



**CALCINSIGHTS**

**Panel Book**

<https://calcinsights.com/>

# WHO WE ARE

Calc Insights, headquartered in India, offers global online sampling solutions tailored to meet the diverse needs of research clients across the world. Our reach is powered by a mix of DOI panelists, an exclusive proprietary router for CI panelists, affiliate networks, social media traffic, and other targeted channels. This broad access allows us to support projects of any scale, from general population to niche targeting.

We place strong emphasis on data quality, ensuring each respondent passes through rigorous validation and screening checks before qualifying for any survey. This process not only guarantees relevant and accurate responses but also enhances the overall survey experience for participants, resulting in better engagement and reliability.

With over a decade of industry experience, Calc Insights our partner division manages each project with precision and responsibility. Our client relationships are built on trust, timely delivery, and service excellence. We believe in earning business through performance, which is why many of our clients come through referrals and long-term partnerships. Our goal is to become the preferred source for online samples and panel recruitment, backed by technology, transparency, and competitive pricing.



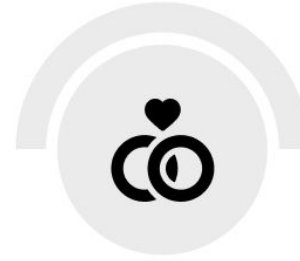
# OUR PROFILE



INDUSTRY



EMPLOYEMENT



MARITAL STATUS



KIDS IN  
HOUSEHOLD



AGE AND  
GENDER OF CHILD



HOME  
OWNERSHIP



TYPE OF DEVICE



TYPE  
OF VEHICLE



# OUR PROFILE



GENDER



AGE



REGION



RACE



LANGUAGE



ETHNICITY



ZIP/POST CODE



HOUSEHOLD  
INCOME



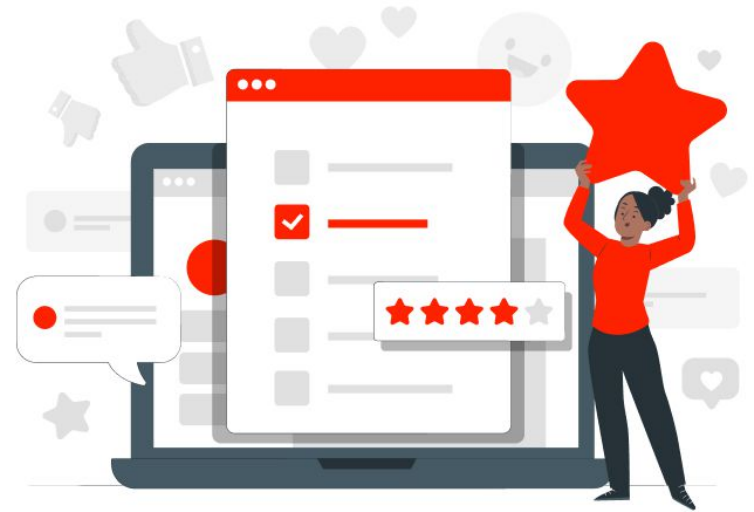
EDUCATION



# QUALITY

By doing thorough quality checks at multiple phases, we guarantee that your survey is only filled out by one-of-a-kind respondents.

- AT RECRUITMENT STAGES BY DOI
- AT SURVEY TAKING STAGE THROUGH DIGITAL FINGERPRINT OF THEIR IP ADDRESS AND BROWSER COOKIES
- IN SURVEY STAGE THROUGH TRAP/RED HERRING QUESTION AND TIME
- STAMP YEARLY SCRUTINY OF FRAUDSTERS / PROFESSIONALS SURVEY TAKERS BY CHECKING THEIR RESPONSES FROM TIME TO TIME TO MAINTAIN HIGH QUALITY THOSE WHO FAIL QUALITY THRICE ARE REMOVED FROM PANEL



In addition to incentives, our panelists are motivated to innovate new products and services that enhance societal benefit and personal well-being. This ethos ensures that we receive honest and unbiased responses from our respondents. Our rigorous solicitation process and the segregation of our B2B/ITDM panel help maintain the quality of responses from our B2B segment. Despite our smaller panel size, we diligently update and keep it current.

# QUALITY TACTICS

## Recruitment stage

- GEO IP CHECK DUPLICATE IPS
- BOT DETECTION AND PREVENTION
- EMAIL VERIFICATION THROUGH IP QUALITY SCORE
- VPN/PROXY CHECK
- SECURE ACCESS SERVICE EDGE DETECTION
- DOMAIN REPUTATION
- SOCIAL PROFILE MATCHING
- DETECTION OF ANTI-FINGERPRINTING
- VIRTUAL BROWSERS
- DEVICE ID ( DIGITAL FINGERPRINT )
- DOUBLE OPT-IN CONFIRMATION
- VIRTUAL MACHINE DETECTION



# QUALITY TACTICS

## Participation Stage

- GEO IP CHECK DUPLICATE IPS
- BOT DETECTION AND PREVENTION
- EMAIL VERIFICATION THROUGH IP QUALITY SCORE
- VPN/PROXY CHECK
- SECURE ACCESS SERVICE EDGE DETECTION
- DOMAIN REPUTATION
- SOCIAL PROFILE MATCHING
- DETECTION OF ANTI-FINGERPRINTING
- VIRTUAL BROWSERS
- DEVICE ID ( DIGITAL FINGERPRINT )
- DOUBLE OPT-IN CONFIRMATION
- VIRTUAL MACHINE DETECTION

## Post Survey

- DAILY AUTOMATED AND MANUAL CHECKS
- CLIENT FEEDBACK
- REWARD FULFILLMENT VALIDATION
- OPEN ENDS ANALYSIS
- FRAUDSTERS BLOCKING AND BLACKLISTING



# PANEL COVERAGE 40+ COUNTRIES

## NORTH AMERICA

	PANEL COUNT
Canada	3,0776
Costa Rica	4,493
Mexico	2,32,496
United States of America (USA)	7,62,925

## SOUTH AMERICA

	PANEL COUNT
Argentina	2,822
Brazil	2,01,401
Chile	56,103
Colombia	31,626
Peru	11,662

## EUROPE

	PANEL COUNT
Austria	56,103
Belgium	26,395
Bulgaria	16,336
Croatia	6,510
Czech Republic	24,564
Denmark	1,93,459
Finland	93,874
France	1,53,686

Germany	2,42,407
Hungry	35,802
Ireland	37,758
Italy	2,53,899
Luxembourg	17,980
Netherlands	1,22,528
Norway	31,800
Poland	84,301
Portugal	77,653
Spain	53,574
Sweden	1,38,034
Switzerland	60,687
Turkey	18,395
United Kingdom	4,67,540

## Asia and Middle East

	PANEL COUNT
Bahrain	15,764
China(PRC)	2,67,131
Hong Kong	2,44,793
India	11,93,755
Indonesia	18,988

Iran	15,215
Japan	1,47,996
Kazakhstan	20,011
Kuwait	16,325
Malaysia	1,54,286
Oman	7,525
Philippines	1,88,464
Qatar	31,461
Saudi Arabia	79,386
Singapore	162,960
South Korea	28,295
Thailand	134,700
United Arab Emirate	109,705
Vietnam	59,018
Taiwan(ROC)	70,405

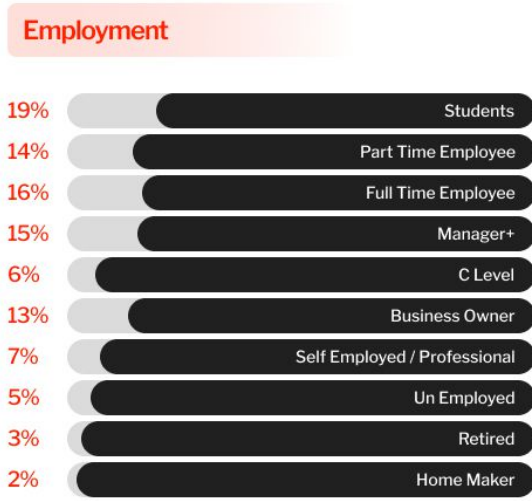
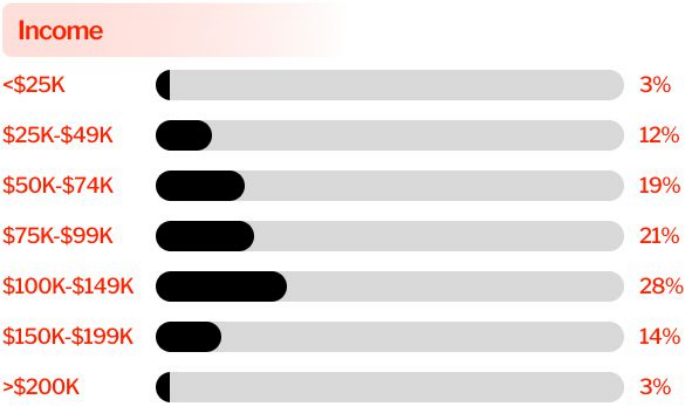
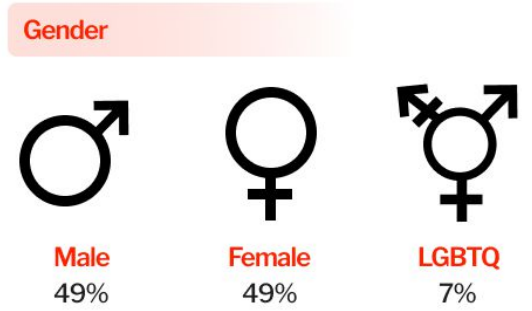
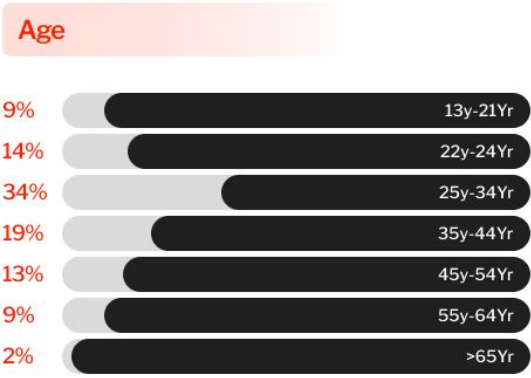
## AFRICA

	PANEL COUNT
Egypt	55,027
South Africa	100,474

## OCEANIA COUNTRIES

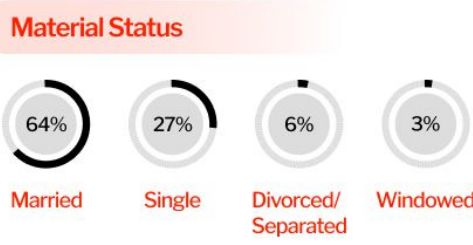
	PANEL COUNT
Australia	1,051,625
New Zealand	57,647

# CANADA PANEL DETAILS



**PANEL COUNT**  
3,0776

**POPULATION**  
40.4 million



# USA PANEL DETAILS

PANEL COUNT

7,62,925

POPULATION

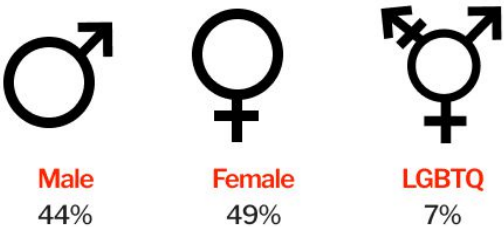
334 million



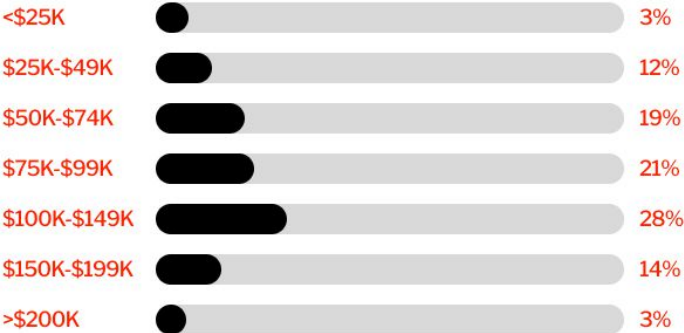
## Age



## Gender



## Income



## Employment



## Material Status





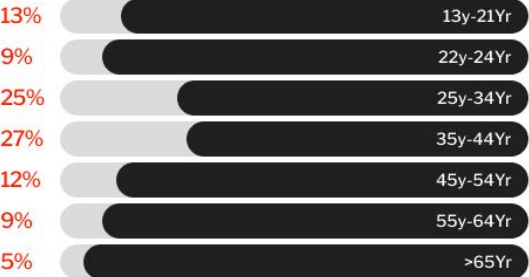
# BRAZIL PANEL DETAILS

PANEL COUNT  
2,01,401

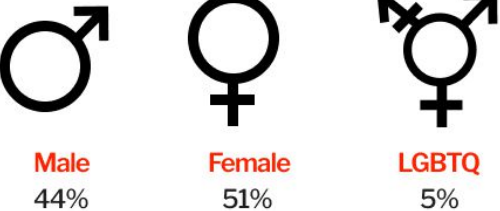
POPULATION  
216 million



## Age



## Gender



## Income



## Employment



## Material Status



# MEXICO PANAL DETAILS

PANEL COUNT

2,32,496

POPULATION

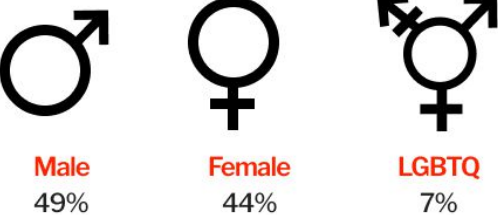
128 million



## Age



## Gender



## Income



## Employment



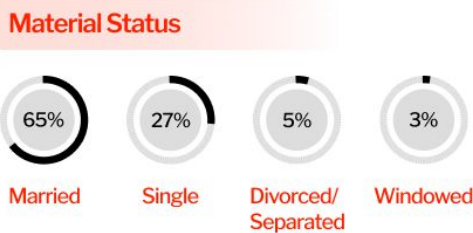
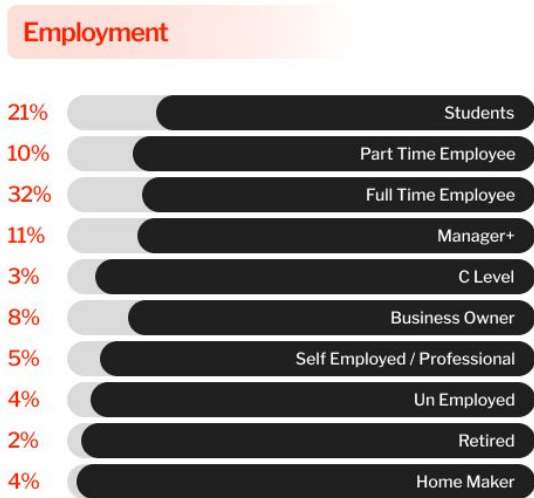
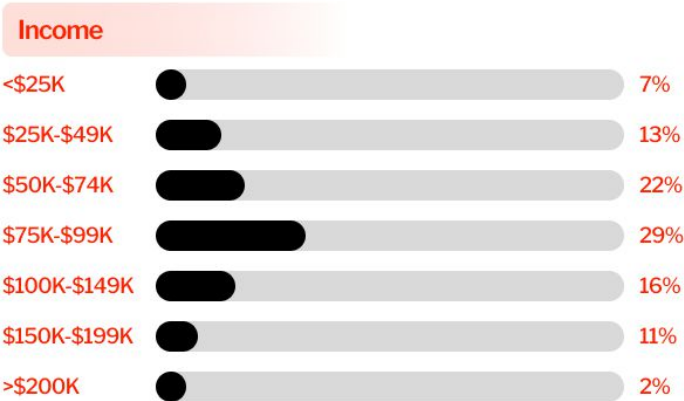
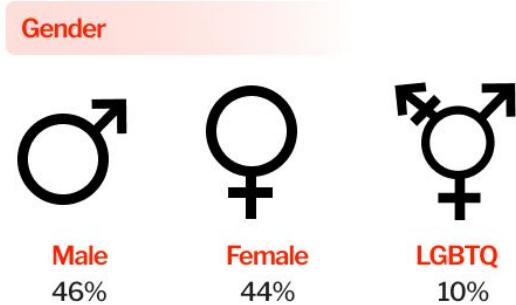
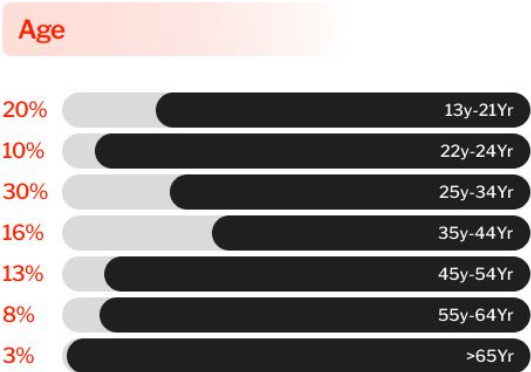
## Material Status



# COLOMBIA PANEL DETAILS

PANEL COUNT  
31,626

POPULATION  
53 million





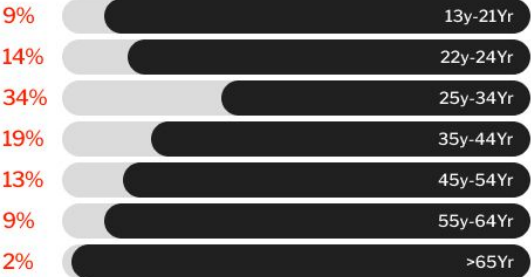
# ARGENTINA PANEL DETAILS

PANEL COUNT  
2,822

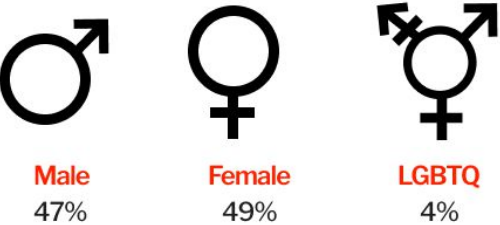
POPULATION  
334 million



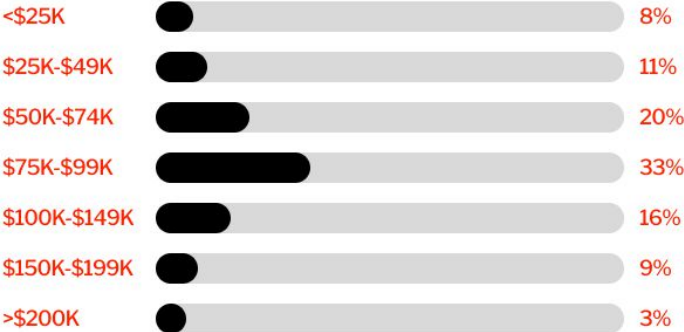
## Age



## Gender



## Income



## Employment



## Material Status



# CHILE PANEL DETAILS

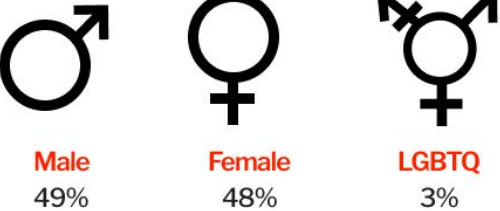
PANEL COUNT  
56,103

POPULATION  
19 million

## Age



## Gender



## Income



## Employment



## Material Status



# PERU PANEL DETAILS

PANEL COUNT  
11,662

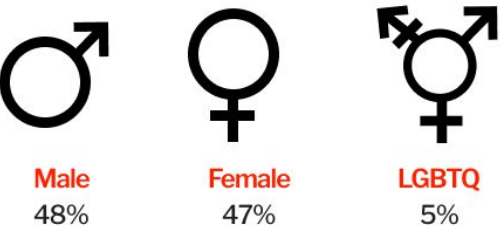
POPULATION  
34 million



## Age



## Gender



## Income



## Employment



## Material Status





# PUERTO RICO PANEL DETAILS

PANEL COUNT

49142

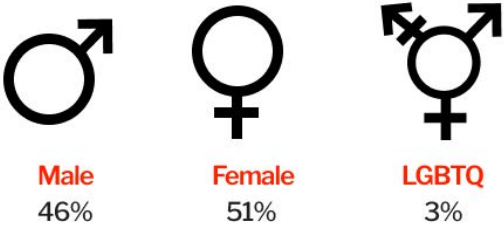
POPULATION

3.1 million

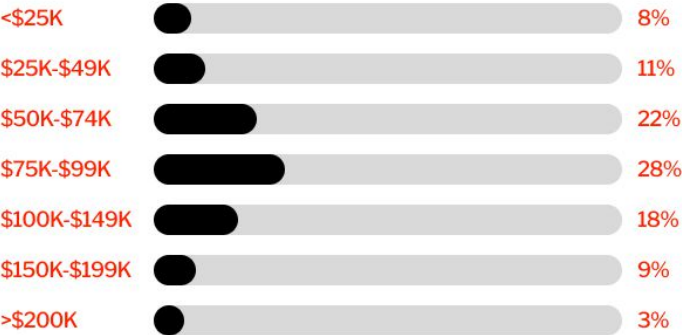
## Age



## Gender



## Income



## Employment



## Material Status



# AUSTRIA

## PANEL DETAILS

PANEL COUNT

56,103

POPULATION

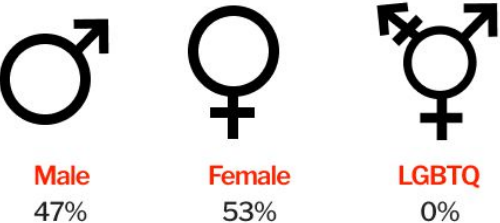
8.98 million



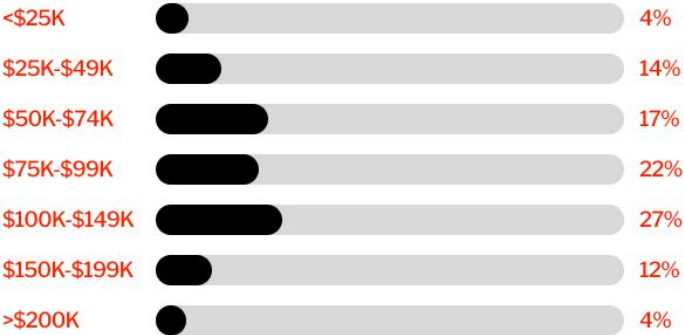
### Age



### Gender



### Income



### Employment



### Material Status



# BELGIUM

## PANEL DETAILS

PANEL COUNT

26,395

POPULATION

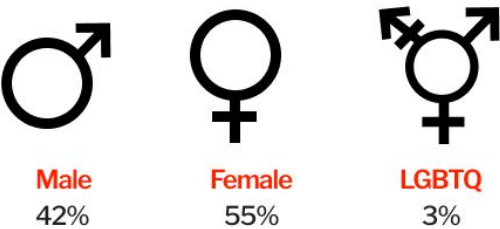
11.72 million



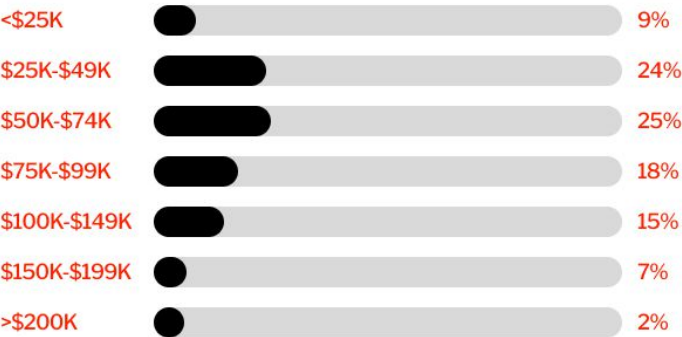
### Age



### Gender



### Income



### Employment



### Material Status



# BULGARIA

## PANEL DETAILS

PANEL COUNT

16,336

POPULATION

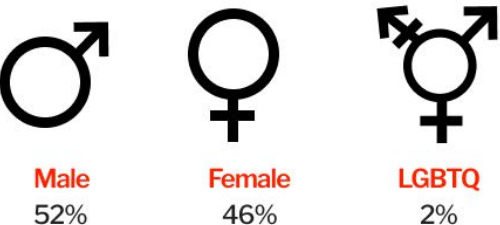
6.62 million



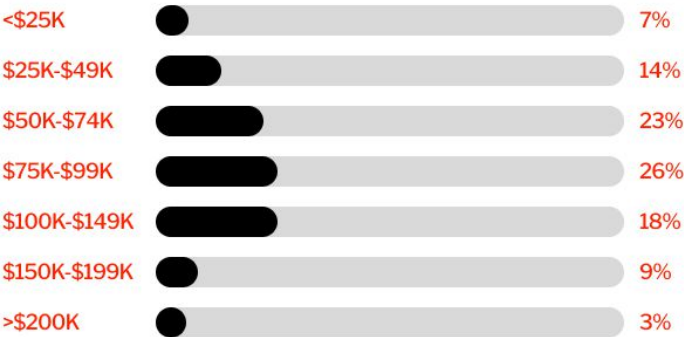
### Age



### Gender



### Income



### Employment



### Material Status





# DENMARK

## PANEL DETAILS

PANEL COUNT

1,93,459

POPULATION

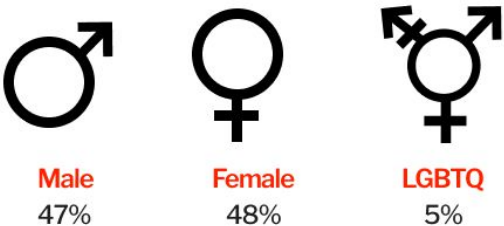
5.94 million



### Age



### Gender



### Income



### Employment



### Material Status

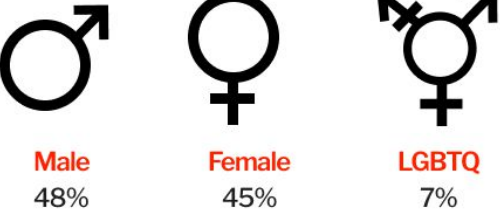


# FINLAND PANEL DETAILS

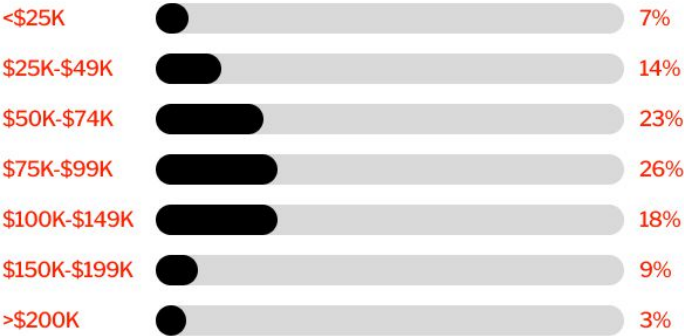
## Age



## Gender



## Income



## Employment



## Material Status



PANEL COUNT  
93,874

POPULATION  
5.55 million



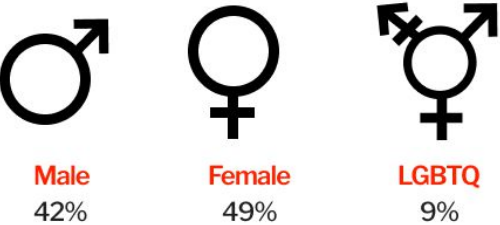
# FRANCE

## PANEL DETAILS

### Age



### Gender



LGBTQ  
9%

### Income



### Employment



### Material Status



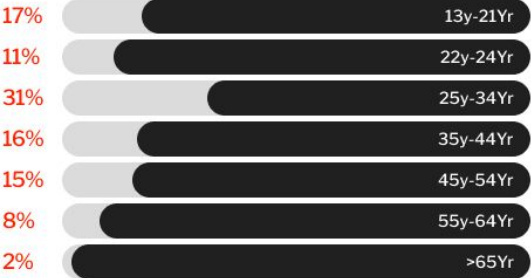
PANEL COUNT  
1,53,686

POPULATION  
64.88 million

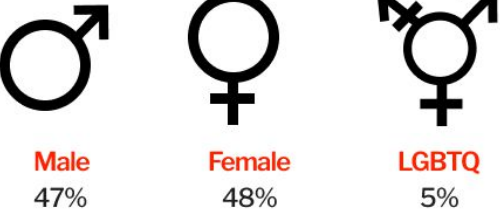


# GERMANY PANEL DETAILS

## Age



## Gender



## Income



## Employment



## Material Status



PANEL COUNT  
2,42,407

POPULATION  
83.25 million





# HUNGARY

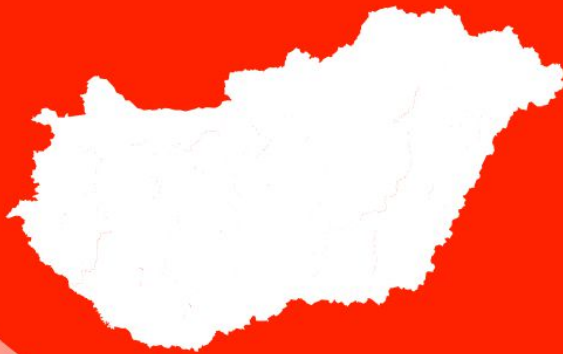
## PANEL DETAILS

PANEL COUNT

35,802

POPULATION

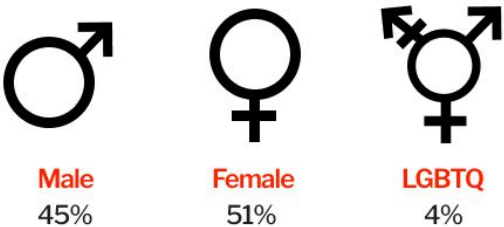
9.99 million



### Age



### Gender



### Income



### Employment



### Marital Status

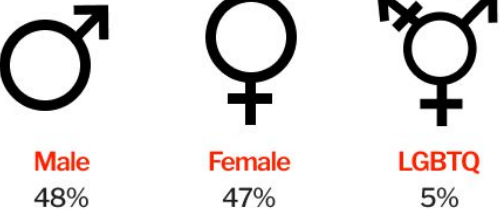


# IRELAND PANEL DETAILS

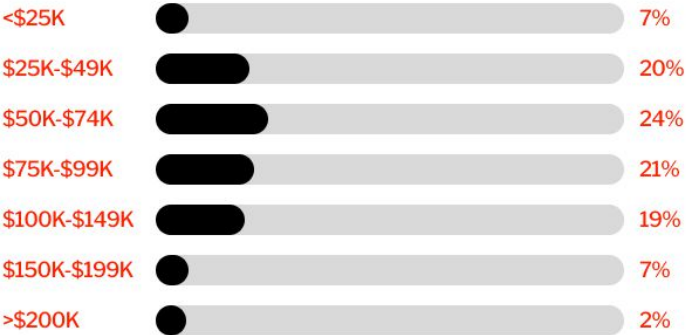
## Age



## Gender



## Income



## Employment



## Material Status



PANEL COUNT

37,758

POPULATION

5.09 million



# ITALY

## PANEL DETAILS

PANEL COUNT

2,53,899

POPULATION

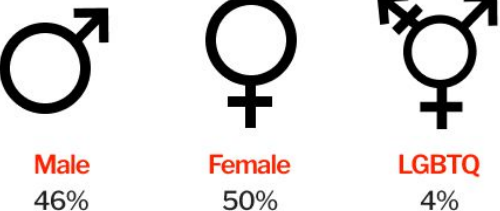
58.70 million



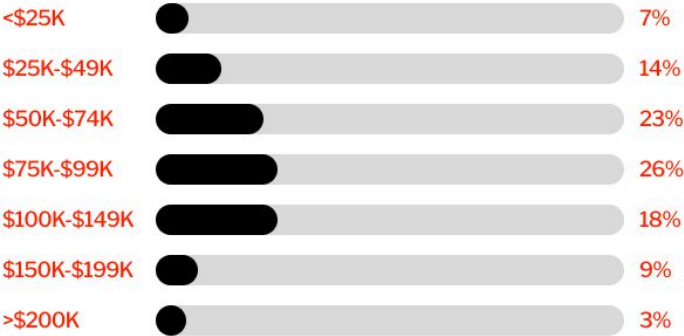
### Age



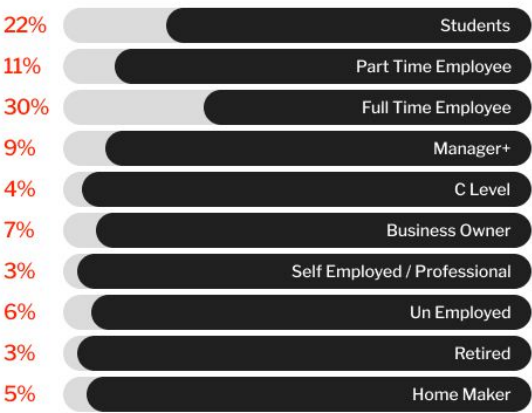
### Gender



### Income



### Employment



### Material Status

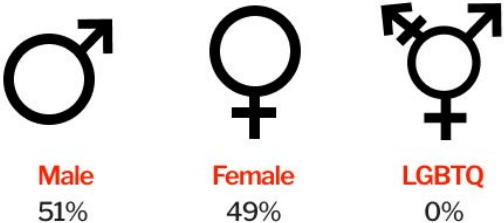


# LUXEMBOURG PANEL DETAILS

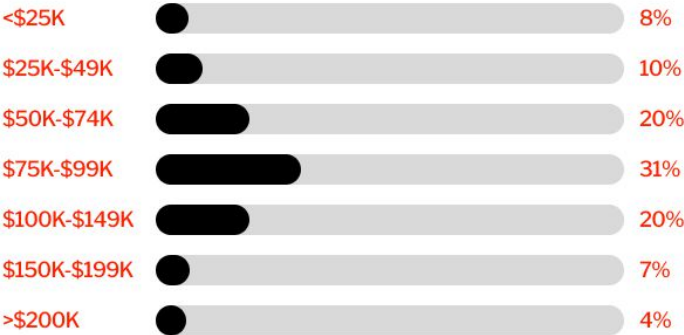
## Age



## Gender



## Income



## Employment



## Material Status



PANEL COUNT

17,980

POPULATION

570,000



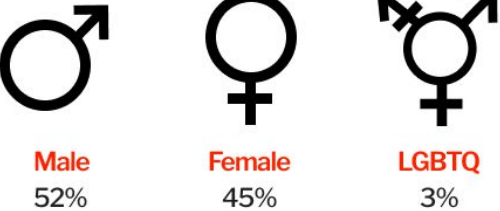


# NETHERLANDS PANEL DETAILS

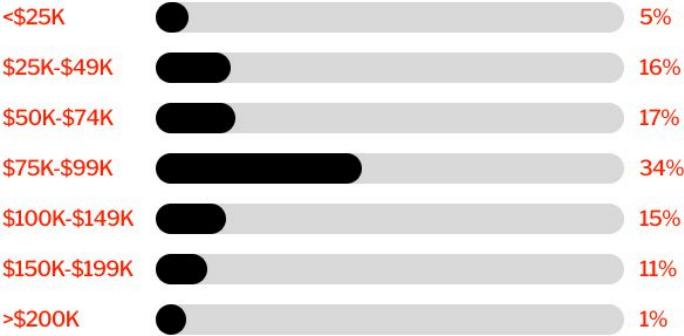
## Age



## Gender



## Income



## Employment



## Material Status



PANEL COUNT

1,22,528

POPULATION

17.67 million



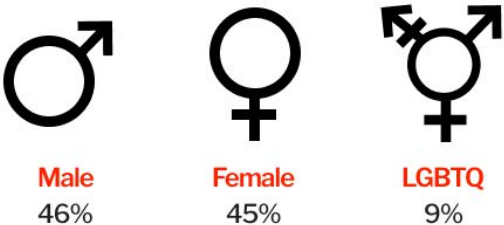
# NORWAY

## PANEL DETAILS

### Age



### Gender



### Income



### Employment



### Material Status



PANEL COUNT

31,800

POPULATION

5.51 million



# POLAND

## PANEL DETAILS

PANEL COUNT

84,301

POPULATION

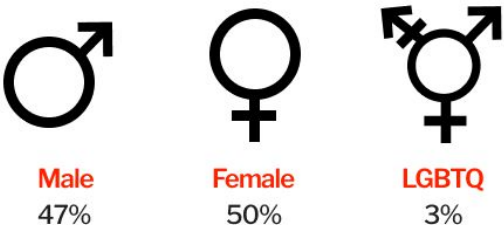
40.22 million



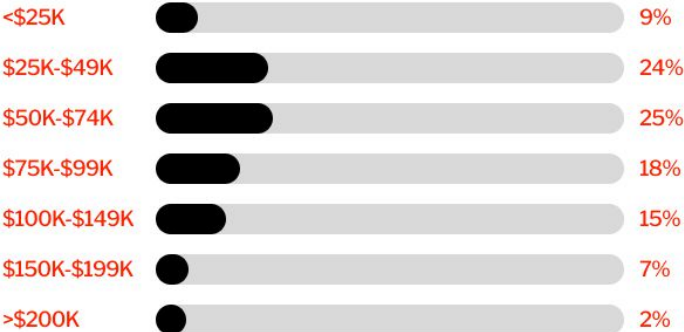
### Age



### Gender



### Income



### Employment

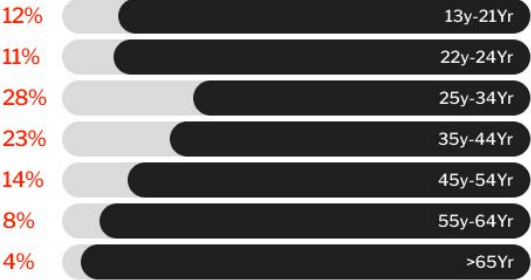


### Material Status

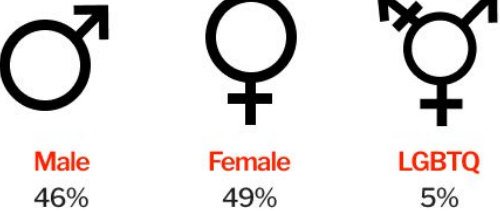


# PORTUGAL PANEL DETAILS

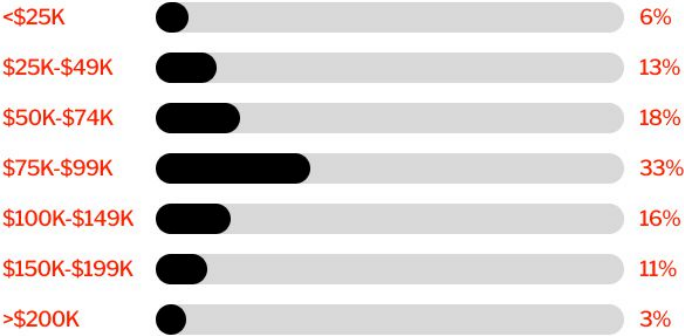
## Age



## Gender



## Income



## Employment



## Material Status



PANEL COUNT

77,653

POPULATION

10.6 million





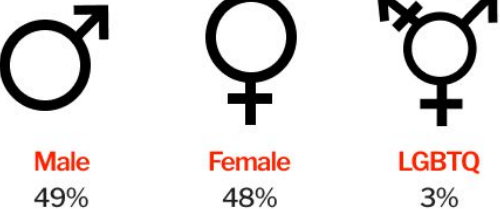
# SPAIN

## PANEL DETAILS

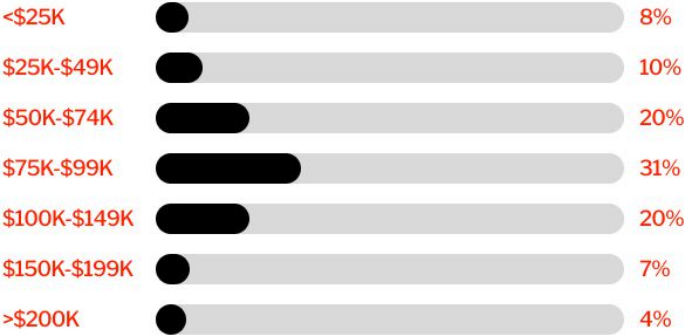
### Age



### Gender



### Income



### Employment



### Material Status



PANEL COUNT

53,574

POPULATION

47.47 million



# SWEDEN

## PANEL DETAILS

PANEL COUNT

1,38,034

POPULATION

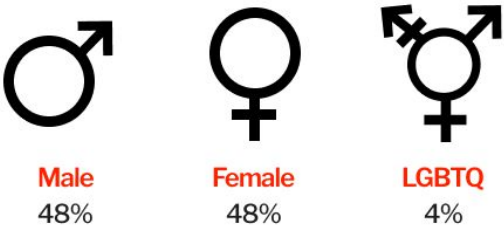
10.67 million



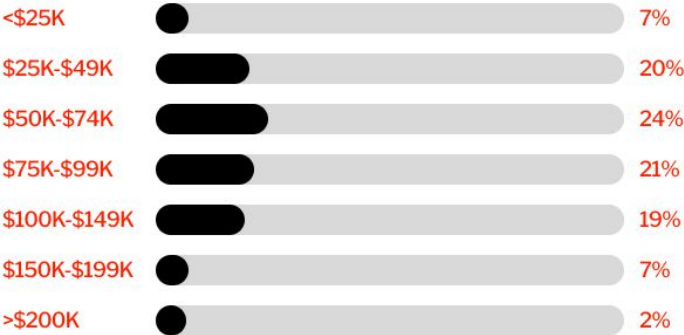
### Age



### Gender



### Income



### Employment



### Material Status

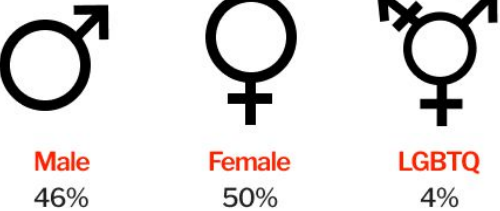


# SWITZERLAND PANEL DETAILS

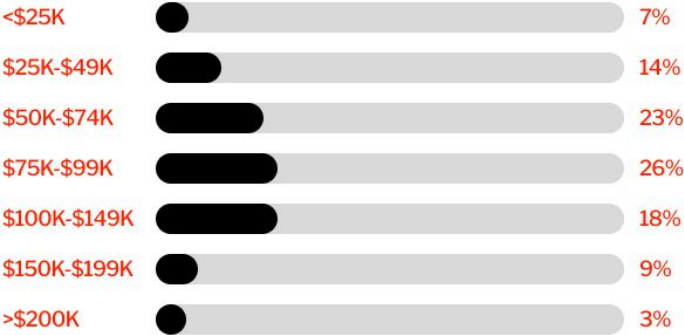
## Age



## Gender



## Income



## Employment



## Material Status



PANEL COUNT

60,687

POPULATION

8.85 million



# TURKEY

## PANEL DETAILS

PANEL COUNT

18,395

POPULATION

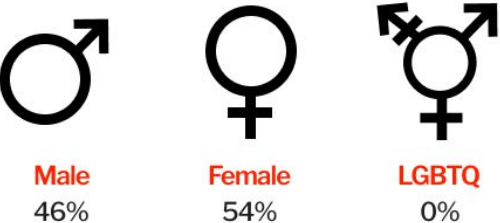
85 million



### Age



### Gender



### Income



### Employment



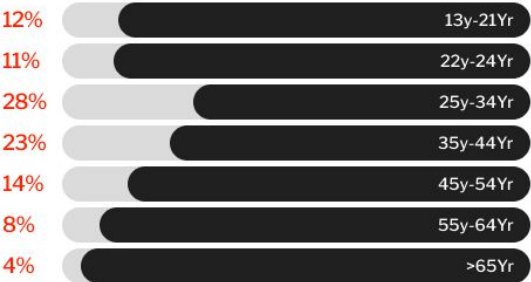
### Material Status



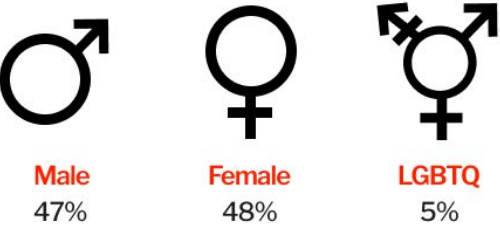


# UNITED KINGDOM PANEL DETAILS

## Age



## Gender



## Income



## Employment



## Material Status



## PANEL COUNT

4,67,540

## POPULATION

67.96 million

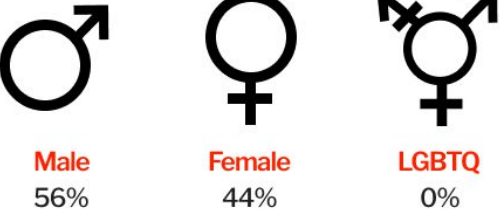


# BAHRAIN PANEL DETAILS

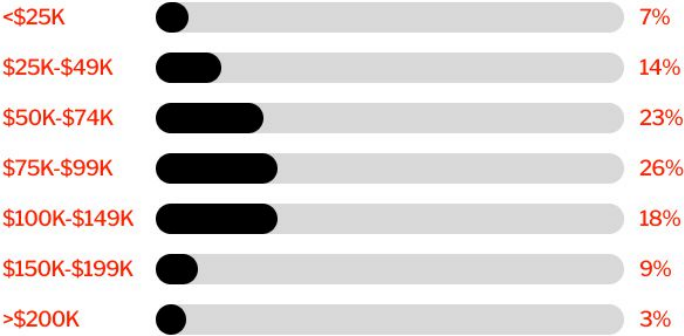
## Age



## Gender



## Income



## Employment



## Material Status



PANEL COUNT

15,764

POPULATION

1.5 million



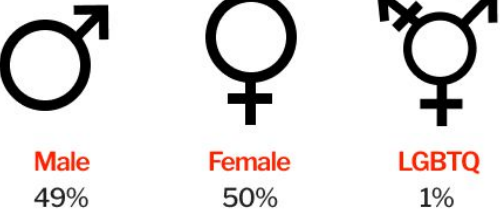
# CHINA

## PANEL DETAILS

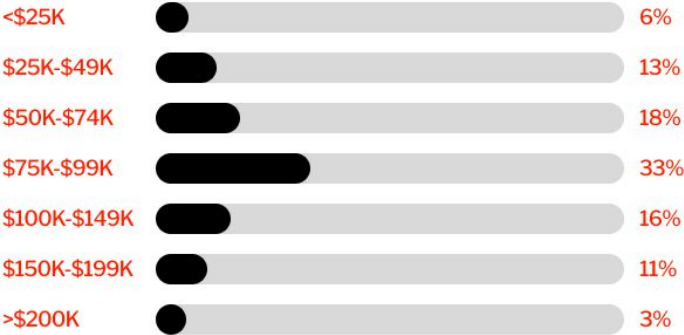
### Age



### Gender



### Income



### Employment



### Material Status



PANEL COUNT

2,67,131

POPULATION

1.41 billion

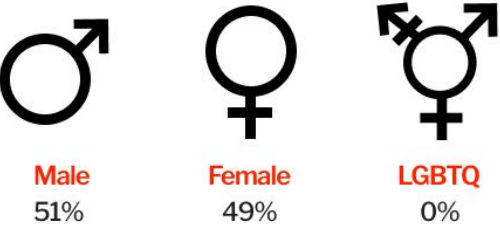


# HONG KONG PANEL DETAILS

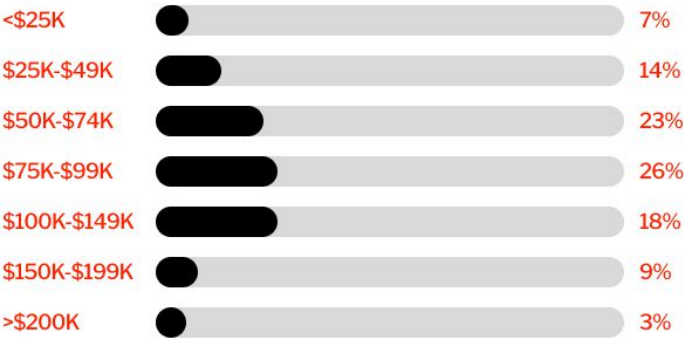
## Age



## Gender



## Income



## Employment



## Material Status



PANEL COUNT

2,44,793

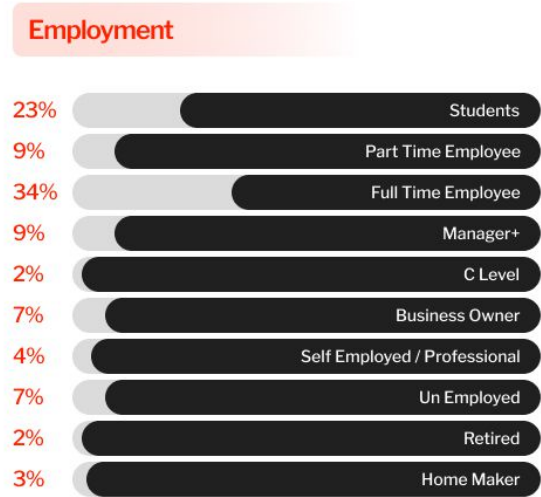
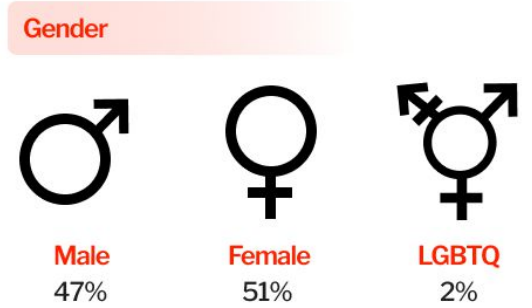
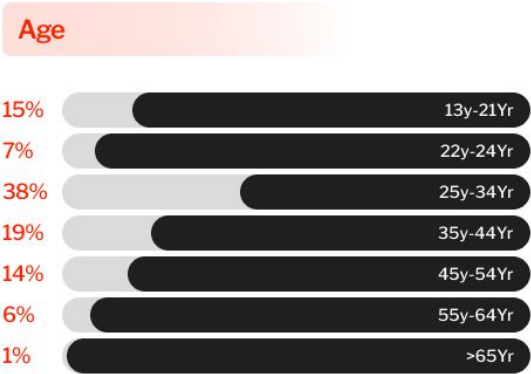
POPULATION

7.5 million



# INDIA

## PANEL DETAILS



PANEL COUNT  
11,93,755

POPULATION  
1.43 billion



# INDONESIA

## PANEL DETAILS

PANEL COUNT

18,988

POPULATION

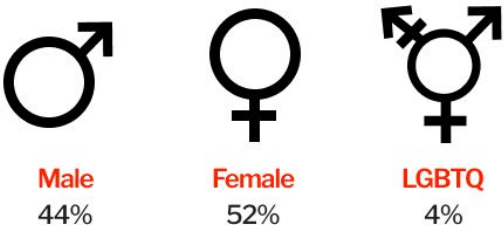
280 million



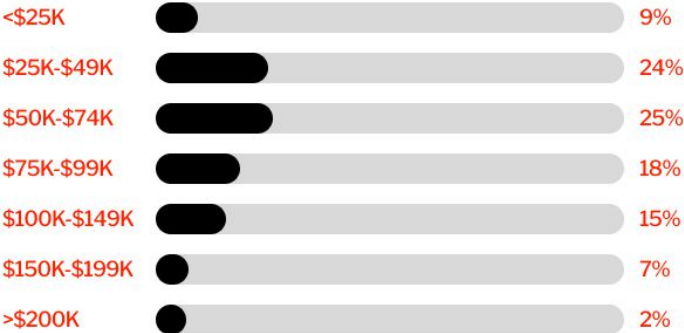
### Age



### Gender



### Income



### Employment



### Material Status



# IRAN

## PANEL DETAILS

PANEL COUNT

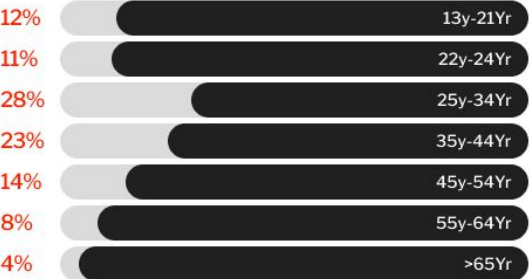
15,215

POPULATION

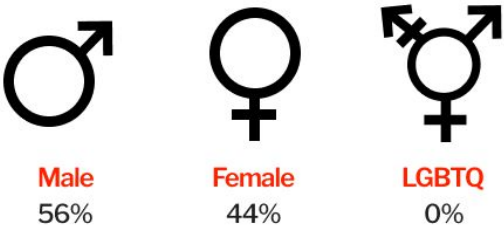
89 million



### Age



### Gender



### Income



### Employment



### Material Status



# JAPAN

## PANEL DETAILS

PANEL COUNT

1,47,996

POPULATION

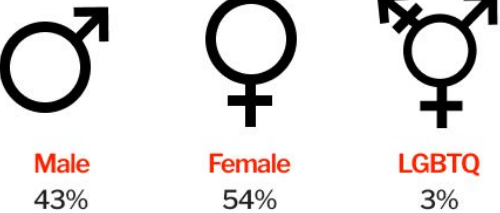
124 million



### Age



### Gender



### Income



### Employment



### Material Status





# KAZAKHSTAN PANEL DETAILS

PANEL COUNT

20,011

POPULATION

20 million



## Age



## Gender



Male  
58%



Female  
42%



LGBTQ  
0%

## Income



## Employment



## Material Status



Married



Single



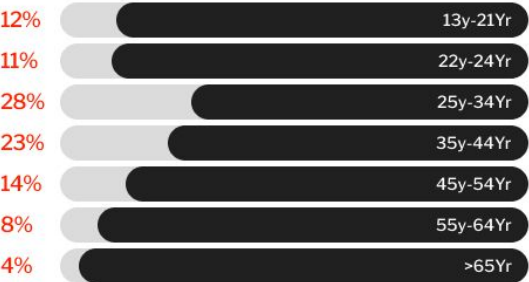
Divorced/  
Separated



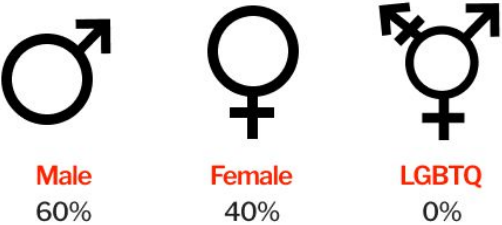
Widowed

# KUWAIT PANEL DETAILS

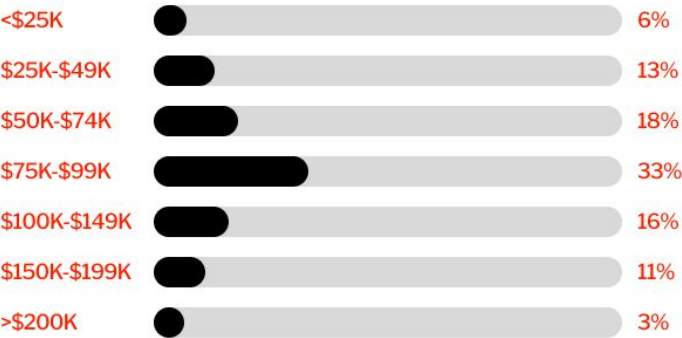
## Age



## Gender



## Income



## Employment



## Material Status



PANEL COUNT

16,325

POPULATION

4.8 million

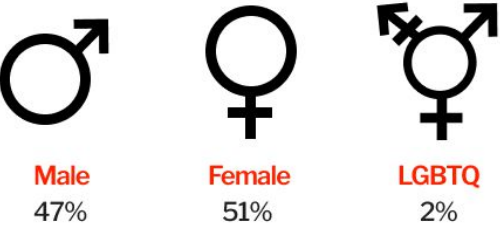


# MALAYSIA PANEL DETAILS

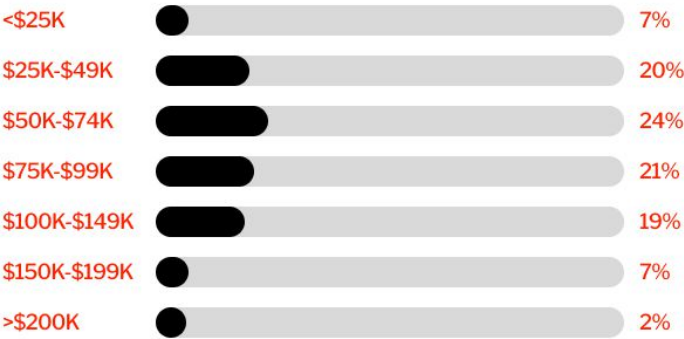
## Age



## Gender



## Income



## Employment



## Material Status



PANEL COUNT

1,54,286

POPULATION

34 million

# OMAN

## PANEL DETAILS

PANEL COUNT

7,525

POPULATION

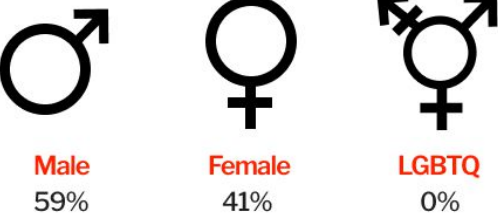
5.5 million



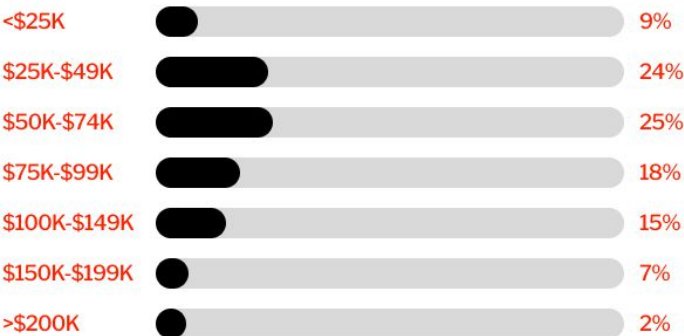
### Age



### Gender



### Income



### Employment



### Material Status



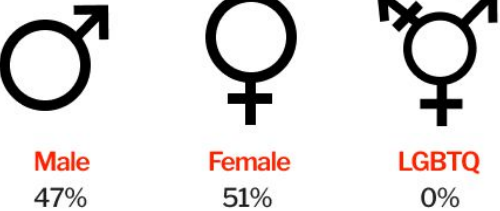


# PHILIPPINES PANEL DETAILS

## Age



## Gender



## Income



## Employment



## Material Status



PANEL COUNT

1,88,464

POPULATION

119 million

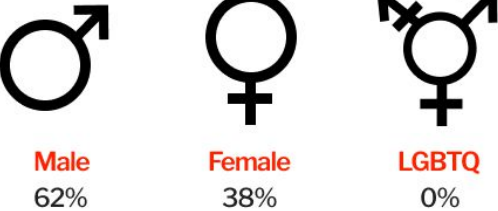


# QATAR PANEL DETAILS

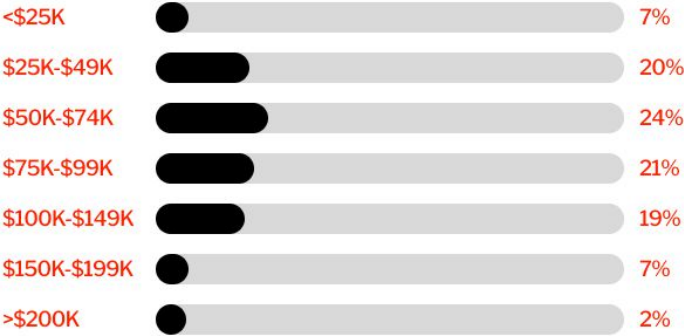
## Age



## Gender



## Income



## Employment



## Material Status



PANEL COUNT

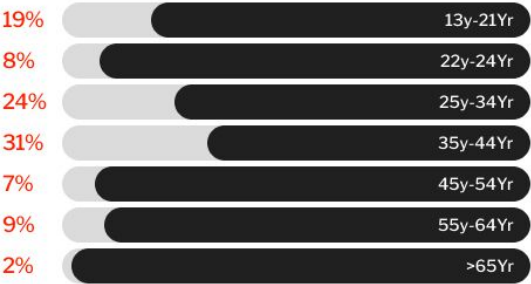
31,461

POPULATION

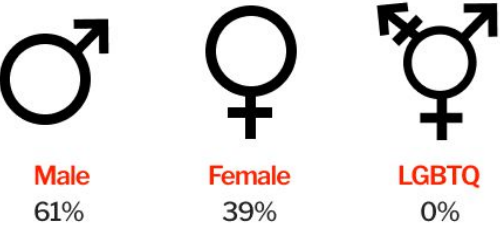
3 million

# SAUDI ARABIA PANEL DETAILS

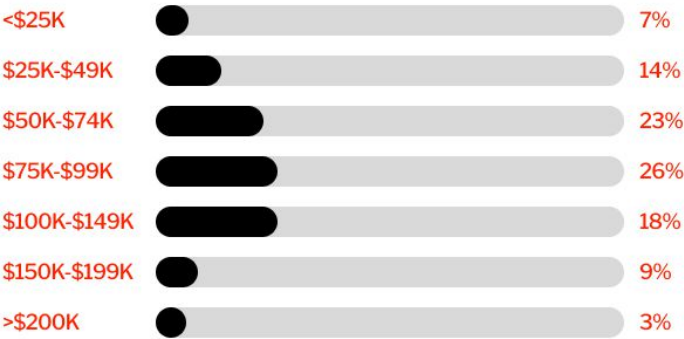
## Age



## Gender



## Income



## Employment



## Material Status



PANEL COUNT

79,386

POPULATION

37 million

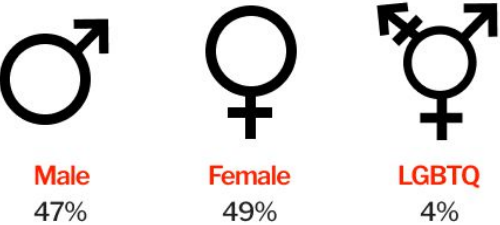


# SINGAPORE PANEL DETAILS

## Age



## Gender



## Income



## Employment



## Material Status



PANEL COUNT

162,960

POPULATION

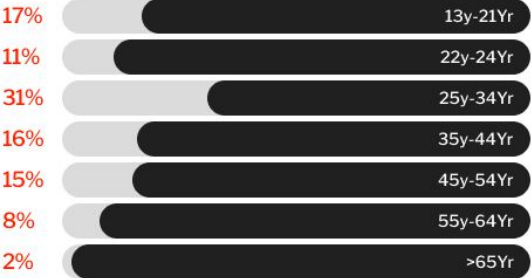
5.9 million



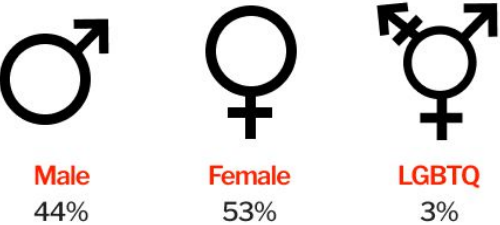


# SOUTH KOREA PANEL DETAILS

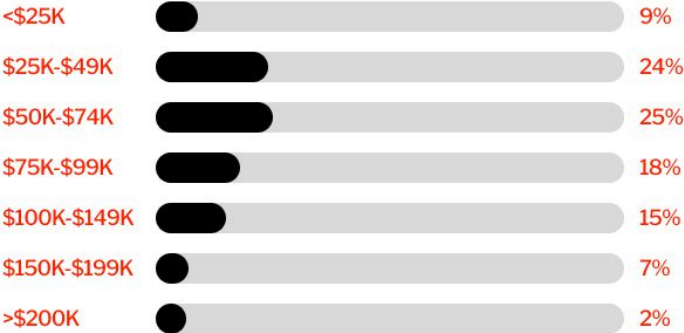
## Age



## Gender



## Income



## Employment



## Material Status



PANEL COUNT

28,295

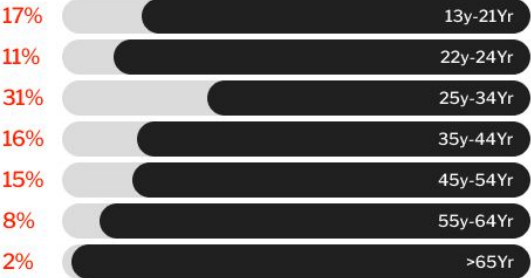
POPULATION

51 million

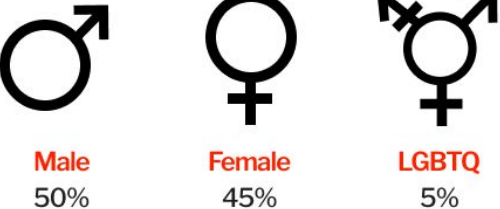


# THAILAND PANEL DETAILS

## Age

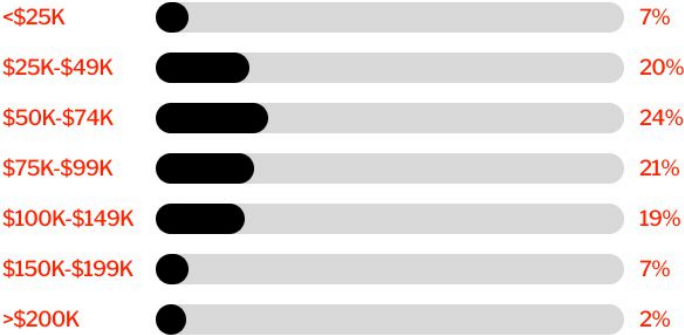


## Gender



LGBTQ  
5%

## Income



## Employment



## Material Status



## PANEL COUNT

134,700

## POPULATION

71 million



# UNITED ARAB EMIRATES

## PANEL DETAILS

PANEL COUNT

109,705

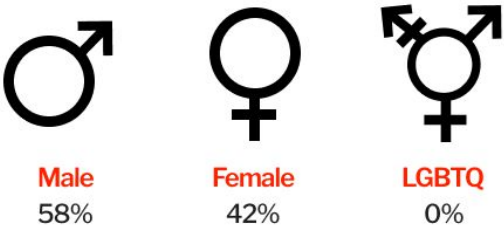
POPULATION

10 million

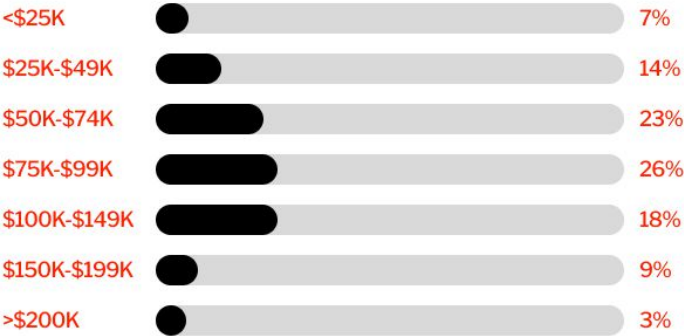
### Age



### Gender



### Income



### Employment

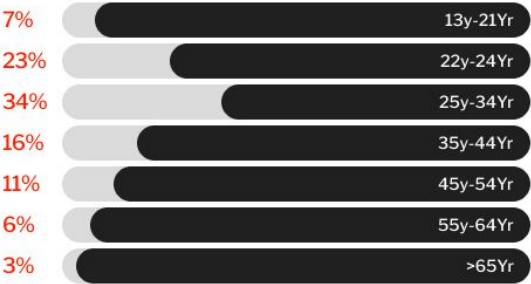


### Material Status

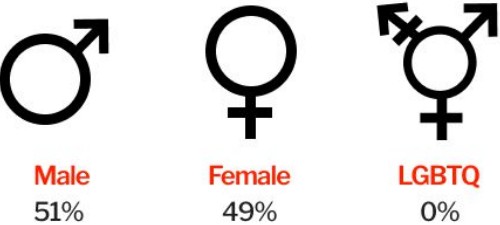


# VIETNAM PANEL DETAILS

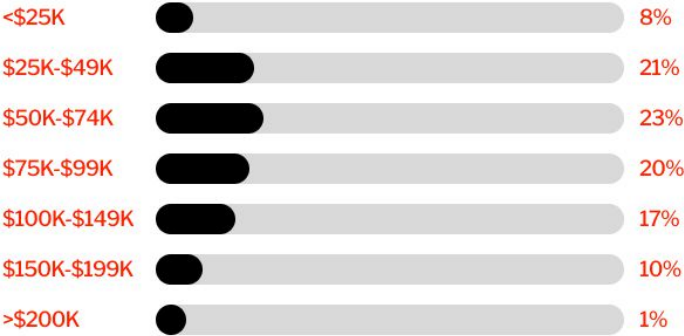
## Age



## Gender



## Income



## Employment



## Material Status



PANEL COUNT

59,018

POPULATION

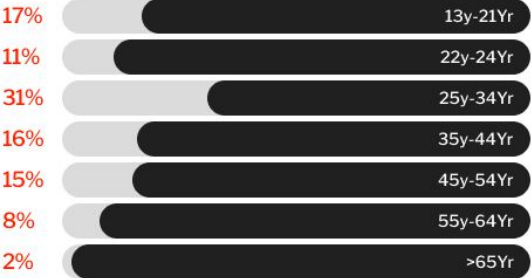
100 million



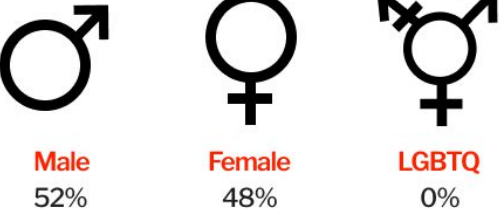


# TAIWAN (ROC) PANEL DETAILS

## Age



## Gender



## Income



## Employment



## PANEL COUNT

70,405

## POPULATION

23.5 million



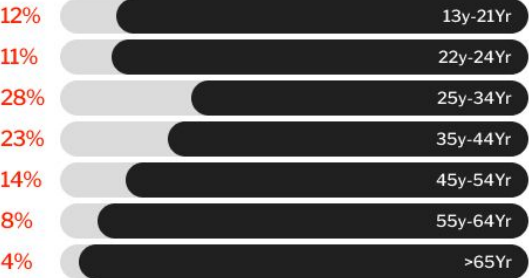
## Material Status



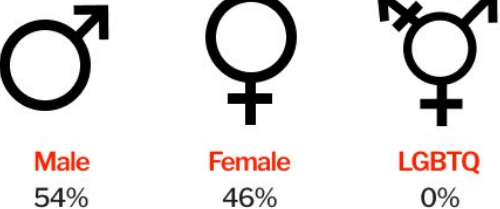
# EGYPT

## PANEL DETAILS

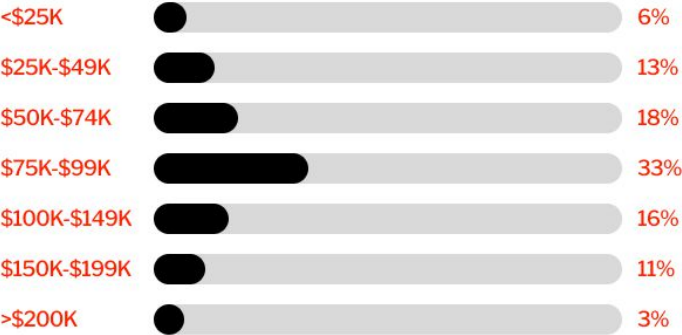
### Age



### Gender



### Income



### Employment



### Marital Status



PANEL COUNT

55,027

POPULATION

23.5 million



# NIGERIA

## PANEL DETAILS

PANEL COUNT

63,352

POPULATION

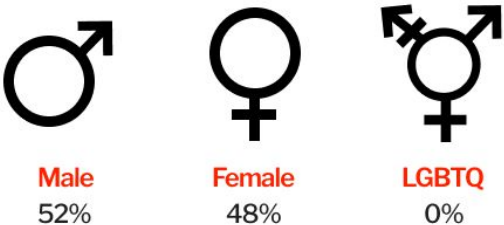
227.9 million



### Age



### Gender



### Income



### Employment

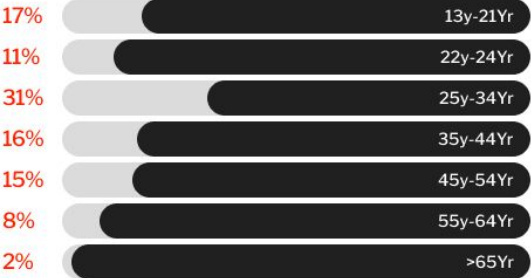


### Material Status

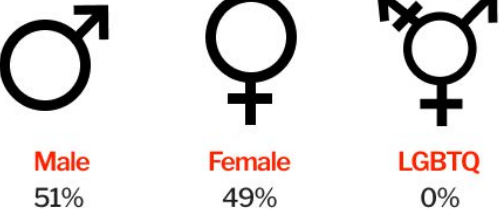


# SOUTH AFRICA PANEL DETAILS

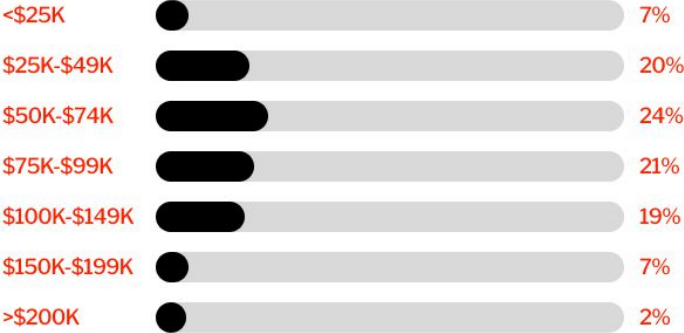
## Age



## Gender



## Income



## Employment



## Material Status



PANEL COUNT

100,474

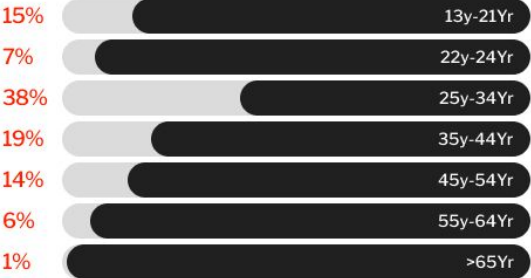
POPULATION

63 million

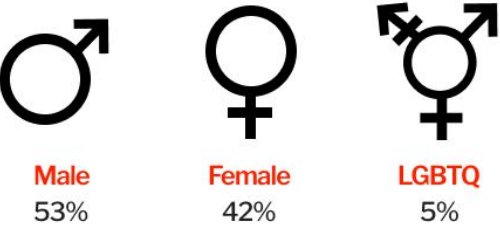


# AUSTRALIA PANEL DETAILS

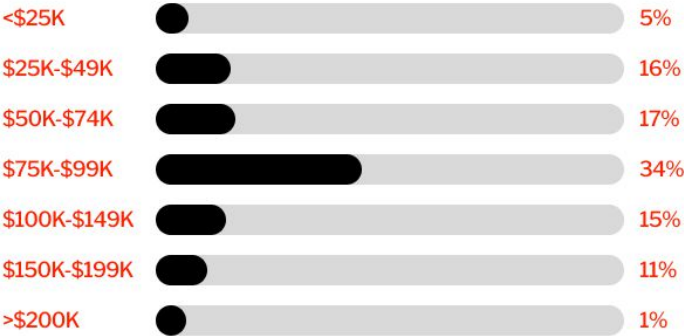
## Age



## Gender



## Income



## Employment



## PANEL COUNT

1,051,625

## POPULATION

27.2 million



## Material Status

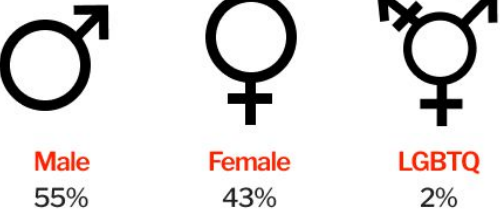


# NEW ZEALAND PANEL DETAILS

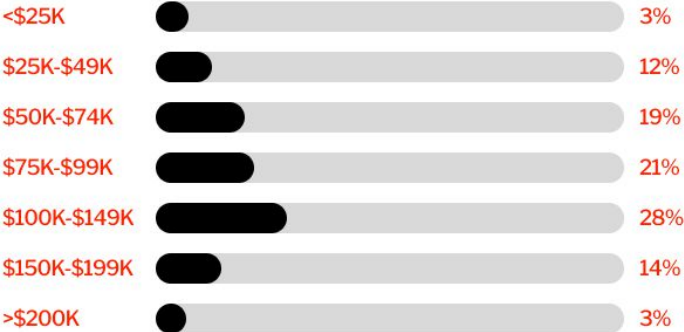
## Age



## Gender



## Income



## Employment



## Material Status



PANEL COUNT

57,647

POPULATION

5.31 million





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