

Caliber: stakeholder tracking platform

Reputational impact of US United Auto Worker's strike

25 SEPTEMBER 2023

Caliber: better business through greater trust



- 7-year-old Denmark-based firm founded by former Reputation Institute (RepTrak) directors.
- Integrating Corporate Branding with Reputation Management in 30+ countries.
- Using technology to automate, accelerate and activate stakeholder insights.
- Work with global enterprises in Health, Energy, Finance, Manufacturing, automotive, FMCG...
- A-Z solution: from advising on, setting up and managing data collection – to reporting, visualization of results in real-time dashboard, and strategic advice on interpretation.
- We help build **trusted businesses** that enjoy greater stakeholder preference and advocacy.



**REAL-TIME
TRACKER**



ANALYTICS



ADVICE

Caliber methodology and research model

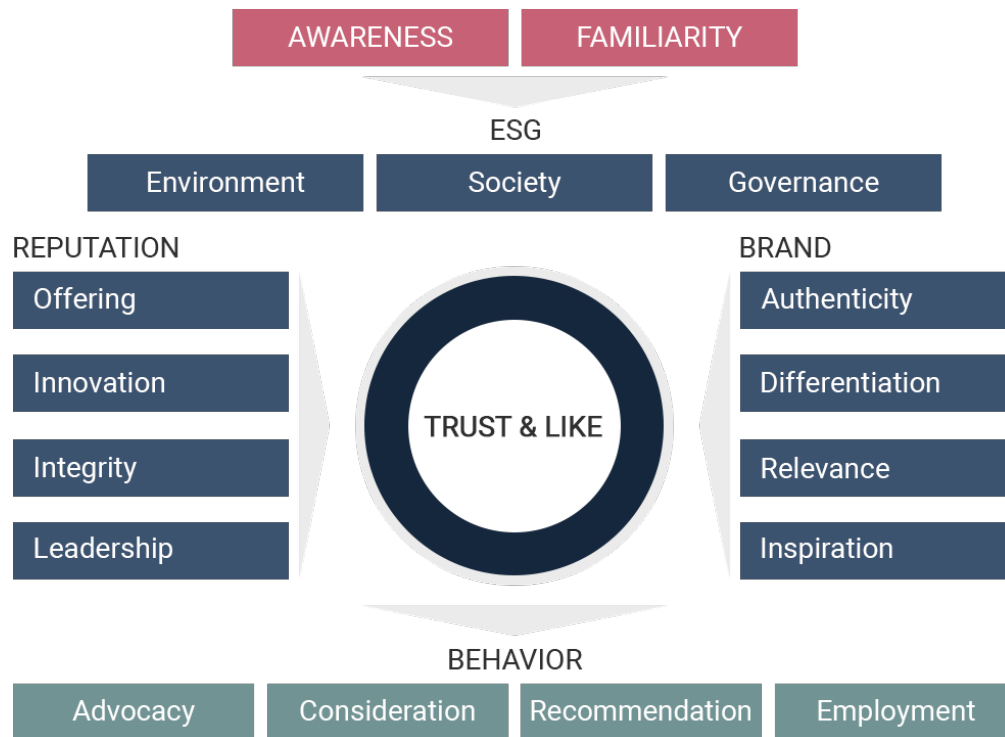


- Daily online surveys with the general public through market research panels
- Weekly sample representative of national demographics in age, gender and geography
- Respondents qualify for interviews if they are highly familiar with the brand they evaluate

- All questions asked using 1-7 Likert rating scale: all scores are unweighted averages normalized to 0-100 scale; Behavior scores are top-2-box percentages
- Trust & Like Score used as primary metric due to proven predictive nature



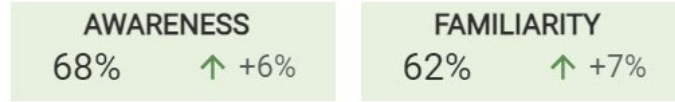
Standard Caliber perception model



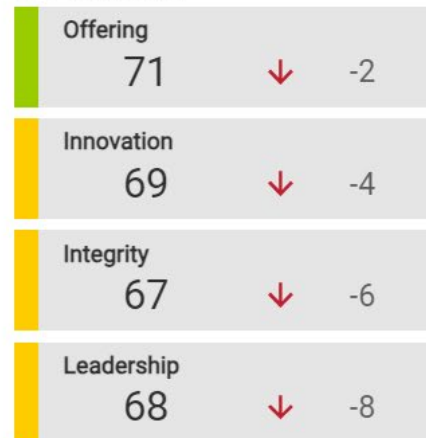
Question formulation

TRUST & LIKE	COMPANY is a company I like COMPANY is a company I trust
REPUTATION	Offering COMPANY offers compelling products and services Innovation COMPANY is innovative in its field Integrity COMPANY behaves responsibly Leadership COMPANY demonstrates leadership
BRAND	Authenticity COMPANY is a company that does what is says Differentiation I consider COMPANY as standing apart from the competition in a positive way Relevance I can relate to what COMPANY stands for Inspiration I find COMPANY interesting
ESG	Environment COMPANY has a positive impact on the planet Society COMPANY has a positive impact on people and society Ethics COMPANY is ethical in the way it conducts business
BEHAVIOR	Advocacy I would say something positive about COMPANY to others, if given the chance Consideration I would buy, or continue buying, products and services from COMPANY, if given the chance Recommendation I would recommend COMPANY to others, if given the chance Employment If I were looking for a job, I would consider COMPANY as a place to work

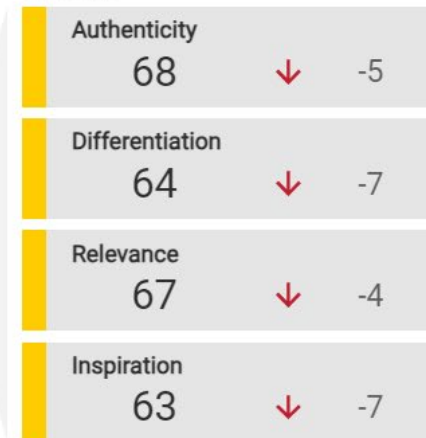
GM results: week of September 18th in USA



REPUTATION



BRAND



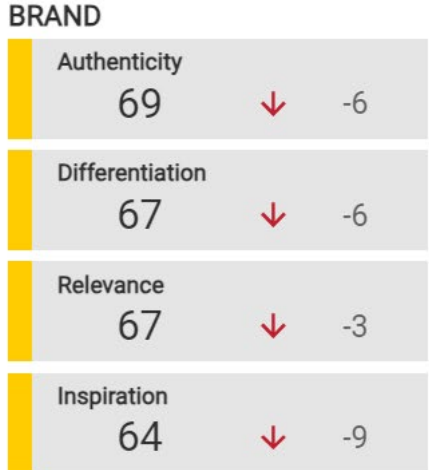
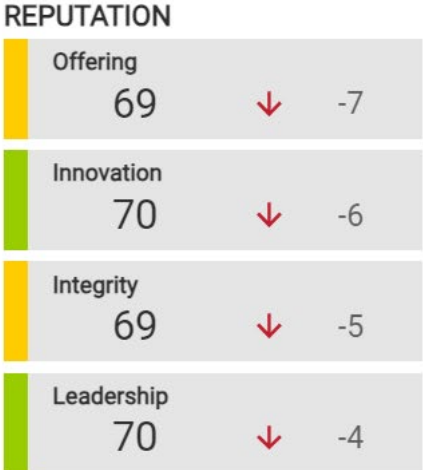
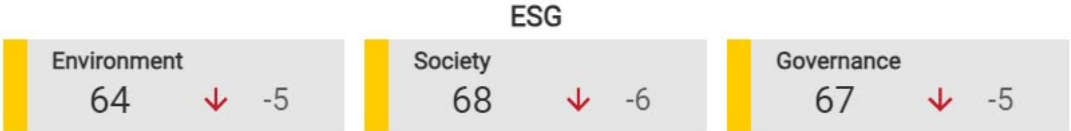
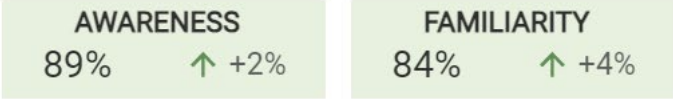
BEHAVIOR



Score changes indicate differences compared to the week of September 11th

n = 200 (w/c Sep. 18th)
n = 202 (w/c Sep. 11th)

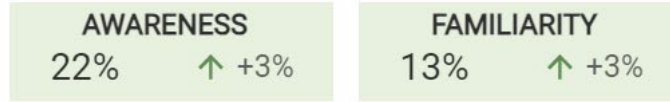
Ford results: week of September 18th in USA



Score changes indicate differences compared to the week of September 11th

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n = 202 (w/c Sep. 11th)

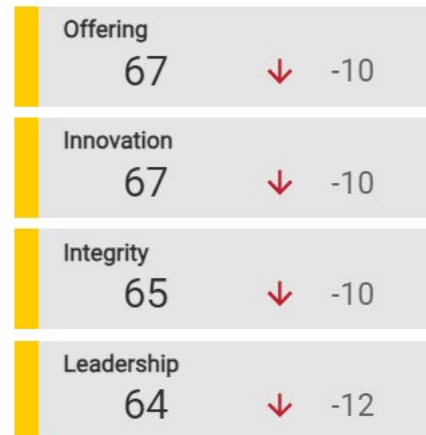
Stellantis results: week of September 18th in USA



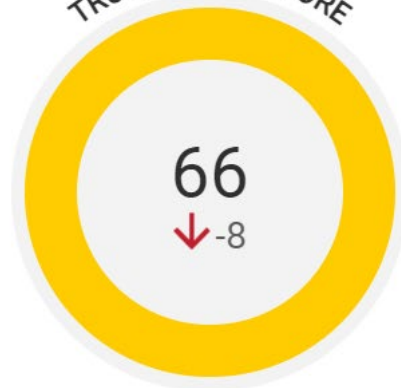
ESG



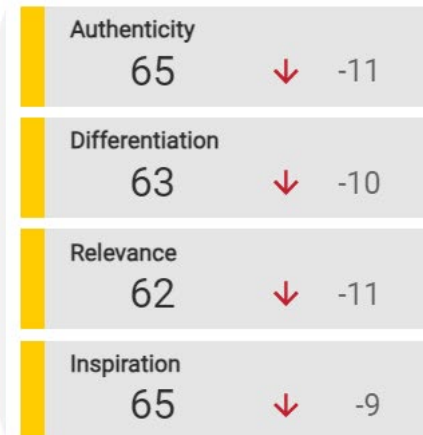
REPUTATION



TRUST & LIKE SCORE



BRAND



BEHAVIOR



Score changes indicate differences compared to the week of September 11th

n = 200 (w/c Sep. 18th)
n = 200 (w/c Sep. 11th)

Strike awareness: week of September 18th in USA



Q: Have you heard about the Union of Auto Workers strike at General Motors, Ford, and Stellantis?

ANSWER	RATE	SAMPLE
Heard of it, but don't know anything else about it	30%	420
Heard of it and don't support it	15%	206
Heard of it and support it	38%	531
Never heard of it	14%	189
Not sure / Do not wish to answer	3%	40
Total	100%	1386



Thank you!

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