

2023 CORPORATE Benefit of the Doubt Report

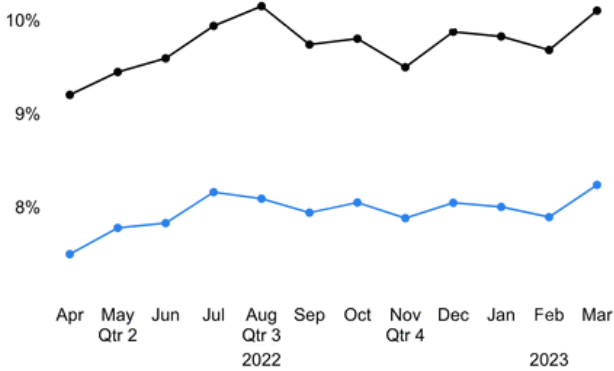
IN ONE PAGE

BUSINESS OUTCOME SCORES

OUTCOME	SCORE	CHANGE
Say Positive	68.6	▼0.4
Buy	68.1	▼0.4
Recommend Products	67.9	▼0.3
Trust to do the Right Thing	67.5	▼0.5
Benefit of Doubt	64.1	▼0.5
Invest	60.0	▼0.4
Work For	59.2	▼0.3

Source: RepTrak CRT Data, Q1 2023 compared to 2022

DETRACTORS OVER TIME



Source: RepTrak CRT Data, April 2022 - March 2023

● Benefit of the Doubt ● Trust to do the Right Thing

At RepTrak, we measure stakeholder actions in the form of our Business Outcomes. One of those Outcomes is Benefit of the Doubt — measuring willingness to assume the best of a company if they were facing a crisis. This Score is down 0.5-points at the beginning of 2023, showing that stakeholders are tired of seeing their favorite brands get caught in a crisis. Before you're associated with the larger problem, read these notes from our 2023 tale of Benefit of the Doubt before the next crisis arises...

Benefit of the Doubt and Trust to do the Right Thing have a .75 strong and positive statistical correlation. But these metrics are both down 0.5-points, and their corresponding detractors are up 1% — which could threaten your corporate resilience.

TOP FIVE MOST IMPORTANT FACTORS IN INFLUENCING BENEFIT OF THE DOUBT

- 1 OFFERS PRODUCTS AND SERVICES THAT ARE A GOOD VALUE FOR THE MONEY
- 2 BEHAVES ETHICALLY
- 3 IS OPEN AND TRANSPARENT ABOUT THE WAY THE COMPANY OPERATES
- 4 IS FAIR IN THE WAY IT DOES BUSINESS
- 5 HAS A POSITIVE INFLUENCE ON SOCIETY

Source: RepTrak CRT Data, April 2022 - March 2023

RepTrak's Benefit of the Doubt insights can help businesses proactively manage their reputation before a crisis hits, mitigate risks when they do arise, and build trusting relationships with stakeholders. Understanding how Benefit of the Doubt impacts your reputation now is a risk-management strategy to ensure your preparedness and resilience in the future.



MORE BENEFIT OF THE DOUBT INSIGHTS AWAIT, READ THE FULL REPORT.