



Corporate Social Responsibility Public Perception Quotient

5/18/2020

CSRPPQ: 2020 Q1 Results

Kent, OH, (May 18, 2020) – Initial effects of COVID-19. Much of the data collection for Q1 2020 occurred before widespread lockdowns occurred in mid- to late-March. Thus, the data reported here should not be considered as representing consumers' opinions of firms' social responsibility during times of the coronavirus. "The second quarter of 2020 may be more representative of whether the coronavirus is affecting consumer perception of firms' CSR" says Christopher Groening, CSRPPQ founder.

The Q1 2020 CSRPPQ average (5.92) is the highest quarterly average since the founding of the CSRPPQ index. However, it is only 1% greater than the results from Q4 2019.

The company with the highest corporate social responsibility public perception quotient (CSRPPQ) score for Q1 2020 was Whole Food Farm, which averaged 7.22 on a 10-point scale. Chipotle (7.12), Microsoft (7.10), and HP (6.91) follow closely behind. Walmart has the lowest CSRPPQ score at 4.16, with Wells Fargo (4.27), and Facebook (4.32) also well under 5.0.

Quarterly results are available on the CSRPPQ [website](http://csrppq.com/results/company_results.php) (http://csrppq.com/results/company_results.php).

To date, CSRPPQ has collected more than 49,000 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.