

The CSRI 50

Rank	Company	Corporate Social Responsibility Index (CSRI)
1	Walt Disney Company	79.52
2	Microsoft	78.66
3	Google	77.03
4	Honda	76.65
5	Johnson & Johnson	76.57
6	PepsiCo	76.00
7	General Mills	75.95
8	Kraft Foods	75.94
9	Campbell Soup Company	75.26
10	FedEx	74.87
11	UPS	74.84
12	Toyota	74.41
13	Apple	74.22
14	Berkshire Hathaway	73.81
15	Costco Wholesale	73.77
16	Colgate-Palmolive	73.56
17	Cisco	73.47
18	Procter & Gamble	73.40
19	Levi Strauss	72.67
20	Kimberly-Clark	72.66
21	Publix Super Markets	72.62
22	General Electric	72.38
23	Whirlpool	72.24
24	Target	72.21
25	Lowe's (Home Improvement)	71.98
26	Sun Microsystems	71.96
27	Coca-Cola Company	71.92
28	New Balance	71.78
29	Green Mountain Coffee Roasters	71.65
30	IBM	71.64
31	JC Penney	71.59
32	3M	71.59
33	Novo Nordisk	71.52
34	Hewlett-Packard	71.20
35	Kroger	71.09
36	BMW	71.08
37	Medtronic	71.01
38	Koch USA	70.77
39	Southwest Airlines	70.76
40	Anheuser-Busch InBev	70.72
41	Sara Lee	70.62
42	Marriott	70.34
43	Kohl's	70.27
44	McGraw-Hill Companies	70.13
45	Nissan	70.00
46	Amazon.com	70.00
47	Geico	69.67
48	John Deere	69.63
49	Mattel	69.44
50	BJ's Wholesale Club	69.32

Creating the CSR Index

The CSR Index is created by using data collected for Reputation Institute's 2009 Global Pulse Study and analyzed in coordination with the Boston College Center for Corporate Citizenship. The data captures public perception about the corporate citizenship, governance and workplace practices of more than 200 companies.

The CSR Index ranking is determined by how the public perceives a company in three dimensions:

Citizenship: Does the company contribute positively to its surrounding community in a socially and environmentally responsible fashion?

Governance: Is the company business run in a fair and transparent fashion? Do stakeholders associate the company with high ethical business standards?

Workplace: Are employees treated fairly and paid a decent wage? Does the company invest in developing employee skill sets and career opportunities?

www.BCCorporateCitizenship.org



BOSTON COLLEGE
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Center for Corporate Citizenship

