

Is Good Still Growing?

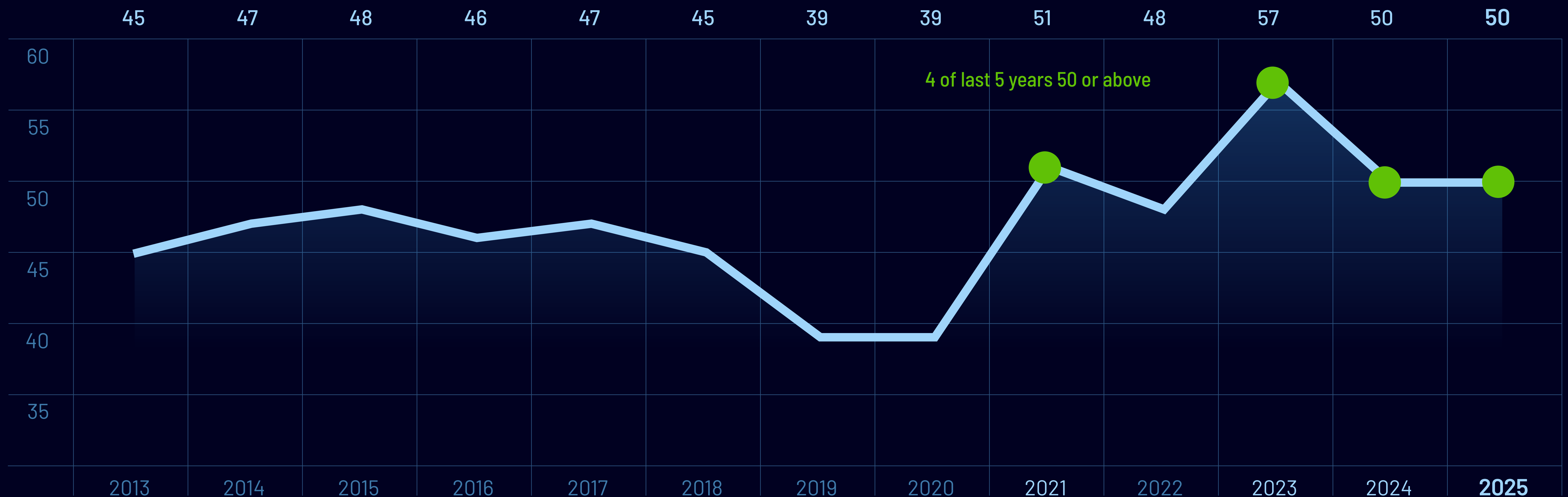
Highlights from the 13TH annual
Conscious Consumer Spending Index

CCSI



CCSIndex Holds Firm Amidst Onslaught of Uncertainty

Index has posted a score of 50 or better (on a 100 point scale) in four of the last five years.

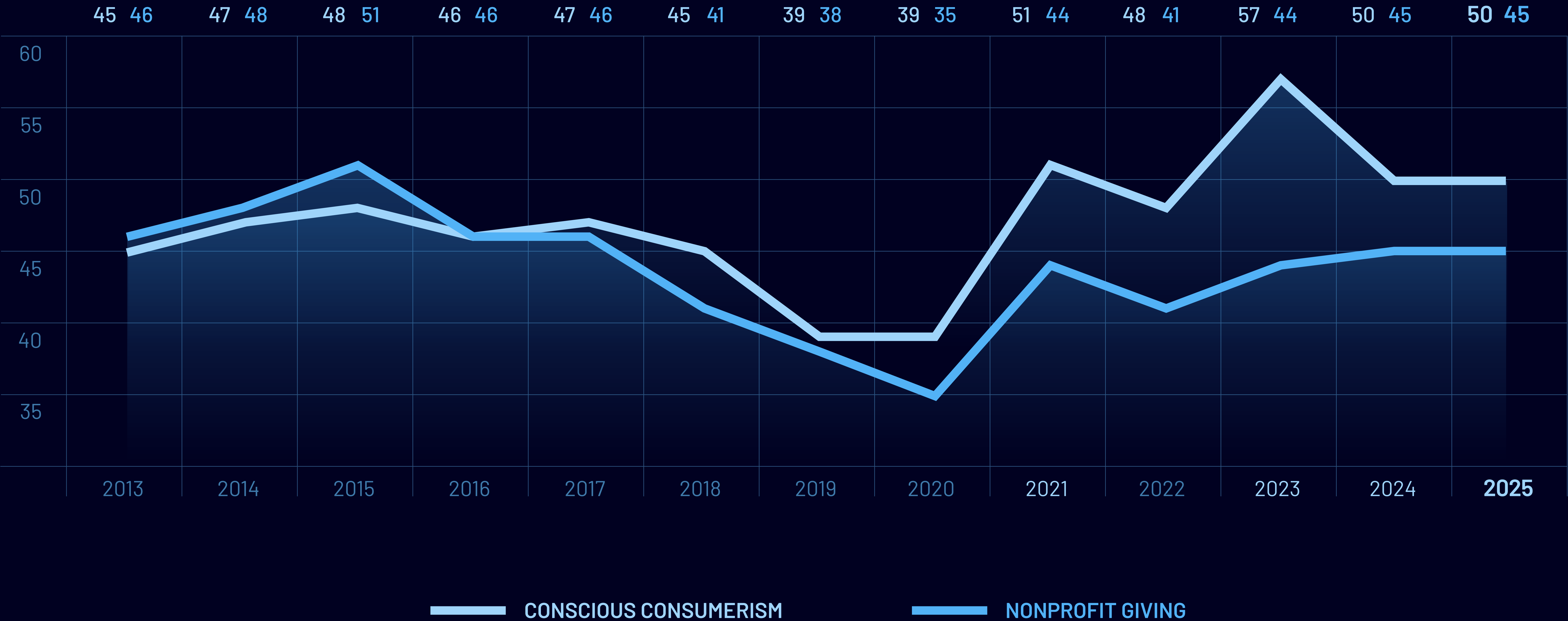


The Conscious Consumer Spending Index

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.

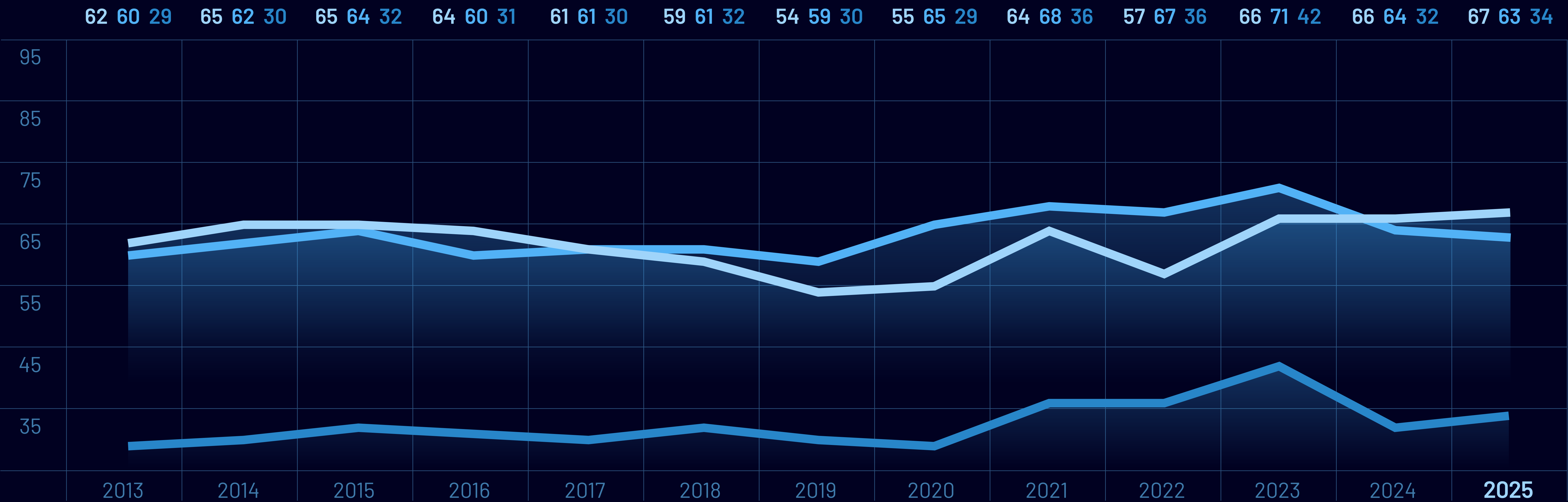
Nonprofit Giving Has Trailed Conscious Consumerism Since 2017

When applying Index scoring to nonprofit giving trends, we see that socially responsible spending is on a more positive trajectory.



Socially Responsible Spending Behaviors See Slight Uptick Overall Compared to 2024

Record number of consumers say it is important to support (good) brands.



% Feel it is **important to buy** from socially responsible companies
HIGH **67%** 2025 • LOW **54%** 2019

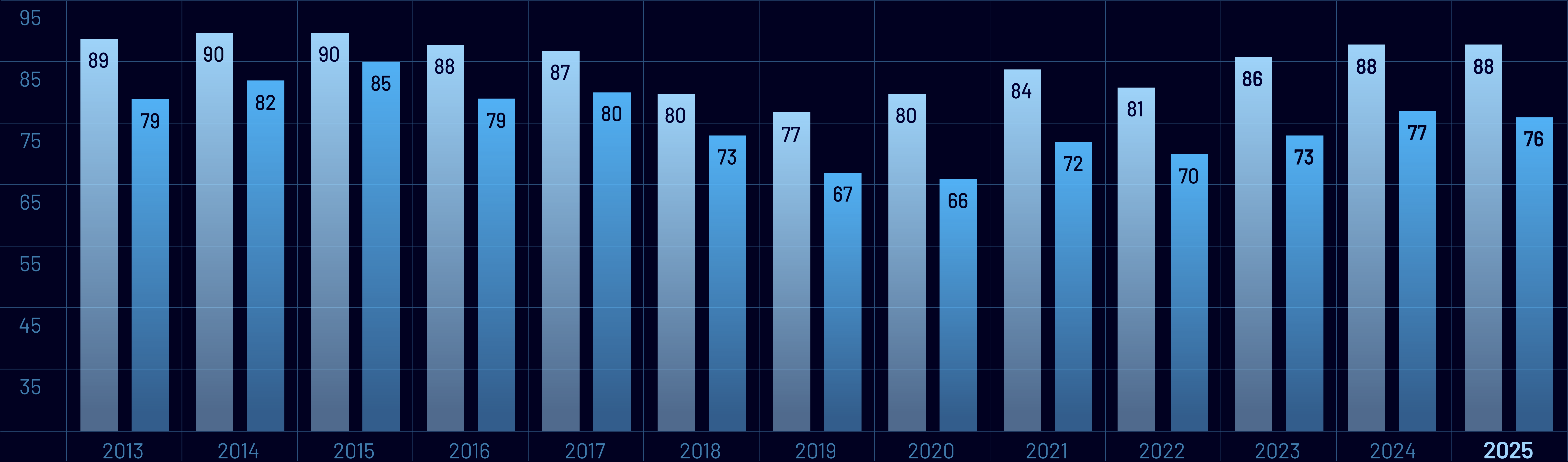
% **Bought goods or services** from a socially responsible company
HIGH **71%** 2023 • LOW **59%** 2019

% **Plan to spend more** with socially responsible companies
HIGH **42%** 2023 • LOW **29%** 2013/20

Earth Friendly Practices Are Steady Year Over Year

% BEEN GREEN
(recycled, properly disposed of waste, favored reusable products)

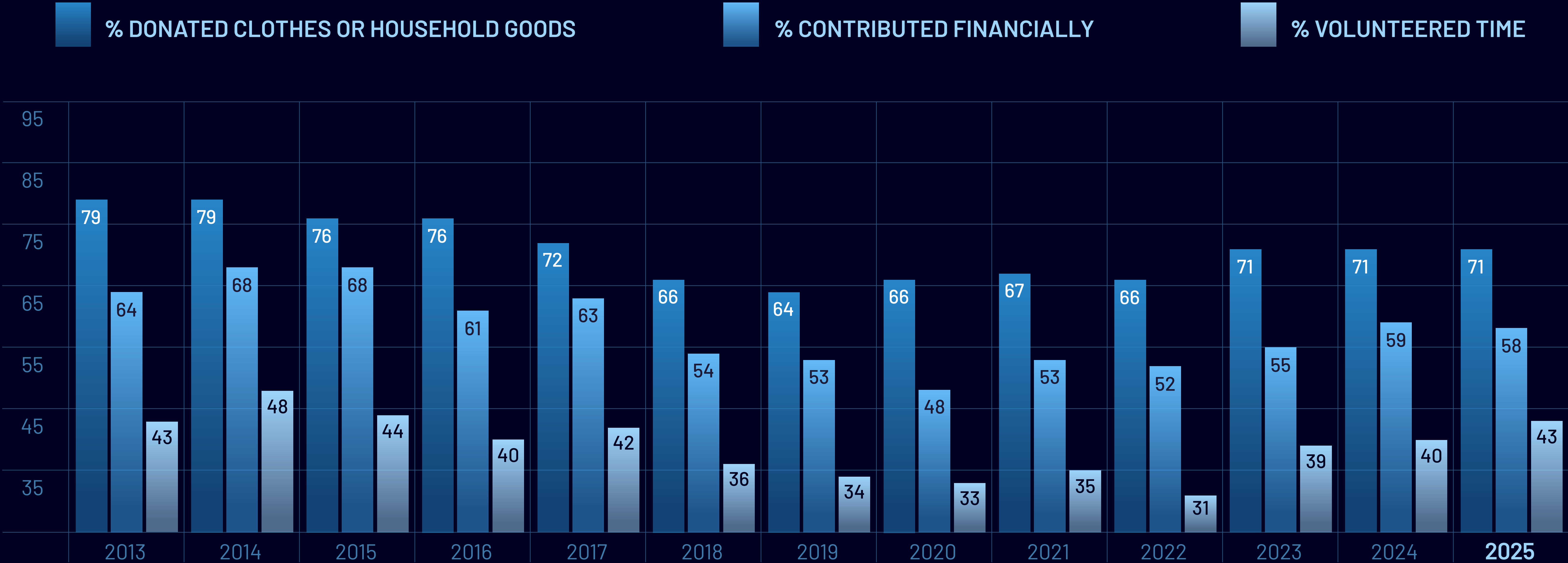
% REDUCED CONSUMPTION
(gas, energy, overall consumer purchases)




HIGH 90% 2014/15 • LOW 77% 2019

HIGH 85% 2015 • LOW 66% 2020

Financial Contributions to Charities See Minimal Decline, While Volunteering Trends Upward



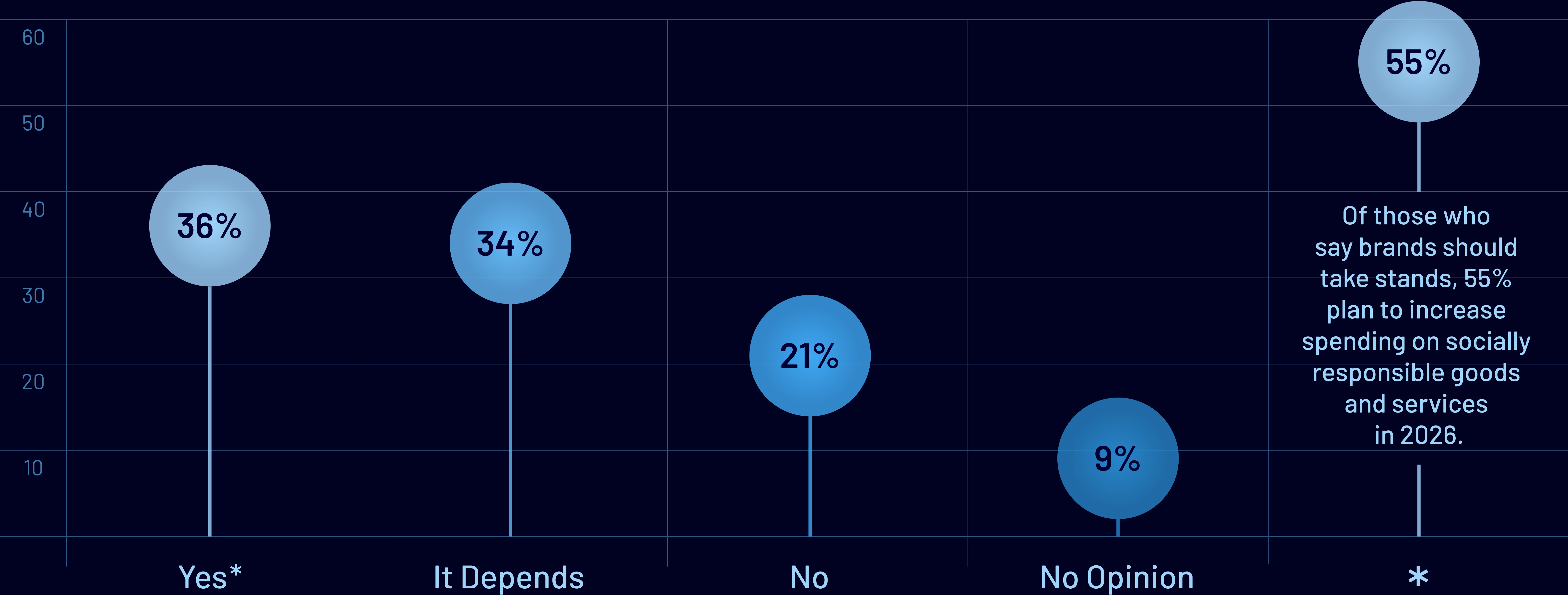
 HIGH **79%** 2013/14 • LOW **64%** 2019

 HIGH **68%** 2013/14 • LOW **48%** 2020

 HIGH **48%** 2013 • LOW **31%** 2022

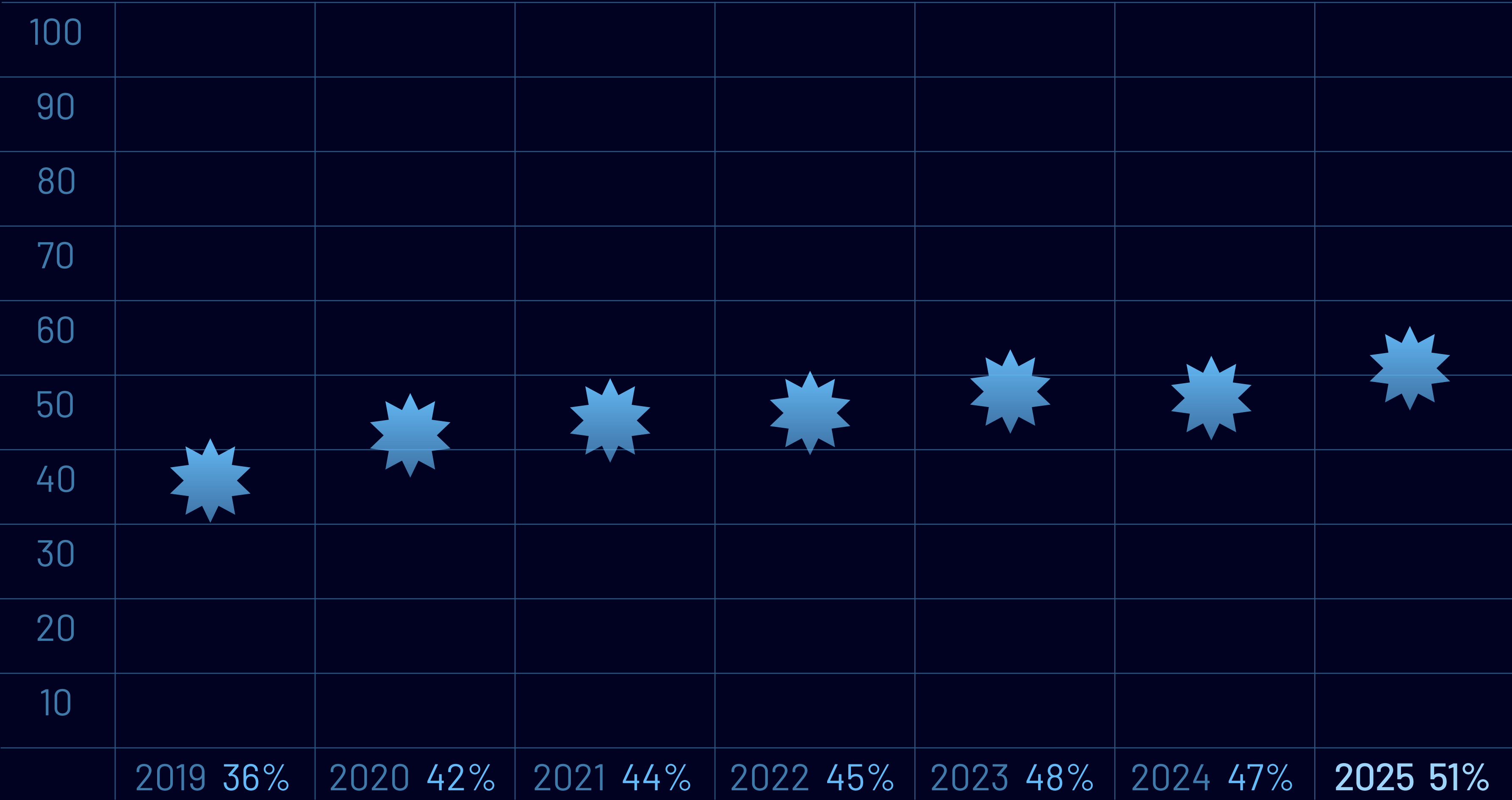
Good Brands Take Stands

Should socially responsible brands take public stands on political and cultural issues?



More than Half of Americans Say the World is Getting Worse

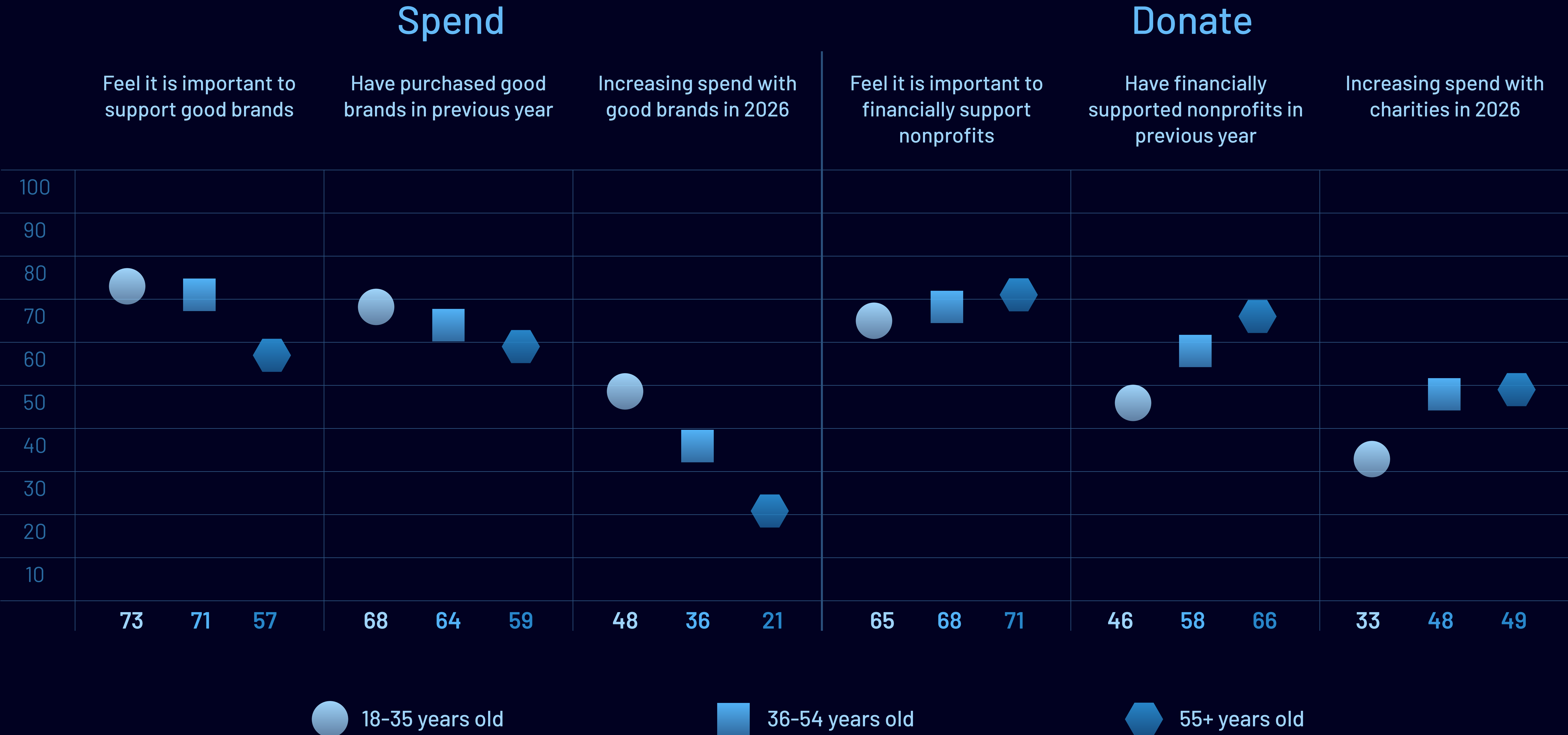
World is Getting Worse



Factors influencing Negative Outlook

- ★ Current political environment84%
- ★ The economy66%
- ★ Violence and crime60%
- ★ Social and civil unrest.....58%
- ★ Societal issues like hunger and poverty53%
- ★ Health of the environment52%
- ★ Covid pandemic21%
- ★ My family’s wellbeing17%

Youth Movement Favors Socially Responsible Spending Over Charitable Donations



Top 20 Good Company Poll

When asked to name a socially responsible organization, the most cited brand was Amazon. This makes it seven years in a row for Amazon as our list leader.

Patagonia continued its rapid climb, landing at number two after entering the top five for the first time in 2024. Ben & Jerry’s enjoyed a massive jump into the top five, up nine spots from last year.

1	Amazon (1)	6	Google	11	TOMS	16	Coca Cola (15)
2	Patagonia	7	Apple (16)	12	Salvation Army	17	Target (4)
3	American Red Cross	8	Microsoft	13	Costco	18	St. Jude
4	Walmart (2)	9	Goodwill	14	Bombas	19	Habitat for Humanity
5	Ben & Jerry’s	10	Starbucks (12)	15	Tesla (5)	20	Lego

(1) Indicates position on the Not So Good Company list

Top 20 Not So Good Company Poll

For only the second time in Index history, respondents were also asked to name one company or organization who was not socially responsible.

Seven organizations from the Top 20 Good Company poll also ranked for being not socially responsible. This includes Amazon and Walmart who are top 5 on both lists.

1	Amazon (1)	6	Nike	11	BP	16	Apple (7)
2	Walmart (4)	7	Meta	12	Starbucks (10)	17	Temu
3	Exxon	8	Nestle	13	Shell	18	Pepsi
4	Target (17)	9	McDonald's	14	Chevron	19	Wells Fargo
5	Tesla (15)	10	Chick-fil-A	15	Coca Cola (16)	20	Monsanto

(1) Indicates position on the Good Company list



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, 1,012 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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