



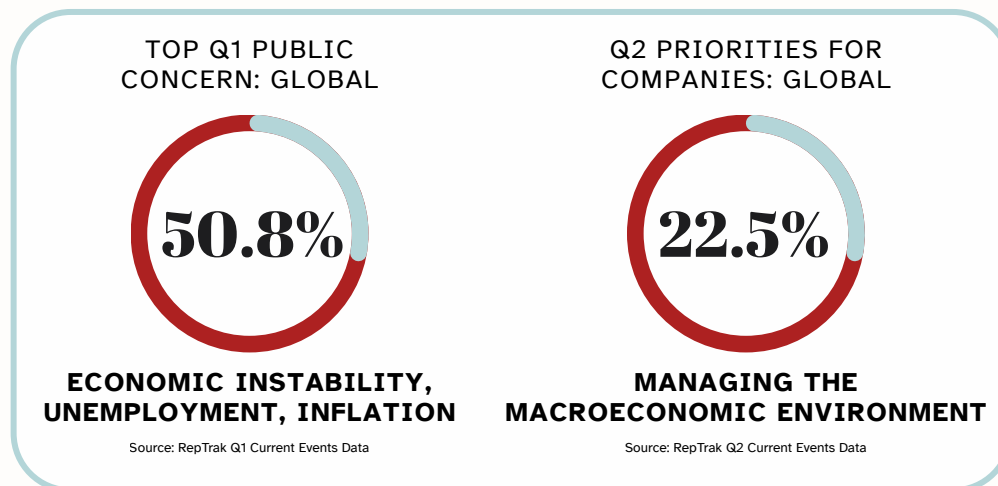
Q2 REPUTATION TRENDS

The new corporate balancing act

What companies are expected to deliver

At RepTrak, we're dedicated to keeping tabs on current corporate reputation trends, so you can focus on meeting demands accordingly. Stakeholder expectations can shift quickly, but our Q2 data tells us that while public *concerns* remain similar to Q1, consumers are reframing how they're asking that companies prioritize *actions*.

In Q1, economic instability was the #1 public concern. But in Q2, when asked what companies should prioritize, "managing the macroeconomic environment" was the second to last preference — ranked 9th out of 10. Instead, people want companies to lean into the areas where they can have the most direct impact. They're looking for tangible, people-focused action.



This data tells us that stakeholders expect visible, meaningful action in areas that companies *can* control.

Q2 priorities for companies are tightly clustered, with 5 issues each named by roughly 1:3 people worldwide. This balance signals that stakeholders value a multi-issue approach over a single, dominant priority.

People aren't asking companies to solve economic instability — they're asking them to show up. When companies align their actions with these closely ranked priorities, they reinforce trust, strengthen stakeholder relationships, and position themselves as steady, responsible leaders — even in uncertain times.

