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:

- **Fast Food**: 44% Decreased Spending, 16% Stopped Spending
- **Online Retailer**: 42% Decreased Spending, 17% Stopped Spending
- **Credit Card Provider**: 37% Decreased Spending, 21% Stopped Spending
- **Department Store**: 41% Decreased Spending, 15% Stopped Spending
- **Parcel Delivery**: 42% Decreased Spending, 14% Stopped Spending
- **Mobile Phone Provider**: 38% Decreased Spending, 17% Stopped Spending
- **Bank**: 37% Decreased Spending, 15% Stopped Spending
- **Hospital**: 36% Decreased Spending, 15% Stopped Spending
- **Government Agency***: 34% Decreased Spending, 16% Stopped Spending
- **Supermarket**: 40% Decreased Spending, 9% Stopped Spending

- **Internet**: 38% Decreased Spending, 11% Stopped Spending
- **Streaming**: 38% Decreased Spending, 11% Stopped Spending
- **Hotel**: 30% Decreased Spending, 19% Stopped Spending
- **Airline**: 30% Decreased Spending, 18% Stopped Spending
- **Health Insurance**: 30% Decreased Spending, 17% Stopped Spending
- **Auto dealer**: 26% Decreased Spending, 20% Stopped Spending
- **Electronics maker**: 32% Decreased Spending, 13% Stopped Spending
- **Property**: 29% Decreased Spending, 15% Stopped Spending
- **University**: 22% Decreased Spending, 15% Stopped Spending
- **Public Utility***: 29% Decreased Spending, 7% Stopped Spending

* 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.

Base: 33,093 consumers from 29 countries
Source: Qualtrics XM Institute 2022 Q3 Global Consumer Study
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