## PORTUGAL BRAND STRENGTH AND REPUTATION 2023

## onstrategy

Brand Value Management

| SELF IMAGE<br>(SOURCE: 20.000 CITIZENS)  |  | PORTUGAL  |   |  |  |   |  |   |   |  |  |  |  |  |   |  |   |  |
|--|--|---|---|--|--|---|--|---|---|--|--|--|--|--|---|--|---|--|
|  | GLOBAL   |   |   | Citizens   |  |   | Students   |   |   | Business   |  |  | Investors  |  | Investors   |  |   |  |
| COUNTRY  | 2023   | vs '22  | vs '21  | 2023   | vs '22   | vs '21  | 2023   | vs '22  | vs '21  | 2023   | vs '22   | vs '21   | 2023   | vs '22   | vs '21  | 2023   | vs '22  | vs '21   |
| STRENGTH & REPUTATION  | 62,5   | -0,2  | -0,8  | 61,3   | -0,8   | -2,4  | 63,7   | -1,3  | -2,1  | 64,1   | 0,5  | -0,5   | 62,6   | 0,4  | 0,5   | 60,8   | 0,3   | 0,6  |
| Awareness and Familiarity  | 100,0  | 0,0   | 0,0   | 100,0  | 0,0  | 0,0   | 100,0  | 0,0   | 0,0   | 100,0  | 0,0  | 0,0  | 100,0  | 0,0  | 0,0   | 100,0  | 0,0   | 0,0  |
| Admiration   | 64,1   | -1,2  | -3,5  | 64,7   | -1,7   | -6,6  | 69,2   | -2,9  | -7,6  | 64,8   | 0,3  | 0,6  | 57,2   | -1,7   | -0,2  | 64,5   | -0,1  | -3,6   |
| Trust  | 60,2   | 0,4   | -0,7  | 62,0   | -0,3   | -4,7  | 68,1   | -0,9  | -4,2  | 60,5   | 3,2  | 2,9  | 55,4   | -0,4   | 0,2   | 54,9   | 0,5   | 2,4  |
| Political Environment  | 42,5   | -4,0  | -5,3  | 36,2   | -5,3   | -7,8  | 38,3   | -8,1  | -13,3   | 46,2   | -4,5   | -6,2   | 44,1   | -0,5   | 0,6   | 47,8   | -1,4  | 0,1  |
| Economic Environment   | 51,9   | -2,0  | -5,0  | 54,3   | -2,8   | -9,6  | 56,7   | -4,9  | -8,5  | 52,7   | -0,7   | -4,1   | 48,3   | 1,4  | 2,3   | 47,6   | -3,2  | -5,0   |
| Governance and Ethics  | 45,8   | -0,7  | 2,4   | 38,8   | -1,8   | 7,6   | 50,4   | -3,4  | -2,0  | 47,1   | 0,5  | 5,0  | 45,8   | 1,3  | 1,1   | 47,0   | -0,3  | 0,2  |
| Leadership and Vision  | 48,0   | -1,2  | -2,7  | 42,5   | -4,2   | -12,7   | 50,6   | -1,9  | -0,4  | 50,7   | 0,5  | -3,0   | 48,9   | -0,5   | 0,6   | 47,2   | 0,1   | 1,8  |
| Products and Services Quality  | 65,1   | -0,6  | -3,2  | 64,6   | 0,4  | -2,6  | 64,5   | -4,2  | -8,2  | 66,4   | 0,4  | -2,5   | 66,3   | 0,0  | -2,3  | 63,7   | 0,2   | -0,2   |
| nnovation and Differentation   | 63,5   | 0,6   | 0,6   | 63,9   | 0,9  | 0,6   | 65,0   | -0,8  | -0,1  | 67,6   | 0,5  | -0,4   | 66,7   | 0,1  | 0,2   | 54,1   | 2,2   | 2,7  |
| ifestyle and Social Environment  | 67,6   | -0,7  | -1,8  | 64,1   | -0,7   | -3,7  | 69,9   | -2,3  | -5,0  | 68,8   | -1,1   | -1,7   | 71,6   | -0,4   | -1,5  | 63,7   | 1,0   | 2,7  |
| Education and Technology   | 64,4   | 0,8   | 2,9   | 61,2   | 0,3  | 2,5   | 68,8   | 1,5   | 5,3   | 68,0   | 0,2  | 2,7  | 67,5   | 0,4  | 0,7   | 56,5   | 1,5   | 3,3  |
| Health Safety and Assintance   | 53,8   | -1,0  | -7,8  | 51,5   | -1,9   | -12,9   | 55,2   | -3,1  | -10,9   | 55,5   | -0,1   | -9,7   | 56,1   | -0,1   | -5,2  | 50,5   | 0,0   | -0,1   |
| /alues, Culture and Heritage   | 86,5   | 0,0   | 0,1   | 88,0   | -0,1   | 0,8   | 82,4   | 1,8   | 5,2   | 86,5   | 0,2  | -2,1   | 86,9   | -0,3   | -2,0  | 88,88  | -1,7  | -1,3   |
| Beauty   | 86,2   | 0,7   | 1,2   | 87,6   | 0,3  | 2,5   | 81,9   | 1,5   | 2,9   | 86,4   | 0,5  | 0,6  | 86,4   | 0,9  | 1,2   | 88,6   | 0,4   | -1,3   |
| Communication and Media Abroad   | 55,2   | 2,5   | 4,9   | 54,4   | 4,0  | 7,4   | 50,3   | 1,8   | 6,7   | 58,3   | 1,7  | 2,9  | 57,5   | 2,8  | 3,9   | 55,4   | 2,1   | 3,7  |
| nternational Relevance   | 45,2   | 3,7   | 5,5   | 46,3   | 0.1  | 0,8   | 48,5   | 4,4   | 6,7   | 46,1   | 6,6  | 7,4  | 43,0   | 3,7  | 7,6   | 42,3   | 3,6   | 4,8  |
| EXTERNAL IMAGE<br>(SOURCE: 25 COUNTRIES)   |  | SLOBAL  |   |  | Citizens   |   |  |   | PORTUGAL Students Business  |  |  |  | Investors  |  |   | Investors  |   |  |
|  |  | DLUBAL  |   |  | luzens   |   | 31   | uuenis  |   | DU   | isines   |  | III  | vestor   |   | IIIV   | estors  | •  |
| COUNTRY  | 2023   | vs '22  | vs '21  | 2023   | vs '22   | vs '21  | 2023   | vs '22  | vs '21  | 2023   | vs '22   | vs '21   | 2023   | vs '22   | vs '21  | 2023   | vs '22  | vs '21   |
| STRENGTH & REPUTATION  | 60,1   | 2,2   | 3,1   | 59,4   | 1,5  | 1,8   | 59,3   | 2,1   | 3,7   | 60,0   | 3,1  | 3,7  | 57,9   | 2,3  | 3,0   | 64,0   | 2,2   | 3,1  |
| Awareness and Familiarity  | 65,6   | 1,6   | 1,9   | 60,2   | 0,5  | -1,0  | 63,2   | 3,1   | 6,0   | 68,1   | 1,9  | 2,1  | 66,4   | 1,1  | 0,6   | 70,0   | 1,5   | 1,6  |
| Admiration   | 63,5   | 4.0   | 1   |  |  | ( l   |  |   |   |  |  |  |  |  |   | ,.   |   | 2,7  |
|  |  | 1,9   | 2,8   | 63,3   | 1,1  | 3,2   | 63,1   | 2,8   | 8,0   | 62,8   | 2,1  | 1,5  | 61,0   | 1,2  | -1,2  | 67,2   | 2,2   |  |
| Trust  | 64,2   | 1,9   | 2,8<br>3,4  | 63,3<br>62,8   | 1,1<br>0,3   | 3,2<br>1,1  | 63,1<br>65,6   | 2,8<br>5,6  | 9,3   | 62,8<br>64,4   | 2,1<br>0,8   | 1,5<br>3,2   | 61,0<br>60,2   | 1,2  | -1,2<br>-0,8  | ,  | 2,2<br>1,2  | 4,0  |
|  | 64,2<br>61,0   |   |   | ,  |  | -   |  | -   | -   | ,  |  |  | ,  |  |   | 67,2   |   | -  |
| Political Environment  |  | 1,4   | 3,4   | 62,8   | 0,3  | 1,1   | 65,6   | 5,6   | 9,3   | 64,4   | 0,8  | 3,2  | 60,2   | -1,0   | -0,8  | 67,2<br>68,1   | 1,2   | 4,0  |
| Political Environment Economic Environment   | 61,0   | 1,4   | 3,4   | 62,8<br>61,5   | 0,3  | 1,1   | 65,6<br>62,7   | 5,6<br>4,1  | 9,3   | 64,4<br>59,3   | 0,8  | 3,2<br>9,6   | 60,2<br>55,6   | -1,0<br>7,1  | -0,8<br>10,5  | 67,2<br>68,1<br>65,8   | 1,2   | 4,0<br>4,2<br>0,4  |
| Political Environment Economic Environment Governance and Ethics   | 61,0<br>54,4   | 1,4<br>4,3<br>3,3   | 3,4<br>6,7<br>3,3   | 62,8<br>61,5<br>55,4   | 0,3<br>1,4<br>3,8  | 1,1<br>3,7<br>4,1   | 65,6<br>62,7<br>57,8   | 5,6<br>4,1<br>2,1   | 9,3<br>5,3<br>3,3   | 64,4<br>59,3<br>52,2   | 0,8<br>7,9<br>4,1                                    | 3,2<br>9,6<br>3,6  | 60,2<br>55,6<br>49,8   | -1,0<br>7,1<br>4,4   | -0,8<br>10,5<br>4,9   | 67,2<br>68,1<br>65,8<br>56,6   | 1,2<br>1,2<br>2,3   | 4,0<br>4,2<br>0,4<br>3,9   |
| Political Environment  Economic Environment  Governance and Ethics  Leadership and Vision  | 61,0<br>54,4<br>56,9   | 1,4<br>4,3<br>3,3<br>2,9  | 3,4<br>6,7<br>3,3<br>3,6  | 62,8<br>61,5<br>55,4<br>56,6   | 0,3<br>1,4<br>3,8<br>1,3   | 1,1<br>3,7<br>4,1<br>-2,1   | 65,6<br>62,7<br>57,8<br>58,3   | 5,6<br>4,1<br>2,1<br>3,5  | 9,3<br>5,3<br>3,3<br>2,7  | 64,4<br>59,3<br>52,2<br>55,6   | 0,8<br>7,9<br>4,1<br>5,6                             | 3,2<br>9,6<br>3,6<br>6,8   | 60,2<br>55,6<br>49,8<br>50,7   | -1,0<br>7,1<br>4,4<br>3,1  | -0,8<br>10,5<br>4,9<br>6,7  | 67,2<br>68,1<br>65,8<br>56,6<br>63,2   | 1,2<br>1,2<br>2,3<br>1,0  | 4,0<br>4,2<br>0,4<br>3,9<br>9,5  |
| Political Environment  Economic Environment  Governance and Ethics  Leadership and Vision  Products and Services Quality   | 61,0<br>54,4<br>56,9<br>52,2   | 1,4<br>4,3<br>3,3<br>2,9<br>3,7   | 3,4<br>6,7<br>3,3<br>3,6<br>4,5   | 62,8<br>61,5<br>55,4<br>56,6<br>55,1   | 0,3<br>1,4<br>3,8<br>1,3<br>0,1  | 1,1<br>3,7<br>4,1<br>-2,1<br>-1,9   | 65,6<br>62,7<br>57,8<br>58,3<br>54,4   | 5,6<br>4,1<br>2,1<br>3,5<br>2,2   | 9,3<br>5,3<br>3,3<br>2,7<br>3,7   | 64,4<br>59,3<br>52,2<br>55,6<br>49,0   | 0,8<br>7,9<br>4,1<br>5,6<br>4,2                      | 3,2<br>9,6<br>3,6<br>6,8<br>5,5  | 60,2<br>55,6<br>49,8<br>50,7<br>47,4   | -1,0<br>7,1<br>4,4<br>3,1<br>5,3   | -0,8<br>10,5<br>4,9<br>6,7<br>5,8   | 67,2<br>68,1<br>65,8<br>56,6<br>63,2<br>55,3   | 1,2<br>1,2<br>2,3<br>1,0<br>6,6   | 4,0<br>4,2<br>0,4<br>3,9<br>9,5<br>-0,8  |
| Political Environment Economic Environment Governance and Ethics Leadership and Vision Products and Services Quality nnovation and Differentation  | 61,0<br>54,4<br>56,9<br>52,2<br>60,4   | 1,4<br>4,3<br>3,3<br>2,9<br>3,7<br>0,7  | 3,4<br>6,7<br>3,3<br>3,6<br>4,5<br>0,4  | 62,8<br>61,5<br>55,4<br>56,6<br>55,1<br>61,7   | 0,3<br>1,4<br>3,8<br>1,3<br>0,1<br>0,3   | 1,1<br>3,7<br>4,1<br>-2,1<br>-1,9<br>0,1  | 65,6<br>62,7<br>57,8<br>58,3<br>54,4<br>60,5   | 5,6<br>4,1<br>2,1<br>3,5<br>2,2<br>0,0  | 9,3<br>5,3<br>3,3<br>2,7<br>3,7<br>0,7  | 64,4<br>59,3<br>52,2<br>55,6<br>49,0<br>56,7   | 0,8<br>7,9<br>4,1<br>5,6<br>4,2<br>0,8               | 3,2<br>9,6<br>3,6<br>6,8<br>5,5<br>0,3   | 60,2<br>55,6<br>49,8<br>50,7<br>47,4<br>56,1   | -1,0<br>7,1<br>4,4<br>3,1<br>5,3<br>1,4  | -0,8<br>10,5<br>4,9<br>6,7<br>5,8<br>1,6  | 67,2<br>68,1<br>65,8<br>56,6<br>63,2<br>55,3<br>66,9   | 1,2<br>1,2<br>2,3<br>1,0<br>6,6   | 4,0<br>4,2<br>0,4<br>3,9<br>9,5<br>-0,8<br>3,4   |
| Political Environment  Economic Environment  Governance and Ethics  Leadership and Vision  Products and Services Quality  Innovation and Differentation  Lifestyle and Social Environment  | 61,0<br>54,4<br>56,9<br>52,2<br>60,4<br>49,8   | 1,4<br>4,3<br>3,3<br>2,9<br>3,7<br>0,7<br>2,9   | 3,4<br>6,7<br>3,3<br>3,6<br>4,5<br>0,4<br>3,8   | 62,8<br>61,5<br>55,4<br>56,6<br>55,1<br>61,7<br>49,0   | 0,3<br>1,4<br>3,8<br>1,3<br>0,1<br>0,3<br>2,2  | 1,1<br>3,7<br>4,1<br>-2,1<br>-1,9<br>0,1<br>2,1   | 65,6<br>62,7<br>57,8<br>58,3<br>54,4<br>60,5<br>50,9   | 5,6<br>4,1<br>2,1<br>3,5<br>2,2<br>0,0<br>4,5   | 9,3<br>5,3<br>3,3<br>2,7<br>3,7<br>0,7<br>6,9   | 64,4<br>59,3<br>52,2<br>55,6<br>49,0<br>56,7<br>46,9   | 0,8<br>7,9<br>4,1<br>5,6<br>4,2<br>0,8<br>3,6        | 3,2<br>9,6<br>3,6<br>6,8<br>5,5<br>0,3<br>4,0  | 60,2<br>55,6<br>49,8<br>50,7<br>47,4<br>56,1<br>43,9   | -1,0<br>7,1<br>4,4<br>3,1<br>5,3<br>1,4<br>1,3   | -0,8<br>10,5<br>4,9<br>6,7<br>5,8<br>1,6  | 67,2<br>68,1<br>65,8<br>56,6<br>63,2<br>55,3<br>66,9<br>58,4   | 1,2<br>1,2<br>2,3<br>1,0<br>6,6<br>0,8<br>2,7   | 4,0<br>4,2<br>0,4<br>3,9<br>9,5<br>-0,8<br>3,4<br>2,8                                    |
| Political Environment Economic Environment Governance and Ethics Leadership and Vision Products and Services Quality Innovation and Differentation Lifestyle and Social Environment Education and Technology   | 61,0<br>54,4<br>56,9<br>52,2<br>60,4<br>49,8<br>75,9   | 1,4<br>4,3<br>3,3<br>2,9<br>3,7<br>0,7<br>2,9<br>0,9                                    | 3,4<br>6,7<br>3,3<br>3,6<br>4,5<br>0,4<br>3,8   | 62,8<br>61,5<br>55,4<br>56,6<br>55,1<br>61,7<br>49,0<br>75,5   | 0,3<br>1,4<br>3,8<br>1,3<br>0,1<br>0,3<br>2,2<br>-0,4                                    | 1,1<br>3,7<br>4,1<br>-2,1<br>-1,9<br>0,1<br>2,1<br>-2,6   | 65,6<br>62,7<br>57,8<br>58,3<br>54,4<br>60,5<br>50,9<br>68,6                                 | 5,6<br>4,1<br>2,1<br>3,5<br>2,2<br>0,0<br>4,5   | 9,3<br>5,3<br>3,3<br>2,7<br>3,7<br>0,7<br>6,9   | 64,4<br>59,3<br>52,2<br>55,6<br>49,0<br>56,7<br>46,9<br>78,5   | 0,8<br>7,9<br>4,1<br>5,6<br>4,2<br>0,8<br>3,6        | 3,2<br>9,6<br>3,6<br>6,8<br>5,5<br>0,3<br>4,0  | 60,2<br>55,6<br>49,8<br>50,7<br>47,4<br>56,1<br>43,9<br>77,3   | -1,0<br>7,1<br>4,4<br>3,1<br>5,3<br>1,4<br>1,3   | -0,8<br>10,5<br>4,9<br>6,7<br>5,8<br>1,6<br>2,6   | 67,2<br>68,1<br>65,8<br>56,6<br>63,2<br>55,3<br>66,9<br>58,4<br>79,7   | 1,2<br>1,2<br>2,3<br>1,0<br>6,6<br>0,8<br>2,7   | 4,0<br>4,2<br>0,4<br>3,9<br>9,5<br>-0,8<br>3,4<br>2,8<br>4,2                             |
| Political Environment Economic Environment Governance and Ethics Leadership and Vision Products and Services Quality Innovation and Differentation Lifestyle and Social Environment Education and Technology Health Safety and Assintance  | 61,0<br>54,4<br>56,9<br>52,2<br>60,4<br>49,8<br>75,9<br>60,0                                 | 1,4<br>4,3<br>3,3<br>2,9<br>3,7<br>0,7<br>2,9<br>0,9<br>3,0                             | 3,4<br>6,7<br>3,3<br>3,6<br>4,5<br>0,4<br>3,8<br>0,8                                    | 62,8<br>61,5<br>55,4<br>56,6<br>55,1<br>61,7<br>49,0<br>75,5<br>53,9                                 | 0,3<br>1,4<br>3,8<br>1,3<br>0,1<br>0,3<br>2,2<br>-0,4<br>3,8                             | 1,1<br>3,7<br>4,1<br>-2,1<br>-1,9<br>0,1<br>2,1<br>-2,6<br>3,5                                    | 65,6<br>62,7<br>57,8<br>58,3<br>54,4<br>60,5<br>50,9<br>68,6<br>62,0                         | 5,6<br>4,1<br>2,1<br>3,5<br>2,2<br>0,0<br>4,5<br>1,6                                    | 9,3<br>5,3<br>3,3<br>2,7<br>3,7<br>0,7<br>6,9<br>2,7<br>0,5                             | 64,4<br>59,3<br>52,2<br>55,6<br>49,0<br>56,7<br>46,9<br>78,5<br>64,3                                 | 0,8<br>7,9<br>4,1<br>5,6<br>4,2<br>0,8<br>3,6<br>1,0 | 3,2<br>9,6<br>3,6<br>6,8<br>5,5<br>0,3<br>4,0<br>0,7   | 60,2<br>55,6<br>49,8<br>50,7<br>47,4<br>56,1<br>43,9<br>77,3<br>61,5                                 | -1,0<br>7,1<br>4,4<br>3,1<br>5,3<br>1,4<br>1,3<br>0,6<br>2,6                             | -0,8<br>10,5<br>4,9<br>6,7<br>5,8<br>1,6<br>2,6<br>0,6<br>4,3                                     | 67,2<br>68,1<br>65,8<br>56,6<br>63,2<br>55,3<br>66,9<br>58,4<br>79,7<br>58,5                                 | 1,2<br>1,2<br>2,3<br>1,0<br>6,6<br>0,8<br>2,7<br>1,9                                    | 4,0<br>4,2<br>0,4<br>3,9<br>9,5<br>-0,8<br>3,4<br>2,8<br>4,2                             |
| Political Environment Economic Environment Governance and Ethics Leadership and Vision Products and Services Quality Innovation and Differentation Lifestyle and Social Environment Education and Technology Health Safety and Assintance Values, Culture and Heritage   | 61,0<br>54,4<br>56,9<br>52,2<br>60,4<br>49,8<br>75,9<br>60,0<br>57,9                         | 1,4<br>4,3<br>3,3<br>2,9<br>3,7<br>0,7<br>2,9<br>0,9<br>3,0<br>1,7                      | 3,4<br>6,7<br>3,3<br>3,6<br>4,5<br>0,4<br>3,8<br>0,8<br>3,5<br>2,4                      | 62,8<br>61,5<br>55,4<br>56,6<br>55,1<br>61,7<br>49,0<br>75,5<br>53,9<br>56,6                         | 0,3<br>1,4<br>3,8<br>1,3<br>0,1<br>0,3<br>2,2<br>-0,4<br>3,8<br>2,6                      | 1,1<br>3,7<br>4,1<br>-2,1<br>-1,9<br>0,1<br>2,1<br>-2,6<br>3,5<br>4,1                             | 65,6<br>62,7<br>57,8<br>58,3<br>54,4<br>60,5<br>50,9<br>68,6<br>62,0<br>57,2                 | 5,6<br>4,1<br>2,1<br>3,5<br>2,2<br>0,0<br>4,5<br>1,6<br>0,1<br>1,1                      | 9,3<br>5,3<br>3,3<br>2,7<br>3,7<br>0,7<br>6,9<br>2,7<br>0,5<br>2,3                      | 64,4<br>59,3<br>52,2<br>55,6<br>49,0<br>56,7<br>46,9<br>78,5<br>64,3<br>58,8                         | 0,8 7,9 4,1 5,6 4,2 0,8 3,6 1,0 4,2 1,2              | 3,2<br>9,6<br>3,6<br>6,8<br>5,5<br>0,3<br>4,0<br>0,7<br>5,2<br>1,5                             | 60,2<br>55,6<br>49,8<br>50,7<br>47,4<br>56,1<br>43,9<br>77,3<br>61,5<br>58,6                         | -1,0<br>7,1<br>4,4<br>3,1<br>5,3<br>1,4<br>1,3<br>0,6<br>2,6                             | -0,8<br>10,5<br>4,9<br>6,7<br>5,8<br>1,6<br>2,6<br>0,6<br>4,3                                     | 67,2<br>68,1<br>65,8<br>56,6<br>63,2<br>55,3<br>66,9<br>58,4<br>79,7<br>58,5                                 | 1,2<br>1,2<br>2,3<br>1,0<br>6,6<br>0,8<br>2,7<br>1,9<br>4,2                             | 4,0<br>4,2<br>0,4<br>3,9<br>9,5<br>-0,8<br>3,4<br>2,8<br>4,2<br>2,9<br>2,5               |
| Political Environment Economic Environment Governance and Ethics Leadership and Vision Products and Services Quality Innovation and Differentation Lifestyle and Social Environment Education and Technology Health Safety and Assintance Values, Culture and Heritage Beauty  | 61,0<br>54,4<br>56,9<br>52,2<br>60,4<br>49,8<br>75,9<br>60,0<br>57,9<br>77,2                 | 1,4<br>4,3<br>3,3<br>2,9<br>3,7<br>0,7<br>2,9<br>0,9<br>3,0<br>1,7                      | 3,4<br>6,7<br>3,3<br>3,6<br>4,5<br>0,4<br>3,8<br>0,8<br>3,5<br>2,4<br>2,6               | 62,8<br>61,5<br>55,4<br>56,6<br>55,1<br>61,7<br>49,0<br>75,5<br>53,9<br>56,6                         | 0,3<br>1,4<br>3,8<br>1,3<br>0,1<br>0,3<br>2,2<br>-0,4<br>3,8<br>2,6<br>2,3               | 1,1<br>3,7<br>4,1<br>-2,1<br>-1,9<br>0,1<br>2,1<br>-2,6<br>3,5<br>4,1<br>3,2                      | 65,6<br>62,7<br>57,8<br>58,3<br>54,4<br>60,5<br>50,9<br>68,6<br>62,0<br>57,2<br>68,7         | 5,6<br>4,1<br>2,1<br>3,5<br>2,2<br>0,0<br>4,5<br>1,6<br>0,1<br>1,1                      | 9,3<br>5,3<br>3,3<br>2,7<br>3,7<br>0,7<br>6,9<br>2,7<br>0,5<br>2,3                      | 64,4<br>59,3<br>52,2<br>55,6<br>49,0<br>56,7<br>46,9<br>78,5<br>64,3<br>58,8                         | 0,8 7,9 4,1 5,6 4,2 0,8 3,6 1,0 4,2 1,2 2,7          | 3,2<br>9,6<br>3,6<br>6,8<br>5,5<br>0,3<br>4,0<br>0,7<br>5,2<br>1,5                             | 60,2<br>55,6<br>49,8<br>50,7<br>47,4<br>56,1<br>43,9<br>77,3<br>61,5<br>58,6<br>78,2                 | -1,0<br>7,1<br>4,4<br>3,1<br>5,3<br>1,4<br>1,3<br>0,6<br>2,6<br>0,8                      | -0,8<br>10,5<br>4,9<br>6,7<br>5,8<br>1,6<br>2,6<br>0,6<br>4,3<br>1,2                              | 67,2<br>68,1<br>65,8<br>56,6<br>63,2<br>55,3<br>66,9<br>58,4<br>79,7<br>58,5<br>58,1                         | 1,2<br>1,2<br>2,3<br>1,0<br>6,6<br>0,8<br>2,7<br>1,9<br>4,2<br>2,7<br>2,1               | 4,0<br>4,2<br>0,4<br>3,9<br>9,5<br>-0,8<br>3,4<br>2,8<br>4,2<br>2,9<br>2,5               |
| Political Environment  Economic Environment  Governance and Ethics  Leadership and Vision  Products and Services Quality  Innovation and Differentation  Lifestyle and Social Environment  Education and Technology  Health Safety and Assintance  Values, Culture and Heritage  Beauty  Communication and Media Abroad  | 61,0<br>54,4<br>56,9<br>52,2<br>60,4<br>49,8<br>75,9<br>60,0<br>57,9<br>77,2<br>81,3         | 1,4<br>4,3<br>3,3<br>2,9<br>3,7<br>0,7<br>2,9<br>0,9<br>3,0<br>1,7<br>1,7               | 3,4<br>6,7<br>3,3<br>3,6<br>4,5<br>0,4<br>3,8<br>0,8<br>3,5<br>2,4<br>2,6<br>1,0        | 62,8<br>61,5<br>55,4<br>56,6<br>55,1<br>61,7<br>49,0<br>75,5<br>53,9<br>56,6<br>77,4<br>80,3         | 0,3<br>1,4<br>3,8<br>1,3<br>0,1<br>0,3<br>2,2<br>-0,4<br>3,8<br>2,6<br>2,3               | 1,1<br>3,7<br>4,1<br>-2,1<br>-1,9<br>0,1<br>2,1<br>-2,6<br>3,5<br>4,1<br>3,2<br>2,2               | 65,6<br>62,7<br>57,8<br>58,3<br>54,4<br>60,5<br>50,9<br>68,6<br>62,0<br>57,2<br>68,7<br>75,1 | 5,6<br>4,1<br>2,1<br>3,5<br>2,2<br>0,0<br>4,5<br>1,6<br>0,1<br>1,1<br>0,4<br>0,7        | 9,3<br>5,3<br>3,3<br>2,7<br>3,7<br>0,7<br>6,9<br>2,7<br>0,5<br>2,3<br>2,1<br>2,9        | 64,4<br>59,3<br>52,2<br>55,6<br>49,0<br>56,7<br>46,9<br>78,5<br>64,3<br>58,8<br>80,6<br>82,5         | 0,8 7,9 4,1 5,6 4,2 0,8 3,6 1,0 4,2 1,2 2,7 0,8      | 3,2<br>9,6<br>3,6<br>6,8<br>5,5<br>0,3<br>4,0<br>0,7<br>5,2<br>1,5<br>2,9<br>0,1               | 60,2<br>55,6<br>49,8<br>50,7<br>47,4<br>56,1<br>43,9<br>77,3<br>61,5<br>58,6<br>78,2<br>81,7         | -1,0<br>7,1<br>4,4<br>3,1<br>5,3<br>1,4<br>1,3<br>0,6<br>2,6<br>0,8<br>0,8               | -0,8<br>10,5<br>4,9<br>6,7<br>5,8<br>1,6<br>2,6<br>0,6<br>4,3<br>1,2<br>2,4                       | 67,2<br>68,1<br>65,8<br>56,6<br>63,2<br>55,3<br>66,9<br>58,4<br>79,7<br>58,5<br>58,1<br>80,9                 | 1,2<br>1,2<br>2,3<br>1,0<br>6,6<br>0,8<br>2,7<br>1,9<br>4,2<br>2,7<br>2,1               | 4,0<br>4,2   |
| Political Environment Economic Environment Governance and Ethics Leadership and Vision Products and Services Quality Innovation and Differentation Lifestyle and Social Environment Education and Technology Health Safety and Assintance Values, Culture and Heritage Beauty Communication and Media Abroad   | 61,0<br>54,4<br>56,9<br>52,2<br>60,4<br>49,8<br>75,9<br>60,0<br>57,9<br>77,2<br>81,3<br>41,9 | 1,4<br>4,3<br>3,3<br>2,9<br>3,7<br>0,7<br>2,9<br>0,9<br>3,0<br>1,7<br>1,7<br>0,6<br>2,8 | 3,4<br>6,7<br>3,3<br>3,6<br>4,5<br>0,4<br>3,8<br>0,8<br>3,5<br>2,4<br>2,6<br>1,0<br>5,5 | 62,8<br>61,5<br>55,4<br>56,6<br>55,1<br>61,7<br>49,0<br>75,5<br>53,9<br>56,6<br>77,4<br>80,3<br>40,2 | 0,3<br>1,4<br>3,8<br>1,3<br>0,1<br>0,3<br>2,2<br>-0,4<br>3,8<br>2,6<br>2,3<br>0,7<br>2,9 | 1,1<br>3,7<br>4,1<br>-2,1<br>-1,9<br>0,1<br>2,1<br>-2,6<br>3,5<br>4,1<br>3,2<br>2,2<br>7,5        | 65,6<br>62,7<br>57,8<br>58,3<br>54,4<br>60,5<br>50,9<br>68,6<br>62,0<br>57,2<br>68,7<br>75,1 | 5,6<br>4,1<br>2,1<br>3,5<br>2,2<br>0,0<br>4,5<br>1,6<br>0,1<br>1,1<br>0,4<br>0,7<br>0,8 | 9,3<br>5,3<br>3,3<br>2,7<br>3,7<br>0,7<br>6,9<br>2,7<br>0,5<br>2,3<br>2,1<br>2,9<br>1,2 | 64,4<br>59,3<br>52,2<br>55,6<br>49,0<br>56,7<br>46,9<br>78,5<br>64,3<br>58,8<br>80,6<br>82,5<br>42,9 | 0,8 7,9 4,1 5,6 4,2 0,8 3,6 1,0 4,2 1,2 2,7 0,8 4,5  | 3,2<br>9,6<br>3,6<br>6,8<br>5,5<br>0,3<br>4,0<br>0,7<br>5,2<br>1,5<br>2,9<br>0,1<br>7,4        | 60,2<br>55,6<br>49,8<br>50,7<br>47,4<br>56,1<br>43,9<br>77,3<br>61,5<br>58,6<br>78,2<br>81,7<br>41,4 | -1,0<br>7,1<br>4,4<br>3,1<br>5,3<br>1,4<br>1,3<br>0,6<br>0,8<br>0,8<br>0,8<br>0,5<br>3,3 | -0,8<br>10,5<br>4,9<br>6,7<br>5,8<br>1,6<br>2,6<br>0,6<br>4,3<br>1,2<br>2,4<br>-0,8<br>6,3        | 67,2<br>68,1<br>65,8<br>56,6<br>63,2<br>55,3<br>66,9<br>58,4<br>79,7<br>58,5<br>58,1<br>80,9<br>87,0<br>45,1 | 1,2<br>1,2<br>2,3<br>1,0<br>6,6<br>0,8<br>2,7<br>1,9<br>4,2<br>2,7<br>2,1<br>0,3<br>2,6 | 4,0<br>4,2<br>0,4<br>3,9<br>9,5<br>-0,8<br>3,4<br>2,8<br>4,2<br>2,9<br>2,5<br>0,4<br>5,0 |
| Trust  Political Environment  Economic Environment  Governance and Ethics  Leadership and Vision  Products and Services Quality  Innovation and Differentation  Lifestyle and Social Environment  Education and Technology  Health Safety and Assintance  Values, Culture and Heritage  Beauty  Communication and Media Abroad  International Relevance  CALENDAR: JAN 2023 - JUN 2023 | 61,0<br>54,4<br>56,9<br>52,2<br>60,4<br>49,8<br>75,9<br>60,0<br>57,9<br>77,2<br>81,3<br>41,9 | 1,4<br>4,3<br>3,3<br>2,9<br>3,7<br>0,7<br>2,9<br>0,9<br>3,0<br>1,7<br>1,7<br>0,6<br>2,8 | 3,4<br>6,7<br>3,3<br>3,6<br>4,5<br>0,4<br>3,8<br>0,8<br>3,5<br>2,4<br>2,6<br>1,0<br>5,5 | 62,8<br>61,5<br>55,4<br>56,6<br>55,1<br>61,7<br>49,0<br>75,5<br>53,9<br>56,6<br>77,4<br>80,3<br>40,2 | 0,3<br>1,4<br>3,8<br>1,3<br>0,1<br>0,3<br>2,2<br>-0,4<br>3,8<br>2,6<br>2,3<br>0,7<br>2,9 | 1,1<br>3,7<br>4,1<br>-2,1<br>-1,9<br>0,1<br>2,1<br>-2,6<br>3,5<br>4,1<br>3,2<br>2,2<br>7,5<br>1,2 | 65,6<br>62,7<br>57,8<br>58,3<br>54,4<br>60,5<br>50,9<br>68,6<br>62,0<br>57,2<br>68,7<br>75,1 | 5,6<br>4,1<br>2,1<br>3,5<br>2,2<br>0,0<br>4,5<br>1,6<br>0,1<br>1,1<br>0,4<br>0,7<br>0,8 | 9,3<br>5,3<br>3,3<br>2,7<br>3,7<br>0,7<br>6,9<br>2,7<br>0,5<br>2,3<br>2,1<br>2,9<br>1,2 | 64,4<br>59,3<br>52,2<br>55,6<br>49,0<br>56,7<br>46,9<br>78,5<br>64,3<br>58,8<br>80,6<br>82,5<br>42,9 | 0,8 7,9 4,1 5,6 4,2 0,8 3,6 1,0 4,2 1,2 2,7 0,8 4,5  | 3,2<br>9,6<br>3,6<br>6,8<br>5,5<br>0,3<br>4,0<br>0,7<br>5,2<br>1,5<br>2,9<br>0,1<br>7,4<br>4,4 | 60,2<br>55,6<br>49,8<br>50,7<br>47,4<br>56,1<br>43,9<br>77,3<br>61,5<br>58,6<br>78,2<br>81,7<br>41,4 | -1,0<br>7,1<br>4,4<br>3,1<br>5,3<br>1,4<br>1,3<br>0,6<br>0,8<br>0,8<br>0,8<br>0,5<br>3,3 | -0,8<br>10,5<br>4,9<br>6,7<br>5,8<br>1,6<br>2,6<br>0,6<br>4,3<br>1,2<br>2,4<br>-0,8<br>6,3<br>3,4 | 67,2<br>68,1<br>65,8<br>56,6<br>63,2<br>55,3<br>66,9<br>58,4<br>79,7<br>58,5<br>58,1<br>80,9<br>87,0<br>45,1 | 1,2<br>1,2<br>2,3<br>1,0<br>6,6<br>0,8<br>2,7<br>1,9<br>4,2<br>2,7<br>2,1<br>0,3<br>2,6 | 4,0<br>4,2<br>0,4<br>3,9<br>9,5<br>-0,8<br>3,4<br>2,8<br>4,2<br>2,9<br>2,5<br>0,4<br>5,0 |