



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.



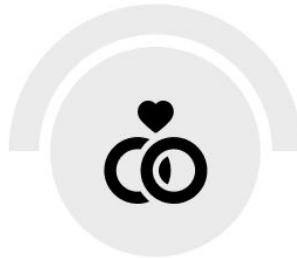
OUR PROFILE



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

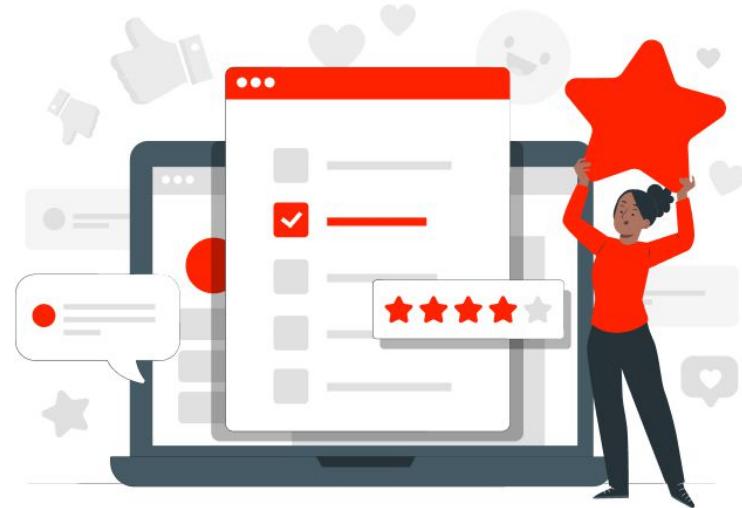


EDUCATION

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 QUESTIONS 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 THREE TIMES ARE REMOVED FROM PANEL

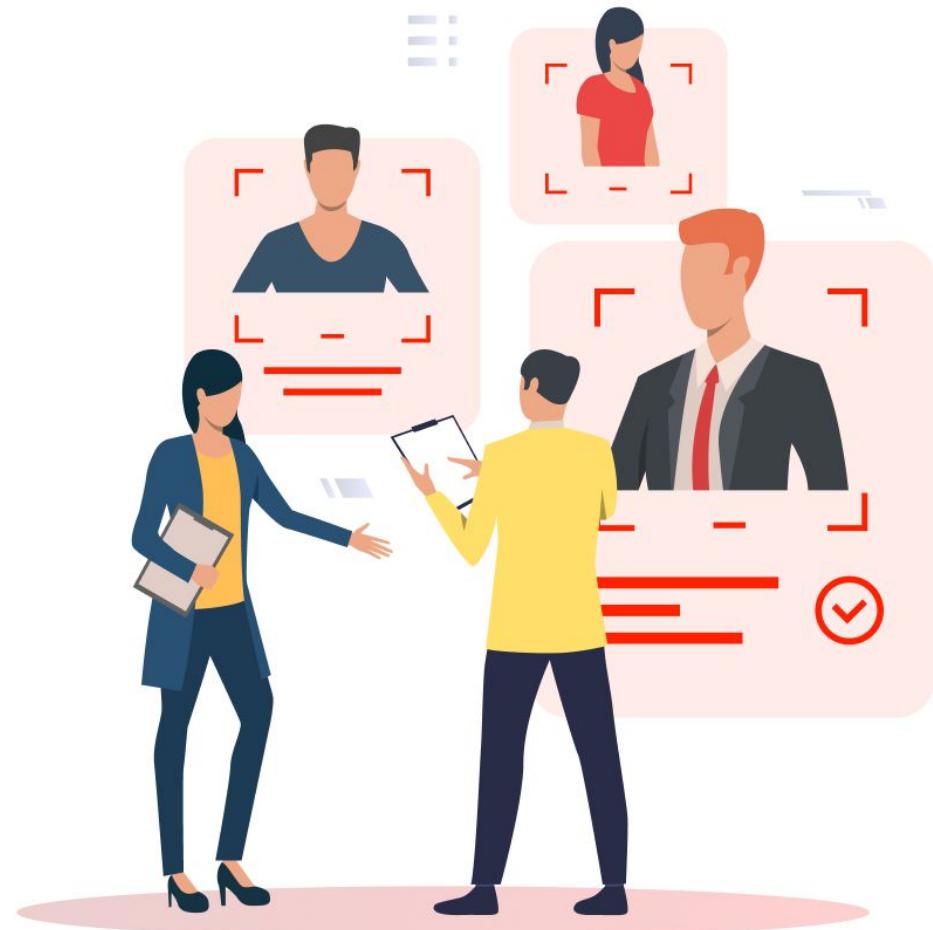


In addition to incentives, our panelists are motivated to innovate new products and services that enhance societal benefit and personal well-being. This ethos ensures that we receive honest and unbiased responses from our respondents. Our rigorous solicitation process and the segregation of our B2B/ITDM 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
Hungary	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

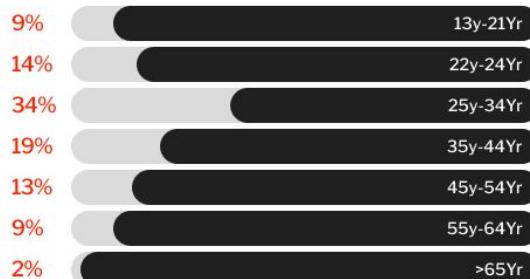
	PANEL COUNT
Egypt	55,027
South Africa	100,474

OCEANIA COUNTRIES

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

CANADA PANEL DETAILS

Age



Gender



Male
49%

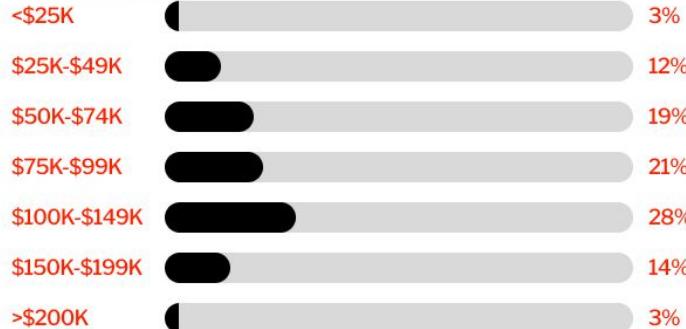


Female
49%



LGBTQ
7%

Income



Employment



PANEL COUNT

3,0776

POPULATION

40.4 million



Material Status



Married



Single

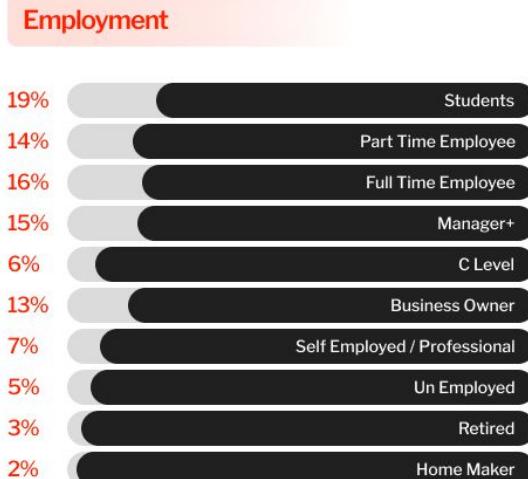
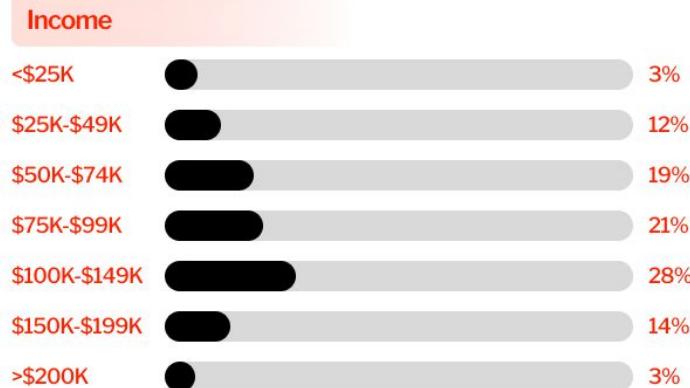
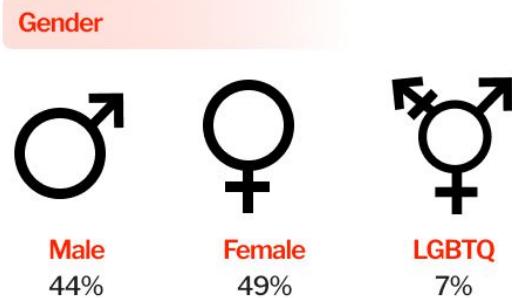


Divorced/
Separated



Windowed

USA PANEL DETAILS



PANEL COUNT
7,62,925

POPULATION
334 million

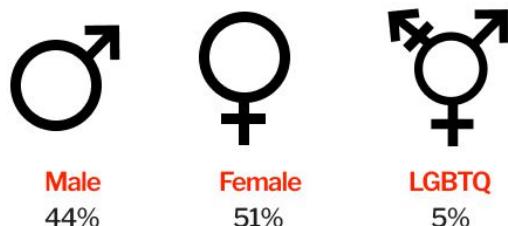


BRAZIL PANEL DETAILS

Age



Gender



Income



Employment



PANEL COUNT
2,01,401

POPULATION
216 million



Material Status



MEXICO PANAL DETAILS

Age



Gender



Male
49%



Female
44%



LGBTQ
7%

Income



Employment



PANEL COUNT
2,32,496

POPULATION
128 million



Material Status



Married



Single



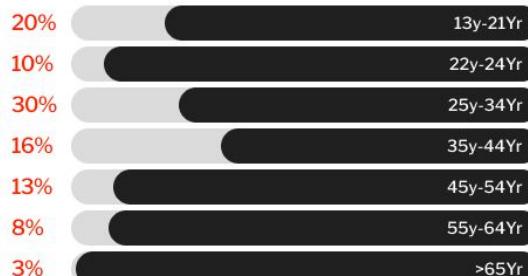
Divorced/
Separated



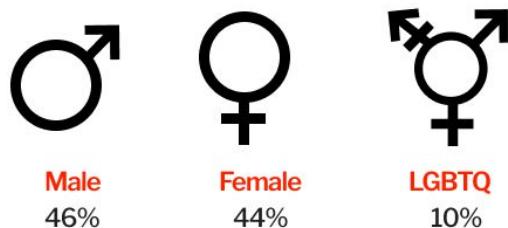
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COLOMBIA PANEL DETAILS

Age



Gender



PANEL COUNT
31,626

POPULATION
53 million



Income



Employment



Material Status

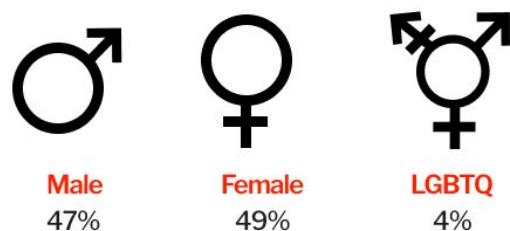


ARGENTINA PANEL DETAILS

Age



Gender



Income



Employment



PANEL COUNT
2,822

POPULATION
334 million



Material Status



CHILE PANEL DETAILS

Age



Gender



Male
49%



Female
48%



LGBTQ
3%

PANEL COUNT
56,103

POPULATION
19 million



Income



Employment



Material Status



PERU PANEL DETAILS

PANEL COUNT
11,662

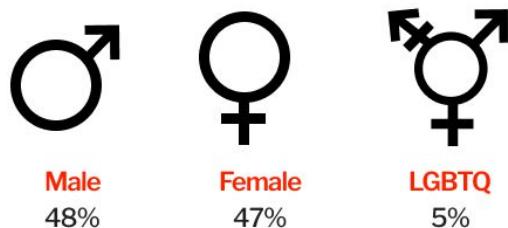
POPULATION
34 million



Age



Gender



Income



Employment



Material Status

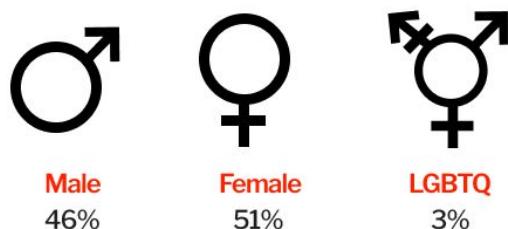


PUERTO RICO PANEL DETAILS

Age



Gender



PANEL COUNT
49142

POPULATION
3.1 million

Income



Employment



Material Status

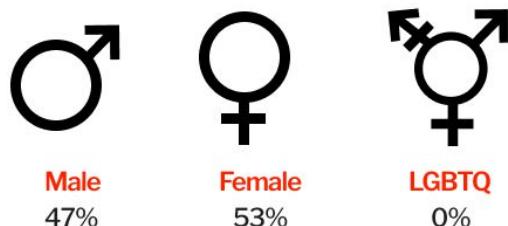


AUSTRIA PANEL DETAILS

Age



Gender



PANEL COUNT
56,103

POPULATION
8.98 million



Income



Employment



Material Status

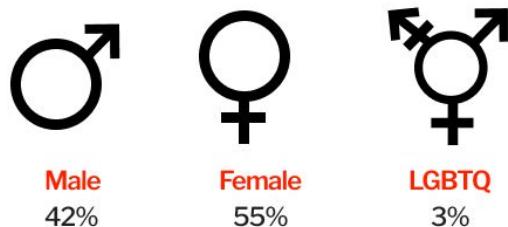


BELGIUM PANEL DETAILS

Age



Gender



Income



Employment



PANEL COUNT
26,395

POPULATION
11.72 million



Material Status

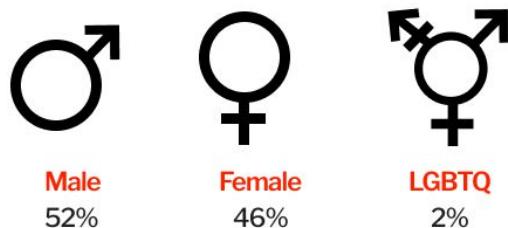


BULGARIA PANEL DETAILS

Age



Gender



PANEL COUNT
16,336

POPULATION
6.62 million



Income



Employment



Material Status

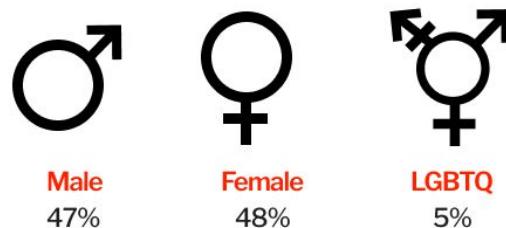


DENMARK PANEL DETAILS

Age



Gender



PANEL COUNT
1,93,459

POPULATION
5.94 million



Income



Employment



Material Status

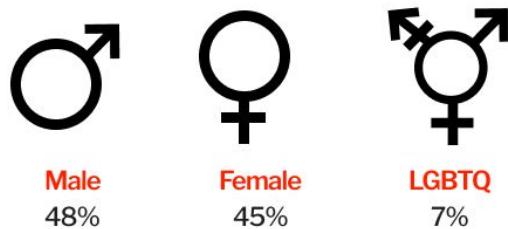


FINLAND PANEL DETAILS

Age



Gender

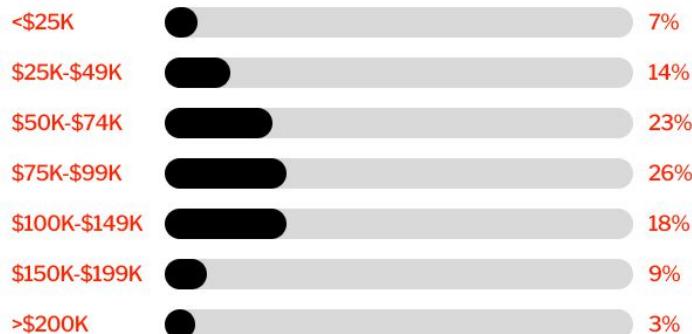


PANEL COUNT
93,874

POPULATION
5.55 million



Income



Employment



Material Status

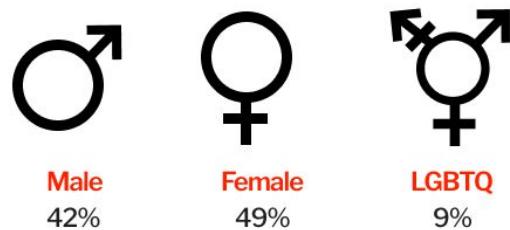


FRANCE PANEL DETAILS

Age



Gender



PANEL COUNT
1,53,686

POPULATION
64.88 million



Income



Employment



Material Status

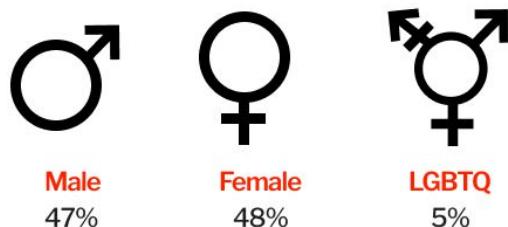


GERMANY PANEL DETAILS

Age



Gender



PANEL COUNT
2,42,407

POPULATION
83.25 million

Income



Employment



Material Status



HUNGARY PANEL DETAILS

Age



Gender



Male
45%



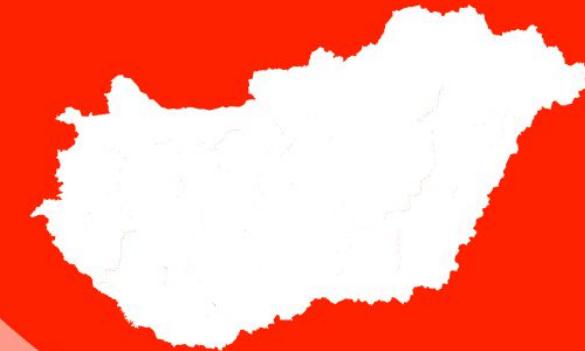
Female
51%



LGBTQ
4%

PANEL COUNT
35,802

POPULATION
9.99 million



Income



Employment



Material Status



Married



Single



Divorced/
Separated



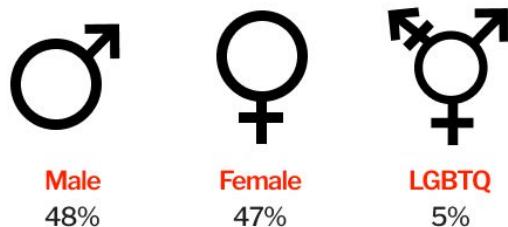
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IRELAND PANEL DETAILS

Age



Gender

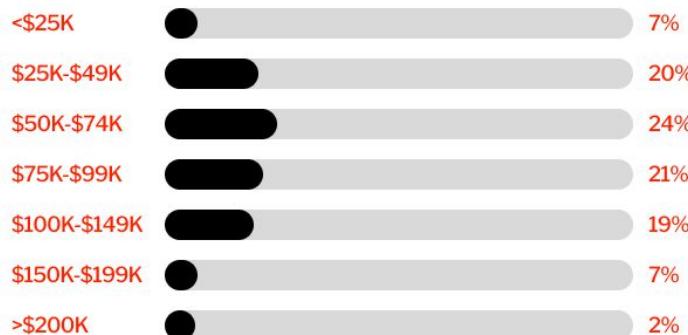


PANEL COUNT
37,758

POPULATION
5.09 million



Income



Employment



Material Status

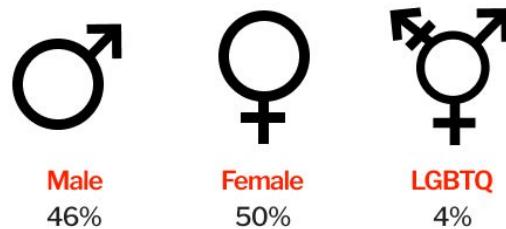


ITALY PANEL DETAILS

Age



Gender

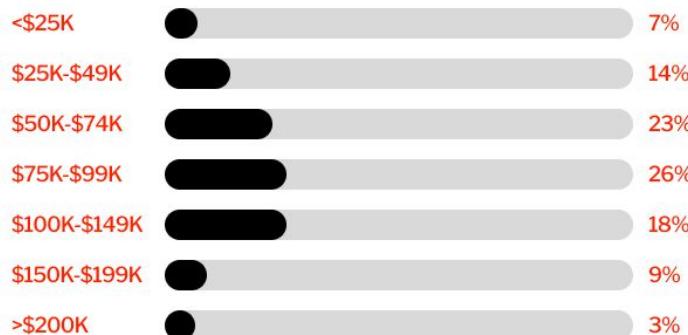


PANEL COUNT
2,53,899

POPULATION
58.70 million



Income



Employment



Material Status



LUXEMBOURG PANEL DETAILS

Age



Gender



Male
51%



Female
49%



LGBTQ
0%

PANEL COUNT
17,980

POPULATION
570,000



Income



Employment



Material Status



Married



Single



Divorced/
Separated



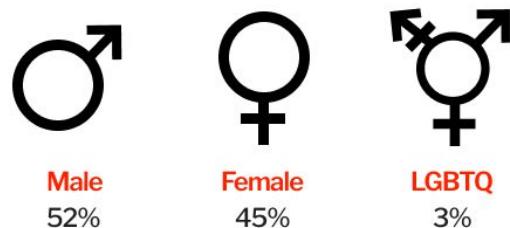
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NETHERLANDS PANEL DETAILS

Age



Gender



PANEL COUNT
1,22,528

POPULATION
17.67 million



Income



Employment



Material Status

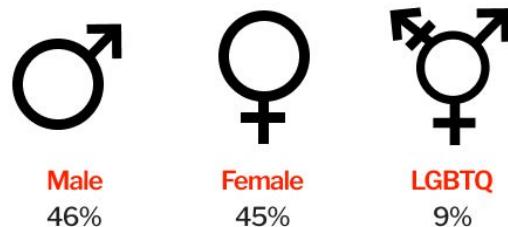


NORWAY PANEL DETAILS

Age



Gender

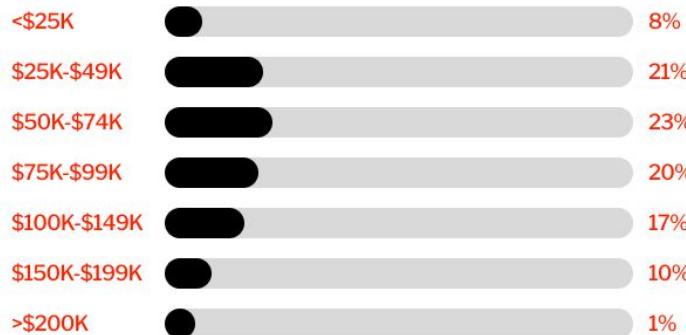


PANEL COUNT
31,800

POPULATION
5.51 million



Income



Employment



Material Status

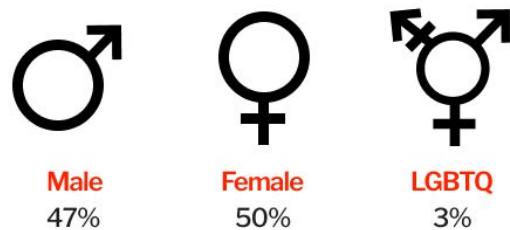


POLAND PANEL DETAILS

Age



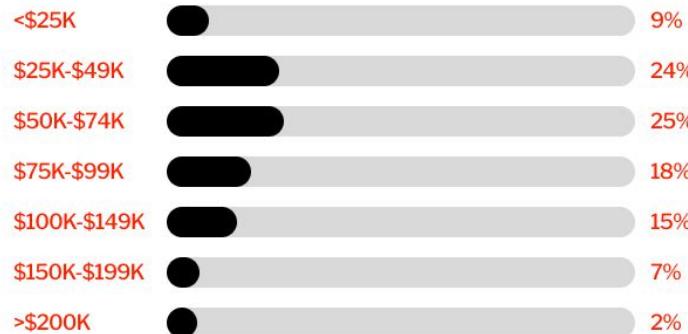
Gender



PANEL COUNT
84,301

POPULATION
40.22 million

Income



Employment



Material Status

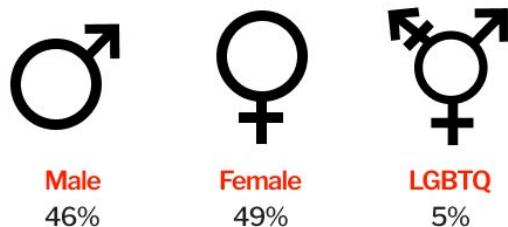


PORTUGAL PANEL DETAILS

Age



Gender



PANEL COUNT
77,653

POPULATION
10.6 million



Income



Employment



Material Status

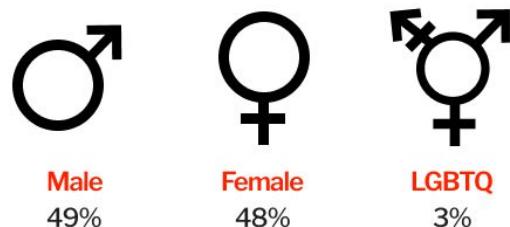


SPAIN PANEL DETAILS

Age



Gender



PANEL COUNT
53,574

POPULATION
47.47 million



Income



Employment



Material Status

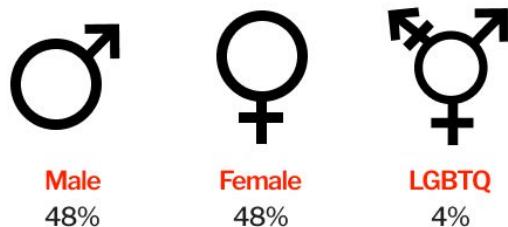


SWEDEN PANEL DETAILS

Age



Gender



PANEL COUNT
1,38,034

POPULATION
10.67 million



Income



Employment



Material Status



SWITZERLAND PANEL DETAILS

Age



Gender



Male
46%



Female
50%



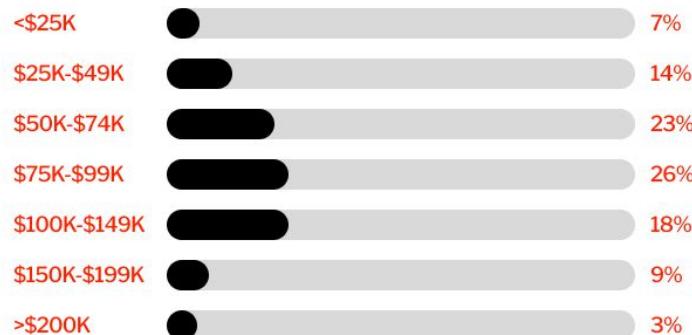
LGBTQ
4%

PANEL COUNT
60,687

POPULATION
8.85 million



Income



Employment



Material Status



Married



Single



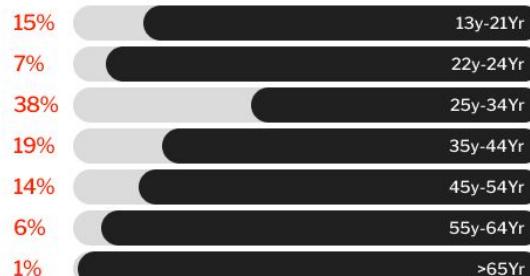
Divorced/
Separated



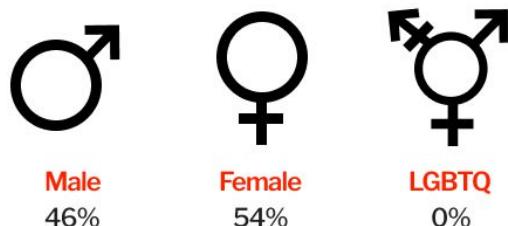
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TURKEY PANEL DETAILS

Age



Gender



PANEL COUNT
18,395

POPULATION
85 million



Income



Employment



Material Status

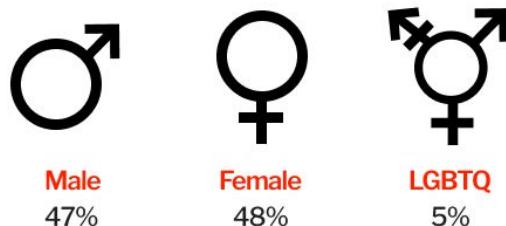


UNITED KINGDOM PANEL DETAILS

Age



Gender



PANEL COUNT
4,67,540

POPULATION
67.96 million



Income



Employment



Material Status

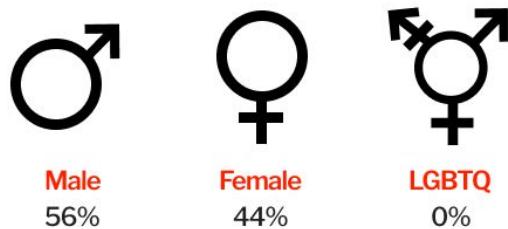


BAHRAIN PANEL DETAILS

Age



Gender

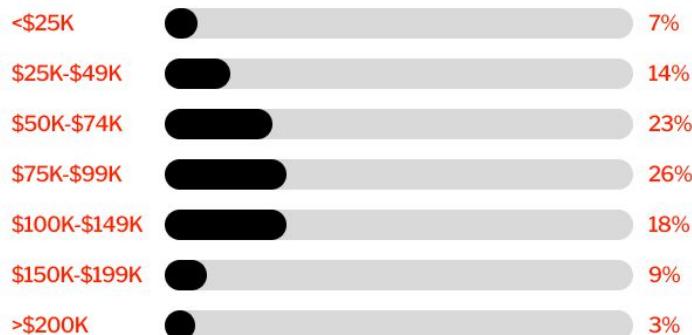


PANEL COUNT
15,764

POPULATION
1.5 million



Income



Employment



Material Status

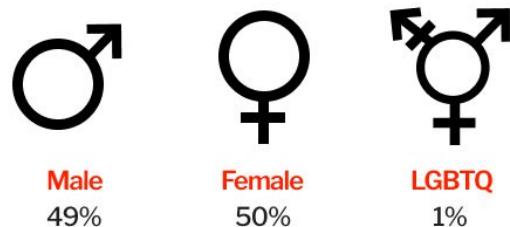


CHINA PANEL DETAILS

Age



Gender



Income



Employment



PANEL COUNT
2,67,131

POPULATION
1.41 billion



Material Status



HONG KONG PANEL DETAILS

Age



Gender



Male
51%



Female
49%



LGBTQ
0%

PANEL COUNT
2,44,793

POPULATION
7.5 million



Income



Employment



Material Status

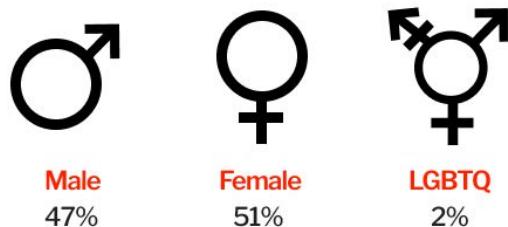


INDIA PANEL DETAILS

Age



Gender

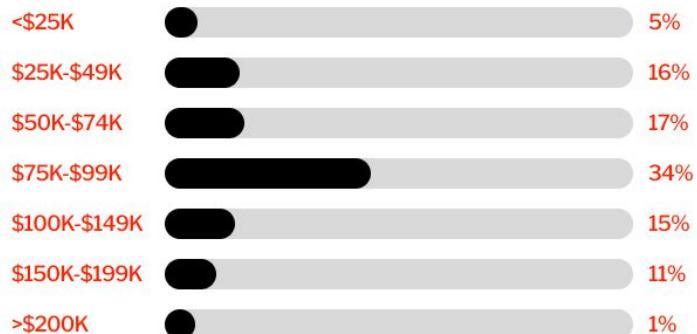


PANEL COUNT
11,93,755

POPULATION
1.43 billion



Income



Employment



Material Status

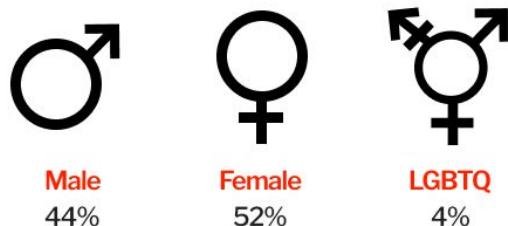


INDONESIA PANEL DETAILS

Age



Gender



PANEL COUNT
18,988

POPULATION
280 million



Income



Employment



Material Status

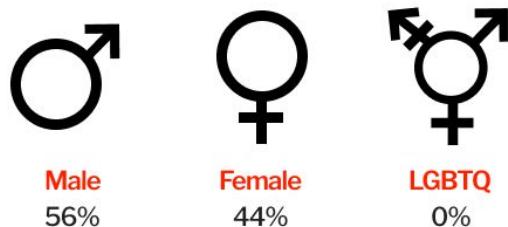


IRAN PANEL DETAILS

Age



Gender



PANEL COUNT
15,215

POPULATION
89 million



Income



Employment



Material Status

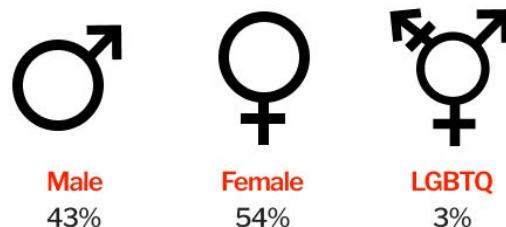


JAPAN PANEL DETAILS

Age



Gender



Income



Employment



PANEL COUNT
1,47,996

POPULATION
124 million

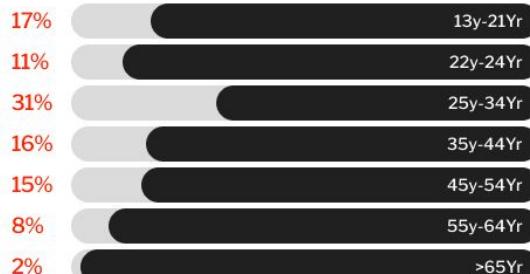


Material Status



KAZAKHSTAN PANEL DETAILS

Age



Gender



Male
58%



Female
42%



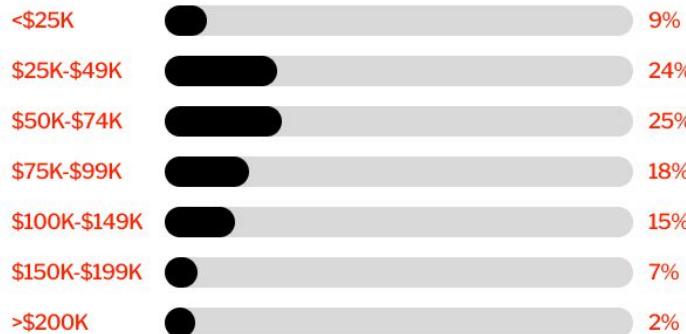
LGBTQ
0%

PANEL COUNT
20,011

POPULATION
20 million



Income



Employment



Material Status



Married



Single



Divorced/
Separated



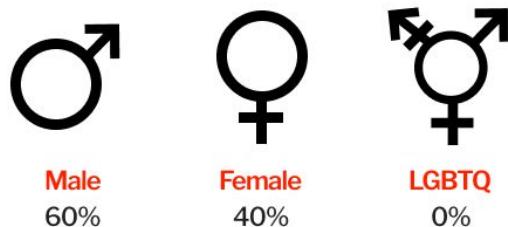
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KUWAIT PANEL DETAILS

Age



Gender



PANEL COUNT
16,325

POPULATION
4.8 million



Income



Employment

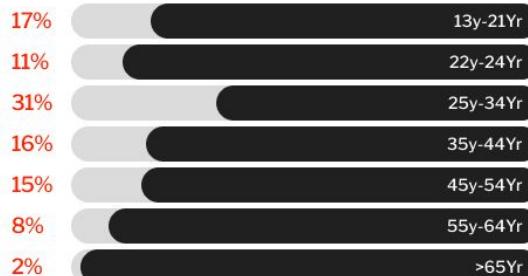


Material Status

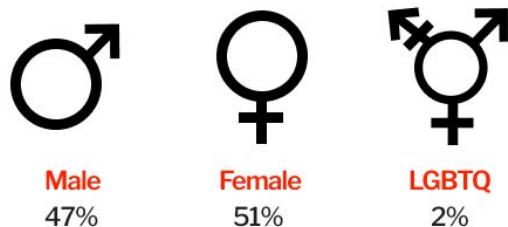


MALAYSIA PANEL DETAILS

Age



Gender



PANEL COUNT
1,54,286

POPULATION
34 million



Income



Employment



Material Status

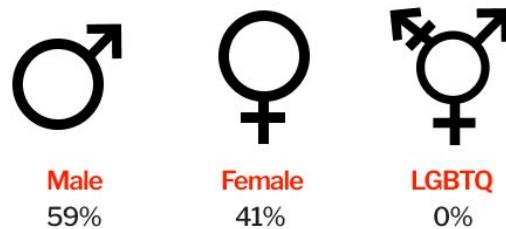


OMAN PANEL DETAILS

Age



Gender



PANEL COUNT
7,525

POPULATION
5.5 million



Income



Employment



Material Status



PHILIPPINES PANEL DETAILS

Age



Gender



Male
47%



Female
51%



LGBTQ
0%

PANEL COUNT
1,88,464

POPULATION
119 million



Income



Employment



Material Status



Married



Single



Divorced/
Separated



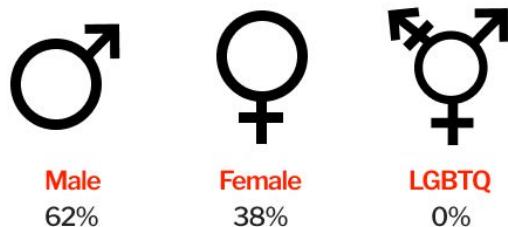
Windowed

QATAR PANEL DETAILS

Age



Gender



PANEL COUNT
31,461

POPULATION
3 million



Income



Employment



Material Status

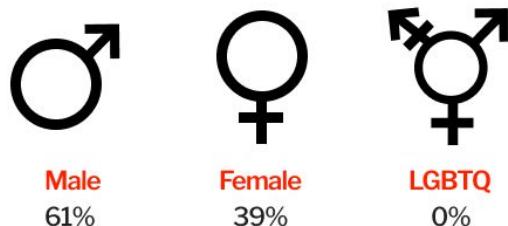


SAUDI ARABIA PANEL DETAILS

Age



Gender



PANEL COUNT
79,386

POPULATION
37 million



Income



Employment



Material Status



SINGAPORE PANEL DETAILS

Age



Gender



Male
47%



Female
49%



LGBTQ
4%

PANEL COUNT
162,960

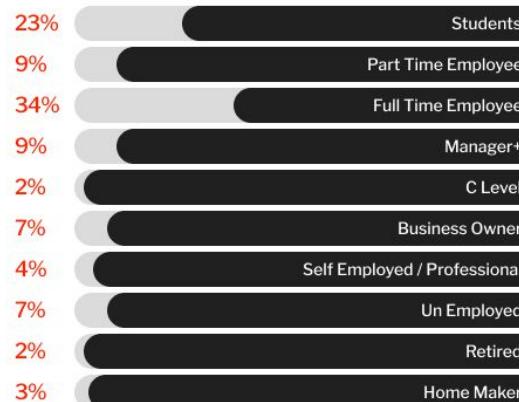
POPULATION
5.9 million



Income



Employment



Material Status



Married



Single



Divorced/
Separated



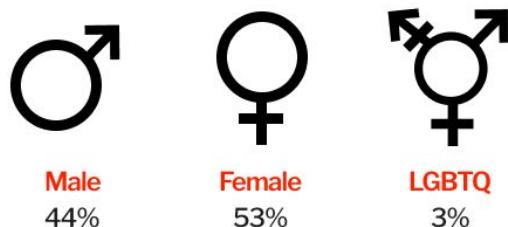
Windowed

SOUTH KOREA PANEL DETAILS

Age



Gender



PANEL COUNT
28,295

POPULATION
51 million



Income



Employment



Material Status

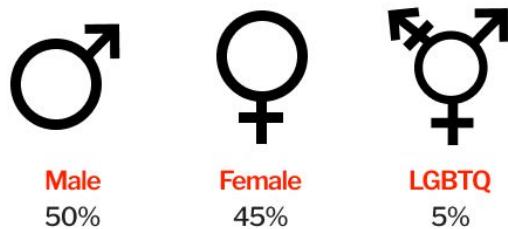


THAILAND PANEL DETAILS

Age



Gender



PANEL COUNT
134,700

POPULATION
71 million



Income



Employment



Material Status



UNITED ARAB EMIRATES PANEL DETAILS

Age



Gender



Male
58%



Female
42%



LGBTQ
0%

PANEL COUNT
109,705

POPULATION
10 million



Income



Employment



Material Status



Married



Single



Divorced/
Separated



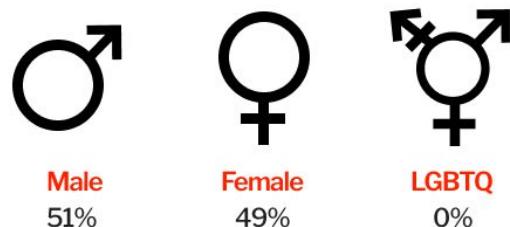
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VIETNAM PANEL DETAILS

Age



Gender

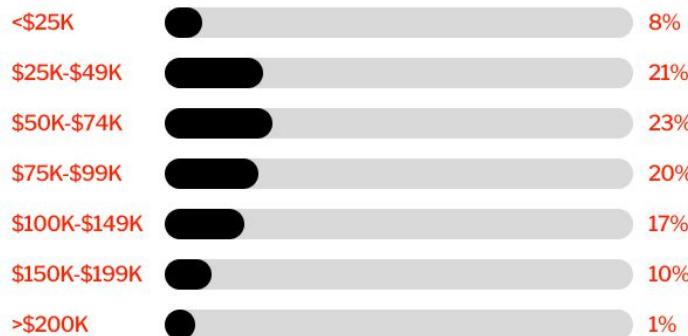


PANEL COUNT
59,018

POPULATION
100 million



Income



Employment



Material Status

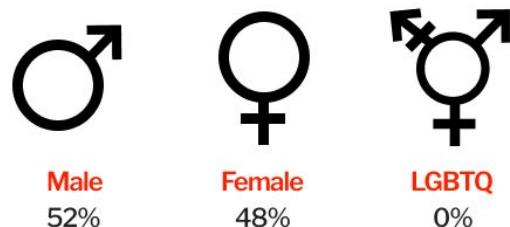


TAIWAN (ROC) PANEL DETAILS

Age

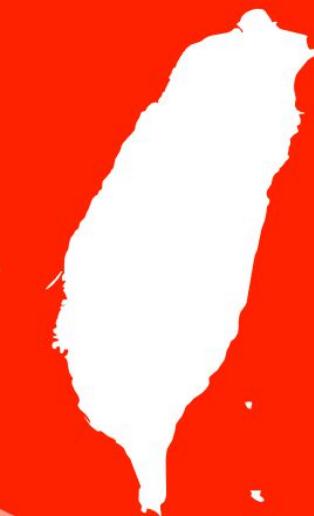


Gender



PANEL COUNT
70,405

POPULATION
23.5 million



Income



Employment

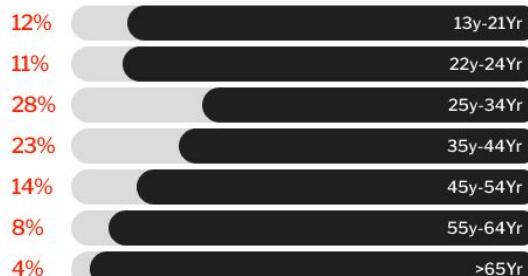


Material Status

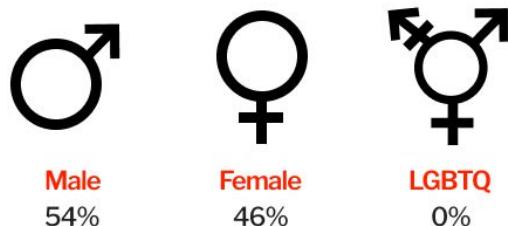


EGYPT PANEL DETAILS

Age



Gender



PANEL COUNT
55,027

POPULATION
23.5 million



Income



Employment

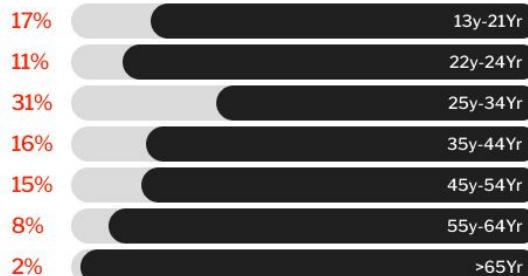


Material Status

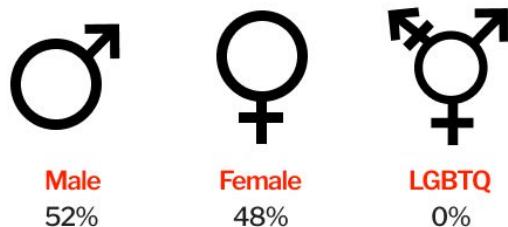


NIGERIA PANEL DETAILS

Age



Gender



PANEL COUNT
63,352

POPULATION
227.9 million



Income



Employment



Material Status

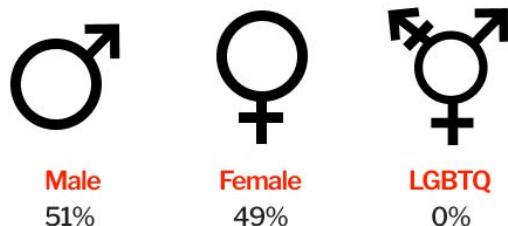


SOUTH AFRICA PANEL DETAILS

Age



Gender



PANEL COUNT
100,474

POPULATION
63 million



Income



Employment



Material Status

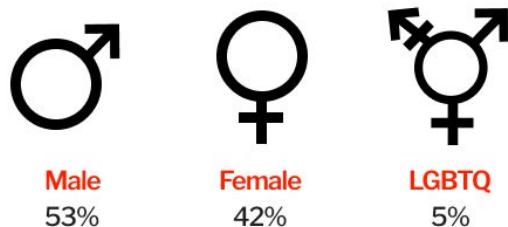


AUSTRALIA PANEL DETAILS

Age



Gender



Income



Employment



PANEL COUNT
1,051,625

POPULATION
27.2 million



Material Status

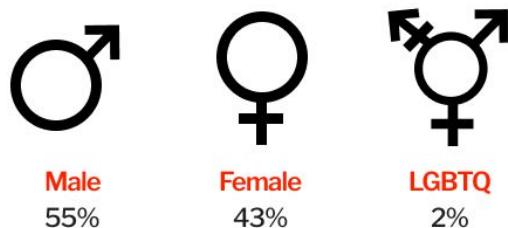


NEW ZEALAND PANEL DETAILS

Age



Gender

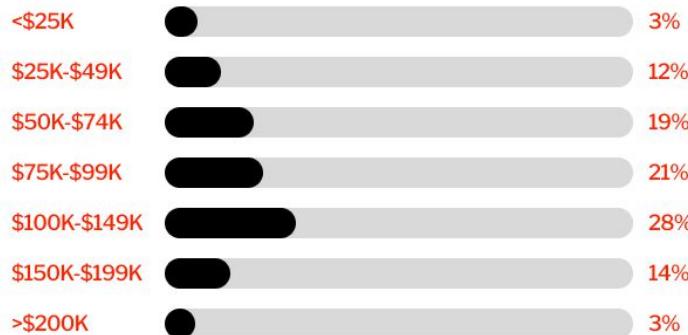


PANEL COUNT
57,647

POPULATION
5.31 million



Income



Employment



Material Status





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