**Supplemental Digital Content 1: Sample Demographics**

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| **Respondent Category** | **Target** | **Description** |
| **University** | 250 | ChancellorDirector PresidentDeans of top business, law and medical schoolsProminent education leaders |
| **Insurance Executives** | 250 | $20 million to $50 million (n=120)$50 million to $100 million (n=42)$100 million to $500 million (n=42)$500 million to $1 billion (n=13)Over $1 billion (n=33) |
| **Corporate Executives** | 250 | $20 million to $50 million (n=149)$50 million to $100 million (n=48)$100 million to $500 million (n=38)$500 million to $1 billion (n=5)Over $1 billion (N=10) |
| **Health Services Executives** | 250 | CNOs (n=50)$20 million to $50 million (n=90)$50 million to $100 million (n=42)$100 million to $500 million (n=56)$500 million to $1 billion (n=8)Over $1 billion (n=4) |
| **Government Officials** | 250 | White house staff membersFederal agency officials Senators/RepresentativesMayors of major cities |
| **Industry Thought Leaders** | 250 | Prominent Speakers Consumer Rights Agency Execs Syndicated columnists Economic Development Councils Foundation Heads Big Ad Agency Presidents Chamber of Commerce presidents Heads of News ServicesPublic Affairs Media Execs Heads of Top Labor Unions |

**Source:** 2009 Gallup Survey of Opinion Leaders