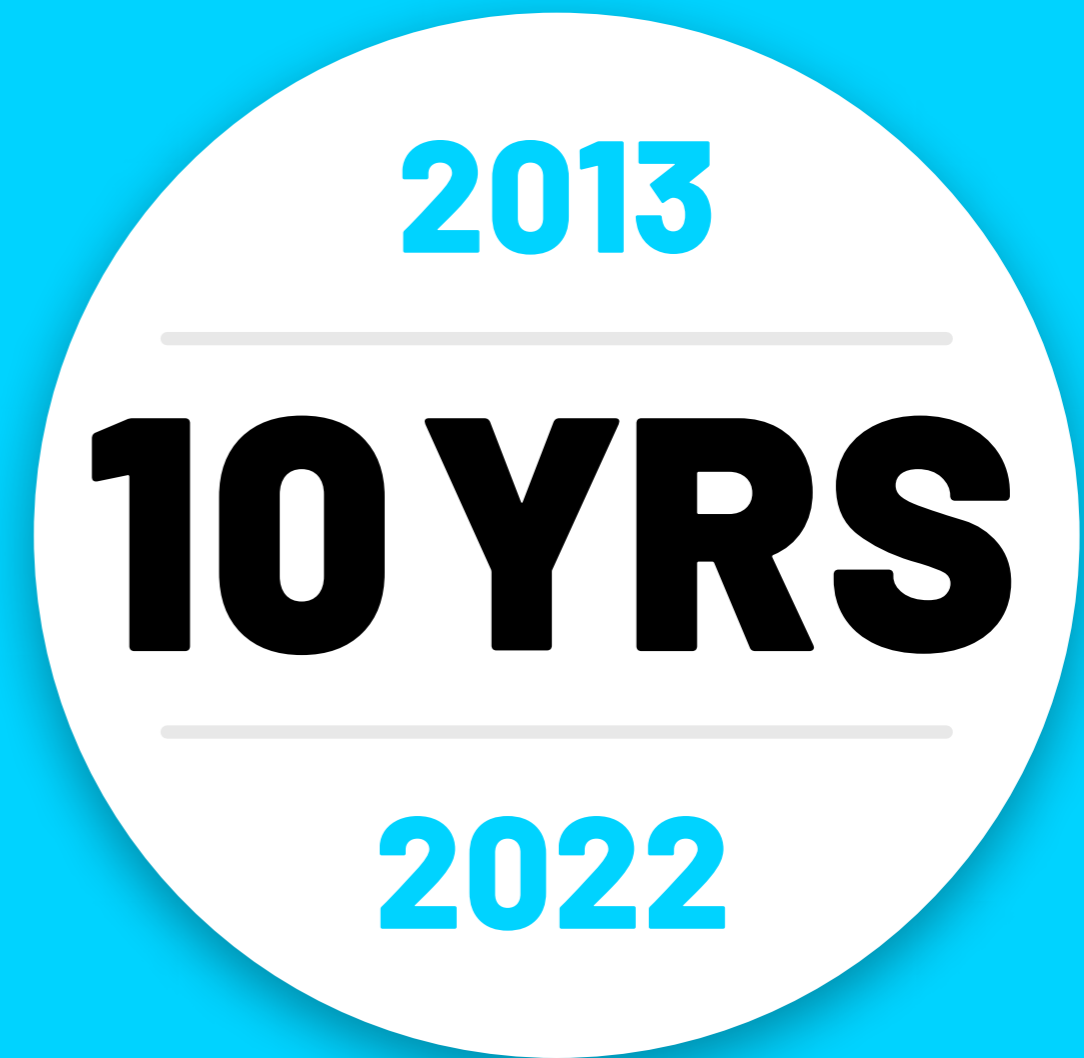




# Is Good Still Growing?

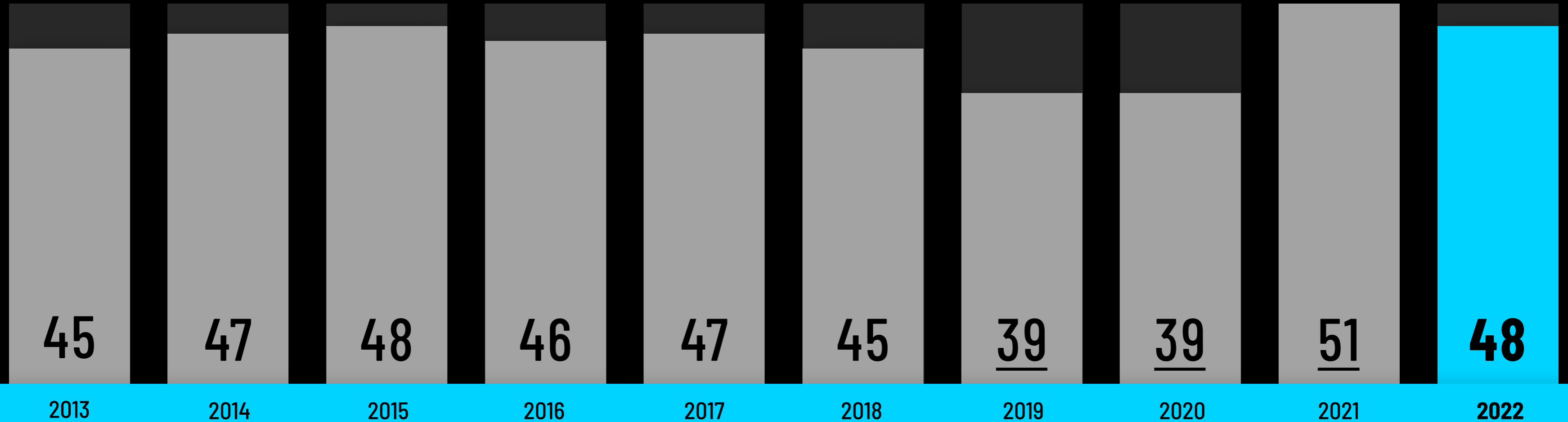
Highlights from the Tenth Annual  
Conscious Consumer Spending Index

**#CCSIndex**



# #CCSINDEX Can't Sustain Record Breaking Performance From 2021

Despite dip in score, the index matched its second highest total over the past decade.



## 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.

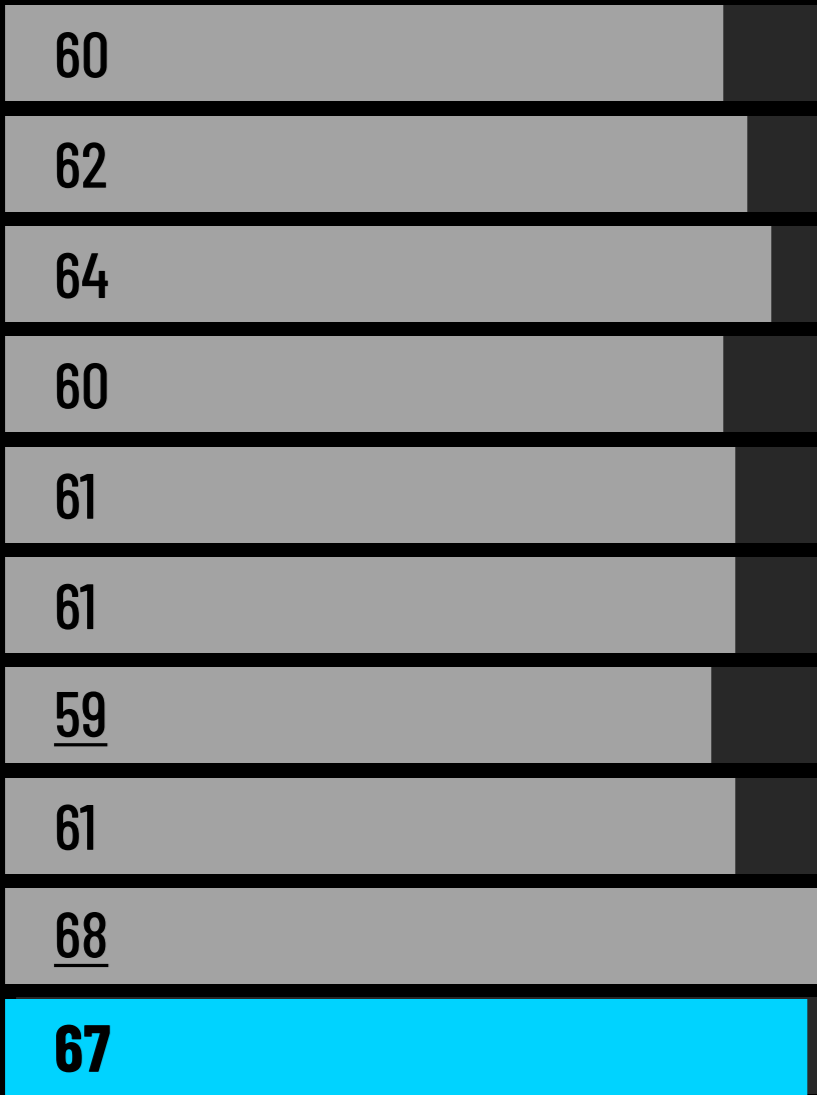
# Importance and Intentions Hold Firm: Buying Behavior Drives Index Score Down

% Feel It is Important to buy from socially responsible companies

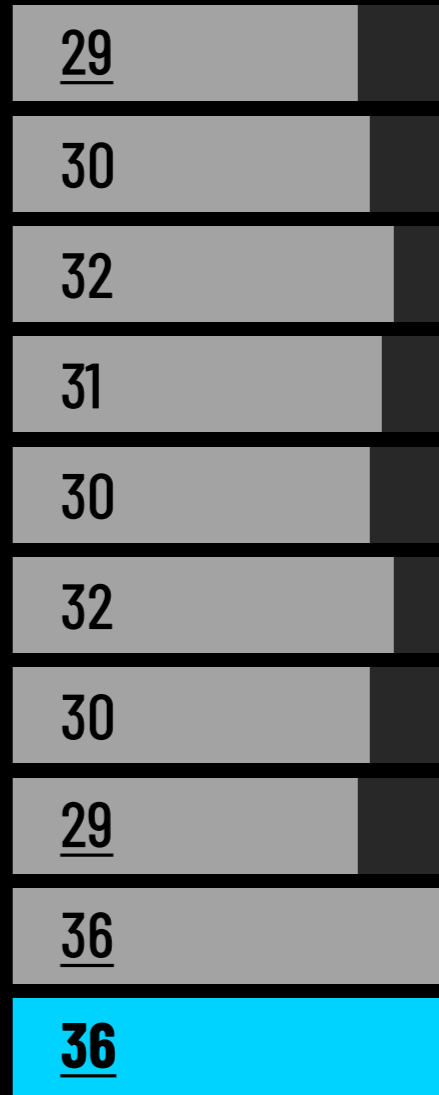
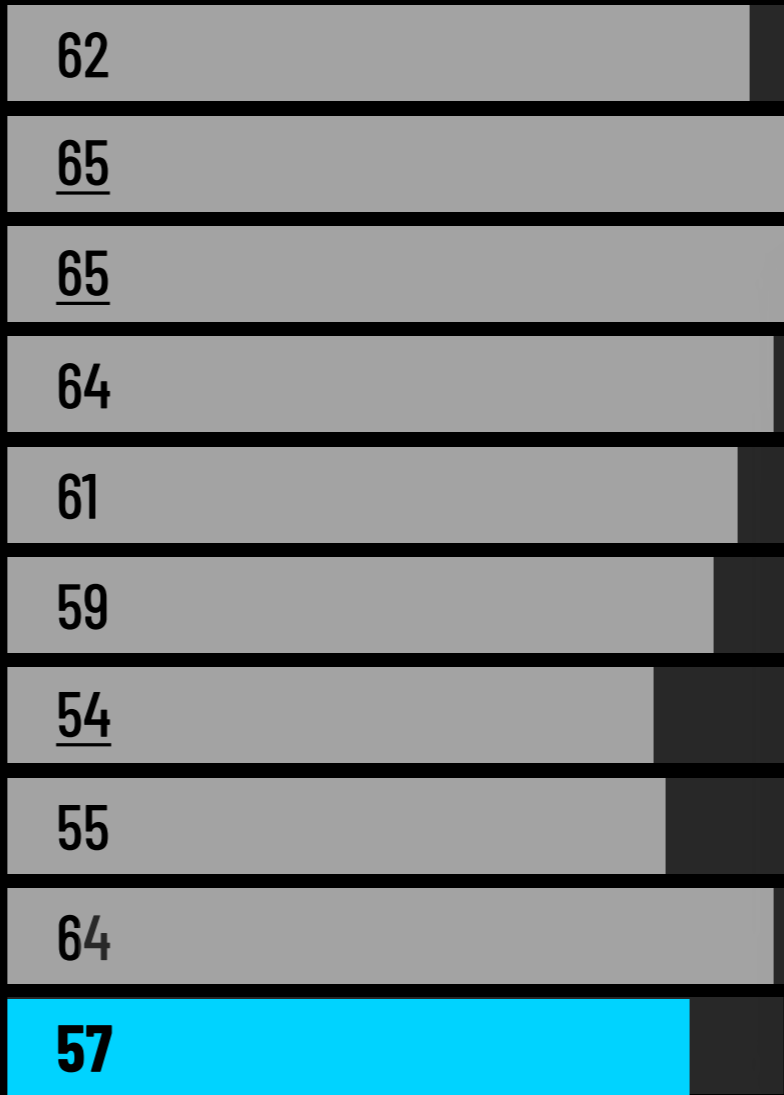
% Bought goods or services from a socially responsible company

% Plan to spend more with socially responsible companies

2013  
2014  
2015  
2016  
2017  
2018  
2019  
2020  
2021  
2022



2013  
2014  
2015  
2016  
2017  
2018  
2019  
2020  
2021  
2022



# Reduced Buying Power Means Fewer Americans Can Act on Their Good Intentions



With inflation still near a 40-year high, price increases have been stressing households across the country.

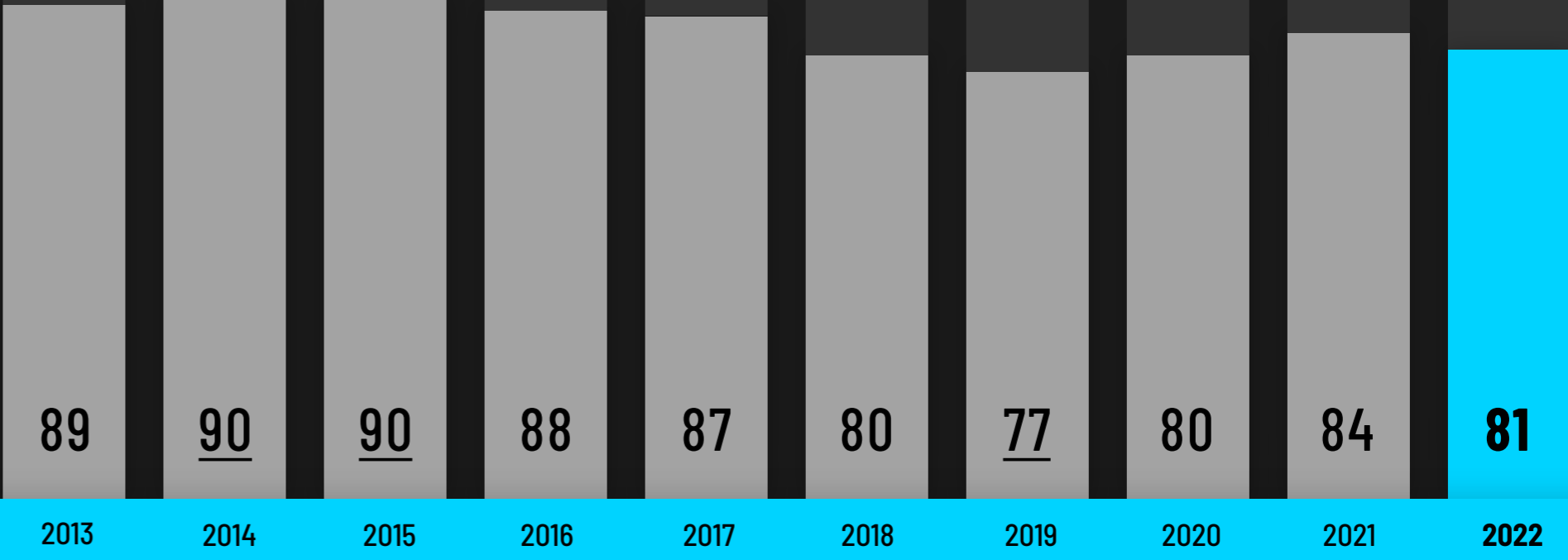


Meanwhile, 1/4 of Americans reported a decrease in their household income in the last year.



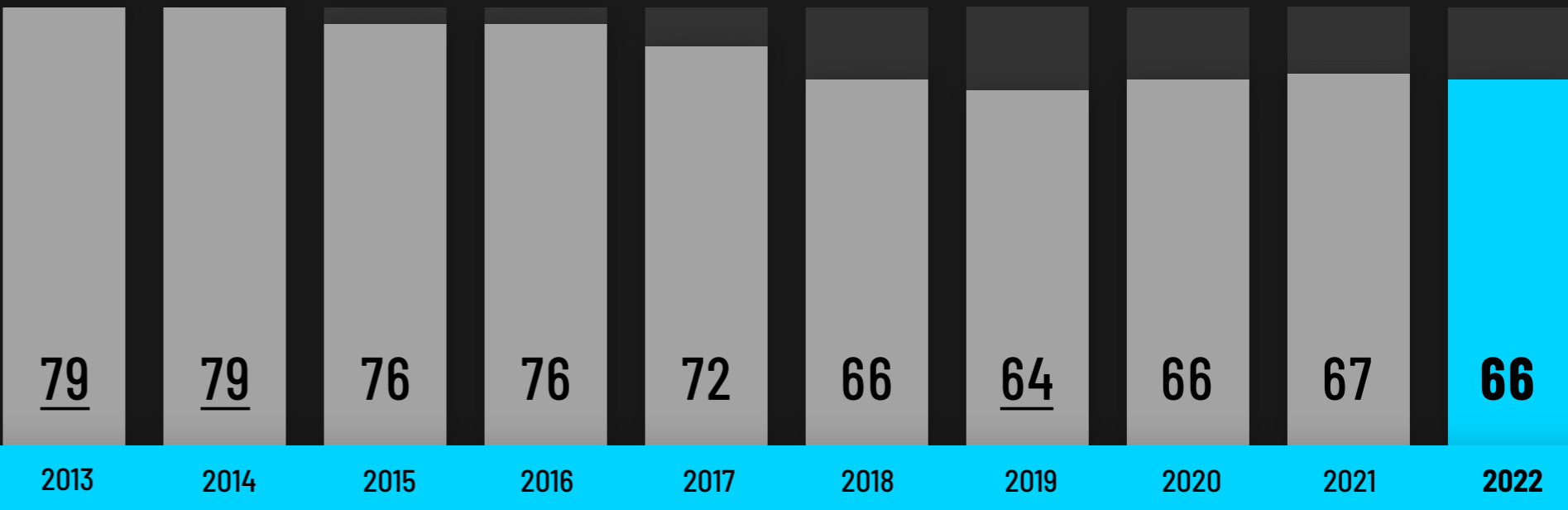
Almost half of Americans (46%) said the cost of socially responsible goods and services prevented them from buying more from conscious companies.

Have you done any of the following...

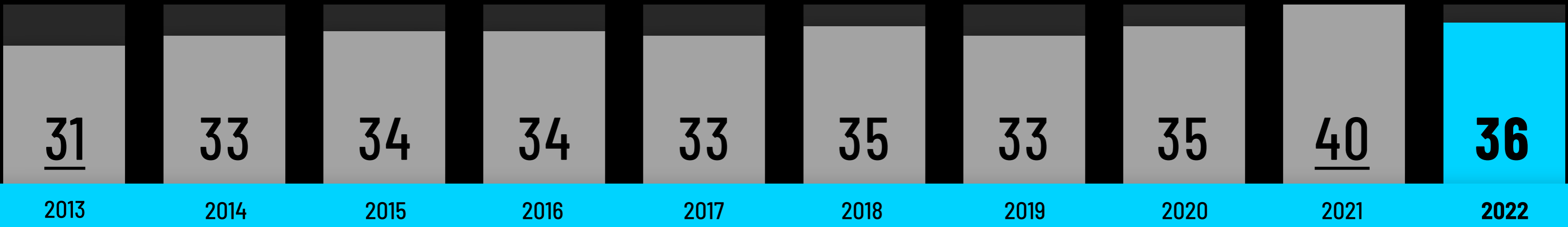


Been 'green' (recycled, properly disposed of waste, favored reusable products) %

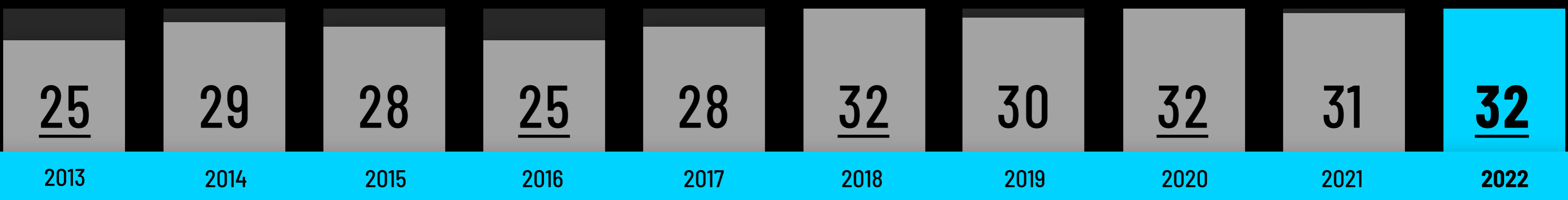
...in the past 12 months?



Reduced consumption (gas, energy, overall consumer purchases) %



**Sought out** socially responsible companies to purchase goods and services I wanted %



**Not purchased** goods or services from a company because it is NOT socially responsible %

%

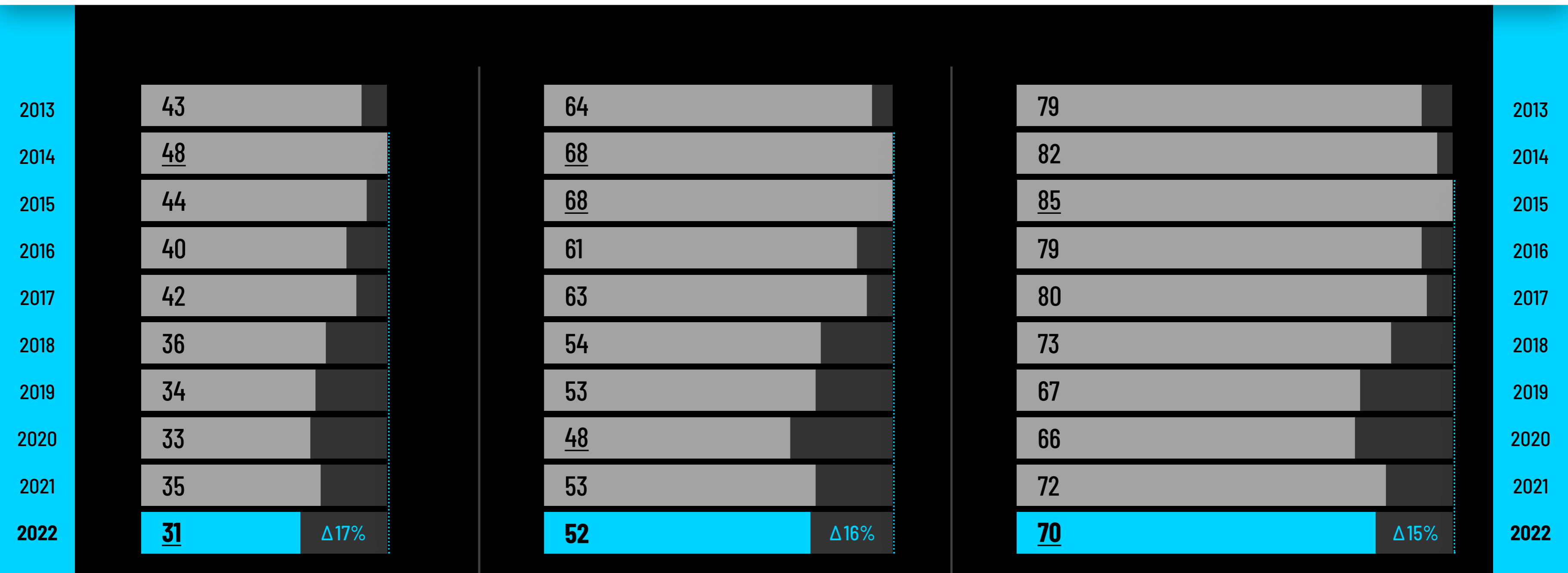
**Volunteered time**  
to a charity

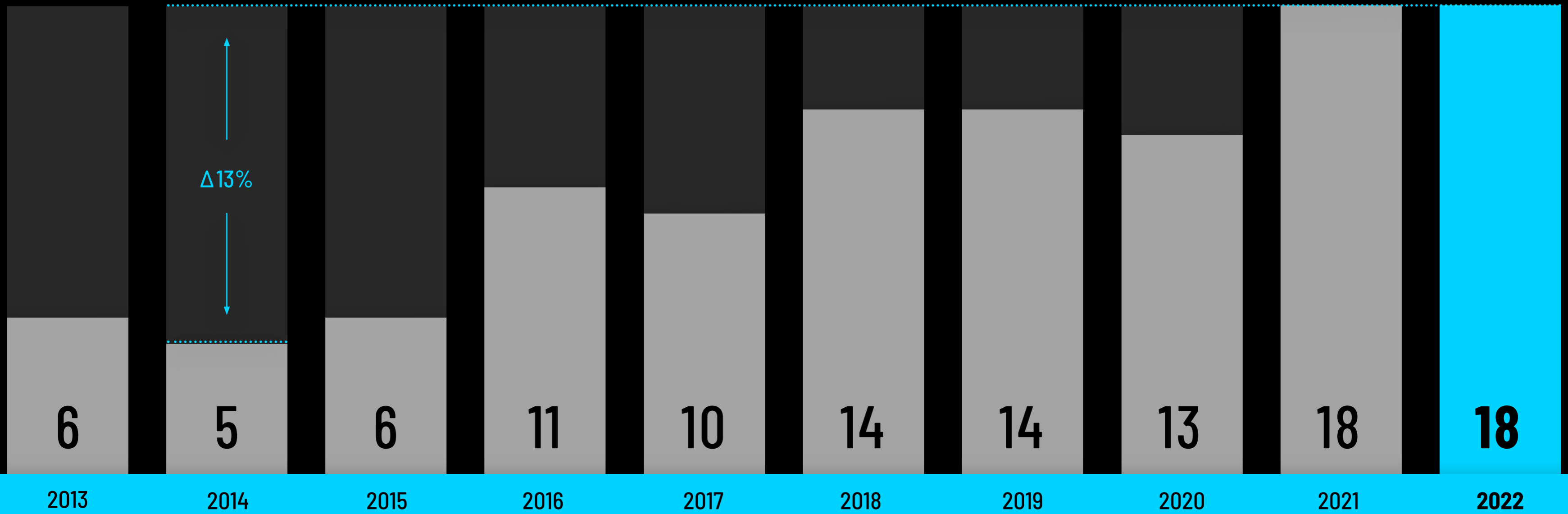
%

**Contributed financially**  
to a charity

%

**Donated clothes**  
or household goods to a charity





**Always trust a brand when it says it's socially responsible %**



# How effective, if at all, are the each of the following in making positive changes in society? %

Americans who said effective or very effective

|                               | 2013 | 2014      | 2015 | 2016 | 2017      | 2018      | 2019      | 2020 | 2021      | 2022      |
|-------------------------------|------|-----------|------|------|-----------|-----------|-----------|------|-----------|-----------|
| Major corporations            | 55   | 55        | 57   | 55   | 55        | <u>53</u> | 55        | 53   | <u>60</u> | <b>58</b> |
| Social Enterprises            | 53   | 56        | 52   | 53   | <u>50</u> | 51        | 53        | 57   | <u>64</u> | <b>61</b> |
| Non-profits                   | 69   | 73        | 73   | 70   | 69        | 69        | <u>64</u> | 66   | <u>75</u> | <b>72</b> |
| Local Government              | 47   | <u>44</u> | 47   | 50   | 48        | 49        | 48        | 50   | <u>57</u> | <b>54</b> |
| Federal Government            | 39   | <u>36</u> | 40   | 43   | 38        | 43        | 42        | 43   | <u>53</u> | <b>49</b> |
| Individuals                   | 70   | 72        | 72   | 72   | 72        | 67        | <u>64</u> | 66   | <u>72</u> | <b>70</b> |
| Joint efforts or partnerships | 61   | 60        | 63   | 60   | 60        | <u>58</u> | 60        | 61   | <u>66</u> | <b>64</b> |

# Consumer Needs Come First, Then Mission Matters

How important are the following factors for you when choosing which companies or organizations to support?

**83%**

Meeting my needs  
as a consumer

**83%**

Being  
trustworthy

**82%**

How it treats  
customers,  
employees and  
the community

**80%**

Protecting my  
health and safety

**70%**

Company's purpose  
or mission

# Top Twenty Good Company Poll

For the fourth straight year, Amazon tops the list and does so with a dominant showing. Amazon received twice as many votes as the number two company, Google. Tech giants claimed four of the top seven spots this year. Meanwhile, TOMS fell off the list for the first time. The company was the top voted brand the first two years of this poll.

What company or organization do you think of first when you think of socially responsible companies/organizations?

|                                  |                                      |   |  |
|----------------------------------|--------------------------------------|---|--|
| 1 Amazon <span>−0</span>         | 6 American Red Cross <span>∨1</span> | 11 Ben & Jerry's <span>^4</span>                | 16 Tesla <span>∨6</span>                 |
| 2 Google <span>^4</span>         | 7 Microsoft <span>^2</span>          | 12 <u>Johnson &amp; Johnson</u> <span>∨8</span> | 17 UNICEF <span>NEW</span>               |
| 3 Salvation Army <span>−0</span> | 8 <u>Patagonia</u> <span>^8</span>   | T-13 Nike <span>∨1</span>                       | 18 Habitat for Humanity <span>NEW</span> |
| 4 Apple <span>^3</span>          | 9 Goodwill <span>∨1</span>           | T-13 Facebook <span>∨2</span>                   | 19 St. Jude <span>NEW</span>             |
| 5 Walmart <span>∨3</span>        | 10 Starbucks <span>^2</span>         | 15 Target <span>∨3</span>                       | 20 Honest Company <span>NEW</span>       |

(^) POSITIONS GAINED (∨) POSITIONS LOST (−) NO CHANGE

Off the List: PETA • TOMS • Greenpeace • Coca Cola



## 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, 1,005 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](http://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](http://goodmustgrow.com).

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