

Reputation Pulse

Wave 7

October 2024



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Dear Business Leaders,

In a world defined by shifting expectations and rising scrutiny, understanding and navigating public sentiment is more critical than ever. The Reputation Pulse Wave 7 report, conducted in October 2024, captures the heartbeat of these changing dynamics, offering actionable insights for those charged with protecting and enhancing corporate reputation.

As business leaders, we face a unique challenge: building organizations that inspire trust, foster loyalty, and deliver value to stakeholders—internally and externally. This report equips you with the insights to lead in this environment.


One trend stands out: **the growing generational divide in how reputation is evaluated.**

While delivering quality and value-for-money products and services remain central to all reputations, younger generations, particularly Gen Z, are redefining the stakes. **Over half (56%) of Gen Z respondents base a company's reputation on its ability to deliver on purpose**, compared with a third (36%) of baby boomers. Environmental and societal impact is critical in assessing brands, with twice as many Gen Z (30%) saying the environment was a reputation factor vs. 15% of boomers. These generational shifts signal a demand to embed purpose and transparency into how organizations do business.

Internally, workers and the workplace are a barometer for reputational success. Remote work policies increasingly influence job applications and purchasing behavior; nearly three-quarters (**73% of American workers said they would be less likely to purchase a product from a company that demands full-timers work only from the office.**

Additionally **only one out of five (19%) employees report that company communications meet their needs.**

These findings point to a need for improvement in employee communications and flexible work offerings.





Dear Business Leaders,

Externally, **companies face a public increasingly skeptical of their crisis management capabilities.**

Only two out of five Americans expect companies to have an action plan in a crisis, falling to one out of five in the UK. Younger generations also express more skepticism of responsible crisis behavior than older generations.

What's the number one expectation for business in 2025? **Act with integrity and deliver on your promises.** This presents an opportunity to lead by example, respond with clarity, and demonstrate accountability with a plan to follow through.

Critical to crisis and corporate comms alike is navigating the changing digital landscape. **Instagram is booming, while Reddit and Facebook are experiencing a quiet exodus.** A third of Gen Z have stopped using Reddit (34%) and Facebook (33%) altogether, and a quarter (27%) are using X less, all while increasing their Instagram (33%) and TikTok (30%) usage. Millennials, meanwhile, are using Instagram more than ever (42%) but are likewise pulling back on their Reddit usage (37%). For brands, this evolution underscores the need to meet audiences where they are—and with authenticity.

At Reputation Leaders, we are committed to empowering clients with the insights that drive informed decision-making. Whether it's understanding generational preferences, crafting purposeful messaging, or navigating crises, this report demonstrates the role of data-driven strategies in building an enduring brand reputation.



Laurence Evans
CEO
Reputation Leaders

The challenges of 2025 demand leaders who are attuned to public sentiment and equipped with the tools to act. Let us partner to harness these insights and translate them into action for mutual success.

Sincerely,





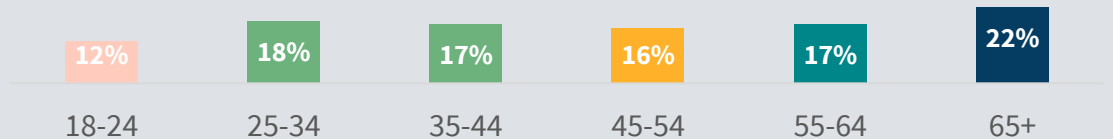
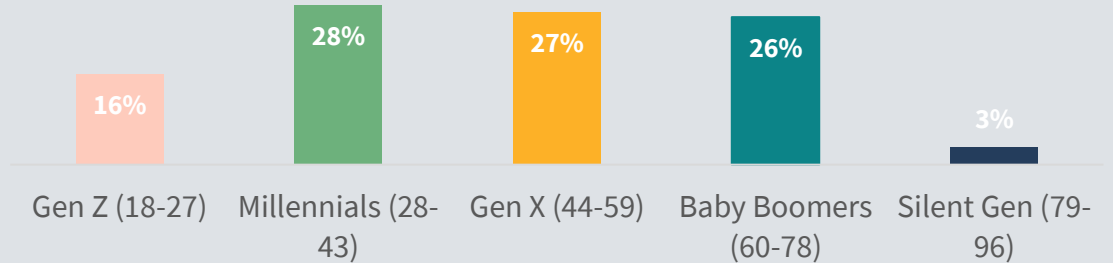
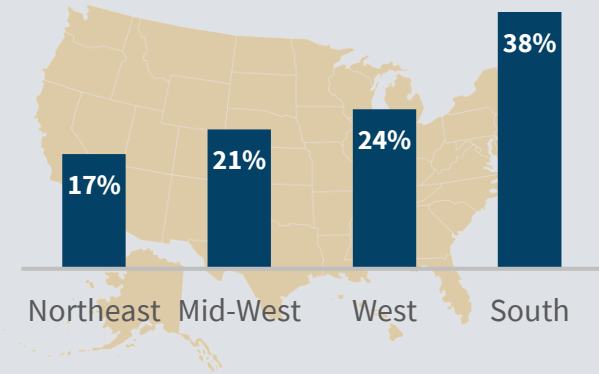
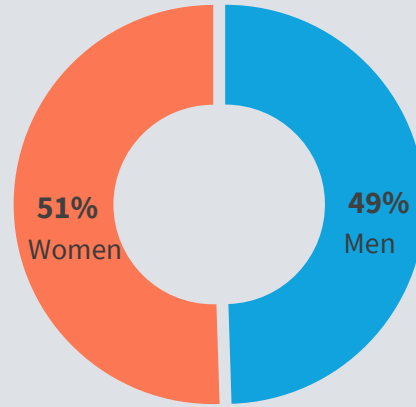
Methodology (US Sample)

Reputation Leaders conducted a **5-minute** online survey in October 2024 among **a total of 1,000 American adults** over the age of 18.

The data was **weighted to match the demographics of the US by gender, age, and region.**

This poll was conducted just before the 2024 U.S. election, providing data categorized by generational cohorts and political leaning.

The margin of error for the total sample of 1,000 is +/- 3.1% at the 95% level of confidence.





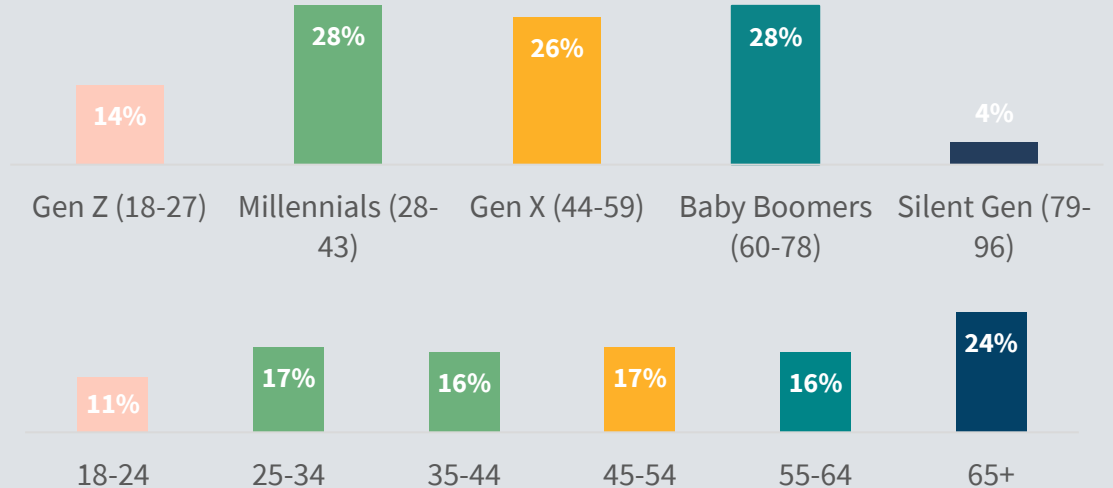
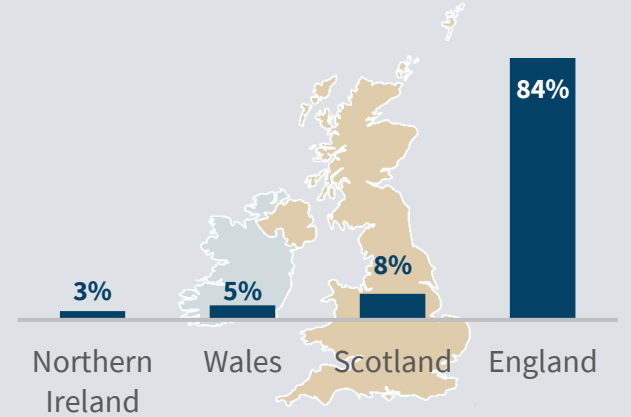
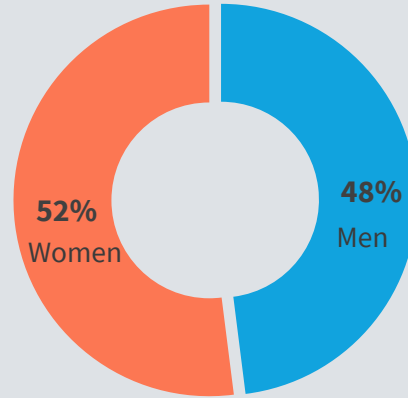
Methodology (UK Sample)

Reputation Leaders conducted a **5-minute** online survey in October 2024 among **a total of 2,101 UK adults** over the age of 18.

The data was **weighted to match the demographics of the UK by gender, age, and region.**

We asked a selection of comparative questions to a UK audience, which has been contrasted with the US data.

The margin of error for the total sample of 2,101 is +/- 2.1% at the 95% level of confidence.





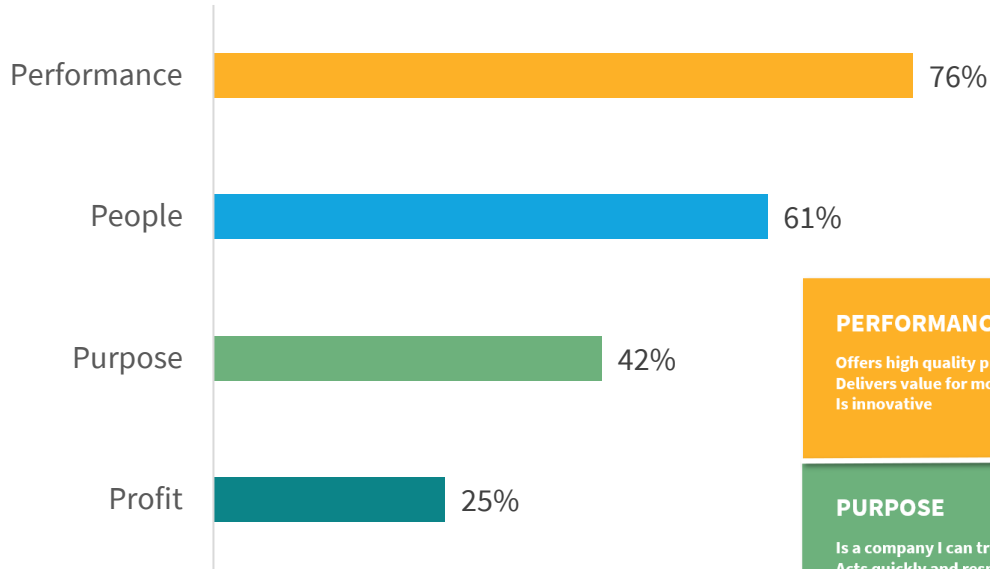
Reputation and Crisis Management

Reputation Pulse, Wave 7

How well a product performs matters most to reputation

How a company treats people is the second most important factor

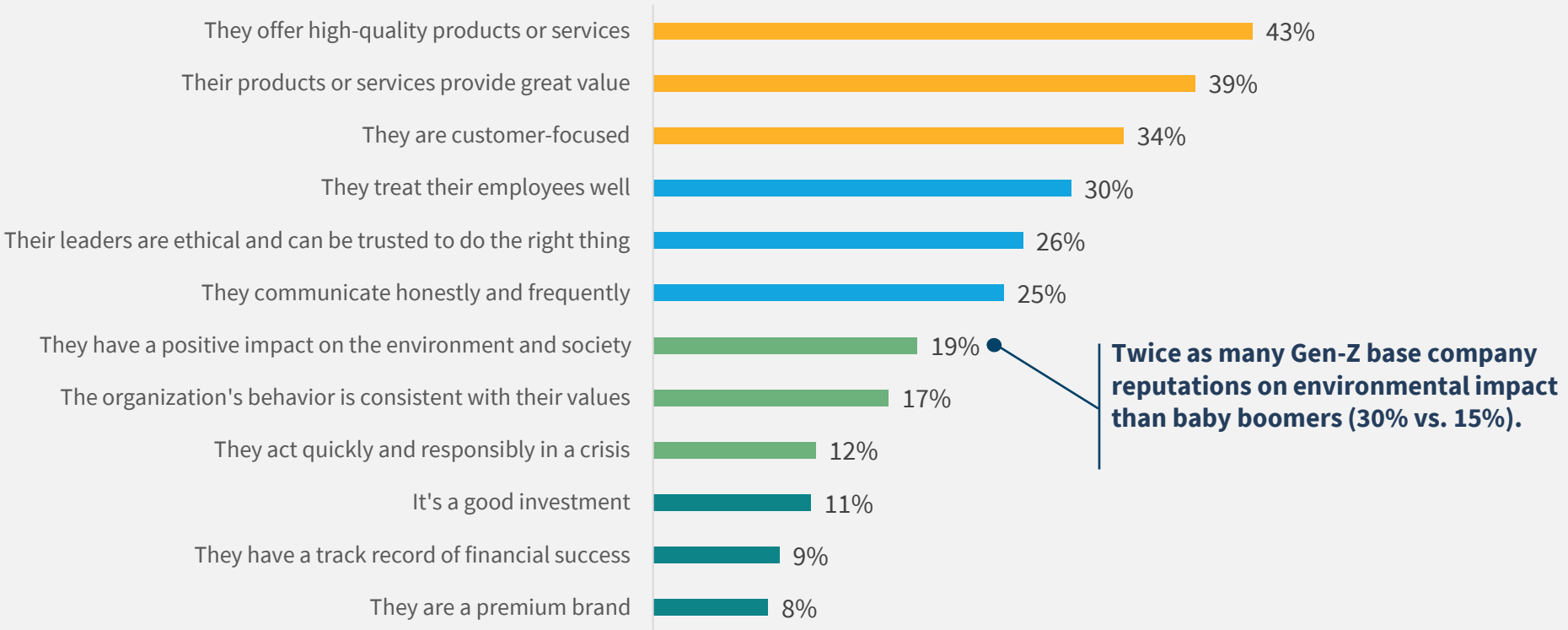
When you think about a company's reputation, which of the following matters to you? (Grouped by Ps)



Company reputation is firstly defined by high-quality products, supported by good value and customer focus

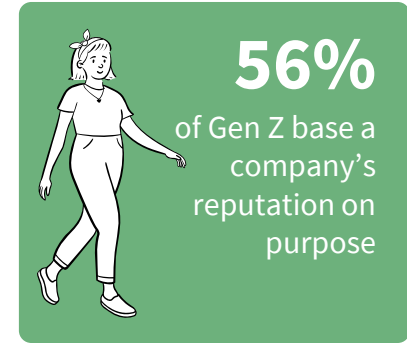
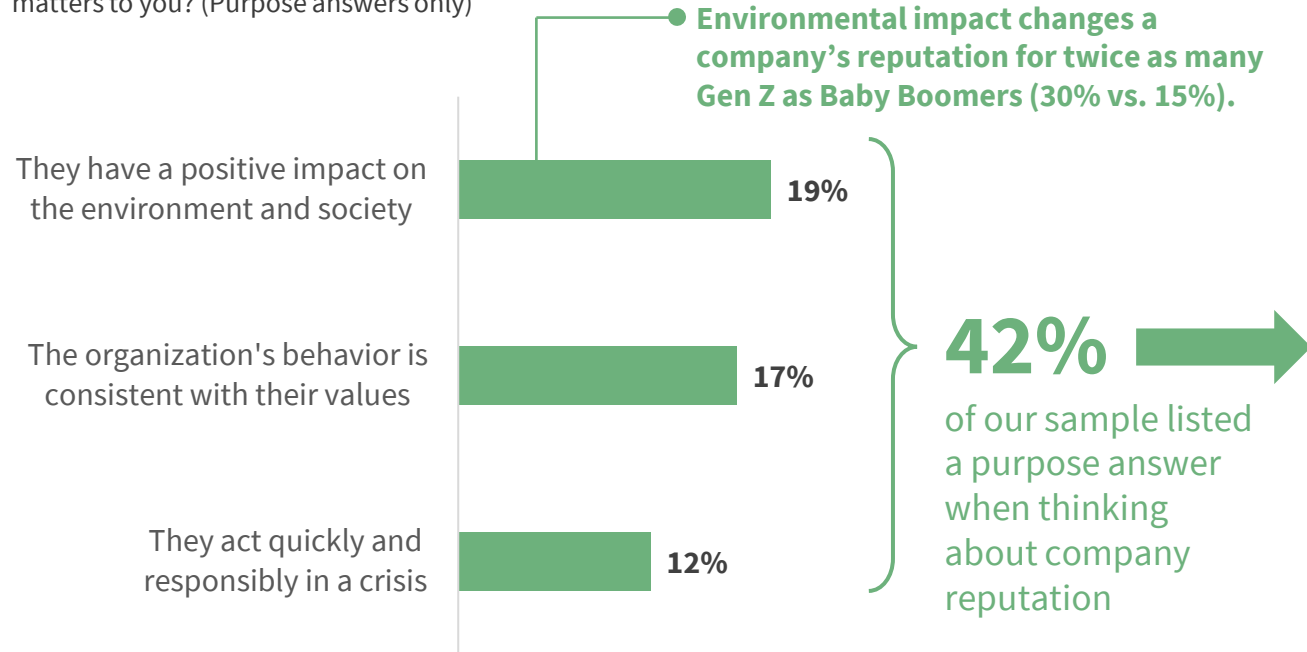
Doing the right thing, consistent with values, builds reputation

When you think about a company's reputation, which of the following matters to you?

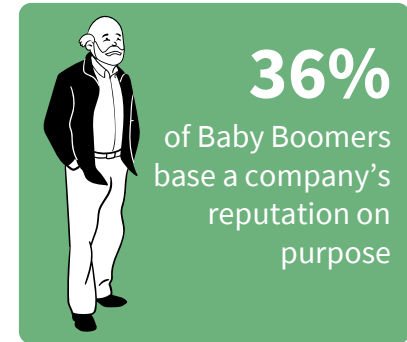


Purpose is especially important to Gen Z

When you think about a company's reputation, which of the following matters to you? (Purpose answers only)



vs.





Laurence Evans
CEO
Reputation Leaders

Most Gen Zs and millennials want purpose-driven work, and they are not afraid to turn down work that doesn't align with their values.

Reputation Leaders poll found that **56%** of Gen-Z Americans link a company's reputation directly to its purpose, with environmental action a lightning rod for walking the walk.

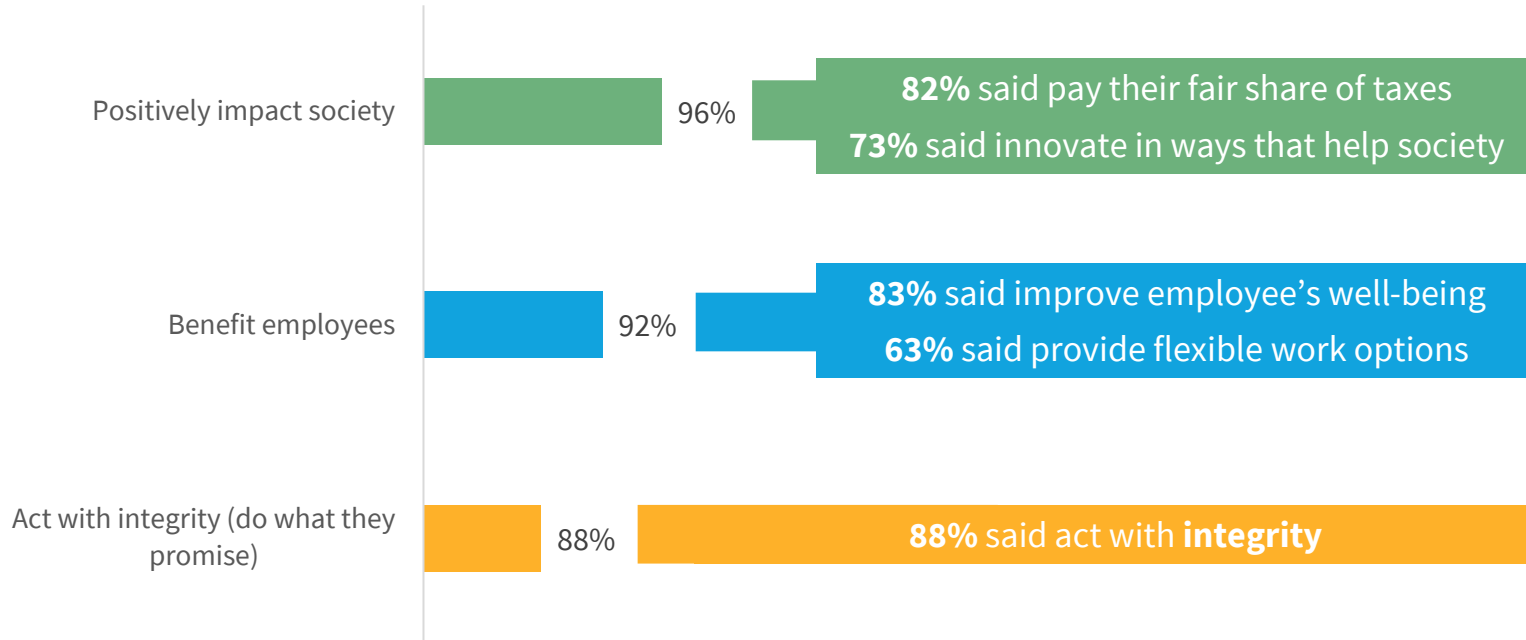


In 2025, Americans expect companies to deliver what they promise



Practical actions to benefit employees, pay fair taxes and help communities

Are the following issues important for US companies to act upon in 2025?

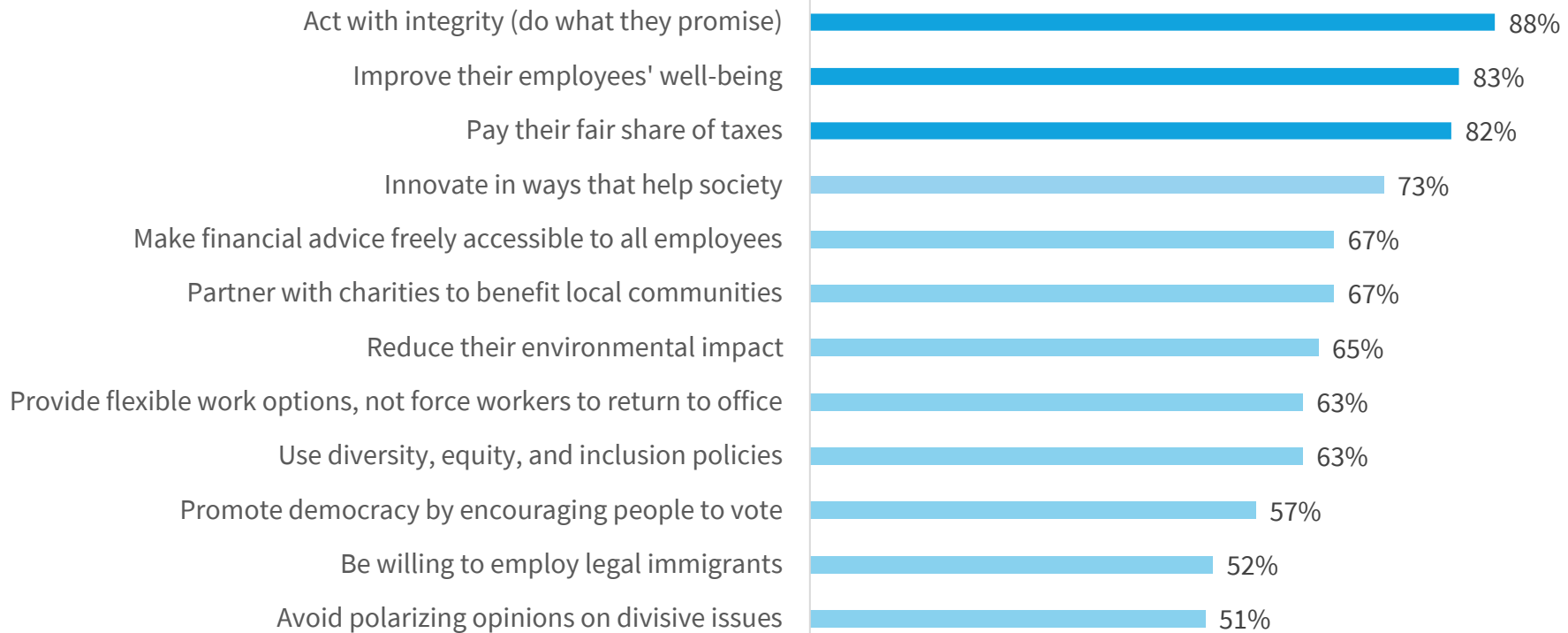


In 2025, Americans expect companies to deliver what they promise



Practical actions to benefit employees, pay fair taxes and help communities counts for more than promoting democracy or taking polarizing positions.

Are the following issues important for US companies to act upon in 2025?





Laurence Evans
CEO
Reputation Leaders



Brands win on profit and purpose when they focus on doing what they do best:

delivering great products and services with integrity, treating employees well, and paying their fair share of taxes.

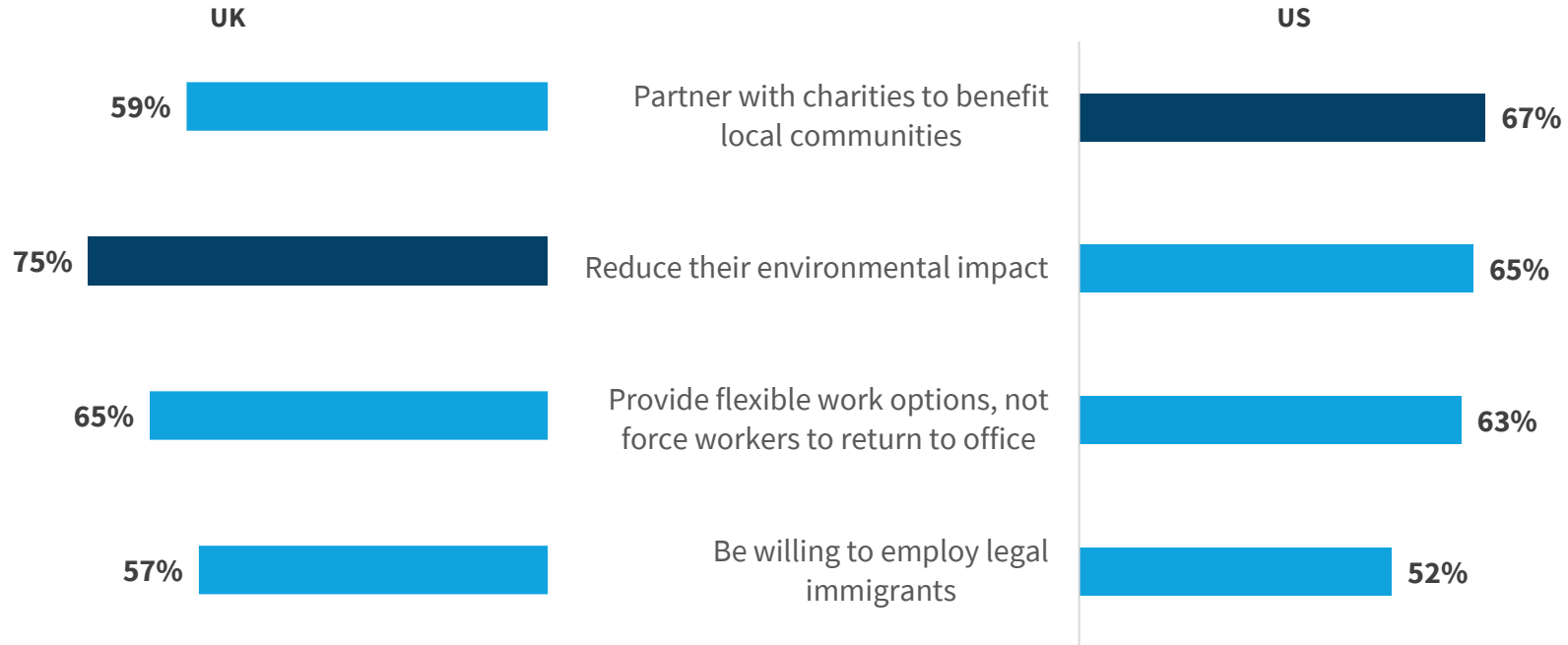


The UK population see a larger need for companies to reduce their environmental impact than American worker



In the US there is a greater desire for charity partnerships

Are the following issues important for US/UK companies to act upon in 2025?



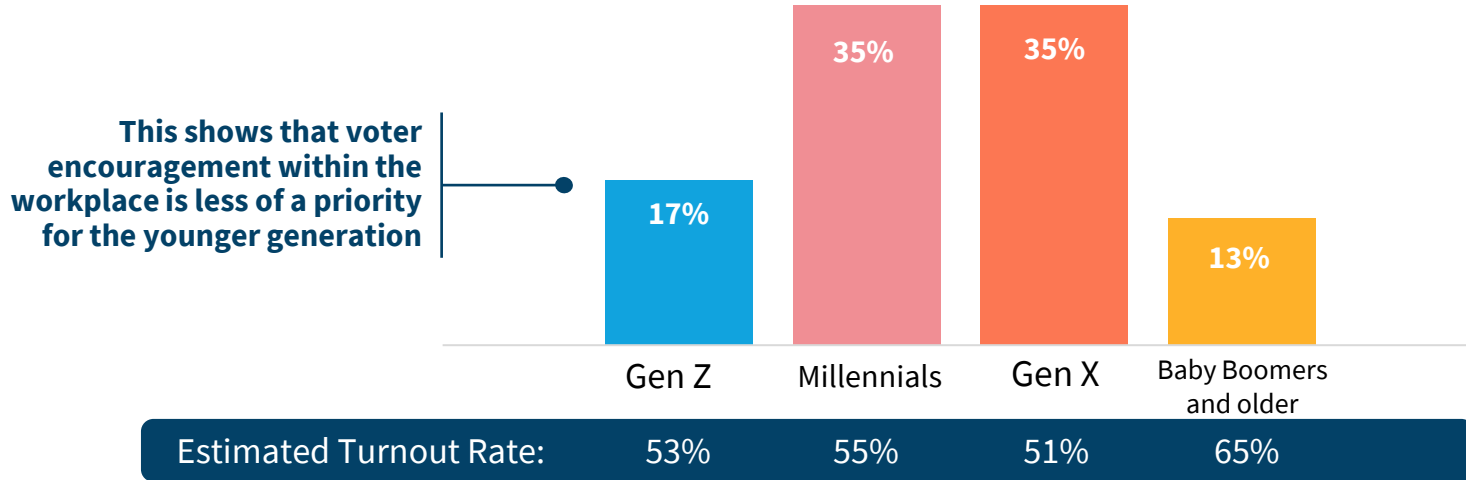
US; Weight: Nationally representative weight by gender, age and region; base n = 1009

UK; Weight: Weighting Factor; base n = 2101

Millennials and Gen X are more likely to advocate for democracy at work

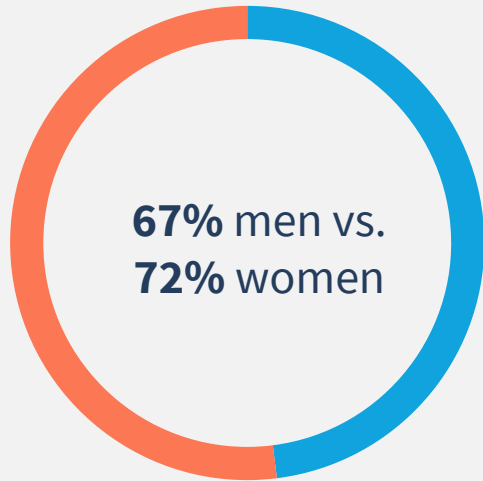
Less than 1/5 Gen Z think it's important for employers to encourage voting

Are the following issues important for US companies to act upon in 2025? (Workers only)

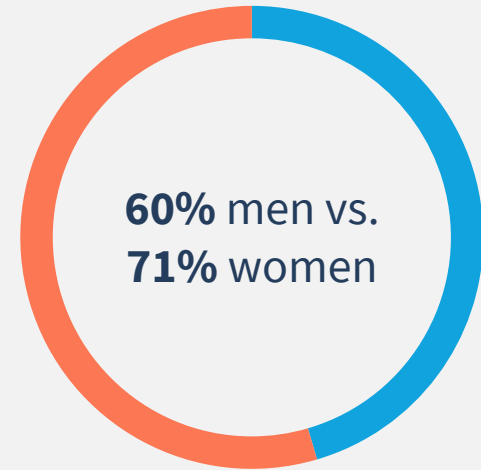


'It is important to promote democracy at work by encouraging people to vote'

Men are less likely to think policies that benefit women, such as flexible working or DE&I, are important



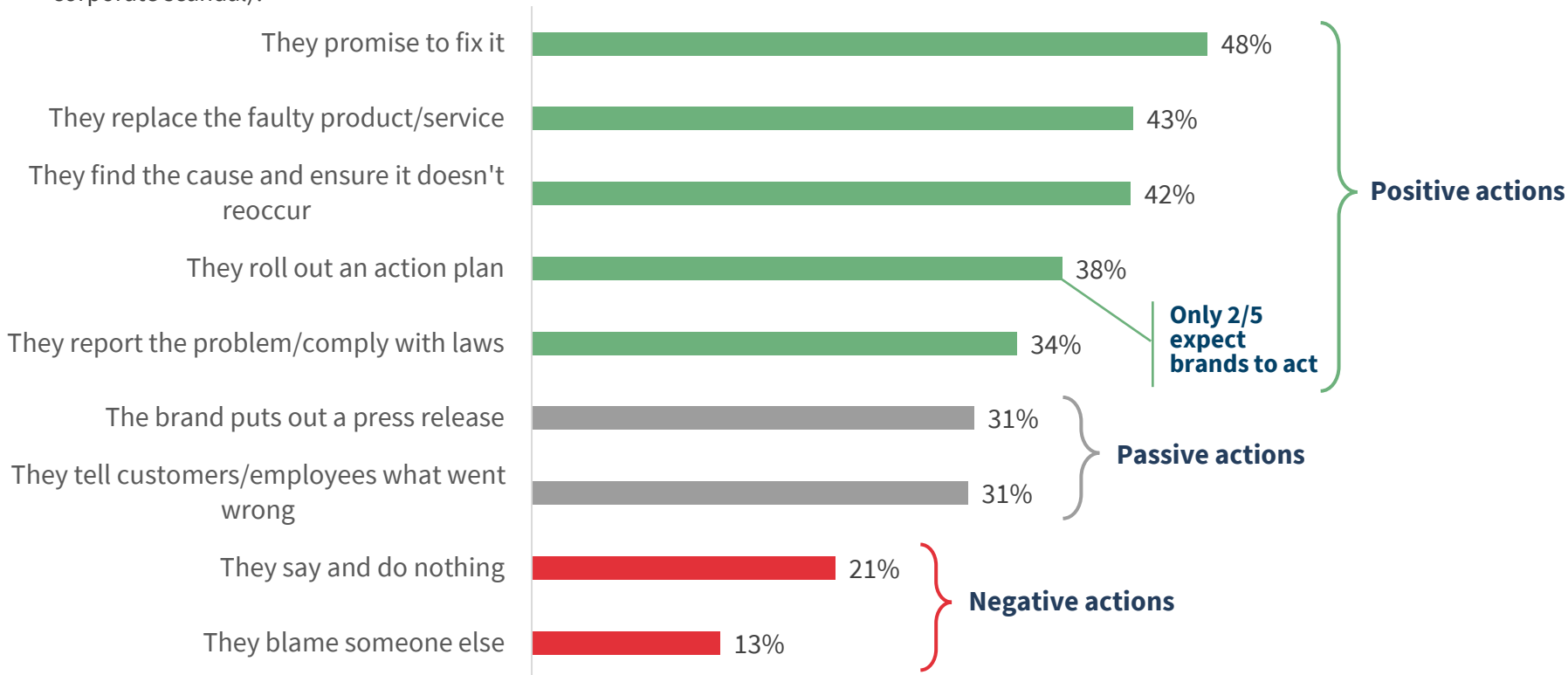
'Implementing flexible working is important for US companies'



'Implementing diversity, equity and inclusion policies is important for US companies'

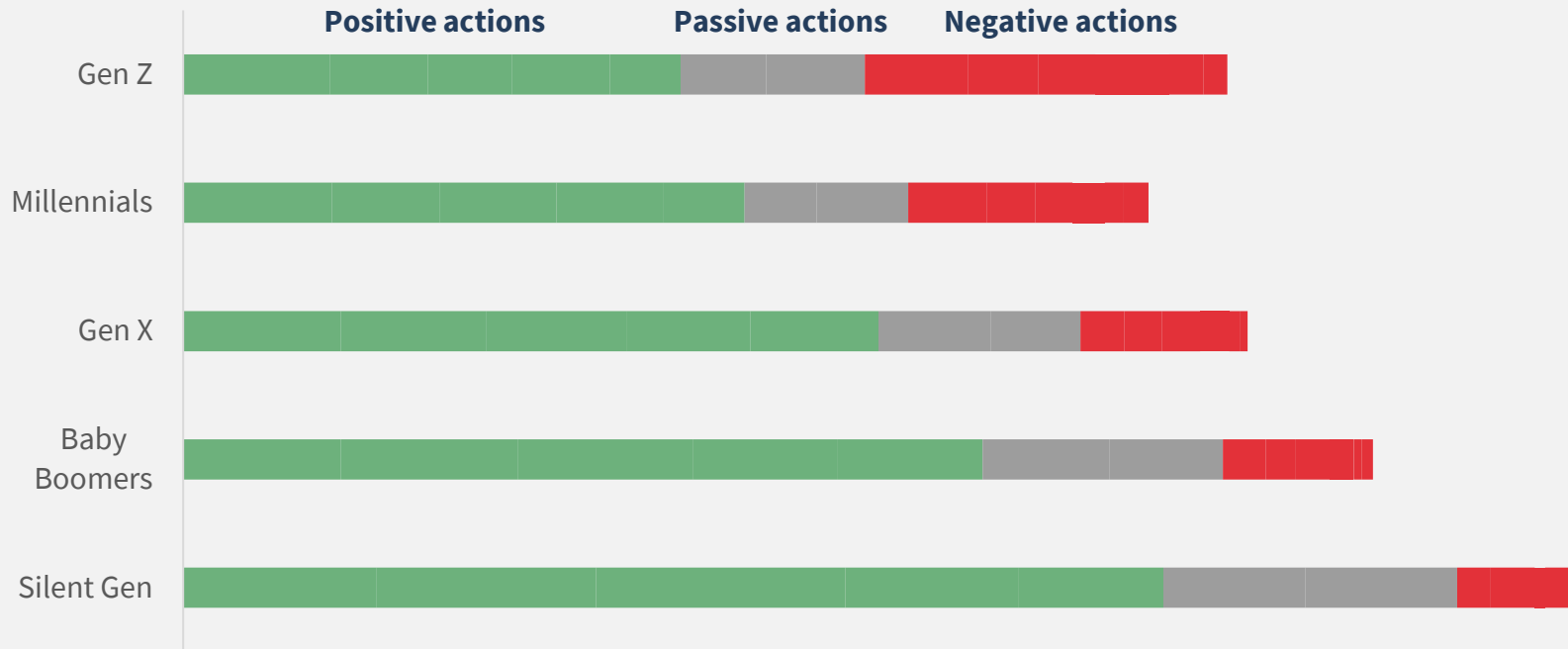
Americans expect brands to define and fix a crisis. However, less than half believe they will do it.

What normally happens when a product or brand you buy is in the news for something negative (such as a product recall, safety issue, or corporate scandal)?



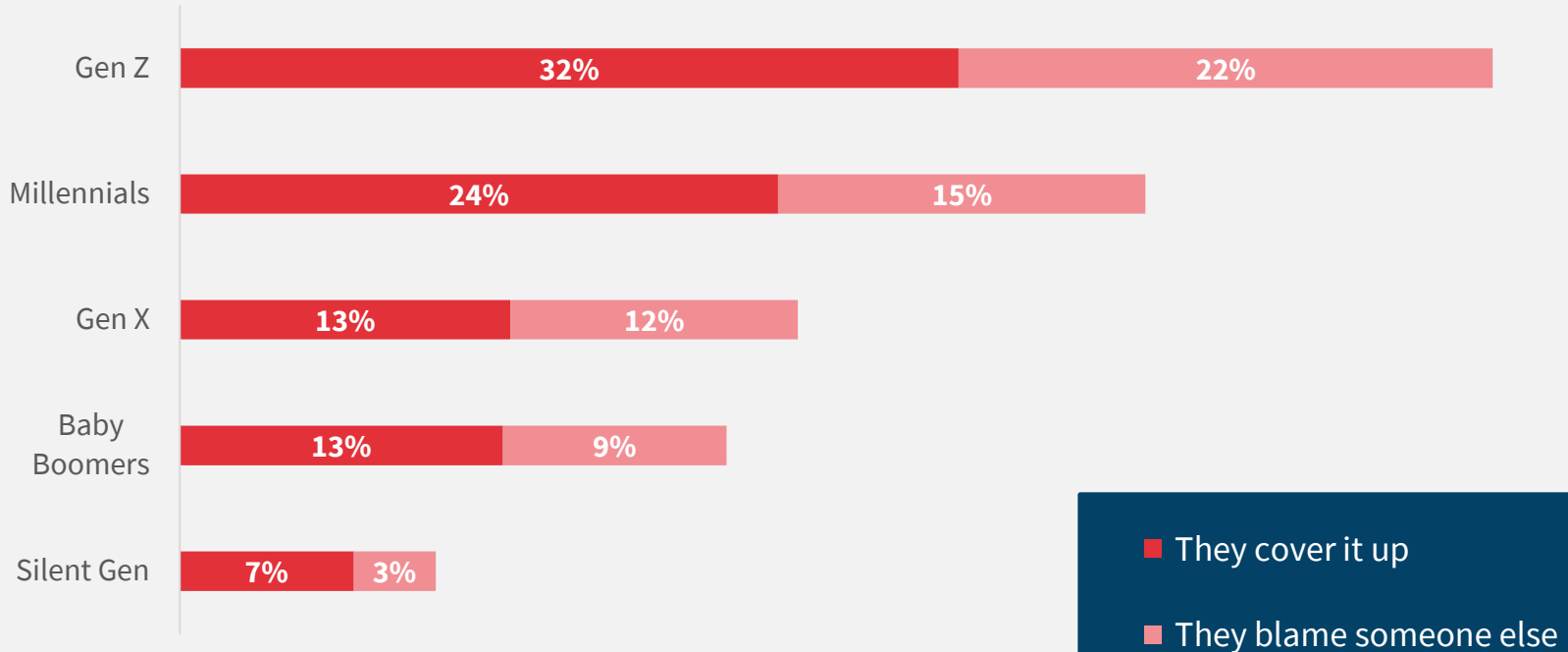
Gen Z are more likely to be aware of negative actions taken by brands after a crisis, compared to older generations

What normally happens when a product or brand you buy is in the news for something negative (such as a product recall, safety issue, or corporate scandal)? (Showing Generational cohorts and positive/negative actions only)



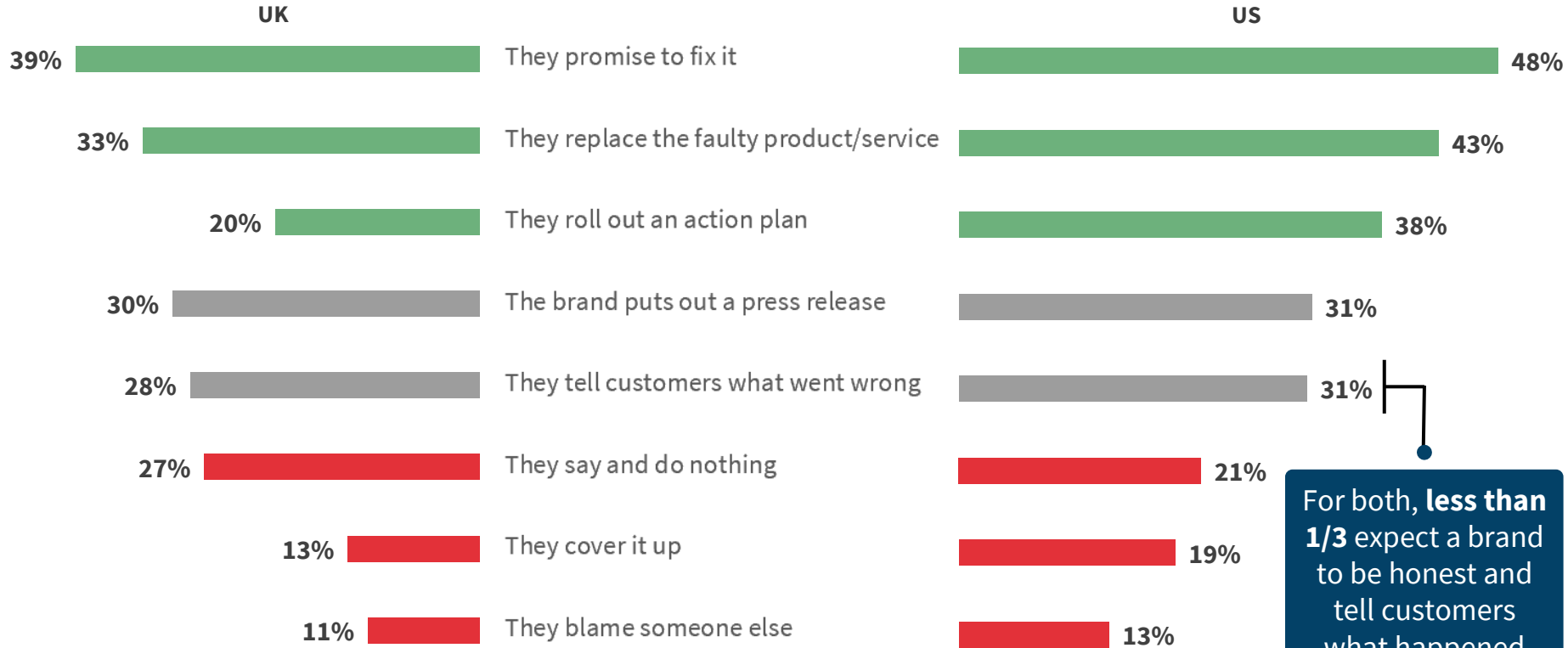
Gen Z are more cynical: believing brands more likely to cover up a crisis or blame someone else

What normally happens when a product or brand you buy is in the news for something negative (such as a product recall, safety issue, or corporate scandal)?



Only 1/5 of UK citizens think companies will act in a crisis, even lower than 2/5 of Americans

What normally happens when a product or brand you buy is in the news for something negative (such as a product recall, safety issue, or corporate scandal)?



For both, less than 1/3 expect a brand to be honest and tell customers what happened

UK: Total sample; Weight: Weighting Factor; base n = 2101

US: Total sample; Weight: Nationally representative weight by gender, age and region; base n = 1009

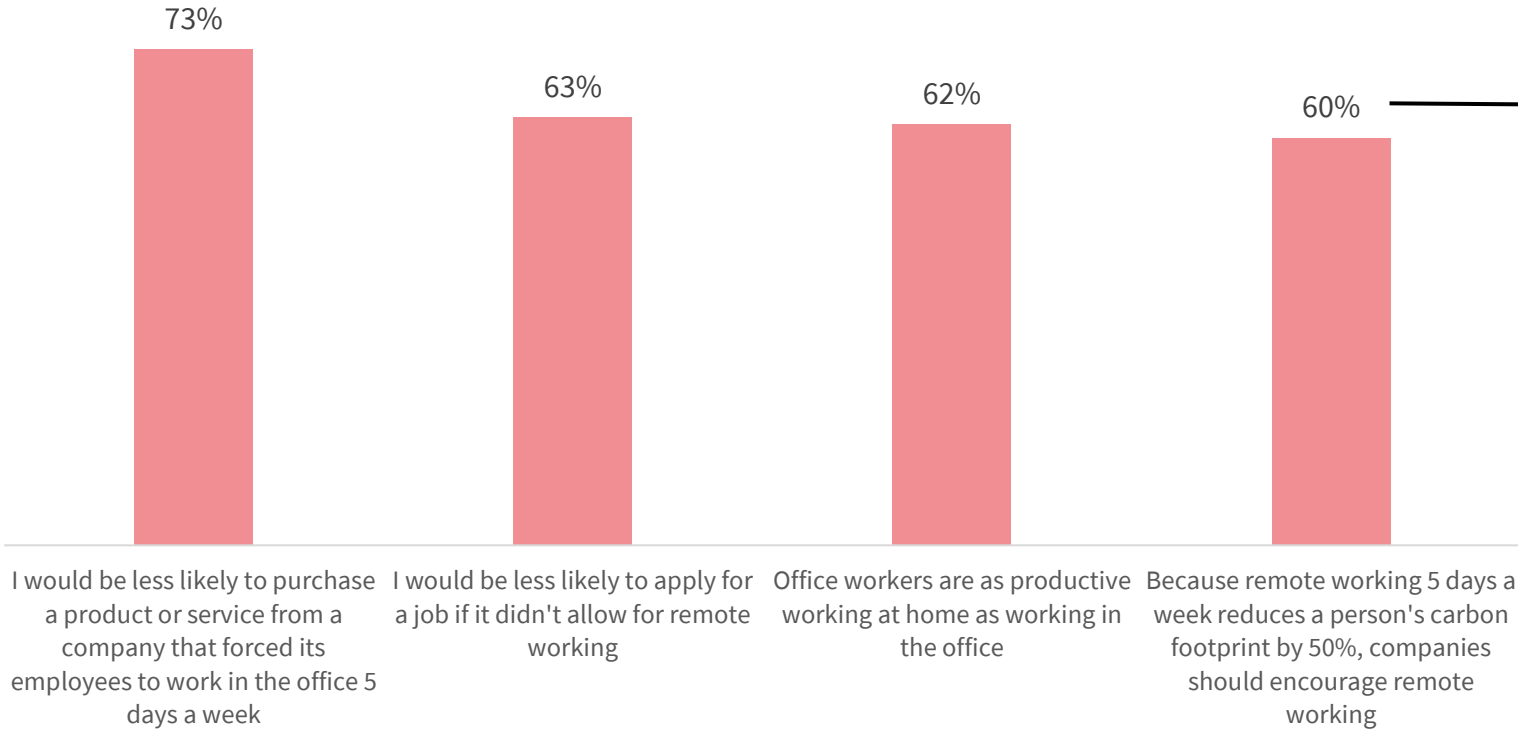


Workers

Reputation Pulse, Wave 7

2/3 workers are less likely to engage with companies that don't allow for remote working

For each statement, please select which you agree with. (Workers only)

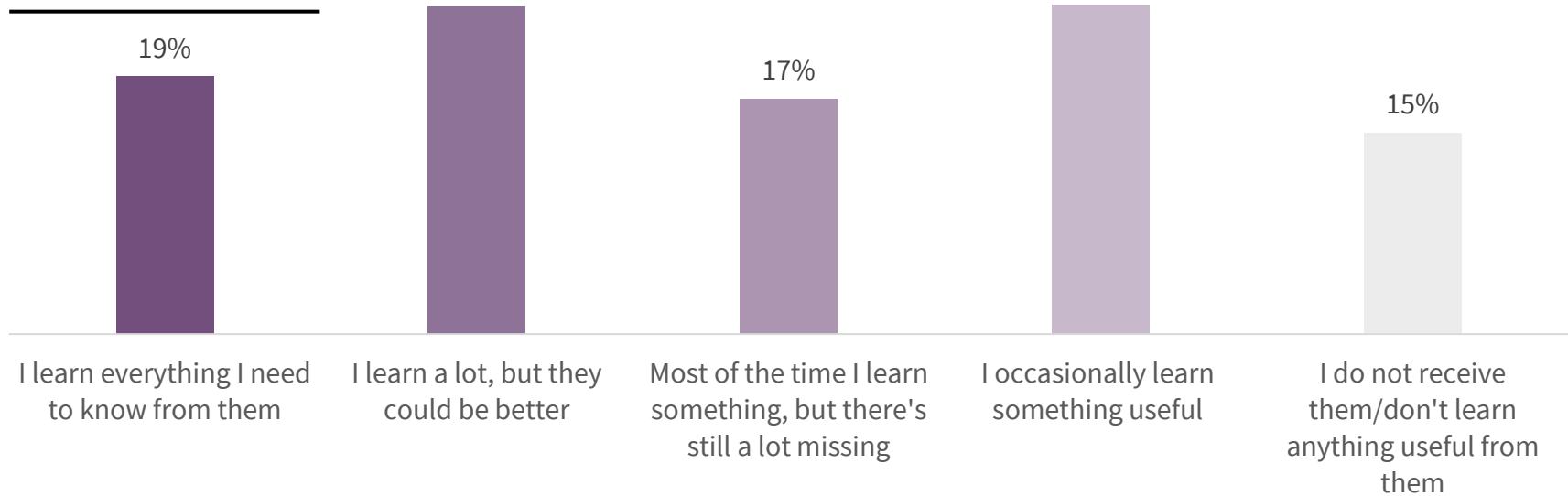


Encouraging remote working to reduce carbon footprint is supported by 60% of workers

Democrats* are 4x more likely to believe that companies are not doing enough to address climate change than Republicans (35% vs. 8%)

Only one out of five employees receive everything they need from employer communications

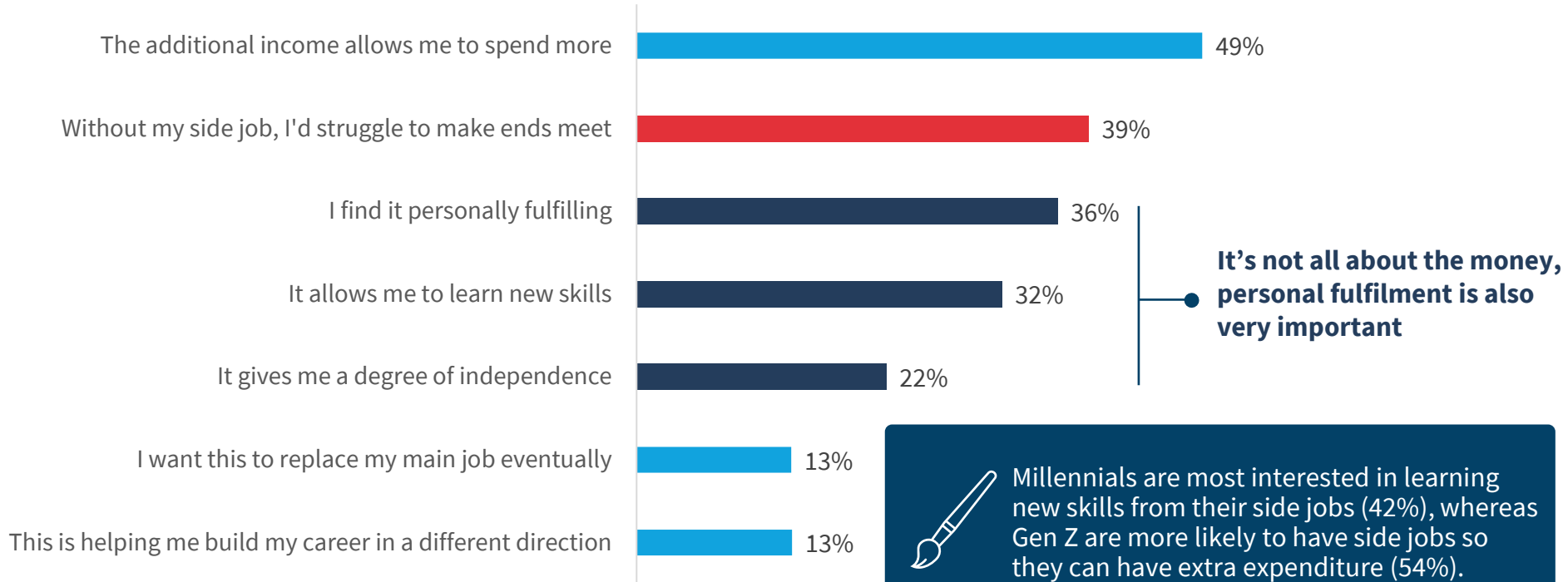
Only **19%** learn everything they need to know from employee communications



How informative do you find the employee communications from your company? (Workers only)

Four out of ten people with a side job do it to make ends meet

Please select any of the following reasons why you have a side or gig job.



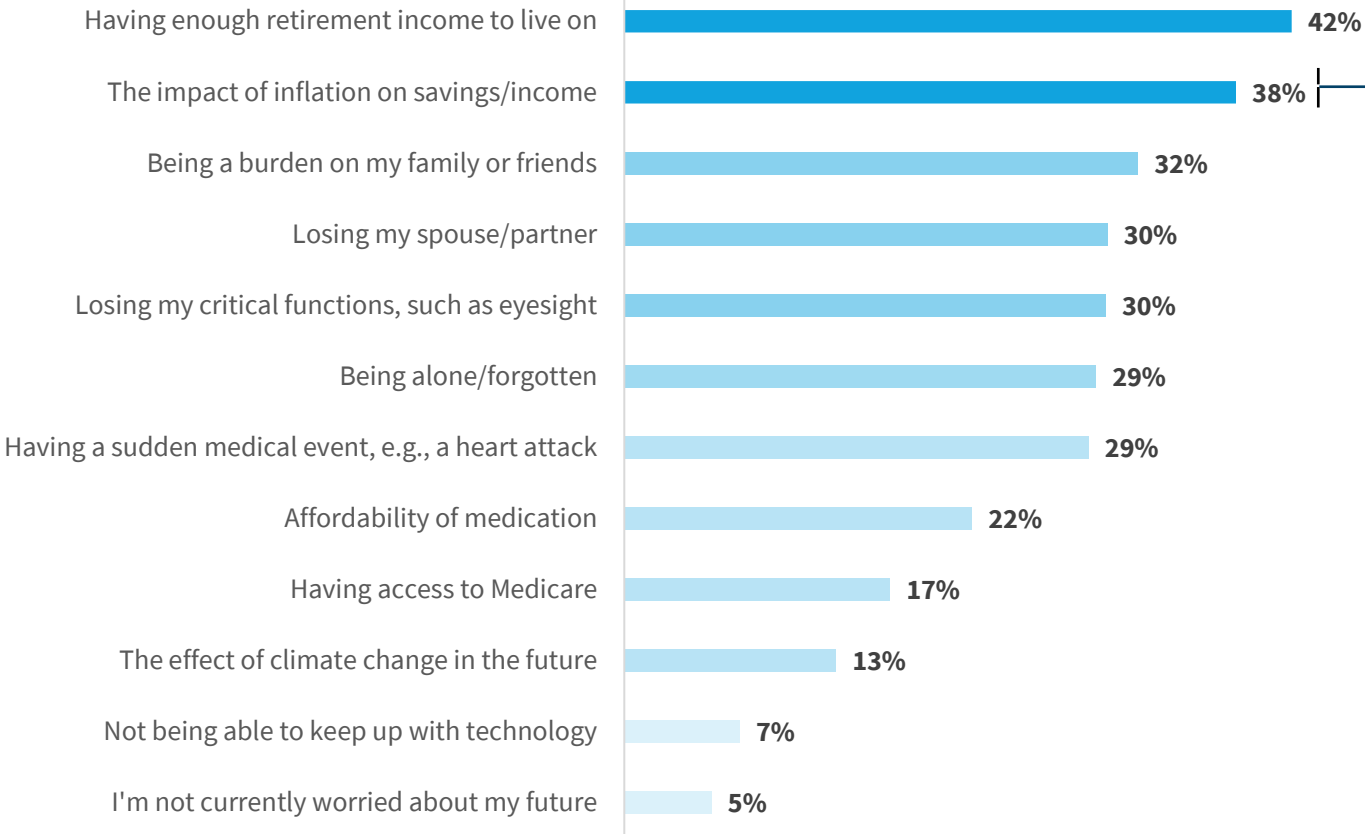


Worries About the Future

Reputation Pulse, Wave 7

Americans aging worries include money, independence and social bonds

What are you most worried about regarding quality of life as you age?



This reflects the election outcome; where **82%** of Trump supporters saw inflation as a key voting topic

Top worries by generation were:

Gen Z – The impact of inflation (48%)

Millennials and Gen X -Having enough retirement income (39% and 51%)

Baby Boomers - Losing mobility (50%)

Over twice the amount of Baby Boomers are worried about the loss of mobility (50%) than Gen Z (24%). Gen Z, in turn, are more worried about the effects of climate change (27%) than Baby Boomers (11%).

UK citizens worry about **health**, Americans wealth

What are you most worried about regarding quality of life as you age?



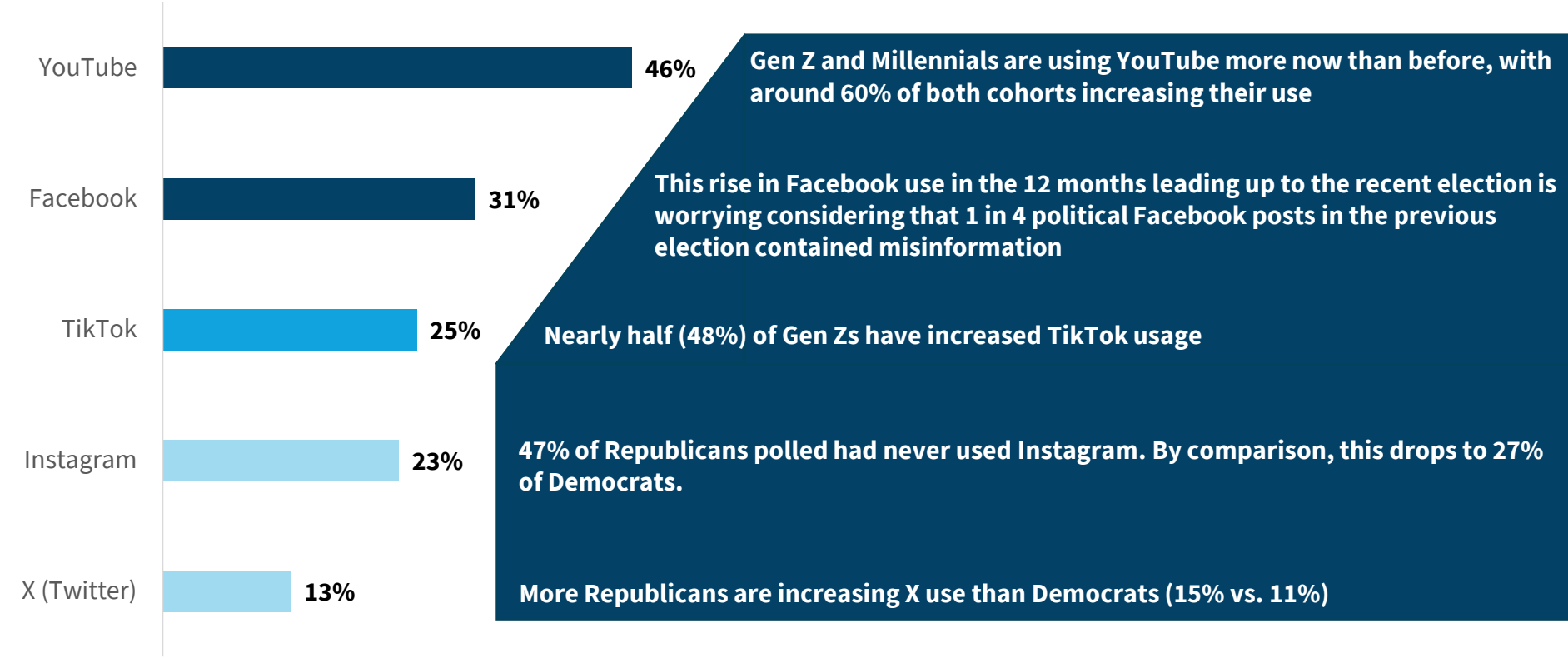


Social Media use

Reputation Pulse, Wave 7

With the rise of political videos around the election, 46% of Americans polled increased their YouTube usage.

If you have used any of the following social media platforms, how has your usage changed (if at all) over the past 12 months? (Increase only)

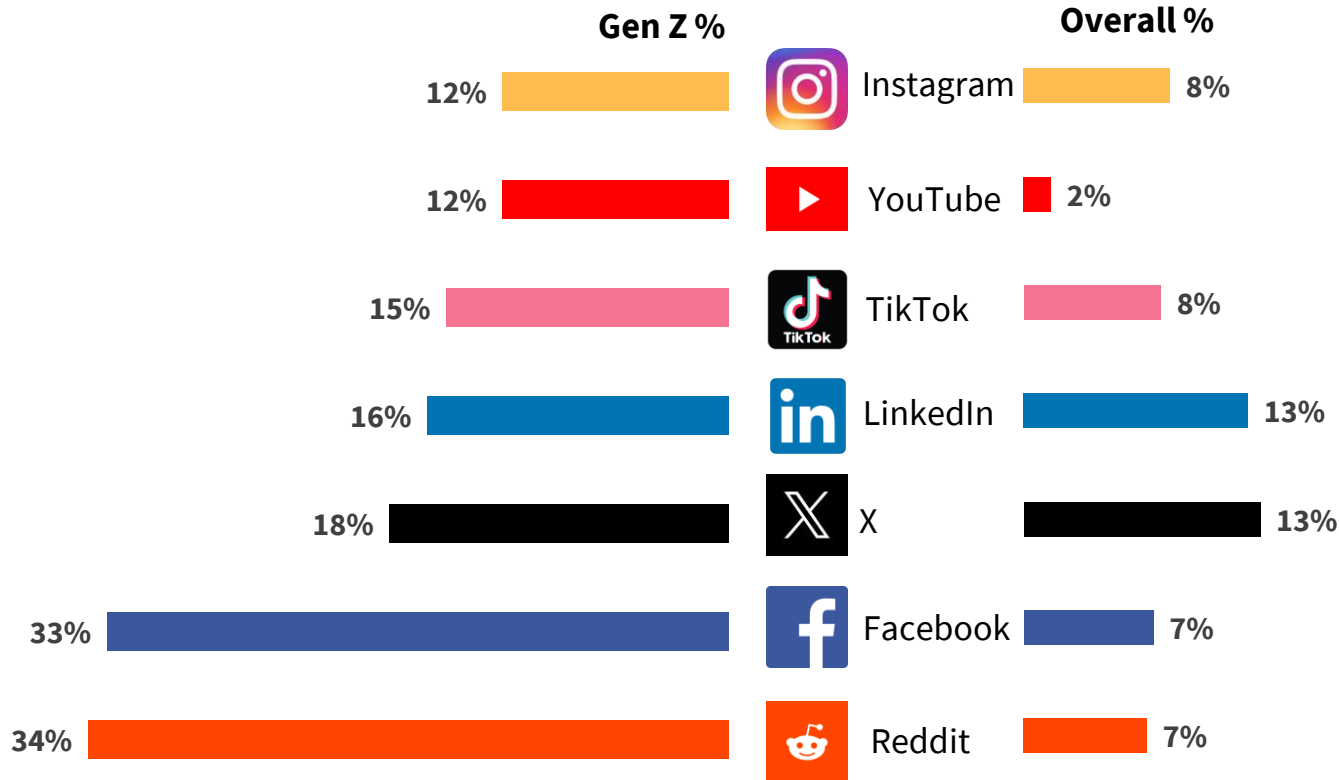


US; Weight: Nationally representative weight by gender, age and region; base n = 1009

In the 12 months preceding the election, Gen Z have boycotted social media platforms, with over 1/3 leaving Reddit and Facebook

1/8 American adults have stopped using X/Twitter in the past 12 months

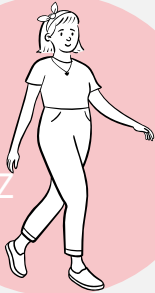
'I have stopped using this platform in the past 12 months'



In 2024 Millennials increased social media usage and Gen-Z stepped away from Reddit and Facebook

If you have used any of the following social media platforms, how has your usage changed (if at all) over the past 12 months?

Gen Z



34%

of Gen Z have stopped using Reddit.

27%

of Gen Z are using X less.

33%

of Gen Z have stopped using Facebook.

millennials



42%

of millennials have increased their use of Instagram.

37%

of millennials are using Reddit less.

Only 9% of Gen Z have never used TikTok, compared to 72% of Baby Boomers.



9%

72%



Interested to hear more?

Contact laurence.evans@reputationleaders.com

Or visit our website at www.reputationleaders.com

Who are Reputation Leaders?



Laurence Evans

Founder & CEO

- 20+ years market research
- 30 years International GM
- Expert on reputation, trust, brand and social purpose
- Research industry veteran



David Lyndon

COO

- 10 years market research
- 20 years project management
- Research methodology & analytics expert
- Software engineer, data scientist, data visualization



Dominique Cook

Client Account Manager

- 20 years market research
- International quantitative and qualitative research
- Stakeholder engagement lead
- Local UAE experience



Lynn Khoury

Senior Research Manager

- 12 years market research
- Data, insights, and analytics expert
- Manages global thought leadership
- Brand reputation, brand building and communications experience
- Arabic and French speaker

