

### BRAZILIAN CONSUMERS: Remain Second Despite Improvement

Greendex Score: 58.0 (Rank: 2<sup>th</sup> of 17)

↑ 0.7 points since 2009

As in 2009, Brazilian consumers again rank 2<sup>nd</sup> behind Indians on the 17-country Greendex of environmentally sustainable behavior. Their overall score has increased by almost 1 point. While Brazilians score 2<sup>nd</sup> to last on the food sub-index, they rank 1<sup>st</sup> on the housing sub-index and in or close to the top third on goods and transportation.

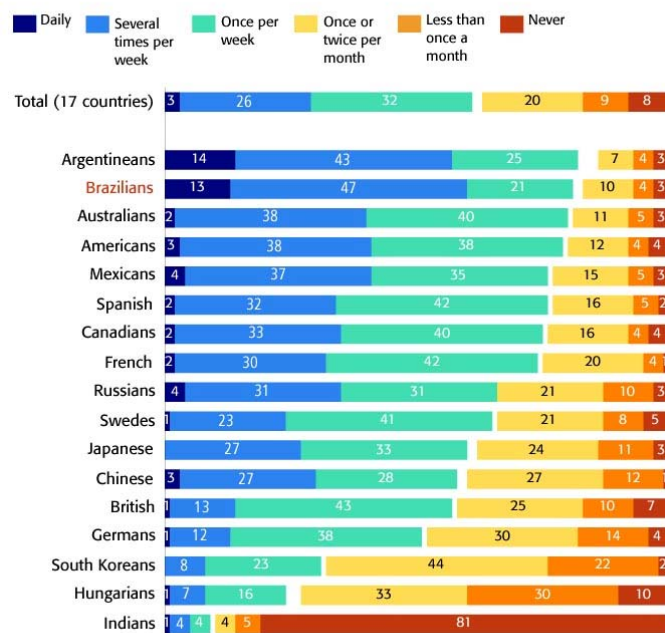
Brazilian consumers continue to rank first on the **housing** sub-index and their score has improved by 1.6 points. Their first-place ranking can be attributed in part to small residences (91 percent have 4 or fewer rooms in their homes). Moreover, Brazilians are the least likely to have heating in their homes; they also have the highest incidence of on-demand water heaters; and the incidence of air conditioning is lower than average (31 percent versus the average of 42 percent). Brazilians are by far the most likely to report that they buy electricity sold as “green” (60 percent versus the average of 22 percent), reflecting Brazil’s vast state-backed investment in biofuel production. Apart from the Australians, they are the most likely to wash laundry in cold water to save energy.

Brazilians are close to the top third on the **transportation** sub-index, having moved up from 7<sup>th</sup> to 6<sup>th</sup> place and improved their score by almost 2 points. These consumers are among the most likely to live close to their usual destinations (44 percent); along with Mexicans, they are the most likely to own compact cars (57 percent versus the average of 34 percent); and, after Indians and Chinese, are the most likely to own motorcycles (28 percent versus the average of 18 percent). Relatively few Brazilians drive to their usual destinations alone (44 percent versus the average of 55 percent drive alone at least once a week or more often), and they are more likely to use public transportation (55 percent use it at least once a week versus the average of 43 percent).

Brazilians receive their lowest ranking on the **food** sub-index. They have slipped to 16<sup>th</sup> place from 14<sup>th</sup> and decreased their score by 2 points. Among the reasons for this low score is that, along with Argentines, they have the highest rate of beef consumption (60 percent eat it at least several times a week). Brazilians are the least likely to eat fruits and vegetables, and consumption of these foods has decreased this year (70 percent eat these at least several times a week, down from 78 percent in

Frequency of Consuming Beef

Percentage of Consumers in Each Country, 2010



The white space in this chart represents "DK/NA"

2009). On the positive side, Brazilian consumers are among the least likely to eat imported foods (35 percent do so at least once a week) and even this consumption has decreased by 8 points since 2009.

Brazilian consumers have climbed from 7<sup>th</sup> to 4<sup>th</sup> place on the **goods** sub-index, and their score has increased by 5 points since 2009. Brazilians are less likely this year than last to report ownership of appliances. Brazilians are among the most likely to say that they avoid environmentally unfriendly products and buy environmentally friendly products (48 percent and 46 percent, respectively, say they do so at least most of the time). In contrast, their goods score is reduced by their being one of the least likely to prefer to repair than to replace broken items (although the percentage who strongly prefer to repair have increased by 7 points to 27 percent), being 2<sup>nd</sup> only to Indians to prefer disposable products over reusable ones (but also down by 7 points to 25 percent since 2009), and holding the 3<sup>rd</sup> lowest rate for using their own shopping bags (also down, by 10 points to 36 percent). Brazilians are also among the most likely to agree that the extra cost of environmentally friendly products is not worth it to them.

**Attitudes** among Brazilian consumers suggest that the environment is not top of mind as the most pressing national issue. Brazilians see political problems, education, and social inequality as more urgent. However, when prompted, they are among the most concerned about environmental problems such as water and air pollution, climate change, and shortages of fresh water (86 percent, 83 percent, 82 percent, and 79 percent, respectively, express concern about these issues, and concern about water pollution has increased by 10 points since 2009). Furthermore, Brazilians are the most likely to be concerned about loss of species and habitat (75 percent). They are the most likely to agree that global warming will worsen their way of life (67 percent versus the 17-country average of 45 percent) and among the most likely to feel guilty about the impact that they have on the environment (40 percent versus the average of 29 percent). They are also more likely to agree that environmental problems are having a negative impact on their health today (50 percent versus the average of 39 percent).