

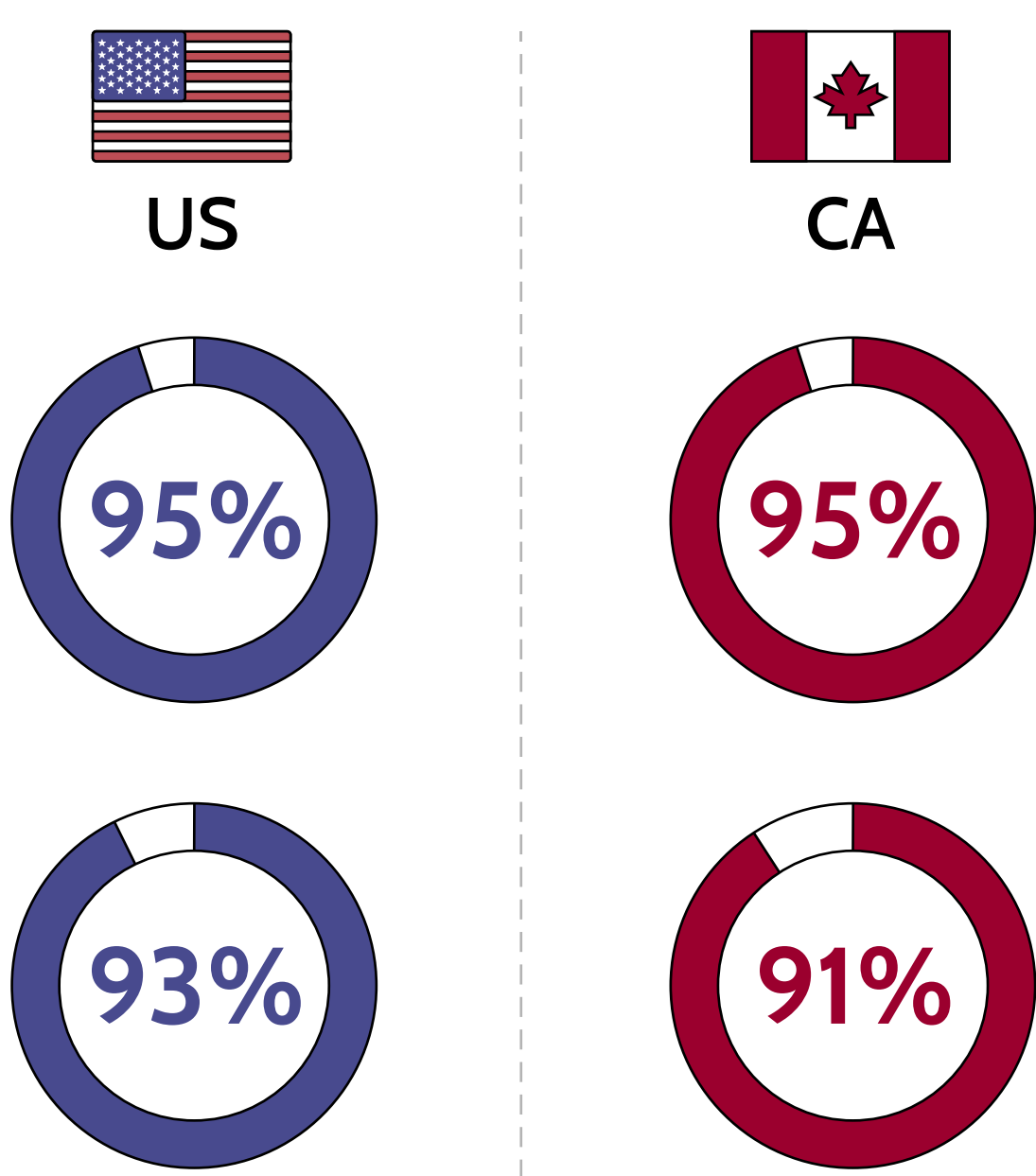
What Drives Physician Participation in Market Research?



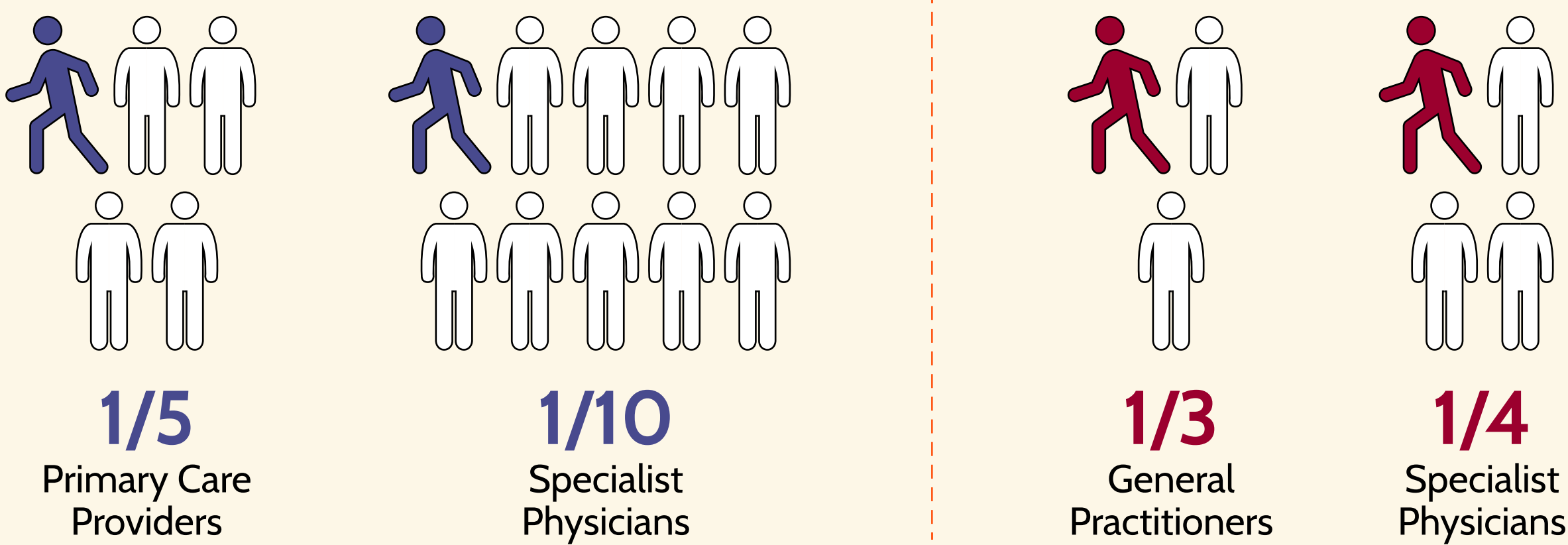
While most physicians in the US and Canada have a positive view of market research...

Say they enjoy participating in market research
Percent of physicians

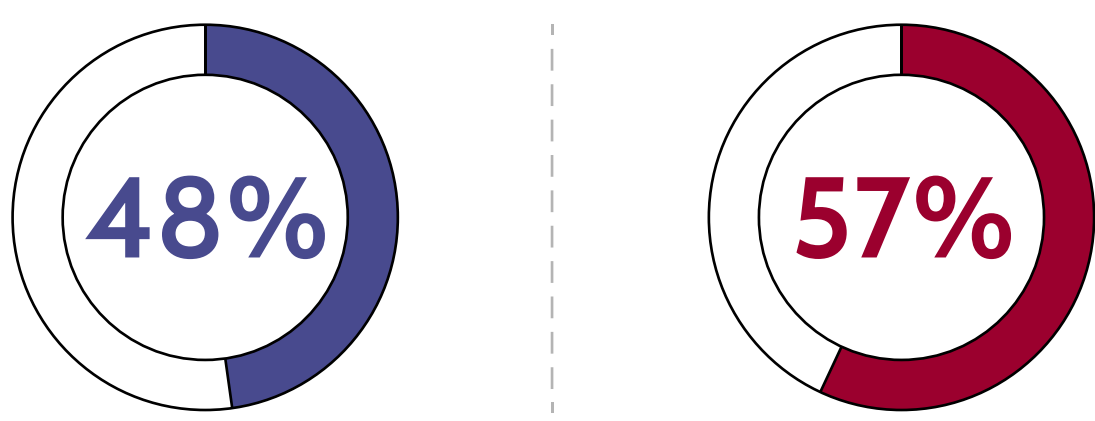
Say market research is an important way to share their views with the pharma industry
Percent of physicians



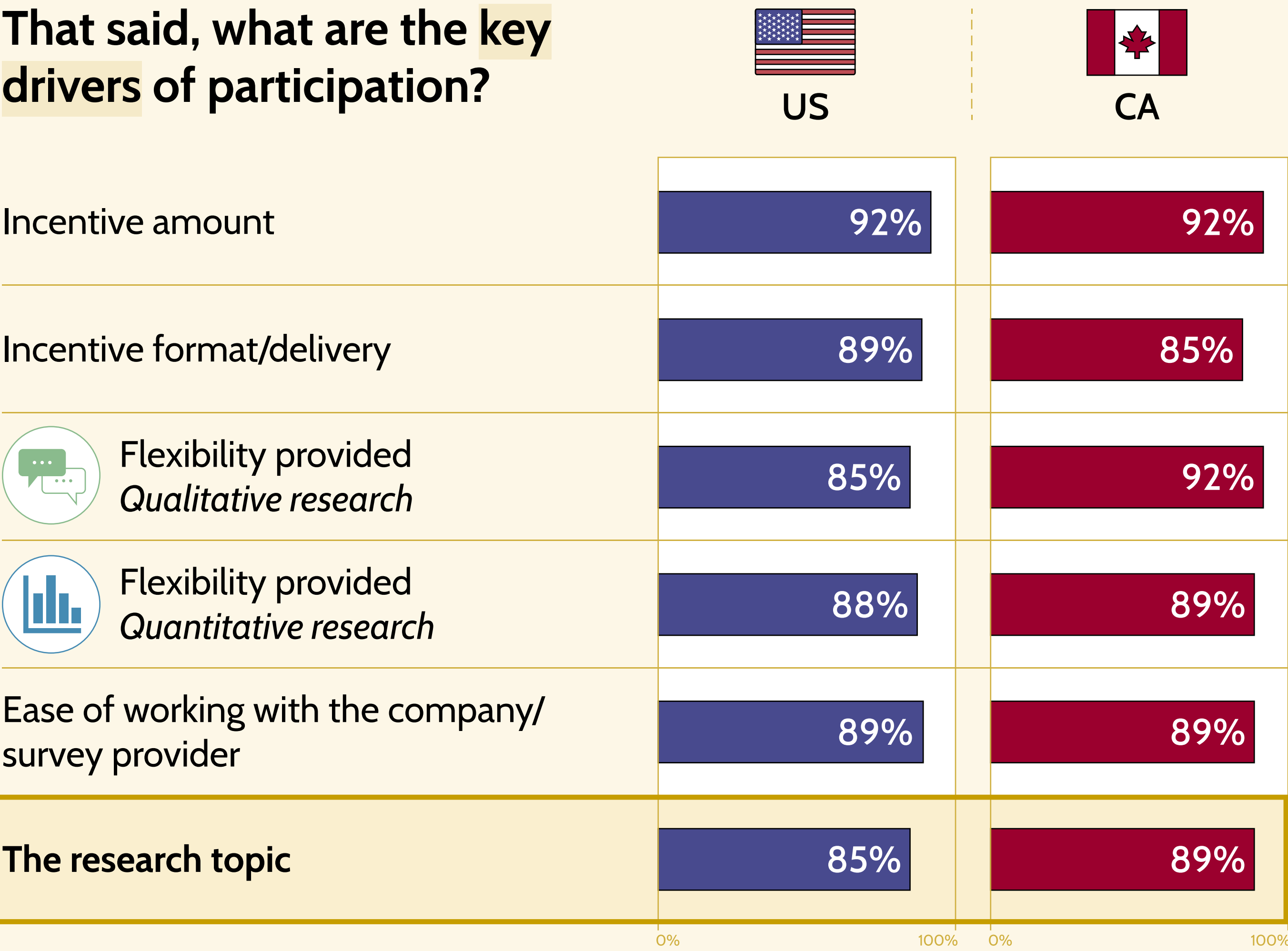
...a few say their rate of participation has declined in the last year.



On average, physicians participate in about half of the quantitative/qualitative market research studies they are invited to each month:



That said, what are the key drivers of participation?



Top 4 research topics of interest
Top 2 Box



Data based on survey of physicians in the US (n=150) and Canada (n=139) recruited in March 2026. In US, the sample includes n=50 Primary Care Physicians and n=100 Specialists. In Canada, the sample includes n=40 General Practitioners and n=99 Specialists.

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