Consumers are choosing cause-based brands over charitable giving when they look to give back, according to a second annual benchmark study by Good.Must.Grow. (GmG), a socially responsible marketing consultancy.

The #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.

Knowledge was the biggest factor last year that prevented people from buying more socially responsible products. People said that they did not know which products were socially responsible or how to find them.*

The Midwest outpaces the rest of the U.S. as the most socially responsible region, as seen in #CCSIndex scoring.

Americans are equally divided when it comes to buying socially responsible goods and services.

70% of Americans who have increased their socially responsible shopping

18% of Americans who have increased their charitable giving

### DO-GOOD SPENDING OBSTACLES

Knowledge was the biggest factor last year that prevented people from buying more socially responsible products. People said that they did not know which products were socially responsible or how to find them.*

<table>
<thead>
<tr>
<th>IMPORTANCE</th>
<th>BEHAVIOR</th>
<th>INTENT</th>
<th>#CCSINDEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feel it is important to buy goods or services from socially responsible companies.</td>
<td>Bought goods or services from socially responsible companies in the past 12 months.</td>
<td>Plan to buy more goods or services from socially responsible companies this year.</td>
<td>Based on 100 point scale</td>
</tr>
</tbody>
</table>

#### CONVENIENT CONSCIOUSNESS

<table>
<thead>
<tr>
<th>KNOWLEDGE</th>
<th>AVAILABILITY</th>
<th>TRUST</th>
<th>QUALITY</th>
<th>PRICE</th>
<th>SELECTION</th>
<th>TRANSPARENCY IN THE ACTIONS OF A COMPANY</th>
<th>COMPANY’S IMPACT ON THE ENVIRONMENT</th>
<th>HOW A COMPANY TREATS ITS EMPLOYEES</th>
</tr>
</thead>
<tbody>
<tr>
<td>45%</td>
<td>35%</td>
<td>31%</td>
<td>31%</td>
<td>29%</td>
<td>28%</td>
<td>33%</td>
<td>32%</td>
<td>21%</td>
</tr>
</tbody>
</table>

### KNOWLEDGE IS KEY

- How the company treats its employees
- Company’s impact on the environment
- How a company acts

### STATE OF THE UNION

1/3 of Americans who are:

1/3 of Americans who are:

1/3 of Americans who are:

- Social shoppers
- Socially conscious consumers
- Calmly consciou consumers

- Increasing the amount they spend on socially responsible goods & services
- Proactively seeking out socially responsible companies
- Avoiding companies who aren’t socially responsible

- Think it’s important to buy socially responsible goods & services
- Not aggressively searching for companies to support or avoid
- Not necessarily planning to do more good in the year ahead

- Not convinced of the importance of socially responsible spending
- Don’t pay attention to whether they buy from socially responsible companies
- No plans to change their shopping habits to “do good”

### MIDWEST TAKES THE LEAD

The Midwest outpaces the rest of the U.S. as the most socially responsible region, as seen in #CCSIndex scoring.

### ABOUT THE SURVEY

This study was conducted in partnership with Supportive Research Solutions and What They Think Research. Sampling was provided by ResearchNow. Data was collected between February 20 - March 10, 2014. In total, 1,010 Americans were surveyed. Margin of error is +/-3%.

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### ABOUT GOOD.MUST.GROW.

Good.Must.Grow. provides strategic marketing support for socially responsible businesses, nonprofit causes and organizations that are focused on health + wellness. We want to be part of a revolution that drives societal change by sparking increased charitable giving and community involvement as well as unprecedented levels of corporate social responsibility. Proud to be a Certified B Corp. See how we’re #GrowingGood at goodmustgrow.com.

*Respondents could choose more than one factor.

*Percentage who rated each factor as “very important” when making a decision.