Belgium Top 30**

Most Trusted & Liked Companies

2024 TRUST & LIKE SCORE (TLS) RANKING

NR	Company	TLS 2024
1	Colruyt	75
2	Lotus Bakeries	74
3	Spadel	73
4	bpost	70
5	Intermarché	70
6	Brussels Airlines	69
7	Brussels Airport	69
8	Duvel Moortgat	69
9	Carrefour	68
10	Delhaize	68
11	Nationale Loterij	67
12	Port of Antwerp-Bruges	66
13	AG Insurance	64
14	Johnson & Johnson / Janssen Pharmaceutica	64
15	Orange	64

NR	Company	TLS 2024
16	Ethias	63
17	KBC	63
18	AB InBev	62
19	Alken-Maes	62
20	AXA	61
21	Belfius	61
22	BNP Paribas Fortis	61
23	D'Ieteren	61
24	Proximus	61
25	Solvay	61
26	Telenet	61
27	ING	59
28	ENGIE	58
29	NMBS	58
30	Luminus	55

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

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From ESG Challenges to Global Security Concerns: Belgium Faces a Year of Economic, Political, and Ethical Crossroads in 2024

BE 31 - Trust & Like Score 2024
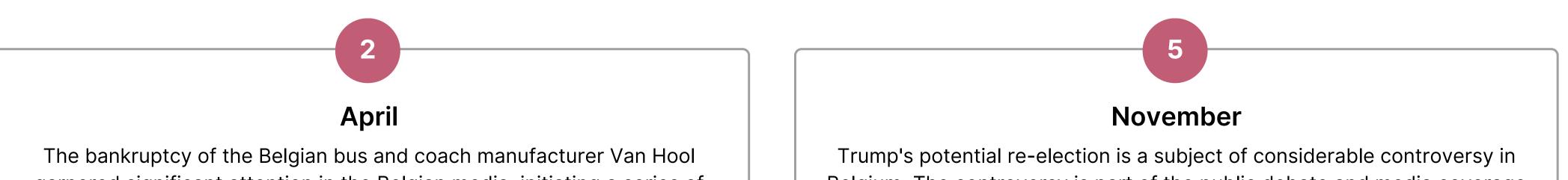Weekly Development

1

March

A Belgian farmer is suing TotalEnergies for compensation for climate change damage to his farm and is seeking a legal order to stop the company from investing in new fossil fuel projects. This case highlights important ESG issues that affect public perceptions of corporate compliance.

2

April

The bankruptcy of the Belgian bus and coach manufacturer Van Hool garnered significant attention in the Belgian media, initiating a series of reports centered on the state of the national economy. The coverage predominantly adopted a pessimistic tone, highlighting the challenges facing Belgium's economic landscape.

3

June

The optimism following the elections early June was dampened by the uncertain chances of success for the only possible coalition. The social-democratic party expressed doubts about their participation in a predominantly center-right government. Where there was initial optimism about swift government formation, a political deadlock now looms.

4

July

After a predominantly rainy start to the summer, the sun is finally shining in Belgium—a welcome change widely covered by the media. This period also coincides with the traditional holiday season, when many Belgians are away on vacation. Adding to the cheerful atmosphere, the Olympic Games are underway, with Belgian athletes delivering strong performances, bringing a festive spirit to the nation.

5

November

Trump's potential re-election is a subject of considerable controversy in Belgium. The controversy is part of the public debate and media coverage focuses on possible consequences for Europe, Belgium and the economy.

6

December

As Secretary General of NATO, Mark Rutte delivers a grim warning about the European security situation: "We are not prepared for the danger coming our way. Our defense industry is too small, too fragmented, and inefficient. Investing more is a top priority." His statement sets the tone for days of news coverage centered on war threats, defense vulnerabilities, and related challenges.

About this ranking

About the study

The results are based on Caliber's real-time tracking study, which measures public perceptions of **selected 30 companies** in **Belgium**. The companies were selected based on parameters such as turnover, number of employees, historical presence in Belgium, and familiarity among the general public.

The scores underpinning the **Trust & Like 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 2024 results are based on **15,934 evaluations representing the Belgian population**. All results shown in the **Belgium Top 30** 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.

*About the level of Familiarity

All scores are based on evaluations from a demographically representative set of respondents in each country who were highly familiar with the company they evaluated (selected 4 or above on a 1-7 scale in a familiarity question, after indicating general awareness with the company).
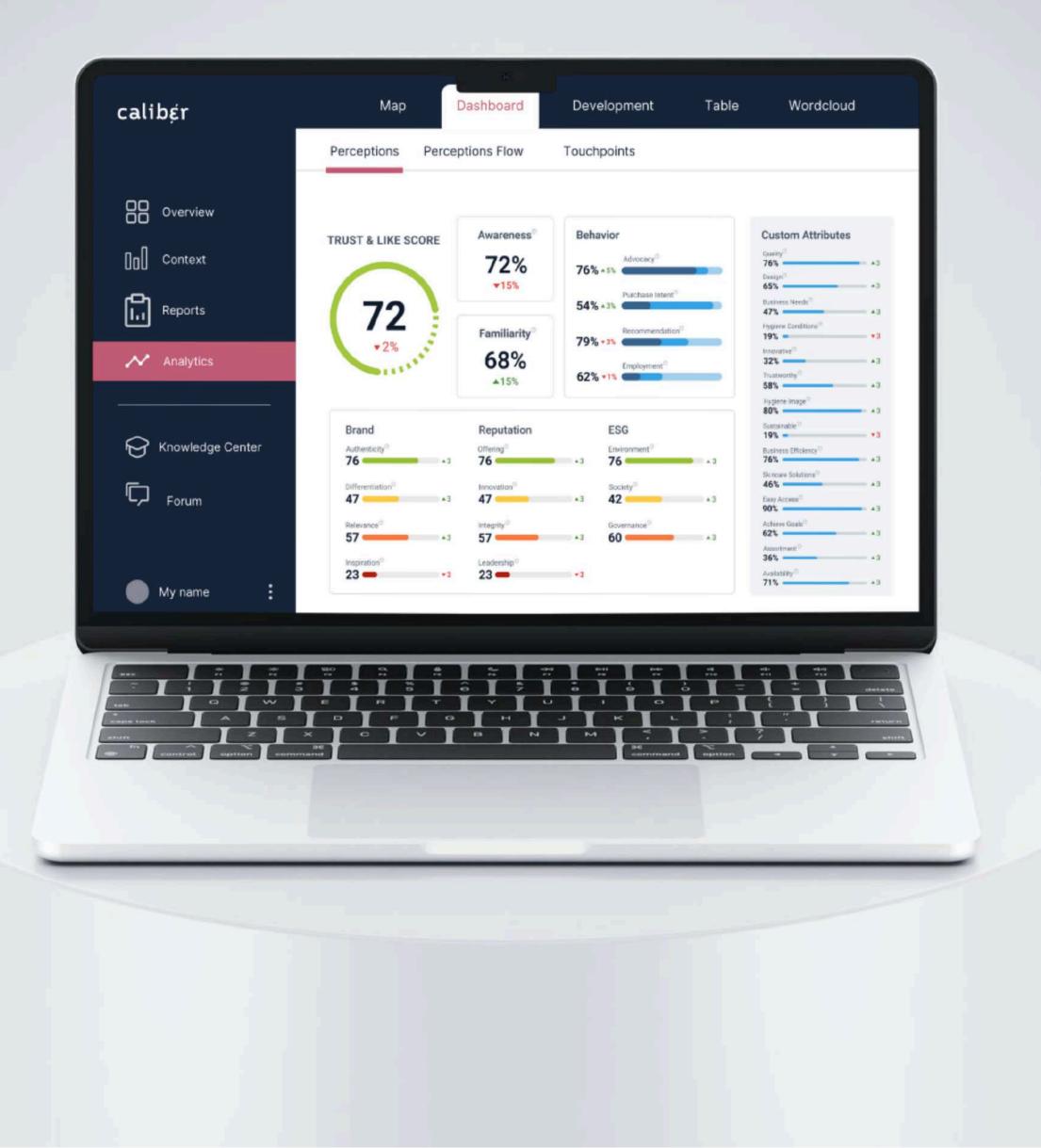
Companies with low familiarity (where the portion of highly familiar respondents from those generally aware of the company was less than 15%) are labeled with an asterisk (*). Such companies typically operate in less visible industries, appeal to niche audiences or provide B2B services, and therefore have lower visibility.

Though unfamiliar to the public, such companies are typically known to "industry insiders" such as customers, suppliers, industry professionals, employees, analysts, and journalists — which can result in higher Trust & Like Scores when measured among highly familiar respondents.

Meet Caliber

Caliber is a stakeholder intelligence company.

It provides businesses with actionable intelligence on brand and reputation that helps them understand their audience, communicate more effectively and build trust.

Caliber created the world's only real-time, customizable stakeholder tracking platform, which shows companies what relevant stakeholders think and how they're likely to behave — anytime, anywhere.

Caliber's Real-Time Tracker is the world's most powerful always-on tool for steering communications, using accurate and representative data. It surveys thousands of people every day and displays real-time metrics on a visually appealing, user-friendly dashboard.

Our stakeholder tracking research model is based on extensive statistical analysis and explains the journey from stakeholder interaction to business impact. It comprises elements such as awareness, rational perceptions around brand, reputation and ESG, trust and supportive behavior.

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