2021 REPUTATION RANKINGS

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ABOUT THE AXIOS x HARRIS POLL 100

The Axios x Harris Poll 100 measures what real people think about the companies in our cultural conversation as based on The Harris Poll's Reputation Quotient (RQ) study. The Axios x Harris Poll 100 is built on a two-step process:

(1) The study starts fresh each year by surveying the public's top of mind awareness of companies who either excelled or faltered in society.

(2) The 100 companies that are "most visible"— for good or bad reasons — are then ranked by a second group of Americans across key dimensions of corporate reputation 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 a good or bad reputation, but rather they didn't reach a critical level of visibility to be measured.

THE AXIOS x HARRIS POLL 100 HAS RANKED REPUTATION SINCE 1999.

For an interactive list of all companies and their ranking on this year's Axios x Harris Poll 100, click here.

OVERVIEW OF THE FINDINGS

This marks the 22nd Annual Reputation Quotient Study, fielded April 8-21, 2021.

The survey had 42,935 respondents, and rankings are defined as follows:

- **80 and above:** excellent reputation
- **75-79:** very good
- **70-74:** good
- **65-69:** fair
- **55-64:** poor
- **50-54:** very poor
- **Below 50:** critical (no one at this level this year)

Companies that have a clear point of view and deliver not only great products but also an impact on society have the best reputations. This is one of the many critical insights from the Axios x Harris Poll 100, an annual ranking of the reputations of the most visible U.S. companies, which was released today.

The Axios x Harris Poll 100 has ranked reputation since 1999. The survey's Reputation Quotient (RQ) ranking is based on company performance is seven key areas:

- **Trust** – "Is this a company I trust?"
- **Vision** – "Does this company have a clear vision for the future?"
- **Growth** – "Is this a growing company?"
- **Products and Services** – "Does this company develop innovative products and services that I want and value?"
- **Culture** – "Is this a good company to work for?"
- **Ethics** – "Does this company maintain high ethical standards?"
- **Citizenship** – "Does this company share my values and support good causes?"

A WORD ON THIS YEAR'S FINDINGS

"With the end of the pandemic in sight, this year's Axios x Harris Poll 100 reflects how we have evolved far beyond business as usual. Today's consumer is more digitally connected and more purpose-driven than ever, and that dramatically affects what it takes to excel in marketing, communications and reputation,"

Mark Penn
Chairman & CEO of MDC Partners;
President & Managing Partner of The Stagwell Group;
& Chairman of The Harris Poll

"Products, performance and – more than ever – purpose are driving the reputations of America's top companies and their leaders. Today, data privacy is separating 'good tech' from social platforms, Americans are burning out on streaming overload, and pharma continues to set the benchmark for companies championing innovation to solve some of society's toughest challenges."

John Gerzema
CEO, The Harris Poll

AXIOS × The Harris Poll

RANKING OF THE MOST 100 VISIBLE COMPANIES IN AMERICA TODAY

1 amazon	2 Walmart	3	4 facebook	5 Google	6 TARGET	7 Microsoft	8 WELLS FARGO	9 NIKE	10
11 Chick-fil-A	12 sears	13 AT&T	14 Ford	15	16 COSTCO WHOLESALE	17 SAMSUNG	18 TESLA	19 Comcast	20 T-Mobile
21 verizon	22 TRUMP THE TRUMP ORGANIZATION	23 Coca-Cola	24 gm	25 THE HOME DEPOT	26 BEST BUY	27 TOYOTA	28 Bank of America	29 Yum!	30 LOWE'S
31 EXXON	32 ebay	33	34 The Walt Disney Company	35 GameStop	36 Publix	37 Kroger	38 HOBBY LOBBY	39 GE	40 IBM
41 SONY	42 macy's	43 FOX	44 Johnson & Johnson	45 BURGER KING	46 DOLLAR GENERAL	47 NETFLIX	48 PEPSICO	49 KOHL'S	50 robinhood
51 CVS pharmacy	52 J.P.Morgan	53 My Pillow	54 bp	55 JCPenney	56 hp	57 UBER	58 USAA	59 P&G	60 wish
61 FCA FIAT CHRYSLER AUTOMOBILES	62 DOLLAR TREE	63 NORDSTROM	64 Walgreens	65 adidas	66 BERKSHIRE HATHAWAY INC.	67 Nestlé	68 CHIPOTLE MEXICAN GRILL	69 State Farm	70 TikTok
71 UNITED	72 Wegmans	73 Wendy's	74 Unilever	75 HONDA	76 AMERICAN EXPRESS	77 ups	78 SUBARU	79 citibank	80 Pfizer
81 3M	82 chewy	83 patagonia	84 REI	85 IN-N-OUT BURGER	86 EA	87 FedEx	88 reddit	89 wayfair	90 SPACEX
91 Domino's	92 DELTA	93 IKEA	94 PayPal	95 moderna	96 HUAWEI	97 GOYA	98 hulu	99 KAISER PERMANENTE	100

AXIOS × The Harris Poll

REPUTATION RANKING OF THE 100 MOST VISIBLE COMPANIES

1 patagonia 82.7 8.69% ↑	2 HONDA 81.6 3.98% ↑	3 moderna 81.3 NEW	4 Chick-fil-A 81.1 2.36% ↑	5 SPACEX 81.1 -0.41% ↓	6 chewy 80.9 NEW	7 Pfizer 80.2 9.86% ↑	8 TESLA 80.2 2.66% ↑	9 COSTCO WHOLESALE 80.1 -0.20% ↓	10 amazon 80 -1.74% ↓
11 REI 79.9 NEW	12 USAA 79.2 1.92% ↑	13 Wegmans 79.2 -1.48% ↓	14 SUBARU 79.2 NEW	15 Unilever 79.2 4.39% ↑	16 79.1 2.82% ↑	17 IN-N-OUT BURGER 78.7 NEW	18 TOYOTA 78.7 0.20% ↑	19 ups 78.6 -0.95% ↓	20 PEPSICO 78.5 -0.20% ↓
21 IKEA 78.4 1.46% ↑	22 LOWE'S 78.3 2.39% ↑	23 Publix 78.2 -3.72% ↓	24 CVS pharmacy 78.2 3.41% ↑	25 3M 81 -1.06% ↓	26 hp 56 0.70% ↑	27 BERKSHIRE HATHAWAY INC. 78 3.60% ↑	28 hulu 77.9 -1.08% ↓	29 Nestlé 77.7 2.43% ↑	30 Kroger 77.5 -2.38% ↓
31 SAMSUNG 77.5 -0.06% ↓	32 PayPal 77.5 -0.83% ↓	33 FedEx 77.4 -0.40% ↓	34 SONY 77.3 -1.10% ↓	35 P&G 77 -3.59% ↓	36 Microsoft 76.8 -1.32% ↓	37 The Walt Disney Company 76.7 -0.89% ↓	38 NETFLIX 76.4 -2.54% ↓	39 IBM 76.3 0.37% ↑	40 GE 76.1 -1.22% ↓
41 TARGET 76 2.38% ↑	42 wayfair 75.8 NEW	43 citibank 75.7 3.56% ↑	44 AMERICAN EXPRESS 75.6 1.64% ↑	45 THE HOME DEPOT 75.4 1.06% ↑	46 Walgreens 75.3 -0.42% ↓	47 KAISER PERMANENTE 75.3 1.88% ↑	48 BEST BUY 75.2 0.86% ↑	49 adidas 75.1 -4.63% ↓	50 Ford 75.1 3.79% ↑
51 EA 74.7 -0.74% ↓	52 State Farm 74.7 0.11% ↑	53 HOBBY LOBBY 74.5 6.20% ↑	54 J.P.Morgan 74.5 2.49% ↑	55 KOHL'S 74.4 -1.30% ↓	56 T-Mobile 74.3 -1.06% ↓	57 Domino's 73.7 3.02% ↑	58 Coca-Cola 73.7 -1.93% ↓	59 GOYA 73.5 NEW	60 Google 73.3 -5.03% ↓
61 verizon 73.2 -0.89% ↓	62 NIKE 72.8 -0.79% ↓	63 NORDSTROM 72.8 1.13% ↑	64 macy's 72.3 -1.06% ↓	65 72.3 -1.61% ↓	66 ebay 72.1 4.36% ↑	67 Wendy's 72.1 -2.96% ↓	68 gm 72 -2.39% ↓	69 71.6 2.59% ↑	70 Yum! 71.5 -3.90% ↓
71 DOLLAR GENERAL 71.4 8.79% ↑	72 Johnson & Johnson 71.4 -0.03% ↓	73 71.1 0.47% ↑	74 DOLLAR TREE 71.1 2.10% ↑	75 FCA FIAT CHRYSLER AUTOMOBILES 70.8 1.03% ↑	76 CHIPOTLE 70.8 -0.55% ↓	77 Bank of America 70.5 4.00% ↑	78 reddit 70.4 0.87% ↑	79 robinhood 70.4 NEW	80 EXXON 70.4 -0.31% ↓
81 DELTA 70.4 -3.98% ↓	82 GameStop 69.7 NEW	83 Walmart 69.7 2.42% ↑	84 BURGER KING 69.4 1.46% ↑	85 bp 68.2 4.04% ↑	86 AT&T 67.6 -2.44% ↓	87 UNITED 67.4 1.05% ↑	88 HUAWEI 67.1 0.54% ↑	89 JCPenney 66.3 4.48% ↑	90 UBER 66.2 -3.68% ↓
91 My Pillow 66 NEW	92 Comcast 65.8 3.92% ↑	93 63.4 2.11% ↑	94 TikTok 63 -5.21% ↓	95 WELLS FARGO 63 2.96% ↑	96 sears 61.2 -3.95% ↓	97 wish 60.7 NEW	98 facebook 60 -1.32% ↓	99 FOX 59.2 -6.14% ↓	100 TRUMP THE TRUMP ORGANIZATION 56.9 4.37% ↑

WHAT THE DATA SAY: AN OVERVIEW

"This year's reputation list reflects the 'new normal' for business. To excel today, companies must deliver high marks on all three core drivers of reputation: business performance, corporate character and trust."

"More than ever, leading companies take building reputation very seriously. That's because reputation makes up a third or more of a company's market capitalization, and companies with better reputations have a price advantage, a competitive advantage and a talent advantage."

Ray Day
Vice Chair of The Stagwell Group,
which includes The Harris Poll

In 2021, **Amazon and Walmart are the two most visible companies in America**, followed by Apple, Facebook, Google, Target, Microsoft, Wells Fargo, Nike and McDonald's.

From the most visible, **Patagonia, Honda, Moderna, Chick-fil-A and SpaceX have the top five reputations** in America on the 2021 Axios x Harris Poll 100.

An overall trend seen across the data is that **companies struggling with Ethics, Culture and Trust – especially data privacy – are the ones also struggling with reputation**. This year, The Trump Organization, Fox, Facebook, Wish.com and Sears are at the bottom of the 22nd annual list, with poor reputations.

Interestingly, the most visible and most reputable companies – Patagonia, Honda, Moderna, Chick-fil-A, Space X, Chewy, Pfizer, Tesla, Costco and Amazon – **are separated by only small degrees, do well in nearly every reputation category, and are kept at the top of the list by continuous reputation improvement** – with Amazon as the exception. Amazon is the only company in the top 10 with a reputation decline from last year.

WHAT THE DATA SAY: NEWCOMERS TO THE LIST

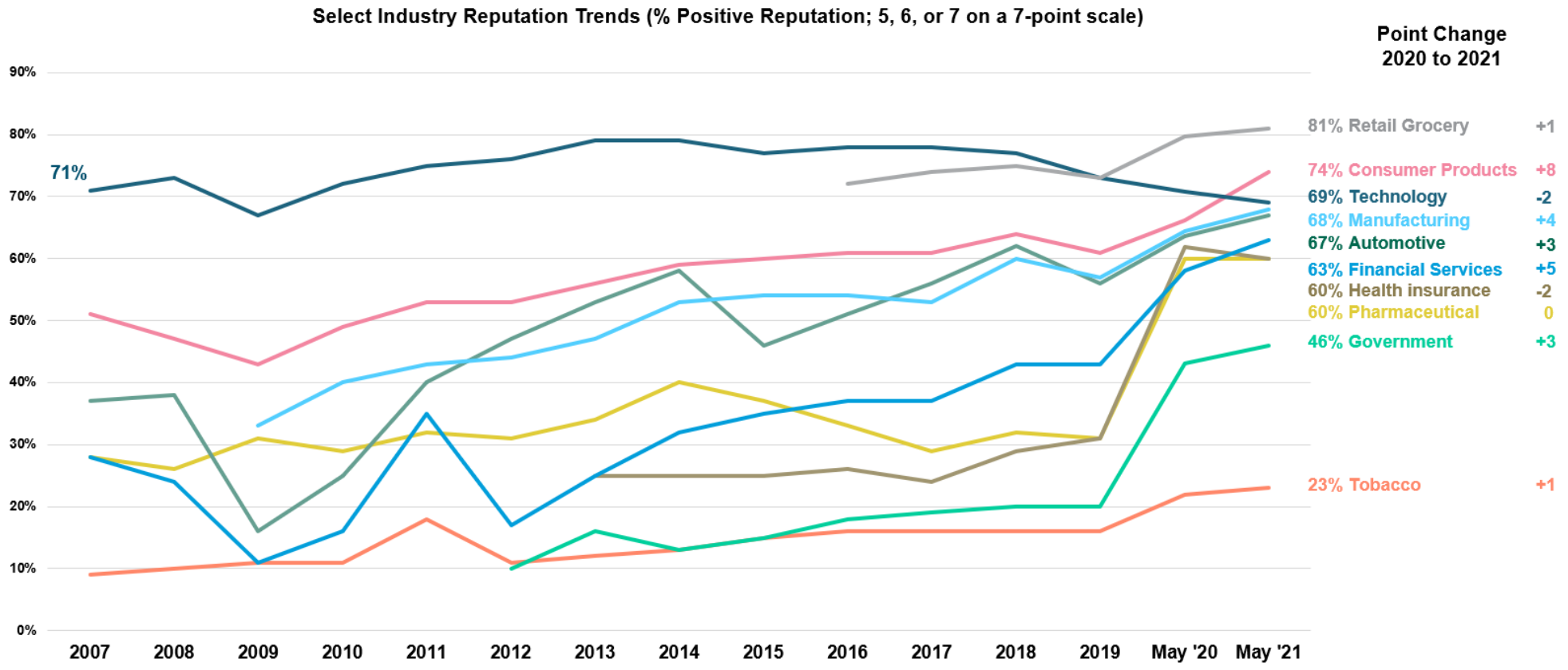
Newly added to the 100 most visible companies list this year are Moderna, SpaceX, Chewy, REI, Subaru, In-n-Out Burger, Wayfair, Kaiser Permanente, Goya, Reddit, Robinhood, GameStop, Huawei, My Pillow, TikTok and Wish.

2021 NEWCOMERS TO THE MOST VISIBLE LIST

moderna	#3	GOYA	#59
SPACEX	#5	reddit	#78
chewy	#6	Robinhood	#79
REI co-op	#11	GameStop	#82
SUBARU	#14	HUAWEI	#88
IN-N-OUT BURGER	#17	MyPillow	#91
wayfair	#42	TikTok	#94
KAISER PERMANENTE	#47	wish	#97

WHAT THE DATA SAY: INDUSTRY MOVEMENT

Consumer packaged goods and **financial services** are the biggest winners in 2021 among all companies across business sectors. Tech is in reputation decline again – with Google (down 5.03%) as one of the biggest year-over-year decliners, along with TikTok, Amazon, Facebook and Microsoft. Apple is the only major tech company advancing in reputation, with an impressive 2.82% year-over-year gain.



WHAT THE DATA SAY: BIGGEST WINNERS & LOSERS

Biggest year-over-year improvements

Pfizer (9.86%), Dollar General (8.79%), Patagonia (8.69%), Hobby Lobby (6.20%), JCPenney (4.48%), Unilever (4.39%), Trump Organization (4.37%), eBay (4.36%), BP (4.04%) and Bank of America (4.0%).

	2020	2021	Change Score Change
Pfizer	73.0	80.2	+9.86%
Dollar General	65.6	71.4	+8.79%
Patagonia	76.1	82.7	+8.69%
Hobby Lobby	70.2	74.5	+6.20%
JCPenney	63.5	66.3	+4.48%
Unilever	75.9	79.2	+4.39%
Trump Organization	54.5	56.9	+4.37%
eBay	69.1	72.1	+4.36%
BP	65.6	68.2	+4.04%
Bank of America	67.8	70.5	+4.00%

Biggest year-over-year declines

Fox (-6.14%), TikTok (-5.21%), Google (-5.03%), Adidas (-4.63%), Delta Air Lines (-3.98%), Sears (-3.95%), Yum! Brands (-3.90%), Publix Supermarkets (-3.72%), Uber (-3.68%) and Procter & Gamble (-3.59%).

	2020	2021	Change Score Change
Fox Corp	63.1	59.2	-6.14%
Tik Tok	66.5	63.0	-5.21%
Google	77.2	73.3	-5.03%
Adidas	78.8	75.1	-4.63%
Delta Air Lines	73.3	70.4	-3.98%
Sears	63.7	61.2	-3.95%
Yum! Brands	74.4	71.5	-3.90%
Publix Supermarkets	81.2	78.2	-3.72%
Uber	68.7	66.2	-3.68%
P&G	79.9	77.0	-3.59%

WHAT THE DATA SAY: OTHER TRENDS OF NOTE

VACCINE PERFORMERS

The pharmaceutical industry remains strong following COVID with two major standouts – Moderna is new on the list with an excellent reputation, and Pfizer posted the largest year-over-year reputation gain of any company at 9.86%. Johnson & Johnson's reputation is much lower than Moderna and Pfizer – with flat year-over-year performance.

BIG OIL

The major oil companies improved or stabilized – with BP up 4.04% and ExxonMobil steady.

AIRLINES

Performance is mixed – with Delta down 3.98% but United Airlines up 1.05%.
Relatedly, Boeing – the biggest decliner last year – rebounds with an improvement of 4.05%.

STREAMING WARS

The streaming services are declining
– with Hulu down 1.08% and Netflix down 2.54%.

THE MUSK TOUCH

Elon's companies are doing well – with SpaceX and Tesla both in the top 10 of all companies on reputation and Tesla up 2.66% year over year.

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.

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WANT TO LEARN MORE?

SHOULD YOU LIKE TO LEARN MORE ABOUT THE AXIOS x HARRIS POLL 100, PLEASE DON'T HESITATE TO REACH OUT.

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About the Stagwell Group

The Stagwell Group is the first and only independent, digital-first, and fully integrated organization of size & scale servicing brands across the continuum of marketing services. Collaborative by design, Stagwell is not weighed down by legacy points of view and its people are united in their desire to innovate, evolve, grow and deliver superior results for their clients. Stagwell's high growth brands include experts in four categories: digital transformation and marketing, research and insights, marketing communications, and content and media.

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MDC Partners is one of the most influential marketing and communications networks in the world. As "The Place Where Great Talent Lives," MDC Partners is celebrated for its innovative advertising, public relations, branding, digital, social and event marketing agency partners, which are responsible for some of the most memorable and effective campaigns for the world's most respected brands. By leveraging technology, data analytics, insights and strategic consulting solutions, MDC Partners drives creative excellence, business growth and measurable return on marketing investment for over 1,700 clients worldwide. For more information about MDC Partners and its partner firms, visit our website at www.mdc-partners.com and follow us on Twitter at www.twitter.com/mdcpartners.

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