THE 100 MOST VISIBLE COMPANIES
About The Axios Harris Poll 100

The Axios Harris Poll 100 ranks the reputations of the most visible companies in the United States. The survey is conducted among 18,228 Americans in a nationally representative sample. Powered by twenty years of proprietary research from The Harris Poll Reputation Quotient, The Axios Harris Poll 100 is a measurement of what real people think right now about the companies in our cultural conversation.

The Axios Harris Poll 100 is built on a two-step process. The study starts fresh each year by surveying the public’s top of mind awareness of companies who either excelled or faltered in society. These 100 “most visible companies”—for good or bad reasons—are then ranked by a second group of Americans across key dimensions of corporate reputation attributes to arrive at the ranking where 1=Best and 100=Worst. If a company is not on our list, it does not suggest that they have either good or bad reputation, but rather they didn’t reach a critical level of visibility to be measured.
Methodology

RESEARCH FRAMEWORK

Phase 1: Visibility – Which Companies have The Best And Worst Reputations (Unaided)

- Two open-end questions are used: Of all the companies that you’re familiar with or that you might have heard about, which TWO – in your opinion – stand out as having the BEST (and WORST) reputations overall?
- All responses are tallied (with sub brands collapsed within the parent company) to create a total number of nominations for each company.
- Conducted among 6,118 U.S. adults 18+ in three waves: November 8th to 12th, 13 to 15th, and 27th to 29th, 2018.

Phase 2: Associations – Company Ratings Across Key Attributes

The RQ Ratings phase survey is conducted online in English and takes place among the general public, adults 18+.

- Respondents are randomly assigned to rate two of the companies with which they are “very” or “some-what” familiar. Each interview lasts approximately 20 minutes.
- This year’s rating interviews took place online between January 2nd to 18th, 2019 among 18,228 U.S. adults to obtain an average of approximately 300 ratings per company.

An RQ score is calculated by: \( \frac{\text{Sum of ratings of each of the 9 attributes}}{\text{the total number of attributes answered} \times 7} \) \times 100. The maximum RQ score is 100. RQ performance ranges are as follows: 80 & above: Excellent | 75-79: Very Good | 70-74: Good | 65-69: Fair | 55-64: Poor | 50-54: Very Poor | Below 50: Critical
Key Findings

1. Government Inc.
The U.S. Government is the Worst Company in America, According to its Customers (The Citizens of America)

2. The Tyranny of Convenience
Americans Have Acquired “Prime” Tastes and Expectations, but a Growing Number Are Wary of Amazon’s Power and Influence Over Society

3. De•FAANGed
Techlash: FAANG Tumbles in the Wake of Scandal, Deception and Corruption

4. Captains of Controversy
When The Celebrity CEO Becomes a Liability

5. Health, Well and Fresh
And The Death Of The Processed Marketplace
Government Inc.
The U.S. Government is the Worst Company in America, According to its Customers (The Citizens of America)


Never matter that the government isn’t technically a company. It isn’t on the FORTUNE 500. But Americans feel the way the Democrats and the Republicans run business is the worst of any company they can imagine. On an unaided basis, Americans (both progressives and conservatives) called out Uncle Sam Inc. as the least respected and trustworthy company in America.

These and other socially active companies like Home Depot (up to #12 from #26), Unilever (up to #25 from #37), General Electric (#43 from #52), Ikea (2019 newcomer at #26) all made big strides this year to fill the void in leadership created by government dysfunction and instill trust in the American public.

In fact, the traditional issues government was once expected to solve are now offered by Americans as invitations to business. For example, 54% of the public want companies to make an impact on Job Creation, but only 24% feel companies are actually having a positive impact. Similarly the public also wants companies to address Immigration (41%), Education (59%), Health Care (66%), Environment (49%) but feel more can be done, as less than 20% feel companies are making a positive impact across these issues.

From failure to move policies forward on issues like climate change and income inequality, Americans are now concerned about social issues and have turned to business to get involved. In a recent Harris Poll survey, 80% of Americans don’t believe government can solve today’s societal issues alone and want business to step in and support.¹

The private sector is coming in droves and asserting their leadership in society. In fact, among the top 10 on The Axios Harris Poll 100 this year include socially responsible companies like Patagonia who has aggressively championed climate change legislation (moving to #3 up from #9 last year), L.L Bean, who donated $3 million this year to National Parks Foundation (moving to #4 from #15 last year) and P&G who is curbing plastic waste by selling products in glass, steel and other containers designed to be returned, cleaned and refilled (up to #8 from #20 last year). In fact, Patagonia and L.L. Bean are side by side in top 10 for Citizenship, Culture, and Ethics.

How much do you agree with the following statements about the U.S. Government?
(Those who agree rated the company a 6 or 7 on a 7-point scale, with 7 being the statement “describes the company very well”)

“Shares my values”
9% AGREE

“Speaks out on social issues that are important to me”
10% AGREE

¹ - Harris Poll proprietary survey (2017)
For three years, America voted Amazon its top company for corporate reputation. And no wonder, with an ever-streaming array of consumer convenience innovation arriving at America’s doorsteps, from Amazon prime to two-hour Whole Foods delivery to Alexa, consumers could look the other way. But suddenly, amid a high profile search and last minute cancellation for HQ2, and the ensuing fallout with Alexandria Ocasio-Cortez and company, America still loves its smiling boxes, but are beginning to grow uneasy with Amazon’s reach and power.

This year Amazon dropped from the top spot and fell out of top 10 rankings for Ethics and Culture - amid a year of tabloid attacks on its CEO, backlash from Whole Foods employees and rising reports of fake products being sold online. But Americans still ranked the Seattle giant #1 for Trajectory, Growth and Vision, signaling they see no sign that Bezos & company won’t keep growing and dominating more sectors of American industry.

Americans might be beginning to question the side-effects from the Amazon Effect and the Prime lifestyle they’ve grown accustomed to; while the public ranked Amazon #2 for Products & Services, they ranked Amazon much lower for ethical attributes like “speaking out on social issues that are important to me” (#36), “maintains high ethical standards” (#16), and “looks like a good company to work for” (#12).

And therein lies the Public’s dilemma with Amazon. RQ 2019 reveals Americans are torn between the ethical side-effects and the elevated Prime lifestyle they’ve grown accustomed to from Amazon’s innovation. People are often noted in research for saying one thing and doing another. And here, Amazon’s growth shows no signs of abating. But how long will Americans look away?
From Facebook’s cooperation with Cambridge Analytica — a data firm used by President Donald Trump’s 2016 campaign to target voters — with 87 million users’ personal information without obtaining proper consent–– to the ensuing Capitol Hill testimony; to employees walking out over Google’s Project Maven contract to partner with the Department of Defense on AI technology and the #MeToo challenges––it was a bad year reputation-wise for FAANG.

Across FAANG, Facebook took the hardest hit this year, dropping 43 spots in rank, falling from #51 in 2018 to #94 in 2019. Google fell 13 spots from #28 to #41. Apple (who peaked in 2016 at #2), fell from #29 to #32 this year. Netflix dropped from #21 to #24. Amazon broke its 3-year streak in the top spot, falling to #2 this year.

The news was bad unless you’re Microsoft. The once-derided 90’s monopolistic colossus, now looks as friendly and benign as its founder, Bill Gates. Microsoft has been on a steady incline since 2016, ranking at #20 from 2016-2017, #11 in 2018 and breaking the top 10 in 2019 at #9. This year, Microsoft ranked #4 overall for Business Trajectory with notable ranks for Trust (#19) and Character (#18).

In fact, amid scandal tainted tech, companies outside of Silicon Valley prospered: Samsung (#7), Microsoft (#9) and Sony (#10) break into the top 10 this year, moving up from #35, #11 and #31 in 2018, respectively. Americans specifically recognized the three gentle giants for Business Trajectory, Samsung ranked #6, Microsoft #4, Sony #10; Products & Services, Samsung ranked #4, Microsoft #5, Sony #9; and Growth, Samsung ranked #3, Microsoft #7, Sony #16.

At the core of America’s concern with Silicon Valley is data privacy. In this year’s Axios Harris Poll 100, 69% of Americans believe companies should be addressing data privacy, but only 17% feel they are making an impact. Not surprisingly, this is the biggest issue driving Facebook’s decline: with only 15% of American’s agreeing that Facebook ‘Securely protects its customers personal information and data’; Google: 37%, Apple: 35%.

Big Tech will have to do a lot to recast its image as aligned with society. In a recent Harris Poll, 80% of Americans say that social networks are creating an identity crisis in young adults²; 67% say technology has a negative impact on social values — even among nearly half of tech-loving Millennials (47%)². Over half of Americans (52%) say technology will make the world less harmonious.² No wonder Marc Benioff compared Facebook to ‘cigarettes’.

![FAANG Rankings](image)

(In 2015, the ranking was expanded from 60 companies to 100)
Captains of Controversy
When The Celebrity CEO Becomes a Liability

Last year, Tesla was everybody’s darling. As the third strongest company in America (reputation-wise), Tesla and its CEO were heaped with a lot of praise. This year, Tesla dropped 39 spots from #3 in 2018 to #42 in 2019, with significant declines across rankings for Character (ranked #57 down from #7 in 2018), Trust (ranked #46 down from #14 in 2018), and Ethics (ranked #56 down from #5 in 2018).

But like a star player, companies are learning you live and die by the CEO; especially if she or he is 1. Highly visible, 2. Highly identifiable with the company, 3. Highly volatile or scandal-inducing. In the case of Tesla, who suffered a 39 point drop in the wake of internet breaking tweets to smoking weed on live TV, Elon Musk’s public persona and emergence among the world’s most famous names seems to have taken on a new dimension for Tesla’s reputation.

In a year where CEOs showed their vision, many are conversely showing their weaknesses. Facebook (down 43), Twitter (#89), Papa John’s (#82), and Apple (down 3), all declined and ranked low this year despite their CEO platforms and high visibility policies.

The lesson for chief communications officers: don’t put all your eggs in one basket. Better to spread out your authority across your leadership and pick your social issues carefully.

<table>
<thead>
<tr>
<th>Biggest improvements</th>
<th>2018</th>
<th>2019</th>
<th>CHNG</th>
</tr>
</thead>
<tbody>
<tr>
<td>Samsung</td>
<td>#35</td>
<td>#7</td>
<td>28</td>
</tr>
<tr>
<td>Sony</td>
<td>#31</td>
<td>#10</td>
<td>21</td>
</tr>
<tr>
<td>21st Century Fox</td>
<td>#74</td>
<td>#53</td>
<td>21</td>
</tr>
<tr>
<td>The Home Depot</td>
<td>#26</td>
<td>#12</td>
<td>14</td>
</tr>
<tr>
<td>Procter &amp; Gamble</td>
<td>#20</td>
<td>#8</td>
<td>12</td>
</tr>
<tr>
<td>L.L. Bean</td>
<td>#15</td>
<td>#4</td>
<td>11</td>
</tr>
<tr>
<td>JPMorgan Chase</td>
<td>#63</td>
<td>#52</td>
<td>11</td>
</tr>
<tr>
<td>Royal Dutch Shell</td>
<td>#66</td>
<td>#56</td>
<td>10</td>
</tr>
<tr>
<td>LG Corporation</td>
<td>#25</td>
<td>#15</td>
<td>10</td>
</tr>
<tr>
<td>Patagonia</td>
<td>#9</td>
<td>#3</td>
<td>6</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Biggest declines</th>
<th>2018</th>
<th>2019</th>
<th>CHNG</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>#51</td>
<td>#94</td>
<td>43</td>
</tr>
<tr>
<td>Tesla Motors</td>
<td>#3</td>
<td>#42</td>
<td>39</td>
</tr>
<tr>
<td>McDonald’s</td>
<td>#59</td>
<td>#88</td>
<td>29</td>
</tr>
<tr>
<td>Target</td>
<td>#49</td>
<td>#72</td>
<td>23</td>
</tr>
<tr>
<td>Nike</td>
<td>#12</td>
<td>#35</td>
<td>23</td>
</tr>
<tr>
<td>Chick-fil-A</td>
<td>#4</td>
<td>#22</td>
<td>18</td>
</tr>
<tr>
<td>Google</td>
<td>#28</td>
<td>#41</td>
<td>13</td>
</tr>
<tr>
<td>Comcast</td>
<td>#78</td>
<td>#91</td>
<td>13</td>
</tr>
<tr>
<td>Sears</td>
<td>#88</td>
<td>#97</td>
<td>9</td>
</tr>
</tbody>
</table>
Health, Well and Fresh

And the death of the processed marketplace

One of the more interesting trends in this year’s study is the implication of not adapting to a changing society. Behind Kraft-Heinz $15 billion write down is a sense that Americans feel the venerable company is out of touch with the times. A Nielsen study reports that fresh and perishable foods are driving nearly half of all growth in brick-and-mortar groceries yet processed foods—like Kraft singles (a staple since the 60’s)—not so much.

As health and wellness shapes up to be an estimated $2 billion industry, there are a wave of insurgents coming into craft health in every CPG category. Our survey this year found that 59% of the public want companies to make an impact on good health and well being and while it’s tempting to want to get ‘all pharma’ on people, wellness is actually an all-encompassing mindset today, so products/services should be too. A 2018 Harris Poll with lululemon, found that more than 8 in 10 people believe wellness is not a fad, but a lifestyle. Wellness and health in culture today a “new wealth”, where ‘being well’ means status, luxury and experience.

But supermarkets are the biggest winners in the fresh and healthy revolution: Wegmans ranks #1 this year and leads top 10 rankings in Culture, Ethics and Citizenship, recognized in local communities for hiring local talent, fostering the livelihood of its workforce and representing a local reprieve from a toxic culture. Not far behind, Publix (#6), Kroger (#21) and Aldi (#23) ranked high for Trust, Ethics, Culture.

Why this matters? In addition to a rise in health and wellness, is an opportunity for companies to reinvent themselves around nutrition, betterment and optimism.

---

Top Companies Across Ethics, Culture, Citizenship

**Ethics**

**TOP TEN**

#1 Wegmans  
#2 Publix  
#3 L.L. Bean  
#4 Patagonia  
#5 Chick-fil-A  
#6 USAA  
#7 Kroger  
#8 Fidelity  
#9 Home Depot  
#10 LG

**Culture**

**TOP TEN**

#1 Wegmans  
#2 UPS  
#3 Boeing  
#4 L.L. Bean  
#5 Patagonia  
#6 Sony  
#7 Fidelity  
#8 USAA  
#9 Dell  
#10 Coca Cola

**Citizenship**

**TOP TEN**

#1 Wegmans  
#2 Patagonia  
#3 L.L. Bean  
#4 USAA  
#5 Publix  
#6 Amazon  
#7 Procter & Gamble  
#8 Kroger  
#9 Disney  
#10 Fidelity

---

3 – Nielsen Total Consumer Report (June 2018)
2019 Results
### 2019 Corporate Reputation Rankings

**GUIDE TO RQ SCORES**

- Excellent
- Very good
- Good
- Fair
- Poor
- Very poor
- Critical

- Significant improvements
- Significant declines
- First time on ‘Most Visible’ list

#### #1 - Wegmans
83.0

#### #2 - Amazon
82.3

#### #3 - Patagonia
81.4

#### #4 - L.L. Bean
80.7

#### #5 - Walt Disney
80.4

#### #6 - Publix
80.3

#### #7 - Samsung
80.0

#### #8 - Procter & Gamble
79.8

#### #9 - Microsoft
79.7

#### #10 - Sony
79.4

#### #11 - UPS
79.3

#### #12 - The Home Depot
79.1

#### #13 - Fidelity
79.1

#### #14 - Kraft Heinz
79.0

#### #15 - LG
79.0

#### #16 - Hobby Lobby
78.9

#### #17 - USAA
78.8

#### #18 - Costco
78.6

#### #19 - Boeing
78.3

#### #20 - Lowe's
77.9

#### #21 - Kroger
77.9

#### #22 - Chick-fil-A
77.5

#### #23 - Aldi
77.4

#### #24 - Netflix
77.3

#### #25 - Unilever
77.3

#### #26 - Ikea
77.3

#### #27 - Adidas
77.3

#### #28 - Nestle
77.1

#### #29 - Dell
77.1

#### #30 - Nintendo
76.9

#### #31 - Coca-Cola
76.8

#### #32 - Apple
76.4

#### #33 - Johnson & Johnson
76.3

#### #34 - Best Buy
76.1

#### #35 - Nike
76.0

#### #36 - Honda
76.0

#### #37 - Toyota
75.9

#### #38 - Kohl's
75.9

#### #39 - HP
75.6

#### #40 - Walgreens
75.4

#### #41 - Google
75.4

#### #42 - Tesla
75.4

#### #43 - General Electric
75.3

#### #44 - Under Armour
75.2

#### #45 - Berkshire Hathaway
75.1

#### #46 - Nordstrom
74.9

#### #47 - American Express
74.6

#### #48 - CVS
74.6

#### #49 - IBM
74.3

#### #50 - PepsiCo
74.2

#### #51 - Electronic Arts
73.6

#### #52 - JPMorgan Chase
73.6

#### #53 - 21st Century Fox
73.4

#### #54 - Southwest Airlines
73.4

#### #55 - Allstate
73.3

#### #56 - Royal Dutch Shell
73.2

#### #57 - eBay
73.1

#### #58 - Ford
73.0

#### #59 - Starbucks
72.7

#### #60 - Dick's Sporting Goods
72.5

#### #61 - Hyundai
72.3

#### #62 - Capital One
72.1

#### #63 - T-Mobile
71.8

#### #64 - Verizon
71.6

#### #65 - Dollar Tree
71.5

#### #66 - State Farm
71.5

#### #67 - Progressive
71.5

#### #68 - Yum! Brands
71.4

#### #69 - Macy's
70.7

#### #70 - General Motors
70.2

#### #71 - Volkswagen
70.2

#### #72 - Target
69.9

#### #73 - Delta
69.6

#### #74 - AT&T
69.5

#### #75 - Citigroup
68.8

#### #76 - Dollar General
68.2

#### #77 - ExxonMobil
67.5

#### #78 - Uber
67.3

#### #79 - Walmart
66.9

#### #80 - American Airlines
66.9

#### #81 - Chipotle
66.8

#### #82 - Papa John's
66.6

#### #83 - JCPenney
66.6

#### #84 - BP
66.5

#### #85 - Fiat Chrysler
65.8

#### #86 - United Airlines
65.2

#### #87 - Charter
64.1

#### #88 - McDonald's
63.7

#### #89 - Twitter
61.9

#### #90 - Spirit Airlines
61.8

#### #91 - Comcast
61.4

#### #92 - Bank of America
60.9

#### #93 - Goldman Sachs
60.0

#### #94 - Facebook
58.1

#### #95 - Dish
56.9

#### #96 - Wells Fargo
52.7

#### #97 - Sears
52.3

#### #98 - Trump Org.
50.1

#### #99 - Phillip Morris
49.4

#### #100 - U.S. Government
48.6
# Fastest Rising and Falling Reputation of 2019

### Biggest improvements

<table>
<thead>
<tr>
<th>Company</th>
<th>2018</th>
<th>2019</th>
<th>CHNG</th>
</tr>
</thead>
<tbody>
<tr>
<td>Samsung</td>
<td>#35</td>
<td>#7</td>
<td>28</td>
</tr>
<tr>
<td>Sony</td>
<td>#31</td>
<td>#10</td>
<td>21</td>
</tr>
<tr>
<td>21st Century Fox</td>
<td>#74</td>
<td>#53</td>
<td>21</td>
</tr>
<tr>
<td>The Home Depot</td>
<td>#26</td>
<td>#12</td>
<td>14</td>
</tr>
<tr>
<td>Procter &amp; Gamble</td>
<td>#20</td>
<td>#8</td>
<td>12</td>
</tr>
<tr>
<td>L.L. Bean</td>
<td>#15</td>
<td>#4</td>
<td>11</td>
</tr>
<tr>
<td>JPMorgan Chase</td>
<td>#63</td>
<td>#52</td>
<td>11</td>
</tr>
<tr>
<td>Royal Dutch Shell</td>
<td>#66</td>
<td>#56</td>
<td>10</td>
</tr>
<tr>
<td>LG Corporation</td>
<td>#25</td>
<td>#15</td>
<td>10</td>
</tr>
<tr>
<td>Patagonia</td>
<td>#9</td>
<td>#3</td>
<td>6</td>
</tr>
</tbody>
</table>

### Biggest declines

<table>
<thead>
<tr>
<th>Company</th>
<th>2018</th>
<th>2019</th>
<th>CHNG</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>#51</td>
<td>#94</td>
<td>-43</td>
</tr>
<tr>
<td>Tesla Motors</td>
<td>#3</td>
<td>#42</td>
<td>-39</td>
</tr>
<tr>
<td>McDonald’s</td>
<td>#59</td>
<td>#88</td>
<td>-29</td>
</tr>
<tr>
<td>Target</td>
<td>#49</td>
<td>#72</td>
<td>-23</td>
</tr>
<tr>
<td>Nike</td>
<td>#12</td>
<td>#35</td>
<td>-23</td>
</tr>
<tr>
<td>Chick-fil-A</td>
<td>#4</td>
<td>#22</td>
<td>-18</td>
</tr>
<tr>
<td>Google</td>
<td>#28</td>
<td>#41</td>
<td>-13</td>
</tr>
<tr>
<td>Comcast</td>
<td>#78</td>
<td>#91</td>
<td>-13</td>
</tr>
<tr>
<td>Sears</td>
<td>#88</td>
<td>#97</td>
<td>-9</td>
</tr>
</tbody>
</table>
## Top Companies Across Key Attributes

### Growth

**TOP TEN**
1. Amazon
2. Wegmans
3. Samsung
4. LG
5. Publix
6. Disney
7. Microsoft
8. USAA
9. Fidelity
10. Patagonia

**BOTTOM TEN**
91. Bank of America
92. Comcast
93. JCPenney
94. Facebook
95. Dish
96. Wells Fargo
97. Phillip Morris
98. U.S. Government
100. Sears

### Culture

**TOP TEN**
1. Wegmans
2. UPS
3. Boeing
4. L.L. Bean
5. Patagonia
6. Sony
7. Fidelity Investments
8. USAA
9. Dell
10. Coca Cola

**BOTTOM TEN**
91. Goldman Sachs
92. Dish
93. McDonald’s
94. Walmart
95. Facebook
96. U.S. Government
97. Phillip Morris
98. Wells Fargo
100. Sears

### Citizenship

**TOP TEN**
1. Wegmans
2. Patagonia
3. L.L. Bean
4. USAA
5. Publix
6. Amazon
7. Procter & Gamble
8. Kroger
9. Disney
10. Fidelity

**BOTTOM TEN**
91. Bank of America
92. Comcast
93. Sears
94. Goldman Sachs
95. Facebook
96. Dish
97. Wells Fargo
98. U.S. Government
100. Phillip Morris
## Top Companies Across Key Attributes

### Product & Services

**TOP TEN**

<table>
<thead>
<tr>
<th>#1</th>
<th>Wegmans</th>
<th>#6</th>
<th>Procter &amp; Gamble</th>
</tr>
</thead>
<tbody>
<tr>
<td>#2</td>
<td>Amazon</td>
<td>#7</td>
<td>Disney</td>
</tr>
<tr>
<td>#3</td>
<td>Patagonia</td>
<td>#8</td>
<td>Boeing</td>
</tr>
<tr>
<td>#4</td>
<td>Samsung</td>
<td>#9</td>
<td>Sony</td>
</tr>
<tr>
<td>#5</td>
<td>Microsoft</td>
<td>#10</td>
<td>Publix</td>
</tr>
</tbody>
</table>

**BOTTOM TEN**

<table>
<thead>
<tr>
<th>#91</th>
<th>Twitter</th>
<th>#96</th>
<th>Dish</th>
</tr>
</thead>
<tbody>
<tr>
<td>#92</td>
<td>Bank of America</td>
<td>#97</td>
<td>Wells Fargo</td>
</tr>
<tr>
<td>#93</td>
<td>McDonald's</td>
<td>#98</td>
<td>U.S. Government</td>
</tr>
<tr>
<td>#94</td>
<td>Sears</td>
<td>#99</td>
<td>Trump Org.</td>
</tr>
<tr>
<td>#95</td>
<td>Spirit Airlines</td>
<td>#100</td>
<td>Phillip Morris</td>
</tr>
</tbody>
</table>

### Ethics

**TOP TEN**

<table>
<thead>
<tr>
<th>#1</th>
<th>Wegmans</th>
<th>#6</th>
<th>USAA</th>
</tr>
</thead>
<tbody>
<tr>
<td>#2</td>
<td>Publix</td>
<td>#7</td>
<td>Kroger</td>
</tr>
<tr>
<td>#3</td>
<td>L.L. Bean</td>
<td>#8</td>
<td>Fidelity</td>
</tr>
<tr>
<td>#4</td>
<td>Patagonia</td>
<td>#9</td>
<td>The Home Depot</td>
</tr>
<tr>
<td>#5</td>
<td>Chick-fil-A</td>
<td>#10</td>
<td>LG</td>
</tr>
</tbody>
</table>

**BOTTOM TEN**

<table>
<thead>
<tr>
<th>#91</th>
<th>Comcast</th>
<th>#96</th>
<th>Facebook</th>
</tr>
</thead>
<tbody>
<tr>
<td>#92</td>
<td>Sears</td>
<td>#97</td>
<td>Trump Org.</td>
</tr>
<tr>
<td>#93</td>
<td>Twitter</td>
<td>#98</td>
<td>Wells Fargo</td>
</tr>
<tr>
<td>#94</td>
<td>Dish</td>
<td>#99</td>
<td>Phillip Morris</td>
</tr>
<tr>
<td>#95</td>
<td>Goldman Sachs</td>
<td>#100</td>
<td>U.S. Government</td>
</tr>
</tbody>
</table>

### Trust

**TOP TEN**

<table>
<thead>
<tr>
<th>#1</th>
<th>UPS</th>
<th>#6</th>
<th>Lowe's</th>
</tr>
</thead>
<tbody>
<tr>
<td>#2</td>
<td>The Home Depot</td>
<td>#7</td>
<td>L.L. Bean</td>
</tr>
<tr>
<td>#3</td>
<td>Costco</td>
<td>#8</td>
<td>Patagonia</td>
</tr>
<tr>
<td>#4</td>
<td>Amazon</td>
<td>#9</td>
<td>Aldi</td>
</tr>
<tr>
<td>#5</td>
<td>Wegmans</td>
<td>#10</td>
<td>Hobby Lobby</td>
</tr>
</tbody>
</table>

**BOTTOM TEN**

<table>
<thead>
<tr>
<th>#91</th>
<th>Comcast</th>
<th>#96</th>
<th>Facebook</th>
</tr>
</thead>
<tbody>
<tr>
<td>#92</td>
<td>Sears</td>
<td>#97</td>
<td>Wells Fargo</td>
</tr>
<tr>
<td>#93</td>
<td>Dish</td>
<td>#98</td>
<td>Trump Org.</td>
</tr>
<tr>
<td>#94</td>
<td>Bank of America</td>
<td>#99</td>
<td>Phillip Morris</td>
</tr>
<tr>
<td>#95</td>
<td>Goldman Sachs</td>
<td>#100</td>
<td>U.S. Government</td>
</tr>
</tbody>
</table>
# Top Companies Across Key Attributes

## Business trajectory

### TOP TEN

1. Amazon  
2. Wegmans  
3. Patagonia  
4. Microsoft  
5. Disney  
6. Samsung  
7. Procter & Gamble  
8. Publix  
9. Boeing  
10. Sony  

### BOTTOM TEN

91. JCPenney  
92. Bank of America  
93. Facebook  
94. Spirit Airlines  
95. Dish  
96. Wells Fargo  
97. Phillip Morris  
98. Trump Org.  
99. U.S. Government  
100. Sears

## Organizational character

### TOP TEN

1. Wegmans  
2. L.L. Bean  
3. Patagonia  
4. Publix  
5. USAA  
6. Fidelity  
7. UPS  
8. Amazon  
9. LG  
10. Disney  

### BOTTOM TEN

91. Bank of America  
92. Comcast  
93. Goldman Sachs  
94. Facebook  
95. Dish  
96. Sears  
97. Wells Fargo  
98. Trump Org.  
99. U.S. Government  
100. Phillip Morris

## Vision

### TOP TEN

1. Amazon  
2. Wegmans  
3. Patagonia  
4. Disney  
5. USAA  
6. Microsoft  
7. Fidelity  
8. Publix  
9. Procter & Gamble  
10. Aldi  

### BOTTOM TEN

91. Spirit  
92. Bank of America  
93. JCPenney  
94. Facebook  
95. Dish  
96. Phillip Morris  
97. Trump Org.  
98. Wells Fargo  
99. U.S. Government  
100. Sears
# America’s Top Priorities for the Private Sector on Social Issues

### Issues Companies Should Address

<table>
<thead>
<tr>
<th>Issue</th>
<th>% Important</th>
<th>% Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data privacy</td>
<td>69</td>
<td>17</td>
</tr>
<tr>
<td>Access to healthcare</td>
<td>66</td>
<td>19</td>
</tr>
<tr>
<td>Supporting veterans</td>
<td>61</td>
<td>20</td>
</tr>
<tr>
<td>Good health and well being</td>
<td>59</td>
<td>17</td>
</tr>
<tr>
<td>Education</td>
<td>59</td>
<td>18</td>
</tr>
<tr>
<td>Sexual harassment</td>
<td>58</td>
<td>17</td>
</tr>
<tr>
<td>Hunger</td>
<td>56</td>
<td>16</td>
</tr>
<tr>
<td>Racial equality</td>
<td>55</td>
<td>16</td>
</tr>
<tr>
<td>Domestic violence</td>
<td>55</td>
<td>13</td>
</tr>
<tr>
<td>Job creation</td>
<td>54</td>
<td>24</td>
</tr>
<tr>
<td>Poverty</td>
<td>51</td>
<td>13</td>
</tr>
<tr>
<td>Gun violence</td>
<td>50</td>
<td>11</td>
</tr>
<tr>
<td>Environmental efforts</td>
<td>49</td>
<td>13</td>
</tr>
<tr>
<td>Gender equality</td>
<td>49</td>
<td>16</td>
</tr>
<tr>
<td>Drug addiction</td>
<td>46</td>
<td>13</td>
</tr>
<tr>
<td>Climate change</td>
<td>43</td>
<td>11</td>
</tr>
<tr>
<td>Immigration</td>
<td>41</td>
<td>11</td>
</tr>
<tr>
<td>LGBTQ rights</td>
<td>30</td>
<td>12</td>
</tr>
</tbody>
</table>

% those saying the issue is “very important” to them personally for companies to make a positive difference on

% those saying companies have made a very positive impact on the issue
### Companies with Most Momentum

(Momentum is calculated by % saying the company is “on its way up” minus the % saying “on its way down”)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company</th>
<th>Momentum</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Amazon</td>
<td>67</td>
</tr>
<tr>
<td>2</td>
<td>Wegman's</td>
<td>56</td>
</tr>
<tr>
<td>3</td>
<td>Aldi</td>
<td>52</td>
</tr>
<tr>
<td>4</td>
<td>Samsung</td>
<td>50</td>
</tr>
<tr>
<td>5</td>
<td>Chick-fil-A</td>
<td>50</td>
</tr>
<tr>
<td>6</td>
<td>USAA</td>
<td>47</td>
</tr>
<tr>
<td>7</td>
<td>Costco</td>
<td>45</td>
</tr>
<tr>
<td>8</td>
<td>LG Corp.</td>
<td>45</td>
</tr>
<tr>
<td>9</td>
<td>Under Armour</td>
<td>45</td>
</tr>
<tr>
<td>10</td>
<td>Hyundai</td>
<td>44</td>
</tr>
<tr>
<td>11</td>
<td>Publix</td>
<td>44</td>
</tr>
<tr>
<td>12</td>
<td>Kroger</td>
<td>44</td>
</tr>
<tr>
<td>13</td>
<td>Netflix</td>
<td>43</td>
</tr>
<tr>
<td>14</td>
<td>Patagonia</td>
<td>43</td>
</tr>
<tr>
<td>15</td>
<td>Tesla</td>
<td>43</td>
</tr>
<tr>
<td>16</td>
<td>Home Depot</td>
<td>41</td>
</tr>
<tr>
<td>17</td>
<td>Ikea</td>
<td>40</td>
</tr>
<tr>
<td>18</td>
<td>Lowe's</td>
<td>39</td>
</tr>
<tr>
<td>19</td>
<td>Hobby Lobby</td>
<td>38</td>
</tr>
<tr>
<td>20</td>
<td>Microsoft</td>
<td>38</td>
</tr>
</tbody>
</table>
## Top Companies by Generation

### Millennials

**TOP TEN**
- Wegmans: 82.8
- Nike: 82.5
- Microsoft: 82.0
- Best Buy: 81.4
- Google: 81.0
- Procter & Gamble: 80.9
- Amazon: 80.7
- Nintendo: 80.6
- Chick-fil-A: 80.0
- Nestle: 79.5

**BOTTOM TEN**
- Comcast: 62.0
- Phillip Morris: 61.8
- Wells Fargo: 60.4
- American Airlines: 59.7
- Facebook: 58.4
- Goldman Sachs: 56.8
- Dish: 55.8
- Sears: 54.2
- U.S. Government: 49.1
- Trump Org.: 47.0

### Gen X

**TOP TEN**
- Amazon: 84.6
- Patagonia: 82.7
- Disney: 82.3
- L.L. Bean: 81.8
- Kraft Heinz: 81.6
- Samsung: 81.5
- UPS: 81.3
- Hobby Lobby: 81.3
- Publix: 81.3
- Kohl’s: 80.8

**BOTTOM TEN**
- Sears: 61.0
- McDonald’s: 59.1
- Comcast: 58.2
- Wells Fargo: 58.0
- Facebook: 57.8
- Dish: 57.7
- Trump Org.: 57.3
- Bank of America: 54.6
- Phillip Morris: 52.1
- U.S. Government: 50.3

### Boomer

**TOP TEN**
- Wegmans: 85.4
- Publix: 83.6
- Patagonia: 83.2
- Fidelity: 82.8
- LG: 81.3
- Disney: 81.0
- Samsung: 80.9
- UPS: 80.8
- Amazon: 80.5
- Lowe’s: 80.3

**BOTTOM TEN**
- Bank of America: 60.8
- Goldman Sachs: 58.3
- Facebook: 56.7
- Twitter: 55.9
- Dish: 55.9
- Trump Org.: 50.7
- Wells Fargo: 46.8
- U.S. Government: 46.0
- Phillip Morris: 44.9
- Sears: 44.8

### Silent

**TOP TEN**
- Wegmans: 92.3
- Costco: 90.9
- Samsung: 88.8
- USAA: 87.9
- Amazon: 86.8
- T-Mobile: 85.8
- Apple: 85.8
- HP: 85.4
- Hyundai: 85.2
- Allstate: 85.2

**BOTTOM TEN**
- Under Armour: 57.9
- Goldman Sachs: 56.4
- Spirit Airlines: 52.7
- U.S. Government: 51.6
- Twitter: 51.1
- Wells Fargo: 50.3
- Sears: 48.1
- Comcast: 46.4
- Phillip Morris: 42.1
- Trump Org.: 41.6
About Us

The Harris Poll is one of the longest running surveys in the U.S. tracking public opinion, motivations and social sentiment since 1963 that is now part of Harris Insights & Analytics, a global consulting and market research firm that delivers social intelligence for transformational times. We work with clients in three primary areas; building twenty-first-century corporate reputation, crafting brand strategy and performance tracking, and earning organic media through public relations research. Our mission is to provide insights and advisory to help leaders make the best decisions possible. For media inquiries please contact, tawny.saez@harrisinsights.com

Learn more at our website
Follow us on Twitter
Connect with us on Linkedin

John Gerzema
CEO
The Harris Poll

Rob Jekielek
Managing Director
The Harris Poll

Wendy Salomon
Managing Director
The Harris Poll