

# The Essential 100: Company Reputation in Cv19

May 28, 2020

# Agenda

INTRODUCTIONS

WHERE DOES THAT LEAVE CORPORATE REPUTATION?

THE HARRIS POLL ESSENTIAL 100

LASTLY: TOPICS & SECTOR REPORTS AVAILABLE

# Featuring



**MARK PENN**

Chairman, The Harris Poll  
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CEO,  
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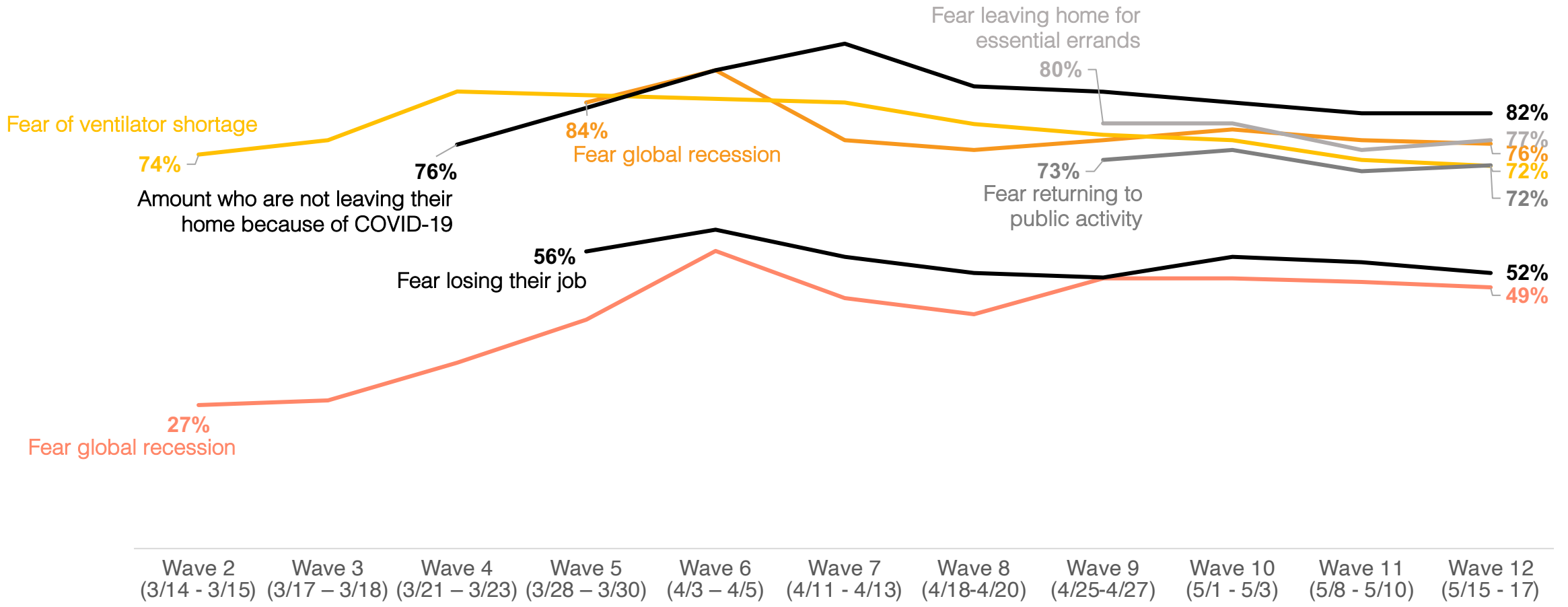


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Executive Strategy Director  
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# Lifting The Curtain of Fear:

Trended Fear Curves During COVID19



# The Marketplace Has Been Disrupted, Creating Three Types of Company Challenges

- 
- Luxury goods
  - Alternative meats
  - Convenience stores
  - Auto parts & equipment
  - Casinos & Gambling
  - Rental cars
  - Concerts & Sporting events
  - Supply chain
  - Commercial real estate
  - Airlines
  - Restaurants
  - Hotels
  - Buffets
  - Cruise lines
  - Sharing economy
  - Public transportation
  - Big budget movies
  - Ride sharing
  - Open floor plans
  - Cities
  - Retirement communities
  - Health & fitness clubs
  - Oil & Gas
  - Media
  - Apparel
  - Footwear

- 
- Beef, Chicken, Pork
  - Road trips
  - Family-size portions
  - Digital acceleration
  - Purell
  - Books & Board games
  - Pizza
  - Online delivery services
  - Zoom, Teams, Skype
  - Pharma and Tech industry
  - Hospitals and healthcare
  - Telemedicine
  - Athleisure and pajamas
  - Animation-driven content
  - Streaming services
  - Home cooked meals
  - Orange juice
  - Suburbs
  - Yeast, sourdough
  - Gardening
  - At home exercise, running, bikes
  - Golf hand carts
  - Master Class, betterment brands

# Where Does That Leave Corporate Reputation?

# Mistrust is a Misnomer: Media and Trust Studies Don't Get It Right

## TECHLASH? AMERICA'S GROWING CONCERN

Oct 24, 2019

### Mistrust in business grows

Felix Salmon



### Americans Agree On Something: They Don't Like Big Corporations

A new survey finds that a majority of Americans distrusts the Fortune 500, and an overwhelming majority thinks companies prioritize shareholders over workers and customers.

### Will the Coronavirus Kill What's Left of Americans' Faith in Washington?

In 2019, just 17 percent of Americans said they trusted the federal government to do the right thing. The pandemic appears to be eroding their faith even more.

## DISTRUST CONTINUES

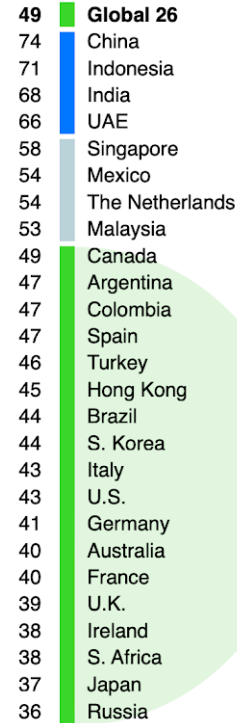
Trust Index

Global Trust Index increases 3 pts to neutral

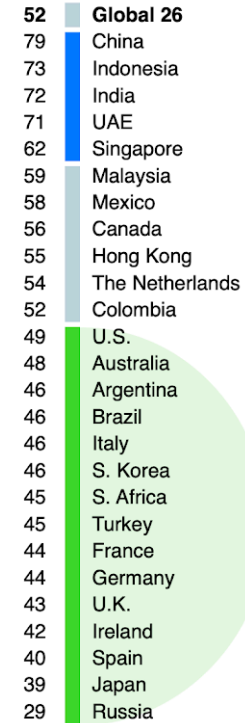
15 of 26 markets are distrusters, down 3 from 2018

2019 Edelman Trust Barometer. The Trust Index is the average percent trust in NGOs, business, government and media. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal." 9-point scale; top 4 box, trust. General population, 26-market global average.

▲ 2018 General Population



▲ 2019 General Population



■ Trust (60-100)  
■ Neutral (50-59)  
■ Distrust (1-49)

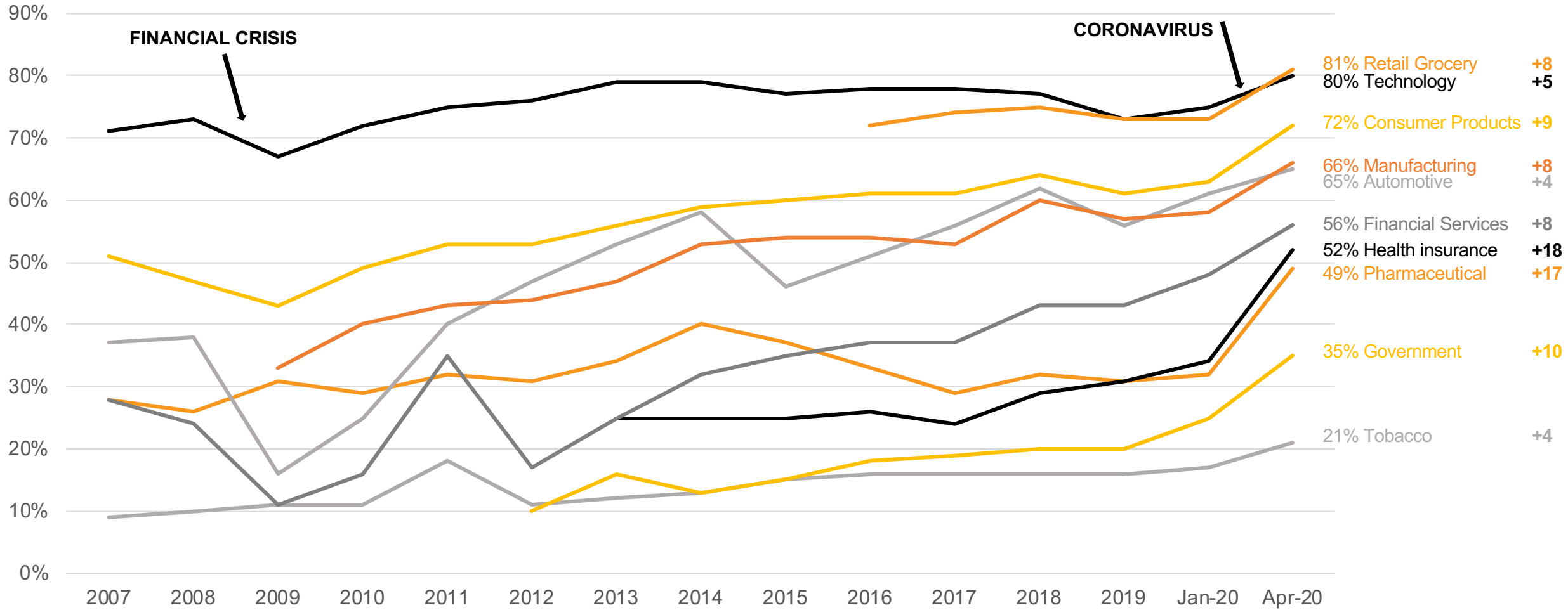
Biggest changes in



# In The Last Crisis, Companies Were Part of The Problem...

Select Industry Reputation Trends (% Positive Reputation; 5, 6, or 7 on a 7-point scale)

% Change Jan – Apr 2020

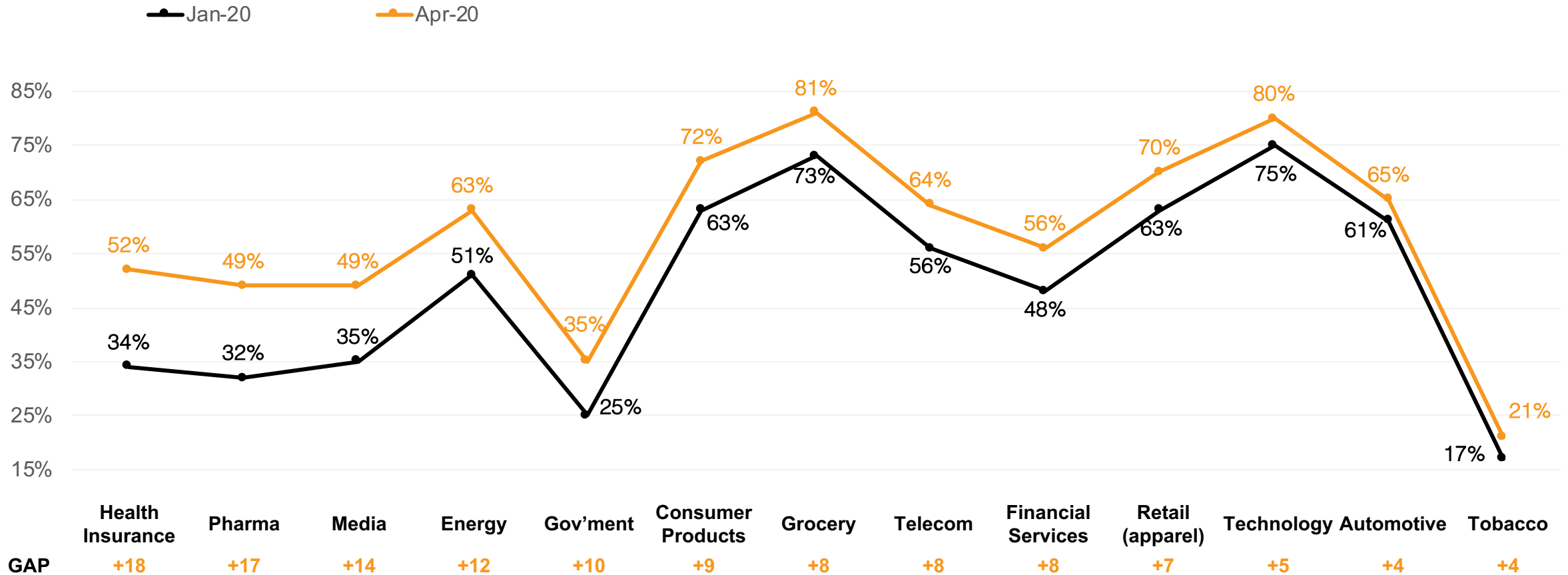


Base: All gen pop respondents (Jan: n=25,880, Apr: n=1,039) Q1314 For this question, we'd like you to think about industries in general. How would you rate the overall reputation of the following industries, where "1" means the industry has a "Very Bad" reputation and "7" means the industry has a "Very Good" reputation?



# This Time They are Part of The Solution

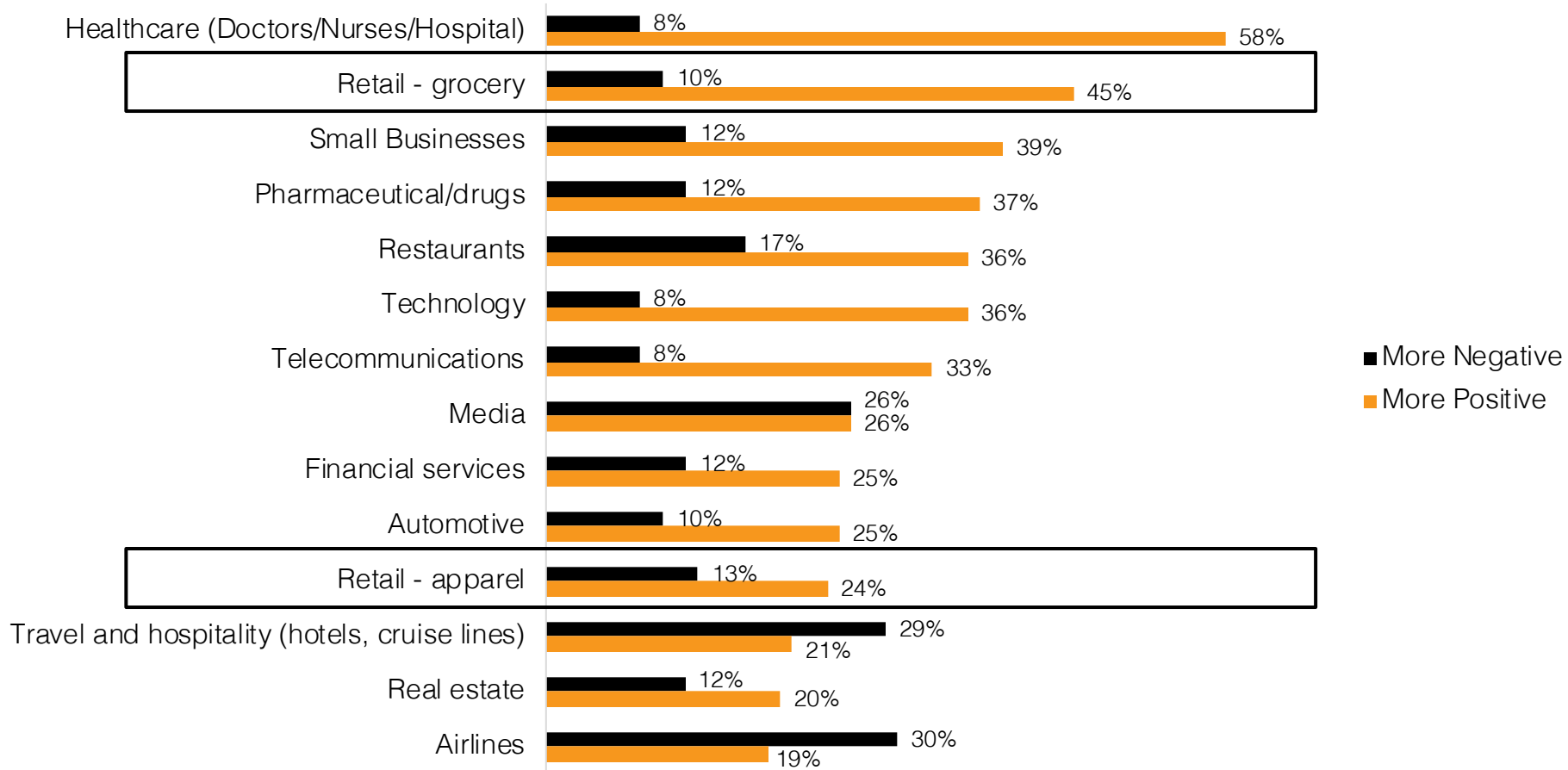
How would you rate the overall reputation of the following industries?



Base: All gen pop respondents (Jan 2020: n=25,880, April 2020: n=3,882) 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?

# And There Has Been a Resurgence in Positive Industry Impressions Since COVID-19

How has your **view of each of the following industries changed** since the start of the coronavirus pandemic?



Source: Harris Poll COVID19 Tracker Wave 12

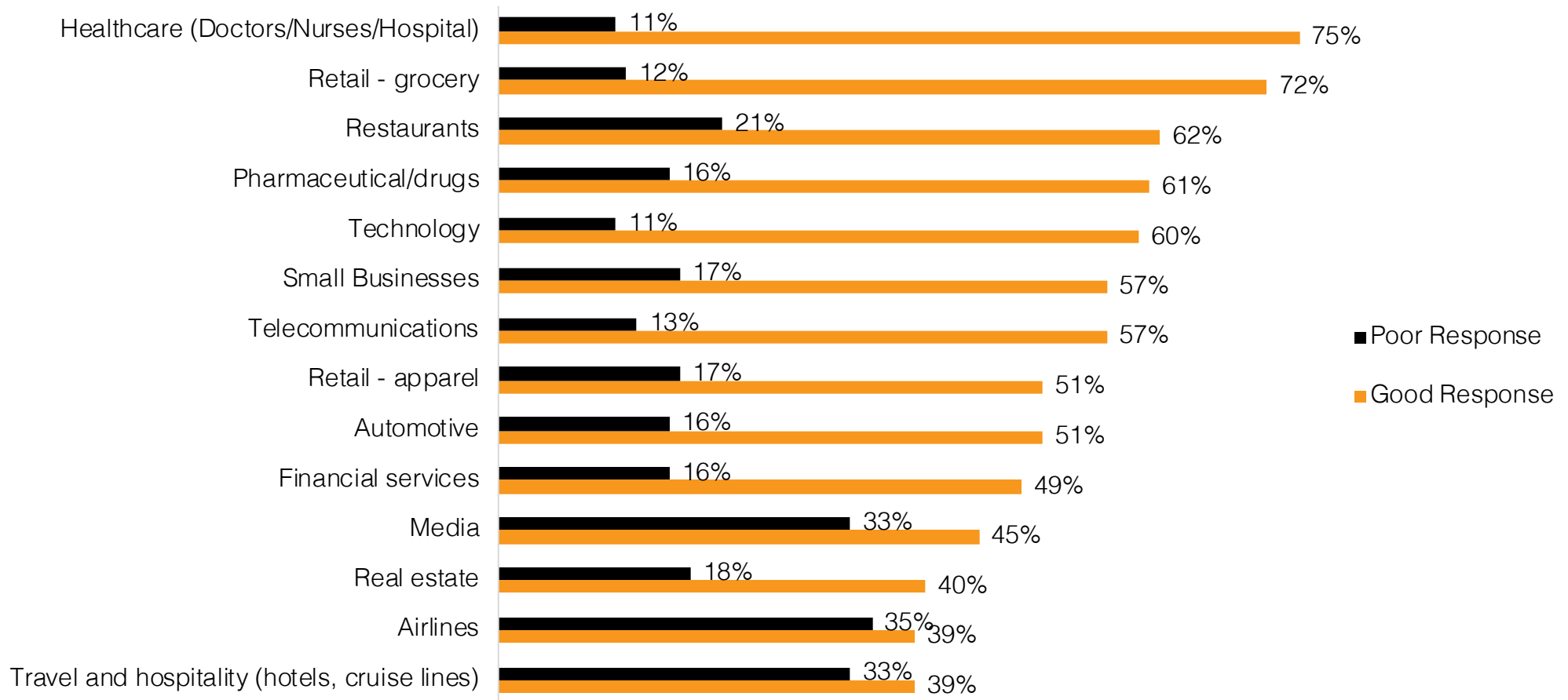
BASE: GENERAL PUBLIC W12 (1961)

Q38 How has your view of each of the following industries changed since the start of the coronavirus pandemic?

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# There is Widespread Approval of Corporate America's Response to the Pandemic

Do you think that the industry has had a good response or a poor response to the coronavirus pandemic?



Source: Harris Poll COVID19 Tracker Wave 12

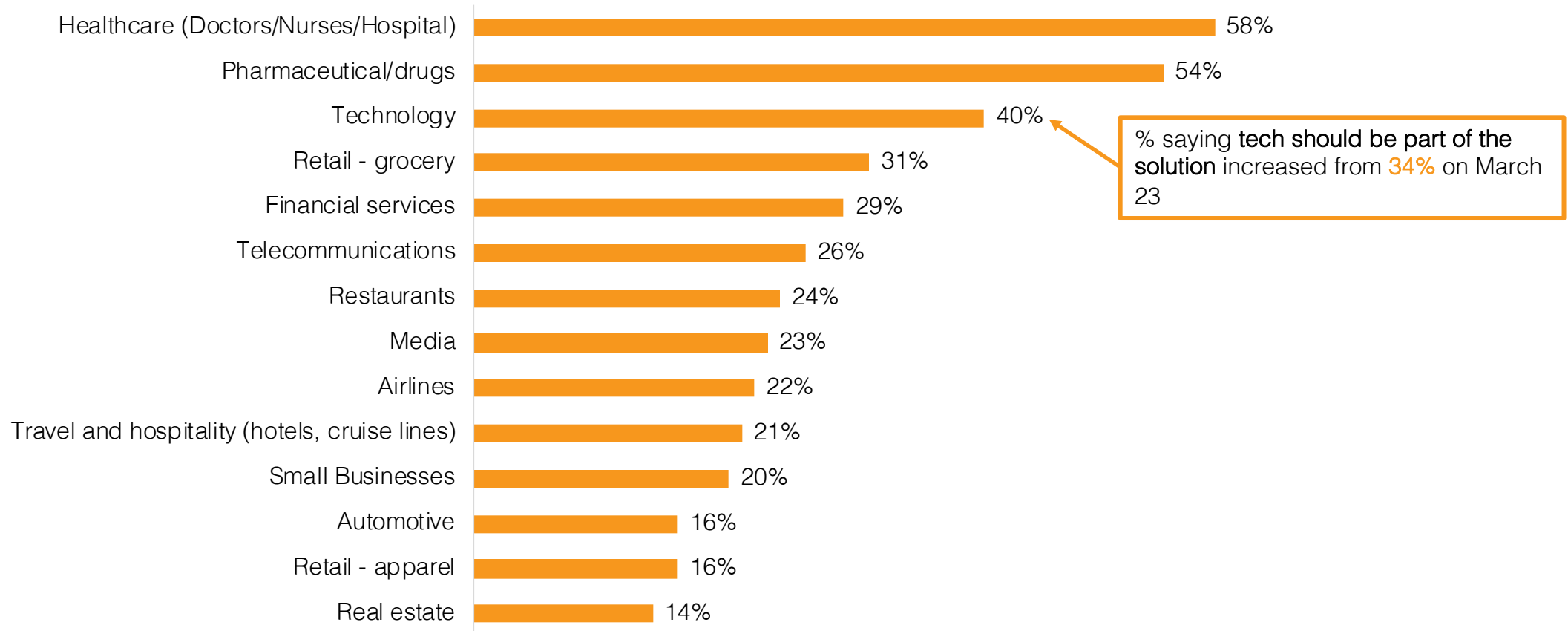
BASE: GENERAL PUBLIC W12 (1961)

IND01 Do you think that the industry has had a good response or a poor response to the coronavirus pandemic?

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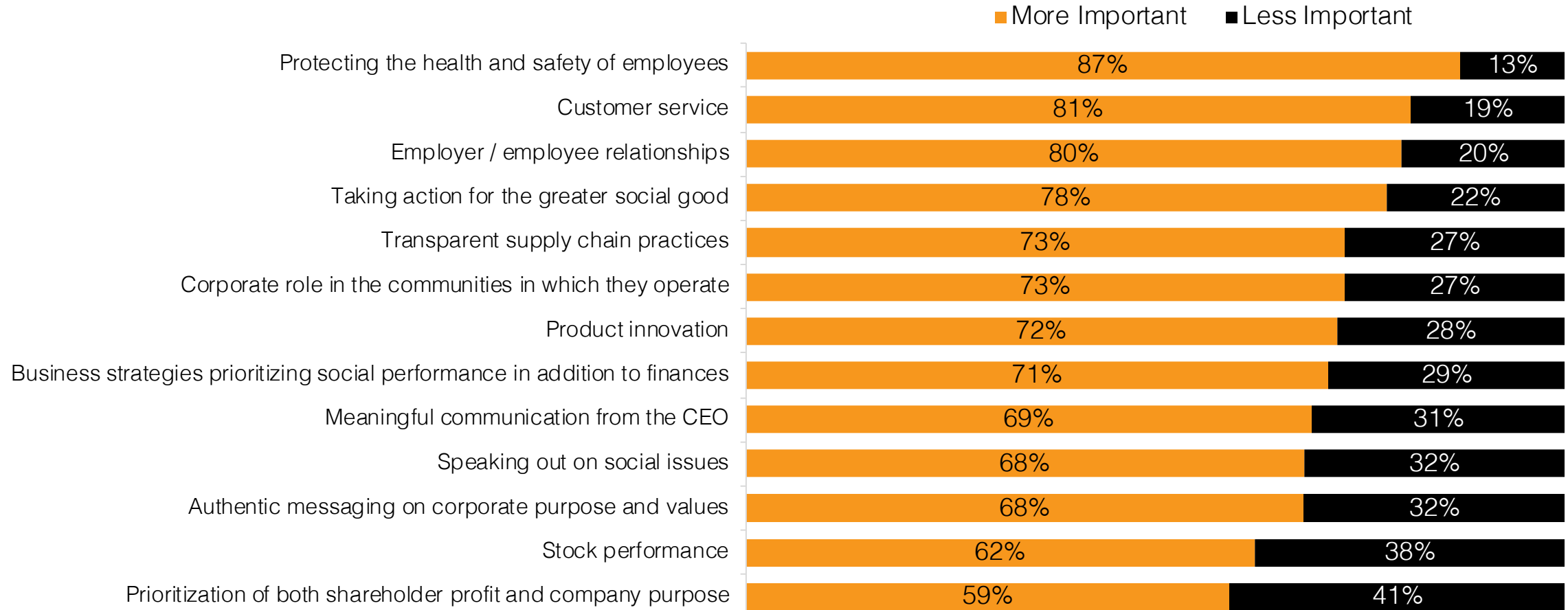
# This is a Moment of Reputational Reappraisal

Which of the following industries do you think **should provide solutions** during the COVID-19 outbreak?



# And Broad Expectations of Corporate America For Social Agency

How important are each of the following today for corporate America?



Source: Harris Poll COVID19 Tracker Wave 13

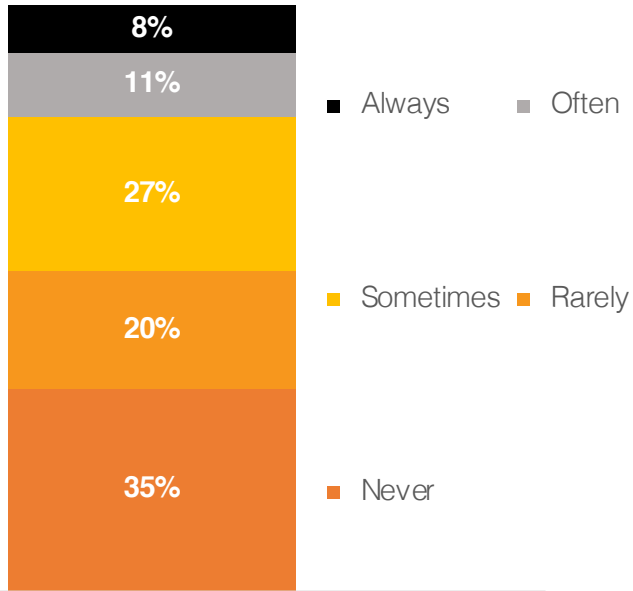
BASE: GENERAL PUBLIC (2032)

WAL16 How important are each of the following today for corporate America?.

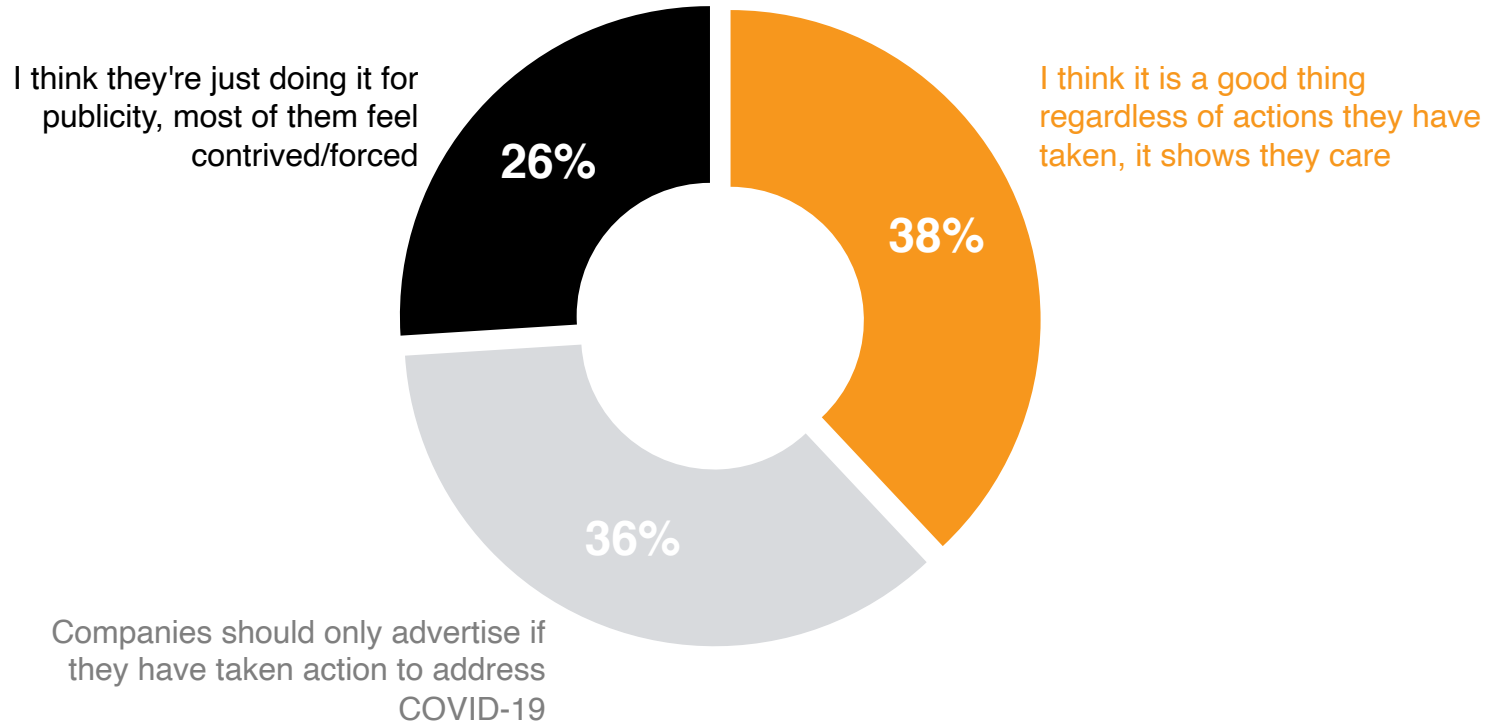
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# Three Quarters Say Companies Should Be Messaging on COVID-19

### Clicking On The Ads Related To COVID-19



### What is your opinion of companies who create advertisements about COVID-19?



Source: Harris Poll COVID19 Tracker Wave 11  
BASE: GENERAL PUBLIC W6 (1993)  
MED04: Do you ever click on the ads you see related to COVID19?  
MED05: What is your opinion of companies who create advertisements about COVID-19?  
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MDC∞Partners

Corporate Reputation 'Right Now':

# The Harris Poll Essential 100

 The Harris Poll |  72andSunny

# The Harris Poll Essential 100:

Company Reputation Amid Cv19

An in-the-moment examination of business response to the pandemic.

## Resolve

Is company seen as part of the solution? Relates to innovation, re-imagination or application of its core business.  
Q: Do you think company should be providing solutions during the COVID-19 pandemic?

## Integrity

How the public views the company's trust and competency; whether it can be counted on to fight the pandemic.  
Q: How much would you say you trust company to respond appropriately and effectively to the COVID-19 pandemic?

## Responsiveness

The public opinion of the company's actions so far; its agility, 'grit' and mettle.  
Q: Do you think the company has had a good response or a poor response to the COVID-19 pandemic?

## Permanence

The public's perceived strength of the firm and expectations of its future relevance and utility.  
Q: How much would you miss company if it closed for good?

On (May 20<sup>th</sup> to 22<sup>nd</sup>, 2020) The Harris Poll asked a representative sample of 2,032 Americans **at this moment, which companies are the most 'essential' to America?** Conducted among the leading American corporations (and corporations operating extensively in America) across industries. The ranking is comprised of four equally-weighted components (based on public expectations of company performance in our surveys):



# The Harris Poll Essential 100 Ranking: Full Composite

- 1 U.S. Postal Service
- 2 Clorox
- 3 Google
- 4 UPS
- 5 Walmart
- 6 Amazon
- 7 Purell
- 8 Microsoft
- 9 FedEx
- 10 CVS
- 11 Samsung
- 12 Johnson & Johnson
- 13 YouTube
- 14 Coca-Cola
- 15 Walgreens
- 16 Netflix
- 17 Apple
- 18 Visa
- 19 Mastercard
- 20 The Kraft Heinz Company
- 21 Lowe's
- 22 Procter & Gamble
- 23 The Home Depot
- 24 The Hershey Company
- 25 Ford

- 26 UnitedHealth Group
- 27 McDonald's
- 28 3M
- 29 Target
- 30 Chick-fil-A
- 31 General Mills
- 32 Best Buy
- 33 General Electric
- 34 Costco
- 35 Domino's
- 36 Nestle
- 37 Campbell's
- 38 Kroger
- 39 Tyson Foods
- 40 Bayer
- 41 General Motors
- 42 Verizon
- 43 Anthem Health
- 44 Aldi
- 45 Dollar General
- 46 Dell
- 47 Pizza Hut
- 48 Sam's Club
- 49 Sony
- 50 Burger King

- 51 The Walt Disney Company
- 52 Whole Foods
- 53 Delta Air Lines
- 54 Toyota
- 55 Southwest Airlines
- 56 Xfinity
- 57 Cottonelle
- 58 United Airlines
- 59 Intel
- 60 Perdue Farms
- 61 PepsiCo
- 62 IBM
- 63 Hewlett-Packard Enterprise
- 64 U.S. Bank
- 65 Scott
- 66 Trader Joe's
- 67 Hulu
- 68 American Airlines
- 69 Little Caesars
- 70 Smithfield Foods
- 71 Humana
- 72 Papa John's
- 73 Nike
- 74 Zoom Video
- 75 Boeing

- 76 Cardinal Health
- 77 American Express
- 78 NFL
- 79 AT&T
- 80 NBA
- 81 MLB
- 82 Pfizer
- 83 DoorDash
- 84 Marriott
- 85 T-Mobile
- 86 Publix
- 87 Honeywell
- 88 Bank of America
- 89 Kaiser Permanente
- 90 GlaxoSmithKline
- 91 Aetna
- 92 eBay
- 93 Macy's
- 94 Starbucks
- 95 Nissan
- 96 Facebook
- 97 McKesson
- 98 Conagra
- 99 Capital One
- 100 ESPN

# Key Themes

- Safety and connection (Clorox, Netflix, J&J, Domino's, Verizon)
- Visible and accountable (Postal Service, Publix, UPS)
- Self-reliance (Lowe's, Home Depot, Microsoft)
- Logistics = reassurance (FedEx, Mastercard, Walmart, Amazon)
- Hope and betterment (YouTube, Google, Apple)
- Sacrifice and setback (GM, Ford, 3M, Delta, Smithfield, Macy's)
- Health and discovery (Walgreen's, UHG, Aetna, McKesson)
- Desire and normalcy (Chick-fil-A, NBA, MLB, SBUX, ESPN, Target)
- Inclusive and united (Zoom, Hershey's, McDonald's, NFL)

# What's Changed? Before COVID, Reputation Meant Convenience, Values and Aspiration

In a snapshot of corporate American directly before COVID-19 social distancing restrictions began (fielded January 24<sup>th</sup> to February 17<sup>th</sup>), **The Axios Harris Poll 100** ranked the top reputation companies as determined by the general public.

RANK 1-25	
1	Chick-fil-A
2	Under Armour
3	Amazon.com
4	Tom's Shoes
5	L.L. Bean
6	Costco
7	Berkshire Hathaway
8	USAA
9	Sony
10	Honda Motor Company
11	Samsung
12	HP, Inc.
13	Microsoft
14	The Walt Disney Company
15	Lowe's
16	Patagonia
17	Wegmans
18	Publix Supermarkets
19	Aldi
20	UPS
21	Apple
22	The Home Depot
23	The Coca-Cola Company
24	LG Corporation
25	The Kraft Heinz Company

RANK 26-50	
26	General Electric
27	Hobby Lobby
28	The Kroger Company
29	Adidas
30	Google
31	Toyota Motor Corporation
32	Netflix
33	Nestle
34	Meijer
35	IBM
36	Unilever
37	Procter & Gamble Co.
38	Best Buy
39	Tesla Motors
40	State Farm Insurance
41	Kohl's
42	Southwest Airlines
43	Yum! Brands
44	Nordstrom
45	Wendy's
46	Nike
47	Dell
48	CVS (CVS Health)
49	Walgreens
50	Electronic Arts, Inc.

# Performance Overall and Across Key Measures

## Overall

- 1 U.S. Postal Service
- 2 Clorox**
- 3 Google
- 4 UPS**
- 5 Walmart**
- 6 Amazon
- 7 Purell
- 8 Microsoft
- 9 FedEx
- 10 CVS

## Resolve

- 1 Clorox**
- 2 CVS
- 3 Johnson & Johnson
- 4 Tyson Foods
- 5 Walmart**
- 6 UPS**
- 7 Cardinal Health
- 8 Pfizer
- 9 Google
- 10 Apple

## Integrity

- 1 Clorox**
- 2 UPS**
- 3 Purell
- 4 Walmart**
- 5 U.S. Postal Service
- 6 Google
- 7 Samsung
- 8 CVS
- 9 FedEx
- 10 Walgreens

## Responsiveness

- 1 U.S. Postal Service
- 2 Clorox
- 3 Purell
- 4 Google
- 5 Amazon
- 6 UPS**
- 7 Ford
- 8 Walmart**
- 9 Johnson & Johnson
- 10 Chick-fil-A

## Permanence

- 1 U.S. Postal Service
- 2 Google
- 3 Amazon
- 4 Walmart**
- 5 UPS**
- 6 Microsoft
- 7 Clorox**
- 8 YouTube
- 9 Visa
- 10 FedEx

# Full Composite

Overall		Resolve	Integrity	Responsiveness	Permanence
1	U.S. Postal Service	23	5	1	1
2	Clorox	1	1	2	7
3	Google	9	6	4	2
4	UPS	6	2	6	5
5	Walmart	5	4	8	4
6	Amazon	12	11	5	3
7	Purell	15	3	3	18
8	Microsoft	25	12	42	6
9	FedEx	35	9	18	10
10	CVS	2	8	32	36
11	Samsung	26	7	35	20
12	Johnson & Johnson	3	14	9	42
13	YouTube	56	37	12	8
14	Coca-Cola	45	28	15	14
15	Walgreens	27	10	28	28
16	Netflix	52	13	33	16
17	Apple	10	17	47	27
18	Visa	29	26	109	9
19	Mastercard	64	19	40	15
20	Kraft Heinz Company	21	70	51	12
21	Lowe's	76	15	26	24
22	Procter & Gamble	79	45	17	22
23	The Home Depot	59	55	36	21
24	The Hershey Company	103	21	45	19
25	Ford	47	33	7	38

Overall		Resolve	Integrity	Responsiveness	Permanence
26	UnitedHealth Group	31	16	29	51
27	McDonald's	53	86	60	13
28	3M	13	67	13	45
29	Target	20	31	106	29
30	Chick-fil-A	84	27	10	35
31	General Mills	88	63	89	11
32	Best Buy	89	59	49	17
33	General Electric	48	52	68	25
34	Costco	32	32	24	61
35	Domino's	28	41	14	64
36	Nestle	86	36	54	26
37	Campbell's	91	43	74	23
38	Kroger	18	51	64	44
39	Tyson Foods	4	68	143	37
40	Bayer	16	97	43	39
41	General Motors	22	92	16	58
42	Verizon	34	34	56	46
43	Anthem Health	11	18	92	77
44	Aldi	63	46	30	50
45	Dollar General	80	75	39	32
46	Dell	93	39	58	31
47	Pizza Hut	51	47	22	71
48	Sam's Club	42	44	66	57
49	Sony	69	29	110	40
50	Burger King	96	64	53	33

THE HARRIS POLL: COVID-19 IN THE U.S.

# Full Composite

Overall		Resolve	Integrity	Responsiveness	Permanence
51	Walt Disney Company	90	71	77	30
52	Whole Foods	19	73	25	91
53	Delta Air Lines	40	84	27	69
54	Toyota	114	65	57	34
55	Southwest Airlines	81	112	21	47
56	Xfinity	50	25	82	72
57	Cottonelle	46	80	111	41
58	United Airlines	33	54	103	66
59	Intel	41	94	98	49
60	Perdue Farms	36	81	124	53
61	PepsiCo	97	48	71	56
62	IBM	43	60	52	81
63	Hewlett-Packard Enterprise	77	87	76	52
64	U.S. Bank	39	24	86	92
65	Scott	99	22	120	62
66	Trader Joe's	61	56	34	88
67	Hulu	127	20	113	48
68	American Airlines	17	125	100	65
69	Little Caesars	111	90	37	55
70	Smithfield Foods	71	91	125	43
71	Humana	14	50	72	112
72	Papa John's	65	49	20	113
73	Nike	129	58	44	63
74	Zoom Video	44	76	11	120
75	Boeing	24	129	65	75

Overall		Resolve	Integrity	Responsiveness	Permanence
76	Cardinal Health	7	98	94	105
77	American Express	68	30	128	84
78	NFL	109	115	46	59
79	AT&T	49	119	83	73
80	NBA	122	79	19	86
81	MLB	104	62	69	74
82	Pfizer	8	126	88	101
83	DoorDash	30	109	23	125
84	Marriott	67	74	62	93
85	T-Mobile	107	23	122	79
86	Publix	94	38	59	96
87	Honeywell	55	42	146	80
88	Bank of America	60	89	85	85
89	Kaiser Permanente	38	83	31	126
90	GlaxoSmithKline	78	35	144	82
91	Aetna	62	40	105	107
92	eBay	87	139	55	60
93	Macy's	95	114	38	83
94	Starbucks	120	82	93	68
95	Nissan	101	72	73	90
96	Facebook	73	144	112	54
97	McKesson	113	61	50	103
98	Conagra	85	99	80	95
99	Capital One	98	66	104	97
100	ESPN	117	101	131	67

THE HARRIS POLL: COVID-19 IN THE U.S.

# Full Composite

Overall		Resolve	Integrity	Responsiveness	Permanence
101	Cigna	37	93	101	122
102	Hilton Hotels	66	103	96	109
103	John Deere	132	57	61	94
104	Honda	139	78	90	70
105	BP	82	77	84	123
106	Comcast	116	113	107	78
107	ExxonMobil	83	140	95	76
108	Unilever	54	128	136	87
109	Albertson's	57	135	87	99
110	TripAdvisor	118	111	63	111
111	Wegmans	102	108	78	116
112	Chevron	75	133	114	104
113	JPMorgan Chase	126	102	119	98
114	Gilead	58	107	129	130
115	Caterpillar	146	53	75	114
116	Merck	70	131	139	106
117	Tesla	110	88	81	132
118	Abbot	112	124	115	108
119	GrubHub	72	121	67	139
120	Chipotle	105	120	108	121
121	Expedia	123	85	132	115
122	Instacart	106	134	41	135
123	Seamless	149	110	121	89
124	Berkshire Hathaway	141	69	99	124
125	Uber	74	145	142	100

Overall		Resolve	Integrity	Responsiveness	Permanence
126	JetBlue Airways	125	95	137	128
127	Morgan Stanley	128	132	97	119
128	Citigroup	131	100	79	137
129	Gap	137	123	141	102
130	Anheuser-Busch	136	116	48	140
131	Roche	134	118	123	129
132	Prudential	108	122	130	136
133	NHL	138	117	102	131
134	Wells Fargo	135	143	91	110
135	Fox Corporation	130	141	118	118
136	Nordstrom	100	127	126	145
137	Cargill	115	130	140	138
138	Lyft	121	137	117	141
139	Airbus	140	96	133	143
140	Lockheed Martin	119	104	150	127
141	Patagonia	147	105	135	142
142	Twitter	148	142	116	133
143	Royal Dutch Shell	142	146	148	117
144	Snapchat	143	147	127	134
145	Airbnb	92	150	138	144
146	WeWork	124	149	70	149
147	Goldman Sachs	133	148	134	146
148	Shake Shack	150	106	149	147
149	Molson Coors	144	138	145	148
150	Peloton	145	136	147	150

# Companies with Resolve: Top 100

1	Clorox	26	Samsung	51	Pizza Hut	76	Lowe's
2	CVS	27	Walgreens	52	Netflix	77	Hewlett-Packard Enterprise
3	Johnson & Johnson	28	Domino's	53	McDonald's	78	GlaxoSmithKline
4	Tyson Foods	29	Visa	54	Unilever	79	Procter & Gamble
5	Walmart	30	DoorDash	55	Honeywell	80	Dollar General
6	UPS	31	UnitedHealth Group	56	YouTube	81	Southwest Airlines
7	Cardinal Health	32	Costco	57	Albertson's	82	BP
8	Pfizer	33	United Airlines	58	Gilead	83	ExxonMobil
9	Google	34	Verizon	59	The Home Depot	84	Chick-fil-A
10	Apple	35	FedEx	60	Bank of America	85	Conagra
11	Anthem Health	36	Perdue Farms	61	Trader Joe's	86	Nestle
12	Amazon	37	Cigna	62	Aetna	87	eBay
13	3M	38	Kaiser Permanente	63	Aldi	88	General Mills
14	Humana	39	U.S. Bank	64	Mastercard	89	Best Buy
15	Purell	40	Delta Air Lines	65	Papa John's	90	The Walt Disney Company
16	Bayer	41	Intel	66	Hilton Hotels	91	Campbell's
17	American Airlines	42	Sam's Club	67	Marriott	92	Airbnb
18	Kroger	43	IBM	68	American Express	93	Dell
19	Whole Foods	44	Zoom Video	69	Sony	94	Publix
20	Target	45	Coca-Cola	70	Merck	95	Macy's
21	The Kraft Heinz Company	46	Cottonelle	71	Smithfield Foods	96	Burger King
22	General Motors	47	Ford	72	GrubHub	97	PepsiCo
23	U.S. Postal Service	48	General Electric	73	Facebook	98	Capital One
24	Boeing	49	AT&T	74	Uber	99	Scott
25	Microsoft	50	Xfinity	75	Chevron	100	Nordstrom



# Companies with Integrity: Top 100

- 1 Clorox
- 2 UPS
- 3 Purell
- 4 Walmart
- 5 U.S. Postal Service
- 6 Google
- 7 Samsung
- 8 CVS
- 9 FedEx
- 10 Walgreens
- 11 Amazon
- 12 Microsoft
- 13 Netflix
- 14 Johnson & Johnson
- 15 Lowe's
- 16 UnitedHealth Group
- 17 Apple
- 18 Anthem Health
- 19 Mastercard
- 20 Hulu
- 21 The Hershey Company
- 22 Scott
- 23 T-Mobile
- 24 U.S. Bank
- 25 Xfinity

- 26 Visa
- 27 Chick-fil-A
- 28 Coca-Cola
- 29 Sony
- 30 American Express
- 31 Target
- 32 Costco
- 33 Ford
- 34 Verizon
- 35 GlaxoSmithKline
- 36 Nestle
- 37 YouTube
- 38 Publix
- 39 Dell
- 40 Aetna
- 41 Domino's
- 42 Honeywell
- 43 Campbell's
- 44 Sam's Club
- 45 Procter & Gamble
- 46 Aldi
- 47 Pizza Hut
- 48 PepsiCo
- 49 Papa John's
- 50 Humana

- 51 Kroger
- 52 General Electric
- 53 Caterpillar
- 54 United Airlines
- 55 The Home Depot
- 56 Trader Joe's
- 57 John Deere
- 58 Nike
- 59 Best Buy
- 60 IBM
- 61 McKesson
- 62 MLB
- 63 General Mills
- 64 Burger King
- 65 Toyota
- 66 Capital One
- 67 3M
- 68 Tyson Foods
- 69 Berkshire Hathaway
- 70 The Kraft Heinz Company
- 71 The Walt Disney Company
- 72 Nissan
- 73 Whole Foods
- 74 Marriott
- 75 Dollar General

- 76 Zoom Video
- 77 BP
- 78 Honda
- 79 NBA
- 80 Cottonelle
- 81 Perdue Farms
- 82 Starbucks
- 83 Kaiser Permanente
- 84 Delta Air Lines
- 85 Expedia
- 86 McDonald's
- 87 Hewlett-Packard Enterprise
- 88 Tesla
- 89 Bank of America
- 90 Little Caesars
- 91 Smithfield Foods
- 92 General Motors
- 93 Cigna
- 94 Intel
- 95 JetBlue Airways
- 96 Airbus
- 97 Bayer
- 98 Cardinal Health
- 99 Conagra
- 100 Citigroup

# Companies with Responsiveness: Top 100

1 U.S. Postal Service	26 Lowe's	51 The Kraft Heinz Company	76 Hewlett-Packard Enterprise
2 Clorox	27 Delta Air Lines	52 IBM	77 The Walt Disney Company
3 Purell	28 Walgreens	53 Burger King	78 Wegmans
4 Google	29 UnitedHealth Group	54 Nestle	79 Citigroup
5 Amazon	30 Aldi	55 eBay	80 Conagra
6 UPS	31 Kaiser Permanente	56 Verizon	81 Tesla
7 Ford	32 CVS	57 Toyota	82 Xfinity
8 Walmart	33 Netflix	58 Dell	83 AT&T
9 Johnson & Johnson	34 Trader Joe's	59 Publix	84 BP
10 Chick-fil-A	35 Samsung	60 McDonald's	85 Bank of America
11 Zoom Video	36 The Home Depot	61 John Deere	86 U.S. Bank
12 YouTube	37 Little Caesars	62 Marriott	87 Albertson's
13 3M	38 Macy's	63 TripAdvisor	88 Pfizer
14 Domino's	39 Dollar General	64 Kroger	89 General Mills
15 Coca-Cola	40 Mastercard	65 Boeing	90 Honda
16 General Motors	41 Instacart	66 Sam's Club	91 Wells Fargo
17 Procter & Gamble	42 Microsoft	67 GrubHub	92 Anthem Health
18 FedEx	43 Bayer	68 General Electric	93 Starbucks
19 NBA	44 Nike	69 MLB	94 Cardinal Health
20 Papa John's	45 The Hershey Company	70 WeWork	95 ExxonMobil
21 Southwest Airlines	46 NFL	71 PepsiCo	96 Hilton Hotels
22 Pizza Hut	47 Apple	72 Humana	97 Morgan Stanley
23 DoorDash	48 Anheuser-Busch	73 Nissan	98 Intel
24 Costco	49 Best Buy	74 Campbell's	99 Berkshire Hathaway
25 Whole Foods	50 McKesson	75 Caterpillar	100 American Airlines

# Companies with Permanence: Top 100

1 U.S. Postal Service	26 Nestle	51 UnitedHealth Group	76 ExxonMobil
2 Google	27 Apple	52 Hewlett-Packard Enterprise	77 Anthem Health
3 Amazon	28 Walgreens	53 Perdue Farms	78 Comcast
4 Walmart	29 Target	54 Facebook	79 T-Mobile
5 UPS	30 The Walt Disney Company	55 Little Caesars	80 Honeywell
6 Microsoft	31 Dell	56 PepsiCo	81 IBM
7 Clorox	32 Dollar General	57 Sam's Club	82 GlaxoSmithKline
8 YouTube	33 Burger King	58 General Motors	83 Macy's
9 Visa	34 Toyota	59 NFL	84 American Express
10 FedEx	35 Chick-fil-A	60 eBay	85 Bank of America
11 General Mills	36 CVS	61 Costco	86 NBA
12 The Kraft Heinz Company	37 Tyson Foods	62 Scott	87 Unilever
13 McDonald's	38 Ford	63 Nike	88 Trader Joe's
14 Coca-Cola	39 Bayer	64 Domino's	89 Seamless
15 Mastercard	40 Sony	65 American Airlines	90 Nissan
16 Netflix	41 Cottonelle	66 United Airlines	91 Whole Foods
17 Best Buy	42 Johnson & Johnson	67 ESPN	92 U.S. Bank
18 Purell	43 Smithfield Foods	68 Starbucks	93 Marriott
19 The Hershey Company	44 Kroger	69 Delta Air Lines	94 John Deere
20 Samsung	45 3M	70 Honda	95 Conagra
21 The Home Depot	46 Verizon	71 Pizza Hut	96 Publix
22 Procter & Gamble	47 Southwest Airlines	72 Xfinity	97 Capital One
23 Campbell's	48 Hulu	73 AT&T	98 JPMorgan Chase
24 Lowe's	49 Intel	74 MLB	99 Albertson's
25 General Electric	50 Aldi	75 Boeing	100 Uber

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# Lastly

 The Harris Poll |  72andSunny

# Topics We're Tracking in the Weekly Harris COVID19 Tracker

## Discrimination

- As reports of hate crimes and discrimination rise towards Asian-Americans, what do Americans think?
- Awareness and concern in rise of discrimination/hate against Asian-Americans relative to other groups
- Worry about own family being victim of hate/discrimination due to CV19
- Will hate/discrimination towards Asian Americans get better/worse over next 3 months

## Real Estate Landscape

- How rural, urban, and suburban Americans are reacting to the crisis and its impact on where they want to live.
- What type of area they would move to post-COVID if they were to move
- Consideration of less densely populated area
- WeWork to iWork: Owning office space used to be essential for any company's legitimacy. Now one of the biggest line items for corporations may be expendable.
- Urban -> Suburbs: We are hearing a lot from people who live in densely populated cities that they want to move out and not return. It used to be about convenience and ability to live in the city you work in.

## Re-Opening of the Economy

- What consumers want and need to see for America to re-open, first actions once restrictions are lifted, etc.
- Actions necessary to feel safe to return to work, fly on a plane, eat in a restaurant, attend a sporting event.
- First public activities once social distancing is lifted
- Actions once economy returns to normal (reschedule vacations, refinance home, get out of debt)
- Approval of federal guidelines to reopen

## Government & Political Response

- Presidential approval (from policies to communications)
- Satisfaction across federal, local and state response
- Reactions to Stimulus Bill
- Opinions of state approach to social distancing restrictions
- Approval and view of shutdown protests, aim of protesters
- Approval of federal gov't reopening guidelines
- Perceptions towards China and Chinese government
- Vote-by-mail approval
- Federal minimum wage

# Topics We're Tracking in the Weekly Harris COVID19 Tracker

## Changing Consumer Habits

- Categories of reduced spending and forecasted revenue spending
- Changing consumption across devices, media channels, digital platforms
- Time to resume normal public activity (e.g., planes, concerts, restaurants)
- How spending will change after COVID-19 compared to before on groceries, apparel, movies, etc.

## Corporate Reputation & Marketing

- Reputation of CEOs / companies based on how they are responding to the pandemic
- Trust across industries since the pandemic
- Attitudes towards COVID-19 advertisements
- Trustworthiness of news sources

## Technology

- Role of tech in helping Americans stay connected in isolation
- Role of social media and online communities
- Reputation of technology companies and role during COVID-19 outbreak
- Changing privacy concerns
- Approval of large tech companies helping to trace coronavirus cases

## American Life - Adjusting to a new normal

- Day to day behavior changes, compliance with restrictions
- Emotions and coping strategies of social distancing
- Effects on parenting (giving in to screen time)
- Aspects of life before COVID-19 they miss the most (travel, movies, etc.)
- Attitudes towards lasting impact
- Actions to make them more comfortable to resume normal activities (fly in a plane, go to a restaurant etc.)

## Impact on Work and Income

- New playbook for work-life and remote working
- Actions taken by employers / new demands of employers
- Household financial impacts since COVID-19
- Tax extension / Early 401k withdrawal
- Protection of essential workers returning to work and implications for businesses

## Fear & Concern

- Concern for personal health, the economy, personal finances,
- Biggest drivers of fear and concern
- Fear of shortages

# Industry Sector-Specific Reports Are Now Available



Digital Economy



Logistic Services



Cloud Computing



Pharma & Biotech



Telehealth



Restaurant & QSR



Transportation



Grocery



Travel & Hospitality



Financial



At-Home Fitness



Other?

All data tables, summaries  
are posted for free at  
[www.theharrispoll.com](http://www.theharrispoll.com)

Thanks!  
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# Thank You

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