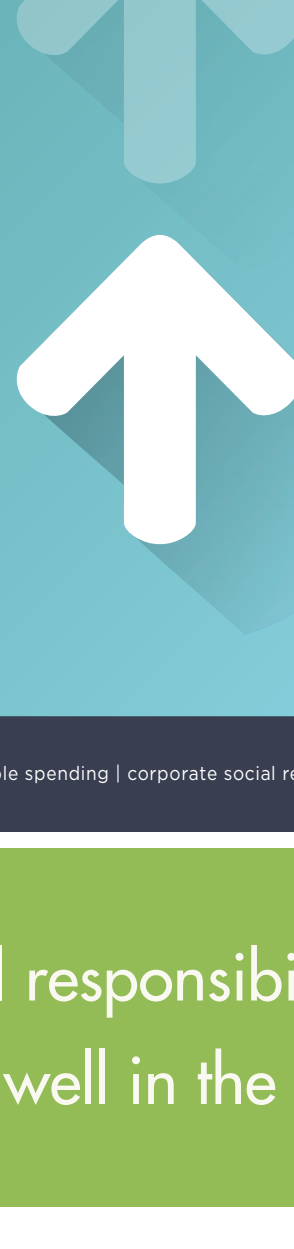


is good still growing?



Overall, social responsibility remains alive & well in the U.S.

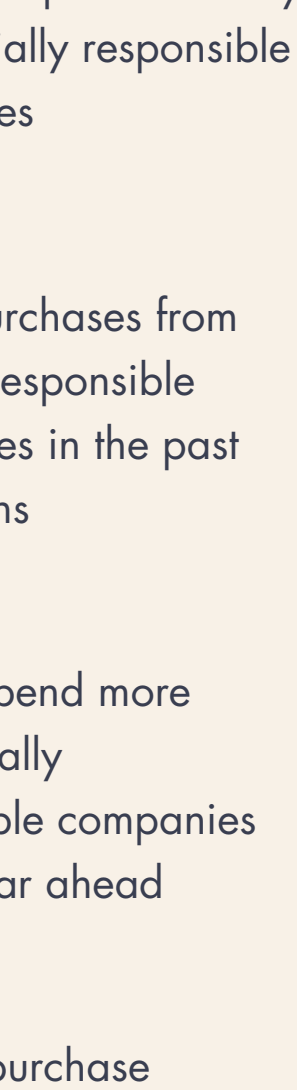


2/3 of consumers are buying socially responsible goods and services

1/3 of Americans are increasing the frequency of those purchases year-over-year

But it's not all good news for those doing good.

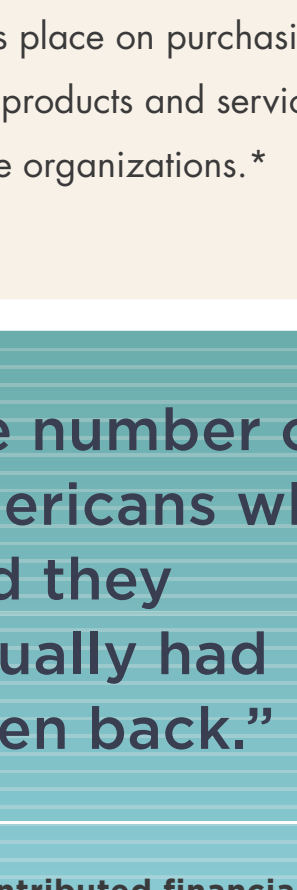
are consumers less conscious?



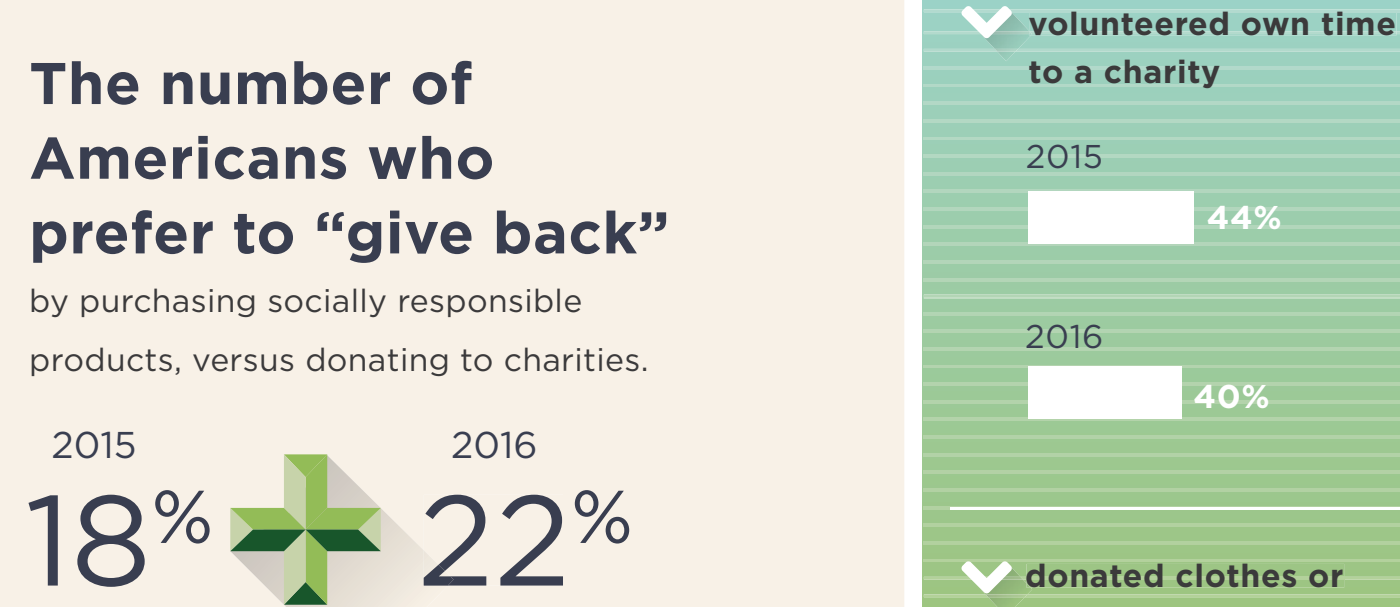
This year's study shows a slight dip in socially responsible beliefs and behaviors among consumers. In fact, consumers were slightly less likely to engage in a range of socially responsible activities in 2016 compared with 2015.



#ccsindex drops



For the first time since its inception, the #ccsindex showed an overall decline with a score of 46, down from a four-year high of 48 in 2015.



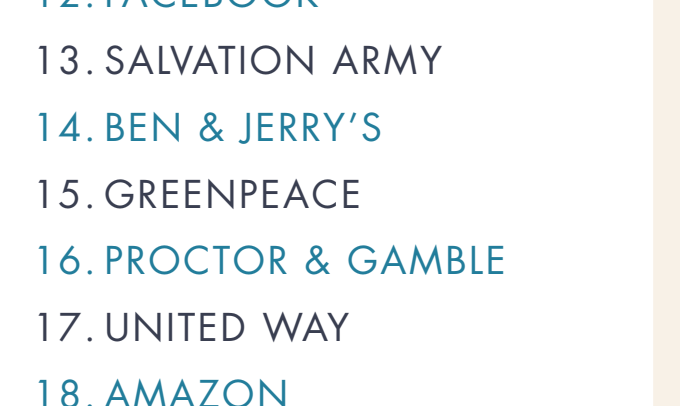
The #ccsindex is calculated by evaluating the importance consumers place on purchasing from socially responsible companies, actions taken to support such products and services, and future intent to increase the amount they spend with responsible organizations.*

are charities in crisis?



This year's #ccsindex findings suggest a growing divide between consumers and charities is occurring.

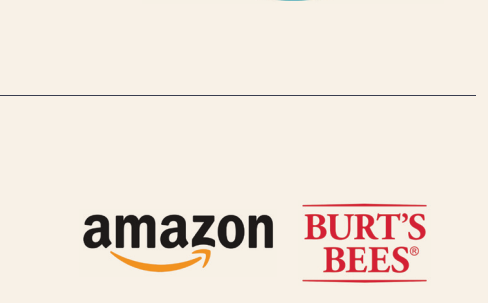
The number of Americans who prefer to "give back" by purchasing socially responsible products, versus donating to charities.



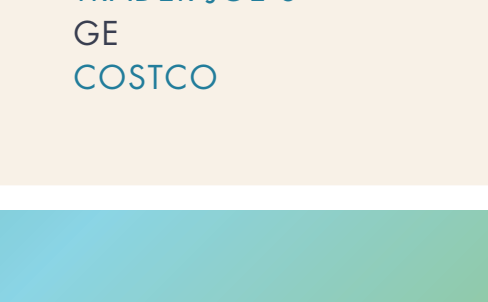
Nearly half (47%) of these respondents believed purchasing socially responsible products was a more effective way to support positive change, while 40% cited convenience.

The number of Americans who said they actually had "given back."

contributed financially to a charity



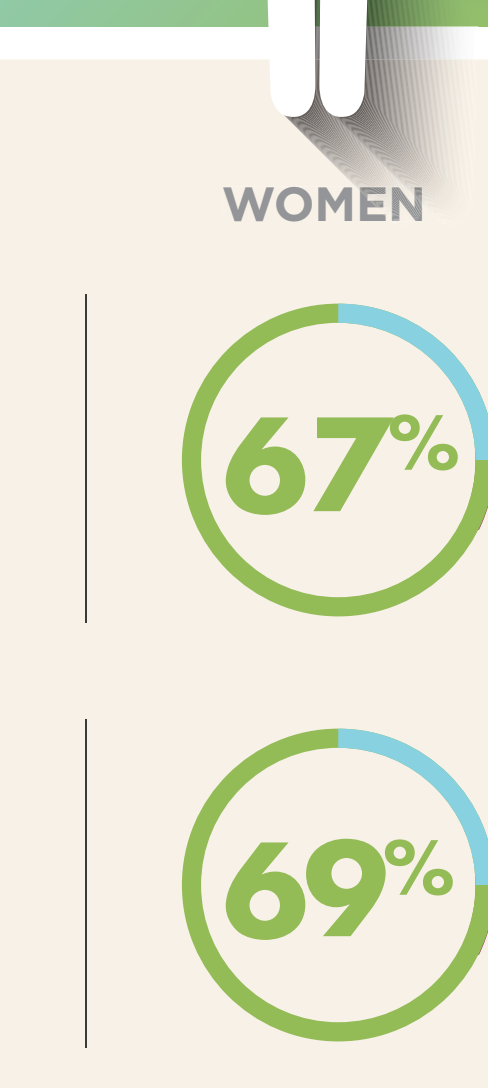
volunteered own time to a charity



donated clothes or household goods to a charity



top 20 good company poll



When consumers were asked to name one company or organization that is socially responsible, here's who was top of mind:

01. TOMS
02. RED CROSS
03. STARBUCKS
04. GOODWILL
05. MICROSOFT
06. WALMART
07. WHOLE FOODS
08. GOOGLE
09. THE HONEST COMPANY
10. TARGET
11. APPLE
12. FACEBOOK
13. SALVATION ARMY
14. BEN & JERRY'S
15. GREENPEACE
16. PROCTOR & GAMBLE
17. UNITED WAY
18. AMAZON
19. TESLA
20. BURT'S BEES

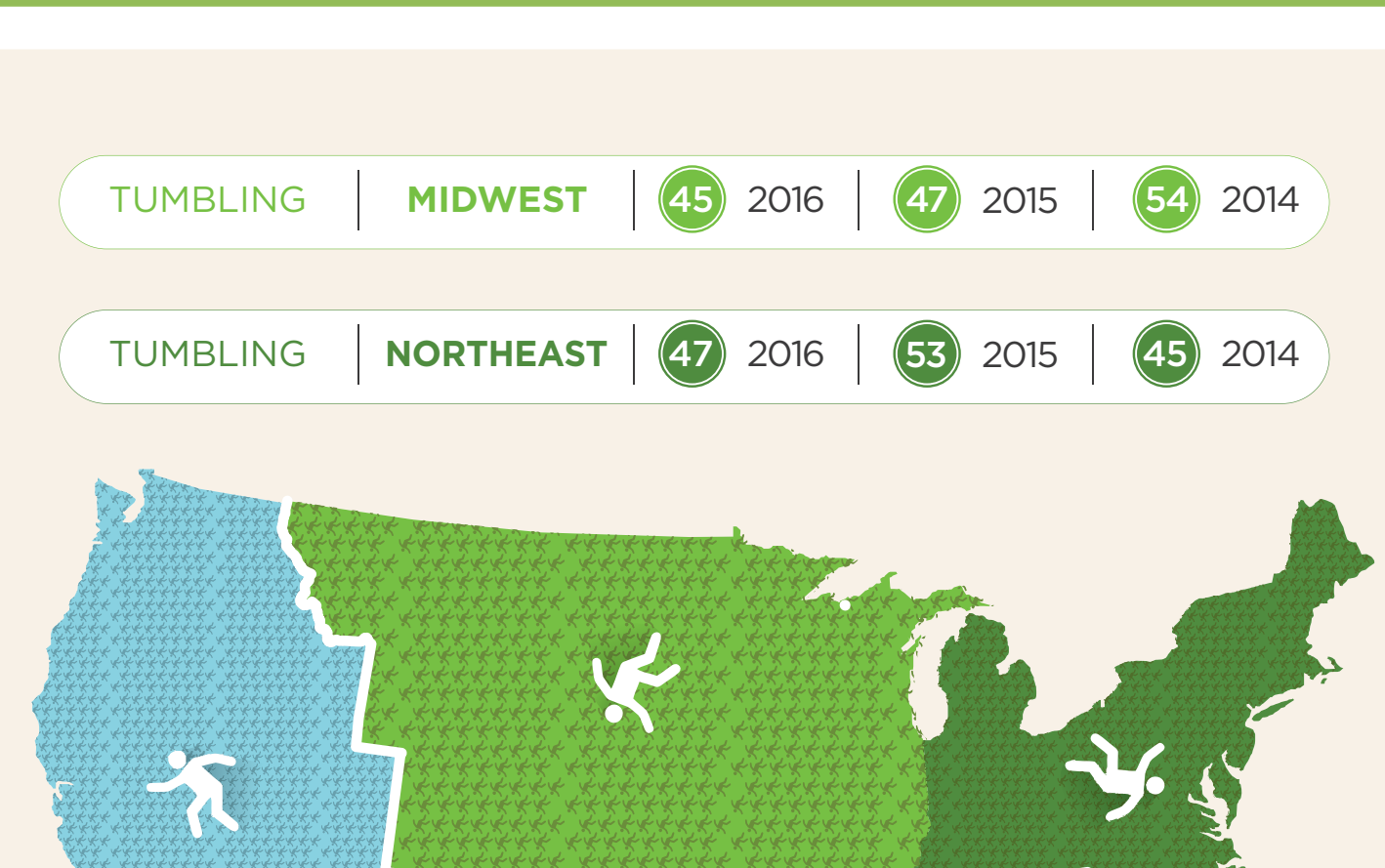
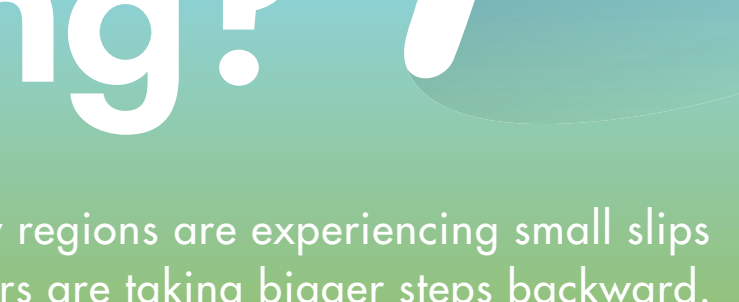
biggest jump: THE HONEST CO.

five in: amazon, BURT'S BEES, facebook, United Way, TESLA

five out: CHICK-FILA, HABITAT FOR HUMANITY, TRADER JOE'S, GE, COSTCO

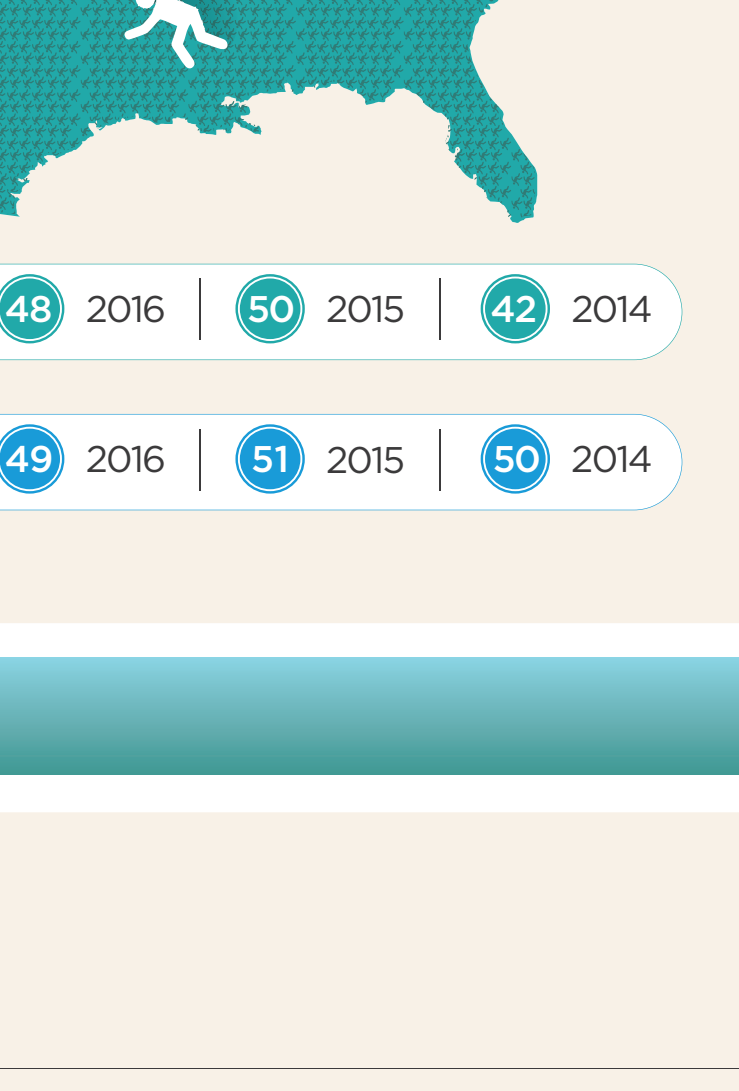
ladies first

There's a wide gender gap in socially responsible shopping habits. When it comes to conscious consumerism, women are leading the way.



sticker shock?

Are premium price tags hampering socially responsible shopping?



In 2016, 40 percent of consumers said the cost of socially responsible products and services was the reason they didn't follow through on their plans to spend more on "do good" purchases.

That's up from 37% in 2015.

When comparing intentions versus actions



stumbling or tumbling?

Looking across the country, a few regions are experiencing small slips in social responsibility while others are taking bigger steps backward.

About the Study

This study was conducted in partnership with Supportive Research Solutions and What They Think Research. Sampling was provided by Research Now. Data was collected Oct 28–Nov 7, 2016. In total, 1,012 Americans were surveyed. Margin of error is +/-3%. For more information on the Conscious Consumer Spending Index, please visit www.goodmustgrow.com/ccsindex

*Scoring Adjustments

After closely observing the outcomes from the first three years of this study, the scoring algorithm for the #CCSIndex was modified in 2016 to more accurately detect movements in conscious consumerism. By increasing the sensitivity of the scoring mechanism, the index now more specifically reflects smaller scale shifts in social responsibility. This allows for a more precise representation of subtle changes in importance, behavior and intent. The original methodology produced a score of 65 in 2013, 68 in 2014 and 68 again in 2015.

About Good.Must.Grow.

Good.Must.Grow. provides strategic marketing support for socially responsible businesses, nonprofit causes and organizations that are focused on health + wellness. We want to be part of a revolution that drives societal change by sparking increased charitable giving and community involvement as well as unprecedented levels of corporate social responsibility. Proud to be a Certified B Corp. See how we're #GrowingGood at www.goodmustgrow.com.