

B2B Panel Book 2025





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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 panels to gain market insights. The 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 – 2,85,210

United States	2,30,217
Canada	7,514
Mexico	47,579

Europe – 2,98,248

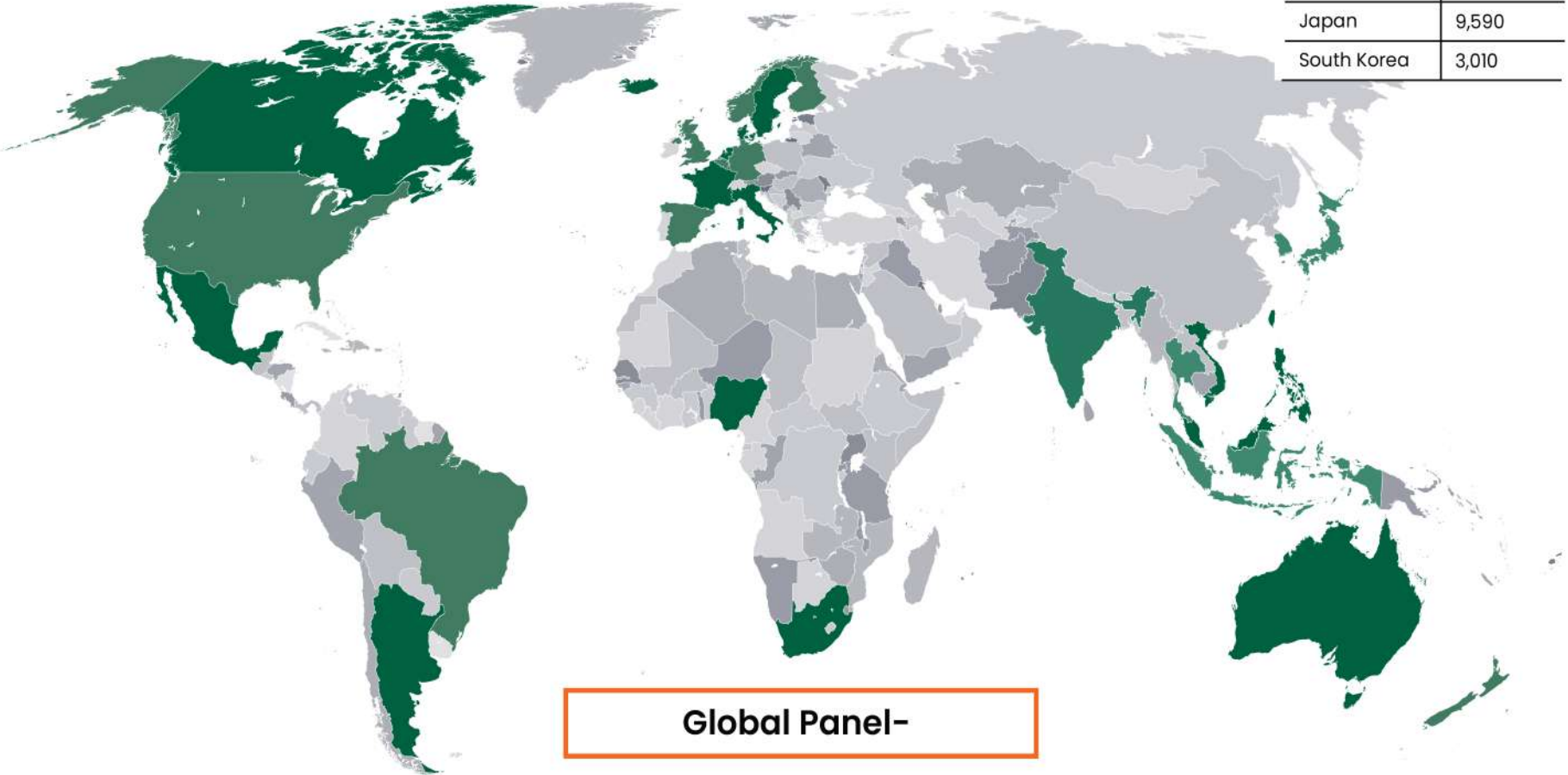
United Kingdom	74,975
Canada	47,330
Germany	38,598
Italy	42,216
Spain	50,267
Netherlands	10,324
Portugal	17,127
Switzerland	9,857
Poland	7,554

Latin America & Africa – 1,96,640

Brazil	1,57,807
Argentina	8,947
South Africa	24,274
Nigeria	5,611

APAC – 4,51,893

India	3,18,249
Australia	22,977
Singapore	29,872
Malaysia	13,655
Hong Kong	7,214
Philippines	7,223
Taiwan	7,143
Indonesia	13,383
Thailand	9,599
Vietnam	9,977
Japan	9,590
South Korea	3,010



UNITED STATES: 2,30,217



Sector

Private (for-profit) Organization	1,62,175
Public Organization	48,214
Non-profit Organization	19,828

Job Role/ Level/ Title

C-Level Executives	31,282
High-Level Executives (Director+)	47,827
Mid-Level (Managers +)	73,809
Small Business Owners	77,299

Decision Makers

ITDMs	97,772
BDMs	1,04,016
HRDM	1,993
FDMs	23,646
Marketing DMs	2,790

Company Size

Small (1-99)	83,844
Medium (100-999)	57,910
Larger (1,000+)	88,463

Company Revenue

Less than 100K	49,655
100-500K	13,542
500K-1M	11,003
1-5M	19,185
5-10M	13,824
10-50M	20,313
50-100M	11,567

100-250M	7,053
250-500M	10,157
500M-1B	19,749
1-3B	19,185
3-5B	8,464
More than 5B	26,520

UNITED STATES: continued

Top Professionals

Teachers	16,530
Accountants	31,045
Engineers	51,607
HVAC Pros	0
Drivers	7,257
Architects	6,451
Auto Mechanics/Repairers	6,451
Hair Dresser/Beauticians/Salon Workers	2,419
Chartered Accountant	403
Pharmacist	4,032
Computer Engineers	38,705
Dentists	1,210
Electricians	2,822
Entrepreneurs	10,886
Event Managers	1,210
Farmers	0
Financial/Investment Managers	7,257
Graphic Designers	4,435
Hoteliers	6,451
Insurance Brokers	1,210
Interior Designers	1,613
Lawyers	806
Nurses	14,111
Painters	1,613
Photographers	1,210
Plumber	1,613
Travel Agents	2,419
VAR's	0
Carpenter	6,451

Top Professionals

Accounting, Auditing, Payroll, Tax	5,963
Aerospace	426
Agriculture/Forestry/Fishing	1,491
Airlines	1,278
Automotive	6,602
Banking/Financial Services	11,926
Biotechnology/Life Science	1,065
Business Services/Consulting	9,371
Chemicals & Plastics	1,065
Construction	20,658
Distribution & Delivery	2,130

Education, Training, Library	15,760
Electronics	2,769
Engineering	11,074
Entertainment, Movies & Media	3,407
Food, Beverages & Tobacco	7,880
Healthcare	22,362
Hospitality/Hotels/Restaurants	8,306
Industrial & Architecture Design/Interior Design	639
Information Technology	20,871
Insurance	3,195
Internet/E-Commerce	3,195

Law Enforcement or Security	1,065
Legal Services	2,130
Manufacturing/Production	17,463
Marketing/Advertising	3,407
Mining & Quarrying	0
Pharmaceuticals	1,491
Real Estate	3,833
Retail	20,871
Telecommunications	5,963
Transportation, Logistics	5,963
Travel and Tourism	2,130
Utilities, Energy, Water	1,917
Wholesale/Trade	2,556

Sector

Private (for-profit) Organization	4,574
Public Organization	2,396
Non-profit Organization	544

Decision Makers

ITDMs	2,692
BDMs	3,477
HRDMs	168
FDMs	953
Marketing DMs	224

Job Role/ Level/ Title

C-Level Executives	907
High-Level Executives (Director+)	1,555
Mid-Level (Managers +)	2,397
Small Business Owners	2,656

Company Size

Small (1-99)	3,687
Medium (100-999)	1,670
Larger (1,000+)	2,157

Top Professionals

Teachers	537
Accountants	2,147
Engineers	1,073
HVAC Pros	0
Pharmacist	0
Computer Engineers	1,610
Entrepreneurs	1,073
Financial/Investment Managers	268
Nurses	805

Industry

Accounting, auditing, payroll, tax	316
Agriculture/ Forestry/ Fishing	278
Airlines	0
Automotive	93
Banking/ Financial services	464
Business Services/ Consulting	464
Construction	557
Distribution & Delivery	186
Education, Training, Library	649
Electronics	93
Engineering	0
Entertainment, Movies & Media	371
Food, Beverages & Tobacco	371
Healthcare	742
Hospitality/ Hotels/ Restaurants	464
Information Technology	557
Insurance	186
Internet/ E-Commerce	186
Manufacturing/ Production	557
Marketing/ Advertising	278
Pharmaceuticals	0
Retail	371
Telecommunications	278

Sector

Private (for-profit) Organization	27,935
Public Organization	9,144
Non-profit Organization	10,500

Decision Makers

ITDMs	19,847
BDMs	20,180
HRDMs	1,040
FDMs	354
Marketing DMs	6,158

Job Role/ Level/ Title

C-Level Executives	5,353
High-Level Executives (Director+)	9,081
Mid-Level (Managers +)	15,610
Small Business Owners	17,536

Company Size

Small (1-99)	23,186
Medium (100-999)	13,566
Larger (1,000+)	10,827

Top Professionals

Teachers	3,485
Accountants	18,898
Engineers	8,444
HVAC Pros	0
Drivers	670
Architects	3,083
Auto Mechanics/Repairers	1,139
Hair Dresser/Beauticians/Salon Workers	670
Pharmacist	1,005
Computer Engineers	4,021
Dentists	268
Electricians	603
Entrepreneurs	1,608
Farmers	268
Graphic Designers	1,072
Hoteliers	0
Lawyers	938
Nurses	1,139
Photographers	268

Company Revenue (MXN)

Less than 100K	10,151
100-500K	4,484
500K-1M	6,664
1-5M	5,418
5-10M	3,114
10-50M	5,044
50-100M	2,553
100-250M	1,993
250-500M	1,931
500M-1B	1,370
1-3B	1,495
3-5B	810
More than 5B	2,553

Industry

Accounting, auditing, payroll, tax	3,516
Aerospace	183
Agriculture/ Forestry/ Fishing	1,370
Airlines	46
Automotive	1,096
Banking/ Financial services	2,237
Biotechnology/ Life Sciences	548
Business Services/ Consulting	1,963
Chemicals & Plastics	548
Construction	2,968
Distribution & Delivery	320
Education, Training, Library	4,338
Electronics	776
Engineering	3,014
Entertainment, Movies & Media	822
Food, Beverages & Tobacco	2,877
Healthcare	2,740
Hospitality/ Hotels/ Restaurants	1,552
Industrial & Architecture Design/ Interior Design	1,005
Information Technology	1,689
Insurance	548
Internet/ E-Commerce	411
Law enforcement or security	183
Legal Services	685
Manufacturing/ Production	2,374
Marketing/ Advertising	1,233
Mining & Quarrying	91
Pharmaceuticals	548
Real Estate	502
Retail	2,694
Telecommunications	868
Transportation, Logistics	1,644
Travel and Tourism	365
Utilities, Energy, Water	365
Wholesale/ Trade	1,461

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to start knowing



Sector

Private (for-profit) Organization	11,5941
Public Organization	27,725
Non-profit Organization	14,141

Decision Makers

ITDMs	61,460
BDMs	66,783
HRDMs	1,455
FDMs	24,102
Marketing DMs	4,007

Job Role/ Level/ Title

C-Level Executives	20,705
High-Level Executives (Director+)	31,639
Mid-Level (Managers +)	50,074
Small Business Owners	55,389

Company Size

Small (1-99)	82,642
Medium (100-999)	37,598
Larger (1,000+)	37,567

Company Revenue

Less than 100K	61,647
100-500K	11,755
500K-1M	14,284
1-5M	14,967
5-10M	6,424
10-50M	9,295
50-100M	6,083

Top Professionals

Teachers	21,373
Accountants	27,679
Engineers	19,130
HVAC Pros	0
Drivers	7,007
Architects	5,185
Auto Mechanics/Repairers	6,447
Hair Dresser/Beauticians/Salon Workers	5,606
Pharmacist	2,242
Computer Engineers	20,041
Dentists	1,261
Electricians	4,625
Entrepreneurs	7,708
Event Managers	1,962
Farmers	2,593
Financial/Investment Managers	3,083
Graphic Designers	3,504
Hoteliers	1,682
Insurance Brokers	210
Interior Designers	841
Lawyers	5,606
Nurses	5,185
Painters	1,752
Photographers	1,051
Plumber	561
Travel Agents	1,472

100-250M	3,075
250-500M	4,716
500M-1B	8,270
1-3B	7,586
3-5B	3,554
More than 5B	6,151

Industry

Accounting, auditing, payroll, tax	8,986
Aerospace	1,234
Agriculture/ Forestry/ Fishing	4,975
Airlines	2,160
Automotive	9,140
Banking/ Financial services	6,517
Biotechnology/ Life Sciences	1,543
Business Services/ Consulting	3,278
Chemicals & Plastics	2,545
Construction	4,551
Distribution & Delivery	848
Education, Training, Library	13,729
Electronics	2,931
Engineering	6,980
Entertainment, Movies & Media	2,044
Food, Beverages & Tobacco	10,297
Healthcare	5,708
Hospitality/ Hotels/ Restaurants	2,700
Industrial & Architecture Design/ Interior Design	1,118
Information Technology	12,418
Insurance	1,196
Internet/ E-Commerce	5,476
Law enforcement or security	848
Legal Services	4,204
Manufacturing/ Production	10,027
Marketing/ Advertising	6,595
Mining & Quarrying	347
Pharmaceuticals	1,543
Real Estate	2,121
Retail	463
Telecommunications	2,969
Transportation, Logistics	5,322
Travel and Tourism	1,388
Utilities, Energy, Water	810
Wholesale/ Trade	10,798

ARGENTINA: 8,947



Sector

Private (for-profit) Organization	5,163
Public Organization	2,207
Non-profit Organization	1,577

Job Role/ Level/ Title

C-Level Executives	864
High-Level Executives (Director+)	1,779
Mid-Level (Managers +)	2,847
Small Business Owners	3457

Decision Makers

ITDMs	3,256
BDMs	3,902
HRDMs	149
FDMs	1,466
Marketing DMs	174

Company Size

Small (1-99)	6,313
Medium (100-999)	1,421
Larger (1,000+)	1,212

A woman with long dark hair, wearing a white lab coat and a lanyard with an ID badge, is standing in a warehouse or pharmacy. She is reaching up with her right hand to a high shelf to pick up or place a box. In her left hand, she holds a clipboard. The shelves are filled with various boxes and products, some in orange and white packaging. The background is slightly blurred, showing more of the warehouse environment with bright lighting.

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SOUTH AFRICA: 24,274

Sector

Private (for-profit) Organization	13,830
Public Organization	7,435
Non-profit Organization	3,009

Decision Makers

ITDMs	8,628
BDMs	10,998
HRDMs	332
FDMs	3,833
Marketing DMs	482

Job Role/ Level/ Title

C-Level Executives	3,117
High-Level Executives (Director+)	3,910
Mid-Level (Managers +)	8,159
Small Business Owners	9088

Company Size

Small (1-99)	13,260
Medium (100-999)	6,122
Larger (1,000+)	4,892

Company Revenue

Less than 100K	11,107
100-500K	1,894
500K-1M	1,965
1-5M	2,709
5-10M	826
10-50M	1,352
50-100M	708

Top Professionals

Teachers	3,906
Accountants	7,670
Engineers	3,922
Drivers	586
Architects	351
Auto Mechanics/Repairers	402
Hair Dresser/Beauticians/Salon Workers	1,396
Pharmacist	209
Computer Engineers	351
Dentists	168
Electricians	754
Entrepreneurs	1,263
Farmers	219
Financial/Investment Managers	739
Graphic Designers	321
Hoteliers	504
Lawyers	647
Nurses	866

Industry

Accounting, auditing, payroll, tax	1,400
Agriculture/ Forestry/ Fishing	973
Airlines	212
Automotive	602
Banking/ Financial services	1,642
Biotechnology/ Life Sciences	190
Business Services/ Consulting	955
Chemicals & Plastics	224
Construction	958
Distribution & Delivery	150
Education, Training, Library	3,002
Electronics	249
Engineering	1,381
Entertainment, Movies & Media	519
Food, Beverages & Tobacco	902
Healthcare	1,765
Hospitality/ Hotels/ Restaurants	878
Industrial & Architecture Design/ Interior Design	98
Information Technology	964
Insurance	559
Internet/ E-Commerce	141
Law enforcement or security	249
Legal Services	617
Manufacturing/ Production	847
Marketing/ Advertising	648
Mining & Quarrying	233
Pharmaceuticals	175
Real Estate	196
Retail	2,016
Telecommunications	368
Transportation, Logistics	580
Travel and Tourism	236
Utilities, Energy, Water	135
Wholesale/ Trade	212

NIGERIA: 5,611



Sector

Private (for-profit) Organization	3,944
Public Organization	1,222
Non-profit Organization	444

Job Role/ Level/ Title

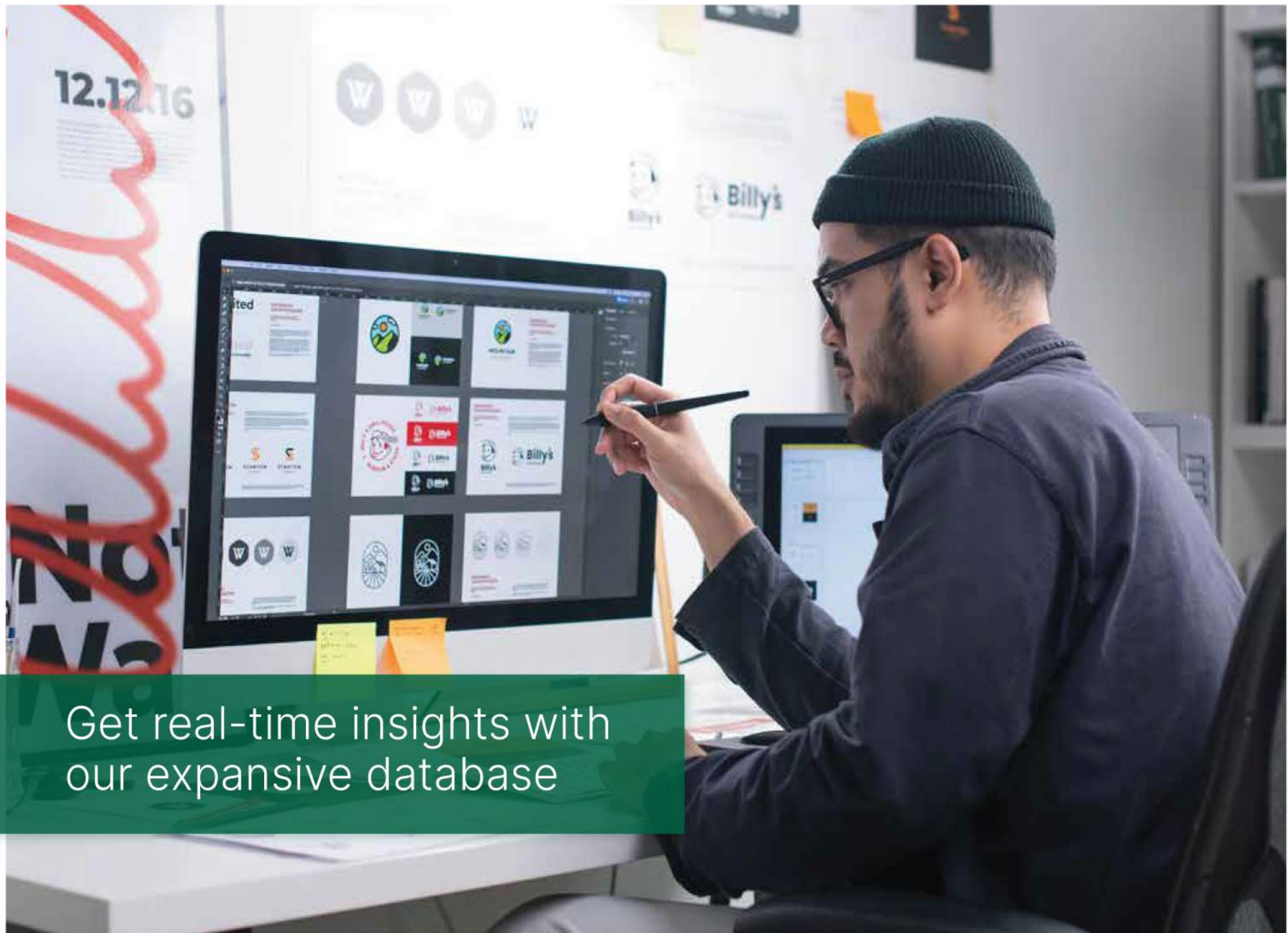
C-Level Executives	654
High-Level Executives (Director+)	708
Mid-Level (Managers +)	1,743
Small Business Owners	2,506

Decision Makers

ITDMs	1,655
BDMs	2,069
HRDMs	52
FDMs	672
IT-PDMs	129
nonIT-PDMs	905
Marketing DMs	129

Company Size

Small (1-99)	3,839
Medium (100-999)	945
Larger (1,000+)	827



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UNITED KINGDOM: 74,975

Sector

Private (for-profit) Organization	46,834
Public Organization	20,812
Non-profit Organization	7,330

Decision Makers

ITDMs	29,280
BDMs	33,134
HRDMs	1,480
FDMs	10,319
Marketing DMs	762

Job Role/ Level/ Title

C-Level Executives	7,643
High-Level Executives (Director+)	13,867
Mid-Level (Managers +)	25,847
Small Business Owners	27,617

Company Size

Small (1-99)	28,514
Medium (100-999)	22,838
Larger (1,000+)	23,622

Company Revenue

Less than 100K	0
100-500K	14,995
500K-1M	14,995
1-5M	14,995
5-10M	14,995
10-50M	0
50-100M	0

Top Professionals

Teachers	9,481
Accountants	14,970
Engineers	10,417
HVAC Pros	0
Drivers	3,618
Architects	811
Auto Mechanics/Repairers	1,310
Hair Dresser/Beauticians/Salon Workers	1,684
Pharmacist	749
Computer Engineers	15,095
Electricians	561
Entrepreneurs	1,622
Event Managers	811
Farmers	250
Financial/Investment Managers	1,310
Graphic Designers	998
Hoteliers	873
Insurance Brokers	561
Interior Designers	312
Lawyers	1,372
Nurses	6,300
Painters	624
Photographers	374
Plumber	374
Travel Agents	499

100-250M	0
250-500M	0
500M-1B	0
1-3B	14,995
3-5B	0
More than 5B	0

Industry

Accounting, auditing, payroll, tax	2,243
Aerospace	359
Agriculture/ Forestry/ Fishing	867
Airlines	329
Automotive	1299
Banking/ Financial services	1,914
Biotechnology/ Life Sciences	3,140
Business Services/ Consulting	748
Chemicals & Plastics	1,794
Construction	508
Distribution & Delivery	3,768
Education, Training, Library	688
Electronics	8,194
Engineering	479
Entertainment, Movies & Media	2,004
Food, Beverages & Tobacco	1,884
Healthcare	2,841
Hospitality/ Hotels/ Restaurants	8,942
Industrial & Architecture Design/ Interior Design	3,589
Information Technology	267
Insurance	10,766
Internet/ E-Commerce	419
Law enforcement or security	299
Legal Services	3,469
Manufacturing/ Production	1,256
Marketing/ Advertising	60
Pharmaceuticals	807
Real Estate	508
Retail	5,802
Telecommunications	1,017
Transportation, Logistics	1,705
Travel and Tourism	807
Utilities, Energy, Water	628
Wholesale/ Trade	718

FRANCE:47,330

Sector

Private (for-profit) Organization	27,202
Public Organization	14,348
Non-profit Organization	5,779

Decision Makers

ITDMs	16,887
BDMs	22,077
HRDMs	1,239
FDMs	6,584
Marketing DMs	542

Job Role/ Level/ Title

C-Level Executives	5,778
High-Level Executives (Director+)	8,327
Mid-Level (Managers +)	15,890
Small Business Owners	17,335

Company Size

Small (1-99)	21,650
Medium (100-999)	11,615
Larger (1,000+)	14,065

Company Revenue

Less than 100K	13,731
100-500K	3,392
500K-1M	2,908
1-5M	6,138
5-10M	3,069
10-50M	4,685
50-100M	2,746

Top Professionals

Teachers	6,496
Accountants	12,761
Engineers	6,264
HVAC Pros	0
Drivers	3,248
Architects	928
Hair Dresser/Beauticians/Salon Workers	696
Pharmacist	232
Computer Engineers	5,104
Electricians	1,160
Entrepreneurs	1,624
Event Managers	696
Farmers	1,392
Financial/Investment Managers	696
Hoteliers	1,160
Nurses	3,248
Photographers	696
Travel Agents	928
VAR's	0

Industry

Accounting, auditing, payroll, tax	1,776
Aerospace	522
Agriculture/ Forestry/ Fishing	2,090
Airlines	627
Automotive	1,358
Banking/ Financial services	1,672
Biotechnology/ Life Sciences	522
Business Services/ Consulting	1,045
Chemicals & Plastics	313
Construction	2,299
Distribution & Delivery	940
Education, Training, Library	4,911
Electronics	1,045
Engineering	1,149
Entertainment, Movies & Media	627
Food, Beverages & Tobacco	1,254
Healthcare	4,911
Hospitality/ Hotels/ Restaurants	1,567
Industrial & Architecture Design/ Interior Design	209
Information Technology	1,567
Insurance	522
Internet/ E-Commerce	522
Manufacturing/ Production	3,030
Marketing/ Advertising	1,254
Mining & Quarrying	0
Pharmaceuticals	209
Real Estate	731
Retail	3,030
Telecommunications	1,254
Transportation, Logistics	3,657
Travel and Tourism	731
Utilities, Energy, Water	627
Wholesale/ Trade	1,358

GERMANY: 38,598

Sector

Private (for-profit) Organization	27,700
Public Organization	9,536
Non-profit Organization	1,362

Decision Makers

ITDMs	15,655
BDMs	17,949
HRDMs	270
FDMs	4,454
Marketing DMs	270

Job Role/ Level/ Title

C-Level Executives	5,688
High-Level Executives (Director+)	8,668
Mid-Level (Managers +)	11,783
Small Business Owners	12,460

Company Size

Small (1-99)	10,870
Medium (100-999)	12,761
Larger (1,000+)	14,967

Company Revenue

Less than 100K	0
100-500K	0
500K-1M	0
1-5M	0
5-10M	0
10-50M	0
50-100M	0

Top Professionals

Teachers	3,002
Accountants	6,004
Engineers	7,291
HVAC Pros	0
Drivers	1,287
Architects	3,431
Auto Mechanics/Repairers	1,287
Hair Dresser/Beauticians/Salon Workers	429
Pharmacist	0
Computer Engineers	7,720
Entrepreneurs	3,431
Event Managers	429
Financial/Investment Managers	429
Hoteliers	858
Nurses	3,002
Painters	0
Photographers	0

100-250M	0
250-500M	0
500M-1B	0
1-3B	0
3-5B	38,598
More than 5B	0

Industry

Accounting, auditing, payroll, tax	1,251
Aerospace	536
Agriculture/ Forestry/ Fishing	0
Airlines	0
Automotive	1,787
Banking/ Financial services	1,608
Biotechnology/ Life Sciences	357
Business Services/ Consulting	893
Chemicals & Plastics	715
Construction	3,038
Distribution & Delivery	357
Education, Training, Library	893
Electronics	1,072
Engineering	2,502
Entertainment, Movies & Media	357
Food, Beverages & Tobacco	357
Healthcare	2,502
Hospitality/ Hotels/ Restaurants	1,966
Industrial & Architecture Design/ Interior Design	179
Information Technology	3,038
Insurance	893
Internet/ E-Commerce	536
Law enforcement or security	0
Legal Services	893
Manufacturing/ Production	3,395
Marketing/ Advertising	179
Mining & Quarrying	0
Pharmaceuticals	357
Retail	2,859
Telecommunications	893
Transportation, Logistics	3,395
Travel and Tourism	179
Utilities, Energy, Water	536
Wholesale/ Trade	1,072

ITALY: 42,216

Sector

Private (for-profit) Organization	29,067
Public Organization	9,920
Non-profit Organization	3,230

Decision Makers

ITDMs	16,150
BDMs	18,545
HRDMs	309
FDMs	6,542
Marketing DMs	670

Job Role/ Level/ Title

C-Level Executives	5,569
High-Level Executives (Director+)	7,939
Mid-Level (Managers +)	13,432
Small Business Owners	15,276

Company Size

Small (1-99)	21,249
Medium (100-999)	10,642
Larger (1,000+)	10,324

Company Revenue

Less than 100K	13,637
100-500K	3,523
500K-1M	3,328
1-5M	5,416
5-10M	1,696
10-50M	3,589
50-100M	1,631

Top Professionals

Teachers	2,954
Accountants	20,748
Engineers	3,386
HVAC Pros	0
Drivers	1,513
Architects	1,801
Auto Mechanics/Repairers	1,225
Hair Dresser/Beauticians/Salon Workers	504
Chartered Accountant	504
Pharmacist	144
Computer Engineers	2,305
Electricians	432
Entrepreneurs	2,666
Event Managers	504
Farmers	360
Financial/Investment Managers	144
Graphic Designers	648
Hoteliers	576
Lawyers	504
Nurses	937
Photographers	360

100-250M	587
250-500M	1,827
500M-1B	1,827
1-3B	1,435
3-5B	1,435
More than 5B	2,284

Industry

Accounting, auditing, payroll, tax	2,497
Aerospace	182
Agriculture/ Forestry/ Fishing	1,680
Airlines	182
Automotive	1,044
Banking/ Financial services	1,634
Biotechnology/ Life Sciences	636
Business Services/ Consulting	3,087
Chemicals & Plastics	454
Construction	1,589
Distribution & Delivery	136
Education, Training, Library	2,860
Electronics	1,407
Engineering	2,224
Entertainment, Movies & Media	454
Food, Beverages & Tobacco	2,088
Healthcare	2,224
Hospitality/ Hotels/ Restaurants	1,498
Industrial & Architecture Design/ Interior Design	908
Information Technology	1,089
Insurance	318
Internet/ E-Commerce	1,180
Law enforcement or security	454
Legal Services	636
Manufacturing/ Production	3,631
Marketing/ Advertising	1,226
Pharmaceuticals	363
Real Estate	499
Retail	908
Telecommunications	862
Transportation, Logistics	1,589
Travel and Tourism	772
Utilities, Energy, Water	545
Wholesale/ Trade	1,362

SPAIN: 50,267

Sector

Private (for-profit) Organization	33,277
Public Organization	12,655
Non-profit Organization	4,335

Decision Makers

ITDMs	20,052
BDMs	22,364
HRDMs	442
FDMs	6,865
Marketing DMs	544

Job Role/ Level/ Title

C-Level Executives	4,918
High-Level Executives (Director+)	11,098
Mid-Level (Managers +)	16,538
Small Business Owners	17,713

Company Size

Small (1-99)	21,249
Medium (100-999)	10,642
Larger (1,000+)	10,324

Company Revenue

Less than 100K	9,667
100-500K	3,222
500K-1M	3,867
1-5M	7,733
5-10M	3,867
10-50M	6,444
50-100M	5,800

Top Professionals

Teachers	4,417
Accountants	19,875
Engineers	6,415
HVAC Pros	0
Drivers	1,683
Architects	1,788
Auto Mechanics/Repairers	2,629
Hair Dresser/Beauticians/Salon Workers	421
Pharmacist	210
Computer Engineers	3,260
Dentists	315
Electricians	1,472
Entrepreneurs	1,472
Event Managers	526
Farmers	0
Financial/Investment Managers	315
Graphic Designers	946
Hoteliers	1,367
Lawyers	631
Nurses	1,788
Painters	421
Photographers	105
Plumber	210

100-250M	1,289
250-500M	2,578
500M-1B	3,222
1-3B	1,933
3-5B	0
More than 5B	644

Industry

Accounting, auditing, payroll, tax	3,249
Aerospace	345
Agriculture/ Forestry/ Fishing	1,575
Airlines	295
Automotive	1,526
Banking/ Financial services	1,822
Biotechnology/ Life Sciences	542
Business Services/ Consulting	1,723
Chemicals & Plastics	738
Construction	2,560
Distribution & Delivery	443
Education, Training, Library	4,382
Electronics	1,723
Engineering	2,954
Entertainment, Movies & Media	837
Food, Beverages & Tobacco	2,019
Healthcare	3,496
Hospitality/ Hotels/ Restaurants	2,560
Industrial & Architecture Design/ Interior Design	591
Information Technology	1,772
Insurance	542
Internet/ E-Commerce	985
Law enforcement or security	542
Legal Services	640
Manufacturing/ Production	2,856
Marketing/ Advertising	935
Pharmaceuticals	689
Real Estate	985
Retail	1,871
Telecommunications	985
Transportation, Logistics	2,166
Travel and Tourism	738
Utilities, Energy, Water	345
Wholesale/ Trade	837

NETHERLANDS: 10,324



Sector

Private (for-profit) Organization	5,162
Public Organization	5,162
Non-profit Organization	0

Job Role/ Level/ Title

C-Level Executives	0
High-Level Executives (Director+)	3,441
Mid-Level (Managers +)	3,441
Small Business Owners	3,441

Decision Makers

ITDMs	2,581
BDMs	5,162
HRDMs	0
FDMs	0
Marketing DMs	2,581

Company Size

Small (1-99)	5,162
Medium (100-999)	5,162
Larger (1,000+)	0

PORTUGAL: 17,127

Sector

Private (for-profit) Organization	10,121
Public Organization	4,671
Non-profit Organization	2,336

Decision Makers

ITDMs	6,747
BDMs	8,304
HRDMs	0
FDMs	2,076
Marketing DMs	0

Job Role/ Level/ Title

C-Level Executives	2,141
High-Level Executives (Director+)	3,211
Mid-Level (Managers +)	5,352
Small Business Owners	6,423

Company Size

Small (1-99)	11,082
Medium (100-999)	4,030
Larger (1,000+)	2,015

Top Professionals

Teachers	4,893
Accountants	2,447
Engineers	9,787
HVAC Pros	0
Architects	0
Auto Mechanics/Repairers	0
Hair Dresser/Beauticians/Salon Workers	0
Computer Engineers	0
Electricians	0
Entrepreneurs	0
Financial/Investment Managers	0
Hoteliers	0
Nurses	0

Industry

Accounting, auditing, payroll, tax	0
Agriculture/ Forestry/ Fishing	0
Airlines	0
Automotive	0
Banking/ Financial services	0
Business Services/ Consulting	0
Construction	0
Distribution & Delivery	0
Education, Training, Library	0
Electronics	0
Engineering	0
Food, Beverages & Tobacco	0
Healthcare	0
Hospitality/ Hotels/ Restaurants	0
Industrial & Architecture Design/ Interior Design	0
Information Technology	0
Internet/ E-Commerce	0
Legal Services	0
Manufacturing/ Production	0
Marketing/ Advertising	17,127
Telecommunications	0

SWITZERLAND: 9,857



Sector

Private (for-profit) Organization	9,857
Public Organization	0
Non-profit Organization	0

Job Role/ Level/ Title

C-Level Executives	0
High-Level Executives (Director+)	0
Mid-Level (Managers +)	0
Small Business Owners	0

Decision Makers

ITDMs	4,929
BDMs	4,929
HRDMs	0
FDMs	0
Marketing DMs	0

Company Size

Small (1-99)	7,393
Medium (100-999)	2,464
Larger (1,000+)	2,464

POLAND: 7,554



Sector

Private (for-profit) Organization	3,333
Public Organization	3,110
Non-profit Organization	1,111

Job Role/ Level/ Title

C-Level Executives	858
High-Level Executives (Director+)	1,202
Mid-Level (Managers +)	2,575
Small Business Owners	2,919

Decision Makers

ITDMs	2,411
BDMs	3,616
HRDMs	80
FDMs	1,447
Marketing DMs	0

Company Size

Small (1-99)	4,235
Medium (100-999)	2,175
Larger (1,000+)	1,145



The true power lies in people's opinion

Sector

Private (for-profit) Organization	1,58,671
Public Organization	1,36,466
Non-profit Organization	23,113

Decision Makers

ITDMs	1,28,402
BDMs	1,35,060
HRDMs	3,441
FDMs	43,734
Marketing DMs	7,612

Job Role/ Level/ Title

C-Level Executives	40,449
High-Level Executives (Director+)	61,578
Mid-Level (Managers +)	1,00,422
Small Business Owners	1,15,800

Company Size

Small (1-99)	1,59,638
Medium (100-999)	74,975
Larger (1,000+)	83,636

Company Revenue

Less than 100K	52,077
100-500K	17,359
500K-1M	19,288
1-5M	19,288
5-10M	11,573
10-50M	28,932
50-100M	11,573

Top Professionals

Teachers	60,988
Accountants	75,956
Engineers	72,926
HVAC Pros	0
Drivers	5,338
Architects	5,951
Auto Mechanics/Repairers	6,131
Hair Dresser/Beauticians/Salon Workers	1,154
Chartered Accountant	2,380
Pharmacist	2,669
Computer Engineers	40,899
Dentists	1,154
Electricians	6,853
Entrepreneurs	4,292
Event Managers	1,154
Farmers	6,997
Financial/Investment Managers	6,744
Graphic Designers	2,994
Hoteliers	3,859
Insurance Brokers	1,443
Interior Designers	505
Lawyers	1,623
Nurses	1,587
Painters	325
Photographers	1,948
Plumber	649
Travel Agents	1,731
VAR's	0

100-250M	13,501
250-500M	27,003
500M-1B	38,576
1-3B	38,576
3-5B	11,573
More than 5B	28,932

Industry

Accounting, auditing, payroll, tax	25,094
Aerospace	7,952
Agriculture/ Forestry/ Fishing	17,167
Airlines	15,122
Automotive	18,682
Banking/ Financial services	40,873
Biotechnology/ Life Sciences	6,614
Business Services/ Consulting	14,516
Chemicals & Plastics	4,569
Construction	9,644
Distribution & Delivery	934
Education, Training, Library	22,368
Electronics	8,382
Engineering	17,066
Entertainment, Movies & Media	2,878
Food, Beverages & Tobacco	5,226
Healthcare	8,533
Hospitality/ Hotels/ Restaurants	5,049
Industrial & Architecture Design/ Interior Design	1,691
Information Technology	28,124
Insurance	3,509
Internet/ E-Commerce	3,358
Law enforcement or security	404
Legal Services	1,969
Manufacturing/ Production	14,188
Marketing/ Advertising	6,488
Mining & Quarrying	530
Pharmaceuticals	3,358
Real Estate	2,474
Retail	7,624
Telecommunications	4,595
Transportation, Logistics	2,903
Travel and Tourism	2,247
Utilities, Energy, Water	1,490
Wholesale/ Trade	2,626

AUSTRALIA: 22,977

Sector

Private (for-profit) Organization	15,349
Public Organization	4,897
Non-profit Organization	2,731

Decision Makers

ITDMs	8,879
BDMs	10,641
HRDMs	203
FDMs	3,186
Marketing DMs	68

Job Role/ Level/ Title

C-Level Executives	1,799
High-Level Executives (Director+)	4,914
Mid-Level (Managers +)	7,890
Small Business Owners	8,374

Company Size

Small (1-99)	11,051
Medium (100-999)	5,804
Larger (1,000+)	6,122

Top Professionals

Teachers	6,165
Drivers	1,681
Architects	1,121
Auto Mechanics/Repairers	2,242
Hair Dresser/Beauticians/Salon Workers	1,121
Electricians	2,802
Graphic Designers	1,681
Hoteliers	5,604
Insurance Brokers	560

Industry

Accounting, auditing, payroll, tax	1,178
Agriculture/ Forestry/ Fishing	393
Airlines	0
Automotive	393
Banking/ Financial services	491
Business Services/ Consulting	1,277
Construction	1,473
Education, Training, Library	2,848
Electronics	98
Engineering	589
Entertainment, Movies & Media	196
Food, Beverages & Tobacco	1,178
Healthcare	1,964
Hospitality/ Hotels/ Restaurants	2,258
Information Technology	884
Insurance	196
Internet/ E-Commerce	295
Legal Services	393
Manufacturing/ Production	982
Pharmaceuticals	196
Real Estate	196
Retail	3,142
Telecommunications	196
Transportation, Logistics	884
Utilities, Energy, Water	295
Wholesale/ Trade	982

SINGAPORE: 29,872

Sector

Private (for-profit) Organization	22,902
Public Organization	5,121
Non-profit Organization	1,849

Decision Makers

ITDMs	11,720
BDMs	13,130
HRDMs	529
FDMs	4,142
Marketing DMs	352

Job Role/ Level/ Title

C-Level Executives	2,400
High-Level Executives (Director+)	5,601
Mid-Level (Managers +)	10,491
Small Business Owners	11,380

Company Size

Small (1-99)	10,124
Medium (100-999)	9,874
Larger (1,000+)	9,874

Top Professionals

Teachers	7,134
Accountants	11,146
Engineers	0
HVAC Pros	0
Drivers	1,338
Architects	1,338
Auto Mechanics/Repairers	892
Computer Engineers	4,459
Electricians	0
Entrepreneurs	446
Farmers	446
Financial/Investment Managers	1,783
Hoteliers	446
Insurance Brokers	446

Industry

Accounting, auditing, payroll, tax	1,020
Airlines	437
Automotive	291
Banking/ Financial services	1,311
Biotechnology/ Life Sciences	146
Business Services/ Consulting	874
Construction	1,603
Distribution & Delivery	146
Education, Training, Library	4,517
Electronics	729
Engineering	3,497
Entertainment, Movies & Media	0
Food, Beverages & Tobacco	729
Healthcare	874
Hospitality/ Hotels/ Restaurants	437
Information Technology	2,186
Insurance	583
Internet/ E-Commerce	146
Manufacturing/ Production	5,683
Marketing/ Advertising	0
Pharmaceuticals	291
Real Estate	874
Retail	874
Telecommunications	146
Transportation, Logistics	1,311
Travel and Tourism	291
Utilities, Energy, Water	291
Wholesale/ Trade	583

MALAYSIA: 13,655

Sector

Private (for-profit) Organization	7,762
Public Organization	5,039
Non-profit Organization	853

Decision Makers

ITDMs	4,565
BDMs	4,976
HRDMs	176
FDMs	1,881
IT-PDMs	59
nonIT-PDMs	1,940
Marketing DMs	59

Job Role/ Level/ Title

C-Level Executives	1,608
High-Level Executives (Director+)	2,105
Mid-Level (Managers +)	4,795
Small Business Owners	5,146

Company Size

Small (1-99)	6,998
Medium (100-999)	3,858
Larger (1,000+)	2,799

Company Revenue

Less than 100K	5,595
100-500K	1,132
500K-1M	1,132
1-5M	1,665
5-10M	466
10-50M	1,132
50-100M	533

Top Professionals

Teachers	1,742
Accountants	801
Engineers	4,459
Auto Mechanics/Repairers	557
Computer Engineers	3,344
Entrepreneurs	941
Farmers	35
Hoteliers	557
Nurses	1,219

Industry

Accounting, auditing, payroll, tax	408
Agriculture/ Forestry/ Fishing	102
Airlines	87
Automotive	452
Banking/ Financial services	816
Business Services/ Consulting	641
Construction	1,414
Education, Training, Library	1,078
Electronics	189
Engineering	758
Entertainment, Movies & Media	233
Food, Beverages & Tobacco	539
Healthcare	1,530
Hospitality/ Hotels/ Restaurants	568
Industrial & Architecture Design/ Interior Design	44
Information Technology	1,428
Manufacturing/ Production	1,195
Marketing/ Advertising	233
Pharmaceuticals	102
Retail	1,428
Transportation, Logistics	408

HONG KONG: 7,214



Sector

Private (for-profit) Organization	4,591
Public Organization	2,623
Non-profit Organization	0

Job Role/ Level/ Title

C-Level Executives	902
High-Level Executives (Director+)	2,104
Mid-Level (Managers +)	2,104
Small Business Owners	2,104

Decision Makers

ITDMs	2,705
BDMs	2,405
HRDMs	601
FDMs	1,503
Marketing DMs	0

Company Size

Small (1-99)	1,665
Medium (100-999)	2,775
Larger (1,000+)	2,775

THAILAND: 9,599



Sector

Private (for-profit) Organization	6,582
Public Organization	1,646
Non-profit Organization	1,371

Job Role/ Level/ Title

C-Level Executives	1,600
High-Level Executives (Director+)	1,866
Mid-Level (Managers +)	2,666
Small Business Owners	3,466

Decision Makers

ITDMs	3,330
BDMs	4,897
HRDMs	196
FDMs	1,175
Marketing DMs	0

Company Size

Small (1-99)	3,200
Medium (100-999)	4,072
Larger (1,000+)	2,327

INDONESIA:13,383

Sector

Private (for-profit) Organization	9,741
Public Organization	2,655
Non-profit Organization	988

Decision Makers

ITDMs	4,960
BDMs	5,882
HRDMs	232
FDMs	2,049
Marketing DMs	260

Job Role/ Level/ Title

C-Level Executives	1,253
High-Level Executives (Director+)	2,388
Mid-Level (Managers +)	4,620
Small Business Owners	5,123

Company Size

Small (1-99)	7,070
Medium (100-999)	3,763
Larger (1,000+)	2,551

Top Professionals

Teachers	1,112
Accountants	5,226
Engineers	1,801
HVAC Pros	0
Drivers	759
Architects	353
Auto Mechanics/Repairers	900
Chartered Accountant	282
Computer Engineers	583
Entrepreneurs	1,854
Farmers	512
VAR's	0

Company Revenue

Less than 100K	6,546
100-500K	1,144
500K-1M	1,290
1-5M	1,655
5-10M	730
10-50M	1,192
500M-1B	827

Industry

Accounting, auditing, payroll, tax	398
Agriculture/ Forestry/ Fishing	882
Automotive	1,243
Banking/ Financial services	808
Biotechnology/ Life Sciences	75
Business Services/ Consulting	348
Chemicals & Plastics	211
Construction	1,193
Distribution & Delivery	311
Education, Training, Library	1,007
Electronics	336
Engineering	373
Entertainment, Movies & Media	286
Food, Beverages & Tobacco	1,118
Healthcare	410
Hospitality/ Hotels/ Restaurants	385
Industrial & Architecture Design/ Interior Design	62
Information Technology	373
Internet/ E-Commerce	273
Manufacturing/ Production	1,255
Marketing/ Advertising	298
Mining & Quarrying	62
Retail	522
Transportation, Logistics	522
Wholesale/ Trade	634

JAPAN: 9,590



Sector

Private (for-profit) Organization	9,590
Public Organization	0
Non-profit Organization	0

Job Role/ Level/ Title

C-Level Executives	0
High-Level Executives (Director+)	1,918
Mid-Level (Managers +)	3,836
Small Business Owners	3,836

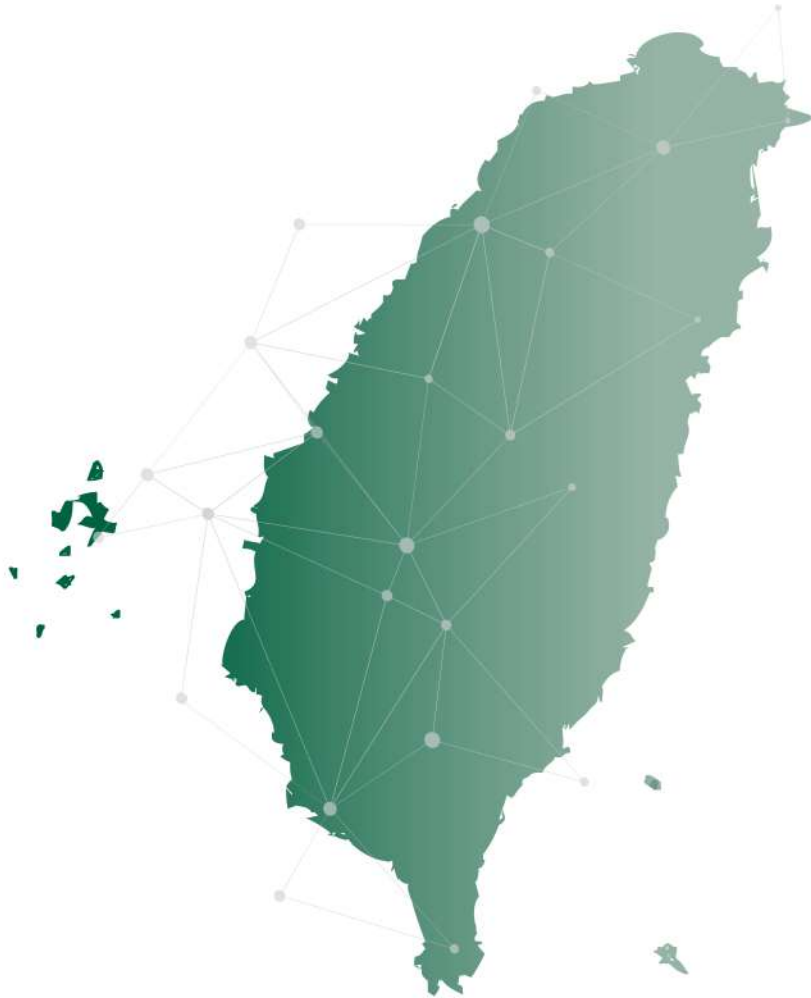
Decision Makers

ITDMs	3,197
BDMs	6,393
HRDMs	0
FDMs	0
Marketing DMs	0

Company Size

Small (1-99)	0
Medium (100-999)	0
Larger (1,000+)	9,590

TAIWAN: 7,143



Sector

Private (for-profit) Organization	2,857
Public Organization	4,286
Non-profit Organization	0

Job Role/ Level/ Title

C-Level Executives	0
High-Level Executives (Director+)	2,381
Mid-Level (Managers +)	2,381
Small Business Owners	2,381

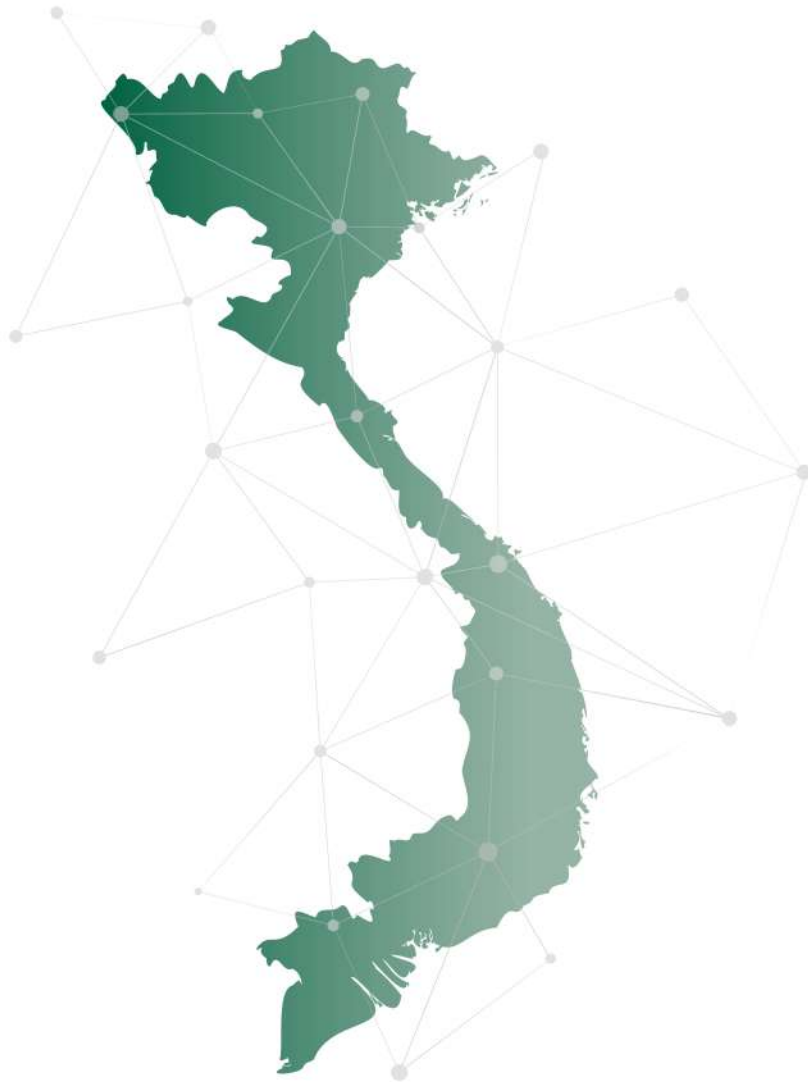
Decision Makers

ITDMs	2,857
BDMs	2,857
HRDMs	714
FDMs	714
Marketing DMs	0

Company Size

Small (1-99)	3,572
Medium (100-999)	1,786
Larger (1,000+)	1,786

VIETNAM: 9,977



Sector

Private (for-profit) Organization	6,368
Public Organization	3,396
Non-profit Organization	212

Job Role/ Level/ Title

C-Level Executives	868
High-Level Executives (Director+)	1,735
Mid-Level (Managers +)	3,615
Small Business Owners	3,759

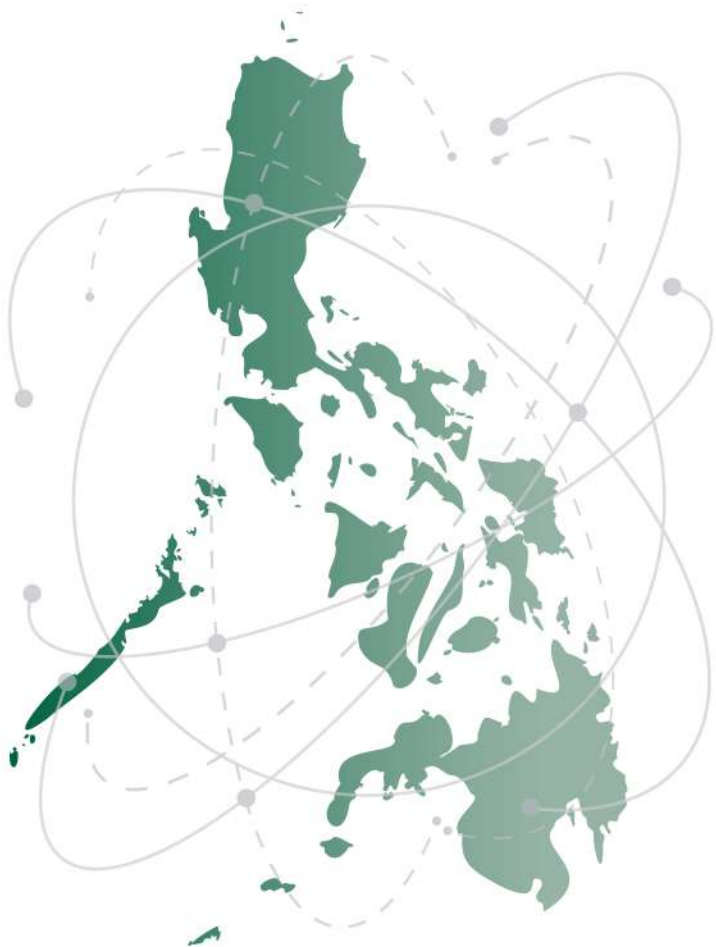
Decision Makers

ITDMs	3,741
BDMs	4,082
HRDMs	340
FDMs	1,701
Marketing DMs	113

Company Size

Small (1-99)	3,248
Medium (100-999)	4,176
Larger (1,000+)	2,552

PHILIPPINES: 7,223



Sector

Private (for-profit) Organization	4,404
Public Organization	2,349
Non-profit Organization	470

Job Role/ Level/ Title

C-Level Executives	512
High-Level Executives (Director+)	1,383
Mid-Level (Managers +)	2,510
Small Business Owners	2,817

Decision Makers

ITDMs	2,599
BDMs	2,903
HRDMs	34
FDMs	1,485
Marketing DMs	203

Company Size

Small (1-99)	2,787
Medium (100-999)	2,446
Larger (1,000+)	1,991

SOUTH KOREA: 3,010



Sector

Private (for-profit) Organization	4,404
Public Organization	2,349
Non-profit Organization	470

Job Role/ Level/ Title

C-Level Executives	512
High-Level Executives (Director+)	1,383
Mid-Level (Managers +)	2,510
Small Business Owners	2,817

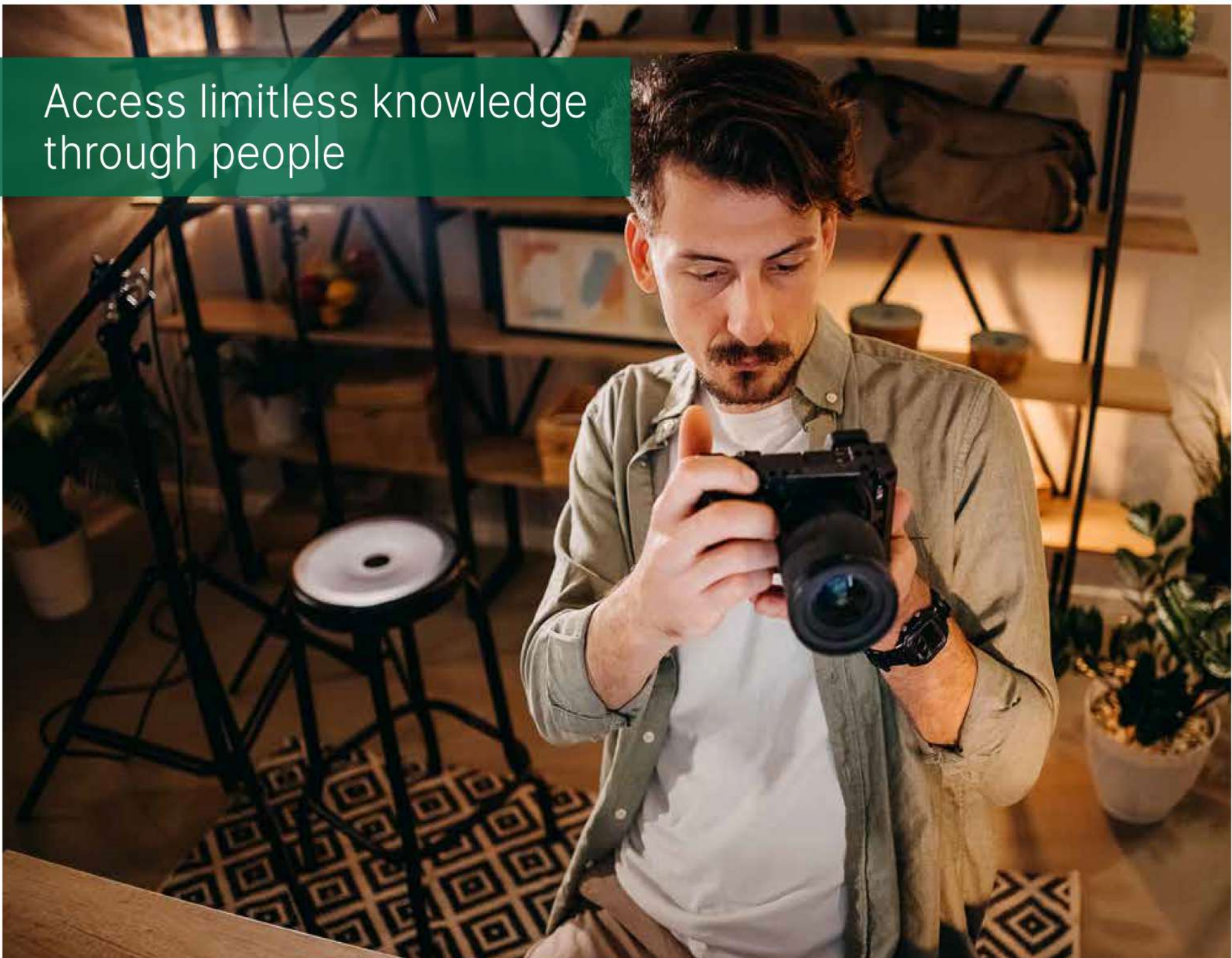
Decision Makers

ITDMs	0
BDMs	3,010
HRDMs	0
FDMs	0
Marketing DMs	0

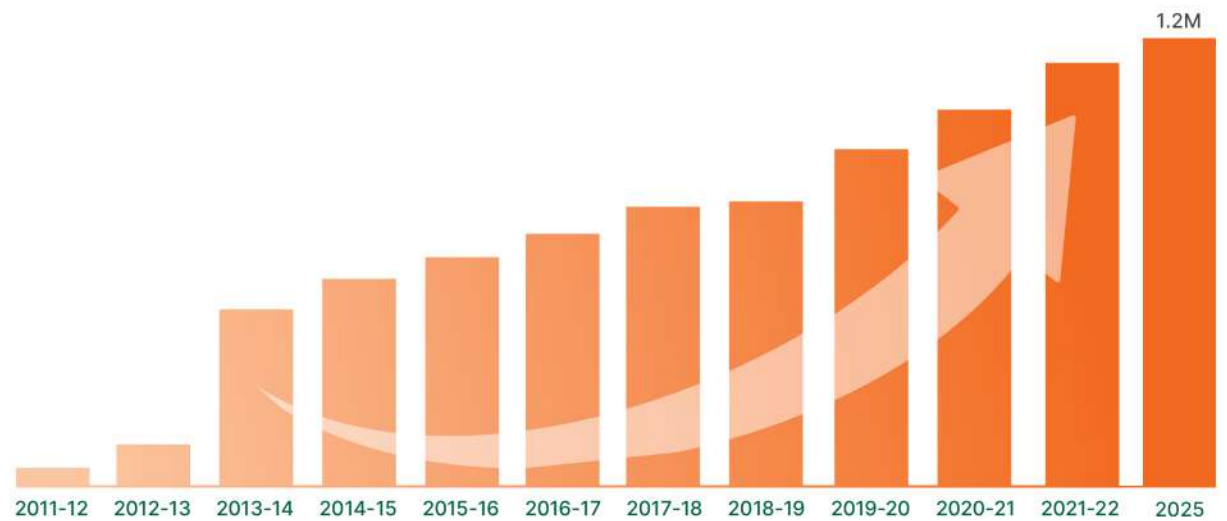
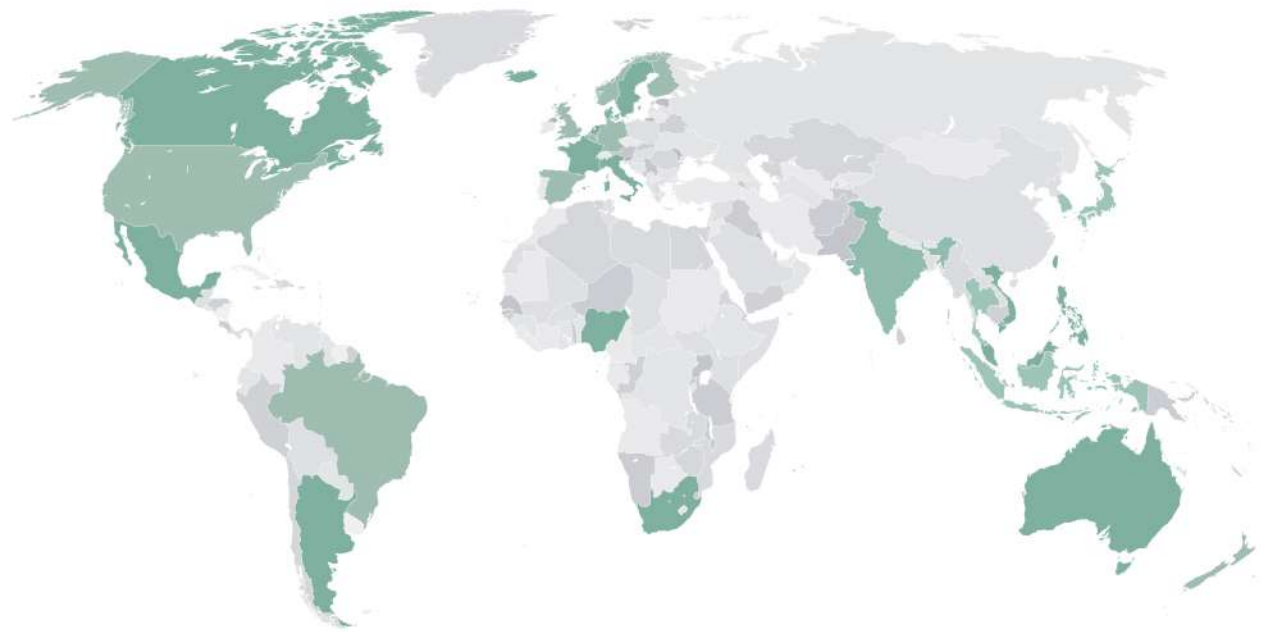
Company Size

Small (1-99)	3,010
Medium (100-999)	0
Larger (1,000+)	0

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through people



PANEL SIZE: 12,32,091





Thank you!

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