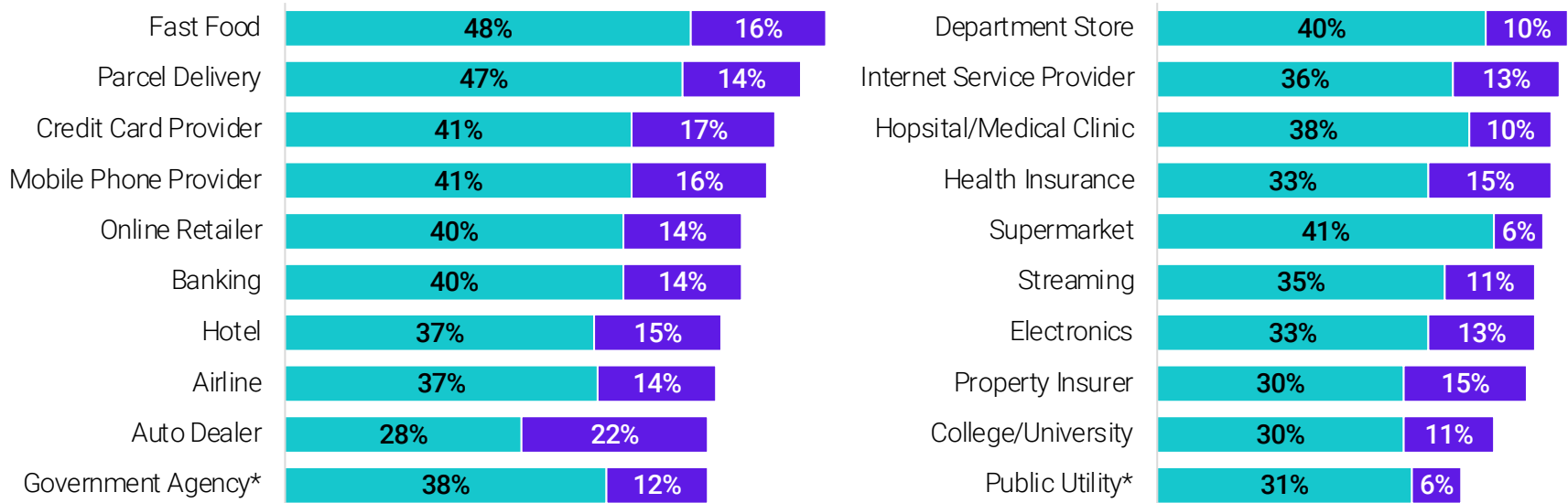


# How Consumers Cut Spending Across 20 Industries After Poor Experiences, 2024

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

■ Decreased Spending after a Poor Experience    ■ Stopped Spending after a Poor Experience



\* 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.