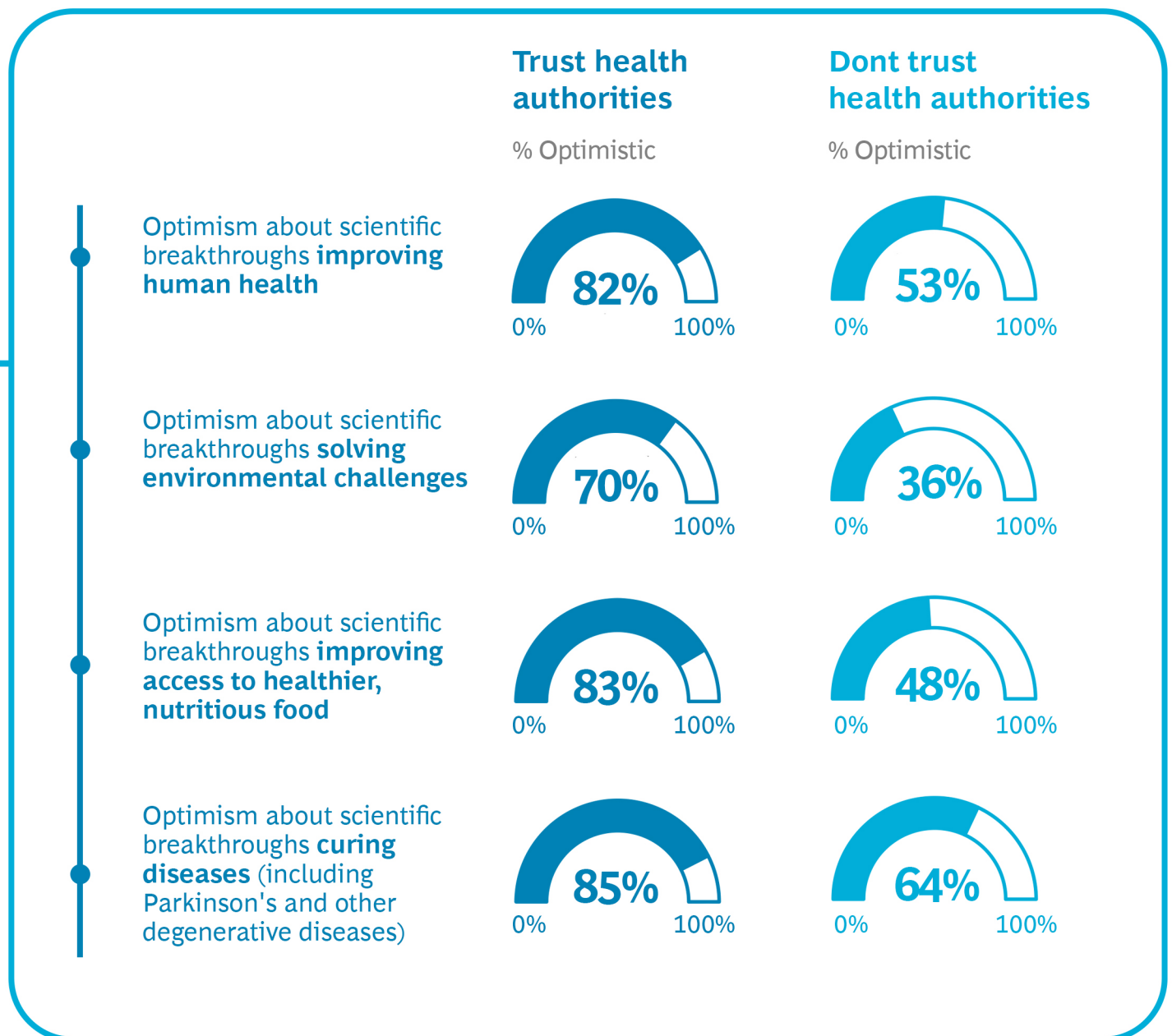


How Society Feels About Breakthrough Science: In the USA

This snapshot report offers a deep dive into US-specific data from a landmark study on public sentiment toward four breakthrough technologies, conducted across 13 key countries. As an addendum to the main report, “How Society Feels About Breakthrough Science”, it explores intriguing generational attitudes among Americans regarding AI in healthcare and new genomic techniques in agriculture.

1. Trust

Americans who trust health authorities are more optimistic towards different scientific innovations



Base: Those stating they understood or somewhat understood the definition of the topic (after being shown a description) - . Trust Health Authorities (Strongly/Tend to agree) n=540, Don't Trust Health Authorities (Strongly/Tend to disagree) n=205.

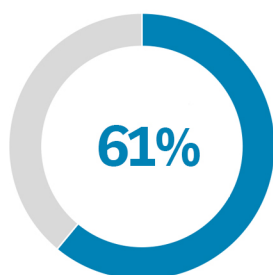
Q. To what extent do you agree, or disagree, with each of the following statements? "I trust health authorities to act in the public's best interest." Q. To what extent are you optimistic or pessimistic about the potential for scientific breakthroughs to achieve each of the following? "Significantly improve human health", "Solve environmental challenges", "Improve access to healthy, nutritious food". Base: USA online adults aged 18+ . Trust Health Authorities (Strongly/Tend to agree) n=557, Don't Trust Health Authorities (Strongly/Tend to disagree) n=222. Q. Are you optimistic or pessimistic about the potential of cell and gene therapy to cure diseases such as Parkinson's Disease and other degenerative diseases? Note: Optimistic = very / fairly optimistic.

1. Trust

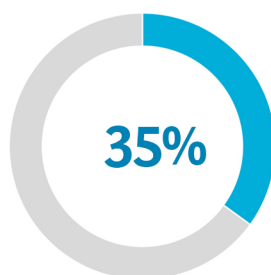
Americans who trust health authorities are also more open towards AI's use in health and medicine

Feelings towards impact of AI on the future of human health among...

Those who trust health authorities



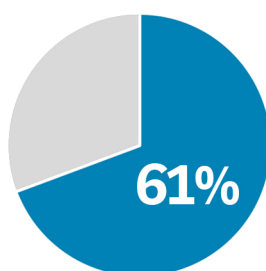
Those who don't trust health authorities



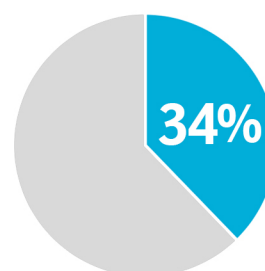
% Positive

Willingness to have doctor use AI for medical treatment decisions

Those who trust health authorities



Those who don't trust health authorities



■ Yes ■ No

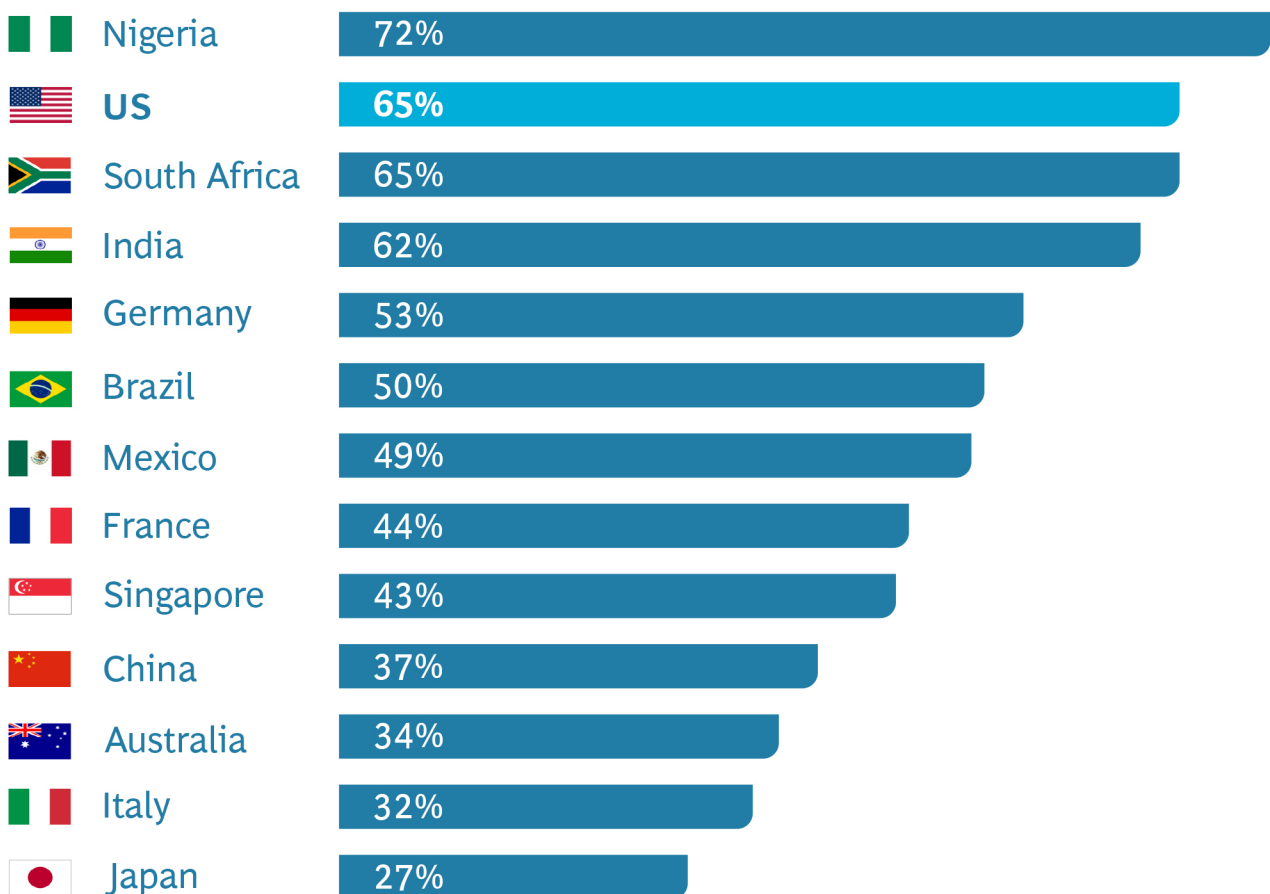
Base: USA online adults aged 18+ . Trust Health Authorities (Strongly/Tend to agree) n=557, Don't Trust Health Authorities (Strongly/Tend to disagree) n=222.

Q. To what extent do you agree, or disagree, with each of the following statements? "I trust health authorities to act in the public's best interest." Q. AI in health - To what extent do you feel positive or negative about the impact of AI on the future of human health? Note: Positive = only positive answers, very/fairly. Q. To what extent do you agree or disagree with the following statements about Artificial Intelligence (AI)? Q. Would you be happy for your doctor to use Artificial Intelligence (AI) to support them to make decisions about your medical treatment? Note: Yes = only positive answers, definitely /probably. No= only negative answers probably/definitely no.

1. Trust

Gen Z in the USA are among the most skeptical when asked if they believe the pharma industry will pursue curative therapies

Skepticism that the pharmaceutical industry will pursue curative therapies instead of treating symptoms



% of Gen Z Agree

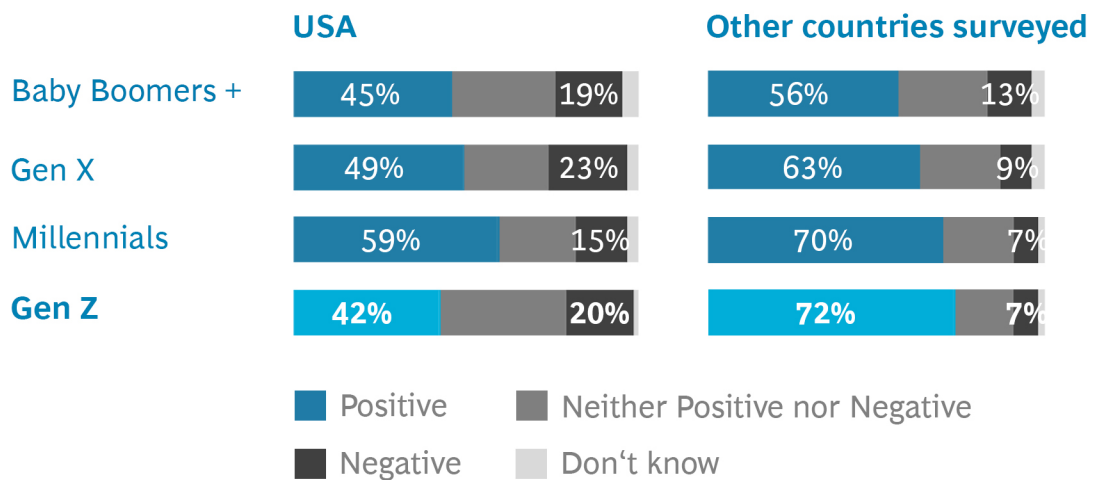
Base: Gen Z online adults aged 18+: total n=2,477; US n=136, Germany n=132, Italy n=115, France n=110, Brazil n=198, Mexico n=265, Nigeria n=402, South Africa n=305, India n=304, China n=179, Japan n=101, Singapore n=154, Australia n=76.

Q. To what extent do you agree, or disagree, with each of the following statements? "I am sceptical that the pharmaceutical industry will pursue therapies that cure diseases instead of just treating symptoms." Note: Agree = only positive answers, strongly/tend to agree.

2. Young Americans and AI

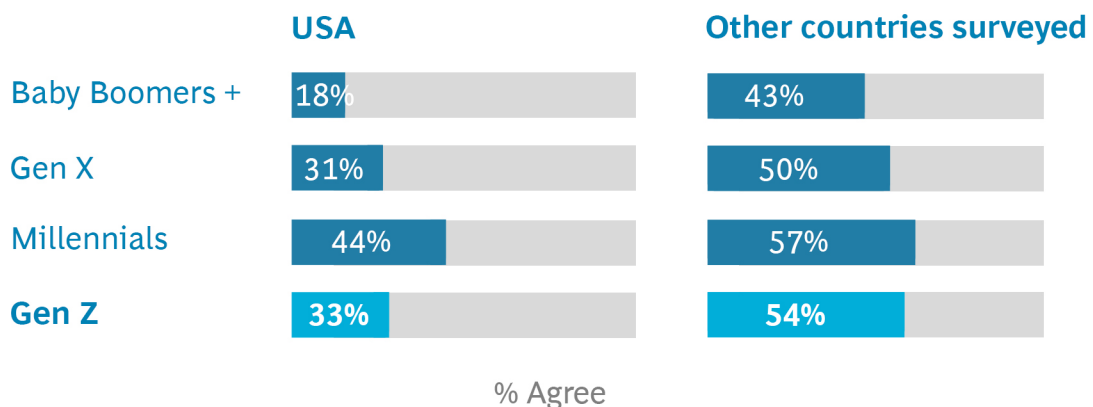
Gen Z in the US tend to be less positive about AI's role in health and medicine, but in other countries surveyed, they are the most optimistic generation

Feelings towards impact of AI on the future of human health



While positivity about the impact of AI on the future of human health in the US lags behind other countries surveyed - millennials are more open to it. Similarly, they are the generation most willing to trust AI to handle their health and medical data.

Extent to which generations trust AI to handle their health and medical data



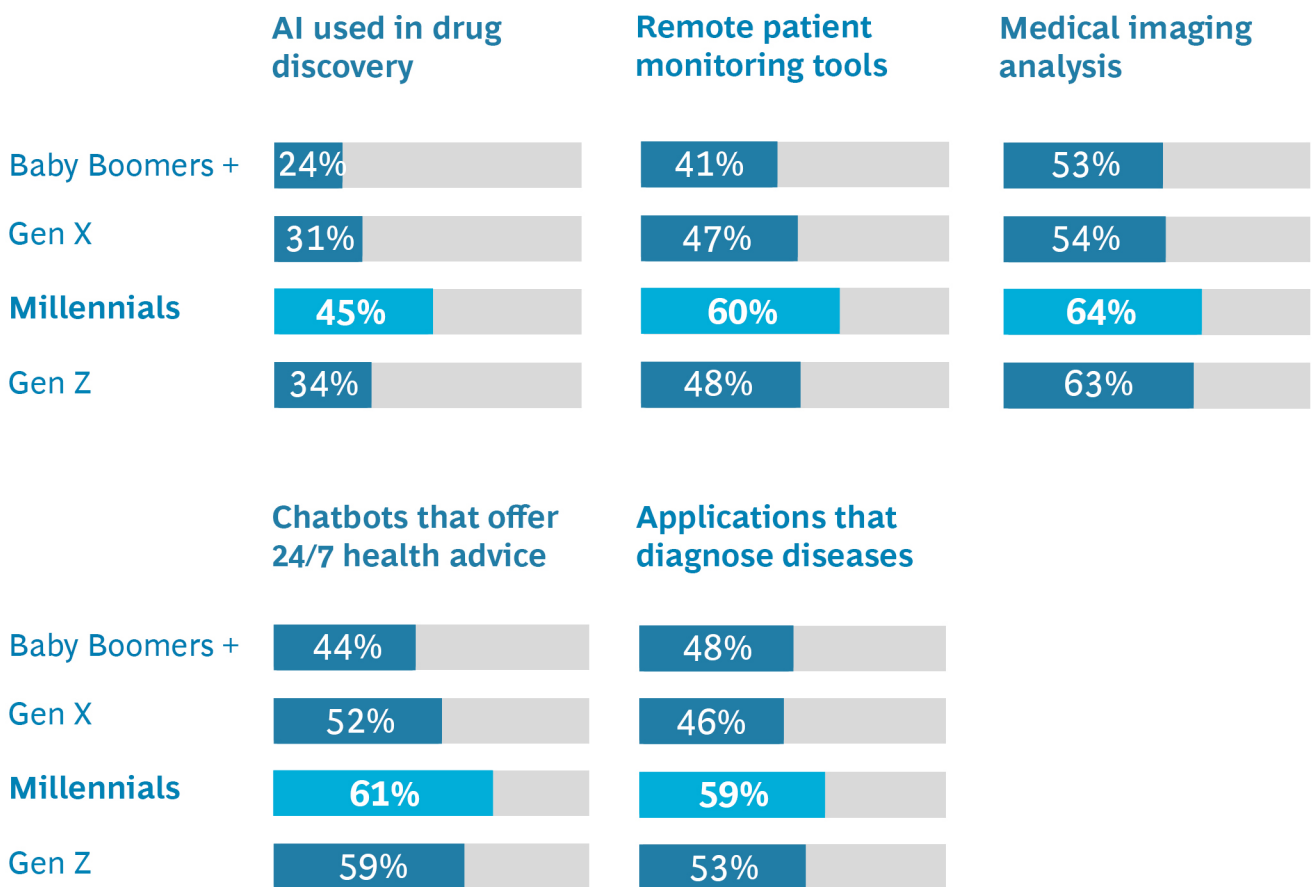
Base: n= 13,100 online adults aged 18+. US . Baby Boomers + (1928-1965) n=355, Gen X (1966-1979) n=212, Millennials (1980-1995) n=297, Gen Z (1996-2006) n=136. Non-US n=12,111. Baby Boomers + n=3,162 Gen X n=2,839, Millennials n=3,769, Gen Z n=2,341.

Q. To what extent do you feel positive or negative about the impact of AI on the future of human health? Note: Positive = only positive answers, very/fairly, Negative= only negative answers, very/fairly negative. Agree = only positive answers, strongly/tend to agree. Q. To what extent do you agree or disagree with the following statements about Artificial Intelligence (AI)? "I trust AI to handle my health and medical data".

2. Young Americans and AI

US Millennials emerge as the generation most aware of different AI applications

Awareness of different applications of AI in medicine and health



% Yes, aware

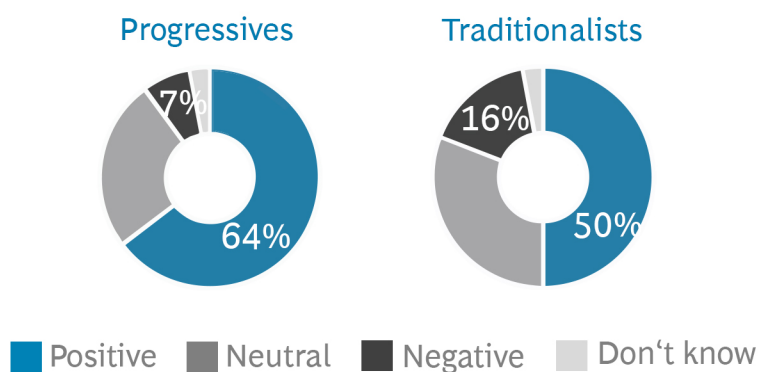
Base: Total USA n=1,000 online adults aged 18+ . Baby Boomers + (1928-1965) n=355, Gen X (1966-1979) n=212, Millennials (1980-1995) n=297, Gen Z (1996-2006) n=136.

Q. Below are some examples of ways in which Artificial Intelligence (AI) can be applied in medicine and health. How aware, if at all, are you of each of these? "AI used in drug discovery", "Remote patient monitoring tools that track risk factors and prioritize patient care", "Medical imaging analysis that could detect problems more accurately", "Applications that diagnose diseases based on symptoms", "Specialized, clinically tested chatbots that offer 24/7 health advice".

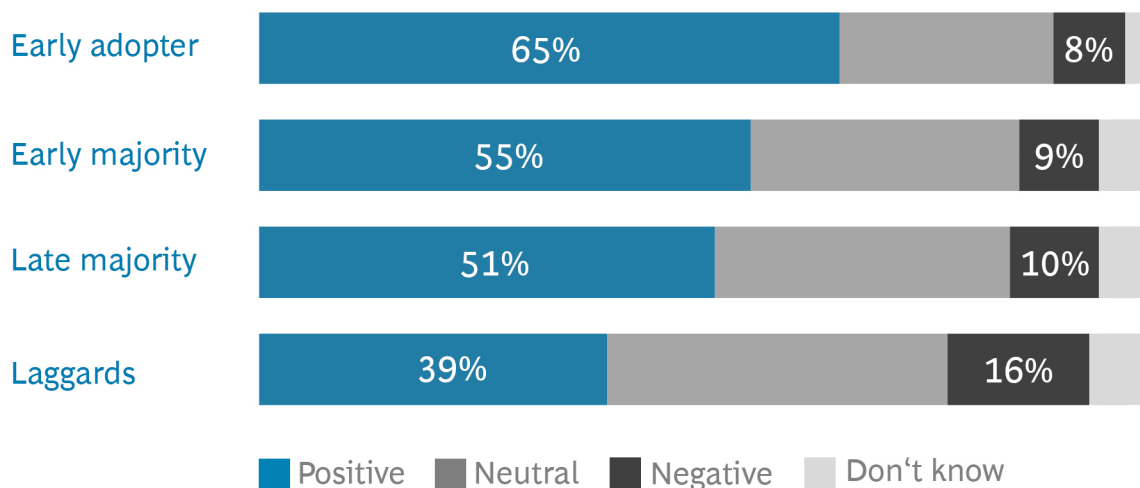
3. Food and science

Americans who self-define as 'progressive' and who embrace technology early have a significantly more positive opinion of New Genomic Techniques (NGTs) than others

Overall opinion of NGTs based on self-definition



Overall opinion of NGTs based on adoption behavior



Upper graph:

Base: US online adults aged 18+ stating they understood or somewhat understood the definition of the topic (after being shown a description) total n=905; Progressive n=265, Traditionalist n=241.

Q. Overall, is your opinion of new genomic techniques (NGTs such as genome editing tools like CRISPR) positive, negative or neutral? Q. From the list below please select the adjectives that most represent your attitudes in general, if any.

Lower graph:

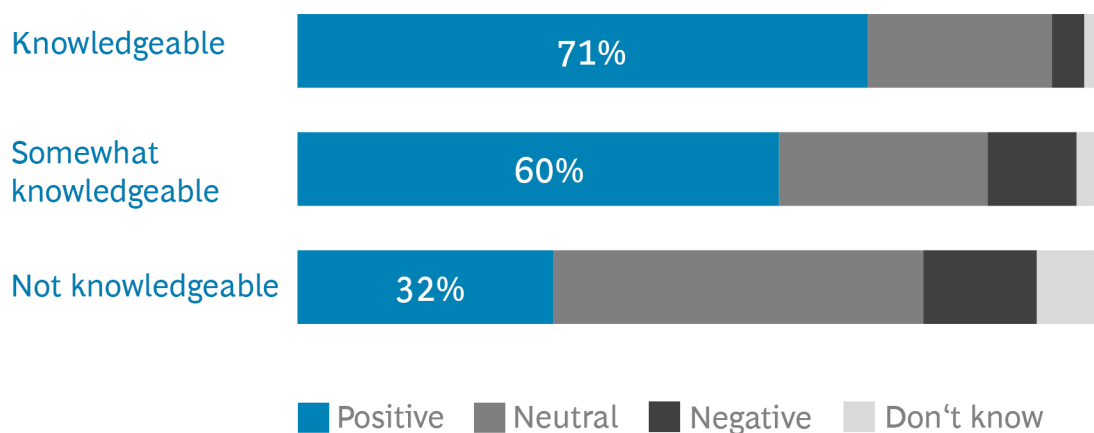
Base: Total US online adults aged 18+. Early Adopter n=236, Early Majority n=261, Late Majority n=204, Laggards n=152.

Q. Which of the following best describes your behavior when it comes to food, health and nutrition trends? "I am generally among the first to try new foods, health and nutrition trends.", "I will generally only try something after at least a few people have tried new foods, health and nutrition trends", "I generally wait until most people I know have already tried new foods, health and nutrition trends before trying them myself.", "I am generally among the last to try new foods, health and nutrition trends. I only try these after they have become well-established.", "None of the above", "Don't know".

3. Food and science

Americans with knowledge about NGTs feel more positive about the technology

Impact of knowledge on opinion of NGTs



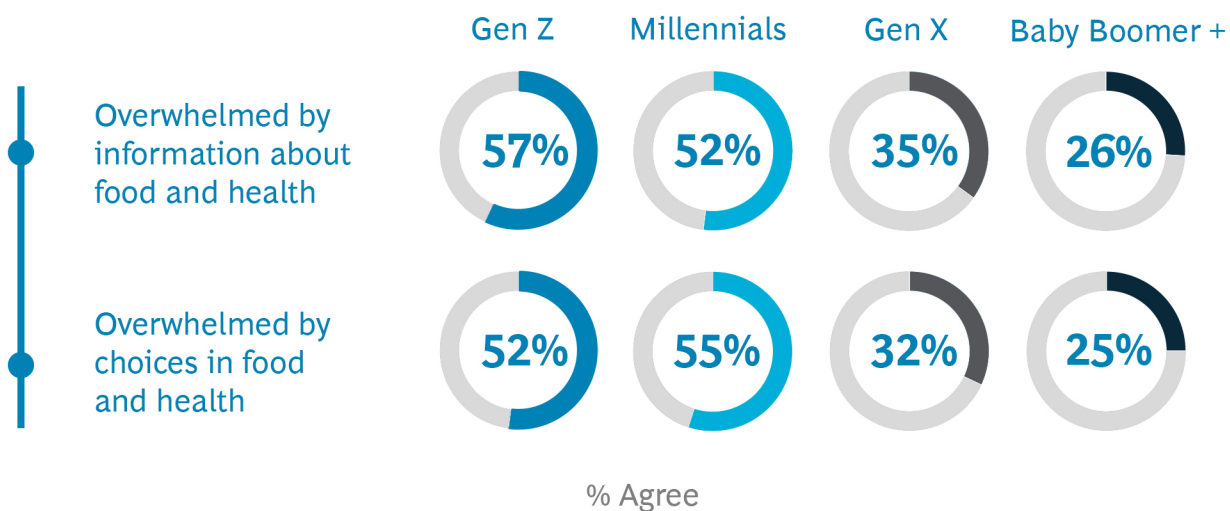
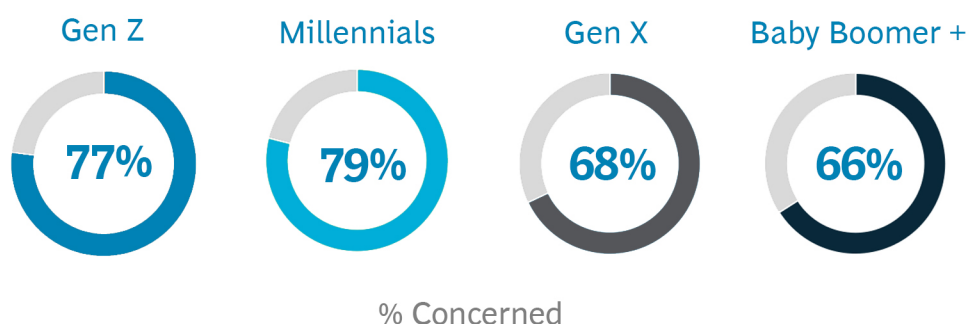
Base: US online adults aged 18+ stating they understood or somewhat understood the definition of the topic (after being shown a description) total n=905; Knowledgeable n=261, Somewhat knowledgeable n= 318, Not knowledgeable n= 326.

Q. Overall, is your opinion of new genomic techniques (NGTs such as genome editing tools like CRISPR) positive, negative or neutral? Q. Below is a list of statements about new genomic techniques (NGTs, such as genome editing tools like CRISPR) relating to crops. Which of these, if any, do you believe to be true? If you are not sure, please select 'I don't know'. "For millennia, farmers have used crossbreeding techniques to grow crops with more desirable traits.", "Scientists can use new genomic techniques to develop crops with increased nutrition, freshness, and reduced need for water, land and resources, among other benefits.", "New genomic techniques for agriculture include precise gene-editing tools like CRISPR.", "New genomic techniques can be used to develop crops that could occur naturally or by conventional breeding, but do so significantly faster." Criteria: Knowledgeable – all correct statements selected, Somewhat knowledgeable – at least 2 correct statements selected, Not knowledgeable – correct statements marked as false or 'Don't' know'.

4. Food and climate change

Young Americans are concerned about climate change and overwhelmed by food and health information

Concerns towards climate change across US generations



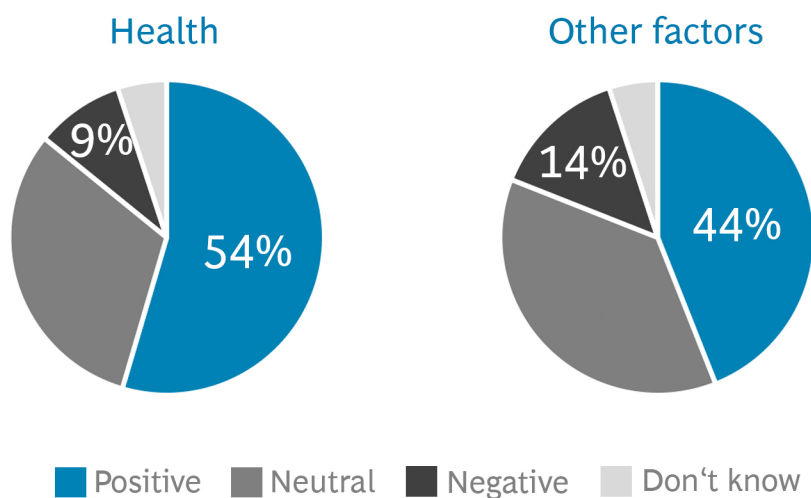
Base: Total USA n=1,000 online adults aged 18+ . Baby Boomers + (1928-1965) n=355, Gen X (1966-1979) n=212, Millennials (1980-1995) n=297, Gen Z (1996-2006) n=136.

Q. Please record your age in the space provided, as of your last birthday." Q. To what extent, if at all, would you say you are concerned about climate change? Note: Concerned = very/fairly concerned. Q. To what extent do you agree, or disagree, with each of the following statements? "I often feel overwhelmed by information about food and health", "I often feel overwhelmed by choices when it comes to food and health". Note: Agree = only positive answers, strongly/tend to agree.

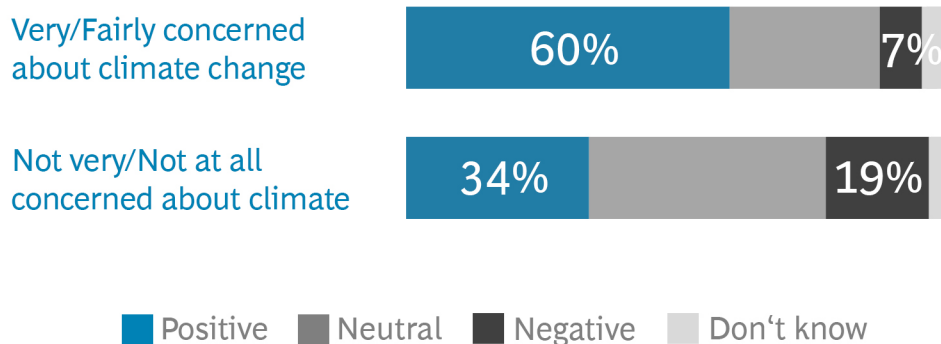
4. Food and climate change

Those who consider health a primary driver of food choices and those concerned about climate change are more positive towards NGTs

Impact of food choice drivers on opinion of NGTs



Impact of climate change concerns on opinion on NGTs



Base: US online adults aged 18+ stating they understood or somewhat understood the definition of the topic (after being shown a description) total n=905.

Q. Overall, is your opinion of new genomic techniques (NGTs such as genome editing tools like CRISPR) positive, negative or neutral? Q. Which of the following factors most influences your food choices if any? Please rank the top 3. "Convenience", "Cost", "Health", "Sustainability", "Religion", "None of the above", "Don't know". Q. To what extent, if at all, would you say you are concerned about climate change?

5. Methodology

A survey on public attitudes towards breakthrough technologies was conducted online by Ipsos on behalf of Leaps by Bayer and Boston Consulting Group (BCG). Conducted between August 27th and October 18th, 2024, the online survey collected 13,111 responses from adults in 13 countries: Australia, Brazil, China, France, Germany, India, Italy, Japan, Mexico, Nigeria, Singapore, South Africa, and the United States. The sample was weighted to ensure national representation based on region, age, gender, employment status, and ethnicity (in the US). For additional information on the study and its methodology.

<https://leaps.bayer.com/breakthroughstudy.pdf>



leaps  + **BCG** + **Ipsos**