

Ipsos MORI May 2018 – Public Awareness of Genomics Topline Results

Technical Details

Ipsos MORI undertook 1,926 online interviews with a representative sample of adults aged 16 – 75 across England. The questions were placed on Ipsos MORI's Online Omnibus and fieldwork took place between Friday 25th and Tuesday 29th May 2018. A quota sample of adults was interviewed with quotas set by age within gender, region, social grade and working status. The survey data are weighted to match the profile of the population. Where percentages do not sum to 100 this may be due to computer rounding, the exclusion of "don't know" categories, or multiple answers. An asterisk (*) denotes any value of less than half a per cent.

What is Genomics?

You have a complete set of genes in almost every healthy cell in your body. One set of all these genes, (plus the DNA between the genes), is called a genome. Genomics is the study of the whole genome and how it works, including how particular features or diseases are inherited from one generation to the next. Genomics is also about the way that the genome is interpreted and the technologies that have been developed to help do this.

1. Before being interviewed today, how much did you know about genomics/genomic medicine?

Unweighted base	1926
Weighted base	1926
A great deal	3%
A fair amount	8%
A little bit	23%
Not a lot	29%
Nothing at all	37%

2. Which, if any, of these have you seen, read or heard about over the last three months?

Unweighted base	1926
Weighted base	1926
Services offering online genetic profiling for individuals, such as "23andMe"	17%
New techniques for scientists to be able to edit the genomes of plants, animals or humans	16%
The "100,000 Genomes Project" to map the genomic data of approximately 70,000 NHS patients	12%
Any negative or concerning stories about genomic research or medicine	4%
The work of "Genomics England"	3%
None of the above	68%

3. On balance, which of the following best describes your attitude to genomics at present?

Unweighted base	1926
Weighted base	1926
Very positive	9%
Slightly positive	20%
Undecided	25%
Slightly negative	2%
Very negative	1%
I don't know enough to form a judgement	43%

4. How concerned are you, if at all, about the ethical and data protection issues that are raised by genomic research?

Unweighted base	1926
Weighted base	1926
Very concerned	8%
Slightly concerned	24%
Not very concerned	18%
Not at all concerned	5%
I don't know enough to form a judgement	45%