



GLOBAL RESEARCH
BUSINESS NETWORK

GRBN Online Sample **Buyers Sentiment Survey**

A survey benchmarking
satisfaction levels
among buyers of online
sample

Wave 1 - August 2025





Key Takeaways

- ✓ **Overall buyer satisfaction is significantly higher for B2C samples than for B2B samples. This is primarily driven by greater satisfaction with the speed and price of B2C samples. However, both B2C and B2B samples score below average in terms of quality.**
- ✓ **Buyer satisfaction with B2B samples is notably higher in the US compared to the UK, largely due to more negative perceptions of B2B sample quality among UK buyers.**
- ✓ **The removal of a large number of cases is a common practice, particularly with B2B samples. On average, one-third of B2B sample buyers remove 30% or more of cases, compared to one-fifth of B2C sample buyers doing the same.**
- ✓ **Case removal for B2B samples is even more prevalent in the UK, aligning with lower satisfaction regarding sample quality in that market.**
- ✓ **Overall, buying intentions remain strong over the next 12 months, with one-fifth of buyers planning to purchase more samples.**
- ✓ **One-third of buyers have no opinion on the impact of AI on online sample quality. Among those who do, the majority—also one-third—perceive the impact as negative.**

GRBN ONLINE SAMPLE BUYERS SENTIMENT SURVEY – WAVE 1 – AUGUST 2025

Overall buyer satisfaction is significantly higher for B2C samples than for B2B samples. This is primarily driven by greater satisfaction with the speed and price of B2C samples. However, both B2C and B2B samples score below average in terms of quality.

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



- 40%** (39%) Dissatisfied (bottom-3-box)
- 18%** (14%) Neither dissatisfied or satisfied
- 42%** (44%) Satisfied (top-3-box)
- 1%** (3%) Don't know / NA / Prefer not to say

N = 243 (272)



- 30%** (28%) Dissatisfied (bottom-3-box)
- 16%** (13%) Neither dissatisfied or satisfied
- 54%** (58%) Satisfied (top-3-box)
- 0%** (1%) Don't know / NA / Prefer not to say

N = 313 (356)

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



B2B



B2C

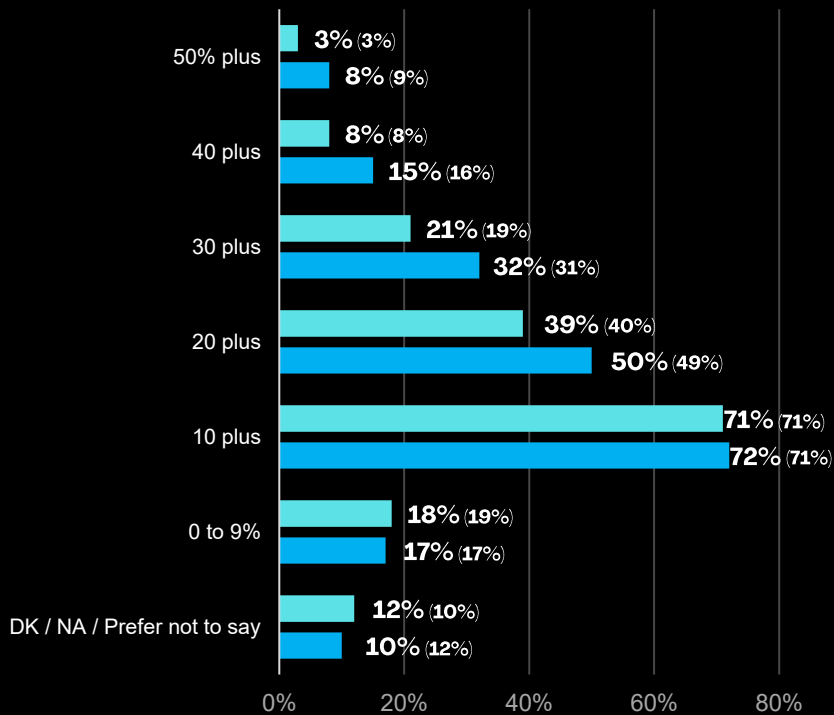


GRBN ONLINE SAMPLE BUYERS SENTIMENT SURVEY – WAVE 1 – AUGUST 2025



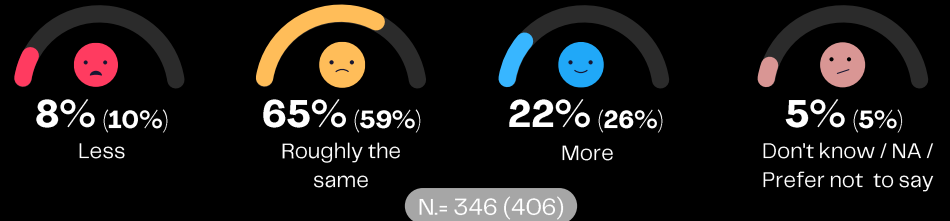
The removal of a large number of cases is a common practice, particularly with B2B samples. The impact of AI on online sample quality is perceived to be either an unknown or a negative. Overall, however, buying intentions remain strong over the next 12 months.

What is the average percentage of cases you remove from your sample as part of your data cleaning efforts?

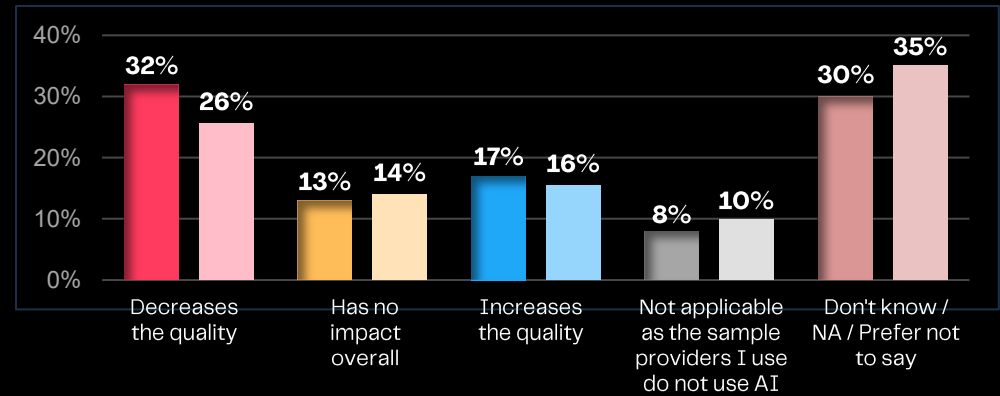


■ B2B N= 243 (272) ■ B2C N= 313 (356)

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



Thinking about the use of AI by sample providers, how do you believe AI impacts the quality of the data you receive overall?



■ Wave 1 – N= 346 ■ Wave 0 – N= 406



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.

Fieldwork was conducted between June 16 and August 15, 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

Association Partners





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Cross Tabulations

Q8 Overall, how satisfied are you with the B2B online sample you have bought from third-party organizations in the last 6 months?				Q13 Overall, how satisfied are you with the B2C online sample you have bought from third-party organizations in the last 6 months?			
	Total	UK	USA		Total	UK	USA
Sample Size	243	72	139	Sample Size	313	95	174
Top 2 box	14%	7%	16%	Top 2 box	12%	13%	11%
Top 3 box	42%	31%	48%	Top 3 box	54%	62%	49%
Bottom 2 box	14%	19%	10%	Bottom 2 box	10%	10%	8%
Bottom 3 box	40%	48%	34%	Bottom 3 box	30%	24%	32%
Extremely dissatisfied	7%	11%	4%	Extremely dissatisfied	4%	6%	2%
Very dissatisfied	7%	8%	6%	Very dissatisfied	6%	4%	6%
Dissatisfied	26%	29%	24%	Dissatisfied	20%	14%	24%
Neither dissatisfied or satisfied	18%	21%	17%	Neither dissatisfied or satisfied	16%	14%	18%
Satisfied	28%	24%	32%	Satisfied	42%	49%	38%
Very satisfied	12%	4%	15%	Very satisfied	10%	11%	10%
Extremely satisfied	2%	3%	1%	Extremely satisfied	2%	2%	1%
Don't know / NA	1%	0%	1%	Don't know / NA	0%	0%	1%
Prefer not to say	0%	0%	0%	Prefer not to say	0%	0%	0%

Cross Tabulations

Satisfaction Indexes based on 4 being 100, 2 being 0 and 6 being 100 (based on a 1 to 7 scale)				Satisfaction Indexes based on 4 being 100, 2 being 0 and 6 being 100 (based on a 1 to 7 scale)			
	Total	UK	USA		Total	UK	USA
Sample Size	243	72	139	Sample Size	313	95	174
Q8 Overall, how satisfied are you with the B2B online sample you have bought from third-party organizations in the last 6 months?	97	81	107	Q13 Overall, how satisfied are you with the B2C online sample you have bought from third-party organizations in the last 6 months?	112	118	108
Q9 How satisfied are you with the QUALITY of the B2B online sample you have bought from third-party organizations in the last 6 months?	85	69	95	Q14 How satisfied are you with the QUALITY of the B2C online sample you have bought from third-party organizations in the last 6 months?	91	97	85
Q10 How satisfied are you with the SPEED of the B2B online sample you have bought from third-party organizations in the last 6 months?	118	118	122	Q15 How satisfied are you with the SPEED of the B2C online sample you have bought from third-party organizations in the last 6 months?	146	149	144
Q11 How satisfied are you with the PRICE of the B2B online sample you have bought from third-party organizations in the last 6 months?	109	104	113	Q16 How satisfied are you with the PRICE of the B2C online sample you have bought from third-party organizations in the last 6 months?	139	148	134

Cross Tabulations

Q17 For B2C online sample, what is the average percentage of cases you remove from your sample as part of your data cleaning efforts?

	Total	UK	USA
Sample Size	313	95	174
0 to 9%	18%	16%	17%
10 to 19%	32%	31%	32%
20 to 29%	18%	16%	20%
30 to 39%	13%	17%	12%
40 to 49%	5%	3%	5%
50% plus	3%	5%	2%
Don't know / NA	11%	13%	10%
Prefer not to say	1%	0%	1%

Q18 For B2B online sample, what is the average percentage of cases you remove from your sample as part of your data cleaning efforts?

	Total	UK	USA
Sample Size	243	72	139
0 to 9%	17%	13%	21%
10 to 19%	22%	18%	23%
20 to 29%	18%	17%	18%
30 to 39%	17%	17%	18%
40 to 49%	7%	11%	6%
50% plus	8%	15%	3%
Don't know / NA	10%	10%	10%
Prefer not to say	0%	0%	1%

Q17 For B2C online sample, what is the average percentage of cases you remove from your sample as part of your data cleaning efforts?
CUMULATIVE

	Total	UK	USA
Sample Size	313	95	174
0 to 9%	18%	16%	17%
10 plus	71%	72%	71%
20 plus	39%	41%	39%
30 plus	21%	25%	19%
40 plus	8%	8%	7%
50% plus	3%	5%	2%
Don't know / NA	11%	13%	10%
Prefer not to say	1%	0%	1%

Q18 For B2B online sample, what is the average percentage of cases you remove from your sample as part of your data cleaning efforts?
CUMULATIVE

	Total	UK	USA
Sample Size	243	72	139
0 to 9%	17%	13%	21%
10 plus	72%	78%	68%
20 plus	50%	60%	45%
30 plus	32%	43%	27%
40 plus	15%	26%	9%
50% plus	8%	15%	3%
Don't know / NA	10%	10%	10%
Prefer not to say	0%	0%	1%

Cross Tabulations

Q19 Thinking about the next 12 months, do you intend to buy more, less or roughly the same amount of online sample from third party organizations as in the last 12 months?

	Total	UK	USA
Sample Size	346	106	191
Less	8%	7%	7%
Roughly the same	65%	69%	66%
More	22%	18%	22%
Don't know / NA	4%	7%	4%
Prefer not to say	1%	0%	1%

Q22 Thinking about the use of AI by sample providers, how do you believe AI impacts the quality of the data you receive overall?

	Total	UK	USA
Sample Size	346	106	191
Decreases the quality	32%	35%	31%
Has no impact overall	13%	12%	12%
Increases the quality	17%	14%	17%
Not applicable as the sample providers I use do not use AI	8%	8%	8%
Don't know / NA	29%	30%	31%
Prefer not to say	1%	0%	1%