

## Q3 REPUTATION TRENDS

# AI versus the workforce

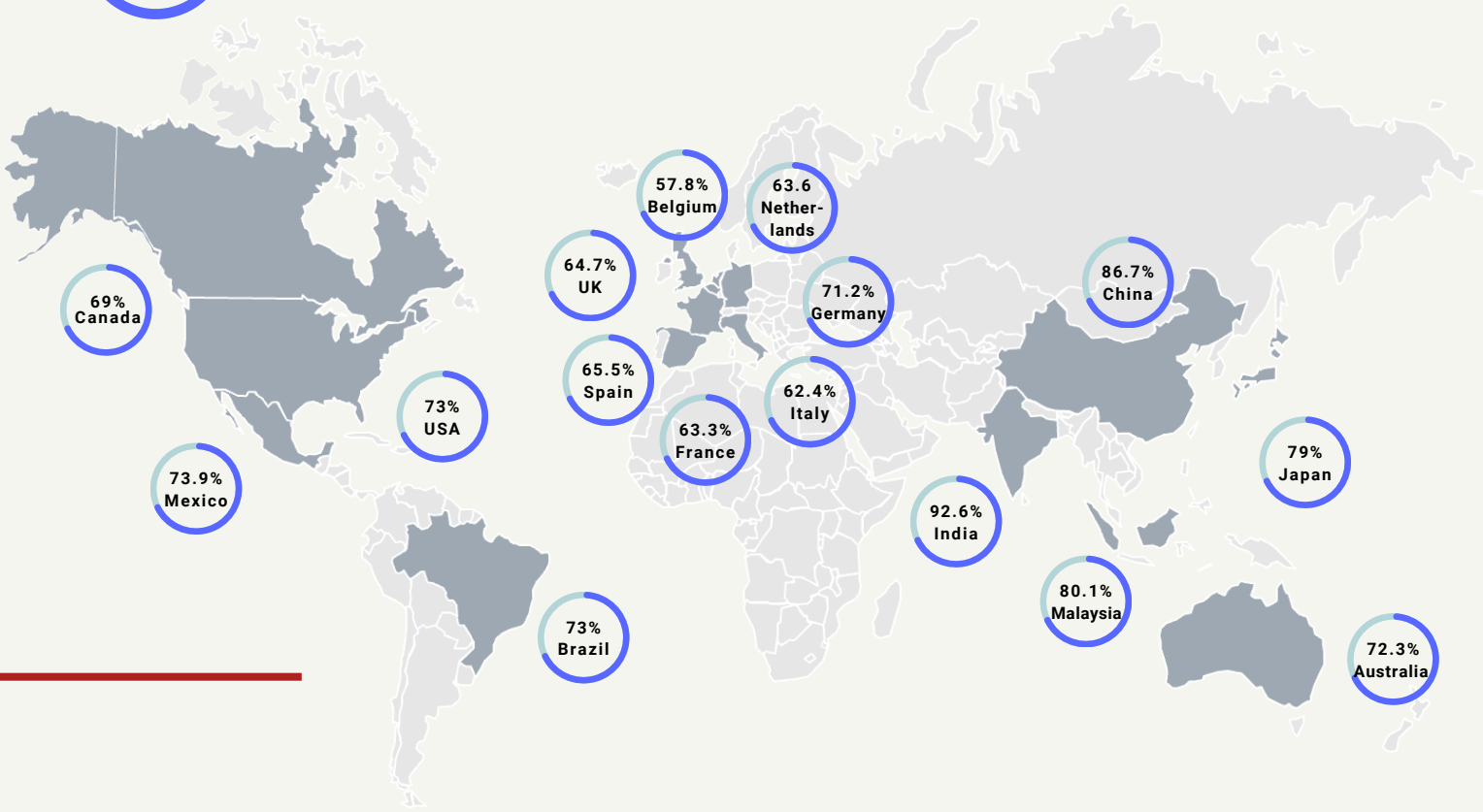
### What's more important for CEO communications?

Corporate reputation is a constantly changing reflection of broader stakeholder sentiment. And in today's economic climate, thoughtfully meeting the public's needs isn't just a good deed, it's a better business practice that requires strategic planning and accurate metrics. At RepTrak, we not only equip our clients with powerful reputation management tools, we also measure current events and concerns as they arise and share them with you – offering valuable foresight to navigate changing tides accordingly and stay ahead of the competition.

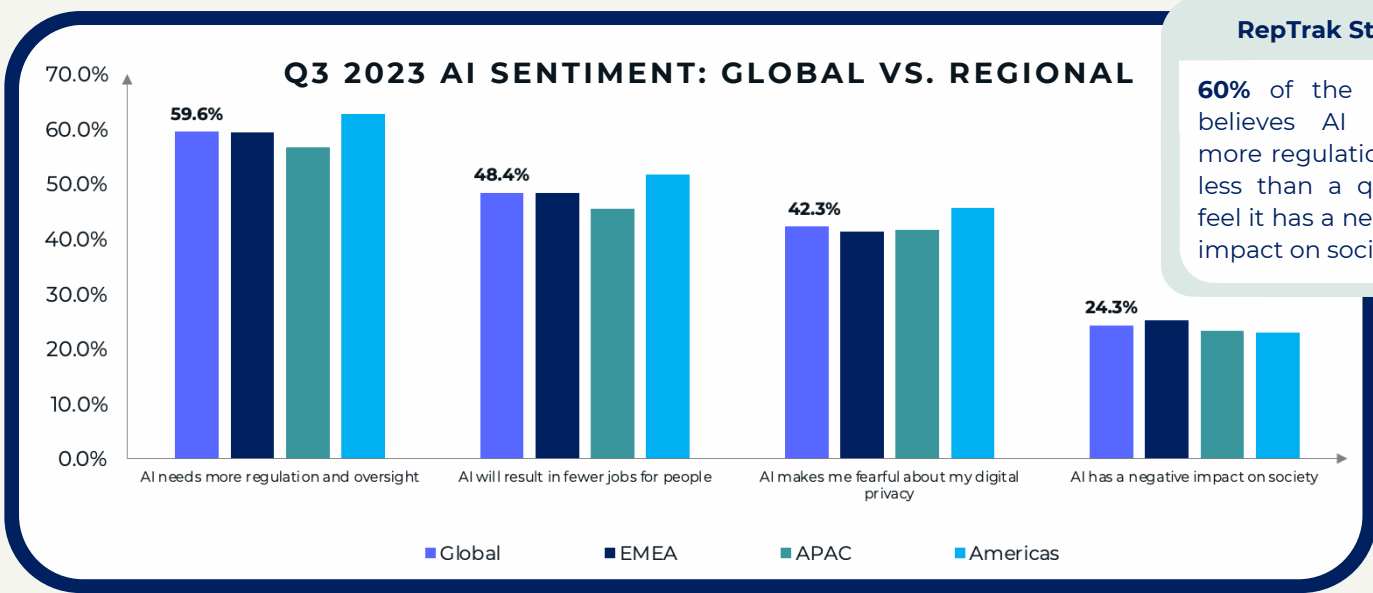
Our Q3 data reveals that stakeholders have held consistent priorities under 2023's iffy recession status. While inflation and layoffs stayed top of mind into the second half of the year, AI has joined this quarter's conversations. With its prevalence spreading, you won't just need to learn AI's capabilities, you'll need to be transparent about how you're using it.

### APAC is the leading region in AI familiarity.

**71%** The global general public has an average familiarity of 70.9% with AI, and APAC is leading in familiarity by region.



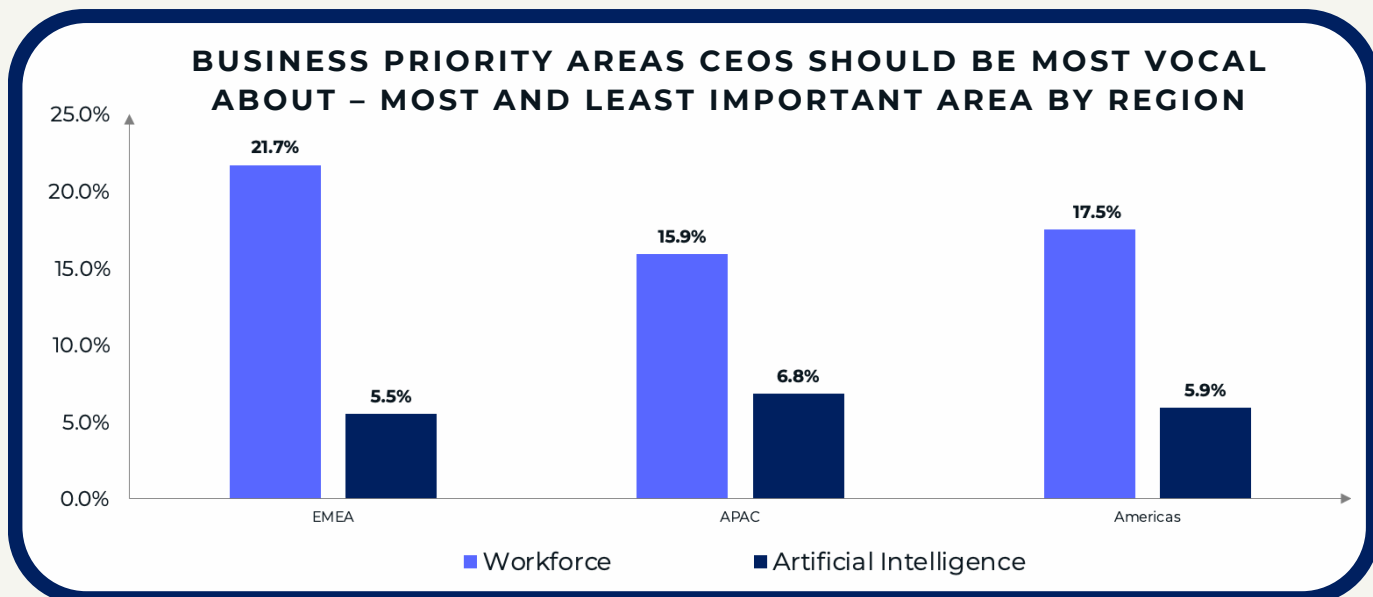
### Corporations need to educate the public on how AI is being used.



#### RepTrak Stat!

60% of the public believes AI needs more regulation, yet less than a quarter feel it has a negative impact on society.

### The public wants CEOs to prioritize the workforce over AI.



AI is growing in familiarity, not favor. Yet, stakeholders' skepticism for these intelligence tools hasn't overridden their concerns on price-hikes and layoffs. Company leaders should communicate more on their workforce and less on AI going into Q4 if they want to start 2024 on the right reputation note.