

Is good still growing?

Highlights from the sixth annual
conscious consumer spending index
(#CCSIndex)

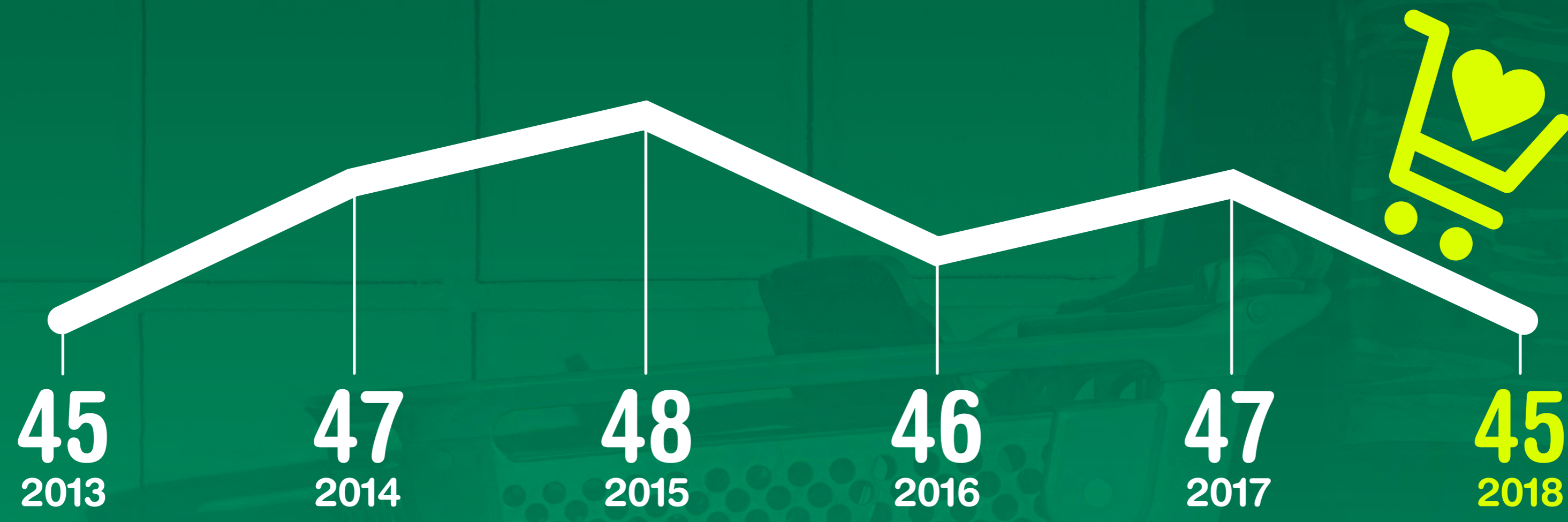
Good Grief:

Fewer Americans are Engaging in Socially Responsible Actions



Going Down?

After a slight recovery in 2017, the #CCSIndex matched its all-time low with a score of 45 this year.



The Conscious Consumer Spending Index

The Conscious Consumer Spending Index (#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.

Breaking Records:

It's not all bad news this year for the do good revolution

32%
Americans who are
planning to spend more
in the year ahead with companies
that are socially responsible



32%
Americans who chose
not to support brands
in the last 12 months that are
NOT socially responsible

BOTH of these are record highs for the #CCSIndex

Purposeful Thinking

Most consumers view themselves as socially responsible

On a scale of 1-10, most consumers
rank themselves 7-8
in terms of how socially conscious
they are when shopping.



Better or Worse?

How is the world doing these days?

- ↑ It's becoming a **better** place 2018: **22%** 2017:16%
- It's staying about the **same** 2018: **40%** 2017:36%
- ↓ It's becoming a **worse** place 2018: **38%** 2017:47%

Why Better

- Current state of the economy..... 51%
- Societal issues such as hunger, poverty 36%
- Health of the environment 36%
- My family's wellbeing and safety..... 30%

Why Worse

- Political environment 75%
- Violence and crime..... 75%
- Health of the environment 56%
- Societal issues such as hunger, poverty 55%

Out of Reach

The increasing cost of socially responsible products are placing them beyond the grasp of many consumers.

44% “Socially responsible products cost too much”
PRICE: 44% • KNOWLEDGE: 40% • AVAILABILITY: 33%

Price was the most frequent obstacle to socially responsible shopping in this year's index. In the previous five years, a lack of knowledge about where to find socially responsible products was the most commonly cited challenge for doing good.

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:

- | | | | |
|------------------------|--------------|-------------------|--------------------|
| 1. Walmart | 6. Starbucks | 11. TOMS | 16. Trader Joe's |
| 2. Amazon/Whole Foods* | 7. Apple | 12. Target | 17. Honest Company |
| 3. Goodwill | 8. Google | 13. Ben & Jerry's | t-18. Tesla |
| 4. Salvation Army | 9. Microsoft | t-14. St. Jude | t-18. Hobby Lobby |
| 5. American Red Cross | 10. Facebook | t-14. Patagonia | 20. Wegman's |

IN Patagonia • St. Jude • Hobby Lobby • Wegman's • Tesla **OUT** Greenpeace • Costco • Newman's Own • United Way

*Based on Amazon's acquisition of Whole Foods, the CCSIndex team chose to combine responses for those two brands. Without the combination, Amazon would have ranked third, Whole Foods 14th. Wegman's would have been removed from the list.

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 Nov 8-16, 2018. In total, 1,015 Americans were surveyed (margin of error is +/- 3%). For more information on the Conscious Consumer Spending Index, please visit www.goodmustgrow.com/ccsindex

About Good.Must.Grow.

Doing good by any means necessary. That's our motto. We are obsessed with helping good organizations grow. We provide strategic marketing support for socially responsible businesses, nonprofit causes and individuals committed to making our world a healthier place. We also fuel our own initiatives aimed at specific causes, ranging from human trafficking to addiction to health and wellness. Proud to be a Certified B Corp. Learn more at goodmustgrow.com.