

Switzerland SMI20

Most Trusted & Liked Companies

2024 TRUST & LIKE SCORE (TLS) RANKING



NR	Company	TLS 2023	TLS 2024	+/-
1	Sonova*	74	77	3
2	Alcon*	68	74	6
3	Partners Group*	68	72	4
4	Logitech	69	71	2
5	Swisscom	68	71	3
6	Geberit	70	70	0
7	Givaudan*	65	68	3
8	Swiss Re	67	68	1
9	ABB	66	68	2
10	Richemont*	65	67	2

NR	Company	TLS 2023	TLS 2024	+/-
11	Sika	65	67	2
12	Zurich	64	67	3
13	Kuehne + Nagel	68	66	-2
14	Lonza Group	60	62	2
15	Holcim	60	62	2
16	Roche	58	62	4
17	Swiss Life	62	62	0
18	UBS	60	60	0
19	Nestlé	54	59	5
20	Novartis	56	57	1

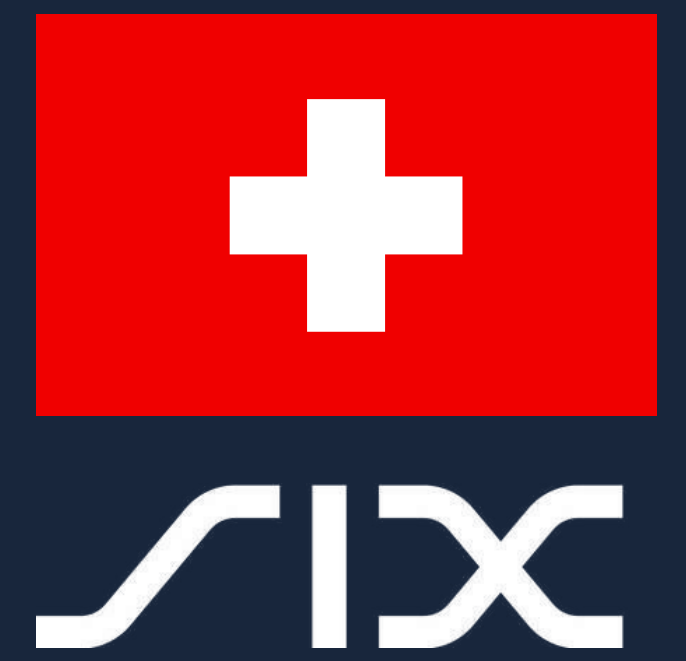
How to read results:	80-100	Very high	70-79	High	60-69	Average	40-59	Low	0-39	Very low
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*Scores might be affected by the respondent familiarity with the company. Learn more on page 3.

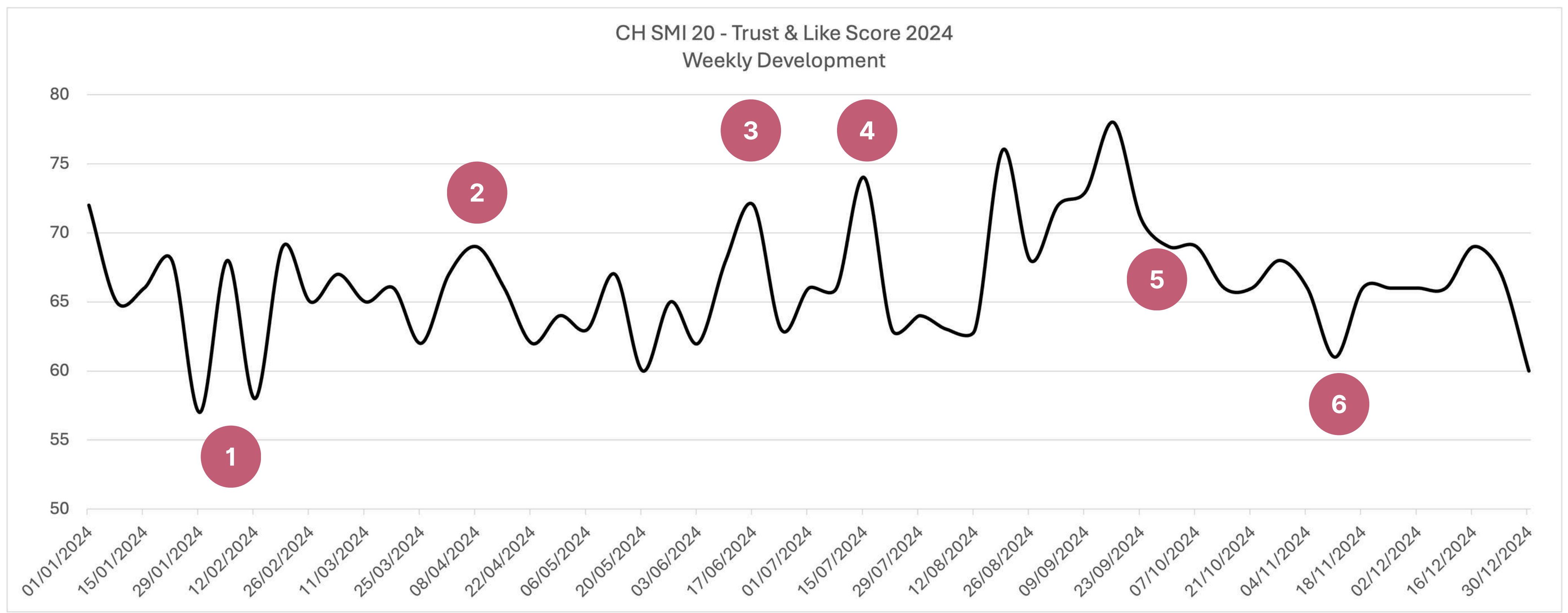
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2024 WEEKLY TLS DEVELOPMENTS



Macro economic movements and political rulings have the largest impacts on public perceptions of the SMI20 in 2024



1

February

The SMI20 index shows considerable volatility in TLS early to mid-February as corporate earnings reports are released. The majority of companies in the index are impacted, as the delicate global economic situation plays an important role for perceptions.

4

15 July

Pending central bank rate cuts, and thereby a higher confidence in the economic outlook, as well as stronger than expected half-year results for several SMI20 companies help improve the average TLS for the index.

2

April

The European court rules that Switzerland must do more to combat climate change. Perceptions of companies improve momentarily as a result due to the focus and expectations being placed on business leading the way for a more sustainable future.

5

23 September

Following the September referendum to adjust occupational pension schemes and increase biodiversity in Switzerland - both which were rejected - it becomes apparent that solidarity and social cohesion is challenged in Switzerland, rubbing off on perceptions of businesses, many who stayed silent in the debate.

3

17 June

Switzerland hosts Ukraine conference. Major Swiss companies businesses and their leaders show support for the conference and for Ukraine.

6

18 November

Reports show that Swiss industry struggles with falling orders and sales, and overall project a gloomy outlook for Swiss companies. In the same period, Nestlé announces cost cutting by USD 2.8 billion to counter weak financial performance.

About this ranking

About the study

The results are based on Caliber's real-time tracking study that measures public perceptions of the **SMI20 companies in Switzerland** 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 **12,625 evaluations representing the Swiss population**. All results shown in the **SMI20 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)

