Mixed year for reputations of top 50 US listed companies, with about as many Trust & Like Score "risers" as "fallers"

NR	Company	TLS 2022	TLS 2023	+/-
1	Amazon	77	80	+3
2	AmerisourceBergen	77	77	-
3	Costco	77	77	-
4	FedEx	75	77	+2
5	Kroger	75	77	+2
6	Lowe's	76	77	+1
7	UPS	78	77	-1
8	Centene	80	76	-4
9	CVS Health	77	76	-1
10	The Home Depot	74	76	+2
11	Walmart	72	75	+3
12	Apple	71	74	+3
13	Cardinal Health	76	74	-2
14	Energy Transfer	-	74	-
15	Dell Technologies	72	73	+1
16	Elevance Health (Anthem)	77	73	-4
17	McKesson	74	73	-1
18	Target	74	73	-1
19	Walgreens Boots Alliance	72	73	+1
20	General Motors	70	72	+2
21	Microsoft	71	72	+1
22	PepsiCo	74	72	-2
23	Ford	69	71	+2
24	Berkshire Hathaway	73	69	-4
25	Humana	67	69	+2

NR	Company	TLS 2022	TLS 2023	+/-
26	The Walt Disney Company	-	69	-
27	J&J	66	68	+2
28	State Farm	69	68	-1
29	Cigna	67	67	-
30	UnitedHealth Group	71	67	-4
31	ADM	71	66	-5
32	Citigroup	65	66	1
33	Marathon Petroleum	68	66	-2
34	Phillips 66	64	66	+2
35	Valero Energy	65	66	+1
36	AT&T	64	65	+1
37	Chevron	65	65	-
38	JPMorgan Chase	69	65	-4
39	Alphabet	65	64	-1
40	Verizon Communications	65	64	-1
41	Bank of America	63	63	-
42	ConocoPhillips	-	62	-
43	ExxonMobil	60	62	+2
44	Tesla	65	62	-3
45	Comcast	61	61	-
46	Freddie Mac	-	59	-
47	Meta Platforms	56	58	+2
48	Pfizer	60	58	-2
49	Wells Fargo	56	58	+2
50	Fannie Mae	59	57	-2

How to read results: 80-100 Very high | 70-79 High | 60-69 Average | 40-59 Low | 0-39 Very low

About the study

The results are based on Caliber's real-time tracking study that measures public perceptions of the 50 largest Fortune 500 companies in the US on a daily basis.

The scores underpinning the ranking are based on the average responses to a question presented on a 1-7 scale: to what extent do respondents trust and like each company. The scores are then normalized into a 0-100 scale without any weighting or adjustments.

As the data is collected on a daily basis rather than on an ad-hoc basis as is often the case in comparable studies results can be seen as being representative of all news and activities that occurred throughout the year.

The 2023 results are based on 14,230 evaluations representing the American population.
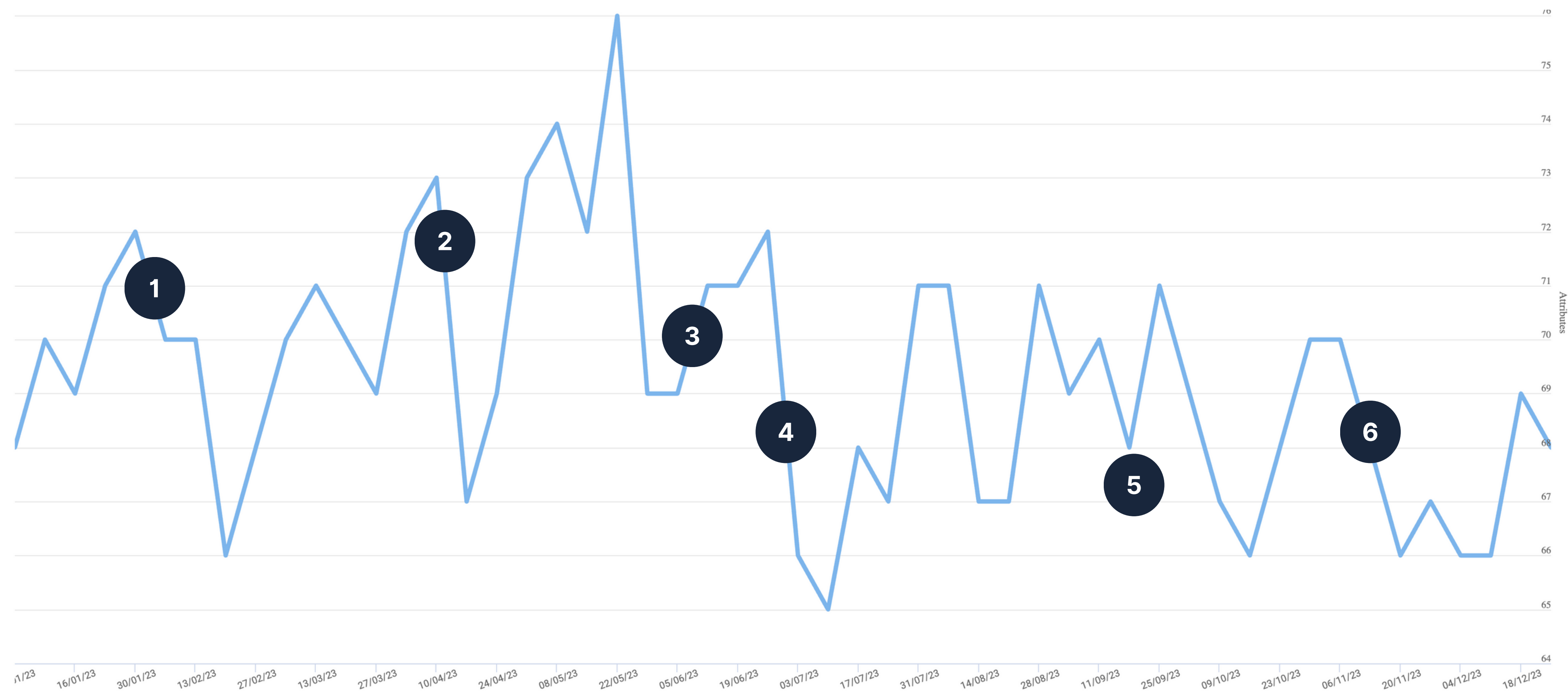
All results shown in the US Fortune 50 ranking can be further broken down along segmentation parameters like age, gender, geography, and occupation.

In any study based on a population sample, there is a statistical margin of error in all measurements. In this study, the margin of error in the scores above is 1.6 points at a 95% confidence level.

This means that only differences in scores equal to or larger than 1.6 points can be regarded as statistically significant, though smaller changes may still indicate important tendencies.

Geopolitical tensions, debt-ceiling drama and historic strikes drive shifting stakeholder perceptions of corporate America

US Fortune 50 Trust & Like Score (TLS) 2023

1 — 2 February

As the Fed raises interest rates by 0.25%, US-China relations are aggravated after the discovery in North American airspace of a suspected Chinese "spy balloon", which the US later shoots down.

2 — 3 April

The price of oil soars to almost $86 a barrel after the world's largest producers announce a surprise cut in production.

Fearing a further spike in gas prices and consumer costs more broadly, the US reacts strongly to the decision.

3 — 27 May

With the US government on the brink of a historic default, the White House and House Republicans strike a deal to increase the national debt ceiling, ending weeks of growing concern that the government will fail to repay its debts.

4 — 23 June

Amid souring relations between the US and China, as well as concerns the Fed's interest rate hikes will trigger a recession, data shows US business activity fell to a three-month low in June — driven by deepening contraction in the manufacturing sector and slower growth in services.

5 — 15 September

The United Auto Workers union launches a historic strike against the big three American automakers, Ford, General Motors and Stellantis.

Almost 13,000 workers down tools at assembly plants in three states, halting production of popular models like the Ford Bronco and the Jeep Wrangler.

6 — 6 November

Four days after entrepreneur Sam Bankman-Fried is convicted on seven charges of fraud and conspiracy following the collapse of his cryptocurrency exchange FTX, WeWork — once the most valuable US startup — files for Chapter 11 bankruptcy protection.