

The World's Most Respected Companies: A Complete Ranking

We asked investors how much—or how little—they respect each of the world's largest publicly traded companies, and then graded the results. Apple came out on top for a second consecutive year, a testament to CEO Tim Cook's leadership and the company's increasingly shareholder-friendly ways. Health-care stocks garnered more respect from investors this year, as did JPMorgan Chase.

Rank		Company/Ticker	Mean Score	Highly Respect	Respect	Respect Somewhat	Don't Respect	Rank		Mean Score	Highly Respect	Respect	Respect Somewhat	Don't Respect	
'15	'14							'15	'14						
1.	1.	Apple / AAPL	4.30	68%	25%	5%	0%	51.	59.	GlaxoSmithKline (U.K.) / GSK	2.58	13%	45%	26%	2%
2.	6.	Walt Disney / DIS	4.05	59	28	7	1	52.	58.	Oracle / ORCL	2.56	18	43	25	7
3.	2.	Berkshire Hathaway / BRKA	3.85	63	17	13	5	53.	30.	Royal Bank of Canada (Canada) / RY	2.55	14	43	26	3
4.	8.	Visa / V	3.78	45	39	9	0	54.	N.R.	UnitedHealth Group / UNH	2.54	19	40	22	9
5.	4.	Google / GOOGL	3.71	48	35	11	1	55.	56.	SAP (Germany) / SAP	2.54	14	40	20	6
6.	5.	Johnson & Johnson / JNJ	3.67	44	39	13	0	56.	34.	Toronto-Dominion Bank (Canada) / TD	2.54	11	45	24	3
7.	11.	Wells Fargo / WFC	3.59	42	42	11	1	57.	38.	Qualcomm / QCOM	2.54	14	49	26	5
8.	9.	MasterCard / MC	3.54	38	43	13	0	58.	48.	AstraZeneca (U.K.) / AZN	2.46	11	44	23	6
9.	N.R.	Nike / NKE	3.51	39	41	13	1	59.	52.	International Business Machines / IBM	2.46	18	39	27	8
10.	3.	Boeing / BA	3.49	39	40	14	1	60.	45.	Chevron / CVX	2.44	13	47	30	5
11.	15.	Gilead Sciences / GILD	3.43	38	36	16	1	61.	49.	BASF (Germany) / BAS	2.42	5	50	26	1
12.	10.	3M / MMM	3.41	34	47	13	1	62.	39.	Samsung Electronics (Korea) / 005930	2.38	18	27	39	3
13.	24.	Amgen / AMGN	3.40	33	44	13	1	63.	70.	Wal-Mart Stores / WMT	2.36	19	33	39	6
14.	17.	Nestlé (Switzerland) / NESN	3.38	35	36	16	1	64.	46.	Siemens (Germany) / SI	2.36	13	39	28	6
15.	32.	CVS Health / CVS	3.37	36	39	17	1	65.	N.R.	Goldman Sachs Group / GS	2.36	22	33	24	14
16.	27.	Bristol-Myers Squibb / BMY	3.32	26	57	9	1	66.	53.	SABMiller (U.K.) / SBMRY	2.35	6	43	32	0
17.	7.	Amazon.com / AMZN	3.29	40	34	17	5	67.	50.	ConocoPhillips / COP	2.35	9	45	34	2
18.	N.R.	Biogen / BIIB	3.23	26	49	14	1	68.	N.R.	Actavis (Ireland) / ACT	2.32	13	39	25	8
19.	N.R.	Eli Lilly / LLY	3.21	26	47	15	1	69.	60.	Royal Dutch Shell (Netherlands) / RDSA	2.26	9	43	31	6
20.	22.	Novartis (Switzerland) / NVS	3.18	27	45	13	3	70.	N.R.	Allianz (Germany) / ALV	2.25	7	42	28	5
21.	13.	Home Depot / HD	3.17	30	47	17	2	72.	74.	Sanofi (France) / SNY	2.19	8	35	31	5
22.	31.	Roche Holding (Switzerland) / ROG	3.15	27	43	16	2	72.	42.	McDonald's / MCD	2.13	11	39	36	8
23.	43.	Merck / MRK	3.15	25	48	16	1	73.	83.	Facebook / FB	2.11	15	34	27	14
24.	51.	Pfizer / PFE	3.15	27	45	18	1	74.	64.	Deutsche Telekom (Germany) / DTE	2.06	7	34	36	5
25.	21.	Intel / INTC	3.07	25	49	19	1	75.	76.	Westpac Banking (Australia) / WBK	2.04	7	32	39	3
26.	33.	PepsiCo / PEP	3.05	28	42	17	5	76.	71.	Verizon Communications / VZ	2.04	10	36	36	9
27.	62.	Microsoft / MSFT	3.05	25	49	20	1	77.	79.	AT&T / T	2.03	11	33	34	10
28.	N.R.	Celgene / CELG	3.03	25	40	22	1	78.	67.	Ambev (Brazil) / ABEV	2.01	7	30	42	2
29.	19.	Union Pacific / UNP	3.03	19	52	16	1	79.	63.	BHP Billiton (Australia) / BHP	1.99	7	33	38	6
30.	N.R.	Medtronic / MDT	3.03	20	53	15	2	80.	69.	Lloyds Banking Group (U.K.) / LYG	1.97	7	32	38	6
31.	20.	Procter & Gamble / PG	2.98	28	36	25	2	81.	77.	Commonwealth Bank of Australia (Australia) / CBA	1.97	5	33	35	5
32.	26.	Schlumberger / SLB	2.98	25	43	19	3	82.	65.	Vodafone (U.K.) / VOD	1.90	5	36	34	8
33.	16.	United Technologies / UTX	2.93	23	47	17	5	83.	72.	Taiwan Semiconductor Mfg. (Taiwan) / TSM	1.83	3	32	42	5
34.	14.	ExxonMobil / XOM	2.91	28	42	19	7	84.	N.R.	Mitsubishi UFJ Financial Group (Japan) / MTU	1.83	6	34	31	11
35.	18.	United Parcel Service / UPS	2.90	19	48	24	0	85.	78.	Comcast / CMCSA	1.76	10	28	36	15
36.	N.R.	Kinder Morgan / KMI	2.85	24	38	24	3	86.	89.	Inditex (Spain) / ITX	1.68	6	24	34	10
37.	57.	JPMorgan Chase / JPM	2.81	28	36	24	7	87.	N.R.	Alibaba Group Holding (China) / BABA	1.60	7	24	40	13
38.	28.	Coca-Cola / KO	2.81	26	40	24	6	88.	85.	Total (France) / TOT	1.59	3	26	47	8
39.	29.	Daimler (Germany) / DAI	2.81	16	45	17	3	89.	84.	HSBC Holdings (U.K.) / HSBC	1.58	5	27	38	13
40.	54.	Novo Nordisk (Denmark) / NVO	2.80	15	44	18	2	90.	90.	Banco Santander (Spain) / SAN	1.57	5	22	45	8
41.	37.	Toyota Motor (Japan) / TM	2.79	18	45	20	3	91.	82.	Altria Group / MO	1.55	9	25	33	19
42.	36.	Anheuser Busch InBev (Belgium) / BUD	2.79	16	47	23	1	92.	86.	BP (U.K.) / BP	1.49	5	27	41	15
43.	61.	AbbVie / ABBV	2.77	22	40	23	5	93.	81.	Philip Morris International / PM	1.39	6	30	27	24
44.	35.	General Electric / GE	2.76	30	36	20	10	94.	95.	Bank of America / BAC	1.38	7	26	35	23
45.	25.	Bayer (Germany) / BAYN	2.70	13	49	20	2	95.	98.	Citigroup / C	1.27	3	25	45	19
46.	44.	LVMH-Moët Hennessy Louis Vuitton (France) / MC	2.68	15	43	24	2	96.	96.	China Mobile (China) / CHL	1.23	5	15	47	15
47.	41.	Volkswagen Group (Germany) / VOW3	2.64	14	47	17	6	97.	94.	UBS (Switzerland) / UBS	1.21	3	25	34	23
48.	55.	Cisco Systems / CSCO	2.63	15	51	20	6	98.	93.	British American Tobacco (U.K.) / BTI	1.16	2	24	35	22
49.	47.	L'Oréal (France) / OR	2.62	13	47	19	5	99.	97.	Tencent Holdings (China) / 700	1.15	3	17	39	18
50.	N.R.	Walgreens Boots Alliance / WBA	2.58	15	44	24	5	100.	99.	China Construction Bank (China) / 939	1.06	2	19	39	22

*All Mean Scores are rounded. N.R. = Not Ranked