Is Good Still Growing?

Highlights from the Eighth Annual Conscious Consumer Spending Index

#CCSIndex
#CCSINDEX CAN’T SUSTAIN MID-YEAR SURGE RECORDED EARLIER IN 2020

During the #CCSIndex COVID-check in May, the Index rebounded from 2019’s historic low to post a score of 46. That momentum was short-lived, as the latest findings show a slide back to 39.

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.
CHARITABLE DONATIONS HIT ROCK BOTTOM, WHILE BEING GREEN MAKES A COMEBACK

Have you done **any of the following** in the past 12 months?

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>BEEN ‘GREEN’ (recycled, properly disposed of waste, favored reusable products)</td>
<td>89</td>
<td>90</td>
<td>90</td>
<td>88</td>
<td>87</td>
<td>80</td>
<td>77</td>
<td>72</td>
</tr>
<tr>
<td>REDUCED consumption (gas, energy, overall consumer purchases)</td>
<td>79</td>
<td>79</td>
<td>76</td>
<td>76</td>
<td>72</td>
<td>66</td>
<td>64</td>
<td>67</td>
</tr>
<tr>
<td>BOUGHT goods or services from a socially responsible company</td>
<td>62</td>
<td>65</td>
<td>65</td>
<td>64</td>
<td>61</td>
<td>59</td>
<td>54</td>
<td>64</td>
</tr>
<tr>
<td>CONTRIBUTED financially to a non-profit or charity</td>
<td>64</td>
<td>68</td>
<td>68</td>
<td>61</td>
<td>63</td>
<td>54</td>
<td>53</td>
<td>57</td>
</tr>
</tbody>
</table>
# OUTLOOK ON THE WORLD AND POLITICAL ORIENTATION

HAVE MOST SIGNIFICANT IMPACT ON #CCSINDEX SCORE

<table>
<thead>
<tr>
<th>Variable</th>
<th>#CCSINDEX Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>OUTLOOK</td>
<td></td>
</tr>
<tr>
<td>World is getting better</td>
<td>58</td>
</tr>
<tr>
<td>World is getting worse</td>
<td>42</td>
</tr>
<tr>
<td>World is about the same</td>
<td>34</td>
</tr>
<tr>
<td>POLITICAL ORIENTATION</td>
<td></td>
</tr>
<tr>
<td>Voted for Joe Biden</td>
<td>53</td>
</tr>
<tr>
<td>Did Not Vote</td>
<td>34</td>
</tr>
<tr>
<td>Voted for Donald Trump</td>
<td>33</td>
</tr>
<tr>
<td>COVID DIAGNOSIS</td>
<td></td>
</tr>
<tr>
<td>Yes (self/immediate family)</td>
<td>50</td>
</tr>
<tr>
<td>No (self/immediate family)</td>
<td>39</td>
</tr>
<tr>
<td>INCOME</td>
<td></td>
</tr>
<tr>
<td>Less than $50k</td>
<td>43</td>
</tr>
<tr>
<td>$50-100k</td>
<td>41</td>
</tr>
<tr>
<td>More than $100k</td>
<td>36</td>
</tr>
<tr>
<td>AGE</td>
<td></td>
</tr>
<tr>
<td>18-34</td>
<td>51</td>
</tr>
<tr>
<td>35-54</td>
<td>40</td>
</tr>
<tr>
<td>55+</td>
<td>35</td>
</tr>
<tr>
<td>INCOME</td>
<td></td>
</tr>
<tr>
<td>Less than high school</td>
<td>40</td>
</tr>
<tr>
<td>High school degree</td>
<td>42</td>
</tr>
<tr>
<td>College degree</td>
<td>39</td>
</tr>
</tbody>
</table>

# Variance in Index scores by category based on specific responses.

- **Outlook on the World**
  - Variance: 24 points
  - World is getting better: 58
  - World is getting worse: 42
  - World is about the same: 34

- **Political Orientation**
  - Variance: 20 points
  - Voted for Joe Biden: 53
  - Did Not Vote: 34
  - Voted for Donald Trump: 33

- **COVID Diagnosis**
  - Variance: 11 points
  - Yes (self/immediate family): 50
  - No (self/immediate family): 39

- **Income**
  - Variance: 7 points
  - Less than $50k: 43
  - $50-100k: 41
  - More than $100k: 36

- **Age**
  - Variance: 16 points
  - 18-34: 51
  - 35-54: 40
  - 55+: 35

- **Gender**
  - Variance: 6 points
  - Women: 45
  - Men: 39

- **Education**
  - Variance: 3 points
  - Less than high school: 40
  - High school degree: 42
  - College degree: 39
SAFETY FIRST FOR CONSUMERS AS PANDEMIC RAGES ON

Moving forward, Americans say it’s more important for companies to protect their health and safety than to meet their needs as consumers.

Which of the following factors will be important for you when choosing which companies or organizations to support once the pandemic is over?

- The company’s purpose or mission
- Being trustworthy as an organization
- Protecting my health and safety
- Operating locally in my community
- Meeting my needs as a consumer
- How it treated employees, customers and the community during the pandemic
- Its ability to have a positive impact on society and the environment
IS THE WORLD GETTING WORSE?

In the least surprising finding from this year’s research, more Americans are pessimistic regarding the state of the world these days.

38% said the world is getting worse in 2018
36% said the world is getting worse in 2019
42% said the world is getting worse in 2020

Top reasons for negative outlook in 2020:
- 80% COVID-19 pandemic
- 72% Political environment
- 67% Social and civil unrest
- 67% Violence and crime
- 59% Current state of the economy
- 55% Health of the environment
- 50% Societal issues (i.e. hunger, poverty)
- 22% My family’s wellbeing and safety
TOP 20 GOOD COMPANY POLL

HIGHLIGHTS
Amazon repeats at #1, receiving 2x more votes than any other company.
Nike cracks the top-ten with its first appearance on the list.
Toms continues its three-year slide from the top, landing at #14.

1  Amazon
2  Walmart
3  Apple
4  Google
5  Salvation Army
6  Microsoft
7  Goodwill
8  American Red Cross
9  Target
10  Nike *
11  Starbucks
12  Ben and Jerry’s *
13  Facebook
14  Toms
15  Patagonia *
16  Tesla *
17  Habitat for Humanity *
18  McDonalds *
19  Costco
19  PETA *
20  t-15  t-15  t-15

d-15  d-15  d-15

OFF THE LIST:
X Greenpeace  X Coca-Cola  X St. Jude  X Disney  X General Electric  X Johnson & Johnson

( * NEW FOR 2020 )
About the Study

This study was conducted in partnership with Supportive Research Solutions. Sampling was provided by Dynata. Data was collected November 10 -16, 2020. In total, 1,058 Americans were surveyed (margin of error is +/- 3%). For more information on the Conscious Consumer Spending Index, please visit www.goodmustgrow.com/ccsindex.


_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 a Best for the World company. Learn more at goodmustgrow.com.