



DATA SNAPSHOT

# Global Study: How Consumers Choose Which Companies to Buy From, 2024

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April 2024

# Executive Summary

## KEY FINDINGS IN THIS REPORT

As part of Qualtrics XM Institute's 2023 Global Consumer Study, we asked 28,600 consumers if they had a choice of companies to buy from, which two options they would choose of five: one that (1) *offers very good products/services*, (2) *offers very good customer support*, (3) *offers low prices*, (4) *does good things for society*, or (5) *has an easy-to-use website/mobile app*. From our analysis, we learned that:

- + **Consumers prioritize product quality.** In all countries, when given a choice, consumers have the strongest preference to buy from companies that have *good products/services*. This preference is strongest amongst Japanese consumers and weakest for New Zealanders.
- + **Consumers want to be treated well.** *Good customer service support* is the second-strongest global priority. High-income consumers have the highest propensity to buy from a company with good customer service, while low-income consumers have the lowest.
- + **Younger consumers care about easy digital experiences.** Consumers under the age of 35 are more likely to buy from companies with an *easy-to-use website/mobile app* compared to their older peers. Young people are more likely to prioritize digital ease over a company that *does good things for society*.
- + **Societal good ranges in importance.** Globally, consumers are least likely to prioritize buying from a company that *does good things for society*. Canadians are least likely to buy with consideration for societal good, while Emirati consumers are most likely to do so.

## STUDY KEY FACTS

- Global consumer study
- Online panel study
- Conducted in Q3 of 2023
- 26 countries
- 28,400 consumers

# Global Study: How Consumers Choose Which Companies to Buy From, 2024

## STUDY OVERVIEW

The data for this report comes from a global consumer study that Qualtrics XM Institute conducted in the third quarter of 2023. Using an online survey, XM Institute collected data from 28,400 consumers across 26 countries/regions: Argentina, Australia, Brazil, Canada, China, Colombia, Finland, France, Germany, Hong Kong (China), India, Indonesia, Italy, Japan, Mexico, the Netherlands, New Zealand, the Philippines, Singapore, South Korea, Spain, Sweden, Thailand, 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' sample sizes are as follows: Hong Kong: 400. Finland & New Zealand: 600. Singapore and the UAE: 800.

## FIGURES IN THE REPORT

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26. Company Choice: Thailand
27. Company Choice: United Arab Emirates
28. Company Choice: United Kingdom
29. Company Choice: United States

*Methodology*

# Company Choice: by Age

## KEY TAKEAWAYS

- + Across all countries and age groups, consumers are most likely to buy from a company that *offers good products/services* (61%), followed by one that *offers good customer service support* (47%).
- + Younger consumers are the most likely to choose to buy from a company that *has an easy-to-use website/mobile app* (33%).
- + Consumers 55 or older are more likely than others to prefer a company that *does very good things for society* (21%).

### ABOUT

Base: 28,400 consumers across 26 countries  
Source: Qualtrics XM Institute Q3 2023 Global Consumer Study

If you had a choice of companies to buy from, which of the following would you choose?

[choose two]



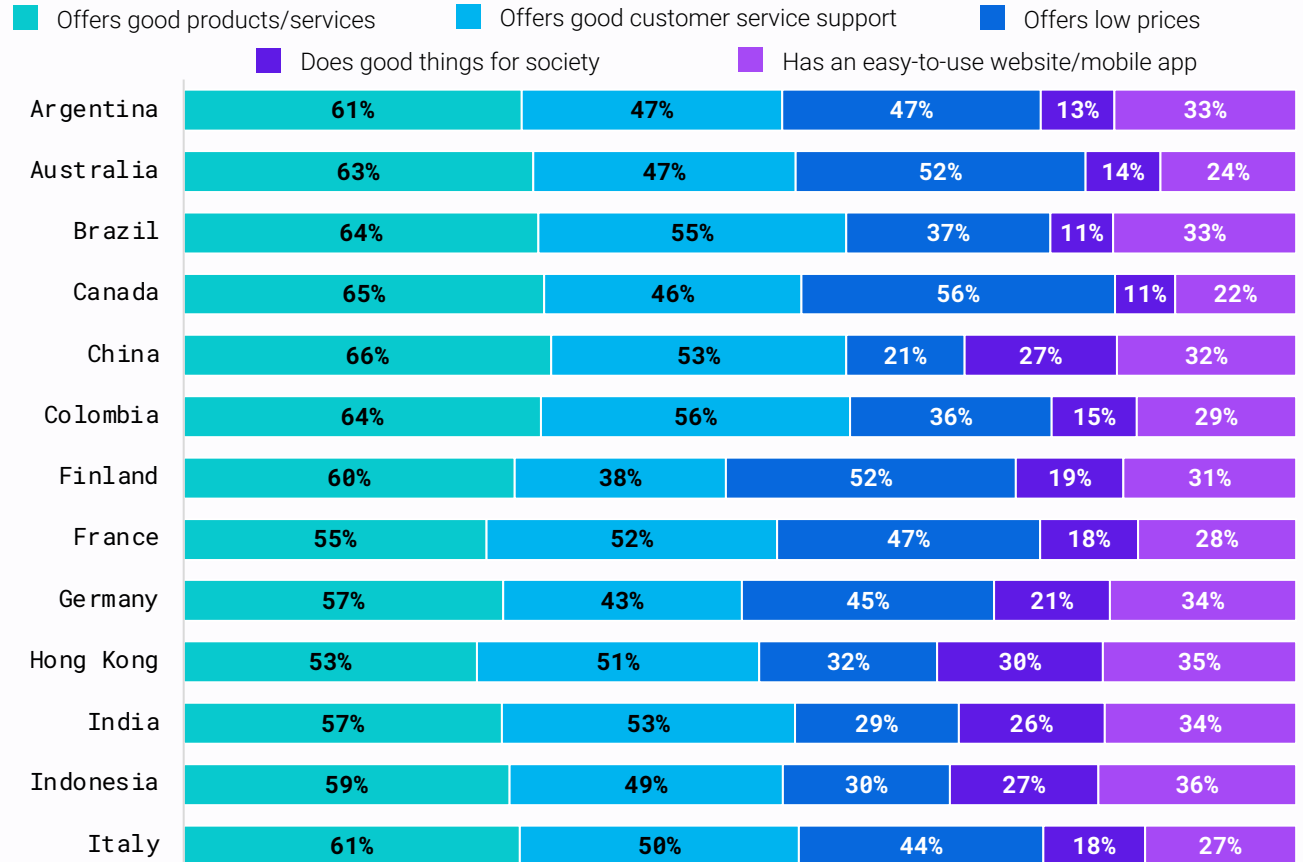
# Company Choice: by Country (Part 1)

## KEY TAKEAWAYS

+ Colombian consumers have the strongest propensity to buy from a company that *offers good customer service support* (56%).

+ Canadian consumers are least likely to prioritize buying from a company with an *easy-to-use website/mobile app* (22%).

If you had a choice of companies to buy from, which of the following would you choose?  
[choose two]



## ABOUT

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# Company Choice: by Country (Part 2)

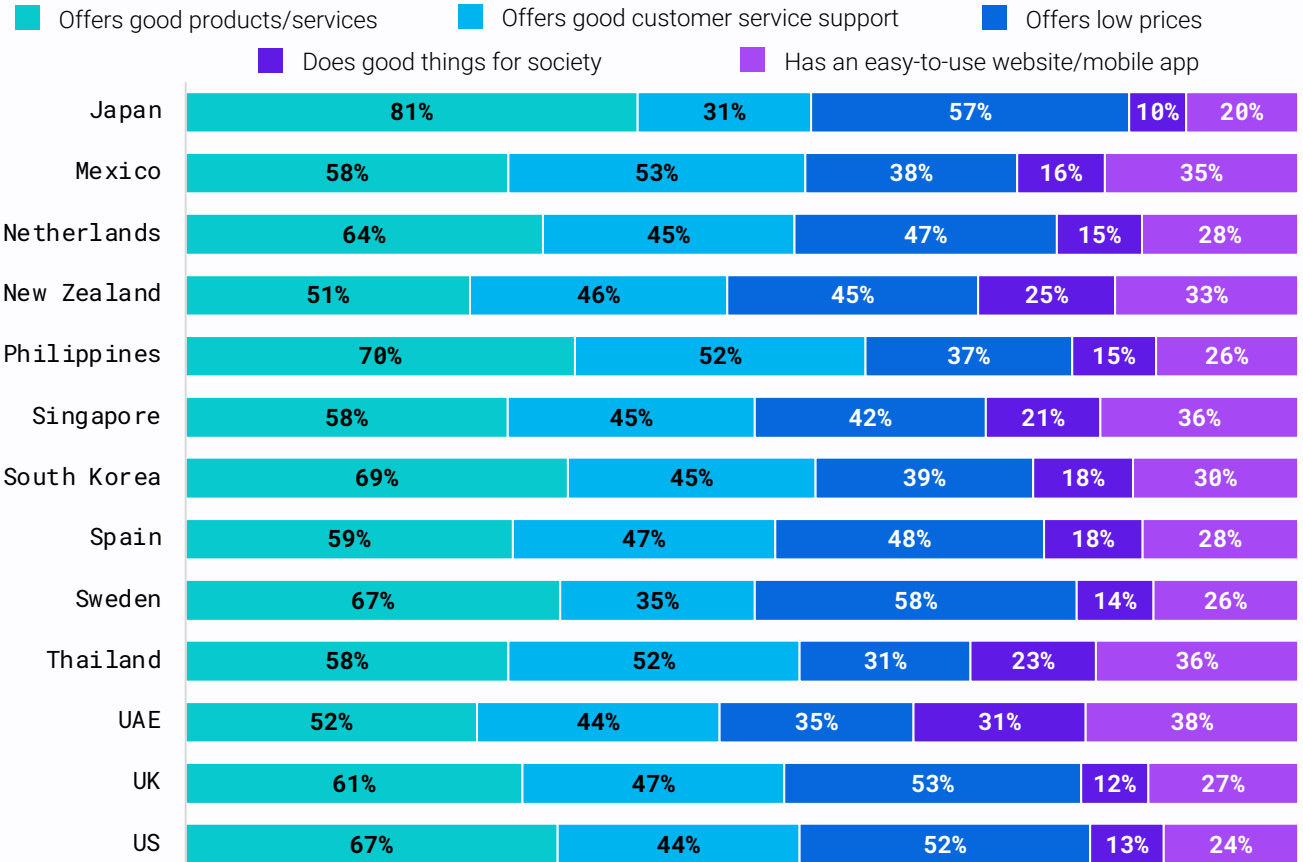
## KEY TAKEAWAYS

+ Emirati consumers are the most likely to prefer buying from a company that *does good things for society* (31%), while Japanese consumers are least likely to do so (10%).

+ Japanese consumers have the strongest preference to buy from companies that *offer good products/services* (81%), followed by Filipino consumers (70%).

If you had a choice of companies to buy from, which of the following would you choose?

[choose two]



## ABOUT

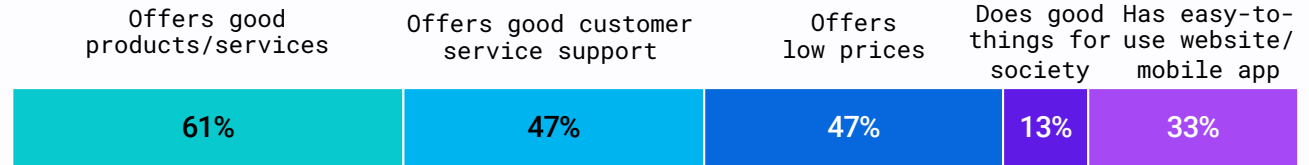
Base: 28,400 consumers across 26 countries  
Source: Qualtrics XM Institute Q3 2023 Global Consumer Study

# Company Choice: Argentina

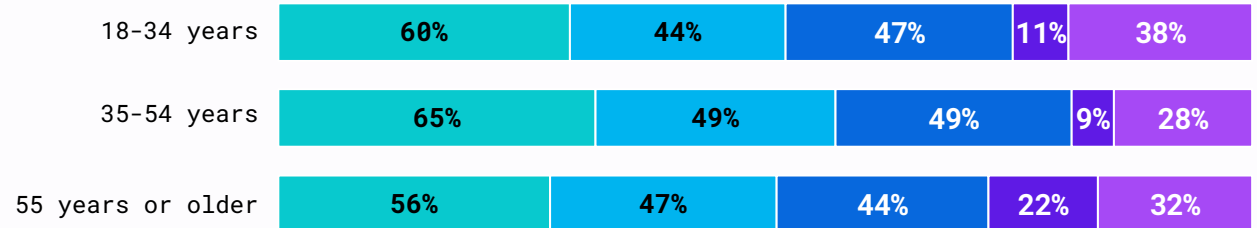
If you had a choice of companies to buy from, which of the following would you choose?  
[choose two]

## KEY TAKEAWAYS

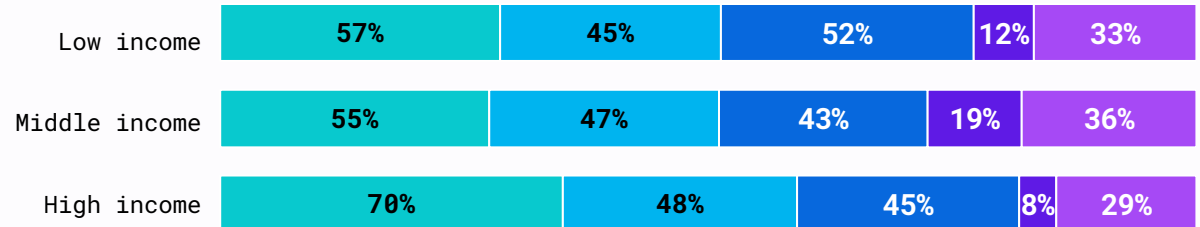
- + Argentinian consumers have the greatest propensity to buy from companies that offer *good products/services* (61%). High-income Argentinians prioritize this characteristic the most (70%).
- + Older consumers are slightly more likely to prefer buying from companies with *good customer service support* compared to those with low prices, while younger consumers prefer the opposite.



### By Age



### By Household Income



## ABOUT

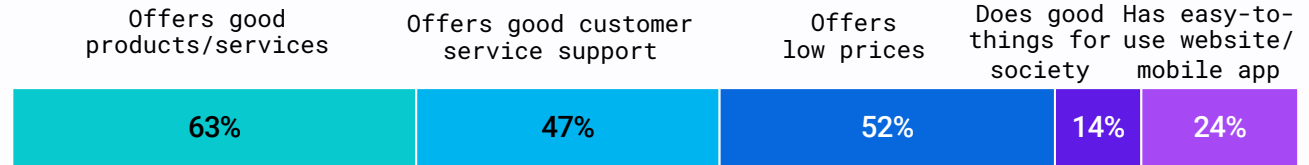
Base: 28,400 consumers across 26 countries  
Source: Qualtrics XM Institute Q3 2023 Global Consumer Study  
xmstitute.com

# Company Choice: Australia

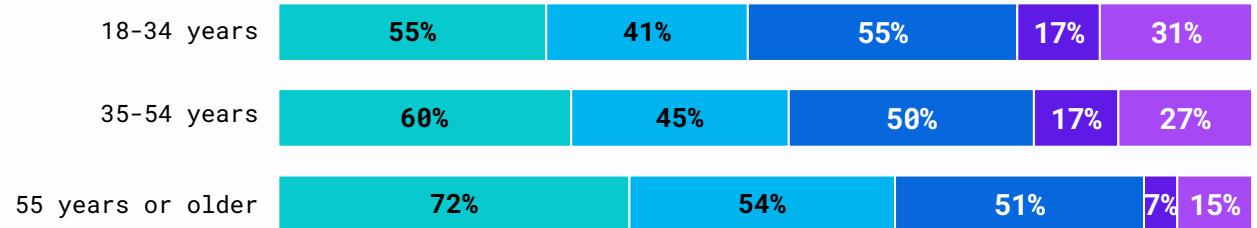
If you had a choice of companies to buy from, which of the following would you choose?  
[choose two]

## KEY TAKEAWAYS

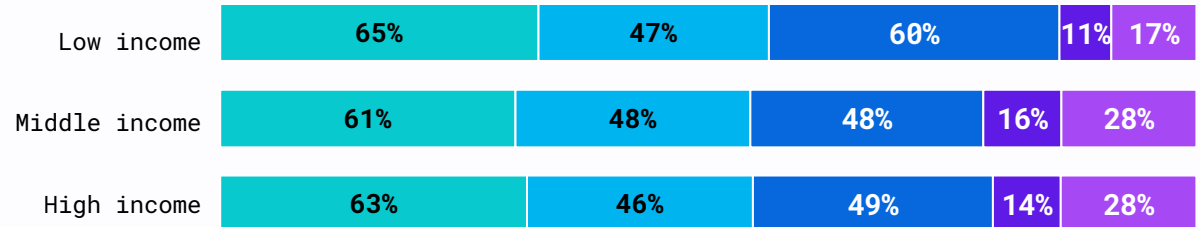
- + Australian consumers are most likely to prefer buying from companies that offer *good products/services* (63%), followed by those that offer *low prices* (52%).
- + Australian consumers over age 55 are 10 points less likely than those 54 or under to prefer buying from a company that *does good things for society*.
- + Low-income consumers are more than 10 points more likely to buy from a company offering low prices compared to middle- and high-income consumers.



### By Age



### By Household Income



## ABOUT

Base: 28,400 consumers across 26 countries  
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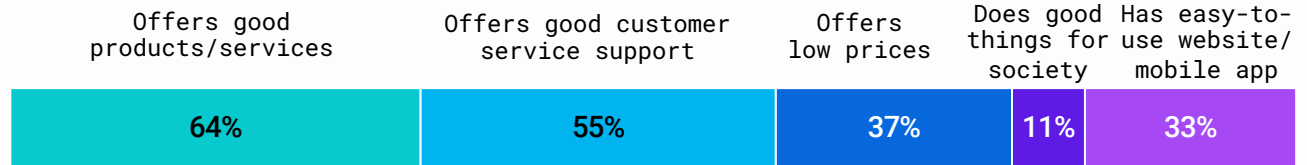


# Company Choice: Brazil

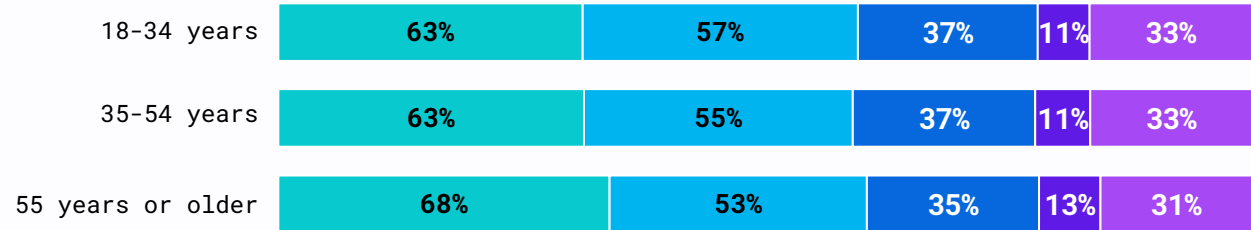
## KEY TAKEAWAYS

- + Brazilian consumers most prefer buying from companies that offer *good products/services* (64%), followed buy those that have *good customer service support* (55%).
- + Younger consumers are the most likely to prefer companies that offer *good customer service support*.
- + High income Brazilian consumers are the most likely to prefer buying from companies with an *easy-to-use website/mobile app* (34%).

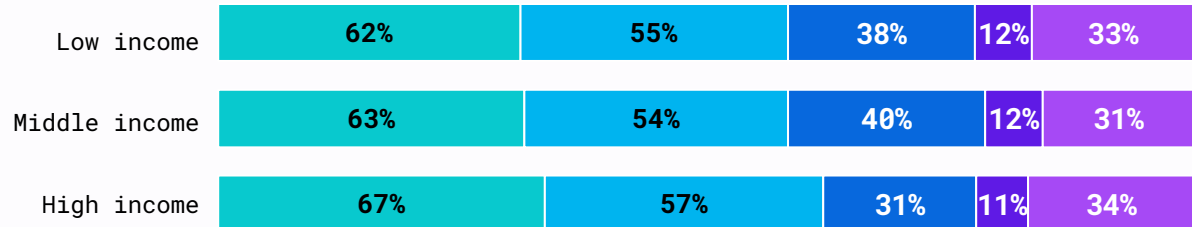
If you had a choice of companies to buy from, which of the following would you choose?  
[choose two]



### By Age



### By Household Income



## ABOUT

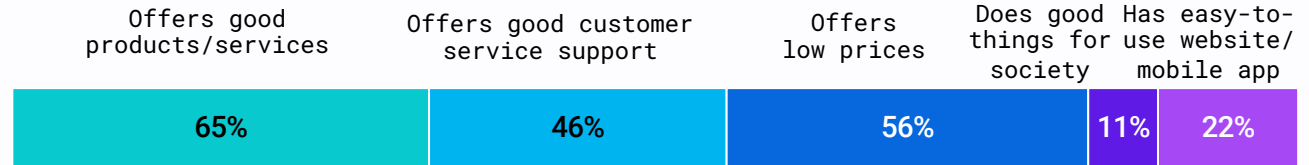
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# Company Choice: Canada

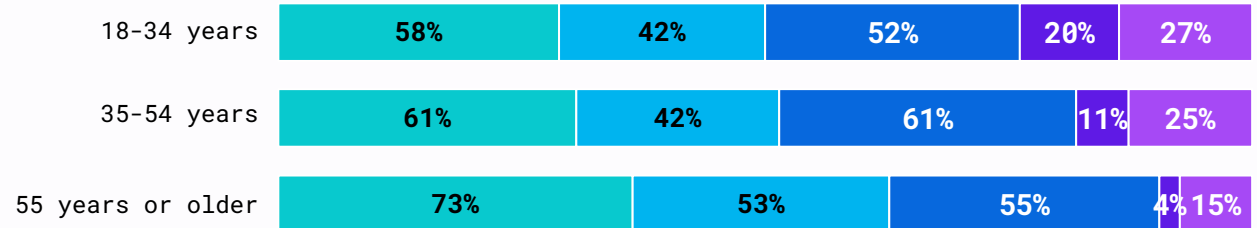
If you had a choice of companies to buy from, which of the following would you choose?  
[choose two]

## KEY TAKEAWAYS

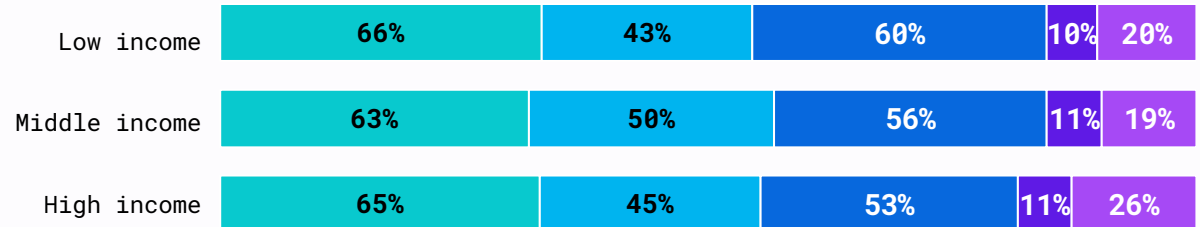
- + Canadian consumers are most likely to choose to buy from a company that *offers good products/services* (65%), followed buy those that offer *low prices* (56%).
- + Older Canadian consumers are the least likely to prioritize buying from a company that *does good things for society*, at 4%, 16 points less than consumers under the age of 34.
- + Middle-income consumers are the most likely to prioritize buying from companies that offer *good customer service support* (50%).



### By Age



### By Household Income



## ABOUT

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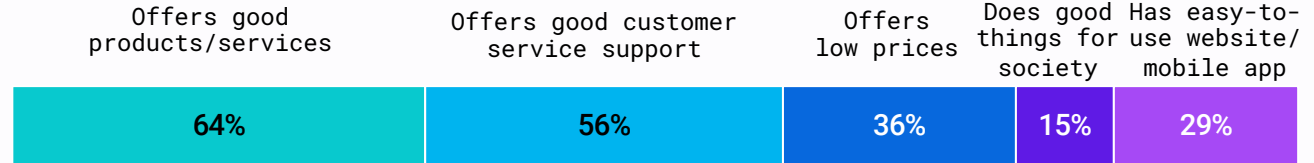
# Company Choice: Colombia

If you had a choice of companies to buy from, which of the following would you choose?

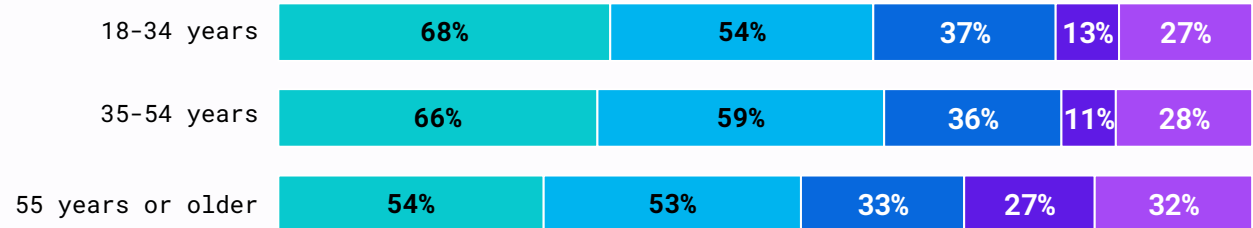
[choose two]

## KEY TAKEAWAYS

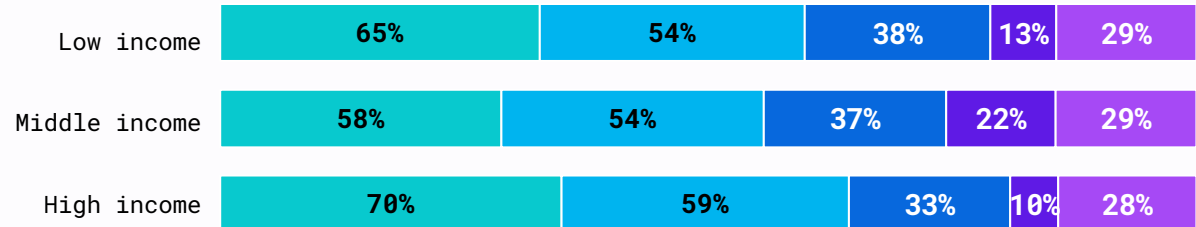
- + Colombian consumers most prefer buying from companies that offer *good products/services* (64%) and those with *good customer service support* (56%).
- + Middle-aged consumers are the most likely to prioritize buying from companies that offer *good customer service support* (59%).
- + High-income consumers most prioritize buying from companies that offer *good products/services* and least prioritize those that do good things for society.



### By Age



### By Household Income



## ABOUT

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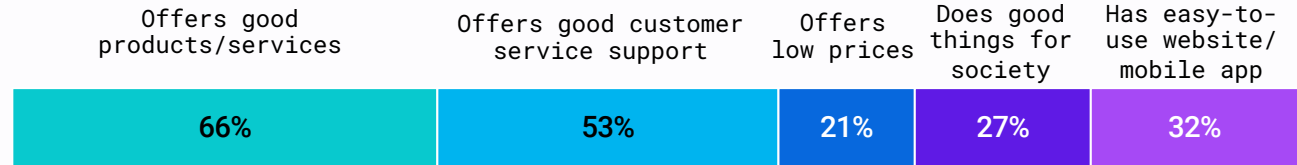
# Company Choice: China

## KEY TAKEAWAYS

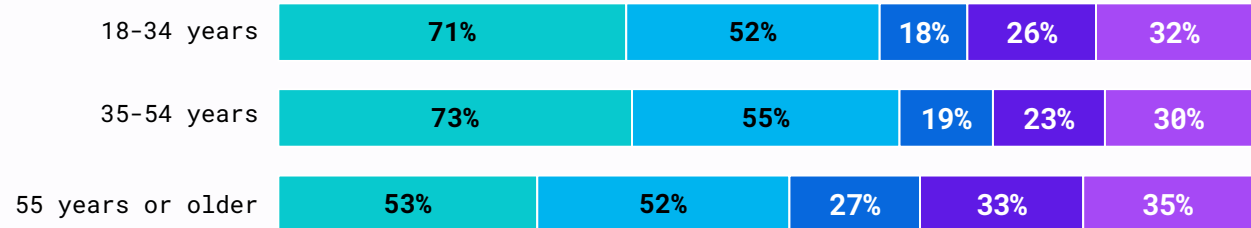
- + Chinese consumers are more likely to prioritize buying from companies with an *easy-to-use website/mobile app* compared to those offering low prices and those that do good things for society.
- + Older consumers are the least likely to buy from companies with *good products/services* (53%).
- + Low-income consumers are the least likely to buy from a company that *offers good customer service support* and the most likely to buy from one that *does good things for society*.

If you had a choice of companies to buy from, which of the following would you choose?

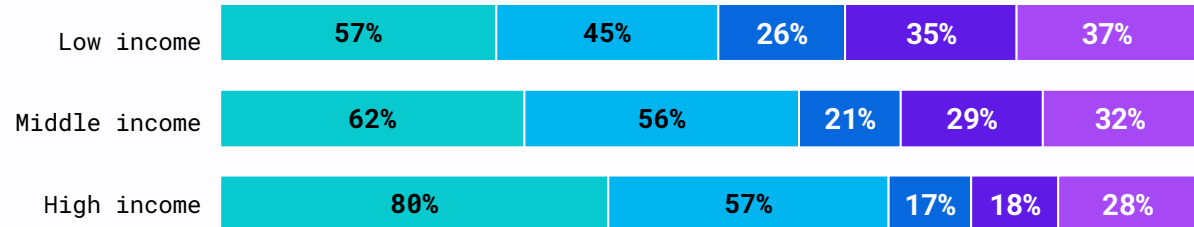
[choose two]



### By Age



### By Household Income



## ABOUT

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# Company Choice: Finland

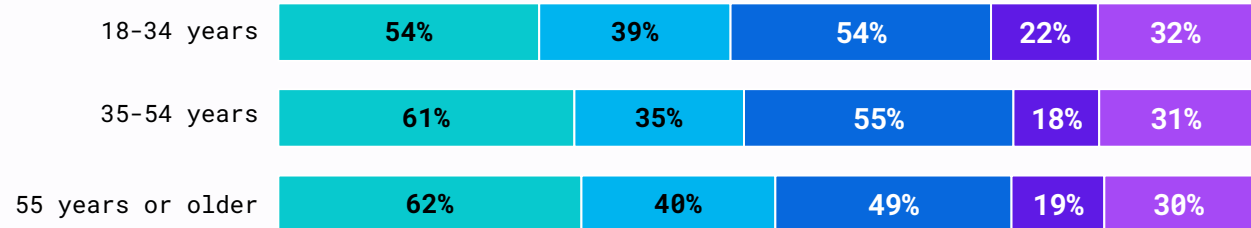
## KEY TAKEAWAYS

- + Finnish consumers are most likely to buy from a company that *offers good products/services* (60%), followed by one that *offers low prices* (52%).
- + Middle-aged Finnish consumers are the most likely to prefer buying from a company with low prices (55%).
- + Middle-income consumers have the highest propensity to buy from a company with an *easy-to-use website/mobile app* (35%).

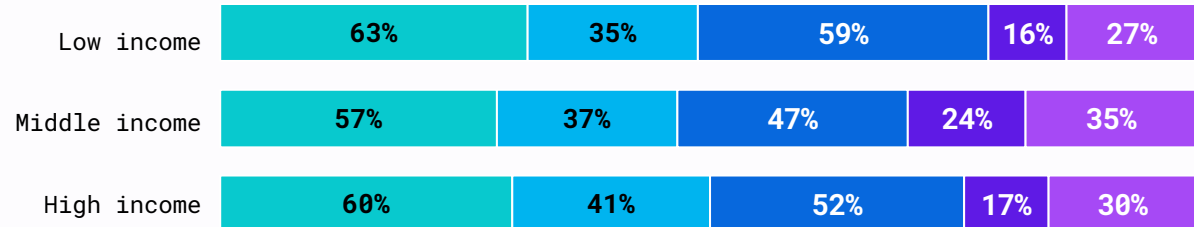
If you had a choice of companies to buy from, which of the following would you choose?  
[choose two]



### By Age



### By Household Income



## ABOUT

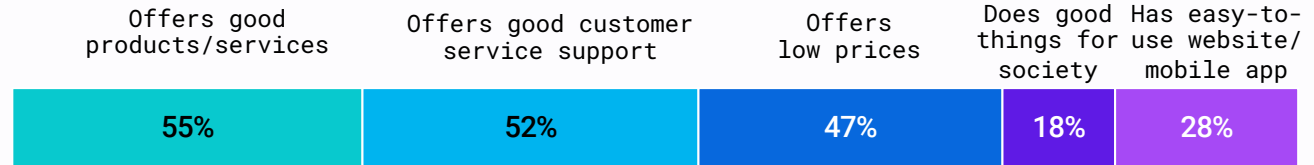
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# Company Choice: France

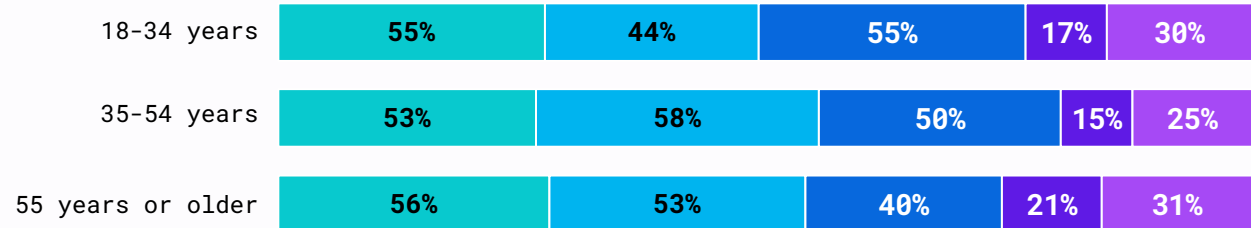
If you had a choice of companies to buy from, which of the following would you choose?  
[choose two]

## KEY TAKEAWAYS

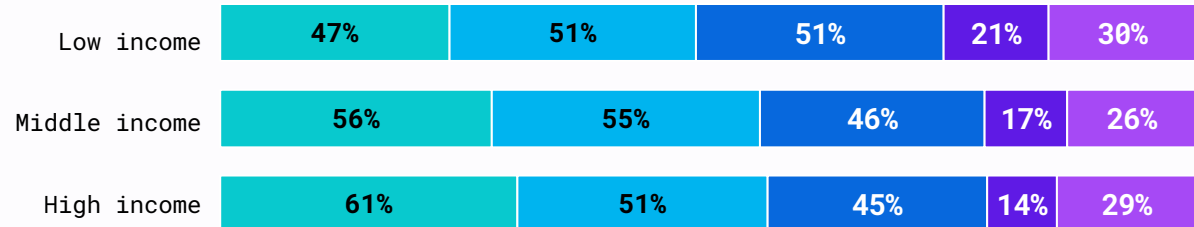
- + French consumers most prefer to buy from companies that offer *good products/services* (55%), followed by those that have *good customer service support* (52%).
- + Middle-aged consumers have the highest propensity to buy from companies with *good customer service support* (58%).
- + Low-income French consumers are the most likely to buy from a company that *has an easy-to-use website/mobile app* (30%) or one that *does good things for society* (21%).



### By Age



### By Household Income



## ABOUT

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# Company Choice: Germany

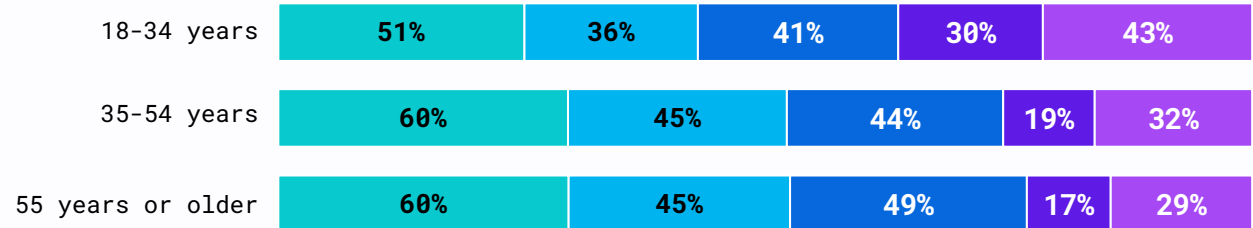
If you had a choice of companies to buy from, which of the following would you choose?  
[choose two]

## KEY TAKEAWAYS

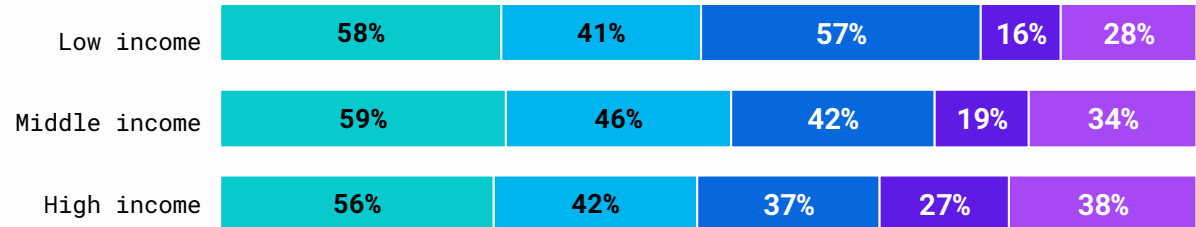
- + German consumers are most likely to buy from a company with *good products/services* (57%) and least likely to prioritize buying from one that *does good things for society* (21%).
- + Young Germans are most likely to prefer buying from companies with an *easy-to-use website/mobile app* (43%).



### By Age



### By Household Income



## ABOUT

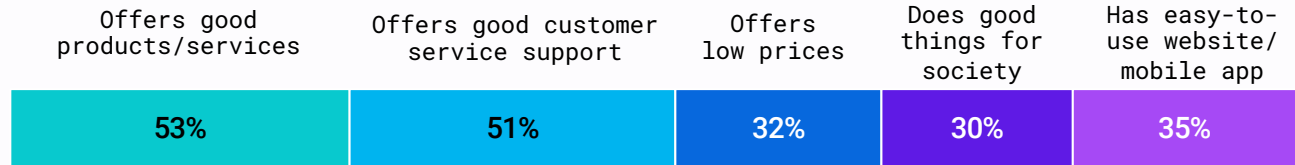
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[xminstitute.com](https://www.xminstitute.com)

# Company Choice: Hong Kong

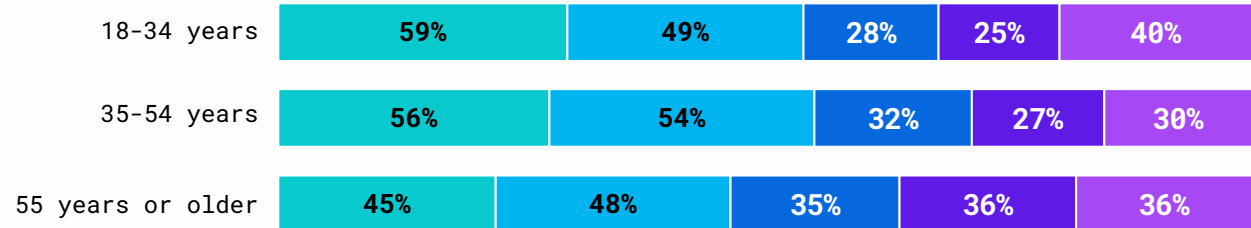
## KEY TAKEAWAYS

- + Hong Kong consumers are most likely to buy from a company with *good products/services* (53%). High-income consumers have the highest propensity to buy from this type of company, at 61%.
- + Young consumers are the most likely to buy from a company that *has an easy-to-use website/mobile app* (40%).
- + Low-income consumers have the strongest preference to buy from companies with *good customer service support* (57%).

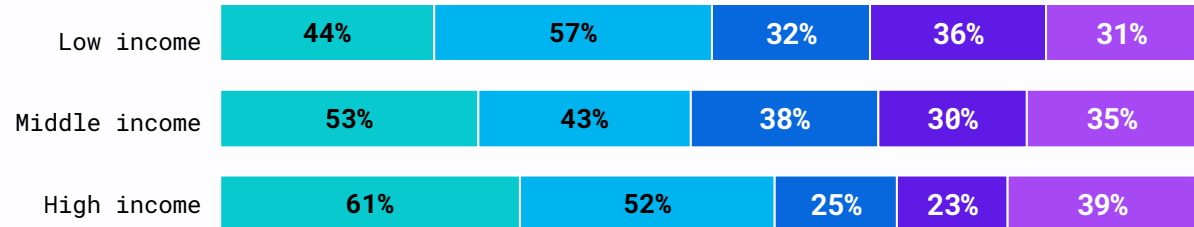
If you had a choice of companies to buy from, which of the following would you choose?  
[choose two]



### By Age



### By Household Income



## ABOUT

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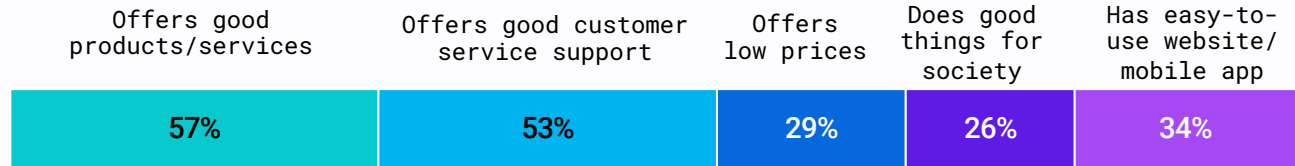


# Company Choice: India

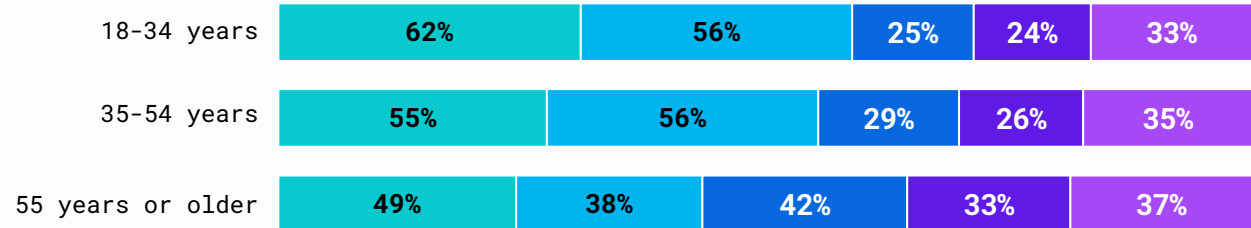
## KEY TAKEAWAYS

- + Indian consumers are most likely to choose to buy from companies that offer *good products/services* (57%), followed by those offering *good customer service support*.
- + Older consumers are less likely than those under 55 to prefer buying from companies with *good customer service support*.
- + Low income Indians are the most likely to prefer buying from companies with an *easy-to-use website/mobile app* (38%).

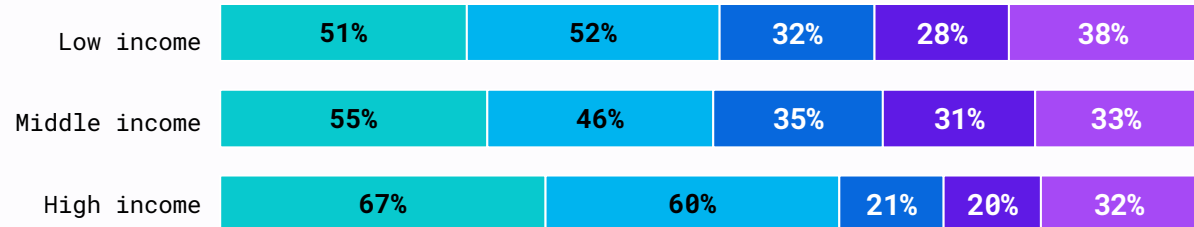
If you had a choice of companies to buy from, which of the following would you choose?  
[choose two]



### By Age



### By Household Income



## ABOUT

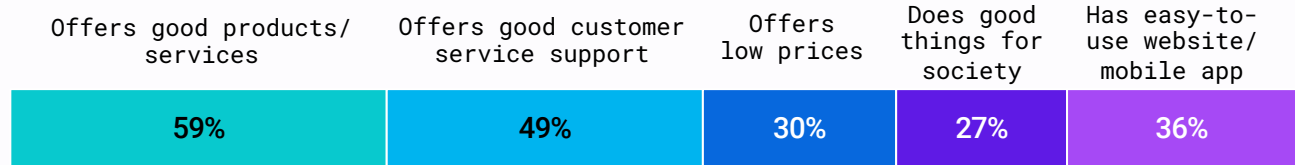
Base: 28,400 consumers across 26 countries  
Source: Qualtrics XM Institute Q3 2023 Global Consumer Study

# Company Choice: Indonesia

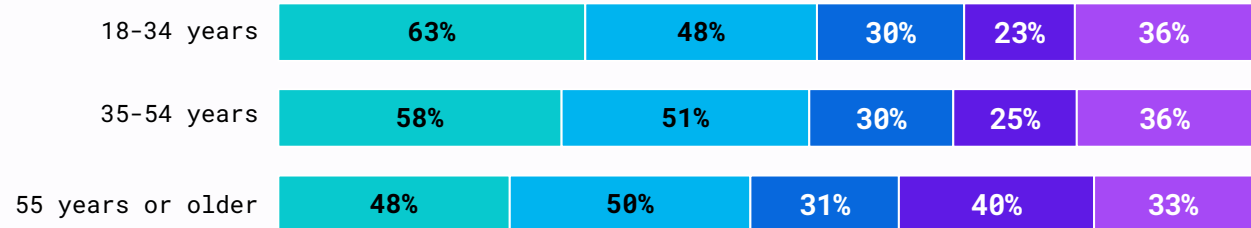
## KEY TAKEAWAYS

- + Indonesian consumers most prefer to buy from companies with *good products/services* (59%), followed by those with *good customer service support* (49%).
- + Older consumers have the highest propensity to buy from companies that do *good things for society* (40%).
- + Middle-income consumers are most likely to prioritize buying from companies that offer low prices.

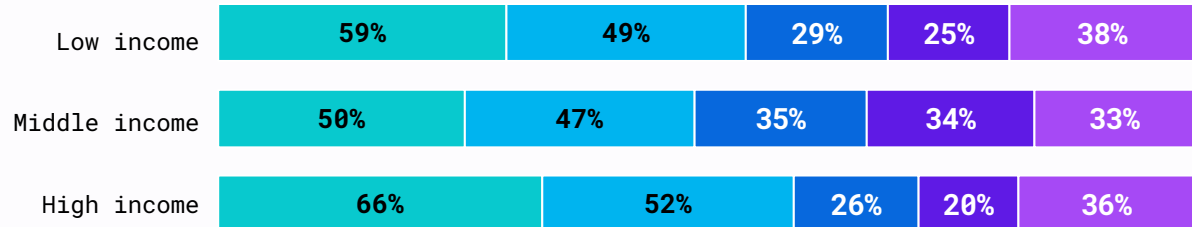
If you had a choice of companies to buy from, which of the following would you choose?  
[choose two]



### By Age



### By Household Income



## ABOUT

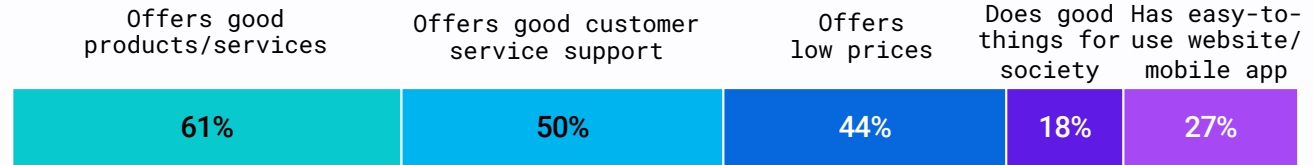
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[xminstitute.com](https://www.xminstitute.com)

# Company Choice: Italy

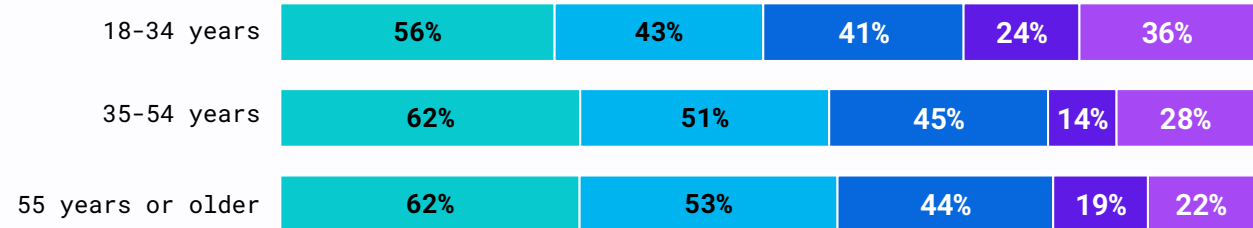
## KEY TAKEAWAYS

- + Italian consumers most prefer buying from companies with *good products/services*, followed buy those that offer *good customer service support*.
- + Younger Italian consumers are the most likely to prefer buying from companies that have an *easy-to-use website/mobile app* (36%).
- + High-income consumers have the strongest preference for companies with *good products/services*.

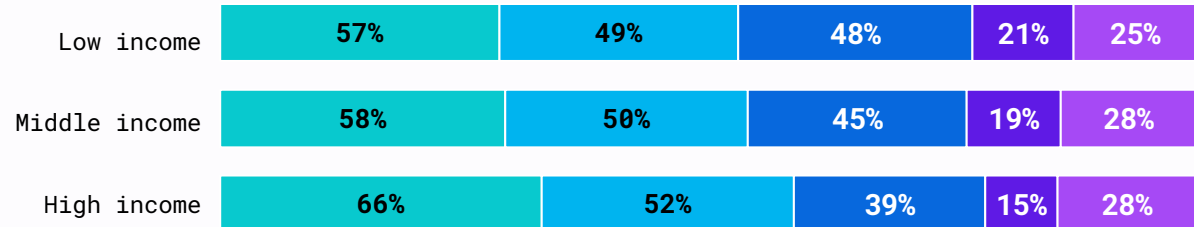
If you had a choice of companies to buy from, which of the following would you choose?  
[choose two]



### By Age



### By Household Income



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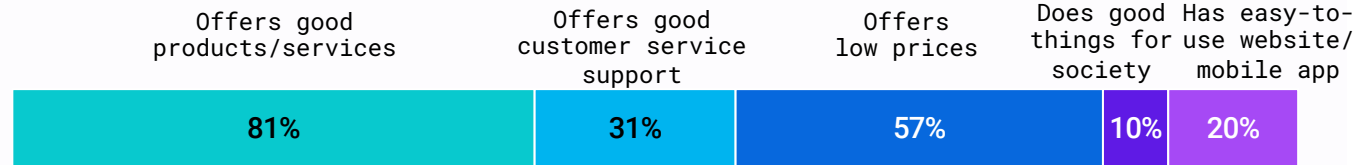
# Company Choice: Japan

## KEY TAKEAWAYS

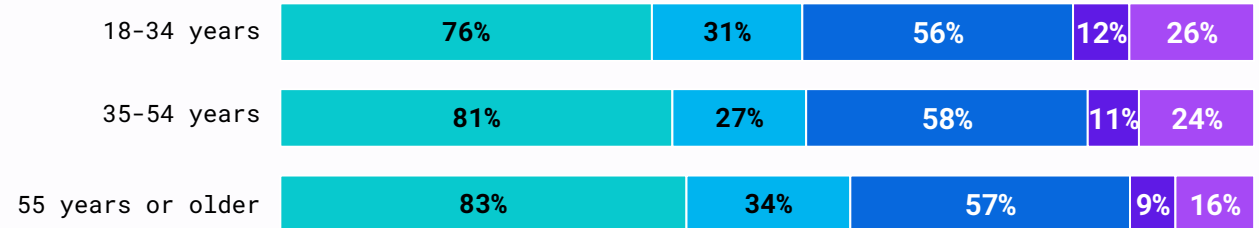
- + Japanese consumers are most likely to prioritize buying from a company with *good products/services* (81%), followed by one that *offers low prices* (57%).
- + Middle-aged Japanese consumers are the most likely to prefer buying from a company that *has an easy-to-use website/mobile app* (26%).

If you had a choice of companies to buy from, which of the following would you choose?

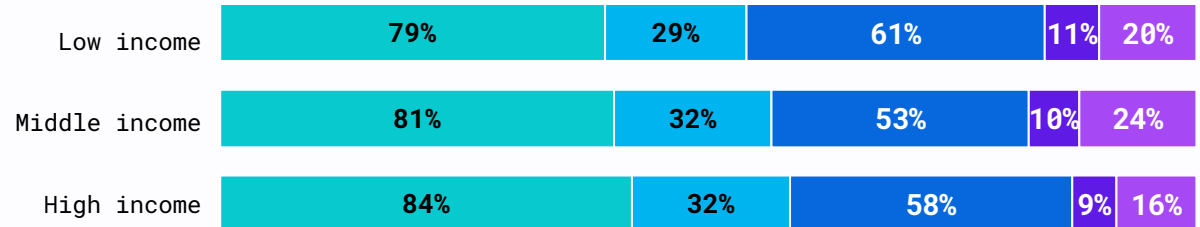
[choose two]



### By Age



### By Household Income



## ABOUT

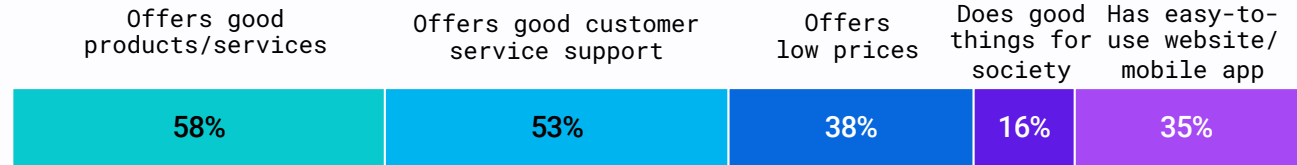
Base: 28,400 consumers across 26 countries  
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# Company Choice: Mexico

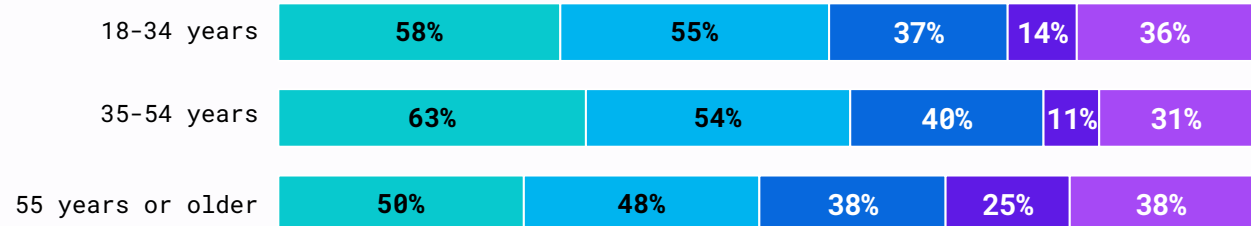
## KEY TAKEAWAYS

- + Mexican consumers most prefer buying from companies with *good products/services* (58%), followed by those that offer *good customer service support* (53%).
- + Older consumers are the least likely to prioritize *good products/services* when choosing a company to buy from.
- + High-income Mexican consumers are the most likely to prefer buying from companies with *good customer service support* (58%).

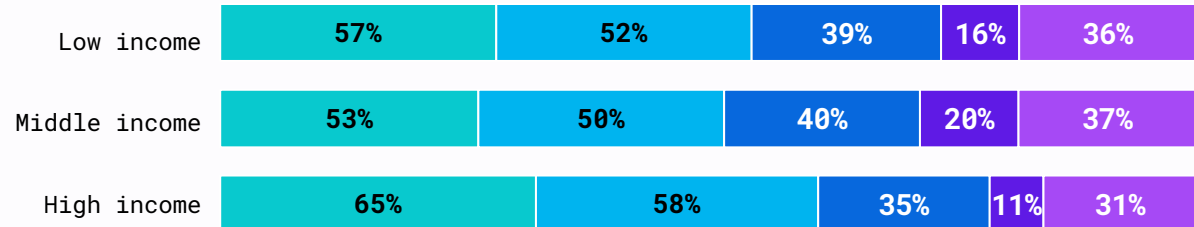
If you had a choice of companies to buy from, which of the following would you choose?  
[choose two]



### By Age



### By Household Income



## ABOUT

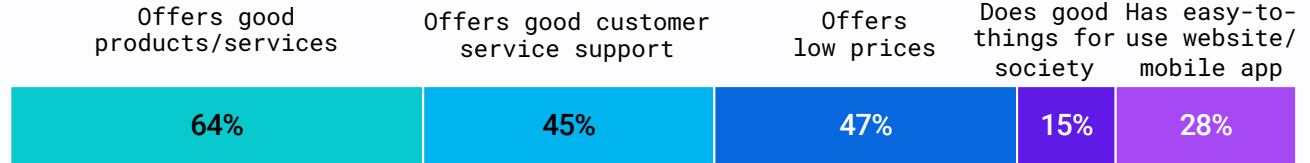
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[xminstitute.com](https://www.xminstitute.com)

# Company Choice: Netherlands

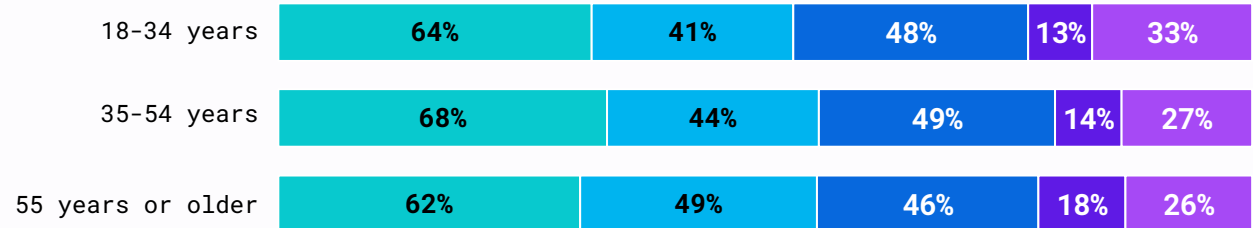
## KEY TAKEAWAYS

- + Dutch consumers are most likely to prioritize buying from companies with *good products/services* (64%), and least likely to prioritize those that do good things for society.
- + Younger consumers are the most likely to buy from a company with an *easy-to-use website/mobile app* (33%).
- + Middle-income consumers are the most likely to prefer buying from a company with *good products/services*.

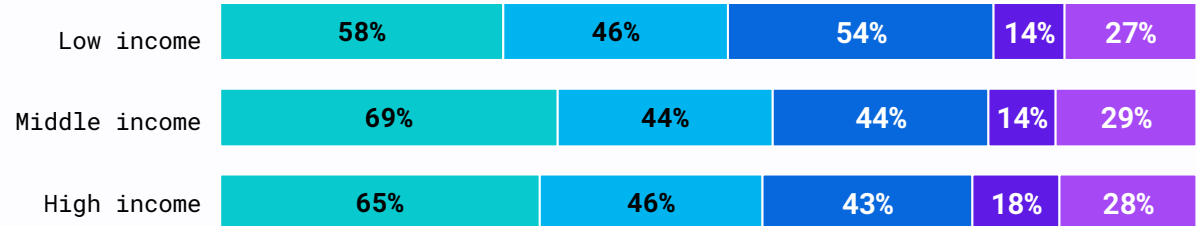
If you had a choice of companies to buy from, which of the following would you choose?  
[choose two]



### By Age



### By Household Income



## ABOUT

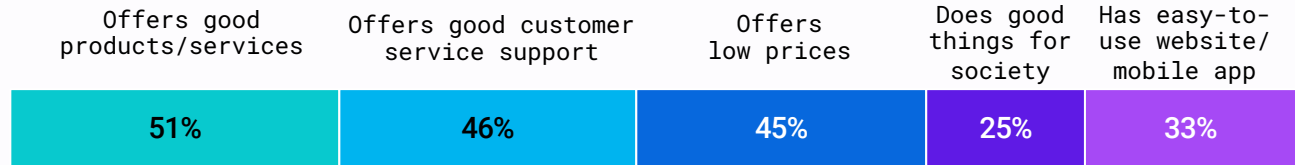
Base: 28,400 consumers across 26 countries  
Source: Qualtrics XM Institute Q3 2023 Global Consumer Study

# Company Choice: New Zealand

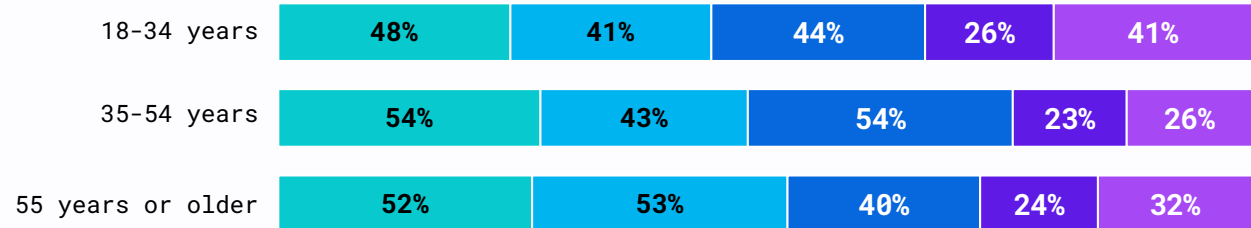
## KEY TAKEAWAYS

- + New Zealand consumers are most likely to prioritize *good products/services* (51%) when choosing a company to buy from.
- + Young New Zealanders are the least likely to prioritize *good customer service support* when choosing a company to buy from (41%), and are the most likely to prioritize *an easy-to-use website/mobile app* (41%).
- + Middle-income consumers are the least likely to prefer buying from a company with *good customer service support*.

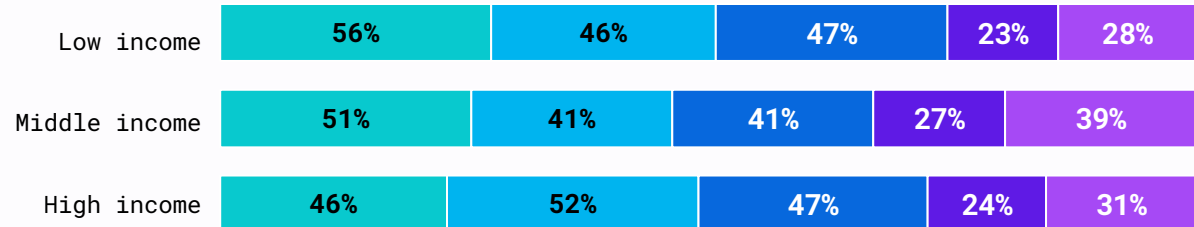
If you had a choice of companies to buy from, which of the following would you choose?  
[choose two]



### By Age



### By Household Income



## ABOUT

Base: 28,400 consumers across 26 countries  
Source: Qualtrics XM Institute Q3 2023 Global Consumer Study

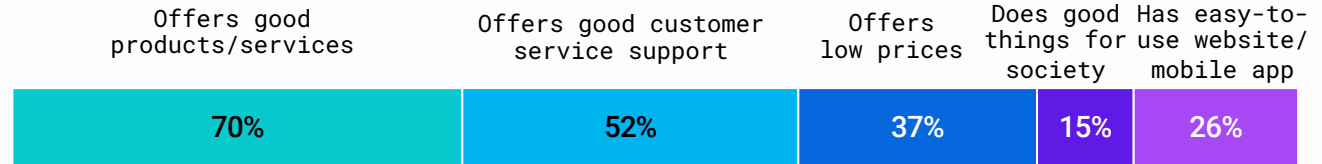
# Company Choice: Philippines

## KEY TAKEAWAYS

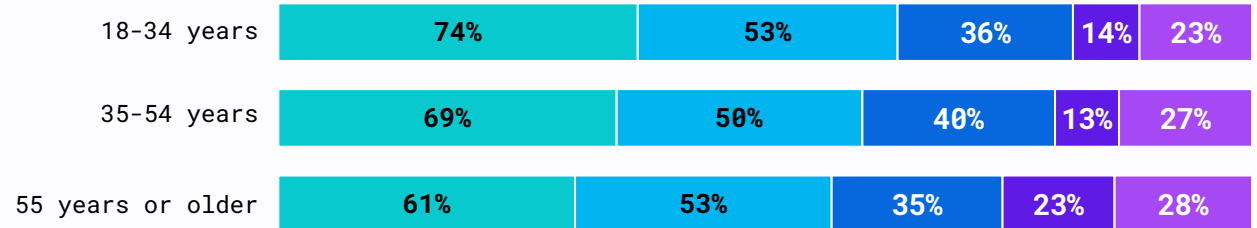
- + If given a choice, Filipino consumers are most likely to buy from a company with *good products/services* (70%), followed by one with *good customer service support* (52%).
- + Older Filipinos are the least likely to prioritize *good products/services* when choosing a company to buy from (61%).
- + Middle income consumers are least likely to prioritize *good customer service support* from a company.

If you had a choice of companies to buy from, which of the following would you choose?

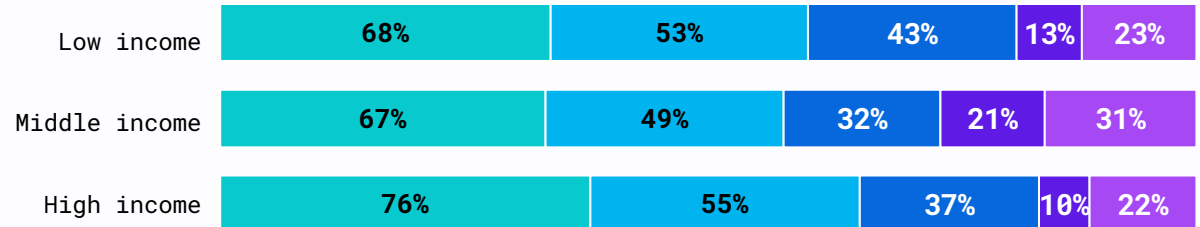
[choose two]



### By Age



### By Household Income



## ABOUT

Base: 28,400 consumers across 26 countries  
Source: Qualtrics XM Institute Q3 2023 Global Consumer Study  
xmstitute.com



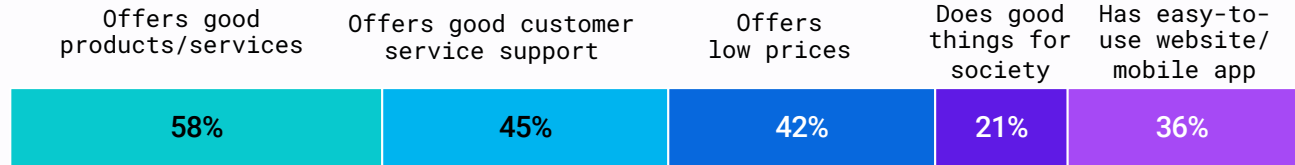
# Company Choice: Singapore

If you had a choice of companies to buy from, which of the following would you choose?

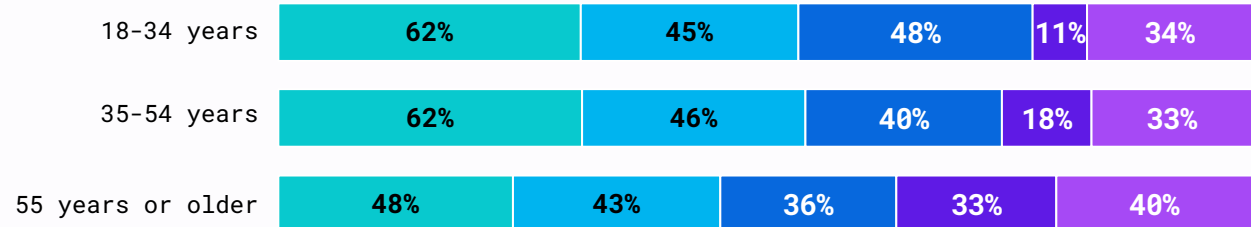
[choose two]

## KEY TAKEAWAYS

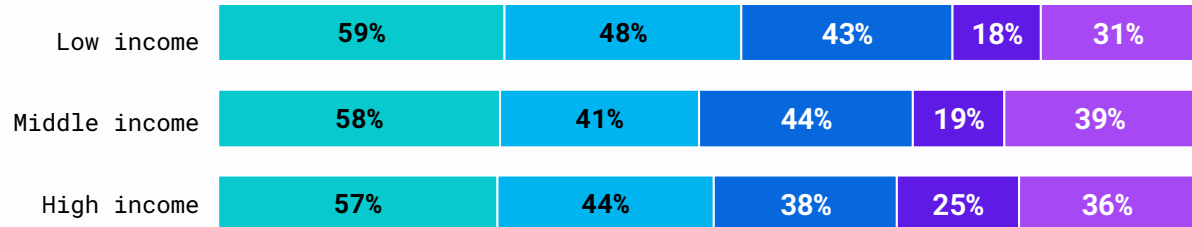
- + Singaporean consumers have the highest propensity to buy from a company with good products/services (58%), followed buy one with good customer service support (45%).
- + Older Singaporean consumers are the most likely to prioritize buying from a company that does good things for society (33%).
- + Middle-income consumers are the most likely to prioritize an easy-to-use website/mobile app when choosing a company to buy from.



### By Age



### By Household Income



## ABOUT

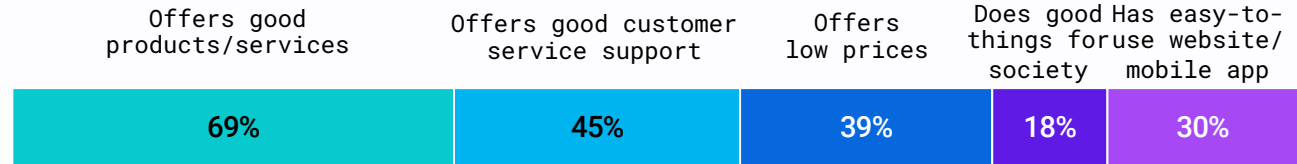
Base: 28,400 consumers across 26 countries  
Source: Qualtrics XM Institute Q3 2023 Global Consumer Study

# Company Choice: South Korea

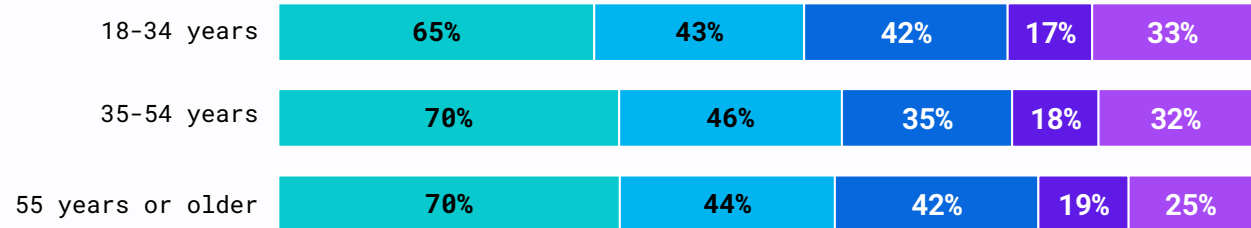
## KEY TAKEAWAYS

- + South Korean consumers are most likely to prefer buying from a company that *offers good products/services* (69%).
- + Middle-aged consumers have the strongest preference to buy from a company with *good customer service support* (46%).
- + High-income South Koreans have the highest propensity to buy from a company with *an easy-to-use website/mobile app*.

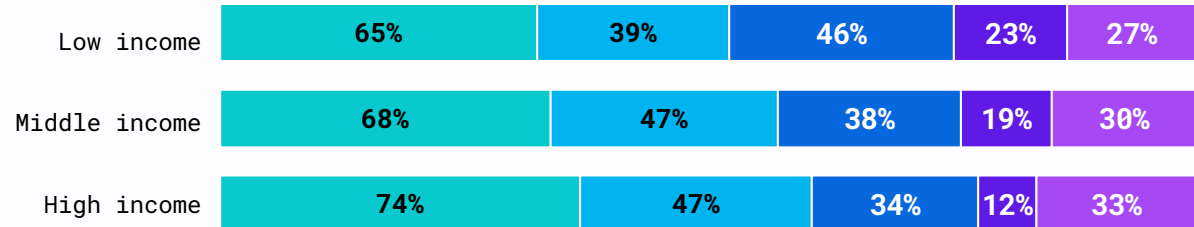
If you had a choice of companies to buy from, which of the following would you choose?  
[choose two]



### By Age



### By Household Income



## ABOUT

Base: 28,400 consumers across 26 countries  
Source: Qualtrics XM Institute Q3 2023 Global Consumer Study

# Company Choice: Spain

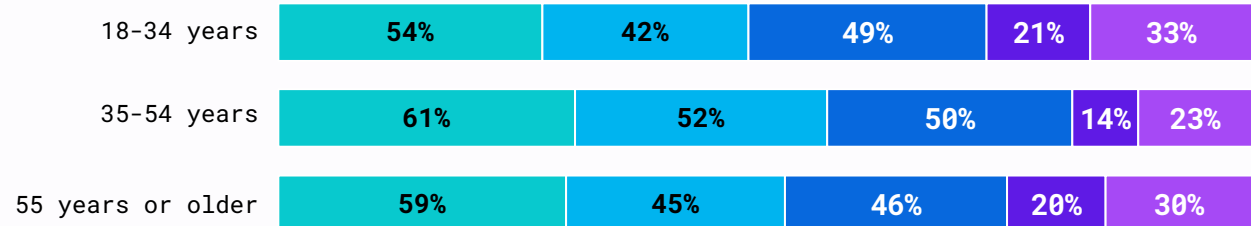
If you had a choice of companies to buy from, which of the following would you choose?  
[choose two]

## KEY TAKEAWAYS

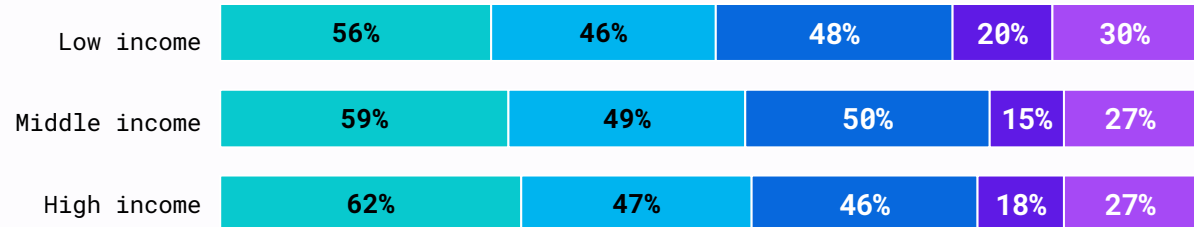
- + Spanish consumers are most likely to prefer buying from a company with *good products/services* (59%), followed by those with *low prices* (48%).
- + Young Spanish consumers are the most likely to prefer buying from companies with an *easy-to-use website/mobile app* (33%).
- + Low-income consumers have the strongest preference for companies that do good things for society.



### By Age



### By Household Income



## ABOUT

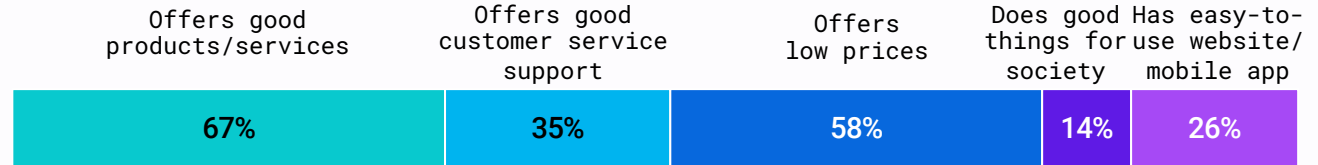
Base: 28,400 consumers across 26 countries  
Source: Qualtrics XM Institute Q3 2023 Global Consumer Study  
xmstitute.com

# Company Choice: Sweden

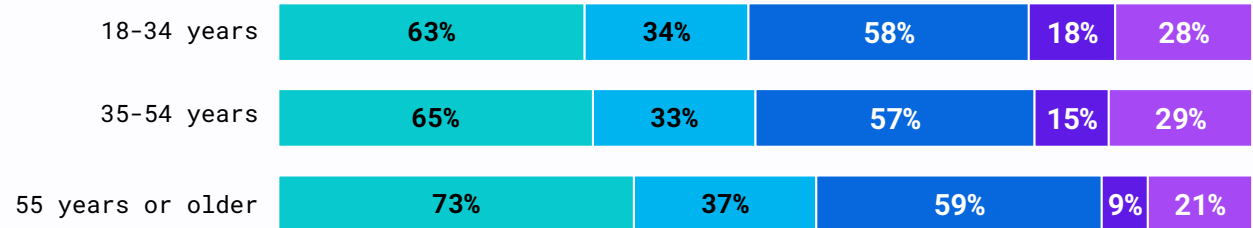
## KEY TAKEAWAYS

- + Swedish consumers most prefer to buy from a company with *good products/services* (67%), followed by one that *offers low prices* (58%).
- + Older Swedish consumers are the most likely to care about *good customer service support* when choosing a company to buy from (37%).
- + High-income consumers are most likely to prioritize buying from a company with an *easy-to-use website/mobile app* (30%).

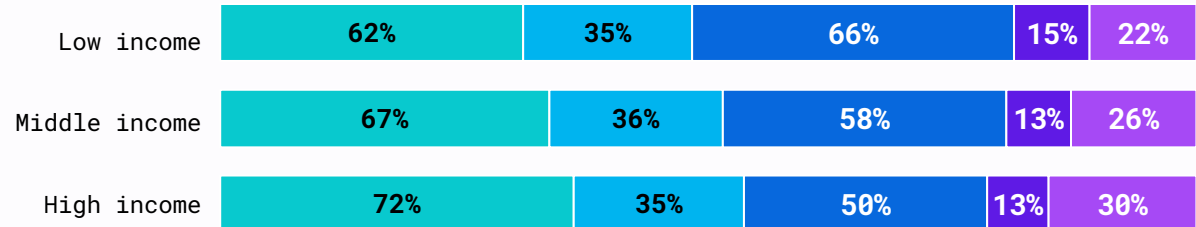
If you had a choice of companies to buy from, which of the following would you choose?  
[choose two]



### By Age



### By Household Income



## ABOUT

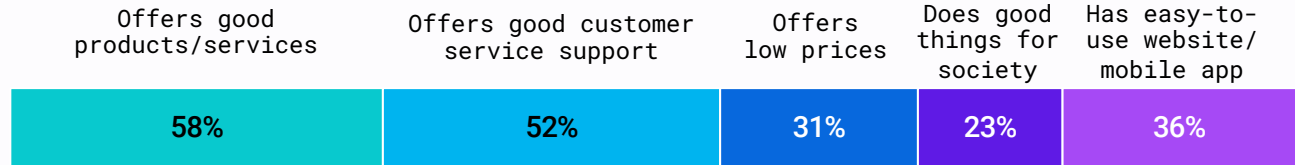
Base: 28,400 consumers across 26 countries  
Source: Qualtrics XM Institute Q3 2023 Global Consumer Study  
[xminstitute.com](https://www.xminstitute.com)

# Company Choice: Thailand

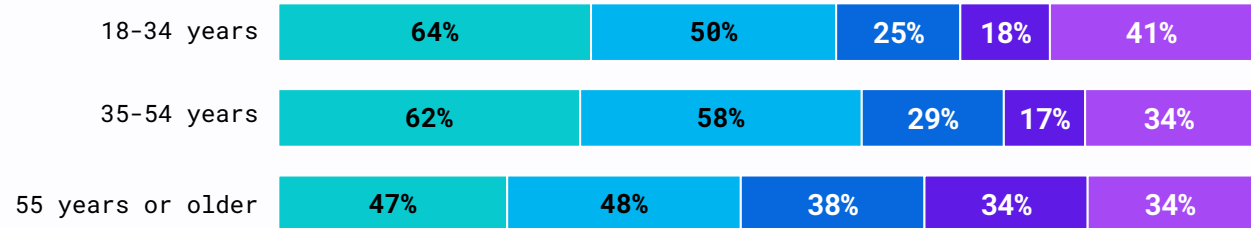
## KEY TAKEAWAYS

- + Thai consumers are most likely to prefer buying from a company that offers good products/services (58%), followed by one that offers good customer service support (52%).
- + Younger Thai consumers have the highest propensity to buy from a company with good products/services (64%) or one with an easy-to-use website/mobile app (41%).
- + High-income consumers have the strongest preference to buy from a company with good customer service support (57%).

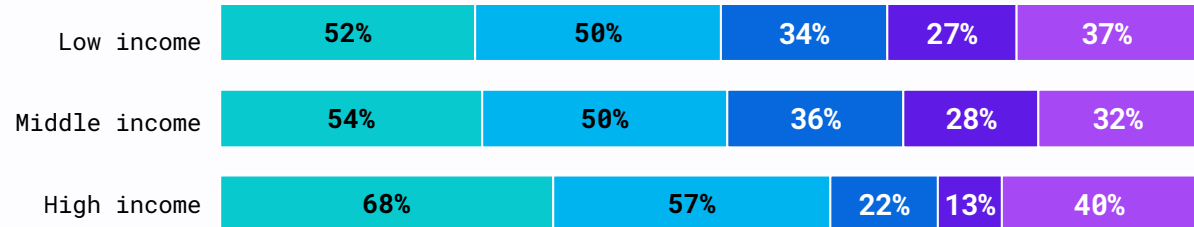
If you had a choice of companies to buy from, which of the following would you choose?  
[choose two]



### By Age



### By Household Income



## ABOUT

Base: 28,400 consumers across 26 countries  
Source: Qualtrics XM Institute Q3 2023 Global Consumer Study  
xminstitute.com

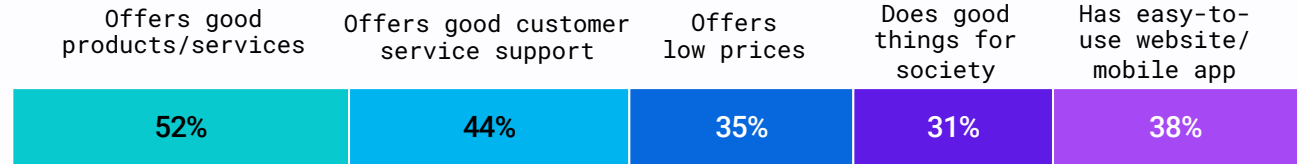
# Company Choice: United Arab Emirates

## KEY TAKEAWAYS

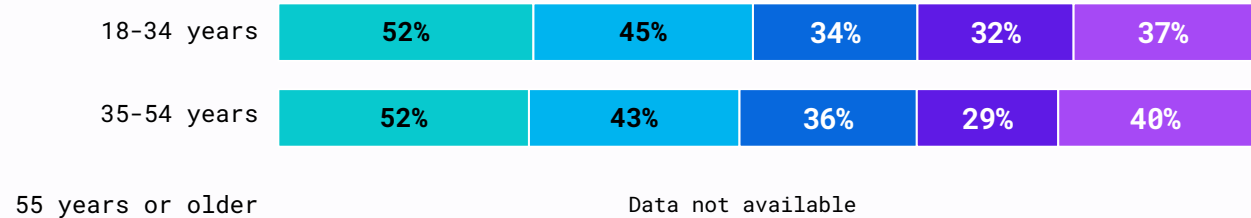
- + Emirati consumers are most likely to prioritize *good products/services* (52%) when choosing a company to buy from, followed by *good customer service support* (44%).
- + We did not have a large enough sample of older Emirati consumers to report on their spending preferences.
- + High-income consumers are the most likely to prefer buying from companies with *good customer service support* (50%).

If you had a choice of companies to buy from, which of the following would you choose?

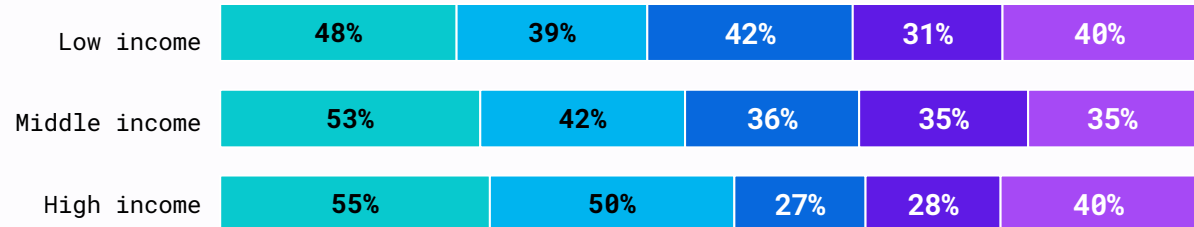
[choose two]



### By Age



### By Household Income



## ABOUT

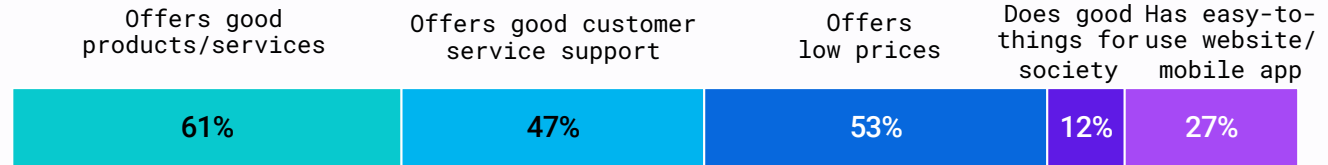
Base: 28,400 consumers across 26 countries  
Source: Qualtrics XM Institute Q3 2023 Global Consumer Study  
xminstitute.com

# Company Choice: United Kingdom

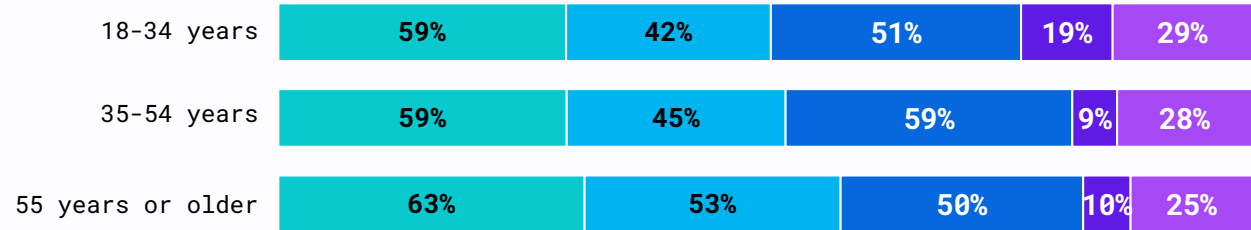
## KEY TAKEAWAYS

- + UK consumers are most likely to prefer buying from companies with *good products/services* (61%), followed by those with *low prices* (53%).
- + Younger consumers have the strongest preference to buy from companies with an *easy-to-use website/mobile app*.
- + Middle-income UK consumers are the most likely to prioritize *good customer service support* when choosing a company to buy from (52%).

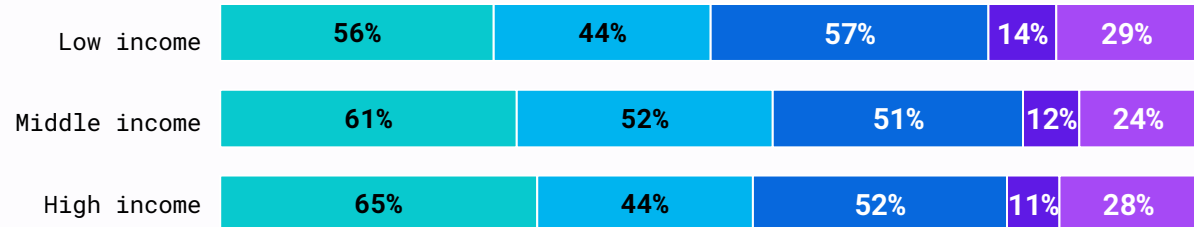
If you had a choice of companies to buy from, which of the following would you choose?  
[choose two]



### By Age



### By Household Income



## ABOUT

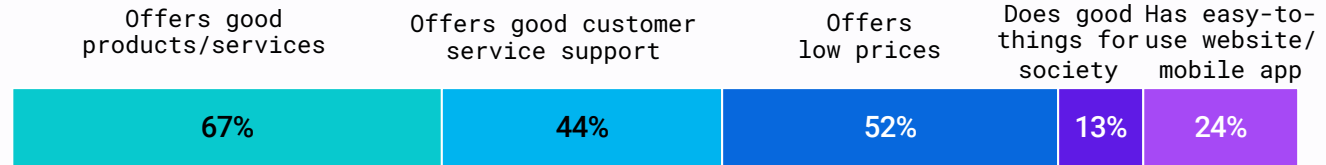
Base: 28,400 consumers across 26 countries  
Source: Qualtrics XM Institute Q3 2023 Global Consumer Study  
xminstitute.com

# Company Choice: United States

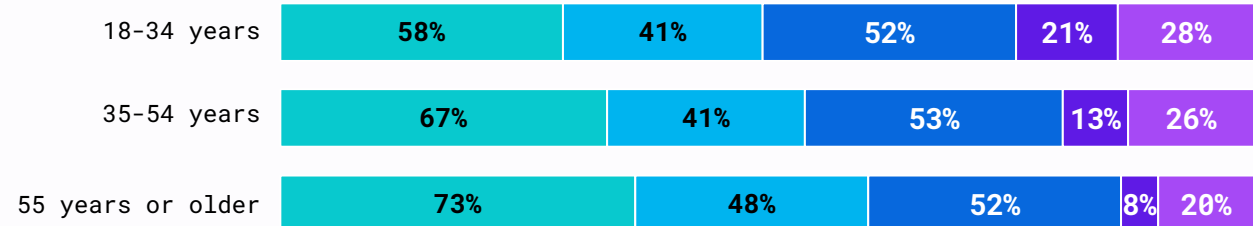
If you had a choice of companies to buy from, which of the following would you choose?  
[choose two]

## KEY TAKEAWAYS

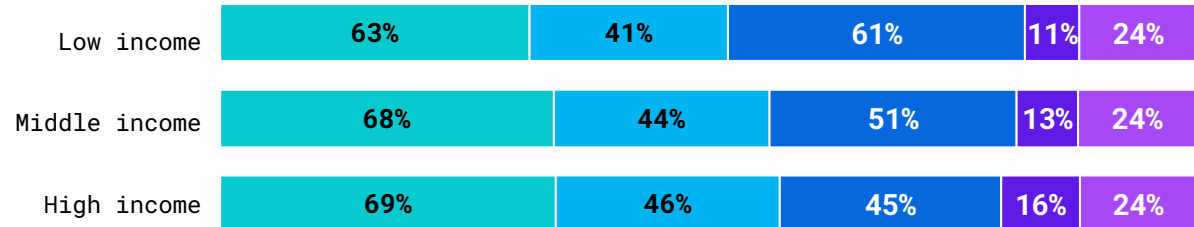
- + US consumers are most likely to prefer buying from a company that offers *good products/services* (67%) and least likely to prioritize buying from one that *does good things for society* (13%).
- + Younger consumers have the strongest preference to buy from companies with an *easy-to-use website/mobile app*.
- + Only high-income US consumers are more likely to prioritize *good customer service support* over *low prices* (1 point difference).



### By Age



### By Household Income



## ABOUT

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Source: Qualtrics XM Institute Q3 2023 Global Consumer Study  
xmstitute.com



## DATA CALCULATION

Each respondent was asked to choose two of the options in response to the question: *If you had a choice of companies to buy from, which of the following would you choose?* The percentages shown in Figures 2-29 total to 200% to represent both choices selected for the respective overall country, age groups within a country, and household income groups within a country.

Household income ranges were determined by taking the annual median household income as determined for each country and grouping respondents below 80% of the median as *low income*, those between 80-130% of the median as *middle income*, and those with an annual household income of more than 130% of the median as *high income*.

The first bar in Figure 1 was calculated by taking the average percentages across all countries, regardless of age or income. The following three bars in Figure 1 were calculated by taking the average percentages across all countries for each age group.

Income groups and age groups were only reported in countries with 100+ respondents.

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### PUBLICATION DATE

April 2024