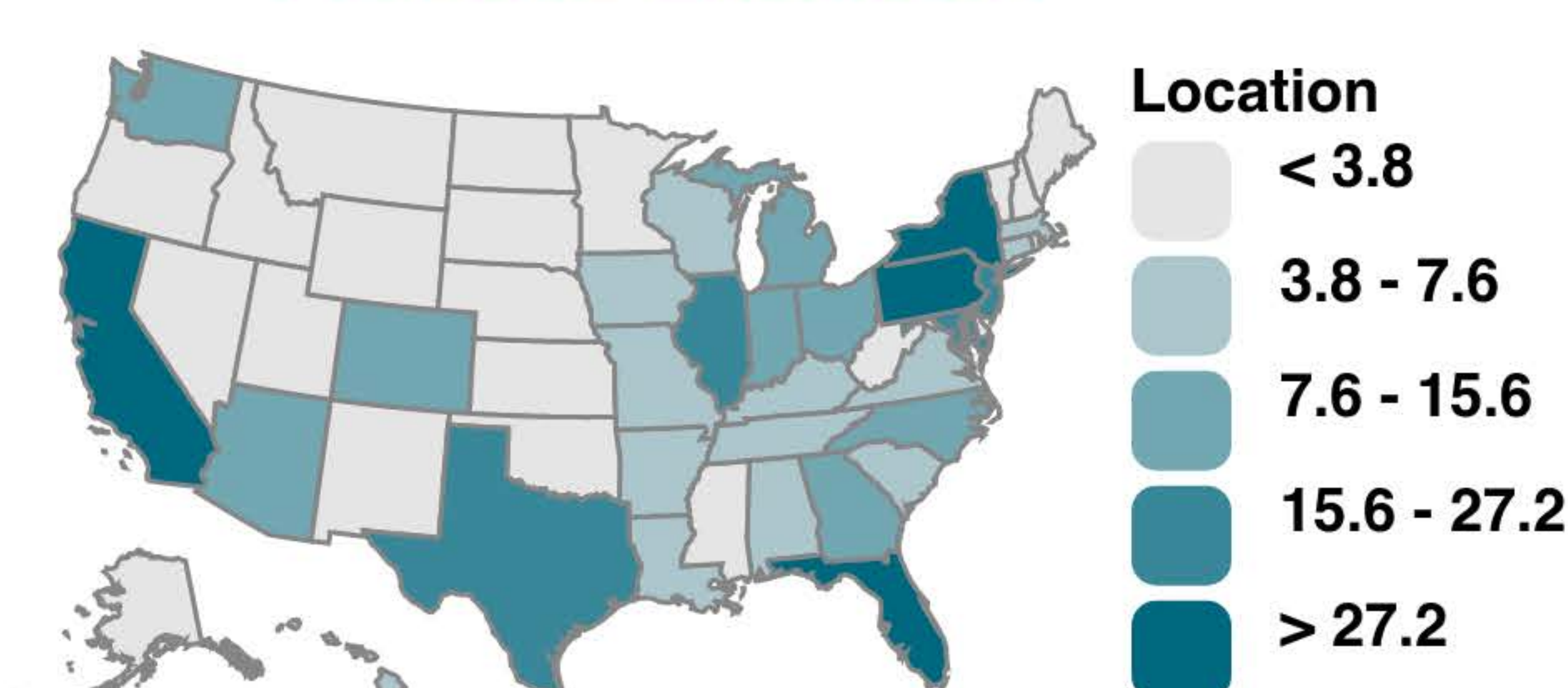


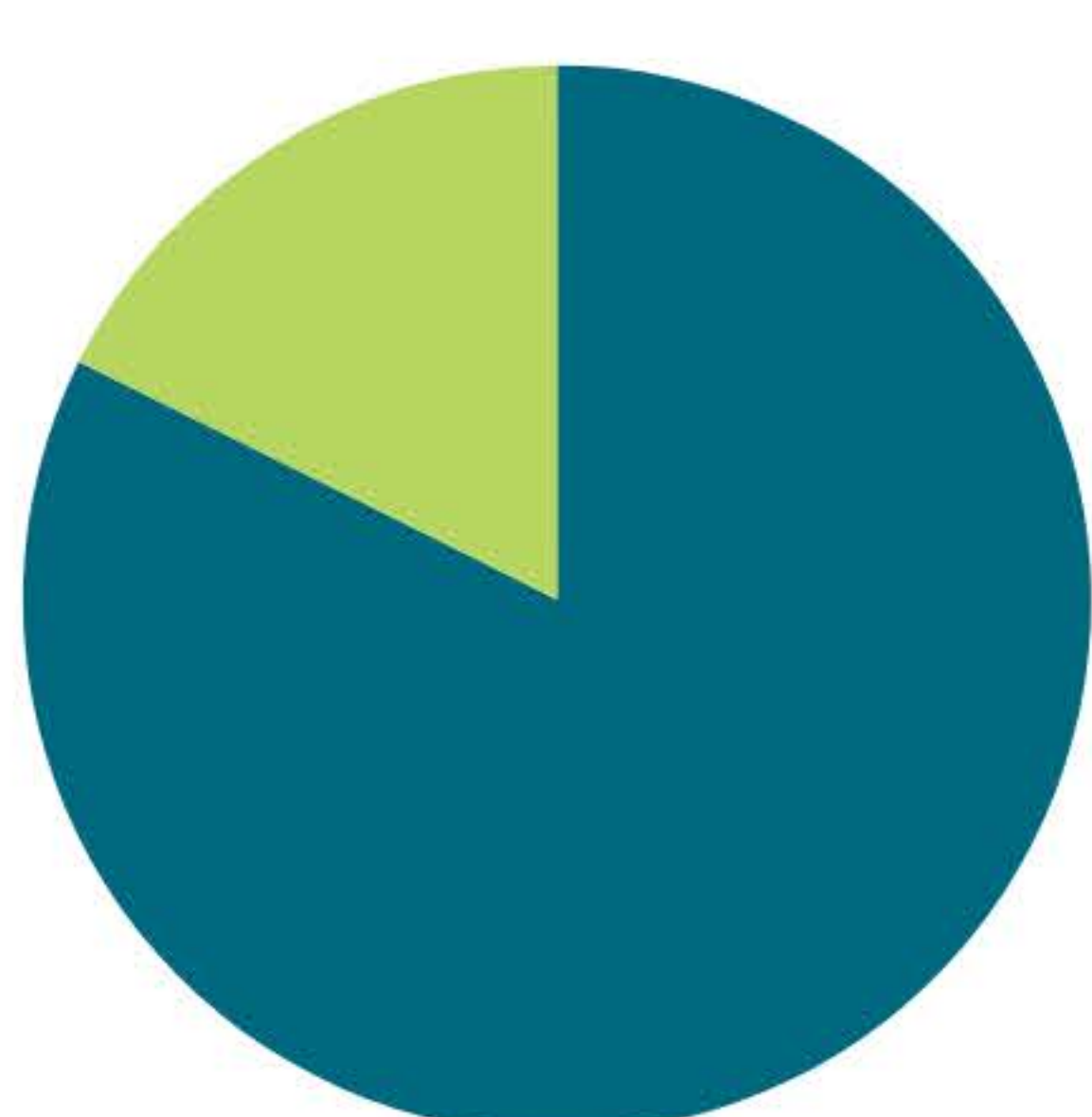
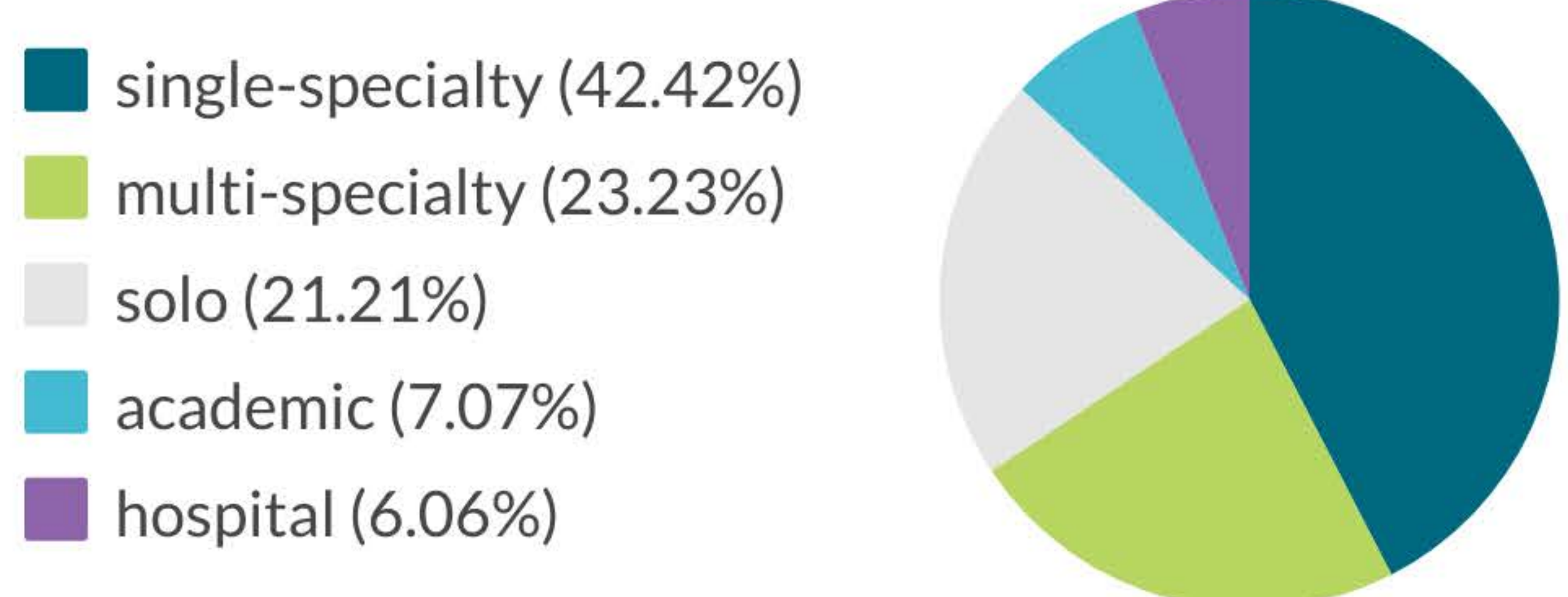
# Marketing Research Participation by Specialty (%)

Olson Research recently conducted an attitudinal survey of 429 US Physicians, with an average of 26+ years in practice, to determine whether differences in gender, practice setting, and therapeutic specialty influenced their participation in marketing research studies.

## Practice Location



## Practice Setting



## Gender

- Male (82.34%)
- Female (17.66%)

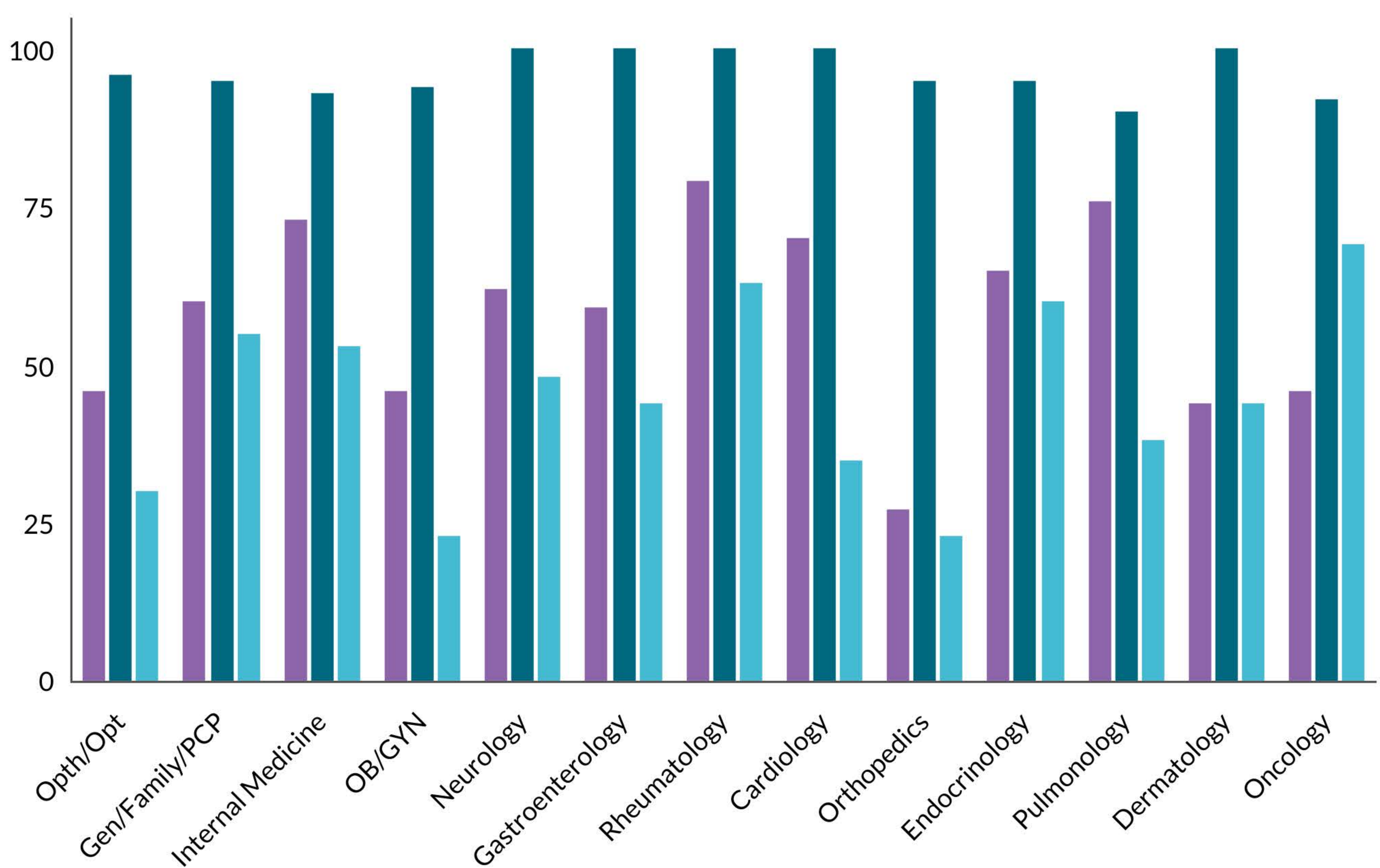


## Number of MR Companies Typically Work With Each Month

- 1-3 (64.1%)
- 4-6 (26.81%)
- 7+ (9.09%)

## Types of Marketing Research Studies Participating in by Therapeutic Area (%)

Qualitative Quantitative Patient Chart



**96%** Of these: **Quantitative Research**

- 60% participate in 1-3 research studies per month
- 25% participate in 4-6 research studies per month
- 16% participate in 7 or more research studies per month

**59%** Of these: **Qualitative Research**

- 86% participate in 1-3 research studies per month
- 11% participate in 4-6 research studies per month
- 2% participate in 7 or more research studies per month

**42%** Of these: **Patient Chart Studies**

- 82% participate in 1-3 research studies per month
- 14% participate in 4-6 research studies per month
- 4% participate in 7+ or more research studies per month

## Reported Barriers to Participation

- 38% Time commitment required of research
- 31% Too busy
- 12% Lack of interest in subject matter
- 19% Other (qualification challenges, inadequate compensation, time and effort for reimbursement, screening process)

## Noteworthy Findings

- Northeast providers prefer participating in more qualitative studies and fewer quantitative studies than other US providers
- Midwest providers are less likely to participate in qualitative research
- ONCs prefer participating in patient chart studies (69%) more often than OB/GYNs (23%)
- ONCs are most likely to participate in 4 or more qualitative, quantitative or patient chart studies than other types of providers
- 38% of male providers participate in 4+ studies monthly vs. only 30% of female providers
- Men were more likely than women to indicate "lack of interest" as a barrier to participation (13% vs. 7%)

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