

Brazil Top 40**

Most Trusted & Liked Companies

2024 TRUST & LIKE SCORE (TLS) RANKING



NR	Company	TLS 2023	TLS 2024	+/-
1	Natura	89	91	2
2	RENNER	81	84	3
3	Rede D'Or	82	83	1
4	C&A	n/a	82	-
5	Magalu	83	82	-1
6	Porto Seguro	79	81	2
7	B3 – Brazil Stock Exchange*	78	80	2
8	WEG*	80	80	0
9	Grendene	n/a	80	-
10	Arezzo	82	80	-2
11	Itaú	79	80	1
12	Via*	79	79	0
13	Klabin	75	79	4
14	BRF	74	79	5
15	Banco do Brasil	80	79	-1
16	ENGIE*	80	78	-2
17	Raízen*	77	78	1
18	COPEL	83	78	-5
19	Fleury	80	78	-2
20	Suzano	77	78	1

NR	Company	TLS 2023	TLS 2024	+/-
21	AZUL Airlines	80	78	-2
22	Cielo	76	78	2
23	AMBEV	80	78	-2
24	Marfrig*	77	77	0
25	CPFL Energia	78	77	-1
26	AES Brasil*	n/a	76	-
27	Cosan*	79	76	-3
28	Santander	76	76	0
29	Vivo	76	76	0
30	Cemig	76	76	0
31	Vibra*	80	75	-5
32	Ecorodovias	77	75	-2
33	Banco PAN	n/a	75	-
34	Bradesco	76	75	-1
35	BTG Pactual	73	73	0
36	COPASA	n/a	73	-
37	Eletrobras	71	73	2
38	CCR	78	72	-6
39	Equatorial*	n/a	68	-
40	TIM	71	67	-4

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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*Scores might be affected by the respondent familiarity with the company. Learn more on page 2.

About this ranking

About the study

The results are based on Caliber’s real-time tracking study, which measures public perceptions of ****selected 40 companies in Brazil**. 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 **25,230 evaluations representing the Brazilian population**. All results shown in the 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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