

The following screener item will be asked of Consumers (this question is currently included in the questionnaire):

S1. Have you ever been diagnosed by a physician or other qualified medical professional with any of the following conditions? Select all that apply.

- Asthma
- Cancer
- Depression
- Diabetes [Respondent needs to check Diabetes to Continue]
- Heart attack
- None of the above

Research Now (RN) will be prescreening consumers to target 18+, English speaking, with diabetes, and those who don't work for a pharmaceutical company, an advertising agency, or a market research company. All of RN respondents have already been previously profiled for these attributes using the questions below:

1. What is your date of birth? [For age, respondents are asked their date of birth, and the system automatically updates their age annually. Respondents would need to be 18+ to be eligible]
2. What is your language preference? [English would need to be checked to be eligible]
3. Which of the following medical conditions do you suffer from? [Diabetes would need to be checked to be eligible]
4. Which of the following best describes the industry segment of the company/organization for which you work? [Respondents would need to NOT check pharmaceuticals, media/publishing, health care/ medical, advertising, or market research to be eligible]
5. Which of the following is your primary medical specialty?

For Providers, RN will be prescreening to target 18+, English-speaking PCPs, Internal Medicine, and Endocrinologists.

The following screener item will be asked of Providers:

1. Which of the following is your profession?
 - a. Pharmacist
 - b. Nurse
 - c. Physician
 - d. Hospital Administrator
 - e. None of the above

IF 1 = A, B, D, OR E, THEN TERMINATE
2. Which of the following is your primary medical specialty?
 - a. Pediatrics
 - b. Endocrinology
 - c. Ophthalmology
 - d. Cardiology
 - e. Internal Medicine
 - f. Primary Care Physician
 - g. General Surgery
 - h. None of the above

IF 2 = A, C, D, G, OR H, THEN TERM

In addition, Providers will also have been previously asked the following prescreener questions:

1. What is your date of birth? [Respondents would need to be 18+ to be eligible]
2. What is your language preference? [English would need to be checked to be eligible]