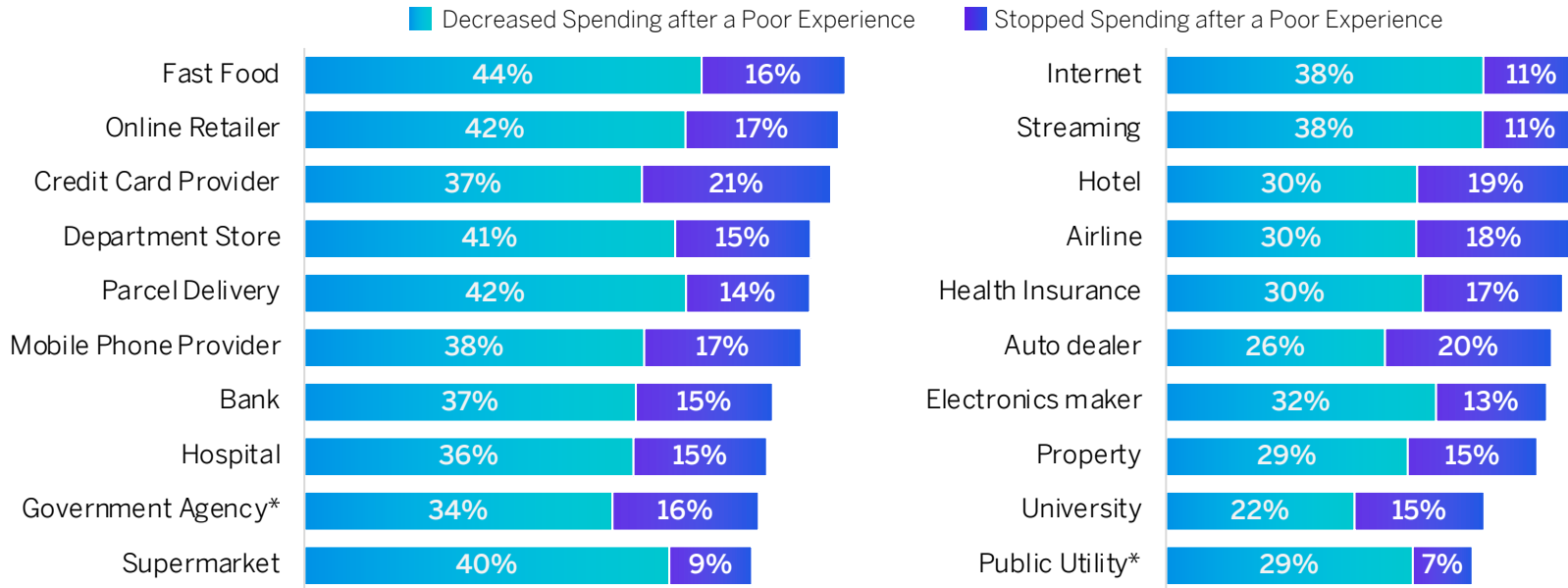


How Consumers Cut Spending Across 20 Industries After Poor Experiences, 2023

Percentage of consumers who changed their spending with an organization in each industry after a poor experience:



Base: 33,093 consumers from 29 countries
 Source: Qualtrics XM Institute 2022 Q3 Global Consumer Study
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* Although Government Agencies and Public Utilities may not have revenue at risk due to bad experiences, there are likely latent loyalty issues that could manifest in other areas.