

**May 2007 BIO Convention Attendee Survey
Interview Schedule**

May 6-9, 2007
Project: #07228

N=1,859 Convention Attendees

Using a ten point scale with ten being EXTREMELY IMPORTANT and one being NOT IMPORTANT, please rate how important each of the following issues is to you personally.

Although many of these issues may be important to you, please try to rate them according to what is MOST important to you personally. You can, of course, use any number between one and ten.

Ranked by Mean Score

	MEAN	10	8-10	4-7	1-3
1a. Finding cures to help patients suffering from serious diseases such as cancer, Parkinson's disease, Alzheimer's disease, HIV/AIDS and multiple sclerosis.	8.1	41%	71%	21%	7%
1b. Developing alternative energy from renewable resources to serve as a significant replacement for traditional fossil fuels.	7.9	36%	68%	25%	7%
1c. Protecting the environment from pollution and global warming.	7.8	37%	66%	27%	7%
1g. Improving the quality of public education.	7.8	36%	65%	28%	7%
1e. Improving the economy and creating good paying jobs	7.5	25%	58%	35%	7%
1d. Increasing food production and enhancing its nutritional value to alleviate the problem of hunger and malnutrition in the poorest countries of the world.	7.4	29%	57%	34%	9%
1f. Combating terrorism at home in the United States and overseas.	6.7	25%	46%	38%	16%
1h. Securing our borders and addressing the issue of illegal immigration.	5.7	16%	31%	45%	25%

Now, thinking more about some of these issues...whether or not they are personally important to you, please rate how optimistic you are that science and technology will find solutions and cures to the following problems in the next 10 to 15 years. **(RANDOMIZE)**

Ranked by % "Very Optimistic"

	TOT OPT	TOT NOT	VERY OPT	SMWT OPT	NOT TOO OPT	NOT AT ALL OPT
2a. Finding cures to help patients suffering from serious diseases such as cancer, Parkinson's disease, Alzheimer's disease, HIV/AIDS and multiple sclerosis.	86%	14%	30%	55%	10%	4%
2b. Developing alternative energy from renewable resources to serve as a significant replacement for traditional fossil fuels.	78%	22%	26%	52%	17%	5%
2d. Increasing food production and enhancing its nutritional value to alleviate the problem of hunger and malnutrition in the poorest countries of the world.	75%	25%	23%	52%	19%	5%
2c. Protecting the environment from pollution and global warming.	60%	40%	15%	45%	32%	9%

3a. Which one of the following achievements do you think biotechnology companies are **MOST LIKELY** to make over the next 10 to 15 years?

3b. And, which would be the next **MOST LIKELY** achievement for biotechnology companies to make over the next 10 to 15 years?

1st	Combined	
19%	34%	Finding a cure for HIV/AIDS
17%	31%	Using biotech "clean" technologies to drastically reduce pollution
16%	31%	Finding a cure for Alzheimer's disease
14%	28%	Finding a cure for Parkinson's disease
13%	26%	Using biotech methods to achieve energy independence.
10%	20%	Using biotech methods to eliminate hunger and malnutrition around the world
3%	4%	Other
9%	15%	None of the above

4. Finally, which of the following BEST describes your role in the biotechnology industry?

- 34% Industry executive
 - 16% Consultant
 - 11% Local, state or federal government appointee/employee
 - 11% Academic
 - 10% Researcher
 - 6% Investor/venture capitalist
 - 3% Journalist/media correspondent

 - 10% Other
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