

LOUIS HARRIS AND ASSOCIATES, INC.
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/ FOR OFFICE USE ONLY:
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/ Questionnaire No.: _____
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/ _____ 5-6-7-8

Study No. 861018 (Nutrition)

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.

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 nutritional 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. Metabolism and metabolic regulation..... (47-48)
2. Nutrition and the immune system..... (49-50)
3. Health effects of changing diet in developing nations..... (51-52)
4. Maternal and child nutrition..... (53-54)
5. Direct genetic therapy for inborn metabolic defects..... (55-56)
6. Creation of food products that are higher in nutrients or resistant to drought, micro-organisms, and insects..... (57-58)
8. Development of drugs that alter cholesterol metabolism..... (61-62)
9. Artificial digestible lipids as substitutes for ordinary fats in the diet..... (63-64)
11. Determining human micro-nutrient requirements.... (67-68)
12. Isolating and characterizing new vitamins..... (69-70)
13. Identifying and treating marginal vitamin deficiencies..... (71-72)
15. Total parenteral nutrition..... (75-76) 77-80Z
2(10-15)Z

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

2*(16-17)

(18-19)

(20-21)

7a. As you know, advances in clinical medicine often result from fundamental advance 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 nutritional research?

(22-23)

(24-25)

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 nutritional research over the next 14 years?

(30-31)

(32-33)

9a. 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 through the use of nutrition? Please use a scale of 0 to 10 where 0 is "no change" and 10 is "will be prevented entirely."

9b. 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 through the use of nutrition, where 0 is "no change" and where 10 is "will have a total and complete cure by the year 2000."

	Q.9a <u>Prevention</u>	Q.9b <u>Treatment</u>
1. Cardiovascular disease.....	____ (35-36)	____ (67-68)
2. Hypertension.....	____ (37-38)	____ (69-70)
3. Cancer.....	____ (39-40)	____ (71-72)
4. Diabetes.....	____ (41-42)	____ (73-74)
5. Obesity.....	____ (43-44)	____ (75-76)
6. Osteoporosis.....	____ (45-46)	____ (77-78)
7. Chronic gastrointestinal disease such as ulcerative colitis, cystic fibrosis, and Crohn's disease.....	____ (47-48)	____ (79-80)
8. Alzheimer's disease.....	____ (49-50)	____ 3*(10-11)
9. Other dementias.....	____ (51-52)	____ (12-13)
10. Arthritis.....	____ (53-54)	____ (14-15)
11. Chronic liver disease.....	____ (55-56)	____ (16-17)
12. Chronic renal disease.....	____ (57-58)	____ (18-19)
13. Pancreatitis.....	____ (59-60)	____ (20-21)
14. Psychiatric disorders such as overeating with induced vomiting.....	____ (61-62)	____ (22-23)
15. Alcoholism.....	____ (63-64)	____ (24-25)
16. Chronic lung disease.....	____ (65-66)	____ (26-27)
17. Genetic disorders of metabolism.....	____ 4*(40-41)	____ 4*(42-43)

10a. Specifically for cancer, what do you think will be the biggest nutritional advance in prevention or treatment by the year 2000?

(28-29)

(30-31)

10b. Specifically for heart disease, what do you think will be the biggest nutritional advance in prevention or treatment by the year 2000?

(32-33)

(34-35)

10c. Specifically for obesity, what do you think will be the biggest nutritional advance in prevention or treatment by the year 2000?

(36-37)

(38-39)

11a. By the year 2000 what do you think will be the 2 or 3 most important, completely new types of nutritional therapy which are not available now?

(40-41)

(42-43)

(44-45)

[illegible]

15. In your opinion, which would do more to improve people's health: teaching people to apply what we already know about nutrition, or doing research to gain new knowledge?

Teach.....(56(____-1
Research.....____-2
Not sure.....____-3

16. Do you expect that in the year 2000 doctors will be advising their patients to limit their consumption of cholesterol as a way to prevent heart disease, or not?

Expect.....(57(____-1
Do not expect.....____-2
Not sure.....____-3

17. And do you expect that in the year 2000 doctors will be advising their patients to eat fiber-containing foods to help prevent cancer, or not?

Expect.....(58(____-1
Do not expect.....____-2
Not sure.....____-3

18. And in the year 2000, do you expect that doctors will be advising their patients to take vitamin supplements to help prevent cancer, or not?

Expect.....(59(____-1
Do not expect.....____-2
Not sure.....____-3

	A <u>Great Deal</u>	Quite <u>a Lot</u>	Not <u>Much</u>	None <u>at All</u>	Not <u>Sure</u>
1. Reducing infant morbidity and mortality.....	(60)____-1	____-2	____-3	____-4	____-5
2. Extending life expectancy.....	(61)____-1	____-2	____-3	____-4	____-5
3. Enhancing the body's immune function.....	(62)____-1	____-2	____-3	____-4	____-5
4. Support of preterm and very low birth weight infants.....	(63)____-1	____-2	____-3	____-4	____-5
5. Preventing infectious diseases in infancy.....	(64)____-1	____-2	____-3	____-4	____-5
6. Preventing infectious diseases in the elderly.....	(65)____-1	____-2	____-3	____-4	____-5

(66-67)

(68-69)

21. What is the most important advance you foresee in enteral nutrition?

(70-71)

(72-73)

74-80Z

4(10-22)Z

23a. 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)

23b. 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.23c)

Go on increasing indefinitely..____-2

Not sure.....____-3

23c. What do you think that limit is for men? For women? RECORD BELOW

 / / men
(34-36)

 / / women
(37-39)

44-80Z

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.