

The **Conscious Consumer Report ANZ 2021**

Consumer revolution to propel business evolution
What it means for business leaders in Australia & Aotearoa NZ

The Corporate Edition

For CEO's, CSR, Marketing and Communications

Professionals within a corporate, company or brand



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professionals within a corporate, company or brand*

Commissioned by Cavill + Co. Australian Q&A
and results prepared by Di Marzio Research.
NZ Q&A and results prepared by Perceptive.

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I. Introduction

The Consumer Revolution

You'd be forgiven for thinking that consumers either side of the Tasman (Australians and New Zealanders) would have emerged from the last two years more self-centred. Whether home-schooling kids while holding down a job, pivoting to prevent their business from collapsing, caring for elderly parents from a distance, dodging (or getting) the virus, watching funerals via video or succumbing to zoom fatigue, no matter what boat we're in, we've all had to weather the seemingly never-ending storm that is the global pandemic.

We've been living - or more accurately, surviving - in a Covid bubble: minimal interaction with others, monitoring 'the numbers', and multiple lockdowns and curfews. When our safety is threatened, it's human nature to look inward, to focus on day-to-day survival and caring for immediate dependants.

You might think, then, that consumers would have become more self-centred this past year.

But you'd be wrong.

Our research has revealed that not only are Australians and New Zealanders more concerned about the world, social issues, global warming, and our fellow humans, but they're *ready to act on it*. The pandemic has afforded the opportunity for deep reflection on what's important, and for many it's been profoundly clarifying. Covid has accelerated the Conscious Consumer movement and a new kind of consumer has emerged from lockdown - **The Revolutionary.**

revolutionary

adjective: revolutionary

a person fearlessly advocating for radical change
a person willing to challenge the status quo

latin: revolution (a turn around)



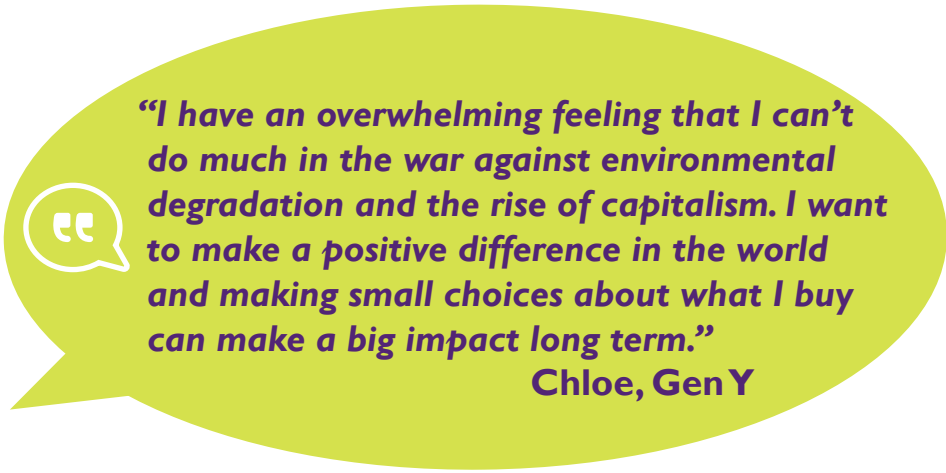
An analysis of seven significant global Trend Reports¹, reflecting the views of hundreds of thousands of consumers around the world, confirms that this is a global phenomenon.

A 2020 Globescan² study reveals consumer expectation of companies has shifted towards transparency, treating staff well, minimising environmental damage (in that order) over providing products and making a profit.

Global citizens are demanding a systemic reset. To shift the paradigm of business. They want companies and brands to not only address their impact on society and the environment, but also to **be active agents of change.**

Our research³ reveals that almost two-thirds of Australians believe the old model of corporates operating purely for profit is dead; that companies should take responsibility for their impact, and act. Over three-quarters believe corporates should partner with charities to solve social problems in the coming year. All generations agree.

In New Zealand, 3 in 5 consumers believe corporates only care about profit and will do anything to get it, yet almost half believe that Corporates, of all the institutions, have the greatest potential to solve societal problems.



“I have an overwhelming feeling that I can’t do much in the war against environmental degradation and the rise of capitalism. I want to make a positive difference in the world and making small choices about what I buy can make a big impact long term.”

Chloe, Gen Y

1 'Brave New World, Creative Trends', Dentsu, 2021, 'Covid-19 rapidly reshapes consumer behaviour', PWC 2020, 'Global Consumer Trends', Mintel 2021, 'Business & Society, Social Trends & Corporate Leadership' Globescan 2020, 'Growth – it comes down to experience' Accenture 2020, 'New lives in a Covid world, global consumer trends' Dynata 2021, 'Trends Report' Carat 2021

2 Business & Society, Social Trends & Corporate Leadership' Globescan 2020

3 Conscious Consumer Report ANZ 2021, Di Marzio Research/Cavill + Co

The COVID effect

62% of Australians agreed with this statement: “During Covid, I’ve re-evaluated my priorities in life. If I have to buy a product or service, I’m more likely to buy it from a company that’s actually doing some good”⁴

Our research reveals that almost half of New Zealanders say they will definitely/probably switch brands supporting a charity in the coming year.

Time in lockdown has certainly given people a rare opportunity to reflect and re-evaluate their priorities, to consider what’s truly important in life. Many have relished the time spent at home with family and pets, enjoyed the opportunity of flexible work hours and seeing the world through new eyes. In contrast, it’s caused a lot of suffering. Casual workers (mostly young people and women) have joined the unemployment queue, while loneliness and depression have skyrocketed.

We’ve been reminded that we’re all connected - how one action can impact both the people close to us, as well as people on the other side of the world. As we’ve been forced to stay indoors, we have a new-found appreciation of nature, our bush and coastal areas, and we’ve realised how much humans negatively impact our environment.

This is also seen globally. The Mintel Report 2020⁴ reveals consumers crave human connection more than ever and in the USA 46% of consumers feel giving back is one of the top five values they live by.

We’ve been forced to collaborate in ways never seen before to tackle the global health crisis. Perhaps we’ve seen it as a dress rehearsal for what will be needed when the effects of global warming bites – and why climate change/global warming has become the number one social issue of concern for Australians.

⁴ Mintel, Global Consumer Trends, 2021

Consumers have embraced change, and they don't want to return to 'normal'. They want a renewed focus for business - where companies not only take responsibility for their impacts on society, but **vigorously take action to make things better.**

It's time to revolutionise the core purpose of business. From 'profit at all cost' to a model where humanity profits. From a focus on the balance sheet to a balance of priorities - people, planet and profit.

And if businesses do not embrace this role, they will be left behind. Because consumers have realised they have immense power to catalyse social reform; by leveraging their **skill** - working for companies that align to their values and shunning those that don't; their **wallet** - purchasing products that do good and boycotting those that do harm; and their **voice** - asserting their concerns and influencing those around them, through the power of social media.

Instruments of change

Voice

Social media has helped transfer power from governments and business to everyday Australians. Before it took off around 2008, communication was one way and there were few avenues for consumers to vent, call out bad behaviour and rally their tribe. Now the masses have a megaphone in their hand-held devices, and they're making their voices heard loud and clear. Hashtag Activism brings laser focus to an issue or cause, can gather global momentum like wildfire, putting pressure on governments and business to act and transform. Think #MeToo, #BlackLivesMatter, #StopFundingHate (UK)⁵, #LoveWins, #LikeAGirl, #FreeBritney, #BanLiveExport, #ClimateStrike, #Dieselgate, #StopAdani, #IceBucketChallenge, #RUOKDay.

⁵ UK grassroots activism protesting the anti-migrant position of UK newspapers.

Skill

A recent study by Microsoft⁶ reveals that the pandemic has made people rethink their career and deeply question the role of work in their lives. More than 40% of the global workforce are considering leaving their job this year. Dubbed ‘The Great Resignation’, this trend has now hit Australian shores and giving business yet another challenge to overcome. The psychological contract between employer and employee has evolved – employees want flexibility, enriching experiences, a sense of social purpose and to make a meaningful contribution to society. People are no longer willing to barter their lives for material things. If the employer resists, they’ll join the Big Quit brigade. This could result in a boost to the already booming social enterprise sector, as disgruntled employees with an entrepreneurial flair choose to start their own purpose-driven enterprise, or a B-corp, with doing good at its core rather than the periphery.

Wallet

Many consumers are flexing their muscles at the checkout, a power strengthened by the exponential choice provided by online shopping. More Aussies and Kiwis are boycotting companies and brands that have a poor reputation for social responsibility – over one-third of Aussies and over a quarter of Kiwis say they’ve boycotted in the last year. On the flip side, one-quarter of Australians say they’ve switched to brands that support causes in the past year, with over half saying they **will do so** in the coming year⁷.



“So much has unfolded over the past year globally, a lack of trust in government, corporations and social media platforms. People are angry, people are frustrated, and people are upset. One thing they do have control over is how to spend their dollar.”

Sacha, Gen Y

⁶ Microsoft 2021 Work Trend Index: 30,000 people in 31 countries, Edelman Data x Intelligence, January 2021

⁷ Conscious Consumer Report ANZ 2021, Di Marzio Research/Cavill + Co

Consumers using their purchasing power for good is a behaviour seen globally. In the UK 20% of consumers say they shop with a retailer that supports a cause they believe in and 47% of Brazilian consumers agree they're prepared to boycott companies who behave unethically⁸.

A Globescan 2020 study reveals that 53%⁹ of global consumers say they've changed their purchase to support a cause.

Another global study by Accenture¹⁰ cites half of Gen Y and Gen Z say they've shifted a portion of their spending away from a company that's disappointed them around a social issue.

The pinnacle of a growing movement

The statistics in this report leave no doubt that the Conscious Consumer is here to stay and not even a global pandemic can dampen their spirit. It's no longer a niche trend, but across all generations and throughout the world.

I've been tracking how a company's Corporate Social Responsibility stance and activity influences consumer behaviour for over 20 years. This was long before CSR was even a term, when philanthropy was the primary way for companies to 'give back', and before the climate crisis was taken seriously.

“Corporates in NZ should strive to make a profit through good moral and ethical standards, rather than striving to make that little bit extra profit. They should be conscious of the people they're hurting and the problems they're causing”

Ava, Gen Z (NZ)

8 Mintel, Global Consumer trends, 2021

9 Business & Society, Social Trends & Corporate Leadership' Globescan 2020

10 Accenture, Growth - It comes down to experience, 2020

In 2018, I published an e-book entitled Talking The Walk¹¹, an analysis of over 26 research reports on CSR-related consumer behaviour along with recommendations on how to communicate CSR to the masses. The book focused on Millennials - the most active and vocal Conscious Consumer at the time. In response to a decade of corporate scandals, royal commissions, wage rorts and deceptive environmental claims, I predicted a tsunami of consumer activism in the coming years. The wave has indeed hit our shores, heightened in velocity by the global health and economic crisis. It's an immensely powerful wave, with the strength to wash away decades of stale thinking and out-dated modes of doing business.

The opportunity

We – business, non-profits, government, and consumers – have been given a once-in-a-lifetime opportunity to reshape the role of business. A shift from self-serving capitalism to serving the greater good. An evolved model of business that not only considers people and planet but takes **strident action** to enhance both. Companies, big and small, will have to evolve to meet the needs of the mainstream Revolutionary Consumer. Corporate Social Responsibility, and more importantly **Corporate Social Action**, will be a necessity for business survival.

Find out what this means for anyone leading or working within a corporate, company or brand that wants to survive the next decade - page 45.

As the world opens, the health of the economy, as well as its citizens, is at stake. **We're done with just surviving - it's time to thrive.**

It'll take fresh thinking, courageous conversations, radical collaboration and determined action.

Sounds like a revolution to me.

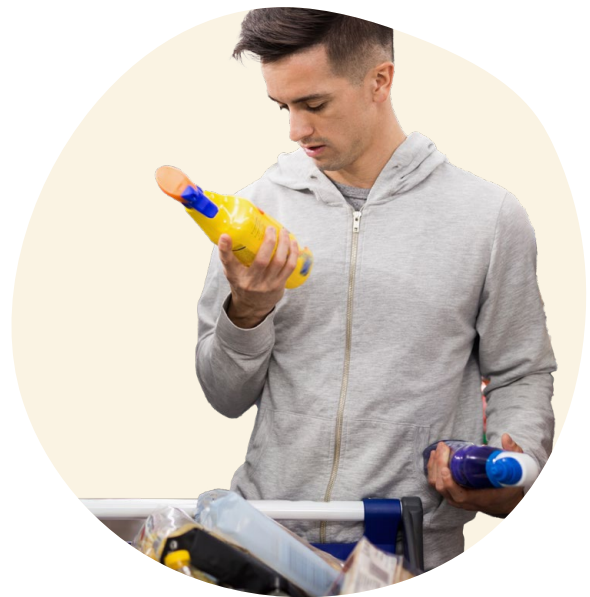
¹¹ [Free to download HERE](#)

About this report

Our first Conscious Consumer Report was published in October 2020. It can be downloaded [here](#).

After yet another monumental and tumultuous year, we decided to check in again to uncover the impact of the pandemic on consumer attitudes towards companies and their role in solving social problems. You can see comparisons between the two years' data in the body of this report.

This Conscious Consumer Report ANZ 2021 includes the data from both Australia and NZ, alongside my interpretation and insights from interviews with Aussies and Kiwis. I've drawn on my experience as a marketer, consultant to some of Australia's biggest companies, my work with thousands of non-profits and 27 years of matchmaking some of Australia's most enduring corporate-cause partnerships.



More resources

For more publications and infographics, head on over to our website www.cavill.com.au/publications.

If you're reading this and you work for, or lead a non-profit or social enterprise, you'll want to head on over to my other company that serves changemakers, BePartnerReady.com[®] and download the reports written for you.

Vox pop

We took to the streets to gain further insight into the statistics. Some of the most perceptive and incisive verbatim comments are featured in this report. Watch our vox pop video featuring Australian and New Zealand Conscious Consumers [here](#).

Hailey Cavill-Jaspers
Chief DoGoodologist and Author
March 2022



2. On the same page

a. Definition of the Conscious Consumer

Buy or Boycott

Conscious Consumerism is an umbrella term, which simply means having more awareness of how your consumption impacts society at large, and using the power of your purchase to bring about change.

Beyond that, it encompasses a broader range of consumer attitudes and resulting behaviour. A truly dedicated Conscious Consumer will first, before purchasing something new, look to repair, re-purpose or recycle an existing product. They'll shop local because it's made by locals, has minimal packaging and less transportation.

For those Conscious Consumers choosing to purchase something new, they'll look beyond the label to examine the company behind it. They do research into the background of the manufacturing process, where the product is made, plus the impact the product or service has on the environment and society. Conscious Consumers have an array of resources at their disposal to help them understand how a product or service comes to market – apps like Orange Harp and Done Good, websites like Good on You and Fair and Good. Conscious Consumers know that their purchase counts – because that purchase funds the company and its activities.

This discerning mindset can result in an array of behaviours.

Positive behaviours such as:

- supporting companies that align with their ethics and values
- purchasing brands that are more sustainable and have less environmental impact
- buying locally made
- investing in companies with strong ethics and values

- buying brands that do no harm to people or animals
- backing companies that recycle, use green energy, and minimise waste
- applauding companies that communicate honestly and with radical transparency
- doing business with corporations and brands that stand up for social issues they care about
- switching to brands that partner with - and support - charities
- actively promoting and recommending favourite companies and brands to family, friends and social media followers

The other side of the coin includes behaviour that has a negative impact on companies and brands such as:

- boycotting companies that contradict their ethics and values
- shunning brands that plunder the planet
- avoiding brands made – and profiting - overseas
- banning brands that do harm to people or animals
- boycotting companies that use non-renewable energy
- exposing companies that are deceptive or misleading
- ignoring companies that don't care about issues they care about, are not participating in solving social problems, not supporting charities
- actively protesting against, petitioning and strongly criticising disliked companies and brands to family, friends and social media followers.



“I try to be a conscious consumer in all of my purchases. My son has put a ban on anything containing palm oil coming into our home.”

Leisel, Gen X



“I think my generation are increasingly boycotting because they’re fed up with all the fake news. We’ve had all this time to reflect on it, and we’re mad!”

Tyrone, Gen X

Minimalism

There is also a growing minimalist movement buoyed by campaigns such as The Year of Less, Buy Nothing and the Marie Kondo trend of de cluttering – in an effort to save money, reduce waste and improve your surroundings. This has expanded during the pandemic, in part due to shops - other than essentials - being closed, and anxiety around spending. People have had to make do with what they have. In contrast, Australians have been big spenders on home DIY¹² - due to extended periods at home, there’s been substantial nesting going on.

Employment

Conscious Consumers are realising that they also have the power to influence corporate behaviour, by choosing who they work for. Gone are the days when a 20-year career with a single corporation was the ultimate dream. More and more talented Aussies and Kiwis are opting to work for companies with a proven track record in social responsibility, for purpose-driven enterprises or even starting their own company with doing good at its core. B2B Companies that don’t have ‘consumers’ but who are keen to attract the brightest talent are not immune to the Conscious Consumer movement either.

According to a global study by Microsoft in 2021, an estimated 40% of employees are planning to quit their jobs post pandemic¹³. This is in part due to employer inflexibility but also, employees are looking for greater fulfilment.

Whilst these are both important trends, for the purposes of this study we do not include minimalism or employment as part of our definition of a Conscious Consumer, as we are looking at consumers that actively purchase products and services and what influences that purchase.

¹²Australians spending a record \$1b a month on their homes, Sydney Morning Herald, 16 May 2021. Stats from ABS.

¹³The Great Resignation, Forbes, July 2021. Microsoft 2021 Work Trend Index

b. The Generations

This study reveals the attitudes of Australian consumers - from Builders, Baby Boomers, Gen X, Y and the Zed's.

Here's what it means:

Builders

Aged 75+ (in 2021), born 1946 or before

Baby Boomers

Aged 57-74 (in 2021), born 1946-1964

Gen X

Aged 41-56 (in 2021), born 1965-1980

Gen Y (Millennials)

Aged 26-40 (in 2021), born 1980-1994

Gen Z

Aged 11-25 (in 2021), born 1995-2009

Gen Alpha

Aged 11 and under (in 2021) Born 2010 and after

If you'd like more detailed information on what makes the different generations tick, download our free e-book 'The Generations' [here](#).



c. How we did it

Australian study

We conducted an online omnibus survey, with a sample of people 18+, resembling the population by gender, age, state and location (sample sourced via reputable online research panel Dynata www.dynata.com).

Sample size 1,002 across Australia.

Commissioned by Cavill + Co, Q&A and analysis by Di Marzio Research.

Metro/non-metro split 76:24, Male/Female split 49:51, resembling Australian population.

Field dates 27-30 August 2021.

New Zealand study

We conducted an online omnibus survey, with a sample of people 18+, resembling the NZ population by gender, age, state and location (sample sourced via reputable firm Perceptive).

Sample size 1,177 across New Zealand.

Commissioned by Cavill + Co. Q&A by Perceptive and analysis by Di Marzio Research.

Metro/non-metro split 61:39, Male/Female split 48:52, resembling New Zealand population.

Field dates 15 - 30 September 2021.

A huge thank you to our partners Di Marzio Research (Paul Di Marzio), Perceptive NZ (Damian Bennett) and Equity Matters (Melissa Barr and Earle Wilkes) for their valued support and contribution. We're tino mihi grateful.

Thanks also to my team for bringing it all together so quickly: communications whiz Georgia McIntosh, Kate Perkins for video content, designers Rachael Hammond and Renée Radisich and researcher Danni Price.

We're incredibly grateful for our vox-poppers who provided invaluable insights to the statistics. Thanks also to all the corporates and non-profits who shared their partnership story with us: Carmel Horvath and Kate Bailey at Coles, Kate Scrutton at Heart Foundation, Scott Dare at Me Bank, Natalie Edwards at Garden to Table, Gemma Highnett at Tui, Ruth Fletcher, Laura Portch and Sophie Blunt from DEC PR, Saurabh Jain and James Oxford from Reckitt and Kate Thiele from Meals on Wheels Australia.

Australian questions and statements were prefaced with the script below to provide context:

This set of questions is about the corporate sector in Australia which can be defined as comprising large public and private companies with 200 or more employees selling products or services (rather than small, local businesses).

We'd like to ask you about the role played by the corporate sector in Australia in helping to address societal (social) problems, the way in which they support charities and causes and how they communicate this. COVID-19 has exacerbated some of these problems, e.g. mental health and unemployment. Yet many organisations that are helping those most in need (i.e. charities and non-profits) have been impacted due to fewer donations and not being able to fundraise through events.

New Zealand questions and statements were prefaced with the script below:

The following questions are about corporates and companies in NZ, which can be defined as comprising large public and private companies with 150 or more employees selling products or services (rather than small, local business).



“I’m seventh generation indigenous Australian, and we have a real connection with stewardship with country and land, and we look after it because we’re part of it. It’s our responsibility. So conscious consumerism is a huge part of me, because you reap what you sow.”

Alison, Gen X



3. Snapshot of Australian study

Attitudes on behaviour:



Over two thirds of Australian consumers believe that corporates only care about profit and will do anything to get it



Three quarters of Australian consumers agree it's time Corporate Australia stepped up and showed leadership in solving social issues



Just under two thirds believe Corporate Australia (of all the institutions) has the greatest potential to solve societal problems



Over three quarters of Australian consumers believe corporates should partner with charities to solve social problems, in the coming year



Just under three quarters agree the old model of corporates operating purely for profit is dead. Companies should take responsibility for their impact and take action



Just under two thirds agree that during Covid they've re-evaluated priorities and are more likely to buy products and services from companies doing good



Over one third have actively boycotted a company or brand in the past year, due to its poor social responsibility

.....



Over one quarter have actively switched brands, because of its support of a charity, in the past year

.....



Over half say they will switch brands supporting a charity, in the coming year (rising to over 4 in 5 saying possibly)

.....



The top 6 causes that prompt consumers to switch brands are: climate change (23%), mental health (20%), healthcare and medical research (19%), environmental conservation (18%), support and care for vulnerable people (17%) and animal rescue/care (17%)

Conscious Consumerism has reached a tipping point; it is now a mainstream attitude driving consumer behaviour, with consistent agreement across the most active consumer generational segments (Z, Y, X and Baby Boomers).

Attitudes on communications:



Almost three quarters of Australian consumers agree they're more likely to believe a company's support of a cause if they can see the tangible social impact

.....



Almost three quarters of Australians agree a company's cause activity is more genuine if they're partnered with a charity

.....



Over two thirds of consumers agree its good when a company helps to amplify a topical cause, but must show genuine commitment or it's just woke washing/PR stunt



4. Snapshot of New Zealand study

Attitudes on behaviour:



3 in 5 New Zealand consumers believe that corporates only care about profit and will do anything to get it

.....



Just over two thirds of New Zealand consumers agree it's time corporates in NZ stepped up and showed leadership in solving social issues

.....



Almost half believe Corporates (of all the institutions) have the greatest potential to solve societal problems

.....



Two thirds of New Zealand consumers believe corporates should partner with charities to solve social problems, in the coming year

.....



Over a quarter have actively boycotted a company or brand in the past year, due to its poor social responsibility

.....



Almost half say they will switch brands supporting a charity, in the coming year (rising to over 4 in 5 saying possibly)

.....



The top 6 causes that prompt consumers to switch brands are: mental health services (29%), environmental conservation (25%), healthcare & medical research (24%), support & care for vulnerable people (23%), animal rescue (21%) climate change/global warming (18%)

Conscious Consumerism is alive and kicking in NZ; it is now a mainstream attitude driving consumer behaviour, with consistent agreement across the most active consumer generational segments (Z, Y, X and Baby Boomers), and across most regions.

5. Full results

Note: Most of the results were consistent across all generations and locations. Statistically significant differences are provided where they exist.

Behaviour

CHANGING ROLE OF CORPORATES IN SOCIETY

Australia

Q *“It’s time Corporate Australia stepped up and showed both moral and practical leadership in solving society’s problems.”*

2021



- **76%**
AGREE
- of which **43%**
STRONGLY AGREE

All generations are consistent in agreement. Builders are below average with 69%. NSW are a little above average at 80%.

New Zealand

Q *“It’s time Corporates in New Zealand stepped up and showed both moral and practical leadership in solving society’s problems.”*

2021



- **68%**
AGREE
- of which **32%**
STRONGLY AGREE

Gen Z have the strongest desire for corporates to step up, at 76%. Although it must be stated the sample size is fairly small (31 people).



Australia



“The old model of corporates operating purely for profit is dead. Companies should not only take responsibility for their impact on humans and the environment, but also take action to make things better.”

2021



● **71%**
AGREE

● of which **41%**
STRONGLY AGREE

Intriguingly Builders are above average at 83%, although it must be said that the sample size was relatively small (48 people). Millennials came in at 73%.



“The performance of Western capitalism in recent decades has been deeply problematic. It’s not irretrievably bound to fail; but it does need to be rethought.”

**Economist Michael Jacobs,
author, ‘Rethinking Capitalism’**

From little things, big things grow

Tui is a garden supplies brand, providing bagged soil and other products for the green fingered gardener in NZ. Garden to Table supports schools and kura to grow, harvest prepare and share fresh seasonal kai. The program empowers thousands of children throughout Aotearoa to discover the goodness of fresh seasonal food and hone the skills to prepare it.

What started out as a product donation to the charity Garden to Table Trust, has grown over the years into a substantial mutually beneficial partnership.

Tui gives a significant cash contribution to the charity annually, and Tui's commitment is across the business. This is beautifully demonstrated with their participation in two Garden to Table School community days in the Bay of Plenty allowing staff from Tui HQ to give back to local schools.

Tui donate starter packs to Garden to Table schools, giving students a great start in learning to grow nutritious food, nurturing the environment and themselves.

Building on the strong brand alignment, Tui sponsors the annual Seedling Sale which has become a popular and successful fundraiser for Garden to Table schools across Aotearoa New Zealand. This gives students a social enterprise opportunity in their local community, raising funds to support their much-loved Garden to Table program at their own school.

This year Tui have run a cause related campaign with their 'Kids Mini Garden' to encourage children to plant their first garden at home. For every Mini Garden bag sold 50c is provided to Garden to Table Trust. This enhances the mutual goals of both partners, supporting more and more young New Zealanders to experience the joy and satisfaction of growing great fresh kai.

The synergy between the two is brilliant, and this extends to their values and genuine commitment to support each other and the community at every turn.

More info [HERE](#)

In addition to the partnership with Garden to Table, Tui have a clear sustainability roadmap beautifully communicated through graphics on their website.

Click [HERE](#) **to view**



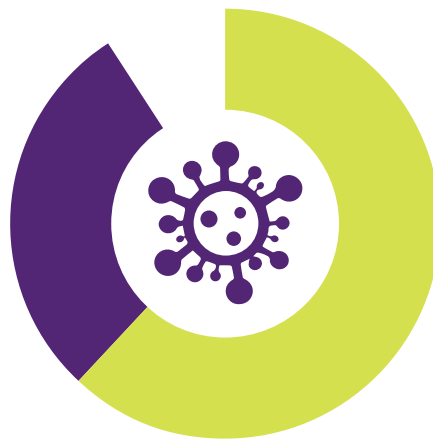
Australia

THE COVID EFFECT



“During Covid, I’ve re-evaluated my priorities in life. If I have to buy a product or service, I’m more likely to buy it from a company that’s actually doing some good”

2021



● **62%**
AGREE

● of which **29%**
STRONGLY AGREE

Females are slightly above average at 65%, and males slightly below at 59%. Millennials are significantly above average with 71% agreeing with this statement, with Gen Z not far behind at 69%.



“It was a real watershed moment when the grandchildren came along. I became tremendously concerned about the world that they’re going to inherit. I’ve become a real climate activist – we have an electric car, buy in bulk from biodynamic farmers, switched to an ethical super, avoid fast fashion and anything made overseas”

Jackie, Baby Boomer

Australia

CORPORATES SHOULD PARTNER WITH CHARITIES

Q “In the coming year, I believe Corporates should partner with charities to help solve societal issues and get Australians back on their feet.”

2021



● **76%**
AGREE

● of which **43%**
STRONGLY AGREE

2020



● **71%**
AGREE

● of which **35%**
STRONGLY AGREE

We can see an increase in agreement since 2020, especially with those that ‘strongly agree’ - an increase of 8 percentage points. Millennials are above average at 80%, and Builders are above that at 85% (although it must be stated that the sample size of Builders was 48 people, so small).



“The older generations are more attuned to these issues because they’ve been part of the problem. It’s our generations that have created the situation that the younger generations are now living with, and are going to have to resolve”

Linda, Baby Boomer

“It’s no surprise to see Millennials above average here but what IS intriguing is the Builders! Whilst this is a small sample, it’s not a one-off random result, many statistics in this report show Builders have become more conscious and activist. Our Boomers & Builders vox pop provides some insight as to why this may be the case”

**Georgia McIntosh, Chief Communicator
BePartnerReady.com®**

New Zealand

CORPORATES SHOULD PARTNER WITH CHARITIES



“In the coming year, I believe Corporates should partner with charities to help solve societal issues and get New Zealanders back on their feet.”

2021



● **66%**
AGREE

● of which **28%**
STRONGLY AGREE

Gen Z are again above average, at 71%, although it must be stated the sample size is fairly small (31 people).

A higher proportion of Australians agreed with this same statement - 76%.



Purchase with purpose

A brilliant example of an Australian brand-aligned partnership is ME Bank, who have a pink everyday transaction account card that contributes 1c to the cause of breast cancer research, every time it's used. The campaign theme is 'Buck it Forward' where cardholders are invited to turn every transaction into action with ME's Pink Buck card. To date the card has generated over \$1M for the National Breast Cancer Foundation, and it's ME's most popular debit card.

The Cause-Related campaign is an extension of ME's 17-year relationship with the National Breast Cancer Foundation which also encourages staff to participate in – and fundraise for – the Mother's Day Classic. This shows that they have been committed to the cause for a very long time, demonstrating to customers that this is a genuine partnership, and not a case of band wagoning.

What makes this partnership exceptional is ME Bank's unconventional (for a bank) communications. Their catchy writing and tone are refreshingly down to earth, such as 'Give purpose to every purchase' and 'Buck it forward'. Prior research has shown that consumers resonate with, and are motivated by, causes and outcomes - not dollars. Yet too many Cause-Related campaigns focus on the dollar contribution, not the difference made. ME's approach makes the customer the hero and reveals where the money goes by showcasing real scientists, real projects and real outcomes (written in digestible plain English that's also uplifting).


That's great CSR comms, right there.



More info [HERE](#)



Watch our
VoxPop with
Builders & Boomers
HERE

 *“Baby Boomers are the first generation who have memory of their parents in retirement. They are determined to age differently. They have bucket lists, they see retirement as a kind of ‘my time now’ to fit in everything they’ve denied themselves”*

Bernard Salt, The Demographics Group

Heart & Impact

In 2020, Coles partnered with the Heart Foundation to support Australians' aspirations to become healthier and more active. They launched the Coles Health Hub, a one-stop online portal offering practical information and solutions around exercise, diet and nutrition, mental health and most importantly, motivation.

This partnership couldn't have come at a better time, as many Australians struggled to maintain their health goals during the challenging series of lockdowns. Coles brought on board sporting legends, including AFL star player James Podsiadly, to provide inspiring videos and motivational messaging as part of a 28-day crusade where health food products in Coles were reduced by 50%. News Corp helped to amplify the message even further by running a #RejuveNation campaign across print and digital media.

This is a brilliant example of a partnership where two giants, bringing their unique strengths, came together for the betterment of Australians.

The Heart Foundation's recommended heart-healthy eating patterns are based on clinical evidence and inform their extensive library of heart-healthy recipes; Coles has the extensive reach through its media placement and day to day customer interactions, to get the information into the hands of the people who are hungry for practical, no-nonsense information to better their health. Coles also leveraged their relationships with sporting personalities to ensure the campaign achieved maximum exposure and engagement.

It also feels authentic, a natural extension of Coles' commitment to offering healthier food alternatives to customers. Coles has been working for years to expand the range of nutritious, fresh foods in their supermarkets, eliminating artificial colours and introducing healthier options under their sub brands 'Nature's Kitchen', 'Wellness Road' and 'Certified Organic'. They've also had a long history of supporting causes that inspire healthier living including the AFL Healthy Kicks program and Stephanie Alexander Kitchen Garden Foundation.

A partnership with impact and heart, for sure.



More info [HERE](#)

Australia

CORPORATES ARE TOO PROFIT FOCUSED



“In general, all Corporates care about is profit and they’ll do anything to get it, even damage society and the environment in the process.”

2021



● **65%**
AGREE

● of which **32%**
STRONGLY AGREE

2020



● **64%**
AGREE

Gen Z are most ardently in agreement at 69% and have significantly shifted their opinion, with a 13 percentage point increase on last year. Baby Boomers have decreased (-9 percentage points) and once again Builders have dramatically increased to 67% - an 18 percentage point uplift. For the first time in a decade of tracking this sentiment, Builders are in alignment with Gen X, Millennials and Gen Z. Again we must emphasise that the sample size of Builders was quite small at 48 people.

“Our vox pop interviews suggest that Builders have not suddenly become disenchanted, it’s been bubbling for a while, with 2021 being ‘enough is enough’ time. It appears that two distinct events have caused this. Rio Tinto destroying ancient aboriginal rock shelters for an iron mine (and the resulting public outcry) and then time in reflection during COVID.”

Hailey Cavill-Jaspers

New Zealand

CORPORATES ARE TOO PROFIT FOCUSED



“In general, all Corporates care about is profit and they’ll do anything to get it, even damage society and the environment in the process.”

2021



● **60%**
AGREE

● of which **23%**
STRONGLY AGREE

Gen Z are most ardently in agreement at 71% (11 percentage points above average) whilst Baby Boomers are below average at 53% (7 percentage points below average). Again it must be stated the Gen Z sample size is fairly small (31 people).



“Capitalism has failed our people. If you have hundreds of thousands of children living in homes without enough to survive, that’s a blatant failure. What else could you describe it as?”

**Jacinda Ardern,
New Zealand
Prime Minister**

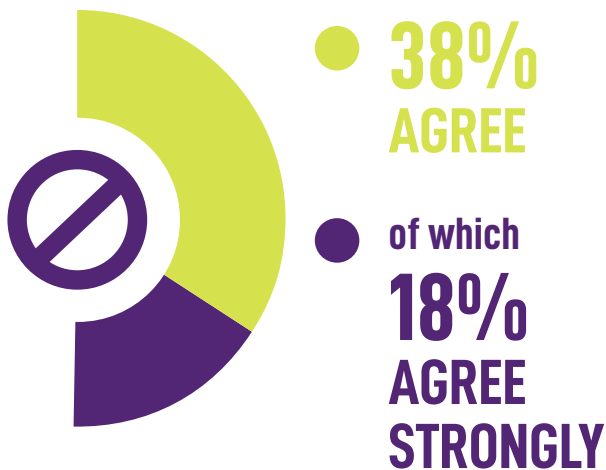
Australia

PROTESTING AT THE CHECKOUT

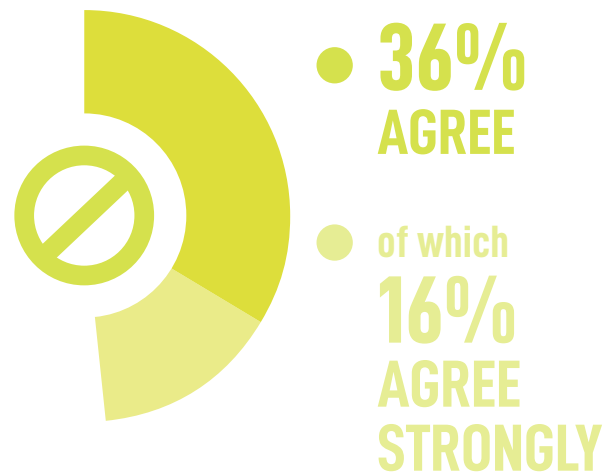


“In the last year, I have actively boycotted a company/brand/product/service because of their poor reputation in social responsibility (by boycott we mean, refused to purchase / petitioned against).”

2021



2020



The most active boycotters are Millennials (49%) followed closely by Gen Z at 46%. The biggest uplift in a year is Gen Z - up 12 percentage points compared to last year.

“Although the overall levels of boycotting haven’t changed significantly since last year, the growth among Gen Z is considerable. They are often very active and influential on social media so brands beware - getting them offside can create undesirable attention and the potential to create long term negative perceptions towards the brand.”

Paul Di Marzio, Managing Director, Di Marzio Research

“In our 2018 research we asked Millennials what kind of behaviour defined ‘boycotting’. The top 3 answers were ‘Stop buying a product’ (86%), ‘Refuse to buy a product’ (53%) and ‘Switch to a competitor’ (43%). This negates the idea that Millennials are simply clicktivists¹⁴ – they take their activism to the checkout.”

Hailey Cavill-Jaspers

¹⁴ Clicktivism – a form of activism, which is online, largely social media, to galvanise protests

New Zealand

PROTESTING AT THE CHECKOUT



“In the last year, I have actively boycotted a company/brand/product/service because of their poor reputation in social responsibility (by boycott we mean, refused to purchase / petitioned against).”

2021



● **29%**
AGREE

● of which
13%
AGREE
STRONGLY

The most active boycotters are millennials, at 38% (9 percentage points above average). Consumers in Wellington and Otago are also above average at 36% and 42% respectively. Otago’s sample size was however fairly small (56 people).

“Millennials are the most active boycotters, at 38%. This statistic is in line with our Australian research, where 38% of consumers said they have actively boycotted a company in the last year.”

Georgia McIntosh,
Chief Communicator, BePartnerReady.com®

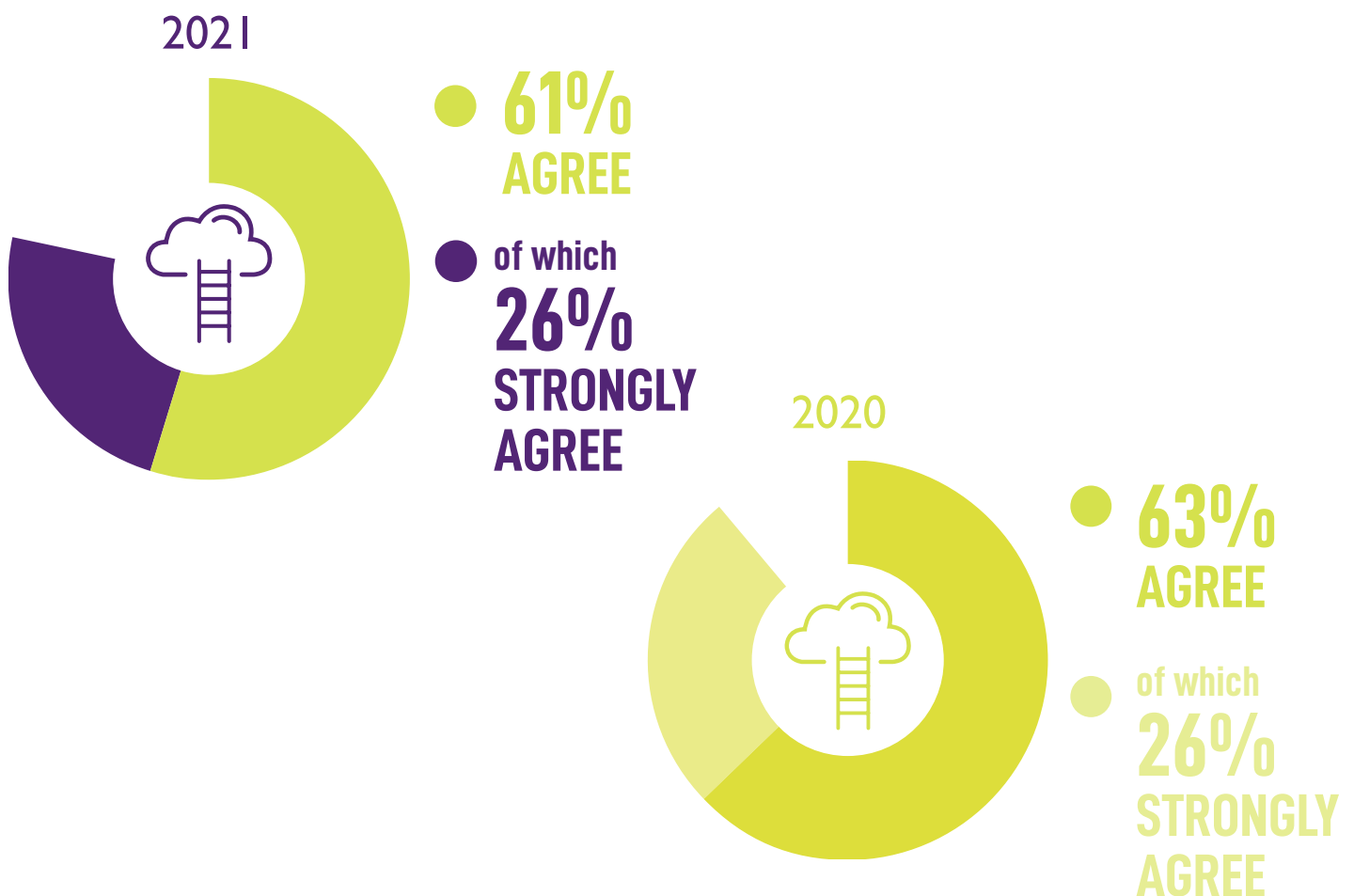
15 Clicktivism – a form of activism, which is online, largely social media, to galvanise protests

Australia

CORPORATES HAVE GREATEST POTENTIAL



“Of all the major institutions, I believe that Corporate Australia has the greatest potential to solve societal problems in the coming years.”



Although this looks like a decline, it's not really a big change, and it still represents over half believing that corporates have the greatest potential. The 'agree strongly' remains stable at 26%. Millennials are slightly above average at 67%, and those in NSW are slightly above average at 67%.

“Companies exist because of the consumer, no matter how much power they have. People are becoming more aware of global warming and the environmental damage that we're doing, sometimes the result of corporations. But in the end we have the power, we can choose not to buy from those corporations.”

Rachael, Gen X

New Zealand

CORPORATES HAVE GREATEST POTENTIAL



“Of all the major institutions, I believe that Corporates have the greatest potential to solve societal problems in the coming years.”

2021



● **49%**
AGREE

● of which
18%
STRONGLY
AGREE

This was consistent across all generations. Consumers from Wellington are above average at 56% (7 percentage points above average) whereas Manawatu-Wanganui is well below average at 37% (12 percentage points below average). Although it must be stated that the sample size for Manawatu-Wanganui was fairly small (62 people).



Hail a ride, plant a tree

Indonesia's ride-hailing giant Gojek has launched a new feature that allows users to donate to tree-planting schemes to offset their carbon footprint.

More info [HERE](#)



A picture of diversity

Crayola, who inspire creativity in children in the form of wax crayons, has introduced a 'colours of the world' range that has 24 specially formulated colours representing different skin tones.

More info [HERE](#)



Braille Bricks

Lego are committed to make learning fun – for all. They introduced Braille Bricks in several languages to help visually impaired children learn Braille through play. Compatible with existing Lego toys, the Braille Bricks are moulded with studs that match with Braille letters and numbers.

More info [HERE](#)



Australia

SWITCHED IN THE LAST YEAR TO SUPPORT A CAUSE



“In the last year I have actively switched from my usual product/service to another because of its support of a cause or charity I care about”

2021



- YES 26%
- Gen Z YES 38%

2020



- YES 28%
- Gen Z YES 43%

Switching behaviour is generally consistent with last year but a slight decline in the younger age groups can be seen. This is not surprising given so many consumers have had to alter their shopping behaviour during lockdowns. Gen Z are 12 percentage points higher than the average (38%) and Millennials not far behind being 10 percentage points above average (36%).

In 2017 the results were:

Total 14% said YES	19% Gen Y said YES
37% Gen Z said YES	11% Gen X said YES

2014 results were:

Total 16% AGREED	19% Gen Y AGREED
No Gen Z	19% Gen X AGREED

“We asked this same question four years ago (2017) and seven years ago (2014), albeit with different response options. Although results can’t be directly compared, it’s fair to say that the incidence of switching to support a cause has increased since then and remained steady despite the impact of the pandemic. The younger generation are still leading the way when it comes to switching for a cause.”

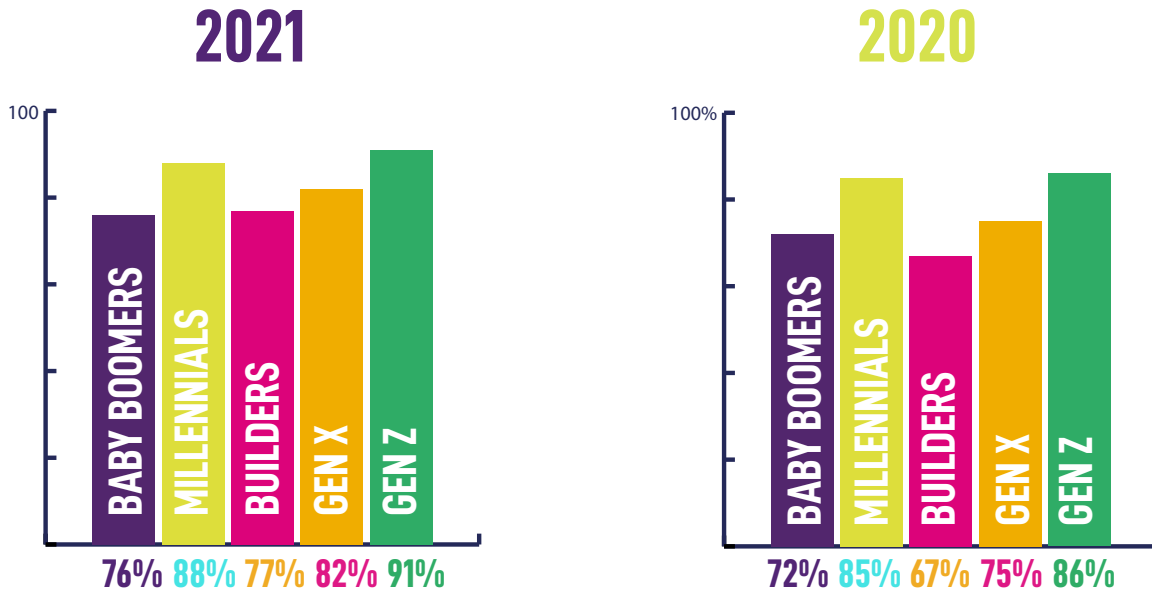
Paul Di Marzio, Managing Director, Di Marzio Research

Australia

SWITCHING TO SUPPORT A CAUSE IN THE COMING YEAR



“In the coming year, when purchasing a product or service that you would normally purchase, how likely would you be to choose one that supports a charity you care about, assuming the product or service quality and price are equal?”



Definitely/probably 53%
Definitely/probably/possibly 83%
Males 80% Definitely/probably/possibly
Females 86% Definitely/probably/possibly

Definitely/probably 48%
Definitely/probably/possibly 78%
Males 76% Definitely/probably/possibly
Females 79% Definitely/probably/possibly

As the chart shows, the propensity to switch in the coming year is fairly consistent amongst all the generations, with Gen Z the most ardent switchers. The biggest shift in the past year is the Builders, with a 10 percentage point increase. The ‘definitely/probably’ statistic is compelling at 53%, as anecdotal research shows that this is a strong indicator of follow-through behaviour.

“This is the first time in my 20+ years of tracking cause-related purchase behaviour I’ve seen agreement over 80%. This suggests we’re going to see a lot more switching behaviour as Australia opens up and consumption resumes to pre-pandemic levels. This will be both females and male shoppers, across all generations. If you’re a corporate or brand and you’re not aligned to a charity I’d think very strongly about embracing one, as 4 in 5 Australians will be influenced to buy or reject your product. If you do have a cause partner, it’s time to start promoting it through your products not just on your website and in your annual/CSR reports.”

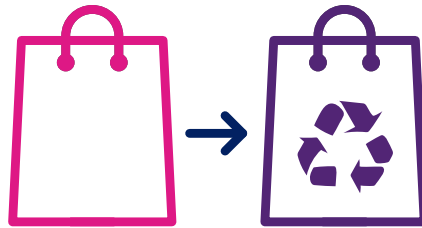
Hailey Cavill-Jaspers

New Zealand

SWITCHING TO SUPPORT A CAUSE IN THE COMING YEAR



“In the coming year, when purchasing a product or service that you would normally purchase, how likely would you be to choose one that supports a charity you care about, assuming the product or service quality and price are equal?”



Definitely/probably

49%
TOTAL



Definitely/probably/possibly

82%
TOTAL

The propensity to switch brands in the coming year is fairly consistent across all generations, with Gen Z again leading the charge (at 87%, definitely/probably/possibly), although their sample size is fairly small (31 people). Brand switching is a global phenomenon and is reaching peak momentum around the world. A recent study by Globescan found that 53% of global consumers say they've changed their purchase to support a cause¹⁶, and in Australia, our research indicates that 53% of Australian consumers will also definitely/probably switch brands in the coming year to support a cause¹⁷.



¹⁶Globescan, Business & Society, Social Trends & Corporate Leadership, 2020
¹⁷Conscious Consumer Report ANZ 2021, Di Marzio Research/Cavill + Co

Australia

CAUSES THAT MOTIVATE BRAND SWITCHING BEHAVIOUR

Q “Following on from the previous question, which of the causes or social issues listed would motivate you most and second most to make such a choice?”

Note: Only those respondents that said they would definitely/probably/possibly choose to switch brands to support a cause answered this question, so the sample size was smaller (834) not the total sample of 1,002:

2020 Top 6		2021 Top 6	
Environmental protection & conservation	19%	Climate Change/Global Warming	23%
Mental health services	18%	Mental Health Services	20%
Healthcare & disease prevention	18%	Healthcare, illness prevention & medical research	19%
Medical research	18%	Environmental conservation, reducing waste/pollution	18%
Disaster response & relief in Australia	16%	Support & care for vulnerable people i.e. disabled, indigenous, homeless	17%
Child protection	16%	Animal rescue, care & protection	17%

7th was Disaster Response & relief in Australia, 8th was Children’s Hospitals, 9th was Child Protection and 10th was Employment & skills training.

Whilst there’s been a little bit of jostling for position amongst the Top 10, there’s no major shifts.

“Females are more motivated by animal rescue, care and protection (4 percentage points higher than the average at 21%). Builders are more motivated by healthcare, 16 percentage points above the average (35%) and disaster response, 19 percentage points above the average (32%). Despite the country (and the globe) being gripped by a health crisis, the threat of climate change is just too real to be ignored. This is supported by other studies this year. Mental health is the new pandemic and Australians clearly want corporates to step up and take action on this issue.”

Hailey Cavill-Jaspers

Communication

For the first time since 2018, we asked about the way in which companies communicate their support of causes and charities, given this has been a topic of lively debate regarding how companies leveraged the #BlackLivesMatter and #MeToo movements. These statements were only included in the Australian study.

Prior to this question we provided a definition of the term 'woke washing' for those unfamiliar with it. Our definition was 'when a company jumps on a popular social issue just to make a profit'

Australia

WOKE WASHING



"It's good when a company or brand uses its social media platforms to amplify a topical cause or issue, but if I can't see a genuine commitment to that cause, it's just a PR stunt or 'woke washing' in my view."

2021



● **68%**
AGREE

● of which **33%**
STRONGLY AGREE

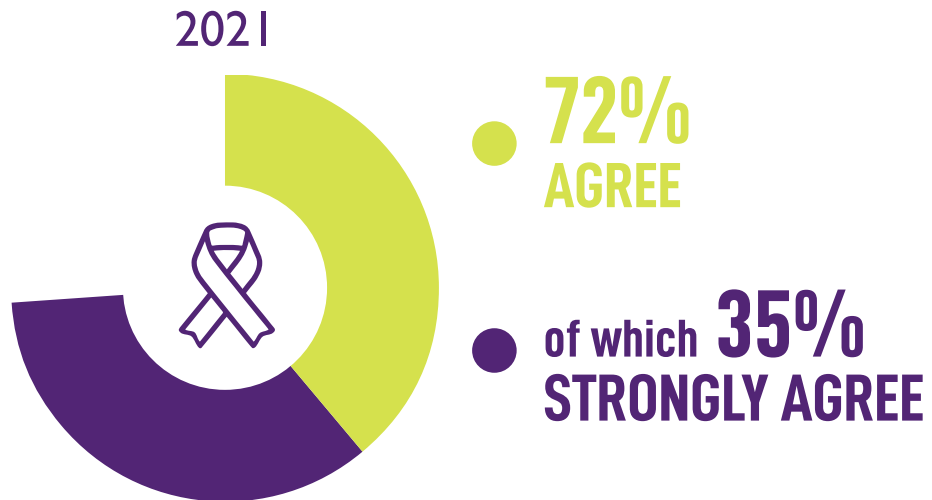
This level of agreement was consistent across most generations, with a few variances. Gen Z were 9 percentage points higher than the average at 77%, not far behind were Millennials at 5 percentage points higher at 73%.

After that it was the Builders at 67%.

CHARITY ADDS CREDIBILITY



“When seeing a company or brand getting behind a cause, it’s more credible and genuine if they’re partnering with a charity or non-profit to effect social change.”



Builders are 7 percentage points above the average, at 79%, followed by Millennials at 76%. Clearly the older generation - the most prolific givers to charity - see a charity adding credibility to a company partnership.

“Consumers have the will - and means - to uncover and expose companies that SAY, but do not DO. Public declarations without evidence will only backfire”

Hailey Cavill-Jaspers

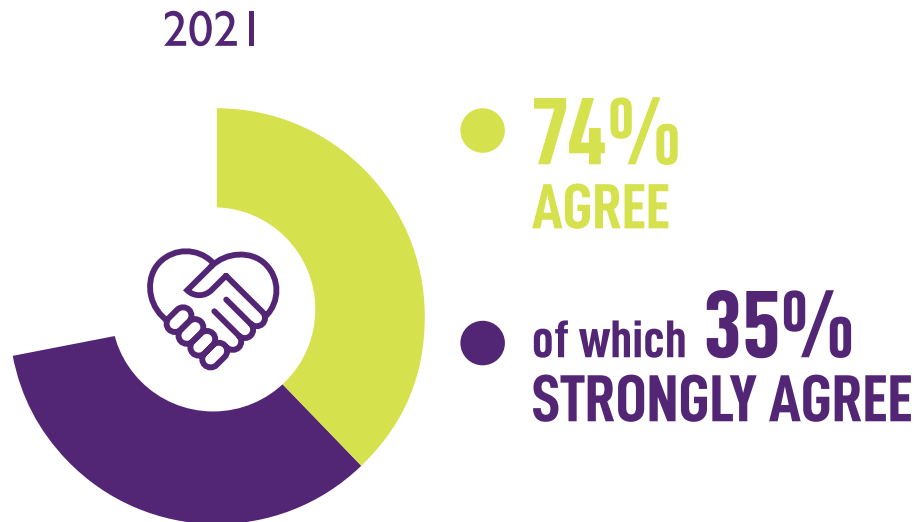
McDonald’s had a super sized lapse of judgement in Brazil during the pandemic. When the company separated their Golden Arches to promote social distancing it was met with, backlash. Consumers felt it was insensitive, a branding exercise in the midst of a global health crisis



SOCIAL IMPACT COUNTS



“When seeing a company or brand promoting its support of a cause, I’m more likely to believe it when I see what they’re doing and the tangible social impact achieved”



Seeing the tangible impact is most important to Gen Z, at 5 percentage points above the average (79%) followed closely by the Builders at 77%.

“It’s clear that Australians do want companies to use their marketing might and reach to shine a light on causes they care about, but to avoid ‘woke washing’ they must show genuine & tangible results. Consumers definitely want action, but careful sensitivity checking is required before putting out a media release.”

**Georgia McIntosh, Chief Communicator
BePartnerReady.com®**

A lifeline in lockdown

A standout partnership that emerged during the pandemic was Reckitt's alliance with charity, Meals on Wheels Australia. It was topical, beautifully executed and a perfect alignment of goals.

Meals on Wheels delivers more than 14.8 million meals to elderly Australians a year. The onset of COVID-19 created an even more testing time for an already vulnerable elderly population, and while the country went into lockdown, demand for the Meals on Wheels services increased.

Reckitt and Meals on Wheels were both aware of the immense challenges the pandemic posed to the elderly and wanted to focus efforts on protecting those at greater risk. With a shared common purpose to support the wellbeing and protection of vulnerable Australians, Reckitt provided crucial hygiene products to ensure that the Aussies who needed it most could have a hygienic home during the early months of the pandemic. This meant that over \$1m worth of disinfectant products (Glen 20, Pine O Clean and Dettol hand sanitiser) were delivered.

Reckitt additionally incorporated Meals on Wheels into its advertising spend in 2020 in a TVC that highlighted the vital service Meals on Wheels provides, with a call to action for Australians to get behind the charity.

The partnership extended into 2021, through an alliance with Woolworths in May, where 50,000 Hygiene packs were provided to Meals on Wheels, triggered by consumer purchase.



More info [HERE](#)

6. Conclusions

What it means for corporates, companies and brands

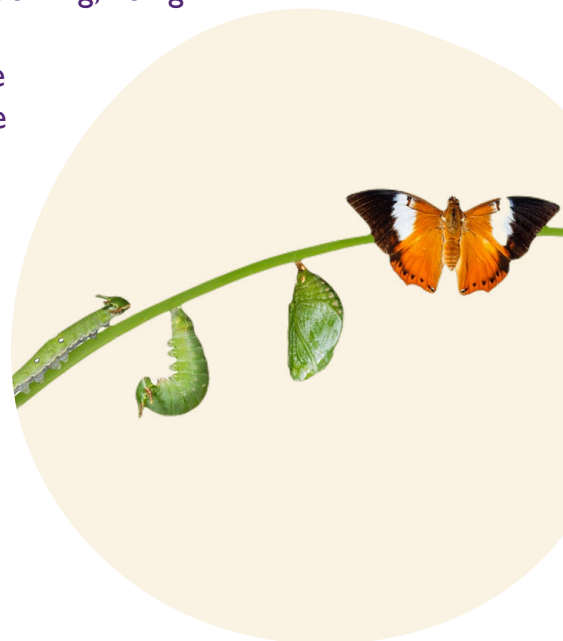
The Business Evolution

It's no surprise that a new kind of consumer has emerged from the 'Coronapocalypse'. People are working differently, shopping differently and they're thinking differently. The evidence from our analysis of seven global trend and research reports¹⁸, as well as this study, points to a dramatic shift in how consumers view their world. From a 2022 standpoint, consumers want companies and brands to not only address their impacts on society and the environment, but be active agents of change.

And if companies don't respond, they'll be left behind, seen as antiquated, stale and irrelevant in today's modern world.

We realise, it's been a devastating couple of years for many companies (with only a handful of industries and companies coming out on top). Whether your business is booming, doing well or doing it tough, **Doing Good is an essential strategy**. People are looking for hope and they're looking to business and the corporate sector to provide it. Especially now with very disturbing developments in Russia.

People – especially employees – are looking for connection and inspiration after two years of disruption and remote working. **Doing Good is the perfect antidote to feelings of loss and isolation, it provides a strong sense of belonging.**



18 Brave New World, Creative Trends', Dentsu, 2021, 'Covid-19 rapidly reshapes consumer behaviour', PWC 2020, 'Global Consumer Trends', Mintel 2021, 'Business & Society, Social Trends & Corporate Leadership' Globescan 2020, 'Growth – it comes down to experience' Accenture 2020, 'New lives in a Covid world, global consumer trends' Dynata 2021, 'Trends Report' Carat 2021

Companies must evolve at their very core, to embrace a new raison d'être (reason for being). To become a beacon of hope, to connect, inspire and empower people. Companies must provide solutions to societal problems and collaborate to ensure that everyone flourishes, not just the shareholders. People want to do something to make the world better, but often, aren't sure what to do. **Imagine if companies and brands could be a resource and galvanise them into action? If you're looking for a way to bond emotionally with customers, this is it.**

Here's my top 4 suggestions:

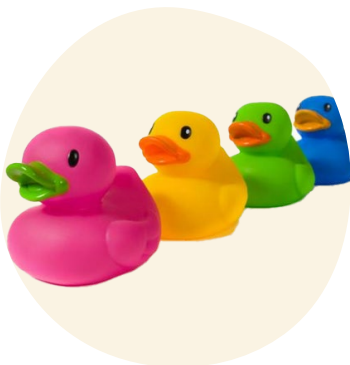
1. Lead the evolution

Do your own research, with customers and employees, to demonstrate to internal naysayers that consumer attitudes and values have indeed shifted and there's no 'going back to normal'. Discover what matters to your stakeholders. From here, formulate your strategy. **Be willing to have uncomfortable conversations** about your organisations' negative impact and what needs to be done to begin the journey of evolution



2. Prioritise CSR and Social Good

We get it – you're potentially grappling with remote working, staff shortages, supply chain disruption etc. Doing Good might be considered a peripheral activity for boom-times only. This is not how employees and customers see it. **They see it as core to your existence.** Just because it was once a 'feel good' exercise, doesn't mean it's not important. Get your ducks in a row before making any big public declarations. We're beyond gestures, it's time for action. Doing good is a brilliant motivating tool, and something that attracts potential talent.





3. Communicate authentically

There's a back-lash against polished, curated content. People want unfiltered and relatable content; it's why TikTok is outperforming Instagram. What you stand for will help differentiate your company from competitors but there must be substance and it absolutely must be authentic. **Purpose without proof is just phoney.** There's no room in this day and age for any kind of tokenistic gesture, green washing, woke washing or performative activism¹⁹. Read my book Talking the Walk^{®2} – **free to download here** – which includes ten practical tips for CSR and Social Good messaging and a new communications model.

4. Partner with non-profits to enact Social Good

The pandemic has impacted everyone, but especially vulnerable Australians. Financial instability, unemployment, social isolation, mental health distress, and youth unemployment have been a few of the terrible consequences. There is now increased pressure on charities and non-profits who serve the most vulnerable, and demand for their services has increased.

As I stated previously, it's important to get your house in order before making any external noise. But when you're ready to act, partner with those in the know, those already at the frontline, those that are seen by the community as today's heroes: Non-profits. They need you and your support. And they're the ones that can take you from talking to doing - fast. Avoid setting up your own cause or charity – in effect creating competition for an already stretched sector. Instead, collaborate and partner with the experts in doing good.



¹⁹ A negative term – when a person or company participates in an activist movement to gain fame or social media followers rather than having a genuine commitment to the cause. This term became popular in 2020 during the George Floyd protests and most recently in Australia (March 2022) when some companies disingenuously jumped on the International Women's Day bandwagon



Search for non-profits that are innovative and professional. A cause that resonates with your customers and reflects your company or brand personality and purpose. Or let us find one for you (that's what we do and have done for 27 years).

Consider the gifts and resources that you can offer to a non-profit – your expertise, people, knowledge, immense reach as well as financial investment. Forge partnerships that build resilience and which allow your partners to emerge stronger and more adaptable, fully capable of tackling the societal issues they confront.

There are few strategies as potent as Corporate Social Responsibility and Social Good – because it enhances numerous aspects of your business. This includes attracting the best talent, increasing staff pride and retention, stimulating brand differentiation, increased sales, and customer loyalty. Social Good stories that evoke strong positive emotion cut through and create deeper engagement on social media – and get more shares²⁰. 82% of shareholders agree that companies that have a purpose of making a positive difference in society are more profitable²¹.

Doing Good is no longer just good for business – it's crucial for survival in 2022 and beyond. Not only will it restore trust and admiration for business, but it'll also strengthen the non-profit sector who, in turn, will provide better resources for vulnerable people. Australia and New Zealand can only prosper if both the economy and society are flourishing.

**Hailey Cavill-Jaspers
Chief DoGoodologist and Author
March 2022**

You're welcome to cite any of these statistics in presentations, please reference Conscious Consumer Report ANZ 2021, Cavill + Co/Di Marzio.

20 Buffer/Fractl Research
21 Globescan Radar 2020

7. Connect with us

We do hope these statistics and insights give you the impetus to spark, and lead conversations towards the evolution of your business.

For over 27 years my company Cavill + Co has helped corporates, companies and brands, of all shapes and sizes, do good, better. Please reach out if you think we may be able to help you and your company.

We provide three distinct services:



FIND YOUR PERFECT CAUSE PARTNER

We're renowned for being the brains behind matchmaking Australia's most enduring corporate-cause partnerships.

We've done it for Disney, SEEK, Mondelez, Vodafone, MLC, Contiki, Kellogg's + many more.



DESIGN YOUR CSR & DOING GOOD FRAMEWORK

We refine and reshape disorderly or strategically misaligned portfolio of CSR activities and we create a new structure from scratch. We've done it for Qantas, ING, Kmart, BetEasy, Carman's + more.



UNEARTH YOUR AUTHENTIC VOICE

We help you discard the corporate jargon and show Australians what you stand for through authentic communication. Our advice is informed by more than 20 years of consumer research and insights.

I've been tracking the Conscious Consumer movement since the late 1990's, and it's been exciting to watch it grow from a fringe belief to a mass market, global trend. You can view and download some of our past reports and infographics [here](#).

If you'd like to know more about me, check out my website or watch my story of my journey to becoming a DoGoodologist [here](#).

We'd love to hear from you!

CAVILL+ 
doing good. *better.*





**Let's
talk!**

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