



Corporate Social Responsibility Public Perception Quotient

7/9/2018

CSRPPQ: 2018 Quarter 2 Results

Kent, OH, (July 9, 2018) – Exxon has the lowest CSRPPQ score at 4.12, followed by Bank of America at 4.27. Comcast and British Petroleum at 4.52. Wells Fargo finally escaped the bottom 3 and is ranked 47th out of 51 firms with a score of 4.54. “It is interesting that Bank of America, for the first time, is ranked lower than Wells Fargo. Perhaps, this change is due to Wells Fargo’s advertising campaign that focuses on how they say that they are refocusing on the customer,” says Groening.

The company with the highest CSRPPQ score in Q2, 2018 was Whole Foods, which averaged 6.97. Google/Alphabet and State Farm, both at 6.50 rounded out the top 3 firms.

The consumer corporate social responsibility (CSR) website, CSRPPQ, has found that consumer perception of corporate social responsibility and irresponsibility increased 1% from quarter 1, 2018 to quarter 2, 2018 – from an average of 5.58 to an average of 5.64, based on data collected from over 3,000 additional respondents. To date, CSRPPQ has collected more than 26,000 individual consumer responses on 51 top U.S. based business-to-consumer companies. “The stability of the overall CSRPPQ scores supports the fact that CSRPPQ should be considered a valid measure of consumer perception of firm’s social responsibility,” says Christopher Groening, CSRPPQ founder.

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.