



GLOBAL RESEARCH
BUSINESS NETWORK

GRBN Online Sample **Buyers Sentiment Survey**

A survey benchmarking
satisfaction levels
among buyers of online
sample

Wave 2 - May 2026





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 down compared to the last two waves, with a drop in satisfaction with the price of B2B samples driving this decrease.**
- ✓ **The removal of a large number of cases is a common practice, particularly with B2B samples. On average, four-in-ten buyers of B2B sample remove 30% or more of cases, compared to one-fifth of B2C sample buyers doing the same.**
- ✓ **The proportion of B2B sample buyers removing 30% or more of cases is much higher in this wave than in the last two waves of the survey.**
- ✓ **Overall, buying intentions remain strong over the next 12 months, with one-quarter of buyers planning to purchase more samples.**
- ✓ **More than one-quarter of sample buyers have no opinion on the impact of AI on online sample quality. Among those who do, the majority—one-third—perceive the impact as negative.**

GRBN ONLINE SAMPLE BUYERS SENTIMENT SURVEY

– WAVE 1 – MAY 2026

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



	43% (40%)	Dissatisfied (bottom - 3-box)
	21% (18%)	Neither dissatisfied or satisfied
	36% (42%)	Satisfied (top - 3-box)
	0% (1%)	Don't know / NA / Prefer not to say

N.= 103 (243)



	30% (30%)	Dissatisfied (bottom - 3-box)
	15% (16%)	Neither dissatisfied or satisfied
	55% (54%)	Satisfied (top - 3-box)
	0% (0%)	Don't know / NA / Prefer not to say

N.= 141 (313)

SATISFACTION INDICES

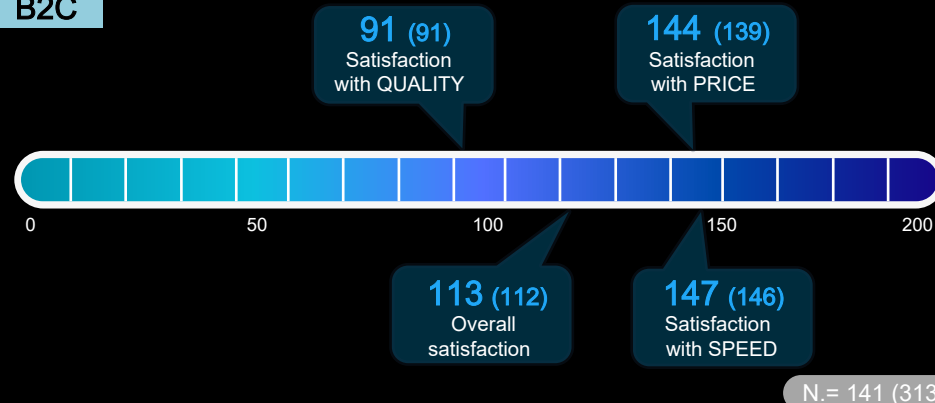
(on a scale of 0 to 200, where 100 is average)



B2B



B2C

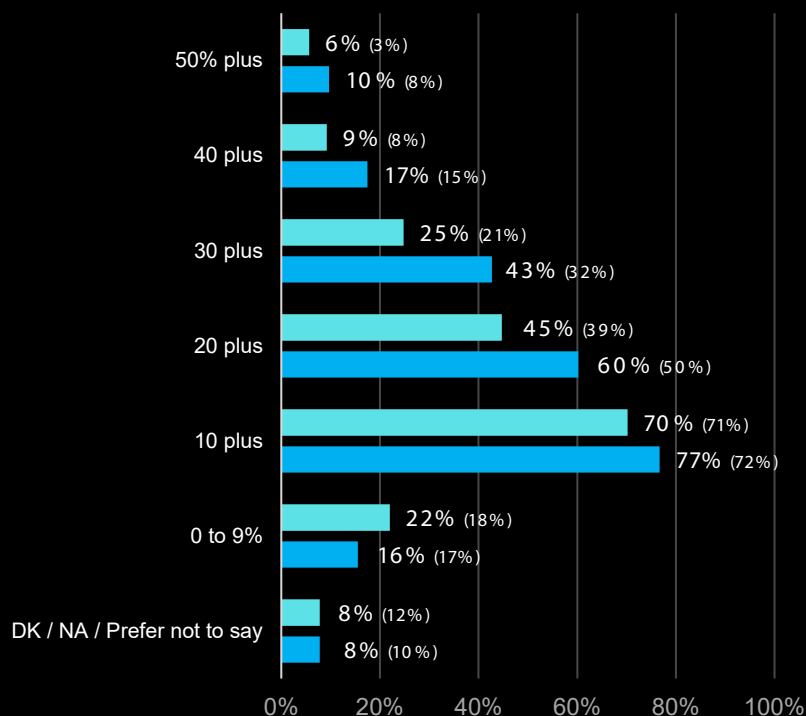


GRBN ONLINE SAMPLE BUYERS SENTIMENT SURVEY

– WAVE 1 – MAY 2026

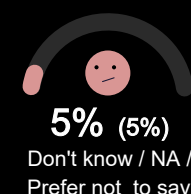
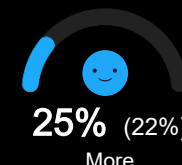
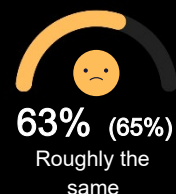
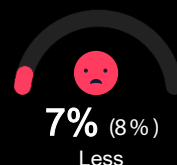
The removal of a large number of cases is a common practice, particularly with B2B samples. The impact of AI on online sample quality is perceived to be either an unknown or a negative. Overall, however, buying intentions remain strong over the next 12 months.

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



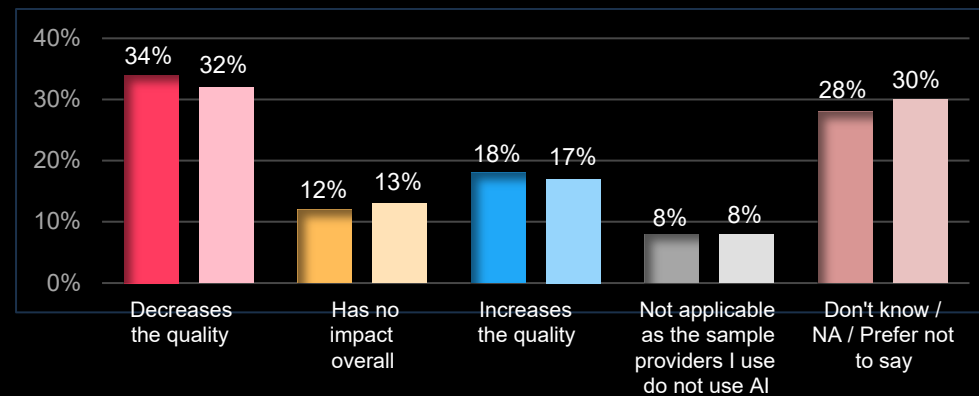
■ B2B N= 103 (243) ■ B2C N= 141 (313)

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



N= 151 (346)

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



■ Wave 2 – N= 151 ■ Wave 1 – N= 346



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 March 2 and April 17, 2026.

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

When comparing wave 2 data to wave 1 data it should be noted that the total sample is much lower in wave 2 and the distribution of respondents across countries also varied considerably:

	Wave 2	Wave 1
Total	141	346
Canada	36	16
United Kingdom	47	106
United States of America	50	191
Other	8	30
Prefer not to say	0	3



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?

	Wave 2 – May 2026	Wave 1 – August 2025
	Total	Total
Sample Size	103	243
Top 2 box	10%	14%
Top 3 box	36%	42%
Bottom 2 box	15%	14%
Bottom 3 box	43%	40%
Extremely dissatisfied	6%	7%
Very dissatisfied	9%	7%
Dissatisfied	28%	26%
Neither dissatisfied or satisfied	21%	18%
Satisfied	26%	28%
Very satisfied	8%	12%
Extremely satisfied	2%	2%
Don't know / NA	0%	1%
Prefer not to say	0%	0%

Q13 Overall, how satisfied are you with the B2C online sample you have bought from third-party organizations in the last 6 months?

	Wave 2 – May 2026	Wave 1 – August 2025
	Total	Total
Sample Size	141	313
Top 2 box	14%	12%
Top 3 box	55%	54%
Bottom 2 box	11%	10%
Bottom 3 box	30%	30%
Extremely dissatisfied	3%	4%
Very dissatisfied	9%	6%
Dissatisfied	19%	20%
Neither dissatisfied or satisfied	15%	16%
Satisfied	40%	42%
Very satisfied	12%	10%
Extremely satisfied	2%	2%
Don't know / NA	0%	0%
Prefer not to say	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)		
	Wave 2 – May 2026	Wave 1 – August 2025		Wave 2 – May 2026	Wave 1 – August 2025
Sample Size	Total	Total	Sample Size	Total	Total
Q8 Overall, how satisfied are you with the B2B online sample you have bought from third-party organizations in the last 6 months?	92	97	Q13 Overall, how satisfied are you with the B2C online sample you have bought from third-party organizations in the last 6 months?	113	112
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?	78	85	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	91
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?	115	118	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?	147	146
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?	92	109	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?	144	139

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?			Q18 For B2B online sample, what is the average percentage of cases you remove from your sample as part of your data cleaning efforts?		
	Wave 2 – May 2026	Wave 1 - August 2025		Wave 2 – May 2026	Wave 1 - August 2025
	Total	Total		Total	Total
Sample Size	141	313	Sample Size	103	243
0 to 9%	22%	18%	0 to 9%	16%	17%
10 to 19%	26%	32%	10 to 19%	17%	22%
20 to 29%	20%	18%	20 to 29%	17%	18%
30 to 39%	16%	13%	30 to 39%	25%	17%
40 to 49%	4%	5%	40 to 49%	8%	7%
50% plus	6%	3%	50% plus	10%	8%
Don't know / NA	8%	11%	Don't know / NA	8%	10%
Prefer not to say	0%	1%	Prefer not to say	0%	0%
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			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		
	Wave 2 – May 2026	Wave 1 - August 2025		Wave 2 – May 2026	Wave 1 - August 2025
	Total	Total		Total	Total
Sample Size	141	313	Sample Size	103	243
0 to 9%	22%	18%	0 to 9%	16%	17%
10 plus	70%	71%	10 plus	77%	72%
20 plus	45%	39%	20 plus	60%	50%
30 plus	25%	21%	30 plus	43%	32%
40 plus	9%	8%	40 plus	17%	15%
50% plus	6%	3%	50% plus	10%	8%
Don't know / NA	8%	11%	Don't know / NA	8%	10%
Prefer not to say	0%	1%	Prefer not to say	0%	0%

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?

	Wave 2 – May 2026	Wave 1 – August 2025
	Total	Total
Sample Size	151	346
Less	7%	8%
Roughly the same	63%	65%
More	25%	22%
Don't know / NA	4%	4%
Prefer not to say	1%	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?

	Wave 2 – May 2026	Wave 1 – August 2025
	Total	Total
Sample Size	151	346
Decreases the quality	34%	32%
Has no impact overall	12%	13%
Increases the quality	18%	17%
Not applicable as the sample providers I use do not use AI	8%	8%
Don't know / NA	28%	29%
Prefer not to say	0%	1%