

2024 GLOBAL REPTRAK[®] 100

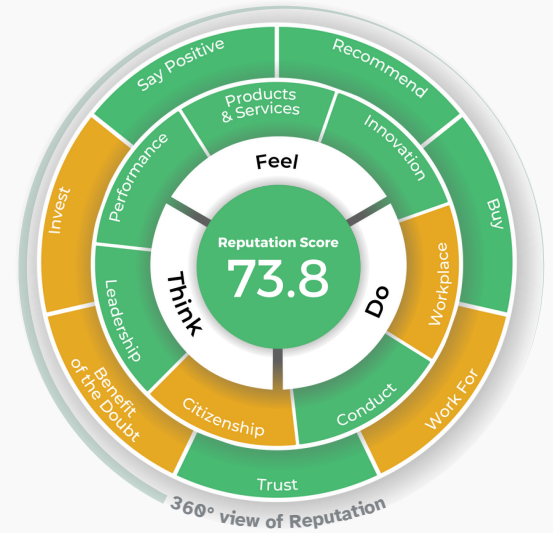
IN ONE PAGE



At RepTrak, we do things differently from other reputation management companies. Corporate reputation is *all* we do, and we do it better than anyone. Our proprietary model breaks down reputation into quantifiable elements based on how people **feel**, **think**, and **act (do)** towards companies globally.

Twenty years of rigorous reputation analysis has enabled us to quantify the pulse of stakeholder sentiment and its impact on corporate performance. Annually, we leverage our unparalleled data suite to understand global corporate trends and corresponding public sentiment year over year in our Global RepTrak 100 report.

There's a lot to digest in a year's worth of data. So we're breaking down the data, and RepTrak's model, in one page.



[READ THE FULL REPORT](#)

FEEL

GLOBAL REPUTATION SCORE: ▲0.6 YOY

73.8

OUR MODEL WAS BUILT TO SCORE A VARIETY REPUTATIONAL ELEMENTS, NOT JUST ONE, TO PAINT A FULL PICTURE OF CORPORATE REPUTATION.

THINK

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

In 2024, every Driver is back up. The three lowest scoring Drivers are *higher* than they were in 2022.

DO

2024 GLOBAL BUSINESS OUTCOMES

| BUSINESS OUTCOME | SCORE | CHANGE |
|-----------------------------|-------|--------|
| Buy | 73.3 | ▲0.7 |
| Say Positive | 72.8 | ▲0.7 |
| Recommend Products | 72.7 | ▲0.9 |
| Trust To Do The Right Thing | 70.9 | ▲0.4 |
| Benefit Of Doubt | 66.8 | ▲0.8 |
| Work For | 64.7 | ▲1.6 |
| Invest | 64.5 | ▲1.8 |

Source: 2024 Global RepTrak 100 Study

Business Outcomes in 2024 haven't recovered in the same way Drivers have — suggesting lingering stakeholder skepticism.

2024 GLOBAL REPTRAK 100 TOP 10

- 1 =
- 2 ▲
- 3 ▲
- 4 ▲
- 5 =
- 6 ▼
- 7 ▼
- 8 ▲
- 9 ▲
- 10 ▼