



Is Good Still Growing?

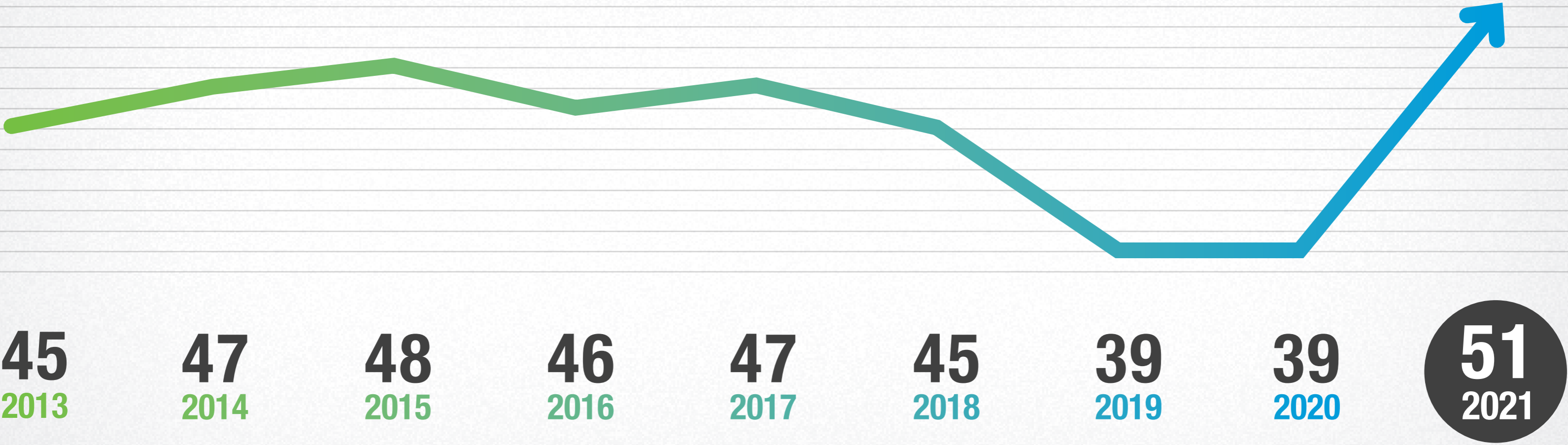
Highlights from the Ninth Annual
Conscious Consumer Spending Index

#CCSIndex



#CCSINDEX SEES RECORD BREAKING RESULTS WITH DRAMATIC JUMP

After a record low in 2020, the #CCSIndex vaulted to 51 this year, surpassing its previous high of 47.



The Conscious Consumer Spending Index

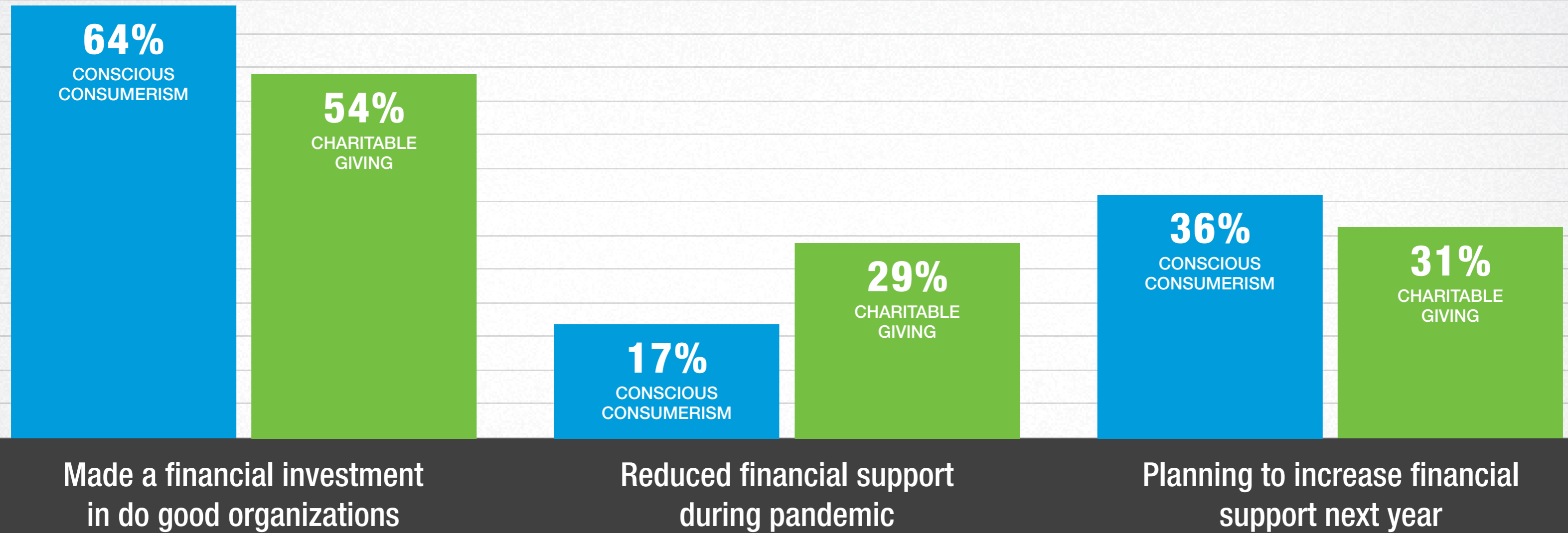
The Conscious Consumer Spending Index (#CCSIndex) is calculated by evaluating the importance consumers place on purchasing from socially responsible companies, actions taken to support such products and services, and future intent to increase the amount they spend with responsible organizations.

DO-GOOD BEHAVIORS ARE ALL TRENDING IN POSITIVE DIRECTIONS

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



CONSCIOUS CONSUMERISM IS CURRENTLY OUTPACING CHARITABLE DONATIONS AS PREFERRED METHOD OF GIVING BACK



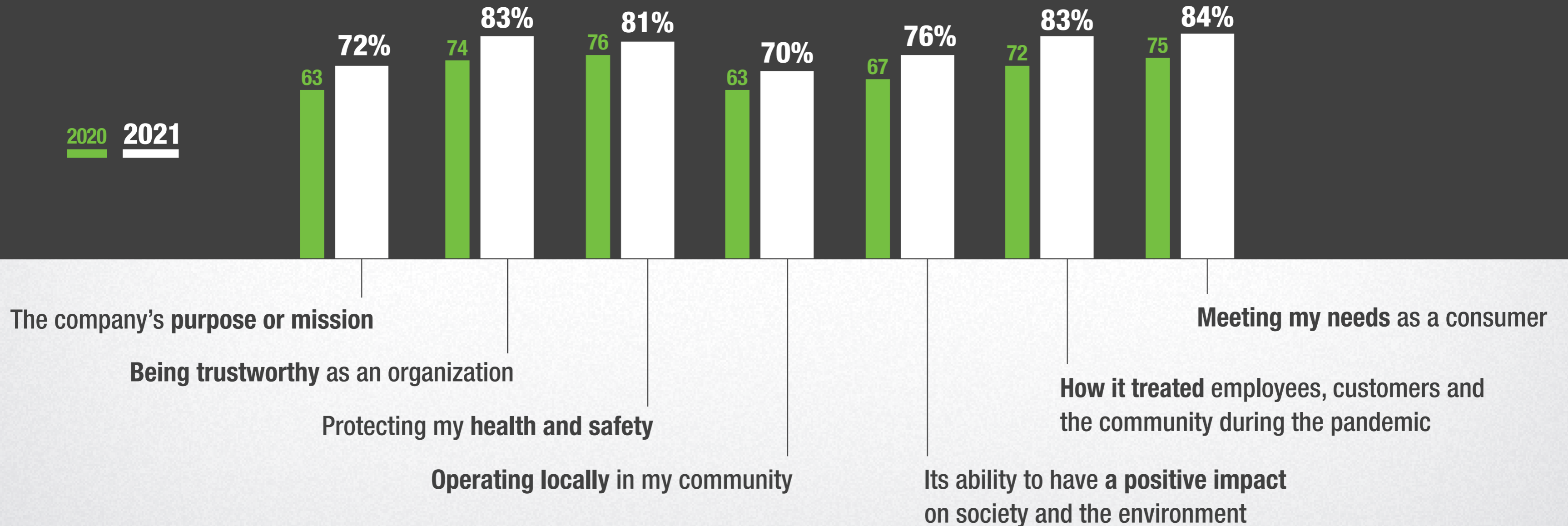
59% of Americans prefer to give back by supporting socially responsible companies, or through a combination of shopping and charitable donations versus focusing their giving on nonprofits.

The most common driver of this preference is “ease of giving back”

EXPECTATIONS RISE AMONG CONSUMERS AS PANDEMIC LINGERS

Americans are increasingly expecting more from the brands they choose to support

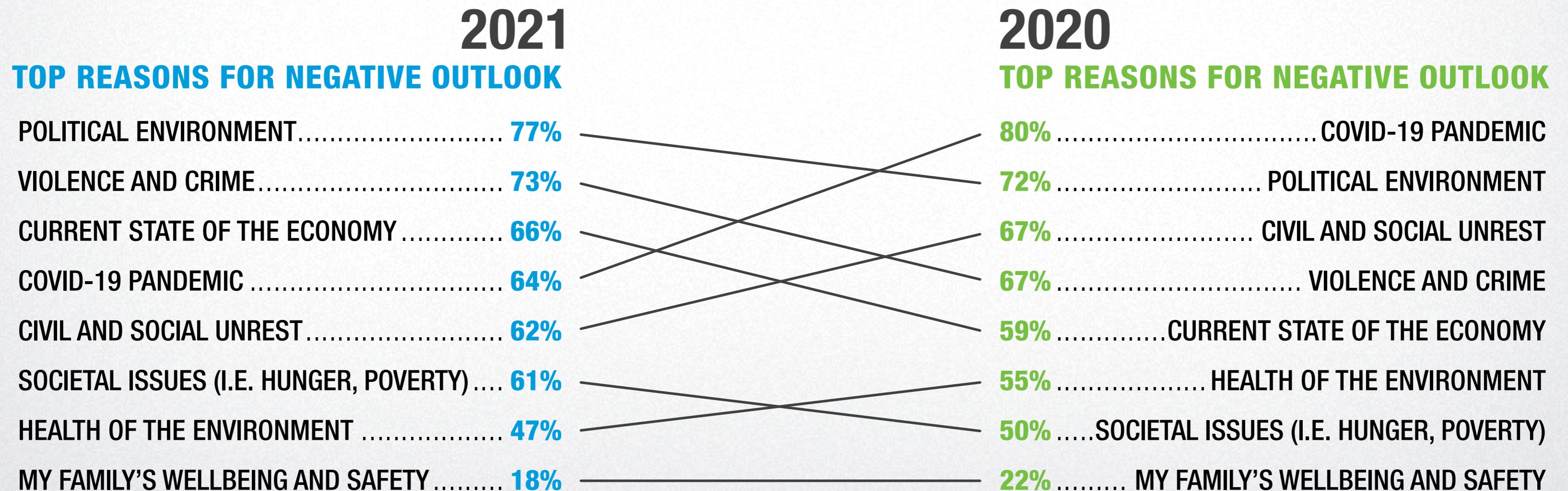
Which of the following factors will be important for you when choosing which companies or organizations to support once the pandemic is over?



IS THE WORLD GETTING WORSE?

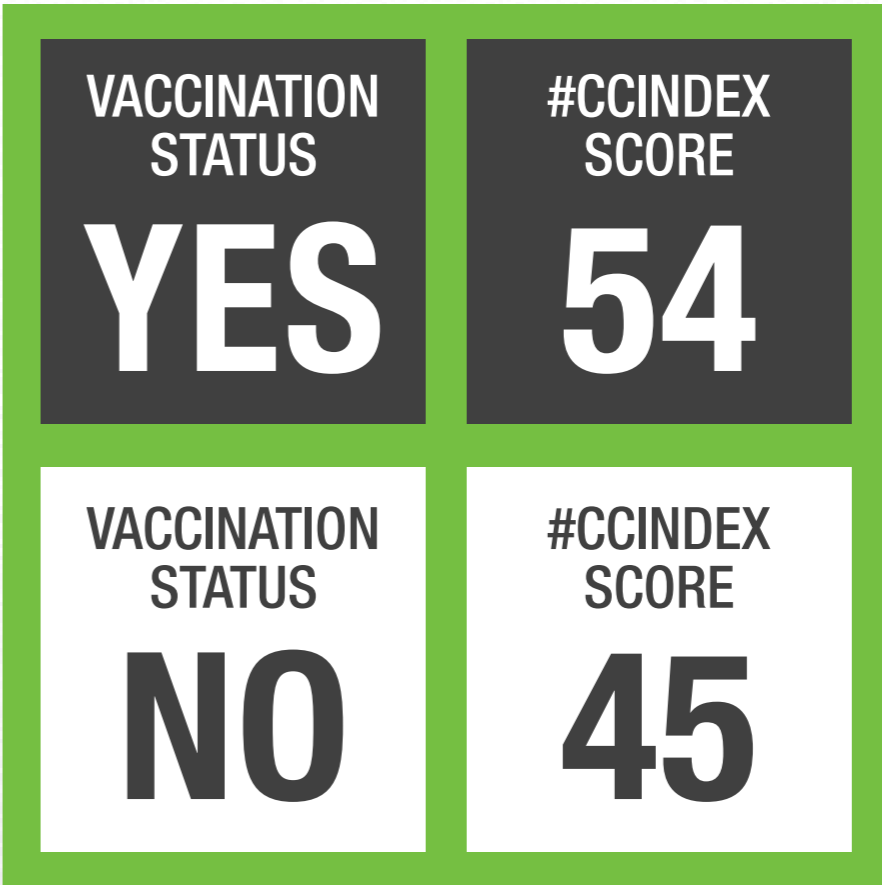
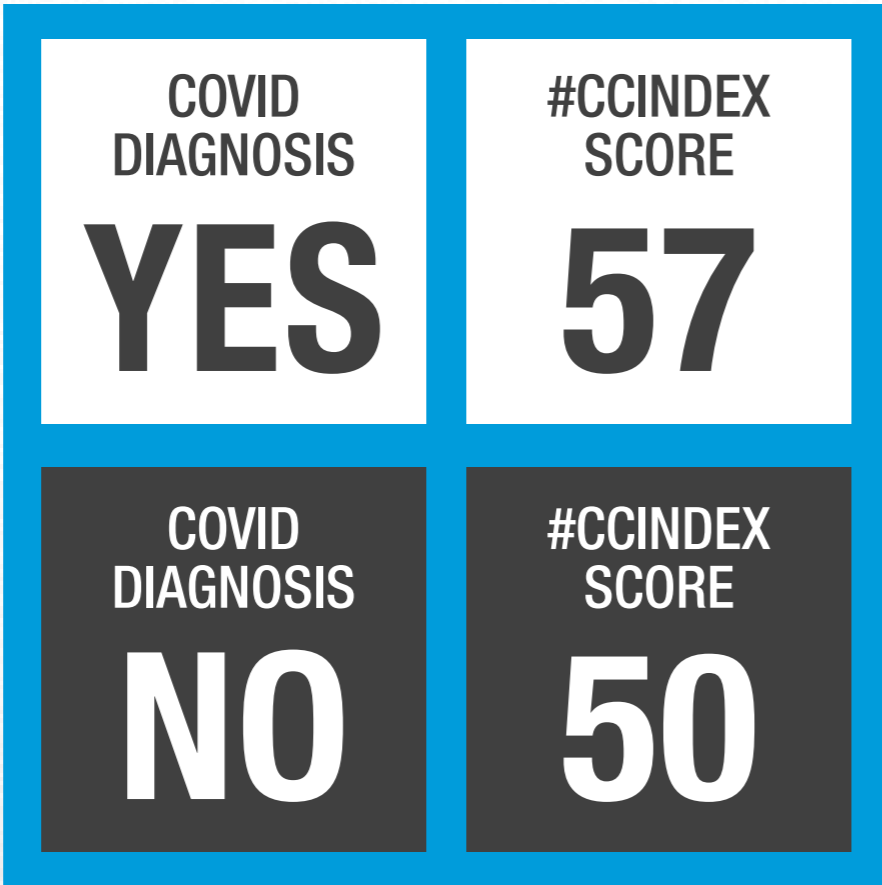
For the third straight year, more Americans think the world is getting worse. But politics, violence/crime and the economy are bigger problems than the pandemic this year.

44% SAID THE WORLD IS GETTING WORSE IN 2021 | 42% IN 2020 | 36% IN 2019 | 38% IN 2018



BOTH THE VIRUS AND THE VACCINE IMPACT THE PREVALENCE OF DO GOOD BEHAVIOR

Personal experience with COVID-19, and being vaccinated, both positively increase the chances of an individual exhibiting socially responsible behaviors, including being green, giving to charity, purchasing socially responsible products and reducing consumption. Additionally, #CCSIndex scores showed differences based on both factors.



IN AMAZON WE TRUST

HIGHLIGHTS For the third straight year, Amazon tops the #CCSIIndex's Top 20 Good Company Poll, receiving 3x more votes than any other organization. Meanwhile, Johnson & Johnson re-enters poll and vaults into top 5.

1 <u>Amazon</u>	6 Google	11 Facebook	16 Patagonia
2 Walmart	7 Apple	t-12 Target	17 PETA
3 Salvation Army	8 Goodwill	t-12 Nike	18 Tom's
4 Johnson & Johnson*	9 Microsoft	t-12 Starbucks	t-19 Greenpeace*
5 American Red Cross	10 Tesla	15 Ben & Jerry's	t-19 Coca Cola*

(* NEW FOR 2021)

OFF THE LIST • Habitat for Humanity • McDonald's • Costco

**IN ADDITION TO DOING MORE GOOD, AMERICANS ARE ALSO
EVALUATING WHAT'S GOOD FOR THEIR OWN PHYSISCIAL,
EMOTIONAL AND FINANCIAL HEALTH**

More than ¼ of respondents said their income and/or their overall wellbeing had declined during the pandemic. As a result:

30%+

**DECREASING SPENDING IN
MAJOR RETAIL CATEGORIES**

41%

INCREASING SAVINGS

45%

**WORKING TO IMPROVE
HEALTH AND WELLNESS**



About the Study

Conducted annually each fall since 2013, the #CCSIndex is an ongoing benchmarking study that gauges momentum for conscious consumerism and charitable giving. This year's study was conducted November 22 -30, 2021. In total, 1,033 Americans were surveyed (margin of error is +/- 3%). Sampling was provided by Dynata. 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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