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2005 Reputation Quotient Rankings

December 6, 2005 11:28 a.m.

Listed below are the reputation rankings of the 60 companies in the 2005 survey, compared with 2004 results, plus the top five companies ranked on the six key measures of reputation.

See additional results from the survey here.

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| Europe 2005 | Asia 2004 | Company | RQ Score in 2005 (highest possible score=100) |
|-------------|-----------|--------------------|---|
| 1 | 1 | Johnson & Johnson | 80.56 |
| 2 | 3 | Coca-Cola | 79.69 |
| 3 | -- | Google | 79.52 |
| 4 | 5 | UPS | 79.37 |
| 5 | 2 | 3M | 78.78 |
| 6 | 7 | Sony | 78.75 |
| 7 | 6 | Microsoft | 78.11 |
| 8 | 9 | General Mills | 78.03 |
| | | FedEx | 77.79 |
| 10 | 11 | Intel | 77.27 |
| 11 | 13 | Toyota | 77.27 |
| 12 | 15 | Home Depot | 76.50 |
| 13 | 4 | Procter & Gamble | 75.91 |
| 14 | 16 | Walt Disney | 75.88 |
| 15 | 12 | Dell | 75.73 |
| 16 | 10 | Honda | 75.60 |
| 17 | 24 | PepsiCo | 75.26 |
| 18 | -- | Costco | 74.03 |
| 19 | 25 | IBM | 73.42 |
| 20 | 22 | General Electric | 73.39 |
| 21 | 21 | Southwest Airlines | 73.20 |
| 22 | 30 | Boeing | 73.10 |
| 23 | 17 | Starbucks | 72.93 |

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—DAN VERON, bestselling author of *The Pledge*

| | | | |
|----|------|---------------------------------|-------|
| 24 | 27 | Nike | 72.11 |
| 25 | 18 | Target | 71.83 |
| 26 | -- | DuPont | 71.56 |
| 27 | 34 | Apple Computer | 70.59 |
| 28 | 23 | Unilever | 70.28 |
| 29 | 28 | Wal-Mart Stores | 69.99 |
| 30 | 32 | Best Buy | 69.74 |
| 31 | 20 | Hewlett-Packard | 69.44 |
| 32 | 26 | Pfizer | 69.10 |
| 33 | 37 | J.C. Penney | 68.81 |
| 34 | 36 | Verizon Communications | 67.01 |
| 35 | 33 | McDonald's | 66.83 |
| 36 | 40 | SBC Communications* | 66.67 |
| 37 | 38 | Ford Motor | 66.14 |
| 38 | 35 | General Motors | 66.07 |
| 39 | 43 | Bank of America | 66.00 |
| 40 | 45 | Allstate | 65.82 |
| 41 | 31** | Sears Holdings | 65.26 |
| 42 | 46 | Gateway | 65.17 |
| 43 | 41 | Citigroup | 65.00 |
| 44 | 39 | DaimlerChrysler | 64.47 |
| 45 | -- | Merck | 64.07 |
| 46 | 42 | Time Warner | 63.85 |
| 47 | 47 | Chevron | 62.46 |
| 48 | 49 | AT&T* | 62.37 |
| 49 | -- | Comcast | 62.08 |
| 50 | 48 | Altria Group | 61.62 |
| 51 | 51 | Sprint | 61.01 |
| 52 | 53 | Martha Stewart Living Omnimedia | 60.99 |
| 53 | 44 | Exxon Mobil | 59.57 |
| 54 | -- | Royal Dutch Shell | 59.45 |
| 55 | 52 | Tyco International | 58.39 |
| 56 | -- | UAL/United Airlines | 53.09 |
| 57 | 58 | Halliburton | 52.22 |

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| | | | |
|----|----|-------------------------|-------|
| 58 | 56 | Adelphia Communications | 49.75 |
| 59 | 59 | MCI (formerly WorldCom) | 46.80 |
| 60 | 60 | Enron | 30.05 |

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*Ratings of SBC and AT&T before completion of their merger.

**Sears, Roebuck's ranking before merger with Kmart. Kmart ranked 57th in

Top Companies on the Six Key Measures of Reputation

Emotional Appeal

| | |
|---|-------------------|
| 1 | Johnson & Johnson |
| 2 | UPS |
| 3 | FedEx |
| 4 | General Mills |
| 5 | Coca-Cola |

Financial Performance

| | |
|---|-------------------|
| 1 | Microsoft |
| 2 | Coca-Cola |
| 3 | Wal-Mart Stores |
| 4 | Google |
| 5 | Johnson & Johnson |

Products and Services

| | |
|---|-------------------|
| 1 | Johnson & Johnson |
| 2 | 3M |
| 3 | Sony |
| 4 | Google |
| 5 | Coca-Cola |

Vision and Leadership

| | |
|---|-------------------|
| 1 | Microsoft |
| 2 | Google |
| 3 | Coca-Cola |
| 4 | Johnson & Johnson |
| 5 | Starbucks |

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| | |
|---|-------------------|
| 1 | UPS |
| 2 | Google |
| 3 | Johnson & Johnson |
| 4 | Coca-Cola |
| 5 | 3M |

Social Responsibility

| | |
|---|-------------------|
| 1 | UPS |
| 2 | Johnson & Johnson |
| 3 | Coca-Cola |
| 4 | Home Depot |
| 5 | General Mills |

Source: Harris Interactive

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