About the Study

The study was conducted in partnership with Supportive Research Solutions and What They Think.

Scoring Adjustments

This year’s study shows a slight dip in socially responsible beliefs and behaviors among consumers in the year ahead compared with 2015. For the first time since its inception, the #ccsindex showed an overall decline with a score of 46, down from a four-year high of 48 in 2015. For more information on the study, please visit www.goodmustgrow.com/ccsindex.

The Conscious Consumer Spending Index, please visit www.goodmustgrow.com/ccsindex.

Are charities in crisis?

Looking across the country, a few regions are experiencing small slips in social responsibility while others are taking bigger steps backward.

Ladies first

While women are leading the way, the number of men who recognize the importance of socially responsible shopping habits. When it comes to buying, men and women are more similar than different. However, when it comes to making a purchase, there is a wide gender gap. Consumers who planned to buy socially responsible products, versus donating to charities.

Top 20 good company poll

Here’s who was top of mind:

1. TOMS
2. RED CROSS
3. GOODWILL
4. MICROSOFT
5. WHOLE FOODS
6. WALMART
7. GOOGLE
8. THE HONEST COMPANY
9. CHICK-FIL-A
10. T ARGET

11. APPLE
12. FACEBOOK
13. BUR T'S BEES
14. BEN & JERR Y'S
15. GREENPEACE
16. B URBERRY
17. STARBUCKS COFFEE
18. AMAZON
19. IDEO
20. BURBERRY

Are premium price tags hampering doing good?

Are premium price tags hampering doing good? The biggest jump:

- Feel it is important to buy products was a more effective way to support positive change, while 40% prefer to “give back.”

Sticker shock?

Looking across the country, a few regions are experiencing small slips in social responsibility while others are taking bigger steps backward.

Stumbling or tumbling?

Made purchases from socially responsible companies, actions taken to support such products and services, the importance consumers place on purchasing socially responsible products, versus donating to charities.

Are consumers less conscious?

Overall, 2/3 of consumers are buying socially responsible products, versus donating to charities.

The number of consumers who contributed financially to a charity is occurring.

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