

IS GOOD STILL GROWING?

HIGHLIGHTS FROM THE **ELEVENTH ANNUAL**
CONSCIOUS CONSUMER SPENDING INDEX

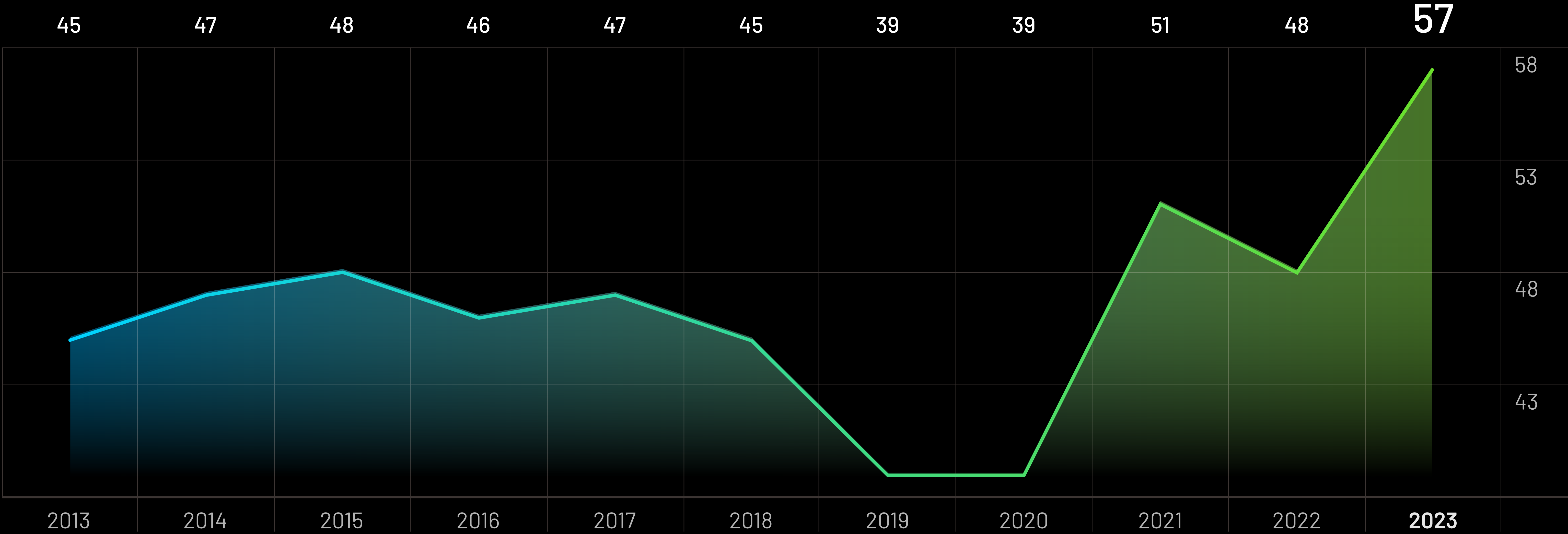
#CCSINDEX



good.must.grow.
socially responsible marketing

#CCSIndex Easily Exceeds Previous Record with Massive Growth in 2023

Three-Year Trend Showcases Significant Gains for Socially Responsible Spending



The Conscious Consumer Spending Index

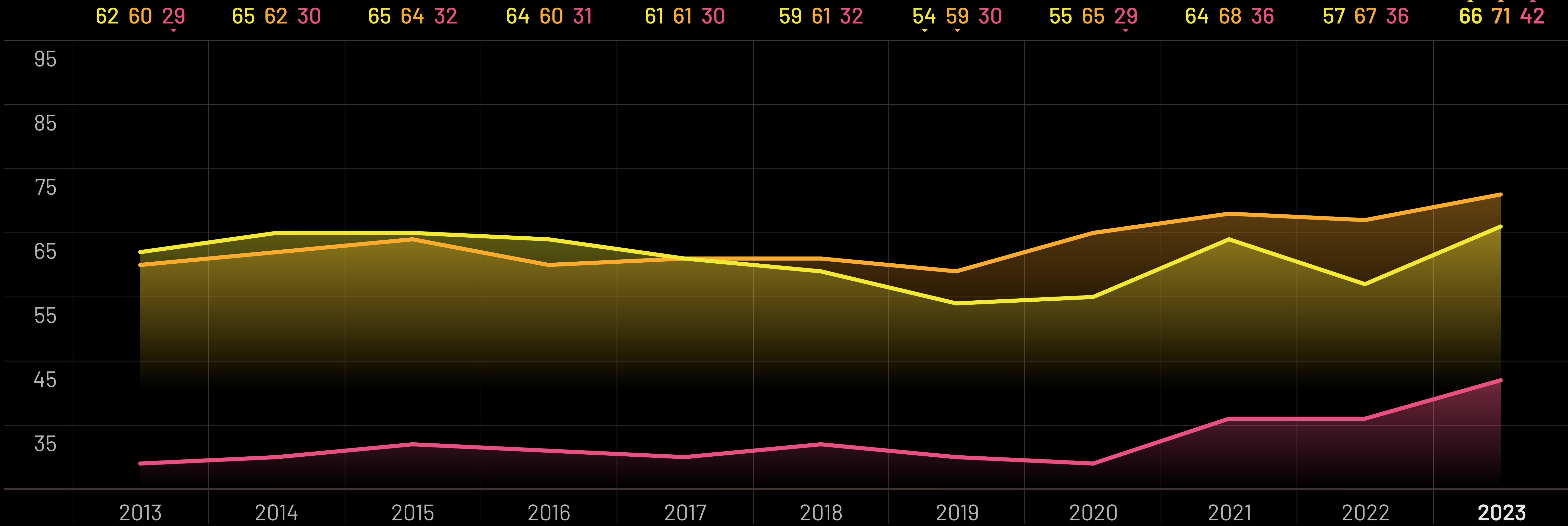
The Conscious Consumer Spending Index (#CCSIndex) is calculated by evaluating the importance consumers place on purchasing from socially responsible companies, actions taken to support such products and services, and future intent to increase the amount they spend with responsible organizations.

Consumers Reported All-Time Highs Across Multiple Categories

% Feel it is **important to buy** from socially responsible companies

% **Bought goods or services** from a socially responsible company

% **Plan to spend more** with socially responsible companies



HIGH 66% 2023
LOW 54% 2019

HIGH 71% 2023
LOW 59% 2019

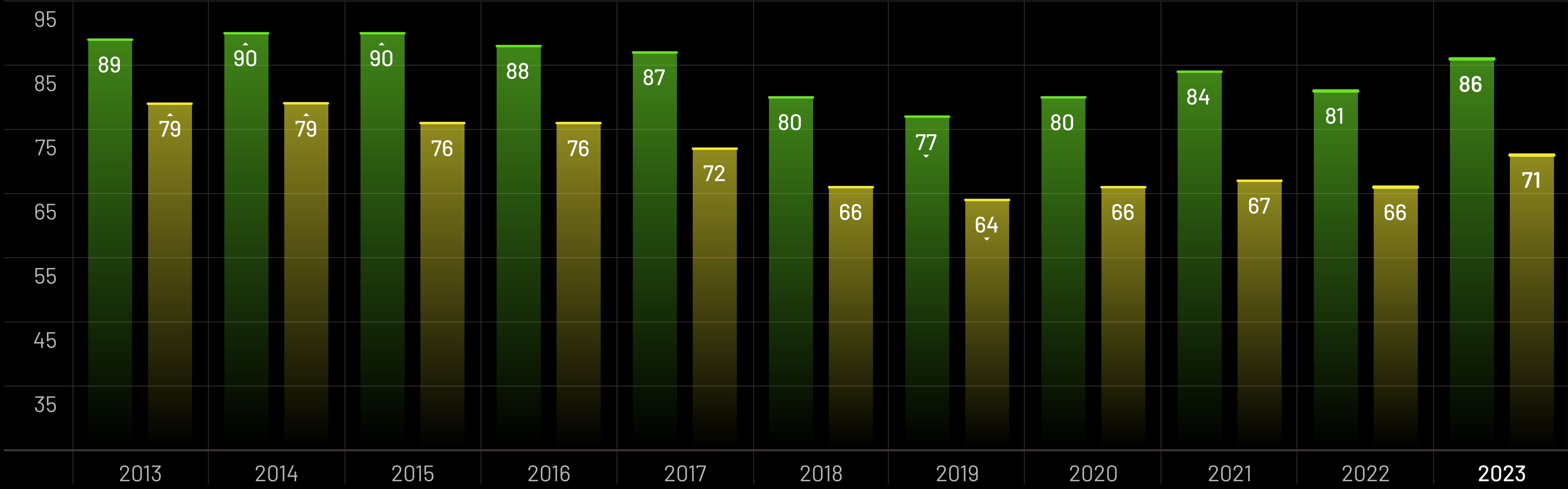
HIGH 42% 2023
LOW 29% 2013/20

Early Friendly Practices Are Rebounding; Still Trending Downward Compared to a Decade Ago

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

% Been 'Green'
(recycled, properly disposed of waste, favored reusable products)

% Reduced Consumption
(gas, energy, overall consumer purchases)



HIGH 90% 2014/15
LOW 77% 2019

HIGH 79% 2013/14
LOW 64% 2019

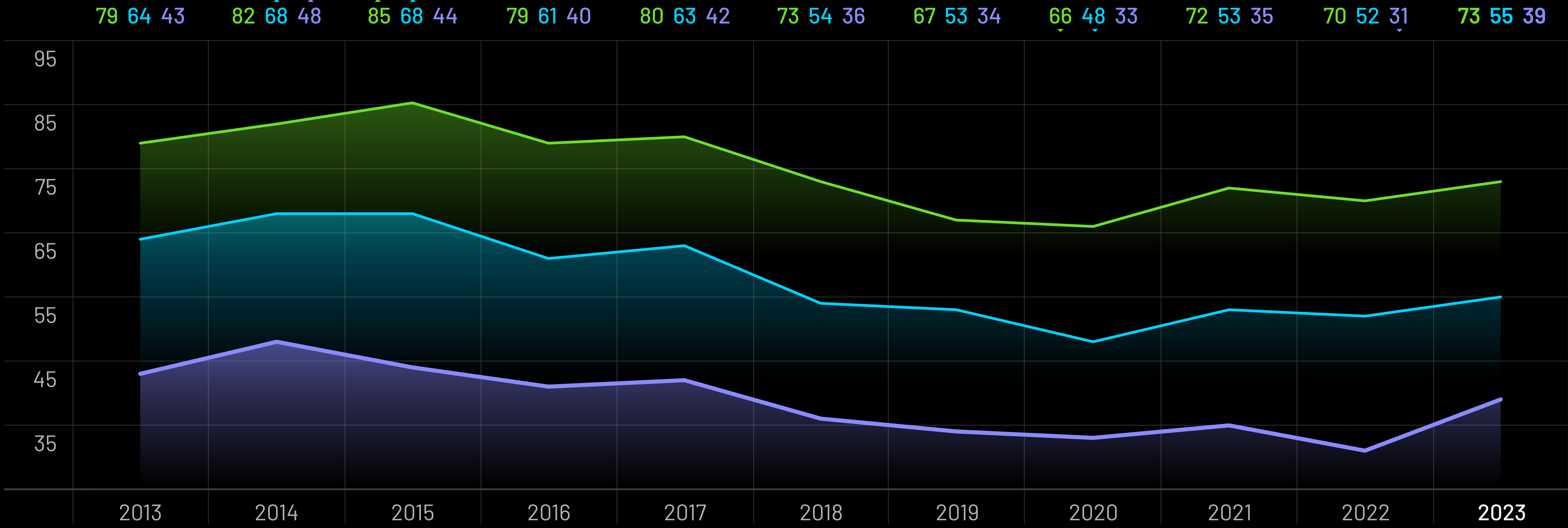
Charitable Contributions Are Trending in the Right Direction But Still Lag Far Below Previous Highs

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

% DONATED CLOTHES OR HOUSEHOLD GOODS

% CONTRIBUTED FINANCIALLY

% VOLUNTEERED TIME



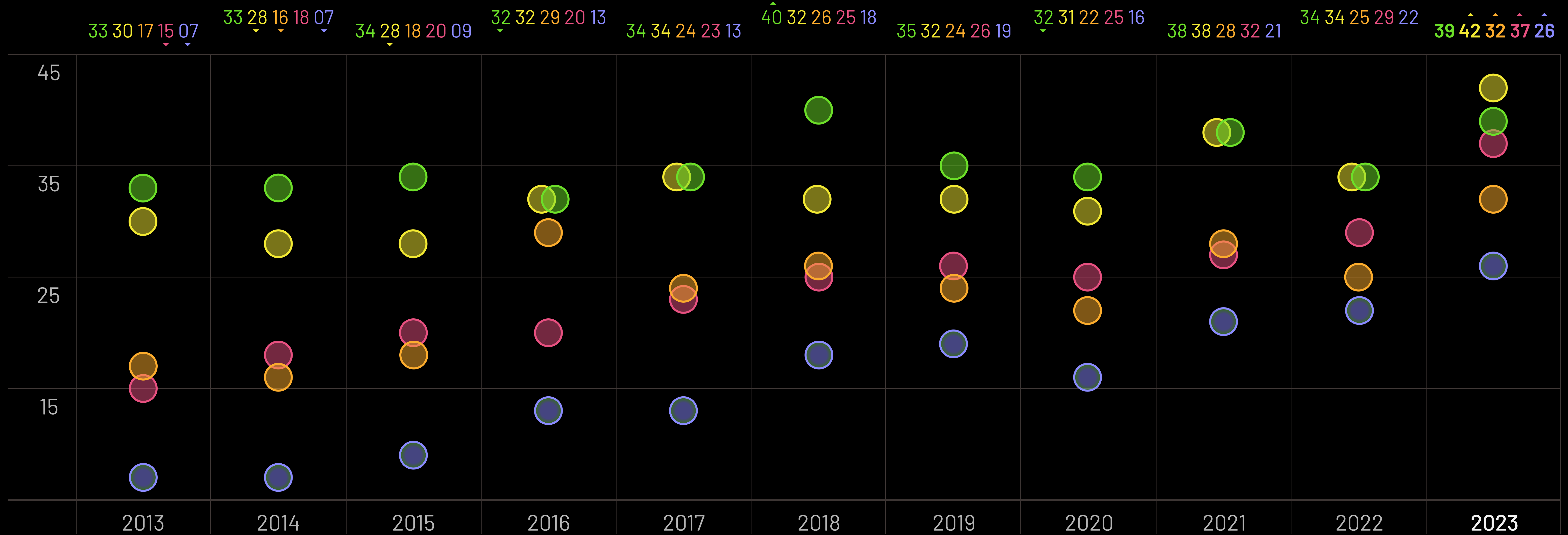
HIGH 85% 2015
LOW 66% 2020

HIGH 68% 2014/15
LOW 48% 2020

HIGH 48% 2014
LOW 31% 2022

Percentage of Americans Who Are Familiar with Key Terms

● Conscious Consumerism
 ● Social Enterprise
 ● Benefit Corporation
 ● Impact Investing
 ● B Corp



↑ 6pt 2013-2023

↑ 12pt 2013-2023

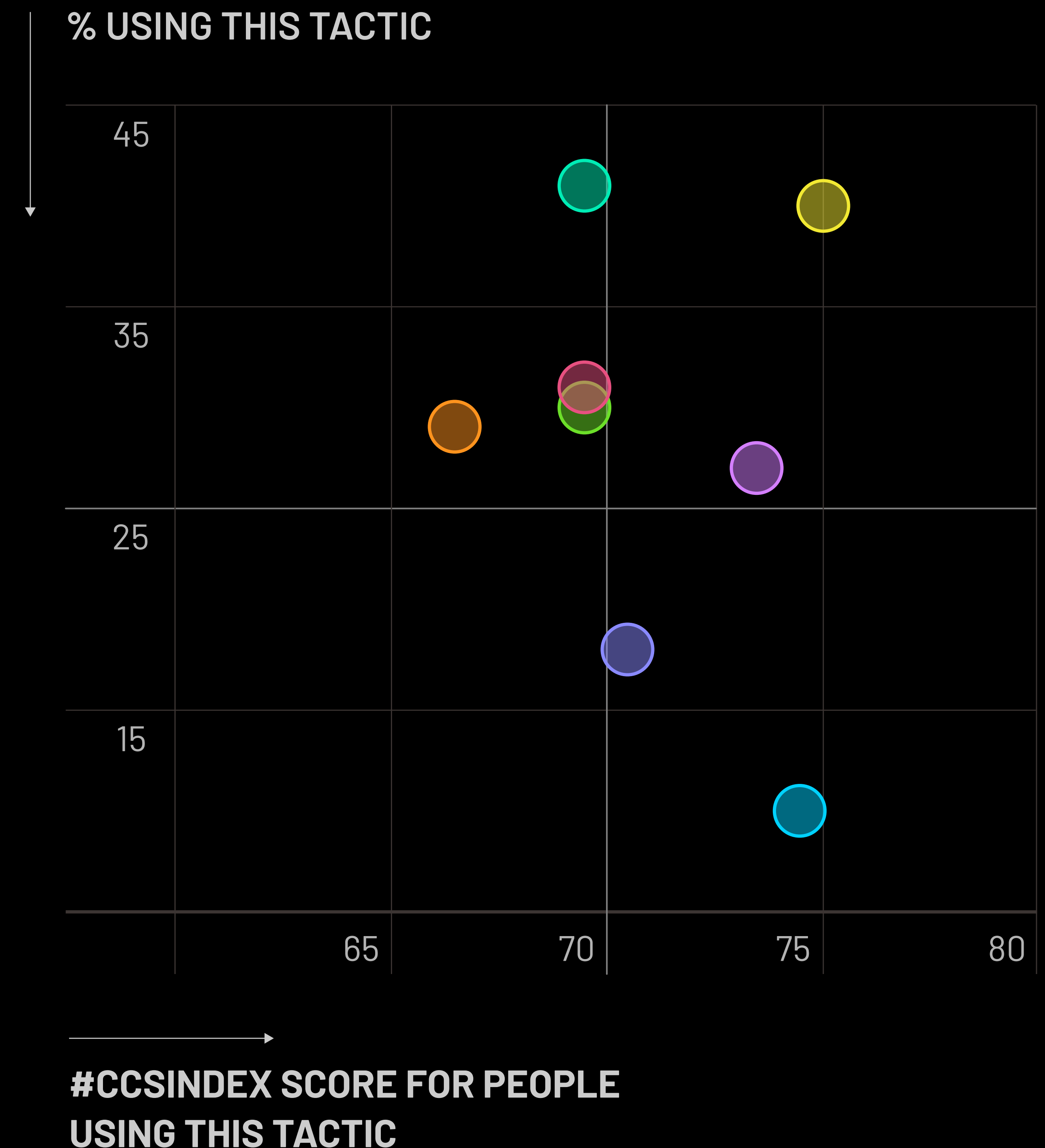
↑ 15pt 2013-2023

↑ 22pt 2013-2023

↑ 19pt 2013-2023

How Have You Personally Determined if a Company is Socially Responsible?

- THROUGH **ADVERTISING** ON TV, BILLBOARDS, NEWSPAPERS, INTERNET, ETC.
- BY READING THE **PACKAGING** FOR THE PRODUCT
- THROUGH **CELEBRITIES**
- THROUGH **AUTHORITY FIGURES AND/OR THOUGHT LEADERS**
- THROUGH **SOCIAL MEDIA** OUTLETS SUCH AS FACEBOOK OR TWITTER
- THROUGH **THE NEWS** (ON TV, PRINT, OR INTERNET)
- FROM **FAMILY AND/OR FRIENDS**
- THROUGH **PERSONAL RESEARCH**



Top 20 Good Company Poll

For the fifth-straight year, Amazon was by far the most frequently cited organization in this poll. Social enterprise Bombas almost cracked the top-10 in its first appearance on the list, while TOMS returned after missing the cut in 2022. Facebook, Tesla and Johnson & Johnson all fell short this year.

1	Amazon -0	6	American Red Cross -0	11	Bombas NEW	17	TOMS NEW
2	Walmart ^3	7	Microsoft -0	12	Target ^3	18	Chick-fil-A NEW
3	<u>Goodwill</u> ^6	8	Patagonia -0	13	Nike -0	19	UNICEF ^2
4	Salvation Army ^1	9	Starbucks ^1	14	<u>St. Jude</u> ^6	20	Coca Cola NEW
5	Google ^3	10	<u>Apple</u> ^6	15t	Ben & Jerry's ^4		
				15t	Habitat for Humanity ^3		

(^) POSITIONS GAINED (v) POSITIONS LOST (-) NO CHANGE

Off the List:

X Facebook

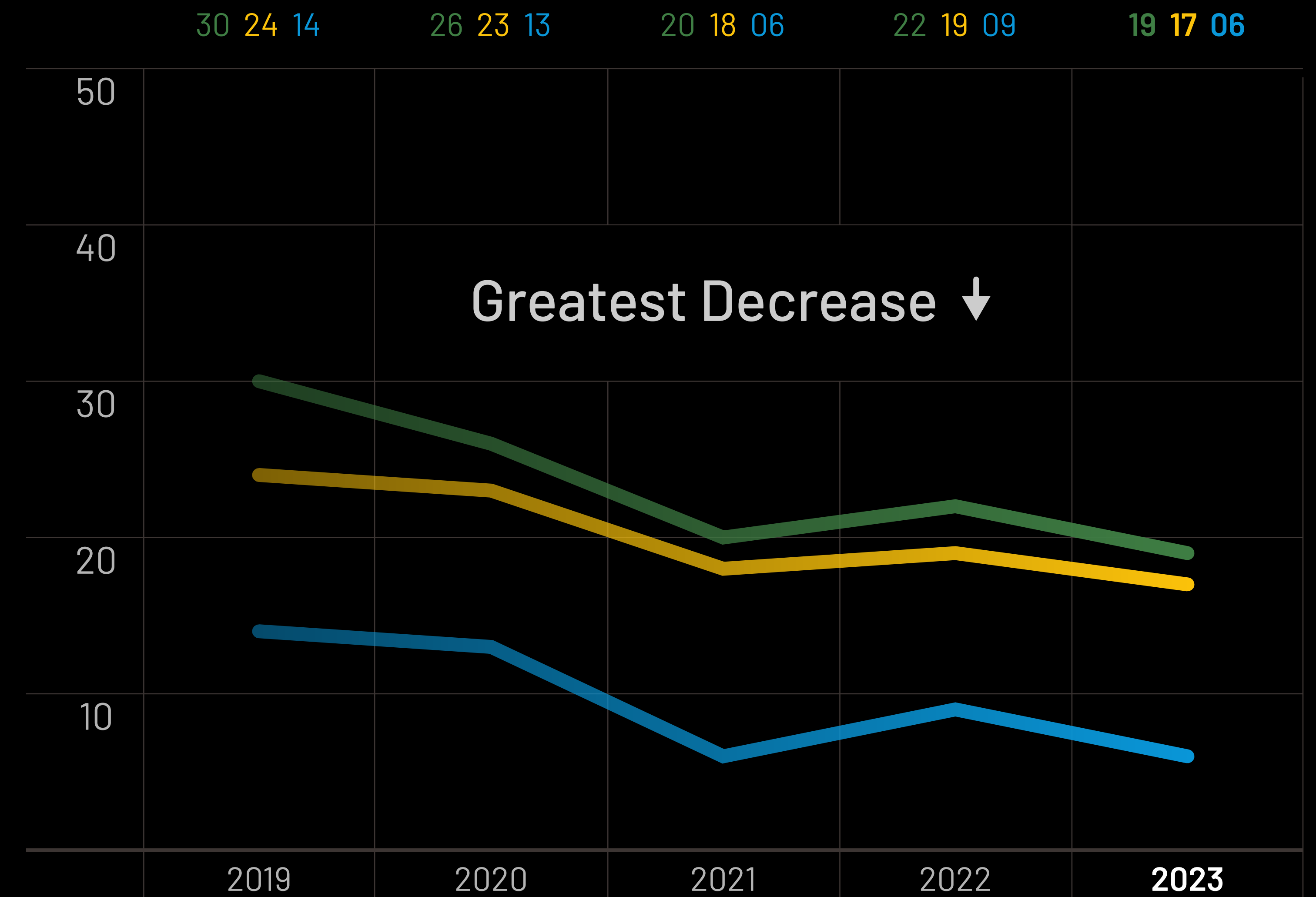
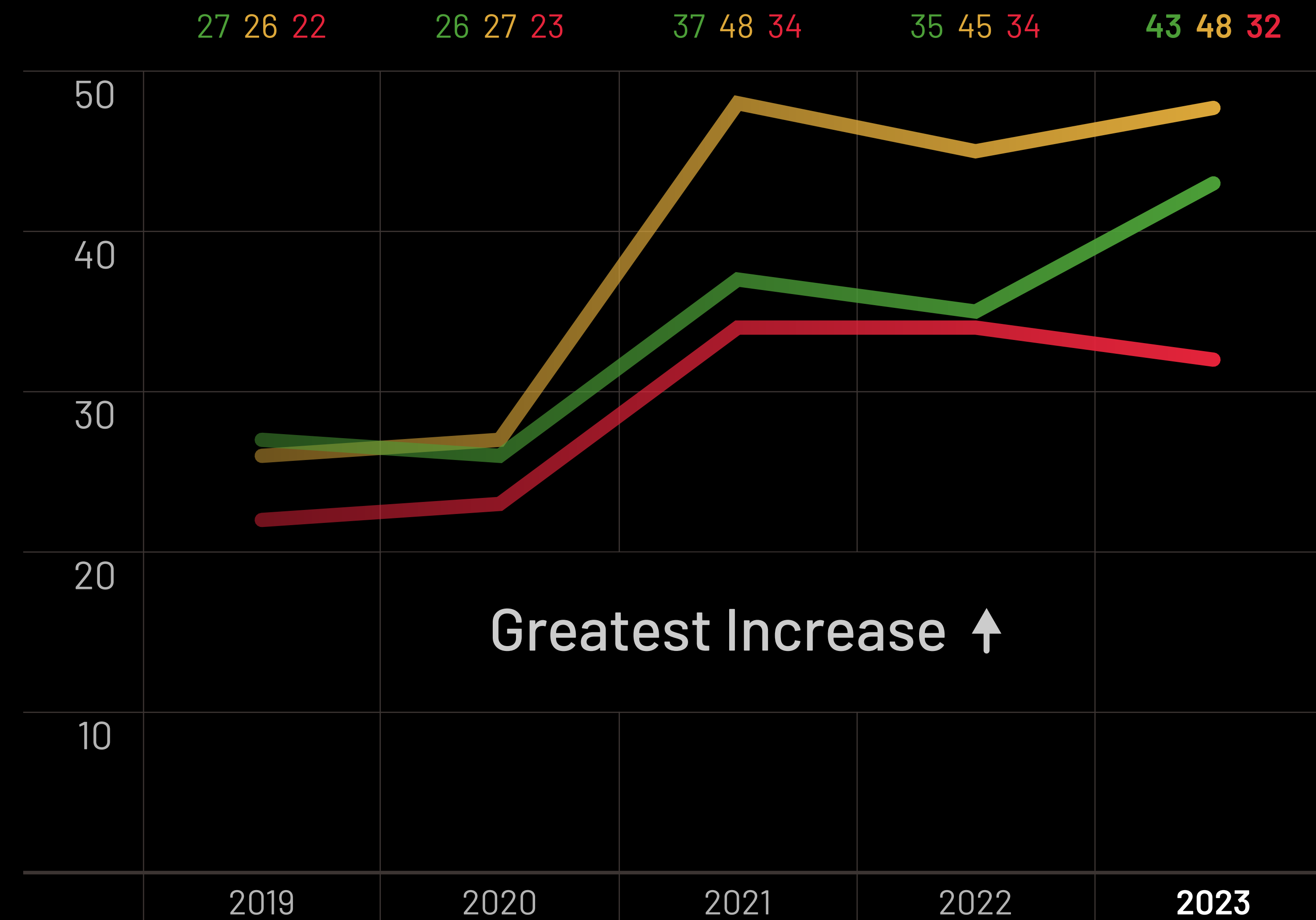
X Tesla

X Honest

X Johnson & Johnson

Sustainable Development Goals

The 17 Sustainable Development Goals (SDGs) were adopted by all United Nations Member States in 2015 to build a better world by 2030. When asked to rank their 3 top priorities among the SDGs, Americans are increasingly favoring those focused on people over planet.





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. In total, 1,021 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 three-time Best for the World company. Learn more at goodmustgrow.com.

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