

# Data Quality Benchmarking

WAVE 2 | H1 2026

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# About the GDQ Data Quality Benchmarking Project

The Global Data Quality (GDQ) Data Quality Benchmarking Project is a global research-on-research initiative to understand and improve data quality. It seeks to define and track a set of standards or norms to be used to assess data quality at both the industry and individual company levels. With these norms, this initiative aims to contribute to the development of globally accepted data quality buying signals, and fuel innovation that strengthens the research ecosystem.

## How it works

This initiative can only be done through industry collaboration, with the participating companies in the research, insights and analytics industry (including brands, research agencies, panel providers, tech platforms, digital analytics and consultancies) contributing random sets of data from online survey projects. Metrics are aggregated in various ways to assess the state of research data quality.

# Methodology

Data collected from October 2025 - March 2026

Participating companies provided random selections of pseudonymized survey data

Wave 2 retains global scope and broadens country-level reporting to include the US, UK, Canada, Australia, Germany, and France



*Results in this report are shown by the data cuts below:*

**Research Agency vs. Supplier (weighted)**

Global and country-specific cuts

**By Study Type (unweighted)**

B2C, B2B, Healthcare Patient, Healthcare Provider

**Country Benchmarks**

US, UK, Canada, Australia, Germany, France

*Weighted data are used for Research Agency vs. Supplier views; unweighted data are used for study-type views. See Approach to Weighting in the Appendix.*

*Note: Many Wave 2 metrics are reported only among companies that record the relevant data (e.g., pre-survey blocks, in-survey fraud distinction). See data mapping in the Appendix.*

# Key Findings

Globally, Research Agencies again show double-digit removal rates. With Wave 2's revised methodology of reporting in-survey fraud and behavior together, Research Agency total removal (28.5%) now edges out Supplier total removal (21.2%); this reverses the Wave 1 pattern, though the gap is modest. In-survey fraud removals drive the difference: Research Agencies report 11.6% vs Suppliers' 2.9%.

Removal rates remain elevated for General B2B globally (22.5% combined pre- and in-survey), continuing the Wave 1 finding that B2B audiences carry the highest quality risk. Post-survey removal for this audience is extremely high at 59.6%. The US continues to drive the bulk of contributed data and shows similar patterns to global figures.

Several country-level findings warrant attention: Australia and France show notable pre-survey removal spikes, while Canada shows the steepest post-survey cleanout in the report. These appear to reflect a mix of methodology variance, smaller contributor pools, and genuine market dynamics.

Incidence Rate (IR) gaps between sold and actual have narrowed at the global level (Research Agency: Sold 62.0% vs Actual 59.1%; Supplier: Sold 53.6% vs Actual 45.9%), with General B2B now showing the widest study-type gap. Two country cuts (Germany R.A., Canada B2C) show actual IR exceeding sold, a pattern worth monitoring and investigating further.

Link encryption adoption shows a marked drop in Wave 2 reporting (Research Agency 46.0%, Supplier 49.6%), but roughly half of records are missing this field (51-54% per cut). Those headline numbers should be read with caution until reporting completeness improves.

# Progress

## Process Updates

### Wave 1

Collation of B2B and Healthcare data improved versus Wave 0; gathering data from brands remained a focus area.



### Wave 2

Participation held steady wave-over-wave. Wave 2 added clarification questions to capture the context behind each submission, segmented results using that context (e.g., pre-survey removal practices, fraud distinction), and further automated data processing to streamline reporting.

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## Benchmark Updates

### Wave 1

Fraud removals at similar levels with a shift to pre-survey vs in-survey removal. Link encryption improved but remained an area of focus, particularly for Suppliers. Data removal and abandon rates stabilized; LOI trended down with rising mobile use.



### Wave 2

Stage definitions were clarified: pre-survey (before the first survey question), in-survey (the participant survey experience), and post-survey (review after completion). Removal metrics are now reported among companies recording each stage, sharpening comparability. Country-level reporting expanded to the US, UK, Canada, Australia, Germany, and France. Link encryption reporting shows substantial missing data, limiting trend reads.

# Submission Metadata

## Participating companies and reporting coverage

Company Type	n=	Pre-Survey Controls Exist	Pre-Survey Removals Recorded (among those with controls)	Post-Survey Removals Recorded	Distinguish Fraud from Other Removals
Sample Supplier	19	95%	94%	89%	84%
Research Agency	24	88%	62%	100%	63%
Platform Company	3	100%	100%	100%	100%

## Who Administers Pre-Survey Controls (among Research Agencies)

Sample Supplier	53%
Research Agency Only	14%
Both	33%

## Key Findings

Sample Suppliers report near-universal pre-survey controls and are more likely to distinguish fraud, as identifying fraud helps their businesses long term. Among Research Agencies, just over half rely on their Sample Supplier to administer pre-survey controls, while roughly one-third use both their own controls and those of Suppliers.

# Global Quality Removal Benchmarks

## Pre-Survey + In-Survey (Total) Removal



## Key Findings

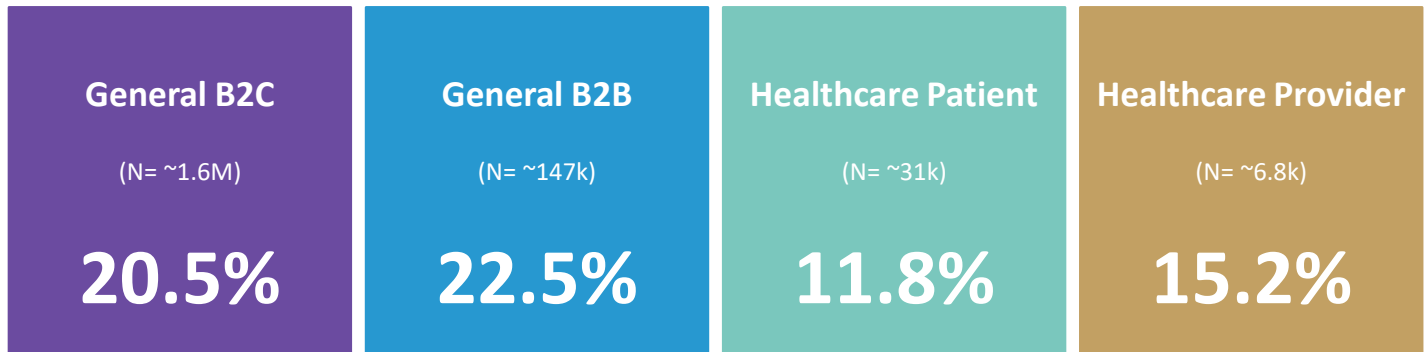
Research Agencies show modestly higher total removal than Suppliers globally (28.5% vs 21.2%); this reverses the Wave 1 pattern, though the gap has narrowed. In-survey fraud removals drive the difference (Research Agency 11.6% vs Supplier 2.9%), partly offset by Suppliers' higher behavioral terminations.

Global Benchmark	Research Agency (N= ~1.09M records)	Supplier (N= ~723k records)
<b>Pre-Survey removal rates</b>  Defined as: Pre-survey removal, Quality Termination/Block (among those recording Pre-Survey Blocks)	<b>13.2%</b>	<b>12.7%</b>
<b>In-Survey cleanout: Fraud removals</b>  Defined as: Terminated for Identity/Device/Tech/Fraud (among those distinguishing In-Survey Fraud)	<b>11.6%</b>	<b>2.9%</b>
<b>In-Survey cleanout: Total removals*</b>  *True Fraud plus In-Survey Behavior terminations	<b>15.3%</b>	<b>8.5%</b>
Among Qualified Completes	Research Agency (N= ~320k records)	Supplier (N= ~163k records)
<b>Post-Survey cleanout rate</b>  Defined as: Post-survey removal, Inattention/Quality Removal (completes only)	<b>8.9%</b>	<b>10.7%</b>

Headline tiles = Pre-Survey + In-Survey (Total) removal, computed before rounding; may differ from the sum of displayed rows by 0.1 point.

# Global Quality Removal Benchmarks by Study Type

Pre-Survey + In-Survey (Total) Removal



## Key Findings

General B2B again carries the highest combined pre- and in-survey removal at 22.5%, with post-survey cleaning at a striking 59.6% of qualified completes. Healthcare Provider shows the highest in-survey fraud rate (10.0%), while Healthcare Patient sees the largest post-survey cleanout proportion outside B2B (30.7%).

Global Benchmark by Study Type	General B2C (N= ~1.6M)	General B2B (N= ~147k)	Healthcare Patient (N= ~31k)	Healthcare Provider (N= ~6.8k)
<b>Pre-Survey removal rates</b> <small>Defined as: Pre-survey removal, Quality Termination/Block (among those recording Pre-Survey Blocks)</small>	12.4%	16.0%	6.7%	5.2%
<b>In-Survey: Fraud removals</b> <small>Defined as: Terminated for Identity/Device/Tech/Fraud</small>	3.7%	2.2%	1.4%	7.1%
<b>In-Survey: Total removals*</b> <small>*True Fraud plus In-Survey Behavior terminates</small>	8.1%	6.5%	5.2%	10.0%
<b>Among Qualified Completes</b>	General B2C (N= ~398k)	General B2B (N= ~12k)	Healthcare Patient (N= ~2.5k)	Healthcare Provider (N= ~2.0k)
<b>Post-Survey cleanout rate</b> <small>Defined as: Post-survey removal, Inattention/Quality Removal (completes only)</small>	13.1%	59.6%	30.7%	6.9%

Headline tiles = Pre-Survey + In-Survey (Total) removal, computed before rounding; may differ from the sum of displayed rows by 0.1 point.

# Global Quality Benchmarks

## Incidence, LOI, abandon rate, device, and encryption

Global Benchmark	Research Agency (N= ~1.09M records)	Supplier (N= ~723k records)
<b>Incidence rate</b>  Defined as: Mean incidence provided (among those providing BOTH data points)	Sold  <b>62.0%</b>  Actual  <b>59.1%</b>	Sold  <b>53.6%</b>  Actual  <b>45.9%</b>
<b>Length of interview</b>  Defined as: Median LOI for qualified completes only	<b>12 minutes</b>	<b>11 minutes</b>
<b>Abandon rate</b>  Defined as: Dropped Out	<b>10.5%</b>	<b>16.8%</b>
<b>Device type</b>	<b>66.3% mobile</b>	<b>62.0% mobile</b>
<b>Use of Link encryption</b>  Defined as: Uses Server-to-server, Link Encryption, Formula, or Secure Mobile	<b>46.0%</b> <i>Don't Know = 6.4%</i> <i>Missing = 47.6%</i>	<b>49.6%</b> <i>Don't Know = 4.8%</i> <i>Missing = 45.7%</i>

## Key Findings

Sold-to-Actual incidence gaps narrowed at the global level versus Wave 1, but Suppliers continue to see a wider gap (7.7 points) than Research Agencies (2.9 points). Link encryption headline figures are well below Wave 1, but with roughly half of records missing this field, the comparison should be read with caution.

# Global Quality Benchmarks by Study Type

Incidence, LOI, abandon rate, device, and encryption

Global Benchmark by Study Type	General B2C (N= ~1.6M)	General B2B (N= ~147k)	Healthcare Patient (N= ~31k)	Healthcare Provider (N= ~6.8k)
<b>Incidence rate</b>  Defined as: Mean incidence provided (among those providing BOTH data points)	Sold <b>52.1%</b>	Sold <b>25.1%</b>	Sold <b>20.9%</b>	Sold <b>65.0%</b>
	Actual <b>48.2%</b>	Actual <b>18.3%</b>	Actual <b>15.4%</b>	Actual <b>63.0%</b>
<b>Length of interview</b>  Defined as: Median LOI for qualified completes	<b>12 min</b>	<b>17 min</b>	<b>22 min</b>	<b>23 min</b>
<b>Abandon rate</b>  Defined as: Dropped Out	<b>13.7%</b>	<b>8.4%</b>	<b>17.2%</b>	<b>6.5%</b>
<b>Device type</b>	<b>57.5% mobile</b>	<b>50.8% mobile</b>	<b>60.6% mobile</b>	<b>37.8% mobile</b>
<b>Use of Link encryption</b>  Server-to-server, Link Encryption, Formula, or Secure Mobile	<b>47.0%</b> <i>Don't Know = 4.2%</i> <i>Missing = 48.8%</i>	<b>21.0%</b> <i>Don't Know = 11.1%</i> <i>Missing = 67.9%</i>	<b>22.0%</b> <i>Don't Know = 0.0%</i> <i>Missing = 78.0%</i>	<b>54.1%</b> <i>Don't Know = 0.1%</i> <i>Missing = 45.8%</i>

## Key Findings

Sold IR estimates for Healthcare Patient are notably off: actual IR runs at 15.4% versus sold 20.9%, a 5.5-point gap. General B2B has a similar trend, with 6.8-point gap. Healthcare Provider abandon rate is the lowest of the four study types at 6.5%, reflecting that audience's commitment to the learning research provides (when their contributions are incentivized properly).

# Study Types by Company Type

Mix of contributed records by self-defined company type

Global Data	Research Agency (N= ~1.09M records)	Supplier (N= ~723k records)
General B2C	88.9%	86.0%
General B2B	7.2%	10.9%
Any Healthcare	2.4%	2.3%
<i>Healthcare Provider</i>	1.0%	0.5%
<i>Healthcare Patient</i>	1.4%	1.7%
<i>Healthcare (unspecified)</i>	0.0%	0.1%
Other	1.5%	0.8%

## Key Findings

B2C continues to dominate the record mix for both company types. Suppliers contribute proportionally more B2B records (10.9% vs 7.2% for Research Agencies), while Research Agencies edge ahead on Healthcare Provider work.

# US Benchmarks



# US Quality Removal Benchmarks

## Pre-Survey + In-Survey (Total) Removal



## Key Findings

US patterns mirror the global picture, with Research Agencies showing higher combined removal (24.6%) than Suppliers (18.3%). Pre-survey removal is near-identical between the two; the gap comes from in-survey fraud detection, where Research Agencies report four times the rate of Suppliers (9.0% vs 2.2%).

US Benchmark	Research Agency (N= ~557k records)	Supplier (N= ~458k records)
<b>Pre-Survey removal rates</b>  Defined as: Pre-survey removal, Quality Termination/Block (among those recording Pre-Survey Blocks)	<b>12.0%</b>	<b>11.3%</b>
<b>In-Survey cleanout: Fraud removals</b>  Defined as: Terminated for Identity/Device/Tech/Fraud (among those distinguishing In-Survey Fraud)	<b>9.0%</b>	<b>2.2%</b>
<b>In-Survey cleanout: Total removals*</b>  *True Fraud plus In-Survey Behavior terminates	<b>12.6%</b>	<b>7.1%</b>
Among Qualified Completes	Research Agency (N= ~149k records)	Supplier (N= ~108k records)
<b>Post-Survey cleanout rate</b>  Defined as: Post-survey removal, Inattention/Quality Removal (completes only)	<b>11.5%</b>	<b>7.0%</b>

Headline tiles = Pre-Survey + In-Survey (Total) removal, computed before rounding; may differ from the sum of displayed rows by 0.1 point.

# US Quality Removal Benchmarks by Study Type

Pre-Survey + In-Survey (Total) Removal



## Key Findings

Among US samples, General B2B again carries the highest combined removal rate (24.9%), driven almost entirely by pre-survey filtering (21.3%) rather than in-survey detection. Post-survey cleaning rates remain steep for B2B (48.2%) and Healthcare Patient (30.0%).

US Benchmark by Study Type	General B2C (N= ~945k)	General B2B (N= ~55k)	Healthcare Patient (N= ~28k)
<b>Pre-Survey removal rates</b> <small>Defined as: Pre-survey removal, Quality Termination/Block (among those recording Pre-Survey Blocks)</small>	<b>7.8%</b>	<b>21.3%</b>	<b>7.5%</b>
<b>In-Survey: Fraud removals</b> <small>Defined as: Terminated for Identity/Device/Tech/Fraud</small>	<b>3.2%</b>	<b>1.2%</b>	<b>0.0%</b>
<b>In-Survey: Total removals*</b> <small>*True Fraud plus In-Survey Behavior terminates</small>	<b>7.8%</b>	<b>3.7%</b>	<b>2.1%</b>
<b>Among Qualified Completes</b>	<b>General B2C (N= ~241k)</b>	<b>General B2B (N= ~6.1k)</b>	<b>Healthcare Patient (N= ~2.4k)</b>
<b>Post-Survey cleanout rate</b> <small>Defined as: Post-survey removal, Inattention/Quality Removal (completes only)</small>	<b>12.7%</b>	<b>48.2%</b>	<b>30.0%</b>

Headline tiles = Pre-Survey + In-Survey (Total) removal, computed before rounding; may differ from the sum of displayed rows by 0.1 point.

# US Quality Benchmarks

## Incidence, LOI, abandon rate, device, and encryption

US Benchmark	Research Agency (N= ~557k records)	Supplier (N= ~458k records)
<b>Incidence rate</b>  Defined as: Mean incidence provided (among those providing BOTH data points)	Sold  <b>48.9%</b>  Actual  <b>45.0%</b>	Sold  <b>53.0%</b>  Actual  <b>45.4%</b>
<b>Length of interview</b>  Defined as: Median LOI for qualified completes only	<b>12 minutes</b>	<b>10 minutes</b>
<b>Abandon rate</b>  Defined as: Dropped Out	<b>11.7%</b>	<b>16.9%</b>
<b>Device type</b>	<b>64.7% mobile</b>	<b>65.5% mobile</b>
<b>Use of Link encryption</b>  Defined as: Uses Server-to-server, Link Encryption, Formula, or Secure Mobile	<b>34.2%</b> <i>Don't Know = 6.4%</i> <i>Missing = 59.5%</i>	<b>51.3%</b> <i>Don't Know = 3.9%</i> <i>Missing = 44.8%</i>

## Key Findings

US incidence sold-to-actual gaps are tighter than the global average. Encryption reporting is lower for Research Agencies (34.2%) than Suppliers (51.3%); with about two-thirds of Research Agency records missing this field, the figure should not be read as a like-for-like decline.

# US Quality Benchmarks by Study Type

Incidence, LOI, abandon rate, device, and encryption

US Benchmark by Study Type	General B2C (N= ~945k)	General B2B (N= ~55k)	Healthcare Patient (N= ~28k)
<b>Incidence rate</b>  Defined as: Mean incidence provided (among those providing BOTH data points)	Sold <b>46.6%</b>	Sold <b>19.0%</b>	Sold <b>15.0%</b>
	Actual <b>42.5%</b>	Actual <b>17.0%</b>	Actual <b>12.3%</b>
<b>Length of interview</b>  Defined as: Median LOI for qualified completes	<b>12 min</b>	<b>18 min</b>	<b>22 min</b>
<b>Abandon rate</b>  Defined as: Dropped Out	<b>12.4%</b>	<b>10.9%</b>	<b>18.7%</b>
<b>Device type</b>	<b>60.6% mobile</b>	<b>42.9% mobile</b>	<b>63.0% mobile</b>
<b>Use of Link encryption</b>  Server-to-server, Link Encryption, Formula, or Secure Mobile	<b>45.9%</b> <i>Don't Know = 4.9%</i> <i>Missing = 49.2%</i>	<b>22.4%</b> <i>Don't Know = 0.1%</i> <i>Missing = 77.6%</i>	<b>23.2%</b> <i>Don't Know = 0.0%</i> <i>Missing = 76.8%</i>

## Key Findings

General B2C shows the largest sold-to-actual IR gap of any US study type (46.6% sold vs 42.5% actual). LOI scales sharply with audience specialization, from 12 minutes for B2C to 22 minutes for HP.

# UK Benchmarks



# UK Quality Removal Benchmarks

## Pre-Survey + In-Survey (Total) Removal



## Key Findings

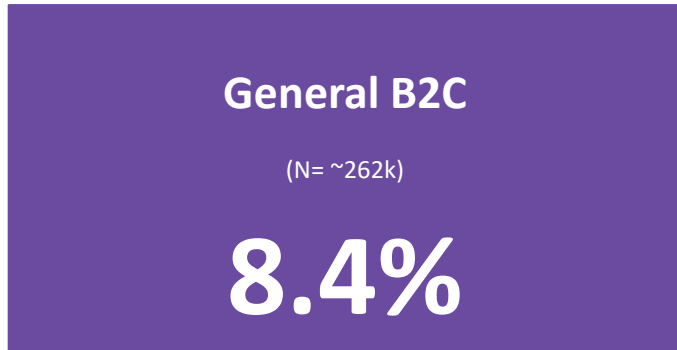
In the UK, Suppliers show markedly higher combined removal than Research Agencies (18.6% vs 11.2%), reversing the global pattern. Suppliers carry the in-survey removal load (8.4% vs 4.1%), while pre-survey rates are near-identical.

UK Benchmark	Research Agency (N= ~203k records)	Supplier (N= ~51k records)
<b>Pre-Survey removal rates</b> <small>Defined as: Pre-survey removal, Quality Termination/Block (among those recording Pre-Survey Blocks)</small>	<b>4.1%</b>	<b>4.4%</b>
<b>In-Survey cleanout: Fraud removals</b> <small>Defined as: Terminated for Identity/Device/Tech/Fraud (among those distinguishing In-Survey Fraud)</small>	<b>4.1%</b>	<b>8.4%</b>
<b>In-Survey cleanout: Total removals*</b> <small>*True Fraud plus In-Survey Behavior terminates</small>	<b>7.1%</b>	<b>14.2%</b>
<b>Among Qualified Completes</b>	<b>Research Agency (N= ~87k records)</b>	<b>Supplier (N= ~8.4k records)</b>
<b>Post-Survey cleanout rate</b> <small>Defined as: Post-survey removal, Inattention/Quality Removal (completes only)</small>	<b>6.5%</b>	<b>2.9%</b>

Headline tiles = Pre-Survey + In-Survey (Total) removal, computed before rounding; may differ from the sum of displayed rows by 0.1 point.

# UK Quality Removal Benchmarks by Study Type

Pre-Survey + In-Survey (Total) Removal



## Key Findings

UK B2C combined removal is the lowest among countries reported at 8.4%, across a large sample and contribution to the global record base. UK B2B shows a sharply different profile: 18.5% pre-survey blocks and an 83.0% post-survey cleanout, suggesting heavy reliance on back-end cleaning for that audience.

UK Benchmark by Study Type	General B2C (N= ~262k)	General B2B (N= ~15k)
<b>Pre-Survey removal rates</b> Defined as: Pre-survey removal, Quality Termination/Block (among those recording Pre-Survey Blocks)	<b>2.4%</b>	<b>18.5%</b>
<b>In-Survey: Fraud removals</b> Defined as: Terminated for Identity/Device/Tech/Fraud	<b>2.8%</b>	<b>0.2%</b>
<b>In-Survey: Total removals*</b> *True Fraud plus In-Survey Behavior terminates	<b>6.0%</b>	<b>2.2%</b>
<b>Among Qualified Completes</b>	<b>General B2C (N= ~90k)</b>	<b>General B2B (N= ~1.7k)</b>
<b>Post-Survey cleanout rate</b> Defined as: Post-survey removal, Inattention/Quality Removal (completes only)	<b>8.1%</b>	<b>83.0%</b>

Headline tiles = Pre-Survey + In-Survey (Total) removal, computed before rounding; may differ from the sum of displayed rows by 0.1 point.

# UK Quality Benchmarks

## Incidence, LOI, abandon rate, device, and encryption

UK Benchmark	Research Agency (N= ~203k records)	Supplier (N= ~51k records)
<b>Incidence rate</b>  Defined as: Mean incidence provided (among those providing BOTH data points)	Sold  <b>84.1%</b>  Actual  <b>80.5%</b>	Sold  <b>49.5%</b>  Actual  <b>38.8%</b>
<b>Length of interview</b>  Defined as: Median LOI for qualified completes only	<b>11 minutes</b>	<b>13 minutes</b>
<b>Abandon rate</b>  Defined as: Dropped Out	<b>8.6%</b>	<b>15.4%</b>
<b>Device type</b>	<b>71.5% mobile</b>	<b>64.7% mobile</b>
<b>Use of Link encryption</b>  Defined as: Uses Server-to-server, Link Encryption, Formula, or Secure Mobile	<b>56.9%</b> <i>Don't Know = 0.9%</i> <i>Missing = 42.1%</i>	<b>25.0%</b> <i>Don't Know = 23.9%</i> <i>Missing = 51.1%</i>

## Key Findings

UK Research Agency records skew toward high-incidence work (sold IR 84.1%, actual 80.5%). Suppliers show a wider sold-to-actual gap (49.5% vs 38.8%) and roughly double the Research Agency abandon rate (15.4% vs 8.6%). Mobile-first behavior is most pronounced for UK Research Agency samples at 71.5%.

# UK Quality Benchmarks by Study Type

Incidence, LOI, abandon rate, device, and encryption

UK Benchmark by Study Type	General B2C (N= ~262k)	General B2B (N= ~15k)
<b>Incidence rate</b>  Defined as: Mean incidence provided (among those providing BOTH data points)	Sold  <b>77.4%</b>  Actual  <b>72.8%</b>	Sold  <b>22.6%</b>  Actual  <b>13.1%</b>
<b>Length of interview</b>  Defined as: Median LOI for qualified completes	<b>12 min</b>	<b>10 min</b>
<b>Abandon rate</b>  Defined as: Dropped Out	<b>9.1%</b>	<b>8.9%</b>
<b>Device type</b>	<b>65.4% mobile</b>	<b>48.9% mobile</b>
<b>Use of Link encryption</b>  Server-to-server, Link Encryption, Formula, or Secure Mobile	<b>66.4%</b> <i>Don't Know = 4.0%</i> <i>Missing = 29.6%</i>	<b>14.3%</b> <i>Don't Know = 13.3%</i> <i>Missing = 72.4%</i>

## Key Findings

UK B2C sold and actual IR track closely (77.4% vs 72.8%). The UK B2B sold-to-actual gap is wide (22.6% sold vs 13.1% actual). B2C link encryption is among the strongest in the report at 66.4%, though B2B remains low (14.3%) with substantial missing data. UK B2B sample size is relatively low so findings should be taken with caution.

# Canada Benchmarks



# Canada Quality Removal Benchmarks

## Pre-Survey + In-Survey (Total) Removal



## Key Findings

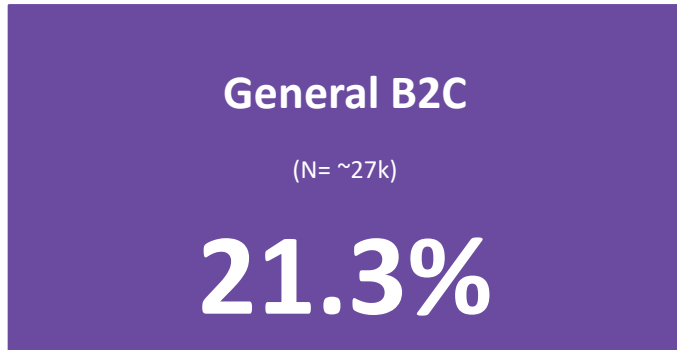
Canada Suppliers show 16.0% combined removal against 10.4% for Research Agencies, though the Research Agency base is small. The Canada removal story is back-end heavy: post-survey cleanout runs 69.7% for Suppliers, among the highest rates in the report.

Canada Benchmark	Research Agency (N= ~4k records)	Supplier (N= ~27k records)
<b>Pre-Survey removal rates</b> <small>Defined as: Pre-survey removal, Quality Termination/Block (among those recording Pre-Survey Blocks)</small>	<b>6.6%</b>	<b>3.1%</b>
<b>In-Survey cleanout: Fraud removals</b> <small>Defined as: Terminated for Identity/Device/Tech/Fraud (among those distinguishing In-Survey Fraud)</small>	<b>2.8%</b>	<b>1.8%</b>
<b>In-Survey cleanout: Total removals*</b> <small>*True Fraud plus In-Survey Behavior terminates</small>	<b>3.8%</b>	<b>12.9%</b>
Among Qualified Completes	Research Agency (N= 116 records)	Supplier (N= ~6.2k records)
<b>Post-Survey cleanout rate</b> <small>Defined as: Post-survey removal, Inattention/Quality Removal (completes only)</small>	<b>54.5%</b>	<b>69.7%</b>

† Canada Research Agency base is small (N= ~4.0k records; post-survey base n=116). Read directionally. | Headline tiles = Pre-Survey + In-Survey (Total) removal, computed before rounding; may differ from the sum of displayed rows by 0.1 point.

# Canada Quality Removal Benchmarks by Study Type

B2C only | Pre-Survey + In-Survey (Total) Removal



## Key Findings

Canada B2C combined removal sits at 21.3%, driven by in-survey removals (15.4% total, 4.0% fraud). The defining feature is post-survey: 74.3% of qualified completes are removed after the fact, the highest rate in the report. Other study types lacked sufficient Canada sample to report.

Canada Benchmark by Study Type	General B2C (N= ~27k)
<b>Pre-Survey removal rates</b> Defined as: Pre-survey removal, Quality Termination/Block (among those recording Pre-Survey Blocks)	<b>5.9%</b>
<b>In-Survey: Fraud removals</b> Defined as: Terminated for Identity/Device/Tech/Fraud	<b>4.0%</b>
<b>In-Survey: Total removals*</b> *True Fraud plus In-Survey Behavior terminates	<b>15.4%</b>
Among Qualified Completes	General B2C (N= ~6.1k)
<b>Post-Survey cleanout rate</b> Defined as: Post-survey removal, Inattention/Quality Removal (completes only)	<b>74.3%</b>

Headline tiles = Pre-Survey + In-Survey (Total) removal, computed before rounding; may differ from the sum of displayed rows by 0.1 point.

# Canada Quality Benchmarks

Incidence, LOI, abandon rate, device, and encryption | Supplier records

Canada Benchmark	Research Agency (N= ~4k records)	Supplier (N= ~27k records)
<b>Incidence rate</b>  Defined as: Mean incidence provided (among those providing BOTH data points)	Sold  <i>Research Agency bases too small for reliable quality metrics</i>  Actual  <i>Research Agency bases too small for reliable quality metrics</i>	Sold  <b>52.6%</b>  Actual  <b>51.2%</b>
<b>Length of interview</b>  Defined as: Median LOI for qualified completes only	<b>12 minutes</b>	<b>12 minutes</b>
<b>Abandon rate</b>  Defined as: Dropped Out	<i>Research Agency bases too small for reliable quality metrics</i>	<b>6.9%</b>
<b>Device type</b>	<b>43.9% mobile</b>	<b>46.0% mobile</b>
<b>Use of Link encryption</b>  Defined as: Uses Server-to-server, Link Encryption, Formula, or Secure Mobile	<b>15.1%</b> <i>Don't Know = 0.0%</i> <i>Missing = 84.9%</i>	<b>38.2%</b> <i>Don't Know = 0.0%</i> <i>Missing = 61.8%</i>

## Key Findings

Canada Supplier records show a tight sold-to-actual IR gap (52.6% vs 51.2%) and a low abandon rate (6.9%). Research Agency quality metrics are not shown; their bases are too small for reliable reads (IR base under 500 records).

# Canada Quality Benchmarks by Study Type

Incidence, LOI, abandon rate, device, and encryption

Canada Benchmark by Study Type	General B2C (N= ~27k)
<b>Incidence rate</b> Defined as: Mean incidence provided (among those providing BOTH data points)	Sold <b>64.1%</b> Actual <b>72.0%</b>
<b>Length of interview</b> Defined as: Median LOI for qualified completes	<b>12 min</b>
<b>Abandon rate</b> Defined as: Dropped Out	<b>8.1%</b>
<b>Device type</b>	<b>45.5% mobile</b>
<b>Use of Link encryption</b> Server-to-server, Link Encryption, Formula, or Secure Mobile	<b>40.6%</b> <i>Don't Know = 0.0%</i> <i>Missing = 59.4%</i>

## Key Findings

Note an anomaly: Canada B2C actual IR (72.0%) exceeds sold (64.1%) by 7.9 points, the largest reverse gap in this wave. Link encryption reporting is limited, with 59.4% of records missing the field.

# Australia Benchmarks

# Australia Quality Removal Benchmarks

## Pre-Survey + In-Survey (Total) Removal



## Key Findings

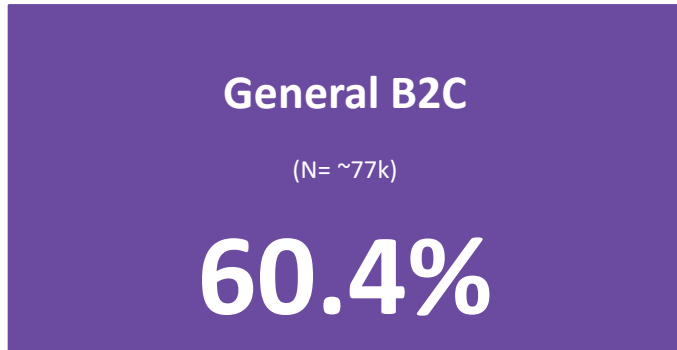
Australia stands out as the highest-removal market in the report by a substantial margin, with combined removal at 65.7% for Research Agencies and 62.9% for Suppliers. Pre-survey blocking alone reaches 41-56%, well above other markets on smaller sample sizes. This warrants monitoring and confirmation that contributing companies' control definitions are consistent with the rest of the panel.

Australia Benchmark	Research Agency (N= ~15k records)	Supplier (N= ~34k records)
<b>Pre-Survey removal rates</b> <small>Defined as: Pre-survey removal, Quality Termination/Block (among those recording Pre-Survey Blocks)</small>	<b>40.9%</b>	<b>56.2%</b>
<b>In-Survey cleanout: Fraud removals</b> <small>Defined as: Terminated for Identity/Device/Tech/Fraud (among those distinguishing In-Survey Fraud)</small>	<b>19.3%</b>	<b>3.1%</b>
<b>In-Survey cleanout: Total removals*</b> <small>*True Fraud plus In-Survey Behavior terminates</small>	<b>24.8%</b>	<b>6.7%</b>
Among Qualified Completes	Research Agency (N= ~4.9k records)	Supplier (N= ~2.0k records)
<b>Post-Survey cleanout rate</b> <small>Defined as: Post-survey removal, Inattention/Quality Removal (completes only)</small>	<b>5.1%</b>	<b>6.4%</b>

Headline tiles = Pre-Survey + In-Survey (Total) removal, computed before rounding; may differ from the sum of displayed rows by 0.1 point.

# Australia Quality Removal Benchmarks by Study Type

B2C only | Pre-Survey + In-Survey (Total) Removal



## Key Findings

Australia B2C combined removal is 60.4%, almost entirely pre-survey (57.9%). In-survey and post-survey removal are modest once traffic clears the front gate, consistent with very aggressive pre-survey screening among AU contributors. Other study types lacked sufficient Australia sample to report.

Australia Benchmark by Study Type	General B2C (N= ~77k)
<b>Pre-Survey removal rates</b>  Defined as: Pre-survey removal, Quality Termination/Block (among those recording Pre-Survey Blocks)	<b>57.9%</b>
<b>In-Survey: Fraud removals</b>  Defined as: Terminated for Identity/Device/Tech/Fraud	<b>1.5%</b>
<b>In-Survey: Total removals*</b>  *True Fraud plus In-Survey Behavior terminates	<b>2.5%</b>
Among Qualified Completes	General B2C (N= ~6.7k)
<b>Post-Survey cleanout rate</b>  Defined as: Post-survey removal, Inattention/Quality Removal (completes only)	<b>3.6%</b>

Headline tiles = Pre-Survey + In-Survey (Total) removal, computed before rounding; may differ from the sum of displayed rows by 0.1 point.

# Australia Quality Benchmarks

## Incidence, LOI, abandon rate, device, and encryption

Australia Benchmark	Research Agency (N= ~15k records)	Supplier (N= ~34k records)
<b>Incidence rate</b>  Defined as: Mean incidence provided (among those providing BOTH data points)	Sold  <b>N/A</b>  Actual  <b>N/A</b>	Sold  <b>66.4%</b>  Actual  <b>60.2%</b>
<b>Length of interview</b>  Defined as: Median LOI for qualified completes only	<b>5 minutes</b>	<b>5 minutes</b>
<b>Abandon rate</b>  Defined as: Dropped Out	<b>7.0%</b>	<b>38.2%</b>
<b>Device type</b>	<b>63.7% mobile</b>	<b>38.8% mobile</b>
<b>Use of Link encryption</b>  Defined as: Uses Server-to-server, Link Encryption, Formula, or Secure Mobile	<b>40.6%</b> <i>Don't Know = 0.0%</i> <i>Missing = 59.4%</i>	<b>11.0%</b> <i>Don't Know = 0.0%</i> <i>Missing = 89.0%</i>

*IR base <10 records; not reported*

## Key Findings

Two figures merit scrutiny: AU Supplier median LOI of 5 minutes paired with a 38.2% abandon rate is unusually severe for such a short survey. Combined with the very high pre-survey blocks shown earlier in this section, the Australia profile suggests either an unusual project mix or a methodology difference among AU contributors.

# Australia Quality Benchmarks by Study Type

Incidence, LOI, abandon rate, device, and encryption

Australia Benchmark by Study Type	General B2C (N= ~77k)
<b>Incidence rate</b> Defined as: Mean incidence provided (among those providing BOTH data points)	Sold <b>66.0%</b> Actual <b>62.3%</b>
<b>Length of interview</b> Defined as: Median LOI for qualified completes	<b>4 min</b>
<b>Abandon rate</b> Defined as: Dropped Out	<b>34.5%</b>
<b>Device type</b>	<b>34.1% mobile</b>
<b>Use of Link encryption</b> Server-to-server, Link Encryption, Formula, or Secure Mobile	<b>10.0%</b> <i>Don't Know = 0.0%</i> <i>Missing = 90.0%</i>

## Key Findings

AU B2C pairs a 4-minute median LOI with a 34.1% abandon rate, an unusually severe combination for such a short survey. Link encryption is effectively unreported for Australia B2C, with 90.0% of records missing the field.

# Germany Benchmarks



# Germany Quality Removal Benchmarks

## Pre-Survey + In-Survey (Total) Removal



## Key Findings

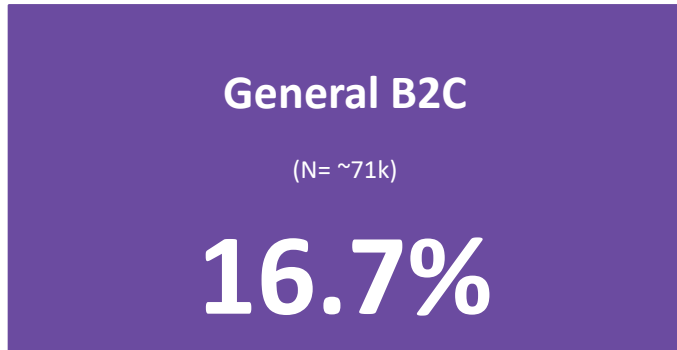
Germany shows a striking divide between Research Agencies (40.7% combined removal) and Suppliers (10.1%). The driver is in-survey fraud removal at 25.0% for Research Agencies, among the highest in the report. B2C-level removal at 6.1% is more moderate, suggesting the gap is concentrated in non-B2C work.

Germany Benchmark	Research Agency (N= ~84k records)	Supplier (N= ~48k records)
<b>Pre-Survey removal rates</b>  Defined as: Pre-survey removal, Quality Termination/Block (among those recording Pre-Survey Blocks)	<b>11.0%</b>	<b>5.7%</b>
<b>In-Survey cleanout: Fraud removals</b>  Defined as: Terminated for Identity/Device/Tech/Fraud (among those distinguishing In-Survey Fraud)	<b>25.0%</b>	<b>0.4%</b>
<b>In-Survey cleanout: Total removals*</b>  *True Fraud plus In-Survey Behavior terminates	<b>29.7%</b>	<b>4.4%</b>
Among Qualified Completes	Research Agency (N= ~38k records)	Supplier (N= ~18k records)
<b>Post-Survey cleanout rate</b>  Defined as: Post-survey removal, Inattention/Quality Removal (completes only)	<b>3.9%</b>	<b>4.9%</b>

Headline tiles = Pre-Survey + In-Survey (Total) removal, computed before rounding; may differ from the sum of displayed rows by 0.1 point.

# Germany Quality Removal Benchmarks by Study Type

B2C only | Pre-Survey + In-Survey (Total) Removal



## Key Findings

Germany B2C combined removal is 16.7%, with in-survey removals (10.4%) outweighing pre-survey blocks (6.3%). Post-survey cleanout at 27.4% is the elevated piece, well above the global B2C figure of 13.1%. Other study types lacked sufficient Germany sample to report.

Germany Benchmark by Study Type	General B2C (N= ~71k)
<b>Pre-Survey removal rates</b> Defined as: Pre-survey removal, Quality Termination/Block (among those recording Pre-Survey Blocks)	<b>6.3%</b>
<b>In-Survey: Fraud removals</b> Defined as: Terminated for Identity/Device/Tech/Fraud	<b>6.1%</b>
<b>In-Survey: Total removals*</b> *True Fraud plus In-Survey Behavior terminates	<b>10.4%</b>
Among Qualified Completes	General B2C (N= ~21k)
<b>Post-Survey cleanout rate</b> Defined as: Post-survey removal, Inattention/Quality Removal (completes only)	<b>27.4%</b>

Headline tiles = Pre-Survey + In-Survey (Total) removal, computed before rounding; may differ from the sum of displayed rows by 0.1 point.

# Germany Quality Benchmarks

## Incidence, LOI, abandon rate, device, and encryption

Germany Benchmark	Research Agency (N= ~84k records)	Supplier (N= ~48k records)
<b>Incidence rate</b>  Defined as: Mean incidence provided (among those providing BOTH data points)	Sold  <b>89.6%</b>  Actual  <b>99.2%</b>	Sold  <b>63.5%</b>  Actual  <b>58.3%</b>
<b>Length of interview</b>  Defined as: Median LOI for qualified completes only	<b>11 minutes</b>	<b>8 minutes</b>
<b>Abandon rate</b>  Defined as: Dropped Out	<b>8.3%</b>	<b>8.5%</b>
<b>Device type</b>	<b>61.0% mobile</b>	<b>54.1% mobile</b>
<b>Use of Link encryption</b>  Defined as: Uses Server-to-server, Link Encryption, Formula, or Secure Mobile	<b>60.6%</b> <i>Don't Know = 5.2%</i> <i>Missing = 34.2%</i>	<b>76.9%</b> <i>Don't Know = 3.2%</i> <i>Missing = 19.9%</i>

## Key Findings

Anomaly worth flagging: Germany Research Agency actual IR (99.2%) substantially exceeds sold (89.6%), a 9.6-point reverse gap. The extremely high incidence numbers suggest reporting is from an atypical mix of surveys. Encryption adoption is among the strongest in the report; Germany Supplier records show 76.9% link encryption.

# Germany Quality Benchmarks by Study Type

Incidence, LOI, abandon rate, device, and encryption

Germany Benchmark by Study Type	General B2C (N= ~71k)
<b>Incidence rate</b> Defined as: Mean incidence provided (among those providing BOTH data points)	Sold <b>72.2%</b> Actual <b>71.2%</b>
<b>Length of interview</b> Defined as: Median LOI for qualified completes	<b>10 min</b>
<b>Abandon rate</b> Defined as: Dropped Out	<b>7.5%</b>
<b>Device type</b>	<b>45.3% mobile</b>
<b>Use of Link encryption</b> Server-to-server, Link Encryption, Formula, or Secure Mobile	<b>44.6%</b> <i>Don't Know = 4.0%</i> <i>Missing = 51.5%</i>

## Key Findings

Germany B2C sold and actual IR track closely (72.2% vs 71.2%), in contrast to the Research Agency anomaly on the prior page. B2C link encryption sits at 44.6% with 51.5% of records missing the field.

# France Benchmarks

# France Quality Removal Benchmarks

## Pre-Survey + In-Survey (Total) Removal



## Key Findings

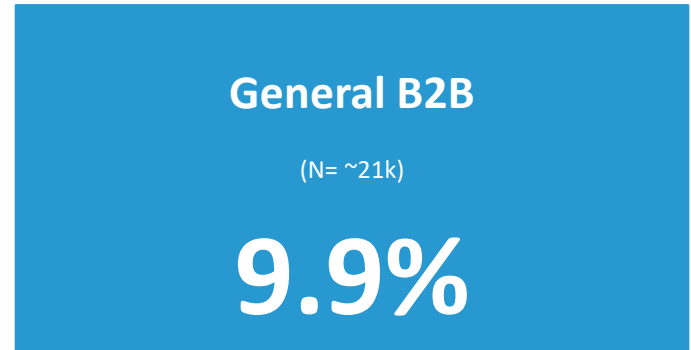
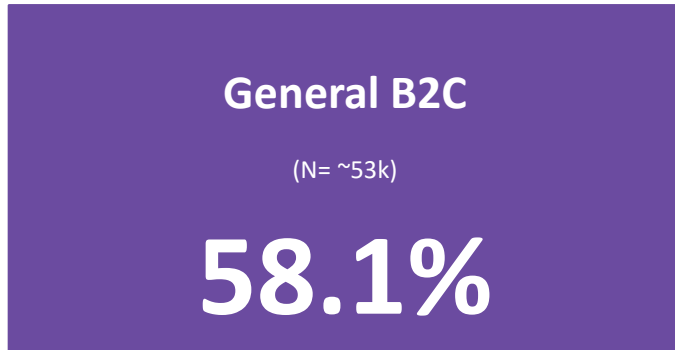
France Research Agencies carry more in-survey removal than Suppliers (11.2% vs 6.2%, with fraud at 9.2% vs 1.3%), while pre-survey rates are closer (8.5% vs 6.6%). Combined removal: 19.7% vs 12.8%. Post-survey cleanout is modest for both.

France Benchmark	Research Agency (N= ~58k records)	Supplier (N= ~20k records)
<b>Pre-Survey removal rates</b> <small>Defined as: Pre-survey removal, Quality Termination/Block (among those recording Pre-Survey Blocks)</small>	<b>8.5%</b>	<b>6.6%</b>
<b>In-Survey cleanout: Fraud removals</b> <small>Defined as: Terminated for Identity/Device/Tech/Fraud (among those distinguishing In-Survey Fraud)</small>	<b>9.2%</b>	<b>1.3%</b>
<b>In-Survey cleanout: Total removals*</b> <small>*True Fraud plus In-Survey Behavior terminates</small>	<b>11.2%</b>	<b>6.2%</b>
<b>Among Qualified Completes</b>	<b>Research Agency (N= ~20k records)</b>	<b>Supplier (N= ~3.9k records)</b>
<b>Post-Survey cleanout rate</b> <small>Defined as: Post-survey removal, Inattention/Quality Removal (completes only)</small>	<b>6.4%</b>	<b>2.5%</b>

Headline tiles = Pre-Survey + In-Survey (Total) removal, computed before rounding; may differ from the sum of displayed rows by 0.1 point.

# France Quality Removal Benchmarks by Study Type

Pre-Survey + In-Survey (Total) Removal



## Key Findings

France B2C shows a 45.5% pre-survey block rate, the second highest reported B2C value in this wave (after Australia, 57.9%). B2B sits at the opposite extreme: minimal pre- and in-survey removal but a 56.2% post-survey cleanout. The B2C front-end vs B2B back-end split likely reflects different vendor mixes serving each audience.

France Benchmark by Study Type	General B2C (N= ~53k)	General B2B (N= ~21k)
<b>Pre-Survey removal rates</b> <small>Defined as: Pre-survey removal, Quality Termination/Block (among those recording Pre-Survey Blocks)</small>	<b>45.5%</b>	<b>9.3%</b>
<b>In-Survey: Fraud removals</b> <small>Defined as: Terminated for Identity/Device/Tech/Fraud</small>	<b>4.9%</b>	<b>0.0%</b>
<b>In-Survey: Total removals*</b> <small>*True Fraud plus In-Survey Behavior terminates</small>	<b>12.6%</b>	<b>0.6%</b>
<b>Among Qualified Completes</b>	<b>General B2C (N= ~9.4k)</b>	<b>General B2B (N= 881)</b>
<b>Post-Survey cleanout rate</b> <small>Defined as: Post-survey removal, Inattention/Quality Removal (completes only)</small>	<b>4.7%</b>	<b>56.2%</b>

Headline tiles = Pre-Survey + In-Survey (Total) removal, computed before rounding; may differ from the sum of displayed rows by 0.1 point.

# France Quality Benchmarks

## Incidence, LOI, abandon rate, device, and encryption

France Benchmark	Research Agency (N= ~58k records)	Supplier (N= ~20k records)
<b>Incidence rate</b>  Defined as: Mean incidence provided (among those providing BOTH data points)	Sold  —  Actual  —	Sold  <b>49.1%</b>  Actual  <b>40.6%</b>
<b>Length of interview</b>  Defined as: Median LOI for qualified completes only	<b>12 minutes</b>	<b>13 minutes</b>
<b>Abandon rate</b>  Defined as: Dropped Out	<b>4.3%</b>	<b>11.5%</b>
<b>Device type</b>	<b>59.8% mobile</b>	<b>66.5% mobile</b>
<b>Use of Link encryption</b>  Defined as: Uses Server-to-server, Link Encryption, Formula, or Secure Mobile	<b>63.7%</b> <i>Don't Know = 19.9%</i> <i>Missing = 16.4%</i>	<b>46.1%</b> <i>Don't Know = 7.5%</i> <i>Missing = 46.4%</i>

IR not reported this wave

## Key Findings

France Research Agency did not report sold/actual IR in this wave (shown as “—”). Research Agencies show stronger link encryption adoption (63.7%) than Suppliers (46.1%), with Research Agency abandon rate also notably lower at 4.3%.

# France Quality Benchmarks by Study Type

Incidence, LOI, abandon rate, device, and encryption

France Benchmark by Study Type	General B2C (N= ~53k)	General B2B (N= ~21k)
<b>Incidence rate</b>  Defined as: Mean incidence provided (among those providing BOTH data points)	Sold <b>71.3%</b>	Sold <b>18.9%</b>
	Actual <b>65.7%</b>	Actual <b>9.2%</b>
<b>Length of interview</b>  Defined as: Median LOI for qualified completes	<b>11 min</b>	<b>14 min</b>
<b>Abandon rate</b>  Defined as: Dropped Out	<b>11.7%</b>	<b>4.0%</b>
<b>Device type</b>	<b>40.1% mobile</b>	<b>57.0% mobile</b>
<b>Use of Link encryption</b>  Server-to-server, Link Encryption, Formula, or Secure Mobile	<b>35.3%</b>  <i>Don't Know = 2.6%</i> <i>Missing = 62.1%</i>	<b>5.4%</b>  <i>Don't Know = 61.7%</i> <i>Missing = 32.9%</i>

## Key Findings

France B2B shows the wider sold-to-actual IR gap (18.9% vs 9.2%). France is the lowest-mobile market in the report for B2C at 40.1%. B2B link encryption reporting is hampered by 32.9% of records missing the field.

# Benchmark Summaries



# General B2C Benchmark Summary

## General B2C - Country-level rates for participating markets

Country	Region	# Companies	# Records	Pre-Survey Removal Rate	In-Survey Cleanout: Total (Fraud)	Post-Survey Cleanout Rate	Link Encryption Rate
Australia	East Asia & Pacific	14	76,528	57.9%	2.5% (1.5%)	3.6%	10.0%
China	East Asia & Pacific	7	14,353	19.3%	25.9% (22.3%)	8.0%	36.6%
Japan	East Asia & Pacific	11	16,780	11.8%	7.8% (6.1%)	4.9%	55.7%
France	Europe & Central Asia	15	57,136	45.5%	12.6% (4.9%)	4.7%	35.3%
Germany	Europe & Central Asia	19	75,913	6.3%	10.4% (6.1%)	27.4%	44.6%
Italy	Europe & Central Asia	6	19,714	3.7%	7.9% (3.7%)	60.2%	8.0%
Spain	Europe & Central Asia	5	19,213	4.3%	7.5% (4.6%)	46.9%	12.5%
United Kingdom	Europe & Central Asia	21	265,029	2.4%	6.0% (2.8%)	8.1%	66.4%
Brazil	Latin America & Caribbean	11	26,437	39.0%	15.3% (5.5%)	2.7%	45.7%
Mexico	Latin America & Caribbean	11	15,260	12.0%	13.1% (7.2%)	3.8%	59.4%
Canada	North America	11	29,500	5.9%	15.4% (4%)	74.3%	40.6%
United States	North America	35	945,367	7.8%	7.8% (3.2%)	12.7%	45.9%
India	South Asia	9	11,630	9.4%	15.3% (8.6%)	36.6%	84.0%

## Key Findings

B2C removal rates vary substantially by country, reflecting both genuine market dynamics and methodology differences. The US continues to provide the largest record base. Several outliers warrant deeper inspection: Australia's high pre-survey rate, Canada's elevated post-survey rate, and France's high pre-survey rate.

# General B2B Benchmark Summary

## General B2B - Country-level rates for participating markets

Country	Region	# Companies	# Records	Pre-Survey Removal Rate	In-Survey Cleanout: Total (Fraud)	Post-Survey Cleanout Rate	Link Encryption Rate
China	East Asia & Pacific	7	9,913	6.5%	44.8% (20.3%)	95.0%	8.5%
France	Europe & Central Asia	11	21,294	9.3%	0.6% (0%)	56.2%	5.4%
United Kingdom	Europe & Central Asia	16	15,098	18.5%	2.2% (0.2%)	83.0%	14.3%
United States	North America	17	55,023	21.3%	3.7% (1.2%)	48.2%	22.4%

## Key Findings

B2B coverage is markedly narrower than B2C, with only four countries reaching reportable sample sizes. Post-survey cleanout rates are uniformly high (48-95%), consistent with B2B's well-known data quality challenges. China shows the most aggressive in-survey cleanout (44.8% total, 20.3% fraud); the UK and US show the highest pre-survey blocks.

# How to use the Data

## Benchmark, don't judge

1.

Use these metrics to understand how your data compares with industry norms, not as an absolute measure of success or failure.

## Segment comparisons

2.

Compare your study outcomes against relevant benchmarks (e.g., by supplier type, research agency, country, or study type).

## Identify gaps

3.

Look for areas where your results diverge significantly from the benchmarks; these may indicate opportunities for process improvements or quality innovations.

## Track progress

4.

Apply these benchmarks across time to measure your organization's progress wave to wave.

## Collaborate & contribute

5.

Your participation not only helps your organization; it refines future benchmarks and ensures the data reflects the broadest possible view of industry standards.

# Next Steps

## Wave 3: What's Changing

- Data submissions move to a 6-month cadence with fixed annual deadlines: **October 15th** and **April 15th**. Mark your calendars.
- Under consideration: collecting aggregated survey-level metrics instead of respondent-level records. This widens who can pull and deliver data, opens participation to brand-side researchers, and removes anonymization concerns around individual-level records.
- Share feedback with the working group ahead of the Wave 3 call for data.

## Wave 2: Suggested Focus Areas

- Reducing reliance on post-survey removal, especially in B2B where rates remain elevated.
- Improving completeness of link encryption reporting (roughly half of records are currently missing this field).
- Investigating country-level anomalies where actual IR exceeds sold IR (Germany R.A., Canada B2C).

## Why Participate

**Contribute to the development of global data quality benchmarks that can be used to:**

- Gain a quantitative understanding of what "good" data quality looks like.
- Compare your studies' performance against the industry overall, by country, company type, and study type.
- Identify white spaces against which your company might innovate.

# Appendix

## Data mapping for benchmarks

Metric	Defined as...	Based on...
<b>Pre-Survey removal rates</b>	Pre-survey removal: Quality Termination/Block	<i>Among those recording Pre-Survey Blocks</i>
<b>In-Survey: Fraud removals</b>	Terminated for Identity/Device/Tech/Fraud	<i>Among those distinguishing In-Survey Fraud</i>
<b>In-Survey: Total removals</b>	Fraud + Behavior terminates combined	<i>Among those distinguishing In-Survey Fraud</i>
<b>Post-Survey cleanout rate</b>	Post-survey removal: Inattention/Quality Removal (Terminated)	<i>Qualified completes, among those recording</i>
<b>Incidence rate: Sold</b>	Study Sold Incidence Rate, mean	<i>Among those providing both data points</i>
<b>Incidence rate: Actual</b>	Study Actual Incidence Rate, mean	<i>Among those providing both data points</i>
<b>Length of interview (minutes)</b>	Median LOI	<i>Qualified completes</i>
<b>Abandon rate</b>	In-Survey Participation Status: Dropped Out	<i>Total</i>
<b>Device type: mobile</b>	Mobile device flag from User Agent	<i>Total</i>
<b>Use of Link encryption</b>	Server-to-server, Link Encryption, Formula, or Secure Mobile	<i>Total</i>

*Subgroups: Research Agency = self-defined Research Agency. Supplier = self-defined Sample Provider Company, Quality Tech Company, Platform Company, or Other.*

# Approach to Weighting

Wave 2 retains the 2-cell, 3-tier weighting structure introduced in Wave 1 to ensure the sample is balanced and can be assessed consistently across waves.

The weighting mechanism is based on company size, using the self-reported “number of completes” as the indicator. This ensures larger companies have appropriate representation while preventing smaller companies from being weighted too far down.

Sample in many countries remains small. Cross-region and in-region representation will continue to be addressed in future waves.

Est. # of completes per Quarter	Research Agencies (n=24)	Suppliers (n=21)
0 - 100,000	15%	15%
100,001 - 2,000,000	45%	45%
2,000,001+	40%	40%

**Weighted data are used for total and country-level Research Agency vs. Supplier analysis.  
 Unweighted data are used for study-type and subgroup analyses.**

