

# Top Expectations for Large Companies: Businesses Need to Balance Action with Transparency to Build Trust



Top Six Expectations of Large Companies (out of 20 Expectations), "Held Responsible For," Net Expectations,\* Average of 31 Countries and Territories, 2024

\*(4+5) minus (1+2) on a scale of 1 to 5 where 1 is "Not held responsible" and 5 is "Held completely responsible"

Source: GlobeScan *Radar Trends Report* (survey of 30,216 people in the general public in July – August 2024)