Peter D HART RESEARCH ASSOCIATES

Attitudes Toward Nanotechnology And Federal Regulatory Agencies

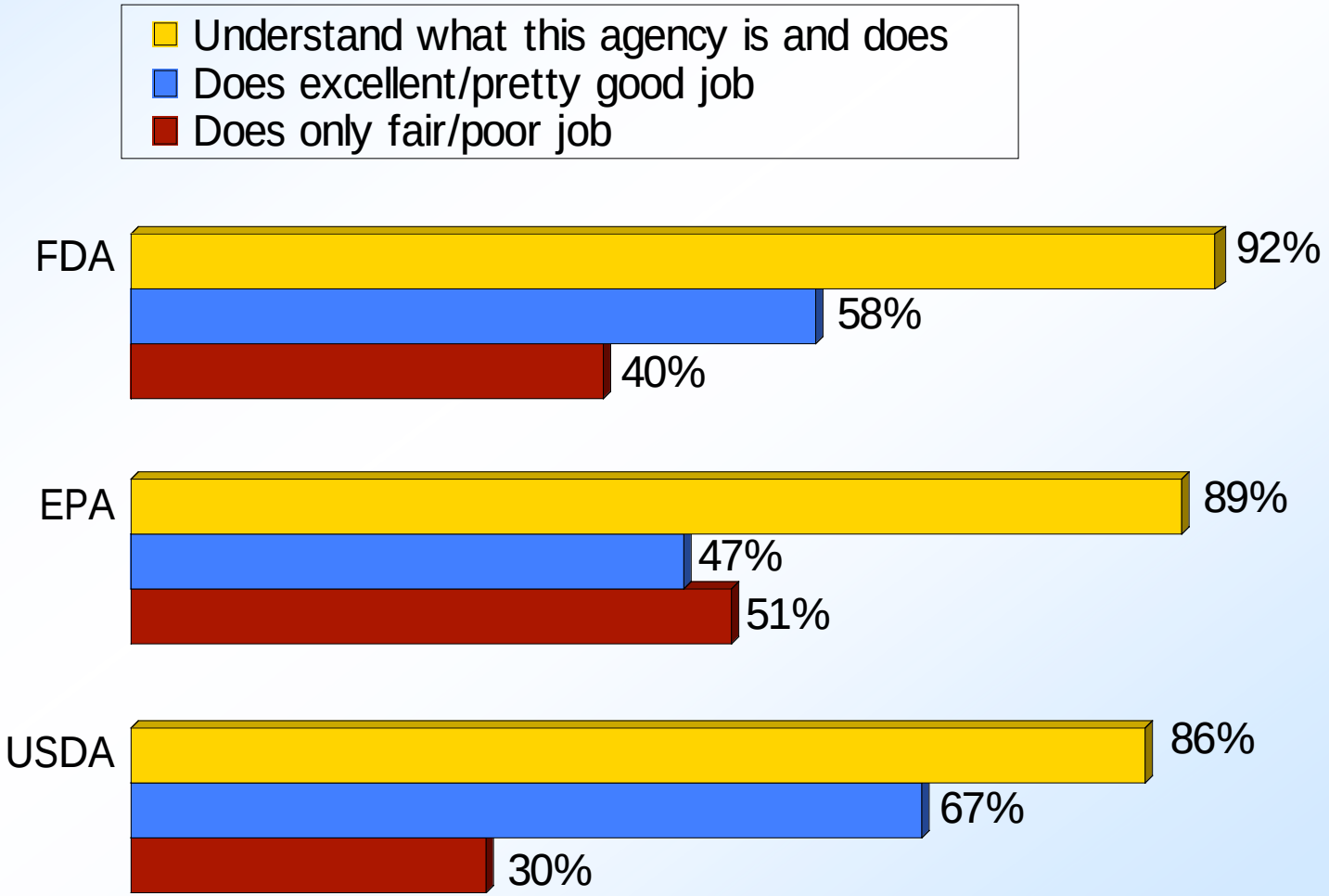
Key findings from a survey among 1,014 adults nationwide
Conducted August 23 – 27, 2006

for

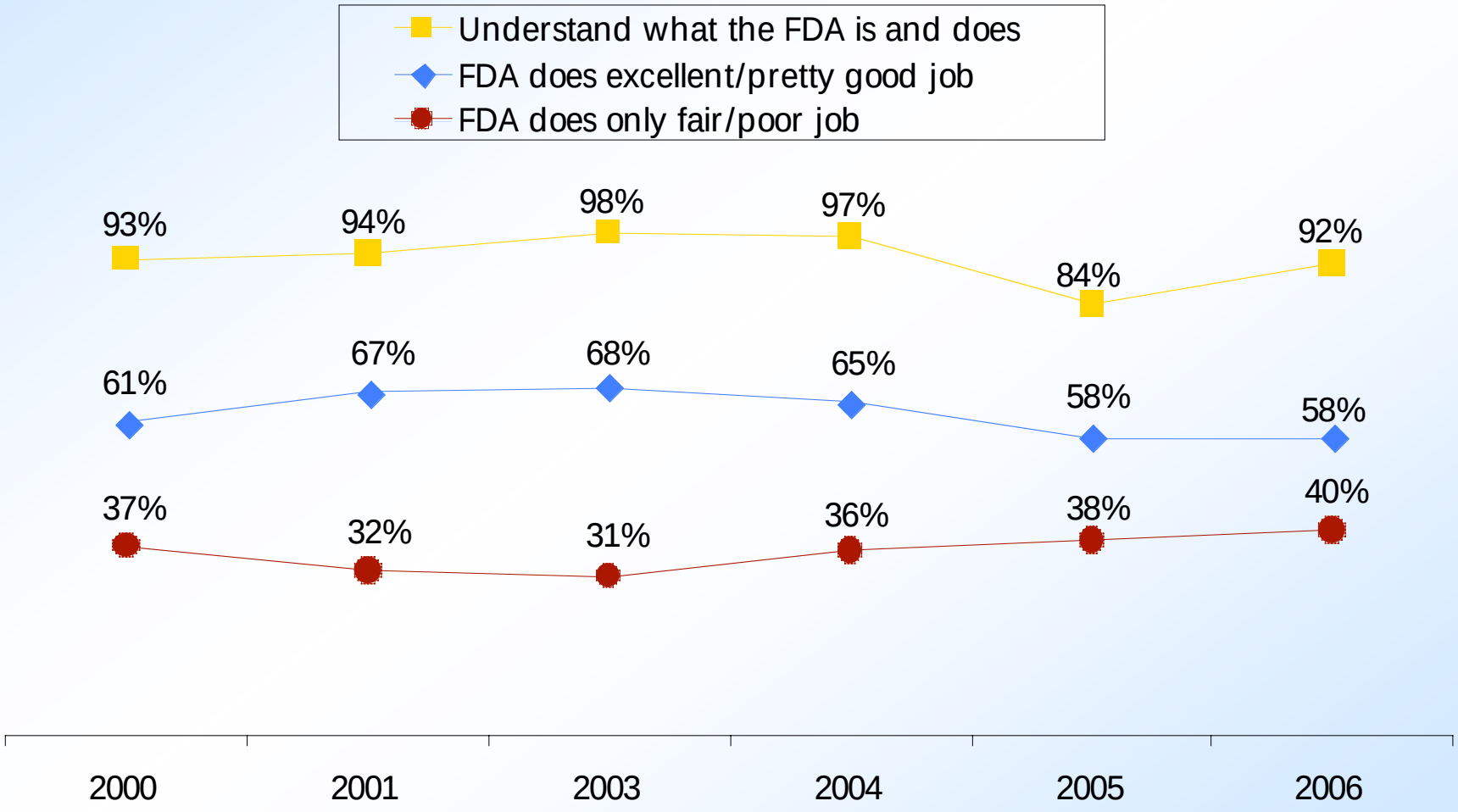
The Woodrow Wilson International Center for Scholars
Project on Emerging Nanotechnologies

Margin of error = ±3.1 percentage points among all adults

Familiarity And Approval Ratings For Government Agencies



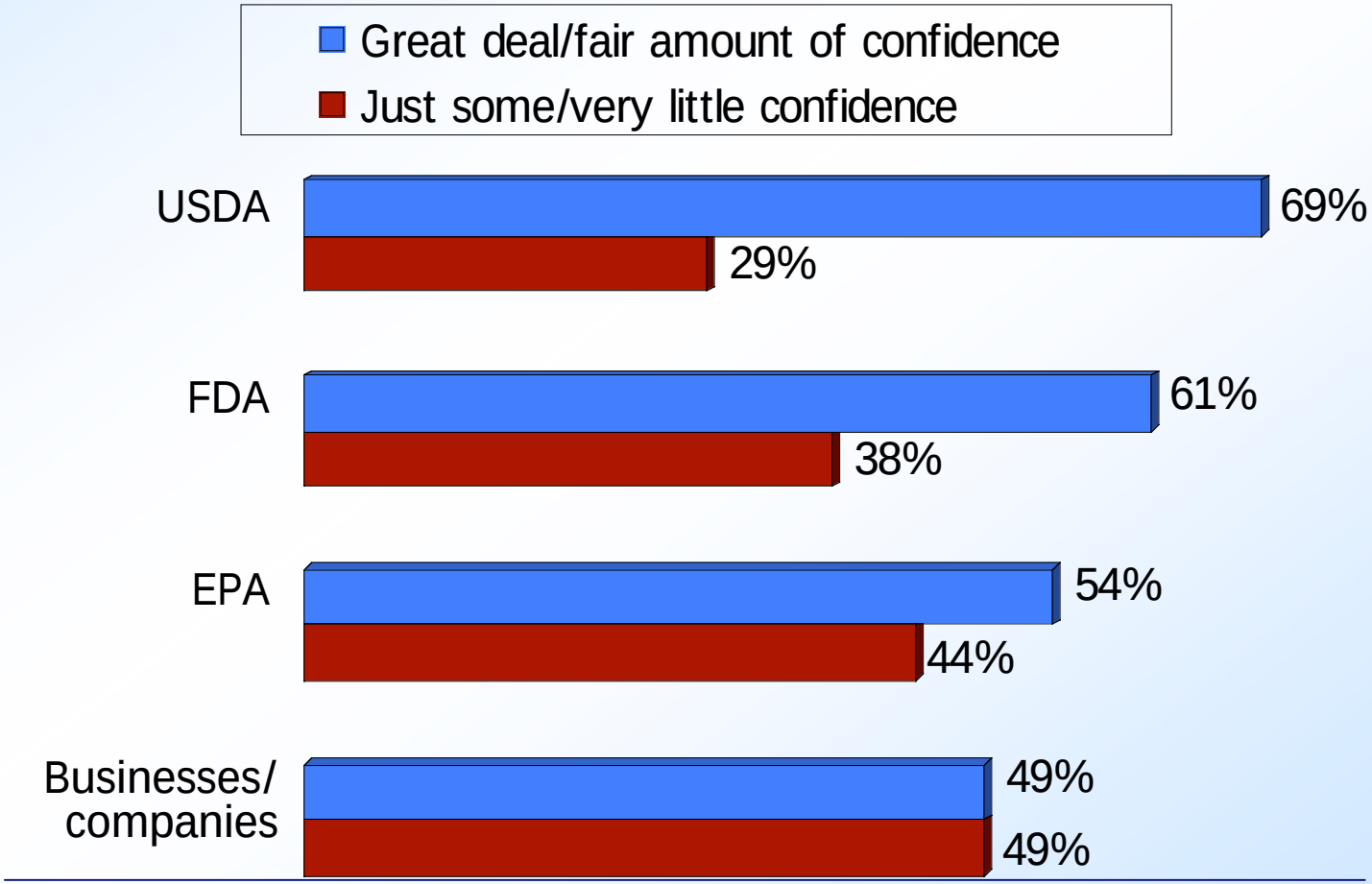
Familiarity And Approval Ratings For The FDA Over Time



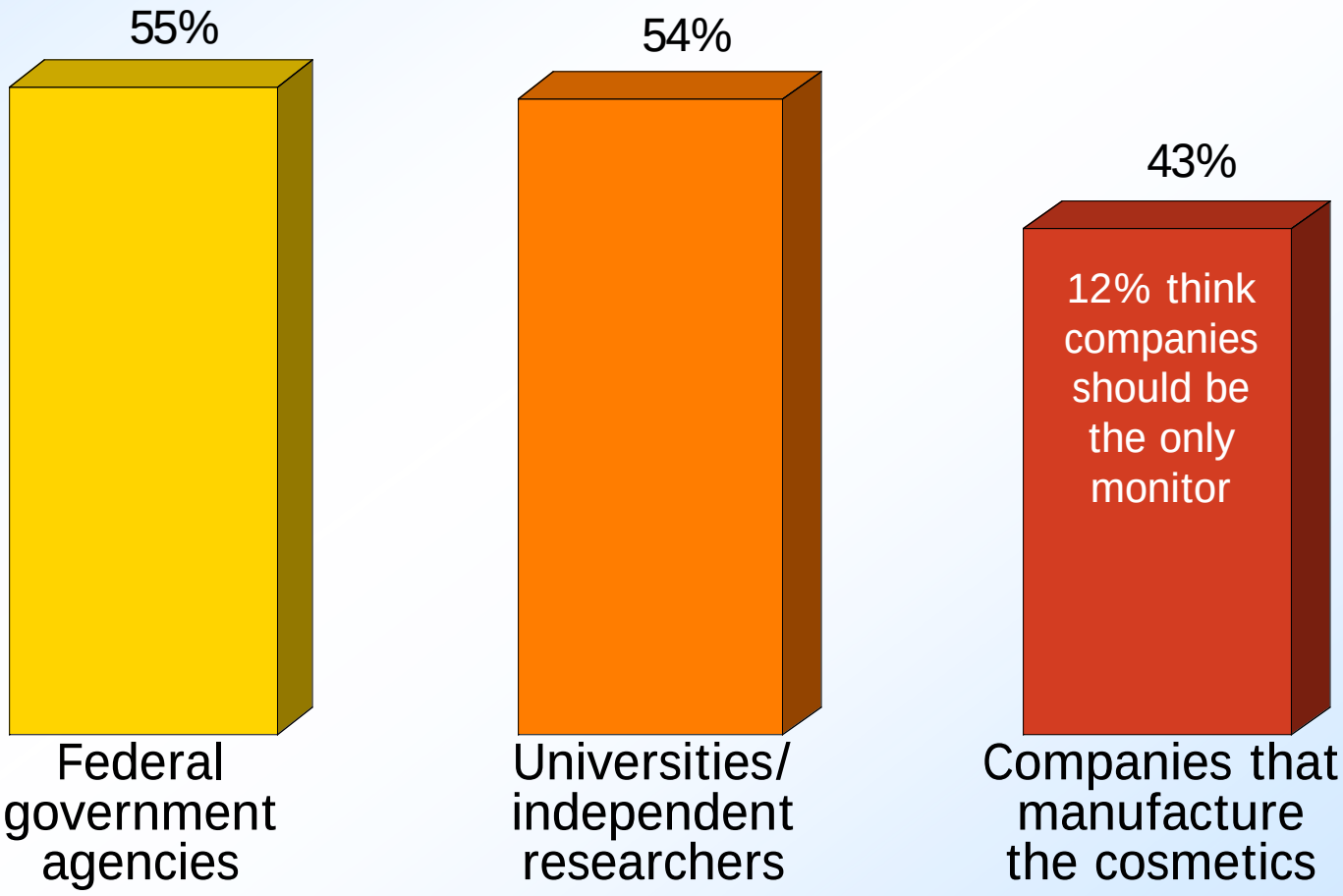
Sources: Harris Interactive 2000 – 2004, Harvard School of Public Health 2005

Public Confidence In Agencies/Business

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

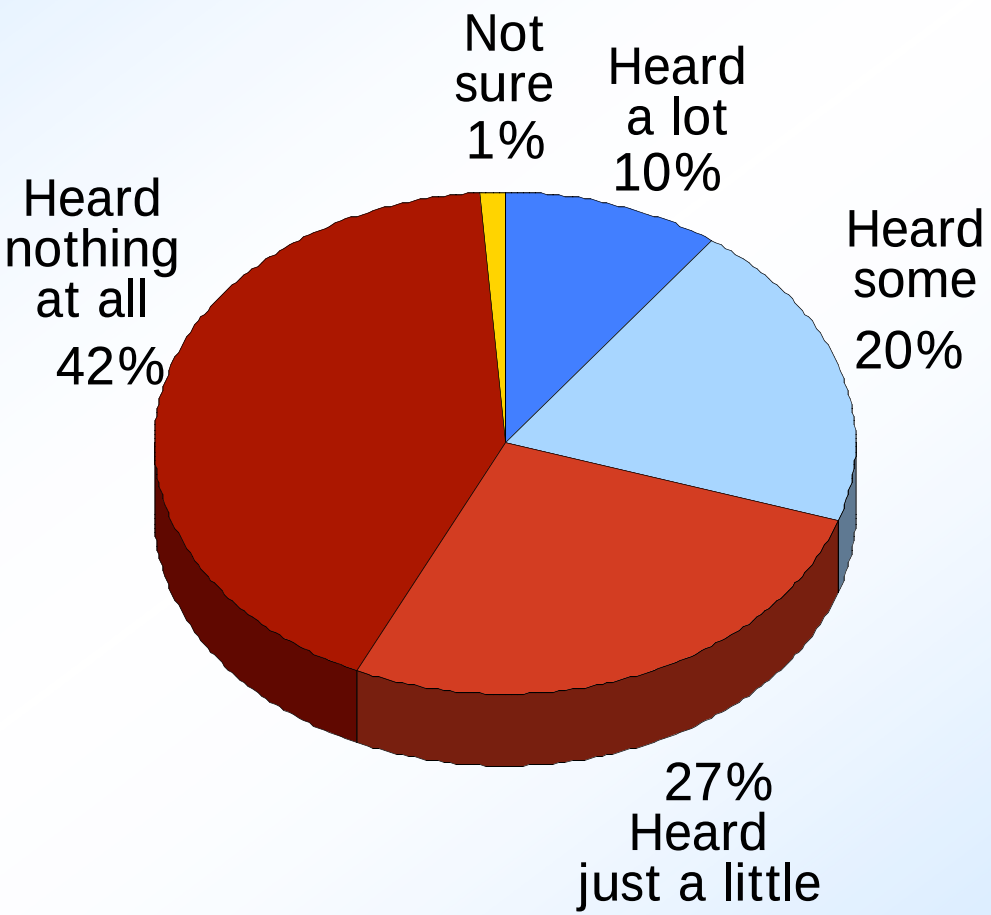


Who Should Monitor Cosmetics For Safety And Effectiveness?



Public Awareness Of Nanotechnology

How much have you heard about nanotechnology?

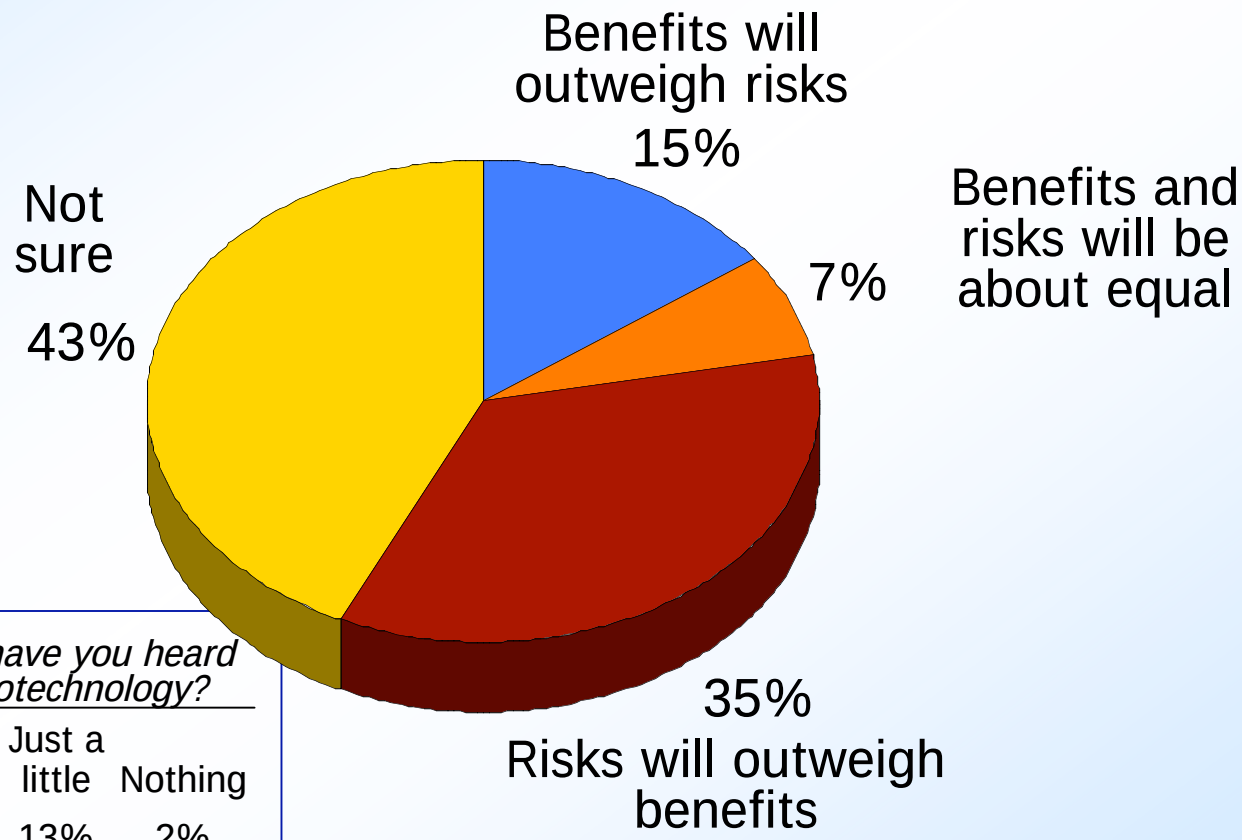


Public Awareness Of Nanotechnology

How much have you heard about nanotechnology?

	Heard a lot/some	Heard just a little/nothing
All adults	**30%**	**69%**
Men age 18 to 49	46%	52%
Men age 50 and older	31%	68%
Women age 18 to 49	24%	75%
Women age 50 and older	17%	81%
High school/less education	22%	77%
Some college/tech school	28%	70%
College graduates	38%	60%
Income under $30K	23%	76%
Income $30K to $50K	26%	72%
Income $50K to $75K	27%	73%
Income over $75K	41%	58%

Initial Impression Of Risks And Benefits Of Nanotechnology



Which will outweigh:	*How much have you heard about nanotechnology?* A lot	Some	Just a little	Nothing
Benefits	46%	32%	13%	2%
Equal	9%	10%	6%	4%
Risks	37%	42%	52%	20%

Initial Impression Of Risks And Benefits Of Nanotechnology

	Benefits will outweigh risks	Risks will outweigh benefits
All adults	**16%**	**35%**
Men	21%	39%
Women	10%	31%
Age 18 to 34	20%	41%
Age 35 to 49	18%	34%
Age 50 to 64	15%	36%
Age 65 and older	7%	26%
Men age 18 to 49	25%	40%
Men age 50 and older	17%	36%
Women age 18 to 49	12%	35%
Women age 50 and older	8%	28%
Income under $30K	11%	38%
Income $30K to $50K	11%	34%
Income $50K to $75K	16%	39%
Income over $75K	26%	34%

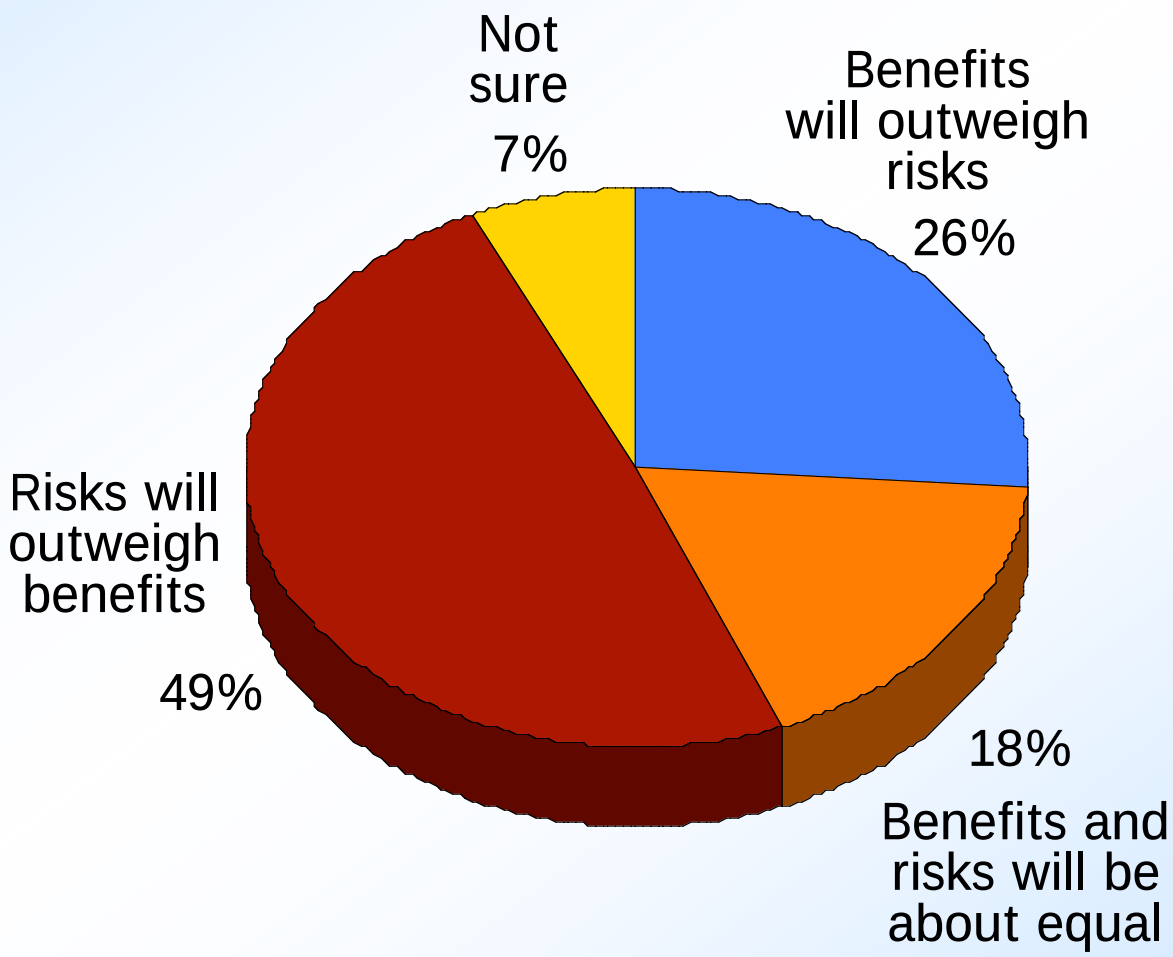
Information About Nanotechnology

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



Initial And Informed Impressions Of Risks/Benefits Of Nanotechnology

	Initial Impression		Informed Impression	
	Benefits outweigh	Risks outweigh	Benefits outweigh	Risks outweigh
All adults	**16%**	**35%**	**26%**	**49%**
Men	21%	39%	34%	45%
Women	10%	31%	19%	53%
Age 18 to 34	20%	41%	31%	45%
Age 35 to 49	18%	34%	25%	53%
Age 50 to 64	15%	36%	25%	52%
Age 65 and older	7%	26%	20%	47%
Men age 18 to 49	25%	40%	35%	44%
Men age 50 and older	17%	36%	32%	47%
Women age 18 to 49	12%	35%	21%	54%
Women age 50 and older	8%	28%	16%	52%
Income under $30K	11%	38%	21%	48%
Income $30K to $50K	11%	34%	21%	56%
Income $50K to $75K	16%	39%	26%	53%
Income over $75K	26%	34%	38%	41%