



Reputation Quotient®
The Harris Poll

+ **AXIOS** | 100

2023 Axios Harris Poll 100



The 25th Annual Reputation Quotient (RQ[®])

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 raking of the reputation 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 rates the 100 most visible companies on seven dimensions of reputation to calculate the company’s RQ[®] score for inclusion in the Axios Harris Poll 100.

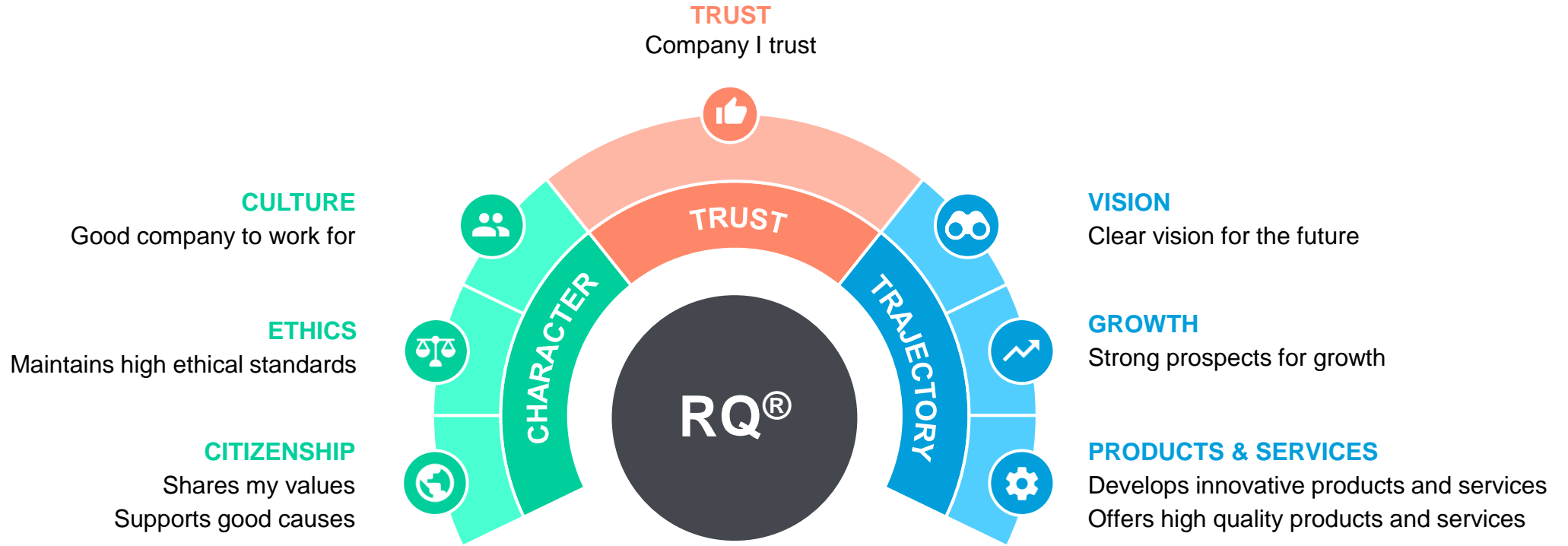
25th ANNUAL RQ[®] STUDY

16,310 PEOPLE INTERVIEWED

FIELD PERIOD **March 13th – 28th 2023**



The Harris Poll Offers A Framework For Understanding Reputation Against Seven Dimensions



The 2023 Axios Harris Poll 100

RANK 1-25		RQ®	RANK 26-50		RQ®	RANK 51-75		RQ®	RANK 76-100		RQ®
1	Patagonia, Inc.	83.5	26	Kellogg Company	78.2	51	Gucci (Kering)	75.6	76	Johnson & Johnson	70.9
2	Costco Wholesale Corporation	82.1	27	The Kroger Company	78.0	52	Nestle SA	75.3	77	The Walt Disney Company	70.9
3	Deere & Company (John Deere)	82.0	28	The Kraft Heinz Company	78.0	53	Target Corporation	75.2	78	eBay Inc.	70.7
4	Trader Joe's Company	81.7	29	Fidelity Investments, Inc.	77.9	54	Dell Technologies Inc.	75.2	79	JCPenney Company, Inc.	70.6
5	Chick-fil-A Inc.	81.4	30	IBM	77.8	55	Royal Dutch Shell PLC	75.2	80	Walmart Inc.	70.3
6	Toyota Motor Corporation	81.0	31	JPMorgan Chase & Co.	77.7	56	Volkswagen Group	75.1	81	Bank of America Corporation	70.1
7	Samsung Electronics Co., Ltd.	81.0	32	Ford Motor Company	77.6	57	Anheuser-Busch InBev SA/NV	75.0	82	ExxonMobil Corporation	68.9
8	Amazon.com Inc.	80.7	33	Aldi Einkauf GmbH & Co.	77.6	58	Delta Air Lines Inc.	74.9	83	Dollar General Corporation	68.7
9	USAA	80.6	34	General Motors Company	77.5	59	Chipotle Mexican Grill Inc.	74.8	84	Burger King Corporation	68.6
10	Apple Inc.	80.6	35	Alphabet Inc. (Google)	77.4	60	Macy's Inc.	74.7	85	Shein Group LTD.	68.2
11	3M Company	80.5	36	Best Buy Co., Inc.	77.2	61	State Farm Insurance	74.7	86	Subway IP LLC	68.2
12	Sony Group Corporation	79.8	37	General Electric Company	77.0	62	Tesla Inc.	74.3	87	Comcast Corporation	68.0
13	Honda Motor Company	79.8	38	Capital One Fin. Corp.	76.9	63	AT&T Inc.	73.9	88	Wells Fargo & Company	67.8
14	United Parcel Service (UPS)	79.8	39	Walgreens Boots Alliance, Inc.	76.9	64	Wendy's Company	73.9	89	Dollar Tree, Inc.	67.3
15	Microsoft Corporation	79.7	40	PepsiCo Inc.	76.8	65	Verizon Communications Inc.	73.8	90	Family Dollar Stores Inc.	65.6
16	Subaru Corporation	79.4	41	Nordstrom Inc.	76.7	66	Chevron Corporation	73.8	91	Balenciaga (Kering)	65.5
17	American Express Company	79.3	42	Netflix Inc.	76.7	67	Stellantis N.V (Chrysler)	73.3	92	BP p.l.c	63.5
18	LG Corporation	78.8	43	Lowe's Companies Inc.	76.6	68	Hobby Lobby Stores Inc.	73.0	93	Bitcoin	61.1
19	CVS Health Corporation	78.7	44	PayPal Holdings Inc.	76.5	69	Arby's Restaurant Group Inc.	72.6	94	ByteDance Ltd. (TikTok)	61.1
20	HP, Inc.	78.7	45	Kohl's Corporation	76.3	70	United Airlines Holdings, Inc.	72.3	95	Spirit Airlines, Inc.	60.1
21	Nike Inc.	78.4	46	T-Mobile US Inc.	76.2	71	Southwest Airlines Co.	71.9	96	Meta Platforms (Facebook)	59.7
22	Adidas AG	78.4	47	FedEx Corporation	76.2	72	McDonald's Corporation	71.8	97	Twitter, Inc.	59.3
23	The Procter & Gamble Co.	78.2	48	Starbucks Corporation	75.7	73	Yum! Brands, Inc. (Taco Bell)	71.7	98	Fox Corporation	59.3
24	BMW Group	78.2	49	The Coca-Cola Company	75.6	74	Bed Bath & Beyond Inc.	71.5	99	FTX	58.6
25	The Home Depot Inc.	78.2	50	Pfizer Inc.	75.6	75	Uber Technologies, Inc.	71.5	100	The Trump Organization	52.9

*Bitcoin was featured in the ranking after sufficient nominations from Americans who perceived it as a public or private company.
























The 2023 Axios Harris Poll 100: 2022 to 2023

RANK 1-25				RANK 26-50				RANK 51-75				RANK 76-100							
	'23	'22	Δ		'23	'22	Δ		'23	'22	Δ		'23	'22	Δ				
1	Patagonia	83.5	81.8	2.0%	26	Kellogg Company	78.2	-	-	51	Gucci	75.6	-	-	76	Johnson & Johnson	70.9	71.8	-1.2%
2	Costco	82.1	78.2	5.0%	27	The Kroger Company	78.0	78.4	-0.5%	52	Nestle	75.3	76.6	-1.7%	77	The Walt Disney Co.	70.9	73.4	-3.5%
3	John Deere	82.0	-	-	28	Kraft Heinz Company	78.0	76.7	1.7%	53	Target	75.2	77.8	-3.2%	78	eBay	70.7	69.8	1.4%
4	Trader Joe's	81.7	82.4	-0.8%	29	Fidelity Investments	77.9	-	-	54	Dell	75.2	76.9	-2.3%	79	JCPenney	70.6	68.6	2.9%
5	Chick-fil-A	81.4	78.1	4.3%	30	IBM	77.8	79.5	-2.1%	55	Royal Dutch Shell	75.2	73.6	2.1%	80	Walmart	70.3	70.7	-0.5%
6	Toyota Motor Corp.	81.0	80.3	0.9%	31	JPMorgan Chase & Co.	77.7	75.7	2.7%	56	Volkswagen Group	75.1	-	-	81	Bank of America	70.1	70.5	-0.6%
7	Samsung	81.0	80.5	0.6%	32	Ford Motor Company	77.6	76.6	1.3%	57	Anheuser-Busch	75.0	-	-	82	ExxonMobil	68.9	68.1	1.3%
8	Amazon.com	80.7	80.3	0.5%	33	Aldi	77.6	-	-	58	Delta Air Lines	74.9	73.1	2.4%	83	Dollar General	68.7	-	-
9	USAA	80.6	78.9	2.2%	34	General Motors	77.5	75.4	2.8%	59	Chipotle	74.8	72.2	3.5%	84	Burger King	68.6	70.3	-2.4%
10	Apple	80.6	78.6	2.5%	35	Google	77.4	77.8	-0.5%	60	Macy's	74.7	73.5	1.7%	85	Shein	68.2	70.6	-3.4%
11	3M	80.5	78.4	2.6%	36	Best Buy	77.2	75.4	2.3%	61	State Farm Insurance	74.7	74.6	0.1%	86	Subway	68.2	69.6	-2.1%
12	Sony	79.8	79.6	0.3%	37	General Electric	77.0	78.4	-1.8%	62	Tesla Motors	74.3	79.5	-6.4%	87	Comcast	68.0	69.5	-2.1%
13	Honda Motor Co.	79.8	80.1	-0.3%	38	Capital One Fin Corp	76.9	-	-	63	AT&T	73.9	71.9	2.8%	88	Wells Fargo & Co.	67.8	67.1	1.0%
14	UPS	79.8	78.9	1.1%	39	Walgreens	76.9	77.9	-1.3%	64	Wendy's	73.9	73.5	0.5%	89	Dollar Tree	67.3	70.9	-5.0%
15	Microsoft	79.7	79.0	0.8%	40	PepsiCo	76.8	75.8	1.3%	65	Verizon Communications	73.8	72.9	1.2%	90	Family Dollar	65.6	-	-
16	Subaru	79.4	78.8	1.2%	41	Nordstrom	76.7	74.8	2.6%	66	Chevron	73.8	-	-	91	Balenciaga	65.5	-	-
17	American Express	79.3	76.0	4.3%	42	Netflix	76.7	78.5	-2.4%	67	Stellantis (Chrysler)	73.3	76.3	-3.9%	92	BP	63.5	68.0	-6.6%
18	LG Corporation	78.8	78.2	0.8%	43	Lowe's	76.6	77.3	-0.9%	68	Hobby Lobby	73.0	75.5	-3.3%	93	Bitcoin	61.1	-	-
19	CVS (CVS Health)	78.7	77.1	2.1%	44	PayPal	76.5	-	-	69	Arby's	72.6	-	-	94	TikTok	61.1	63.7	-4.1%
20	HP, Inc.	78.7	-	-	45	Kohl's	76.3	73.8	3.4%	70	United Airlines	72.3	-	-	95	Spirit Airlines	60.1	63.3	-5.0%
21	Nike	78.4	74.5	5.2%	46	T-Mobile	76.2	75.4	1.0%	71	Southwest Airlines	71.9	-	-	96	Facebook (Meta)	59.7	60.9	-2.1%
22	Adidas	78.4	77.9	0.6%	47	FedEx Corporation	76.2	76.8	-0.9%	72	McDonald's	71.8	69.3	3.7%	97	Twitter	59.3	60.3	-1.6%
23	Procter & Gamble	78.2	77.0	1.5%	48	Starbucks Corporation	75.7	76.6	-1.3%	73	Taco Bell (Yum! Brands)	71.7	75.3	-4.8%	98	Fox Corporation	59.3	62.3	-4.7%
24	BMW Group	78.2	-	-	49	The Coca-Cola Company	75.6	74.4	1.6%	74	Bed Bath & Beyond	71.5	-	-	99	FTX	58.6	-	-
25	The Home Depot	78.2	78.9	-0.8%	50	Pfizer	75.6	76.4	-1.1%	75	Uber	71.5	67.3	6.3%	100	The Trump Org	52.9	54.5	-2.9%

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



Welcoming Old Friends & Newcomers To The Most Visible List In 2023

	#3		#57
	#20		#66
	#24		#69
	#26		#70
	#29		#71
	#33		#74
	#38		#83
	#44		#90
	#51		#91
	#56		#93
			#99



Legacy Top 10 Rank Holders

Appearances in RQ Top 10 Spots, 10-Year Review (2014 Through 2023)

	# Times	2023 Rank		# Times	2023 Rank		# Times	2023 Rank		# Times	2023 Rank
Amazon.com Inc.	10	#8	Google	3	#35	The Hershey Co.	2	N/A	General Mills	1	N/A
Costco	6	#2	Honda Motor Co.	3	#13	Toyota Motor Co.	2	#6	Kellogg Company	1	#26
Publix Supermarkets	6	N/A	Johnson & Johnson	3	#76	Trader Joe's	2	#4	Kraft Foods	1	#28
Samsung Electronics	6	#7	Tesla Motors	3	#62	Berkshire Hathaway	1	N/A	Moderna	1	N/A
Wegmans	6	N/A	UPS	3	#14	Coca-Cola	1	#49	Pfizer	1	#50
Apple Inc.	5	#10	L.L. Bean	2	N/A	Whole Foods	1	N/A	SpaceX	1	N/A
The Walt Disney Co.	5	#77	Procter & Gamble	2	#23	3M Company	1	#11	The Clorox Co.	1	N/A
Patagonia, Inc.	5	#1	USAA	2	#9	Aldi	1	#33	The Kroger Co.	1	#27
Sony	3	#12	HEB Grocery	2	N/A	Chewy	1	N/A			
Chick-fil-A	3	#5	Microsoft	2	#15	John Deere	1	#3			

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Who Is Up and Who Is Down

Top Gainers		2023	2022	Score Change
1.	Uber	71.5	67.3	6.3%
2.	Nike	78.4	74.5	5.2%
3.	Costco	82.1	78.2	5.0%
4.	American Express	79.3	76.0	4.3%
5.	Chick-fil-A	81.4	78.1	4.3%
6.	Volkswagen Group	75.1	72.4	3.8%
7.	McDonald's	71.8	69.3	3.7%
8.	Chipotle	74.8	72.2	3.5%
9.	Kohl's	76.3	73.8	3.4%
10.	JCPenney	70.6	68.6	2.9%

Top Decliners		2023	2022	Score Change
1.	BP	63.5	68.0	-6.6%
2.	Tesla Motors	74.3	79.5	-6.4%
3.	Spirit Airlines	60.1	63.3	-5.0%
4.	Dollar Tree	67.3	70.9	-5.0%
5.	Taco Bell (Yum! Brands)	71.7	75.3	-4.8%
6.	Fox Corporation	59.3	62.3	-4.7%
7.	TikTok	61.1	63.7	-4.1%
8.	PayPal	76.5	79.6	-3.9%
9.	Stellantis (Chrysler)	73.3	76.3	-3.9%
10.	The Walt Disney Company	70.9	73.4	-3.5%



Velocity List: Companies With the Highest Momentum

		Change from 2022
Amazon.com	53	-2 pts
Trader Joe's	51	9 pts
Chick-fil-A	49	5 pts
Aldi	49	N/A
Subaru	48	11 pts
Patagonia	47	5 pts
Costco	45	5 pts
Toyota Motor Corporation	43	0 pts
Samsung	43	-5 pts
BMW Group	43	17 pts
Tesla Motors	42	-25 pts
USAA	41	0 pts
Apple	40	-3 pts
LG Corporation	40	4 pts
Google	40	-6 pts
Capital One Financial Corporation	40	-4 pts
Paypal	38	-5 pts
T-Mobile	37	-7 pts
Target	37	1 pts
Nike	36	10 pts

Net Momentum
% On Its Way Up – On Its Way Down

**New to the Momentum List
in 2023**

- Aldi
- Subaru
- Costco
- BMW Group
- LG Corporation
- Capital One
- PayPal
- Target
- Nike

Change of 5 points or more (Positive)
Change of 5 points or more (Negative)



Top Performing Companies by Dimension

	Culture	Ethics	Citizenship	Trust	Vision	Growth	Products & Services
1.	Costco	Patagonia	Patagonia	Costco	Chick-fil-A	Costco	Patagonia
2.	John Deere	USAA	USAA	Chick-fil-A	Costco	Patagonia	John Deere
3.	Patagonia	Chick-fil-A	Trader Joe's	UPS	Trader Joe's	Trader Joe's	Apple
4.	USAA	Costco	Costco	Trader Joe's	Apple	Chick-fil-A	3M
5.	Samsung	Trader Joe's	Aldi	John Deere	Toyota Motor Corporation	Amazon.com	Samsung
6.	Honda Motor Company	John Deere	Chick-fil-A	Patagonia	Patagonia	Toyota Motor Corporation	Amazon.com
7.	Chick-fil-A	Toyota Motor Corporation	John Deere	Amazon.com	Microsoft	Apple	Trader Joe's
8.	Trader Joe's	Honda Motor Company	Subaru	Toyota Motor Corporation	John Deere	Samsung	Chick-fil-A
9.	Apple	Samsung	CVS (CVS Health)	USAA	Amazon.com	John Deere	Nike
10.	Microsoft	American Express	Toyota Motor Corporation	Samsung	Honda Motor Company	Fidelity Investments	Sony

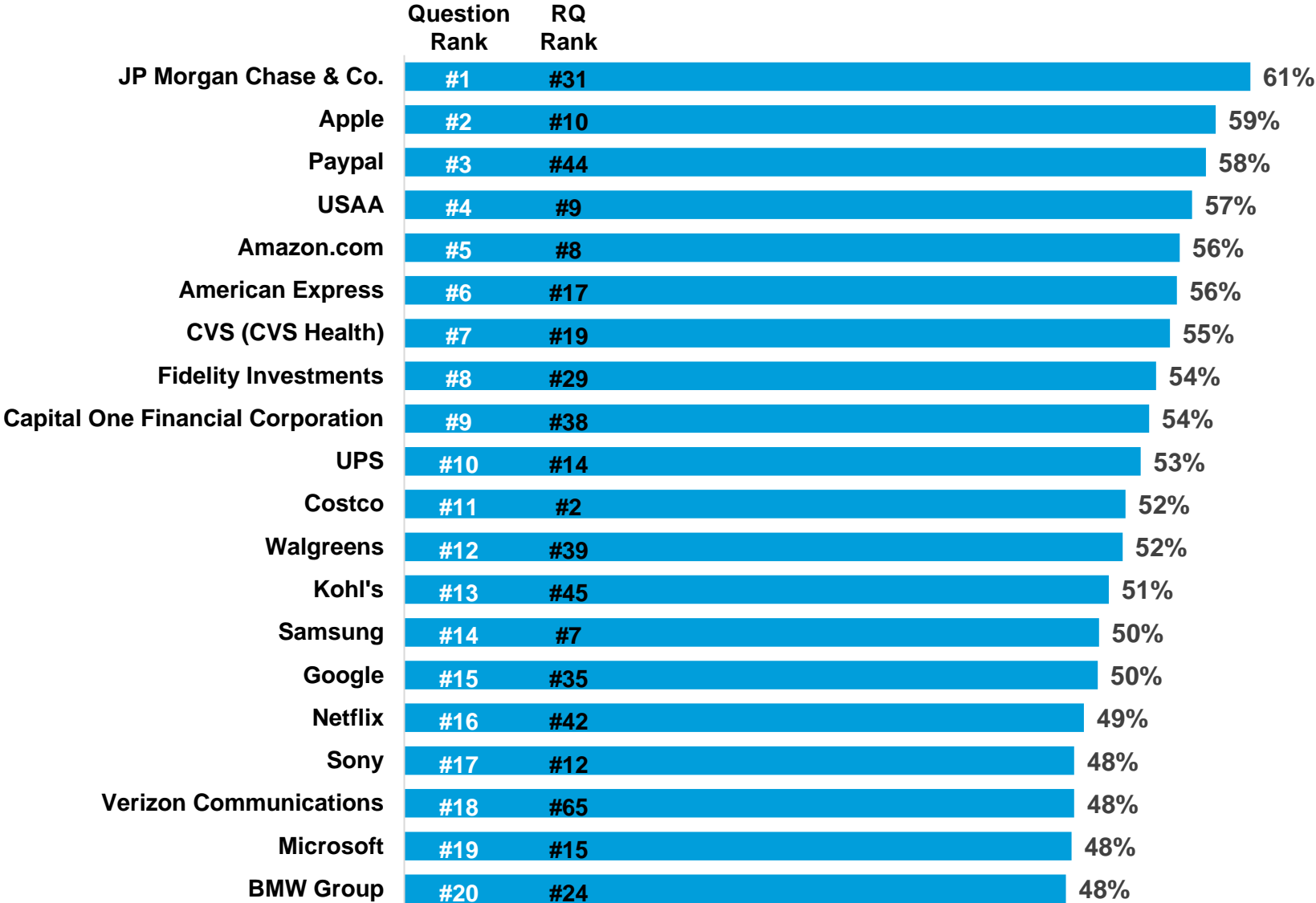


Top Performing Companies by Key Demographics

	GOP	Dem		Millennial	Boomer		Rural	Urban	Suburban
1.	Costco	Trader Joe's		Google	John Deere		3M	Patagonia	Costco
2.	John Deere	USAA		Patagonia	Trader Joe's		Toyota Motor Corporation	Honda Motor Company	Patagonia
3.	Patagonia	Patagonia		Costco	UPS		Apple	Trader Joe's	Samsung
4.	Hobby Lobby	Honda Motor Company		Amazon.com	Samsung		Chick-fil-A	Target	Trader Joe's
5.	Chick-fil-A	Apple		Chick-fil-A	Costco		John Deere	Nike	Chick-fil-A
6.	Toyota Motor Corporation	Nike		American Express	Patagonia		Samsung	Procter & Gamble	UPS
7.	Trader Joe's	LG Corporation		Microsoft	Sony		The Kroger Company	John Deere	John Deere
8.	3M	Microsoft		Subaru	3M		Nike	BMW Group	USAA
9.	Samsung	Google		Samsung	CVS (CVS Health)		Patagonia	USAA	Sony
10.	The Home Depot	Pfizer		UPS	Apple		Honda Motor Company	Amazon.com	Toyota Motor Corporation



Data Privacy & Protection Top 20



Securely protects its customers personal information and data
 % Describes Well (6/7 on 7-pt scale)



Employer Brand Top 20

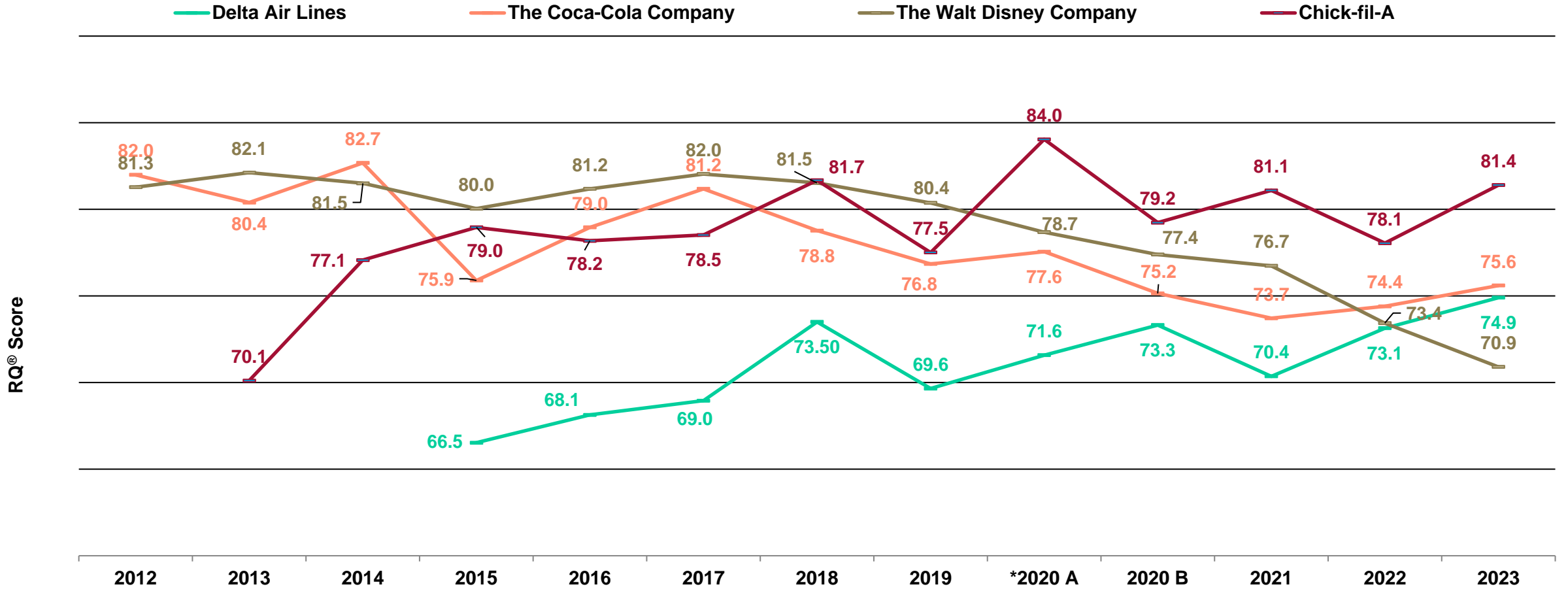
	Culture Rank	RQ Rank	
Costco	#1	#2	84.5
John Deere	#2	#3	83.9
Patagonia	#3	#1	83.5
USAA	#4	#9	83.3
Samsung	#5	#7	82.5
Honda Motor Company	#6	#13	81.9
Chick-fil-A	#7	#5	81.4
Trader Joe's	#8	#4	81.3
Apple	#9	#10	80.8
Microsoft	#10	#15	80.4
UPS	#11	#14	80.4
Toyota Motor Corporation	#12	#6	80.4
Kellogg Company	#13	#26	79.8
HP, Inc.	#14	#20	79.6
3M	#15	#11	79.6
Ford Motor Company	#16	#32	79.6
American Express	#17	#17	79.6
LG Corporation	#18	#18	79.4
Sony	#19	#12	79.2
IBM	#20	#30	79.0

Culture Dimension
Looks like a good company to work for



RQ[®] Performance Over 10 Years

2013 Through 2023



*2020 A Wave fielded pre-COVID 19 outbreak

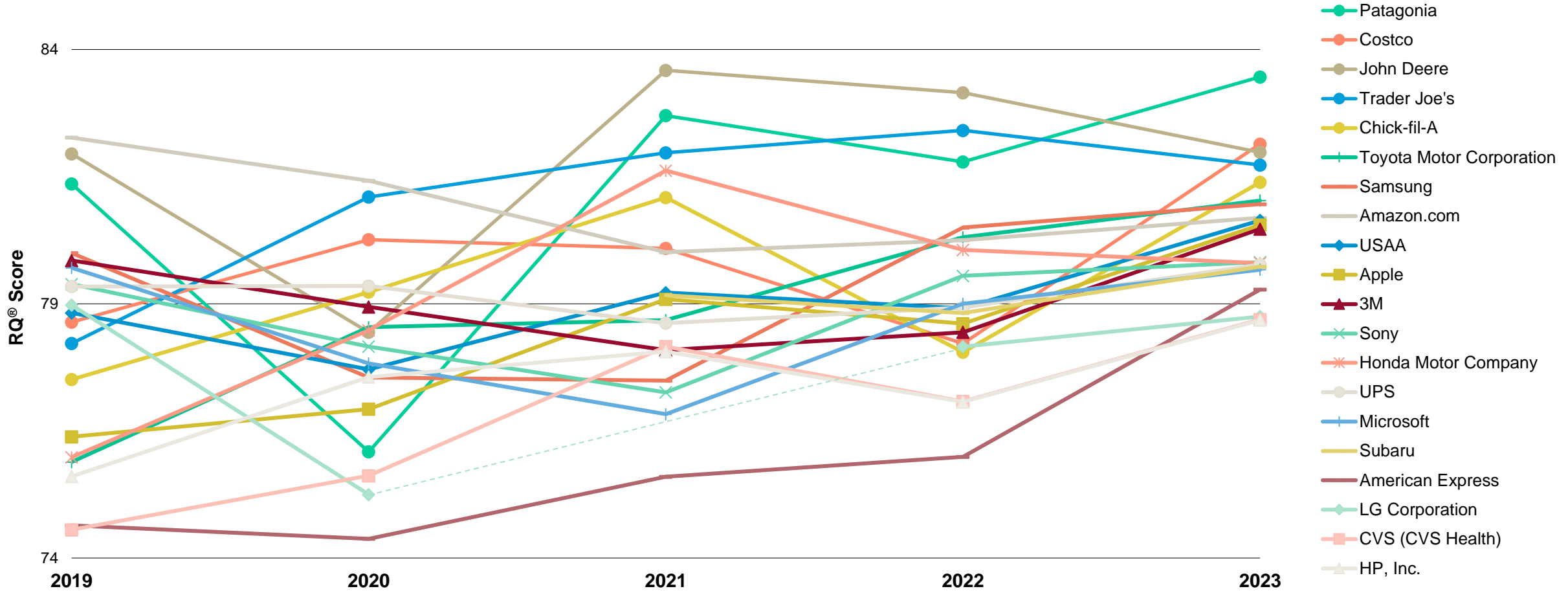
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RQ[®] Comparative Trend: 2023 Top 20

2013 Through 2023

Reputation Performance, 5-Year Review (2019 Through 2023)



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