

# Undergrads have opinions, too

By BARBARA UNDERWOOD

The next time you read the results of a poll on President Carter's current popularity or the energy crisis, the answers may have come from colleges and universities across the country.

Opinion 18, The National Opinion Organization of College Undergraduates, is off the ground and flying but has yet to conduct its first poll.

That will come early this fall and the results, NewsPoll, will be sold to interested publications and advertising agencies.

Opinion 18 is the brainchild of four graduates of Seaholm High School in Birmingham—John Katov and Warren Rose, 1978 graduates, and Matt Voelpel and Chris McQueen, 1979 graduates.

Opinion 18 originated when Katov researched existing polling organizations and found that none surveyed college undergraduates.

"THIS IS exactly what we propose to do," Voelpel said this week.

Opinion 18 plans call for polling some 5,000 students in 75 colleges and universities across the country.

And who is interested in what college students think, read, buy and talk about?

"If this kind of poll doesn't exist, possibly there is no desire for it, but people should know what we are thinking," Voelpel said. "Nobody ever considers us (college students) seriously."

Because the four young businessmen are college students they believe that will lend credibility to their venture.

"WE ARE undergraduates ourselves," Voelpel said. "We are in-

ters to what is going on, not just a professional group trying to glean information."

The organization's name was chosen because the four founders were all 18 years old when it began. Two are now 19. They will be attending four different colleges in the fall.

Katov will be a freshman at the University of Chicago where Opinion 18 is based. Warren Rose will enter Albion College. Voelpel and McQueen, both sophomores, will attend Harvard and the University of Michigan respectively.

They are not concerned about conducting their business from four widely separated locations. All but Rose will communicate via Telex and Western Union Data Gram service and they plan to meet monthly in Birmingham.

"Our biggest problem this summer is to pull it all together, get the network set up and get subscribers," Voelpel said.

GETTING IT all together includes signing up at least 50 and possibly as many as 75 poll takers — one in each state with the possibility of having two in the most heavily populated states.

Letters have been sent to many employment agencies and returns are starting to come in, Voelpel said.

Each person who agrees to be a poll taker will be asked to distribute 100 questionnaires each month and return at least 75 each month. Each poll will deal with one major subject.

If each of 75 poll takers return the minimum 75 questionnaires each month, the survey will give opinions of more than 5,600 college students from across the country. Major polls conducted in this country are based on 1,500 responses, Voelpel said.

That's the surprising finding of an extensive study of patients at the University of Colorado Medical Center.

The study's purpose was to evaluate a pilot program of home-based care for emphysema patients. Nearly 20 percent of those diagnosed as suffering from irreversible emphysema responded early in treatment to bronchodilators and corticosteroids.

All patients entered into the study with at least 50 percent loss of lung function. The unexpected, fast response to treatment of some patients prompted closer examination.

"The features of these patients were a family history of asthma and obstructive lung disease without a very heavy smoking history," says Dr. Thomas L. Petty, chief of pulmonary disease at the University of Colorado Medical Center.

have shown interest, Voelpel said. Amersand, a supplement to college newspapers with 800,000 circulation, is another possibility being investigated.

"WE AT Opinion 18 foresee great success in our operation," Voelpel said. The estimated \$15,000 budget needed to get the business rolling is being accumulated in a variety of ways.

"We are selling stock, taking loans from people and will apply to the Small Business Administration," Voelpel said. "We have to be rejected by two banks before we can go to the Small Business Administration."

"I don't think that will be much trouble," he added.

## Emphysema or hidden asthma?

Some people diagnosed as emphysema patients may instead have a newly discovered — and reversible — condition called "hidden asthma."

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"The features of these patients were a family history of asthma and obstructive lung disease without a very heavy smoking history," says Dr. Thomas L. Petty, chief of pulmonary disease at the University of Colorado Medical Center.

Unlike emphysema, which is caused chiefly from heavy cigarette smoking, asthma can be triggered by an enormous variety of events. While asthma involves a constriction of the air passages of the lungs, emphysema results in destruction of the air sacs, where oxygen and carbon dioxide are exchanged. Both involve marked difficulties in breathing.

A spirometry test, which measures the amount of air in exhalation, was invaluable in unmasking hidden asthma patients. Those whose expiratory volume of air was relatively high during the first second showed the greatest improvement during continuing treatment. Using the test, says Dr. Petty, "should and will become a standard tool for general practitioners and internists, not just chest physicians."

To find out more about all types of lung diseases and their causes, contact the American Lung Association of Southeastern Michigan at 961-1697.

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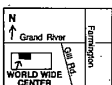
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