

RepTrak™

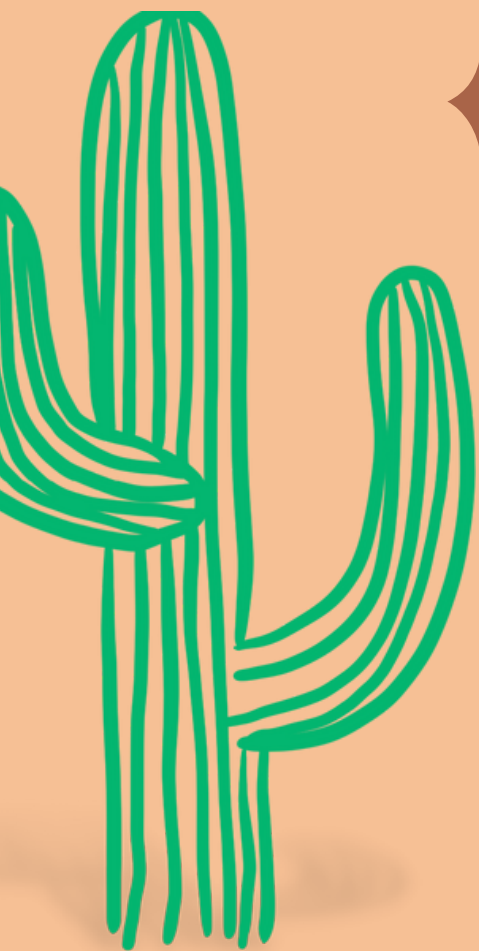
2023

CORPORATE

TRUST

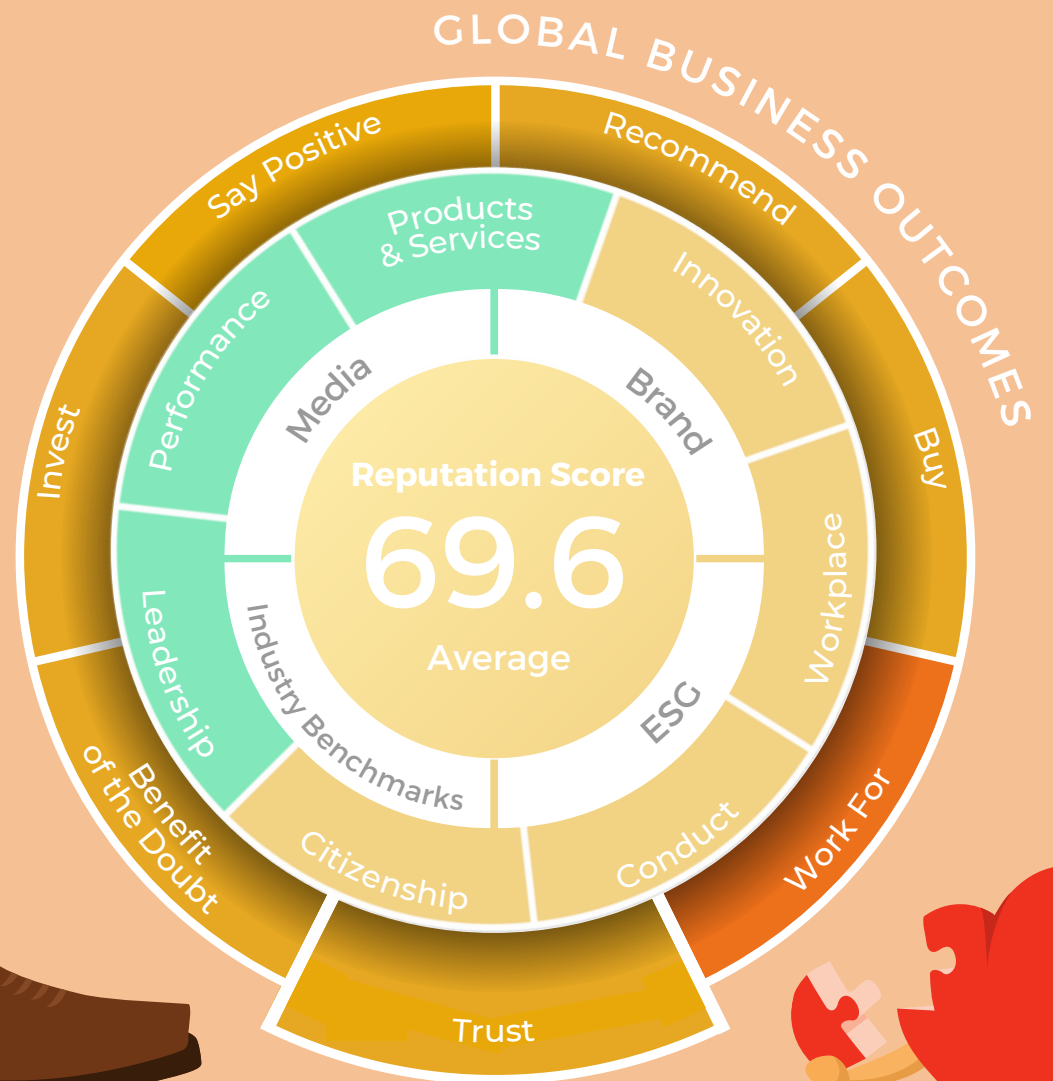
REPORT

6 quick slides



# we've got friends in low places...

Trust Scores are down over the past year – settling at an Average 68.0 ( ▼ 0.6). The global decline in Trust, Reputation, ESG, Industry, and Driver Scores show that companies aren't fulfilling consumer expectations in 2023.



POOR 0-39

WEAK 40-59

AVERAGE 60-69

STRONG 70-79

EXCELLENT 80+

# that don't impress them much

As stakeholder power increases and expectations rise, favorite brands are coming up short. And the public is making one thing clear: it's not them, it's you. And they're willing to act accordingly.

OUTCOME	SCORE	CHANGE
Benefit of Doubt	64.6	▼0.6
Buy	68.5	▼1.1
Invest	60.4	▼1.2
Recommend Products	68.2	▼0.7
Say Positive	69.0	▼0.4
Trust to do the Right Thing	<b>68.0</b>	▼0.6
Work For	59.5	▼2.1



△▼ Change, but not statistically significant

▲▼ Statistically significant change

# take it back

DRIVER	SCORE	CHANGE
Products & Services	72.2	▼1.4
Innovation	68.1	▼1.4
Workplace	67.1	▼1.1
Conduct	67.2	▼0.9
Citizenship	66.6	▼1.1
Leadership	70.3	▼1.3
Performance	72.9	▼1.3

△▼ Change, but not statistically significant

▲▼ Statistically significant change

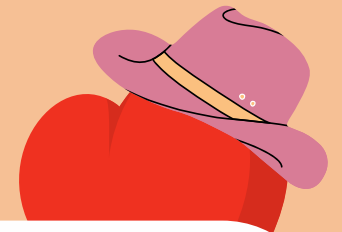
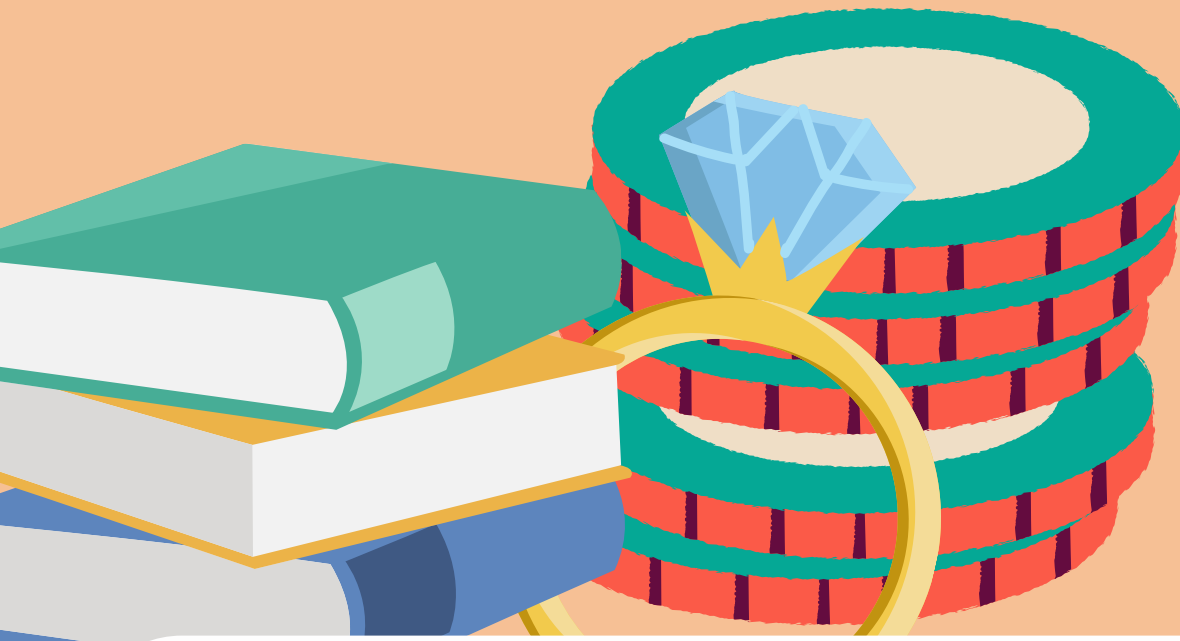
Source: RepTrak CRT data, Jan 2022 - Dec 2022

Products & Services ( ▼ 1.4) typically serves as the most significant Driver in determining Reputation Scores – but Conduct and Citizenship Drivers share second place. How organizations approach these product concerns could serve as a reflection of their ethicality, potentially further increasing the impact on Conduct and Citizenship

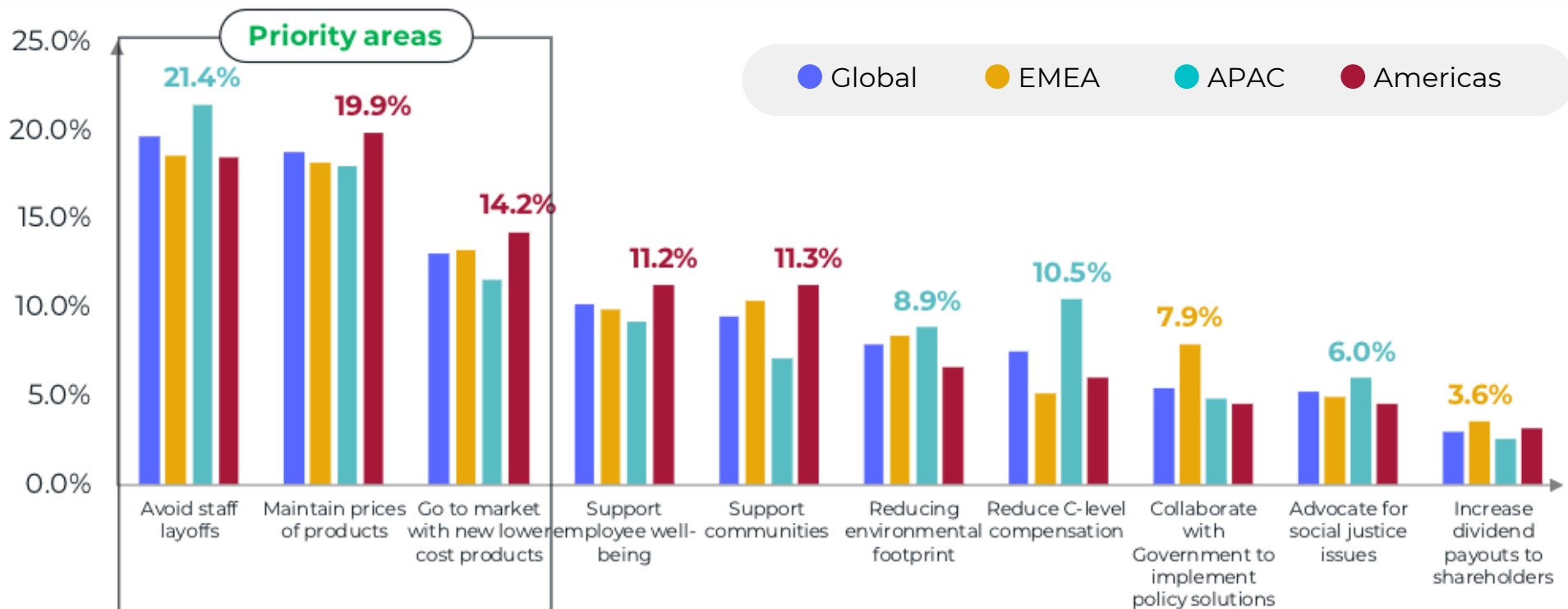


# there's your trouble

The decrease in Trust isn't simply a result of economic conditions, but in how organizations have responded to stakeholder needs. Stakeholders aren't just asking organizations to behave themselves, they're demanding it.



## LEVEL OF PRIORITY EXPRESSED BY CONSUMERS



Source: RepTrak's 2022 Q4 Current Events Study

# ESG

they like it, they love it,  
they want some more of it

ADDRESSING  
CLIMATE  
CHANGE

PROVIDING A  
FAIR LIVING  
WAGE

COMPLYING  
WITH LAWS  
AND  
REGULATIONS

#1 environmental,  
social, and  
governance priorities  
for corporations to  
address in helping to  
better society.



# don't break their stakey breaky hearts

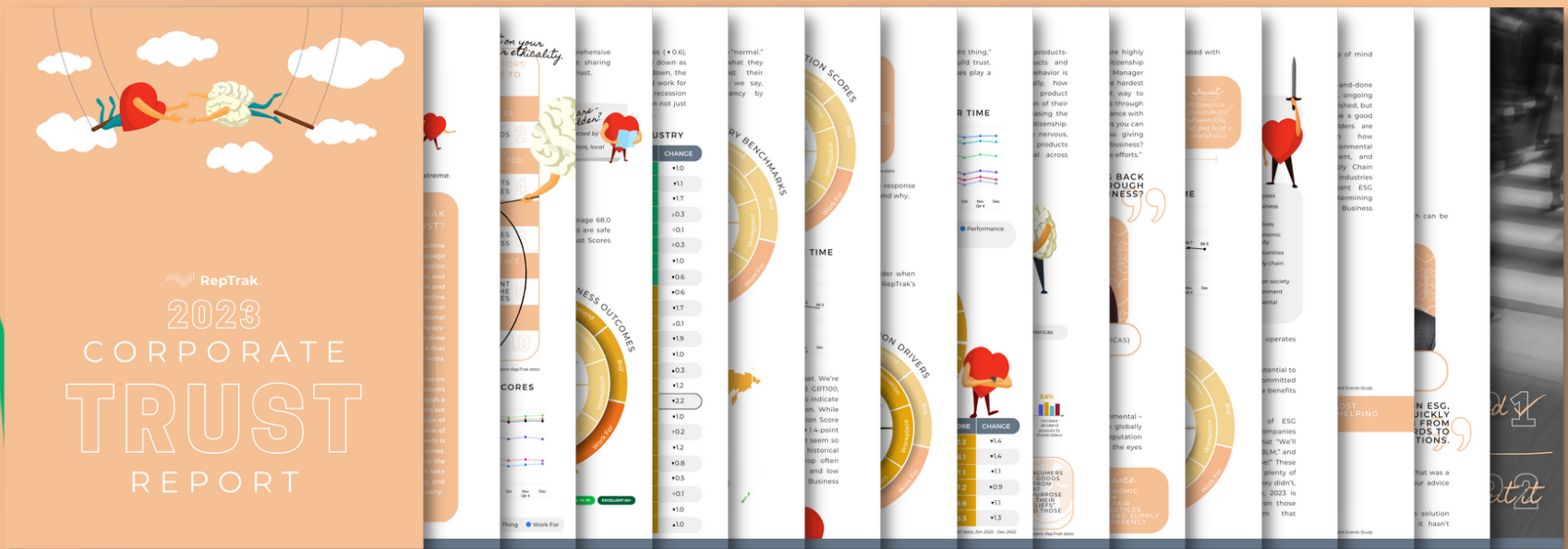
Don't be a stakeholder  
heartbreaker. To earn back  
Trust, our advice is simple:

1. Do good.
2. Talk about it.





# RepTrak™



READ THE FULL REPORT  
FOR MORE ON HOW TO  
BUILD TRUST

