

# US Fortune 30\*\*

Most Trusted & Liked Companies

2024 TRUST & LIKE SCORE (TLS) RANKING



FORTUNE

NR	Company	TLS 2023	TLS 2024	+/-	NR	Company	TLS 2023	TLS 2024	+/-
1	Amazon	80	78	-2	16	StateFarm	68	69	1
2	Costco	77	78	1	17	Ford	71	68	-3
3	UPS	77	78	1	18	J&J	68	68	0
4	FedEx	77	77	0	19	The Walt Disney Comp.	69	67	-2
5	Lowe's	77	76	-1	20	JPMorgan Chase	65	66	1
6	The Home Depot	76	76	0	21	Chevron	65	65	0
7	Kroger	77	74	-3	22	Verizon Communications	64	65	1
8	CVS Health	76	73	-3	23	Citigroup	66	64	-2
9	Target	73	72	-1	24	AT&T	65	63	-2
10	Walmart	75	72	-3	25	Comcast	61	60	-1
11	P&G	71	71	0	26	ExxonMobil	62	60	-2
12	Apple	74	70	-4	27	Bank of America	63	59	-4
13	Dell Technologies	73	70	-3	28	Wells Fargo	58	57	-1
14	Microsoft	72	70	-2	29	Meta Platforms	58	54	-4
15	General Motors	72	69	-3	30	Tesla	62	53	-9

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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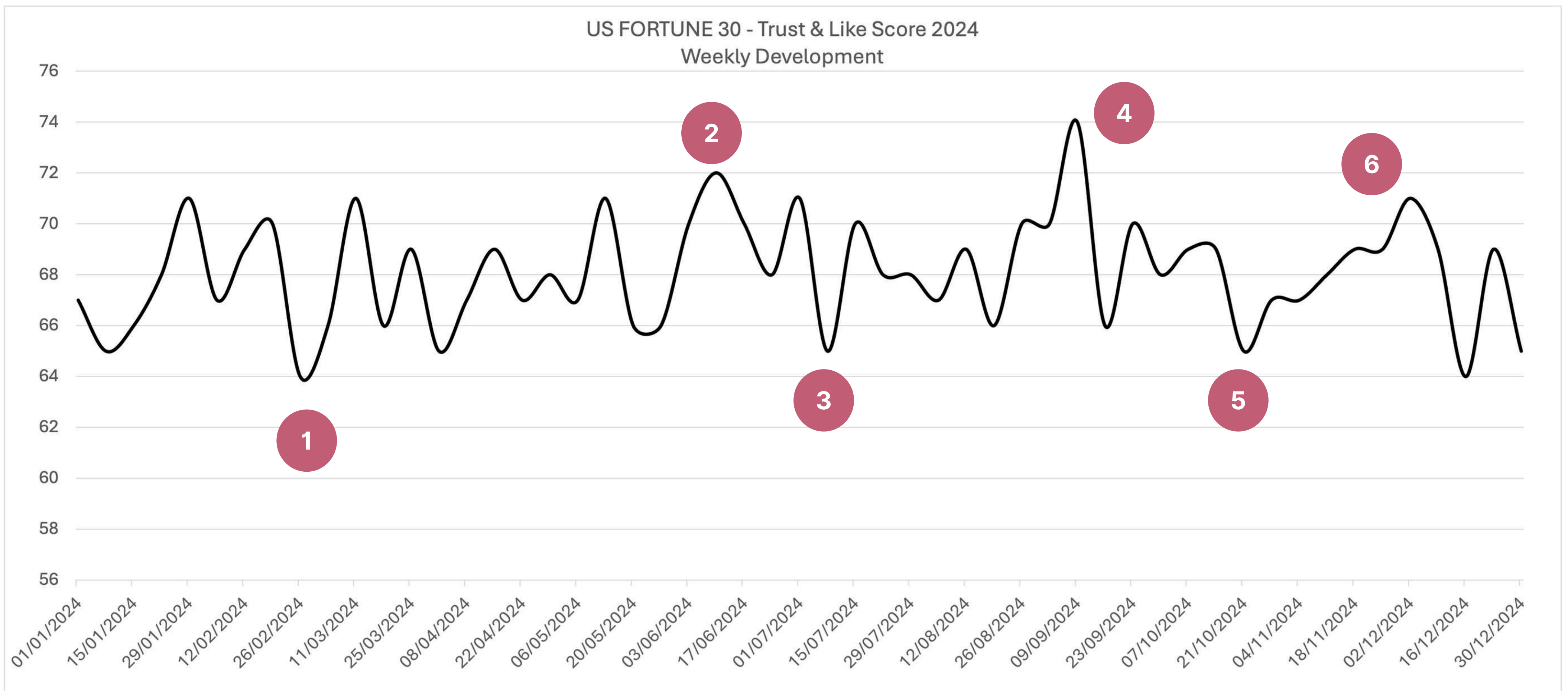
Most Trusted & Liked Companies

2024 WEEKLY TLS DEVELOPMENTS



# FORTUNE

## Reputation Resilience Amidst Business, Political, and Social Issues: US Corporations Face the Trust Test



1

### February

The corporate sector faced scrutiny due to increasing concerns over data privacy and security breaches. Several high-profile companies reported significant data breaches, leading to public outcry and regulatory investigations, eroding consumer trust.

4

### August-September

The rebound in corporate reputation was fueled by technological advancements. Companies that launched innovative products, especially in tech, gained positive media coverage and consumer approval, enhancing their reputation.

2

### May - June

Corporate reputations improved due to enhanced corporate social responsibility (CSR) initiatives. Companies launched sustainability programs and community projects in response to consumer demand for ethical practices, boosting public perception and investor confidence.

5

### October

The decline in corporate reputations may be linked to financial scandals like the Lehman Brothers case. Reports of accounting fraud and mismanagement led to legal actions and stock market repercussions, eroding investor trust and public confidence in corporate governance.

3

### July

Corporate reputation declined due to legal settlements over unethical practices. The FTC settled with Career Step for \$43.5 million for deceptive actions affecting servicemembers and consumers, highlighting the need for corporate transparency and integrity.

6

### November

Corporate reputations improved going into the holiday season as companies engaged in philanthropic activities and transparent communication. Charitable contributions and community involvement resonated positively with the public and helped restore business trust.

# About this ranking

## About the study

The results are based on Caliber's real-time tracking study that measures public perceptions of the **\*\*30 largest and most visible** companies in the **Fortune 500 Index** in the United States 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 **22,342 evaluations representing the American 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.

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

