

Q2 REPUTATION TRENDS

DEI is widely backed, but not widely seen

Positive sentiment is strong, yet regional awareness lags

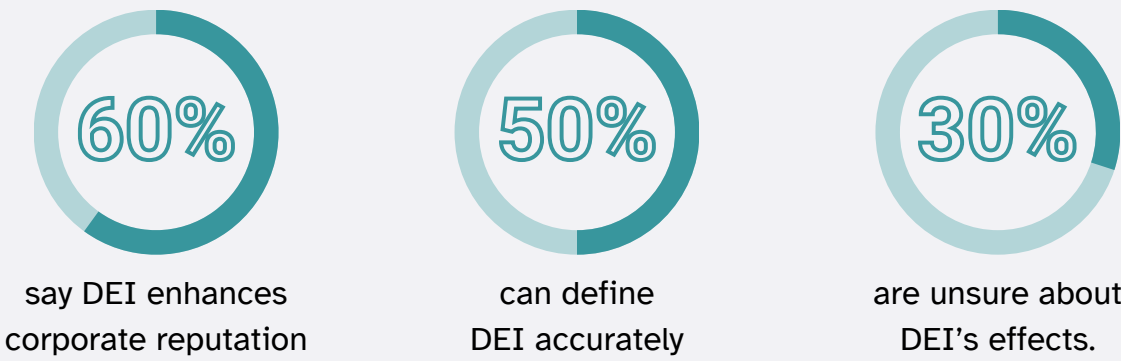
At RepTrak, we measure the pulse of corporate reputation in real time — helping companies understand not just what the public is concerned about, but how those concerns translate into expectations for business. We know that reputation is dynamic, shifting with cultural conversations, economic realities, and social priorities.

DEI is the perfect example of a social priority that has become a flashpoint in today’s polarized environment — especially in the United States, where heated debate over its value is shaping both government policies and corporate strategy. But companies across the globe don’t have to follow mixed messages. RepTrak data confirms that DEI remains a reputational opportunity. We’re here to help you make sense of the noise and align stakeholder priorities with tangible business outcomes.

Strong backing, weak understanding

Despite widespread agreement that DEI matters, stakeholders are struggling to connect DEI’s principles with concrete action. **60%** of the global informed general public say that DEI enhances corporate reputation, but only **50%** can accurately define the term. That gap reflects not a lack of goodwill, but a shortfall in how companies are communicating their efforts.

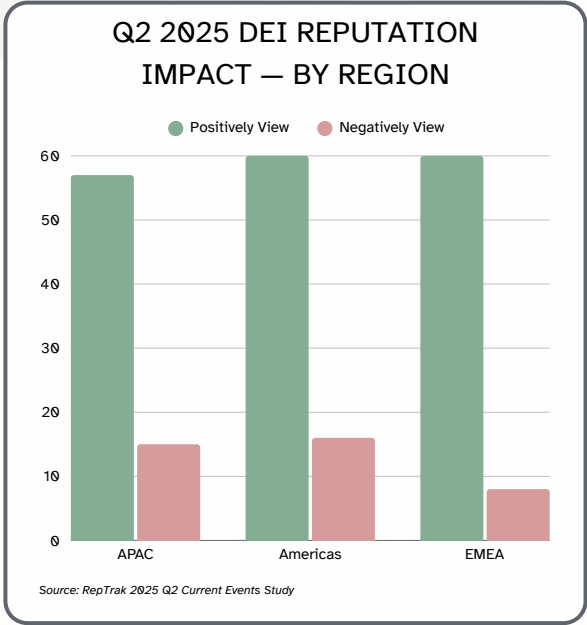
BASED ON GLOBAL RESPONSES FROM THE INFORMED GENERAL PUBLIC



Source: RepTrak 2025 Q2 Current Events Study

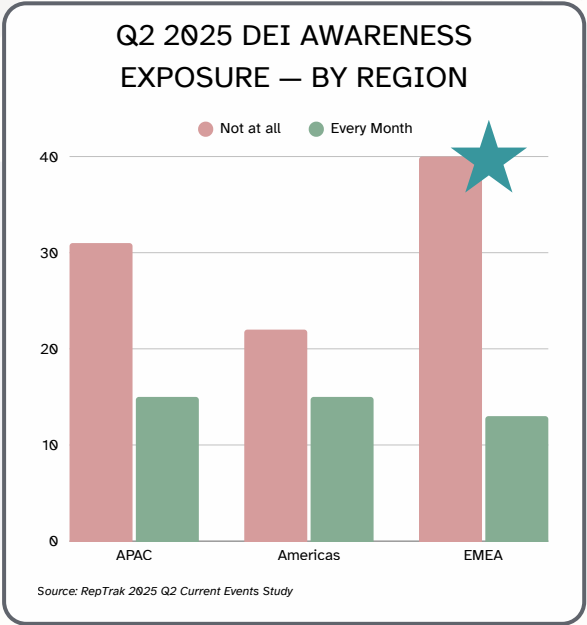
A divided map of DEI

Across all three regions, DEI is viewed more positively than negatively — a clear signal that stakeholders see its reputational value. The Americas, APAC, and EMEA all show majority positive sentiment, even as the conversation remains polarized in places like the US.



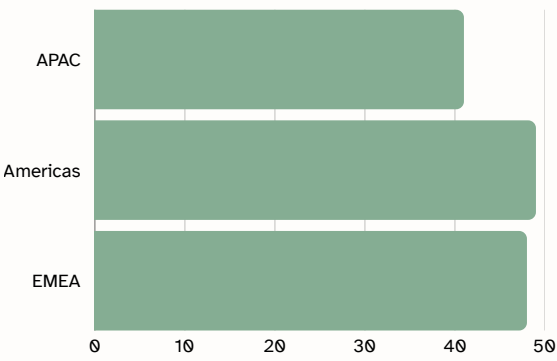
Source: RepTrak 2025 Q2 Current Events Study

But when we look at exposure, a different story emerges. **40%** of stakeholders in EMEA report no exposure to a company’s DEI efforts at all. Even when support exists, it can’t translate into reputational impact if stakeholders aren’t seeing or hearing about your DEI in action.



Source: RepTrak 2025 Q2 Current Events Study

% OF IGP WHO THINK IT’S IMPORTANT FOR COMPANIES TO ADDRESS DEI — BY REGION



Source: RepTrak 2025 Q2 Current Events Study

Across regions, nearly half of stakeholders say it’s important for companies to address social issues like DEI — but turning that belief into reputational strength requires action. There’s real opportunity in reclaiming DEI from abstraction and controversy, and by anchoring communications in human-centered outcomes, companies can transform cautious support into lasting trust.