

THE Hatrix

OFFSTAGE HATERS

2.84 offstage complaints per year



25-34-year-olds who have complained offstage



55-64-year-olds who have complained offstage



Use social media

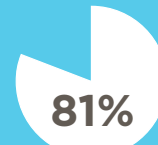


Own a smartphone



ONSTAGE HATERS

3.51 onstage complaints per year



25-34-year-olds who have complained onstage



55-64-year-olds who have complained onstage



Use social media



Own a smartphone



91%

89%

Expect Reply

42%

53%

47%

From Answered Complaint

10%

8%

Boost In Advocacy

20%

16%

25%

From Unanswered Complaint

-51%

-56%

Decline In Advocacy

-43%

-37%

-38%



Social Media

Review Sites

Boards/Forums

Onstage Complaints by Venue

29%

55%

16%

Edison Research and Jay Baer, 2015

Visit HugYourHaters.com for more playbooks, courses, worksheets, and examples.