

# OUTLOOK ON BIOTECHNOLOGY

Comparing Attitudes of BIO Convention Attendees, Industry Leaders & Voters.





# Methodology

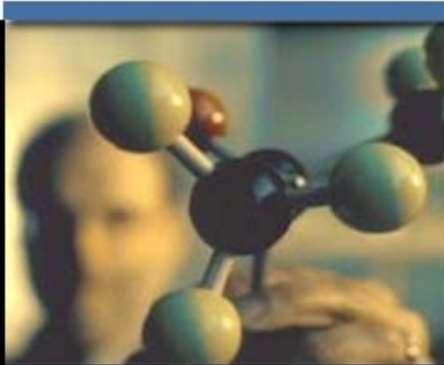
**On behalf of the Biotechnology Industry Organization (BIO), Public Opinion Strategies and Peter D. Hart Research Associates conducted three surveys:**

- A national telephone survey of 800 registered voters. This survey was conducted April 17-19, 2007, and has a margin of error of  $\pm 3.5\%$ .**
- A national internet survey of 252 biotechnology industry leaders.\* This survey was conducted April 11-24, 2007.**
- An internet survey of 1,859 BIO Annual Convention Attendees. This survey was conducted May 6-9, 2007, during the Convention.**

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*\*Industry leaders are defined as Presidents, CEO's and other senior executives of 222 BIO member companies.*





# Key Take-Away Points





## Key Take-Away Points

- **BIO Convention Attendees and voters rate the importance of finding cures to diseases as a top national issue, ahead of combating terrorism and dealing with illegal immigration.**
- **Convention attendees, industry leaders and voters all express strong levels of optimism that finding cures for serious diseases can be achieved in the next 10 to 15 years.**
- **However, Convention attendees and voters have higher expectations than industry leaders on the likelihood of achieving energy independence, reducing pollution and eliminating hunger and malnutrition.**



**Convention attendees and voters were asked to rate the importance of some current issues on a scale of one to ten. Ten means the issue is extremely important to them personally and one means the issue is not important.**



**BIO Convention attendees agree with voters across the country, rating “finding cures to help patients” as the issue they believe is most important.**

Issues Ranked by %8-10 Personal Importance	Voters	Convention Attendees
Finding cures to help patients suffering from serious diseases such as cancer, Parkinson’s disease, Alzheimer’s disease, HIV/AIDS and multiple sclerosis.	78%	71%
Developing alternative energy from renewable resources to serve as a significant replacement for traditional fossil fuels	71%	68%
Protecting the environment from pollution and global warming	61%	66%
Improving the quality of public education	78%	65%
Improving the economy and creating good paying jobs	77%	58%
Increasing food production and enhancing its nutritional value to alleviate the problem of hunger and malnutrition in the poorest countries of the world	48%	57%
Combating terrorism at home in the United States and overseas	71%	46%
Securing our borders and addressing the issue of illegal immigration	68%	31%



**Convention attendees, industry leaders and voters were asked to rate how optimistic they are that science and technology will find solutions and cures to the following problems in the next 10 to 15 years.**



**BIO Convention attendees, industry leaders and voters are all most optimistic about “finding cures to diseases” in the next 10 to 15 years.**

**% Total Optimistic**

<b>Issues Ranked by % “Total Optimistic”</b>	<b>Voters</b>	<b>Convention Attendees</b>	<b>Industry Leaders</b>
<b>Finding cures to help patients suffering from serious diseases such as cancer, Parkinson’s disease, Alzheimer’s disease, HIV/AIDS and multiple sclerosis.</b>	<b>86%</b>	<b>86%</b>	<b>94%</b>
<b>Developing alternative energy from renewable resources to serve as a significant replacement for traditional fossil fuels.</b>	<b>79%</b>	<b>78%</b>	<b>75%</b>
<b>Increasing food production and enhancing its nutritional value to alleviate the problem of hunger and malnutrition in the poorest countries of the world.</b>	<b>68%</b>	<b>75%</b>	<b>79%</b>
<b>Protecting the environment from pollution and global warming.</b>	<b>70%</b>	<b>60%</b>	<b>54%</b>



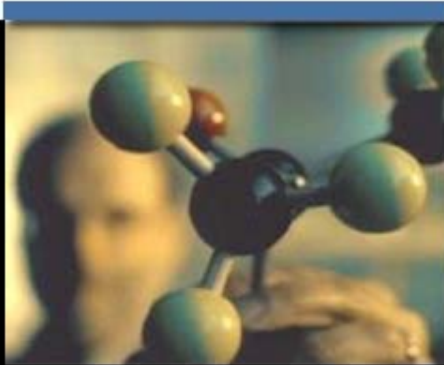
**Convention attendees, industry leaders and voters were then asked to select the achievements they think biotech is MOST LIKELY to make over the next 10 to 15 years.**



**While there is more shared optimism on finding cures, BIO Convention attendees and voters expect more from the industry on other non-health care related issues.**

**% Top Two Most Likely**

<b>Achievements Next 10-15 Years</b>	<b>Voters</b>	<b>Convention Attendees</b>	<b>Industry Leaders</b>
<b>Finding a cure for HIV/AIDS</b>	<b>24%</b>	<b>34%</b>	<b>27%</b>
<b>Finding a cure for Alzheimer's disease</b>	<b>29%</b>	<b>31%</b>	<b>29%</b>
<b>Using biotech "clean" technologies to drastically reduce pollution</b>	<b>32%</b>	<b>31%</b>	<b>20%</b>
<b>Finding a cure for Parkinson's disease</b>	<b>28%</b>	<b>28%</b>	<b>33%</b>
<b>Using biotech methods to achieve energy independence</b>	<b>39%</b>	<b>26%</b>	<b>17%</b>
<b>Using biotech methods to eliminate hunger and malnutrition around the world</b>	<b>23%</b>	<b>20%</b>	<b>10%</b>



# NEIL NEWHOUSE & GEOFF GARIN

