

Fortune/SurveyMonkey Americans' Views of the Fortune 500

Fortune and SurveyMonkey partnered to discover how Americans view the companies in the recently released Fortune 500 ranking. Full results can be found [here](#) and the top findings are as follows:

Amazon Halo Effect? UPS and FedEx are having their day in the spotlight - two of the top three companies that Americans say have had the most positive impact on the US are represented by these shipping companies, followed closely in fourth by the e-commerce giant itself...

<i>TOP 10 COMPANIES THAT HAVE HAD THE MOST <u>POSITIVE</u> IMPACT ON THE USA</i>
1. United Parcel Service (UPS)
2. Microsoft
3. FedEx
4. Amazon.com
5. Walt Disney Company
6. Home Depot
7. Apple
8. Intel
9. Alphabet (Google)
10. Costco Wholesale

Banks and mortgage lenders continue to be viewed as having the most negative impact on the country.

<i>TOP 10 COMPANIES THAT HAVE HAD THE MOST <u>NEGATIVE</u> IMPACT ON THE USA</i>
1. Wells Fargo
2. Freddie Mac
3. JPMorgan Chase
4. Fannie Mae
5. Comcast
6. Bank of America
7. Exxon Mobil
8. Cigna
9. American Airlines
10. Pfizer

Tech companies (and Disney!) universally appealing to work for both men and women. Where do they differ? Men more excited to work for Lockheed Martin and Caterpillar, while Johnson & Johnson appeals more to women

<i>TOP 10 COMPANIES <u>MEN</u> ARE MOST EXCITED TO WORK FOR</i>	<i>TOP 10 COMPANIES <u>WOMEN</u> ARE MOST EXCITED TO WORK FOR</i>
<ol style="list-style-type: none"> 1. Microsoft 2. Boeing 3. Alphabet (Google) 4. Apple 5. Intel 6. Walt Disney Company 7. Lockheed Martin 8. Cisco Systems 9. Amazon.com 10. Caterpillar 	<ol style="list-style-type: none"> 1. Walt Disney Company 2. Alphabet (Google) 3. Microsoft 4. Apple 5. Amazon.com 6. Intel 7. Hewlett Packard 8. Johnson & Johnson 9. HP 10. International Business Machines (IBM)

Want to recruit more millennials in your workforce? Try adopting the culture of tech companies. These companies also represent four of the top five companies millennials are most excited to work for. Wal-Mart is the company millennials are least excited to work for.

<i>TOP 10 COMPANIES <u>MILLENNIALS</u> ARE MOST EXCITED TO WORK FOR</i>	<i>TOP 10 COMPANIES <u>MILLENNIALS</u> ARE LEAST EXCITED TO WORK FOR</i>
<ol style="list-style-type: none"> 1. Microsoft 2. Walt Disney Company 3. HP 4. Alphabet (Google) 5. Apple 6. Boeing 7. Intel 8. Caterpillar 9. Amazon.com 10. Lockheed Martin 	<ol style="list-style-type: none"> 1. Wal-Mart 2. Wells Fargo 3. Valero Energy 4. Delta Air Lines 5. Walgreens 6. Aetna 7. JPMorgan Chase 8. American Airlines 9. PepsiCo 10. Lowe's

Not only are the appealing to work for, but technology companies also dominate the list of most innovative and willingness to change their tactics to succeed.

<i>TOP 10 COMPANIES MOST WILLING TO CHANGE IN PURSUIT OF SUCCESS</i>
<ol style="list-style-type: none"> 1. Amazon.com 2. Walt Disney Company 3. Microsoft 4. Apple

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| <ol style="list-style-type: none"> 5. Alphabet (Google) 6. United Parcel Service (UPS) 7. FedEx 8. Home Depot 9. Dell Technologies 10. HP |
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Trump voters pick UPS, Caterpillar, and Ford as companies who've made a most positive impact in the US, Clinton voters Microsoft, Disney, and Apple.

The only company in the top 5 for both? Amazon.

<i>TOP 10 COMPANIES <u>TRUMP VOTERS</u> THINK HAVE HAD THE MOST POSITIVE IMPACT ON THE USA</i>	<i>TOP 10 COMPANIES <u>CLINTON VOTERS</u> THINK HAVE HAD THE MOST POSITIVE IMPACT ON THE USA</i>
<ol style="list-style-type: none"> 1. United Parcel Service (UPS) 2. Caterpillar 3. Ford Motor Company 4. Amazon.com 5. Boeing 6. Walt Disney Company 7. Microsoft 8. Hewlett Packard 9. Costco Wholesale 10. Apple 	<ol style="list-style-type: none"> 1. Microsoft 2. Walt Disney Company 3. Apple 4. Amazon.com 5. Alphabet (Google) 6. Home Depot 7. Target 8. Ford Motor Company 9. International Business Machines (IBM) 10. Johnson & Johnson

Trump voters more excited to work for industrial and aerospace companies, while Clinton voters are more much excited to work at technology companies

<i>TOP 10 COMPANIES <u>TRUMP VOTERS</u> WOULD BE EXCITED TO WORK AT</i>	<i>TOP 10 COMPANIES <u>CLINTON VOTERS</u> WOULD BE EXCITED TO WORK AT</i>
<ol style="list-style-type: none"> 1. Boeing 2. Hewlett Packard 3. Lockheed Martin 4. Microsoft 5. Caterpillar 6. Ford Motor Company 7. Walt Disney Company 8. Exxon Mobil 9. Cisco Systems 10. Apple 	<ol style="list-style-type: none"> 1. Alphabet (Google) 2. Microsoft 3. Walt Disney Company 4. Apple 5. Intel 6. Amazon.com 7. Boeing 8. Hewlett Packard 9. General Electric (GE) 10. Dell Technologies

Online service > in-person? Lowe's, Home Depot, and Costco are the only brick & mortar companies who make list of top 10 companies who care most about their customers. Who do Americans think care the least about their customers? No surprise here, Wells Fargo takes that prize.

<i>TOP 10 COMPANIES WHO CARE THE <u>MOST</u> ABOUT THEIR CUSTOMERS</i>	<i>TOP 10 COMPANIES WHO CARE THE <u>LEAST</u> ABOUT THEIR CUSTOMERS</i>
<ol style="list-style-type: none"> 1. Walt Disney Company 2. Amazon.com 3. United Parcel Service (UPS) 4. FedEx 5. Costco Wholesale 6. Microsoft 7. Home Depot 8. Alphabet (Google) 9. Lowe's 10. Apple 	<ol style="list-style-type: none"> 1. Wells Fargo 2. Comcast 3. Freddie Mac 4. Fannie Mae 5. JPMorgan Chase 6. Delta Air Lines 7. American Airlines 8. Pfizer 9. Citigroup 10. Archer Daniels Midland

Other findings: How do competitors stack up against each other?

- **FedEx vs UPS:** Both perform really well and are neck-and-neck, but UPS has the slightest advantage in this one

Position rank	United Parcel Service (UPS)	FedEx
Impact to country	1	3
Change business to succeed	6	7
Excited to work for	20	21
Cares about their customers	3	4

- **Pepsi vs Coke:** While neither company does particularly well, Coke wins over Pepsi

Position rank	Coca-Cola	Pepsi-Co
Impact to country	33	41
Change business to succeed	14	25
Excited to work for	24	44
Cares about their customers	32	42

- **Online vs Brick & Mortar:** Amazon.com is vastly outperforming it's brick & mortar competitor Wal-Mart by leaps and bounds

Position rank	Amazon.com	Wal-Mart
Impact to country	4	40
Change business to succeed	1	26
Excited to work for	7	75
Cares about their customers	2	53

Methodology

Fortune and SurveyMonkey partnered to discover how Americans view the companies in the recently released Fortune 500 ranking. The survey was conducted online from June 12-19, 2017 among a national sample of 13,882 adults ages 18 and older. Respondents for the survey were randomly selected from the nearly 3 million people who take surveys on the SurveyMonkey platform every day. Data for the survey was weighted for age, race, sex, education, and geography using the Census Bureau's American Community Survey to reflect the demographic composition of the United States.

Respondents evaluated the top 75 companies ranked in the Fortune 500. Each randomly received 4 companies to evaluate on 5 dimensions. Each company was rated by approximately 550 respondents. The questions are as follows:

1. **IMPACT:** "Overall, has [COMPANY] had a positive or negative impact on the United States?"
2. **CHANGE:** "How willing is [COMPANY] to change its business or products in pursuit of success?"
3. **EXCITEMENT:** "How excited would you be to work at [COMPANY]?"
4. **CARE:** "How much does [COMPANY] care about its customers?"
5. **BETTER:** "Has your opinion of [COMPANY] gotten better, worse, or stayed the same over time?"