

Is GOOD Still Growing?

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

Tags: conscious consumerism, social enterprise, nonprofit donations, fundraising, socially responsible spending, corporate social responsibility

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Slow and Steady

Socially Responsible Spending Crawls Ahead

For three years running, Americans are more engaged in using daily purchases to make a difference.

FEEL IT IS IMPORTANT to buy goods or services from socially responsible companies



BOUGHT GOODS OR SERVICES from socially responsible companies in the past 12 months



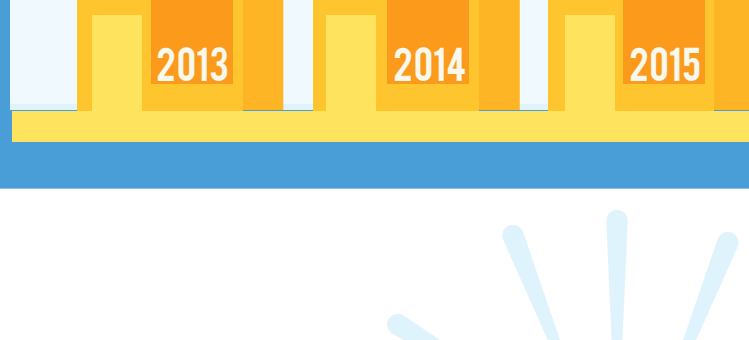
PLAN TO BUY MORE goods or services from socially responsible companies this year



Subtle Growth Not Enough to Move #CCSIndex Needle

The #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.

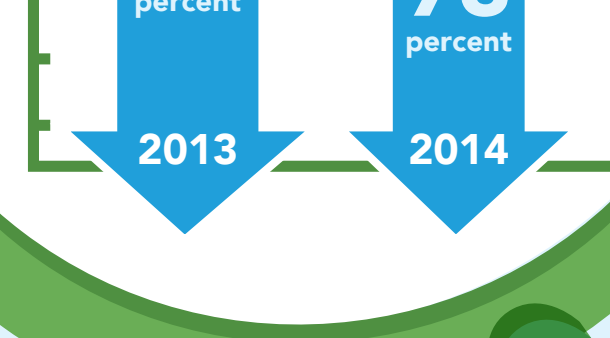
#CCSIndex Scores by Year - 100 Point Scale



Minding the Gap

Doing Good Isn't Easy for Conscious Consumers

Success rates are declining for those who plan to spend more responsibly.



KNOWLEDGE

is the biggest factor preventing people from successfully increasing their socially responsible shopping. People said that they did not know which products were socially responsible or how to find them.*

Availability 37% Selection 22% Knowledge 46% Quality 9% Price 37% Trust 25%

*Respondents could choose more than one factor.

Generous Returns

Charity Makes a Comeback

Americans are feeling more charitable in 2015, compared with recent years.



Percentage who are planning NOT to financially support a cause in the next year.



WHO is Doing Good?

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:



Almost 30 percent of respondents (28%) failed to name a socially responsible organization.

Loving Local:

Social Shoppers Show a Strong Preference for Local Goods.

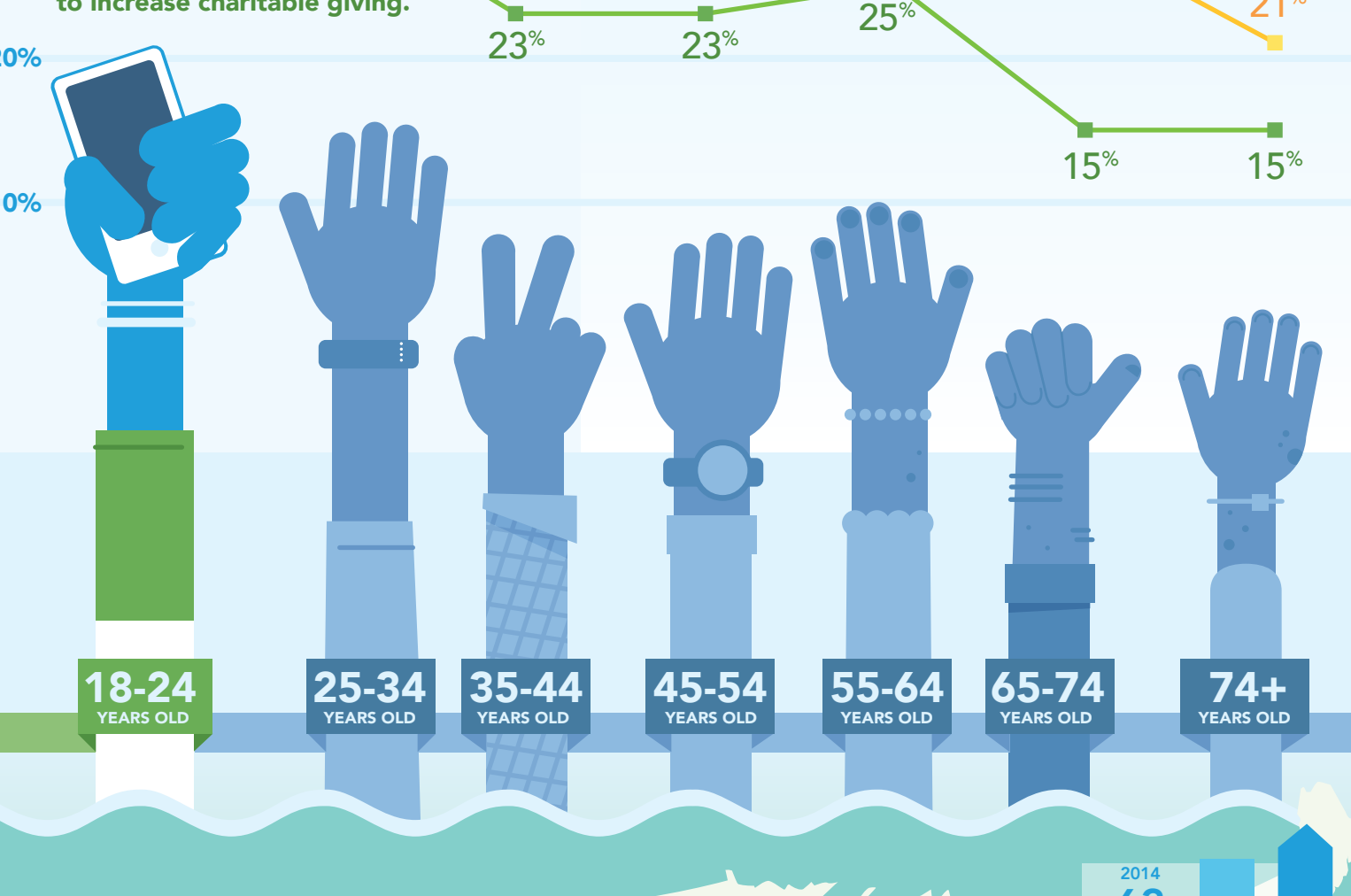
Nearly eight out of ten consumers who reported an understanding of the term "local" said that it influences what they buy.



79% were familiar with the term. Of those, 77% considered the term to be an important factor in their shopping behaviors.

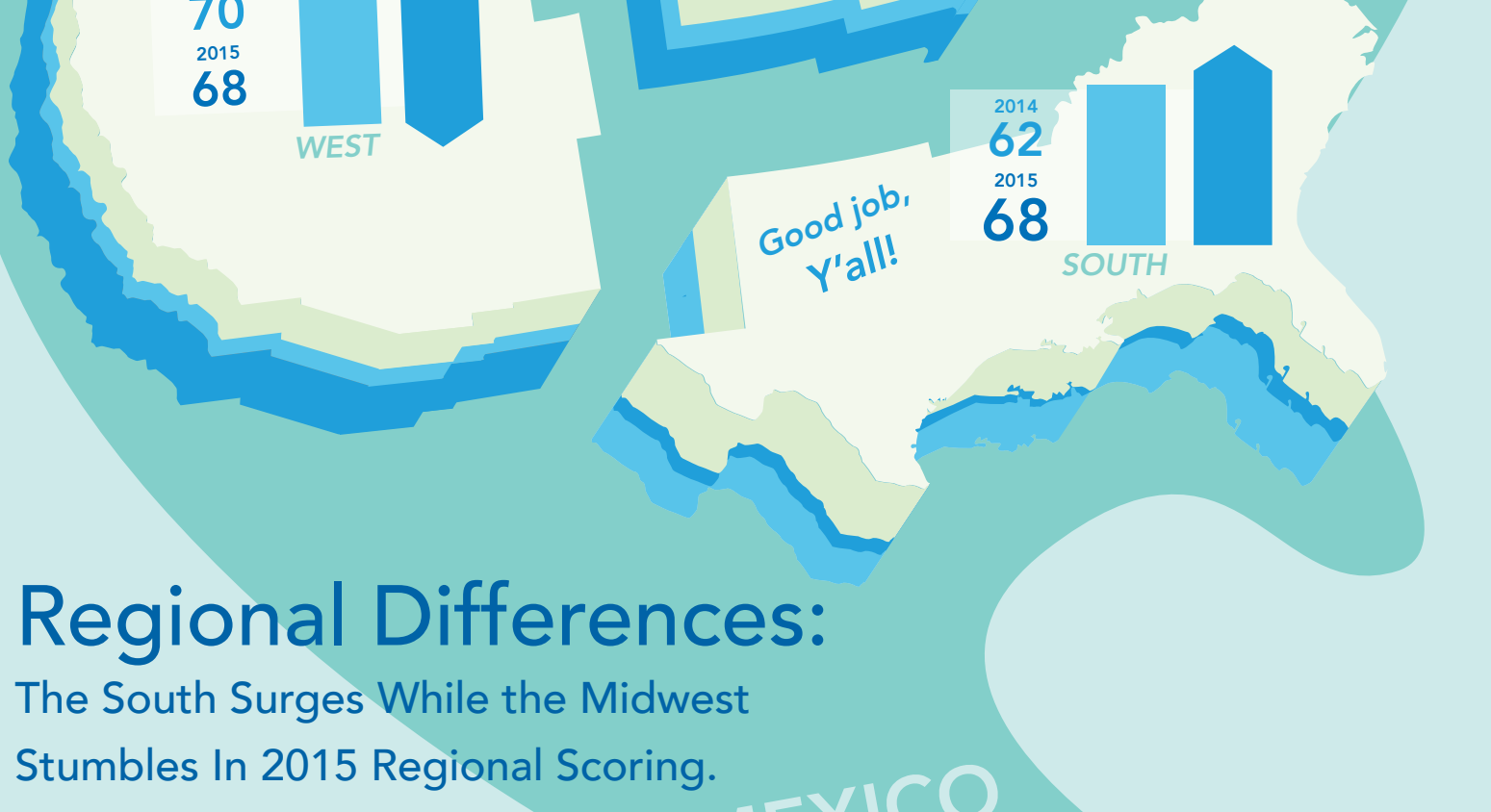
Youth Movement

Social Responsibility Is Growing Fastest Among Younger Generations.



Regional Differences:

The South Surges While the Midwest Stumbles In 2015 Regional Scoring.



About the Study

This study was conducted in partnership with Supportive Research Solutions and What They Think Research. Sampling was provided by Research Now. Data was collected February 2-15, 2015. In total, 1,021 Americans were surveyed. Margin of error is +/-3%. For more information on the Conscious Consumer Spending Index, please visit goodmustgrow.com/ccsindex.

About Good.Must.Grow.

Good.Must.Grow. provides strategic marketing support for socially responsible businesses, nonprofit causes and organizations that are focused on health + wellness. We want to be part of a revolution that drives societal change by sparking increased charitable giving and community involvement as well as unprecedented levels of corporate social responsibility. Proud to be a Certified B Corp. See how we're #GrowingGood at goodmustgrow.com.

