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?
   1. Pharmacist
   2. Nurse
   3. Physician
   4. Hospital Administrator
   5. None of the above

IF 1 = A, B, D, OR E, THEN TERMINATE

1. Which of the following is your primary medical specialty?
   1. Pediatrics
   2. Endocrinology
   3. Ophthalmology
   4. Cardiology
   5. Internal Medicine
   6. Primary Care Physician
   7. General Surgery
   8. 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]