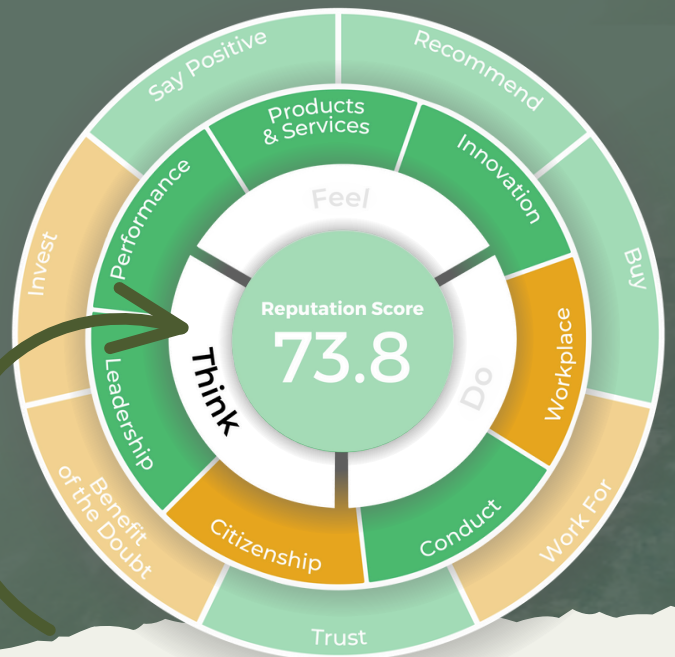


# 2024 GLOBAL REPTRAK® 100 INFOGRAPHIC

The Global RepTrak 100 is more than a typical corporate report. It provides an overview of the most important reputation trends and insights from the past year, and shows businesses how to leverage those insights to improve their corporate reputation.

RepTrak's proprietary reputation model contains a variety of quantifiable elements that categorizes reputation across different influencing factors. Our **7 Drivers** offer tangible rationale for why people **think** a certain way about you.

Let's take a look at how stakeholder thinking has changed globally year over year...



DRIVERS PROVIDE INSIGHT INTO EXACTLY WHERE YOUR BUSINESS IS FLOURISHING AND FLOUNDERING, SO YOU CAN ACT WITH PRECISION TO IMPROVE AND PROTECT YOUR OVERALL CORPORATE REPUTATION.

[READ THE FULL REPORT](#)

## 2023 GLOBAL REPUTATION DRIVERS

DRIVER	SCORE	CHANGE	WEIGHT
Products & Services	74.9	▼1.0	20.9%
Performance	74.2	▼1.0	13.3%
Leadership	72.2	▼1.2	13.0%
Innovation	70.7	▼1.3	13.1%
Conduct	68.6	▼1.1	14.6%
Workplace	67.4	▼1.0	11.1%
Citizenship	67.4	▼1.3	14.0%

Source: 2023 Global RepTrak 100 Study

## 2024 GLOBAL REPUTATION DRIVERS

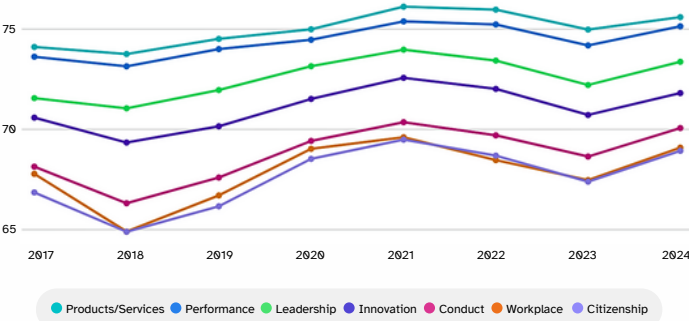
DRIVER	SCORE	CHANGE	WEIGHT
Products & Services	75.6	▲0.7	20.4%
Performance	75.1	▲0.9	13.6%
Leadership	73.3	▲1.1	13.2%
Innovation	71.8	▲1.1	13.2%
Conduct	70.0	▲1.4	14.4%
Workplace	69.1	▲1.7	11.2%
Citizenship	68.9	▲1.5	14.0%

Source: 2024 Global RepTrak 100 Study

2023 GRT DATA SHOWED THAT EVERY SINGLE DRIVER WAS DECREASING.

IN 2024, EVERY DRIVER IS BACK UP.

## GLOBAL REPUTATION DRIVER SCORES OVER TIME



Source: 2024 Global RepTrak 100 Study

The three lowest scoring Drivers in 2024 (Conduct, Workplace, and Citizenship) have not only recovered from their steep drop last year, but these Scores are higher than they were in 2022.

Corporate conduct, workplace, and citizenship have been under intense scrutiny the past few years, and for good reason. Consumers have changed the way they operate — spending more time thinking about *who* they buy from, not just *what* they buy.

Understanding what your stakeholders think about you is an instrumental key to enhancing your favorability with them — and RepTrak makes that easy. Our data quantifies how stakeholders perceive key areas of your business, and your dedicated team of reputation advisors will guide you in leveraging that data effectively. Your corporate reputation is dynamic, and your reputation management tool should be so too.

**CONDUCT 70.0** ▲1.4 YOY

REPRESENTS AN ORGANIZATION'S COMMITMENT TO DOING BUSINESS ETHICALLY AND FAIRLY.

**WORKPLACE 69.1** ▲1.7 YOY

REPRESENTS AN ORGANIZATION'S CARE FOR EMPLOYEES, EQUAL OPPORTUNITIES, AND FAIR REWARDS.

**CITIZENSHIP 68.9** ▲1.5 YOY

REPRESENTS AN ORGANIZATION'S POSITIVE IMPACT ON SOCIETY — INCLUDING ENVIRONMENTAL EFFORTS.

WANT TO KNOW WHAT STAKEHOLDERS ARE THINKING ABOUT YOUR COMPANY?

[REQUEST A DEMO](#)