

# Sweden OMX S30

Most Trusted & Liked Companies

2024 TRUST & LIKE SCORE (TLS) RANKING



NR	Company	TLS 2023	TLS 2024	+/-
1	NIBE Industrier	63	65	2
2	Essity	64	64	0
3	SKF	61	64	3
4	Volvo Group	65	64	-1
5	Assa Abloy	61	63	2
6	Electrolux	63	63	0
7	Investor AB	61	62	1
8	Sandvik	62	62	0
9	Alfa Laval	59	61	2
10	Saab	n/a	61	
11	Atlas Copco	60	60	0
12	ABB	57	60	3
13	Getinge	60	59	-1
14	SCA	58	59	1
15	Handelsbanken	56	58	2

NR	Company	TLS 2023	TLS 2024	+/-
16	Hexagon*	57	57	0
17	Boliden	54	55	1
18	AstraZeneca	56	55	-1
19	Telia Company	51	54	3
20	Ericsson	51	53	2
21	SEB	53	53	0
22	Swedbank	53	53	0
23	H&M	53	52	-1
24	Evolution Gaming*	53	51	-2
25	Kinnevik	51	51	0
26	Tele2	51	51	0
27	Sinch*	54	50	-4
28	Nordea	50	50	0
29	SBB	37	32	-5

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.

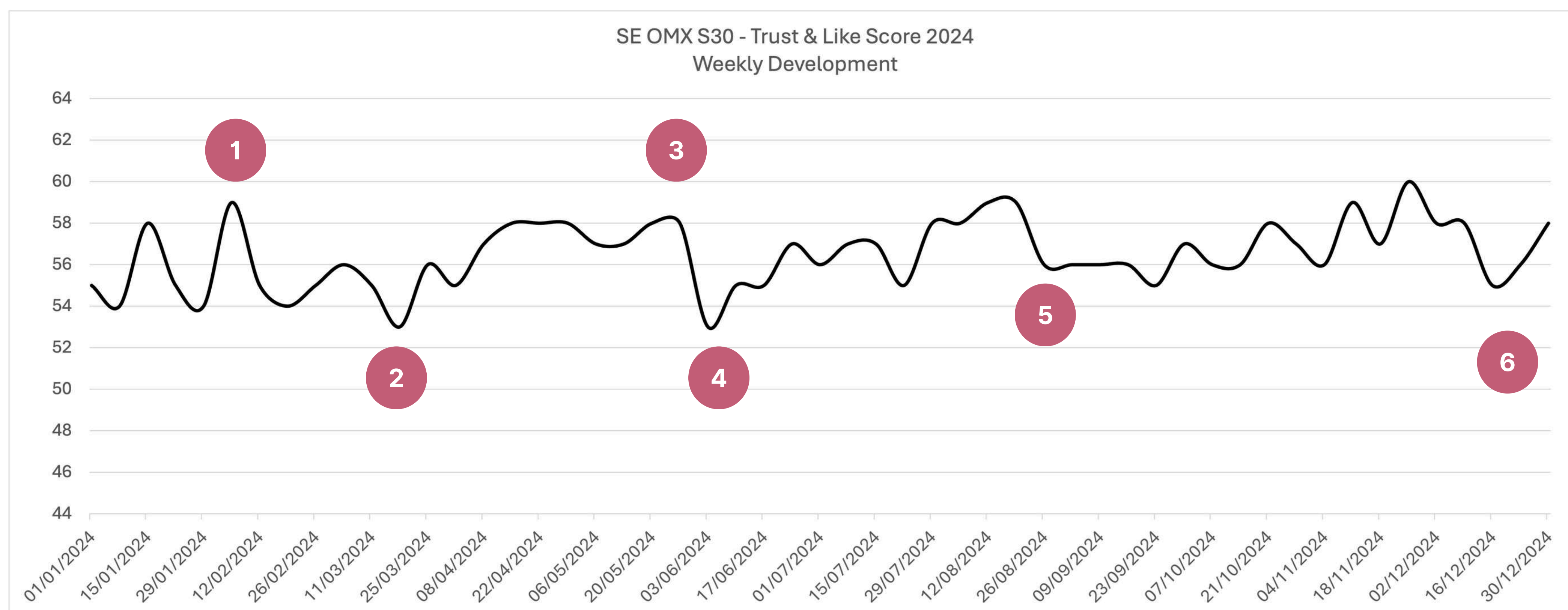
# Sweden OMX S30

Most Trusted & Liked Companies

2024 WEEKLY TLS DEVELOPMENTS



## A stuttering Swedish economy and Telco layoffs have the biggest impact on perceptions of companies in the OMX S30 index



1

### Start February

The OMX S30 index experiences a strong uplift in performance spurred on by central bank rate cuts and a growing optimism regarding business outlook. The stronger performance helps drive more Trust & Like Score towards business in the OMX S30 index.

4

### 3 June

In June 2024, several Swedish industrial companies expressed concerns about the global economic outlook, citing factors such as geopolitical tensions, supply chain disruptions, and fluctuating demand. Companies like SBB, SKF and NIBE see big TLS deficits in this period.

2

### 18 March

Ericsson announced lay offs of 1200 staff in Sweden as the spending on 5G technology starts to slow - especially in the US. The announcement momentarily produced a Q1 low-point in perceptions for the quarter followed by an uplift towards the summer.

5

### Start-September

Telia announces plans to cut 3000 positions globally. The announcement coincides with quarterly results for many OMX S30 companies, which in line with economic outlook projects a lower Trust & Like Score towards businesses in Sweden.

3

### April/May

In April and May, the average TLS for the index improved and showed stability. This was likely due to steady growth for several companies in the index and announcement of a Swedish trade surplus in May. Public confidence in business performance helps improve overall perceptions.

6

### 16 December

The Swedish central bank announces that Swedish economy is in a mild recession. Most companies in the index experience a lower TLS in the week of the announcement before recovering immediately after. This shows the gravity of macro economic events on how people perceive companies.

# About this ranking

## About the study

The results are based on Caliber's real-time tracking study that measures public perceptions of the **OMX S30 companies in Sweden** 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 **29,899 evaluations representing the Swedish population**. All results shown in the **OMX S30** 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.

**LEARN MORE: [GROUPCALIBER.COM](https://groupcaliber.com)**

