IER Market Research Solutions

2026

IER Panel Book

Relied upon by leading research teams worldwide.

6M+ Active Panellists

35+ Global Markets

Data Quality

IER

Trusted Research Solutions.

At IER Solutions, we provide rigorously validated, high-quality data that empowers businesses to make confident, evidence-based decisions. With our extensive global panel and unwavering dedication to accuracy, IER Solutions is the partner of choice for organizations seeking scalable, insightful, and actionable research solutions.

About
IER Solutions

↘ **Research-grade data from verified people.**
Panels | Profiling | Quality controls

IER Solutions helps teams turn questions into confident decisions with high-quality market research data.
We connect you to verified audiences through carefully managed panels, deep profiling, and quality-first sampling.
Every project is supported by realistic feasibility, fraud prevention, and transparent fieldwork management so your results are consistent, comparable, and ready for action across B2B, B2C, and specialized segments.

Panel Overview

IER Solutions provides fast, reliable access to verified audiences for B2B & B2C research. With 6M+ active panellists across 35+ global markets, we support everything from broad consumer studies to niche, hard-to-reach segments. Our approach combines strong profiling, quality controls, and realistic feasibility so you can launch with confidence and report with clarity.

Reach

- 6M+ active panellists available for on-demand research
- Coverage across 35+ global markets
- Designed for fast launches and scalable sample delivery.

Sample

- B2B and B2C audiences across key demographics and roles
- Support hard-to-reach segments through custom screeners
- Quota-based sampling to match your target profile

Quality Controls

- Multi-step checks to prevent bots and duplicates
- Profile validation and consistency checks for cleaner data
- Ongoing panel hygiene and risk-based manual review

Reporting & Feasibility

- Realistic feasibility based on available audience counts
- Live field monitoring with quota pacing and updates
- Clear closeout reporting for insights you can trust

Quality Participants, Built for Research

Trusted Panel Quality

At IER Solutions, participant quality comes first. We protect every project with a layered approach that combines verified panel management, strong profiling, and in-field quality monitoring to reduce bots, duplicates, and low-quality responses. With 6M+ active panellists across 35+ global markets, we help you reach real people who match your criteria and deliver insights you can trust. Launch your first project to experience our quality in action.

→

Quality You Can Trust

Why participant quality matters.

Great research depends on real people who pay attention and answer consistently. Low-quality sources can inflate costs, slow fieldwork, and reduce confidence in the findings. IER Solutions focuses on verified panel supply and reliable engagement so you can collect data that is accurate, comparable, and ready for decision-making.

How IER delivers responsive, reliable sample.

Our panel combines scale with control. With 6M+ active panellists across 35+ global markets, we support both broad B2C studies and targeted B2B audiences. We use strong profiling, validation checks, and in-field monitoring to reduce bots, duplicates, and low-quality responses, while keeping recruitment timelines predictable.

→

IER

Data Quality

↘ Clean data comes from the right people,
the right checks, and the right controls.

01 Quality starts with verified respondents

IER Solutions prioritizes authentic audiences through careful panel management and profiling. We focus on reaching real people who match your criteria, so sample quality stays stable across markets and over time.

02 Quality is protected during fieldwork and at closeout

We monitor response behavior while the study is live, using pattern and speed checks, consistency validation, and active quota pacing to manage risk early. At closeout, we deliver a clean dataset with transparent reporting on feasibility, incidence, quota outcomes, and the quality actions taken.

HOW IER SOLUTIONS SOURCES PARTICIPANTS FOR YOUR STUDIES.

Panel Sourcing

- **Verified panel supply:** Define clear, specific, and measurable goals that align with your overall vision and mission. Without clear objectives, it's challenging to measure success or progress.

- **Profile-led targeting:** Ensure that your strategies are aligned with your organization's values, mission, and long-term vision. This alignment helps maintain focus and consistency.

Member Growth

- **Referral-driven expansion:** We encourage member referrals to grow coverage and strengthen representation across regions and audience types.

- **Ongoing panel health:** Regular profile refresh and engagement practices help maintain an active, research-ready community over time.

Specialty Recruitment

- **Targeted outreach:** When incidence is low, we run focused outreach to fill quotas and support niche and hard-to-reach segments.

- **Multi-channel acquisition:** We supplement panel sourcing with controlled external recruitment when needed, while keeping quality checks consistent.

Recruitment Process

1. Scope

We start by clarifying the audience, markets, quotas, LOI, and timing. Then we confirm feasibility based on real panel availability so expectations are aligned before launch.

2. Qualify

Respondents are selected using profile attributes plus your screener. Eligibility is supported by validation checks to improve accuracy and reduce low-quality entries.

3. Invite, Field, & Monitor

We invite participants in controlled waves and manage quotas in real time. While the study is live, we track field health and quality signals, then adjust pacing and take corrective actions to keep the dataset clean.

4. Incentivize and Retain

Incentives are issued after participation and basic quality validation. This supports respondent trust and long-term engagement, improving consistency across future studies.

Consumer Profiles

→ Basic Demographics

- Gender
- Age
- Marital Status
- Language
- Household Size
- Children in Household
- Education Level
- Household Income
- Employment Status
- Home Ownership (Own/Rent)
- Region
- Sexual Orientation
- Religious Affiliation
- Ethnicity or Race
- Hispanic Origin
- Voter Registration Status
- Political Party Affiliation

→ Travel for Leisure

- Travel Websites Used
- Car Rental Providers
- Airlines Used
- Hotel Brands Used

→ Automotive

- Vehicles in Household
- Automobile Type
- Primary Vehicle (Make, Model, Year)
- Secondary Vehicle (Make, Model, Year)
- DIY Vehicle Maintenance
- Purchase Intent

→ Home Features

- Home Improvement, Upkeep & Repair
- Role in Purchase Decision-Making
- Lawn and Garden Equipment Used

→ Dining Out

- Dining Frequency
- Spend per Person
- Restaurant Type
- Key Decision Considerations

→ Electronics / Gadgets

- Electronic Devices Owned (32 Types)
- Desktop & Notebook Computers (19 Brands)
- Printers (14 Brands)
- Tablets & e-Readers (49 Brands)
- Online Activities & Usage
- Internet Service Providers (30 Providers)
- Video Game Accessories
- Video Game Systems (13 Brands)

→ Utilities

- Service Provider Used
- Role in Decision-Making

→ Interests / Hobbies

- General Interests
- Health, Fitness & Wellness
- Hobbies & Leisure Activities
- Outdoor Activities
- Sports & Recreational Activities

→ General Household

- Pets or Animals
- Recreational Vehicles

→ Mobile Phone

- Mobile Phone Usage
- Mobile Phone Type
- Mobile-Only Users
- Operating Systems Used
- Mobile Network Providers (16 Providers)
- Average Monthly Mobile Spend

→ Tobacco Products

- Tobacco Products Used
- Cigarette Brands Used (37 Brands)
- Smoking Habits & History
- Smoking Cessation Methods & Alternatives

→ Department Stores

- Shopping Frequency
- Items Purchased

→ Insurance

- Auto Insurance Providers
- Home Insurance Providers
- Health Insurance Providers
- Health Insurance Coverage Details

→ Consumer Banking

- Financial Interests
- Financial Advisory Services (11 Services)
- Online Trading Accounts
- Financial Advisor Engagement
- Investment Account Types (13 Types)
- Investment Account Firms
- Primary Brokerage Firm
- Checking Account Types
- Primary Mutual Fund Firms (61 Firms)
- Retirement Firms (26 Firms)
- Total Investable Assets
- Investment Types
- Financial Products Owned
- Credit Card Ownership
- Financial Institutions

→ Entertainment

- Television Viewing
- Book Reading
- Movie Consumption
- Music Preferences
- Magazine Readership (40 Genres, 270 Titles)
- Radio Station Listenership (39 Markets)

→ Groceries

- Primary Household Shopper
- Stores Shopped
- Weekly Spend
- Alcoholic Beverage Consumption
- Beer Consumption
- Beer Brands
- Wine Purchase Behavior
- Liquor Types & Brands

→ Health Conditions

- Respiratory Conditions
- Arthritis & Joint Ailments
- Autoimmune & Blood Disorders
- Cancer Conditions
- Cardiovascular & Heart Health
- Diabetes, Obesity & Thyroid Conditions
- Digestive, Gastric & Urinary Conditions
- Male & Female Health Conditions
- Mental Health Conditions
- Neurological Conditions
- Pain Management & Chronic Pain
- Dermatologic & Skin Conditions
- Sleep Disorders

Global Panel

EMEA

AMER

APAC

↑ **35+**
Global Markets

↑ **06M+**
Active Panellists

↑ **85%**
Response Rate

↓ **<2%**
Reported Fraud

↑ **100%**
Panel Ownership

↑ **1200+**
Consumer Profiles

AMER
North, Central & South America

United States	Argentina
Canada	Chile
Mexico	Panama
Brazil	Costa Rica

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USA

![USA flag]

Panel Size
1,153,422

49% Male
51% Female
22% Single
38% Married
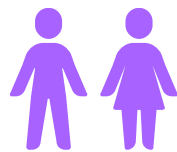
Panel - Age Group

Range	15-24	25-34	35-44	45-54	55+
	12%	32%	33%	15%	6%

Employment Status

Full Time	Half Time	Self Employed	Unemployed	Students	Retired	Owners
44%	11%	7%	6%	19%	6%	7%

CANADA

Panel Size
174,328
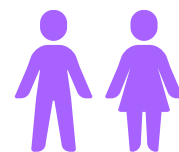
51% Male
49% Female
40% Single
42% Married

Panel - Age Group

Range	15-24	25-34	35-44	45-54	55+
	26%	34%	20%	12%	8%

Employment Status

Full Time	Half Time	Self Employed	Unemployed	Students	Retired	Owners
40%	12%	7%	8%	15%	6%	12%

MEXICO

Panel Size
382,114

55% Male	**45%** Female	**48%** Single	**52%** Married
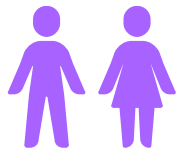
Panel - Age Group

Range	15-24	25-34	35-44	45-54	55+
	20%	23%	32%	28%	7%

Employment Status

Full Time	Half Time	Self Employed	Unemployed	Students	Retired	Owners
40%	12%	8%	8%	16%	3%	13%
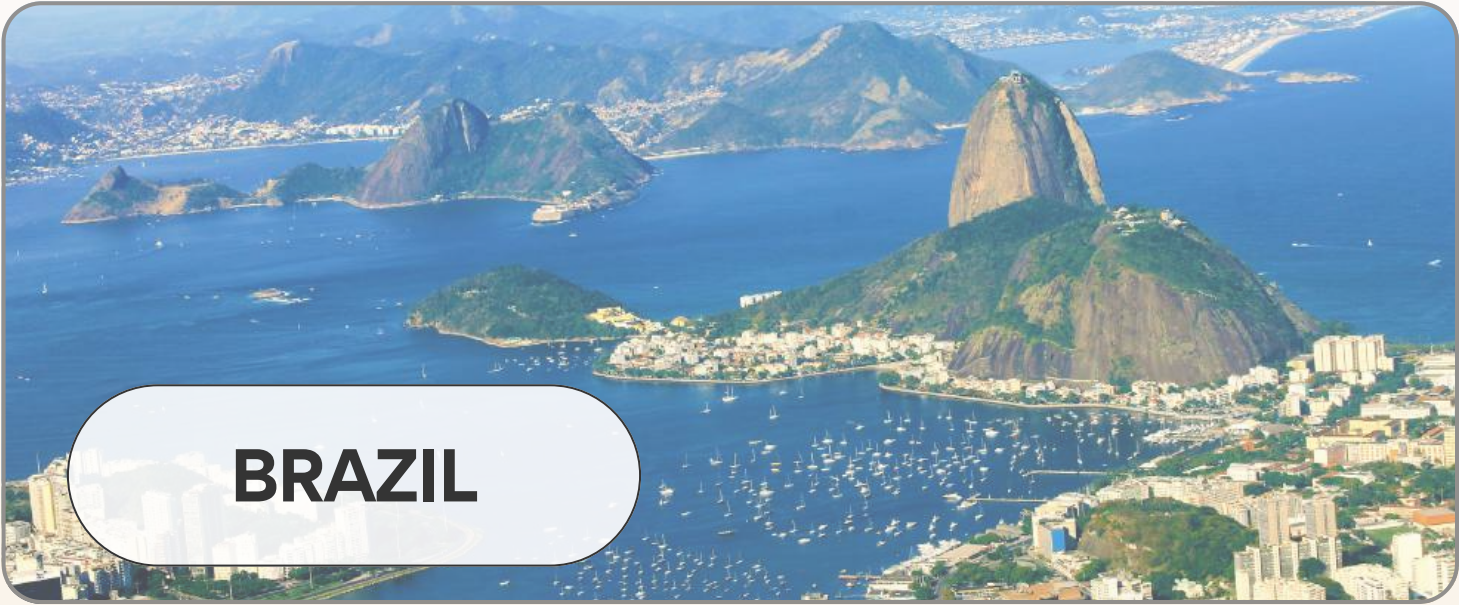
BRAZIL

Panel Size
926,305

49% Male
51% Female
48% Single
44% Married
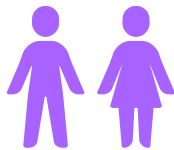
Panel - Age Group

Range	15-24	25-34	35-44	45-54	55+
	25%	31%	24%	14%	6%

Employment Status

Full Time	Half Time	Self Employed	Unemployed	Students	Retired	Owners
32%	12%	9%	14%	12%	7%	14%

ARGENTINA

Panel Size
524,112

48% Male	**52%** Female	**38%** Single	**62%** Married
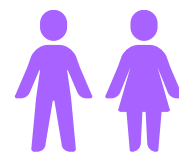
Panel - Age Group

Range	15-24	25-34	35-44	45-54	55+
	24%	33%	24%	11%	8%

Employment Status

Full Time	Half Time	Self Employed	Unemployed	Students	Retired	Owners
30%	19%	13%	9%	9%	6%	14%
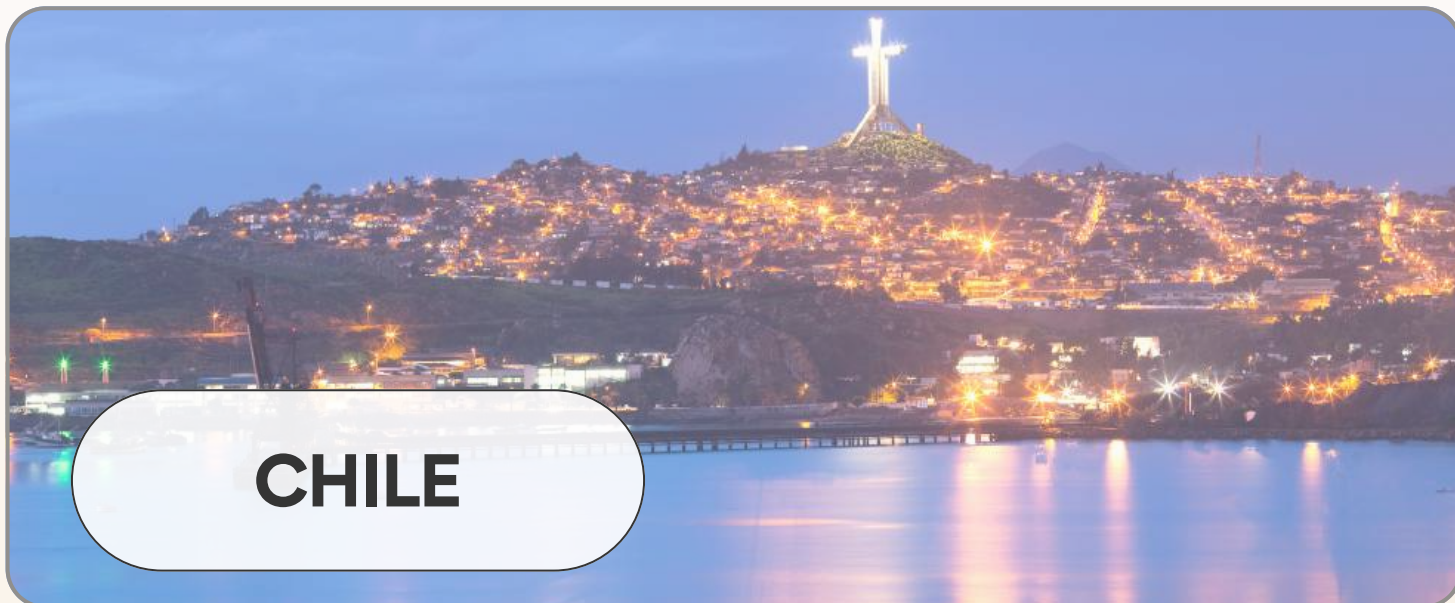
CHILE

Panel Size
308,471

42% Male
58% Female
42% Single
58% Married
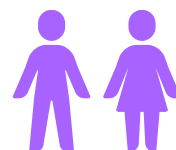
Panel - Age Group

Range	15-24	25-34	35-44	45-54	55+
	24%	34%	22%	14%	9%

Employment Status

Full Time	Half Time	Self Employed	Unemployed	Students	Retired	Owners
37%	12%	8%	9%	14%	5%	15%

PANAMA

Panel Size
96,732

46% Male
54% Female
42% Single
58% Married
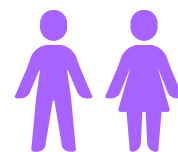
Panel - Age Group

Range	15-24	25-34	35-44	45-54	55+
	32%	37%	18%	9%	4%

Employment Status

Full Time	Half Time	Self Employed	Unemployed	Students	Retired	Owners
38%	15%	10%	7%	8%	9%	13%

COSTA RICA

Panel Size
88,419

56% Male	**44%** Female	**33%** Single	**67%** Married
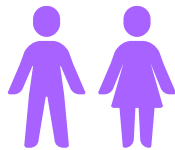
Panel - Age Group

Range	15-24	25-34	35-44	45-54	55+
	30%	35%	21%	10%	4%

Employment Status

Full Time	Half Time	Self Employed	Unemployed	Students	Retired	Owners
32%	7%	20%	4%	8%	4%	25%

EMEA
Europe, Middle East & Africa

France	Italy	Saudi Arabia
Spain	Sweden	Kenya
Netherlands	Switzerland	Nigeria
UK	Poland	South Africa
Germany	UAE	Egypt

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FRANCE
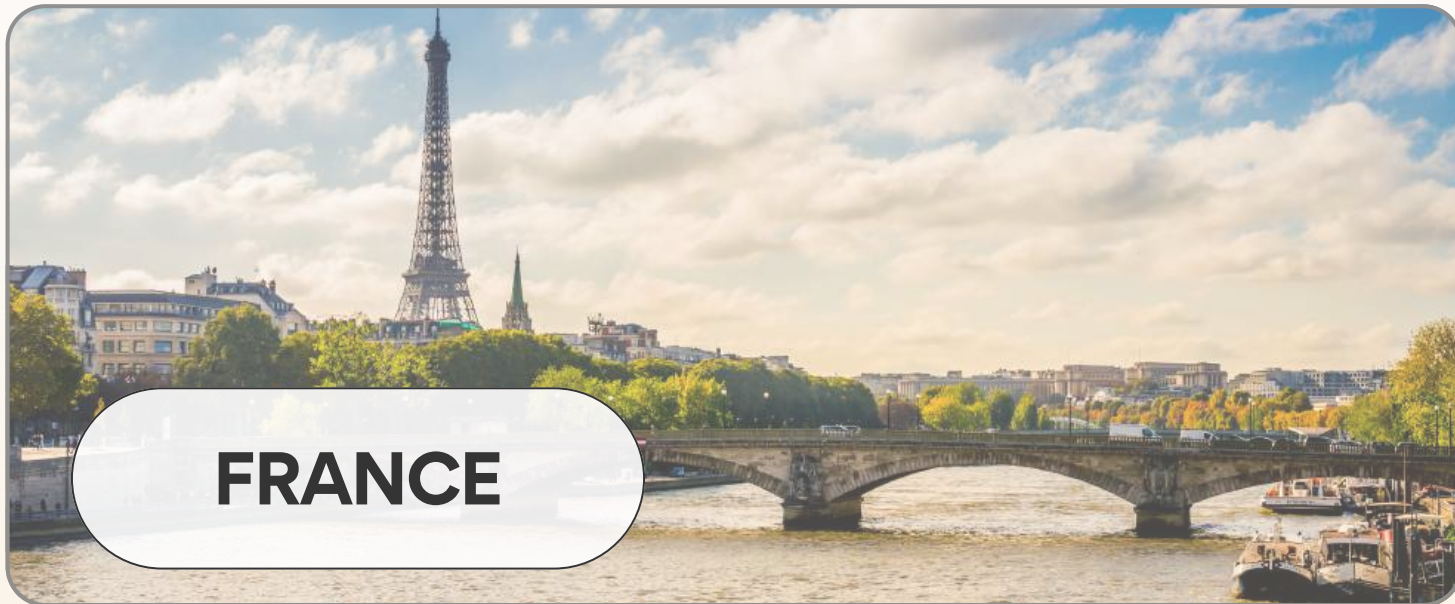
Panel Size
301,132

53% Male
47% Female
40% Single
41% Married
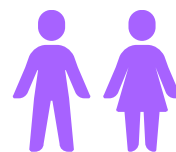
Panel - Age Group

Range	15-24	25-34	35-44	45-54	55+
	27%	32%	21%	23%	7%

Employment Status

Full Time	Half Time	Self Employed	Unemployed	Students	Retired	Owners
26%	17%	15%	15%	10%	4%	13%

SPAIN

Panel Size
241,238

56% Male	**44%** Female	**38%** Single	**62%** Married
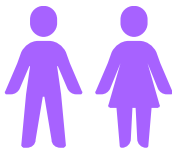
Panel - Age Group

Range	15-24	25-34	35-44	45-54	55+
	27%	32%	22%	13%	6%

Employment Status

Full Time	Half Time	Self Employed	Unemployed	Students	Retired	Owners
23%	18%	16%	15%	11%	4%	13%

NETHERLANDS

Panel Size
176,419

55% Male
45% Female
47% Single
53% Married
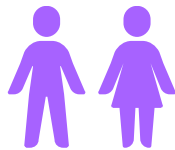
Panel - Age Group

Range	15-24	25-34	35-44	45-54	55+
	24%	22%	27%	20%	7%

Employment Status

Full Time	Half Time	Self Employed	Unemployed	Students	Retired	Owners
29%	18%	10%	8%	6%	5%	24%

UK

Panel Size	51% Male · 49% Female · 32% Single · 40% Married
489,312	
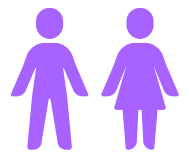
Panel - Age Group

Range	15-24	25-34	35-44	45-54	55+
	18%	30%	35%	12%	5%

Employment Status

Full Time	Half Time	Self Employed	Unemployed	Students	Retired	Owners
36%	16%	8%	6%	15%	3%	14%

GERMANY
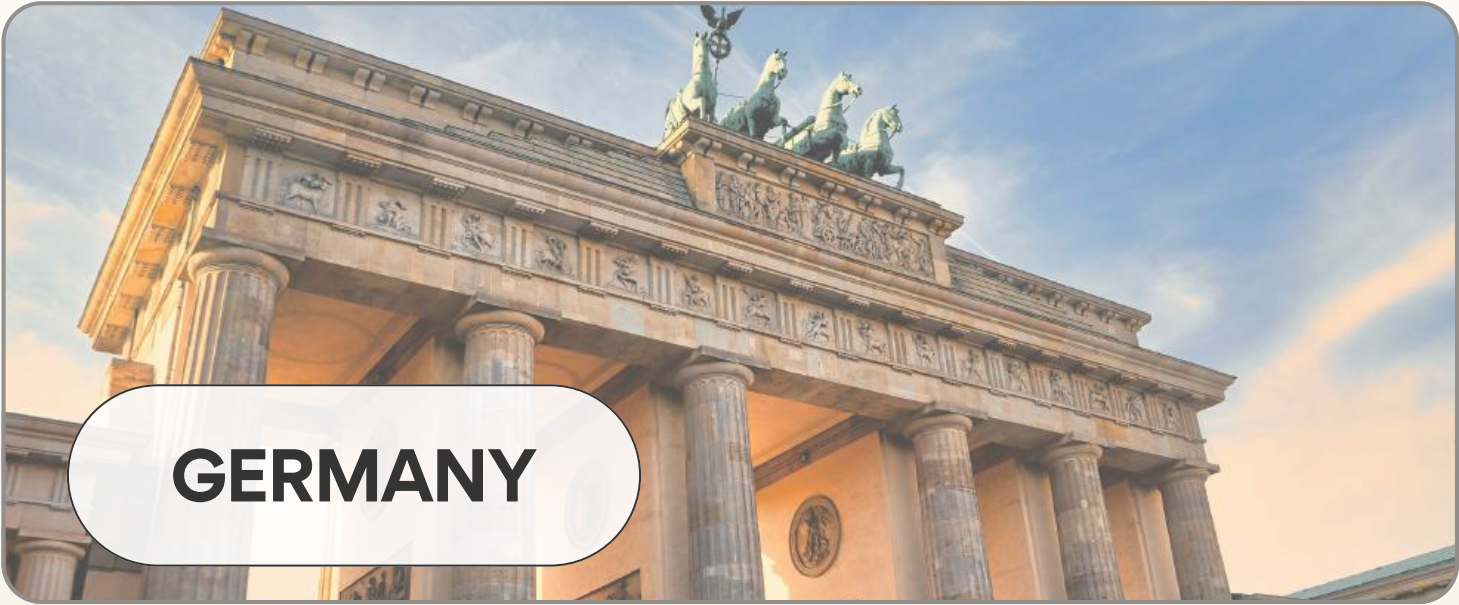
Panel Size
526,238

54%	46%	44%	40%
Male	Female	Single	Married
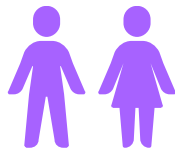
Panel - Age Group

Range	15-24	25-34	35-44	45-54	55+
	29%	22%	23%	14%	12%

Employment Status

Full Time	Half Time	Self Employed	Unemployed	Students	Retired	Owners
25%	15%	10%	18%	15%	3%	14%

ITALY

Panel Size
412,193

52% Male	**48%** Female	**44%** Single	**42%** Married
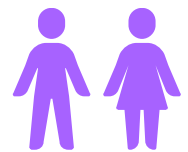
Panel - Age Group

Range	15-24	25-34	35-44	45-54	55+
	22%	30%	21%	16%	8%

Employment Status

Full Time	Half Time	Self Employed	Unemployed	Students	Retired	Owners
32%	15%	10%	10%	12%	7%	14%

SWEDEN

Panel Size	
171,329	

55% Male · **45%** Female · **47%** Single · **53%** Married
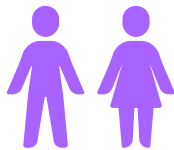
Panel - Age Group

Range	15-24	25-34	35-44	45-54	55+
	13%	38%	28%	20%	1%

Employment Status

Full Time	Half Time	Self Employed	Unemployed	Students	Retired	Owners
29%	8%	19%	4%	16%	4%	20%

SWITZERLAND

49% Male	**51%** Female	**42%** Single	**58%** Married
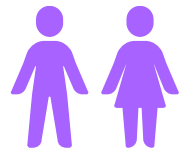
Panel Size
189,412

Panel - Age Group

Range	15-24	25-34	35-44	45-54	55+
	27%	28%	23%	15%	10%

Employment Status

Full Time	Half Time	Self Employed	Unemployed	Students	Retired	Owners
30%	7%	18%	3%	12%	6%	24%

POLAND

Panel Size
202,331

53% Male
47% Female
38% Single
62% Married
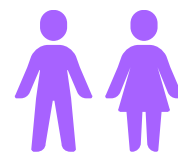
Panel - Age Group

Range	15-24	25-34	35-44	45-54	55+
	24%	35%	35%	5%	1%

Employment Status

Full Time	Half Time	Self Employed	Unemployed	Students	Retired	Owners
45%	10%	8%	9%	9%	6%	13%

UAE

Panel Size
224,118

67% Male	**33%** Female	**62%** Single	**38%** Married
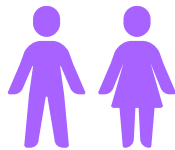
Panel - Age Group

Range	15-24	25-34	35-44	45-54	55+
	20%	45%	25%	8%	2%

Employment Status

Full Time	Half Time	Self Employed	Unemployed	Students	Retired	Owners
59%	6%	5%	5%	7%	4%	14%

SAUDI ARABIA

Panel Size
282,133

69% Male
31% Female
39% Single
61% Married

Panel - Age Group

Range	15-24	25-34	35-44	45-54	55+
	29%	37%	22%	9%	3%

Employment Status

Full Time	Half Time	Self Employed	Unemployed	Students	Retired	Owners
49%	5%	6%	10%	13%	3%	14%

KENYA

Panel Size
144,227

54% Male	**46%** Female	**36%** Single	**64%** Married

Panel - Age Group

Range	15-24	25-34	35-44	45-54	55+
	28%	36%	21%	13%	2%

Employment Status

Full Time	Half Time	Self Employed	Unemployed	Students	Retired	Owners
30%	16%	8%	8%	18%	8%	12%

NIGERIA

Panel Size
201,233

67% Male
33% Female
32% Single
58% Married
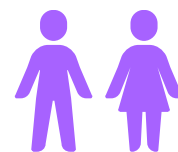
Panel - Age Group

Range	15-24	25-34	35-44	45-54	55+
	24%	47%	21%	7%	1%

Employment Status

Full Time	Half Time	Self Employed	Unemployed	Students	Retired	Owners
30%	10%	15%	10%	19%	4%	12%

SOUTH AFRICA

Panel Size
231,142

44% Male	**56%** Female	**49%** Single	**51%** Married
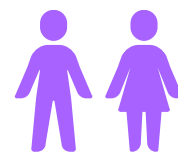
Panel - Age Group

Range	15-24	25-34	35-44	45-54	55+
	21%	35%	25%	14%	5%

Employment Status

Full Time	Half Time	Self Employed	Unemployed	Students	Retired	Owners
40%	8%	12%	7%	16%	4%	13%

EGYPT

Panel Size
173,114

79%	21%	28%	62%
Male	Female	Single	Married

Panel - Age Group

Range	15-24	25-34	35-44	45-54	55+
	25%	39%	25%	9%	2%

Employment Status

Full Time	Half Time	Self Employed	Unemployed	Students	Retired	Owners
30%	14%	10%	9%	20%	3%	14%

APAC

Asia & Pacific

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

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CHINA

Panel Size
842,132

66% Male	**34%** Female	**49%** Single	**46%** Married
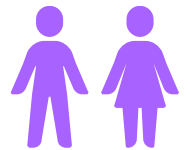
Panel - Age Group

Range	15-24	25-34	35-44	45-54	55+
	30%	42%	18%	7%	3%

Employment Status

Full Time	Half Time	Self Employed	Unemployed	Students	Retired	Owners
55%	8%	6%	6%	6%	6%	16%

INDIA

Panel Size
865,133

54% Male
46% Female
33% Single
52% Married

Panel - Age Group

Range	15-24	25-34	35-44	45-54	55+
	27%	28%	23%	14%	8%

Employment Status

Full Time	Half Time	Self Employed	Unemployed	Students	Retired	Owners
30%	13%	11%	7%	22%	3%	14%

MALAYSIA

Panel Size
208,119

59% Male	**41%** Female	**44%** Single	**56%** Married
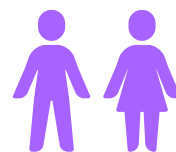
Panel - Age Group

Range	15-24	25-34	35-44	45-54	55+
	17%	23%	38%	18%	4%

Employment Status

Full Time	Half Time	Self Employed	Unemployed	Students	Retired	Owners
52%	2%	12%	2%	15%	3%	14%

SINGAPORE

Panel Size
214,118

56%	44%	22%	78%
Male	Female	Single	Married

Panel - Age Group

Range	15-24	25-34	35-44	45-54	55+
	28%	32%	26%	12%	2%

Employment Status

Full Time	Half Time	Self Employed	Unemployed	Students	Retired	Owners
45%	7%	7%	8%	16%	2%	15%

THAILAND

Panel Size
246,113

51% Male	**49%** Female	**41%** Single	**59%** Married
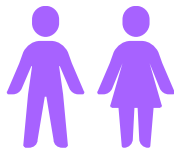
Panel - Age Group

Range	15-24	25-34	35-44	45-54	55+
	27%	29%	30%	10%	4%

Employment Status

Full Time	Half Time	Self Employed	Unemployed	Students	Retired	Owners
35%	9%	10%	12%	18%	3%	14%

INDONESIA

67% Male	33% Female	42% Single	58% Married
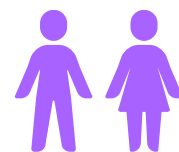
Panel Size
419,112

Panel - Age Group

Range	15-24	25-34	35-44	45-54	55+
	35%	39%	18%	6%	2%

Employment Status

Full Time	Half Time	Self Employed	Unemployed	Students	Retired	Owners
33%	7%	13%	6%	24%	4%	14%

RUSSIA
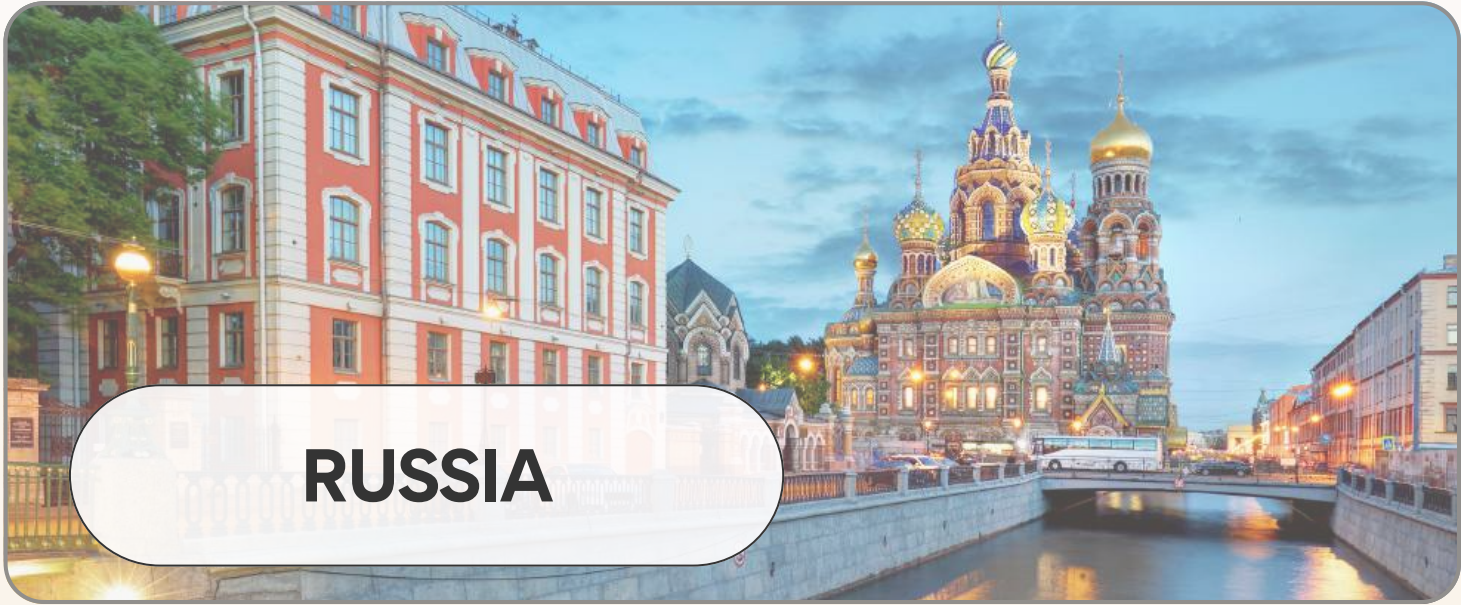
Panel Size
404,118
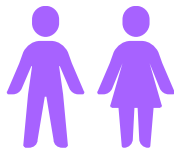
47% Male	**53%** Female	**33%** Single	**65%** Married

Panel - Age Group

Range	15-24	25-34	35-44	45-54	55+
	23%	36%	25%	11%	5%

Employment Status

Full Time	Half Time	Self Employed	Unemployed	Students	Retired	Owners
36%	10%	10%	7%	16%	5%	16%

HONG KONG

Panel Size
159,114

48% Male
52% Female
35% Single
46% Married
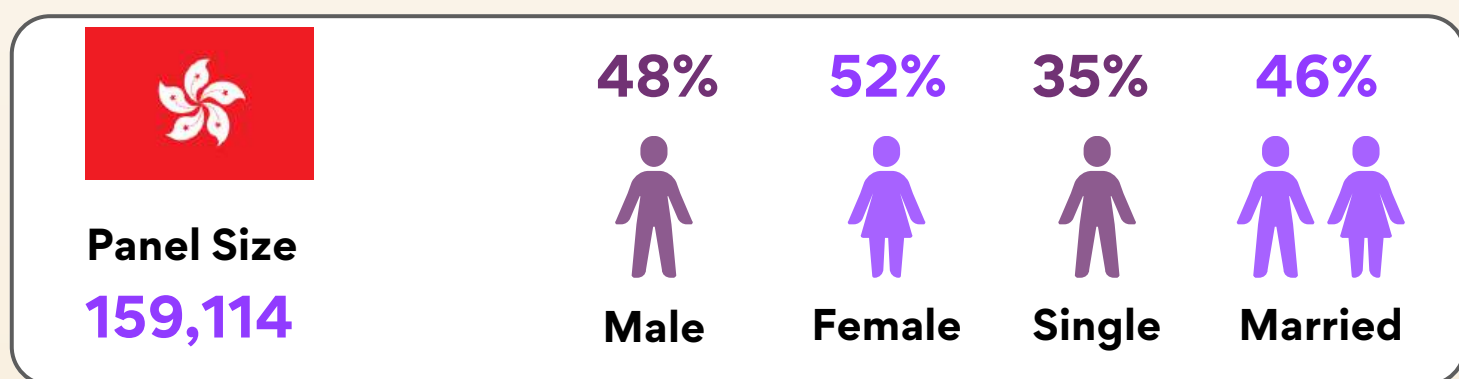
Panel - Age Group

Range	15-24	25-34	35-44	45-54	55+
	25%	28%	23%	16%	8%

Employment Status

Full Time	Half Time	Self Employed	Unemployed	Students	Retired	Owners
40%	10%	9%	5%	15%	5%	16%

JAPAN

Panel Size
513,121

53% Male	**47%** Female	**48%** Single	**38%** Married
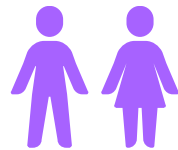
Panel - Age Group

Range	15-24	25-34	35-44	45-54	55+
	31%	41%	13%	10%	5%

Employment Status

Full Time	Half Time	Self Employed	Unemployed	Students	Retired	Owners
27%	15%	12%	11%	18%	5%	12%

TAIWAN

Panel Size
208,132

58% Male	**42%** Female	**38%** Single	**62%** Married

Panel - Age Group

Range	15-24	25-34	35-44	45-54	55+
	28%	37%	21%	10%	5%

Employment Status

Full Time	Half Time	Self Employed	Unemployed	Students	Retired	Owners
28%	10%	10%	10%	20%	5%	17%

VIETNAM

Panel Size
208,121

46% Male
54% Female
33% Single
67% Married
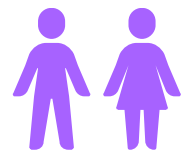
Panel - Age Group

Range	15-24	25-34	35-44	45-54	55+
	23%	28%	25%	22%	2%

Employment Status

Full Time	Half Time	Self Employed	Unemployed	Students	Retired	Owners
35%	10%	10%	6%	20%	5%	14%

SOUTH KOREA

Panel Size
334,112

48% Male
52% Female
30% Single
70% Married
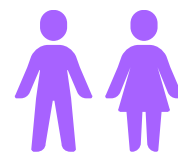
Panel - Age Group

Range	15-24	25-34	35-44	45-54	55+
	26%	32%	24%	15%	3%

Employment Status

Full Time	Half Time	Self Employed	Unemployed	Students	Retired	Owners
35%	11%	6%	23%	5%	6%	7%

PHILIPPINES

Panel Size
249,133

50% Male
50% Female
58% Single
42% Married

Panel - Age Group

Range	15-24	25-34	35-44	45-54	55+
	30%	28%	22%	16%	4%

Employment Status

Full Time	Half Time	Self Employed	Unemployed	Students	Retired	Owners
30%	14%	14%	14%	8%	5%	15%

AUSTRALIA

Panel Size
332,142

53%	47%	33%	42%
Male	Female	Single	Married
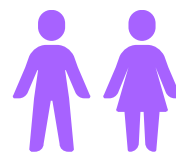
Panel - Age Group

Range	15-24	25-34	35-44	45-54	55+
	23%	26%	22%	17%	12%

Employment Status

Full Time	Half Time	Self Employed	Unemployed	Students	Retired	Owners
25%	21%	7%	17%	10%	8%	12%

Contact
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