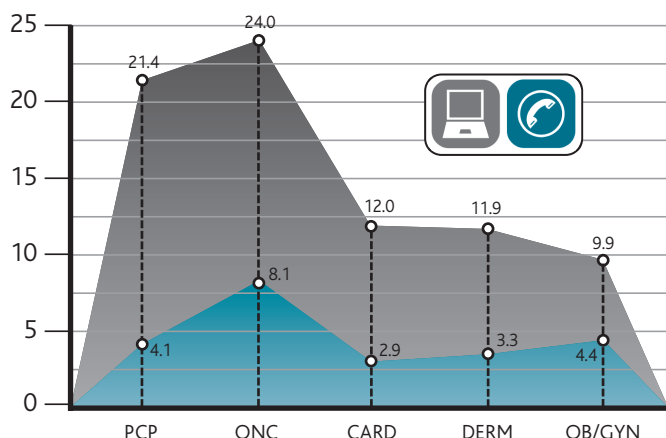


# HOW DO PHYSICIANS VIEW SURVEYS?

**Participation in Marketing Research Surveys Over the Past Year**

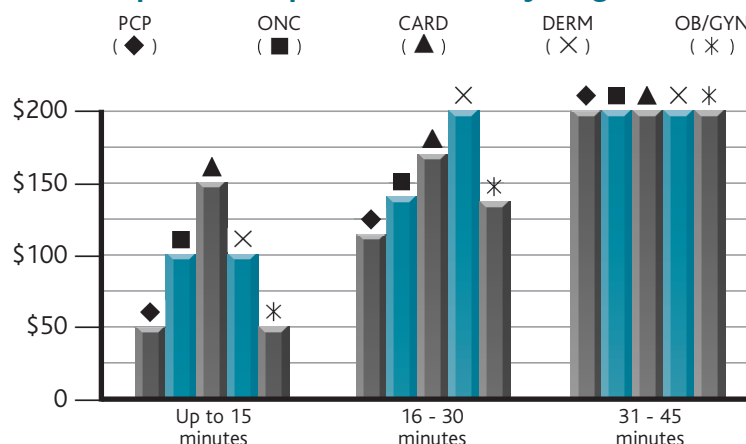


In June 2007, using our internet-based tool OlsonOnline™ and proprietary healthcare database, Olson Research surveyed 800 US-based physicians to better understand how they viewed participation in both online and telephone marketing research studies.

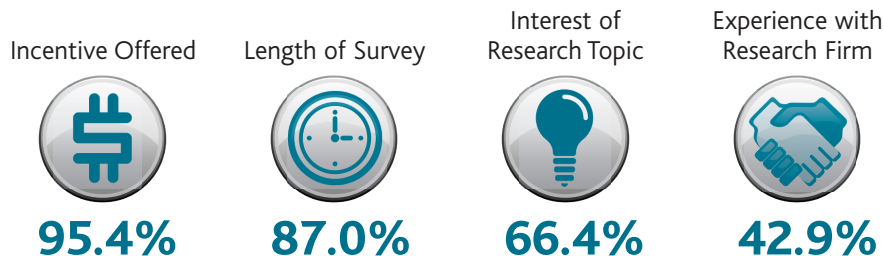
Overall, physicians participate in significantly more online than telephone studies, completing an average of 17.9 online and 4.4 phone surveys over the past year. This is likely due to the trend of researchers towards online methodology but physician preference for online technology could also be a factor. (Previous research has told us that physicians like the time flexibility of online surveying.)

- Dermatologists are the least likely to participate in any survey greater than 30 minutes.
- Higher expected compensation by oncologists, cardiologists, and dermatologists confirms that higher incentives are needed to secure the participation of these specialists.
- PCPs and Ob/Gyns have participated in a marketing research survey for compensation other than a specified cash/check amount significantly more than oncologists, cardiologists or dermatologists.

**Expected Compensation Varies by Length of Survey**



**Reported Influencers for Participation**



**THERE WERE TOO MANY RESULTS TO REPORT HERE. ADDITIONAL STUDY RESULTS CAN BE FOUND BY VISITING:**

[www.olsonresearchgroup.com/org.php](http://www.olsonresearchgroup.com/org.php)

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