

2015 Good Company Index Scores

McBassi & Company

December 2015

Company name	2015 Good Company Index					Previous Years			Change in Score 2014 to 2015
	2015 Good Company Score	2015 Good Company Grade	Employer Score	Seller Score	Steward Score	2011 Grade	2012 Grade	2014 Grade	
"FULL" GRADES									
3M	1	C+	2		-1	B-	C	C	0
Aetna	-3	D	0	-2	-1	C	C+	D	0
AIG	-3	D	0		-3	-	D+	F	1
Allstate	3	B	1	0	2	B-	C-	C-	4
Amazon.com	0	C	1	1	-2	-	C+	C+	-1
American Express	1	C+	2		-1	B	B	C-	2
AmeriSourceBergen	-2	D+	1		-3	C	C	D	1
Anthem	-2	D+	1	-2	-1	C	C+	C-	-1
Apple	0	C	2	0	-2	B-	B+	B+	-4
Archer Daniels Midland	-1	C-	1		-2	-	-	D+	1
AT&T	1	C+	1	0	0	D+	C	C	1
Bank of America Corp	-4	F	0	-2	-2	C	C-	D	-1
Best Buy	0	C	0	0	0	B	B	C-	1
Boeing	-1	C-	0		-1	C+	C-	C-	0
Cardinal Health	1	C+	1		0	C+	C	C	1
Caterpillar	0	C	2		-2	B	C+	C	0
Chevron	1	C+	2		-1	C+	C+	C+	0
Cigna	-3	D	0		-3	-	C	D	0
Cisco Systems	2	B-	2		0	B+	B	C+	1
Citigroup	0	C	2	0	-2	C-	C-	D	3
Coca-Cola	2	B-	2	1	-1	C	C	C	2
Comcast	-4	F	0	-2	-2	C-	C-	F	1
ConocoPhillips	1	C+	2		-1	D	D+	C+	0
Costco	3	B	2	2	-1	C	B	B-	1
CVS Health	0	C	-2	0	2	D	D+	D+	2
Deere	1	C+	1		0	B-	B-	B-	-1
Delta Air Lines	1	C+	2	-1	0	-	C+	B-	-1
DirectTV	1	C+	2	0	-1	-	C	D+	3
Disney	0	C	2	0	-2	A	C+	C-	1
Dow Chemical	0	C	1		-1	C-	C-	C	0
DuPont	1	C+	1		0	C	D+	C+	0
Enterprise Products Partners	-2	D+	0		-2	-	-	-	
Express Scripts Holding	-4	F	-2		-2	-	D+	F	0
Exxon Mobil	0	C	2		-2	F	C-	C+	-1
FedEx	1	C+	2	2	-3	A-	B	C	1
Ford Motor	-1	C-	-2	0	1	B-	B	B+	-5

Company name	2015 Good Company Index					Previous Years			Change in Score 2014 to 2015
	2015 Good Company Score	2015 Good Company Grade	Employer Score	Seller Score	Steward Score	2011 Grade	2012 Grade	2014 Grade	
General Dynamics	-1	C-	2		-3	C-	D+	F	3
General Electric	2	B-	2	-1	1	B	B-	B-	0
General Motors	-2	D+	1	0	-3	-	-	D+	0
Goldman Sachs Group	1	C+	2		-1	B	C+	C+	0
Google	0	C	2	0	-2	-	B	C	0
Halliburton	-3	D	0		-3	-	C	C	-3
HCA Holdings	-2	D+	0		-2	-	-	C-	-1
Home Depot	-1	C-	0	0	-1	C+	C	C-	0
Honeywell International	-1	C-	0		-1	C	D	D	2
HP	-3	D	0	-2	-1	C	C-	C-	-2
Humana	3	B	2		1	C	B-	C	3
IBM	-1	C-	-1		0	B+	B-	C	-1
Intel	3	B	2		1	B+	B	B	0
Johnson & Johnson	2	B-	2		0	B-	B	B	-1
Johnson Controls	1	C+	0		1	C+	B-	C+	0
JP Morgan Chase	-2	D+	0	0	-2	C	D+	C-	-1
Kroger	-1	C-	-1	0	0	B-	C-	C	-1
Lockheed Martin	2	B-	2		0	B-	C+	B-	0
Lowe's	0	C	2	1	-3	B-	C-	D+	3
Marathon Petroleum	-1	C-	1		-2	-	-	C	-1
McKesson	-3	D	0		-3	C+	D	F	1
Merck	0	C	1		-1	-	B-	C-	1
MetLife	-1	C-	0	0	-1	C+	C+	D	2
Microsoft	2	B-	2	0	0	B	B-	B-	0
Mondelez International	1	C+	0		1	-	-	C	1
Morgan Stanley	0	C	2		-2	B-	C+	D+	2
Oracle	-4	F	0		-4	-	D	F	0
PepsiCo	3	B	1	2	0	B	B-	C+	2
Pfizer	1	C+	2		-1	C	C+	C	1
Phillips 66	-1	C-	2		-3	-	-	C	-1
Procter & Gamble	1	C+	2	0	-1	B+	B+	C+	0
Prudential Financial	3	B	1	1	1	D	C+	C-	4
Sysco	-2	D+	0		-2	C	C-	C-	-1
Target	-1	C-	0	0	-1	B-	C+	C+	-2
Tesoro	-4	F	-2		-2	-	-	C-	-3
United Continental Holdings	-3	D	-1	-2	0	-	D	D+	-1
United Technologies	1	C+	2		-1	B-	C	C-	2

Company name	2015 Good Company Index					Previous Years			Change in Score 2014 to 2015
	2015 Good Company Score	2015 Good Company Grade	Employer Score	Seller Score	Steward Score	2011 Grade	2012 Grade	2014 Grade	
UnitedHealth Group	-2	D+	0	-1	-1	C	C-	C-	-1
UPS	5	A-	1	2	2	B+	B	B+	1
Valero Energy	-1	C-	2		-3	F	D+	C-	0
Verizon	-2	D+	0	0	-2	C+	D+	D	1
Walgreen	-3	D	-1	0	-2	B-	C	D	0
Walmart	-5	F	0	-2	-3	C	C	D	-2
Wells Fargo	-3	D	0	-1	-2	B-	C-	D	0

Company name	2015 Good Company Index					Previous Years			Change in Score 2014 to 2015
	2015 Good Company Score	2015 Good Company Grade	Employer Score	Seller Score	Steward Score	2011 Grade	2012 Grade	2014 Grade	
"QUICK" GRADES									
Abbott Laboratories	0	C	0		0	B-	C	B	-3
AbbVie	2	B	2		0	-	-	C	1
Advance Auto Parts	-1	C	0		-1	-	C	D	2
AES	3	B	2		1	-	-	C	2
Aflac	2	B	0		2	-	C	C	1
Agilent Technologies	2	B	1		1	-	B	B	-2
Air Products & Chemicals	0	C	0		0	-	C	B	-3
Alcoa	4	B	2		2	-	C	C	3
Alliance Data Systems	0	C	0		0	-	-	-	
Ally Financial	0	C	2		-2	-	-	-	
Altria Group	2	B	2		0	-	B	B	-1
Ameren	2	B	2	0	0	-	-	-	
American Electric Power	1	C	1	0	0	-	C	B	-1
Ameriprise Financial	0	C	2		-2	-	D	C	0
Amgen	2	B	0		2	-	B	A	-3
Anadarko Petroleum	2	B	2		0	-	C	B	0
Apache	1	C	1		0	-	-	C	0
Applied Materials	3	B	2		1	-	C	B	0
Automatic Data Processing	0	C	0		0	-	-	B	-2
AutoZone	-1	C	0		-1	-	C	C	0
Baker Hughes	2	B	2		0	-	D	C	1
Baxter International	0	C	0		0	-	B	C	0
BB&T Corp	-3	D	-1		-2	-	C	C	-3
Becton Dickinson	-2	D	-2		0	-	B	B	-4
Bed Bath & Beyond	0	C	0	1	-1	-	D	D	3
Biogen	2	B	0		2	-	A	B	-2
BlackRock	2	B	2		0	-	D	C	2
Blackstone Group	0	C	2		-2	-	-	-	
BorgWarner	-2	D	0		-2	-	-	C	-2
Boston Scientific	4	B	2		2	-	C	C	4
Bristol-Myers Squibb	3	B	2		1	-	B	B	-1
Broadcom	3	B	1		2	-	C	C	2
C.H. Robinson Worldwide	0	C	0		0	-	C	D	2
Cameron International	-2	D	0		-2	-	D	C	-3
Campbell Soup	3	B	2	1	0	-	B	C	2
Capital One Financial	2	B	2		0	-	C	C	1

Company name	2015 Good Company Index					Previous Years			Change in Score 2014 to 2015
	2015 Good Company Score	2015 Good Company Grade	Employer Score	Seller Score	Steward Score	2011 Grade	2012 Grade	2014 Grade	
CarMax	1	C	2		-1	-	C	D	3
CBRE Group	2	B	2		0	-	C	C	1
CBS	1	C	1		0	-	C	B	-1
Celanese	-1	C	0		-1	-	F	D	1
Celgene	-1	C	-1		0	-	-	A	-6
CenterPoint Energy	3	B	2	2	-1	-	-	C	2
CenturyLink	-2	D	-1	-1	0	-	D	D	0
Charles Schwab	2	B	2	0	0	-	D	C	1
Charter Communications	-3	D	0	-2	-1	-	-	F	1
Chesapeake Energy	2	B	2		0	-	C	C	2
Chubb	2	B	2		0	-	-	C	1
Clorox	6	A	2	2	2	-	C	A	1
Coca-Cola Enterprises	2	B	0		2	-	-	B	0
Cognizant Technical Solutions	4	B	2		2	-	B	B	2
Colgate-Palmolive	5	A	2	1	2	-	C	B	1
Computer Sciences	-2	D	-2		0	-	-	C	-2
ConAgra Foods	1	C	1	0	0	-	C	C	1
Corning	2	B	2		0	-	B	B	0
CSX	3	B	2		1	-	C	C	2
Cummins	3	B	2		1	-	C	B	-1
D.R. Horton	-2	D	-2		0	-	-	-	
Danaher	-1	C	0		-1	-	F	F	3
DaVita HealthCare Partners	0	C	0		0	-	C	C	-1
Devon Energy	2	B	2		0	-	-	C	1
Discover Financial Services	1	C	2		-1	-	C	C	0
Discovery Communications	2	B	2		0	-	-	B	0
DISH Network	-3	D	-2	0	-1	-	D	D	0
Dollar General	-3	D	-2	0	-1	-	D	D	-2
Dollar Tree	-2	D	-1	0	-1	-	D	D	1
Dominion Resources	3	B	2	1	0	-	-	B	0
Dr Pepper Snapple Group	1	C	0	0	1	-	-	C	2
DTE Energy	3	B	2	0	1	-	D	B	0
Duke Energy	2	B	1	0	1	-	C	C	1
Eastman Chemical	2	B	2		0	-	-	C	1
eBay	-1	C	0	-1	0	-	C	B	-3
Ecolab	4	B	2		2	-	D	B	2
Eli Lilly	2	B	2		0	-	B	B	-1

Company name	2015 Good Company Index					Previous Years			Change in Score 2014 to 2015
	2015 Good Company Score	2015 Good Company Grade	Employer Score	Seller Score	Steward Score	2011 Grade	2012 Grade	2014 Grade	
EMC	3	B	2		1	-	B	B	-1
Emerson Electric	1	C	1		0	-	C	C	1
Estee Lauder	4	B	2		2	-	C	B	1
Eversource Energy	1	C	1	-2	2	-	-	-	
Exelon	3	B	2	-1	2	-	C	B	0
Expedia	1	C	2	-1	0	-	-	-	
Facebook	2	B	2	0	0	-	-	C	2
Family Dollar Stores	-2	D	-2	0	0	-	-	-	
Fifth Third Bancorp	0	C	0		0	-	C	C	0
FirstEnergy	0	C	-2	2	0	-	D	C	1
Fluor	3	B	2		1	-	B	B	1
FMC Technologies	-1	C	1		-2	-	-	D	2
Franklin Resources	2	B	2		0	-	F	C	1
Freeport-McMoRan	3	B	2		1	-	D	D	5
Gap	2	B	2	0	0	-	-	C	2
General Mills	4	B	0	2	2	-	B	A	-2
Gilead Sciences	-1	C	-1		0	-	C	C	-1
Hanesbrand	0	C	0	0	0	-	-	-	
Harley-Davidson	0	C	-1		1	-	C	B	-2
Hartford Financial Services Grp	2	B	2		0	-	B	C	2
Henry Schein	-1	C	0		-1	-	C	D	1
Hershey	6	A	2	2	2	-	C	A	0
Hess	4	B	2		2	C-	C	C	4
Hilton Worldwide Holdings	1	C	1	0	0	-	-	-	
Hormel Foods	1	C	1		0	-	C	B	-1
Illinois Tool Works	-1	C	-1		0	-	C	C	-1
International Paper	0	C	0		0	-	C	C	-1
Interpublic Group	1	C	2		-1	-	-	B	-1
J.B. Hunt Transport Services	0	C	0		0	-	-	C	-1
J.M. Smucker	2	B	2		0	-	-	B	0
Kellogg	1	C	0	0	1	-	C	C	0
Kimberly-Clark	2	B	2		0	-	C	B	0
Kinder Morgan	0	C	2		-2	-	-	C	1
Kohl's	2	B	0	1	1	-	B	C	0
Kraft Foods Group	1	C	-1	2	0	B+	C+	C	-1
L Brands	4	B	2	2	0	-	-	C	3
L-3 Communication	-2	D	0		-2	-	C	D	0

Company name	2015 Good Company Index					Previous Years			Change in Score 2014 to 2015
	2015 Good Company Score	2015 Good Company Grade	Employer Score	Seller Score	Steward Score	2011 Grade	2012 Grade	2014 Grade	
Laboratory Corp. of America	-1	C	0		-1	-	C	C	-1
Lennar	-2	D	-1		-1	-	-	-	
Level 3 Communications	2	B	2		0	-	-	-	
Lincoln National	2	B	2		0	-	-	C	2
Macy's	0	C	0	0	0	-	C	C	1
Marathon Oil	-2	D	-2		0	D	C-	C	-3
Marriott International	2	B	2	0	0	-	-	B	-1
Marsh & McLennan	0	C	0		0	-	C	C	0
Masco	0	C	-2		2	-	-	-	
MasterCard	2	B	2		0	-	C	B	0
Mattel	-1	C	-1		0	-	C	C	-1
McDonald's	-2	D	0	-2	0	-	C	D	0
McGraw Hill Financial	-1	C	-2		1	-	C	C	
MGM Resorts International	3	B	2		1	-	-	C	3
Micron Technology	2	B	2		0	-	C	B	0
Mohawk Industries	2	B	2		0	-	C	C	3
Monsanto	4	B	2		2	-	C	B	2
Motorola Solutions	0	C	0		0	-	-	C	
National Oilwell Varco	0	C	1		-1	-	D	C	1
Navient	-3	D	-2		-1	-	-	-	
NetApp	2	B	1		1	-	-	B	-2
Netflix	1	C	1	0	0	-	-	-	
Newell Rubbermaid	1	C	0		1	-	C	C	1
Newmont Mining	-2	D	-2		0	-	-	C	-3
News Corp.	-2	D	-2	0	0	-	-	-	
NextEra Energy	1	C	1	0	0	-	-	D	2
Nike	4	B	2	0	2	-	B	B	1
Nordstrom	4	B	1	2	1	-	C	B	1
Norfolk Southern	1	C	0		1	-	C	C	0
Northrop Grumman	2	B	2		0	C	C-	C	2
NRG Energy	2	B	2		0	-	-	C	2
Occidental Petroleum	2	B	2		0	-	D	C	2
O'Reilly Automotive	0	C	1		-1	-	B	D	2
Paccar	2	B	2		0	-	D	F	6
Parker-Hannifin	0	C	0		0	-	C	C	1
PG&E	3	B	2	-1	2	-	C	C	3
Philip Morris International	3	B	2		1	-	-	B-	1

Company name	2015 Good Company Index					Previous Years			Change in Score 2014 to 2015
	2015 Good Company Score	2015 Good Company Grade	Employer Score	Seller Score	Steward Score	2011 Grade	2012 Grade	2014 Grade	
Pioneer Natural Resources	0	C	2		-2	-	-	-	
PNC Financial Services Grp	0	C	0		0	-	C	C	0
PPG Industries	0	C	0		0	-	D	C	1
PPL	3	B	2	1	0	-	-	C	1
Praxair	0	C	0		0	-	C	C	-1
Precision Castparts	-1	C	0		-1	-	-	F	3
Principal Financial	2	B	2		0	-	C	B	0
Progressive	1	C	2	0	-1	-	C	C	1
Public Service Enterprise Grp	-1	C	-1	0	0	-	-	C	-1
PVH	1	C	1		0	-	-	B	-1
Qualcomm	3	B	1		2	-	B	B	0
Quest Diagnostics	-2	D	-2		0	-	C	C	-3
Ralph Lauren	0	C	0		0	-	C	C	0
Raytheon	2	B	1		1	-	C	B	0
Regions Financial	0	C	1		-1	-	C	C	0
Republic Services	0	C	0		0	-	F	D	3
Reynolds American	2	B	2		0	-	C	C	1
Rockwell Automation	4	B	2		2	-	C	B	0
Ross Stores	-3	D	-2		-1	-	D	D	0
salesforce.com	2	B	2		0	-	-	-	
SanDisk	0	C	0		0	-	C	B	-2
Sealed Air	1	C	0		1	-	-	-	
Sherwin-Williams	2	B	2		0	-	C	B	-1
Southern	2	B	2	0	0	-	C	B	-1
Southwest Airlines	3	B	2	1	0	-	B	B	-1
St. Jude Medical	2	B	2		0	-	C	C	3
Stanley Black & Decker	2	B	0		2	-	D	D	4
Staples	0	C	-1	0	1	-	C	C	-1
Starbucks	1	C	2	-1	0	-	C	C	0
Starwood Hotels & Resorts	1	C	1	0	0	-	C	B	-1
State Street Corp	0	C	0		0	-	C	D	2
Stryker	2	B	2		0	-	C	B	0
SunTrust Banks	-3	D	-2		-1	-	D	C	-2
Symantec	0	C	0		0	-	-	C	1
Texas Instruments	2	B	2		0	-	B	B	0
Textron	2	B	2		0	-	D	C	2
Thermo Fisher Scientific	1	C	1		0	-	D	C	1

Company name	2015 Good Company Index					Previous Years			Change in Score 2014 to 2015
	2015 Good Company Score	2015 Good Company Grade	Employer Score	Seller Score	Steward Score	2011 Grade	2012 Grade	2014 Grade	
Time Warner	2	B	2	0	0	B-	A-	C	1
Time Warner Cable	-1	C	1	-2	0	-	D	D	2
TJX	1	C	1	0	0	-	D	C	1
Tractor Supply	-1	C	0		-1	-	-	D	1
Travelers Cos.	2	B	2		0	-	-	-	
Union Pacific	1	C	0		1	-	C	B	-1
United Rentals	-2	D	-2		0	-	-	-	
Universal Health Services	-3	D	-2		-1	-	-	D	0
Unum Group	0	C	0		0	-	B	B	-2
VF	2	B	0	2	0	-	-	B	0
Viacom	2	B	1		1	-	C	B	0
Visa	0	C	0		0	-	D	C	0
Voya Financial	2	B	1		1	-	-	-	
W.W. Grainger	0	C	0		0	-	C	B	-2
Waste Management	-1	C	-1		0	-	D	C	-1
Western Digital	1	C	1		0	-	C	C	1
Western Union	0	C	0		0	-	C	C	1
Weyerhaeuser	2	B	2		0	-	C	C	3
Whirlpool	3	B	2	0	1	-	C	C	4
Whole Foods Market	3	B	2	1	0	-	B	B	1
Williams	0	C	2		-2	-	-	C	0
Wyndham Worldwide	1	C	2	-2	1	-	-	B	0
Wynn Resorts	3	B	2		1	-	-	C	3
Xcel Energy	-2	D	-2	0	0	-	C	C	-2
Xerox	-1	C	-2		1	-	C	C	0
Yum Brands	-3	D	-2	-1	0	-	C	C	-3

Appendix
2015 Good Company Index
Scoring Methodology

Full Grades (Fortune 100)

In calculating the “full” Good Company Index scores and grades for Fortune 100 companies included in this report, we used data from a variety of sources that, in our view, reflect key elements of good company behavior, as we describe in our book *Good Company: Business Success in the Worthiness Era* (Berrett-Koehler, 2011).

A full list of sources is included at the end of this appendix. (The most up-to-date information on the Good Company Index can always be found at www.goodcompanyindex.com.)

We assigned positive or negative points to companies based on their performance on each measure (specifics described below) and then tallied the totals to yield a total score, which was then converted into a grade, as indicated in Table C-1. This is the same scale used in grades for previous years as well.

Table C-1
Overall Good Company Grades and Corresponding Numerical Scores

Grade	Score
A+	7 or higher
A	6
A-	5
B+	4
B	3
B-	2
C+	1
C	0
C-	-1
D+	-2
D	-3
F	-4 or lower

For data from some sources, companies were ranked from high to low into *octiles*, or eighths, which were used to assign category scores that make up the Good Company Index ratings. For example, a company that falls in the top 12.5 percent (the equivalent of the top one-eighth of the overall distribution) would be in the first, or top, octile. A company that falls between 75 percent and 87.5 percent would be in the second octile, and so on.

In general, full Good Company grades were only assigned to those companies for which full data were available from all sources (the three primary exceptions, for ACSI data, political accountability ratings, and tax dodger status, are described below).

Good Employer

Glassdoor.com. For companies with at least 25 employee reviews on Glassdoor.com for the 12-month period between July 2014 and June 2015, we assigned points from -2 to 2, based on a company's overall Glassdoor score, as indicated in the score ranges listed below. (These score ranges are based on octiles that were calculated for the *Good Company* book in June 2010 for Fortune 100 companies.)

Glassdoor Score	# Points Assigned
3.6 or higher	2
3.4 to 3.5	1
3.0 to 3.3	0
2.8 to 2.9	-1
2.7 or lower	-2

Fortune 100 Best Companies to Work For. If the company is listed on the 2015 *Fortune* 100 "Best Companies to Work For" list, the company was assigned 1 point.

Good Employer Overall Calculation. Points from the two sources above are added together to yield the overall Good Employer score, subject to a maximum of 2 points.

Good Seller

American Customer Satisfaction Index (ACSI). For companies for which ACSI ratings are available, points were assigned based on the octile of their most recent ACSI rating (as of August 2015), computed relative to the average ACSI score for the relevant industry.

ACSI (vs industry) Octile	# Points Assigned
1st	2
2nd	1
3rd to 6th	0
7th	-1
8th	-2

Good Seller Overall Calculation. For those companies for which ACSI data are not available, companies were assigned a neutral score (no positive or negative points). This is a difference from previous years, which calculated Good Seller points by combining ACSI scores with scores from a second customer service rating system.

Good Steward

Environment

Newsweek Green Rankings. Points were assigned based on a company's octile ranking among 500 companies included in the 2015 *Newsweek* Green Rankings.

<i>Newsweek Green</i> Octile	# Points Assigned
1st or 2nd	1
3rd to 6th	0
7th or 8th	-1

RobecoSAM Dow Jones Sustainability North America Index. If the company is included in the Dow Jones Sustainability North America Indices in collaboration with RobecoSAM (effective as of September 22, 2014), the company was assigned 1 point.

Penalties/Fines

Authors' Database. Based on our own compilation of penalties and fines (primarily assigned by the federal government in the United States) between 2010 and 2015, if the company paid fines between \$1 million and \$100 million, the company was assigned -1 point.

If the company paid fines greater than \$100 million, the company was assigned -2 points.

Please note that our penalties/fines database is not necessarily comprehensive; in particular, we did not attempt to gather additional specific penalties/fines for any company once we determined that it had amassed over \$100 million in penalties/fines from 2010 to 2015.

Restraint

CEO Compensation. If CEO compensation is among the 5 highest among the Fortune 100 on the June 2015 *New York Times* report based on the 2014 Equilar 200 CEO Pay Study, the company was assigned -1 point.

CPA-Zicklin Political Accountability. If the company earned a score of 75 or greater, indicating greater accountability and disclosure, in the report "The 2014 CPA-Zicklin Index of Corporate Political Accountability and Disclosure," the company was assigned 1 point. If a company has no political spending, it was assigned 1 point. If a company was not ranked in the report, it was assigned 0 points.

Tax Havens. If a company makes use of offshore tax havens, as defined in the US PIRG/Citizens for Tax Justice report "Offshore Shell Games 2014: The Use of Offshore Tax Havens by Fortune 500 Companies," it was assigned -1 point.

Contribution

Ethisphere Most Ethical Companies. If the company was included in the 2015 Ethisphere Most Ethical Companies list, the company was assigned 1 point.

Good Steward Overall Calculation. The overall Good Steward score is the sum of all points assigned from all Good Steward sources listed above.

“Quick Grades” (Fortune 101 to 500)

In addition to calculating “full” Good Company Index grades for Fortune 100 companies, we also assign “Quick Grades” to those companies in the Fortune 500 for whom data were available on each of two key components of the full Good Company grading system:

- Glassdoor.com (Employer)
- *Newsweek* Green Rankings (Steward, focused on Environment)

In addition, we incorporated Seller scores for companies for which ACSI (Seller) data is available.

Many of the other Good Company Index scoring components only rank the very largest companies, and therefore were not applicable for most companies smaller than the Fortune 100.

For “Quick Grades,” we assigned and tallied positive or negative points to these companies based on their performance on the measures described below, and assigned grades based on Table C-2. Due to the more limited nature of the information included for these companies, we did not include “plus” or “minus” letter grades, only full letter grades.

Table C-2
Good Company “Quick” Grades and Corresponding Numerical Scores

Grade	Score
A	5 or 6
B	2 to 4
C	-1 to 1
D	-2 to -3
F	-4 to -6

Good Employer Quick Score

Glassdoor.com (same formula as for full grades). For companies with at least 25 employee reviews on Glassdoor.com for the one-year period July 2014 to June 2015, we assigned points from -2 to 2, based on a company's overall Glassdoor score, as indicated in the score ranges listed below. (These score ranges are based on octiles that were calculated for the *Good Company* book in June 2010 for Fortune 100 companies.)

Glassdoor Score	Quick Points Assigned
3.6 or higher	2
3.4 to 3.5	1
3.0 to 3.3	0
2.8 to 2.9	-1
2.7 or lower	-2

Good Seller Quick Score

American Customer Satisfaction Index (ACSI) (same formula as for full grades). For companies for which ACSI ratings are available, points were assigned based on the octile of their most recent ACSI rating as of August 2015, computed relative to the average ACSI score for the relevant industry.

ACSI (vs industry) Octile	# Points Assigned
1st	2
2nd	1
3rd to 6th	0
7th	-1
8th	-2

Good Steward Quick Score

Newsweek Green Rankings (different than full grades formula). Points were assigned based on a company's octile ranking among 500 companies included in the 2015 *Newsweek* Green Rankings. Since this is the only component of the Steward category for "Quick Grade" companies, scores were expanded from the formula used for "full" grades (-1 to 1 point range) to a range of -2 to 2.

Newsweek Green Octile	Quick Points Assigned
1st	2
2nd	1
3rd to 6th	0
7th	-1
8th	-2

Sources

Good Employer

- Data compilation (July 2014 to June 2015 data) provided to authors by Glassdoor. www.glassdoor.com.
- *Fortune's* 2015 list of Best Companies to Work For. www.fortune.com/best-companies.

Good Seller

- American Customer Satisfaction Index 2014 scores relative to industry. www.theacsi.org/customer-satisfaction-benchmarks/benchmarks-by-company.

Good Steward

- *Newsweek* 2015 Green Rankings. www.newsweek.com/green/americas-greenest-companies-2014.
- September 2014 list of companies included on Dow Jones Sustainability North America Index, provided to authors by RobecoSAM. www.sustainability-indices.com.
- Penalties/fines compiled by authors, 2015, through systematic review of 2010 to 2015 sanctions listed on U.S. Government agency Web resources plus review of major additional fines/penalties (state, European Union, class action) during the same period.
- Equilar ranking of 2014 compensation for 200 chief executives, compiled for *New York Times*, May 16, 2015. <http://www.nytimes.com/interactive/2015/05/14/business/executive-compensation.html>
- “The 2014 CPA-Zicklin Index of Corporate Political Accountability and Disclosure: How Leading Companies are Making Political Disclosure a Mainstream Practice.” http://files.politicalaccountability.net/2014_CPA-Zicklin_Index_PDF.pdf
- “Offshore Shell Games 2014: The Use of Offshore Tax Havens by Fortune 500 Companies,” US PIRG/Citizens for Tax Justice. ctj.org/pdf/offshoreshell2014.pdf.
- Ethisphere's 2015 World's Most Ethical Companies. ethisphere.com/worlds-most-ethical/wme-honorees.