

FRENCH CONSUMERS: Down from 2009

Greendex Score: 48.9 (Rank: 15th of 17)

↓ 0.7 points since 2009

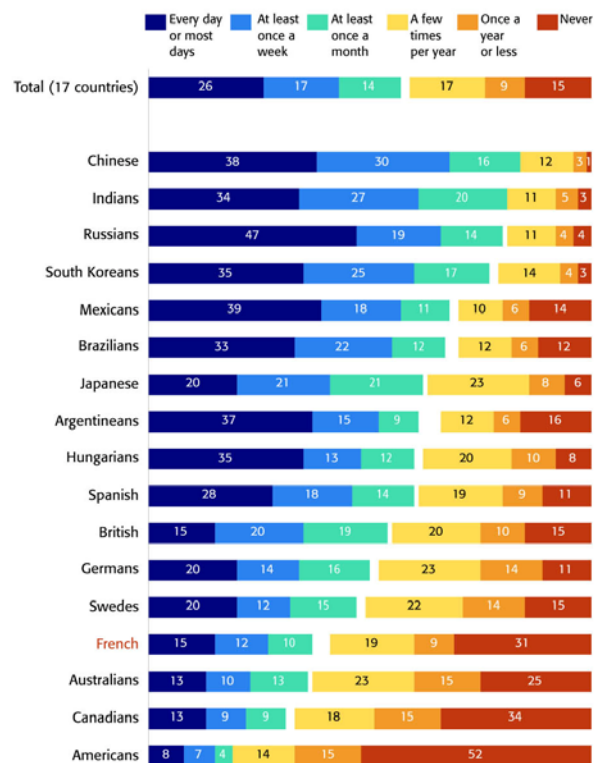
French consumers' Greendex Score has decreased slightly since 2009 and its rank has slipped closer to the bottom, to 15th place from 13th, ahead of only Canadians and Americans. French consumers continue to rank in the bottom third on housing and transportation and slightly higher on the goods and food sub-indices.

Consistent with 2009, French consumers continue to rank 13th on the **housing** sub-index. French homes are the most likely to have home heating (97 percent) and are among the most likely to have hot running water. Other factors contributing to their low housing score include a low incidence of washing laundry in cold water and low ownership rates of energy-saving appliances. On the positive side, French consumers are among the least likely to have air conditioning in their homes (12 percent) and among the most likely to minimize the use of fresh water (62 percent do so all the time or often). There has also been an increase in the rate of purchase of "green" electricity (12 percent, up 6 points since 2009).

On **transportation**, French consumers continue to rank near the bottom, together with Canadians and Australians and ahead of Americans; significant changes in behavior were not detected in this aspect. Key factors contributing to this score include the French being the 3rd most likely to own a car or truck (83 percent) after Americans and Australians; holding the highest rate of driving regularly alone (64 percent do so on most days); and having the 2nd lowest rate, after the US, for using public transportation (only 15 percent do so on most days). On the positive side, French consumers rank 2nd on having a compact car (44 percent); many have also decreased their vehicle fuel consumption in the last year (31 percent).

On the **food** sub-index, French consumers' rank has declined from 8th place in 2009 to 10th this year, with their score decreasing by 1 point. Bottled water consumption is high and consistent with 2009 (53 percent consume it several times per week or more often), and the French have a higher than average consumption of beef (74 percent eat it at least weekly). Their consumption of fish and fruits and vegetables is similar to the 17-country average.

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

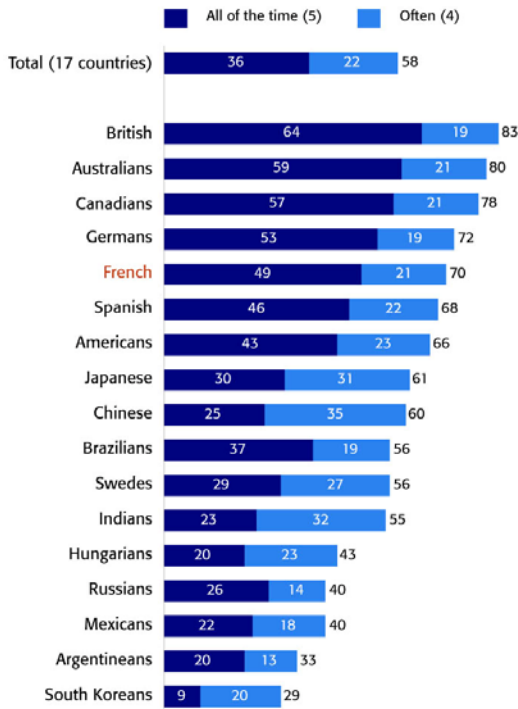


The white space in this chart represents "DK/NA."

NGS10_11mrc_public

As for the **goods** sub-index, French consumers receive mid-rankings (11th out of 17) and their overall score for this measure remains unchanged. This group ranks 1st in bringing their own reusable shopping bags to the store (82 percent do so at least often). They also recycle frequently (70 percent do so always or often), buy used over new products (30 percent), and avoid environmentally unfriendly products (47 percent).

Frequency of Recycling Materials
"All of the Time" or "Often," Percentage of Consumers in Each Country, 2010



On a scale of 1 to 5, where 1 means "Never," 3 means "Sometimes," and 5 means "All of the time"

NGS10_15tmta_recycle

Attitudinally, environmental issues are far from being top of mind for French consumers. However, when asked specifically about climate change and pollution, they express an average level of concern. French consumers are among the most likely to disagree that the typical lifestyle in France is sustainable for future generations (72 percent). Accordingly, they tend to pay attention to debates and agreements on environmental issues; 42 percent claim to have followed the news about the Copenhagen climate summit. Although the French are among the least likely to feel guilty about their environmental impact (22 percent), they are among the most likely to report that they try very hard to reduce their

own negative impact on the environment (51 percent). They tend to feel skeptical about the environmental determination of companies and governments.