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## We are IRB

We are a global survey management and data collection 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. Our core services include conducting market research surveys for brands and engaging with B2B panel to gain market insights. Market Research Industry needs modern and better ways to conduct B2B research surveys, and IRB is proud to take the lead in this direction.

# List of Panel Countries

## North America – 302,156

United States	242,334
Canada	6,957
Mexico	52,865

## Europe – 297,815

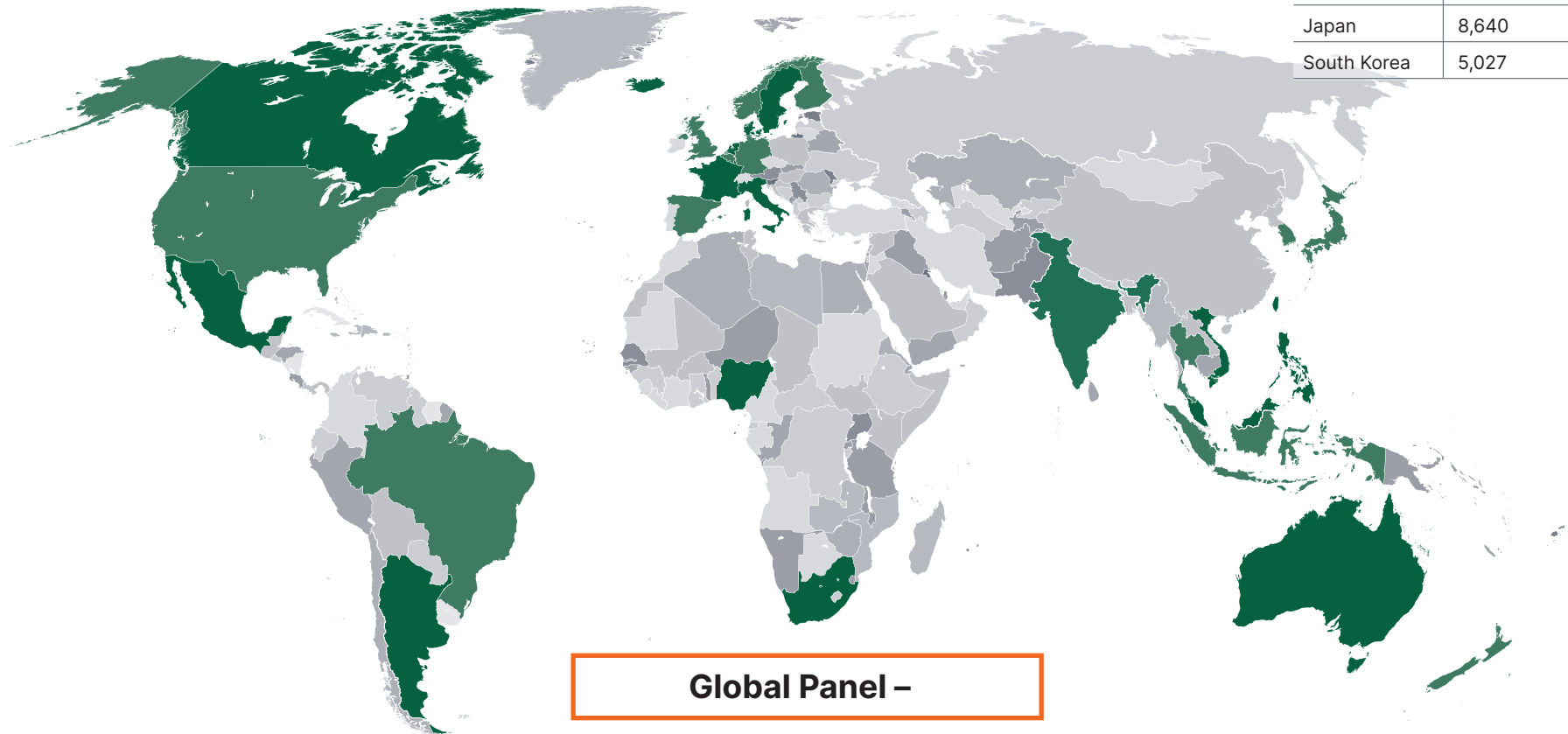
United Kingdom	69,421
France	45,076
Germany	36,413
Italy	49,666
Spain	54,051
Netherlands	9,927
Portugal	16,628
Switzerland	9,299
Poland	7,334

## Latin America & Africa – 209,756

Brazil	169,685
Argentina	9,320
South Africa	25,025
Nigeria	5,726

## APAC – 426,963

India	289,317
Australia	21,883
Singapore	35,143
Malaysia	14,683
Hong Kong	8,015
Philippines	6,688
Taiwan	6,378
Indonesia	14,547
Thailand	9,168
Vietnam	9,734
Japan	8,640
South Korea	5,027



Global Panel –

# UNITED STATES: 242,334



## Sector

Private (for-profit) Organization	113,767
Public Organization	52,527
Non-profit Organization	17,915

## Job Role/ Level/ Title

C-Level Executives	25,947
High-Level Executives (Director+)	49,070
Mid-Level (Managers +)	78,474
Small Business Owners	85,435

## Decision Makers

ITDMs	115,520
BDMs	128,372
HRDMs	12,414
FDMs	27,943
Marketing DMs	8,860

## Company Size

Small (1-99)	85,240
Medium (100-999)	44,884
Larger (1,000+)	52,283

## Company Revenue

Less than 100K	36,121
100-500K	8,763
500K-1M	8,276
1-5M	10,272
5-10M	5,550
10-50M	10,320
50-100M	4,819

100-250M	3,408
250-500M	5,160
500M-1B	6,621
1-3B	6,426
3-5B	3,018
More than 5B	8,130



# UNITED STATES: continued

## Top Professionals

Teachers	7,302
Accountants	12,365
Engineers	24,340
HVAC Pros	1,120
Drivers	4,089
Architects	2,970
Auto Mechanics/Repairers	2,580
Hair Dresser/Beauticians/Salon Workers	1,704
Chartered Accountant	682
Pharmacist	1,217
Computer Engineers	15,967
Dentists	779
Electricians	1,022
Entrepreneurs	3,164
Event Managers	682
Farmers	633
Financial/Investment Managers	1,801
Graphic Designers	1,168
Hoteliers	2,629
Insurance Brokers	584
Interior Designers	535
Lawyers	633
Nurses	4,965
Painters	584
Photographers	341
Plumber	682
Travel Agents	925
VAR's	487
Carpenter	2,531

## Industry

Accounting, auditing, payroll, tax	6,621
Aerospace	3,456
Agriculture/ Forestry/ Fishing	5,598
Airlines	2,483
Automotive	11,099
Banking/ Financial services	11,489
Biotechnology/ Life Sciences	2,093
Business Services/ Consulting	6,036
Chemicals & Plastics	1,753
Construction	14,848
Distribution & Delivery	1,606

Education, Training, Library	9,298
Electronics	3,067
Engineering	7,059
Entertainment, Movies & Media	3,894
Food, Beverages & Tobacco	7,497
Healthcare	14,069
Hospitality/ Hotels/ Restaurants	5,890
Industrial & Architecture Design/ Interior Design	1,655
Information Technology	15,140
Insurance	1,704
Internet/ E-Commerce	2,483

Law enforcement or security	535
Legal Services	1,412
Manufacturing/ Production	9,347
Marketing/ Advertising	3,018
Mining & Quarrying	730
Pharmaceuticals	828
Real Estate	1,363
Retail	10,661
Telecommunications	3,164
Transportation, Logistics	3,262
Travel and Tourism	876
Utilities, Energy, Water	1,120
Wholesale/ Trade	1,266

# CANADA: 6,957

## Sector

Private (for-profit) Organization	2,063
Public Organization	1,295
Non-profit Organization	270

## Decision Makers

ITDMs	2,134
BDMs	2,703
HRDMs	455
FDMs	911
Marketing DMs	384

## Job Role/ Level/ Title

C-Level Executives	398
High-Level Executives (Director+)	882
Mid-Level (Managers +)	1,437
Small Business Owners	782

## Company Size

Small (1-99)	1,579
Medium (100-999)	911
Larger (1,000+)	1,152

## Top Professionals

Teachers	256
Accountants	299
Engineers	697
HVAC Pros	150
Pharmacist	171
Computer Engineers	213
Entrepreneurs	142
Financial/Investment Managers	100
Nurses	178

## Company Revenue

Less than 100K	228
100-500K	100
500K-1M	185
1-5M	171
5-10M	114
10-50M	150
50-100M	127
100-250M	126
250-500M	128
500M-1B	142
1-3B	83
3-5B	44
More than 5B	71

## Industry

Accounting, auditing, payroll, tax	228
Agriculture/ Forestry/ Fishing	171
Airlines	121
Automotive	356
Banking/ Financial services	654
Business Services/ Consulting	128
Construction	384
Distribution & Delivery	100
Education, Training, Library	235
Electronics	114
Engineering	242
Entertainment, Movies & Media	164
Food, Beverages & Tobacco	213
Healthcare	270
Hospitality/ Hotels/ Restaurants	142
Information Technology	341
Insurance	221
Internet/ E-Commerce	203
Manufacturing/ Production	206
Marketing/ Advertising	159
Pharmaceuticals	149
Retail	256
Telecommunications	156

# MEXICO: 52,865

## Sector

Private (for-profit) Organization	21,677
Public Organization	9,265
Non-profit Organization	11,266

## Decision Makers

ITDMs	27,775
BDMs	29,577
HRDMs	875
FDMs	5,573
Marketing DMs	974

## Job Role/ Level/ Title

C-Level Executives	4,222
High-Level Executives (Director+)	6,998
Mid-Level (Managers +)	12,433
Small Business Owners	14,494

## Company Size

Small (1-99)	26,224
Medium (100-999)	9,702
Larger (1,000+)	6,177

## Top Professionals

Teachers	1,968
Accountants	2,167
Engineers	3,777
HVAC Pros	285
Drivers	941
Architects	1,001
Auto Mechanics/Repairers	1,054
Hair Dresser/Beauticians/Salon Workers	451
Pharmacist	378
Computer Engineers	1,690
Dentists	186
Electricians	325
Entrepreneurs	543
Farmers	265
Graphic Designers	411
Hoteliers	298
Lawyers	663
Nurses	596
Photographers	172

## Company Revenue (MXN)

Less than 100K	3,088
100-500K	1,014
500K-1M	1,398
1-5M	1,140
5-10M	477
10-50M	775
50-100M	418
100-250M	272
250-500M	245
500M-1B	219
1-3B	252
3-5B	106
More than 5B	451

## Industry

Accounting, auditing, payroll, tax	1,822
Aerospace	245
Agriculture/ Forestry/ Fishing	1,299
Airlines	272
Automotive	1,842
Banking/ Financial services	1,889
Biotechnology/ Life Sciences	384
Business Services/ Consulting	1,803
Chemicals & Plastics	702
Construction	1,895
Distribution & Delivery	166
Education, Training, Library	2,366
Electronics	1,140
Engineering	1,816
Entertainment, Movies & Media	981
Food, Beverages & Tobacco	2,326
Healthcare	1,942
Hospitality/ Hotels/ Restaurants	1,147
Industrial & Architecture Design/ Interior Design	888
Information Technology	1,478
Insurance	311
Internet/ E-Commerce	431
Law enforcement or security	212
Legal Services	537
Manufacturing/ Production	1,465
Marketing/ Advertising	961
Mining & Quarrying	139
Pharmaceuticals	451
Real Estate	258
Retail	1,160
Telecommunications	543
Transportation, Logistics	921
Travel and Tourism	338
Utilities, Energy, Water	133
Wholesale/ Trade	915



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# BRAZIL: 169,685

## Sector

Private (for-profit) Organization	95,680
Public Organization	23,602
Non-profit Organization	11,248

## Decision Makers

ITDMs	21,912
BDMs	29,387
HRDMs	709
FDMs	6,466
Marketing DMs	756

## Job Role/ Level/ Title

C-Level Executives	11,558
High-Level Executives (Director+)	26,735
Mid-Level (Managers +)	42,327
Small Business Owners	46,948

## Company Size

Small (1-99)	69,109
Medium (100-999)	25,753
Larger (1,000+)	24,126

## Company Revenue

Less than 100K	17,454
100-500K	2,389
500K-1M	2,923
1-5M	3,112
5-10M	1,100
10-50M	1,902
50-100M	1,171

## Top Professionals

Teachers	7709
Accountants	6153
Engineers	8629
HVAC Pros	1014
Drivers	2971
Architects	2106
Auto Mechanics/Repairers	2381
Hair Dresser/Beauticians/Salon Workers	3466
Pharmacist	1375
Computer Engineers	5603
Dentists	534
Electricians	1957
Entrepreneurs	3796
Event Managers	511
Farmers	1438
Financial/Investment Managers	841
Graphic Designers	1894
Hoteliers	684
Insurance Brokers	236
Interior Designers	330
Lawyers	1855
Nurses	2287
Painters	1140
Photographers	754
Plumber	322
Travel Agents	362

100-250M	637
250-500M	927
500M-1B	1,839
1-3B	1,501
3-5B	676
More than 5B	1,077

## Industry

Accounting, auditing, payroll, tax	5,658
Aerospace	912
Agriculture/ Forestry/ Fishing	5,745
Airlines	1,014
Automotive	10,523
Banking/ Financial services	8,550
Biotechnology/ Life Sciences	1,682
Business Services/ Consulting	2,208
Chemicals & Plastics	2,122
Construction	3,969
Distribution & Delivery	660
Education, Training, Library	8,087
Electronics	3,646
Engineering	6,444
Entertainment, Movies & Media	3,277
Food, Beverages & Tobacco	9,053
Healthcare	4,802
Hospitality/ Hotels/ Restaurants	2,578
Industrial & Architecture Design/ Interior Design	1,957
Information Technology	8,535
Insurance	1,085
Internet/ E-Commerce	4,527
Law enforcement or security	385
Legal Services	3,254
Manufacturing/ Production	8,629
Marketing/ Advertising	4,849
Mining & Quarrying	417
Pharmaceuticals	809
Real Estate	1,344
Retail	189
Telecommunications	1,800
Transportation, Logistics	2,994
Travel and Tourism	927
Utilities, Energy, Water	699
Wholesale/ Trade	6,727

# ARGENTINA: 9,320



## Sector

Private (for-profit) Organization	4,254
Public Organization	1,665
Non-profit Organization	1,225

## Job Role/ Level/ Title

C-Level Executives	529
High-Level Executives (Director+)	679
Mid-Level (Managers +)	1,247
Small Business Owners	1,631

## Decision Makers

ITDMs	4,109
BDMs	4,710
HRDMs	228
FDMs	1,130
Marketing DMs	150

## Company Size

Small (1-99)	4,877
Medium (100-999)	930
Larger (1,000+)	740



A woman with long dark hair, wearing a white lab coat and an ID badge, is standing in a warehouse or pharmacy. She is holding a clipboard in her left hand and pointing with her right index finger at a shelf filled with various products. The background shows more shelves and bright overhead lights.

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global markets  
with ease

# SOUTH AFRICA: 25,025

## Sector

Private (for-profit) Organization	13,381
Public Organization	6,681
Non-profit Organization	2,761

## Decision Makers

ITDMs	11,549
BDMs	15,004
HRDMs	351
FDMs	3,573
Marketing DMs	487

## Job Role/ Level/ Title

C-Level Executives	1,757
High-Level Executives (Director+)	2,689
Mid-Level (Managers +)	6,228
Small Business Owners	7,368

## Company Size

Small (1-99)	12,397
Medium (100-999)	4,162
Larger (1,000+)	3,656

## Company Revenue

Less than 100K	3,402
100-500K	461
500K-1M	524
1-5M	635
5-10M	204
10-50M	294
50-100M	165

## Top Professionals

Teachers	2,007
Accountants	1511
Engineers	1,855
Drivers	403
Architects	121
Auto Mechanics/Repairers	179
Hair Dresser/Beauticians/Salon Workers	843
Pharmacist	226
Computer Engineers	844
Dentists	100
Electricians	307
Entrepreneurs	696
Farmers	158
Financial/Investment Managers	301
Graphic Designers	165
Hoteliers	254
Lawyers	386
Nurses	466

## Industry

Accounting, auditing, payroll, tax	1,099
Agriculture/ Forestry/ Fishing	771
Airlines	197
Automotive	546
Banking/ Financial services	1,772
Biotechnology/ Life Sciences	161
Business Services/ Consulting	742
Chemicals & Plastics	182
Construction	813
Distribution & Delivery	119
Education, Training, Library	2,610
Electronics	178
Engineering	1,053
Entertainment, Movies & Media	820
Food, Beverages & Tobacco	942
Healthcare	1,731
Hospitality/ Hotels/ Restaurants	764
Industrial & Architecture Design/ Interior Design	293
Information Technology	883
Insurance	466
Internet/ E-Commerce	120
Law enforcement or security	219
Legal Services	486
Manufacturing/ Production	627
Marketing/ Advertising	611
Mining & Quarrying	261
Pharmaceuticals	139
Real Estate	148
Retail	1,837
Telecommunications	325
Transportation, Logistics	464
Travel and Tourism	194
Wholesale/ Trade	191
Utilities, Energy, Water	699
Wholesale/ Trade	6,727

# NIGERIA: 5,726



## Sector

Private (for-profit) Organization	2,878
Public Organization	793
Non-profit Organization	206

## Job Role/ Level/ Title

C-Level Executives	382
High-Level Executives (Director+)	558
Mid-Level (Managers +)	1,057
Small Business Owners	1,409

## Decision Makers

ITDMs	2,878
BDMs	3,025
HRDMs	323
FDMs	734
IT-PDMs	1,380
nonIT-PDMs	1,204
Marketing DMs	235

## Company Size

Small (1-99)	2,467
Medium (100-999)	587
Larger (1,000+)	617





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# UNITED KINGDOM: 69,421

## Sector

Private (for-profit) Organization	33,456
Public Organization	13,557
Non-profit Organization	5,810

## Decision Makers

ITDMs	21,912
BDMs	29,387
HRDMs	709
FDMs	6,466
Marketing DMs	756

## Job Role/ Level/ Title

C-Level Executives	3,053
High-Level Executives (Director+)	9,300
Mid-Level (Managers +)	2,282
Small Business Owners	22,077

## Company Size

Small (1-99)	22,839
Medium (100-999)	11,219
Larger (1,000+)	15,010

## Company Revenue

Less than 100K	3,307
100-500K	974
500K-1M	744
1-5M	1,382
5-10M	655
10-50M	898
50-100M	620

## Top Professionals

Teachers	2946
Accountants	2675
Engineers	3537
HVAC Pros	207
Drivers	1281
Architects	325
Auto Mechanics/Repairers	295
Hair Dresser/Beauticians/Salon Workers	673
Pharmacist	466
Computer Engineers	2238
Electricians	159
Entrepreneurs	461
Event Managers	260
Farmers	142
Financial/Investment Managers	478
Graphic Designers	431
Hoteliers	838
Insurance Brokers	236
Interior Designers	112
Lawyers	443
Nurses	1326
Painters	230
Photographers	130
Plumber	165
Travel Agents	242

100-250M	466
250-500M	443
500M-1B	567
1-3B	502
3-5B	307
More than 5B	703

## Industry

Accounting, auditing, payroll, tax	1718
Aerospace	384
Agriculture/ Forestry/ Fishing	951
Airlines	567
Automotive	1299
Banking/ Financial services	2846
Biotechnology/ Life Sciences	579
Business Services/ Consulting	1146
Chemicals & Plastics	325
Construction	2799
Distribution & Delivery	396
Education, Training, Library	5403
Electronics	466
Engineering	1523
Entertainment, Movies & Media	1653
Food, Beverages & Tobacco	2385
Healthcare	7186
Hospitality/ Hotels/ Restaurants	2380
Industrial & Architecture Design/ Interior Design	502
Information Technology	1807
Insurance	638
Internet/ E-Commerce	620
Law enforcement or security	342
Legal Services	838
Manufacturing/ Production	1813
Marketing/ Advertising	632
Pharmaceuticals	348
Real Estate	484
Retail	4287
Telecommunications	514
Transportation, Logistics	1246
Travel and Tourism	431
Utilities, Energy, Water	372
Wholesale/ Trade	520

# FRANCE: 45,076

## Sector

Private (for-profit) Organization	18,286
Public Organization	11,495
Non-profit Organization	3,760

## Decision Makers

ITDMs	16,160
BDMs	21,377
HRDMs	650
FDMs	5,295
Marketing DMs	472

## Job Role/ Level/ Title

C-Level Executives	2,697
High-Level Executives (Director+)	5,531
Mid-Level (Managers +)	9,684
Small Business Owners	11,003

## Company Size

Small (1-99)	17,617
Medium (100-999)	9,114
Larger (1,000+)	8,385

## Company Revenue

Less than 100K	2,638
100-500K	709
500K-1M	630
1-5M	1,024
5-10M	354
10-50M	610
50-100M	394

## Top Professionals

Teachers	1,890
Accountants	3,228
Engineers	2,244
HVAC Pros	256
Drivers	787
Architects	335
Hair Dresser/Beauticians/Salon Workers	295
Pharmacist	217
Computer Engineers	1,181
Electricians	315
Entrepreneurs	748
Event Managers	236
Farmers	157
Financial/Investment Managers	276
Hoteliers	571
Nurses	728
Photographers	177
Travel Agents	138
VAR's	197

## Industry

Accounting, auditing, payroll, tax	1,535
Aerospace	630
Agriculture/ Forestry/ Fishing	1,142
Airlines	433
Automotive	1,476
Banking/ Financial services	2,244
Biotechnology/ Life Sciences	374
Business Services/ Consulting	866
Chemicals & Plastics	354
Construction	1,181
Distribution & Delivery	197
Education, Training, Library	2,972
Electronics	571
Engineering	1,043
Entertainment, Movies & Media	728
Food, Beverages & Tobacco	1,398
Healthcare	3,386
Hospitality/ Hotels/ Restaurants	807
Industrial & Architecture Design/ Interior Design	295
Information Technology	1,358
Insurance	531
Internet/ E-Commerce	591
Manufacturing/ Production	1,378
Marketing/ Advertising	492
Mining & Quarrying	118
Pharmaceuticals	256
Real Estate	453
Retail	1,594
Telecommunications	335
Transportation, Logistics	1,516
Travel and Tourism	315
Utilities, Energy, Water	138
Wholesale/ Trade	472



# GERMANY: 36,413

## Sector

Private (for-profit) Organization	16,138
Public Organization	8,733
Non-profit Organization	1,890

## Decision Makers

ITDMs	16,649
BDMs	20,632
HRDMs	204
FDMs	4,341
Marketing DMs	715

## Job Role/ Level/ Title

C-Level Executives	3,677
High-Level Executives (Director+)	8,222
Mid-Level (Managers +)	11,133
Small Business Owners	12,921

## Company Size

Small (1-99)	13,227
Medium (100-999)	9,703
Larger (1,000+)	8,018

## Company Revenue

Less than 100K	1,736
100-500K	1,021
500K-1M	766
1-5M	817
5-10M	715
10-50M	664
50-100M	970

## Top Professionals

Teachers	1,226
Accountants	1,481
Engineers	3,881
HVAC Pros	140
Drivers	715
Architects	817
Auto Mechanics/Repairers	357
Hair Dresser/Beauticians/Salon Workers	179
Pharmacist	204
Computer Engineers	1941
Entrepreneurs	613
Event Managers	128
Financial/Investment Managers	230
Hoteliers	409
Nurses	562
Painters	102
Photographers	153

100-250M	255
250-500M	153
500M-1B	562
1-3B	919
3-5B	204
More than 5B	511

## Industry

Accounting, auditing, payroll, tax	1021
Aerospace	511
Agriculture/ Forestry/ Fishing	664
Airlines	403
Automotive	2,400
Banking/ Financial services	2,809
Biotechnology/ Life Sciences	868
Business Services/ Consulting	1,839
Chemicals & Plastics	562
Construction	1,328
Distribution & Delivery	102
Education, Training, Library	919
Electronics	766
Engineering	1,072
Entertainment, Movies & Media	715
Food, Beverages & Tobacco	460
Healthcare	1,736
Hospitality/ Hotels/ Restaurants	1,124
Industrial & Architecture Design/ Interior Design	306
Information Technology	2,451
Insurance	536
Internet/ E-Commerce	357
Law enforcement or security	128
Legal Services	255
Manufacturing/ Production	1,379
Marketing/ Advertising	383
Mining & Quarrying	179
Pharmaceuticals	204
Retail	1,277
Telecommunications	409
Transportation, Logistics	1,583
Travel and Tourism	153
Utilities, Energy, Water	189
Wholesale/ Trade	613

# ITALY: 49,666

## Sector

Private (for-profit) Organization	24,866
Public Organization	11,564
Non-profit Organization	2,971

## Decision Makers

ITDMs	24,959
BDMs	29,375
HRDMs	411
FDMs	8,978
Marketing DMs	1,472

## Job Role/ Level/ Title

C-Level Executives	5,000
High-Level Executives (Director+)	6,790
Mid-Level (Managers +)	11,684
Small Business Owners	14,761

## Company Size

Small (1-99)	24,800
Medium (100-999)	9,443
Larger (1,000+)	7,745

## Company Revenue

Less than 100K	5,278
100-500K	1,618
500K-1M	1,737
1-5M	1,950
5-10M	703
10-50M	1207
50-100M	769

## Top Professionals

Teachers	1,366
Accountants	3,329
Engineers	2,533
HVAC Pros	212
Drivers	1,247
Architects	889
Auto Mechanics/Repairers	544
Hair Dresser/Beauticians/Salon Workers	345
Chartered Accountant	133
Pharmacist	252
Computer Engineers	1,233
Electricians	451
Entrepreneurs	1,194
Event Managers	106
Farmers	172
Financial/Investment Managers	199
Graphic Designers	424
Hoteliers	729
Lawyers	332
Nurses	464
Photographers	186

## Industry

Accounting, auditing, payroll, tax	1,857
Aerospace	504
Agriculture/ Forestry/ Fishing	1,578
Airlines	676
Automotive	1,790
Banking/ Financial services	2,533
Biotechnology/ Life Sciences	530
Business Services/ Consulting	1,989
Chemicals & Plastics	517
Construction	902
Distribution & Delivery	186
Education, Training, Library	2,215
Electronics	1,684
Engineering	1,591
Entertainment, Movies & Media	1,247
Food, Beverages & Tobacco	2,785
Healthcare	2,135
Hospitality/ Hotels/ Restaurants	1,393
Industrial & Architecture Design/ Interior Design	623
Information Technology	1,538
Insurance	438
Internet/ E-Commerce	968
Law enforcement or security	225
Legal Services	491
Manufacturing/ Production	2,758
Marketing/ Advertising	862
Pharmaceuticals	199
Real Estate	358
Retail	464
Telecommunications	597
Transportation, Logistics	1,419
Travel and Tourism	637
Utilities, Energy, Water	305
Wholesale/ Trade	703

# SPAIN: 54,051

## Sector

Private (for-profit) Organization	25,773
Public Organization	10,642
Non-profit Organization	4,422

## Decision Makers

ITDMs	29,438
BDMs	32,935
HRDMs	773
FDMs	10,810
Marketing DMs	1,143

## Job Role/ Level/ Title

C-Level Executives	4,522
High-Level Executives (Director+)	9,801
Mid-Level (Managers +)	14,643
Small Business Owners	16,442

## Company Size

Small (1-99)	25,386
Medium (100-999)	11,987
Larger (1,000+)	8,709

## Company Revenue

Less than 100K	3,766
100-500K	1,328
500K-1M	1,194
1-5M	1,698
5-10M	572
10-50M	1,160
50-100M	656

## Top Professionals

Teachers	1,765
Accountants	1,446
Engineers	3,631
HVAC Pros	252
Drivers	891
Architects	874
Auto Mechanics/Repairers	958
Hair Dresser/Beauticians/Salon Workers	319
Pharmacist	269
Computer Engineers	1,950
Dentists	235
Electricians	588
Entrepreneurs	672
Event Managers	219
Farmers	202
Financial/Investment Managers	168
Graphic Designers	488
Hoteliers	572
Lawyers	387
Nurses	504
Painters	151
Photographers	185
Plumber	134

## Industry

Accounting, auditing, payroll, tax	2,404
Aerospace	235
Agriculture/ Forestry/ Fishing	1,530
Airlines	370
Automotive	2,572
Banking/ Financial services	2,286
Biotechnology/ Life Sciences	841
Business Services/ Consulting	1,362
Chemicals & Plastics	689
Construction	2,186
Distribution & Delivery	252
Education, Training, Library	3,077
Electronics	1,093
Engineering	2,455
Entertainment, Movies & Media	1,160
Food, Beverages & Tobacco	2,236
Healthcare	2,471
Hospitality/ Hotels/ Restaurants	2,555
Industrial & Architecture Design/ Interior Design	790
Information Technology	1,631
Insurance	538
Internet/ E-Commerce	521
Law enforcement or security	420
Legal Services	387
Manufacturing/ Production	1,026
Marketing/ Advertising	555
Pharmaceuticals	471
Real Estate	437
Retail	1,446
Telecommunications	706
Transportation, Logistics	1,681
Travel and Tourism	454
Utilities, Energy, Water	488
Wholesale/ Trade	941



# NETHERLANDS: 9,927



### Sector

Private (for-profit) Organization	4,011
Public Organization	2,908
Non-profit Organization	1,103

### Job Role/ Level/ Title

C-Level Executives	1,103
High-Level Executives (Director+)	1,003
Mid-Level (Managers +)	2,306
Small Business Owners	4,211

### Decision Makers

ITDMs	5,515
BDMs	7,320
HRDMs	602
FDMs	501
Marketing DMs	354

### Company Size

Small (1-99)	4,211
Medium (100-999)	3,309
Larger (1,000+)	902

# PORTUGAL: 16,628

## Sector

Private (for-profit) Organization	7,145
Public Organization	2,814
Non-profit Organization	1,919

## Decision Makers

ITDMs	9,081
BDMs	9,849
HRDMs	256
FDMs	2,942
Marketing DMs	512

## Job Role/ Level/ Title

C-Level Executives	1,791
High-Level Executives (Director+)	1,919
Mid-Level (Managers +)	3,837
Small Business Owners	4,221

## Company Size

Small (1-99)	7,081
Medium (100-999)	3,126
Larger (1,000+)	1,263

## Company Revenue

Less than 100K	1,407
100-500K	1,023
500K-1M	895
1-5M	1,151
5-10M	767
10-50M	384
50-100M	256

## Top Professionals

Teachers	1,279
Accountants	767
Engineers	679
HVAC Pros	384
Architects	128
Auto Mechanics/Repairers	256
Hair Dresser/Beauticians/Salon Workers	281
Computer Engineers	1,156
Electricians	384
Entrepreneurs	512
Financial/Investment Managers	422
Hoteliers	171
Nurses	311

## Industry

Accounting, auditing, payroll, tax	640
Agriculture/ Forestry/ Fishing	153
Airlines	640
Automotive	751
Banking/ Financial services	685
Business Services/ Consulting	844
Construction	611
Distribution & Delivery	286
Education, Training, Library	467
Electronics	307
Engineering	767
Food, Beverages & Tobacco	523
Healthcare	750
Hospitality/ Hotels/ Restaurants	895
Industrial & Architecture Design/ Interior Design	128
Information Technology	807
Internet/ E-Commerce	460
Legal Services	294
Manufacturing/ Production	435
Marketing/ Advertising	512
Telecommunications	384

# SWITZERLAND: 9,299



## Sector

Private (for-profit) Organization	4,959
Public Organization	1,860
Non-profit Organization	620

## Job Role/ Level/ Title

C-Level Executives	310
High-Level Executives (Director+)	1,240
Mid-Level (Managers +)	1,860
Small Business Owners	3,100

## Decision Makers

ITDMs	4,340
BDMs	5,579
HRDMs	496
FDMs	558
Marketing DMs	310

## Company Size

Small (1-99)	3,720
Medium (100-999)	1,860
Larger (1,000+)	1,240



# POLAND: 7,334



## Sector

Private (for-profit) Organization	4,137
Public Organization	1,316
Non-profit Organization	470

## Job Role/ Level/ Title

C-Level Executives	376
High-Level Executives (Director+)	940
Mid-Level (Managers +)	1,881
Small Business Owners	2,069

## Decision Makers

ITDMs	2,274
BDMs	2,640
HRDMs	376
FDMs	470
Marketing DMs	329

## Company Size

Small (1-99)	2,633
Medium (100-999)	1,881
Larger (1,000+)	1,504



The true power lies in people's opinion

# INDIA: 289,317

## Sector

Private (for-profit) Organization	108,867
Public Organization	98,379
Non-profit Organization	16,816

## Decision Makers

ITDMs	154,936
BDMs	164,768
HRDMs	3,653
FDMs	57,715
Marketing DMs	7,102

## Job Role/ Level/ Title

C-Level Executives	29,612
High-Level Executives (Director+)	52,631
Mid-Level (Managers +)	86,991
Small Business Owners	108,648

## Company Size

Small (1-99)	130,243
Medium (100-999)	44,841
Larger (1,000+)	46,804

## Company Revenue

Less than 100K	72,560
100-500K	25,608
500K-1M	13,156
1-5M	12,608
5-10M	6,719
10-50M	11,380
50-100M	6,281

## Top Professionals

Teachers	27,555
Accountants	22,346
Engineers	38,145
HVAC Pros	610
Drivers	2,863
Architects	1,572
Auto Mechanics/Repairers	1,760
Hair Dresser/Beauticians/Salon Workers	501
Chartered Accountant	939
Pharmacist	2,534
Computer Engineers	16,613
Dentists	555
Electricians	3,105
Entrepreneurs	2,393
Event Managers	665
Farmers	4,067
Financial/Investment Managers	2,182
Graphic Designers	1,345
Hoteliers	1,353
Insurance Brokers	579
Interior Designers	321
Lawyers	845
Nurses	884
Painters	235
Photographers	954
Plumber	329
Travel Agents	516
VAR's	172

100-250M	5,921
250-500M	4,490
500M-1B	5,342
1-3B	3,481
3-5B	2,933
More than 5B	11,560

## Industry

Accounting, auditing, payroll, tax	11,670
Aerospace	3,230
Agriculture/ Forestry/ Fishing	11,599
Airlines	5,671
Automotive	14,126
Banking/ Financial services	37,410
Biotechnology/ Life Sciences	5,311
Business Services/ Consulting	8,510
Chemicals & Plastics	2,542
Construction	6,023
Distribution & Delivery	712
Education, Training, Library	14,814
Electronics	6,328
Engineering	12,022
Entertainment, Movies & Media	2,949
Food, Beverages & Tobacco	3,457
Healthcare	5,694
Hospitality/ Hotels/ Restaurants	2,698
Industrial & Architecture Design/ Interior Design	1,212
Information Technology	17,215
Insurance	1,994
Internet/ E-Commerce	2,550
Law enforcement or security	242
Legal Services	1,337
Manufacturing/ Production	6,789
Marketing/ Advertising	3,864
Mining & Quarrying	993
Pharmaceuticals	1,760
Real Estate	1,072
Retail	4,568
Telecommunications	2,386
Transportation, Logistics	1,314
Travel and Tourism	1,369
Utilities, Energy, Water	767
Wholesale/ Trade	1,463



# AUSTRALIA: 21,883

## Sector

Private (for-profit) Organization	10,969
Public Organization	3,124
Non-profit Organization	1,360

## Decision Makers

ITDMs	8,489
BDMs	10,032
HRDMs	292
FDMs	2,554
Marketing DMs	220

## Job Role/ Level/ Title

C-Level Executives	1,047
High-Level Executives (Director+)	3,583
Mid-Level (Managers +)	6,357
Small Business Owners	6,725

## Company Size

Small (1-99)	7,919
Medium (100-999)	3,822
Larger (1,000+)	3,803

## Company Revenue

Less than 100K	1,139
100-500K	423
500K-1M	514
1-5M	533
5-10M	239
10-50M	331
50-100M	220

## Top Professionals

Teachers	551
Drivers	127
Architects	147
Auto Mechanics/Repairers	141
Hair Dresser/Beauticians/Salon Workers	129
Electricians	162
Graphic Designers	182
Hoteliers	349
Insurance Brokers	165

## Industry

Accounting, auditing, payroll, tax	698
Agriculture/ Forestry/ Fishing	294
Airlines	129
Automotive	349
Banking/ Financial services	900
Business Services/ Consulting	331
Construction	1,047
Education, Training, Library	1,360
Electronics	145
Engineering	643
Entertainment, Movies & Media	423
Food, Beverages & Tobacco	772
Healthcare	1,672
Hospitality/ Hotels/ Restaurants	1,396
Information Technology	790
Insurance	220
Internet/ E-Commerce	110
Legal Services	165
Manufacturing/ Production	661
Pharmaceuticals	140
Real Estate	184
Retail	1,452
Telecommunications	187
Transportation, Logistics	478
Utilities, Energy, Water	147
Wholesale/ Trade	257

# SINGAPORE: 35,143

## Sector

Private (for-profit) Organization	16,078
Public Organization	8,609
Non-profit Organization	2,359

## Decision Makers

ITDMs	16,667
BDMs	19,537
HRDMs	550
FDMs	4,874
Marketing DMs	354

## Job Role/ Level/ Title

C-Level Executives	2,634
High-Level Executives (Director+)	6,132
Mid-Level (Managers +)	11,793
Small Business Owners	13,208

## Company Size

Small (1-99)	14,073
Medium (100-999)	7,823
Larger (1,000+)	6,565

## Company Revenue

Less than 100K	1808
100-500K	1101
500K-1M	708
1-5M	1376
5-10M	1061
10-50M	629
50-100M	472

## Top Professionals

Teachers	865
Accountants	1,337
Engineers	1,808
HVAC Pros	197
Drivers	668
Architects	511
Auto Mechanics/Repairers	314
Computer Engineers	983
Electricians	275
Entrepreneurs	259
Farmers	185
Financial/Investment Managers	228
Hoteliers	236
Insurance Brokers	157

## Industry

Accounting, auditing, payroll, tax	1,219
Airlines	354
Automotive	1,297
Banking/ Financial services	4,128
Biotechnology/ Life Sciences	550
Business Services/ Consulting	747
Construction	1,179
Distribution & Delivery	138
Education, Training, Library	2,398
Electronics	629
Engineering	1,808
Entertainment, Movies & Media	307
Food, Beverages & Tobacco	865
Healthcare	786
Hospitality/ Hotels/ Restaurants	216
Information Technology	1,690
Insurance	590
Internet/ E-Commerce	385
Manufacturing/ Production	2,241
Marketing/ Advertising	314
Pharmaceuticals	224
Real Estate	625
Retail	668
Telecommunications	197
Transportation, Logistics	943
Travel and Tourism	118
Utilities, Energy, Water	157
Wholesale/ Trade	472

# MALAYSIA: 14,683

## Sector

Private (for-profit) Organization	4,714
Public Organization	3,442
Non-profit Organization	876

## Decision Makers

ITDMs	5,864
BDMs	6,226
HRDMs	198
FDMs	1,868
IT-PDMs	1,656
nonIT-PDMs	1,498
Marketing DMs	144

## Job Role/ Level/ Title

C-Level Executives	1,061
High-Level Executives (Director+)	1,533
Mid-Level (Managers +)	3,236
Small Business Owners	3,647

## Company Size

Small (1-99)	5,624
Medium (100-999)	2,224
Larger (1,000+)	1,286

## Company Revenue

Less than 100K	1,505
100-500K	205
500K-1M	192
1-5M	274
5-10M	68
10-50M	164
50-100M	96

## Top Professionals

Teachers	486
Accountants	445
Engineers	985
Auto Mechanics/Repairers	123
Computer Engineers	287
Entrepreneurs	109
Farmers	151
Hoteliers	103
Nurses	137

## Industry

Accounting, auditing, payroll, tax	342
Agriculture/ Forestry/ Fishing	267
Airlines	109
Automotive	397
Banking/ Financial services	664
Business Services/ Consulting	322
Construction	534
Education, Training, Library	452
Electronics	164
Engineering	506
Entertainment, Movies & Media	137
Food, Beverages & Tobacco	424
Healthcare	328
Hospitality/ Hotels/ Restaurants	246
Industrial & Architecture Design/ Interior Design	144
Information Technology	383
Manufacturing/ Production	588
Marketing/ Advertising	171
Pharmaceuticals	130
Retail	349
Transportation, Logistics	192



# HONG KONG: 8,015



## Sector

Private (for-profit) Organization	4,558
Public Organization	629
Non-profit Organization	471

## Job Role/ Level/ Title

C-Level Executives	314
High-Level Executives (Director+)	1,572
Mid-Level (Managers +)	2,043
Small Business Owners	1,100

## Decision Makers

ITDMs	2,357
BDMs	2,672
HRDMs	314
FDMs	471
Marketing DMs	236

## Company Size

Small (1-99)	2,829
Medium (100-999)	1,729
Larger (1,000+)	471

# THAILAND: 9,168



## Sector

Private (for-profit) Organization	6,073
Public Organization	876
Non-profit Organization	409

## Job Role/ Level/ Title

C-Level Executives	292
High-Level Executives (Director+)	1,460
Mid-Level (Managers +)	2,511
Small Business Owners	2,861

## Decision Makers

ITDMs	3,971
BDMs	4,964
HRDMs	350
FDMs	584
Marketing DMs	234

## Company Size

Small (1-99)	3,737
Medium (100-999)	2,453
Larger (1,000+)	701

# INDONESIA: 14,547

## Sector

Private (for-profit) Organization	8,085
Public Organization	1,601
Non-profit Organization	1,117

## Decision Makers

ITDMs	154,936
BDMs	164,768
HRDMs	3,653
FDMs	57,715
Marketing DMs	7,102

## Job Role/ Level/ Title

ITDMs	7,026
BDMs	8,655
HRDMs	156
FDMs	1,431
Marketing DMs	187

## Company Size

Small (1-99)	8,281
Medium (100-999)	2,493
Larger (1,000+)	1,588

## Top Professionals

Teachers	587
Accountants	657
Engineers	939
HVAC Pros	116
Drivers	370
Architects	231
Auto Mechanics/Repairers	668
Chartered Accountant	139
Computer Engineers	215
Entrepreneurs	801
Farmers	381
VAR's	167

## Company Revenue

Less than 100K	1,661
100-500K	233
500K-1M	240
1-5M	260
5-10M	109
10-50M	143
500M-1B	118

## Industry

Accounting, auditing, payroll, tax	411
Agriculture/ Forestry/ Fishing	104
Automotive	836
Banking/ Financial services	682
Biotechnology/ Life Sciences	139
Business Services/ Consulting	351
Chemicals & Plastics	185
Construction	662
Distribution & Delivery	178
Education, Training, Library	599
Electronics	271
Engineering	353
Entertainment, Movies & Media	420
Food, Beverages & Tobacco	639
Healthcare	301
Hospitality/ Hotels/ Restaurants	226
Industrial & Architecture Design/ Interior Design	292
Information Technology	362
Internet/ E-Commerce	241
Manufacturing/ Production	519
Marketing/ Advertising	148
Mining & Quarrying	166
Retail	372
Transportation, Logistics	287
Wholesale/ Trade	375

# JAPAN: 8,640



## Sector

Private (for-profit) Organization	4,320
Public Organization	1,037
Non-profit Organization	605

## Job Role/ Level/ Title

C-Level Executives	346
High-Level Executives (Director+)	1,728
Mid-Level (Managers +)	1,901
Small Business Owners	1,555

## Decision Makers

ITDMs	2,851
BDMs	3,456
HRDMs	432
FDMs	691
Marketing DMs	346

## Company Size

Small (1-99)	3,456
Medium (100-999)	1,037
Larger (1,000+)	1,296



# TAIWAN: 6,378



### Sector

Private (for-profit) Organization	3,752
Public Organization	1,126
Non-profit Organization	375

### Job Role/ Level/ Title

C-Level Executives	1,126
High-Level Executives (Director+)	750
Mid-Level (Managers +)	1,501
Small Business Owners	1,876

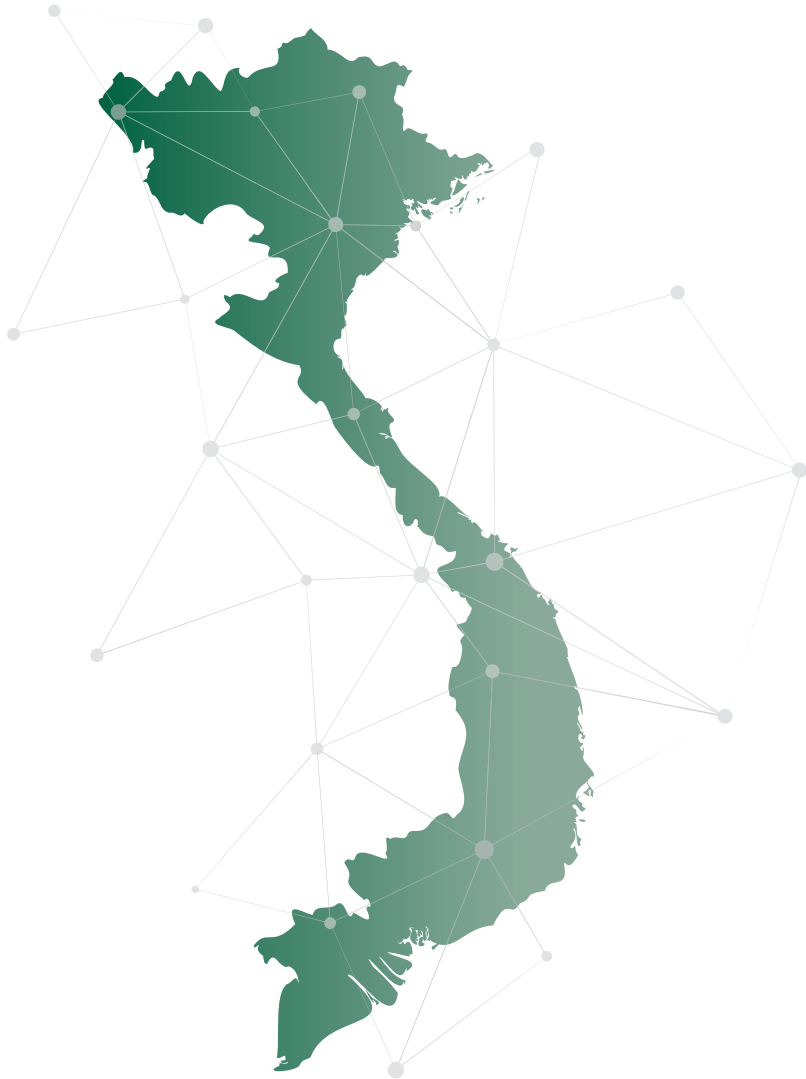
### Decision Makers

ITDMs	2,626
BDMs	3,377
HRDMs	188
FDMs	375
Marketing DMs	150

### Company Size

Small (1-99)	3,001
Medium (100-999)	1,426
Larger (1,000+)	825

# VIETNAM: 9,734



## Sector

Private (for-profit) Organization	6,317
Public Organization	1,691
Non-profit Organization	449

## Job Role/ Level/ Title

C-Level Executives	518
High-Level Executives (Director+)	966
Mid-Level (Managers +)	2,658
Small Business Owners	3,107

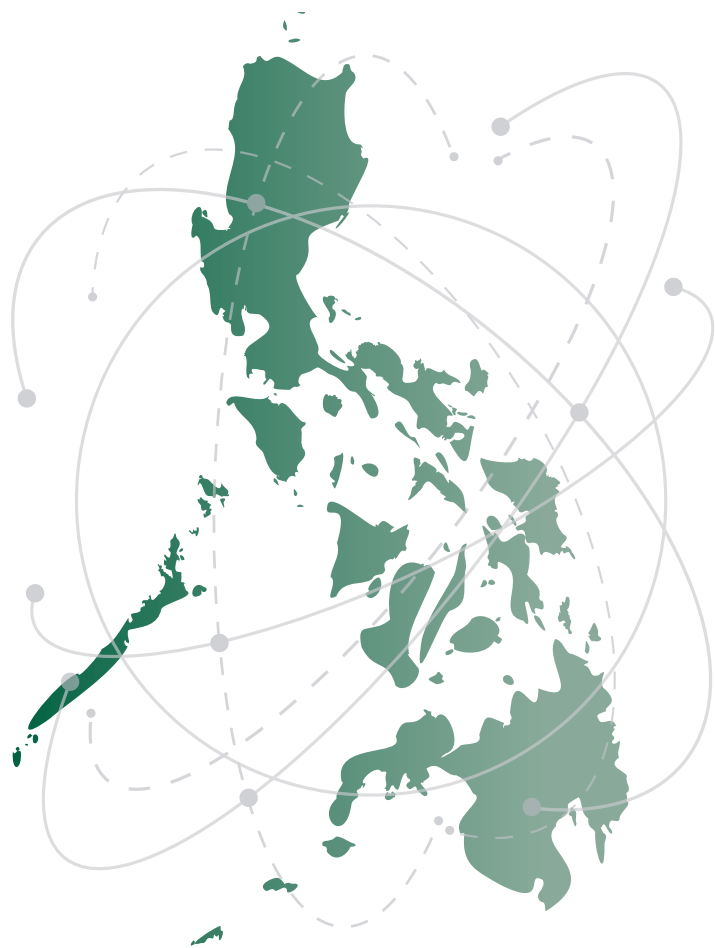
## Decision Makers

ITDMs	5,178
BDMs	5,730
HRDMs	621
FDMs	725
Marketing DMs	518

## Company Size

Small (1-99)	3,245
Medium (100-999)	3,003
Larger (1,000+)	1,829

# PHILIPPINES: 6,688



## Sector

Private (for-profit) Organization	2,907
Public Organization	1,482
Non-profit Organization	401

## Job Role/ Level/ Title

C-Level Executives	303
High-Level Executives (Director+)	458
Mid-Level (Managers +)	1,028
Small Business Owners	1,456

## Decision Makers

ITDMs	3,329
BDMs	3,797
HRDMs	554
FDMs	257
Marketing DMs	425

## Company Size

Small (1-99)	3,711
Medium (100-999)	1,173
Larger (1,000+)	787

# SOUTH KOREA: 2,767



## Sector

Private (for-profit) Organization	1,384
Public Organization	415
Non-profit Organization	208

## Job Role/ Level/ Title

C-Level Executives	138
High-Level Executives (Director+)	484
Mid-Level (Managers +)	692
Small Business Owners	761

## Decision Makers

ITDMs	692
BDMs	830
HRDMs	104
FDMs	118
Marketing DMs	69

## Company Size

Small (1-99)	1,384
Medium (100-999)	346
Larger (1,000+)	277



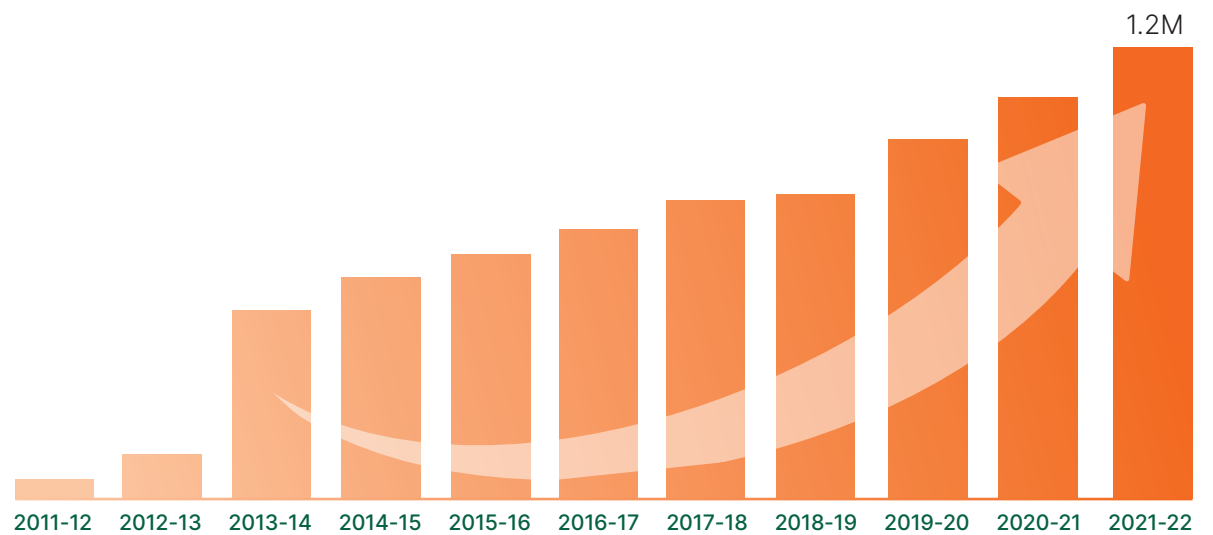
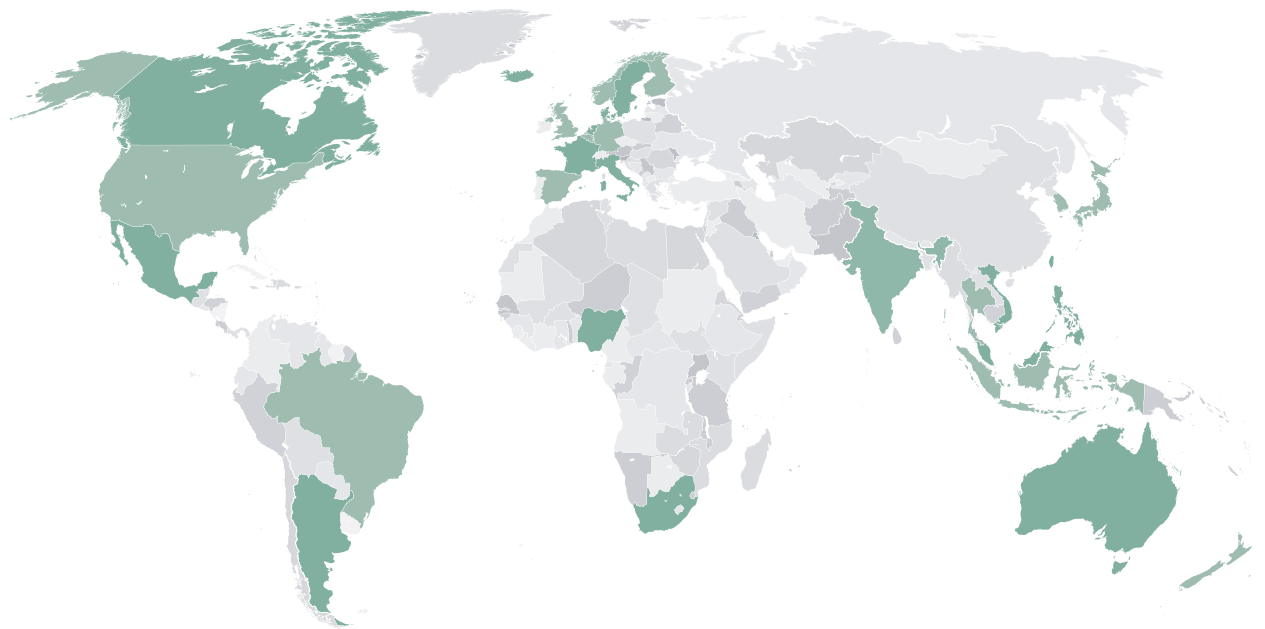
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*Thank you!*

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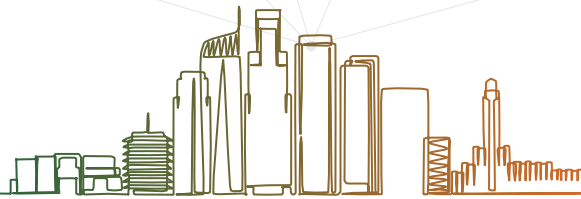
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