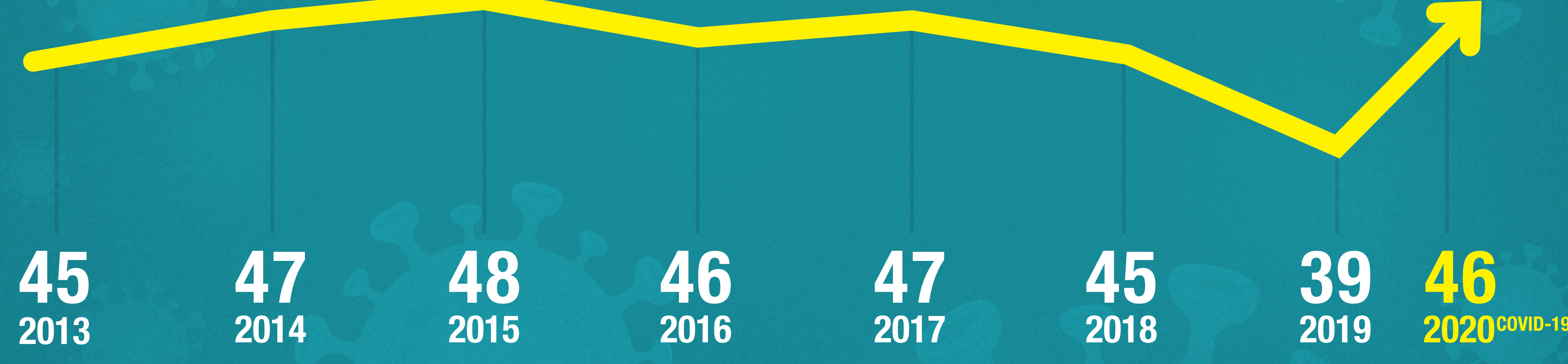


# CONSCIOUS CONSUMER SPENDING INDEX COVID-CHECK

How is the pandemic impacting socially responsible behaviors?  
(#CCSIndex)

## #CCSINDEX SEES SIGNIFICANT GAINS

For the COVID-check, the CCSIndex is netting out at 46 on a 100 point scale. This is the highest score since 2017 and a 15 percent increase from the most recent annual index, which was completed in November of 2019.



### 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.

## MOST GOOD BEHAVIORS ARE TRENDING UP DURING THE PANDEMIC

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



## INVESTMENTS IN HEALTH AND SAVINGS ARE POST PANDEMIC PRIORITIES

In light of what you've learned from the COVID-19 pandemic, will you increase / decrease / stay the same with the following activities?

34%

Will Increase Shopping Locally

23%

Will Increase Supporting Charities

41%

Will Increase Saving Money

36%

Will Increase Being Kind To The Environment

29%

Will Increase Buying From Socially Responsible Companies

43%

Will Increase Working To Improve Health And Wellbeing

## PURPOSE IS STILL IMPORTANT, BUT TRUST MATTERS MORE

When asked which factors would be important as they considered which brands to support after the pandemic

76% How it treated employees, customers and the community during the pandemic

64% The company's purpose or mission

77% Being trustworthy as an organization

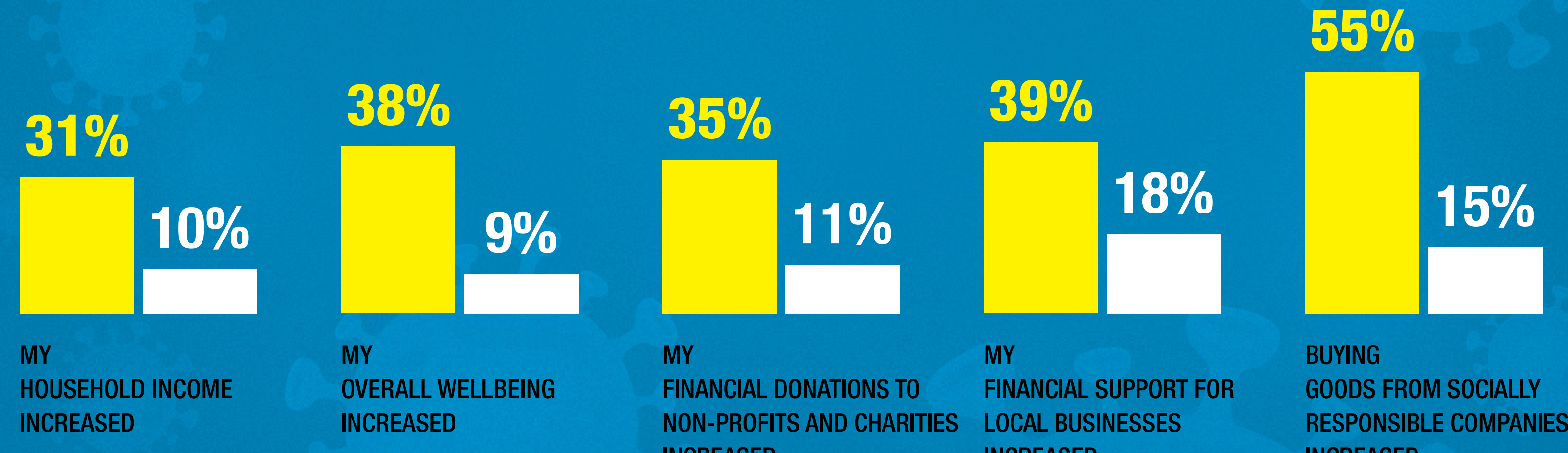
67% Operating locally in my community

78% Protecting my health and safety

68% Its ability to have a positive impact on society and the environment

## CAUSE AND EFFECT: THE SURPRISINGLY POSITIVE IMPACTS OF A COVID-19 DIAGNOSIS

Those who have had COVID, or have cared for immediate family member with the virus, show greater increases in household income, wellbeing and socially conscious spending



I OR IMMEDIATE FAMILY MEMBER HAVE HAD COVID

I OR IMMEDIATE FAMILY MEMBER HAVE NOT HAD COVID

## SAME BRANDS TOP NICE AND NAUGHTY LIST FOR THEIR PANDEMIC RESPONSE

What is the first company/organization that comes to mind as being...

### SOCIALLY RESPONSIBLE during the COVID-19 pandemic

1. Walmart
2. Amazon
3. Target
4. Kroger
5. Costco

### NOT SOCIALLY RESPONSIBLE during the COVID-19 pandemic

1. Amazon
2. Walmart
3. Tesla
4. Hobby Lobby
5. Tyson Foods

### About the Study

This study was conducted in partnership with Supportive Research Solutions. Sampling was provided by Dynata. Data was collected May 7-16, 2020. In total, 1,006 Americans were surveyed (margin of error is +/- 3%). For more information on the Conscious Consumer Spending Index, please visit [www.goodmustgrow.com/ccsindex](http://www.goodmustgrow.com/ccsindex).

### About Good.Must.Grow.

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