

HOW TO WIN FRIENDS

Biotechnology's products are here. But is the public ready for them?

No information exists on what "biotechnology" thinks of the public understanding of biotechnology.

Bio/Technology and the European Federation of Biotechnology (EFB, Frankfurt, Germany) aim to gather the required data through this brief survey. The results will be analyzed by EFB and distributed widely to government and industry bodies.

Return the questionnaire by February 17 to *Bio/Technology's* offices in New York (Christine Punzo, 65 Bleecker St., New York, NY 10012; Fax 1-212-477-9488) or London (John Hodgson, 4 Little Essex Street, London WC2R 3LF, U.K.: Fax 44-71-240-2408).

1.1) How do you rate public understanding of your sector of biotechnology in your country?

- Very good Poor
 Good Very poor
 Fair

1.2) Is public understanding of your sector of biotechnology changing in your country?

- Getting much better Staying the same
 Getting better

2.1) How do you rate public support for your sector of biotechnology in your country?

- Very good Poor
 Good Very poor
 Fair

2.2) Is public support for your sector of biotechnology changing in your country?

- Getting much better Staying the same
 Getting better

3.1) How do you rate public acceptance of your sector of biotechnology in your country?

- Very favorable Hostile
 Favorable Very hostile
 Neutral

3.2) Is public acceptance of your sector of biotechnology changing in your country?

- Getting much better Getting worse
 Getting better Getting much worse
 Staying the same

4) Which sector of society do you believe has the greatest influence on public attitudes to biotechnology?

- Formal (school) education Industry
 The media Government
 Environmental/other interest groups

5) Which sectors of society would you like to see exerting more influence?

- Formal (school) education Industry
 The media Government
 Environmental/other interest groups

6) What is your company's principal product area?

- Pharmaceutical and diagnostics
 Chemicals Environmental applications
 Food and drink Other product areas
 Agriculture and horticulture

7.1) How important do you feel public attitudes to biotechnology are for prospects in your product area?

- Very important Not important
 Important

7.2) How do you rate the current climate for sales of products such as yours?

- Getting much better Getting worse
 Getting better Getting much worse
 Staying the same

8) In which country are you based?

9) What is your company's name?

10) What is your position in the company?

Where to find the Gilson Microman

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