

# The Essential 100: Company Reputation Amid COVID-19

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The Harris Poll

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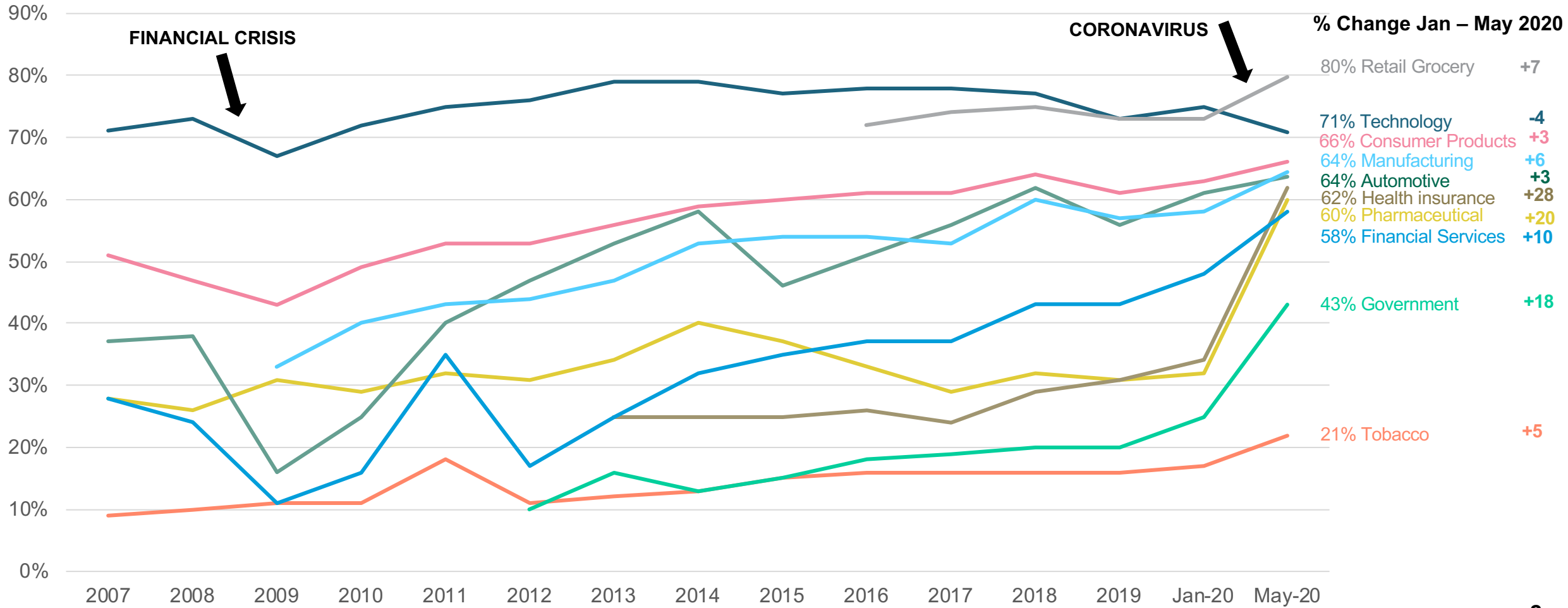
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# In The Last Crisis, Companies Were Part of The Problem ...

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

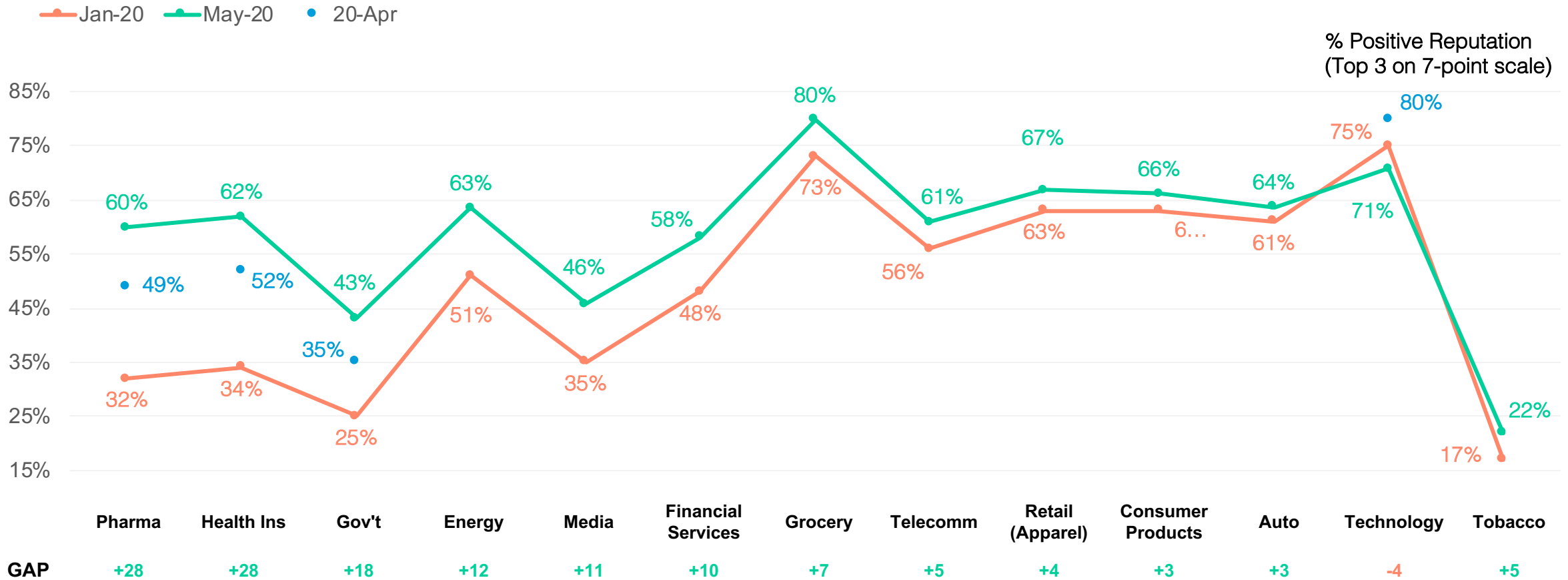


Base: All gen pop respondents (Jan: n=25,880, Apr: n=1,039) Q1314 For this question, we'd like you to think about industries in general. How would you rate the overall reputation of the following industries, where "1" means the industry has a "Very Bad" reputation and "7" means the industry has a "Very Good" reputation?



# This Time, Corporations Are Part of The Solution

How would you rate the overall reputation of the following industries?

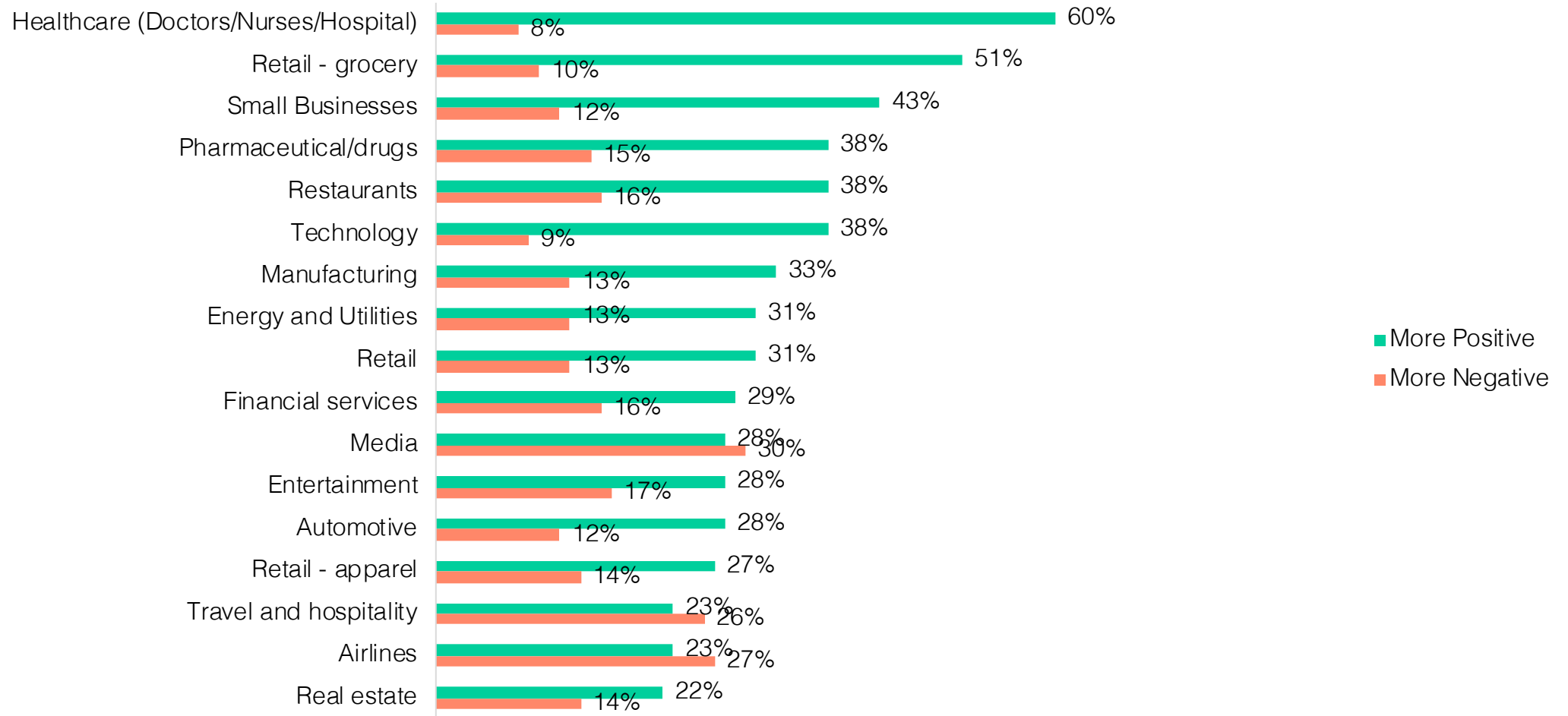


Base: All gen pop respondents (Jan 2020: n=25,880, April 2020: n=3,882) Q1314 For this question, we'd like you to think about industries in general. How would you rate the overall reputation of the following industries, where "1" means the industry has a "Very Bad" reputation and "7" means the industry has a "Very Good" reputation?



# We See a Resurgence in Positive Industry Impressions Since COVID-19

How has your **view** of each of the following industries changed since the start of the coronavirus pandemic?



Source: Harris Poll COVID19 Tracker W14  
 BASE: GENERAL PUBLIC W14 (1965)

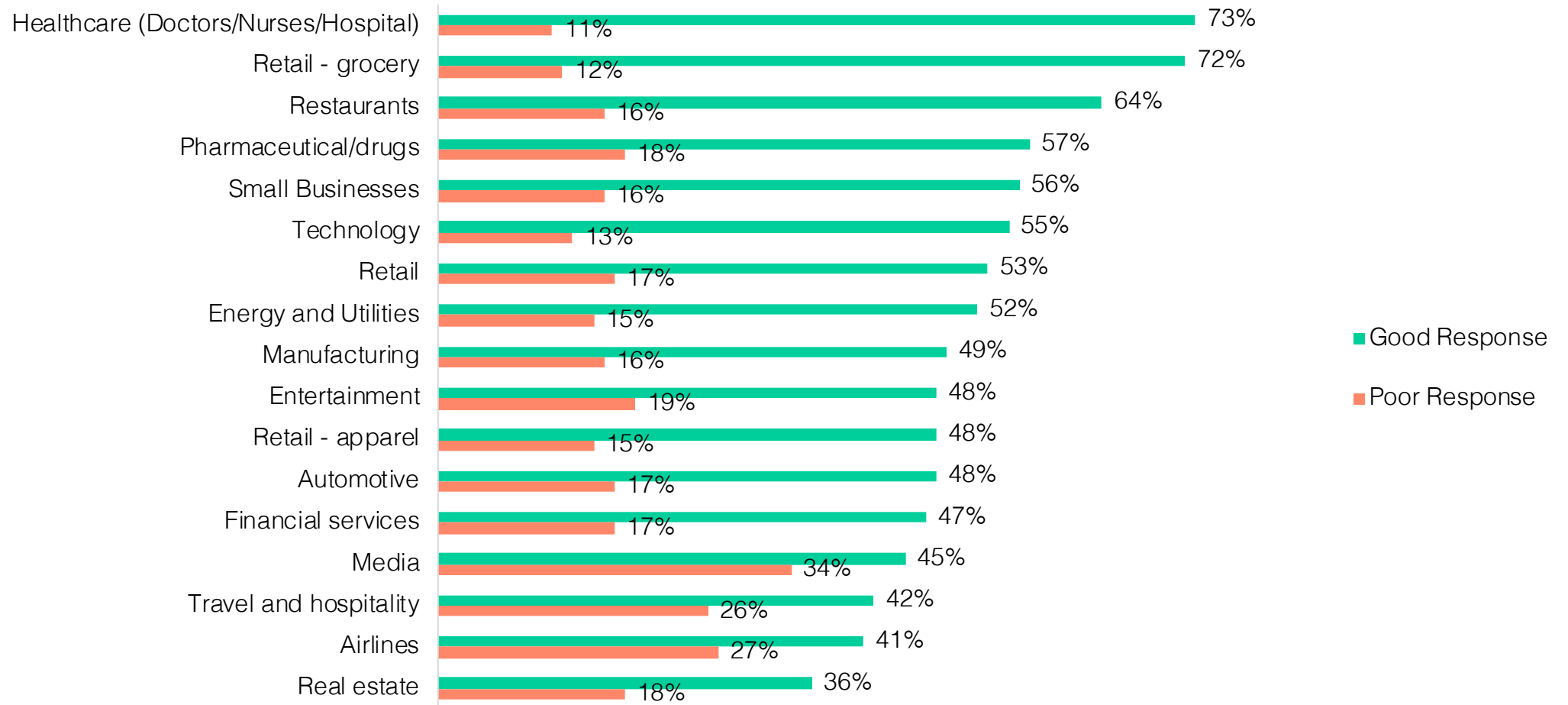
Q38 How has your view of each of the following industries changed since the start of the coronavirus pandemic?

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# And Widespread Approval of Corporate Response to the Pandemic

Do you think that the industry has had a good response or a poor response to the coronavirus pandemic?



Source: Harris Poll COVID19 Tracker W14  
 BASE: GENERAL PUBLIC W14 (1965)

IND01 Do you think that the industry has had a good response or a poor response to the coronavirus pandemic?

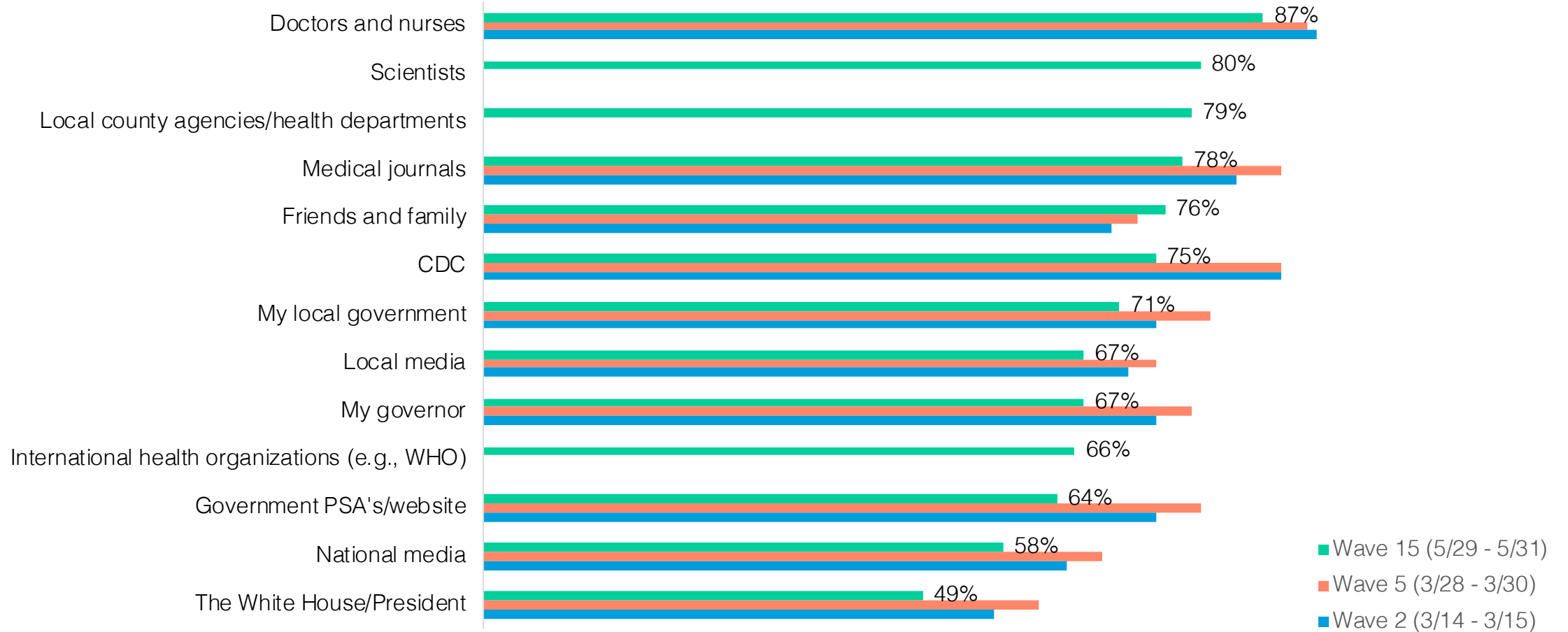
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# And A Renewal of Trust In Institutions Amid The Pandemic

How trustworthy do you think each of the following sources are to provide accurate information regarding the coronavirus outbreak?

Summary of Very + Somewhat trustworthy



Source: Harris Poll COVID19 Tracker W14

BASE: GENERAL PUBLIC W2 (2050); W5 (2016); W14 (1965)

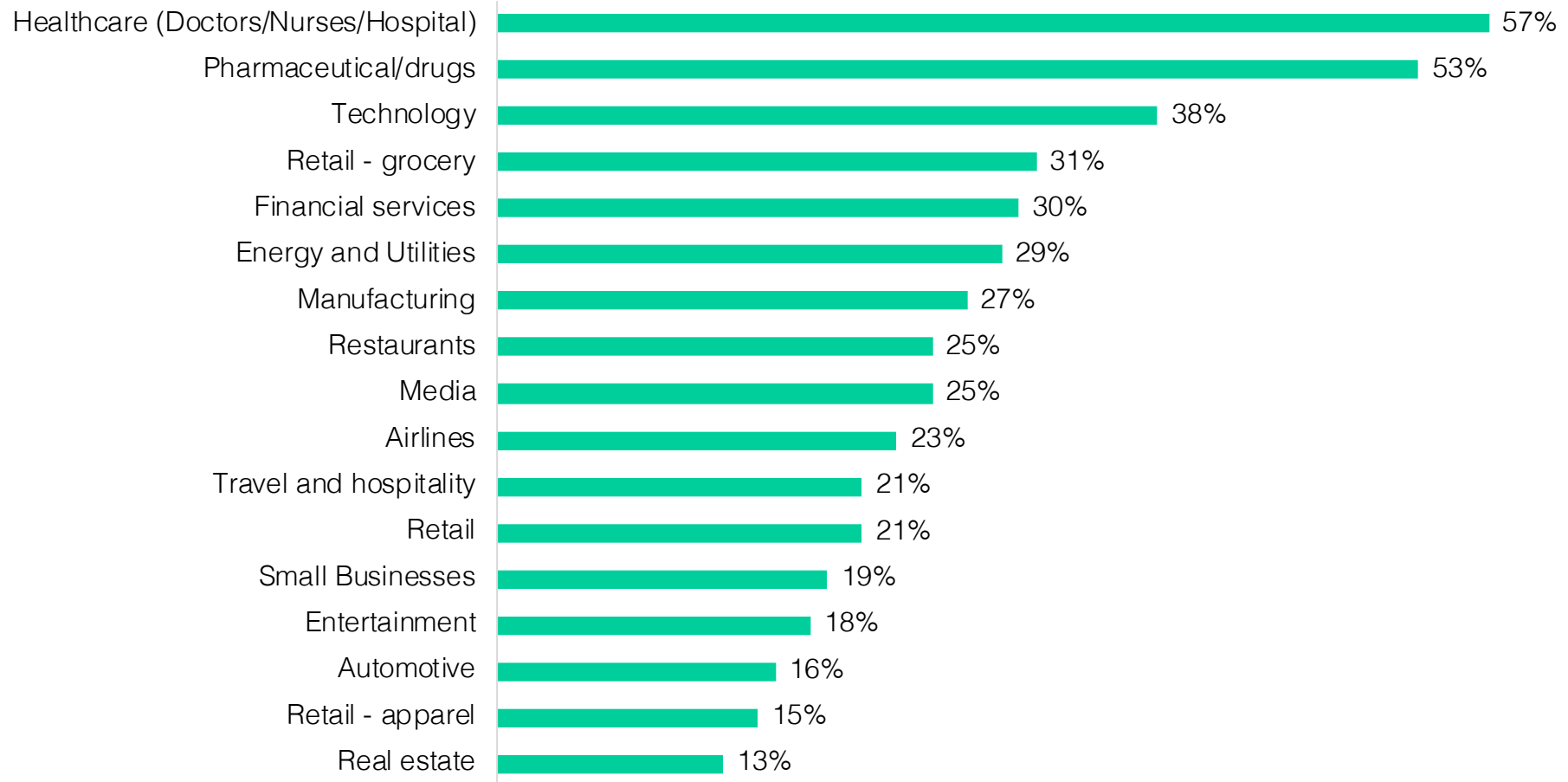
Q24. How trustworthy do you think each of the following sources are to provide accurate information regarding the coronavirus outbreak?

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# This is a Moment of Reputational Reappraisal of Industries Based on Action to Safeguard Society

Which of the following industries do you think **should provide solutions** during the COVID-19 outbreak?



Source: Harris Poll COVID19 Tracker W14  
BASE: GENERAL PUBLIC W14 (1965)

Q43 Which of the following industries do you think should provide solutions during the Covid-19 outbreak? Please select all that apply.

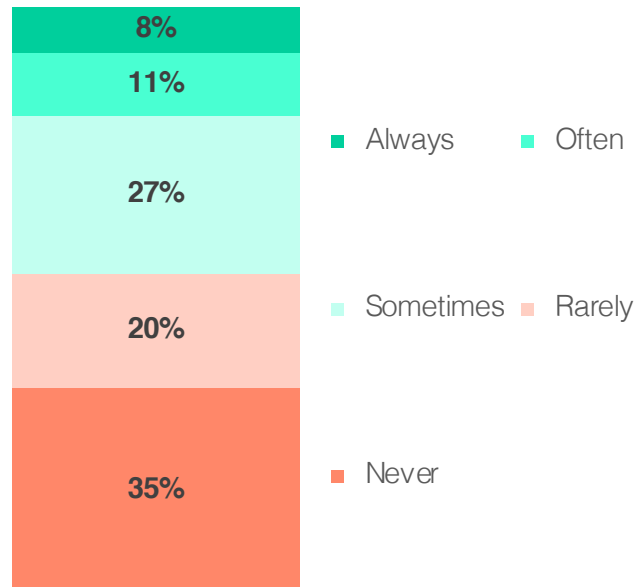
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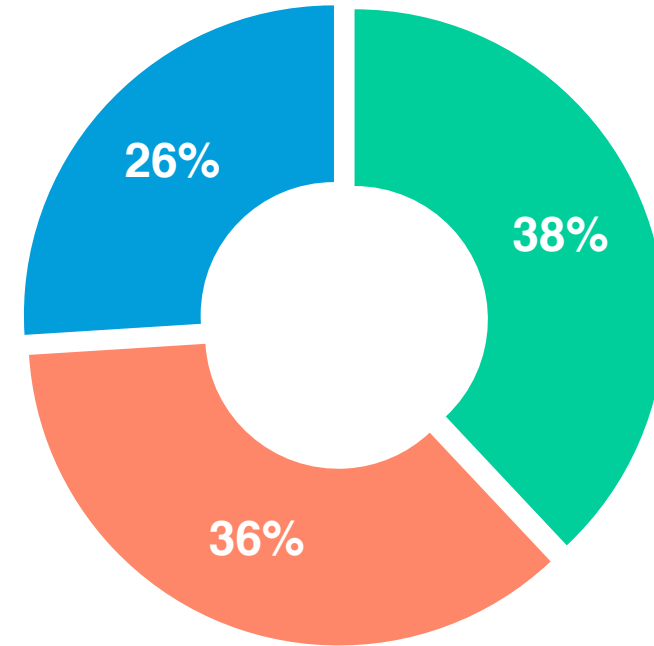
# Three-Quarters of Americans Say Companies Should Be Messaging on COVID-19

What is your opinion of companies who create advertisements about COVID-19?

## Clicking On The Ads Related To COVID-19



I think they're just doing it for publicity, most of them feel contrived/forced



I think it is a good thing regardless of actions they have taken, it shows they care

Companies should only advertise if they have taken action to address COVID-19

Source: Harris Poll COVID19 Tracker Wave 11  
BASE: GENERAL PUBLIC W6 (1993)  
MED04: Do you ever click on the ads you see related to COVID19?  
MED05: What is your opinion of companies who create advertisements about COVID-19?  
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# The Harris Poll Essential 100



# The Harris Poll Essential 100: Company Reputation Amid COVID-19

An in-the-moment examination of business response to pandemic: Who Americans feel are rising to the crisis

## Resolve

Is company seen as part of the solution? Relates to innovation, re-imagination or application of its core business.  
Q: Do you think company should be providing solutions during the COVID-19 pandemic?

## Integrity

How the public views the company's trust and competency; whether it can be counted on to fight the pandemic.  
Q: How much would you say you trust company to respond appropriately and effectively to the COVID-19 pandemic?

## Responsiveness

The public opinion of the company's actions so far; its agility, 'grit' and mettle.  
Q: Do you think the company has had a good response or a poor response to the COVID-19 pandemic?

## Permanence

The public's perceived strength of the firm and expectations of its future relevance and utility.  
Q: How much would you miss company if it closed for good?

On (May 20<sup>th</sup> to 22<sup>nd</sup>, 2020) The Harris Poll asked a representative sample of 2,032 Americans at this moment, which companies are the most 'essential' to America? Conducted among the leading American corporations (and corporations operating extensively in America) across industries. The ranking is comprised of four equally-weighted components (based on public expectations of company performance in our surveys):



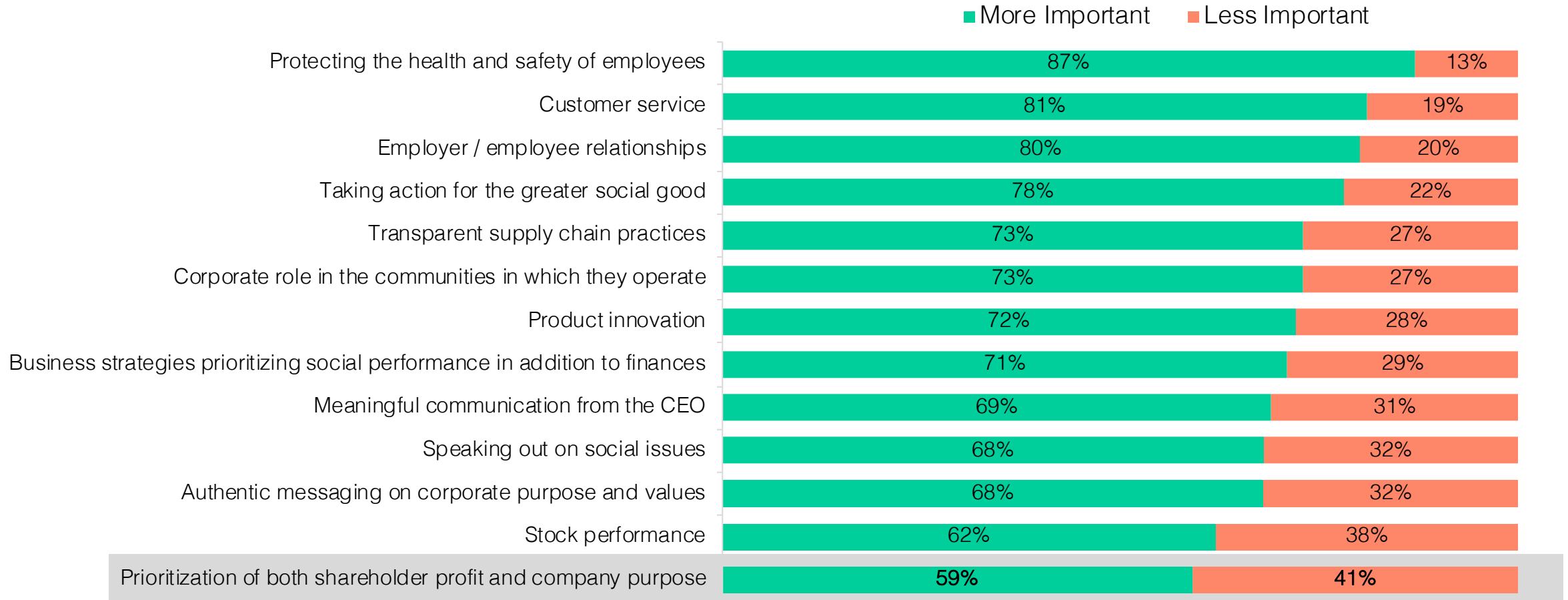
# The Harris Poll Essential 100 Ranking: Full Composite

1	U.S. Postal Service
2	Clorox
3	Google
4	UPS
5	Walmart
6	Amazon
7	Purell
8	Microsoft
9	FedEx
10	CVS
11	Samsung
12	Johnson & Johnson
13	YouTube
14	Coca-Cola
15	Walgreens
16	Netflix
17	Apple
18	Visa
19	Mastercard
20	The Kraft Heinz Company
21	Lowe's
22	Procter & Gamble
23	The Home Depot
24	The Hershey Company
25	Ford
26	UnitedHealth Group
27	McDonald's
28	3M
29	Target
30	Chick-fil-A
31	General Mills
32	Best Buy
33	General Electric
34	Costco
35	Domino's
36	Nestle
37	Campbell's
38	Kroger
39	Tyson Foods
40	Bayer
41	General Motors
42	Verizon
43	Anthem Health
44	Aldi
45	Dollar General
46	Dell
47	Pizza Hut
48	Sam's Club
49	Sony
50	Burger King
51	The Walt Disney Company
52	Whole Foods
53	Delta Air Lines
54	Toyota
55	Southwest Airlines
56	Xfinity
57	Cottonelle
58	United Airlines
59	Intel
60	Perdue Farms
61	PepsiCo
62	IBM
63	Hewlett-Packard Enterprise
64	U.S. Bank
65	Scott
66	Trader Joe's
67	Hulu
68	American Airlines
69	Little Caesars
70	Smithfield Foods
71	Humana
72	Papa John's
73	Nike
74	Zoom Video
75	Boeing
76	Cardinal Health
77	American Express
78	NFL
79	AT&T
80	NBA
81	MLB
82	Pfizer
83	DoorDash
84	Marriott
85	T-Mobile
86	Publix
87	Honeywell
88	Bank of America
89	Kaiser Permanente
90	GlaxoSmithKline
91	Aetna
92	eBay
93	Macy's
94	Starbucks
95	Nissan
96	Facebook
97	McKesson
98	Conagra
99	Capital One
100	ESPN



# Data On Purpose: Communicators Need to Underscore it is Part of, not Replacing, Reputation

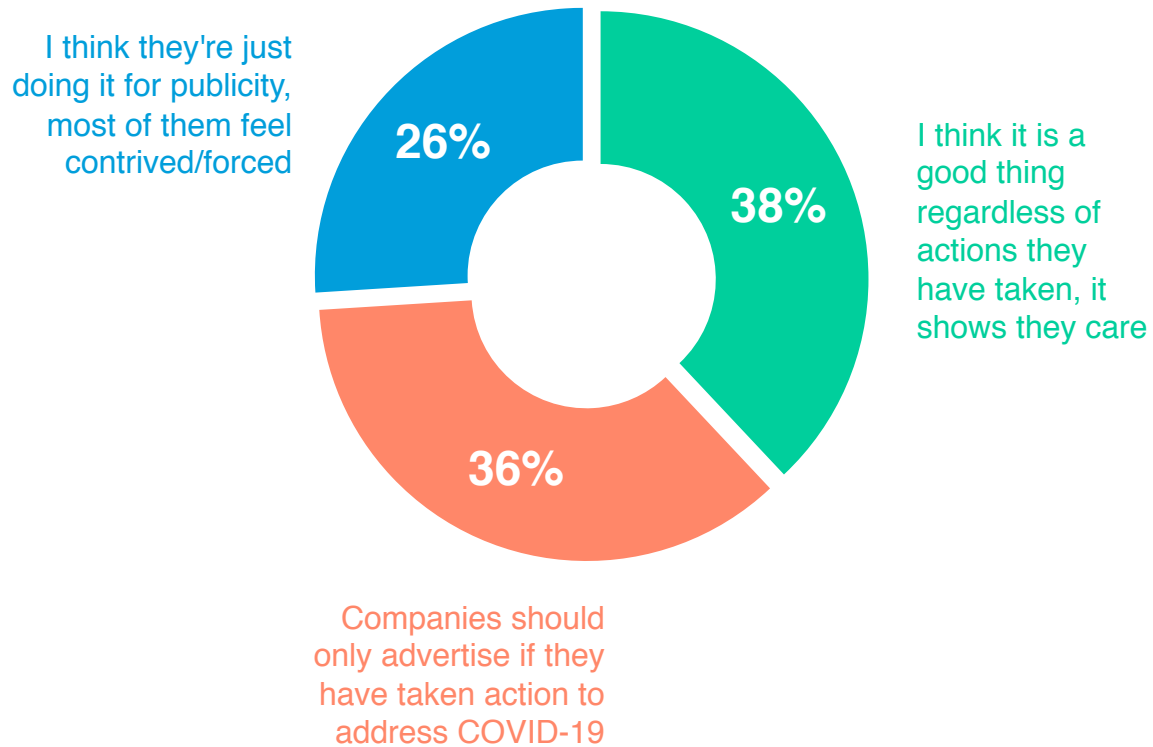
How important are each of the following today for corporate America?



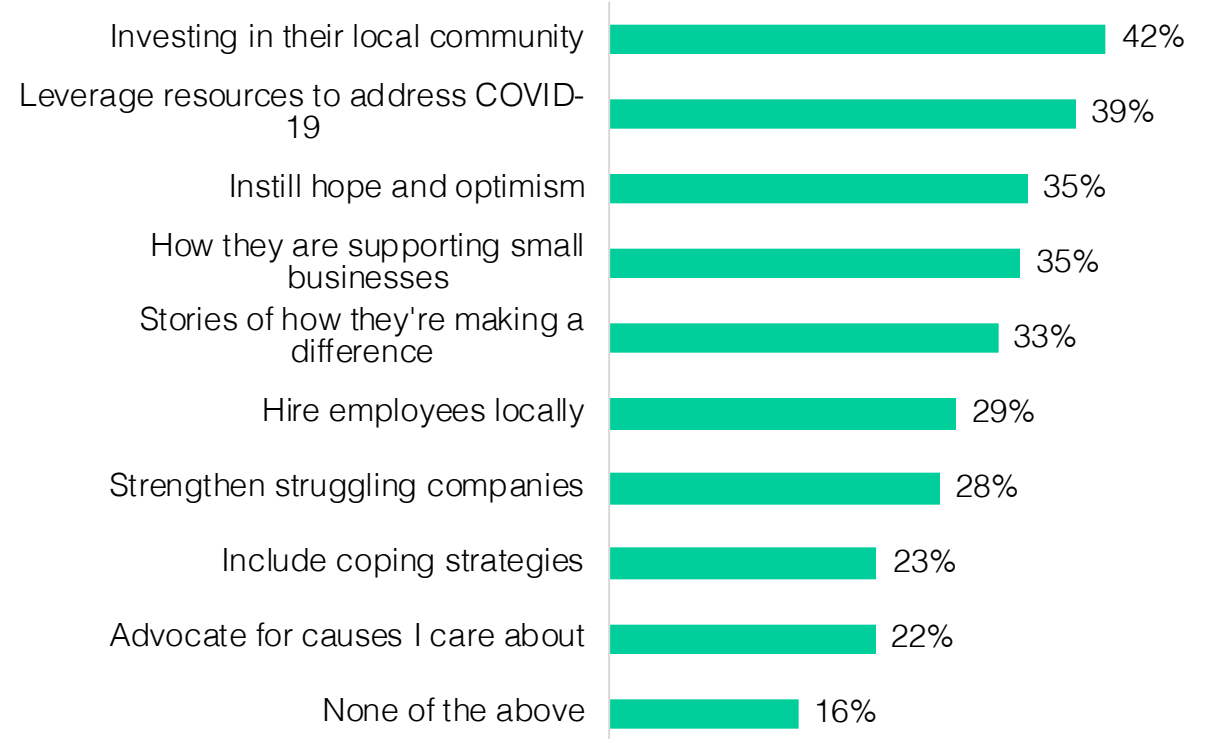


# Right Now, Americans Want Authenticity and Action

What is your opinion of companies who create advertisements about COVID-19?



Generally speaking, what kind of **message** do you find most **meaningful** from companies during the COVID-19 pandemic?

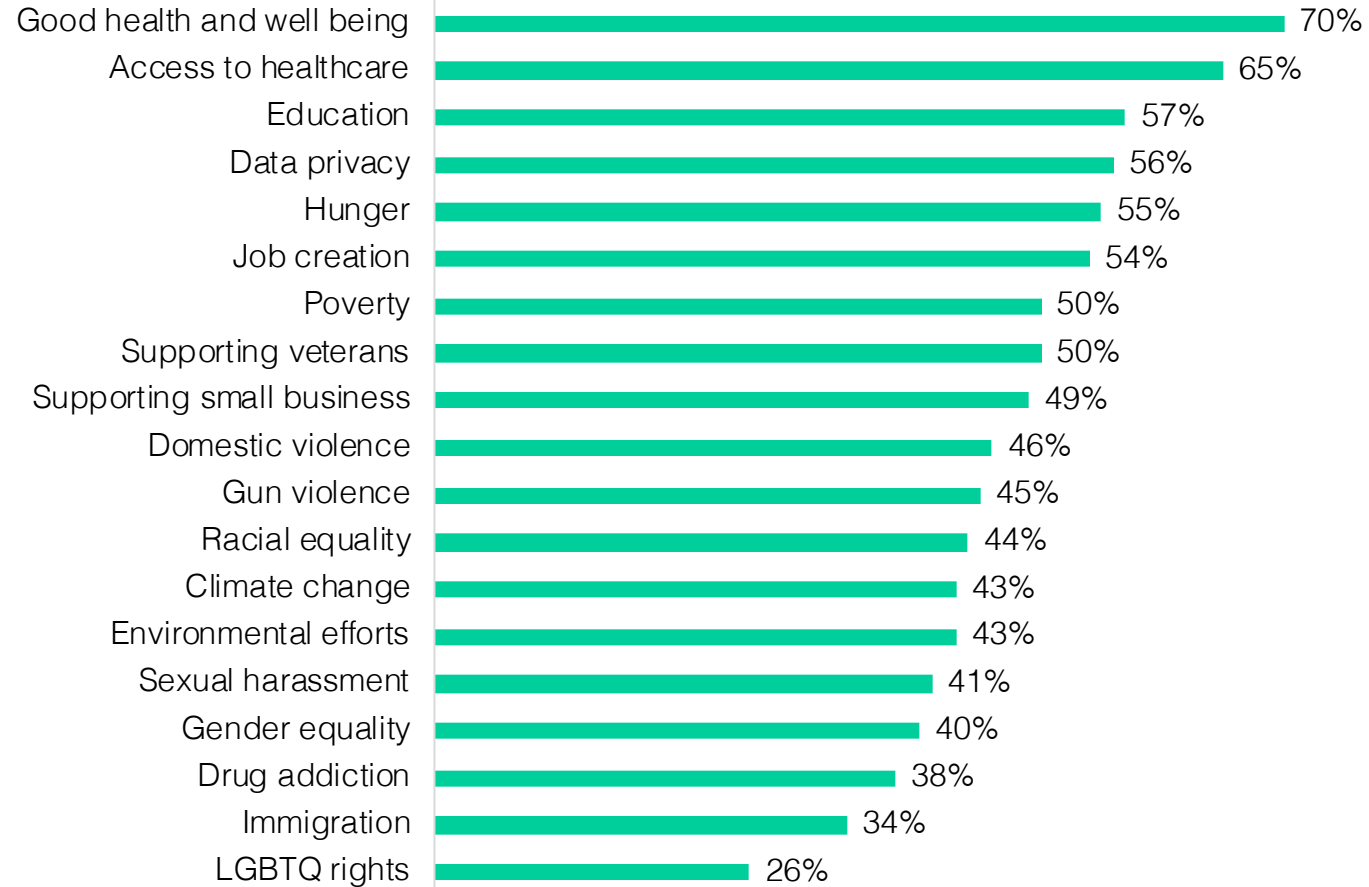




# There is a Spotlight On How Corporate America Addresses Social Issues after COVID-19

*All Companies Have Something To Offer If They're Willing To Reimagine Their Purpose And Priorities*

Thinking about your life moving forward, how important are the following issues to you personally?  
% Very Important





# Performance Overall and Across Key Measures

## Overall

- 1 U.S. Postal Service
- 2 Clorox
- 3 Google
- 4 UPS
- 5 Walmart
- 6 Amazon
- 7 Purell
- 8 Microsoft
- 9 FedEx
- 10 CVS

## Resolve

- 1 Clorox
- 2 CVS
- 3 Johnson & Johnson
- 4 Tyson Foods
- 5 Walmart
- 6 UPS
- 7 Cardinal Health
- 8 Pfizer
- 9 Google
- 10 Apple

## Integrity

- 1 Clorox
- 2 UPS
- 3 Purell
- 4 Walmart
- 5 U.S. Postal Service
- 6 Google
- 7 Samsung
- 8 CVS
- 9 FedEx
- 10 Walgreens

## Responsiveness

- 1 U.S. Postal Service
- 2 Clorox
- 3 Purell
- 4 Google
- 5 Amazon
- 6 UPS
- 7 Ford
- 8 Walmart
- 9 Johnson & Johnson
- 10 Chick-fil-A

## Permanence

- 1 U.S. Postal Service
- 2 Google
- 3 Amazon
- 4 Walmart
- 5 UPS
- 6 Microsoft
- 7 Clorox
- 8 YouTube
- 9 Visa
- 10 FedEx



# Full Composite

Overall		Resolve	Integrity	Responsiveness	Permanence
1	U.S. Postal Service	23	5	1	1
2	Clorox	1	1	2	7
3	Google	9	6	4	2
4	UPS	6	2	6	5
5	Walmart	5	4	8	4
6	Amazon	12	11	5	3
7	Purell	15	3	3	18
8	Microsoft	25	12	42	6
9	FedEx	35	9	18	10
10	CVS	2	8	32	36
11	Samsung	26	7	35	20
12	Johnson & Johnson	3	14	9	42
13	YouTube	56	37	12	8
14	Coca-Cola	45	28	15	14
15	Walgreens	27	10	28	28
16	Netflix	52	13	33	16
17	Apple	10	17	47	27
18	Visa	29	26	109	9
19	Mastercard	64	19	40	15
20	Kraft Heinz Company	21	70	51	12
21	Lowe's	76	15	26	24
22	Procter & Gamble	79	45	17	22
23	The Home Depot	59	55	36	21
24	The Hershey Company	103	21	45	19
25	Ford	47	33	7	38

Overall		Resolve	Integrity	Responsiveness	Permanence
26	UnitedHealth Group	31	16	29	51
27	McDonald's	53	86	60	13
28	3M	13	67	13	45
29	Target	20	31	106	29
30	Chick-fil-A	84	27	10	35
31	General Mills	88	63	89	11
32	Best Buy	89	59	49	17
33	General Electric	48	52	68	25
34	Costco	32	32	24	61
35	Domino's	28	41	14	64
36	Nestle	86	36	54	26
37	Campbell's	91	43	74	23
38	Kroger	18	51	64	44
39	Tyson Foods	4	68	143	37
40	Bayer	16	97	43	39
41	General Motors	22	92	16	58
42	Verizon	34	34	56	46
43	Anthem Health	11	18	92	77
44	Aldi	63	46	30	50
45	Dollar General	80	75	39	32
46	Dell	93	39	58	31
47	Pizza Hut	51	47	22	71
48	Sam's Club	42	44	66	57
49	Sony	69	29	110	40
50	Burger King	96	64	53	33





# Full Composite

Overall		Resolve	Integrity	Responsiveness	Permanence
51	Walt Disney Company	90	71	77	30
52	Whole Foods	19	73	25	91
53	Delta Air Lines	40	84	27	69
54	Toyota	114	65	57	34
55	Southwest Airlines	81	112	21	47
56	Xfinity	50	25	82	72
57	Cottonelle	46	80	111	41
58	United Airlines	33	54	103	66
59	Intel	41	94	98	49
60	Perdue Farms	36	81	124	53
61	PepsiCo	97	48	71	56
62	IBM	43	60	52	81
63	Hewlett-Packard Enterprise	77	87	76	52
64	U.S. Bank	39	24	86	92
65	Scott	99	22	120	62
66	Trader Joe's	61	56	34	88
67	Hulu	127	20	113	48
68	American Airlines	17	125	100	65
69	Little Caesars	111	90	37	55
70	Smithfield Foods	71	91	125	43
71	Humana	14	50	72	112
72	Papa John's	65	49	20	113
73	Nike	129	58	44	63
74	Zoom Video	44	76	11	120
75	Boeing	24	129	65	75

Overall		Resolve	Integrity	Responsiveness	Permanence
76	Cardinal Health	7	98	94	105
77	American Express	68	30	128	84
78	NFL	109	115	46	59
79	AT&T	49	119	83	73
80	NBA	122	79	19	86
81	MLB	104	62	69	74
82	Pfizer	8	126	88	101
83	DoorDash	30	109	23	125
84	Marriott	67	74	62	93
85	T-Mobile	107	23	122	79
86	Publix	94	38	59	96
87	Honeywell	55	42	146	80
88	Bank of America	60	89	85	85
89	Kaiser Permanente	38	83	31	126
90	GlaxoSmithKline	78	35	144	82
91	Aetna	62	40	105	107
92	eBay	87	139	55	60
93	Macy's	95	114	38	83
94	Starbucks	120	82	93	68
95	Nissan	101	72	73	90
96	Facebook	73	144	112	54
97	McKesson	113	61	50	103
98	Conagra	85	99	80	95
99	Capital One	98	66	104	97
100	ESPN	117	101	131	67



# Full Composite

Overall		Resolve	Integrity	Responsiveness	Permanence	Overall		Resolve	Integrity	Responsiveness	Permanence
101	Cigna	37	93	101	122	126	JetBlue Airways	125	95	137	128
102	Hilton Hotels	66	103	96	109	127	Morgan Stanley	128	132	97	119
103	John Deere	132	57	61	94	128	Citigroup	131	100	79	137
104	Honda	139	78	90	70	129	Gap	137	123	141	102
105	BP	82	77	84	123	130	Anheuser-Busch	136	116	48	140
106	Comcast	116	113	107	78	131	Roche	134	118	123	129
107	ExxonMobil	83	140	95	76	132	Prudential	108	122	130	136
108	Unilever	54	128	136	87	133	NHL	138	117	102	131
109	Albertson's	57	135	87	99	134	Wells Fargo	135	143	91	110
110	TripAdvisor	118	111	63	111	135	Fox Corporation	130	141	118	118
111	Wegmans	102	108	78	116	136	Nordstrom	100	127	126	145
112	Chevron	75	133	114	104	137	Cargill	115	130	140	138
113	JPMorgan Chase	126	102	119	98	138	Lyft	121	137	117	141
114	Gilead	58	107	129	130	139	Airbus	140	96	133	143
115	Caterpillar	146	53	75	114	140	Lockheed Martin	119	104	150	127
116	Merck	70	131	139	106	141	Patagonia	147	105	135	142
117	Tesla	110	88	81	132	142	Twitter	148	142	116	133
118	Abbot	112	124	115	108	143	Royal Dutch Shell	142	146	148	117
119	GrubHub	72	121	67	139	144	Snapchat	143	147	127	134
120	Chipotle	105	120	108	121	145	Airbnb	92	150	138	144
121	Expedia	123	85	132	115	146	WeWork	124	149	70	149
122	Instacart	106	134	41	135	147	Goldman Sachs	133	148	134	146
123	Seamless	149	110	121	89	148	Shake Shack	150	106	149	147
124	Berkshire Hathaway	141	69	99	124	149	Molson Coors	144	138	145	148
125	Uber	74	145	142	100	150	Peloton	145	136	147	150



# Rankings by Dimension



# Companies With Resolve: Top 100

1	Clorox
2	CVS
3	Johnson & Johnson
4	Tyson Foods
5	Walmart
6	UPS
7	Cardinal Health
8	Pfizer
9	Google
10	Apple
11	Anthem Health
12	Amazon
13	3M
14	Humana
15	Purell
16	Bayer
17	American Airlines
18	Kroger
19	Whole Foods
20	Target
21	The Kraft Heinz Company
22	General Motors
23	U.S. Postal Service
24	Boeing
25	Microsoft
26	Samsung
27	Walgreens
28	Domino's
29	Visa
30	DoorDash
31	UnitedHealth Group
32	Costco
33	United Airlines
34	Verizon
35	FedEx
36	Perdue Farms
37	Cigna
38	Kaiser Permanente
39	U.S. Bank
40	Delta Air Lines
41	Intel
42	Sam's Club
43	IBM
44	Zoom Video
45	Coca-Cola
46	Cottonelle
47	Ford
48	General Electric
49	AT&T
50	Xfinity
51	Pizza Hut
52	Netflix
53	McDonald's
54	Unilever
55	Honeywell
56	YouTube
57	Albertson's
58	Gilead
59	The Home Depot
60	Bank of America
61	Trader Joe's
62	Aetna
63	Aldi
64	Mastercard
65	Papa John's
66	Hilton Hotels
67	Marriott
68	American Express
69	Sony
70	Merck
71	Smithfield Foods
72	GrubHub
73	Facebook
74	Uber
75	Chevron
76	Lowe's
77	Hewlett-Packard Enterprise
78	GlaxoSmithKline
79	Procter & Gamble
80	Dollar General
81	Southwest Airlines
82	BP
83	ExxonMobil
84	Chick-fil-A
85	Conagra
86	Nestle
87	eBay
88	General Mills
89	Best Buy
90	The Walt Disney Company
91	Campbell's
92	Airbnb
93	Dell
94	Publix
95	Macy's
96	Burger King
97	PepsiCo
98	Capital One
99	Scott
100	Nordstrom



# Companies With Integrity: Top 100

1	Clorox
2	UPS
3	Purell
4	Walmart
5	U.S. Postal Service
6	Google
7	Samsung
8	CVS
9	FedEx
10	Walgreens
11	Amazon
12	Microsoft
13	Netflix
14	Johnson & Johnson
15	Lowe's
16	UnitedHealth Group
17	Apple
18	Anthem Health
19	Mastercard
20	Hulu
21	The Hershey Company
22	Scott
23	T-Mobile
24	U.S. Bank
25	Xfinity
26	Visa
27	Chick-fil-A
28	Coca-Cola
29	Sony
30	American Express
31	Target
32	Costco
33	Ford
34	Verizon
35	GlaxoSmithKline
36	Nestle
37	YouTube
38	Publix
39	Dell
40	Aetna
41	Domino's
42	Honeywell
43	Campbell's
44	Sam's Club
45	Procter & Gamble
46	Aldi
47	Pizza Hut
48	PepsiCo
49	Papa John's
50	Humana
51	Kroger
52	General Electric
53	Caterpillar
54	United Airlines
55	The Home Depot
56	Trader Joe's
57	John Deere
58	Nike
59	Best Buy
60	IBM
61	McKesson
62	MLB
63	General Mills
64	Burger King
65	Toyota
66	Capital One
67	3M
68	Tyson Foods
69	Berkshire Hathaway
70	The Kraft Heinz Company
71	The Walt Disney Company
72	Nissan
73	Whole Foods
74	Marriott
75	Dollar General
76	Zoom Video
77	BP
78	Honda
79	NBA
80	Cottonelle
81	Perdue Farms
82	Starbucks
83	Kaiser Permanente
84	Delta Air Lines
85	Expedia
86	McDonald's
87	Hewlett-Packard Enterprise
88	Tesla
89	Bank of America
90	Little Caesars
91	Smithfield Foods
92	General Motors
93	Cigna
94	Intel
95	JetBlue Airways
96	Airbus
97	Bayer
98	Cardinal Health
99	Conagra
100	Citigroup



# Companies With Responsiveness: Top 100

1	U.S. Postal Service
2	Clorox
3	Purell
4	Google
5	Amazon
6	UPS
7	Ford
8	Walmart
9	Johnson & Johnson
10	Chick-fil-A
11	Zoom Video
12	YouTube
13	3M
14	Domino's
15	Coca-Cola
16	General Motors
17	Procter & Gamble
18	FedEx
19	NBA
20	Papa John's
21	Southwest Airlines
22	Pizza Hut
23	DoorDash
24	Costco
25	Whole Foods
26	Lowe's
27	Delta Air Lines
28	Walgreens
29	UnitedHealth Group
30	Aldi
31	Kaiser Permanente
32	CVS
33	Netflix
34	Trader Joe's
35	Samsung
36	The Home Depot
37	Little Caesars
38	Macy's
39	Dollar General
40	Mastercard
41	Instacart
42	Microsoft
43	Bayer
44	Nike
45	The Hershey Company
46	NFL
47	Apple
48	Anheuser-Busch
49	Best Buy
50	McKesson
51	The Kraft Heinz Company
52	IBM
53	Burger King
54	Nestle
55	eBay
56	Verizon
57	Toyota
58	Dell
59	Publix
60	McDonald's
61	John Deere
62	Marriott
63	TripAdvisor
64	Kroger
65	Boeing
66	Sam's Club
67	GrubHub
68	General Electric
69	MLB
70	WeWork
71	PepsiCo
72	Humana
73	Nissan
74	Campbell's
75	Caterpillar
76	Hewlett-Packard Enterprise
77	The Walt Disney Company
78	Wegmans
79	Citigroup
80	Conagra
81	Tesla
82	Xfinity
83	AT&T
84	BP
85	Bank of America
86	U.S. Bank
87	Albertson's
88	Pfizer
89	General Mills
90	Honda
91	Wells Fargo
92	Anthem Health
93	Starbucks
94	Cardinal Health
95	ExxonMobil
96	Hilton Hotels
97	Morgan Stanley
98	Intel
99	Berkshire Hathaway
100	American Airlines



# Companies With Permanence: Top 100

1	U.S. Postal Service	26	Nestle	51	UnitedHealth Group	76	ExxonMobil
2	Google	27	Apple	52	Hewlett-Packard Enterprise	77	Anthem Health
3	Amazon	28	Walgreens	53	Perdue Farms	78	Comcast
4	Walmart	29	Target	54	Facebook	79	T-Mobile
5	UPS	30	The Walt Disney Company	55	Little Caesars	80	Honeywell
6	Microsoft	31	Dell	56	PepsiCo	81	IBM
7	Clorox	32	Dollar General	57	Sam's Club	82	GlaxoSmithKline
8	YouTube	33	Burger King	58	General Motors	83	Macy's
9	Visa	34	Toyota	59	NFL	84	American Express
10	FedEx	35	Chick-fil-A	60	eBay	85	Bank of America
11	General Mills	36	CVS	61	Costco	86	NBA
12	The Kraft Heinz Company	37	Tyson Foods	62	Scott	87	Unilever
13	McDonald's	38	Ford	63	Nike	88	Trader Joe's
14	Coca-Cola	39	Bayer	64	Domino's	89	Seamless
15	Mastercard	40	Sony	65	American Airlines	90	Nissan
16	Netflix	41	Cottonelle	66	United Airlines	91	Whole Foods
17	Best Buy	42	Johnson & Johnson	67	ESPN	92	U.S. Bank
18	Purell	43	Smithfield Foods	68	Starbucks	93	Marriott
19	The Hershey Company	44	Kroger	69	Delta Air Lines	94	John Deere
20	Samsung	45	3M	70	Honda	95	Conagra
21	The Home Depot	46	Verizon	71	Pizza Hut	96	Publix
22	Procter & Gamble	47	Southwest Airlines	72	Xfinity	97	Capital One
23	Campbell's	48	Hulu	73	AT&T	98	JPMorgan Chase
24	Lowe's	49	Intel	74	MLB	99	Albertson's
25	General Electric	50	Aldi	75	Boeing	100	Uber



# Thank you!

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