

PANEL BOOK

Commission surveys –
gain opinions

200 000+ users

Badanie Opinii

This is a panel that covers a nationwide consumer database, allowing us to conduct a wide range of market research, opinion polls, and surveys. Online surveying and an extensive database of respondents enable us to quickly reach specific groups of people.



+ 200 000
users

+150 new
users daily

BioStat®

Reach for more

Biostat is an interdisciplinary team which includes scientists, analysts, biotechnologists, managers, and IT innovators who specialize in the practical application of innovative research solutions in business.

Our programs:



We guarantee:



01

fast implementation (24h)

02

reliability of the conducted surveys

03

low costs of surveying

04

full compliance with GDPR

05

up-to-date database of respondents



Research areas

we conduct studies on:

- ✓ health
- ✓ medication
- ✓ cosmetics
- ✓ technology
- ✓ automotive
- ✓ real estate
- ✓ tourism
- ✓ clothing
- ✓ children's products
- ✓ food
- ✓ FMCG
- ✓ sports

Applications



Brand image awareness research

Make business decisions based on what your customers really think about your brand and how they perceive it in comparison to the competition.

Evaluation of advertising materials and slogans

Gain insight into customers' emotions and reactions to multimedia advertising messages. Identify the elements that are most attention-grabbing.

Understanding purchasing habits

Gain insights on what, where, when, and how often consumers in your target group make purchases.

Applications



Price elasticity research

Find out how much potential customers are willing to pay for your offered products and what price point satisfies them the most.

Understanding the causes of brand crisis

Are your company profits decreasing and customers are switching to competitors? Ask them about the reasons and quickly implement a recovery plan.

Research on product and packaging concepts

Let customers decide for themselves what shape and packaging they will prefer.

What are the characteristics of our respondents?



integrity



reliability



commitment



creativity



geographic representativeness

What do we know about respondents?

Personal data:

- ✓ First name
- ✓ Last name
- ✓ Gender
- ✓ Date of birth
- ✓ Voivodeship (administrative division in Poland)
- ✓ Size of the town/city
- ✓ Address
- ✓ Postal code
- ✓ City
- ✓ Country
- ✓ Citizenship
- ✓ Landline phone number
- ✓ Mobile phone number
- ✓ Facebook profile

Family:

- ✓ Marital status
- ✓ Type of household
- ✓ Number of people in the household
- ✓ Number of children
- ✓ Date of birth of children
- ✓ Decision-making power in everyday shopping
- ✓ Housing status
- ✓ Monthly household income per person
- ✓ Ownership of a passenger car

Work:

- ✓ Education
- ✓ Current profession
- ✓ Professional status
- ✓ Employment status
- ✓ Proficiency in foreign languages
- ✓ Running a business

What do we know about respondents?

Shopping habits:

- ✓ Place of shopping
- ✓ Visiting shopping malls
- ✓ Types of visited pharmacies
- ✓ Health-related questions

Lifestyle:

- ✓ Sports
- ✓ Travel
- ✓ Travel destinations
- ✓ Time spent watching TV
- ✓ Time spent listening to the radio
- ✓ Time spent using the Internet
- ✓ Meals
- ✓ Frequency of ordering catering
- ✓ Smoking cigarettes
- ✓ Alcohol consumption

Devices:

- ✓ Laptop
- ✓ Desktop computer
- ✓ Tablet
- ✓ Mobile phone
- ✓ Phone operating system
- ✓ Mobile network operator
- ✓ Mobile phone plan

What do we know about respondents?



Health:

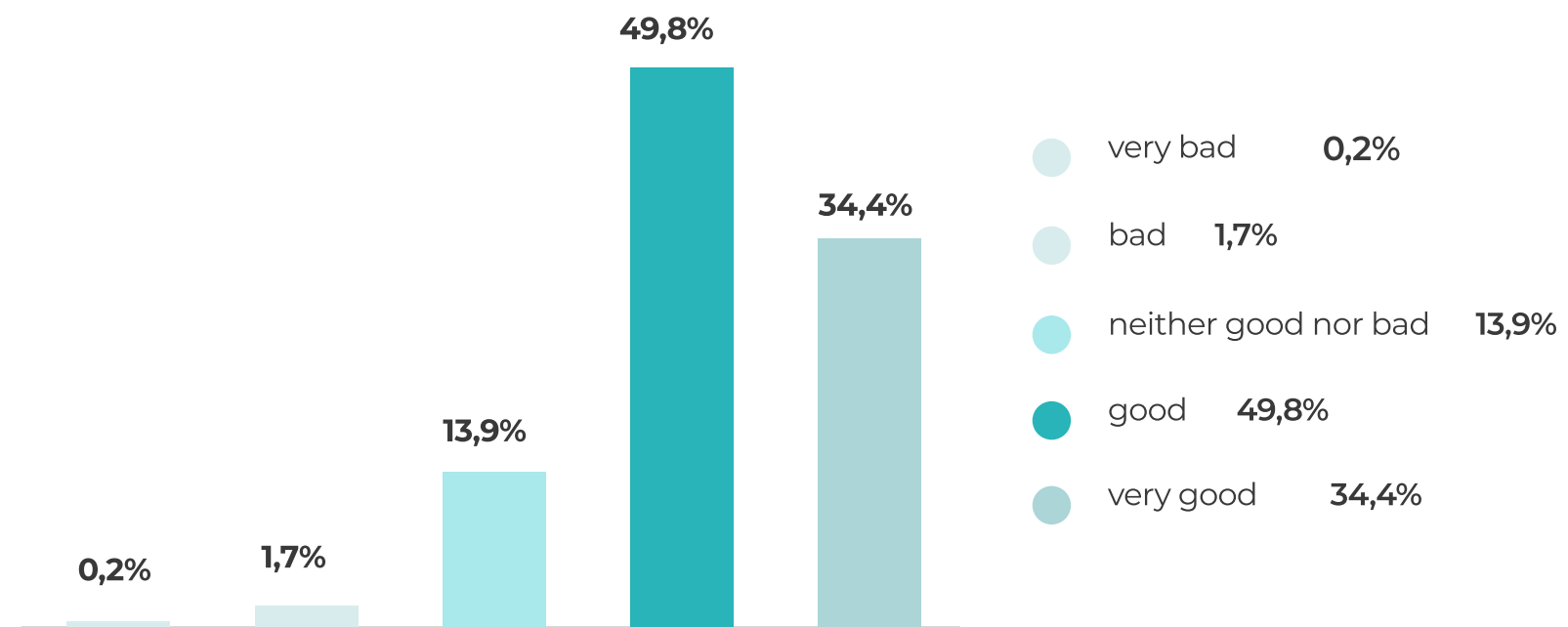
- ✓ Sources of obtaining medical information
- ✓ Health condition
- ✓ Preferred diet
- ✓ Specialists
- ✓ Used medications
- ✓ Diagnosed diseases
- ✓ Pharmacy purchases
- ✓ Interest in clinical trials

Respondents' statistics

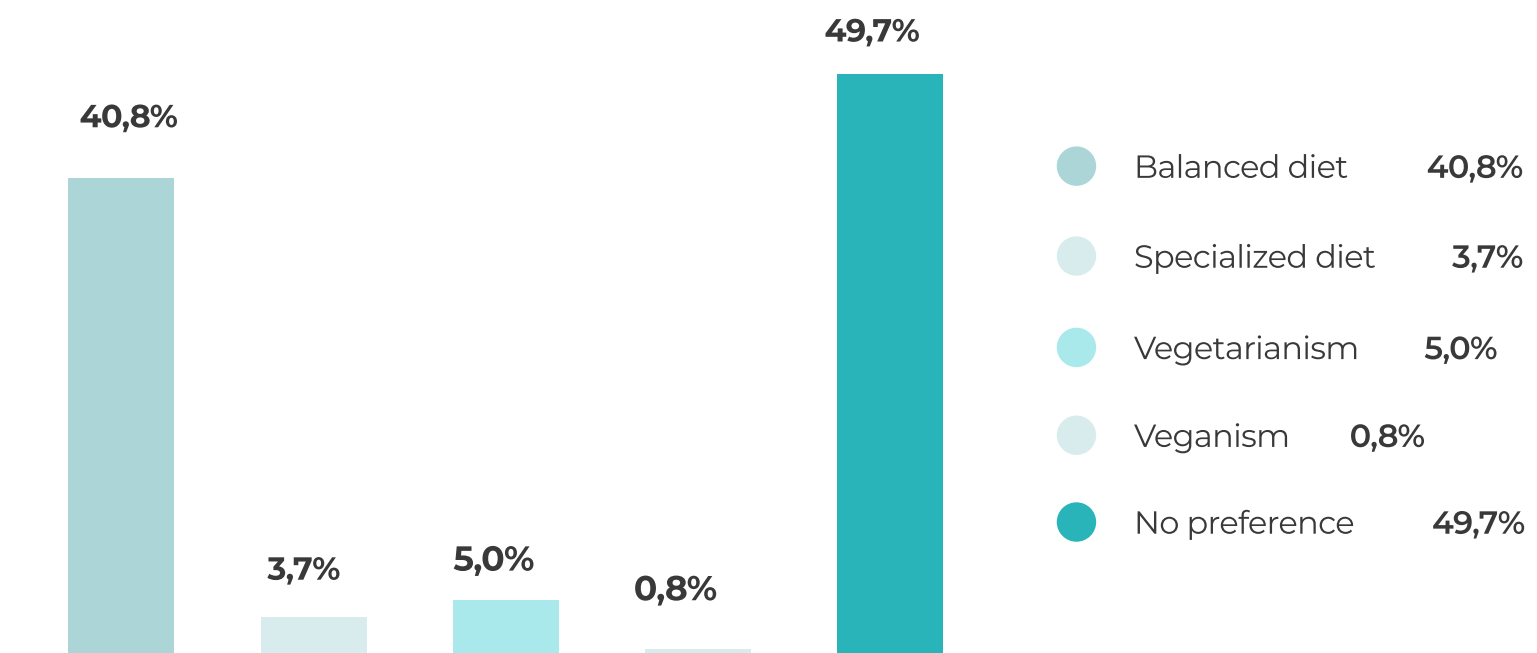
Health



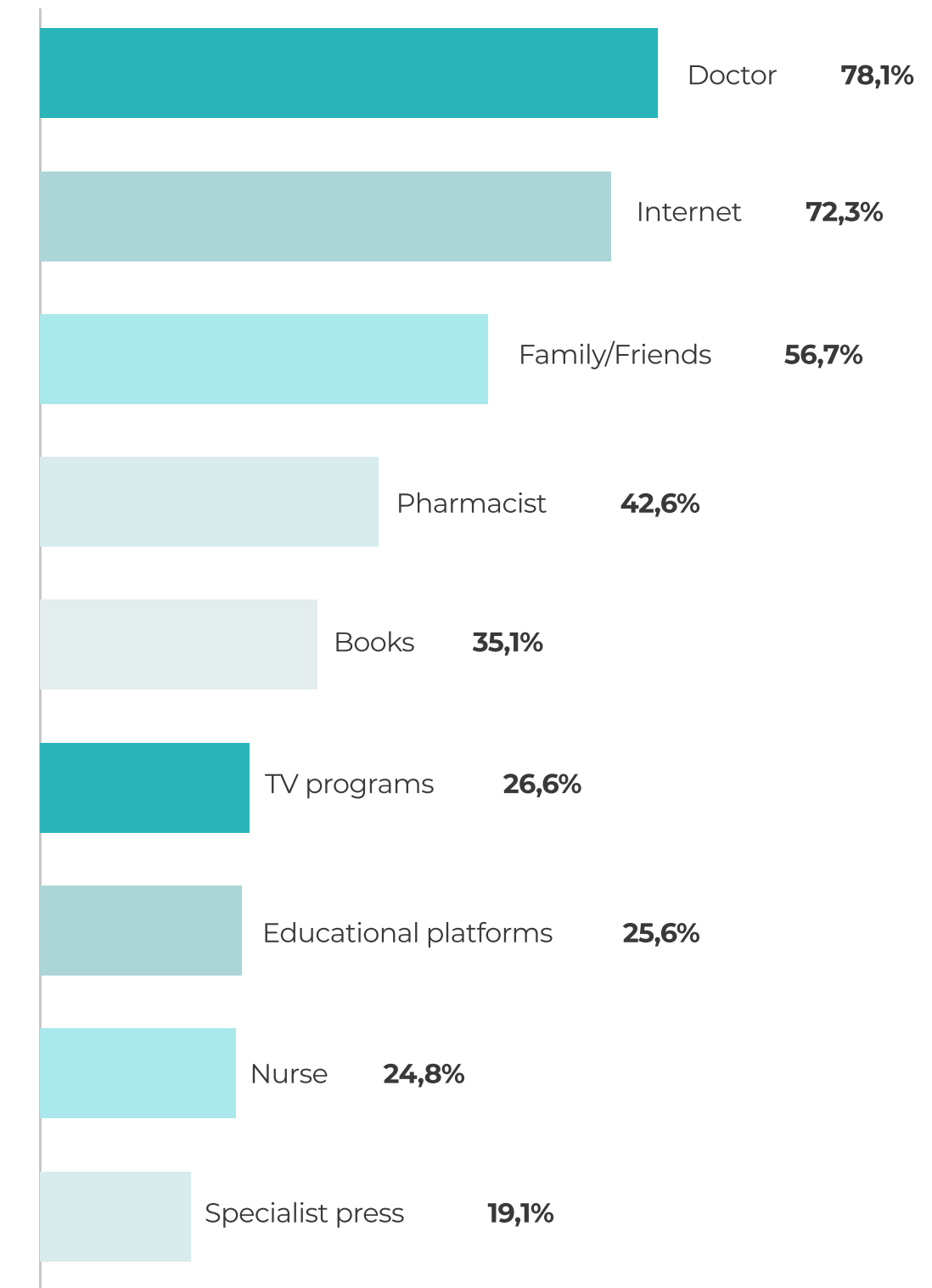
Health condition



Preferred diet



Sources of obtaining medical information

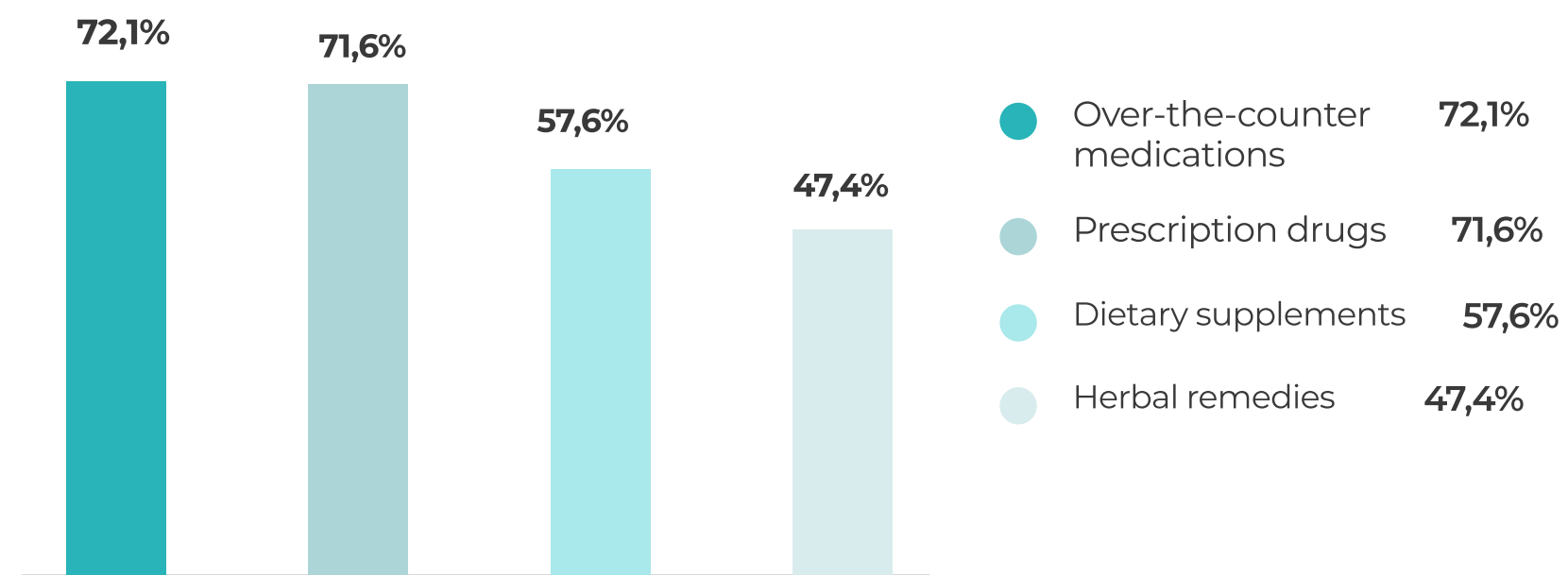


Respondents' statistics

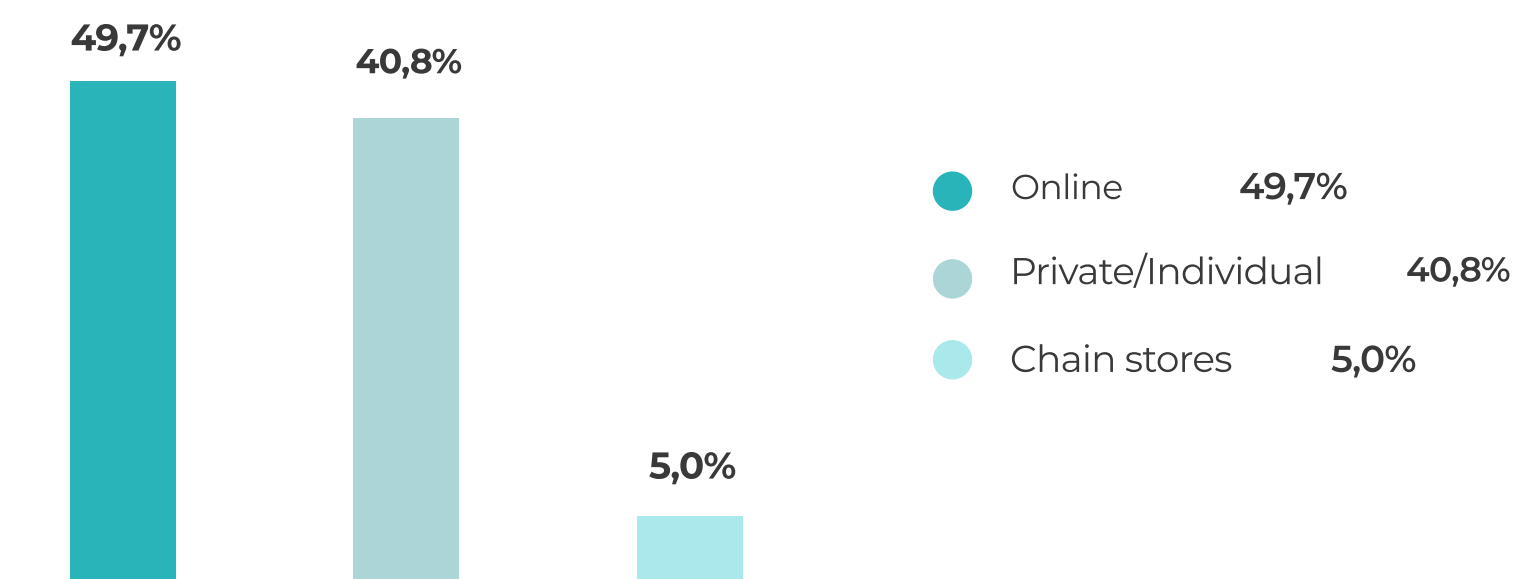
Health



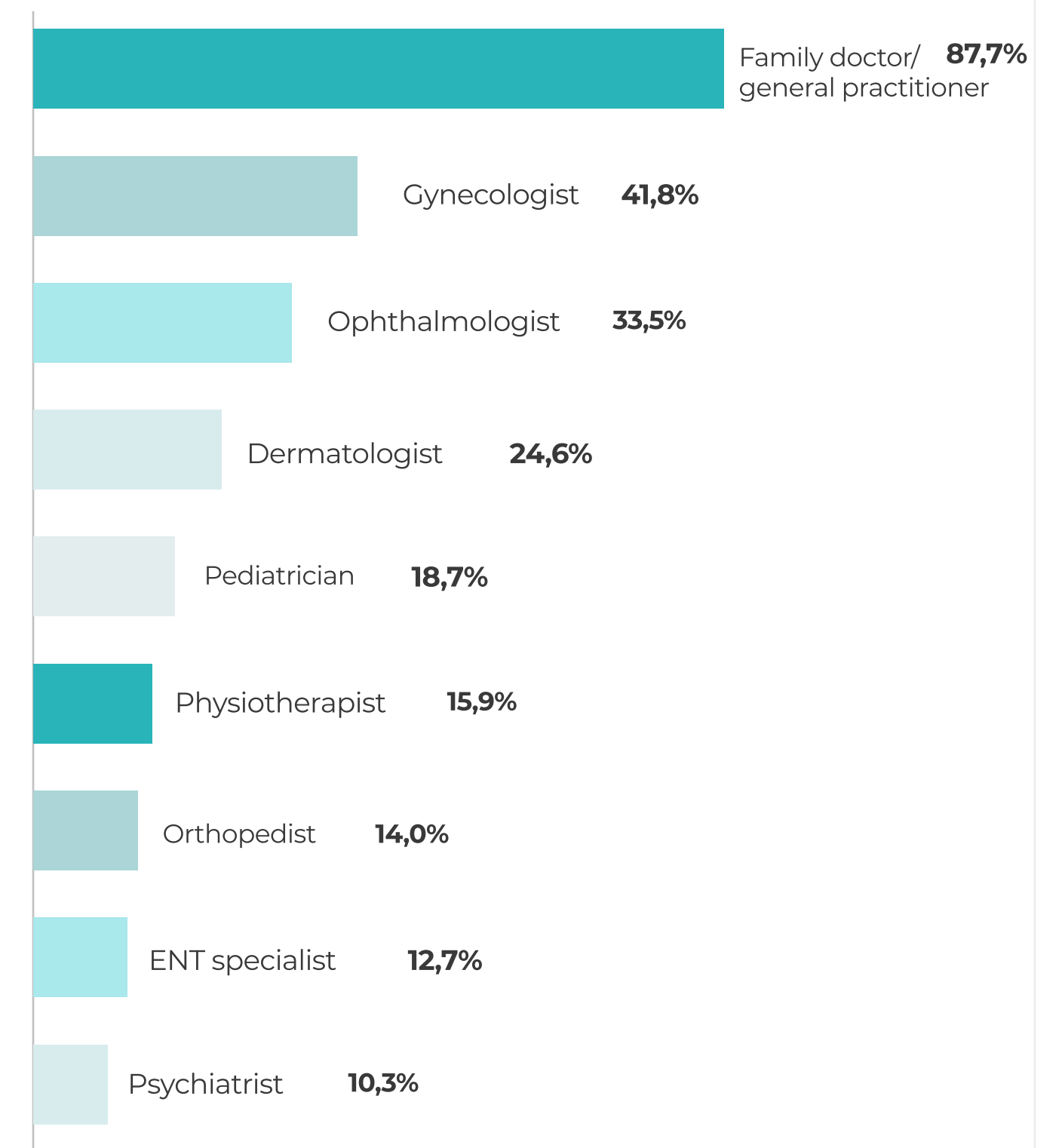
Applied medicaments



Shopping at pharmacies



Specialists

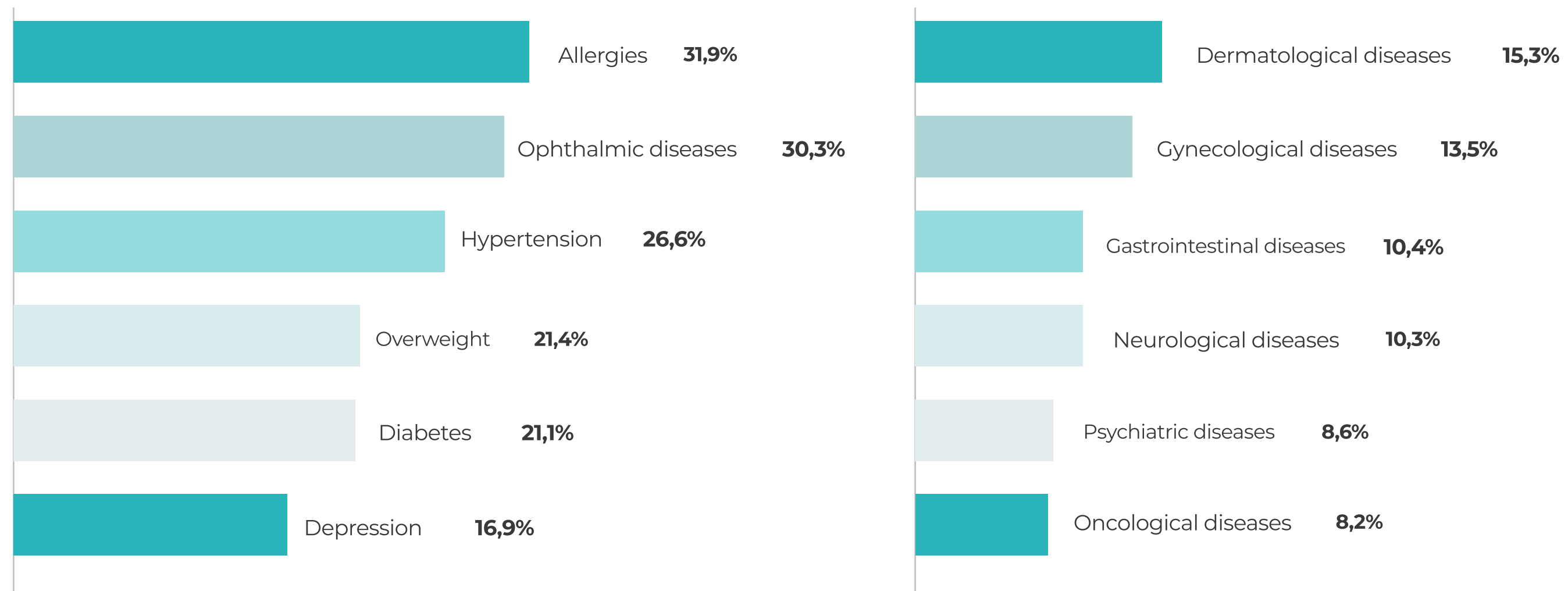




Interest in clinical trials

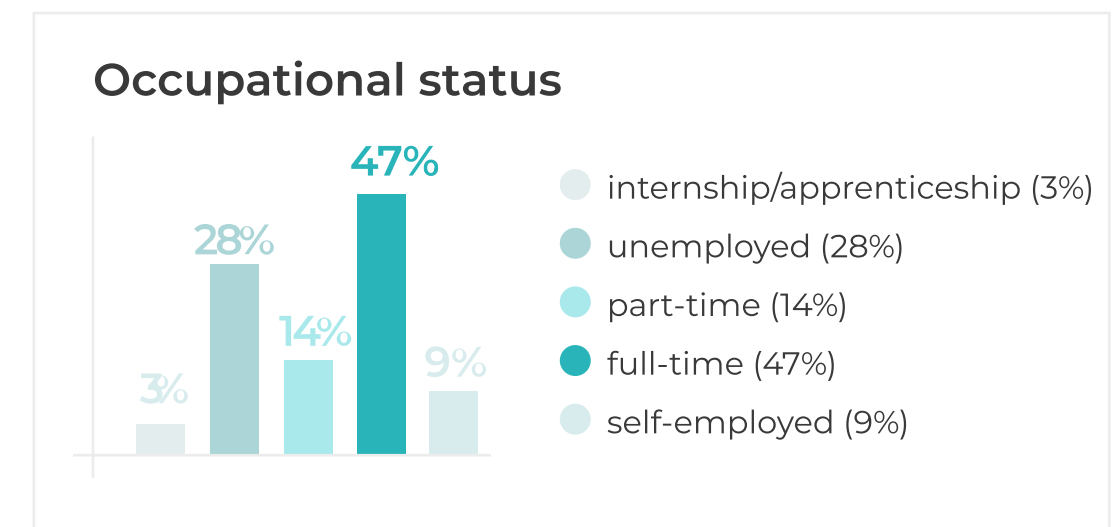
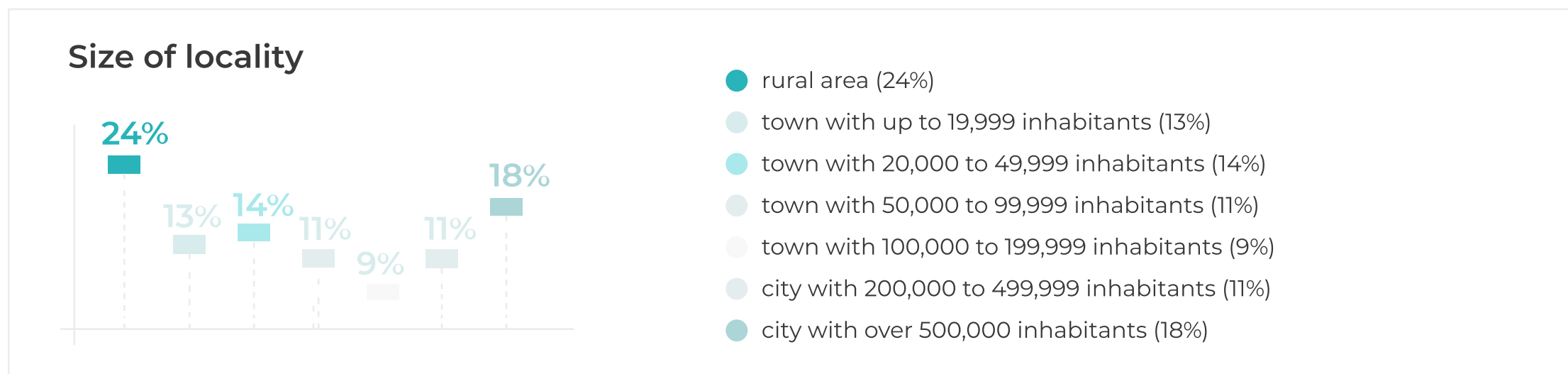
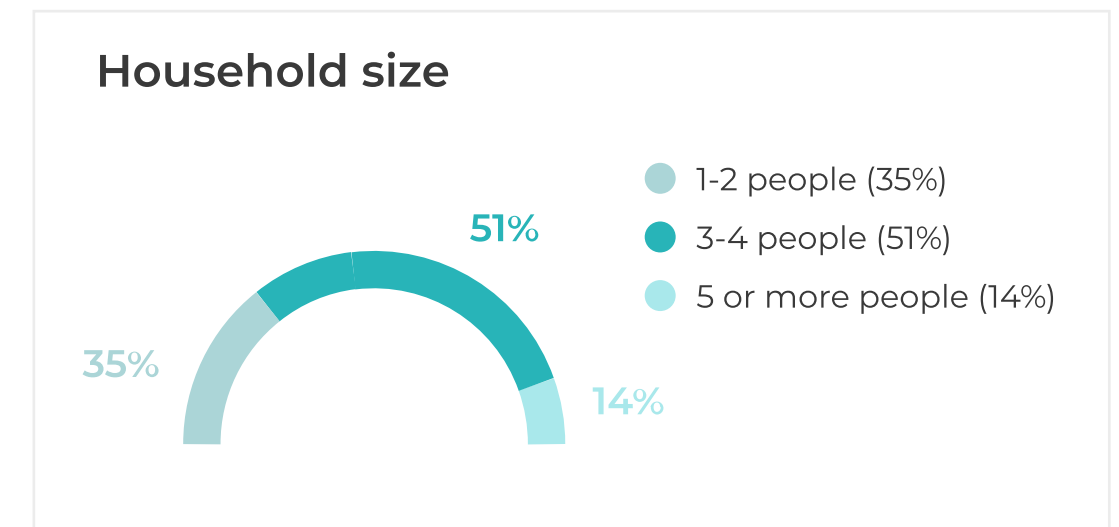
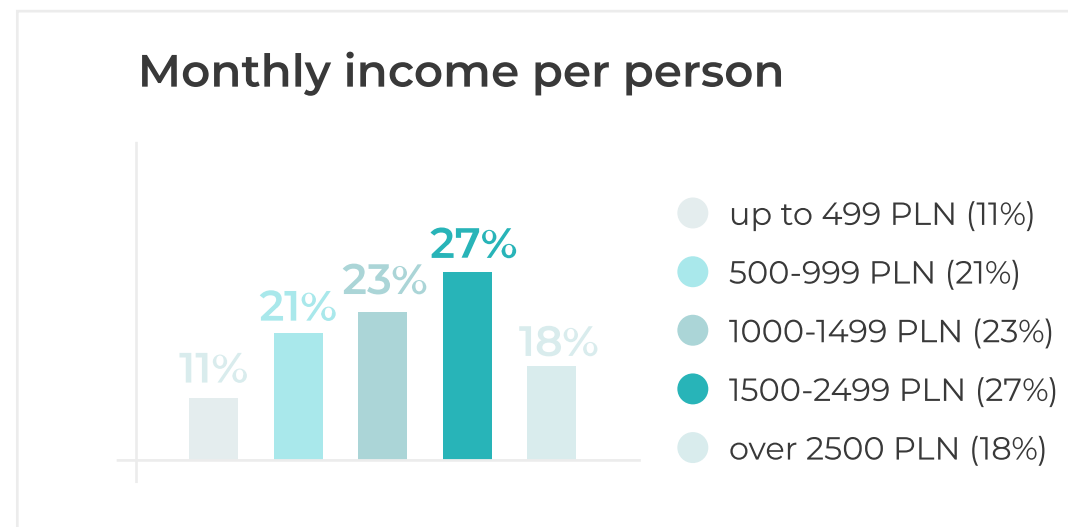
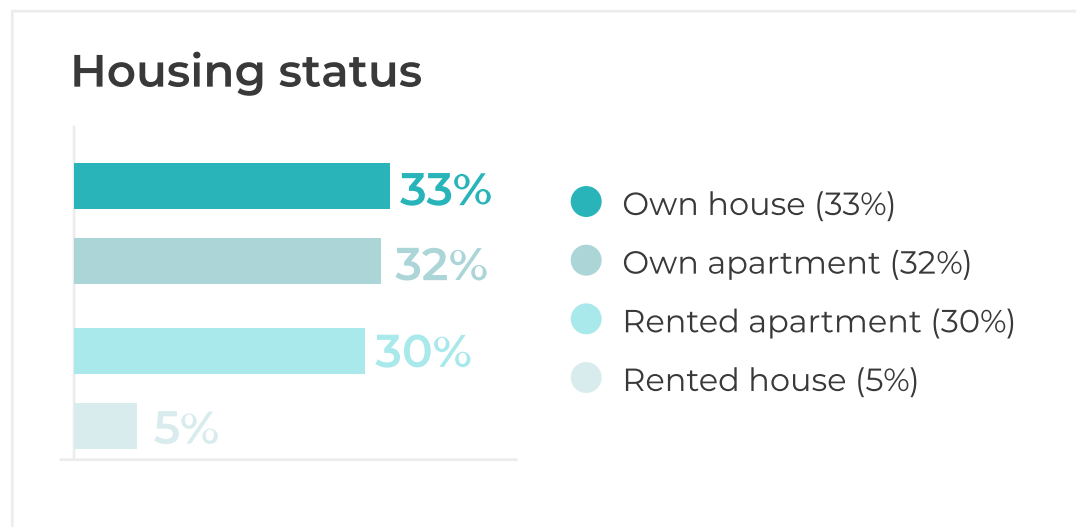
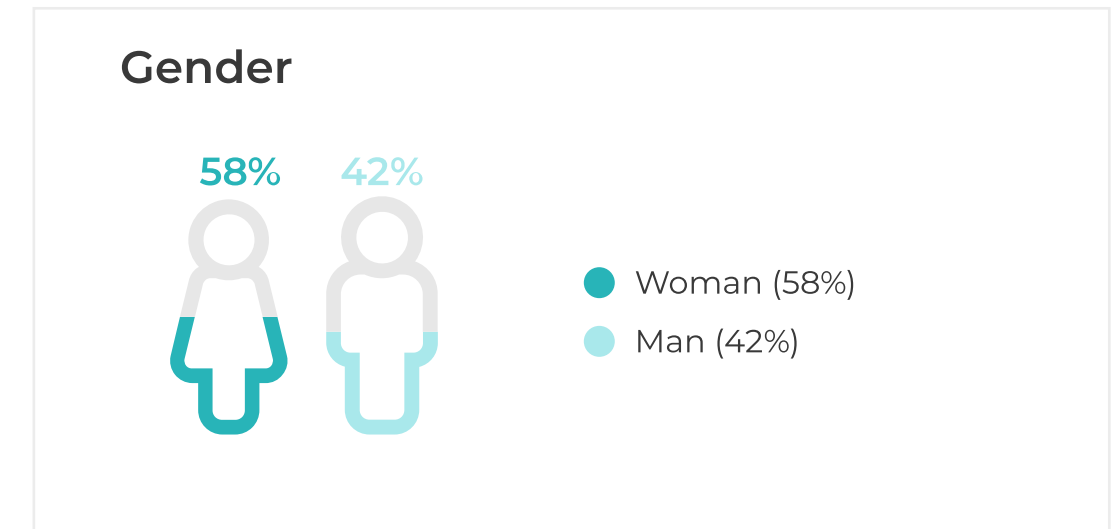
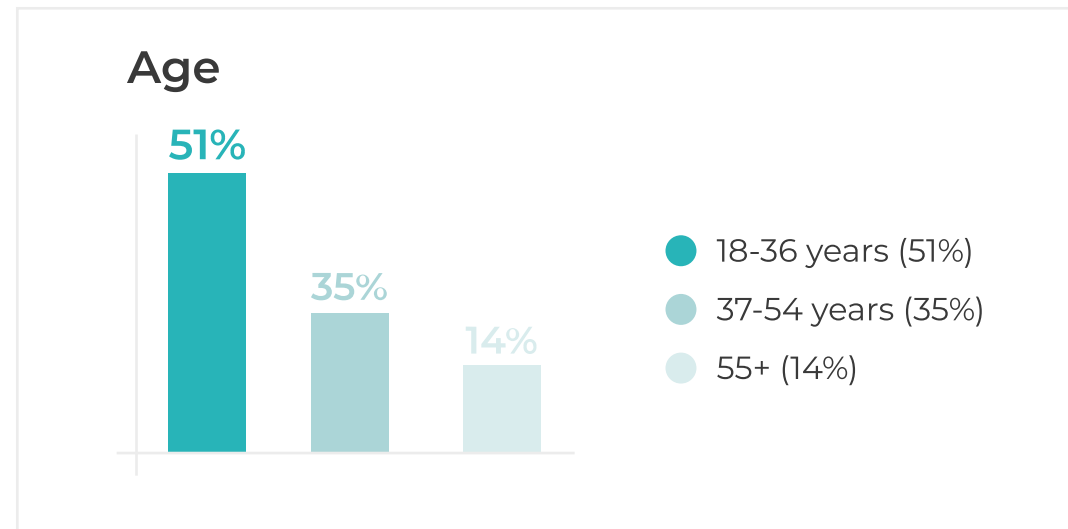
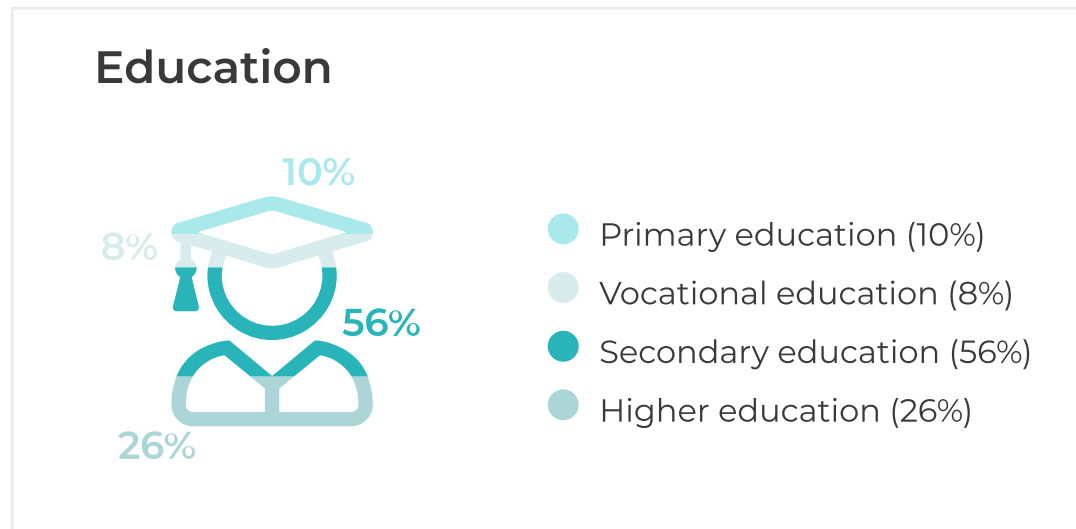


Diagnosed diseases



Respondents' statistics

Personal data and employment status

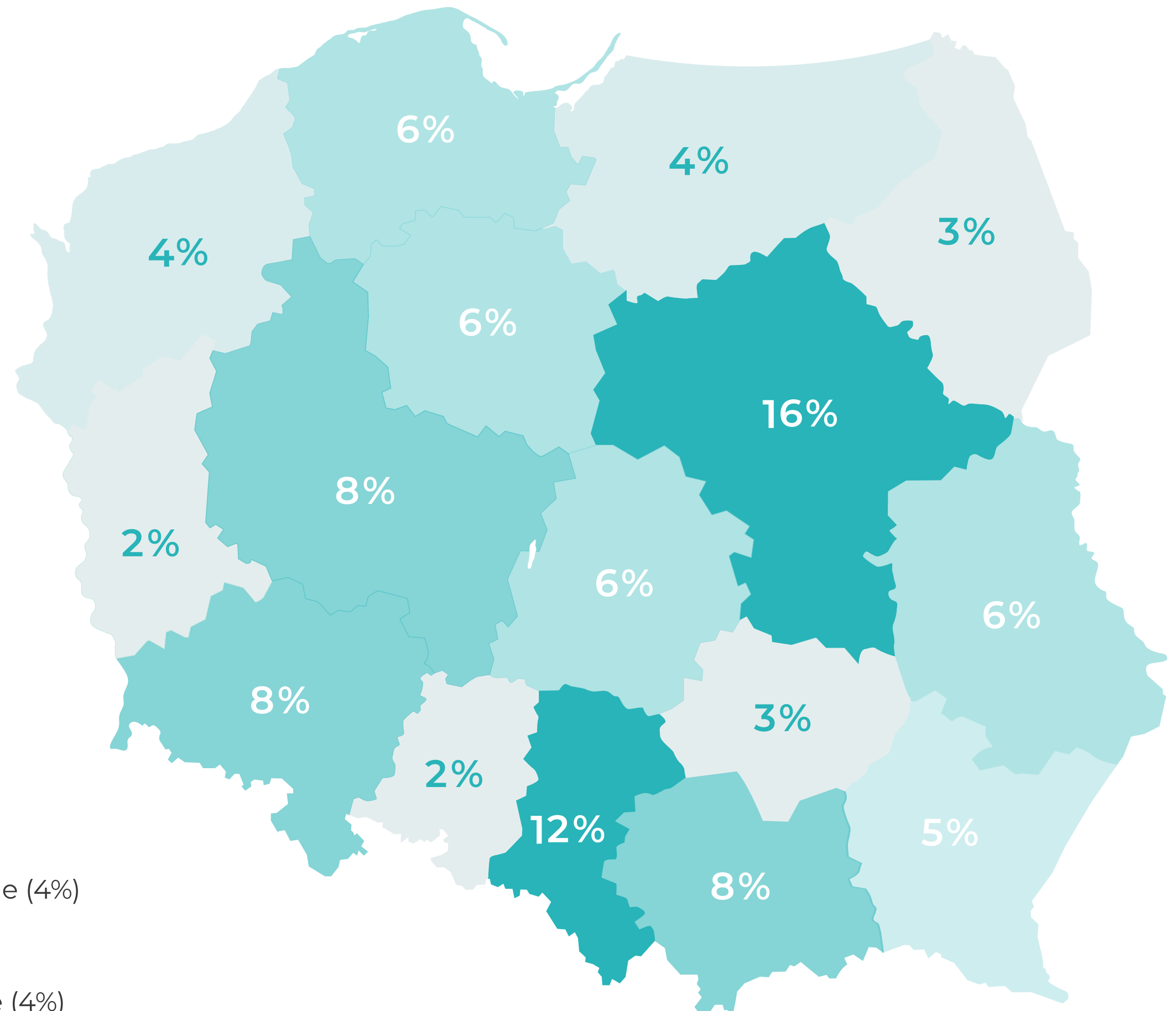


Respondents' statistics

Place of residence

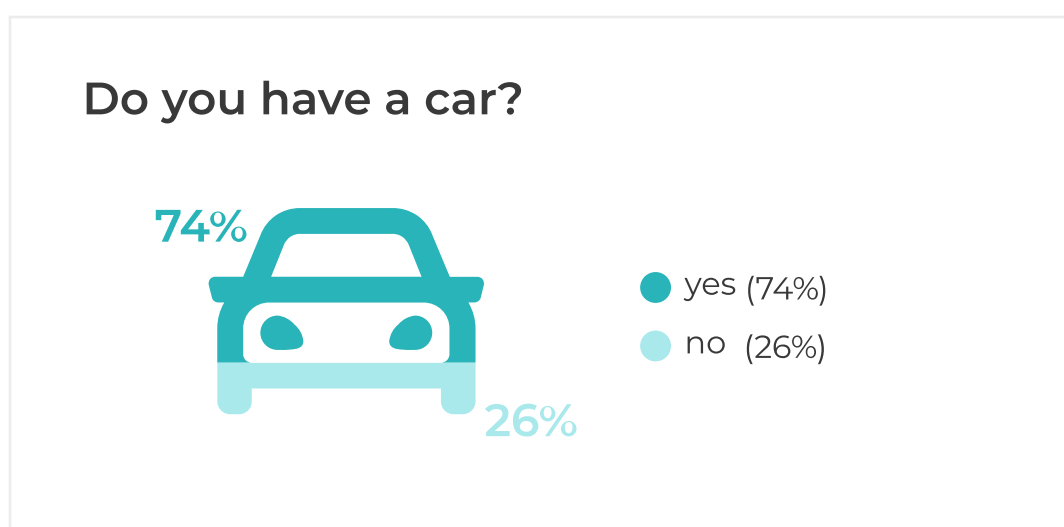
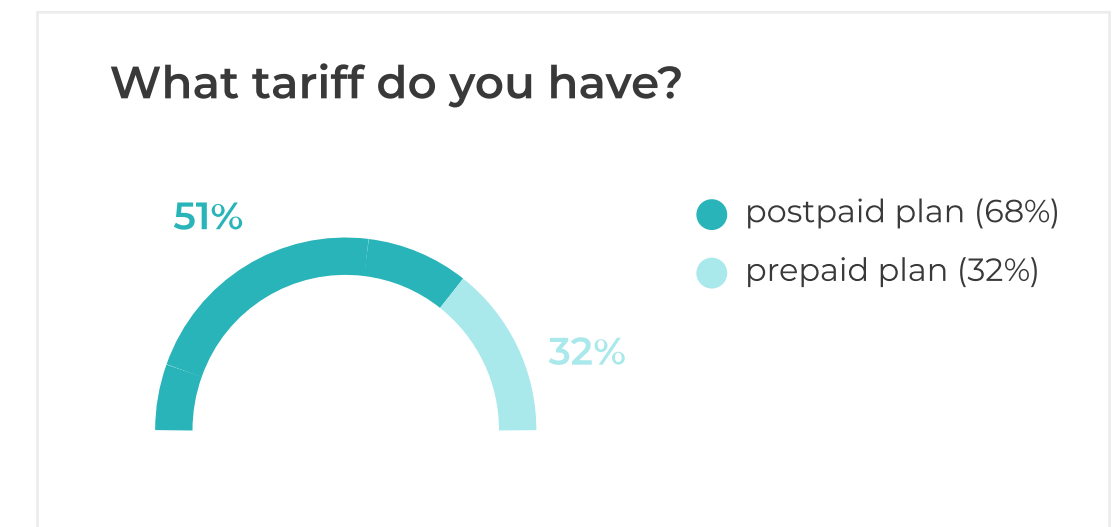
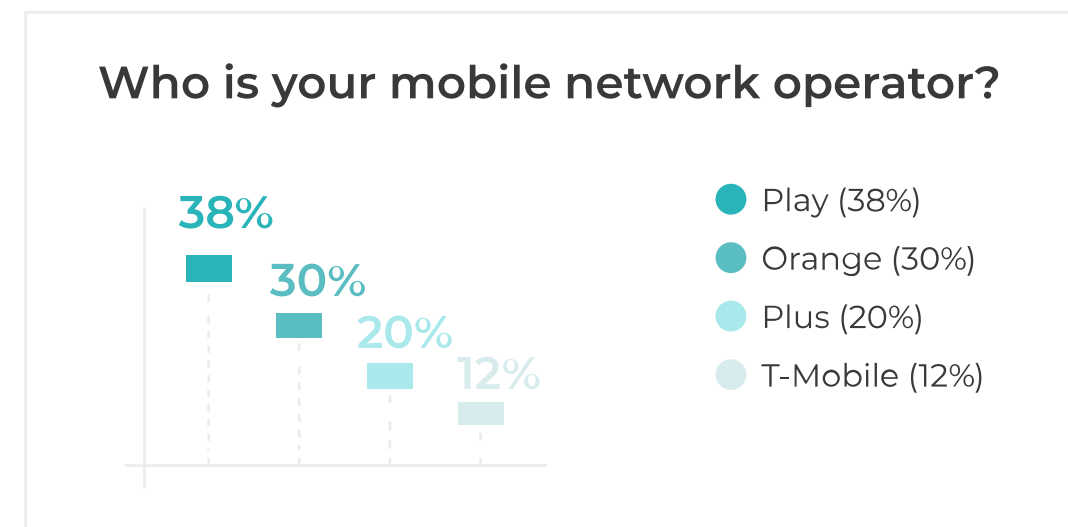
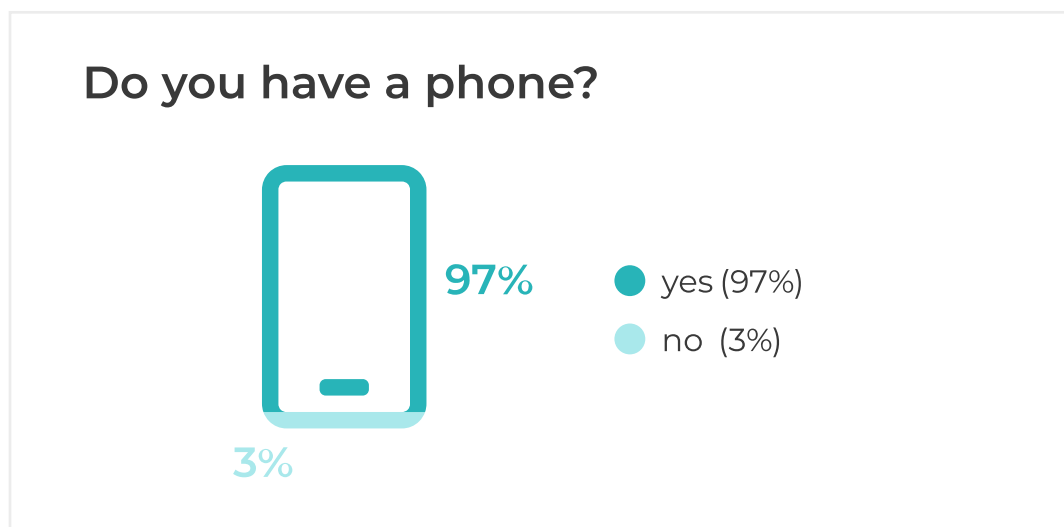
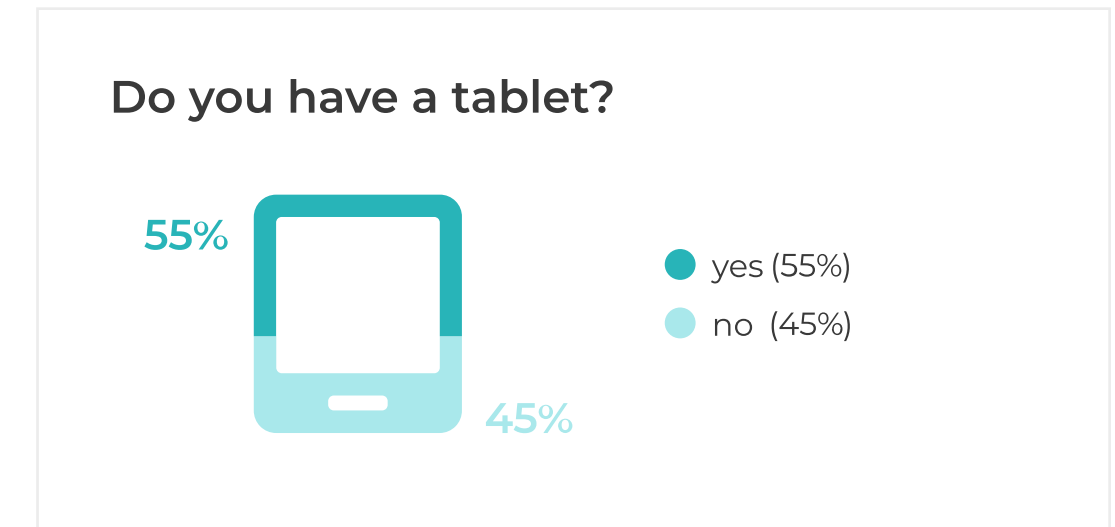
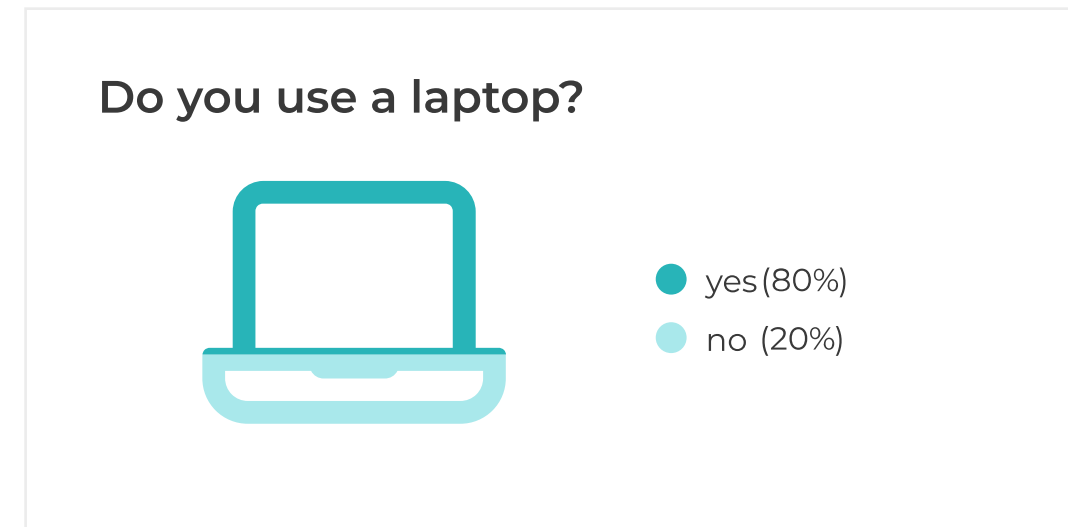
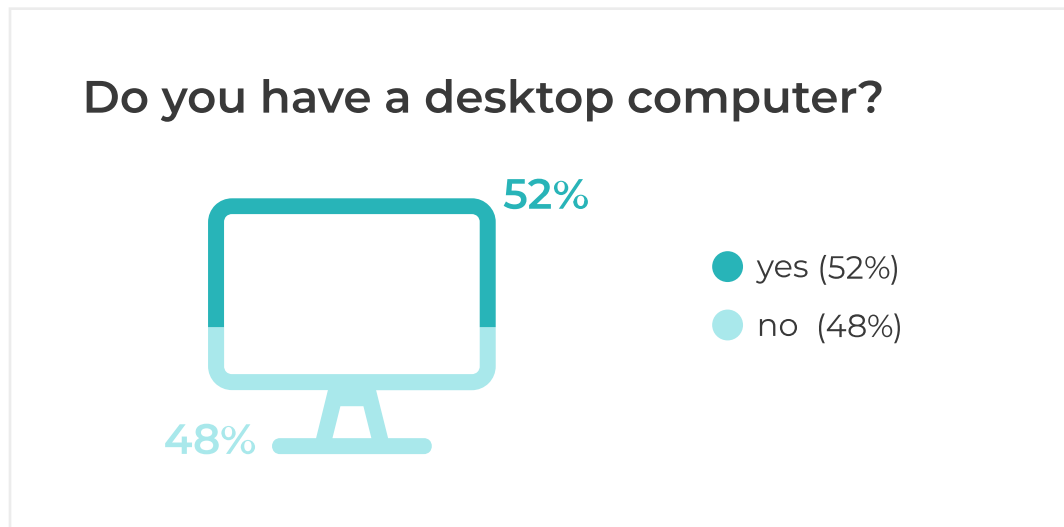
Voivodeship: (administrative division in Poland)

- dolnośląskie (8%)
- kujawsko-pomorskie (6%)
- lubelskie (6%)
- lubuskie (2%)
- łódzkie (6%)
- małopolskie (8%)
- mazowieckie (16%)
- opolskie (2%)
- podkarpackie (5%)
- podlaskie (3%)
- pomorskie (6%)
- śląskie (12%)
- świętokrzyskie (3%)
- warmińsko-mazurskie (4%)
- wielkopolskie (8%)
- zachodniopomorskie (4%)



Respondents' statistics

Assets

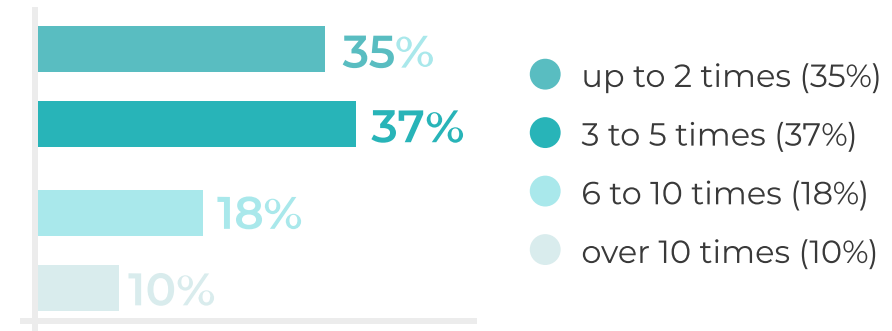


Respondents' statistics

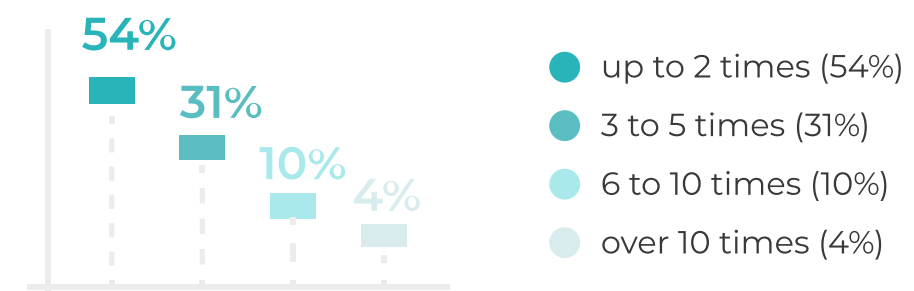
shopping



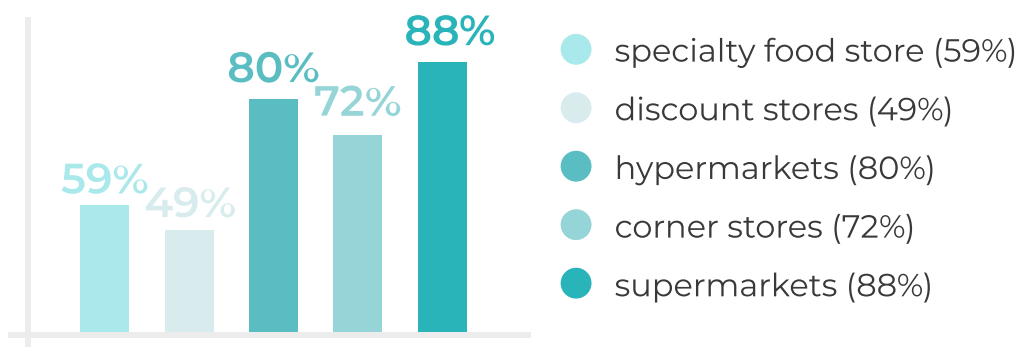
How often do you eat out in a month?



How often do you order meals on a monthly basis?



Where do you do your shopping?



Do you make decisions in your everyday purchases?

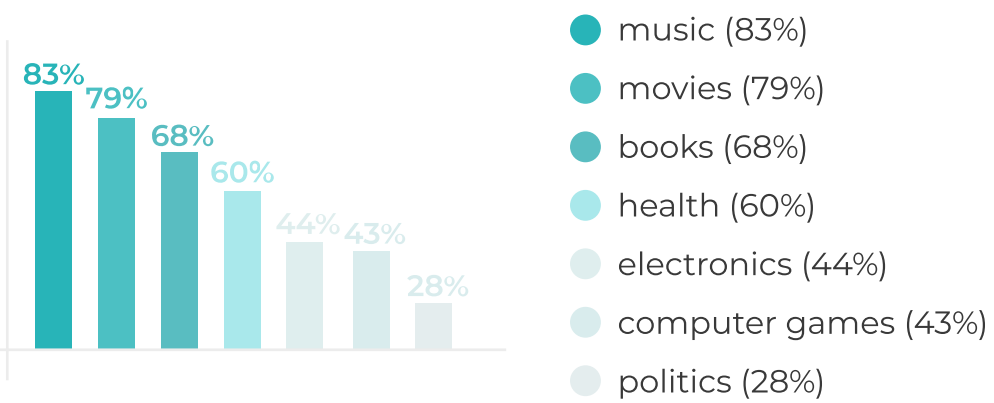


Respondents' statistics

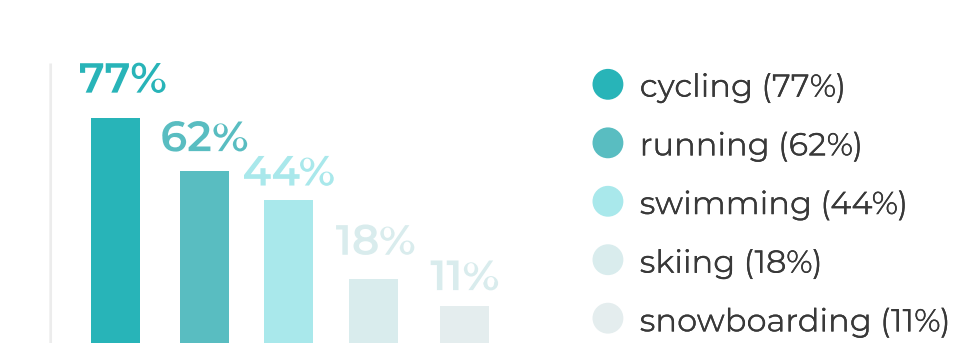
Interests



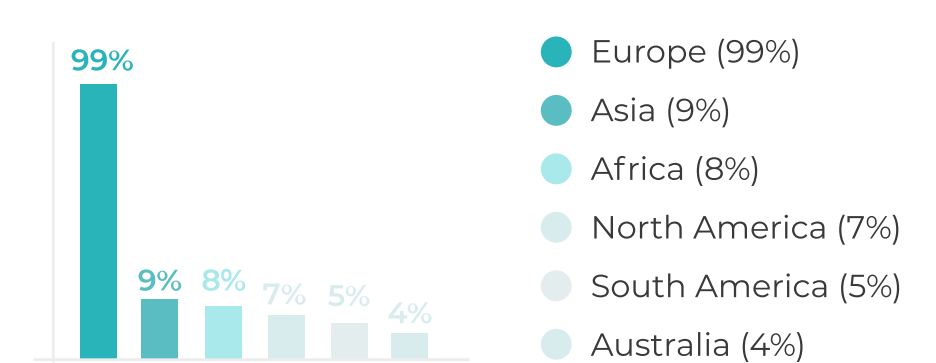
What are your interests?



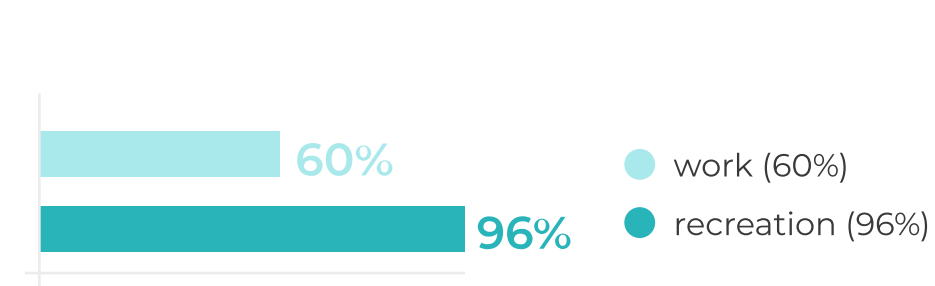
What sport do you prefer?



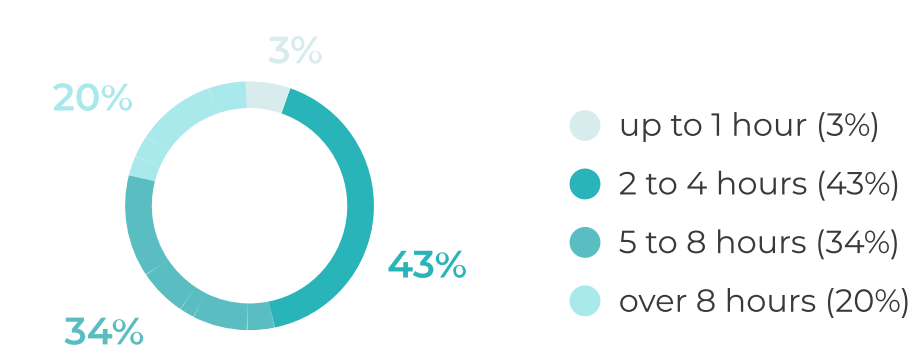
In which directions do you travel?



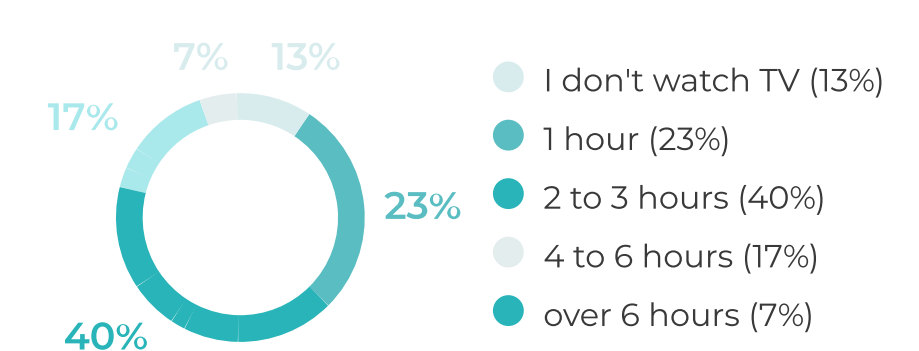
What do you use the internet for?



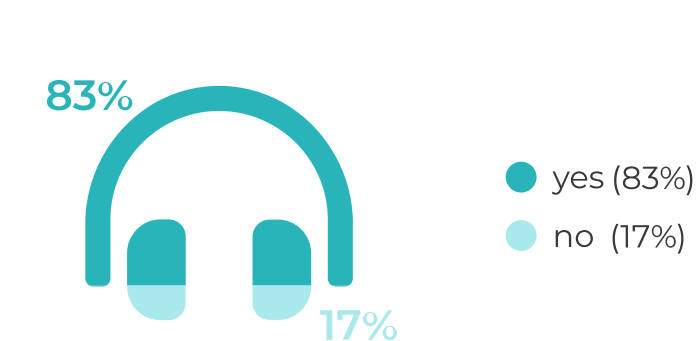
How long do you use the internet daily?



How long do you watch television daily?



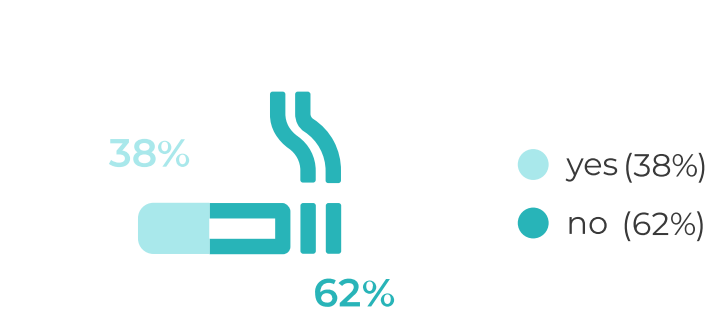
Do you listen to the radio?



Do you drink alcohol?



Do you smoke cigarettes?



 RESEARCH
 SURVEYS
 ANALYSIS
 STATISTICS