Italy IT40 Index

Most Trusted & Liked Companies

2024 TRUST & LIKE SCORE (TLS) RANKING
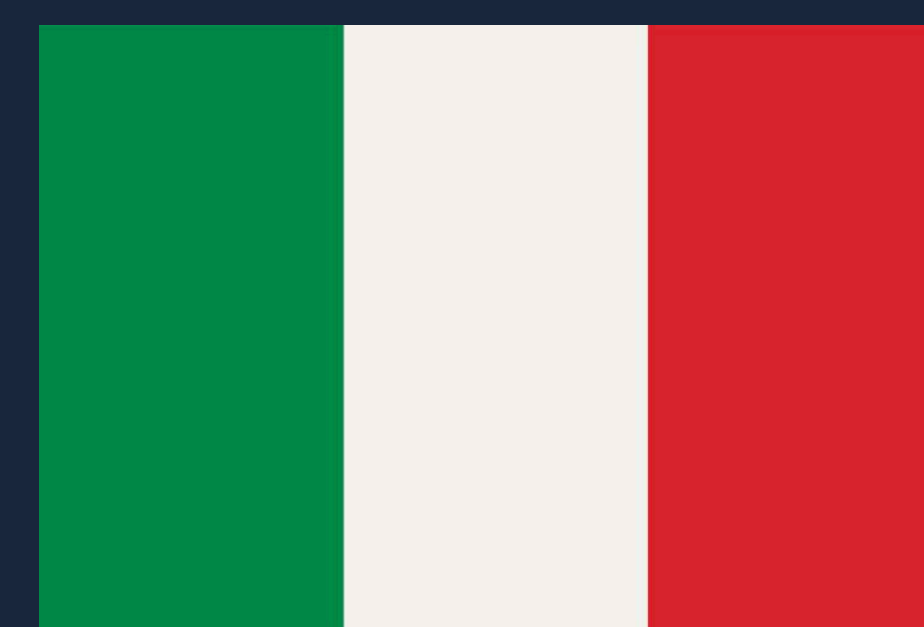
NR	Company	TLS 2024	NR	Company	TLS 2024
1	Ferrari	83	21	Azimut*	71
2	Brunello Cucinelli	82	22	Italgas	71
3	STMicroelectronics*	79	23	Unipol	71
4	Campari Group	78	24	Terna*	70
5	Amplifon	76	25	Generali	70
6	Recordati	75	26	Eni	70
7	Nexi	75	27	Snam	69
8	Pirelli	75	28	A2A	69
9	Moncler	74	29	Finecobank	69
10	Diasorin*	73	30	BPER Banca	69
11	Interpump Group*	73	31	Banca Mediolanum	69
12	Prysmian*	73	32	UniCredit	69
13	Mediobanca	73	33	Poste Italiane	69
14	Iveco Group	73	34	Banco BPM	68
15	Intesa Sanpaolo	73	35	Enel	67
16	Inwit*	72	36	ERG	65
17	Saipem*	72	37	Hera	65
18	Banca Popolare di Sondrio*	72	38	TIM	64
19	Leonardo	72	39	Banca Monte Dei Paschi	60
20	Tenaris*	71	40	Stellantis	54

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

Scores might be affected by the respondent familiarity with the company. Learn more on page 3.

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About the study

The results are based on Caliber's real-time tracking study that measures public perceptions of the **IT40 companies in Italy** 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 **5,057 evaluations representing the Italian population**. All results shown in the **IT40** 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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