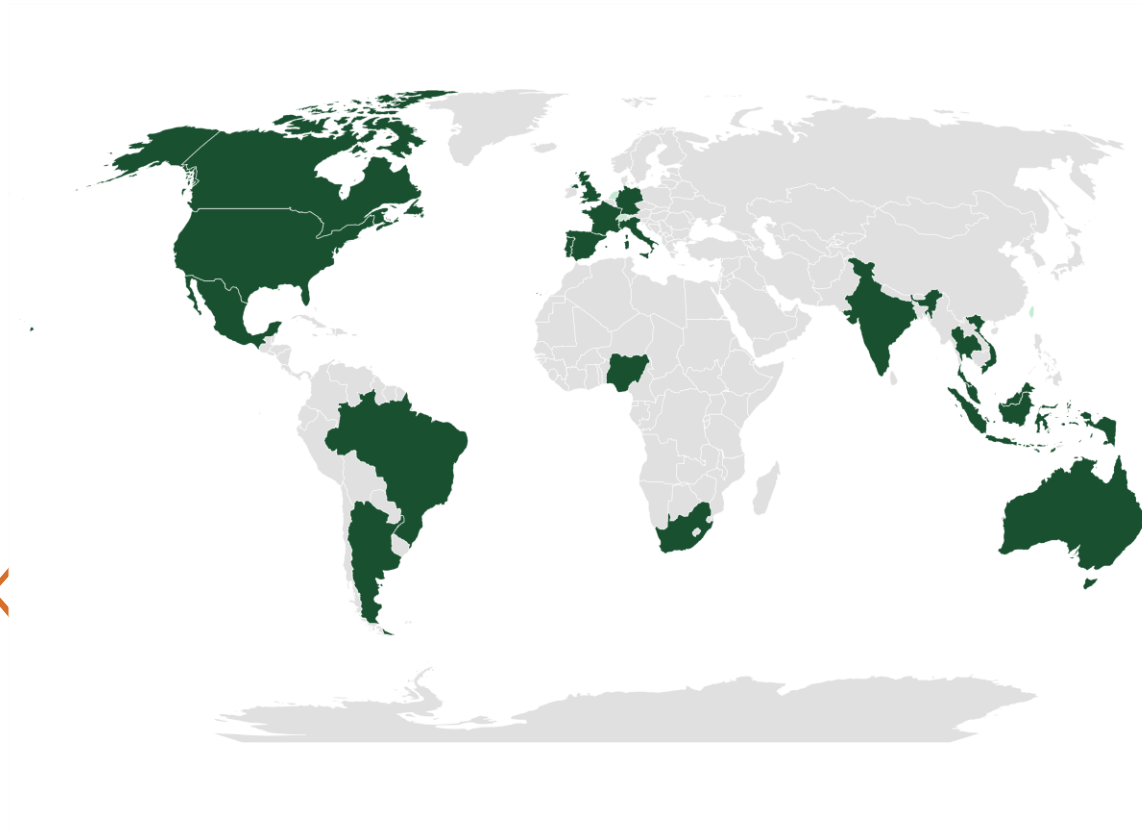




B2C PANEL BOOK 2020



WE ARE IRB

We are a global survey company, specializing in quantitative online research and respondent engagement.

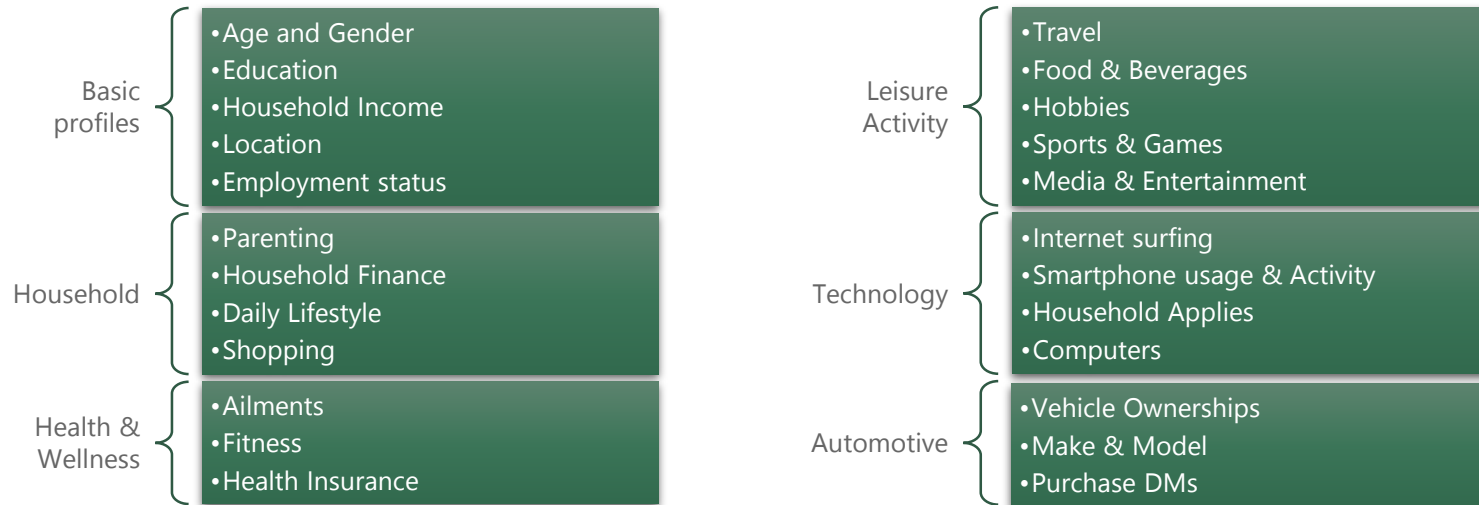
Headquartered in New Delhi and a regional HQ in the US and the UK, Internet Research Bureau serves clients worldwide.

The core services include engaging with **B2B panel** globally to gain market insights and designing, programming and conduct client surveys.

Industry needs modern and better ways to conduct B2B research surveys, and IRB is proud to take the lead in this direction.

We rely only on organically acquired and smartly managed data

PRIMARY B2C PROFILING



WE EXPERTIZE IN

Panel Categorization & Profiles

| B2C | | |
|---|---|--|
| General | Special | Ailments |
| <ul style="list-style-type: none">✓ Parents✓ Teens & Kids✓ Homeowners✓ Pet owners✓ Car owners✓ Smartphone users (Mobile panel)✓ Tech Enthusiasts✓ Frequent Shoppers✓ Fashion Enthusiasts✓ Insurance owners | <ul style="list-style-type: none">✓ High net-worth Individuals✓ Frequent Travelers✓ International Travelers | <ul style="list-style-type: none">✓ ADHD✓ Arthritis✓ Asthma✓ Atopic Dermatitis (Eczema)✓ Cancer✓ Cardiovascular Diseases✓ Chronic Rhinosinusitis✓ COPD/Chronic Bronchitis✓ Crohn's Disease/ Ulcerative Colitis✓ Depression/Anxiety Disorder✓ Diabetes T1/T2✓ Epilepsy✓ Gout✓ Hepatitis✓ High Blood Pressure, Cholesterol✓ Kidney Disease✓ Migraine✓ Multiple Sclerosis✓ Obesity/Overweight |

PROPRIETARY PANEL COUNTRIES

ASIA-PACIFIC

| | |
|----------------------------|----------|
| INDIA | 2,91,627 |
| SINGAPORE | 54,172 |
| AUSTRALIA | 43,618 |
| MALAYSIA | 20,076 |
| HONG KONG | 24,968 |
| PHILIPINES | 9,635 |
| TAIWAN | 12,044 |
| INDONESIA | 21,679 |
| THAILAND | 17,850 |
| VIETNAM | 24,220 |

EUROPE

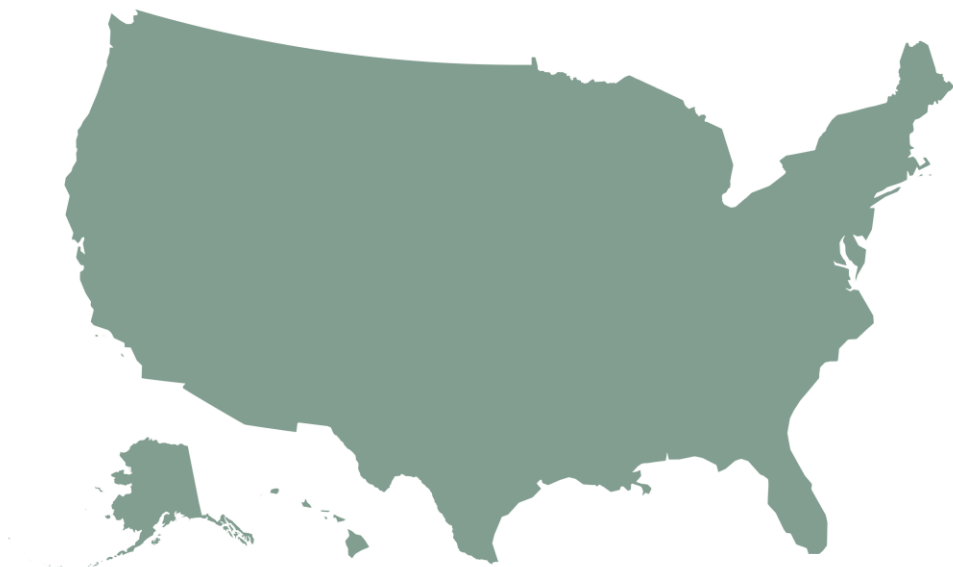
| | |
|-----------------------------|--------|
| UK | 70,312 |
| FRANCE | 60,451 |
| GERMANY | 53,493 |
| ITALY | 64,907 |
| SPAIN | 71,370 |
| NETHERLANDS | 20,155 |
| PORTUGAL | 22,987 |
| SWITZERLAND | 18,570 |

AMERICAS

| | |
|---------------------------|----------|
| USA | 3,72,964 |
| CANADA | 16,029 |
| MEXICO | 41,759 |
| BRAZIL | 1,48,107 |
| ARGENTINA | 11,290 |

AFRICA

| | |
|---------------------------|--------|
| S. AFRICA | 21,276 |
| NIGERIA | 14,891 |

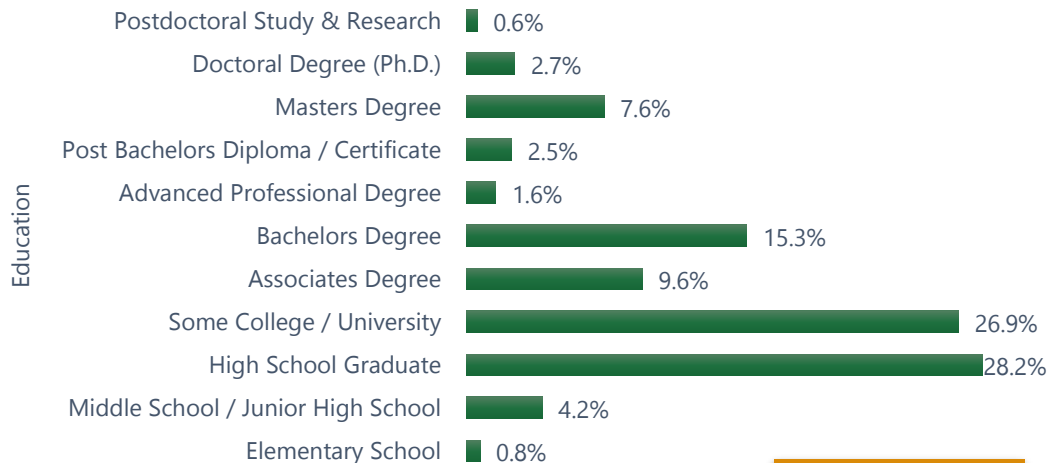
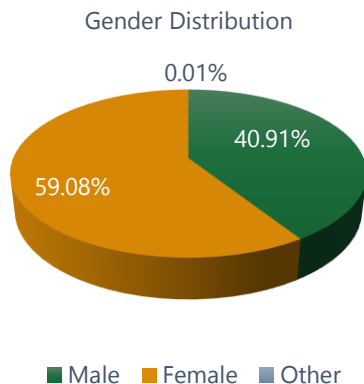
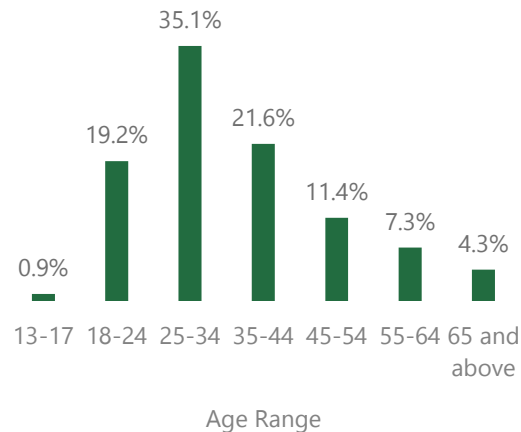
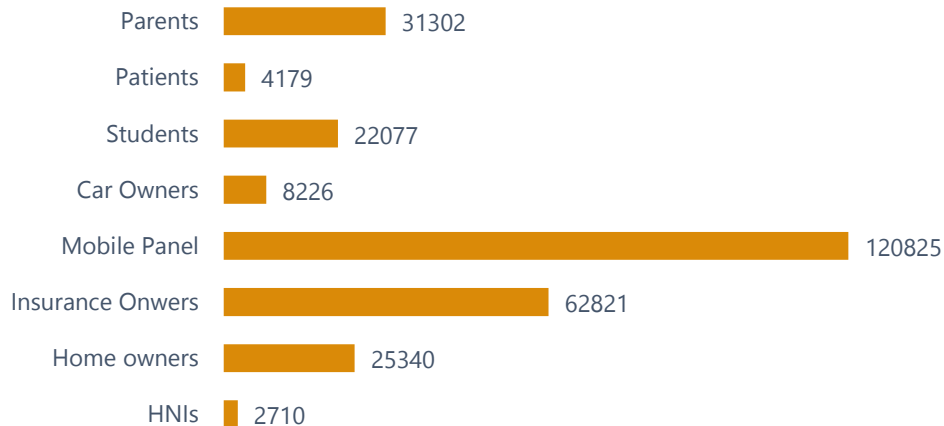


UNITED STATES

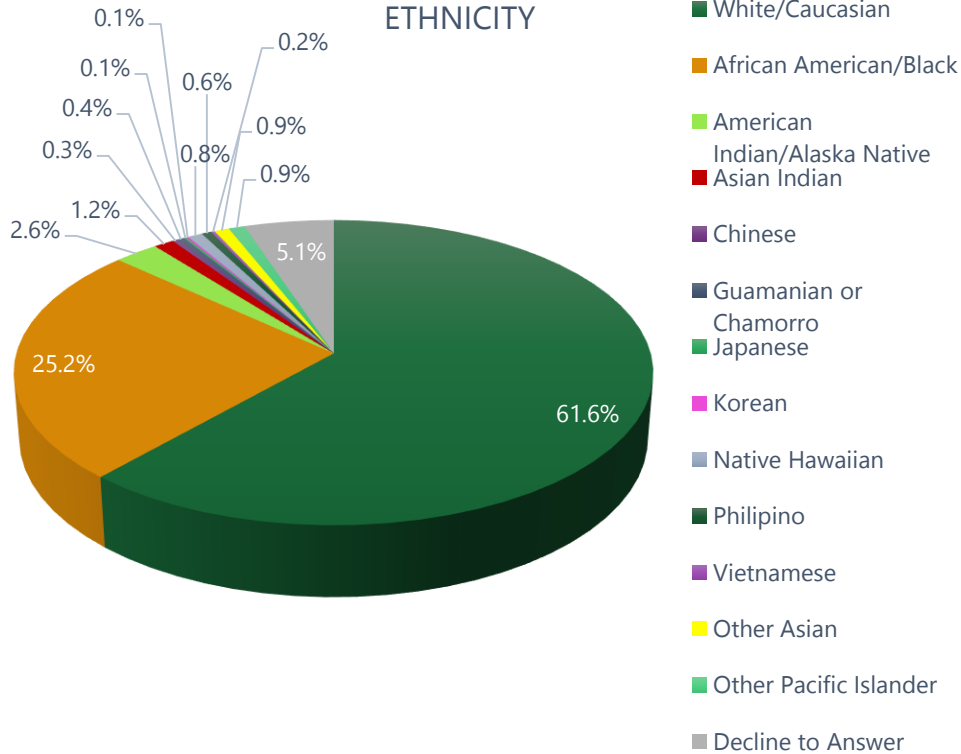
Panel Size: 3,72,964

Mobile Verified: 5,889

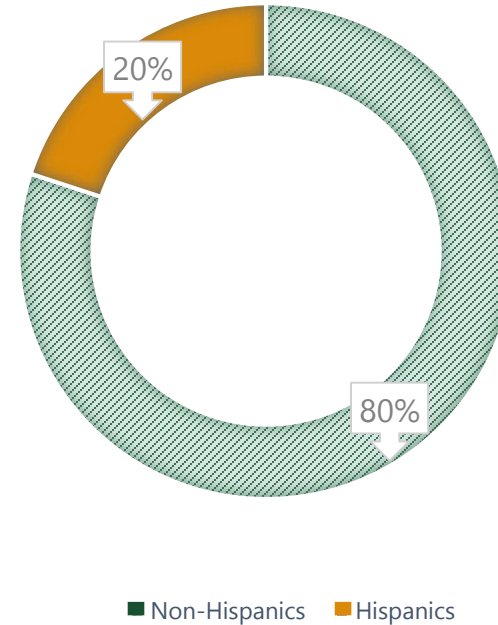
Response Rate: 6.23%


[GO TO COUNTRY LIST](#)

ETHNICITY

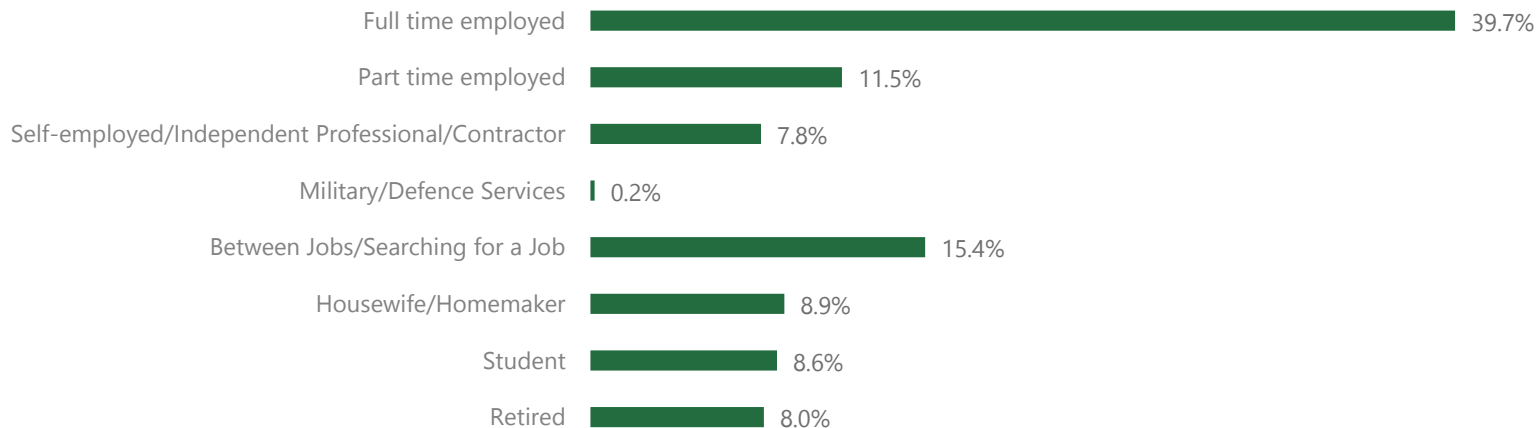


ORIGIN

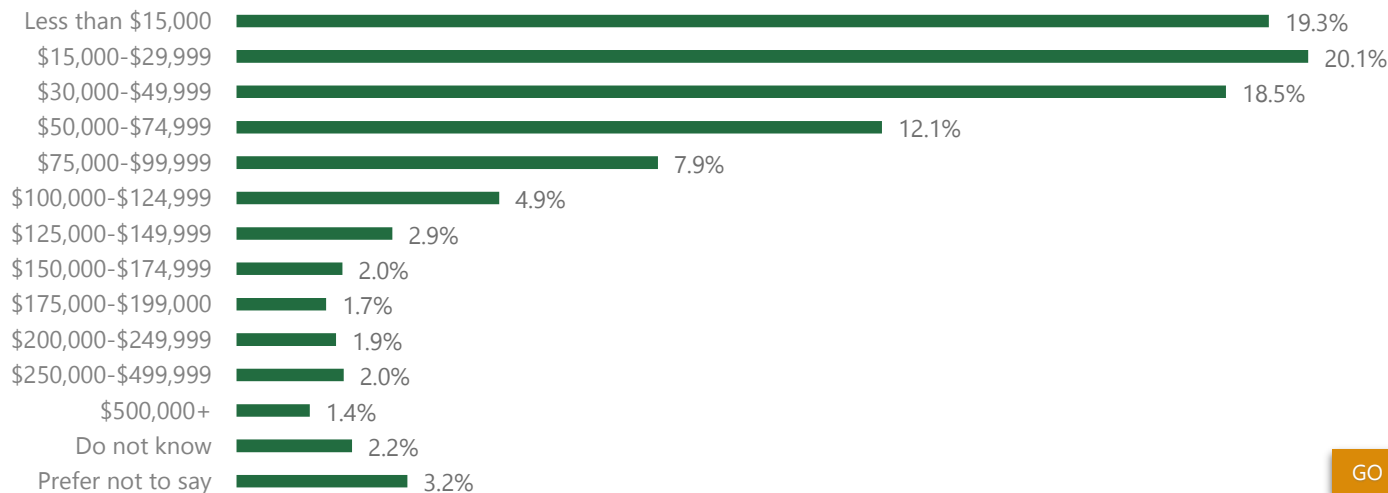


[GO TO COUNTRY LIST](#)

Employment Status



Household Income



[GO TO COUNTRY LIST](#)



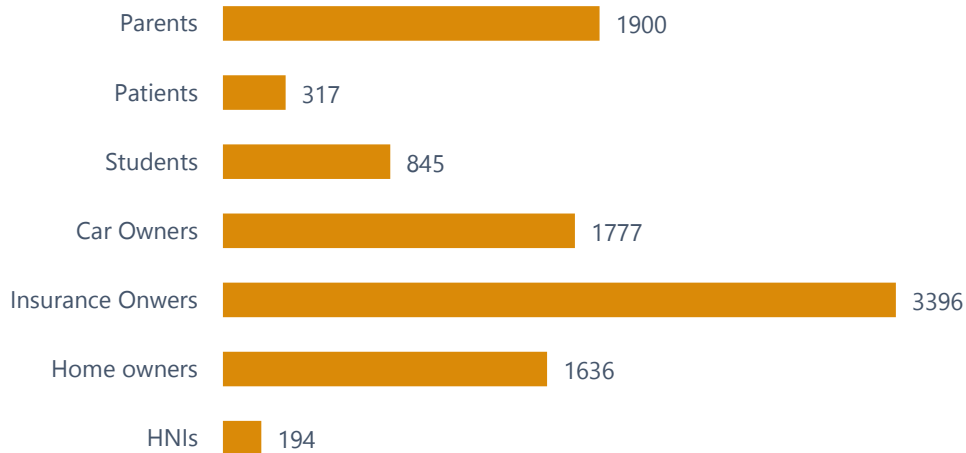
CANADA

Panel Size: 16,029

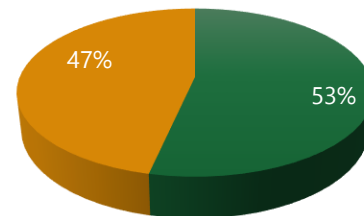
Mobile Verified: 175

Response Rate: 6.21%

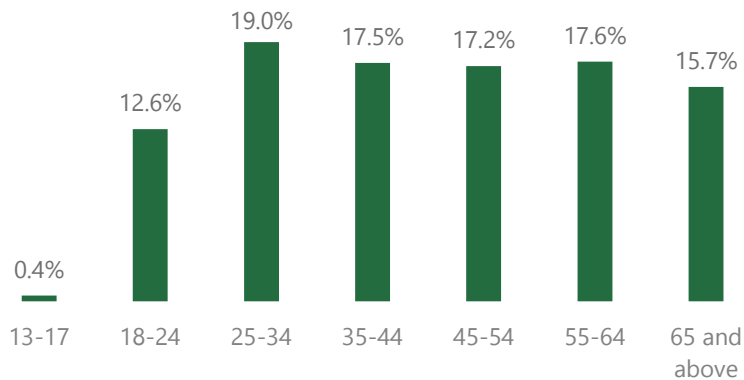
[GO TO COUNTRY LIST](#)



Gender Distribution

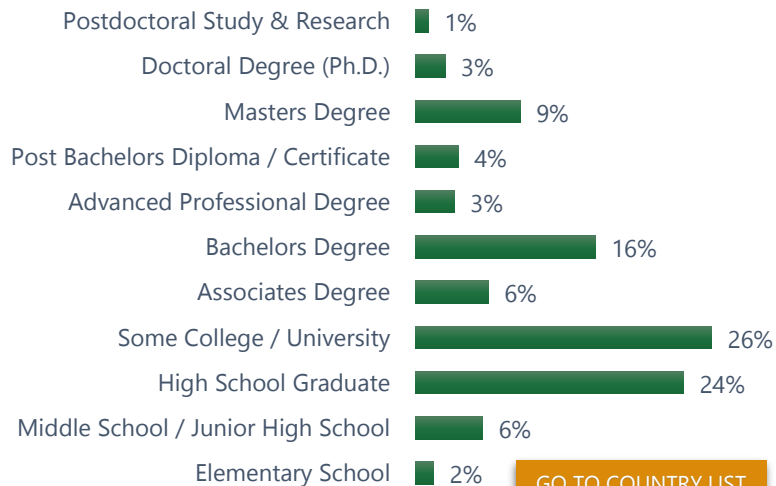


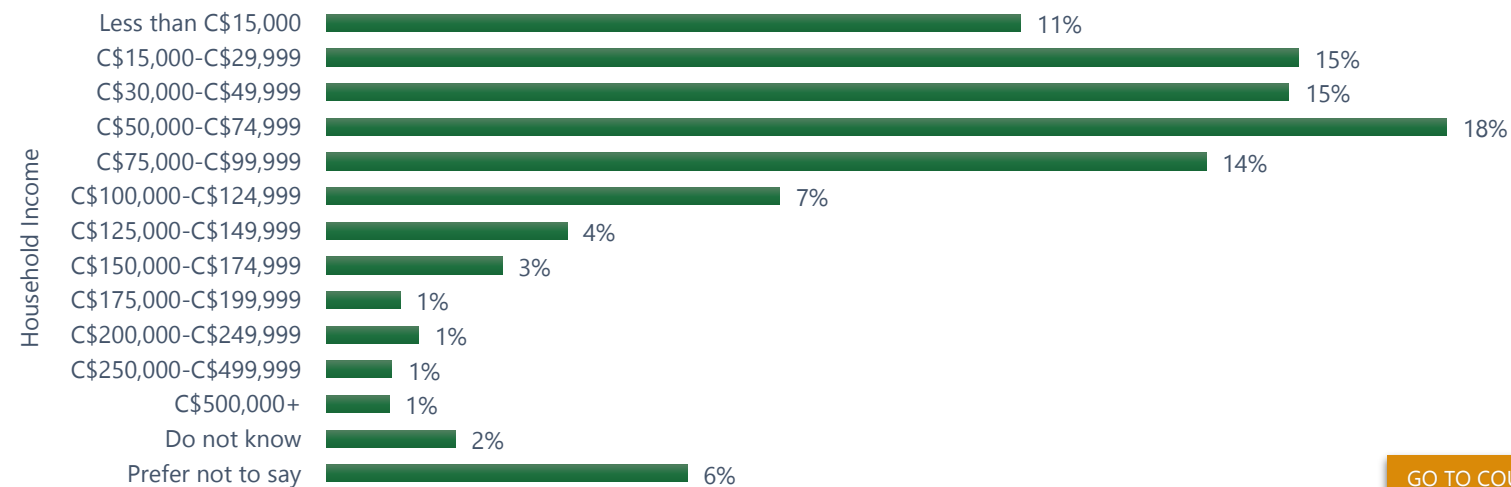
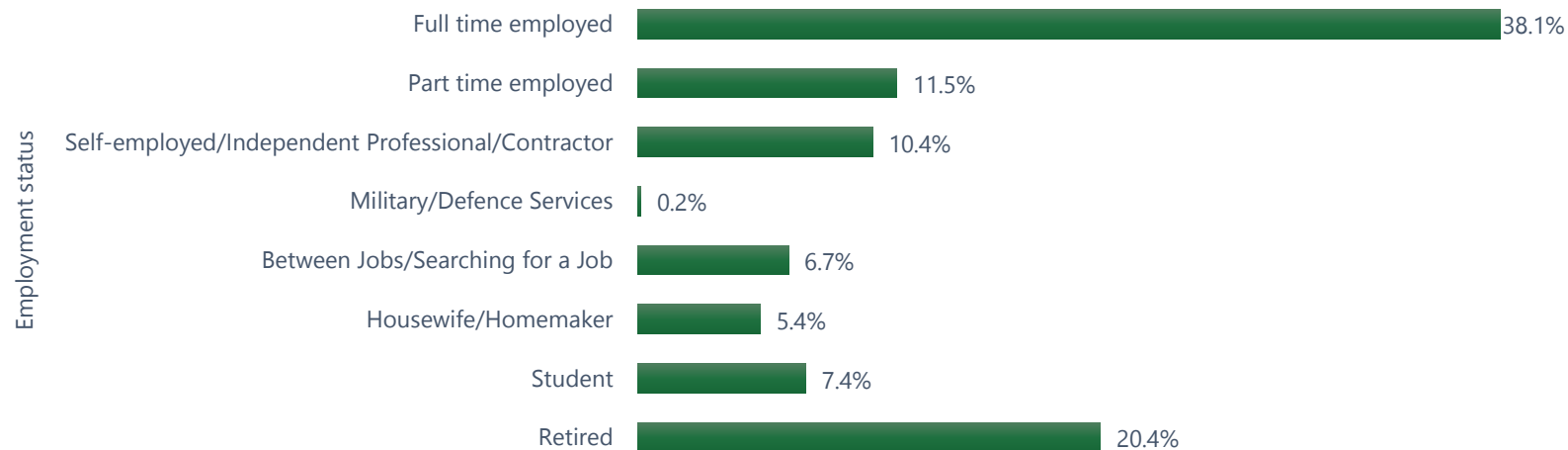
■ Male ■ Female



Age Range

Education


[GO TO COUNTRY LIST](#)



[GO TO COUNTRY LIST](#)



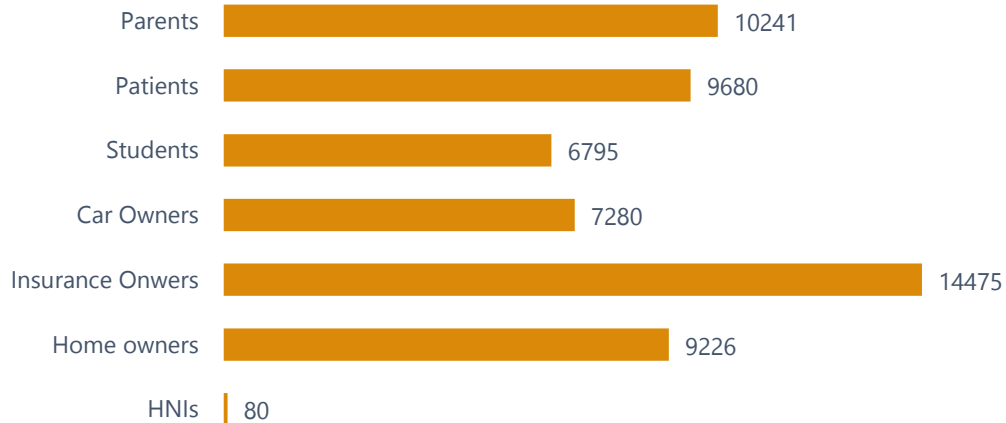
MEXICO

Panel Size: 41,759

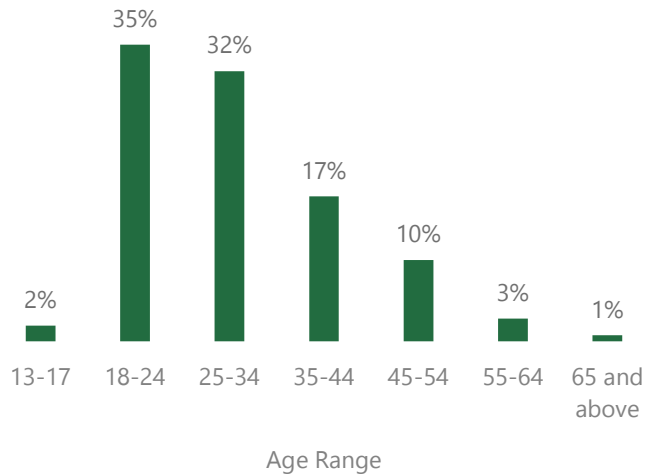
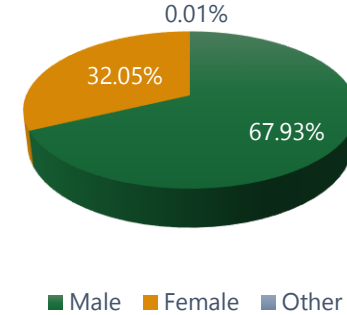
Mobile Verified: 1,364

Response Rate: 11.85%

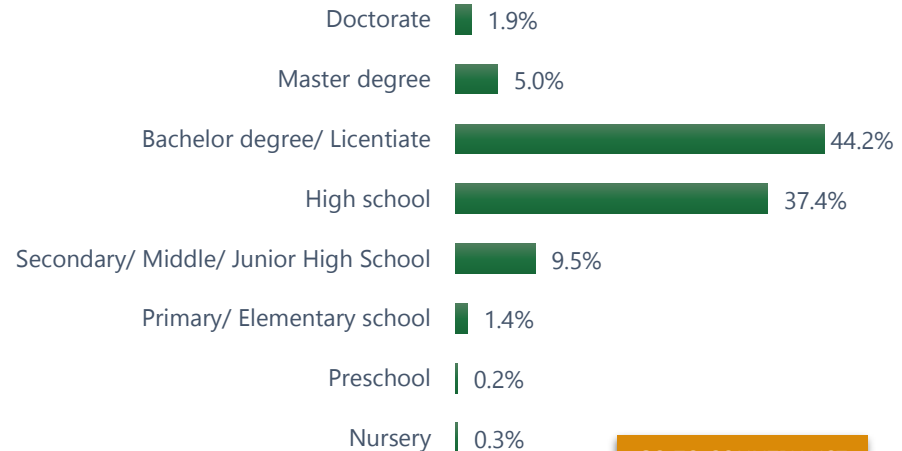
[GO TO COUNTRY LIST](#)



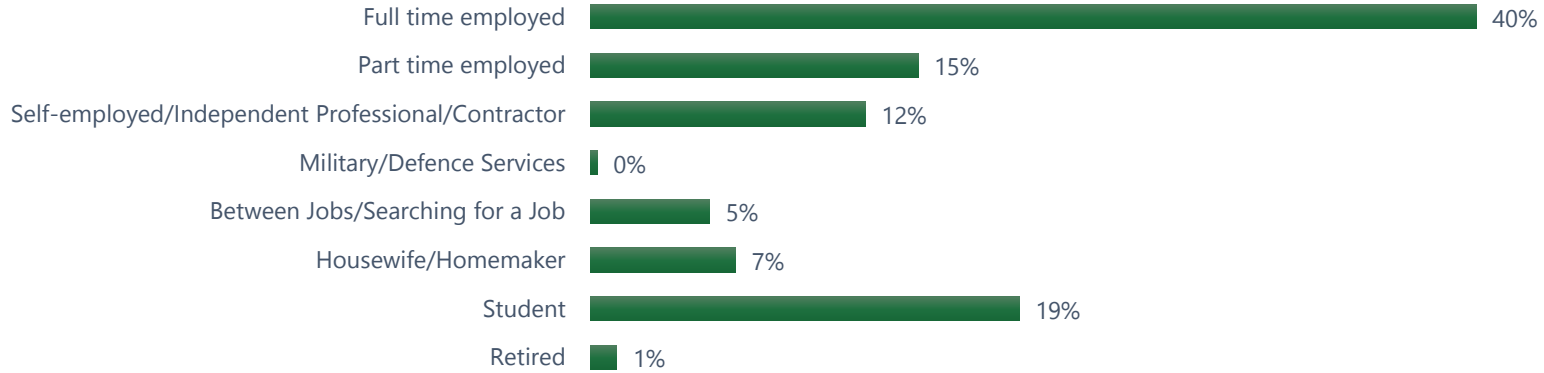
Gender Distribution



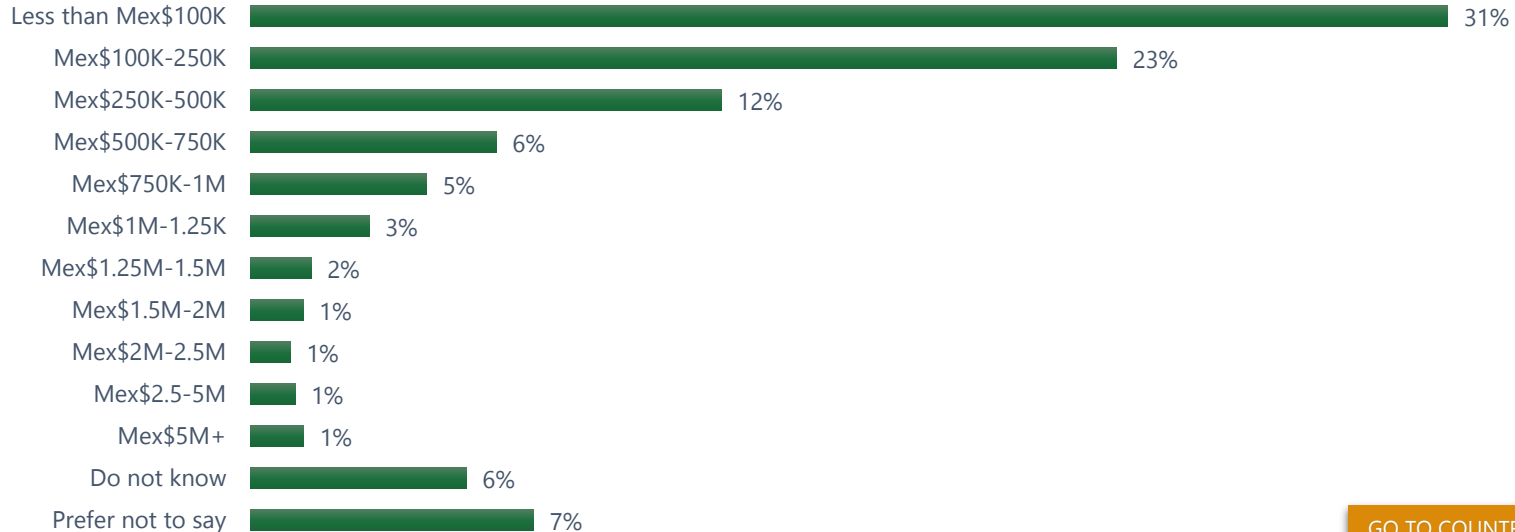
Education

[GO TO COUNTRY LIST](#)

Employment Status



Household Income



[GO TO COUNTRY LIST](#)



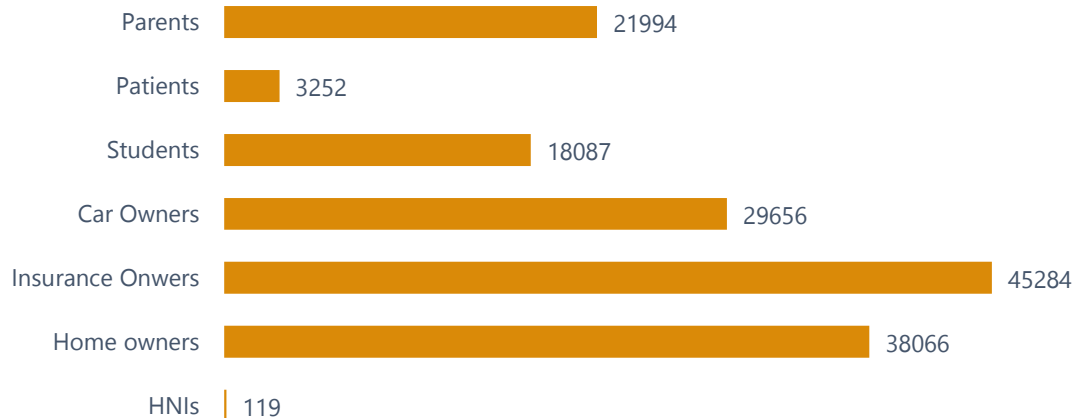
BRAZIL

Panel Size: 1,48,107

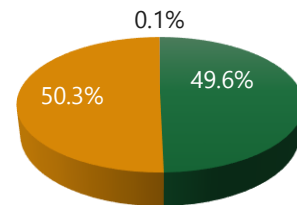
Mobile Verified: 843

Response Rate: 11.63%

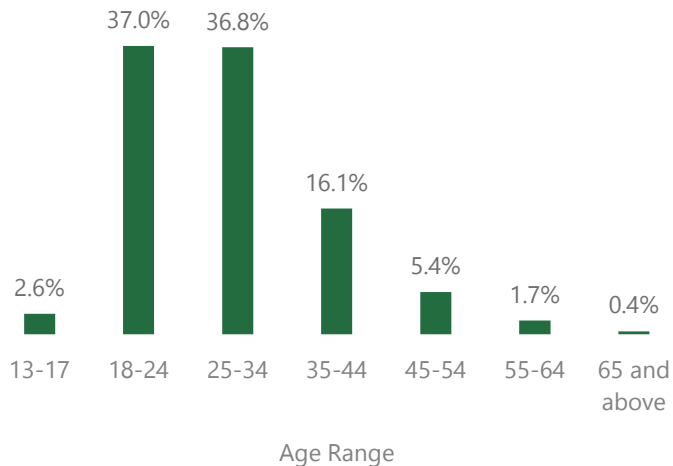
[GO TO COUNTRY LIST](#)



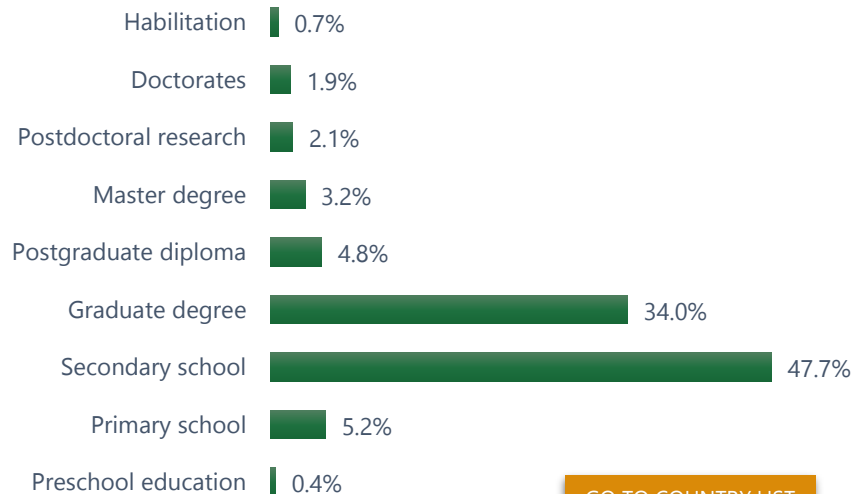
Gender Distribution



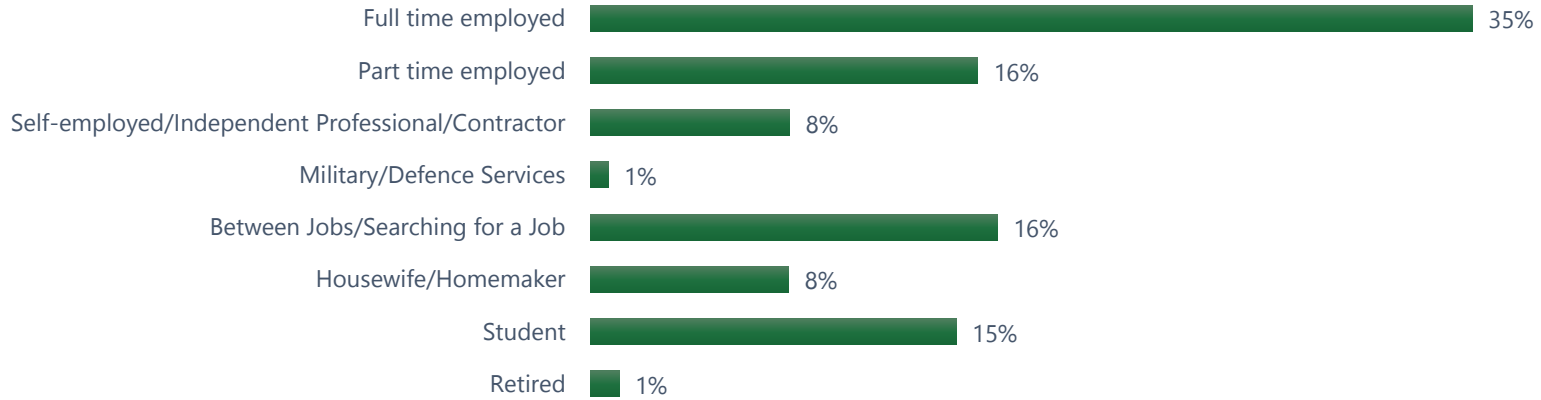
Male Female Other



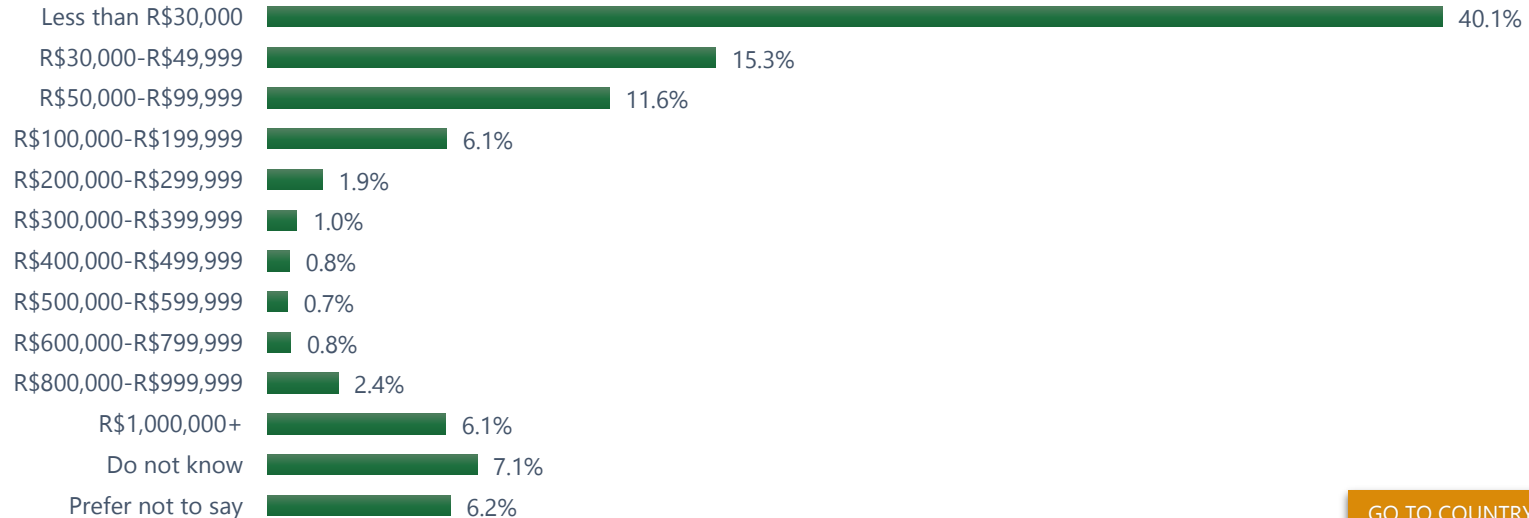
Education

[GO TO COUNTRY LIST](#)

Employment status



Household Income



[GO TO COUNTRY LIST](#)



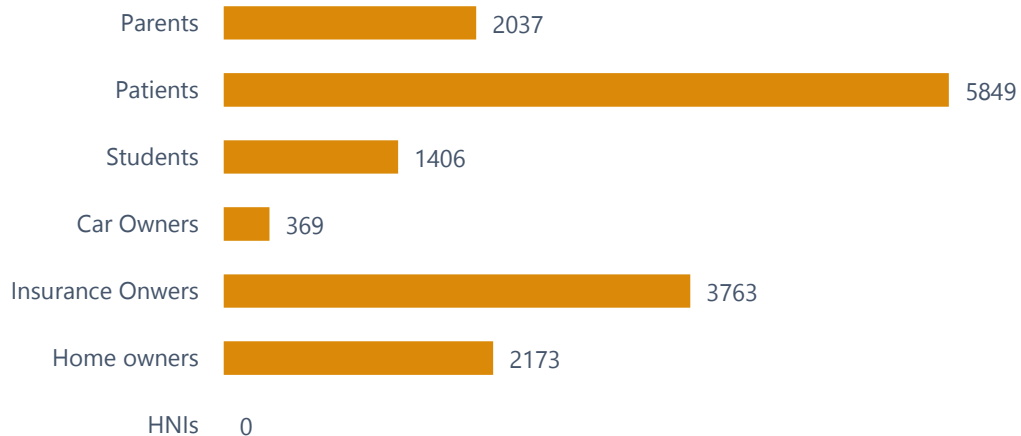
ARGENTINA

Panel Size: 11,290

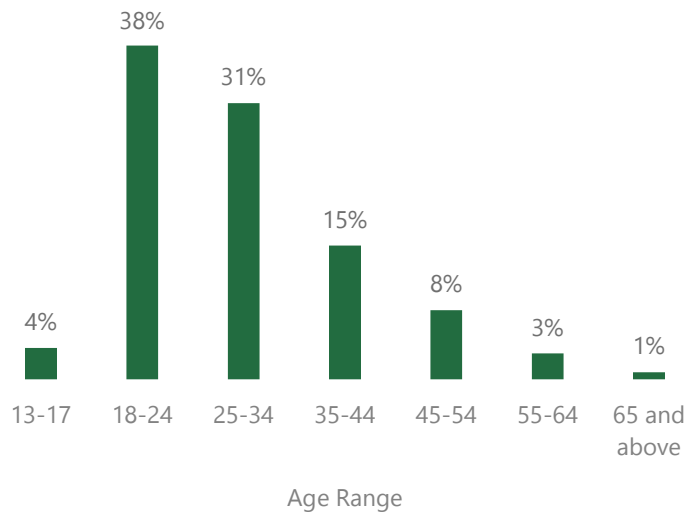
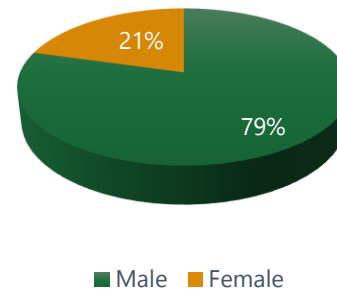
Mobile Verified: 78

Response Rate: 9.71%

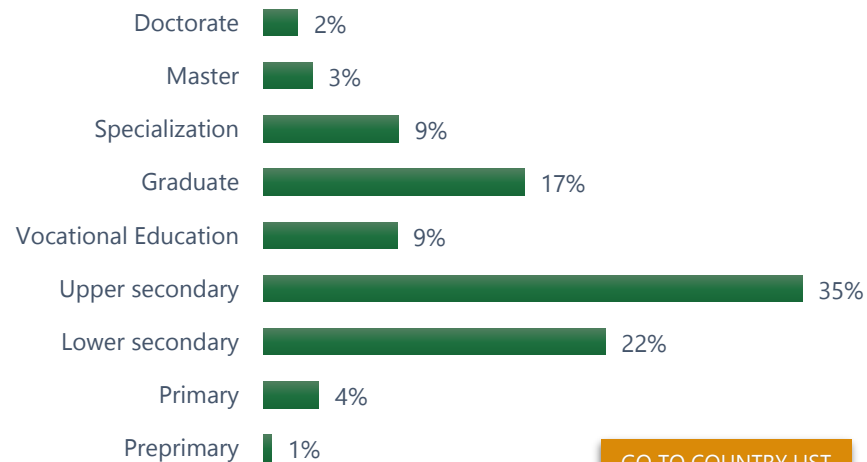
[GO TO COUNTRY LIST](#)



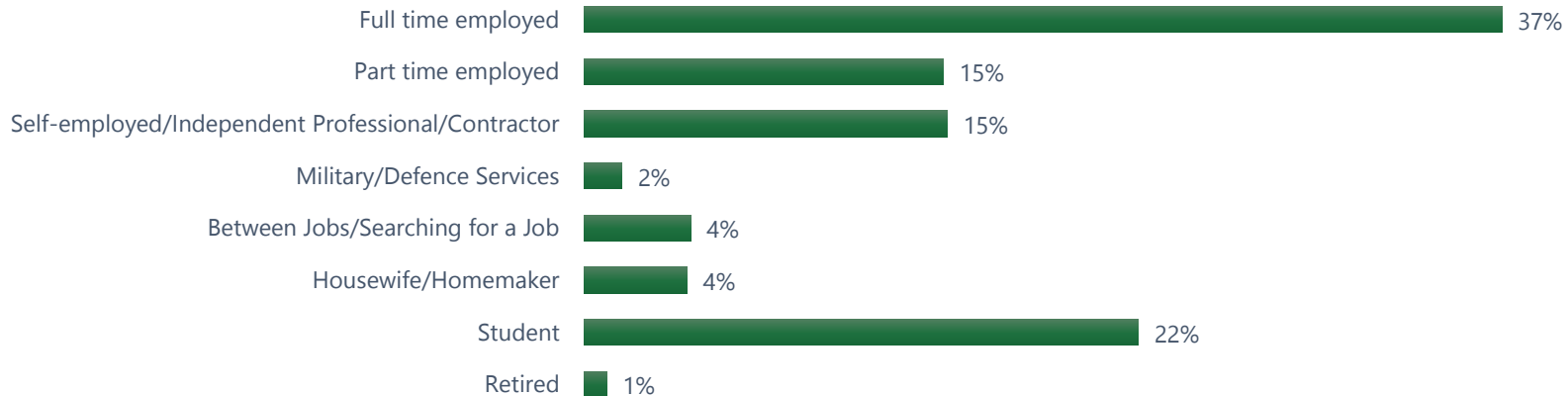
Gender Distribution



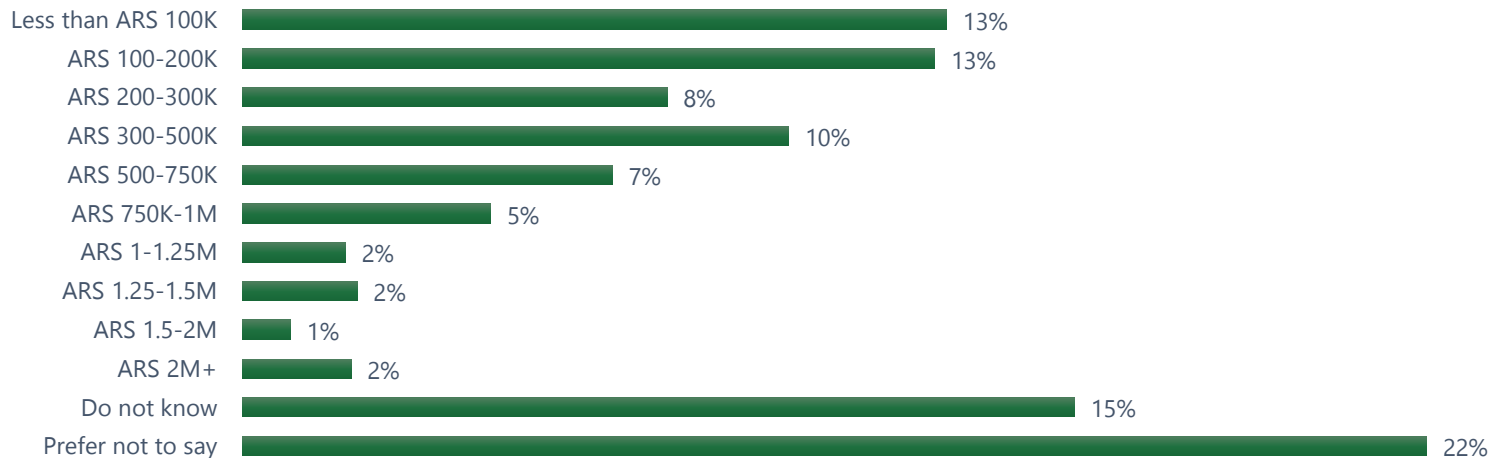
Education

[GO TO COUNTRY LIST](#)

Employment status



Household Income



[GO TO COUNTRY LIST](#)



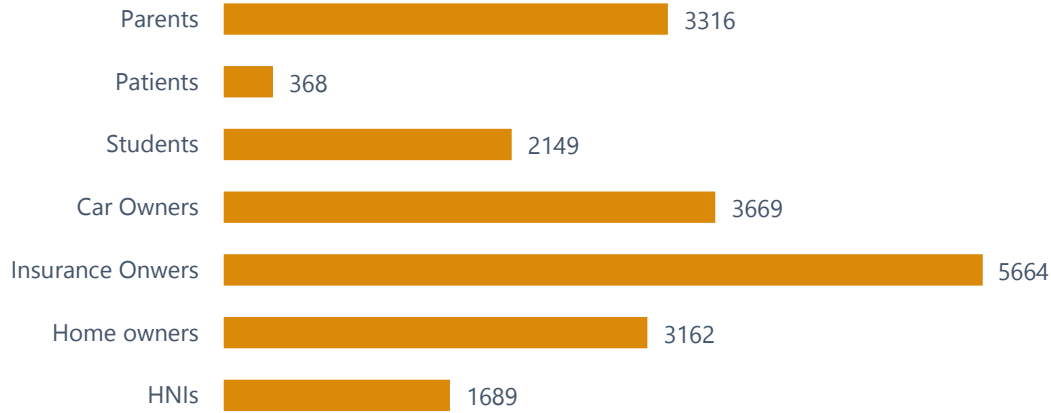
SOUTH AFRICA

Panel Size: 21,276

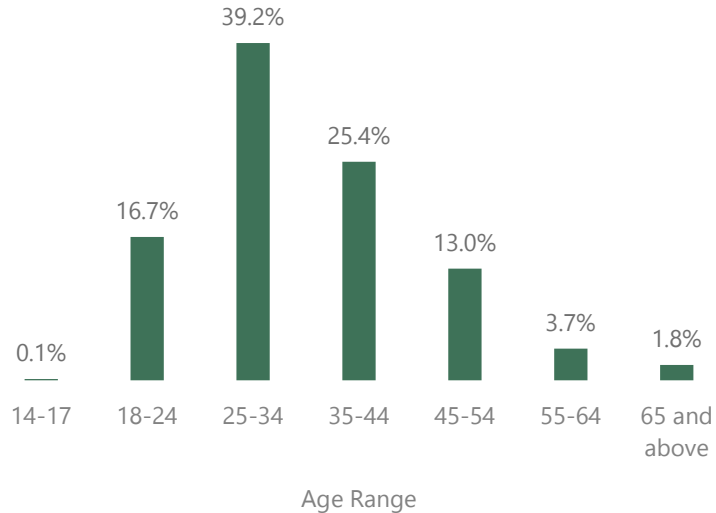
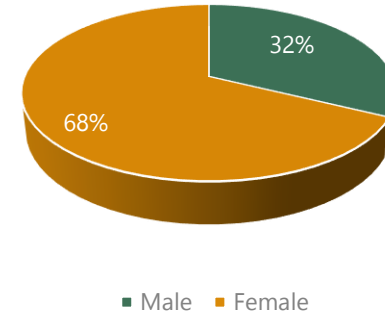
Mobile Verified: 950

Response Rate: 10.32%

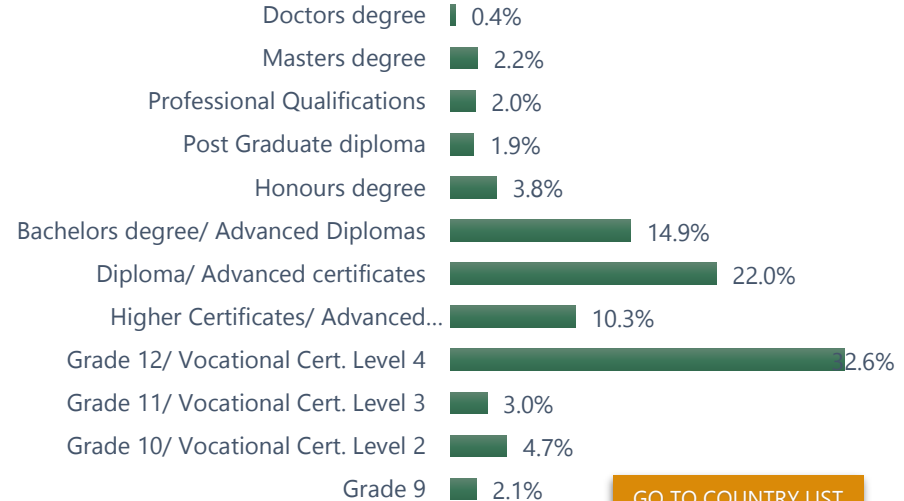
[GO TO COUNTRY LIST](#)



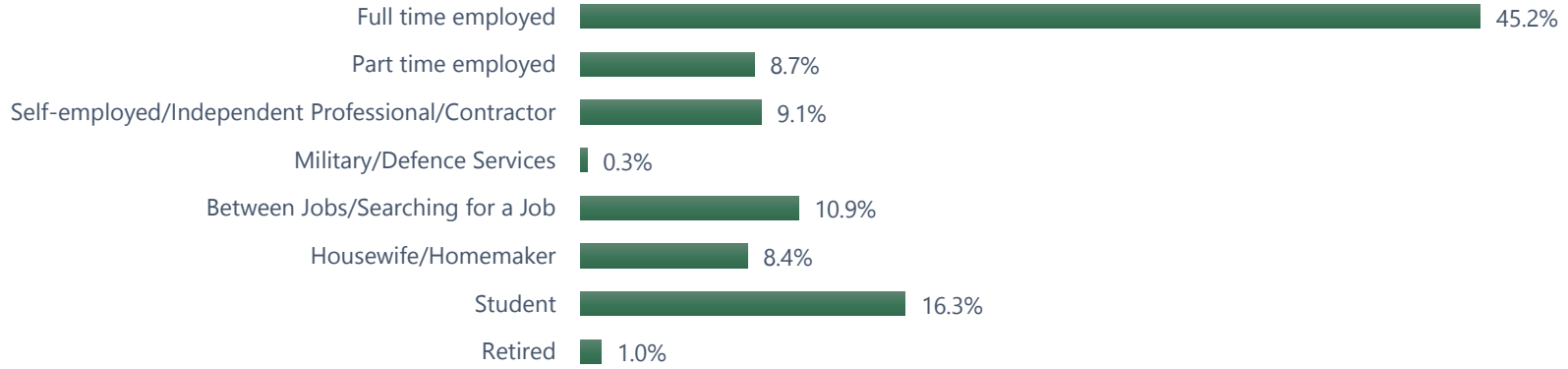
Gender Distribution



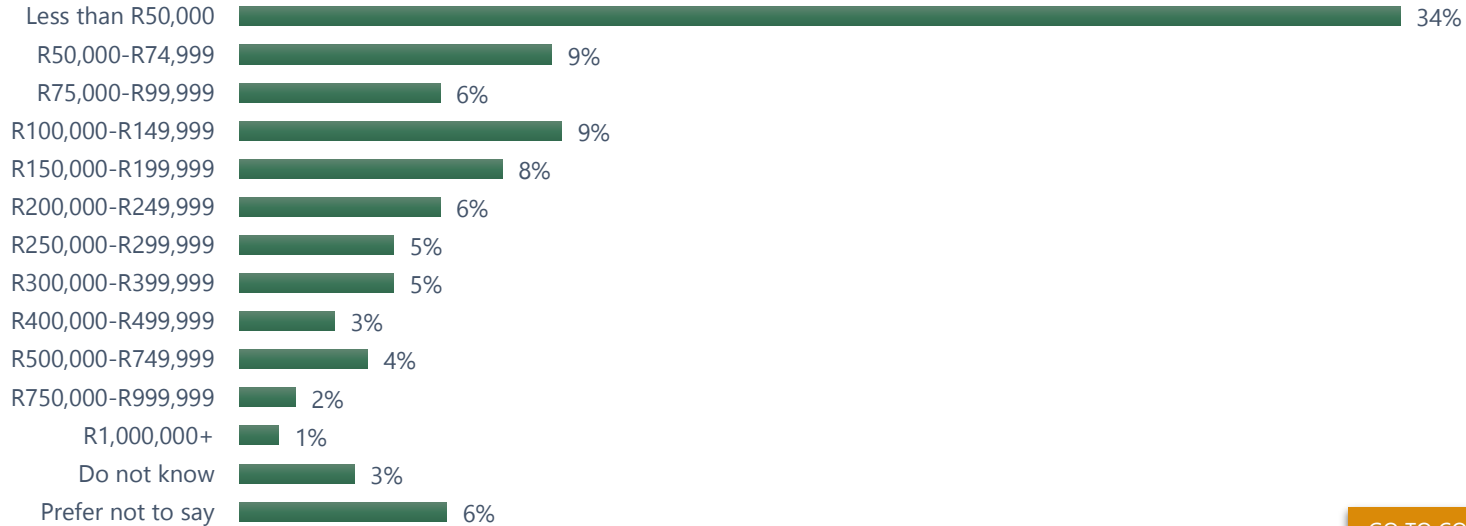
Education


[GO TO COUNTRY LIST](#)

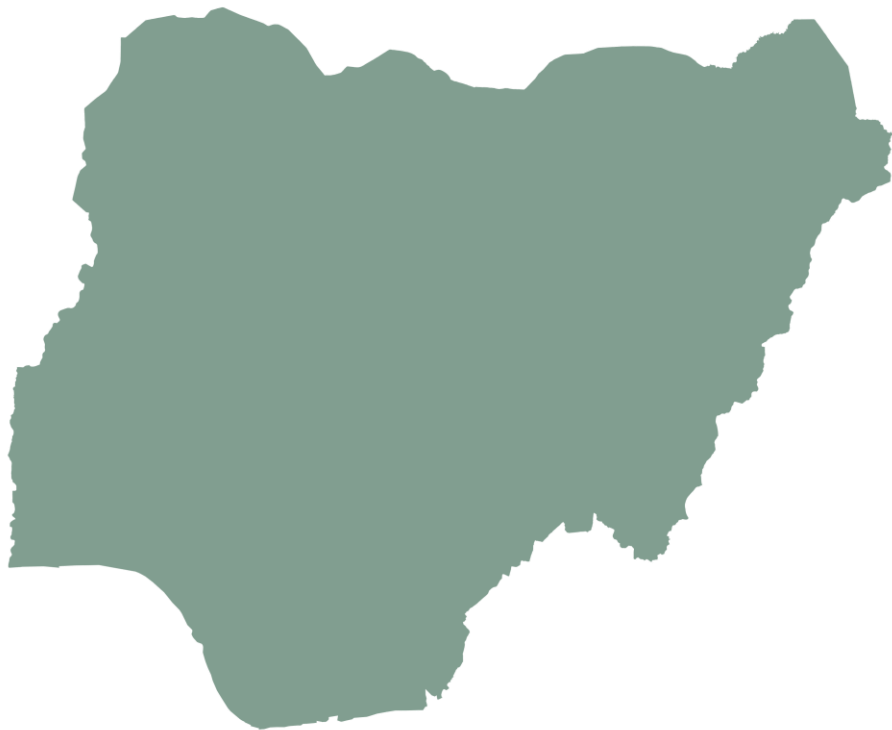
Employment Status



Household Income



[GO TO COUNTRY LIST](#)

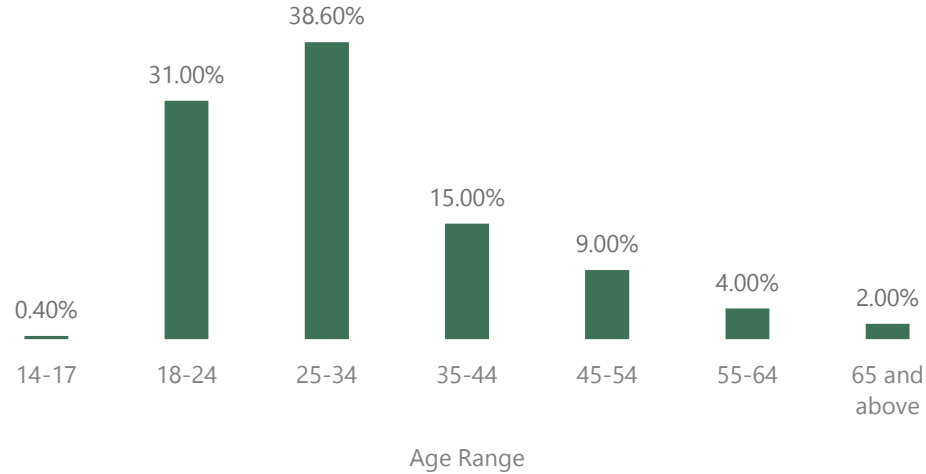
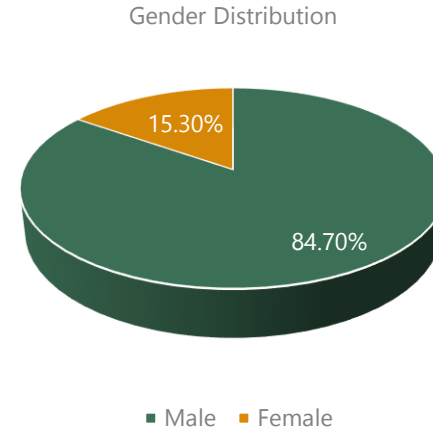
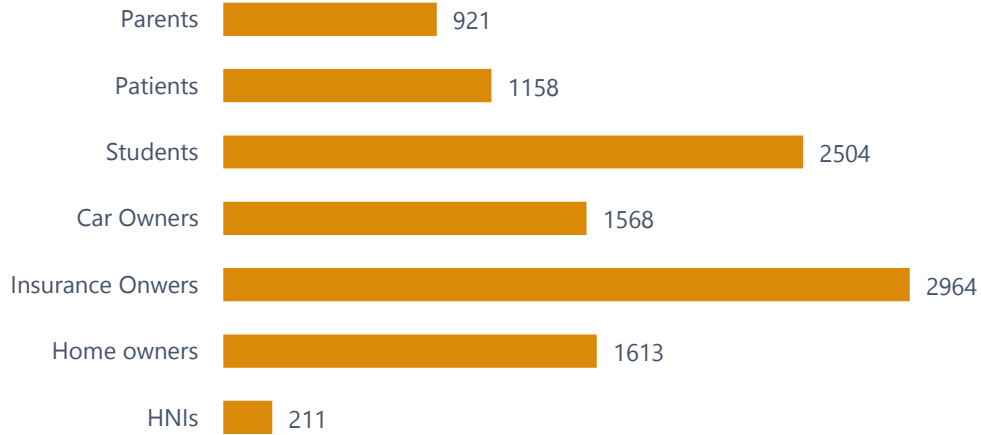


NIGERIA

Panel Size: 14,891

Response Rate: 5.21%

[GO TO COUNTRY LIST](#)

[GO TO COUNTRY LIST](#)



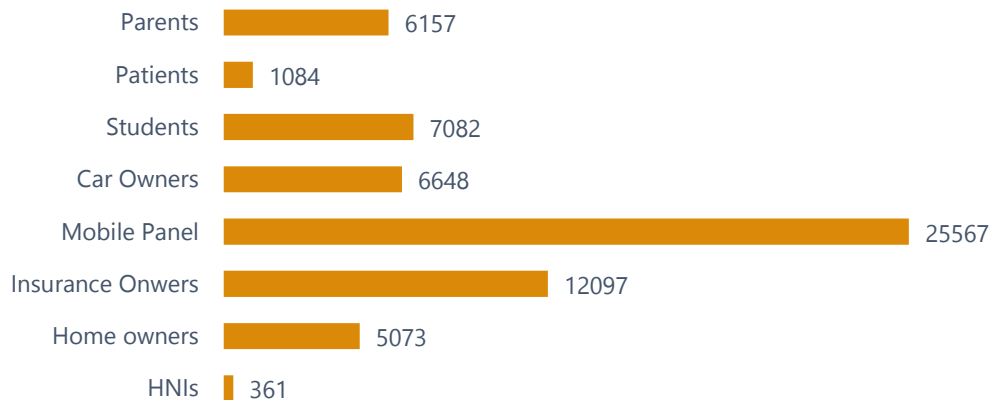
UK

Panel Size: 70,312

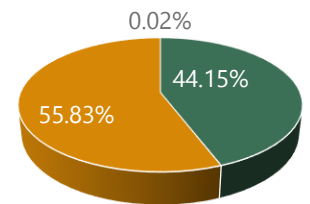
Mobile Verified: 1,228

Response Rate: 5.89%

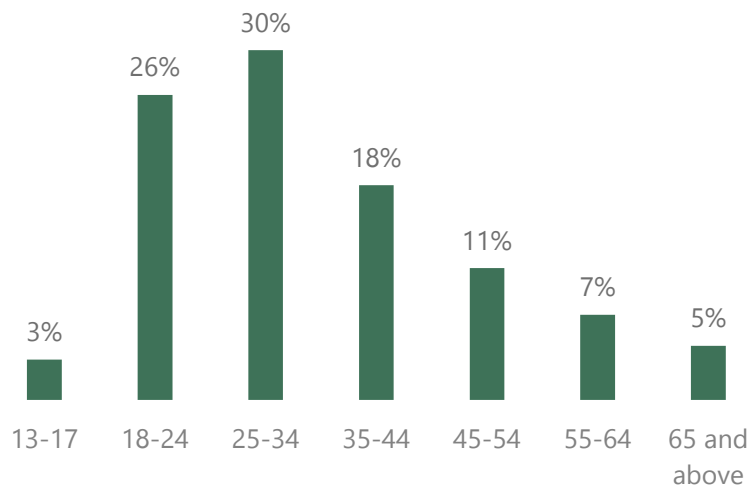
[GO TO COUNTRY LIST](#)



Gender Distribution

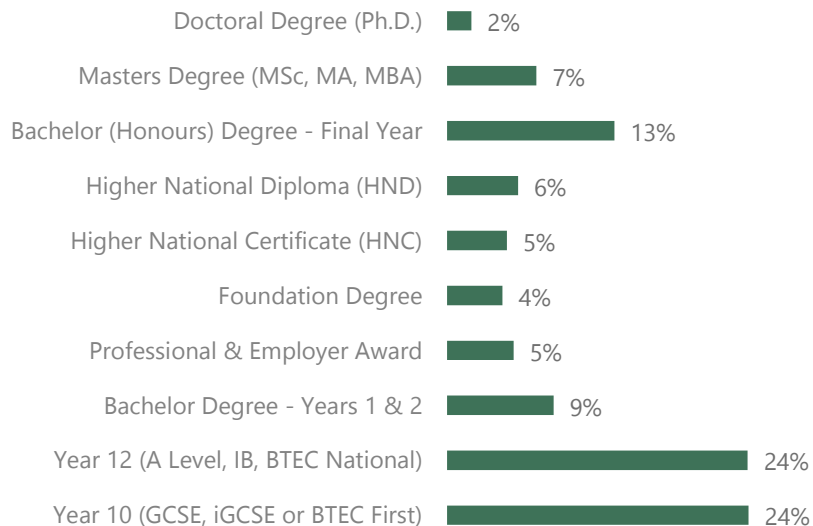


■ Male ■ Female ■ Other



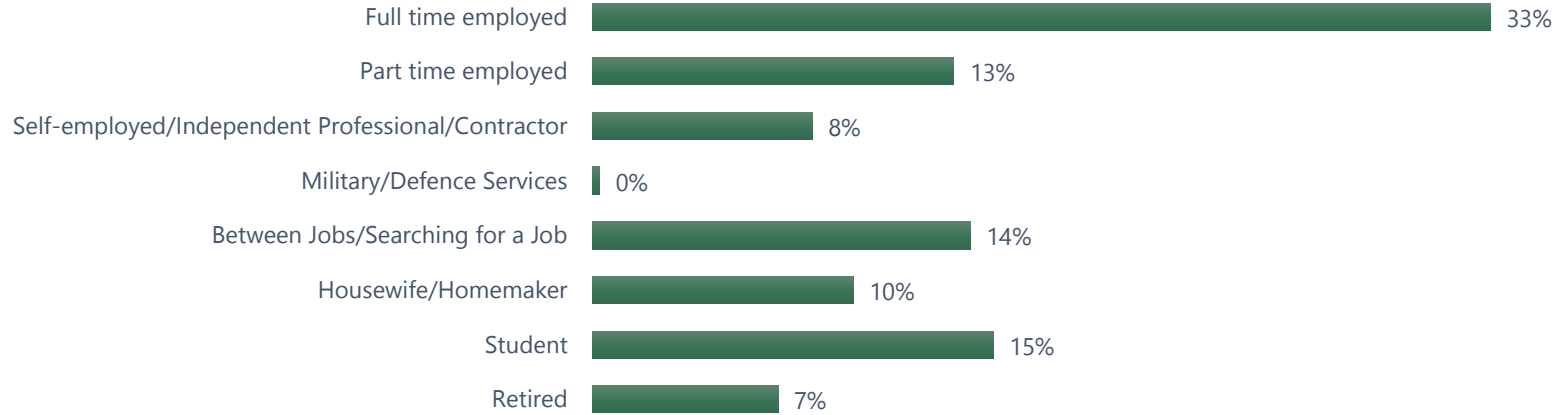
Age Range

Education

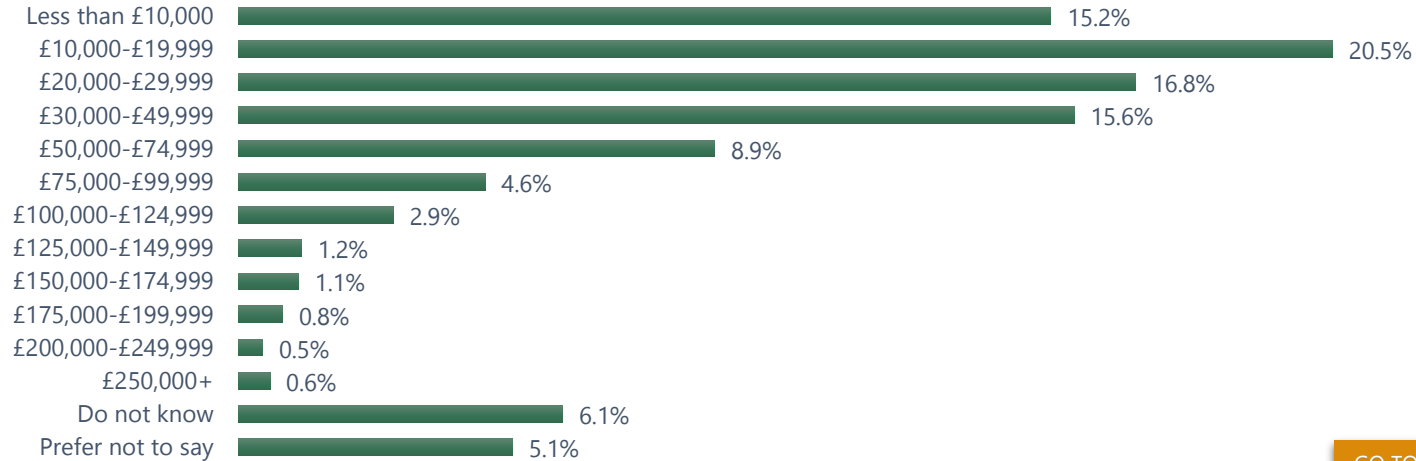


[GO TO COUNTRY LIST](#)

Employment status



Household Income



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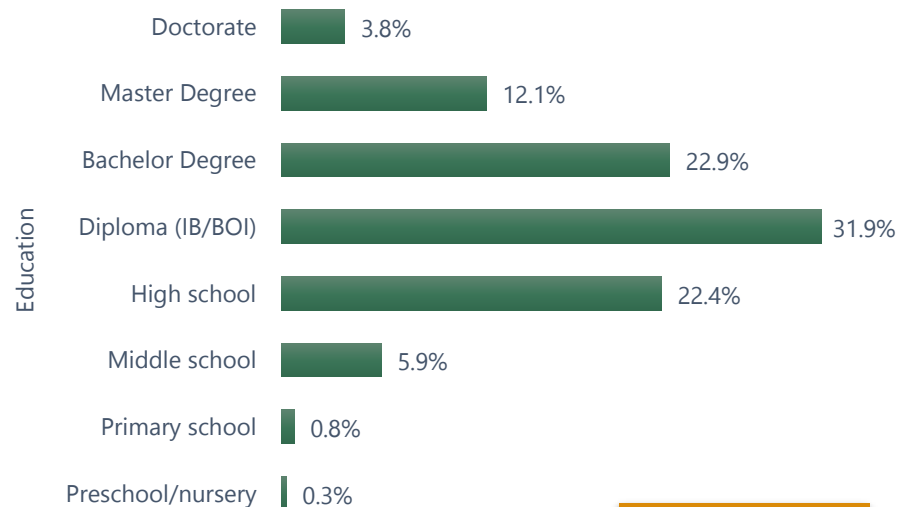
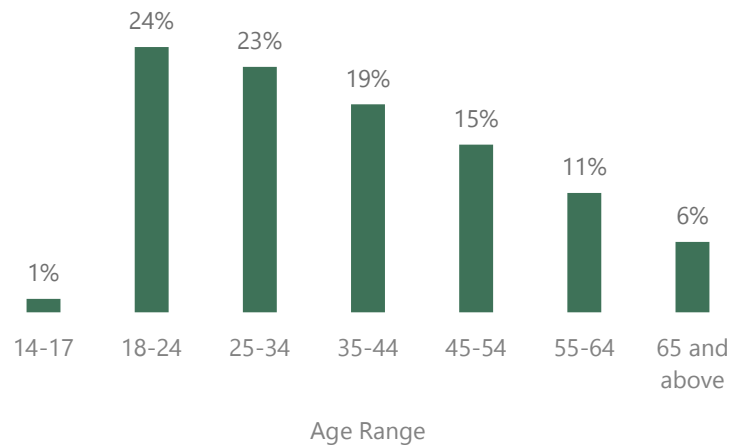
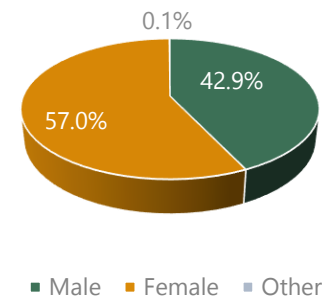
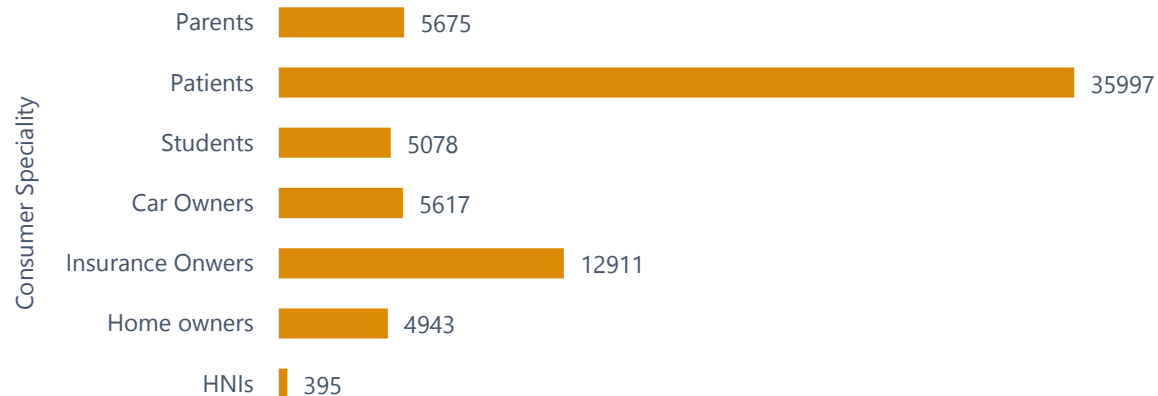
FRANCE

Panel Size: 60,451

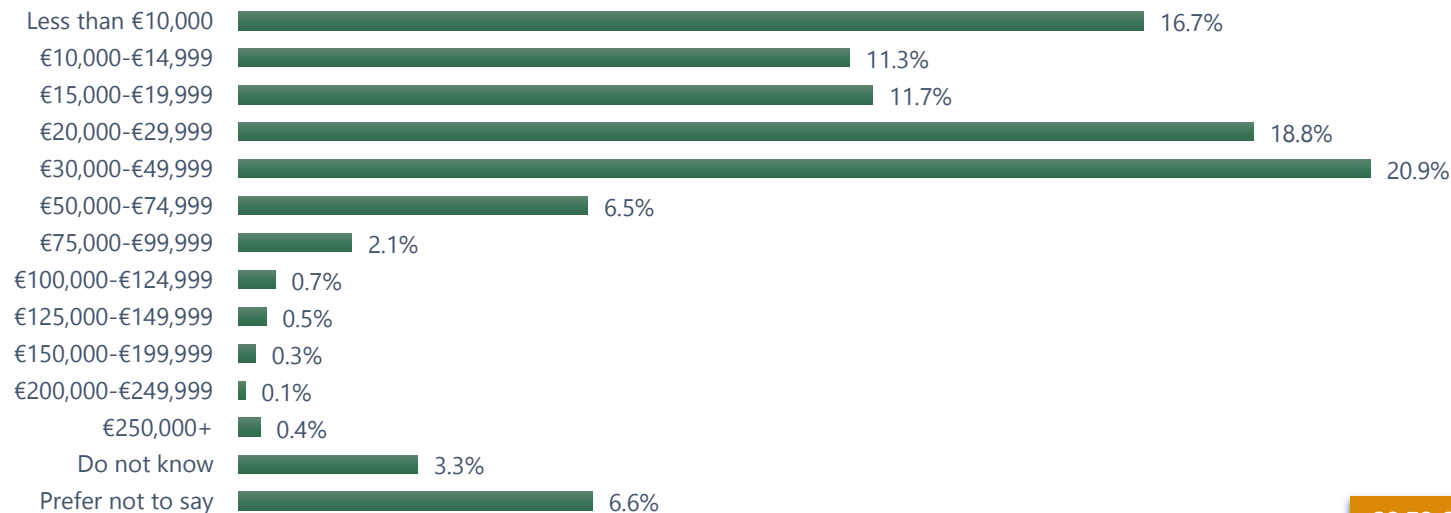
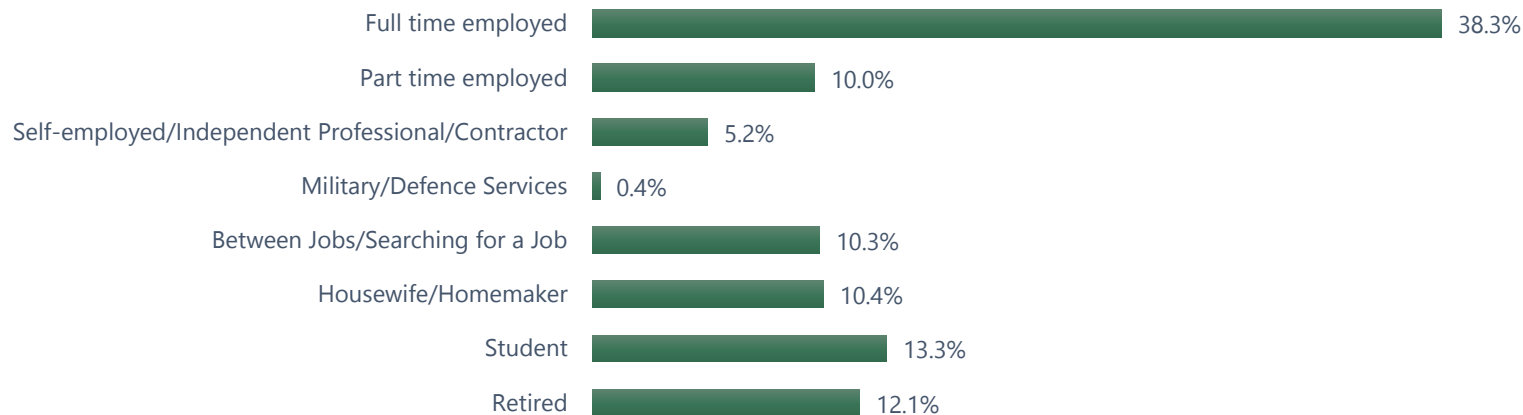
Mobile Verified: 1002

Response Rate: 11.28%

[GO TO COUNTRY LIST](#)



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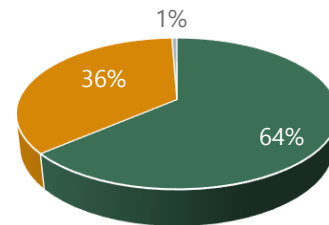
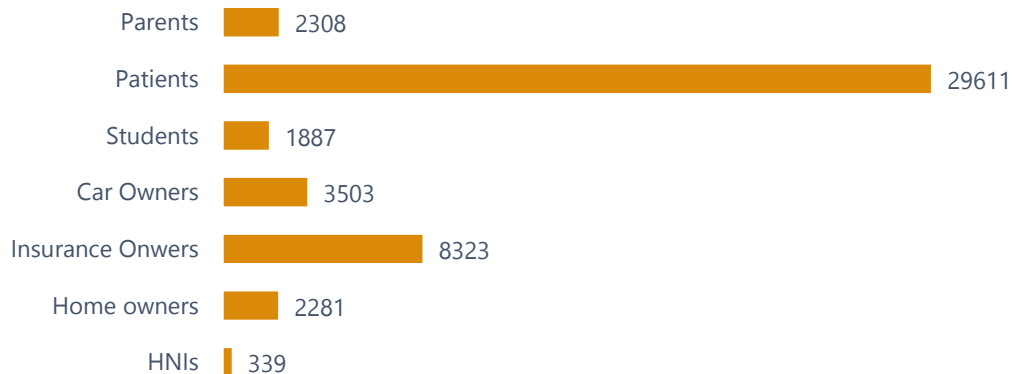
GERMANY

Panel Size: 53,493

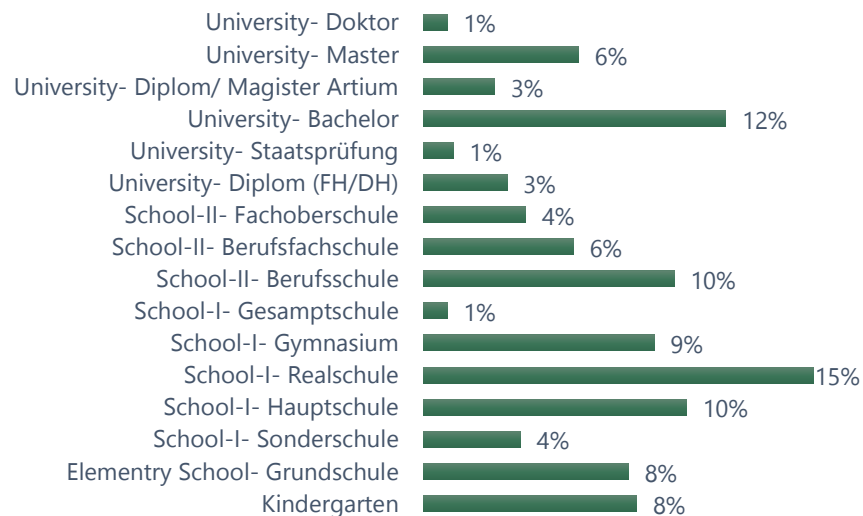
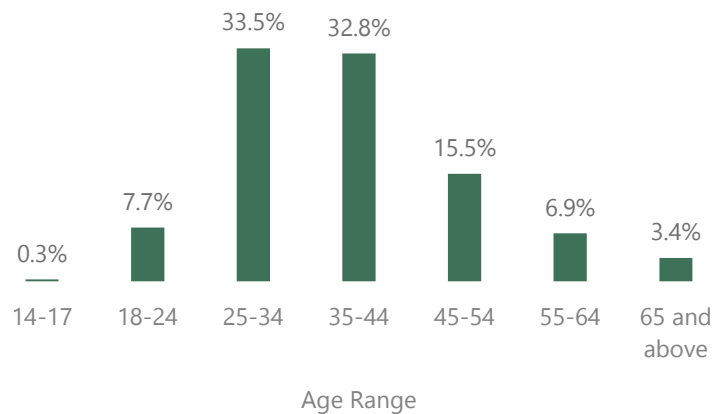
Mobile Verified: 204

Response Rate: 14.63%

[GO TO COUNTRY LIST](#)

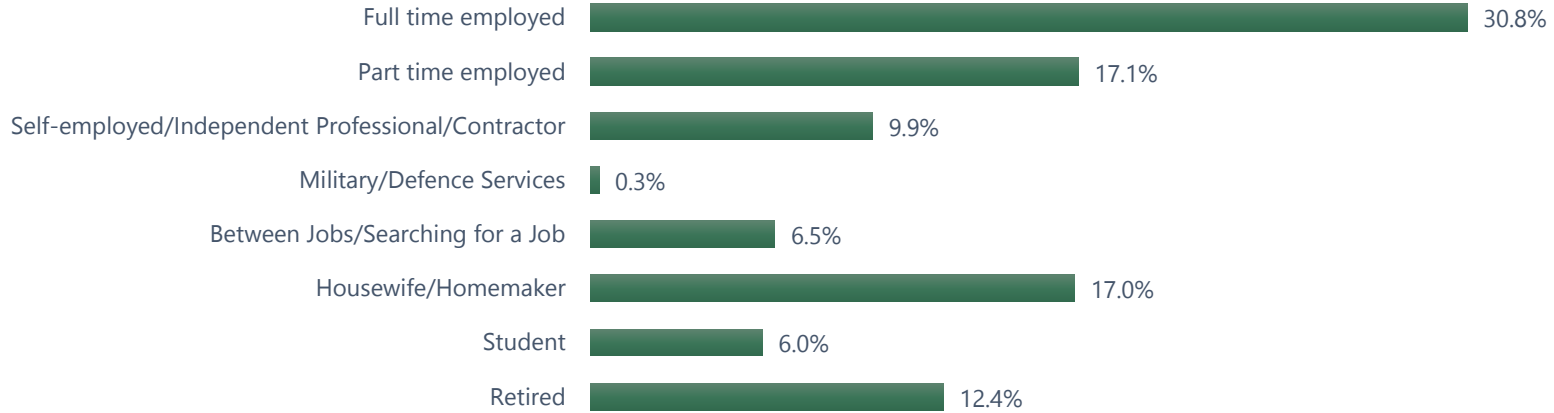


■ Male ■ Female ■ Other

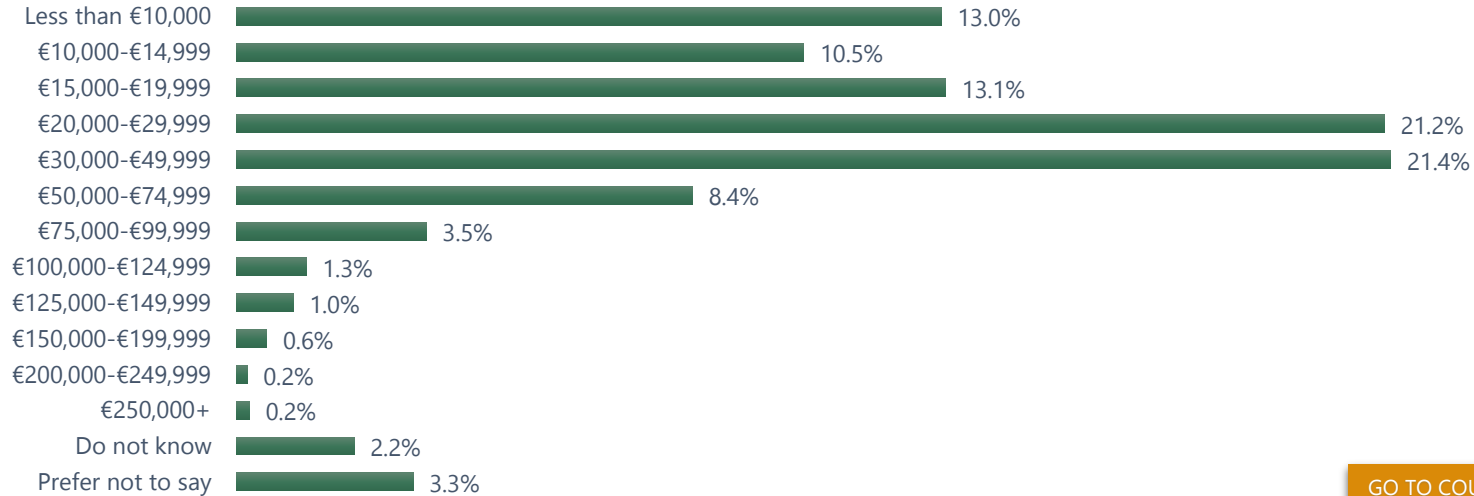


[GO TO COUNTRY LIST](#)

Employment status



Household Income



[GO TO COUNTRY LIST](#)



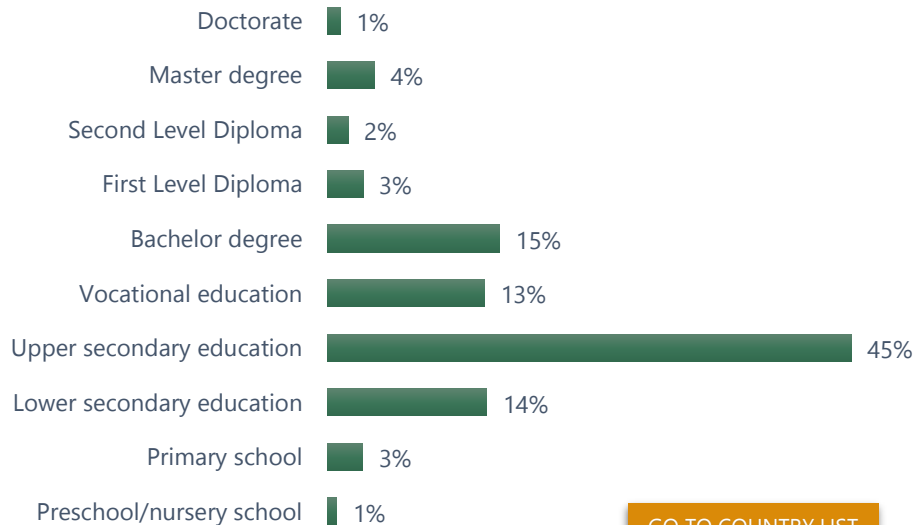
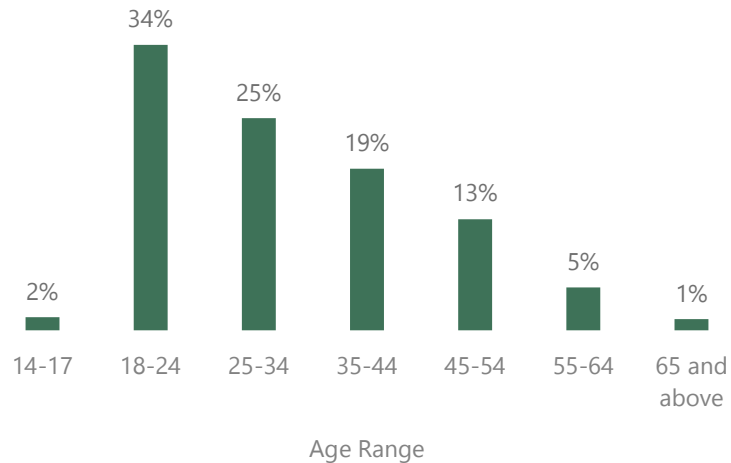
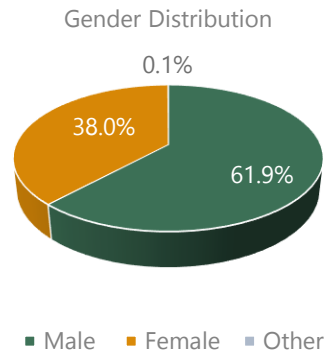
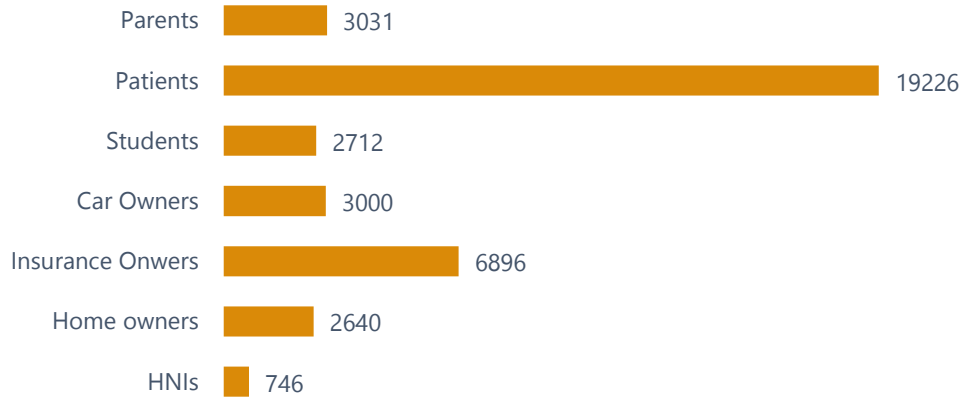
ITALY

Panel Size: 64,907

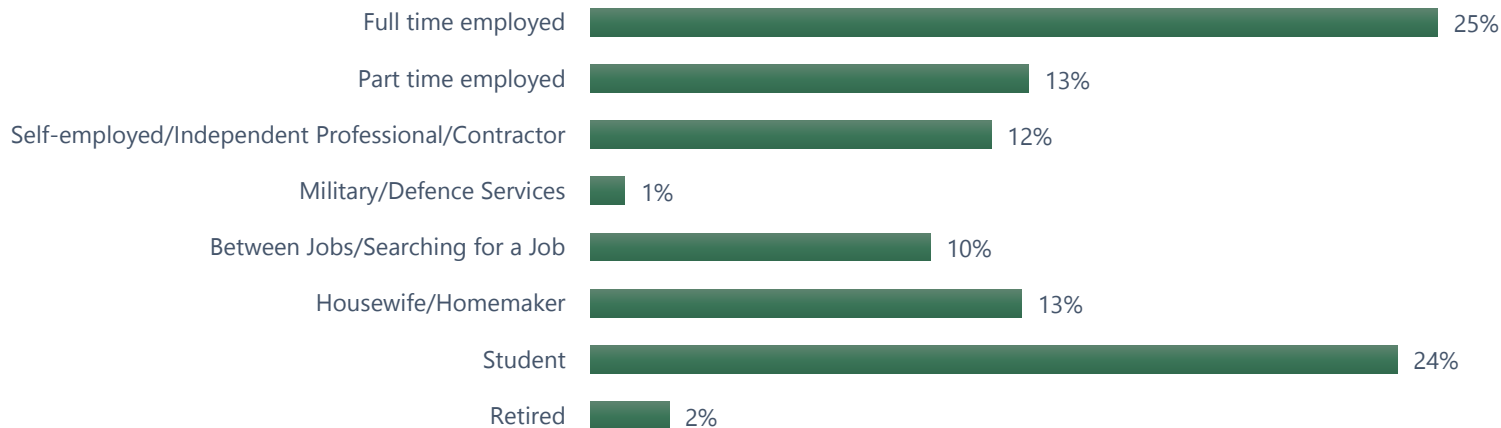
Mobile Verified: 1940

Response Rate: 16.88%

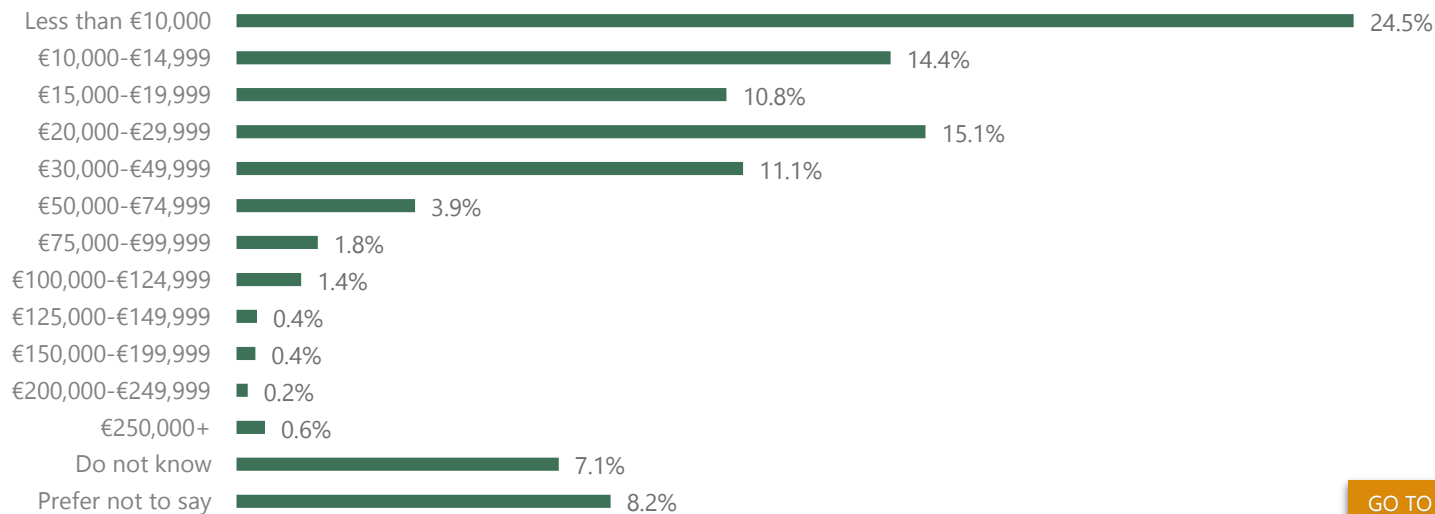
[GO TO COUNTRY LIST](#)

[GO TO COUNTRY LIST](#)

Employment Status



Household Income



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SPAIN

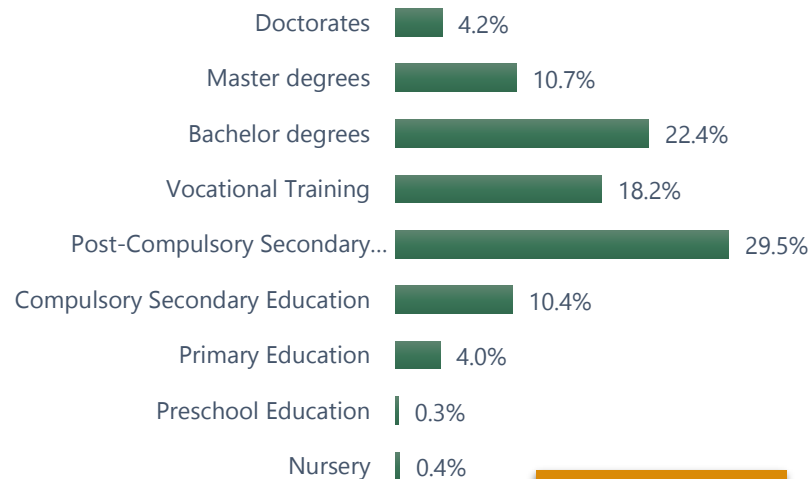
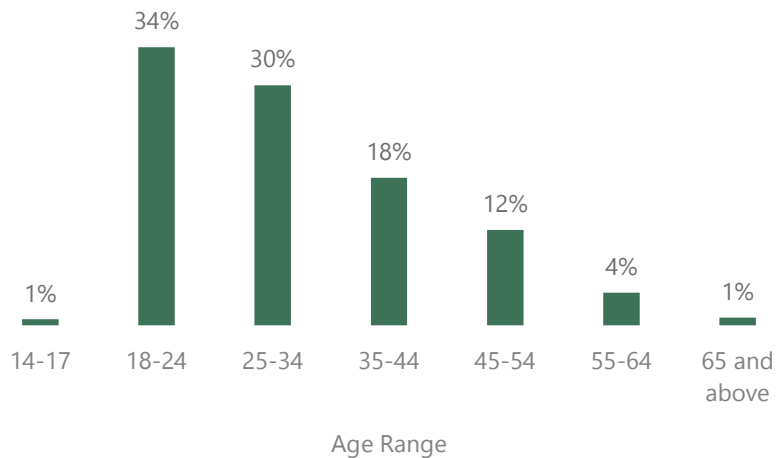
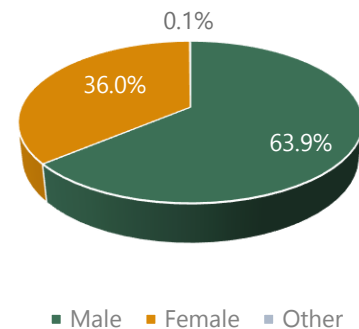
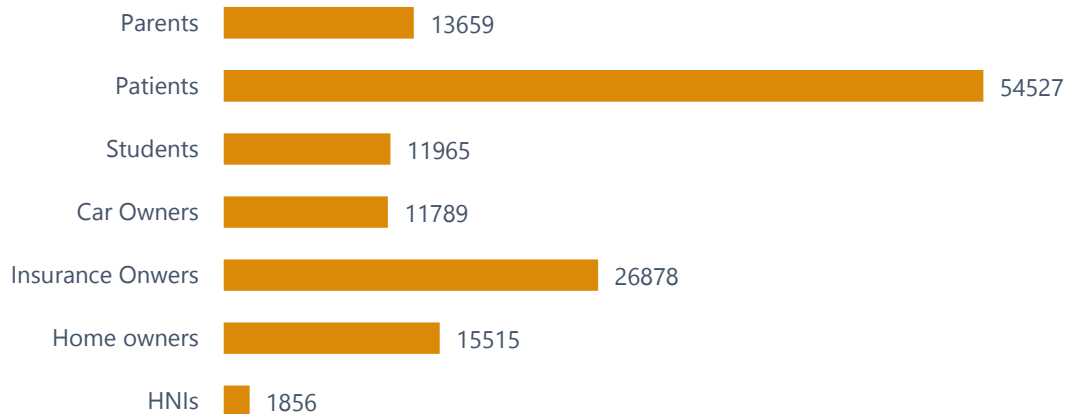
Panel Size: 71,370

Mobile Verified: 469

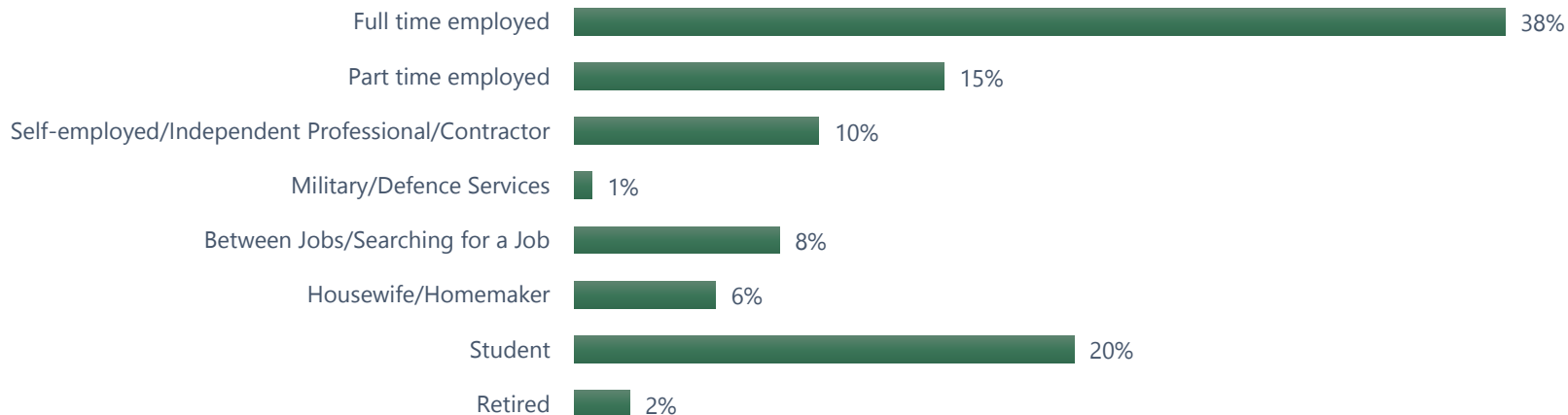
Response Rate: 16.78%



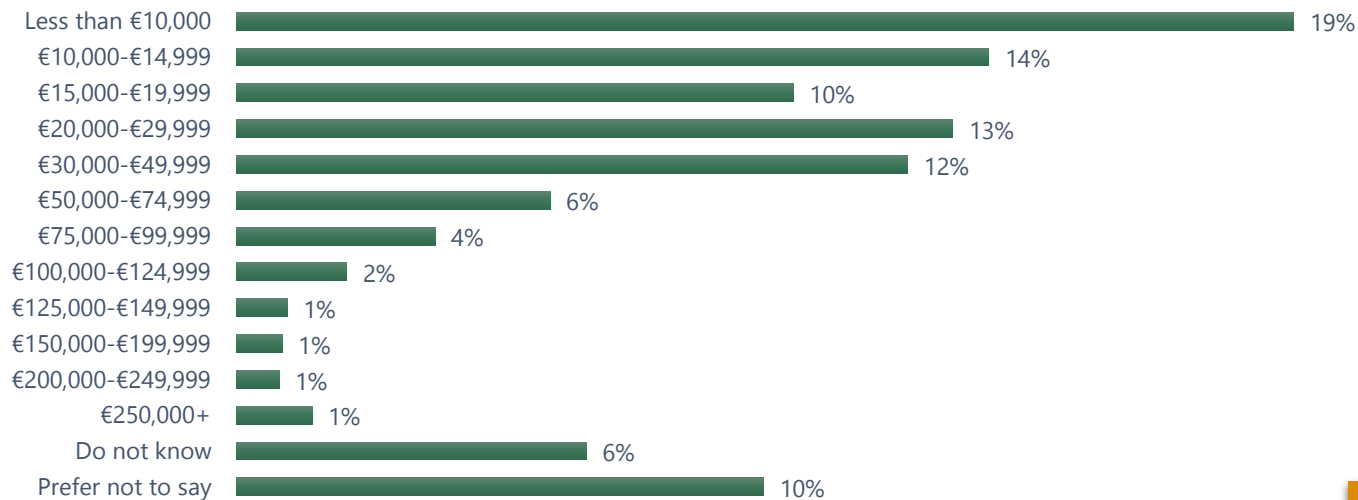
[GO TO COUNTRY LIST](#)

[GO TO COUNTRY LIST](#)

Employment status



Household Income



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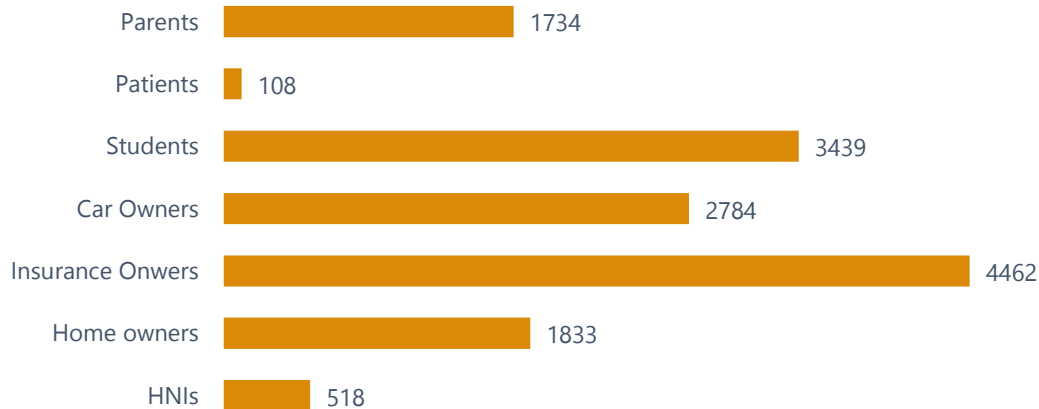


NETHERLANDS

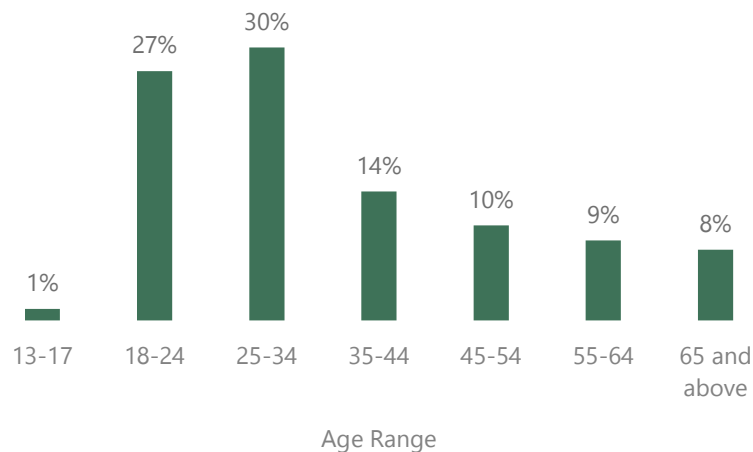
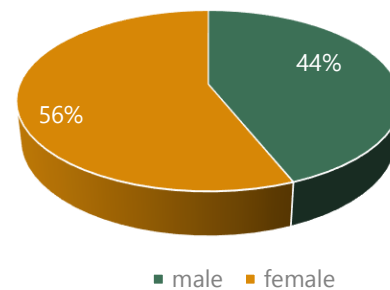
Panel Size: 20,155

Response Rate: 8.56%

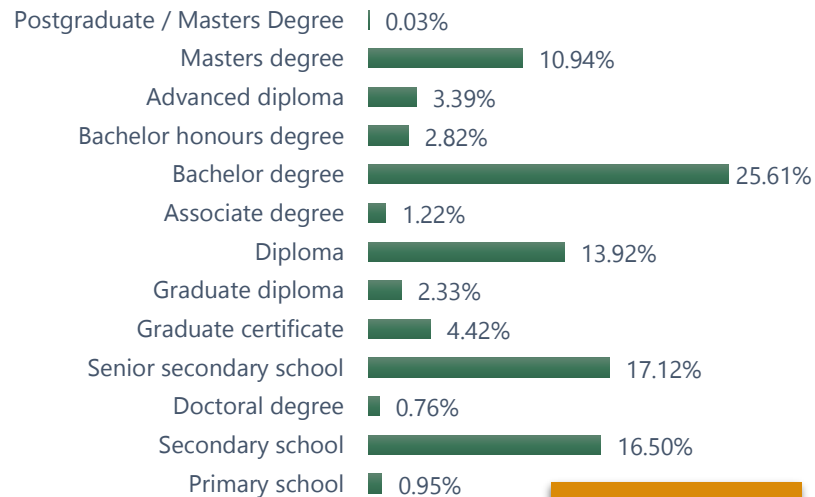
[GO TO COUNTRY LIST](#)

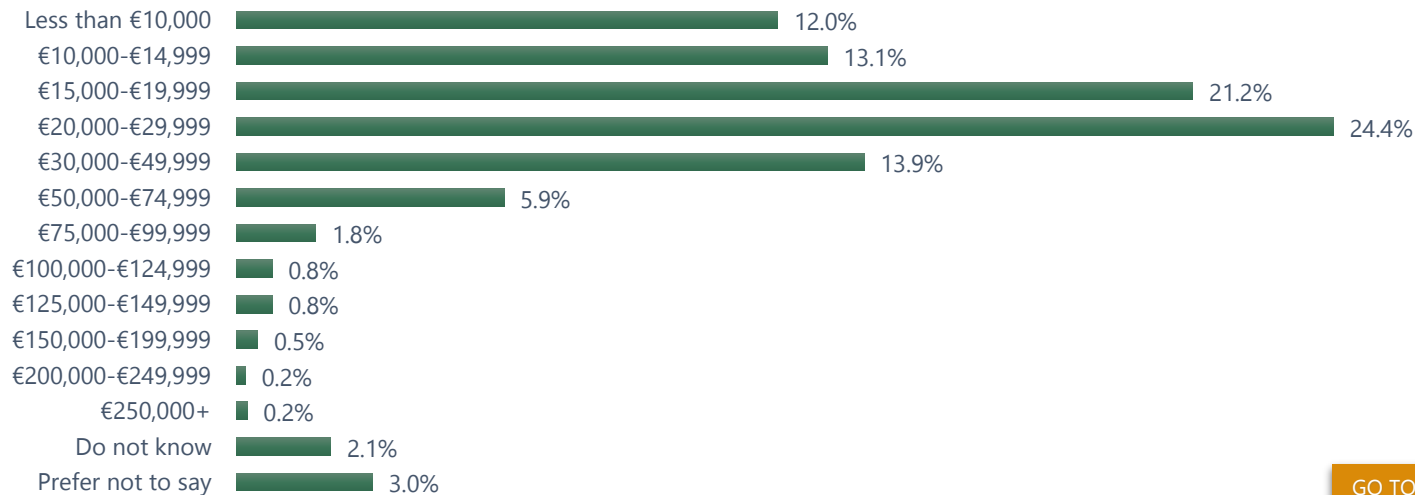
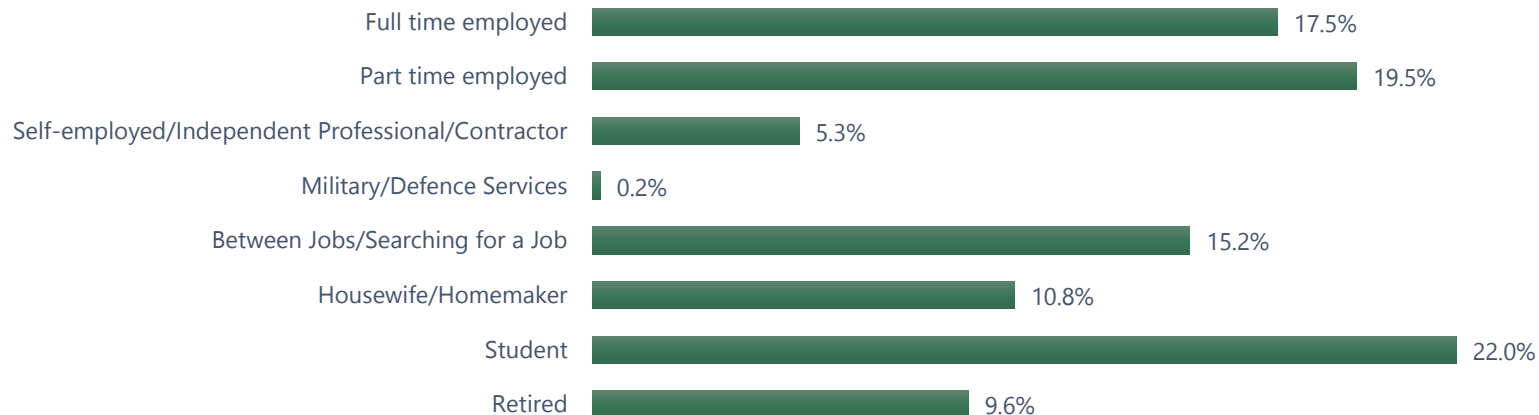


Gender Distribution



Education


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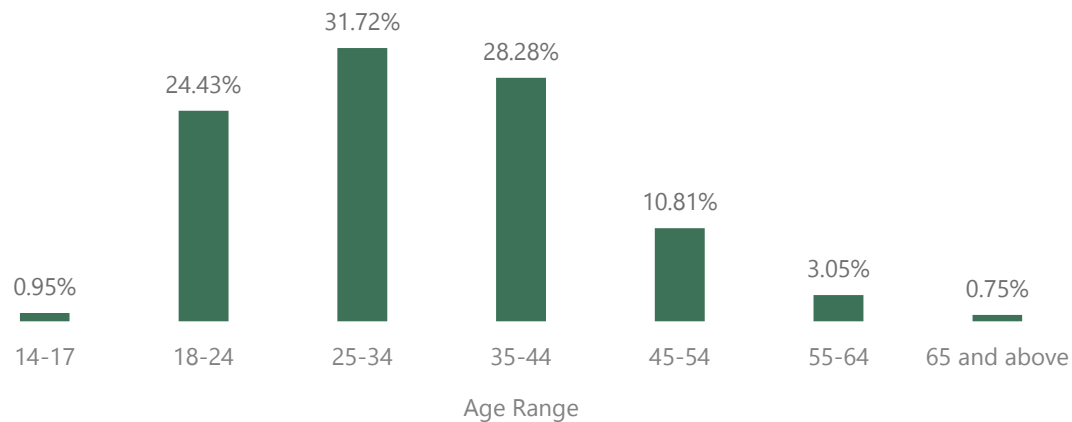
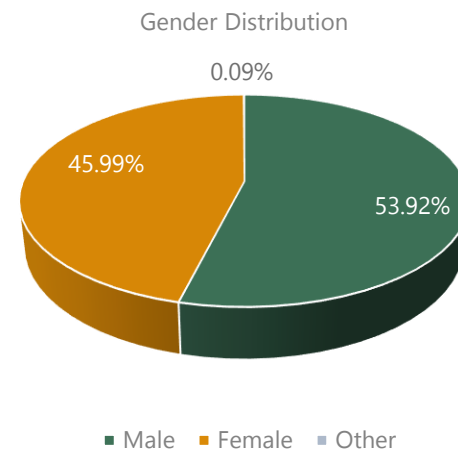
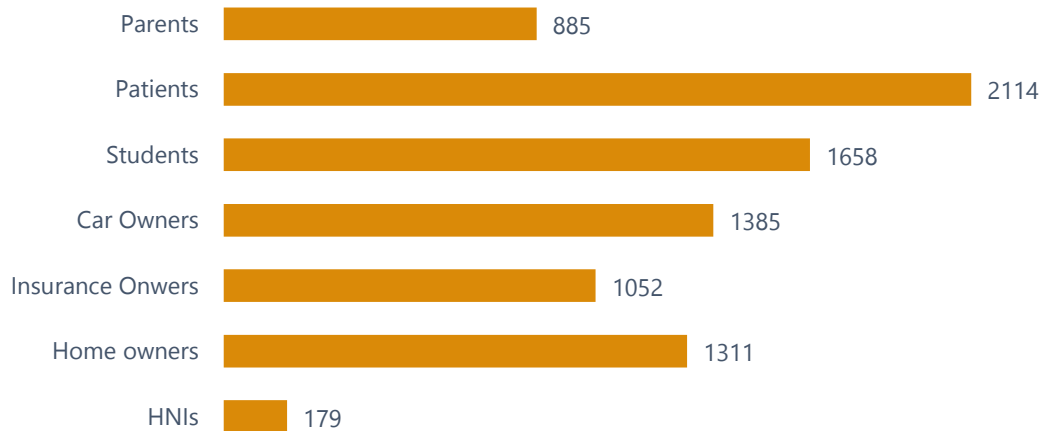


PORTUGAL

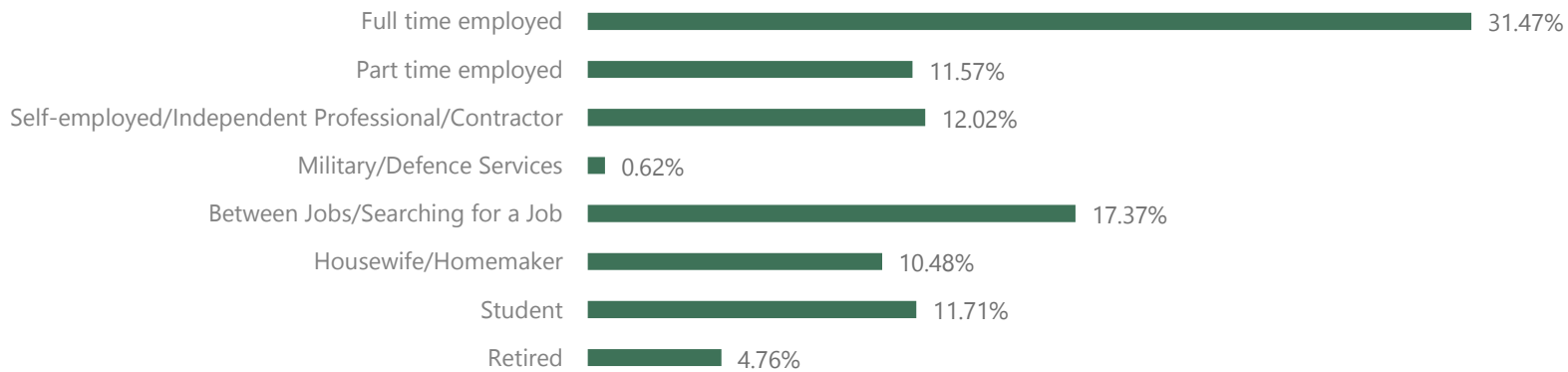
Panel Size: 22,987

Response Rate: 13.22%

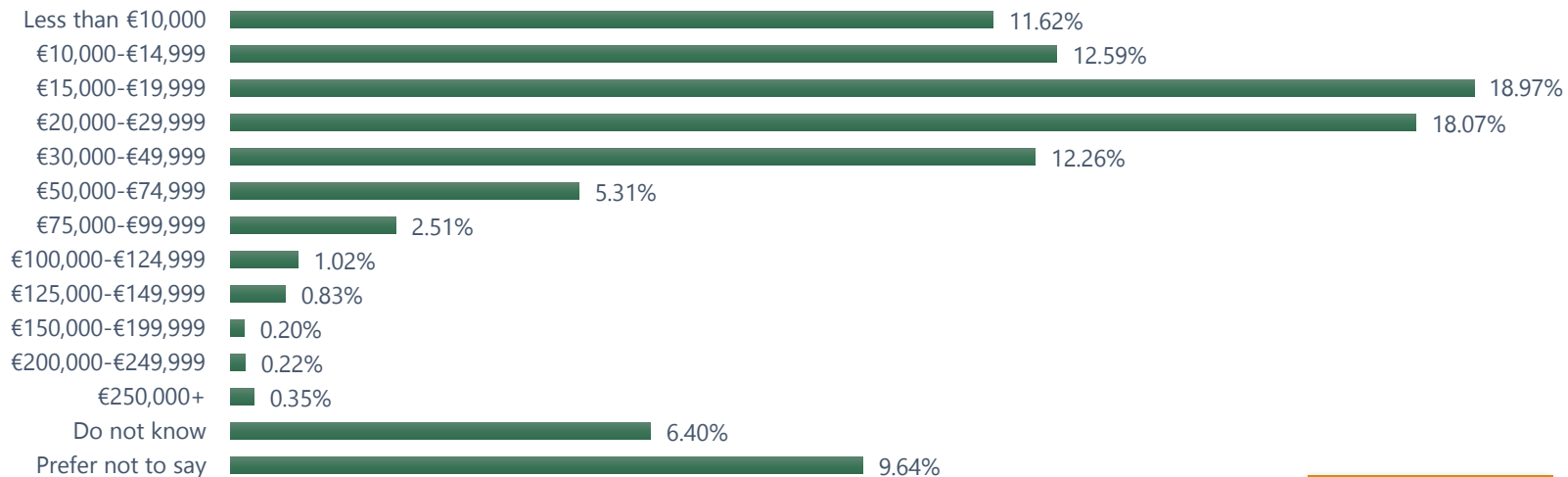
[GO TO COUNTRY LIST](#)

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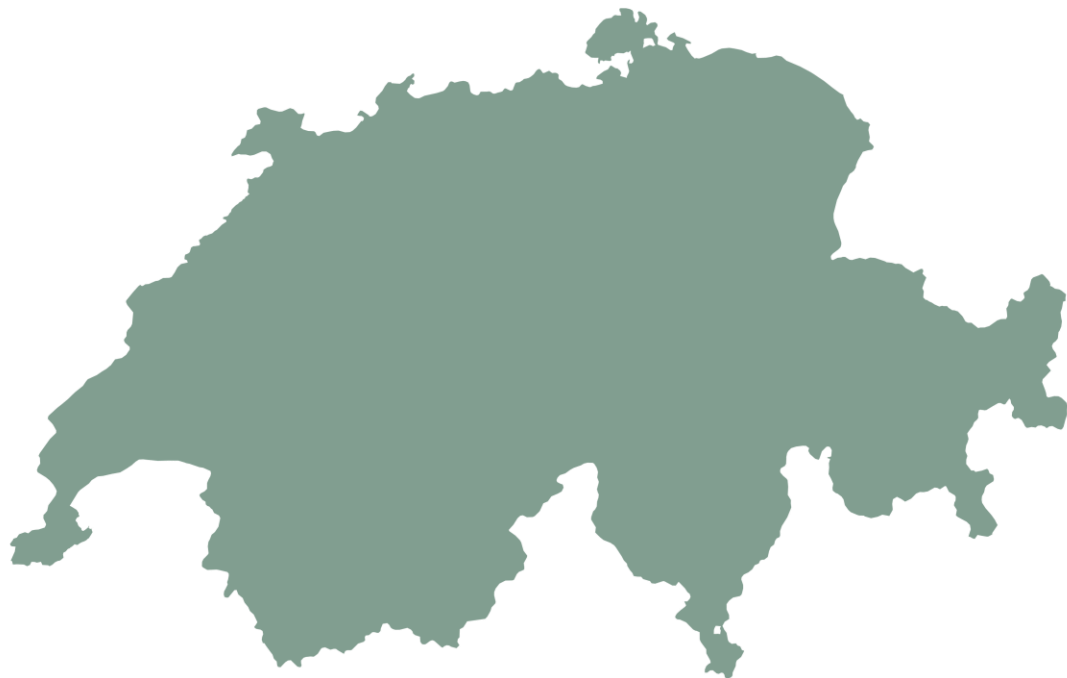
Employment Status



Household Income



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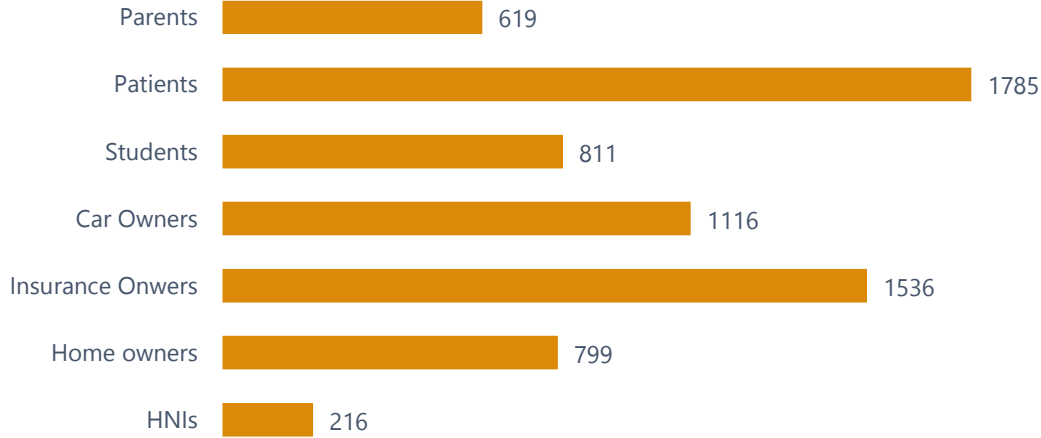


SWITZERLAND

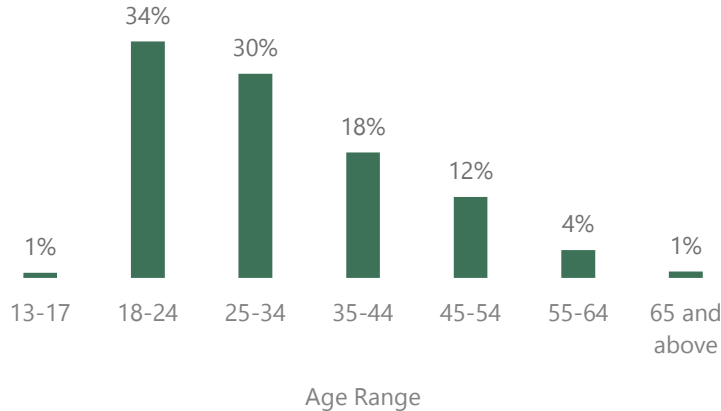
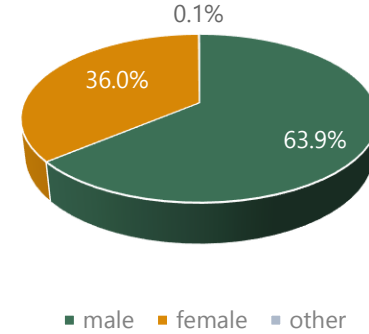
Panel Size: 18,570

Response Rate: 9.67%

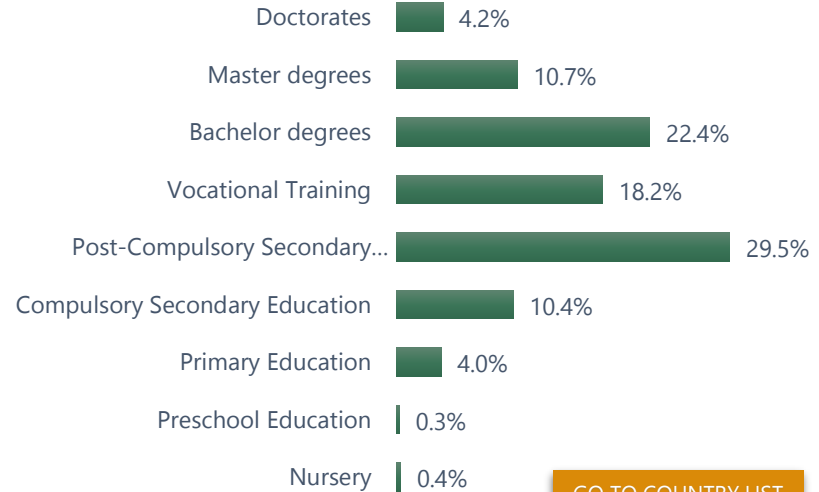
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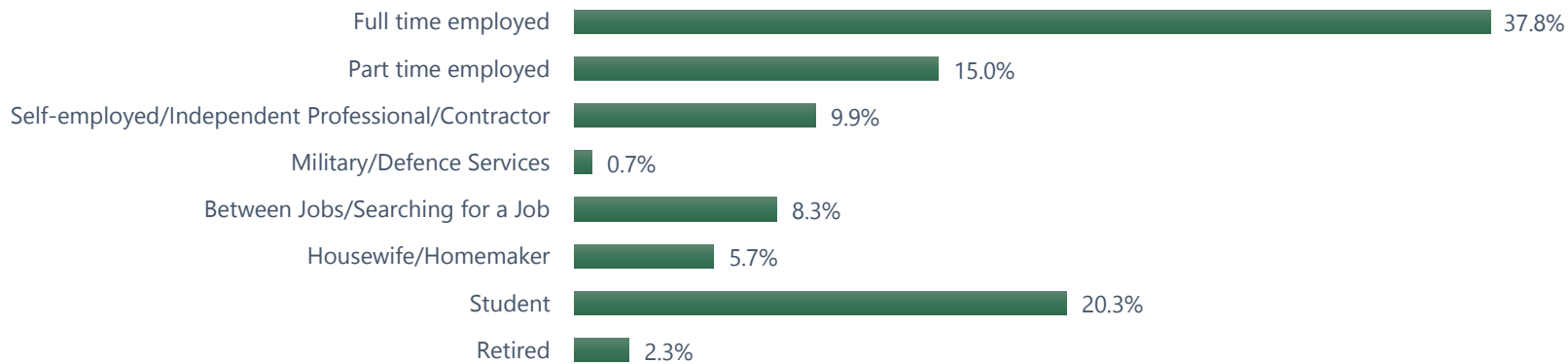
Gender Distribution



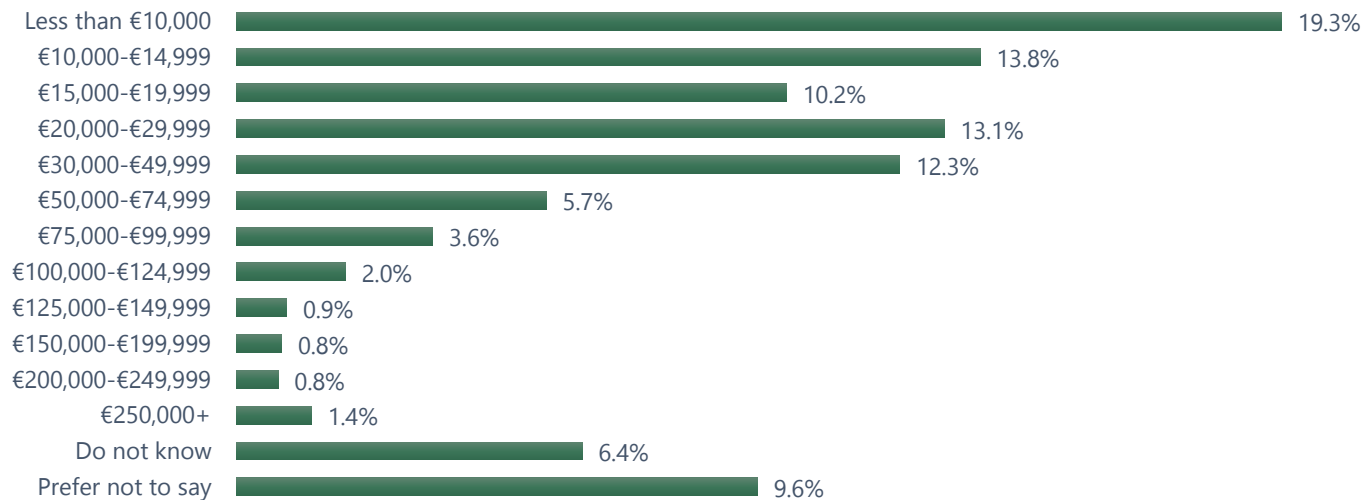
Education


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Employment Status



Household Income



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INDIA

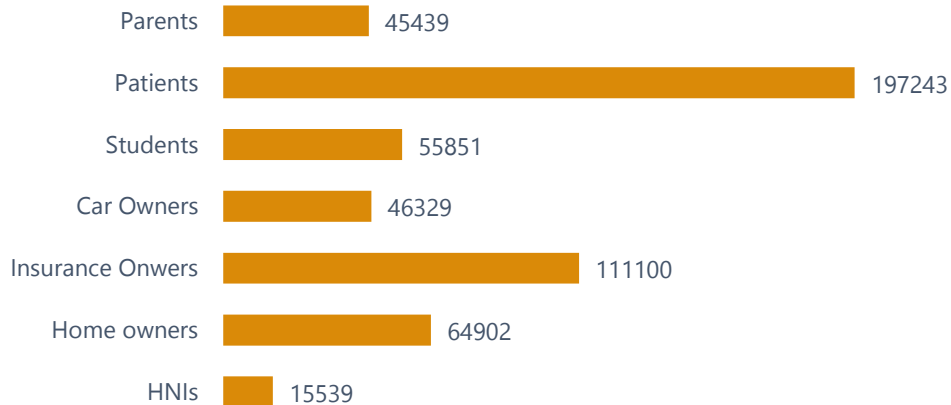
Panel Size: 2,91,627

Mobile Verified: 37,879

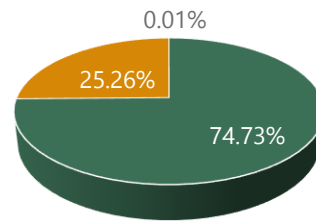
Response Rate: 12.51%

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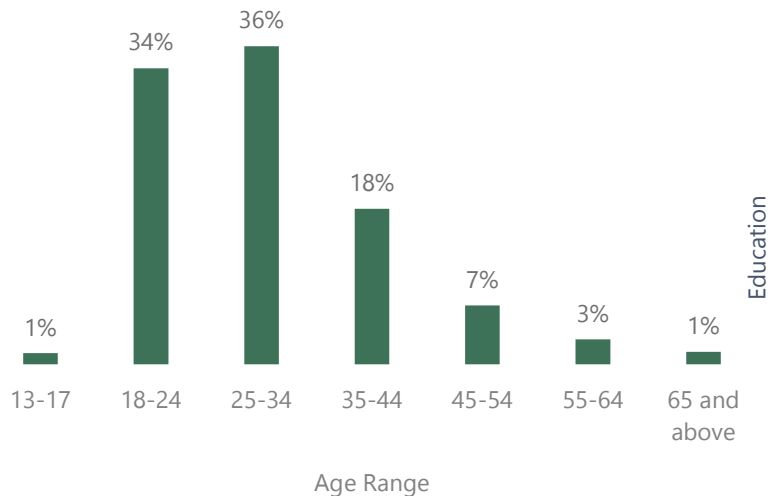
Consumer Speciality



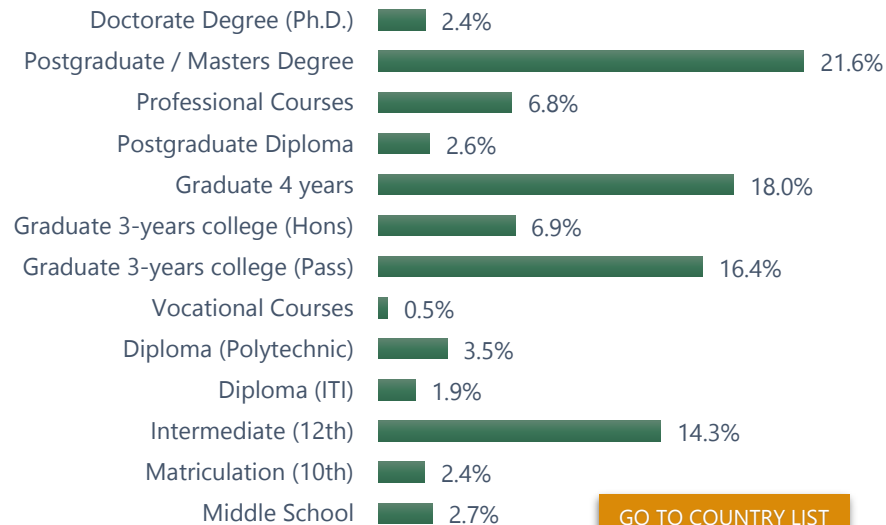
Gender Distribution



■ Male ■ Female ■ Other

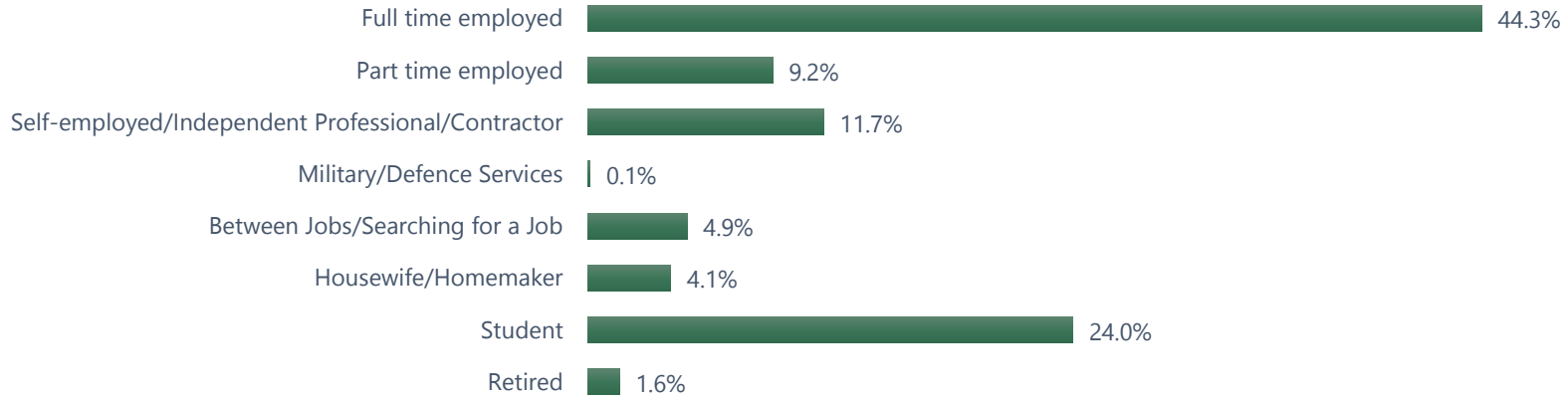


Education

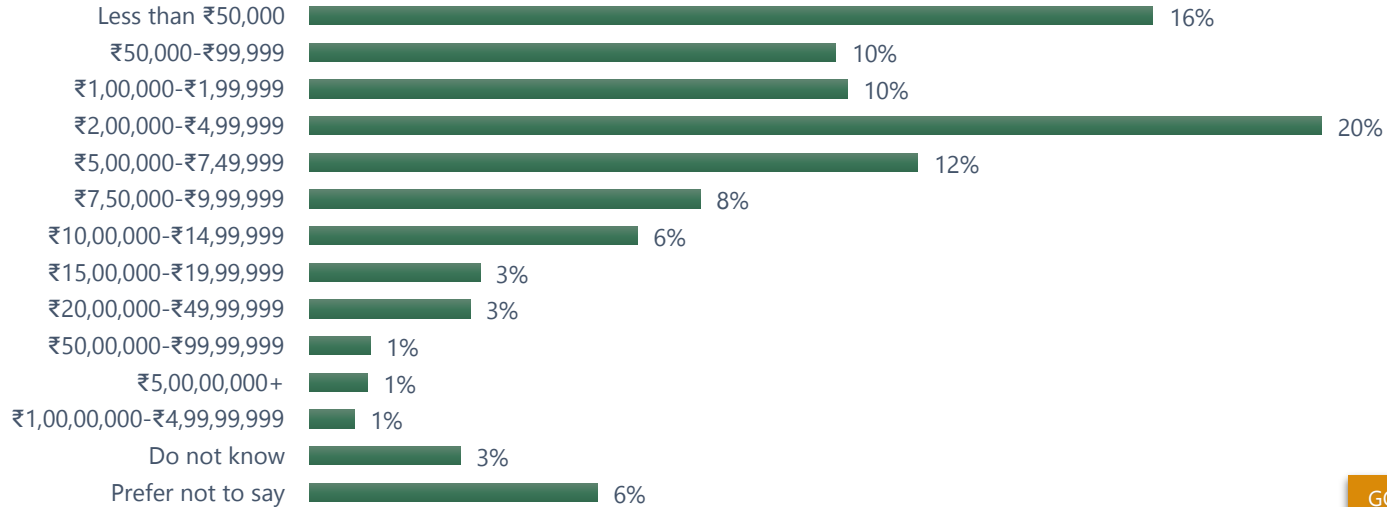


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Employment status



Household Income



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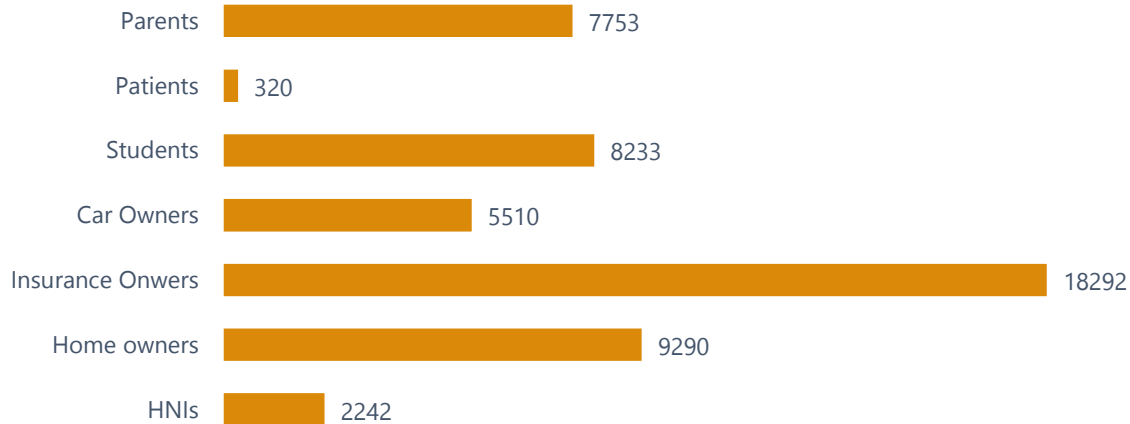
SINGAPORE

Panel Size: 54,172

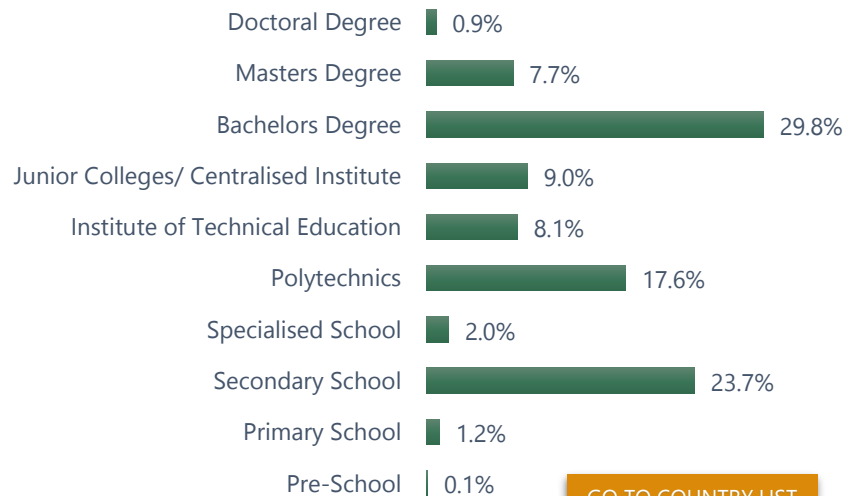
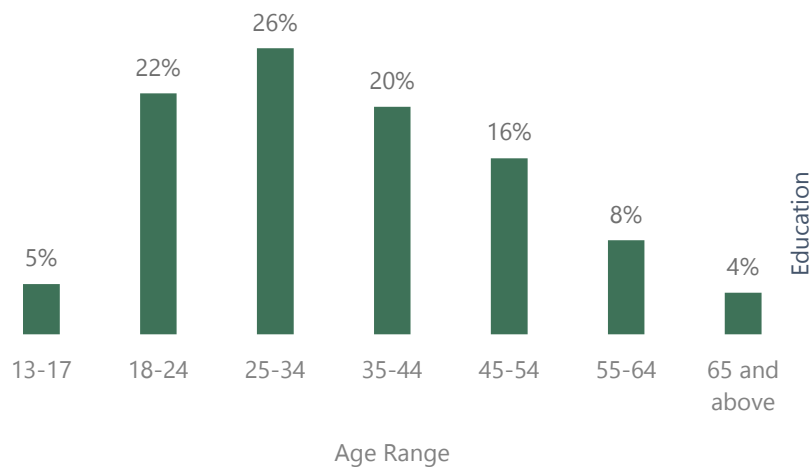
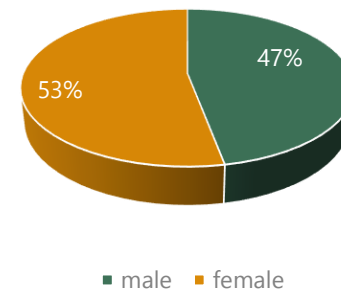
Mobile Verified: 674

Response Rate: 11.50%

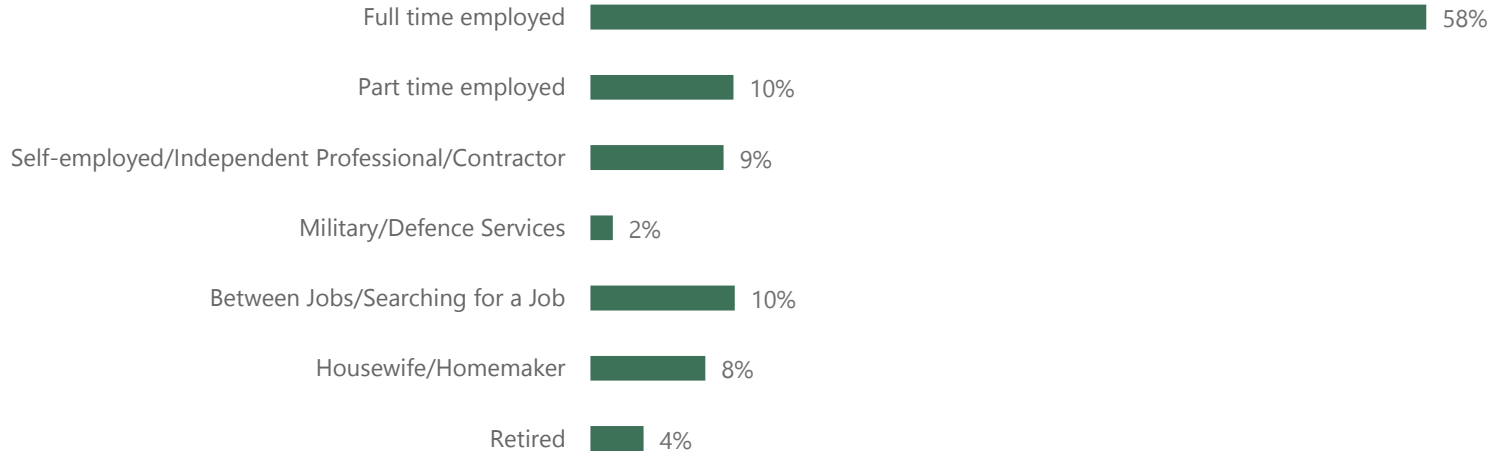
[GO TO COUNTRY LIST](#)



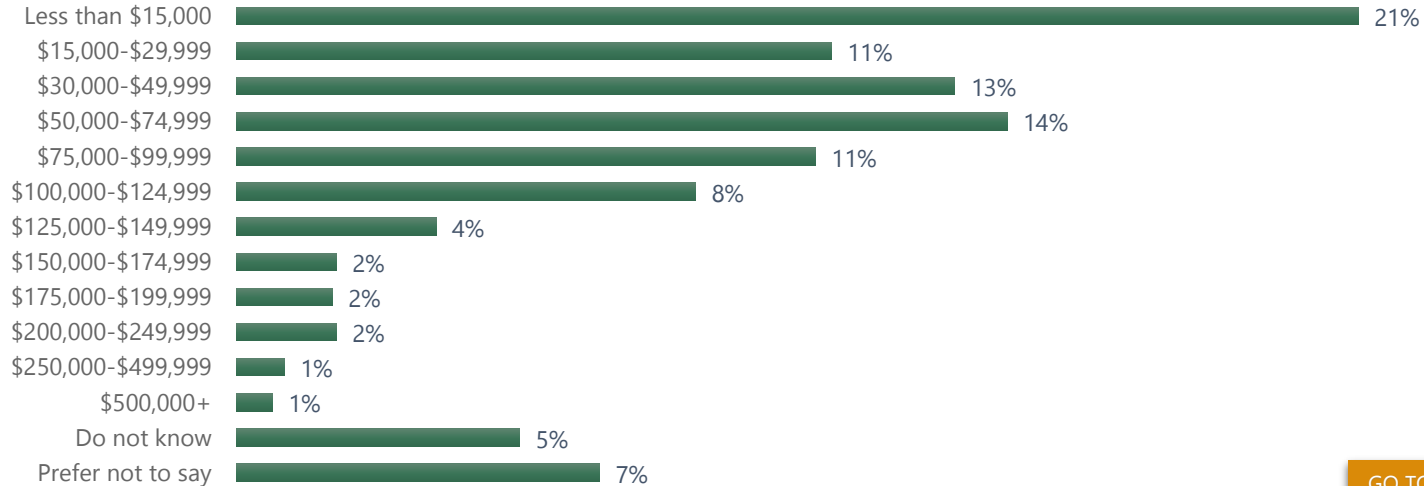
Gender Distribution


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Employment Status



Household Income



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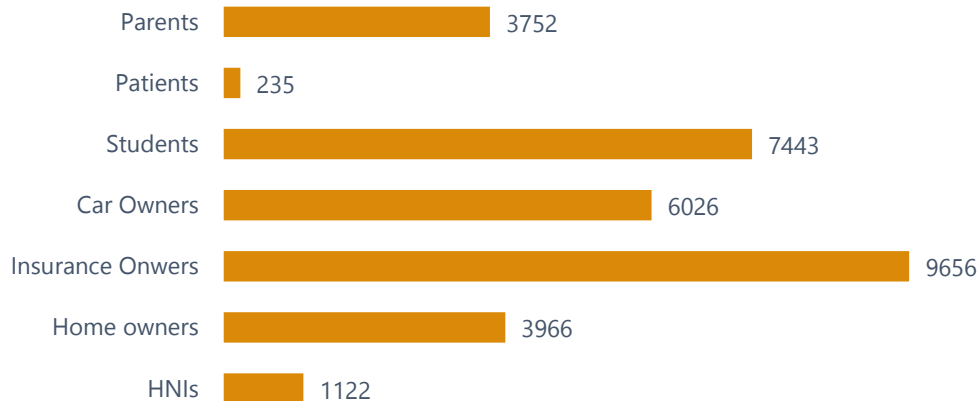
AUSTRALIA

Panel Size: 43,618

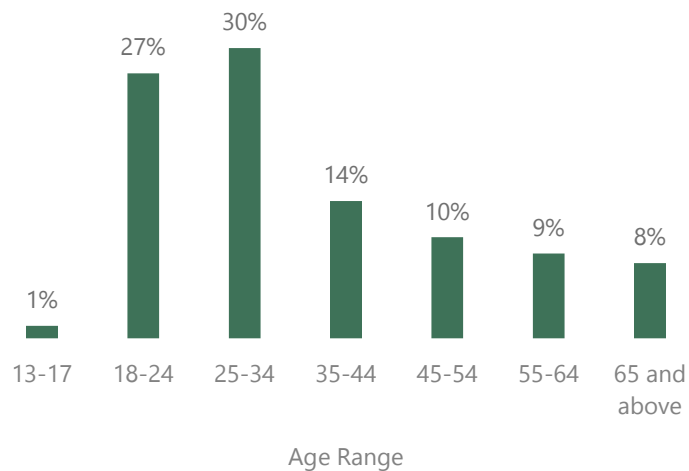
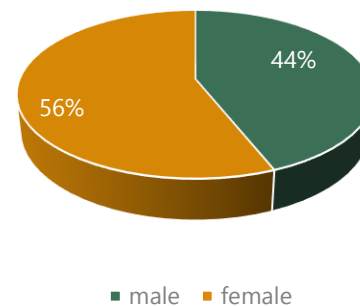
Mobile Verified: 690

Response Rate: 3.45%

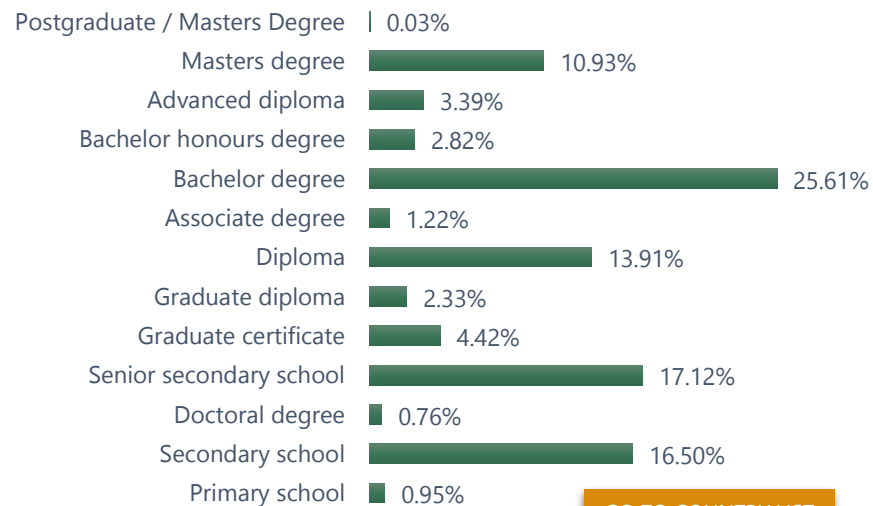
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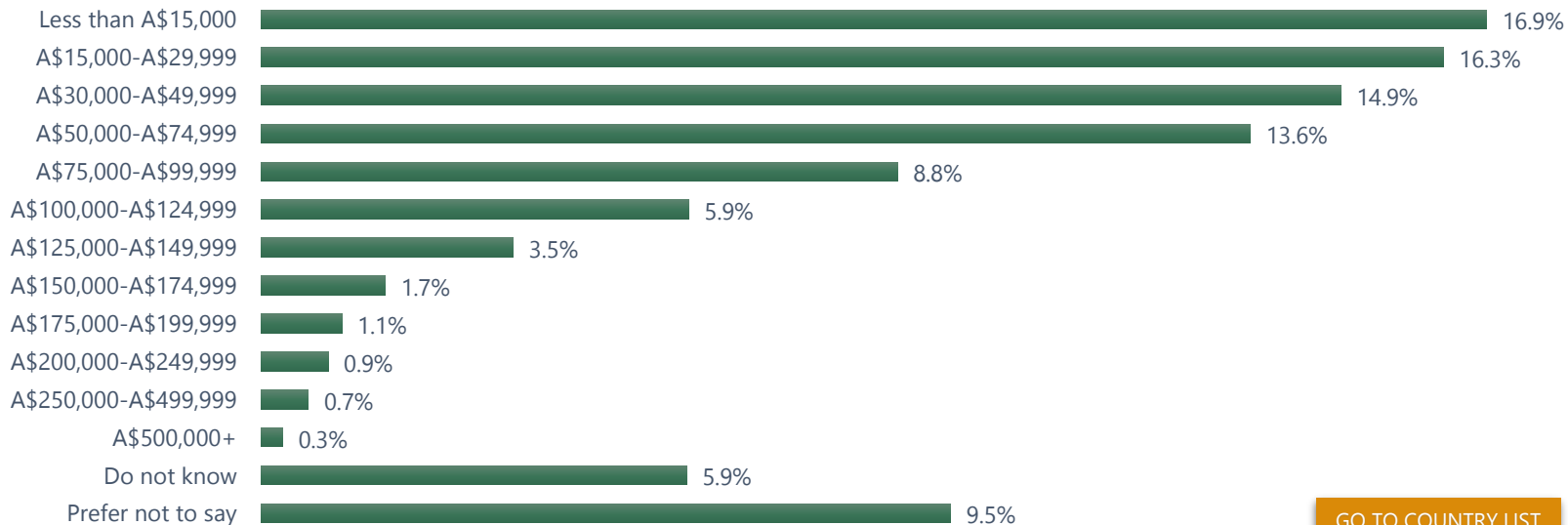
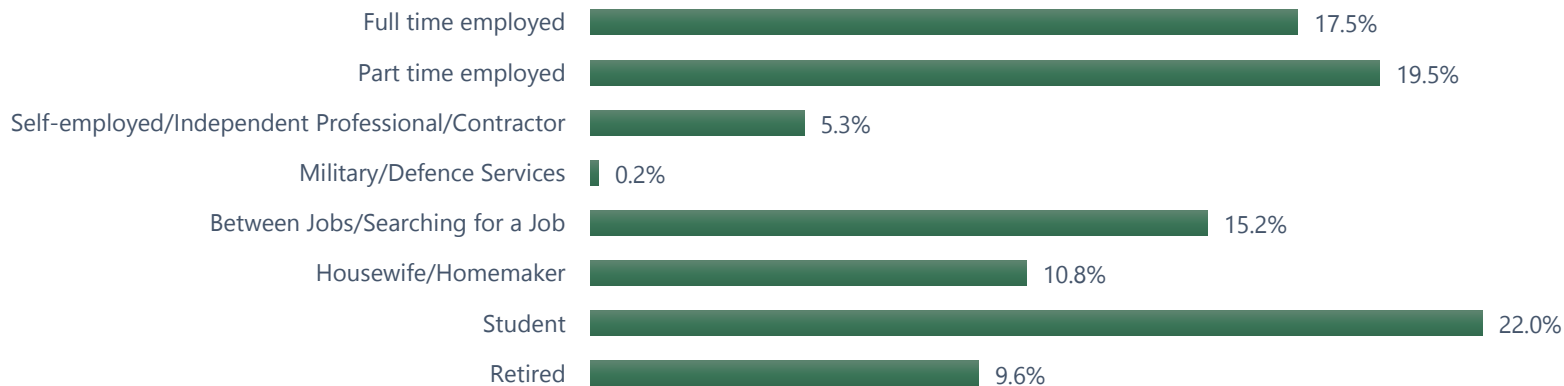


Gender Distribution



Education


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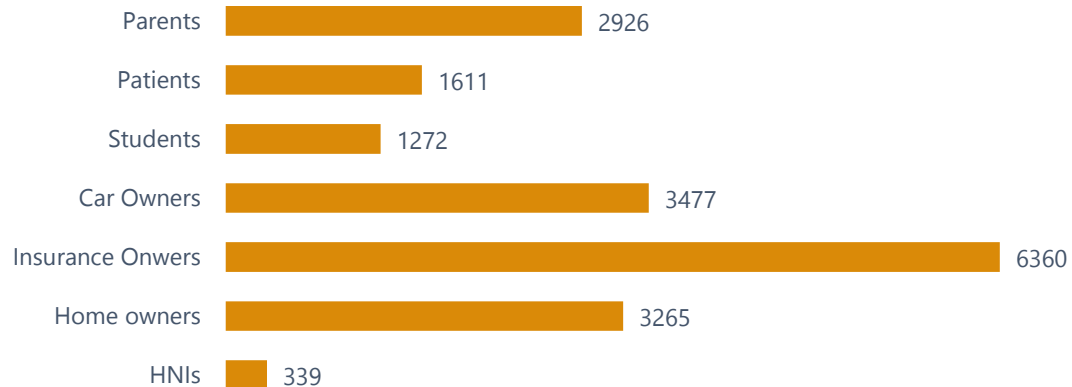
MALAYSIA

Panel Size: 20,076

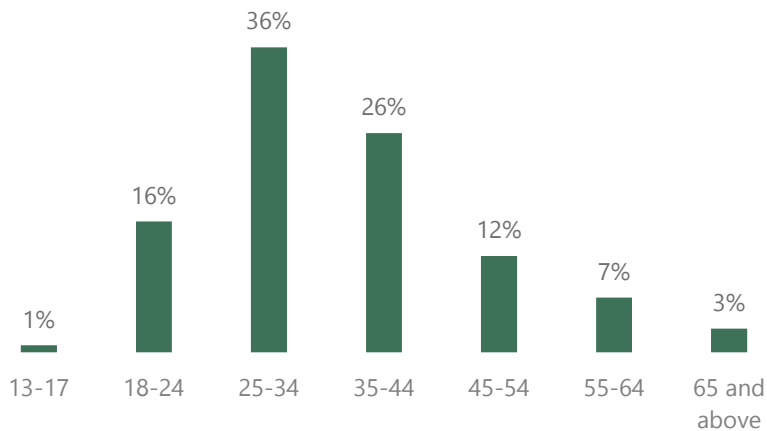
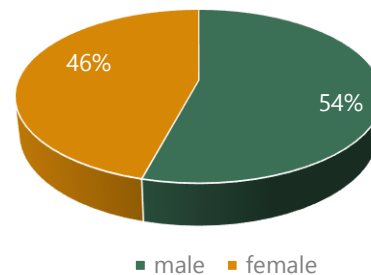
Mobile Verified: 484

Response Rate: 7.98%

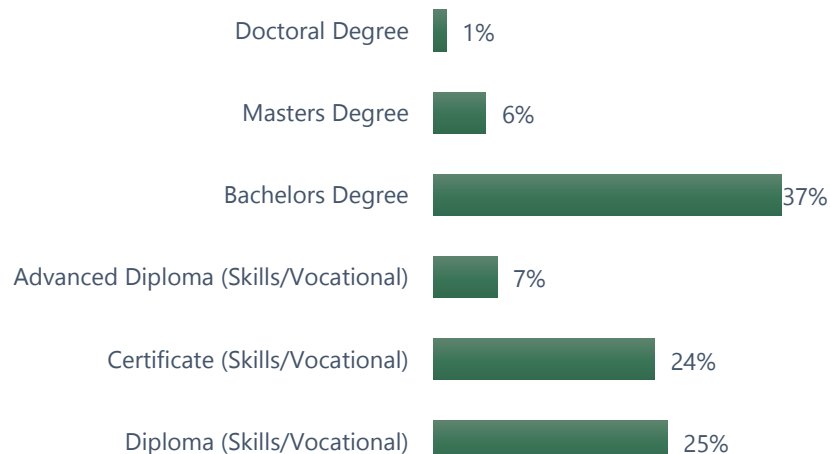
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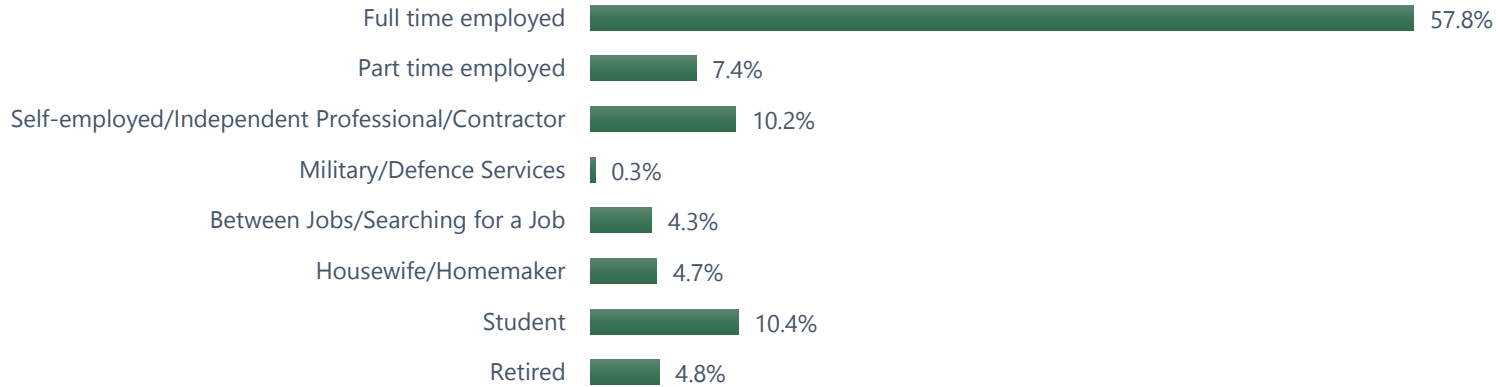
Gender Distribution



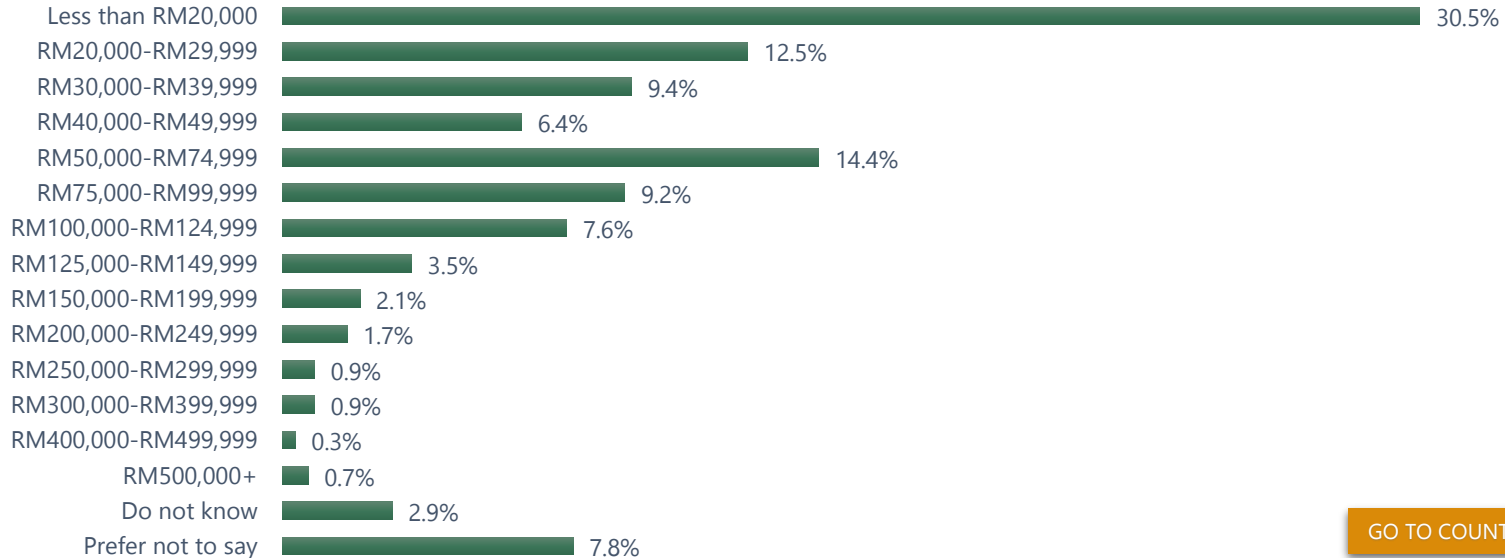
Education

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Employment Status



Household Income



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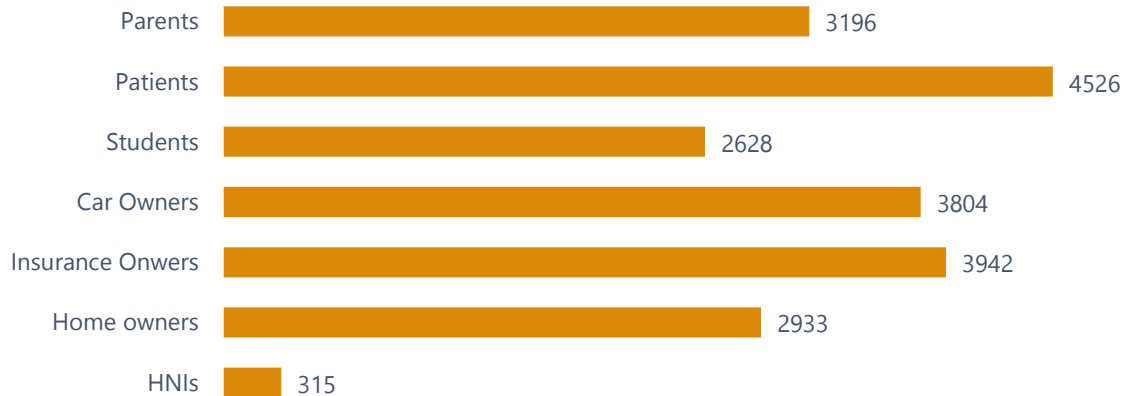


HONGKONG

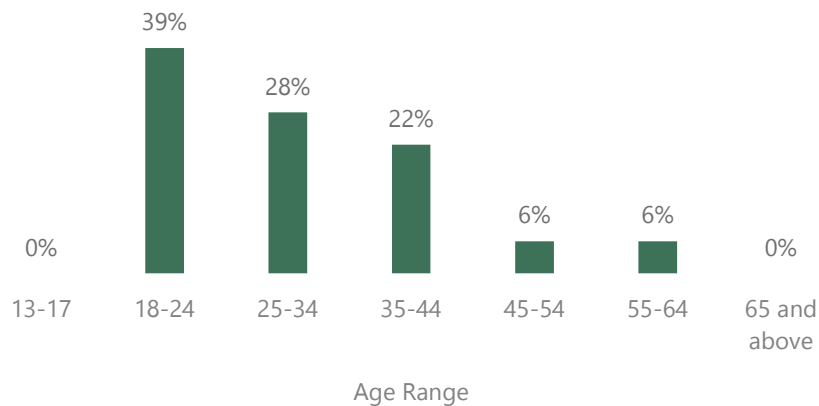
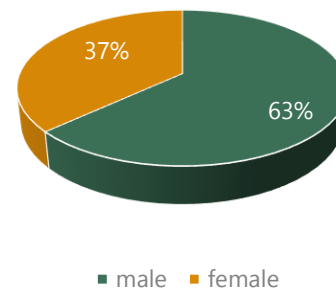
Panel Size: 24,968

Response Rate: 2.11%

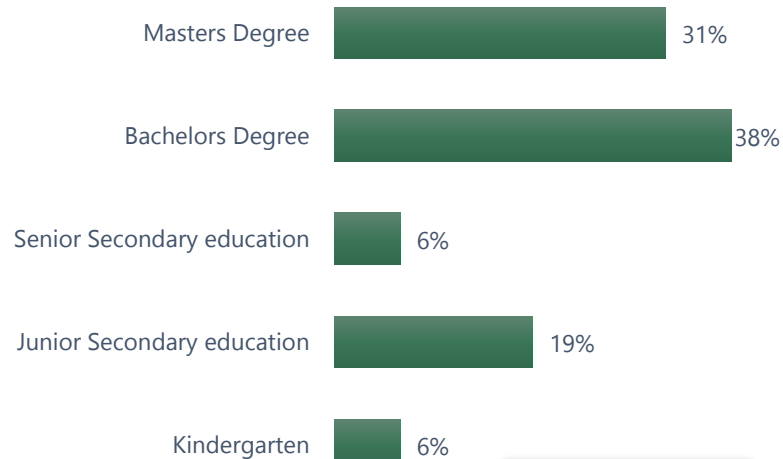
[GO TO COUNTRY LIST](#)



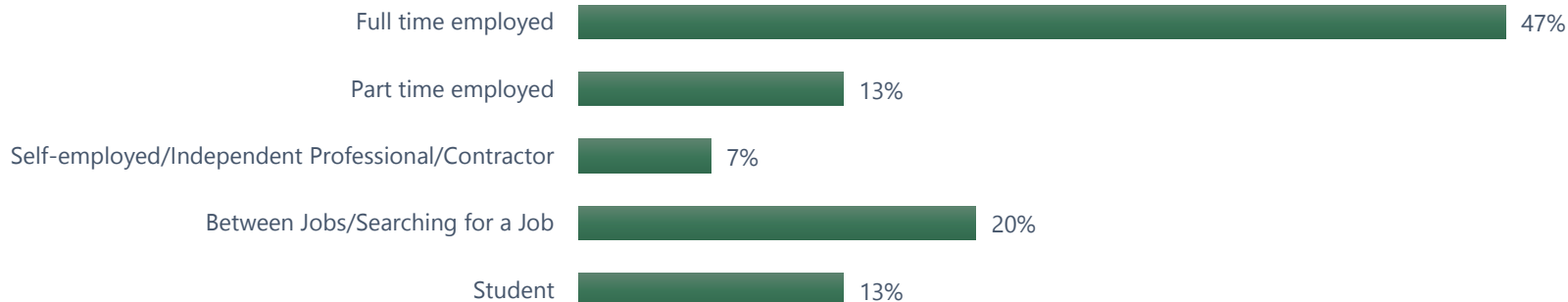
Gender Distribution



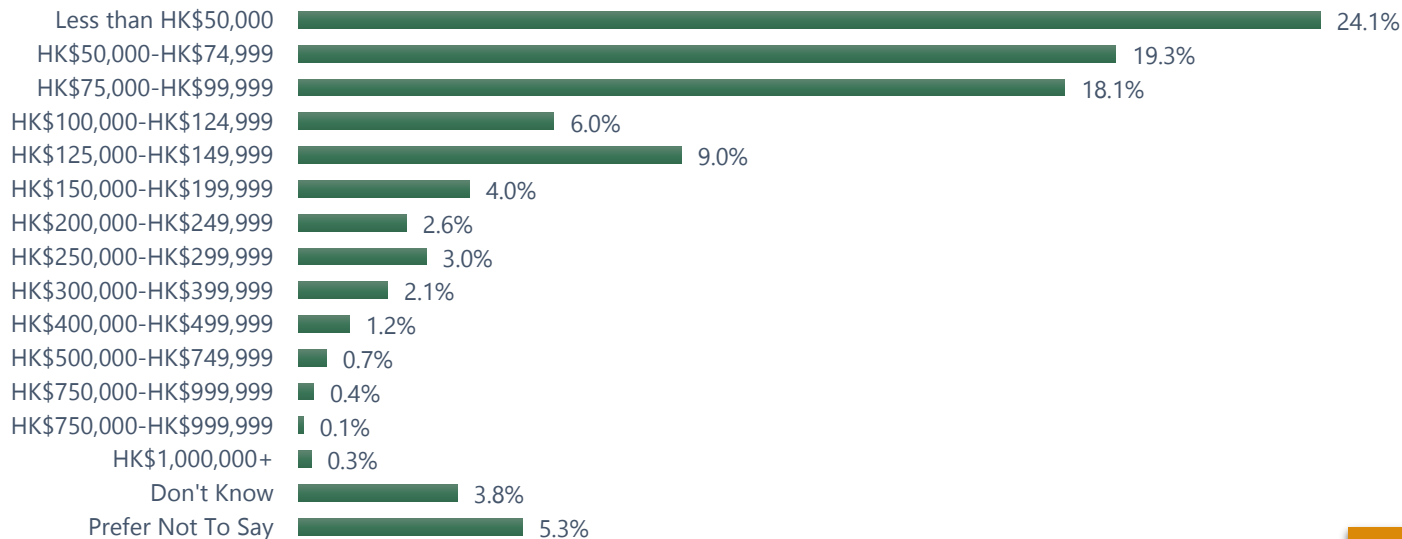
Education

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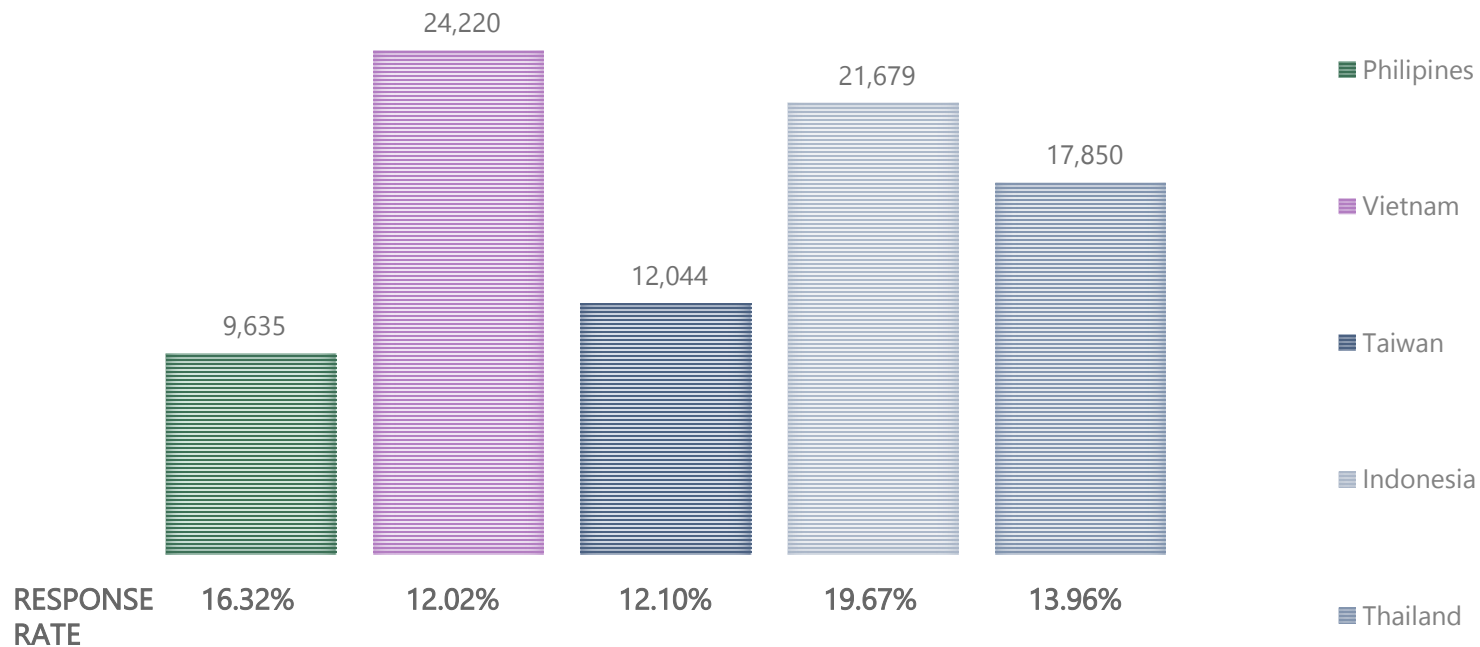
Employment status



Household Income



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NEW PANEL COUNTRIES- 85,428

PH | VN | TW | ID | TH

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CONTACT

INTERNET RESEARCH BUREAU

Sales Contact: sales@irbureau.com

LOS ANGELES

1055 West,
7th Street Penthouse,
Los Angeles, CA-90017, USA
T: +1-310-6272217

LONDON

Kemp House 160 City Road
London EC1V 2NX UNITED
KINGDOM
T: +44(0)78 4624 4462

NEW DELHI

A-6 (5th Floor), Edenpark Hotel,
Shaheed Jeet Singh Marg
New Delhi, 110016, India
T: +91-11-40789940

*Thank
You!*