CONSCIOUS CONSUMER SPENDING INDEX

COVID-CHECK

#CCSINDEX SEES SIGNIFICANT GAINS

For the COVID-check, the CCSIndex is netting out at 46 on a 100 point scale. This is the highest score since 2017 and is a 15 percent increase from the most recent annual index, which was completed in November of 2019.

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.

INVESTMENTS IN HEALTH AND SAVINGS ARE POST PANDEMIC PRIORITIES

In light of what you’ve learned from the COVID-19 pandemic, will you increase / decrease / stay the same with the following activities?

- Being Kind To The Environment: 36% will increase
- Working To Improve Health And Wellbeing: 43% will increase
- Supporting Charities: 23% will increase
- Buying From Socially Responsible Companies: 29% will increase
- Shopping Locally: 34% will increase
- Saving Money: 41% will increase
- Protecting my health and safety: 64% will increase
- Operating locally in my community: 67% will increase
- Its ability to have a positive impact on society and the environment: 68% will increase
- The company's purpose or mission: 76% will increase
- Protecting my health and safety: 77% will increase
- How it treated employees, customers and the community during the pandemic: 78% will increase

PURPOSE IS STILL IMPORTANT, BUT TRUST MATTERS MORE

When asked which factors would be important as they considered which brands to support after the pandemic, the following responses were given:

- How it treated employees, customers and the community during the pandemic: 31%
- Being trustworthy as an organization: 36%
- The company's purpose or mission: 38%
- Operating locally in my community: 35%
- Its ability to have a positive impact on society and the environment: 39%
- Protecting my health and safety: 64%
- Operating locally in my community: 67%
- Its ability to have a positive impact on society and the environment: 68%
- The company's purpose or mission: 76%
- Protecting my health and safety: 77%
- How it treated employees, customers and the community during the pandemic: 78%

SAME BRANDS TOP NICE AND NAUGHTY LIST FOR THEIR PANDEMIC RESPONSE

What is the first company/organization that comes to mind as being...

SOCIALLY RESPONSIBLE during the COVID-19 pandemic:
- Walmart
- Amazon
- Target
- Kroger
- Costco

NOT SOCIALLY RESPONSIBLE during the COVID-19 pandemic:
- Amazon
- Walmart
- Tesla
- Hobby Lobby
- Tyson Foods

CAUSE AND EFFECT: THE SURPRISINGLY POSITIVE IMPACTS OF A COVID-19 DIAGNOSIS

Those who have had COVID, or have cared for immediate family member with the virus, show greater increases in household income, wellbeing and socially conscious spending.

- My household income increased: 55%
- My overall wellbeing increased: 31%
- My financial donations to non-profits and charities increased: 29%
- My financial support for local businesses increased: 23%
- Buying goods from socially responsible companies increased: 15%

SAME BRANDS TOP NICE AND NAUGHTY LIST FOR THEIR PANDEMIC RESPONSE

About the Study

This study was conducted in partnership with Supportive Research Solutions. Sampling was provided by Dynata. Data was collected May 7-16, 2020. In total, 1,006 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. Learn more at goodmustgrow.com.