



Corporate Social Responsibility Public Perception Quotient

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CSRPPQ: 2018 Quarter 1 Results

Kent, OH, (April 2, 2018) – The consumer corporate social responsibility (CSR) website, CSRPPQ, has found that consumer perception of corporate social responsibility and irresponsibility dropped 2% from quarter 1, 2017 – from an average of 5.67 to an average of 5.58, based on data collected from over 3,000 additional respondents. To date, CSRPPQ has collected more than 23,000 individual consumer responses on 51 top business-to-consumer companies.

The company with the highest CSRPPQ score in 2017 was Whole Foods, which averaged 6.67. Lowe's at 6.63 and Microsoft at 6.50 rounded out the top 3 firms. Disney, which ended 2017 as the second highest rated firm, starts 2018 in 11th place.

The same three firms made up the bottom of the CSR list - Wells Fargo has the lowest CSRPPQ score at 3.45, followed by Comcast at 3.90, and British Petroleum at 4.05.

“One explanation for the downward trend in CSRPPQ score may be increased media coverage of firm CSR activities, because the CSRPPQ scale is based on consumer perception rather than actual firm activity is measured,” says Christopher Groening, CSRPPQ founder. “However, until more longitudinal data is collected, slight fluctuations in CSRPPQ scores may not represent true trends.”

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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.