

2020 PORTER NOVELLI

Purpose
PREMIUM
– INDEX –

The Purpose Premium Index

MAKING PURPOSE MEANINGFUL AND MEASURABLE



We surveyed 6,000 U.S. adults every July since 2018 to understand their perceptions and experiences with Fortune™ 200 companies.

Individual company responses were collected from ~200 respondents per company.



Statistical factor analyses determined reputation drivers and calculate the Purpose Premium Index.

Each company receives an overall reputation score and a PPI score (Scale of 0-10).

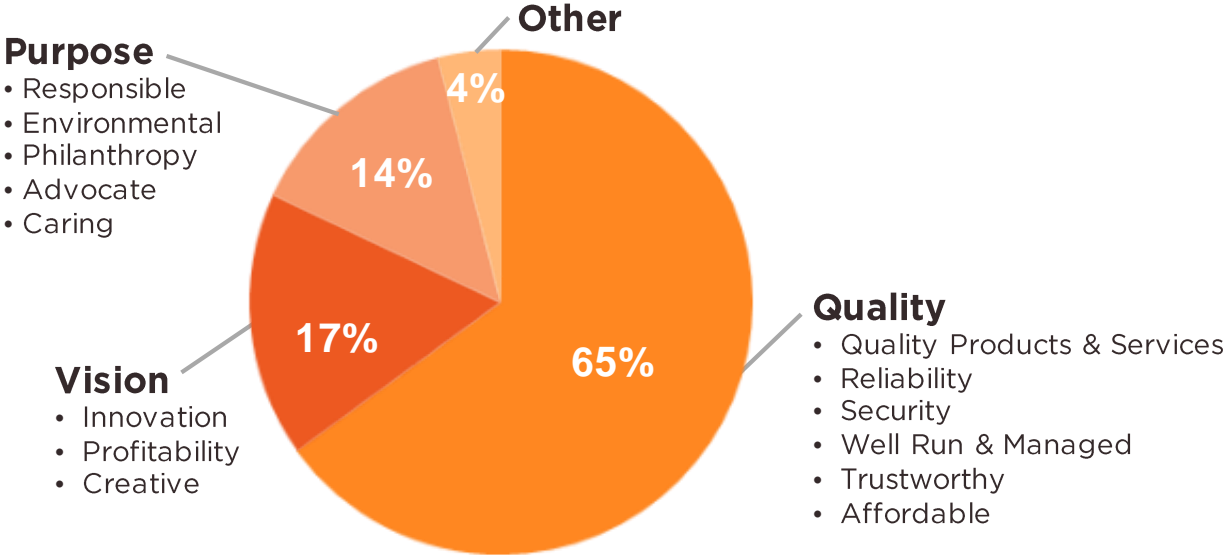


Scores are benchmarked against normative performance and competitor performance.

Data provide insight into companies' performance, highlight areas of growth or decline, and reveal year-to-year trends.

What Drives Overall Reputation?

PURPOSE, VISION & QUALITY ACCOUNT FOR 96% OF COMPANIES' OVERALL REPUTATION SCORES



Why Purpose Matters

The top $\frac{1}{3}$ of purpose-driven companies outperformed the bottom $\frac{2}{3}$ in year-over-year stock price appreciation between 2019 and 2020.

**Purpose-driven companies are
worth more \$ than others**



Investors' Opinions on Purpose-Driven Companies

INVESTORS THINK PURPOSE IS IMPORTANT AND THEY HAVE MORE CONFIDENCE IN COMPANIES THAT ARE PURPOSE-DRIVEN

75%

Believe it is no longer acceptable for companies just to make money; they must positively impact society too.

94%

Understand it is important for companies to be purpose-driven.

82%

Feel that purpose-driven companies will have stronger long-term performance.

Questions?

**Contact us for additional information,
or custom presentations for your organization:**

Porter Novelli
E. Marketing@PorterNovelli.com