

Brand Reputation by Country

US		UK		Germany		France	
J&J	79.81	Virgin	77.18	Porsche	75.41	L'Oreal	76.14
3M	79.07	Sony	76.12	Aldi	75.19	Danone	73.51
Coca-Cola	78.90	Body Shop	74.37	BMW	73.18	Microsoft	69.76
P&G	78.26	Microsoft	74.11	Microsoft	69.99	Peugeot Citroen	69.24
UPS	78.24	Tesco	72.84	Siemens	58.99	Carefour	68.19
Microsoft	78.00	John Lewis	72.40	BASF	68.72	EDF	57.52
Sony	77.95	Asda	69.25	Daimler Chrysler	68.69	Renault	67.27
Fedex	77.49	Sainsbury	67.54	Volkswagen	68.53	Air France	64.36
General Mills	77.42	Co-op	64.62	Bayer	67.07	La Poste	61.05
Honda	76.15	British Airways	62.74	McDonalds	62.82	Total	59.22
Intel	76.10	M&S	62.11	Schekler	61.17	McDonalds	58.94
Dell	76.00	BT	59.58	Deutsche Bank	55.47	SNCF	58.37
Toyota	75.59	Shell	58.06	Deutsche Post	54.90	France Telecom	54.16
Lowes	75.43	Centrica	56.86	Deutsche Telekom	52.90	Credit Lyonnais	46.45
Home Depot	74.77	McDonalds	56.20	Deutsche Bahn	45.88	Vivendi	43.36

(Harris Interactive)