

2022 RepTrak Nasdaq 100 ESG, Ranked*

*This list ranks Nasdaq 100 companies, who reach a familiarity threshold of 14%, based on their RepTrak ESG Scores for the first half of 2022

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

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"

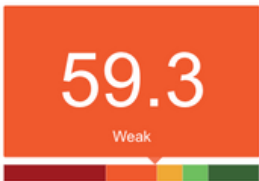
TALENT ACQUISITION
 .66 statistical correlation (R^2) between ESG Scores and Talent Acquisition

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

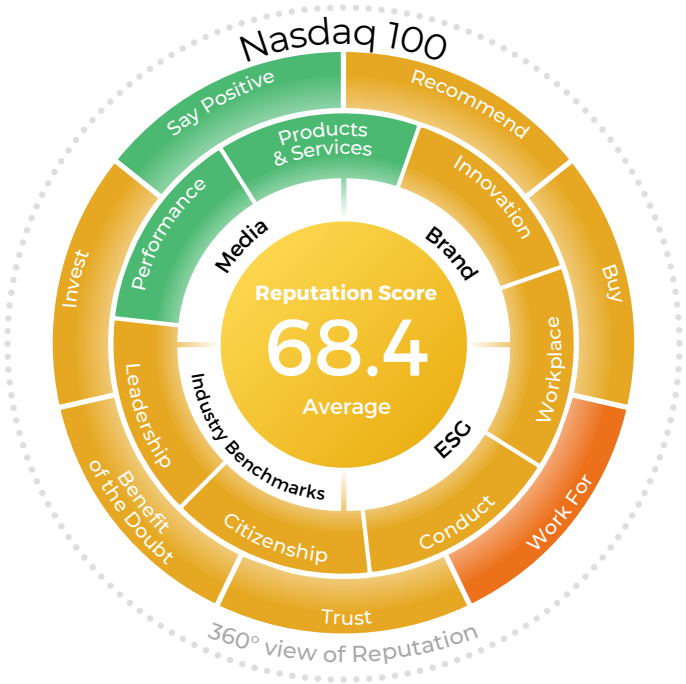
Strong and positive correlation

The Nasdaq 100 has lower overall ESG and Reputation Scores and saw more drastic fluctuations compared to our broader collection of US companies. This could be because the Nasdaq 100 is made up of more recognizable brands, and they could be under more scrutiny and elicit a more intense response.

Other notable decreases include Workplace and Willingness to Work For. Both the Nasdaq 100 and US companies demonstrate Weak Willingness to Work For Scores — an echo of the Great Resignation and notable layoffs.



Nasdaq 100 Willingness to Work For Score Q1 & Q2 2022



Nasdaq 100 ESG Top 10

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