

## Diabetes

### Market Sentiments

#### Web Search Interest in 1 Year (2010-2011)

Shows general market interest, attention and curiosity online about the topic.

#### Interest over time



#### Regional Interest

Shows general market interest online according to geographical location

#### Regional interest

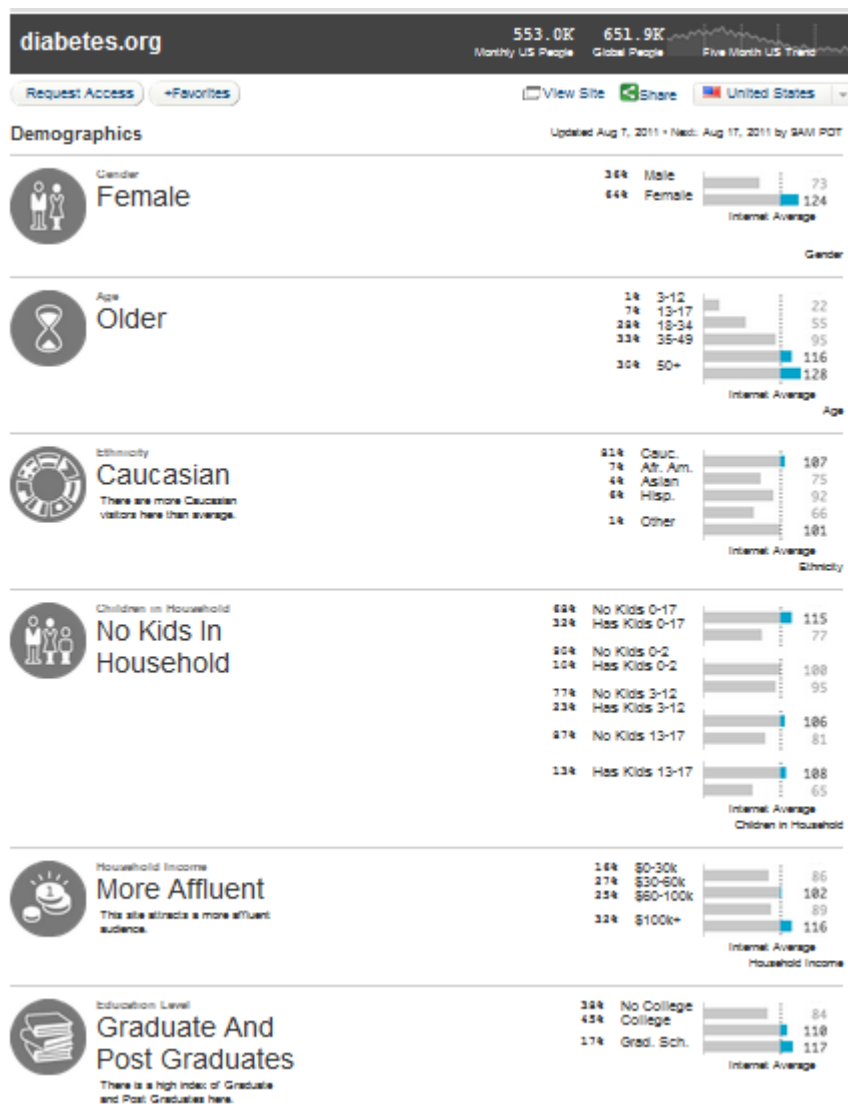
1.	<a href="#">Cuba</a>	<div></div>
2.	<a href="#">Trinidad and Tobago</a>	<div></div>
3.	<a href="#">Jamaica</a>	<div></div>
4.	<a href="#">United States</a>	<div></div>
5.	<a href="#">Bolivia</a>	<div></div>
6.	<a href="#">Nicaragua</a>	<div></div>
7.	<a href="#">Australia</a>	<div></div>
8.	<a href="#">Kenya</a>	<div></div>
9.	<a href="#">Mexico</a>	<div></div>
10.	<a href="#">Canada</a>	<div></div>

Note: All results from Google Insights are normalized. So just because a particular region doesn't appear on the top Regional interest list, it doesn't necessarily mean that the niche isn't popular at all - it just means that the term is more popular in other regions.

## Demographics (data based on diabetes.org)

Demographics are the characteristics of a population. In the field of marketing, it is important to define the demographic profile of your target audience. This is to identify target audience in the overall population and to create a clear and complete picture of the characteristics of the target consumer.

The following data tells you the gender, age, children per household, education status, income levels, and other demographic insights of your target audience.



The “index” represents the delivery of a specific audience segment compared to the internet average of 100. Composition, which is represented by the % of audience figure on the left side of the chart, represents the percentage of a property’s total audience that meets a specific demographic criteria.

For example, an index of 100 indicates the target audience is equivalent to the demographic make-up of the total internet population. Any increase over 100 means that the property is “over indexed” and attracts a more concentrated group of a particular demographic group than in the general internet population.

## Psychographics (data based on diabetes.org)

In the field of marketing, psychographic variables are any attributes relating to personality, values, attitudes, interests, or lifestyles.

The following data profile shows other topics that the audience is likely to be interested to visit and the affinity indicates how much more likely than average.

An affinity of 10x means that your target audience is ten times likelier to be interested in the topics than the average internet user.

### Audience Also Likes

Updated Aug 2011 • Next: Sep 2011

Data Source: United States Monthly

	Affinity	
Kids	5.3x	<div></div>
Health News & Info	4.9x	<div></div>
Diet & Fitness	4.5x	<div></div>
Food	4.1x	<div></div>
Home & Gardening	3.7x	<div></div>
Kids Education	3.6x	<div></div>
Seniors	3.6x	<div></div>
Home Furnishing	3.3x	<div></div>
Government	3.2x	<div></div>
Science & Technology	3.1x	<div></div>
Magazines	3.0x	<div></div>
Instant Messenger	3.0x	<div></div>
Religion	3.0x	<div></div>
Home/Family	3.0x	<div></div>
Discussion/Chat	3.0x	<div></div>

## **Frequently Asked Questions**

- What are the signs of diabetes?
- What are the different types of diabetes?
- Can low blood sugar lead to diabetes?
- What type of diabetes happens during pregnancy?
- Whats the difference between type 1 diabetes and type 2?
- What precautions can we take for the onset of diabetes?
- How to tackle the early stages of diabetes?
- What are the different types of diabetes and how do you know if you have it?
- What are the warning signs of gestational diabetes?
- What is the difference between diabetes mellitus and just diabetes?
- What should a diabetes 1 person eat if there blood surgar level is too low?
- What is the correlation between diabetes and obesity?
- What are some recipes suitable for people with diabetes?
- How much does type 1 diabetes increase the risk of chd and other cardiovascular health issues?
- What are the biggest symptoms of diabetes?
- What are the relationships between obesity and diabetes?
- What is the best diet to prevent diabetes?
- Is diabetes hereditary?

- How can we prevent diabetes type 2?
- How often should i have a diabetes test?
- What happens when you get tested for diabetes?
- How can you check if you have diabetes without seeing a doctor?
- What can happen to someone with type one diabetes?
- What are the signs of diabetes and when should i be tested?
- How long does diabetes take to develop?
- How does the thyroid gland affect diabetes?
- How to avoid diabetes when it runs in the family?
- Can you get diabetes if you are not fat?
- Is there a correlation between drinking large amounts of soda and diabetes?
- What causes fatigue in diabetes patients?
- What are the many factors contributing to getting type 2 diabetes?
- Is there a surgery for type 2 diabetes to temporarily stop the need of insulin?
- Can a person with diabetes eat natural sugar from fruits?



## **Problems & Frustrations**

- **Maintaining diet schedule for child with diabetes**

My 11 years old boy has just been diagnosed with diabetes. How can I maintain a diet schedule for child with diabetes, especially since he spends more than half the day at school? How can I maintain an insulin schedule for him?

- **Cannot control diabetes**

My partner is almost 60 years old and has diabetes. He had a stroke a couple of years ago. He doesn't control his diabetes as well as he should. Every time he eats, his head pours with sweat. He usually injects after his food (sometimes a few hours later). He drinks more alcohol than he should too. Does anyone know why he is sweating? Is it the alcohol, the food, injecting at the wrong time, or all of the above?!

- **Diabetes causing sinus problems**

My fiance has type II diabetes and for a year now he has been having sinus problems. He says it feels like the inside of his nose swells up because he has a hard time breathing since it gets so stuffed up and sometimes he gets raw areas in his nose that bleed. He has seen an allergy doctor and they took a scan of his sinuses and they say that his nose looks ok inside and the CAT scan came out negative, but yet he still has this problem. He has even tried nose sprays for moisture and that doesn't seem to help. He seems to think that the doctor is wrong, that there is something wrong with his sinuses and it is the diabetes that is causing it. Does anyone have any ideas?

- **Hereditary problem of diabetes**

Yesterday my doctor confirmed my suspicions that I have diabetes. My father had diabetes and died at age 52 from complications. (no, he didn't take care of himself - he was too busy taking care of everyone else). I know I need to change my diet but I hate vegetables and don't really know where to start. I can't get into a class to learn more about diabetes for at least two weeks. I've looked on the web but there is so much contradictory information out there on what to eat (and when) that it just overwhelms me. Can anyone advice on the food that I should take and avoid?

- **Difficulty maintaining medication schedule**

Sometimes I forget to take my diabetes medication in the morning after I eat breakfast. I am supposed to take 1 pill after breakfast and 1 pill after dinner. Is it okay to take it if I forget the breakfast one at lunch or whenever I remember or just skip it that day if it is too close to the dinner dose?

- **Snacking problem**

I like to snack a lot, especially when I'm running errands around town. However, since I've been recently diagnosed with diabetes, I'm supposed to keep a close watch on my diet, so I was wondering if there is anything that will be good to keep on hand so that I can snack healthily. It should be something that won't spoil easily.

- **Indigestion problems due to diabetes**

I've been having a lot of indigestion and my doctor thinks I may have gastroparesis or slow emptying of my stomach due to type II diabetes. From what I've read and what he's told me,



the medicine to treat this has the potential for some very scary side effects. Is anyone else dealing with this? If so I like to hear your thoughts and experiences.

- **Unsure of possible ailments arising from Type II Diabetes**

I had been diagnosed with Type II diabetes a few months ago. For the last few days, the bottom of my feet has been feeling hot. Is this normal? Also, is this something I should be worried about?

- **Diabetic and having problems with weight control**

I am having a huge problem with my weight. I have to inject insulin daily in my stomach. I read somewhere this affects the size of your stomach. I know mine is not getting smaller. I cannot do exercises due to an accident, but I can walk. Besides walking, is there anything else I can do to help me control my weight? Do you think I can try to lower the amount of my insulin injections?

- **Diabetes diagnosis after giving birth**

I found out I had diabetes last year about a few month after I gave birth to my daughter, and what a shocker it was for me. I'm still having trouble with it and just finding the right balance on the right foods. Can anyone out there who has the same problems pass on any ideas for good meals plans and snacks that will not cause my sugar level to rise too much?

- **Problems adapting to lifestyle changes required for diabetic patient**

My fiance was just diagnosed as borderline Diabetic. Diabetes does run in His Family. We want to start changing our eating habits, counting carbs and calories so that We both can be

healthy. We just don't know where to start, and we would also like to make changes gradually so that the changes will not feel so big. Does anyone have any suggestions?

- **Losing weight but sugar level went up**

I was told that losing weight would help my blood sugar. I started the 500 calories daily diet plan 8 days ago along with medication, I have lost 11 lbs but still need to lose more. However, my problem is my sugar level actually went up not down! Does anyone know why?

- **Problems maintain a low calorie diet**

I have been using the calorie counter to keep track of my boyfriend's diet. He has type two diabetes. I'm sure it's not one hundred percent accurate but I was wondering if it's good to have a five hundred or so calorie breakfast? I make his breakfast and lunch every day before he goes to work and lately I've been making a yogurt parfait with fresh fruit and non-fat plain yogurt, flax seed and some fat-free whip cream, but when I enter the ingredients in the calorie counter, it adds up to five or six hundred calories at times. After a whole day's food he is usually short of a couple hundred calories according to this calorie counter, but that doesn't include his drinks. But is it okay to have a breakfast this high in calories?? Or is that even high at all? This is all new to me. I've just taken complete charge of everything he eats so it's weighing on me. Any input would be appreciated!

- **Problems controlling Type II Diabetes**

I'm having a terrible time trying to control my type 2 diabetes. I think I'm eating the right foods, but I still get high readings when I take my blood glucose readings. I try to exercise everyday, although sometimes I don't because of the terrible weather. Yesterday, this was my food intake. Breakfast was coffee with no sugar nor cream and a cup of low sugar oatmeal with cinnamon. Lunch was a salad with vinegar and some califlower. For supper, we

had turkey soup and a piece of white bread with low calorie butter. Later I munched on some carrots just before bed. So this morning, just before my morning walk and breakfast, my blood glucose reading was 138. I feel like I'm already having a good diet, but what am I doing wrong or what can I do better?

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I was recently diagnosed with Type 2. My glucose levels are usually consistent. I test before and after meals and my relatives and everything I read about says your blood sugar increases after meals, diabetic or not. So when I test after meals (and I have experimented to make sure I wasn't testing too early/late), it spikes about 15 minutes after a meal, and starts decreasing starting at 30 minutes after on to 2 hours after meals. This has been consistent since I was diagnosed and have been home testing. Also, I've tested on 2 different brands of meters and come up with the same results. For example, today my waking blood sugar at 10:35am was 124. Had breakfast at 11:15, tested at 11:35-blood sugar was 194. By 11:55, it dropped to 151 and 30 minutes after that, it dropped to 149. 2 hours after my meal, it was down to 126. No one I've spoken to can figure it out, nor can I find any information on the internet. It's awhile before my next appointment with my doctor but I can't wait for that. It's bugging me and making me crazy because it doesn't seem right. The only thing I can think of is that my body metabolizes the blood glucose extremely fast and there's only a quick spike in my blood sugar. Has anyone every heard of or experienced this? I would like to hear anyone's opinion on this. It's really bothering me.

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I was diagnosed just over a year ago, and have been out of control since. Something went wrong and I lost 85 pounds in just over 3 months. I went from 200 pounds to 115. I have yet to see a dietician, as my insurance won't cover it! Can anyone help me? I need to put some weight back on, so that I can sit and not be on my tailbone in excruciating pain all the time.

My high blood sugars keep me from gaining. My readings vary day to day, but I usually wake up low 75 or so, and they rise throughout the day insulin or not, to about 400-500 at bedtime, no matter what I eat. Has anyone out there had this problem?

- **Gestational diabetes**

My doctors think that I may have gestational diabetes and I am only 24 weeks along my pregnancy. I need some good options for things to eat that are good for the baby and me. Does anyone have any good ideas on what I can eat that will fill me up and not raise my sugar? I want to do the best I can for my baby, but I don't want to starve either. Thanks for the help.

- **Controlling Type II Diabetes during Fasting**

I am a type 2 diabetes patient and we are in the month of Ramadan, where we Muslims fast for 30 days. Can anyone advise me on how to avoid rise in my glucose level? If I adjust my insulin jabs, will that be enough?

- **Unsure of what to do when having a stomach ache**

What should I do when I have a stomach ache and can't eat? I usually soda crackers and ginger ale and do NOT take my insulin cause I know my blood sugar will drop to low levels without eating. Is there anything else I can do?

- **Unsure of diet plan**

I am 45 yr. old and I am in between jobs with have no medical insurance yet. I had a random blood test done last week, my glucose was 386. That was thursday. Monday, the doctor put

me medication twice a day. As she was walking out of room and I asked her if I need glucose monitor. She said yes. I got the monitor and medication but she did not tell me how often to check my blood or anything about a diet. I picked a 1600-1900 calorie diet from reading up online. Is that too high? I know I can only have 30mg of carbohydrates 3 times a day. My average blood sugar level is still 330 after a day of the diet and medication. (36 hours) Do you think my doctor is being aggressive enough? Should I need find another one?