



DATA SNAPSHOT

Global Study: How Consumers Share Feedback, 2025

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December 2024

Executive Summary

KEY FINDINGS IN THIS REPORT

As part of Qualtrics XM Institute's 2024 Global Consumer Study, more than 23,000 consumers around the world told us how they shared feedback after both a recent *very good* and *very poor* experience with companies. From both our analysis and the results of our 2021 Global Consumer Study, we found that:

- + **Companies are receiving less experience data than in 2021.** After a very good experience, 31% of consumers sent feedback directly to the company – a rate 6.5 points lower than in 2021. 32% of consumers share direct feedback after a very poor experience, a rate also down from 2021 (-7.7 pts.)
- + **People most frequently share their experiences with friends and family.** The most common method of sharing feedback after both positive and negative experiences is to tell friends and family about it. Consumers are 4 points more likely to tell friends and family after positive experiences than negative experiences.
- + **Consumers share negative feedback through email and websites.** When sending direct feedback to a company after a negative experience, consumers are most likely to do so by *sending an email to the company* (49%) or *submitting feedback on the company website* (40%.) Both methods of feedback have increased from their 2021 rates, at +9.5 points and +4.6 points, respectively.
- + **Surveys skew positive, while emails and phone calls skew negative.** Consumers are 14 points more likely to send feedback directly to companies through surveys after very good experiences than after very poor experiences, and are 21 points more likely to send an email after a bad experience.

STUDY KEY FACTS

- Global consumer study
- Online panel study
- Conducted in Q3 of 2024
- 23,2730 consumers
- 23 countries

Global Study: How Consumers Share Feedback, 2025

STUDY OVERVIEW

The data for this report comes from a global consumer study that Qualtrics XM Institute conducted in the third quarter of 2024. Using an online survey, XM Institute collected data from 23,730 consumers across 23 countries/regions: Australia, Brazil, Canada, China, Denmark, France, Germany, Hong Kong (China), India, Ireland, Italy, Japan, Mexico, the Netherlands, New Zealand, the Philippines, Singapore, South Korea, Spain, Sweden, the United Arab Emirates, the United Kingdom, and the United States.

XM Institute surveyed approximately 1,200 consumers from each of the countries except those listed below. To ensure that the data was reflective of the population within those countries, we set quotas for responses to match the gender, age, and income demographics of each country.

The following countries' approximate sample sizes are as follows:

Hong Kong (China): 400. New Zealand: 600. the Philippines: 660. Ireland: 700. Denmark, Singapore, and the UAE: 800.

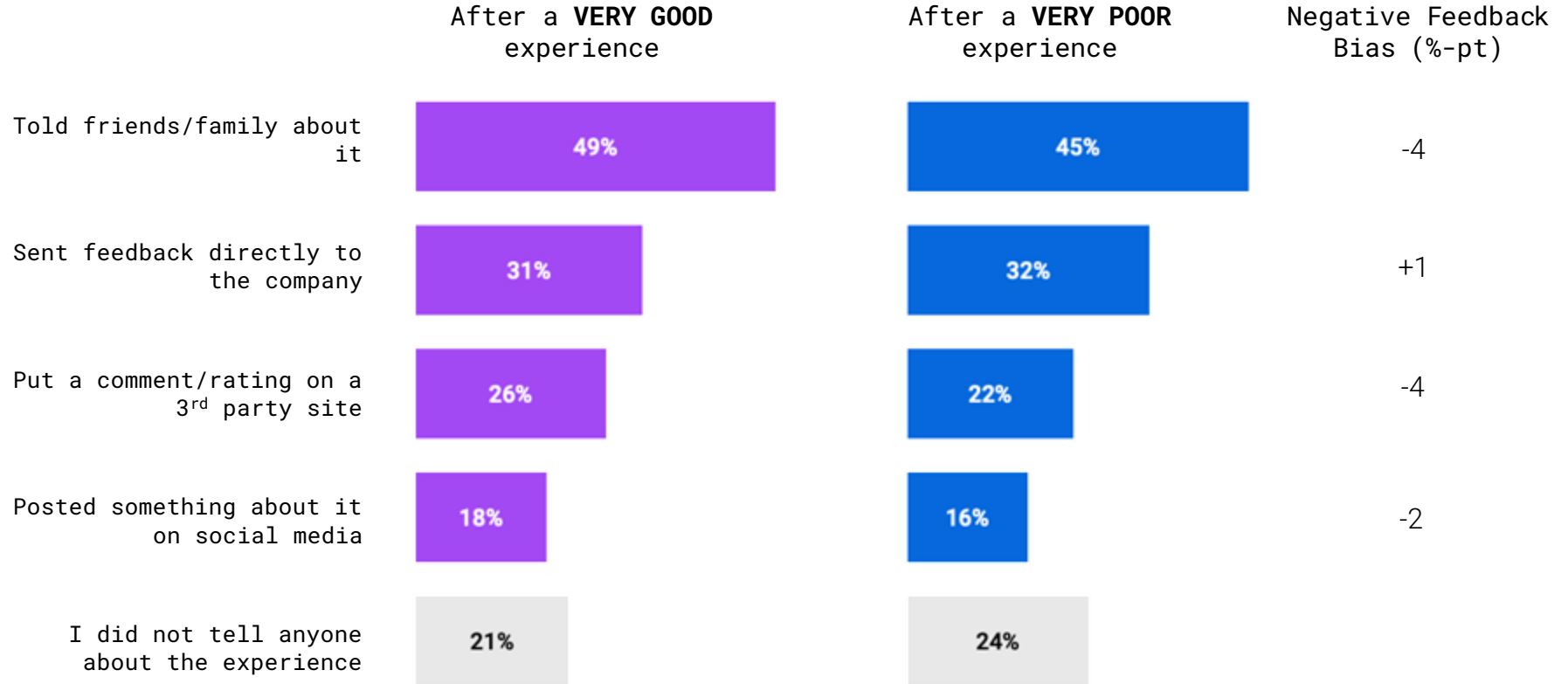
FIGURES IN THE REPORT

1. Feedback Channels After Good and Bad Experiences
2. Change in Feedback Channels from 2021
3. Direct Feedback After Good Experiences by Country
4. Direct Feedback After Bad Experiences by Country
5. Feedback Channels After Good Experiences by Country
6. Feedback Channels After Bad Experiences by Country
7. Direct Feedback Channels After Good and Bad Experiences
8. Change in Direct Feedback Channels from 2021
9. Direct Feedback Channels After Good Experiences by Country
10. Direct Feedback Channels After Bad Experiences by Country

Methodology

Feedback Channels After Good and Bad Experiences

After a ____ experience with a company, consumers...

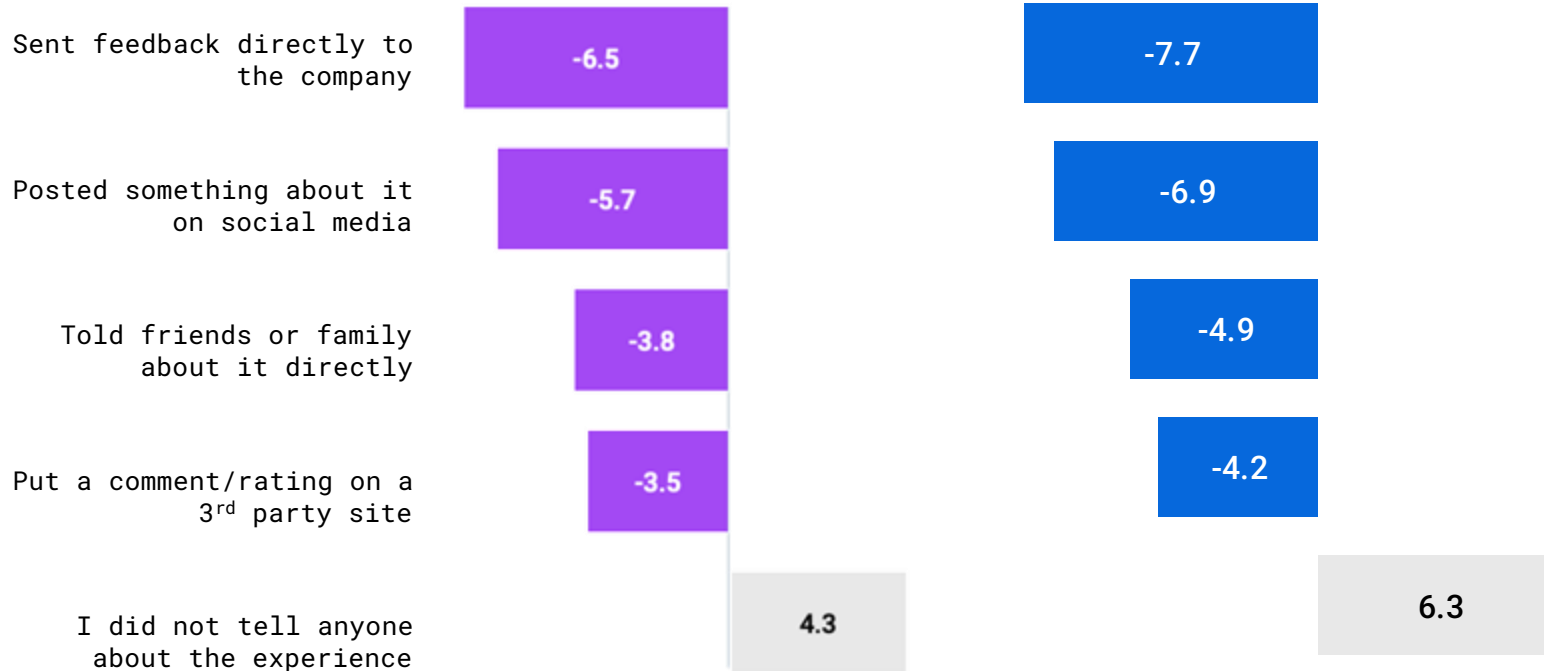


Change in Feedback Channels from 2021

Change in behavior from 2021

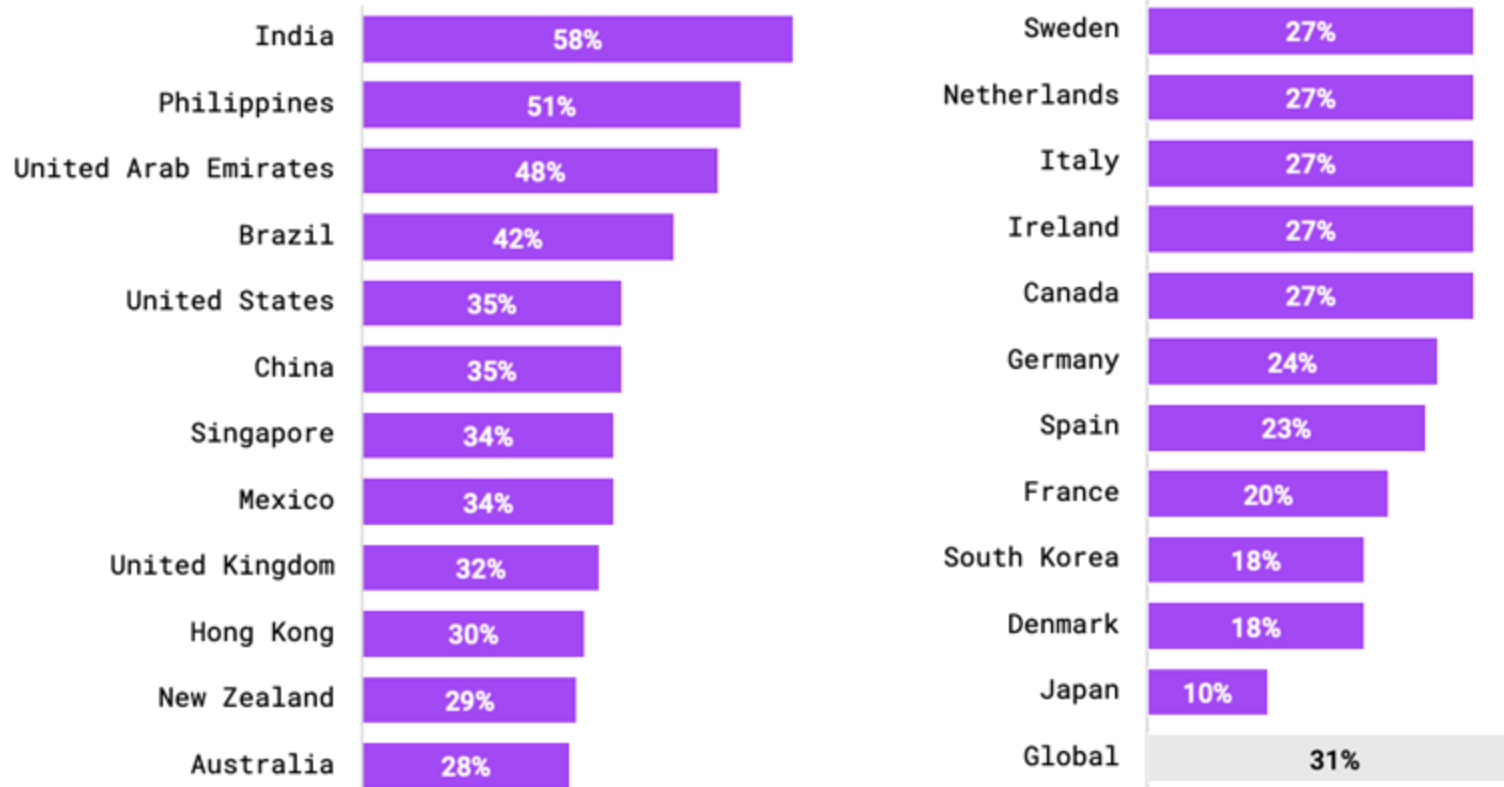
After a **VERY GOOD** experience

After a **VERY POOR** experience



Direct Feedback After Good Experiences by Country

After a very good experience with a company, consumers...
Sent feedback directly to the company

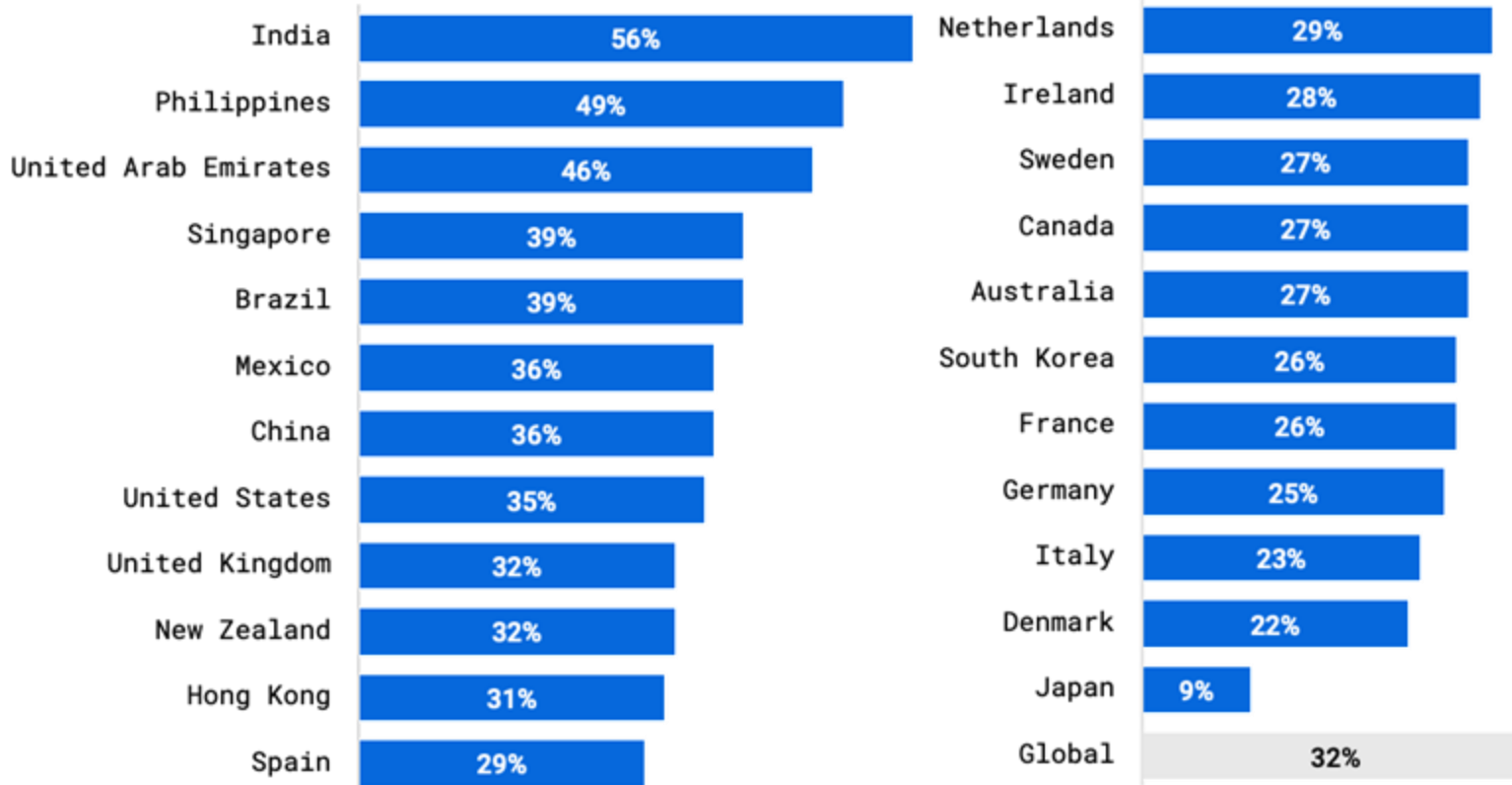


Base: 23,730 consumers across 23 countries

Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

Direct Feedback After Bad Experiences by Country

After a very poor experience with a company, consumers...
Sent feedback directly to the company



Base: 23,730 consumers across 23 countries

Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

Feedback Channels After Good Experiences by Country

 most common

| | Posted something on social media | Told friends/family about it directly | Sent feedback directly to the company | Put a comment/rating on a 3rd party site | I did not tell anyone about the experience |
|----------------------|----------------------------------|---------------------------------------|---------------------------------------|--|--|
| Australia | 12% | 48% | 28% | 16% | 29% |
| Brazil | 18% | 53% | 42% | 39% | 9% |
| Canada | 13% | 48% | 27% | 19% | 28% |
| China | 38% | 48% | 35% | 45% | 6% |
| Denmark | 11% | 45% | 18% | 28% | 27% |
| France | 9% | 43% | 20% | 26% | 25% |
| Germany | 9% | 53% | 24% | 25% | 23% |
| Hong Kong (China) | 26% | 45% | 30% | 34% | 20% |
| India | 49% | 60% | 58% | 49% | 2% |
| Ireland | 12% | 56% | 27% | 18% | 19% |
| Italy | 9% | 47% | 27% | 19% | 23% |
| Japan | 5% | 37% | 10% | 7% | 51% |
| Mexico | 22% | 55% | 34% | 33% | 9% |
| Netherlands | 10% | 43% | 27% | 15% | 31% |
| New Zealand | 15% | 50% | 29% | 18% | 26% |
| Philippines | 26% | 62% | 51% | 34% | 5% |
| Singapore | 27% | 52% | 34% | 29% | 20% |
| South Korea | 15% | 52% | 18% | 23% | 23% |
| Spain | 14% | 51% | 23% | 29% | 19% |
| Sweden | 12% | 46% | 27% | 19% | 28% |
| United Arab Emirates | 32% | 52% | 48% | 37% | 4% |
| United Kingdom | 13% | 43% | 32% | 22% | 26% |
| United States | 19% | 48% | 35% | 24% | 22% |

Base: 23,730 consumers across 23 countries

Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

Feedback Channels After Bad Experiences by Country

□ most common

| | Posted something on social media | Told friends/family about it directly | Sent feedback directly to the company | Put a comment/rating on a 3rd party site | I did not tell anyone about the experience |
|----------------------|----------------------------------|---------------------------------------|---------------------------------------|--|--|
| Australia | 10% | 47% | 27% | 15% | 31% |
| Brazil | 20% | 43% | 39% | 27% | 18% |
| Canada | 12% | 49% | 27% | 16% | 28% |
| China | 32% | 37% | 36% | 36% | 17% |
| Denmark | 8% | 45% | 22% | 24% | 29% |
| France | 11% | 43% | 26% | 20% | 26% |
| Germany | 11% | 49% | 25% | 19% | 26% |
| Hong Kong (China) | 19% | 37% | 31% | 25% | 25% |
| India | 44% | 50% | 56% | 47% | 7% |
| Ireland | 13% | 49% | 28% | 15% | 25% |
| Italy | 10% | 42% | 23% | 15% | 30% |
| Japan | 4% | 37% | 9% | 6% | 52% |
| Mexico | 21% | 49% | 36% | 23% | 16% |
| Netherlands | 12% | 44% | 29% | 14% | 27% |
| New Zealand | 9% | 48% | 32% | 15% | 26% |
| Philippines | 15% | 43% | 49% | 28% | 15% |
| Singapore | 23% | 44% | 39% | 27% | 22% |
| South Korea | 10% | 48% | 26% | 17% | 27% |
| Spain | 16% | 43% | 29% | 23% | 25% |
| Sweden | 12% | 51% | 27% | 18% | 24% |
| United Arab Emirates | 26% | 43% | 46% | 32% | 11% |
| United Kingdom | 13% | 42% | 32% | 18% | 30% |
| United States | 16% | 47% | 35% | 20% | 24% |

Base: 23,730 consumers across 23 countries

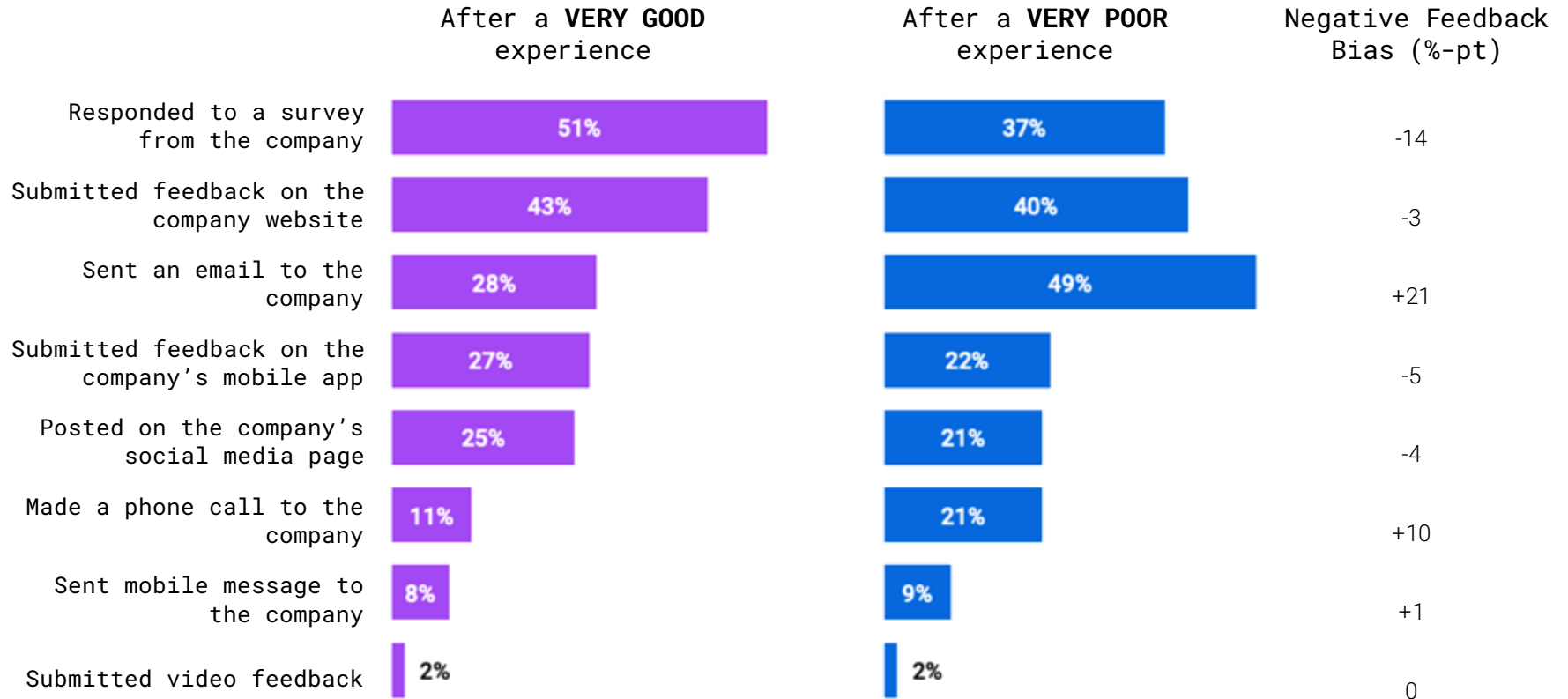
Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

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Direct Feedback Channels After Good and Bad Experiences

When sending direct feedback to a company after a _____ experience, consumers...



Base: 23,730 consumers across 23 countries

Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

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Change in Direct Feedback Channels from 2021

Change in behavior from 2021

After a **VERY GOOD**
experience

After a **VERY POOR**
experience



Base: 23,730 consumers across 23 countries

Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

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Direct Feedback Channels After Good Experiences by Country

| | Responded to a survey | Posted on company's social media | Sent an email | Submitted feedback on website | Submitted feedback on mobile app | Made a phone call | Sent mobile message | Submitted video feedback |
|----------------------|-----------------------|----------------------------------|---------------|-------------------------------|----------------------------------|-------------------|---------------------|--------------------------|
| Australia | 56% | 18% | 26% | 47% | 20% | 10% | 4% | 0% |
| Brazil | 61% | 19% | 21% | 39% | 27% | 5% | 14% | 3% |
| Canada | 59% | 16% | 25% | 44% | 20% | 10% | 6% | 1% |
| China | 26% | 42% | 35% | 49% | 50% | 25% | 10% | 4% |
| Denmark | 55% | 20% | 28% | 44% | 18% | 8% | 6% | 1% |
| France | 54% | 24% | 26% | 29% | 21% | 8% | 7% | 1% |
| Germany | 44% | 18% | 32% | 46% | 24% | 8% | 7% | 1% |
| Hong Kong (China) | 39% | 40% | 32% | 45% | 35% | 12% | 11% | 3% |
| India | 53% | 50% | 48% | 65% | 52% | 26% | 21% | 7% |
| Ireland | 58% | 19% | 27% | 42% | 17% | 8% | 3% | 3% |
| Italy | 43% | 15% | 19% | 41% | 20% | 7% | 5% | 2% |
| Japan | 60% | 21% | 23% | 26% | 9% | 12% | 9% | 1% |
| Mexico | 63% | 25% | 22% | 31% | 25% | 12% | 11% | 1% |
| Netherlands | 43% | 16% | 28% | 35% | 14% | 10% | 5% | 1% |
| New Zealand | 46% | 19% | 39% | 47% | 17% | 8% | 7% | 2% |
| Philippines | 67% | 30% | 21% | 56% | 39% | 6% | 13% | 6% |
| Singapore | 43% | 33% | 35% | 51% | 43% | 20% | 11% | 4% |
| South Korea | 46% | 23% | 21% | 37% | 34% | 17% | 8% | 1% |
| Spain | 49% | 28% | 23% | 33% | 26% | 10% | 4% | 1% |
| Sweden | 47% | 18% | 28% | 33% | 22% | 10% | 7% | 1% |
| United Arab Emirates | 50% | 35% | 36% | 52% | 36% | 15% | 12% | 4% |
| United Kingdom | 56% | 18% | 24% | 47% | 16% | 5% | 5% | 1% |
| United States | 64% | 24% | 24% | 45% | 25% | 10% | 7% | 2% |

most common

Base: 23,730 consumers across 23 countries

Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

Direct Feedback Channels After Bad Experiences by Country

| | Responded to a survey | Posted on company's social media | Sent an email | Submitted feedback on website | Submitted feedback on mobile app | Made a phone call | Sent mobile message | Submitted video feedback |
|----------------------|-----------------------|----------------------------------|---------------|-------------------------------|----------------------------------|-------------------|---------------------|--------------------------|
| Australia | 32% | 17% | 49% | 40% | 16% | 21% | 6% | 1% |
| Brazil | 39% | 18% | 38% | 35% | 23% | 14% | 19% | 1% |
| Canada | 40% | 20% | 47% | 39% | 17% | 22% | 11% | 1% |
| China | 23% | 33% | 35% | 49% | 40% | 34% | 9% | 4% |
| Denmark | 42% | 20% | 64% | 40% | 18% | 18% | 12% | 1% |
| France | 54% | 21% | 64% | 36% | 19% | 26% | 7% | 1% |
| Germany | 30% | 18% | 59% | 38% | 13% | 15% | 7% | 1% |
| Hong Kong (China) | 31% | 25% | 57% | 42% | 28% | 29% | 4% | 3% |
| India | 42% | 41% | 59% | 56% | 44% | 29% | 23% | 8% |
| Ireland | 33% | 14% | 63% | 28% | 12% | 12% | 3% | 2% |
| Italy | 26% | 15% | 34% | 28% | 15% | 11% | 5% | 2% |
| Japan | 37% | 15% | 32% | 21% | 9% | 20% | 4% | 1% |
| Mexico | 46% | 25% | 42% | 33% | 24% | 20% | 14% | 1% |
| Netherlands | 29% | 11% | 61% | 30% | 9% | 19% | 6% | 1% |
| New Zealand | 30% | 11% | 53% | 46% | 13% | 21% | 3% | 1% |
| Philippines | 52% | 17% | 38% | 54% | 31% | 12% | 15% | 5% |
| Singapore | 36% | 36% | 62% | 66% | 41% | 24% | 11% | 1% |
| South Korea | 33% | 20% | 37% | 45% | 36% | 47% | 16% | 1% |
| Spain | 42% | 25% | 46% | 45% | 26% | 26% | 7% | 0% |
| Sweden | 33% | 17% | 52% | 30% | 13% | 14% | 5% | 1% |
| United Arab Emirates | 33% | 30% | 51% | 44% | 30% | 24% | 12% | 2% |
| United Kingdom | 40% | 18% | 49% | 33% | 15% | 12% | 5% | 1% |
| United States | 43% | 18% | 41% | 41% | 18% | 21% | 8% | 2% |

Base: 23,730 consumers across 23 countries

DATA CALCULATION

Data was only reported on segments that received more than 100 responses per country.

Percentage-point change from 2021 calculations on **Figures 2** and **8** were performed only including the 15 countries from which data was collected in both 2021 and 2024.

Data in **Figures 7-10** was calculated by dividing the number selecting each direct feedback option by the number of respondents that sent feedback directly to a company in each country (percentages as reported in **Figures 3** and **4**.)

Negative feedback biases as reported on **Figures 1** and **7** are calculated by subtracting the percentage choosing each feedback option after a very good experience from the percentage choosing each option after a very poor experience.

Independent calculations may yield different results due to rounding.

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PUBLICATION DATE

December 2024