

U.S. Public Opinion about the Safety of Gene Editing

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Abstract

This presentation begins by discussing consumer perceptions about biotechnology, and by covering how the food environment and behavioral biases aid in shaping perceptions. After providing a brief foundation for understanding consumer behavior, this presentation will discuss results from several studies conducted to better understand consumer perceptions about gene editing. The first study collected data from focus groups across the US and results show the public is very aware of gene editing for medical purposes. Results presented from the other studies continue down this line by examining perceptions about gene-editing applications in the context of both agricultural and medical fields.

Key words: Consumer behavior, consumer perceptions, qualitative public research, quantitative public research