

Methodology

- RepReview 2007³ was designed and administered by G & S Research with recruiting and promotional support from *Pharmaceutical Representative* magazine.
- Two recruitment formats used:
 - Full-page advertisement in the June and the August 2007 issues of *Pharmaceutical Representative*
 - Communications from national sales representative associations to their members
- Two complementary Internet surveys were fielded (one for reps and one for managers) during the summer of 2007.
- Incentives for participation included a random drawing for 80 \$50 American Express® gift cards and access to the aggregate results prior to their public release.

Respondents

- A total of 205 unique respondents completed the RepReview 2007 survey. Of these, 176 classified themselves as a sales representative (with no supervisory duties); 29 indicated they function as a sales manager (supervising representatives or managers).
- Research represents all four regions of the US as defined by the Census Bureau.
- Sales staff from more than 50 different pharmaceutical and biotechnology companies (of varying sizes) participated. Among them are well-known manufacturers (such as GlaxoSmithKline, Sanofi-Aventis, Pfizer, Abbott Laboratories, AstraZeneca, Schering Plough, Merck, Boehringer Ingelheim, and Sepracor) as well as small biotech and pharmaceutical manufacturers.