

The 2011 CSRI 50

| Rank | Company | Corporate Social Responsibility Index (CSRI) |
|------|--------------------------------|--|
| 1 | Publix Super Markets Inc. | 80.59 |
| 2 | Google | 77.10 |
| 3 | UPS | 76.16 |
| 4 | Kellogg's | 76.16 |
| 5 | Amazon.com | 75.93 |
| 6 | Berkshire Hathaway | 75.78 |
| 7 | FedEx | 75.73 |
| 8 | Campbell Soup Company | 75.40 |
| 9 | Baxter International | 75.18 |
| 10 | 3M | 75.03 |
| 11 | Johnson & Johnson | 74.49 |
| 12 | The Walt Disney Company | 74.35 |
| 13 | Coca-Cola Bottlers | 74.14 |
| 14 | Hershey Company | 74.06 |
| 15 | Texas Instruments | 74.05 |
| 16 | Green Mountain Coffee Roasters | 73.89 |
| 17 | Clorox | 73.88 |
| 18 | Microsoft | 73.87 |
| 19 | Caterpillar | 73.70 |
| 20 | Harris Bank | 73.61 |
| 21 | Lowe's Home Improvement | 73.53 |
| 22 | Procter & Gamble | 73.46 |
| 23 | Kraft Foods Inc. | 73.31 |
| 24 | PepsiCo | 73.31 |
| 25 | Toys 'R' Us | 73.30 |
| 26 | Home Depot | 73.24 |
| 27 | Quaker Oats | 72.94 |
| 28 | Oracle | 72.87 |
| 29 | Target | 72.78 |
| 30 | Avon Products | 72.73 |
| 31 | Timberland Company | 72.50 |
| 32 | General Mills | 72.31 |
| 33 | Kohl's | 72.19 |
| 34 | Whirlpool | 72.17 |
| 35 | CVS Caremark | 72.10 |
| 36 | McKesson Corporation | 72.07 |
| 37 | Macy's, Inc. | 72.00 |
| 38 | Eastman Kodak | 71.99 |
| 39 | Sara Lee | 71.77 |
| 40 | SC Johnson | 71.73 |
| 41 | Honeywell International | 71.68 |
| 42 | Intel | 71.58 |
| 43 | Costco Wholesale | 71.53 |
| 44 | BMW | 71.44 |
| 45 | Dannon | 71.31 |
| 46 | State Farm Insurance | 71.31 |
| 47 | Staples | 71.31 |
| 48 | Dean Foods | 71.18 |
| 49 | Samsung Electronics | 71.16 |
| 50 | Zions Bank | 71.10 |

Creating the CSR Index

The CSR Index is created by using data collected for Reputation Institute's 2011 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

CENTER FOR
CORPORATE CITIZENSHIP

BOSTON COLLEGE
CARROLL SCHOOL
OF MANAGEMENT



REPUTATION
INSTITUTE

