

SOCIALLY RESPONSIBLE SPENDING

HOW CONSUMERS ARE GIVING BACK IN 2014

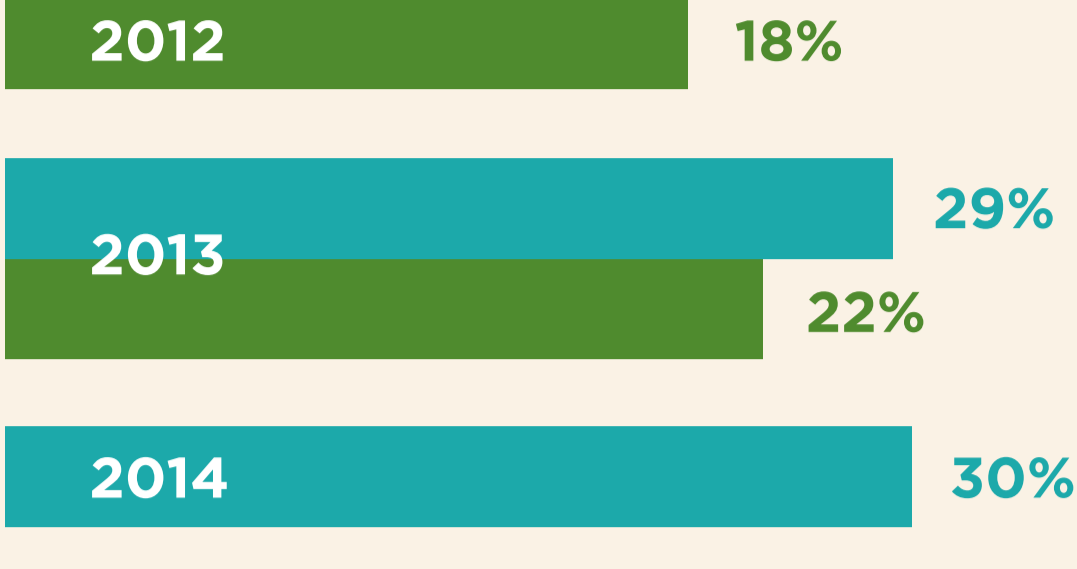


Consumers are choosing cause-based brands over charitable giving when they look to give back, according to a second annual benchmark study by Good.Must.Grow. (GmG), a socially responsible marketing consultancy.

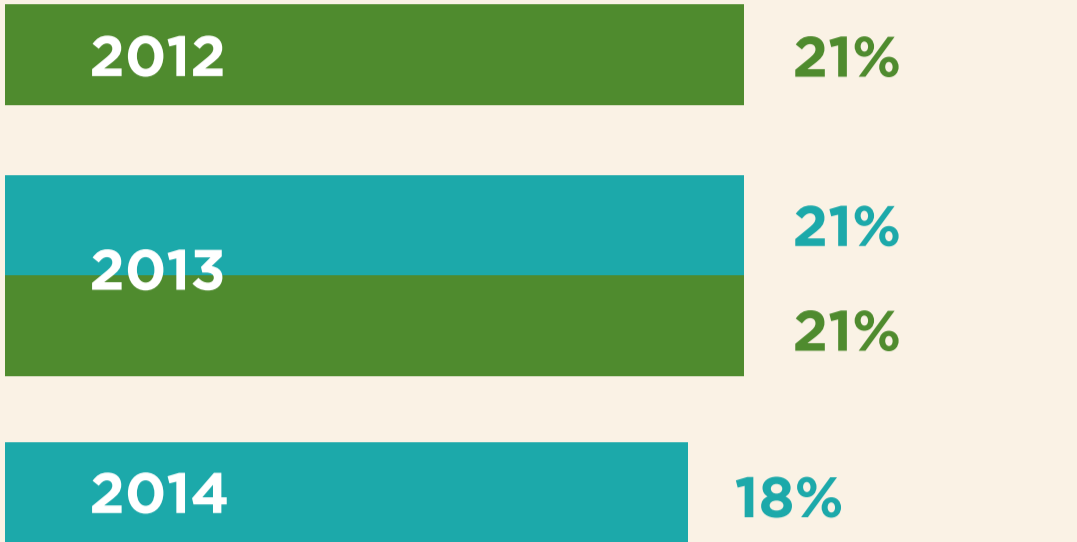
CHARITY VS. COMMERCE

Charitable giving and socially responsible purchasing behaviors (and intentions) 2012-2014. ■ PROJECTED ■ ACTUAL

PERCENTAGE OF AMERICANS WHO HAVE INCREASED THEIR SOCIALLY RESPONSIBLE SHOPPING



PERCENTAGE OF AMERICANS WHO HAVE INCREASED THEIR CHARITABLE GIVING



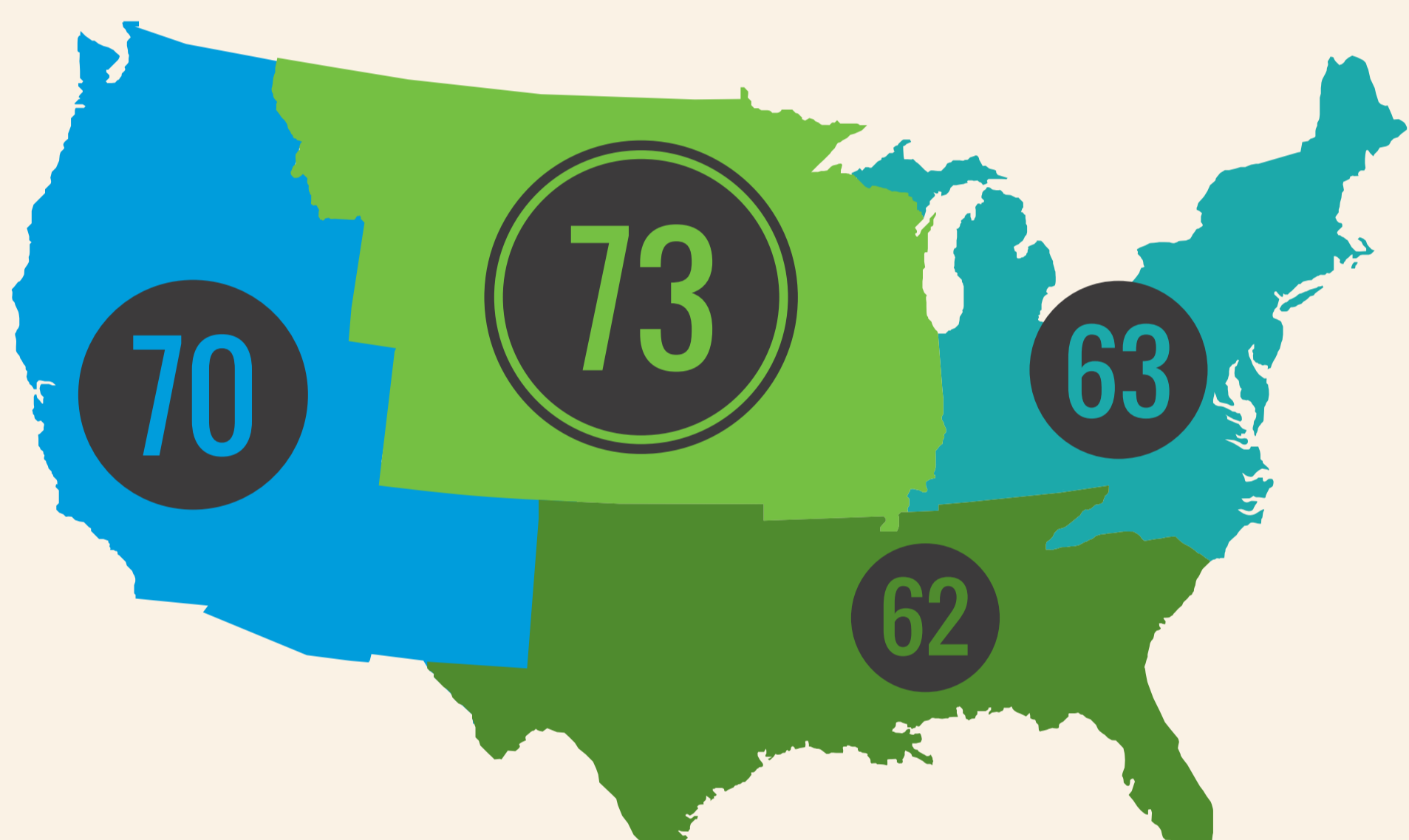
CONSCIOUS CONSUMER SPENDING INDEX (#CCSINDEX)

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.



MIDWEST TAKES THE LEAD

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



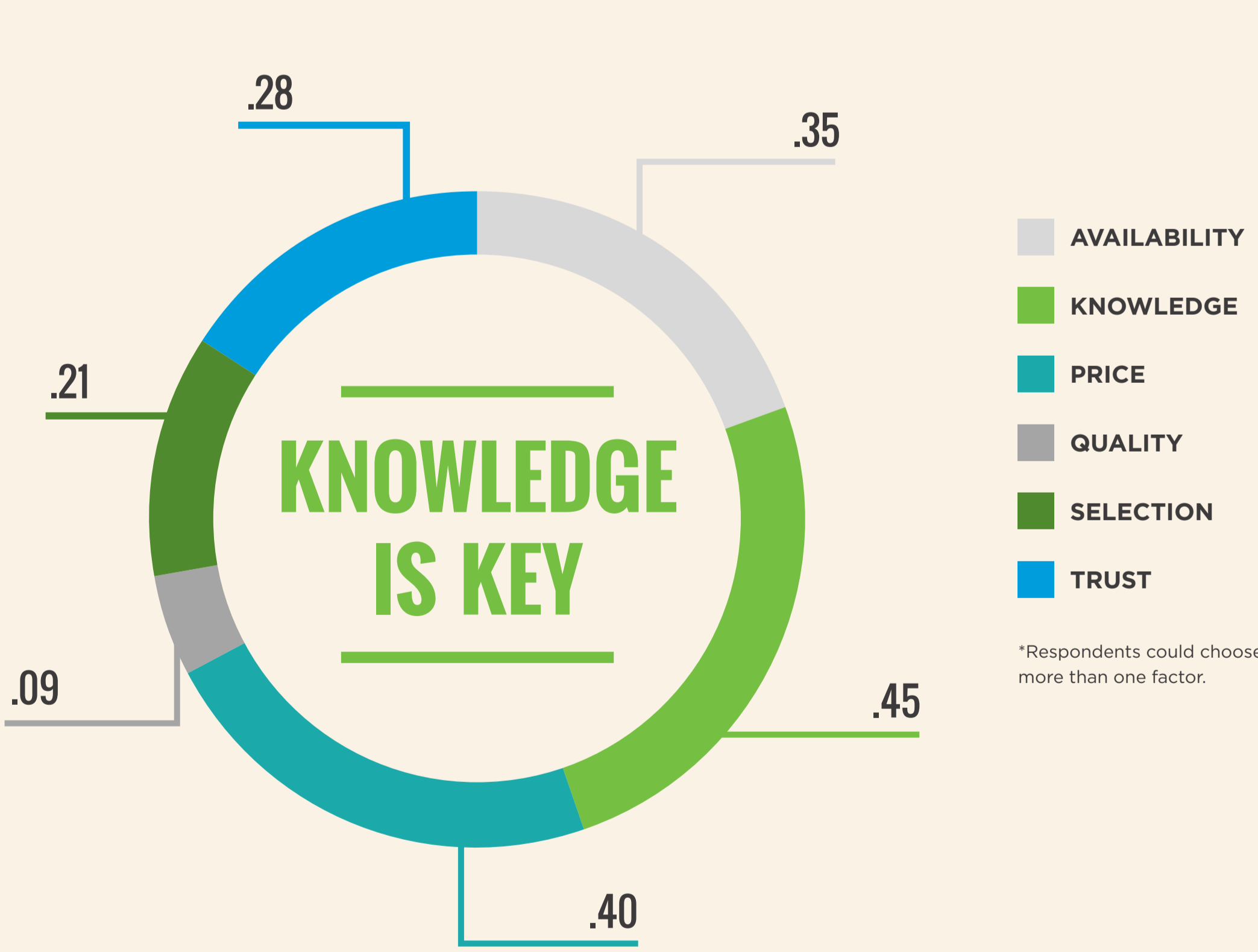
STATE OF THE UNION

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



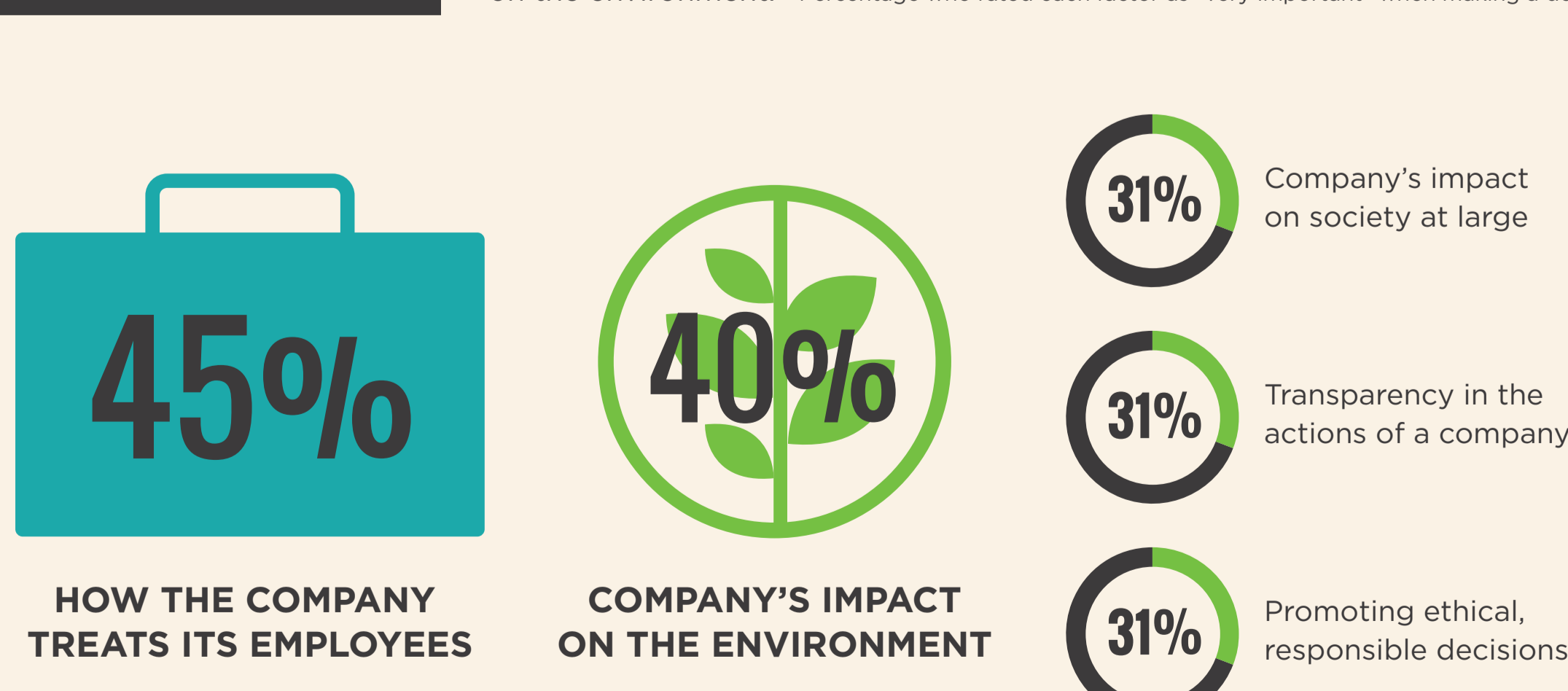
DO-GOOD SPENDING OBSTACLES

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.*



GOOD AT WORK

How a company treats its employees is the most important factor for evaluating if it is socially responsible. This was followed closely by the company's impact on the environment. *Percentage who rated each factor as "very important" when making a decision.



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%.

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.

