



Corporate Social Responsibility Public Perception Quotient

2/5/2019

CSRPPQ: 2018 Quarter 4 Results

Kent, OH, (February 5, 2019) – The company with the highest corporate social responsibility public perception quotient (CSRPPQ) score in Q4, 2018 was Toyota, which averaged 8.14 on a 10-point scale. Whole Foods and Domino's, at 7.35 and 6.86 respectively, rounded out the top three firms. BP has the lowest CSRPPQ score at 3.38, followed by Wells Fargo and Comcast at 4.13 and 4.63 respectively.

“Now that CSRPPQ has been collecting data for well over two years, observations can be made. One, is that the industry specific effects can be observed. For instance, the gasoline industry, on average, has low marks. There is, also at least, some correlation between real world events and individual company CSRPPQ scores. For example, Facebook has lower scores since news of its sharing of personal information has become public; and Wells Fargo has fluctuated in line with its account scandal and subsequent public relation recovery effort. Finally, the overall average of CSRPPQ, across companies, has remained very static, with only slight fluctuations quarter to quarter.” says Christopher Groening, CSRPPQ founder.

Data collect on the CSRPPQ indicates that consumer perception of corporate social responsibility and irresponsibility increased 3.6% from quarter 3, 2018 to quarter 4, 2018 – from an average of 5.62 to an average of 5.83, based on data collected from more than 3,000 additional respondents. To date, CSRPPQ has collected more than 33,000 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.