



# Corporate Social Responsibility Public Perception Quotient

1/8/2018

## CSRPPQ: 2017 Results

Kent, OH, (January 8, 2018) – In the first release of data from over 20,000 respondents, CSRPPQ has found that consumer perception of corporate social responsibility and irresponsibility varied little in 2017, from a high of 5.67 on an 11-point scale (0-10) in the first quarter of 2017, to a low of 5.65 in the fourth quarter of 2017. Consumer perception is down slightly (1%) from 2016 when the CSRPPQ index averaged 7.76.

The company with the highest CSRPPQ score in 2017 was Whole Foods, which averaged 7.21. Disney at 7.00 and Microsoft at 6.66 rounded out the top 3 firms.

Comcast has the lowest CSRPPQ score at 4.04, followed closely by Wells Fargo at 4.08, and British Petroleum at 4.22.

“One would expect gas and oil firms to score low on CSRPPQ because of their impact on the environment, but it is interesting that BP scores 15% lower than the average of other firms in the industry (4.69). The Deepwater Horizon oil spill still seems to linger in consumers consciousness,” says Christopher Groening, CSRPPQ founder. “Similar results can be seen when examining Wells Fargo. Their score is markedly lower than other financial firms – a result most likely due to their fake account scandal impacting the product aspect of the CSRPPQ score.”

“What is important to note in the CSRPPQ scale is that consumer perception rather than actual firm activity is measured,” says Groening. “Changes in CSRPPQ may be due to increased awareness of firm activities, both positive and negative, rather than any actual change by a firm.”

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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).*