Socially Responsible Spending Crawls Ahead

Slow and Steady

from socially responsible companies

FEEL IT IS IMPORTANT to buy goods or services

who plan to spend more responsibly.

Conscious Consumers

Doing Good Isn't Easy for

Minding the Gap

REGIONAL DIFERENCES:

The South Surges While the Midwest

Stumbles In 2015

Regional Scoring.

WHO is Doing Good?

Almost 30 percent of respondents (28%)

that is socially responsible, here's who was top of mind:

When consumers were asked to name one company or organization

failed to name a socially responsible organization.

People said that they did not

successfully increasing their

is the biggest factor

responsible or how to find them.*

where respondents were

Conscious Consumer Spending Index (#CCSIndex)

Highlights from the Third Annual

Is GOOD Still Growing?

CONSUMER ATTITUDES TOWARDS CONSUMERS PLANNING TO

DONATIONS

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2013

2014

2015

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2014

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DONATIONS

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2015

GOOD job,

Youth Movement

Among Younger Generations.

Loving Local:

Social Shoppers Show a Strong

Preference for Local Goods.

Preference for Local Goods.

Finally, a Comeback

Charity Makes

Returns

about the amount they

Attitudes Toward

spending with responsible organizations.

Subtle Growth Not

Enough to Move

#CCSIndex Needle

Enough to Move

#CCSIndex Needle

Enough to Move

#CCSIndex Needle

About the Study

Percentage of people who

plan to contribute more

financially to charities.

Percentage who are planning

to financially support

a cause in the next year.

Percentage of Americans

who reported an understanding of

what they buy.

When asked if they had

an understanding of

socially responsible shopping.

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