is good still growing?

Highlights from the fifth annual conscious consumer spending index (#CCSIndex)

bad news

Feel it is important to buy from socially

purchases from such organizations and /or increasing the amount they spend on socially responsible goods are both on the decline.

While more Americans feel it is important to support socially responsible

products and services, the number of Americans who report making

responsible companies

2013 2014 2015 2016 2017

Made purchases from socially responsible companies in the past 12 months

60% 62% 64% 60% 61%

Plan to spend more with socially responsible

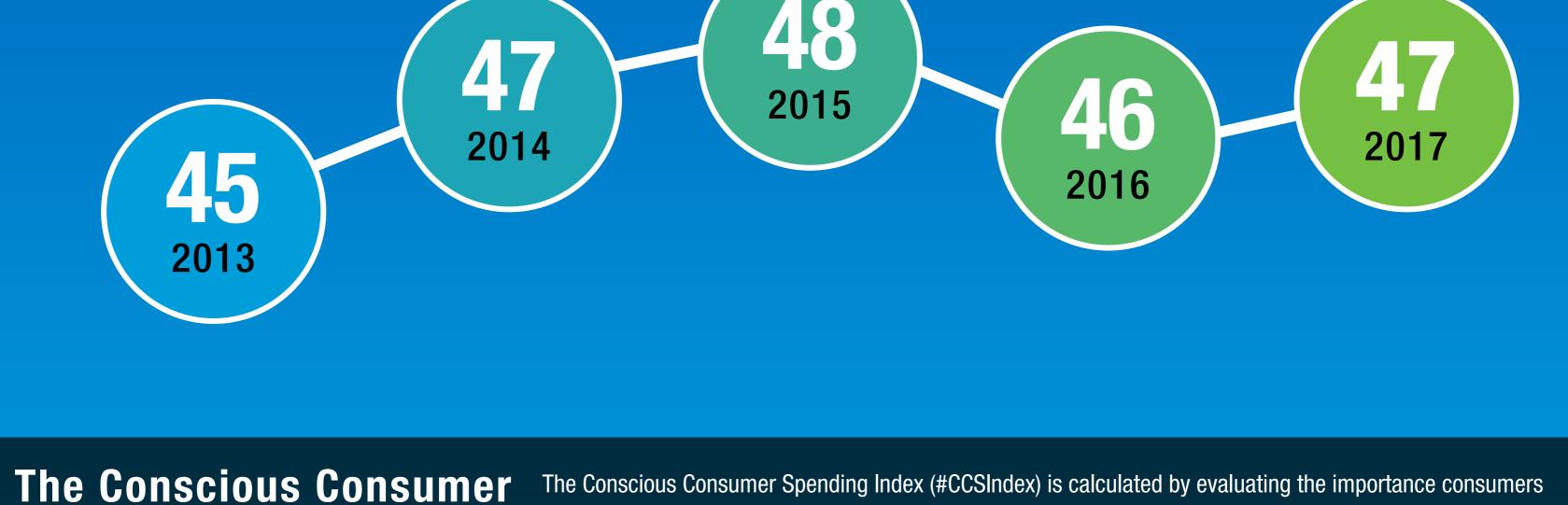
62% 65% 65% 64% 61%

companies in the year ahead

29% 30% 32% 31% 30%

when the index experienced its first ever dip. However, the index still falls short of its high point in 2015.

SOCIAL rebound The #CCSIndex is trending upward, a slight recovery from 2016



a world of hurt

Nearly half of Americans (47%) think the world is becoming a worse place to live, while only 16% say it's getting better. The remainder think things are staying the same. Optimistic consumers logged higher #CCSIndex scores than those with negative or neutral views.

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.

of Americans think the world is becoming a worse place to live

Spending Index

THINK THE WORLD IS

BECOMING BETTER

The 16% of Americans who think the world is becoming a better place had a **#CCSIndex score of** 5

The 47% of Americans who think the world is becoming a worse place had a **#CCSIndex score of 5**() A deeper dive reveals Americans who reported a neutral view on the state of the world

The 37% of Americans who think the world is staying the same had a **#CCSIndex score of 36**

THINK THE WORLD IS

STAYING THE SAME

THINK THE WORLD IS

BECOMING WORSE

42%

64%

68%

68%

61%

63%

79%

82%

85%

79%

80%

42. Tulsa

46.

43. **Baltimore**

44. Nashville

Detroit

47. Fort Worth

50. **Albuquerque**

48. Fresno

49. **El Paso**

Jacksonville

Bought goods or services from a socially responsible company this year (%)

stuck in

neutral

70 Plan to buy more from socially responsible companies in 2018 (%)

were significantly less likely to engage in conscious consumerism, philanthropy

and earth friendly practices than those with positive and negative views.



Contributed Financially

to a Charity

A slight uptick in charitable engagement

is a positive sign for philanthropy. But

nonprofits are still seeing a reduction in

contributions of time and money within

the last three years.

best in class

Charlotte

Oakland

Seattle

3.

5.

Long Beach

Virginia Beach

Donated Clothes or Household 2013 **Goods to a Charity** 2014 2015 2016 2017

2017

2013

2014

2015

2016

2017

socially responsible cities Based on an additional sample of more than 5,000 Americans, this year's study ranked America's most socially responsible big cities. **Charitable Giving Virginia Beach Conscious Consumerism Long Beach Earth Friendly Long Beach** 21. Colorado Springs Memphis 41. Philadelphia

Wichita

Miami

Tucson

Milwaukee

San Diego

New York

39. Portland

40. **Mesa**

Oklahoma City

33.

34.

Kansas City Dallas 6. **Boston Denver** 8. **Atlanta** 18. **Austin** 9. **Minneapolis** 19. Washington DC **San Antonio** 20. Sacramento

11. Chicago

12. Raleigh

15. San Jose

tale of 2 consumers

About 1/3 (27%) of the country reports spending

about half their money on socially responsible

The rest of the country hangs in the balance.

Louisville

New Orleans

Indianapolis

Cleveland

Columbus

Houston

Phoenix

Omaha

Las Vegas

Los Angeles

San Francisco

Overall Social Responsibility Charlotte

wordless of mouth

People are more likely to use

product packaging 32%

personal research 29%

to determine which organizations

are socially responsible, as compared to

family and friends 19%

social media 15%

and influencers 10%

news reports 27%

27% x 50%

know if they are shopping responsibility or not.

27% X ? Meanwhile, another 27% of the country doesn't even

products and services.

good company poll When consumers were asked to name one company or organization that is socially responsible, here's who was top of mind: For the first time in three years, TOMS was bumped from the top spot in the Good Co Poll.

Proctor & Gamble burt's bees Tesla **Trading Places ... Amazon up 9 spots** Newman's Own **Trader Joe's** Costco **Honest Company down 9 spots** 1. Red Cross 16. **Costco** 6. Whole Foods 11. Ben & Jerry's 2. Walmart 7. **TOMS 12. Apple** 17. Greenpeace

4. Goodwill 5. Starbucks

8. Salvation Army

9. Amazon

10. Microsoft

15. **Facebook**

13. United Way

14. Trader Joe's

18. **Honest Co**

20. Newman's Own

19. **Target**

About the Study

3. Google

OUT

IN ...

good.must.grow.
socially responsible marketing

This study was conducted in partnership with Supportive Research Solutions and What They Think Research. Sampling was provided by

Research Now. Data was collected Oct 4–12, 2017. In total, 1,019 Americans were surveyed for the annual index comparisons (margin of error is +/-3%). An additional 5,000 surveys were fielded across the top-50 DMAs for the first annual top 50 socially responsible cities analysis. For more information on the Conscious Consumer Spending Index, please visit www.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 www.goodmustgrow.com. ** @goodmustgrow ** info@goodmustgrow.com ** goodmustgrow.com ** 615.545.2398