India B2C panel Book 2025

IRB
Accurate | Prime | Quick

We are IRB

We hold and maintain a panel of 2.7 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

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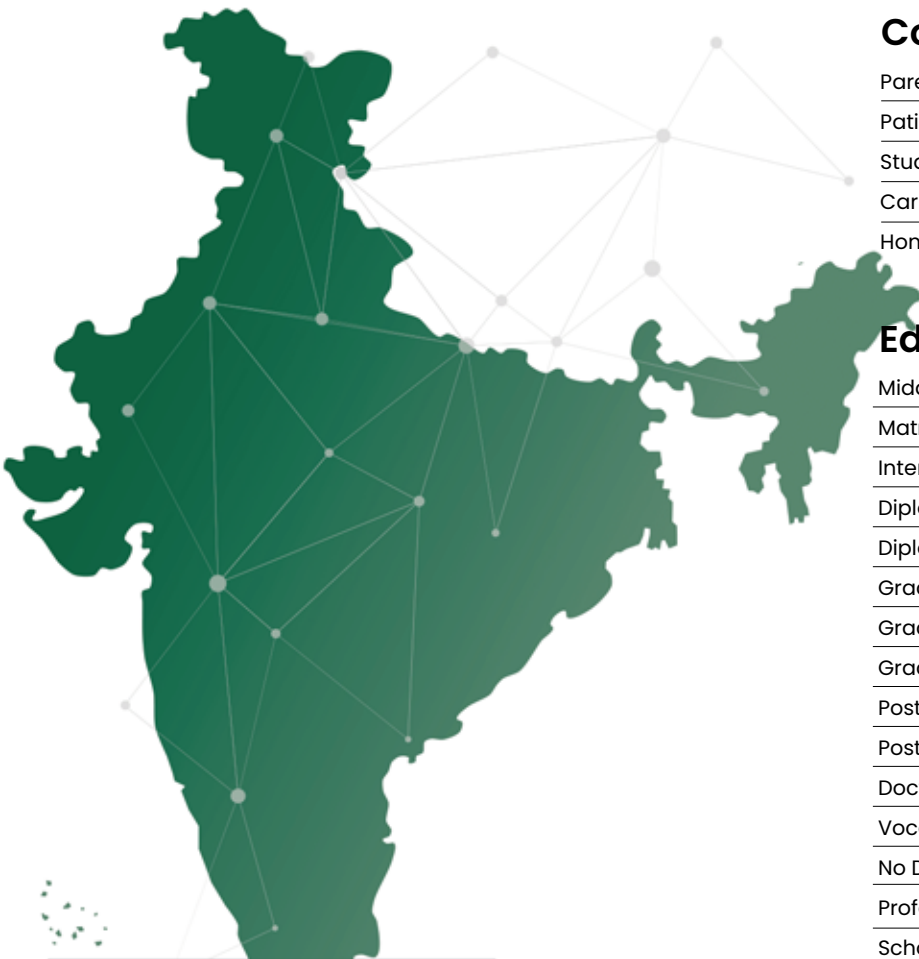- Food & Beverages
- Hobbies
- Sports & Games
- Media & Entertainment

Automotive
- Vehicle Ownerships
- Make & Model
- Purchase DMs

Understand the Indian market with ease

INDIA: 5,79,336
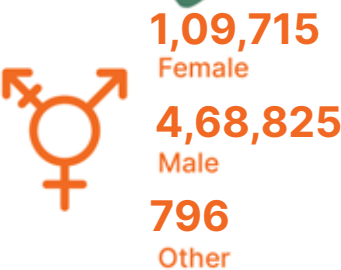
Consumer Speciality

Parents	49,562
Patients	79,172
Students	1,52,002
Car Owners	1,37,816
Home Owners	1,60,873

Education

Middle School	47,857
Matriculation (10th)	39,581
Intermediate (12th)	1,24,921
Diploma (ITI)	24,976
Diploma (Polytechnic)	19,055
Graduate 3-years college (Pass)	85,501
Graduate 3-years college (Hons)	48,420
Graduate 4 years	59,979
Postgraduate Diploma	11,586
Postgraduate/Masters Degree	64,684
Doctoral (Ph.D)	14,036
Vocational Courses	2,267
No Degree	12,745
Professional Courses	16,884
School upto 4 years	6,844

Employment Status

Full-time employed	1,98,711
Part-time employed	69,700
Self-employed/Independent Professional/Contractor	58,145
Between Jobs/Searching for a Job	38,405
Housewife/Homemaker	30,737
Military/Defence Services	3,300
Student	1,74,090
Retired	6,248

Household Income

Less than 50,000	1,78,484
₹50,000–₹99,999	78,088
₹1,00,000–₹1,99,999	64,207
₹2,00,000–₹4,99,999	67,114
₹5,00,000–₹7,49,999	47,828
₹7,50,000–₹9,99,999	27,646
₹10,00,000–₹14,99,999	27,540
₹15,00,000–₹19,99,999	18,122
₹20,00,000–₹49,99,999	18,447
₹50,00,000–₹99,99,999	6,247
₹1,00,00,000–₹4,99,99,999	6,050
₹5,00,00,000+	5,333
Do not know	17,408
Prefer not to say	16,822

Gender Distribution

1,09,715 Female

4,68,825 Male

796 Other

Age Range

13-17	18-24	25-34	35-44	45-54	55-64	65 and above
27,912	2,85,212	1,73,519	62,433	21,929	5,827	2,504

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Car Owners

One car	72,138
Two cars	29,154
Three cars	15,803
Four cars	11,329
Five or more cars	9,392

Investment Products

Mutual Fund	12,974
Real Estate	6,248
Stocks	12,895
Bonds	3,224
Money Market Account	6,739
CDs	4,113

Travels in 12 months

1-5 travels	45,728
6-12 travels	11,090
13-19 travels	5,572
20 more more travels	3,237

Air Travelers

Domestic travelers	2,33,097
international travelers	58,782

Medical Conditions

Arthritis	4,431
Asthma	22,857
Cancer	3,078
Diabetes	15,946
Digestive conditions	4,073
Epilepsy	716
Flu (Influenza)	3,874
Heart/Blood Disease	2,720
Hepatitis	610
Kidney Disease	1,274
Stroke	305
Tuberculosis(TB)	2,335

Marital Status

Single/Never Married	3,94,106
Married	1,41,334
Engaged	15,136
Widowed	8,901
Divorced	5,439
Separated	5,545
Living with partner	8,875

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Tier-I

Ahmedabad	4,192
Bangalore	7,548
Chennai	11,515
Delhi	35,924
Hyderabad	11,767
Kolkata	19,156
Mumbai	25,258
Pune	7,495

Tier-II

Agra	2,826
Ajmer	929
Aligarh	1,817
Allahabad	796
Amaravati	597
Amritsar	982
Asansol	862
Aurangabad(Maharashtra)	1,046
Bareilly	1,340
Belgaum	305
Bhavnagar	650
Bhiwani	491
Bhopal	2,423
Bhubaneswar	3,011
Bikaner	903
Chandigarh	1,605
Coimbatore	1167
Cuttack	1,631
Dehradun	1,406

Dhanbad	2494
Durg	398
Erode	358
Faridabad	2,865
Ghaziabad	2,785
Gorakhpur	2,069
Gulbarga	279
Guntur	796
Gurgaon	2,308
Guwahati	2,454
Gwalior	1,910
Indore	3,887
Jabalpur	1,327
Jaipur	9,008
Jalandhar	968
Jammu	1,287
Jamnagar	358
Jhansi	1,088
Jodhpur	1,618
Kakinada	544
Kanpur	4,378
Kolhapur	597
Kota	2,004
Kottayam	557
Kurnool	730
Lucknow	7,999
Ludhiana	1,512
Madurai	743

Malegaon	80
Mangalore	252
Meerut	1,500
Moradabad	1,088
Mysore	610
Nagaur	3,330
Nasik	1,990
Nellore	624
Patna	7,429
Pondicherry	133
Raipur	1,433
Rajahmundry	305
Rajkot	955
Ranchi	3,038
Salem	570
Sangli	318
Secunderabad	252
Solapur	862
Srinagar	1,406
Surat	3,728
Tiruchirapalli	159
Tirupur	265
Trivandrum	584
Ujjain	504
Vadodara	1,672
Varanasi	3,290
Vijayawada	66
Visakhapatnam	371
Warangal	769

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NCCS

A (A1–A3)	2,51,536
B (B1–B2)	76,460
C (C1–C2)	42,530
D (D1–D2)	1,11,103
E (E1–E2)	97,707

States of India

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%

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