

France CAC40

Most Trusted & Liked Companies

2024 TRUST & LIKE SCORE (TLS) RANKING



NR	Company	TLS 2023	TLS 2024	+/-
1	Michelin	70	73	3
2	Legrand	73	72	-1
3	Edenred	69	71	2
4	Airbus	71	71	0
5	Eurofins Scientific*	68	69	1
6	Danone	70	69	-1
7	L'Oréal	69	69	0
8	STMicroelectronics*	67	68	1
9	Safran	64	68	4
10	Schneider Electric	65	68	3
11	Hermès	69	68	-1
12	EssilorLuxottica*	68	67	-1
13	Accor	n/a	67	-
14	Carrefour	66	67	1
15	Saint-Gobain	64	65	1
16	Air Liquide	67	65	-2
17	Thales Group	65	65	0
18	Renault Group	65	64	-1
19	Orange	62	64	2
20	Kering*	65	63	-2

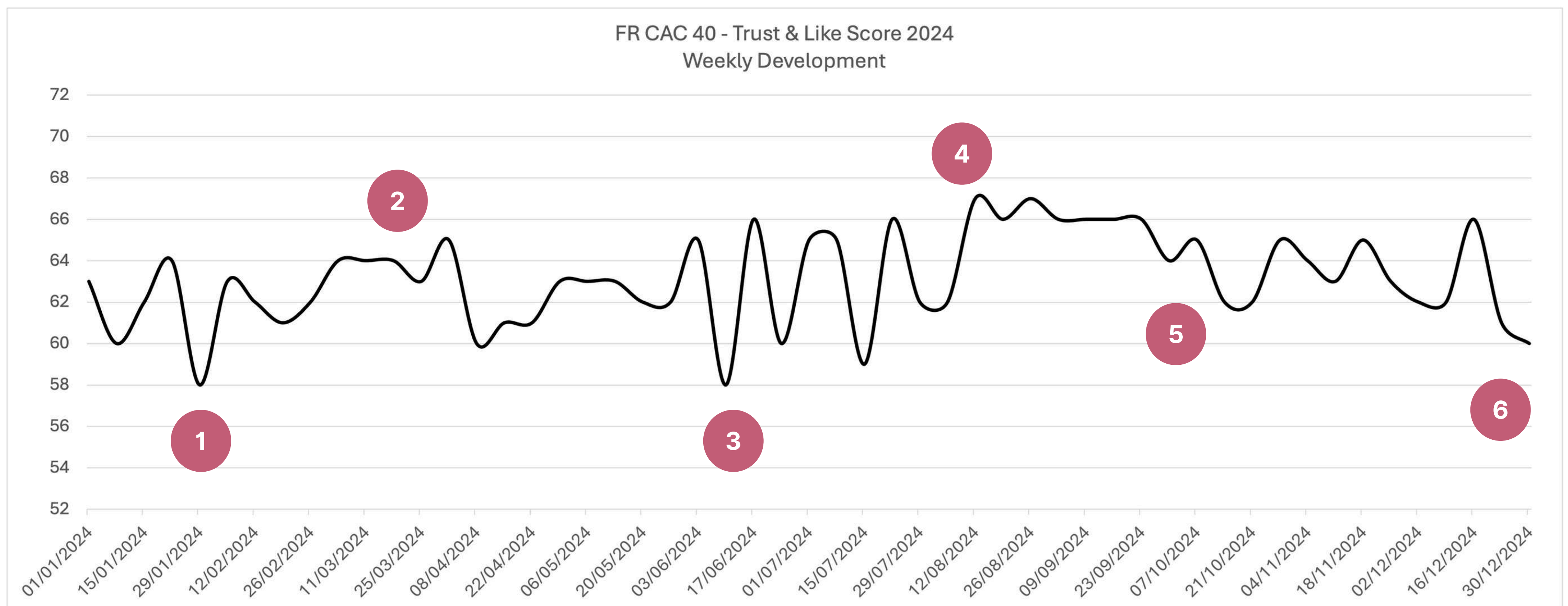
NR	Company	TLS 2023	TLS 2024	+/-
21	Dassault Systèmes	63	63	0
22	Pernod Ricard	62	63	1
23	Credit Agricole	62	63	1
24	Unibail-Rodamco-Westfield*	66	62	-4
25	LVMH	60	62	2
26	Capgemini*	61	60	-1
27	Stellantis	65	60	-5
28	Veolia	59	60	1
29	AXA	56	59	3
30	ENGIE	58	59	1
31	Bouygues	55	58	3
32	Teleperformance*	59	57	-2
33	Vivendi	56	57	1
34	Sanofi	58	57	-1
35	Vinci	55	57	2
36	Publicis*	57	56	-1
37	Societe Generale	55	56	1
38	TotalEnergies	56	56	0
39	BNP Paribas	56	55	-1
40	ArcelorMittal	55	53	-2

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 3.



Balancing Innovation and Ethics: France Grapples with Corporate Accountability in 2024



1

January

Nestlé Waters acknowledged using banned water purification methods at its Perrier facilities, resulting in a €2 million settlement with French authorities. These practices raised safety concerns and harmed Perrier's reputation, highlighting issues of corporate compliance in France.

4

July-August

The Paris 2024 Olympic Games, held in July and August, positively showcased France. With a record 24.4 million viewers for the opening ceremony, the event highlighted France's strong reputation in event management and technological infrastructure.

2

February/March

French investigators launched a probe into the salary of the head of the Paris 2024 Olympics committee. The committee's transparency and cooperation with authorities have been positively noted. Their focus on efficiency aims to avoid past issues of overspending and corruption, enhancing perceptions of corporate governance.

5

September-October

In September, former Wallaby captain Rocky Elsom appealed his conviction for misuse of corporate assets in a French court, citing procedural flaws and questioning the fairness of corporate legal proceedings. His case impact on perceptions of corporate governance.

3

April-June

Police conducted searches at Thales offices in France, Spain, and the Netherlands as part of an investigation involving suspected conspiracy, corruption, and money laundering linked to international arms sales, which raises ethical concerns in France's corporate and defense sectors.

6

November-December

Britain's Serious Fraud Office and France's Parquet National Financier began a joint investigation into Thales for alleged bribery and corruption in an arms contract in Asia. This inquiry raised concerns about corporate integrity and further harmed corporate reputation by the end of the year.

About this ranking

About the study

The results are based on Caliber's real-time tracking study that measures public perceptions of the **CAC40 companies in France** on a daily basis.

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 **27,808 evaluations representing the French population**. All results shown in the **CAC40** 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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