

Reputation Matters

From the Boardroom to the
Frontline

Ireland
REPUTATION
INDEX 2026

- THE
- REPUTATIONS
- AGENCY

THANK **YOU.**

- THE
- REPUTATIONS
- AGENCY

OUR AGENCY PURPOSE

To be trusted partners in harnessing
**the power of reputation for client
transformation and growth.**

OUR GROUP

Established in 2004, The Reputations Agency has been the exclusive Irish partner to The RepTrak Company since 2009 and part of the WPP (VML) network of agencies in Ireland since 2014.



OUR AGENCY STRATEGY & EXPERTISE

HUMAN INTELLIGENCE
LED AND AI EMPOWERED.

INTELLIGENCE

STRATEGY

WE CREATE STORIES THE
DEMAND AND KEEP
STAKEHOLDER ATTENTION.

STORY

IMPACT

CREATING UNIQUE AND EFFECTIVE
INSIGHT-DRIVEN REPUTATION STRATEGIES.

MEASUREABLE IMPACT
THAT DRIVES BUSINESS
OUTCOMES FOR CLIENTS.

Methodology

THE LARGEST DATA BANK
ON CORPORATE REPUTATION
IN IRELAND 2010 – 2026



THE REPTRAK® MODEL COMPLETE BUSINESS INTELLIGENCE SYSTEM

1. REPUTATION SCORE

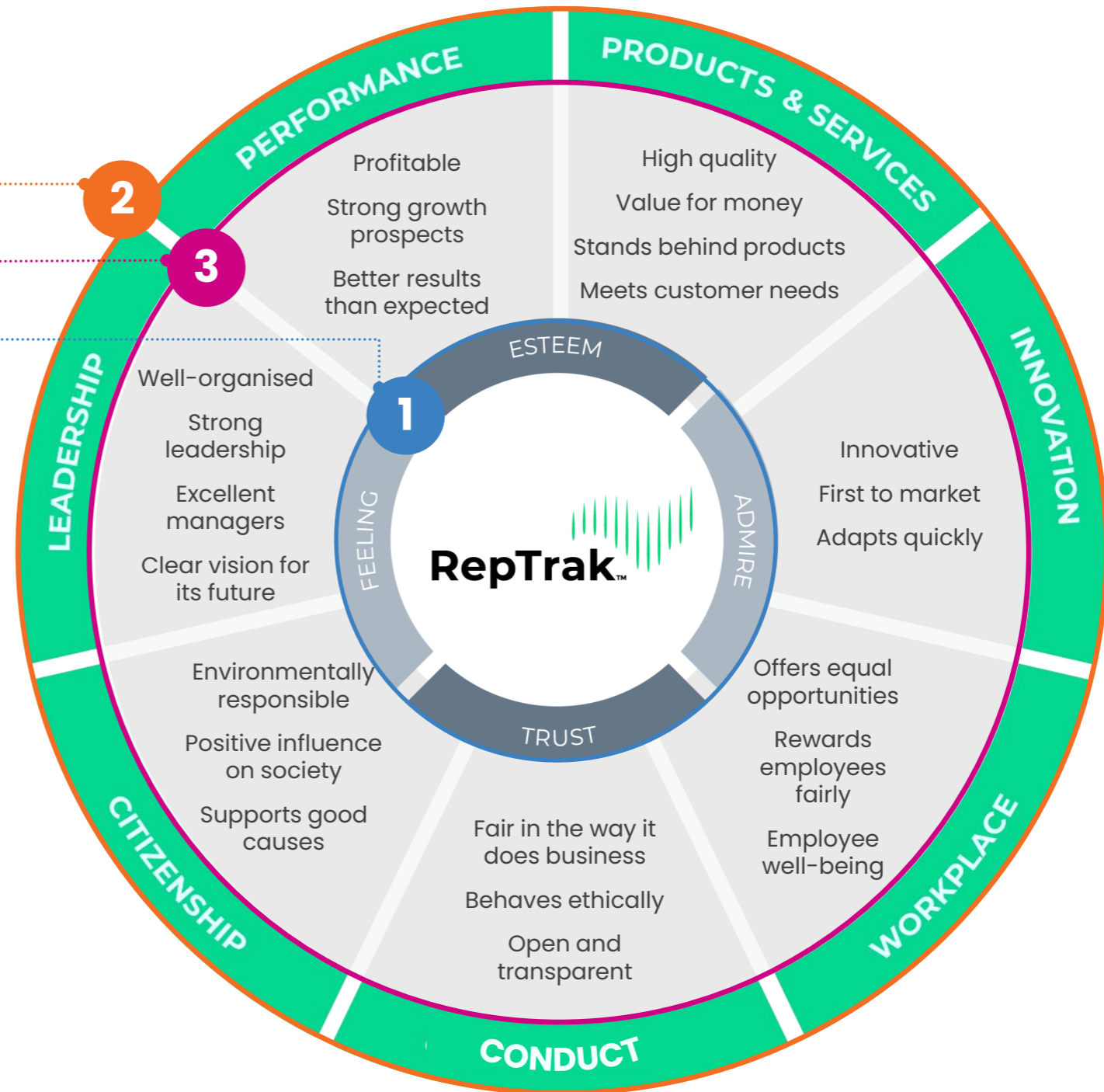
The emotional bond between your organisation and the public, based on esteem, admiration, trust, and good feeling.

2. DRIVER (SCORES & WEIGHT)

These seven rational Drivers have proven to be the pillars of organisational reputation.

3. FACTOR (SCORES & WEIGHT)

The 23 concrete and operational Factors that underpin the seven Drivers.



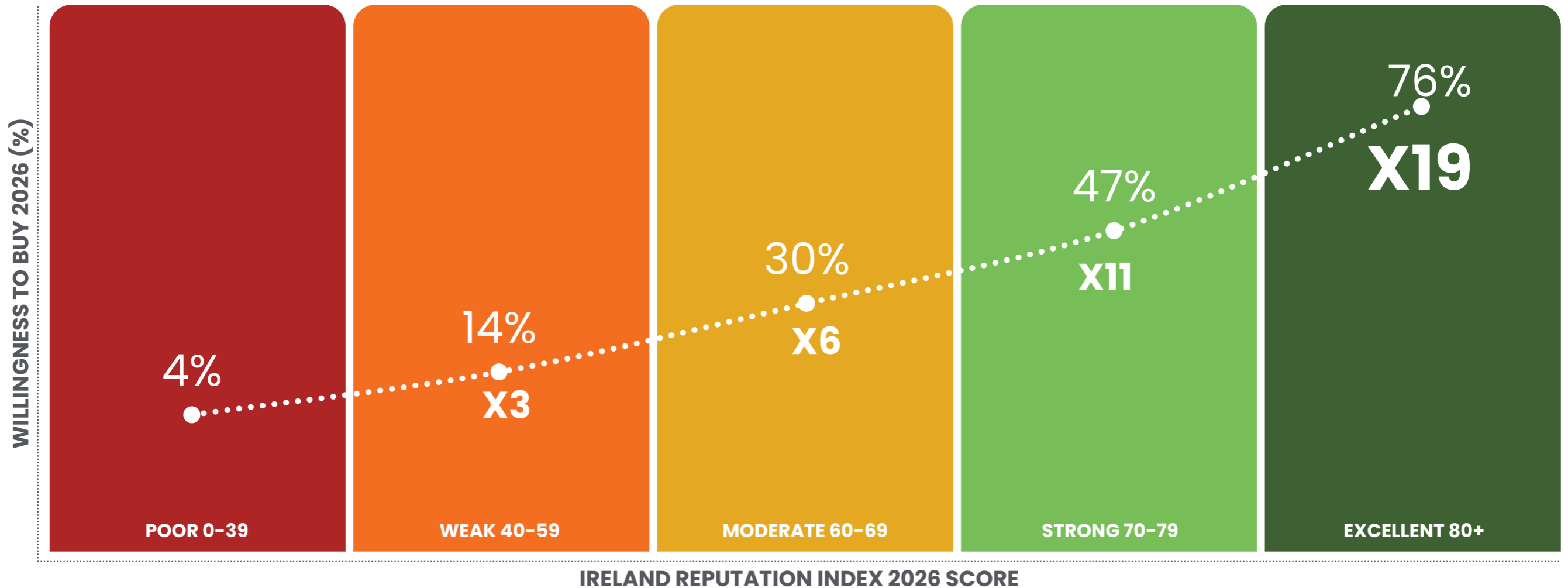
REPUTATION MATTERS

What the
evidence shows

Corporate reputation links directly to stakeholder support

REPUTATION MATTERS: **WILLINGNESS TO BUY**

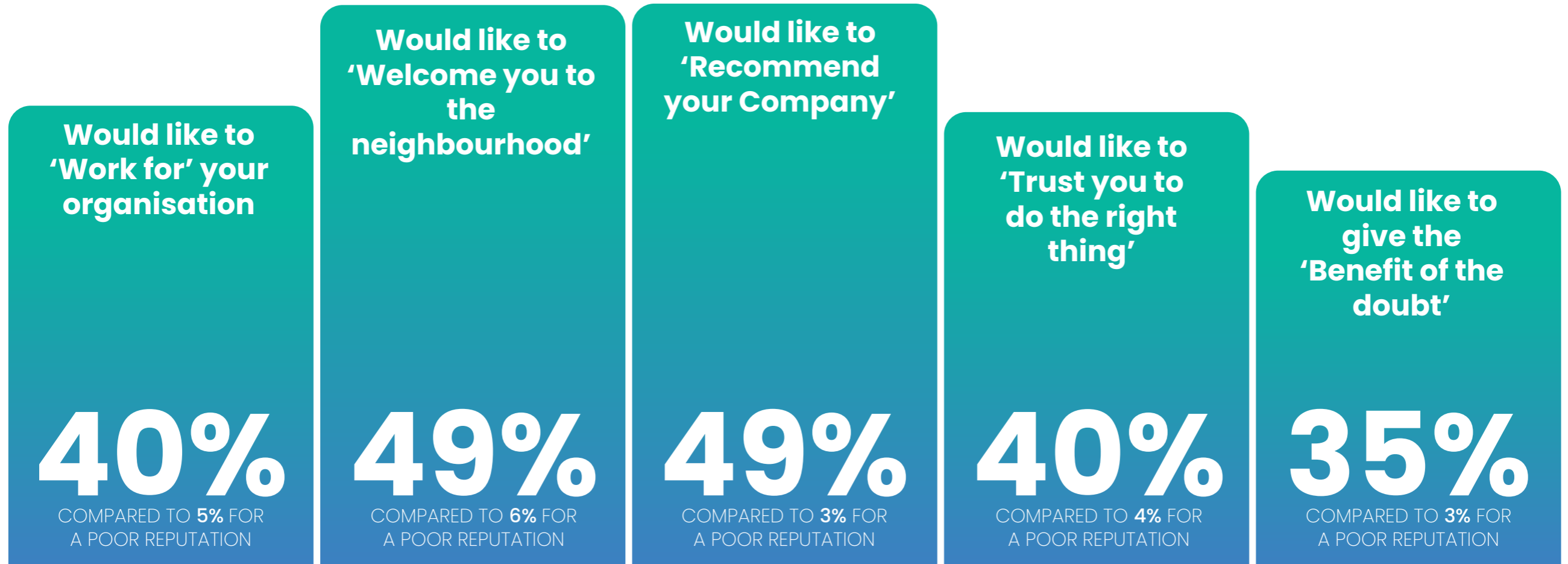
In 2026, the public in Ireland is 19 times more Willing to Buy from an organisation with a reputation in the Excellent tier, than from an organisation whose reputation falls into the Poor tier.



Corporate reputation links directly to stakeholder support

REPUTATION MATTERS: **BUSINESS OUTCOMES**

A Strong Reputation leads to Strong Support. The evidence shows us that consumers are more willing to support businesses with Strong Reputations.



Reputation Score

FEEL

HOW DO YOUR STAKEHOLDERS
FEEL ABOUT YOUR COMPANY?

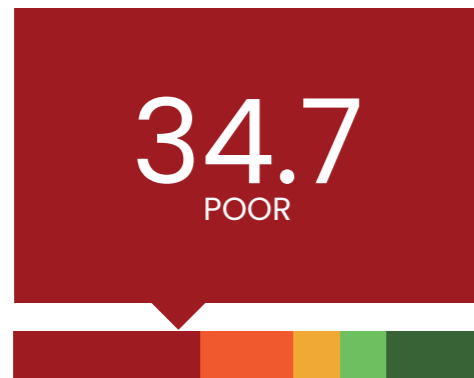
REPUTATION SCORE

In Q1 2026, the average of the 100 organisations' Reputation score, measuring the health of its emotional bond with the public, is Moderate at 69.8, just below the Strong tier.

Looking at the #100 org this year, we see they have a Poor Reputation score of 34.7

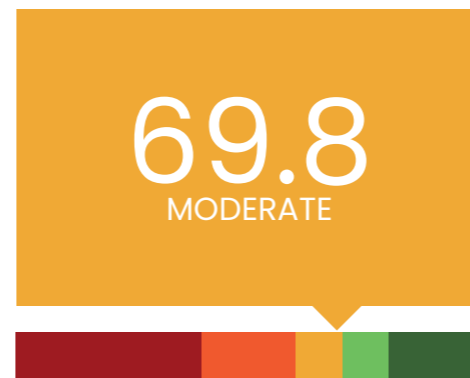
Looking at the #1 organisation, we see they have an Excellent tier score of 81.7.

The #100 Organisation



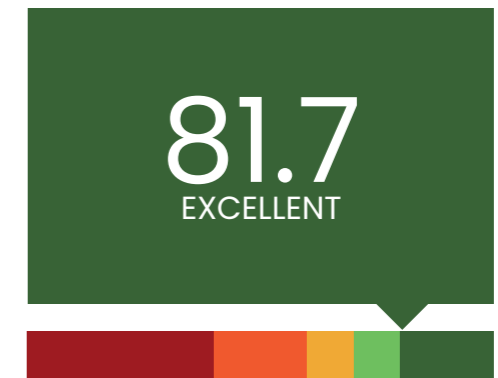
▼ -10.2 vs. 2025

The Average



△ +1.1 vs. 2025

The #1 Organisation



▽ -0.6 vs. 2025

POOR 0-39

WEAK 40-59

MODERATE 60-69

STRONG 70-79

EXCELLENT 80+

Driver Scores

THINK

WHAT DO YUR STAKEHOLDERS
THINK ABOUT YOUR COMPANY?

REPUTATION SCORE

In Q1 2026, Looking at the #100 org this year, they have a Poor scores for three Drivers and Weak scores for the other four.

Looking at the seven Rational Drivers for the average of the 100 organisations, four of the seven are Strong, with Innovation, Conduct, and Citizenship lagging behind, within the Moderate tier.

Looking at the #1 organisation, they have Excellent scores for three Drivers, Strong scores for three, and Innovation Moderate.

The #100 Organisation

REPUTATION DRIVERS

Products/Services		42.9	▼
Innovation		48.7	▼
Workplace		38.3	▼
Conduct		36.2	▼
Citizenship		34.9	▼
Leadership		42.0	▼
Performance		56.2	▼

The Average

REPUTATION DRIVERS

Products/Services		71.8	△
Innovation		67.6	△
Workplace		70.1	△
Conduct		67.7	△
Citizenship		68.6	△
Leadership		70.8	△
Performance		74.2	△

The #1 Organisation

REPUTATION DRIVERS

Products/Services		81.4	▼
Innovation		69.2	△
Workplace		76.5	▼
Conduct		81.3	△
Citizenship		80.1	
Leadership		78.4	△
Performance		79.0	▼

POOR 0-39

WEAK 40-59

MODERATE 60-69

STRONG 70-79

EXCELLENT 80+

Business Outcomes

DO

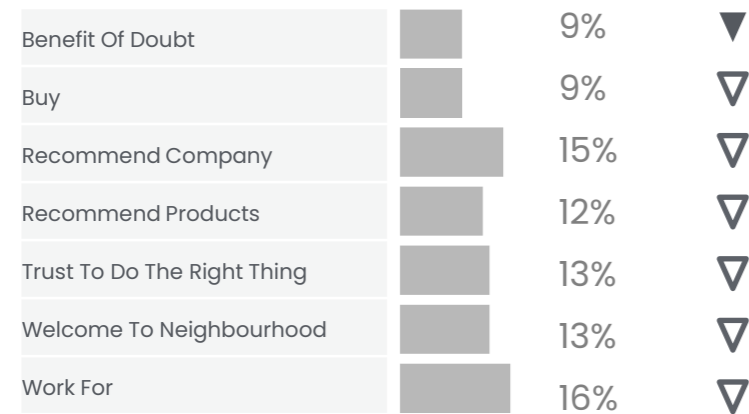
WHAT RESULTANT ACTIONS DO YOUR STAKEHOLDERS TAKE?

BUSINESS OUTCOMES

We see support multiply here as we move from #100, to the average, to #1.

Just 9% of people say they would be willing to give the bottom organisation the benefit of the doubt. This is 36% on average and 55% for the number 1 organisation.

The #100 Organisation



The Average



The #1 Organisation



POOR 0-39

WEAK 40-59

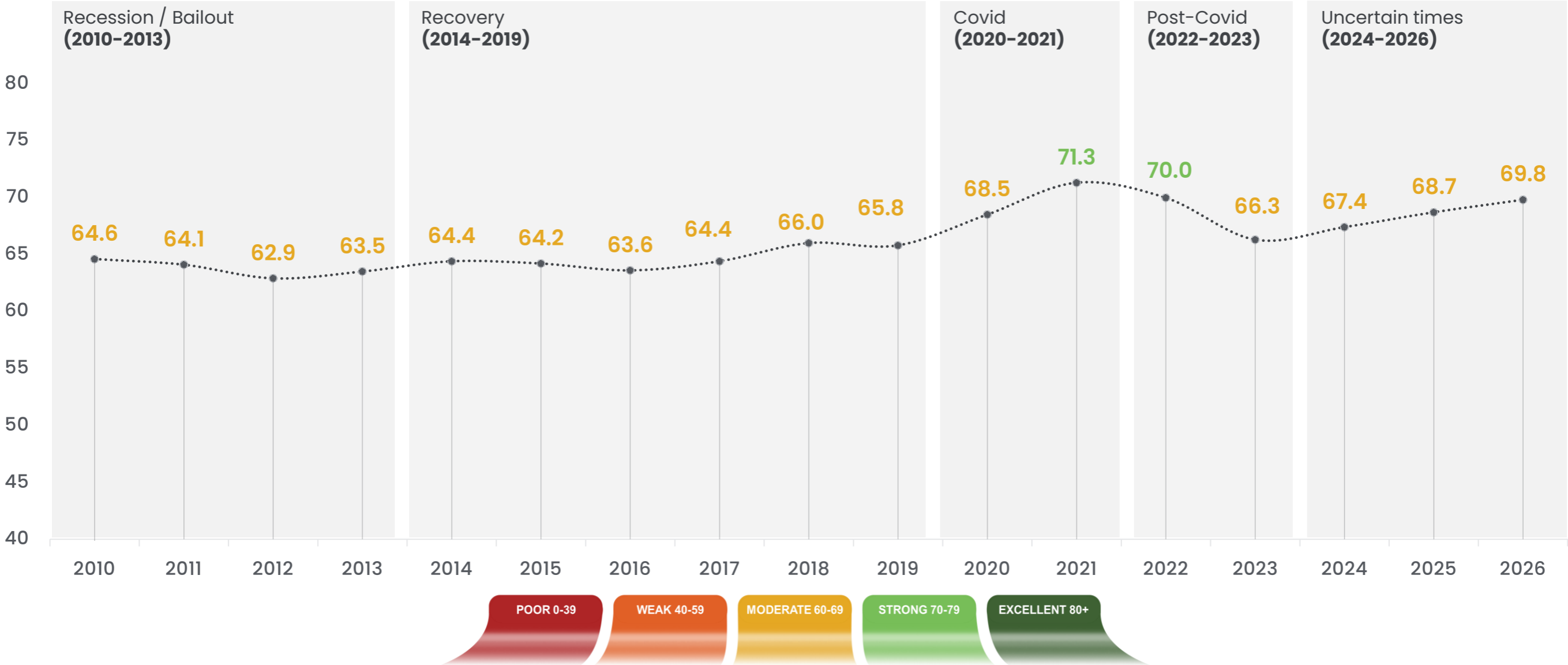
MODERATE 60-69

STRONG 70-79

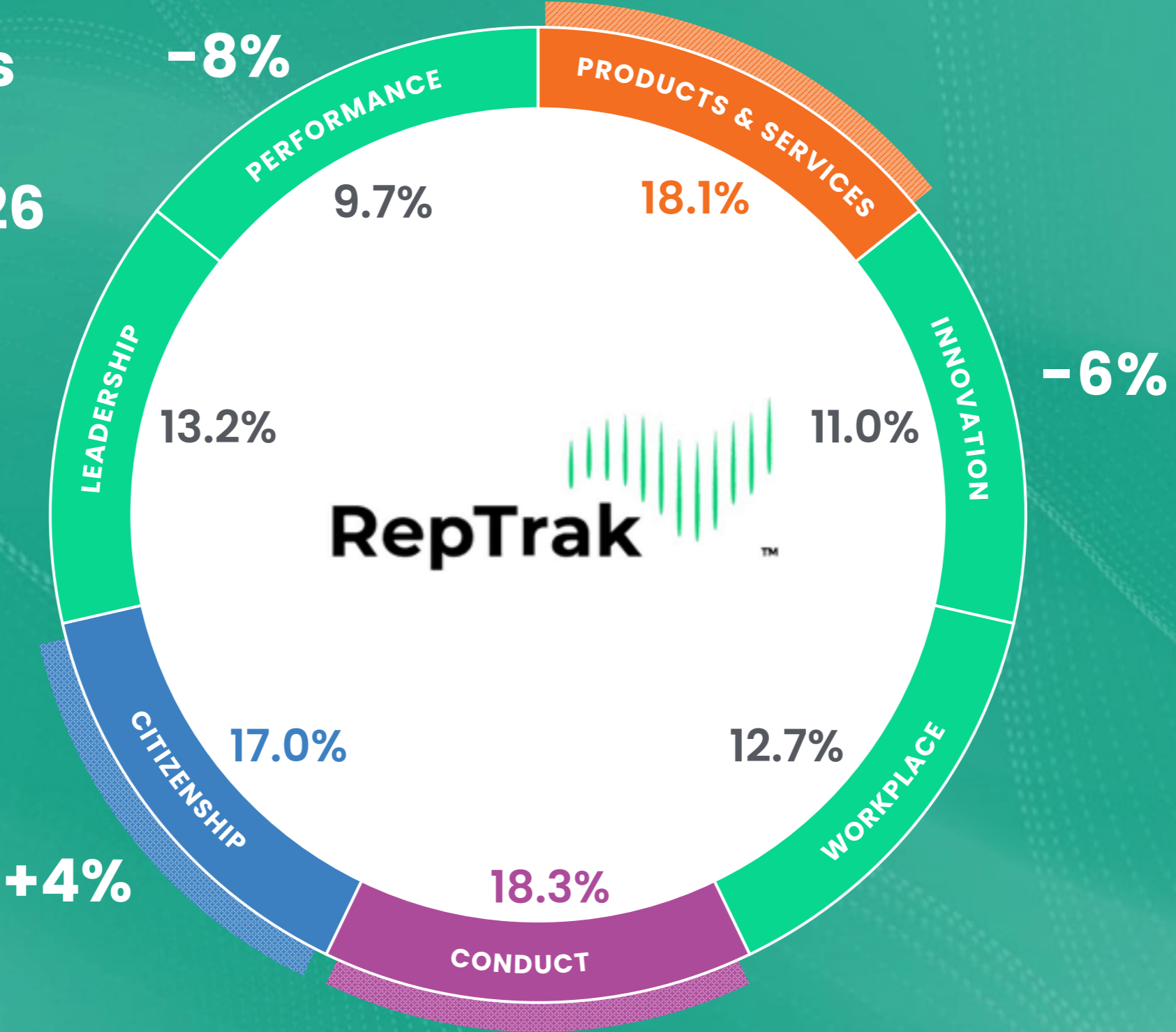
EXCELLENT 80+

Ireland Reputation Index 2010 to 2026 Trendline

We have tracked 100 organisations over 17 years. Reputation improves in 2026 by +1.1 points.

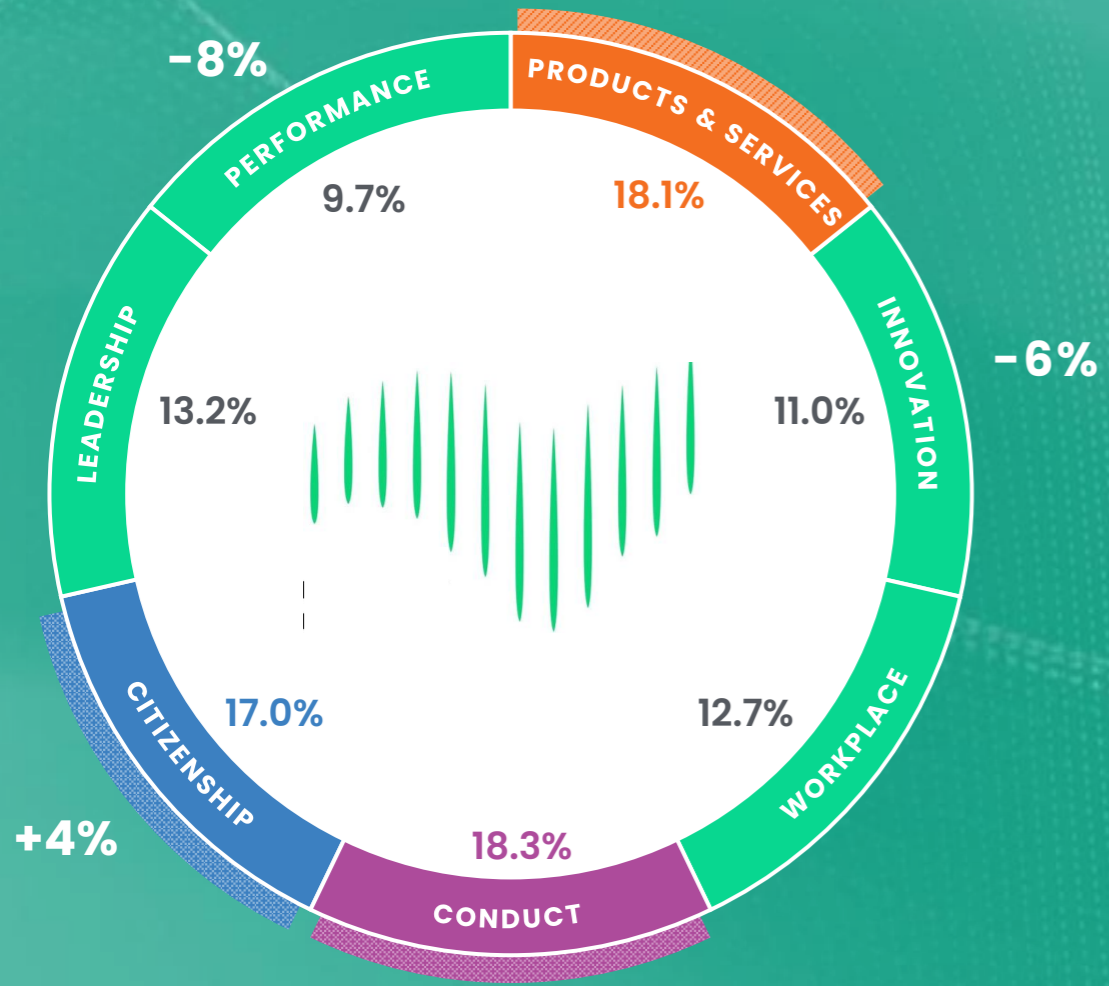


Seven drivers of reputation in Ireland 2026



RepTrak™

Seven drivers of reputation in Ireland 2026



	1st	2nd	3rd	4th	5th
CITIZENSHIP	IRFU	Credit Union	Enterprise Ireland	Fáilte Ireland	an post
PRODUCTS & SERVICES	SAMSUNG	Toyota	Credit Union	KERRY	Revolut
CONDUCT	Credit Union	Enterprise Ireland	BON SECOURS HEALTH SYSTEM	ALDI	ST. VINCENT'S PRIVATE HOSPITAL Elm Park

REPUTATION MATTERS:
Brands that lead

	1st	2nd	3rd
Value for money		Revolut	
Recommend Product / Services			Revolut
Positive Influence on society			
Trust to do the right thing		glanbia 	
Welcome them to the community			
Buy their products / services	Aer Lingus 		
Adapts quickly	Google	SAMSUNG	Revolut

Ireland
REPUTATION
INDEX 2026

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IRELAND REPUTATION INDEX 2026

Top 100 Ranking



Ireland Reputation Index 2026

Ranked 100 – 76

Overall Reputation Score

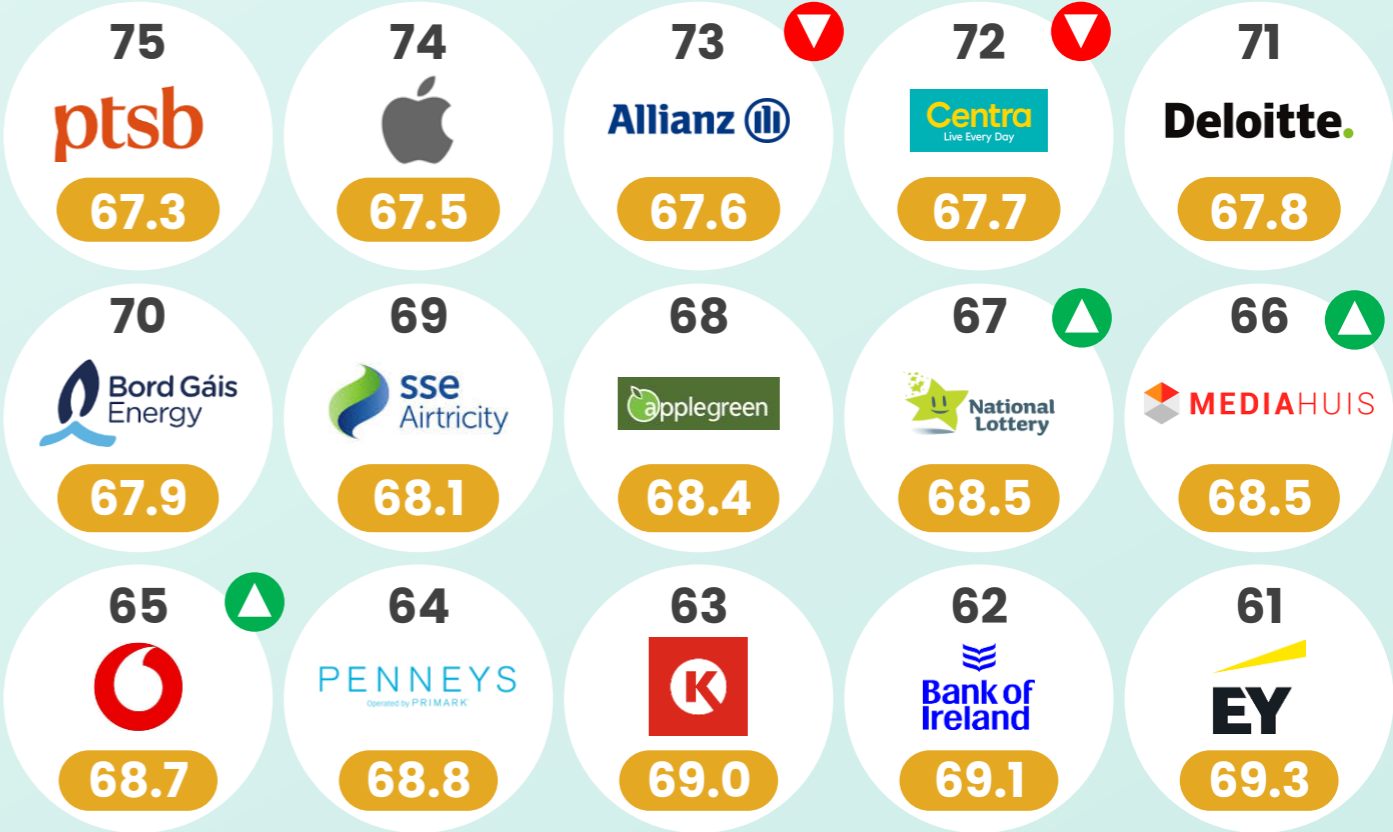


▲ Significant improvement since 2025
▼ Significant decline since 2025

Ireland Reputation Index 2026

Ranked 75-61

Overall Reputation Score



▲ Significant improvement since 2025

▼ Significant decline since 2025

POOR 0-39

WEAK 40-59

MODERATE 60-69

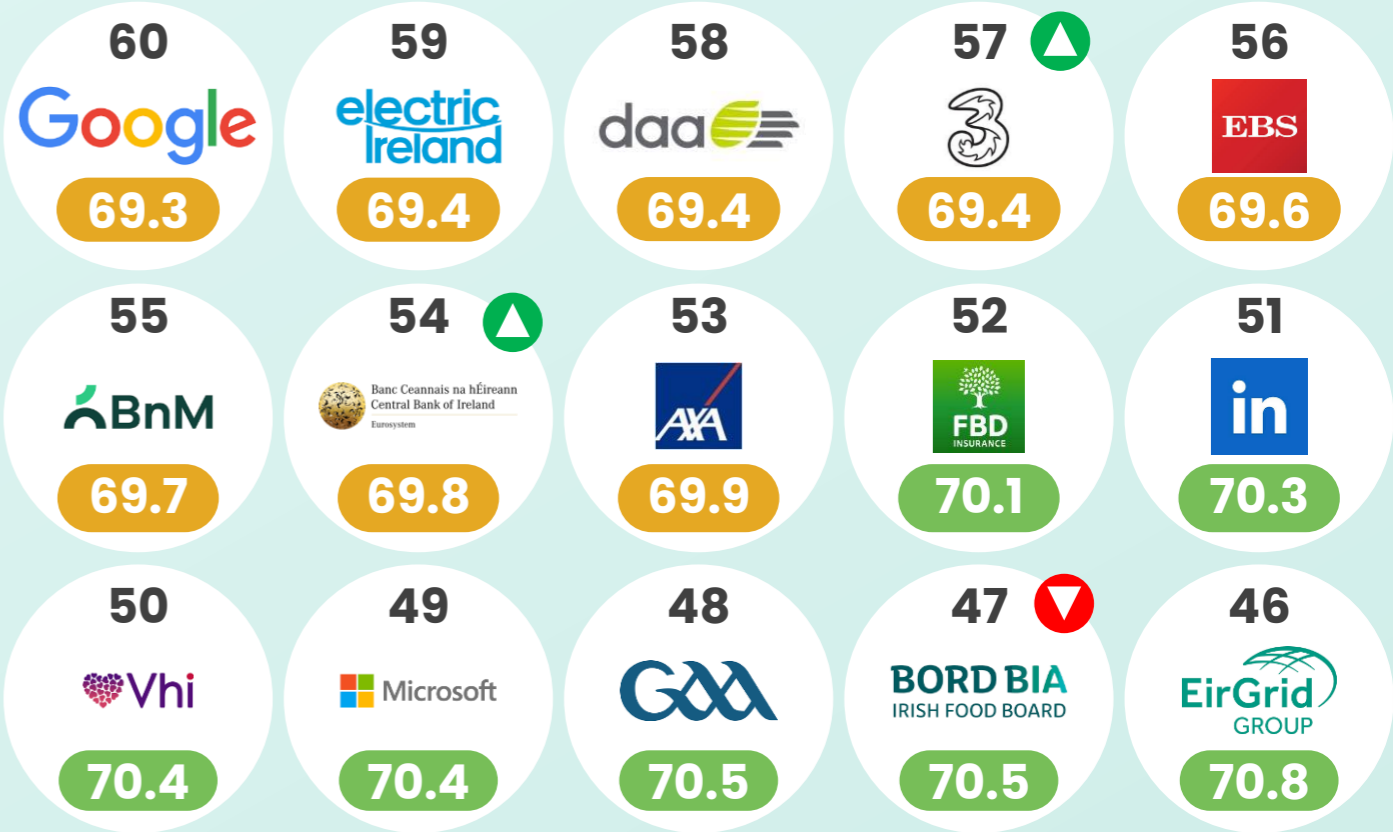
STRONG 70-79

EXCELLENT 80+

Ireland Reputation Index 2026

Ranked 60-46

Overall Reputation Score



▲ Significant improvement since 2025

▼ Significant decline since 2025

POOR 0-39

WEAK 40-59

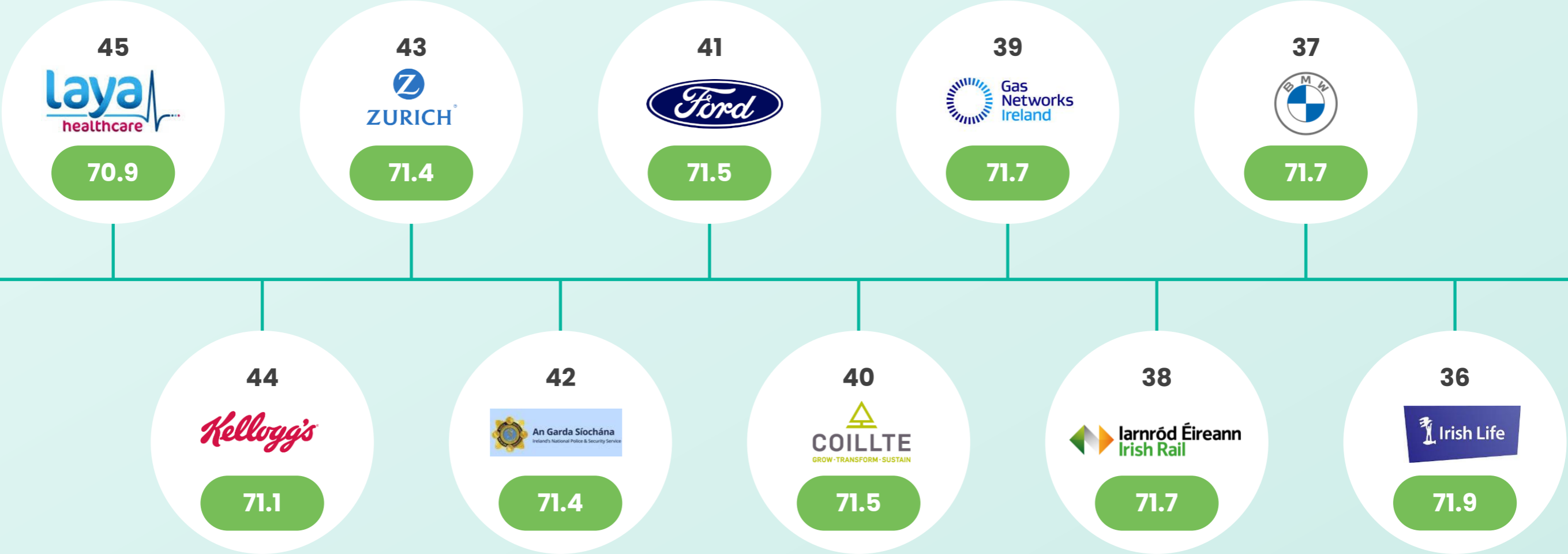
MODERATE 60-69

STRONG 70-79

EXCELLENT 80+

Ireland Reputation Index 2026

Ranked 45 - 36



POOR 0-39

WEAK 40-59

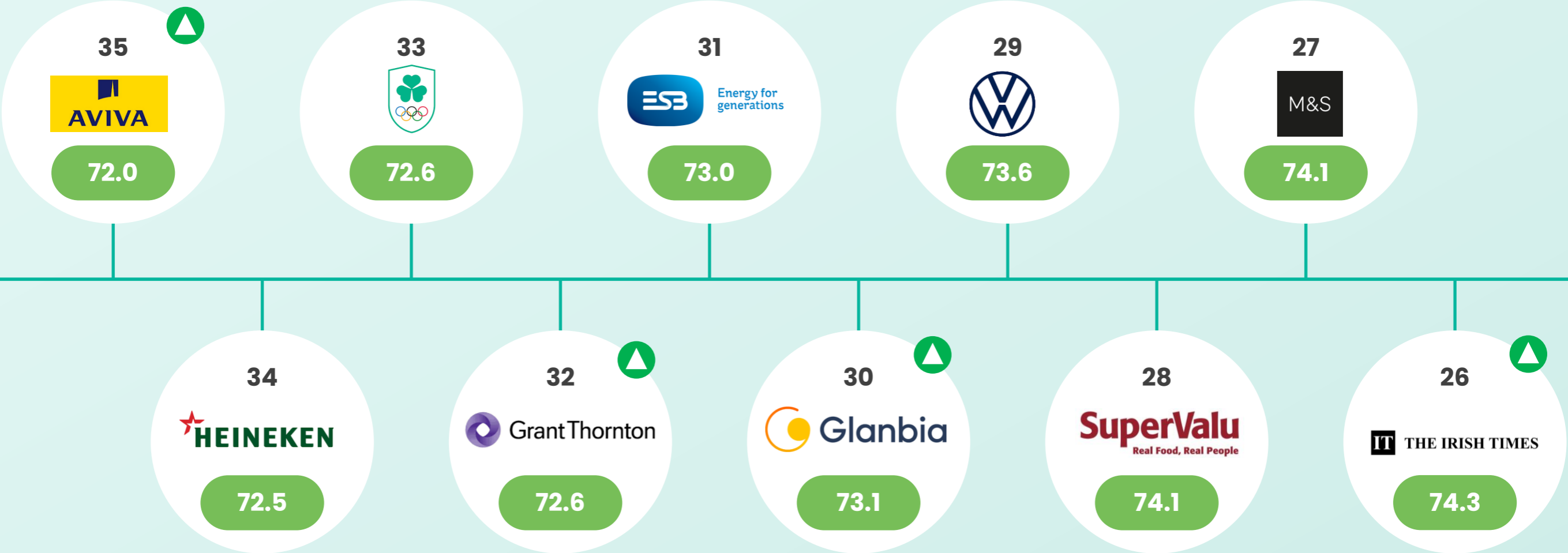
MODERATE 60-69

STRONG 70-79

EXCELLENT 80+

Ireland Reputation Index 2026

Ranked 35 – 26



POOR 0-39

WEAK 40-59

MODERATE 60-69

STRONG 70-79

EXCELLENT 80+

Ireland Reputation Index 2026

Ranked 25 - 16



POOR 0-39

WEAK 40-59

MODERATE 60-69

STRONG 70-79

EXCELLENT 80+

Ireland Reputation Index 2026

Ranked 15 - 12

15 



76.8

13



77.1

11



77.7

14



76.8

12



77.4

POOR 0-39

WEAK 40-59

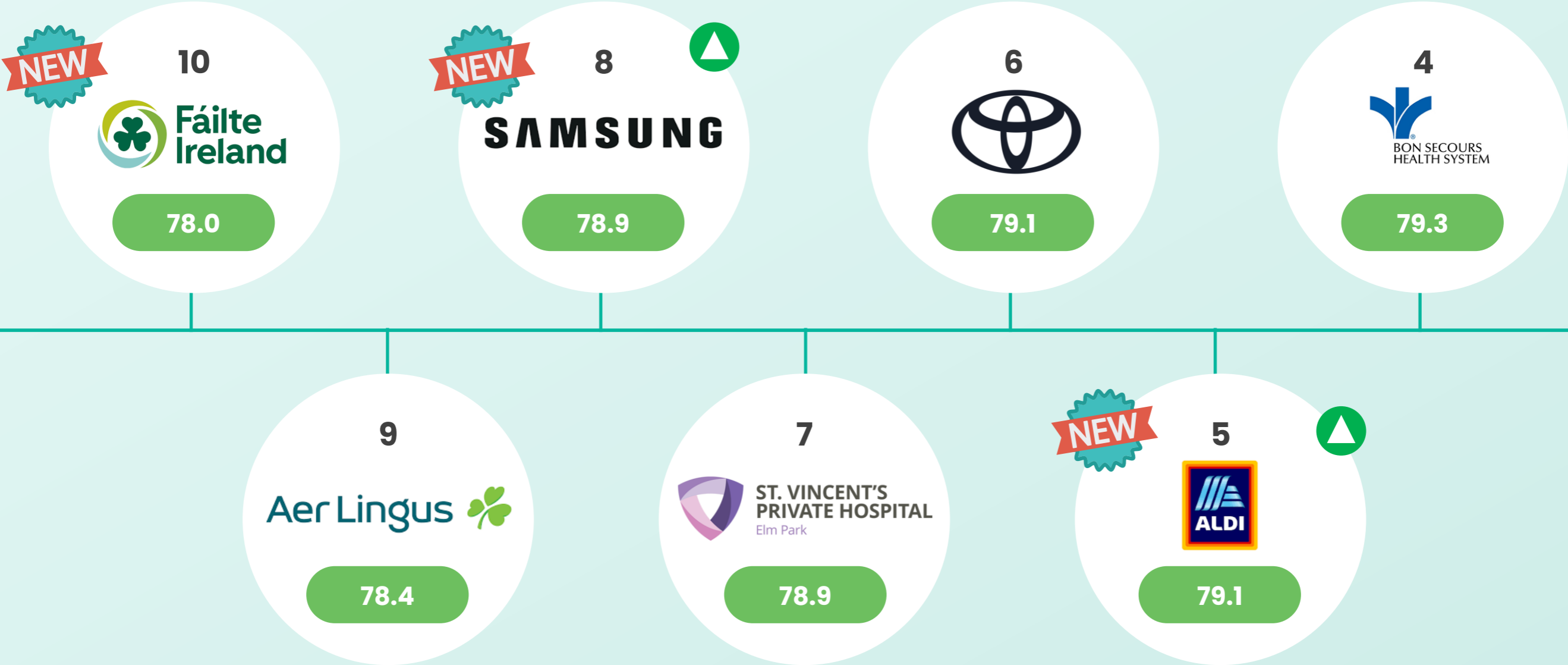
MODERATE 60-69

STRONG 70-79

EXCELLENT 80+

Ireland Reputation Index 2026

Ranked 10 - 4



POOR 0-39

WEAK 40-59

MODERATE 60-69

STRONG 70-79

EXCELLENT 80+





POOR 0-39

WEAK 40-59

MODERATE 60-69

STRONG 70-79

EXCELLENT 80+



Ireland REPUTATION INDEX 2026

WINNER

81.7

Credit Union

THE REPUTATIONS AGENCY



Ireland
REPUTATION
INDEX 2026

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THANK YOU.

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