

CHINESE CONSUMERS: Up to Second Place

Greendex Score: 57.8 (Rank: 2nd of 17)

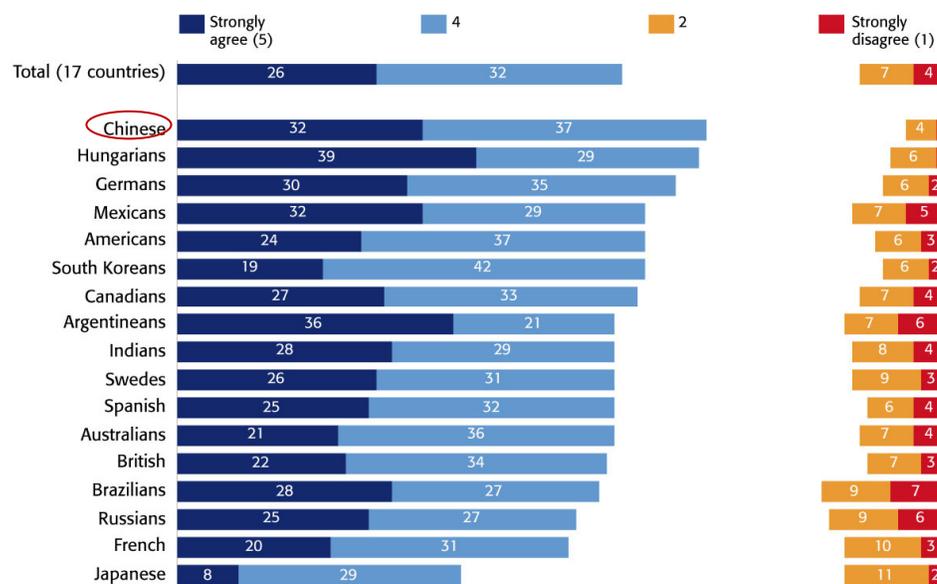
↑ 0.5 percent since 2010

Chinese consumers' Greendex score has consistently increased since 2008 despite rapid development in China. Consumers in the other emerging markets surveyed, including Brazil, Russia, and India, have not seen this upward trend in scores. Chinese consumers' Greendex rank has moved up one position to 2nd place, behind only Indian consumers. Chinese consumers' **Goods** score has risen substantially, and they now rank third on this sub-index. Gains are also seen in **Food** (up from 6th to 3rd) and **Transportation** (up from 2nd to 1st). Despite a small decrease since 2010, Chinese consumers have moved up one rank on **Housing**, from 4th to 3rd place.

On the **Goods** sub-index, Chinese consumers remain 3rd in the ranking despite a strong increase in score. Chinese consumers are the most likely to prefer to repair something when it is broken rather than to replace it with a new one (69 percent, against the 17-country average of 58 percent), and to avoid excessively packaged goods (55 percent versus an average of 39 percent). Consumers in China are second most likely to avoid environmentally unfriendly products, and to report that they prefer to buy environmentally friendly products.

I Prefer to Repair Something When It Is Broken rather than Replacing It with a New One

"Agree," Percentage of Consumers in Each Country, 2012



NGS12_17Bc_Env_Repair

The white space in this chart represents "3" (on a scale of 1 to 5 where 1 means "Strongly disagree" and 5 means "Strongly agree") and "DK/NA."

Chinese consumers have made substantial gains on the **Food** sub-index, moving from 6th to 3rd place. They are increasingly likely to consume locally grown food (73 percent consume daily or several times a week, up 7 points since 2010) and are now less likely to report frequent consumption of beef (25 percent consume daily or several times a

week, down 5 points since 2010). They are now the most likely to say they regularly eat fruits and vegetables (88 percent consume daily or several times a week, versus the 17-country average of 79 percent). Negative contributors to the Food score include relatively high consumption of fish and seafood (43 percent) and bottled water (21 percent consume daily, up 6 points since 2010).

Chinese consumers have made slight gains on the **Transportation sub-index**, but this has been enough to move them into 1st place. Chinese consumers are least likely to possess a car or truck (40 percent with none, compared to an average of 22 percent). They are most likely to choose to walk or ride a bike to their destination (73 percent do this frequently), to live close to their usual destinations (56 percent versus the 17-country average of 37 percent), and to use public transportation to save fuel and reduce pollution (64 percent versus an average of 38 percent). When Chinese consumers do drive in a car or truck they are some of the least likely consumers to drive alone (36 percent versus the 17-country average of 54 percent).

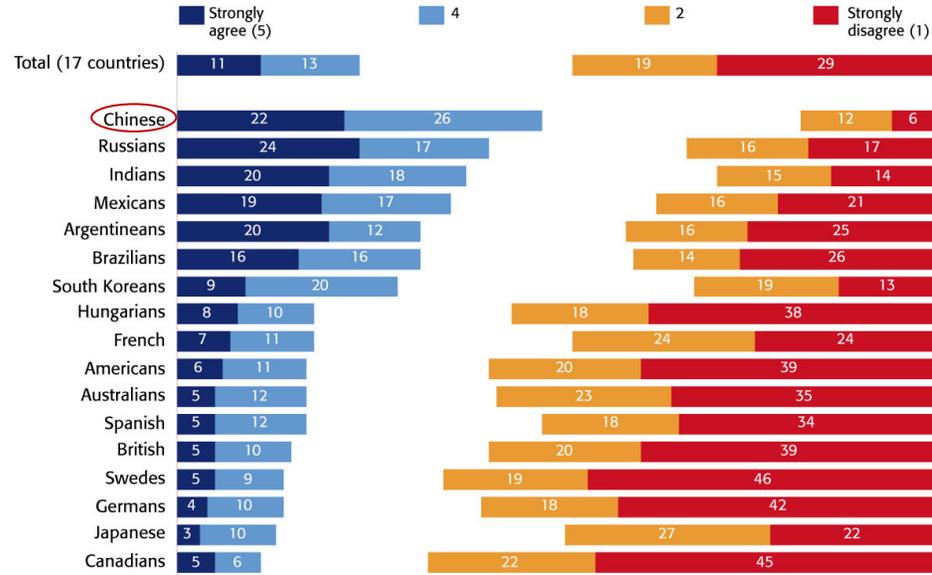
On **Housing**, Chinese consumers' score has decreased, but so has that of other consumers in the surveyed countries—this overall negative trajectory in scores explains Chinese consumers' increase in ranking from 4th to 3rd place on this sub-index. Consumers in China are now more likely to own air conditioners (83 percent, up 6 points since 2010). They are less likely to purchase “green” electricity for their homes (25 percent, down 10 points since 2010) and are second last when it comes to having home heating (38 percent, behind only South Koreans). Despite a 9 point drop since 2010, Chinese consumers are still most likely to heat their homes with coal (37 percent versus the 17-country average of 4 percent). Consumers in China are now less likely to frequently minimize their use of fresh water (49 percent, down 7 points since 2010), but the majority do report washing laundry in cold water to save energy (58 percent versus an average of 48 percent).

Chinese consumers' top-of-mind concern has changed since 2010. Unprompted, only 7 percent say the environment is the most important problem in China, a huge decrease of 30 points since 2010. Currently Chinese consumers are most likely to mention economic problems (22 percent) and political problems (23 percent) as top-of-mind issues. Nevertheless, when prompted, a large majority expresses concern about the environment (72 percent versus an average of 56 percent).

Chinese consumers are the most likely to say environmental problems are having a negative impact on their health (69 percent). They are also the most likely to be concerned about air pollution (86 percent), water pollution (89 percent) and the spread of infectious disease (76 percent). They are the most likely to think their government is working hard to ensure they have a clean environment, although less believe this now than in 2010 (46 percent, down 12 points). When it comes to describing themselves as “green,” they are second only to Indian consumers in reporting this. They are, however, most likely to want to own a big house (48 percent) or a luxury car (27 percent, tied with Indians). Chinese consumers are the most likely to say that they are trying very hard to reduce their negative impact on the environment (65 percent) even though the majority think that the impact is so severe that there is little individuals can do about it (53 percent versus an average of 33 percent).

Owning a Big House Is a Very Important Goal in my Life

"Agree," Percentage of Consumers in Each Country, 2012



NGS12_17Ba_Env_BigHouse

The white space in this chart represents "3" (on a scale of 1 to 5 where 1 means "Strongly disagree" and 5 means "Strongly agree") and "DK/NA."