

The Annual RQ 2007

The Reputations of the Most Visible Companies

Rank 1 - 15		RQ	Rank 16 - 30		RQ	Rank 31 - 45		RQ	Rank 46 - 60		RQ
1.	Google	81.85	16.	Sony Corporation	77.50	31.	Dell, Inc.	73.03	46.	Sears Holding Corp. (Parent of Kmart/Sears)	64.48
2.	Johnson & Johnson	81.28	17.	Hewlett-Packard/Compaq	77.17	32.	Starbucks Corporation	72.96	47.	Altria Group	64.39
3.	Intel Corporation	80.38	18.	The Walt Disney Company	77.00	33.	Verizon Communications	72.36	48.	Royal Dutch/Shell	63.78
4.	General Mills	80.30	19.	Apple Computer	76.99	34.	J.C. Penney Company	71.17	49.	Bank of America Corporation	63.51
5.	Kraft Foods Inc.*	80.29	20.	Pepsico	75.84	35.	Nike	71.09	50.	Tyco*	63.45
6.	Berkshire Hathaway Inc.	79.93	21.	The Boeing Company	75.41	36.	Wells Fargo & Company	70.84	51.	DaimlerChrysler	63.15
7.	3M Company	79.88	22.	Low e's	75.36	37.	Pfizer*	70.38	52.	General Motors Corporation	62.97
8.	The Coca-Cola Company	79.08	23.	IBM Corporation	75.36	38.	McDonald's	70.06	53.	ChevronTexaco Corporation	62.63
9.	Honda Motor Co.	78.92	24.	Southw est Airlines	75.14	39.	Yum Brands (Parent Company of Taco Bell and KFC)*	68.46	54.	Ford Motor Company	62.58
10.	Microsoft Corporation	78.80	25.	General Electric Company	74.11	40.	State Farm Insurance	67.66	55.	Sprint Corporation	61.93
11.	The Procter & Gamble Company	78.69	26.	Costco	73.99	41.	AT&T Inc.	66.53	56.	Comcast Corporation	59.63
12.	FedEx Corporation	78.04	27.	Home Depot	73.81	42.	BP	66.28	57.	ExxonMobil Corporation	59.41
13.	United Parcel Service (UPS)	78.00	28.	Target Corporation	73.81	43.	Time Warner, Inc.	65.83	58.	Northw est Airlines*	58.20
14.	Whole Foods Market	77.60	29.	Unilever	73.20	44.	Wal-Mart Stores	64.95	59.	Citgo Oil*	53.53
15.	Toyota Motor Corporation	77.57	30.	Best Buy Co.	73.13	45.	Allstate Corporation	64.85	60.	Halliburton Company	49.06

* = New to RQ 2007 Study and/or not measured in the RQ 2006