



# 2015 HARRIS POLL RQ<sup>®</sup> SUMMARY REPORT

A SURVEY OF THE U.S. GENERAL PUBLIC  
AND OPINION ELITES USING THE REPUTATION QUOTIENT<sup>®</sup>

FEBRUARY 2015

# REPUTATION QUOTIENT (RQ®) REVEALS REPUTATION STRENGTH OF AMERICA'S MOST VISIBLE COMPANIES

Deeper Industry Coverage and Influential Perceptions

- The 2015 Harris Poll Reputation Quotient (RQ®) measures the reputations of the most visible companies in the U.S. as perceived by the general public.
- The Annual RQ has been running since 1999 and has proven to be an important baseline for managing reputation and critical for identifying new market risks and opportunities.
- In 2015, RQ was expanded to measure the reputations of 100 most visible companies in the U.S. Measuring the reputations of 100 companies, versus the historical 60, allows for far deeper industry coverage and comparison.
- Also new to 2015 is a sample of Opinion Elites to capture the perceptions of those who are more knowledgeable, engaged and influential—providing leading indicators and early warning systems for companies who proactively manage their reputations.



**16TH**

ANNUAL RQ STUDY



**RQ RATINGS**

OCT 2014 – DEC 2014

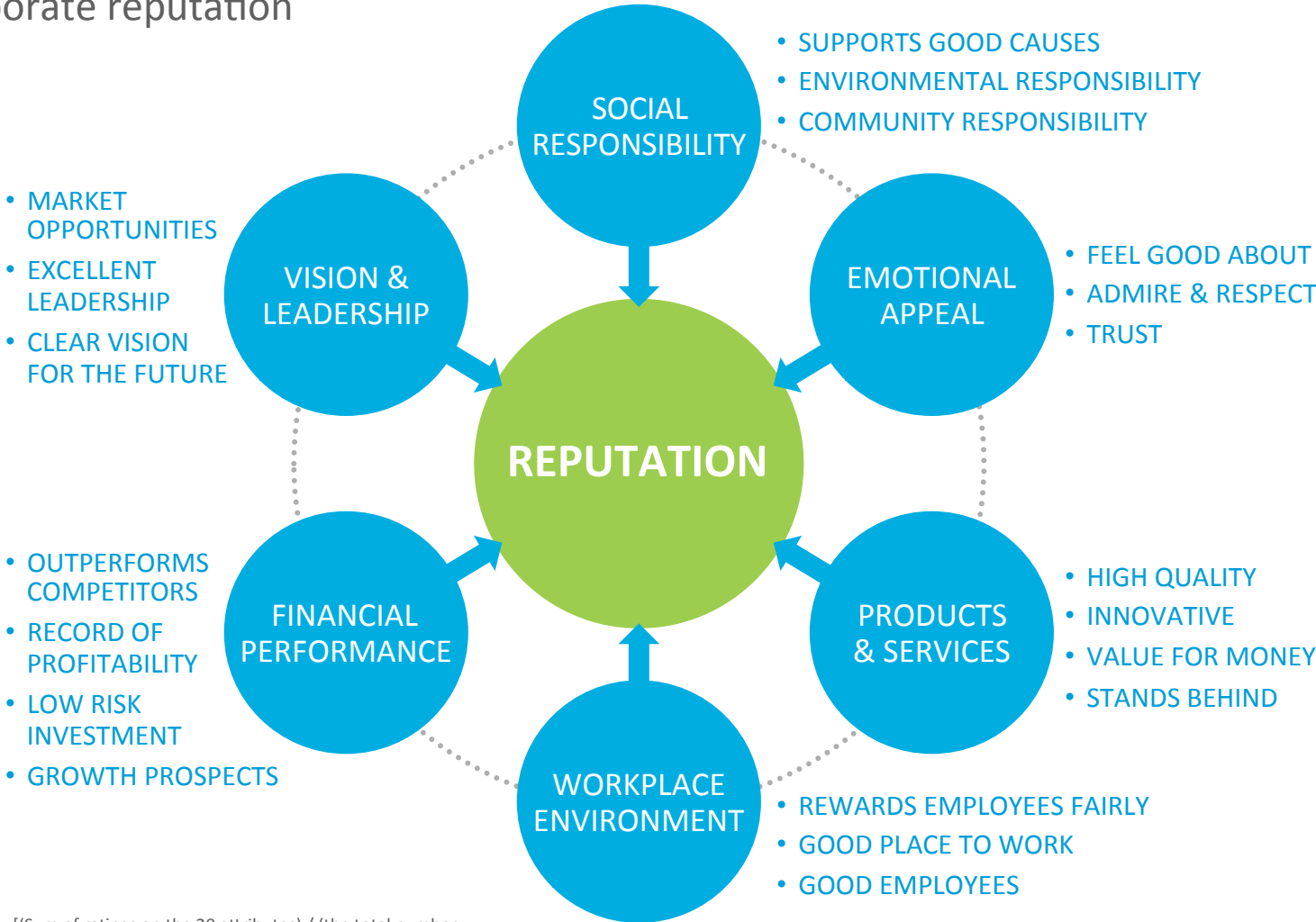


**27,000+**

PEOPLE INTERVIEWED

# THE REPUTATION QUOTIENT® (RQ®)

Consumers rate perceptions across 20 attributes, classified into six dimensions of corporate reputation



RQ Score = [(Sum of ratings on the 20 attributes) / (the total number of attributes answered X 7)] X 100. Maximum RQ = 100.

# 2015 THEMES

## Reputation Matters, Consumers are Highly Engaged & Discerning

- Best in class companies continue to demonstrate that reputation matters – they have a deep understanding of public expectations and have performed well on those reputation dimensions that matter most to people.
- Some companies have shown bold leadership through reputation recovery or company transition while others are struggling to differentiate themselves in a market with heightened expectations, consumer scrutiny and transparency.
- Americans remain skeptical of Corporate America, with only one-in-five indicating that the reputation of Corporate America has improved while twice as many indicate it has declined.
- Consumers are doing their homework - with this skepticism comes proactive research about companies as over half of the public investigates corporate behavior before buying and one third decided to not do business with a company because of something they learned about how the company conducts itself. Further, one-third participated in a conversation with others about how a company conducts itself. This is the new norm.
- Of all reputation dimensions, Social Responsibility remains a high bar, with only five companies achieving Excellent rankings on this dimension and 24 companies rated Poor or Very Poor. Companies continue to struggle to be viewed as a good member of the community.

# WEGMANS DEBUTS AS #1, EDGES AMAZON

Trumping Apple, Samsung climbs to highest corporate reputation ranking in the technology industry

## 2015

1. Wegmans Food Markets
2. Amazon.com
3. Samsung
4. Costco
5. Johnson & Johnson
6. Kraft
7. L.L. Bean
8. Publix Supermarkets
9. Apple
10. Google

- Wegmans Food Markets, a Rochester, NY-based regional grocer with 85 stores and one-tenth of Amazon's revenues, edged past the online retailer to reach #1. Wegmans has steadily built a strong reputation through visionary leadership, employee alignment and an exceptional customer experience.
- Amazon's consistently excellent performance is driven by breadth and quality of products, customer centricity and public trust.
- Samsung, steadily gaining ground over the past four years, rises to #3 and tops Apple for the first time, while Apple falls from #3 to #9 and Google lands at #10.
- Costco's workplace culture, product and services propel it to #4, up from #6 in 2014.
- Johnson & Johnson and Kraft recover from recent recalls and make solid returns to the top 10.
- L.L. Bean and Publix debut in the study for the first time with top 10 performance.

# THE TOP TEN

General Public Rankings 2014 vs. 2015

## 2014

1. Amazon.com
2. Coca-Cola
3. Apple
4. Disney
5. Honda
6. Costco
7. Samsung
8. Whole Foods
9. Microsoft
10. Sony

## 2015

1. Wegmans Food Markets
2. Amazon.com
3. Samsung
4. Costco
5. Johnson & Johnson
6. Kraft
7. L.L. Bean
8. Publix Supermarkets
9. Apple
10. Google

# WEGMANS IS THE ONLY COMPANY TO BE RANKED IN THE TOP 5 ON ALL SIX REPUTATION DIMENSIONS

Samsung shows strength in four of six dimensions, public takes notice of CVS Social Responsibility stance

SOCIAL RESPONSIBILITY		EMOTIONAL APPEAL		PRODUCTS & SERVICES	
1. <b>Wegmans Food Markets</b>	<b>84.32</b>	1. Amazon.com	85.54	1. Amazon.com	86.46
2. Whole Foods Market	82.95	2. <b>Wegmans Food Markets</b>	<b>83.25</b>	2. <b>Wegmans Food Markets</b>	<b>85.64</b>
3. Publix Supermarkets	80.84	3. L.L. Bean	81.99	3. Samsung	85.48
4. CVS (CVS Health)	80.76	4. Costco	81.88	4. Intel Corporation	83.81
5. The Walt Disney Company	80.09	5. Samsung	81.77	5. Costco	83.76
VISION & LEADERSHIP		FINANCIAL PERFORMANCE		WORKPLACE ENVIRONMENT	
1. <b>Wegmans Food Markets</b>	<b>85.38</b>	1. <b>Wegmans Food Markets</b>	<b>83.74</b>	1. <b>Wegmans Food Markets</b>	<b>86.44</b>
2. Apple	84.59	2. Berkshire Hathaway	83.60	2. Costco	83.44
3. Berkshire Hathaway	84.58	3. Samsung	83.16	3. L.L. Bean	83.16
4. Amazon.com	84.51	4. Apple	82.84	4. Google	82.70
5. Samsung	83.89	5. Microsoft	82.59	5. Microsoft	82.24

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  
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# THE 2015 RQ®

## The Reputations of the 100 Most Visible Companies Among the General Public

RANK 1-25		RQ	RANK 26-50		RQ	RANK 51-75		RQ	RANK 76-100		RQ
1	Wegmans Food Markets*	84.36	26	Unilever*	77.80	51	State Farm Insurance*	73.61	76	AT&T	67.26
2	Amazon.com	83.72	27	Whirlpool Corporation*	77.54	52	Macy's	73.16	77	Facebook	67.17
3	Samsung	81.98	28	General Mills*	76.88	53	DuPont*	73.09	78	Chevron*	67.09
4	Costco	81.69	29	Honda Motor Company	76.80	54	Walgreens*	72.80	79	Delta Air Lines*	66.52
5	Johnson & Johnson	80.88	30	Nestle*	76.45	55	American Express*	72.63	80	Burger King*	66.23
6	Kraft Foods	80.83	31	Starbucks Corporation	76.32	56	YUM! Brands*	72.60	81	Chrysler Corporation	65.76
7	L.L. Bean*	80.78	32	The Kroger Company*	76.29	57	Nissan Motor Corporation*	72.60	82	ExxonMobil	65.43
8	Publix Supermarkets*	80.73	33	Wendy's*	75.94	58	Hobby Lobby*	72.51	83	DirectTV*	65.27
9	Apple	80.69	34	The Coca-Cola Company	75.89	59	Best Buy	72.28	84	Walmart	65.05
10	Google	80.44	35	Fidelity Investments*	75.69	60	Dell	72.13	85	Time Warner	64.93
11	Berkshire Hathaway*	80.28	36	PepsiCo	75.59	61	JCPenney	71.61	86	United Airlines*	64.91
12	The Walt Disney Company	80.04	37	FedEx Corporation*	75.53	62	The Allstate Corporation	71.03	87	JPMorgan Chase & Co.	63.98
13	Sony	79.93	38	The Home Depot	75.38	63	Target	70.99	88	General Motors	63.89
14	CVS (CVS Health)*	79.83	39	Meijer's*	75.37	64	Hyundai Motor Company	70.97	89	Citigroup	62.19
15	Microsoft	79.74	40	IBM	75.32	65	21st Century Fox*	70.14	90	BP	62.01
16	Lowe's	79.48	41	Hewlett-Packard Company	75.26	66	Verizon Communications	69.74	91	Bank of America	60.73
17	Kellogg Company*	79.25	42	Kohl's	75.17	67	Safeway*	69.70	92	Charter Communications*	60.30
18	Chick-fil-A	78.96	43	eBay*	75.14	68	Blue Cross Blue Shield*	69.50	93	Comcast	60.04
19	The Boeing Company*	78.93	44	Aldi*	74.78	69	United States Postal Service*	69.49	94	Koch Industries*	59.89
20	Intel Corporation*	78.54	45	General Electric	74.77	70	Royal Dutch Shell	68.92	95	Sears Holdings Corporation	59.79
21	Whole Foods Market	78.47	46	Southwest Airlines	74.76	71	McDonald's	67.77	96	Halliburton	59.63
22	USAA	78.22	47	Nordstrom	74.46	72	Sprint Corporation	67.66	97	Monsanto	59.18
23	LG Corporation*	78.20	48	Ford Motor Company	74.32	73	Altria Group*	67.65	98	Dish Network	58.07
24	Procter & Gamble Co.	78.08	49	Toyota Motor Corporation	74.01	74	Wells Fargo & Company	67.55	99	AIG	55.23
25	Nike	77.88	50	Progressive Corporation*	73.79	75	T-Mobile	67.54	100	Goldman Sachs	55.07

\*= New to Most Visible List this year (not in 60 Most Visible 2014)

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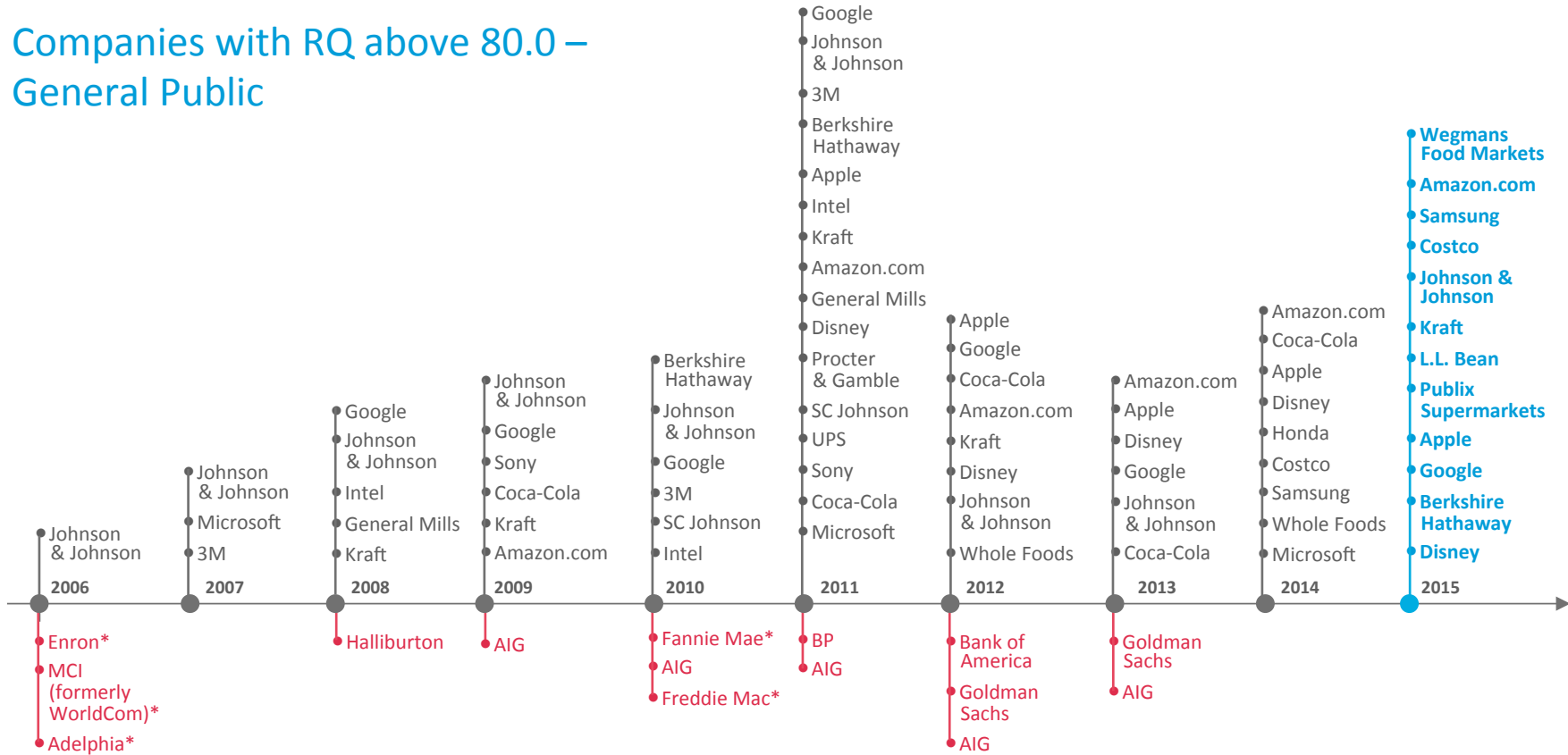
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# TWELVE COMPANIES WITH EXCELLENT RQ SCORES

Second (consecutive) time since 2007 that no company falls below RQ score of 50

## Companies with RQ above 80.0 – General Public



## Companies with RQ < 50.0

Note: In 2015 the study was fielded among the 100 Most Visible Companies; versus 60 Most Visible in previous years

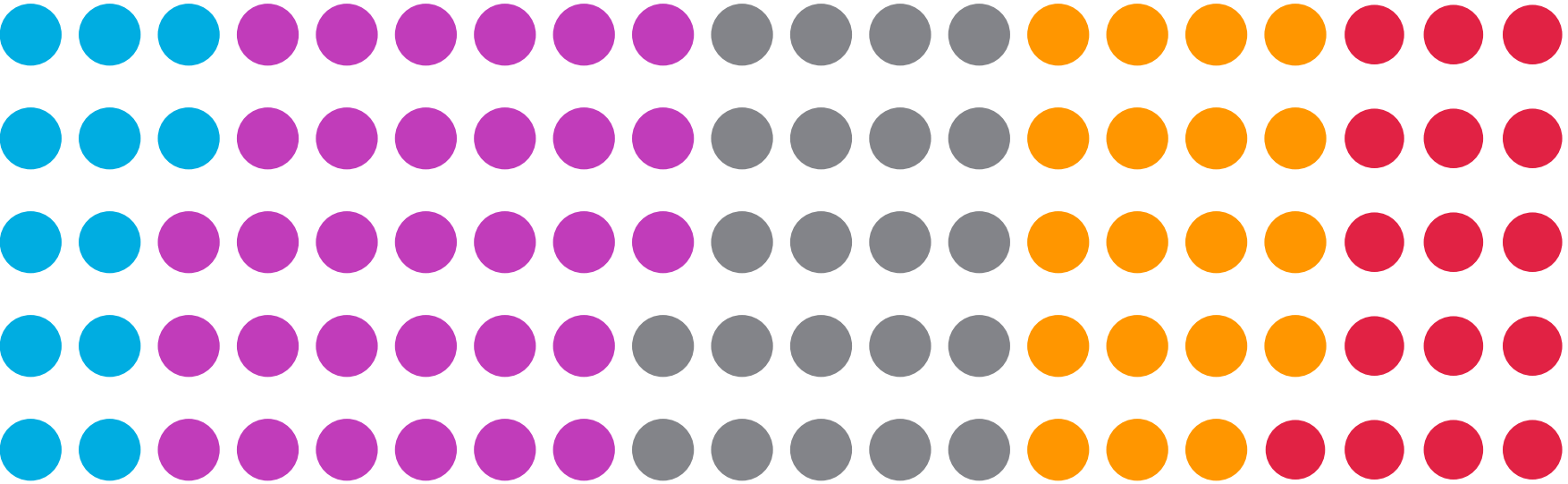
\*= Companies that have ceased to exist or subjected to government takeover.

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# A BALANCED SCORECARD

2015 Harris Poll Reputation Quotient® General Public



EXCELLENT

**12**

COMPANIES

VERY GOOD

**31**

COMPANIES

GOOD

**22**

COMPANIES

FAIR

**19**

COMPANIES

POOR

**16**

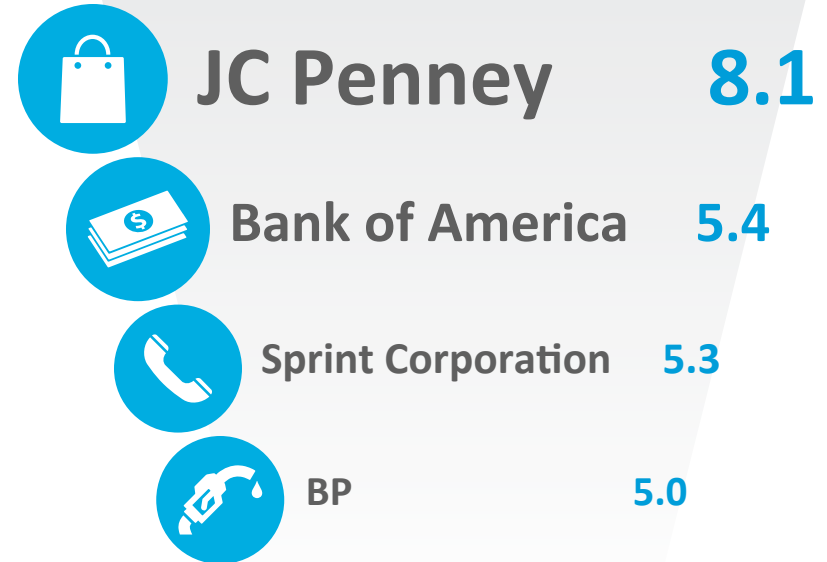
COMPANIES

# MOST NOTABLE GAINS

## Turnaround and Crisis Recovery

- JCPenney demonstrates the strongest year over year gain with an increase of 8.06 points and an overall RQ score of 71.61 as its turnaround gains traction.
- Bank of America (+5.39) and BP (+5.01), while still ranked in the Poor range, show progress on reputation recovery.
- Sprint moves to a fair corporate reputation score through leadership and customer-centric focus during its turnaround.
- More than ever, companies recognize the importance of proactive reputation management. In the past five years, 25 companies have shown significant gains in their reputation performance.

## SIGNIFICANT IMPROVEMENTS 2015 v. 2014

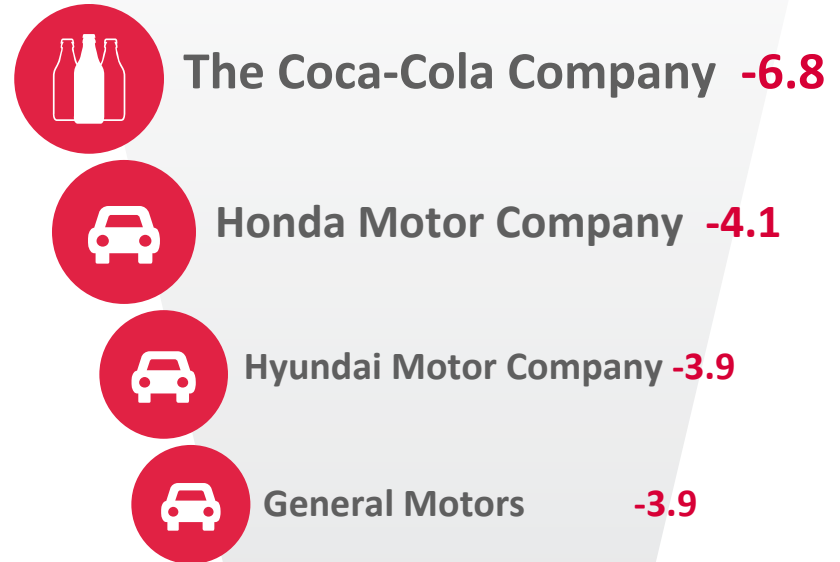


# MOST PROMINENT DECLINES

## Automotive & Beverage Industry Erosion

- Coca-Cola experienced the largest decline, dropping 6.79 points. While health & wellness concerns may cast a shadow on product perceptions and overall trust, opportunity exists to identify ways to buffer these headwinds and build confidence in Coca-Cola's future.
- Not surprising given unprecedented levels of product recalls, several automotive manufacturers experienced declines, including Honda, Hyundai, and General Motors.
- In the past five years, eight companies show the largest declines in reputation – Monsanto, BP, McDonald's, Sears, Walmart, Toyota, Coca-Cola, and Pepsi.
  - Societal issues such as health and obesity, food labeling, environmental responsibility, and workplace fairness, as well as a clear vision for the future, are front and center.

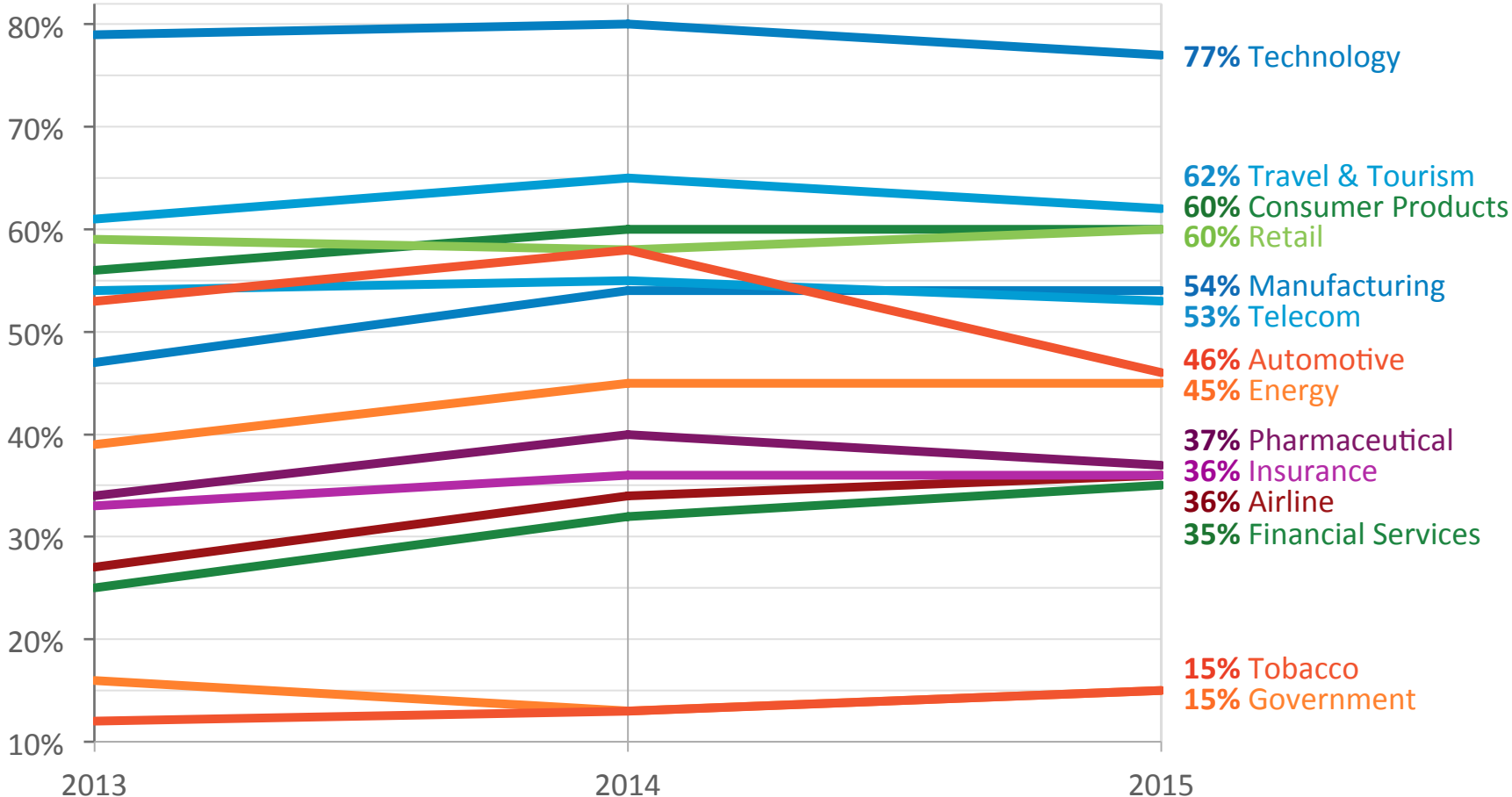
## SIGNIFICANT DECLINES 2015 v. 2014



# AUTO INDUSTRY PERCEPTIONS DECLINE, WHILE MANUFACTURING AS A WHOLE TRENDS POSITIVE

Financial Services Shows Improvement Over Past Two Years

% Positive Mentions



Base: All gen pop respondents (n=23,879) 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?  
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# INDUSTRY LEADERS

Highest Reputation Quotient Ranking Per Industry - Among General Public



**AIRLINE**  
Southwest Airlines  
**74.76**



**INDUSTRIALS**  
The Boeing Company  
**78.93**



**RETAIL GROCERY**  
Wegmans Food Markets  
**84.36**



**AUTOMOTIVE**  
Honda Motor Company  
**76.80**



**INSURANCE**  
USAA  
**78.22**



**RETAIL MASS/CLUB**  
Costco  
**81.69**



**CONSUMER PACKAGED GOODS**  
Johnson & Johnson  
**80.88**



**MEDIA**  
Google  
**80.44**



**RETAIL SPECIALTY**  
Lowe's  
**79.48**



**ENERGY**  
Royal Dutch Shell  
**68.92**



**RESTAURANT**  
Chick-fil-A  
**78.96**



**TECHNOLOGY**  
Samsung  
**81.98**



**FINANCIAL SERVICES**  
Berkshire Hathaway  
**80.28**



**RETAIL APPAREL**  
L.L. Bean  
**80.78**



**TELECOM**  
Verizon Communications  
**69.74**

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# OPINION ELITES PROACTIVELY INFLUENCE OTHERS

Universally believe companies should communicate their good deeds



- Opinion Elites - defined as more informed, engaged, and active, when it comes to the intersection between society and corporations – exert influence on the public at large and play an essential role in influencing a company's ability to compete for market share, talent and mind share.
- Nearly three-fourths of Opinion Elites investigate corporate behavior before buying and over one-half decided to not do business with a company because of something they learned about how the company conducts itself.
- 59% of Opinion Elites participated in a conversation with others about how a company conducts itself
- Almost all (96%) Opinion Elites say companies should let the public know their good deeds by including that information in their corporate advertising and/or public releases (65%) or more minimally through annual reports and on their websites (31%).

# WEGMANS ALSO #1 AMONG OPINION ELITES

The Coca-Cola Company, Berkshire Hathaway, and The Walt Disney Company in the 10

1. Wegmans Food Markets
2. Amazon.com
3. L.L. Bean
4. Johnson & Johnson
5. The Walt Disney Company
6. Samsung
7. Apple
8. Berkshire Hathaway
9. The Coca-Cola Company
10. Publix Supermarkets

- Opinion Elites concur with the general public on the position of Wegmans (#1) and Amazon (#2), and also include L. L. Bean (#3), Johnson & Johnson (#4), Samsung (#6), Apple (#7) and Publix Supermarkets (#10) in their top ten rankings.
- The Walt Disney Company (#5) is admired by Opinion Elites for its vision and leadership, social responsibility and financial performance.
- Berkshire Hathaway (#8) has the second strongest performance on vision and leadership and financial performance.
- The Coca-Cola Company (#9) retains the confidence of Opinion Elites, particularly on clarity of vision and future market opportunity, particularly important given the drop in public perceptions of the company.
- Five additional companies received Excellent rankings according to Opinion Elites – Costco, Lowe’s, Microsoft, Intel and Google, while Goldman Sachs, Koch Industries and AIG were rated Very Poor.



# THE TOP TEN: OPINION ELITES VS. PUBLIC

## Opinion Elites

1. Wegmans Food Markets
2. Amazon.com
3. L.L. Bean
4. Johnson & Johnson
5. The Walt Disney Company
6. Samsung
7. Apple
8. Berkshire Hathaway
9. The Coca-Cola Company
10. Publix Supermarkets

## Public

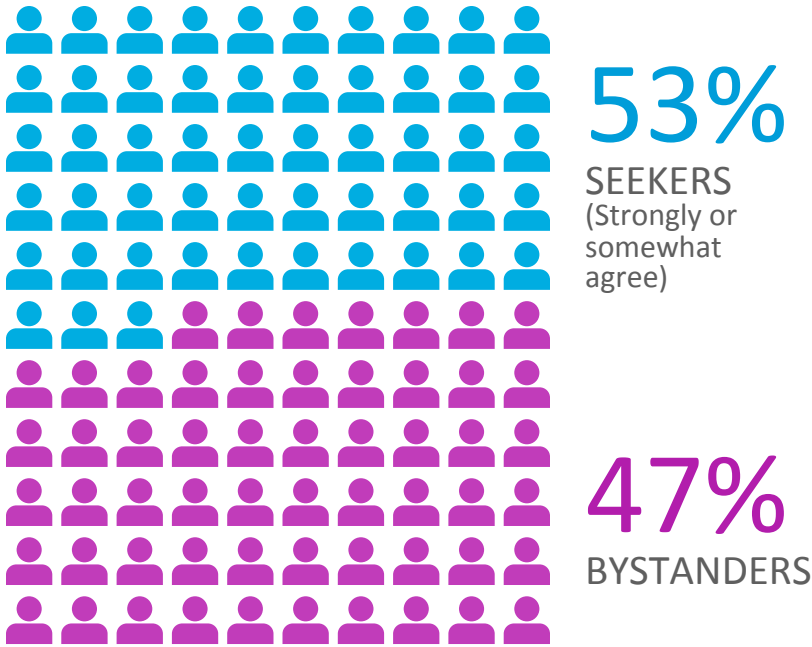
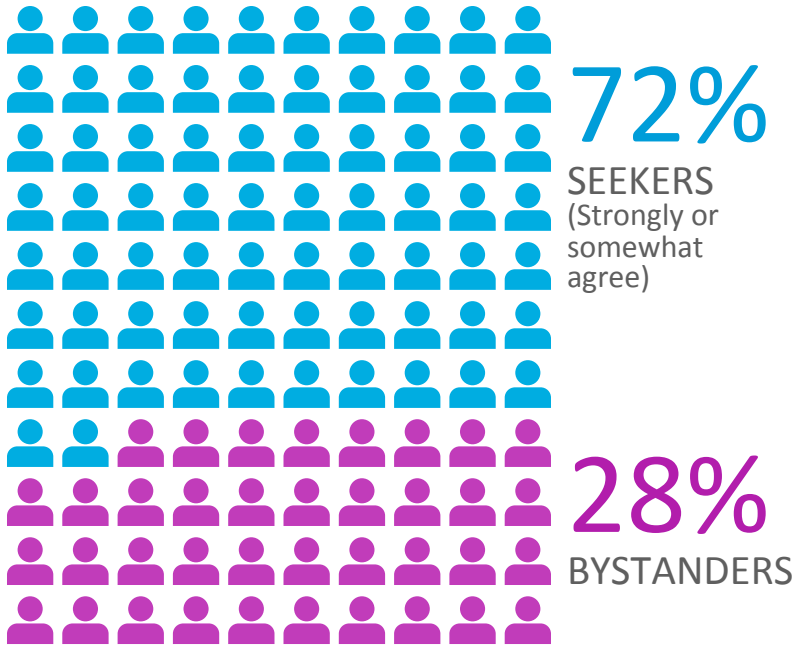
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7. L.L. Bean
8. Publix Supermarkets
9. Apple
10. Google

# SELLER BEWARE... OPINION ELITES AND CONSUMERS ARE DOING THEIR HOMEWORK

% Agree: More so than in the past, I pro-actively try to learn more about the companies I hear about or do business with

## Opinion Elites

## Public

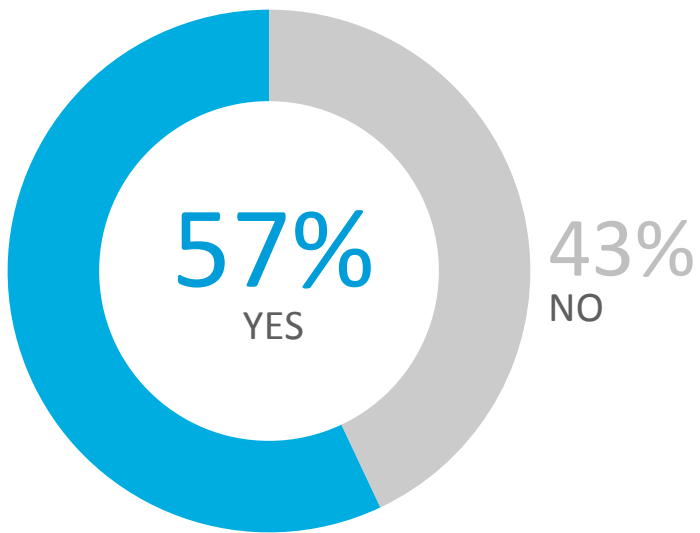


Base: All gen pop respondents (n=23,879) All opinion elite respondents (n=8,844) Q1080 Now, please tell us whether you agree or disagree to each of the following statements: More so than in the past, I proactively try to learn more about the companies I hear about or do business with

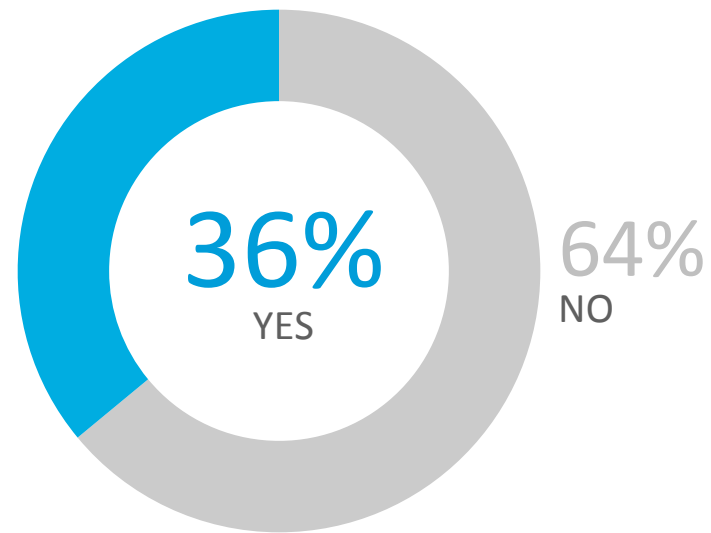
# OPINION ELITES AND THE PUBLIC ARE TAKING ACTION

% Decided to not do business with a company because of something learned about how the company conducts itself:

## Opinion Elites



## Public



Base: All gen pop respondents (n=23,879) All opinion elite respondents (n=8,844) Q1035 There are many ways people can learn and communicate about companies. For each of the following, indicate whether you have personally done this in the past year: Decided to not do business with a company because of something you learned about how the company conducts itself

- METHODOLOGY

# METHODOLOGICAL OVERVIEW

- Over the last 5 decades, Harris Polls have become media staples. With comprehensive experience and precise technique in public opinion polling, along with a proven track record of uncovering consumers' motivations and behaviors, The Harris Poll has gained strong brand recognition around the world.
- The Harris Poll, now a part of Nielsen, has used the Harris Poll Reputation Quotient® (RQ) to measure the reputations of the most visible companies in the U.S. since 1999. The 2015 RQ study represents the 16th consecutive year of measuring corporate reputation in the U.S.
- The Annual RQ study involves a two step process which begins with a Nominations Phase and is followed by a Ratings Phase, where we measure the reputation of the most visible companies in the U.S. All interviews are conducted in English.
- Respondents for this survey were selected from among those who have agreed to participate in Harris Poll and sample partner surveys. The data have been weighted to reflect the composition of the adult population. Because the sample is based on those who agreed to participate in an online panel, no estimates of theoretical sampling error can be calculated.

# METHODOLOGICAL OVERVIEW

(Continued)

## NOMINATIONS PHASE– IDENTIFYING THE “MOST VISIBLE” COMPANIES

- 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.

	NOMINATION INTERVIEWING DATES	NUMBER OF NOMINATION INTERVIEWS	METHOD OF INTERVIEWING	NUMBER OF “MOST VISIBLE” COMPANIES IDENTIFIED
United States	August 26-28 and September 24-26, 2014	4034	Online	100

# METHODOLOGICAL OVERVIEW

(Continued)

## REPUTATION QUOTIENT (RQ) RATINGS PHASE - SUMMARY OF SPECIFICATIONS

The RQ Ratings phase survey is conducted online in English and takes place among the general public, adults 18+, and with an oversample of Opinion Elites. 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. Each company was rated by approximately 250 adults 18+. Throughout this report, ‘General Public’ includes Opinion Elites that fell out naturally within the general population. In addition, an oversample was used to ensure at least 100 total ratings per company among Opinion Elites, for deeper analysis of this important audience.

Outlined in the table below is the method of data collection for this phase, as well as the dates of interview, total number of interviews, number of companies measured, and average total number of ratings per company.

	RATING INTERVIEWING DATES	NUMBER OF RATING INTERVIEWS	METHOD OF INTERVIEWING	AVERAGE TOTAL NUMBER OF RATINGS PER COMPANY
United States	October 20 – December 18, 2014	27,278	Online	Approximately 300

## AUDIENCE DEFINITIONS

**“Gen Public”** – *General Population.*  
US respondents 18+ familiar with at least 1 company.

**“Opinion Elite”** – *Individuals who are informed and involved in current issues. Their opinions are thought to “lead” that of the general public.*  
US respondents 18+ familiar with at least 1 company

AND

- ✓ Involved in at least three public or political activities or issues in which their opinions were expressed in the past 12 months
- ✓ Closely (5-7 on 7 pt. scale) follow business issues today
- ✓ Informed (5-7 on 7 pt. scale) about business issues today

# THE 2014 RQ®

## The Reputations of the 60 Most Visible Companies Among the General Public

RANK 1-15		RQ		RANK 16-30		RQ		RANK 31-45		RQ		RANK 46-60		RQ	
1	Amazon.com	83.87		16	Johnson & Johnson	77.73		31	Ford Motor Company	73.98		46	Chrysler Corporation	65.02	
2	The Coca-Cola Company	82.68		17	The Home Depot	77.47		32	Dell	72.93		47	ExxonMobil	64.51	
3	Apple	81.76		18	General Electric	77.24		33	The Allstate Corporation*	72.80		48	JCPenney	63.56	
4	The Walt Disney Company	81.50		19	Kohl's*	77.15		34	Best Buy	71.13		49	Citigroup	63.55	
5	Honda Motor Company	80.87		20	Chick-fil-A	77.07		35	Royal Dutch Shell	71.04		50	Comcast	62.60	
6	Costco	80.75		21	Toyota Motor Corporation	76.81		36	AT&T	70.68		51	Sprint Corporation	62.33	
7	Samsung	80.65		22	Lowe's	76.60		37	Verizon Communications	69.93		52	JP Morgan Chase & Co.	61.08	
8	Whole Foods Market	80.45		23	Southwest Airlines*	76.35		38	Facebook	69.61		53	Sears Holdings Corporation	60.30	
9	Microsoft	80.11		24	Macy's	75.89		39	Target	68.91		54	AIG	58.26	
10	Sony	79.77		25	PepsiCo	75.33		40	Wells Fargo & Company	68.24		55	Goldman Sachs	58.09	
11	USAA	79.23		26	Nordstrom*	75.30		41	T-Mobile	68.00		56	Dish Network*	58.06	
12	Kraft Foods	78.82		27	Starbucks Corporation	75.12		42	General Motors	67.77		57	Halliburton	57.29	
13	Procter & Gamble Co.	78.73		28	Hyundai Motor Company	74.90		43	McDonald's	67.02		58	Monsanto	57.27	
14	Google	78.38		29	IBM	74.70		44	Walmart	66.51		59	BP	57.00	
15	Nike	77.76		30	Hewlett-Packard Company	74.07		45	Time Warner	65.76		60	Bank of America	55.34	

\*= New to Most Visible List in 2014 (not in 60 Most Visible 2013)

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