



Corporate Social Responsibility Public Perception Quotient

10/10/2018

CSRPPQ: 2018 Quarter 3 Results

Kent, OH, (October 10, 2018) – The company with the highest corporate social responsibility public perception quotient (CSRPPQ) score in Q3, 2018 was Disney, which averaged 7.67 on a 10-point scale. Walgreens and CVS Pharmacy, at 6.99 and 6.88 respectively, rounded out the top three firms. BP has the lowest CSRPPQ score at 3.30, followed by Comcast and Exxon at 3.79 and 3.89 respectively.

“This past quarter has seen the greatest shakeup at the top of rankings that we have seen in the nine quarters that CSRPPQ has been in existence. While the overall average across firms remains highly stable, only varying less than 4% - between 5.6 and 5.8 over the past 8 quarters – it will be interesting to see whether the shakeup in rankings is a one-time occurrence, or a more permanent realignment.” says Christopher Groening, CSRPPQ founder.

The consumer corporate social responsibility (CSR) website, CSRPPQ, has found that consumer perception of corporate social responsibility and irresponsibility decreased 2% from quarter 2, 2018 to quarter 3, 2018 – from an average of 5.70 to an average of 5.61, based on data collected from more than 3,000 additional respondents. To date, CSRPPQ has collected more than 29,000 individual consumer responses on 51 top U.S. based business-to-consumer companies.

CSRPPQ.com is dedicated to collecting consumer perceptions regarding the social responsibility and irresponsibility activities of large U.S.-based business-to-consumer companies. For more information, please contact Dr. Christopher Groening, Associate Professor of Marketing, Kent State University, 330-672-3927, cgroenin@kent.edu.