

Sustainable Market Share Index™: Research Question 6

Research Question: What is the demographic profile of the sustainable purchaser?

Research Result: Millennials, upper income, college-educated and more urban cohorts are more likely to buy sustainability-marketed products.

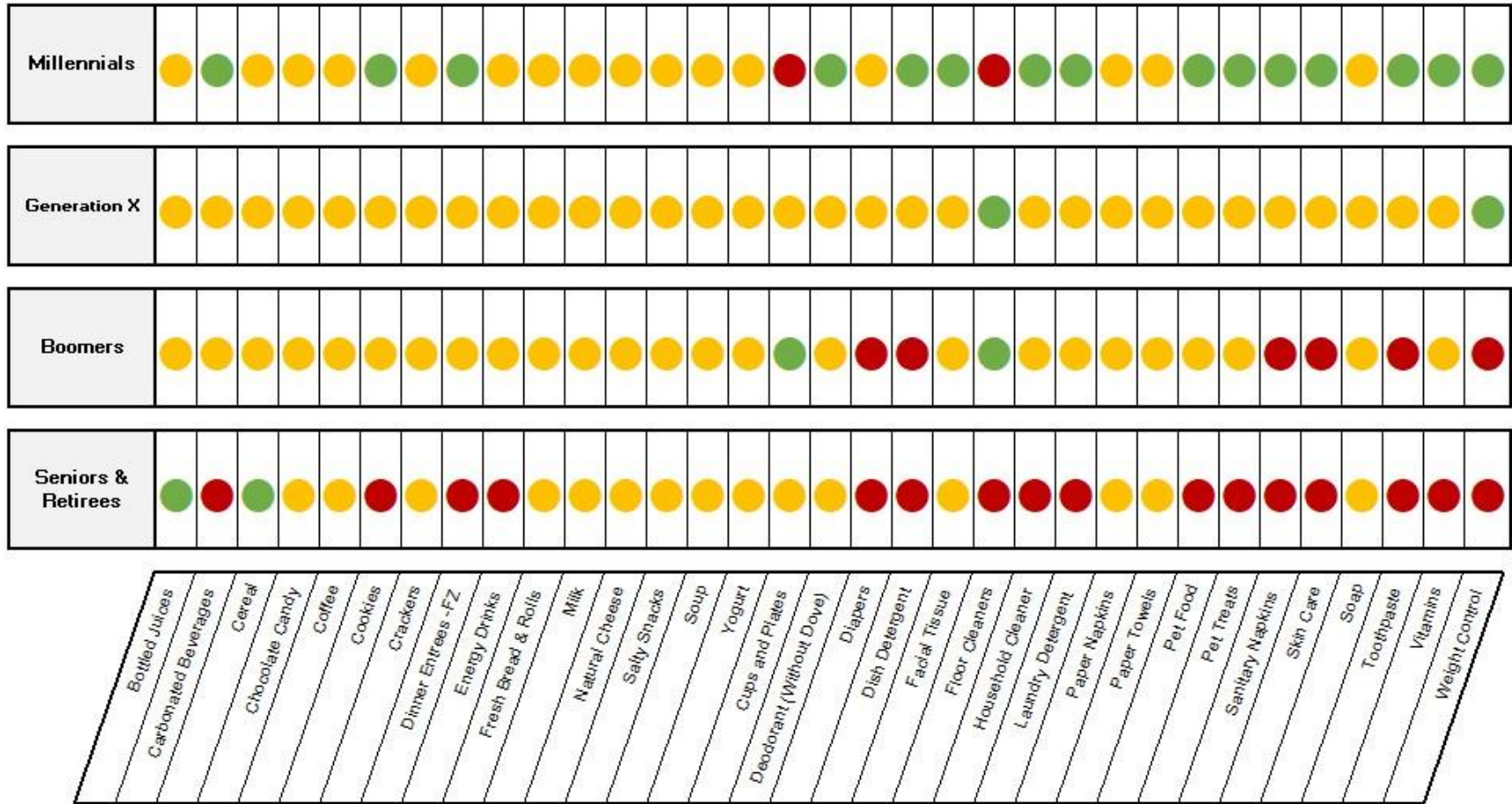
Baby Boomers, Gen Xers, upper and middle income, college educated and urban cohorts account for the bulk of the sustainable dollars spent.



* Analysis conducted using IRI HH panel data; based on 35 categories examined

Sustainable Market Share Index™: Generational Cohorts (2019)

The **younger the household**, the more likely they were to buy sustainability-marketed products. However, most sustainability-marketed product purchases came from **Gen X and Boomers**.



Total CPG Sustainable Sales Composition	
Millennials	25%
Generation X	32%
Boomers	33%
Seniors & Retirees	10%

● Index 120+
● Index 80-120
● Index <80

Chart read as: Millennials purchased a significantly higher percent (>1.2x) of their Carbonated Beverage purchases on sustainability-marketed products, than did Average HHs.

Sustainable Market Share Index™: Household Education (2019)

The **higher the education**, the more likely they were to buy sustainability-marketed products. Most of the sustainability-marketed product sales came from **college graduates** or those with some college education.

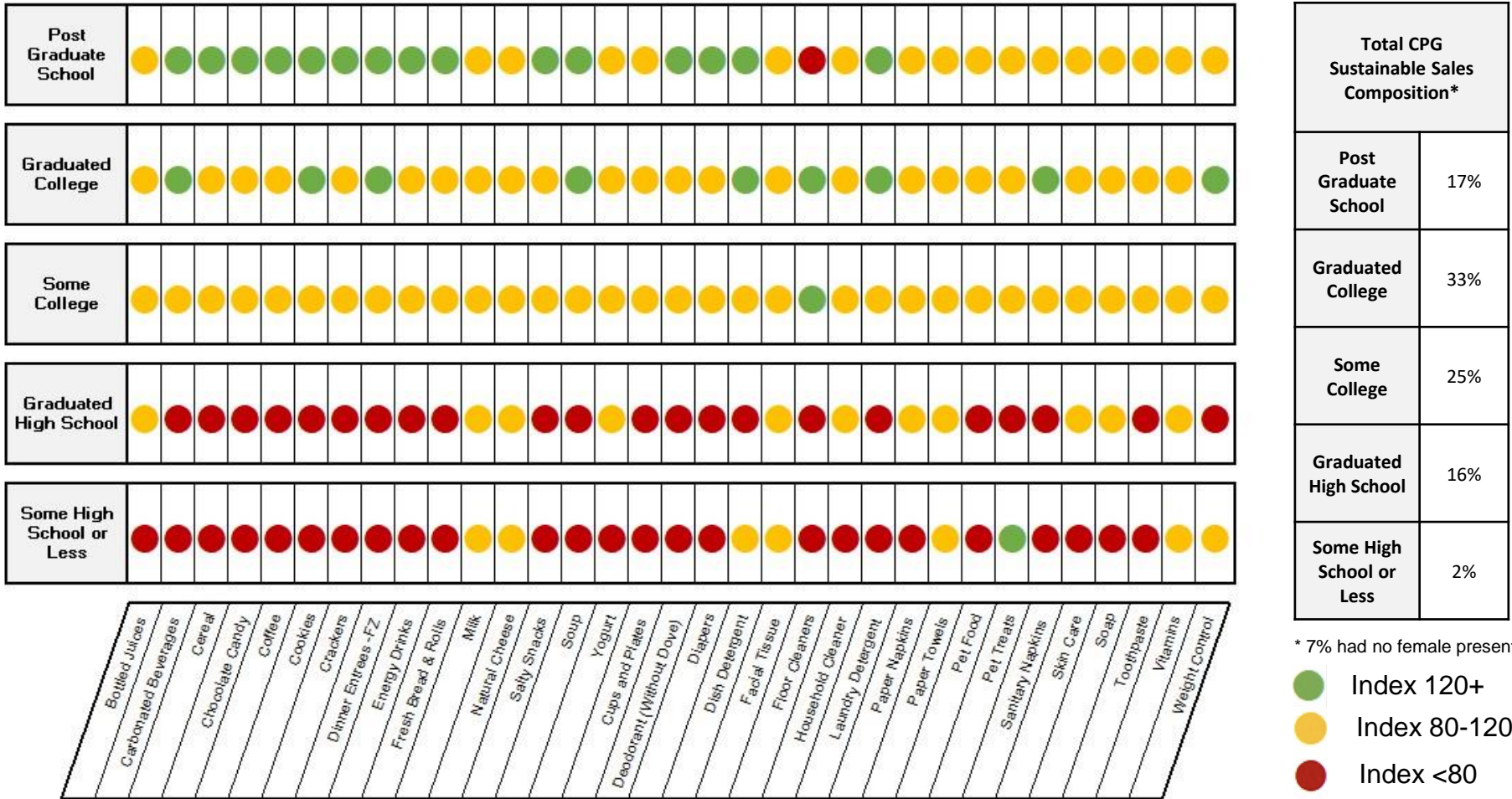


Chart read as: Female HH who attended Post Graduate School purchased a significantly higher percent (>1.2x) of their Carbonated Beverage purchases on sustainability-marketed products, than did Average HHs.

Sustainable Market Share Index™: Income Tiers (2019)

The **higher the household income**, the more likely they were to buy sustainability-marketed products. **Upper/middle income** made up the highest percent of sustainability-marketed product dollars spent.



Chart read as: Upper Income Households purchased a significantly higher percent (>1.2x) of their Carbonated Beverage purchases on sustainability-marketed products, than did Average HHs.

Sustainable Market Share Index™: Urbanicity (2019)

The **more urban** the residence, the more likely the purchases of sustainability-marketed products. County A accounted for just under half of the total CPG sustainability-marketed dollars spent.

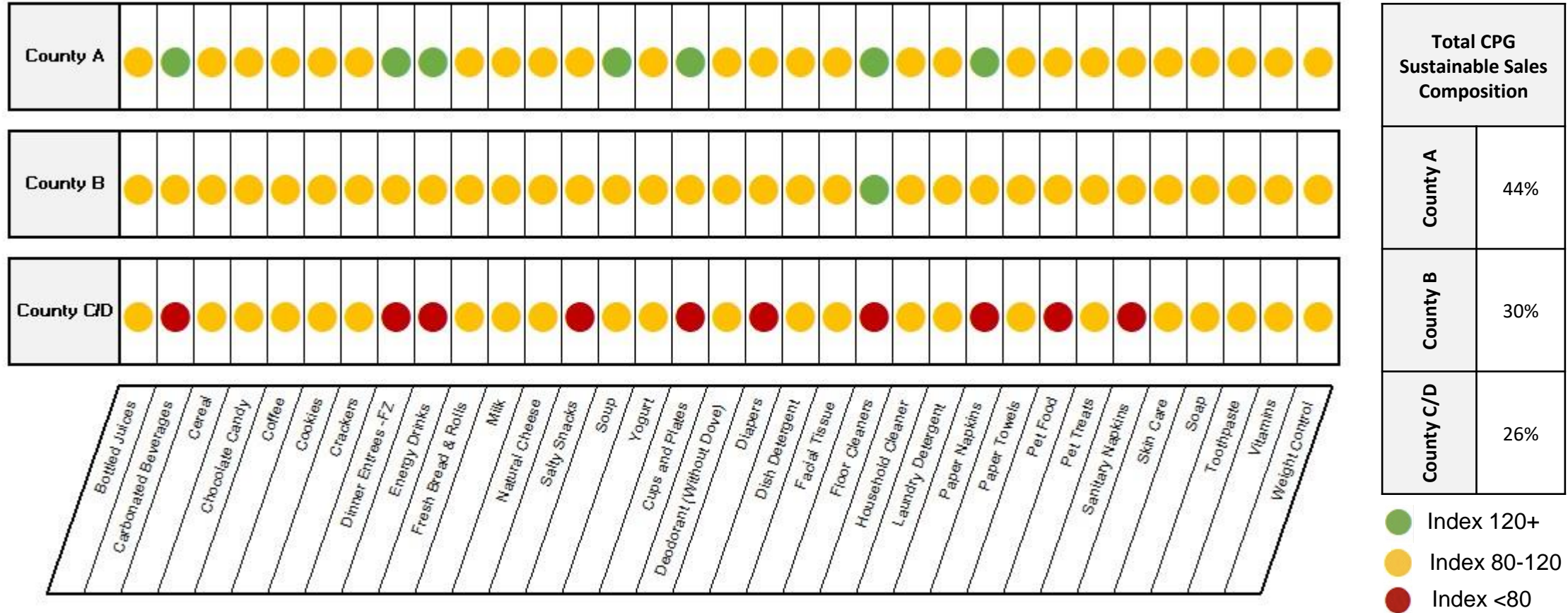


Chart read as: County A purchased a significantly higher percent (>1.2x) of their Carbonated Beverage purchases on sustainability-marketed products, than did Average HH's.