

2021 Axios Harris Poll 100

May 2021



The 22nd Annual Reputation Quotient Study

The Axios Harris Poll 100 measures what real people think right now about the companies in our cultural conversation—based on The Harris Poll’s Reputation Quotient (RQ) framework.

The Axios Harris Poll 100 is a trusted ranking of the reputations of the companies most on the minds of Americans using a framework Harris has used since 1999.

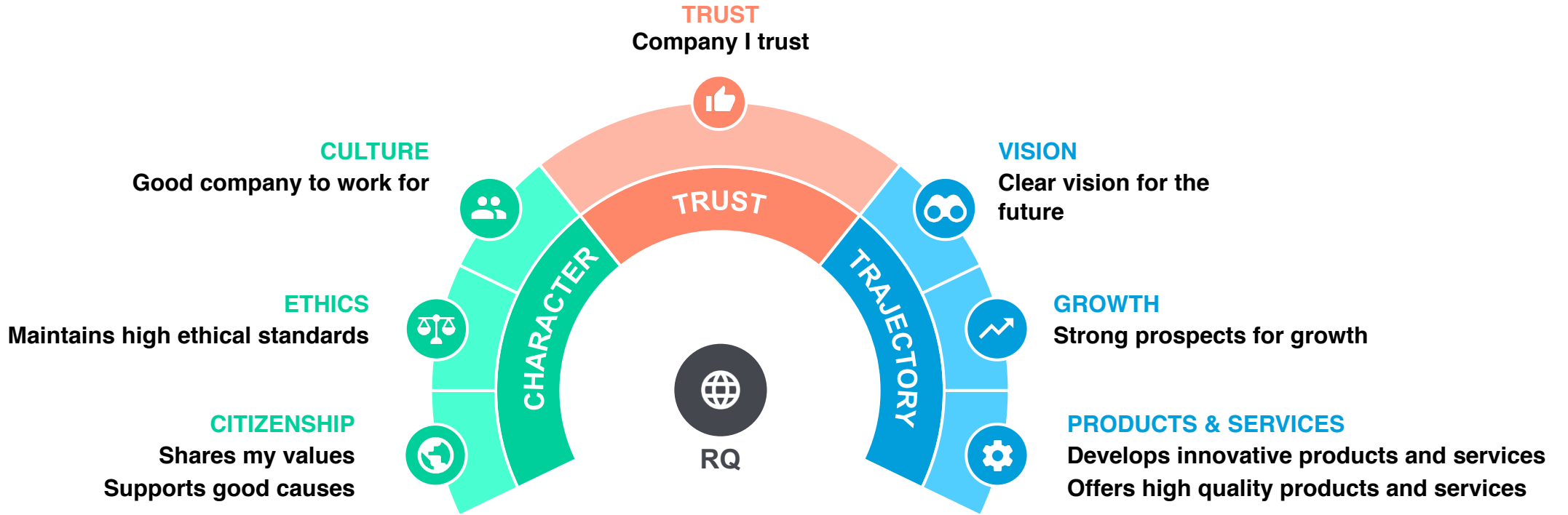
Americans are asked which two – in their opinion – stand out as having the *best* reputation and which two have the *worst* reputation in America today. All nominations – best and worst – are compiled into an aggregate list to determine the “Most Visible” companies. Subsidiaries and brands are tallied within the parent company to create a total number of nominations for each company.

A second set of respondents then rate the 100 most visible companies on nine dimensions of reputation to calculate the company’s RQ score and the 100 Most Visible ranking.





Harris Poll's Framework for Understanding Reputation





The 2021 Axios Harris Poll 100

	RANK 1-25	RQ
1	Patagonia	82.7
2	Honda	81.6
3	Moderna	81.3
4	Chick-fil-A	81.1
5	SpaceX	81.1
6	Chewy	80.9
7	Pfizer	80.2
8	Tesla Motors	80.2
9	Costco	80.1
10	Amazon.com	80.0
11	REI	79.9
12	USAA	79.2
13	Wegmans	79.2
14	Subaru	79.2
15	Unilever	79.2
16	Apple	79.1
17	In-n-Out Burger	78.7
18	Toyota	78.7
19	UPS	78.6
20	PepsiCo	78.5
21	IKEA	78.4
22	Lowe's	78.3
23	Publix Supermarkets	78.2
24	CVS	78.2
25	3M	78.1

	RANK 26-50	RQ
26	HP, Inc.	78.1
27	Berkshire Hathaway	78.0
28	Hulu	77.9
29	Nestle	77.7
30	The Kroger Company	77.5
31	Samsung	77.5
32	Paypal	77.5
33	FedEx Corporation	77.4
34	Sony	77.3
35	Procter and Gamble	77.0
36	Microsoft	76.8
37	Walt Disney Company	76.7
38	Netflix	76.4
39	IBM	76.3
40	General Electric	76.1
41	Target	76.0
42	Wayfair	75.8
43	Citigroup	75.7
44	American Express	75.6
45	The Home Depot	75.4
46	Walgreens	75.3
47	Kaiser Permanente	75.3
48	Best Buy	75.2
49	Adidas	75.1
50	Ford Motor Company	75.1

	RANK 51-75	RQ
51	Electronic Arts, Inc.	74.7
52	State Farm Insurance	74.7
53	Hobby Lobby	74.5
54	JPMorgan Chase & Co.	74.5
55	Kohl's	74.4
56	T-Mobile	74.3
57	Domino's Pizza	73.7
58	Coca-Cola Company	73.7
59	Goya	73.5
60	Google	73.3
61	Verizon Communications	73.2
62	Nike	72.8
63	Nordstrom	72.8
64	Macy's	72.3
65	Starbucks Corporation	72.3
66	eBay	72.1
67	Wendy's	72.1
68	General Motors	72.0
69	Royal Dutch Shell	71.6
70	Yum! Brands	71.5
71	Dollar General	71.4
72	Johnson & Johnson	71.4
73	McDonald's	71.1
74	Dollar Tree	71.1
75	Fiat Chrysler Automobiles	70.8

	RANK 76-100	RQ
76	Chipotle	70.8
77	Bank of America	70.5
78	Reddit	70.4
79	Robinhood	70.4
80	ExxonMobil	70.4
81	Delta Air Lines	70.4
82	GameStop	69.7
83	Walmart	69.7
84	Burger King	69.4
85	BP	68.2
86	AT&T	67.6
87	United Airlines	67.4
88	Huawei Technologies	67.1
89	JCPenney	66.3
90	Uber	66.2
91	My Pillow	66.0
92	Comcast	65.8
93	Twitter	63.4
94	TikTok	63.0
95	Wells Fargo & Company	63.0
96	Sears	61.2
97	Wish.com	60.7
98	Facebook	60.0
99	Fox Corporation	59.2
100	The Trump Organization	56.9

Guide to RQ® Scores: **80 & Above: Excellent** | **75-79: Very Good** | **70-74: Good** | **65-69: Fair** | **55-64: Poor** | **50-54: Very Poor** | **Below 50: Critical**



Most Visible Companies in America Today by Number of Nominations

1 amazon	2 Walmart ✱	3 Apple	4 facebook	5 Google	6 TARGET.	7 Microsoft	8 WELLS FARGO	9 NIKE	10 McDonald's
11 Chick-fil-A	12 sears	13 AT&T	14 Ford	15 twitter	16 COSTCO WHOLESALE	17 SAMSUNG	18 TESLA	19 Comcast	20 T-Mobile
21 verizon	22 TRUMP THE TRUMP ORGANIZATION	23 Coca-Cola	24 gm	25 THE HOME DEPOT	26 BEST BUY	27 TOYOTA	28 Bank of America.	29 Yum!	30 LOWE'S
31 EXXON	32 ebay	33 Starbucks	34 The Walt Disney Company	35 GameStop	36 Publix.	37 Kroger	38 HOBBY LOBBY	39 GE	40 IBM
41 SONY	42 macy's	43 FOX	44 Johnson & Johnson	45 BURGER KING	46 DOLLAR GENERAL	47 NETFLIX	48 PEPSICO	49 KOHLS	50 robinhood
51 CVS pharmacy	52 J.P.Morgan	53 My Pillow	54 bp	55 JCPenney	56 hp	57 UBER	58 USAA	59 P&G	60 wish
61 FCA FIAT CHRYSLER AUTOMOBILES	62 DOLLAR TREE	63 NORDSTROM	64 Walgreens	65 adidas	66 BERKSHIRE HATHAWAY INC.	67 Nestlé	68 CHIPOTLE MEXICAN GRILL	69 State Farm	70 TikTok
71 UNITED	72 Wegmans	73 Wendy's	74 Unilever	75 HONDA	76 AMERICAN EXPRESS	77 ups	78 SUBARU	79 citibank	80 Pfizer
81 3M	82 chewy	83 patagonia	84 KREI	85 IN-N-OUT BURGER	86 EA	87 FedEx	88 reddit	89 wayfair	90 SPACEX
91 Domino's	92 DELTA	93 IKEA	94 PayPal	95 moderna	96 HUAWEI	97 GOYA.	98 hulu	99 KAISER PERMANENTE	100 Shell



Biggest Drops, Improvements in RQ Score

Biggest Declines in Score





	2020	2021	Change Score Change
Fox Corporation	63.1	59.2	-6.14%
TikTok	66.5	63.0	-5.21%
Google	77.2	73.3	-5.03%
Adidas	78.8	75.1	-4.63%
Delta Air Lines	73.3	70.4	-3.98%
Sears	63.7	61.2	-3.95%
Yum! Brands	74.4	71.5	-3.90%
Publix Supermarkets	81.2	78.2	-3.72%
Uber	68.7	66.2	-3.68%
Procter & Gamble	79.9	77.0	-3.59%

Biggest Improvements in Score

	2020	2021	Change Score Change
Pfizer	73.0	80.2	+9.86%
Dollar General	65.6	71.4	+8.79%
Patagonia	76.1	82.7	+8.69%
Hobby Lobby	70.2	74.5	+6.20%
JCPenney	63.5	66.3	+4.48%
Unilever	75.9	79.2	+4.39%
Trump Organization	54.5	56.9	+4.37%
eBay	69.1	72.1	+4.36%
BP	65.6	68.2	+4.04%
Bank of America	67.8	70.5	+4.00%



Newcomers to the Most Visible List in 2021

	#3
	#5
	#6
	#11
	#14
	#17
	#42
	#47

	#59
	#78
	#79
	#82
	#88
	#91
	#94
	#97



Top Performing Companies by Reputation Dimension

	Trust	Culture	Ethics	Citizenship	Vision	Growth	P&S
1.	Chewy	Patagonia	Patagonia	Patagonia	SpaceX	Amazon.com	Honda
2.	Chick-fil-A	Chick-fil-A	Chick-fil-A	Chewy	Tesla Motors	SpaceX	Patagonia
3.	Patagonia	Costco	Chewy	USAA	Amazon.com	Pfizer	Pfizer
4.	Costco	PepsiCo	Moderna	Moderna	PepsiCo	Chewy	Tesla Motors
5.	Honda	Honda	Honda	Costco	Pfizer	Chick-fil-A	SpaceX
6.	Amazon.com	Subaru	Subaru	Chick-fil-A	Honda	Tesla Motors	Apple
7.	IKEA	Chewy	USAA	Unilever	Nestle	Moderna	Chewy
8.	CVS	UPS	Wegmans	Subaru	Patagonia	Apple	Moderna
9.	Lowe's	USAA	REI	Pfizer	Moderna	Patagonia	Amazon.com
10.	USAA	Publix	Costco	Wegmans	USAA	Subaru	REI



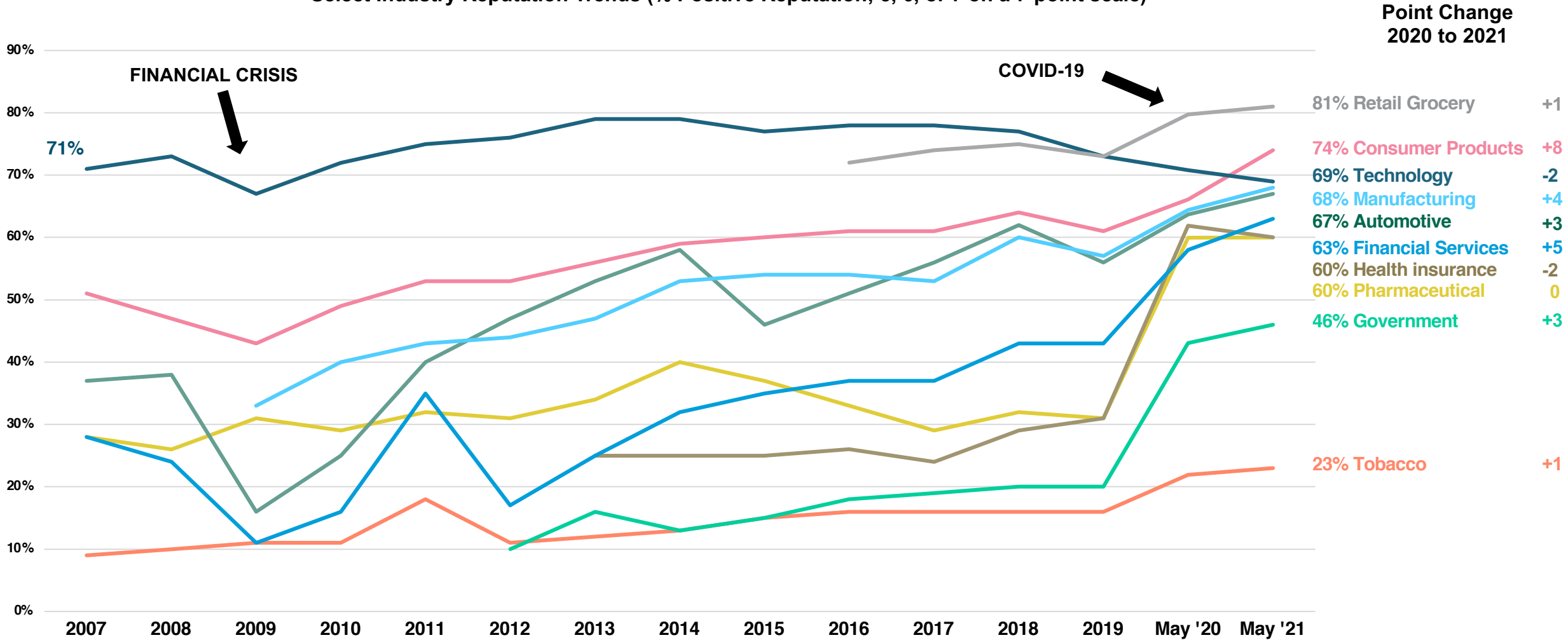
Worst Performing Companies by Reputation Dimension

	Trust	Culture	Ethics	Citizenship	Vision	Growth	P&S
91.	Sears	Comcast	My Pillow	AT&T	My Pillow	Macy's	JCPenney
92.	Wish.com	Walmart	Huawei Technologies	Huawei Technologies	Wells Fargo & Company	Twitter	TikTok
93.	Wells Fargo & Company	TikTok	Twitter	Twitter	Twitter	Wells Fargo & Company	Dollar Tree
94.	Twitter	Twitter	Comcast	TikTok	Comcast	Wish.com	Wells Fargo & Company
95.	Huawei Technologies	Wells Fargo & Company	TikTok	Wells Fargo & Company	Wish.com	Facebook	Twitter
96.	Comcast	Facebook	Wells Fargo & Company	Wish.com	Facebook	My Pillow	Facebook
97.	TikTok	Fox Corporation	Fox Corporation	Comcast	JCPenney	JCPenney	Sears
98.	Fox Corporation	Wish.com	Wish.com	Fox Corporation	Fox Corporation	Fox Corporation	Wish.com
99.	The Trump Organization	Sears	Facebook	Facebook	The Trump Organization	The Trump Organization	Fox Corporation
100.	Facebook	The Trump Organization	The Trump Organization	The Trump Organization	Sears	Sears	The Trump Organization



Pharma, Health Insurance Continue to See Reputations Bolstered by Pandemic

Select Industry Reputation Trends (% Positive Reputation; 5, 6, or 7 on a 7-point scale)



Base: All gen pop respondents (MAY 2020 N=34026; MAY 2021 N=2096) Q1314. For this question, we'd like you to think about industries in general. How would you rate the overall reputation of the following industries, where "1" means the industry has a "Very Bad" reputation and "7" means the industry has a "Very Good" reputation?



Top Performing Companies by Key Demographics

RQ

	GOP	Dem	Millennial	Boomer	Rural	Urban
1.	Chick-fil-A	Patagonia	Patagonia	Chick-fil-A	Chick-fil-A	Pfizer
2.	SpaceX	Pfizer	Subaru	Moderna	Amazon.com	Hulu
3.	The Trump Organization	Chewy	Target	Honda	Chewy	Patagonia
4.	My Pillow	Amazon.com	IKEA	Chewy	SpaceX	Honda
5.	Honda	Subaru	American Express	SpaceX	Toyota	SpaceX
6.	Chewy	3M	CVS	Costco	Subaru	FedEx
7.	Wegmans	Moderna	Chewy	Pfizer	Patagonia	CVS
8.	USAA	Netflix	Citigroup	Patagonia	The Walt Disney Company	Microsoft
9.	Moderna	PepsiCo	Tesla Motors	Microsoft	CVS	UPS
10.	Goya	Tesla Motors	The Kroger Company	UPS	IBM	Moderna

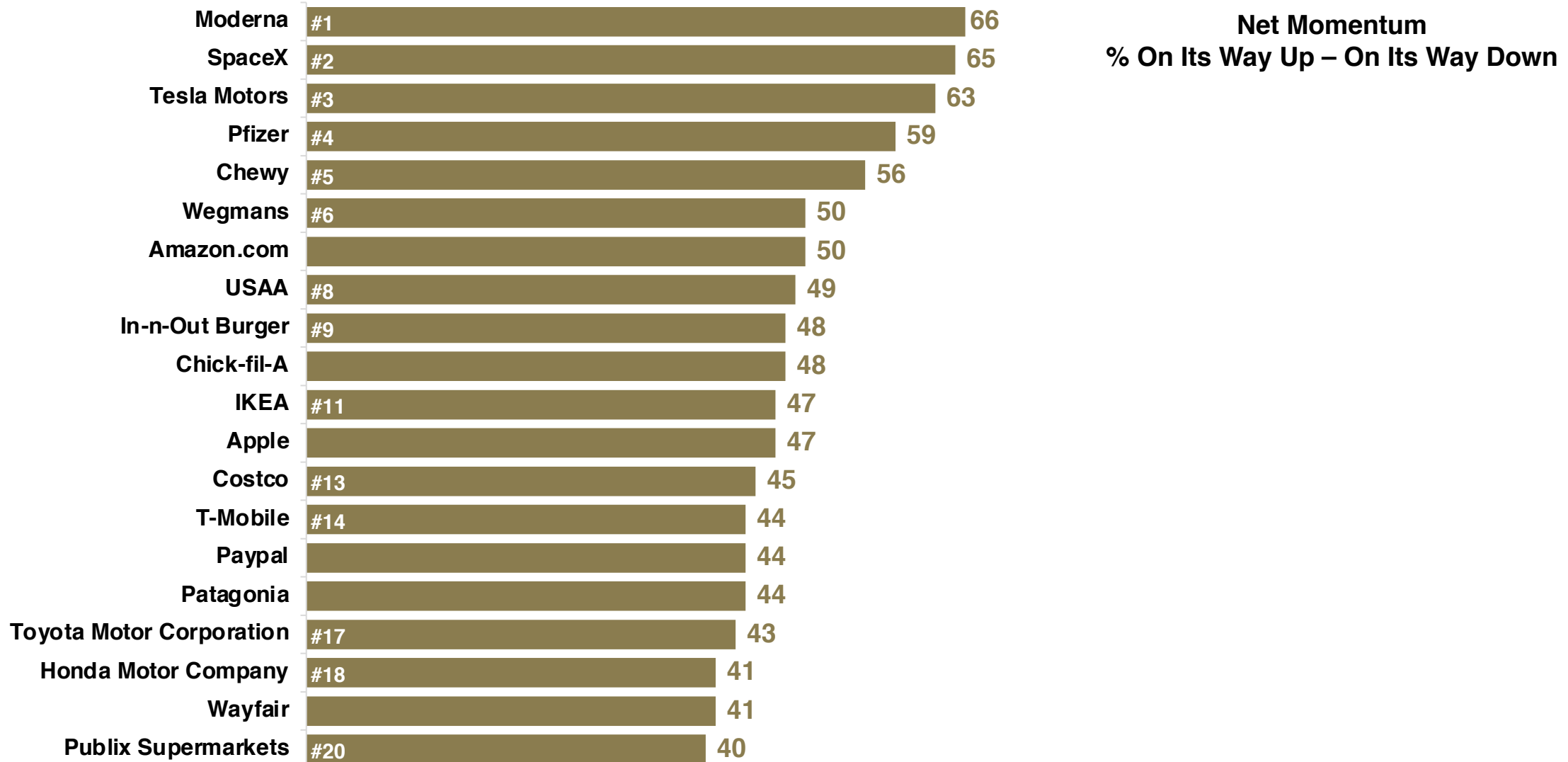


Most Ethical Companies by Key Demographics

	Ethics					
	GOP	Dem	Millennial	Boomer	Rural	Urban
1.	Chick-fil-A	Patagonia	Subaru	Chick-fil-A	Chick-fil-A	Patagonia
2.	USAA	Chewy	Patagonia	Chewy	Subaru	Hulu
3.	In-n-Out Burger	Subaru	Chewy	Honda Motor Company	Toyota Motor Corporation	Chewy
4.	Honda	Moderna	Target	Moderna	Patagonia	Chick-fil-A
5.	Wegmans	Netflix	The Kroger Company	Patagonia	Amazon.com	PepsiCo
6.	The Trump Organization	Paypal	3M	In-n-Out Burger	CVS	Wegmans
7.	Hobby Lobby	USAA	Hulu	Costco	Chewy	Pfizer
8.	My Pillow	Lowe's	In-n-Out Burger	USAA	The Walt Disney Company	Toyota
9.	Moderna	Nike	IKEA	Wegmans	SpaceX	In-n-Out Burger
10.	The Kroger Company	Target	USAA	Subaru	USAA	Paypal

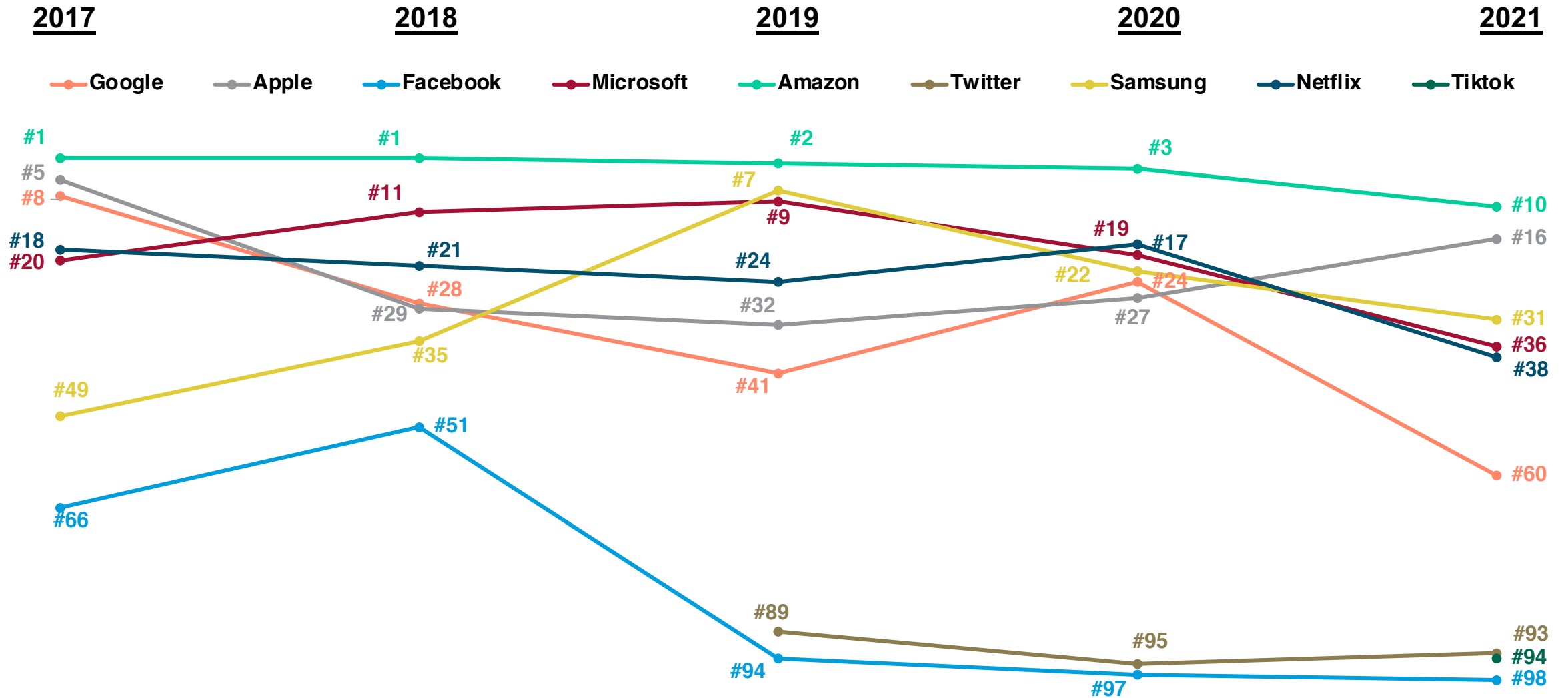


Velocity List 2021 Is a Story of COVID... and Elon Musk





After a Tumultuous Year, Apple Is Only Tech Company to Improve Its Reputation





The Harris Poll

Harris Insights & Analytics, A Stagwell LLC Company

Thank You!

John Gerzema

CEO, The Harris Poll

JGerzema@harrispoll.com

Ray Day

Vice Chair, The Stagwell Group

RayDay@teamstagwell.com

Will Johnson

CEO, The Harris Poll

WJohnson@harrispoll.com

Wendy Salomon

Managing Director, Corporate Strategy & Reputation

Wendy.Salomon@harrispoll.com