

## Q2 REPUTATION TRENDS

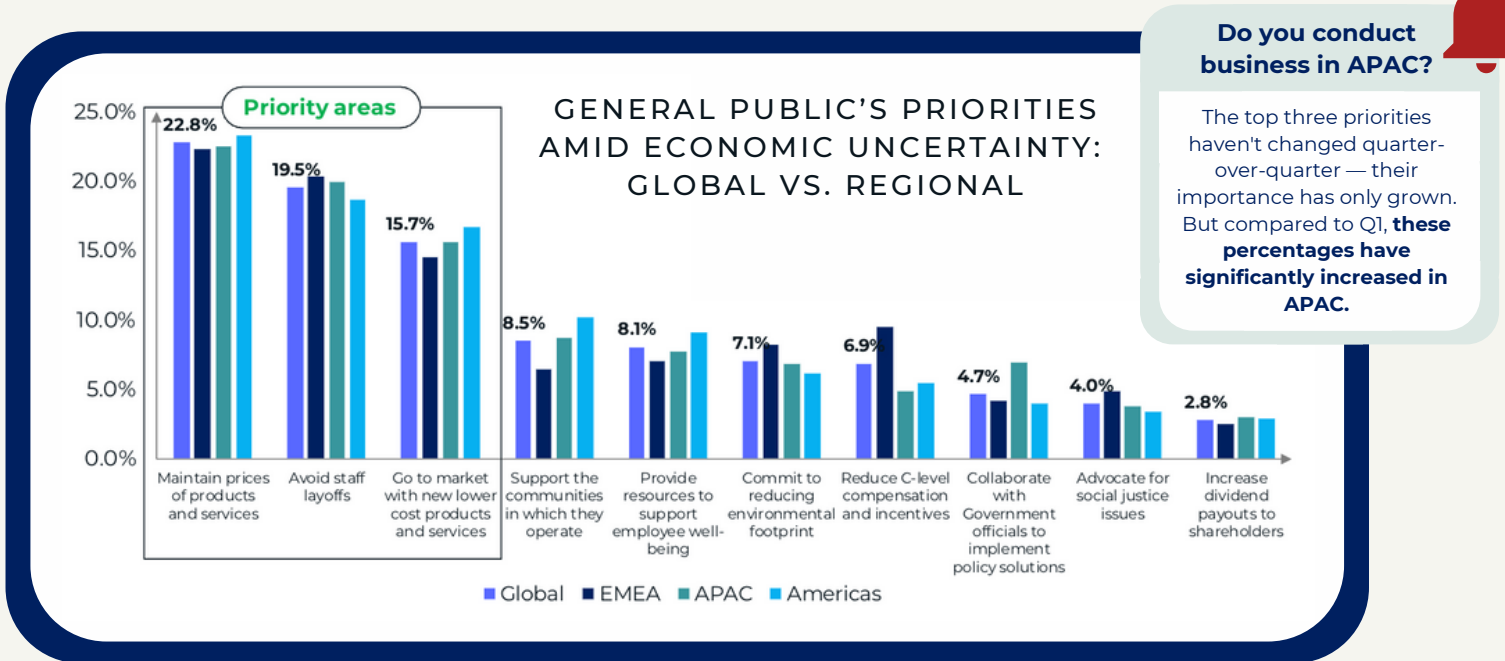
# The latest reputation data is in

with key metrics on how to win favor amongst stalling consumer skepticism.

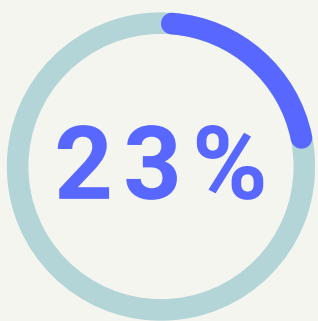
At RepTrak, we don't rely on past data to inform the future of reputation. We proudly boast the world's largest corporate reputation database, which offers businesses the most recent insights to meet evolving stakeholder needs. Our on-going, consistent metrics incorporate current events and concerns as they arise, giving companies valuable foresight to stay ahead of the competition and win favor with consumers.

The beginning of 2023 saw rising stakeholder angst fueled by uncertain global economic conditions. [Top concerns in Q1](#) included "maintaining the price of products," which took priority over sustainability, and increased scrutiny on CEO behavior. Now, our Q2 data reveals what remained top of mind, and what's currently brewing...

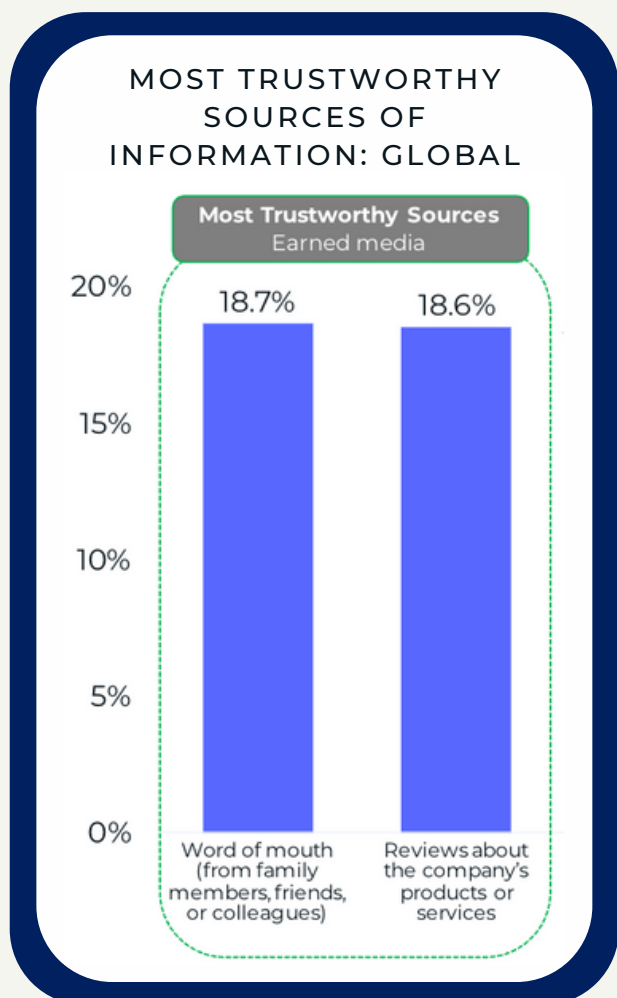
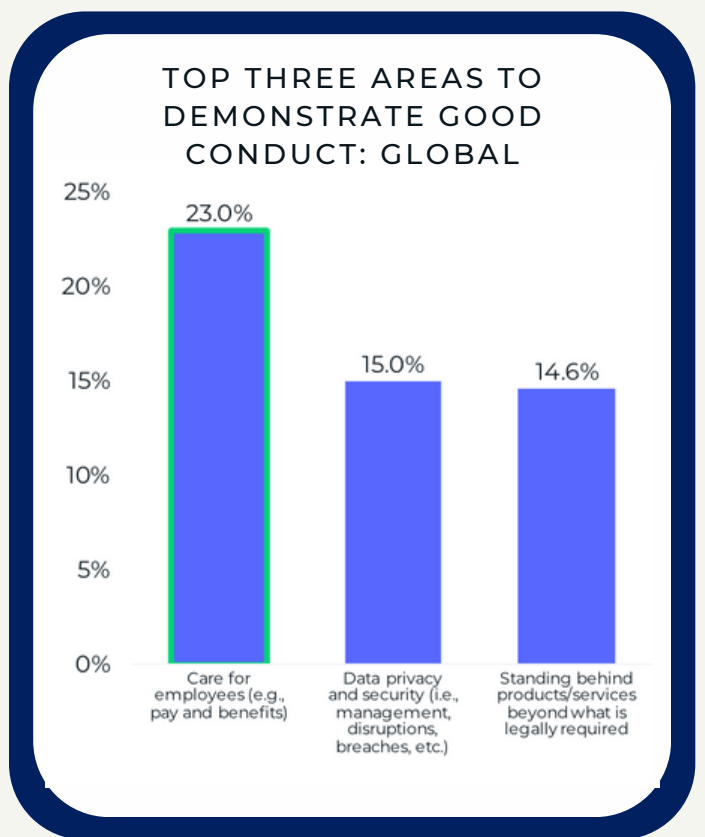
### Product pricing and avoiding layoffs remain top priorities.



### Good conduct comes from taking care of both your internal and external stakeholders.



23% of consumers rank Care for Employees (**pay and benefits**) as the most important area for a company to demonstrate good conduct.



Amidst "fake news," AI, and deepfakes, stakeholders are relying on word of mouth and reviews to get trusted information about your business.

Public skepticism is only growing in Q2, and businesses will find it harder to keep up if they're not proactively managing consumer expectations. RepTrak's reputation monitoring software and expert Advisors keeps our customers informed on how the public is experiencing corporate reputation year-round, so you never miss the next best business opportunity.