



RepTrak™

# 2022 TECH REPUTATION REPORT



COLLECT THESE 6  
QUICK-SLIDE COINS AND  
WIN THE TECH-REP GAME.



# REPUTATION IS DOWN WORLDWIDE - AND TECH IS NO EXCEPTION.

TECHNOLOGY HARDWARE & EQUIPMENT

Reputation Score

70.9

Strong

▼ 1.6 since 2021

SOFTWARE & SERVICES

Reputation Score

72.3

Strong

▼ 1.1 since 2021

MEDIA & ENTERTAINMENT TECHNOLOGY

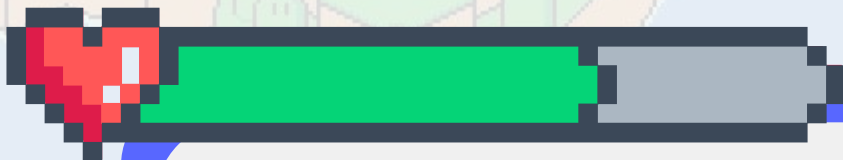
Reputation Score

65.4

Average

▼ 0.5 since 2021

U.S. Reputation Scores, 2022 Q1 & Q2



Historical RepTrak data warns that a  
1-point drop often results in a 4-5%  
drop in support.



## TECH ISN'T OFF THE HOOK.

Tech tends to fare better than other industries YoY, but this worldwide reputation decrease shows the public is looking for a hero in the organizations it supports.



### LEVEL UP

RepTrak's Reputation Scores tend to fluctuate with the ebb and flow of the traditional stock market.

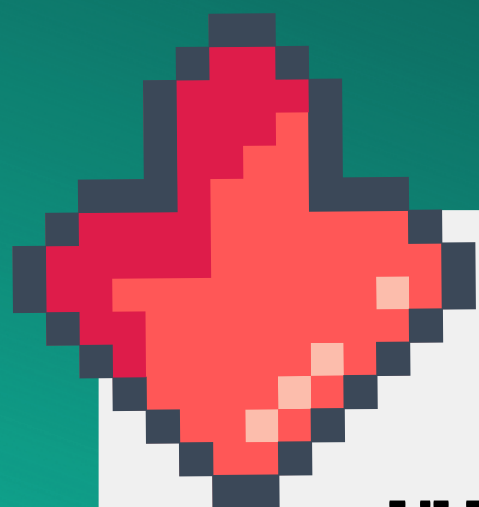




TECH

VS

THE GREAT  
RESIGNATION



Workplace Scores saw a drastic decreases across Tech industries as organizations come under more scrutiny to both jobseekers and consumers.

2022 Q1 & Q2 Workplace Drivers Scores

Technology Hardware  
& Equipment

67.2 ▼1.5

Software &  
Services

66.9 ▼2.6

Media &  
Entertainment  
Technology

61.9 ▼2.0



# BIG-NAME LEADERS, LOW-SCORING GAME.

With such contrast between billionaire CEOs and the overwhelming population of Tech's independent contractors, these Driver Factor decreases shouldn't be ignored.

## Technology Hardware & Equipment

2022 Q1 & Q2 Reputation Driver Factors

FACTORS	SCORE	CHANGE
Rewards employees fairly	65.7	▼2.1
Strong & appealing leader	67.3	▼2.0
Supports good causes	66.1	▼2.0
Excellent managers	66.8	▼1.9
Positive influence on society	68.9	▼1.8



COMPANIES WITH OUTSPOKEN CEOs ACROSS SOCIAL JUSTICE, ENVIRONMENTAL, AND POLITICAL ISSUES HAVE HIGHER AVERAGE REPUTATION SCORES.





# TECH ESG IS DOWN...

...BUT ESG'S IMPORTANCE ISN'T GOING ANYWHERE.

## REPUTATION

.86 statistical  
correlation ( $R^2$ )  
between ESG  
Scores and  
Reputation

## TALENT ACQUISITION

.66 statistical  
correlation ( $R^2$ )  
between ESG  
Scores and Talent  
Acquisition

## PURCHASE INTENT

.78 statistical  
correlation ( $R^2$ )  
between ESG  
Scores and  
*"Willingness to Buy"*

## RECOMMEND

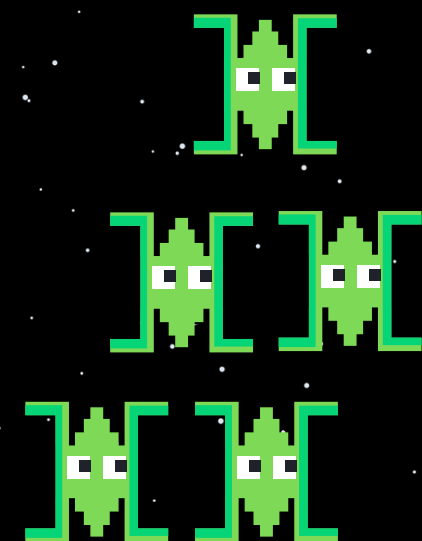
.83 statistical  
correlation ( $R^2$ )  
between ESG Scores  
and *"Recommend  
Products"*

## TRUST

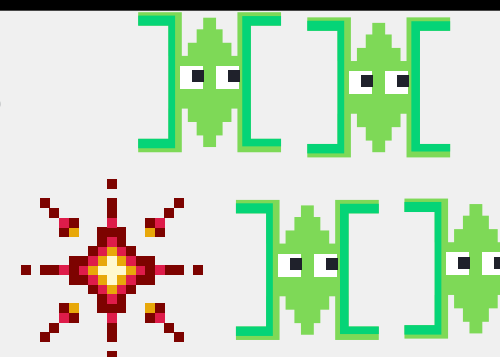
.85 statistical  
correlation ( $R^2$ )  
between ESG  
Scores and Trust  
in a time of crisis



# MEDIA + REPUTATION



How Tech reacted to certain global events quickly impacted their Media Scores. A reminder that communicating your efforts with the public is crucial.



2022 Q1 & Q2 Media Scores

70.6

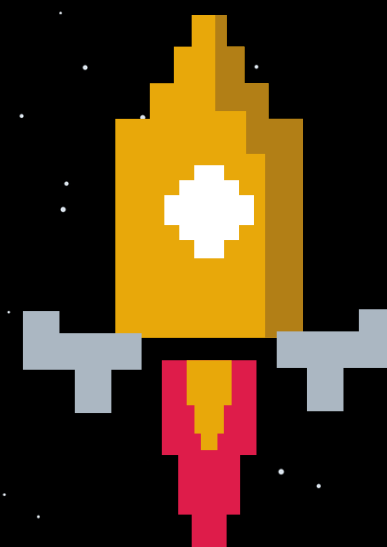
Technology Hardware  
& Equipment

69.4

Software &  
Services

70.6

Media & Entertainment  
Technology



RepTrak™

# WANT TO BE A TOP SCORING PLAYER?



read the full report