



Is Good Still Growing?

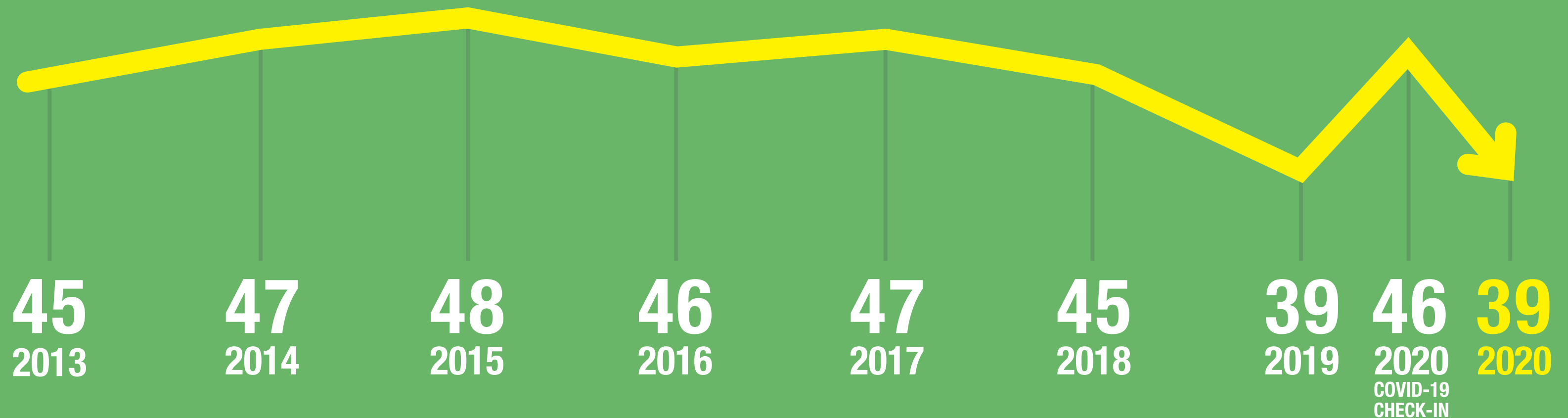
Highlights from the Eighth Annual
Conscious Consumer Spending Index

#CCSIndex



#CCSINDEX CAN'T SUSTAIN MID-YEAR SURGE RECORDED EARLIER IN 2020

During the #CCSIndex COVID-check in May, the Index rebounded from 2019's historic low to post a score of 46. That momentum was short-lived, as the **latest findings show a slide** back to 39.

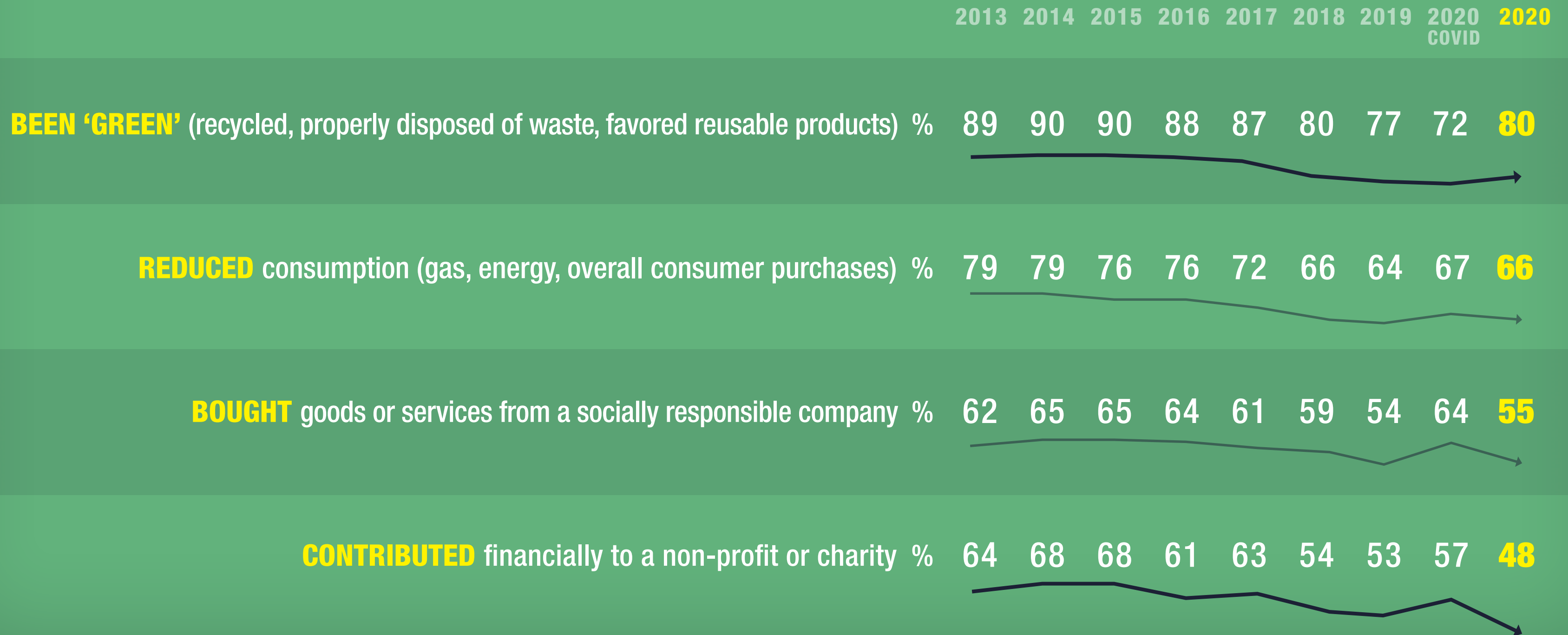


The Conscious Consumer Spending Index

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.

CHARITABLE DONATIONS HIT ROCK BOTTOM, WHILE BEING GREEN MAKES A COMEBACK

Have you done **any of the following** in the past 12 months?



OUTLOOK ON THE WORLD AND POLITICAL ORIENTATION HAVE MOST SIGNIFICANT IMPACT ON #CCSINDEX SCORE

Variance in Index scores by category based on specific responses.

24 POINT VARIANCE BASED UPON ...

OUTLOOK

VARIABLE	#CCSINDEX SCORE
World is getting better	58
World is getting worse	42
World is about the same	34

20 POINT VARIANCE BASED UPON ...

POLITICAL ORIENTATION

VARIABLE	#CCSINDEX SCORE
Voted for Joe Biden	53
Did Not Vote	34
Voted for Donald Trump	33

16 POINT VARIANCE BASED UPON ...

AGE

VARIABLE	#CCSINDEX SCORE
18-34	51
35-54	40
55+	35

11 POINT VARIANCE BASED UPON ...

COVID DIAGNOSIS

VARIABLE	#CCSINDEX SCORE
Yes (self/immediate family)	50
No (self/immediate family)	39

7 POINT VARIANCE BASED UPON ...

INCOME

VARIABLE	#CCSINDEX SCORE
Less than \$50k	43
\$50-100k	41
More than \$100k	36

6 POINT VARIANCE BASED UPON ...

GENDER

VARIABLE	#CCSINDEX SCORE
Women	45
Men	39

3 POINT VARIANCE BASED UPON ...

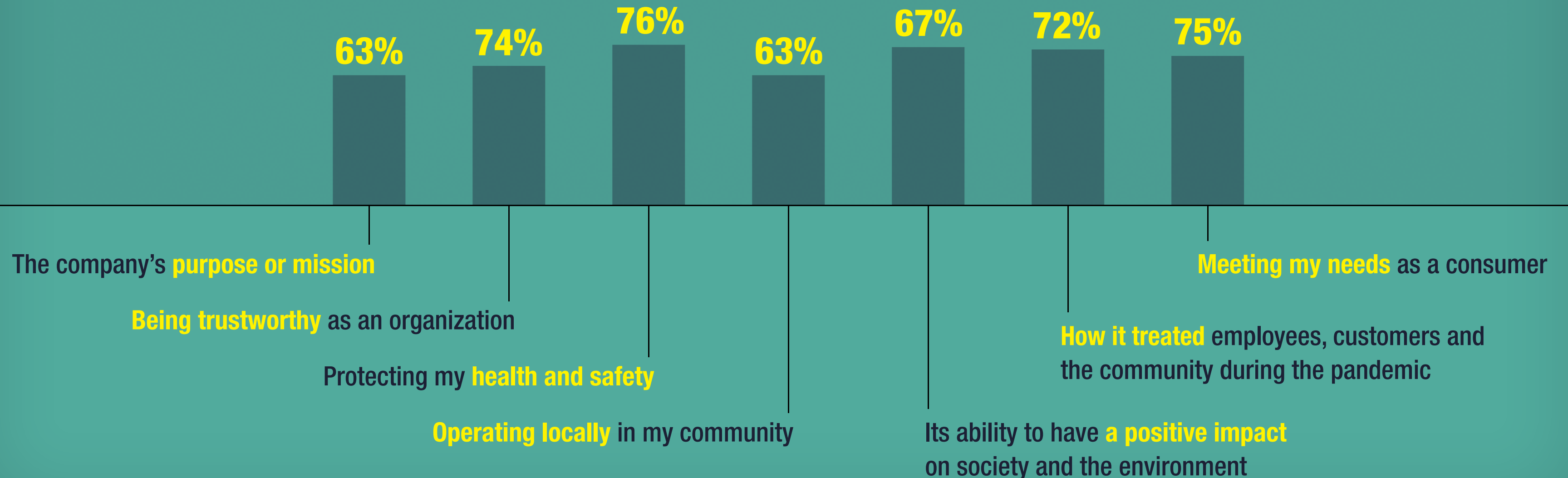
EDUCATION

VARIABLE	#CCSINDEX SCORE
Less than high school	40
High school degree	42
College degree	39

SAFETY FIRST FOR CONSUMERS AS PANDEMIC RAGES ON

Moving forward, Americans say it's more important for companies to protect their health and safety than to meet their needs as consumers.

Which of the **following factors** will be important for you when choosing which companies or organizations to support once the pandemic is over?

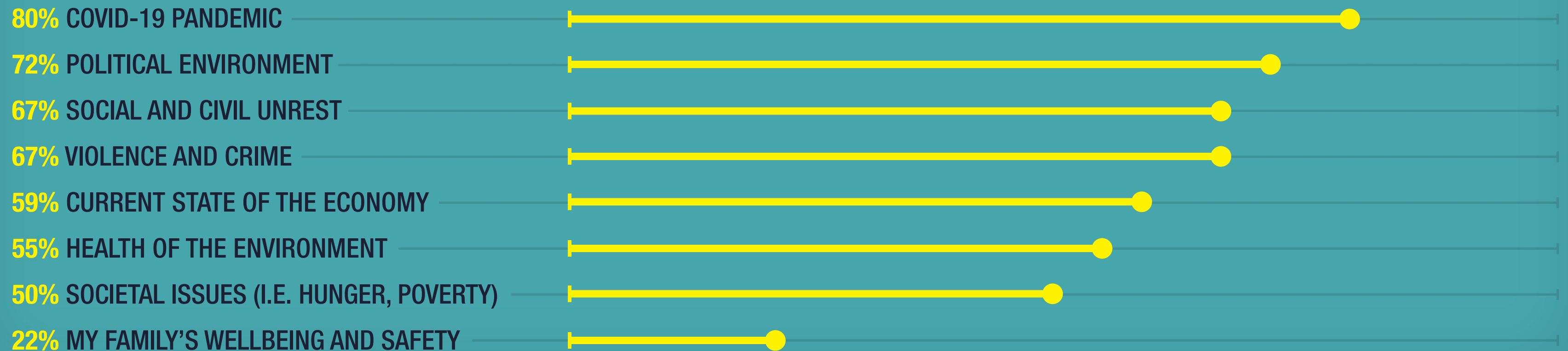


IS THE WORLD GETTING WORSE?

In the least surprising finding from this year's research, more Americans are pessimistic regarding the state of the world these days.



TOP REASONS FOR NEGATIVE OUTLOOK IN 2020



TOP 20 GOOD COMPANY POLL

HIGHLIGHTS

Amazon repeats at #1, receiving 2x more votes than any other company.

Nike cracks the top-ten with its first appearance on the list.

Toms continues its three-year slide from the top, landing at #14.

1	Amazon	6	Microsoft	11	Starbucks	t-15	Patagonia *
2	Walmart	7	Goodwill	12	Ben and Jerry's *	t-15	Tesla *
3	Apple	8	American Red Cross	13	Facebook	18	McDonalds *
4	Google	9	Target	14	Toms	t-19	Costco
5	Salvation Army	10	Nike *	t-15	Habitat for Humanity *	t-19	PETA *

OFF THE LIST:

X Greenpeace X Coca-Cola X St. Jude X Disney X General Electric X Johnson & Johnson

(* NEW FOR 2020)



About the Study

This study was conducted in partnership with Supportive Research Solutions. Sampling was provided by Dynata. Data was collected November 10 -16, 2020. In total, 1,058 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 and ranked as a Best for the World company. Learn more at goodmustgrow.com.



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