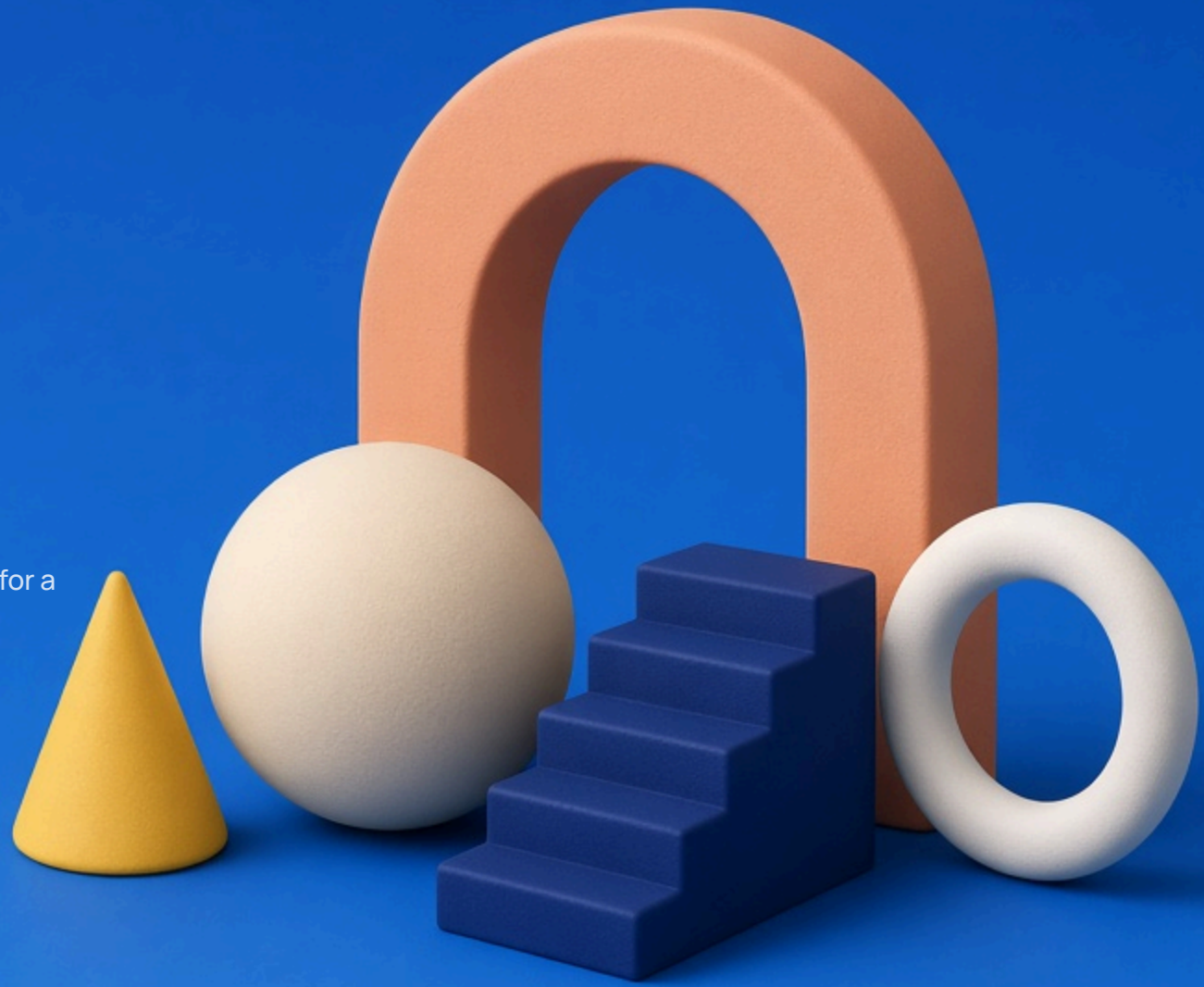
MARKET RESEARCH STUDIO

2026

IZNYT PANEL BOOK

~~people we can ask again~~

Healthcare. Shoppers buying for themselves (B2C). People buying for a company (B2B). Sixty markets, counted once, kept safe.



IZNYT

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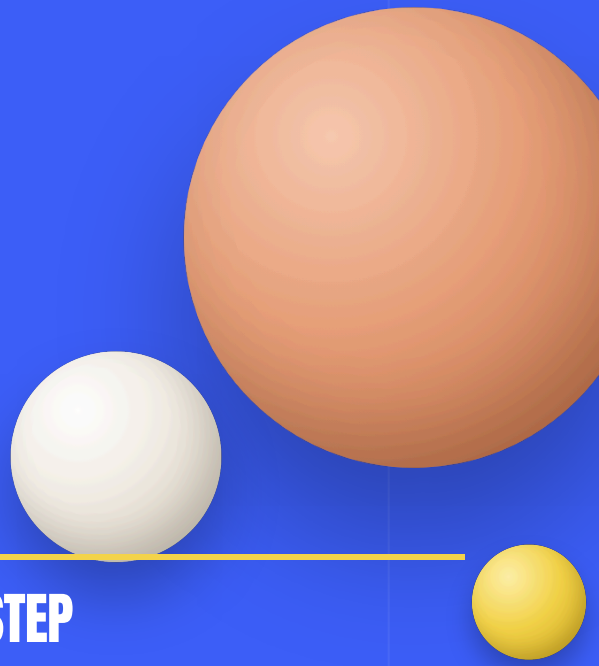
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~~*isn't it*~~ IZNYT

It rhymes with the sentence people use when the answer was obvious and still got missed. We talk to patients, shoppers (B2C), and people who buy for a company (B2B). The study is done when your team knows what to do next.



ONE DECISION

If we can't name the choice, we don't start the interviews.

THE RIGHT PEOPLE

The people who would actually decide. Not a group that only looks neat on a chart.

ONE NEXT STEP

What to do, why, and what happens if you do nothing. Not a list of five maybes.

THE NUMBERS

WHO WE TALK TO

HEALTHCARE
Patients, caregivers, nurses, and doctors.

B2C
Shoppers, buying for themselves.

B2B
People buying for a company.

420K
PEOPLE WE CAN ASK

48K
VERIFIED COMPANY BUYERS

60
MARKETS WE WORK IN

6
DAYS TO A FIRST ANSWER

Same standard for all three groups. We don't mix them in one group. Counts are people who completed a profile in the last 12 months, each counted once. Updated January 2026.



THE PROFILE

KNOWN BEFORE WE ASK

What we already know about each person, so you don't pay to ask it again. If we have not collected a point, we don't print it as if we had.

B2C · THE SHOPPER
WHAT THEY BUY

- Categories they buy, and the last brand
- Big weekly shop, or a quick top-up
- Where they buy: store, app, both
- Who in the home chose it

B2C · THE BRAND
WHAT THEY BELIEVE

- Brands they consider
- The promise they believe
- When they switch, and when they stop
- Words they use for the category

B2B · THE BUYER
WHO DECIDES

- Job title and department
- Can they buy, or only pass it on
- Budget they can sign for
- Last decision they made

B2B · THE COMPANY
WHERE THEY WORK

- Industry and company size
- Country and number of sites
- Tools and suppliers they use today
- When the next contract is up

Age, gender, income, and home only if the question needs them. We ask. We don't guess. The region, not a street address.





HEALTHCARE

PEOPLE IN CARE

One of three groups we talk to. Patients, caregivers, nurses, and doctors. We talk to the person who was there. We don't buy a list of diagnoses.

WHO

- Patients, and the person with them
- Nurses who see the wait
- Doctors who recommend a treatment
- People who buy for a clinic

NEVER

- A diagnosis from us
- A medical record from them
- A safety concern buried in a comment
- A name next to an answer

This is the short version. Healthcare has its own book, with conditions, specialties, and the consent process in full. Ask for it at hello@iznyt.com.

HEALTHCARE · THE LIST

CONDITIONS WE CAN REACH

People tell us what they live with. We check it with a short screen before the study. We don't buy diagnosis lists. Grouped so you can find yours.

HEART AND BLOOD

- Angina
- Arrhythmia
- Atrial fibrillation
- Coronary artery disease
- Heart failure
- Cardiomyopathy
- Deep vein thrombosis
- Anemia
- Blood disorders

CANCER

- Breast cancer
- Colon cancer
- Cervical cancer
- Bladder cancer
- Brain cancer
- Chronic lymphocytic leukemia
- Cancer, in general

LUNGS AND BREATHING

- Asthma
- COPD
- Chronic bronchitis
- Emphysema
- Cystic fibrosis
- Bronchitis
- Airborne allergies
- Allergies

MIND AND MOOD

- Anxiety
- Depression
- ADHD
- Bipolar disorder
- Borderline personality disorder
- Eating disorders
- Autism
- Dyslexia
- Alcohol, drug, and tobacco use

HORMONES AND METABOLISM

- Diabetes
- Gestational diabetes
- Thyroid conditions
- Endometriosis
- Fibroids
- Enlarged prostate
- Erectile dysfunction
- Andropause
- Alopecia

GUT AND DIGESTION

- Crohn's disease
- Celiac disease
- Colitis
- Acid reflux, GERD
- Gastroenteritis
- Gallstones
- Constipation
- Diarrhea

BONES, JOINTS, PAIN

- Arthritis
- Ankylosing spondylitis
- Back pain
- Chronic pain
- Fibromyalgia
- Carpal tunnel syndrome
- Bursitis
- Athlete's foot

BRAIN AND NERVES

- Alzheimer's
- ALS
- Epilepsy
- Cluster headaches
- Chronic fatigue syndrome
- Down syndrome
- Chronic kidney disease

SKIN, EYES, EARS, TEETH

- Eczema and dermatitis
- Dry skin, dandruff
- Cataract
- Astigmatism
- Colour blindness
- Conjunctivitis
- Hearing loss, deafness
- Ear infection
- Dental problems

ALSO

- HIV and AIDS
- Bed wetting
- Caregivers of any of these
- Nurses and doctors who treat them
- Something not listed? Ask. The full list is in the healthcare book.

B2C · SHOPPERS

PEOPLE BUYING FOR THEMSELVES

One of three groups we talk to. People spending their own money. Kept separate from company buyers and from patients.

GROCERY

The big weekly shop and the quick top-up. The real trip.

BEAUTY

The habit and the promise. The line people actually believe.

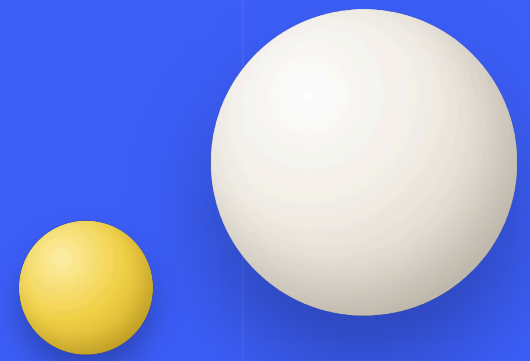
MOBILITY

The ride, the wait, and why they switch.

MONEY AND TECH

The fee they noticed. The product they stopped using.

CATEGORY | LAST BRAND | STORE OR APP | WHO CHOSE | SWITCH OR STAY



B2B · COMPANIES

PEOPLE BUYING FOR A COMPANY

One of three groups we talk to. People spending a company's money. A job title on a form is not enough. We check they really make the call. Kept separate from shoppers and from patients.

OWNERS

The person who can stop the purchase. Not the one who just forwards the email.

TECHNOLOGY

Who chooses the tool, who blocks it, who lives with it on Monday.

FINANCE

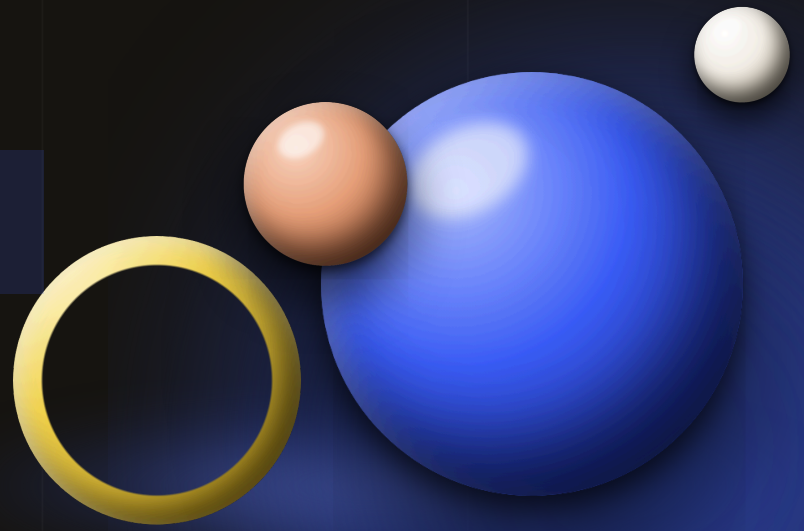
The fee, the threshold, the signature.

OPERATIONS

The person who has to live with the choice after the contract is signed.

INDUSTRY | COMPANY SIZE | DEPARTMENT | WHO CAN SAY YES | LAST DECISION

HOW WE CHECK A work email or a verified profile. One question only a real buyer could answer. For senior roles, a short call before the study.



B2B · THE LIST

COMPANIES WE CAN REACH

The industry they work in, how big the company is, and what it turns over. Each one checked against the person's job, not just ticked on a form.

INDUSTRY

- Accounting
- Advertising
- Agriculture and fishing
- Architecture
- Automotive
- Aviation
- Banking and finance
- Biotech
- Brokerage
- Building trades
- Chemicals, plastics, rubber
- Communications
- Computer hardware
- Computer resellers
- Construction
- Consulting
- Consumer electronics
- Consumer packaged goods
- Education
- Energy, utilities, oil and gas
- Engineering
- Environmental services
- Fashion and apparel
- Food and beverage
- Government and public sector
- Healthcare
- Hospitality and tourism
- Human resources
- Information technology
- Insurance
- Internet
- Legal
- Manufacturing
- Market research
- Marketing and sales
- Media and entertainment
- Military
- Non-profit and social services
- Personal services
- Pharmaceuticals
- Printing and publishing
- Public relations
- Real estate and property
- Retail and wholesale
- Security
- Shipping and distribution
- Software
- Telecommunications
- Transportation
- Something else? Ask.

COMPANY REVENUE

- Under $100K
- $100K – $250K
- $250K – $500K
- $500K – $1M
- $1M – $5M
- $5M – $10M
- $10M – $25M
- $25M – $50M
- $50M – $100M
- $100M – $250M
- $250M – $500M
- $500M – $1B
- $1B or more

A year, in US dollars. Local money on request.

COMPANY SIZE

- 1 – 9 people
- 10 – 49
- 50 – 99
- 100 – 199
- 200 – 499
- 500 or more

ALSO ON FILE

- Department and job title
- Can they sign, or only recommend
- Number of sites
- Tools and suppliers today

REACH

SIXTY MARKETS

420K

PEOPLE, COUNTED ONCE

NORTH AMERICA	92,000	The US, Canada, Mexico. English, and Spanish where people decide in Spanish.
LATIN AMERICA	41,000	Brazil, Argentina, Colombia, Chile, and six more. In the buyer's language. Income in local money.
UK AND EUROPE	118,000	The UK and nineteen European countries. Each country is named on its own.
ASIA PACIFIC	131,000	India, China, Japan, Australia, and twelve more. Age groups that match how people there actually buy.
MIDDLE EAST, AFRICA	38,000	Turkey, the Gulf, South Africa, Nigeria, Egypt, and seven more. If we can't find the right people, we say so first.

Figures are people who completed a profile in the last 12 months. The next four pages show the markets we are asked about most.

PANEL BY COUNTRY

THIRTY MARKETS, COUNTED

People who completed a profile in the last 12 months. Each person once. Thirty more markets add 32,000 people, listed below.

NORTH AMERICA

United States	**64,000**
Mexico	**15,500**
Canada	**12,500**

LATIN AMERICA

Brazil	**21,000**
Argentina	**6,500**
Colombia	**5,500**
Chile	**4,000**

UK AND EUROPE

United Kingdom	**26,000**
Germany	**20,000**
France	**16,500**
Spain	**12,000**
Italy	**11,500**
Poland	**7,000**
Netherlands	**6,000**
Sweden	**3,500**

ASIA PACIFIC

India	**43,000**
China	**18,000**
Japan	**16,000**
Indonesia	**12,000**
Australia	**9,500**
South Korea	**8,500**
Philippines	**7,000**
Vietnam	**5,500**
Singapore	**2,500**

MIDDLE EAST, AFRICA

Turkey	**7,500**
South Africa	**6,500**
Saudi Arabia	**6,000**
Nigeria	**5,500**
Egypt	**5,000**
UAE	**4,000**

Thirty more markets: Peru, Ecuador, Uruguay, Costa Rica, Dominican Republic, Guatemala · Belgium, Portugal, Switzerland, Austria, Denmark, Norway, Finland, Ireland, Czechia, Romania, Greece · Thailand, Malaysia, Taiwan, Hong Kong, New Zealand, Pakistan, Bangladesh · Kenya, Morocco, Israel, Qatar, Kuwait, Ghana. Counts for any of these before you book.

COUNTRY

UNITED STATES

64,000
PEOPLE

7,400
COMPANY BUYERS

English and Spanish. All fifty states, weighted to census regions.
Income in US dollars, household, per year.

GROCERY · HEALTHCARE · FINANCE · TECHNOLOGY · MOBILITY

Shares add to 100. Profiled in the last 12 months. Each person counted once. Updated January 2026.

GENDER

Women	52%
Men	47%
Other / not said	1%

AGE

18–24	14%
25–34	24%
35–44	21%
45–54	17%
55–64	13%
65+	11%

HOUSEHOLD INCOME

Under $35k	18%
$35k–$60k	22%
$60k–$100k	27%
$100k–$150k	19%
$150k+	14%



COUNTRY

UNITED KINGDOM

26,000
PEOPLE

3,100
COMPANY BUYERS

English. England, Scotland, Wales, and Northern Ireland, weighted to region. Income in pounds, household, per year.

GROCERY | BEAUTY | FINANCE | HEALTHCARE | MEDIA

Shares add to 100. Profiled in the last 12 months. Each person counted once. Updated January 2026.

GENDER

Women	51%
Men	48%
Other / not said	1%

AGE

18–24	13%
25–34	23%
35–44	22%
45–54	18%
55–64	13%
65+	11%

HOUSEHOLD INCOME

Under £25k	21%
£25k–£40k	26%
£40k–£60k	24%
£60k–£90k	18%
£90k+	11%



COUNTRY

GERMANY

20,000
PEOPLE

2,400
COMPANY BUYERS

German. All sixteen states, weighted to region. Income in euros, household, per year.

GROCERY | MOBILITY | TECHNOLOGY | FINANCE | HEALTHCARE

Shares add to 100. Profiled in the last 12 months. Each person counted once. Updated January 2026.

GENDER

Women	50%
Men	49%
Other / not said	1%

AGE

18–24	12%
25–34	21%
35–44	20%
45–54	19%
55–64	16%
65+	12%

HOUSEHOLD INCOME

Under €30k	19%
€30k–€50k	28%
€50k–€75k	26%
€75k–€100k	16%
€100k+	11%



COUNTRY

INDIA

43,000
PEOPLE

5,200
COMPANY BUYERS

English and Hindi, plus Tamil, Telugu, Bengali, Marathi, and Kannada. Metro, tier-two, and tier-three cities, weighted to zone. Income in rupees, household, per year.

GROCERY | TECHNOLOGY | FINANCE | MOBILITY | HEALTHCARE

Shares add to 100. Profiled in the last 12 months. Each person counted once. Updated January 2026.

GENDER

Women	46%
Men	53%
Other / not said	1%

AGE

18–24	22%
25–34	31%
35–44	22%
45–54	14%
55–64	8%
65+	3%

HOUSEHOLD INCOME

Under ₹3 lakh	17%
₹3–6 lakh	26%
₹6–12 lakh	29%
₹12–25 lakh	19%
₹25 lakh+	9%



QUALITY

EACH PERSON COUNTS ONCE

01 **ONE PERSON**
A second phone is not a second person. Copies are removed before you see the results.

02 **THE COUNTRY HAS TO MATCH**
If they say they live in one country but their connection says another, they don't count.

03 **TRICK QUESTIONS**
People who click the same answer all the way down, or fail a simple check, are taken out.

04 **TOO FAST TO HAVE READ IT**
If someone finishes faster than a person can read, that answer doesn't count.

05 **A PERSON READS THE COMMENTS**
Software can sort them. A person decides if they are real.

06 **NO RANDOM FILLERS**
If we are short of the right people, we say so. We don't pad the study with strangers.

SOFTWARE, ALWAYS ON

Runs on every study, before a person looks. The same person twice. A location that doesn't match. A browser pretending to be another. A bot. Answers filled in faster than anyone can read. We update these checks as the tricks change.

THEN A PERSON CHECKS

Screening questions are written for each group. A company buyer gets a question only someone in that job could answer. Company buyers attract the most fakes, so they get the hardest checks. Shoppers get a lighter screen. Healthcare gets a check on the role, never a diagnosis list.

If we remove someone, you see why. We don't hide the cuts, and we tell you how the checks work.

HOW WE KEEP ANSWERS SAFE

The people who answer. What they are told, what we keep, and what we never do.

01 CONSENT

Plain words before the first question. They can stop. Stopping is not a penalty.

02 NO NAMES

We don't put a person's name next to what they said. Your report has neither.

03 NOT FOR SALE

We don't sell or rent people's contact details. A list you can buy is not a panel.

04 ONLY WHAT WE NEED

We ask for the points the study needs. Nothing extra, nothing guessed.

05 COMMENTS CLEANED

Names, emails, and phone numbers typed into a comment are removed before you see it.

06 A DELETE DATE

We agree how long answers stay, then delete them. Same rule for healthcare, B2C, and B2B.

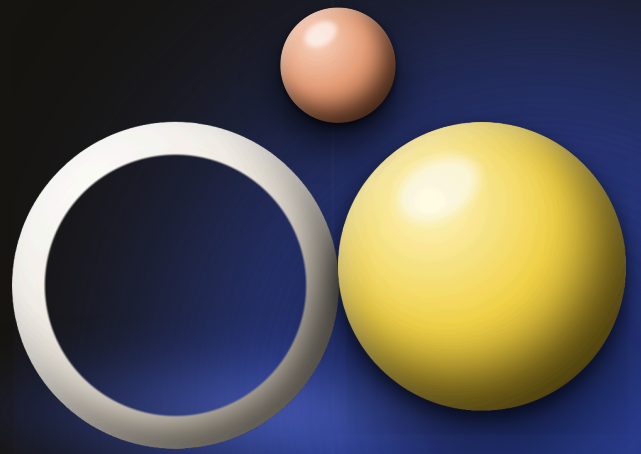
07 THEY CAN LEAVE

If they ask, their profile goes. You hear that someone left, not their name.

08 PAID FAIRLY

People are paid for their time, on time. A panel that is treated well answers honestly.

IN ONE LINE Your report has the answers. It never has the names. That is true for patients, shoppers, and company buyers alike.



THIS IS HOW WE WORK, NOT A CERTIFICATE. A SIGNED PRIVACY AGREEMENT BEFORE WE START, IF YOU WANT ONE.

HOW WE KEEP YOUR DATA SAFE

Your files, our systems, and the people who can touch them.

01 LOCKED FILES

Encrypted while moving and while stored. Links expire. Not a spreadsheet in a chat.

02 TWO STEPS TO LOG IN

Everyone at Iznyt uses two-step login. No shared passwords, ever.

03 NAMED ACCESS

We list who can open your files. When the study ends, that access ends.

04 ONE CLIENT, ONE FOLDER

Your study sits on its own. Nothing is mixed with another client's work.

05 KEPT WHERE YOU SAY

Data stays in the region you choose: EU, UK, US, or India. Backed up daily.

06 WORK DEVICES ONLY

Encrypted laptops that we can wipe from afar. No survey data on personal phones.

07 DELETED, CONFIRMED

Raw answers are deleted on the agreed date. You get a note saying it is done.

08 WE TELL YOU

If something goes wrong, you hear within 72 hours, in plain words, with what we did about it.



A WRITTEN SECURITY SUMMARY IS AVAILABLE BEFORE WE START. YOUR LEGAL TEAM CAN ASK US ANYTHING.

SECURITY · 3 OF 3

EXTRA CARE, BY GROUP

HEALTHCARE

PEOPLE IN CARE

- The condition only. Never a medical record.
- Consent in plain words, read before question one.
- A safety concern in a comment reaches your process within one working day.
- Answers deleted sooner than other studies.

B2C

SHOPPERS

- You get answers, never contact details.
- Store and brand names people mention are kept, their own names are not.
- No one under 18, unless a parent agrees and the study needs it.
- Location is the region, not a pin on a map.

B2B

COMPANY BUYERS

- Company names are never in the report. Industry and size only.
- Groups of fewer than five are merged, so no single firm can be picked out.
- Work emails are used to check the person, then deleted with the study.
- Competitor-sensitive answers are shown as totals, not quotes.

RULES WE FOLLOW

GDPR in the EU and the UK. CCPA in California. India's Digital Personal Data Protection Act. The ICC/ESOMAR code for market research. If your country has a rule we have not named, we follow it there too.

EXAMPLE ONLY · NOT A REAL NUMBER

WHAT WE AGREE FIRST

This is the shape of the note we send before anyone is contacted. Your numbers go in it. We don't copy them off a poster.

LINE	WE WRITE	WE DO NOT WRITE
Decision	The choice, the date, and what happens if you do nothing.	A topic with no one in charge of it.
Who	Patients, B2C shoppers, or B2B buyers. Kept apart.	"Everyone" when you need a specific person.
Country	The country, the language, income in local money.	The same headcount stuck under two flags.
Mix	Age, job, and what they do. Groups that add to 100%.	Percentages that don't add up.
Number	How many finished answers we will commit to.	A big mailing list treated as the study.
Removed	Copies, speeders, and mismatches, with the reason.	People deleted and never mentioned.

A TEST

SIX QUESTIONS WORTH ASKING

Ask these of any panel book, including ours. If it can't answer, the numbers are for show.

01

DOES EACH PERSON COUNT ONCE?

How copies are found, and whether you see who was removed.

02

DO THE PERCENTAGES ADD UP?

Age, gender, income. If they pass 100, the page was made up.

03

WHOSE MONEY?

Income should be in that country's currency. A region is not a country.

04

WHO ELSE CAN OPEN THE FILE?

Named before we start. No shared password.

05

CAN A PERSON LEAVE?

And does their profile leave with them.

06

IS A BIG LIST THE STUDY?

No. The study is the number of real people someone will commit to.





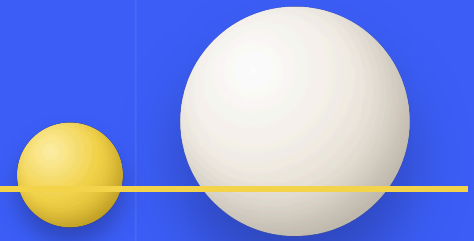
THE SURVEY

THE QUESTIONS ARE THE STUDY

01	THE CHOICE FIRST	One sentence on what you need to decide, before question one.
02	SHORT ENOUGH	If it's too long, people quit. We cut it.
03	A REAL CHOICE	We only test a trade-off if that's how people actually choose.
04	THEIR WORDS	How people talk, not the brand's slogan.

YOU LEAVE WITH

WHAT YOU GET BACK



01

A PLAN

Who, how many, how long, and what we won't promise. Before anyone is contacted.

02

FIELD, VISIBLE

Counts as they come in. Removals by reason.

03

THE ANSWER

What to do, the evidence, and the risk of leaving things as they are.

04

AN HOUR

The file, who was removed, then a meeting. Not a slide deck dropped in email.

WORK WE CAN SHOW

WHAT CHANGED

+18%
REPEAT SHOPPERS

B2C · grocery. They did not hate the store. A quick trip had become a chore. Three real errands rebuilt the offer.

2.4×
THE PLAINER LINE

B2C · beauty. The slogan tested well and died on the shelf. The category had already used it.

4
REASONS PEOPLE SWITCHED

B2C · mobility. Riders said price. The real reason was the app made them feel late. Two features went.

1
FEE THEY KEPT

B2B · finance. A new price tier would have felt like a penalty. They changed the fee companies already paid.

Healthcare work is in the healthcare book.



START

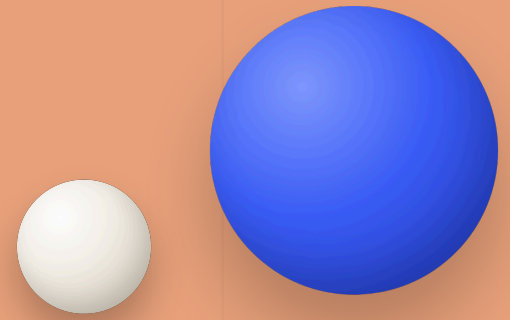
TELL US WHAT YOU NEED TO DECIDE

We reply within two working days. Healthcare, B2C, or B2B. And whether we are the right studio.

HELLO@IZNYT.COM

No newsletter. A person writes back. Say if it is healthcare, B2C, or B2B.

01	NAME IT	The choice, the date, and what happens if you do nothing.
02	THE PEOPLE	Healthcare, B2C, or B2B. If we can't find them, we say so before a survey exists.
03	A FIRST LOOK	Six days to a first set of answers, when the question is already clear.



ASK THE RIGHT PEOPLE. THEN DECIDE.

A studio for the choice that has to be clear. This book is who we talk to, where they are, and how we keep their answers safe.

HEALTHCARE | B2C | B2B | 60 MARKETS | ANSWERS KEPT SAFE



IZNYT

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