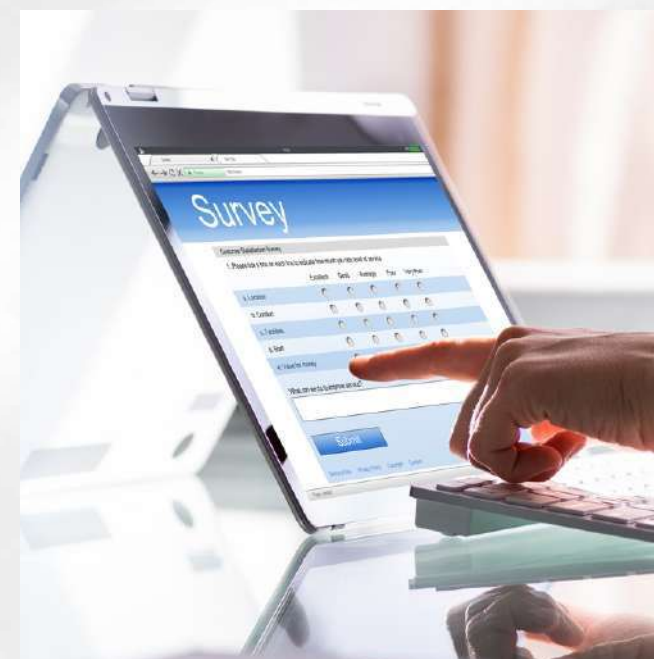
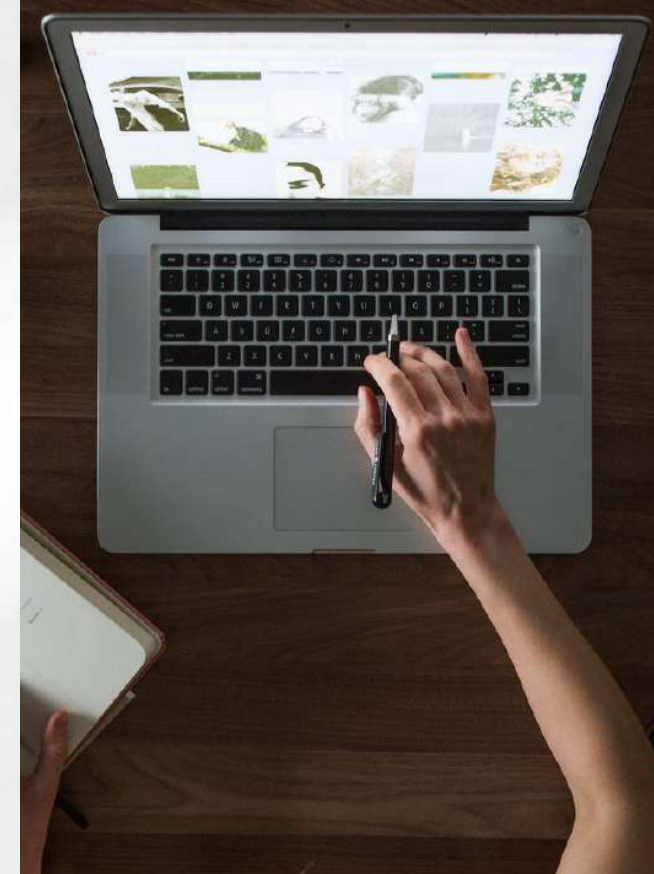




Panel Book

Unlock the power of insights with IER Solutions – your trusted global market research partner. We are dedicated to empowering your organization with confident decisions by seamlessly connecting human answers to your crucial business questions.



2024



Reliable Global Market Research Partner!

Let's find **Insights**,
that drives your **Business**.

A magnifying glass with a silver frame and a black handle is positioned over a dark grey background. The words "MARKET RESEARCH" are written in a bold, sans-serif font. "MARKET" is in green and "RESEARCH" is in yellow. The magnifying glass is centered over the text, making it appear larger and more prominent. An orange L-shaped graphic is in the top-left corner of the page.

**MARKET
RESEARCH**

About Us

IER Solutions is a Cutting-Edge Market research Firm

Renowned for its exceptional data collection services, catering to prominent research and consulting companies. Our relentless pursuit to excel in the market research industry, proficiency in over 60 languages, and tailor-made solutions have earned us the utmost trust and appreciation from our esteemed clients.

Why Choose Us



High-quality Data,



Drives accurate Insights.

IER Solutions offers a wide range of services, including infographics, scripting, telemarketing, content syndication, multi-geographical and multilingual studies, digital marketing, lead generation, and white-paper reporting. We prioritize uncompromising quality and have garnered accolades from clients worldwide, solidifying our position as a distinguished qualitative market research company.

Through our modern and specialized research and data outsourcing capabilities, we empower clients to make informed decisions for their business needs. At IER Solutions, security, simplicity, and speed drive our commitment to provide profound and insightful research based on domain expertise, exposure, and scientific methodologies, making us one of the top market research company in India.



Our Services

QUALITATIVE

Qualitative Research for Enhancing Business Strategies

Conducting real-time analysis of customer motivations, needs, and requirements through in-depth interviews, focus group discussions, and more.

Examining audio, video, and text data to gain deeper insights into customer behaviors.

Identifying market landscapes and evaluating prospects by leveraging in-depth data for better decision-making.



QUANTITATIVE

Quantitative Insights for Informed Decision-Making

As a leading market research company, we are committed to providing accurate and actionable quantitative data analysis services on a global scale. Our dedicated team of research experts meticulously examines the intricacies of the data to deliver high-quality reports that empower your business to make informed decisions and outperform competitors.



ONLINE RESEARCH

Online Research For Better Business

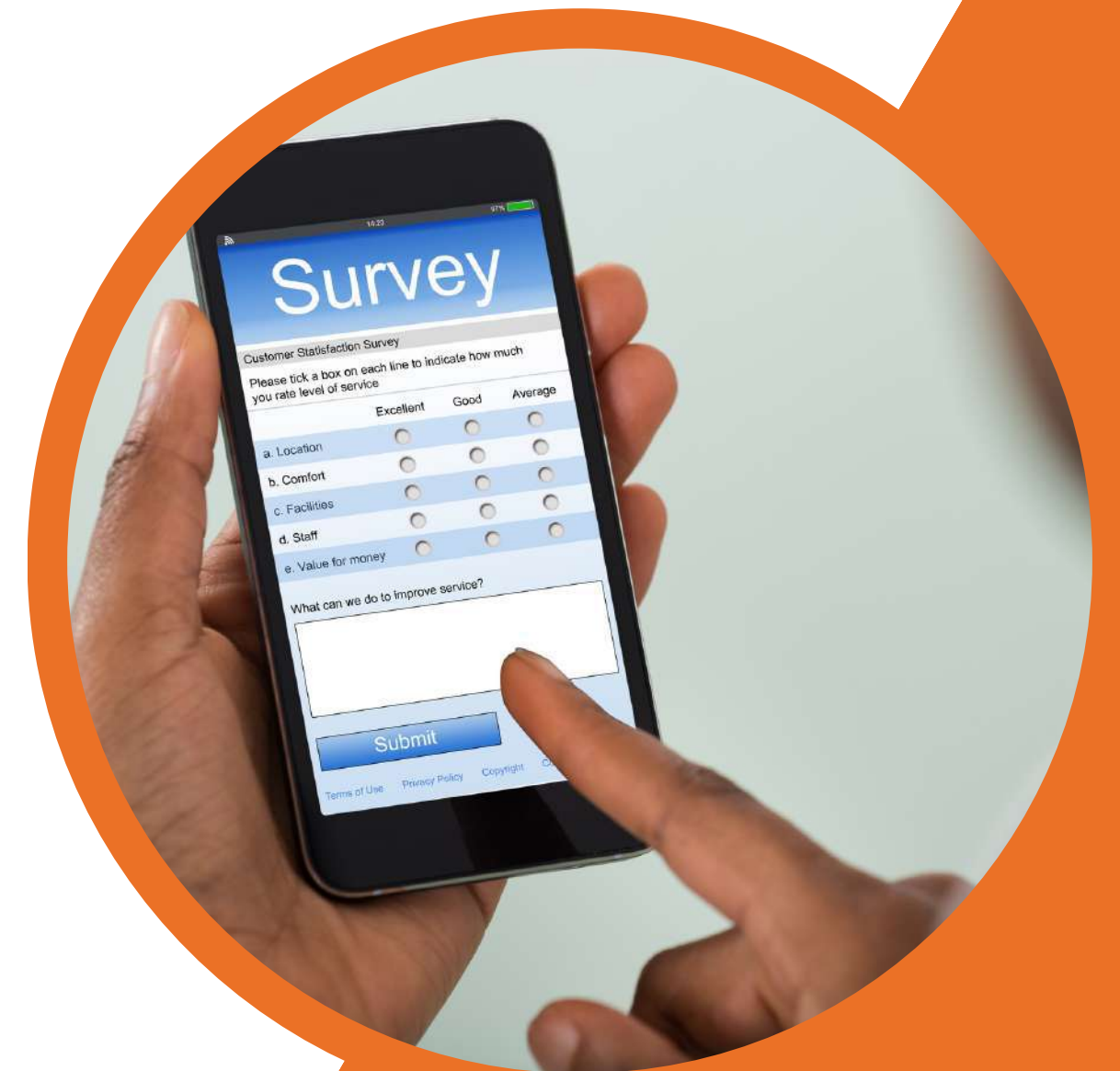
Online research is a research method that utilizes the internet to collect valuable information. It has replaced traditional pen-and-paper techniques and introduced various tools such as online surveys, polls, questionnaires, and focus groups. These methods enable businesses to conduct market research with minimal investment. Online research is used for product testing, audience targeting, database mining, and gauging customer satisfaction, among other purposes.



TELEPHONE SURVEYS

Efficient method of gathering data Ensuring Accuracy, Uniformity, and, Data Integrity.

Collect data by conducting telephone interviews and punching the responses.



BUSINESS RESEARCH

**Research for anything and everything.
Maximizing the Sales, Profiting the Business.**

Business research is a systematic process aimed at acquiring detailed information across all areas of a business to maximize its sales and profitability. By analyzing data and understanding customer needs and preferences, companies can identify the most profitable products or services. The research helps organizations make informed decisions and strategically allocate resources to enhance sales, profits, and market share.



ANALYTICS

OTHER SERVICES

Our range of additional services Crafts a niche for your online business.

Tailored design, expert survey creation, personalized support, and training - our range of additional services ensures your surveys bear your business's distinctive mark, reflecting your brand identity with custom branding, logo, colors, and fonts. From customer feedback forms to market research surveys, we provide a truly bespoke survey experience that sets you apart.





United States

Panel Counts:260000

AGE

<18	12%
18-24	30%
25-34	21%
35-44	14%
45-54	10%
55+	13%

HOUSEHOLD INCOME

Less than \$10,000	30.02%
\$10,000 to \$19,999	12.48%
\$20,000 to \$29,999	11.68%
\$30,000 to \$39,999	7.95%
\$40,000 to \$49,999	5.23%
\$50,000 to \$59,999	4.29%
\$60,000 to \$69,999	2.91%
\$70,000 to \$79,999	2.81%
\$80,000 to \$89,999	1.86%
\$90,000 to \$99,999	1.80%
\$100,000 to \$149,999	4.10%
\$150,000 to \$199,999	1.45%
\$250,000+	1.78%
Prefer not to answer	10.99%



ETHNICITY

White	55.39%
Black, or African American Indian or Alaska Native	19.75%
Asian	2.67%
Pacific Islander	4.95%
Some other race	1.43%
Prefer not to answer	7.37%
	8.44%



United States

EDUCATION LEVEL

Less than high school	20.13%
High school graduate	27.95%
Other post high school vocational training	4.90%
Some college - no degree	18.08%
Associates degree (AA, AS, AB)	7.85%
Bachelor's degree (BA, BS)	10.21%
Master's degree (MA, MS, MEng, MEd, MSW, MBA)	4.75%
Professional degree (MD, DDS, DVM, LLB, JD)	1.29%
Doctorate degree (PhD, EdD)	2.00%
None of the above	2.83%

EMPLOYMENT STATUS

Employed full-time	36.26%
Employed part-time	14.68%
Self-employed full-time	4.89%
Self-employed part-time	3.28%
Temporarily unemployed	6.00%
Full-time homemaker	4.00%
Retired	5.31%
Student	12.24%
Disabled	4.93%
Prefer not to answer	8.41%

Panel Counts:125000

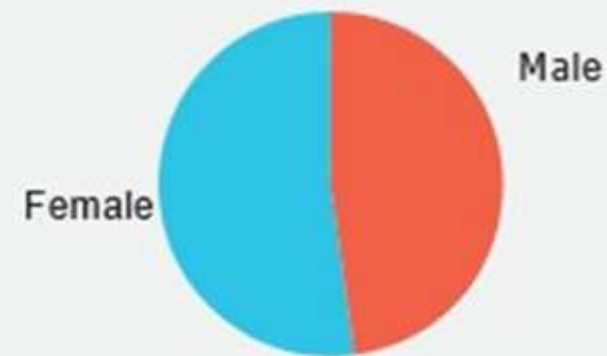
United Kingdom

AGE

<18	14%
18-24	32%
25-34	22%
35-44	13%
45-54	9%
55-99	10%

HOUSEHOLD INCOME

Less than 15,000	28.03%
15,000 to 24,999	22.11%
25,000 to 34,999	13.25%
35,000 to 44,999	8.40%
45,000 to 59,999	5.95%
60,000 to 84,999	4.17%
85,000 to 124,999	2.66%
125,000 to 149,999	0.56%
150,000 to 174,999	0.41%
175,000 and above	1.99%
Prefer not to answer	12.47%



Canada

AGE

<18	12%
18-24	28%
25-34	20%
35-44	14%
45-54	11%
55-99	15%

HOUSEHOLD INCOME

Less than C\$15,000	20.21%
C\$15,000 to C\$24,999	14.98%
C\$25,000 to C\$34,999	10.85%
C\$35,000 to C\$44,999	8.68%
C\$45,000 to C\$59,999	8.12%
C\$60,000 to C\$84,999	8.06%
C\$85,000 to C\$124,999	7.81%
C\$125,000 to C\$149,999	2.06%
C\$150,000 to C\$174,999	1.42%
C\$175,000 and above	3.37%
Prefer not to answer	14.45%

Female

Male

Panel Counts:140000

Panel Counts:306000

Canada

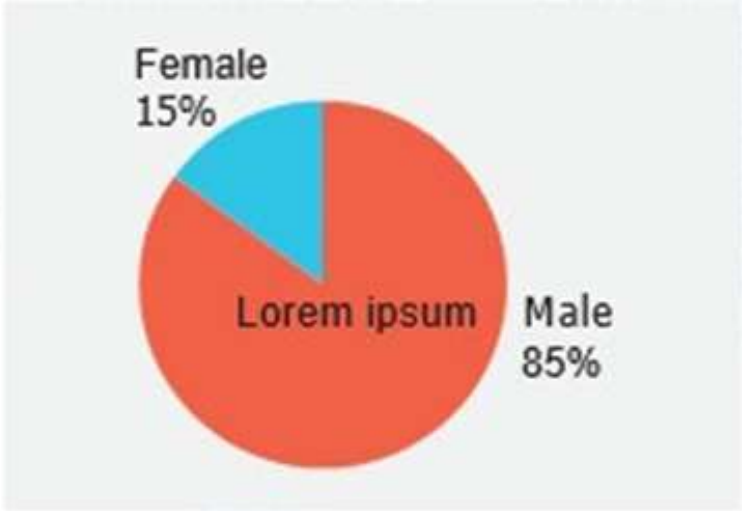
AGE		HOUSEHOLD INCOME	
<18	12%	Less than C\$15,000	20.21%
18-24	28%	C\$15,000 to C\$24,999	14.98%
25-34	20%	C\$25,000 to C\$34,999	10.85%
35-44	14%	C\$35,000 to C\$44,999	8.68%
45-54	11%	C\$45,000 to C\$59,999	8.12%
55-99	15%	C\$60,000 to C\$84,999	8.06%
		C\$85,000 to C\$124,999	7.81%
		C\$125,000 to C\$149,999	2.06%
		C\$150,000 to C\$174,999	1.42%
		C\$175,000 and above	3.37%
		Prefer not to answer	14.45%

Female	Male
--------	------

Panel Counts:375000

India

AGE	
<18	14%
18-24	53%
25-34	23%
35-44	6.3%
45-54	1.9%
55-99	1.8%



Panel Counts:164000

Australia

AGE

<18	15%
18-24	34%
25-34	20%
35-44	12%
45-54	8%
55-99	10%

HOUSEHOLD INCOME

Less than A\$15,000	24.30%
A\$15,000 to A\$24,999	14.53%
A\$25,000 to A\$34,999	8.25%
A\$35,000 to A\$44,999	6.46%
A\$45,000 to A\$59,999	6.85%
A\$60,000 to A\$84,999	6.71%
A\$85,000 to A\$124,999	7.24%
A\$125,000 to A\$149,999	2.26%
A\$150,000 to A\$174,999	1.68%
A\$175,000 and above	5.02%
Prefer not to answer	16.71%

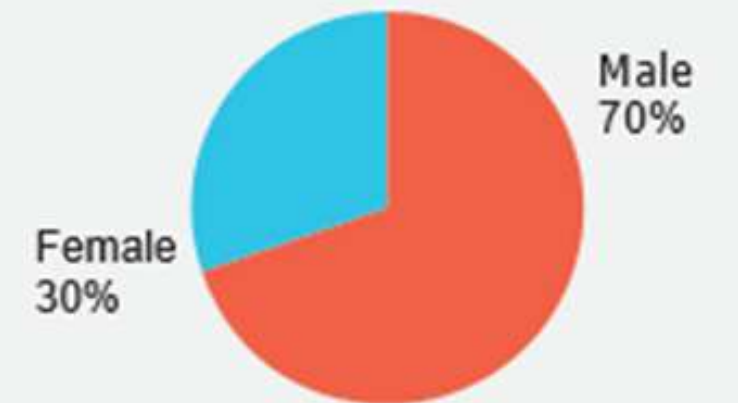
Female

Male
54%

Mexico

AGE

<18	21%
18-24	50%
25-34	18%
35-44	6%
45-54	2.5%
55-99	2.5%



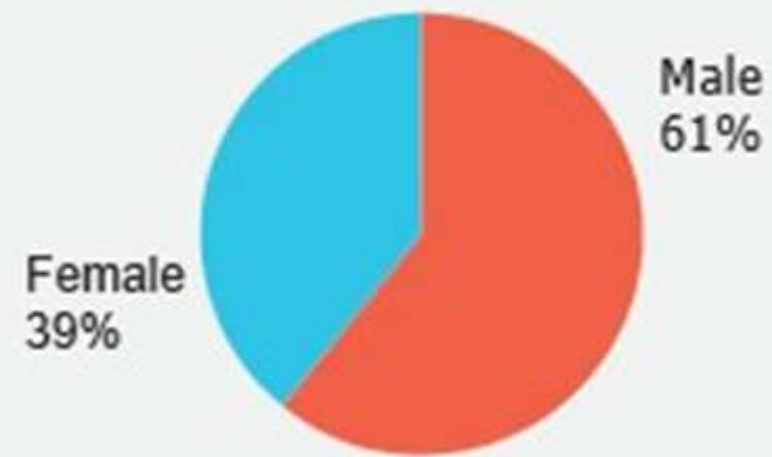
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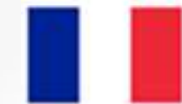
Germany

AGE

<18	13%
18-24	42%
25-34	24%
35-44	12%
45-54	5%
55-99	4%



Panel Counts:400000



France

AGE

<18	15%
18-24	41%
25-34	20%
35-44	11%
45-54	7%
55-99	6%



Panel Counts:336000

Panel Counts:146000

 **Spain**

AGE

<18	14%
18-24	45%
25-34	21%
35-44	12%
45-54	5.2%
55-99	3.6%



 **Philippines**

AGE

<18	12%
18-24	39%
25-34	31%
35-44	12%
45-54	4%
55-99	3%



Panel Counts:149000

Panel Counts:69500

 **China**

AGE

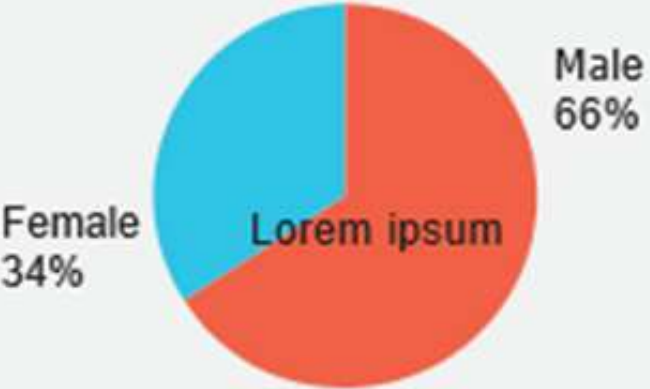
<18	20%
18-24	46%
25-34	24%
35-44	6.5%
45-54	1.3%
55-99	1.5%



 **Japan**

AGE

<18	29%
18-24	33%
25-34	18%
35-44	11%
45-54	5.5%
55-99	3.2%



Panel Counts:95000

Panel Counts:129000

 **Brazil**

AGE

<18	29%
18-24	44%
25-34	16%
35-44	6.5%
45-54	2.3%
55-99	2%



 **Italy**

AGE

<18	11%
18-24	35%
25-34	20%
35-44	14%
45-54	10%
55-99	8.9%

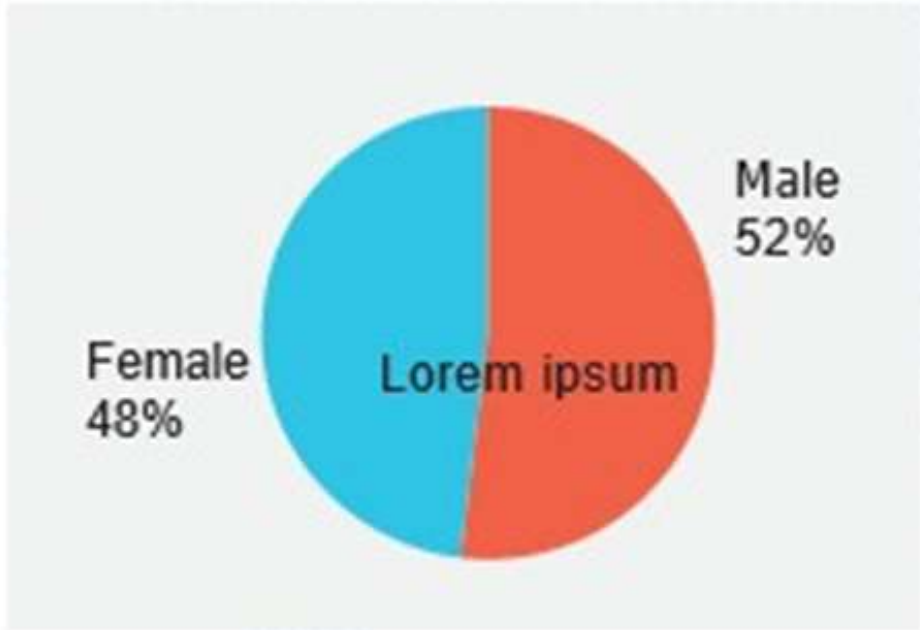


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Panel Counts:60000

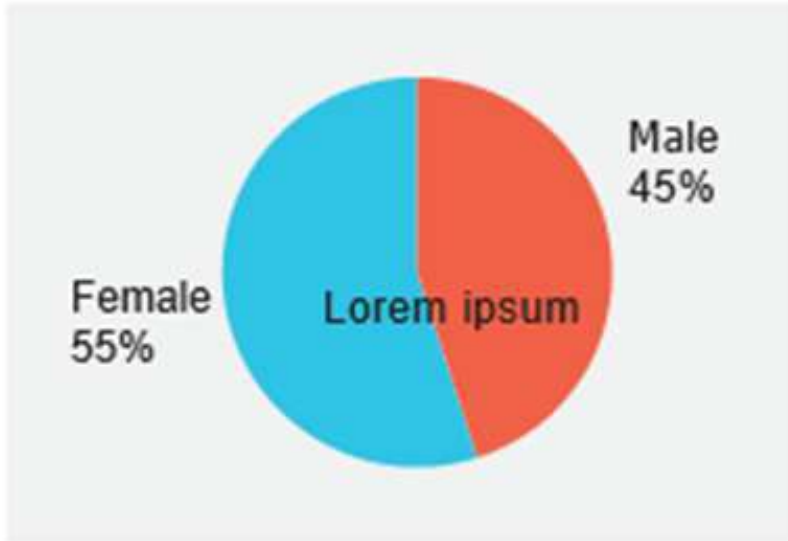
 **South Africa**

AGE	
<18	16%
18-24	39%
25-34	23%
35-44	11%
45-54	5.6%
55-99	5.2%



 **South Korea**

AGE	
<18	27%
18-24	35%
25-34	19%
35-44	9.6%
45-54	4.4%
55-99	4.4%



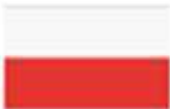
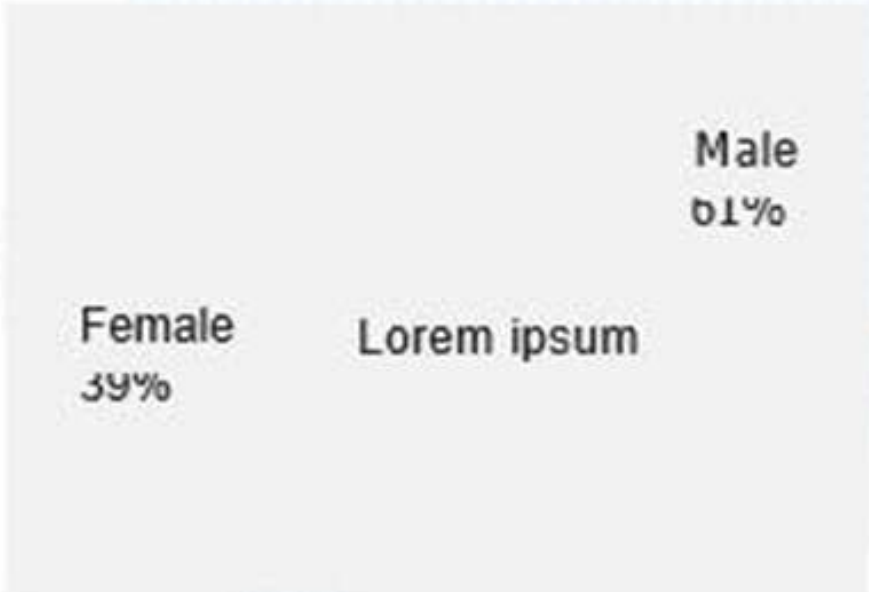
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Panel Counts:36000



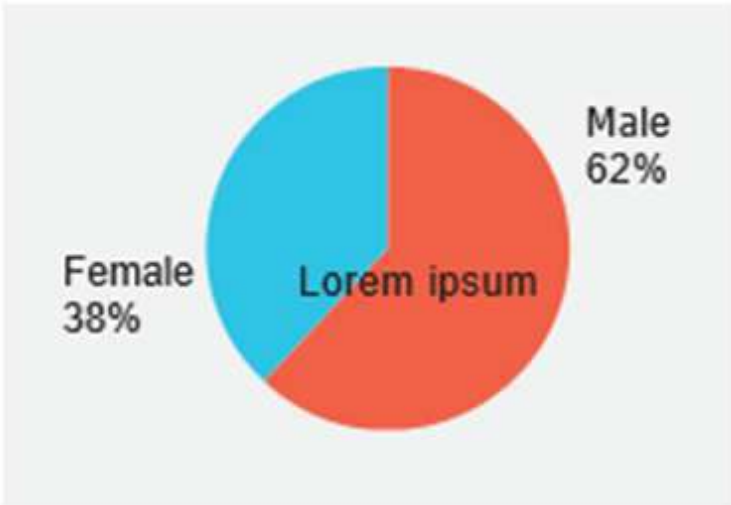
Singapore

AGE	
<18	16%
18-24	36%
25-34	26%
35-44	12%
45-54	5.3%
55-99	4.8%



Poland

AGE	
<18	13%
18-24	46%
25-34	23%
35-44	11%
45-54	4%
55-99	3.6%

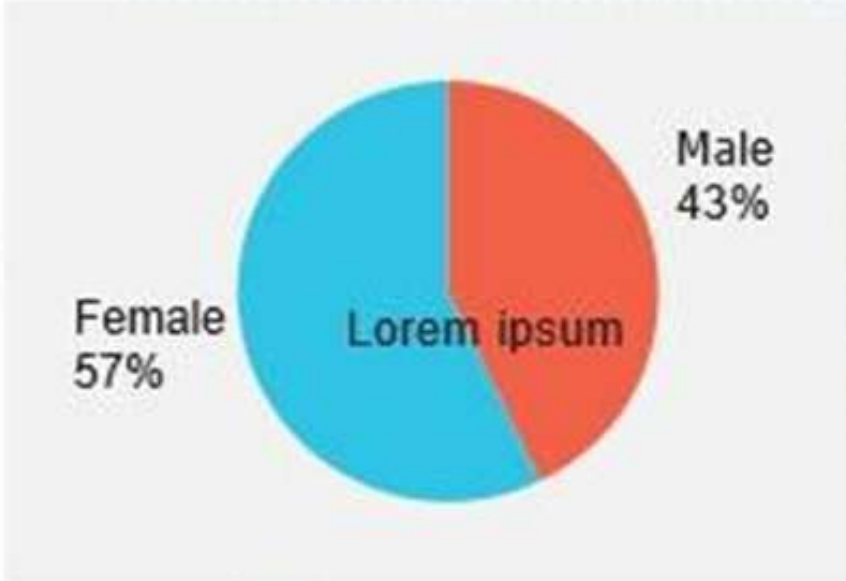


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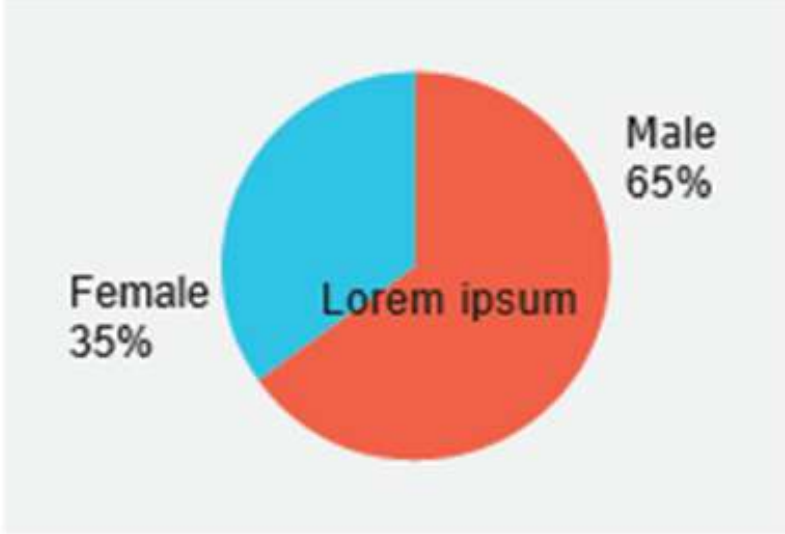
New Zealand

AGE	
<18	19%
18-24	32%
25-34	17%
35-44	11%
45-54	8.4%
55-99	12%



Hong Kong

AGE	
<18	16%
18-24	47%
25-34	25%
35-44	7.2%
45-54	2.1%
55-99	2.5%



Panel Counts:15000

Panel Counts:000

 **Sweden**

AGE

<18	25%
18-24	38%
25-34	18%
35-44	8.5%
45-54	4.7%
55-99	5.1%



 **Denmark**

AGE

<18	26%
18-24	39%
25-34	18%
35-44	8.3%
45-54	4.2%
55-99	4.3%

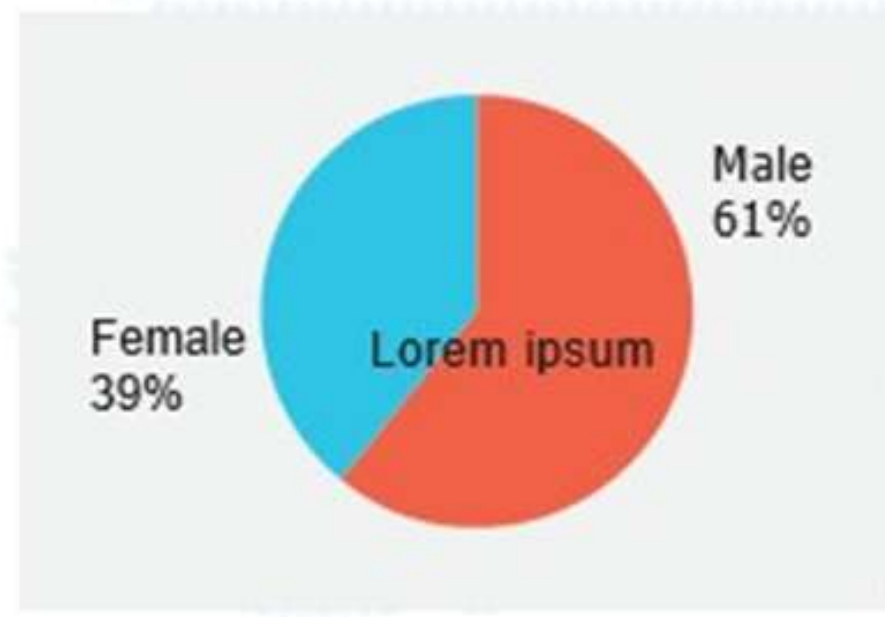


Panel Counts:17000

Panel Counts:9800

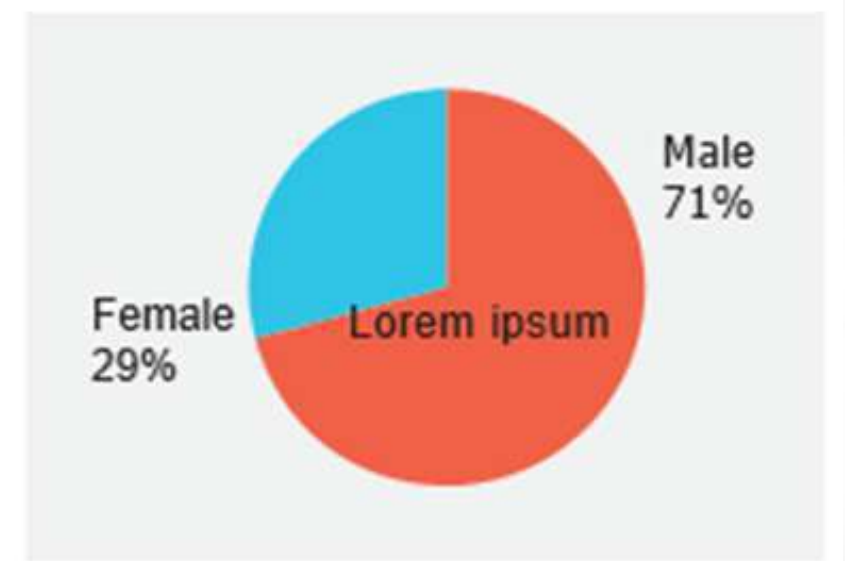
 **Norway**

AGE	
<18	24%
18-24	41%
25-34	18%
35-44	7.6%
45-54	4%
55-99	5.4%



 **Finland**

AGE	
<18	24%
18-24	44%
25-34	17%
35-44	6.9%
45-54	3%
55-99	5.4%



Panel Counts:11000



Thank You

Get in touch

Email:
connect@ier.solutions

Address:
U 73 DLF PHASE III Gurugram
Haryana 122010 INDIA