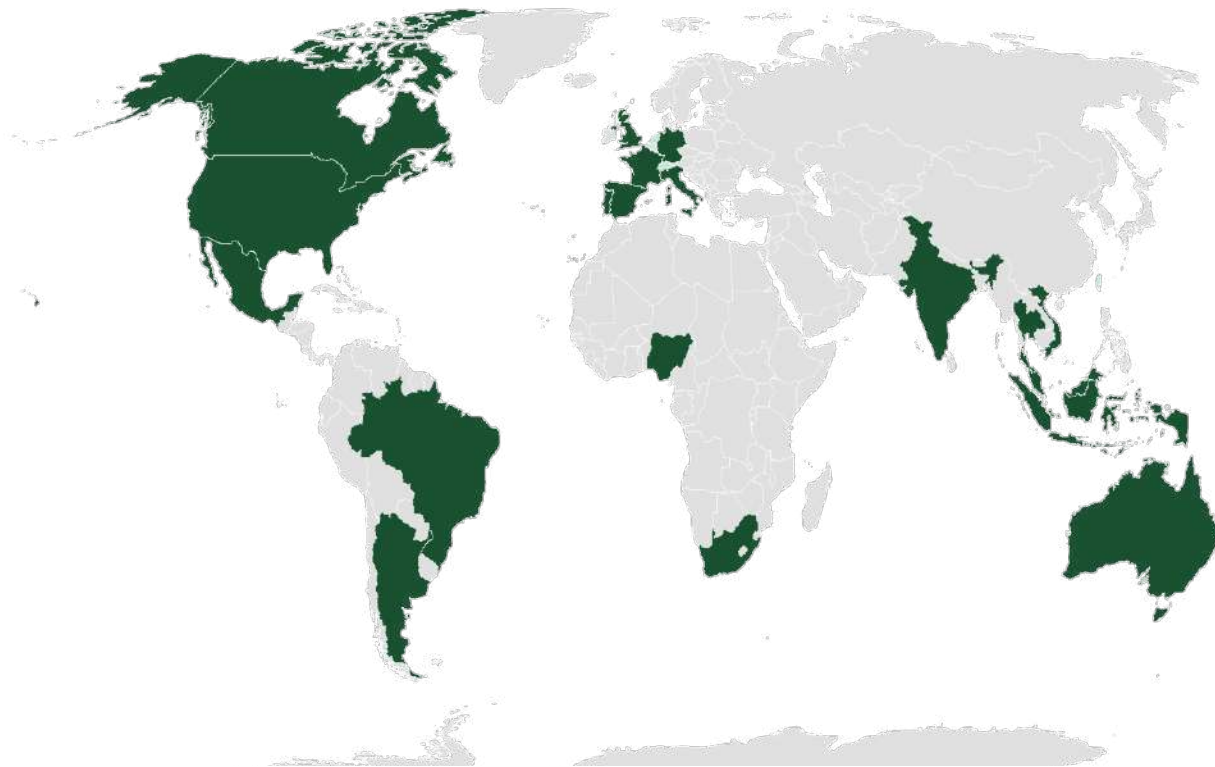




# B2C PANEL BOOK 2021



[www.irbureau.com](http://www.irbureau.com)



# WE ARE IRB

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

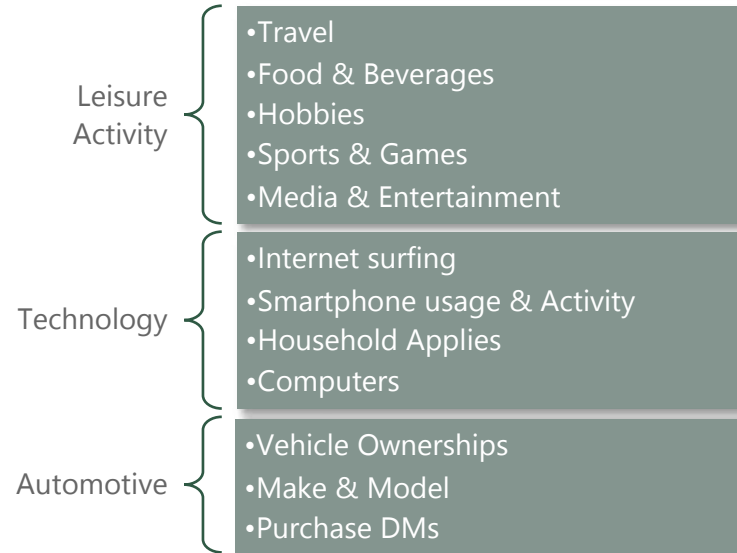
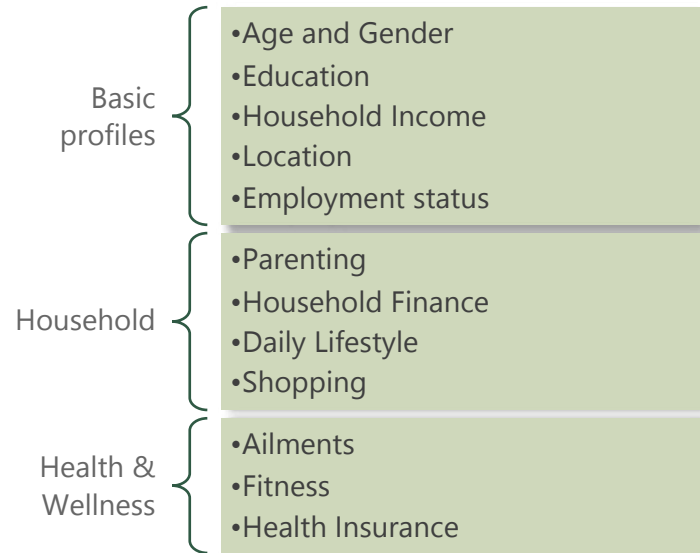
Headquartered in New Delhi and a regional HQ in the US and the UK, Internet Research Bureau serves clients worldwide.

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 ARE EXPERTS IN

## *Panel Categorization & Profiles*

B2C					
General		Special		Ailments	
✓	Parents	✓	High net-worth Individuals	✓	ADHD
✓	Teens & Kids	✓	Frequent Travelers	✓	Arthritis
✓	Homeowners	✓	International Travelers	✓	Asthma
✓	Pet owners			✓	Atopic Dermatitis (Eczema)
✓	Car owners			✓	Cancer
✓	Smartphone users (Mobile panel)			✓	Cardiovascular Diseases
✓	Tech Enthusiasts			✓	Chronic Rhinosinusitis
✓	Frequent Shoppers			✓	COPD/Chronic Bronchitis
✓	Fashion Enthusiasts			✓	Crohn's Disease/ Ulcerative Colitis
✓	Insurance owners			✓	Depression/Anxiety Disorder
				✓	Diabetes T1/T2
				✓	Epilepsy
				✓	Gout
				✓	Hepatitis
				✓	High Blood Pressure, Cholesterol
				✓	Kidney Disease
				✓	Migraine
				✓	Multiple Sclerosis
				✓	Obesity/Overweight

# PROPRIETARY PANEL COUNTRIES

AMERICAS	
<a href="#"><u>US</u></a>	3,91,612
<a href="#"><u>Canada</u></a>	20,357
<a href="#"><u>Mexico</u></a>	75,166
<a href="#"><u>Brazil</u></a>	2,36,971
<a href="#"><u>Argentina</u></a>	24,838

EUROPE	
<a href="#"><u>UK</u></a>	1,25,155
<a href="#"><u>France</u></a>	96,722
<a href="#"><u>Germany</u></a>	56,703
<a href="#"><u>Italy</u></a>	74,643
<a href="#"><u>Spain</u></a>	85,644
<a href="#"><u>Netherlands</u></a>	21,767
<a href="#"><u>Portugal</u></a>	24,136
<a href="#"><u>Switzerland</u></a>	19,127
<a href="#"><u>Poland</u></a>	3,511

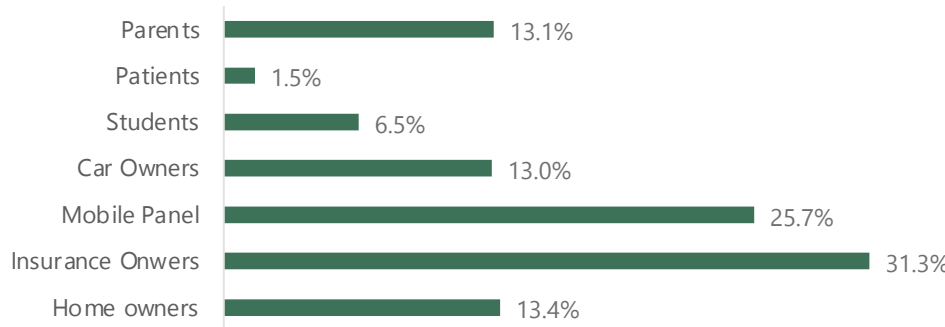
AFRICA	
<a href="#"><u>South Africa</u></a>	34,042
<a href="#"><u>Nigeria</u></a>	16,380

ASIA-PACIFIC	
<a href="#"><u>India</u></a>	3,35,370
<a href="#"><u>Singapore</u></a>	55,526
<a href="#"><u>Australia</u></a>	45,690
<a href="#"><u>Malaysia</u></a>	23,489
<a href="#"><u>Hong Kong</u></a>	25,268
<a href="#"><u>Thailand</u></a>	22,848
<a href="#"><u>Indonesia</u></a>	30,351
<a href="#"><u>Japan</u></a>	13,021
<a href="#"><u>Taiwan</u></a>	15,296
<a href="#"><u>Vietnam</u></a>	28,337
<a href="#"><u>Philippines</u></a>	12,044
<a href="#"><u>South Korea</u></a>	2,278

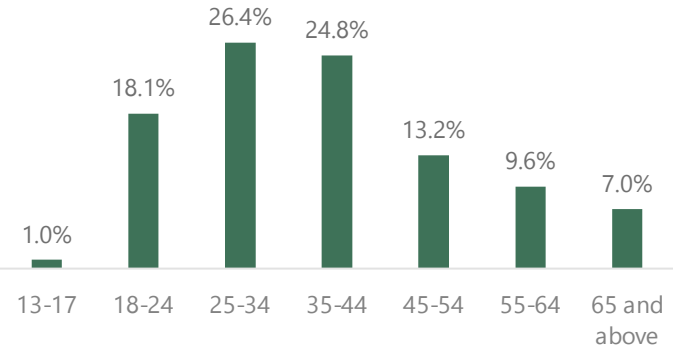
**UNITED STATES**

**Panel Size: 3,91,612**

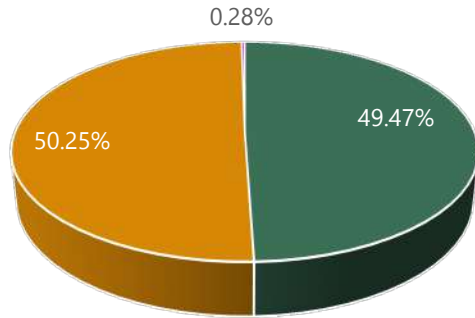
Consumer Specialty



Age Range

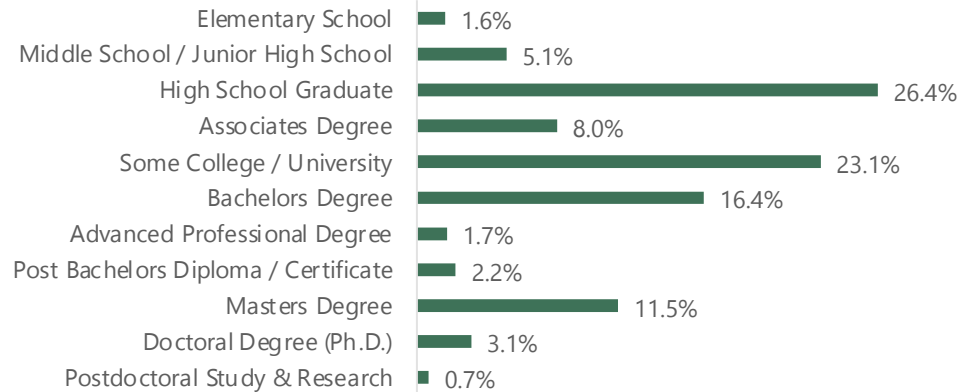


Gender Distribution

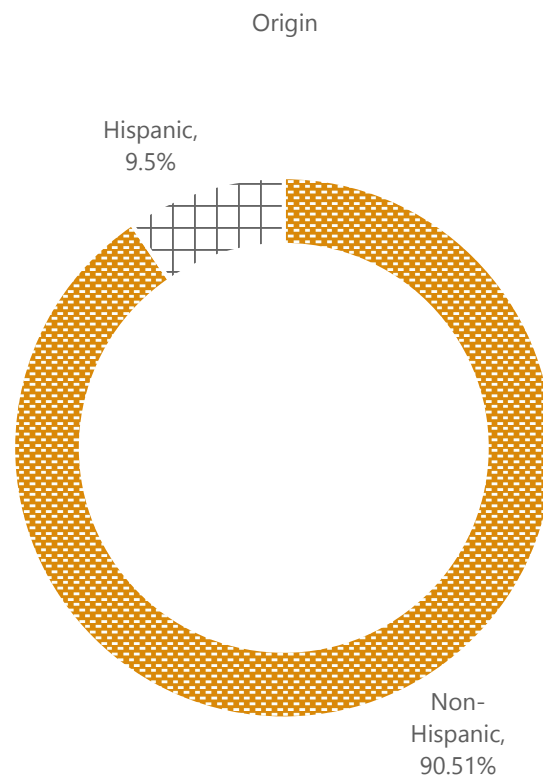
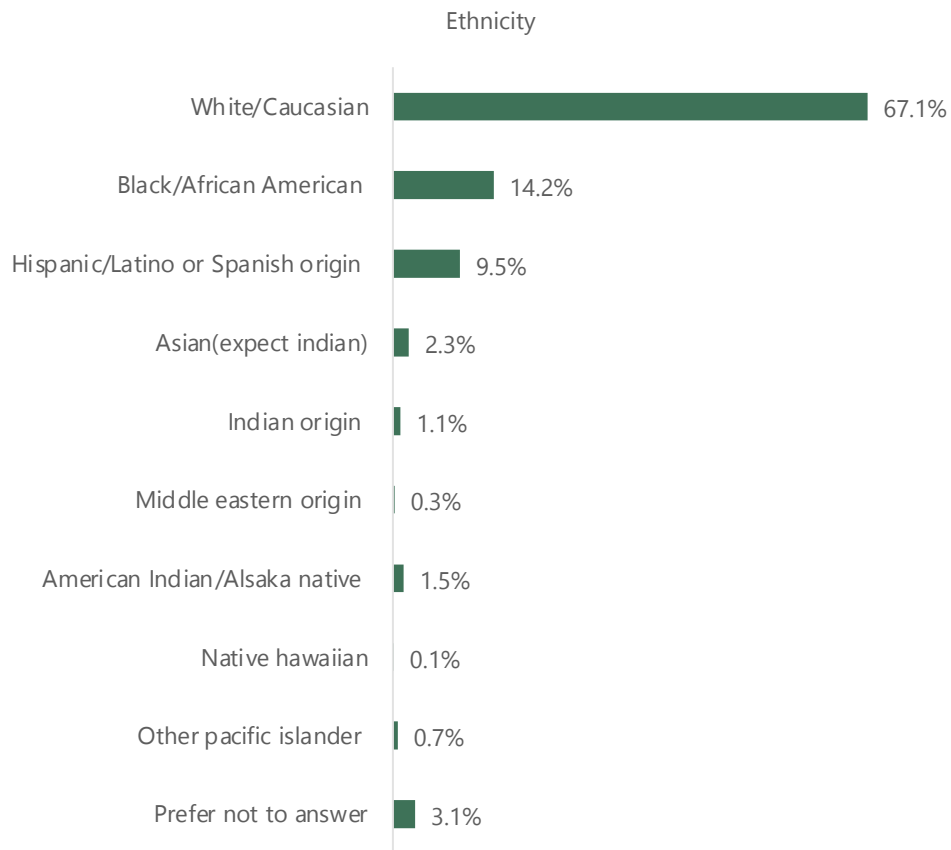


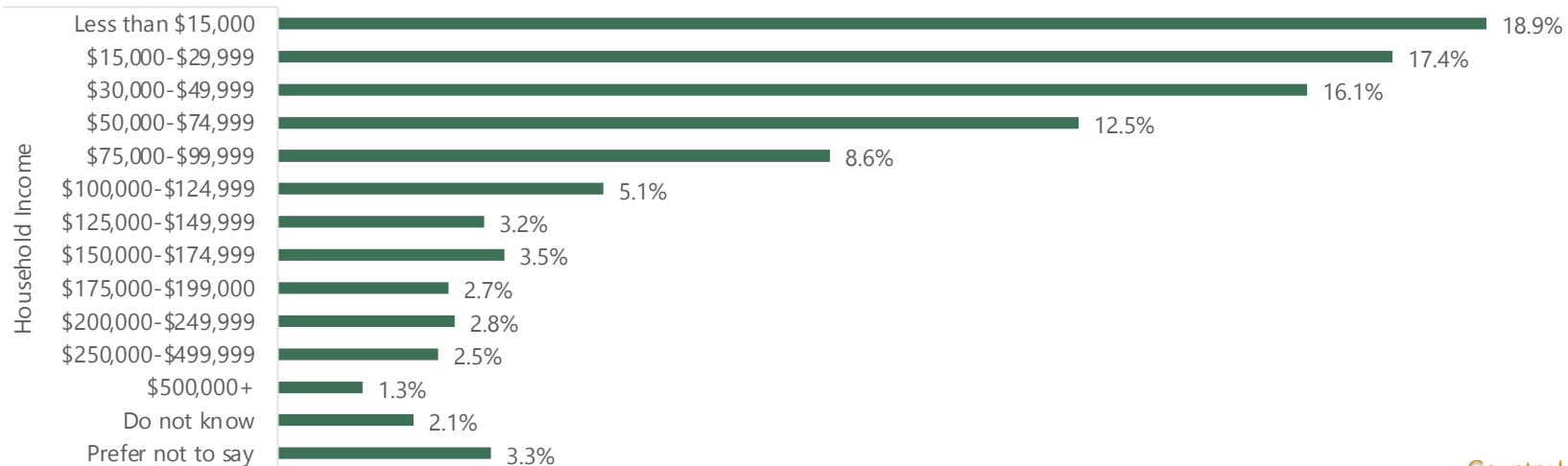
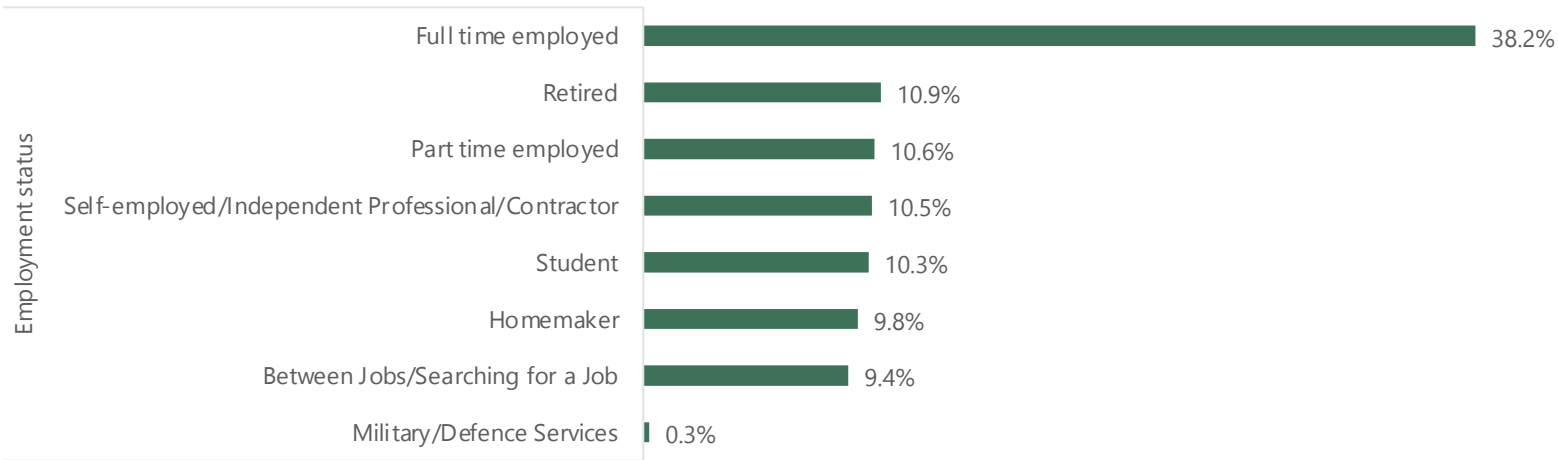
Male Female Others

Education



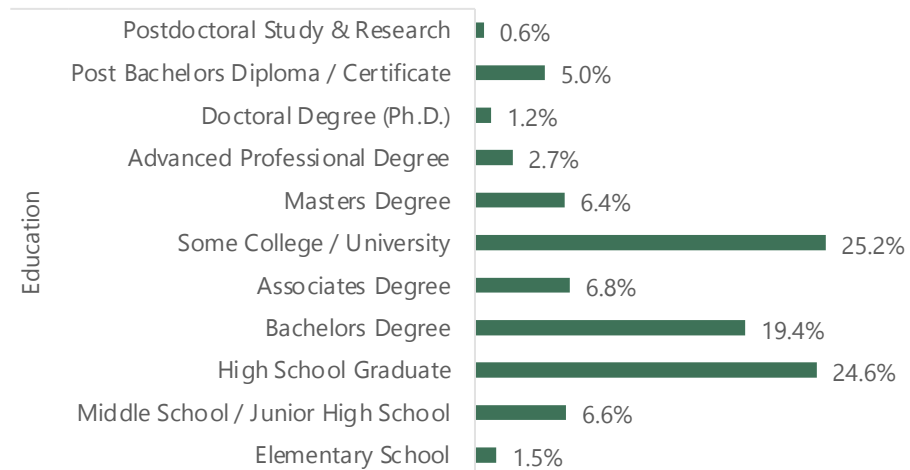
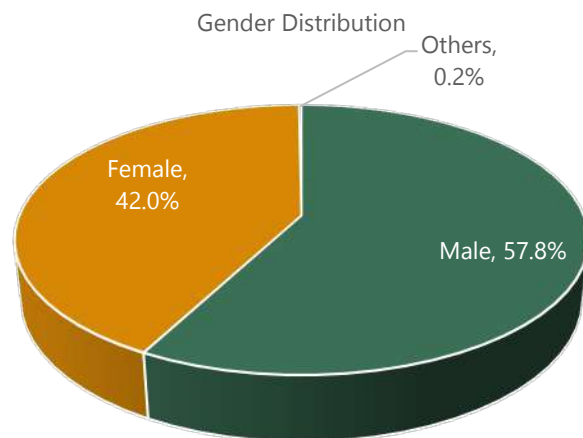
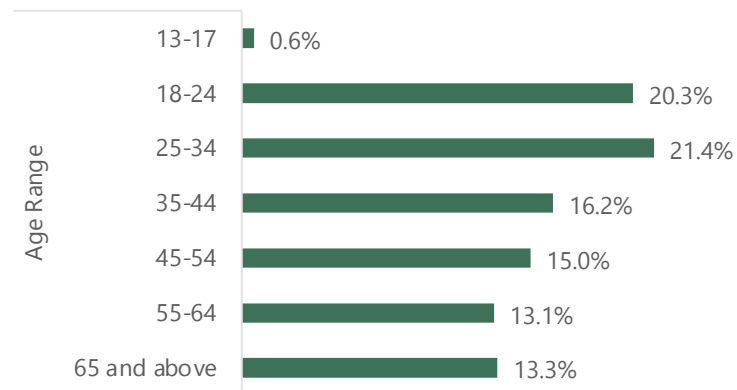
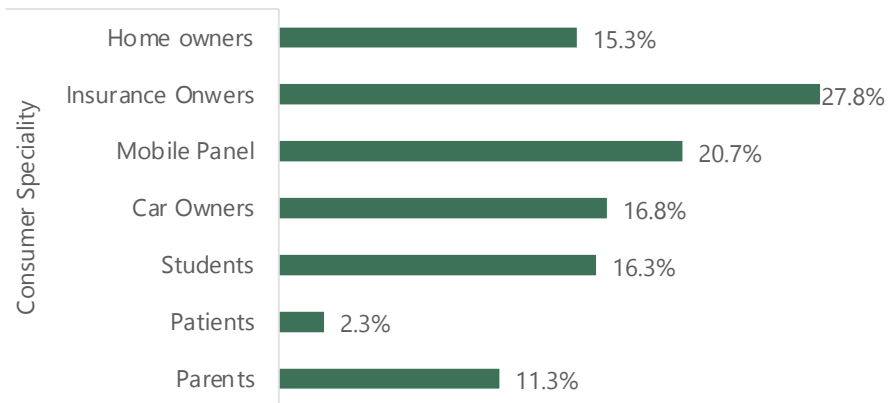


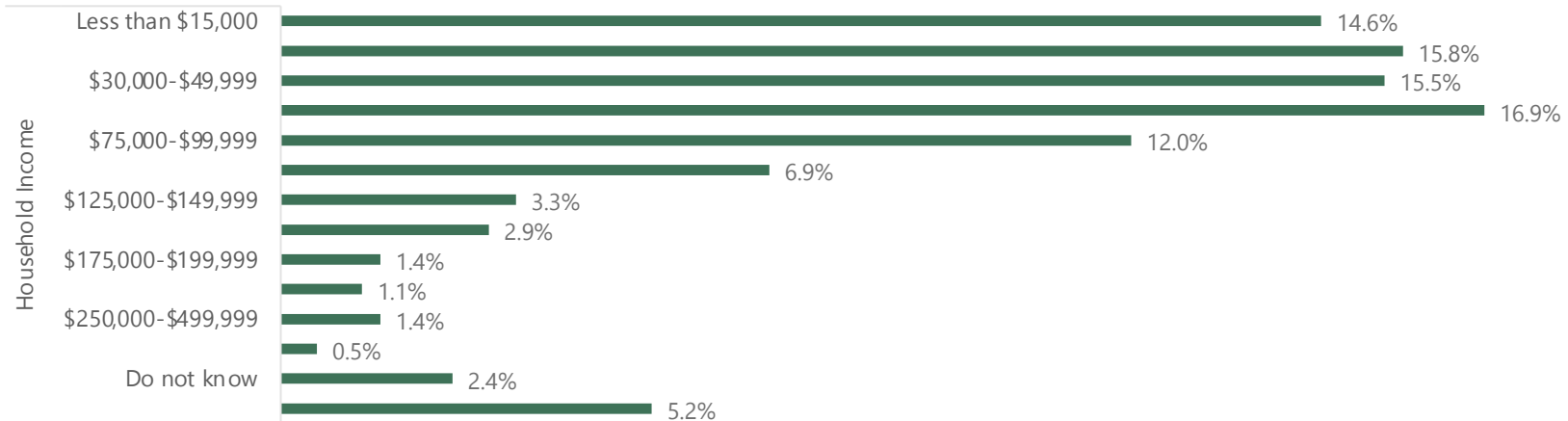
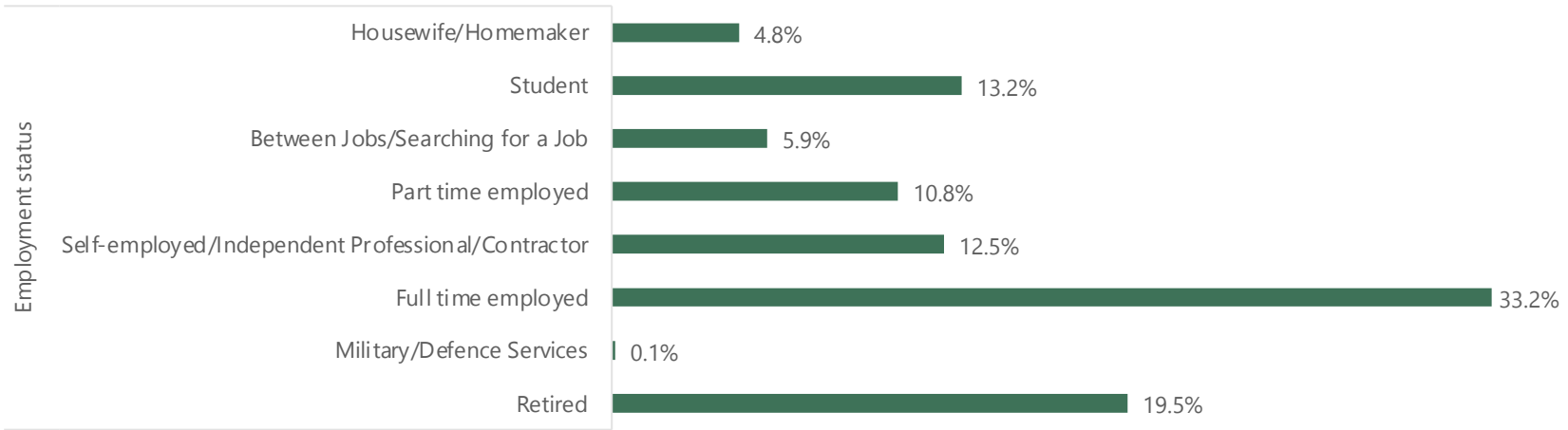




CANADA

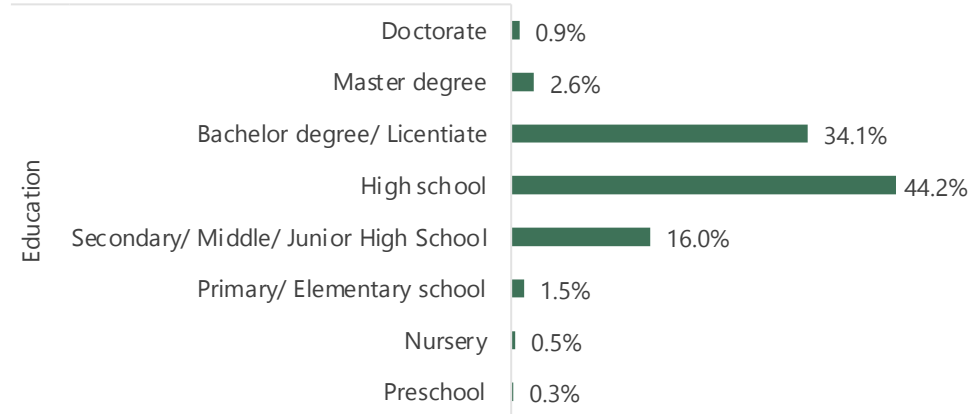
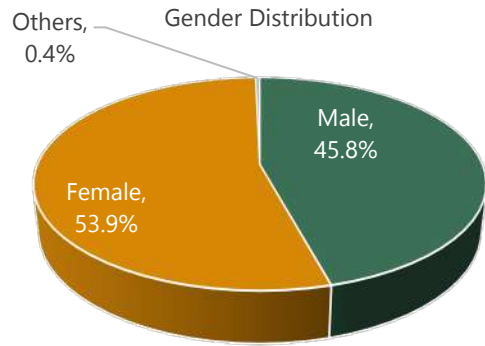
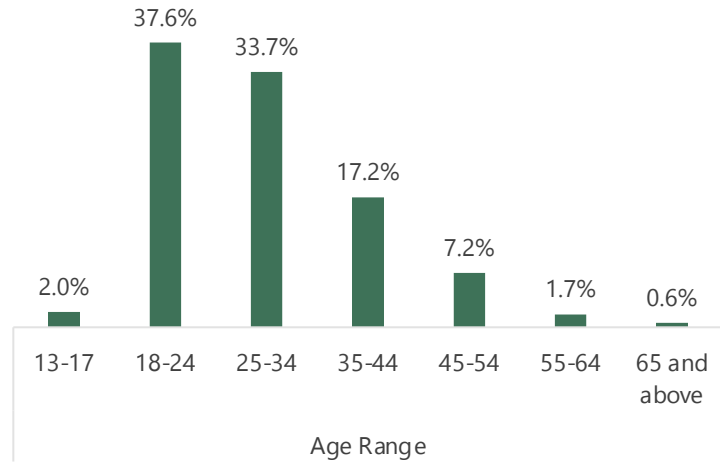
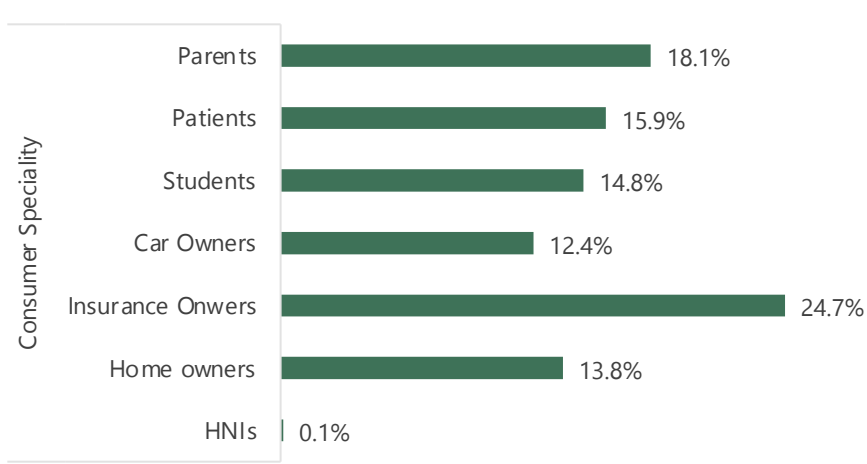
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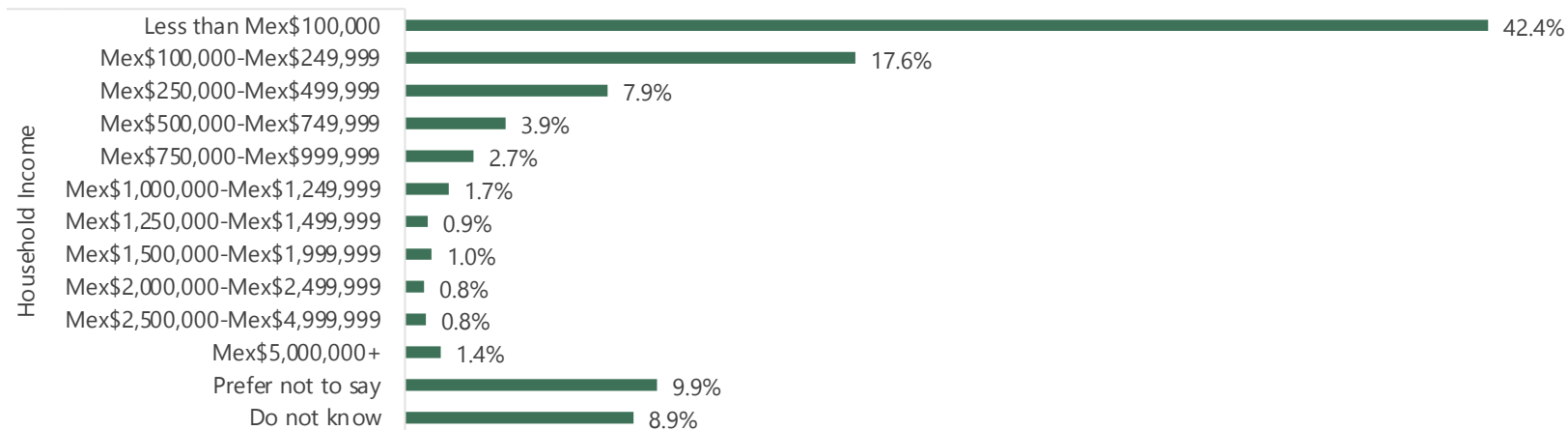
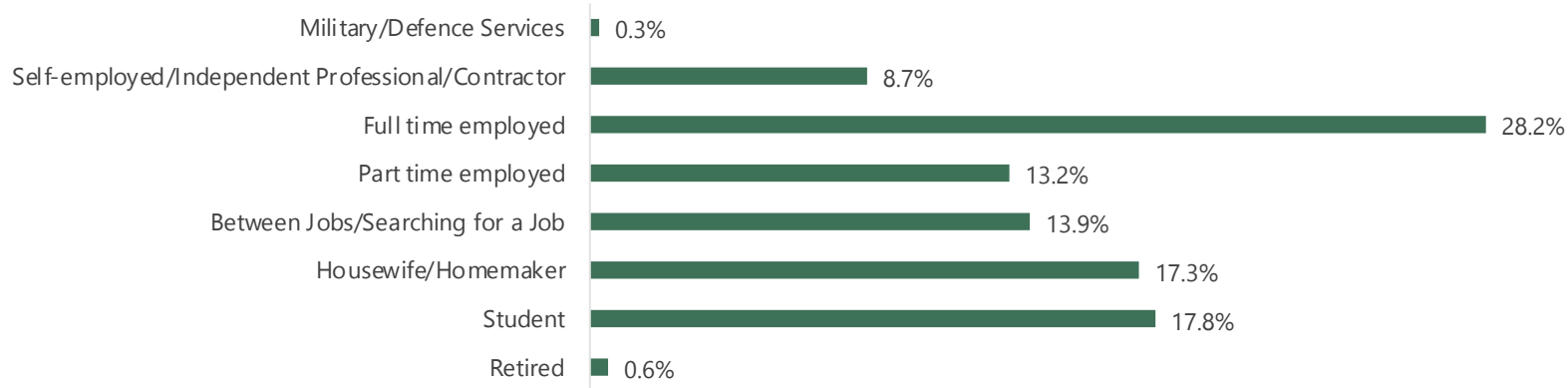




**MEXICO**

Panel Size: 75,166

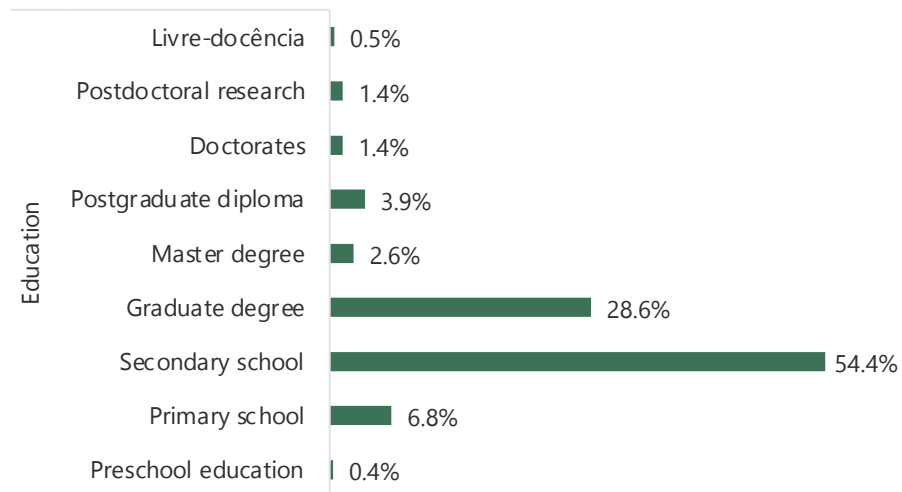
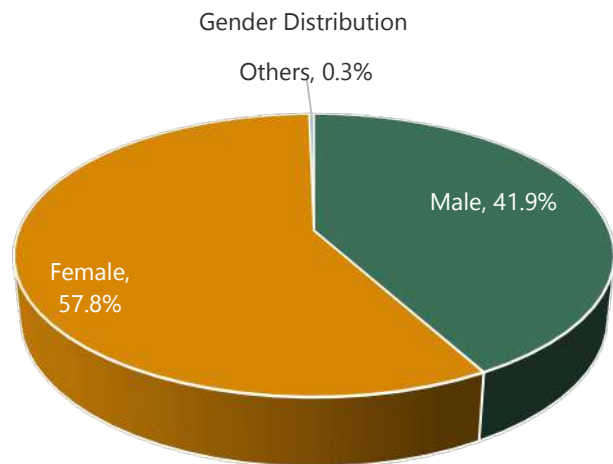
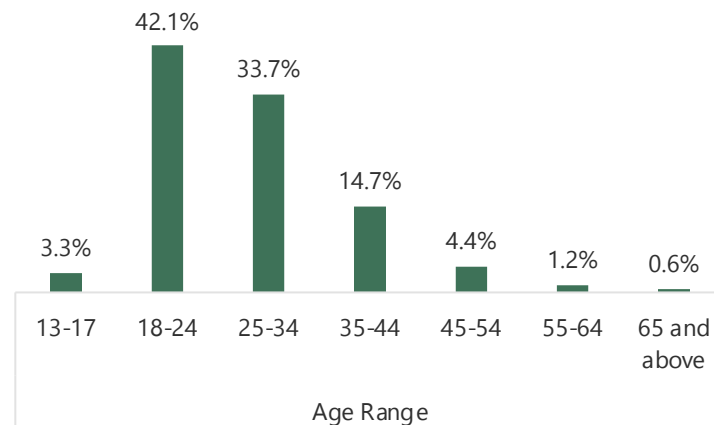
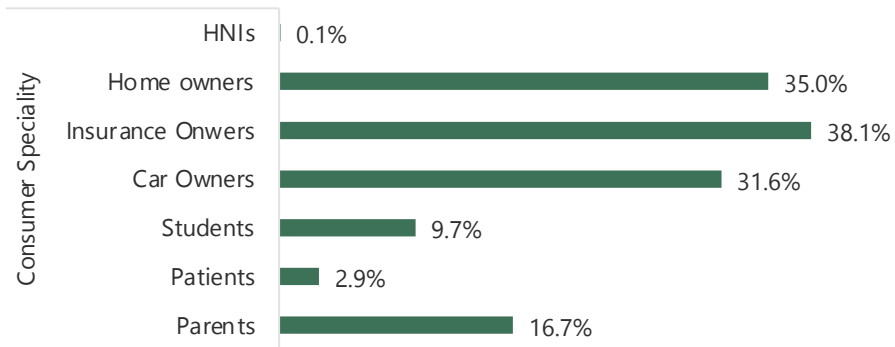




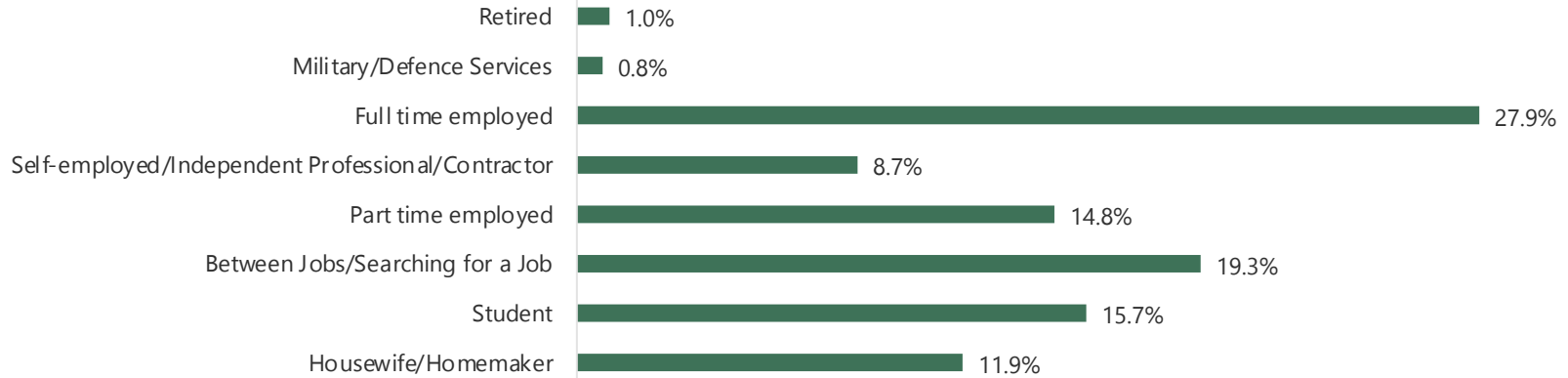


**BRAZIL**

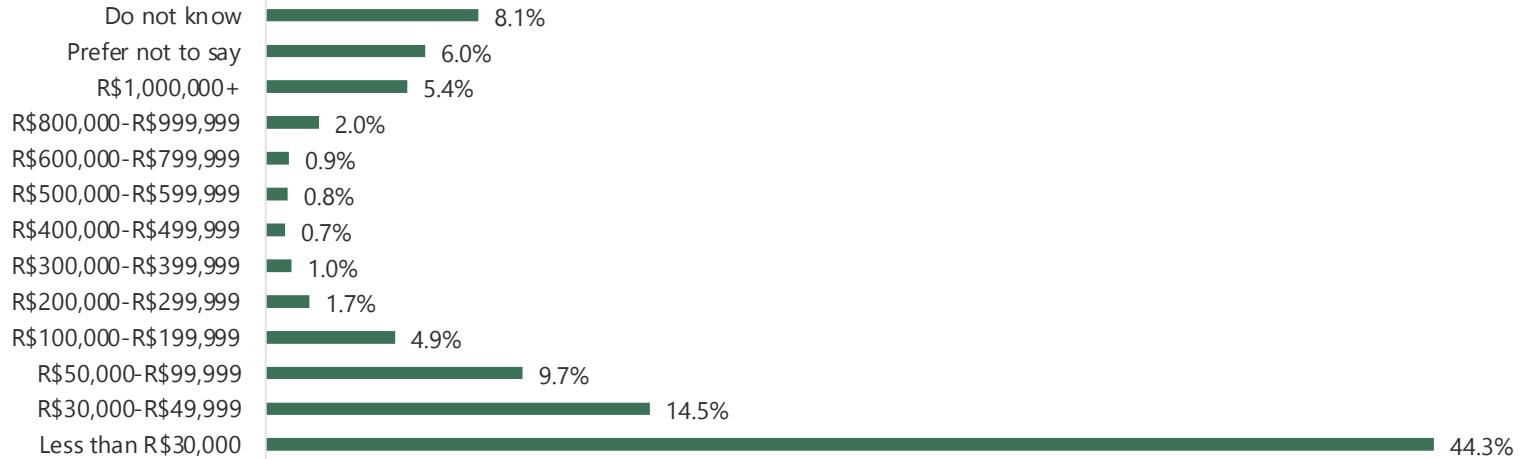
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# Employment status

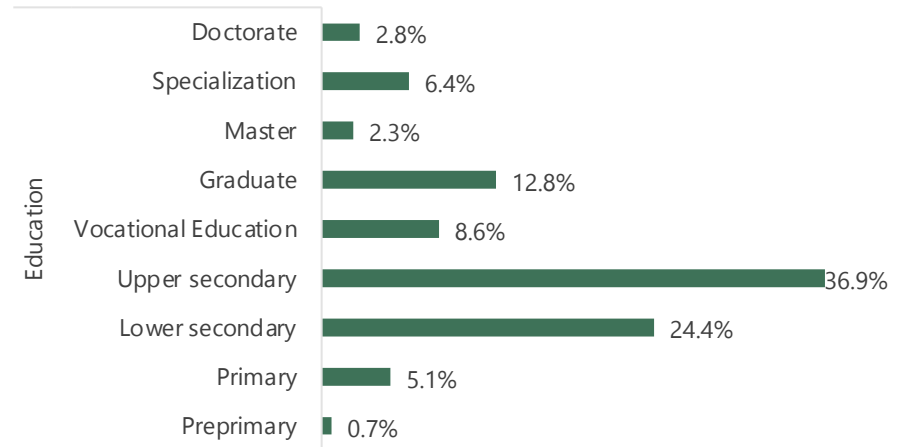
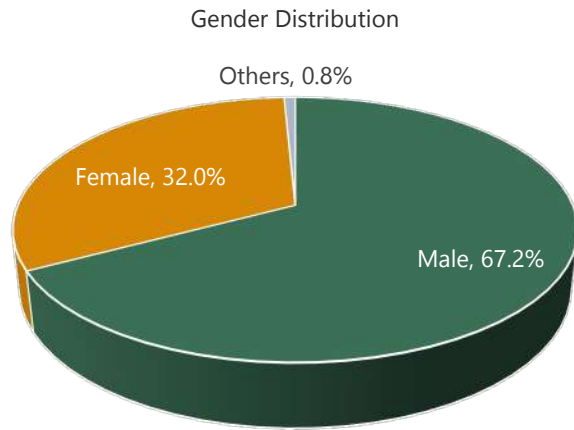
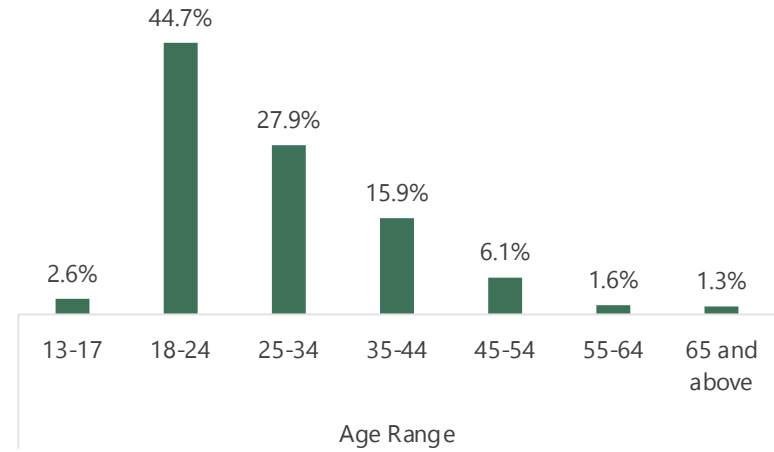
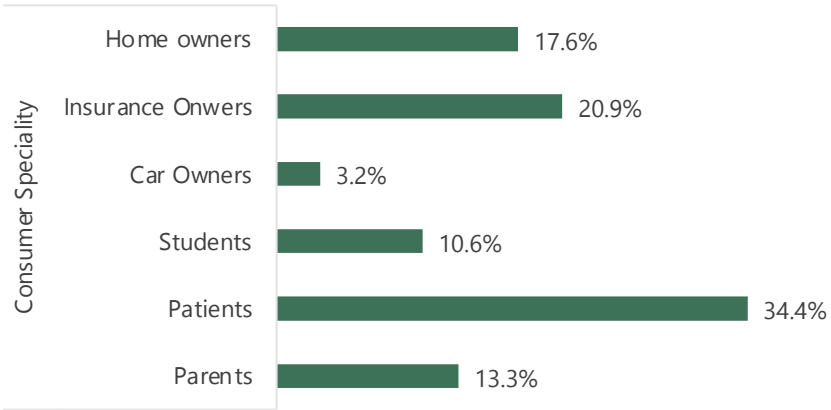


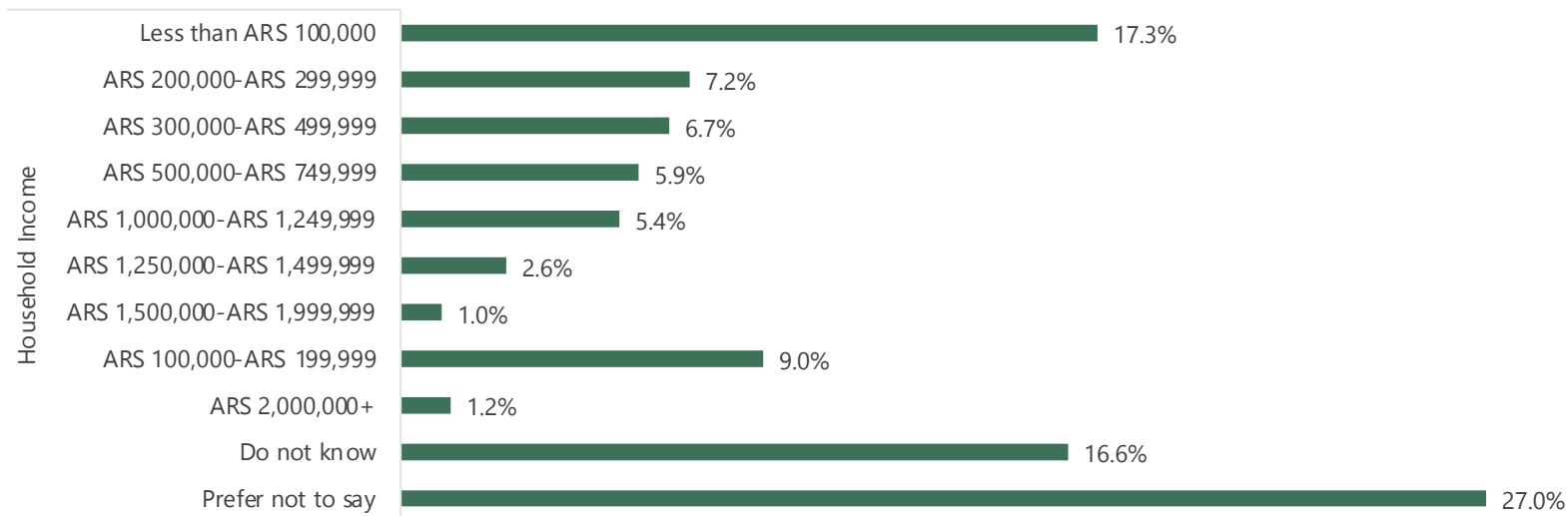
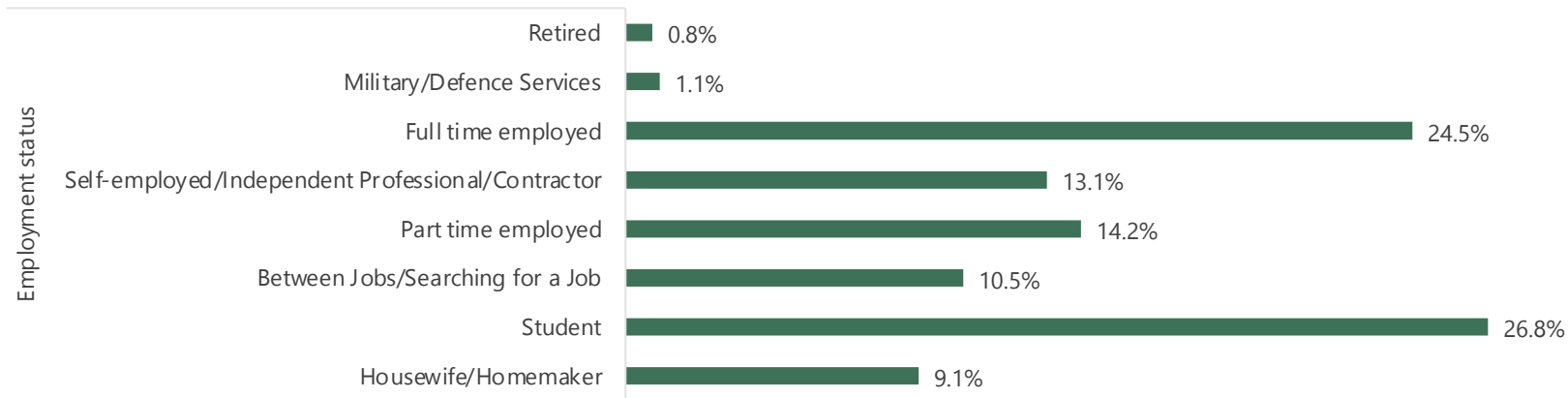
# Household Income



ARGENTINA

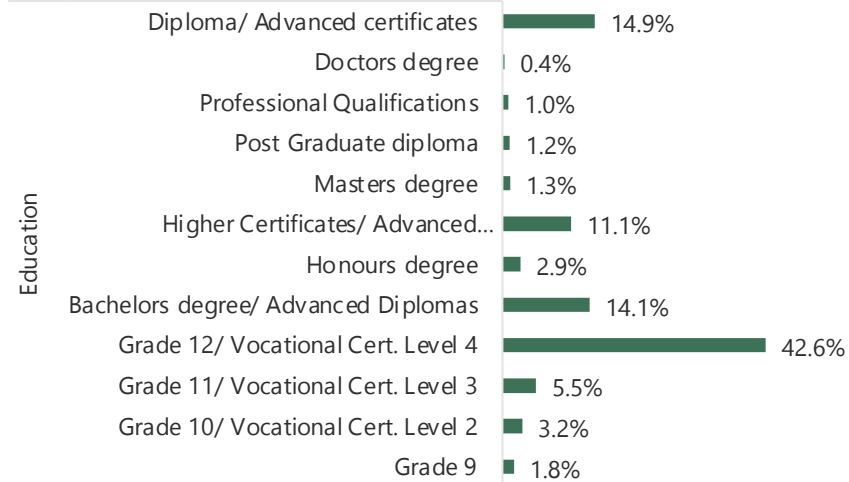
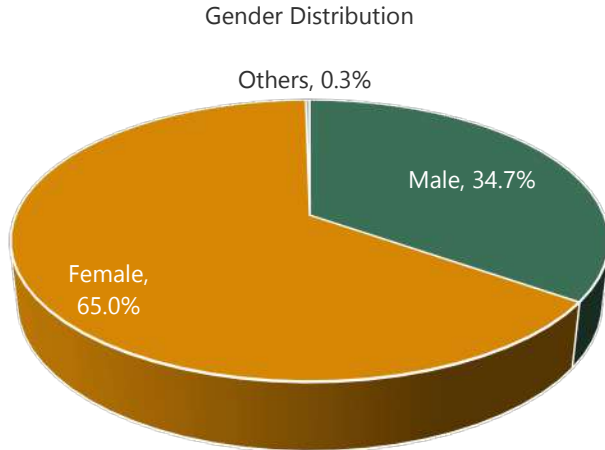
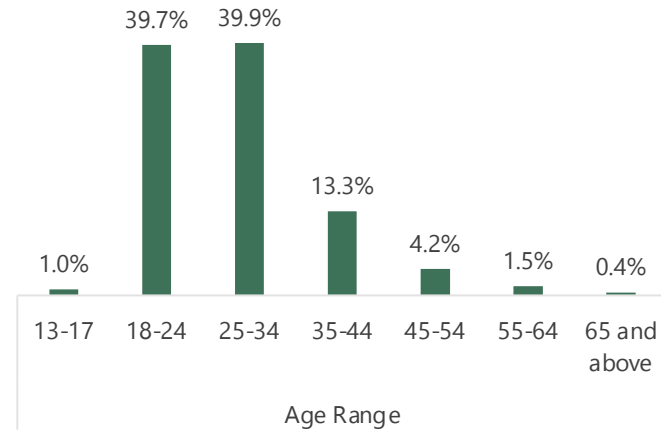
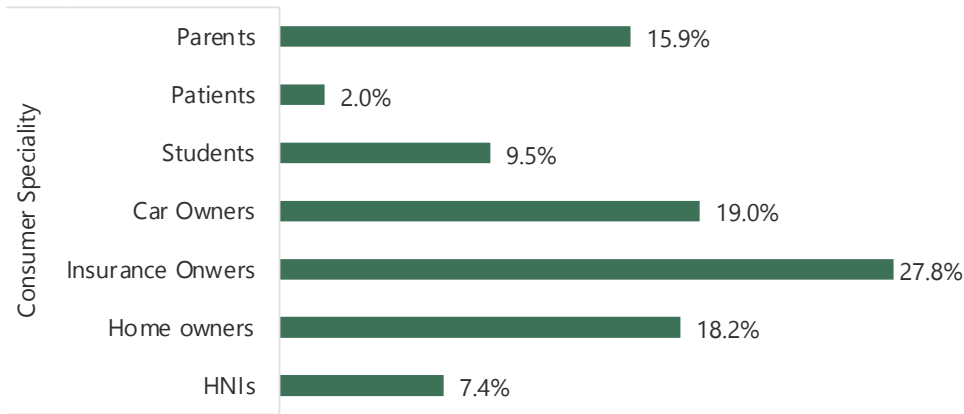
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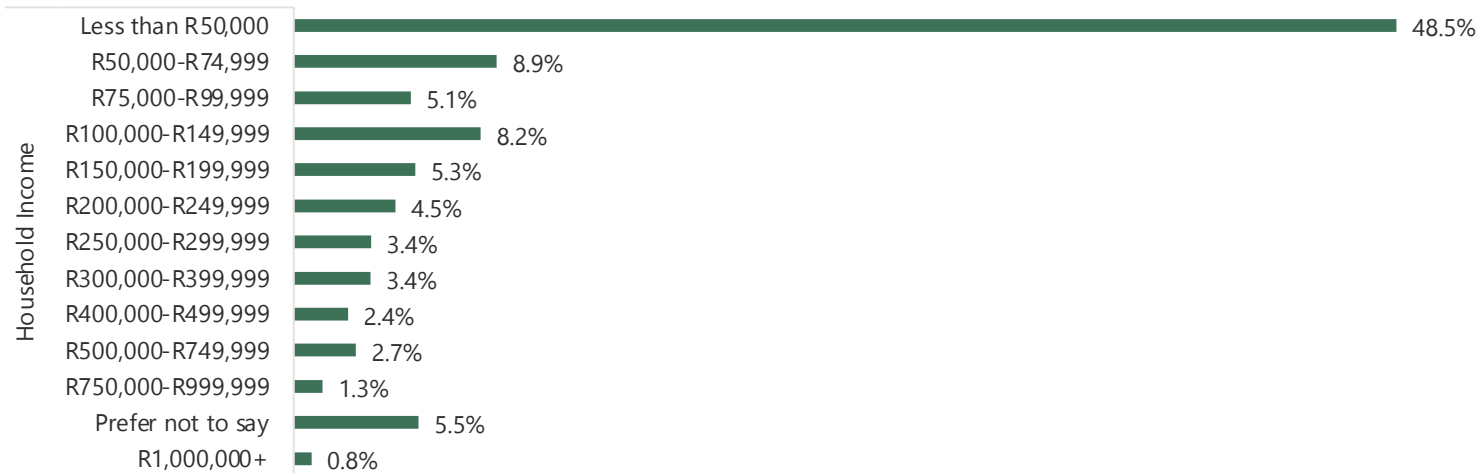
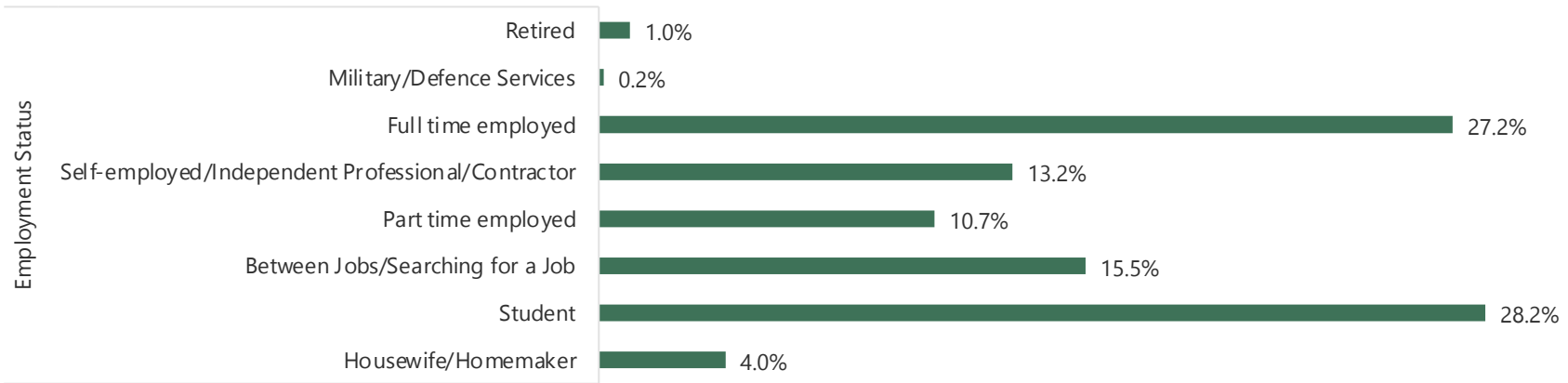


**SOUTH AFRICA**

Panel Size: 34,042

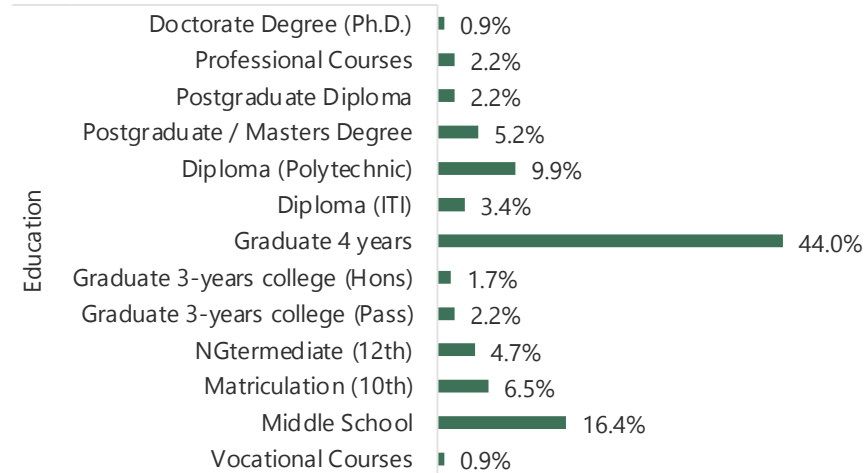
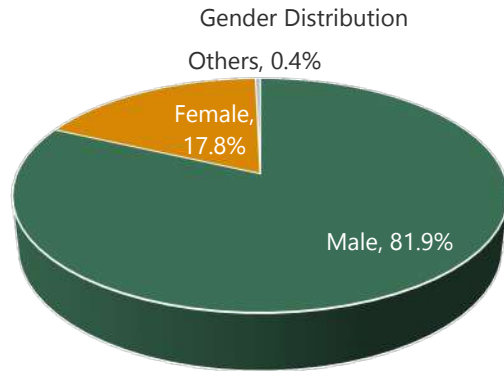
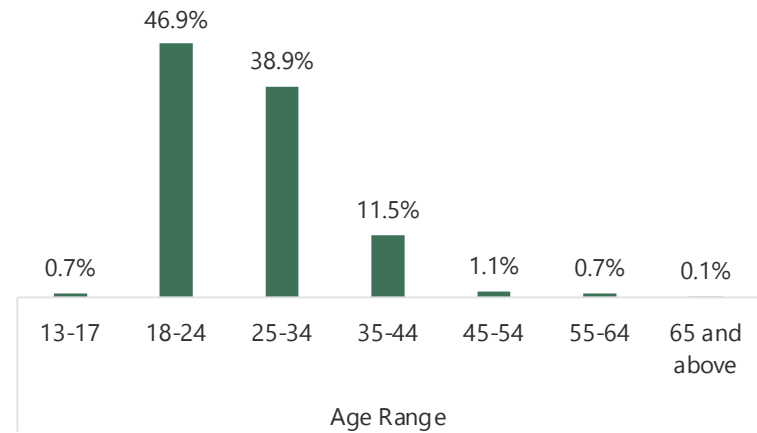
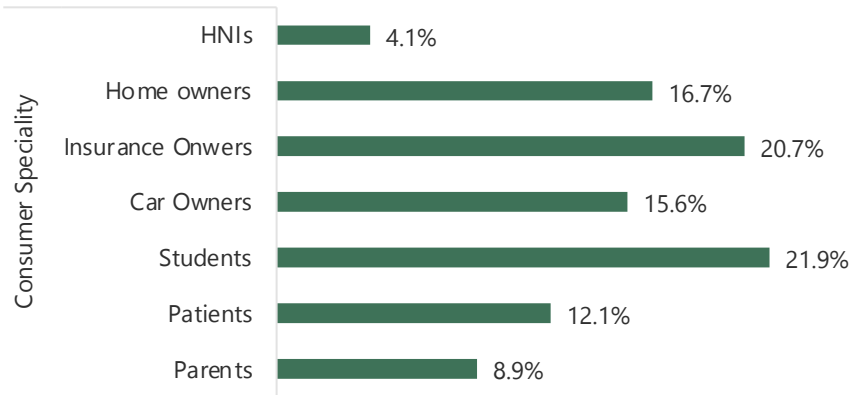






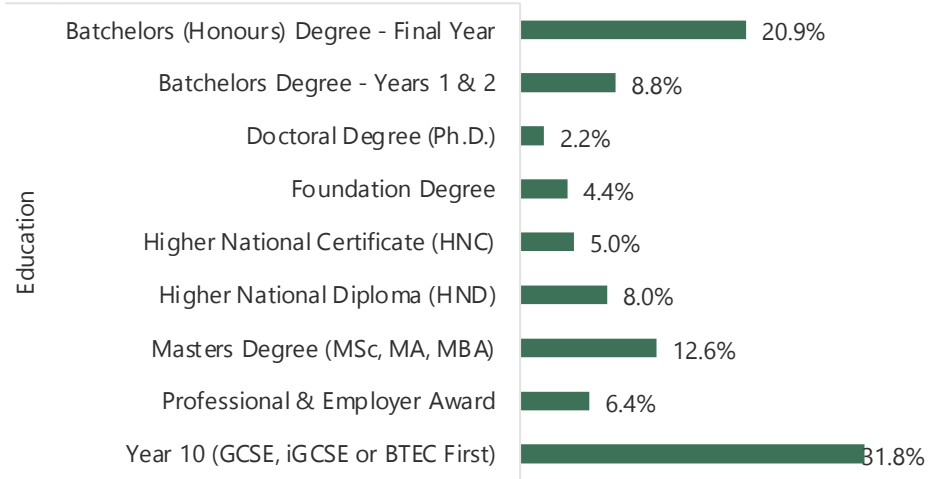
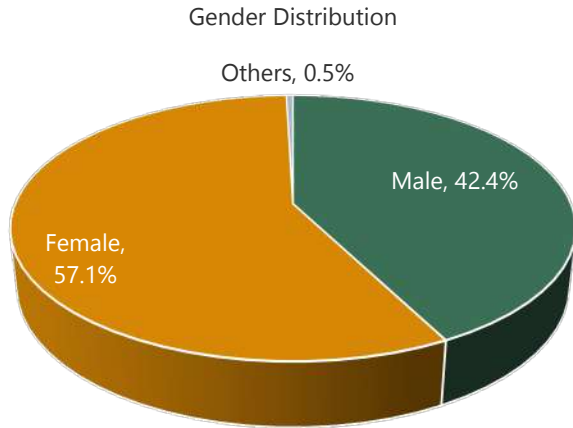
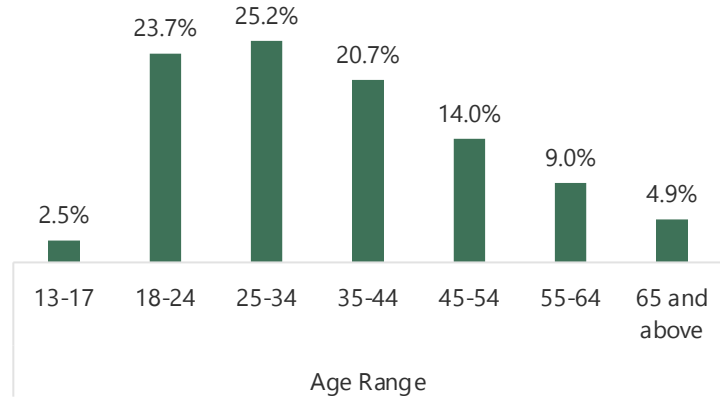
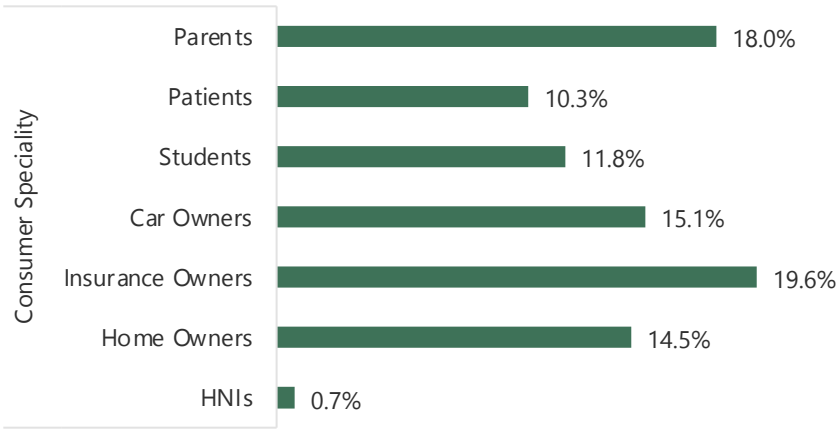
**NIGERIA**

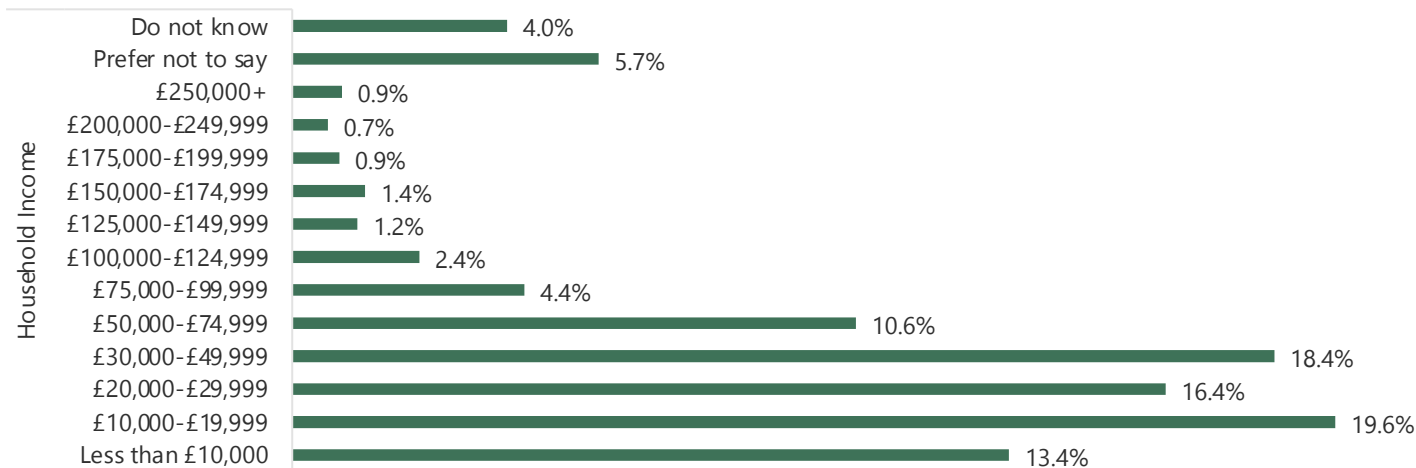
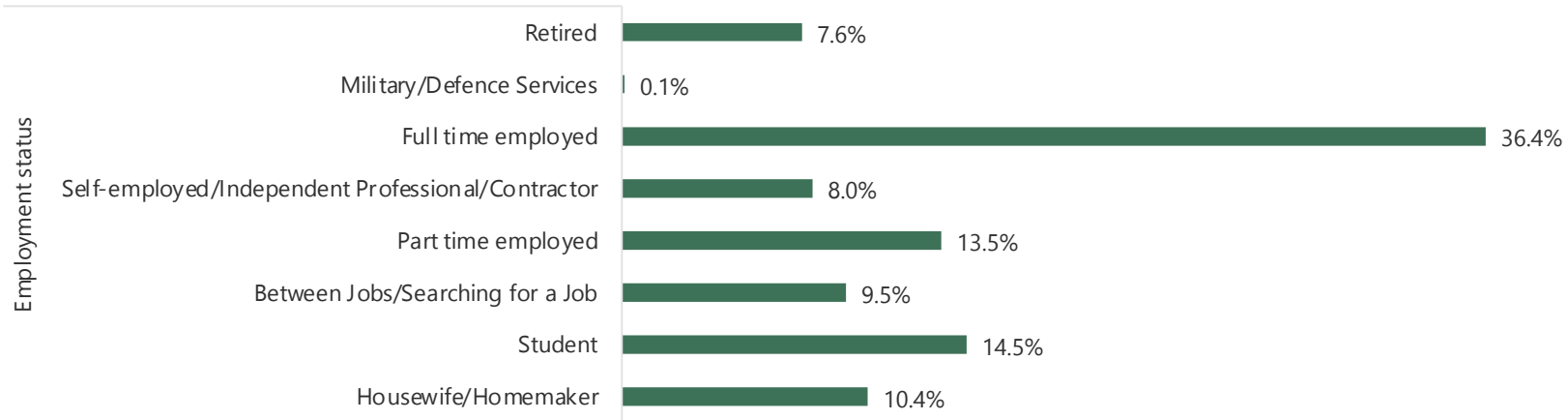
Panel Size: 16,380



UK

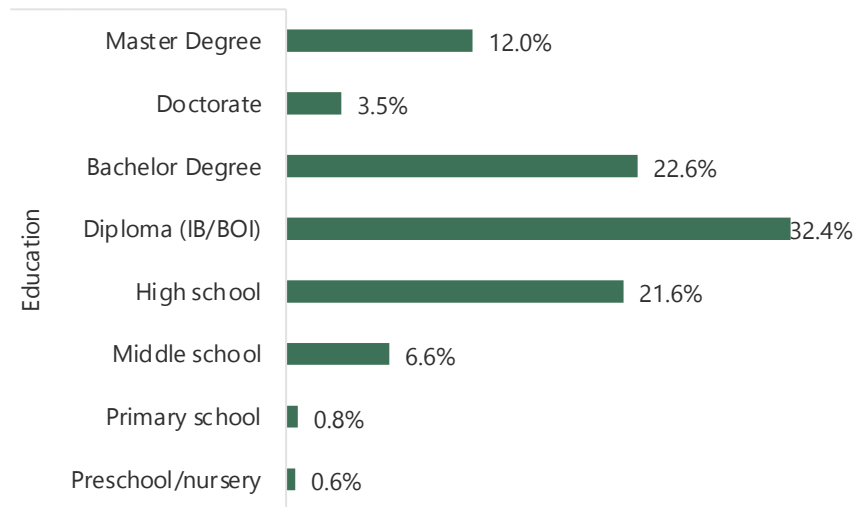
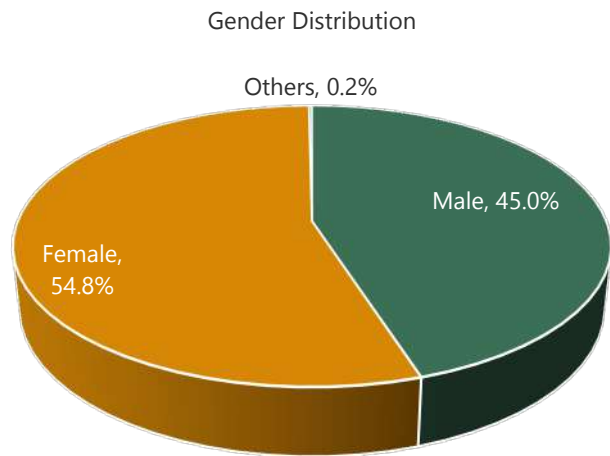
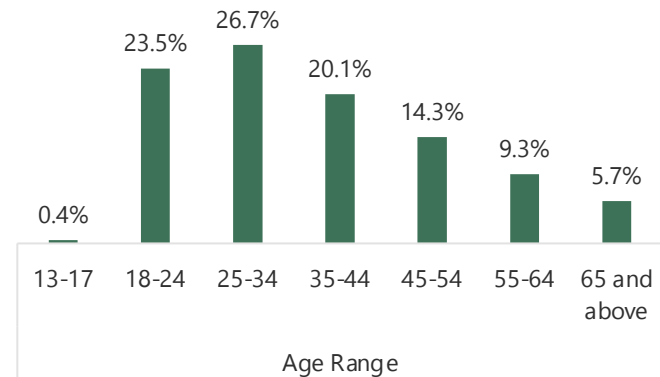
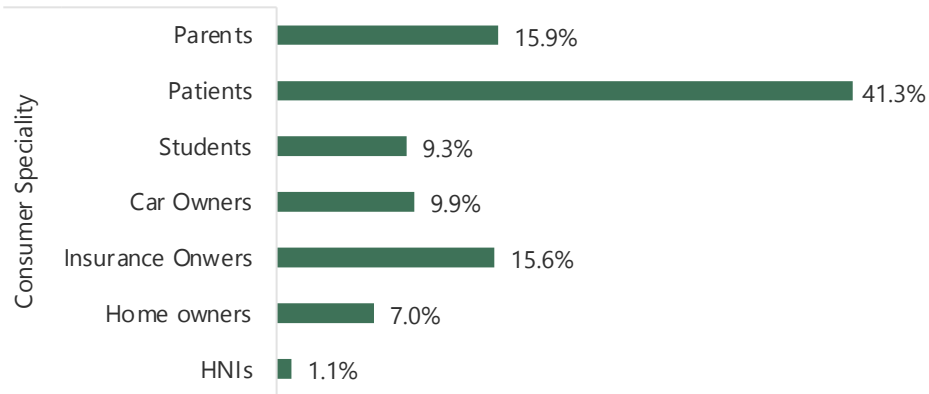
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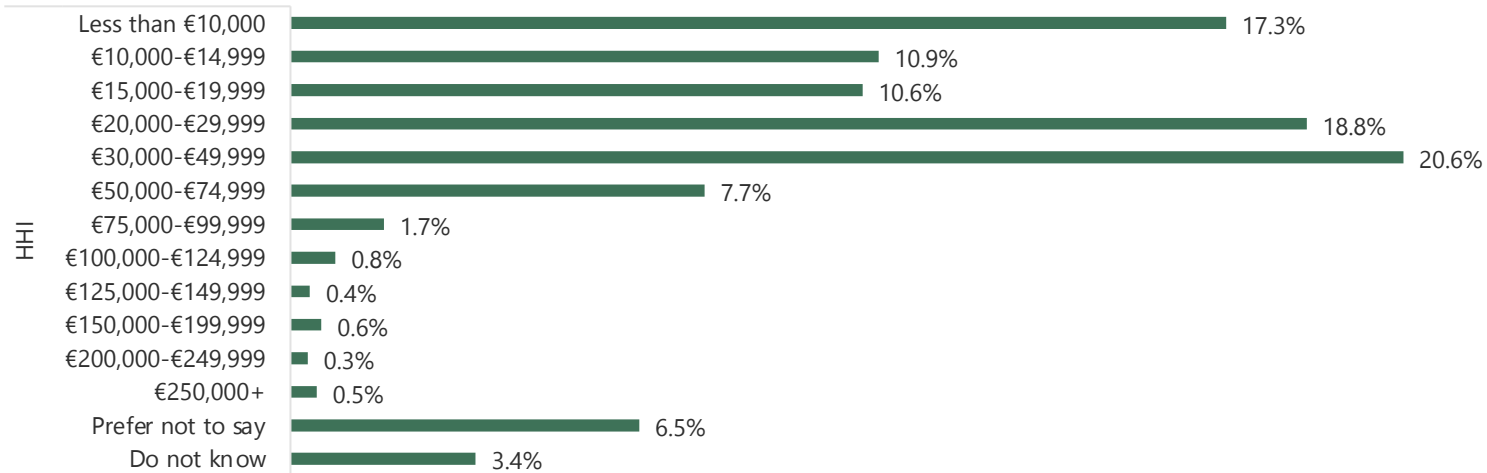
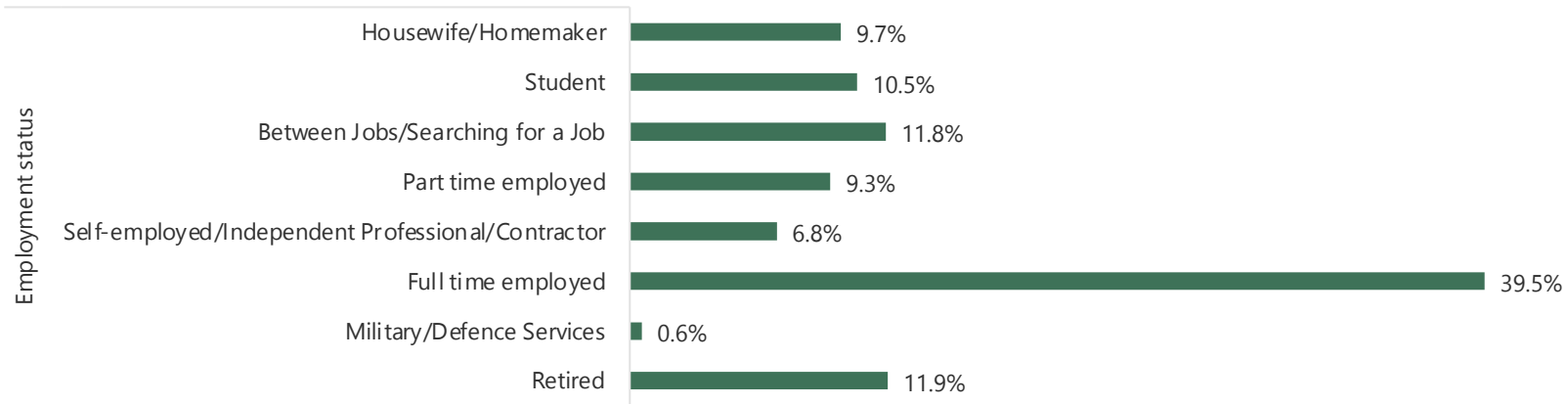


FRANCE

Panel Size: 96,722

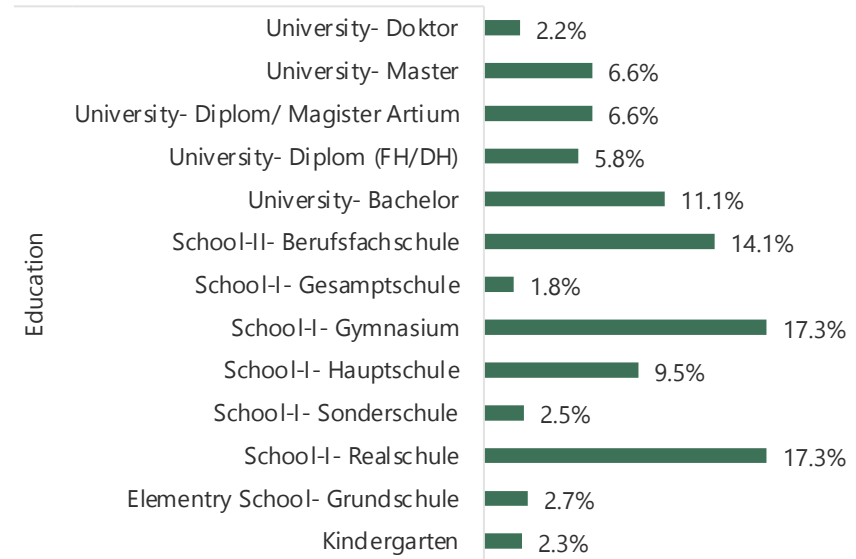
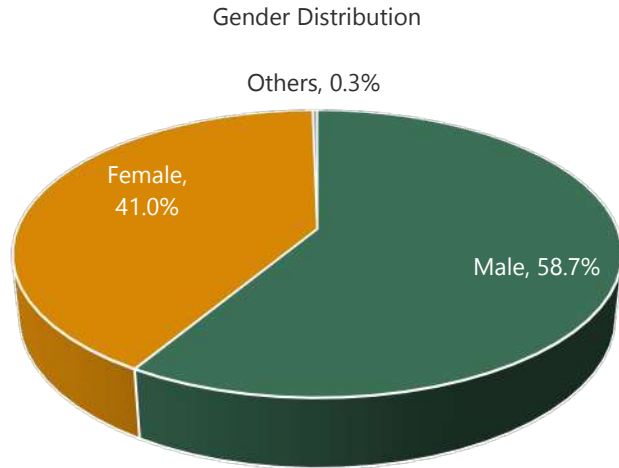
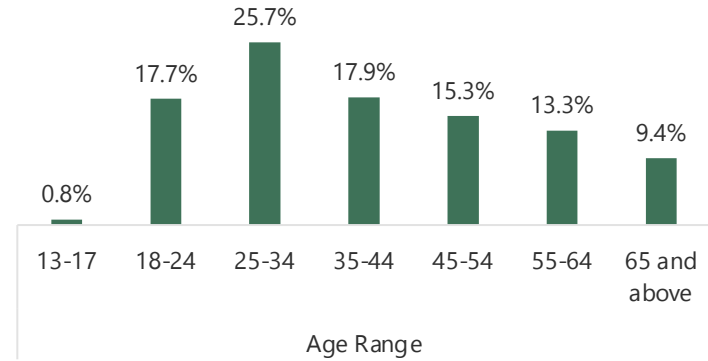
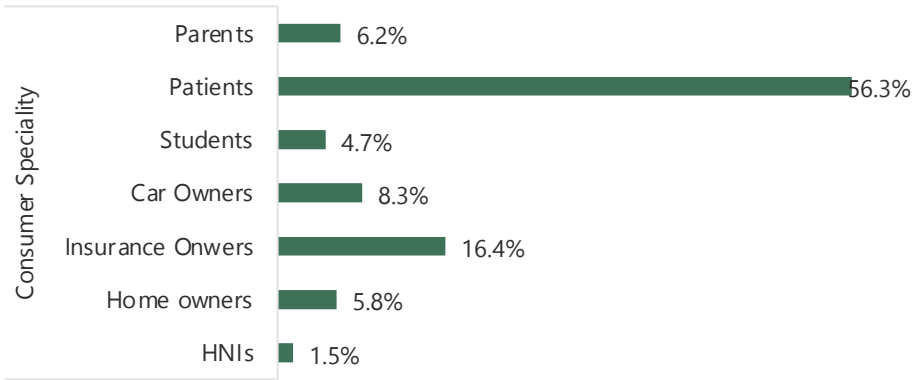


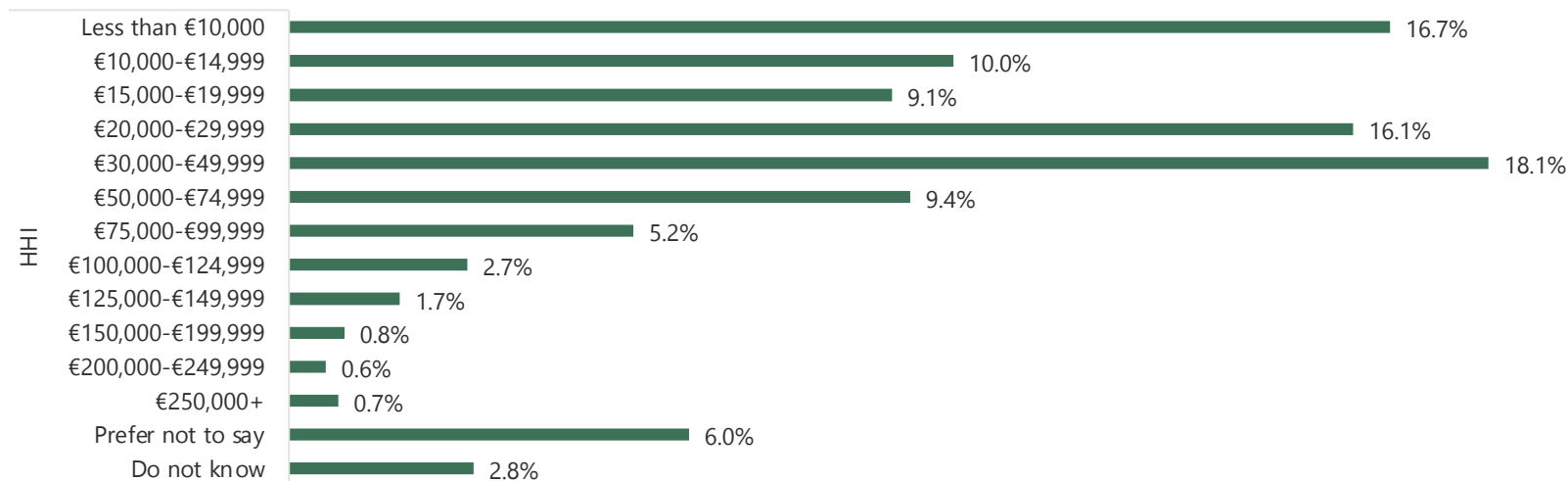
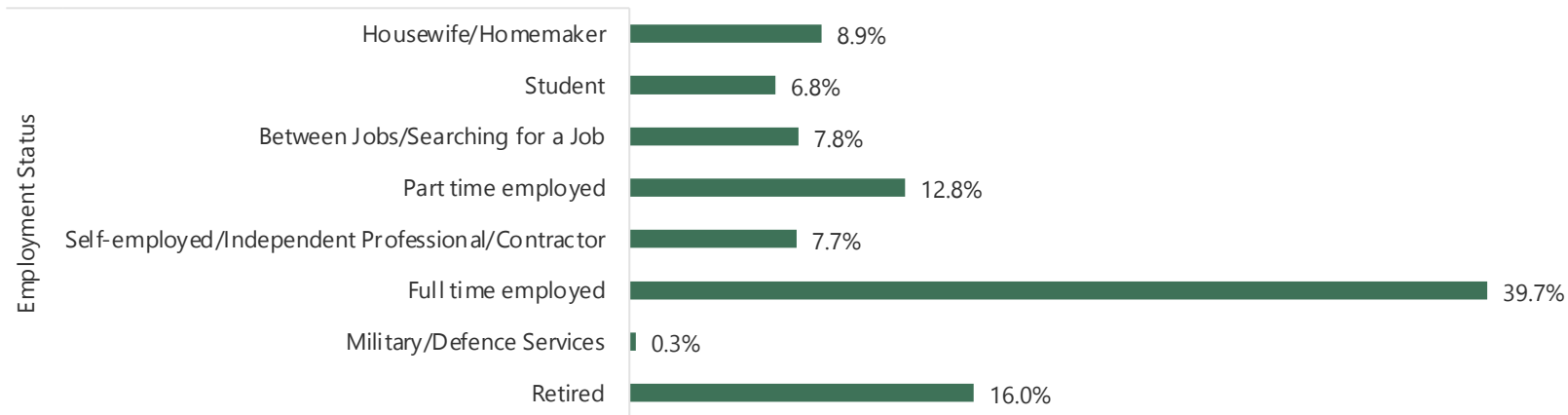




**GERMANY**

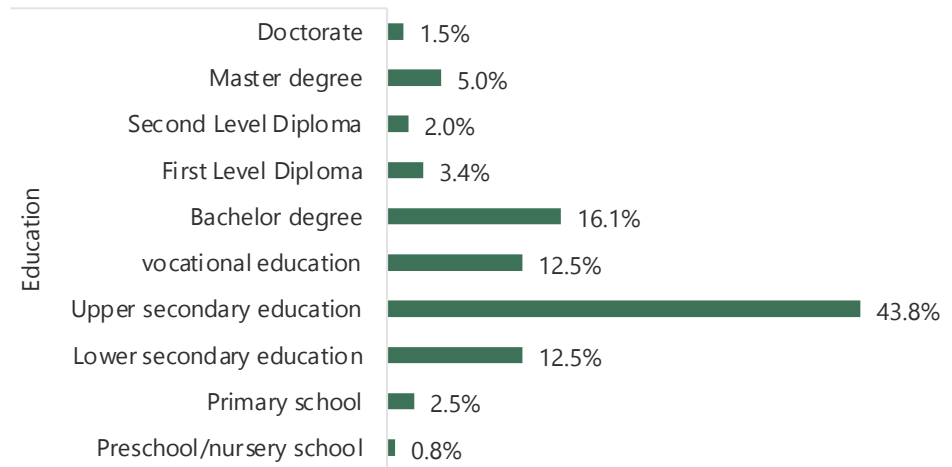
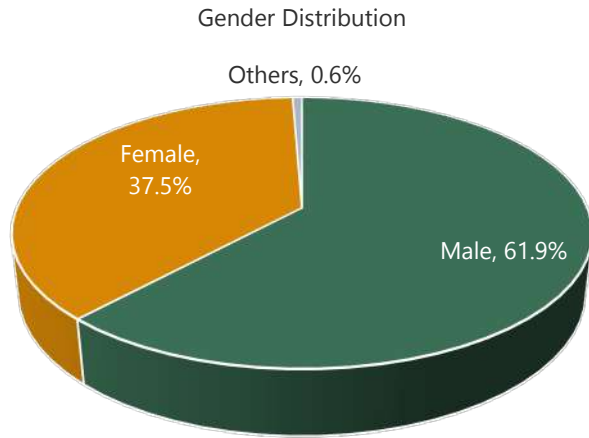
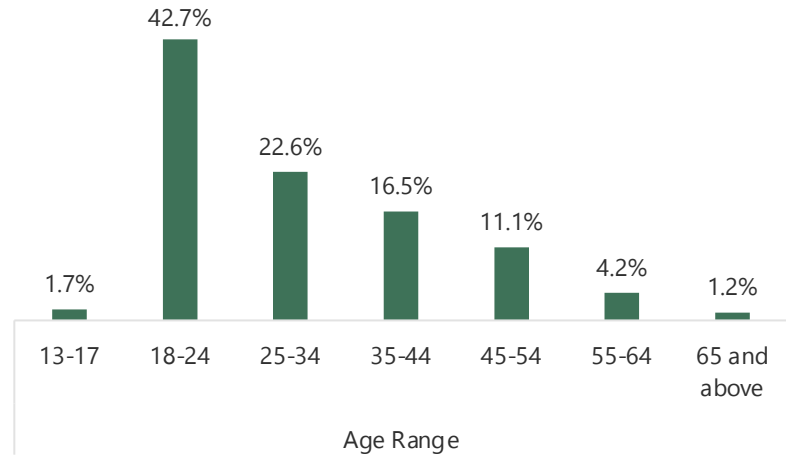
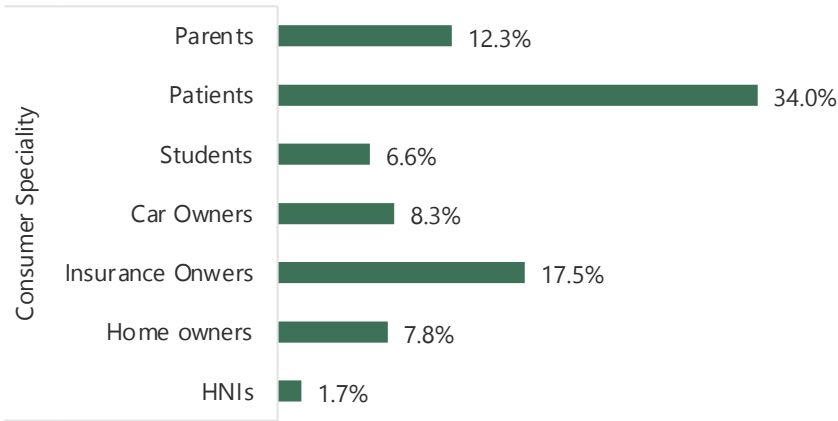
Panel Size: 56,703



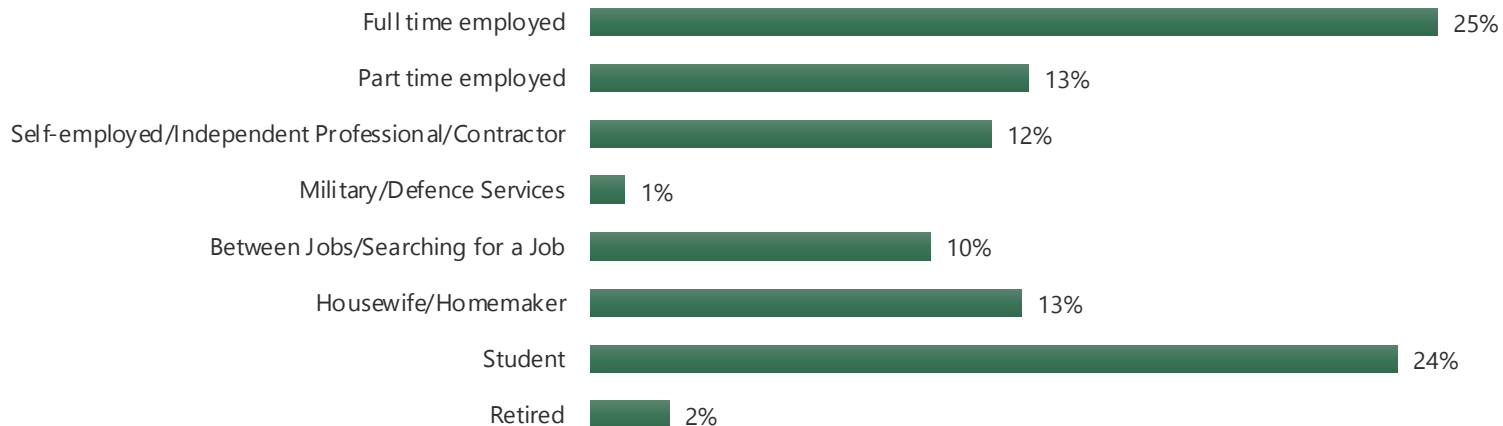


ITALY

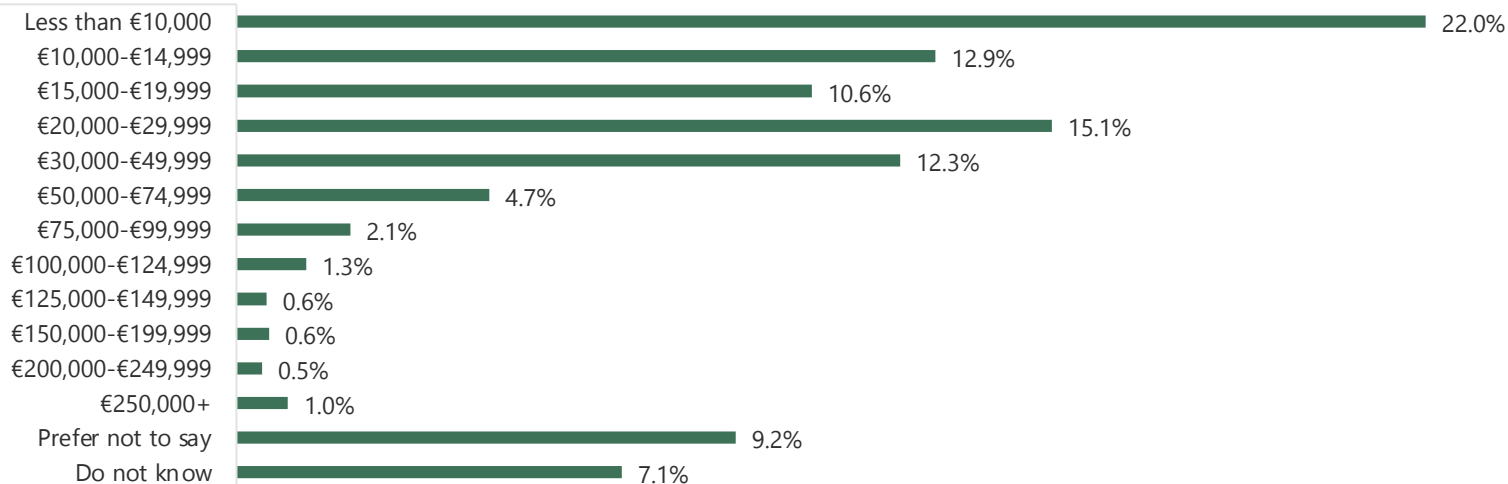
Panel Size: 74,643



Employment Status



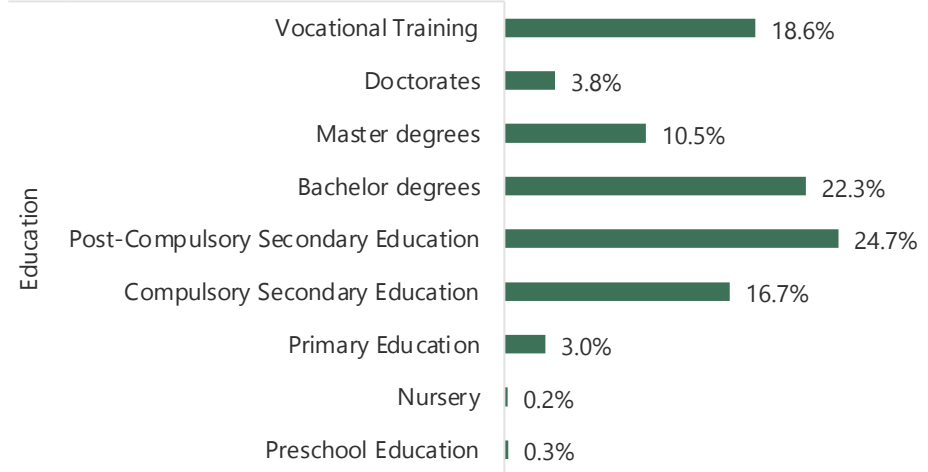
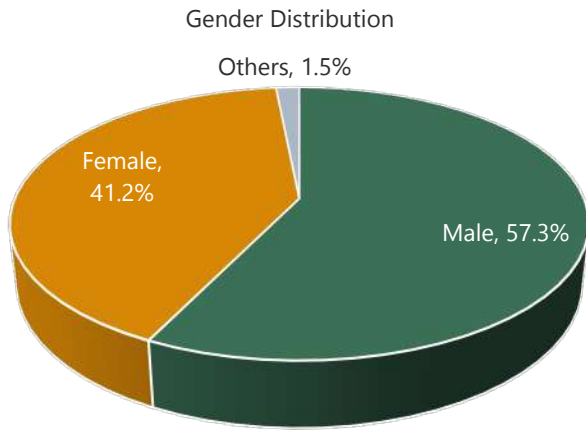
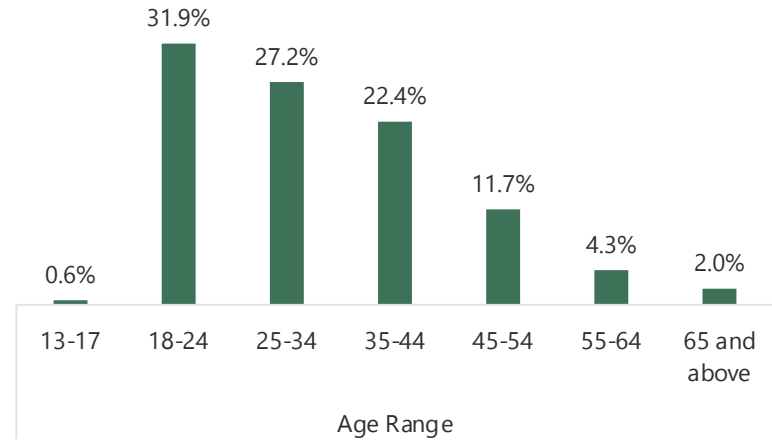
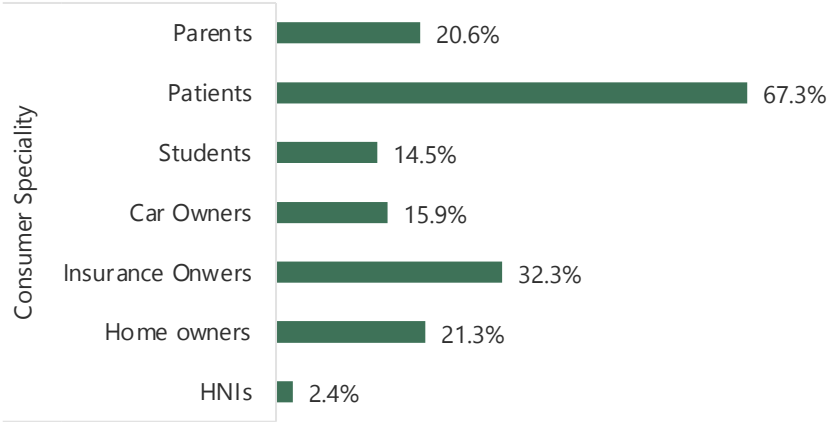
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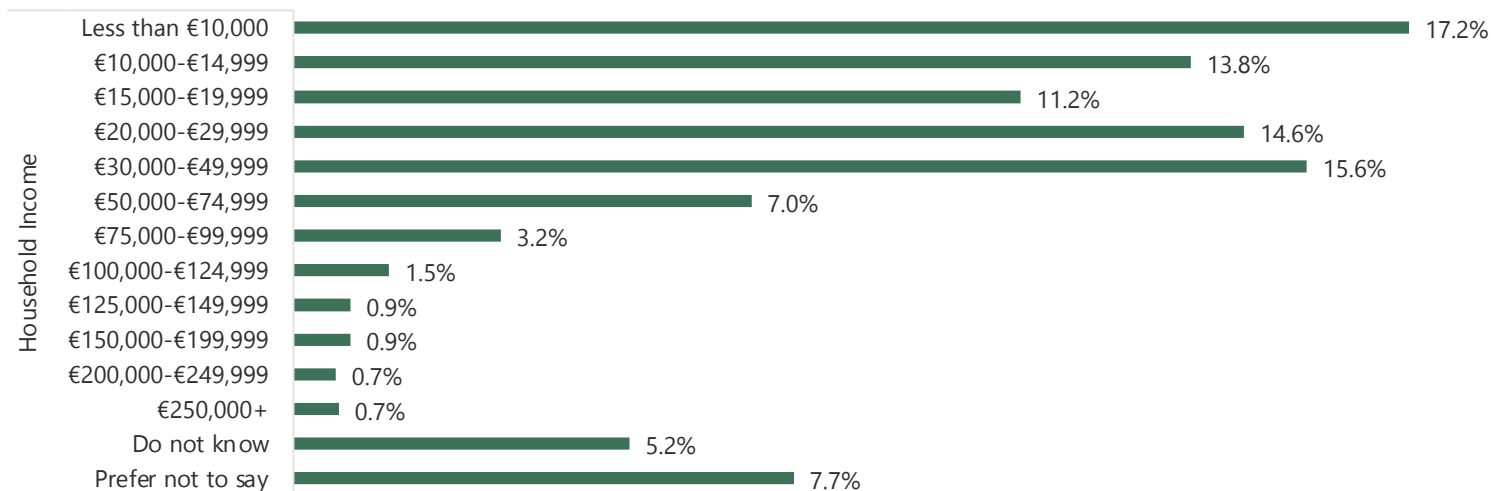
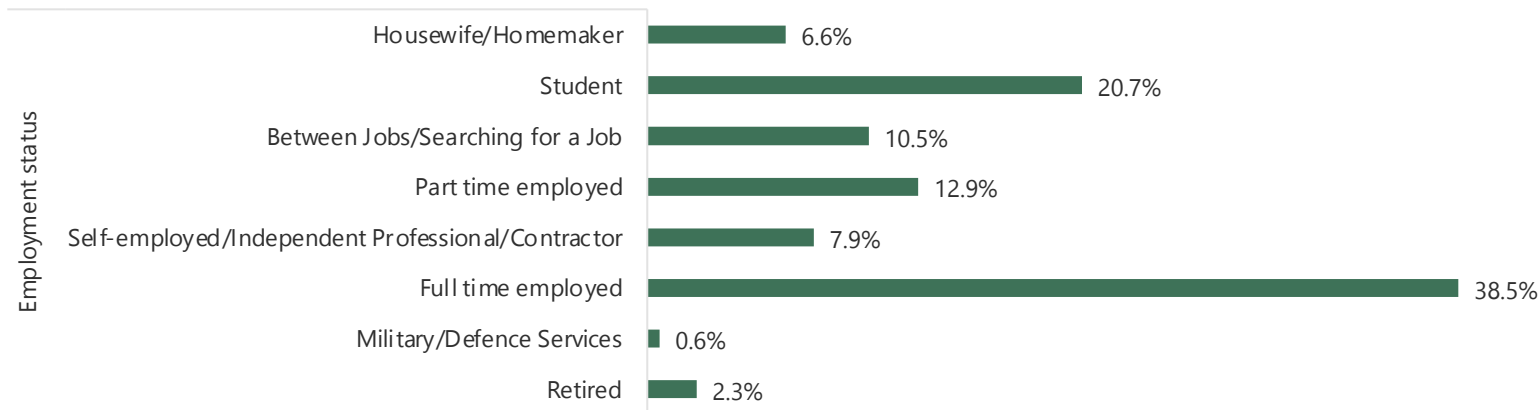


SPAIN

Panel Size: 85,644

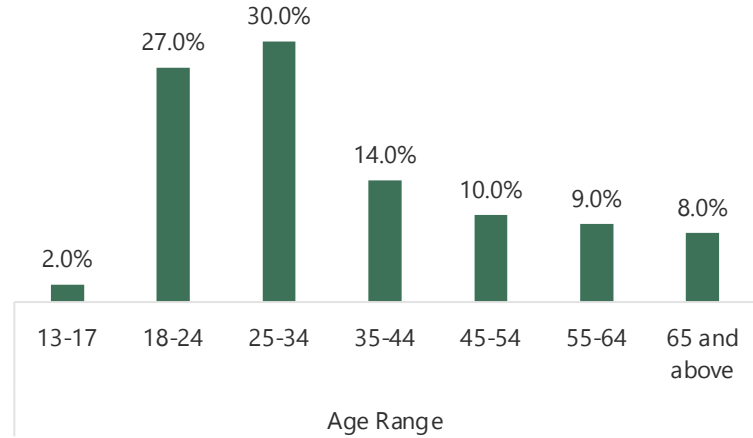
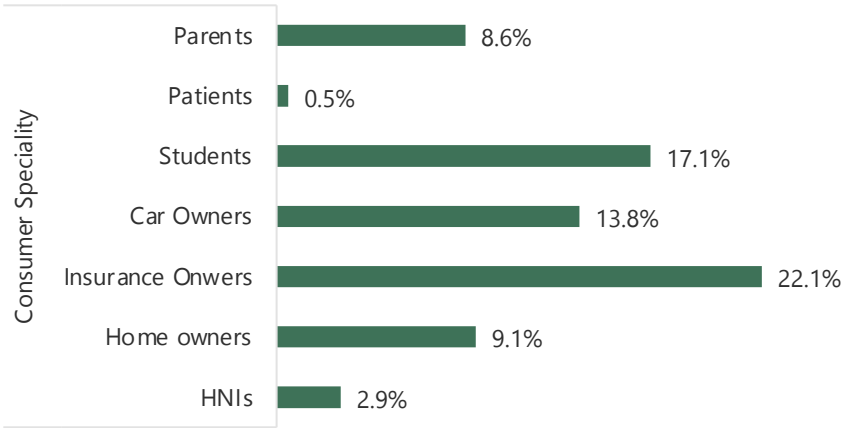




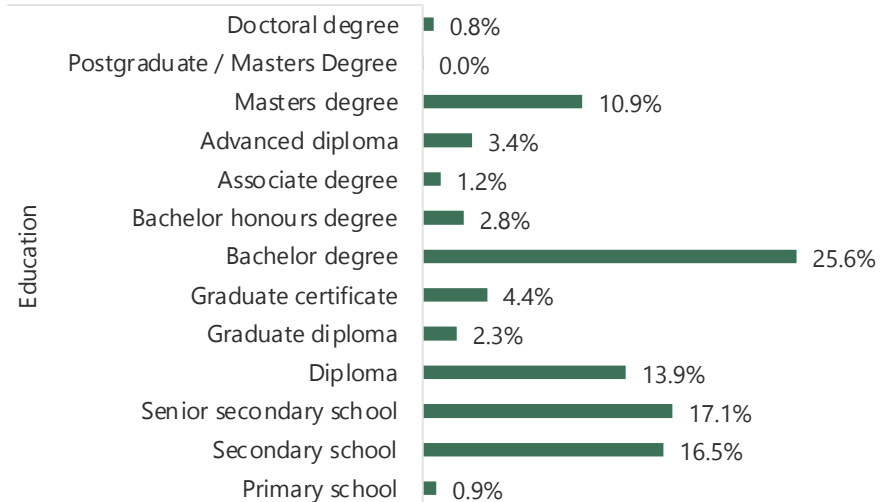
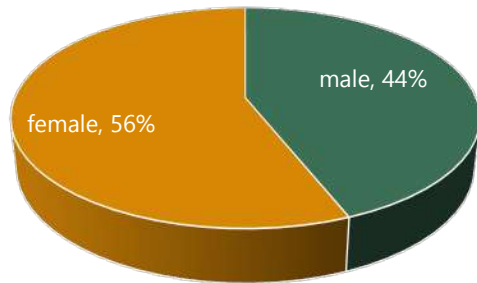


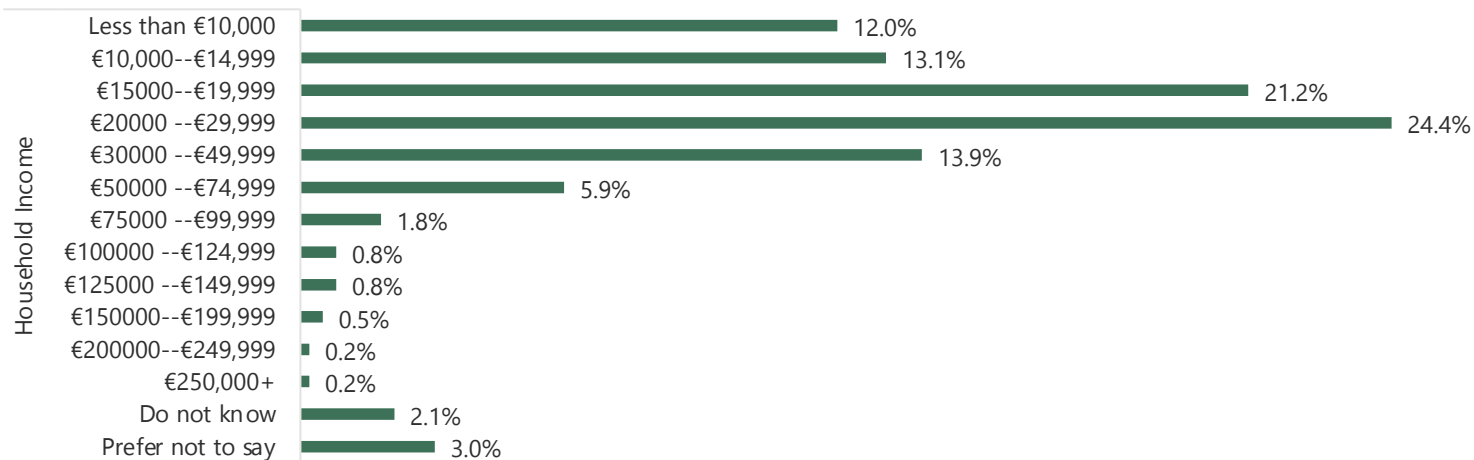
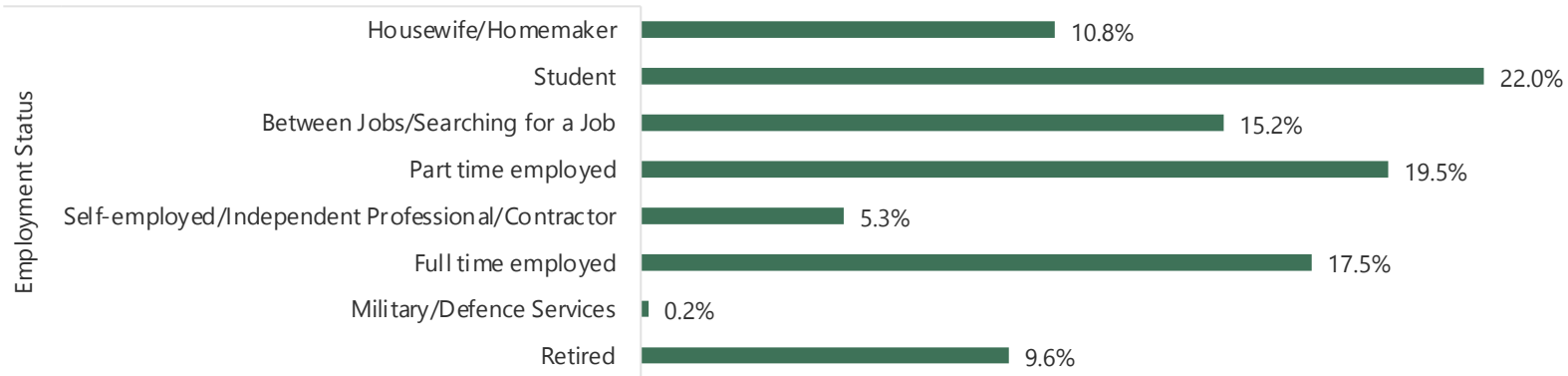
**NETHERLANDS**

Panel Size: 21,767



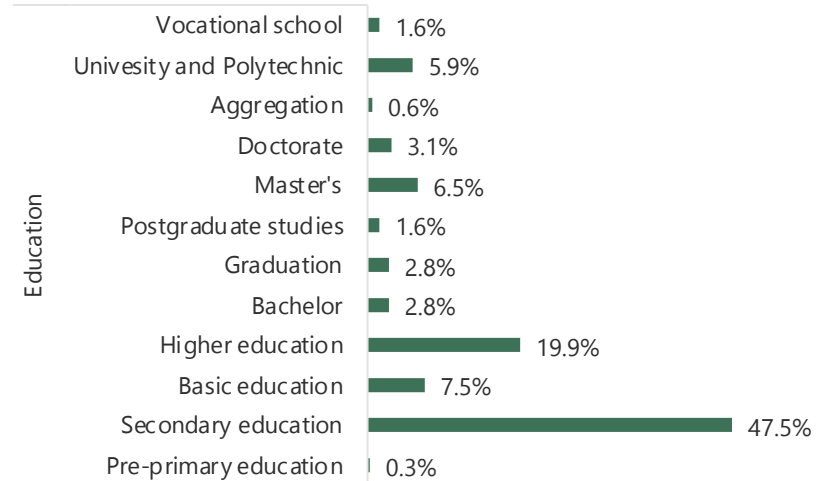
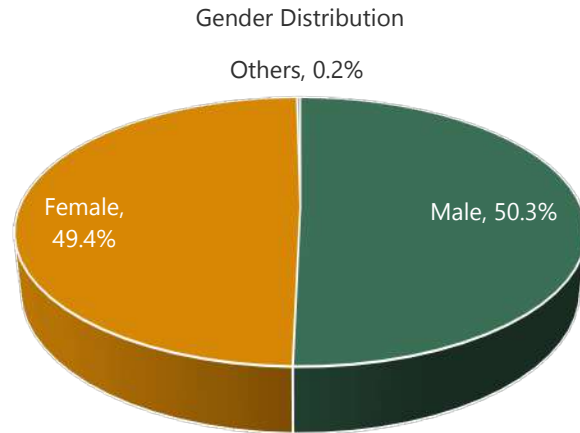
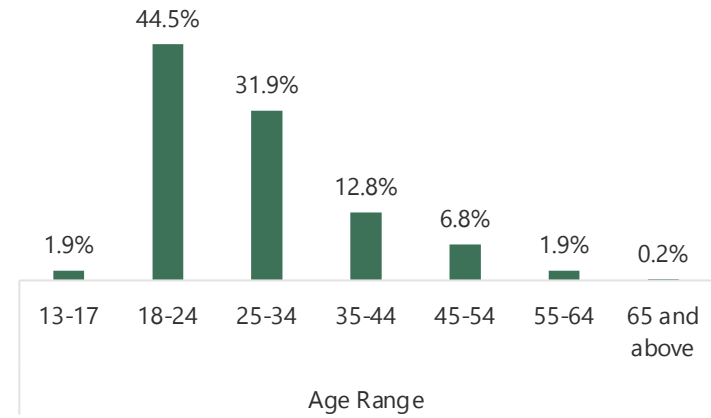
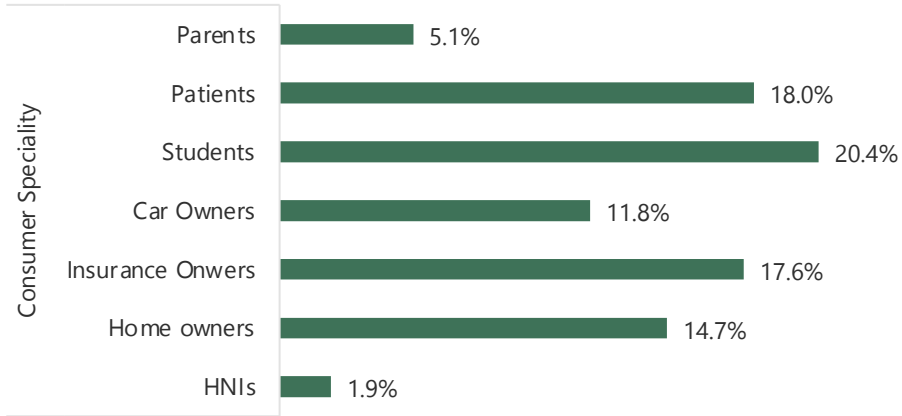
Gender Distribution

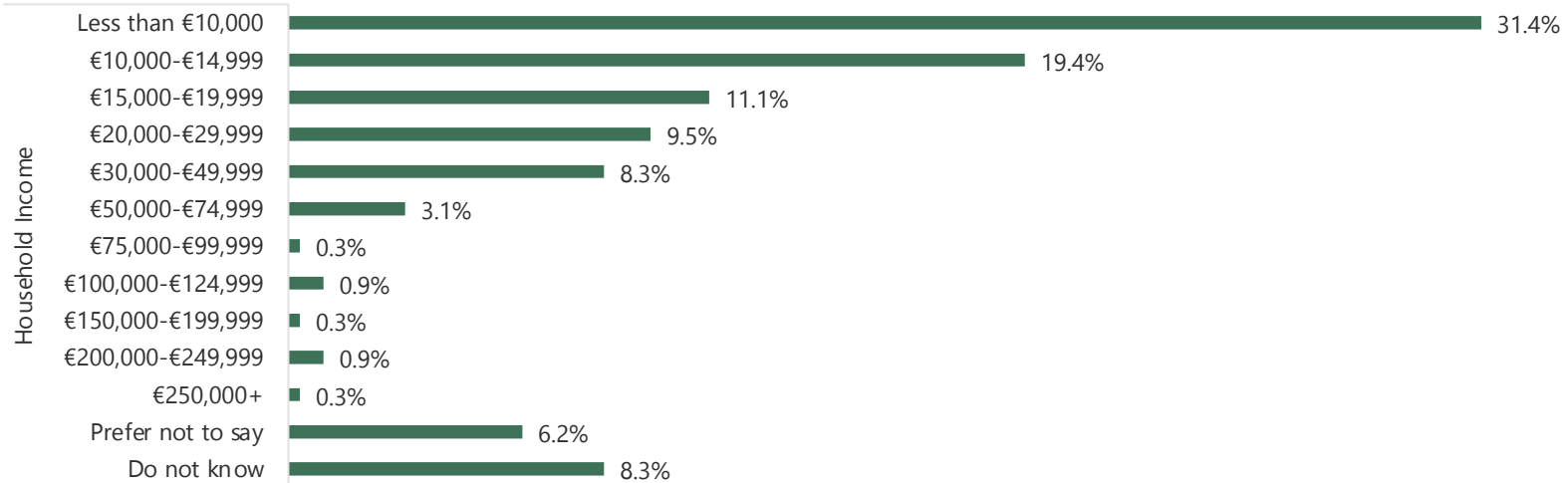
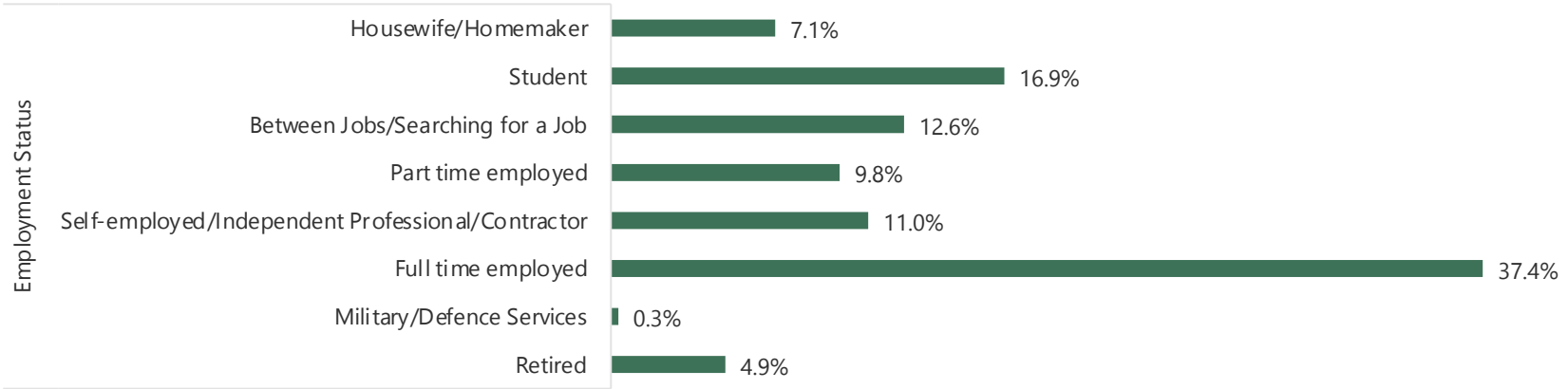




**PORTUGAL**

Panel Size: 24,136



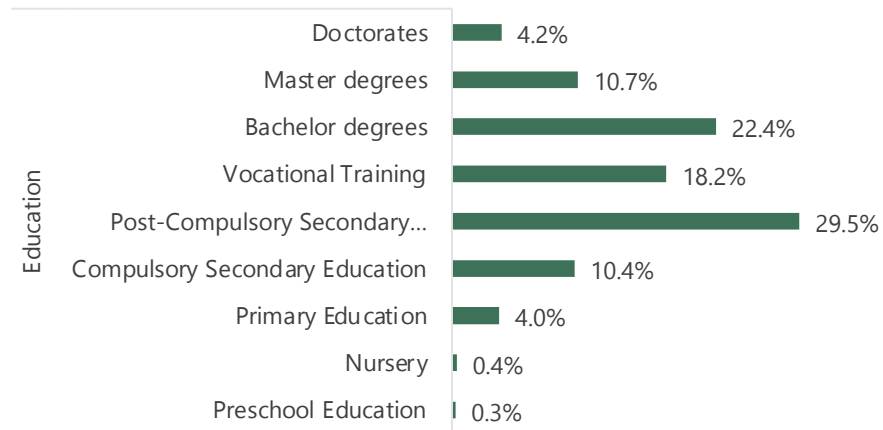
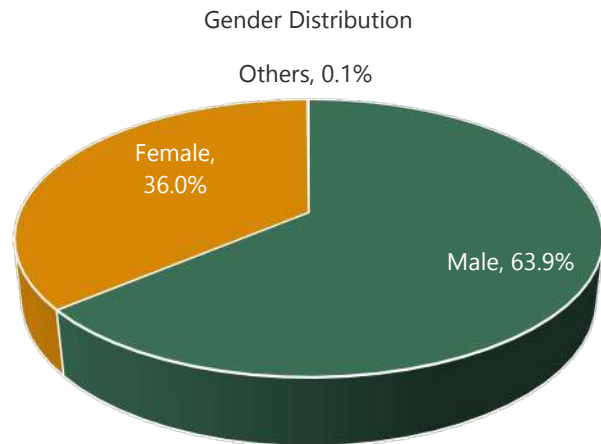
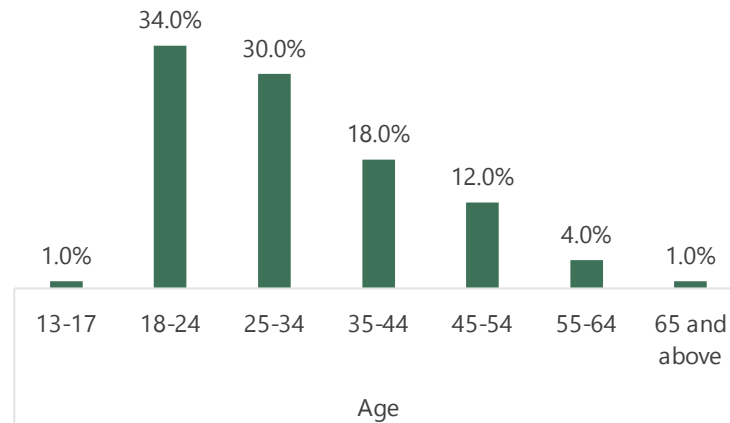
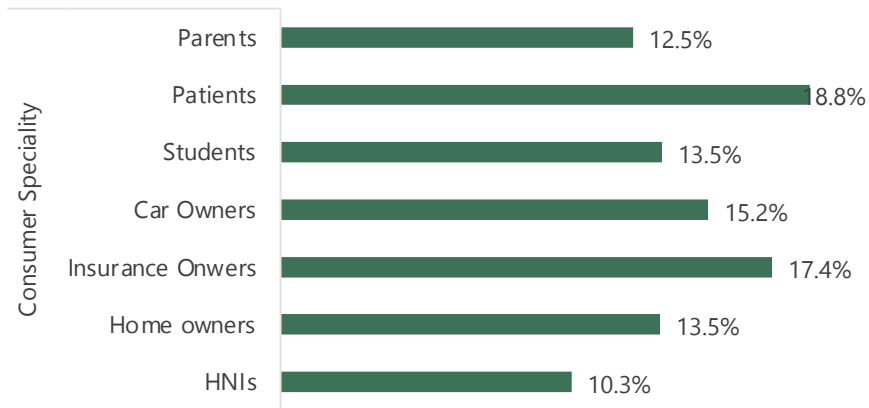


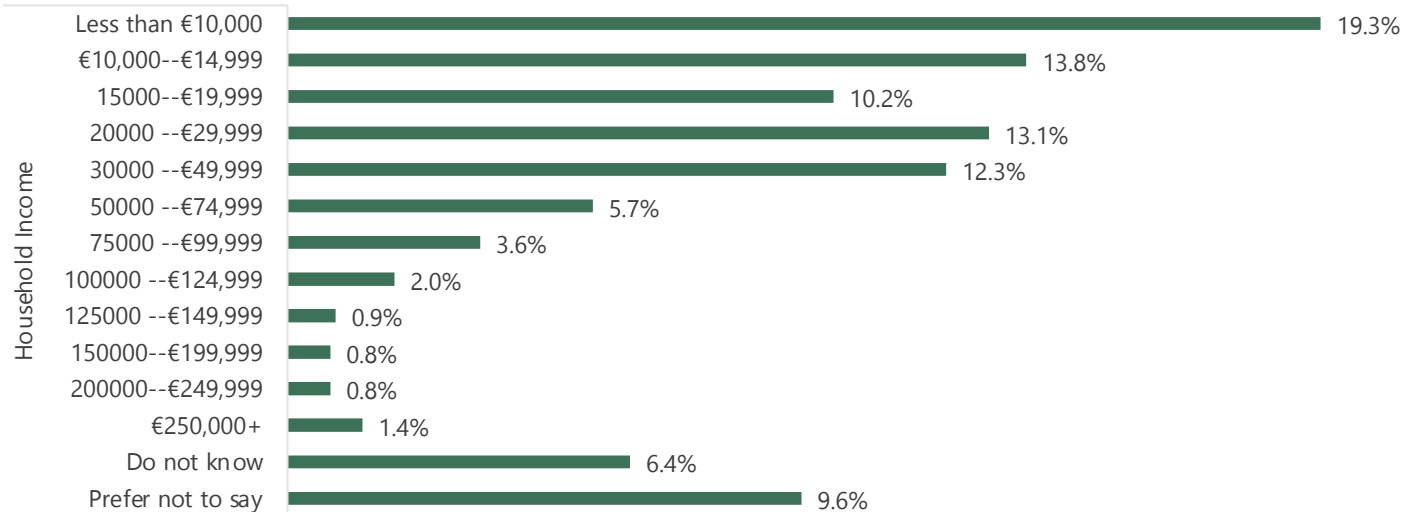
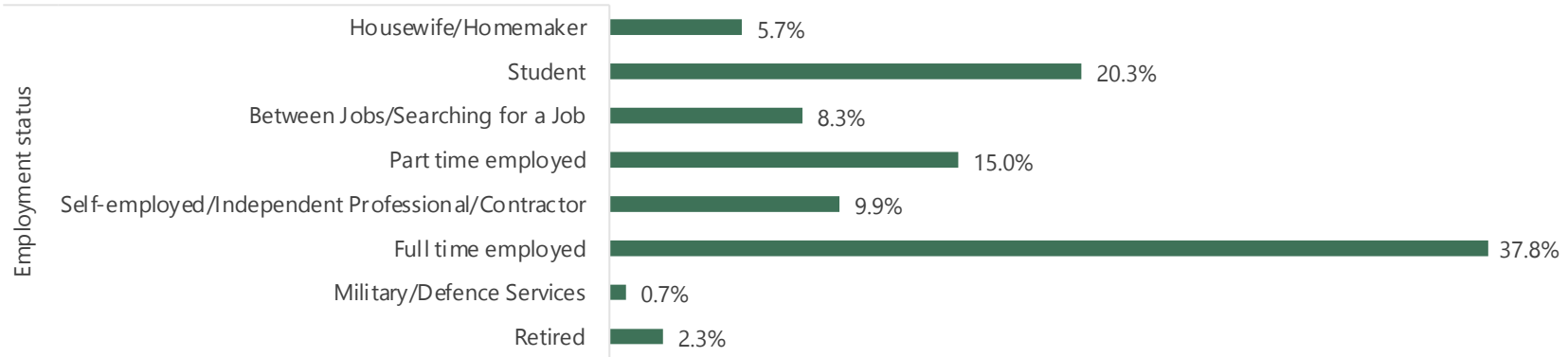


## SWITZERLAND

Panel Size: 18,570

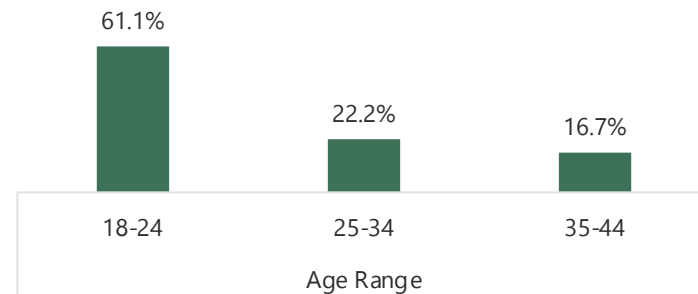
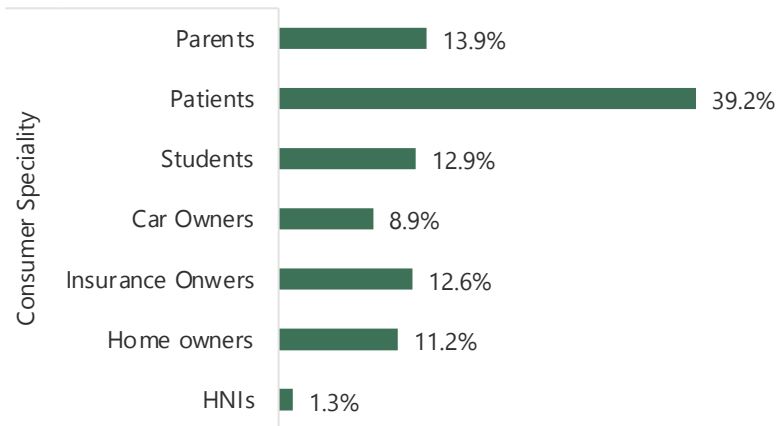
Response Rate: 9.67%



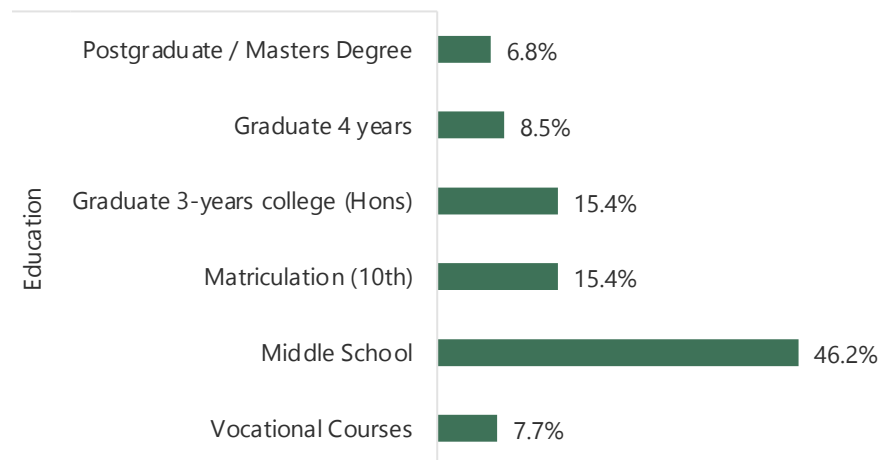
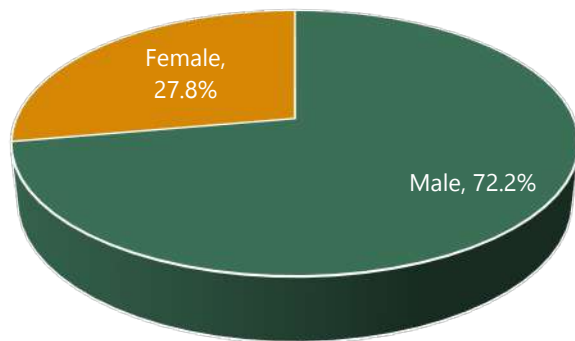


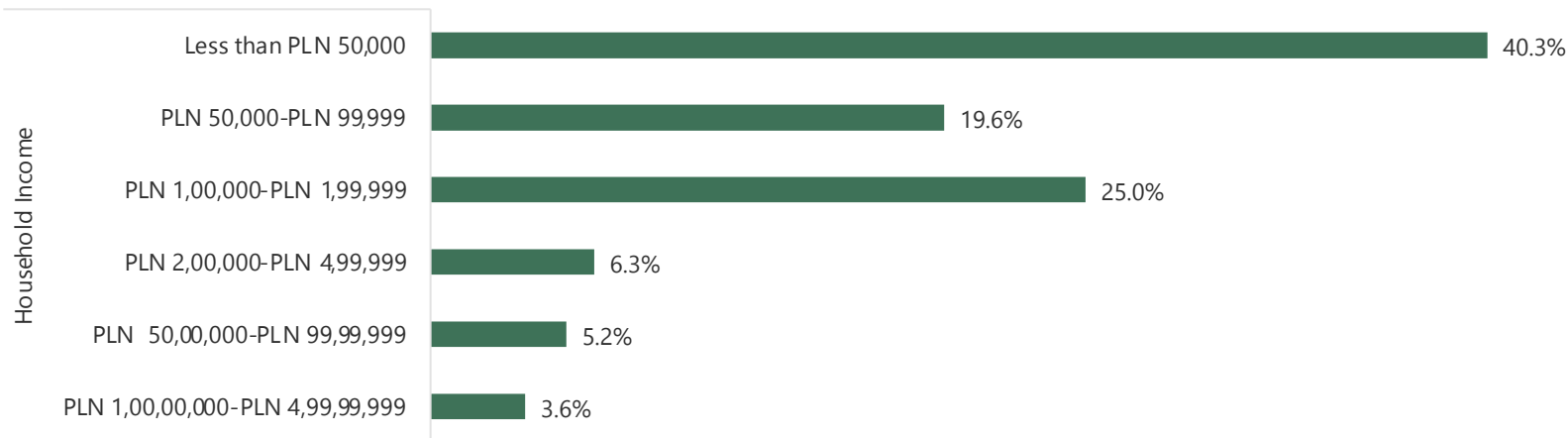
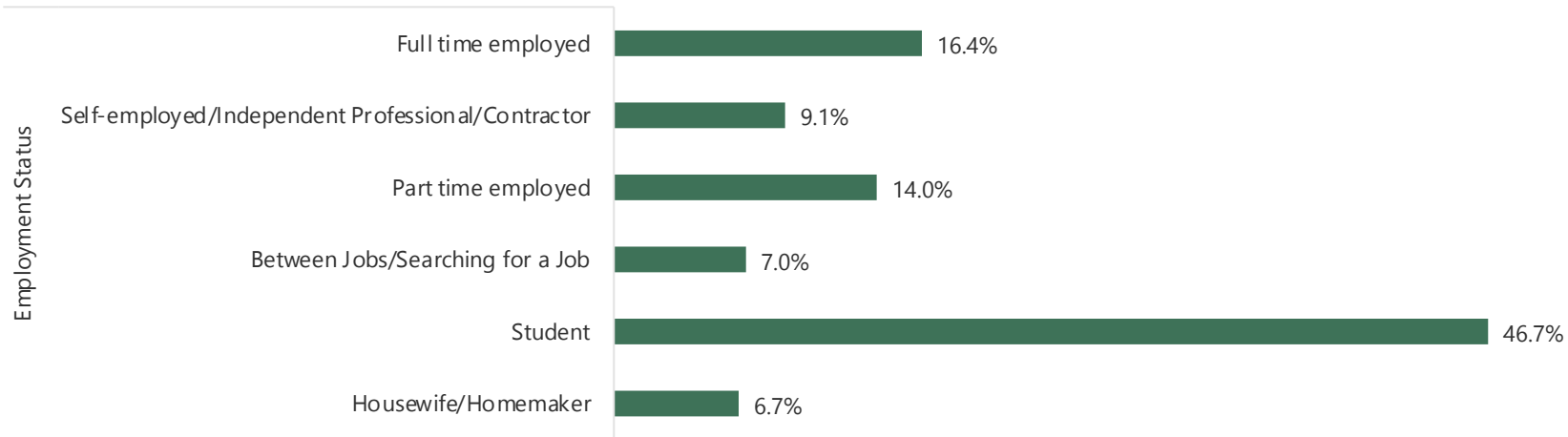
POLAND

Panel Size: 3,511



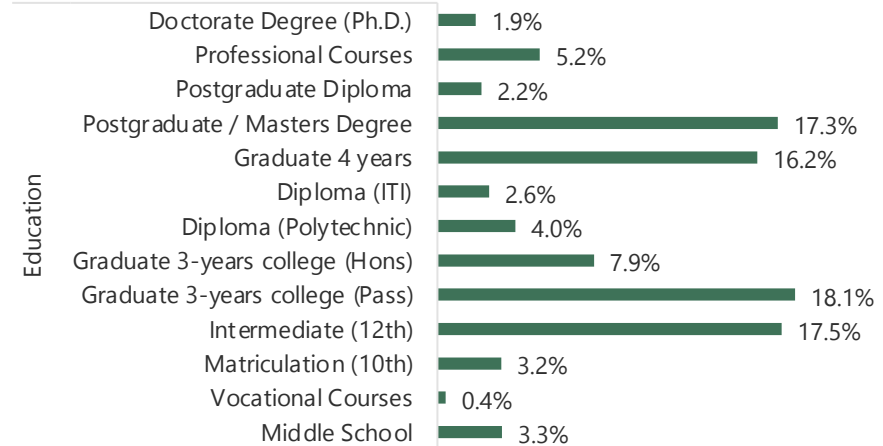
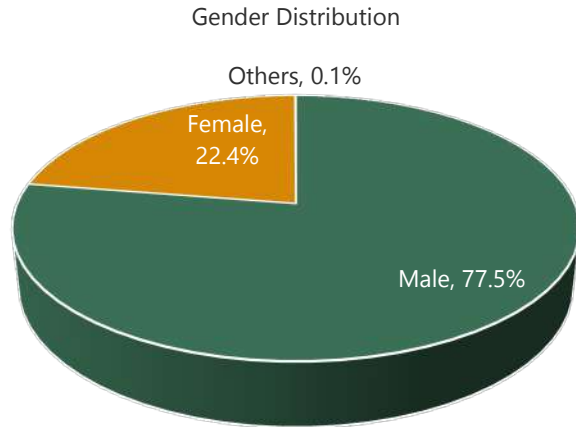
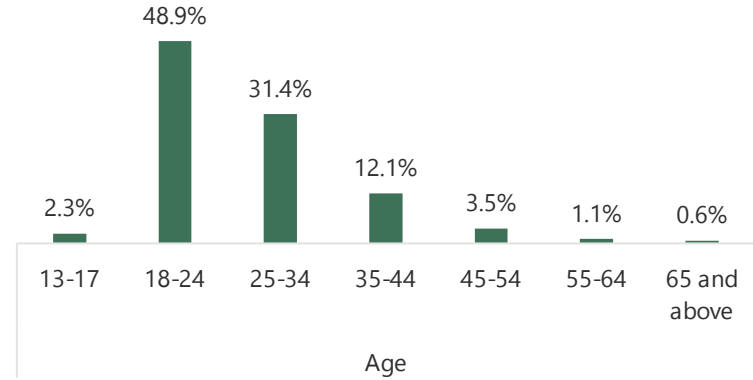
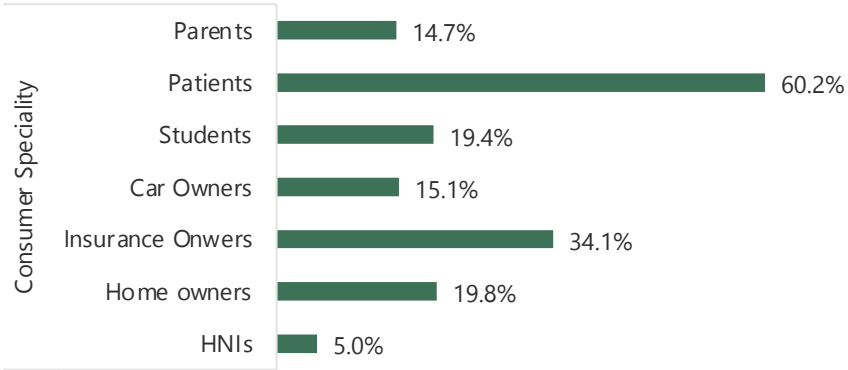
Gender Distribution



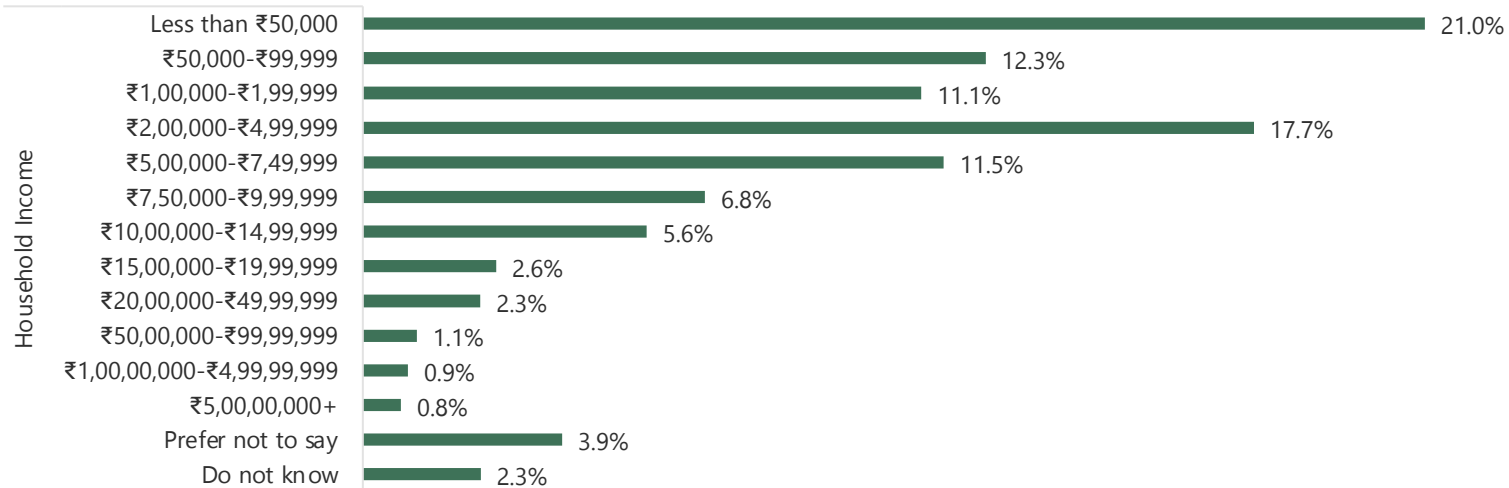
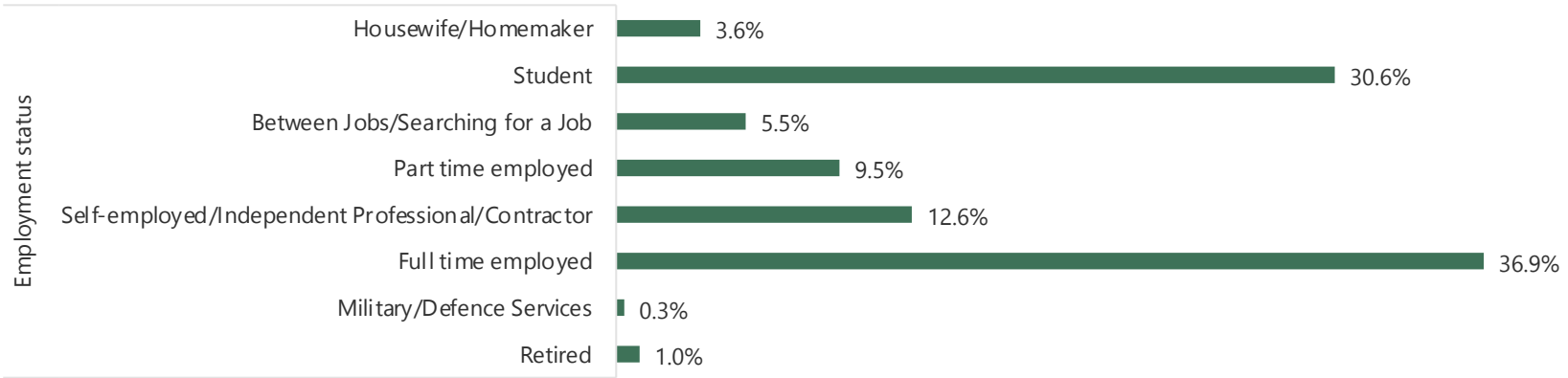


INDIA

Panel Size: 3,35,370

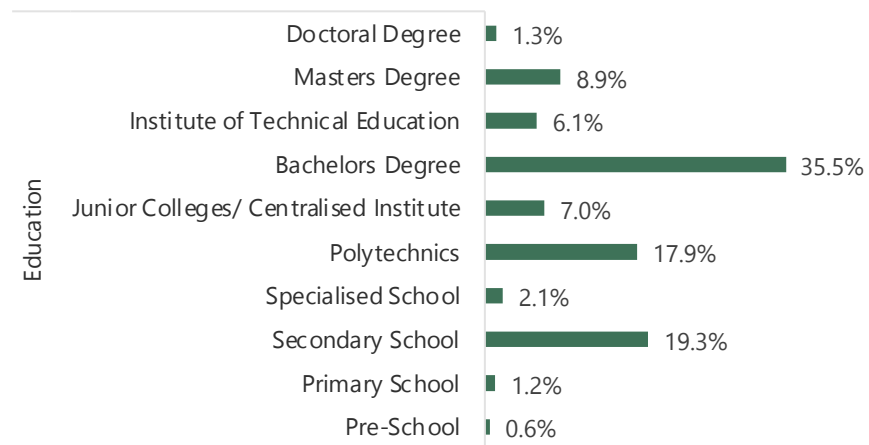
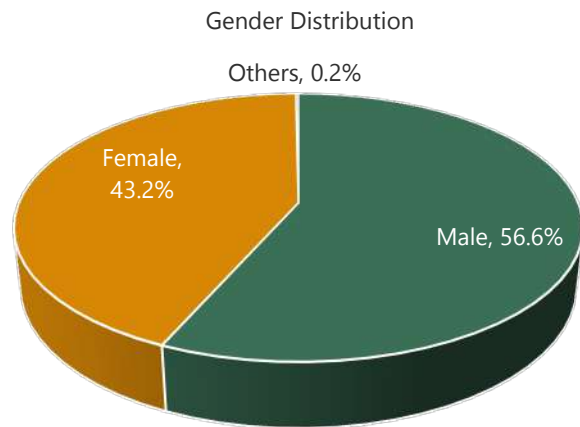
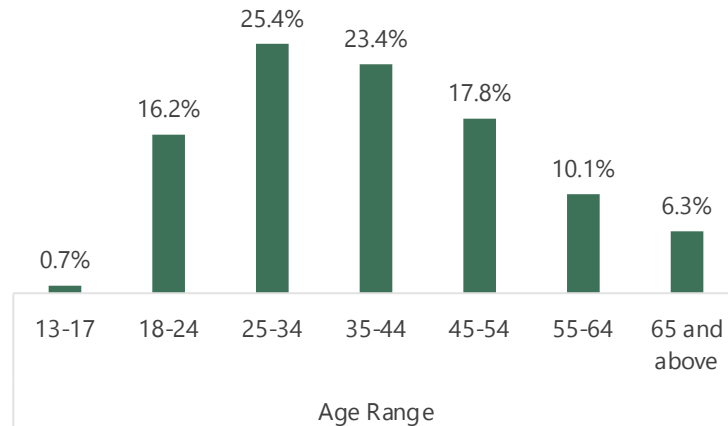
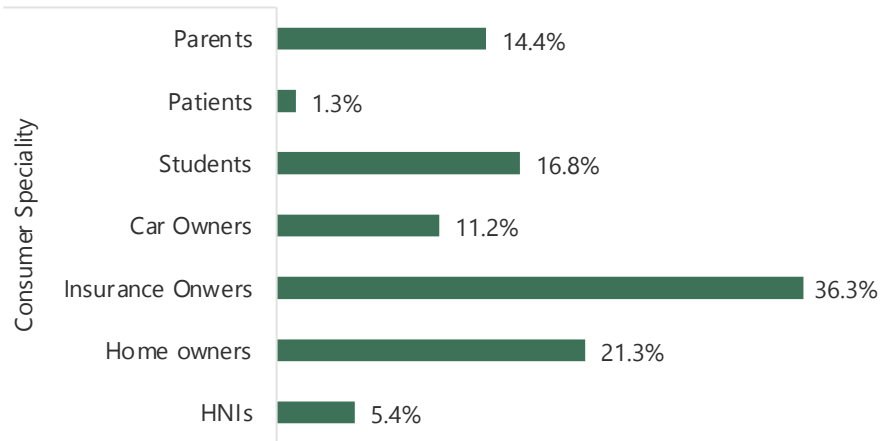


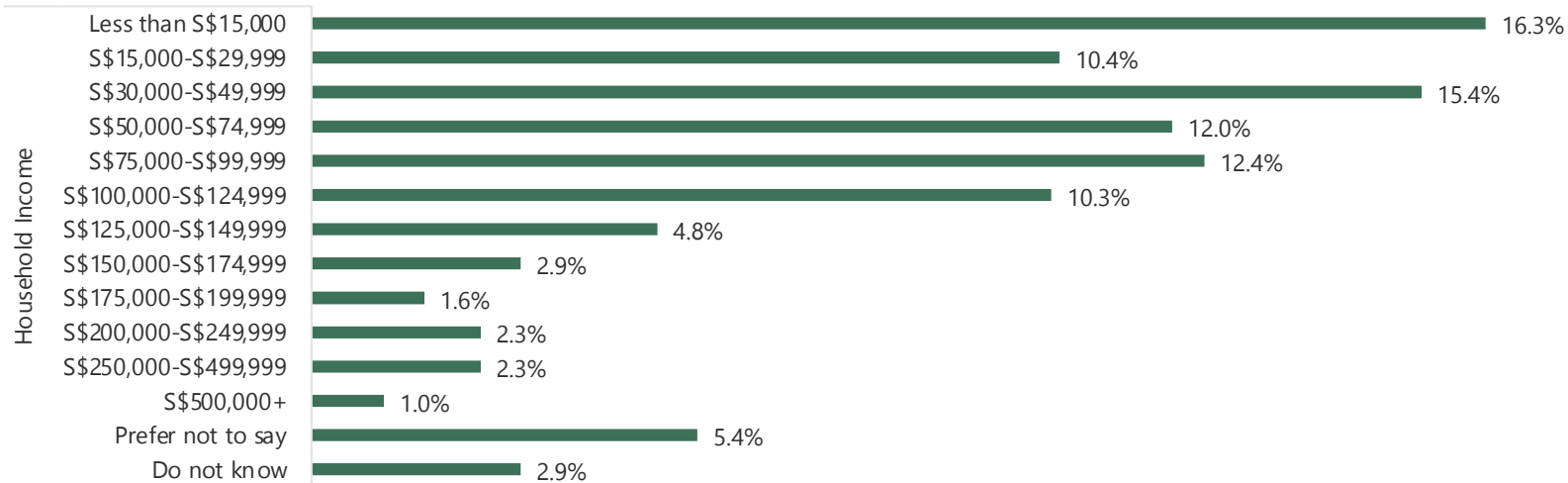
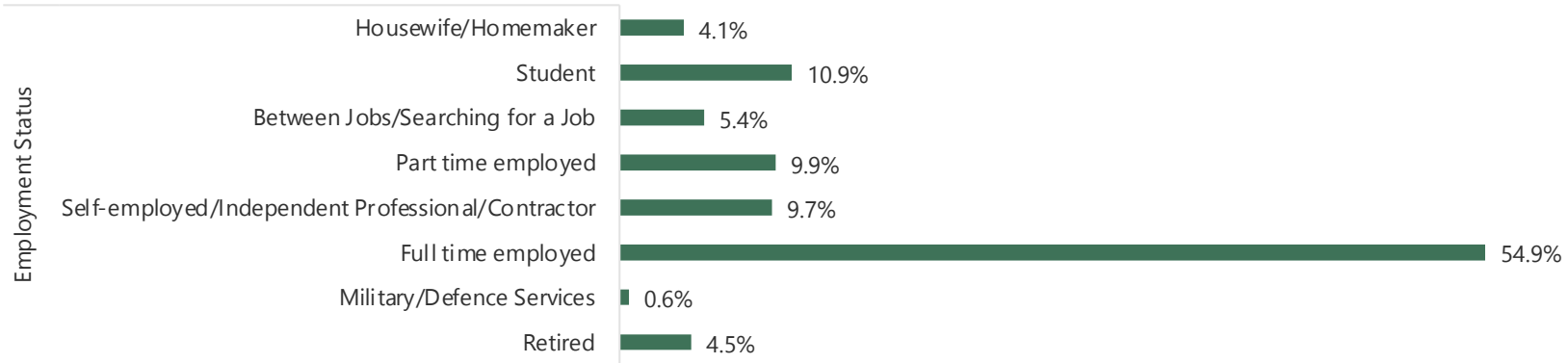




**SINGAPORE**

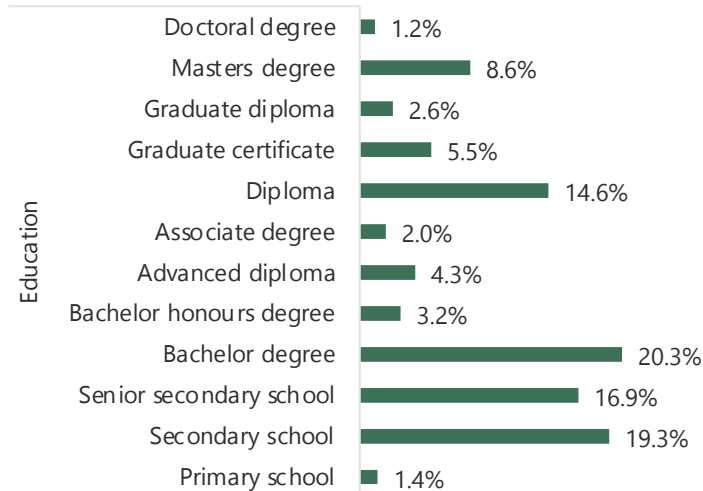
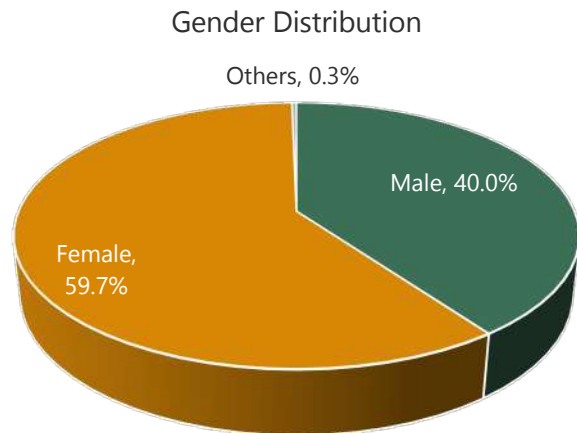
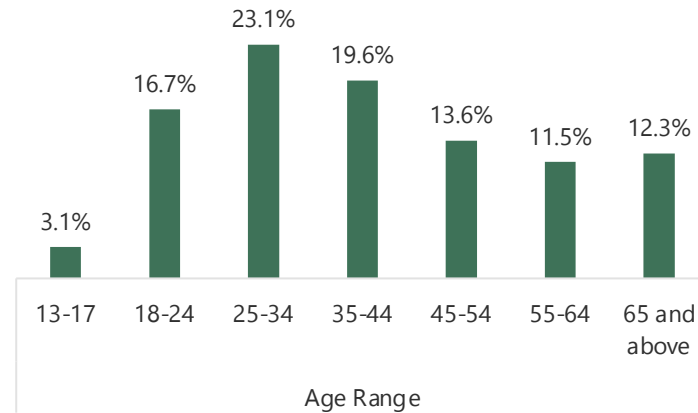
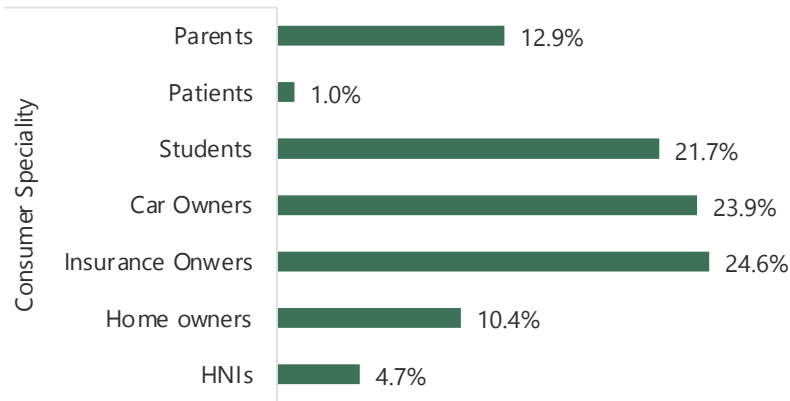
Panel Size: 55,526

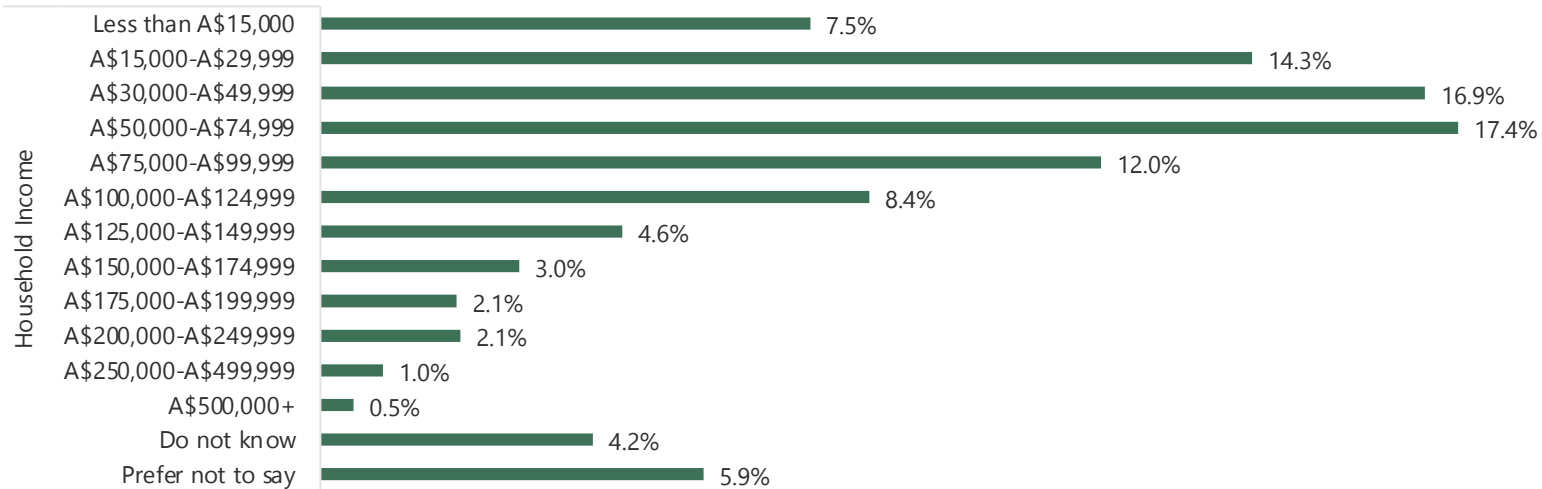
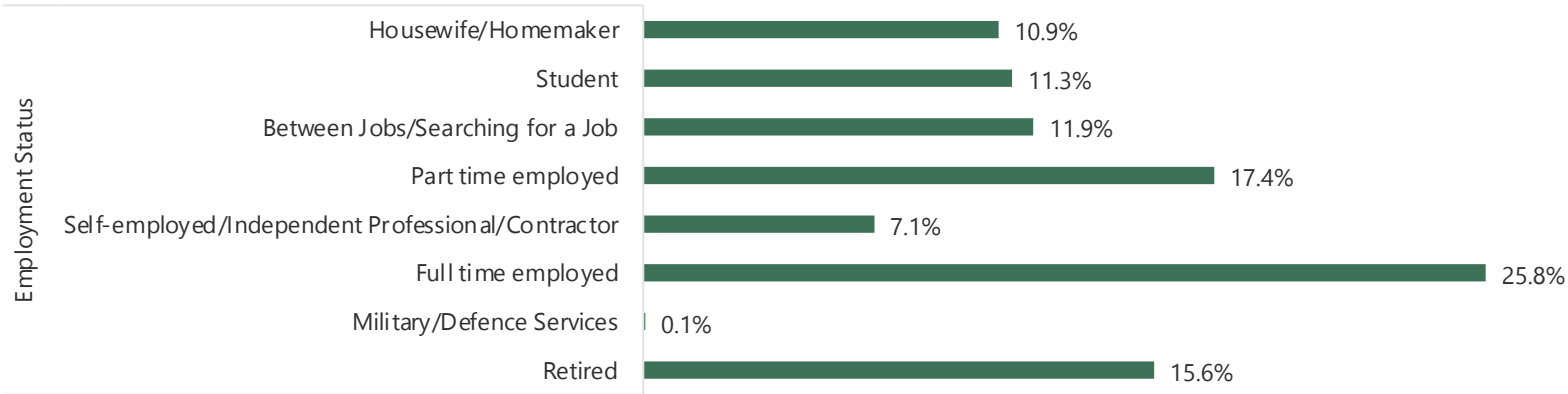




AUSTRALIA

Panel Size: 45,690

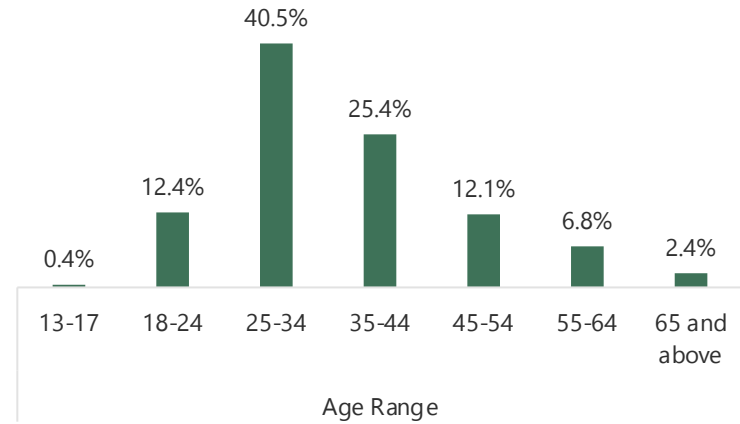
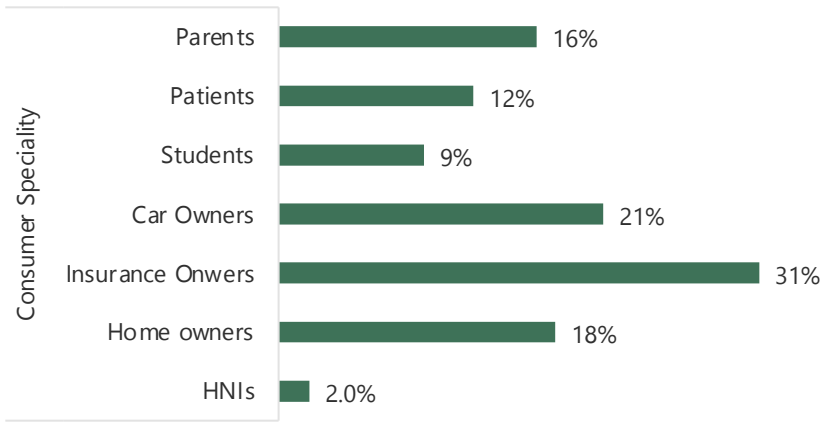




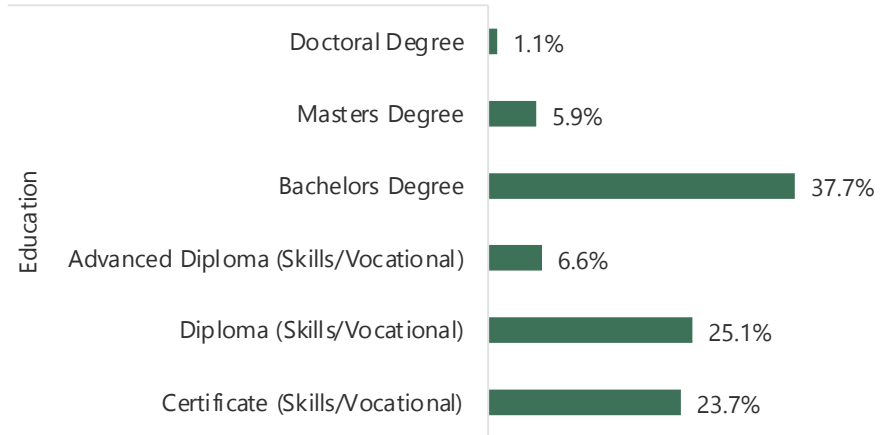
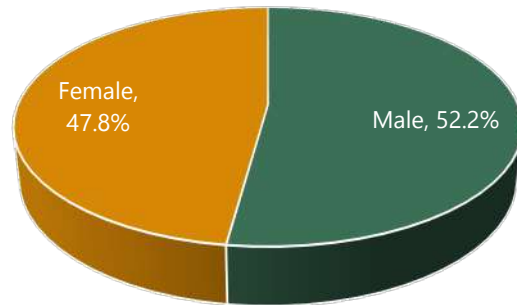
**MALAYSIA**

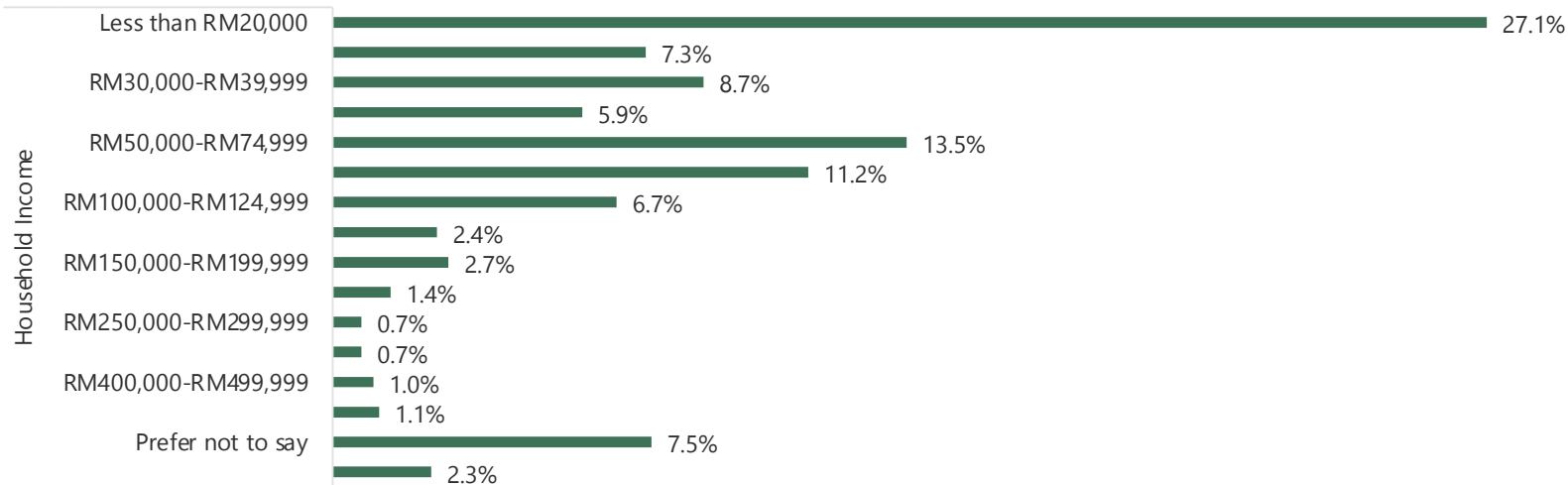
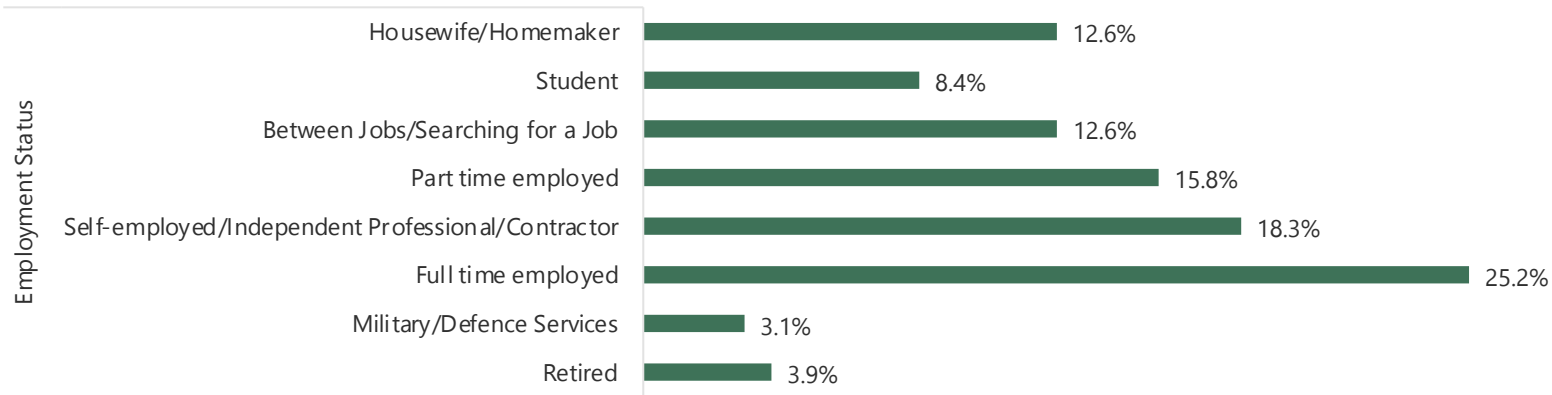
Panel Size: 23,489





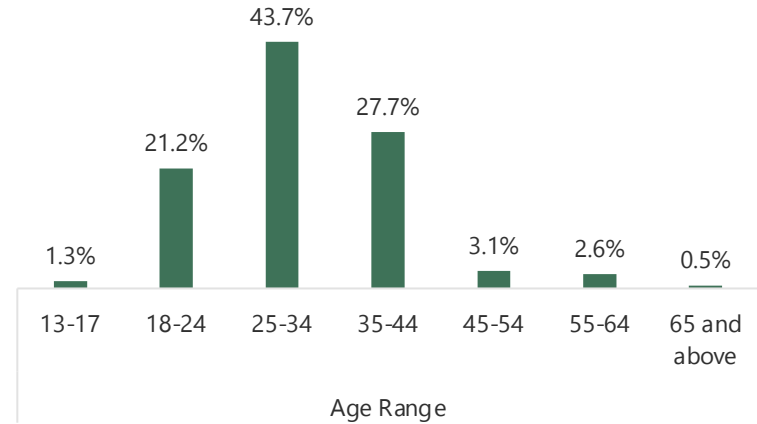
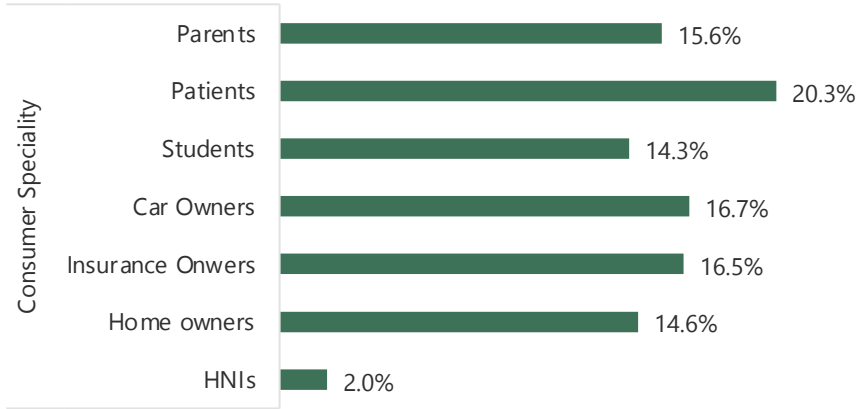
Gender Distribution



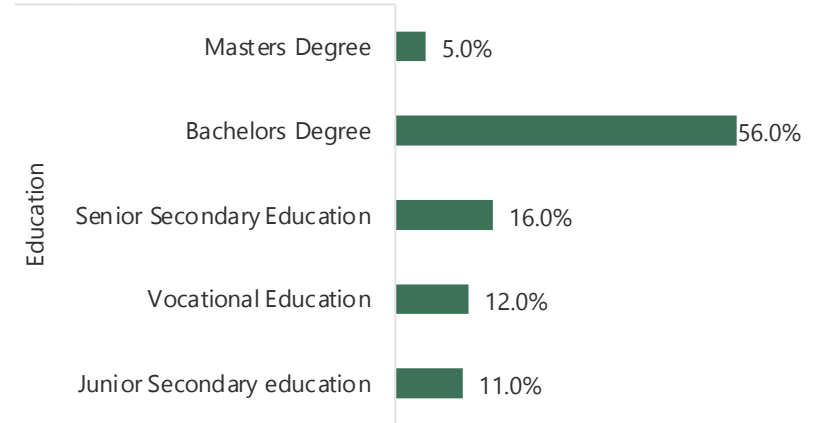
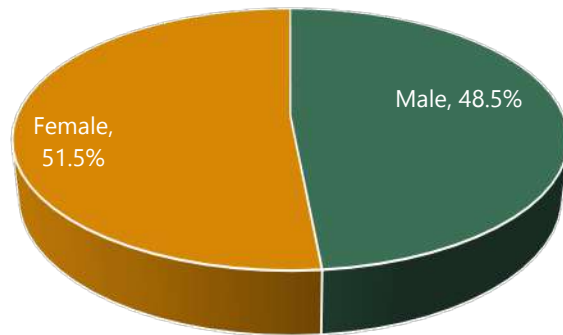


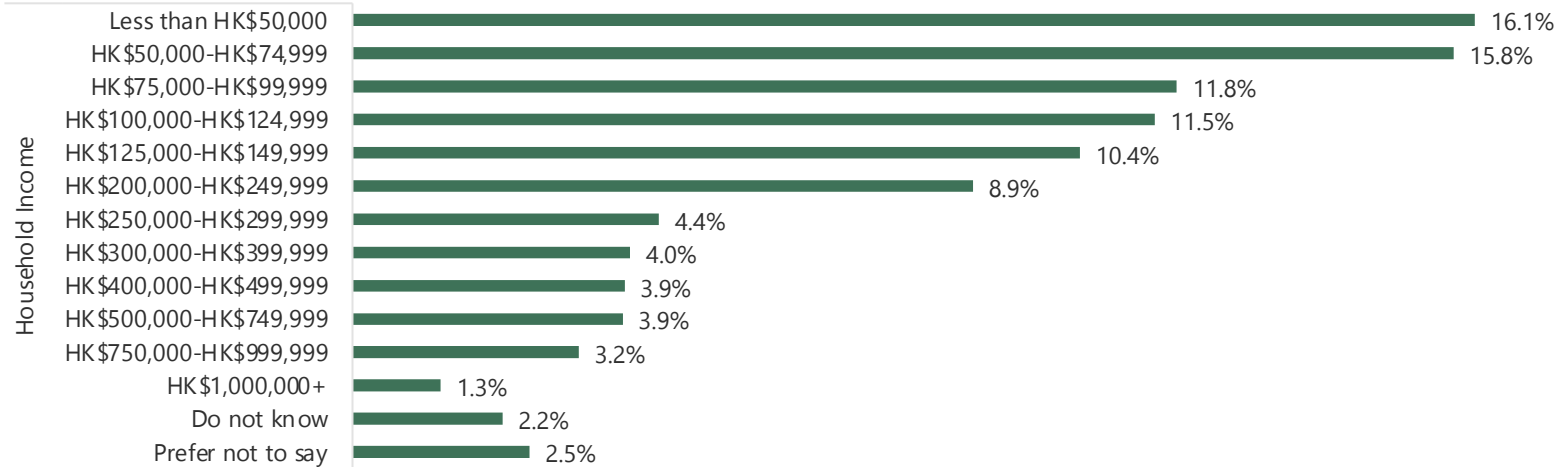
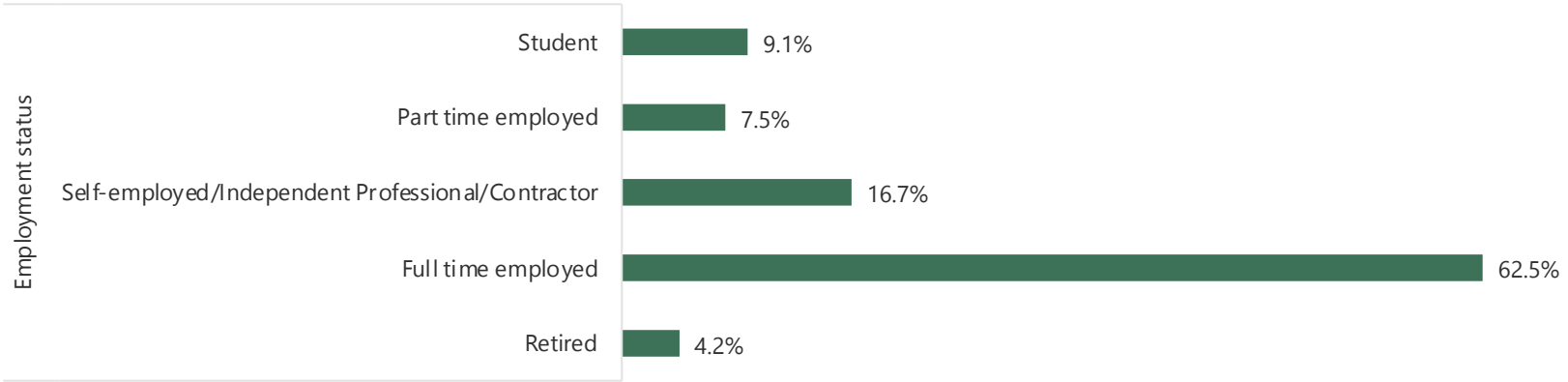
HONGKONG

Panel Size: 25,268



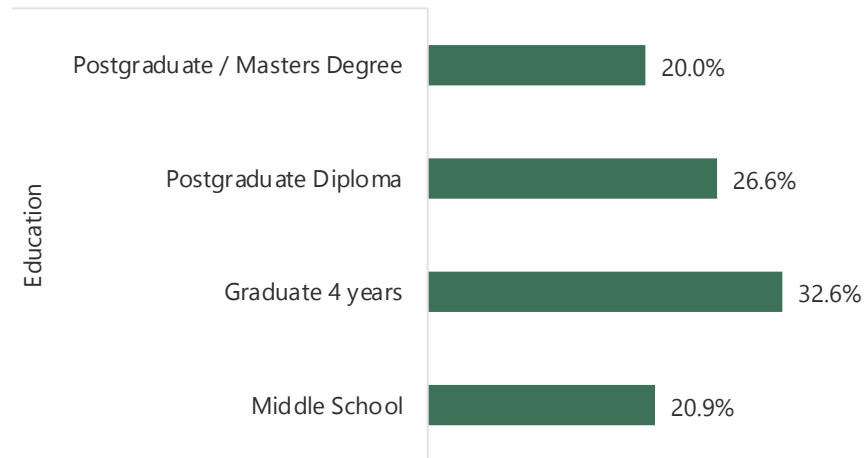
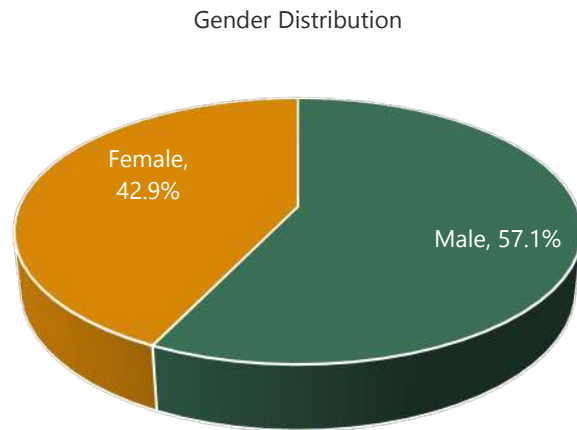
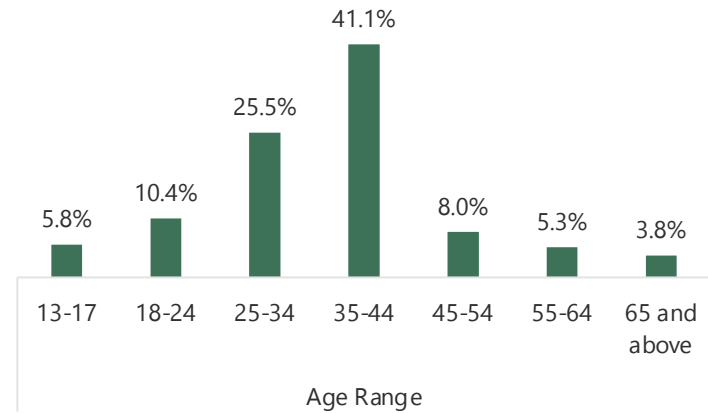
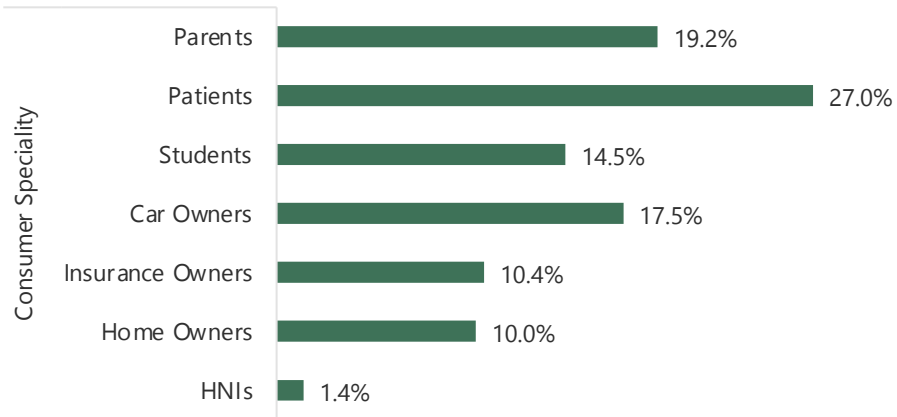
Gender Distribution

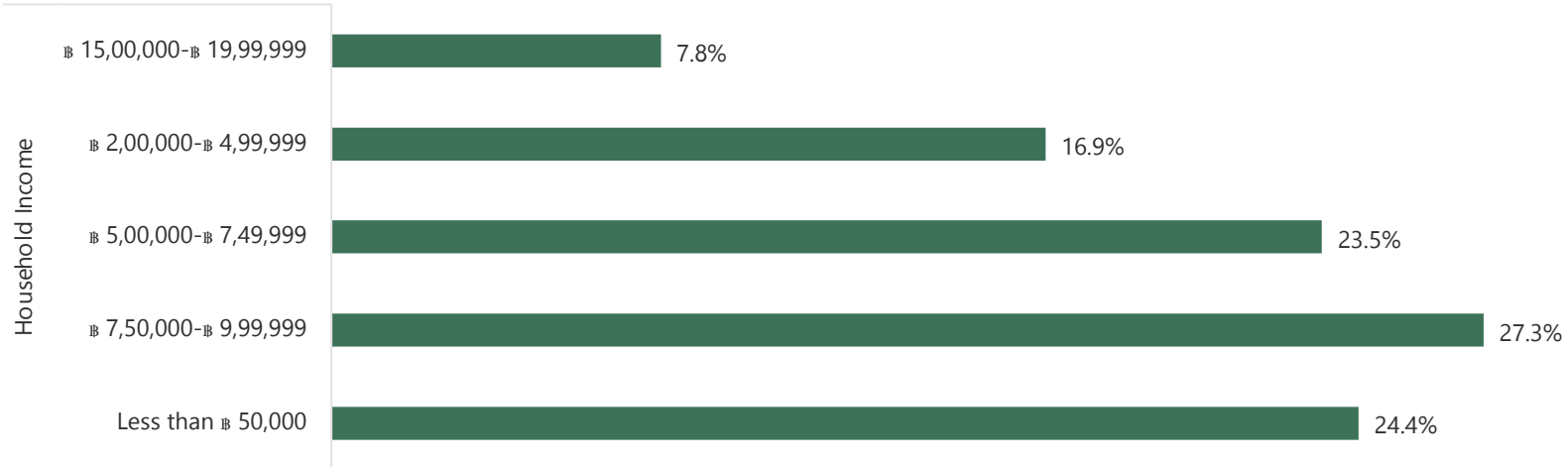
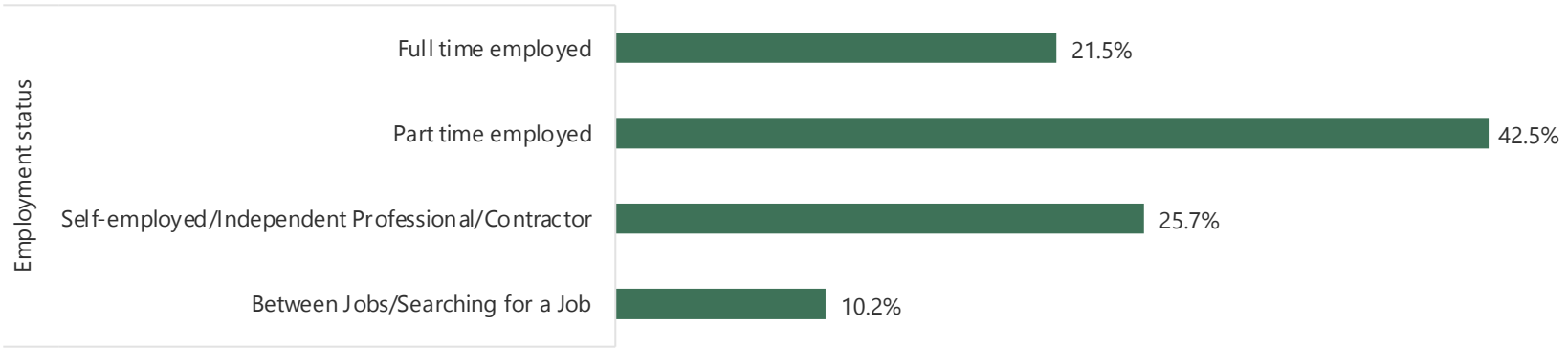




THAILAND

Panel Size: 22,848

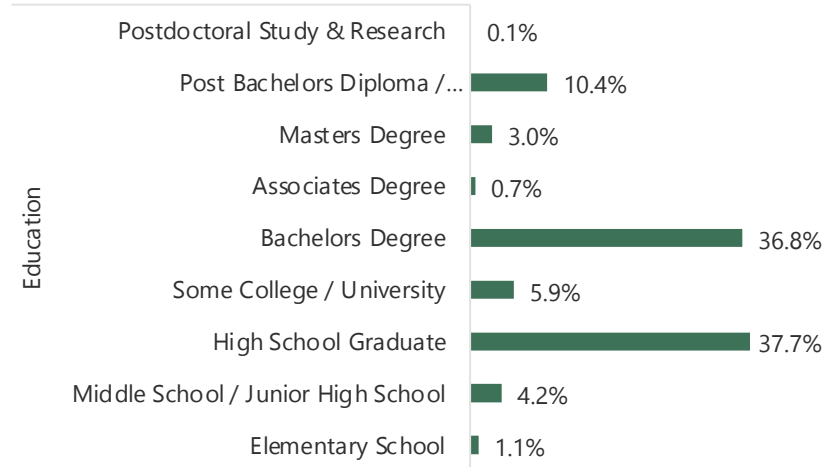
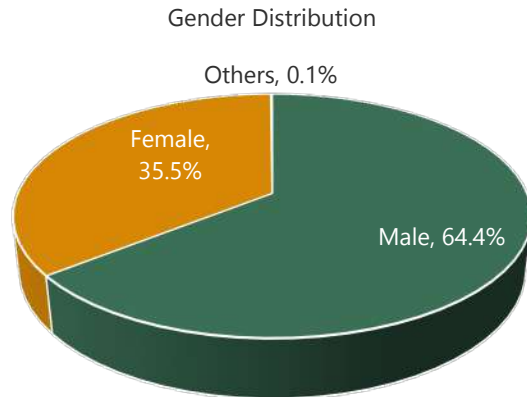
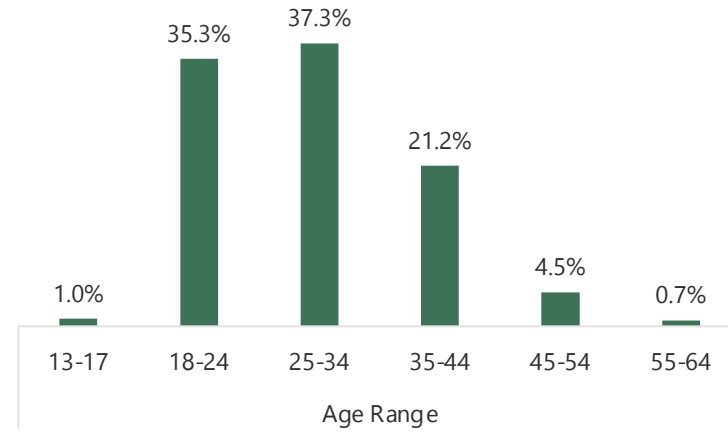
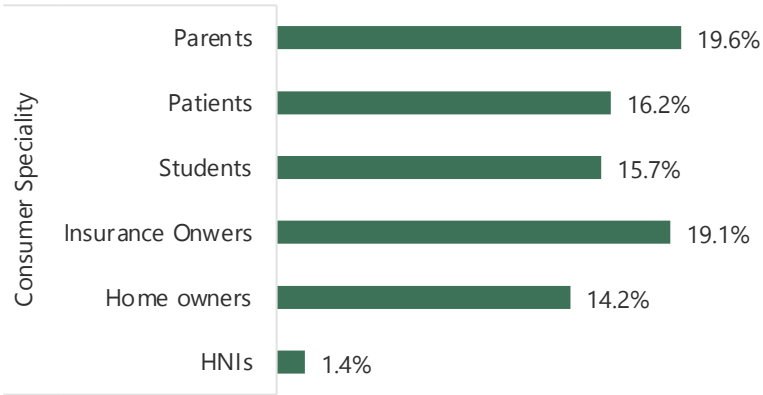


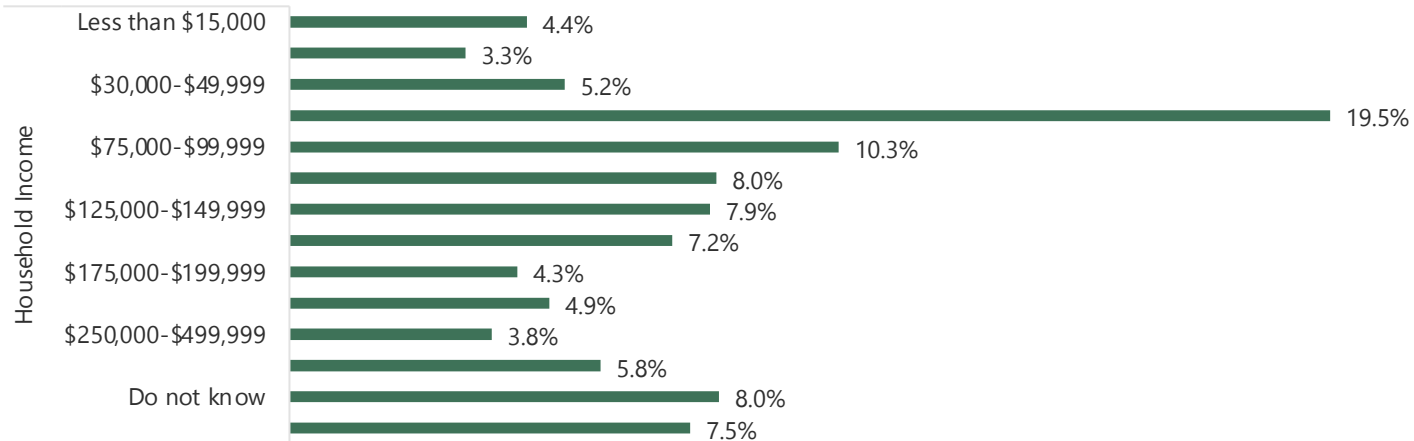
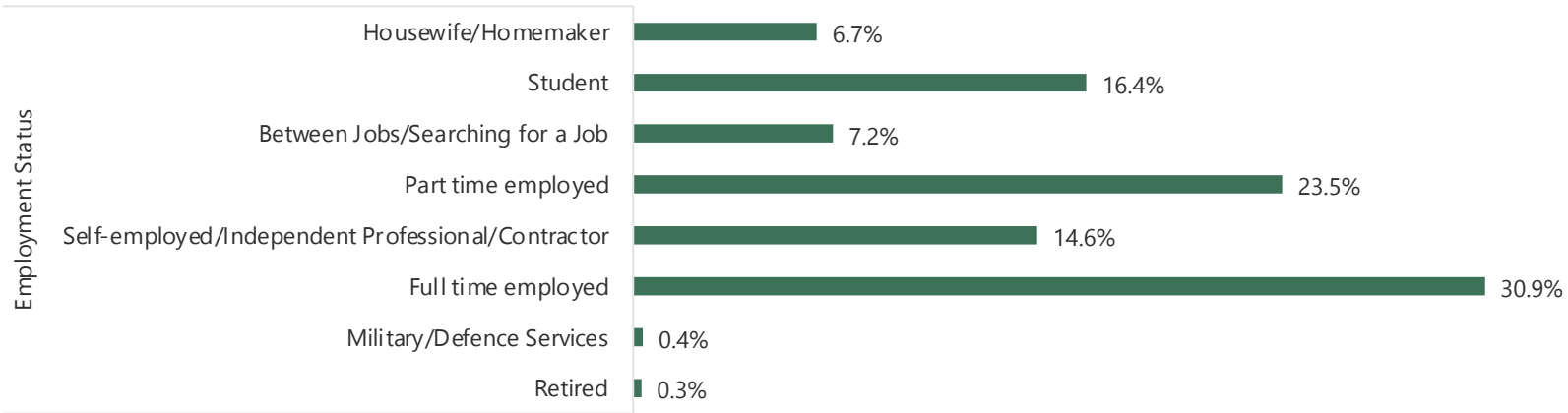




**INDONESIA**

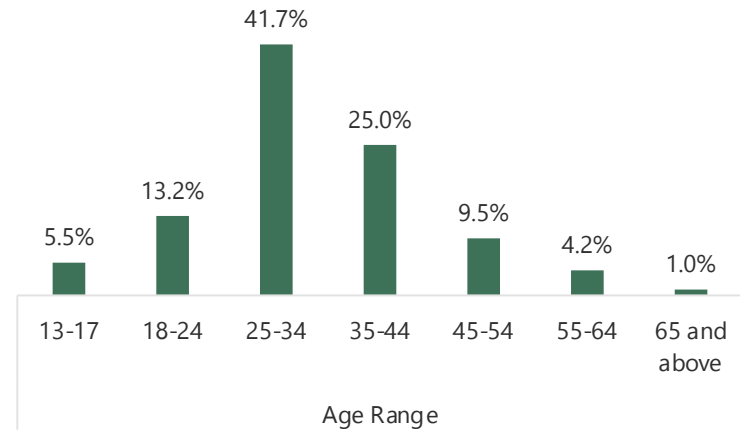
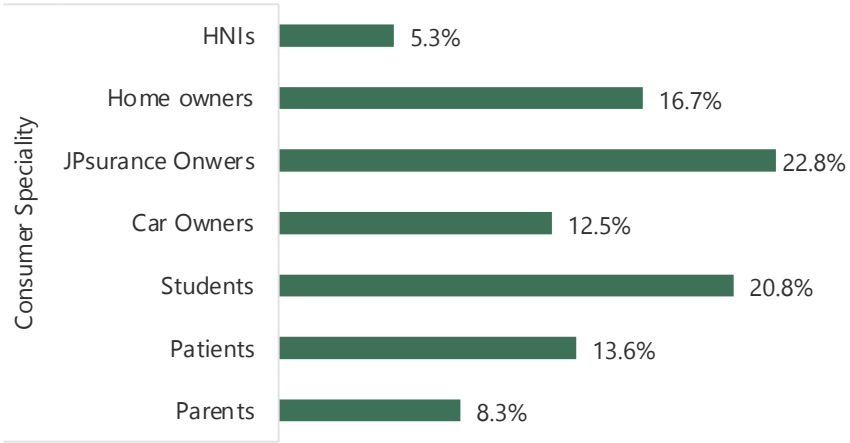
Panel Size: 30,351



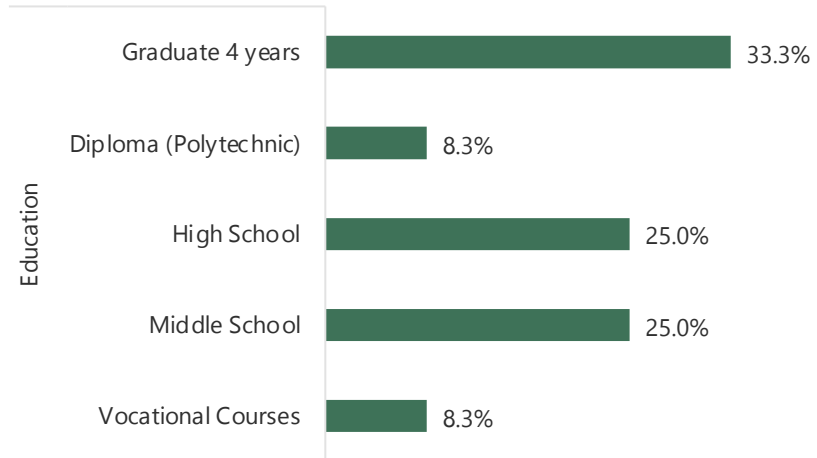
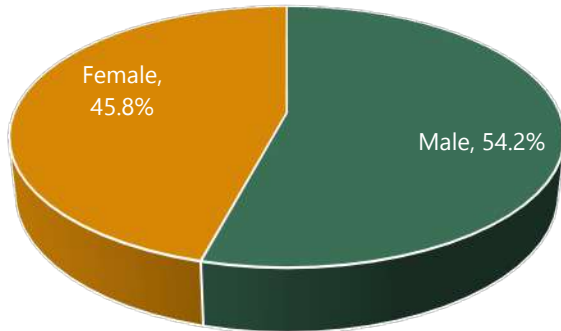


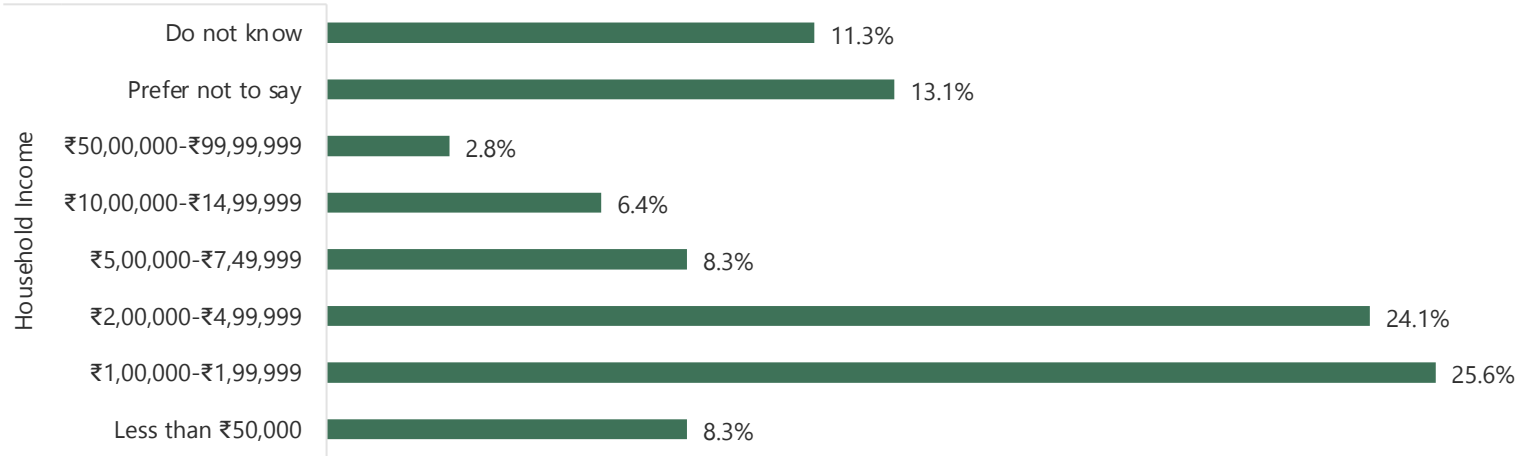
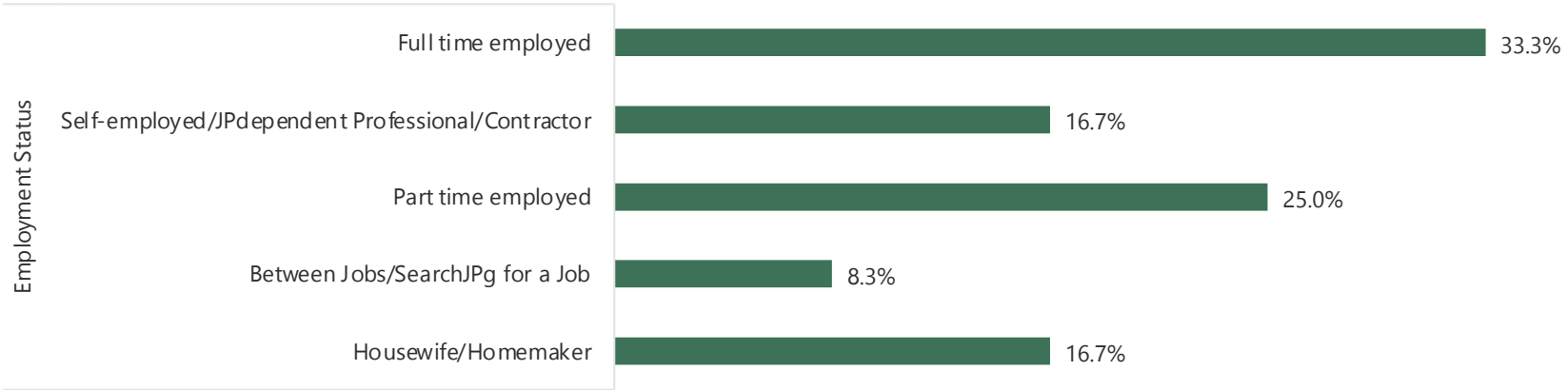
**JAPAN**

Panel Size: 13,021



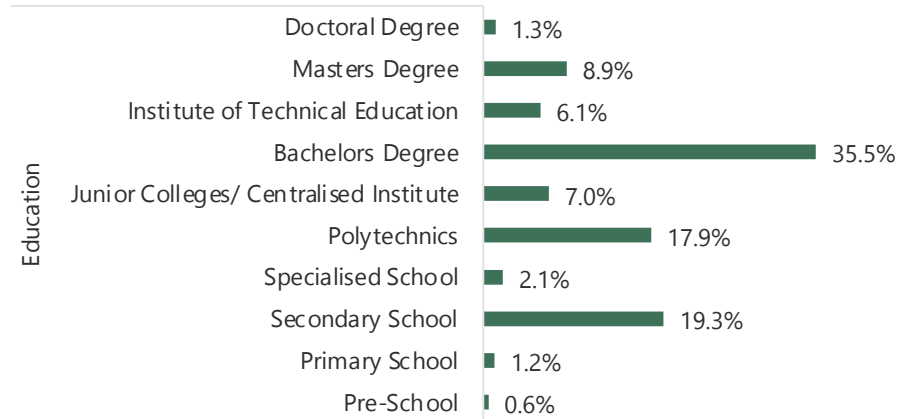
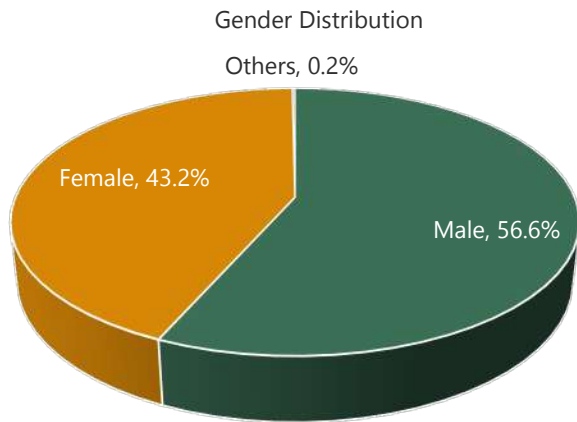
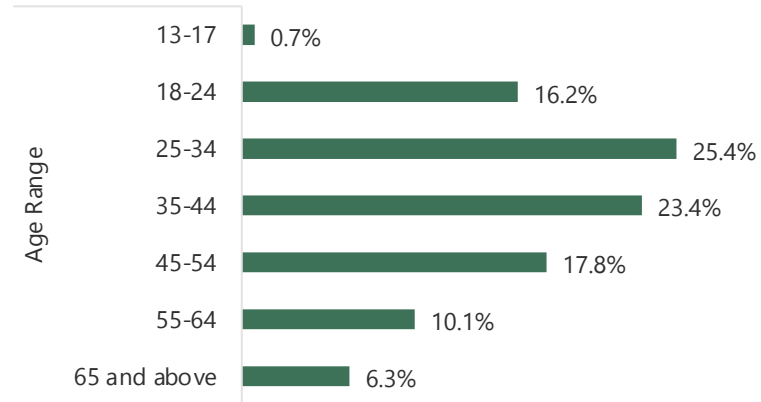
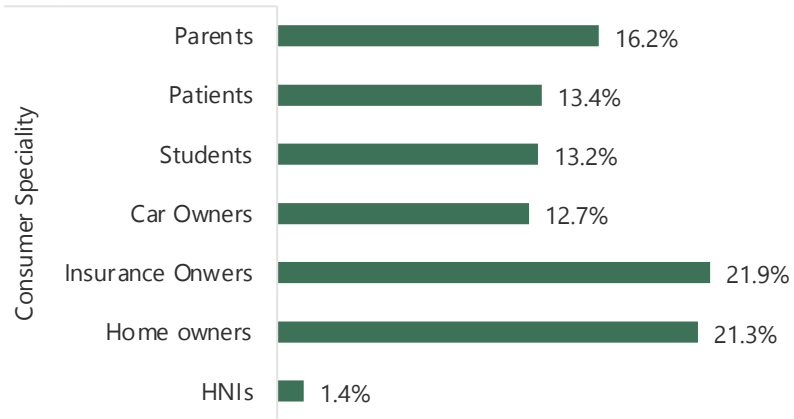
Gender Distribution



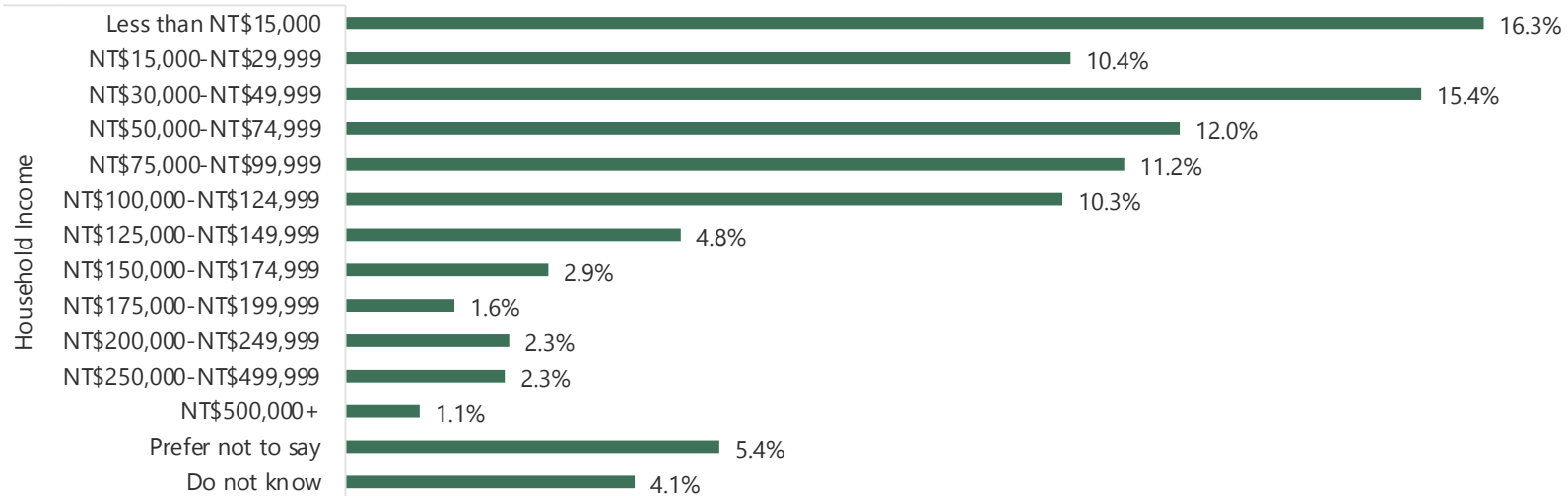
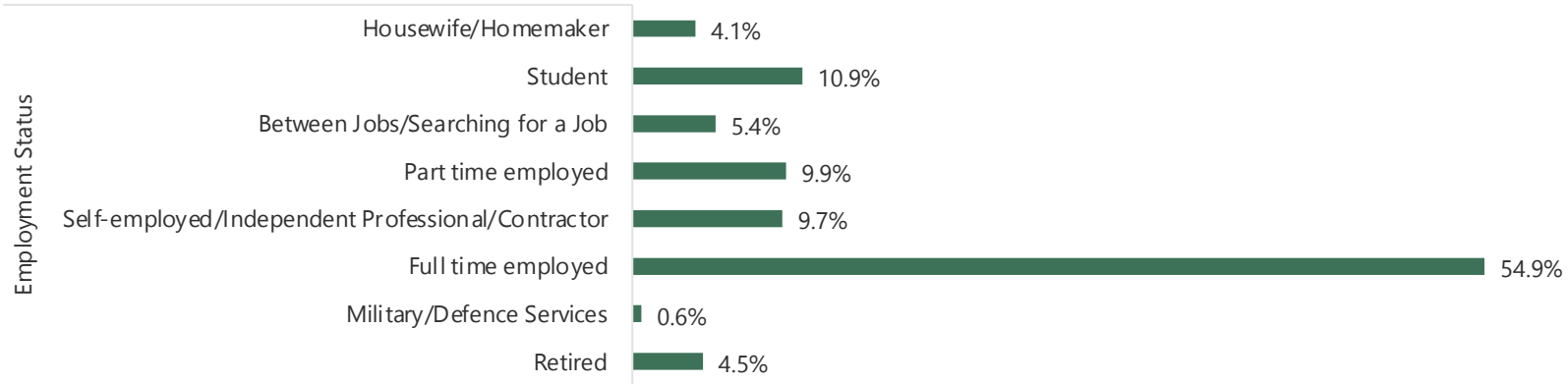


TAIWAN

Panel Size: 15,296

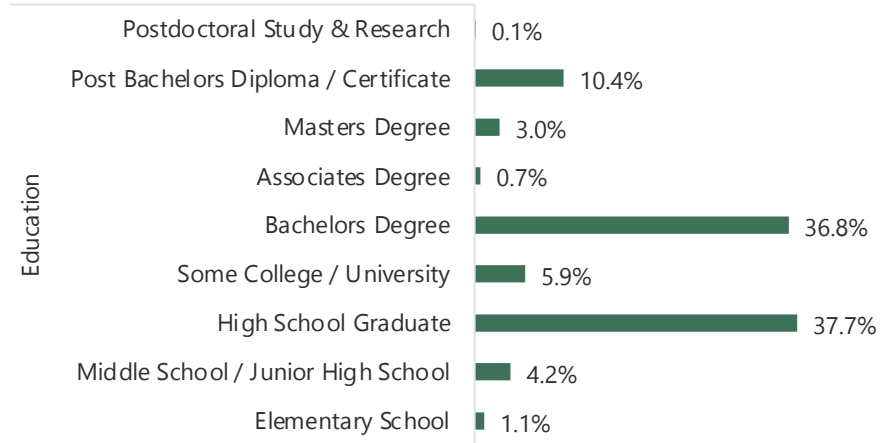
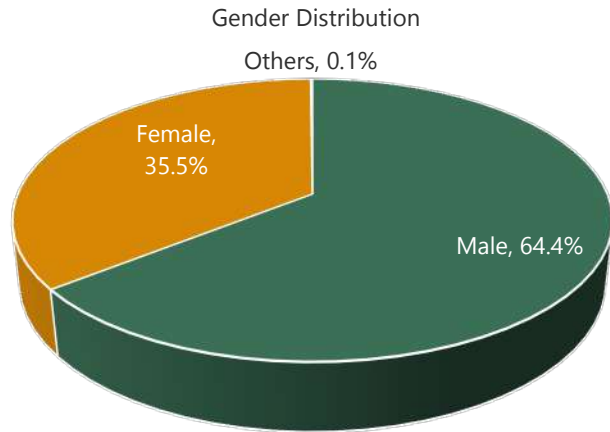
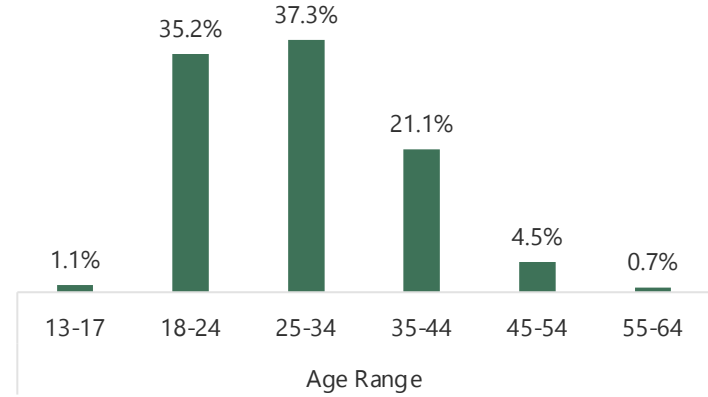
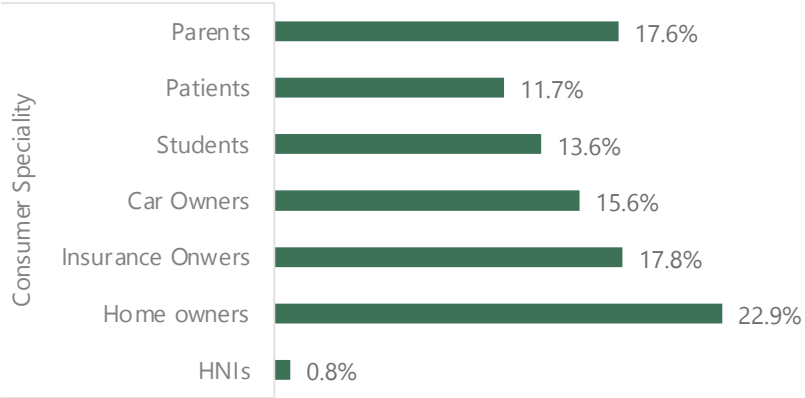




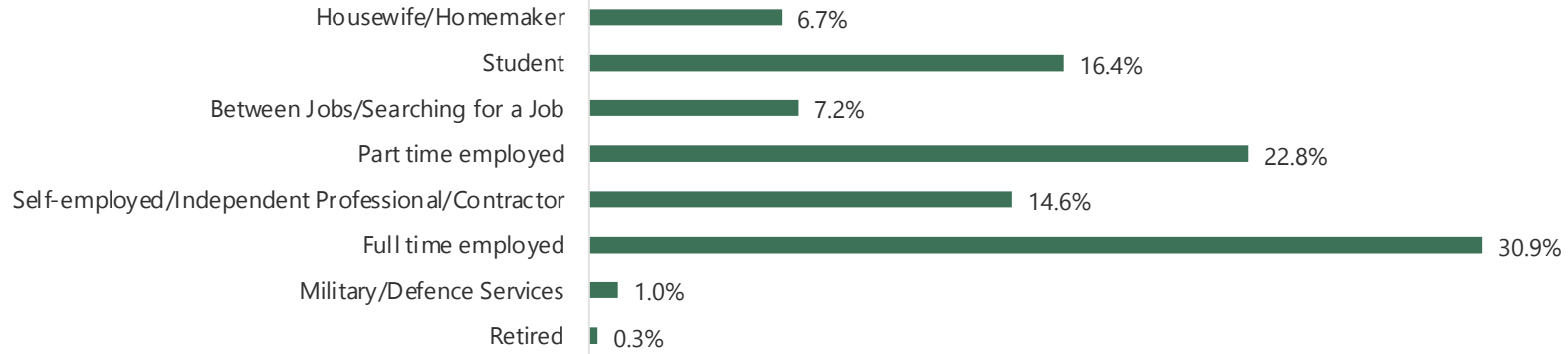


**VIETNAM**

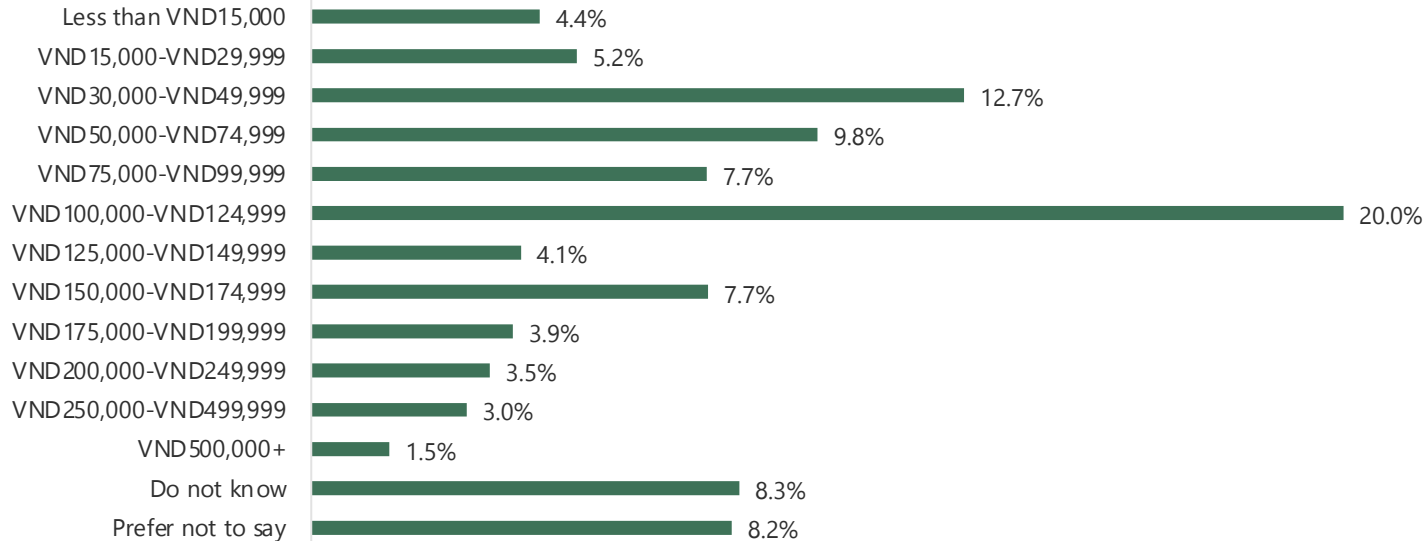
Panel Size: 28,337



# Employment Status

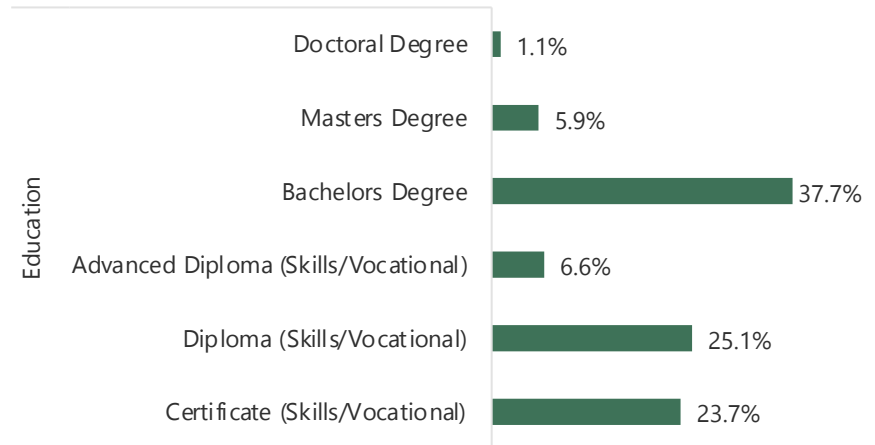
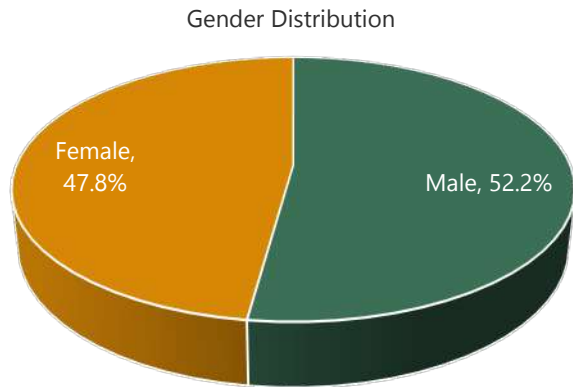
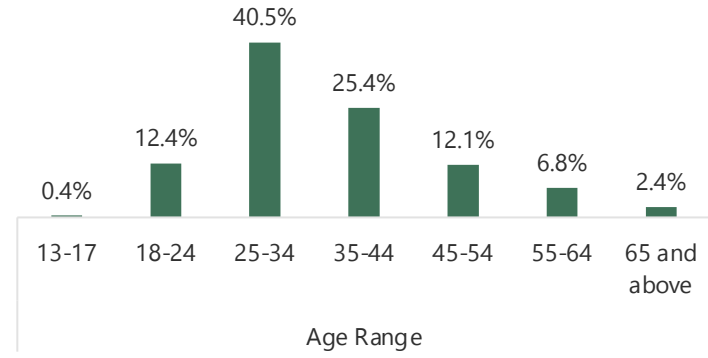
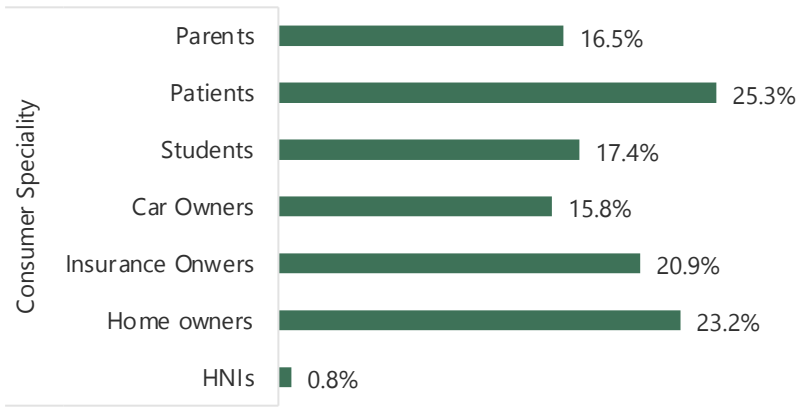


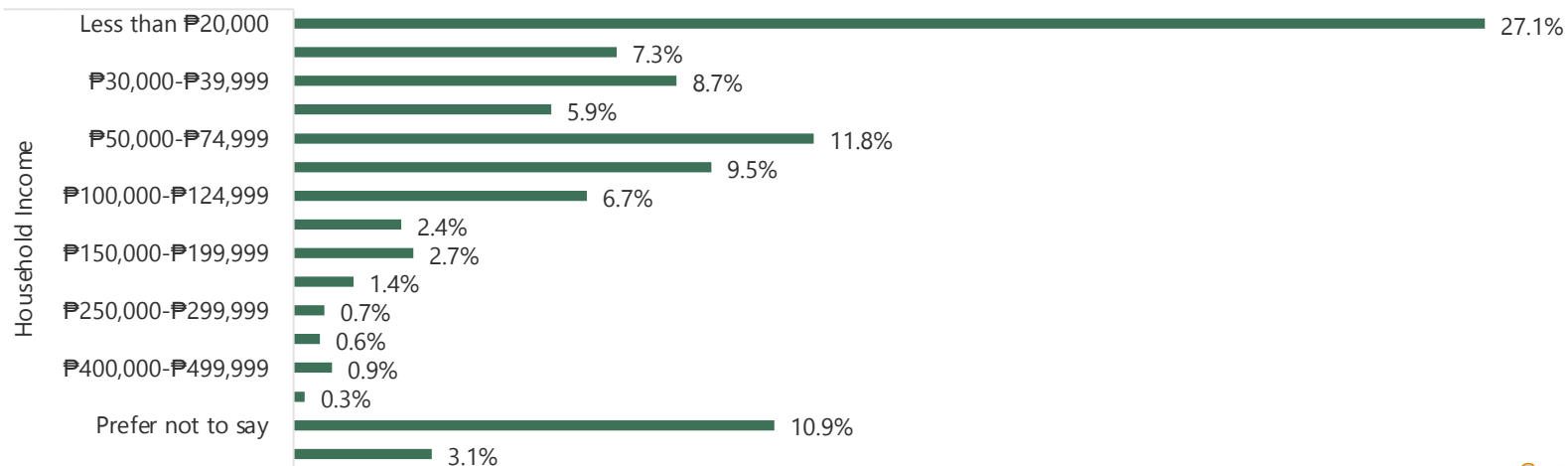
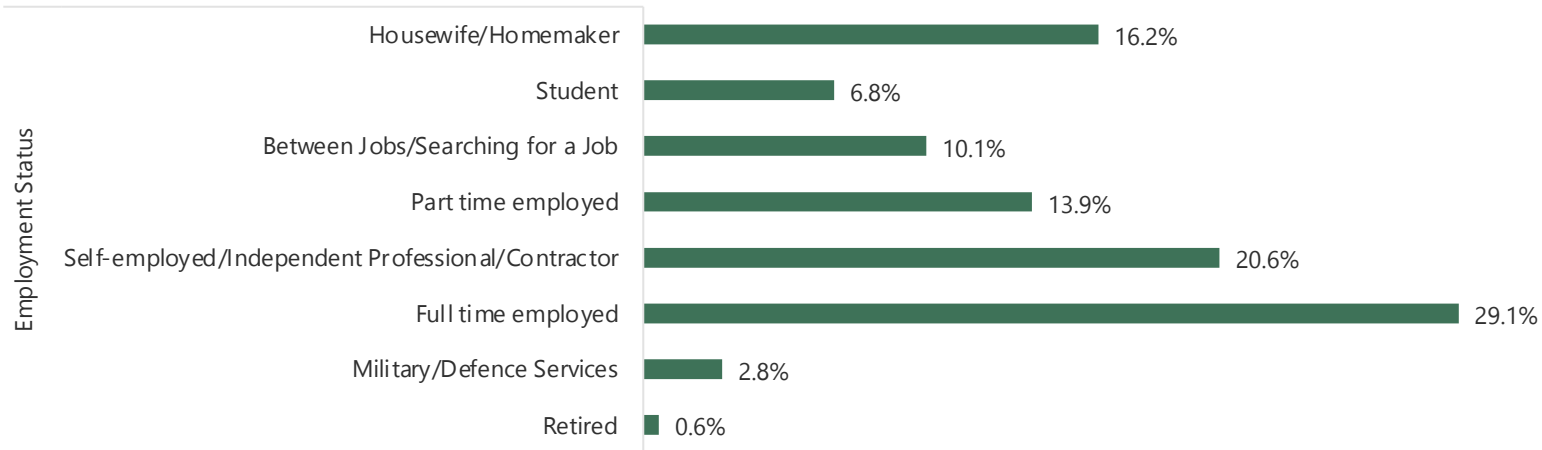
# Household Income



**PHILIPPINES**

Panel Size: 12,044

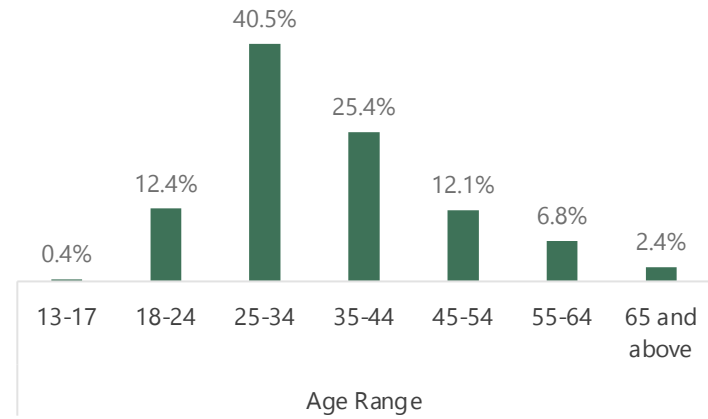
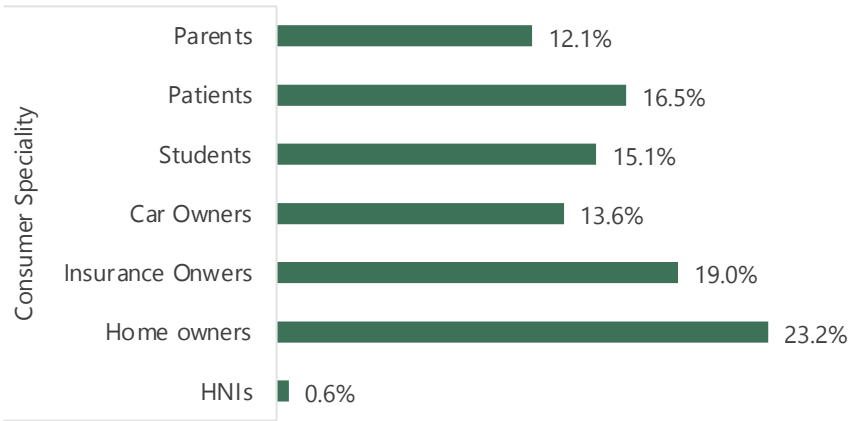




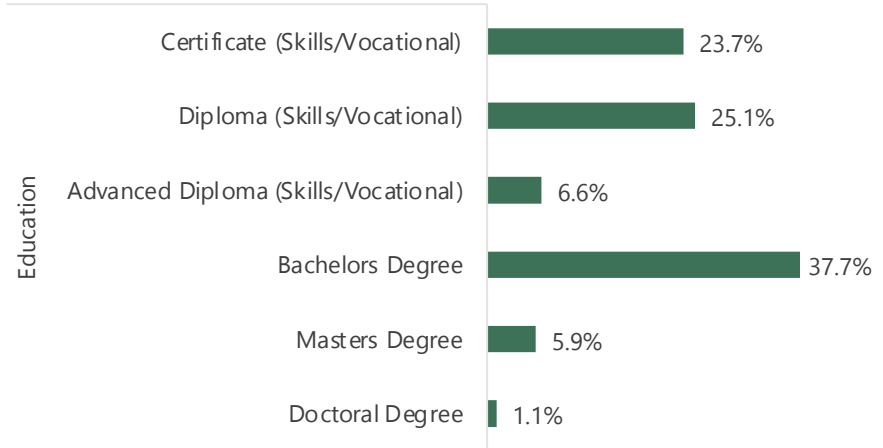
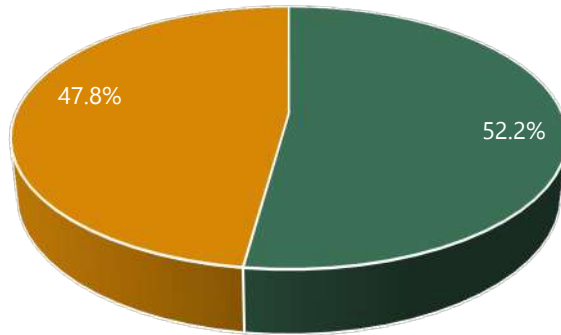
**SOUTH KOREA**

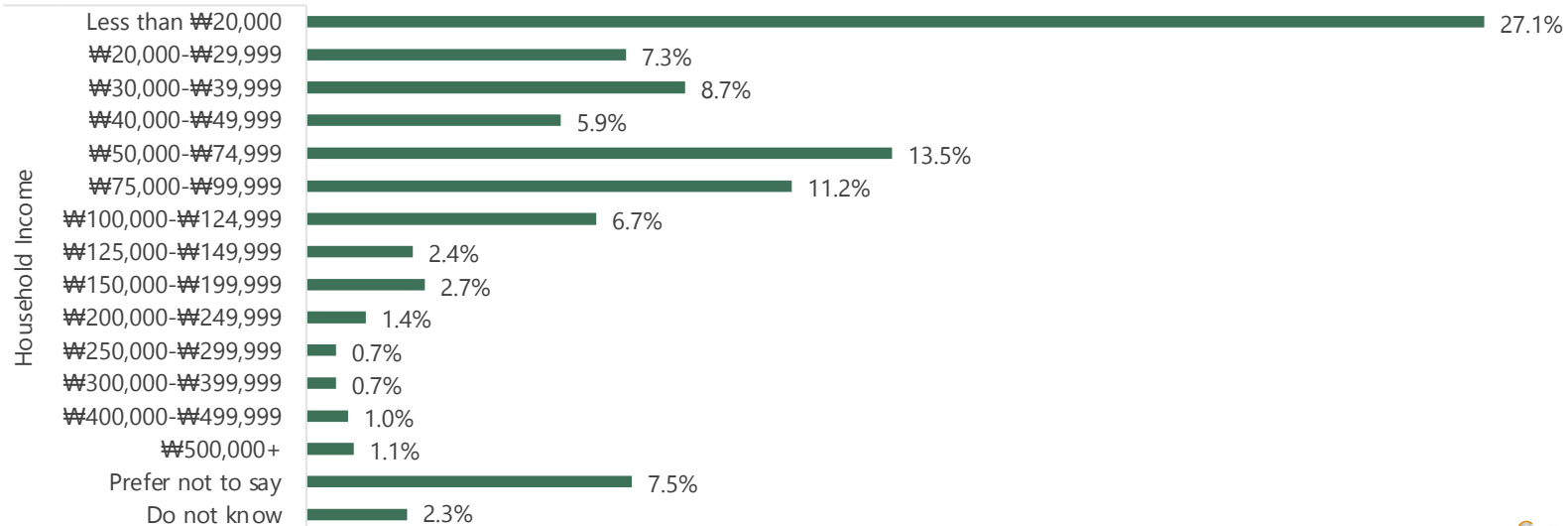
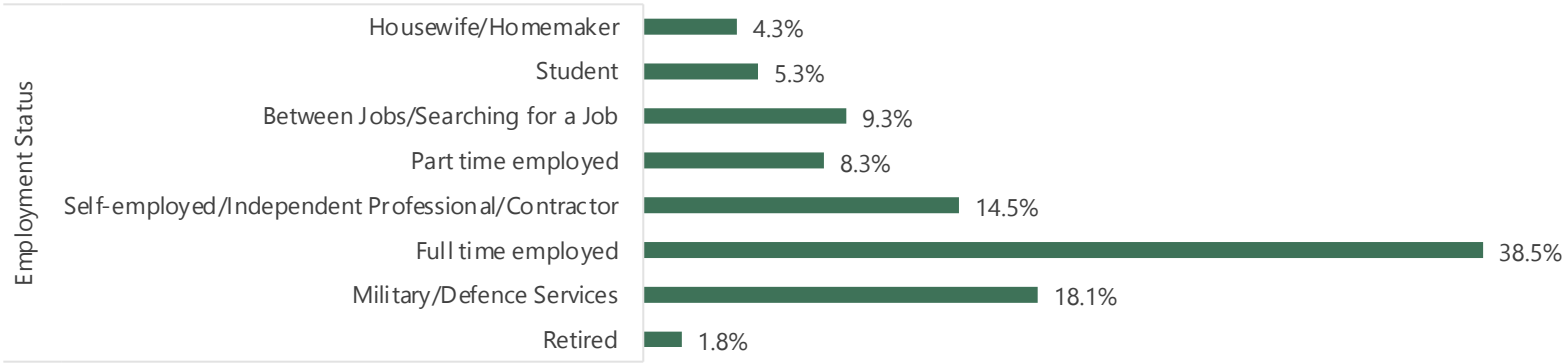
Panel Size: 2,278





Gender Distribution





# CONTACT

## INTERNET RESEARCH BUREAU

Sales Contact: [sales@irbureau.com](mailto: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: +44-2033-183223

### NEW DELHI

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

*Thank  
You!*