

Reputational gains for half the UK’s top listed companies — but more than a dozen see a decline in their Trust & Like Score

NR	Company	TLS 2022	TLS 2023	+/-
1	RELX	75	74	-1
2	TESCO	73	74	+1
3	Ashtead Group	73	71	-2
4	Flutter Entertainment	66	71	+5
5	Haleon	70	71	+1
6	Next	68	71	+3
7	Coca-Cola HBC	-	70	-
8	Informa	70	70	-
9	Associated British Foods	67	69	+2
10	CRH	74	69	-5
11	InterContinental Hotels Group	70	69	-1
12	Rolls-Royce Holdings	66	69	+3
13	Segro	73	69	-4
14	Experian	65	67	+2
15	Reckitt	64	67	+3
16	Smith & Nephew	67	67	-
17	Standard Chartered	63	67	+4
18	Antofagasta	68	66	-2
19	Sage Group	-	66	-
20	Scottish Mortgage Inv. Trust	73	66	-7
21	3i Group	64	65	+1
22	Aviva	66	65	-1
23	Imperial Brands	66	65	-1
24	Bunzl	65	64	-1
25	GlaxoSmithKline (GSK)	64	64	-

NR	Company	TLS 2022	TLS 2023	+/-
26	Legal & General	63	64	+1
27	London Stock Exchange Group	61	64	+3
28	National Grid	65	64	-1
29	Unilever	61	64	+3
30	WPP	61	63	+2
31	Barclays	62	62	-
32	Diageo	61	62	+1
33	HSBC	59	62	+3
34	Lloyds Banking Group	62	62	-
35	Prudential plc	62	62	-
36	Vodafone	56	62	+6
37	BAE Systems	60	61	+1
38	NatWest Group	59	61	+2
39	AstraZeneca	65	60	-5
40	BT Group	59	60	+1
41	Compass Group	58	60	+2
42	Glencore	58	60	+2
43	Rentokil Initial	60	60	-
44	Anglo American	60	59	-1
45	SSE	54	53	-1
46	Shell	52	52	-
47	Rio Tinto	55	51	-4
48	BP	50	50	-
49	Centrica	52	48	-4
50	British American Tob. (BAT)	37	41	+4

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 FTSE 100 companies in the UK 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.

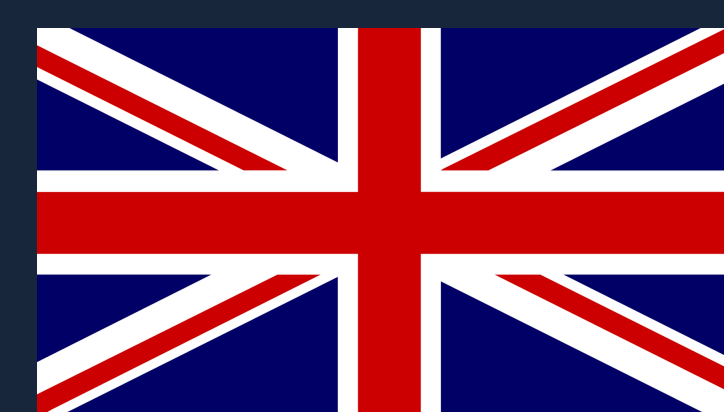
As the data is collected on a daily basis rather than on an ad-hoc basis as is often the case in comparable studies results can be seen as being representative of all news and activities that occurred throughout the year.

The 2023 results are based on 7,427 evaluations representing the British population.

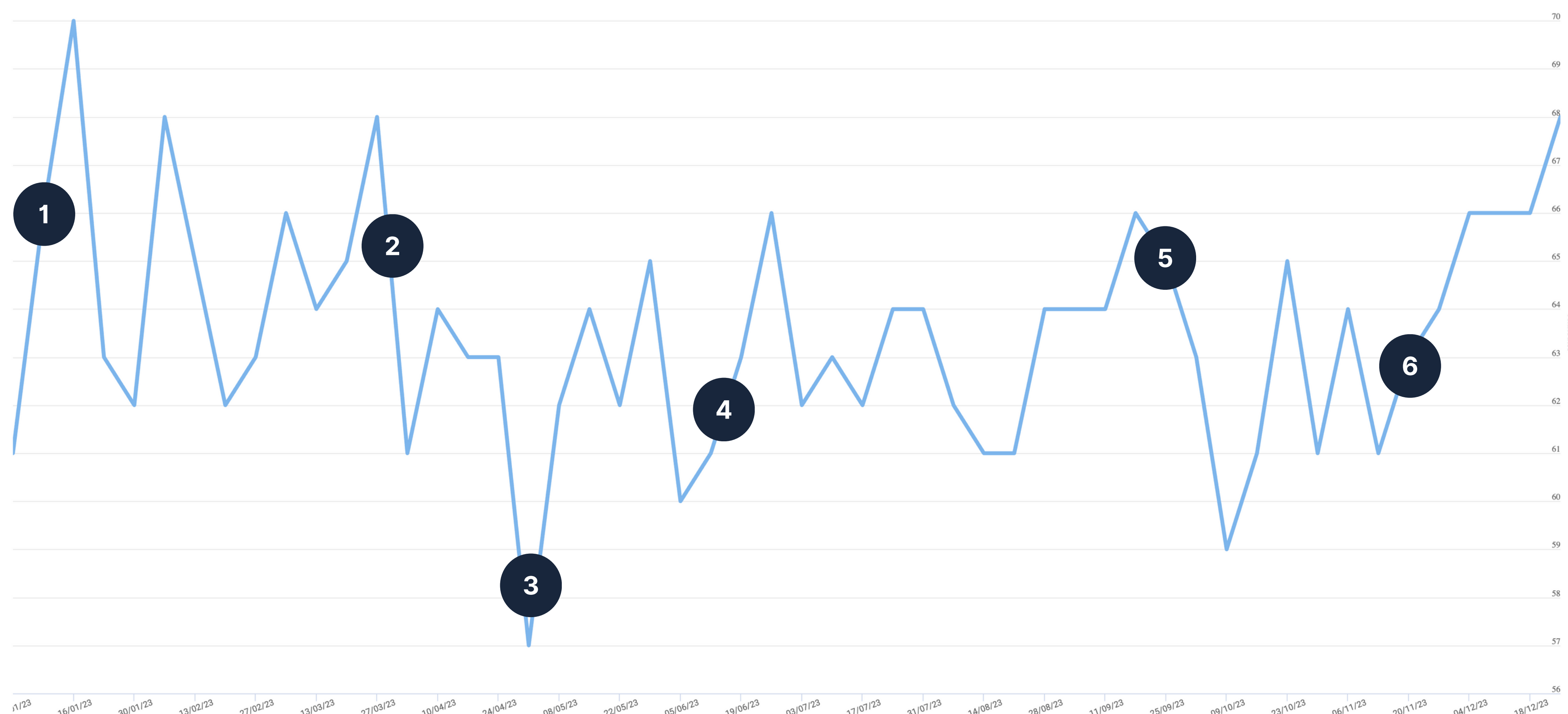
All results shown in the UK FTSE 50 ranking can be further broken down along segmentation parameters like age, gender, geography, and occupation.

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.



Economic uncertainty drives see-saw year for corporate Britain's reputation



UK FTSE 50 Trust & Like Score (TLS) 2023

1 13 January

Figures show the UK economy grew by 0.1% in November, improving the odds of the UK avoiding a long recession.

But business groups warn the economy will suffer in the months ahead as people face higher mortgage rates and the loss of state support for energy bills.

2 22 March

More bad news, as official data shows inflation increased to 10.4% in February — thanks largely to the rising cost of fresh food, non-alcoholic drinks, restaurant meals and women's clothes.

Three weeks later, the IMF predicts the UK economy will be among the worst-performing G20 nations in 2023.

3 6 May

With inflation higher than forecasted, the Trust & Like Score for the index reaches its nadir in early May, only to rebound swiftly — given a royal boost, perhaps, by the coronation of Charles III at Westminster Abbey.

4 8 June

At a press conference with President Joe Biden at the White House, Prime Minister Rishi Sunak announces an agreement to strengthen economic ties between the UK and the US.

5 11 September

Just weeks after official data shows the economy grew by 0.2% between April and June, a growing sense of collapse grips the UK — all too literally.

A crisis emerges in schools, hospitals and other public buildings over the use of an outdated construction material believed to be in danger of crumbling, while a bid to rescue retailer Wilko fails, leading to the loss of 12,000 jobs.

6 21 November

About a fortnight after saying the UK economy performed better than expected in 2023, Chancellor of the Exchequer Jeremy Hunt announces that almost three million low-paid workers will get a pay rise of almost 10% thanks to an increase in the national living wage.