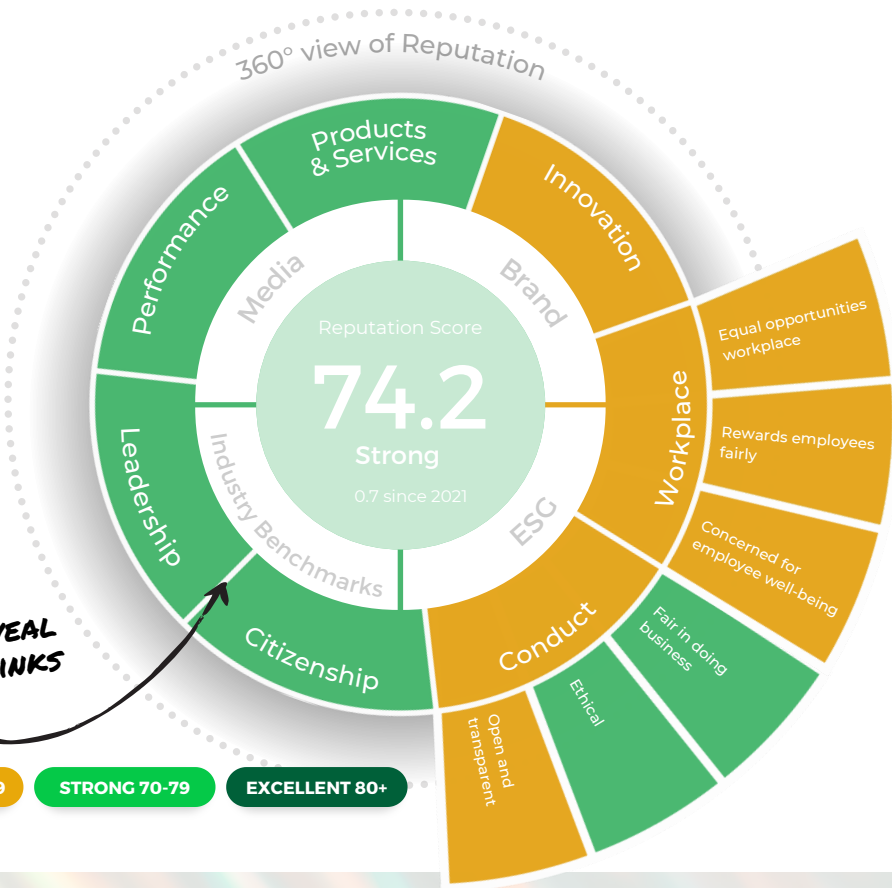


2022 GLOBAL REPTRAK 100 DRIVERS

To conduct the definitive ranking and analysis of corporate reputation for the world’s leading companies, we rely on our everyday reputation analysis tools and share our findings as part of the Global RepTrak 100 Most Reputable Companies.

We're taking a deeper look at Drivers that saw notable changes in 2022: Conduct and Workplace.

REPUTATION DRIVERS REVEAL HOW A STAKEHOLDER THINKS ABOUT A COMPANY.



CONDUCT

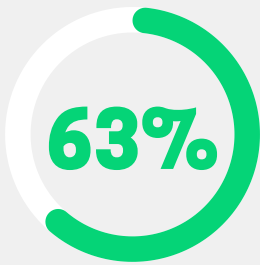
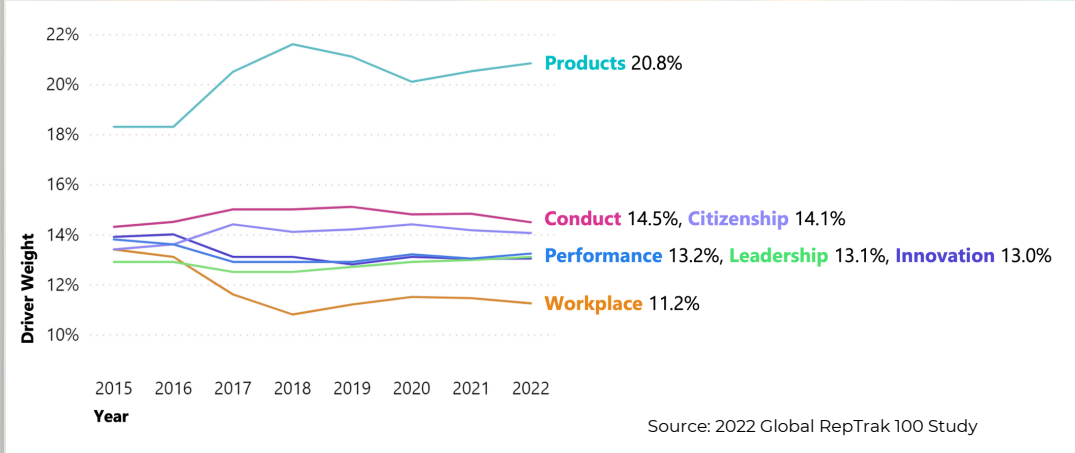
A company's ethics, including fairness, openness, and transparency in its business practices

2022 Global Conduct Score

69.7
▼0.6 since 2021

Operating ethically and transparently is of high priority for consumers, and not only did Conduct experience a significant decrease, but it also moved from the Strong range to Average.

Driver Weight Trends 2015 - 2022



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

Source: Historical RepTrak Data

Cares for employee well-being, fair rewards, and equal opportunities in the workplace

WORKPLACE

2022 Global Workplace Score

The Great Resignation has flipped the old mantra of treating employees as replaceable: every employer is now replaceable — and Workplace Scores reflect that.

68.4
▼1.2 since 2021

2022 Workplace Driver Factors

Workplace Driver Factor	Score	Change
Equal opportunities workplace	69.2	▼1.1
Rewards employees fairly	68.3	▼1.4
Concerned for employee well-being	67.8	▼1.0

Source: 2022 Global RepTrak 100 Study
▲▼ Change, but not statistically significant
▲▼ Statistically significant change

For the full Reputation Driver analysis, the Top 100, and more...

[Read GRT](#)

Business Outcomes 2020 - 2022

