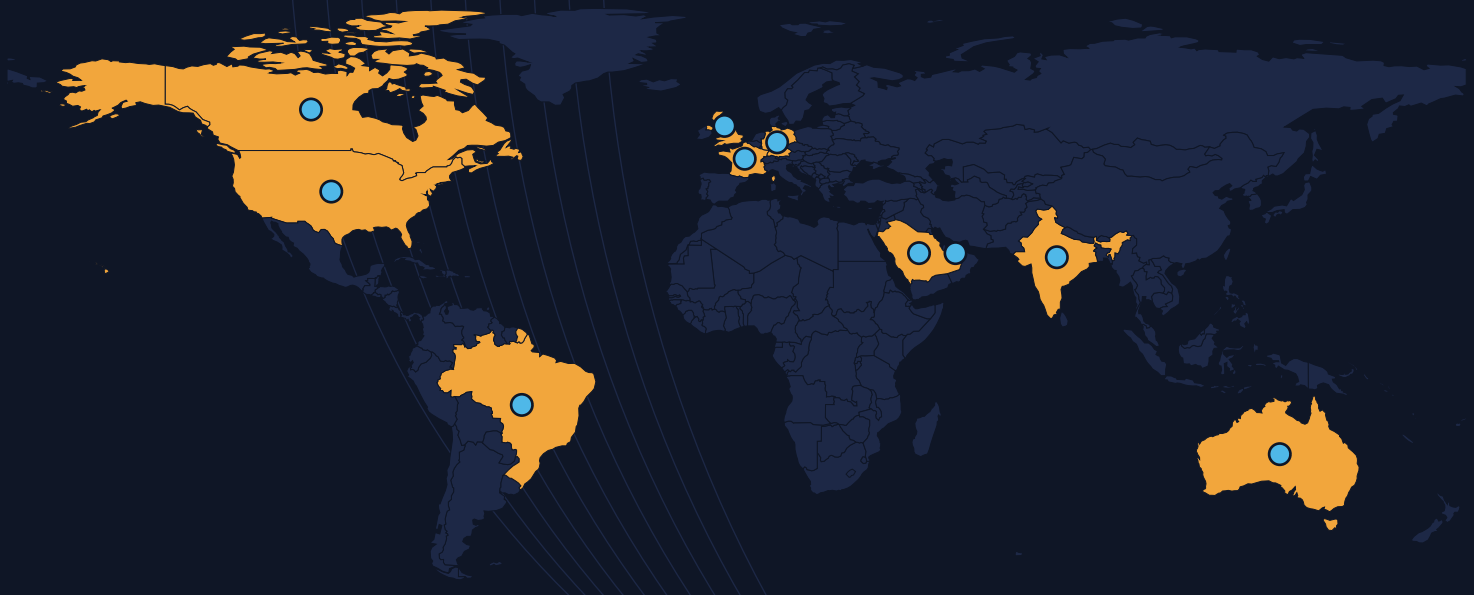
AlgoSample

Driven by algorithms. Powered by Humans

People behind the possibilities.

Global audience access.
Research shaped around your next decision.



10	250K+	01
COUNTRY PROFILES	PANELISTS	RESEARCH PARTNER

Contents

Choose a sector, explore a market or plan your next study.
Click any entry to jump directly to its page.

ABOUT ALGOSAMPLE

Our approach 03

Research capabilities 04

SECTOR EXPERTISE

Gaming 05

Technology 06

Financial services 07

Retail & e-commerce 08

Automotive & mobility 09

Media & entertainment 10

COVERAGE & PERFORMANCE

Coverage atlas 11

Reach & performance 12

Market-size comparison 13

Cross-market age profiles 24

START A CONVERSATION

Brief your next study 30

Contact AlgoSample 31

COUNTRY PROFILES

United States 14

Canada 15

United Kingdom 16

Germany 17

France 18

Saudi Arabia 19

United Arab Emirates 20

India 21

Brazil 22

Australia 23

RESEARCH DELIVERY

Consumer audiences 25

Business audiences 26

From brief to field 27

Quality & fieldwork 28

Data & participant care 29

Turn the brief into a better decision.

Connect the audience, the instrument and the evidence in one research engagement.



From first question to final readout

Choose a focused service or a coordinated programme. We connect study design, partner sourcing, fieldwork and reporting around the decision your team needs to make.

Build the right research programme.

From targeted audience sourcing to a complete study: six connected services, scoped around your brief.



01

Research design

Define the question, sample plan and analysis framework.



02

Quantitative research

Measure concepts, brands, pricing and category behaviour.



03

Qualitative research

Explore experiences and motivations in more depth.



04

Survey programming

Build routes, quotas, languages and tested survey logic.



05

Panel & fieldwork

Coordinate sources, track quotas and manage field delivery.



06

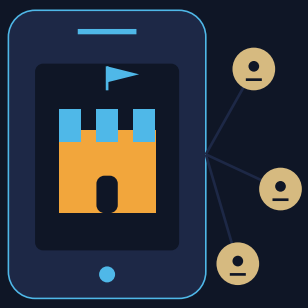
Data & reporting

Clean, code and analyse the data for a useful readout.

A FLEXIBLE SCOPE. A SHARED DELIVERY PLAN.

Understand what keeps players playing.

Player research for mobile strategy, base-building and social games. Connect gameplay, progression and community feedback to product decisions.



RECRUIT AROUND REAL PLAY EXPERIENCE

New, active, returning or lapsed players

Scope by title, device, play recency, progression, clan activity and purchase behaviour. Confirm eligibility through a study-specific screener.

Onboarding & play

Find friction in tutorials, controls, matchmaking and the flow of a play session.

Progression & balance

Explore upgrade pacing, difficulty, rewards and perceptions of fair play.

Clans & competition

Understand teamwork, clan participation, competitive play and social motivations.

Events & new features

Test concepts, seasonal content and reactions to updates before wider rollout.

Purchases & value

Explore spending choices, offer appeal and the value of passes or in-game items.

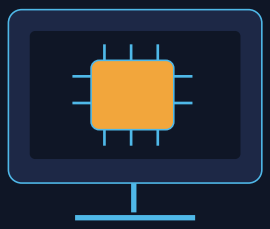
Retention & return

Learn why players stay, stop or return, and what could improve their experience.

PLAYER SURVEYS / CONCEPT TESTING / POST-UPDATE FEEDBACK

Understand how people adopt technology.

Research for software, apps, devices and digital services. Explore the needs, habits and decisions that shape adoption and continued use.



RECRUIT AROUND RELEVANT EXPERIENCE

Everyday users and business decision-makers

Scope by device, platform, category use, subscription status and purchase responsibility. Match recruitment to the product and decision you need to understand.

Needs & unmet demand

Explore the tasks people want to complete, current workarounds and gaps in existing solutions.

Onboarding & usability

Find friction in setup, navigation and core tasks across the product experience.

Features & concepts

Test feature ideas, propositions and the trade-offs users are willing to make.

Subscriptions & value

Understand plan preferences, upgrade decisions and perceptions of price and value.

Trust & privacy

Explore expectations around permissions, data use, security and transparency.

Retention & switching

Learn why users stay, cancel or move to another product, and what could bring them back.

USER SURVEYS / CONCEPT TESTING / PRODUCT EXPERIENCE

Understand the choices behind financial trust.

Research for banking, payments, insurance and financial apps. Connect customer expectations, service experiences and product choices.



RECRUIT AROUND RELEVANT EXPERIENCE

Customers, prospects and financial decision-makers

Scope by product ownership, payment habits, service use and decision responsibility. Use relevant screening without collecting unnecessary account details.

Needs & product fit

Explore financial priorities, unmet needs and the reasons people consider a product.

Onboarding & access

Identify friction in applications, identity checks, activation and first use.

Payments & everyday use

Understand payment preferences, channel choices and routine service experiences.

Trust & communication

Test clarity, reassurance and understanding of product information and messaging.

Fees & perceived value

Explore reactions to fees, benefits, bundles and the value of different propositions.

Service & loyalty

Learn how support, claims or complaints influence satisfaction and switching intent.

CUSTOMER SURVEYS / PROPOSITION TESTING / JOURNEY RESEARCH

Follow the path from browse to buy.

Research for brands, retailers and online marketplaces. Understand how shoppers discover, compare, purchase and experience products.



RECRUIT AROUND RELEVANT EXPERIENCE

Recent shoppers, category buyers and lapsed customers

Scope by purchase recency, category use, shopping channel, brand consideration and household buying responsibility. Agree the purchase evidence needed for the study.

Discovery & consideration

Explore how shoppers find products, build shortlists and compare alternatives.

Products & assortment

Test new ideas, product ranges, packs and the attributes that influence choice.

Price & promotion

Understand deal perceptions, promotional messages and the value shoppers expect.

Shopping & checkout

Identify friction across search, product pages, stores, baskets and payment.

Delivery & returns

Explore fulfilment, packaging, returns and the service moments that shape confidence.

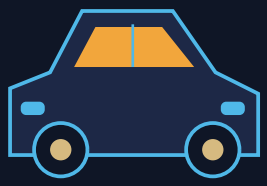
Repeat purchase & loyalty

Learn why shoppers return, switch brands or abandon a retailer after a purchase.

SHOPPER SURVEYS / CONCEPT & PACK TESTING / JOURNEY RESEARCH

Understand the journey behind every vehicle.

Research for vehicle brands, mobility services and ownership experiences. Explore needs from first consideration through everyday use.



RECRUIT AROUND RELEVANT EXPERIENCE

Owners, intended buyers and mobility users

Scope by vehicle type, ownership stage, purchase horizon, driving habits and role in the decision. Include electric-vehicle or mobility-service experience where relevant.

Needs & consideration

Explore vehicle priorities, use cases, brand shortlists and barriers to purchase.

Features & concepts

Test design directions, connected features and the benefits buyers value.

Electric mobility

Understand charging experiences, adoption questions and expectations of ownership.

Purchase experience

Explore research channels, dealership visits, test drives and the buying journey.

Ownership & service

Learn how comfort, reliability, maintenance and support shape satisfaction.

Retention & replacement

Understand replacement triggers, brand loyalty and the alternatives owners consider.

OWNER SURVEYS / CONCEPT TESTING / PURCHASE & SERVICE JOURNEYS

Discover what earns attention and loyalty.

Research for streaming, publishing, audio and entertainment brands. Understand what audiences choose, enjoy, share and return to.



RECRUIT AROUND RELEVANT EXPERIENCE

Viewers, listeners, readers and subscribers

Scope by platform, genre, recent consumption, subscription status and viewing or listening habits. Include active, returning and lapsed audiences as the brief requires.

Discovery & choice

Explore how audiences find content and decide what to watch, hear or read next.

Content & formats

Test concepts, genres, formats and the elements that make a proposition appealing.

Experience & engagement

Understand navigation, recommendations, playback and the overall experience.

Subscriptions & value

Explore plan choices, bundles, cancellation reasons and perceptions of value.

Advertising & messaging

Test campaign ideas, message clarity and the audience response to ad experiences.

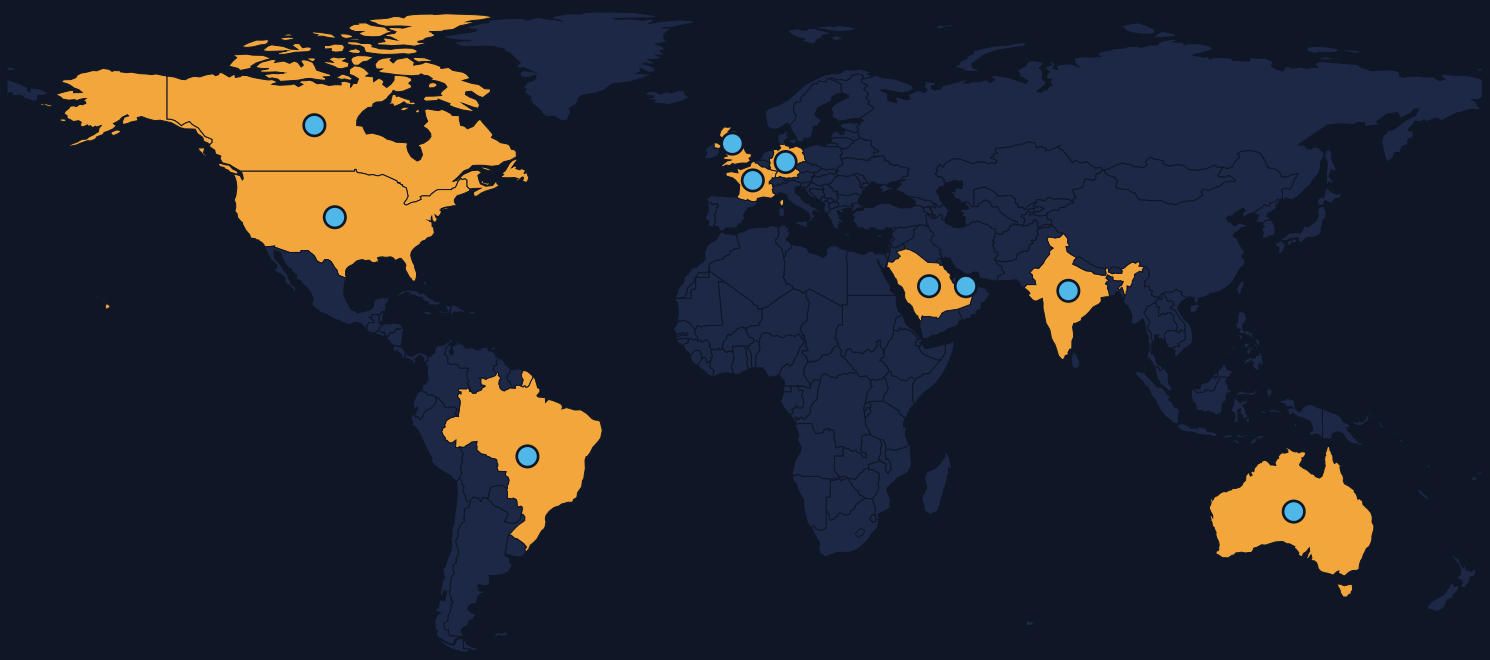
Loyalty & return

Learn what drives repeat use, sharing, advocacy and re-engagement with a platform.

AUDIENCE SURVEYS / CONTENT TESTING / SUBSCRIPTION RESEARCH

A connected view of your next market.

Ten detailed country profiles across North America, Latin America, Europe, the Middle East and Asia Pacific.



North America	United States / Canada	14-15
Europe	United Kingdom / Germany / France	16-18
Middle East	Saudi Arabia / United Arab Emirates	19-20
Asia Pacific	India / Australia	21 / 23
Latin America	Brazil	22

Audience and performance figures reflect supplier-reported partner-network data, not an AlgoSample-owned panel. Profiles describe panel composition. Reporting dates and metric bases were not supplied; availability is confirmed per study.

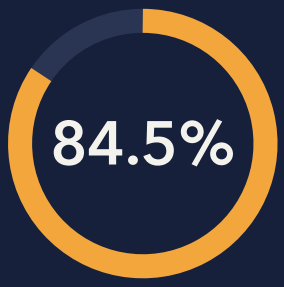
Reach and performance, at a glance.

Audience scale and performance indicators to help shape your next research programme.

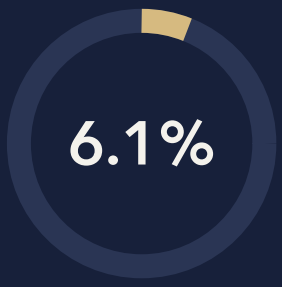
250K+

PANELISTS

Audience access across markets and study types, shaped around your research brief.



Completion rate



In-field QC rejection



Client QA fail rate

FROM A HEADLINE TO A PROJECT PLAN

We confirm the target audience and expected delivery against your actual screener, interview length, quota cells and timeline.

Rates measure different stages and are not additive. The client QA graphic shows the upper threshold.

Audience reach, market by market.

Explore audience pools across ten markets, then focus your study through tailored screening and quotas.



259,785

Sum of the ten listed country counts.
Not a deduplicated global audience estimate.

NORTH AMERICA

United States

38,549

PANEL SIZE



USA

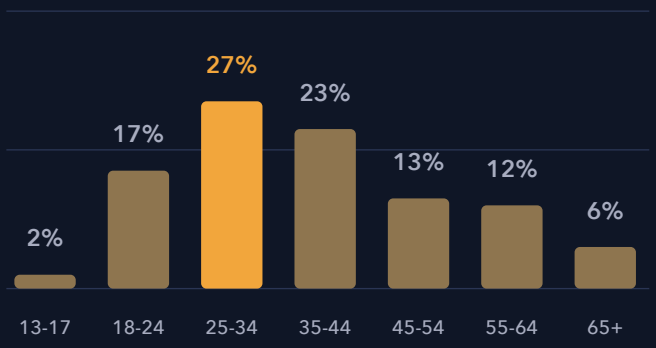
GENDER PROFILE

Male / Female

Male 48% | Female 52%

AGE DISTRIBUTION

% of country panel



EDUCATION PROFILE

Panel share / bars scaled 0-40%

Primary school	3%
High school	6%
Completed high school	20%
Some college	23%
Associate degree	13%
Bachelor's degree	21%
Postgraduate	14%

LEADING B2B SECTORS

B2B profile share / bars scaled 0-25%

Media & entertainment	18%
IT	17%
Financial services	15%

EMPLOYMENT PROFILE



NORTH AMERICA

Canada

28,568

PANEL SIZE



CAN

GENDER PROFILE

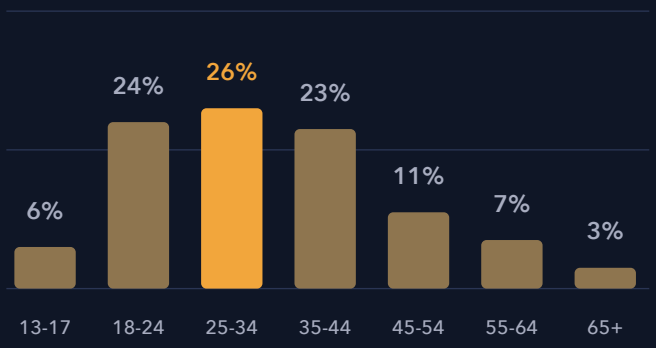
Male / Female

Male 47%

Female 53%

AGE DISTRIBUTION

% of country panel



EDUCATION PROFILE

Panel share / bars scaled 0-40%

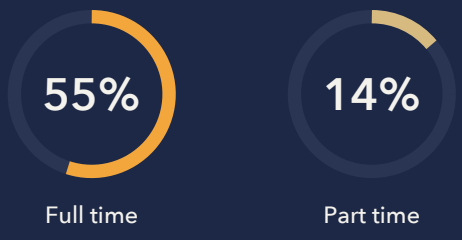
Primary school	4%
High school	6%
Completed high school	17%
Some college	15%
Associate degree	21%
Bachelor's degree	27%
Postgraduate	10%

LEADING B2B SECTORS

B2B profile share / bars scaled 0-25%

Media & entertainment	19%
IT	17%
Manufacturing	16%

EMPLOYMENT PROFILE



EUROPE

United Kingdom

24,658

PANEL SIZE



GBR

GENDER PROFILE

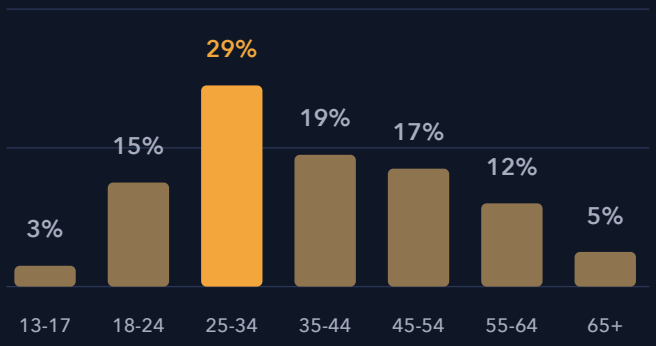
Male / Female

Male 46%

Female 54%

AGE DISTRIBUTION

% of country panel



EDUCATION PROFILE

Panel share / bars scaled 0-40%

Primary school	6%
High school	10%
Completed high school	18%
Some college	19%
Associate degree	13%
Bachelor's degree	22%
Postgraduate	12%

LEADING B2B SECTORS

B2B profile share / bars scaled 0-25%

IT	19%
Real estate	18%
Manufacturing	17%

EMPLOYMENT PROFILE



EUROPE

Germany

19,585

PANEL SIZE



DEU

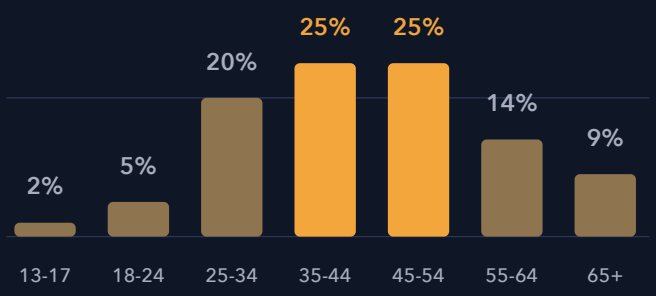
GENDER PROFILE

Male / Female

Male 48% | Female 52%

AGE DISTRIBUTION

% of country panel



EDUCATION PROFILE

Panel share / bars scaled 0-40%

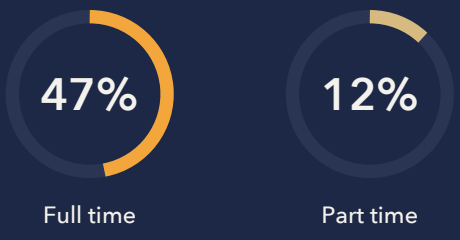
Primary school	5%
High school	10%
Completed high school	11%
Some college	25%
Associate degree	12%
Bachelor's degree	26%
Postgraduate	11%

LEADING B2B SECTORS

B2B profile share / bars scaled 0-25%

Automotive	21%
IT	18%
Financial services	16%

EMPLOYMENT PROFILE



EUROPE

France

19,654

PANEL SIZE



FRA

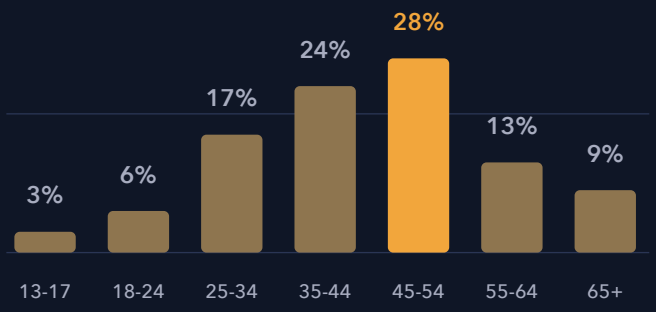
GENDER PROFILE

Male / Female

Male 53% | Female 47%

AGE DISTRIBUTION

% of country panel



EDUCATION PROFILE

Panel share / bars scaled 0-40%

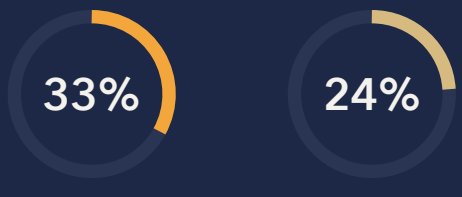
Primary school	6%
High school	10%
Completed high school	25%
Some college	12%
Associate degree	17%
Bachelor's degree	18%
Postgraduate	12%

LEADING B2B SECTORS

B2B profile share / bars scaled 0-25%

Media & entertainment	22%
Manufacturing	18%
IT	15%

EMPLOYMENT PROFILE



MIDDLE EAST

Saudi Arabia

19,587

PANEL SIZE



SAU

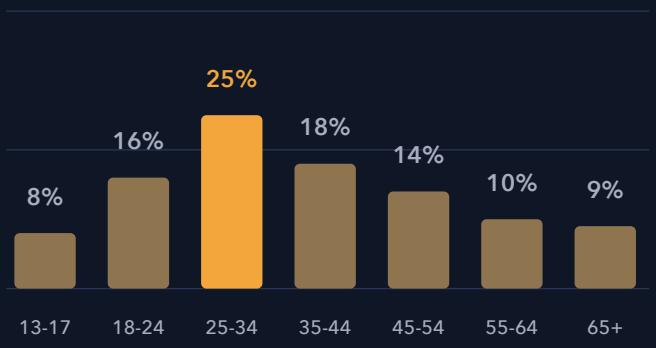
GENDER PROFILE

Male / Female

Male 62% | Female 38%

AGE DISTRIBUTION

% of country panel



EDUCATION PROFILE

Panel share / bars scaled 0-40%

Primary school	8%
High school	18%
Completed high school	28%
Some college	16%
Associate degree	8%
Bachelor's degree	17%
Postgraduate	5%

LEADING B2B SECTORS

B2B profile share / bars scaled 0-25%

Real estate	21%
Logistics & transport	15%
Financial services	13%

EMPLOYMENT PROFILE



Full time



Part time

MIDDLE EAST

United Arab Emirates

24,857

PANEL SIZE



ARE

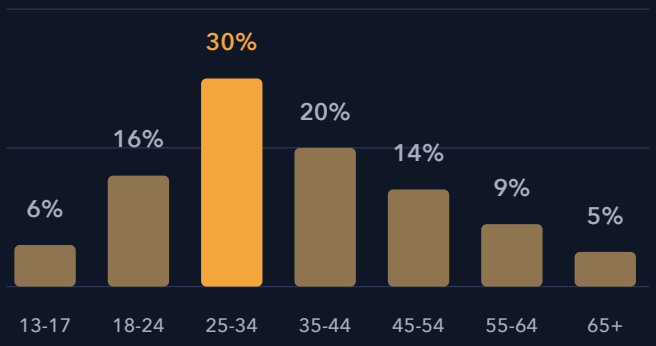
GENDER PROFILE

Male / Female

Male 65% | Female 35%

AGE DISTRIBUTION

% of country panel



EDUCATION PROFILE

Panel share / bars scaled 0-40%

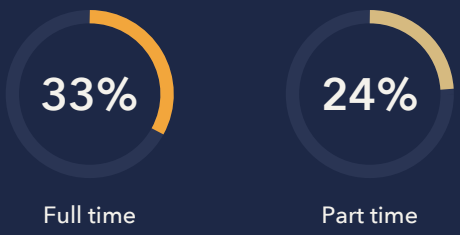
Primary school	7%
High school	9%
Completed high school	24%
Some college	16%
Associate degree	11%
Bachelor's degree	23%
Postgraduate	10%

LEADING B2B SECTORS

B2B profile share / bars scaled 0-25%

Real estate	23%
Financial services	17%
Logistics & transport	14%

EMPLOYMENT PROFILE



ASIA PACIFIC

India

48,087

PANEL SIZE



IND

GENDER PROFILE

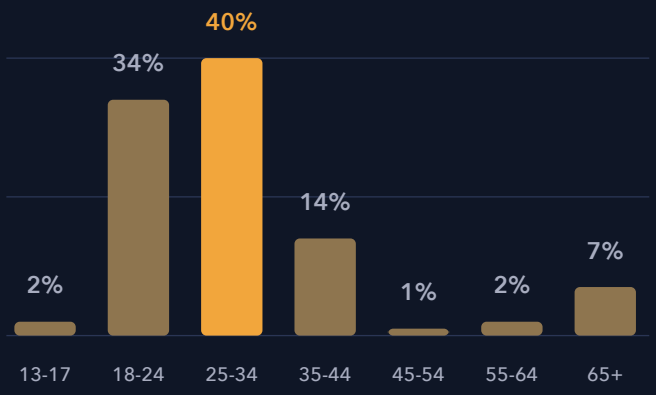
Male / Female

Male 68%

Female 32%

AGE DISTRIBUTION

% of country panel



EDUCATION PROFILE

Panel share / bars scaled 0-40%

Primary school	10%
High school	15%
Completed high school	22%
Some college	21%
Associate degree	10%
Bachelor's degree	18%
Postgraduate	4%

LEADING B2B SECTORS

B2B profile share / bars scaled 0-25%

Manufacturing	18%
Financial services	16%
IT	15%

EMPLOYMENT PROFILE



Full time



Part time

LATIN AMERICA

Brazil

18,582

PANEL SIZE



BRA

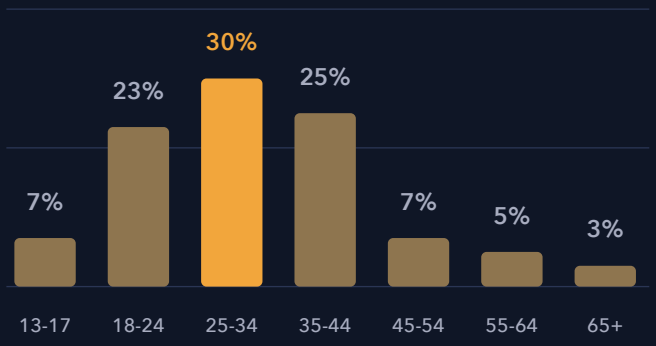
GENDER PROFILE

Male / Female

Male 57% | Female 43%

AGE DISTRIBUTION

% of country panel



EDUCATION PROFILE

Panel share / bars scaled 0-40%

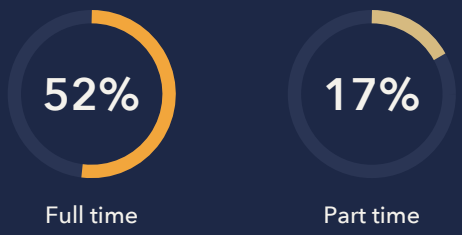
Primary school	15%
High school	14%
Completed high school	25%
Some college	21%
Associate degree	12%
Bachelor's degree	10%
Postgraduate	3%

LEADING B2B SECTORS

B2B profile share / bars scaled 0-25%

Manufacturing	22%
Real estate	14%
Financial services	12%

EMPLOYMENT PROFILE



ASIA PACIFIC

Australia

17,658

PANEL SIZE



AUS

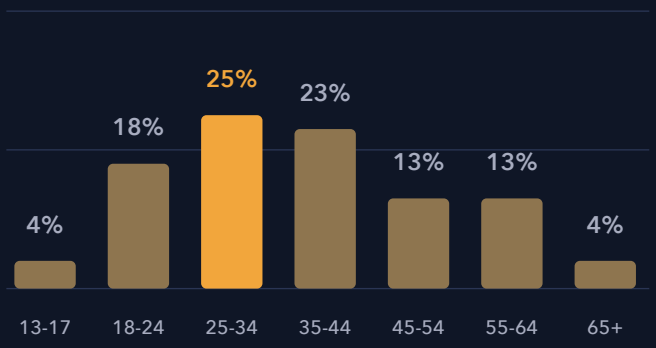
GENDER PROFILE

Male / Female

Male 45% | Female 55%

AGE DISTRIBUTION

% of country panel



EDUCATION PROFILE

Panel share / bars scaled 0-40%

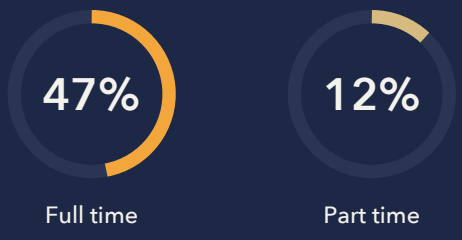
Primary school	8%
High school	12%
Completed high school	25%
Some college	15%
Associate degree	16%
Bachelor's degree	18%
Postgraduate	6%

LEADING B2B SECTORS

B2B profile share / bars scaled 0-25%

Real estate	20%
Financial services	18%
Energy	15%

EMPLOYMENT PROFILE



Different audiences. A different starting point.

Use the age mix to inform feasibility discussions, then set the quotas your study actually requires.

AGE DISTRIBUTION / % OF EACH COUNTRY PANEL

	13-17	18-24	25-34	35-44	45-54	55-64	65+
United States	2	17	27	23	13	12	6
Canada	6	24	26	23	11	7	3
United Kingdom	3	15	29	19	17	12	5
Germany	2	5	20	25	25	14	9
France	3	6	17	24	28	13	9
Saudi Arabia	8	16	25	18	14	10	9
UAE	6	16	30	20	14	9	5
India	2	34	40	14	1	2	7
Brazil	7	23	30	25	7	5	3
Australia	4	18	25	23	13	13	4



74% of the India panel is aged 18-34.
Combined share of the 18-24 and 25-34 age groups.

Find the experience behind the answer.

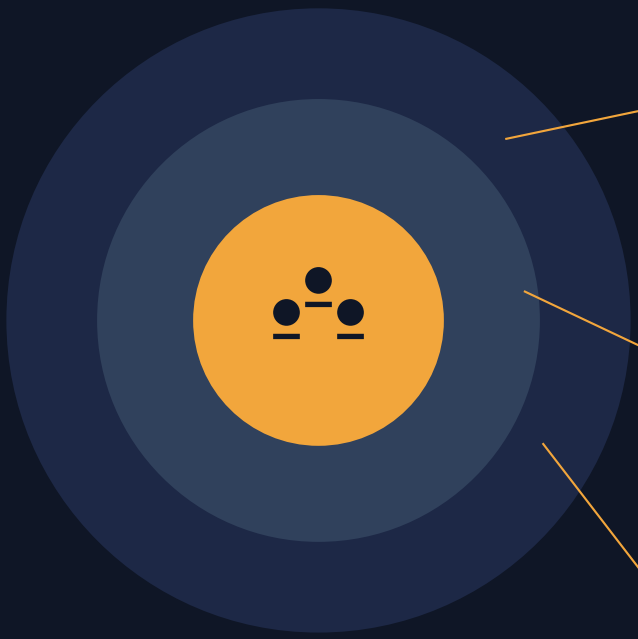
Connect each participant to the research question through relevant context, behaviour and responsibility.



PROFILE ATTRIBUTES + STUDY SCREENING + AGREED QUOTAS

Go beyond the job title.

B2B recruitment connects organisation, responsibility and decision involvement. Qualify the role that matters to the study.



01

Organisation

Industry, scale, market and business activity.

02

Responsibility

Function, seniority and budget ownership.

03

Decision role

Evaluation, recommendation, approval or use.

Industry access, shaped around the brief

- Technology
- Financial services
- Manufacturing
- Real estate
- Media & entertainment
- Logistics & energy

Explore industry profiles in the country section. Seniority, role verification and niche quotas are confirmed for each study.

A clear route from brief to field.

Each stage has a practical output and a decision to make before the next commitment.

01

Define

Business question, audience, markets and outputs.

An agreed brief

02

Design

Method, screener, quota cells and analysis plan.

A study blueprint

03

Build

Survey logic, languages, links and export structure.

A tested instrument

04

Launch

Soft-launch findings, source allocation and checks.

A release decision

05

Manage

Quota progress, exceptions and delivery outlook.

A visible field plan

CHANGES TO THE BRIEF TRIGGER A FEASIBILITY REVIEW.

Every outcome should be explainable.

Review the right signals, document exceptions and reconcile acceptance against the agreed study criteria.



PROCESS ILLUSTRATION - NOT A VOLUME FUNNEL

Quality through the full journey

Agree thresholds before launch. Keep the reason for exclusions or reinstatement with the project record.

SIX OUTCOMES TO KEEP DISTINCT

- **Complete**
  Survey returned a completion.
- **Screened out**
  Eligibility criteria not met.
- **Quota closed**
  The relevant target cell is full.
- **Quality review**
  Quality criteria need assessment.
- **Security review**
  A security signal needs review.
- **Other outcome**
  Unexpected return to investigate.

A completed interview and an accepted complete are separate milestones. Final acceptance is reconciled before delivery totals close.

Deliver the evidence with its context.

A useful handover makes the findings, definitions and analytical choices easy to follow.



Usable data

Cleaned files, labels and codes aligned with the analysis plan.



Clear treatment

A record of exclusions, derived variables and weighting choices.



Useful outputs

Tables and a readout structured around the decisions to make.

THE CONTEXT BESIDE EVERY CHART

Question / Base / Field period / Method notes

Respect the person behind each response.

- **Explain participation** — Clear purpose, effort and incentive terms.
- **Collect what is needed** — Relevant attributes and defined access.
- **Set handling rules** — Consent, retention and delivery requirements.

Your next study starts here.

Send the essentials. We will shape the audience, sourcing approach, method and delivery plan around them.

01 **The decision**

What will this research help you decide?

02 **The people**

Who should qualify, and who should be excluded?

03 **The markets**

Where, and in which languages, should we field?

04 **The sample**

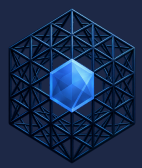
How many accepted completes and which quota cells?

05 **The instrument**

What method, interview length and participant tasks?

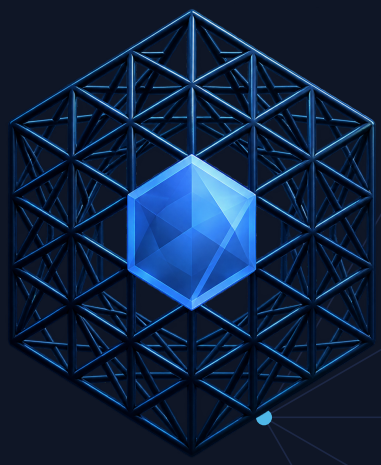
06 **The delivery**

Which dates, formats and commercial constraints?



TELL US WHAT YOU NEED TO LEARN

sales@algosample.com



AlgoSample

Driven by algorithms. Powered by Humans

A sharper question.
A clearer next move.

EMAIL sales@algosample.com

WEBSITE www.algosample.com

LINKEDIN /algosample