



Social Purpose



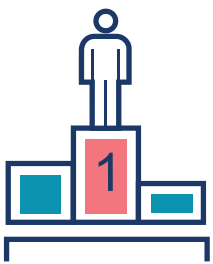
How Purpose impacts purchasing decisions

71% would purchase from a Purpose-Driven company over the alternative when cost and quality are equal.

78% are more likely to remember a company with a strong Purpose.

66% would consider a company's Purpose when making purchasing decisions.

62% believe a company's Purpose is important when making a quick or impulse purchase.



When consumers think a brand has a strong Purpose, they are **4.5 times** more likely to champion the company and recommend it to friends and family.



When consumers think a brand has a strong Purpose, they are **6 times more likely** to protect the company in the event of a misstep or public criticism.

Only **24%** of respondents said purpose is embedded in their business to the point of influencing culture, innovation, operations and their engagement with society.

85% of executives believe that being a purpose-driven company drives profit..



Brands with a high sense of purpose have experienced a brand valuation increase of **175%** over the past 12 years.

