



# Reputation Report 2021

igniyte

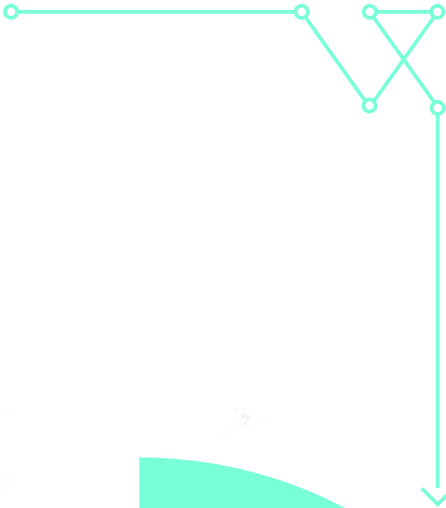


Has your brand been affected by negative online content that has damaged your company's reputation?



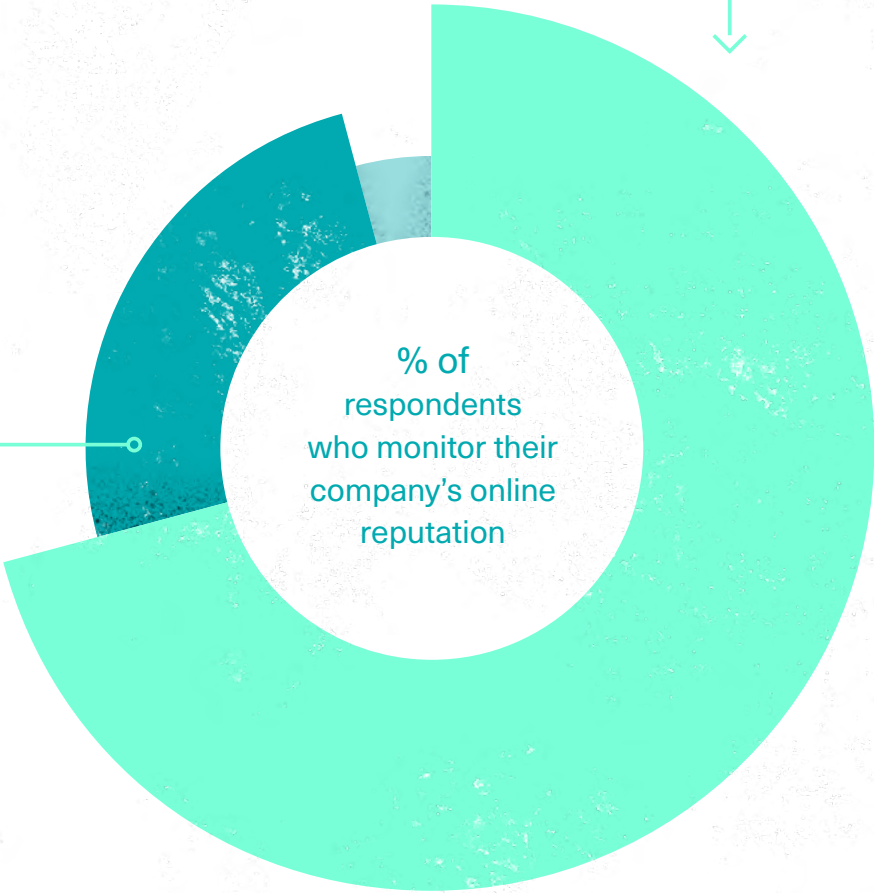
# 71%

monitor their company's  
online reputation i.e.  
through monitoring tools



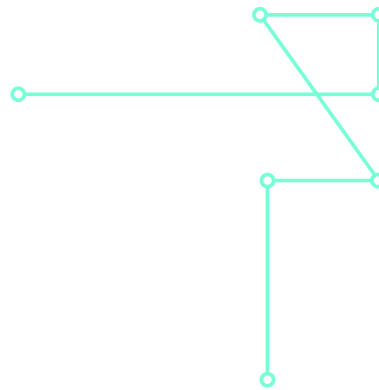
# 25%

Do not monitor



# 84%

said that online reviews are important to the financial and reputation state of their business.



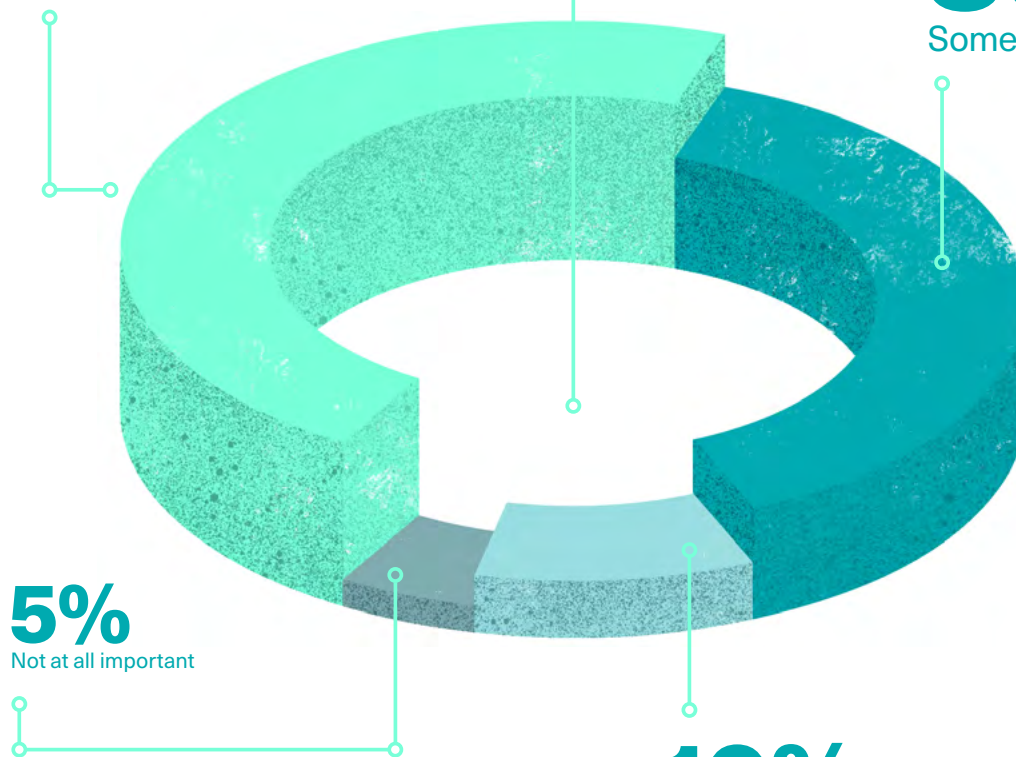
Importance of online reviews

## 47%

Very important

## 38%

Somewhat important



## 5%

Not at all important

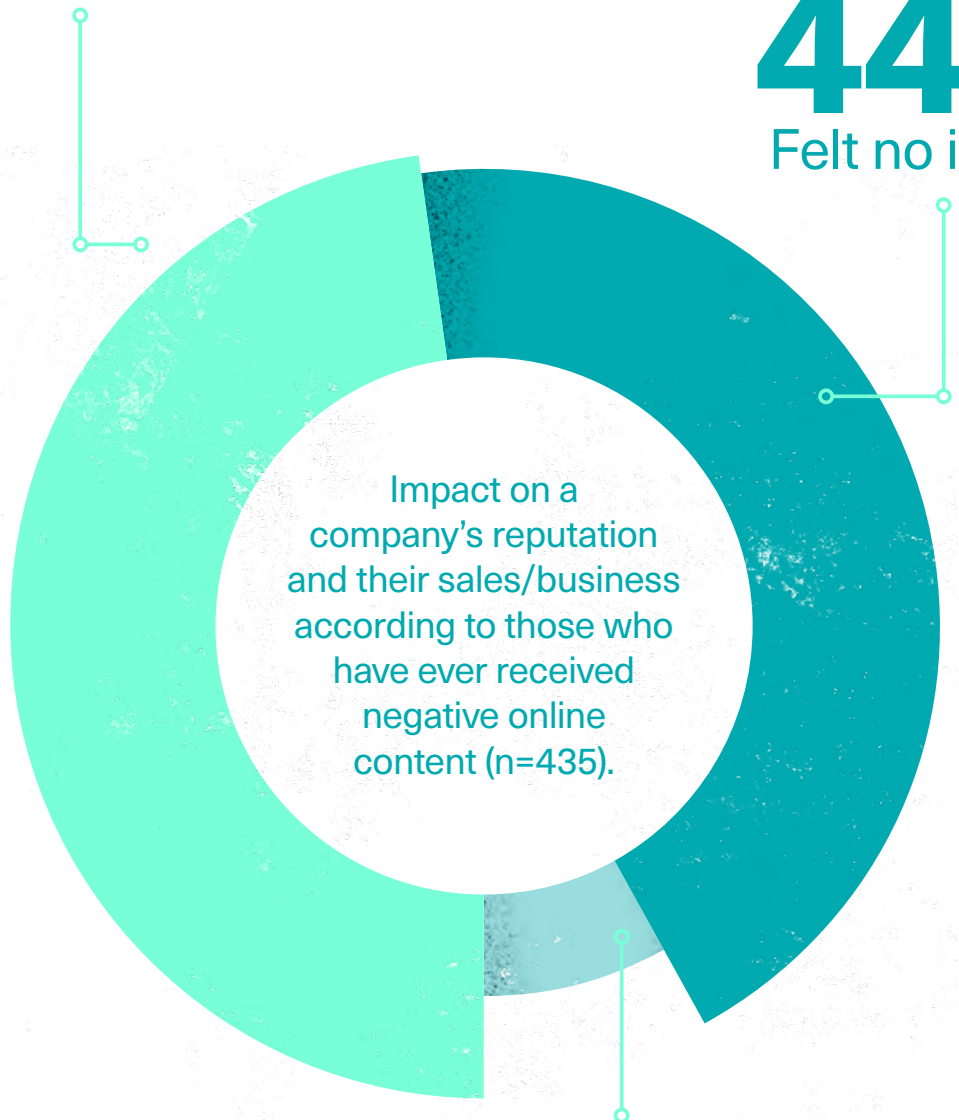
## 10%

Not very important



**48%**  
Felt an impact

**44%**  
Felt no impact

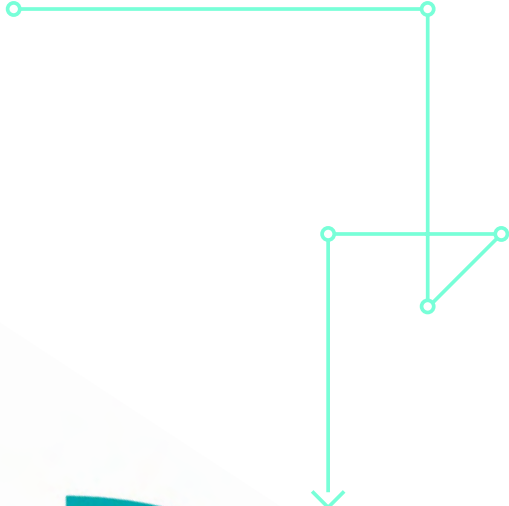


**7%**  
Not sure



# 46%

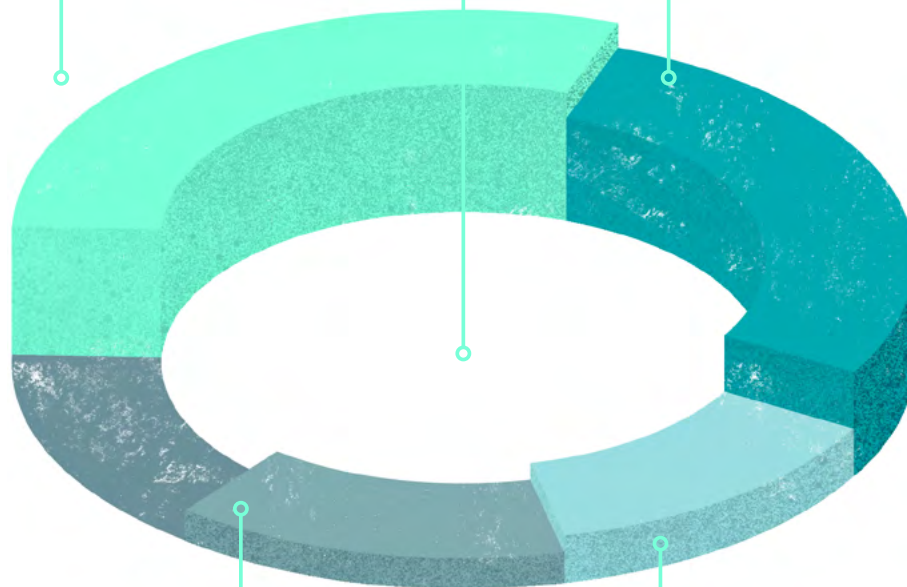
of UK managers agree that the reputation of their brand/business has been affected by negative online content.



UK managers polled who agree that the reputation of their brand/business has been affected by negative online content

**30%**  
Somewhat agree

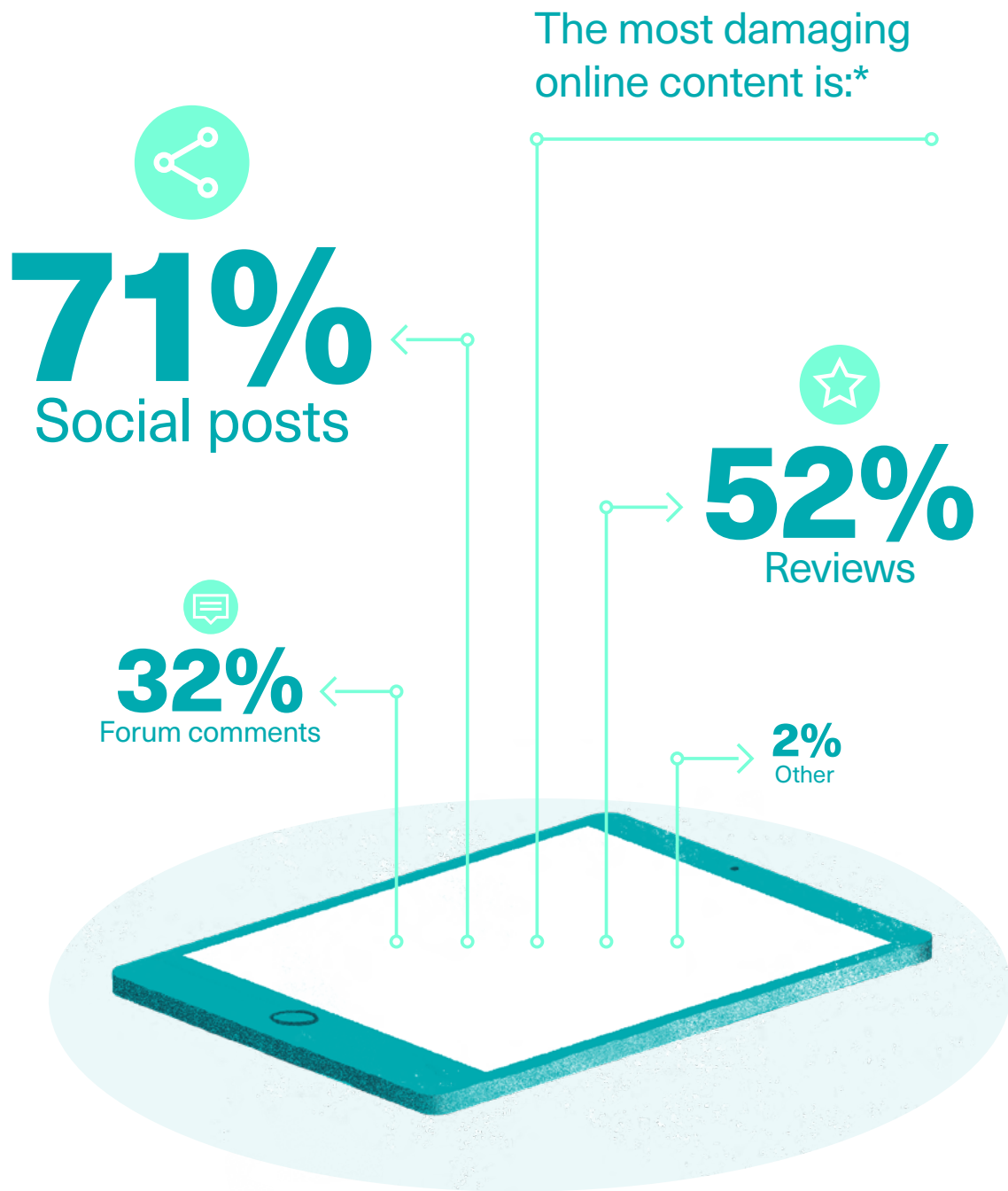
**28%**  
Disagree



13% have not received any negative content

**15%**  
Strongly agree

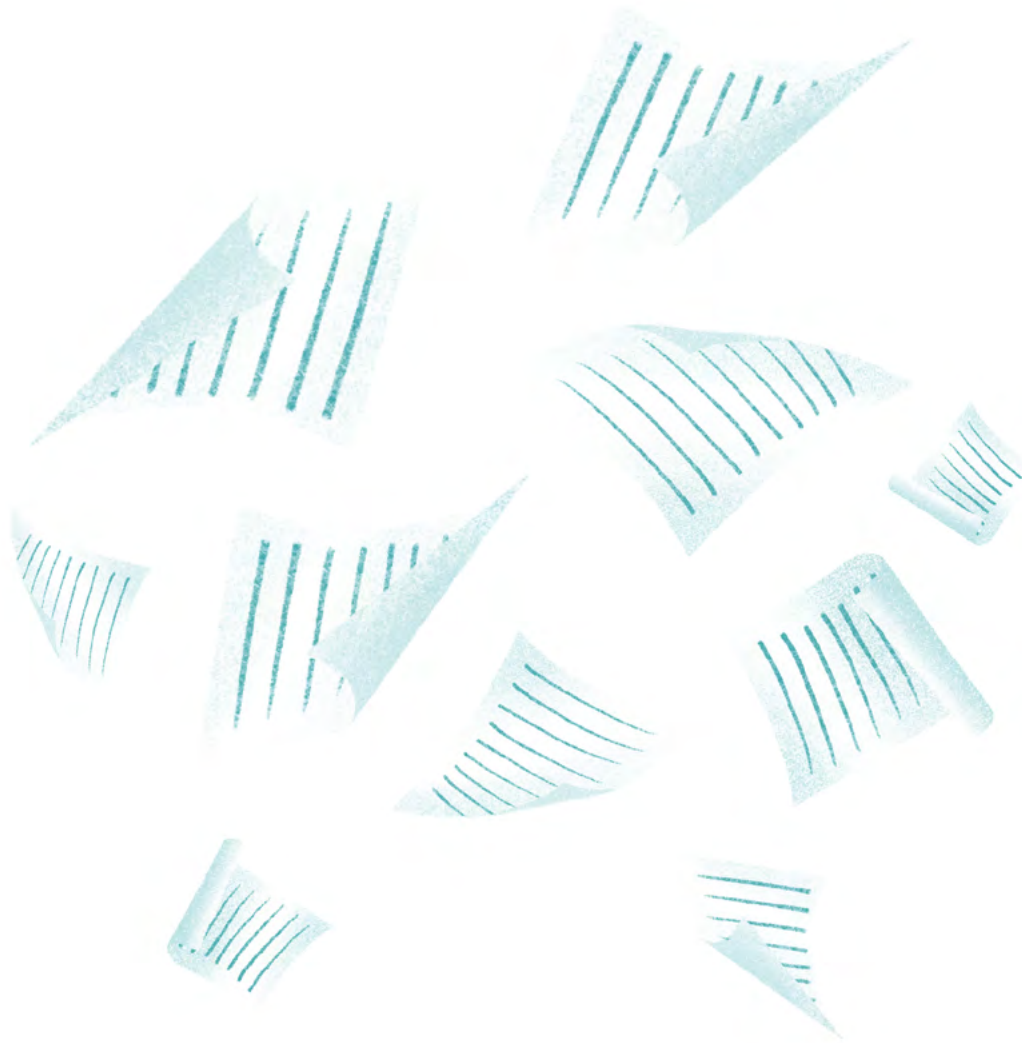




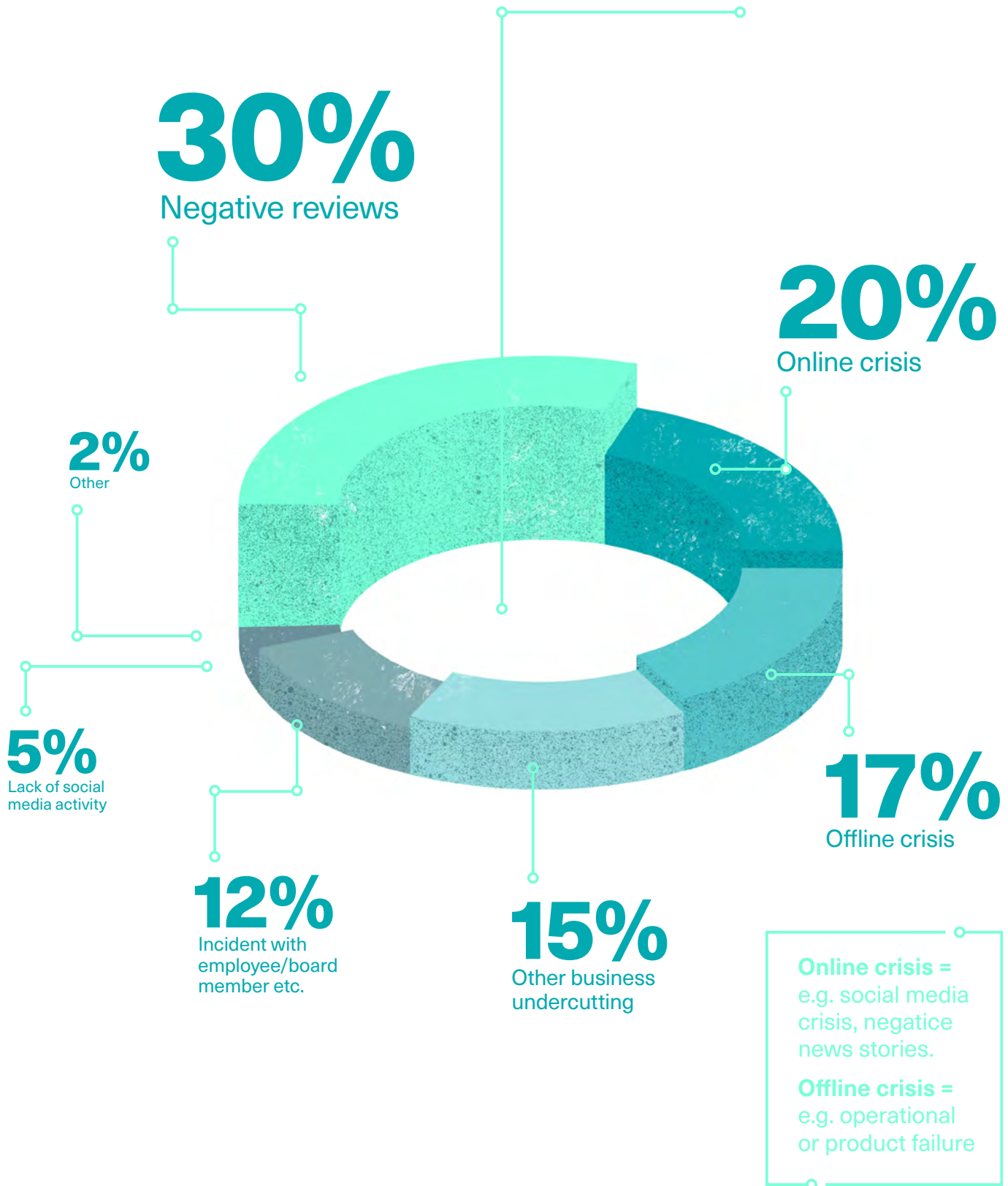
\*Those who agreed with the previous statement (n=229)



# The biggest threat to the reputation of business...



Biggest threats to the reputation of business





# 39%

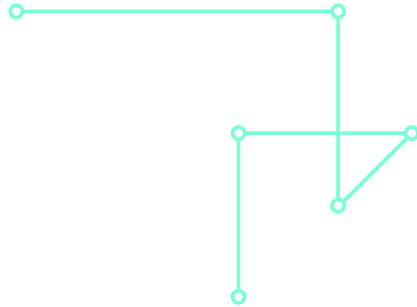
of managers said their business has been affected by fake reviews in the last year

However, **61%** said they had not been affected by this



# 68%

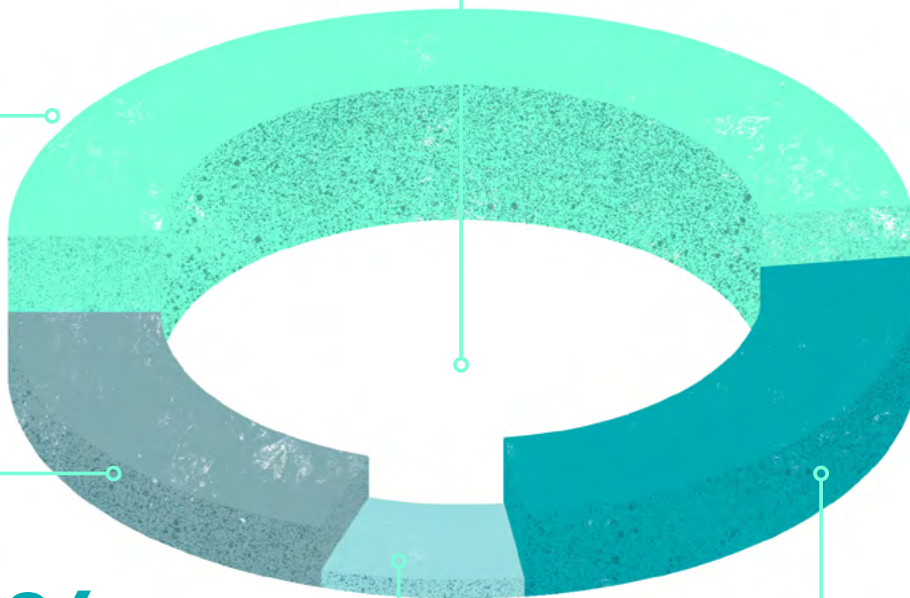
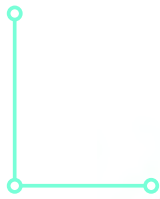
are worried about fake reviews



How worried people were about fake reviews

# 48%

Somewhat worried



# 20%

Very worried

# 7%

Not at all worried

# 25%

Not very worried



**52%**

of managers are actively dealing/responding to their online reviews

**14%**

are not doing anything with them

**33%**

are monitoring them

How managers are dealing with online reviews



Igniyte are the experts in reputation management, supporting companies, brands and individuals, in building a strong online presence. We consult on a wide range of online reputational issues, including:

- Online Reputation
- PR, Content and Social Media
- Review Management
- Crisis Communications
- Reputational Risk
- Taking control of the Google Search Results

For more information please contact Simon Wadsworth at [simon@igniyte.com](mailto:simon@igniyte.com) or call +44 0203 542 8686

The Reputation Report 2021 is the latest in a series of reports produced by Igniyte. It details our latest research findings to help companies of all types and sizes understand reputation concerns and risk.

