



Methodology

The Annual RQ 2008 Methodology

The Annual RQ 2008 - Methodological Overview

- Harris Interactive has used the Harris Reputation Quotientsm (RQ) to measure the reputations of the most visible companies in the U.S. since 1999. The Annual RQ 2008 study represents the 10th consecutive year of measuring corporate reputation in the U.S.
- The Annual RQ study involves a two step process which begins with a Nominations Phase and is followed by a Ratings Phase, where we measure the reputation of the most visible companies in the U.S.
- The following summarizes the methodological details for both phases of the Annual RQ study.
- Phase 1: Nominations – Identifying the “Most Visible” Companies
- The Annual RQ study begins with a “nominations phase” which is used to identify the companies with the most “visible” reputations according to the General Public. All respondents are asked to name companies that stand out as having the best and worst reputations overall. Two open-end questions are used:
 - Of all the companies that you’re familiar with or that you might have heard about, which TWO - in your opinion - stand out as having the BEST reputations overall?
 - Of all the companies that you’re familiar with or that you might have heard about, which TWO - in your opinion - stand out as having the WORST reputations overall?
- Nominations from all interviews are tallied with subsidiaries and brand names collapsed within the parent company. In cases where both telephone and online methods were used for data collection, telephone and online nominations are summed to create a total number of nominations for each company. The final lists of the most visible companies in each country are subsequently measured in a separate RQ Ratings Phase.

Phase 1: Nominations - Summary of Specifications				
	Nomination Interviewing Dates	Number of Nomination Interviews	Method of Interviewing	Number of “Most Visible” Companies Identified
United States	September – October, 2008	6,587	Telephone + Online	60

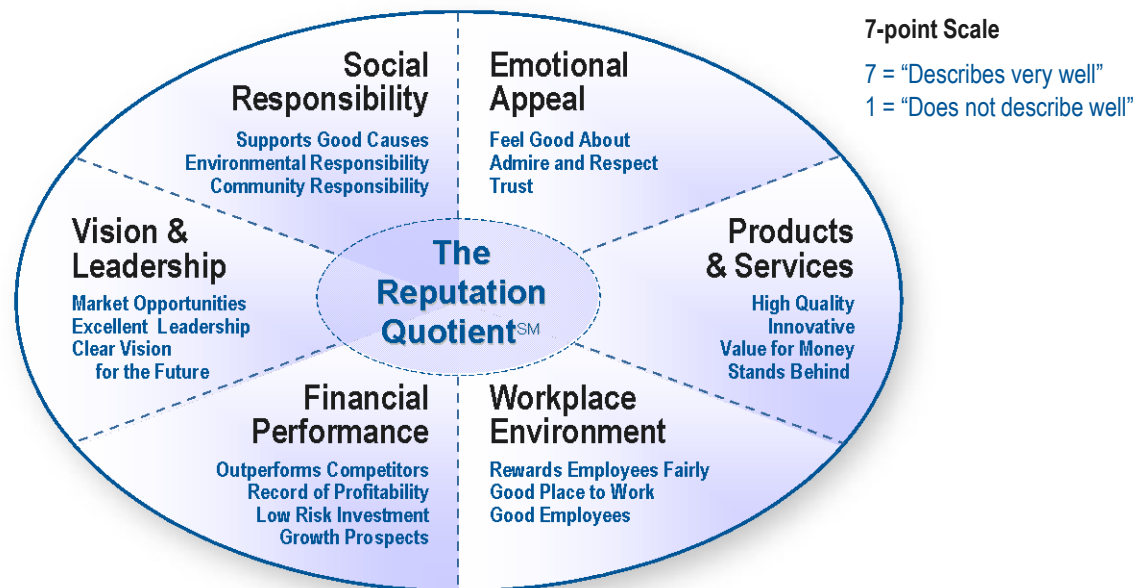
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Phase 2: RQ Ratings – Measuring the Reputations of the “Most Visible” Companies

The second phase of the Annual RQ study is an in-depth assessment of the reputation of the most visible companies in the U.S. The foundation of the assessment is the 20-item Reputation QuotientSM (RQ) battery.

Development of the RQ instrument involved 18 months of extensive primary and secondary research that uncovered how corporate reputations could be assessed through the perceptions of companies on a finite set of attributes.

The RQ instrument rates a company’s reputation on 20 attributes (each measured on a 7-point scale) that fall into six key dimensions: Emotional Appeal, Products & Services, Social Responsibility, Vision & Leadership, Workplace Environment, and Financial Performance.



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In addition to the 20 attributes, the study includes a number of reputation-related questions that help provide a comprehensive understanding of public perceptions. Included among the non-RQ questions are those related to the overall reputation of corporations, as well as the reputations of various industries. We also gather top-of-mind associations with each company, we request “reputation improvement advice” for each company, we look at past and intended supportive behaviors toward each company, and we document communications recall as well as the evaluation of each corporation’s communications.

Who Rates the “Most Visible” Companies?

The RQ Ratings phase takes place among the general public. As part of the ratings phase, respondents are randomly assigned to rate two of the companies with which they are “very” or “somewhat” familiar. After the first company rating is completed, the respondent is given the option to rate the second company. Each interview lasts approximately 25 minutes.

Outlined in the table below is the method of data collection for this phase, as well as the dates of interview, total number of interviews, number of companies measured, and average number of ratings per company.

Phase 2: RQ Ratings - Summary of Specifications					
	Rating Interviewing Dates	Number of Rating Interviews	Method of interviewing	Number of “Most Visible” Companies Measured	Average Number of Ratings per Company
United States	December 31, 2008 – February 2, 2009	20,483	Online	60	Approx. 536

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“Reputation Quotient” figures were calculated for each company to determine the rankings. Each company’s RQ is based on the respondents’ ratings of each company on the 20 attributes. RQs are calculated by summing the ratings on the individual RQ attributes, dividing by the total possible score (i.e., 7 x total number of attributes answered) and multiplying by 100. The highest possible RQ score is 100. In comparing any two RQ scores, a T-test was used to determine statistically significant differences at a confidence level of 95%. In comparing percentages, a test on the equality of percentages was used to determine statistically significant differences at a confidence level of 95%. Blue and orange highlights are used to designate statistically significant differences in RQ score and percentages at a confidence level of 95%.

The base sample size for each question in this report is the total number of respondents answering that question. All base sizes shown in the report are unweighted; percentages are weighted. An asterisk (*) signifies a value of less than one-half percent (0.5%). A dash (-) represents a value of zero. Percentages may not always add to 100 because of computer rounding or the acceptance of multiple answers from respondents. Note that in some cases results may be based on small samples sizes (n= <100). Caution should be used when drawing any conclusions from the results based on these small samples.