

# **Awareness Of And Attitudes Toward Nanotechnology And Federal Regulatory Agencies**

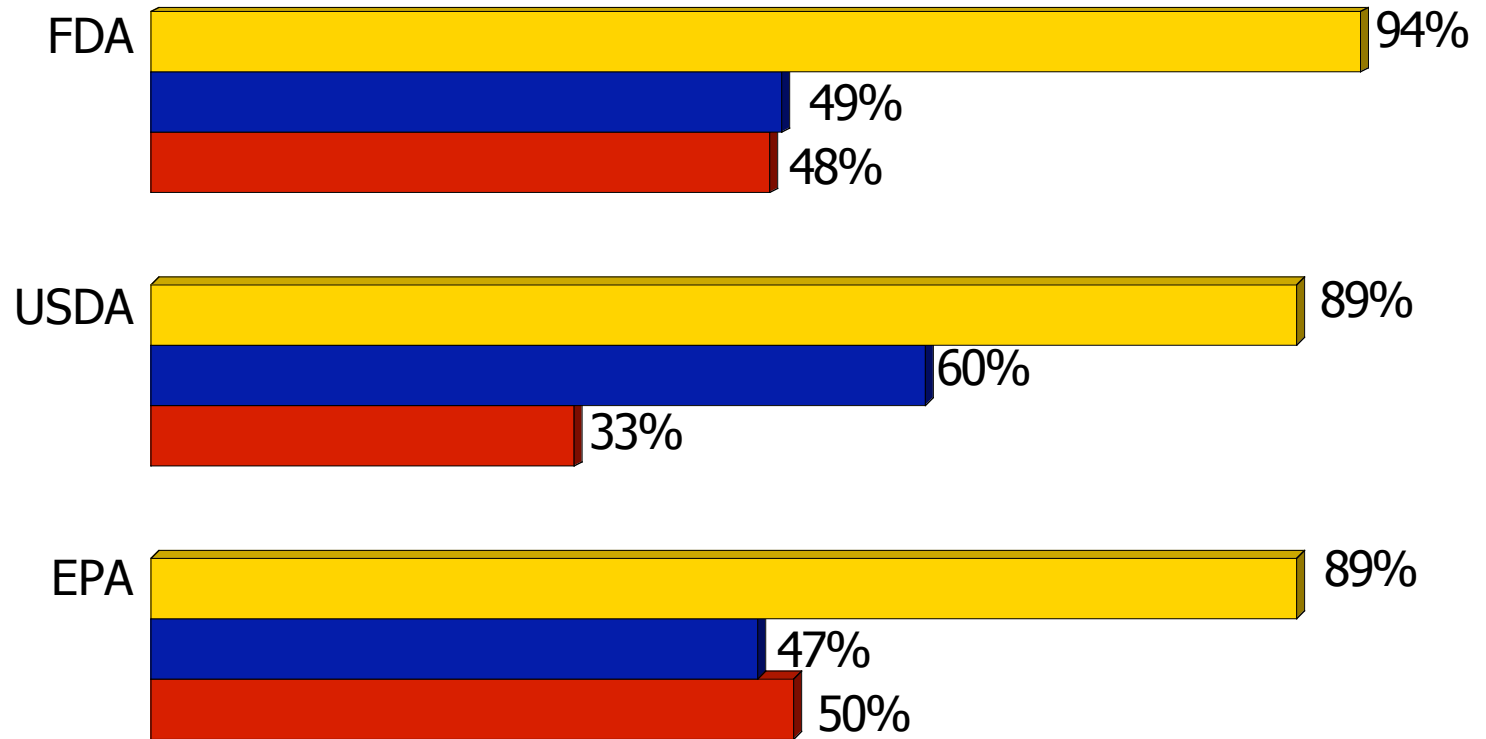
Key findings from a survey among 1,014 adults nationwide  
Conducted August 27-28, 2007

*for*

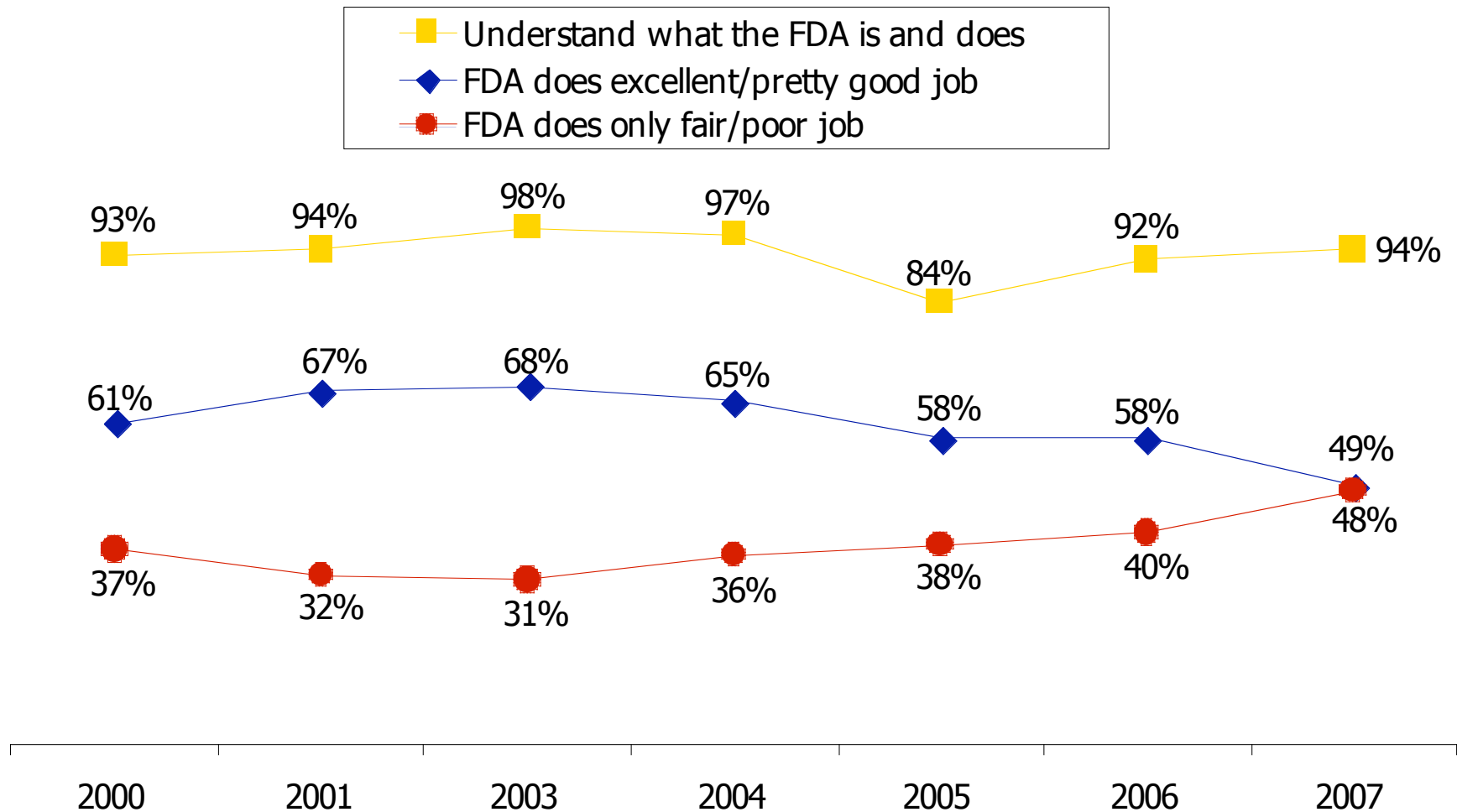
**Project on Emerging Nanotechnologies  
The Woodrow Wilson International Center for Scholars**

# Familiarity And Approval Ratings For Government Agencies

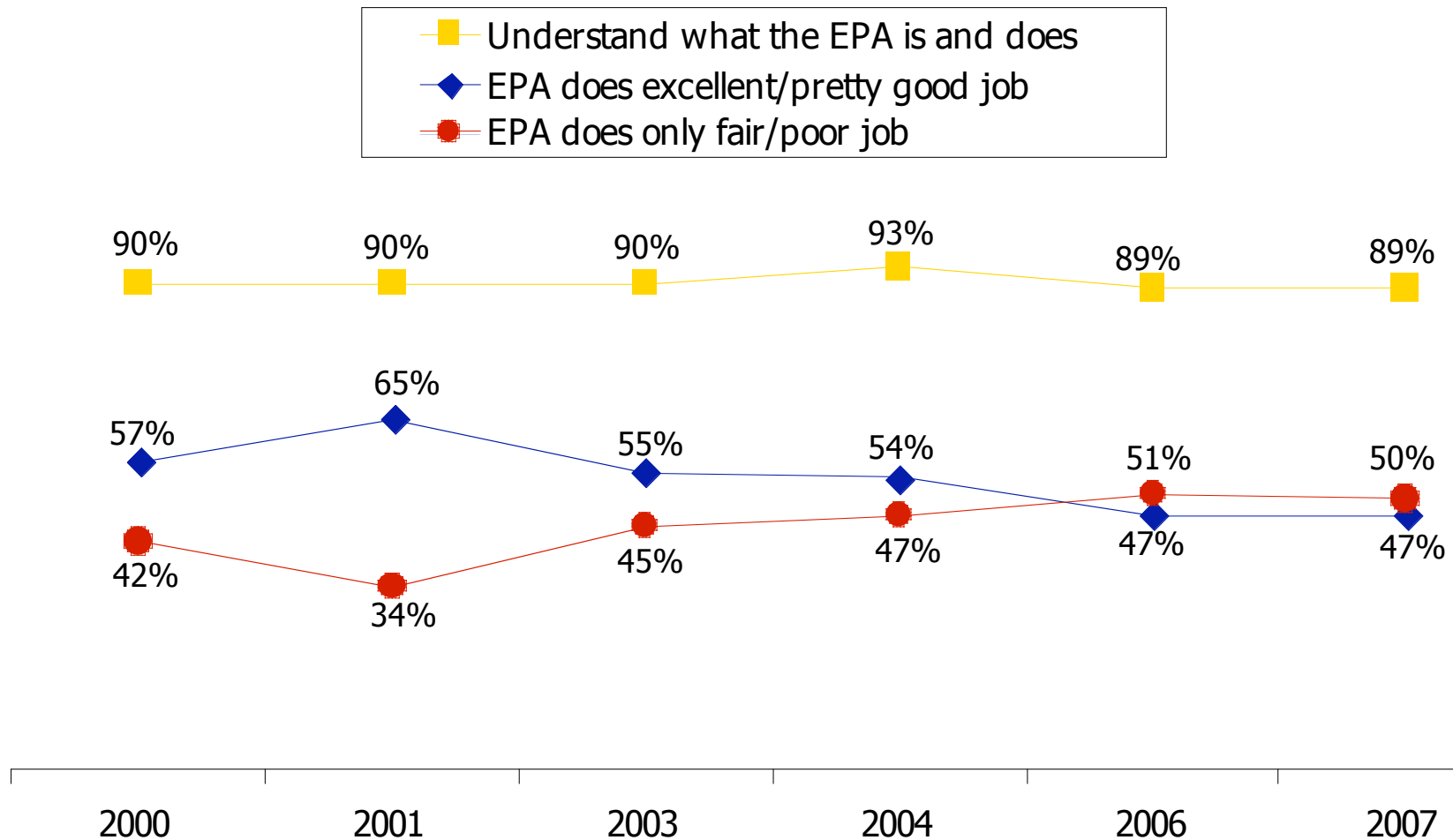
- Understand what this agency is and does
- Does excellent/pretty good job
- Does only fair/poor job



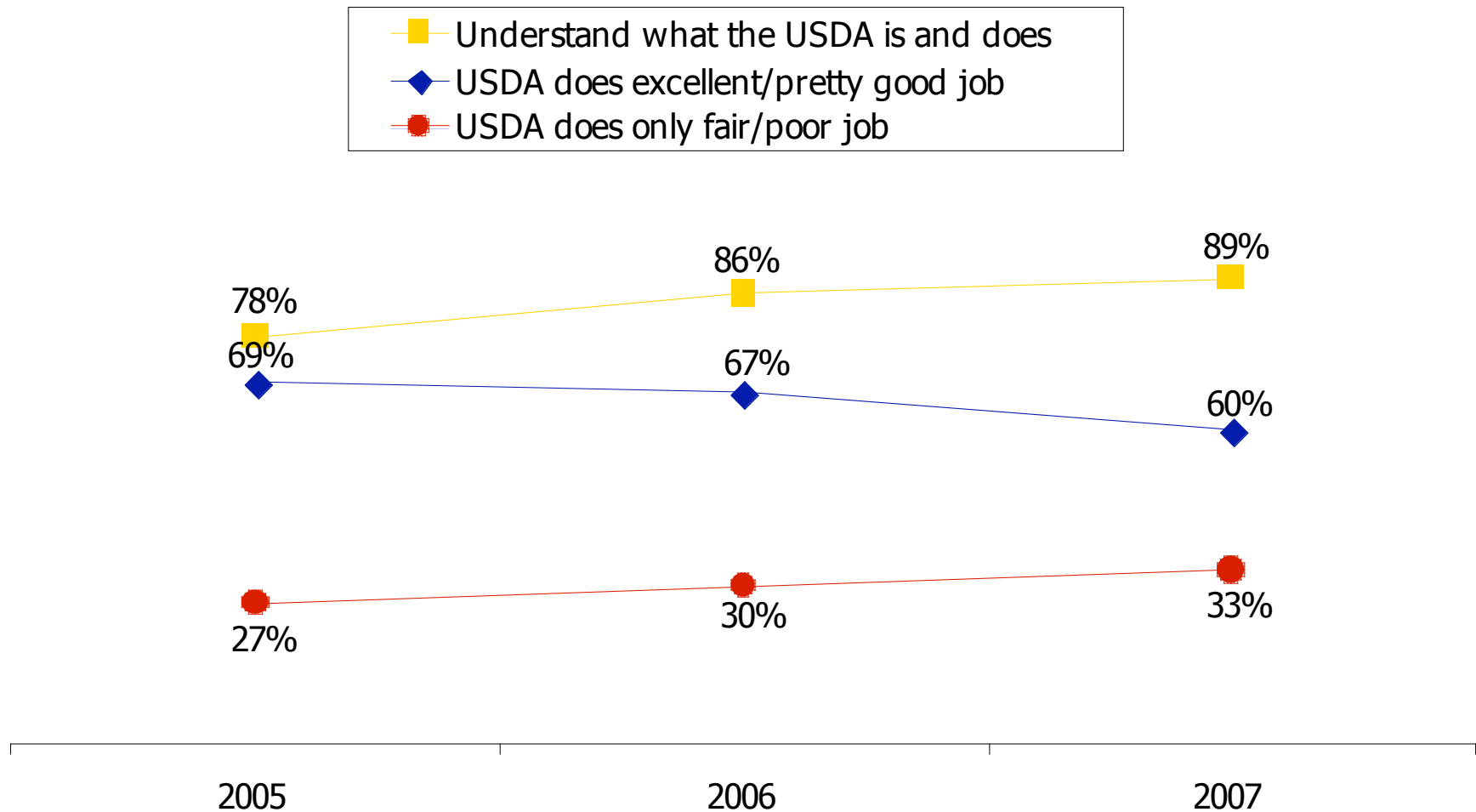
# Familiarity And Approval Ratings For The FDA Over Time



# Familiarity And Approval Ratings For The EPA Over Time

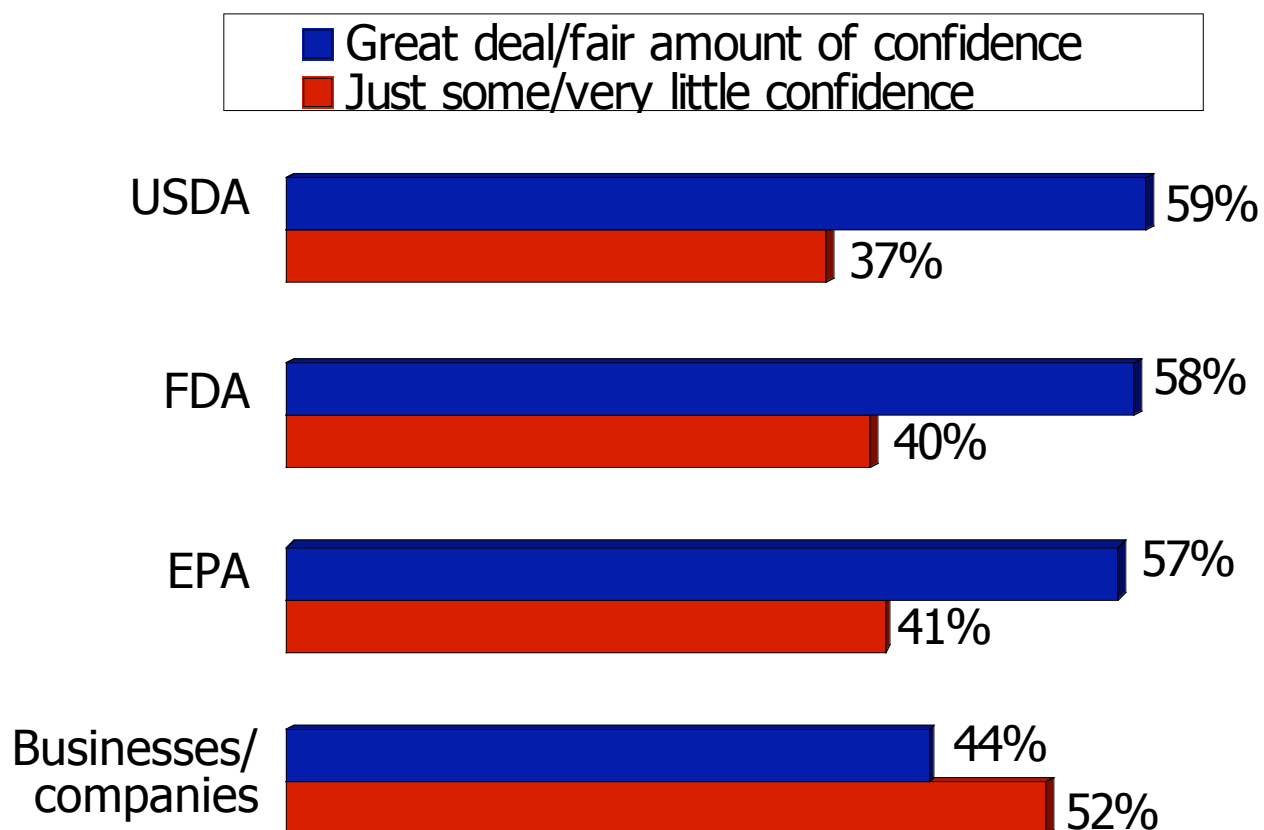


# Familiarity And Approval Ratings For The USDA Over Time



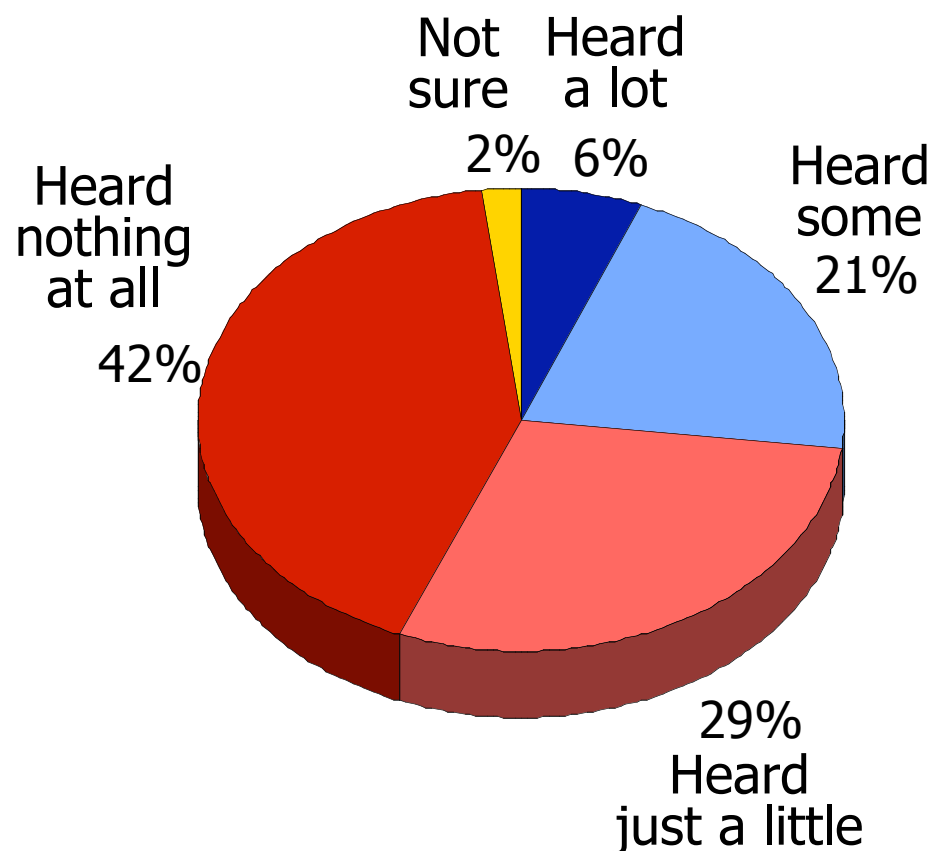
# Public Confidence In Agencies/Business

*Confidence in Each to Maximize Benefits & Minimize Risks of Scientific/Technological Advancements*



# Public Awareness Of Nanotechnology

*How much have you heard about nanotechnology?*



# Public Awareness Of Nanotechnology

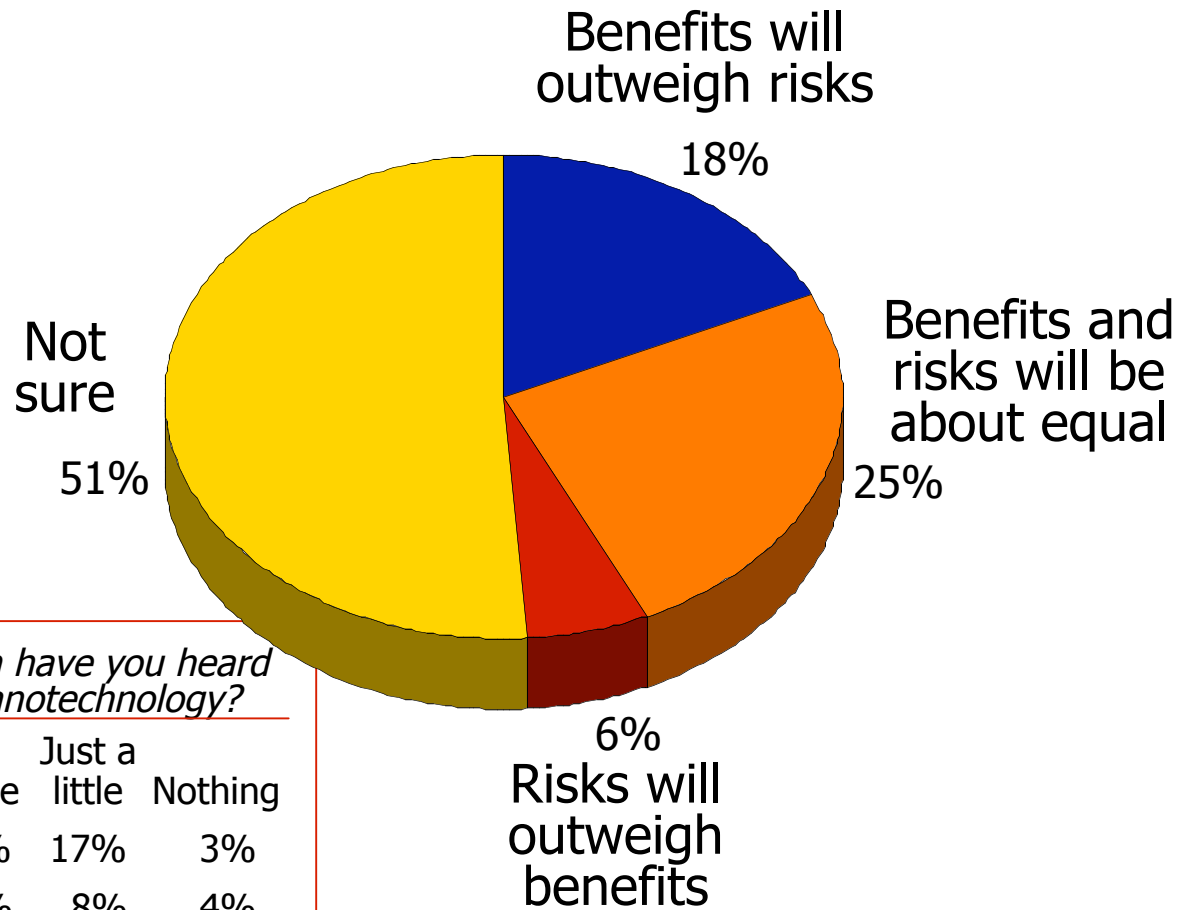
	<b>Heard a lot/some</b>	<b>Heard just a little/nothing</b>
<b>All adults</b>	<b>27%</b>	<b>71%</b>
Men age 18 to 49	38%	59%
Men age 50 and older	33%	65%
Women age 18 to 49	19%	79%
Women age 50 and older	18%	80%
High school/less education	16%	82%
Some college/tech school	23%	74%
College graduates	40%	59%
Income under \$30K	16%	82%
Income \$30K to \$50K	22%	76%
Income \$50K to \$75K	29%	70%
Income over \$75K	40%	59%



# Where Have You Heard About Nanotechnology?

- ✓ TV, Discovery Channel, Science Channel
- ✓ News programs, media, newspaper
- ✓ Magazines, journals, scientific publications
- ✓ Internet
- ✓ Friends and family

# Initial Impression Of Risks And Benefits Of Nanotechnology



*How much have you heard about nanotechnology?*

Which will outweigh:	How much have you heard about nanotechnology?			
	A lot	Some	Just a little	Nothing
Benefits	51%	42%	17%	3%
Risks	8%	7%	8%	4%
Equal	30%	31%	33%	17%

# Initial Impression Of Risks And Benefits Of Nanotechnology

	<b>Benefits will outweigh risks</b>	<b>Risks will outweigh benefits</b>	<b>Benefits/risks will be equal</b>
<b>All adults</b>	<b>18%</b>	<b>6%</b>	<b>25%</b>
Men	25%	5%	27%
Women	11%	7%	24%
Men age 18 to 49	26%	7%	30%
Men age 50 and older	24%	4%	23%
Women age 18 to 49	11%	9%	27%
Women age 50 and older	11%	5%	21%
High school/less education	9%	6%	29%
Some college/tech	14%	7%	25%
College graduates	29%	5%	23%
Income under \$30K	8%	7%	29%
Income \$30K to \$50K	13%	6%	30%
Income \$50K to \$75K	16%	7%	30%
Income over \$75K	32%	5%	22%

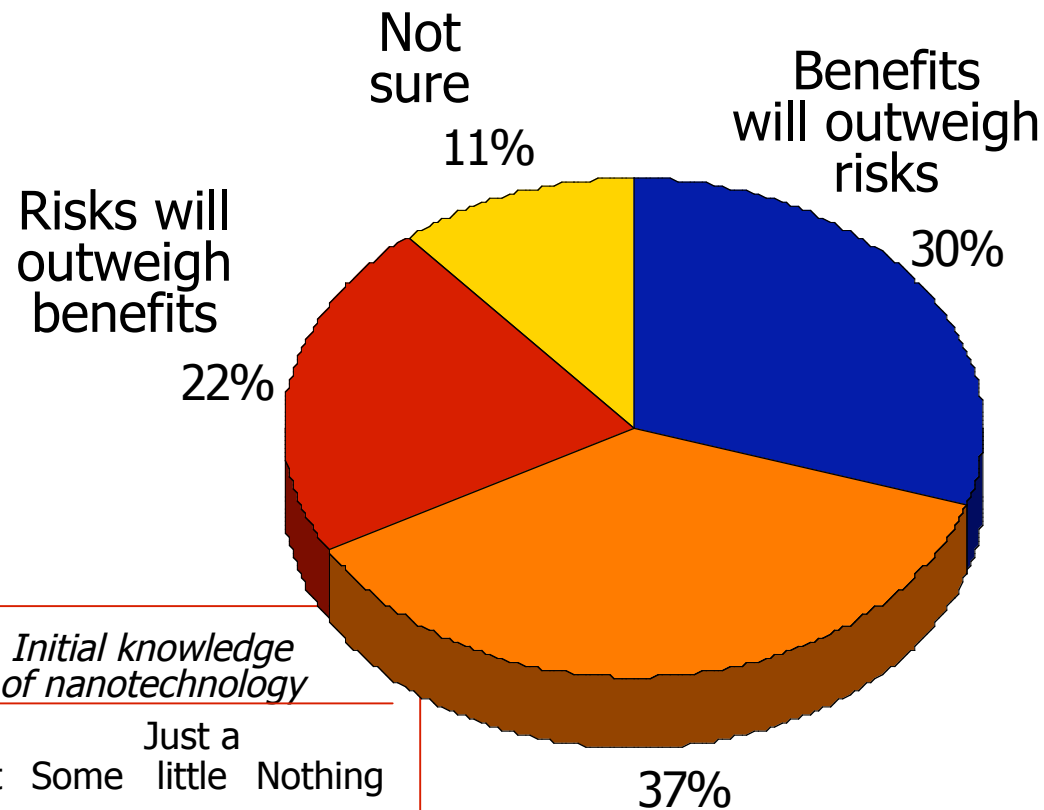
# Information About Nanotechnology

Nanotechnology is the ability to measure, see, predict, and make things on the extremely small scale of atoms and molecules. Materials created at the nanoscale are called nanomaterials, and they can often be made to exhibit very different physical, chemical, and biological properties than their normal-sized counterparts.

The potential BENEFITS of nanotechnology include the use of nanomaterials in products to make them stronger, lighter, and more effective. Some examples are food containers that kill bacteria, stain-resistant clothing, high-performance sporting goods, faster, smaller computers, and more effective skin-care products and sunscreens. Nanotechnology also has the potential to provide new and better ways to treat disease, clean up the environment, enhance national security, and provide cheaper energy.

While there has not been conclusive research on the potential RISKS of nanotechnology, there are concerns that some of the same properties that make nanomaterials useful might make them harmful. It is thought that some nanomaterials may be harmful to humans if they are breathed in and might cause harm to the environment. There are also concerns that invisible, nanotechnology-based monitoring devices could pose a threat to national security and personal privacy.

# Informed Impression Of Risks And Benefits Of Nanotechnology



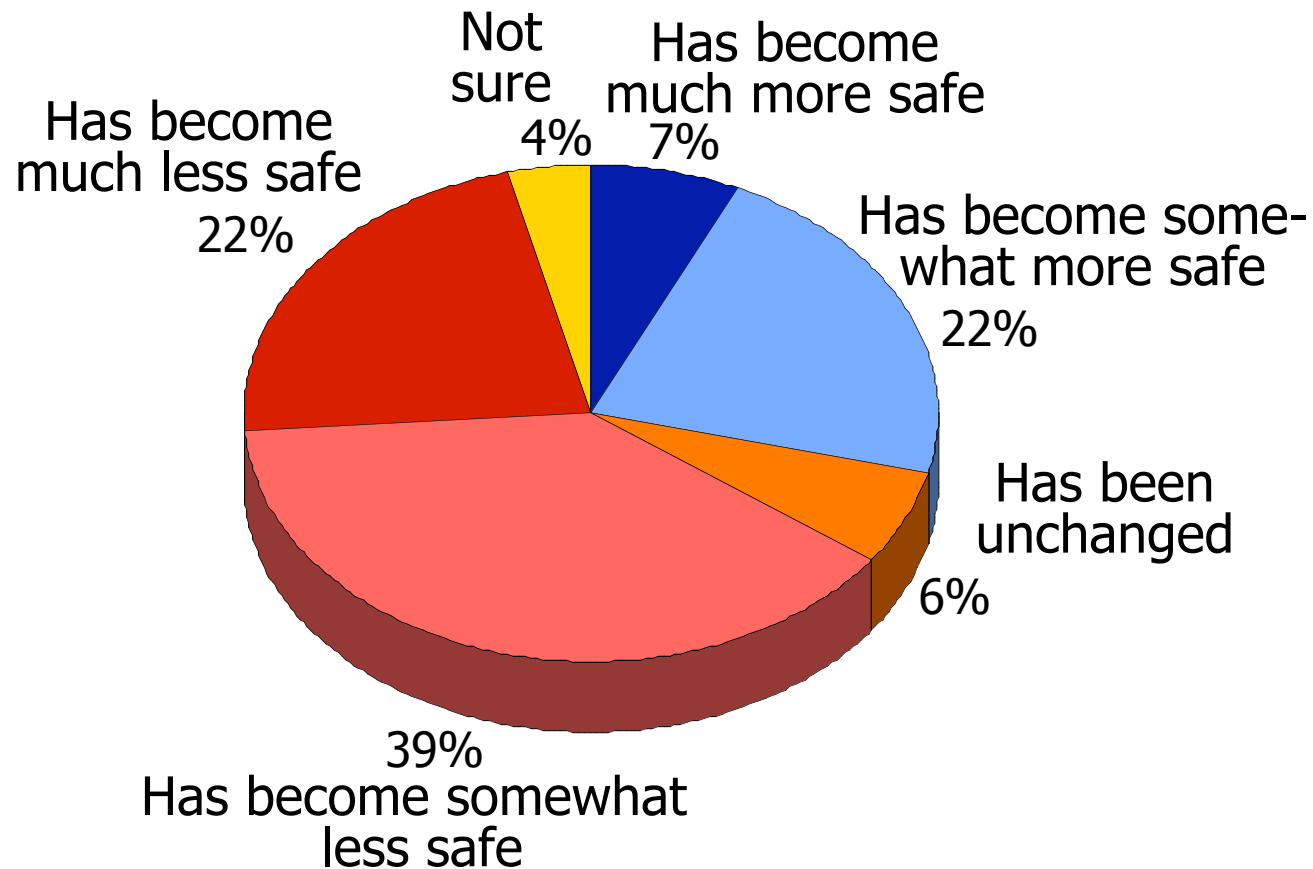
Which will outweigh:	<i>Initial knowledge of nanotechnology</i>			
	A lot	Some	Just a little	Nothing
Benefits	57%	48%	29%	17%
Risks	8%	11%	20%	31%
Equal	29%	33%	42%	38%

# Initial And Informed Impressions Of Risks/Benefits Of Nanotechnology


	Initial Impression			Informed Impression		
	Benefits outweigh	Risks outweigh	Benefits/risks equal	Benefits outweigh	Risks outweigh	Benefits/risks equal
<b>All adults</b>	<b>18%</b>	<b>6%</b>	<b>25%</b>	<b>30%</b>	<b>22%</b>	<b>37%</b>
Men	25%	5%	27%	38%	15%	36%
Women	11%	7%	24%	21%	29%	39%
Men age 18 to 49	26%	7%	30%	39%	14%	37%
Men age 50/older	24%	4%	23%	38%	15%	34%
Women age 18 to 49	11%	9%	27%	22%	29%	41%
Women age 50/older	11%	5%	21%	21%	29%	36%
High school/less educ	9%	6%	29%	20%	26%	42%
Some college/tech	14%	7%	25%	26%	26%	38%
College graduates	29%	5%	23%	41%	15%	33%
Income under \$30K	8%	7%	29%	18%	28%	43%
Income \$30K to \$50K	13%	6%	30%	25%	26%	39%
Income \$50K to \$75K	16%	7%	30%	29%	26%	38%
Income over \$75K	32%	5%	22%	46%	12%	32%


# Safety Of The Food Supply

*Over the past five years, the food supply:*



# Use Of Food Storage Products Enhanced With Nanotechnology

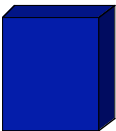
I would use food storage containers enhanced with nanotechnology  12%


I need more information about health risks and benefits to use food storage containers enhanced with nanotechnology  73%


I would NOT use food storage containers enhanced with nanotechnology  13%



# Purchase Of Food Enhanced With Nanotechnology

I would purchase food enhanced with nanotechnology  7%

I need more information about health risks and benefits to purchase food enhanced with nanotechnology  62%

I would NOT purchase food enhanced with nanotechnology  29%