



### PARTICIPATION IN ONLINE SURVEYS – MEDICAL SPECIALISTS

The time elapsed in the usage of online surveys in the Latin American medical community time and the increased response rates achieved, allows us now to think on random samples and thus to overcome the panel samples.

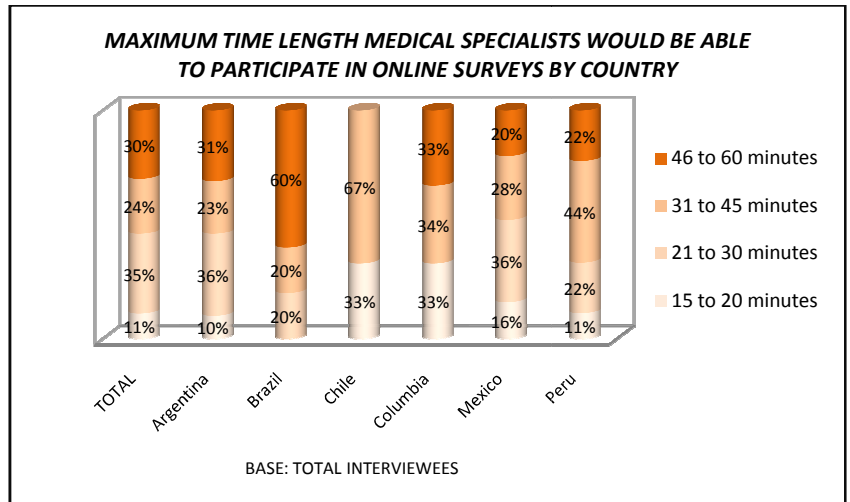
It's already well-known that one of the hurdles for specialized physicians to participate in online surveys, is their length.

From the perspective of a researcher, it is essential to know the maximum time that a specialist would remain focused answering the research questions (self-completion surveys) in an environment surrounded by multiple distractions.

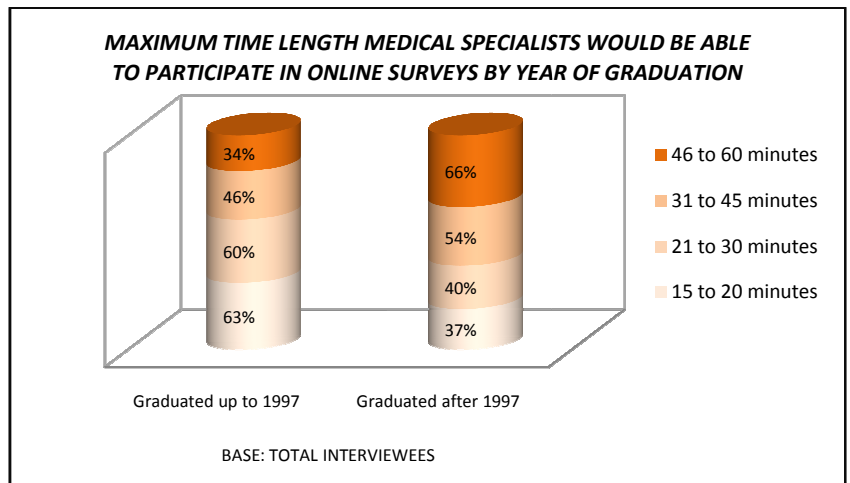
Datos & Estrategias, a Market Research Consulting Agency specialized in the Pharmaceutical Industry, through its Systematic Observatory of Opinion, has carried out a study in October 2014 with medical specialists from several Latin American countries (Argentina, Brazil, Chile, Columbia, Mexico and Peru).

In this research, interviewees answered questions about the maximum time they would be able to participate in an paid online survey.

As we can see in the next chart, about 3 out of 10 medical specialists are interested in participating in online surveys longer than 45 minutes, especially physicians from Brazil whose interest was double than the rest (6 out of 10 physicians).



It is interesting to point out that medical specialists with less seniority in the profession are the ones more interested in answering longer online surveys.



Technical data: Projectable sample: 1765 medical specialists  
Level of confidence: 95%  
Error margin: +/- 2.3%

Lic. Stella Carullo  
President  
D&E Research  
Datos & Estrategias