



# Corporate Social Responsibility Public Perception Quotient

4/2/2019

## CSRPPQ: 2019 Quarter 1 Results

Kent, OH, (April 2, 2019) – The company with the highest corporate social responsibility public perception quotient (CSRPPQ) score in Q1, 2019 was General Electric, which averaged 7.97 on a 10-point scale. Amazon is back at number two, after an absence from the top slots. Whole Foods rounds out the top three firms at 6.86. McDonalds has the lowest CSRPPQ score at 3.04, with Walmart, and Time Warner at 3.47 and 4.17 as the second and third lowest scores, respectively.

The first quarter results for 2019 are available on the CSRPPQ [website](http://csrppq.com/results/company_results.php) ([http://csrppq.com/results/company\\_results.php](http://csrppq.com/results/company_results.php)). The overall average is down slightly from Q4 2018 (5.68 vs. 5.83), but up slightly from Q1 2018 (5.68 vs. 5.51).

“Companies should be interested in longer term trends rather than quarterly variations. Examination of company year to year CSRPPQ scores reveals little change, compared to more inter-quarter variation. Only a handful of company’s scores have increased or decreased more than 10% on a year-to-year basis, and none have changed more than 15%. It will be interesting to see if negative information about Facebook, and its redlining ads are reflected in the upcoming quarter of CSRPPQ data.” says Christopher Groening, CSRPPQ founder.

To date, CSRPPQ has collected more than 35,000 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.

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*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](mailto:cgroenin@kent.edu).*