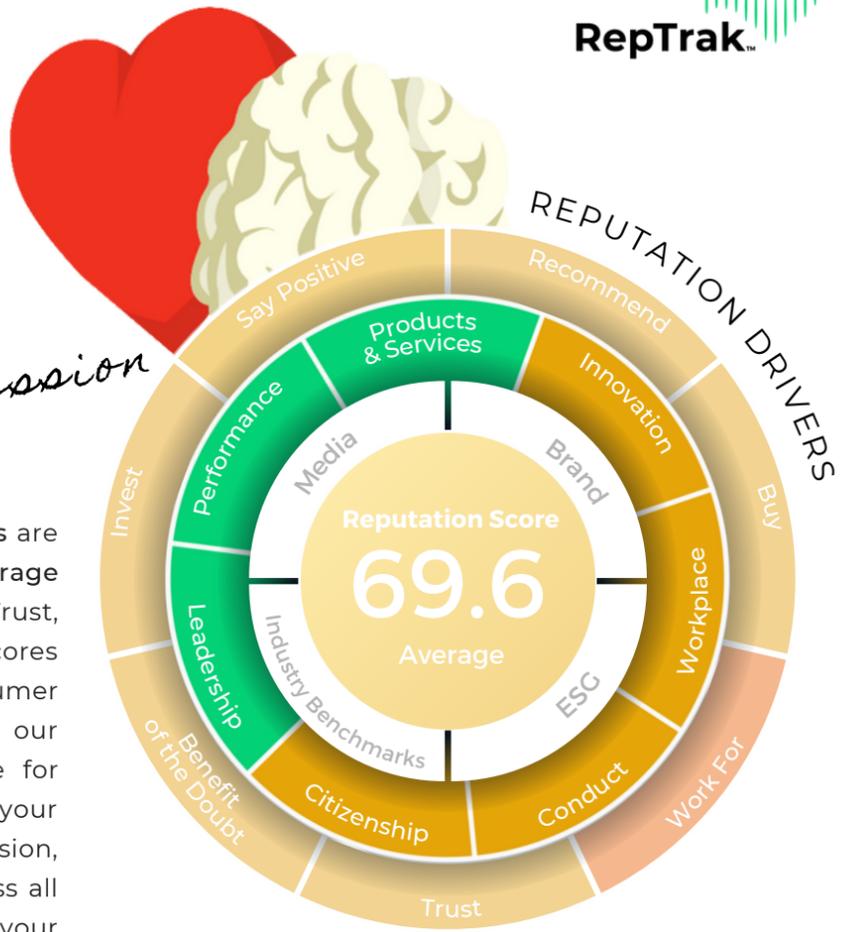


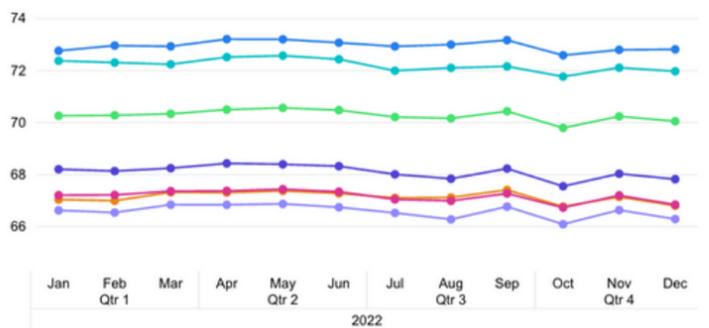
# 2023 CORPORATE TRUST REPORT

*"Good" Drivers & the Big Bad Recession*

Like most aspects of reputation, Trust Scores are down over the past year – settling at an Average 68.0 (▼ 0.6). The global decline in Trust, Reputation, ESG, Industry, and Driver Scores show that companies aren't fulfilling consumer expectations in 2023. Lucky for you, our Reputation Drivers offer tangible rationale for why people are thinking this that way about your company. And in the face of a potential recession, understanding how to build back trust across all reputational elements can make or break your stakeholder relationships.



## 2022 DRIVER SCORES OVER TIME



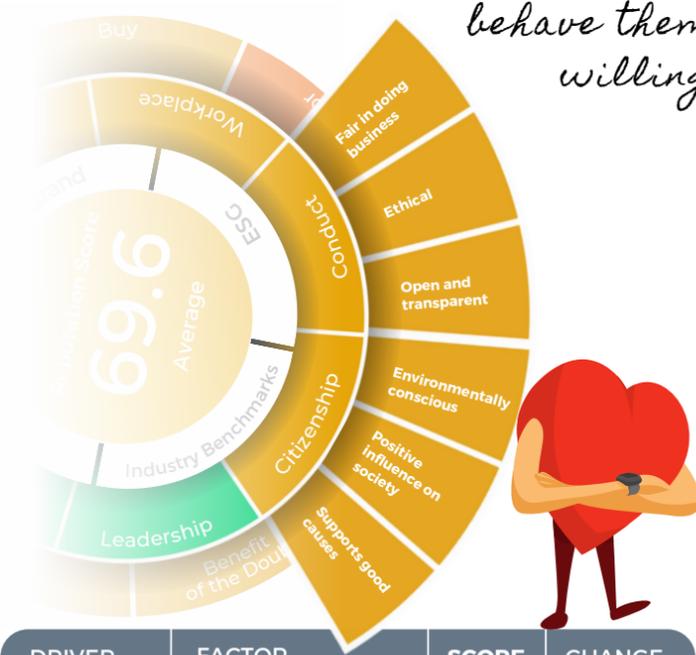
● Products/Services ● Workplace ● Citizenship ● Performance  
● Innovation ● Conduct ● Leadership

DRIVER	SCORE	CHANGE
Products & Services	72.2	▼1.4
Innovation	68.1	▼1.4
Workplace	67.1	▼1.1
Conduct	67.2	▼0.9
Citizenship	66.6	▼1.1
Leadership	70.3	▼1.3
Performance	72.9	▼1.3

▲▼ Change, but not statistically significant  
▲▼ Statistically significant change

Source: RepTrak CRT data, Jan 2022 - Dec 2022

*Stakeholders aren't just asking organizations to behave themselves, they're demanding it and willing to punish brands that don't.*



DRIVER	FACTOR	SCORE	CHANGE
Conduct	Fair in doing business	72.2	▼1.4
Conduct	Ethical	68.1	▼1.4
Conduct	Open and transparent	67.1	▼1.1
Citizenship	Environmentally conscious	67.2	▼0.9
Citizenship	Positive influence on society	66.6	▼1.1
Citizenship	Supports good causes	70.3	▼1.3

Source: RepTrak CRT data, Jan 2022 - Dec 2022

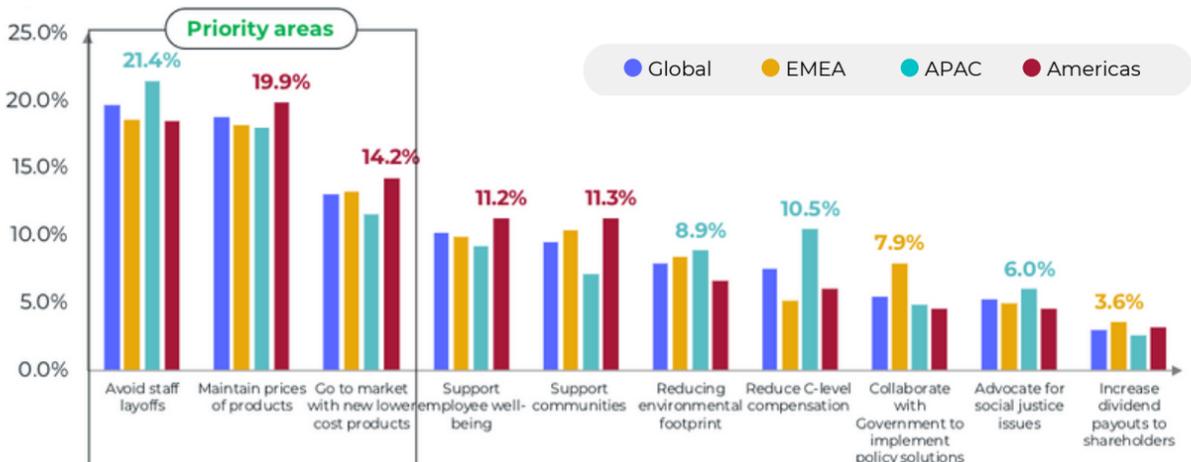


OUR DRIVER FACTORS HIGHLIGHT WHAT IS DRIVING CONDUCT AND CITIZENSHIP SCORES DOWN — ESPECIALLY IN THE FACE OF ECONOMIC UNCERTAINTY.

WITH THE RECENT DOWNTURN IN ECONOMIC ACTIVITY, MANY ECONOMISTS ANTICIPATE THAT A RECESSION IS UNAVOIDABLE.

WHAT ACTIONS DO YOU WANT COMPANIES TO PRIORITIZE DURING A RECESSION?

## LEVEL OF PRIORITY EXPRESSED BY CONSUMERS



With all Drivers down and a potential recession looming, stakeholders are letting you know they are disappointed across the board—and their trust is wavering as a result. The best way to boost Trust, Conduct, Citizenship, is through action—then, as always, communicate those efforts. With near-real-time reputation data behind those efforts, you can improve your Trust and Driver Scores even in turbulent economic times.

*Earn stakeholder trust, read the full reports*