



Corporate Social Responsibility Public Perception Quotient

7/9/2019

CSRPPQ: 2019 Quarter 2 Results

Kent, OH, (July 9, 2019) – The company with the highest corporate social responsibility public perception quotient (CSRPPQ) score in Q2, 2019 was Toyota, which averaged 7.25 on a 10-point scale. State Farm is back at number two, with 6.88, after an absence from the top slots. UPS rounds out the top three firms at 6.87. Comcast has the lowest CSRPPQ score at 3.04, with Coca-Cola, and Walmart at 3.84 and 4.02 as the second and third lowest scores, respectively.

The second quarter results for 2019 are available on the CSRPPQ [website](http://csrppq.com) (http://csrppq.com/results/company_results.php). The overall average is down slightly from Q1 2019 (5.61 vs. 5.68), and from a year ago, Q1 2018 (5.61 vs. 5.70).

“The appearance of Coca-Cola in the bottom three is quite a surprise. Its score is much lower than its recent scores and its overall average. Perhaps consumers view it as a purveyor of unhealthy, sugar-filled, beverages. It will be interesting to see if this trend continues.” says Christopher Groening, CSRPPQ founder.

To date, CSRPPQ has collected more than 39,000 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.