

CSB Sustainable Market Share Index: Research Question 6

Research Question 6: What is the demographic profile of the sustainable purchaser*?

Research Result:

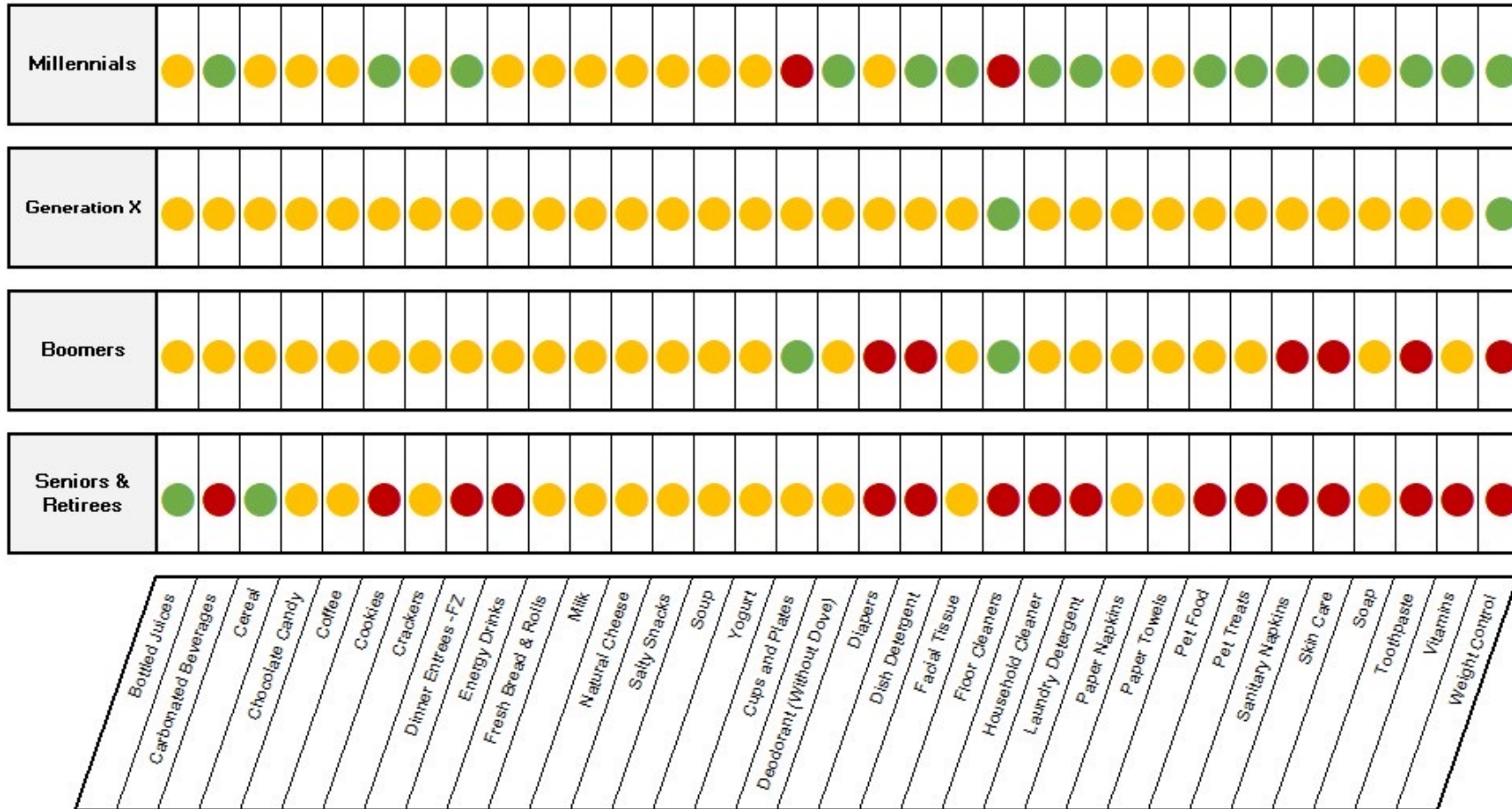
- **Millennials, upper income, college-educated and more urban cohorts are more likely to buy sustainability-marketed products.**
- **Baby Boomers, Gen Xers, upper and middle income, college educated and urban cohorts account for the bulk of the sustainable dollars spent.**



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

Sustainable Market Share Index™: Generational Cohorts

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

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

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

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.

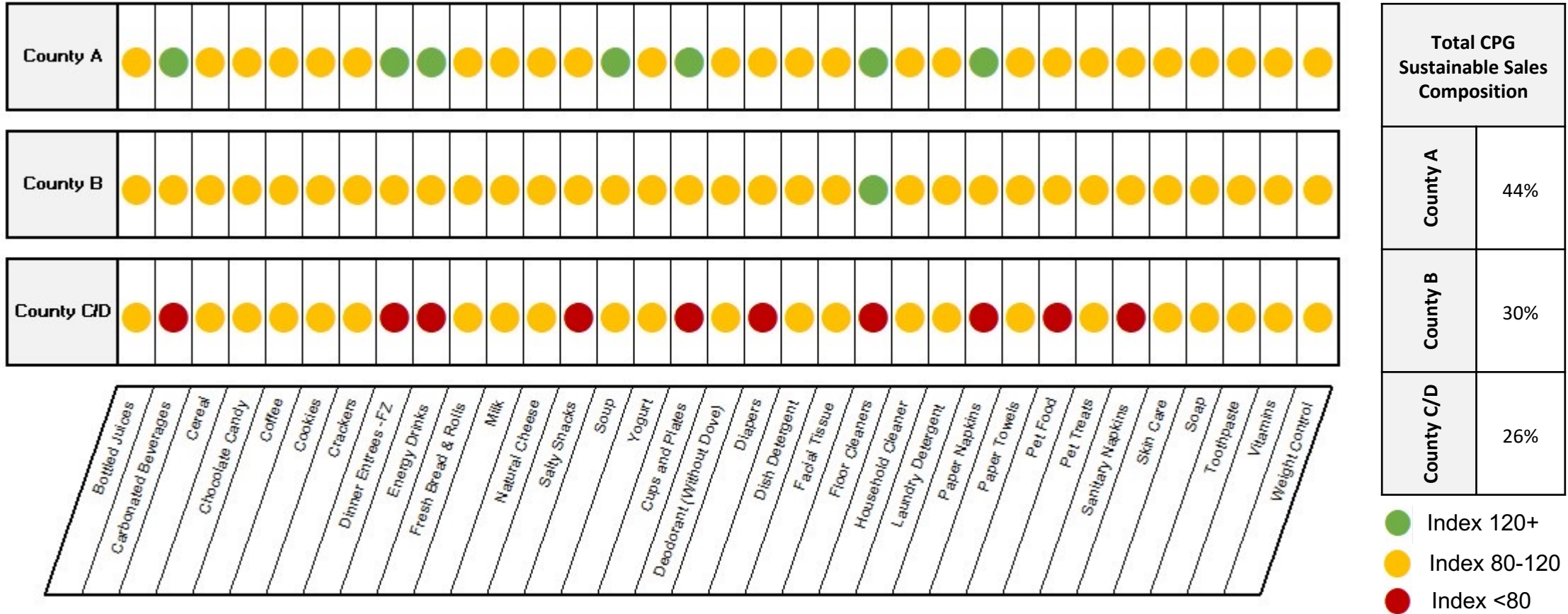


Chart read as: County A purchased a significantly higher percent (>1.2x) of their Carbonated Beverage purchases on sustainability-marketed products, than did Average HH's.