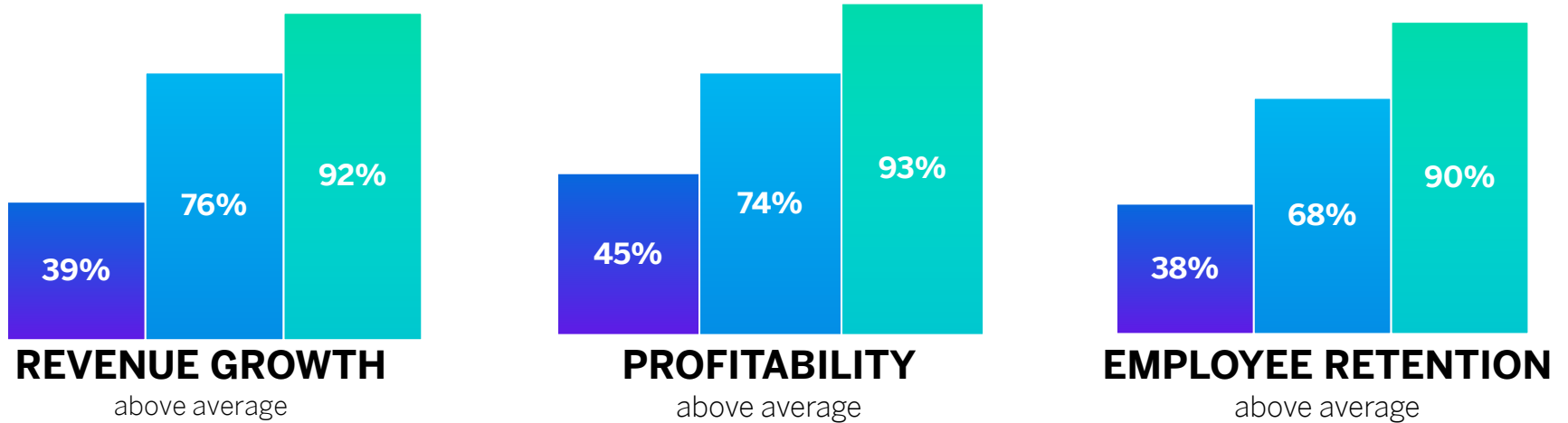


# XM Leaders Enjoy Stronger Business Performance, 2022

Percentage of executives who classify their organization's business performance across these three areas as either 'moderately better' or 'significantly better' than their industry average (sorted by their XM capabilities):



Base: 1,541 executives across 10 countries  
Source: Qualtrics XM Institute Q4 2021 XM Executives Study  
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