



FRESH DATA

2023 Q1 insights are in

Whew! The 2023 Global RepTrak 100 Most Reputable Companies report had a lot of data, but we're still going.

We sport the world's largest corporate reputation database and our reputation monitoring software is always-on, so the data and insights are fresh and abundant. 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.

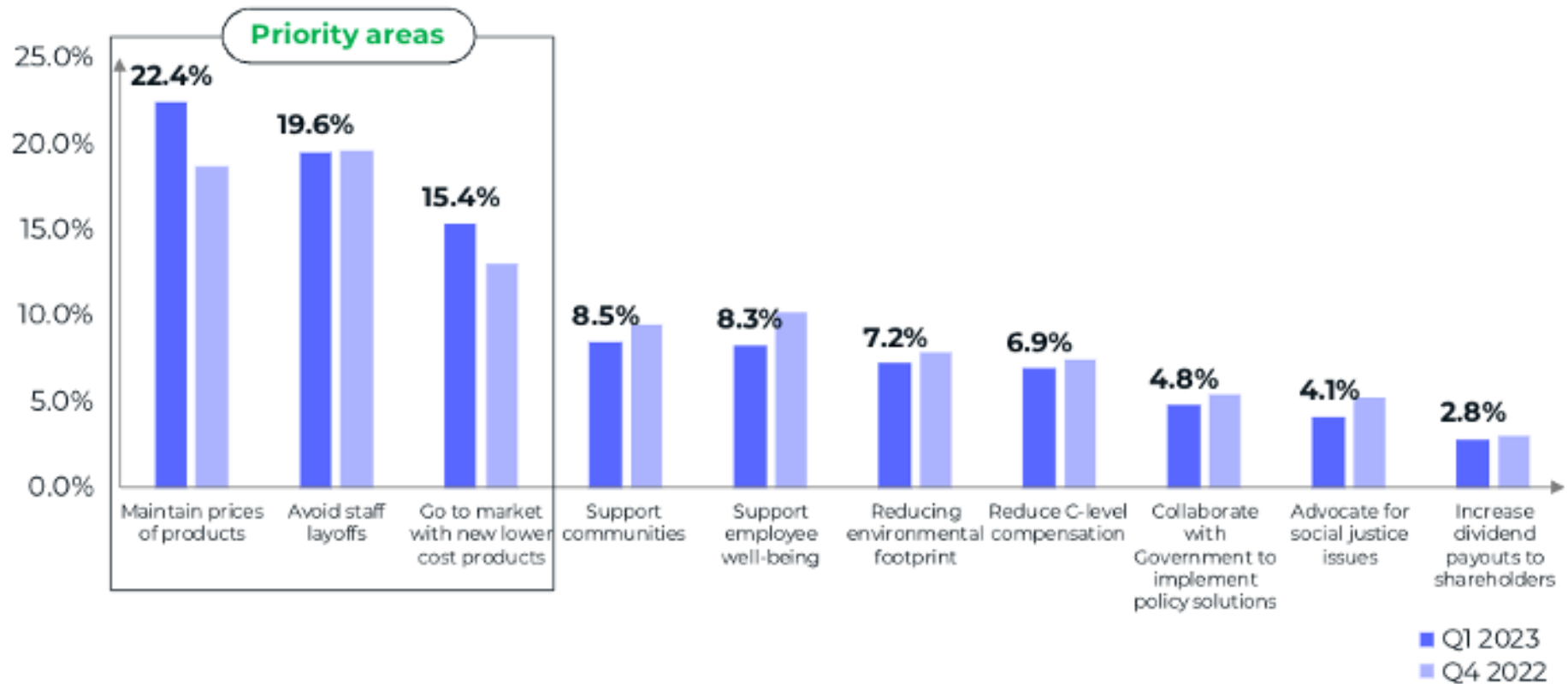
We took a look at our 2023 Q1 global data, and we're eager to share our findings.





INFLATION AND RECESSION CONCERNS REMAIN TOP OF MIND, WITH INCREASING URGENCY

2023 Q1 GLOBAL TOP PRIORITY DISTRIBUTION



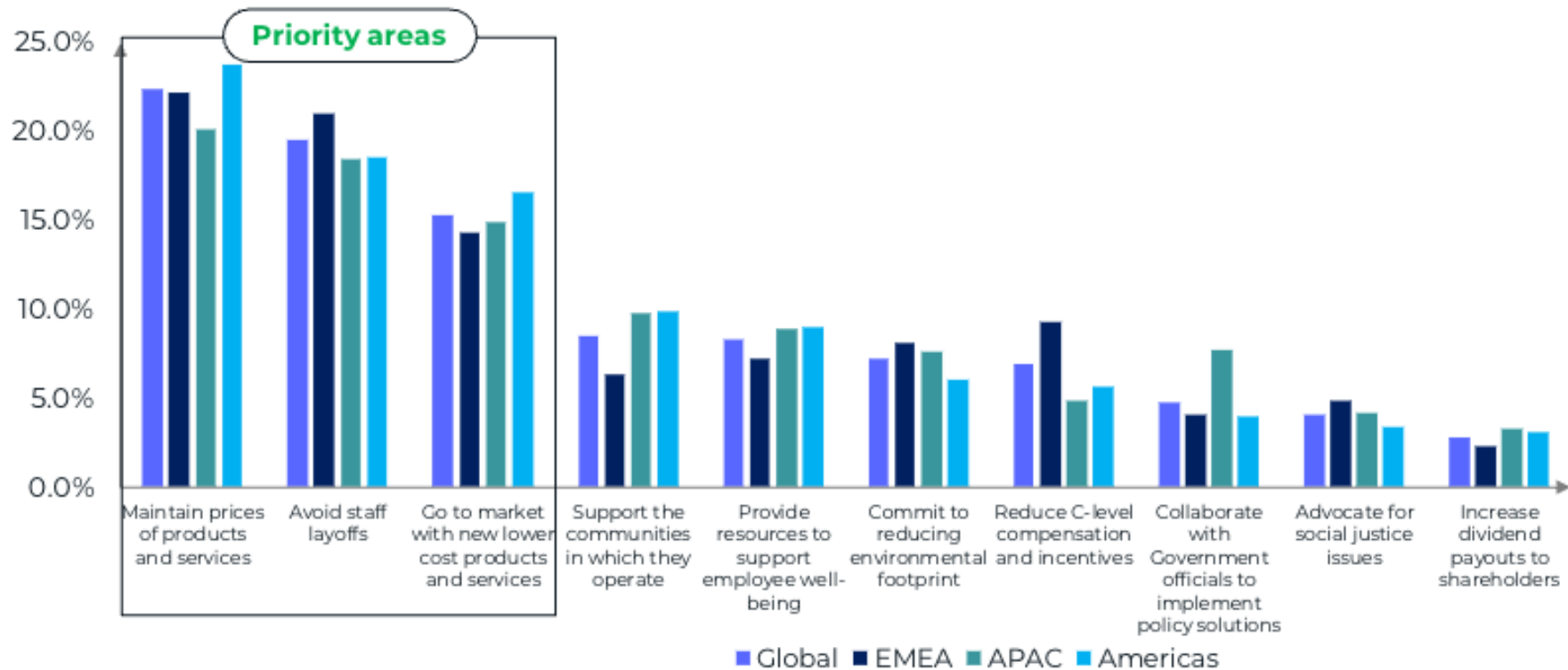
Source: RepTrak's 2023 Q1 Current Events Study

The inflation squeeze is only getting tighter for stakeholders, and the public is looking to its favorite brands to help ease their financial strains.



THE AMERICAS, IN PARTICULAR, ARE FEELING A HEIGHTENED ANXIETY AROUND PRICING

2023 Q1 REGIONAL TOP PRIORITY DISTRIBUTION



Source: RepTrak's 2023 Q1 Current Events Study

Product pricing and layoffs maintain global importance, but the Americas seem to be feeling more economic jitters than their global counterparts – important to keep in mind if you serve an international audience.



PRICE HAS INCREASED IN PRIORITY OVER SUSTAINABILITY

GLOBAL Q1 PRICE V. SUSTAINABILITY AS PURCHASE DRIVERS



Source: RepTrak's 2023 Q1 Current Events Study

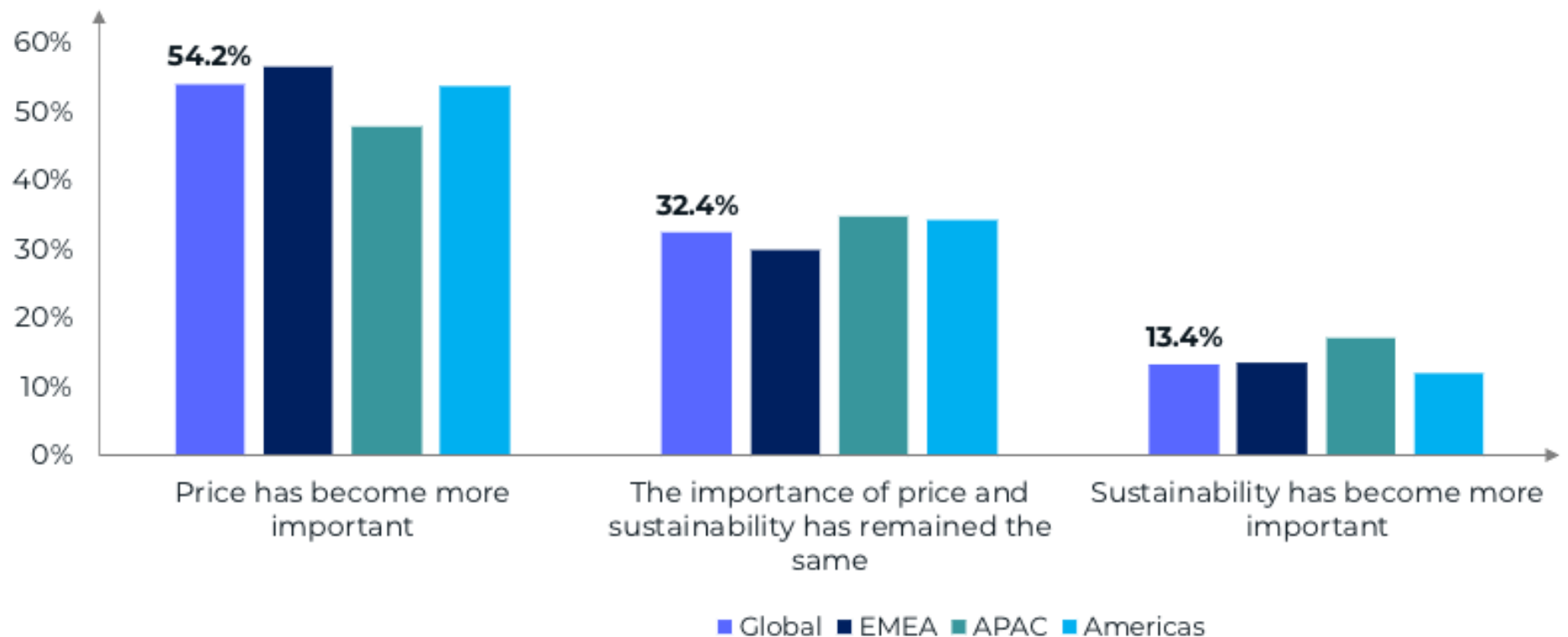
With a heightened focus on price and worries of recession growing, this fluctuation is less surprising. But don't throw sustainability to the wayside, ESG remains a powerful factor in determining and maintaining reputation in the long run.

REPUTATION
& ESG
.86 statistical
correlation (R^2)
between ESG Scores
and Reputation



EMEA, A REGION WITH INTENSE INFLATION IMPACT, IS PRIORITIZING PRICE IN THEIR BUYING DECISIONS

REGIONAL Q1 PRICE V. SUSTAINABILITY AS PURCHASE DRIVERS



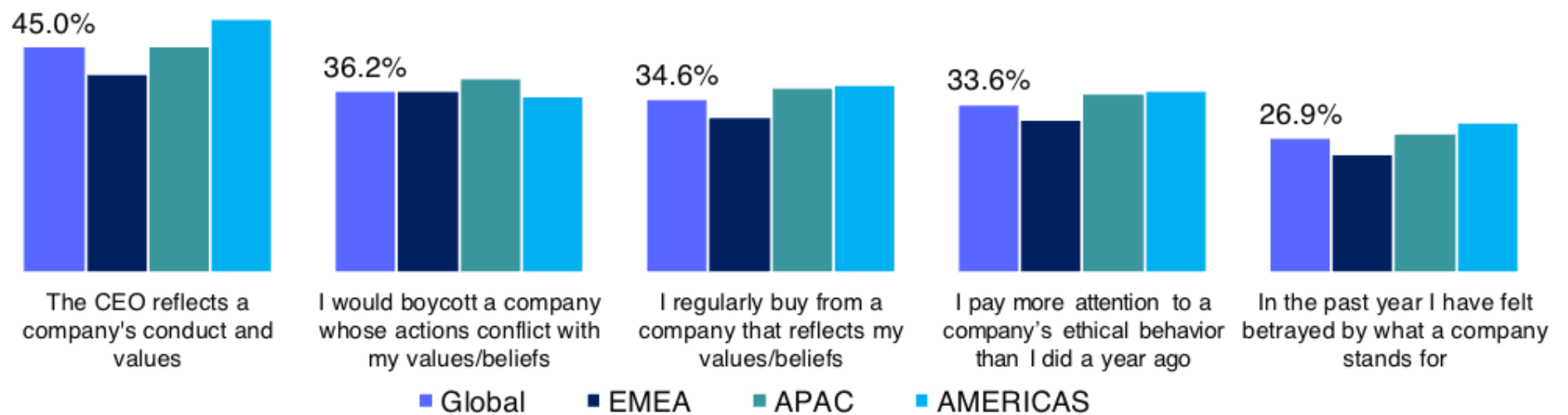
Source: RepTrak's 2023 Q1 Current Events Study

Although the Americas initially demonstrated the highest pricing anxiety, when asked how buying behavior has changed, EMEA reports an increased focus on price over sustainability.



STAKEHOLDERS' ETHICAL SCRUTINY REMAINS HIGH, WITH INCREASED FOCUS ON CEO BEHAVIOR

2023 Q1 CONSUMERS' PERSPECTIVES ON COMPANY VALUES AND CONDUCT (% STRONGLY AGREE)



Source: RepTrak's 2023 Q1 Current Events Study

Nearly half (45%) of global respondents strongly agree that CEOs reflect the company's conduct and values. This is a powerful reminder that stakeholders are keeping an eye on **everything** their favorite brands are doing and are willing to act in accordance with their personal values – even in times of economic uncertainty.



OKAY. NOW, WHAT?

Corporate reputation isn't a stagnant entity, it lives and breathes and fluctuates with both internal initiatives and the outside world. Adapting to and supporting stakeholder experiences is crucial to maintaining a healthy reputation.

Pricing is top of mind for all. Your audience will not forget the pricing decisions you make and how you communicated them. Even if your pricing remains constant, dollars/euros/etc. aren't stretching as far they used to for other purchases. Your consistency can hurt your reputation when the world is in flux, making communications essential.

RepTrak's reputation monitoring software, paired with our expert Advisory team, keeps our customers informed on how the public is experiencing corporate reputation. We're proud to leverage our reputation database (the largest in the world) to give stakeholders a voice and global brands the insights they need to prepare and respond accordingly.

Want unique insights to your company and industry?

Request a demo with one of our reputation experts at RepTrak.com