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## We are IRB



We hold and maintain a panel of 2.4 million+ respondents in 28 countries. Our global as well as Indian panellists are profiled across microscopic profile points enabling clients to tap into research relevant panellists to get correct insights. With extensive reach of specific target groups and representative samples, IRB gives you access to deeply profiled panellists and the hardest to reach audience across India. Our India panellists across Tier 1, Tier 2 and Tier 3 cities are profiled across Geographic, Demographic, Psychographic and Technographic profile points.

We have up-to-date verification tools and double opt-in recruitment coupled with digital fingerprinting and more to eradicate pro-takers. IRB is known for having the most trusted panel database of engaged and real people across industries in India. Our panellists are sourced using cutting edge attributes and methodologies, which results in bias control for precise audience selection



## Primary B2C Profiling

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### Basic Profiles

- Age and Gender
- Education
- Household Income
- Location
- Employment status



### Household

- Parenting
- Household Finance
- Daily Lifestyle
- Shopping
- Household Appliances



### Technology

- Internet Surfing
- Smartphone Usage & Activity
- Computers



### Health & Wellness

- Ailments
- Fitness
- Health Insurance



### Leisure Activity

- Travel
- Food & Beverages
- Hobbies
- Sports & Games
- Media & Entertainment



### Automotive

- Vehicle Ownerships
- Make & Model
- Purchase DMs

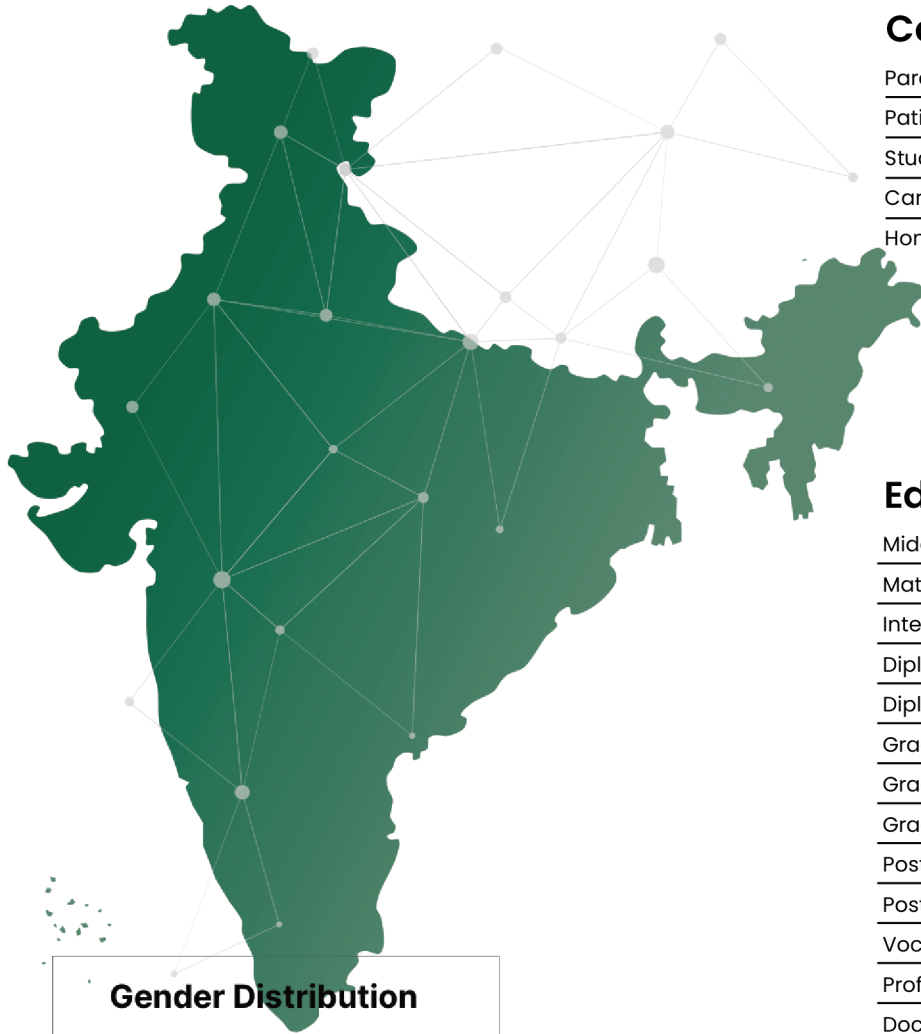


Understand  
the Indian  
market with  
ease





# INDIA: 526,669



## Consumer Speciality

Parents	38,170
Patients	1,78,924
Students	1,19,728
Car Owners	67,792
Home Owners	1,34,873

## Employment Status

Full-time employed	30.3%
Part-time employed	11.9%
Self-employed/Independent Professional/Contractor	12.7%
Between Jobs/Searching for a Job	5.8%
Housewife/Homemaker	3.9%
Military/Defence Services	0.9%
Student	33.2%
Retired	1.2%

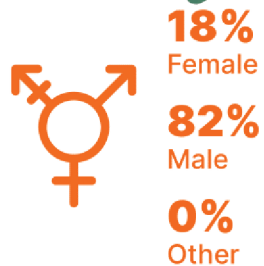
## Education

Middle School	5.6%
Matriculation (10 <sup>th</sup> )	5.6%
Intermediate (12 <sup>th</sup> )	22.7%
Diploma (ITI)	5.4%
Diploma (Polytechnic)	4.2%
Graduate 3-years college (Pass)	17.8%
Graduate 3-years college (Hons)	9.1%
Graduate 4 years	10.8%
Postgraduate Diploma	1.8%
Postgraduate/Masters Degree	11.1%
Vocational Courses	0.5%
Professional Courses	3.0%
Doctorate Degree (Ph.D.)	2.5%

## Household Income

Less than 50,000	28.1%
₹50,000-₹99,999	16.0%
₹1,00,000-₹1,99,999	11.9%
₹2,00,000-₹4,99,999	13.9%
₹5,00,000-₹7,49,999	9.1%
₹7,50,000-₹9,99,999	4.9%
₹10,00,000-₹14,99,999	4.2%
₹15,00,000-₹19,99,999	2.1%
₹20,00,000-₹49,99,999	1.7%
₹50,00,000-₹99,99,999	0.8%
₹1,00,00,000-₹4,99,99,999	0.7%
₹5,00,00,000+	0.6%
Do not know	3.1%
Prefer not to say	3.0%

## Gender Distribution



## Age Range





# INDIA: 526,669



## Car Owners

One car	38,170
Two cars	1,78,924
Three cars	1,19,728
Four cars	67,792
Five or more cars	1,34,873

## Investment Products

Mutual Fund	82,893
Real Estate	21,290
Stocks	7,681
Bonds	4,947

## Travels in 12 months

1-5 travels	52,278
6-12 travels	9,163
13-19 travels	3,901
20 more more travels	3,127

## Air Travelers

Domestic travelers	0.6%
international travelers	3.1%
Both	3.0%

## Medical Conditions

Arthritis	14,992
Asthma	61,059
Cancer	10,133
Diabetes	51,623
Digestive conditions	12,933
Epilepsy	1,896
Flu (Influenza)	13,195
Heart/Blood Disease	9,185
Hepatitis	2,048
Kidney Disease	4,587
Stroke	6,330
Tuberculosis(TB)	8,509

## Marital Status

Single/Never Married	0.6%
Married	3.1%
Engaged	3.0%
Widowed	0.7%
Divorced	0.6%
Separated	3.1%
Living with partner	3.0%



# INDIA: 526,669

## Tier-I

Ahmedabad	4,424
Banglore	10,699
Chennai	9,795
Delhi	34,386
Hyderabad	16,343
Kolkata	17,607
Mumbai	21,116
Pune	7,442

## Tier-II

Agra	2,484
Ajmer	828
Aligarh	1,536
Allahabad	2,201
Amaravati	632
Amritsar	774
Asansol	1,264
Aurangabad(Maharashtra)	1,406
Bareilly	1,395
Belgaun	381
Bhavnagar	610
Bhiwani	556
Bhopal	3,236
Bhubneswar	2,811
Bikaner	937
Chandigarh	1,275
Coimbatore	1,536
Cuttack	1,863
Dehradun	1,525

Dhanbad	2,506
Durg	1,286
Erode	436
Faridabad	2,223
Ghaziabad	2,855
Gorakhpur	2,234
Gulbarga	370
Guntur	1,384
Gurgaon'	2,931
Guwahati	1,591
Gwalior	1,449
Indore	3,650
Jabalpur	1,460
Jaipur	8,989
Jalandhar	817
Jammu	719
Jamnagar	360
Jhashi	915
Jodhpur	1,427
Kakinada	806
Kanpur	4,020
Kolhapur	665
Kota	1,493
Kottayam	403
Kurnool	1,100
Lucknow	7,736
Ludhiana	1,798
Madurai	948

Malegaon	153
Mangalore	403
Meerut	1,602
Moradabad	719
Mysore	545
Nagaur	283
Nasik	76
Nellore	1,188
Patna	6,287
Pondichery	174
Raipur	1,220
Rajahmundry	436
Rajkot	948
Ranchi	2,517
Salem	719
Sangli	381
Secunderbad	370
Solapur	545
Srinagar	806
Surat	3,367
Triuchirapalli	87
Tirupur	229
Trivandrum	567
Ujjain	643
Vadodara	1,427
Varanasi	2,876
Vijayawada	1,820
Visakhapatnam	2,528
Warangal	1,253



# INDIA : 526,669

## States of India



### NCCS

A (A1-A3)	2,49,497
B (B1-B2)	64,284
C (C1-C2)	31,412
D (D1-D2)	23,458
E (E1-E2)	20,233

### State & UTs

Andhra Pradesh	6.3%
Arunchal Pradesh	0.2%
Assam	1.5%
Bihar	4.7%
Chhattisgarh	1.2%
Goa	0.2%
Gujarat	4.1%
Haryana	3.3%
Himachal Pradesh	0.6%
Jammu & Kashmir	0.5%
Jharkhand	2.7%
Karnataka	4.5%
Kerala	2.1%
Madhya Pradesh	4.5%
Maharashtra	10.6%
Manipur	0.2%
Meghalaya	0.3%
Mizoram	0.4%
Nagaland	0.2%
Orissa	3.8%
Punjab	1.9%
Rajasthan	5.9%

Sikkim	0.1
Tamil Nadu	4.2%
Tripura	0.3%
Uttar Pradesh	12.8%
Uttaranchal	1.0%
West Bengal	9.0%
Others	0.6%
Telangana	4.2%
Andaman & Nicobar Island	0.2%
Chandigarh	0.3%
Dadra and Nagar Haveli	0.0%
Daman & Diu	0.0%
Delhi	7.3%
lakshadweep	0.0%
Puducherry	0.1%



# Contact Us

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