

Q4 REPUTATION TRENDS

Environmental concerns on the rise

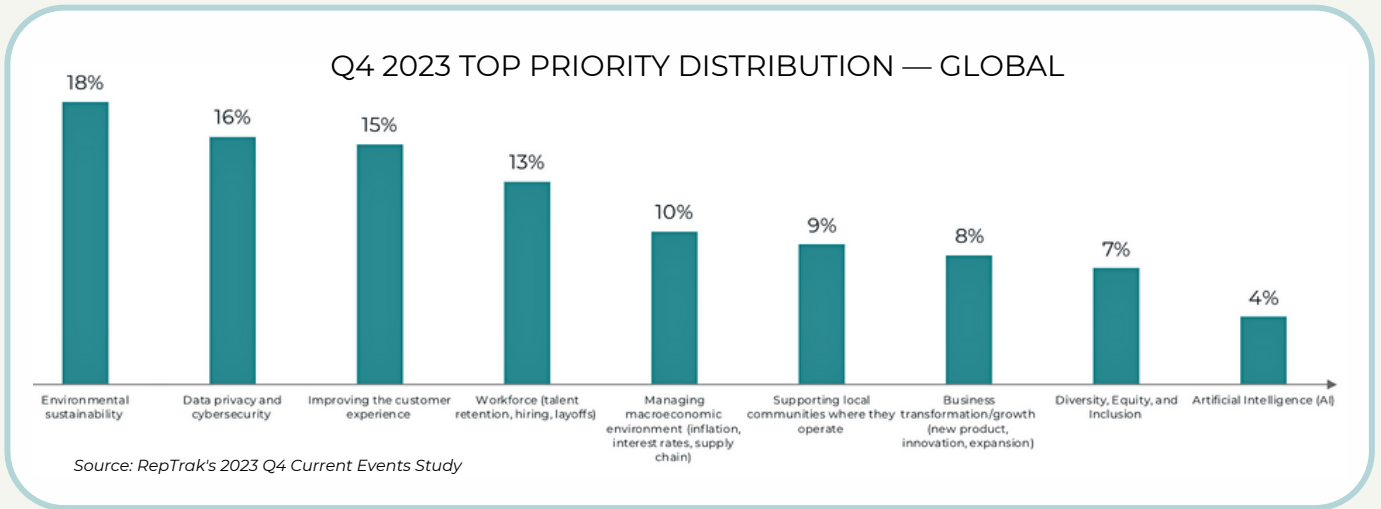
AI anxieties cool and prioritizing sustainability heats up

Corporate reputation is inherently dynamic, and it fluctuates frequently. That’s why RepTrak is dedicated to keeping tabs on current corporate reputation trends. With the world’s most advanced reputation intelligence data, we can see the reputational impacts of current events in near-real time. We’re back with another quarterly update, delivering the data you need to stay ahead of the competition.

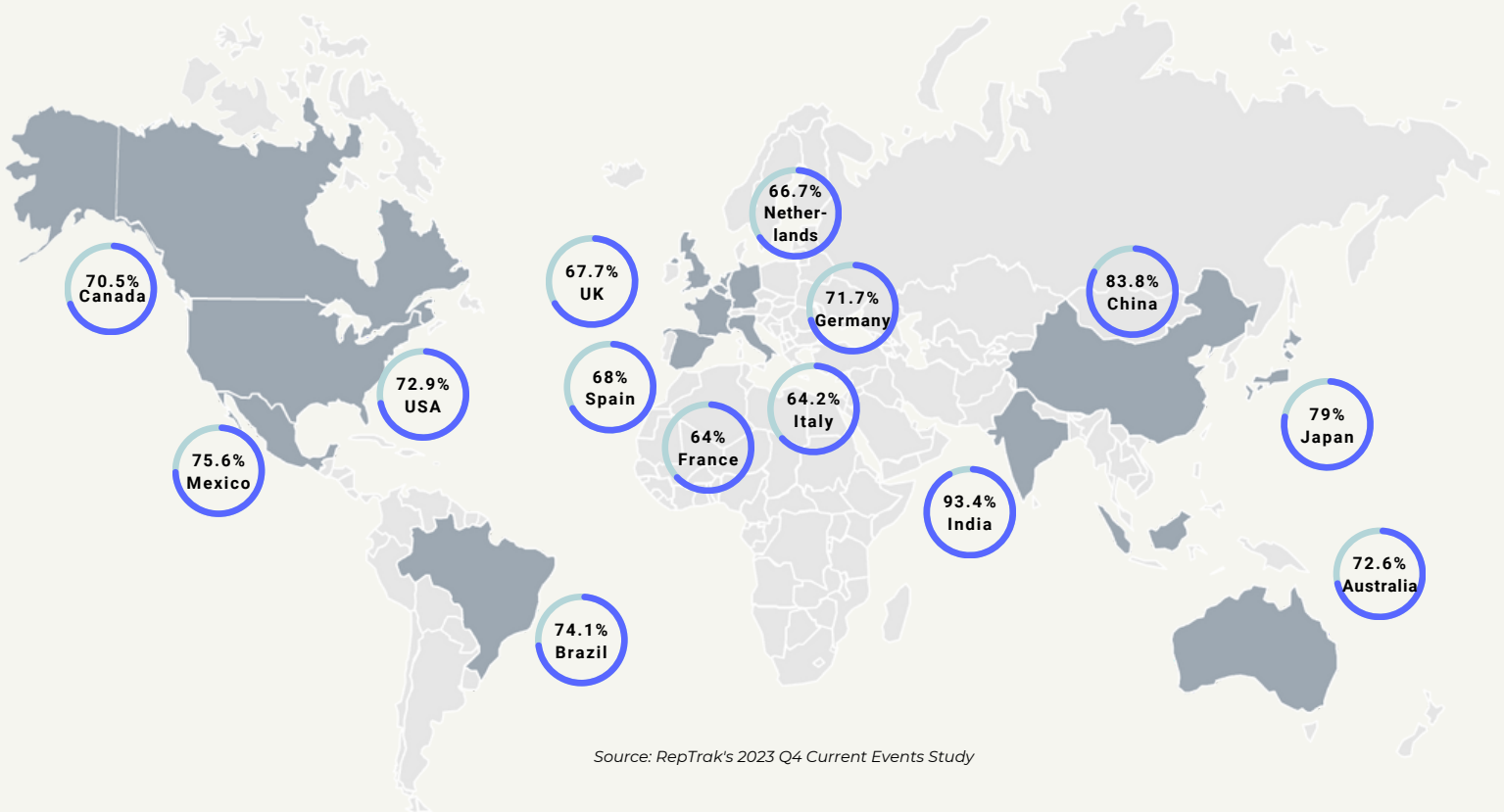
In [Q3 2023, AI took the world by storm](#) – exploding across industries and markets. Companies and had to quickly implement AI in order to keep up, but with that came growing skepticism about where and how it was used. Our Q3 data showed that stakeholders were concerned how AI was (or was not) being regulated, and how it would impact the job market. Though AI has continued to create a lot of buzz in just one quarter, it is not ranking top of mind for most consumers...

Environmental sustainability leads as a global top priority.

Last quarter we asked stakeholders what actions they wanted companies to prioritize during a recession – and environmental concerns came in 6th out of 10. While the economy stabilizes, Q4 data shows a big shift in stakeholder sentiment.



AI holds the lowest priority for companies to address, yet it continues to grow in familiarity around the globe



AI FAMILIARITY – GLOBAL

71.8%

+0.9% QoQ

AI FAMILIARITY – EMEA

67%

+1.6% QoQ

AI familiarity is growing the fastest in EMEA, averaging an increased percentage of **1.6%** since Q3 2023. The Netherlands increased their familiarity the most, by **3.1%**, followed by the U.K. at **3%**.

Managing your corporate reputation is a balancing act. You can’t realistically meet every demand one at a time. Think about how to combine your efforts across the board. Communicate how you’re using AI, but set expectations that it won’t impact your workforce. Be innovative in sustainably making products that won’t break the bank for consumers. When you know where stakeholder concerns meet your business goals, you’ll have reputational success that goes beyond one quarter.