



# GRBN Online Sample Buyers Sentiment Survey

**A survey  
benchmarking  
satisfaction levels  
among buyers of  
online sample**

Wave 0  
H1 / 2025





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# Read Me: I'm Important

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# Thanking our association and corporate partners

## Association partners



## Corporate partners





## Background & Sample

The primary objective of the research is to understand the overall sentiment of buyers of B2B and B2C online samples and how that sentiment changes over time.

The secondary objective is to understand specifically their sentiment with respect to the factors of quality, price and speed, and track how that sentiment changes over time.

As this is the first time this survey has been conducted this wave is considered to be Wave 0 (zero).

Fieldwork was conducted between January 2 and February 6, 2025.

The following GRBN members participated in the sourcing of research respondents for the survey by sending an invite to the survey to their membership:

- Canadian Research Insights Council (CRIC) -Canada
- Insights Association (IA) - USA
- The Market Research Society (MRS) - UK
- The Research Society (TRS) - Australia



## Key Takeaways

- ✓ On balance buying intentions appear strong over the next 12 months, in particular among agencies and sample providers.
- Many buyers do not have an opinion of the impact of AI on online sample quality, whilst among those that do the majority perceive the impact as negative.
- ✓ Removing of a large number of cases is common practice in particular with respect to B2B samples, with one-third of buyers on average removing 30% or more of cases.
- ✓ Overall satisfaction amongst buyers of online sample is high among B2C sample buyers, but less so amongst B2B buyers
- ✓ The higher satisfaction amongst B2C sample buyers is driven by a higher satisfaction in both speed and price compared to satisfaction on those factors among B2B sample buyers. Both buyer groups show slightly below average satisfaction with quality of the sample.



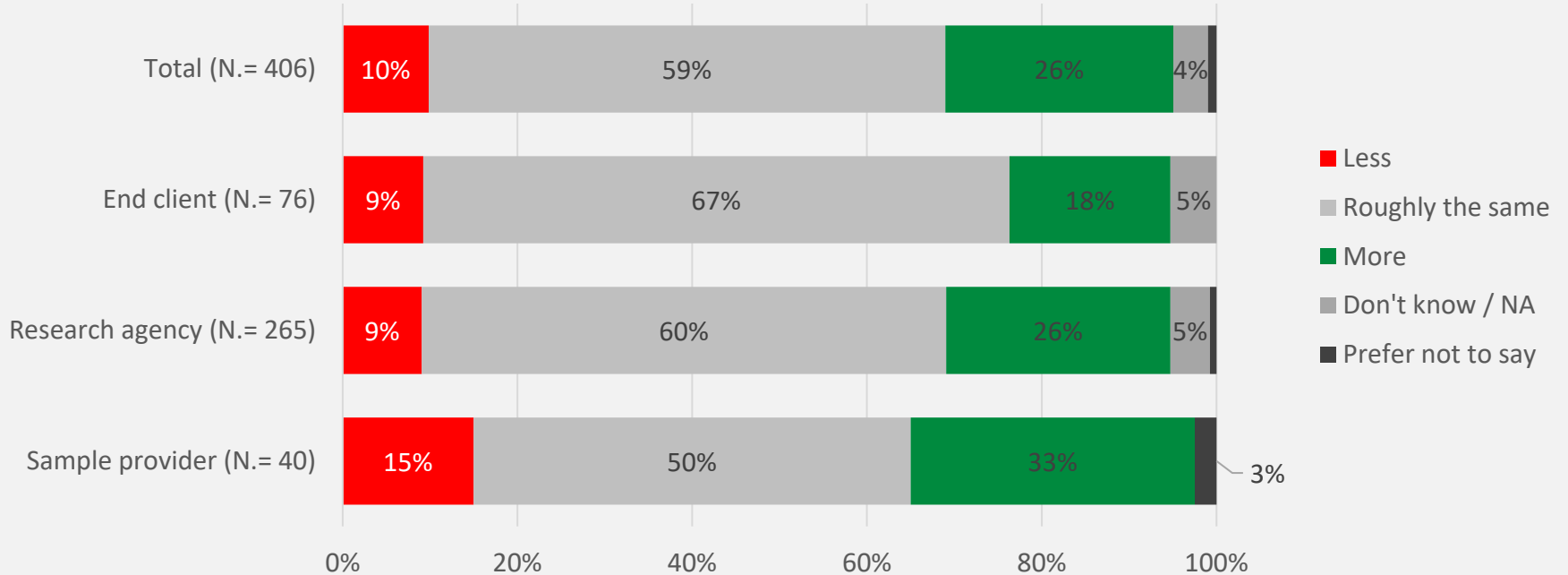
**MAIN  
FINDINGS**





## On balance buying intentions appear strong over the next 12 months, in particular among agencies and sample providers

### Intentions to buy online sample from third party organizations over the next 12 months

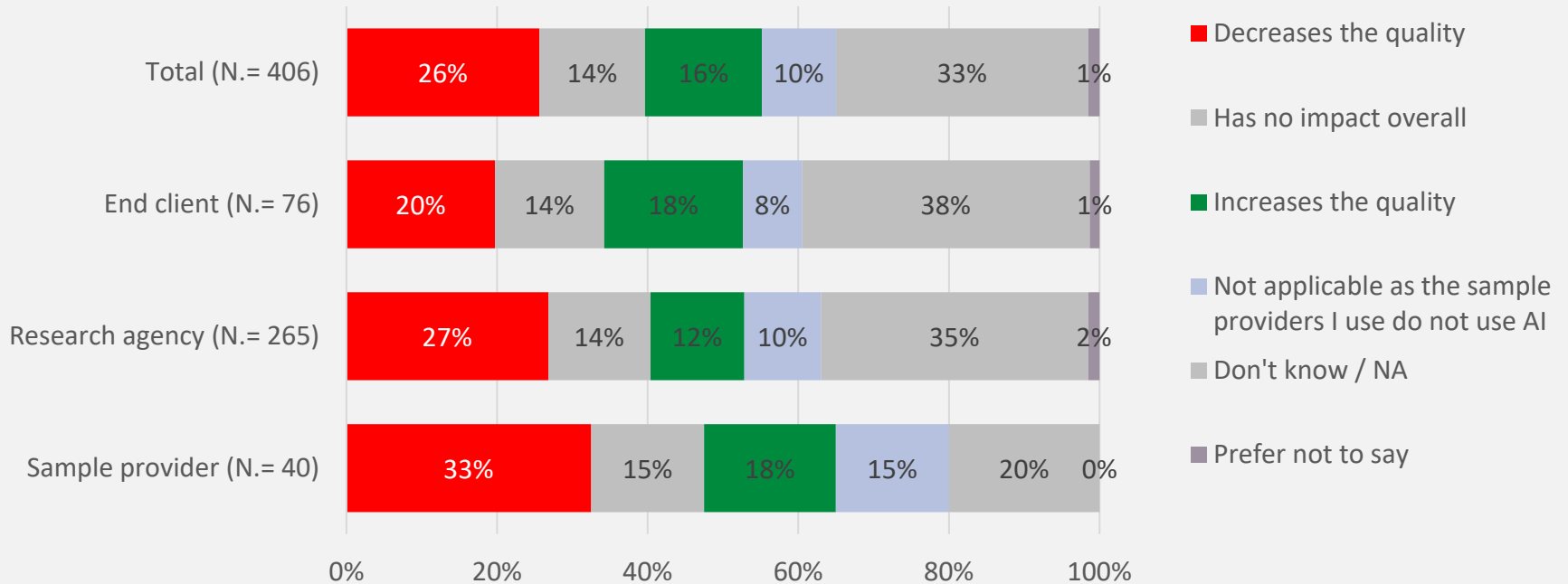






Many buyers do not have an opinion of the impact of AI on online sample quality, whilst among those that do the majority perceive the impact as negative.

### How AI is perceived to impact online sample data quality





Removing of a large number of cases is common practice in particular with respect to B2B samples, with one-third of buyers on average removing 30% or more of cases.

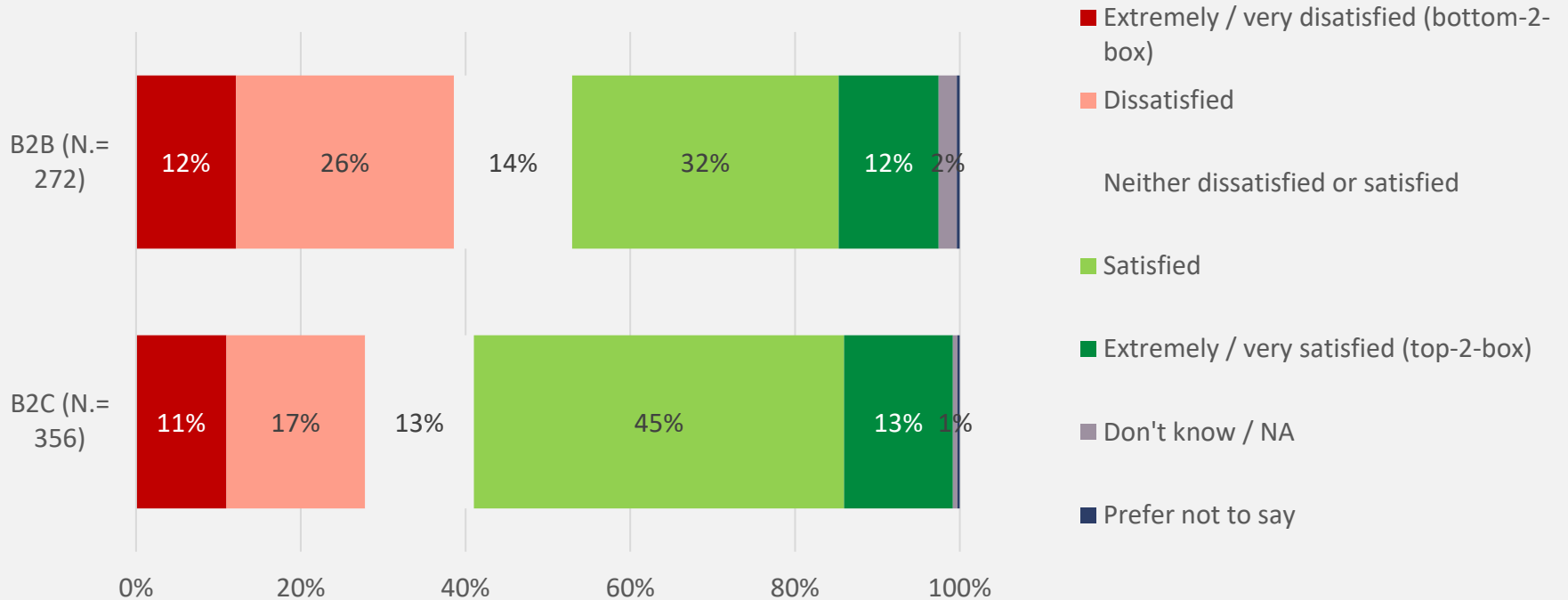
### Average percentage of cases removed as part of the data cleaning efforts





## Overall satisfaction amongst buyers of online sample is high among B2C sample buyers, but less so amongst B2B buyers

### Overall satisfaction with online sample bought from third-party organizations in the last 6 months





The higher satisfaction amongst B2C sample buyers is driven by a higher satisfaction in both speed and price compared to satisfaction on those factors among B2B sample buyers. Both buyer groups show slightly below average satisfaction with quality of the sample.

### SATISFACTION INDICES (on a scale of 0 to 200, where 100 is average)

