The Conscious Consumer

TOP 20 GOOD COMPANY POLL

Survey respondents were asked to select their top three priorities among the 17 SDGs. Percentages reflect frequency that each goal was named.

5.
4.
2.
1.

The Conscious Consumer Spending Index (CCSIndex) is calculated by evaluating the importance consumers place on socially responsible spending (recycled, properly disposed of waste, favored reusable products)  

EDUCATION FIRST

32% 40% 41%

WHAT'S THE GOAL?
The 17 Sustainable Development Goals (SDGs), adopted by all United Nations Member States in 2015, are the world's best plan to build a better world by 2030. But less than 1/3 of Americans are even aware of them.

A TROUBLING TURN

The CCSIndex hits new all-time low with historic dip

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Momentum for the "Do Good" YOUTH MOVEMENT

Since 2013, CCSIndex is up for younger Americans than for older ones.

LOOSING FAITH

Percentage of Americans who say individuals are effective at driving change

Top 20 Good Company Poll

When presented a list of the 17 SDGs, Americans ranked the following as their top five priorities:

Clean Water & Sanitation
Good Health & Wellbeing
Clean Energy & Affordability

TOP 20 GOOD COMPANY POLL

List of good companies based on their good work for the community from 2018.

The Good

Top 20 companies in the United States

1. Apple
2. Google
3. Amazon

The Bad

Top 20 companies in the United States

1. Walmart
2. Target
3. Apple

The Uncertain

Top 20 companies in the United States

1. Coca-Cola
2. Pepsi
3. Amazon

About the Study

This study was conducted in partnership with Supportive Research Solutions. Sampling was provided by Dynata. Data was collected September 25-October 4, 2019. In total, 1,057 Americans were surveyed (margin of error is +/- 3%). For more information on the Conscious Consumer Spending Index, please visit www.goodmustgrow.com.

关于"做好数字"的运动

2013年至今，"做好数字"的运动的指数

以下排名的公司是2018年度的好公司，以下排名的公司是2018年度的好公司，以下排名

关于"做好数字"的运动

"做好数字"的运动的指数