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## **Survey First to Quantify Global Customer Complaints**

### **23 Country Survey Shows 4 in 10 (38%) Consumers Complained About Product or Service in Past Year**

### **Canada (44%) and United States (44%) in Top 10 of World Consumer Complainant Nations**

**Toronto, Canada** – A new global poll issued today by Ipsos Reid for *Complaints Are Us Inc.* indicates that four in ten (38%) people surveyed in 23 nations have complained about a product or service in the past year.

The survey of over 23,000 respondents from nations representing 75% of the world's GDP is the first to quantify consumer complaints on a global scale.

Residents of the Canada (44%) tied with those in the United States (44%) in making complaints about products and services in the past year—putting them in the top ten of the consumer complainant nations.

Jane Steele Moore, *Chief Complaints Officer of Complaints Are Us Inc.* indicated that “Canadians won't tolerate bad products and service anymore. Yes, we're known for being polite, but we've learned that we can get results if we complain.”

The survey, conducted by Ipsos—the world's second largest market and opinion research company—found that people most likely to have made a complaint in the past year are from Brazil (65%) and those least likely to have made a complaint are from Japan (17%).

Of the 23 countries surveyed, the top 10 consumer complainant nations are: Brazil (65%), Mexico (56%), Argentina (49%), India (47%), The Czech Republic

(47%), Spain (46%), Great Britain (45%), United States (44%), Canada (44%) and Australia (40%).

Regionally, those countries surveyed in Latin America (LATAM) are most likely to have made a complaint in the past year (57%), and those least likely to have made a complaint are from Asian and Pacific (APAC) countries surveyed (30%).

*Results by country:*

<b>Total</b>	<b>38%</b>
<b>Brazil</b>	<b>65%</b>
<b>Mexico</b>	<b>56%</b>
<b>Argentina</b>	<b>49%</b>
<b>India</b>	<b>47%</b>
<b>Czech Republic</b>	<b>47%</b>
<b>Spain</b>	<b>46%</b>
<b>Great Britain</b>	<b>45%</b>
<b>United States</b>	<b>44%</b>
<b>Canada</b>	<b>44%</b>
<b>Australia</b>	<b>40%</b>
<b>Italy</b>	<b>39%</b>
<b>France</b>	<b>38%</b>
<b>Sweden</b>	<b>36%</b>
<b>Netherlands</b>	<b>35%</b>
<b>Germany</b>	<b>34%</b>
<b>China</b>	<b>32%</b>
<b>South Korea</b>	<b>32%</b>

<b>Belgium</b>	<b>29%</b>
<b>Poland</b>	<b>26%</b>
<b>Hungary</b>	<b>25%</b>
<b>Turkey</b>	<b>22%</b>
<b>Russia</b>	<b>18%</b>
<b>Japan</b>	<b>17%</b>

*Results by region:*

<b>Total</b>	<b>38%</b>
<b>LATAM:</b>	<b>57%</b>
<b>Canada/US</b>	<b>44%</b>
<b>BRIC</b>	<b>40%</b>
<b>Europe</b>	<b>36%</b>
<b>G-8 Countries</b>	<b>35%</b>
<b>APAC</b>	<b>30%</b>

These are the findings of an Ipsos poll conducted on behalf of Complaints Are Us Inc. The field window was April 14 to May 7, 2009. A total of 1,000 interviews were conducted in each of 23 countries across the Ipsos global online panel access network and balanced by age, gender, city population, and education levels, with minor added weights applied. The margin of error per country is +/- 3.1, 19 times out of 20. The countries where surveys took place represent 75% of world's GDP and included the United States, Canada, Brazil, Mexico, Argentina, South Korea, China, Japan, Australia, Russia, Hungary, India, Czech Republic, Poland, Turkey, Sweden, Netherlands, Belgium, Germany, France, Italy, Spain,

and Great Britain. The question was: “Which of the following things, if any, have you personally done in the last year? Made a complaint about a company's product or service in the past year?”

*Complaints Are Us Inc.* [[www.complaintsareus.ca](http://www.complaintsareus.ca)] is a Canadian based complaints concierge service that acts on behalf of consumers to attain satisfaction and works with vendors and companies to improve their customer relations and retention.

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