



Reputation Quotient®  
The Harris Poll

# THE 2018 HARRIS POLL RQ® SUMMARY REPORT

MARCH 2018



# The Harris Poll Reputation Quotient (RQ®) Delivers a Robust Measurement of Corporate Reputation of America's Most Visible Companies

- The 2018 Harris Poll Reputation Quotient (RQ) measures the reputations of the 100 most visible companies in the U.S. as perceived by the general public.
- The Harris Poll RQ has been running annually since 1999 and has proven to be an invaluable tool for managing corporate reputations and identifying new market risks and opportunities.



19<sup>TH</sup>

ANNUAL RQ STUDY



RQ RATINGS

DECEMBER 11TH, 2017 – JANUARY 12TH, 2018



25,880

PEOPLE INTERVIEWED



# An Active Measurement of Visibility and Integrity

A two step process to measure saliency

## A measure of real world societal impact...

While other models measure reputation in a vacuum, RQ is technically designed to understand how a company is perceived in modern culture. Each year our study starts fresh in surveying the public's top of mind awareness of companies who either excelled or faltered in society. This measure takes the top most visible companies (for good or bad reasons) and evaluates them across six dimensions of corporate reputation attributes to arrive at a corporate reputation ranking (if a company is not on our list, it does not necessarily suggest that they have either good or bad reputation, but rather they didn't reach a critical level of visibility to be measured).

## ... That Translates Reputation Into True Business Value

More than ever before, the American public has more insight and engagement with the companies they do business with. This exposure can have polarizing effects that can compel business leaders to take public stands on issues important to their stakeholders. A company's reputation is foundational. With a solid reputation, a company is more likely to attract top talent, be seen as an attractive investment, and be seen as a responsible member of the community. Alternatively, companies with a challenging reputation must work harder to achieve their business goals as stakeholders are more resistant to their growth.



# Built on a Proven Framework of Six Dimensions of Corporate Reputation

We measure 20 attributes across 6 key areas that matter for business today



## SOCIAL RESPONSIBILITY

- Supports good causes
- Environmental responsibility
- Community responsibility



## PRODUCTS & SERVICES

- High quality products and services
- Innovative
- Good value for the money
- Stands behind products and services



## EMOTIONAL APPEAL

- Feel good about
- Trust
- Admire and respects



## VISION & LEADERSHIP

- Market opportunities
- Excellent leadership
- Clear vision for the future



## FINANCIAL PERFORMANCE

- Outperforms competitors
- Record of profitability
- Low risk investment
- Growth prospects



## WORKPLACE ENVIRONMENT

- Rewards employees fairly
- Good place to work
- Has good employees



# The Harris Poll Reputation Quotient (RQ®) Research Methodology

## Nominations Phase

- The Annual RQ study begins with a Nomination Phase which is used to identify the companies with the most “visible” reputations according to the General Public. All respondents are asked to name companies that stand out as having the best and worst reputations overall. 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 reputations overall?
  - 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 WORST reputations overall?
- Nominations from all interviews are tallied with subsidiaries and brand names collapsed within the parent company. Online nominations are summed to create a total number of nominations for each company. The final list of the 100 most visible companies in the U.S. is measured in the RQ Ratings Section. The Nominations Phase of the study was conducted among 4,244 U.S. adults across two intervals, from Oct 9<sup>th</sup> – 11<sup>th</sup>, 2017 and Oct 26<sup>th</sup> – 30<sup>th</sup>, 2017.

## Ratings Phase

- 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 “somewhat” familiar. After the first company rating is completed, the respondent is given the option to rate the second company. Each interview lasts approximately 20 minutes. This year’s rating interviews took place online between December 11th and January 12<sup>th</sup>, 2018 among 25,800 U.S. adults to obtain an average of approximately 300 ratings per company. An RQ score is developed for each company, calculated by:  $[(\text{Sum of ratings of each of the 20 attributes}) / (\text{the total number of attributes answered} \times 7)] \times 100$ . 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



# A Strong Corporate Reputation Gives Companies License To Operate

An effective reputation management program provides a common lens for the organization to operate, allowing it to focus on what matters most to its key stakeholders, based on their own agenda.



**Build stronger relationships with key stakeholders**



**Link to product/technology brand equity for a view of brand architecture synergies and risks**



**Develop and execute more effective communications & programs**



**Understand and navigate reputational red flags that could impede success**



**Prioritize issues and investments, ensuring resources are maximized**



**Establish a framework for measuring on-going progress for the future**



# 2018 RQ Results



# The Annual RQ 2018 – USA Ratings and Rankings

RANK 1-25			RANK 26-50			RANK 51-75			RANK 76-100		
		RQ			RQ			RQ			RQ
1	Amazon.com	83.22	26	The Home Depot	78.78	51	Facebook	74.07	76	Uber*	67.64
2	Wegmans	82.75	27	The Coca-Cola Company	78.77	52	General Electric	74.04	77	Sprint Corporation	67.30
3	Tesla Motors	81.96	28	Google	78.60	53	Yum! Brands	74.02	78	Comcast	67.12
4	Chick-fil-A	81.68	29	Apple	78.56	54	Starbucks Corporation	73.94	79	Fiat Chrysler Automobiles	66.73
5	The Walt Disney Company	81.53	30	General Mills	78.13	55	Nordstrom	73.54	80	ExxonMobil	66.54
6	HEB Grocery*	81.14	31	Sony	78.06	56	Hyundai Motor Company	72.69	81	Time Warner	66.48
7	UPS	81.12	32	IBM	78.04	57	Ford Motor Company	72.66	82	Cox Enterprises	66.31
8	Publix Super Markets	80.81	33	Nestle	77.90	58	Macy's	72.51	83	American Airlines	66.28
9	Patagonia*	80.44	34	USAA	77.78	59	McDonald's	72.39	84	AIG	65.50
10	Aldi	80.43	35	Samsung	77.56	60	T-Mobile	71.74	85	Bank Of America	64.94
11	Microsoft	80.42	36	Dell	77.25	61	Dollar Tree	71.50	86	Charter Communications	64.94
12	Nike	80.24	37	Unilever	76.80	62	Tyson Foods	71.26	87	Koch Industries	64.62
13	The Kraft Heinz Company	80.15	38	Kohl's	76.65	63	JPMorgan Chase & Co.	70.82	88	Sears Holdings Corporation	64.09
14	Kellogg Company	80.00	39	Hewlett-Packard Company	76.53	64	General Motors	70.73	89	Dish Network	63.03
15	L.L.Bean	79.83	40	Johnson & Johnson	76.49	65	Verizon Communications	70.32	90	United Airlines	62.33
16	The Boeing Company	79.80	41	Walgreens	76.12	66	Royal Dutch Shell	70.10	91	Halliburton	61.96
17	Costco	79.78	42	Toyota Motor Corporation	76.10	67	Dollar General	69.73	92	Goldman Sachs	61.44
18	The Kroger Company	79.67	43	Southwest Airlines	75.84	68	Citigroup	69.62	93	Experian*	60.66
19	Honda Motor Company	79.60	44	Hobby Lobby	75.45	69	Walmart	68.52	94	BP	60.05
20	Procter & Gamble Co.	79.32	45	PepsiCo	75.39	70	AT&T	68.31	95	Monsanto	59.71
21	Netflix	79.30	46	Best Buy	75.19	71	Burger King	68.26	96	The Trump Organization*	57.94
22	Lowe's	79.27	47	CVS (CVS Health)	75.16	72	JCPenney	68.07	97	Wells Fargo & Company	57.78
23	Whole Foods Market	79.04	48	eBay	75.00	73	Volkswagen Group	67.91	98	Equifax*	55.56
24	Berkshire Hathaway	78.97	49	Target	74.36	74	21st Century Fox	67.80	99	Weinstein Company*	52.48
25	LG Corporation	78.92	50	American Express	74.27	75	Chipotle	67.69	100	Takata	45.17

**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

\*New to Most Visible List in 2018

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# Top Companies by Corporate Reputation Dimension

PRODUCTS & SERVICES	
1. Amazon.com	85.5
2. Tesla Motors	84.5
3. Wegmans	83.8
4. LG Corporation	83.3
5. L.L.Bean	83.2
6. Chick-fil-A	83.1
7. Patagonia	82.7
8. The Boeing Company	82.7
9. The Kraft Heinz Company	82.6
10. Microsoft	82.5

VISION & LEADERSHIP	
1. Tesla Motors	85.1
2. Amazon.com	84.6
3. Berkshire Hathaway	83.7
4. The Walt Disney Company	83.4
5. Wegmans	82.4
6. Microsoft	82.3
7. HEB Grocery	82.2
8. The Coca-Cola Company	82.1
9. Chick-fil-A	81.6
10. Publix Super Markets	81.5

EMOTIONAL APPEAL	
1. Amazon.com	83.5
2. Chick-fil-A	83.0
3. UPS	82.6
4. Wegmans	82.6
5. Aldi	82.3
6. Publix Super Markets	82.3
7. Costco	81.9
8. Nike	81.8
9. HEB Grocery	81.5
10. The Home Depot	81.5

WORKPLACE ENVIRONMENT	
1. Wegmans	83.3
2. Chick-fil-A	82.7
3. Tesla Motors	82.5
4. UPS	82.4
5. Publix Super Markets	82.0
6. Aldi	81.9
7. The Boeing Company	81.4
8. HEB Grocery	81.3
9. Microsoft	81.2
10. Amazon.com	81.0

FINANCIAL PERFORMANCE	
1. Amazon.com	85.4
2. The Walt Disney Company	83.9
3. Berkshire Hathaway	83.1
4. Wegmans	82.7
5. The Coca-Cola Company	81.7
6. Kellogg Company	81.1
7. Chick-fil-A	81.1
8. UPS	81.1
9. Nike	81.1
10. Microsoft	81.0

SOCIAL RESPONSIBILITY	
1. Tesla Motors	83.3
2. Wegmans	82.3
3. Whole Foods Market	82.2
4. Chick-fil-A	81.8
5. HEB Grocery	81.6
6. Aldi	81.6
7. Publix Super Markets	80.6
8. Lowe's	80.4
9. Patagonia	80.3
10. UPS	80.0

- Only Wegman’s and Chick-fil-A crack the top 10 on each of the six RQ dimensions.
- Notably, whereas 28 companies score an “excellent” rating (80+) for *Products & Services*, only 10 have an excellent rating for *Social Responsibility*.



# Scale is Fail: Size Is No Guarantee of Reputation

The largest companies didn't deploy their assets for social good and as a result, their reputation floundered

Today the American public has more visibility into the business practices and values of leading companies. Gone are the days where companies can depend on their size for success. In this new world, consumers desire brands that act small, share their values and take a stand on societal issues. Companies with strong reputations are more likely to attract top talent, investors, and stakeholders – all of which benefit the bottom line.

## Today (2018)

1	Amazon.com
2	Wegmans
3	Tesla Motors
4	Chick-fil-A
5	Walt Disney Co
6	HEB Grocery*
7	UPS
8	Publix Super Markets
9	Patagonia*
10	Aldi

## 5 years ago (2013)

1	Amazon.com
2	Apple
3	The Walt Disney Company
4	Google
5	Johnson & Johnson
6	The Coca-Cola Company
7	3M Company
8	General Mills
9	UPS
10	Whole Foods Market

## 10 years ago (2008)

1	Google
2	Johnson & Johnson
3	General Mills
4	The Kraft Heinz Company
5	Berkshire Hathaway
6	3M Company
7	The Coca-Cola Company
8	Honda Motor Company
9	Logitech
10	Microsoft

## 15 years ago (2003)

1	Johnson & Johnson
2	The Kraft Heinz Company
3	The Coca-Cola Company
4	UPS
5	General Mills
6	The Home Depot
7	Dell
8	3M Company
9	Sony
10	FedEx Corporation



# Cracks Emerging For Historical Reputation Giants

**Despite being as woven into our lives as ever, Apple (#5 in 2017, #29 in 2018) Google (#8 in 2017, #28 in 2018) both drop out of the Top 10 and fall by over twenty positions in the rankings.**

- Although the emotional appeal of both Apple and Google remain strong and their RQ scores are still very good, emerging deficiencies on Vision & Leadership, Workplace Environment, Financial Performance and Products and Services have started taking a toll on their reputations.

**J&J falls from #4 to #40, only 2<sup>nd</sup> time not in top 10 in 18 years!**

- Iconic US company, still held in high regard with a very good RQ score, but no longer seen as visionary.

Change in RQ Score from 2017 to 2018							
	RQ Score	Emotional Appeal	Products & Services	Vision & Leadership	Workplace Environment	Social Responsibility	Financial Performance
<b>Apple</b>	-3.5	-1.6	-4.0	-4.8	-4.6	-2.6	-4.8
<b>Google</b>	-3.4	-0.9	-4.1	-4.5	-4.6	-3.8	-4.8
<b>Johnson &amp; Johnson</b>	-6.1	-3.4	-6.8	-8.9	-7.5	-5.9	-7.3



# Contact Us



**PRACTICE LEAD**

**John Gerzema**  
CEO of The Harris Poll

[John.Gerzema@Harrisinsights.com](mailto:John.Gerzema@Harrisinsights.com)



**PRACTICE LEAD**

**Wendy Salomon**  
VP, Reputation  
Consultant  
The Harris Poll

[Wendy.Salomon@Harrisinsights.com](mailto:Wendy.Salomon@Harrisinsights.com)



**PRIMARY MEDIA CONTACT**

**Renee Martin**  
Vice President, Finn  
Partners

[Renee.Martin@finnpartners.com](mailto:Renee.Martin@finnpartners.com)



**MEDIA CONTACT**

**Tawny Saez**  
Head of PR  
The Harris Poll

[Tawny.Saez@Harrisinsights.com](mailto:Tawny.Saez@Harrisinsights.com)