

Global B2C Panel Book 2026



Internet Research Bureau

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

Quality in 5D: A Smarter Approach to Research Excellence

At IRB, we follow a powerful 5D approach to quality—a framework designed to deliver accurate, ethical, and high-impact insights. By combining AI, Human Expertise, User Experience, Innovation, and Ethics, we ensure every stage of our research is optimized for excellence.

Our 5D Framework

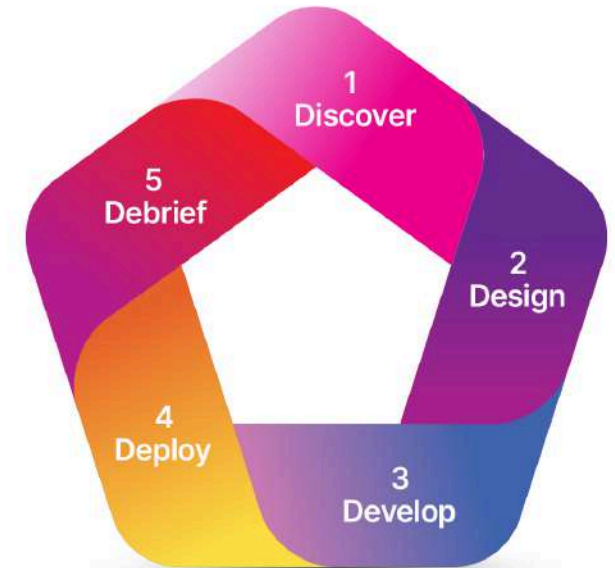
AI (Artificial Intelligence) We leverage advanced algorithms for precise data collection, smarter targeting, and faster, more accurate analysis.

HE (Human Expertise) Our experts bring critical thinking and real-world understanding, ensuring insights are meaningful and actionable.

UX (User Experience) We design seamless and engaging experiences to improve respondent participation and data quality.

I (Innovation) We continuously adopt cutting-edge technologies and methodologies to stay ahead in the evolving research landscape.

E (Ethics) We uphold the highest standards of ethical practices, ensuring transparency, trust, and responsible data handling.



What Makes IRB Different?

At IRB, every phase of our process is strengthened by this five-dimensional commitment to quality. From ethical respondent recruitment to post-fieldwork validation, we ensure every insight is built on a reliable, innovative, and future-ready foundation.

Our Methodology

2 Core Dimensions of Our Research Methodology

- P.E.E.P - Panel Engagement & Elimination Process
- K.Y.R - Know Your Respondents Technology

PROPRIETARY TECHNOLOGY	THIRD PARTY TECHNOLOGY
<ul style="list-style-type: none"> • DnR (Detect & Reject – using Digital fingerprinting technologies) 	<ul style="list-style-type: none"> • Digital Finger Printing (Third Party API)
<ul style="list-style-type: none"> • IVS (Identity Verification score) 	<ul style="list-style-type: none"> • Advanced Proxy/VPN Detection Technique
<ul style="list-style-type: none"> • SBS (Survey behaviour score) 	<ul style="list-style-type: none"> • Bot Detection (Third Party API + Honeypot Captcha)
<ul style="list-style-type: none"> • Customised and category Red-herring Check 	<ul style="list-style-type: none"> • Duplicate IP, Geo IP & Cookies Tracking
<ul style="list-style-type: none"> • Real-Time Response Logical Relevance check 	<ul style="list-style-type: none"> • Blacklisted Domain & Email Detection (Third Party)
<ul style="list-style-type: none"> • Bad Open-end Flagging (In Progress) 	

Where Qualitative Depth Meets Quantitative Scale

We have seen steady growth, with no mergers, acquisitions or subcontractors, with proprietary technology including our own programming platform, with panel assets and an in-house CATI team. IRB offers industry-leading research panels in 28 markets, giving access to 1.5m business decision-makers.



North America

- United States
- Canada
- Mexico

Europe

- United Kingdom
- France
- Germany
- Italy
- Spain
- Netherlands
- Portugal
- Switzerland
- Poland

Latin America & Africa

- Brazil
- Argentina
- South Africa
- Nigeria

APAC

- India
- Singapore
- Australia
- Malaysia
- Hong Kong
- Philippines
- Taiwan
- Indonesia
- Thailand
- Vietnam
- Japan
- South Korea

North America: 6,02,789

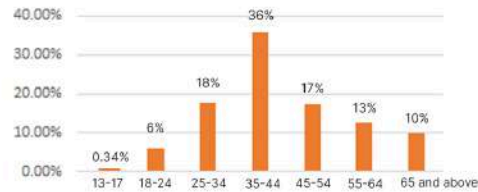


United States: **4,81,898**

Gender Distribution



Age Range



Consumer Specialty

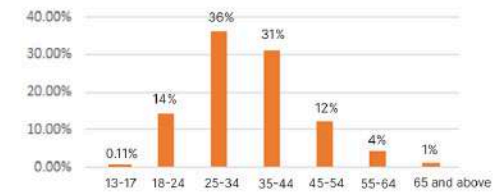


Mexico: **48,530**

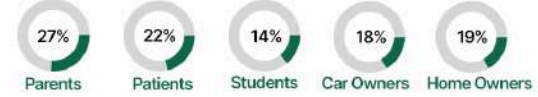
Gender Distribution



Age Range



Consumer Specialty

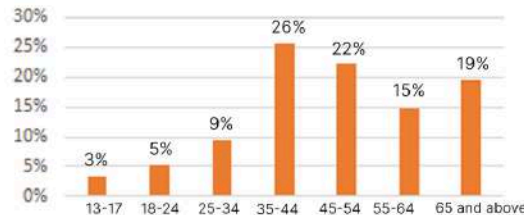


Canada: **8,791**

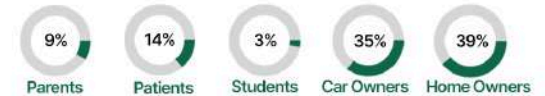
Gender Distribution



Age Range



Consumer Specialty



Europe: 8,37,282

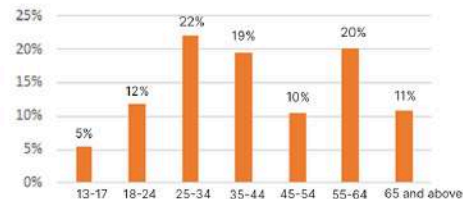


United Kingdom: 2,17,742

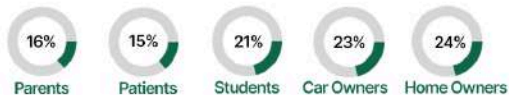
Gender Distribution



Age Range



Consumer Specialty

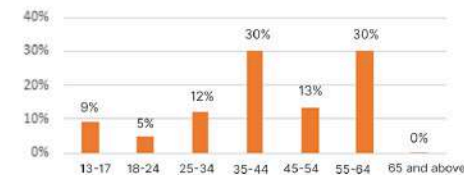


France: 1,43,486

Gender Distribution



Age Range



Consumer Specialty

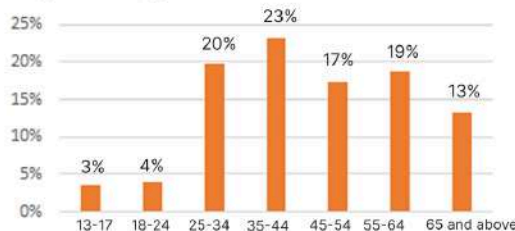


Germany: 91,704

Gender Distribution



Age Range



Consumer Specialty



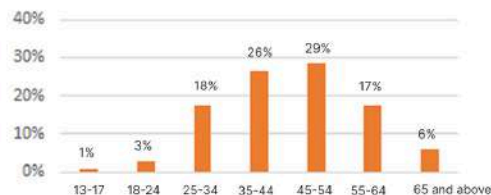
Europe: Continued

 Italy: **1,37,579**

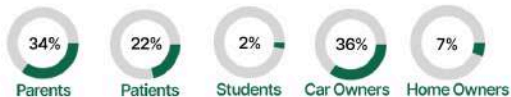
Gender Distribution



Age Range



Consumer Specialty

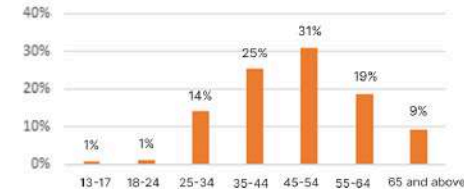


 Spain: **1,09,678**

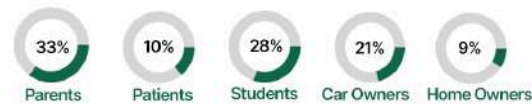
Gender Distribution



Age Range



Consumer Specialty

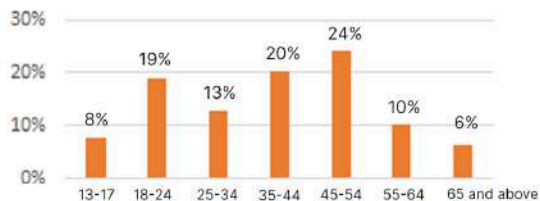


 Netherlands: **35,853**

Gender Distribution



Age Range



Consumer Specialty



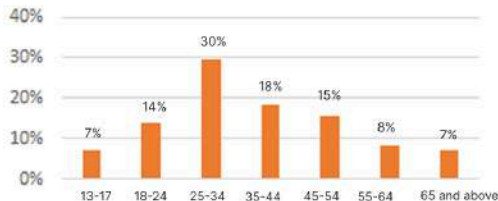


Portugal: **46,054**

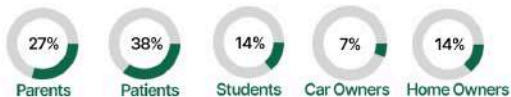
Gender Distribution



Age Range



Consumer Specialty

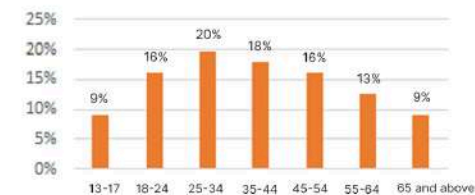


Switzerland: **33,423**

Gender Distribution



Age Range



Consumer Specialty

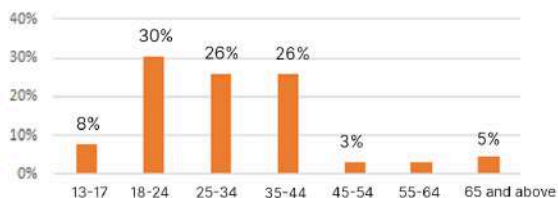


Poland: **21,763**

Gender Distribution



Age Range



Consumer Specialty



Latin America & Africa: 5,11,086

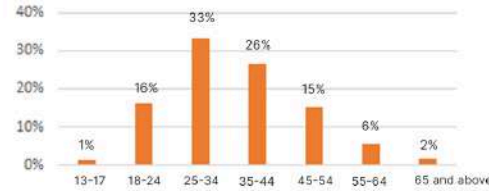


Brazil: **3,91,835**

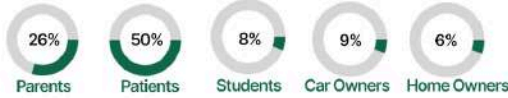
Gender Distribution



Age Range



Consumer Specialty

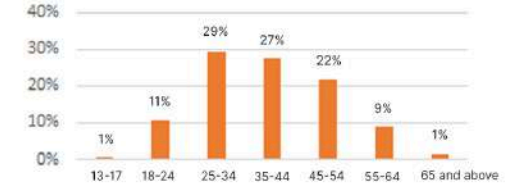


Argentina: **41,406**

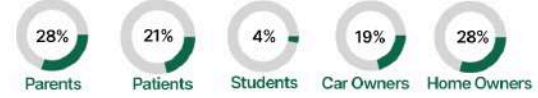
Gender Distribution



Age Range



Consumer Specialty

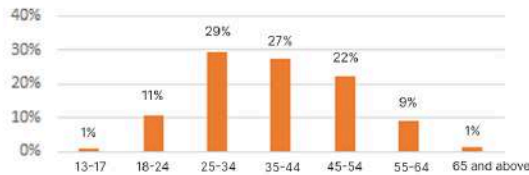


South Africa: **55,360**

Gender Distribution



Age Range



Consumer Specialty

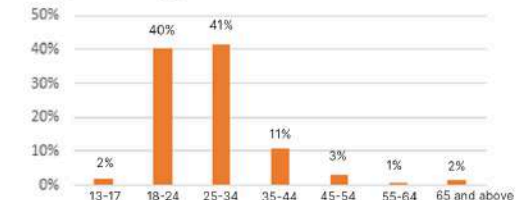


Nigeria: **22,485**

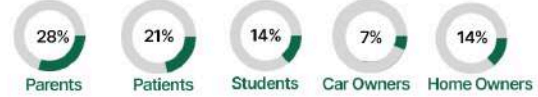
Gender Distribution



Age Range



Consumer Specialty



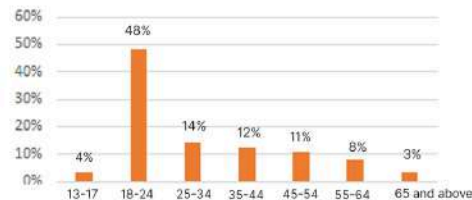


India: **6,48,856**

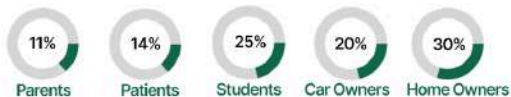
Gender Distribution



Age Range



Consumer Specialty

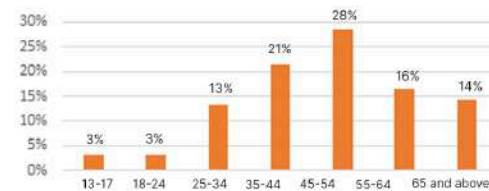


Singapore: **65,056**

Gender Distribution



Age Range



Consumer Specialty

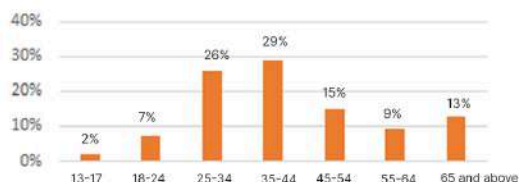


Australia: **69,715**

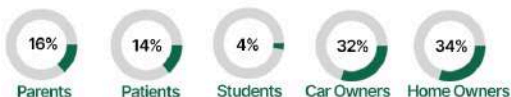
Gender Distribution



Age Range



Consumer Specialty

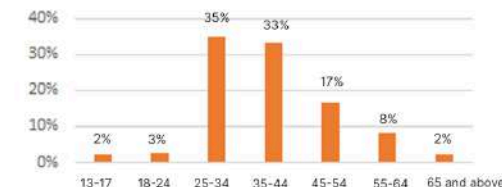


Malaysia: **35,540**

Gender Distribution



Age Range



Consumer Specialty



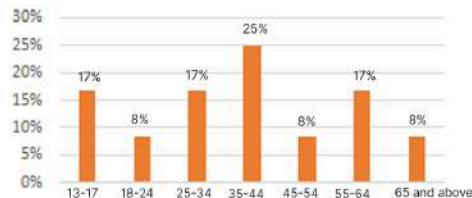


Hong Kong: **30,155**

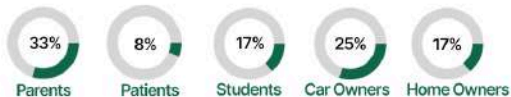
Gender Distribution



Age Range



Consumer Specialty

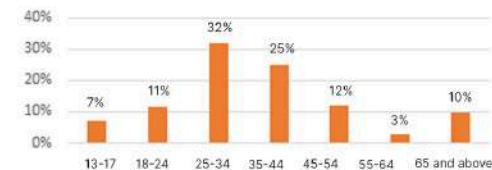


Philippines: **16,610**

Gender Distribution



Age Range



Consumer Specialty

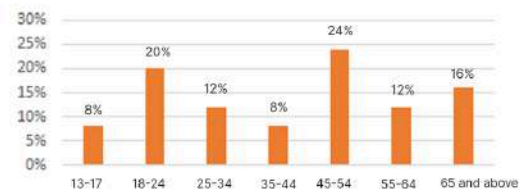


Taiwan: **26,771**

Gender Distribution



Age Range



Consumer Specialty

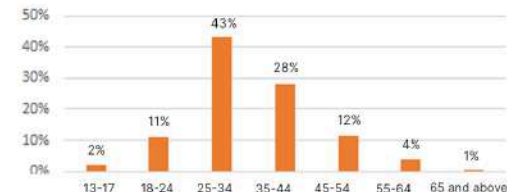


Indonesia: **48,371**

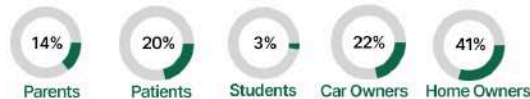
Gender Distribution



Age Range



Consumer Specialty



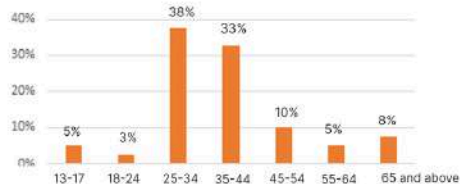


Thailand: **33,466**

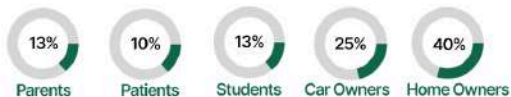
Gender Distribution



Age Range



Consumer Specialty

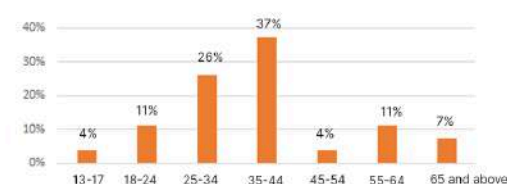


Vietnam: **42,936**

Gender Distribution



Age Range



Consumer Specialty

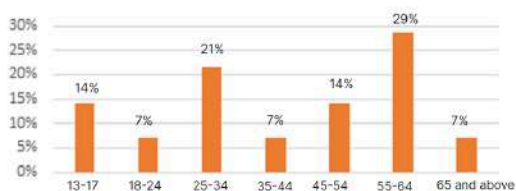


Japan: **27,054**

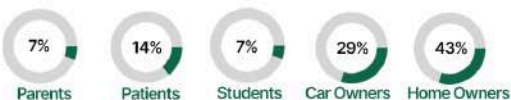
Gender Distribution



Age Range



Consumer Specialty

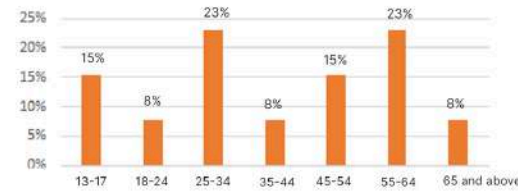


South Korea: **6,509**

Gender Distribution



Age Range



Consumer Specialty



Discover Your Next Big Insight With IRB!

**Got questions?
We got you covered.
Contact us today!**

