d-panel
Online-Marktforschung Drogerien

Efficient, trusted and cost-effective

The «druggists» omnibus survey (Drogisten HF / droguistes ES)

Do you need quick and well-founded answers from «druggists» to your marketing questions?

DocWorld AG's online market research **d-panel** provides you with a reliable basis for decision-making: **specific, fast, professional and with an attractive price-performance ratio.**

The survey waves take place on the following dates:

	Ed. Deadline I	Ed. Deadline II	Results
February	26.01.2027	02.02.2027	26.02.2027
March	15.02.2027	22.02.2027	19.03.2027
April	22.03.2027	30.03.2027	23.04.2027
May	20.04.2027	27.04.2027	21.05.2027
June	18.05.2027	25.05.2027	22.06.2027
August	13.07.2027	20.07.2027	13.08.2027
September	17.08.2027	24.09.2027	17.09.2027
October	14.09.2027	21.09.2027	15.10.2027
November	02.11.2027	09.11.2027	03.12.2027

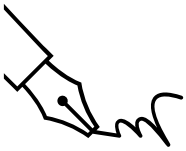
Condition for realisation: A survey wave will be carried out if a minimum of 4 questions has been received.

Please send us questions that need to be revised by us and/or approved by your clearing process until **editorial deadline I**. Internally approved and final questions may be submitted until **editorial deadline II.**



Target group

The d-panel is a multi-topic survey (omnibus) among Swiss "druggists" from German- and French-speaking Switzerland.



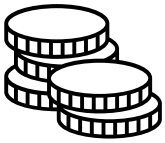
Questions

Participation is possible with **at least 3 questions per client (open, semi-open, closed** or **matrix).** We are happy to **support** you in **formulating your questions**. The online survey will be programmed, carried out and evaluated by DocWorld **in accordance with your questionnaire**. We take care of the translation of your questions to french**.**



Evaluation

Three weeks following the deadline, we will send you the **evaluation of your questions**. You receive the results as a PDF version of a PPT presentation. The evaluation consists of aggregated results from **50 druggists from a national panel.**



Costs

The **package price** is **CHF 1'230.-** per closed question and **CHF 1'440.-** per semi-open / open / matrix question (up to 6 answer options, each additional answer option CHF 200.-, plus CHF 280.- if a matrix answer option is open). The price includes support with formulation, translation of the questions, programming, and evaluation. **Additional evaluations** in Excel format are possible for an **additional charge**. **Pharmacovigilance** is charged according to expenditure.

Coordination

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Combine your d-panel questions with our survey of pharmacists - the pharm-panel - and **receive answers from a total of 150 experts!**
Package price excl. VAT:
- Per closed question CHF 1'480*
- Per open / semi-open / matrix question CHF 1'750*

*Incl. translation, programming and evaluation