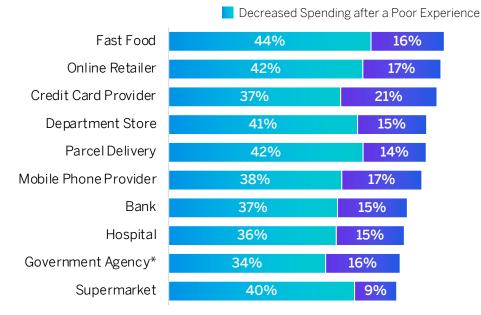
How Consumers Cut Spending Across 20 Industries After Poor Experiences, 2023



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



Stopped Spending after a Poor Experience Internet 38% 11% Streaming 38% 11% Hotel 30% 19% Airline 30% 18% Health Insurance 30% 17% Auto dealer 26% 20% **Flectronics** maker 32% 13% Property 29% 15% University 22% 15% Public Utilitv* 29% 7%

Base: 33,093 consumers from 29 countries Source: Qualtrics XM Institute 2022 Q3 Global Consumer Study Copyright © 2023 Qualtrics [®] All rights reserved. * 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.

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