**Consumers Care About Brand Ethics**

Ethics go a long way in consumer perceptions of a brand, with 87% of consumers saying they would purchase from a company because it supported a cause that mattered to them, and 76% saying they would boycott a brand that opposed their beliefs, a Cone Communications CSR study found.

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<https://www.prweek.com/article/1453114/ethics-bring-unprecedented-value-organization>