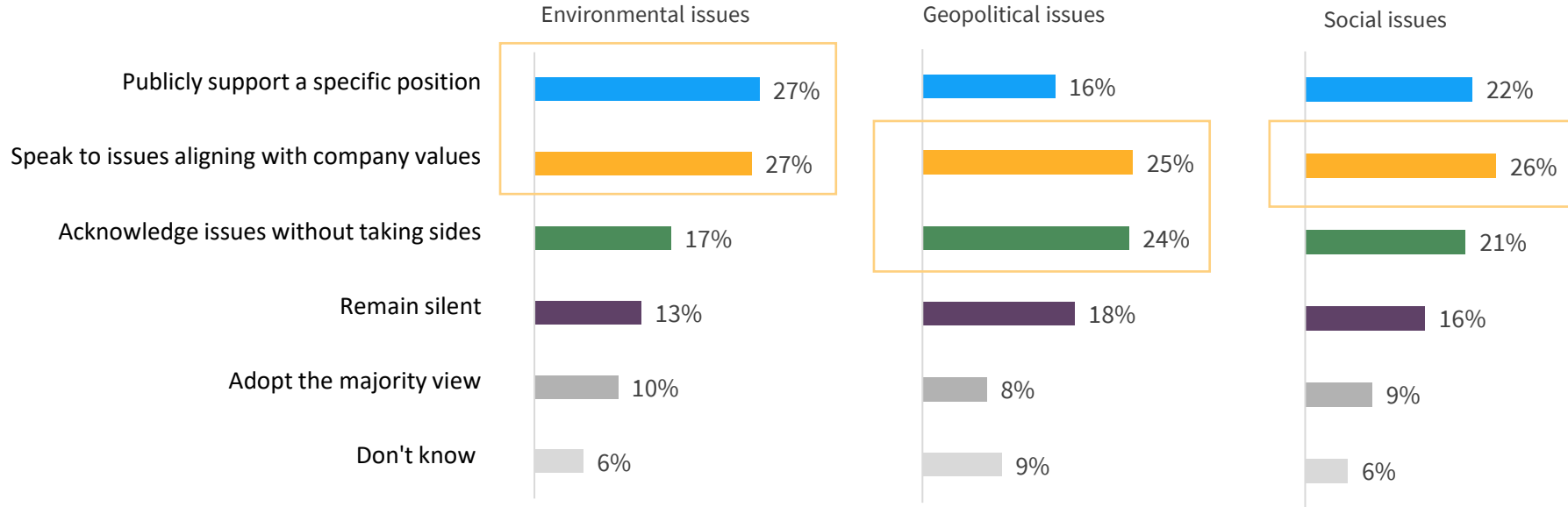




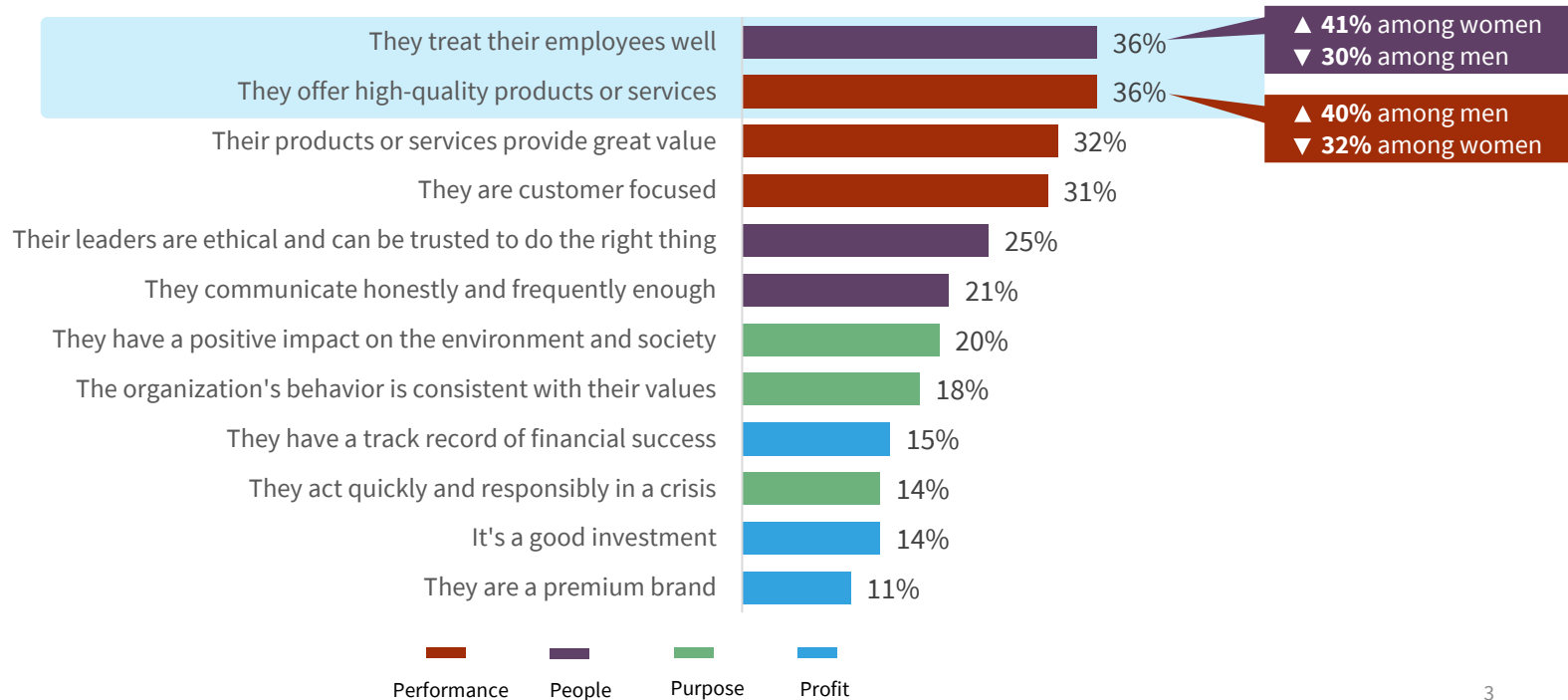
What CEOs should talk about

CEOs should speak to environmental issues, refrain from taking sides on geopolitical issues, and speak to social issues that relate to their company's values



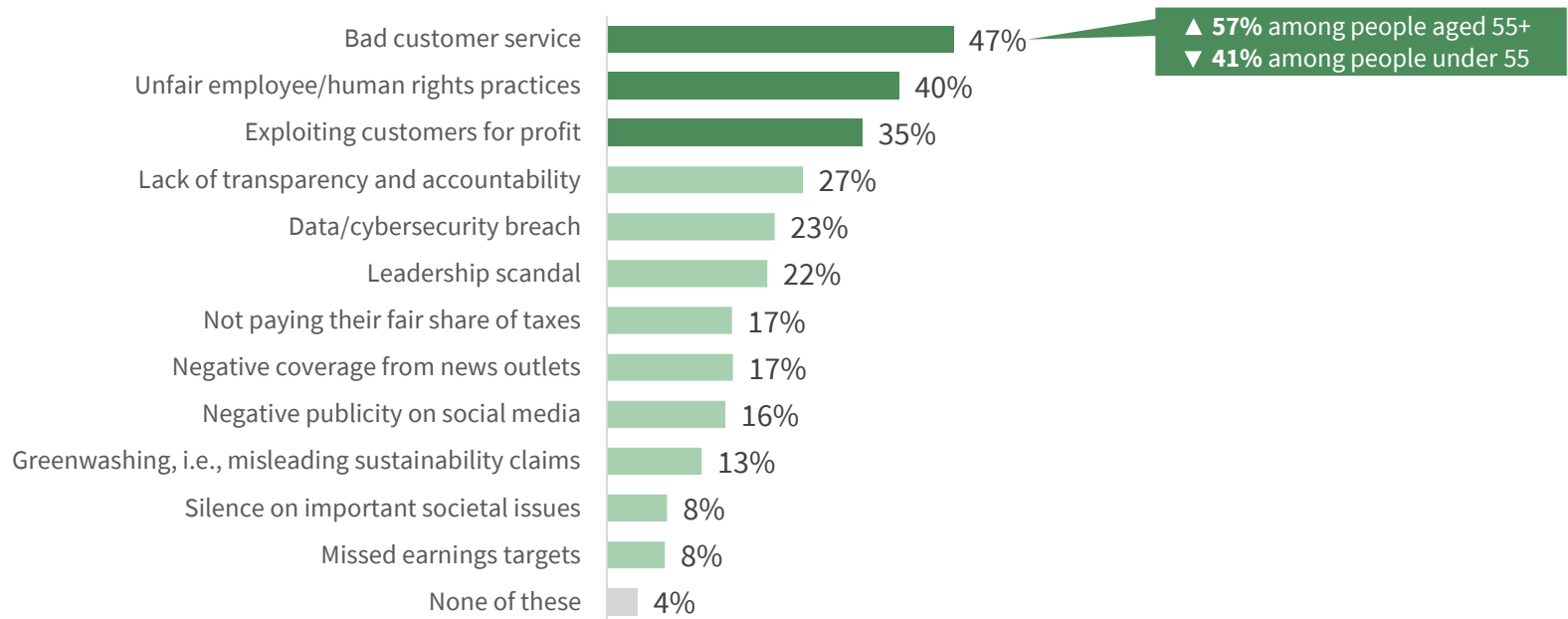
Treating employees well (36%) is as important as product quality (36%) for an organization's image

Which of these, if any, has the most positive impact on the image you have of an organization? Select up to three options



US consumers least likely to forgive bad customer service and exploiting employees or customers

Which of the following factors do you think are most damaging to a company's reputation?



In Q1 2024, Performance (68%) and People (61%) have the most positive effect on an organization's image.

Which of these, if any, has the **most positive impact** on the image you have of an organization?
(select up to 3)

