

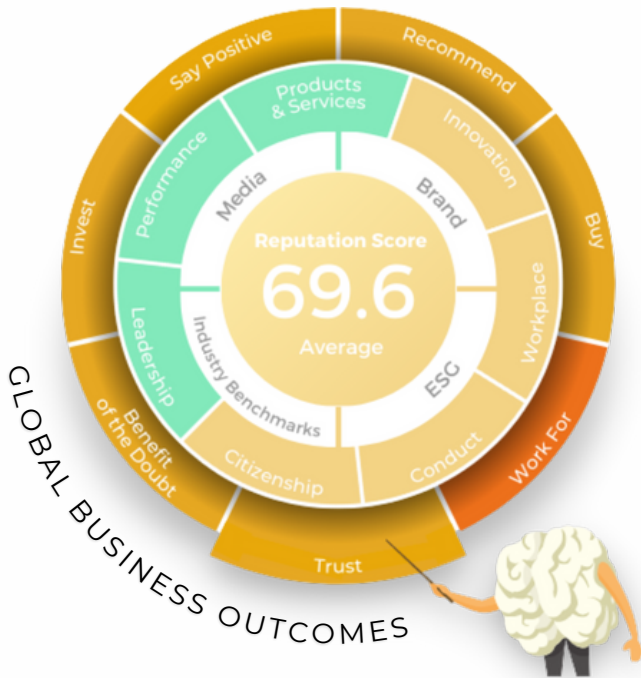
# 2023 CORPORATE TRUST REPORT



*in one page...*

Trust serves as the bedrock for our relationships, including those with our favorite brands. It elicits an inherently emotional response, and its global decline threatens to change how stakeholders buy, invest, and talk about your organization.

Like most aspects of reputation, Trust is down over the past year – settling at an Average 69.6 (▼0.6). This Trust decrease may not feel drastic, but this is a potentially dangerous trend – and we’re here to deliver the early warning. Trust serves as the crux of emotional bonds with organizations, so we measure both the act and feeling of trust throughout our intense reputation measurement processes. In fact, on average, Reputation Scores are 91% correlated with Trust to do the Right Thing. So, the decrease we see in Reputation Scores (now in the Average range at 69.6, ▼1.4-points YoY) is less surprising.

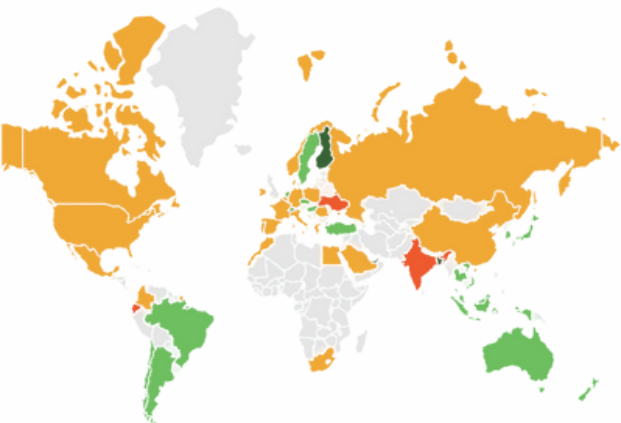


*Trust isn't just built on your products, it's built on your ethicality.*

- POOR 0-39
- WEAK 40-59
- AVERAGE 60-69
- STRONG 70-79
- EXCELLENT 80+

## MOST IMPORTANT FACTORS IN INFLUENCING TRUST TO DO THE RIGHT THING

- OFFERS HIGH QUALITY PRODUCTS AND SERVICES
- MEETS CUSTOMER NEEDS
- OFFERS PRODUCTS AND SERVICES THAT ARE A GOOD VALUE
- STANDS BEHIND ITS PRODUCTS AND SERVICES
- BEHAVES ETHICALLY
- IS FAIR IN THE WAY IT DOES BUSINESS
- HAS A POSITIVE INFLUENCE ON SOCIETY
- OPEN AND TRANSPARENT ABOUT COMPANY OPERATIONS
- IS A WELL-ORGANIZED COMPANY
- SUPPORTS GOOD CAUSES



## 2022 TRUST SCORES BY COUNTRY

*is your country trusting or skeptic?*

Stakeholders are letting you know they are disappointed across nearly all aspects of reputation—and their trust is wavering as a result.

*Earn stakeholder trust, read the full report.*