

Lundquist Research Series – Wikipedia

Apple Does it Best on Wikipedia

New research finds Apple's Wikipedia page is the most complete and easily consultable among the world's largest 500 listed companies. The research conducted by Lundquist also shows that to improve their online presence companies must engage with Wikipedia, not back away as is often assumed.

Milan, 17 February 2010 – Apple has the most complete and easily consultable Wikipedia page among companies in the Fortune Global 500, according to research released today by Italian consultancy Lundquist. The **Apple** entry came out on top in the survey that considered information that ran the gamut from number of employees and location of headquarters to corporate governance, branding and financial data.

Apple, with 22 points out of a possible 25, was followed by **BT**, which was half a point back. **Nokia** and **Royal Dutch Shell** tied for third. Twenty-one of the top 30 companies are based in the United States, the most represented country with 140 members in the ranking. The Global 500 groups the world's largest companies by revenue.

Wikipedia, the sixth most visited site on the web, has become a fundamental part a company's online profile and in many cases is the first stop for people searching for corporate information. This presents a challenge for companies that must understand the website better and find a way to engage it effectively. Standing by aloof and hoping for the best is no longer an option for companies.

News of companies changing their Wikipedia pages to make them more favourable to the corporate image has resulted in negative publicity and scared many from any attempt to improve their entry. Yet this is potentially dangerous with Wikipedia consistently appearing second or third in search engine rankings right behind a company's official site. The online user-generated encyclopaedia has 8 percent of global internet traffic and 60 million unique visitors a month.

While 489 of the 500 companies surveyed have a Wikipedia page, the amount of information contained was generally scarce with the average score 11 out of 25. In order to turn this situation around, companies need to adopt an approach that understands the rules, dynamics and culture of communities of user-generated content like Wikipedia.

"Companies need to think beyond their corporate website and realise that Wikipedia is a reality they must confront," said Eric Sylvers, the head of social media at Lundquist. "Social media are changing the corporate landscape and Wikipedia is part of the transformation so companies must find an effective way to engage the website."

Among the findings of the research: of countries with more than ten companies in the ranking, Britain had the highest average with 14.6 points, while China's 34 companies and South Korea's 14 companies had the lowest overall average (7.9 and 7.8 points respectively); most company pages do not say what geographic area they serve nor do they supply an up-to-date number of employees, organizational charts, list of board members or historical financial data; only a third of the pages surveyed provide the name of the chief executive and chairman with a link to their personal Wikipedia page.

This first edition of the research, which will be continued on a yearly basis to track developments, analysed Wikipedia pages in English, the international language of finance. Milan-based Lundquist carried out the research in January 2010 following a rigorous four-part protocol (see below for further details on the protocol).

Top Wikipedia Pages (maximum = 25 points)

| | |
|----------------------------|--------|
| 1. Apple (USA) | 22 pts |
| 2. BT (UK) | 21.5 |
| 3. Nokia (FIN) | 21 |
| 3. Royal Dutch Shell (NTL) | 21 |
| 5. Ford Motor (USA) | 20.5 |
| 5. Toyota Motor (JAP) | 20.5 |
| 7. BAE Systems (UK) | 20 |
| 7. Bank of America (USA) | 20 |
| 7. BP (UK) | 20 |
| 7. Dell (USA) | 20 |
| 7. General Electric (USA) | 20 |
| 7. Intel (USA) | 20 |
| 7. Microsoft (USA) | 20 |
| 7. Tesco (UK) | 20 |
| 7. Vodafone (UK) | 20 |

Tips for Companies to Engage Wikipedia Effectively

1. Respect the rules of Wikipedia, seek to understand how the website works
2. Only edit independently verifiable facts and figures such as the number of employees, revenue, area served, etc.
3. Make copyright-free images and other media available for Wikipedians to use
4. Use discussion pages to interact with Wikipedia editors
5. Monitor the company's Wikipedia article for updates and vandalism

Wikipedia Fast Facts

- 60 million monthly unique visitors
- More than 11 million registered users
- High search engine ranking, 61% of page views come from Google

Country and sector breakdown

The U.S. had 140 companies in the ranking followed by Japan with 67. All other countries had fewer than 50. Of countries with more than ten companies in the Global 500, the United Kingdom had the highest overall score followed by the U.S. and Switzerland. Of the 11 companies without a Wikipedia page, five were Japanese, two were Taiwanese, two German, one French and one Italian. There were also five company pages that did not get any points. Several countries had averages higher than the U.K., but with fewer than ten companies in the ranking.

Due to the high number of sectors in the Global 500, macro-sectors were created to facilitate analysis. The best performing macro-sector was the computer & IT services industry with 14.4 points, followed by aerospace, defence & airlines with 14.1. The macro sector of oil, gas, energy, electricity, metals and mining was the largest in number (113 companies) and had the lowest average score (9.8 points tying it with construction and engineering).

| Countries with 10+ companies in ranking | # of companies in ranking | Average score |
|---|---------------------------|---------------|
| UK | 32 | 14.6 |
| US | 140 | 13.5 |
| Canada | 13 | 12.6 |
| Switzerland | 13 | 12 |
| Netherlands | 13 | 10.9 |
| France | 40 | 10.7 |
| Spain | 12 | 10.3 |
| Germany | 40 | 9.8 |
| Italy | 10 | 9.6 |
| Japan | 67 | 8.5 |
| China | 34 | 7.9 |
| South Korea | 14 | 7.8 |

| Sector | # of companies in ranking | Average score |
|--------------------------------|---------------------------|---------------|
| Computer & IT services | 15 | 14.4 |
| Aerospace, defence & airlines | 16 | 14.1 |
| Telecommunications & media | 29 | 13.4 |
| Retail | 32 | 13.2 |
| Manufacturing & heavy industry | 12 | 13 |
| Automotive | 27 | 12.7 |
| Consumer goods | 17 | 12.2 |
| Electronics | 9 | 11.9 |
| Pharmaceuticals & health care | 26 | 11.2 |
| Banking & financial services | 99 | 10.4 |

Other findings

The Wikipedia pages of Google and Microsoft were the most clicked with more than 770,000 and 260,000 viewers in December respectively. Apple followed with about 200,000 visitors. The 500 companies collectively had more than 7 million visits in December.

Pages were translated into more than four languages other than English for three-fourths of the companies and 86 percent of the companies provided at least four categories listings, which is a way for Wikipedia entries to be found more easily. Only a quarter of companies had more than two photographs on their site (the protocol considered photographs because they make a Wikipedia entry more approachable and easier to read).

In the main body of the text the most commonly found areas were history of the company and general information about business operations, provided by 72 percent and 52 percent of the companies respectively. Less common was information on corporate strategies, possibly because it is not easily verifiable information that can be added by Wikipedia users. More than three-fourths of the company pages had no information about corporate governance while only 8 percent got the full two points in this section.

“While it’s understandable that some information might be missing from a company’s Wikipedia page, the corporate world must make a bigger effort because the reality is that this is where people are going for information,” said Stefano Frigerio, who headed the Wikipedia research.

The number of hits of a particular Wikipedia article did not necessarily correspond to a higher quality article. The quality was more dependent on the relative importance assigned to the article by Wikipedia editors. This should encourage companies that want to improve the quality of their Wikipedia articles to engage with the site’s editors.

Most-clicked Wikipedia pages of companies in Global 500

1. Google
 2. Microsoft
 3. Apple
 4. Wal-Mart
 5. McDonald’s
 6. Amazon.com
 7. BMW
 8. Nike
 9. Walt Disney
 10. Johnson & Johnson
- Source: Wikipedia (December 2009)*

The risks of Wikipedia

It is a common misconception that companies have no role to play on Wikipedia. Though companies are often strongly discouraged from editing their own articles, there are many other ways for them to interact and represent themselves on the encyclopaedia. Indeed, companies are encouraged by Wikipedia to do things like make photographs and other media available for the community to use.

There are many risks to companies associated with the open contributions policy of Wikipedia, and the fact that information on Wikipedia is widely distributed. One risk is that companies fail to understand properly the encyclopaedia's rules, most of which are unwritten, and edit their entries themselves. The edits are often reverted and in the past these attempts have been noticed by the press resulting in bad publicity for the company.

This happened with Wal-Mart when someone working at the company reportedly changed the Wal-Mart Wikipedia entry from stating that the company's wages were on average 20 percent less than other stores to saying it was double the federal minimum wage. Large, main-stream media outlets covered the story.

Another risk is that somebody may seek to use the encyclopaedia to damage a competitor's brand as happened when a Ford employee on 15 April 2005 changed the article on the Dodge Rampage, a car produced by rival Chrysler, to say the car is ugly and unpopular.

Wikiscanner, a program that tracks changes made to Wikipedia, showed that 9 percent of companies had their Wikipedia page changed by employees in 2008. Since it was not possible to independently confirm the Wikiscanner data, this was not included in the protocol.

A guide to engaging Wikipedia

The nature of Wikipedia and the various controls in place mean that it is difficult for companies to edit their articles without those edits being viewed with suspicion (see corporate footnotes, page 4). This has given many companies the idea that they cannot do anything about the articles on the site. However, the popularity of Wikipedia and the very real possibility that incorrect, misleading or incomplete information about the company can be circulated widely on the encyclopaedia means that it is imperative that companies be active.

Having an appreciation of the rules and customs by which the community works is fundamental. The rules and conventions of Wikipedia rely on a form of democratic enforcement for them to operate, that if a bad edit is made there are enough people constantly scanning and looking at the site for it to be picked up and corrected. There also exist groups of Wikipedians that work together to police and improve the quality of articles on specific subjects.

For factual information such as financial results, number of employees and management changes, companies are encouraged to make changes themselves. The best way to do this, especially when it is time-sensitive information, is for the company employee in charge of the Wikipedia page to leave a short, clear explanation of the edit in the edit summary box.

It is not recommended that companies make longer substantive edits themselves. This is because the second pillar of Wikipedia – Wikipedia has a neutral point of view – says that users should take great care in editing articles on companies they work for, in order to prevent a conflict of interest. The alternative to directly editing the article is to engage and help editors who are interested in their subjects. Users can engage with a variety of different groups of people on Wikipedia in order to solicit help with their article.

Most-viewed websites worldwide

1. Google
 2. Facebook
 3. Yahoo!
 4. YouTube
 5. Windows Live
 - 6. Wikipedia**
 7. Blogger.com
 8. Baidu
 9. MSN
 10. Yahoo! Japan
- Source: Alexa (December 2009)*

The Five Pillars of Wikipedia

- 1) Wikipedia is an encyclopaedia – content should be verifiable with citations to reliable sources
 - 2) Wikipedia has a neutral point of view
 - 3) Wikipedia is free content that anyone can edit
 - 4) Wikipedians should interact in a respectful and civil manner
 - 5) Wikipedia does not have firm rules besides the five general principles presented here
- Source: Wikipedia*

The Protocol

A four-part protocol was used to analyse the Wikipedia pages of the Fortune Global 500 companies. The criteria considered the information presented and how it was displayed. Confirming the accuracy of the information in the Wikipedia articles was not part of the protocol.

Lundquist Wikipedia analysis protocol

| | |
|----------------------------|----------|
| 1. Info box | 5 points |
| 2. Page features | 6 |
| 3. Page sections | 14 |
| Total | 25 |
| 4. Extra tests (no points) | |

Info box – The first part of the protocol ranked the information in the infobox on the right-hand side of the page such as the logo and general information including year of foundation, location of headquarters, revenue, number of employees, industry and geographical areas served.

Page features – The second section looked for features that improve navigation through the encyclopaedia and link different pages in a logical way by making associations. Points were also awarded for the presence of pictures and citations that allow users to confirm easily the information in the Wikipedia entry.

Page sections – The third part evaluated the information in the main part of the entry. The Protocol took into account many different themes, from company history to business strategies, corporate governance, corporate social responsibility (CSR) and brand development. The use of charts and graphics that facilitate the presentation of the information earned points as well.

Extra tests – The fourth and final part of the protocol did not affect the scoring, but was used for investigative purposes only. It included the number of visitors per month (December 2009), the number of back links, that is to say the number of websites that link to the company’s Wikipedia page (analysed through Yahoo Explorer) and the *corporate footnotes*.

Corporate footnotes:

In 2007, a graduate student from the California Institute of Technology created a software program called Wikiscanner that scanned anonymous edits and the IP addresses that they came from. Wikiscanner then matched these IP addresses to established companies and institutions. This became an embarrassment for several companies that had anonymously edited their Wikipedia articles to make them more favourable.

About Lundquist Srl

Lundquist Srl is a corporate communications consultancy based in Milan, specialising in online financial communications, corporate websites and CSR. The company also represents Swedish consultancy Hallvarsson & Halvarsson in Austria, Italy and Switzerland. This report is part of the Lundquist research series on web 2.0.

Contacts

Eric Sylvers, Head of Social Media
 tel: (39) 02 4547 7681
 eric.sylvers@lundquist.it

Stefano Frigerio, Head of Wikipedia Research
 tel: (39) 02 4547 7682
 stefano.frigerio@lundquist.it

Lundquist research team

Andrea Di Turi – Vesna Dokic – Joakim Lundquist – James Osborne – Sara Rusconi – Alessia Soffientini – Federico Tronconi – Cristina Urban

Companies Ranked by Wikipedia Coverage

| Rank | Company | Sector | Country | score (25 max) |
|------|-------------------------------|--|---------|----------------|
| 1 | Apple | computer & IT services | USA | 22 |
| 2 | BT | telecommunications & media | UK | 21.5 |
| 3 | Nokia | telecommunications & media | FIN | 21 |
| 3 | Royal Dutch Shell | oil, gas, energy, electricity, metals & mining | NTL | 21 |
| 5 | Ford Motor | automotive | USA | 20.5 |
| 5 | Toyota Motor | automotive | JAP | 20.5 |
| 7 | Microsoft | computer and IT services | USA | 20 |
| 7 | Intel | computer & IT services | USA | 20 |
| 7 | General Electric | conglomerate | USA | 20 |
| 7 | Tesco | retail | UK | 20 |
| 7 | BP | oil, gas, energy, electricity, metals & mining | UK | 20 |
| 7 | Dell | computer & IT services | USA | 20 |
| 7 | Vodafone | telecommunications & media | UK | 20 |
| 7 | BAE Systems | aerospace, defence & airlines | UK | 20 |
| 7 | Bank of America | banking, financial services & insurance | USA | 20 |
| 16 | Wal-Mart Stores | retail | USA | 19.5 |
| 16 | IBM | computer & IT services | USA | 19.5 |
| 16 | Publix Super Markets | retail | USA | 19.5 |
| 19 | Exxon Mobil | oil, gas, energy, electricity, metals & mining | USA | 19 |
| 19 | Walt Disney | telecommunications & media | USA | 19 |
| 19 | J. Sainsbury | retail | UK | 19 |
| 19 | Coca-Cola | food services, food processing & beverages | USA | 19 |
| 23 | General Motors | automotive | USA | 18.5 |
| 23 | American Express | banking, financial services & insurance | USA | 18.5 |
| 23 | Home Depot | retail | USA | 18.5 |
| 23 | Caterpillar | manufacturing & heavy industry | USA | 18.5 |
| 23 | McDonald's | food services, food processing & beverages | USA | 18.5 |
| 28 | Target | retail | USA | 18 |
| 28 | 3M | conglomerate | USA | 18 |
| 28 | Honeywell International | conglomerate | USA | 18 |
| 28 | William Morrison Supermarkets | retail | UK | 18 |
| 32 | EADS | aerospace, defence & airlines | NTL | 17.75 |
| 32 | L'Oréal | consumer goods | FRA | 17.75 |
| 34 | Google | computer & IT services | USA | 17.5 |
| 34 | Boeing | aerospace, defense & airlines | USA | 17.5 |
| 34 | Nike | consumer goods | USA | 17.5 |
| 34 | Renault | automotive | FRA | 17.5 |
| 34 | Sprint Nextel | telecommunications & media | USA | 17.5 |
| 34 | Wells Fargo | banking, financial services & insurance | USA | 17.5 |
| 34 | Bank of Montreal | banking, financial services & insurance | CAN | 17.5 |

| Rank | Company | Country | Score | Rank | Company | Country | Score |
|------|--------------------------------|---------|-------|------|-------------------------|---------|-------|
| 41 | Royal Bank of Canada | CAN | 17.25 | 84 | Best Buy | USA | 15.5 |
| 41 | Deutsche Bank | GER | 17.25 | 84 | Hewlett-Packard | USA | 15.5 |
| 41 | Total | FRA | 17.25 | 84 | Citigroup | USA | 15.5 |
| 44 | Goodyear Tire & Rubber | USA | 17 | 84 | Hyundai Motor | SKOR | 15.5 |
| 44 | Dow Chemical | USA | 17 | 84 | Mitsubishi Motors | JAP | 15.5 |
| 44 | Procter & Gamble | USA | 17 | 84 | ING Group | NTL | 15.5 |
| 44 | GlaxoSmithKline | UK | 17 | 84 | Petrobras | BRA | 15.5 |
| 44 | Lockheed Martin | USA | 17 | 84 | Heineken Holding | NTL | 15.5 |
| 44 | General Dynamics | USA | 17 | 84 | Sunoco | USA | 15.5 |
| 44 | FedEx | USA | 17 | 96 | Aviva | UK | 15.25 |
| 44 | United Parcel Service | USA | 17 | 96 | Mazda Motor | JAP | 15.25 |
| 44 | Raytheon | USA | 17 | 96 | Air France-KLM Group | FRA | 15.25 |
| 44 | Hitachi | JAP | 17 | 99 | L.M. Ericsson | SWE | 15 |
| 44 | Électricité de France | FRA | 17 | 99 | AT&T | USA | 15 |
| 55 | Lukoil | RUS | 16.75 | 99 | Chevron | USA | 15 |
| 56 | Siemens | GER | 16.5 | 99 | Verizon Communications | USA | 15 |
| 56 | Schlumberger | USA | 16.5 | 99 | BHP Billiton | UK | 15 |
| 56 | Bouygues | FRA | 16.5 | 99 | Société Générale | FRA | 15 |
| 56 | Northrop Grumman | USA | 16.5 | 99 | Fiat | ITA | 15 |
| 56 | Macy's | USA | 16.5 | 99 | Oracle | USA | 15 |
| 56 | HSBC Holdings | UK | 16.5 | 99 | Comcast | USA | 15 |
| 56 | Motorola | USA | 16.5 | 99 | Cisco Systems | USA | 15 |
| 56 | Carrefour | FRA | 16.5 | 99 | J.P. Morgan Chase & Co. | USA | 15 |
| 56 | Bayer | GER | 16.5 | 99 | Nissan Motor | JAP | 15 |
| 56 | National Australia Bank | AUS | 16.5 | 99 | Kroger | USA | 15 |
| 56 | Mol Hungarian Oil & Gas | HUN | 16.5 | 99 | U.S. Bancorp | USA | 15 |
| 67 | Bank of Nova Scotia | CAN | 16.25 | 99 | ConocoPhillips | USA | 15 |
| 67 | U.S. Postal Service | USA | 16.25 | 99 | CVS Caremark | USA | 15 |
| 67 | Commonwealth Bank of Australia | AUS | 16.25 | 115 | Daimler | GER | 14.75 |
| 70 | DuPont | USA | 16 | 115 | BMW | GER | 14.75 |
| 70 | Johnson & Johnson | USA | 16 | 115 | Panasonic | JAP | 14.75 |
| 70 | Groupe Danone | SPA | 16 | 115 | AREVA | FRA | 14.75 |
| 70 | Sony | JAP | 16 | 119 | News Corp. | USA | 14.5 |
| 70 | Goldman Sachs Group | USA | 16 | 119 | Unilever | UK | 14.5 |
| 70 | Accenture | UK | 16 | 119 | Gazprom | RUS | 14.5 |
| 70 | Staples | USA | 16 | 119 | Suncor Energy | CAN | 14.5 |
| 70 | Lloyds Banking Group | UK | 16 | 119 | Berkshire Hathaway | USA | 14.5 |
| 70 | Valero Energy | USA | 16 | 119 | Pfizer | USA | 14.5 |
| 70 | Statoil Hydro | NOR | 16 | 119 | Robert Bosch | GER | 14.5 |
| 70 | Occidental Petroleum | USA | 16 | 119 | Safeway | USA | 14.5 |
| 81 | Toronto-Dominion Bank | CAN | 15.75 | 119 | Honda Motor | JAP | 14.5 |
| 81 | Alcatel-Lucent | FRA | 15.75 | 119 | Volvo | SWE | 14.5 |
| 81 | BASF | GER | 15.75 | 119 | Lowe's | USA | 14.5 |
| 84 | PepsiCo | USA | 15.5 | 119 | Telstra | AUS | 14.5 |
| 84 | Barclays | UK | 15.5 | 119 | Telefónica | SPA | 14.5 |
| 84 | Amazon.com | USA | 15.5 | 119 | ENI | ITA | 14.5 |

| Rank | Company | Country | Score | Rank | Company | Country | Score |
|------|--|------------|-------|------|-----------------------------|---------|-------|
| 119 | Japan Tobacco | JAP | 14.5 | 160 | France Télécom | FRA | 13.5 |
| 119 | Emerson Electric | USA | 14.5 | 160 | Zurich Financial Services | SWI | 13.5 |
| 119 | Migros | SWI | 14.5 | 160 | Lafarge | FRA | 13.5 |
| 119 | Vattenfall | SWE | 14.5 | 160 | China National Offshore Oil | CHI | 13.5 |
| 137 | Royal Philips Electronics | NTL | 14.25 | 160 | Idemitsu Kosan | JAP | 13.5 |
| 137 | Alliance Boots | SWI | 14.25 | 185 | Bank of China | CHI | 13.25 |
| 137 | Lufthansa Group | GER | 14.25 | 185 | BG Group | UK | 13.25 |
| 140 | Rio Tinto Group | UK | 14 | 185 | Sberbank | RUS | 13.25 |
| 140 | Kimberly-Clark | USA | 14 | 185 | Anheuser-Busch InBev | BEL | 13.25 |
| 140 | Enel | ITA | 14 | 185 | Banco Santander | SPA | 13.25 |
| 140 | Standard Chartered Group | HOK | 14 | 185 | Cemex | MEX | 13.25 |
| 140 | Michelin | FRA | 14 | 191 | Morgan Stanley | USA | 13 |
| 140 | Credit Suisse | SWI | 14 | 191 | UBS | SWI | 13 |
| 140 | BNP Paribas | FRA | 14 | 191 | ABB | SWI | 13 |
| 140 | Abbott Laboratories | USA | 14 | 191 | Nationwide | UK | 13 |
| 140 | Fujitsu | JAP | 14 | 191 | Canon | JAP | 13 |
| 140 | Bombardier | CAN | 14 | 191 | Vivendi | FRA | 13 |
| 140 | United States Steel | USA | 14 | 191 | Eli Lilly | USA | 13 |
| 140 | Sears Holdings Australia & New Zealand Banking | USA AUS | 14 | 191 | NEC | JAP | 13 |
| 140 | East Japan Railway | JAP | 14 | 191 | Sharp | JAP | 13 |
| 154 | AstraZeneca | UK | 13.75 | 191 | Bridgestone | USA | 13 |
| 154 | GDF Suez | FRA | 13.75 | 191 | A.P. Møller-Mærsk Group | DEN | 13 |
| 154 | Saint-Gobain | FRA | 13.75 | 191 | United Technologies | USA | 13 |
| 154 | HBOS | UK | 13.75 | 191 | E.ON | GER | 13 |
| 154 | AXA | FRA | 13.75 | 191 | Man Group | UK | 13 |
| 154 | TUI | GER | 13.75 | 191 | Petro-Canada | CAN | 13 |
| 160 | Aetna | USA | 13.5 | 206 | Royal Ahold | NTL | 12.75 |
| 160 | Manulife Financial | CAN | 13.5 | 206 | Fannie Mae | USA | 12.75 |
| 160 | Time Warner | USA | 13.5 | 206 | Archer Daniels Midland | USA | 12.75 |
| 160 | Deutsche Bahn | GER | 13.5 | 206 | Sabco | SAU | 12.75 |
| 160 | Sanofi-Aventis | FRA | 13.5 | 206 | Akzo Nobel | NTL | 12.75 |
| 160 | ArcelorMittal | LUX | 13.5 | 211 | China Mobile Communications | CHI | 12.5 |
| 160 | Humana | USA | 13.5 | 211 | Mitsubishi Heavy Industries | JAP | 12.5 |
| 160 | Mitsubishi UFJ Financial Group | JAP | 13.5 | 211 | MetLife | USA | 12.5 |
| 160 | Delphi | USA | 13.5 | 211 | Vale | BRA | 12.5 |
| 160 | Nestlé | SWI | 13.5 | 211 | Hutchison Whampoa | HOK | 12.5 |
| 160 | Petronas | USA | 13.5 | 211 | ACS | SPA | 12.5 |
| 160 | Woolworths | USA | 13.5 | 211 | Finmeccanica | ITA | 12.5 |
| 160 | Allianz | GER | 13.5 | 211 | National Grid | UK | 12.5 |
| 160 | Deere | USA | 13.5 | 211 | Japan Airlines | JAP | 12.5 |
| 160 | State Farm Insurance Cos. | USA | 13.5 | 211 | Hochtief | GER | 12.5 |
| 160 | Rite Aid | USA | 13.5 | 221 | Costco Wholesale | USA | 12.25 |
| 160 | Fujifilm Holdings | JAP | 13.5 | 221 | Kraft Foods | USA | 12.25 |
| 160 | Henkel | GER | 13.5 | 221 | Royal Bank of Scotland | UK | 12.25 |
| 160 | Anglo American | UK | 13.5 | 160 | Pemex | MEX | 13.5 |
| | | | | 221 | New York Life Insurance | USA | 12.25 |

| Rank | Company | Country | Score | Rank | Company | Country | Score |
|------|---------------------------------------|---------|-------|------|---------------------------------|---------|-------|
| 221 | British American Tobacco | UK | 12.25 | 271 | Toshiba | JAP | 11.25 |
| 221 | Vinci | FRA | 12.25 | 271 | Sodexo | FRA | 11.25 |
| 227 | Travelers Cos. | USA | 12 | 273 | Bunge | USA | 11 |
| 227 | Rosneft Oil | RUS | 12 | 273 | Magna International | CAN | 11 |
| 227 | Volkswagen | GER | 12 | 273 | POSCO | SKOR | 11 |
| 227 | Suzuki Motor | JAP | 12 | 273 | Prudential Financial | USA | 11 |
| 227 | Reliance Industries | IND | 12 | 273 | Johnson Controls | USA | 11 |
| 227 | Novartis | SWI | 12 | 273 | SK Holdings | SKOR | 11 |
| 227 | State Bank of India | IND | 12 | 273 | Acciona | SPA | 11 |
| 227 | Alcoa | USA | 12 | 273 | Skandinaviska Enskilda Banken | SWE | 11 |
| 227 | Bertelsmann | GER | 12 | 273 | Delhaize Group | BEL | 11 |
| 227 | Ricoh | JAP | 12 | 273 | Tesoro | USA | 11 |
| 227 | Swiss Reinsurance | SWI | 12 | 273 | SeverStal | RUS | 11 |
| 227 | Sinopec | CHI | 12 | 273 | Neste Oil | FIN | 11 |
| 227 | International Paper | USA | 12 | 273 | China FAW Group | CHI | 11 |
| 227 | Rabobank | NTL | 12 | 286 | Allstate | SING | 10.75 |
| 227 | Rwe | GER | 12 | 286 | UnitedHealth Group | USA | 10.75 |
| 227 | Banco Bilbao Vizcaya Argentaria | SPA | 12 | 286 | Coca-Cola Enterprises | USA | 10.75 |
| 227 | Compass Group | UK | 12 | 289 | Manpower | USA | 10.5 |
| 227 | OMV Group | AUT | 12 | 289 | Delta Air Lines | USA | 10.5 |
| 227 | Doosan | SKOR | 12 | 289 | Asustek Computer | TAIW | 10.5 |
| 227 | Nippon Oil | JAP | 12 | 289 | Roche Group | SWI | 10.5 |
| 227 | Grupo Ferrovial | SPA | 12 | 289 | Tyson Foods | USA | 10.5 |
| 248 | Dexia Group | BEL | 11.75 | 289 | Fluor | USA | 10.5 |
| 248 | DirecTV Group | USA | 11.75 | 289 | Nippon Telegraph & Telephone | JAP | 10.5 |
| 248 | Westpac Banking | AUS | 11.75 | 289 | Wesfarmers | AUS | 10.5 |
| 248 | China Ocean Shipping | CHI | 11.75 | 289 | Arcandor | GER | 10.5 |
| 248 | Centrica | UK | 11.75 | 289 | EnCana | CAN | 10.5 |
| 253 | Peugeot | FRA | 11.5 | 299 | UniCredit Group | ITA | 10.25 |
| 253 | Samsung Electronics | SKOR | 11.5 | 299 | PDVSA | VEN | 10.25 |
| 253 | Walgreen | USA | 11.5 | 301 | Husky Energy | CAN | 10 |
| 253 | Wyeth | USA | 11.5 | 301 | Imperial Tobacco Group | UK | 10 |
| 253 | Whirlpool | USA | 11.5 | 301 | Tyco International | USA | 10 |
| 253 | Hess | USA | 11.5 | 301 | Exelon | USA | 10 |
| 253 | Alstom | FRA | 11.5 | 301 | Jardine Matheson | HOK | 10 |
| 253 | Tata Steel | IND | 11.5 | 301 | Nucor | USA | 10 |
| 253 | Deutsche Telekom | GER | 11.5 | 301 | Adecco | SWI | 10 |
| 253 | Industrial & Commercial Bank of China | CHI | 11.5 | 301 | L'Air Liquide | FRA | 10 |
| 253 | Oil & Natural Gas | IND | 11.5 | 309 | Deutsche Post | GER | 9.75 |
| 253 | Merck | GER | 11.5 | 309 | China National Petroleum | CHI | 9.75 |
| 253 | KBC Group | BEL | 11.5 | 309 | Citic Group | CHI | 9.75 |
| 253 | Royal KPN | NTL | 11.5 | 312 | SNCF | FRA | 9.5 |
| 253 | Marathon Oil | USA | 11.5 | 312 | ThyssenKrupp | GER | 9.5 |
| 253 | Mizuho Financial Group | JAP | 11.5 | 312 | China United Telecommunications | CHI | 9.5 |
| 253 | Tokyo Electric Power | JAP | 11.5 | 312 | TJX | USA | 9.5 |
| 253 | Wolseley | UK | 11.5 | 312 | Metro Group | GER | 9.5 |

| Rank | Company | Country | Score | Rank | Company | Country | Score |
|------|-------------------------------------|---------|-------|------|--|---------|-------|
| 312 | AMR | USA | 9.5 | 356 | Constellation Energy | USA | 8 |
| 312 | Commerzbank | GER | 9.5 | 356 | Aisin Seiki | JAP | 8 |
| 312 | Xstrata | SWI | 9.5 | 356 | Bayerische Landesbank | GER | 8 |
| 312 | Banco do Brasil | BRA | 9.5 | 356 | Tokio Marine Holdings | JAP | 8 |
| 312 | Skanska | SWE | 9.5 | 356 | China State Construction Engineering | CHI | 8 |
| 312 | CRH | UK | 9.5 | 356 | Chubu Electric Power | JAP | 8 |
| 323 | Hon Hai Precision Industry | TAIW | 9.25 | 356 | China Southern Power Grid | CHI | 8 |
| 323 | GMAC | USA | 9.25 | 371 | Veolia Environnement | FRA | 7.75 |
| 323 | Christian Dior | FRA | 9.25 | 371 | COFCO | CHI | 7.75 |
| 323 | Aluminum Corp. of China | CHI | 9.25 | 373 | George Weston | CAN | 7.5 |
| 327 | Sysco | USA | 9 | 373 | Softbank | JAP | 7.5 |
| 327 | Metalúrgica Gerdau | BRA | 9 | 373 | Holcim | SWI | 7.5 |
| 327 | Cigna | USA | 9 | 373 | Mitsui OSK Lines | JAP | 7.5 |
| 327 | Flextronics International | SING | 9 | 373 | Liberty Mutual Insurance Group | USA | 7.5 |
| 327 | China Telecommunications | CHI | 9 | 373 | Mapfre Group | SPA | 7.5 |
| 327 | McKesson | USA | 9 | 373 | Murphy Oil | USA | 7.5 |
| 327 | Caltex Australia | AUS | 9 | 373 | Galp Energia | POR | 7.5 |
| 327 | Mitsubishi Electric | JAP | 9 | 373 | Japan Post Holdings | JAP | 7.5 |
| 327 | Fomento de Construcciones | USA | 9 | 373 | China Metallurgical Group | CHI | 7.5 |
| 327 | Scottish & Southern Energy | UK | 9 | 373 | Jiangsu Shagang Group | CHI | 7.5 |
| 327 | China Railway Group | CHI | 9 | 373 | Eiffage | FRA | 7.5 |
| 327 | State Grid | CHI | 9 | 373 | Dai-ichi Mutual Life Insurance | JAP | 7.5 |
| 339 | China Construction Bank | CHI | 8.75 | 386 | Nordea Bank | SWE | 7.25 |
| 339 | Northwestern Mutual | USA | 8.75 | 387 | PPR | FRA | 7 |
| 339 | Israel Corp. | ISR | 8.75 | 387 | Groupe Auchan | FRA | 7 |
| 342 | LyondellBasell Industries | NL | 8.5 | 387 | WellPoint | USA | 7 |
| 342 | UAL | USA | 8.5 | 387 | Shanghai Automotive | CHI | 7 |
| 342 | Power Corp. of Canada | CAN | 8.5 | 387 | Komatsu | JAP | 7 |
| 342 | LG | SKOR | 8.5 | 387 | Cardinal Health | USA | 7 |
| 342 | Bristol-Myers Squibb | USA | 8.5 | 387 | Nippon Steel | JAP | 7 |
| 342 | Schneider Electric | FRA | 8.5 | 387 | Onex | CAN | 7 |
| 342 | Hyundai Heavy Industries | SKOR | 8.5 | 387 | Assicurazioni Generali | ITA | 7 |
| 342 | TIAA-CREF | USA | 8.5 | 387 | Evonik Industries | GER | 7 |
| 342 | HCA | UK | 8.5 | 387 | Hypo Real Estate Holding | GER | 7 |
| 342 | Express Scripts | USA | 8.5 | 387 | HeidelbergCement | GER | 7 |
| 342 | Massachusetts Mutual Life Insurance | USA | 8.5 | 387 | China Railway Construction | CHI | 7 |
| 342 | Mitsubishi | JAP | 8.5 | 387 | Yamada Denki | JAP | 7 |
| 342 | Danske Bank Group | DEN | 8.5 | 387 | Evraz Group | RUS | 7 |
| 342 | Nippon Yusen | JAP | 8.5 | 387 | Energie Baden-Württemberg | GER | 7 |
| 356 | Philip Morris International | USA | 8 | 387 | Kobe Steel | JAP | 7 |
| 356 | Poste Italiane | ITA | 8 | 387 | Mitsui Sumitomo Insurance Group Holdings | JAP | 7 |
| 356 | Intesa Sanpaolo | ITA | 8 | 387 | Cosmo Oil | JAP | 7 |
| 356 | Medco Health Solutions | USA | 8 | 387 | Cepsa | SPA | 7 |
| 356 | Agricultural Bank of China | CHI | 8 | 407 | Continental | GER | 6.5 |
| 356 | Erste Group Bank | GER | 8 | 407 | Repsol YPF | SPA | 6.5 |
| 356 | Seven & I Holdings | JAP | 8 | 407 | Crédit Agricole | FRA | 6.5 |
| 356 | Itochu | JAP | 8 | 407 | Telecom Italia | ITA | 6.5 |

| Rank | Company | Country | Score | Rank | Company | Country | Score |
|------|-----------------------------------|---------|-------|------|--------------------------------|---------|-------|
| 407 | Munich Re Group | GER | 6.5 | 454 | China Life Insurance | CHI | 4 |
| 407 | Koç Holding | TUR | 6.5 | 454 | Hanwha | SKOR | 4 |
| 407 | Edeka Zentrale | GER | 6.5 | 454 | DZ Bank | GER | 4 |
| 407 | Baosteel Group | CHI | 6.5 | 454 | Kansai Electric Power | JAP | 4 |
| 407 | Banco Bradesco | BRA | 6.5 | 461 | Itaúsa-Investimentos Itaú | BRA | 3.75 |
| 407 | PKN Orlen Group | POL | 6.5 | 462 | Hindustan Petroleum | IND | 3.5 |
| 407 | Randstad Holding | NL | 6.5 | 462 | Ingram Micro | USA | 3.5 |
| 407 | PTT | THAI | 6.5 | 462 | GS Holdings | SKOR | 3.5 |
| 407 | China Communications Construction | CHI | 6.5 | 462 | Noble Group | HOK | 3.5 |
| 407 | CHS | USA | 6.5 | 462 | Rexel | FRA | 3.5 |
| 407 | Gas Natural SDG | SPA | 6.5 | 462 | CFE | MEX | 3.5 |
| 407 | China Minmetals | CHI | 6.5 | 462 | Sumitomo Life Insurance | JAP | 3.5 |
| 407 | Meiji Yasuda Life Insurance | JAP | 6.5 | 462 | Korea Gas | SKOR | 3.5 |
| 424 | Indian Oil | IND | 6.25 | 462 | Kajima | JAP | 3.5 |
| 424 | Bharat Petroleum | IND | 6.25 | 471 | Petroplus Holdings | NL | 3 |
| 426 | América Móvil | MEX | 6 | 471 | Tech Data | USA | 3 |
| 426 | KDDI | JAP | 6 | 471 | Enterprise GP Holdings | USA | 3 |
| 426 | Kirin Holdings | JAP | 6 | 474 | Sinosteel | CHI | 2.5 |
| 426 | KfW Bankengruppe | GER | 6 | 474 | Supervalu | USA | 2.5 |
| 426 | Bank of Communications | CHI | 6 | 474 | GasTerra | NL | 2.5 |
| 426 | AmerisourceBergen | USA | 6 | 477 | La Poste | FRA | 2 |
| 426 | Sumitomo Mitsui Financial Group | JAP | 6 | 477 | Norddeutsche Landesbank | GER | 2 |
| 426 | JFE Holdings | JAP | 6 | 479 | Groupama | FRA | 1.5 |
| 426 | Nippon Life Insurance | JAP | 6 | 479 | Mitsubishi Chemical Holdings | JAP | 1.5 |
| 426 | Hebei Iron & Steel Group | CHI | 6 | 481 | Shimizu | JAP | 1 |
| 437 | Quanta Computer | TAIW | 5.75 | 481 | Plains All American Pipeline | USA | 1 |
| 437 | Landesbank Baden-Württemberg | GER | 5.75 | 483 | Sumitomo Electric Industries | JAP | 0.5 |
| 439 | S-Oil | SKOR | 5.5 | 483 | Crédit Industriel & Commercial | FRA | 0.5 |
| 439 | Iberdrola | SPA | 5.5 | 485 | Wilmar International | SING | 0 |
| 439 | Foncière Euris | FRA | 5.5 | 485 | China South Industries Group | CHI | 0 |
| 439 | Samsung C&T | SKOR | 5.5 | 485 | Sinochem | CHI | 0 |
| 439 | Korea Electric Power | SKOR | 5.5 | 485 | Cathay Life Insurance | TAIW | 0 |
| 439 | Aviation Industry Corp. of China | CHI | 5.5 | 485 | T&D Holdings | JAP | 0 |
| 439 | China Huaneng Group | CHI | 5.5 | 485 | Premafin Finanziaria | ITA | 0 |
| 446 | Denso | JAP | 5 | 485 | Nippon Mining Holdings | JAP | 0 |
| 446 | CNP Assurances | FRA | 5 | 485 | Showa Shell Sekiyu | JAP | 0 |
| 448 | Sumitomo | JAP | 4.5 | 485 | Formosa Petrochemical | TAIW | 0 |
| 448 | AEON | JAP | 4.5 | 485 | Heraeus Holding | GER | 0 |
| 448 | Groupe Caisse d'Épargne | FRA | 4.5 | 485 | Mediceo Paltac Holdings | JAP | 0 |
| 448 | EDP-Energias de Portugal | POR | 4.5 | 485 | Franz Haniel | GER | 0 |
| 448 | CPC | TAIW | 4.5 | 485 | Cie Nationale à Portefeuille | FRA | 0 |
| 448 | Samsung Life Insurance | SKOR | 4.5 | 485 | Maruhan | JAP | 0 |
| 454 | Surgutneftegas | RUS | 4 | 485 | Marquard & Bahls | GER | 0 |
| 454 | Mitsui | JAP | 4 | 485 | Alfresa Holdings | JAP | 0 |