

**Harris Interactive's 2006 Ranking of the Best and Worst***By James Bleeker*

2010-04-19

Shop
Amazon.comvia
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In 2006, Harris Interactive conducted a two-phase U.S. corporate reputation survey. The first phase asked respondents to name two companies with the best reputation and two companies with the worst reputation. Each time a company is mentioned in either category, it received a point. From the list of companies obtained, the 60 companies with the highest number of points were chosen for the second phase.

The second phase asked a second set of respondents to rate one or two companies on 20 attributes in six key dimensions, including products and services, vision and leadership, emotional appeal, financial performance, and workplace environment. From the responses, a Reputation Quotient was assembled.

RESULTS for the 2006 Survey:

1. At the upper end of the spectrum were the Reliable Two. **Toyota Motor Corporation** obtained a rank of **9**, up 2 places from the 2005 results, and **Honda Motor Company** obtained a rank of **14**, also up 2 places from the 2005 results. In-between was **Amazon.com, Inc.**, with a rank of **11**.
2. At the opposite end of the spectrum was **General Motors Corporation** with a rank of **57**, **fourth place from the bottom**. Close were **Ford Motor Company** with a rank of **55**, **sixth place from the bottom**, and **DaimlerChrysler AG** with a rank of **49**, **twelfth place from the bottom**.

The foregoing is a summary of a February 2007 article of Auto on Info.