

# REP•TRK



# FTSE100 UK

## REPUTATION SCORE BY INDEX: Q1 2024

**THE UK'S INDEX SCORE IS 22 POINTS BELOW THE GLOBAL AVERAGE OF 68.5**

INDEX	SCORE
CAC40	71.2
DAX40	70.2
Bovespa BR	69.0
FTSE40 IT	68.6
Nasdaq 100	68.3
FTSE100 UK	66.3

Source: 2024 Stock Index Study

## LEADERSHIP SCORES: Q1 2024

INDEX	SCORE
Global Average	70.9
FTSE100 UK	69.4

**THE UK INDEX HAS THE LOWEST LEADERSHIP SCORE ACROSS ALL 6 INDEXES...**

Source: 2024 Stock Index Study

## INNOVATION SCORES: Q1 2024

INDEX	SCORE
Global Average	68.8
FTSE100 UK	66.1

**...AND HAS THE LOWEST INNOVATION SCORE**

Source: 2024 Stock Index Study

Corporate reputation is a crucial, but constantly evolving, asset for modern businesses. At RepTrak, we monitor trends in reputation to keep you informed about changing stakeholder needs. Our latest study examined over 400 companies across 6 major global stock indexes to better understand what's driving reputation amongst the world's largest firms. Despite challenges such as sector composition and weak leadership perceptions, there are opportunities for FTSE 100 companies to enhance their corporate reputation and regain a competitive edge.

The FTSE 100 has the lowest Reputation Score out of the 6 stock indexes studied. This is likely due to the industries that dominate the index, including energy, utilities, mining, and tobacco — which historically have poorer reputations. For a more nuanced understanding of where these businesses are falling behind, we turn to our 7 Drivers of Reputation.

RepTrak categorizes the key areas that influence Reputation into 7 Drivers — which provide tangible rationale for why people think a certain way about businesses. For companies on the UK's FTSE 100 index, Leadership and Innovation are notably low compared to global averages. The sector composition of the FTSE 100 doesn't lend itself to particularly innovative strides, and weak leadership perceptions are further dragging down overall scores — impacting stakeholder trust and confidence across the board.

To improve their reputational standing, FTSE 100 companies must focus on enhancing their leadership, transparency, and ethical practices. Where innovation seems stagnant, they must find ways to make progress in their sectors. By addressing these gaps, companies can build sustainable success and strengthen their competitive edge in a challenging market.

WANT TO SEE HOW YOUR REPUTATION STACKS UP ON THE STOCK EXCHANGE?

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