

Methodology

Consumers Cast Their Vote

Matthew Kirdahy, 05.21.07, 12:00 PM ET



Building Blocks For Success

Consumers Cast Their Vote Rankings Across Seven Categories

The World's Most Respected Companies 2006

The Reputation Institute, based in New York, interviewed more than 60,000 respondents during January and February 2007 to create the Global RepTrak Pulse, which is essentially a measurement of consumer perception of corporate reputations in 26 of the world's largest countries.

More than 170,000 separate company ratings were obtained to measure more than 1,000 companies in those countries in the study group. All interviews were online except for South Africa. Each demographic reflected the general populations with Internet access. The results are balanced on age, gender and education levels.

Companies were only judged on their home turf. You won't, for example, see what Americans think about Sweden's IKEA.

Kasper Ulf Nielsen, managing partner at the Reputation Institute, said that was because it was important to maintain familiarity with domestic brands. "It's a good indication of how consumers are seeing these companies in their home country," Nielsen said. "Do they trust them? Do they like them? Do they respect them?"

The Institute then adjusted its findings to account for regional differences, meaning citizens' opinions of their domestic companies vary enough that France's **Michelin** (other-otc: [MGDDF - news - people](#)), had it been based in Italy, might have been ranked higher or lower than its placement at No. 11.

The companies are divided into three tiers, the lowest being just above the global mean score of 64.2. Excellent is considered to be companies scoring above 80. No company received a score of 100.

For greater detail on the Reputation Institute's methodology for the survey, [click here](#).

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