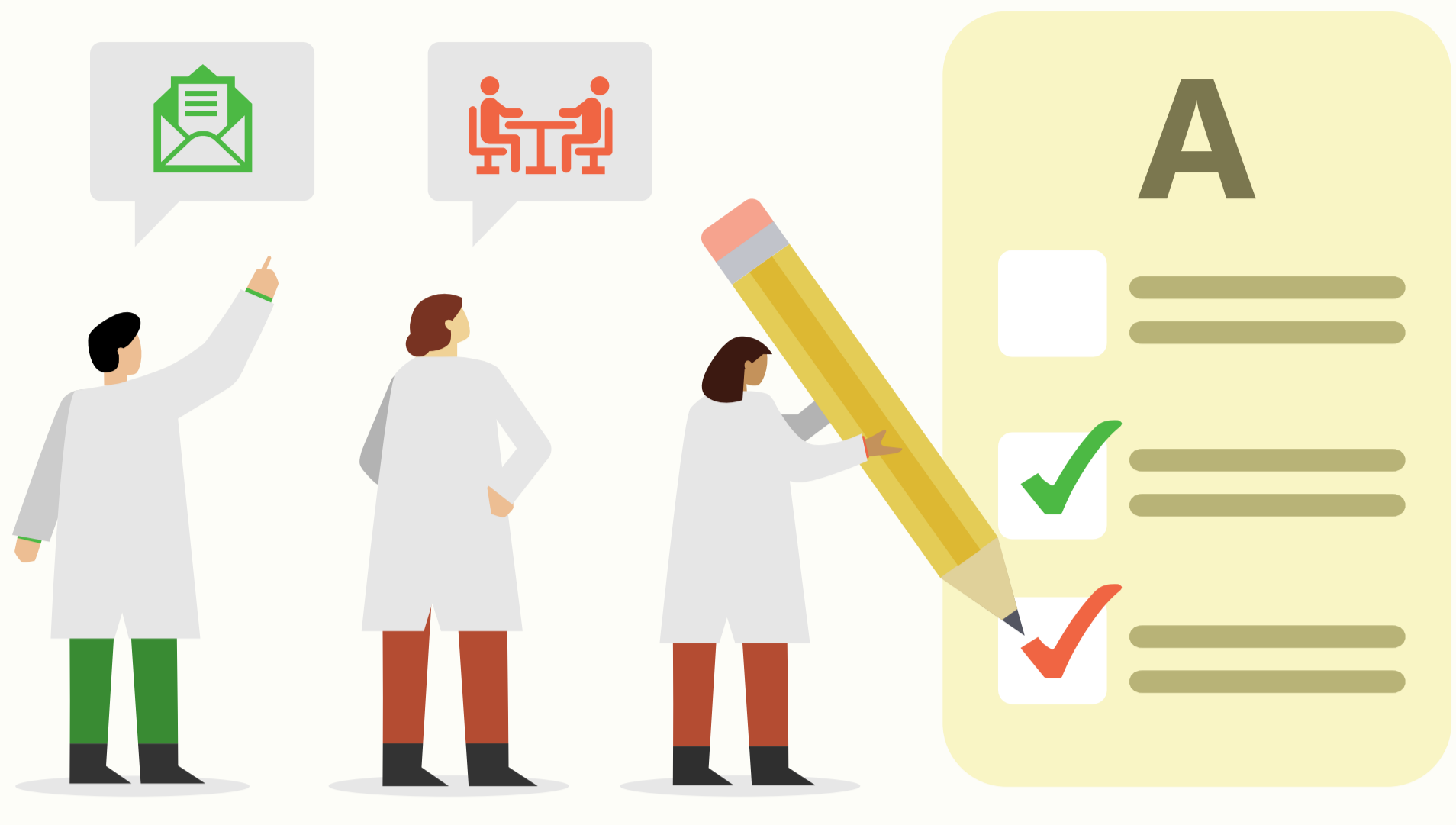


General Practitioners

Specialists

# Physician Interest and Participation in Market Research



## Interest Levels in Different Types of MR Studies

Top 2 Box

As perceived flexibility and convenience decrease, so do interest levels.



## Factors Influencing MR Participation

Many of these can be optimized to improve participation.

### Top 3

### Other Influences



## Topics of interest

Top 2 Box

