

# Purpose Power Index 2022

*Purpose Power Summit*

MAY 2022

**Inc.**



strawberryfrog



dynata

# ≡ First Empirically Proven Method to Measure Purpose

Wave 1, 2019: *Pre-Pandemic*

Wave 2, 2021: *Mid-Pandemic*

Wave 3, 2022: *Emerging from the Pandemic*

Unique Respondents	5,500+
Respondent Demographics	US Gen Pop
Brand Entities	200+
Timing	April 2022

# Elements of Purpose Power<sup>®</sup>

## Purpose Power Index<sup>®</sup>

### Beyond Profits

Has a higher purpose that's bigger than just making money

### Improving Lives

Improves the lives of people and their communities

### Better Society

Does things to not just benefit shareholders, employees, or customers, but society as a whole

### Better World

Is committed to changing the world for the better

# 2022 Purpose Power 100

1	Seventh Generation	2	TOMS	3	Zoom	4	Allbirds	5	AbbVie	6	Burt's Bees	7	Wegmans	8	USAA	9	Tesla	10	REI
11	Google	12	UnitedHealth Group	13	Pfizer	14	LG	15	Clorox	16	General Electric	17	Patagonia	18	Panera Bread	19	Toyota	20	Roche
21	SC Johnson	22	Intel	23	UPS	24	Siemens	25	Target	26	Genentech	27	Eileen Fisher	28	Georgia Pacific	29	Home Depot	30	General Mills
31	The Body Shop	32	Kimberly-Clark	33	SAP	34	CVS	35	Samsung	36	British Airways	37	Bayer	38	Peloton	39	The Walt Disney Company	40	Airbnb
41	Evian	42	Cisco	43	The North Face	44	Whirlpool	45	Airbus	46	Lime	47	Starbucks	48	Walgreens Boots Alliance	49	Warby Parker	50	LinkedIn
51	Danone	52	3M	53	Caterpillar	54	Chick-fil-A	55	Ford	56	Levi Strauss & Co	57	Salesforce	58	Panasonic	59	Ben & Jerry's	60	Dick's Sporting Goods
61	SpaceX	62	Colgate-Palmolive	63	Emirates	64	Campbell Soup Company	65	Whole Foods Market	66	LEGO	67	Oracle	68	Hershey Company	69	Honeywell	70	HP Inc.
71	Etsy	72	Prudential	73	General Motors	74	Michelin	75	Fujitsu	76	Accenture	77	Lyft	78	Bristol-Myers Squibb	79	GSK	80	L'Oréal
81	Timberland	82	IKEA	83	Dell	84	Sony	85	Bosch	86	McCormick & Co	87	Land's End	88	Novo Nordisk	89	Glossier	90	Truist
91	Mary Kay	92	Pirelli	93	Unilever	94	Nokia	95	YouTube	96	Merck	97	Ferrero	98	Uber	99	Hobby Lobby	100	FedEx

# PPI 2022: What's New?

Pre-pandemic: 2019



Etsy

Small, "social good"  
brands dominated

Mid-pandemic: 2021



SPACEX



3M

TESLA

A more diverse group:  
"social good," large legacy brands,  
innovative upstarts,  
& pandemic heroes

Today: 2022





## What's New in 2022?

# PPI 2022: A More Mainstream List of Top Brands

### Top 20 Purpose Brands

1. Seventh Generation
2. TOMS
3. Zoom Communications
4. Allbirds
5. AbbVie
6. **Burt's Bees**
7. **Wegmans Food Markets**
8. USAA
9. Tesla
10. REI
11. **Google**
12. **UnitedHealth Group**
13. **Pfizer**
14. LG Corporation
15. Clorox
16. **General Electric**
17. **Patagonia**
18. **Panera Bread**
19. **Toyota**
20. **Roche**

*16 of the Top 20 Are Large (\$1billion+) Brands  
10 of These Are New to the Top 20*



**TOYOTA**

Google

**patagonia**



zoom



 = new to the top 20



What's New in 2022?

# More and Different Pandemic Heroes

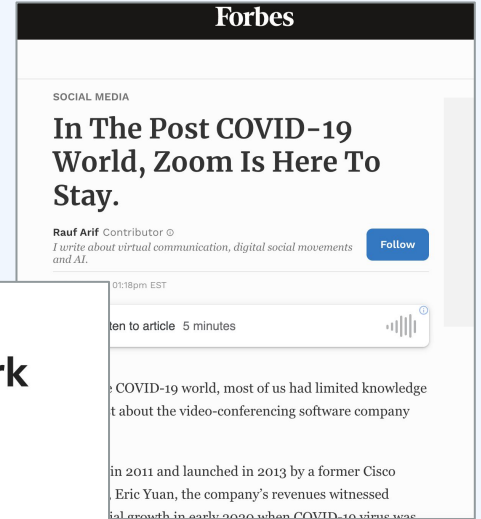


## Airbnb's design for employees to live and work anywhere

By [Airbnb](#) · April 28, 2022 · [Company](#)



Since the COVID-19 pandemic began, a new world of travel has emerged. Millions of people are now more flexible about where they live and work. In response to this trend of newfound flexibility, Airbnb today announced our approach to allow employees to live and work anywhere, and how we will [partner with destinations](#) to help them attract remote workers.



What's New in 2022?

# Automotive Makes a Surge

Tesla #9: *even with Wave 2*

Toyota #19: *up from #52*

Ford #55: *up from #104*

GM #73: *up from #142*

The New York Times

## Mary Barra's 'Long Game': Winning the E.V. Race

The General Motors chief says efficiencies, innovations and learning from mistakes will allow her company to become a leader in electric vehicles.

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TECH • ELECTRIC VEHICLES

## Ford is 'betting the company' on a Tesla-style EV truck that could make or break its future

BY MARCO QUIROZ-GUTIERREZ  
April 18, 2022 2:51 PM EDT

Forbes


INVESTING

## Competition Heats Up For Tesla In EV Market

Mike Patton Senior Contributor @  
*I cover the intersection of economics, politics and personal finance.* Follow

Mar 30, 2022, 04:55pm EDT

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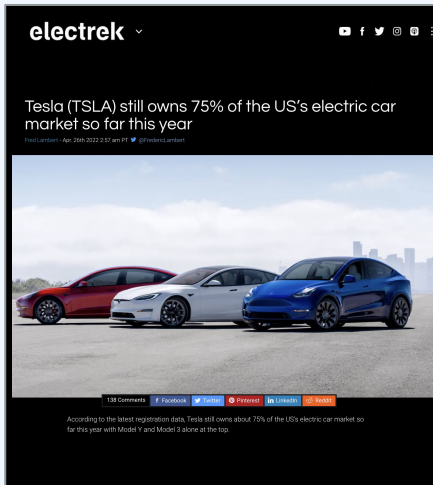
## What's New in 2022?

# Elon Musk: Headed in the Right Direction?

More than ¾ of people think wealthy individuals, like Elon Musk, should focus their resources on problems facing Earth, like climate change, before space travel

## Tesla

2019: #22 | 2021: #9 | **2022: #9**



## SpaceX

2019: NA | 2021: #3 | **2022: #61**



## Twitter?

2019: #202 | 2021: #229 | **2022: #209**

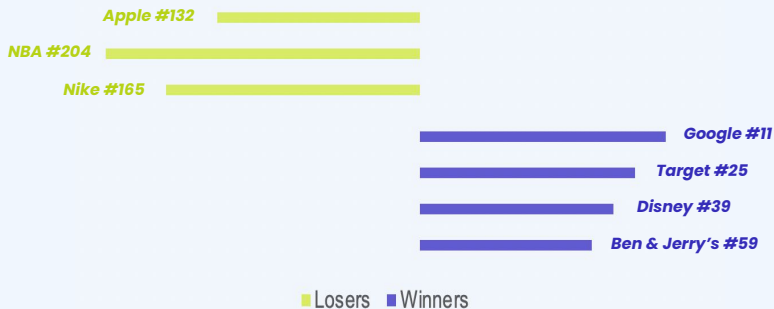
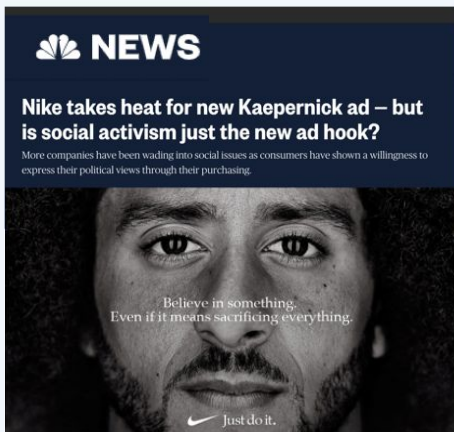




## What's New in 2022?

# Corporate Social Activism Inspires – and Polarizes

Championing fairness & inclusion and taking a stand on social issues were front and center in 2022, but not all companies benefited



# Employees & Purpose



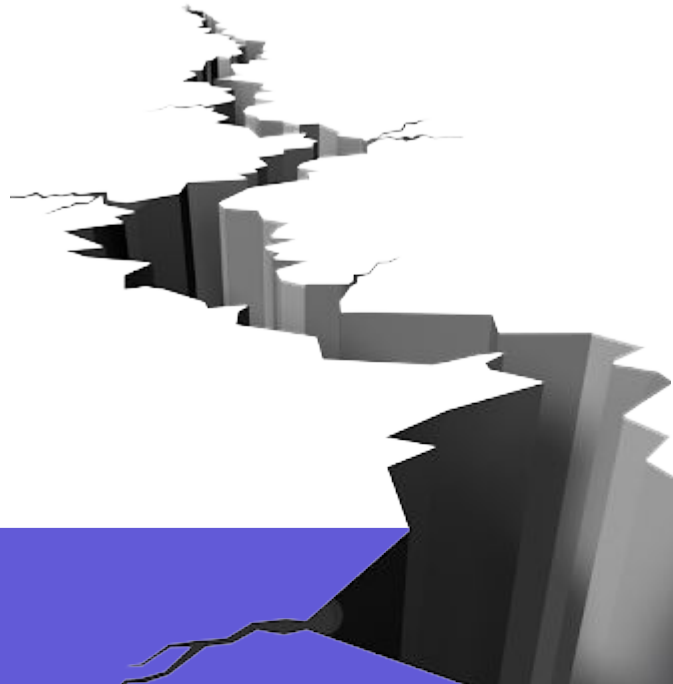
Employees & Purpose

# There's a "Purpose Gap" in Corporate America

Senior  
Management



Middle Management, Frontline  
Workers, and Junior Staff





## Employees & Purpose

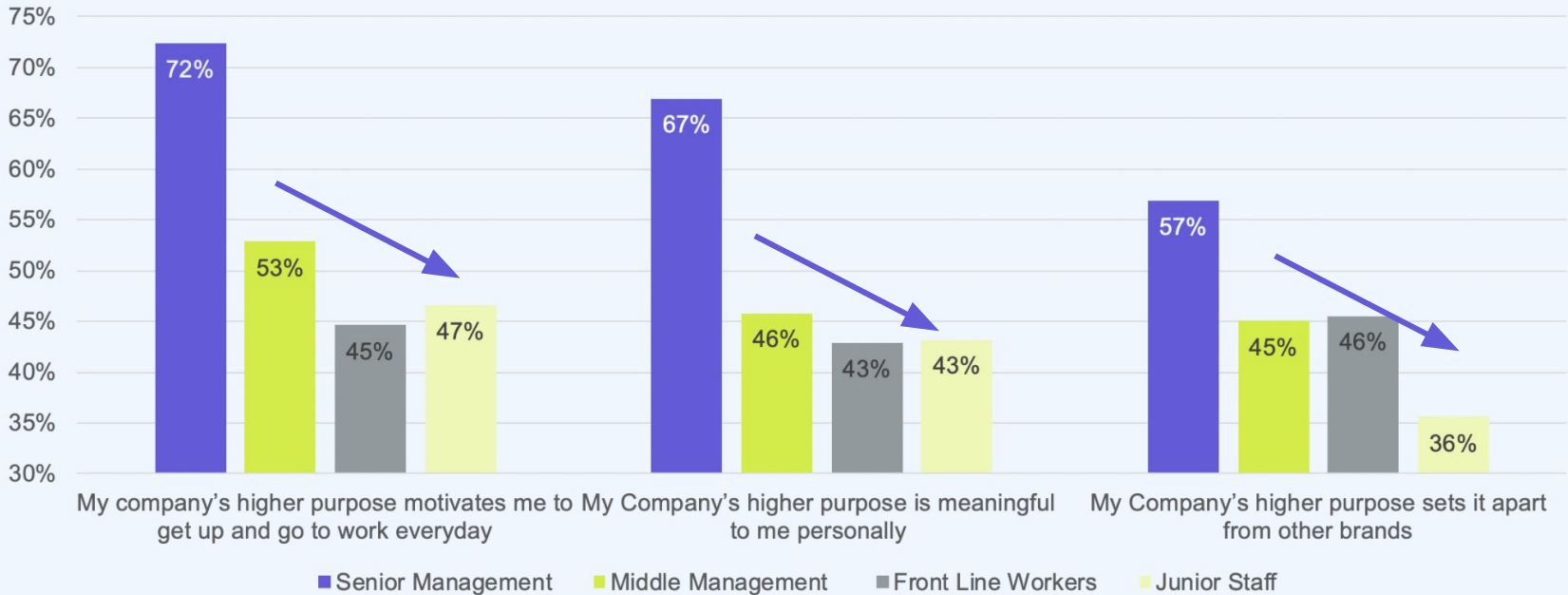
# Purpose, Job Satisfaction & Employee Engagement Are Correlated





## Employees & Purpose

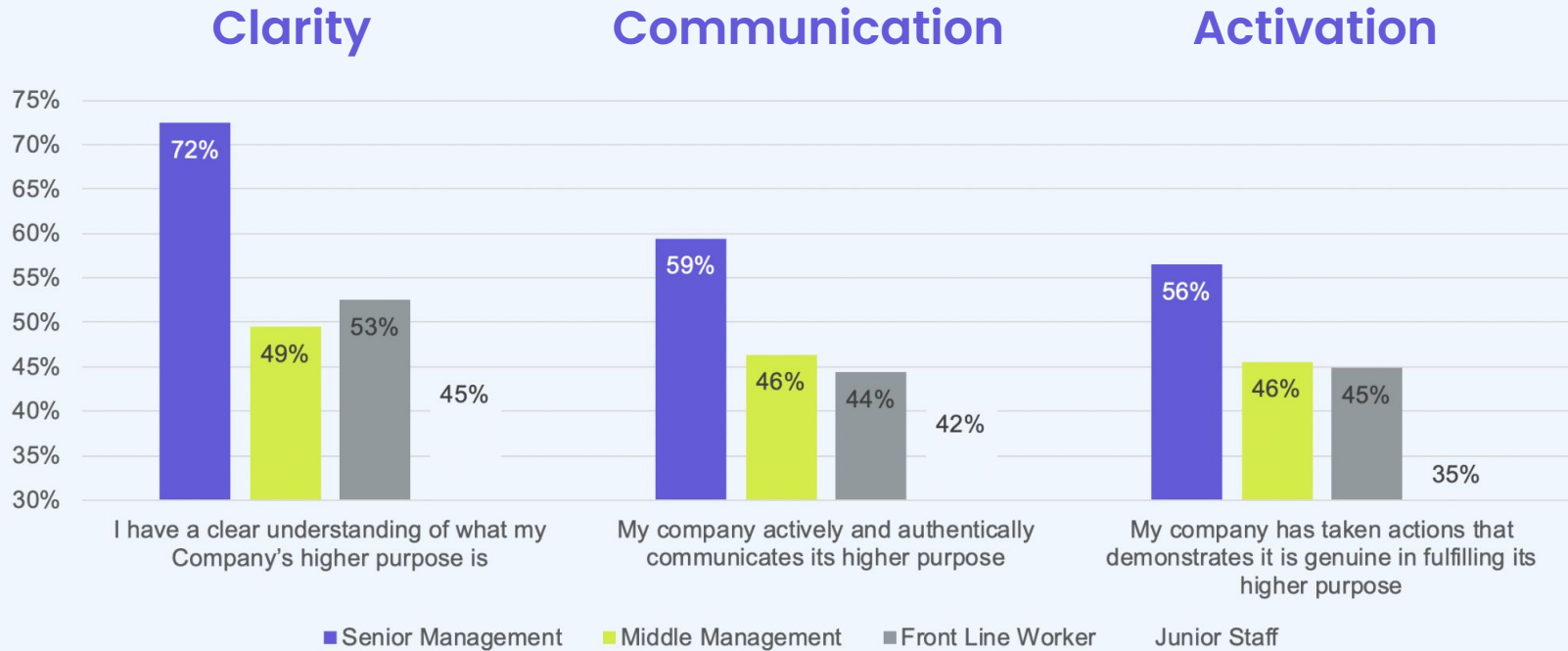
# Purpose is Simply Not “Trickling Down” Through the Layers of U.S. Companies





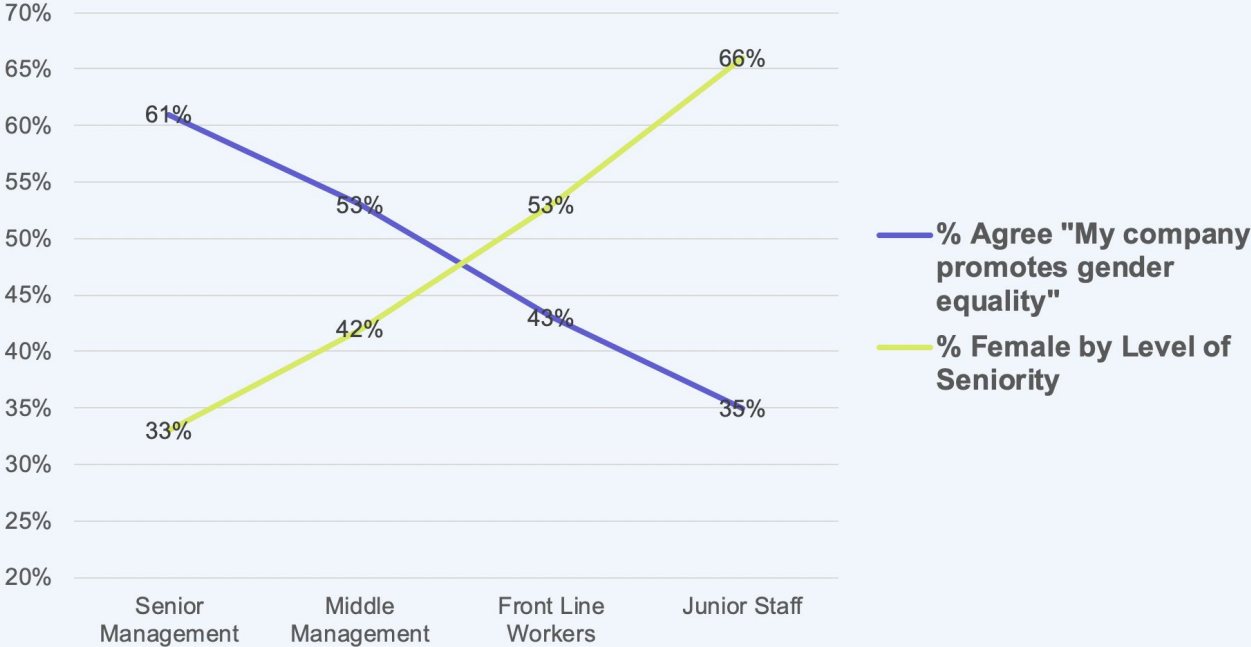
## Employees & Purpose

# Three Reasons Why This is Happening





# Senior Management May Have an Unrealistic View Re: Gender Equality



Source: StrawberryFrog and Dynata: Purpose Power Index, Wave 3, April 2022



# Consumers & Activation

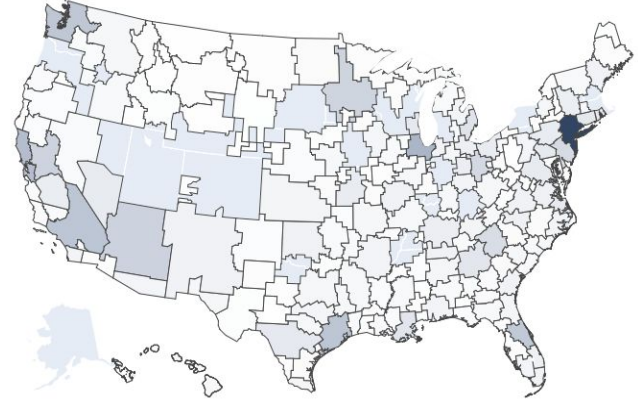


## Purpose & Activation

# The Power of Purpose Lies in Activation

- Purpose matters when **consumers act** on it.
- Companies must **understand, identify, and connect with** consumers who are precisely aligned with and share their company's higher purpose.
- Using Dynata's audience modeling tool, we identified that 149 million U.S. consumers would **choose or boycott a company** based on its socio-political stance on issues.
- 85 million U.S. consumers are **motivated by company purpose** to buy products and services.
- **Which consumers share your company's purpose?**

### 85 Million Consumers Are Motivated to Buy Products and Services Based on a Company's Purpose



These consumers are heavily concentrated in the New York, Chicago, and San Francisco - Oakland - San Jose DMAs in the United States.

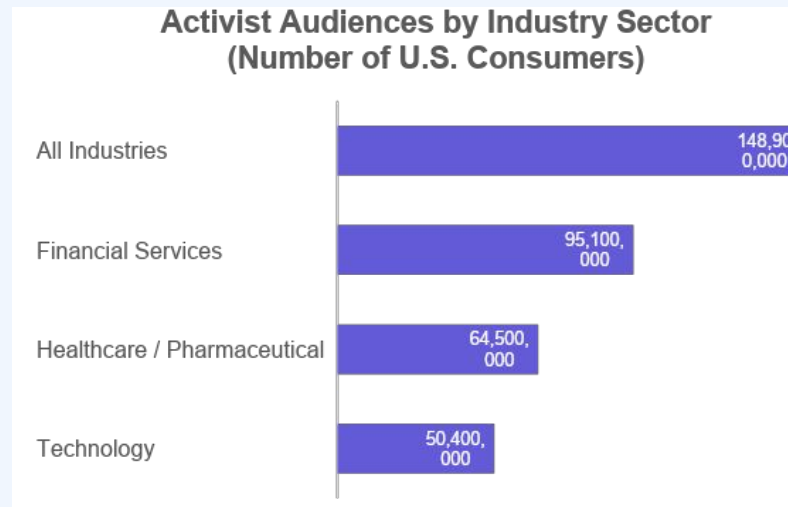


## Purpose & Activation

# Identifying and Reaching Consumers Who Share Your Purpose

Transform the Purpose Power Index into *immediately actionable, scaled audiences*

- 95M **Financial Service Activists** would buy a product and service based on the company's higher purpose.
- 65M **Healthcare Access Activists** would favor companies promoting equal access to healthcare.
- 50M **Purpose Motivated Technology Activists** are explicitly motivated by a company's higher purpose.
- **How does your industry and your brand compare?**



**Thank You**