

# REP•TRK



# FTSE40 IT



## REPUTATION SCORE BY INDEX: Q1 2024

ITALY'S INDEX  
SCORE IS  
BARELY  
ABOVE THE  
GLOBAL  
AVERAGE OF  
68.5

INDEX	SCORE
CAC40	71.2
DAX40	70.2
Bovespa BR	69.0
FTSE40 IT	68.6
Nasdaq 100	68.3
FTSE100 UK	66.3

Source: 2024 Stock Index Study

## PERFORMANCE SCORES: Q1 2024

INDEX	SCORE
Global Average	73.8
FTSE40 IT	71.6

Source: 2024 Stock Index Study

## PRODUCTS & SERVICES SCORES: Q1 2024

INDEX	SCORE
Global Average	71.9
FTSE 40 IT	69.7

Source: 2024 Stock Index Study

WANT TO SEE HOW YOUR  
REPUTATION STACKS UP ON  
THE STOCK EXCHANGE?

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stock index data in relation to your company.

Corporate reputation is an ever-evolving asset. That's why RepTrak meticulously monitors trends in reputation data across diverse markets and sectors. In our latest study, we examined over 400 companies across 6 major global stock indexes to better understand what's driving reputation for the biggest companies across leading economies. Our analysis on Italy's FTSE index reveals the critical reputational strengths and gaps the 40 companies must address to maintain their competitive edge.

While the FTSE 40's Reputation Score is practically on par with the global average, these 40 companies are falling short in key areas that heavily influence Reputation. At RepTrak, we categorize these key areas in the form of our 7 Drivers, which offer tangible rationale for why people *think* a certain way about businesses.

Companies on Italy's FTSE 40 index are experiencing lower Performance and Products & Services Scores compared to corresponding global averages. The economic conditions in Italy have had a prolonged impact on the Italian market compared to other regions — negatively influencing the way consumers think about company performance and their products.

As interest rates have risen and cost of living challenges have persisted, Italian consumers are more inclined to communicate their dissatisfaction with product value. The prolonged economic challenges in Italy have negatively impacted overall perceptions of value, leading to weaker Scores in the Products & Services Driver.

Adopting a holistic approach to reputation management will help your company see reputational risks across business areas before they become crises — building sustainable success in a competitive market.