

Views of Agricultural Biotechnology

Polling by **Morning Consult** on behalf of the
Biotechnology Innovation Organization

JULY 2023



METHODOLOGY

This poll was conducted between July 21-July 23, 2023, among a sample of 1991 Registered Voters. The interviews were conducted online, and the data were weighted to approximate a target sample of Registered Voters based on gender by age, educational attainment, race, marital status, home ownership, race by educational attainment, 2020 presidential vote, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

KEY FINDINGS

1. Biotechnology and agricultural biotechnology are viewed positively by majorities of U.S. voters, and most respondents whose opinions have shifted over the time indicate their views changed for the better.
2. Increasing crop yields, feeding more people using fewer resources, and creating drought-resistant crops are viewed as the most important benefits of biotechnology among those tested.
3. Voters support the U.S. government leveraging biotech innovations to help address challenges facing the country, including food insecurity.
4. Higher earners and Democrats show strong support for biotechnology and are more supportive of government policies employing biotechnology to address domestic challenges.
5. Two-thirds of voters support updating the regulatory approval process to streamline how agricultural biotechnology products are brought to market.

KEY TERMS DEFINED

Industry Definitions Shown To Respondents

Biotechnology

is the precise genetic alteration of organisms to produce desired outcomes and improve quality of life.

There are several applications of biotechnology. There are two we'd like to focus on here.

Agricultural biotechnology

is used to improve varieties of plants and animals to avoid pests and diseases and make them more resilient to pressures such as heat and drought.

Industrial biotechnology

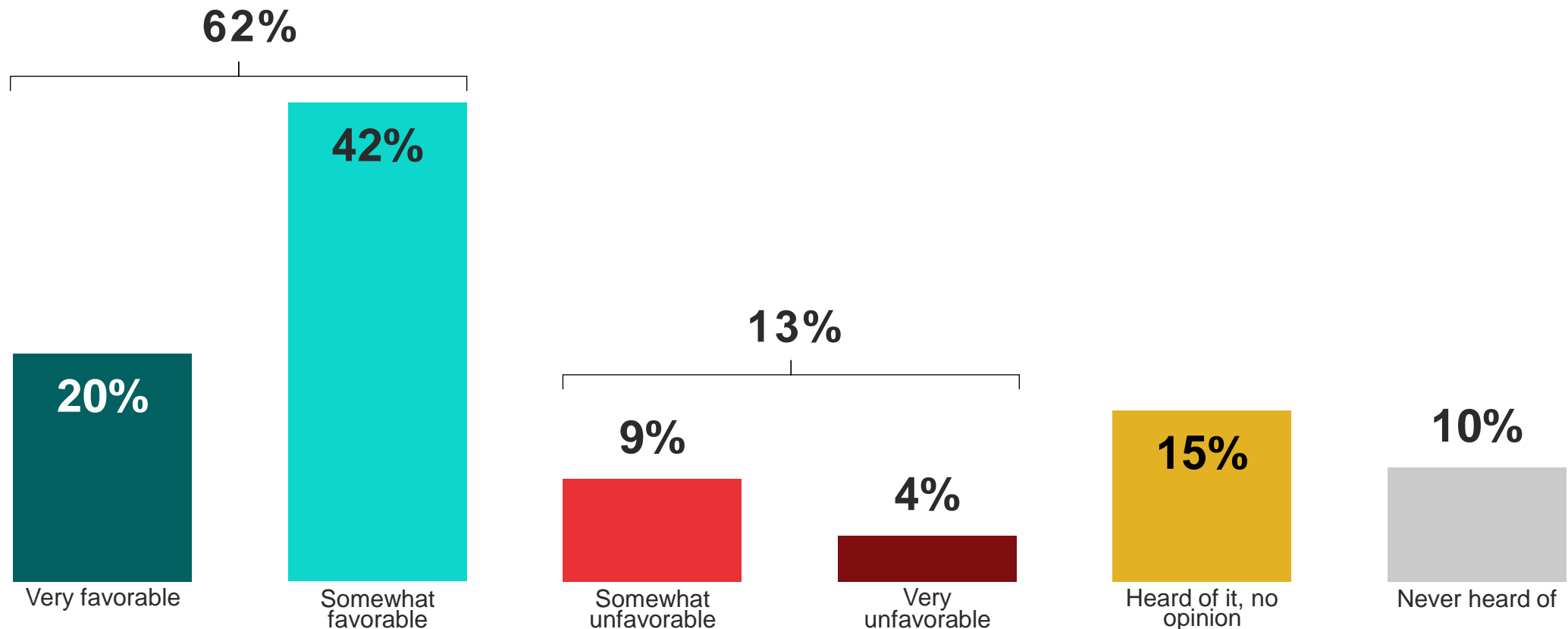
is the application of biotechnology for the processing of plant-based chemical products, textiles, bioplastics and biofuels.



— VIEWS OF AGRICULTURAL BIOTECHNOLOGY

Three-in-five U.S. voters hold a favorable opinion of biotechnology, though a majority of those opinions are soft (*somewhat favorable*). Unfavorable views are relatively uncommon.

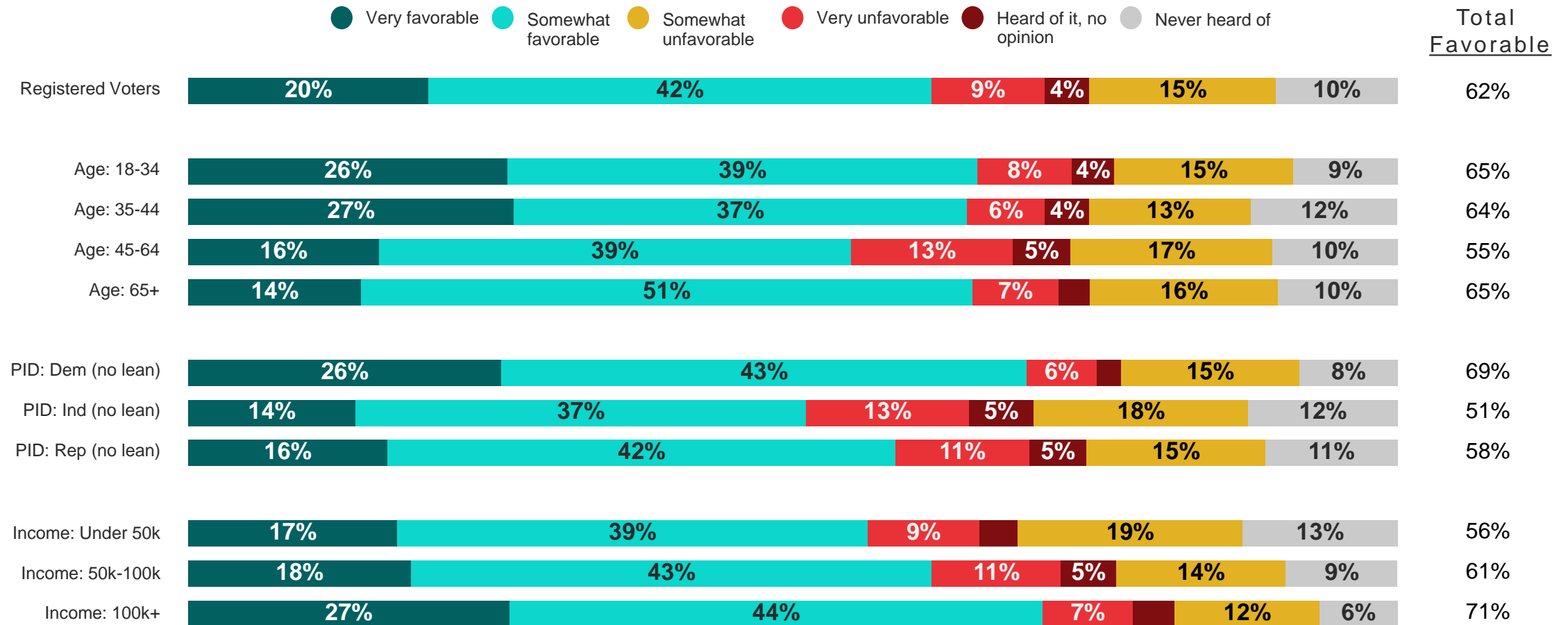
Overall, would you say you have a favorable or unfavorable opinion of biotechnology?



VIEWES OF AGRICULTURAL BIOTECHNOLOGY

Higher earners and Democrats are more favorable of biotechnology compared to other demographic groups.

Overall, would you say you have a favorable or unfavorable opinion of biotechnology?

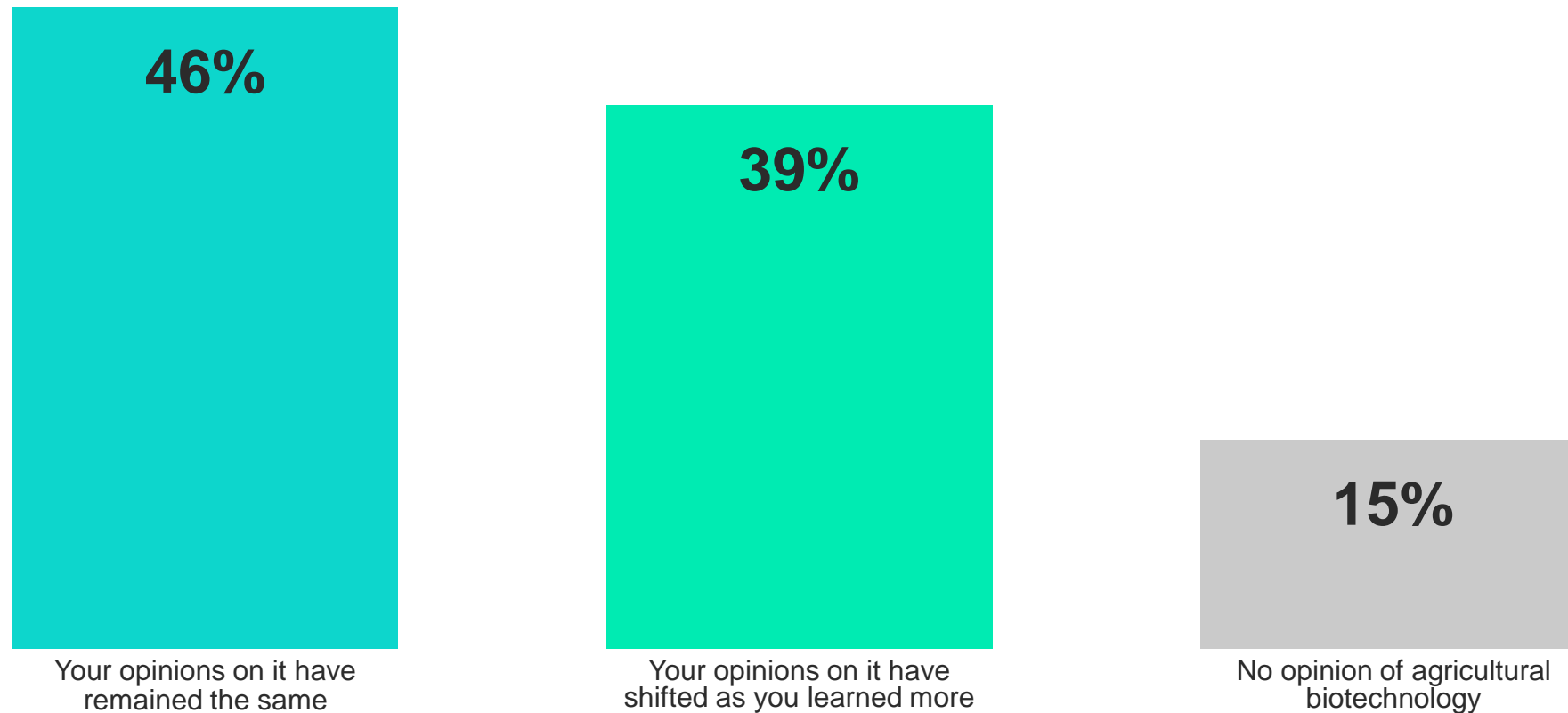


Total favorable = % Very favorable + % Somewhat favorable

VIEWS OF AGRICULTURAL BIOTECHNOLOGY

A plurality of voters indicate their opinions on agricultural biotechnology have been consistent over time, though two-in-five say their views have changed as they learned more.

Which of the following is true regarding your opinion? Since you have been aware of agricultural biotechnology_____

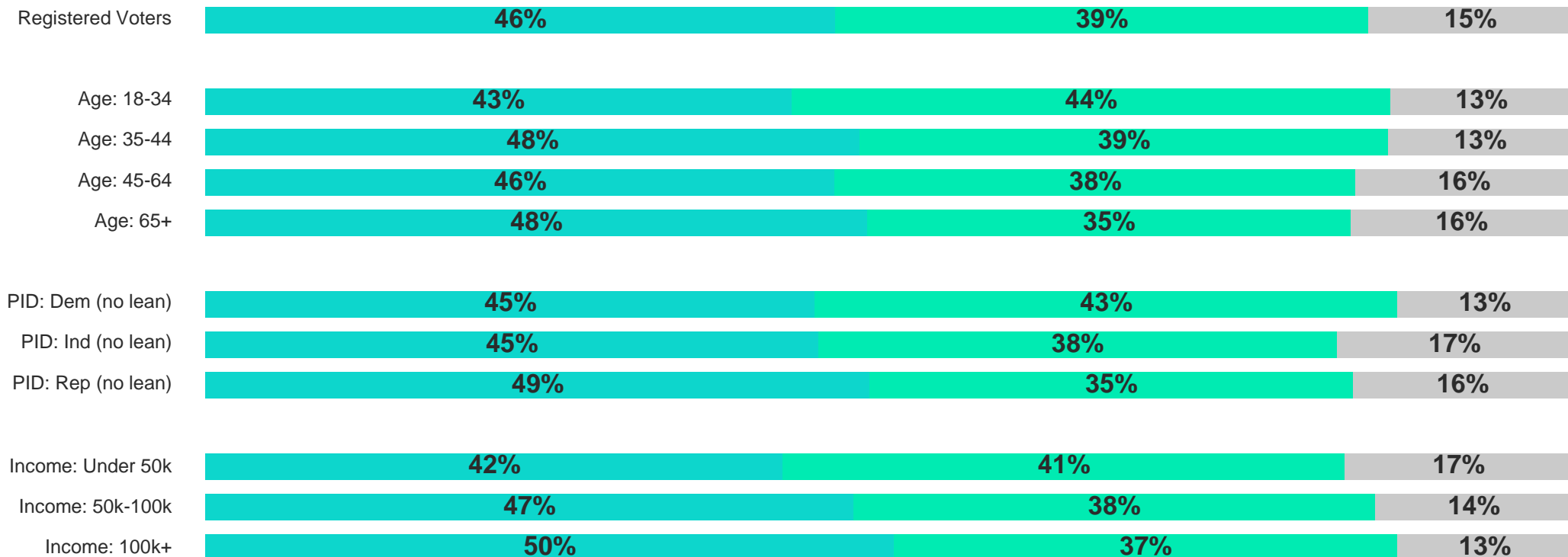


— VIEWS OF AGRICULTURAL BIOTECHNOLOGY

Younger voters and Democrats are more likely to say their opinions toward agricultural biotechnology have shifted since learning more than other groups.

Which of the following is true regarding your opinion? Since you have been aware of agricultural biotechnology_____

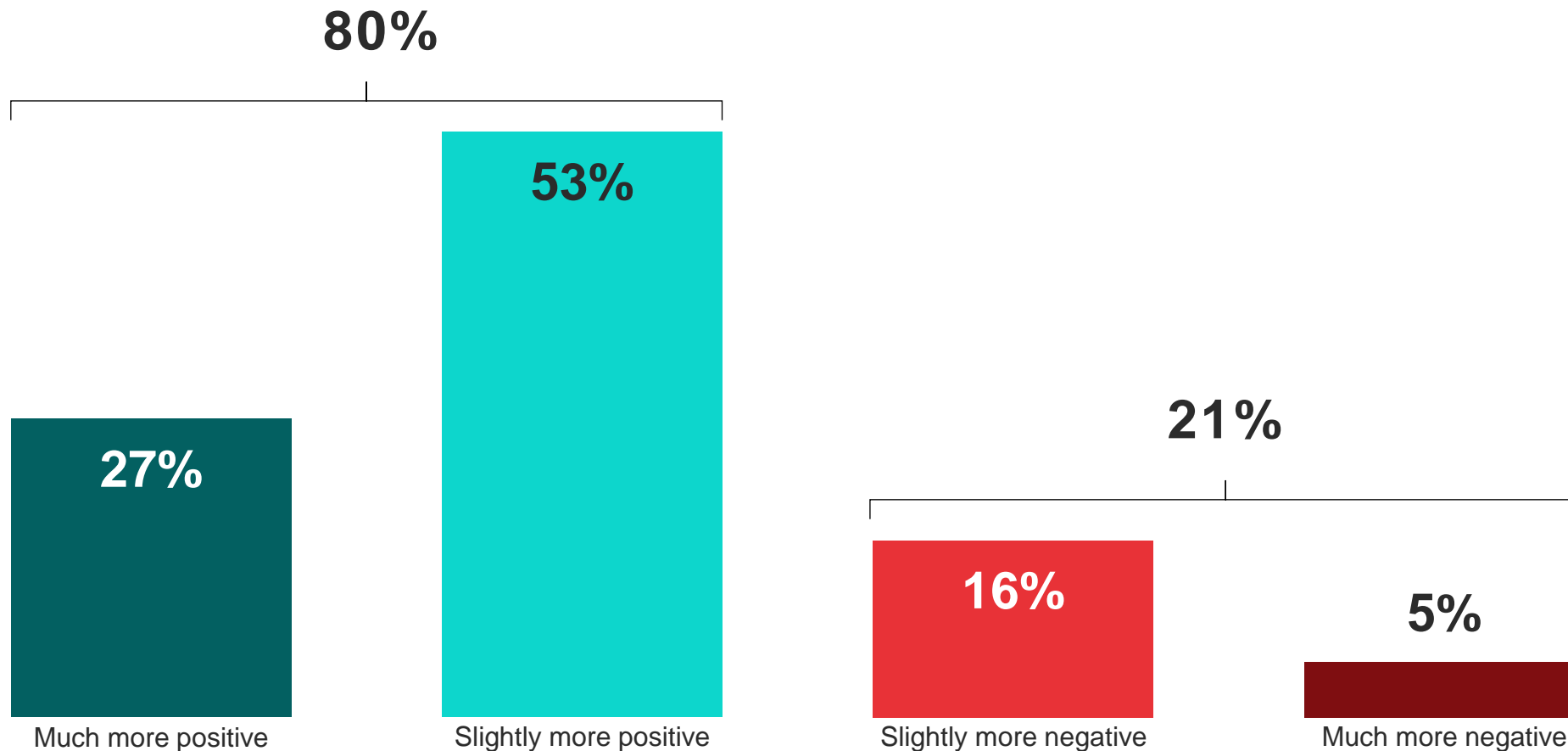
● Your opinions on it have remained the same ● Your opinions on it have shifted as you learned more ● No opinion of agricultural biotechnology



— VIEWS OF AGRICULTURAL BIOTECHNOLOGY

Among those whose opinions of agricultural biotechnology have changed, a large majority have greater affinity for it now than in the past.

You indicated that your opinions about agricultural biotechnology have changed over time. Generally speaking, are your feelings toward it NOW more positive or negative than they used to be? (n=699)

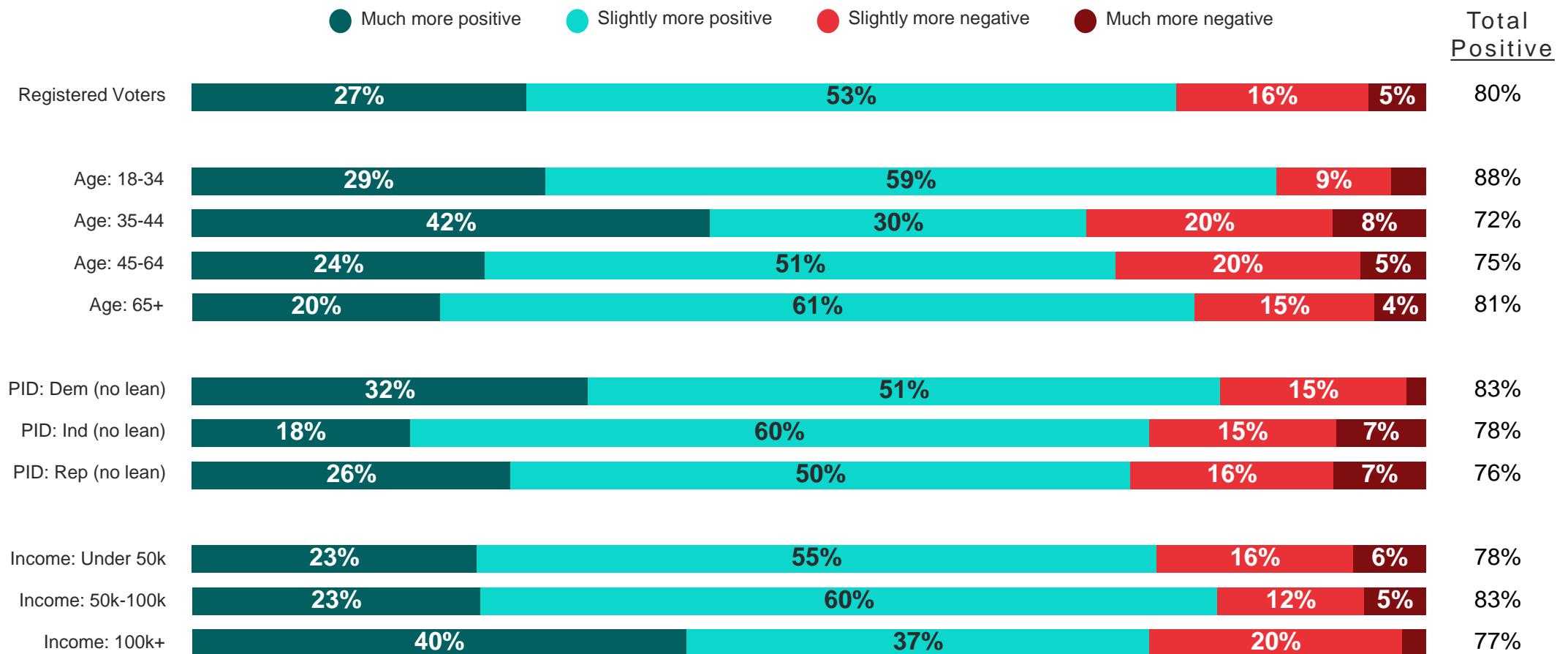


*Asked of voters who indicated their opinion of agricultural biotechnology has changed

— VIEWS OF AGRICULTURAL BIOTECHNOLOGY

Higher earners, Democrats, and age 35-44 adults report more significant positive shifts in their views than others.

You indicated that your opinions about agricultural biotechnology have changed over time. Generally speaking, are your feelings toward it NOW more positive or negative than they used to be? (n=699)

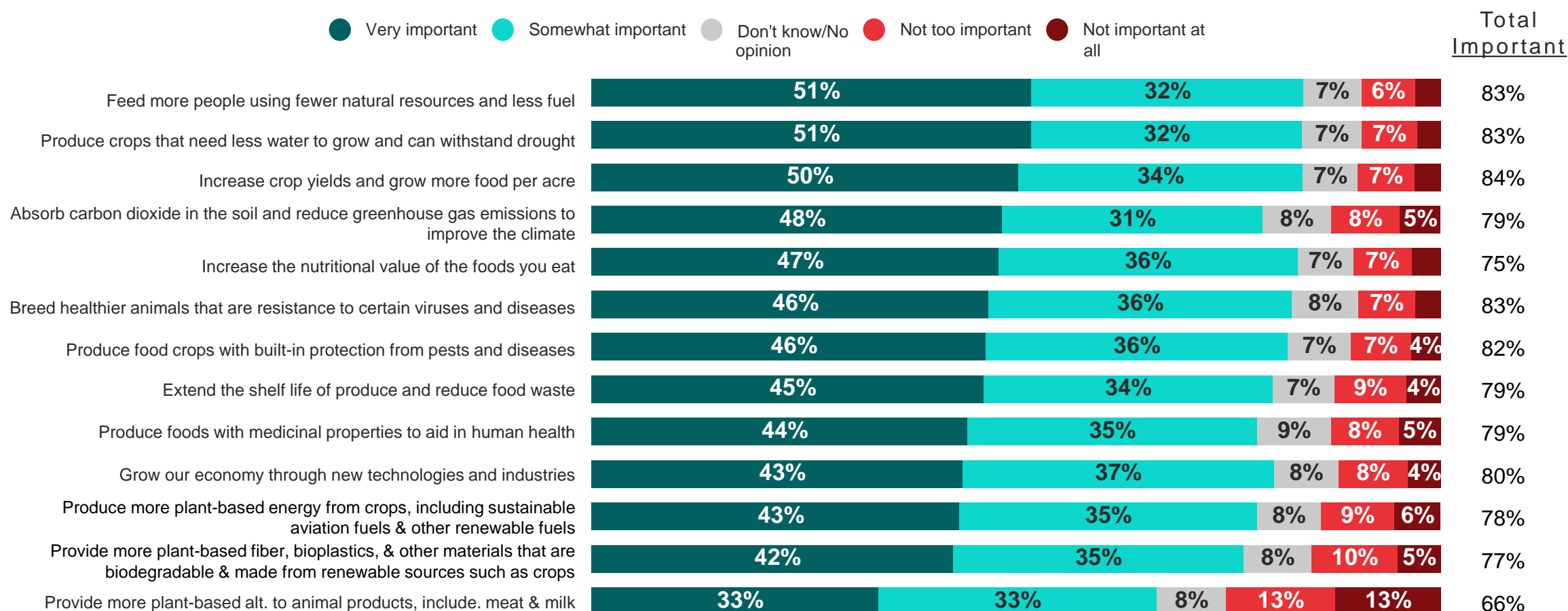


Total positive = % Much more positive + % Slightly more positive

VIEWS OF AGRICULTURAL BIOTECHNOLOGY

Increasing crop yields, feeding more people, and making crops more drought-tolerant are seen as the most important benefits of agricultural and industrial biotechnology.

Now you are going to read about several benefits of both agricultural and industrial biotechnology. How important, if at all, are each of the following benefits of these biotechnologies to you? Agricultural and industrial biotechnology has the ability to _____

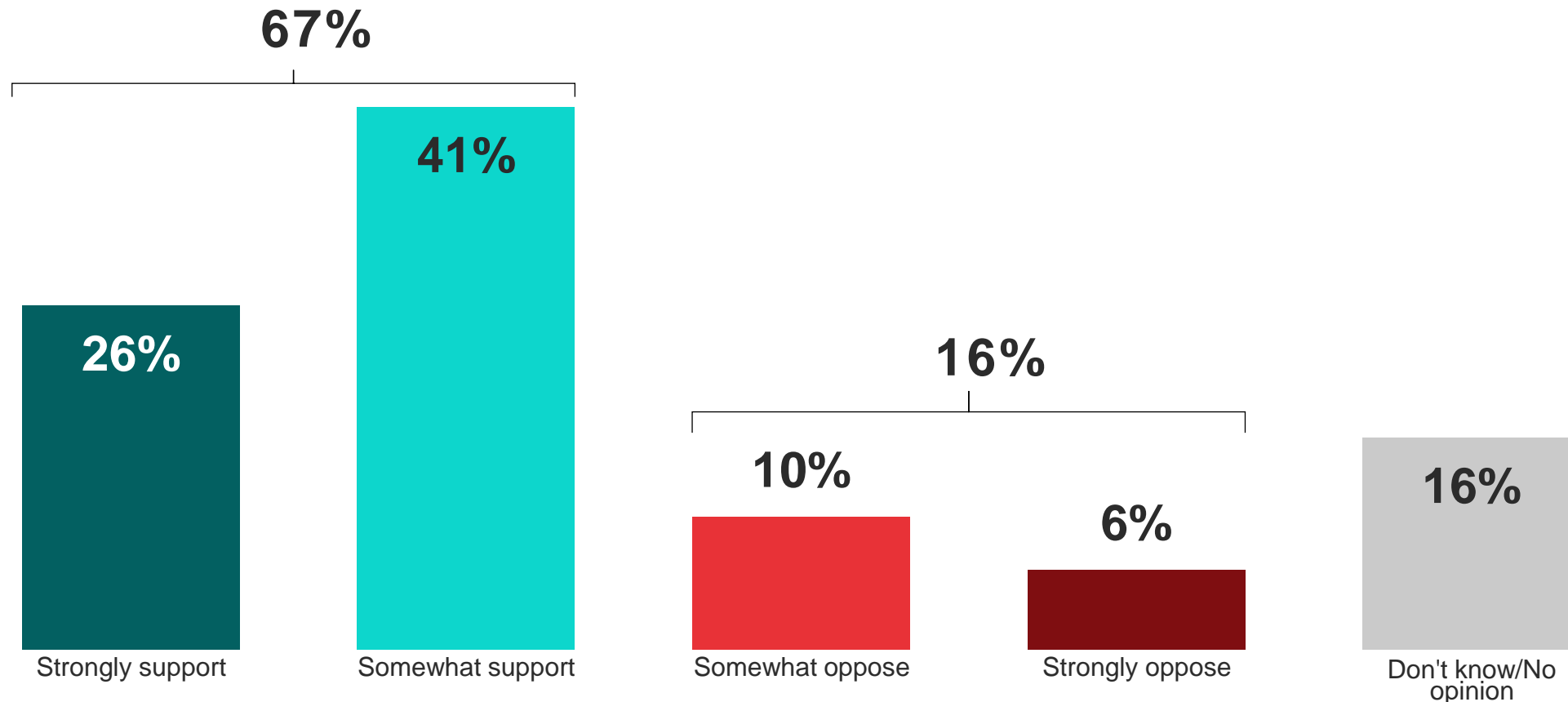


Total important = % *Very important* + % *Somewhat important*

VIEWS OF AGRICULTURAL BIOTECHNOLOGY

Two-thirds of registered voters support government policies seeking to address the country's challenges through the use of biotechnology.

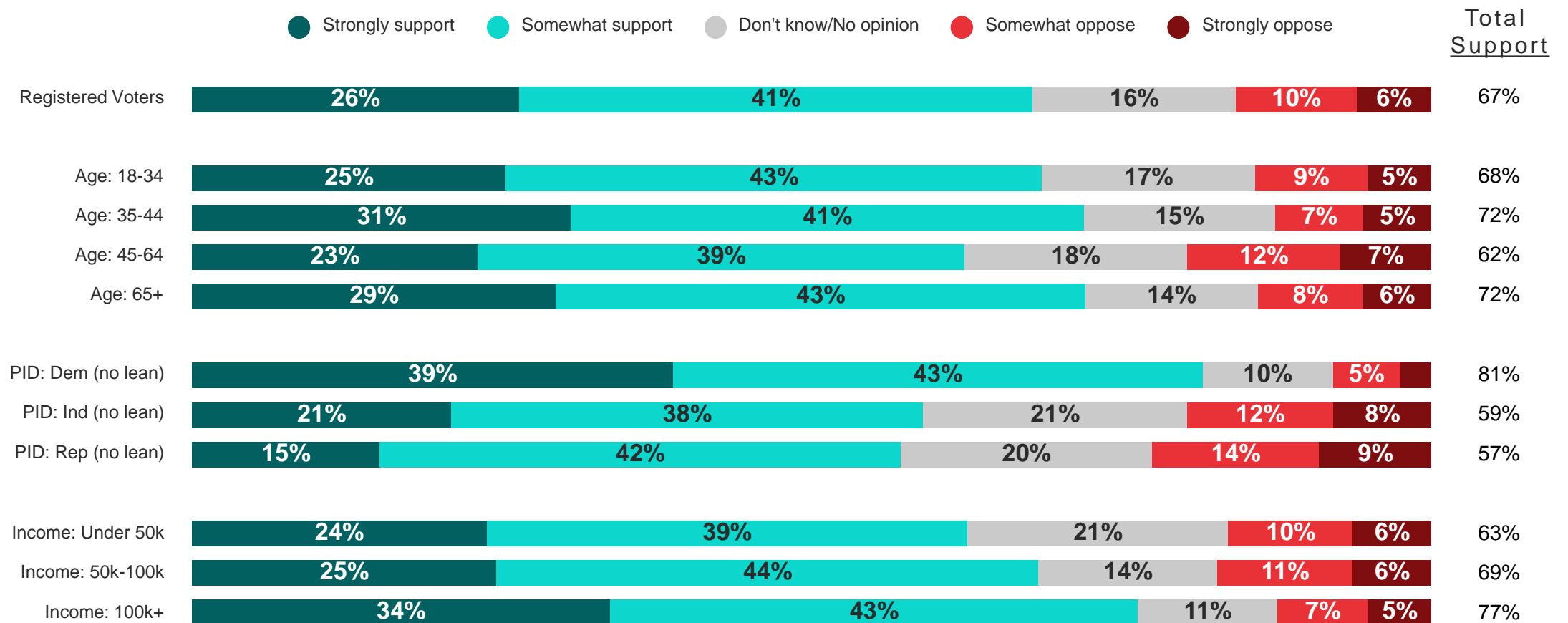
Do you support or oppose government policies that seek to address the country's challenges (i.e. food insecurity, climate change) through innovation in biotechnology?



— VIEWS OF AGRICULTURAL BIOTECHNOLOGY

Democrats are particularly supportive of policies aimed at addressing food security and climate change by leveraging biotechnology.

Do you support or oppose government policies that seek to address the country's challenges (i.e. food insecurity, climate change) through innovation in biotechnology?

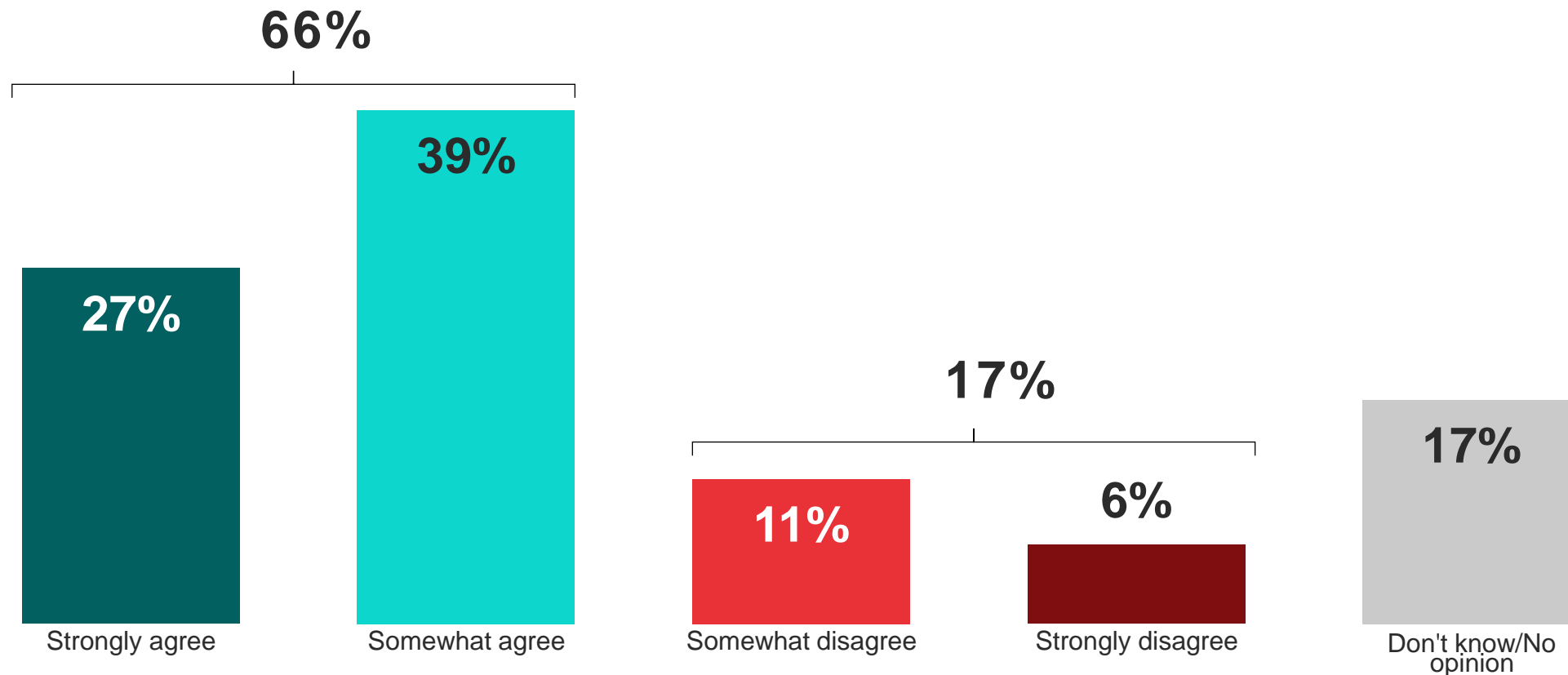


Total support = % *Strongly support* + % *Somewhat support*

VIEWS OF AGRICULTURAL BIOTECHNOLOGY

Two-thirds of voters agree the government’s regulatory approval process should be updated to allow agricultural biotechnology companies to bring innovative products to market more quickly.

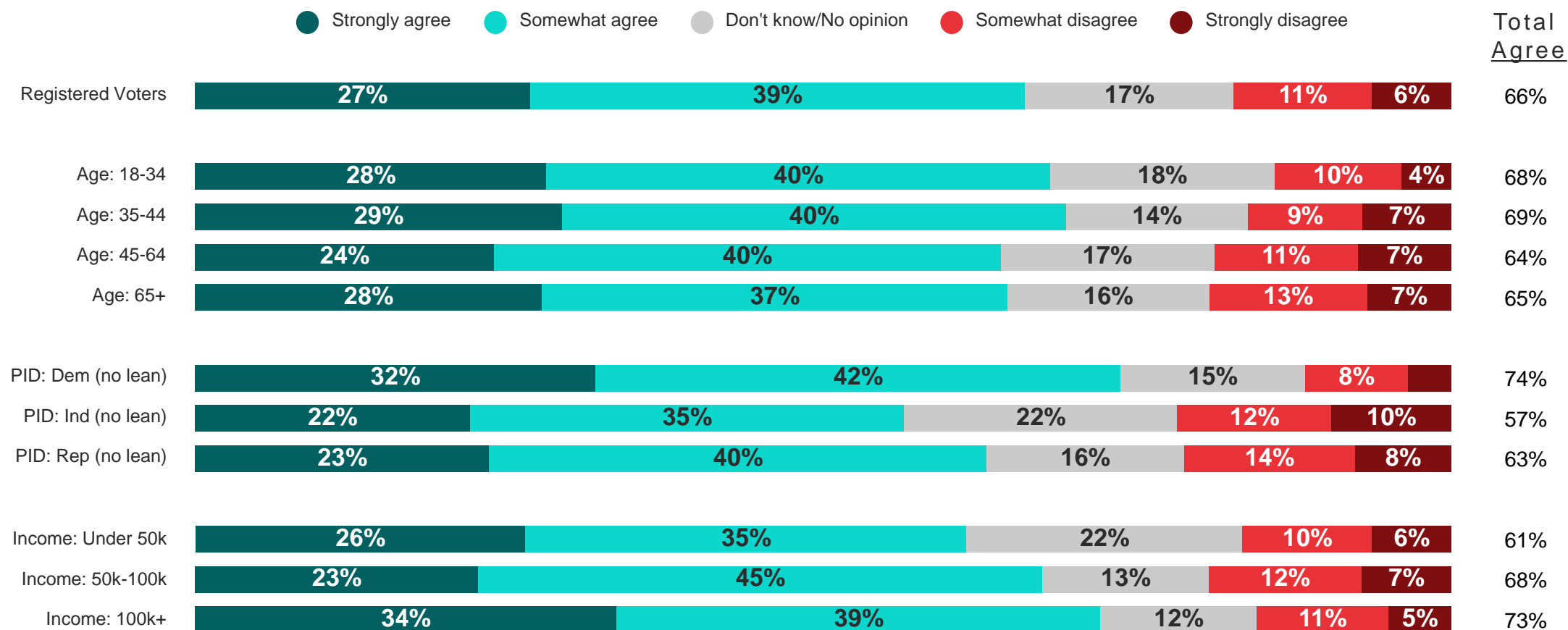
Do you agree or disagree that the government's regulatory approval process should be updated to allow agricultural biotechnology companies to commercialize innovative products more quickly?



VIEWS OF AGRICULTURAL BIOTECHNOLOGY

Across demographic groups, there is little (<25%) opposition to updating the regulatory approval process for agricultural biotechnology products.

Do you agree or disagree that the government's regulatory approval process should be updated to allow agricultural biotechnology companies to commercialize innovative products more quickly?



Total positive = % Strongly agree + % Somewhat agree



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