

The Annual RQ 2008

The Reputations of the Most Visible Companies

Rank 1 - 15		RQ	Rank 16 - 30		RQ	Rank 31 - 45		RQ	Rank 46 - 60		RQ
1.	Johnson & Johnson	82.39	16.	Pepsico	76.86	31.	McDonald's	71.84	46.	Sprint Corporation	63.63
2.	Google	81.89	17.	Lowe's	76.84	32.	Best Buy Co.	70.71	47.	Bank of America Corporation	62.64
3.	Sony Corporation	81.71	18.	Whole Foods Market	76.77	33.	J.C. Penney Company	70.62	48.	Comcast Corporation	60.50
4.	The Coca-Cola Company	80.63	19.	Honda Motor Co.	76.58	34.	AT&T Inc.	70.47	49.	JPMorgan Chase*	60.01
5.	Kraft Foods Inc.	80.54	20.	Southwest Airlines	75.50	35.	American Express*	69.96	50.	Wachovia*	59.47
6.	amazon.com*	80.13	21.	Costco	75.38	36.	Wal-Mart Stores	69.62	51.	Ford Motor Company	58.49
7.	Microsoft Corporation	79.77	22.	Hewlett-Packard	74.97	37.	Starbucks Corporation	69.12	52.	ExxonMobil Corporation	57.84
8.	General Mills	79.65	23.	Target Corporation	74.79	38.	State Farm Insurance	67.62	53.	Merrill Lynch*	54.86
9.	3M Company	79.63	24.	Home Depot	74.77	39.	Royal Dutch/Shell	67.03	54.	Citgo Oil	54.83
10.	Toyota Motor Corporation	78.82	25.	Dell, Inc.	74.25	40.	Wells Fargo & Company	66.93	55.	Citigroup*	54.77
11.	Berkshire Hathaway Inc.	78.79	26.	General Electric Company	74.22	41.	BP	66.67	56.	Washington Mutual*	53.57
12.	The Procter & Gamble Company	78.69	27.	IBM Corporation	73.85	42.	Allstate Corporation	66.06	57.	Chrysler	53.27
13.	The Walt Disney Company	78.44	28.	Nike	73.51	43.	Sears Holdings Corporation	64.96	58.	General Motors Corporation	52.43
14.	Apple Computer	77.75	29.	The Boeing Company	73.50	44.	Chevron Corporation	64.78	59.	Halliburton Company	51.19
15.	Unilever	77.12	30.	Verizon Communications	73.44	45.	Time Warner, Inc.	64.27	60.	AIG*	43.78

* = New to RQ 2008 Study and/or not measured in the RQ 2007