



IRELAND REPTRAK® 2017

Friday 5th May 2017, The Marker Hotel

#reptrak17



The Ireland RepTrak® study

Global RepTrak® 2017	The largest global study of corporate reputation: 2,000 companies - 55,000 consumers - 40 countries - 25 industries
Ireland RepTrak® 2017	4,546 unique respondents and 9,834 ratings from the general public Demographically representative - age 18-64
Field period	11 th January – 7 th March 2017
Data collection	20 minute online RepTrak® questionnaire with over 100 questions /company. Based on proprietary RepTrak® model.
Margin of error	Ratings are statistically significant at a 95% confidence level with a margin of error +/- 0.5
Criteria for inclusion in the study	Focus on 50 companies in nine sectors: Airlines & Aerospace, Communications, Energy, Financial – Bank, Financial – Insurance, Food & Drink, Healthcare, Retail – Food, and Semi-State. Key selection criteria - annual revenue, familiarity & importance amongst the general public Rated companies had to be “somewhat” or “very” familiar to the general public Firms averaged 78% familiarity in 2017

The 50 companies studied in Ireland RepTrak® 2017



The RepTrak® model explains reputation

1. RepTrak® Pulse

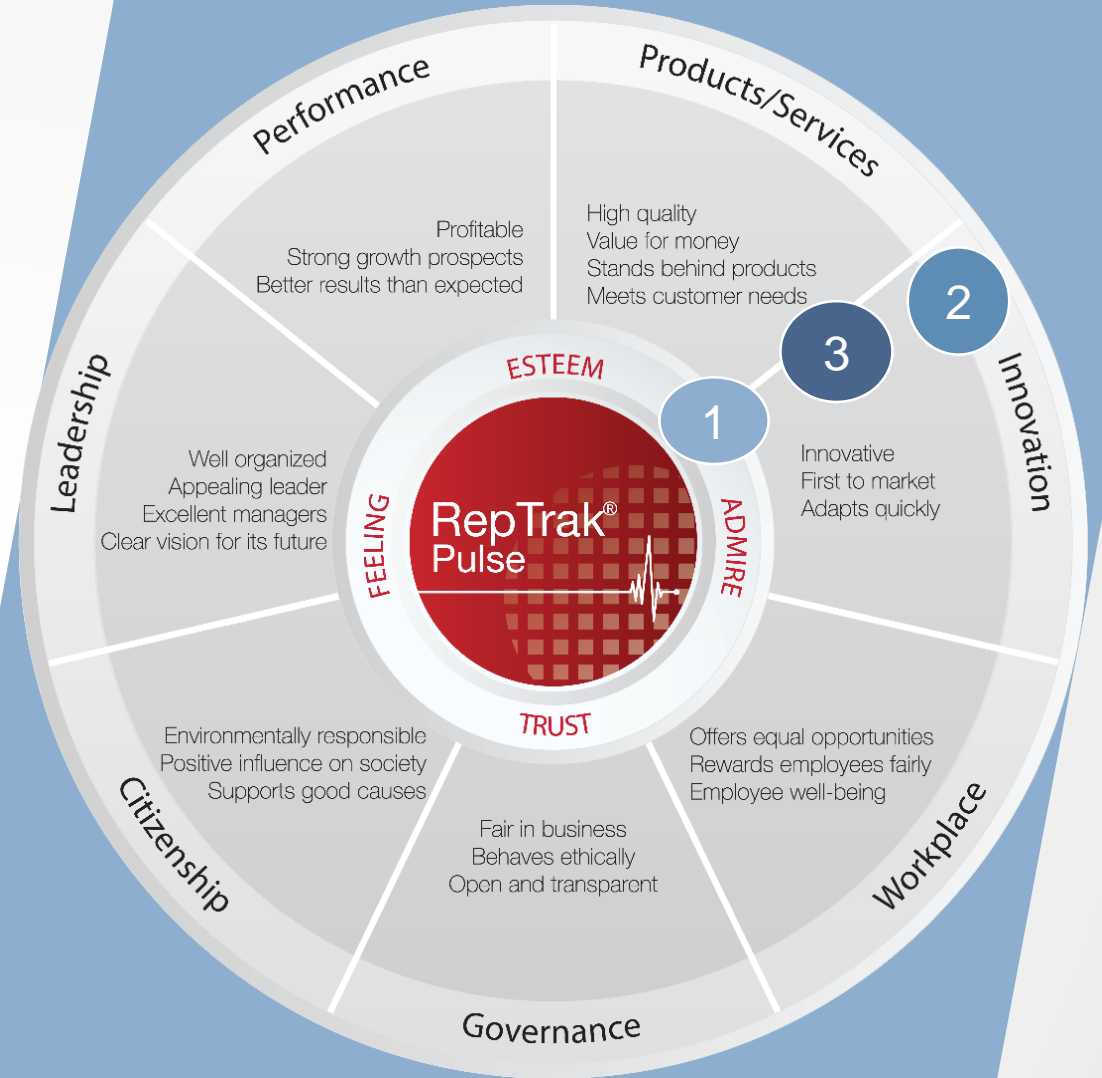
The emotional bond between your organisation and the public, based on esteem, admiration, trust, and good feeling.

2. Dimensions

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

3. Attributes

The concrete and operational attributes that underpin the seven dimensions

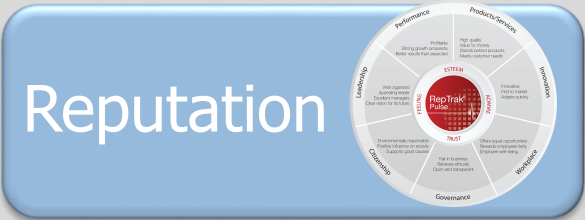


Why should we care about reputation?

A **strong reputation** increases supportive behaviours and **delivers positive business results**

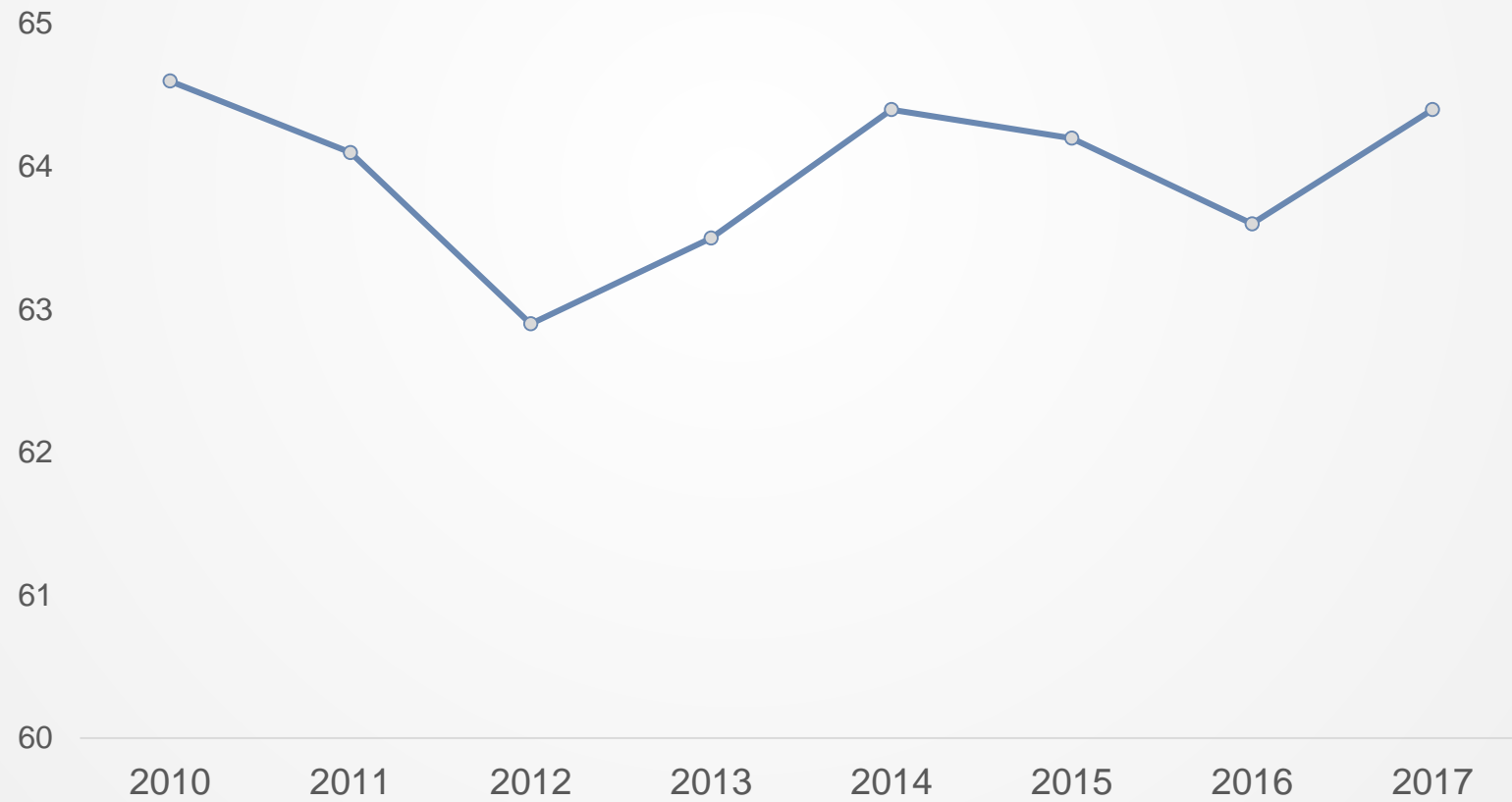
Touch Points

- Direct experience
- What a company communicates
- What others say

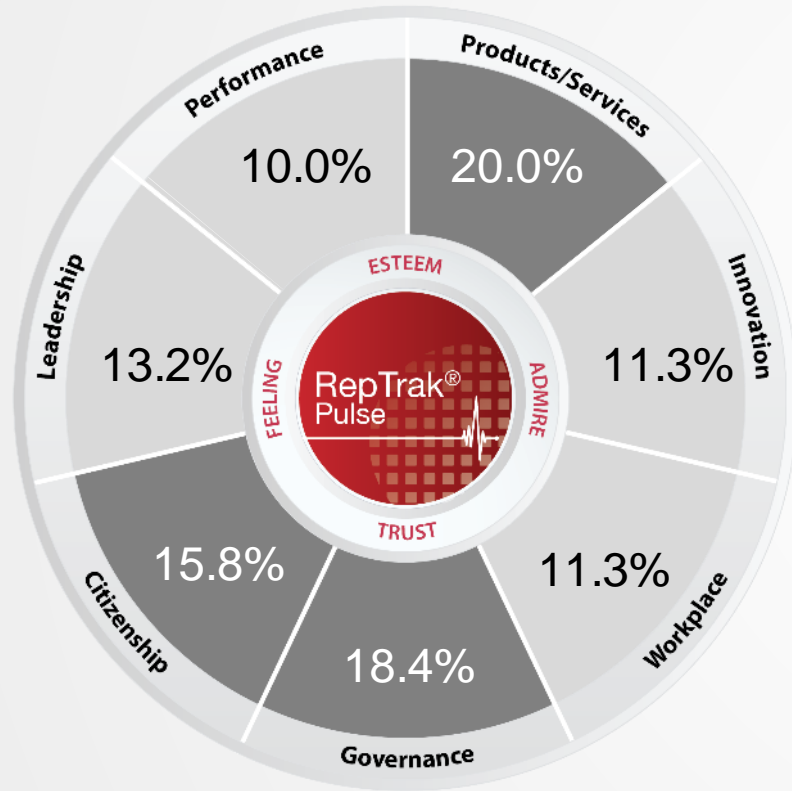


Ireland RepTrak® 2017 - Key Insights

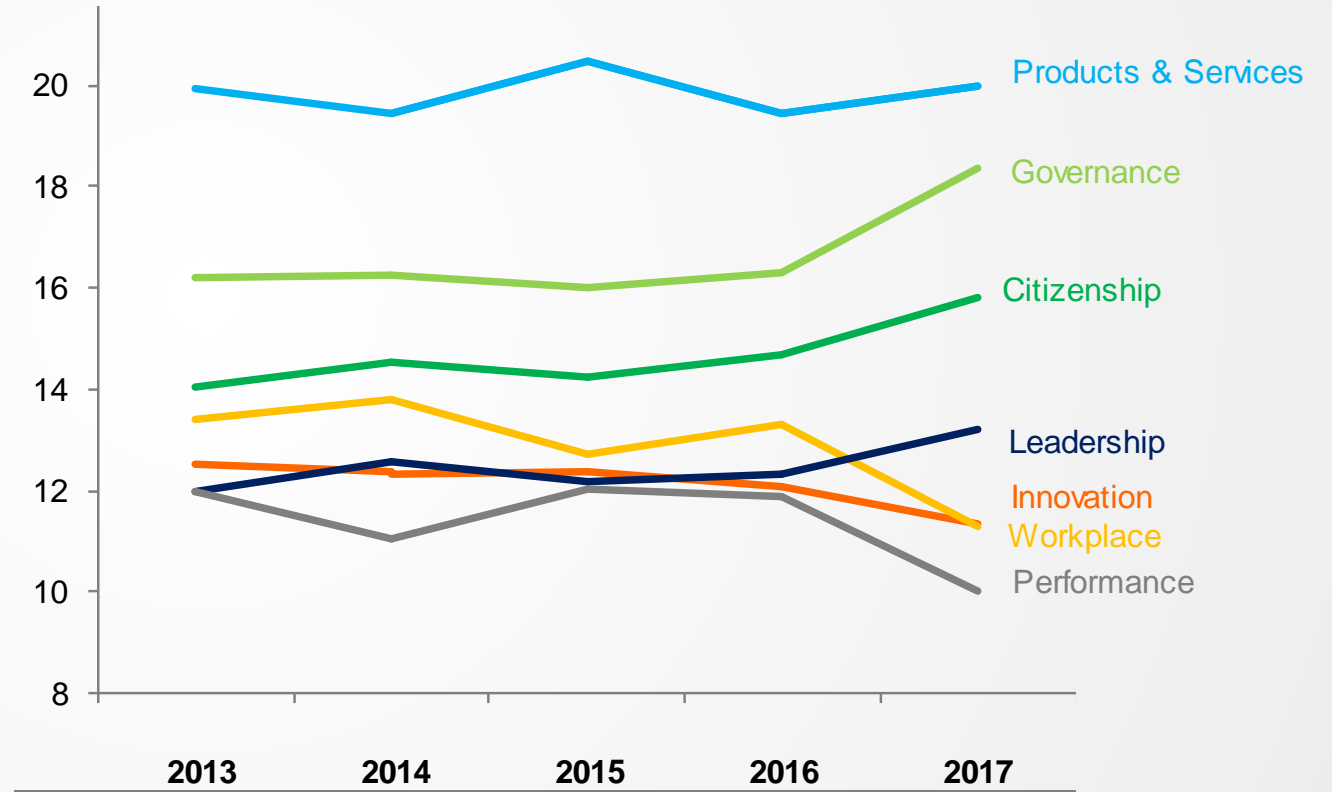
Tracking the average Ireland RepTrak® Pulse score across all companies over eight years



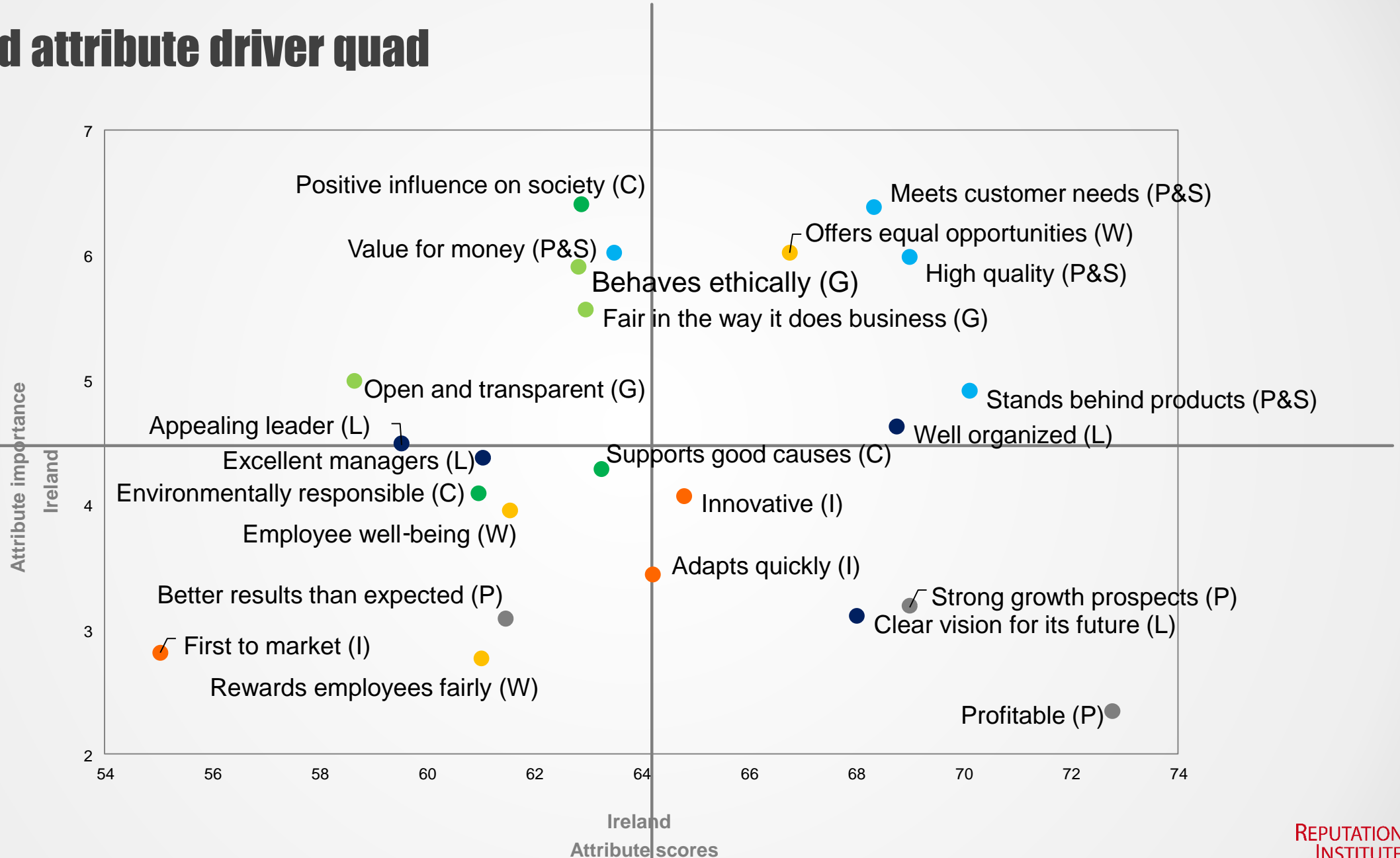
Drivers of reputation in Ireland 2017 & development



n = 4,998
Adj. R² = 0.665



Ireland attribute driver quad



Ireland RepTrak® Pulse 2017

Excellent/Top Tier	80+
Strong/Robust	70-79
Average/Moderate	60-69
Weak/Vulnerable	40-59
Poor/Lowest Tier	<40

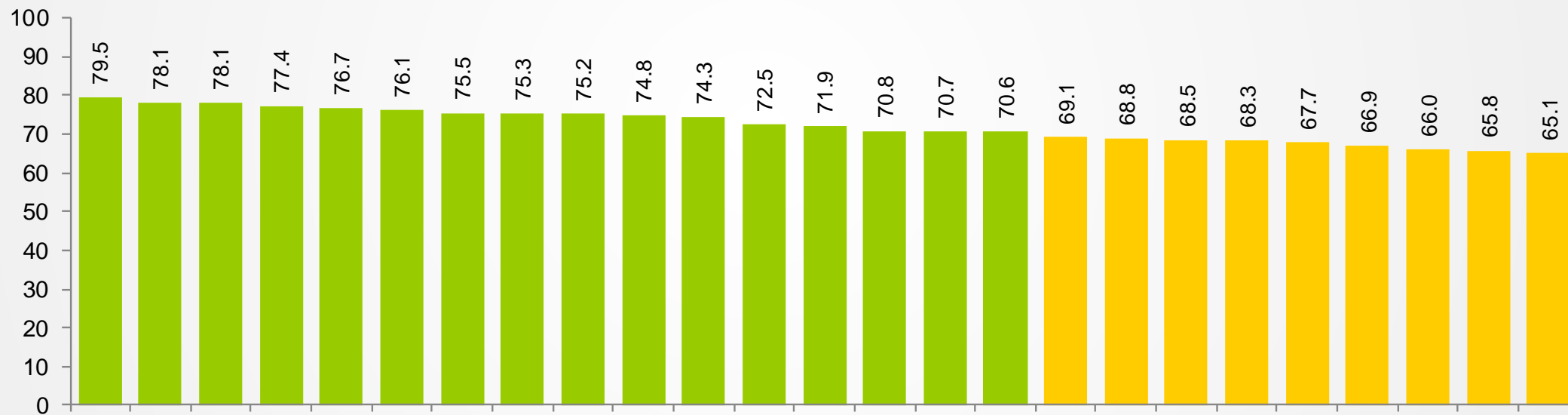
RepTrak® Pulse

Ireland 2017 (1/2)

Excellent/Top Tier	80+
Strong/Robust	70-79
Average/Moderate	60-69
Weak/Vulnerable	40-59
Poor/Lowest Tier	<40

RepTrak® Pulse

Ireland 2017



16 companies in the Strong tier

20 companies in the Average tier

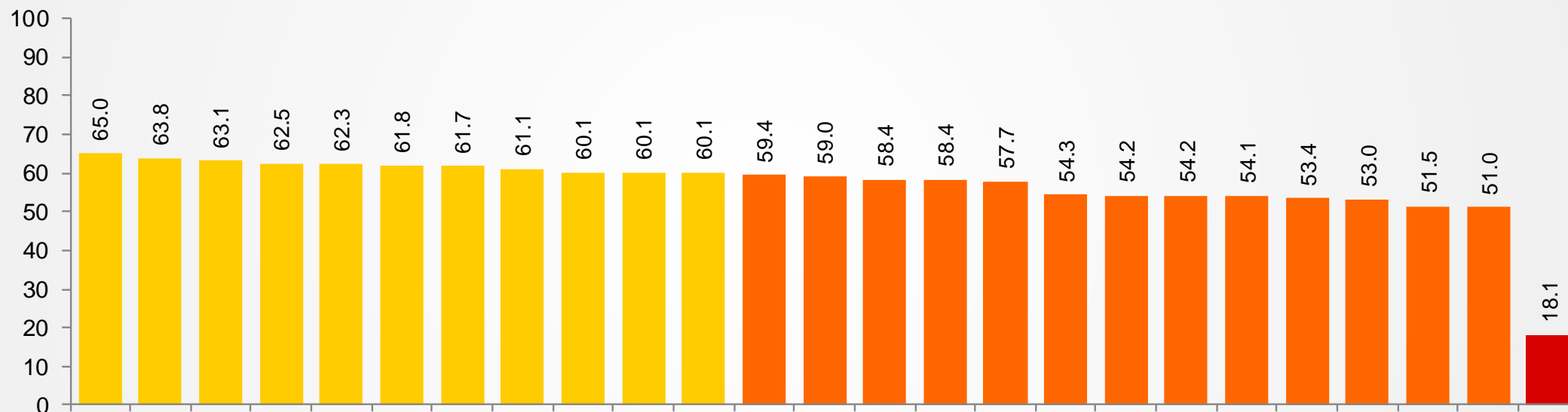
n = 4,934

RepTrak® Pulse

Ireland 2017 (2/2)

Excellent/Top Tier	80+
Strong/Robust	70-79
Average/Moderate	60-69
Weak/Vulnerable	40-59
Poor/Lowest Tier	<40

RepTrak® Pulse
Ireland 2017



20 companies in the Average tier

13 companies in the Weak tier

One company in the Poor tier in 2017

n = 4,900

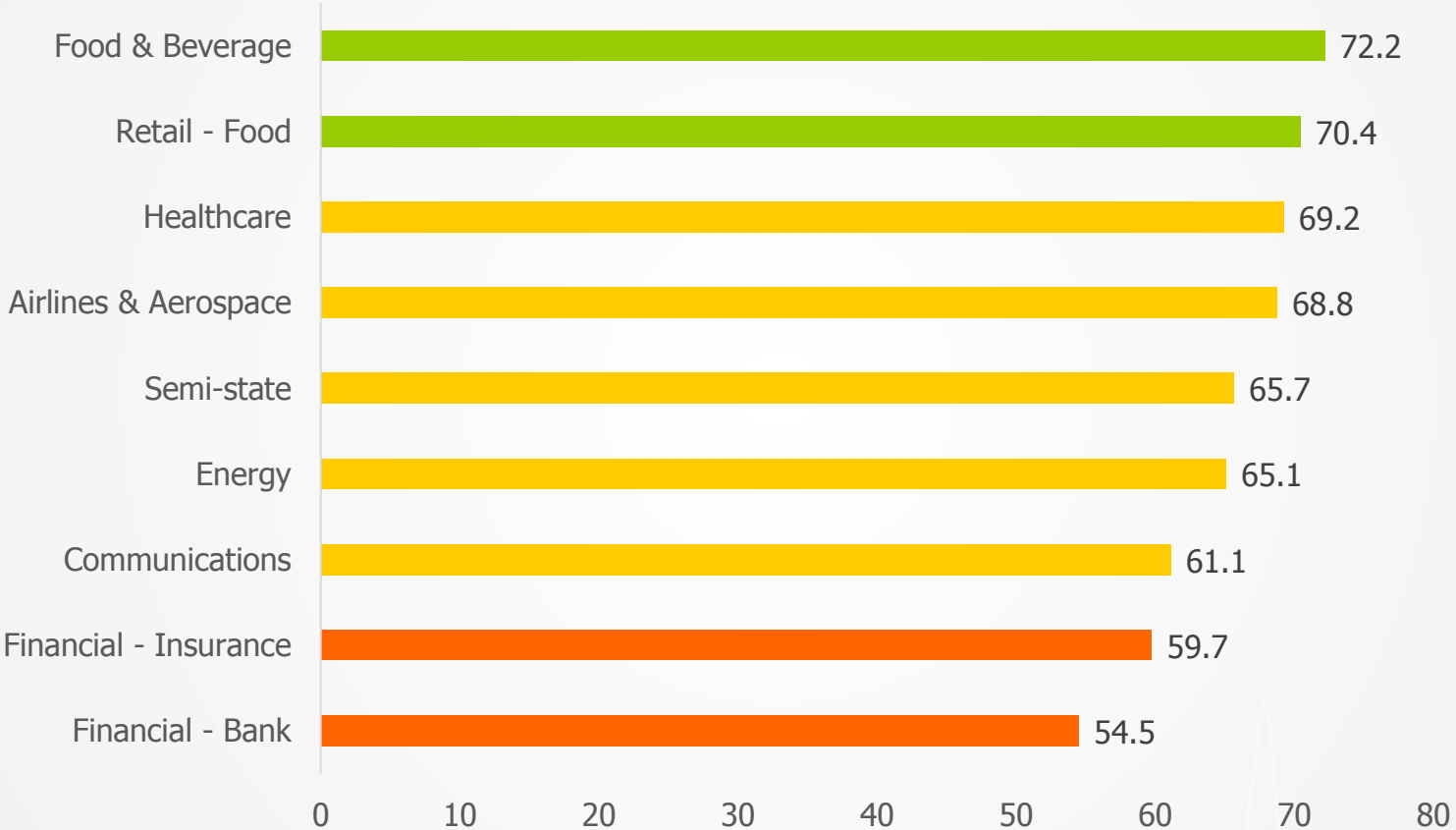


RESULTS

IRELAND REPTRAK® 2017

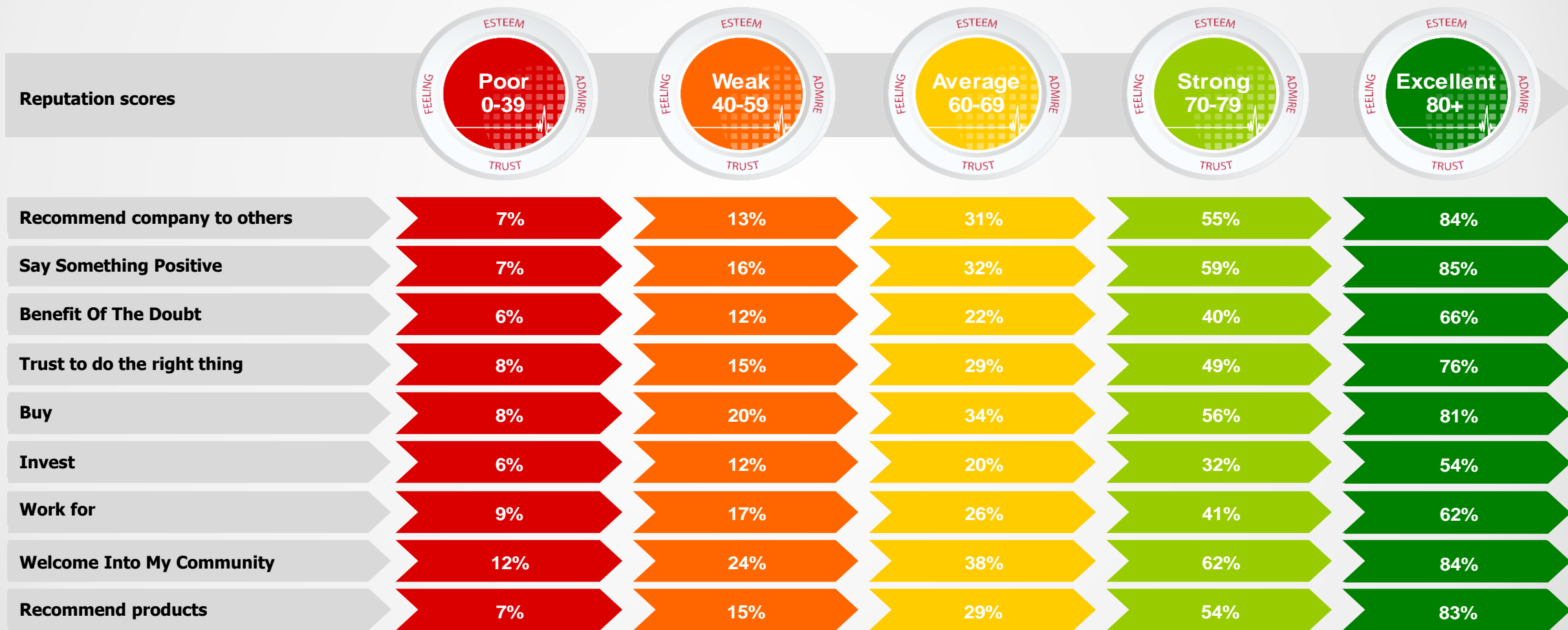
Industry ranking

Excellent/Top Tier	80+
Strong/Robust	70-79
Average/Moderate	60-69
Weak/Vulnerable	40-59
Poor/Lowest Tier	<40

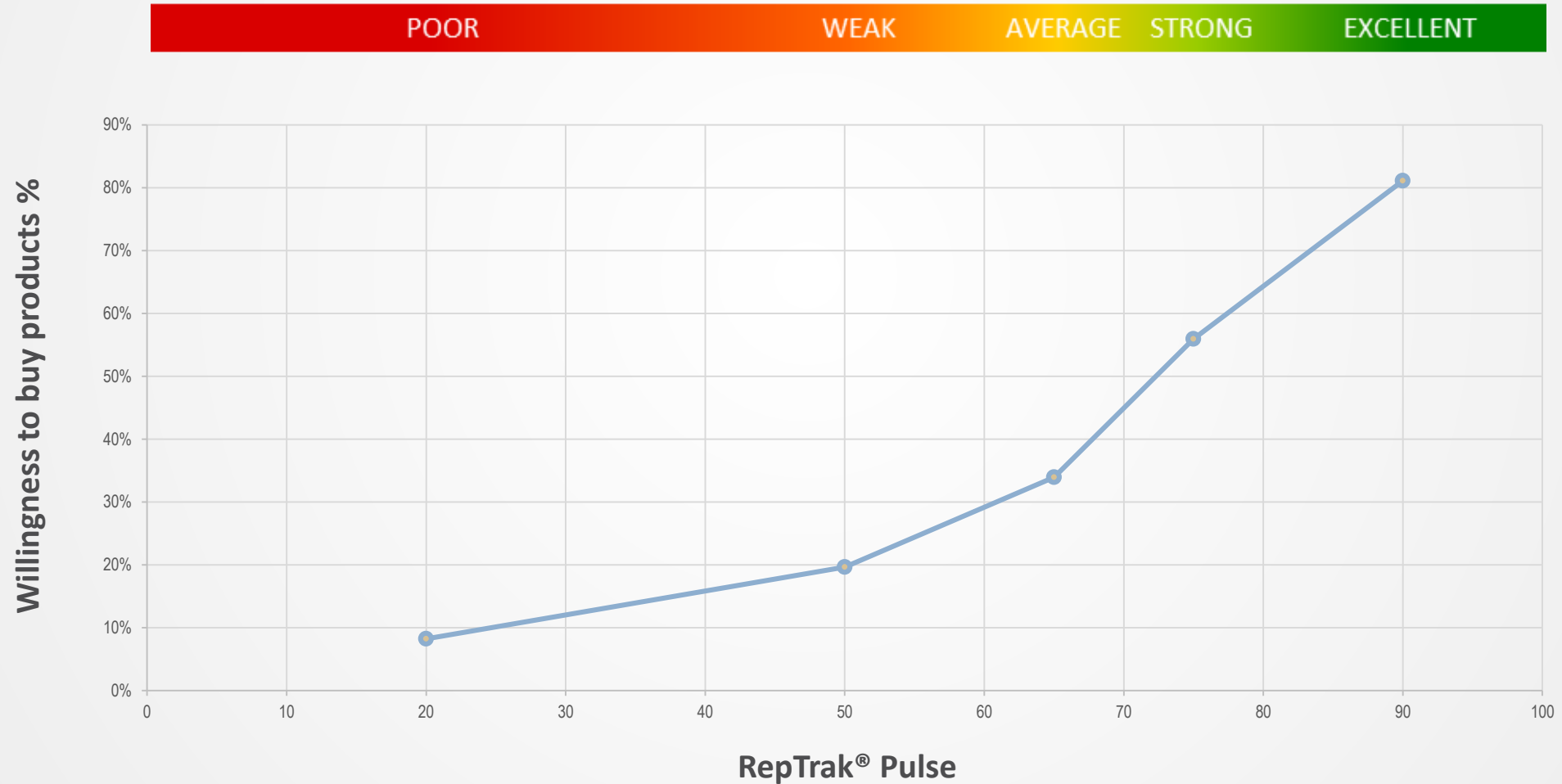


Support for the most and least reputable companies in Ireland 2017

Reputation builds support...



Willingness to buy accelerates when a company goes from an Average reputation to a Strong reputation



RepTrak® Pulse 2017 - Ranked 50-26

Excellent/Top Tier	80+
Strong/Robust	70-79
Average/Moderate	60-69
Weak/Vulnerable	40-59
Poor/Lowest Tier	<40

		2016	2017	2016-2017
26	daa	62.4	65.0	
27	GSK	61.1	63.8	
28	Allianz	63.9	63.1	
29	Aviva	67.7	62.5	-5.3
30	Ryanair	61.2	62.3	
31	Virgin Media	63.9	61.8	
32	Bus Éireann	62.5	61.7	
33	Tesco	61.4	61.1	
34	SSE Airtricity	58.0	60.1	
35	Irish Life	62.2	60.1	
36	Axa	61.6	60.1	
37	Three	63.6	59.4	-4.2
38	Vodafone	62.5	59.0	
39	Zurich Insurance	62.6	58.4	-4.2
40	KBC Bank	60.6	58.4	
41	Permanent tsb	56.0	57.7	
42	Liberty Insurance	58.5	54.3	-4.2
43	EBS	51.6	54.2	
44	Sky	61.8	54.2	-7.6
45	Ulster Bank	53.3	54.1	
46	Meteor	55.4	53.4	
47	eir	44.7	53.0	+8.3
48	AIB	46.2	51.5	+5.3
49	Bank of Ireland	46.8	51.0	+4.2
50	Irish Water	14.3	18.1	+3.8

n = 4,004 4,900

RepTrak® Pulse 2017 - Ranked 11-25

Excellent/Top Tier	80+
Strong/Robust	70-79
Average/Moderate	60-69
Weak/Vulnerable	40-59
Poor/Lowest Tier	<40

11	Glanbia	73.7	74.3	
12	LloydsPharmacy	70.9	72.5	
13	Apple	66.5	71.9	+5.4
14	Coillte	68.0	70.8	
15	Bord na Móna	66.6	70.7	+4.1
16	Irish Distillers	65.7	70.6	+4.9
17	ESB	67.3	69.1	
18	IDA Ireland	-	68.8	
19	Enterprise Ireland	-	68.5	
20	Spar	71.0	68.3	
21	Centra	62.9	67.7	+4.8
22	Dunnes Stores	63.5	66.9	
23	Bord Gáis Energy	63.1	66.0	
24	Diageo	61.0	65.8	+4.8
25	Pfizer	62.8	65.1	

n = 4,704 4,934

The 10 Companies with the Best Reputations in Ireland

Excellent/Top Tier	80+
Strong/Robust	70-79
Average/Moderate	60-69
Weak/Vulnerable	40-59
Poor/Lowest Tier	<40

RepTrak® Pulse development Ireland

[sorted by 2017]

	2016	2017	2016-2017
1 An Post	77.3	79.5	
2 Kerry Group	72.0	78.1	+6.1
3 Bord Bía	79.6	78.1	
4 Aldi Stores	75.9	77.4	
5 Lidl	76.1	76.7	
6 Google	76.4	76.1	
7 Boots	75.1	75.5	
8 Tourism Ireland	72.9	75.3	
9 Aer Lingus	72.6	75.2	
10 SuperValu	74.8	74.8	

Highest score 2017
An Post **79.5**



Lowest score 2017
Irish Water **18.1**













Biggest climb 2017
eir **+8.3**



The 10 Companies with the Best Reputations in Ireland

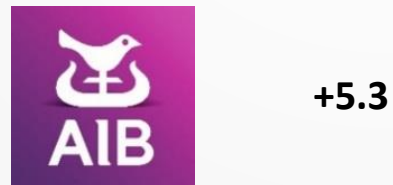
Excellent/Top Tier	80+
Strong/Robust	70-79
Average/Moderate	60-69
Weak/Vulnerable	40-59
Poor/Lowest Tier	<40

Rank	Company	RepTrak® Pulse Score
1		79.5
2		78.1
3		78.1
4		77.4
5		76.7
6		76.1
7		75.5
8		75.3
9		75.2
10		74.8



The five biggest risers in 2017

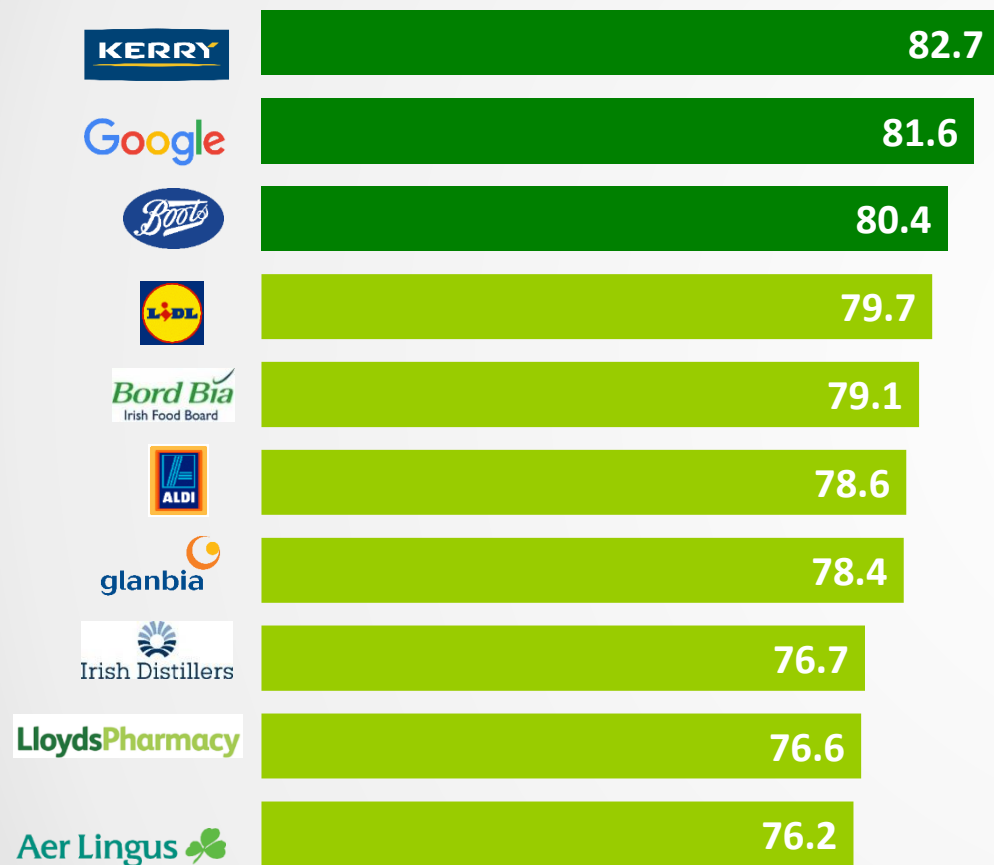
Excellent/Top Tier	80+
Strong/Robust	70-79
Average/Moderate	60-69
Weak/Vulnerable	40-59
Poor/Lowest Tier	<40



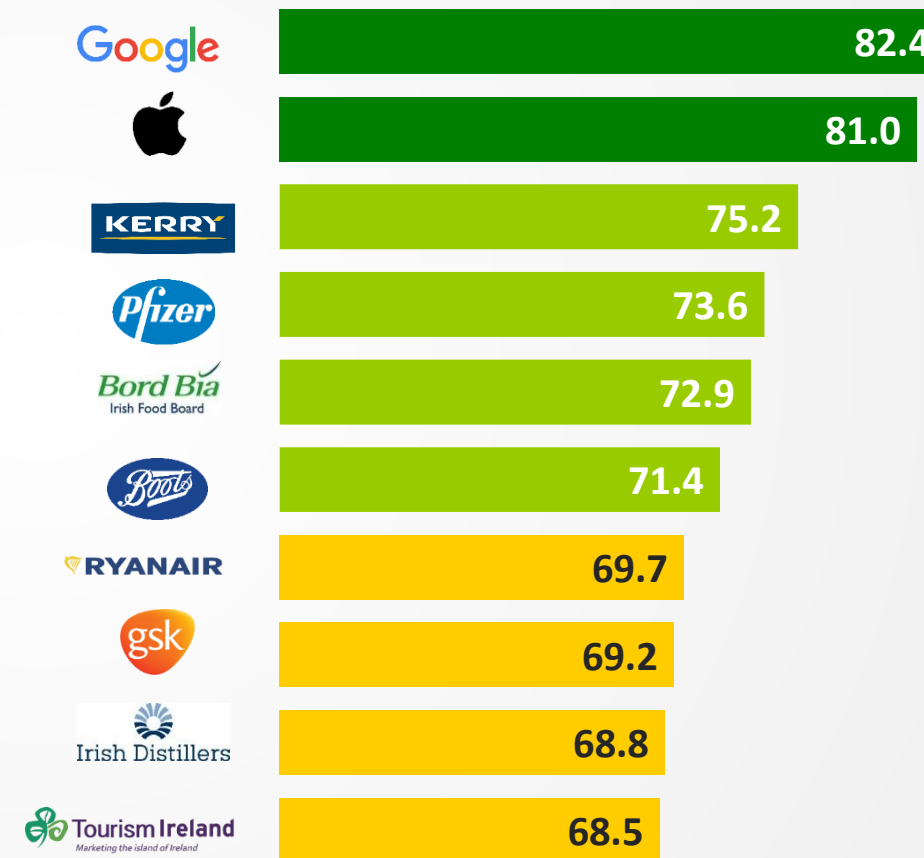
Excellent/Top Tier	80+
Strong/Robust	70-79
Average/Moderate	60-69
Weak/Vulnerable	40-59
Poor/Lowest Tier	<40

Products and Services

The Top 10 Companies in Ireland

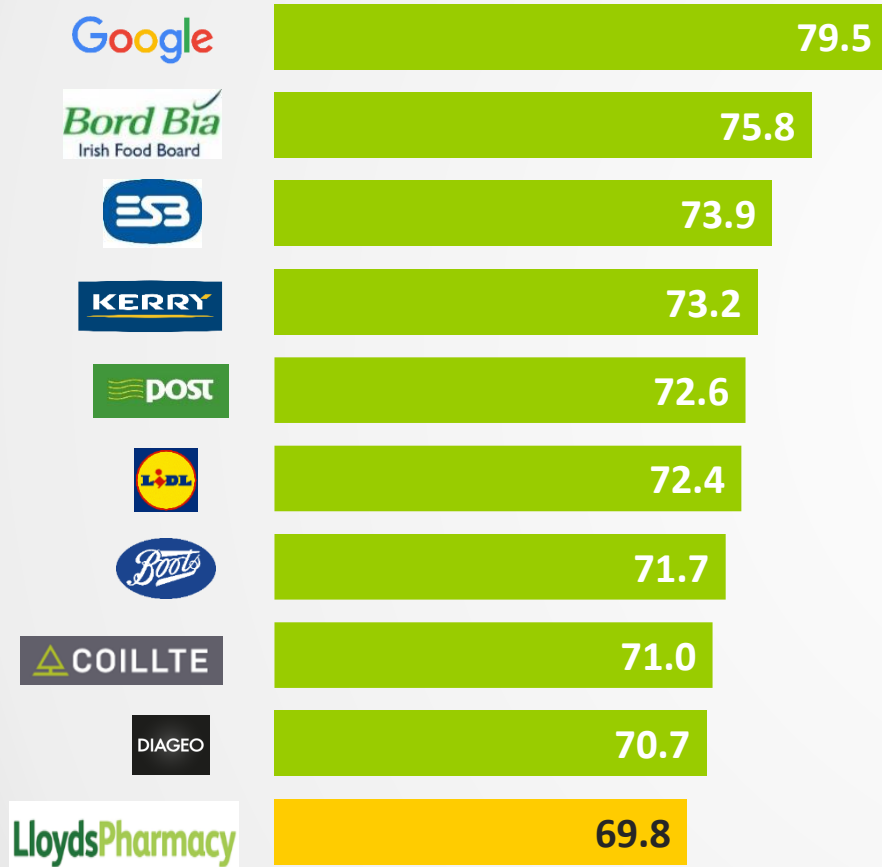


Innovation



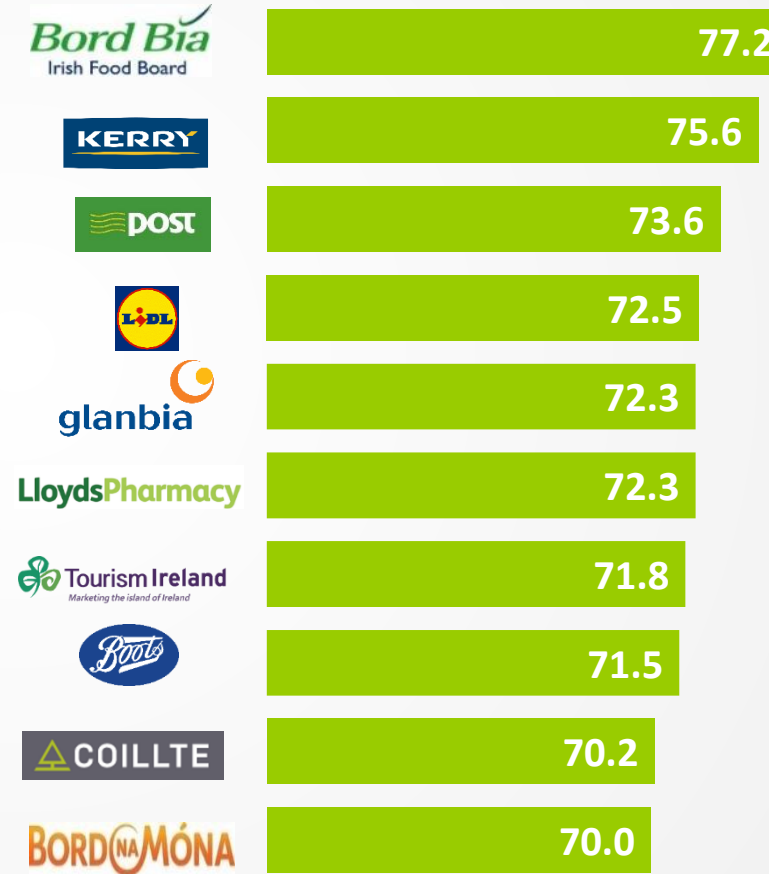
Workplace

The Top 10 Companies in Ireland



Governance

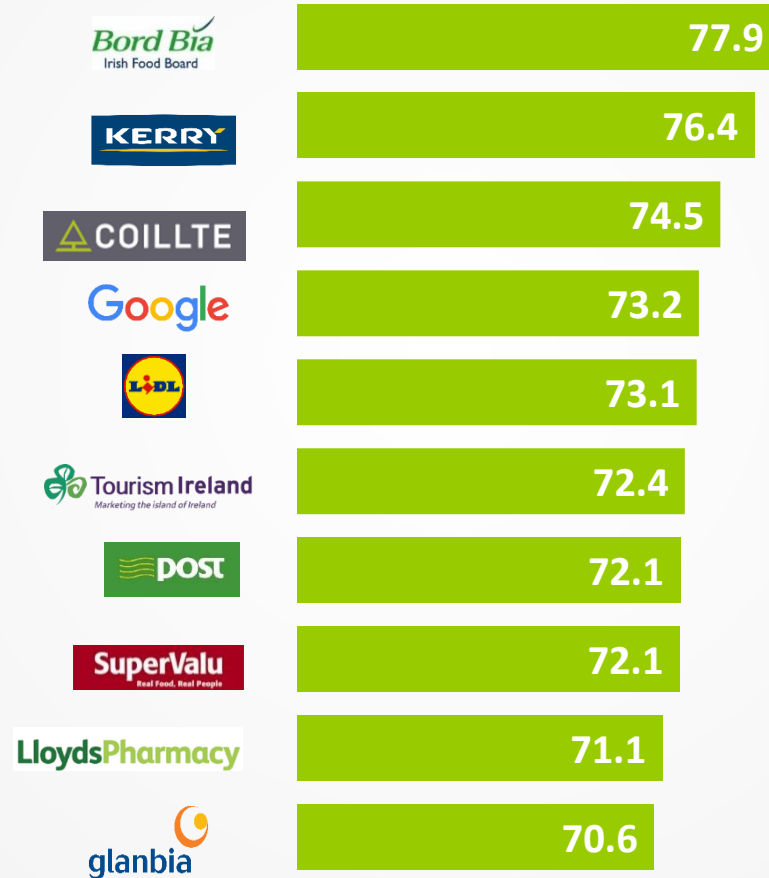
Excellent/Top Tier	80+
Strong/Robust	70-79
Average/Moderate	60-69
Weak/Vulnerable	40-59
Poor/Lowest Tier	<40



The Leaders within Citizenship

The Top 10 Companies in Ireland

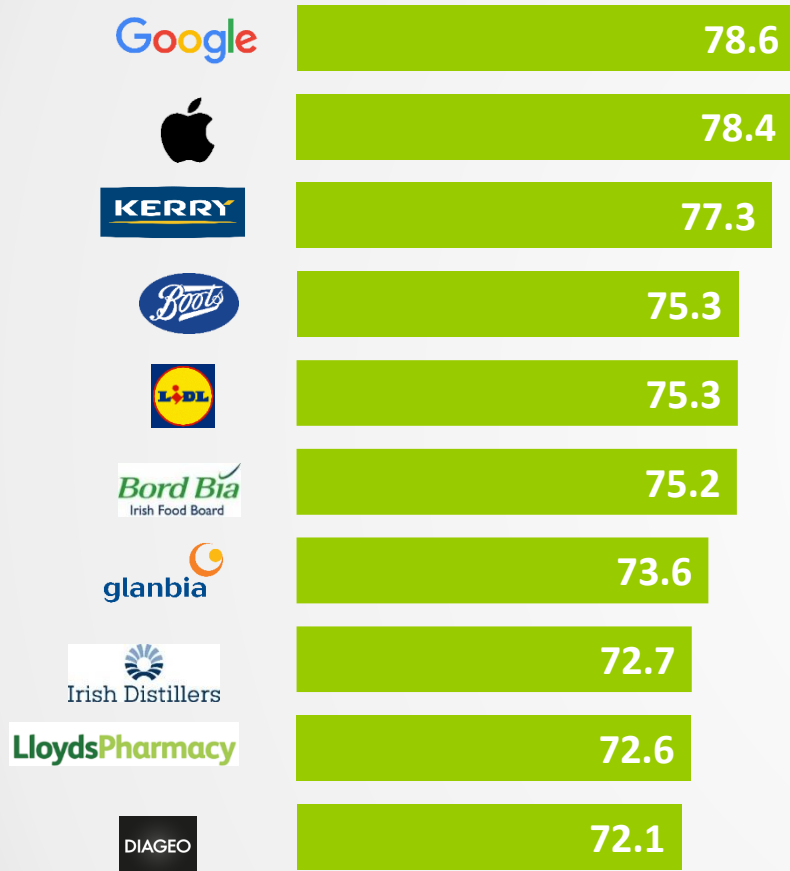
Excellent/Top Tier	80+
Strong/Robust	70-79
Average/Moderate	60-69
Weak/Vulnerable	40-59
Poor/Lowest Tier	<40



Excellent/Top Tier	80+
Strong/Robust	70-79
Average/Moderate	60-69
Weak/Vulnerable	40-59
Poor/Lowest Tier	<40

Leadership

The Top 10 Companies in Ireland



Performance

