

## FRESH DATA

# 2023 Q1 U.S. insights hot & ready

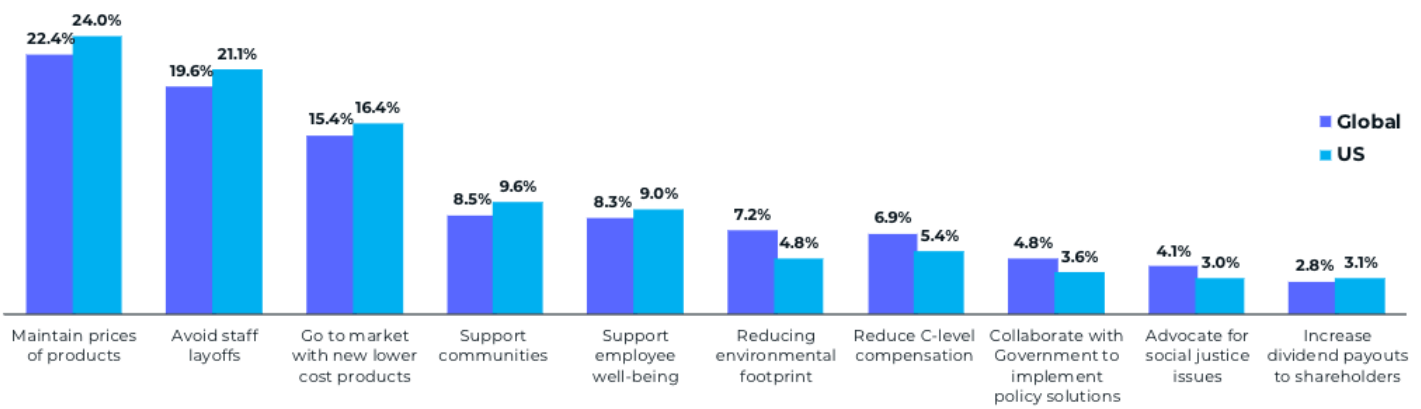
When we say we have the world's largest corporate reputation data base, we mean it. In addition to our ongoing, consistent metrics, we also include current events and concerns as they arise to give the most complete picture of evolving stakeholder needs.

Last week, we gave you the latest in our [global Q1 current events data](#). Now, we present a close up look at what American stakeholders are experiencing in 2023 Q1.



## THE US IS EXPERIENCING HEIGHTENED ANXIETY COMPARED TO THEIR GLOBAL COUNTERPARTS

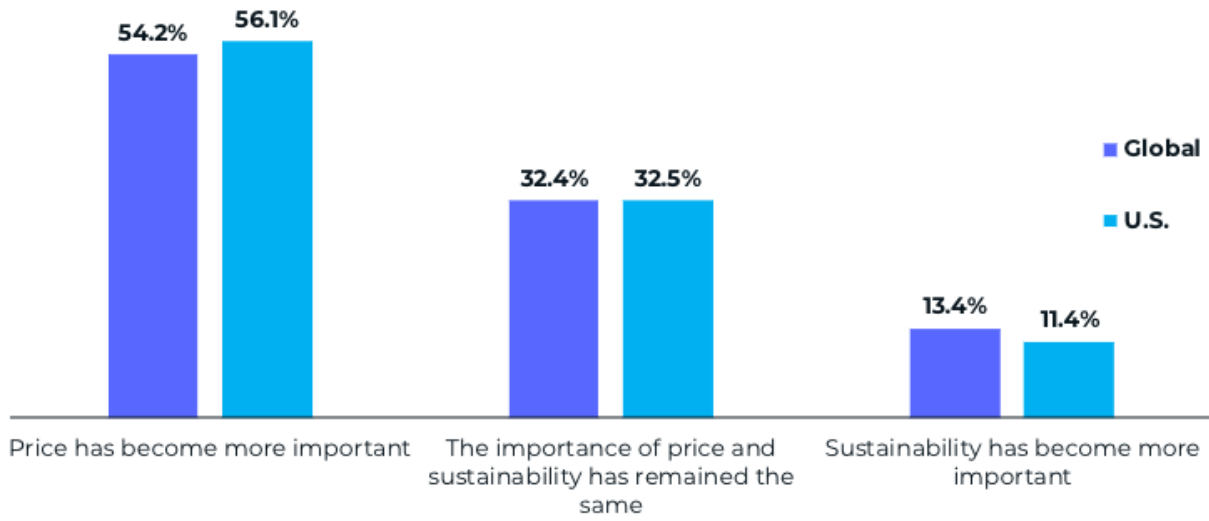
2023 Q1 GLOBAL PRIORITY DISTRIBUTION, GLOBAL V. US



Pricing, layoffs, and inflation are top of mind across the globe, but the US is prioritizing these even more. Fewer social programs could have Americans feeling insecure regarding financial uncertainty.

## PRICING IS A TIPPY TOP PRIORITY IN THE US

2023 Q1 PRICE V. SUSTAINABILITY AS PURCHASE DRIVERS, GLOBAL V. US



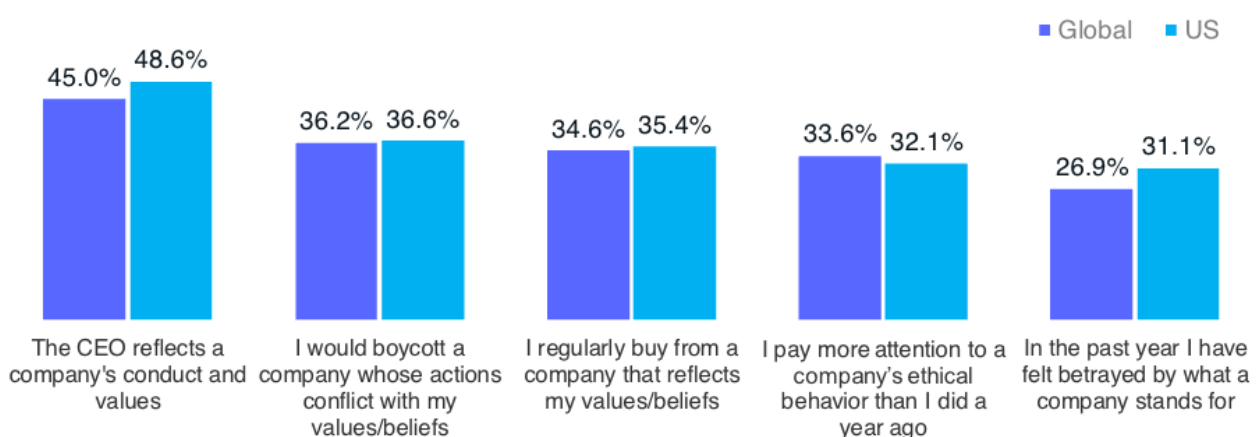
Globally, RepTrak respondents are demonstrating a prioritization of pricing. In the US, even more so. Don't abandon environmental and sustainability efforts, ESG is still a powerful factor in building and maintaining reputation while promoting risk management. Take meaningful pricing action while continuing to promote sustainable practices.



STRONG ESG EFFORTS HAVE A MAJOR CONTRIBUTION TO A HEALTHY REPUTATION

## IN THE US, CEOS FACE MORE SCRUTINY

2023 Q1 CONSUMER PERSPECTIVE ON COMPANY VALUES AND CONDUCT, GLOBAL V. US



Corporate conduct is gaining scrutiny in the US, particularly amongst CEO behavior. American stakeholders are willing to act on their values if their favorite brands don't align.