

UK'S MOST ADMIRABLE COMPANIES IN THE TELECOMMUNICATIONS SECTOR - 2010

		QMan	Rank	FS	Rank	QG&S	Rank	AAT	Rank	VLT	Rank	CI	Rank	QMar	Rank	C&ER	Rank	UCA	Rank	TOTAL	Rank
1	BT Group	6.5	4	5.1	6	5.6	4	5.2	6	4.9	4	4.6	7	5.0	6	6.6	1	5.3	4	48.7	5
2	Cable & Wireless Communications	6.0	6	5.0	7	5.0	7	5.2	7	4.7	6	3.8	9	4.2	9	4.9	7	4.7	9	43.4	7
3	Cable & Wireless Worldwide	5.1	8	4.9	8	5.5	5	5.5	4	4.8	5	4.8	5	4.6	7	5.0	6	5.3	4	45.6	6
4	COLT Telecom*	5.6	7	5.7	3	5.3	6	4.4	8	4.1	10	4.1	8	4.2	8	4.7	8	4.8	8	42.9	8
5	Inmarsat	7.8	1	6.8	2	7.5	1	6.5	2	7.0	2	7.6	1	5.3	4	5.1	5	7.1	1	60.6	1
6	KCOM Group	4.7	9	4.3	9	5.0	7	3.3	10	4.4	7	3.4	10	3.4	10	4.4	9	4.9	7	37.9	10
7	Talk Talk	6.5	3	5.5	5	5.0	7	5.5	4	4.3	8	5.2	4	6.9	1	5.3	3	6.5	2	50.8	4
8	Telecom plus	4.6	10	4.0	10	4.4	10	3.6	9	4.2	9	4.8	6	5.2	5	3.4	10	4.4	10	38.6	9
9	Virgin Media	7.3	2	5.6	4	6.7	3	6.0	3	5.9	3	6.3	2	6.1	2	5.2	4	5.7	3	54.9	3
10	Vodafone	6.3	5	8.3	1	7.1	2	7.0	1	7.1	1	6.1	3	6.0	3	6.2	2	5.1	6	59.1	2
																				482.5	

QMan = Quality of Management | FS = Financial Soundness | QG&S = Quality of Goods & Services | AAT = Ability to Attract, Develop and Retain Top Talent | VLT = Value as a Long Term Investment | CI = Capacity to Innovate | Q Mar = Quality of Marketing | C&ER = Community and Environmental Responsibility | UCA = Use of Corporate Assets

