



AHEAD OF WHAT'S NEXT.

# The Harris Poll 2013 RQ® Summary Report

A Survey of the U.S. General Public Using  
the Reputation Quotient®

*14<sup>th</sup> Annual RQ Study*

*RQ Ratings:  
November 13<sup>th</sup> –  
November 30<sup>th</sup>, 2012*

*14,000+  
people interviewed*



# The Reputations of the Most Visible Companies - Executive Summary

Survey of the U.S. General Public

## Amazon.com has highest reputation (82.62) of 60 most visible companies, just edging out last year's leader Apple (82.54), which falls to #2

- Amazon reputation built across full spectrum of reputation dimensions
  - Ranks top 5 in 5 of the 6 reputation dimensions
  - Leads in Emotional Appeal and Products and Services
- 5<sup>th</sup> consecutive year that Amazon's reputation characterized as "Great" with RQ score 80+
- Amazon receives nearly 100% positive ratings on all measures related to trust and tremendous support in Advocacy and Word of Mouth

#### 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

## State of corporate reputation in US is quite muddled with “pragmatic realism” characterizing the public’s views

- Nearly 8 in 10 say nothing has really changed in the last year
- Many strongly negative perceptions are down, but little positive to report
- Number of companies with great reputations falls from 16 to 8 to 6 over past 2 years

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## Biggest changes reflective of economic environment and expectations of the public

- Auto and Financial Services industries show strong growth
  - While at company level, Financial Services, Energy, and Auto show biggest gains
- Retail, Tech and CPG, darlings during the downturn, take biggest falls
- Bank of America remains in bottom 5, but has largest reputation rebound (6 points), with growth across all dimensions

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## Characteristics that separate the great companies show shifts from 2 years ago

- **Drivers for “Great” companies 2011**

- Admire and respect
- Trust the company
- **High ethical standards**
- Outperforms competition
- **Good value for the money**

- **Drivers for “Great” companies 2013**

- Outperforms competition
- Admire and respect
- Trust the company
- **Plays a valuable social role**
- **Good company to work for**
- **Good feeling about the company**

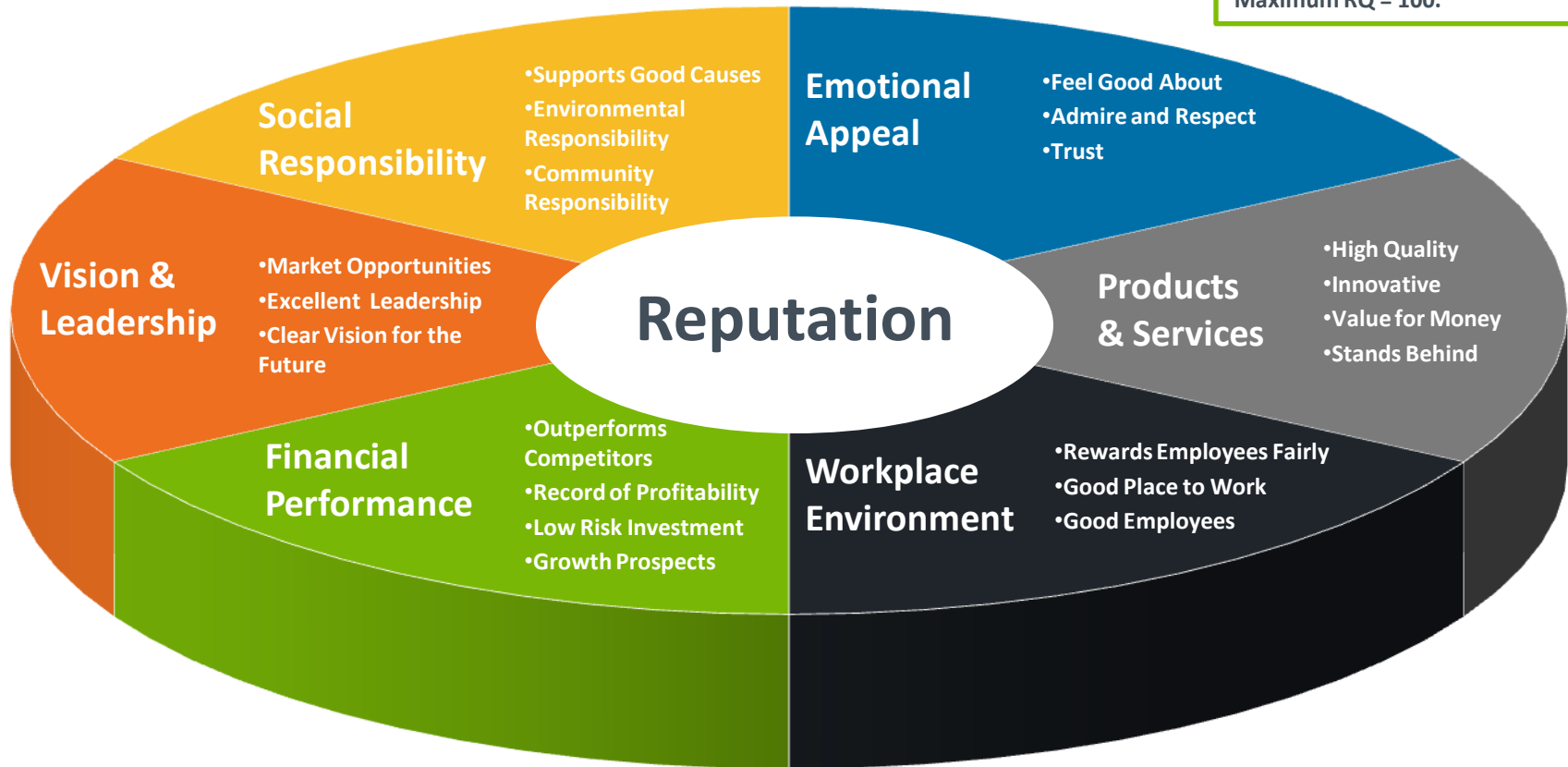
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## Supporting Data

# The Reputation Quotient® (RQ®) Research Instrument

## 20 Attributes folded into 6 Dimensions

RQ Score =  $\left[ \frac{\text{Sum of ratings on the 20 attributes}}{\text{the total number of attributes answered} \times 7} \right] \times 100$ .  
 Maximum RQ = 100.





# The 2013 RQ®

## The Reputations of the Most Visible Companies

Rank 1-15		RQ	Rank 16-30		RQ	Rank 31-45		RQ	Rank 46-60		RQ
1	Amazon.com	82.62	16	The Home Depot	76.27	31	YUM! Brands*	71.41	46	Sears Holdings Corporation	63.54
2	Apple	82.54	17	Lowe's	75.67	32	State Farm Insurance*	70.31	47	Sprint Nextel Corporation	63.25
3	The Walt Disney Company	82.12	18	Berkshire Hathaway	75.63	33	Chick-Fil-A*	70.11	48	Time Warner	62.82
4	Google	81.32	19	Toyota Motor Corporation	75.59	34	Hewlett-Packard Company	70.01	49	Monsanto*	61.70
5	Johnson & Johnson	80.95	20	Ford Motor Company	74.96	35	Burger King*	69.83	50	Chrysler Corporation	61.44
6	The Coca-Cola Company	80.39	21	Starbucks Corporation	74.82	36	Verizon Communications	69.41	51	Comcast	60.99
7	Whole Foods Market	78.65	22	Target	74.82	37	JCPenney	69.12	52	Wells Fargo & Company	60.47
8	Sony	78.29	23	PepsiCo	74.47	38	Royal Dutch Shell*	67.59	53	JPMorgan Chase & Co.	58.20
9	Procter & Gamble Co.	77.98	24	Macy's	74.44	39	AT&T	66.57	54	BP	56.55
10	Costco	77.95	25	Honda Motor Company	74.22	40	Walmart	66.03	55	Citigroup	55.90
11	Samsung	77.70	26	Dell	73.05	41	Best Buy	65.92	56	Bank of America	55.85
12	Kraft Foods	77.46	27	Hyundai Motor Company	72.83	42	Facebook*	65.63	57	American Airlines*	53.85
13	USAA	77.39	28	IBM	72.21	43	T-Mobile	65.60	58	Halliburton*	52.51
14	Nike	77.24	29	General Electric	71.85	44	General Motors	64.44	59	Goldman Sachs	49.39
15	Microsoft	76.46	30	McDonald's	71.41	45	ExxonMobil	64.38	60	AIG	48.57

\*= New to RQ 2013 Study and/or not measured in the RQ 2012

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# The 2012 RQ®

## The Reputations of the Most Visible Companies

Rank 1-15		RQ	Rank 16-30		RQ	Rank 31-45		RQ	Rank 46-60		RQ
1	Apple	85.62	16	Kohl's	77.95	31	Toyota Motor Corporation	73.53	46	Chevron*	64.72
2	Google	82.82	17	PepsiCo	77.78	32	Hewlett-Packard	73.41	47	Sears*	64.26
3	The Coca-Cola Company	81.99	18	General Mills	77.39	33	Starbucks	72.97	48	Time Warner	63.38
4	amazon.com	81.92	19	Costco	76.72	34	Best Buy	72.68	49	T-Mobile*	62.82
5	Kraft Foods	81.62	20	Nike	75.95	35	General Electric	72.60	50	Chrysler	60.30
6	The Walt Disney Company	81.28	21	USAA*	75.55	36	Dell	72.59	51	ExxonMobil	60.01
7	Johnson & Johnson	80.45	22	Lowe's*	75.39	37	Walgreens*	72.10	52	Wells Fargo & Co.	59.50
8	Whole Foods Market	80.14	23	IBM	75.11	38	McDonald's	71.77	53	Comcast	59.10
9	Microsoft	79.87	24	Berkshire Hathaway	75.02	39	JCPenney	71.23	54	News Corp*	57.14
10	UPS	79.75	25	Ford Motor Company	74.83	40	Verizon Communications	71.16	55	Citigroup	55.95
11	Sony	79.22	26	Southwest Airlines	74.60	41	Walmart	69.25	56	JPMorgan Chase	54.84
12	Honda Motor Company	78.95	27	Target	74.26	42	Netflix*	68.12	57	BP	53.50
13	Samsung*	78.11	28	Boeing*	74.04	43	Sprint Nextel	65.90	58	Bank of America	49.85
14	Home Depot	78.11	29	Hyundai*	73.92	44	General Motors	65.31	59	Goldman Sachs	47.57
15	Procter & Gamble Co.	78.09	30	Macy's*	73.63	45	AT&T	65.09	60	AIG	46.18

\*= New to RQ 2012 Study and/or not measured in the RQ 2011

Red boxes indicate companies that have dropped off from Most Visible List in 2013

### 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

# The 2011 RQ®

## The Reputations of the Most Visible Companies

Rank 1-15	RQ	Rank 16-30	RQ	Rank 31-45	RQ	Rank 46-60	RQ
1. Google	84.05	16. Microsoft	80.16	31. Facebook*	74.12	46. Shell	65.96
2. Johnson & Johnson	83.13	17. Whole Foods Market	79.57	32. Nike	74.11	47. Monsanto	65.18
3. 3M Company	82.56	18. Honda Motor Company	79.10	33. Pfizer	73.48	48. Sprint Nextel Corporation	64.27
4. Berkshire Hathaway	82.30	19. PepsiCo	78.21	34. JCPenney*	73.41	49. American Airlines*	62.31
5. Apple	82.05	20. Costco	78.03	35. McDonald's	72.77	50. Comcast	62.05
6. Intel Corporation	81.94	21. Kohl's*	77.55	36. Starbucks	72.05	51. Delta Airlines	61.17
7. Kraft Foods	81.67	22. Unilever*	77.19	37. Dell	71.90	52. JPMorgan Chase	61.15
8. amazon.com	81.14	23. Southwest Airlines	76.88	38. State Farm Insurance	71.73	53. ExxonMobil	61.09
9. General Mills	81.04	24. Home Depot	76.83	39. Verizon Communications	71.64	54. General Motors	60.12
10. The Walt Disney Company	81.04	25. Hewlett-Packard	76.43	40. Walmart	69.35	55. Bank of America	58.93
11. Procter & Gamble Co.	80.98	26. IBM	76.27	41. AT&T	69.31	56. Chrysler	58.37
12. SC Johnson	80.74	27. Best Buy	75.92	42. The Allstate Corporation	68.28	57. Citigroup	57.45
13. UPS	80.51	28. Target	74.91	43. Toyota Motor Corporation	68.25	58. Goldman Sachs	53.90
14. Sony	80.44	29. Ford Motor Company	74.61	44. Time Warner	66.89	59. BP*	49.82
15. The Coca-Cola Company	80.38	30. General Electric	74.22	45. Wells Fargo & Co.	66.15	60. AIG	47.77

\*= New to RQ 2011 Study and/or not measured in the RQ 2010

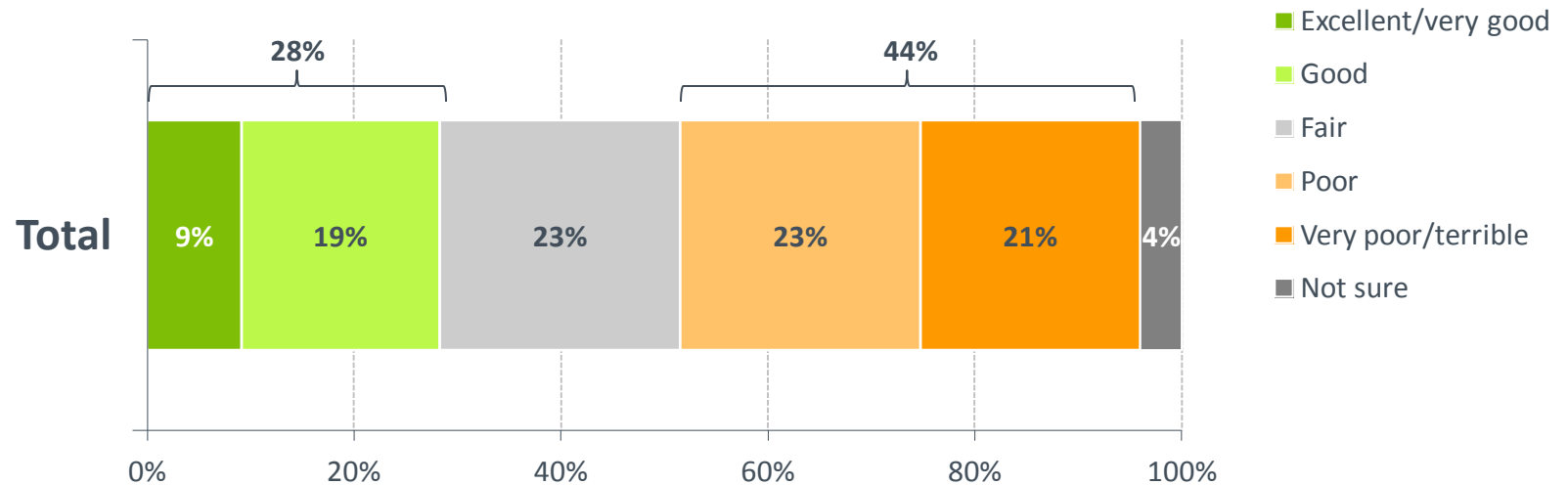
Red boxes indicate companies that have dropped off from Most Visible List in 2012

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## Still strong negative perceptions with majority in the middle

### Overall Reputation of Corporate America

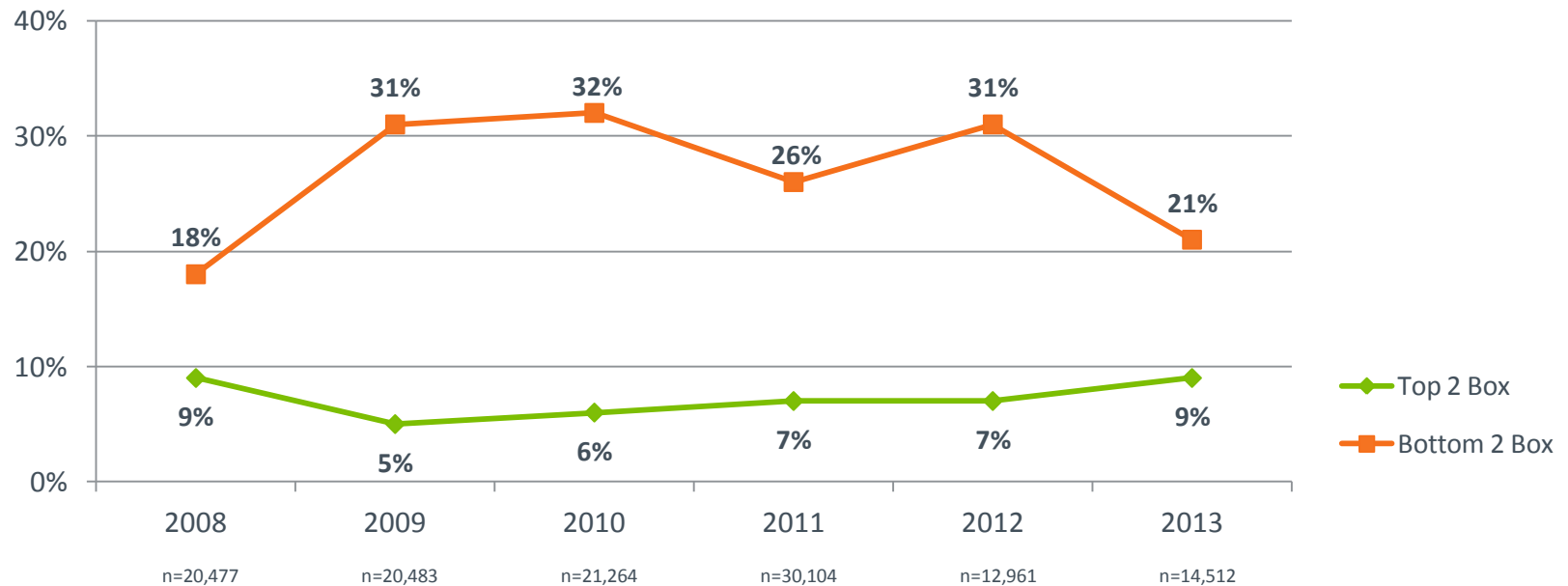


Base: US Respondents (n=14,512)

**Q1310** How would you rate the overall reputation of corporate America today, where "1" means it has a "Very Bad" reputation and "7" means it has a "Very Good" reputation?

## Return to 2008 levels. Big drop in negatives but these did not become positive

### Overall Reputation of Corporate America - Trended

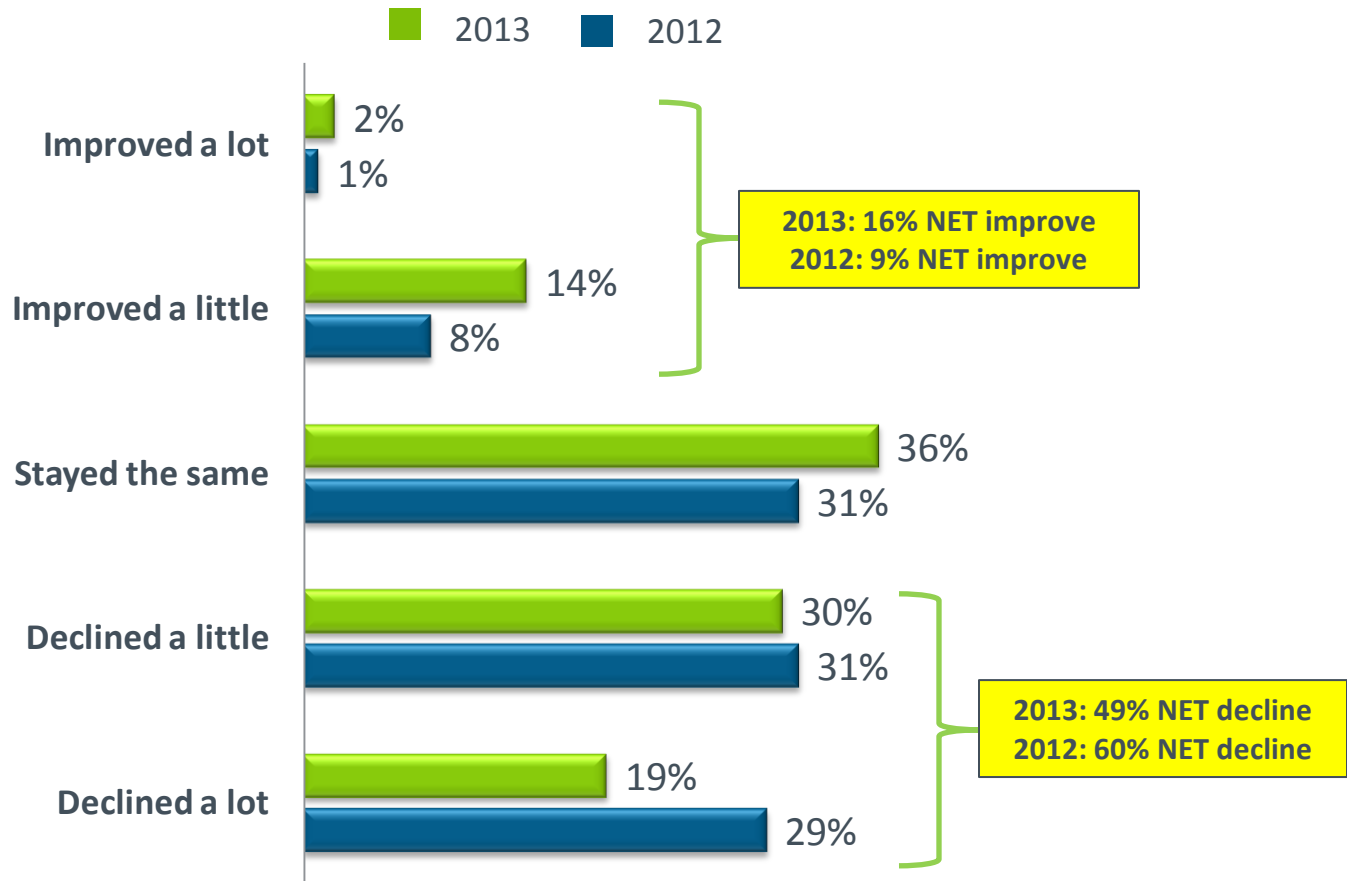


Base: US Respondents (n=14,512)

Q1310 How would you rate the overall reputation of corporate America today, where "1" means it has a "Very Bad" reputation and "7" means it has a "Very Good" reputation?

## 8 in 10 see little difference. Things remain muddled

### Perceived Past Year Change in Corporate America's Reputation



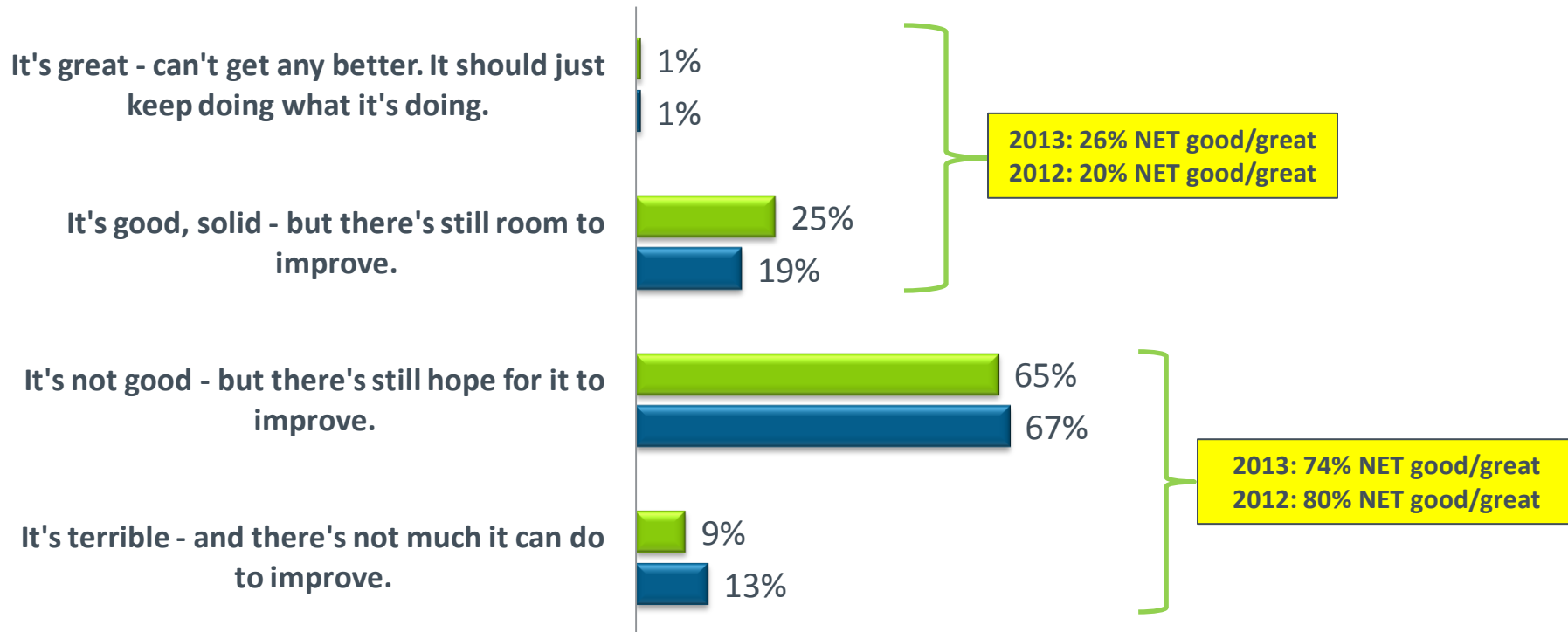
Base: General Public 2013 (n=12,961), General Public 2012 (n=14,512)

Q1311 Which one of the following best captures your opinion of how the reputation of corporate America has changed over the past year? 1. It has improved a lot. 2. It has improved a little. 3. It has basically stayed the same. 4. It has declined a little. 5. It has declined a lot.

## Two-thirds remain pragmatically realistic

### Perceived Reputation of Corporate America Today

■ 2013 ■ 2012



Base: General Public 2013 (n=12,961), General Public 2012 (n=14,512)

Q1312 Which one of the following best captures how you feel about the reputation of corporate America today?

There are 17 notable changes in reputation among the 50 companies measured in both 2012 and 2013; with 7 being improvements  
*Half of the biggest declines are seen in Technology*

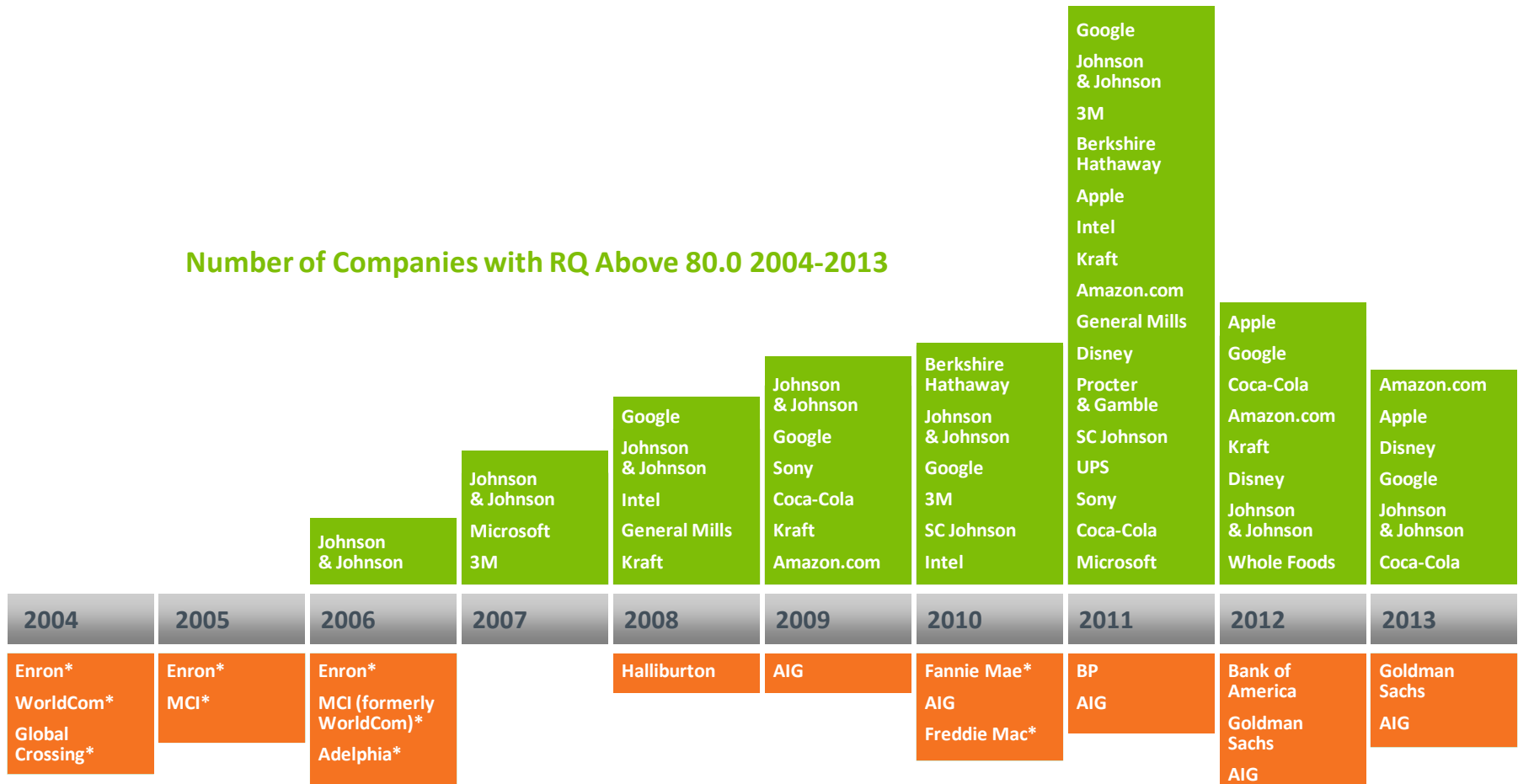
Significant Improvements in RQ 2013 v. 2012			Significant Declines in RQ 2013 v. 2012		
		Appeared in List Over the Past 5 Years			Appeared in List Over the Past 5 Years
1.	Bank of America	6.00	1.	Best Buy	-6.76 2012, 2009
2.	ExxonMobil	4.37 2010	2.	Honda Motor Company	-4.73 2009
3.	JPMorgan Chase & Co.	3.36 2011	3.	Kraft Foods	-4.16
4.	BP	3.05 2012, 2008	4.	Microsoft	-3.41
5.	T-Mobile	2.78	5.	Hewlett-Packard Company	-3.40 2012, 2009
6.	AIG	2.39 2011	6.	PepsiCo	-3.31
7.	Toyota Motor Corporation	2.06 2012	7.	Walmart	-3.22 2008
			8.	Apple	-3.08
			9.	IBM	-2.90
			10.	JCPenney	-2.11 2012

Note: +/- 2 point indicates a significant difference.



# Number of Great Companies dwindling

## Number of Companies with RQ Above 80.0 2004-2013



## Number of Companies with RQ < 50.0 2004-2013

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

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# Great companies show reputation strength across dimensions

## Corporate Leaders on the Six Reputation Dimensions

Social Responsibility		
1.	Whole Foods Market	81.36
2.	The Walt Disney Company	80.35
3.	The Coca-Cola Company	78.60
4.	Johnson & Johnson	78.22
5.	Google	78.13

Emotional Appeal		
1.	Amazon.com	85.00
2.	The Walt Disney Company	81.17
3.	Johnson & Johnson	80.87
4.	The Coca-Cola Company	80.11
5.	Costco	79.81

Products & Services		
1.	Amazon.com	85.02
2.	Apple	84.71
3.	Johnson & Johnson	84.14
4.	Google	83.15
5.	Samsung	82.11

Vision & Leadership		
1.	Apple	85.76
2.	Amazon.com	84.37
3.	The Walt Disney Company	83.79
4.	Google	83.15
5.	Berkshire Hathaway	81.96

Financial Performance		
1.	Apple	86.02
2.	The Walt Disney Company	84.80
3.	Amazon.com	82.95
4.	The Coca-Cola Company	82.23
5.	Google	81.68

Workplace Environment		
1.	Google	83.99
2.	The Walt Disney Company	81.29
3.	Apple	81.06
4.	Johnson & Johnson	80.77
5.	Amazon.com	80.24

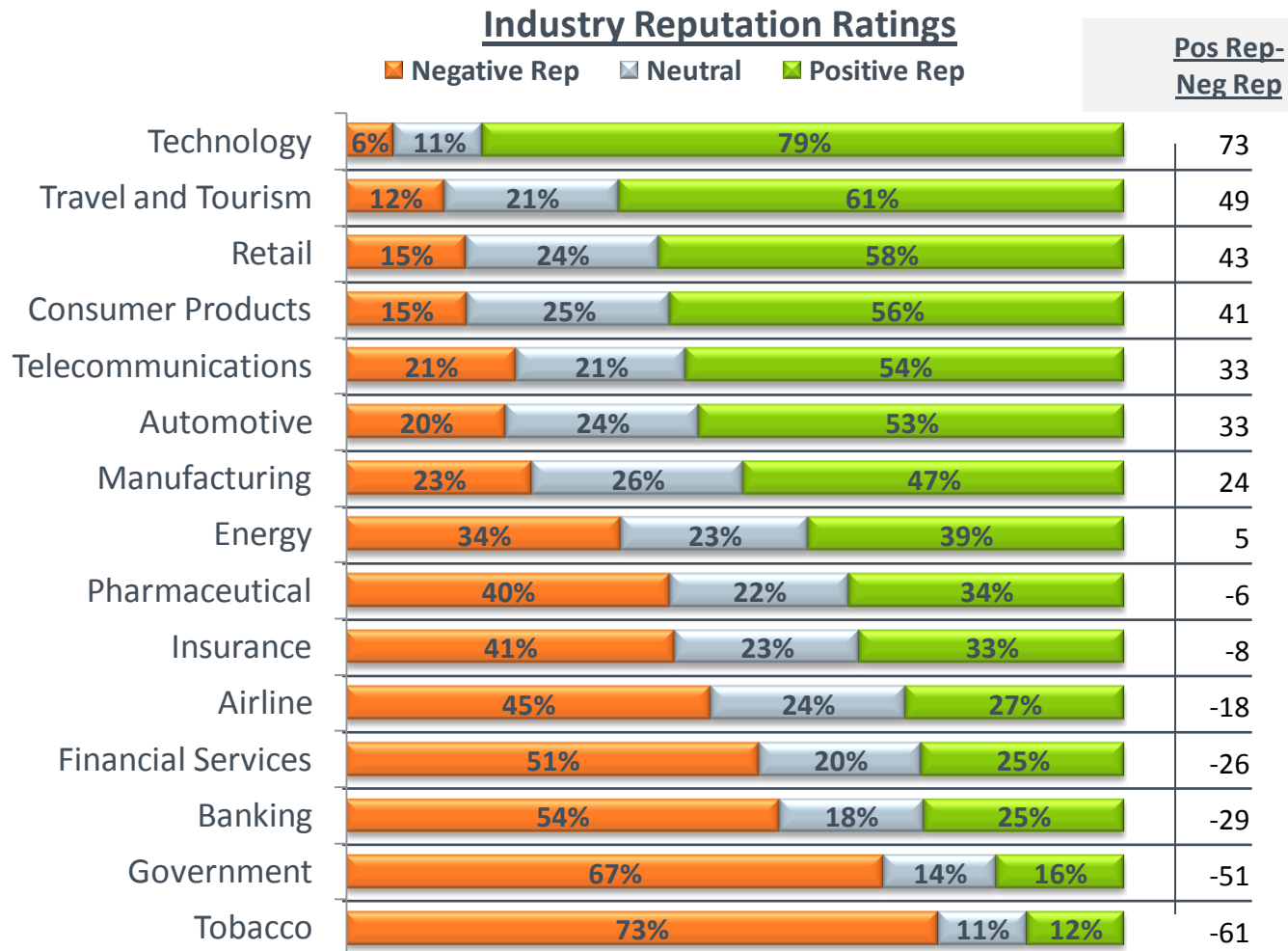
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# 3

## Industry Reputation and the Economy

# Technology enjoys reputation dominance; tobacco falls behind government this year



Base: General Public (n=14,512)

**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?

## Tech gets even stronger while Financial Services, Banking and Automotive show largest gains

	Positive Ratings 2013	Positive Ratings 2012	Positive Ratings 2011
	%	%	%
1. Technology	79	76	75
2. Travel and Tourism	61	58	55
3. Retail	58	57	57
4. Consumer Products	56	53	53
5. Telecom	54	49	51
6. Automotive	53	47	40
7. Manufacturing	47	44	43
8. Energy/Utilities	39	35	36
9. Pharmaceutical	34	31	32
10. Insurance	33	29	27
11. Airlines	27	22	25
12. Banking	25	18	NA
12. Financial Services	25	17	22
14. Tobacco	12	11	11

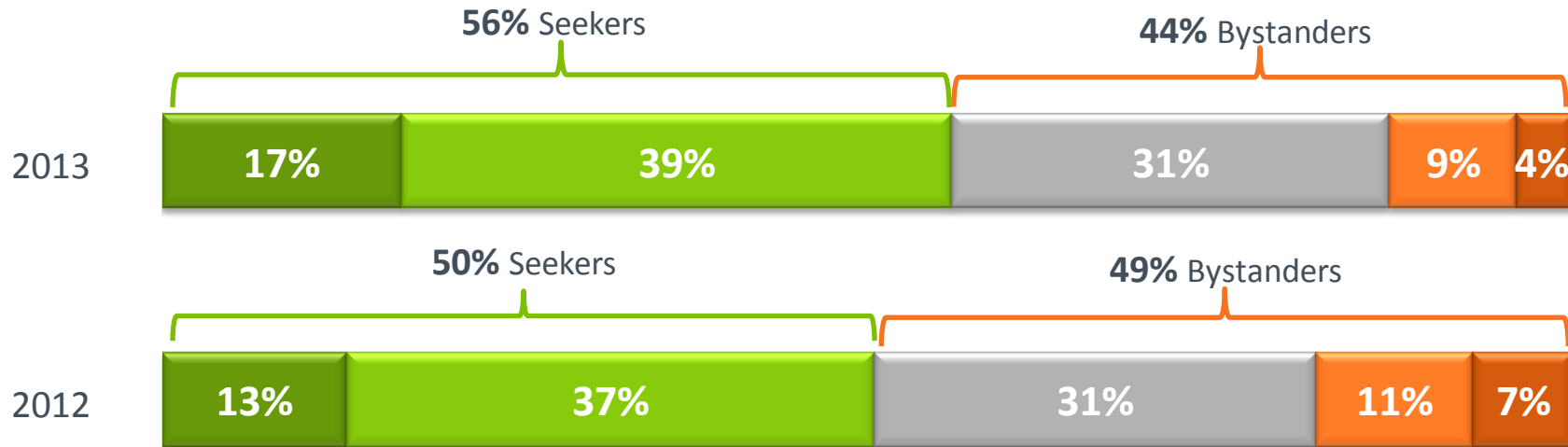
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## Communications

# More Americans are actively seeking information on the companies they may do business with than last year

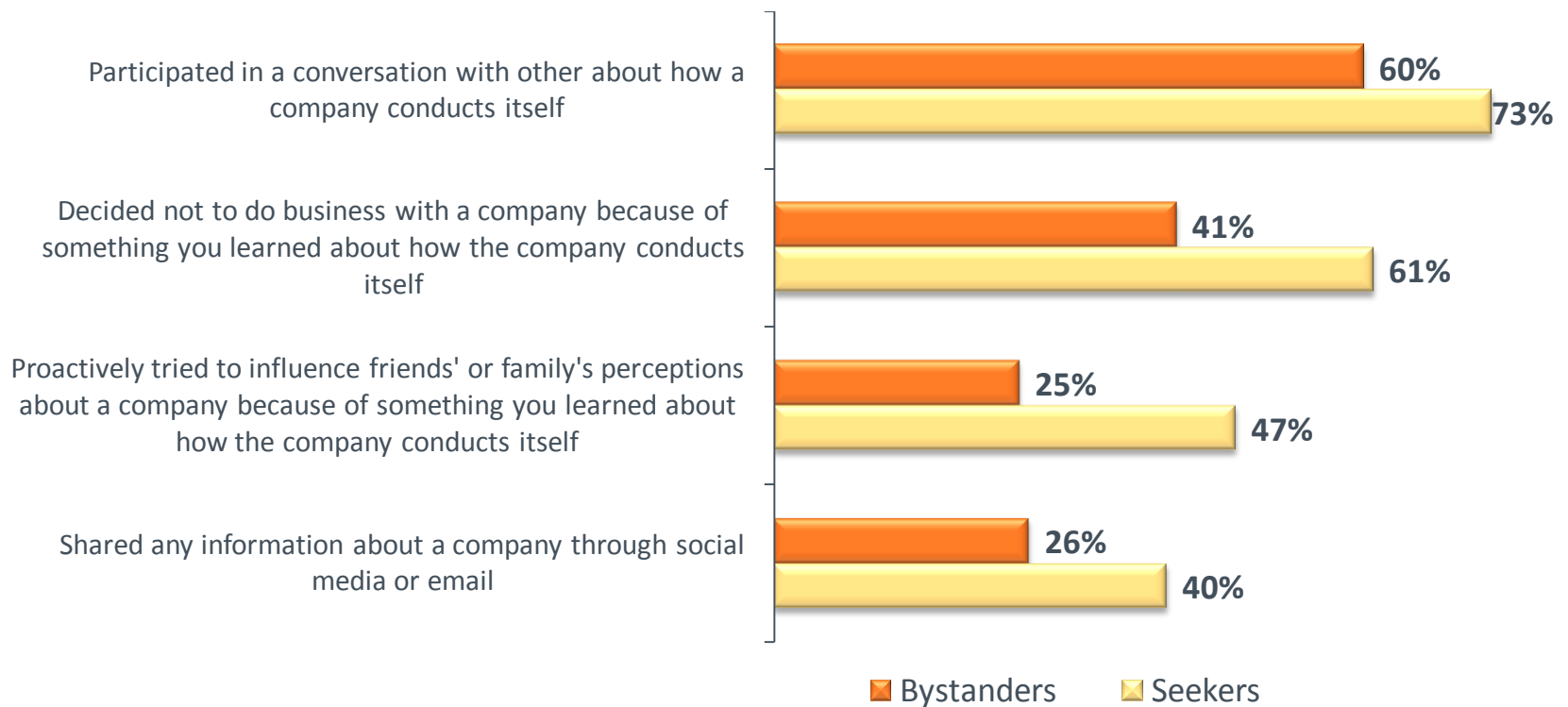
**Agreement with: More So Than In The Past, I Pro-actively Try To Learn More About The Companies I Hear About Or Do Business With**

■ Strongly agree 
 ■ Somewhat agree 
 ■ Neither agree or disagree 
 ■ Somewhat disagree 
 ■ Strongly disagree



Base: General Public 2013 (n=14,512), General Public 2012 (n=12,961)  
 Q1080 Now, please tell us whether you agree or disagree to each of the following statements:

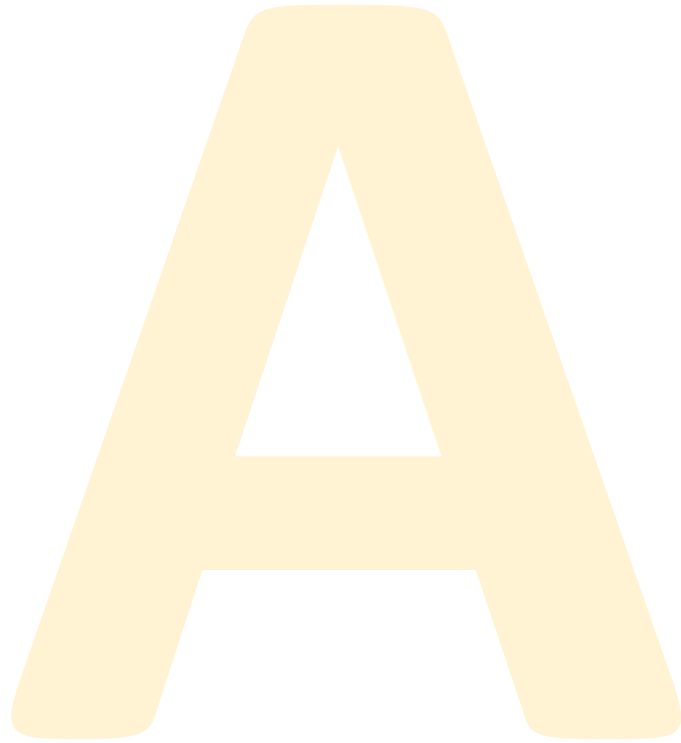
## Seekers act on their findings and are extremely active in looking to influence others



Base: Seekers (n=7,844), Bystanders (n=6,668)

**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.



A large, bold, orange letter 'A' is positioned on the left side of the slide. The letter has a slight gradient and rounded corners. Above the letter, there are several wavy lines in shades of green and orange that sweep across the top of the page.

## Methodology

The 2013 RQ®

## Methodological Overview

- Harris Interactive has used the Harris Reputation Quotient®(RQ) to measure the reputations of the most visible companies in the U.S. since 1999. The 2013 RQ study represents the 14<sup>th</sup> 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.
- The following summarizes the methodological details for both phases of the Annual RQ study.
- The Annual RQ study involves process which begins with a Nominations Section and is followed by a Ratings Section, where we measure the reputation of the most visible companies in the U.S. and other companies representing the major industries in the U.S.
- The following summarizes the methodological details for both phases of the Annual RQ study.

### Nominations Section – Identifying the “Most Visible” Companies

- The Annual RQ study begins with a ‘nomination section’ 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 60 most visible companies in the U.S. is measured in the RQ Ratings Section along with other companies representing the major industries in the U.S.

## Methodological Overview (continued)

### Nominations Section - Summary of Specifications

	Nomination Interviewing Dates	Number of Nomination Interviews	Method of Interviewing	Number of “Most Visible” Companies Identified
<b>United States</b>	September 26 <sup>th</sup> – September 28 <sup>th</sup> October 23 <sup>th</sup> – October 25 <sup>th</sup>	4,619	Online	60

### Who Rates the “Most Visible” Companies in the United States?

- The RQ Ratings phase takes place among the general public. As part of the ratings section, 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.
- 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 number of ratings per company.

### RQ Ratings Section - Summary of Specifications

	Rating Interviewing Dates	Number of Rating Interviews	Method of interviewing	Number of Companies Measured	Average Number of Ratings per Company
<b>United States</b>	November 13 <sup>th</sup> – November 30 <sup>th</sup>	14,512	Online	84	300



# B

## About Harris Interactive

## About Harris Interactive

- **Annual revenue:** \$147.5 million from continuing operations, FYE June 30, 2012
- **Employees:** 564 full time (approximately)
- **Headquarters:** Rochester, NY, USA
- **Stock symbol:** HPOL

Harris Interactive is the leading global independent research organization focused on delivering proprietary custom research to its clients while also providing public opinion research on issues facing society, business, and governments. At Harris Interactive, we leverage all communication tools to get inside the minds of consumers, to decode what is really being said, and uncover what is really meant. Utilizing the most appropriate mix of media, tools, and methodologies, we turn relevant insight into actionable foresight.

Transcending traditional methods of gathering, analyzing and interpreting information — understanding one-size-fits-all solutions never fit anyone — we help people and companies move forward with agility and ease. We work outside and beyond conventional methodologies and embrace all information sources, to ensure every nugget of knowledge is unearthed, every reality is accounted for, and accommodated.