

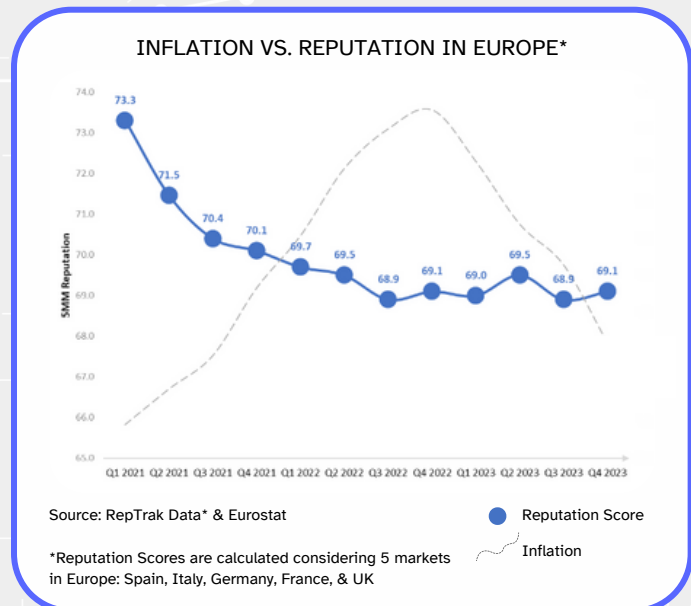
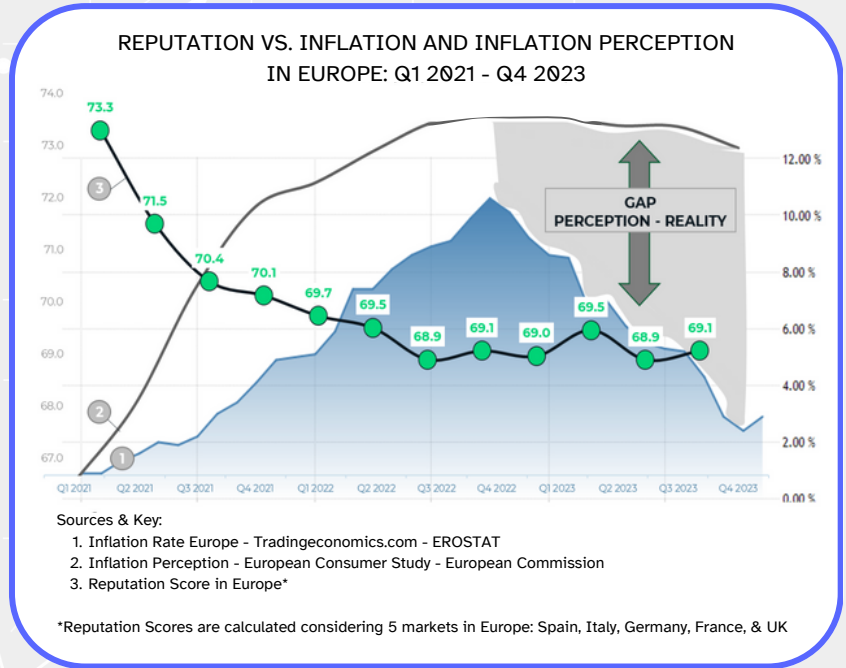
PRICEY PERCEPTIONS

Inflation Perception in 5 European Markets

Inflation has impacted economies across Europe and consumers are feeling the resulting financial squeeze. From rent to eggs, prices are up across sectors. As essential commodities become more expensive, the public's *perception* of inflation has significantly impacted the state of corporate reputation. RepTrak is here to show you how rising consumer costs are costing companies.

Where inflation addresses increasing costs, inflation perception addresses how the public *perceives* the impact of inflation on their lives. It plays an equally critical role in shaping the opinions and judgments stakeholders make on organizations. Despite a decrease in inflation from Q4 2022 to Q4 2023, the perceived impact of inflation on everyday lives remained alarmingly high — above 12% over 2023.

Reputation is more than just an abstract concept; it is a publicly developed opinion that evolves with economic fluctuations and societal movements. Stakeholders expect organizations to respond and take a stand during these changing times. Data from RepTrak revealed a striking inverse correlation between inflation rates and Reputation Scores, highlighting the adverse effects of rising inflation on corporate reputation. The added disparity between actual inflation rates and inflation perception underscores the importance of addressing public concerns proactively to safeguard your company's reputation.



The correlations between Europe's Reputation Scores, inflation, and inflation perception emphasize the necessity for companies to anticipate economic shifts and enhance their reputation management strategies ahead of potential challenges. Keeping the public well-informed about your actions can alleviate their concerns about inflation, thereby strengthening their trust and confidence in your organization. RepTrak specializes in monitoring the effects of economic trends on corporate reputation. We provide the comprehensive insights companies need to effectively manage a well-rounded reputation no matter the economic environment — so changing perceptions don't get pricey for companies.