

An underwater photograph showing a dolphin leaping upwards towards the surface where sunlight is breaking through, creating a bright lens flare. In the lower foreground, the silhouette of a diver is visible with arms outstretched.

UK RepTrak™ Pulse 2012

Reputation Survey results from Reputation Institute.

UK Report, 17th April 2012.

UK RepTrak™ Pulse 2012- key findings



Rolls-Royce plc has the best corporate reputation for the third year in a row.

- In 2012, Rolls-Royce plc again has the best corporate reputation, with an excellent RepTrak™ reputation score of 84.03.
- Dyson and Alliance Boots also manage to keep their top positions, again with excellent RepTrak™ scores of 83.67 and 83.61 respectively.
- Overall, reputations for corporate UK have shown a decline over the year.

Products & Services remains the key driver in the UK although has declined in prominence. Citizenship (Corporate Responsibility) increases in importance

- Accounting for 18.3% of reputation, Products & Services is the key driver of reputations in the UK.
- Governance also remains important, accounting for 15.3% of reputation.
- The third most important driver is Citizenship (14.0%), which has increased in importance in 2012. Taken together, the wider more 'ethical' dimensions of Governance and Citizenship explain almost a third of a company's reputation

Reputation and support move together: improve reputation by 5 points, positive support improves by 6%.

- Overall, the public is less supportive of corporate UK than in 2011, which comes with the lower levels of trust, admiration, esteem, and good feeling that they generally have for companies this year.
- However, the top 10 companies do show higher levels of support from the public, thereby emphasizing the need for organisations to invest in reputation in order to receive support from stakeholders.

Conclusions

1. **The drivers of corporate reputation are clear:**
 - i. Stakeholders expect companies to deliver on wider issues beyond those of simply providing good products and services – they expect companies to be performing across all seven dimensions of reputation.
 - ii. The 'corporate' dimensions are where the greatest gains are to be made in improving positive support – perceptions of good Governance, positive Corporate Responsibility agenda and excellent Workplace.

2. **Companies must take an organised approach to succeed in the reputation economy:**
 - i. Breaking down functional silo's and creating 'reputation councils' to help the CEO define and implement strategy
 - ii. Embed stakeholder expectations in to action planning – take a systematic and common approach to understanding the expectations of all stakeholders.

What is Reputation?

An emotional bond ...



... that ensures that

- Your customers **recommend you**
- Your partners **support you**
- Policy makers and regulators **give you the benefit of the doubt**
- The media **looks for your point** of view
- Your **employees are engaged and deliver on** your strategy

What matters most to your stakeholders?



- Customers?
- Investors?
- Regulators?
- Media?
- Employees?
- Partners?
- Opinion Leaders?

How reputations are created

Direct Experience	
Products	Investments
Customer Service	Employment
What your business Says/Does	
Branding	Marketing
Public Relations	Social Responsibility
What Others Say	
MEDIA (Traditional, Social)	Topic Experts, Leaders, Friends/Family



Supportive Behaviour



Business Results



The Best Reputations in UK, 2012

The top 50



Rank	Company	RepTrak™ Pulse Score
1	Rolls-Royce Group	84.03
2	Dyson	83.67
3	Boots	83.61
4	Marks & Spencer Group	82.18
5	John Lewis Partnership	81.82
6	Jaguar/Land Rover	80.35
7	Mothercare	79.94
8	Selfridges	79.05
9	William Grant & Sons	78.99
10	Specsavers	78.89
11	Sainsbury	77.40
12	Tate & Lyle	77.05
13	Lloyds Pharmacy	76.97
14	Birdseye	76.60
15	Greggs	76.51
16	Next	76.41
17	ASDA	76.33
18	Wilkinson	76.08
19	Argos	75.96
20	Monsoon Accessorize Ltd	75.57
21	Britvic	75.45
22	Clarks C&J Clark	75.41
23	Aggreko	75.36
24	William Morrison Supermarkets	75.19
25	Reed Elsevier	75.16
26	Trailfinders	74.95
27	Reckitt Benckiser	74.95
28	House of Fraser	74.74
29	Bibby Line Group	74.45
30	Merlin Entertainments Group	74.44
31	Harrods	74.40
32	WH Smith	74.21
33	Tui Travel	74.13
34	Dairy Crest	74.08
35	Laura Ashley	74.04
36	Debenhams	73.92
37	JCB	73.83
38	Pz Cussons	73.66
39	Investec	73.44
40	Greenergy	72.65
41	Halfords	72.51
42	European Metal Recycling	72.47
43	Capital Shopping Centres Group	72.39
44	Ocado	72.39
45	ITV	72.34
46	WS ATKINS	72.33
47	Spire Healthcare	72.32
48	Poundland	72.26
49	Intercontinental Hotels	72.26
50	Schroders	72.21

Rolls-Royce Aerospace has the best corporate reputation in the UK

- As in 2011, Rolls-Royce Aerospace has the best reputation among the UK's largest private and listed companies, with an excellent reputation score of 84.03.
- The Top 3 reputations remain with the same companies as in 2011: Dyson comes in at second place with a score of 83.67, and Alliance Boots comes in third with 83.61.
- The top 77 companies in the UK enjoy a strong to excellent reputation, while the bottom 42 have a poor to weak reputation. All top 50 companies have a score of at least 72. Looking at the bottom 50, reputations range from poor to average.
- Looking at corporate reputations within some industry sectors in the UK, the following companies are leading within their sectors:
 - Within Financial Banking, Coventry Building Society has a leading reputation with a score of 69.11. The best reputation amongst the big banks is now Barclays with a score of 61.38.
 - Brit Insurance has the best reputation in the Financial Insurance industry (69.86) and is also one of this year's best improvers.
 - Aggreko has a strong reputation with a score of 75.36, achieving the best reputation in the Energy industry.
 - Trailfinders remains the top company in the Services industry, scoring a strong 74.95.
 - Jaguar/LandRover is the best performing company in the automotive sector with an 'excellent' reputation score of 80.35.

Excellent/Top Tier	Above 80	All Global Pulse scores that differ by more than +/- 3.7 are significantly different at the 95% confidence level.
Strong/Robust	70-79	
Average/Moderate	60-69	Pulse scores are based on questions measuring Trust, Admiration & Respect, Good Feeling and Overall Esteem (captured in the Pulse score on a 0-100 scale).
Weak/Vulnerable	40-59	
Poor/Bottom Tier	Below 40	

Corporate Reputations in the UK 2012

The top 150



Rank	Company	RepTrak™ Pulse Score
1	Rolls-Royce Group	84.03
2	Dyson	83.67
3	Boots	83.61
4	Marks & Spencer Group	82.18
5	John Lewis Partnership	81.82
6	Jaguar/Land Rover	80.35
7	Mothercare	79.94
8	Selfridges	79.05
9	William Grant & Sons	78.99
10	Specsavers	78.89
11	Sainsbury	77.40
12	Tate & Lyle	77.05
13	Lloyds Pharmacy	76.97
14	Birdseye	76.80
15	Greggs	76.51
16	Next	76.41
17	ASDA	76.33
18	Wilkinson	76.08
19	Argos	75.96
20	Monsoon Accessorize Ltd	75.57
21	Britvic	75.45
22	Clarks C&J Clark	75.41
23	Aggreko	75.36
24	William Morrison Supermarkets	75.19
25	Reed Elsevier	75.16
26	Trailfinders	74.95
27	Reckitt Benckiser	74.95
28	House of Fraser	74.74
29	Bibby Line Group	74.45
30	Merlin Entertainments Group	74.44
31	Harrods	74.40
32	WH Smith	74.21
33	Tui Travel	74.13
34	Dairy Crest	74.08
35	Laura Ashley	74.04
36	Debenhams	73.92
37	JCB	73.83
38	Pz Cussons	73.66
39	Investec	73.44
40	Greenery	72.65
41	Halfords	72.51
42	European Metal Recycling	72.47
43	Capital Shopping Centres Group	72.39
44	Ocado	72.39
45	ITV	72.34
46	WS ATKINS	72.33
47	Spire Healthcare	72.32
48	Poundland	72.26
49	Intercontinental Hotels	72.26
50	Schroders	72.21

Rank	Company	RepTrak™ Pulse Score
51	The Miller Group	72.16
52	United Biscuits	72.16
53	Arnold Clark Automobiles	72.10
54	Findus Group	72.10
55	Johnson Matthey	71.89
56	Pearson	71.86
57	GKN	71.79
58	Unilever	71.71
59	International Consolidated Airlines Group	71.48
60	BAE Systems	71.41
61	Smith & Nephew	71.30
62	Virgin Group	71.25
63	The Co-operative Group (Co-op)	71.23
64	B&Q	71.10
65	Marshall Group	70.89
66	Tesco	70.83
67	Nestlé	70.82
68	GlaxoSmithKline (GSK)	70.71
69	Standard Life	70.67
70	SUBWAY	70.52
71	International Power	70.52
72	HMV	70.49
73	Sanofi-Aventis	70.37
74	Odeon & UCI Cinemas Group	70.21
75	JUB Sports	70.17
76	The Game Group	70.03
77	Smiths Group	69.98
78	Bourne Leisure	69.95
79	Thomson Reuters	69.88
80	Brit Insurance Holdings	69.86
81	WOLSELEY	69.86
82	Channel 4	69.86
83	Eurostar	69.85
84	Associated British Foods	69.80
85	Arup	69.52
86	ICAP	69.51
87	Rentokil Initial	69.50
88	Travis Perkins	69.48
89	Moss Bros	69.45
90	20:20 Mobile Group	69.40
91	Hiscox	69.39
92	National Express	69.37
93	Roche	69.37
94	Misys	69.31
95	Coventry Building Society	69.11
96	Old Mutual	69.09
97	Monarch Holdings	69.03
98	SPORTINGBET PLC	68.96
99	British Land Co	68.92
100	Willmott Dixon Group	68.89

Rank	Company	RepTrak™ Pulse Score
101	River Island	68.65
102	Sage	68.63
103	Crest Nicholson	68.54
104	Nationwide Building Society	68.50
105	BHP Billiton	68.41
106	Novartis	68.39
107	Weir Group	68.29
108	The Vita Group	68.14
109	SABMiller	67.79
110	Mott MacDonald	67.66
111	Formula One	67.63
112	New Look	67.58
113	Aegis	67.51
114	Prudential	67.49
115	JARDINE LLOYD THOMPSON	67.47
116	Bestway Group	67.40
117	CEMEX	67.39
118	Brakes Group	67.31
119	Invensys	67.27
120	Unipart Group	67.25
121	Westcoast	67.22
122	Michael Page International	66.96
123	Berkeley	66.93
124	Yorkshire Building Society	66.93
125	Northumbrian Water	66.92
126	John Menzies Plc	66.88
127	AstraZeneca	66.81
128	Matalan	66.75
129	Sir Robert McAlpine	66.72
130	Computacenter	66.67
131	Britannia Building Society	66.63
132	Northern Foods	66.62
133	Carnival	66.60
134	Legal & General Group	66.60
135	EMV Group	66.58
136	Kier Group	66.58
137	Nomura	66.55
138	Travelex	66.53
139	Inchcape	66.49
140	3i	66.46
141	Mitie	66.29
142	Thomas Cook	66.27
143	Churchill Insurance	66.26
144	Stanchart - Standard Chartered (Bank)	66.26
145	PENDRAGON PLC	66.25
146	Burberry	66.24
147	Palmer and Harvey	66.23
148	Bunzl	66.16
149	Lloyd's of London	66.02
150	John Laing - construction / infrastructure	65.83

Excellent/Top Tier	Above 80
Strong/Robust	70-79
Average/Moderate	60-69
Weak/Vulnerable	40-59
Poor/Bottom Tier	Below 40

All Global Pulse scores that differ by more than +/- 3.7 are significantly different at the 95% confidence level.

Pulse scores are based on questions measuring Trust, Admiration & Respect, Good Feeling and Overall Esteem (captured in the Pulse score on a 0-100 scale).

Corporate Reputations in the UK 2012

151 to 260



Rank	Company	RepTrak™ Pulse Score
151	Stansted Express	65.80
152	Inmarsat	65.76
153	AMEC	65.70
154	Fitness First	65.66
155	BMI (British Midland Airways)	65.48
156	Bowmer & Kirkland	65.43
157	Hays	65.40
158	Party Gaming	65.39
159	Mitchells & Butler	65.37
160	Premier Foods	65.37
161	Cairn	65.34
162	Anglo American	65.31
163	WPP	65.25
164	Xstrata	65.14
165	Yell Group	65.10
166	Enterprise Inns	65.07
167	Shop Direct Group	65.03
168	Experian	65.02
169	Chelsea Building Society	64.97
170	Ageas Insurance Limited	64.87
171	Kesa Electricals	64.79
172	INFORMA	64.77
173	Signet Jewelers	64.75
174	DFS	64.69
175	RSA Insurance	64.67
176	Aviva	64.59
177	Skipton Building Society	64.51
178	Avis Europe	64.42
179	Vodafone	64.41
180	Kwik-Fit	64.40
181	JD Sports	64.30
182	Biffa	64.23
183	Iceland	64.11
184	AXA	64.09
185	Diageo	64.08
186	Go-Ahead Group	64.01
187	Cobham	63.90
188	ADMIRAL	63.87
189	Edwards	63.82
190	Balfour Beatty	63.78
191	Logica	63.73
192	Compass Group	63.61
193	Arcadia	63.48
194	Tomkins	63.48
195	Cable & Wireless Worldwide	63.29
196	Whitbread	63.24
197	London Stock Exchange	62.98
198	Land Securities Group	62.82
199	BG Group	62.78
200	Interserve	62.70

Rank	Company	RepTrak™ Pulse Score
201	Taylor Wimpey PLC	62.37
202	Friends Provident	62.37
203	DRAX GROUP	62.20
204	Kingfisher	62.18
205	Bellway	62.07
206	Bank of England	62.00
207	Laing o'Rourke	61.93
208	Carphone Warehouse	61.83
209	National Grid	61.81
210	Severn Trent	61.69
211	Stagecoach Group	61.69
212	Mace	61.63
213	BAA	61.53
214	Barclays	61.38
215	Welcome Break	61.35
216	Leeds Building Society	61.33
217	HSBC	61.31
218	Rio Tinto	60.77
219	Gala Coral	60.64
220	Carillion	60.37
221	Martin McCoil	59.96
222	Cydesdale and Yorkshire Bank	59.91
223	Dixons - DSG International	59.90
224	Barratt Developments	59.82
225	BT Group	59.68
226	Phones 4U	59.49
227	Homeserve	59.31
228	London Underground	59.21
229	Wates	59.19
230	William Hill	58.89
231	United Utilities	58.59
232	BP	58.41
233	Punch Taverns	58.00
234	Serco	57.91
235	Anglian Water Group	57.87
236	Centrica	57.69
237	Thames Water	57.49
238	Moto	57.35
239	Somerfield	57.23
240	Arriva	57.22
241	Persimmon	57.08
242	Bovis Homes	57.08
243	Scottish & Southern Energy	56.98
244	Lloyds Banking Group	56.59
245	Ladbrokes	56.53
246	Firstgroup	56.10
247	Shell	55.93
248	Easyjet	55.04
249	G4S	53.67
250	Southern Water	53.40

Rank	Company	RepTrak™ Pulse Score
251	British Sky Broadcasting	52.70
252	Network Rail	52.22
253	Scottish Power	52.05
254	HBOS (Halifax Bank of Scotland)	50.32
255	Talk Talk	49.97
256	British Gas	44.34
257	National Car Parks Ltd	44.18
258	British American Tobacco	43.52
259	Imperial Tobacco Group	42.79
260	Royal Bank of Scotland	35.33

Excellent/Top Tier Above 80
 Strong/Robust 70-79
 Average/Moderate 60-69
 Weak/Vulnerable 40-59
 Poor/Bottom Tier Below 40

All Global Pulse scores that differ by more than +/- 3.7 are significantly different at the 95% confidence level.
 Pulse scores are based on questions measuring Trust, Admiration & Respect, Good Feeling and Overall Esteem (captured in the Pulse score on a 0-100 scale).

Changes in Corporate Reputations 2012

Top 50 – changes over time.



Company	Rank 2012	RepTrak™ Pulse Score		Change
		2012	2011	
Rolls-Royce Group	1	84.03	86.89	-2.86
Dyson	2	83.67	84.40	-0.73
Boots	3	83.61	83.72	-0.11
Marks & Spencer Group	4	82.18	80.62	1.56
John Lewis Partnership	5	81.82	80.79	1.04
Jaguar/Land Rover	6	80.35	76.56	3.79
Mothercare	7	79.94	82.25	-2.31
Selfridges	8	79.05	74.22	4.83
William Grant & Sons	9	78.99	-	-
Specsavers	10	78.89	77.38	1.51
Sainsbury	11	77.40	79.31	-1.91
Tate & Lyle	12	77.05	78.26	-1.21
Lloyds Pharmacy	13	76.97	-	-
Birdseye	14	76.60	79.68	-3.08
Greggs	15	76.51	79.64	-3.13
Next	16	76.41	80.96	-4.55
ASDA	17	76.33	73.82	2.51
Wilkinson	18	76.08	-	-
Argos	19	75.96	78.19	-2.23
Monsoon Accessorize Ltd	20	75.57	70.03	5.54
Britvic	21	75.45	77.69	-2.23
Clarks C&J Clark	22	75.41	71.00	4.41
Aggreko	23	75.36	-	-
William Morrison Supermarkets	24	75.19	76.34	-1.14
Reed Elsevier	25	75.16	70.26	4.90
Traillfinders	26	74.95	74.66	0.29
Reckitt Benckiser	27	74.95	74.85	0.10
House of Fraser	28	74.74	78.89	-4.15
Bibby Line Group	29	74.45	-	-
Merlin Entertainments Group	30	74.44	-	-
Harrods	31	74.40	78.58	-4.18
WH Smith	32	74.21	76.29	-2.08
Tui Travel	33	74.13	68.64	5.49
Dairy Crest	34	74.08	74.79	-0.71
Laura Ashley	35	74.04	73.76	0.28
Debenhams	36	73.92	77.24	-3.32
JCB	37	73.83	79.78	-5.96
Pz Cussons	38	73.66	72.74	0.92
Investec	39	73.44	-	-
Greenery	40	72.65	-	-
Halfords	41	72.51	78.11	-5.60
European Metal Recycling	42	72.47	-	-
Capital Shopping Centres Group	43	72.39	-	-
Ocado	44	72.39	75.98	-3.59
ITV	45	72.34	74.59	-2.24
WS A TKINS	46	72.33	67.14	5.19
Spire Healthcare	47	72.32	-	-
Poundland	48	72.26	-	-
Intercontinental Hotels	49	72.26	72.16	0.10
Schroders	50	72.21	66.03	6.18

The majority of corporate UK has seen a decline in their reputation over the past year

- Overall, most companies have seen a decline in their reputation in 2012, with 51% showing a decline in their score, while 30% companies have improved.
- Just over half of the top 10 companies have faced a decline in reputation, while the rest has seen their reputation slightly improve.
- Looking at the top 3 companies Rolls-Royce Aerospace, Dyson, and Alliance Boots, all three of them have seen a slight reputational decline.
- BP has seen the biggest improvement in reputation, with a score increase of 14.96.
- The reputation of G4S has seen the largest decline, with its reputation score falling with 15.87, bringing the company's reputation from an average to a weak level.

Changes in Corporate Reputations over time

Top 150



Company	Rank 2012	RepTrak™ 2012	Pulse Score 2011	Change
Rolls-Royce Group	1	84.03	86.89	-2.86
Dyson	2	83.67	84.40	-0.73
Boots	3	83.61	83.72	-0.11
Marks & Spencer Group	4	82.18	80.62	1.56
John Lewis Partnership	5	81.82	80.79	1.04
Jaguar/Land Rover	6	80.35	76.56	3.79
Mothercare	7	79.94	82.25	-2.31
Selfridges	8	79.05	74.22	4.83
William Grant & Sons	9	78.99	-	-
Specsavers	10	78.89	77.38	1.51
Sainsbury	11	77.40	79.31	-1.91
Tate & Lyle	12	77.05	78.26	-1.21
Lloyds Pharmacy	13	76.97	-	-
Birdseye	14	76.60	79.68	-3.08
Greggs	15	76.51	79.64	-3.13
Next	16	76.41	80.96	-4.55
ASDA	17	76.33	73.82	2.51
Wilkinson	18	76.08	-	-
Argos	19	75.96	78.19	-2.23
Monsoon Accessorize Ltd	20	75.57	70.03	5.54
Britvic	21	75.45	77.69	-2.23
Clarks C&J Clark	22	75.41	71.00	4.41
Aggreko	23	75.36	-	-
William Morrison Supermarkets	24	75.19	76.34	-1.14
Reed Elsevier	25	75.16	70.26	4.90
Traillfinders	26	74.95	74.66	0.29
Reckitt Benckiser	27	74.95	74.85	0.10
House of Fraser	28	74.74	78.89	-4.15
Bibby Line Group	29	74.45	-	-
Merlin Entertainments Group	30	74.44	-	-
Harrods	31	74.40	78.58	-4.18
WH Smith	32	74.21	76.29	-2.08
Tui Travel	33	74.13	68.64	5.49
Dairy Crest	34	74.08	74.79	-0.71
Laura Ashley	35	74.04	73.76	0.28
Debenhams	36	73.92	77.24	-3.32
JCB	37	73.83	79.78	-5.96
Pz Cussons	38	73.66	72.74	0.92
Investec	39	73.44	-	-
Greenery	40	72.65	-	-
Halfords	41	72.51	78.11	-5.60
European Metal Recycling	42	72.47	-	-
Capital Shopping Centres Group	43	72.39	-	-
Ocado	44	72.39	75.98	-3.59
ITV	45	72.34	74.59	-2.24
WS ATKINS	46	72.33	67.14	5.19
Spire Healthcare	47	72.32	-	-
Poundland	48	72.26	-	-
Intercontinental Hotels	49	72.26	72.16	0.10
Schroders	50	72.21	66.03	6.18

Company	Rank 2012	RepTrak™ 2012	Pulse Score 2011	Change
The Miller Group	51	72.16	-	-
United Biscuits	52	72.16	75.45	-3.28
Arnold Clark Automobiles	53	72.10	-	-
Findus Group	54	72.10	-	-
Johnson Matthey	55	71.89	63.62	8.27
Pearson	56	71.86	70.71	1.15
GKN	57	71.79	68.50	3.29
Unilever	58	71.71	73.18	-1.48
International Consolidated Airlines Group	59	71.48	-	-
BAE Systems	60	71.41	62.94	8.46
Smith & Nephew	61	71.30	72.23	-0.93
Virgin Group	62	71.25	79.00	-7.76
The Co-operative Group (Co-op)	63	71.23	-	-
B&Q	64	71.10	78.80	-7.70
Marshall Group	65	70.89	-	-
Tesco	66	70.83	76.29	-5.46
Nestlé	67	70.82	74.15	-3.33
GlaxoSmithKline (GSK)	68	70.71	72.16	-1.45
Standard Life	69	70.67	65.79	4.87
SUBWAY	70	70.52	71.56	-1.04
International Power	71	70.52	67.25	3.26
HMV	72	70.49	74.40	-3.91
Sanofi-Aventis	73	70.37	69.80	0.57
Odeon & UCI Cinemas Group	74	70.21	-	-
JJB Sports	75	70.17	65.83	4.34
The Game Group	76	70.03	71.46	-1.42
Smiths Group	77	69.98	-	-
Bourne Leisure	78	69.95	-	-
Thomson Reuters	79	69.88	69.92	-0.04
Brit Insurance Holdings	80	69.86	61.77	8.09
WOLSELEY	81	69.86	68.90	0.97
Channel 4	82	69.86	78.83	-8.98
Eurostar	83	69.85	68.80	1.05
Associated British Foods	84	69.80	73.90	-4.09
Arup	85	69.52	-	-
ICAP	86	69.51	68.06	1.44
Rentokil Initial	87	69.50	73.26	-3.76
Travis Perkins	88	69.48	70.76	-1.28
Moss Bros	89	69.45	71.43	-1.98
20:20 Mobile Group	90	69.40	-	-
Hiscox	91	69.39	71.63	-2.24
National Express	92	69.37	66.31	3.06
Roche	93	69.37	67.82	1.55
Msys	94	69.31	63.48	5.83
Coventry Building Society	95	69.11	68.16	0.94
Old Mutual	96	69.09	67.44	1.65
Monarch Holdings	97	69.03	-	-
SPORTINGBET PLC	98	68.96	64.05	4.92
British Land Co	99	68.92	-	-
Willmott Dixon Group	100	68.89	-	-

Company	Rank 2012	RepTrak™ 2012	Pulse Score 2011	Change
River Island	101	68.65	72.06	-3.41
Sage	102	68.63	74.38	-5.75
Crest Nicholson	103	68.54	55.31	13.24
Nationwide Building Society	104	68.50	69.46	-0.96
BHP Billiton	105	68.41	64.29	4.12
Novartis	106	68.39	68.36	0.03
Weir Group	107	68.29	69.77	-1.48
The Vita Group	108	68.14	-	-
SABMiller	109	67.79	69.54	-1.75
Mott MacDonald	110	67.66	-	-
Formula One	111	67.63	-	-
New Look	112	67.58	72.83	-5.25
Aegis	113	67.51	64.32	3.19
Prudential	114	67.49	65.60	1.89
JARDINE LLOYD THOMPSON	115	67.47	65.58	1.90
Bestway Group	116	67.40	-	-
CEMEX	117	67.39	62.49	4.90
Brakes Group	118	67.31	-	-
Invensys	119	67.27	61.67	5.60
Unipart Group	120	67.25	-	-
Westcoast	121	67.22	-	-
Michael Page International	122	66.96	65.46	1.51
Berkeley	123	66.93	62.53	4.40
Yorkshire Building Society	124	66.93	68.83	-1.90
Northumbrian Water	125	66.92	64.02	2.90
John Menzies Plc	126	66.88	62.24	4.64
AstraZeneca	127	66.81	67.22	-0.41
Matalan	128	66.75	79.70	-12.95
Sir Robert McAlpine	129	66.72	68.19	-1.47
Computacenter	130	66.67	68.74	-2.07
Britannia Building Society	131	66.63	68.42	-1.80
Northern Foods	132	66.62	64.29	2.33
Carnival	133	66.60	68.24	-1.64
Legal & General Group	134	66.60	65.39	1.20
EMI Group	135	66.58	70.82	-4.24
Kier Group	136	66.58	65.22	1.36
Nomura	137	66.55	-	-
Travelex	138	66.53	68.42	-1.89
Inchcape	139	66.49	68.21	-1.72
3i	140	66.46	68.09	-1.63
Mitie	141	66.29	60.58	5.71
Thomas Cook	142	66.27	70.36	-4.09
Churchill Insurance	143	66.26	66.50	-0.24
Stanchart - Standard Chartered (Bank)	144	66.26	69.52	-3.26
PENDRAGON PLC	145	66.25	62.20	4.05
Burberry	146	66.24	67.50	-1.26
Burton and Harvey	147	66.23	-	-
Bunzl	148	66.16	-	-
Lloyd's of London	149	66.02	-	-
John Laing - construction / infrastructure	150	65.83	64.57	1.26

Excellent/Top Tier Above 80
 Strong/Robust 70-79
 Average/Moderate 60-69
 Weak/Vulnerable 40-59
 Poor/Bottom Tier Below 40

All Global Pulse scores that differ by more than +/- 3.7 are significantly different at the 95% confidence level.

Pulse scores are based on questions measuring Trust, Admiration & Respect, Good Feeling and Overall Esteem (captured in the Pulse score on a 0-100 scale).

Changes in Corporate Reputations Over Time

151 - 260



Company	Rank 2012	RepTrak™ Pulse Score 2012	RepTrak™ Pulse Score 2011	Change
Stansted Express	151	65.80	65.80	0.00
Inmarsat	152	65.76	71.75	-5.99
AMEC	153	65.70	63.08	2.62
Fitness First	154	65.66	-	-
BMI (British Midland Airways)	155	65.48	67.98	-2.49
Bowmer & Kirkland	156	65.43	-	-
Hays	157	65.40	64.40	1.00
Party Gaming	158	65.39	62.40	2.99
Mitchells & Butler	159	65.37	66.90	-1.53
Premier Foods	160	65.37	70.33	-4.96
Cairn	161	65.34	62.87	2.47
Anglo American	162	65.31	64.02	1.29
WPP	163	65.25	-	-
Xstrata	164	65.14	-	-
Yell Group	165	65.10	71.72	-6.62
Enterprise Inns	166	65.07	57.94	7.12
Shop Direct Group	167	65.03	-	-
Experian	168	65.02	63.08	1.94
Chelsea Building Society	169	64.97	67.75	-2.79
Ageas Insurance Limited	170	64.87	-	-
Kesa Electricals	171	64.79	61.33	3.46
INFORMA	172	64.77	66.32	-1.55
Signet Jewellers	173	64.75	65.57	-0.82
DFS	174	64.69	61.97	2.72
RSA Insurance	175	64.67	65.10	-0.42
Aviva	176	64.59	71.85	-7.26
Skipton Building Society	177	64.51	68.17	-3.66
Avis Europe	178	64.42	63.16	1.26
Vodafone	179	64.41	67.31	-2.90
Kwik-Fit	180	64.40	68.35	-3.95
JD Sports	181	64.30	66.48	-2.18
Biffa	182	64.23	67.30	-3.06
Iceland	183	64.11	72.44	-8.32
AXA	184	64.09	68.99	-4.90
Diageo	185	64.08	70.14	-6.06
Go-Ahead Group	186	64.01	67.18	-3.17
Cobham	187	63.90	59.97	3.94
ADMIRAL	188	63.87	64.40	-0.53
Edwards	189	63.82	-	-
Balfour Beatty	190	63.78	63.83	-0.05
Logica	191	63.73	63.29	0.43
Compass Group	192	63.61	62.96	0.65
Arcadia	193	63.48	-	-
Tomkins	194	63.48	66.13	-2.65
Cable & Wireless Worldwide	195	63.29	65.05	-1.77
Whitbread	196	63.24	69.25	-6.01
London Stock Exchange	197	62.98	68.91	-5.93
Land Securities Group	198	62.82	-	-
BG Group	199	62.78	64.95	-2.17
Interserve	200	62.70	62.83	-0.13

Company	Rank 2012	RepTrak™ Pulse Score 2012	RepTrak™ Pulse Score 2011	Change
Taylor Wimpey PLC	201	62.37	64.46	-2.10
Friends Provident	202	62.37	69.10	-6.73
DRAX GROUP	203	62.20	64.92	-2.72
Kingfisher	204	62.18	67.81	-5.63
Bellway	205	62.07	60.18	1.89
Bank of England	206	62.00	60.82	1.18
Laing o'Rourke	207	61.93	65.25	-3.33
Carphone Warehouse	208	61.83	69.14	-7.32
National Grid	209	61.81	69.25	-7.44
Severn Trent	210	61.69	58.12	3.57
Stagecoach Group	211	61.69	66.85	-5.16
Mace	212	61.63	-	-
BAA	213	61.53	53.70	7.83
Barclays	214	61.38	64.45	-3.07
Welcome Break	215	61.35	66.68	-5.33
Leeds Building Society	216	61.33	63.26	-1.93
HSBC	217	61.31	69.25	-7.94
Rio Tinto	218	60.77	58.36	2.41
Gala Coral	219	60.64	65.26	-4.61
Carillion	220	60.37	60.70	-0.33
Martin McColl	221	59.96	-	-
Clydesdale and Yorkshire Bank	222	59.91	69.16	-9.25
Dixons - DSG International	223	59.90	62.76	-2.86
Barratt Developments	224	59.82	60.95	-1.14
BT Group	225	59.68	65.15	-5.47
Phones 4U	226	59.49	65.89	-6.40
Homeserve	227	59.31	63.15	-3.83
London Underground	228	59.21	59.61	-0.40
Wates	229	59.19	-	-
William Hill	230	58.89	62.85	-3.96
United Utilities	231	58.59	58.05	0.54
BP	232	58.41	43.46	14.96
Punch Taverns	233	58.00	60.65	-2.65
Serco	234	57.91	62.07	-4.16
Anglian Water Group	235	57.87	63.40	-5.53
Centrica	236	57.69	59.16	-1.47
Thames Water	237	57.49	56.30	1.19
Moto	238	57.35	-	-
Somerfield	239	57.23	66.26	-9.03
Arriva	240	57.22	64.65	-7.43
Persimmon	241	57.08	65.00	-7.91
Bovis Homes	242	57.08	62.45	-5.37
Scottish & Southern Energy	243	56.98	60.12	-3.13
Lloyds Banking Group	244	56.59	51.87	4.72
Ladbrokes	245	56.53	63.58	-7.05
Firstgroup	246	56.10	58.01	-1.91
Shell	247	55.93	60.47	-4.54
Easyjet	248	55.04	60.52	-5.48
G4S	249	53.67	69.54	-15.87
Southern Water	250	53.40	54.47	-1.07

Company	Rank 2012	RepTrak™ Pulse Score 2012	RepTrak™ Pulse Score 2011	Change
British Sky Broadcasting	251	52.70	62.68	-9.97
Network Rail	252	52.22	49.37	2.85
Scottish Power	253	52.05	56.94	-4.89
HBOS (Halifax Bank of Scotland)	254	50.32	-	-
Talk Talk	255	49.97	54.03	-4.06
British Gas	256	44.34	-	-
National Car Parks Ltd	257	44.18	46.61	-2.43
British American Tobacco	258	43.52	46.05	-2.52
Imperial Tobacco Group	259	42.79	47.21	-4.41
Royal Bank of Scotland	260	35.33	46.00	-10.67

Excellent/Top Tier	Above 80
Strong/Robust	70-79
Average/Moderate	60-69
Weak/Vulnerable	40-59
Poor/Bottom Tier	Below 40

All Global Pulse scores that differ by more than +/- 3.7 are significantly different at the 95% confidence level.

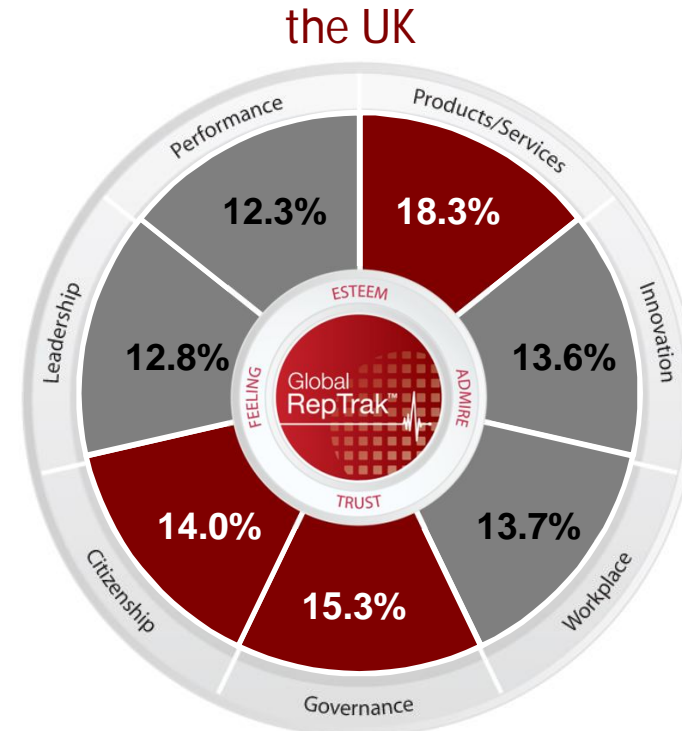
Pulse scores are based on questions measuring Trust, Admiration & Respect, Good Feeling and Overall Esteem (captured in the Pulse score on a 0-100 scale).

Drivers of Reputation in the UK



An increase in the importance of the 'corporate' dimensions of reputation.

- Perceptions of Products & Services accounts for 18.3% of corporate reputation.
- Governance (15.3%) is the second most important reputational driver, followed by Citizenship (14.0%).
- **Each dimensions account for at least 12% of reputation, indicating that companies need to consider all seven dimensions in order to have a strong reputation.**
- UK consumers remain savvy, and are still looking beyond Products & Services to form their perceptions about a company. The importance of enterprise related dimensions such as Governance and Citizenship show that consumers also expect companies to act responsibly and show a positive influence on communities and the environment.



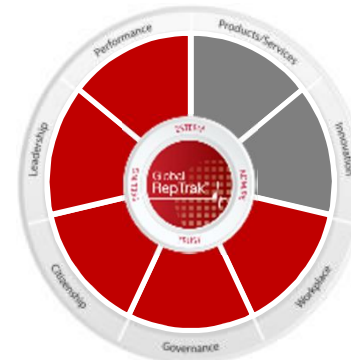
Factor Adjusted Regression
 n = 28,708
 Adj R² = 0.706

Product/Services: 'Company' offers high quality products and services -- it offers excellent products and reliable services
 Innovation: 'Company' is an innovative company -- it makes or sells innovative products or innovates in the way it does business
 Workplace: 'Company' is an appealing place to work -- it treats its employees well
 Governance: 'Company' is a responsibly-run company -- it behaves ethically and is open & transparent in its business dealings
 Citizenship: 'Company' is a good corporate citizen -- it supports good causes & protects the environment
 Leadership: 'Company' is a company with strong leadership -- it has visible leaders & is managed effectively
 Performance: 'Company' is a high-performance company -- it delivers good financial results

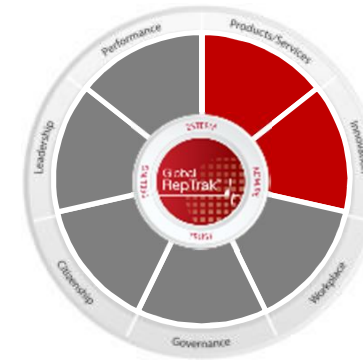
What's driving behaviour?

The informed general public is mostly driven by corporate related dimensions

- When looking at the various types of support, consumers are more led by the enterprise dimensions (Workplace, Governance, Citizenship, Leadership, and Performance) than by the product dimensions (Products & Services and Innovation)
- This highlights how the public looks beyond what companies offer to consumers and places importance on how corporations behave from a wider perspective.



CORPORATE



PRODUCT

Recommend

68.5%

31.5%

Say something positive

69.3%

30.7%

Benefit of the doubt

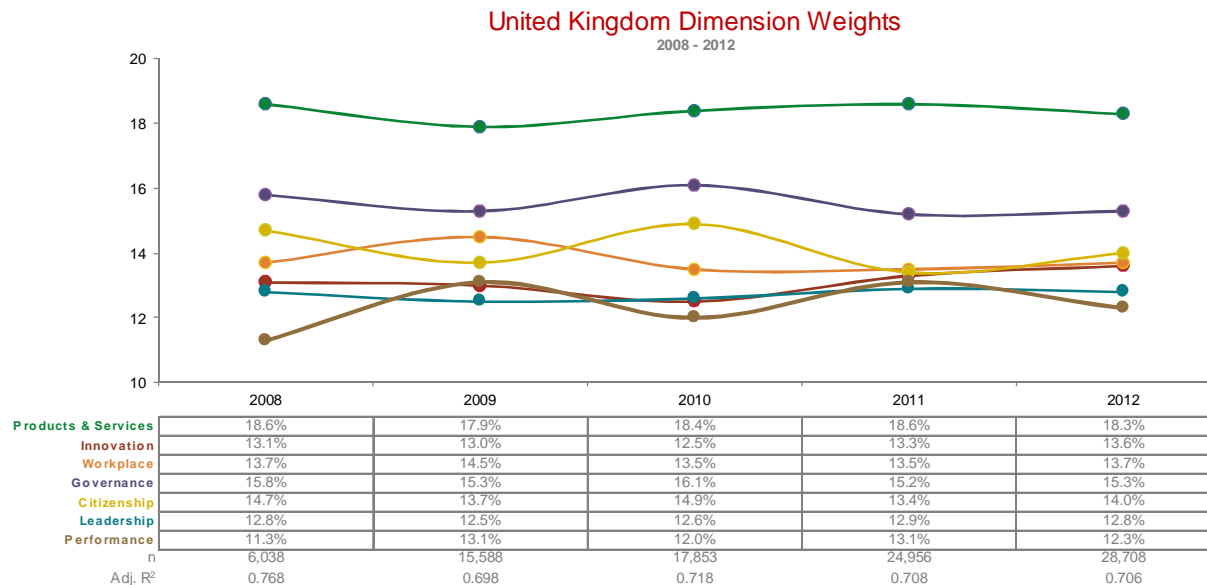
71.2%

28.8%

Changes in the Reputation Drivers in the UK, over time:

Citizenship and Performance show the greatest shifts in reputational importance in the UK

- The majority of the dimensions have remained relatively stable over the past year when it comes to their individual weight on reputation. Minor shifts are seen for Products & Services, Innovation, Workplace, Governance, and Leadership.
- Citizenship has increased in weight though, and has become one of the top three drivers in the UK. On the other hand, Performance has decreased in weight over the past year.
- Year-on-year we observe the converging importance of the seven dimensions suggesting that corporations should be ensuring they are doing the right thing and communicating across all dimensions.



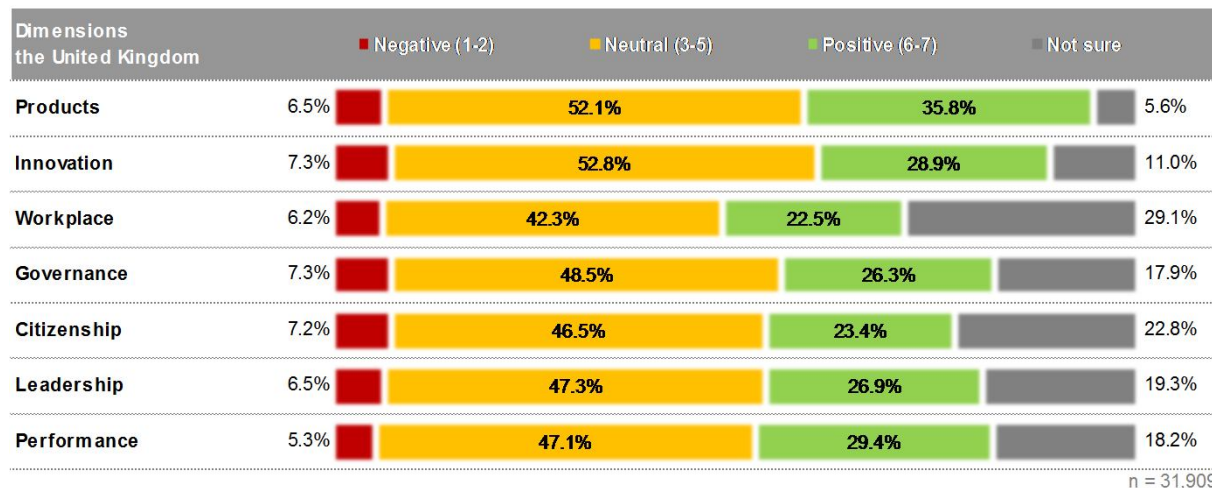
Product/Services: 'Company' offers high quality products and services -- it offers excellent products and reliable services
 Innovation: 'Company' is an innovative company -- it makes or sells innovative products or innovates in the way it does business
 Workplace: 'Company' is an appealing place to work -- it treats its employees well
 Governance: 'Company' is a responsibly-run company -- it behaves ethically and is open & transparent in its business dealings
 Citizenship: 'Company' is a good corporate citizen -- it supports good causes & protects the environment
 Leadership: 'Company' is a company with strong leadership -- it has visible leaders & is managed effectively
 Performance: 'Company' is a high-performance company -- it delivers good financial results

Dimension Distributions, 2012



There are high levels of neutral opinions on how companies perform on the different dimensions

- Apart from how much each dimension contributes to reputation, it is also important to consider how the public generally perceives the different dimensions on an overall level.
- The proportion of positive perceptions is highest for Products & Services (35.8%).
- The highest proportions of neutral and uncertain perceptions are for Workplace (71.4%) and Citizenship (69.4%).
- This indicates both an opportunity and risk: High proportions of 'Neutral' and 'Not sure' ratings indicate the possibility of converting these into positive perceptions, but at the same time these dimensions might affect a company's reputation negatively if efforts in these dimensions are not of an adequate level. This is especially important to consider for Citizenship: the majority of the public does not have a clear opinion on how companies perform in this area, however it is one of the key reputational drivers in the UK.

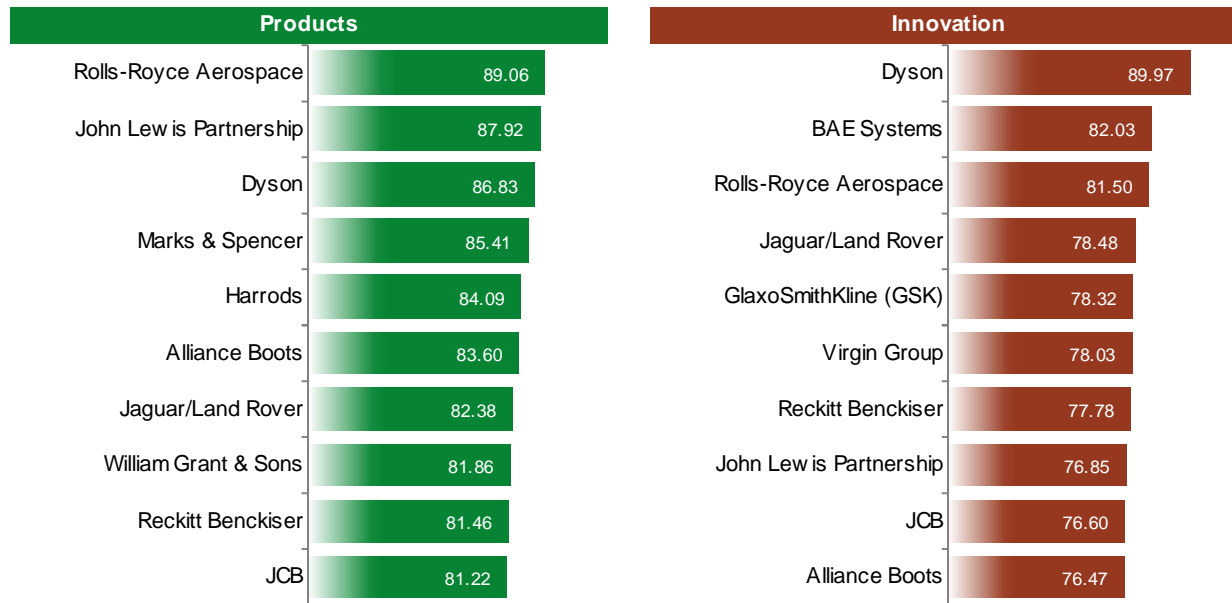


Product/Services: 'Company' offers high quality products and services -- it offers excellent products and reliable services
 Innovation: 'Company' is an innovative company -- it makes or sells innovative products or innovates in the way it does business
 Workplace: 'Company' is an appealing place to work -- it treats its employees well
 Governance: 'Company' is a responsibly-run company -- it behaves ethically and is open & transparent in its business dealings
 Citizenship: 'Company' is a good corporate citizen -- it supports good causes & protects the environment
 Leadership: 'Company' is a company with strong leadership -- it has visible leaders & is managed effectively
 Performance: 'Company' is a high-performance company -- it delivers good financial results

Top Performers in the UK Products & Services and Innovation



- In the Products & Services dimension, Rolls-Royce Aerospace leads, followed by John Lewis Partnership, and Dyson.
- Dyson has the top position in the Innovation dimension, with BAE Systems coming in second, followed by Rolls-Royce Aerospace



All scores that differ by more than +/- 7.4 are significantly different at the 95% confidence level.

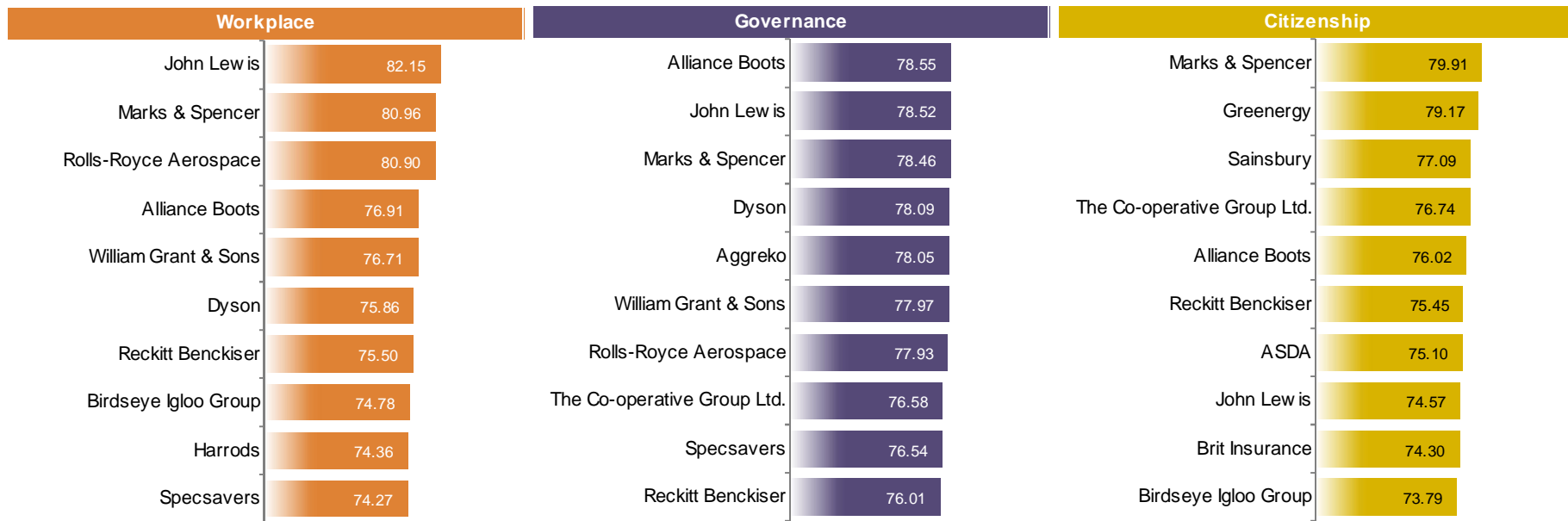
Product/Services: 'Company' offers high quality products and services -- it offers excellent products and reliable services

Innovation: 'Company' is an innovative company -- it makes or sells innovative products or innovates in the way it does business

Top Performers in the UK Workplace, Governance and Citizenship



- John Lewis Partnership leads in the Workplace dimension, while Marks & Spencer Group has the top position in Citizenship. Marks & Spencer Group is also among the top three in Workplace and Governance. Boots leads in the Governance dimension.



All scores that differ by more than +/- 7.4 are significantly different at the 95% confidence level.

Workplace: 'Company' is an appealing place to work -- it treats its employees well

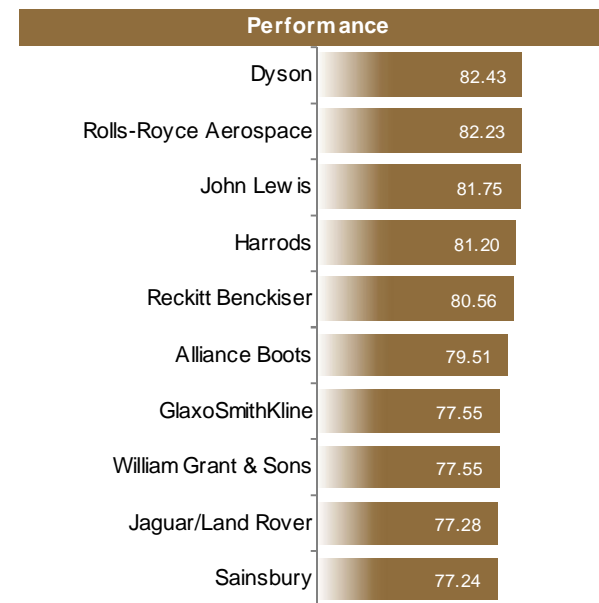
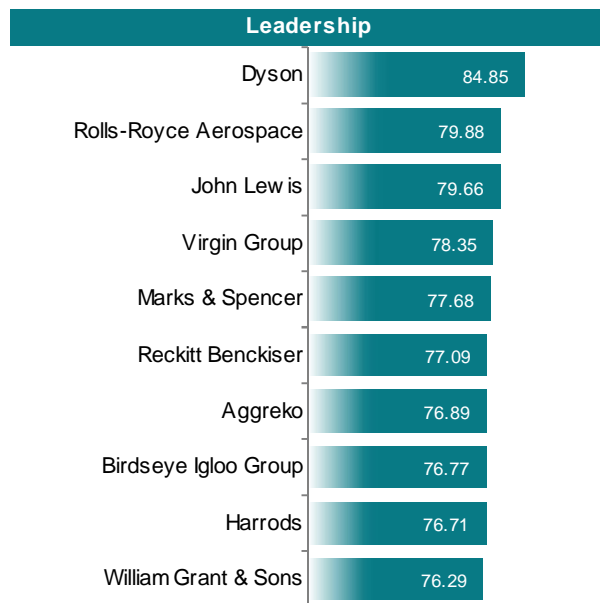
Governance: 'Company' is a responsibly-run company -- it behaves ethically and is open & transparent in its business dealings

Citizenship: 'Company' is a good corporate citizen -- it supports good causes & protects the environment

Top Performers in the UK Leadership and Performance



- The top three companies in both Leadership and Performance are Dyson, Rolls-Royce Aerospace, and John Lewis
- Reckitt Benckiser earns a top ten position in these dimensions.

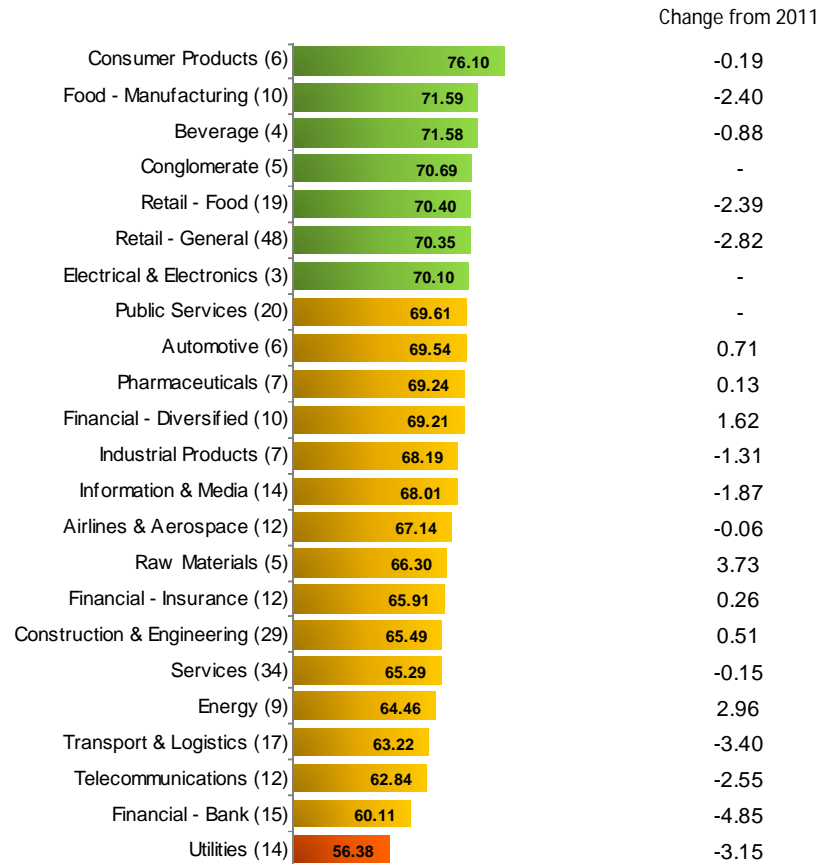


All scores that differ by more than +/- 7.4 are significantly different at the 95% confidence level.

Leadership: 'Company' is a company with strong leadership -- it has visible leaders & is managed effectively

Performance: 'Company' is a high-performance company -- it delivers good financial results

Industry Reputations in the UK 2012



Consumer Products enjoy the highest industry reputation

- The top performing industry is Consumer Products (84.41), followed by Food-Manufacturing (71.59), and Beverage (71.58).
- Overall, industry reputations have seen a decline over the past year. Automotive, Pharmaceuticals, Financial- Diversified, Raw Materials, Financial- Insurance, Energy, and Construction & Engineering are the only industries that have seen a slight improvement.
- Financial-Bank has seen the largest drop in reputation with a 4.85 decline.

Excellent / Top Tier	Above 80
Strong / Robust	70-79
Average / Moderate	60-69
Weak / Vulnerable	40-59
Poor / Bottom Tier	Below 40

All Global Pulse scores that differ by more than +/- 3.7 are significantly different at the 95% confidence level.

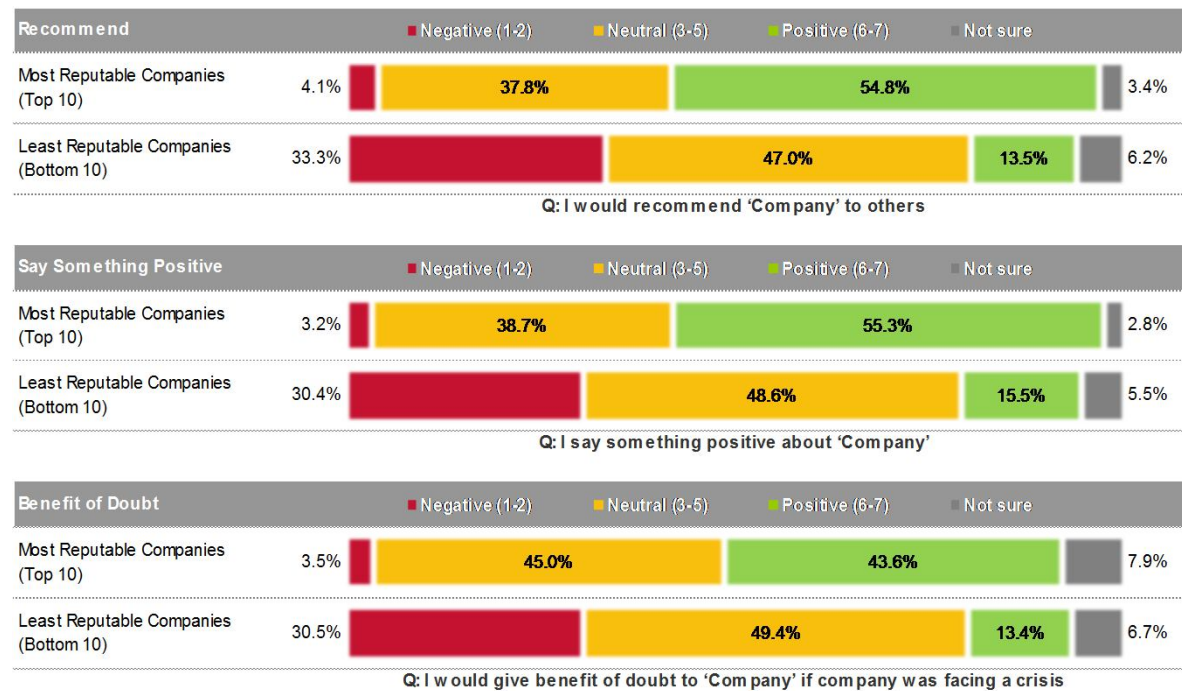
Pulse scores are based on questions measuring Trust, Admiration & Respect, Good Feeling and Overall Esteem (captured in the Pulse score on a 0-100 scale).

Support for the most and least reputable companies in the UK 2012



Support is higher for companies with a good reputation

- Companies with a good reputation receive a significantly higher amount of support from the general public. For example, over 54% is willing to recommend the top 10 companies, while only 13.5% would do the same for the 10 least reputable companies.
- Negative supportive behaviour is also much higher for least reputable companies: over 30% would absolutely not give these companies the benefit of the doubt in times of crisis.

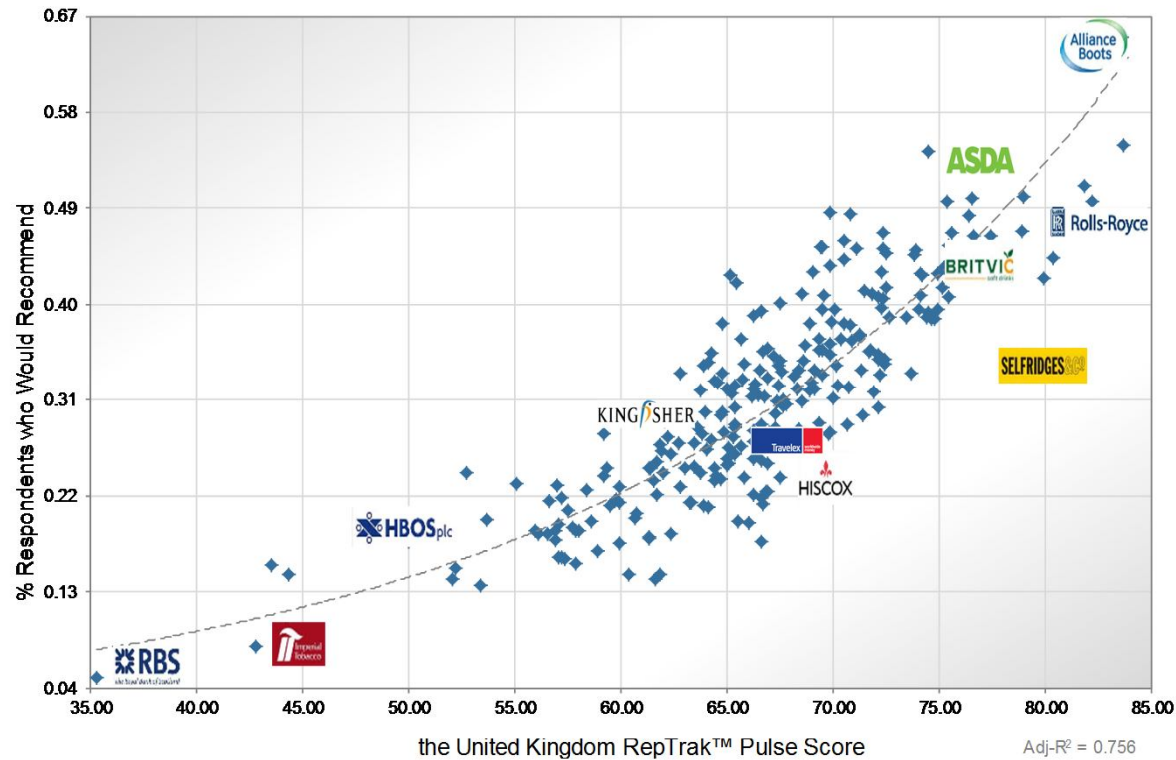


Strong Relationship Between Reputation and Support in the UK 2012



Improve Reputation by 5 Points and Increase Recommendation by 6.1%

Analysis shows that if a company is able to improve reputation by 5 points the number of people who would positively recommend the company goes up by 6.1%. In a competitive situation increasing recommendation within the general public would have a dramatic impact on the bottom line reinforcing the benefits of active reputation management.



All Global Pulse scores that differ by more than +/- 3.7 are significantly different at the 95% confidence level.

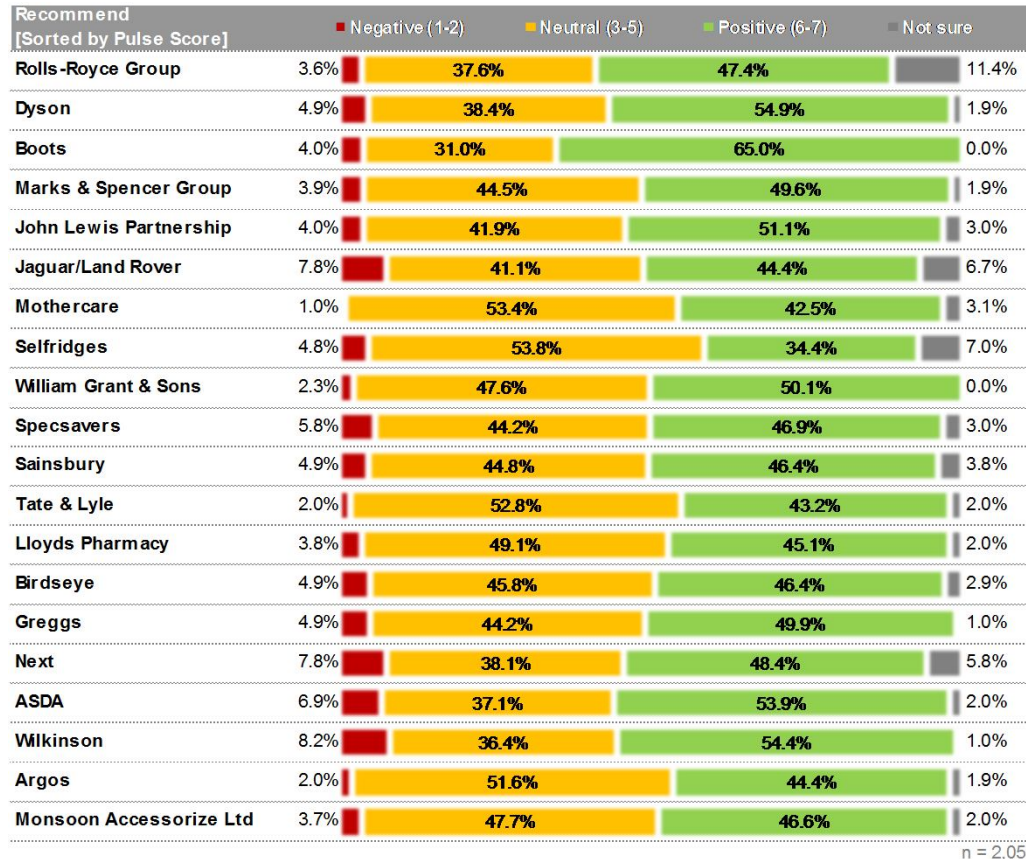
Pulse scores are based on questions measuring Trust, Admiration & Respect, Good Feeling and Overall Esteem (captured in the Pulse score on a 0-100 scale).

Q: I would recommend 'Company' to others.

Excellent/Top Tier	Above 80
Strong/Robust	70-79
Average/Moderate	60-69
Weak/Vulnerable	40-59
Poor/Bottom Tier	Below 40

Reputation measurement, research and consultancy

Willingness to Recommend Top Companies in the UK 2012



Q: I would recommend 'Company' to others.

A strong reputation leads to more recommendations

- All top recommended companies have strong reputation scores, thereby showing the link between enjoying a strong reputation and receiving more recommendations
- When looking at the top UK companies in 2012, at least 42.5% of the UK public is willing to recommend these companies to others

Changes in Corporate Reputations Over Time the UK 2008 - 2012



Company	RepTrak™ Pulse Score				
	2008	2009	2010	2011	2012
Rolls-Royce Group	-	75.00	83.83	86.89	84.03
Dyson	-	-	73.99	84.40	83.67
Boots	-	-	85.16	83.72	83.61
Marks & Spencer Group	76.70	76.15	78.55	80.62	82.18
John Lewis Partnership	-	-	79.75	80.79	81.82
Jaguar/Land Rover	-	-	80.02	76.56	80.35
Mothercare	-	-	-	82.25	79.94
Selfridges	-	-	-	74.22	79.05
William Grant & Sons	-	-	-	-	78.99
Specsavers	-	-	72.39	77.38	78.89
Sainsbury	71.97	74.34	75.15	79.31	77.40
Tate & Lyle	-	74.76	75.55	78.26	77.05
Lloyds Pharmacy	-	-	-	-	76.97
Birdseye	-	-	-	79.68	76.60
Greggs	-	-	-	79.64	76.51
Next	-	71.67	71.71	80.96	76.41
ASDA	-	-	-	73.82	76.33
Wilkinson	-	-	-	-	76.08
Argos	-	-	-	78.19	75.96
Monsoon Accessorize Ltd	-	-	74.54	70.03	75.57
Britvic	-	-	-	77.69	75.45
Clarks C&J Clark	-	-	-	71.00	75.41
Aggreko	-	-	-	-	75.36
William Morrison Supermarkets	72.22	75.08	76.66	76.34	75.19
Reed Elsevier	-	-	68.04	70.26	75.16
Traillfinders	-	-	-	74.66	74.95
Reckitt Benckiser	62.06	67.83	70.89	74.85	74.95
House of Fraser	-	-	70.32	78.89	74.74
P&G	-	-	-	-	74.65
Bibby Line Group	-	-	-	-	74.45
Merlin Entertainments Group	-	-	-	-	74.44
Harrods	-	-	74.13	78.58	74.40
WH Smith	-	70.32	74.01	76.29	74.21
Tui Travel	-	-	69.95	68.64	74.13
Dairy Crest	-	71.46	66.83	74.79	74.08
Laura Ashley	-	-	-	73.76	74.04
Debenhams	-	68.19	77.57	77.24	73.92
JCB	-	-	-	79.78	73.83
Pz Cussons	-	72.56	71.78	72.74	73.66
Investec	-	62.39	61.51	-	73.44
Greenenergy	-	-	-	-	72.65
Halfords	-	-	-	78.11	72.51
European Metal Recycling	-	-	-	-	72.47
Capital Shopping Centres Group	-	-	-	-	72.39
Ocado	-	-	-	75.98	72.39
ITV	-	65.41	72.31	74.59	72.34
WS Atkins	-	66.07	-	67.14	72.33
Spire Healthcare	-	-	-	-	72.32
Poundland	-	-	-	-	72.26
Intercontinental Hotels	-	74.07	73.36	72.16	72.26

Company	RepTrak™ Pulse Score				
	2008	2009	2010	2011	2012
Schroders	-	64.27	68.36	66.03	72.21
The Miller Group	-	-	-	-	72.16
United Biscuits	-	-	75.57	75.45	72.16
Arnold Clark Automobiles	-	-	-	-	72.10
Findus Group	-	-	-	-	72.10
Johnson Matthey	-	67.37	65.91	63.62	71.89
Fearson	-	66.42	69.36	70.71	71.86
GKN	-	68.93	68.22	68.50	71.79
Unilever	69.17	71.50	68.52	73.18	71.71
International Consolidated Airlines Group	-	-	-	-	71.48
BAE Systems	66.71	66.53	66.06	62.94	71.41
Smith & Nephew	-	75.50	72.97	72.23	71.30
Virgin Group	-	-	74.68	79.00	71.25
The Co-operative Group (Co-op)	-	-	-	-	71.23
B&Q	-	-	-	78.80	71.10
Marshall Group	-	-	-	-	70.89
Tesco	67.91	70.18	74.15	76.29	70.83
Nestlé	-	-	-	74.15	70.82
GlaxoSmithKline (GSK)	63.00	71.06	74.63	72.16	70.71
Standard Life	-	61.51	62.99	65.79	70.67
SUBWAY	-	-	-	71.56	70.52
International Power	-	64.06	-	67.25	70.52
HMV	-	-	-	74.40	70.49
Sanofi-Aventis	-	-	73.54	69.80	70.37
Odeon & UCI Cinemas Group	-	-	-	-	70.21
JJB Sports	-	-	-	65.83	70.17
The Game Group	-	70.59	-	71.46	70.03
Smiths Group	-	-	-	-	69.98
Bourne Leisure	-	-	-	-	69.95
Thomson Reuters	-	66.13	-	69.92	69.88
Brit Insurance Holdings	-	65.96	-	61.77	69.86
WOLSELEY	-	68.61	69.42	68.90	69.86
Channel 4	-	-	-	78.83	69.86
Eurostar	-	-	59.24	68.80	69.85
Associated British Foods	67.57	70.71	70.64	73.90	69.80
Arup	-	-	-	-	69.52
ICAP	-	63.49	-	68.06	69.51
Rentokil Initial	-	68.27	67.77	73.26	69.50
Travis Perkins	-	71.65	66.96	70.76	69.48
Moss Bros	-	-	-	71.43	69.45
20:20 Mobile Group	-	-	-	-	69.40
Hiscox	-	64.94	69.57	71.63	69.39
National Express	-	65.99	67.48	66.31	69.37
Roche	-	-	-	67.82	69.37
Misys	-	-	-	63.48	69.31
Coventry Building Society	-	-	-	68.16	69.11
Old Mutual	-	-	71.11	67.44	69.09
Monarch Holdings	-	-	-	-	69.03
SPORTINGBET PLC	-	58.87	-	64.05	68.96
British Land Co	-	-	-	-	68.92

Company	RepTrak™ Pulse Score				
	2008	2009	2010	2011	2012
Willmott Dixon Group	-	-	-	-	68.89
River Island	-	-	-	72.06	68.65
Sage	-	67.35	74.42	74.38	68.63
Crest Nicolson	-	-	-	-	55.31
Nationwide Building Society	-	67.23	66.06	69.46	68.50
BHP Billiton	-	71.59	70.41	64.29	68.41
Novartis	-	-	-	-	68.36
Weir Group	-	68.91	-	-	69.77
The Vita Group	-	-	-	-	68.14
SABMiller	64.99	72.15	67.37	69.54	67.79
Mott MacDonald	-	-	-	-	67.66
Formula One	-	-	-	-	67.63
New Look	-	-	68.16	72.83	67.58
Aegis	-	63.94	65.61	64.32	67.51
Prudential	65.00	65.25	68.57	65.60	67.49
JARDINE LLOYD THOMPSON	-	67.33	-	65.58	67.47
Bestway Group	-	-	-	-	67.40
CEMEX	-	-	65.97	62.49	67.39
Brakes Group	-	-	-	-	67.31
Invensys	-	62.58	69.09	61.67	67.27
Unipart Group	-	-	-	-	67.25
Westcoast	-	-	-	-	67.22
Michael Page International	-	59.62	64.33	65.46	66.96
Berkeley	-	60.28	66.17	62.53	66.93
Yorkshire Building Society	-	-	-	-	68.83
Northumbrian Water	-	63.49	69.01	64.02	66.92
John Menzies Plc	-	62.23	-	62.24	66.88
AstraZeneca	63.62	69.28	64.66	67.22	66.81
Matalan	-	-	69.95	79.70	66.75
Sir Robert McAlpine	-	-	-	-	68.19
Computacenter	-	62.76	-	68.74	66.67
Britannia Building Society	-	-	-	68.42	66.63
Northern Foods	-	-	-	64.29	66.62
Carnival	-	64.65	71.43	68.24	66.60
Legal & General Group	-	61.05	65.18	65.39	66.60
EMI Group	-	-	71.25	70.82	66.58
Kier Group	-	60.03	-	65.22	66.58
Nomura	-	-	70.24	-	66.55
Travellex	-	-	-	68.42	66.53
Inchcape	-	66.66	-	68.21	66.49
3i	-	64.47	68.48	68.09	66.46
Mitie	-	57.91	-	60.58	66.29
Thomas Cook	-	73.90	71.23	70.36	66.27
Churchill Insurance	-	-	-	-	66.50
Stanchart - Standard Chartered (Bank)	-	62.79	64.92	69.52	66.26
PENDRA GON PLC	-	65.41	-	62.20	66.25
Burberry	-	64.12	65.09	67.50	66.24
Palmer and Harvey	-	-	-	-	66.23
Bunzl	-	63.70	-	-	66.16
Lloyd's of London	-	-	-	-	66.02

Excellent/Top Tier Above 80
Strong/Robust 70-79
Average/Moderate 60-69
Weak/Vulnerable 40-59
Poor/Bottom Tier Below 40

All Global Pulse scores that differ by more than +/- 3.7 are significantly different at the 95% confidence level.
Pulse scores are based on questions measuring Trust, Admiration & Respect, Good Feeling and Overall Esteem (captured in the Pulse score on a 0-100 scale).

Changes in Corporate Reputations Over Time the UK 2008 - 2012



Company	RepTrak™ Pulse Score				
	2008	2009	2010	2011	2012
John Laing - construction / infrastructure	-	-	-	64.57	65.83
Stansted Express	-	-	-	65.80	65.80
Inmarsat	-	73.22	61.25	71.75	65.76
AMEC	-	62.10	70.52	63.08	65.70
Fitness First	-	-	-	-	65.66
BMI (British Midland Airways)	-	-	64.70	67.98	65.48
Bowmer & Kirkland	-	-	-	-	65.43
Hays	-	61.02	70.55	64.40	65.40
Party Gaming	-	57.52	60.84	62.40	65.39
Mitchells & Butler	-	62.37	67.11	66.90	65.37
Premier Foods	-	66.13	-	70.33	65.37
Cairn	-	-	-	62.87	65.34
Anglo American	55.12	61.62	64.32	64.02	65.31
WPP	-	69.18	-	-	65.25
Xstrata	-	67.50	-	-	65.14
Yell Group	-	67.08	67.39	71.72	65.10
Enterprise Inns	-	61.55	58.20	57.94	65.07
Shop Direct Group	-	-	-	-	65.03
Experian	-	64.08	64.86	63.08	65.02
Chelsea Building Society	-	-	-	67.75	64.97
Ageas Insurance Limited	-	-	-	-	64.87
Kesa Electricals	-	67.17	-	61.33	64.79
INFORMA	-	69.12	-	66.32	64.77
Signet Jewellers	-	55.65	68.90	65.57	64.75
DFS	-	-	-	61.97	64.69
RSA Insurance	64.82	59.10	60.87	65.10	64.67
Aviva	55.57	60.44	67.43	71.85	64.59
Skipton Building Society	-	-	-	68.17	64.51
Avis Europe	-	66.28	-	63.16	64.42
Vodafone	63.55	67.33	63.72	67.31	64.41
Kwik-Fit	-	-	64.38	68.35	64.40
JD Sports	-	-	-	66.48	64.30
Biffa	-	-	-	67.30	64.23
Iceland	-	-	68.58	72.44	64.11
AXA	-	-	67.66	68.99	64.09
Diageo	68.11	69.22	66.71	70.14	64.08
Go-Ahead Group	-	67.92	-	67.18	64.01
Cobham	-	67.07	69.89	59.97	63.90
ADMIRAL	-	57.60	62.50	64.40	63.87
Edwards	-	-	-	-	63.82
Balfour Beatty	-	65.35	62.47	63.83	63.78
Logica	-	61.33	-	63.29	63.73
Compass Group	-	59.31	63.26	62.96	63.61
Arcadia	-	-	70.30	-	63.48
Tomkins	-	66.34	-	66.13	63.48
Cable & Wireless Worldwide	-	57.95	61.58	65.05	63.29
Whitbread	-	65.51	66.05	69.25	63.24
London Stock Exchange	-	61.38	63.68	68.91	62.98
Land Securities Group	-	-	-	-	62.82
BG Group	-	55.57	66.47	64.95	62.78

Company	RepTrak™ Pulse Score				
	2008	2009	2010	2011	2012
Interserve	-	63.39	-	62.83	62.70
Taylor Wimpey PLC	-	57.08	58.85	64.46	62.37
Friends Provident	-	59.93	-	69.10	62.37
DRAX GROUP	-	59.24	-	64.92	62.20
Kingfisher	66.21	61.40	64.87	67.81	62.18
Bellway	-	59.04	63.72	60.18	62.07
Bank of England	-	-	62.66	60.82	62.00
Laing o'Rourke	-	-	-	65.25	61.93
Carphone Warehouse	-	58.67	65.51	69.14	61.83
National Grid	64.86	58.31	64.86	69.25	61.81
Severn Trent	-	51.98	50.84	58.12	61.69
Stagecoach Group	-	54.29	62.31	66.85	61.69
Mace	-	-	-	-	61.63
BAA	-	-	-	53.70	61.53
Barclays	53.90	54.06	54.23	64.45	61.38
Welcome Break	-	-	-	66.68	61.35
Leeds Building Society	-	-	-	63.26	61.33
HSBC	-	54.85	-	69.25	61.31
Rio Tinto	-	63.63	63.26	58.36	60.77
Gala Coral	-	-	-	65.26	60.64
Carillion	-	60.82	62.63	60.70	60.37
Martin McColl	-	-	-	-	59.96
Clydesdale and Yorkshire Bank	-	-	-	69.16	59.91
Dixons - DSG International	55.26	58.30	59.75	62.76	59.90
Barratt Developments	-	53.40	55.60	60.95	59.82
BT Group	53.78	56.80	61.34	65.15	59.68
Phones 4U	-	-	52.90	65.89	59.49
Homeserve	-	61.34	63.63	63.15	59.31
London Underground	-	-	-	59.61	59.21
Wates	-	-	-	-	59.19
William Hill	-	57.31	52.26	62.85	58.89
United Utilities	-	53.63	55.64	58.05	58.59
BP	54.79	57.85	64.12	43.46	58.41
Punch Taverns	-	54.89	54.54	60.65	58.00
Serco	-	55.88	60.75	62.07	57.91
Anglian Water Group	-	-	56.92	63.40	57.87
Centrica	43.13	50.02	56.37	59.16	57.69
Thames Water	-	-	52.48	56.30	57.49
Moto	-	-	-	-	57.35
Somerfield	-	-	-	66.26	57.23
Arriva	-	55.88	58.62	64.65	57.22
Persimmon	-	57.21	61.76	65.00	57.08
Bovis Homes	-	-	-	62.45	57.08
Scottish & Southern Energy	51.61	56.26	52.96	60.12	56.98
EDF	-	-	-	59.86	56.88
Lloyds Banking Group	-	-	-	51.87	56.59
Ladbrokes	-	58.72	55.58	63.58	56.53
Firstgroup	-	61.31	59.79	58.01	56.10
Shell	54.90	58.11	58.83	60.47	55.93
Easyjet	-	60.52	57.50	60.52	55.04

Company	RepTrak™ Pulse Score				
	2008	2009	2010	2011	2012
G4S	-	58.34	63.93	69.54	53.67
Southern Water	-	-	57.18	54.47	53.40
British Sky Broadcasting	-	58.92	59.52	62.68	52.70
Network Rail	-	-	-	49.37	52.22
Scottish Power	-	-	-	56.94	52.05
HBOS (Halifax Bank of Scotland)	54.90	-	-	-	50.32
Talk Talk	-	-	-	54.03	49.97
British Gas	-	-	-	-	44.34
National Car Parks Ltd	-	-	43.31	46.61	44.18
British American Tobacco	28.96	39.79	41.57	46.05	43.52
Imperial Tobacco Group	39.93	40.52	47.22	47.21	42.79
Royal Bank of Scotland	56.92	47.27	44.02	46.00	35.33

Excellent/Top Tier Above 80
 Strong/Robust 70-79
 Average/Moderate 60-69
 Weak/Vulnerable 40-59
 Poor/Bottom Tier Below 40

All Global Pulse scores that differ by more than +/- 3.7 are significantly different at the 95% confidence level.
 Pulse scores are based on questions measuring Trust, Admiration & Respect, Good Feeling and Overall Esteem (captured in the Pulse score on a 0-100 scale).

Some specific observations

- 1. Corporate reputations have shown a slight overall decline in 2012: the majority of companies in the UK have seen a decrease in their reputation score.** Looking at industry level, the majority of industries also have seen a decline. Our report in 2011 was tinged with an optimism amongst the informed general public that UK corporations were listening and responding in the right way on the key issues. Fast forward to 2012 and many of those issues remain unresolved – such as directors' remuneration and bankers' bonuses. It would appear that this is having a negative affect on the levels of trust and admiration held towards businesses in the UK, generally.
- 2. There are some notable exceptions, those companies in the top 50 rankings have all achieved 'strong' reputation scores (above 70)** and there have been some surprise improvers, not least BP which is this years' best improver. We should add that this is on the back of recording the largest ever decline in corporate reputation in 2011, however, the 10 point improvement moves BPs corporate reputation from 'at risk' to 'weak' and means BP generally enjoys a higher level of trust and admiration among the UK public than it did last year.
- 3. Citizenship is one of the key reputational drivers,** however, there is a high proportion of neutrality and uncertainty among the public on how they perceive companies to perform on this. The public is not seeing companies doing enough in this area. This is certainly an that companies should focus on to improve reputation.
- 4. Reputation and support go hand in hand,** our study shows that if a company works to improve its reputation score by 5 points, support increases by 6%. However, overall, support has decreased compared to 2011. This is linked to the overall decline in reputation scores for most of UK companies.

UK Respondent Profile & Methodology

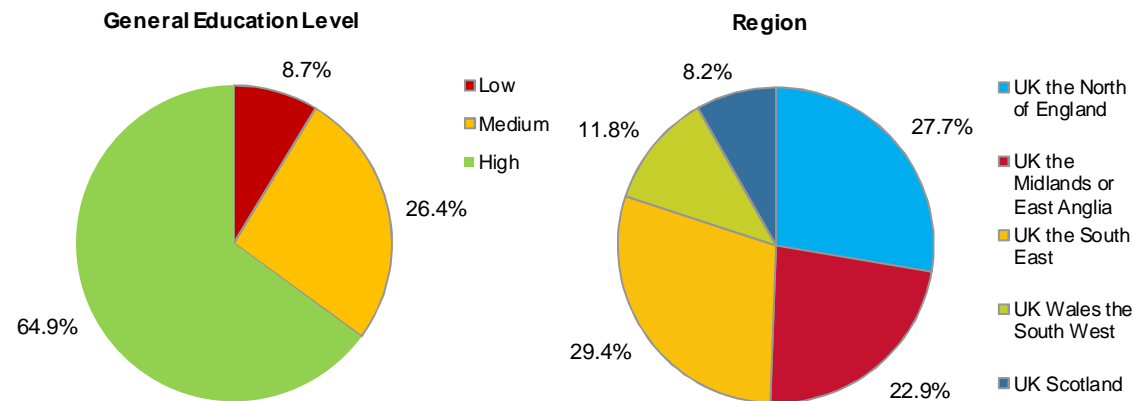
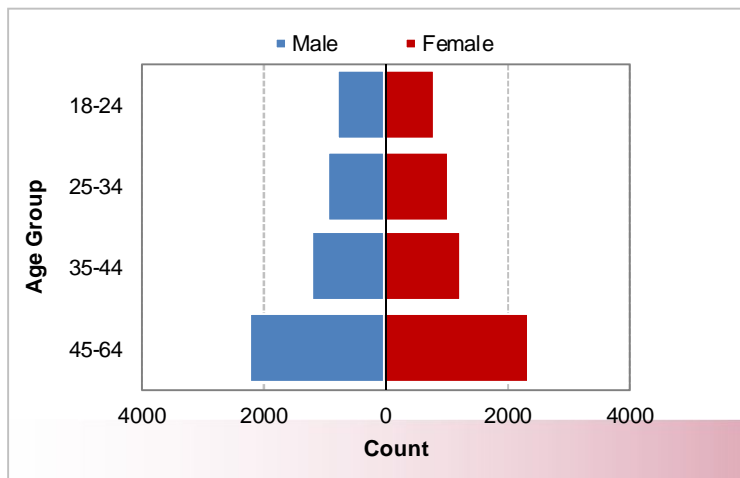


U.K. Respondent Profile

- A total of 35,908 ratings of the 300 selected companies were obtained from a sample of 10,532
- All companies were rated by at least 100 respondents.
- Ratings are statistically significant at a 95% confidence level
- Respondents distribution was balanced to the UK adult population on age and gender.

To be included in Reputation Institute's 'UK's 250 Most Reputable Companies' list, all companies had to meet at least two of the following criteria:

- Companies were listed in the FTSE 100 or FTSE 250 as being among the largest in market capitalization and revenues generated in the UK.
- Companies had high visibility among the general public in the UK.
- Companies which were unlisted but were of comparable size and visibility to the public companies were then included in UK's study list.
- Companies had annual revenues of at least £0,5 billion.



All Scores are Standardized



Global Reputation Pulse Scores - Standardized and Comparable

Market research shows that people are inclined to rate companies more or less favorably in different countries, or when they are asked questions directly or online. When asked in a personal interview, for example, it's known that people tend to give a company higher ratings than when they are asked by phone, or when they are asked to answer questions about the company online. This is a well-established source of 'systematic bias'. Another source of systematic bias comes from national culture --in some countries, people are universally more positive in their responses than in other countries. In statistical terms, it means that the entire distribution of scores in a 'positive' country is artificially 'shifted' because of this propensity for people in that country to give higher ratings to all companies, good or bad. The distribution of scores in that country may also be more 'spread out' than in another because people have more information and are able to make more subtle differences between companies.

To overcome these sources of systematic bias, Reputation Institute's policy is to adjust reputation scores by standardizing them against the aggregate distribution of all scores obtained from the RI's annual Global Reputation Pulse study. Standardization has the effect of lowering scores in countries where consumers tend to over-rate companies, and has the effect of raising scores for companies in countries in which consumers tend to rate companies more negatively.

Two adjustments are made for every Global Reputation Pulse Score

Reputation Institute uses its cumulative database of reputation scores measured internationally to carry out two adjustments:

- 1) **Country Adjustment:** All scores derived from surveys are standardized by subtracting the country mean and dividing by the standard deviation of all known scores previously obtained in that country. In statistical terms, this adjustment 'normalizes' the distribution of scores in the country to a mean of 0 and a standard deviation of 1, producing a 'z-score' for the company.
- 2) **Global Adjustment:** A global mean and standard deviation are calculated from all of the country-adjusted ratings. A Global Reputation Pulse score is scaled back by multiplying each company's z-score by the global standard deviation and adding back the global mean. The resulting number is the Global Reputation Pulse or Dimension score that is reported.



About Reputation Institute

Reputation Institute is the world's leading corporate reputation consulting firm. Founded in 1997 with a presence in 30 countries, Reputation Institute is the pioneer in reputation management. Through systematic research and analysis, Reputation Institute supports companies in building comprehensive strategies and making operational decisions that align stakeholders with corporate objectives and create tangible economic value. Reputation Institute enables leaders to make business decisions that build and protect reputational capital and drive competitive advantage. For more information, visit:

www.reputationinstitute.com

Reputation Institute UK

16 Park Crescent

W1B 1AH London

United Kingdom

T: 02072915342

UK_Advice@reputationinstitute.com

Reputation measurement, research and consultancy