



Corporate Social Responsibility Public Perception Quotient

1/10/2020

CSRPPQ: 2019 Results

Kent, OH, (January 10, 2020) – Year in review. The company with the highest corporate social responsibility public perception quotient (CSRPPQ) score for all of 2019 was State Farm, which averaged 6.71 on a 10-point scale. Whole Foods (6.61), Amazon (6.53), Lowes (6.50), Google\Alphabet (6.4) and Toyota (6.45) follow closely behind.

British Petroleum has the lowest CSRPPQ score at 4.02, with Comcast (4.51), Facebook (4.37), and Walmart (4.67) also under 5.0.

Quarterly results are available on the CSRPPQ [website](http://csrppq.com) (http://csrppq.com/results/company_results.php). The 2019 overall CSRPPQ average is up slightly from 2018 (5.70 vs. 5.66).

“It’s remarkable how little individual company scores change from year to year. Only seven of 51 companies overall CSRPPQ perception scores changed by more than 10% compared to 2018. None changed more than 20%. In fact, the stability in perceptions is even more pronounced when examining scores across multiple years. For instance, while State Farm’s score decreased 9% from 2017 to 2018, it increased 10% in 2019 back to slightly above where it was in 2017. In other words, we are not seeing companies have multiple years of double-digit percentage increases or decreases.” says Christopher Groening, CSRPPQ founder.

To date, CSRPPQ has collected more than 45,000 individual consumer responses on 51 top U.S. based business-to-consumer companies. Each individual consumer provides their perception of a single company’s social responsibility and social irresponsibility in the areas of community, diversity, employees, environment, human rights, and product/customer.

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.