

CHINESE CONSUMERS: Maintaining Third Place

Greendex Score: 57.3 (Rank: 3rd of 17)

↑ 0.6 points since 2009

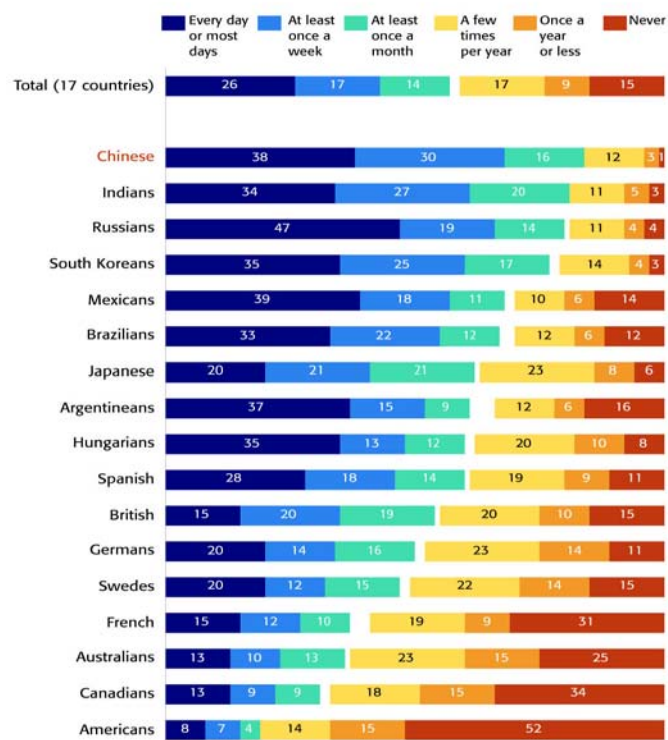
Since 2008, Chinese consumers continue to remain in 3rd place on the Greendex ranking and are surpassed only by Indian and Brazilian consumers. They have slipped to 2nd place from 1st on transportation and they continue to rank in the top five for housing and goods. They place 6th on food. Their overall Greendex score has increased slightly due to an improved housing score compensated for by slight decreases in the other three sub-indexes.

Chinese consumers have improved their overall **housing** score by 1.6 points since 2009 and remain in 4th place on this measure. The reasons behind the improved score include increased ownership rates of energy-saving televisions (47 percent from 37 percent in 2009) and refrigerators (45 percent from 38 percent in 2009), improved management of heating and cooling systems (up from 60 percent in 2009 to 67 percent), and minimizing the use of fresh water (56 percent do so often compared with 49 percent in 2009). Furthermore, more households purchase “green” electricity this year (35 percent from 24 percent in 2009). Driving their housing score down is the highest incidence of using coal as a primary energy source for home heating (46 percent, compared with the 17-country average of 4 percent) and the 3rd highest incidence of air conditioning (77 percent, after the Japanese and Americans). The Chinese continue to be, along with Indians, the most likely to feel that owning a large home is a very important goal in their lives (46 percent).

On the **transportation** sub-index, Chinese consumers have slipped to 2nd place after Indians, though their score has decreased only slightly. Chinese consumers are among the least likely to own a car or truck (61 percent compared to the 17 country average of 72 percent). Among Chinese drivers, fifty-nine percent indicate they drive a motorcycle or scooter, 41 points higher than the 17 country average).

The Chinese have the highest rate of using public transportation and walking or cycling to their destinations. Also, the Chinese have the 2nd highest rate of using motorcycles (32 percent do so once a week or more often, compared with the overall average of 11 percent). Moreover, they are the most likely to claim they use public transportation to save fuel and reduce pollution (67 percent do so often or all the time). Although the percentage of those who drive

Frequency of Using Local Public Transportation
Percentage of Consumers in Each Country, 2010



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

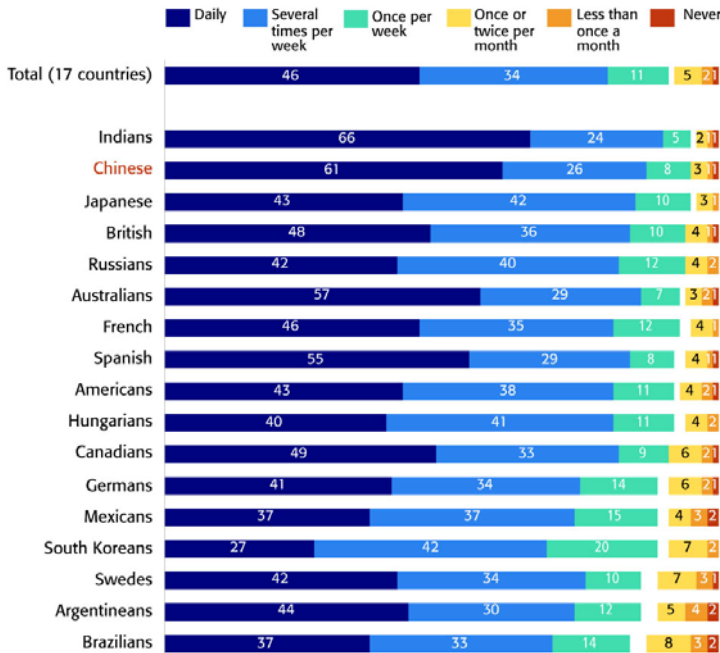
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alone every day or most days has increased (17 percent versus 11 percent in 2009), the Chinese continue to be among those who do so relatively infrequently.

Chinese consumers continue to rank 6th on the **food** sub-index, but their overall score on this measure has decreased slightly since 2009. After Indians, they are the 2nd most frequent eaters of fruit and vegetables (61 percent do so daily); they are among the least likely to consume imported food, although there has been an increase in the number of people who consume it regularly; and, while there has been a decrease in the frequency

Frequency of Consuming Fruits and Vegetables

Percentage of Consumers in Each Country, 2010



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of consumption of locally grown food, they are still among the most likely to consume self-grown food. Pushing their food score down is a continuing higher than average consumption of fish (52 percent eat it several times a week versus 25 percent for the 17-country average) and bottled water (64 percent drink it at least once a week versus the 17-country average of 54 percent).

Chinese consumers continue to rank 3rd on the **goods** sub-index, and their score has changed little since 2009, despite improvements in a number of behaviors. Specifically, there have been increases in avoiding

environmentally unfriendly products, buying environmentally friendly products, and recycling. Chinese consumers are the most likely to prefer to repair rather than replace broken items and to avoid excessive packaging. In addition, the Chinese are the most likely to have bought energy-efficient light bulbs, "green" detergents, and recycled paper products. Pulling their score down is an increase in the proportion who consider the extra cost of environmentally friendly products not worth it to them (23 percent versus 17 percent in 2009).

Chinese **attitudes** toward the environment are consistent with those in 2009. The most important top of mind issue for these consumers is the environment, and unprompted mentions of it have increased from 9 percent in 2008 to 37 percent this year. When asked about specific problems, the Chinese are the most likely to be concerned about air and water pollution and the spread of infectious diseases. They are also among the most concerned about fresh water shortages. Consistent with this concern, they are the 2nd most likely to know how much of the Earth's water is considered fresh water. The Chinese are also the most likely to report that they followed the news about the Copenhagen climate summit (82 percent, versus the 17-country average of 34 percent).