



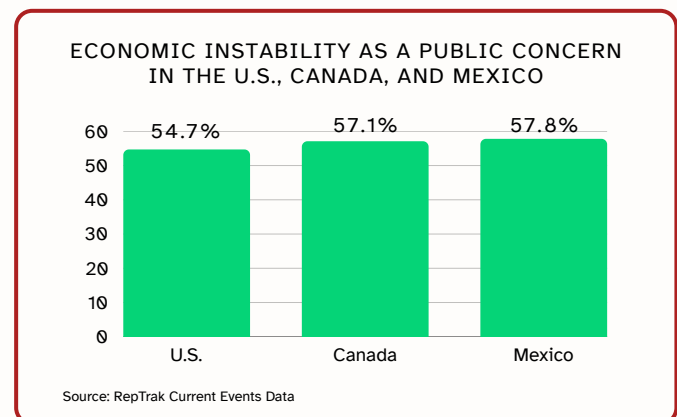
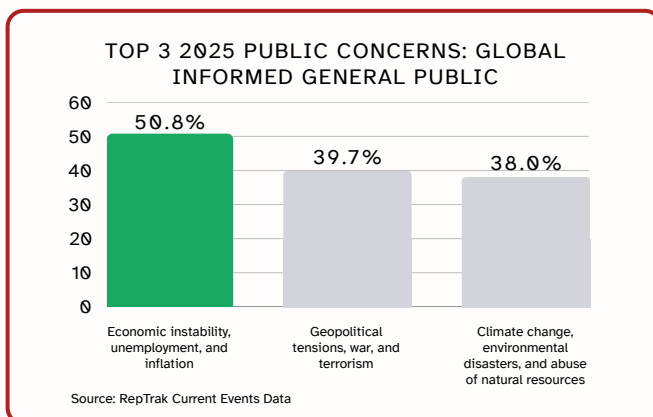
Q1 REPUTATION TRENDS

Economic instability looms

What kind of communication are your stakeholders are craving?

At RepTrak, we understand that corporate reputation is constantly evolving — which is why we measure its pulse in real time. We collect real survey data from key stakeholders across the globe to provide a clear, quantifiable understanding of your organization's reputation. Then, we show you exactly where you stand — empowering you to move assuredly in the right direction.

In Q1, stakeholders across the globe expressed growing concern about economic instability — highlighting the importance for companies to lead with transparency as they communicate with stakeholders. Even before the recent tariffs were introduced, **over 50% of the global public** identified economic instability as their top concern heading into 2025.



Across the United States, Canada, and Mexico, the U.S. shows the least concern about economic instability. U.S. stakeholders are at the source of the disruption, requiring them to acclimate and adjust at a quicker rate. In contrast, those outside the U.S. are more detached — and expressing greater concern about how economic instability will impact their lives.

Stakeholders are increasingly turning to companies for stability, security, and support in times of uncertainty. Differentiate your brand by consistently communicating your efforts around job creation, fair wages, and inflation management — this will demonstrate how your company contributes to broader economic resilience during periods of volatility. Anchor your messaging in a broader narrative of corporate purpose and societal impact to reinforce your commitment. Authenticity is key — when your communications align with your values and actions, you build credibility. When they don't, perceptions can shift just as quickly.

