**Supplemental Digital Content 1: Sample Demographics**

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| **Respondent Category** | **Target** | **Description** |
| **University** | 250 | Chancellor  Director President Deans of top business, law and medical schools Prominent 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 members Federal agency officials  Senators/Representatives Mayors 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 Services Public Affairs Media Execs  Heads of Top Labor Unions |

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