



DATA SNAPSHOT

# Global Study: Bad Experiences Across 20 Industries, 2025

**Isabelle Zdatny, XMP**

Head of Thought Leadership, Qualtrics XM Institute

**Talia Quaadgras**

Research Program Manager

October 2024

# Executive Summary

## KEY FINDINGS IN THIS REPORT

As part of Qualtrics XM Institute's 2024 Global Consumer Study, we asked nearly 24,000 consumers around the world whether they've recently had a poor experience with an organization in 20 different industries. For those who had, we asked what caused the bad experience and how they changed their spending afterward. From their responses and the analysis from our 2023 Global Consumers Study, we found that:

- + **More than 1 in 10 customer experiences are negative.** Consumers reported that 12% of recent experiences were *very poor*, ranging from 22% among government agency experiences to 4% among streaming and supermarket experiences. However, the rate of poor experiences has declined, dropping 1.2 percentage points over the past year. Consumers reported fewer negative experiences across every single industry and across all but five of the 23 countries.
- + **Consumers cut spending after bad experiences.** Over half of negative experiences lead consumers to either reduce or stop their spending with the organization. The percentage of consumers who cut their spending ranges from a high of 66% of fast food consumers to a low of 41% of public utility consumers. Consumers in Hong Kong are most likely to cut spending after a negative experience (70%), while those in India are least likely (37%).
- + **Poor experiences put sales at risk.** Organizations risk 6.1% of revenue due to poor experiences. After government agencies (11%), mobile phone providers have the highest percentage of sales at risk (9%), while supermarkets have the lowest (2%). Risk is highest among Indian organizations and lowest for those in Japan.
- + **Service delivery issues and communications problems are the most common causes of bad experiences.** When asked what made their recent bad experience bad, consumers most frequently cited *service delivery issues* (46%), followed by *communications issues* (45%). *Communications problems* was top-cited in seven of 20 industries and in 13 of 23 countries.

## STUDY KEY FACTS

- Global consumer study
- Online panel study
- Conducted in Q3 of 2024
- 23 countries
- 23,730 consumers

# Global Study Bad Experiences Across 20 Industries, 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/regions 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: 400. New Zealand: 600. the Philippines: 660. Ireland: 700. Denmark, Singapore, and the UAE: 800.

## FIGURES IN THE REPORT

1. Bad Experiences Overview
2. Bad Experiences by Industry
3. Change in Bad Experiences by Industry
4. Cut Spending After Bad Experiences by Industry
5. Sales at Risk due to Bad Experiences by Industry
6. Behind Bad Experiences by Industry
7. Bad Experiences by Country
8. Change in Bad Experiences by Country
9. Cut Spending After Bad Experiences by Country
10. Sales at Risk due to Bad Experiences by Country
11. Behind Bad Experiences by Country
12. Bad Experiences by Country and Industry (Part 1)
13. Bad Experiences by Country and Industry (Part 2)
14. Bad Experiences by Country and Industry (Part 3)
15. Bad Experiences by Country and Industry (Part 4)

*Methodology*

# Bad Experiences Overview

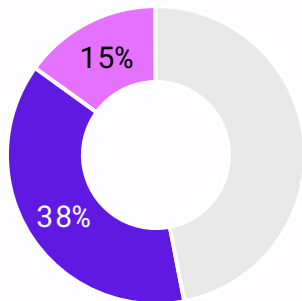
## Overview of Poor Experiences

**12%**

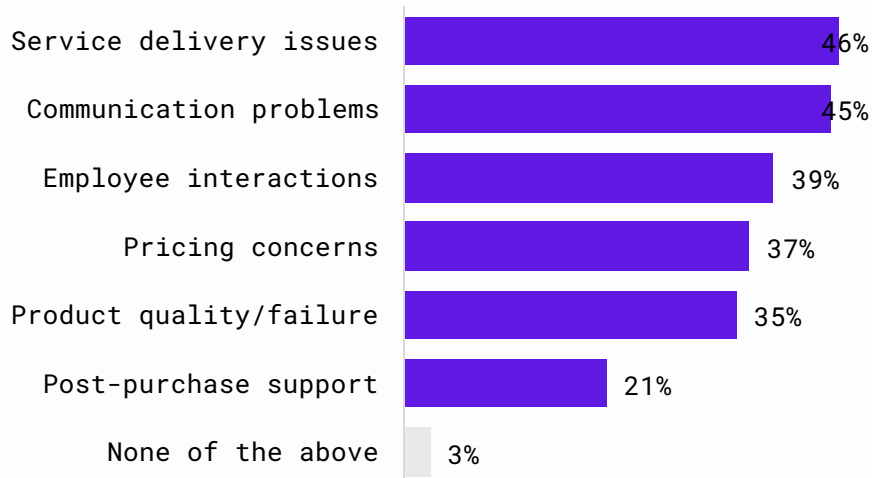
Of total experiences are bad

### After a bad experience...

■ Decreased spending      ■ Stopped spending



### Frequency of each problem as a cause of a bad experience

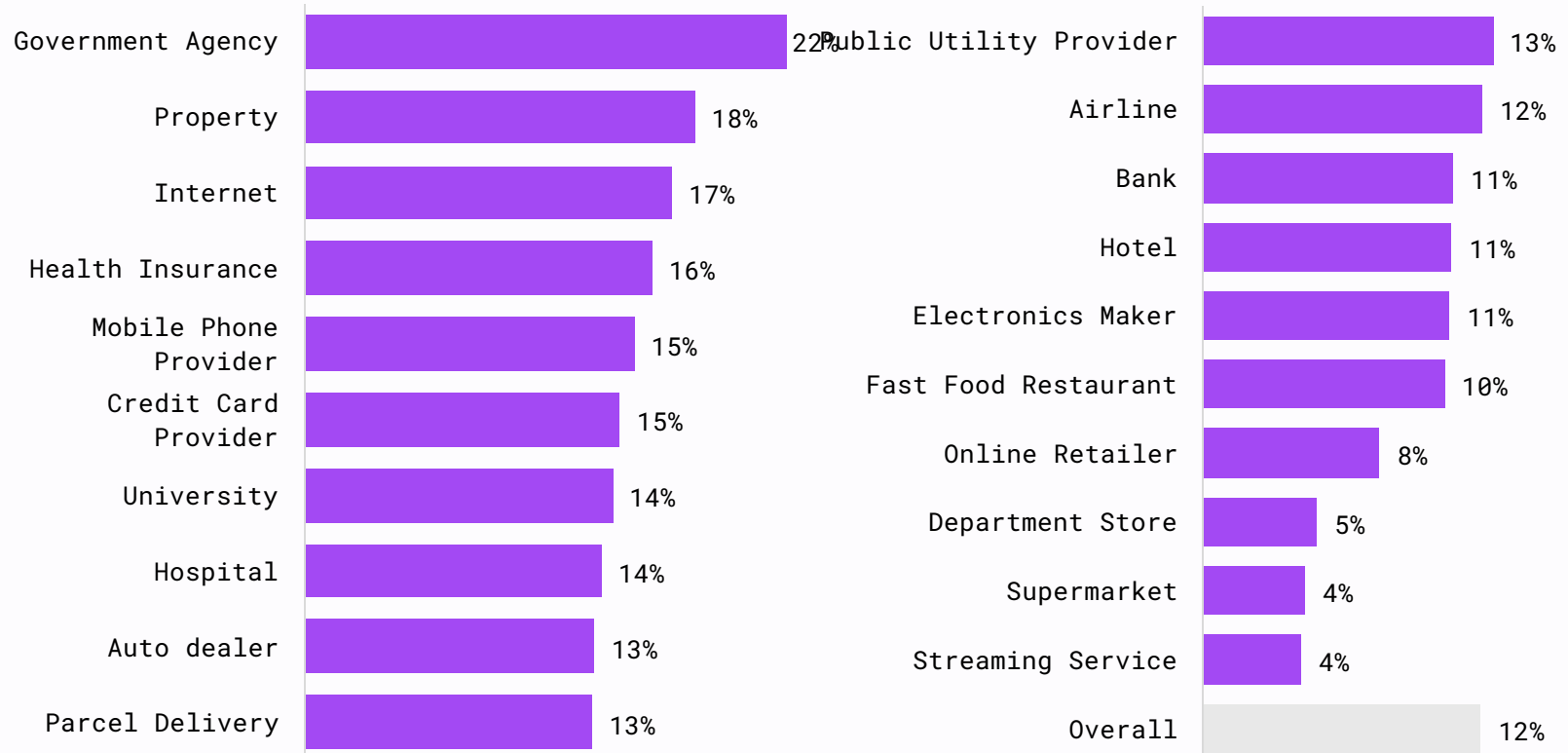


**6.1%**

Sales at risk  
Due to poor experiences

# Bad Experiences by Industry

Percentage of consumers who had a *very poor* experience



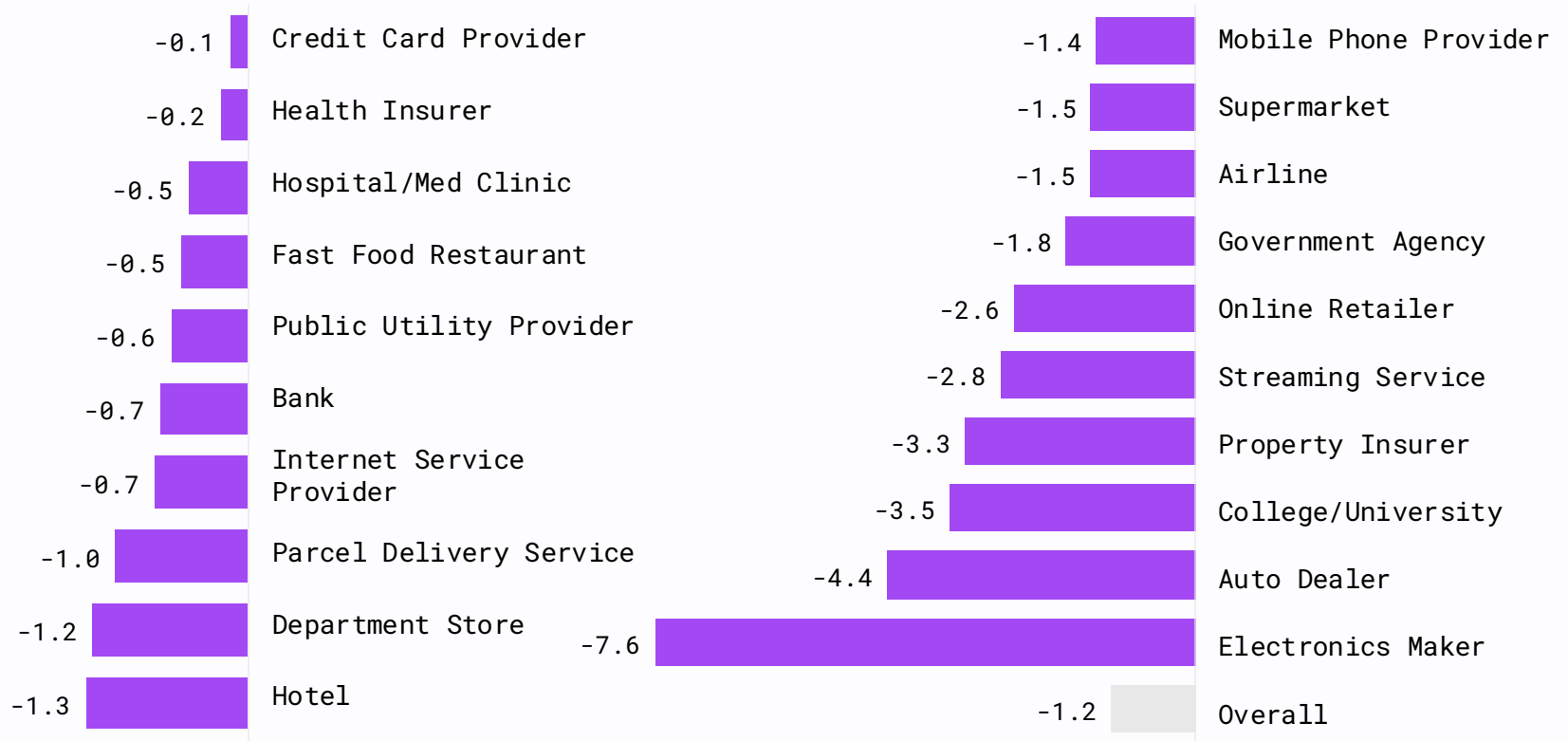
Base: 23,730 consumers across 23 countries

Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

# Change in Bad Experiences by Industry

## Year-over-Year Change in Poor Experiences

(Percentage point change from 2024 to 2025)



Base: 23,730 consumers across 23 countries

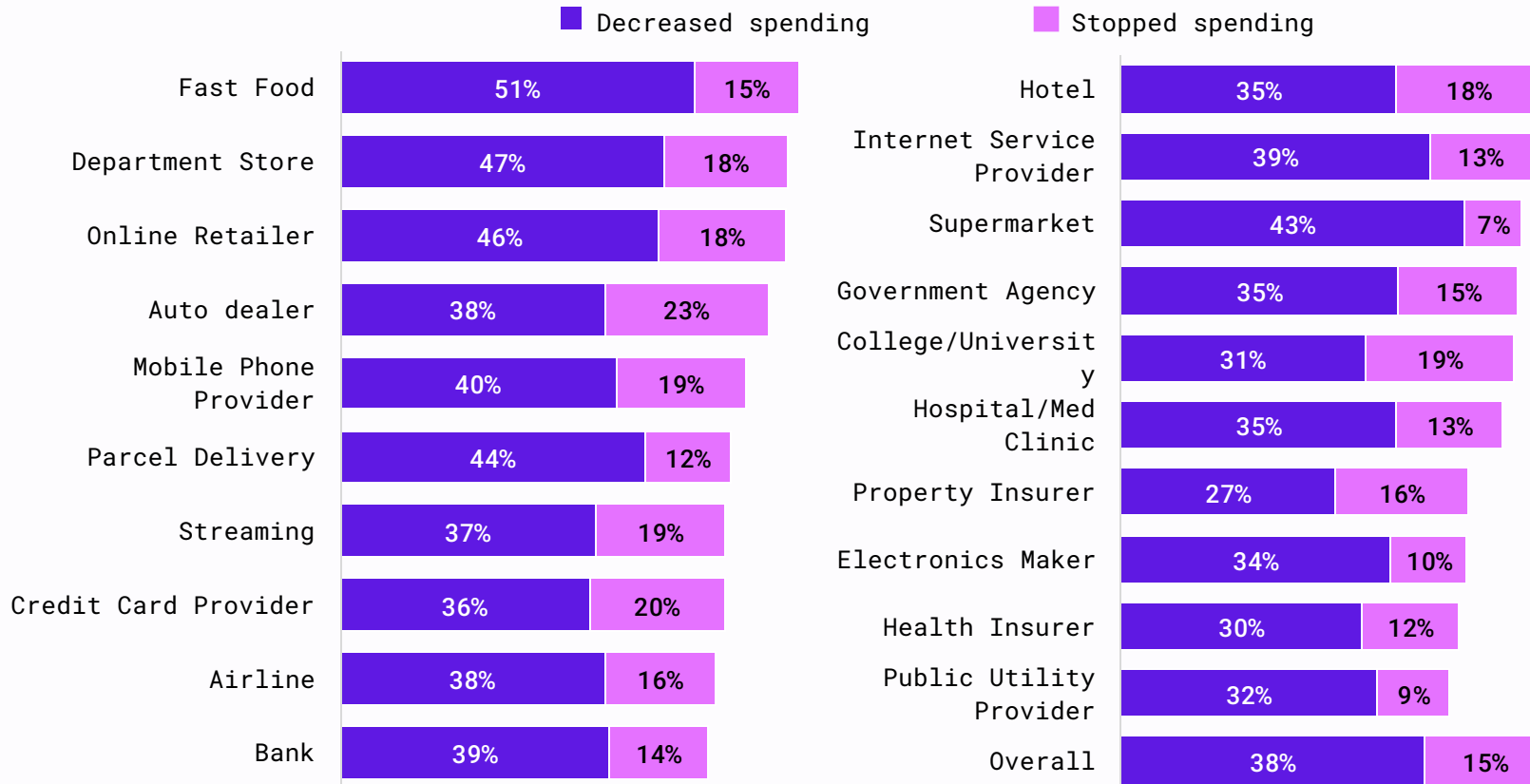
Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

xminstitute.com

Copyright © 2024 Qualtrics®. All rights reserved.

# Cut Spending After Bad Experiences by Industry

## Percentage of consumers who had a *very poor* experience and decreased or stopped spending afterward



Base: 23,730 consumers across 23 countries

Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

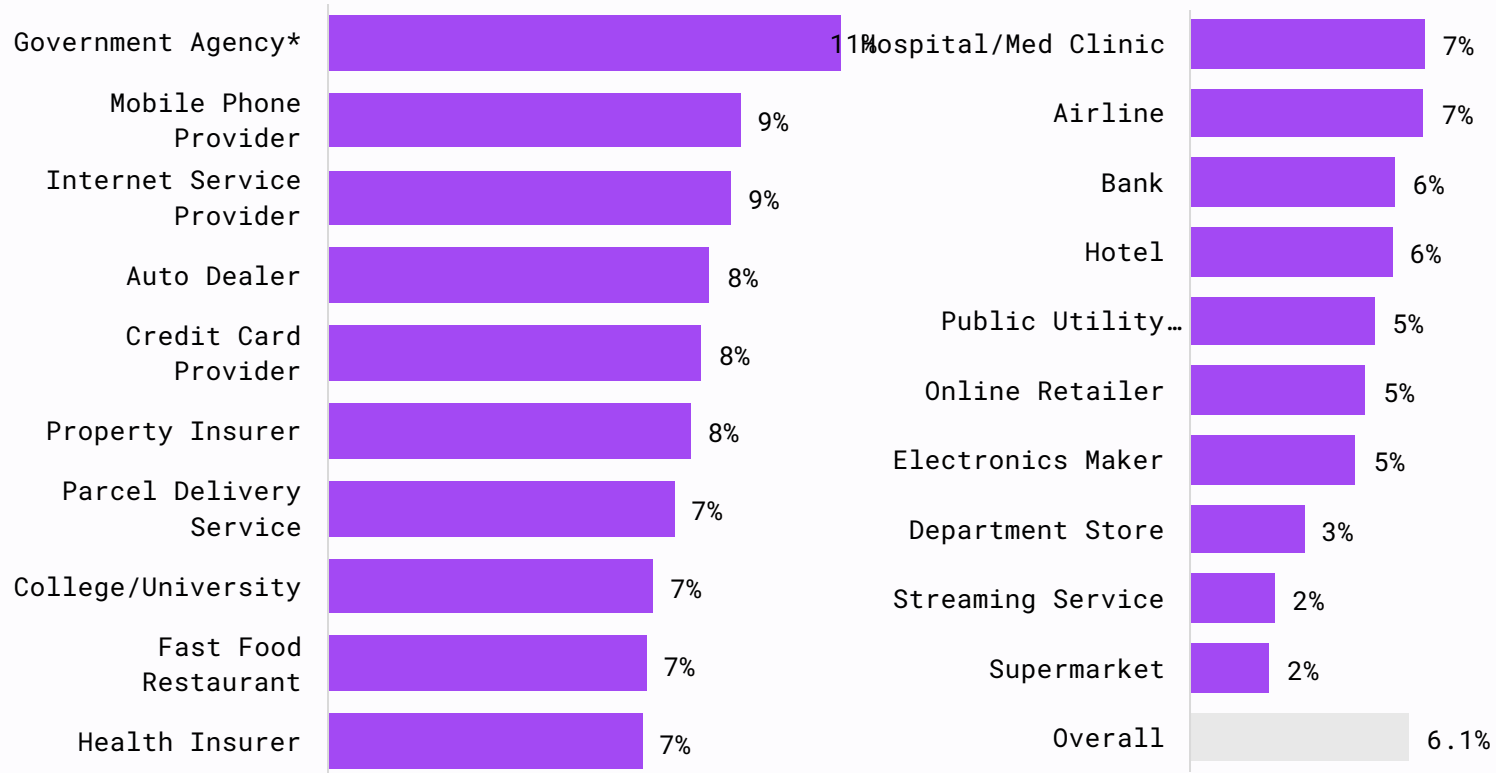
[xm.institute.com](https://xm.institute.com)

Copyright © 2024 Qualtrics®. All rights reserved.

# Sales at Risk due to Bad Experiences by Industry

## Sales-at-Risk Index

(% reporting a bad experience x % who stopped or decreased spending after a bad experience)





# Behind Bad Experiences by Industry

**When you think back to your recent poor experience, which of the following made this experience bad?**

(Select all that apply)

Highest rate

	Product Quality/ Failure	Service Delivery Issues	Post-Purchase Support	Communication Problems	Pricing Concerns	Employee Interactions	None of the above
Airline	32%	56%	25%	45%	37%	38%	3%
Bank	23%	43%	17%	44%	29%	40%	4%
College/University	34%	46%	25%	66%	41%	54%	2%
Credit Card Provider	29%	46%	34%	55%	45%	44%	3%
Hospital/Med Clinic	24%	44%	9%	47%	20%	49%	6%
Mobile Phone Provider	32%	42%	24%	47%	42%	33%	2%
Online Retailer	51%	48%	26%	38%	28%	23%	3%
Streaming Service	40%	36%	23%	39%	50%	29%	3%
Supermarket	31%	32%	14%	23%	43%	34%	6%
Internet Service Provider	49%	45%	24%	44%	39%	28%	1%
Public Utility	31%	39%	19%	42%	59%	31%	1%
Fast Food Restaurant	54%	38%	9%	25%	29%	30%	4%
Government Agency	26%	50%	19%	63%	23%	59%	2%
Property Insurer	47%	57%	40%	59%	61%	60%	1%
Health Insurer	40%	49%	30%	55%	52%	47%	2%
Department Store	34%	40%	21%	35%	37%	47%	4%
Parcel Delivery	22%	70%	17%	37%	10%	21%	3%
Auto Dealer	39%	46%	30%	44%	48%	47%	2%
Electronics Maker	49%	39%	35%	52%	48%	44%	1%
Hotel	46%	42%	15%	42%	40%	40%	2%

Base: 23,730 consumers across 23 countries

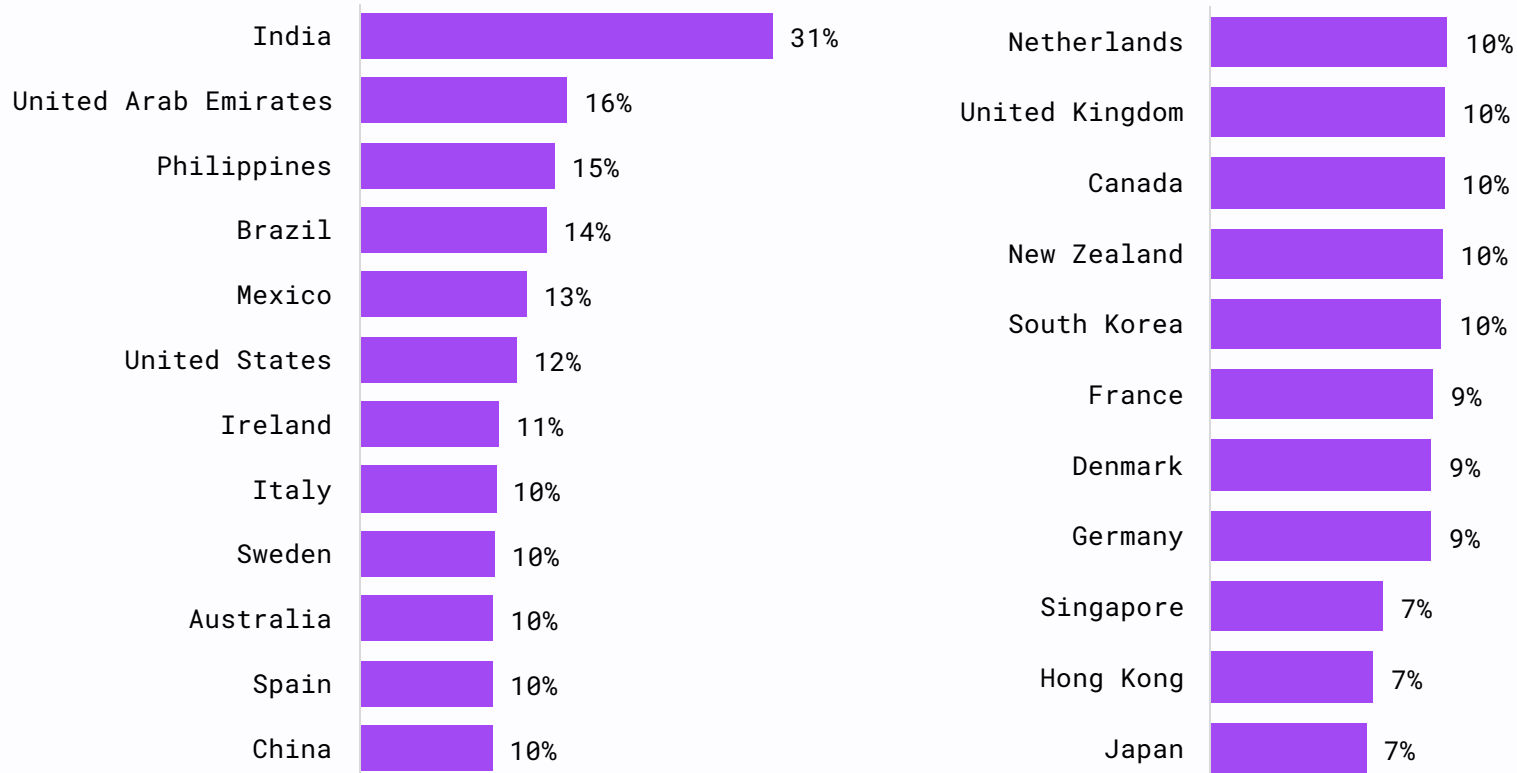
Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

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

Copyright © 2024 Qualtrics®. All rights reserved.

# Bad Experiences by Country

Percentage of *very poor* experiences reported in each country



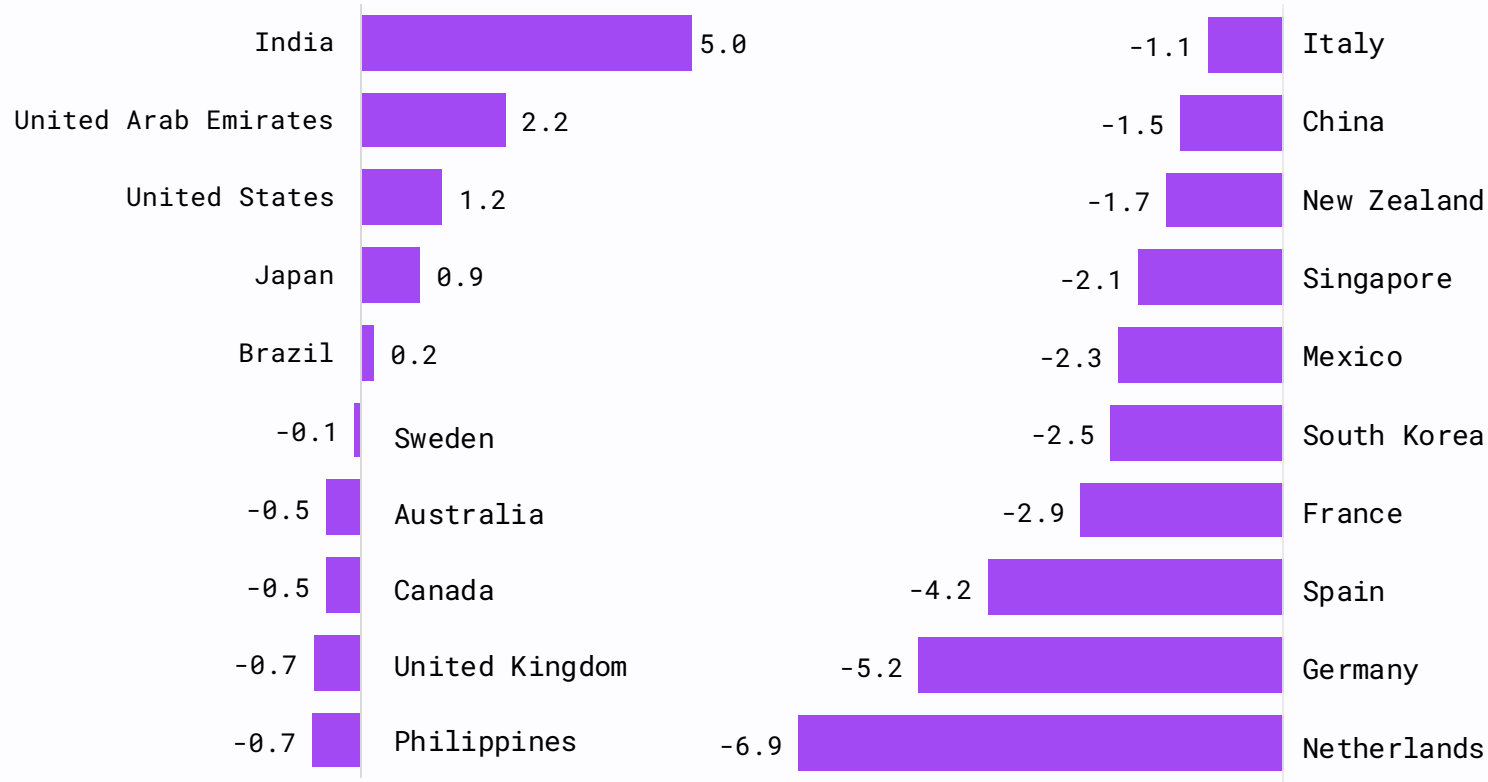
Base: 23,730 consumers across 23 countries

Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

# Change in Bad Experiences by Country

## Year-over-Year Change in Poor Experiences

(Percentage point change from 2024 to 2025)



Base: 23,730 consumers across 23 countries

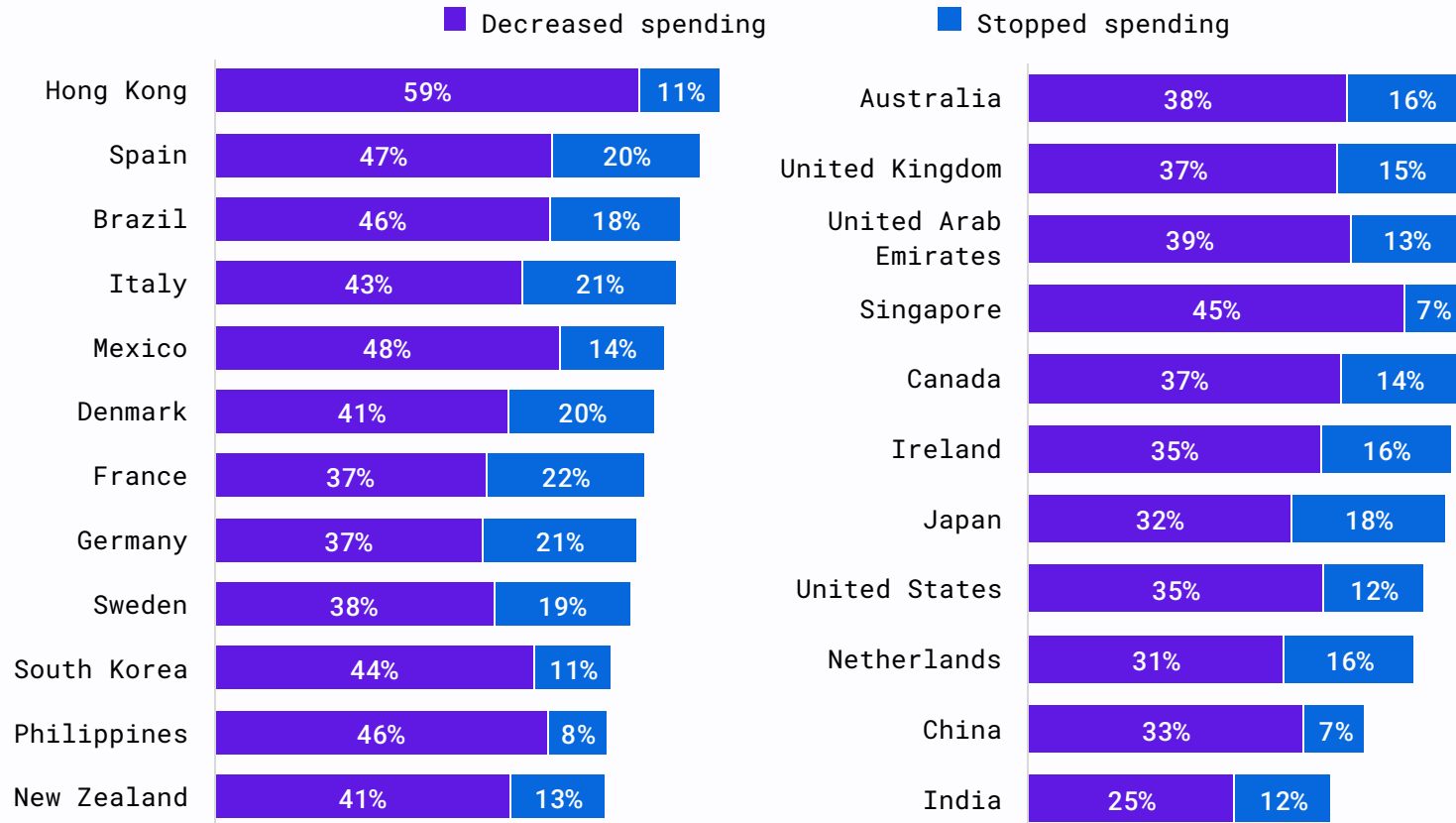
Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

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

Copyright © 2024 Qualtrics®. All rights reserved.

# Cut Spending After Bad Experiences by Country

## Percentage of very poor experiences in each country that led consumers to decrease or stop spending



Base: 23,730 consumers across 23 countries

Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

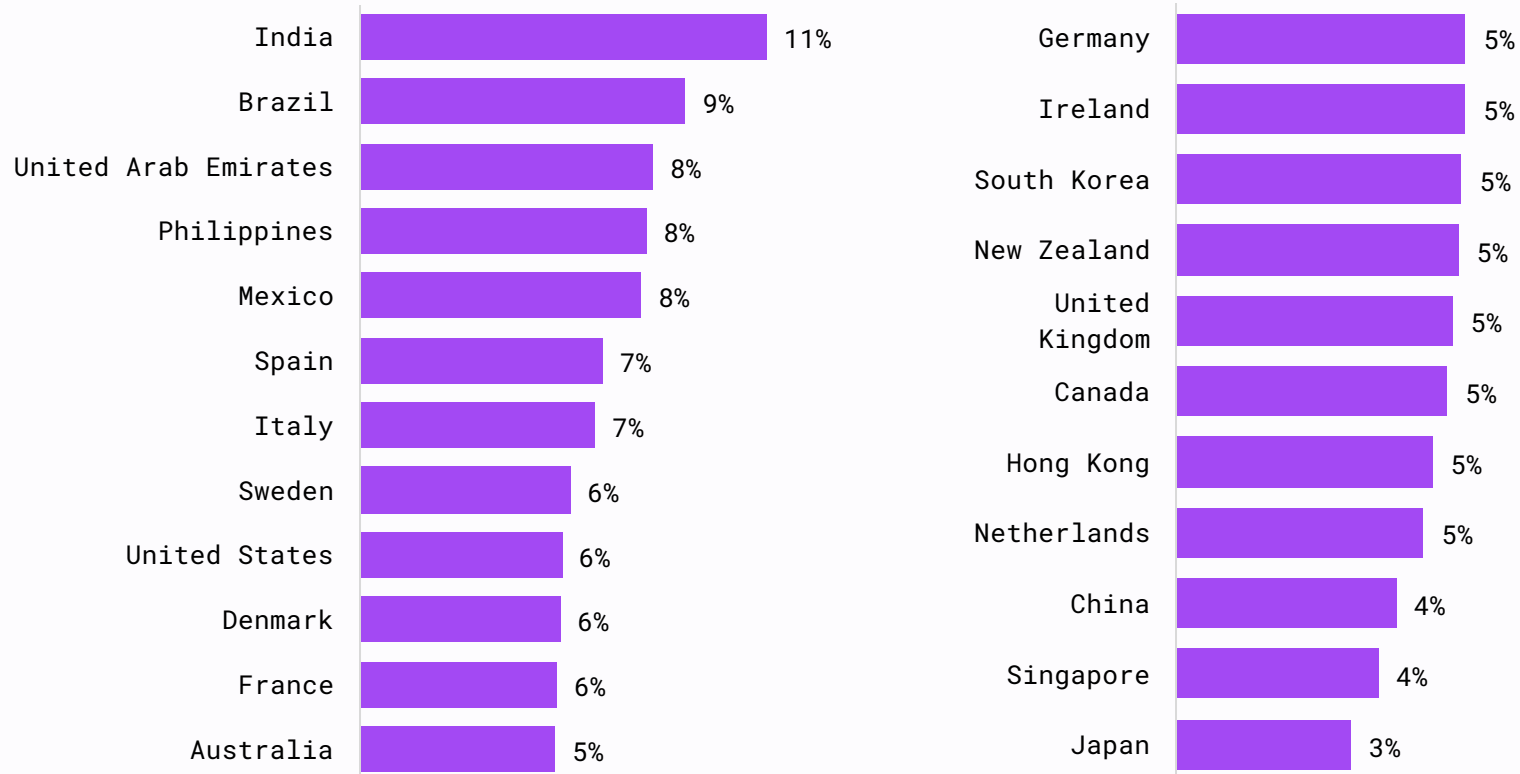
[xminstitute.com](https://www.xminstitute.com)

Copyright © 2024 Qualtrics®. All rights reserved.

# Sales at Risk due to Bad Experiences by Country

## Sales-at-Risk Index

(% reporting a bad experience x % who stopped or decreased spending after a bad experience)



Base: 23,730 consumers across 23 countries

Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

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

Copyright © 2024 Qualtrics®. All rights reserved.

# Behind Bad Experiences by Country

*When you think back to your recent poor experience, which of the following made this experience bad?*

Highest rate

(Select all that apply)

	Product Quality/ Failure	Service Delivery Issues	Post-Purchase Support	Communication Problems	Pricing Concerns	Employee Interactions	None of the above
Australia	35%	44%	16%	46%	39%	35%	1%
Brazil	42%	40%	25%	52%	35%	29%	3%
Canada	28%	40%	16%	43%	37%	40%	3%
China	28%	42%	22%	47%	34%	42%	2%
Denmark	30%	38%	18%	38%	36%	36%	3%
France	33%	32%	24%	39%	35%	31%	4%
Germany	22%	50%	13%	45%	29%	34%	4%
Hong Kong	31%	31%	23%	43%	37%	41%	1%
India	53%	61%	42%	61%	60%	59%	1%
Ireland	31%	40%	14%	46%	36%	34%	3%
Italy	25%	43%	17%	49%	26%	32%	5%
Japan	16%	36%	13%	7%	19%	54%	8%
Mexico	39%	50%	22%	41%	24%	37%	2%
Netherlands	26%	45%	13%	40%	25%	30%	4%
New Zealand	28%	40%	17%	48%	36%	38%	4%
Philippines	40%	49%	15%	44%	29%	43%	2%
Singapore	33%	42%	19%	43%	39%	37%	2%
South Korea	27%	50%	10%	34%	29%	34%	2%
Spain	26%	54%	14%	35%	28%	25%	3%
Sweden	37%	45%	17%	43%	27%	35%	3%
United Arab Emirates	38%	49%	27%	46%	45%	40%	2%
United Kingdom	33%	45%	14%	43%	31%	33%	4%
United States	40%	41%	22%	49%	43%	43%	3%

Base: 23,730 consumers across 23 countries

Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

# Bad Experiences by Country and Industry (Part 1)

## Consumers who have recently had a very poor experience by industry

	Fast Food		Department Store		
	Restaurant	Online Retailer	Electronics	Maker	Supermarket
Australia	12%	6%	N/A		4%
Brazil	9%	5%	10%		5%
Canada	10%	4%	N/A		2%
China	7%	14%	7%		4%
Denmark	8%	7%	9%		4%
France	8%	8%	N/A		3%
Germany	7%	4%	N/A		4%
Hong Kong	12%	N/A	3%		4%
India	24%	23%	27%		22%
Ireland	11%	5%	N/A		4%
Italy	6%	3%	5%		3%
Japan	5%	8%	N/A		5%
Mexico	7%	13%	N/A		4%
Netherlands	12%	7%	N/A		4%
New Zealand	11%	5%	N/A		6%
Philippines	10%	15%	N/A		4%
Singapore	8%	8%	6%		3%
South Korea	6%	10%	N/A		4%
Spain	8%	3%	N/A		2%
Sweden	11%	7%	9%		5%
United Arab Emirates	21%	19%	13%		13%
United Kingdom	12%	7%	N/A		4%
United States	13%	8%	N/A		5%

□ Lowest rate

□ Highest rate

Base: 23,730 consumers across 23 countries

Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

xminstitute.com

Copyright © 2024 Qualtrics®. All rights reserved.

# Bad Experiences by Country and Industry (Part 2)

Consumers who have recently had a very poor experience by industry

□ Lowest rate

□ Highest rate

	Bank	Credit Card Provider	Mobile Phone Provider	Internet Service Provider	Streaming Service
Australia	11%	13%	14%	18%	4%
Brazil	14%	18%	24%	22%	3%
Canada	8%	8%	11%	17%	3%
China	11%	15%	17%	8%	5%
Denmark	9%	18%	11%	15%	5%
France	9%	N/A	21%	22%	3%
Germany	10%	11%	14%	13%	3%
Hong Kong	8%	8%	N/A	8%	N/A
India	33%	53%	32%	26%	13%
Ireland	10%	9%	12%	21%	4%
Italy	14%	8%	19%	18%	3%
Japan	7%	6%	11%	6%	2%
Mexico	14%	19%	12%	19%	6%
Netherlands	8%	7%	12%	15%	4%
New Zealand	8%	8%	9%	13%	3%
Philippines	9%	18%	8%	34%	7%
Singapore	6%	7%	10%	13%	2%
South Korea	7%	9%	12%	9%	2%
Spain	15%	16%	16%	15%	3%
Sweden	11%	10%	14%	14%	5%
United Arab Emirates	18%	20%	16%	19%	10%
United Kingdom	4%	7%	11%	16%	3%
United States	6%	14%	15%	15%	5%

Base: 23,730 consumers across 23 countries

Source: Qualtrics XM Institute Q3 2024 Global Consumer Study



# Bad Experiences by Country and Industry (Part 3)

## Consumers who have recently had a very poor experience by industry

□ Lowest rate

□ Highest rate

	Airline	Hotel	Auto Dealer	Parcel Delivery Service	Property Insurer
Australia	10%	8%	11%	10%	N/A
Brazil	14%	9%	11%	8%	N/A
Canada	16%	13%	14%	11%	11%
China	10%	11%	11%	9%	9%
Denmark	13%	8%	15%	12%	N/A
France	11%	4%	10%	15%	N/A
Germany	13%	8%	7%	17%	13%
Hong Kong	6%	13%	N/A	N/A	2%
India	19%	31%	37%	19%	64%
Ireland	14%	10%	N/A	10%	N/A
Italy	9%	5%	12%	11%	16%
Japan	1%	6%	8%	8%	7%
Mexico	13%	7%	N/A	12%	N/A
Netherlands	13%	6%	13%	25%	N/A
New Zealand	9%	N/A	N/A	9%	N/A
Philippines	N/A	7%	N/A	17%	N/A
Singapore	8%	10%	4%	14%	7%
South Korea	12%	11%	N/A	11%	21%
Spain	10%	9%	N/A	13%	15%
Sweden	12%	10%	14%	14%	9%
United Arab Emirates	15%	14%	20%	N/A	11%
United Kingdom	11%	7%	N/A	16%	12%
United States	17%	15%	19%	13%	14%

Base: 23,730 consumers across 23 countries

Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

xminstitute.com

Copyright © 2024 Qualtrics®. All rights reserved.

# Bad Experiences by Country and Industry (Part 4)

## Consumers who have recently had a very poor experience by industry

□ Lowest rate

□ Highest rate

	College/ University	Government Agency	Public Utility Provider	Health Insurer	Hospital/ Med Clinic
Australia	10%	20%	14%	8%	10%
Brazil	17%	36%	19%	24%	20%
Canada	13%	23%	6%	14%	12%
China	8%	12%	7%	12%	17%
Denmark	14%	15%	9%	9%	8%
France	N/A	N/A	15%	11%	13%
Germany	N/A	N/A	11%	12%	14%
Hong Kong	N/A	9%	9%	4%	N/A
India	30%	47%	21%	42%	21%
Ireland	N/A	17%	16%	13%	14%
Italy	14%	25%	22%	12%	16%
Japan	N/A	N/A	5%	N/A	10%
Mexico	10%	39%	15%	14%	26%
Netherlands	16%	16%	9%	11%	8%
New Zealand	N/A	24%	12%	N/A	18%
Philippines	15%	33%	15%	11%	19%
Singapore	6%	8%	3%	4%	9%
South Korea	N/A	22%	7%	16%	13%
Spain	12%	22%	11%	9%	12%
Sweden	8%	22%	9%	18%	12%
United Arab Emirates	17%	12%	9%	22%	14%
United Kingdom	11%	22%	16%	N/A	16%
United States	13%	27%	13%	15%	12%

Base: 23,730 consumers across 23 countries

Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

xminstitute.com

Copyright © 2024 Qualtrics®. All rights reserved.

## DATA CALCULATION

Data was only reported on and analyzed from industries with a sample size of 100+ in each country – otherwise reported as N/A. Consumers responded only about experiences with industries they had an interaction with in the previous 90 days.

Year-over-year calculations were performed using data only from the 20 countries from which we collected data in both 2023 and 2024. Year-over-year calculations were not conducted including Hong Kong (China) due to small sample sizes.

Poor experience percentages were calculated by dividing the total number of poor experiences reported in each industry or country by the total number of experiences reported in each respective industry or country.

Cut spending calculations were performing by dividing the number of poor experiences after which consumers either decreased or stopped spending by the total number of poor experiences reported in each industry/country.

*Behind bad experiences* causes were calculated by dividing the number of times consumers cited each problem as a cause of their bad experience by the total number of very poor experiences reported in each industry/country.

All Overall numbers are an aggregate across all countries and industries.

### AUTHORS

Isabelle Zdatny, XMP – Head of Thought Leadership, Qualtrics XM Institute  
Talia Quaadgras – Research Program Manager

### PUBLICATION DATE

October 2024