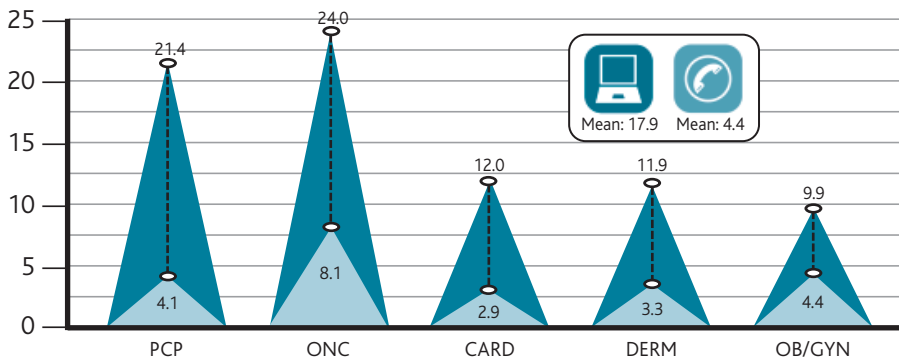


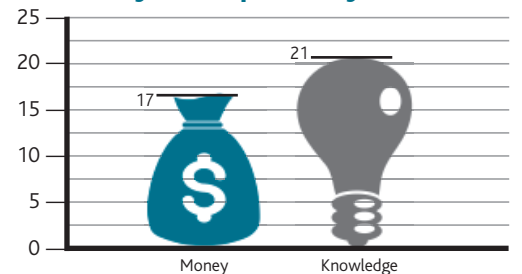
DO CASH INCENTIVES AFFECT THE QUALITY OF THE RESPONDENTS AND THE RESULTS?

In October 2007, using our internet-based tool OlsonOnline™ and proprietary healthcare database, Olson Research surveyed more than 500 US-based physicians to explore how their motivation for participation in marketing research studies affects the nature and quality of their responses.

of Marketing Research Studies in 2006

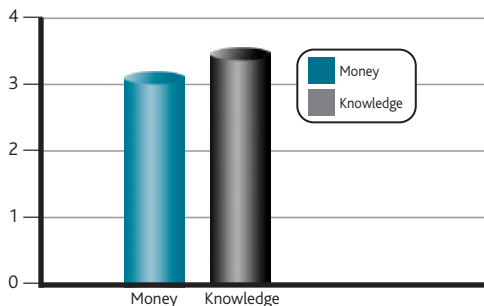


Survey Participation by Motivation



Those motivated by knowledge participate in almost 20% more surveys per year than those motivated by cash incentives.

Rating Scale

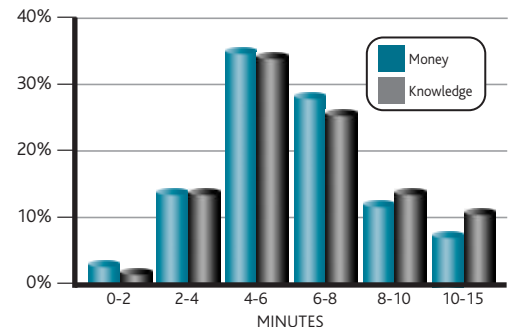


Key Findings

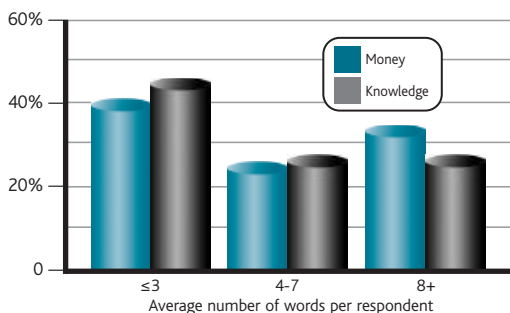
The physicians motivated by cash incentives are:

- Less likely to be over sampled than those motivated by knowledge
- Take as long, thoroughly visit and say as much in open ended responses as those motivated by knowledge
- Show no significant variation in rating and ranking scores than those motivated by knowledge

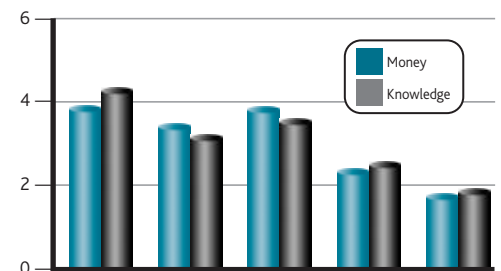
Time to Complete



Verbatim Responses



Ranking Factors



ADDITIONAL STUDY RESULTS CAN BE FOUND BY VISITING: WWW.OLSONRESEARCHGROUP.COM/ORG.PHP

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