

### INDIAN CONSUMERS: Top Ranking Again

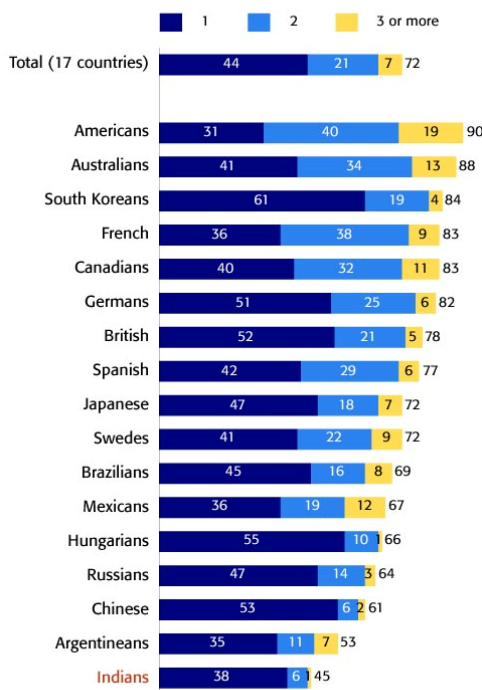
**Greendex Score: 62.6 (Rank: 1<sup>st</sup> of 17)**

**↑ 3.2 points since 2009**

Once again Indians rank 1<sup>st</sup> on the 17-country Greendex. They also show the greatest increase in score from last year—by 3.2 points. They maintain 1<sup>st</sup> place on the goods and foods sub-indices, with a particularly large increase on the latter (up 7 points from 2009). On transportation, Indians have climbed from 3<sup>rd</sup> to 1<sup>st</sup> place, while on housing they continue to place 2<sup>nd</sup>.

Indians are 2<sup>nd</sup> only to Brazil on the housing sub-index. Most of the same factors that increased their score last year do the same again in 2010. In particular, Indians are less likely to have home heating and hot running water (42 percent for both), and many who do commonly use on-demand electrical water heaters (44 percent versus the 17-country average of 13 percent). Moreover, Indians are the 2<sup>nd</sup> most likely to wash their laundry in cold water to save energy (65 percent), and they have increasingly minimized their use of fresh water (65 percent, up from 56 percent in 2009 and 44 percent in 2008). However, and most notably, fewer Indians now report that they purchase some portion of “green” electricity (22 percent), and they are less likely to own energy-efficient appliances or to have made energy-saving changes in their homes involving installing insulation (16 percent) and thermal windows (12 percent) or sealing up cracks to prevent drafts (20 percent), possibly because relatively few households contain home heating systems (42 percent versus 73 percent on average).

Average Number of Cars or Trucks Owned, Rented, or Leased by Household Members  
Percentage of Consumers in Each Country, 2010



The white space in this chart represents “DK/NA.”

On **transportation**, Indians have climbed to 1<sup>st</sup> place from 3<sup>rd</sup> in 2009 with an almost 4-point increase. They tend not to have large vehicles (49 percent neither own, rent, nor lease cars or trucks); furthermore, those who do seldom drive alone (13 percent—versus the average of 38 percent—down from 19 percent in 2009). Instead, most Indians prefer motorcycles or scooters (67 percent) or use public transportation (81 percent do so at least once a month). After the Chinese, Indians are the 2<sup>nd</sup> most likely to choose to live close to their destinations (59 percent, up from 53 percent), and they are among the most likely to prefer to walk or cycle to their usual destinations (63 percent, up from 57 percent).

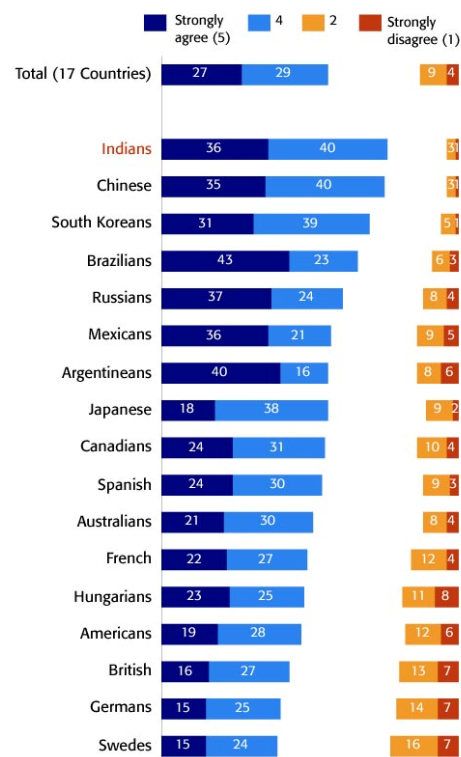
Indians maintain 1<sup>st</sup> place on the **food** sub-index and have increased their score by 7 points since 2009. This high ranking can be attributed mainly to their low consumption of beef (only 9 percent eat beef at least once a week versus the 17-country average of 61 percent). They are also less likely to often eat chicken or fish and seafood (48 percent and 35 percent, respectively), and, with the Japanese, are the most likely to frequently eat fruits and vegetables (95 percent). Indians also prefer locally and self-grown foods

(81 percent and 39 percent, respectively), over imported goods (only 28 percent, versus 46 percent on average).

Once again, Indians rank 1<sup>st</sup> on the **goods** sub-index with a score similar to last year's. More than elsewhere and more so now than in previous years, Indian consumers prefer to buy used rather than new (42 percent, up from 36 percent in 2009 and from 21 percent in 2008) and to repair rather than to replace (68 percent versus 57 percent on average). They do not commonly own major appliances and electronics. When faced with purchasing decisions, they tend to be environmentally conscious: Along with the Chinese, they are the most likely to avoid products that are bad for the environment (61 percent versus 42 percent on average) and to avoid excessively packaged goods (50 percent versus 39 percent on average). They also increasingly buy products that are environmentally friendly (60 percent, up from 52 percent in 2009 and from 46 percent in 2008). Still, Indians are the most likely to prefer disposable over reusable household products (46 percent versus 17 percent on average) and many still continue to think that the cost of environmentally products is "not worth it" to them (38 percent versus 25 percent on average).

In terms of their **attitudes**, Indians are becoming increasingly concerned about environmental problems in general (76 percent, up from 63 percent); environment as a top of mind concern has significantly increased (14 percent up from 5 percent in 2009). More feel guilty about their impact on the environment (58 percent, up from 52 percent in 2009 and from 40 percent in 2008). In particular, they are more likely than most to worry about climate change or global warming (83 percent, up from 76 percent), fresh water shortage (85 percent, up from 75 percent), and loss of species and habitat (70 percent, up from 62 percent). Many also express increasing concern about water pollution (83 percent, up from 75 percent), air pollution (85 percent, up from 74 percent), spread of infectious diseases (78 percent, up from 67 percent), and the cost of energy and fuel (83 percent, up from 75 percent). Indians believe that global warming will worsen their own way of life (63 percent versus 45 percent on average), and that people should consume less to improve the environment (62 percent versus 57 percent on average). However, they are generally optimistic that technology can help solve environmental problems (50 percent versus 22 percent on average), minimizing the need for behavioral change. Almost two-thirds say they work hard to reduce their negative impact on the environment, and they are the most confident that their government as well as companies and industries are doing the same.

I Am Very Concerned about Environmental Problems  
Percentage of Consumers in Each Country, 2010



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."