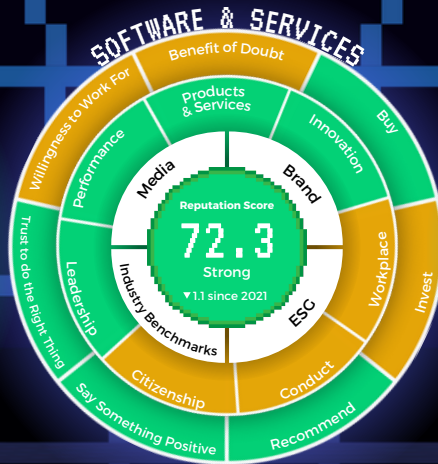




2022 TECH REPUTATION REPORT

... in one page

Tech reputation is down in the first half of 2022. Reputation Scores, Reputation Drivers, ESG Scores, and Business Outcomes all experienced a dip in Q1 & Q2.



POOR 0-39

WEAK 40-59

AVERAGE 60-69

STRONG 70-79

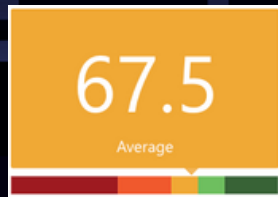
EXCELLENT 80+

Most notably, Tech ESG saw significant decreases.

WORKPLACE and CITIZENSHIP saw the most drastic Reputation Driver Score decreases across tech industries.

Technology Hardware & Equipment

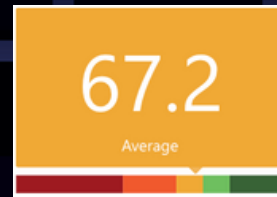
2022 Q1 & Q2 ESG Score



▼1.5 since 2021

Software & Services

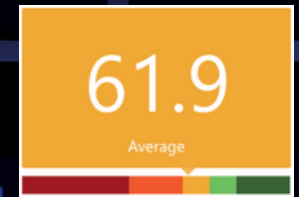
2022 Q1 & Q2 ESG Score



▼2.7 since 2021

Media & Entertainment Technology

2022 Q1 & Q2 ESG Score



▼1.5 since 2021

When reputation impacts everything, this distinct reputation decrease can be bad news

The benefit of an excellent reputation:



8 OUT OF 10

of your key stakeholders will...

Buy your products & services

Recommend

Say something positive

Trust to do the right thing

Work for your company

Invest in your company

The cost of a poor reputation:



9 OUT OF 10

of your key stakeholders will not...

This only scratches the surface...

READ THE FULL REPORT