

RepTrak™

RETAIL

Now with even more

DATA

2021

Retail reputation is down.

Here are the quick facts:

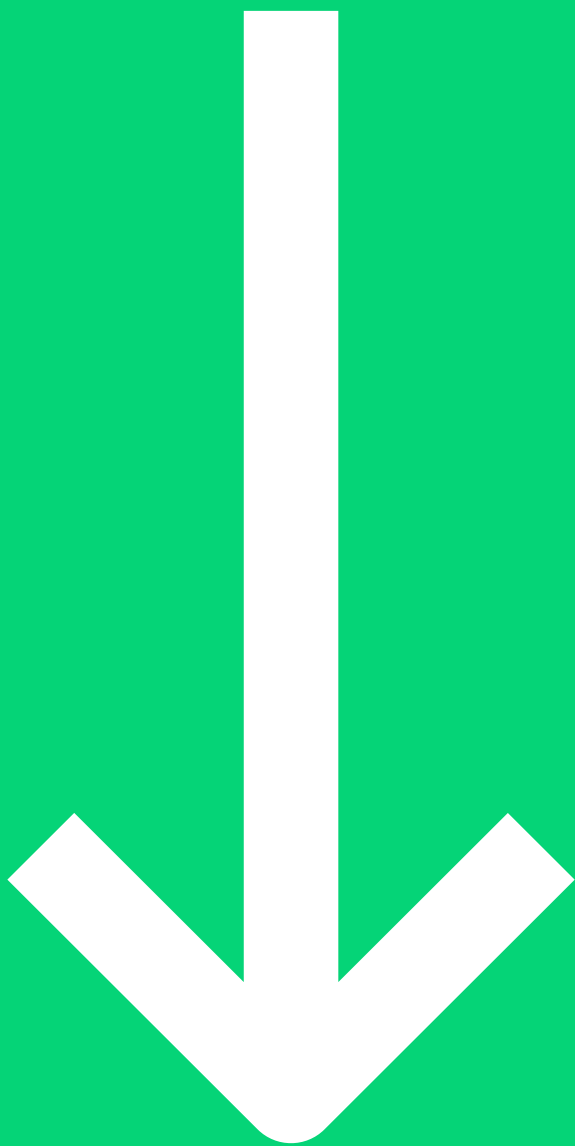


Retail Reputation Score
decreased from a Strong
70.6 in Q1 2021 to an

average

69.1

in Q2 2021





Across Reputation drivers,
Governance saw the biggest
decrease.

Reputation Driver scores Q1 & Q2 2021

Driver	Score Q2 2021	Change v. Q1 2021
Products	72.6	▼ 1.7
Innovation	64.5	▼ 1.4
Workplace	66.1	▼ 1.0
Governance	66.6	▼ 2.0
Citizenship	65.9	▼ 0.8
Leadership	68.4	▼ 0.3
Performance	72.6	▼ 0.6

POOR 0-39

WEAK 40-59

AVERAGE 60-69

STRONG 70-79

EXCELLENT 80+





GOVERNANCE

At RepTrak, we define Governance as
a measure of a company's ethical
behavior, transparency, and fairness.



Governance plays a significant role when

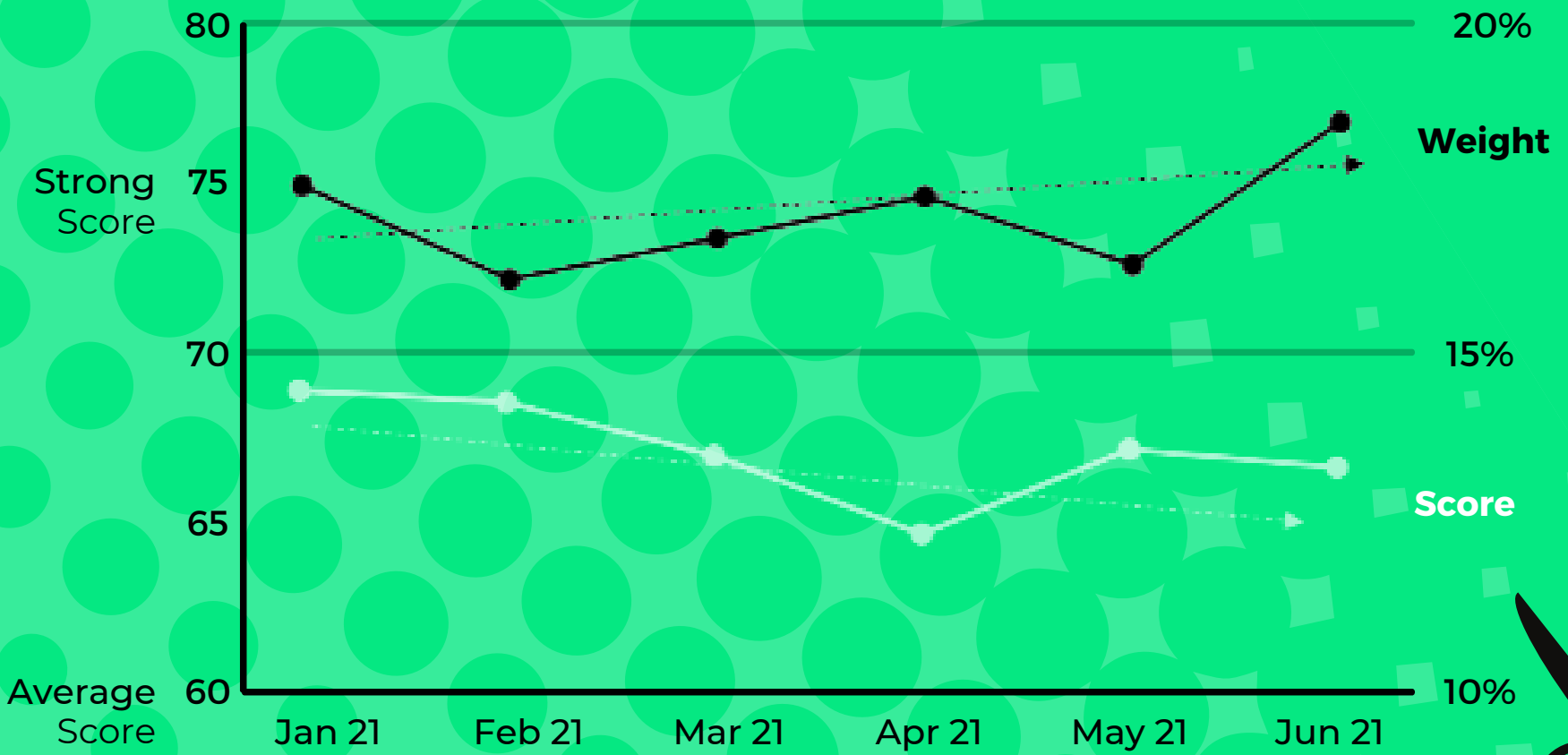
63%

prefer to buy goods and services from companies that “stand for a purpose that reflects their values and beliefs” and will avoid those who do not.



And Governance has become even more important to the public, increasing in weight as it decreases in score.

Retail Governance score & weight over time



So, now what?

- ✓ Read our full report on 2021 Retail Report
- ✓ Perform continuous, ongoing audits to determine if business and social practices are fair
- ✓ Prepare an action plan for addressing major events as they arise
- ✓ Determine which actions align with the nature of your business and its practices
- ✓ Communicate new and continuous efforts and progress
- ✓ Utilize tools like RepTrak's reputation monitoring software to monitor and measure the impact of governance efforts