



RETAIL 2021

THE RECEIPTS

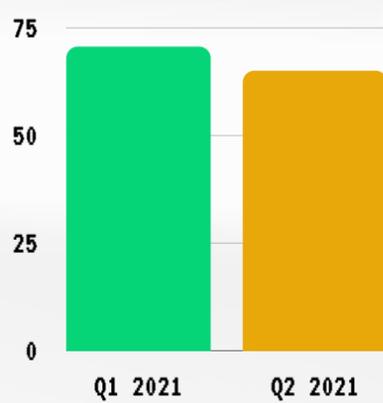
RETAIL REPUTATION IS ON THE DECLINE.

YEAR OVER YEAR, RETAIL REPUTATION HAS INCREASED. BUT AS WE TAKE A CLOSER LOOK QUARTER BY QUARTER IN 2021 - WE'VE NOTICED A DOWNWARD TREND.....

2021 GRT 100 STUDY



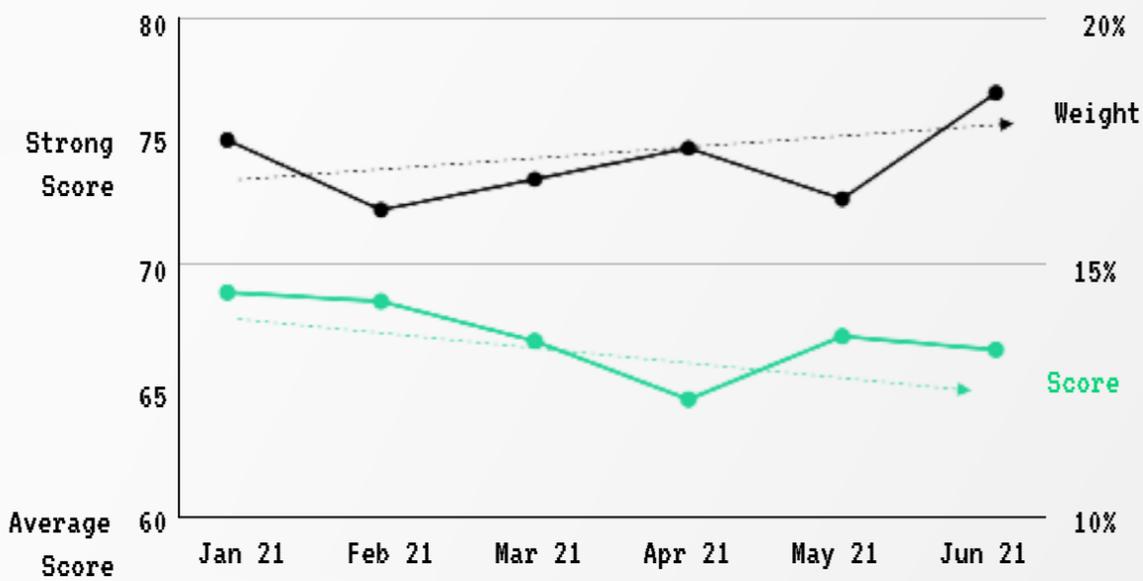
QOQ CRT DATA



AND THE LACK OF WARM FUZZIES IS TO BLAME

GOVERNANCE IS A MEASURE OF A COMPANY'S ETHICAL BEHAVIOR, TRANSPARENCY, AND FAIRNESS.....

Retail Governance score & weight over time



RETAIL'S GOVERNANCE SAW THE BIGGEST DECREASE ACROSS DRIVERS, AND CARRIES THE MOST WEIGHT.

GOVERNANCE IS A WORTH WHILE INVESTMENT



63% of global consumers prefer to buy goods and services from companies that "stand for a purpose that reflects their values and beliefs" and will avoid those that do not

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MEET THESE RECENT DECREASES WITH DELIBERATE ACTION.

READ THE FULL REPORT ON REPTRAK.COM/BLOG

