

Q2 REPUTATION TRENDS

The truth about who your customers are listening to

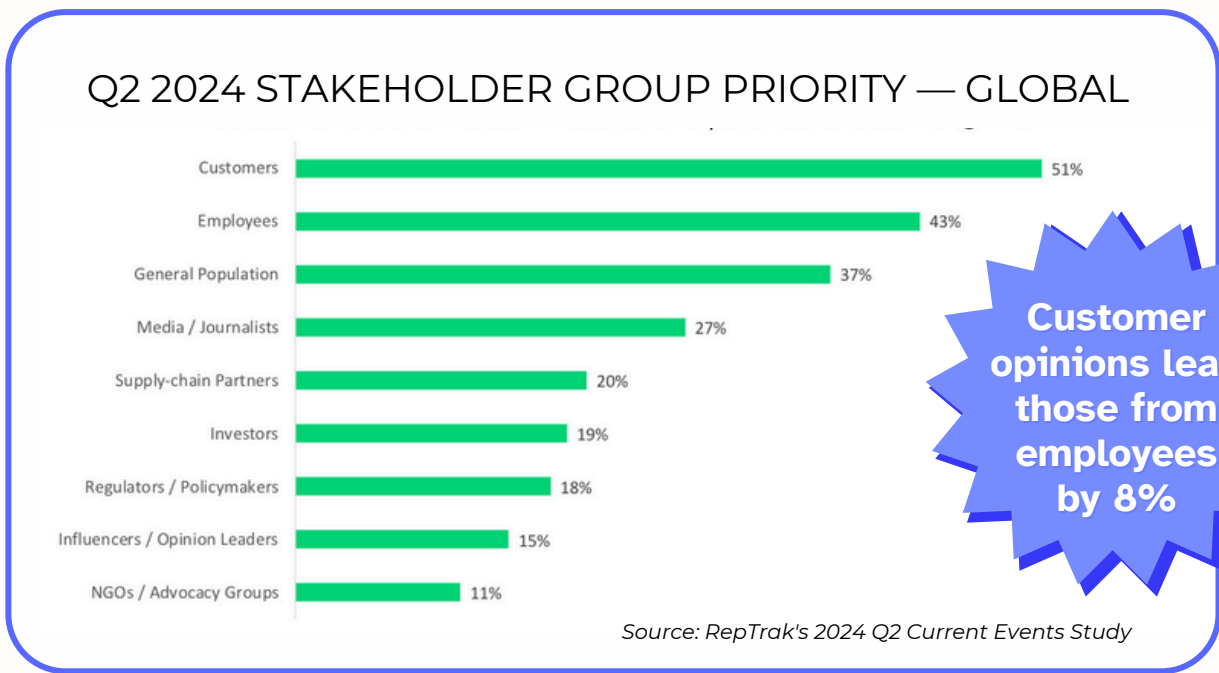
Who is influencing how the public perceives your company?

Corporate reputation is formed from a dynamic mix of diverse stakeholder perceptions. When you understand how these perceptions impact your company, you can leverage them for long-term success. At RepTrak, we empower you to monitor sentiment across stakeholder groups for the most comprehensive view of your corporate reputation. And in this quarterly update, we're uncovering whose opinions matter most to the public when they form opinions about your company.

We surveyed the informed general public across nearly 40 global markets to find out who *the public* is turning to when forming opinions about a company. Our latest Q2 data reveals that, globally, the general public highly values the views of customers and employees. In a market saturated with opinions and value propositions, those who have direct interactions with your company earn greater trust and can inspire others to positively engage with your brand.

Stakeholders with insider knowledge are the most impactful

The public prioritizes the views of customers by a clear margin. Employees also hold significant influence, while the general population's own opinions rank third — ahead of those from the media.



Are influencers still influencing the public?

The American general public places a higher value on the opinions of customers compared to their counterparts in EMEA or APAC. APAC's general public weighs the sentiments of employees and the general population similarly — with a percentage difference of only 3%. Though still ranking third, in EMEA, the general public places less importance on their own opinions in favor of other groups like journalists or influencers. Though they ranked lower across regions, monitoring the influence of these additional groups helps your company know where spending time and money will have the highest ROI on your reputation management strategy.

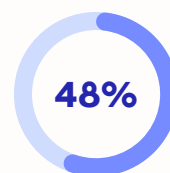


Additional stakeholder groups measured in this study include: journalists, regulators and policy makers, influencers, supply chain partners, investors, and NGOs.

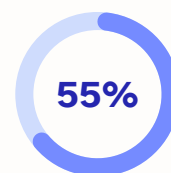
To see to see which groups are influencing your reputation...

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Highest Priority - Customers



APAC



Americas



EMEA

In today's ever-evolving landscape, managing your corporate reputation requires more than just a surface-level understanding. By tapping into diverse stakeholder insights, you gain a holistic view of your brand's reputation — empowering you to make informed, strategic decisions. Your stakeholders value the sentiments of customers and employees, so should you. Discover your company's stakeholder insights to drive your brand towards sustained success.