

# Data Presentation for Carbon Neutral Pledges

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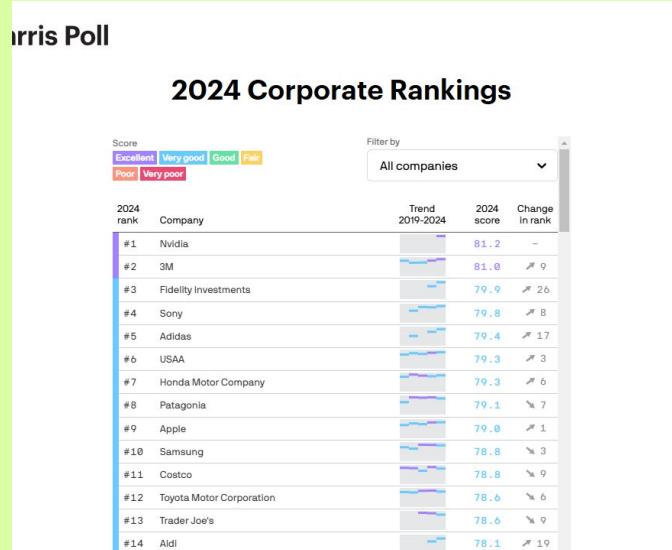
# Data Notes

Data collection and management is difficult. Timing constraints are real, so I am focusing on collecting data on especially visible companies carbon pledging and how that affects reputation, revenue, and media and have decided to simplify studies on corporate accountability and carbon credits.

# The Axios Harris Poll 100

## Methodology:

- A survey of 16,500 Americans from a nationally representative sample conducted March 6th to 18th.
- Yearly Survey
- Americans are asked which two — in their opinion — stand out as having the best reputation today and which two have the worst. All nominations are compiled into an aggregate list to determine the “most visible” companies
- A separate group of respondents rated two of those 100 most visible companies which they are familiar with on nine dimensions of reputation to calculate the company’s Reputational Quotient



<https://dev.theharrisopollreports.com/overview>

# The Axios Harris Poll 100

## Goals:

- Creates a random sample of visible companies that could especially benefit or hurt from carbon pledges
- Produces a measure of reputation changes over time

## Challenges:

- Companies that make the list vary from year to year
- Not a dataset so had to scrape data
- Sometimes companies would be listed differently on different years
  - Facebook → Meta

<https://dev.theharrispollreports.com/overview>

# The Axios Harris Poll 100

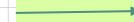
Reproducing Data:

- Surveys exist from 2019-2024
  - Ok - Most carbon pledges are after 2019
- I used Chat GPT to fuzzy match companies between years after scraping
- Only kept companies that showed up more than once across years
- Turned into Panel Data

A	B	C	D	E	F	G	H	I
1	Company	2019 Repu	2020 Repu	2021 Repu	2022 Repu	2023 Repu	2024 Reputation	Score
2	3M		78.9	78.1	78.4	80.5	81	
3	Adidas	77.3		75.1	77.9	78.4	79.4	
4	Aldi	77.4				77.6	78.1	
5	Allstate	73.3					71.2	
6	Amazon.c	82.3	81.4	80	80.3	80.7	77.7	
7	American	74.6		75.6	76	79.3	76.2	
8	Anheuser-Busch					75	69.1	
9	Apple	76.4	76.9	79.1	78.6	80.6	79	
10	AT&T	69.5	69.3	67.6	71.9	73.9	72.5	
11	Bank of Am	60.9	67.8	70.5	70.5	70.1	69.4	
12	Berkshire	75.1	75.3	78	79.1			
13	Best Buy	76.1	74.6	75.2	75.4	77.2	74.7	
14	BP	66.5	65.6	68.2	68	63.5	69	
15	Burger King		68.4	69.4	70.3	68.6	67	
16	Capital Gr	72.1	72.1			76.9	76.2	
17	Charter Co	64.1	68.3					
18	Chick-fil-A	77.5	79.2	81.1	78.1	81.4	77.3	
19	Chipotle M	66.8	71.2	70.8	72.2	74.8	69.8	
20	Citigroup	68.8	73.1	75.7	73.8			
21	Coca-Cola	76.8	75.2	73.7	74.4	75.6	76.5	
22	Comcast	61.4	63.3	65.8	69.5	68	67.6	
23	Costco Wh	78.6	80.3	80.1	78.2	82.1	78.8	
24	CVS Health	74.6	75.6	78.2	77.1	78.7	76	
25	Dell Techn	77.1	75.9			76.9	75.2	76.2
26	Delta Air L	69.6	73.3	70.4	73.1	74.9	74.4	
27	Dollar Gen	68.2	65.6	71.4		68.7	68.6	
28	Dollar Tre		71.5		71.1	70.9	67.3	64.5

Cleaned Harris Poll Data

A	B	C	D	E	F
1	Company	Year	Reputation_Score		
2	3M	2019	NA		
3	3M	2020	78.9		
4	3M	2021	78.1		
5	3M	2022	78.4		
6	3M	2023	80.5		
7	3M	2024	81		
8	Adidas	2019	77.3		
9	Adidas	2020	NA		
10	Adidas	2021	75.1		
11	Adidas	2022	77.9		
12	Adidas	2023	78.4		
13	Adidas	2024	79.4		
14	Aldi	2019	77.4		
15	Aldi	2020	NA		
16	Aldi	2021	NA		
17	Aldi	2022	NA		
18	Aldi	2023	77.6		
19	Aldi	2024	78.1		
20	Allstate	2019	73.3		
21	Allstate	2020	NA		
22	Allstate	2021	NA		
23	Allstate	2022	NA		
24	Allstate	2023	NA		
25	Allstate	2024	71.2		
26	Amazon	2019	82.3		
27	Amazon	2020	81.4		
28	Amazon	2021	80		

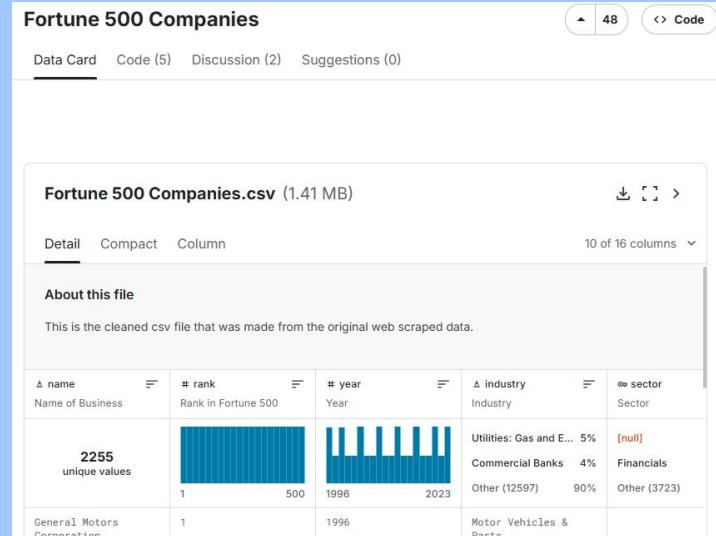


<https://dev.theharrispollreports.com/overview>

# Fortune 500 Data

## Methodology:

- Raw data set from Kaggle contains scraped data from 1986-2023
- Personally Scrapped data for 2024 from the 2024 Fortune List
- Contains variables:
  - Company, rank, year, industry, sector, headquarters\_state, headquarters\_city, market\_value\_mil, revenue\_mil, profit\_mil, asset\_mil, employees, founder\_is\_ceo, female\_ceo



# Fortune 500 Data

## Goals:

- Get a whole bunch of data on 76 of the 113 companies in my sample
- Find other ways to get the columns that I want for the remaining companies
- Ideally use Revenue as one outcome variable, industry and # employees as controls, and look at interesting interactions with HQ state and possibly female\_ceo.

## Challenges:

- Recently learned REVENUE VALUES DON'T ALIGN WITH OTHER SOURCES!!!
- Companies had different names, sometimes from year to year, than Axios HP
- This is also a list of 500 companies every year so there are a lot of NA values even for companies that were on the list for a year

# Fortune 500 Data

Reproducing Data:

- Changed matching company names to the way they were written in HP.
- Only used 2019-2023 from Kaggle site.
- When merging datasets with HP, I first did so with the 2019-2023.
- Then added the scraped 2024 data.

A	B	C	D	E	F	G	H	I	J	K	L
name	rank	year	industry	sector	headquarters_state	headquarters_city	market_value_mil	revenue_mil	profit_mil	asset_mil	employees
2 Walmart	1	2019	General Merch Retailing	AR	Bentonville		279880	514405	6670	219295	22
3 Exxon Mobil	2	2019	Petroleum & Energy	TX	Irving		342172	290212	20840	346196	
4 Apple	3	2019	Computers, Technology	CA	Cupertino		859667	265595	59531	305725	1
5 Berkshire Hs	4	2019	Insurance: P Financials	NE	Omaha		493870	247837	4021	707794	3
6 Amazon.com	5	2019	Internet Software Retailing	WA	Seattle		874710	232887	10073	162648	6
7 UnitedHealth	6	2019	Health Care: Health Care	MN	Minnetonka		237256	226247	11986	152221	3.0
8 McKesson	7	2019	Health Care: Health Care	TX	Irving		105455	208470	67	208470	
9 CVS Health	8	2019	Health Care: Health Care	RI	Woonsocket		69552	195770	59454	196596	2
10 AT&T	9	2019	Telecommu Telecommu	TX	Dallas		228445	170756	19370	531654	
11 Amerisource	10	2019	Wholesaler: Health Care	PA	Chesterbrook		16786	167940	1658	37670	
12 Chevron	11	2019	Petroleum & Energy	CA	San Ramon		234050	166339	14824	253863	
13 Ford Motor	12	2019	Motor Vehicle/Motor Vehicle	MI	Dearborn		35028	160338	3677	256540	1
14 General Mot	13	2019	Motor Vehicle/Motor Vehicle	MI	Detroit		52292	147049	8014	227339	1
15 Costco Who	14	2019	General Merch Retailing	WA	Issaquah		106513	141576	3134	40830	1
16 Alphabet	15	2019	Internet Ser Technology	CA	Mountain View		816824	136813	30796	232792	
17 Cardinal He	16	2019	Health Care: Health Care	OH	Dublin		105455	136317	5024	39951	
18 Kroger	17	2019	Food & Drug/Food & Drug	IL	Deerfield		50699	131517	5024	68129	2
19 JPMorgan Cl	18	2019	Commercial Financials	NY	New York		331452	131412	32474	262253	
20 Verizon Con	19	2019	Telecommu Telecommu	NY	New York		244328	130983	15528	264829	1
21 Kroger	20	2019	Food & Drug/Food & Drug	OH	Cincinnati		19631	121162	3110	38118	4
22 General Elec	21	2019	Industrial Mfg/Industrials	MA	Boston		87009	120268	22355	309129	2
23 Fannie Mae	22	2019	Diversified Financials	DC	Washington		3243	120101	15959	3418138	
24 Phillips 66	23	2019	Petroleum & Energy	TX	Houston		43241	114217	5595	54302	
25 Valero Enerj	24	2019	Petroleum & Energy	TX	San Antonio		35426	111407	3122	50155	
26 Bank of Am	25	2019	Commercial Financials	NC	Charlotte		35939	110357	28507	25057	
27 Microsoft	26	2019	Computer & Technology	WA	Redmond		904861	110960	16971	258048	1
28 Home Depo	27	2019	Specialty Res/Retailing	GA	Atlanta		211638	108203	11212	44003	4
29 Boeing	28	2019	Aerospace & Aerospace	IL	Chicago		245305	101227	10460	117359	1

A	B	C	D	E	F	G	H	I	J
Company	Year	rank	market_val/revenue	revenue/profit	asset/employee	employee/founder	female_ceo	revenue/asset	revenue/employees
2 Walmart	2024	1	484833	648125	15511	253399	2100000	no	no
3 Amazon	2024	2	1873679	574785	30425	527854	1525000	no	no
4 Apple	2024	4	2647974	383285	96995	352583	161000	no	no
5 UnitedHe	2024	4	456081	371622	22381	273720	440000	no	no
6 Berkshire	2024	5	908920	364482	96223	1069978	396500	no	no
7 CVS Health	2024	6	100374	357776	8344	249728	259500	no	no
8 Exxon Mo	2024	7	461222	344582	36010	376317	61500	no	no
9 Alphabet	2024	8	1884633	307394	73795	402392	182502	no	no
10 McKesson	2024	9	70547	276711	3560	62320	48000	no	no
11 Cenoco	2024	10	48472	262173	1745	62559	44000	no	no
12 Costco Wl	2024	11	324924	242290	6292	68994	316000	no	no
13 JP Morgan	2024	12	576938	239425	49552	3875393	309926	no	no
14 Microsoft	2024	13	3126133	211915	72361	411579	221000	no	no
15 Cardinal H	2024	14	27218	205012	261	43417	47520	no	no
16 Chevron	2024	15	292966	200949	21369	261632	45600	no	no
17 Cigna	2024	16	103018	195265	5164	152763	71413	no	no
18 Ford Moto	2024	17	53018	176191	4347	273310	177000	no	no
19 Bank of Am	2024	18	299213	179192	26515	3180151	212985	no	no
20 General M	2024	19	52354	171842	10127	273064	163000	no	yes
21 Elevance L	2024	20	120620	171340	5987	108928	104900	no	yes
22 Citigroup	2024	21	121122	156820	9228	2411834	237925	no	yes
23 Centene	2024	22	41979	153999	2702	84641	67700	no	yes
24 Home Dep	2024	23	300154	152669	15143	76539	463100	no	no
25 Marathon	2024	24	27608	152307	9881	45987	18200	no	no
26 Kroger	2024	25	41101	150039	2164	50505	414000	no	no
27 Phillips 66	2024	26	68981	149890	7015	75501	14000	no	no
28 Fannie Mo	2024	27	19181	141740	17408	4375437	8100	no	yes

2024 Fortune 500 - Sheet1 (1)

# Net Zero Tracker

## Methodology:

Contains data on companies that make or don't make carbon reduction efforts.

Included 96 of the 113 companies of my sample.

Personally scraped information on the rest of my sample on the variables: private (y/n), type of target, if target: baseline year and end target year, declaration vs evidence of strategy, last status update

ID	Code	ISIN	ID	Name	Country	Geographic region	Entity type	Private_company	End_tar <sub>1</sub>	End_tar <sub>2</sub>	End_tar <sub>3</sub>	Status	Date_of	End_tar <sub>4</sub>	End_tar <sub>5</sub>
COM-0095	US0000000000		USA	North America			No	Net zero	2050	2020	2020	Completed	2016	2022	2022
COM-1775	NET4270642		IND	South Asia			Company	No	Net zero	2040	2040	2016	Completed	2016	2022
COM-1775	NET4270642		IND	South Asia			Company	No	Net zero	2040	2040	2016	Completed	2016	2022
COM-0369	US0000000000		Adecco	CHE	Europe		Company	No	Net zero	2030	2030	2019	Completed	2019	2022
COM-0359	US0000000000		Adecco	CHE	Europe		Company	No	Net zero	2030	2030	2019	Completed	2019	2022
COM-0098	US0000000000		adidas AG	DEU	Europe		Company	No	Net zero	2050	2050	2022	Completed	2022	2022
COM-0098	US0000000000		adidas AG	DEU	Europe		Company	No	Net zero	2050	2050	2022	Completed	2022	2022
COM-1861	US0000000000		Adient	IRL	Europe		Company	No	Net zero	75	2019	2040	Completed	2022	2022
COM-1861	US0000000000		Adient	IRL	Europe		Company	No	Net zero	75	2019	2040	Completed	2022	2022
COM-1843	US0000000000		Adient Group	GBR	Europe		Company	No	Net zero	2040	2040	2023	Completed	2023	2023
COM-1843	US0000000000		Adient Group	GBR	Europe		Company	No	Net zero	2040	2040	2023	Completed	2023	2023
COM-0065	US0000000000		Adobe	USA	North America		Company	No	Net zero	2050	2050	2023	Completed	2023	2023
COM-0065	US0000000000		Adobe	USA	North America		Company	No	Net zero	2050	2050	2023	Completed	2023	2023
COM-0384	FR0010334041			FRA	Europe		Company	No	Net zero	2050	2050	2022	Completed	2022	2022
COM-0384	FR0010334041			FRA	Europe		Company	No	Net zero	2050	2050	2022	Completed	2022	2022
COM-1480	US0075119344			USA	North America		Company	No	Net zero	30	2019	2030	Completed	2022	2022
COM-1480	US0075119344			USA	North America		Company	No	Net zero	30	2019	2030	Completed	2022	2022
COM-1211	THS08090203			THA	East Asia		Company	No	Net zero	2050	2050	2021	Completed	2021	2021
COM-1211	THS08090203			THA	East Asia		Company	No	Net zero	2050	2050	2021	Completed	2021	2021
COM-1195	US0079100707			USA	North America		Company	No	Net zero	50	2020	2030	Completed	2023	2023
COM-1195	US0079100707			USA	North America		Company	No	Net zero	50	2020	2030	Completed	2023	2023
COM-0451	JP1024000000		Advantest	JPN	East Asia		Company	No	Net zero	2050	2050	2020	Completed	2020	2020
COM-0451	JP1024000000		Advantest	JPN	East Asia		Company	No	Net zero	2050	2050	2020	Completed	2020	2020
COM-1689	NL0012869892		Adyen	NLD	Europe		Company	No	No target	2023	2023	2023	Completed	2023	2023
COM-1689	NL0012869892		Adyen	NLD	Europe		Company	No	No target	2023	2023	2023	Completed	2023	2023
COM-0423	US0078710007			USA	North America		Company	No	Net zero	2040	2040	2022	Completed	2022	2022
COM-0423	US0078710007			USA	North America		Company	No	Net zero	2040	2040	2022	Completed	2022	2022
COM-0793	NL0000000709		Aegon	NLD	Europe		Company	No	Net zero	2050	2050	2024	Completed	2024	2024
COM-0793	NL0000000709		Aegon	NLD	Europe		Company	No	Net zero	2050	2050	2024	Completed	2024	2024

# Net Zero Tracker

## Goals:

Treatment Variable will be what type of reduction announcement: net-zero (more supply side reductions), carbon neutral, emissions reductions, no target.

Other important variables include: declaration vs part of strategy, date of last update, interim target data, Scopes covered, published plans, types of reporting, use of carbon credits

## Challenges:

- Still need to put into R

## Data work to do:

Add Media Data from library source that counts media articles about company which also has a negative filter to test different counts

Decide which variables I am using for analysis and scrape remaining data left over from fortune 500 data and net zero tracker

For accountability: DitchThatCarbon provides company scores on their carbon emission disclosure, reductions, and commitments.