



Corporate Social Responsibility Public Perception Quotient

7/27/2020

CSRPPQ: 2020 Q2 Results

Kent, OH, (July 27, 2020) – A quarter of quarantine. The data collection for Q2 2020 occurred while most of the United States was in various forms of lockdown and shuttered business. The latter half of the quarter was characterized by wide-spread protest from Black Lives Matter as well as some demonstrations advocating reopening of businesses. Many firms responded in support of Black Lives Matter. This support is reflected in the overall corporate social responsibility public perception quotient (CSRPPQ) average of 6.11, which is the highest level to date (since Aug. 2016).

“The second quarter of 2020 *may* be indicative of how consumers perceive companies navigating coronavirus and Black Lives Matter. For instance, Wal-Mart (6.27) has its highest CSRPPQ scores ever. This may be due to their support of employees through bonuses and customers through curb-side pickup. It will be interesting to see if this quarter’s results are a long-term change in the CSRPPQ scores.” says Christopher Groening, CSRPPQ founder.

The company with the highest CSRPPQ score for Q2 2020 was Disney, which averaged 7.36 on a 10-point scale. Time Warner Cable (7.00), and FedEx (6.94) follow closely behind. Verizon has the lowest CSRPPQ score at 4.68 with no other companies 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 51,000 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.