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Table 20 Page 29.....9. Please indicate your likelihood to participate in the next marketing research survey you are offered at each length/compensation combination below. Please use a scale of 1 to 7 to answer, where a "1" indicates "Extremely unlikely" and a "7" indicates "Extremely likely" to participate: 15 MINS / \$101-\$200

Table 21 Page 30.....9. Please indicate your likelihood to participate in the next marketing research survey you are offered at each length/compensation combination below. Please use a scale of 1 to 7 to answer, where a "1" indicates "Extremely unlikely" and a "7" indicates "Extremely likely" to participate: 15 MINS / \$201+

Table 22 Page 31.....9. Please indicate your likelihood to participate in the next marketing research survey you are offered at each length/compensation combination below. Please use a scale of 1 to 7 to answer, where a "1" indicates "Extremely unlikely" and a "7" indicates "Extremely likely" to participate: 16-30 MINS / UP TO \$50

Table 23 Page 32.....9. Please indicate your likelihood to participate in the next marketing research survey you are offered at each length/compensation combination below. Please use a scale of 1 to 7 to answer, where a "1" indicates "Extremely unlikely" and a "7" indicates "Extremely likely" to participate: 16-30 MINS / \$51-\$75

Table 24 Page 33.....9. Please indicate your likelihood to participate in the next marketing research survey you are offered at each length/compensation combination below. Please use a scale of 1 to 7 to answer, where a "1" indicates "Extremely unlikely" and a "7" indicates "Extremely likely" to participate: 16-30 MINS / \$76-\$100

Table 25 Page 35.....9. Please indicate your likelihood to participate in the next marketing research survey you are offered at each length/compensation combination below. Please use a scale of 1 to 7 to answer, where a "1" indicates "Extremely unlikely" and a "7" indicates "Extremely likely" to participate: 16-30 MINS / \$101-\$200

Table 26 Page 36.....9. Please indicate your likelihood to participate in the next marketing research survey you are offered at each length/compensation combination below. Please use a scale of 1 to 7 to answer, where a "1" indicates "Extremely unlikely" and a "7" indicates "Extremely likely" to participate: 16-30 MINS / \$201+

Table 27 Page 37.....9. Please indicate your likelihood to participate in the next marketing research survey you are offered at each length/compensation combination below. Please use a scale of 1 to 7 to answer, where a "1" indicates "Extremely unlikely" and a "7" indicates "Extremely likely" to participate: 31-45 MINS / UP TO \$50

Table 28 Page 38.....9. Please indicate your likelihood to participate in the next marketing research survey you are offered at each length/compensation combination below. Please use a scale of 1 to 7 to answer, where a "1" indicates "Extremely unlikely" and a "7" indicates "Extremely likely" to participate: 31-45 MINS / \$51-\$75

Table 29 Page 40.....9. Please indicate your likelihood to participate in the next marketing research survey you are offered at each length/compensation combination below. Please use a scale of 1 to 7 to answer, where a "1" indicates "Extremely unlikely" and a "7" indicates "Extremely likely" to participate: 31-45 MINS / \$76-\$100

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Table 31 Page 44.....9. Please indicate your likelihood to participate in the next marketing research survey you are offered at each length/compensation combination below. Please use a scale of 1 to 7 to answer, where a "1" indicates "Extremely unlikely" and a "7" indicates "Extremely likely" to participate: 31-45 MINS / \$201+

Table 32 Page 46.....9. Please indicate your likelihood to participate in the next marketing research survey you are offered at each length/compensation combination below. Please use a scale of 1 to 7 to answer, where a "1" indicates "Extremely unlikely" and a "7" indicates "Extremely likely" to participate: Over 45 MINS / UP TO \$50

Table 33 Page 47.....9. Please indicate your likelihood to participate in the next marketing research survey you are offered at each length/compensation combination below. Please use a scale of 1 to 7 to answer, where a "1" indicates "Extremely unlikely" and a "7" indicates "Extremely likely" to participate: Over 45 MINS / \$51-\$75

Table 34 Page 49.....9. Please indicate your likelihood to participate in the next marketing research survey you are offered at each length/compensation combination below. Please use a scale of 1 to 7 to answer, where a "1" indicates "Extremely unlikely" and a "7" indicates "Extremely likely" to participate: Over 45 MINS / \$76-\$100

Table 35 Page 51.....9. Please indicate your likelihood to participate in the next marketing research survey you are offered at each length/compensation combination below. Please use a scale of 1 to 7 to answer, where a "1" indicates "Extremely unlikely" and a "7" indicates "Extremely likely" to participate: Over 45 MINS / \$101-\$200

Table 36 Page 53.....9. Please indicate your likelihood to participate in the next marketing research survey you are offered at each length/compensation combination below. Please use a scale of 1 to 7 to answer, where a "1" indicates "Extremely unlikely" and a "7" indicates "Extremely likely" to participate: Over 45 MINS / \$201+

Table 37 Page 55.....10. What is the primary reason you participate in marketing research studies?

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ORG QUARTERLY -- 3RD QUARTER 2007

1. what is your primary specialty?

	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]			
	TOTAL	PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	800 100.0	400 100.0	100 100.0	100 100.0	100 100.0	100 100.0	255 100.0	545 100.0	3 100.0	240 100.0	557 100.0
PCP (FP/GP/IM)	400 50.0	400 100.0	-	-	-	-	122 47.8	278 51.0	2 66.7	131 54.6 k	267 47.9
ONConcology	100 12.5	-	100 100.0	-	-	-	21 8.2	79 14.5 G	-	15 6.3	85 15.3 J
CARDCardiology	100 12.5	-	-	100 100.0	-	-	18 7.1	82 15.0 G	-	27 11.3	73 13.1
DERMDermatology	100 12.5	-	-	-	100 100.0	-	52 20.4 H	48 8.8	-	32 13.3	68 12.2
OB/GYN	100 12.5	-	-	-	-	100 100.0	42 16.5 H	58 10.6	1 33.3	35 14.6	64 11.5

Comparison Groups: BCDEF/GH/IJK
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

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ORG QUARTERLY -- 3RD QUARTER 2007

2. How many patients do you personally see in an average month?

	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]			
	TOTAL	PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	800	400	100	100	100	100	255	545	3	240	557
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
0-100	28	6	12	6	-	4	6	22	-	10	18
	3.5	1.5	12.0	6.0		4.0	2.4	4.0		4.2	3.2
			BF	b							
101-200	64	19	20	12	3	10	23	41	-	26	38
	8.0	4.8	20.0	12.0	3.0	10.0	9.0	7.5		10.8	6.8
			BEF	BE		bE				k	
201-300	140	49	35	27	6	23	42	98	1	43	96
	17.5	12.3	35.0	27.0	6.0	23.0	16.5	18.0	33.3	17.9	17.2
		E	BEF	BE		BE					
301-400	190	113	18	24	8	27	47	143	1	66	123
	23.8	28.2	18.0	24.0	8.0	27.0	18.4	26.2	33.3	27.5	22.1
		CE	E	E		E		G			
401-500	184	112	10	18	17	27	60	124	-	52	132
	23.0	28.0	10.0	18.0	17.0	27.0	23.5	22.8		21.7	23.7
		CDE				Ce					
501-600	88	53	4	9	17	5	29	59	-	16	72
	11.0	13.3	4.0	9.0	17.0	5.0	11.4	10.8		6.7	12.9
		CF		CdF							J
601-700	27	18	-	1	7	1	9	18	-	9	18
	3.4	4.5		1.0	7.0	1.0	3.5	3.3		3.8	3.2
		DF			DF						
701-800	47	19	1	2	25	-	26	21	-	12	35
	5.9	4.8	1.0	2.0	25.0		10.2	3.9		5.0	6.3
		C			BCD		H				

Comparison Groups: BCDEF/GH/IJK
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

ORG QUARTERLY -- 3RD QUARTER 2007

2. How many patients do you personally see in an average month?

	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]			
	TOTAL	PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
801-900	8 1.0	6 1.5	-	-	2 2.0	-	4 1.6	4 0.7	1 33.3	-	7 1.3
901-1000	16 2.0	3 0.8	-	1 1.0	11 11.0 BDF	1 1.0	8 3.1	8 1.5	-	4 1.7	12 2.2
1001+	8 1.0	2 0.5	-	-	4 4.0 b	2 2.0	1 0.4	7 1.3	-	2 0.8	6 1.1
MEAN	441.43	457.0	282.6	367.60	666.40	386.88	465.22	430.30	516.67	412.92	453.31
STANDARD DEVIATION	211.45	174.5	139.0	163.50	270.08	181.62	217.78	207.69	340.34	213.91	208.91
MEDIAN	400.00	435.0	257.5	350.00	600.00	400.00	440.00	400.00	400.00	400.00	420.00

Comparison Groups: BCDEF/GH/IJK
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

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ORG QUARTERLY -- 3RD QUARTER 2007

3. Do you work in a solo or group practice setting?

	TOTAL	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]		
		PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	800	400	100	100	100	100	255	545	3	240	557
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Solo	255	122	21	18	52	42	255	-	1	75	179
	31.9	30.5	21.0	18.0	52.0	42.0	100.0		33.3	31.3	32.1
		CD			BCD	BCD					
Group	545	278	79	82	48	58	-	545	2	165	378
	68.1	69.5	79.0	82.0	48.0	58.0		100.0	66.7	68.8	67.9
		EF	BEF	BEF							

Comparison Groups: BCDEF/GH/IJK
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

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ORG QUARTERLY -- 3RD QUARTER 2007

4. How many ONLINE pharmaceutical marketing research surveys have you participated in during the past year?

	TOTAL	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]		
	(A)	PCP (B)	ONC (C)	CARD (D)	DERM (E)	OBGYN (F)	SOLO (G)	GROUP (H)	PHONE (I)	ONLINE (J)	BOTH (K)
TOTAL ANSWERING	800 100.0	400 100.0	100 100.0	100 100.0	100 100.0	100 100.0	255 100.0	545 100.0	3 100.0	240 100.0	557 100.0
0-10	457 57.1	199 49.8	53 53.0	69 69.0 BC	68 68.0 BC	68 68.0 BC	155 60.8	302 55.4	3 100.0 JK	174 72.5 K	280 50.3
11-20	184 23.0	93 23.3	24 24.0	20 20.0	21 21.0	26 26.0	51 20.0	133 24.4	-	45 18.8	139 25.0 J
21-30	77 9.6	55 13.8 DEF	11 11.0 dEf	4 4.0	3 3.0	4 4.0	19 7.5	58 10.6	-	16 6.7	61 11.0 J
31-40	19 2.4	11 2.8	2 2.0	2 2.0	3 3.0	1 1.0	7 2.7	12 2.2	-	1 0.4	18 3.2 J
41-50	26 3.3	17 4.3 F	3 3.0	2 2.0	3 3.0	1 1.0	9 3.5	17 3.1	-	1 0.4	25 4.5 J
51-60	4 0.5	1 0.3	1 1.0	1 1.0	1 1.0	-	1 0.4	3 0.6	-	2 0.8	2 0.4
61-70	3 0.4	2 0.5	1 1.0	-	-	-	2 0.8	1 0.2	-	-	3 0.5
71-80	1 0.1	-	-	1 1.0	-	-	-	1 0.2	-	-	1 0.2
81-90	1 0.1	1 0.3	-	-	-	-	-	1 0.2	-	-	1 0.2

Comparison Groups: BCDEF/GH/IJK
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

ORG QUARTERLY -- 3RD QUARTER 2007

4. How many ONLINE pharmaceutical marketing research surveys have you participated in during the past year?

	TOTAL	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]		
	(A)	PCP (B)	ONC (C)	CARD (D)	DERM (E)	OBGYN (F)	SOLO (G)	GROUP (H)	PHONE (I)	ONLINE (J)	BOTH (K)
91-100	18 2.3	14 3.5 d	3 3.0	1 1.0	-	-	7 2.7	11 2.0	-	-	18 3.2
101+	10 1.3	7 1.8	2 2.0	-	1 1.0	-	4 1.6	6 1.1	-	1 0.4	9 1.6 j
MEAN	17.91	21.38 DEF	24.00 DEF	11.97	11.88	9.87	19.20	17.30	0.00	10.02	21.40 J
STANDARD DEVIATION	32.37	33.92	55.04	15.12	16.49	8.17	41.36	27.19	0.00	12.70	37.36
MEDIAN	10.00	11.50	10.00	8.00	6.00	9.50	10.00	10.00	0.00	6.00	10.00

Comparison Groups: BCDEF/GH/IJK
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

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ORG QUARTERLY -- 3RD QUARTER 2007

4. How many PHONE pharmaceutical marketing research surveys have you participated in during the past year?

	TOTAL	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]		
	(A)	PCP (B)	ONC (C)	CARD (D)	DERM (E)	OBGYN (F)	SOLO (G)	GROUP (H)	PHONE (I)	ONLINE (J)	BOTH (K)
TOTAL ANSWERING	800 100.0	400 100.0	100 100.0	100 100.0	100 100.0	100 100.0	255 100.0	545 100.0	3 100.0	240 100.0	557 100.0
0-10	744 93.0	369 92.3 c	85 85.0	96 96.0 C	97 97.0 BC	97 97.0 BC	233 91.4	511 93.8	3 100.0 K	240 100.0 K	501 89.9
11-20	33 4.1	20 5.0 eF	7 7.0 eF	3 3.0	2 2.0	1 1.0	14 5.5	19 3.5	-	-	33 5.9
21-30	13 1.6	8 2.0	3 3.0	1 1.0	-	1 1.0	3 1.2	10 1.8	-	-	13 2.3
31-40	1 0.1	-	1 1.0	-	-	-	1 0.4	-	-	-	1 0.2
41-50	4 0.5	2 0.5	2 2.0	-	-	-	1 0.4	3 0.6	-	-	4 0.7
51-60	1 0.1	-	-	-	1 1.0	-	-	1 0.2	-	-	1 0.2
61-70	-	-	-	-	-	-	-	-	-	-	-
71-80	-	-	-	-	-	-	-	-	-	-	-
81-90	-	-	-	-	-	-	-	-	-	-	-
91-100	3 0.4	1 0.3	2 2.0	-	-	-	3 1.2	-	-	-	3 0.5

Comparison Groups: BCDEF/GH/IJK
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

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ORG QUARTERLY -- 3RD QUARTER 2007

4. How many PHONE pharmaceutical marketing research surveys have you participated in during the past year?

	TOTAL	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]		
	(A)	PCP (B)	ONC (C)	CARD (D)	DERM (E)	OBGYN (F)	SOLO (G)	GROUP (H)	PHONE (I)	ONLINE (J)	BOTH (K)
101+	1 0.1	-	-	-	-	1 1.0	-	1 0.2	-	-	1 0.2
MEAN	4.38	4.11	8.08	2.90	3.25	4.35	5.04	4.07	1.33	0.00	6.28
STANDARD DEVIATION	11.42	7.92	16.08	3.75	6.58	21.61	12.13	11.07	0.58	0.00	13.25
MEDIAN	2.00	2.00	3.50	2.00	1.00	1.00	2.00	2.00	1.00	0.00	3.00

Comparison Groups: BCDEF/GH/IJK
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

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ORG QUARTERLY -- 3RD QUARTER 2007

5. How many marketing research companies would you estimate that this number represents?

	TOTAL	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]		
	(A)	PCP (B)	ONC (C)	CARD (D)	DERM (E)	OBGYN (F)	SOLO (G)	GROUP (H)	PHONE (I)	ONLINE (J)	BOTH (K)
TOTAL ANSWERING	800 100.0	400 100.0	100 100.0	100 100.0	100 100.0	100 100.0	255 100.0	545 100.0	3 100.0	240 100.0	557 100.0
0-10	729 91.1	359 89.8	88 88.0	94 94.0	95 95.0 BC	93 93.0	229 89.8	500 91.7	3 100.0 JK	233 97.1 K	493 88.5
11-20	62 7.8	34 8.5	11 11.0	5 5.0	5 5.0	7 7.0	22 8.6	40 7.3	-	6 2.5	56 10.1 J
21-30	4 0.5	2 0.5	1 1.0	1 1.0	-	-	1 0.4	3 0.6	-	-	4 0.7
31-40	1 0.1	1 0.3	-	-	-	-	1 0.4	-	-	1 0.4	-
41-50	2 0.3	2 0.5	-	-	-	-	1 0.4	1 0.2	-	-	2 0.4
51-60	1 0.1	1 0.3	-	-	-	-	-	1 0.2	-	-	1 0.2
61-70	-	-	-	-	-	-	-	-	-	-	-
71-80	-	-	-	-	-	-	-	-	-	-	-
81-90	-	-	-	-	-	-	-	-	-	-	-
91-100	1 0.1	1 0.3	-	-	-	-	1 0.4	-	-	-	1 0.2

Comparison Groups: BCDEF/GH/IJK
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

THE OLSON RESEARCH GROUP, INC.

ORG QUARTERLY -- 3RD QUARTER 2007

5. How many marketing research companies would you estimate that this number represents?

	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]			
	TOTAL	PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
MEAN	6.08	6.60	6.64	5.29	4.78	5.50	6.35	5.95	1.00	4.21	6.91
STANDARD DEVIATION	5.99	7.44	4.81	3.83	3.32	3.77	7.95	4.82	0.00	3.28	6.68
MEDIAN	5.00	5.00	5.00	4.00	4.00	4.50	5.00	5.00	1.00	3.00	5.00

Comparison Groups: BCDEF/GH/IJK
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

THE OLSON RESEARCH GROUP, INC.

ORG QUARTERLY -- 3RD QUARTER 2007

6. How many pharmaceutical companies would you estimate that this represents?

	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]			
	TOTAL	PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	800 100.0	400 100.0	100 100.0	100 100.0	100 100.0	100 100.0	255 100.0	545 100.0	3 100.0	240 100.0	557 100.0
0-10	655 81.9	317 79.3	74 74.0	91 91.0 BC	87 87.0 BC	86 86.0 bc	204 80.0	451 82.8	3 100.0 JK	212 88.3 K	440 79.0
11-20	106 13.3	58 14.5 D	18 18.0 De	8 8.0	9 9.0	13 13.0	35 13.7	71 13.0	-	22 9.2	84 15.1 J
21-30	27 3.4	17 4.3 DF	5 5.0 df	1 1.0	3 3.0	1 1.0	9 3.5	18 3.3	-	4 1.7	23 4.1 J
31-40	5 0.6	2 0.5	2 2.0	-	1 1.0	-	3 1.2	2 0.4	-	1 0.4	4 0.7
41-50	3 0.4	3 0.8	-	-	-	-	2 0.8	1 0.2	-	-	3 0.5
51-60	-	-	-	-	-	-	-	-	-	-	-
61-70	1 0.1	1 0.3	-	-	-	-	1 0.4	-	-	-	1 0.2
71-80	-	-	-	-	-	-	-	-	-	-	-
81-90	-	-	-	-	-	-	-	-	-	-	-
91-100	3 0.4	2 0.5	1 1.0	-	-	-	1 0.4	2 0.4	-	1 0.4	2 0.4

Comparison Groups: BCDEF/GH/IJK
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

THE OLSON RESEARCH GROUP, INC.

ORG QUARTERLY -- 3RD QUARTER 2007

6. How many pharmaceutical companies would you estimate that this represents?

	TOTAL	[-----SPECIALTY-----]				[---SETTING---]		[-----METHOD-----]			
		PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
MEAN	8.24	9.10	9.71	6.36	6.83	6.57	8.59	8.07	1.00	6.27	9.12
STANDARD DEVIATION	9.34	10.54	12.19	4.30	6.67	5.49	10.63	8.67	0.00	8.21	9.67
MEDIAN	5.00	6.00	5.00	5.00	5.00	5.00	5.00	6.00	1.00	5.00	6.00

Comparison Groups: BCDEF/GH/IJK
 Independent T-Test for Means, Independent Z-Test for Percentages
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 Lower case letters indicate significance at the 90% level.

THE OLSON RESEARCH GROUP, INC.

ORG QUARTERLY -- 3RD QUARTER 2007

7. within the following length/compensation combinations, please estimate where the surveys that you have completed in the past year, fall: ONLINE 15 MINS

	[-----SPECIALTY-----]						[---SETTING---]		[-----METHOD-----]		
	TOTAL	PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	544 100.0	293 100.0	64 100.0	55 100.0	70 100.0	62 100.0	174 100.0	370 100.0	-	161 100.0	383 100.0
Up to \$25	2.70	3.00 De	2.45	1.52	1.62	2.76 de	2.82	2.64	-	2.55	2.76
\$26-\$40	2.68	3.09	2.11	1.71	2.64 d	2.00	3.04	2.50	-	1.95	2.94 j
\$41-\$50	2.38	2.48 df	4.57 BDeF	1.00	2.29 df	1.00	2.58	2.28	-	1.62	2.63 j
\$51-\$75	2.14	1.83	4.04 b	1.70	2.89 f	1.27	3.23 H	1.66	-	1.93	2.21
\$76-\$100	1.09	1.07	2.44 BDeF	0.23	0.50	0.33	1.55	0.90	-	1.03	1.11
\$101-\$150	0.42	0.48	0.73 f	0.23	0.20	0.00	0.76 h	0.24	-	0.26	0.47
\$151-\$200	0.14	0.13	0.14	0.00	0.40	0.00	0.24	0.09	-	0.20	0.12
\$201-\$300	0.03	0.01	0.14 B	0.00	0.07	0.00	0.04	0.02	-	0.00	0.04
\$301+	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-	0.00	0.00
Other compensation / not monetary	0.37	0.41	1.20	0.00	0.00	0.09	0.65	0.24	-	0.10	0.46

Comparison Groups: BCDEF/GH/IJK
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

THE OLSON RESEARCH GROUP, INC.

ORG QUARTERLY -- 3RD QUARTER 2007

7. within the following length/compensation combinations, please estimate where the surveys that you have completed in the past year, fall: ONLINE 16-30 MINS

	[-----SPECIALTY-----]						[---SETTING---]		[-----METHOD-----]		
	TOTAL	PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	650 100.0	337 100.0	80 100.0	77 100.0	74 100.0	82 100.0	203 100.0	447 100.0	-	182 100.0	468 100.0
Up to \$25	1.40	1.87	0.40	0.00	0.46	1.15 CD	2.91 H	0.67	-	0.64	1.65
\$26-\$40	2.69	3.14 C	1.13	1.88	1.80	2.14	2.76	2.66	-	2.22	2.87
\$41-\$50	2.93	3.35 C	1.77	2.22	2.48	2.45	2.74	3.02	-	2.01	3.28 J
\$51-\$75	3.50	4.01 F	3.48	2.80	2.91	2.13	3.15	3.65	-	2.79	3.77 j
\$76-\$100	2.63	2.55	3.16	2.63	2.76	2.28	3.12	2.43	-	2.27	2.74
\$101-\$150	1.90	1.16	3.63 Bef	2.87 B	1.81	1.50	1.69	2.00	-	1.56	2.00
\$151-\$200	1.51	0.31	8.15 B	1.06 B	1.52 B	0.25	3.60	0.53	-	0.21	1.86
\$201-\$300	0.16	0.05	0.47 B	0.27 b	0.53 Bf	0.00	0.11	0.19	-	0.16	0.16
\$301+	0.01	0.01	0.08	0.00	0.00	0.00	0.02	0.01	-	0.03	0.01
Other compensation / not monetary	0.16	0.19	0.00	0.00	0.09	0.30	0.18	0.15	-	0.07	0.19

Comparison Groups: BCDEF/GH/IJK
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

THE OLSON RESEARCH GROUP, INC.

ORG QUARTERLY -- 3RD QUARTER 2007

7. within the following length/compensation combinations, please estimate where the surveys that you have completed in the past year, fall: ONLINE 31-45 MINS

	[-----SPECIALTY-----]						[---SETTING---]		[-----METHOD-----]		
	TOTAL	PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	613 100.0	312 100.0	89 100.0	75 100.0	70 100.0	67 100.0	185 100.0	428 100.0	-	156 100.0	457 100.0
Up to \$25	0.28	0.37	0.08	0.00	0.00	0.31	0.59	0.14	-	0.03	0.36
\$26-\$40	0.57	0.69	0.15	0.00	0.31	0.80 d	0.69	0.51	-	0.33	0.65
\$41-\$50	1.54	1.83 de	0.86	0.64	0.73	1.45	1.62	1.50	-	1.24	1.65
\$51-\$75	3.10	3.64 E	2.19 e	2.42	0.90	2.56 E	3.69	2.85	-	2.05	3.52 J
\$76-\$100	3.66	4.09	3.60	3.06	3.07	2.31	3.78	3.61	-	2.09	4.22 J
\$101-\$150	3.04	3.15	3.63 f	3.18 f	2.76 f	1.74	2.55	3.23	-	2.40	3.22
\$151-\$200	1.94	1.33	3.46 BF	2.29 F	2.06	0.69	1.11	2.32 G	-	1.26	2.14
\$201-\$300	1.94	0.44	10.41 B	0.95 F	1.88 Bf	0.21	4.15	0.92	-	0.29	2.35
\$301+	0.14	0.00	1.13 B	0.17 B	0.08 B	0.00	0.04	0.19	-	0.00	0.18
Other compensation / not monetary	0.35	0.49	0.30	0.00	0.00	0.00	0.95 h	0.05	-	0.10	0.42

Comparison Groups: BCDEF/GH/IJK
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

THE OLSON RESEARCH GROUP, INC.

ORG QUARTERLY -- 3RD QUARTER 2007

7. within the following length/compensation combinations, please estimate where the surveys that you have completed in the past year, fall: ONLINE OVER 45 MINS

	TOTAL	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]		
		PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	479 100.0	248 100.0	74 100.0	63 100.0	46 100.0	48 100.0	145 100.0	334 100.0	-	95 100.0	384 100.0
Up to \$25	0.18	0.28	0.00	0.00	0.00	0.00	0.43	0.07	-	0.03	0.23
\$26-\$40	0.54	0.27	0.00	3.85 B	0.14	0.00	0.27	0.65	-	0.03	0.70
\$41-\$50	0.41	0.47	0.31	0.00	0.14	0.77	0.49	0.38	-	0.36	0.42
\$51-\$75	1.11	1.49	0.38	0.15	0.27	0.80	1.35	1.01	-	0.58	1.27
\$76-\$100	2.21	2.64 E	1.25	2.24	0.59	1.67 E	2.15	2.24	-	1.17	2.53 J
\$101-\$150	2.38	2.68 e	3.08 EF	1.93	1.05	1.21	2.46	2.34	-	1.28	2.70 J
\$151-\$200	2.42	2.01	5.16 BDEF	1.62	1.78	1.24	1.55	2.77 G	-	0.96	2.72 J
\$201-\$300	1.63	0.78	4.62 BDEF	1.68 f	1.52 f	0.53	1.69	1.60	-	0.55	1.86 J
\$301+	1.04	0.46	3.22 B	1.07	1.50 B	0.14	1.67	0.74	-	0.12	1.25 j
Other compensation / not monetary	0.13	0.16	0.00	0.00	0.27	0.00	0.26	0.07	-	0.14	0.13

Comparison Groups: BCDEF/GH/IJK
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

THE OLSON RESEARCH GROUP, INC.

ORG QUARTERLY -- 3RD QUARTER 2007

7. within the following length/compensation combinations, please estimate where the surveys that you have completed in the past year, fall: PHONE UP TO 15 MINS

	[-----SPECIALTY-----]						[---SETTING---]		[-----METHOD-----]		
	TOTAL	PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	162 100.0	94 100.0	21 100.0	16 100.0	13 100.0	18 100.0	57 100.0	105 100.0	2 100.0	-	160 100.0
Up to \$25	1.32	1.23	1.33	0.30	2.44	1.77	1.61	1.17	1.00	-	1.33
\$26-\$40	0.55	0.64	0.80	0.13	0.38	0.36	0.44	0.62	-	-	0.55
\$41-\$50	0.91	1.11	0.60	0.22	0.56	0.92 _d	1.18	0.75	-	-	0.91
\$51-\$75	0.88	0.70	2.62 _{Bf}	0.89	0.38	0.10	1.16	0.72	-	-	0.88
\$76-\$100	0.49	0.35	0.83	0.44	0.33	1.00	0.94 _H	0.25	-	-	0.49
\$101-\$150	0.32	0.20	0.45	0.13	0.14	1.00 _b	0.56	0.18	1.00	-	0.31
\$151-\$200	0.10	0.12	0.11	0.17	0.00	0.00	0.19	0.06	-	-	0.10
\$201-\$300	0.04	0.02	0.13	0.14	0.00	0.00	0.00	0.06	-	-	0.04
\$301+	0.03	0.04	0.00	0.00	0.00	0.00	0.00	0.04	-	-	0.03
Other compensation / not monetary	0.02	0.02	0.00	0.00	0.00	0.00	0.00	0.02	-	-	0.02

Comparison Groups: BCDEF/GH/IJK
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Lower case letters indicate significance at the 90% level.

THE OLSON RESEARCH GROUP, INC.

ORG QUARTERLY -- 3RD QUARTER 2007

7. within the following length/compensation combinations, please estimate where the surveys that you have completed in the past year, fall: PHONE 16-30 MINS

	[-----SPECIALTY-----]						[---SETTING---]		[-----METHOD-----]		
	TOTAL	PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	251 100.0	136 100.0	32 100.0	22 100.0	30 100.0	31 100.0	81 100.0	170 100.0	-	-	251 100.0
Up to \$25	0.47	0.20	0.20	0.00	0.13	2.70 B	0.20	0.61	-	-	0.47
\$26-\$40	0.60	0.61	0.56	0.00	1.22	0.45	0.76	0.51	-	-	0.60
\$41-\$50	1.96	1.29	0.60	0.13	0.60	8.14 B	1.06	2.42	-	-	1.96
\$51-\$75	1.07	1.29 D	0.83	0.00	0.79 D	0.92 D	1.02	1.10	-	-	1.07
\$76-\$100	0.91	0.84	0.83	1.75 b	0.85	0.67	0.51	1.08 G	-	-	0.91
\$101-\$150	1.11	0.87	2.94 B	0.25	0.70	0.57	1.29	1.01	-	-	1.11
\$151-\$200	0.69	0.23	2.38 B	0.92 BF	0.70 bF	0.10	0.75	0.66	-	-	0.69
\$201-\$300	0.36	0.29	0.89	0.14	0.78	0.00	0.54	0.27	-	-	0.36
\$301+	0.09	0.06	0.00	0.00	0.44 B	0.00	0.12	0.08	-	-	0.09
Other compensation / not monetary	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-	-	0.00

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Lower case letters indicate significance at the 90% level.

THE OLSON RESEARCH GROUP, INC.

ORG QUARTERLY -- 3RD QUARTER 2007

7. within the following length/compensation combinations, please estimate where the surveys that you have completed in the past year, fall: PHONE 31-45 MINS

	[-----SPECIALTY-----]						[---SETTING---]		[-----METHOD-----]		
	TOTAL	PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	359 100.0	163 100.0	58 100.0	50 100.0	50 100.0	38 100.0	114 100.0	245 100.0	1 100.0	-	358 100.0
Up to \$25	0.95	1.08	0.00	3.13	0.00	0.10	1.79	0.49	-	-	0.95
\$26-\$40	0.42	0.50	0.00	0.00	0.00	1.00	0.86	0.19	-	-	0.42
\$41-\$50	0.51	0.60	0.56	0.29	0.33	0.30	0.84 H	0.34	-	-	0.51
\$51-\$75	1.40	0.90	1.17	0.38	1.64	4.92 B	1.13	1.55	1.00	-	1.40
\$76-\$100	1.52	1.59	1.67	1.08	1.38	1.56	1.71	1.41	-	-	1.52
\$101-\$150	1.97	2.00	2.80 DF	1.30	2.44	0.94	2.22	1.85	-	-	1.97
\$151-\$200	1.79	1.20	3.60 B	1.59	1.44	1.41	2.12	1.66	-	-	1.79
\$201-\$300	0.85	0.34	1.82 BeF	1.32 BF	1.05 BF	0.46	0.54	0.99 g	-	-	0.85
\$301+	0.31	0.10	1.78 B	0.17	0.13	0.20	0.15	0.39	-	-	0.31
Other compensation / not monetary	0.50	0.74	0.00	0.00	0.00	0.00	1.45	0.00	-	-	0.50

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THE OLSON RESEARCH GROUP, INC.

ORG QUARTERLY -- 3RD QUARTER 2007

7. within the following length/compensation combinations, please estimate where the surveys that you have completed in the past year, fall: PHONE OVER 45 MINS

	[-----SPECIALTY-----]						[---SETTING---]		[-----METHOD-----]		
	TOTAL	PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	301 100.0	144 100.0	55 100.0	44 100.0	32 100.0	26 100.0	93 100.0	208 100.0	1 100.0	-	300 100.0
Up to \$25	0.03	0.04	0.00	0.00	0.00	0.00	0.04	0.02	-	-	0.03
\$26-\$40	0.04	0.06	0.00	0.00	0.00	0.00	0.04	0.04	-	-	0.04
\$41-\$50	0.11	0.14	0.00	0.00	0.22	0.00	0.14	0.09	-	-	0.11
\$51-\$75	0.79	1.14	0.60	0.29	0.13	0.00	2.07	0.11	-	-	0.79
\$76-\$100	1.02	1.25 f	0.82	0.13	1.22	0.10	1.37	0.83	-	-	1.02
\$101-\$150	1.15	1.20 e	2.14	0.85 E	0.25	0.76	1.41	1.00	1.00	-	1.15
\$151-\$200	1.73	1.34	3.61 Bd	1.43	2.00	1.38	1.59	1.79	-	-	1.73
\$201-\$300	1.43	0.44	3.50 BDEF	1.43 B	1.39 B	1.17	1.21	1.51	-	-	1.43
\$301+	1.10	0.23	4.18 B	1.91 Bf	0.58 f	0.00	0.88	1.21	-	-	1.10
Other compensation / not monetary	0.09	0.02	0.00	0.00	0.50 B	0.25 b	0.26 H	0.00	-	-	0.09

Comparison Groups: BCDEF/GH/IJK
Independent T-Test for Means, Independent Z-Test for Percentages
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THE OLSON RESEARCH GROUP, INC.

ORG QUARTERLY -- 3RD QUARTER 2007

8. Thinking of these surveys over the past year, of what percent would you estimate you were able to discern the pharmaceutical company sponsoring the research survey?

	TOTAL	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]		
	(A)	PCP (B)	ONC (C)	CARD (D)	DERM (E)	OBGYN (F)	SOLO (G)	GROUP (H)	PHONE (I)	ONLINE (J)	BOTH (K)
TOTAL ANSWERING	800 100.0	400 100.0	100 100.0	100 100.0	100 100.0	100 100.0	255 100.0	545 100.0	3 100.0	240 100.0	557 100.0
0-10	281 35.1	137 34.3	28 28.0	33 33.0	37 37.0	46 46.0 BCd	84 32.9	197 36.1	2 66.7	107 44.6 K	172 30.9
11-20	55 6.9	33 8.3 e	6 6.0	6 6.0	4 4.0	6 6.0	15 5.9	40 7.3	-	10 4.2	45 8.1 J
21-30	90 11.3	42 10.5	17 17.0 E	12 12.0	7 7.0	12 12.0	28 11.0	62 11.4	-	23 9.6	67 12.0
31-40	30 3.8	14 3.5	2 2.0	7 7.0 cf	5 5.0	2 2.0	11 4.3	19 3.5	-	8 3.3	22 3.9
41-50	135 16.9	75 18.8 eF	19 19.0	18 18.0	12 12.0	11 11.0	33 12.9	102 18.7 G	1 33.3	35 14.6	99 17.8
51-60	27 3.4	11 2.8	4 4.0	5 5.0	7 7.0	-	14 5.5 H	13 2.4	-	5 2.1	22 3.9
61-70	31 3.9	13 3.3	5 5.0	6 6.0	5 5.0	2 2.0	7 2.7	24 4.4	-	6 2.5	25 4.5
71-80	74 9.3	36 9.0	13 13.0 d	6 6.0	7 7.0	12 12.0	26 10.2	48 8.8	-	16 6.7	58 10.4 j

Comparison Groups: BCDEF/GH/IJK
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

THE OLSON RESEARCH GROUP, INC.

ORG QUARTERLY -- 3RD QUARTER 2007

8. Thinking of these surveys over the past year, of what percent would you estimate you were able to discern the pharmaceutical company sponsoring the research survey?

	TOTAL	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]		
		PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
81-90	22 2.8	14 3.5 cd	1 1.0	1 1.0	4 4.0	2 2.0	12 4.7 H	10 1.8	-	6 2.5	16 2.9
91-100	55 6.9	25 6.3	5 5.0	6 6.0	12 12.0 bc	7 7.0	25 9.8 H	30 5.5	-	24 10.0 K	31 5.6
MEAN	36.51	36.41	38.72	35.63	40.73 f	31.33	40.33 H	34.72	16.67	33.41	37.95 j
STANDARD DEVIATION	31.79	31.32	29.90	30.01	35.10	33.58	34.08	30.53	28.87	34.36	30.56
MEDIAN	25.00	25.00	30.00	30.00	40.00	20.00	33.00	25.00	0.00	25.00	30.00

Comparison Groups: BCDEF/GH/IJK
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

THE OLSON RESEARCH GROUP, INC.

ORG QUARTERLY -- 3RD QUARTER 2007

9. Please indicate your likelihood to participate in the next marketing research survey you are offered at each length/compensation combination below. Please use a scale of 1 to 7 to answer, where a "1" indicates "Extremely unlikely" and a "7" indicates "Extremely likely" to participate: 15 MINS / UP TO \$50

	TOTAL	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]		
		PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	800 100.0	400 100.0	100 100.0	100 100.0	100 100.0	100 100.0	255 100.0	545 100.0	3 100.0	240 100.0	557 100.0
1	80 10.0	29 7.2	16 16.0 BF	13 13.0	15 15.0 BF	7 7.0	27 10.6	53 9.7	1 33.3	26 10.8	53 9.5
2	39 4.9	11 2.8	7 7.0	5 5.0	10 10.0 B	6 6.0	16 6.3	23 4.2	-	12 5.0	27 4.8
3	64 8.0	23 5.8	13 13.0 BF	9 9.0	13 13.0 BF	6 6.0	24 9.4	40 7.3	1 33.3	15 6.3	48 8.6
4	64 8.0	24 6.0	13 13.0 BF	11 11.0 f	12 12.0 bF	4 4.0	18 7.1	46 8.4	-	19 7.9	45 8.1
5	126 15.8	58 14.5	17 17.0	18 18.0	14 14.0	19 19.0	36 14.1	90 16.5	-	35 14.6	91 16.3
6	76 9.5	37 9.3	7 7.0	17 17.0 bCEf	6 6.0	9 9.0	23 9.0	53 9.7	-	21 8.8	55 9.9
7	351 43.9	218 54.5 CDE	27 27.0	27 27.0	30 30.0	49 49.0 CDE	111 43.5	240 44.0	1 33.3	112 46.7	238 42.7

Comparison Groups: BCDEF/GH/IJK
Independent T-Test for Means, Independent Z-Test for Percentages
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THE OLSON RESEARCH GROUP, INC.

ORG QUARTERLY -- 3RD QUARTER 2007

9. Please indicate your likelihood to participate in the next marketing research survey you are offered at each length/compensation combination below. Please use a scale of 1 to 7 to answer, where a "1" indicates "Extremely unlikely" and a "7" indicates "Extremely likely" to participate: 15 MINS / UP TO \$50

	TOTAL	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]		
		PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
MEAN	5.19	5.64	4.37	4.75	4.38	5.45	5.09	5.23	3.67	5.23	5.17
STANDARD DEVIATION	2.06	1.89	2.15	2.06	2.21	1.96	2.13	2.03	3.06	2.10	2.04
MEDIAN	6.00	7.00	5.00	5.00	4.50	6.00	6.00	6.00	3.00	6.00	6.00

Comparison Groups: BCDEF/GH/IJK
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THE OLSON RESEARCH GROUP, INC.

ORG QUARTERLY -- 3RD QUARTER 2007

9. Please indicate your likelihood to participate in the next marketing research survey you are offered at each length/compensation combination below. Please use a scale of 1 to 7 to answer, where a "1" indicates "Extremely unlikely" and a "7" indicates "Extremely likely" to participate: 15 MINS / \$51-\$75

	TOTAL	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]		
		PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	800 100.0	400 100.0	100 100.0	100 100.0	100 100.0	100 100.0	255 100.0	545 100.0	3 100.0	240 100.0	557 100.0
1	48 6.0	18 4.5	8 8.0	11 11.0 B	6 6.0	5 5.0	16 6.3	32 5.9	1 33.3	18 7.5	29 5.2
2	14 1.8	6 1.5	3 3.0	2 2.0	1 1.0	2 2.0	5 2.0	9 1.7	1 33.3	2 0.8	11 2.0
3	40 5.0	12 3.0	7 7.0 f	6 6.0	13 13.0 BdF	2 2.0	16 6.3	24 4.4	-	9 3.8	31 5.6
4	45 5.6	13 3.3 f	11 11.0 BF	9 9.0 bF	11 11.0 BF	1 1.0	14 5.5	31 5.7	-	10 4.2	35 6.3
5	99 12.4	36 9.0	19 19.0 B	12 12.0	17 17.0 B	15 15.0	35 13.7	64 11.7	-	24 10.0	75 13.5
6	96 12.0	47 11.8	15 15.0	14 14.0	10 10.0	10 10.0	22 8.6	74 13.6 G	-	30 12.5	66 11.8
7	458 57.3	268 67.0 CDE	37 37.0	46 46.0	42 42.0	65 65.0 CDE	147 57.6	311 57.1	1 33.3	147 61.3	310 55.7

Comparison Groups: BCDEF/GH/IJK
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ORG QUARTERLY -- 3RD QUARTER 2007

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	TOTAL	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]		
		PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
MEAN	5.82	6.14	5.23	5.35	5.30	6.09	5.75	5.85	3.33	5.91	5.79
STANDARD DEVIATION	1.77	1.58	1.88	2.04	1.85	1.61	1.82	1.74	3.21	1.80	1.74
MEDIAN	7.00	7.00	6.00	6.00	6.00	7.00	7.00	7.00	2.00	7.00	7.00

Comparison Groups: BCDEF/GH/IJK
 Independent T-Test for Means, Independent Z-Test for Percentages
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 Lower case letters indicate significance at the 90% level.

THE OLSON RESEARCH GROUP, INC.

ORG QUARTERLY -- 3RD QUARTER 2007

9. Please indicate your likelihood to participate in the next marketing research survey you are offered at each length/compensation combination below. Please use a scale of 1 to 7 to answer, where a "1" indicates "Extremely unlikely" and a "7" indicates "Extremely likely" to participate: 15 MINS / \$76-\$100

	TOTAL	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]		
		PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	800 100.0	400 100.0	100 100.0	100 100.0	100 100.0	100 100.0	255 100.0	545 100.0	3 100.0	240 100.0	557 100.0
1	36 4.5	17 4.3	3 3.0	7 7.0	3 3.0	6 6.0	13 5.1	23 4.2	2 66.7 JK	15 6.3	19 3.4
2	7 0.9	3 0.8	1 1.0	2 2.0	-	1 1.0	2 0.8	5 0.9	-	1 0.4	6 1.1
3	12 1.5	5 1.3	3 3.0	1 1.0	3 3.0	-	1 0.4	11 2.0 G	-	3 1.3	9 1.6
4	23 2.9	8 2.0	4 4.0	4 4.0	6 6.0 f	1 1.0	12 4.7 h	11 2.0	-	7 2.9	16 2.9
5	63 7.9	20 5.0	12 12.0 BF	10 10.0 F	18 18.0 BF	3 3.0	19 7.5	44 8.1	-	13 5.4	50 9.0 j
6	83 10.4	36 9.0	9 9.0	17 17.0 BCF	14 14.0	7 7.0	26 10.2	57 10.5	-	21 8.8	62 11.1
7	576 72.0	311 77.8 CDE	68 68.0 e	59 59.0	56 56.0	82 82.0 CDE	182 71.4	394 72.3	1 33.3	180 75.0	395 70.9

Comparison Groups: BCDEF/GH/IJK
Independent T-Test for Means, Independent Z-Test for Percentages
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THE OLSON RESEARCH GROUP, INC.

ORG QUARTERLY -- 3RD QUARTER 2007

9. Please indicate your likelihood to participate in the next marketing research survey you are offered at each length/compensation combination below. Please use a scale of 1 to 7 to answer, where a "1" indicates "Extremely unlikely" and a "7" indicates "Extremely likely" to participate: 15 MINS / \$76-\$100

	TOTAL	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]		
		PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
MEAN	6.28	6.41	6.20	5.95	6.02	6.43	6.25	6.29	3.00	6.27	6.30
STANDARD DEVIATION	1.50	1.43	1.46	1.74	1.42	1.55	1.54	1.48	3.46	1.61	1.41
MEDIAN	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	1.00	7.00	7.00

Comparison Groups: BCDEF/GH/IJK
 Independent T-Test for Means, Independent Z-Test for Percentages
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 Lower case letters indicate significance at the 90% level.

THE OLSON RESEARCH GROUP, INC.

ORG QUARTERLY -- 3RD QUARTER 2007

9. Please indicate your likelihood to participate in the next marketing research survey you are offered at each length/compensation combination below. Please use a scale of 1 to 7 to answer, where a "1" indicates "Extremely unlikely" and a "7" indicates "Extremely likely" to participate: 15 MINS / \$101-\$200

	TOTAL	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]		
		PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	800 100.0	400 100.0	100 100.0	100 100.0	100 100.0	100 100.0	255 100.0	545 100.0	3 100.0	240 100.0	557 100.0
1	40 5.0	23 5.8 E	3 3.0	8 8.0 E	2 2.0	4 4.0	13 5.1	27 5.0	1 33.3	12 5.0	27 4.8
2	2 0.3	1 0.3	-	1 1.0	-	-	-	2 0.4	-	-	2 0.4
3	3 0.4	-	1 1.0	1 1.0	1 1.0	-	-	3 0.6	-	2 0.8	1 0.2
4	4 0.5	2 0.5	1 1.0	1 1.0	-	-	1 0.4	3 0.6	-	3 1.3	1 0.2
5	22 2.8	9 2.3	5 5.0 f	2 2.0	5 5.0 f	1 1.0	9 3.5	13 2.4	-	6 2.5	16 2.9
6	55 6.9	17 4.3	9 9.0	10 10.0 b	11 11.0 B	8 8.0	15 5.9	40 7.3	-	15 6.3	40 7.2
7	674 84.3	348 87.0 D	81 81.0	77 77.0	81 81.0	87 87.0 d	217 85.1	457 83.9	2 66.7	202 84.2	470 84.4
MEAN	6.53	6.54 d	6.56	6.26	6.63 d	6.66 d	6.55	6.52	5.00	6.52 i	6.55 i
STANDARD DEVIATION	1.39	1.45	1.20	1.74	1.03	1.21	1.37	1.40	3.46	1.41	1.37
MEDIAN	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00

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ORG QUARTERLY -- 3RD QUARTER 2007

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	TOTAL	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]		
		PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	800 100.0	400 100.0	100 100.0	100 100.0	100 100.0	100 100.0	255 100.0	545 100.0	3 100.0	240 100.0	557 100.0
1	40 5.0	21 5.3	3 3.0	9 9.0	2 2.0	5 5.0	13 5.1	27 5.0	1 33.3	12 5.0	27 4.8
		e		CE							
2	1 0.1	-	-	1 1.0	-	-	1 0.4	-	-	1 0.4	-
3	3 0.4	2 0.5	-	1 1.0	-	-	-	3 0.6	-	1 0.4	2 0.4
4	2 0.3	-	1 1.0	-	1 1.0	-	1 0.4	1 0.2	-	-	2 0.4
5	8 1.0	5 1.3	1 1.0	-	2 2.0	-	2 0.8	6 1.1	-	4 1.7	4 0.7
6	19 2.4	6 1.5	5 5.0	1 1.0	5 5.0	2 2.0	8 3.1	11 2.0	-	5 2.1	14 2.5
			d		d						
7	727 90.9	366 91.5	90 90.0	88 88.0	90 90.0	93 93.0	230 90.2	497 91.2	2 66.7	217 90.4	508 91.2
MEAN	6.63	6.63	6.72 d	6.36	6.76 d	6.68	6.62	6.63	5.00	6.61 i	6.64 I
STANDARD DEVIATION	1.36	1.38	1.09	1.81	0.94	1.32	1.38	1.35	3.46	1.38	1.33
MEDIAN	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00

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ORG QUARTERLY -- 3RD QUARTER 2007

9. Please indicate your likelihood to participate in the next marketing research survey you are offered at each length/compensation combination below. Please use a scale of 1 to 7 to answer, where a "1" indicates "Extremely unlikely" and a "7" indicates "Extremely likely" to participate: 16-30 MINS / UP TO \$50

	[-----SPECIALTY-----]						[---SETTING---]		[-----METHOD-----]		
	TOTAL	PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	800	400	100	100	100	100	255	545	3	240	557
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1	211	71	39	34	46	21	71	140	1	65	145
	26.4	17.8	39.0 BF	34.0 BF	46.0 BdF	21.0	27.8	25.7	33.3	27.1	26.0
2	90	43	11	16	11	9	28	62	-	29	61
	11.3	10.8	11.0	16.0	11.0	9.0	11.0	11.4	-	12.1	11.0
3	96	45	12	13	10	16	25	71	1	19	76
	12.0	11.3	12.0	13.0	10.0	16.0	9.8	13.0	33.3	7.9	13.6 J
4	107	62	9	15	10	11	30	77	-	31	76
	13.4	15.5 C	9.0	15.0	10.0	11.0	11.8	14.1	-	12.9	13.6
5	119	65	13	15	11	15	43	76	-	34	85
	14.9	16.3	13.0	15.0	11.0	15.0	16.9	13.9	-	14.2	15.3
6	86	55	10	2	5	14	23	63	1	28	57
	10.8	13.8 DE	10.0 D	2.0	5.0	14.0 DE	9.0	11.6	33.3	11.7	10.2
7	91	59	6	5	7	14	35	56	-	34	57
	11.4	14.8 CDE	6.0	5.0	7.0	14.0 cD	13.7	10.3	-	14.2	10.2
MEAN	3.57	4.02	3.00	2.87	2.72	3.88	3.61	3.55	3.33	3.67	3.53
STANDARD DEVIATION	2.09	2.05	2.04	1.81	2.01	2.10	2.16	2.06	2.52	2.19	2.05
MEDIAN	4.00	4.00	2.50	2.50	2.00	4.00	4.00	3.00	3.00	4.00	3.00

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ORG QUARTERLY -- 3RD QUARTER 2007

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16-30 MINS / \$51-\$75

	TOTAL	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]		
		PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	800 100.0	400 100.0	100 100.0	100 100.0	100 100.0	100 100.0	255 100.0	545 100.0	3 100.0	240 100.0	557 100.0
1	77 9.6	24 6.0	16 16.0 BF	17 17.0 BF	14 14.0 BF	6 6.0	26 10.2	51 9.4	1 33.3	24 10.0	52 9.3
2	57 7.1	23 5.8	13 13.0 BDF	5 5.0	12 12.0 bdF	4 4.0	21 8.2	36 6.6	1 33.3	14 5.8	42 7.5
3	81 10.1	35 8.8	15 15.0	11 11.0	12 12.0	8 8.0	22 8.6	59 10.8	-	25 10.4	56 10.1
4	109 13.6	41 10.3	14 14.0	25 25.0 BCF	16 16.0	13 13.0	26 10.2	83 15.2 G	-	26 10.8	83 14.9
5	174 21.8	88 22.0	19 19.0	20 20.0	21 21.0	26 26.0	64 25.1	110 20.2	-	52 21.7	122 21.9
6	125 15.6	72 18.0	12 12.0	12 12.0	14 14.0	15 15.0	36 14.1	89 16.3	-	37 15.4	88 15.8
7	177 22.1	117 29.3 CDE	11 11.0	10 10.0	11 11.0	28 28.0 CDE	60 23.5	117 21.5	1 33.3	62 25.8	114 20.5
MEAN	4.66	5.08 CDE	3.87	4.02	4.04	5.06 CDE	4.68	4.65	3.33	4.78	4.62
STANDARD DEVIATION	1.91	1.81	1.95	1.86	1.91	1.75	1.95	1.89	3.21	1.95	1.89
MEDIAN	5.00	5.00	4.00	4.00	4.00	5.00	5.00	5.00	2.00	5.00	5.00

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9. Please indicate your likelihood to participate in the next marketing research survey you are offered at each length/compensation combination below. Please use a scale of 1 to 7 to answer, where a "1" indicates "Extremely unlikely" and a "7" indicates "Extremely likely" to participate: 16-30 MINS / \$76-\$100

	TOTAL	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]		
		PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	800 100.0	400 100.0	100 100.0	100 100.0	100 100.0	100 100.0	255 100.0	545 100.0	3 100.0	240 100.0	557 100.0
1	37 4.6	16 4.0	4 4.0	9 9.0 bf	5 5.0	3 3.0	11 4.3	26 4.8	2 66.7 JK	16 6.7 k	19 3.4
2	28 3.5	7 1.8	5 5.0	5 5.0	7 7.0 B	4 4.0	15 5.9 H	13 2.4	-	8 3.3	20 3.6
3	41 5.1	13 3.3	10 10.0 BDF	3 3.0	12 12.0 BDF	3 3.0	15 5.9	26 4.8	-	14 5.8	27 4.8
4	66 8.3	28 7.0 f	11 11.0 F	11 11.0 F	13 13.0 bF	3 3.0	19 7.5	47 8.6	-	11 4.6	55 9.9 J
5	142 17.8	63 15.8	24 24.0 bF	26 26.0 BeF	16 16.0	13 13.0	40 15.7	102 18.7	-	39 16.3	103 18.5
6	178 22.3	80 20.0	22 22.0	25 25.0	23 23.0	28 28.0	52 20.4	126 23.1	-	51 21.3	127 22.8
7	308 38.5	193 48.3 CDE	24 24.0	21 21.0	24 24.0	46 46.0 CDE	103 40.4	205 37.6	1 33.3	101 42.1	206 37.0

Comparison Groups: BCDEF/GH/IJK
Independent T-Test for Means, Independent Z-Test for Percentages
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THE OLSON RESEARCH GROUP, INC.

ORG QUARTERLY -- 3RD QUARTER 2007

9. Please indicate your likelihood to participate in the next marketing research survey you are offered at each length/compensation combination below. Please use a scale of 1 to 7 to answer, where a "1" indicates "Extremely unlikely" and a "7" indicates "Extremely likely" to participate:
 16-30 MINS / \$76-\$100

	TOTAL	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]		
	(A)	PCP (B)	ONC (C)	CARD (D)	DERM (E)	OBGYN (F)	SOLO (G)	GROUP (H)	PHONE (I)	ONLINE (J)	BOTH (K)
MEAN	5.52	5.82	5.08	4.99	4.93	5.87	5.47	5.54	3.00	5.53	5.53
STANDARD DEVIATION	1.69	CDE 1.57	1.67	1.80	1.80	CDE 1.54	1.77	1.64	3.46	I 1.81	I 1.61
MEDIAN	6.00	6.00	5.00	5.00	5.00	6.00	6.00	6.00	1.00	6.00	6.00

Comparison Groups: BCDEF/GH/IJK
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

THE OLSON RESEARCH GROUP, INC.

ORG QUARTERLY -- 3RD QUARTER 2007

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16-30 MINS / \$101-\$200

	TOTAL	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]		
		PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	800 100.0	400 100.0	100 100.0	100 100.0	100 100.0	100 100.0	255 100.0	545 100.0	3 100.0	240 100.0	557 100.0
1	38 4.8	21 5.3 f	3 3.0	8 8.0 F	4 4.0	2 2.0	13 5.1	25 4.6	1 33.3	15 6.3	22 3.9
2	8 1.0	3 0.8	-	1 1.0	1 1.0	3 3.0	3 1.2	5 0.9	-	3 1.3	5 0.9
3	11 1.4	7 1.8	1 1.0	1 1.0	2 2.0	-	4 1.6	7 1.3	-	4 1.7	7 1.3
4	20 2.5	6 1.5	4 4.0	4 4.0	5 5.0 f	1 1.0	7 2.7	13 2.4	-	10 4.2 k	10 1.8
5	69 8.6	26 6.5	14 14.0 Bd	6 6.0	16 16.0 BDF	7 7.0	24 9.4	45 8.3	-	15 6.3	54 9.7 j
6	129 16.1	49 12.3	20 20.0 b	22 22.0 B	23 23.0 B	15 15.0	35 13.7	94 17.2	-	35 14.6	94 16.9
7	525 65.6	288 72.0 CDE	58 58.0	58 58.0	49 49.0	72 72.0 CDE	169 66.3	356 65.3	2 66.7	158 65.8	365 65.5
MEAN	6.20	6.28 dE	6.18	5.97	5.93	6.41 DE	6.16	6.22	5.00	6.10	6.25
STANDARD DEVIATION	1.51	1.54	1.31	1.75	1.49	1.29	1.57	1.48	3.46	1.67	1.42
MEDIAN	7.00	7.00	7.00	7.00	6.00	7.00	7.00	7.00	7.00	7.00	7.00

Comparison Groups: BCDEF/GH/IJK
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ORG QUARTERLY -- 3RD QUARTER 2007

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	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]			
	TOTAL	PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	800 100.0	400 100.0	100 100.0	100 100.0	100 100.0	100 100.0	255 100.0	545 100.0	3 100.0	240 100.0	557 100.0
1	41 5.1	21 5.3	3 3.0	10 10.0 CE	2 2.0	5 5.0	14 5.5	27 5.0	1 33.3	14 5.8	26 4.7
2	3 0.4	2 0.5	-	1 1.0	-	-	-	3 0.6	-	-	3 0.5
3	6 0.8	4 1.0	-	-	1 1.0	1 1.0	3 1.2	3 0.6	-	4 1.7	2 0.4
4	8 1.0	5 1.3	1 1.0	-	2 2.0	-	4 1.6	4 0.7	-	2 0.8	6 1.1
5	18 2.3	11 2.8	2 2.0	1 1.0	3 3.0	1 1.0	6 2.4	12 2.2	-	11 4.6 K	7 1.3
6	65 8.1	23 5.8	15 15.0 BdF	7 7.0	16 16.0 BdF	4 4.0	19 7.5	46 8.4	-	17 7.1	48 8.6
7	659 82.4	334 83.5	79 79.0	81 81.0	76 76.0	89 89.0 CE	209 82.0	450 82.6	2 66.7	192 80.0	465 83.5
MEAN	6.49	6.47	6.60	6.26	6.56	6.60	6.45	6.50	5.00	6.40	6.54 i
STANDARD DEVIATION	1.44	1.48	1.12	1.86	1.08	1.38	1.48	1.42	3.46	1.53	1.38
MEDIAN	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00

Comparison Groups: BCDEF/GH/IJK
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THE OLSON RESEARCH GROUP, INC.

ORG QUARTERLY -- 3RD QUARTER 2007

9. Please indicate your likelihood to participate in the next marketing research survey you are offered at each length/compensation combination below. Please use a scale of 1 to 7 to answer, where a "1" indicates "Extremely unlikely" and a "7" indicates "Extremely likely" to participate: 31-45 MINS / UP TO \$50

	[-----SPECIALTY-----]						[---SETTING---]		[-----METHOD-----]		
	TOTAL	PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	800	400	100	100	100	100	255	545	3	240	557
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1	420	173	60	66	70	51	139	281	1	127	292
	52.5	43.3	60.0	66.0	70.0	51.0	54.5	51.6	33.3	52.9	52.4
			B	BF	BF						
2	117	63	13	14	12	15	33	84	1	27	89
	14.6	15.8	13.0	14.0	12.0	15.0	12.9	15.4	33.3	11.3	16.0
											j
3	94	55	7	11	7	14	29	65	-	28	66
	11.8	13.8	7.0	11.0	7.0	14.0	11.4	11.9	-	11.7	11.8
		CE									
4	54	40	6	1	1	6	14	40	1	21	32
	6.8	10.0	6.0	1.0	1.0	6.0	5.5	7.3	33.3	8.8	5.7
		DE	de			de					
5	48	31	8	-	5	4	12	36	-	16	32
	6.0	7.8	8.0	-	5.0	4.0	4.7	6.6	-	6.7	5.7
6	18	10	4	1	-	3	8	10	-	5	13
	2.3	2.5	4.0	1.0	-	3.0	3.1	1.8	-	2.1	2.3
7	49	28	2	7	5	7	20	29	-	16	33
	6.1	7.0	2.0	7.0	5.0	7.0	7.8	5.3	-	6.7	5.9
		C		c		c					
MEAN	2.30	2.59	2.09	1.86	1.79	2.34	2.34	2.29	2.33	2.38	2.27
STANDARD DEVIATION	1.80	1.87	1.67	1.65	1.58	1.84	1.91	1.75	1.53	1.86	1.78
MEDIAN	1.00	2.00	1.00	1.00	1.00	1.00	1.00	1.00	2.00	1.00	1.00

Comparison Groups: BCDEF/GH/IJK
Independent T-Test for Means, Independent Z-Test for Percentages
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THE OLSON RESEARCH GROUP, INC.

ORG QUARTERLY -- 3RD QUARTER 2007

9. Please indicate your likelihood to participate in the next marketing research survey you are offered at each length/compensation combination below. Please use a scale of 1 to 7 to answer, where a "1" indicates "Extremely unlikely" and a "7" indicates "Extremely likely" to participate: 31-45 MINS / \$51-\$75

	TOTAL	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]		
		PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	800 100.0	400 100.0	100 100.0	100 100.0	100 100.0	100 100.0	255 100.0	545 100.0	3 100.0	240 100.0	557 100.0
1	242 30.3	88 22.0	43 43.0 BF	42 42.0 BF	49 49.0 BF	20 20.0	71 27.8	171 31.4	2 66.7	86 35.8 K	154 27.6
2	105 13.1	51 12.8	8 8.0	16 16.0 c	14 14.0	16 16.0 c	34 13.3	71 13.0	-	27 11.3	78 14.0
3	145 18.1	72 18.0	20 20.0	15 15.0	16 16.0	22 22.0	45 17.6	100 18.3	1 33.3	28 11.7	116 20.8 J
4	92 11.5	51 12.8 E	9 9.0	12 12.0	6 6.0	14 14.0 e	29 11.4	63 11.6	-	28 11.7	64 11.5
5	114 14.2	69 17.3 CDE	9 9.0	8 8.0	9 9.0	19 19.0 CDE	42 16.5	72 13.2	-	33 13.8	81 14.5
6	42 5.3	29 7.2 DEF	6 6.0	2 2.0	2 2.0	3 3.0	15 5.9	27 5.0	-	13 5.4	29 5.2
7	60 7.5	40 10.0 cdE	5 5.0	5 5.0	4 4.0	6 6.0	19 7.5	41 7.5	-	25 10.4 k	35 6.3

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	TOTAL	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]		
		PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
MEAN	3.12	3.52	2.71	2.54	2.34	3.29	3.23	3.07	1.67	3.14	3.12
STANDARD DEVIATION	1.92	CDE 1.95	1.88	1.75	1.71	CDE 1.74	1.92	1.92	1.15	2.09	1.85
MEDIAN	3.00	3.00	2.00	2.00	2.00	3.00	3.00	3.00	1.00	3.00	3.00

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31-45 MINS / \$76-\$100

	TOTAL	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]		
		PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	800 100.0	400 100.0	100 100.0	100 100.0	100 100.0	100 100.0	255 100.0	545 100.0	3 100.0	240 100.0	557 100.0
1	88 11.0	23 5.8	21 21.0 BF	14 14.0 B	22 22.0 BF	8 8.0	32 12.5	56 10.3	1 33.3	33 13.8	54 9.7
2	68 8.5	26 6.5	9 9.0	16 16.0 BF	11 11.0	6 6.0	23 9.0	45 8.3	1 33.3	21 8.8	46 8.3
3	114 14.2	47 11.8	11 11.0	19 19.0 b	21 21.0 Bc	16 16.0	30 11.8	84 15.4	-	32 13.3	82 14.7
4	117 14.6	55 13.8 e	25 25.0 BEF	19 19.0 Ef	8 8.0	10 10.0	35 13.7	82 15.0	-	28 11.7	89 16.0 j
5	180 22.5	100 25.0 C	15 15.0	18 18.0	21 21.0	26 26.0 C	54 21.2	126 23.1	-	56 23.3	124 22.3
6	101 12.6	59 14.8 De	10 10.0	7 7.0	9 9.0	16 16.0 D	35 13.7	66 12.1	-	24 10.0	77 13.8
7	132 16.5	90 22.5 CDE	9 9.0	7 7.0	8 8.0	18 18.0 CDE	46 18.0	86 15.8	1 33.3	46 19.2	85 15.3

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 31-45 MINS / \$76-\$100

	TOTAL	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]		
	(A)	PCP (B)	ONC (C)	CARD (D)	DERM (E)	OBGYN (F)	SOLO (G)	GROUP (H)	PHONE (I)	ONLINE (J)	BOTH (K)
MEAN	4.33	4.80	3.70	3.60	3.54	4.60	4.35	4.32	3.33	4.29	4.35
STANDARD DEVIATION	1.89	1.77	1.91	1.75	1.94	1.82	1.97	1.86	3.21	2.00	1.84
MEDIAN	5.00	5.00	4.00	4.00	3.00	5.00	5.00	5.00	2.00	5.00	5.00

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31-45 MINS / \$101-\$200

	TOTAL	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]		
		PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	800 100.0	400 100.0	100 100.0	100 100.0	100 100.0	100 100.0	255 100.0	545 100.0	3 100.0	240 100.0	557 100.0
1	39 4.9	21 5.3 f	4 4.0	8 8.0 F	4 4.0	2 2.0	14 5.5	25 4.6	1 33.3	15 6.3	23 4.1
2	14 1.8	6 1.5	2 2.0	1 1.0	4 4.0	1 1.0	6 2.4	8 1.5	-	5 2.1	9 1.6
3	44 5.5	16 4.0	7 7.0	3 3.0	12 12.0 BD	6 6.0	13 5.1	31 5.7	-	12 5.0	32 5.7
4	69 8.6	22 5.5	10 10.0	12 12.0 b	19 19.0 BCF	6 6.0	24 9.4	45 8.3	-	24 10.0	45 8.1
5	155 19.4	64 16.0	26 26.0 Bf	24 24.0 b	25 25.0 b	16 16.0	43 16.9	112 20.6	-	44 18.3	111 19.9
6	157 19.6	66 16.5	25 25.0 b	28 28.0 BE	16 16.0	22 22.0	42 16.5	115 21.1	-	36 15.0	121 21.7 J
7	322 40.3	205 51.2 CDE	26 26.0	24 24.0	20 20.0	47 47.0 CDE	113 44.3	209 38.3	2 66.7	104 43.3	216 38.8

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 31-45 MINS / \$101-\$200

	TOTAL	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]		
		PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
MEAN	5.56	5.80	5.31	5.23	4.85	5.87	5.56	5.55	5.00	5.50	5.58
STANDARD DEVIATION	1.66	1.66	1.56	1.68	1.62	1.44	1.74	1.62	3.46	1.77	1.60
MEDIAN	6.00	7.00	6.00	6.00	5.00	6.00	6.00	6.00	7.00	6.00	6.00

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31-45 MINS / \$201+

	TOTAL	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]		
		PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	800 100.0	400 100.0	100 100.0	100 100.0	100 100.0	100 100.0	255 100.0	545 100.0	3 100.0	240 100.0	557 100.0
1	40 5.0	25 6.3 F	3 3.0	7 7.0 f	3 3.0	2 2.0	14 5.5	26 4.8	1 33.3	14 5.8	25 4.5
2	7 0.9	3 0.8	-	-	2 2.0	2 2.0	4 1.6	3 0.6	-	4 1.7	3 0.5
3	11 1.4	5 1.3	1 1.0	1 1.0	3 3.0	1 1.0	2 0.8	9 1.7	-	7 2.9 k	4 0.7
4	21 2.6	9 2.3	1 1.0	3 3.0	4 4.0	4 4.0	12 4.7 H	9 1.7	-	9 3.8	12 2.2
5	61 7.6	20 5.0	11 11.0 b	7 7.0	17 17.0 BDF	6 6.0	18 7.1	43 7.9	-	20 8.3	41 7.4
6	85 10.6	32 8.0	16 16.0 B	10 10.0	17 17.0 B	10 10.0	25 9.8	60 11.0	-	25 10.4	60 10.8
7	575 71.9	306 76.5 CE	68 68.0 E	72 72.0 E	54 54.0	75 75.0 E	180 70.6	395 72.5	2 66.7	161 67.1	412 74.0 j

Comparison Groups: BCDEF/GH/IJK
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9. Please indicate your likelihood to participate in the next marketing research survey you are offered at each length/compensation combination below. Please use a scale of 1 to 7 to answer, where a "1" indicates "Extremely unlikely" and a "7" indicates "Extremely likely" to participate: 31-45 MINS / \$201+

	TOTAL	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]		
		PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
MEAN	6.26	6.29	6.37	6.21	5.97	6.40	6.18	6.30	5.00	6.07	6.36
		e	E			E					J
STANDARD DEVIATION	1.53	1.62	1.24	1.65	1.49	1.32	1.62	1.49	3.46	1.70	1.43
MEDIAN	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00

Comparison Groups: BCDEF/GH/IJK
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9. Please indicate your likelihood to participate in the next marketing research survey you are offered at each length/compensation combination below. Please use a scale of 1 to 7 to answer, where a "1" indicates "Extremely unlikely" and a "7" indicates "Extremely likely" to participate: over 45 MINS / UP TO \$50

	[-----SPECIALTY-----]						[---SETTING---]		[-----METHOD-----]		
	TOTAL	PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	800 100.0	400 100.0	100 100.0	100 100.0	100 100.0	100 100.0	255 100.0	545 100.0	3 100.0	240 100.0	557 100.0
1	629 78.6	289 72.3	80 80.0 b	89 89.0 BC	88 88.0 B	83 83.0 B	196 76.9	433 79.4	2 66.7	185 77.1	442 79.4
2	47 5.9	37 9.3 CEF	3 3.0	- -	3 3.0	4 4.0	18 7.1	29 5.3	- -	18 7.5	29 5.2
3	26 3.3	15 3.8 EF	6 6.0 ef	3 3.0	1 1.0	1 1.0	7 2.7	19 3.5	- -	9 3.8	17 3.1
4	28 3.5	20 5.0 CDf	2 2.0	1 1.0	3 3.0	2 2.0	7 2.7	21 3.9	1 33.3	7 2.9	20 3.6
5	13 1.6	6 1.5	4 4.0	1 1.0	- -	2 2.0	6 2.4	7 1.3	- -	5 2.1	8 1.4
6	8 1.0	5 1.3	2 2.0	- -	- -	1 1.0	- -	8 1.5	- -	2 0.8	6 1.1
7	49 6.1	28 7.0 c	3 3.0	6 6.0	5 5.0	7 7.0	21 8.2	28 5.1	- -	14 5.8	35 6.3
MEAN	1.71	1.86 dE	1.65	1.49	1.44	1.67	1.80	1.67	2.00	1.71	1.71
STANDARD DEVIATION	1.65	1.74	1.51	1.52	1.40	1.71	1.77	1.59	1.73	1.62	1.66
MEDIAN	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00

Comparison Groups: BCDEF/GH/IJK
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

THE OLSON RESEARCH GROUP, INC.

ORG QUARTERLY -- 3RD QUARTER 2007

9. Please indicate your likelihood to participate in the next marketing research survey you are offered at each length/compensation combination below. Please use a scale of 1 to 7 to answer, where a "1" indicates "Extremely unlikely" and a "7" indicates "Extremely likely" to participate: over 45 MINS / \$51-\$75

	TOTAL	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]		
		PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	800 100.0	400 100.0	100 100.0	100 100.0	100 100.0	100 100.0	255 100.0	545 100.0	3 100.0	240 100.0	557 100.0
1	469 58.6	200 50.0	61 61.0 B	75 75.0 BCF	75 75.0 BCF	58 58.0	148 58.0	321 58.9	2 66.7	148 61.7	319 57.3
2	111 13.9	61 15.3 d	17 17.0 d	9 9.0	12 12.0	12 12.0	31 12.2	80 14.7	-	26 10.8	85 15.3 j
3	66 8.3	38 9.5 DE	7 7.0	4 4.0	3 3.0	14 14.0 DE	21 8.2	45 8.3	1 33.3	20 8.3	45 8.1
4	48 6.0	32 8.0 cdef	4 4.0	4 4.0	4 4.0	4 4.0	15 5.9	33 6.1	-	13 5.4	35 6.3
5	34 4.3	21 5.3 d	5 5.0	2 2.0	-	6 6.0	15 5.9	19 3.5	-	9 3.8	25 4.5
6	20 2.5	17 4.3 CDE	1 1.0	1 1.0	1 1.0	-	6 2.4	14 2.6	-	6 2.5	14 2.5
7	52 6.5	31 7.8	5 5.0	5 5.0	5 5.0	6 6.0	19 7.5	33 6.1	-	18 7.5	34 6.1

Comparison Groups: BCDEF/GH/IJK
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

THE OLSON RESEARCH GROUP, INC.

ORG QUARTERLY -- 3RD QUARTER 2007

9. Please indicate your likelihood to participate in the next marketing research survey you are offered at each length/compensation combination below. Please use a scale of 1 to 7 to answer, where a "1" indicates "Extremely unlikely" and a "7" indicates "Extremely likely" to participate: over 45 MINS / \$51-\$75

	TOTAL	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]		
		PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
MEAN	2.17	2.47	1.98	1.72	1.65	2.12	2.26	2.12	1.67	2.16	2.17
STANDARD DEVIATION	1.81	1.95	1.65	1.58	1.50	1.71	1.90	1.77	1.15	1.88	1.79
MEDIAN	1.00	1.50	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00

Comparison Groups: BCDEF/GH/IJK
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

THE OLSON RESEARCH GROUP, INC.

ORG QUARTERLY -- 3RD QUARTER 2007

9. Please indicate your likelihood to participate in the next marketing research survey you are offered at each length/compensation combination below. Please use a scale of 1 to 7 to answer, where a "1" indicates "Extremely unlikely" and a "7" indicates "Extremely likely" to participate: over 45 MINS / \$76-\$100

	TOTAL	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]		
		PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	800 100.0	400 100.0	100 100.0	100 100.0	100 100.0	100 100.0	255 100.0	545 100.0	3 100.0	240 100.0	557 100.0
1	263 32.9	96 24.0	41 41.0 BF	48 48.0 BF	49 49.0 BF	29 29.0	74 29.0	189 34.7	2 66.7	96 40.0 K	165 29.6
2	103 12.9	52 13.0	11 11.0	14 14.0	15 15.0	11 11.0	37 14.5	66 12.1	1 33.3	23 9.6	79 14.2 j
3	126 15.8	55 13.8	20 20.0	16 16.0	14 14.0	21 21.0	36 14.1	90 16.5	-	33 13.8	93 16.7
4	92 11.5	57 14.2 De	10 10.0	6 6.0	8 8.0	11 11.0	30 11.8	62 11.4	-	23 9.6	69 12.4
5	99 12.4	65 16.3 CDE	7 7.0	9 9.0	5 5.0	13 13.0 E	37 14.5	62 11.4	-	28 11.7	71 12.7
6	42 5.3	26 6.5 D	4 4.0	2 2.0	4 4.0	6 6.0	15 5.9	27 5.0	-	12 5.0	30 5.4
7	75 9.4	49 12.3 CDE	7 7.0	5 5.0	5 5.0	9 9.0	26 10.2	49 9.0	-	25 10.4	50 9.0

Comparison Groups: BCDEF/GH/IJK
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

THE OLSON RESEARCH GROUP, INC.

ORG QUARTERLY -- 3RD QUARTER 2007

9. Please indicate your likelihood to participate in the next marketing research survey you are offered at each length/compensation combination below. Please use a scale of 1 to 7 to answer, where a "1" indicates "Extremely unlikely" and a "7" indicates "Extremely likely" to participate: over 45 MINS / \$76-\$100

	TOTAL	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]		
	(A)	PCP (B)	ONC (C)	CARD (D)	DERM (E)	OBGYN (F)	SOLO (G)	GROUP (H)	PHONE (I)	ONLINE (J)	BOTH (K)
MEAN	3.11	3.54	2.71	2.40	2.37	3.22	3.27	3.03	1.33	3.00	3.17
STANDARD DEVIATION	2.00	CDE 2.04	1.89	1.77	1.78	CDE 1.97	2.03	1.99	0.58	2.10	1.96
MEDIAN	3.00	3.00	2.00	2.00	2.00	3.00	3.00	3.00	1.00	3.00	3.00

Comparison Groups: BCDEF/GH/IJK
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

THE OLSON RESEARCH GROUP, INC.

ORG QUARTERLY -- 3RD QUARTER 2007

9. Please indicate your likelihood to participate in the next marketing research survey you are offered at each length/compensation combination below. Please use a scale of 1 to 7 to answer, where a "1" indicates "Extremely unlikely" and a "7" indicates "Extremely likely" to participate: over 45 MINS / \$101-\$200

	TOTAL	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]		
		PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	800 100.0	400 100.0	100 100.0	100 100.0	100 100.0	100 100.0	255 100.0	545 100.0	3 100.0	240 100.0	557 100.0
1	95 11.9	40 10.0	11 11.0	11 11.0	23 23.0 BCDF	10 10.0	30 11.8	65 11.9	1 33.3	44 18.3	50 9.0 K
2	59 7.4	22 5.5 f	10 10.0 F	10 10.0 F	15 15.0 BF	2 2.0	21 8.2	38 7.0	-	18 7.5	41 7.4
3	73 9.1	26 6.5	14 14.0 B	10 10.0	10 10.0	13 13.0 b	21 8.2	52 9.5	-	17 7.1	56 10.1
4	115 14.4	55 13.8	16 16.0	21 21.0 ef	12 12.0	11 11.0	37 14.5	78 14.3	-	36 15.0	79 14.2
5	147 18.4	66 16.5	22 22.0	22 22.0	20 20.0	17 17.0	44 17.3	103 18.9	1 33.3	41 17.1	105 18.9
6	114 14.2	63 15.8	13 13.0	10 10.0	10 10.0	18 18.0	38 14.9	76 13.9	-	27 11.3	87 15.6 j
7	197 24.6	128 32.0 CDE	14 14.0	16 16.0	10 10.0	29 29.0 CDE	64 25.1	133 24.4	1 33.3	57 23.8	139 25.0

Comparison Groups: BCDEF/GH/IJK
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

THE OLSON RESEARCH GROUP, INC.

ORG QUARTERLY -- 3RD QUARTER 2007

9. Please indicate your likelihood to participate in the next marketing research survey you are offered at each length/compensation combination below. Please use a scale of 1 to 7 to answer, where a "1" indicates "Extremely unlikely" and a "7" indicates "Extremely likely" to participate: over 45 MINS / \$101-\$200

	TOTAL	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]		
	(A)	PCP (B)	ONC (C)	CARD (D)	DERM (E)	OBGYN (F)	SOLO (G)	GROUP (H)	PHONE (I)	ONLINE (J)	BOTH (K)
MEAN	4.61	4.97	4.23	4.27	3.61	4.93	4.62	4.61	4.33	4.34	4.73
STANDARD DEVIATION	2.01	1.98	1.87	1.87	2.04	1.94	2.03	2.01	3.06	2.16	1.93
MEDIAN	5.00	5.00	4.00	4.00	4.00	5.00	5.00	5.00	5.00	5.00	5.00

Comparison Groups: BCDEF/GH/IJK
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

THE OLSON RESEARCH GROUP, INC.

ORG QUARTERLY -- 3RD QUARTER 2007

9. Please indicate your likelihood to participate in the next marketing research survey you are offered at each length/compensation combination below. Please use a scale of 1 to 7 to answer, where a "1" indicates "Extremely unlikely" and a "7" indicates "Extremely likely" to participate: over 45 MINS / \$201+

	TOTAL	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]		
		PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	800 100.0	400 100.0	100 100.0	100 100.0	100 100.0	100 100.0	255 100.0	545 100.0	3 100.0	240 100.0	557 100.0
1	57 7.1	32 8.0 F	5 5.0	8 8.0	9 9.0 f	3 3.0	19 7.5	38 7.0	1 33.3	27 11.3 K	29 5.2
2	14 1.8	4 1.0	2 2.0	1 1.0	5 5.0 bd	2 2.0	4 1.6	10 1.8	-	5 2.1	9 1.6
3	32 4.0	16 4.0	3 3.0	2 2.0	6 6.0	5 5.0	11 4.3	21 3.9	-	19 7.9 K	13 2.3
4	54 6.8	16 4.0	8 8.0	7 7.0	14 14.0 B	9 9.0 b	19 7.5	35 6.4	-	13 5.4	41 7.4
5	91 11.4	33 8.3	14 14.0	13 13.0	21 21.0 BF	10 10.0	30 11.8	61 11.2	-	30 12.5	61 11.0
6	99 12.4	51 12.8	12 12.0	18 18.0 F	10 10.0	8 8.0	29 11.4	70 12.8	-	24 10.0	75 13.5
7	453 56.6	248 62.0 DE	56 56.0 E	51 51.0 E	35 35.0	63 63.0 dE	143 56.1	310 56.9	2 66.7	122 50.8	329 59.1 J

Comparison Groups: BCDEF/GH/IJK
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THE OLSON RESEARCH GROUP, INC.

ORG QUARTERLY -- 3RD QUARTER 2007

9. Please indicate your likelihood to participate in the next marketing research survey you are offered at each length/compensation combination below. Please use a scale of 1 to 7 to answer, where a "1" indicates "Extremely unlikely" and a "7" indicates "Extremely likely" to participate: over 45 MINS / \$201+

	TOTAL	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]		
	(A)	PCP (B)	ONC (C)	CARD (D)	DERM (E)	OBGYN (F)	SOLO (G)	GROUP (H)	PHONE (I)	ONLINE (J)	BOTH (K)
MEAN	5.77	5.90	5.84	5.74	5.03	5.97	5.73	5.79	5.00	5.39	5.94
STANDARD DEVIATION	1.82	1.84	1.69	1.80	1.95	1.62	1.85	1.81	3.46	2.09	1.66
MEDIAN	7.00	7.00	7.00	7.00	5.00	7.00	7.00	7.00	7.00	7.00	7.00

Comparison Groups: BCDEF/GH/IJK
 Independent T-Test for Means, Independent Z-Test for Percentages
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 Lower case letters indicate significance at the 90% level.

THE OLSON RESEARCH GROUP, INC.

ORG QUARTERLY -- 3RD QUARTER 2007

10. What is the primary reason you participate in marketing research studies?

	TOTAL	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]		
		PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	800	400	100	100	100	100	255	545	3	240	557
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Compensation / honorarium / money	573	292	68	75	70	68	164	409	2	169	402
	71.6	73.0	68.0	75.0	70.0	68.0	64.3	75.0	66.7	70.4	72.2
							G				
Education / learn about new products / Stay Updated / Know Pharmacy and Market Trends	217	98	33	29	21	36	75	142	1	48	168
	27.1	24.5	33.0	29.0	21.0	36.0	29.4	26.1	33.3	20.0	30.2
			e			BE					J
Share my ideas and opinions / give feedback / help with research, marketing, and or patients	101	51	16	14	13	7	31	70	-	35	66
	12.6	12.8	16.0	14.0	13.0	7.0	12.2	12.8		14.6	11.8
		f	F								
Interest in subject / Curiosity	91	41	13	14	14	9	35	56	1	22	68
	11.4	10.3	13.0	14.0	14.0	9.0	13.7	10.3	33.3	9.2	12.2
Fun / I enjoy it / Something to do	50	18	9	4	8	11	16	34	-	17	33
	6.3	4.5	9.0	4.0	8.0	11.0	6.3	6.2		7.1	5.9
						Bd					
Interested in Research Process	15	8	4	-	2	1	3	12	-	5	10
	1.9	2.0	4.0		2.0	1.0	1.2	2.2		2.1	1.8
Evaluate Self	6	4	-	-	-	2	4	2	-	3	3
	0.8	1.0				2.0	1.6	0.4		1.3	0.5
Done on own time	4	3	-	-	-	1	3	1	-	3	1
	0.5	0.8				1.0	1.2	0.2		1.3	0.2

Comparison Groups: BCDEF/GH/IJK
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

THE OLSON RESEARCH GROUP, INC.

ORG QUARTERLY -- 3RD QUARTER 2007

10. What is the primary reason you participate in marketing research studies?

	TOTAL	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]		
		PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Don't know	3 0.4	2 0.5	-	1 1.0	-	-	1 0.4	2 0.4	-	-	3 0.5
Interaction	2 0.3	1 0.3	-	-	-	1 1.0	1 0.4	1 0.2	-	2 0.8	-
Use money for charitable purpose	2 0.3	-	-	1 1.0	1 1.0	-	1 0.4	1 0.2	-	1 0.4	1 0.2
Greed	1 0.1	1 0.3	-	-	-	-	-	1 0.2	-	-	1 0.2

Comparison Groups: BCDEF/GH/IJK
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

THE OLSON RESEARCH GROUP, INC.

ORG QUARTERLY -- 3RD QUARTER 2007

11. Please rank WEB CREDITS from most preferred to least preferred, assigning a "1" to your most preferred method, a "2" to your second most preferred method, etc.

	TOTAL	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]		
	(A)	PCP (B)	ONC (C)	CARD (D)	DERM (E)	OBGYN (F)	SOLO (G)	GROUP (H)	PHONE (I)	ONLINE (J)	BOTH (K)
TOTAL ANSWERING	800 100.0	400 100.0	100 100.0	100 100.0	100 100.0	100 100.0	255 100.0	545 100.0	3 100.0	240 100.0	557 100.0
1	12 1.5	6 1.5	2 2.0	3 3.0	-	1 1.0	6 2.4	6 1.1	-	6 2.5	6 1.1
2	356 44.5	192 48.0	39 39.0	42 42.0	39 39.0	44 44.0	104 40.8	252 46.2	2 66.7	102 42.5	252 45.2
3	181 22.6	89 22.3	17 17.0	25 25.0	29 29.0 C	21 21.0	61 23.9	120 22.0	-	63 26.3	118 21.2
4	152 19.0	65 16.3	24 24.0 b	20 20.0	20 20.0	23 23.0	52 20.4	100 18.3	1 33.3	41 17.1	110 19.7
5	99 12.4	48 12.0	18 18.0	10 10.0	12 12.0	11 11.0	32 12.5	67 12.3	-	28 11.7	71 12.7
MEAN	2.96	2.89	3.17 B	2.92	3.05	2.99	3.00	2.94	2.67	2.93	2.98
STANDARD DEVIATION	1.09	1.08	1.19	1.07	1.04	1.08	1.10	1.09	1.15	1.08	1.10
MEDIAN	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	2.00	3.00	3.00

Comparison Groups: BCDEF/GH/IJK
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

THE OLSON RESEARCH GROUP, INC.

ORG QUARTERLY -- 3RD QUARTER 2007

11. Please rank SWEEPSTEAKS from most preferred to least preferred, assigning a "1" to your most preferred method, a "2" to your second most preferred method, etc.

	[-----SPECIALTY-----]						[---SETTING---]		[-----METHOD-----]		
	TOTAL	PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	800 100.0	400 100.0	100 100.0	100 100.0	100 100.0	100 100.0	255 100.0	545 100.0	3 100.0	240 100.0	557 100.0
1	5 0.6	-	2 2.0	1 1.0	1 1.0	1 1.0	1 0.4	4 0.7	1 33.3	1 0.4	3 0.5
2	110 13.8	58 14.5	5 5.0	9 9.0	23 23.0	15 15.0	39 15.3	71 13.0	-	45 18.8	65 11.7
											K
3	206 25.8	109 27.3	24 24.0	25 25.0	28 28.0	20 20.0	58 22.7	148 27.2	1 33.3	65 27.1	140 25.1
4	172 21.5	91 22.8	19 19.0	19 19.0	20 20.0	23 23.0	53 20.8	119 21.8	-	49 20.4	123 22.1
5	307 38.4	142 35.5	50 50.0	46 46.0	28 28.0	41 41.0	104 40.8	203 37.2	1 33.3	80 33.3	226 40.6
											J
MEAN	3.83	3.79	4.10	4.00	3.51	3.88	3.86	3.82	3.00	3.68	3.90
											J
STANDARD DEVIATION	1.10	1.08	1.06	1.08	1.16	1.14	1.13	1.10	2.00	1.14	1.08
MEDIAN	4.00	4.00	4.50	4.00	3.00	4.00	4.00	4.00	3.00	4.00	4.00

Comparison Groups: BCDEF/GH/IJK
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

THE OLSON RESEARCH GROUP, INC.

ORG QUARTERLY -- 3RD QUARTER 2007

11. Please rank KNOWLEDGE OF RESEARCH TOPIC from most preferred to least preferred, assigning a "1" to your most preferred method, a "2" to your second most preferred method, etc.

	TOTAL	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]		
		PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	800 100.0	400 100.0	100 100.0	100 100.0	100 100.0	100 100.0	255 100.0	545 100.0	3 100.0	240 100.0	557 100.0
1	35 4.4	17 4.3	8 8.0	3 3.0	3 3.0	4 4.0	12 4.7	23 4.2	-	9 3.8	26 4.7
2	238 29.8	110 27.5	35 35.0	34 34.0	30 30.0	29 29.0	75 29.4	163 29.9	1 33.3	62 25.8	175 31.4
3	237 29.6	120 30.0	33 33.0	24 24.0	26 26.0	34 34.0	79 31.0	158 29.0	-	60 25.0	177 31.8 J
4	212 26.5	115 28.7 C	17 17.0	28 28.0 C	27 27.0 C	25 25.0	57 22.4	155 28.4 g	1 33.3	74 30.8 k	137 24.6
5	78 9.8	38 9.5	7 7.0	11 11.0	14 14.0	8 8.0	32 12.5 h	46 8.4	1 33.3	35 14.6 K	42 7.5
MEAN	3.08	3.12 C	2.80	3.10 C	3.19 C	3.04 C	3.09	3.07	3.67	3.27 K	2.99
STANDARD DEVIATION	1.06	1.05	1.04	1.09	1.11	1.01	1.10	1.04	1.53	1.11	1.02
MEDIAN	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	4.00	3.00	3.00

Comparison Groups: BCDEF/GH/IJK
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

THE OLSON RESEARCH GROUP, INC.

ORG QUARTERLY -- 3RD QUARTER 2007

11. Please rank RECEIPT OF SURVEY RESULTS UPON STUDY CONCLUSION from most preferred to least preferred, assigning a "1" to your most preferred method, a "2" to your second most preferred method, etc.

	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]			
	TOTAL	PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	800 100.0	400 100.0	100 100.0	100 100.0	100 100.0	100 100.0	255 100.0	545 100.0	3 100.0	240 100.0	557 100.0
1	5 0.6	1 0.3	2 2.0	-	1 1.0	1 1.0	2 0.8	3 0.6	1 33.3	1 0.4	3 0.5
2	58 7.2	23 5.8	13 13.0 BE	10 10.0	5 5.0	7 7.0	21 8.2	37 6.8	-	19 7.9	39 7.0
3	168 21.0	79 19.8	24 24.0	26 26.0 e	16 16.0	23 23.0	54 21.2	114 20.9	-	50 20.8	118 21.2
4	259 32.4	128 32.0	39 39.0	31 31.0	32 32.0	29 29.0	93 36.5 h	166 30.5	1 33.3	76 31.7	182 32.7
5	310 38.8	169 42.3 Cd	22 22.0	33 33.0 c	46 46.0 Cd	40 40.0 C	85 33.3	225 41.3 G	1 33.3	94 39.2	215 38.6
MEAN	4.01	4.10 CD	3.66	3.87	4.17 CD	4.00 C	3.93	4.05	3.33	4.01	4.02
STANDARD DEVIATION	0.97	0.93	1.03	0.99	0.94	1.01	0.97	0.97	2.08	0.98	0.96
MEDIAN	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00

Comparison Groups: BCDEF/GH/IJK
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

THE OLSON RESEARCH GROUP, INC.

ORG QUARTERLY -- 3RD QUARTER 2007

11. Please rank CASH INCENTIVE from most preferred to least preferred, assigning a "1" to your most preferred method, a "2" to your second most preferred method, etc.

	TOTAL	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]		
		PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	800 100.0	400 100.0	100 100.0	100 100.0	100 100.0	100 100.0	255 100.0	545 100.0	3 100.0	240 100.0	557 100.0
1	743 92.9	376 94.0	86 86.0	93 93.0	95 95.0	93 93.0	234 91.8	509 93.4	1 33.3	223 92.9	519 93.2
		C			C					I	I
2	38 4.8	17 4.3	8 8.0	5 5.0	3 3.0	5 5.0	16 6.3	22 4.0	-	12 5.0	26 4.7
3	8 1.0	3 0.8	2 2.0	-	1 1.0	2 2.0	3 1.2	5 0.9	2 66.7	2 0.8	4 0.7
									JK		
4	5 0.6	1 0.3	1 1.0	2 2.0	1 1.0	-	-	5 0.9	-	-	5 0.9
5	6 0.8	3 0.8	3 3.0	-	-	-	2 0.8	4 0.7	-	3 1.3	3 0.5
MEAN	1.12	1.10	1.27	1.11	1.08	1.09	1.12	1.12	2.33	1.12	1.11
STANDARD DEVIATION	0.50	0.45	0.81	0.47	0.39	0.35	0.47	0.51	1.15	0.52	0.48
MEDIAN	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	3.00	1.00	1.00

Comparison Groups: BCDEF/GH/IJK
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

THE OLSON RESEARCH GROUP, INC.

ORG QUARTERLY -- 3RD QUARTER 2007

12. What factors influence your decision whether to participate in a marketing research survey?
(MOST IMPORTANT)

	TOTAL	[-----SPECIALTY-----]				[---SETTING---]		[-----METHOD-----]			
		PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	800 100.0	400 100.0	100 100.0	100 100.0	100 100.0	100 100.0	255 100.0	545 100.0	3 100.0	240 100.0	557 100.0
Time commitment	169 21.1	87 21.8	16 16.0	19 19.0	21 21.0	26 26.0 c	62 24.3	107 19.6	2 66.7 k	60 25.0 k	107 19.2
Incentive offered	559 69.9	282 70.5	72 72.0	72 72.0	70 70.0	63 63.0	165 64.7	394 72.3 G	1 33.3	158 65.8	400 71.8 j
Topic of research study	53 6.6	22 5.5	8 8.0	9 9.0	8 8.0	6 6.0	18 7.1	35 6.4	-	15 6.3	38 6.8
Prior experience with the marketing research firm	15 1.9	7 1.8	3 3.0	-	1 1.0	4 4.0	9 3.5 H	6 1.1	-	6 2.5	9 1.6
Other	4 0.5	2 0.5	1 1.0	-	-	1 1.0	1 0.4	3 0.6	-	1 0.4	3 0.5

Comparison Groups: BCDEF/GH/IJK
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

THE OLSON RESEARCH GROUP, INC.

ORG QUARTERLY -- 3RD QUARTER 2007

12. What factors influence your decision whether to participate in a marketing research survey?
(ALL OTHERS)

	TOTAL	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]		
		PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	736 100.0	364 100.0	93 100.0	92 100.0	94 100.0	93 100.0	236 100.0	500 100.0	2 100.0	225 100.0	509 100.0
Time commitment	527 71.6	263 72.3	68 73.1	65 70.7	71 75.5 f	60 64.5	161 68.2	366 73.2	-	161 71.6	366 71.9
Incentive offered	204 27.7	93 25.5	24 25.8	27 29.3	25 26.6	35 37.6 BC	75 31.8 h	129 25.8	2 100.0 JK	70 31.1	132 25.9
Topic of research study	478 64.9	229 62.9	66 71.0	58 63.0	62 66.0	63 67.7	158 66.9	320 64.0	2 100.0 JK	149 66.2	327 64.2
Prior experience with the marketing research firm	328 44.6	176 48.4 C	30 32.3	40 43.5	44 46.8 C	38 40.9	120 50.8 H	208 41.6	2 100.0 JK	99 44.0	227 44.6
Other	14 1.9	5 1.4	1 1.1	1 1.1	4 4.3	3 3.2	8 3.4 h	6 1.2	-	4 1.8	10 2.0

Comparison Groups: BCDEF/GH/IJK
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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THE OLSON RESEARCH GROUP, INC.

ORG QUARTERLY -- 3RD QUARTER 2007

13. Have you ever participated in a pharmaceutical marketing research survey for compensation other than a specified cash/check amount?

	TOTAL	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]		
		PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	800 100.0	400 100.0	100 100.0	100 100.0	100 100.0	100 100.0	255 100.0	545 100.0	3 100.0	240 100.0	557 100.0
Yes	429 53.6	239 59.8	44 44.0	44 44.0	44 44.0	58 58.0	151 59.2	278 51.0	2 66.7	114 47.5	313 56.2
		CDE				CDE	H				J
No	371 46.4	161 40.3	56 56.0	56 56.0	56 56.0	42 42.0	104 40.8	267 49.0	1 33.3	126 52.5	244 43.8
			BF	BF	BF			G		K	

Comparison Groups: BCDEF/GH/IJK
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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THE OLSON RESEARCH GROUP, INC.

ORG QUARTERLY -- 3RD QUARTER 2007

13a. How were you compensated?

	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]			
	TOTAL	PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	429 100.0	239 100.0	44 100.0	44 100.0	44 100.0	58 100.0	151 100.0	278 100.0	2 100.0	114 100.0	313 100.0
Gift card / gift certificate	165 38.5	92 38.5	20 45.5 ef	24 54.5 BEF	12 27.3	17 29.3	46 30.5	119 42.8 G	-	36 31.6	129 41.2 j
Medical equipment / Supplies / Item from Catalog	80 18.6	54 22.6 Ef	9 20.5 e	6 13.6	3 6.8	8 13.8	31 20.5	49 17.6	-	27 23.7	53 16.9
Books / Certificate for books / Journals	61 14.2	32 13.4	9 20.5 f	4 9.1	12 27.3 BDF	4 6.9	22 14.6	39 14.0	1 50.0	17 14.9	43 13.7
Credit for medically relevant item	54 12.6	32 13.4 C	1 2.3	-	6 13.6 C	15 25.9 BC	21 13.9	33 11.9	-	14 12.3	40 12.8
Gift (unspecified)	27 6.3	14 5.9	1 2.3	4 9.1	5 11.4 C	3 5.2	9 6.0	18 6.5	-	8 7.0	19 6.1
Web Credit	25 5.8	14 5.9 f	4 9.1	3 6.8	3 6.8	1 1.7	7 4.6	18 6.5	-	10 8.8	15 4.8
CME credit	18 4.2	14 5.9	2 4.5	-	-	2 3.4	9 6.0	9 3.2	1 50.0	4 3.5	13 4.2
Sweepstakes / Accumulating Credits	13 3.0	5 2.1	-	2 4.5	3 6.8	3 5.2	5 3.3	8 2.9	-	4 3.5	9 2.9
Coupon / Voucher / Credit	13 3.0	8 3.3	2 4.5	-	1 2.3	2 3.4	8 5.3 h	5 1.8	-	4 3.5	9 2.9

Comparison Groups: BCDEF/GH/IJK
Independent T-Test for Means, Independent Z-Test for Percentages
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THE OLSON RESEARCH GROUP, INC.

ORG QUARTERLY -- 3RD QUARTER 2007

13a. How were you compensated?

	TOTAL	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]		
		PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Debit/credit card	10 2.3	5 2.1	2 4.5	1 2.3	-	2 3.4	2 1.3	8 2.9	-	-	10 3.2
No Compensation	10 2.3	4 1.7	-	1 2.3	2 4.5	3 5.2	4 2.6	6 2.2	-	4 3.5	6 1.9
Survey Results / Informational	9 2.1	6 2.5	1 2.3	-	1 2.3	1 1.7	3 2.0	6 2.2	-	1 0.9	8 2.6
Office / Computer Supplies	9 2.1	6 2.5	1 2.3	-	1 2.3	1 1.7	4 2.6	5 1.8	-	3 2.6	6 1.9
Donation to charity	8 1.9	4 1.7	-	2 4.5	1 2.3	1 1.7	1 0.7	7 2.5	-	3 2.6	5 1.6
Educational Information / Products / Knowledge	7 1.6	3 1.3	-	-	2 4.5	2 3.4	4 2.6	3 1.1	-	2 1.8	5 1.6
Money	6 1.4	5 2.1	-	-	-	1 1.7	4 2.6	2 0.7	-	2 1.8	4 1.3
Don't know	5 1.2	3 1.3	-	-	1 2.3	1 1.7	1 0.7	4 1.4	-	-	5 1.6
Dinner / Food	3 0.7	2 0.8	-	-	-	1 1.7	1 0.7	2 0.7	-	-	3 1.0
Catalog / Points towards a Catalog	2 0.5	2 0.8	-	-	-	-	1 0.7	1 0.4	-	1 0.9	1 0.3
Acknowledgement / Thank you note	2 0.5	-	-	-	1 2.3	1 1.7	2 1.3	-	-	1 0.9	1 0.3
Samples	2 0.5	-	-	1 2.3	-	1 1.7	1 0.7	1 0.4	-	-	2 0.6

Comparison Groups: BCDEF/GH/IJK
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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THE OLSON RESEARCH GROUP, INC.

ORG QUARTERLY -- 3RD QUARTER 2007

13a. How were you compensated?

	TOTAL	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]		
		PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Travel	1 0.2	-	-	-	1 2.3	-	1 0.7	-	-	-	1 0.3
worthless item	1 0.2	-	-	1 2.3	-	-	-	1 0.4	-	-	1 0.3
Gas Card	1 0.2	-	-	1 2.3	-	-	1 0.7	-	-	-	1 0.3

Comparison Groups: BCDEF/GH/IJK
 Independent T-Test for Means, Independent Z-Test for Percentages
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THE OLSON RESEARCH GROUP, INC.

ORG QUARTERLY -- 3RD QUARTER 2007

14. would you participate in a survey with this compensation plan again?

	TOTAL	[-----SPECIALTY-----]					[---SETTING---]		[-----METHOD-----]		
		PCP	ONC	CARD	DERM	OBGYN	SOLO	GROUP	PHONE	ONLINE	BOTH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	429	239	44	44	44	58	151	278	2	114	313
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Yes	328	197	30	33	29	39	113	215	1	85	242
	76.5	82.4	68.2	75.0	65.9	67.2	74.8	77.3	50.0	74.6	77.3
		CEF									
No	101	42	14	11	15	19	38	63	1	29	71
	23.5	17.6	31.8	25.0	34.1	32.8	25.2	22.7	50.0	25.4	22.7
			b		B	B					

Comparison Groups: BCDEF/GH/IJK
 Independent T-Test for Means, Independent Z-Test for Percentages
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