

*BIO Voter National Survey*

April 17-19, 2007  
Project: #07196

N=800 Registered Voters  
Margin of Error =  $\pm 3.5\%$

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**SAMPLE A: N=401**      **SAMPLE B: N=399**

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Now, I would like you to consider the importance of some current issues. Using a ten point scale with ten being EXTREMELY IMPORTANT and one being NOT IMPORTANT, please tell me how important each issue 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.

	<u>10</u>	<u>8-10</u>	<u>4-7</u>	<u>1-3</u>	<u>DK/Ref</u>	<u>Mean</u>
<b>Ranked by Mean Score</b>						
1.	Finding cures to help patients suffering from serious diseases such as cancer, Parkinson's disease, Alzheimer's disease, HIV/AIDS and multiple sclerosis.					
	52%	78%	20%	2%	*	8.6
8.	Improving the quality of public education. <b>(SAMP B)</b>					
	51%	78%	18%	4%	*	8.6
5.	Improving the economy and creating good paying jobs. <b>(SAMP A)</b>					
	43%	77%	21%	2%	1%	8.5
6.	Combating terrorism at home in the United States and overseas. <b>(SAMP A)</b>					
	48%	71%	22%	6%	1%	8.2
2.	Developing alternative energy from renewable resources to serve as a significant replacement for traditional fossil fuels.					
	39%	71%	25%	4%	1%	8.2
9.	Securing our borders and addressing the issue of illegal immigration. <b>(SAMP B)</b>					
	40%	68%	26%	6%	*	8.0
3.	Protecting the environment from pollution and global warming.					
	35%	61%	29%	9%	*	7.6
7.	Reducing taxes. <b>(SAMP A)</b>					
	33%	51%	38%	10%	*	7.2
4.	Increasing food production and enhancing its nutritional value to alleviate the problem of hunger and malnutrition in the poorest countries of the world.					
	26%	48%	41%	10%	1%	7.0
10.	Improving the nation's roads and highways. <b>(SAMP B)</b>					
	14%	37%	56%	7%	*	6.6

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Now, thinking more about some of these issues...whether or not they are personally important to you, I would like you to tell me how optimistic you are that science and technology will find solutions and cures to the following problems in the next ten to fifteen years? Are you VERY OPTIMISTIC, SOMEWHAT OPTIMISTIC, NOT TOO OPTIMISTIC, or NOT AT ALL OPTIMISTIC?

<b>TOT OPT</b>	<b>TOT NOT</b>	<b>VERY OPT</b>	<b>SMWT OPT</b>	<b>NOT TOO OPT</b>	<b>NOT AT ALL OPT</b>	<b>DK/REF</b>
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**Ranked by % Very Optimistic**

11. Finding cures to help patients suffering from serious diseases such as cancer, Parkinson's disease, Alzheimer's disease, HIV/AIDS and multiple sclerosis.

<b>86%</b>	<b>13%</b>	34%	52%	9%	4%	*
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12. Developing alternative energy from renewable resources to serve as a significant replacement for traditional fossil fuels.

<b>79%</b>	<b>19%</b>	29%	50%	15%	5%	2%
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14. Increasing food production and enhancing its nutritional value to alleviate the problem of hunger and malnutrition in the poorest countries of the world.

<b>68%</b>	<b>29%</b>	18%	50%	22%	8%	2%
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13. Protecting the environment from pollution and global warming.

<b>70%</b>	<b>28%</b>	15%	55%	20%	8%	1%
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Now, switching gears and thinking about a specific industry, that is the biotechnology industry...

15. Please tell me, is your opinion of biotechnology companies – very favorable, somewhat favorable, somewhat unfavorable, – or very unfavorable? If you are unfamiliar with biotechnology companies just tell me and we'll move on.

<b>10/02</b>	<b>5/04</b>	<b>3/07</b>	<b>4/07</b>	
12%	17%	18%	11%	Very favorable
37%	31%	31%	34%	Somewhat favorable
16%	7%	8%	8%	Somewhat unfavorable
5%	3%	3%	3%	Very unfavorable
30%	25%	24%	26%	Heard of, no opinion
N/A	16%	16%	17%	Never heard of
–	1%	*	1%	Refused
<b>49%</b>	<b>48%</b>	<b>49%</b>	<b>45%</b>	<b>TOTAL FAVORABLE</b>
<b>21%</b>	<b>10%</b>	<b>11%</b>	<b>11%</b>	<b>TOTAL UNFAVORABLE</b>

Now, listen carefully as I read you some information about biotechnology companies...

Biotechnology companies use biological processes and technology to develop medicines and cures for hard to treat, debilitating diseases. Biotechnology companies also develop different forms of alternative energy, environmentally friendly products and agricultural methods to increase food production to alleviate hunger and malnutrition.

16. Now, after hearing this information, please tell me, is your opinion of biotechnology companies – very favorable, somewhat favorable, somewhat unfavorable, – or very unfavorable?

29%	Very favorable
56%	Somewhat favorable
9%	Somewhat unfavorable
3%	Very unfavorable
2%	Heard of, no opinion
1%	Refused
<b>86%</b>	<b>TOTAL FAVORABLE</b>
<b>12%</b>	<b>TOTAL UNFAVORABLE</b>

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Now, I am going to read to you some of the things the biotechnology industry is already doing or has done. For each one please tell me how important a contribution it is...is it VERY important, FAIRLY important, JUST SOMEWHAT important or NOT important? The (first/next) one is....

<b>TOT IMP</b>	<b>TOT NOT</b>	<b>VERY IMP</b>	<b>FAIRLY IMP</b>	<b>JUST SMWT IMP</b>	<b>NOT IMP</b>	<b>DK/ REF</b>
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**Ranked by % Very Important**

- |   |            |            |     |     |     |    |    |
|---|------------|------------|-----|-----|-----|----|----|
| 17. Biotechnology-based "clot buster" drugs allow doctors to dissolve blood clots, saving lives and reducing damage associated with heart attacks. <b>(A)</b>   | <b>88%</b> | <b>11%</b> | 80% | 9%  | 10% | 1% | *  |
| 18. Biotechnology has developed hundreds of diagnostic tests that keep the blood supply safe from the HIV/AIDS virus and detect other conditions early enough to be successfully treated. <b>(A)</b>  | <b>87%</b> | <b>12%</b> | 78% | 9%  | 11% | 2% | 1% |
| 22. Biotechnology has created more than two hundred and fifty new therapies to help extend and improve the quality of life for patients suffering from serious diseases such as cancer, Parkinson's disease, Alzheimer's disease, HIV/AIDS and multiple sclerosis. <b>(B)</b> | <b>83%</b> | <b>15%</b> | 73% | 9%  | 14% | 1% | 2% |
| 26. Biotechnology is used to help with environmental cleanups such as oil and chemical spills. <b>(B)</b>   | <b>79%</b> | <b>20%</b> | 67% | 11% | 18% | 2% | 1% |
| 23. Biotechnology helps military units and disaster responders fight chemical weapons such as sarin gas. <b>(B)23</b>   | <b>70%</b> | <b>26%</b> | 59% | 11% | 20% | 6% | 4% |
| 20. Biotechnology has created a new generation of healthier cooking oils free of trans fats that contribute to obesity and heart disease. <b>(A)</b>  | <b>73%</b> | <b>25%</b> | 57% | 16% | 20% | 5% | 1% |
| 19. Biotechnology-based agricultural methods have allowed farmers to increase food production and enhance its nutritional value to alleviate the problem of hunger and malnutrition in the poorest countries of the world. <b>(A)</b>   | <b>70%</b> | <b>29%</b> | 53% | 17% | 24% | 5% | 1% |
| 21. Biotechnology helps create ethanol - a cleaner-burning alternative fuel now made from corn - from agricultural debris such as corn husks and rice straw. <b>(A)</b>   | <b>72%</b> | <b>28%</b> | 52% | 19% | 22% | 5% | 1% |
| 25. Biotechnology improves the nutritional content of food staples creating products such as rice fortified with Vitamin A which is critical for eyesight and anemia prevention. <b>(B)</b>   | <b>67%</b> | <b>32%</b> | 52% | 14% | 26% | 5% | 2% |
| 24. Biotechnology-based agricultural methods have allowed farmers to develop higher quality, more nutritious meat and milk. <b>(B)</b>  | <b>65%</b> | <b>33%</b> | 48% | 17% | 26% | 7% | 1% |
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**Q27 ASKED OF SAMPLE A ONLY**

27. Which one of the following achievements do you think biotechnology companies are MOST LIKELY to make over the next ten to fifteen years?

<u>1<sup>st</sup></u>	<u>2<sup>nd</sup></u>	<u>Combined</u>	
25%	13%	39%	Using biotech methods to achieve energy independence
14%	18%	32%	Using biotech "clean" technologies to drastically reduce pollution
15%	14%	29%	Finding a cure for Alzheimer's disease
13%	15%	28%	Finding a cure for Parkinson's disease
12%	12%	24%	Finding a cure for HIV/AIDS
11%	12%	23%	Using biotech methods to eliminate hunger and malnutrition around the world
6%	3%	10%	DON'T' KNOW/REFUSED
2%	1%	3%	Other
2%	*	2%	None

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**Q27 ASKED OF SAMPLE B ONLY**

28. Which one of the following achievements do you think is MOST IMPORTANT for biotechnology companies to make over the next ten to fifteen years?

<u>1<sup>st</sup></u>	<u>2<sup>nd</sup></u>	<u>Combined</u>	
27%	15%	42%	Using biotech methods to achieve energy independence
18%	16%	34%	Using biotech methods to eliminate hunger and malnutrition around the world
15%	17%	32%	Finding a cure for Alzheimer's disease
12%	20%	31%	Using biotech "clean" technologies to drastically reduce pollution
16%	11%	27%	Finding a cure for HIV/AIDS
6%	11%	17%	Finding a cure for Parkinson's disease
4%	2%	5%	DON'T' KNOW/REFUSED
2%	1%	3%	Other
*	*	1%	None

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Now, please listen carefully as I read you a list of goals the biotechnology industry is trying to reach in the next ten to fifteen years. Please rate the importance of each one, whether you feel this should be an absolute top priority, a high but not top priority, a medium priority, or a lower priority to accomplish in the next ten to fifteen years, or do you think this should not be a priority?

As you respond, please keep in mind that NOT EVERY GOAL CAN BE A TOP PRIORITY. The (first/next) one is...

<b>TOP/ HIGH PRIORITY</b>	<b>MED/ LOW/NOT PRIORITY</b>	<b>TOP</b>	<b>HIGH</b>	<b>MED</b>	<b>LOW</b>	<b>NOT</b>	<b>DK/REF</b>
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**Ranked by % Absolute Top Priority**

29. Discovering and developing cures to help patients suffering from serious diseases such as cancer, Parkinson's disease, Alzheimer's disease, HIV/AIDS and multiple sclerosis. **(ALL)**  
**84%**      **15%**      41%      44%      13%      1%      1%      1%

31. Reducing the nation's dependence on foreign oil through use of micro-organisms to make products, like ethanol, derived from sustainable, renewable resources like plants, grass and straw. **(A)**  
**72%**      **27%**      31%      41%      19%      5%      2%      1%

34. Producing biological defense technologies that, in the event of a biological or chemical attack, can be used to detect attacks, inoculate people, and treat those who may have been exposed. **(B)**  
**62%**      **37%**      24%      38%      25%      8%      4%      1%

33. Transforming manufacturing by developing "clean" technologies that reduce pollution and the consumption of non-renewable energy sources. **(B)**  
**60%**      **40%**      21%      39%      32%      6%      1%      1%

32. Developing new plants that would be like "green drug factories," producing new medicines and other products like preventive treatments for iron deficiency or ovarian cancer. **(A)**  
**57%**      **41%**      15%      42%      31%      6%      4%      1%

30. Finding new ways to produce disease and drought-resistant crops, which will increase the food supply and enhance its nutritional value, alleviating hunger and malnutrition in third world countries where there is rapid population growth and poor conditions for farming. **(A)**  
**55%**      **44%**      14%      41%      32%      8%      4%      1%

35. Developing cleaner, more efficient and more sustainable ways to produce plastics through the use of renewable resources such as corn and other plants instead of petroleum. **(B)**  
**44%**      **55%**      12%      33%      42%      10%      2%      1%

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Now, I'd like to read you some more about some specific uses of biotechnology...

36. Now, thinking about genetically modified crops...(SAMPLE A)

\_\_\_ (Some/Other) people say that genetically modified crops are A POSITIVE DEVELOPMENT because they have dramatically increased food production and enhanced its nutritional value, alleviating the problem of hunger and malnutrition in the poorest countries of the world and these crops have reduced the reliance on chemical pesticides.

...while...

\_\_\_ (Other/Some) people say that genetically modified crops are A TROUBLING DEVELOPMENT because there have not been enough tests to confirm the risks and overall safety, and it is impossible to tell if these crops will have unforeseen ecological disruptions or side-effects on other plants and animals.

How about you, do you think genetically modified crops are more of a POSITIVE DEVELOPMENT or more of a TROUBLING DEVELOPMENT?

47% POSITIVE DEVELOPMENT  
43% TROUBLING DEVELOPMENT  
  
3% A LITTLE OF BOTH  
7% DON'T KNOW  
1% REFUSED

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37. Now, thinking about alternative fuels...(SAMPLE B)

\_\_\_ (Some/Other) people say that alternative fuels made from corn, sugar cane and soy beans are A POSITIVE DEVELOPMENT because they are renewable and sustainable, and they reduce the nation's dependence on foreign oil and fossil fuels.

...while...

\_\_\_ (Other/Some) people say that alternative fuels made from corn, sugar cane and soy beans are A TROUBLING DEVELOPMENT because using these crops for fuel instead of food will raise prices on the crops and reduce the supply of this food in poorer countries.

How about you, do you think alternative fuels are more of a POSITIVE DEVELOPMENT or more of a TROUBLING DEVELOPMENT?

73% POSITIVE DEVELOPMENT  
22% TROUBLING DEVELOPMENT  
  
1% A LITTLE OF BOTH  
4% DON'T KNOW  
-- REFUSED

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38. Now, thinking about having full patient access to new biotechnology-based treatments...(SAMPLE A)

— (Some/Other) people say that having full patient access to new treatments in public health care programs, such as MediCARE and MediCAID, is a POSITIVE DEVELOPMENT because it will help patients suffering from serious diseases such as cancer, Parkinson's disease, Alzheimer's disease, HIV/AIDS and multiple sclerosis.

...while...

— (Some/Other) people say that having full patient access to new treatments in public health care programs, such as MediCARE and MediCAID, is a TROUBLING DEVELOPMENT because these new treatments are often expensive and may increase the cost of these government health programs.

How about you, do you think having full patient access to new treatments in public health care programs, such as MediCARE and MediCAID, is more of a POSITIVE DEVELOPMENT or more of a TROUBLING DEVELOPMENT?

80% POSITIVE DEVELOPMENT  
14% TROUBLING DEVELOPMENT  
  
1% A LITTLE OF BOTH  
4% DON'T KNOW  
\* REFUSED

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39. Now, thinking about embryonic stem cell research..(SAMPLE B)

— (Some/Other) people say that embryonic stem cell research is A POSITIVE DEVELOPMENT because it led to the treatment of spinal cord injuries and leukemia and it has potential to develop treatments or even cures for serious diseases such as cancer, Parkinson's disease, Alzheimer's disease, HIV/AIDS, multiple sclerosis and other hard to treat diseases.

...while...

— (Other/Some) people say that embryonic stem cell research is A TROUBLING DEVELOPMENT because of moral and ethical concerns over the destruction of human life for research purposes.

How about you, do you think embryonic stem cell research is more of a POSITIVE DEVELOPMENT or more of a TROUBLING DEVELOPMENT?

63% POSITIVE DEVELOPMENT  
31% TROUBLING DEVELOPMENT  
  
1% A LITTLE OF BOTH  
4% DON'T KNOW  
1% REFUSED

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Now, I have just a few more questions for statistical purposes only...

D2. And what was the last grade you completed in school?

1% SOME GRADE SCHOOL (1-8)  
6% SOME HIGH SCHOOL (9-11)  
24% GRADUATED HIGH SCHOOL (9-12)  
3% TECHNICAL OR VOCATIONAL SCHOOL (12)  
23% SOME COLLEGE (13-15)  
28% GRADUATED COLLEGE (16)  
15% GRADUATE/PROFESSIONAL SCHOOL (16+)

\* REFUSED

**30% HIGH SCHOOL OR LESS**  
**27% SOME COLLEGE**  
**43% COLLEGE+**

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D3. Is your total annual household income greater or less than \$60,000 dollars?

10% UNDER \$20,000  
18% BETWEEN \$20,000 - \$40,000  
15% OVER \$40,000  
  
17% UNDER \$80,000  
14% BETWEEN \$80,000 - \$100,000  
18% OVER \$100,000

9% REFUSED

**28% UNDER \$40K**  
**32% \$40K - \$80K**  
**32% OVER \$80K**

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D4. And in politics today, do you consider yourself...

\_\_\_ a Republican,  
\_\_\_ a Democrat,  
...or something else?

21%	STRONG REPUBLICAN
10%	NOT-SO-STRONG REPUBLICAN
6%	LEAN REPUBLICAN
22%	SOMETHING ELSE/INDEPENDENT/UNDECLARED
6%	LEAN DEMOCRAT
11%	NOT-SO-STRONG DEMOCRAT
24%	STRONG DEMOCRAT
2%	REFUSED
<b>36%</b>	<b>TOTAL REPUBLICAN</b>
<b>40%</b>	<b>TOTAL DEMOCRAT</b>

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D5. And, thinking a little about your political attitudes... Do you consider yourself to be...

Conservative,  
Moderate,  
...OR...  
Liberal

... on most issues?

20%	VERY CONSERVATIVE
22%	SOMEWHAT CONSERVATIVE
31%	MODERATE
16%	SOMEWHAT LIBERAL
8%	VERY LIBERAL
3%	NOT SURE
1%	REFUSED
<b>41%</b>	<b>TOTAL CONSERVATIVE</b>
<b>24%</b>	<b>TOTAL LIBERAL</b>

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And thinking back to the presidential election in 2004...

D6. Regardless of how you may feel today...for which of the following candidates did you vote for President...

49% George W. Bush  
38% John Kerry  
...OR...  
3% Ralph Nader  
  
2% SOMEONE ELSE  
5% DID NOT VOTE  
1% DON'T KNOW/DON'T RECALL  
2% REFUSED

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D7. What is your main racial or ethnic heritage? Is it...

79% CAUCASIAN OR WHITE  
11% AFRICAN-AMERICAN OR BLACK  
4% HISPANIC  
1% ASIAN  
2% OTHER  
2% REFUSED

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D8. And, do you happen to have any children under the age of 18 living with you in your household?

33% YES  
67% NO  
  
1% DON'T KNOW/REFUSED  
  
**18% MOMS**  
**14% DADS**

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D9. Gender: Are you employed outside of the home, are you a homemaker, or are you retired?

**48% TOTAL MALE**  
30% MALE/EMPLOYED  
\* MALE/HOMEMAKER  
15% MALE/RETIRED  
3% MALE/NOT IN LABOR FORCE  
\* MALE REFUSED  
  
**52% TOTAL FEMALE**  
27% FEMALE/EMPLOYED  
10% FEMALE/HOMEMAKER  
13% FEMALE/RETIRED  
3% FEMALE/NOT IN LABOR FORCE  
\* FEMALE REFUSED

D10. And, what is your current marital status?

15%	Single, never married
64%	Now married
3%	Living together, not married
7%	Divorced
2%	Separated
8%	Widowed
1%	Refused

<b>35%</b>	<b>TOTAL SINGLE</b>
<b>32%</b>	<b>MARRIED WOMEN</b>
<b>20%</b>	<b>NOT MARRIED WOMEN</b>

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