

# Sustainable Market Share Index™: Research Question 3

**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

# Sustainability Purchase Index – Generational Cohorts

In general, the **younger the HH**, the **more likely** they are to purchase sustainable products



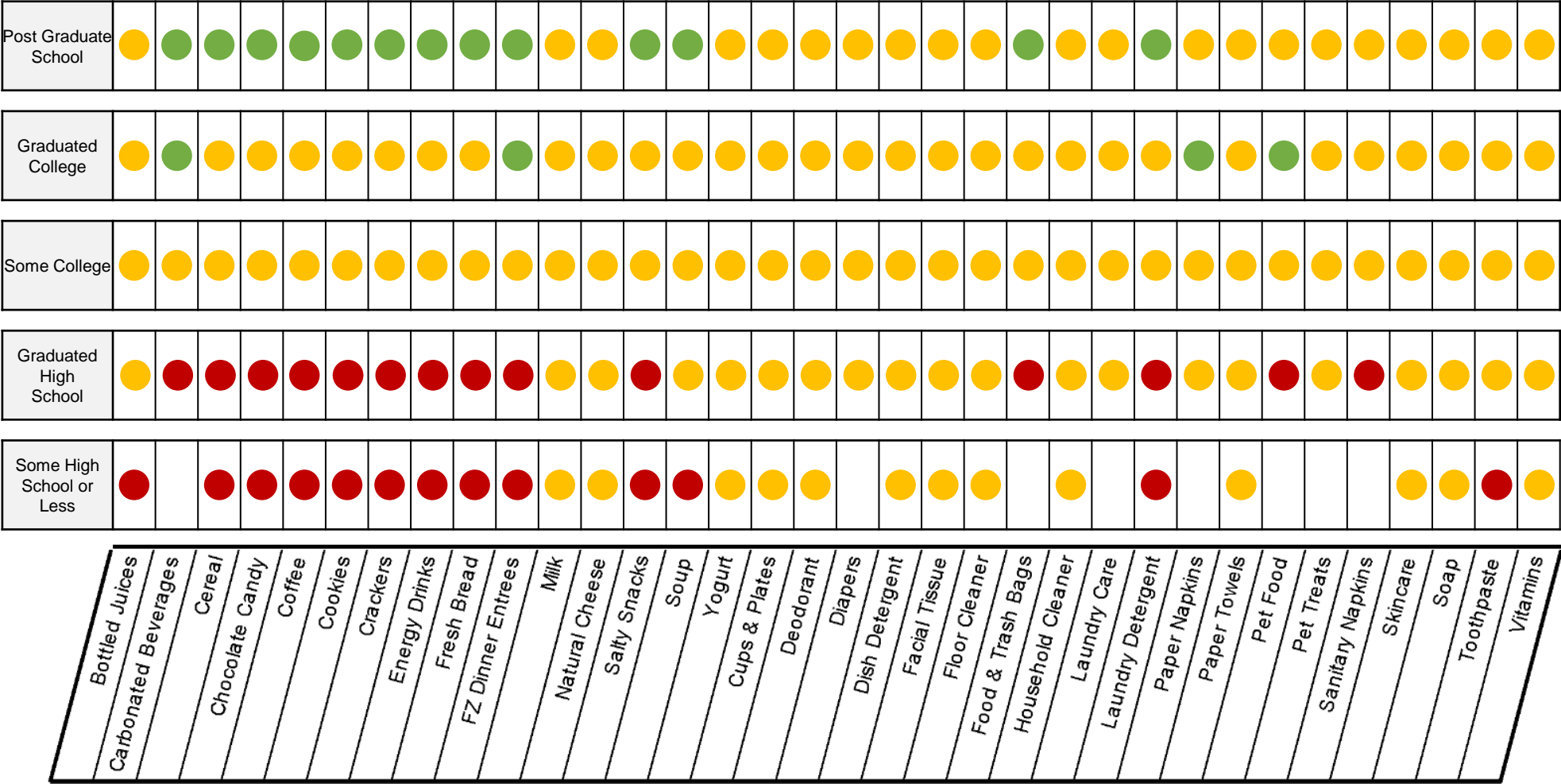
Total CPG Sustainable Sales Composition	
Millennials	30%
Generation X	31%
Boomers	33%
Seniors & Retirees	6%

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

Chart read as: Millennials purchased a significantly higher percent (>1.2x) of their Coffee purchases on Sustainable Products, than did Average HHs.

# Sustainability Purchase Index – Education

The more educated the consumer, the more likely they are to buy sustainable products



Total CPG Sustainable Sales Composition	
Post Graduate School	18%
Graduated College	36%
Some College	27%
Graduated High School	17%
Some High School or Less	2%

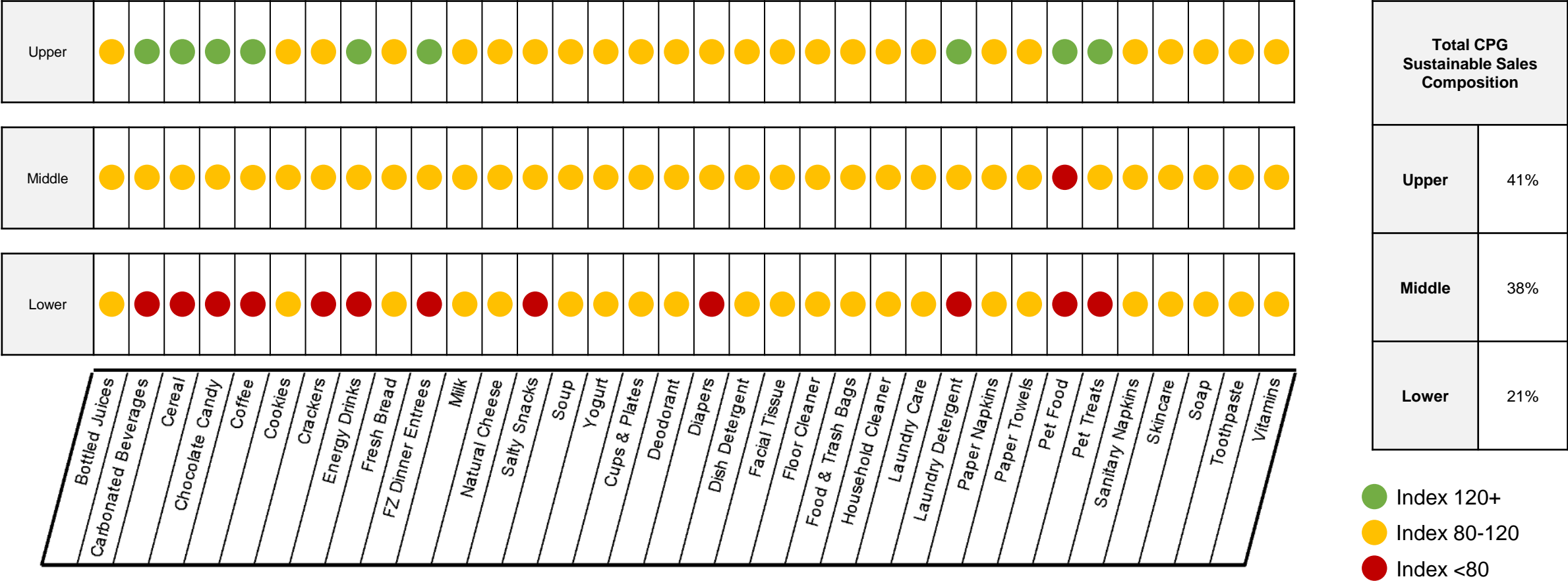
- Index 120+
- Index 80-120
- Index <80

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



# Sustainability Purchase Index – Income Tiers

The **more affluent** the consumer, the **more likely** they are to buy sustainable products



Income Classification: Upper ( $\geq$ \$70k 1P + \$30k all others), Middle (\$30-70k 1P + \$5k per add'l Person), Lower ( $<$ \$30k 1P + \$5k per add'l Person)

Chart read as: Upper Income HHs purchased a significantly higher percent ( $>1.2x$ ) of their Carbonated Beverage purchases on Sustainable Products, than did Average HHs.

# Sustainability Purchase Index – Urbanicity

The **more urban** the consumer, the **more likely** they are to buy sustainable products



Total CPG Sustainable Sales Composition	
County Size A Top 25 Mkts	42%
County Size B Over 150K Pop	31%
County Size C/D	27%

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

Chart read as: Households in County Size A purchased a significantly higher percent (>1.2x) of their Carbonated Beverage purchases on Sustainable Products, than did Average HHs.