

2017

ENSO.CO/WORLDDVALUE  
#WORLDDVALUE



# World Value<sup>sm</sup> Index

HOW PEOPLE PERCEIVE BRANDS' PURPOSE



Ranked by  
~~Shareholders~~  
People

# Highlights

## Cultural Insights

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Nearly 80% of people believe in business' ability to make a positive impact, but only 41% trust business leaders to do what's right.

So who does trust business leaders? People who earn more than \$100k and have at least a college education, and those who identify as Republicans.

Democrats and people who earn less than \$50K are sour on the overall direction of the country, but they are optimistic about their own families' economic prospects.

Meanwhile, Millennials are embracing activism. An impressive 4 out of 10 have taken a concrete action IRL, like marching in a protest, within the last year.

But activism is somewhat of a luxury; those who actively support causes with the goal of creating change in the world tend to have higher incomes and education levels.

Speaking of change, people who believe that experiencing other cultures is important are much more likely to feel they have the ability to affect the world around them than those who do not.

## Index Spotlight

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Starbucks is the most politically polarizing brand. NPR is second.

Everyone ranks Marlboro at or near the bottom of the list except for Baby Boomers, tech skeptics, and those who don't find experiencing other cultures important.

Procter & Gamble seems to have a Millennial problem.

Brands skewing towards high earners with a college degree: Patagonia, Khan Academy, Chobani, Starbucks.

Brands skewing towards those earning under \$50K: Barbie, Yahoo, NBC, Always.

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There is no truth.  
Only perception.

Gustave Flaubert (1821–1880)

# Why We Do This Report

Brands today are measured in myriad metrics. From entrenched measures like financial performance, shareholder value, and awareness to emerging indexes like simplicity, meaning, and trust. Meanwhile, in the impact space, new standards are being developed to measure how businesses are solving social, environmental, and economic problems. While that's generally a good thing, they're missing a key factor—people. They don't measure the perceived value that the public places on brands' purpose.

So in 2016, our team at enso developed the World Value<sup>sm</sup> Index to measure how people rank companies and nonprofits on their perceived mission or purpose—namely the extent to which brands stand for something other than making money, whether they align with what people care about, and if these brands are worth publicly supporting. A year later, after a period of unprecedented social and cultural upheaval, when trust in both public and private institutions has hit an all-time low, we are publishing the second wave of our results. We hope that you will find them as thought-provoking as we have.

If you have any questions, or are interested in a deeper dive into a brand or segment, please contact us: [WorldValue@enso.co](mailto:WorldValue@enso.co)

Thanks for reading,  
enso

# What's New in World Value Index 2017

With a year to reflect on the results of our inaugural study, we have made a few minor improvements to our methodology. To begin, we amended the survey questions to include the word “mission” in addition to “purpose” for clarity. Next, to gain a deeper understanding of how consumers internalize each brand’s value, we added the open-ended question: “Describe in your own words the purpose or mission as you understand it for each of the following brands.”

We also expanded our audience segments this year to include: Male, Female, Dads, Multiculturalists, Traditionalists, Future Concerned, Low Income, and Active Participants. These additional segments provide deeper intelligence into the relationships that different demographic and psychographic audiences have with brands.

Finally, we included a series of zeitgeist questions to surface insights into people’s attitudes and beliefs to provide cultural context to the World Value<sup>sm</sup> Index.

# Methodology Dimensions

We look at four dimensions to make up this metric.



## Awareness

How aware are you of the brand's purpose or mission beyond making money?



## Alignment

Does the brand's purpose or mission align with what you care about?



## Support

Is the brand's purpose or mission something that you would openly support?



## Purchase

Does the brand's purpose or mission motivate you to buy products or services from the brand?



# Methodology Research

	Number of Brands Tested	Sample size per wave	Overall margin of error per wave
Wave 1	50	1,000	$\pm 3.1\%$
Wave 2	50	1,000	$\pm 3.1\%$
Wave 3	50	1,000	$\pm 3.1\%$

\* Research was conducted between February 14th and February 28th.

\* Please note that the margins of error by wave for each sub-audience and individual brand will be higher than the total audience.

## Research Partner

Quadrant Strategies ([www.quadrantstrategies.com](http://www.quadrantstrategies.com)) is a research-driven consultancy that has worked with more than 25 of the Fortune 50 companies, as well as a range of other companies, political leaders around the world, and major NGOs. Their specialty is helping companies facing significant challenges to their reputation or brand, or even full-blown crises. They help them pivot from defense to offense – to a place where they can move the brand and business forward. They do this using carefully crafted research to create the strategy and tactics for dealing with the short-term challenges and then determining what the company’s story should be for the long-term.

Quadrant Strategies was founded on a clear principle: clients need strategic counsel, not just data. Their partners have been advisors for some of the highest profile corporate and public affairs issues of the last two decades, as well as for presidents and prime ministers around the world. For more information, please visit [www.quadrantstrategies.com](http://www.quadrantstrategies.com).

# Methodology Questions

Each brand was ranked by an index score calculated using four key questions that participants answered for each brand:



## Awareness of Purpose

For each of the following, please indicate how aware you are, or not, of its purpose or mission (beyond just making money).



## Alignment with Purpose

For each of the following, please indicate the extent to which its purpose or mission is in line with what you yourself care about.



## Active Support

For each of the following, please indicate how likely you would be to openly support an effort to advance its core purpose or mission.



## Impact on Purchase

For each of the following, please indicate whether its purpose or mission, as you understand it, makes you more or less likely to buy its products or services if given the opportunity to.

### Pre-survey description given to participants

Many companies and brands today seem to have a purpose or mission beyond just making money - for example, improving people's lives or changing the world. This can be achieved simply through the products and services they sell, or through other measures, such as sustainable manufacturing practices, social action campaigns and similar initiatives designed to improve the world.



Awareness  
of Purpose

+



Alignment  
with Purpose

+



Impact  
on Purpose

)

×



Active  
Support

✱ World Value Index Equation

# Methodology Open-Ended question

Additionally, in order to better understand the perceived purpose or mission of each brand, we collected responses for each brand for the following question

Please describe in your own words the purpose or mission as you understand it for each of the following brands.

# Audience Segmentation

In addition to rating brands, participants were asked a series of profiling questions ranging from demographics to behavioral and attitudinal characteristics. Using these questions, we identified sub-audiences that represent key consumer groups to better understand these consumers' views of the brands tested.

## Demographics

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Sub-audiences	Defining Characteristics
Female	
Male	
Millennials	Ages 18-34
Gen X	Ages 35-54
Boomers	Ages 55+
Moms	Women with children under 18 living at home
Dads	Men with children under 18 living at home
Elites	At least college educated, earn \$100K+ in personal annual income
Low Income	Earn less than \$50K in personal annual income

## Psychographics

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Sub-audiences	Defining Characteristics
Democrats	Strong or lean Democrat
Republicans	Strong or lean Republican
Independents	Identify as an Independent
Active Participants	Those who have recently taken action online or in person on an issue that is important to them
Future Concerned	Concerned with the outlook of the future
Multiculturalists	Those who believe experiencing other cultures is important
Traditionalists	Those who believe experiencing other cultures is NOT important
Social & Purpose	Those who regularly post on social media and think it is important to live life with a sense of purpose
Young & Social	Millennials who regularly post on social media
Environmental Advocates	Work hard to take steps to protect the environment

# Report Summary

The research we conducted in 2016 was designed to understand how people valued brands. This year we set out to further our understanding by gathering more extensive data. This included expanding our audience segments, allowing people to share their own interpretations of brands' missions, and attitudinal and behavioral questions that speak to the cultural zeitgeist. Given everything happening in the world and in culture, we are excited to share the results of the 2017 World Value<sup>sm</sup> Index report with you.

It's worth reiterating what this index shows: how people perceive a brand's purpose, how closely it aligns with their own values and motivations to purchase, and importantly, whether they would be willing to publicly support the brand's purpose. In other words, it can be thought of as a measure of how well a brand resonates with what people care about. What it is not: a measure of what "good" the brand is actually doing through its supply chain, employee relations, customer benefit, environmental impact, etc.

## **World Value<sup>sm</sup> Index Findings**

At the top of the list, similar to last year's rankings, was an interesting mixture of nonprofits (Goodwill and Girl Scouts of the USA), brands traditionally associated with purpose (Dove), and brands that provide everyday utility (Amazon and Google). Our newly added open-ended questions on mission helped identify the perception of each brand's purpose and explain why each brand ranked where it did. Some of these brands, like Amazon and Subway, that may not be perceived as typically "mission-driven", ranked highly because they provide people with support and necessities in their everyday life.

Much like last year, the bottom of the list is comprised of brands in industries such as tobacco, alcohol and banking, and some of the newer tech brands—Snapchat, Uber and Airbnb—still have some work to do. Additionally this year, we compare segments against each other, to help identify which brands are the most polarizing among contrasting segments. For example, Starbucks is the brand with the biggest partisan divide—Democrats rank it 86 spots higher than Republicans. Boomers value the older giants—P&G and HP—while Millennials place higher value on tech brands like Twitter and Kickstarter. Walmart moved up over 100 spots for lower-income people when contrasted with higher-income and more highly educated people, and Multiculturalists (which we define as those who value experiencing other cultures) see a lot more value in NPR than those who belong to the Traditionalist segment (those who identify as uninterested in experiencing other cultures).

The brands at the top of the list have demonstrated their ability to create value and live up to their purpose, at least in the eyes of everyday Americans, while others' positions have fluctuated in the last year and could do more to improve their ranking. According to our research, 79% of people believe that business can be a positive form of political and social change. So one thing is clear, people increasingly expect that brands can create change and it's something brands can no longer ignore.

# About enso

Enso is a mission-driven creative company. We build mission-driven brands and Shared Mission<sup>sm</sup> initiatives that drive social impact at scale. We were founded five years ago with the belief that the future of marketing is people and brands with shared values working together to drive business success with positive impact. Today, we are leading the paradigm shift from the campaign mindset, traditionally developed by marketers around a brand's singular mission, to Shared Mission<sup>sm</sup> initiatives, where the ultimate goal is not the success of one organization, but rather the achievement of a mission that serves all stakeholders.

Based in Los Angeles, our client partners include Google, Khan Academy, Atlantis, OfferUp, Omidyar Network, Everytable, and The Nature Conservancy. Through our network of Shared Mission<sup>sm</sup> collaborators, enso has built a new framework for collective action and cross-sector solutions to the urgent problems of our time. Recent missions have included rebuilding trust in neighborhoods, creating abundant internet access for everyone, establishing the basic right to literacy, generating wealth by solving the climate crisis, and transforming a mega resort by fostering a flourishing culture and ecology in which the entire country operates.

If you have any questions or are interested in a deeper dive into a brand or segment, please contact us:

**WorldValue@enso.co**

# \* 2017 World Value<sup>sm</sup> Index

## **TOP 150 BRANDS**



# Cultural Context

It's been a year of unexpected firsts. Starting with Brexit. Then President Trump, and the resistance movement surrounding his presidency and administration. Old tensions have surfaced. Notably between globalism and nationalism. And not just along the wedge issues that defined the recent election, like trade, immigration, and foreign policy, but also along socio-economic divides: rural and urban, privilege and poverty, secular and religious. The result? An erosion of social capital and trust in our institutions.

It's clear that a vast majority of people (89%) see living life with a sense of purpose as important, and see business as having the potential to play a role in that purpose (79%), but shockingly most people—59%—do not currently trust business leaders to do what's right. The importance of this gap cannot be overstated: businesses that have lost people's trust will quickly lose relevance.

89%

Living life with a sense of purpose is important to me

79%

Business can be a force for positive social and environmental change

41%

I trust business leaders to do what is right

# TOP 150 Brands

**01 Goodwill**

**02 Girl Scouts of the USA**

**03 Amazon**

**04 Save The Children**

**05 Google**

**06 World Wildlife Fund**

**07 YMCA**

**08 Microsoft**

**09 Dove**

**10 Subway**

11 Home Depot

12 Kellogg's

13 Walmart

14 Colgate

15 Kraft

16 Johnson & Johnson

17 Lowe's

18 UPS

19 PayPal

20 FedEx

21 McDonald's

22 Newman's Own

23 Disney

24 Samsung

25 Nestlé

26 Wikipedia

27 CVS Pharmacy

28 Lipton

29 Proctor & Gamble

30 Sony

31 General Electric

32 LAY'S

33 Coca-Cola

34 Whole Foods

35 Target

36 Apple

37 AAA

38 Yoplait

39 Facebook

40 NIKE

41 eBay

42 Ben & Jerry's

43 Intel

44 Panera

45 Pepsi

46 Hewlett-Packard

47 Trader Joe's

48 Ford

49 Petfinder

50 TOMS

51 LEGO

52 Chevrolet

53 Levi Strauss

54 Toyota

55 State Farm

56 Doritos

57 MasterCard

58 Yahoo

59 SunChips

60 Honda

61 Kroger

62 Canon

63 NBC

64 Honest Company

65 Seventh Generation

66 Chobani

67 Annie's Homegrown

68 Fitbit

69 IBM

70 AT&T

71 Adidas

72 Etsy

73 Verizon

74 KIND

75 Starbucks

76 IKEA

77 Allstate

78 Clif Bar

79 The North Face

80 L'Oréal

81 Pampers

82 Always

83 Kickstarter

84 Southwest Airlines

85 ESPN

86 Khan Academy

87 Unilever

88 Pandora

89 Tesla

90 United Airlines

91 Delta Air Lines

92 T-Mobile

93 Pfizer

94 ExxonMobil

95 Chase Bank

96 NPR

97 Method

98 Chipotle

99 Virgin

100 American Express

101 Barbie

102 Boeing

103 Time Warner

104 American Airlines

105 Chevron

106 SolarCity

107 Twitter

108 (RED)

109 H&M

110 Bank of America

111 REI

112 LinkedIn

113 Cisco

114 Caterpillar

115 Ralph Lauren

116 Axe

117 Uber

118 Patagonia

119 Geico

120 Citi

121 Lyft

122 Spotify

123 BMW

124 Comcast

125 Oracle

126 OfferUp

127 Medium

128 Zappos

129 Venmo

130 Audi

131 One Campaign

132 Airbnb

133 Volkswagen

134 VICE

135 Thomson Reuters

136 Morgan Stanley

137 Atlantis Paradise Island

138 Salesforce.com

139 Lululemon

140 Eileen Fisher

141 Budweiser

142 Uniqlo

143 Coors

144 Snapchat

145 Wells Fargo

146 Heineken

147 Monsanto

148 Red Bull

149 Goldman Sachs

150 Marlboro

# ✳ People's Perception of the Top 10 Brands' Purpose *In Their Own Words*

\*This section features some of the most commonly used words respondents used to describe the brands' purpose.

Goodwill

DONATIONS

PEOPLE

CLOTHES

DISABLED

HELP

JOB

NEED

Girl Scouts of the USA

**GIRLS**  
TEACH GROW HELP  
**WOMEN**  
**COOKIES**  
YOUNG  
**SKILLS**

Amazon

STORE

PRODUCTS

SHOPPING

GOOD EVERYTHING

SELL ONLINE

Save The Children

CHARITY

CHILDREN

KIDS

WORLD COUNTRIES

NEED

HELP SAVE

Google

SEARCH

ENGINE

INTERNET

TECHNOLOGY

INFORMATION

WORLD



World Wildlife Fund

ENDANGERED PROTECT  
SAVE

WILDLIFE HELP

SPECIES  
WORLD ANIMALS

YMCA

COMMUNITY

PEOPLE

EXERCISE PLACE

HELP YOUTH

Microsoft

PRODUCTS

COMPUTERS

MAKE TECHNOLOGY

SOFTWARE

COMPUTER

Dove

WOMEN

BEAUTY

BODY  
SKIN

SOAP

PRODUCTS

PEOPLE CARE

Subway

SUBS

MAKE

SANDWICHES

FOOD

GOOD

PEOPLE

FAST HEALTHY

# \* Direct Segment Comparisons

This section of the report compares contrasting segments to identify the most polarizing perception of certain brands.

# The Partisan Gap

Democrats vs Republicans

## Deep Ideological Divides Play Out in Brand Preference

This past year has been perhaps one of the most politically divisive in history. An unexpected victory in the presidential election and inflamed tensions between both parties and those who don't associate with one. Increasing levels of participation in marches and protests, and the ascent of social media echo chambers.

In an age when presidential policies and complex social conversations are aired in 140 characters or less, and when narratives morph in real-time to keep up with changing public opinion, it's no surprise that brands, such as Starbucks and ExxonMobil, are getting caught up in the deep division of values and visions of the future. And these brands, as vessels of their values, can fall divisively on one side of the political spectrum or the other.

**26%**  
Democrats

The Partisan Gap

Zeitgeist

Things in this country are  
heading in the right direction

General Population 42%

**65%**  
Republicans



35%  
Democrats

The Partisan Gap  
Zeitgeist

I trust business leaders to do  
what is right

General Population 41%

53%  
Republicans

The Partisan Gap

Zeitgeist

69%  
Democrats

I am hopeful for my and  
my family's economic prospects  
for the next five years.

General Population 74%

82%  
Republicans

The Partisan Gap

Zeitgeist

**77%**  
Democrats

Experiencing other cultures is  
important to me

General Population 70%

**59%**  
Republicans

# Most Polarizing Brands

## Democrats

vs.

## Republicans

Starbucks +85

ExxonMobil +61

NPR +68

Boeing +52

NBC +67

Pfizer +47

Ben & Jerry's +66

Unilever +47

Target +51

AT&T +46

# The Age Gap

## Millennials vs Boomers

# Staying Relevant Through The Ages

Ideological differences between younger and older generations are nothing new. But the widening divide between those hyper-diverse and educated Millennials, who are reshaping the workforce and starting their own families, in contrast with their more socially and fiscally conservative Boomer parents, who are heading into retirement with entrenched beliefs and behaviors, are clearly reflected in their perceptions of brands. Boomers continue to pass their leadership roles onto members of Gen-X, a relatively small generation described as pragmatic and independent, who have considerable spending power and influence over their kids, and are passing their values along to the upcoming Generation Z.

With each age group becoming more distinct, brands will have to work to have a relevant mission to those only years apart. And while younger consumers continue to align with purposeful challengers like TOMS and Kickstarter, older audiences still value the enduring giants like Procter & Gamble and AAA.

The Age Gap

Zeitgeist

62%  
Millenials

I seek to buy American when I can

General Population 78%

88%  
Boomers

The Age Gap

Zeitgeist

68%  
Millenials

Creating change in the world  
is a personal goal of mine that  
I actively pursue

General Population 54%

42%  
Boomers

**41%**  
Millenials

The Age Gap
Zeitgeist

I have recently taken concrete action (protested in a march, volunteered on a campaign, canvassed a neighborhood for signatures) on an issue that is important to me

General Population 28%

**17%**  
Boomers



# Most Polarizing Brands

## Millenials

vs.

## Boomers

Twitter +86

Proctor & Gamble +91

Starbucks +86

Hewlett-Packard +81

Spotify +84

Newman's Own +74

Kickstarter +78

Pfizer +71

Always +70

AAA +66

# The Income Gap

## Elites vs Low Income

# Income levels can influence the definition of purpose

The American Dream looks very different today than it has in generations past. For one thing, the middle class, not long ago considered the economic majority and a national symbol for opportunity, is shrinking, quickly. At the same time, the rich are getting richer, faster. The vast majority of Americans facing rising costs of housing, college, and healthcare, are struggling to find stability, let alone upward mobility.

The result of this growing inequality? We're more economically divided than ever before. So it's not surprising that many brands, from the broad and accessible like Walmart and McDonald's to the aspirational and niche like American Express and Patagonia, are becoming more polarizing to consumers on both ends of the income spectrum.

**50%**  
Elites

The Income Gap

Zeitgeist

**I trust business leaders  
to do what is right**

General Population 41%

**38%**  
Low Income

66%  
Elites

The Income Gap

Zeitgeist

I feel able to affect  
the world around me

General Population 57%

51%  
Low Income

**49%**  
Elites

The Income Gap

Zeitgeist

Things in this country are  
heading in the right direction

General Population 42%

**38%**  
Low Income

The Income Gap

Zeitgeist

62%  
Elites

Creating change in the world  
is a personal goal of mine that  
I actively pursue

General Population 54%

48%  
Low Income

The Income Gap

Zeitgeist

**77%**  
Elites

I actively support (with money or time) nonprofits or causes working on issues I care about

General Population 61%

**53%**  
Low Income

**43%**  
Elites

The Income Gap

Zeitgeist

I have recently taken concrete action  
(protested in a march, volunteered on a  
campaign, canvassed a neighborhood for  
signatures) on an issue that is important  
to me

General Population 28%

**21%**  
Low Income



# Most Polarizing Brands

## Low Income

vs.

## Elites

Walmart +106

Patagonia +78

LAY'S +100

Khan Academy +65

eBay +76

American Express +56

McDonald's +74

Trader Joe's +56

Coca-Cola +67

Starbucks +55

# The Cultural Gap

Democrats vs Republicans  
Millenials vs Boomers  
Multiculturalists vs Traditionalists

## Straddling cultural and geographic boundaries

Across the world competing forces of globalism and nationalism have clashed. Slogans like *Make America Great Again* and *Choose France* have adorned presidential debate stages and social media streams. Brexit and Trump both won on a message of nationalism, while the people of Netherlands and France, though confronting it in their highest elections, voted to reject the rising wave of nationalism and reaffirm their commitment to a better, collective world, together.

At the core of this constantly expanding and contracting world is a shifting sense of identity, and what it means to be both a citizen of a country and a citizen of the world. Among those who seek to

experience other cultures, NPR and Uber resonate deeper, while McDonald's and Marlboro are valued more by those who are comfortable prioritizing their own culture. Brands that hedge between these values may avoid alienating consumers who are motivated by fear and isolationism, but as the cultural conversation becomes more volatile, staying silent could create problems of its own.

The Cultural Gap

Zeitgeist

77%  
Millenials

Experiencing other cultures is  
important to me

General Population 70%

64%  
Boomers

The Cultural Gap

Zeitgeist

**77%**  
Democrats

**Experiencing other cultures is  
important to me**

General Population 70%

**59%**  
Republicans

The Cultural Gap

Zeitgeist

**78%**  
Multiculturalists

Creating change in the world is  
a personal goal of mine that I  
actively pursue

General Population 54%

**30%**  
Traditionalists

The Cultural Gap

Zeitgeist

**88%**  
Multiculturalists

I work hard in my own life to take  
steps to protect the environment

General Population 73%

**55%**  
Traditionalists

The Cultural Gap

Zeitgeist

**74%**  
Multiculturalists

**I feel able to affect the world  
around me**

General Population 57%

**39%**  
Traditionalists

# Most Polarizing Brands

## Multiculturalists

vs.

## Traditionalists

NPR	+78
Starbucks	+76
Uber	+69
Trader Joe's	+65
Ben & Jerry's	+53

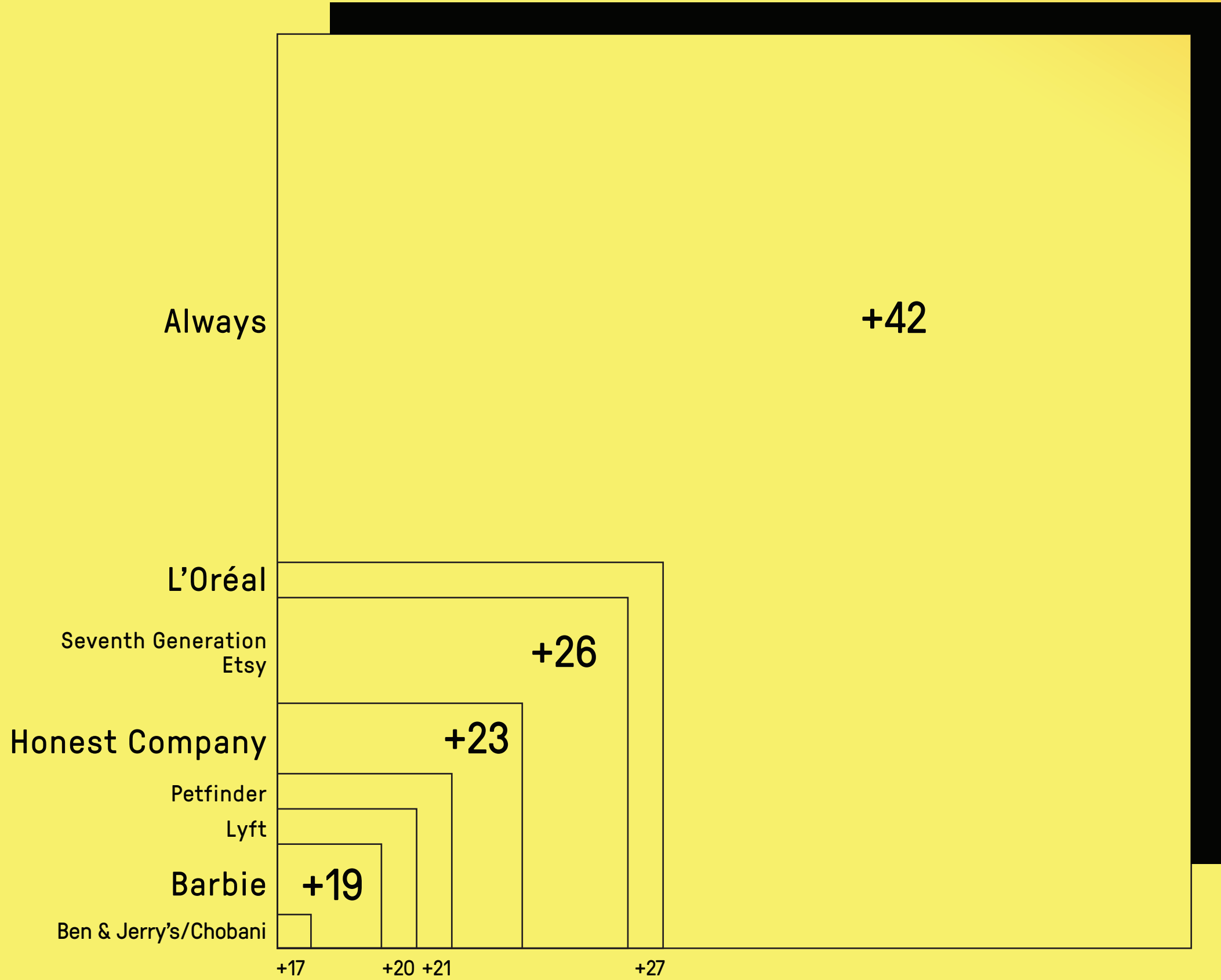
McDonald's	+69
Unilever	+65
Marlboro	+62
Chevrolet	+62
Doritos	+56



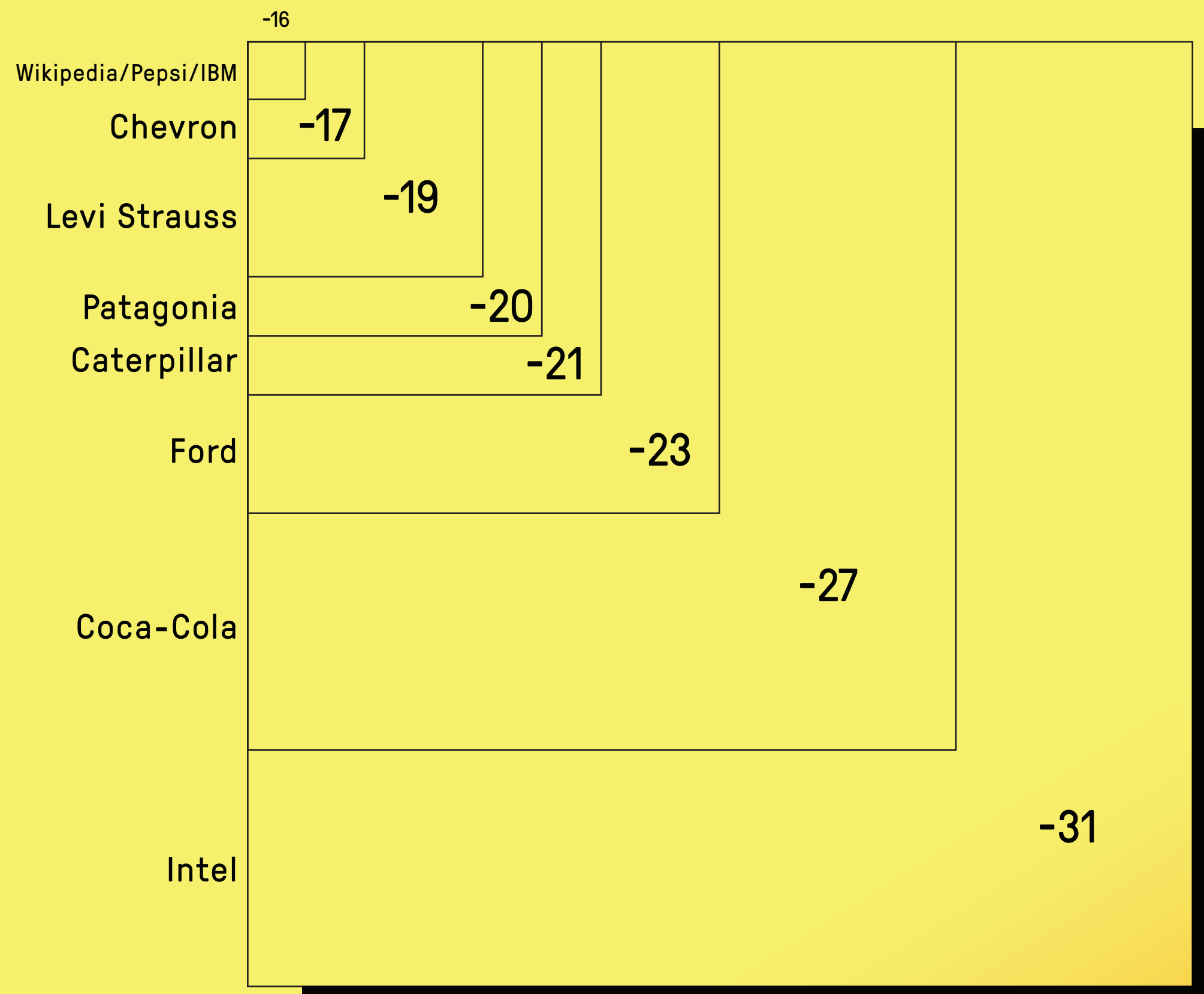
# \* Biggest Movers for Each Segment

This section of the report shows the biggest movers for each segment, both in the positive and negative directions, compared to the General Population rankings.

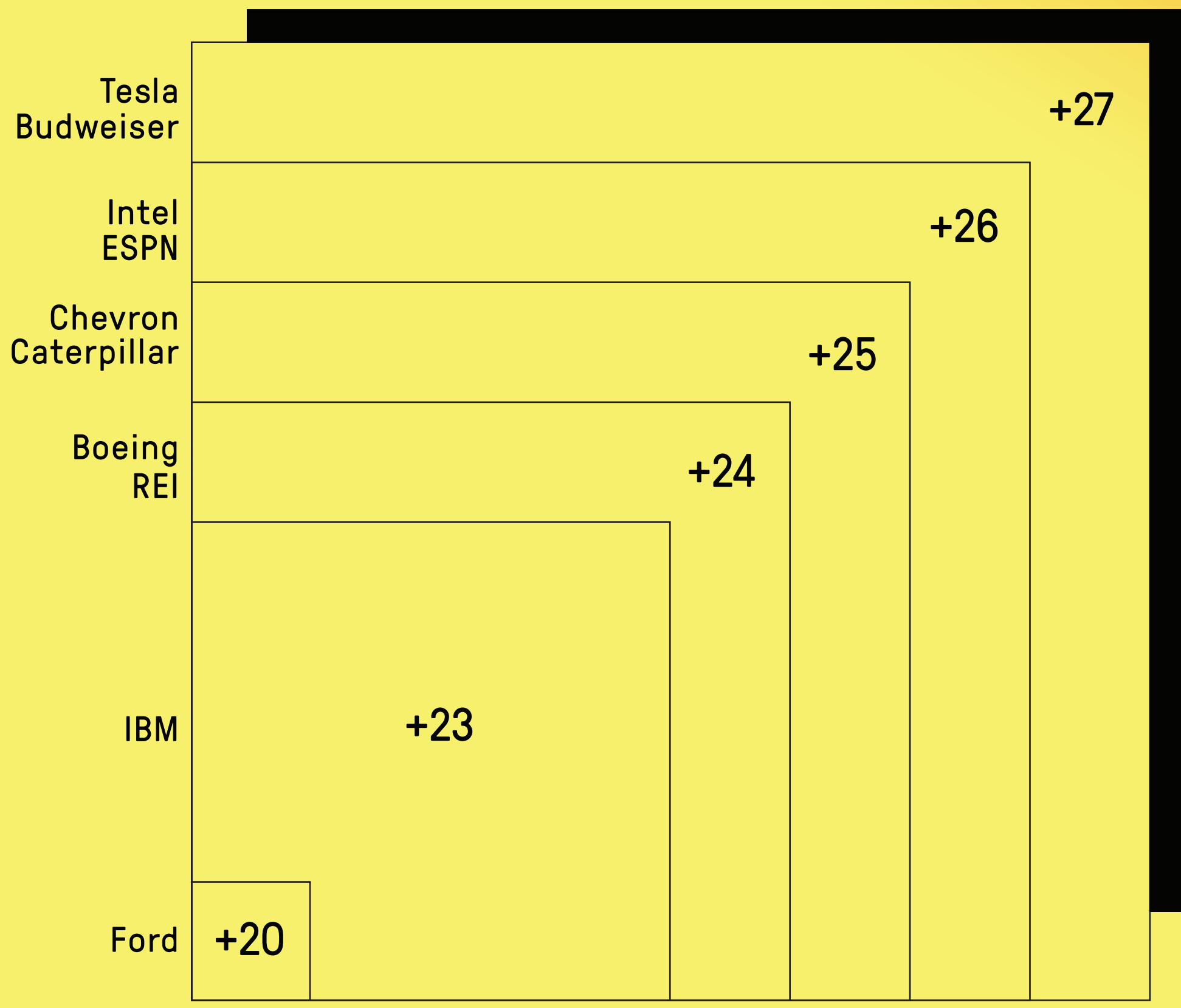
Female ↗



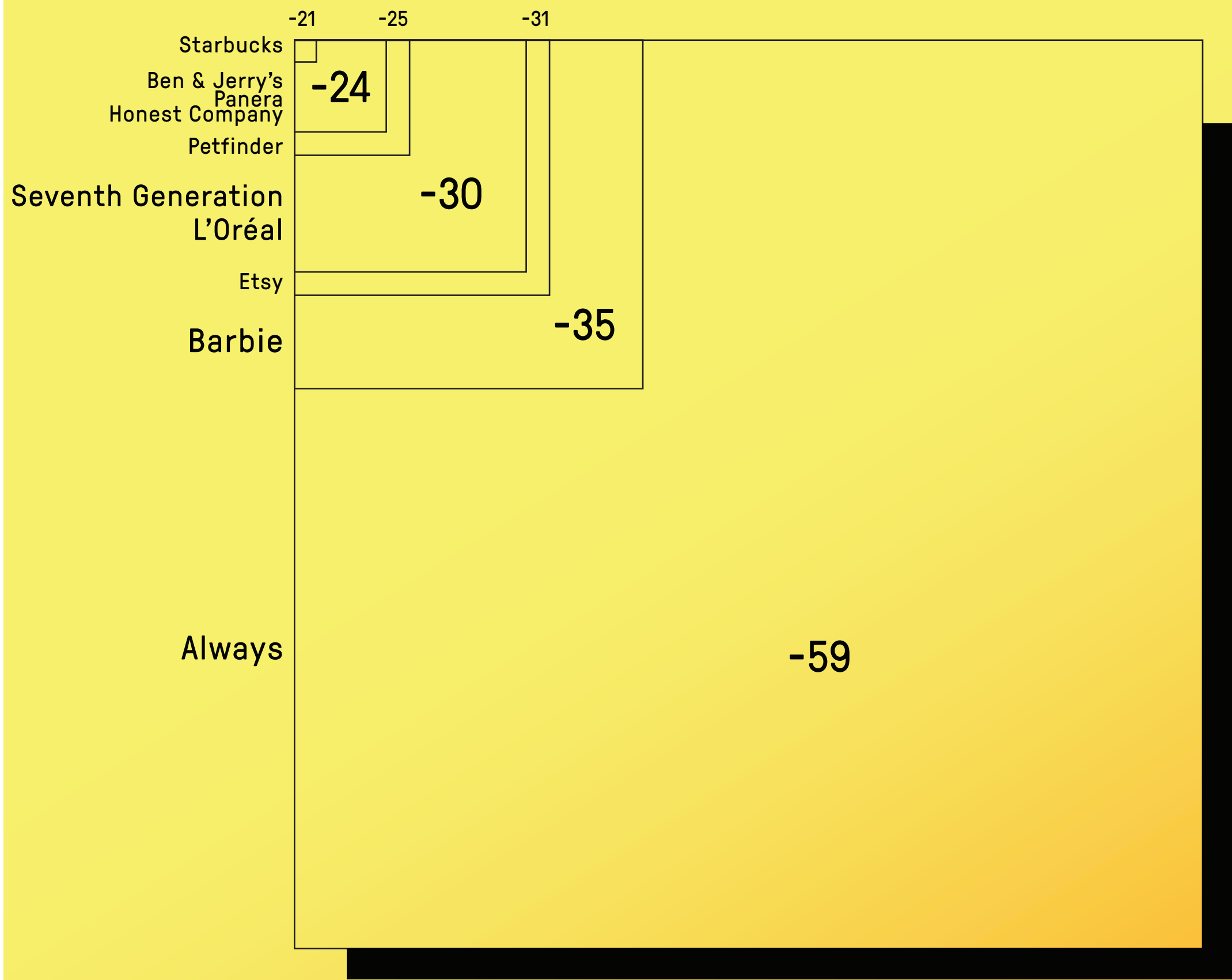
Female ▾



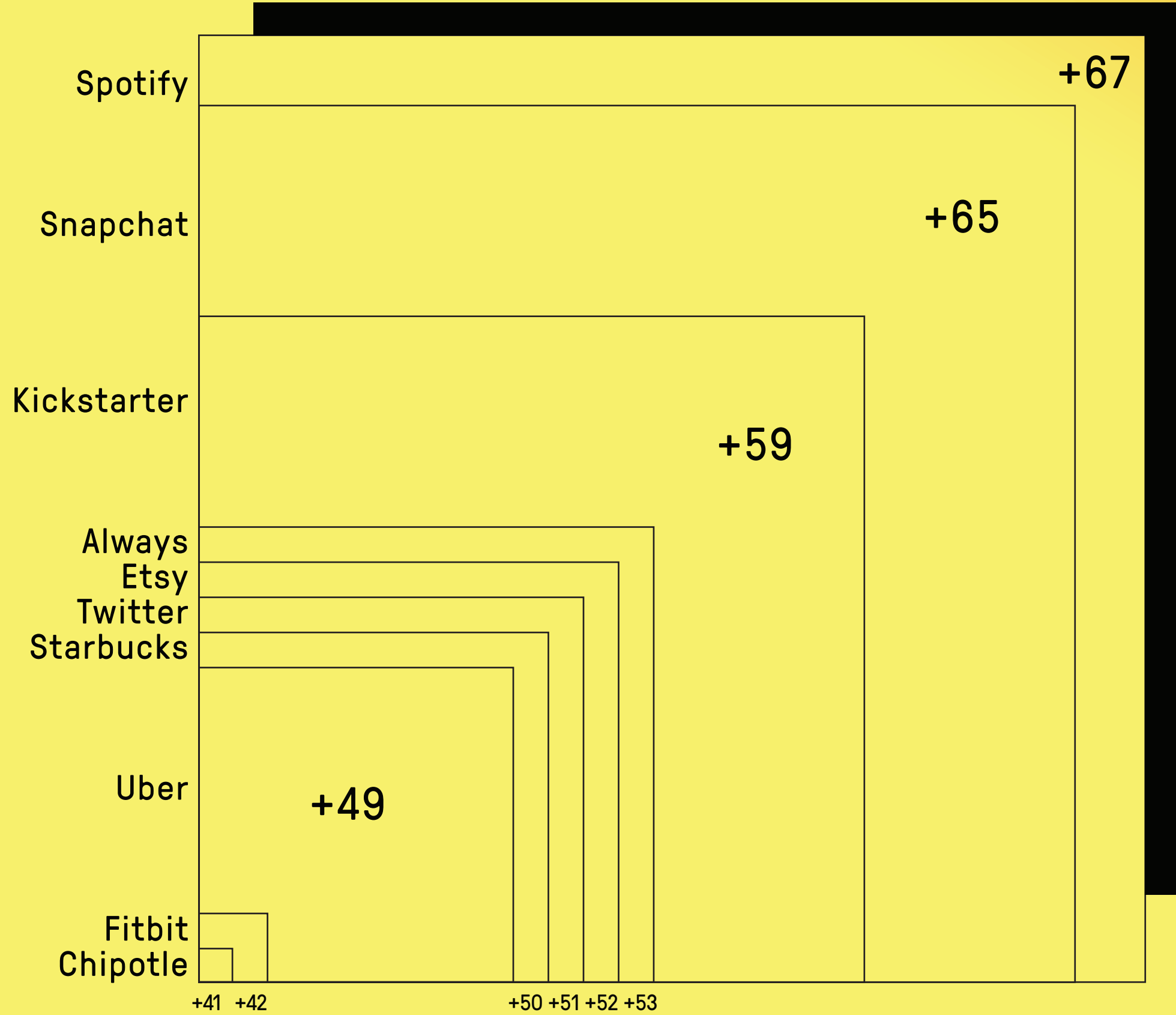
Male ↗



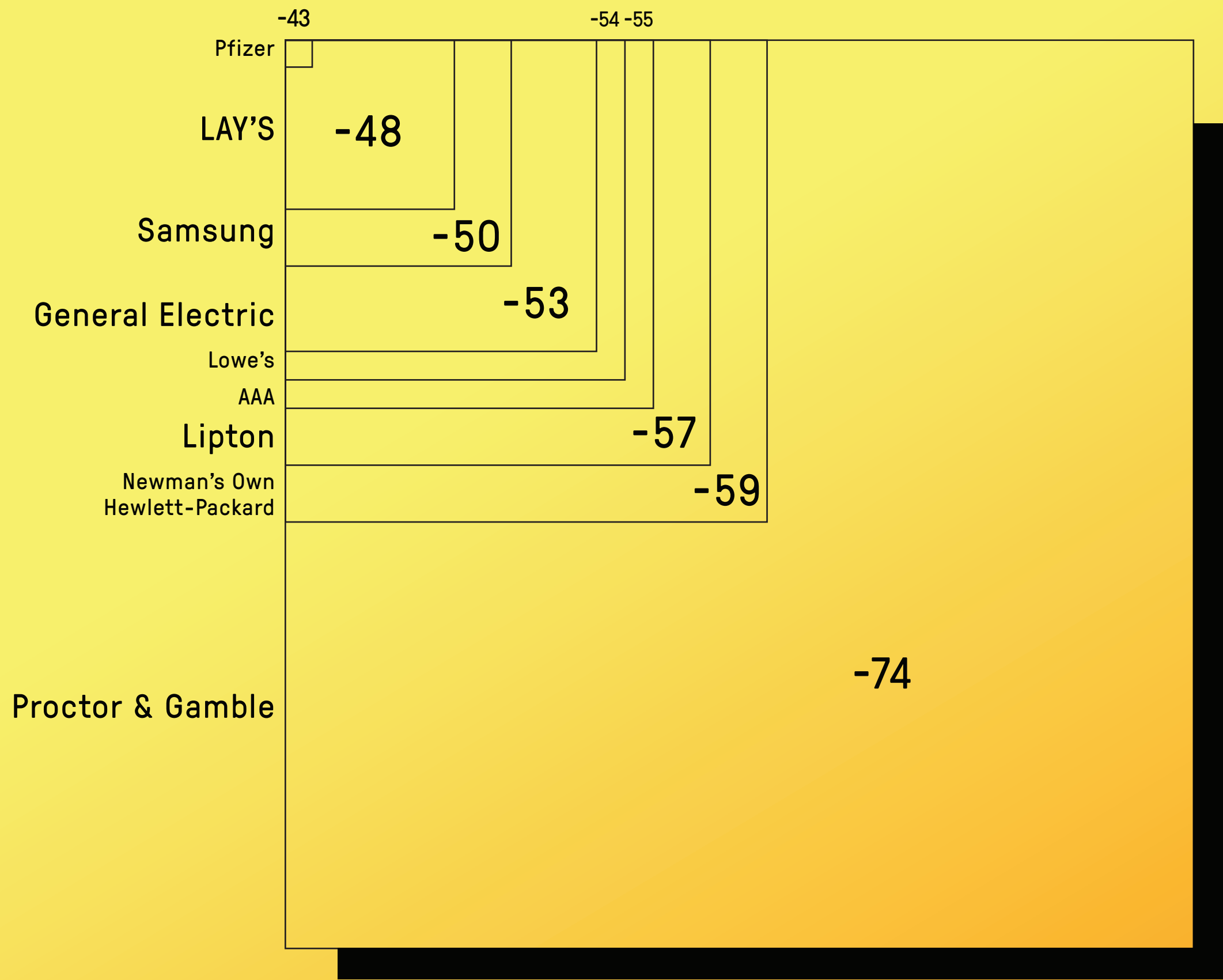
Male ↘



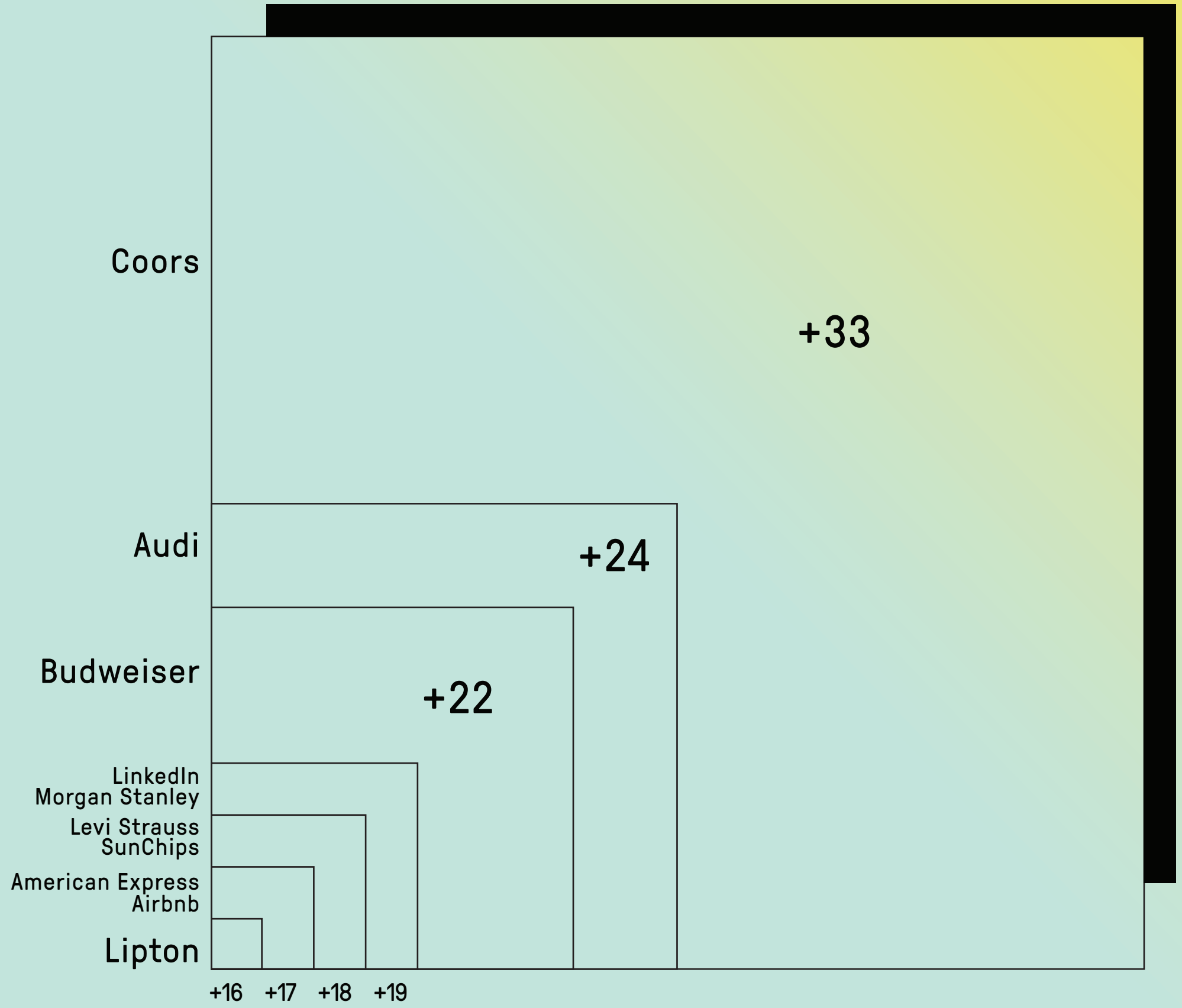
Millenials ↗



Millenials ↘

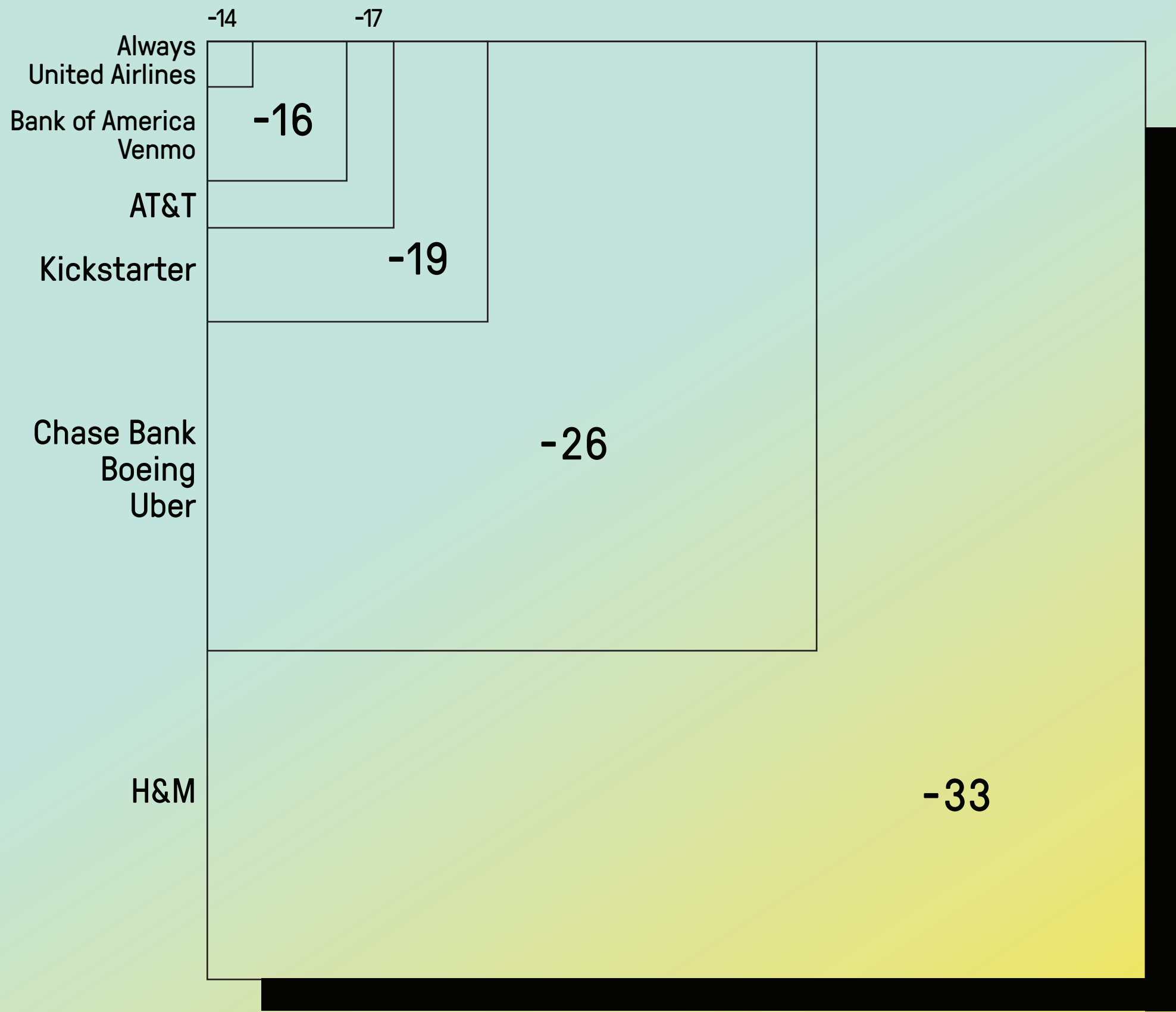


Gen X ↗

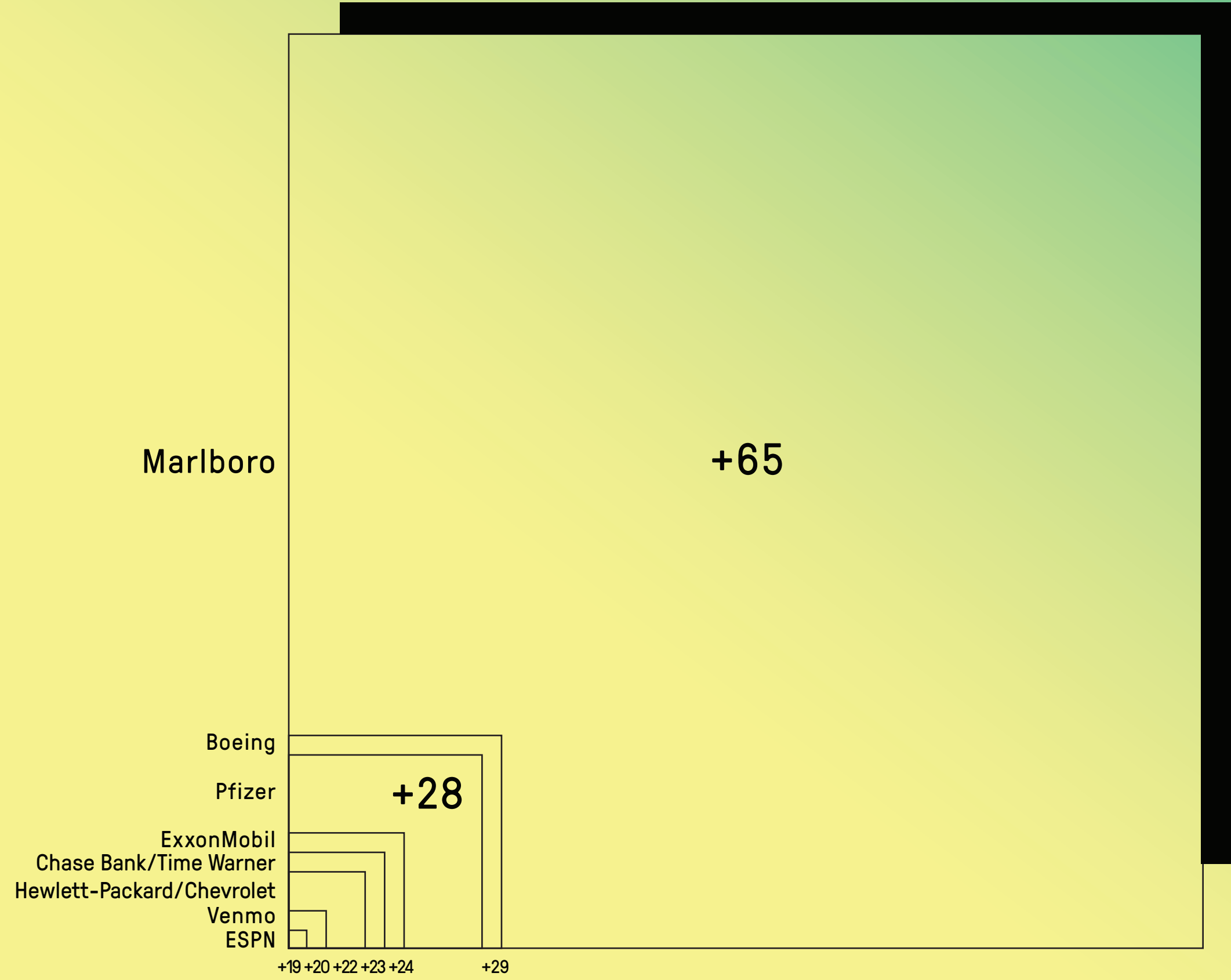




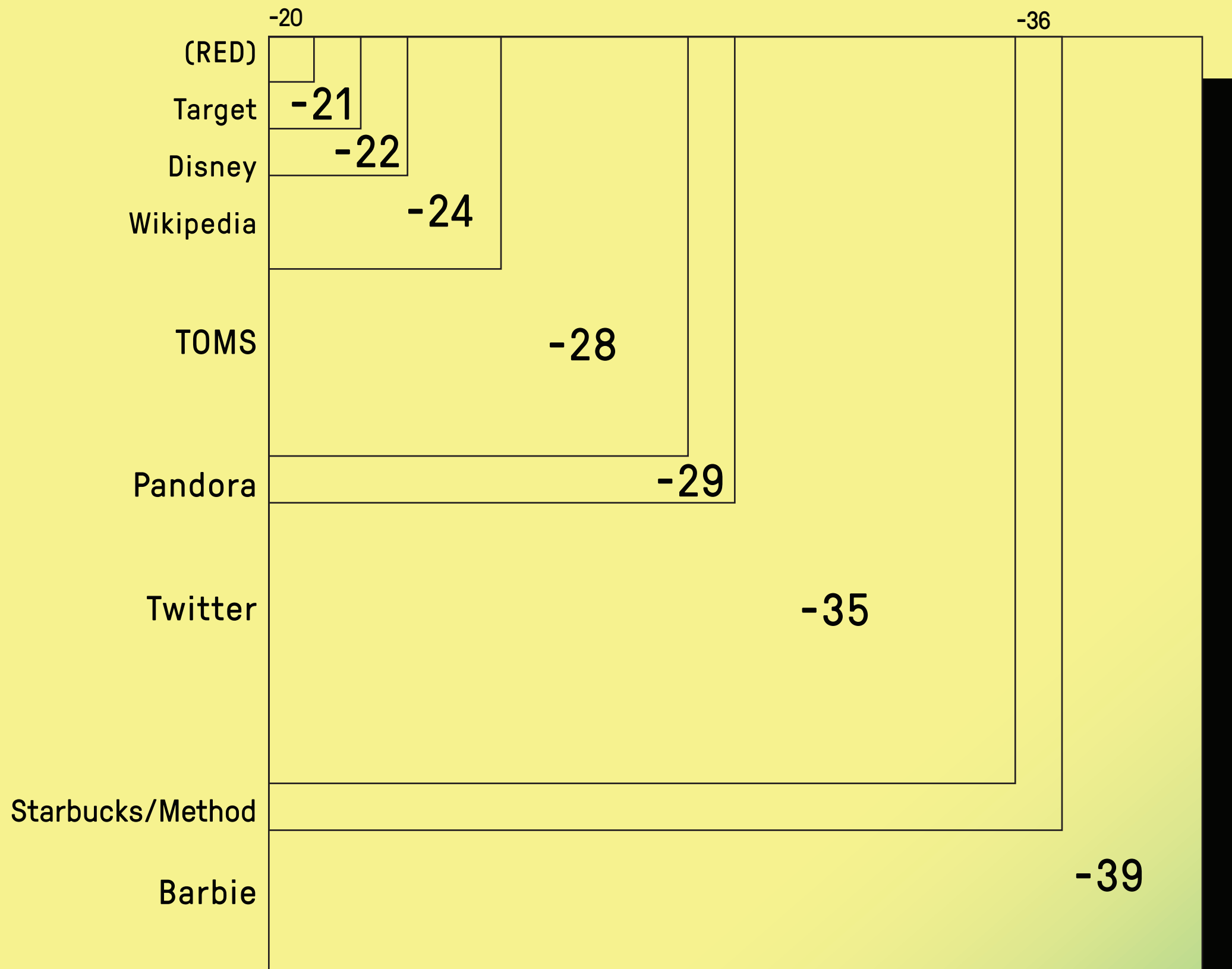
Gen X ↘



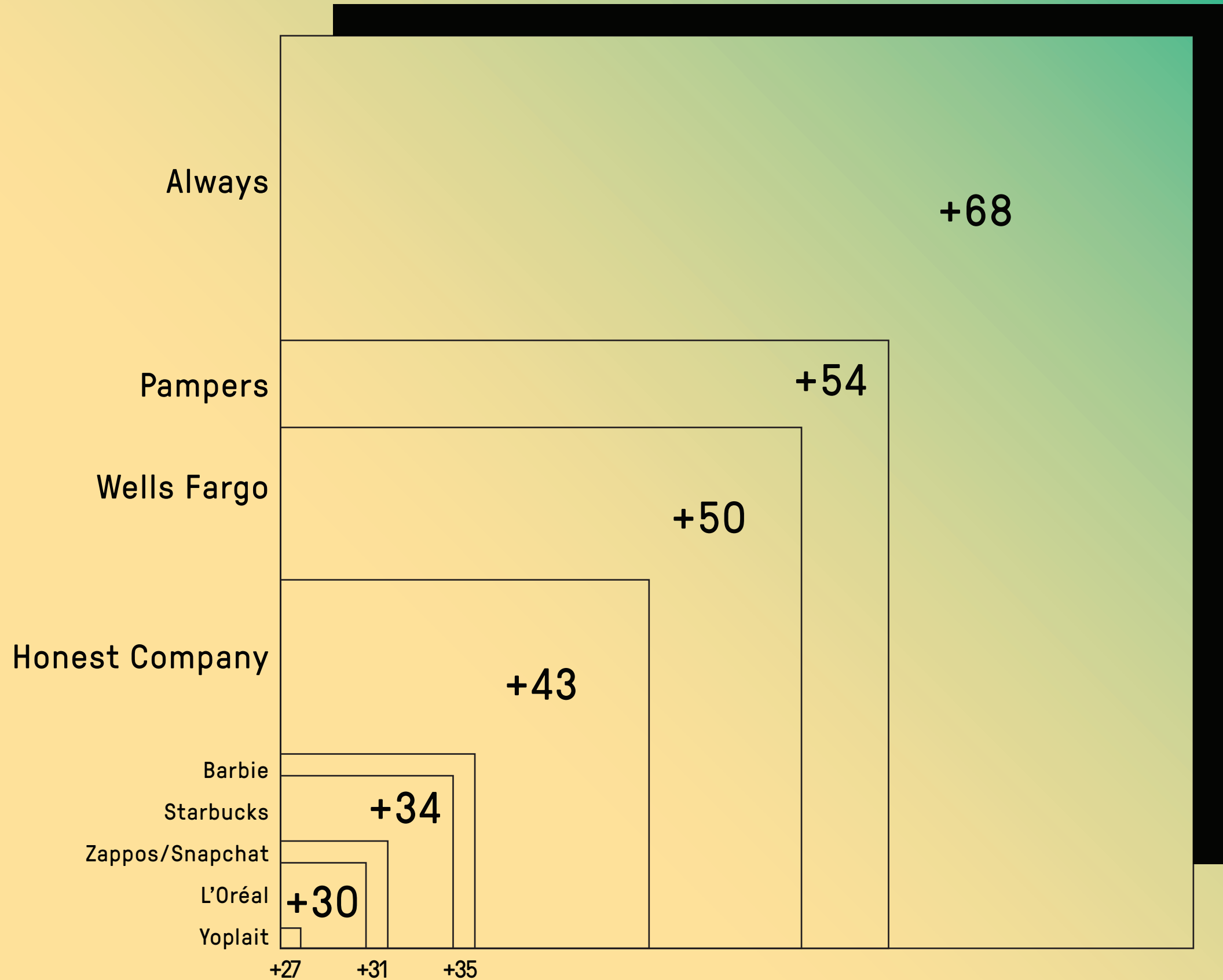
Boomers ↗



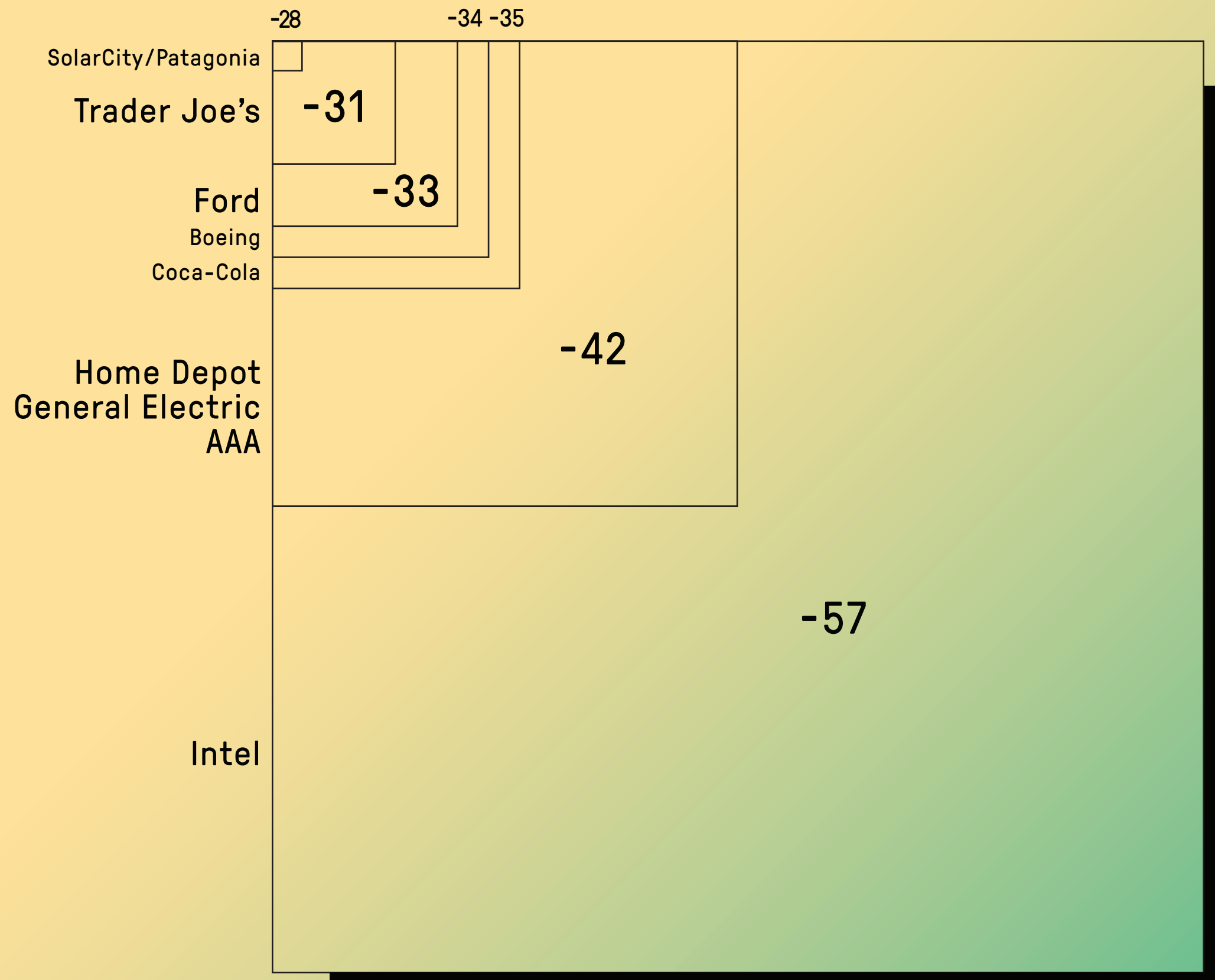
# Boomers ↘



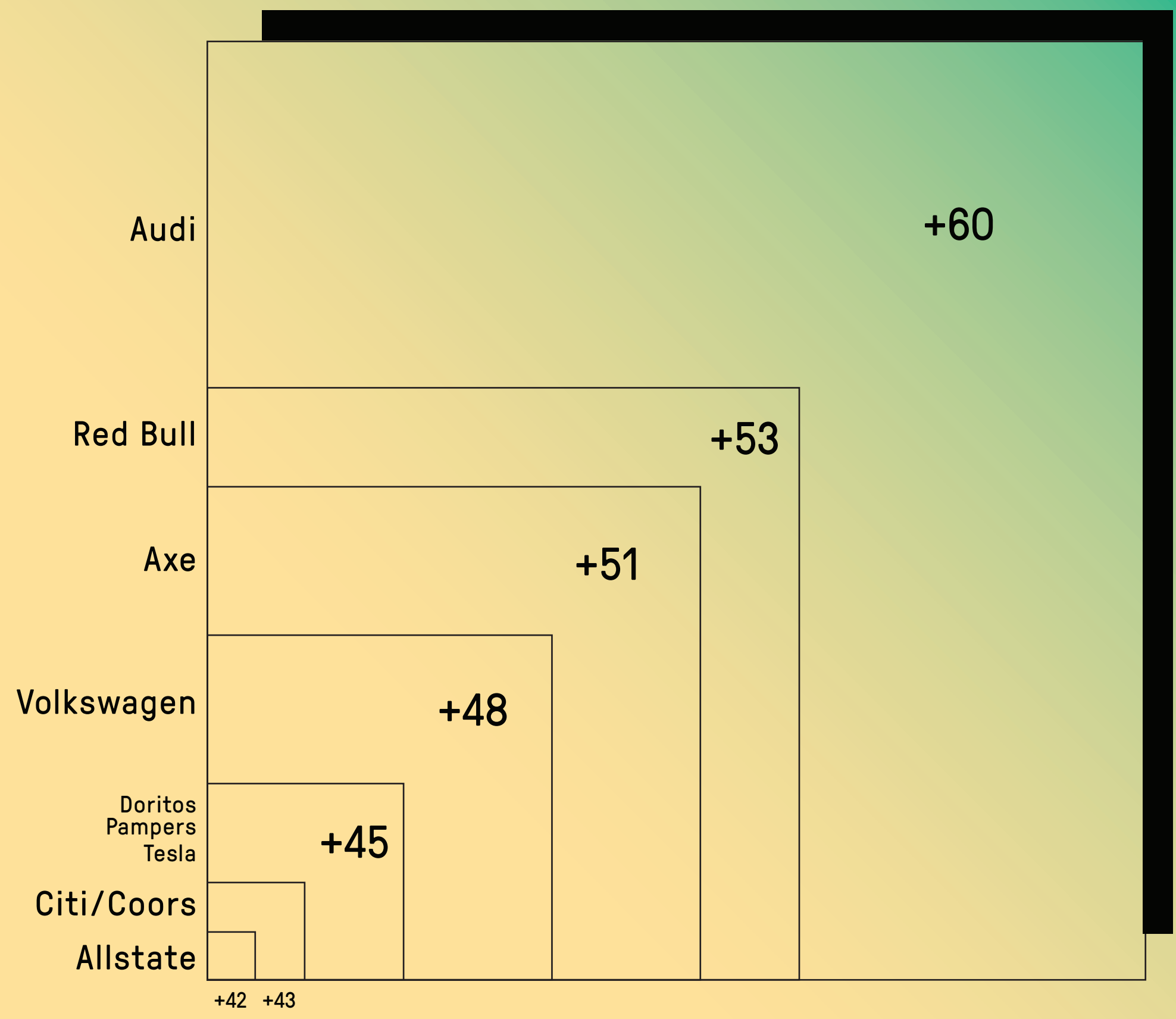
Moms ↗



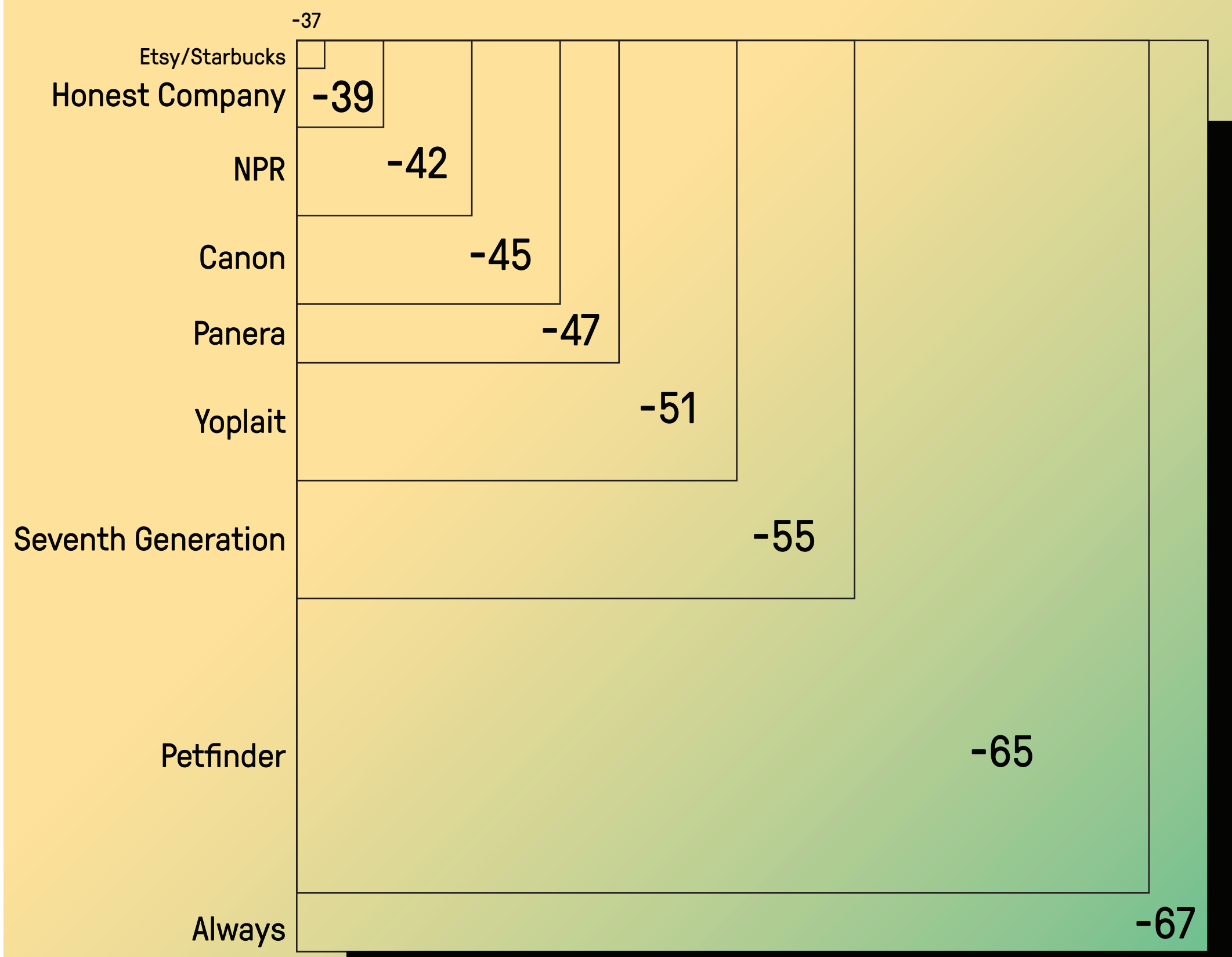
Moms ↘



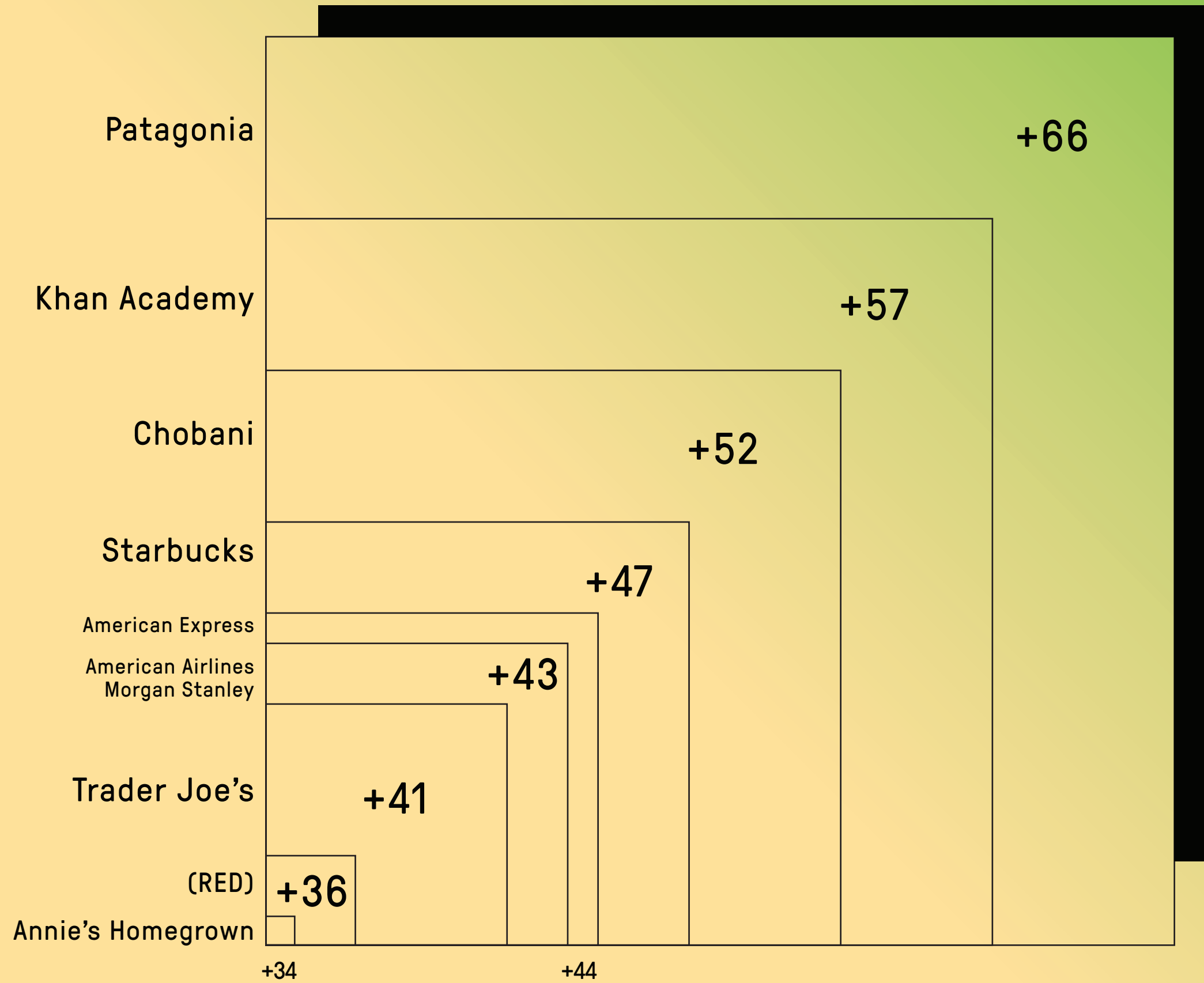
Dads ↗



Dads ↘

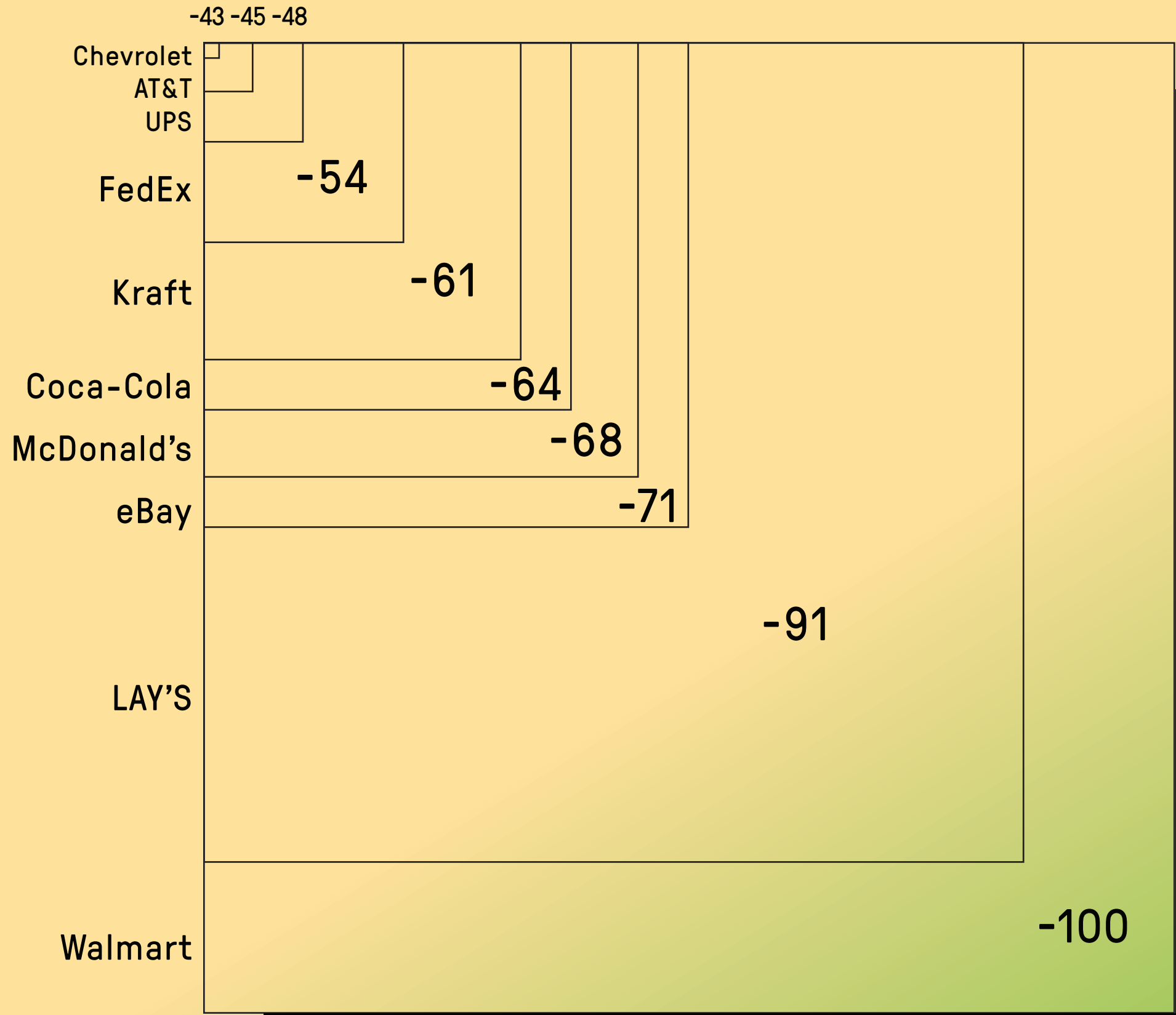


Elites ↗

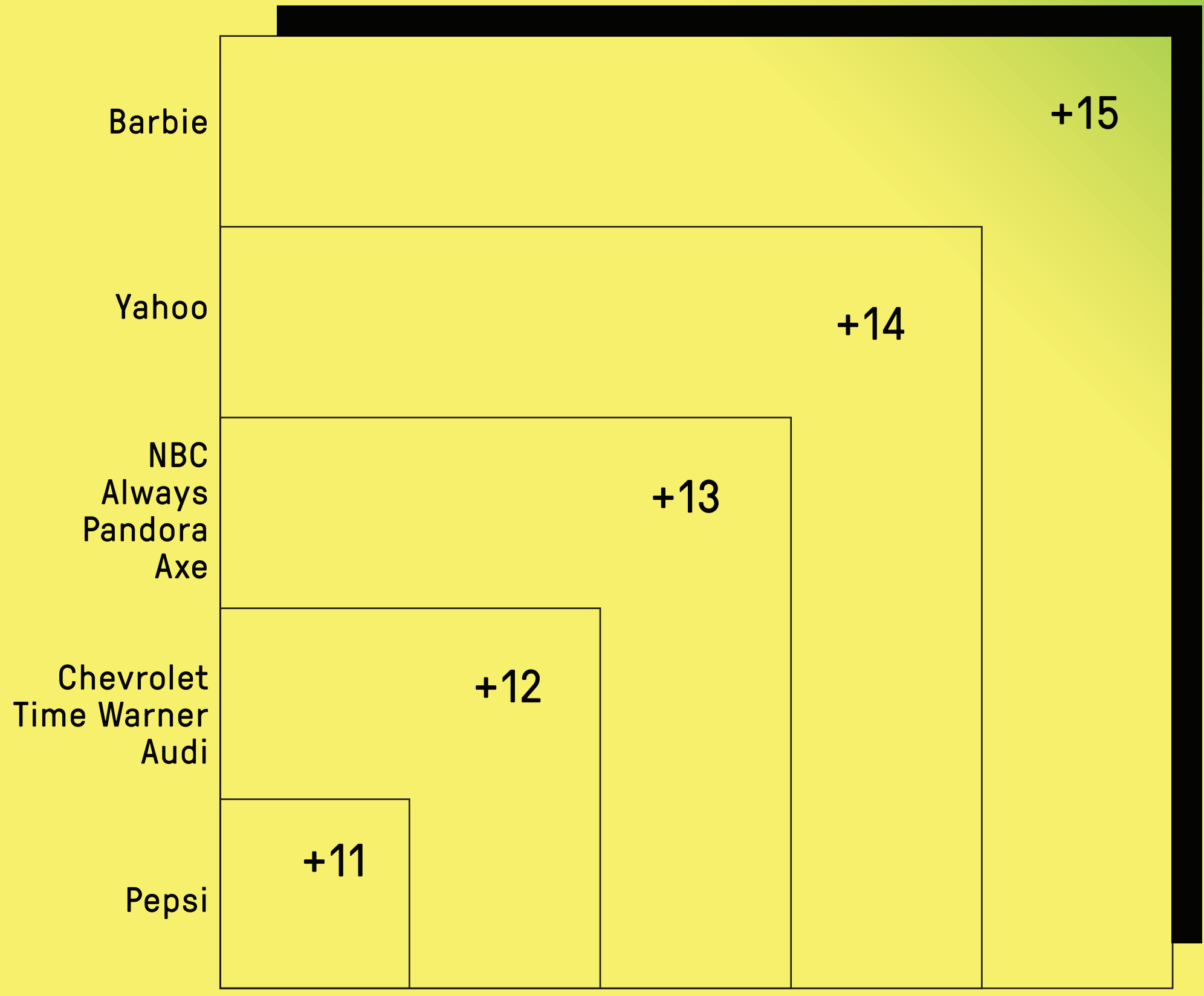




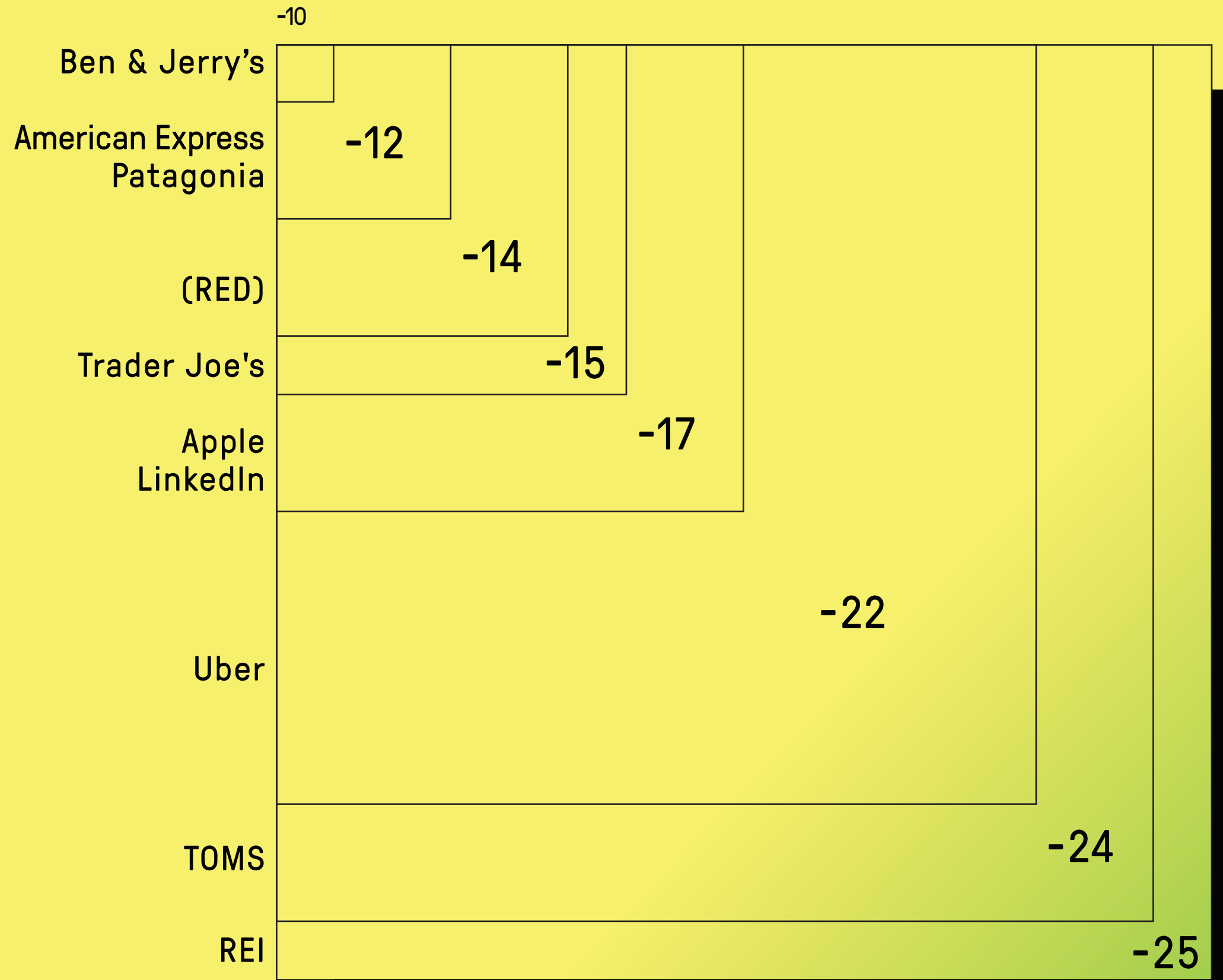
Elites ↘



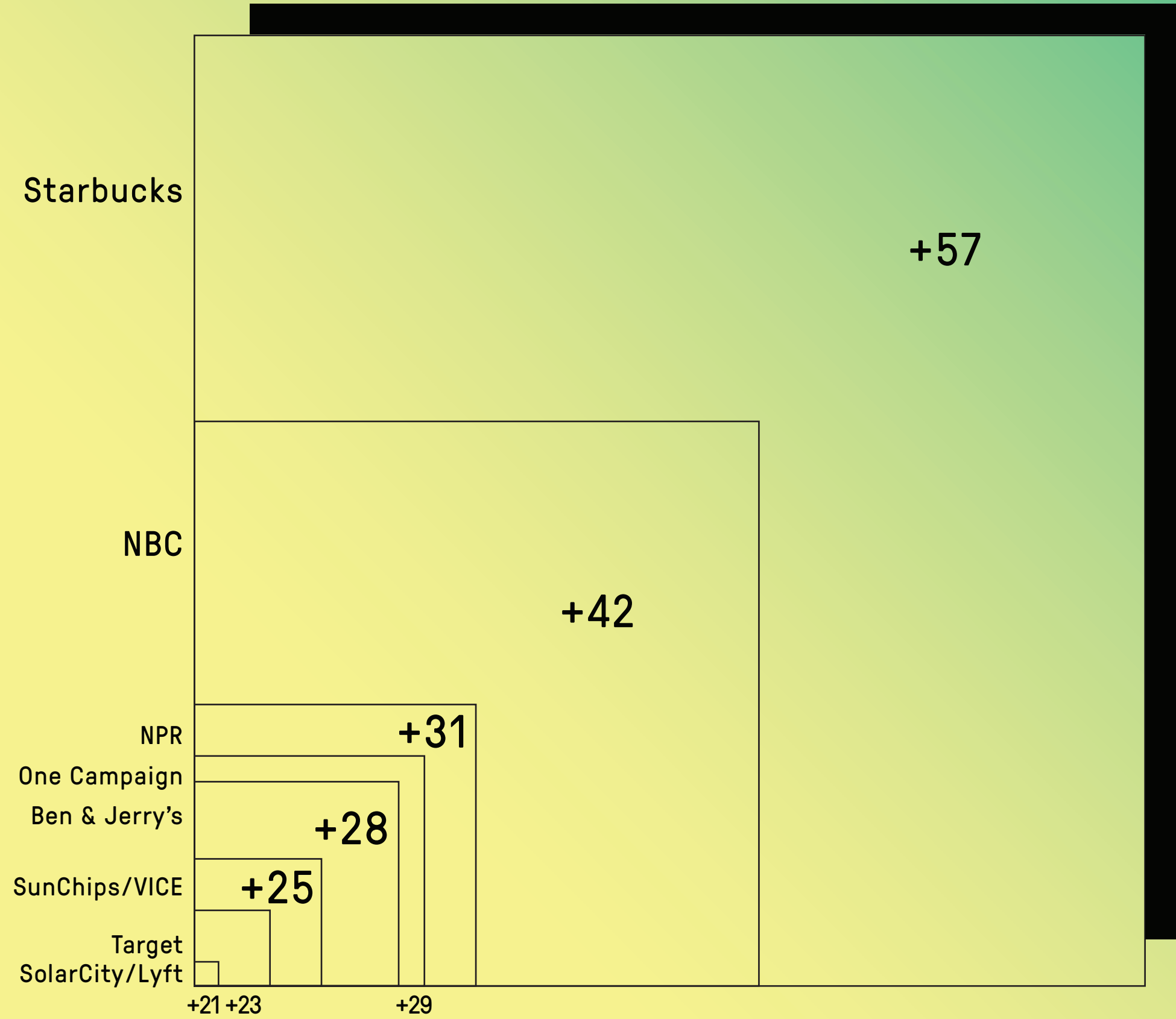
Low Income ↗



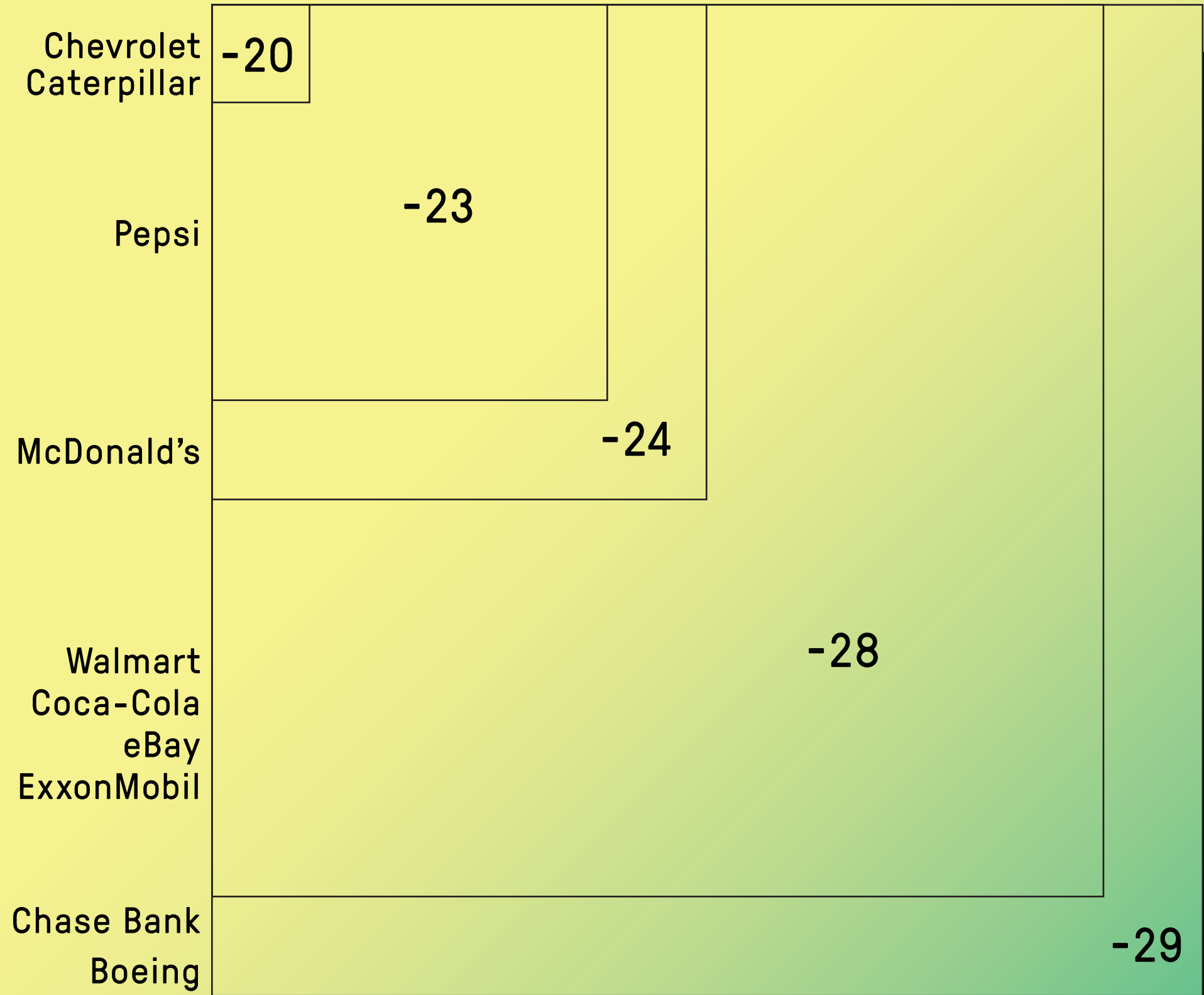
Low Income ↘



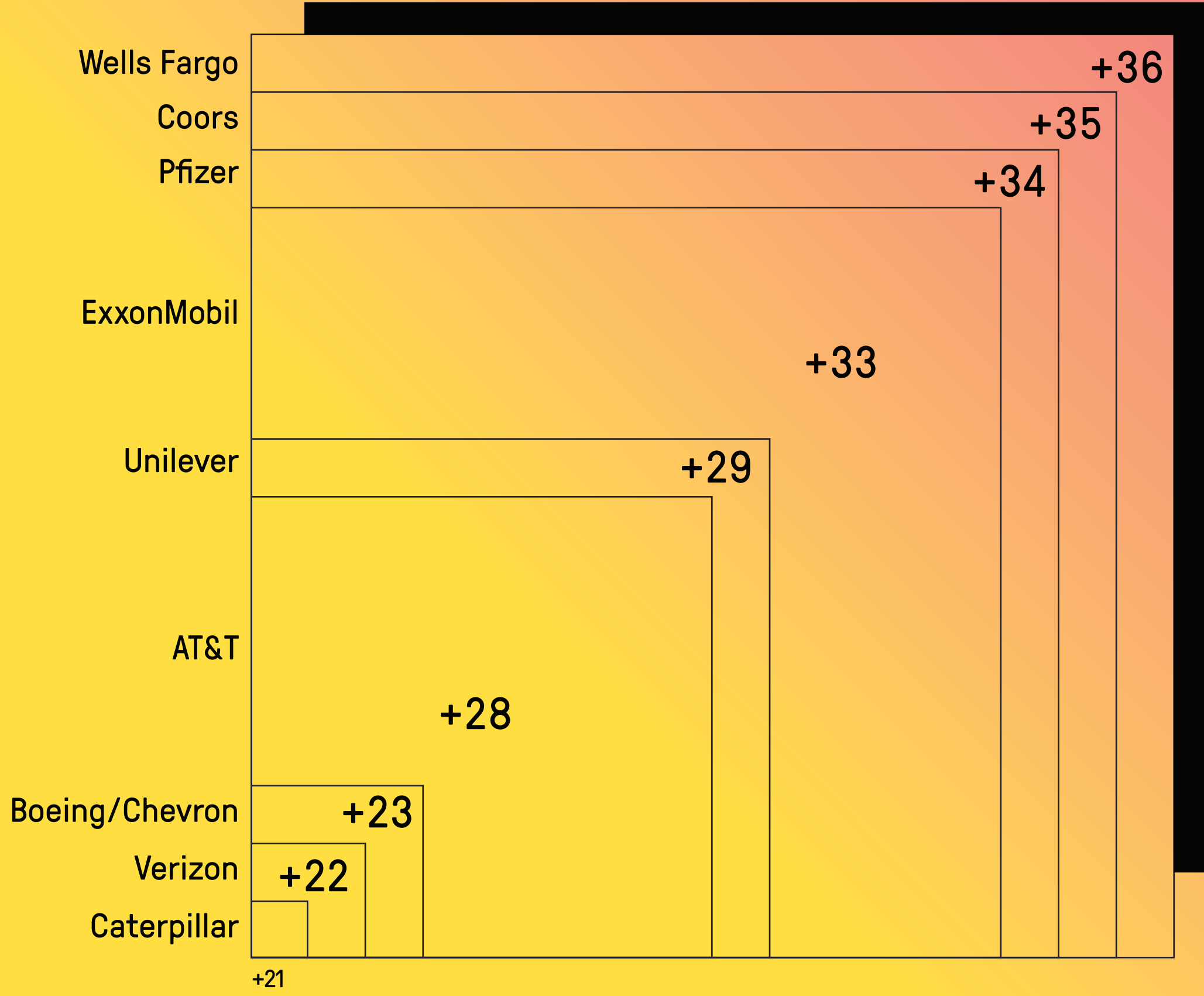
Democrats ↗



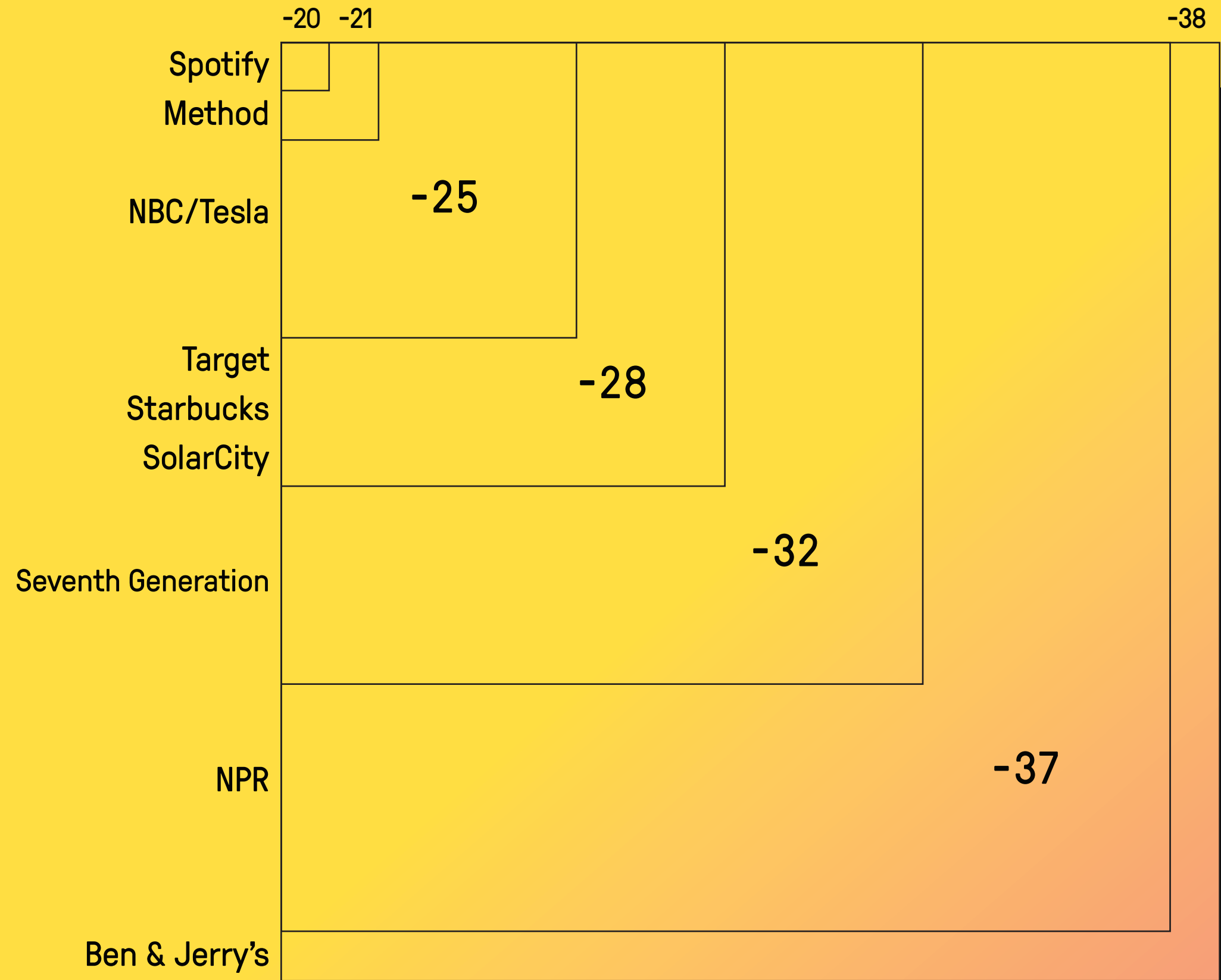
Democrats ↘



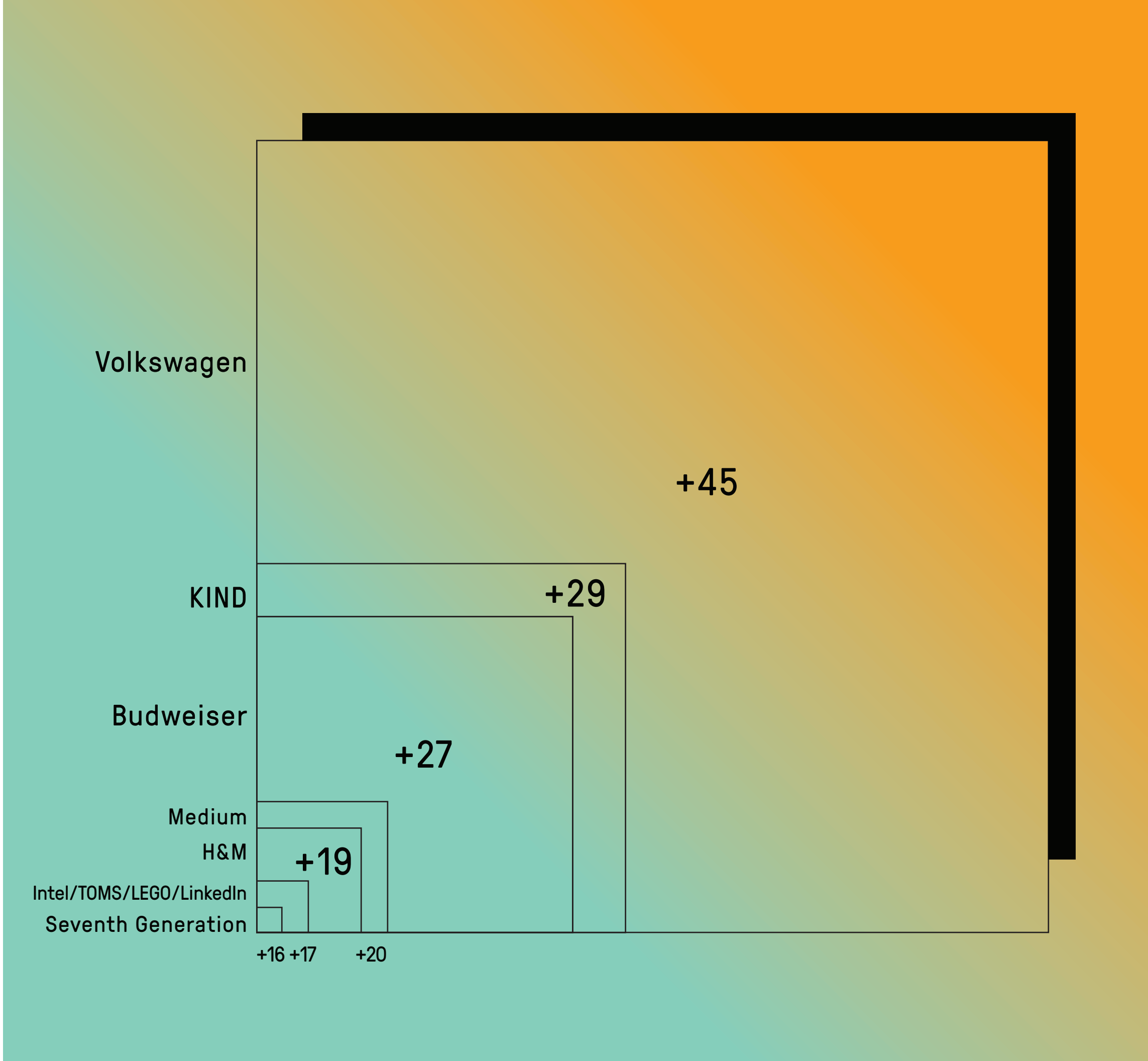
Republicans ↗



Republicans ↘



Independents ↗

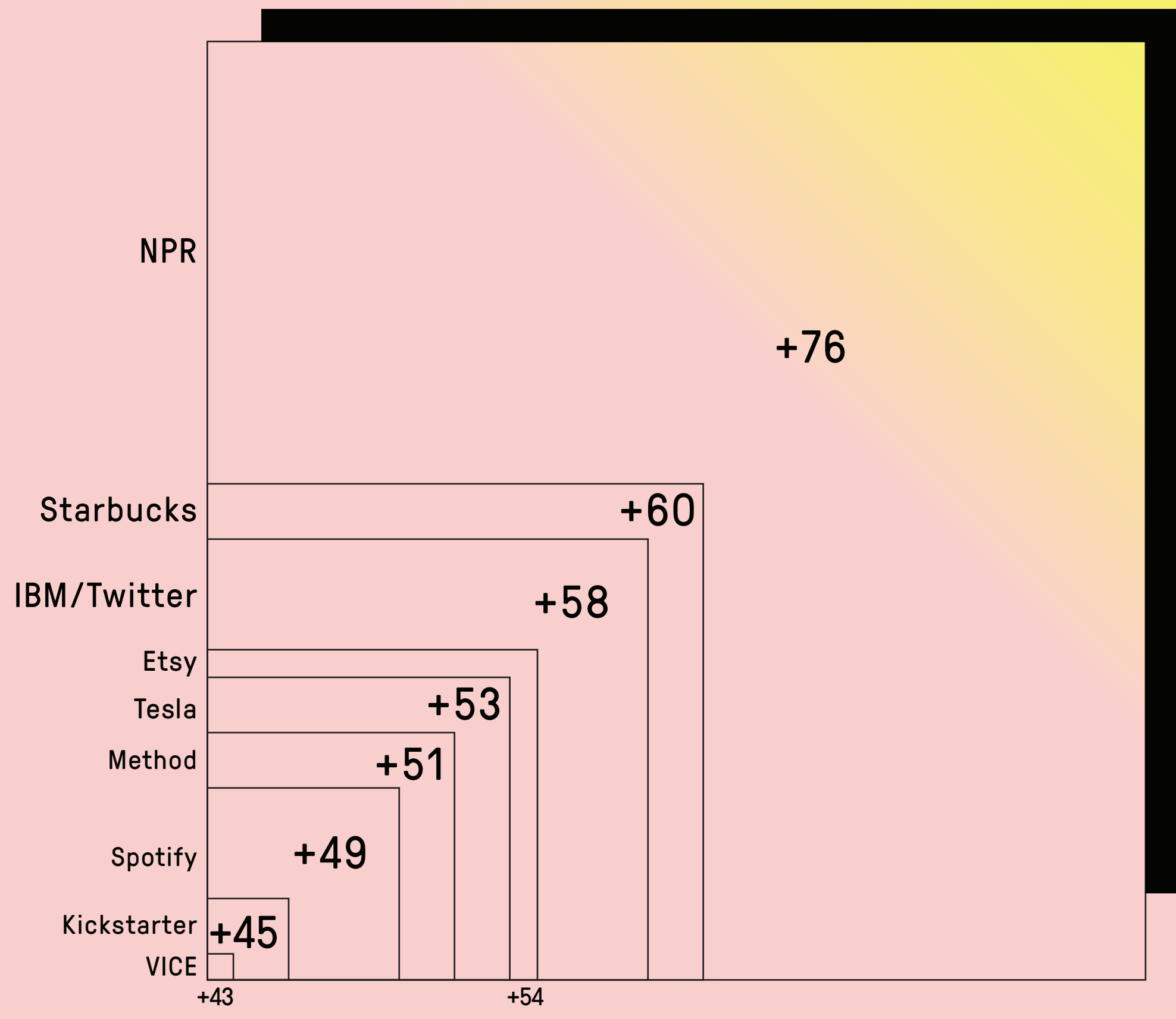




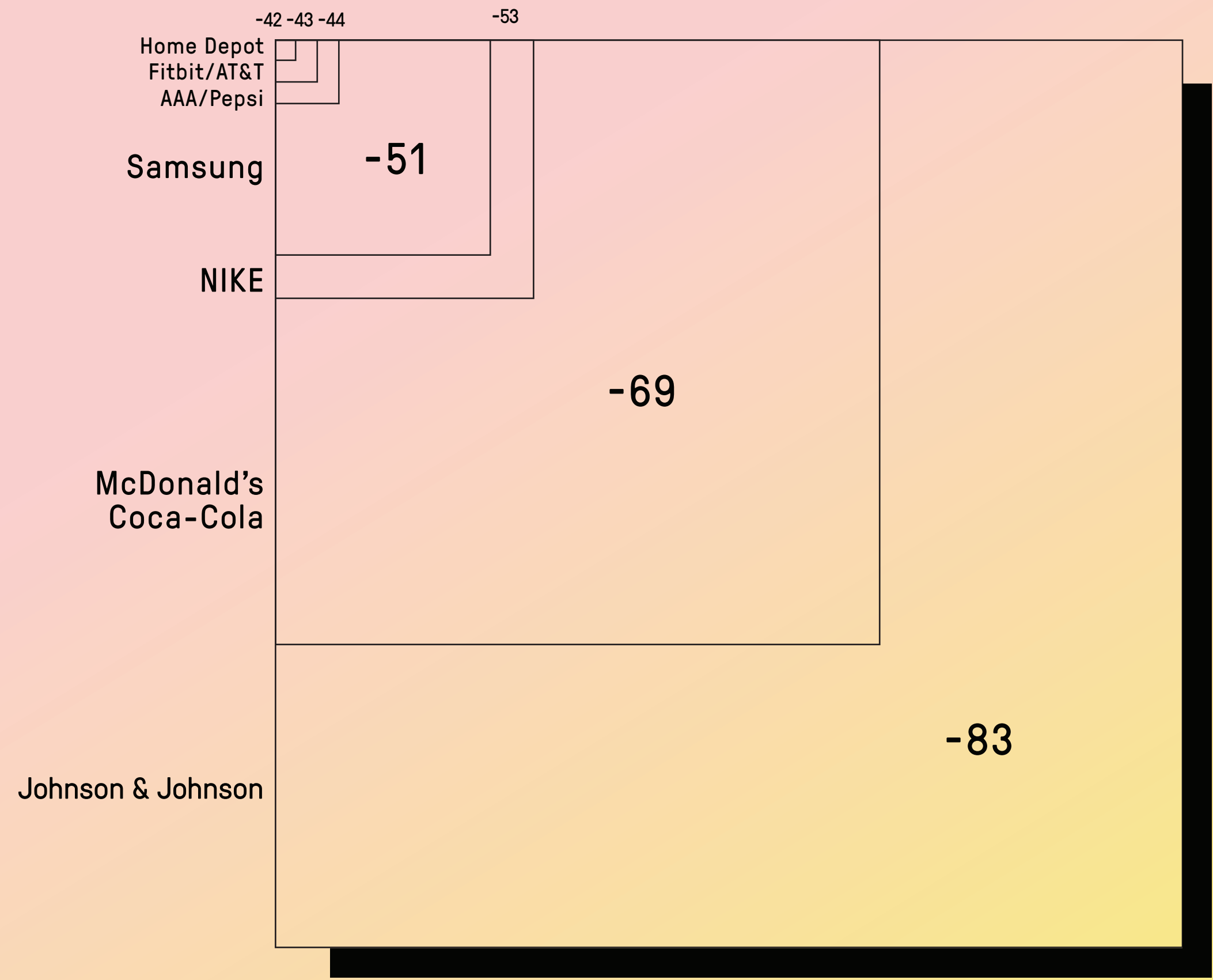
Independents ↘



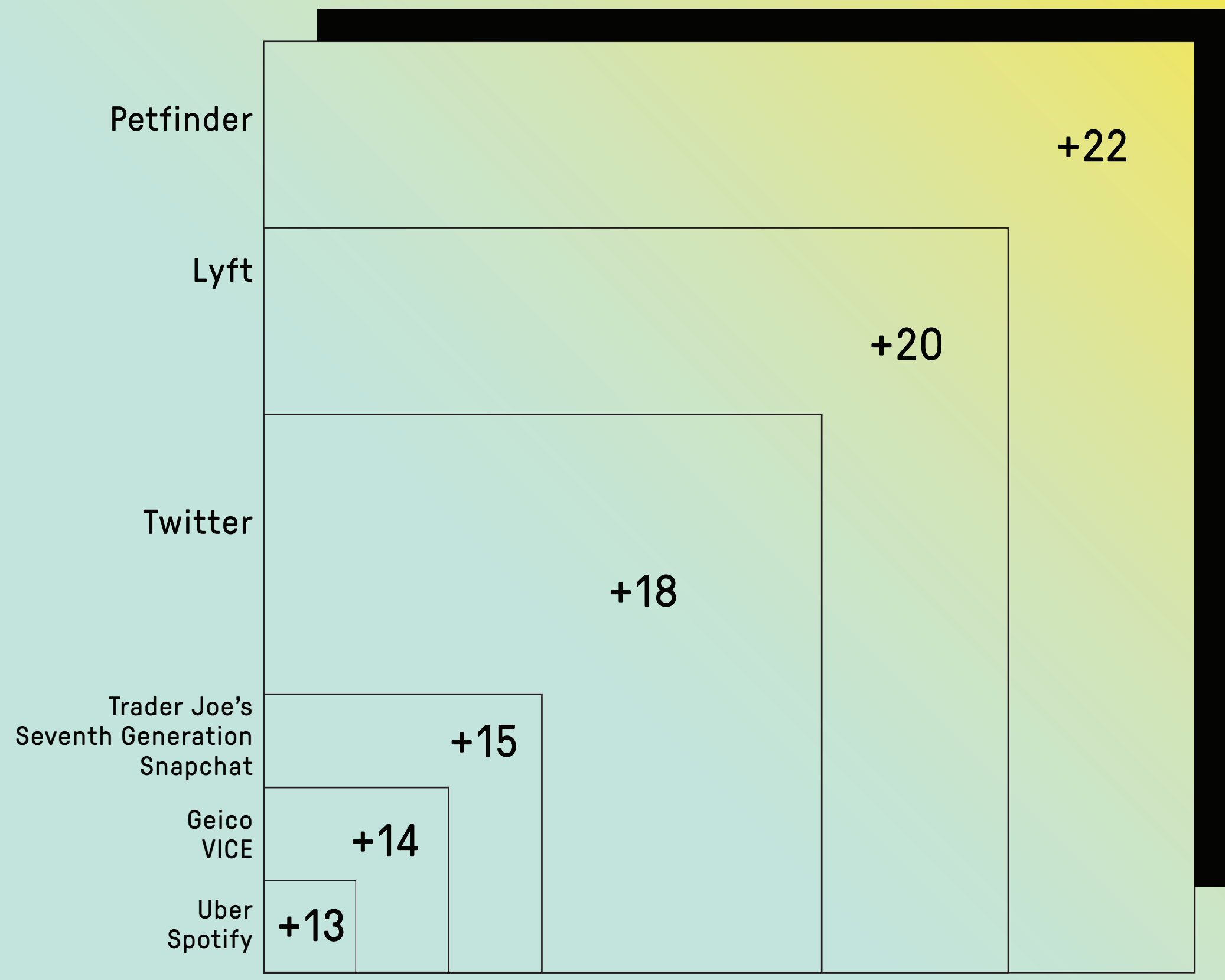
Active Participants ↗



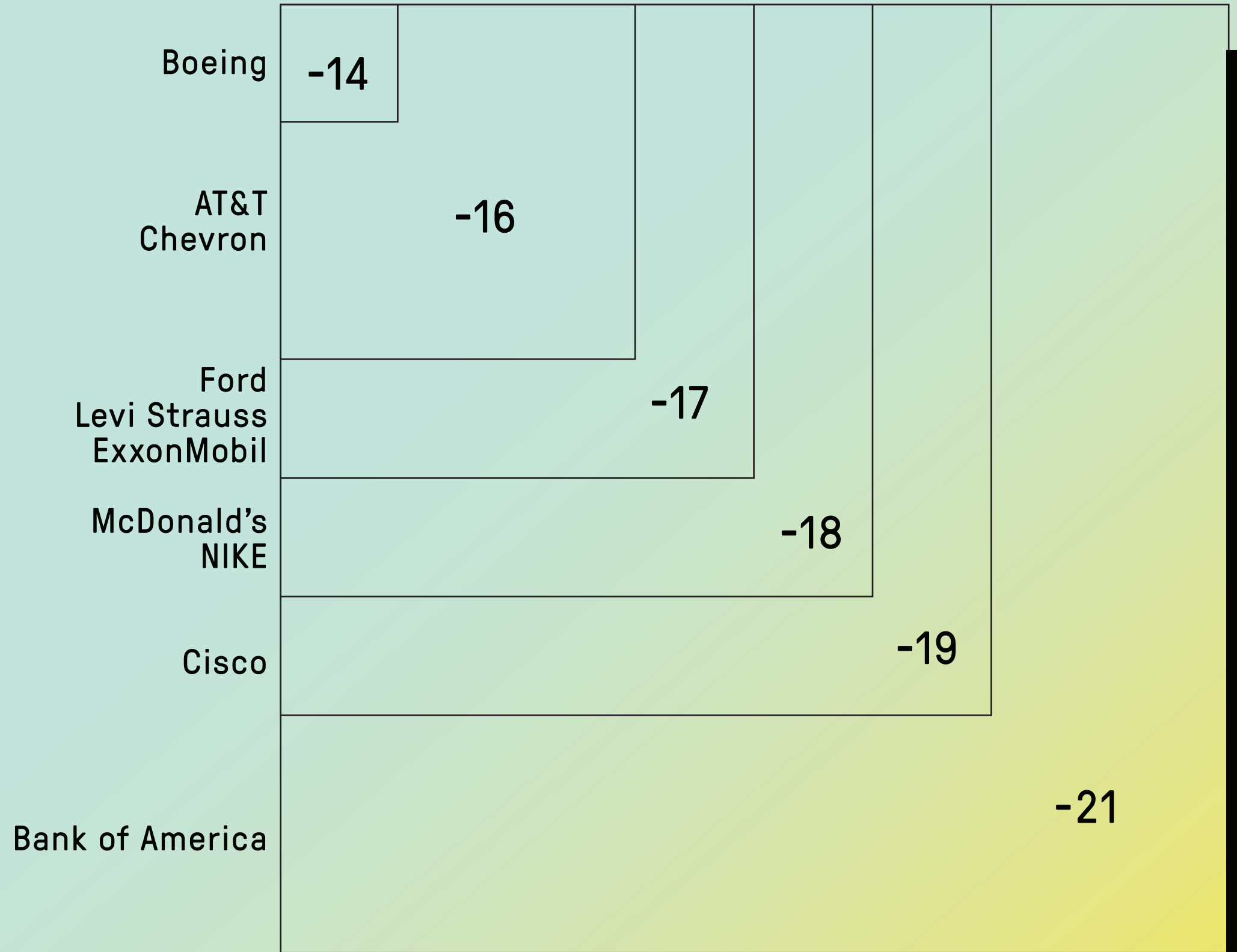
Active Participants ▾



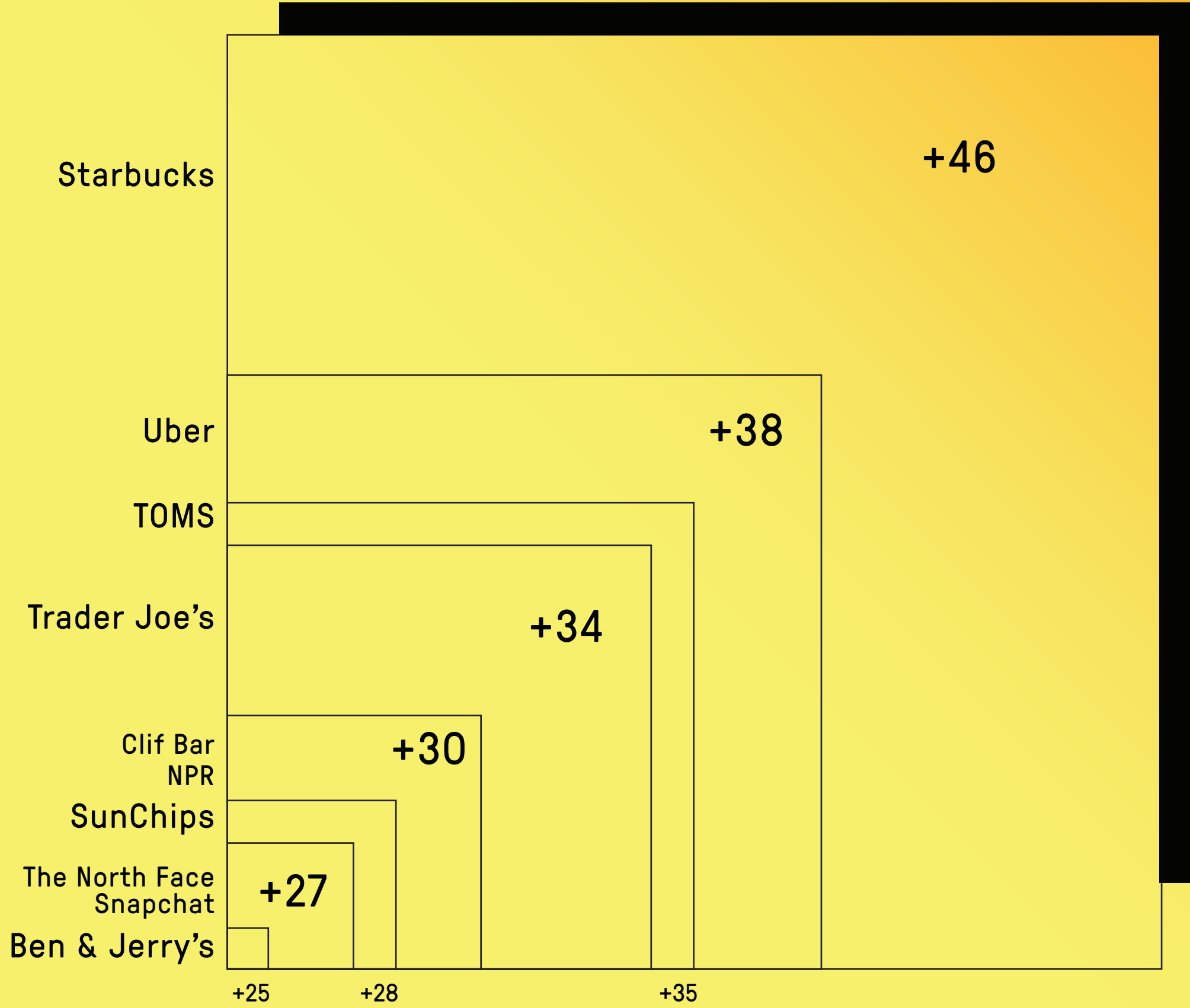
Future Concerned ↗



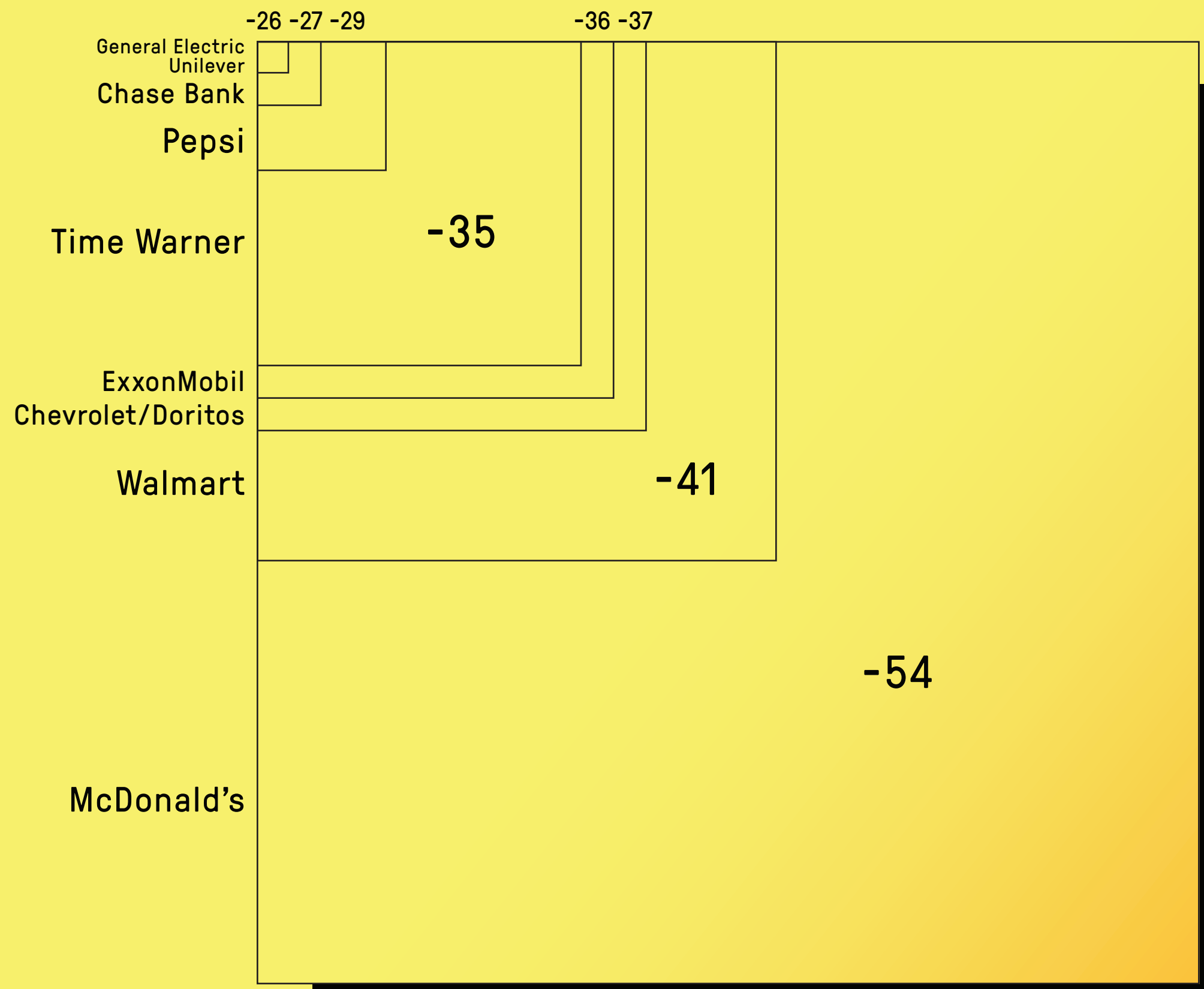
Future Concerned ↘



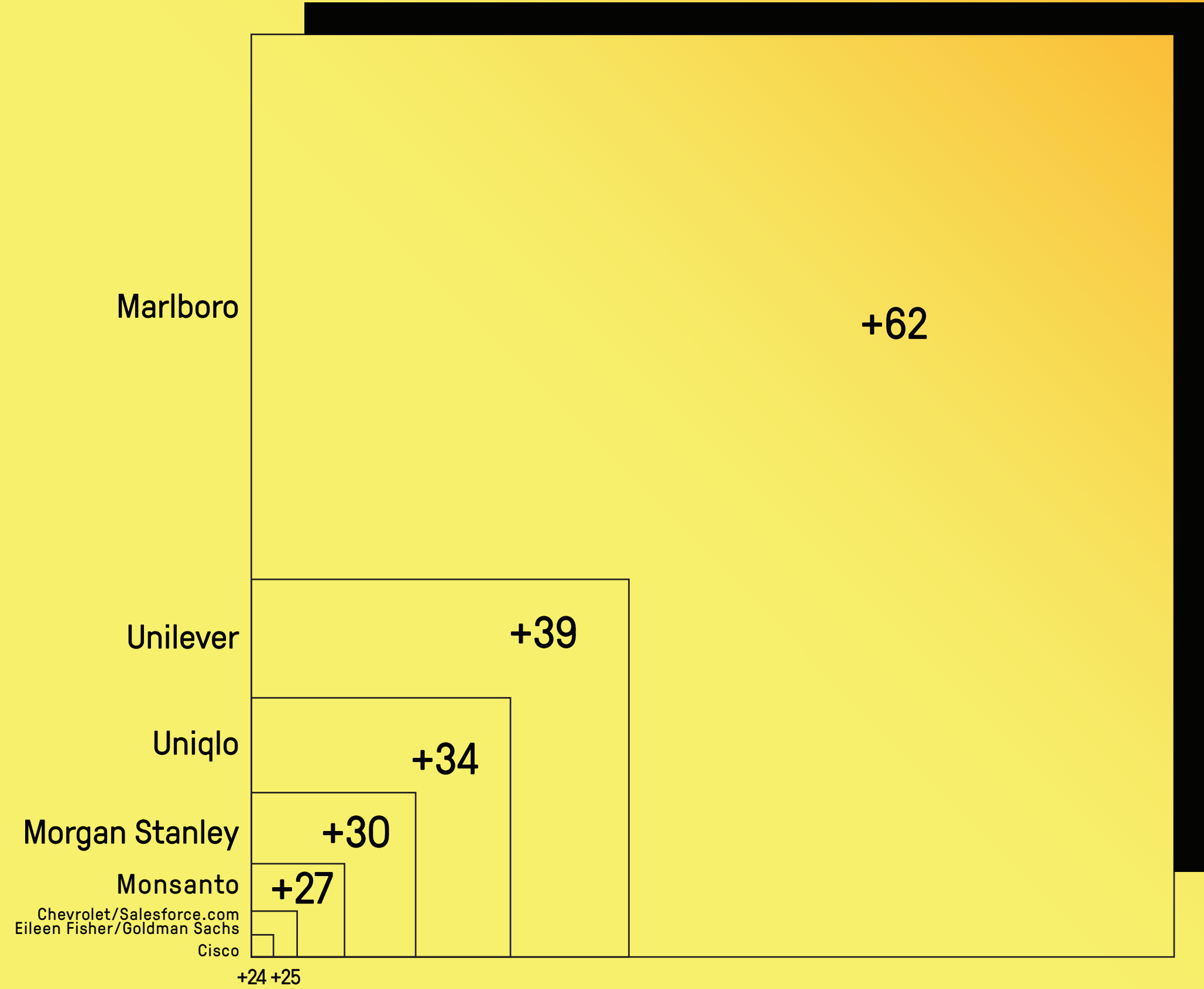
Multiculturalists ↗



Multiculturalists ↘

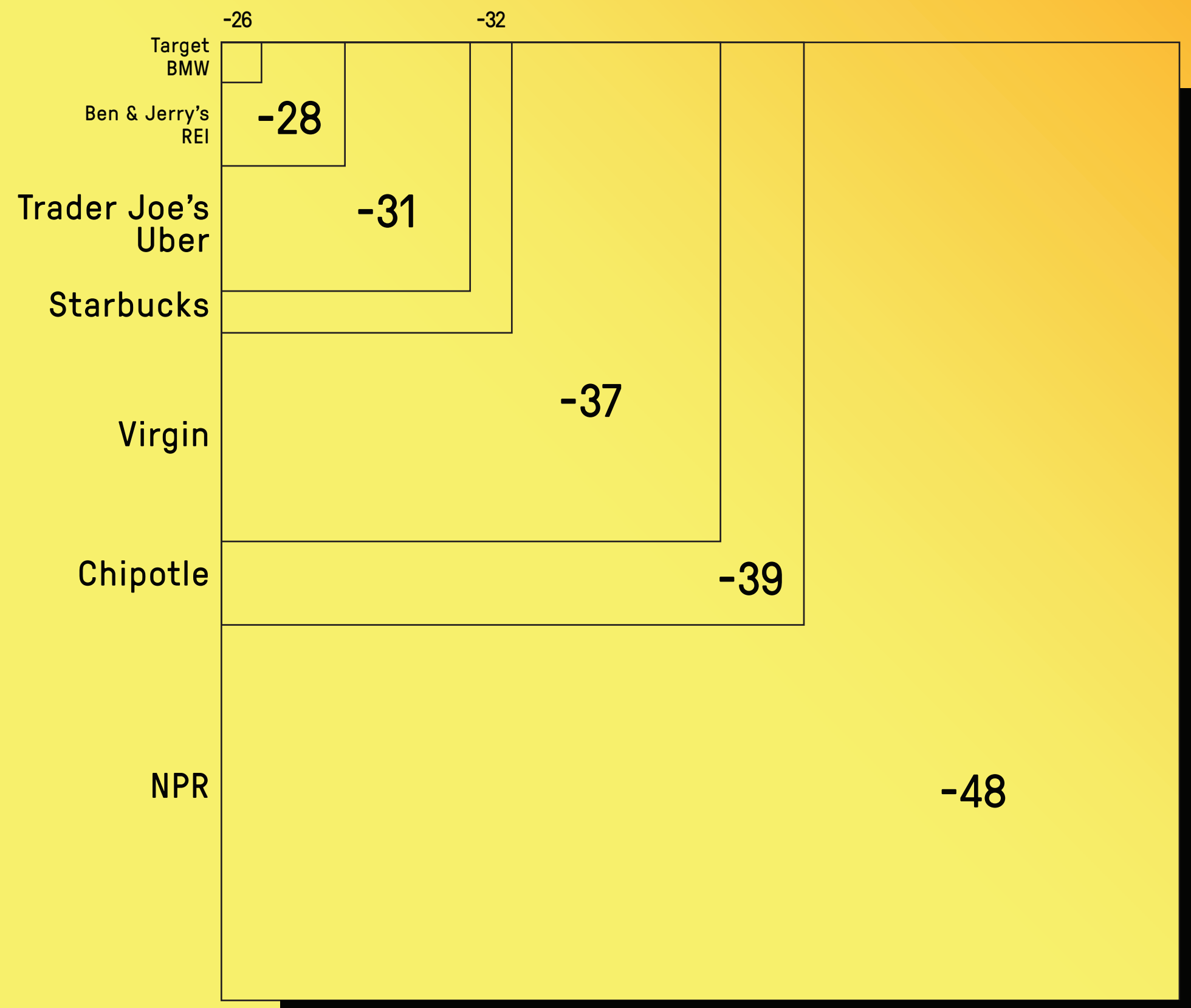


Traditionalists ↗

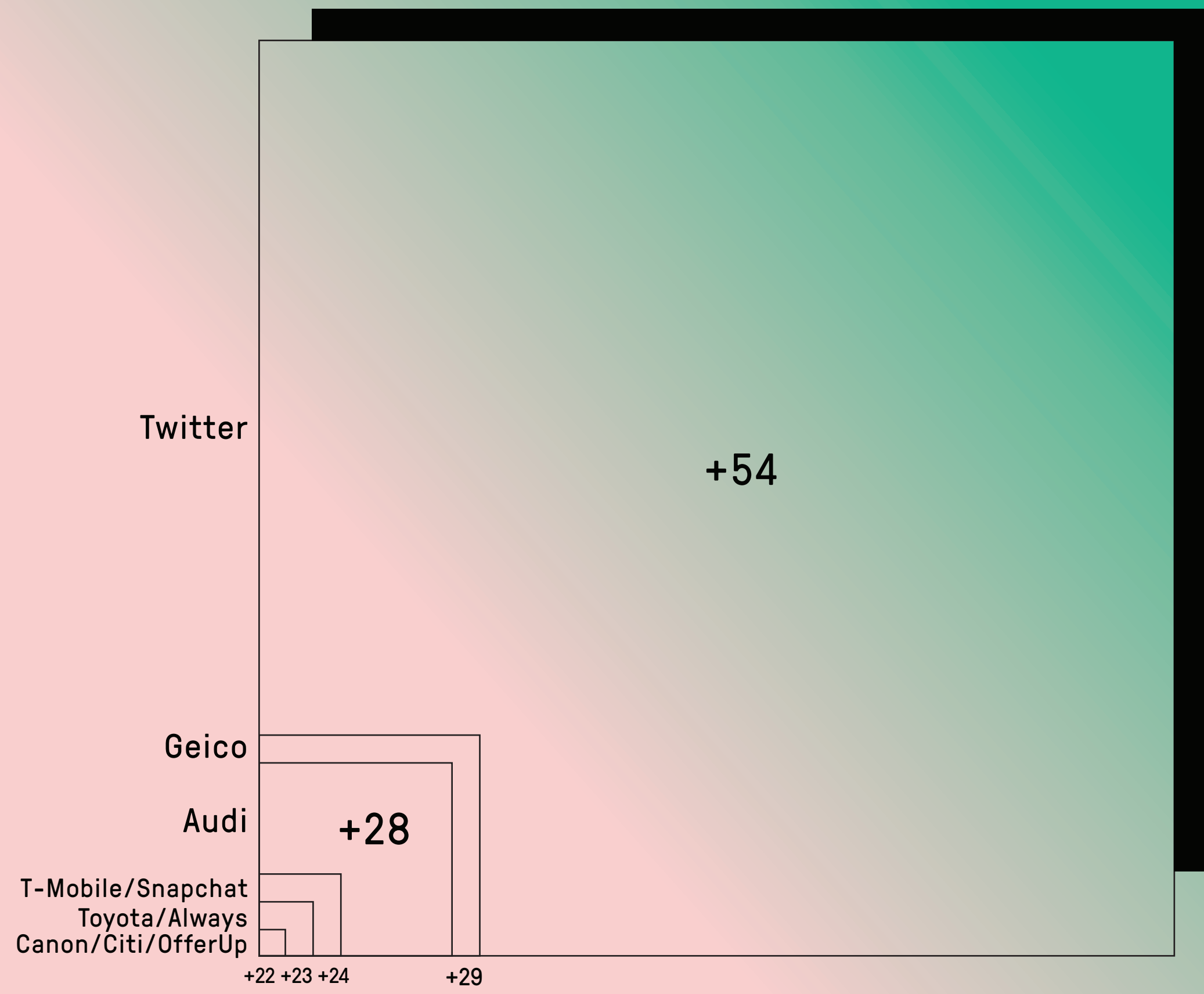




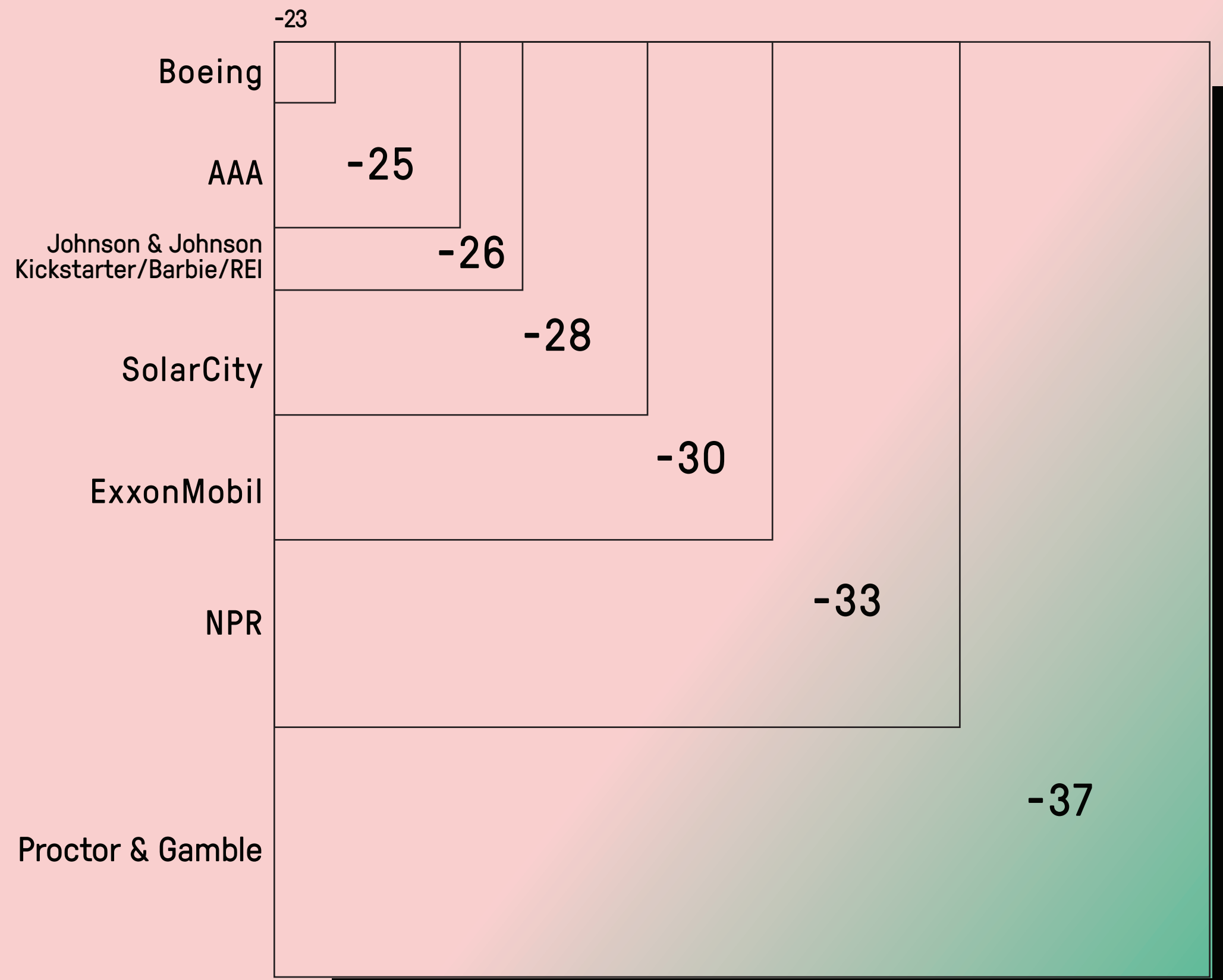
Traditionalists ↘



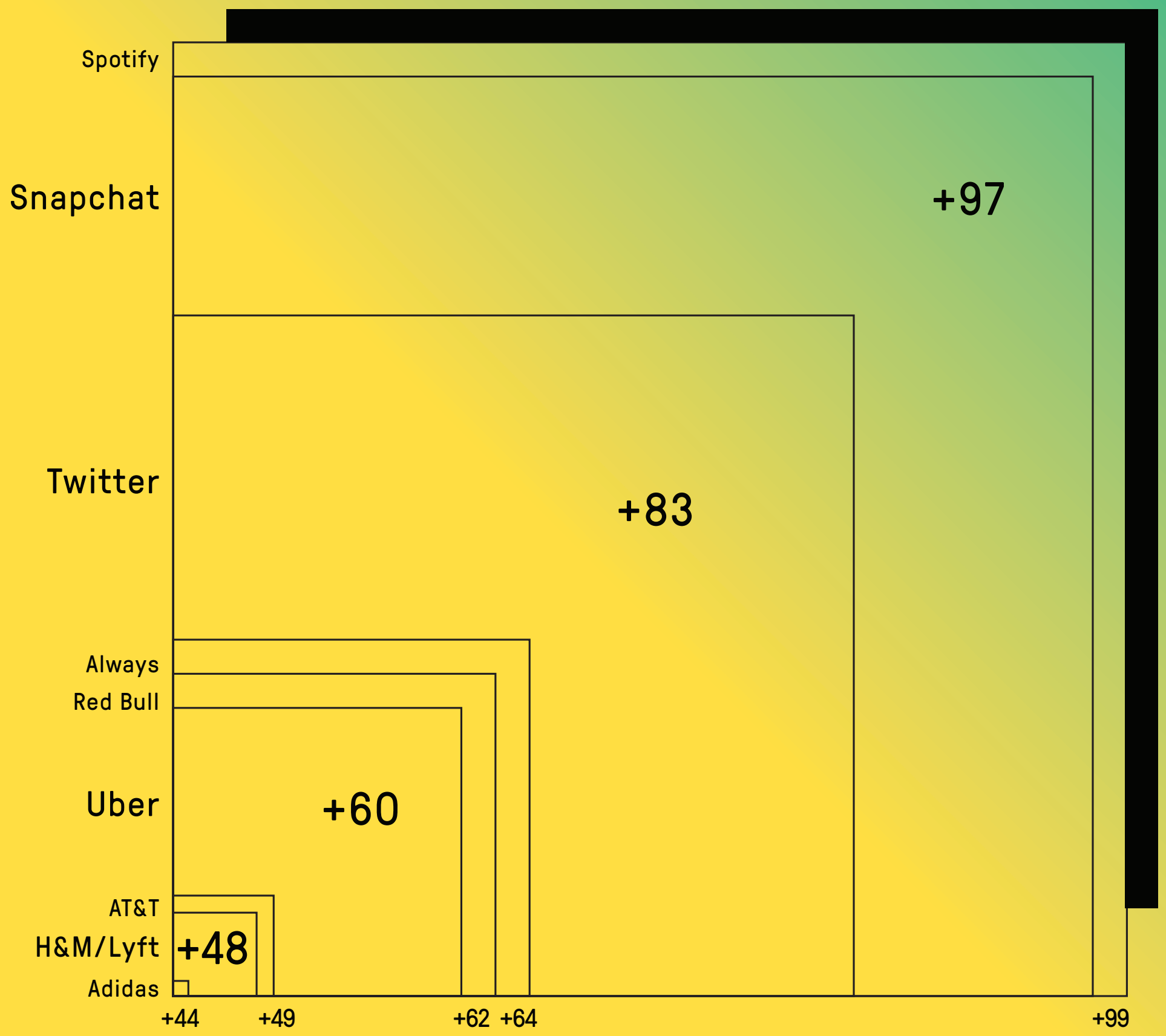
Social & Purpose ↗



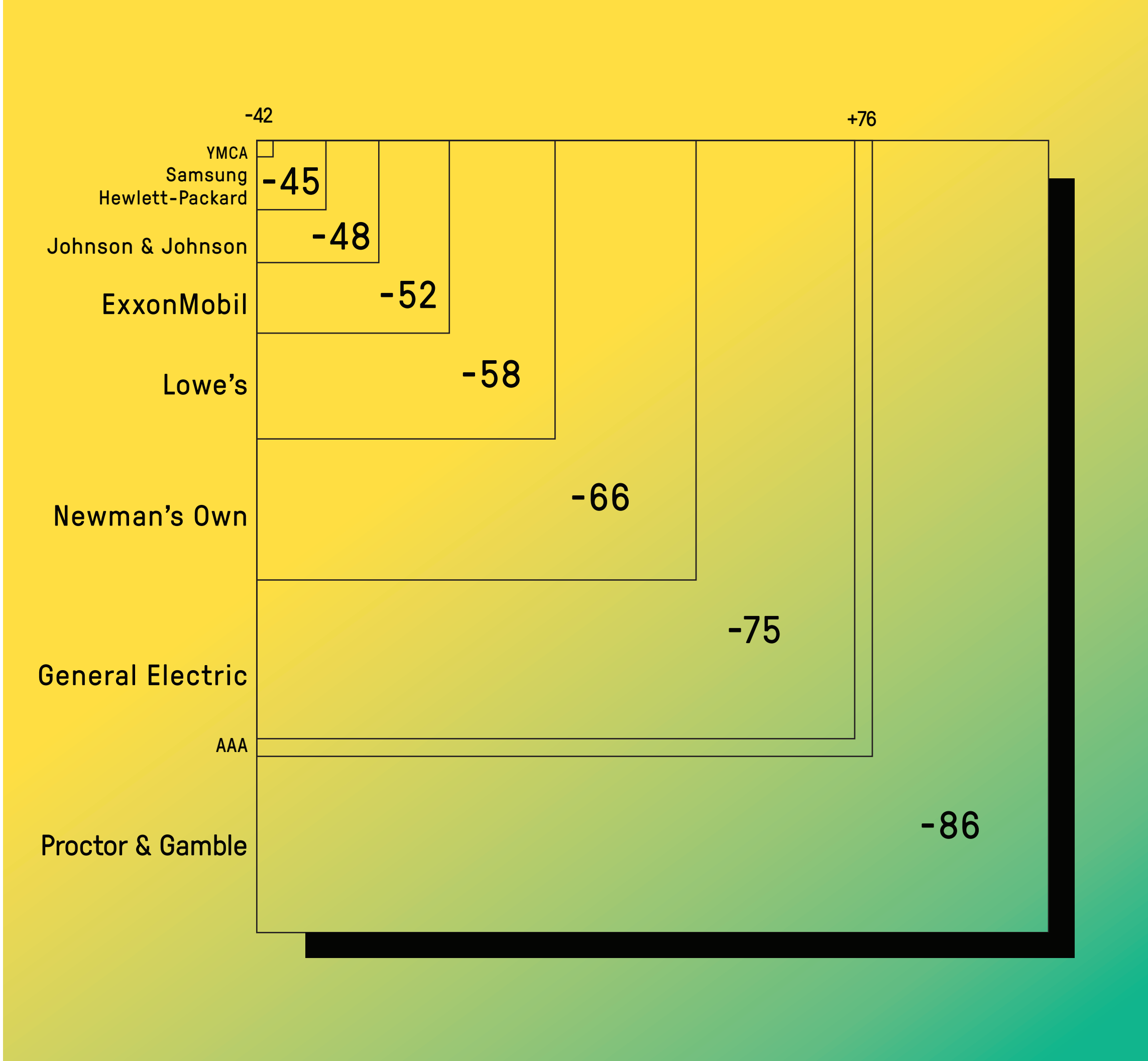
Social & Purpose ▾



Young & Social ↗

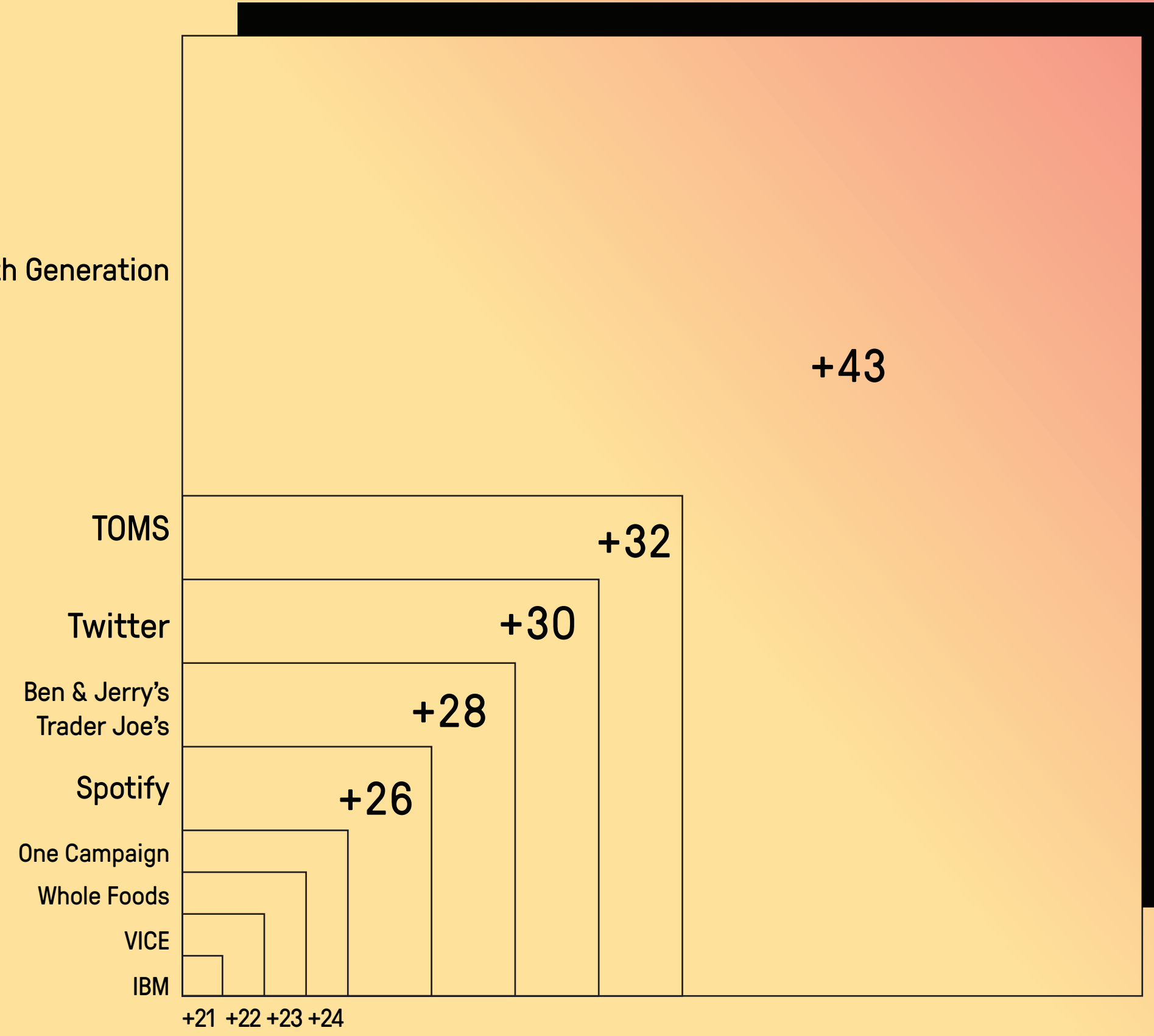


Young & Social ↘

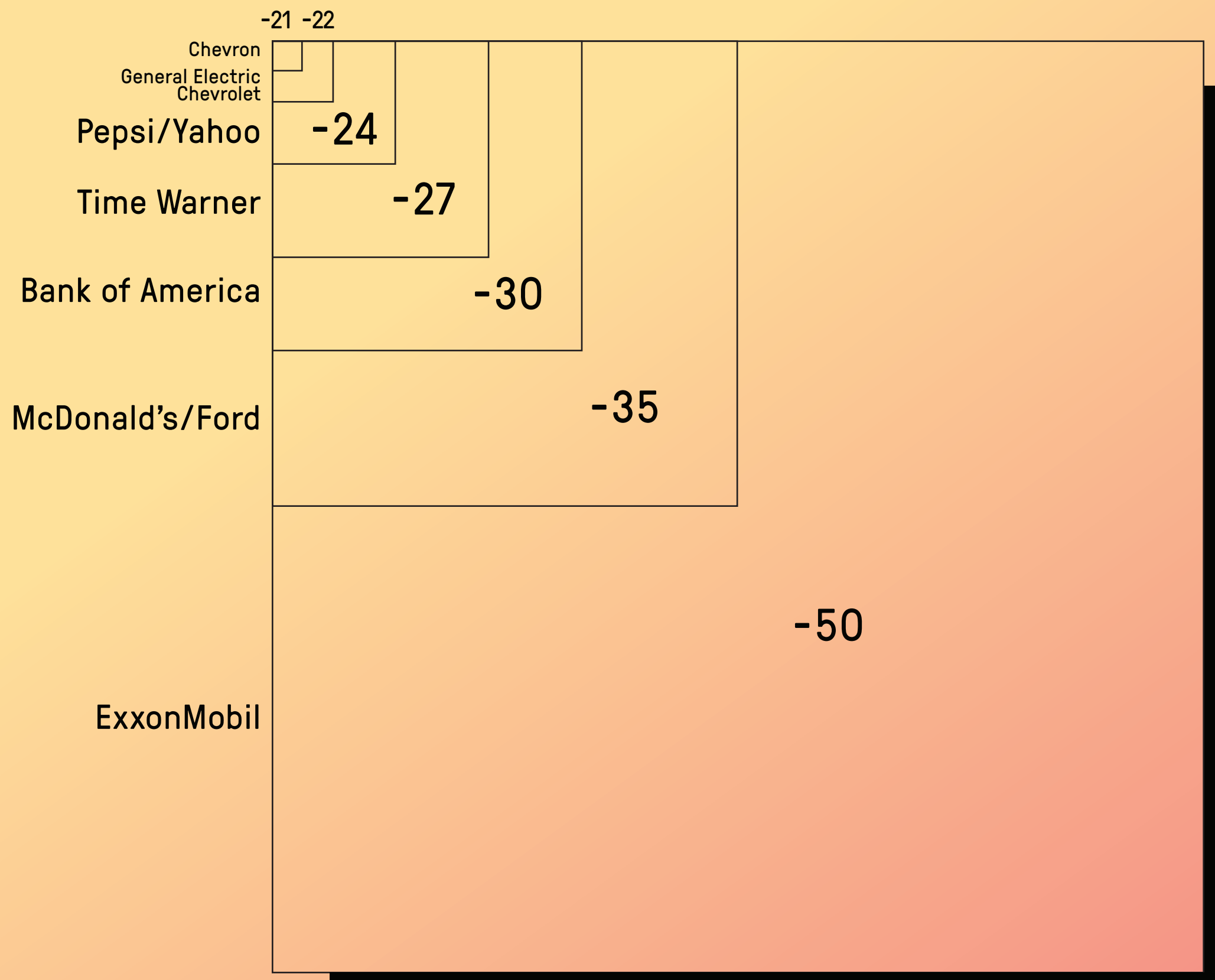


Environmental Advocates ↗

Seventh Generation



Environmental Advocates ▾



# \* Purpose Motivation Index

Equation

 Awareness  
of Purpose

For each of the following, please indicate how likely you would be to openly support an effort to advance its core purpose or mission

÷

 Active  
Support

For each of the following, please indicate how aware you are, or not, of its purpose or mission (beyond just making money)

The Purpose Motivation Index measures how many, of the people who are aware of a brand's purpose, are willing to publicly support it.



# Purpose Motivation Index

- 01 Khan Academy**
- 02 One Campaign**
- 03 Annie's Homegrown**
- 04 Medium**
- 05 SolarCity**
- 06 OfferUp**
- 07 Petfinder**
- 08 Method**
- 09 Save The Children**
- 10 World Wildlife Fund**

- 11 KIND
- 12 Eileen Fisher
- 13 Seventh Generation
- 14 (RED)
- 15 Honest Company
- 16 Venmo
- 17 TOMS
- 18 Goodwill
- 19 Salesforce.com
- 20 Unilever
- 21 Amazon
- 22 Girl Scouts of the USA
- 23 Newman's Own
- 24 YMCA
- 25 Home Depot
- 26 Clif Bar
- 27 Dove
- 28 VICE
- 29 Uniqlo
- 30 Always
- 31 Patagonia
- 32 Etsy
- 33 Kellogg's
- 34 Subway
- 35 Thomson Reuters
- 36 Kickstarter
- 37 Chobani
- 38 PayPal
- 39 Google
- 40 Proctor & Gamble
- 41 Colgate
- 42 Microsoft
- 43 Kraft
- 44 UPS
- 45 Lowe's
- 46 Whole Foods
- 47 The North Face
- 48 Lipton
- 49 Hewlett-Packard
- 50 Samsung
- 51 SunChips
- 52 Yoplait
- 53 Intel
- 54 Nestlé
- 55 FedEx
- 56 General Electric
- 57 LAY'S
- 58 Trader Joe's
- 59 REI
- 60 Johnson & Johnson
- 61 Canon
- 62 Sony
- 63 Levi Strauss
- 64 Walmart
- 65 Kroger
- 66 CVS Pharmacy
- 67 Wikipedia
- 68 AAA
- 69 Panera
- 70 LEGO
- 71 eBay
- 72 Ben & Jerry's
- 73 Disney
- 74 Fitbit
- 75 H&M
- 76 McDonald's
- 77 Target
- 78 Pepsi
- 79 Apple
- 80 Coca-Cola
- 81 Doritos
- 82 Toyota
- 83 Honda
- 84 State Farm
- 85 Chevrolet
- 86 MasterCard
- 87 Ford
- 88 IBM
- 89 NIKE
- 90 Atlantis Paradise Island
- 91 NBC
- 92 Facebook
- 93 Yahoo
- 94 Tesla
- 95 Adidas
- 96 IKEA
- 97 NPR
- 98 Pandora
- 99 Pfizer
- 100 Virgin
- 101 Verizon
- 102 Caterpillar
- 103 L'Oréal
- 104 Oracle
- 105 AT&T
- 106 Lululemon
- 107 Boeing
- 108 Southwest Airlines
- 109 Cisco
- 110 United Airlines
- 111 Allstate
- 112 Pampers
- 113 ESPN
- 114 Delta Air Lines
- 115 Starbucks
- 116 Lyft
- 117 Chase Bank
- 118 Zappos
- 119 T-Mobile
- 120 ExxonMobil
- 121 Time Warner
- 122 Spotify
- 123 Chipotle
- 124 American Airlines
- 125 Barbie
- 126 Chevron
- 127 Axe
- 128 Airbnb
- 129 LinkedIn
- 130 Ralph Lauren
- 131 American Express
- 132 Twitter
- 133 Bank of America
- 134 Citi
- 135 Uber
- 136 Morgan Stanley
- 137 Comcast
- 138 Audi
- 139 BMW
- 140 Geico
- 141 Volkswagen
- 142 Coors
- 143 Snapchat
- 144 Budweiser
- 145 Heineken
- 146 Wells Fargo
- 147 Monsanto
- 148 Red Bull
- 149 Goldman Sachs
- 150 Marlboro

# Purpose Motivation Index compared to World Value<sup>sm</sup> Index

## World Value Index

1. Goodwill
2. Girl Scouts of the USA
3. Amazon
4. Save The Children
5. Google
6. World Wildlife Fund
7. YMCA
8. Microsoft
9. Dove
10. Subway

vs.

## Purpose Motivation

1. Khan Academy
2. One Campaign
3. Annie's Homegrown
4. Medium
5. SolarCity
6. OfferUp
7. Petfinder
8. Method
9. Save The Children
10. World Wildlife Fund

The World Value<sup>sm</sup> Index measures people's perception of a brand's purpose while the Purpose Motivation Index measures the intensity of willingness to support it.



# Thank You

If you have any follow up questions or would like for a detailed report on your brand, please contact us at [worldvalue@enso.co](mailto:worldvalue@enso.co)