

Data Presentation for Carbon Neutral Pledges

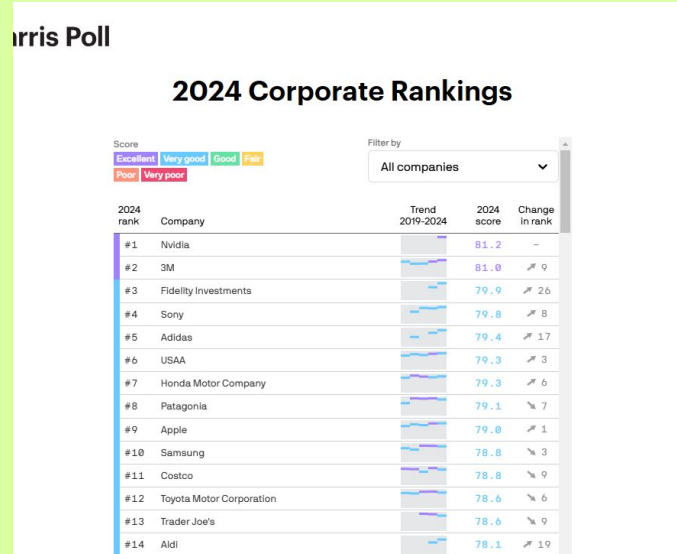
Data Notes

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.theharrispollreports.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 Or	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	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 Healt	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 Ger	68.2	65.6	71.4		68.7	68.6		
28	Dollar Tre	71.5		71.1	70.9	67.3	64.5		

	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.theharrisreports.com/overview>

Fortune 500 Data

Methodology:

- Raw data set from Kaggle contains scraped data from 1986-2023
- Personally Scraped 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 Companies 48 Code


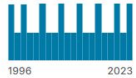
Data Card Code (5) Discussion (2) Suggestions (0)

Fortune 500 Companies.csv (1.41 MB) Download Columns 10 of 16 columns

Detail Compact Column

About this file

This is the cleaned csv file that was made from the original web scraped data.

name	rank	year	industry	sector
Name of Business	Rank in Fortune 500	Year	Industry	Sector
2255 unique values			Utilities: Gas and E... 5%	[null]
			Commercial Banks 4%	Financials
			Other (12597) 90%	Other (3723)
General Motors Corporation	1	1996	Motor Vehicles & Parts	

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	employee
1 Walmart	1	2019	General Mer Retailing	AR	Bentonville	279880	514405	6670	219295	22	
2 Exxon Mobil	2	2019	Petroleum F Energy	TX	Irving	342172	290212	20840	346196	1	
3 Apple	3	2019	Computers, Technology	CA	Cupertino	835667	263595	59531	365725	1	
4 Berkshire H	4	2019	Insurance: P Financials	NE	Omaha	493870	247837	4021	707794	3	
5 Amazon.com	5	2019	Internet Ser Retailing	WA	Seattle	874710	232887	10073	162648	6	
6 UnitedHealth	6	2019	Health Care: Health Care	MN	Minnetonka	237256	226247	11986	152221	3.0	
7 McKesson	7	2019	Wholesale Health Care	TX	Irving	22455	208357	67	40181		
8 CVS Health	8	2019	Health Care: Health Care	RI	Woonsocket	69952	194379	594	196456	2	
9 AT&T	9	2019	Telecommu Telecommu	TX	Dallas	228445	170756	19370	531864	2	
10 Amerisource	10	2019	Wholesale Health Care	PA	Chesterbrook	16786	167940	1658	37670		
11 Chevron	11	2019	Petroleum F Energy	CA	San Ramon	234050	166339	14824	251863		
12 Ford Motor	12	2019	Motor Vehicle/Motor Vehic	MI	Dearborn	15028	160338	3677	256540	1	
13 General Mo	13	2019	Motor Vehicle/Motor Vehic	MI	Detroit	52292	147049	8034	227739	1	
14 Costco Who	14	2019	General Mer Retailing	WA	Issaquah	106513	141576	3134	40830	1	
15 Alphabet	15	2019	Internet Ser Technology	CA	Mountain View	818624	136819	30786	232792		
17 Cardinal He	16	2019	Wholesale Health Care	OH	Dublin	14350	136609	256	39951		
18 Walgreens F	17	2019	Food & Drug Food & Drug	IL	Deerfield	59692	131537	5024	68124	2	
19 JPMorgan Cl	18	2019	Commercial Financials	NY	New York	331452	131412	32474	262252	2	
20 Verizon Con	19	2019	Telecommu Telecommu	NY	New York	244328	130863	15528	264829	1	
21 Kroger	20	2019	Food & Drug Food & Drug	OH	Cincinnati	19631	121162	1110	38118	4	
22 General Ele	21	2019	Industrial M Industrials	MA	Boston	87009	120268	22355	39129	2	
23 Fannie Mae	22	2019	Diversified F Financials	DC	Washington	3243	120101	15959	3418318		
24 Phillips 66	23	2019	Petroleum F Energy	TX	Houston	43241	114217	5595	54302		
25 Valero Ener	24	2019	Petroleum F Energy	TX	San Antonio	35426	111407	3122	50155		
26 Bank of Am	25	2019	Commercial Financials	NC	Charlotte	263939	110584	28347	2354007	2	
27 Microsoft	26	2019	Computer S Technology	WA	Redmond	904861	101960	16571	258848	1	
28 Home Depo	27	2019	Specialty Re Retailing	GA	Atlanta	211828	104203	11121	44003	4	
29 Boeing	28	2019	Aerospace & Aerospace & IL	IL	Chicago	215305	101127	10460	117559	1	

+

A	B	C	D	E	F	G	H	I	J
Company	Year	rank	market_vr	revenue_i	profit_mil	asset_mil	employee	founder_f	female_ceo
1 Walmart	2024	1	484853	648125	15511	252399	2100000	no	no
2 Amazon	2024	2	1873676	574785	30425	527854	1525000	no	no
3 Apple	2024	3	2647974	383285	96995	352583	161000	no	no
4 UnitedHe	2024	4	456081	371622	22381	273720	440000	no	no
5 Berkshire	2024	5	908920	364482	96323	1069978	396500	no	no
6 CVS Healt	2024	6	100374	357776	8344	249728	259500	no	no
7 Exxon Mo	2024	7	461222	344582	36010	376317	61500	no	no
8 Alphabet	2024	8	1884633	307394	73795	402392	182502	no	no
9 McKesson	2024	9	70547	276711	3560	62320	48000	no	no
10 Cencora	2024	10	48472	262173	1745	62559	44000	no	no
11 Costco W	2024	11	324924	242290	6292	68994	316000	no	no
12 JPMorgan	2024	12	576938	239425	49552	3875393	309926	no	no
13 Microsoft	2024	13	3126133	211915	72361	411976	221000	no	no
14 Cardinal H	2024	14	27218	205012	261	43417	47520	no	no
15 Chevron	2024	15	292966	200949	21369	261632	45600	no	no
16 Cigna	2024	16	103018	195265	5164	152761	71413	no	no
17 Ford Motc	2024	17	53018	176191	4347	273310	177000	no	no
18 Bank of Ai	2024	18	299213	171912	26515	3180151	212985	no	no
19 General M	2024	19	52354	171842	10127	273064	163000	yes	yes
20 Elevance I	2024	20	120620	171340	5987	108928	104900	yes	yes
21 Citigroup	2024	21	121122	156820	9228	2411834	237925	no	yes
22 Centene	2024	22	41979	153999	2702	84641	67700	no	no
23 Home Dep	2024	23	380154	152669	15143	76530	463100	no	no
24 Marathon	2024	24	72608	150307	9681	85987	18200	no	no
25 Kroger	2024	25	41101	150039	2164	50505	414000	no	no
26 Phillips 6	2024	26	69881	149890	7015	75501	14000	no	no
27 Fannie Ma	2024	27	1818	141240	17408	4325437	8100	yes	yes

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	End tar	End tar	End tar	Status	Date of	End tar	End tar
COM-0895	US0007191006	adidas AG	USA	North America	Company	No	Net zero				2050	2020		
COM-1775	IN7429101042	adidas AG	IND	South Asia	Company	No	Net zero				2040	2016		
COM-1775	IN7429101042	adidas AG	IND	South Asia	Company	No	Net zero				2040	2016		
COM-0350	CH0002008005	Adecco	CHE	Europe	Company	No	Net zero				2030	2019		
COM-0350	CH0002008005	Adecco	CHE	Europe	Company	No	Net zero				2030	2019		
COM-0080	DE0005000000	adidas AG	DEU	Europe	Company	No	Net zero				2050	2022		
COM-0080	DE0005000000	adidas AG	DEU	Europe	Company	No	Net zero				2050	2022		
COM-1861	IE00B0445023	Adient	IRL	Europe	Company	No	Net zero				2040	2022		
COM-1861	IE00B0445023	Adient	IRL	Europe	Company	No	Net zero				2040	2022		
COM-1845	GB00B0106106	Adient	GBR	Europe	Company	No	Net zero				2040	2023		
COM-1845	GB00B0106106	Adient	GBR	Europe	Company	No	Net zero				2040	2023		
COM-0064	US0007247802	Adobe	USA	North America	Company	No	Net zero				2050	2023		
COM-0064	US0007247802	Adobe	USA	North America	Company	No	Net zero				2050	2023		
COM-0388	FR0010034041	adidas AG	FRA	Europe	Company	No	Net zero				2050	2022		
COM-0388	FR0010034041	adidas AG	FRA	Europe	Company	No	Net zero				2050	2022		
COM-1480	US0007191006	adidas AG	USA	North America	Company	No	Net zero				2030	2022		
COM-1480	US0007191006	adidas AG	USA	North America	Company	No	Net zero				2030	2022		
COM-1211	TH0008862010	adidas AG	THA	East Asia	Company	No	Net zero				2050	2021		
COM-1211	TH0008862010	adidas AG	THA	East Asia	Company	No	Net zero				2050	2021		
COM-1186	US0007247802	Adobe	USA	North America	Company	No	Net zero				2050	2023		
COM-1186	US0007247802	Adobe	USA	North America	Company	No	Net zero				2050	2023		
COM-0451	JP0000000000	Adiantest	JPN	East Asia	Company	No	Net zero				2050	2020		
COM-0451	JP0000000000	Adiantest	JPN	East Asia	Company	No	Net zero				2050	2020		
COM-1684	NL0000000000	Adyen	NLD	Europe	Company	No	No target				2023	2023		
COM-1684	NL0000000000	Adyen	NLD	Europe	Company	No	No target				2023	2023		
COM-0423	US0007247802	adidas AG	USA	North America	Company	No	Net zero				2040	2022		
COM-0423	US0007247802	adidas AG	USA	North America	Company	No	Net zero				2040	2022		
COM-0793	NL0000000000	Aegion	NLD	Europe	Company	No	Net zero				2050	2024		
COM-0793	NL0000000000	Aegion	NLD	Europe	Company	No	Net zero				2050	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.