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YA Survey Reveals Product Sampling Builds Brand Affinity

Survey also finds Sampling is an Under-Utilized Marketing Tool

Key Survey Results

Q: As a result of trying a sample of a product, how often have you ended up purchasing that product?

More than half (53 percent) said they often or always ended up buying a product that they sampled.

Always	3%
Often	50%
Rarely	35%
Never	13%

Q: Would receiving a sample of a product make you want to try other products from the same brand?

More than three quarters (77 percent) said receiving a sample of a product would incentivize them to try another product from that brand.

Yes	77%
No	23%

Q: As a result of trying a sample of a product, how often have you switched from a brand you usually buy?

Forty-two percent said they have often or always switched from a brand they normally buy to a new brand as a result of trying a sample.

Always	1%
Often	41%
Rarely	54%
Never	4%

UNITED STATES

10 South 5th Street, 7th Floor
Minneapolis, MN 55402

CANADA

770 Richmond Street, Unit C
Chatham Kent, Ontario N7M-5J5



Q: Within the last year, how many times have you received a free trial-size sample of a product?

Sixty percent said they did not receive any trial-size sample in the past year.

Never	60%
Once or twice	27%
3-5 times	9%
6-10 times	2%
More than 10 times	3%

Q: Within the last year, how many times have you received a free *full-size sample* of a product?

Seventy-five percent said they did not receive any full-size samples.

Never	75%
Once or twice	17%
3-5 times	5%
6-10 times	1%
More than 10 times	1%

Q: If you received a small product sample in the mail, what would you do?

Always try it	32%
Almost always try it	23%
Might try it if the product interest me	37%
Give it away	3%
Throw it away	5%

Q: How likely would you be to go a retailer you don't normally visit to redeem a code for a free, full-size product sample you requested?

Fifty-seven percent of respondents said they would likely go to a retailer they normally don't visit to acquire a full-size product.

Very likely	24%
Somewhat likely	33%
Somewhat unlikely	8%
Neutral	19%
Not at all likely	15%

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