



# The Harris Poll

Harris Insights & Analytics LLC, A Stagwell Company

## America This Week: From The Harris Poll

May 2023

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**The Harris Poll**

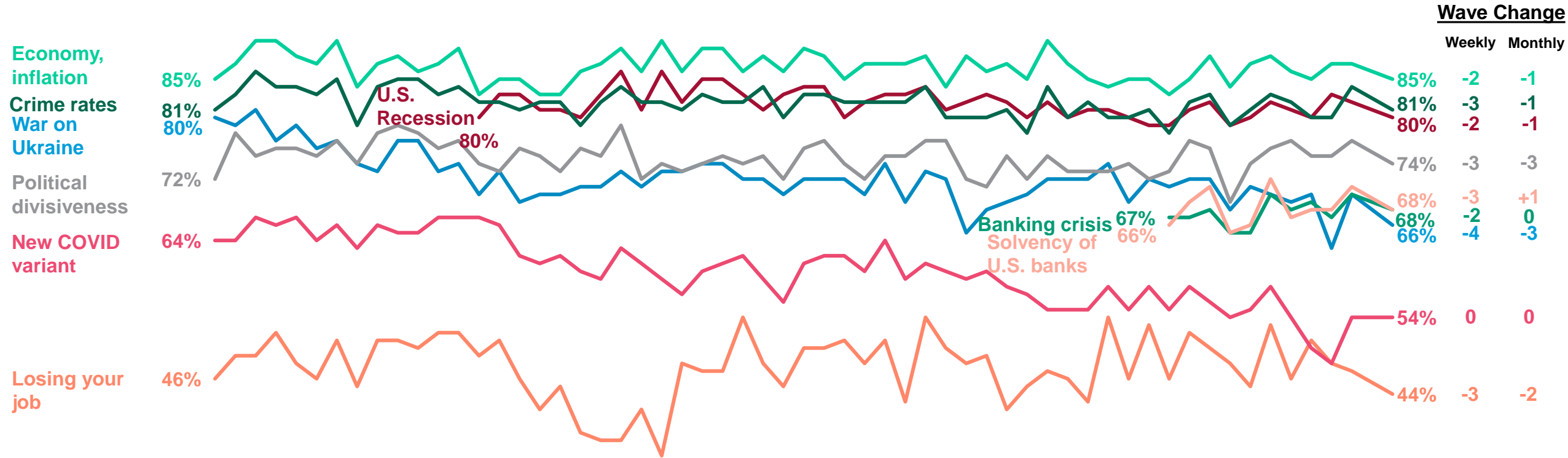
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# Americans Continue To Live In A Time Of “Stacked Crises”

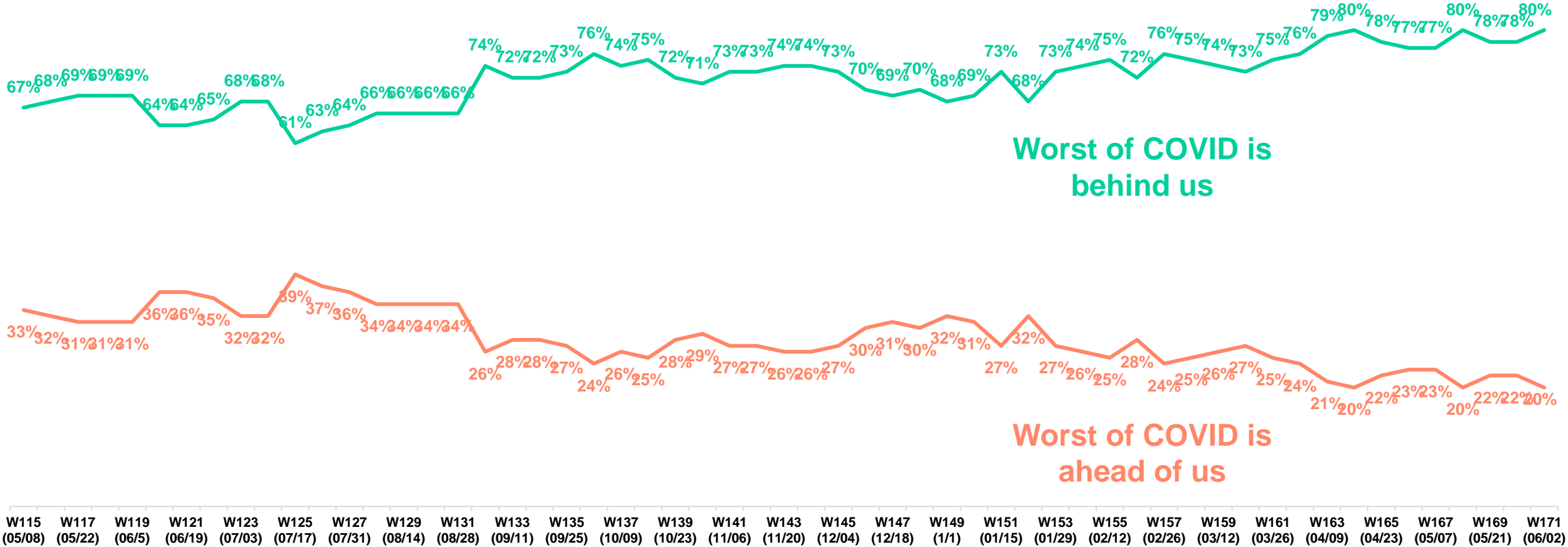
Trended Fear Curves During COVID-19



W114 (05/01) W116 (05/15) W118 (05/29) W120 (06/12) W122 (06/26) W124 (07/10) W126 (07/24) W128 (08/07) W130 (08/21) W132 (09/04) W134 (09/18) W136 (10/02) W138 (10/16) W140 (10/30) W142 (11/13) W144 (11/23) W146 (12/11) W148 (12/22) W150 (01/08) W152 (01/22) W154 (02/05) W156 (02/19) W158 (03/05) W160 (03/19) W162 (04/02) W164 (04/16) W166 (04/30) W168 (05/14) W170 (05/28) W171 (06/02)



# Optimism Holding Strong That The Worst Of COVID Is Behind Us

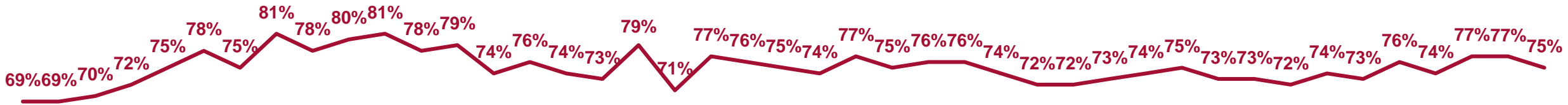




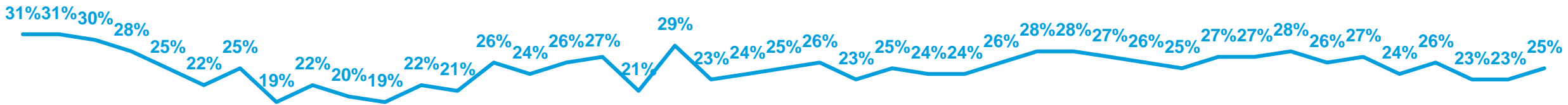
# Three-Quarters Of Americans Still Believe The Worst Of Inflation Is Yet To Come

**(82%) think the amount of fear around inflation is sensible**

**(78%) think the amount of fear around a recession is sensible**



**Worst of inflation is still ahead**



**Worst of inflation is behind us**

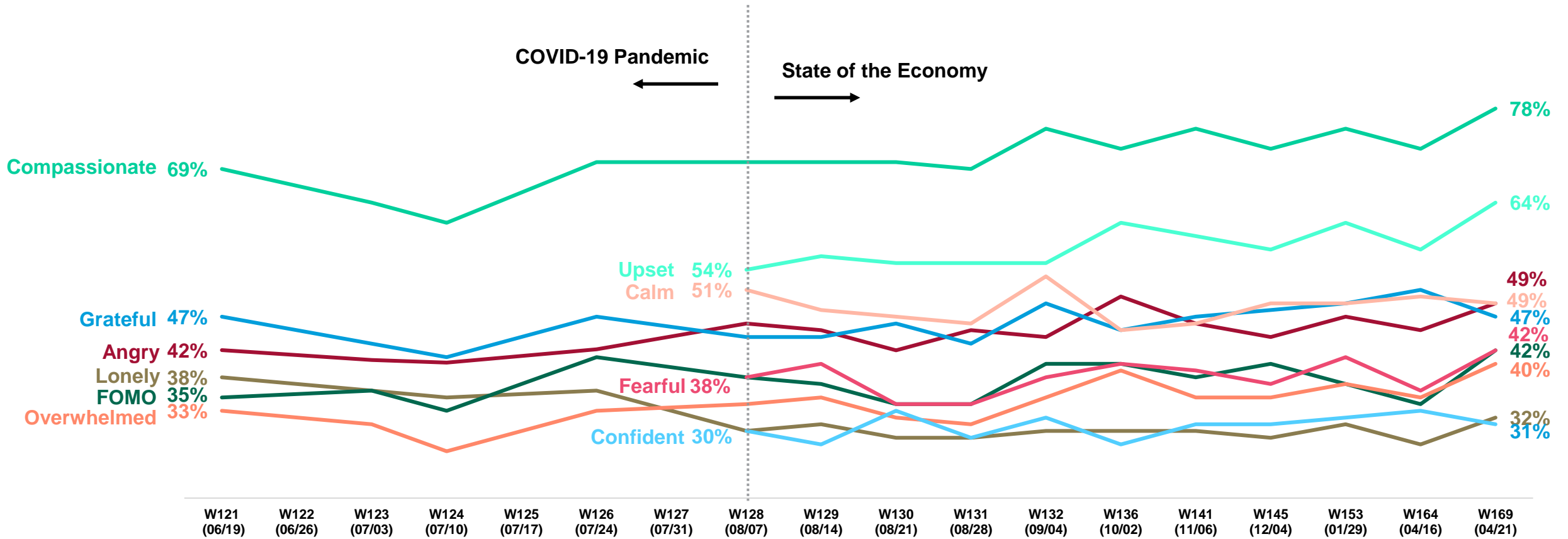


# A Nation With Mixed Emotions On The Economy; Many Upset, Angry & Lonely

Have you felt any of the following recently due to...  
% Yes

COVID-19 Pandemic ←

→ State of the Economy



Source: Harris Poll America This Week Tracker Wave 169 (05/19-05/21/23)

BASE: GENERAL PUBLIC W169 (n=2117)

UTQ04. Have you felt any of the following recently due to the state of the economy (e.g., rising inflation, bear market)?

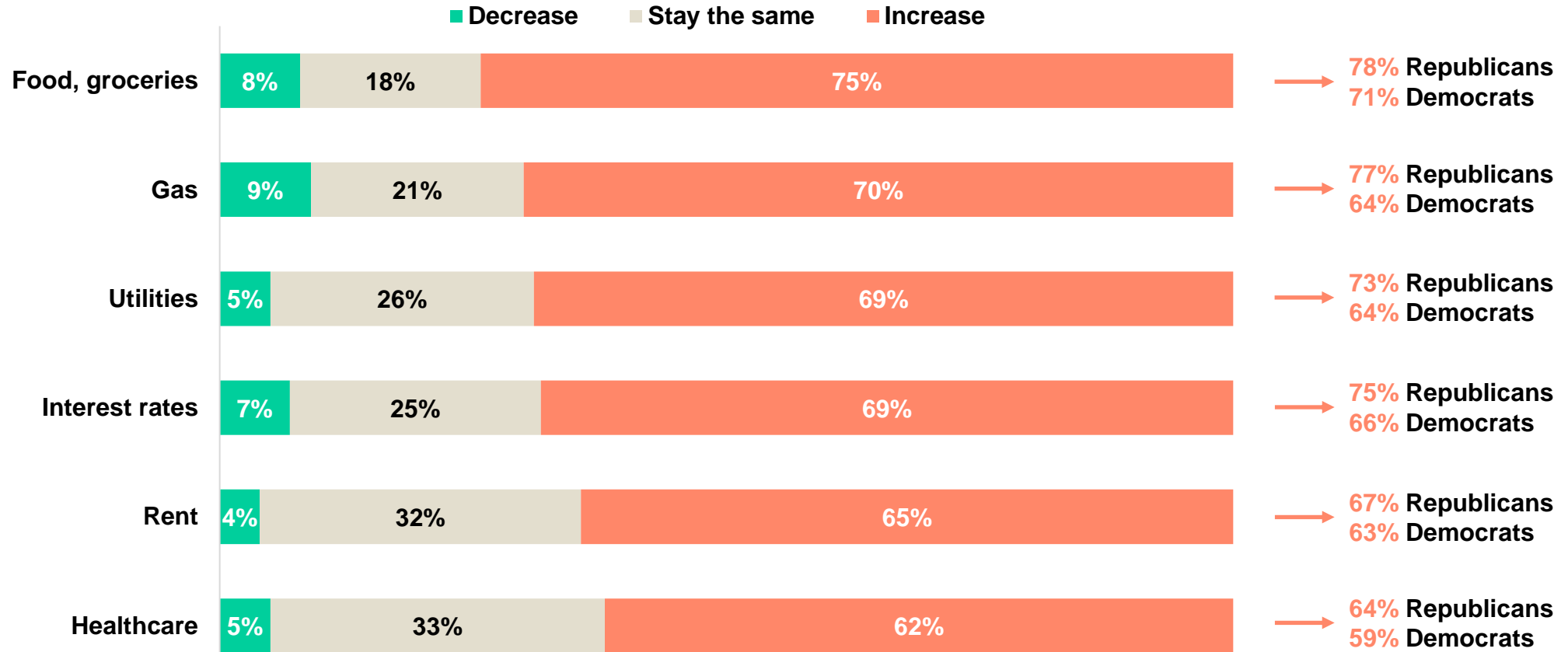
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# Few Americans Expect Prices Of Goods To Decrease Over Next Few Months And Republicans Are Slightly More Likely To Think Prices Will Keep Increasing

Now thinking specifically about the following items, do you think prices will continue to increase, stay the same, or decrease in the next few months?



Source: Harris Poll America This Week Tracker Wave 169 (05/19-05/21/23)

BASE: GENERAL PUBLIC W169 (n=2117)

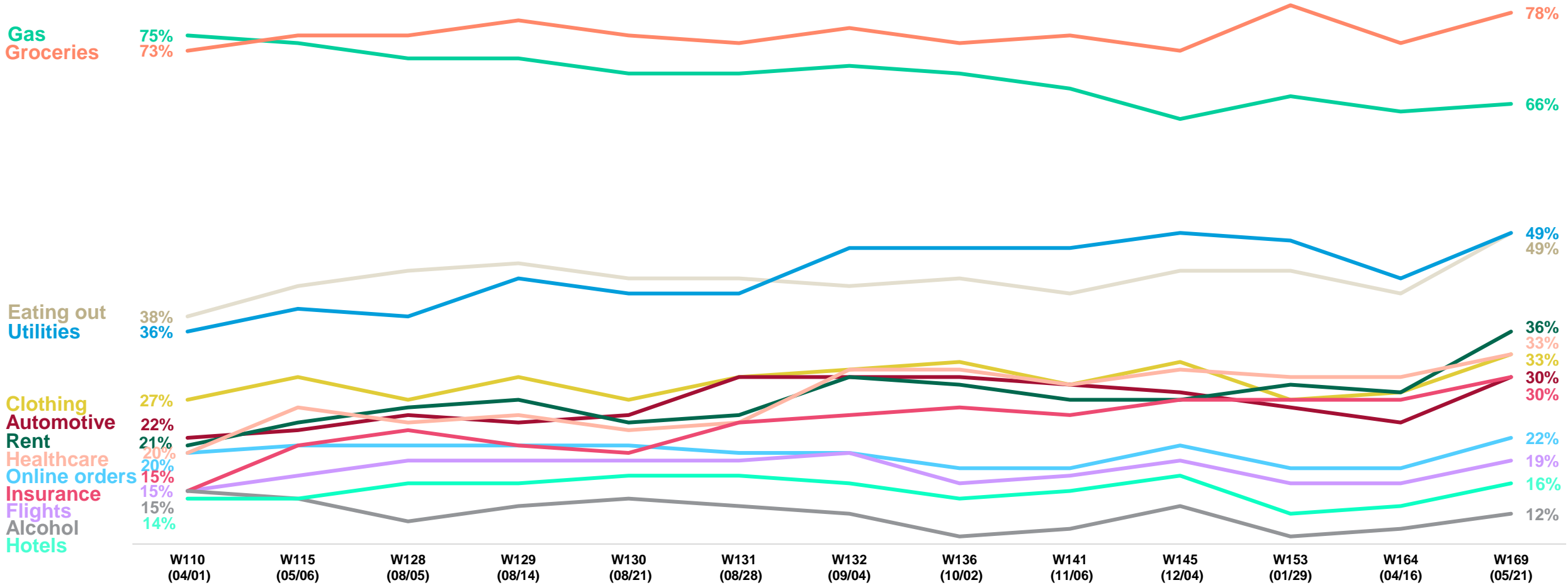
USN18. Now thinking specifically about the following items, do you think prices will continue to increase, stay the same, or decrease in the next few months?

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# Large Majorities Of Americans Continue To Feel Inflation In Gas/Grocery Bills

In what part of your daily life do you feel most affected by inflation? Please select all that apply.



Source: Harris Poll America This Week Tracker Wave 169 (05/19-05/21/23)

BASE: GENERAL PUBLIC W169 (n=2117)

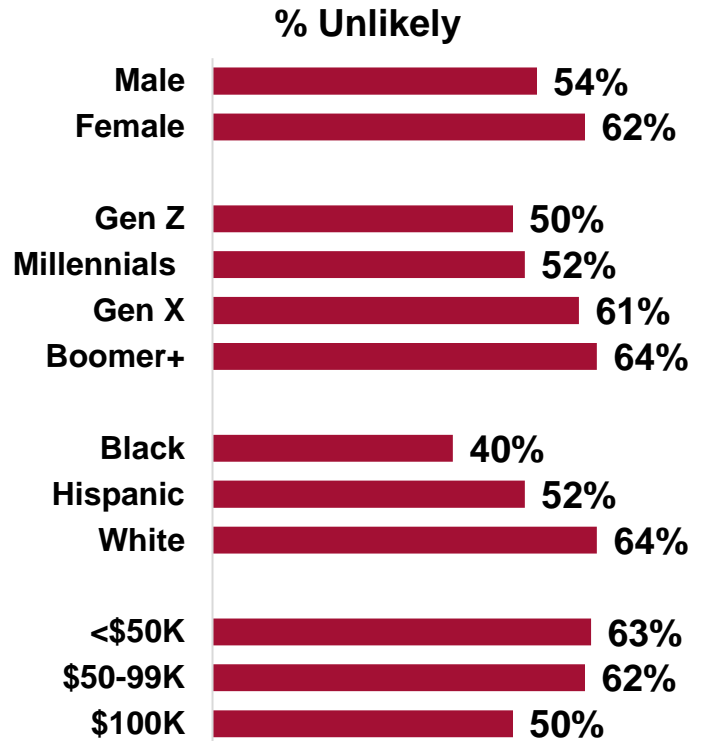
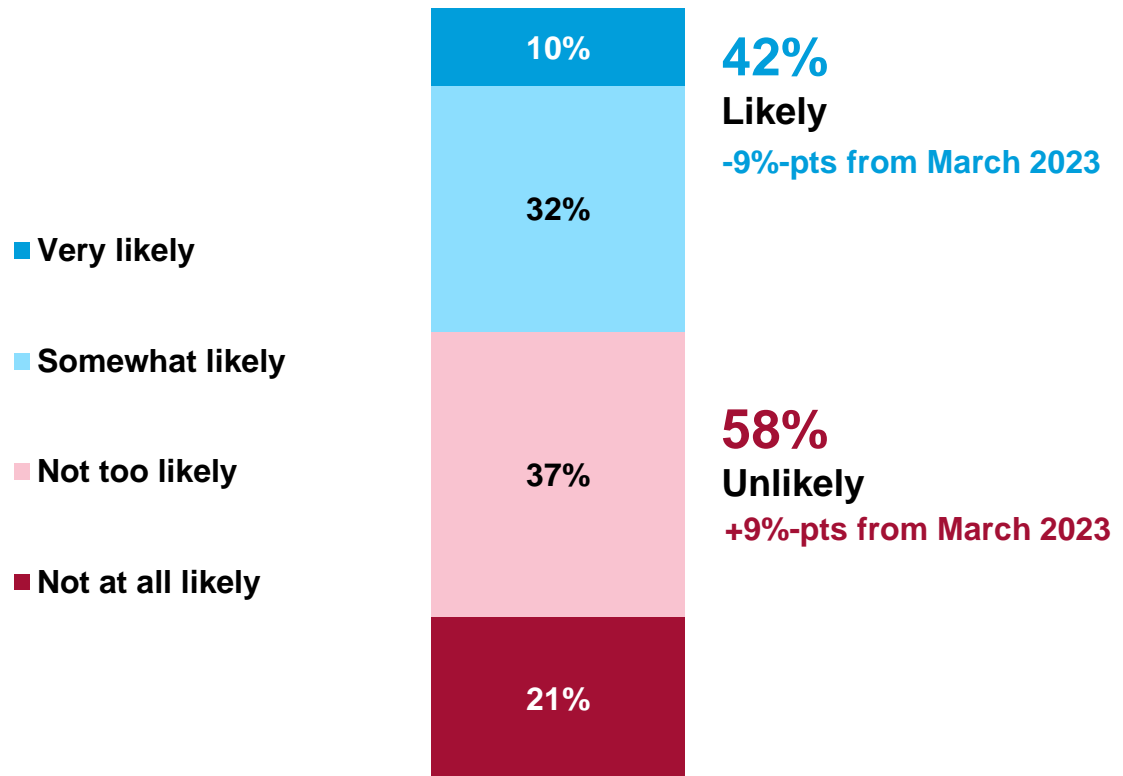
BIN4. In what part of your daily life do you feel most affected by inflation? Please select all that apply.

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# Growing Pessimism That Inflation Won't Taper Off By 2024

How likely or unlikely do you think it is that rising inflation will taper off and decrease by 2024?



Source: Harris Poll America This Week Tracker Wave 169 (05/19-05/21/23)

BASE: GENERAL PUBLIC W169 (n=2117)

INF22. How likely or unlikely do you think it is that rising inflation will taper off and decrease by 2024?

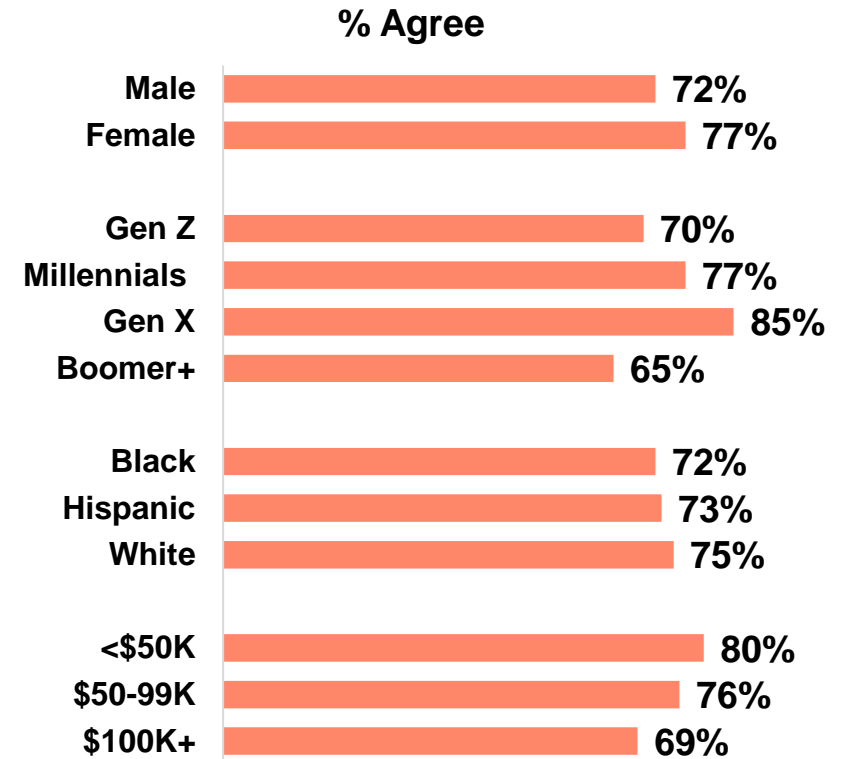
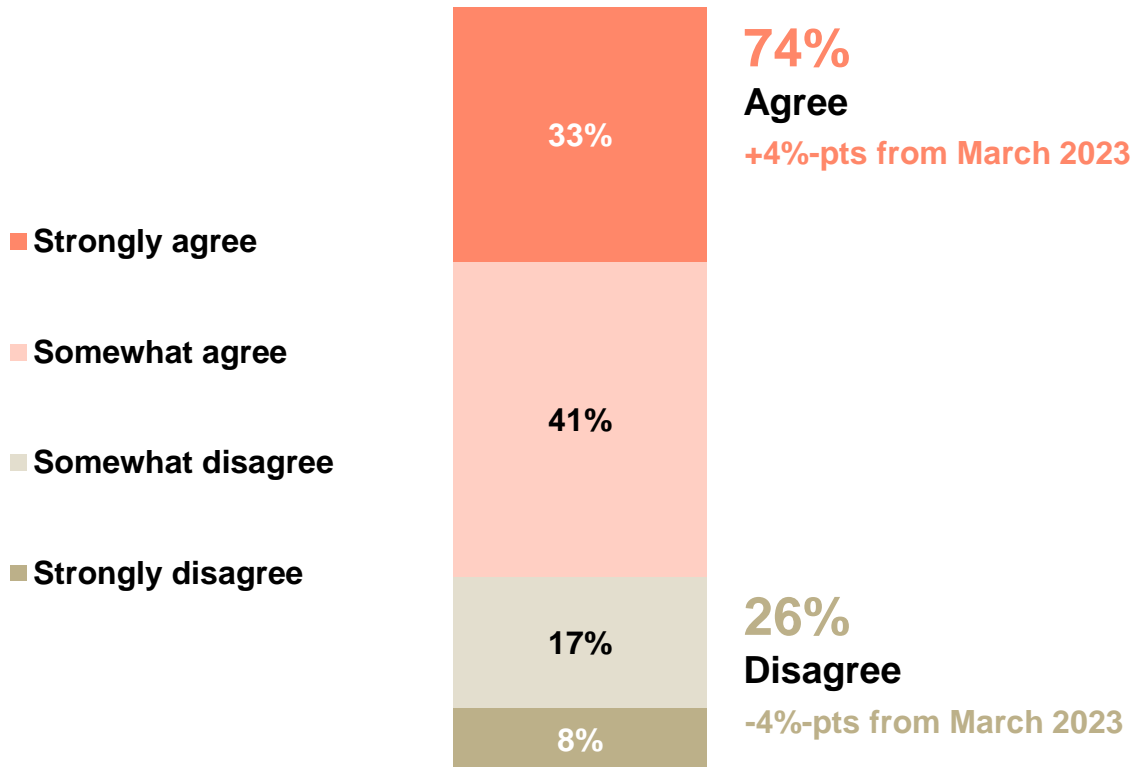
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# No Relief In Sight: 3 In 4 Still Detail Negative Impacts Of Inflation On Budgets

How much do you agree or disagree that rising inflation is negatively impacting your ability to afford your monthly budget?



Source: Harris Poll America This Week Tracker Wave 169 (05/19-05/21/23)

BASE: GENERAL PUBLIC W169 (n=2117)

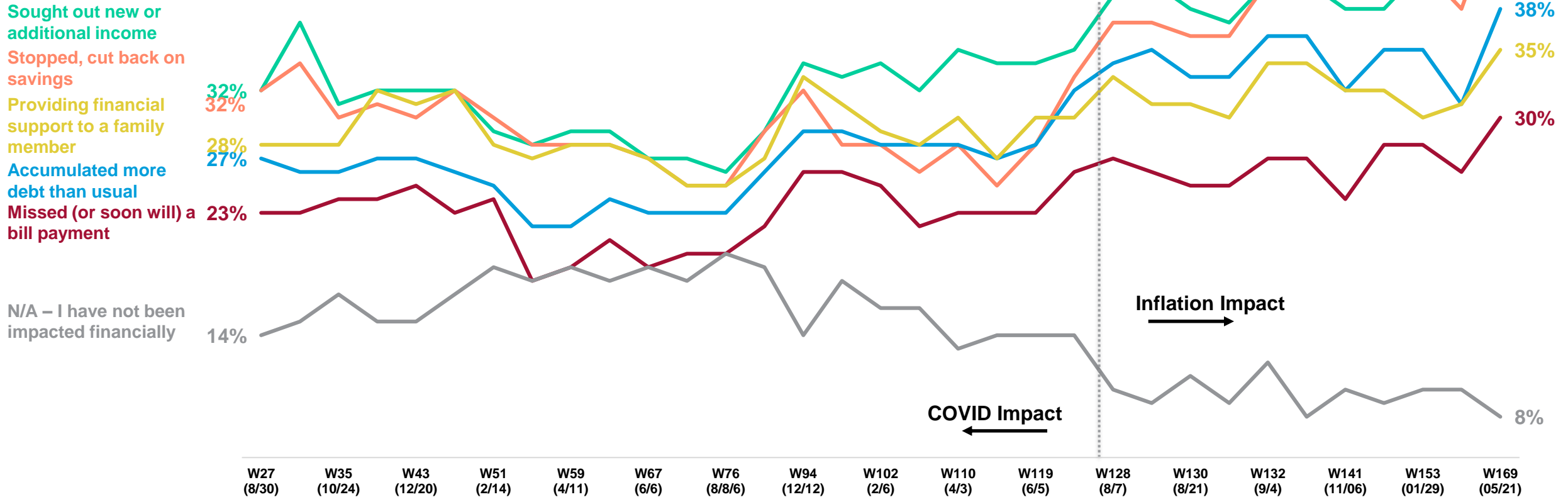
TND04. How much do you agree or disagree that rising inflation is negatively impacting your ability to afford your monthly budget?

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# Nearly Half Of Americans Have Needed To Seek Out More Income, Cut Back On Savings

As a result of pandemic/rising inflation, have you or your household been impacted financially in any ways?  
% Yes



Source: Harris Poll America This Week Tracker Wave 169 (05/19-05/21/23)

BASE: GENERAL PUBLIC W169 (n=2117)

UTQ03. As a result of rising inflation, have you or your household been impacted financially in any of the following ways?

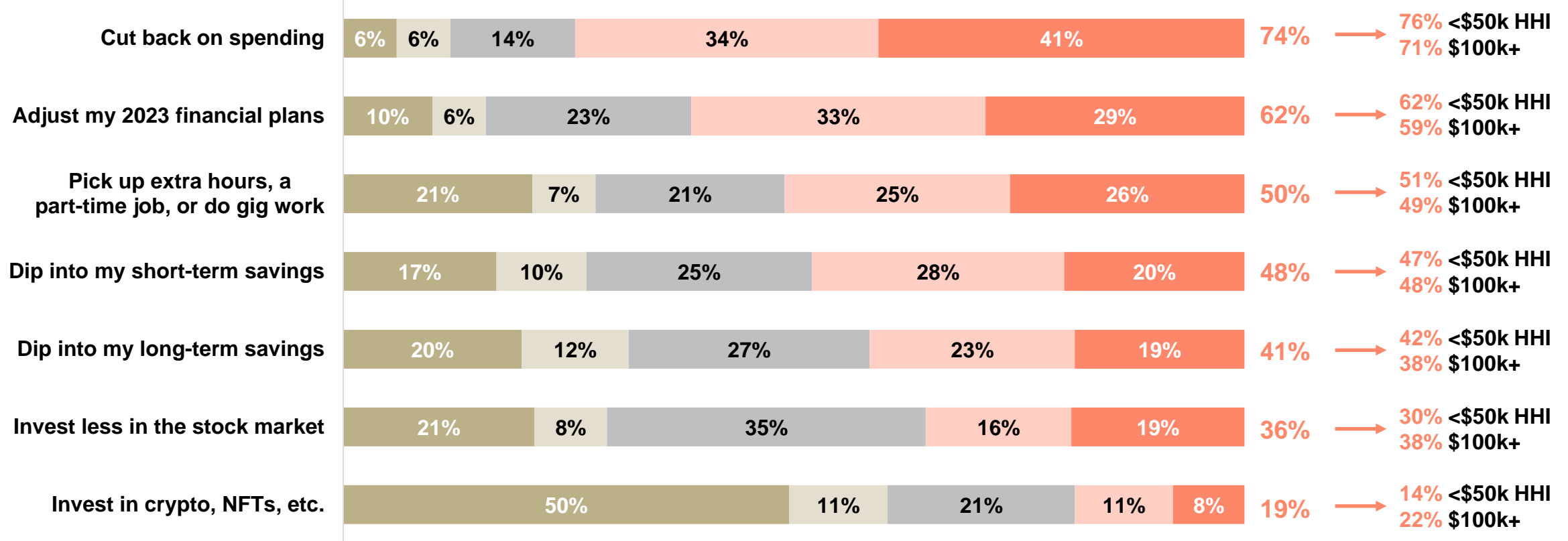
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# Americans Of All HHI Are Adjusting Their Spending, Investing, & More

How likely are you to do the following right now?

■ Not at all likely ■ Not too likely ■ No change ■ Somewhat likely ■ Very likely **Likely (NET)**



Source: Harris Poll America This Week Tracker Wave 169 (05/19-05/21/23)

BASE: GENERAL PUBLIC W169 (n=2117)

STK06. How likely are you to do the following right now?

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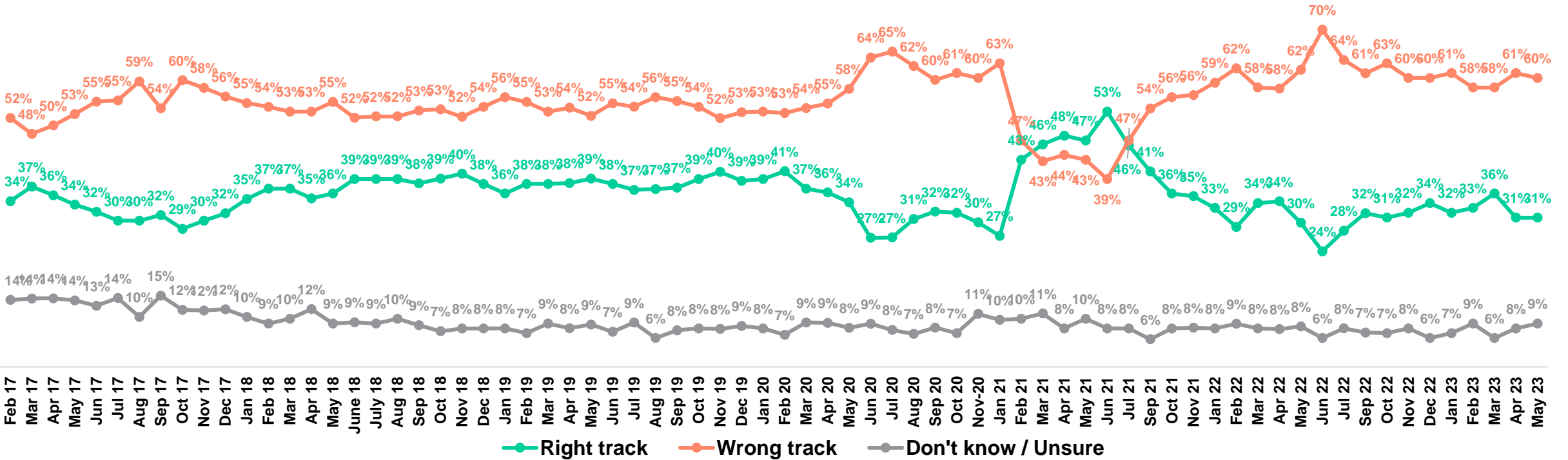
# Voter Outlook

Harvard CAPS-Harris Poll (May 17-18, 2023)



# Today, Less Than A Third Of Voters Say The Country Is On The ‘Right Track’

May Harvard-Harris Poll:  
Country: Right Track / Wrong Track



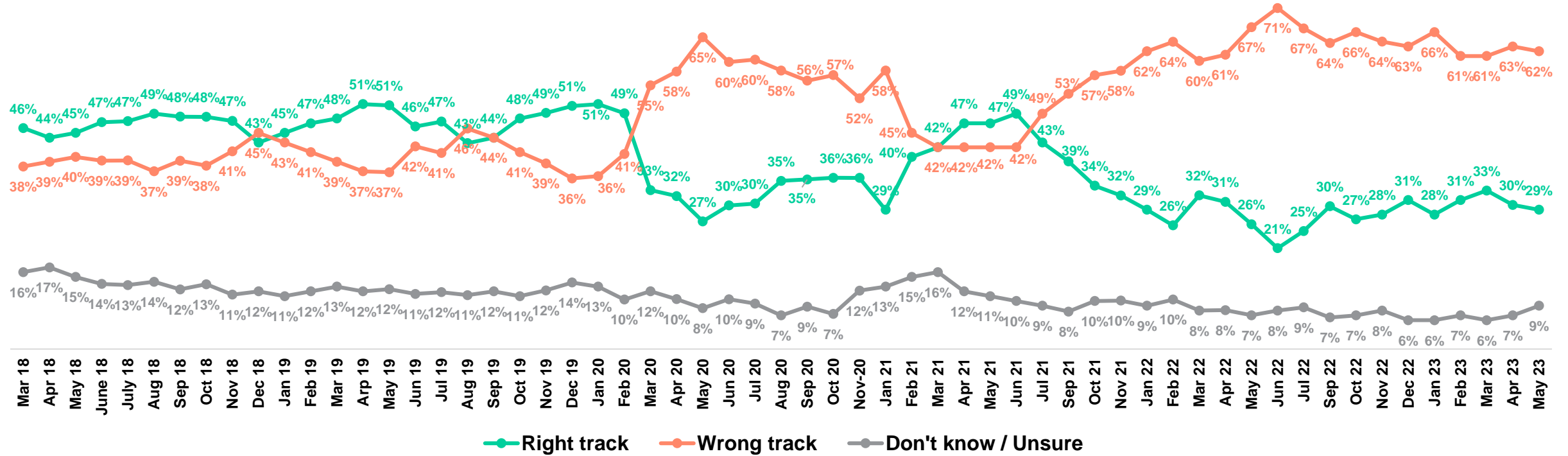
% Who Say “Right Track”

	05/22	06/22	07/22	09/22	10/22	11/22	12/22	01/23	02/23	03/23	04/23	05/23
GOP	15%	9%	12%	13%	14%	12%	18%	14%	18%	19%	14%	14%
DEM	55%	45%	51%	59%	55%	60%	58%	57%	55%	58%	54%	55%
IND	17%	15%	18%	21%	19%	20%	22%	21%	23%	27%	22%	20%



# Two-Thirds Believe The U.S. Economy Is Headed In The Wrong Direction

May Harvard-Harris Poll:  
U.S. Economy: Right Track / Wrong Track



% Who Say "Right Track"

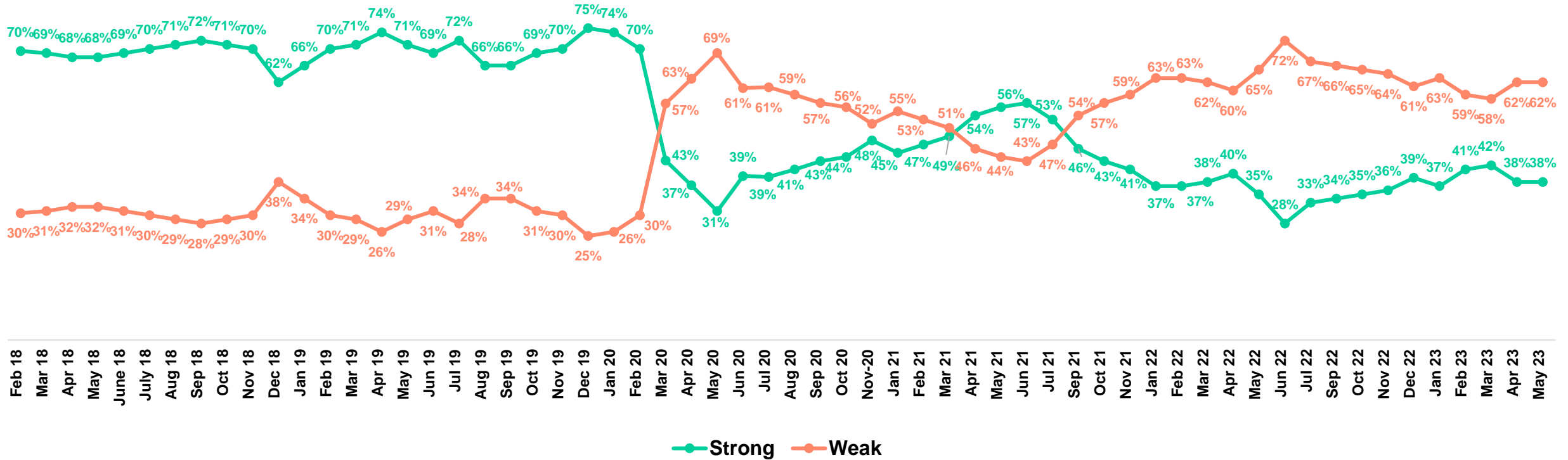
	04/22	05/22	06/22	07/22	09/22	10/22	11/22	12/22	01/23	02/23	03/23	04/23	05/23
<b>GOP</b>	11%	12%	8%	11%	12%	13%	11%	17%	12%	16%	19%	12%	14%
<b>DEM</b>	58%	47%	39%	43%	55%	49%	53%	52%	50%	53%	58%	54%	55%
<b>IND</b>	19%	15%	14%	17%	19%	17%	17%	21%	19%	23%	27%	20%	20%





# The Perceived Strength Of The U.S. Economy Overall Remains Well Below 50%

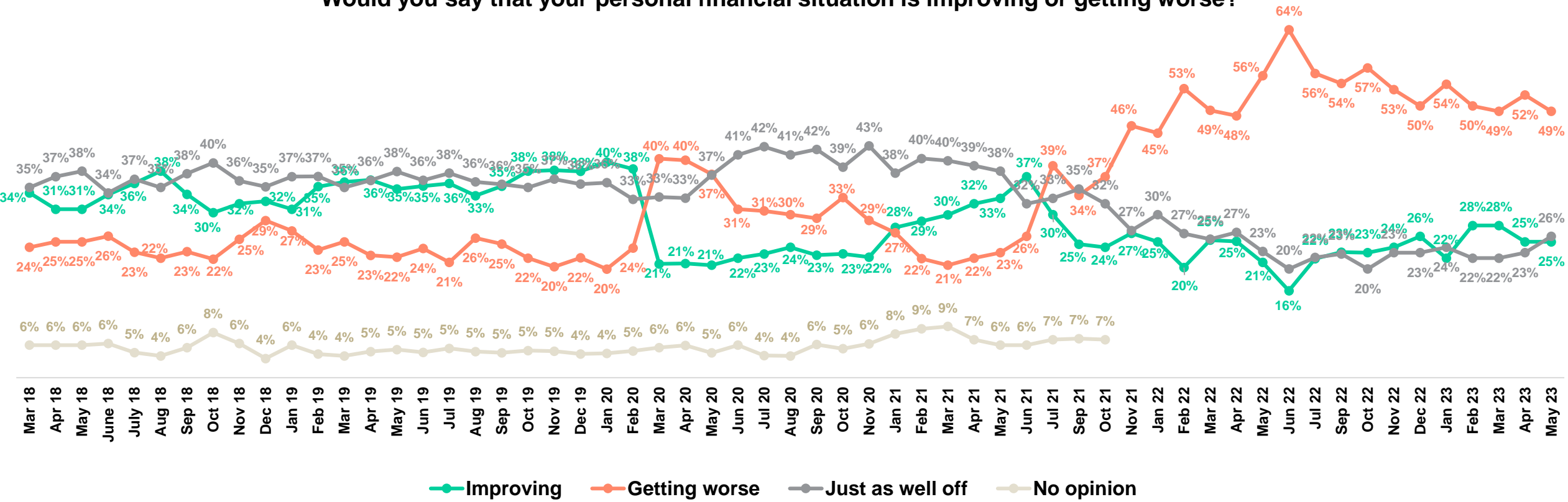
May Harvard-Harris Poll:  
How strong do you think the U.S. economy is today?





# Half Of Voters Continue To Say Their Personal Financial Situation Is Worsening

May Harvard-Harris Poll:  
Would you say that your personal financial situation is improving or getting worse?

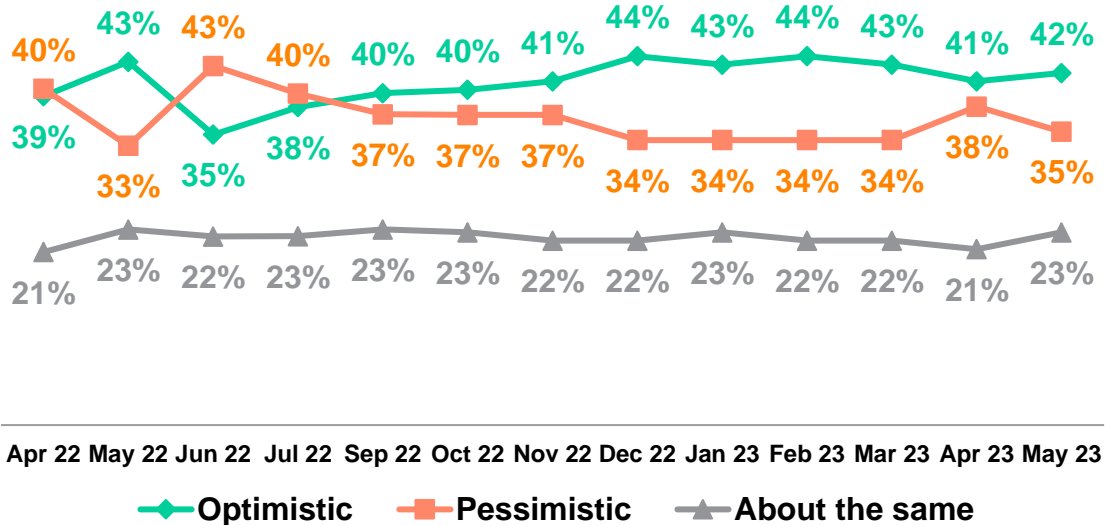




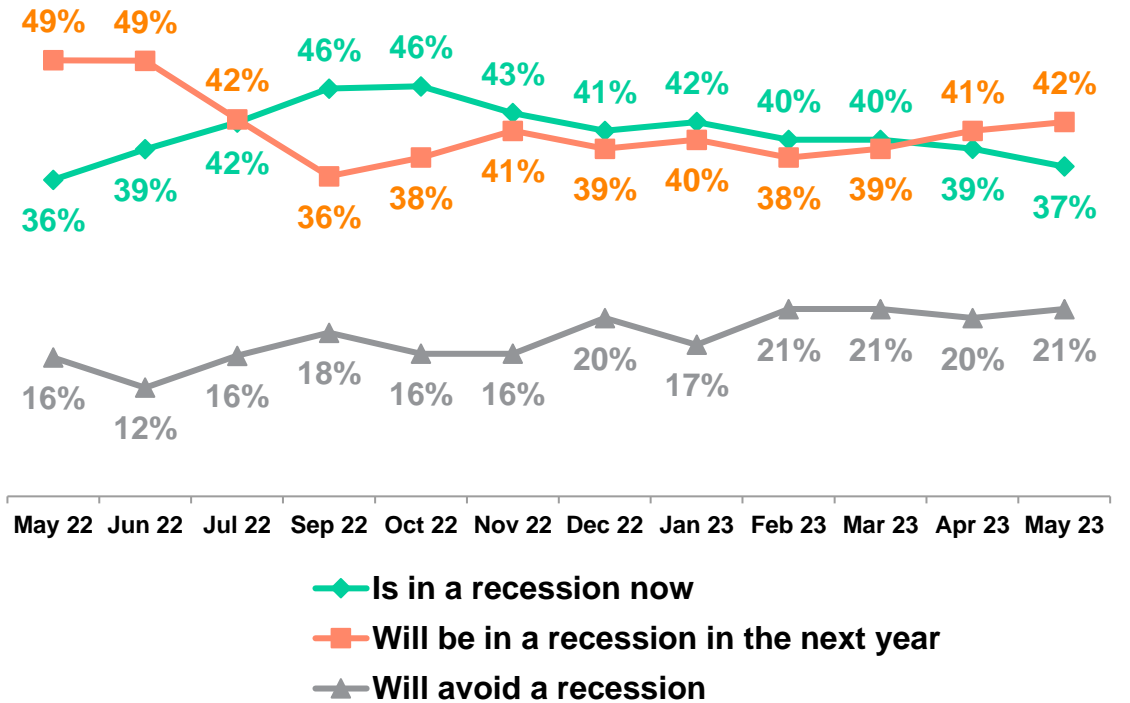
# Today, Only 21% Of Voters Believe We Will Avoid A Recession

## May Harvard-Harris Poll:

In general, are you feeling optimistic or pessimistic about your life over the next year?



Do you think the U.S. is in a recession now, will be in a recession in the next year or most likely will avoid a recession?





MONTHLY TREND PULSE

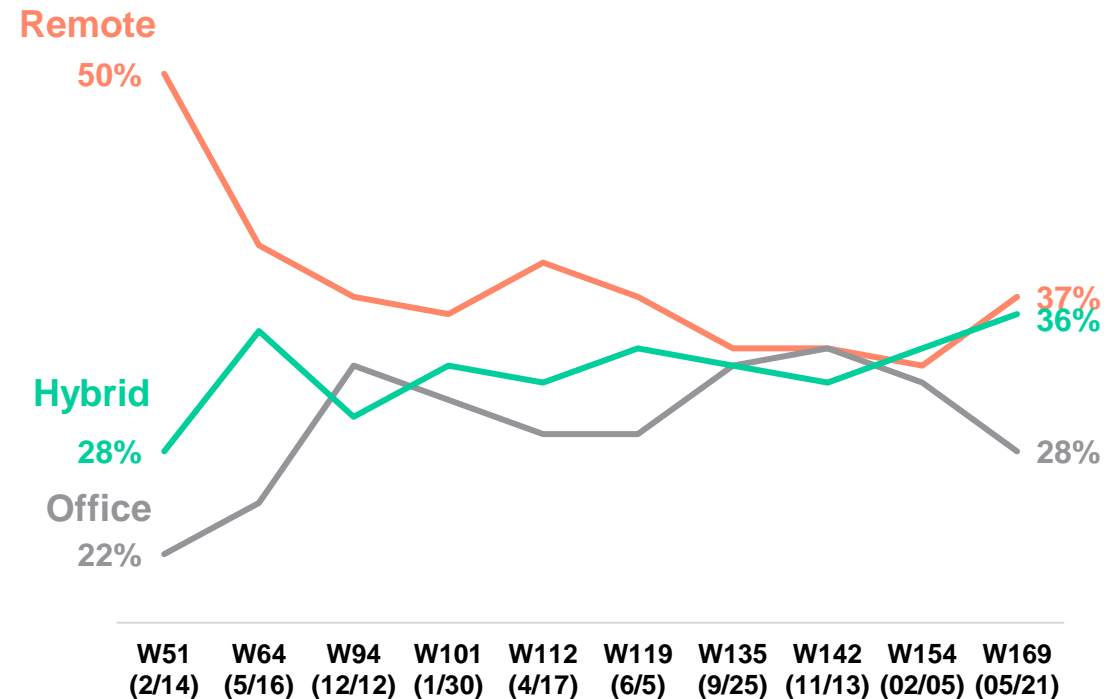
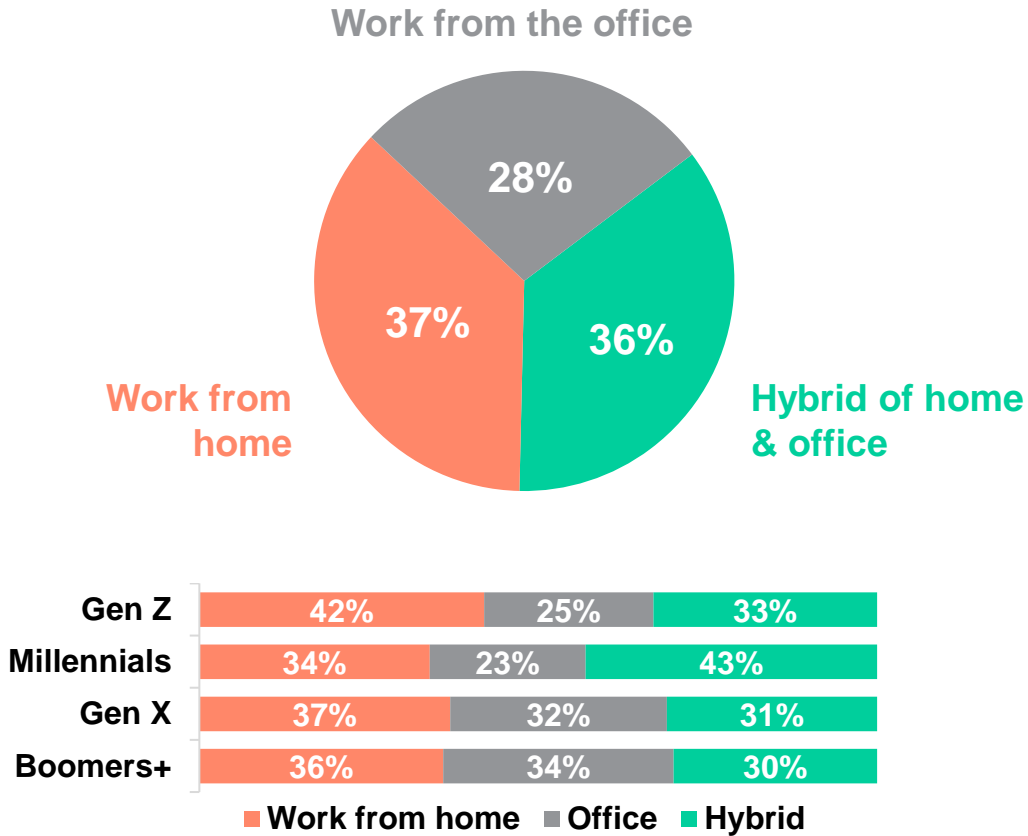
# Employee Sentiment



# Employed Americans Remain Split Over Ideal Work Environment

## Yet, Most Workers Want Some Remote Time

If it were up to you, would you...  
Among those employed



Source: Harris Poll America This Week Tracker Wave 169 (05/19-05/21/23)

BASE: EMPLOYED W169 (n=1243)

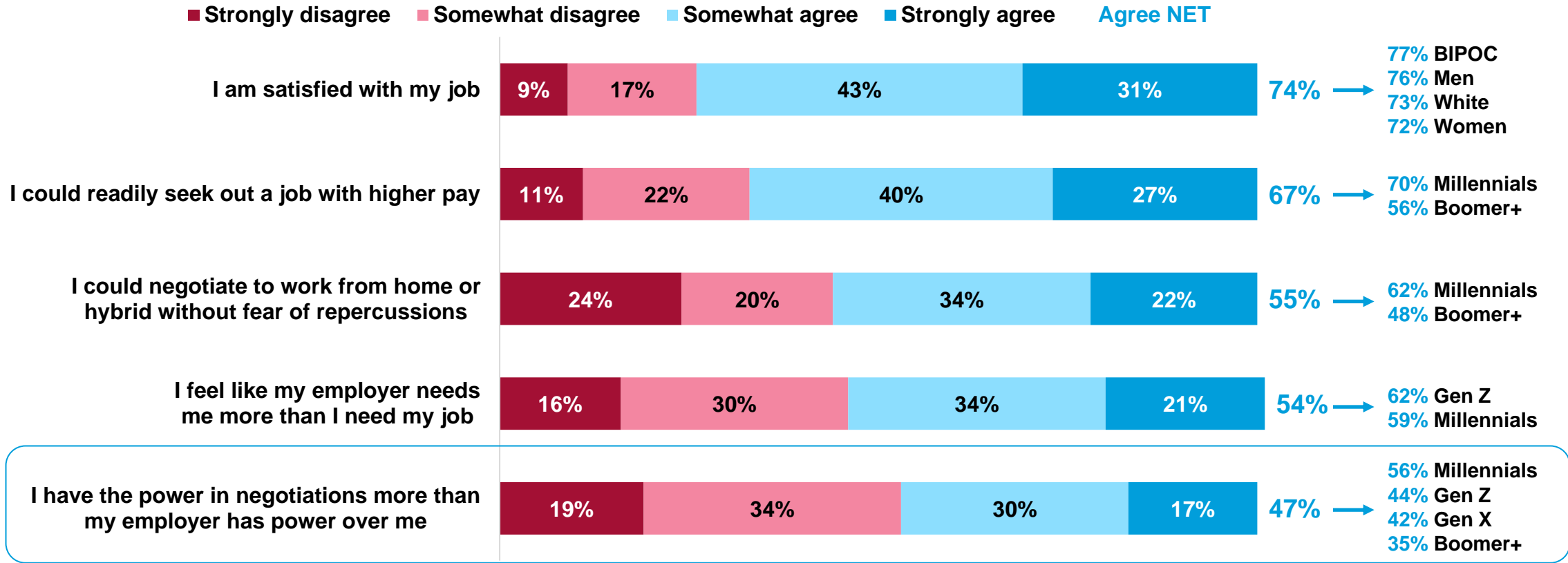
WFH1. If it were up to you, would you...

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# Millennials Most Likely To Say They Have Leverage, Power In The Workplace

How much do you agree or disagree with the following?  
*Among those employed*



Source: Harris Poll America This Week Tracker Wave 169 (05/19-05/21/23)  
 BASE: EMPLOYED W169 (n=1243)  
 UTQ05. How much do you agree or disagree with the following?  
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# Over Half Feel They Can't Live On Salary & Feel Uncomfortable Asking For A Raise

How much do you agree or disagree with the following?  
Among those employed

■ Strongly disagree ■ Somewhat disagree ■ Somewhat agree ■ Strongly agree **Agree NET**

My salary isn't keeping up with inflation



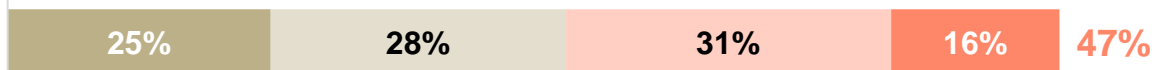
I would like a raise but don't feel comfortable asking



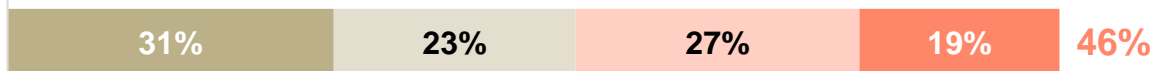
I don't feel like I can live on my salary



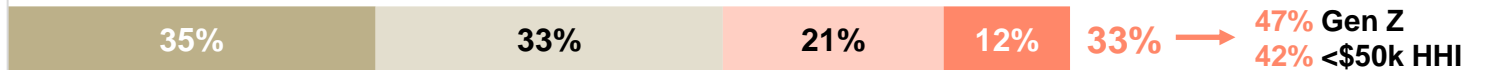
My job has said they will increase salaries to partially or completely offset rising inflation



I had planned to cut back on hours, semi-retire or retire, and don't feel like I can now with the state of the economy



If a recession strikes, I will be the first one to go



Source: Harris Poll America This Week Tracker Wave 169 (05/19-05/21/23)

BASE: EMPLOYED W169 (n=1243)

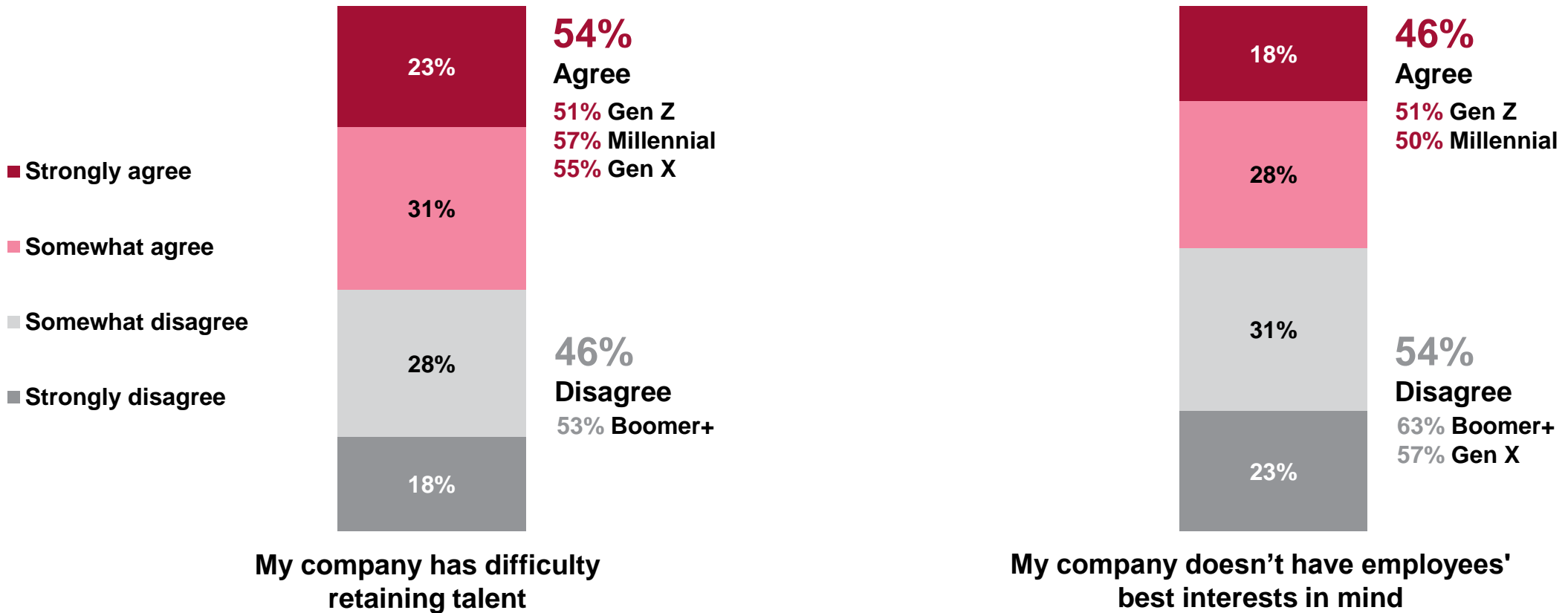
UTQ05. How much do you agree or disagree with the following?

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# Most Employees Say Their Companies Struggle With Retention

How much do you agree or disagree with the following?  
*Among those employed*



Source: Harris Poll America This Week Tracker Wave 169 (05/19-05/21/23)

BASE: EMPLOYED W169 (n=1243)

UTQ05. How much do you agree or disagree with the following?

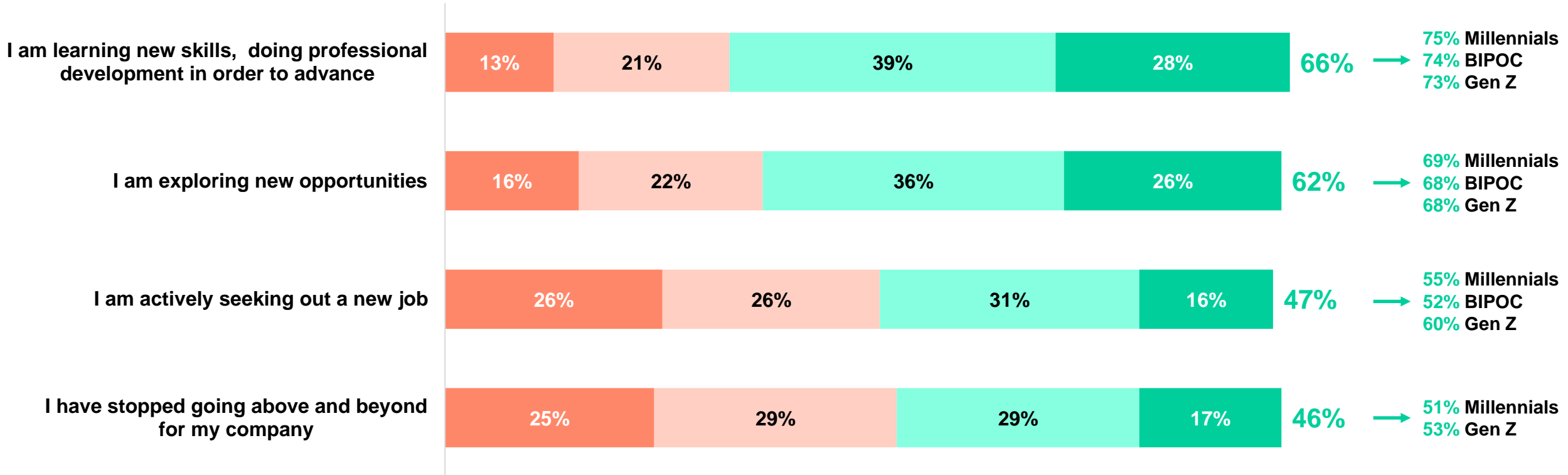
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# Younger & BIPOC Employees Are Investing In Themselves, Looking To Move On

How much do you agree or disagree with the following?  
*Among those employed*

■ Strongly disagree  
 ■ Somewhat disagree  
 ■ Somewhat agree  
 ■ Strongly agree  
 Agree NET



Source: Harris Poll America This Week Tracker Wave 169 (05/19-05/21/23)

BASE: EMPLOYED W169 (n=1243)

TND14. How much do you agree or disagree with the following?

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HARRIS POLL IN THE MEDIA

# The 2023 Axios Harris Poll 100



# The 25<sup>th</sup> Annual Reputation Quotient (RQ<sup>®</sup>)

**AXIOS** +  The Harris Poll | 100

**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<sup>®</sup>) 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<sup>®</sup> score for inclusion in the Axios Harris Poll 100.

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**25<sup>th</sup>** ANNUAL RQ<sup>®</sup> STUDY

**16,310** PEOPLE INTERVIEWED

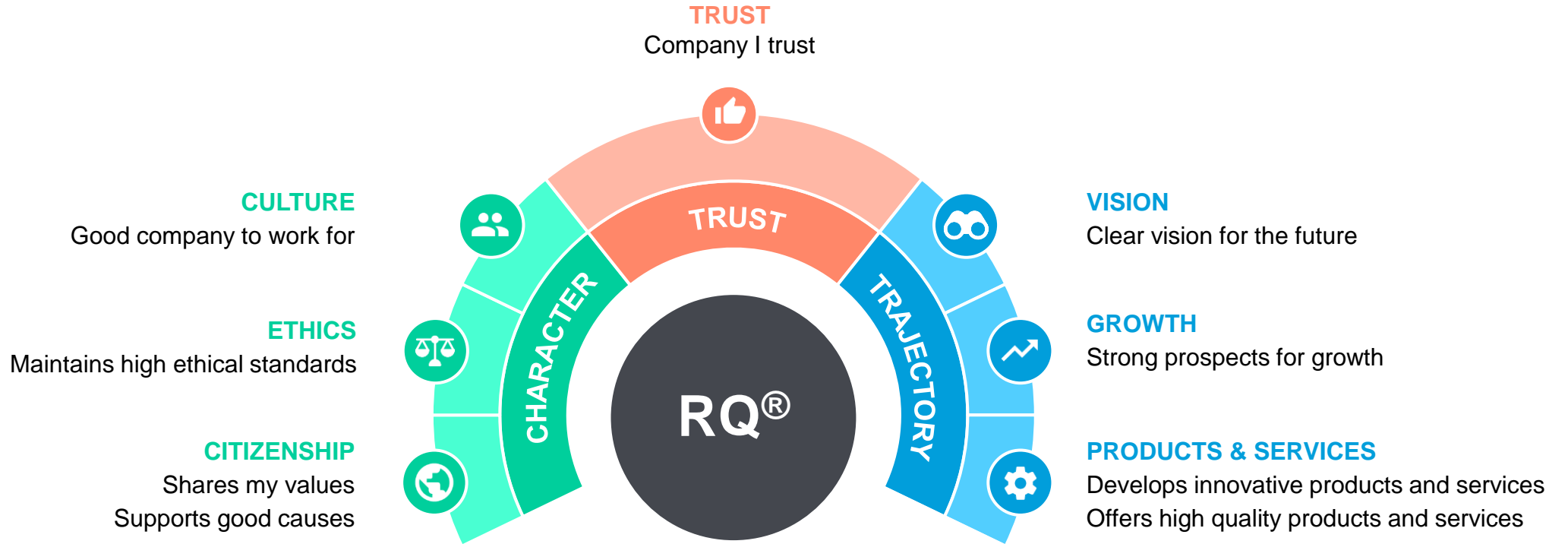
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FIELD PERIOD **March 13<sup>th</sup> – 28<sup>th</sup> 2023**



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

AXIOS + The Harris Poll | 100







# 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



# Who Is Up and Who Is Down

**AXIOS** +  The Harris Poll | 100

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%



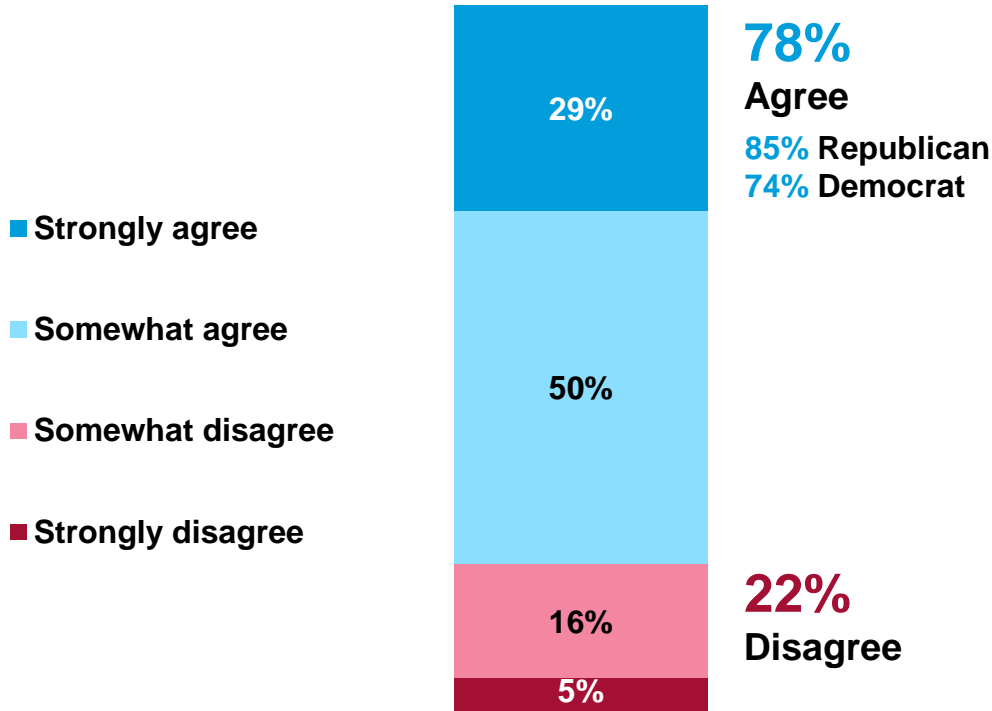
# Playing Both Sides Is Dangerous When Consumers Just Want Clarity

AXIOS + The Harris Poll | 100

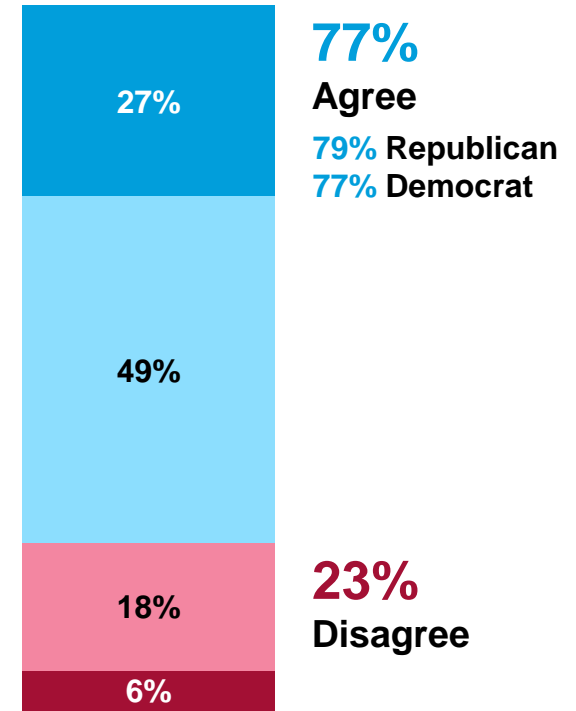
How much do you agree or disagree with the following statements?

Disney's reputation hit by polarizing political drama [Read here](#)

^ Margaret Talev, Sara Fischer



**Companies are getting into more controversy as they try to appease both the left and the right**



**I would respect companies more if they were clear in their values even if I disagreed with what they believed**

Source: Harris Poll COVID19 Tracker Wave 168 (05/12-05/14/23)

BASE: GENERAL PUBLIC W168 (n=2019)

RQ07. How much do you agree or disagree with the following statements?

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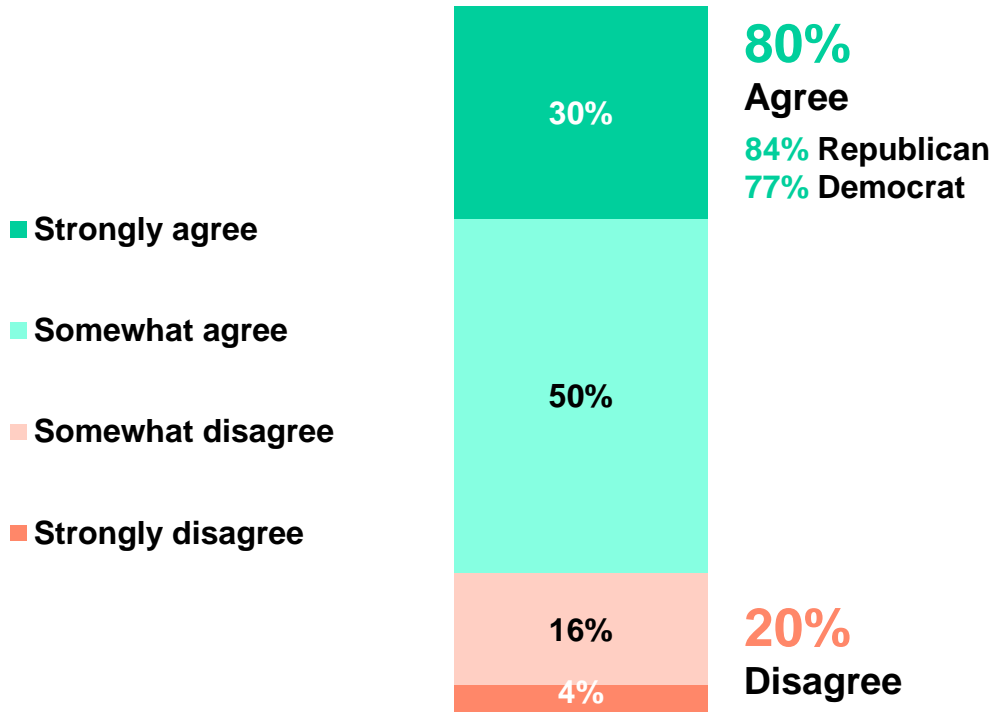
# Americans Don't Know Where Company Values Stand

AXIOS + The Harris Poll | 100

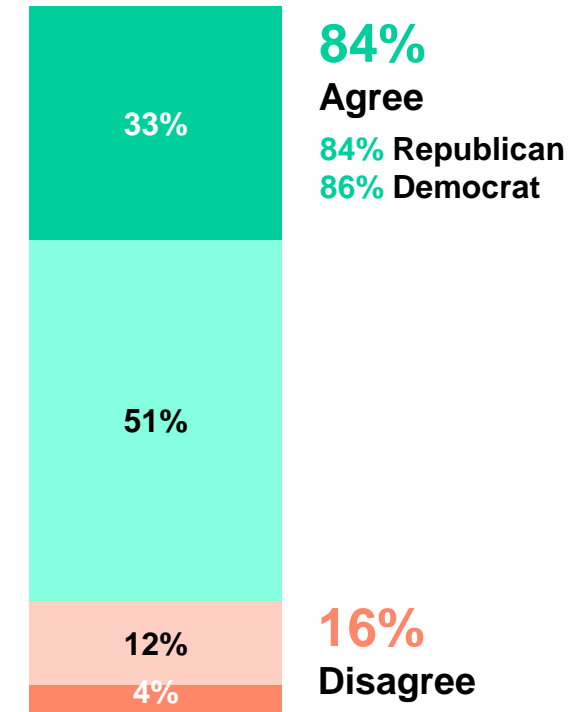
Brand values paramount amid high inflation, tense politics [Read here](#)

Hope King, author of [Axios Closer](#)

How much do you agree or disagree with the following statements?



**It's more difficult than ever to understand the true values of companies and brands**



**Companies need to have a track record of acting on their values to be taken seriously**

Source: Harris Poll COVID19 Tracker Wave 168 (05/12-05/14/23)

BASE: GENERAL PUBLIC W168 (n=2019)

RQ13. How much do you agree or disagree with the following statements?

RQ9. How much do you agree or disagree with the following statements?

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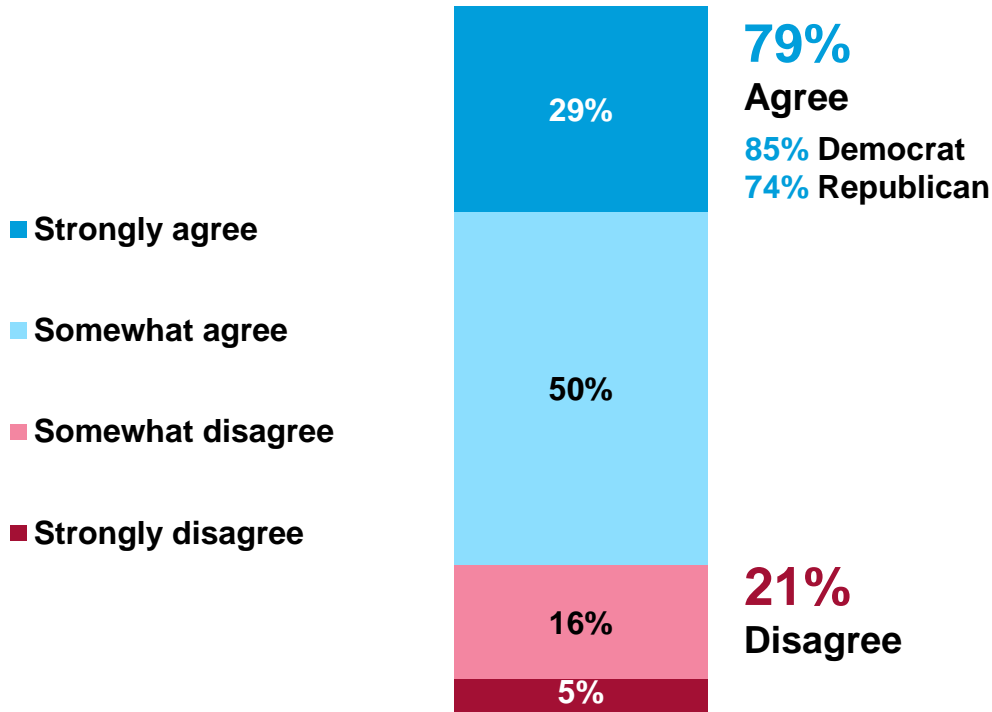
# Rebuilding Corporate Values Necessary For Staying Culturally Relevant

AXIOS + The Harris Poll | 100

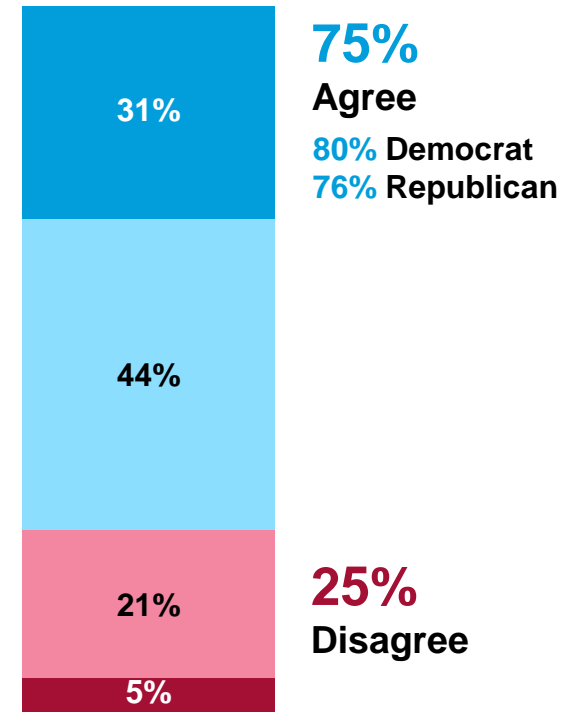
How much do you agree or disagree with the following statements?

Brands bounce back after scandal [Read here](#)

Eleanor Hawkins, author of [Axios Communicators](#)



**Companies will need to rebrand and evolve to stay relevant in the coming years**



**Companies are "rebranding" their products and services when they should be rebranding their ethics and values**

Source: Harris Poll COVID19 Tracker Wave 168 (05/12-05/14/23)

BASE: GENERAL PUBLIC W168 (n=2019)

RQ13. How much do you agree or disagree with the following statements?

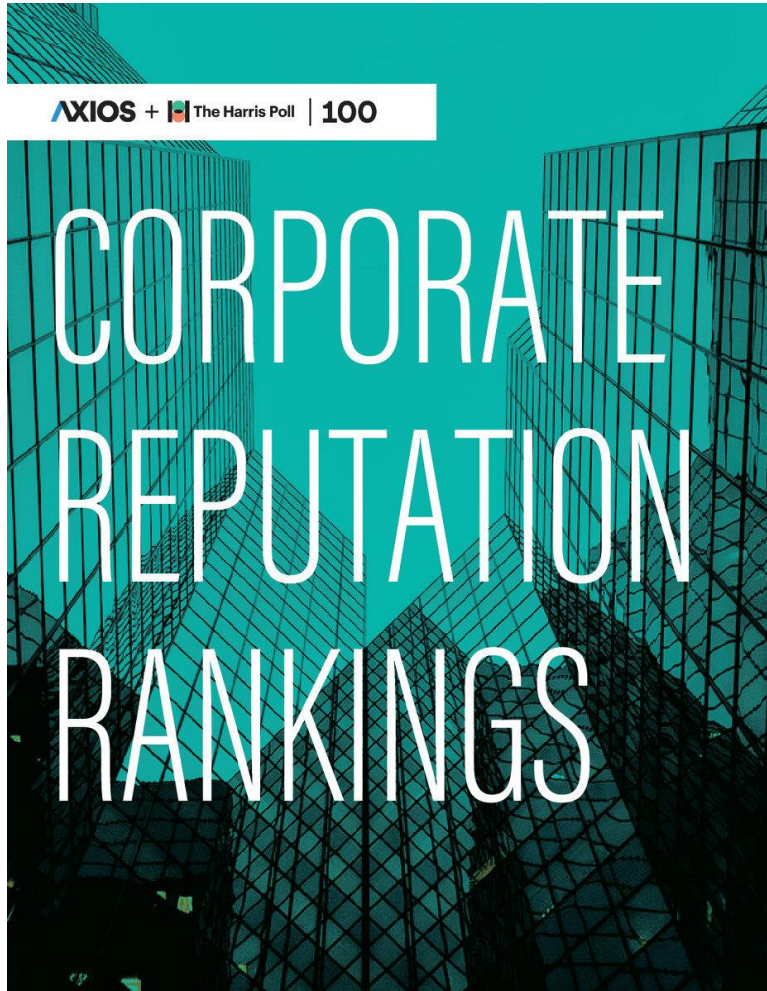
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# The Axios Harris Poll 100 Report & Media Coverage

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Dive into the full 2023 findings [here](#)

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- Patagonia Eco-Brand Unscathed By Polarized Climate: [Read here](#)
- Americans Still Trust Tech Firms That Deal In Goods: [Read here](#)
- Americans Move On From “Defensive” Health: [Read here](#)
- Brand Values Paramount Amid High Inflation, Tense Politics: [Read here](#)
- Tesla’s Reputation Slumps As GM, Ford Climb: [Read here](#)
- Disney’s Reputation Hit By Polarizing Political Drama: [Read here](#)
- Year Of The Tarnished Titans: [Read Here](#)
- Trust In U.S. Companies Soars As Global Tensions Escalate: [Read here](#)
- Americans Are Flocking To Stable, Patriotic Brands: [Listen here](#)



# Thank you!

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