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FOR OFFICE USE ONLY:

Questionnaire No.:_____

5-6-7-8

Study No. 861018 (Cardiovascular)

July 3, 1986

Sample Point No./ / / / / / /
10-11-12-13-14

Time Started:_____A.M./P.M.

Interviewer:_____ I.D. No.:_____ Date:_____

Area Code: _____ Telephone No.: _____
(15-24)

Respondent: _____

As you know we are conducting a survey for Bristol-Myers on the future of medical research. Many of the questions look to the end of this century. We are interested to learn about the developments which you expect to see between now and the year 2000.

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1. In the year 2000, what do you think will be the number one health problem in the United States and other western industrial countries?

(25-26)

(27-28)

2. And what do you think will be the number one health problem in the developing countries in the year 2000?

(29-30)

(31-32)

3. What do you think should be the nation's number one priority for medical research between now and the end of the century?

(33-34)

(35-36)

4. Smallpox has been eliminated. Are there any other diseases or conditions which you think there is a reasonable chance of our eliminating by the year 2000? Any others?

(37-38)

(39-40)

(41-42)

5. Obviously, genetic engineering has the potential to affect many different areas of medicine. If you had to pick a single disease or condition on which genetic engineering will have the greatest impact by the year 2000, what would it be?

(43-44)

(45-46)

6a. I will read you a short list of some of the major areas of cardiovascular research. Please say for each one how promising you think it is on a scale of 0 to 10 where 0 is "not promising at all" and where 10 is "most promising one could imagine."

1. Artificial heart.....____ (47-48)
2. Heart transplants.....____ (49-50)
3. Balloon angioplasty and other catheter-based techniques.....____ (51-52)
4. Clot-dissolving drugs.....____ (53-54)
5. Plaque-dissolving drugs.....____ (55-56)
6. Plaque-preventing drugs.....____ (57-58)
7. Better drugs to reduce high blood pressure.....____ (59-60)
8. New surgeries to repair congenital defects.....____ (61-62)
9. Better drugs to minimize the damage to heart muscle after a heart attack.....____ (63-64)
10. Drugs to minimize damage to nerve cells after a stroke.....____ (65-66)
11. Heart imaging techniques.....____ (67-68)
12. Improvements in continuous heart monitoring.....____ (69-70)
13. Implantable devices such as the automatic defibrillator.....____ (71-72)
14. Nutritional guidelines to prevent heart disease..____ (73-74)
15. Molecular mechanisms of clot formation.....____ (75-76)
16. Molecular mechanisms of lipid metabolisms and transport.....____ (77-78)
17. Improved electrophysiological testing of the heart.....____ (79-80)
18. Less invasive and risky diagnostic techniques....____(2*10-11)
19. Molecular mechanism of atherosclerosis.....____ (12-13)
20. Basic mechanism of heart attacks.....____ (14-15)

6b. Is there any other major area of cardiovascular research which is more promising than those I have mentioned? If so, what is it? (SPECIFY)

_____ (16-17)

_____ (18-19)

_____ (20-21)

_____

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7a. As you know, advances in clinical medicine often result from fundamental advances in basic research. What do you think is the most important fundamental question which needs to be answered in order to achieve a major breakthrough in the treatment of cardiovascular disease?

_____ (22-23)

_____ (24-25)

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_____

7b. If you had to guess, when do you think we will have the answer to that question?

19 / / / (26-27) 20 / / / (28-29)

8. What do you think will be the biggest frustration for scientists working in the field of cardiovascular disease over the next 14 years?

_____ (30-31)

_____ (32-33)

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9. Which do you think will do the most to combat cardiovascular diseases in the year 2000 -- better prevention, better diagnosis, or better treatment?

Better prevention.....(34(____-1
Better diagnosis.....____-2
Better treatment.....____-3
Not sure.....____-4

10a. I will read you a list of conditions. Please say for each one how much improvement you think we will make by the year 2000 in the prevention of this condition? Please use a scale of 0 to 10 where 0 is "no change" and 10 is "will be prevented entirely." (PROBE IF NECESSARY: "We'd like your best guess.")

10b. I will read you a list of conditions again. Please say for each one how much of a change you think we will have made in the treatment of the condition, where 0 is "no change" and where 10 is "will have a total and complete cure by the year 2000." (PROBE IF NECESSARY: "We'd like your best guess.")

		Q.10a Prevention		Q.10b Treatment	
1.	Atherosclerosis	____	(35-36)	____	(61-62)
2.	Hypertension	____	(37-38)	____	(63-64)
3.	Congestive heart failure	____	(39-40)	____	(65-66)
4.	Cardiac arrhythmias	____	(41-42)	____	(67-68)
5.	Coronary artery disease	____	(43-44)	____	(69-70)
6.	Myocardial infarction	____	(45-46)	____	(71-72)
7.	Sudden cardiac death	____	(47-48)	____	(73-74)
8.	Congenital heart malformations	____	(49-50)	____	(75-76)
9.	Valvular heart disease	____	(51-52)	____	(77-78)
10.	Stroke	____	(53-54)	____	(79-80)
11.	Shock	____	(55-56)	____	(3*10-11)
12.	Thromboembolism	____	(57-58)	____	(12-13)
13.	Cardiomyopathies	____	(59-60)	____	(14-15)

11a. Specifically for heart attacks, what do you think will be the biggest advance in the prevention or treatment by the year 2000?

(16-17)

(18-19)

11b. Specifically for strokes, what do you think will be the biggest advance in the prevention or treatment by the year 2000?

(20-21)

(22-23)

11c. Specifically for sudden death, what do you think will be the biggest advance in the prevention or treatment by the year 2000?

(24-25)

(26-27)

12a. I will read a list of current or future ways of preventing or diagnosing cardiovascular diseases. Would you please say for each one whether in the year 2000 it will be much more widely used than it is today, somewhat more widely used, less widely used or whether it will scarcely be used at all.

(Prevention and Diagnosis)	Much More Used	Somewhat More Used	Less Used	Used as Often (Vol.)	Scarcely Used	Not Sure
1. Stress reduction techniques.....(28(	____-1	____-2	____-3	____-4	____-5	____-6
2. Life style modifications, including things such as exercise, smoking, and nutrition.....(29(	____-1	____-2	____-3	____-4	____-5	____-6
3. Clot-preventing drugs...(30(	____-1	____-2	____-3	____-4	____-5	____-6
4. Plaque-preventing drugs.(31(	____-1	____-2	____-3	____-4	____-5	____-6
5. Heart imaging techniques(32(	____-1	____-2	____-3	____-4	____-5	____-6
6. Stress tests.....(33(	____-1	____-2	____-3	____-4	____-5	____-6
7. Genetic markers to screen for susceptibility to cardiovascular disease..(34(	____-1	____-2	____-3	____-4	____-5	____-6
8. Continuous heart monitoring.....(35(	____-1	____-2	____-3	____-4	____-5	____-6
9. Electrophysiological testing of the heart....(36(	____-1	____-2	____-3	____-4	____-5	____-6

12b. What changes in lifestyle, if any, would do most to reduce the incidence and severity of cardiovascular diseases?

_____ (37-38)

_____ (39-40)

_____ (41-42)

13. I will read a list of current or future ways of treating cardiovascular diseases. Would you please say for each one whether in the year 2000 it will be much more widely used than it is today, somewhat more widely used, less widely used or whether it will scarcely be used at all.

(Treatment)	Much More Used	Somewhat More Used	Less Used	Used as Often (Vol.)	Scarcely Used	Not Sure
1. Baloon angioplasty and other catheter-based techniques.....	(43(____-1	____-2	____-3	____-4	____-5	____-6
2. Bypass surgery.....	(44(____-1	____-2	____-3	____-4	____-5	____-6
3. Cardiothoracic surgery in general.....	(45(____-1	____-2	____-3	____-4	____-5	____-6
4. Prenatal surgery for congenital defects.....	(46(____-1	____-2	____-3	____-4	____-5	____-6
5. Mechanical heart.....	(47(____-1	____-2	____-3	____-4	____-5	____-6
6. Heart transplants.....	(48(____-1	____-2	____-3	____-4	____-5	____-6
7. Implantable automatic defibrillator.....	(49(____-1	____-2	____-3	____-4	____-5	____-6
8. Clot-dissolving drugs...	(50(____-1	____-2	____-3	____-4	____-5	____-6
9. Plaque-dissolving drugs.	(51(____-1	____-2	____-3	____-4	____-5	____-6
10. Anti-arrhythmia drugs...	(52(____-1	____-2	____-3	____-4	____-5	____-6
11. Drugs to minimize the damage to heart muscle after a heart attack....	(53(____-1	____-2	____-3	____-4	____-5	____-6

14a. In the year 2000, what do you think will be the two or three most important, completely new types of therapy for cardiovascular diseases which are not available now?

_____ (54-55)

_____ (56-57)

_____ (58-59)

14b. Will this (these new therapy/therapies) replace or only supplement existing therapies?

Replace.....(60(____-1 (ASK Q.14c)

Supplement.....____-2
Not sure.....____-3 (SKIP TO Q.15)

14c. Can you think of a specific treatment that will be replaced and, if so, by what? (PROBE: "What will be replaced by what?")

_____ (61-62)

_____ (63-64)

_____ (65-66)

15. By the year 2000, do you expect a mechanical device to be developed that can really serve as a substitute for the heart, or not?

Expect.....(67(____-1
Do not expect.....____-2
Not sure.....____-3

16. In the year 2000, which do you think will be the preferred therapy, assuming that both were equally available -- a heart transplant or an artificial heart?

Heart transplant.....(68(____-1
Artificial heart.....____-2
Not sure.....____-3

17a. How much progress do you see in our ability to tell who is likely to suffer from a heart attack and when this may happen -- a great deal, quite a lot, not much, or none at all?

Great deal.....(69(____-1
Quite a lot.....____-2 (ASK Q.17b)

Not much.....____-3
None at all.....____-4 (SKIP TO Q.18a)
Not sure.....____-5

IF "GREAT DEAL" OR "QUITE A LOT" IN Q.17a, ASK Q.17b.

17b. What do you think that progress will be?

_____ (70-71)

_____ (72-73)

18a. How much progress do you see between now and the end of the century in our ability to tell who is likely to suffer from a stroke and when this may happen -- a great deal, quite a lot, not much, or note at all?

Great deal.....(74(____-1
Quite a lot.....____-2 } (ASK Q.18b)

Not much.....____-3
None at all.....____-4 } (SKIP TO Q.19)
Not sure.....____-5

IF "GREAT DEAL" OR "QUITE A LOT" IN Q.18a, ASK Q.18b.

18b. What do you think that progress will be?

_____ (75-76)

_____ (77-78)

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_____ 79-80Z

19. Some 70,000 coronary bypass operations are performed in the United States annually. If these patients were being treated in the year 2000, roughly what percentage of these would be treated with bypass surgery, what percentage with catheter-based procedures, and what percentage with other therapies?

Bypass surgery... / / / / % (4*10-12)

Catheter-based... / / / / % (13-15)

Other therapies.. / / / / % (16-18)

NOTE: IF IT DOESN'T ADD TO 100%, ASK: "It doesn't add to 100%; is that all right?"

21a. Finally a question on life expectancy. The life expectancy of men and women in the United States is about 71 and 78 respectively. What is your best guess for what the life expectancy of men and women in the U.S. will be in the year 2000? RECORD BELOW

/ / / / men (27-29) / / / / women (30-32)

21b. Do you think there is any limit to how much we can increase the human life span, or do you think that we can go on increasing it indefinitely?

There is a limit.....(33(____-1 (ASK Q.21c)

Go on increasing it indefinitely.....____-2 (THANK AND END INTERVIEW)
Not sure.....____-3

21c. What do you think that limit is for men? For women? RECORD BELOW

/ / / / men (34-36) / / / / women (37-39)

40-80Z

That completes the interview. Thank you very much for your cooperation!

AFTER THANKING RESPONDENT:

As our letter to you indicated, we will send you a copy of the report as soon as it is ready. Your name will be included in the list of the people interviewed at the back of the report. However, I would like to confirm that only aggregate data will be included and no responses will be attributed to you or any other individuals.

TIME ENDED: _____ A.M./P.M.