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Perceptions on Prosperity and  
Economic Priorities

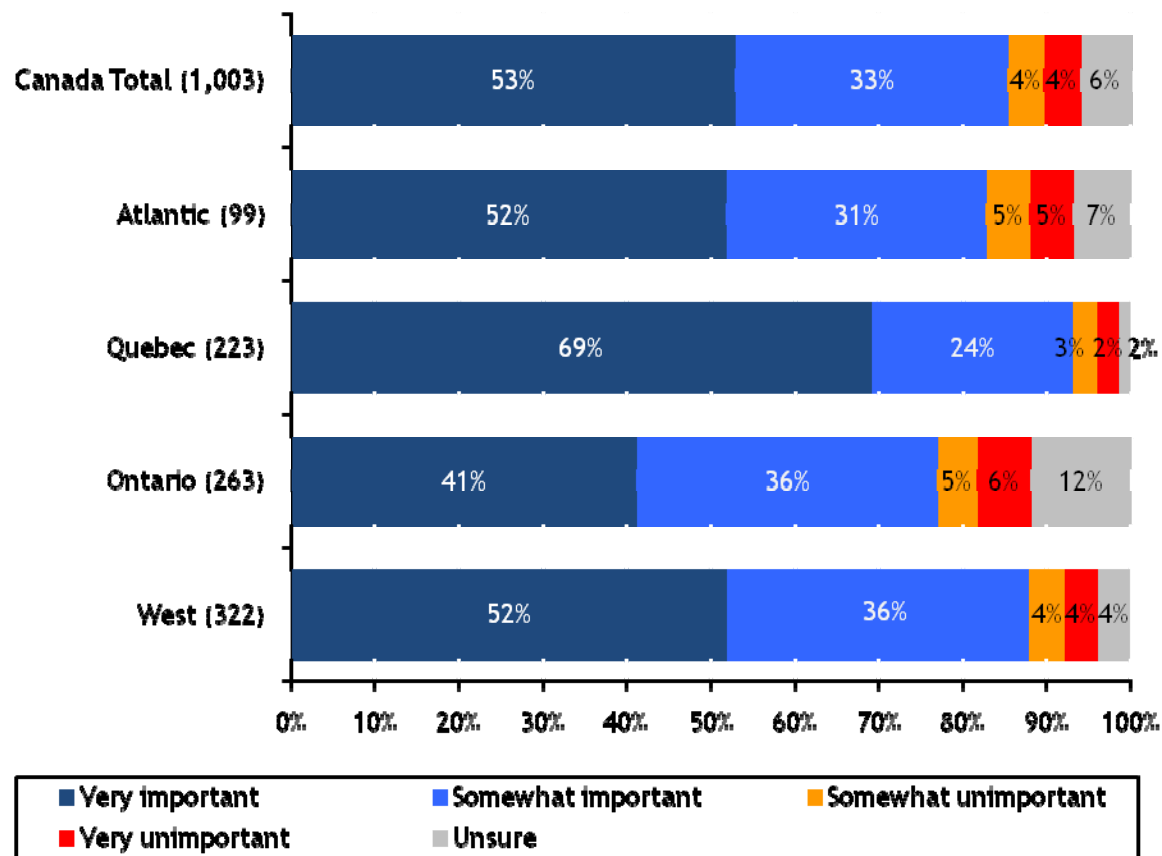


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# Canadians' Priorities are on Knowledge-based Jobs

Source: BIOTECCanada commissioned Nanos Research, to conduct a random telephone survey of 1,003 Canadians from January 3rd to January 7th, 2009. The margin of accuracy for a sample of 1,003 is  $\pm 3.1\%$ , 19 times out of 20.

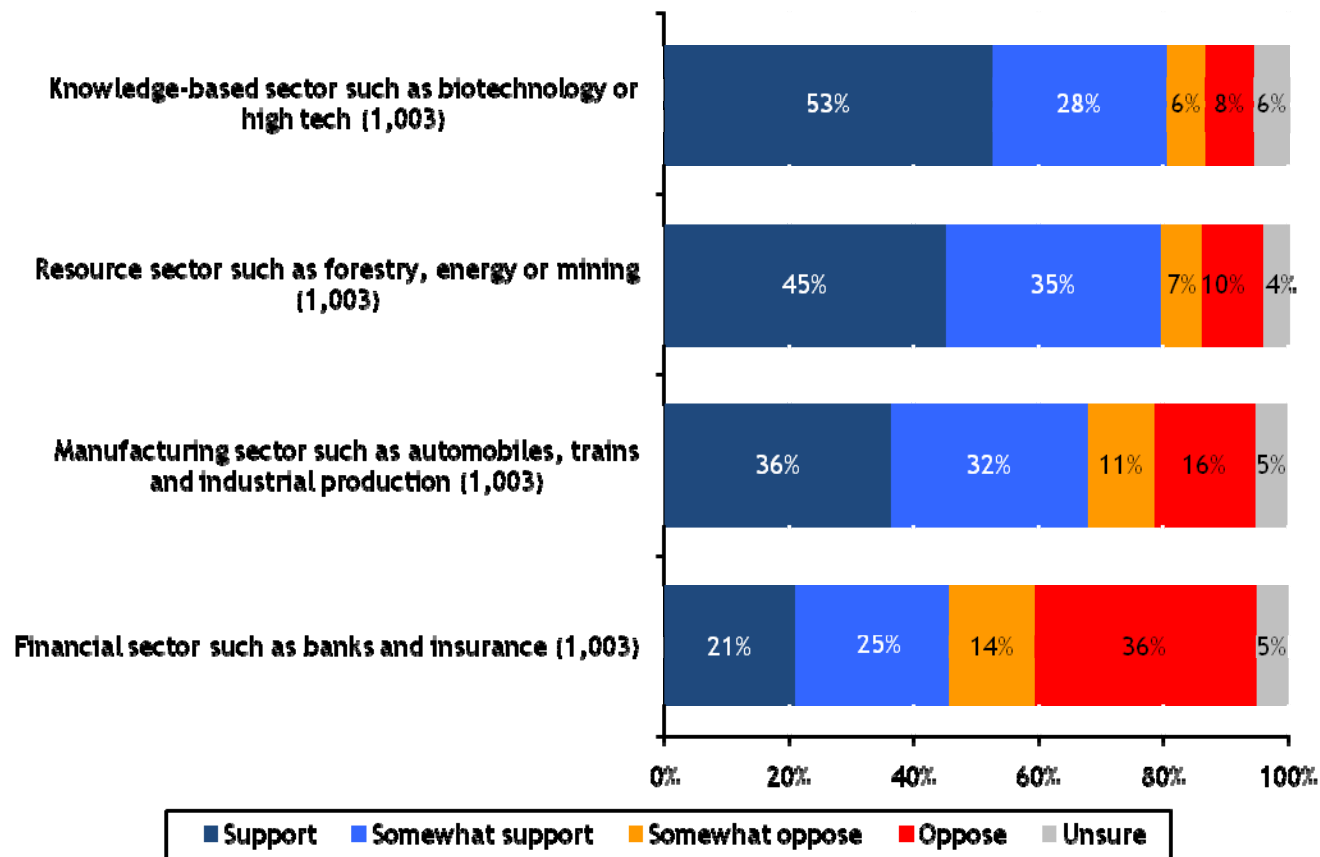
## 4 out of 5 Canadians see biotech as important to Canada's future economic prosperity



Do you believe that the biotechnology industry is a very important, somewhat important, somewhat unimportant or very unimportant part of Canada's future economic prosperity?

Source: Nanos Research, Random Telephone Survey of 1,003 Canadians from January 3<sup>rd</sup> to January 7<sup>th</sup>, 2009. The margin of accuracy for a sample of 1,003 is  $\pm 3.1\%$ , 19 times out of 20.

# Canadians see knowledge-based sector as the priority for economic stimulus



As you may know, the government of Canada will have to set priorities as to which industries it may help through an economic downturn. Please tell me whether you support, somewhat support, somewhat oppose or oppose helping the following types of industries?

Source: Nanos Research, Random Telephone Survey of 1,003 Canadians from January 3<sup>rd</sup> to January 7<sup>th</sup>, 2009. The margin of accuracy for a sample of 1,003 is  $\pm 3.1\%$ , 19 times out of 20.

# Summary of Findings

- 86% Canadians see biotech as important to Canada's future economic prosperity. Support is highest in Quebec at 93%
- Canadians see knowledge-based sector as the priority for economic stimulus (81% overall support helping the industry). Intensity of support for helping the knowledge-based sector was higher than other sectors.
- 80% overall support help for the forestry and mining sectors, 68% overall support helping the automotive sector, while only 45% overall support the banking sector receiving assistance
- Canadians see the value of federal investments through the current cycle of economic recovery planning as a priority