



IS GOOD STILL GROWING?

Highlights from the Seventh Annual Conscious Consumer Spending Index (#CCSIndex)

AT A GLANCE

The Good

Consumer demand for socially responsible goods and services remains high.

Majority of Americans are supporting socially responsible organizations

1/3 of Americans are **increasing the amount they spend** on good products and services in the next year

The Bad

Momentum for the "Do Good" Movement Has Stalled.

Fewer Americans report participating in "good" behaviors

Overall, #CCSIndex experienced **third-straight year of decline**, specifically among Millennials

The Uncertain

We Are Wrestling with a Lack of Understanding, Confidence and Optimism.

Americans are less confident in their ability to drive change than in previous years

8 out of 10 Americans feel the state of **the world is not improving**

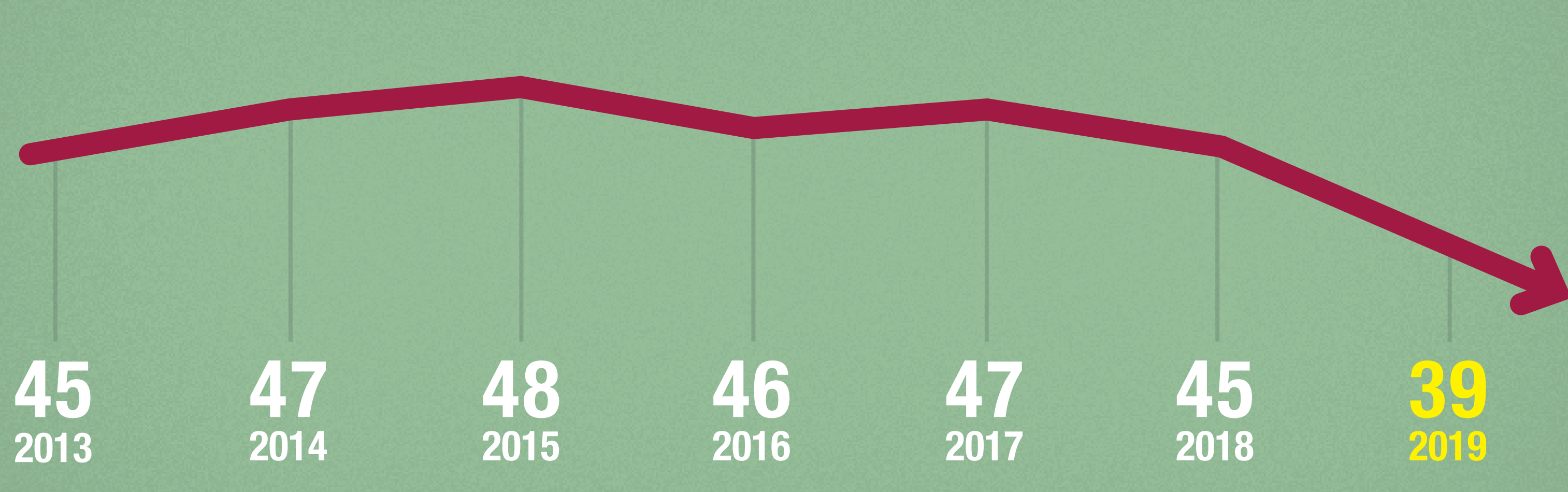
THE SLIDE CONTINUES

For the third straight year, consumers are **less likely to engage** in socially responsible actions



A TROUBLING TURN

The #CCSIndex hits new **all-time low** with historic dip



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.

EDUCATION FIRST

Americans are **not "in the know"** when it comes to socially responsible spending

32%

Have **not taken steps to research** socially responsible products and services.

40%

Not able to name a socially responsible organization when asked.

41%

Say a **lack of knowledge** about where to find socially responsible products and services is preventing them from doing more good.

WHAT'S THE GOAL?

The 17 Sustainable Development Goals (SDGs), adopted by all United Nations Member States in 2015, are the world's **best plan to build a better world** by 2030. But less than 1/3 of Americans are even aware of them.

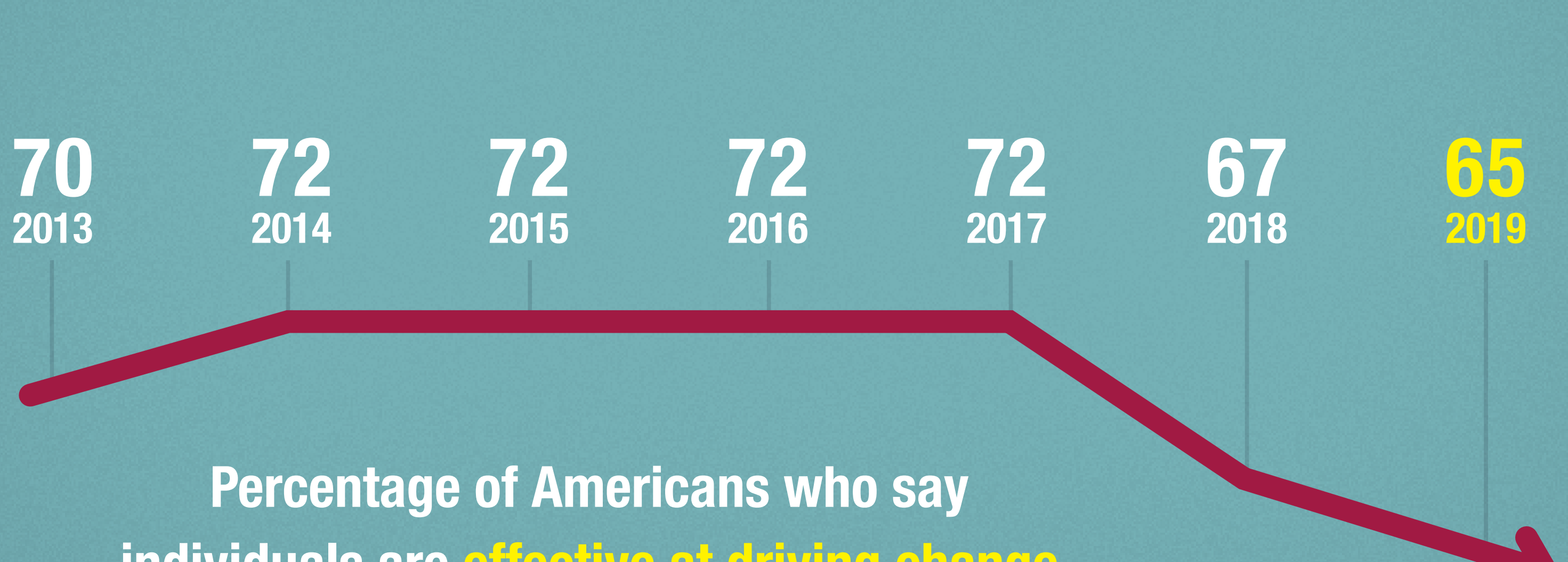
When presented a list of the 17 SDGs, Americans ranked the following as their **top five priorities**:



Survey respondents were asked to select their top three priorities among the 17 SDGs. Percentages reflect frequency that each goal was named.

LOSING FAITH

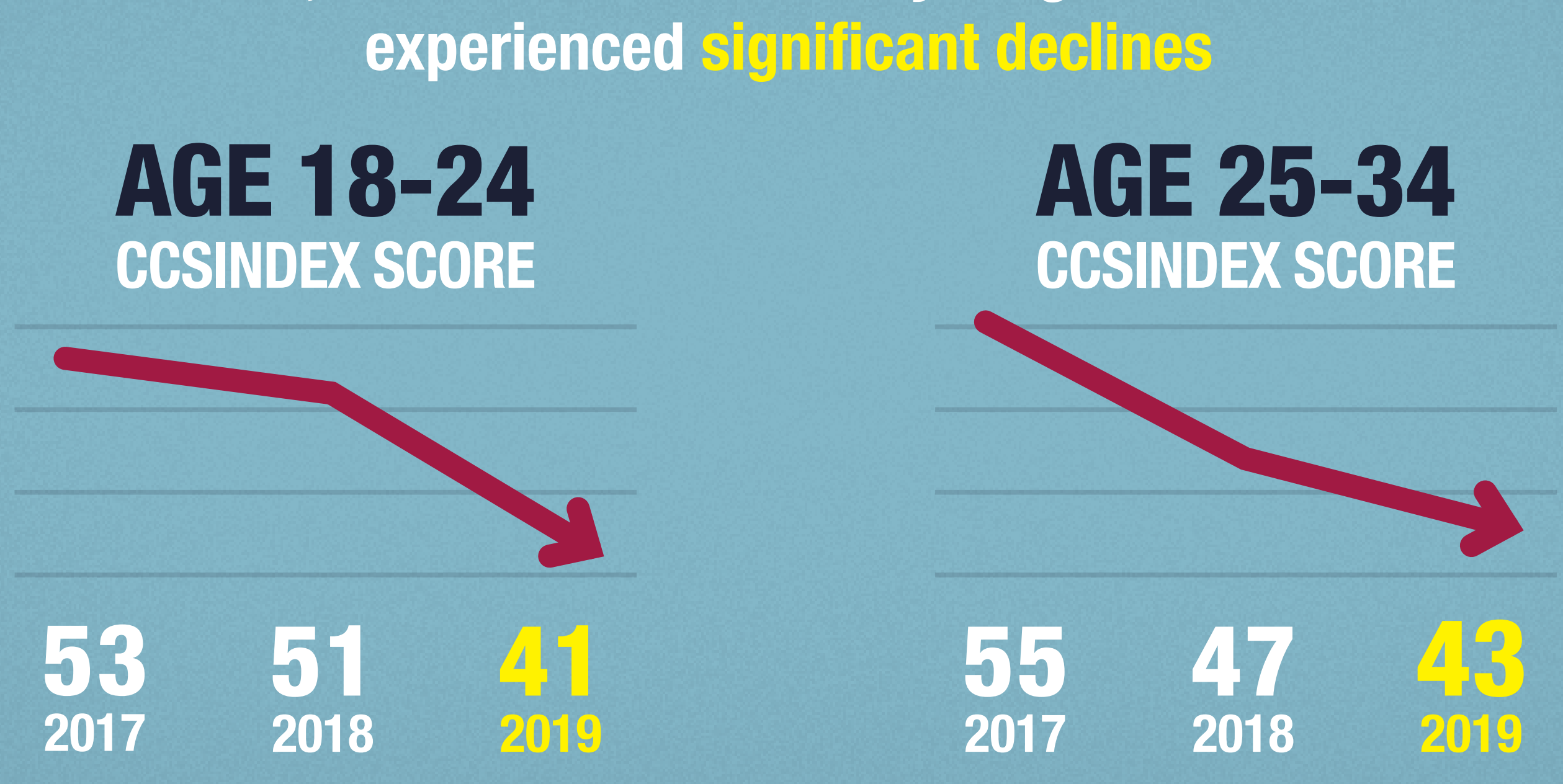
Fewer people believe they can be the change they seek in the world



Percentage of Americans who say individuals are **effective at driving change**

YOUTH MOVEMENT

Since 2017, #CCSIndex scores for younger Americans have experienced **significant declines**



More than half of millennials say socially responsible products and services cost too much

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. Amazon | 6. Microsoft | T-11. Coca-Cola | 16. Greenpeace |
| 2. Google | 7. Toms | T-11. Costco | 17. United Way |
| 3. Walmart | 8. Goodwill | T-13. Facebook | 18. General Electric |
| 4. American Red Cross | 9. Salvation Army | T-13. Starbucks | 19. St. Jude |
| 5. Apple | 10. Johnson & Johnson | 15. Target | 20. Disney |

IN: United Way • Disney • Coca-Cola • Costco
General Electric • Johnson & Johnson • Greenpeace

OUT: Ben & Jerry's • Honest Company • Patagonia
Wegman's • Hobby Lobby • Trader Joe's • Tesla

About the Study

This study was conducted in partnership with Supportive Research Solutions. Sampling was provided by Dynata. Data was collected September 25-October 4, 2019. In total, 1,057 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.