

GreendexTM

A research project by National Geographic and GlobeScan



Greendex 2009:

Consumer Choice and the Environment—
A Worldwide Tracking Survey

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Introduction



- This is the second year National Geographic has partnered with GlobeScan (www.GlobeScan.com) to develop an international research approach to measure and monitor consumer progress towards environmentally sustainable consumption. The key objectives of this unprecedented consumer tracking survey are to provide regular quantitative measures of consumer behavior and to promote sustainable consumption.
- This research project differs from other environmental surveys in that it goes beyond attitudes and concerns to focus on actual behavior and material lifestyles across 17 countries. This includes measures such as household footprint, energy use, transportation habits, food consumption, and the relative penetration of green products versus traditional products.
- The central component of this research initiative is the creation of a composite index of environmentally sustainable consumption called the Greendex. The Greendex will be used over time to monitor and report changes in consumer behavior by replicating the research annually.
- In addition, GlobeScan has assembled a parallel set of empirical indicators of consumption against which the Greendex results can be compared and validated.

Introduction



- The National Geographic Society wishes to inspire action both among the millions that the National Geographic brand touches worldwide, and among others who will hear about this study. Therefore, the research is specifically focused on consumer behavior. Although we recognize the importance of regulatory frameworks, country-specific climatic conditions, culture, economic development and other factors affecting consumption, this study is limited to measuring consumer behavior in absolute terms.
- Throughout this report, “sustainable consumption” is defined as consumption that demands less of the ecosystem services that the Earth provides, and is less likely to impair the ability of future generations to meet their own needs as a result.
- The following is GlobeScan’s second report of findings from this research project conducted with consumers in 17 countries.

Participating Countries



Methodology: Internet Surveys



- GlobeScan used a quantitative Internet methodology for this study. It is recognized that Internet panels do have some limitations in providing a thoroughly “representative” sample of the general population, but it is felt that the objective of measuring *consumer* behavior can be well met by the use of Internet research in the countries included in this study. Even though access to the Internet is more restricted in developing countries, it is believed that the preferences of the consuming public can be determined through Internet research, as long as sufficiently large panels are used.
- In addition, since the norm for public opinion research is quickly evolving toward the use of online panels, it is sensible to adopt this methodology at the outset so that modal changes that negatively affect the ability to track changes will be avoided.
- This report is based on the results of online interviews with approximately 1,000 consumers in each of the 17 countries, representing both the developed and developing world.

Methodology: Country Selection



- At the outset of this research project in 2008, the National Geographic Society (NGS) commissioned GlobeScan to conduct an analysis of its existing survey research to identify potential target populations for NGS's planned research project.
- GlobeScan annually tracks global public opinion on a range of issues; annual surveys include over 20,000 interviews across 20+ countries on six continents, using face-to-face or telephone interviews with samples of 1,000 citizens per country. GlobeScan had relevant survey data available for 18 of National Geographic's initial list of 22 potential target countries. GlobeScan applied a quantitative approach to this body of research to classify countries according to like behaviors and attitudes, in order to help National Geographic select countries for inclusion in the Greendex.

Methodology: Country Selection



- Countries were selected in a way that ensures a variety of attitudes and behaviors are captured, from a variety of geographies with different environmental impacts and levels of economic development, to ensure sufficient differentiation among the results from different countries.
- In 2008, in order to classify the countries into four groups that display relatively similar characteristics according to GlobeScan's existing data, each country was assigned a rank order value according to each of 18 indicators. Then the average ranking for every country across all available indicators was calculated.
- Finally, the countries were grouped according to the average ranking they received. A number of countries were selected from each of the four groups, ensuring each group was represented in the final survey sample.
- GlobeScan's report on "Inputs to the Design of an International Environmental Behavior Index: A Review of Global Public Opinion," May 2007, was then used as a primary input into choice of target countries.
- In 2009, Argentina, South Korea, and Sweden have been added to increase regional coverage. No countries in Africa were surveyed in 2009, due to lack of internet penetration in most African countries.

Methodology: Sampling



- To ensure that no demographic groups were over-represented in the quantitative survey sample, quota caps were set for education, age, gender, and region.
- The maximum number of survey completions by consumers who had completed a university degree or more were set at 30 percent for Argentina, Brazil, China, India, and Mexico; and 35 percent for Australia, Canada, France, Germany, Hungary, Japan, Russia, South Korea, Spain, Sweden, United Kingdom, and USA.
- Quota caps for age were set at 30 percent of respondents under 35 in Australia, Canada, France, Germany, Hungary, Japan, Russia, Spain, Sweden, United Kingdom and USA; 40 percent of respondents in Argentina, and South Korea; 50 percent of respondents under 35 in Brazil, China, India, and Mexico; 40 percent of respondents between 35 and 55 in all the countries; and 40 percent of respondents over 55 in Sweden; 30 percent of respondents over 55 in Argentina, Australia, Canada, France, Germany, Hungary, Japan, Russia, South Korea, Spain, United Kingdom, and USA; and 10 percent of respondents over 55 in Brazil, China, India, and Mexico.
- Quotas for gender were set at 50 percent male and 50 percent female in all the countries.
- The data for each country were then weighted according to the latest census data to reflect the demographic profile of each country.
- The sample in this study is representative of national adult population based on age, gender, and education. Online panels are made up of people who have previously agreed to take part in surveys, as a result they are not taken randomly from the general population. For this reason, theoretical margin of error cannot be calculated; however, it has been shown that an online sample of this size, representing an adult national population, yields comparable results to a nationally representative random sample having a margin of error of +/- 3.1.

Methodology: Quality Assurance



- GlobeScan systematically follows strict research quality management procedures in compliance with its ISO 9001 registration and its ESOMAR membership requirements.
- Among other elements, for this study compliance required rigorous translation, fieldwork and data-quality controls.
- Questionnaire translations were conducted by native speakers and then back-translated by additional independent translators.
- Quotas were applied to each country's survey sample and results were weighted according to the latest census data.
- Respondents who completed the questionnaire in unrealistically short times or who illustrated clearly and consistently contradictory response patterns were removed from the database.
- All statements and figures in this report have been fact-checked and proofed by individuals other than the report authors.

Methodology: Respondents

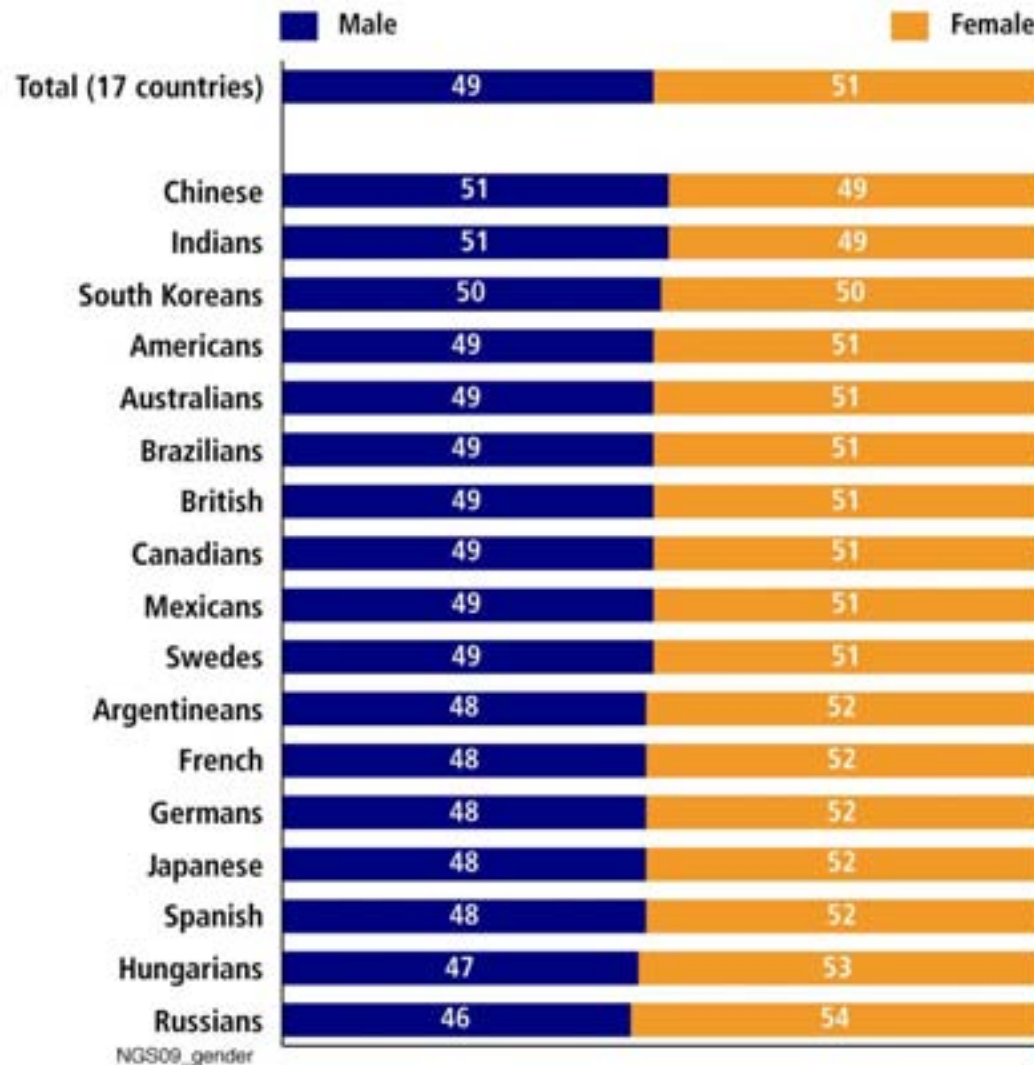


- As a function of the quotas applied to the survey sample and the weighting factors applied to the results, the populations surveyed can be briefly described as representative cross sections of consumers in each country who have access to the Internet in order to complete surveys in either their homes or offsite in libraries, cafes, schools, etc.
- Survey respondents are frequently referred to in this report as “consumers” since the focus of the research is the the consumption behavior of citizens surveyed. GlobeScan does not equate the words “citizens” or “individuals” with the word “consumers.”

Gender



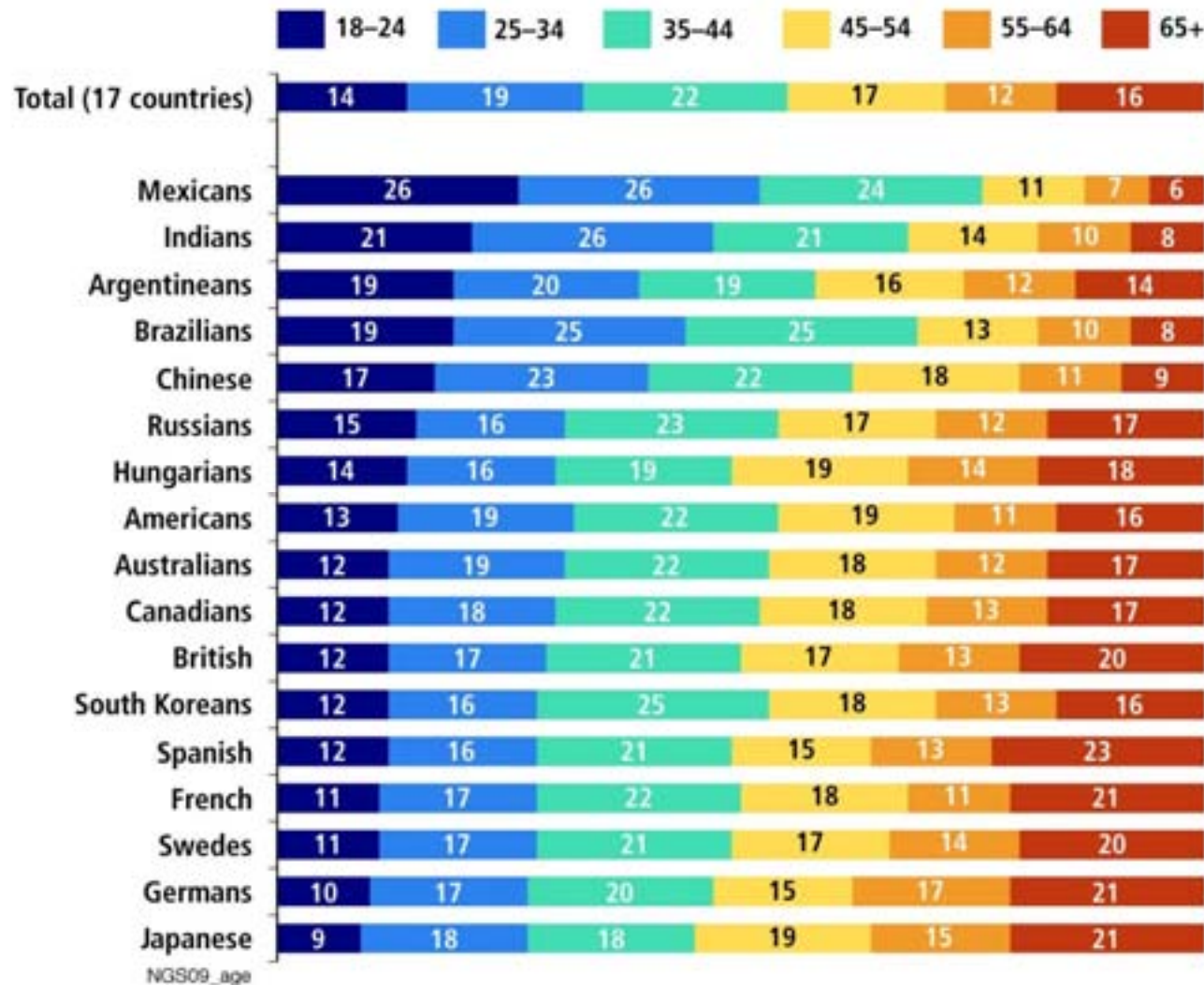
Percentage of Consumers in Each Country, 2009



Age



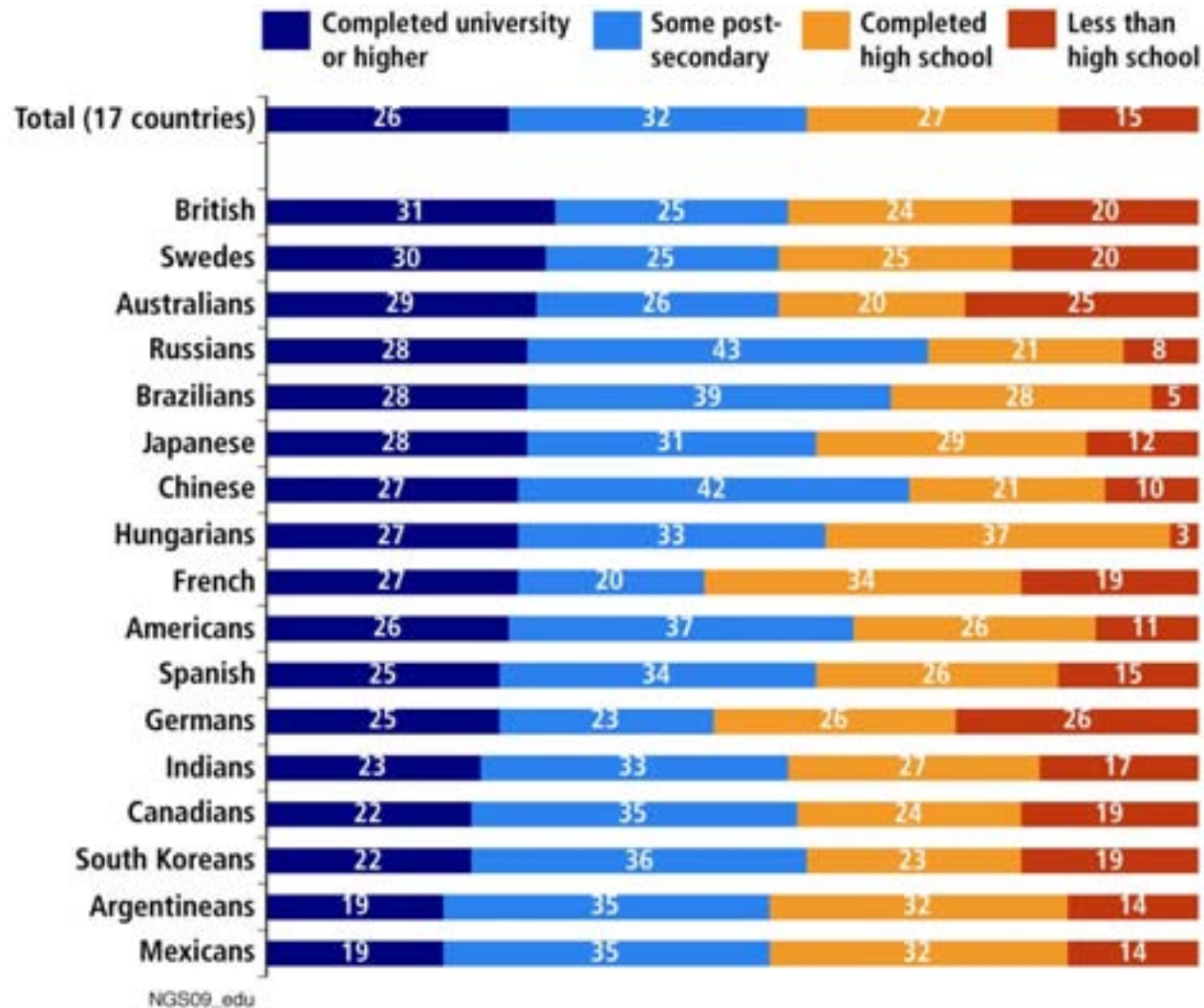
Percentage of Consumers in Each Country, 2009



Education



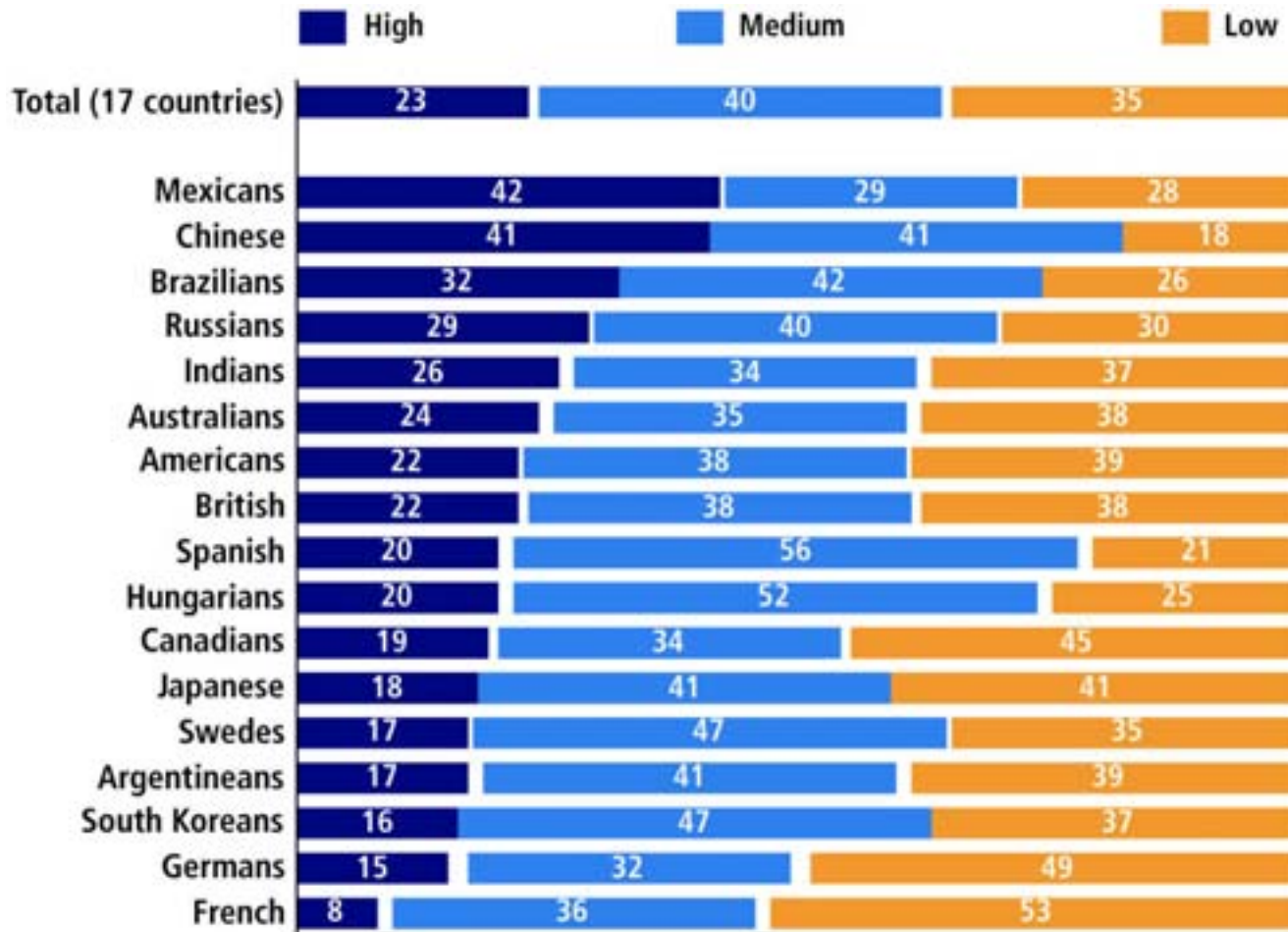
Percentage of Consumers in Each Country, 2009



Income



Percentage of Consumers in Each Country, 2009



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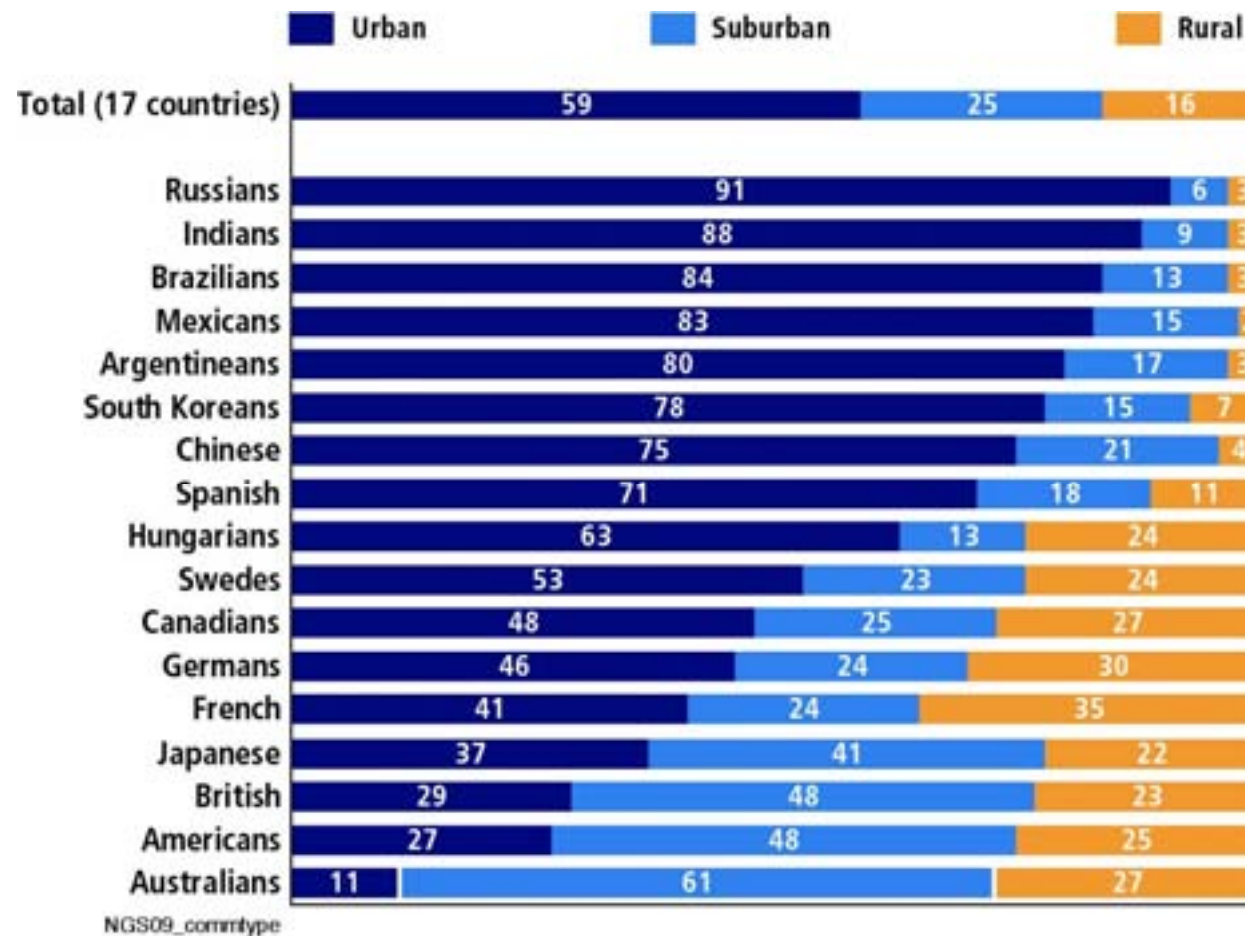
16 The white space in this chart represents "DK/NA."



Community Type



Percentage of Consumers in Each Country, 2009



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



Methodology: Field Dates



2009

<i>Argentina</i>	Jan 31 – Feb 13, 2009
<i>Australia</i>	Jan 21 – Feb 14, 2009
<i>Brazil</i>	Jan 28 – Feb 14, 2009
<i>Canada</i>	Jan 28 – Feb 15, 2009
<i>China</i>	Jan 29 – Feb 14, 2009
<i>France</i>	Jan 30 – Feb 13, 2009
<i>Germany</i>	Jan 31 – Feb 26, 2009
<i>Hungary</i>	Jan 30 – Feb 14, 2009

<i>India</i>	Jan 21 – March 5, 2009
<i>Japan</i>	Jan 31 – Feb 16, 2009
<i>Mexico</i>	Jan 30 – Feb 13, 2009
<i>Russia</i>	Jan 30 – Feb 17, 2009
<i>South Korea</i>	Jan 30 – Feb 26, 2009
<i>Spain</i>	Jan 28 – Feb 26, 2009
<i>Sweden</i>	Jan 26 – Feb 17, 2009
<i>Great Britain</i>	Jan 21 – Feb 26, 2009
<i>USA</i>	Jan 21 – Feb 26, 2009

NGS09_field

18 Note: Additional interviews were conducted in India to ensure a more balanced sample



Figures and Charts

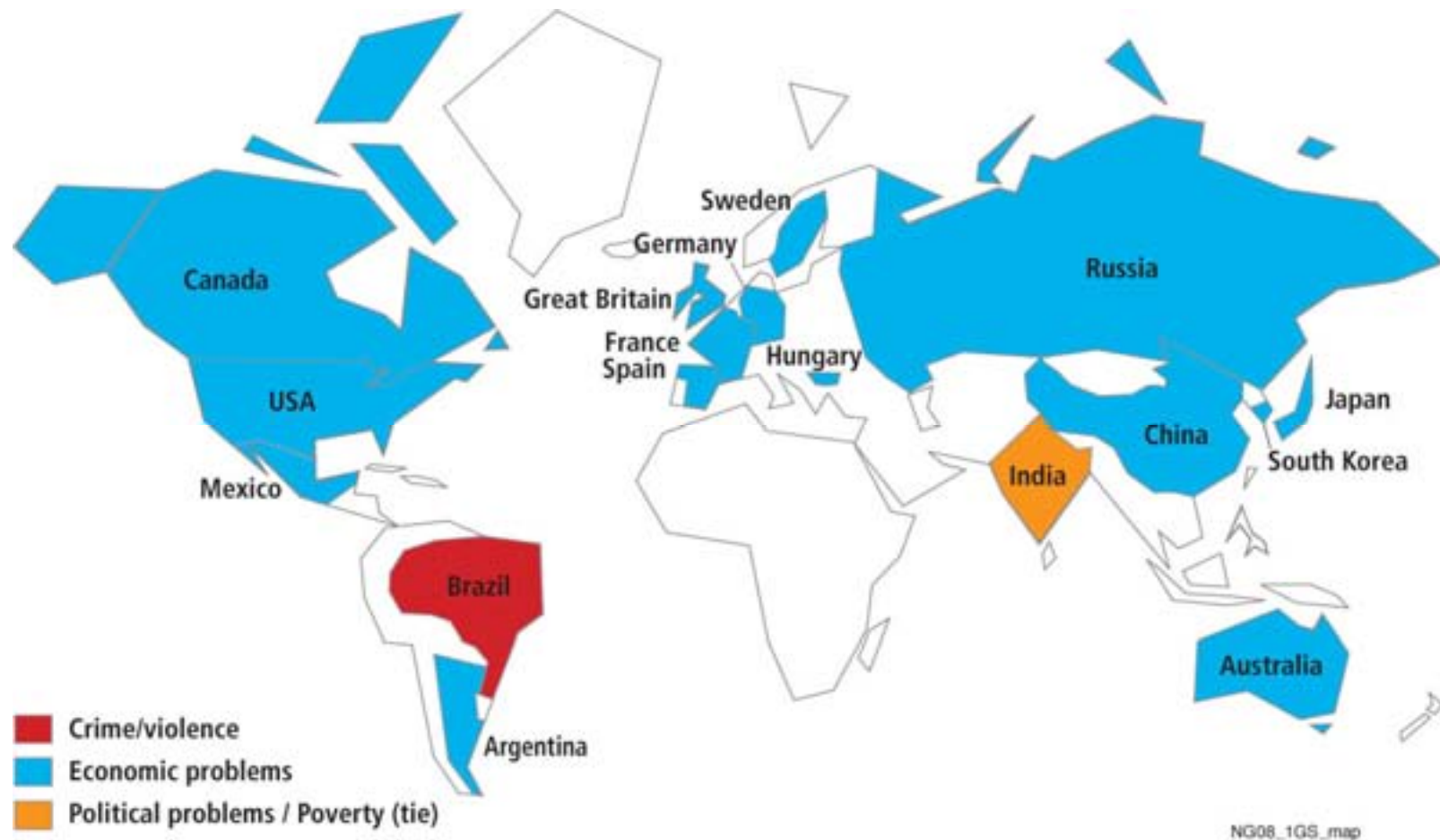
- All figures and charts except those reporting Greendex findings are expressed in percentages, unless otherwise noted. Totals may not add to 100 because of rounding.
- In the case of certain bar charts, white space represents the portion of respondents who either answered “Do not know” or did not answer at all (i.e., “DK/NA”).

Top-of-Mind Issues

Most Important National Issue



Unprompted, Consumers in Each Country, 2009



Most Important National Issue



Unprompted, Top Mention, Percentage of Consumers in Each Country, 2009

	Total (17 countries)	Americans	Argentines	Australians	Brazilians	British	Canadians	Chinese	French	Germans	Hungarians	Indians	Japanese	Mexicans	Russians	South Koreans	Spanish	Swedes
Economic problems	43	68	26	54	14	70	58	34	56	34	51	11	48	22	38	65	50	33
Unemployment	14	12	9	8	9	6	13	9	24	23	9	12	18	9	7	8	41	26
Political problems	9	4	8	4	15	5	7	8	5	13	12	15	12	11	19	12	2	6
Environment / climate change	6	*	13	22	6	2	3	23	1	*	*	6	3	10	*	2	*	4
Crime/violence	4	0	17	1	16	4	1	*	1	1	2	2	1	21	2	1	*	1
Poverty/homelessness	3	*	6	*	5	*	2	*	2	4	5	15	*	5	4	0	0	*
Education	2	*	3	1	12	*	1	1	*	2	0	3	1	3	1	1	*	*
Terrorism/war	2	4	2	*	1	*	*	*	*	0	0	14	*	5	0	1	1	*
Health	1	4	1	2	5	*	5	1	*	1	*	*	1	1	1	*	0	3

Top mention

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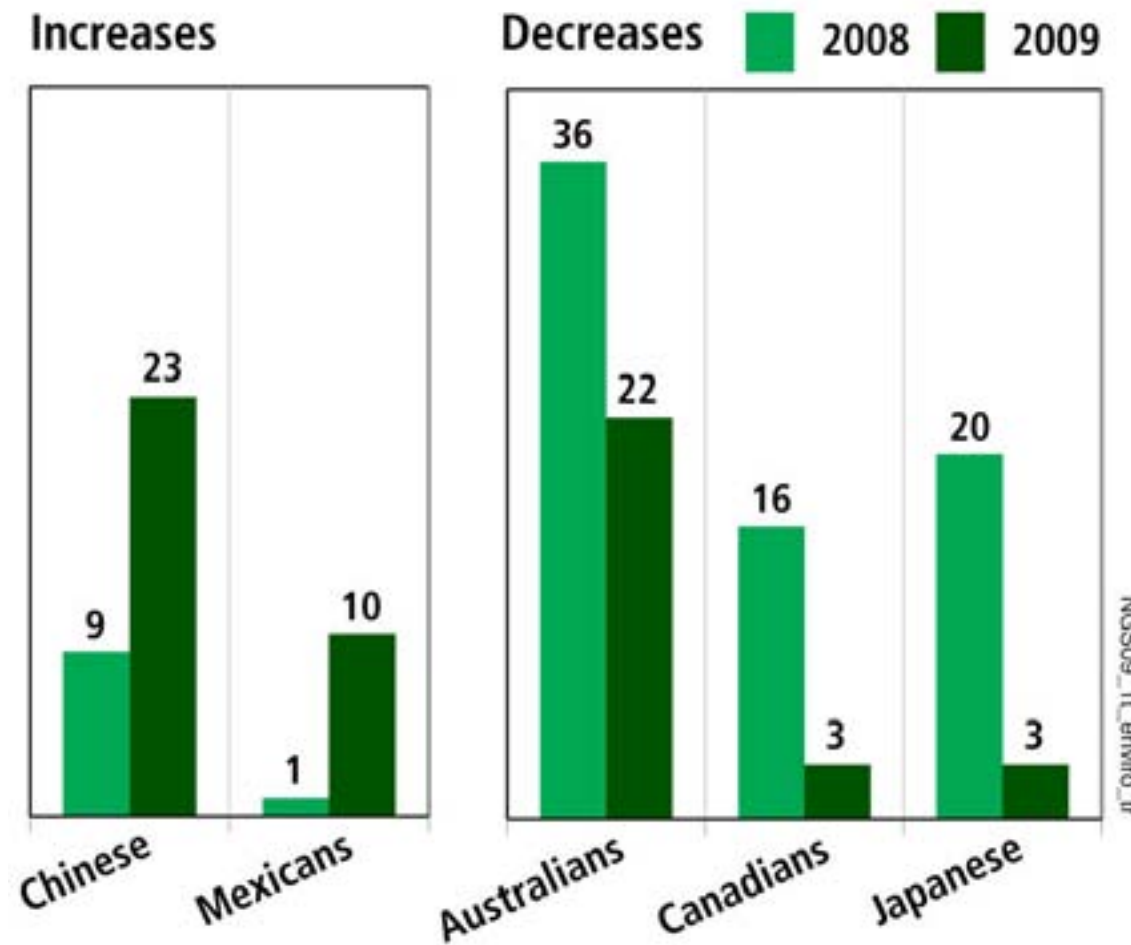
22 *Less than 1 percent



Most Important National Issue: Environment / Climate Change



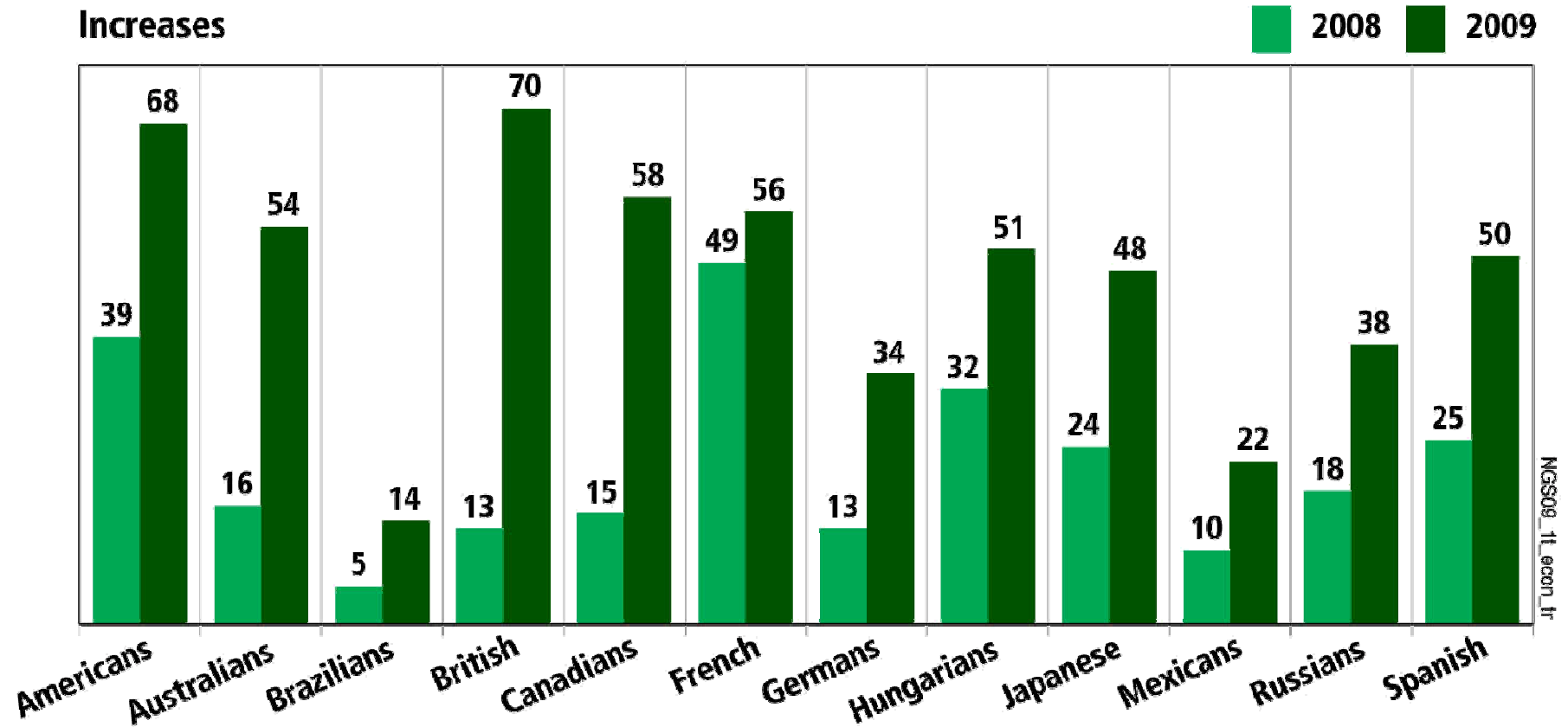
Unprompted, Percentage of Consumers in Each Country, Trends: 2008–2009



Most Important National Issue: Economic Problems



Unprompted, Percentage of Consumers in Each Country, Trends: 2008–2009



Concern for Global Issues



“Total Concern (4+5),” Percentage of Consumers in Each Country, 2009

	Total (17 countries)	Americans	Argentines	Australians	Brazilians	British	Canadians	Chinese	French	Germans	Hungarians	Indians	Japanese	Mexicans	Russians	South Koreans	Spanish	Swedes
Economy	82	96	77	80	71	91	83	84	75	73	86	77	91	79	83	93	90	65
Cost of energy/fuel	74	83	71	77	75	82	78	69	76	75	77	75	70	79	69	81	73	52
Poverty	69	64	82	62	78	56	73	76	75	67	75	75	57	80	73	57	74	47
Air pollution	68	53	79	61	85	45	67	86	68	51	74	74	65	82	72	80	66	55
Climate change / global warming	67	49	75	64	80	49	65	75	70	57	63	76	79	82	48	85	66	58
Water pollution	67	58	81	66	76	41	68	86	70	45	72	75	54	85	69	77	63	51
War/terrorism	64	72	68	57	72	62	58	58	58	57	57	77	60	75	81	61	77	45
Food safety/availability	63	65	71	57	77	44	69	91	60	27	59	74	76	77	64	64	56	34
Fresh water shortages	61	52	78	79	84	37	68	70	63	39	60	75	33	84	40	73	61	41
Loss of species and habitat	59	51	71	66	72	48	61	54	58	52	63	62	47	79	56	52	56	56
Threats to oceans and marine life	57	49	68	64	76	45	64	50	60	53	57	56	48	76	52	43	57	56
Spread of infectious disease	56	53	68	48	80	41	60	79	53	28	53	67	49	75	69	28	56	46

Top concern

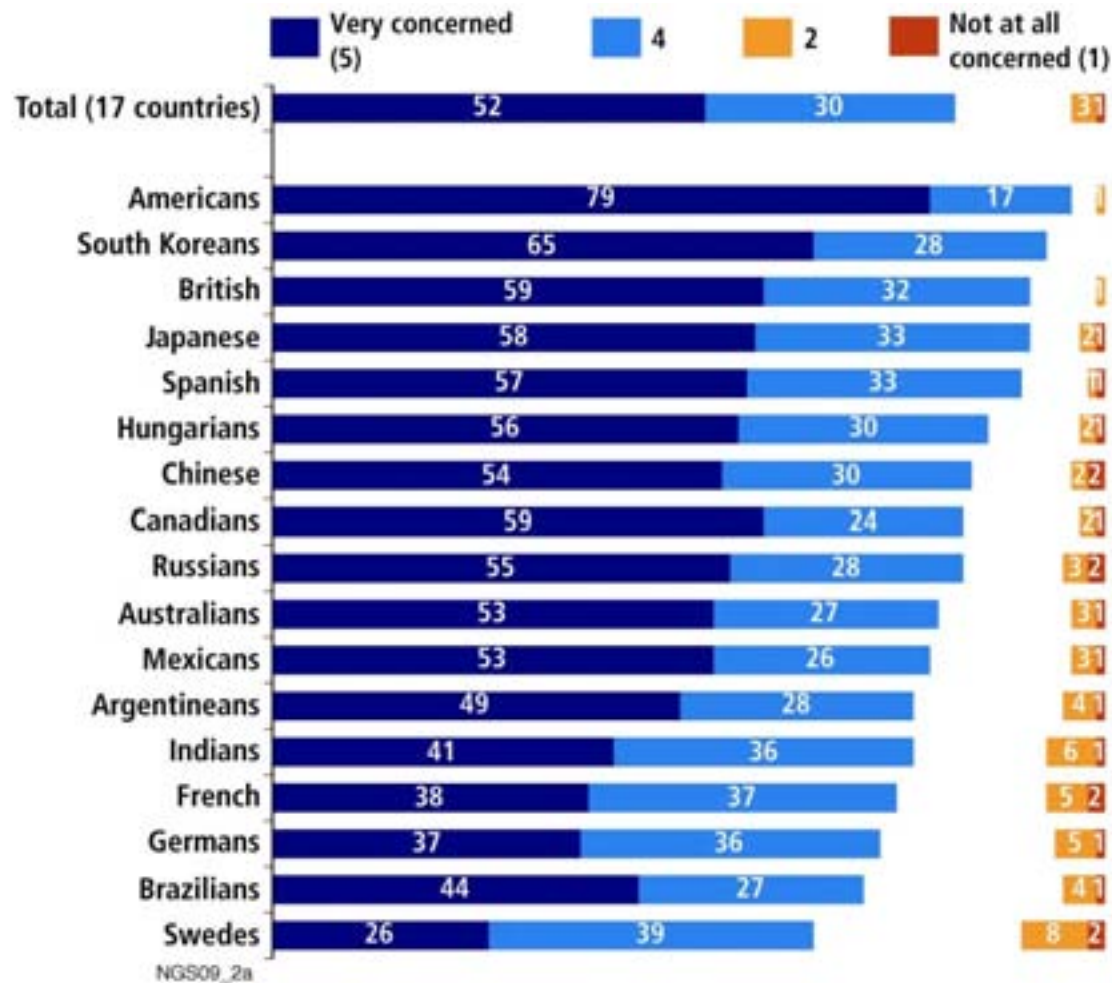
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Concern for Global Issues: The Economy



Percentage of Consumers in Each Country, 2009

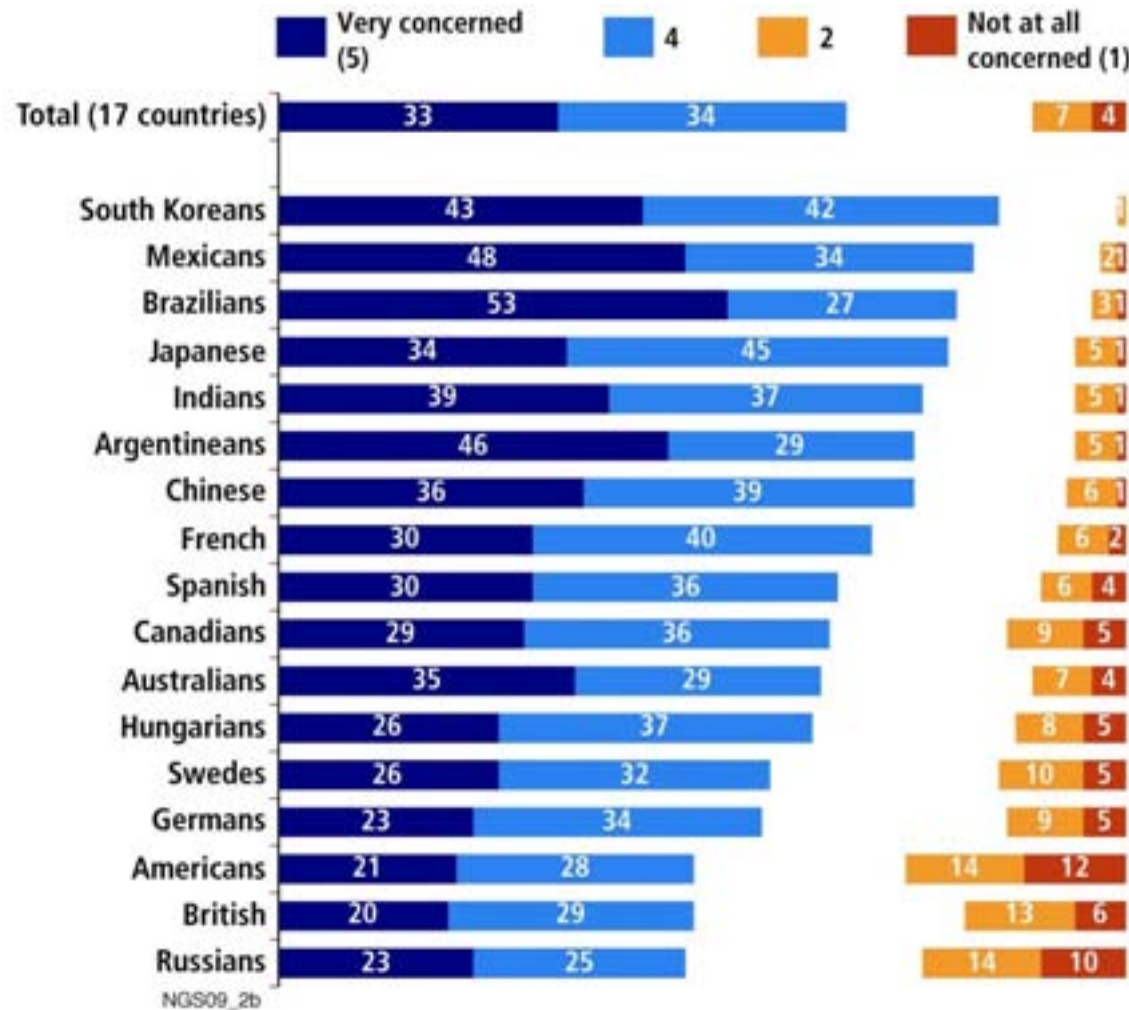


The white space in this chart represents “3” (on a scale of 1 to 5 where 1 means “Not at all concerned” and 5 means “Very concerned”) and “DK/NA.”

Concern for Global Issues: Climate Change / Global Warming



Percentage of Consumers in Each Country, 2009



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27

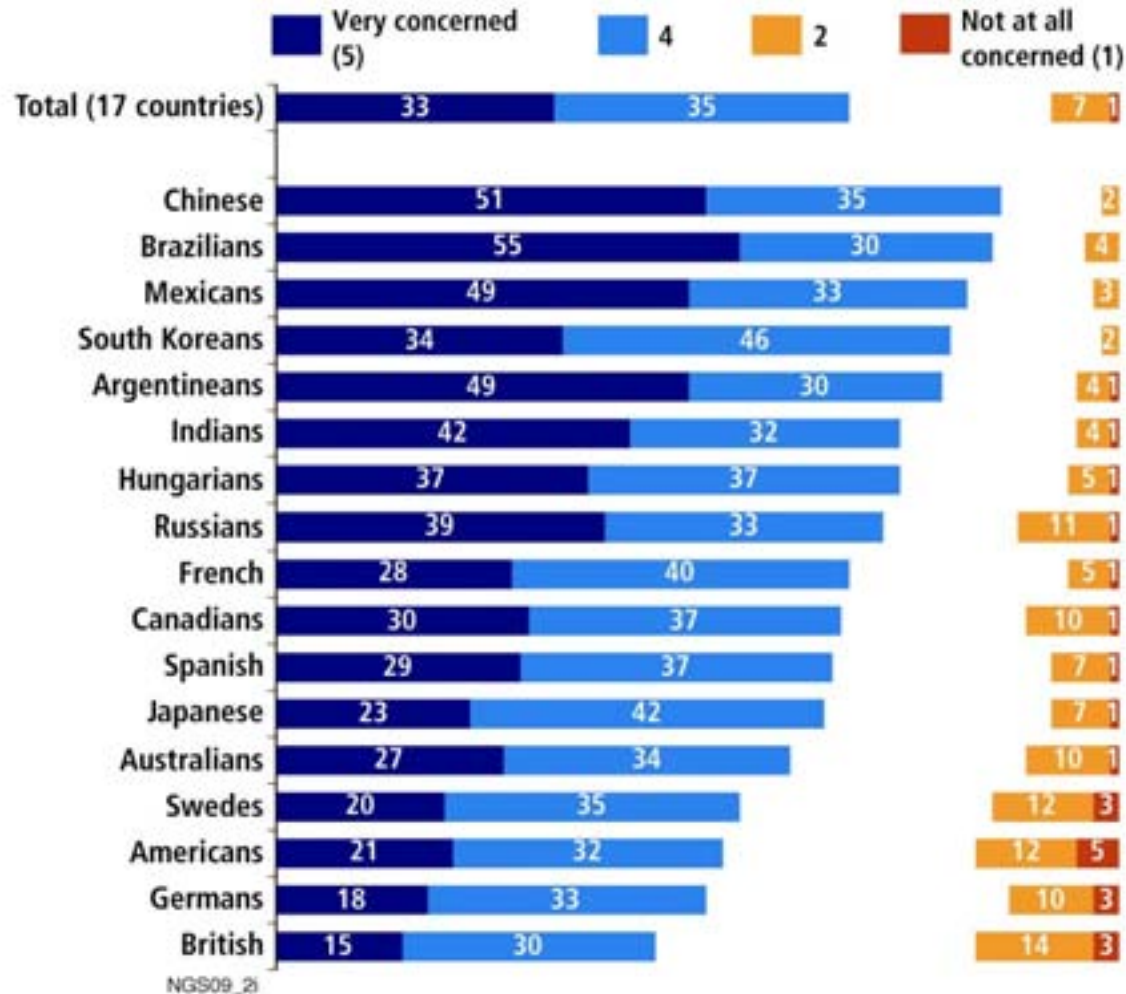
The white space in this chart represents “3” (on a scale of 1 to 5 where 1 means “Not at all concerned” and 5 means “Very concerned”) and “DK/NA.”



Concern for Global Issues: Air Pollution



Percentage of Consumers in Each Country, 2009

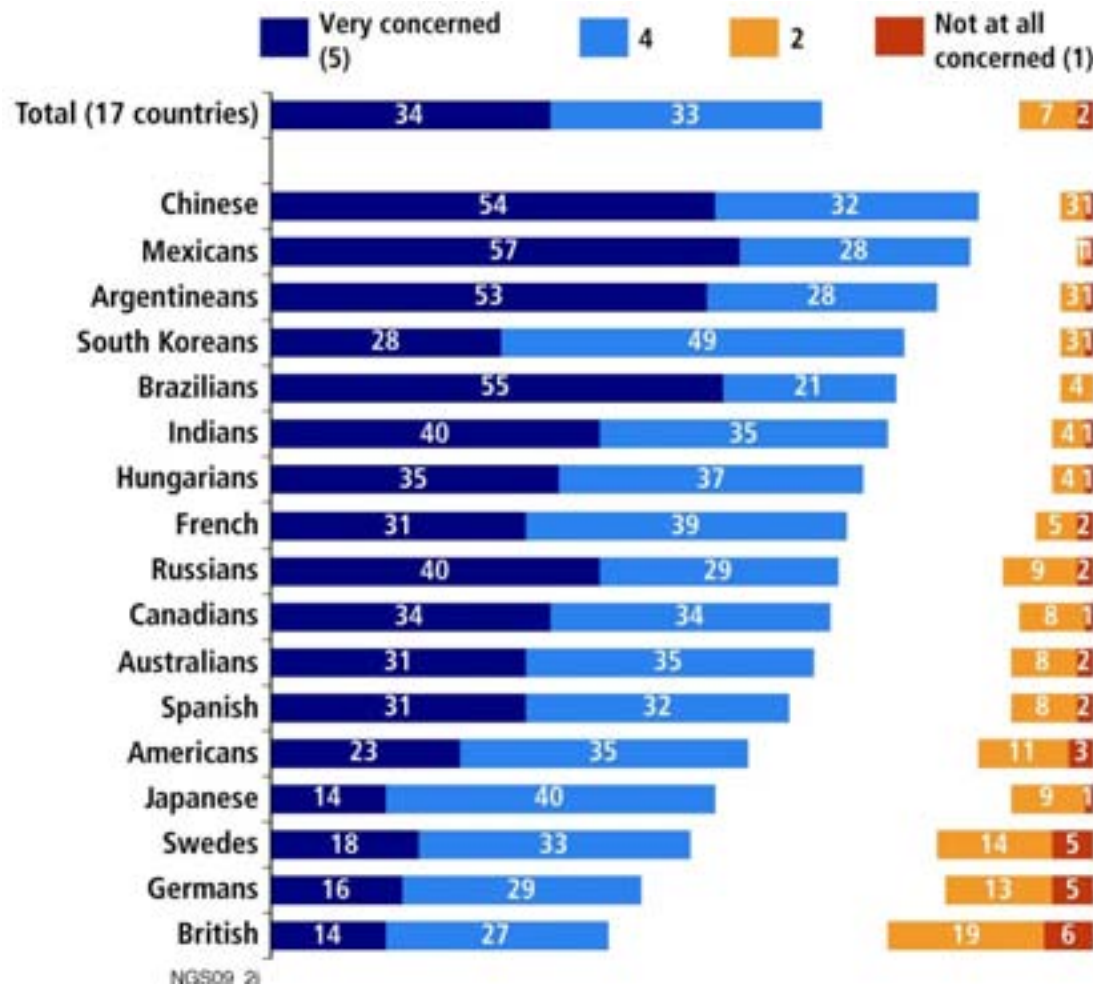


The white space in this chart represents “3” (on a scale of 1 to 5 where 1 means “Not at all concerned” and 5 means “Very concerned”) and “DK/NA.”

Concern for Global Issues: Water Pollution



Percentage of Consumers in Each Country, 2009



29

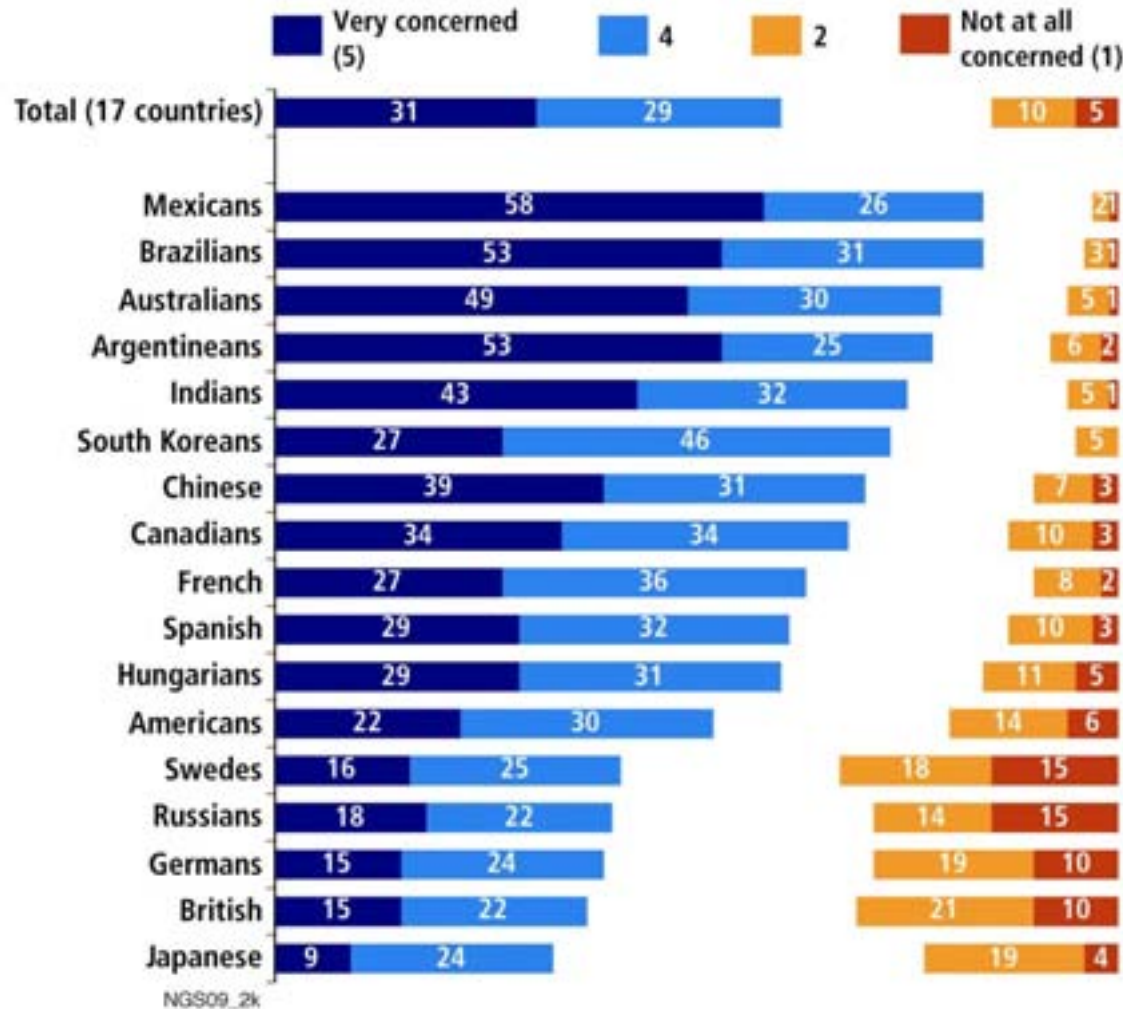
The white space in this chart represents “3” (on a scale of 1 to 5 where 1 means “Not at all concerned” and 5 means “Very concerned”) and “DK/NA.”



Concern for Global Issues: Shortages of Fresh Water



Percentage of Consumers in Each Country, 2009



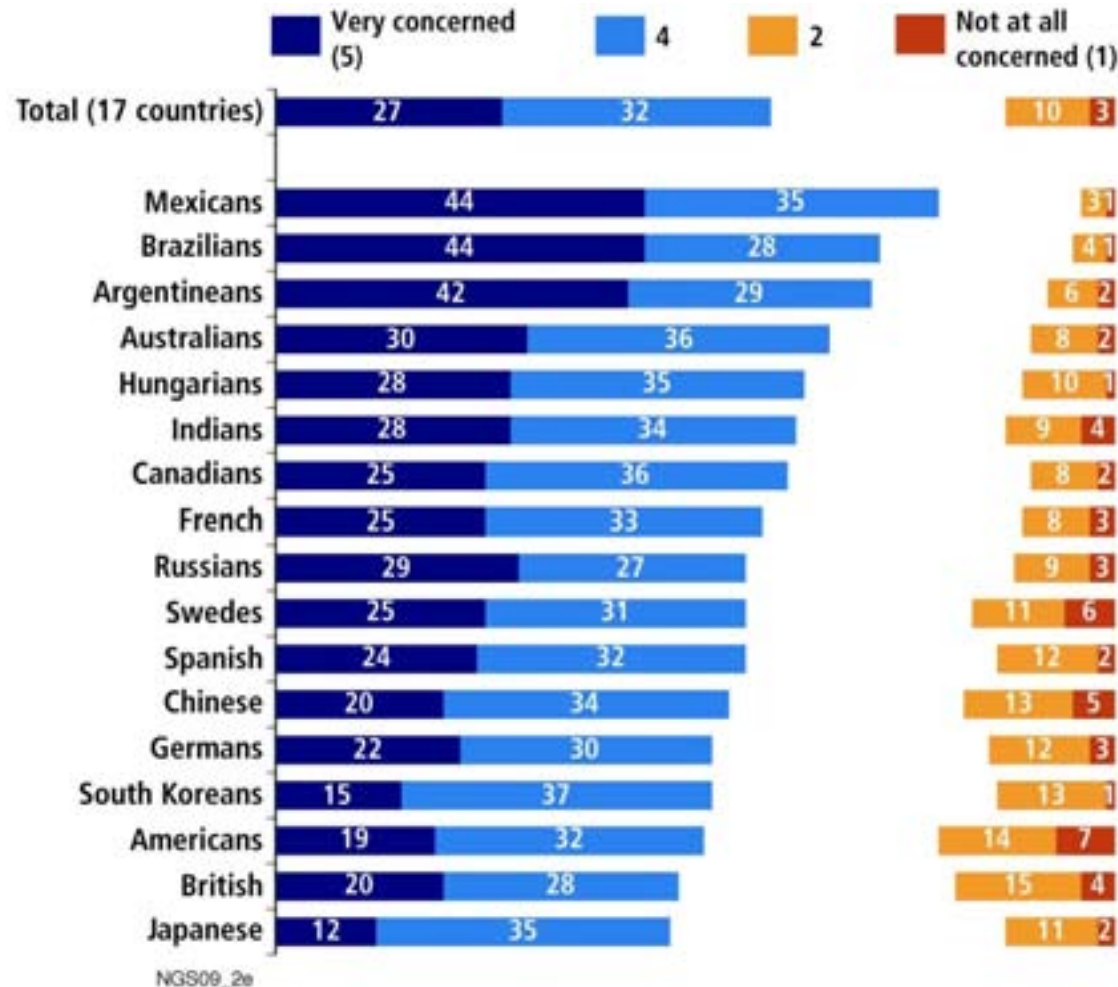
30 The white space in this chart represents “3” (on a scale of 1 to 5 where 1 means “Not at all concerned” and 5 means “Very concerned”) and “DK/NA.”



Concern for Global Issues: The Loss of Species and Habitat



Percentage of Consumers in Each Country, 2009



31

The white space in this chart represents “3” (on a scale of 1 to 5 where 1 means “Not at all concerned” and 5 means “Very concerned”) and “DK/NA.”



The Greendex

Introducing the Greendex



- National Geographic and GlobeScan developed a composite measure of environmentally sustainable consumption called the Greendex. The Greendex scores each respondent based on the consumption patterns they report in the survey, and compares average scores by country.
- The Greendex measures consumer behavior in four broad areas: housing, transportation, food consumption and goods.
- Over time and with subsequent waves of the survey, the Greendex will be used to track changes in sustainable consumption at the global level and within specific countries.
- In the short term, the Greendex is meant to encourage sustainable consumption by increasing consumer awareness and providing consumers with global reference points for comparing their own consumption patterns.

Greendex Methodological Overview



- Each respondent earns a score that reflects the environmental impact of consumption patterns. Low scores signify lower environmental impacts and vice versa.
- Points are awarded or subtracted for specific forms of consumer behavior, resulting in a score out of a maximum total available for each respondent.
- No allowances are made for consumer behavior that is determined by geography, climatic conditions where respondents live, culture, religion or the relative availability of sustainable products.
- Most forms of sustainable consumer behavior are weighted equally within the main components of the Greendex.
- Forms of behavior that have obviously larger environmental costs or benefits are weighted more heavily (e.g., home heating and driving alone). That is, these activities have a greater impact on Greendex scores.

Greendex Methodological Overview



- Greendex calculations are weighted to account for the fact that housing and transportation behaviors generally have a more significant impact than the consumption of food and consumer goods.
- The weighting factors are based on both the direct and indirect impacts of consumption within each category. For example, Greendex calculations take into account the impact not only of driving a vehicle, but also the impact of manufacturing and disposal of the vehicle.
- Greendex scores are based on approximately 65 response variables to uncover persistent patterns.
- Using many variables avoids skews that can occur within a smaller set of variables.
- Greendex values are expressed as a score out of 100. One hundred, however, does not represent a perfect score since there is no definition of perfectly sustainable consumer behavior. One hundred represents only the total number of Greendex points available in the index algorithm and questionnaire.
- The index is indicative and provides an estimate, while not claiming scientific precision.

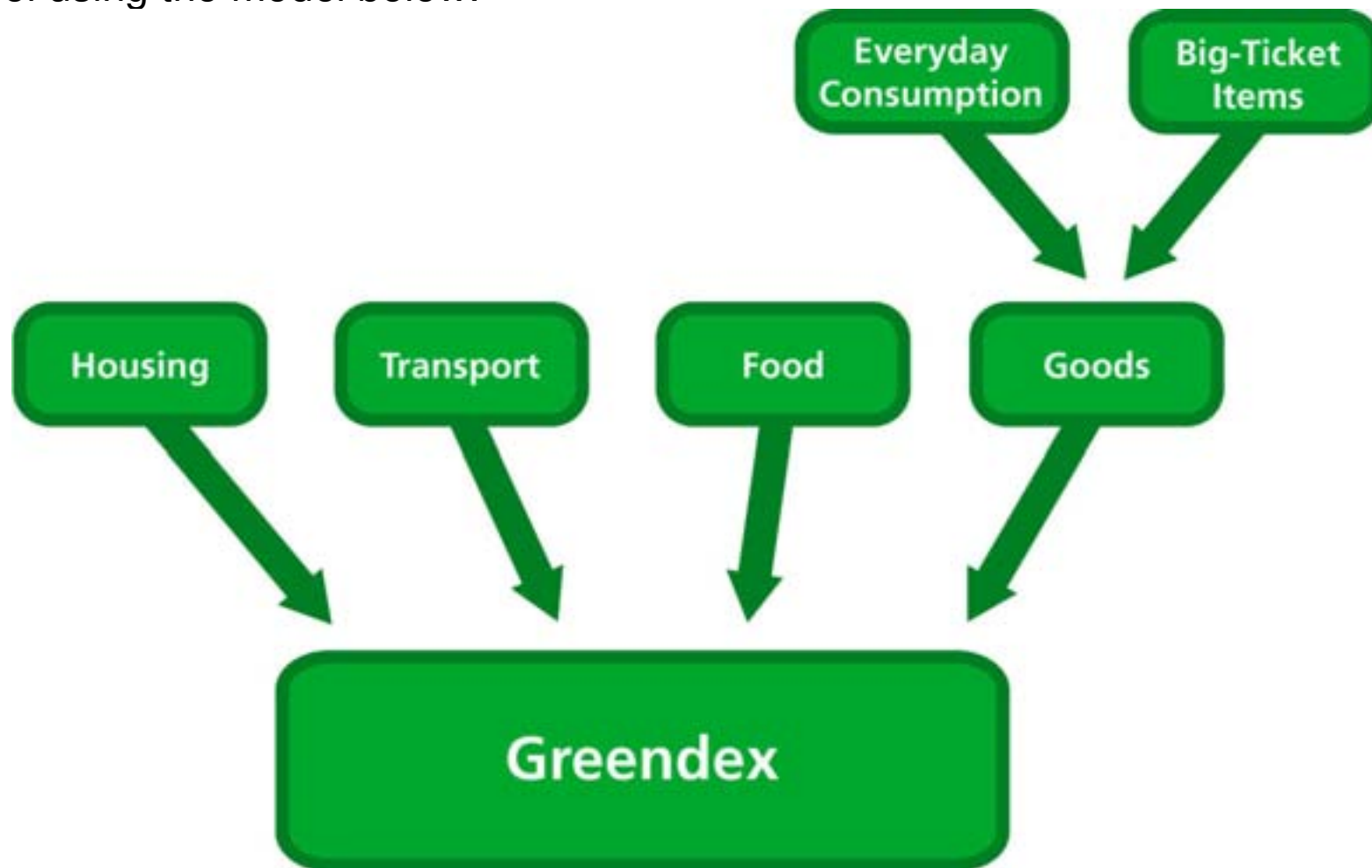
Greendex Structure



- The Greendex is a meta-index composed of sub-indices.
- Sub-indices were created to gauge consumer behavior in four broad areas:
 - Housing
 - Transportation
 - Food
 - Consumption of Goods
 - Everyday purchases and disposal
 - Big-ticket items (e.g., appliances)

Greendex Structure

Greendex scores are calculated at the respondent level using the model below:



Sub-Index Content: Housing



The Housing sub-index consists of 24 variables measuring the following:

- **Size of residence relative to number of inhabitants**
- **Home heating and cooling, including fuel source**
- **Hot water and water heating equipment**
- **Recent upgrades to residence that result in more efficient heating or cooling**
- **Consumption of renewable energy (both through the grid and generated onsite)**
- **Energy-efficient major appliances**
- **Water usage**

Sub-Index Content: Transportation



The Transportation sub-index consists of 17 variables measuring the following:

- **Driving**
- **Ownership of motorized vehicles**
- **Size of vehicle driven**
- **Distance vehicle is driven**
- **Owning an ultra-low emissions vehicle (ULEV or hybrid)**
- **Air travel**
- **Use of public transit**
- **Taking trains**
- **Riding a bicycle**
- **Walking**
- **Location of residence relative to primary destination**

Sub-Index Content: Food



The Food sub-index consists of eight variables measuring consumption of the following:

- Locally produced foods
- Foods grown or raised by oneself
- Fruits and vegetables
- Beef
- Chicken
- Seafood
- Bottled water
- Organic foods were not included in the sub-index due to high variability in the definition and understanding of “organic” from country to country

Sub-Index Content: Goods



The Goods sub-index is a combination of everyday consumption and ownership of big-ticket items.

It consists of 16 variables such as:

- **Purchase and/or avoidance of specific products for environmental reasons**
- **Avoidance of excessive packaging**
- **Preference for reusable consumer goods over disposable products**
- **Willingness to pay an environmental premium**
- **Preference for used rather than new items**
- **Preference to repair rather than to buy a replacement**
- **Recycling**
- **Number of TVs and PCs per household member**
- **Numbers of refrigerators, dishwashers, and laundry machines per household member**
- **Second homes, recreational vehicles, lawnmowers and other small engines**

Calculating the Index Scores



Within Sub-Indices

- Within each sub-index, each respondent earns a score on a continuum from $-x$ to $+y$, where $-x$ represents the minimum possible score and $+y$ is the maximum possible score.
- The scale and respondent's scores are converted to positive numbers.
- Respondent scores are then standardized across the indices to be expressed as a score out of 1, which can be thought of as a percentage score.

Calculating the Index Scores

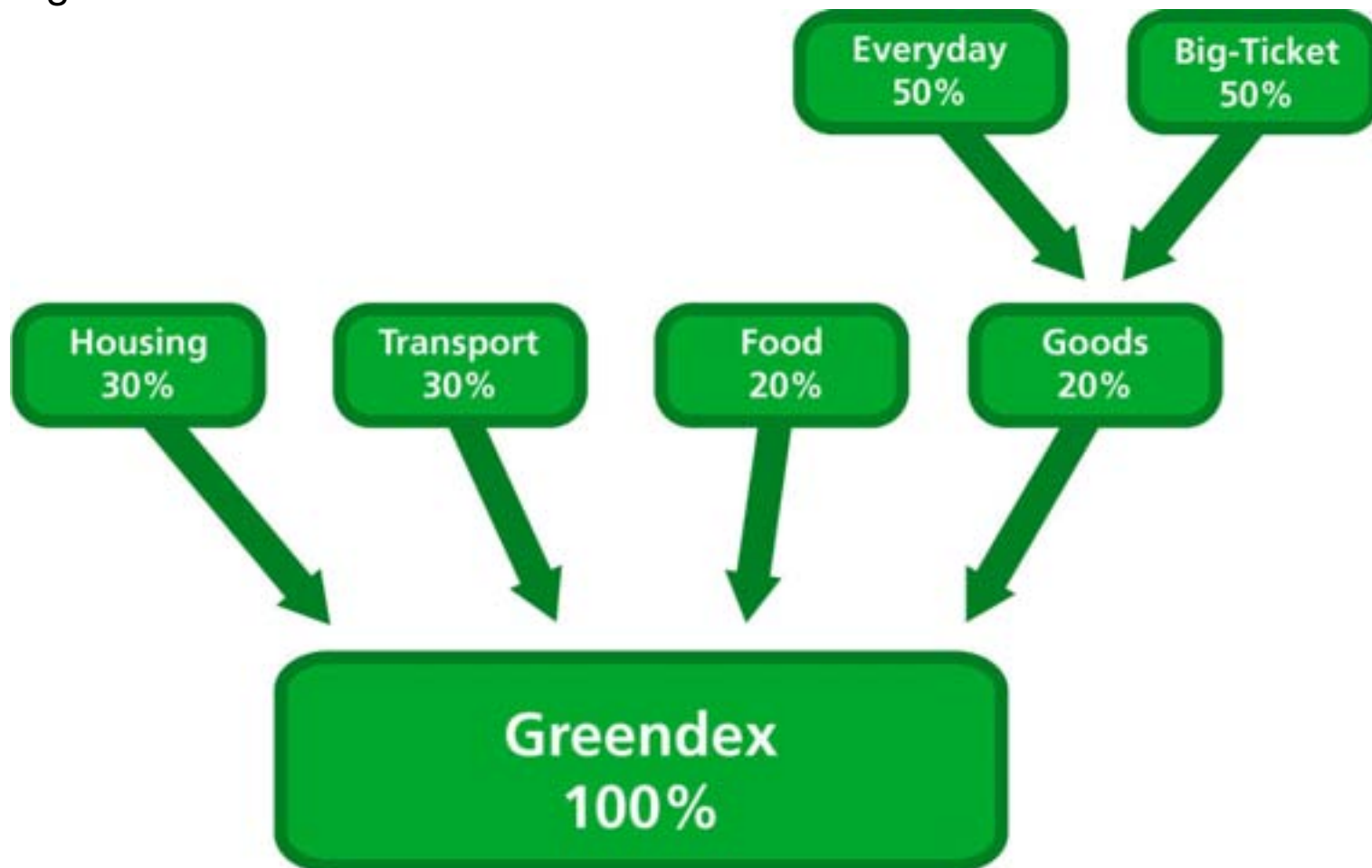


Combining the Sub-Indices to Form the Meta-Index

- First, the Purchase and Disposal sub-index and the Big Ticket sub-index are combined by calculating a mean score across the two sub-indices. This creates the new sub-index called Goods.
- The percentage scores within the individual sub-indices are then multiplied against the total weighted contribution the sub-index contributes to the Greendex total scores.
- The resulting scores are then summed to create a score out of 100 for each respondent.

Index Structure with Weighting

In calculating the total Greendex scores, the sub-indices are weighted as follows:

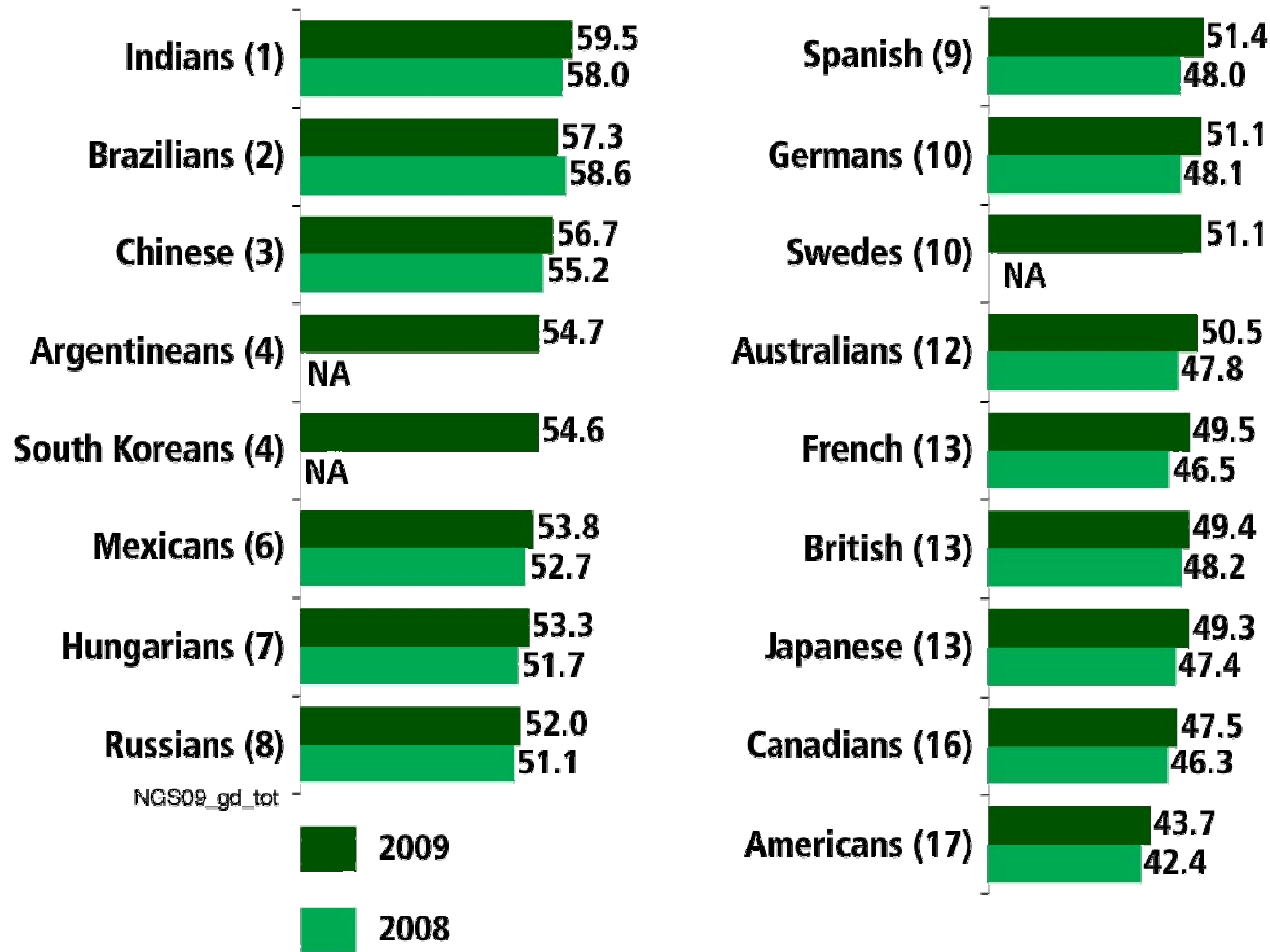


Greendex Results

Greendex: Overall Rankings



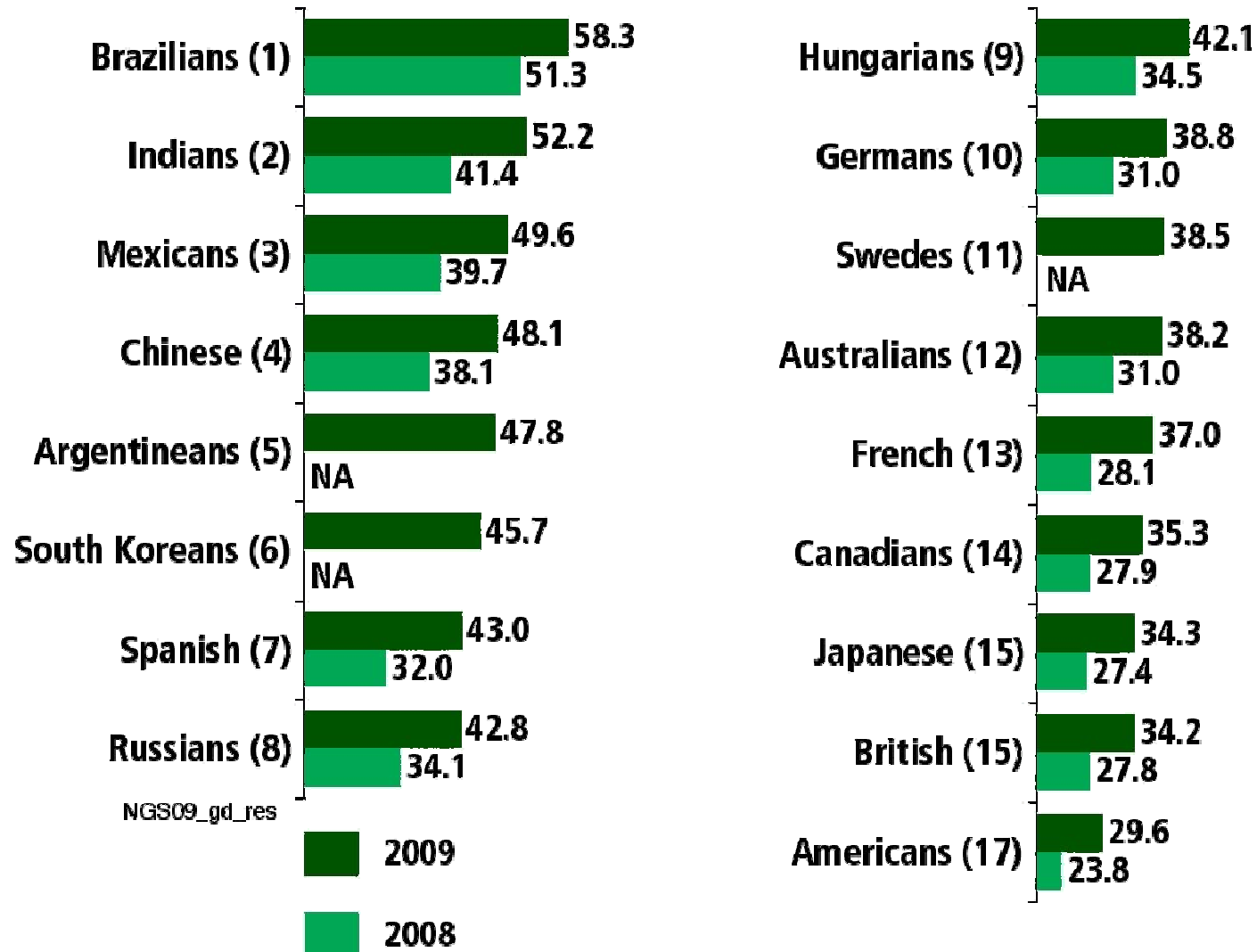
Consumers in Each Country, 2008–2009



Greendex: Housing



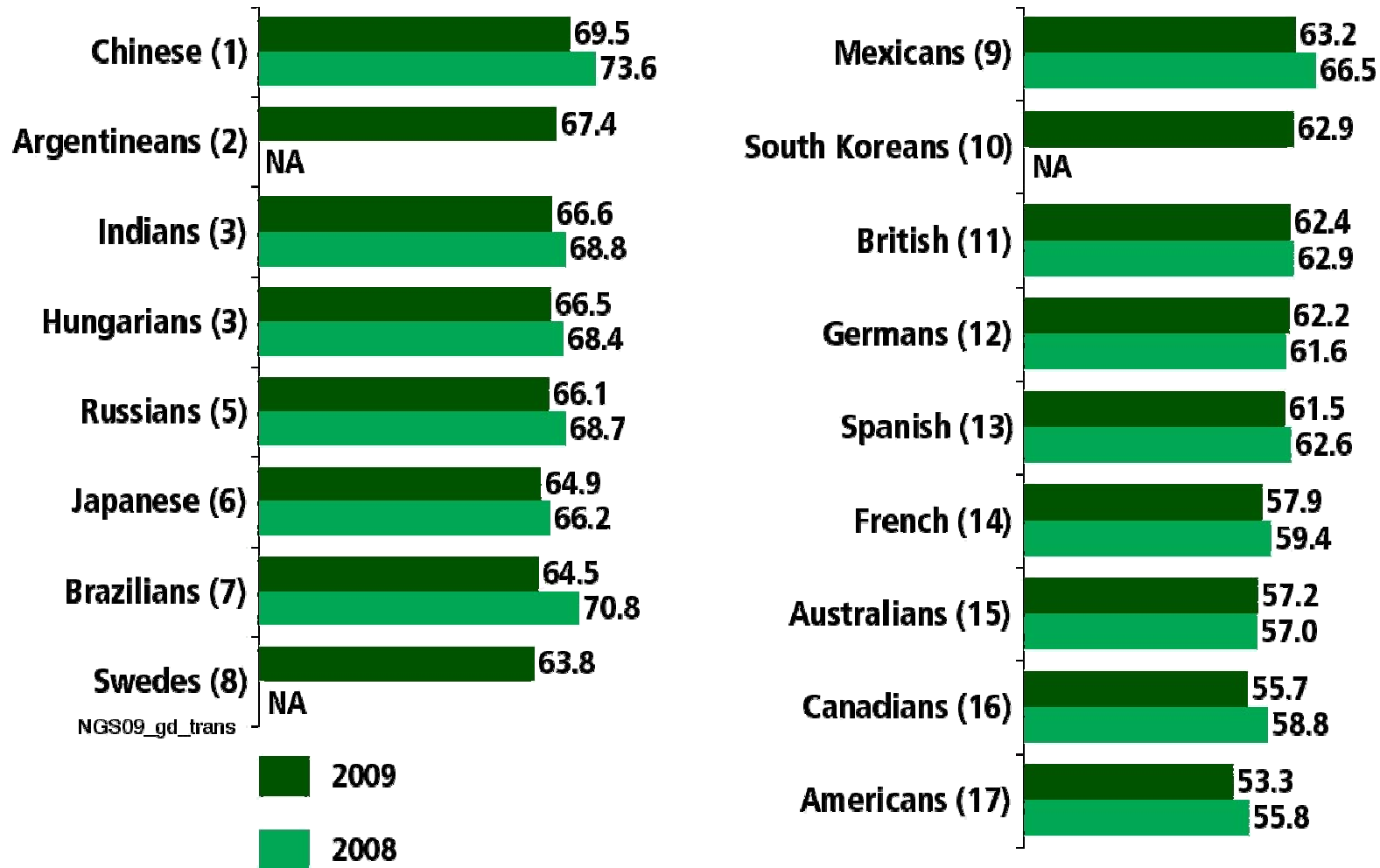
Consumers in Each Country, 2008–2009



Greendex: Transportation



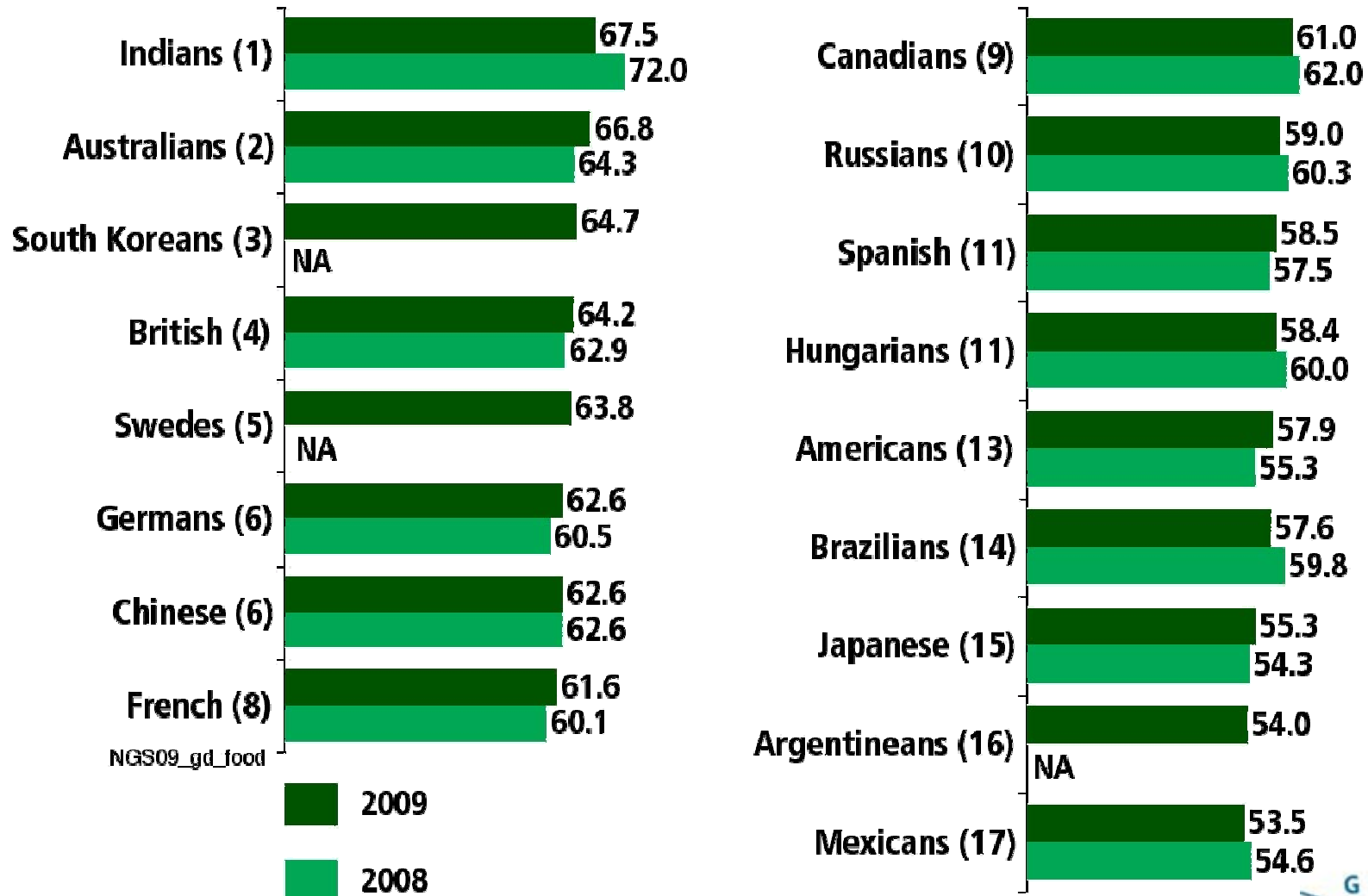
Consumers in Each Country, 2008–2009



Greendex: Food



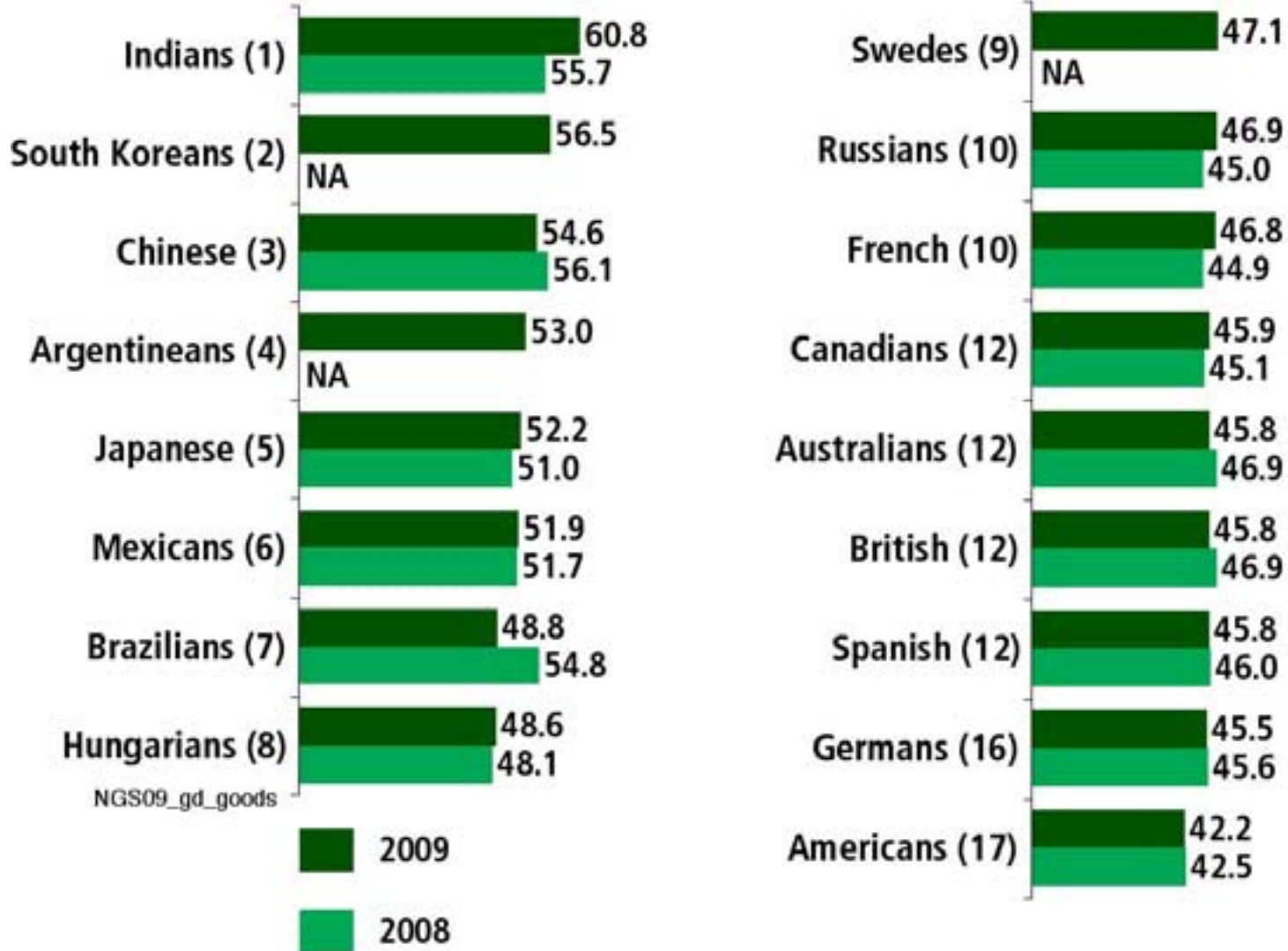
Consumers in Each Country, 2008–2009



Greendex: Goods



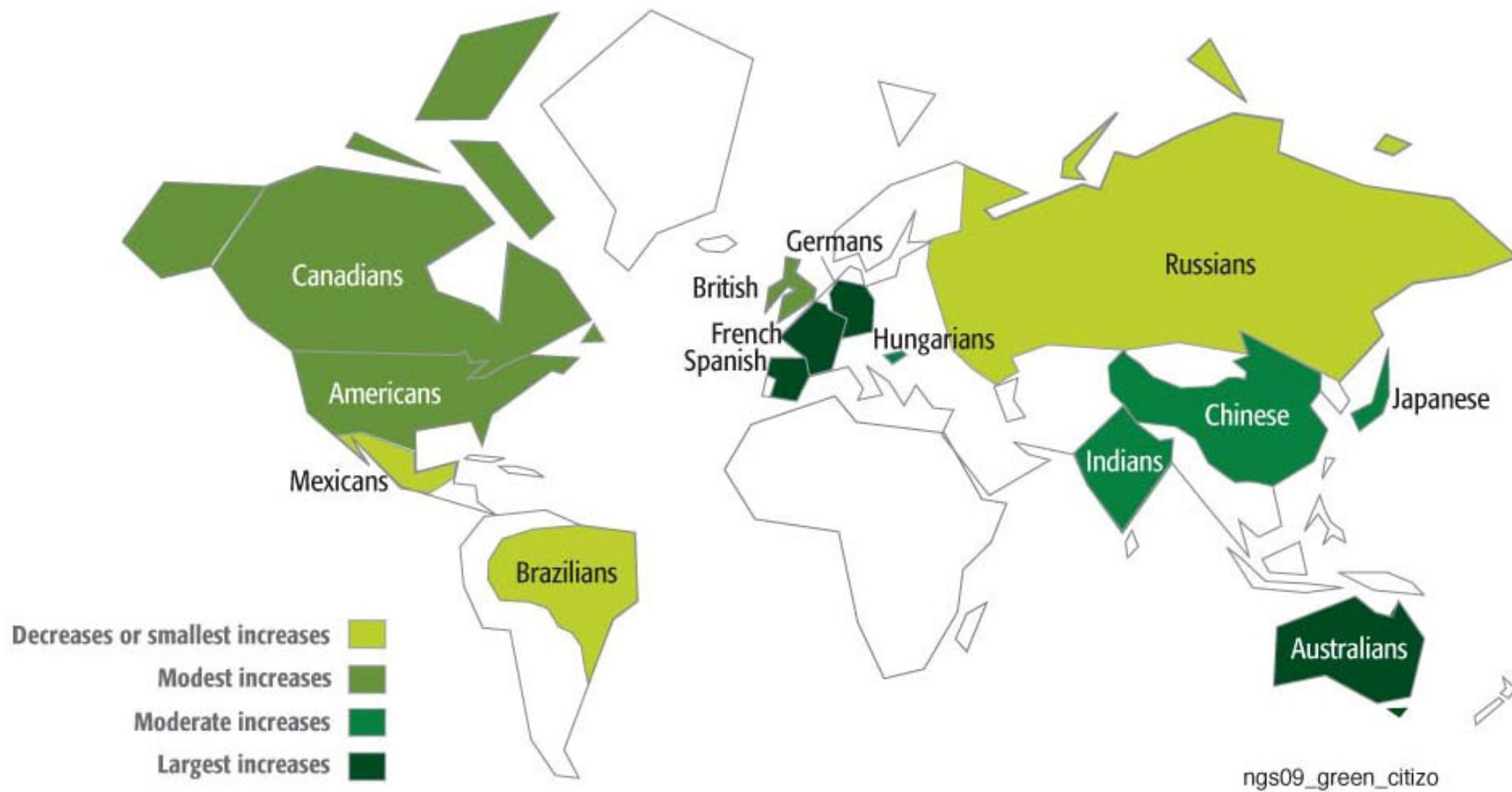
Consumers in Each Country, 2008–2009



Changes in Overall Greendex Score



Consumers in Each Country, 2008–2009



2008–2009 Dynamic Country Clusters



Decreases to smallest increases:

- Brazilians -1.3
- Russians +0.9
- Mexicans +1.1



Moderate increases:

- Chinese +1.5
- Indians +1.5
- Hungarians +1.6
- Japanese +1.9



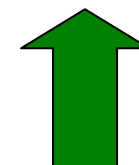
Modest increases:

- British +1.2
- Canadians +1.2
- Americans +1.3



Largest increases:

- Australians +2.7
- French +3.0
- Germans +3.0
- Spanish +3.4

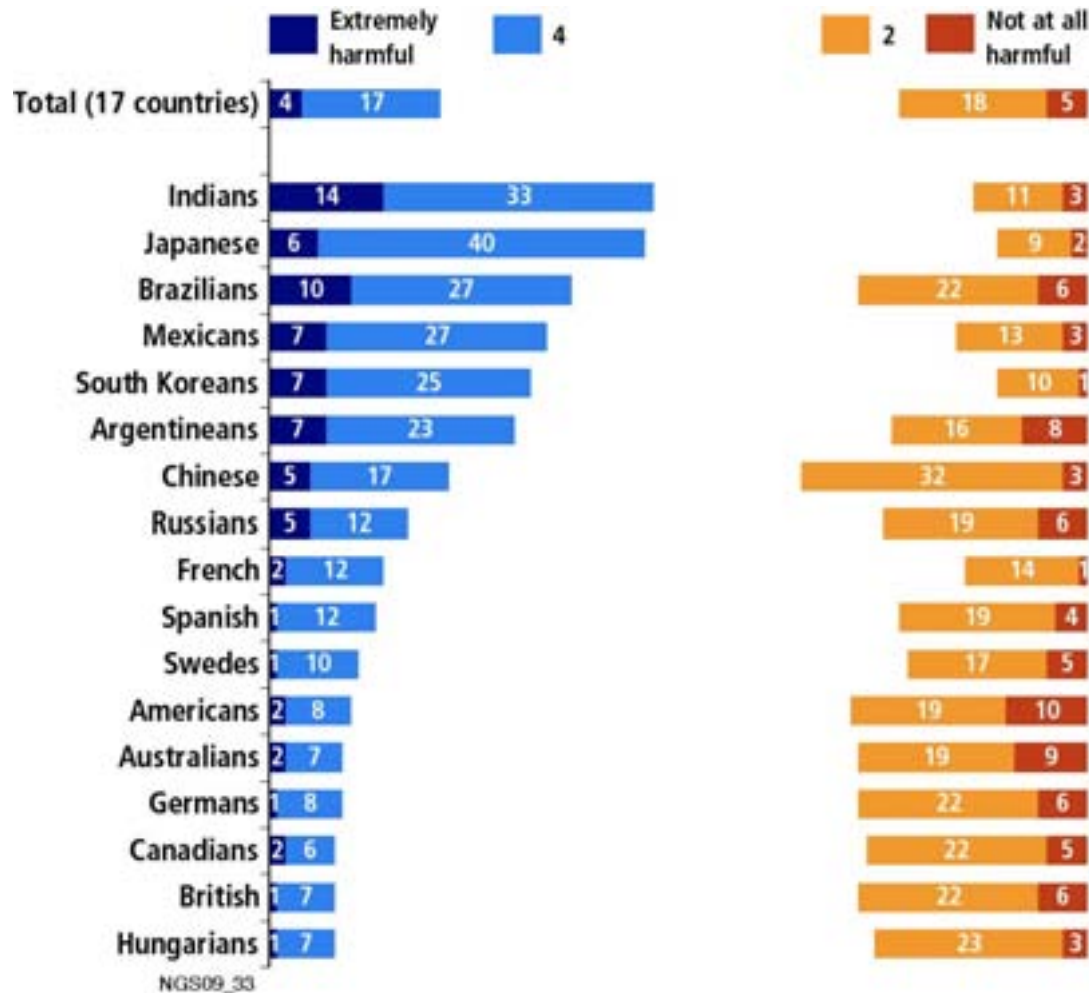


Attitudes and Beliefs: Findings by Country

Extent to Which Own Personal Lifestyle Is Harmful to the Environment



Percentage of Consumers in Each Country, 2009

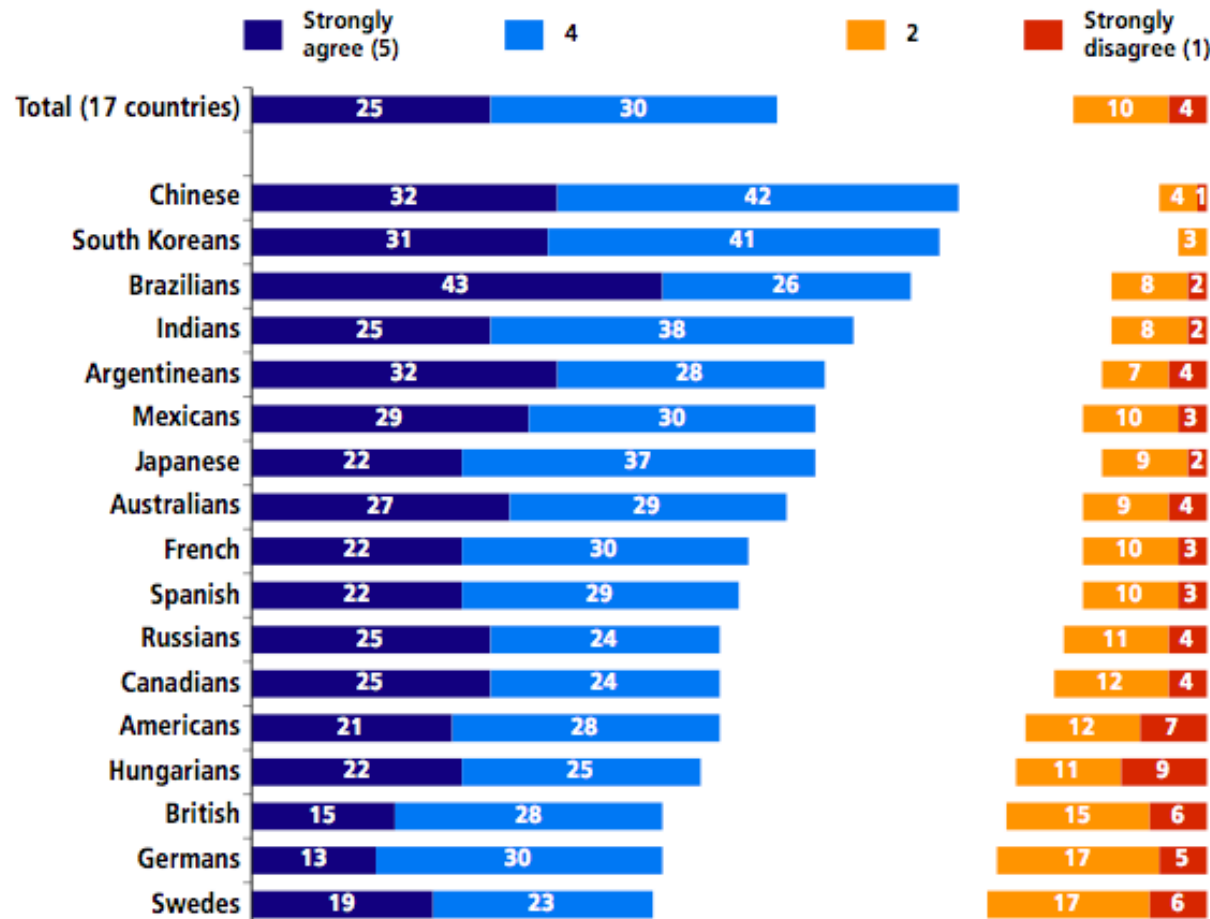


The white space in this chart represents “Somewhere in the middle (3)” (on a scale of 1 to 5 where 1 means “Not at all harmful” and 5 means “Extremely harmful”) and “DK/NA.”

I Am Very Concerned about Environmental Problems



Percentage of Consumers in Each Country, 2009

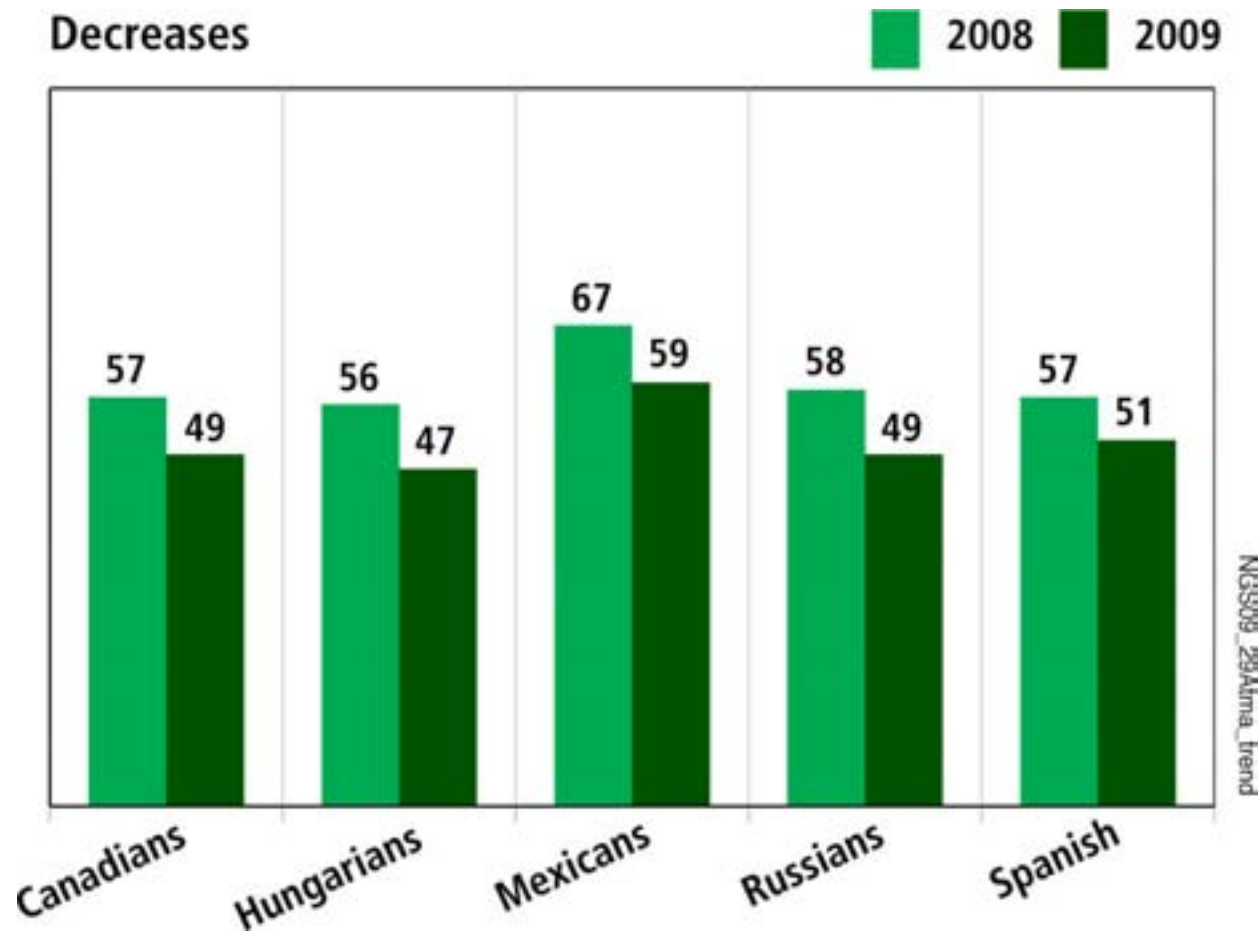


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I Am Very Concerned about Environmental Problems



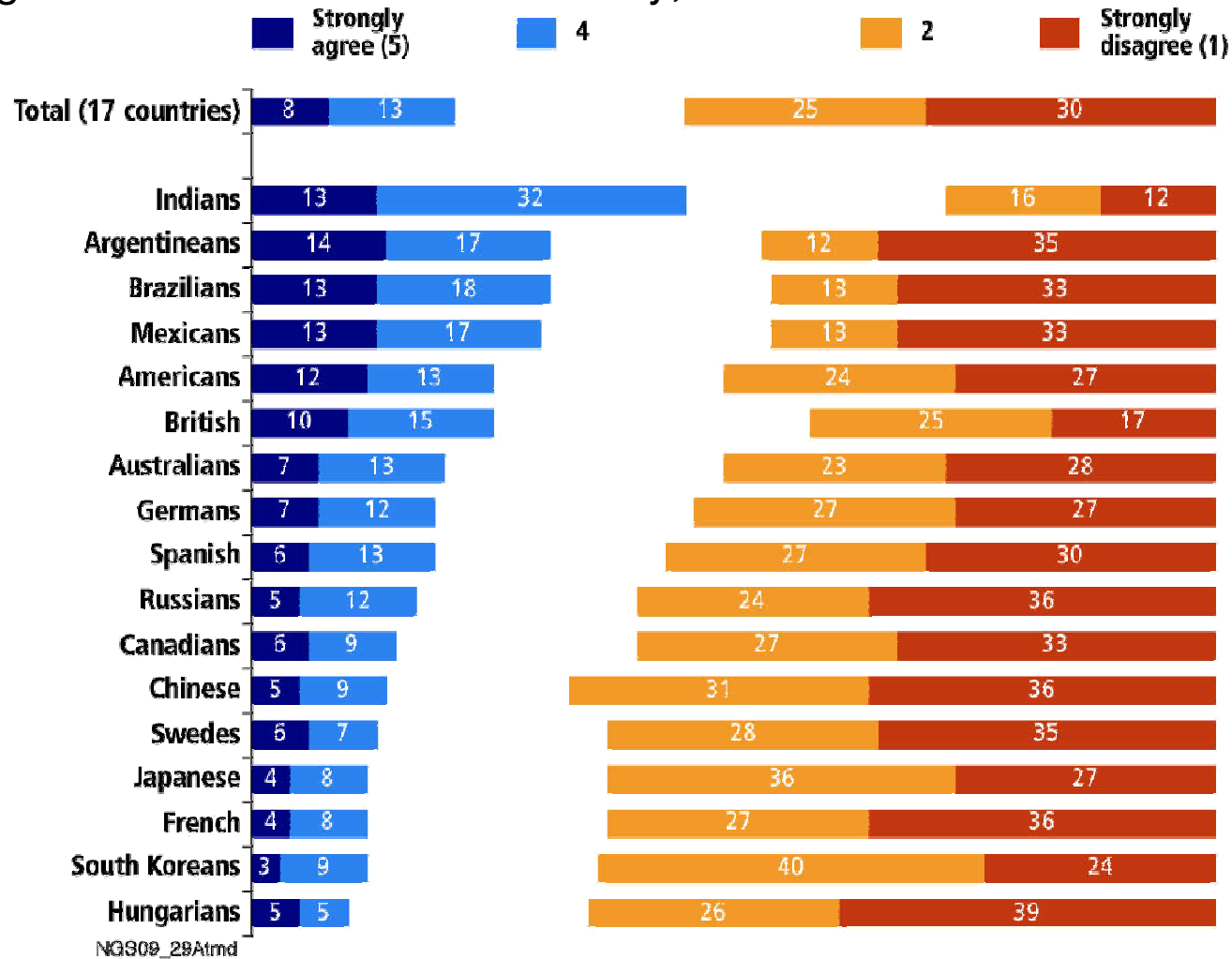
“Total Agree (4+5),” Percentage of Consumers in Each Country, Trends: 2008–2009



The Seriousness of Environmental Problems Is Exaggerated Today



Percentage of Consumers in Each Country, 2009



NG309_28Atrnd

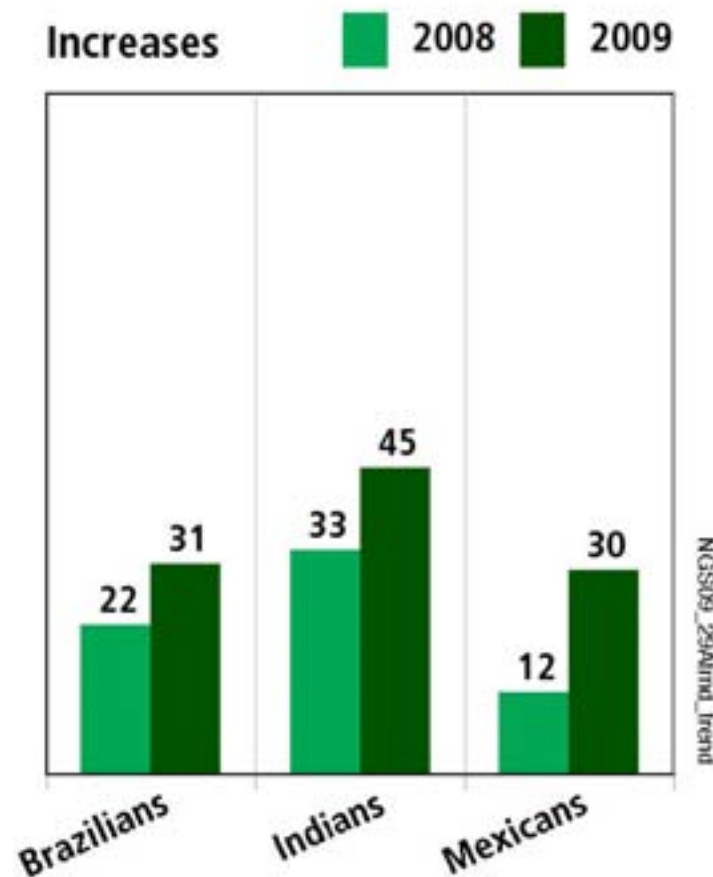
57 The white space in this chart represents “3” (on a scale of 1 to 5 where 1 means “Strongly disagree” and 5 means “Strongly agree”) and “DK/NA.”



The Seriousness of Environmental Problems Is Exaggerated Today



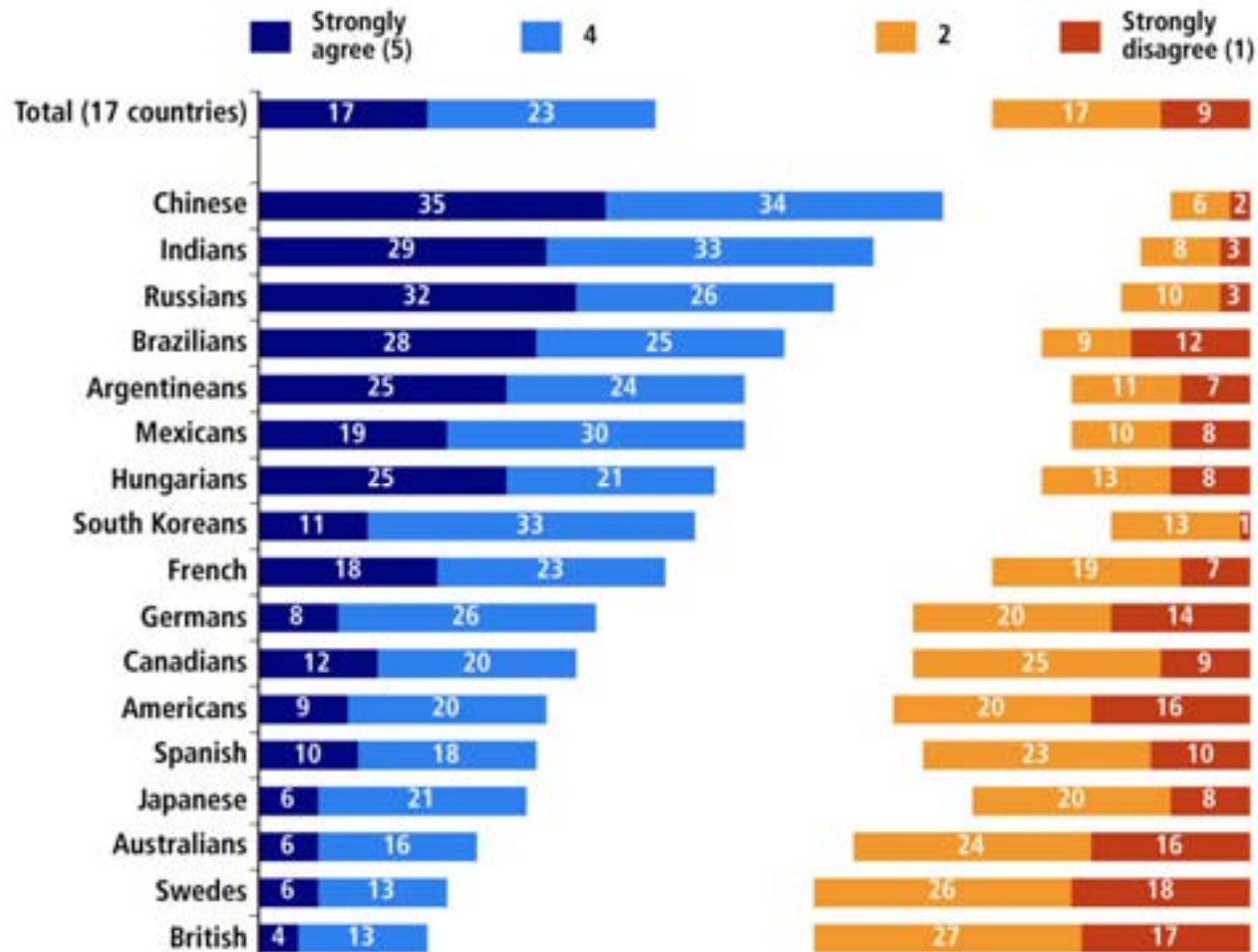
“Total Agree (4+5),” Percentage of Consumers in Each Country, Trends: 2008–2009



Environmental Problems Are Having a Negative Impact on My Health Today



Percentage of Consumers in Each Country, 2009



NGS09_29Atme

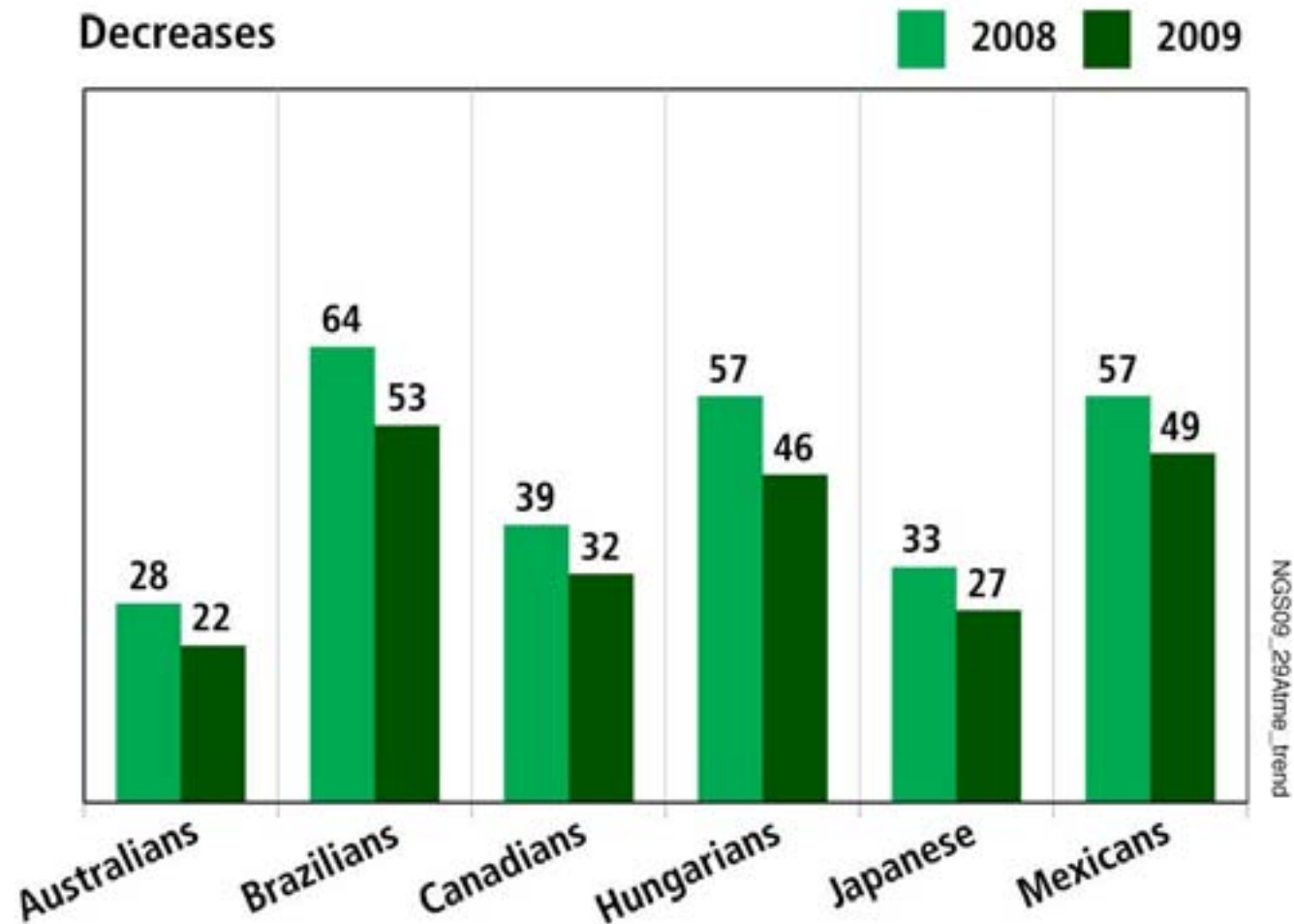
59 The white space in this chart represents “3” (on a scale of 1 to 5 where 1 means “Strongly disagree” and 5 means “Strongly agree”) and “DK/NA.”



Environmental Problems Are Having a Negative Impact on My Health Today



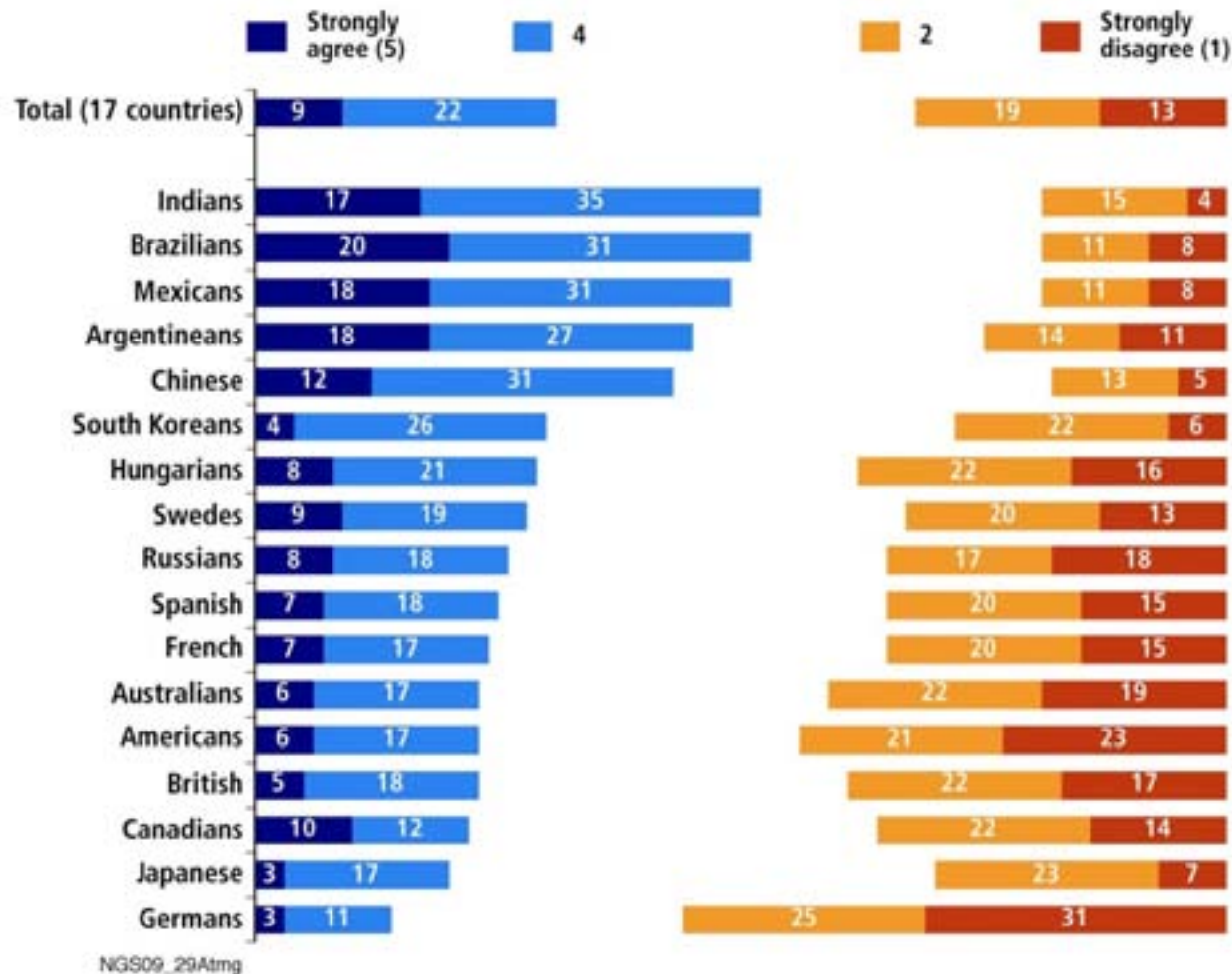
“Total Agree (4+5),” Percentage of Consumers in Each Country, Trends: 2008–2009



I Feel Guilty about the Impact I Have on the Environment



Percentage of Consumers in Each Country, 2009

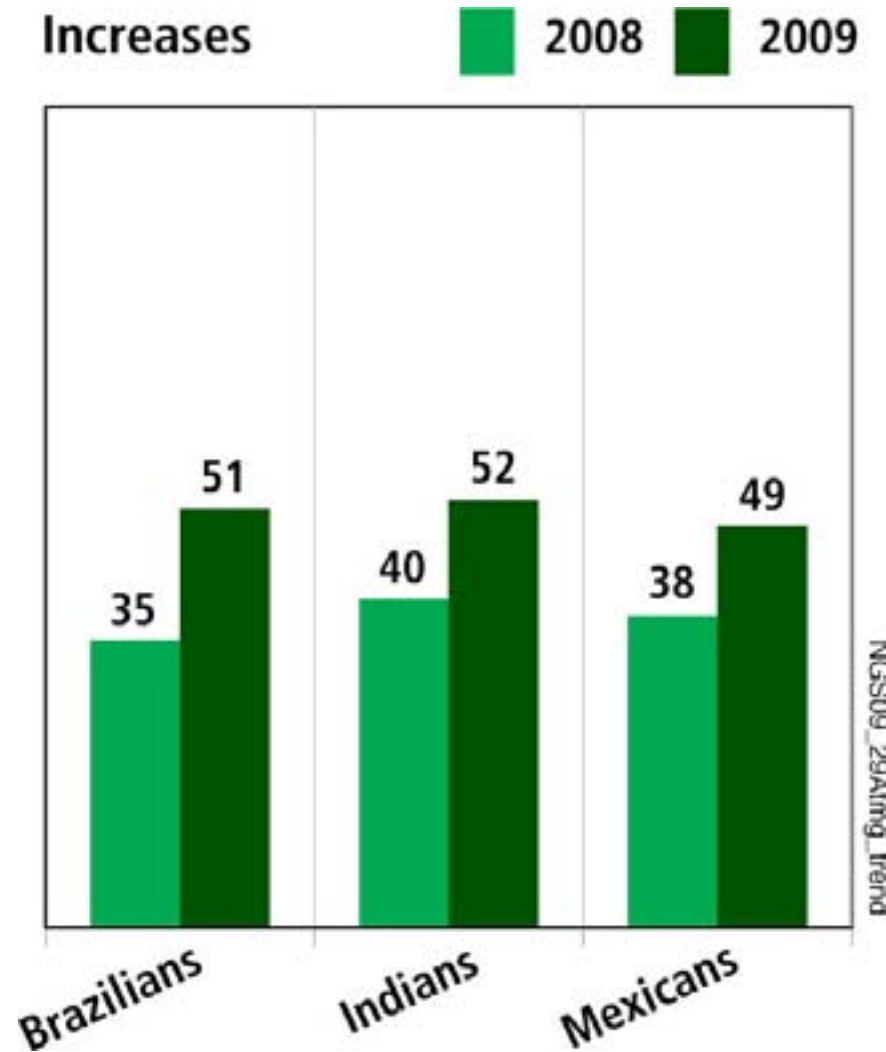


NGS09_29Atrng

I Feel Guilty about the Impact I Have on the Environment



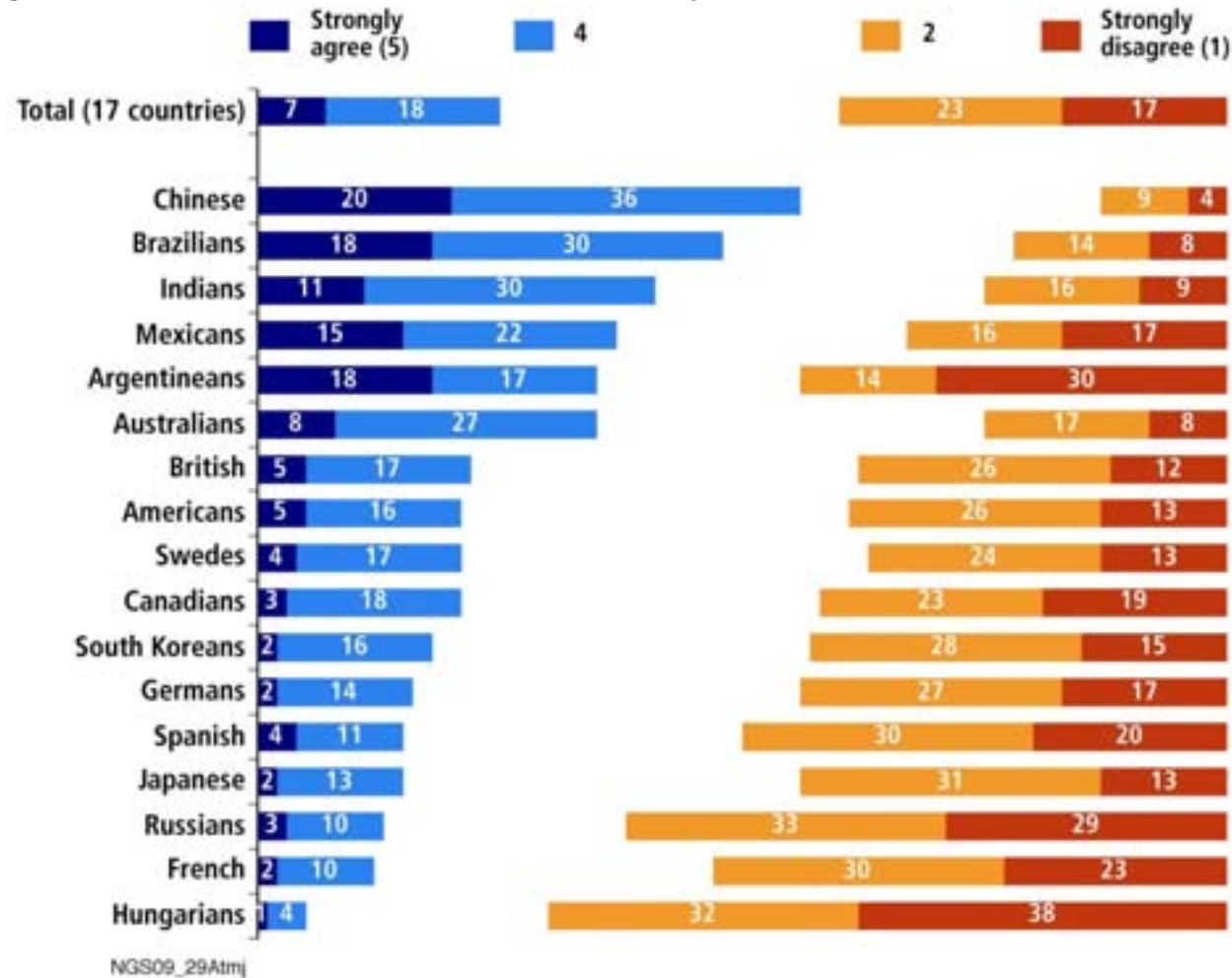
“Total Agree (4+5),” Percentage of Consumers in Each Country, Trends: 2008–2009



My Government Is Currently Working Very Hard to Make Sure that We Have a Clean Environment



Percentage of Consumers in Each Country, 2009



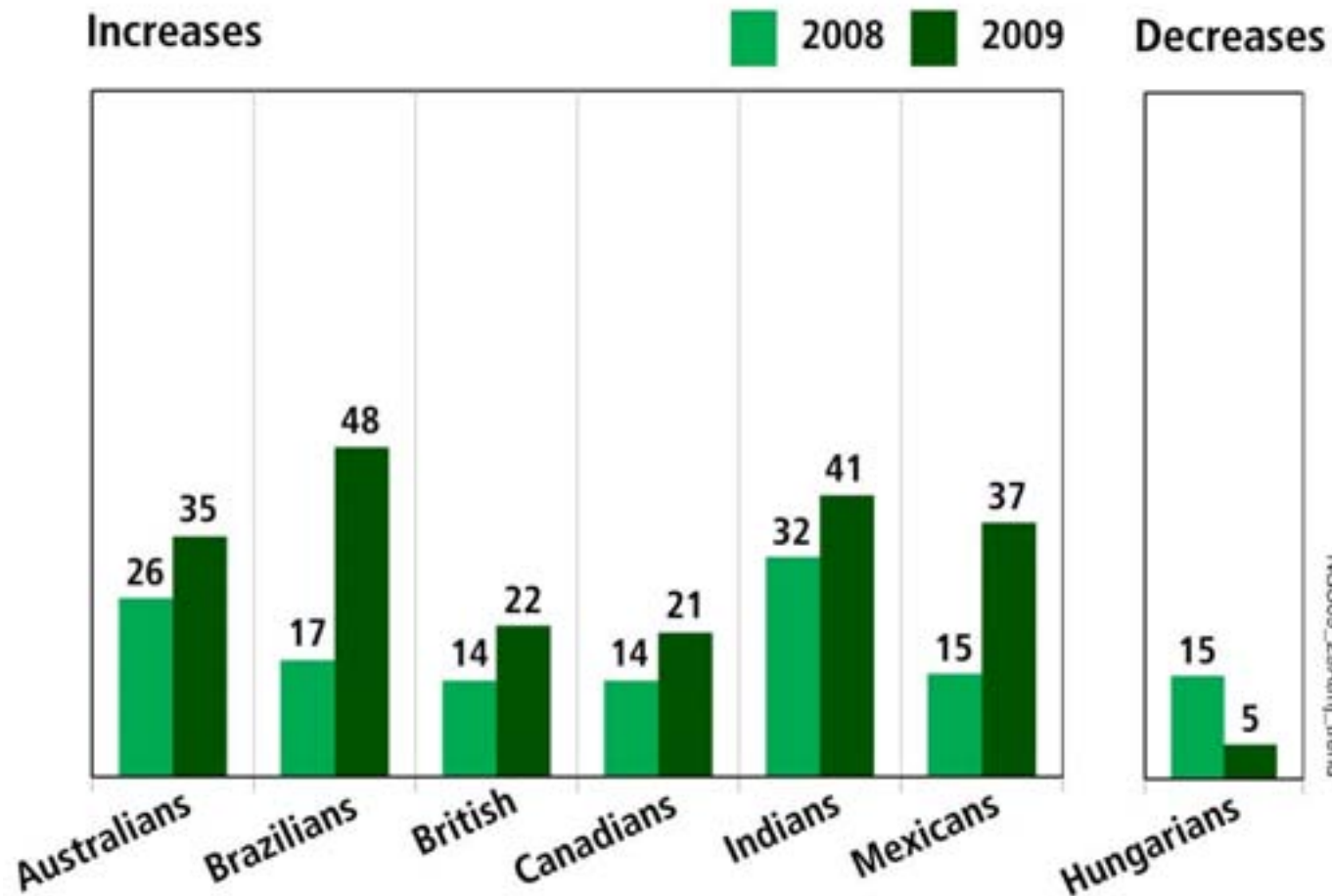
63 The white space in this chart represents “3” (on a scale of 1 to 5 where 1 means “Strongly disagree” and 5 means “Strongly agree”) and “DK/NA.”



My Government Is Currently Working Very Hard to Make Sure that We Have a Clean Environment



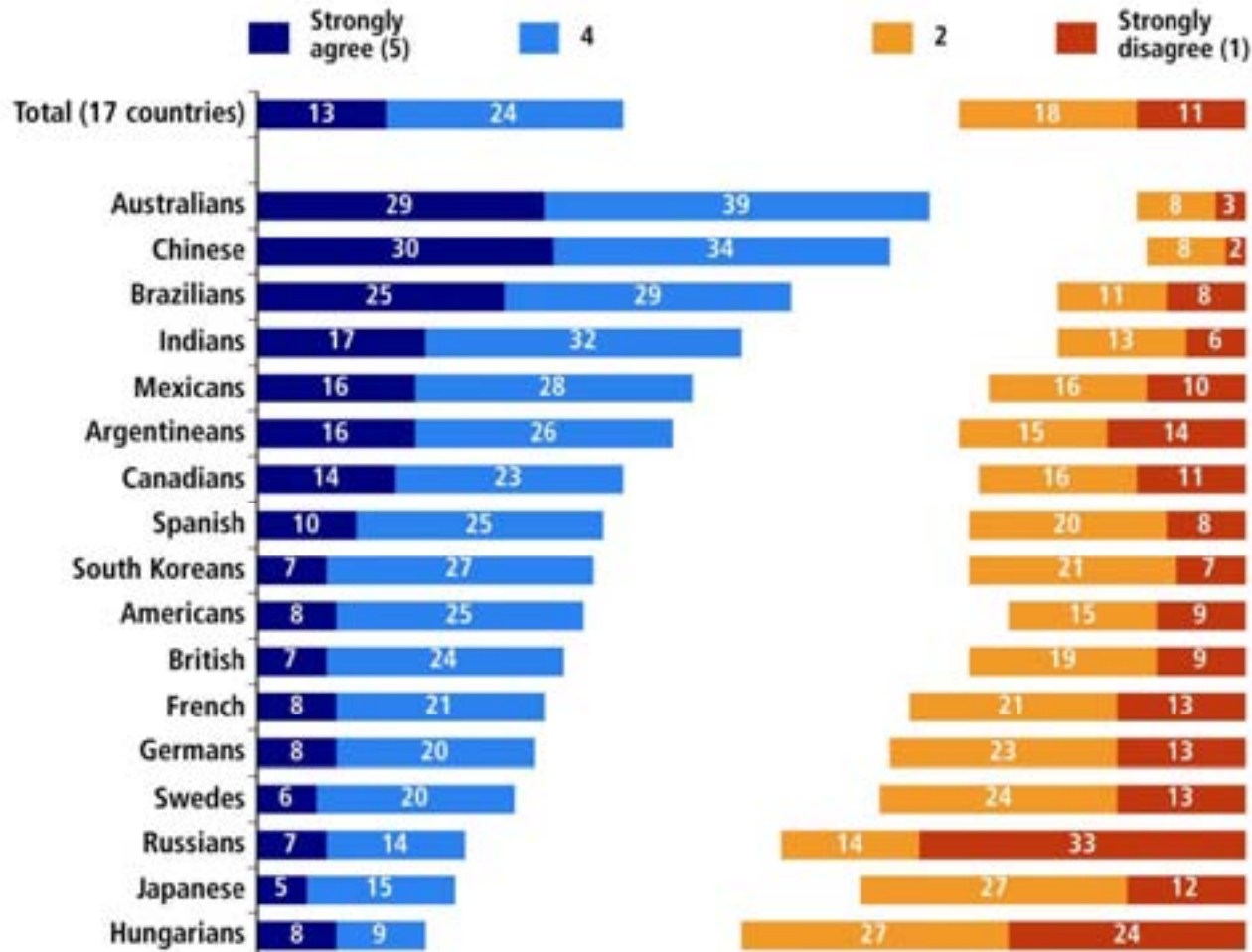
“Total Agree (4+5),” Percentage of Consumers in Each Country, Trends: 2008–2009



My Government Actively Encourages Consumers to Conserve Energy and Water



Percentage of Consumers in Each Country, 2009



NGS09_29Atrik

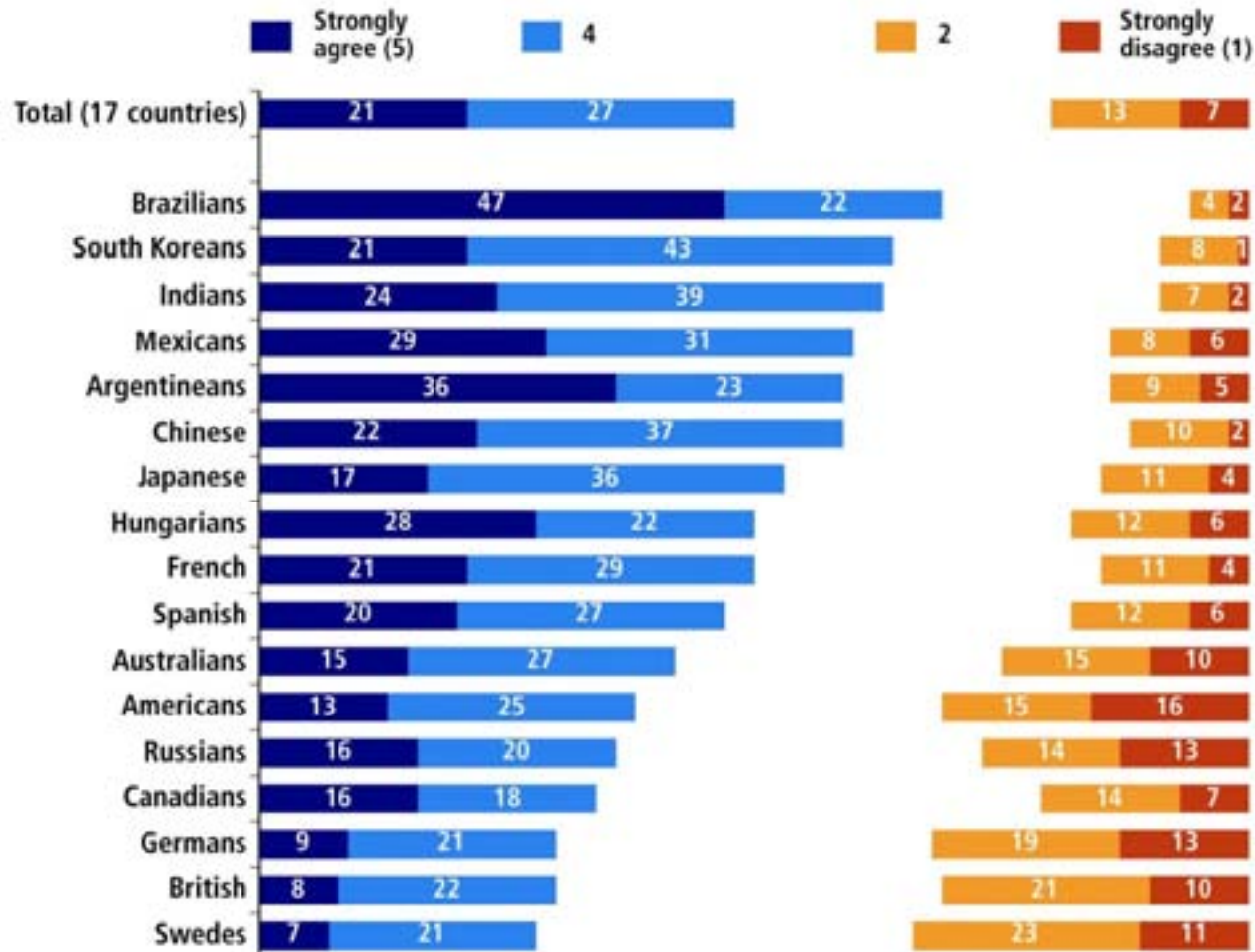
65 The white space in this chart represents “3” (on a scale of 1 to 5 where 1 means “Strongly disagree” and 5 means “Strongly agree”) and “DK/NA.”



Global Warming Will Worsen My Way of Life within My Own Lifetime



Percentage of Consumers in Each Country, 2009



NGS09_29Atmm

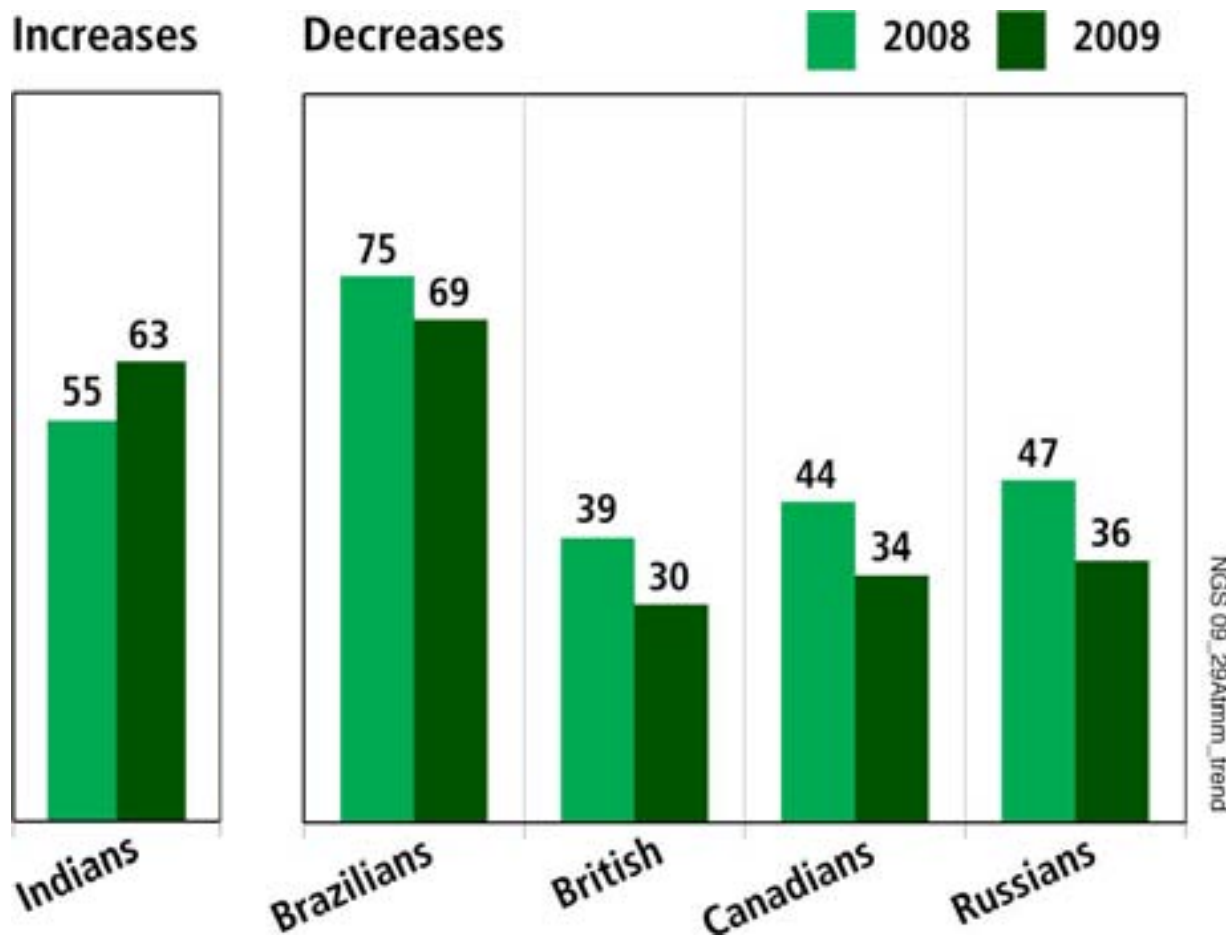
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Global Warming Will Worsen My Way of Life within My Own Lifetime



“Total Agree (4+5),” Percentage of Consumers in Each Country, Trends: 2008–2009

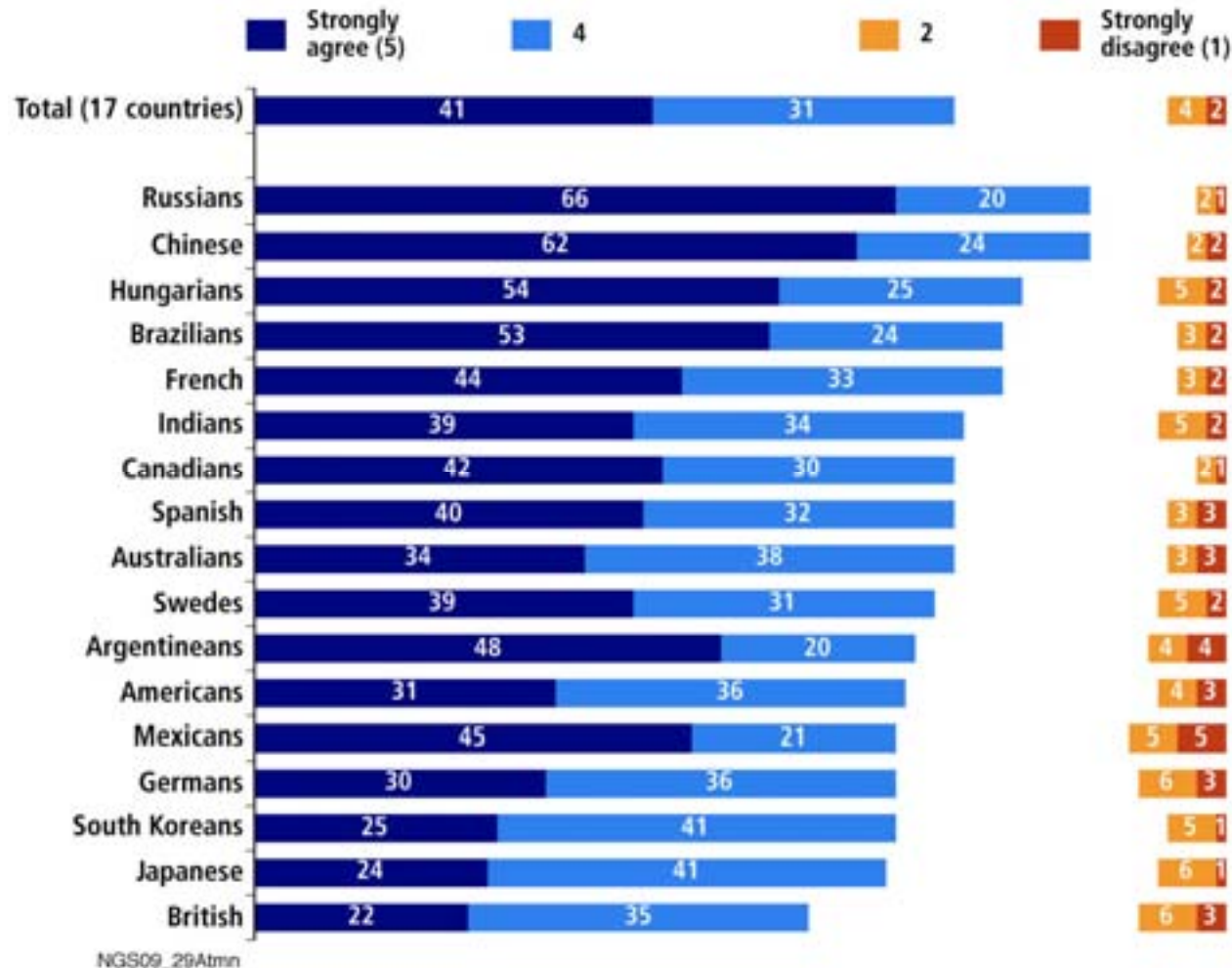


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An Environmentally Friendly Lifestyle Is Good for One's Health



Percentage of Consumers in Each Country, 2009

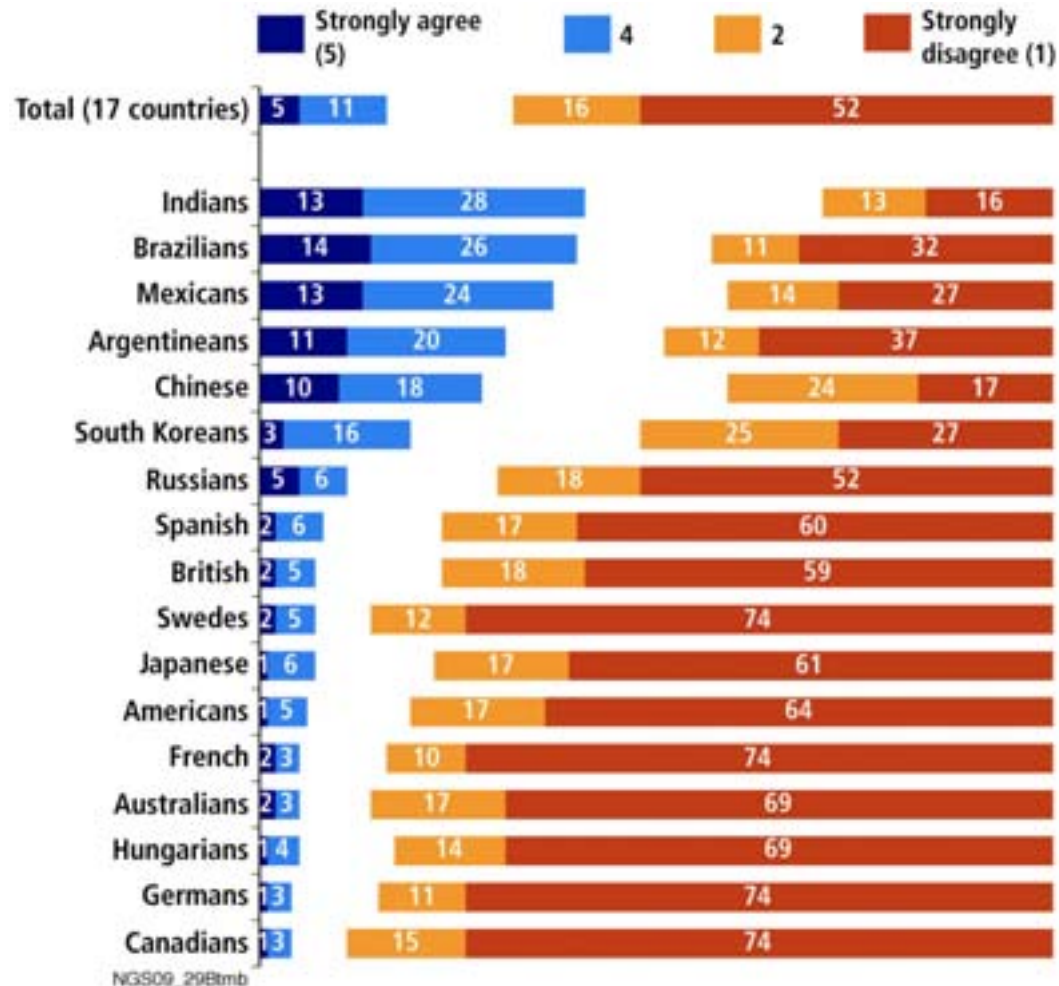


NGS09_29Atrn

Owning a Luxury Car Is a Very Important Goal in My Life



Percentage of Consumers in Each Country, 2009



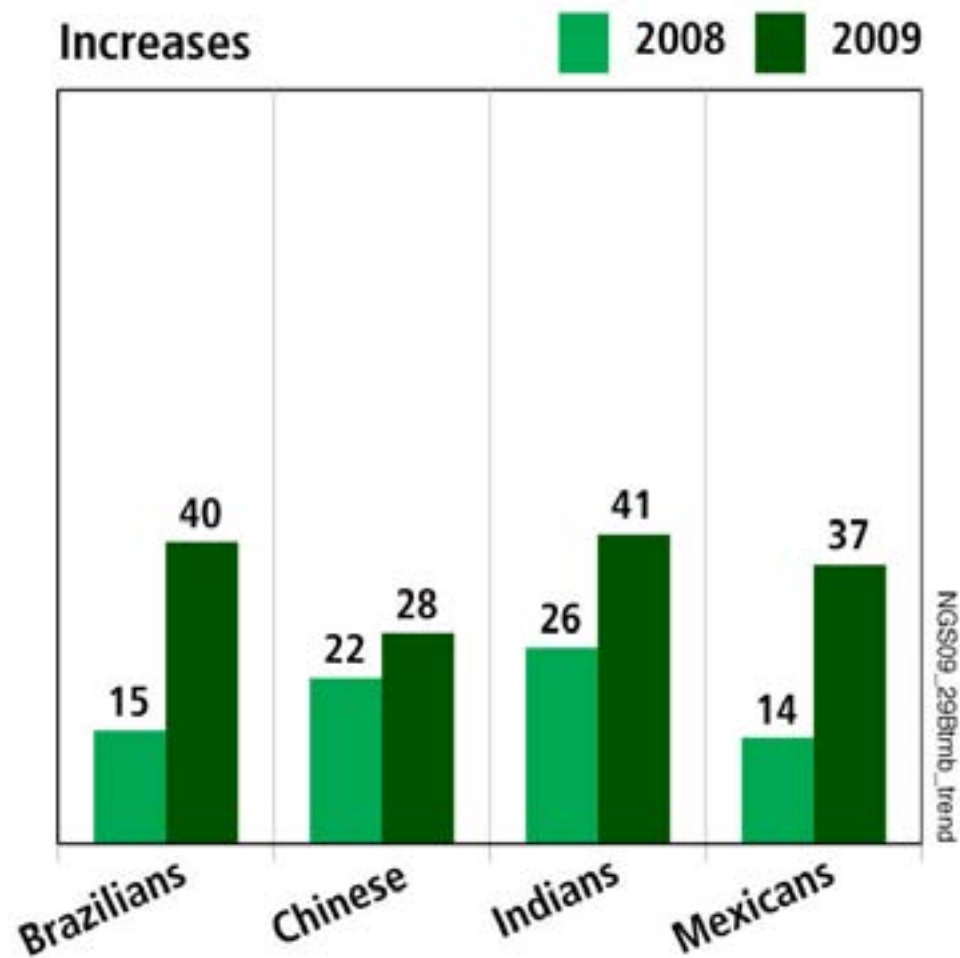
69 The white space in this chart represents “3” (on a scale of 1 to 5 where 1 means “Strongly disagree” and 5 means “Strongly agree”) and “DK/NA.”



Owning a Luxury Car Is a Very Important Goal in My Life



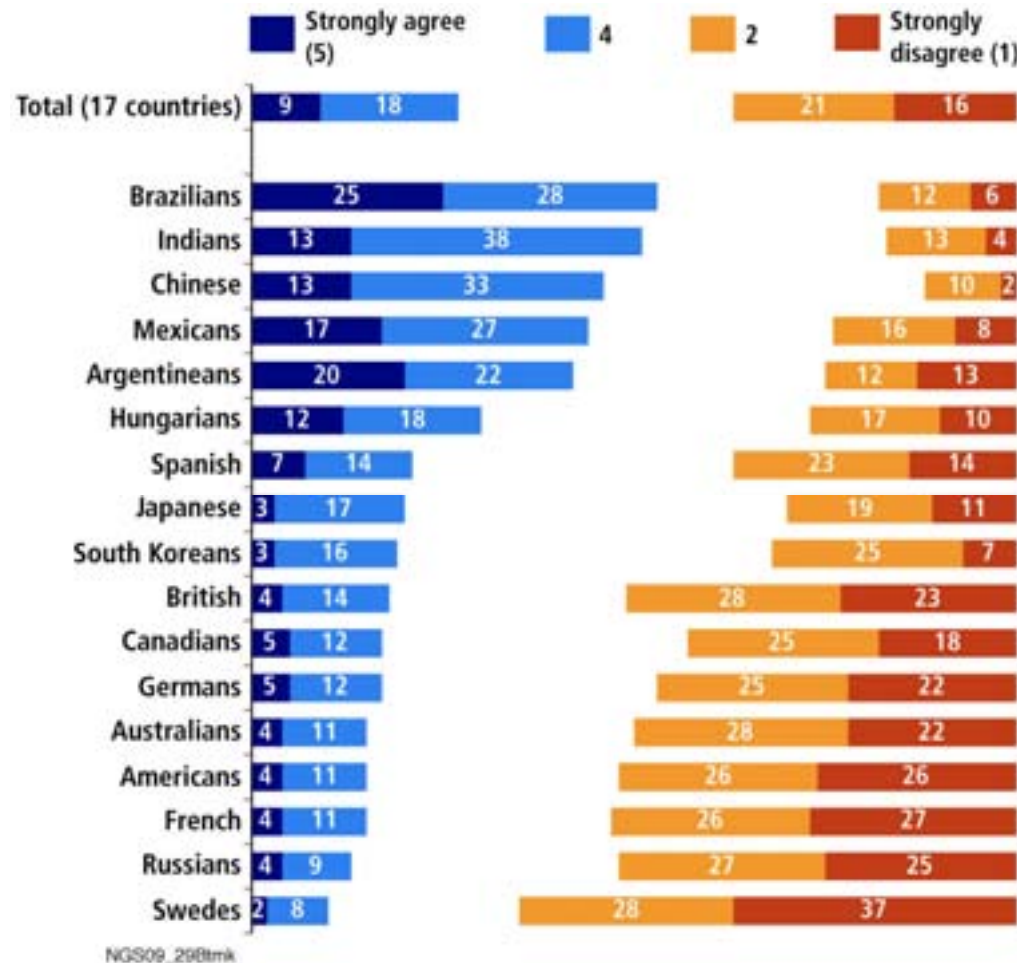
“Total Agree (4+5),” Percentage of Consumers in Each Country, Trends: 2008–2009



People I Know Have Encouraged Me to Become More Environmentally Responsible through Their Words and Actions



Percentage of Consumers in Each Country, 2009



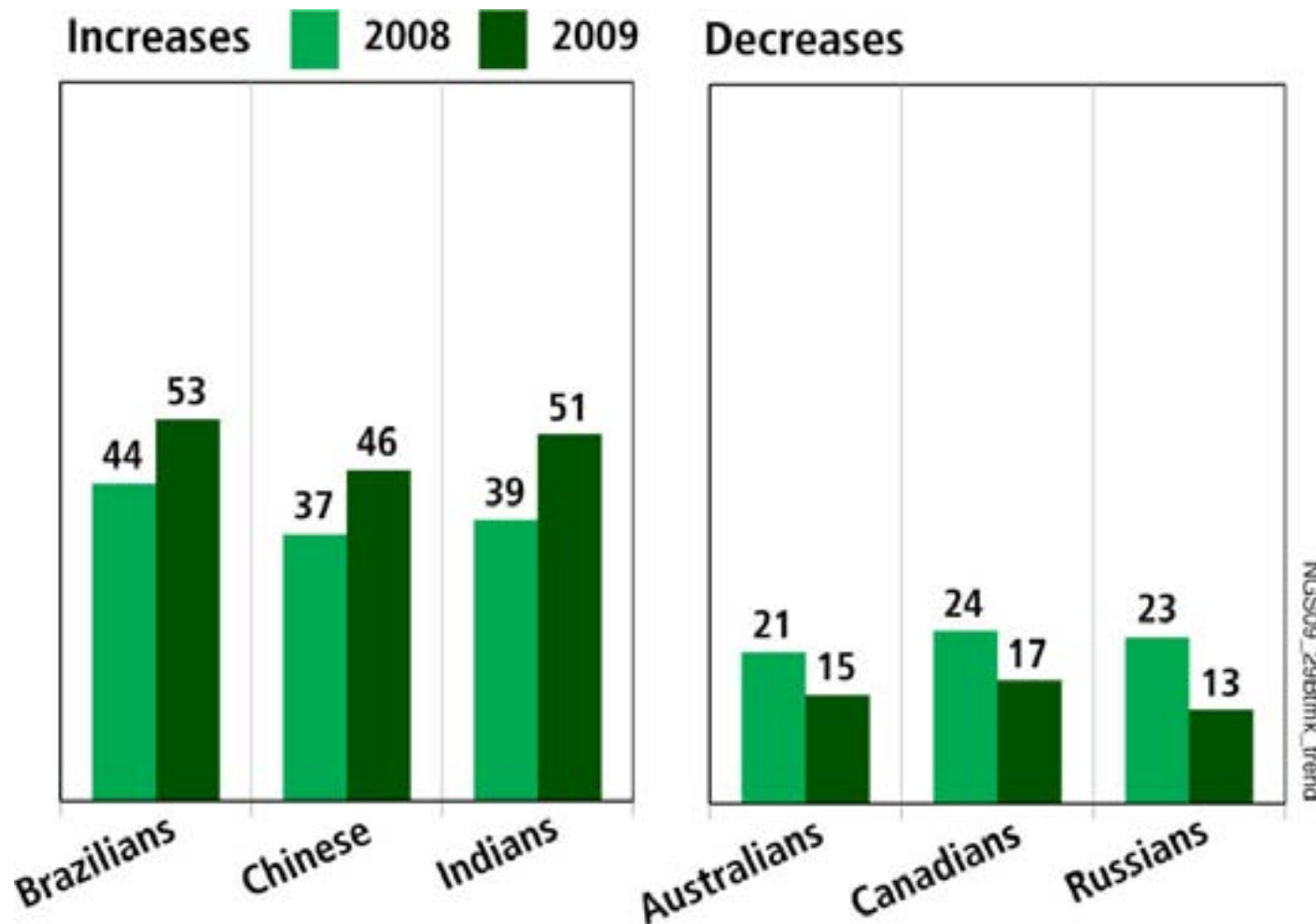
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People I Know Have Encouraged Me to Become More Environmentally Responsible through Their Words and Actions



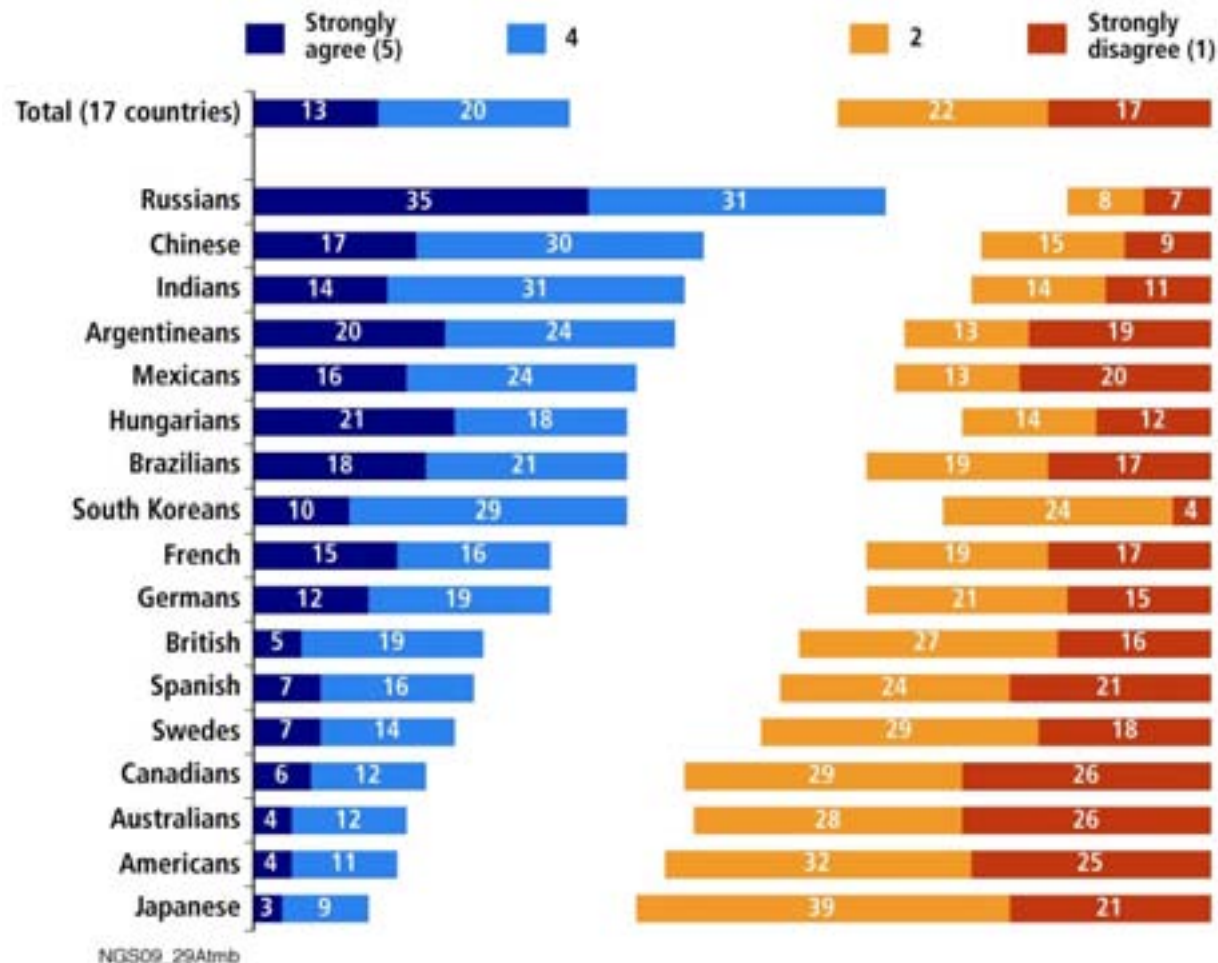
“Total Agree (4+5),” Percentage of Consumers in Each Country, Trends: 2008–2009



The Impact That Our Society Has on the Environment Is So Severe That There Is Very Little Individuals Can Do about It



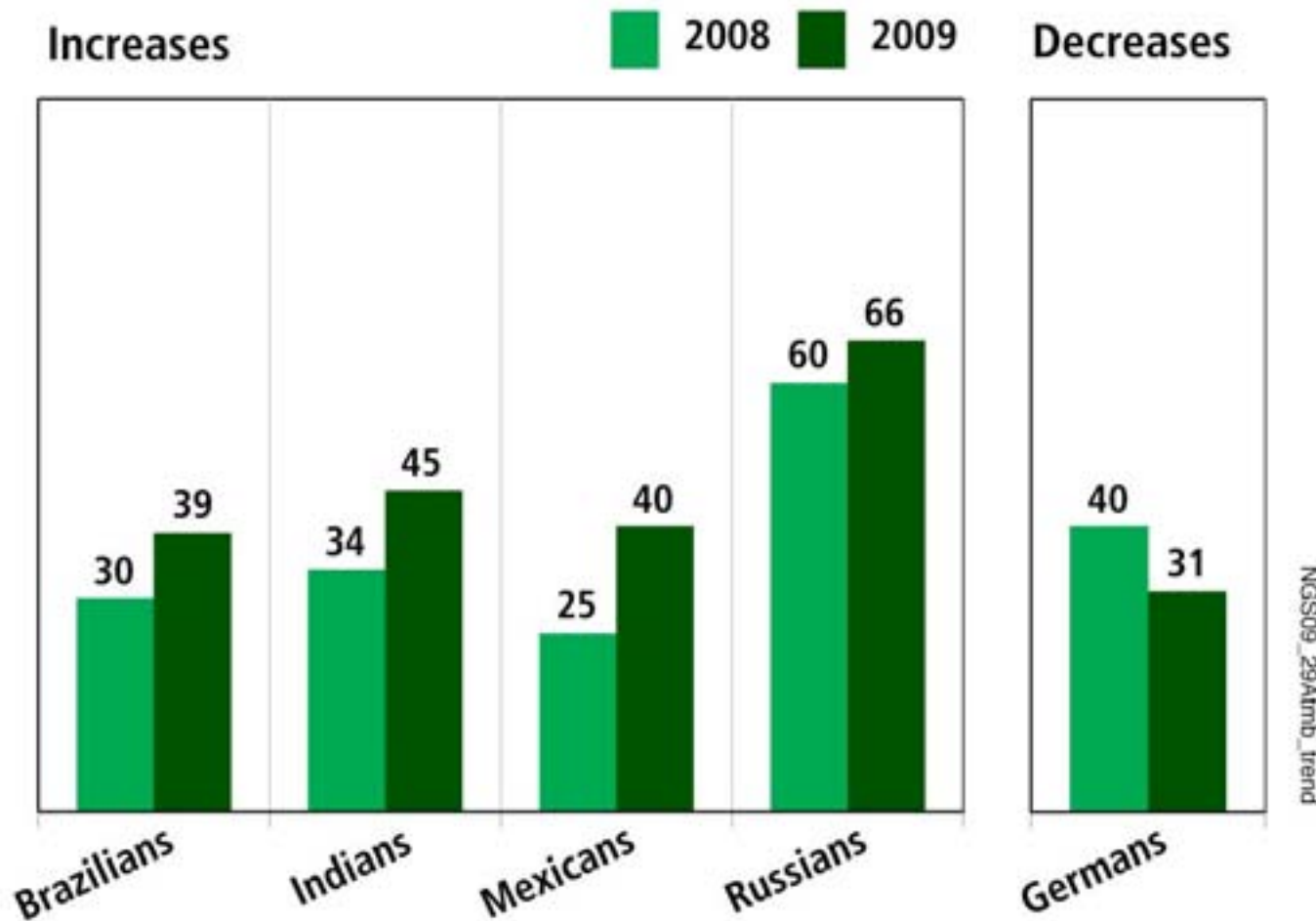
Percentage of Consumers in Each Country, 2009



The Impact That Our Society Has on the Environment Is So Severe That There Is Very Little Individuals Can Do about It



“Total Agree (4+5),” Percentage of Consumers in Each Country, Trends: 2008–2009



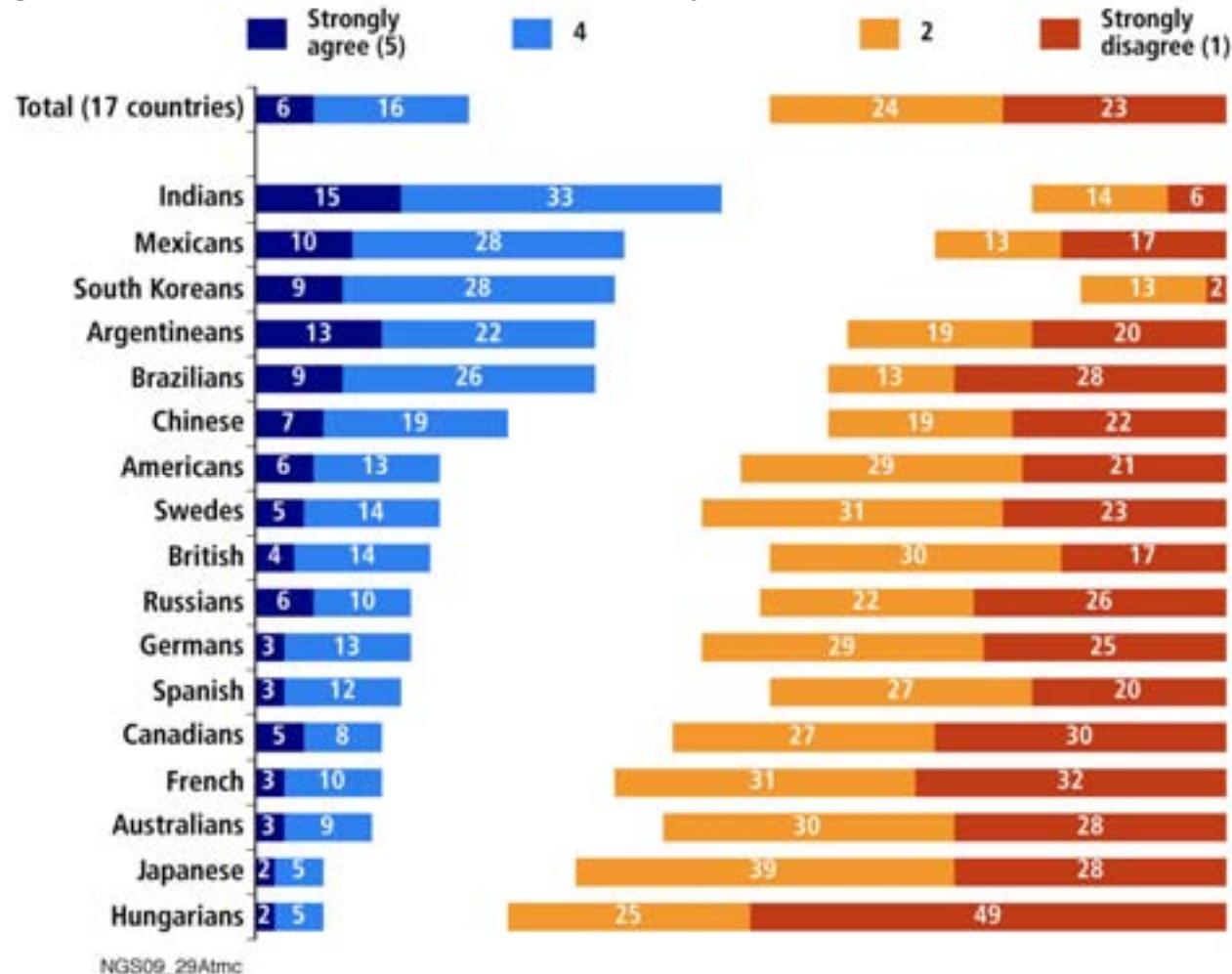
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New Technology Will Ultimately Solve Our Environmental Problems, Requiring Very Little Change in Human Behavior



Percentage of Consumers in Each Country, 2009



75

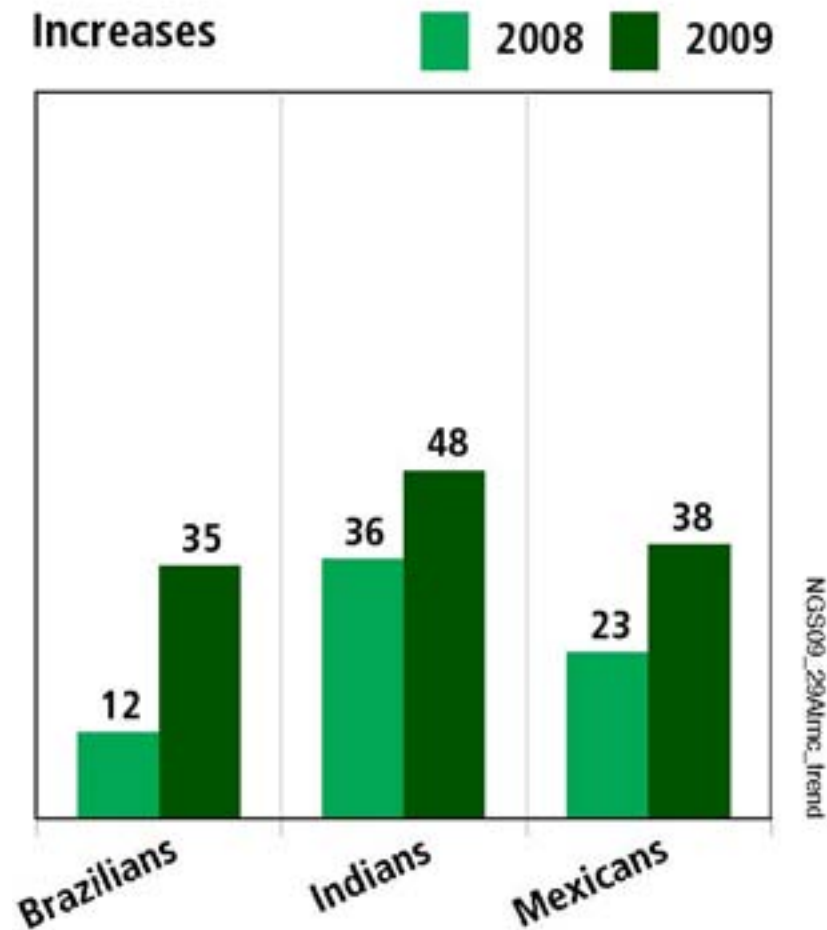
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New Technology Will Ultimately Solve Our Environmental Problems, Requiring Very Little Change in Human Behavior



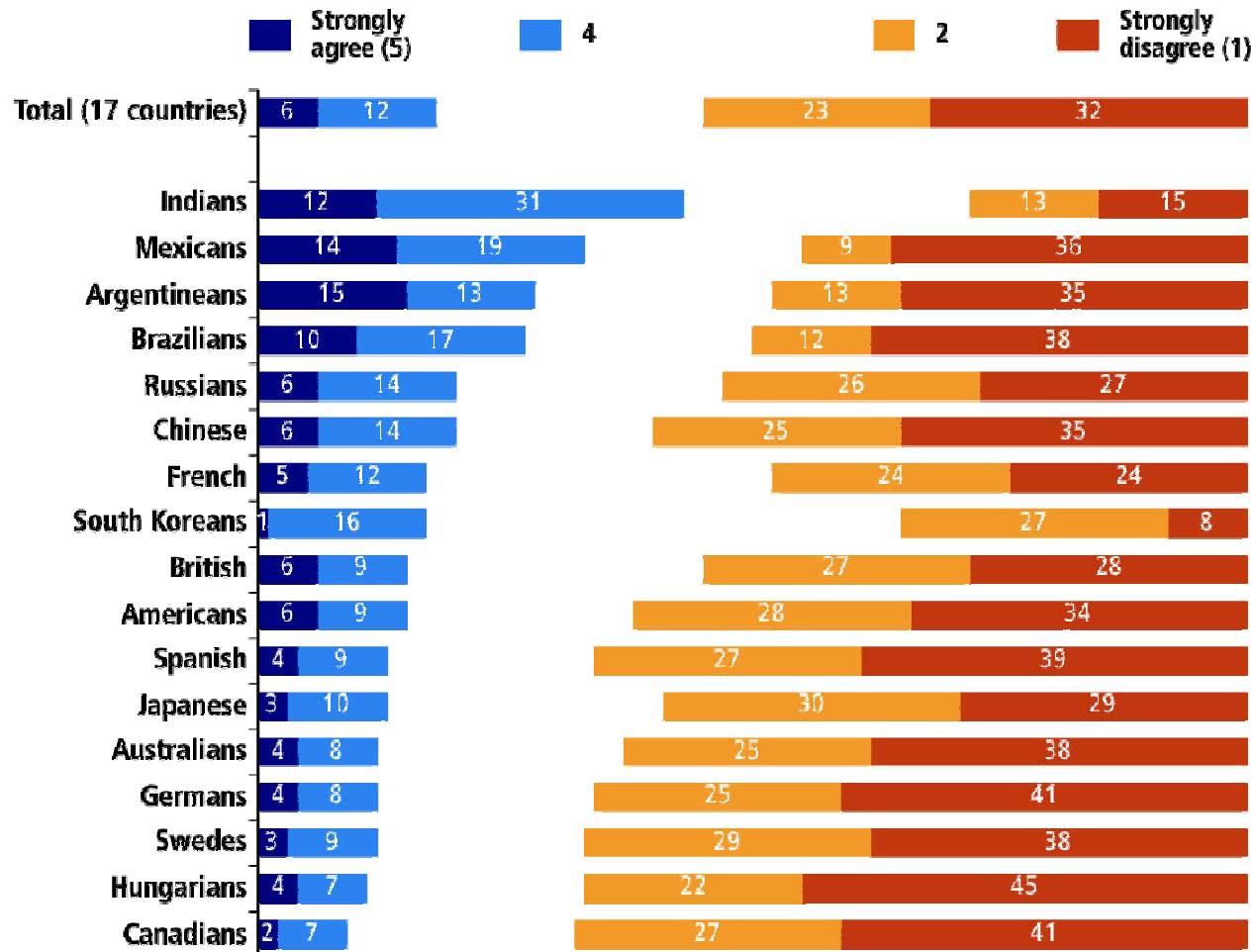
“Total Agree (4+5),” Percentage of Consumers in Each Country, Trends: 2008–2009



The Environmental Movement Is a Passing Fad



Percentage of Consumers in Each Country, 2009



NGS09_28A.tml

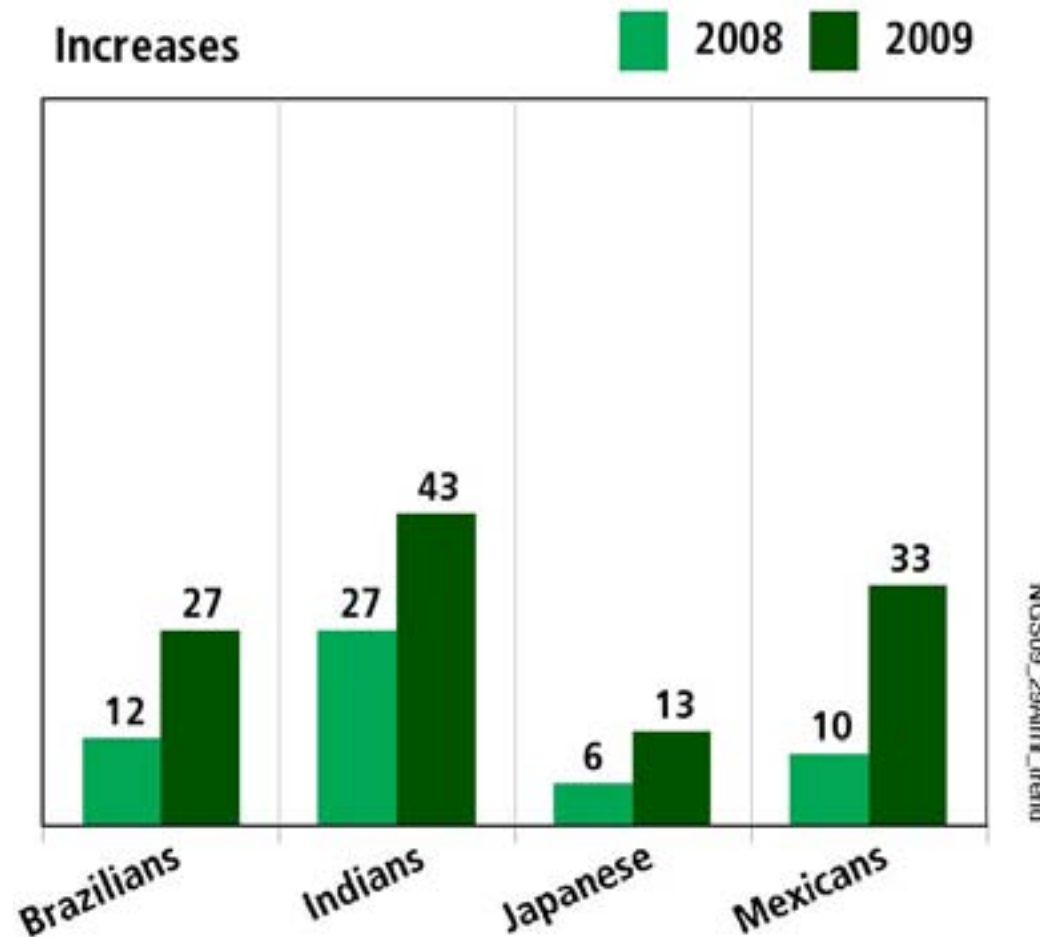
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The Environmental Movement Is a Passing Fad



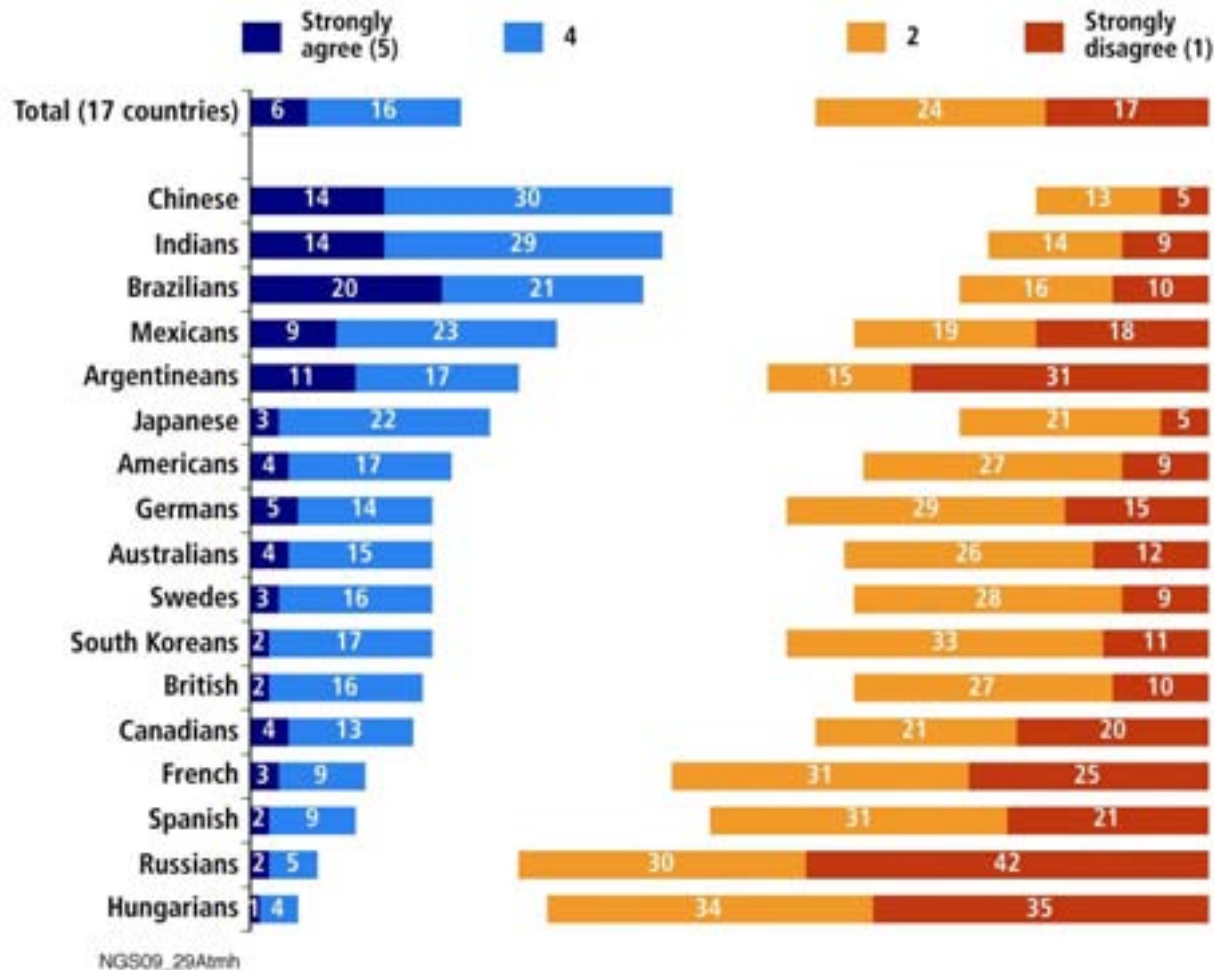
“Total Agree (4+5),” Percentage of Consumers in Each Country, Trends: 2008–2009



Companies and Industries Are Currently Working Very Hard to Make Sure That We Have a Clean Environment in My Country



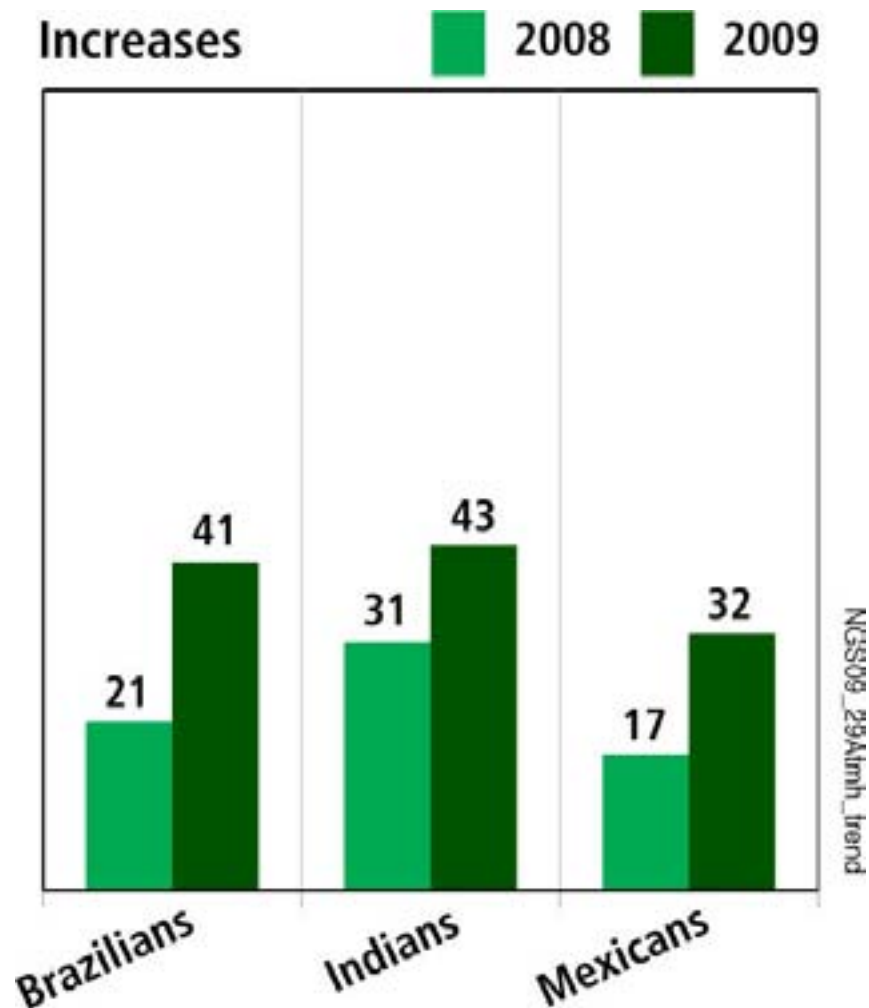
Percentage of Consumers in Each Country, 2009



Companies and Industries Are Currently Working Very Hard to Make Sure That We Have a Clean Environment in My Country



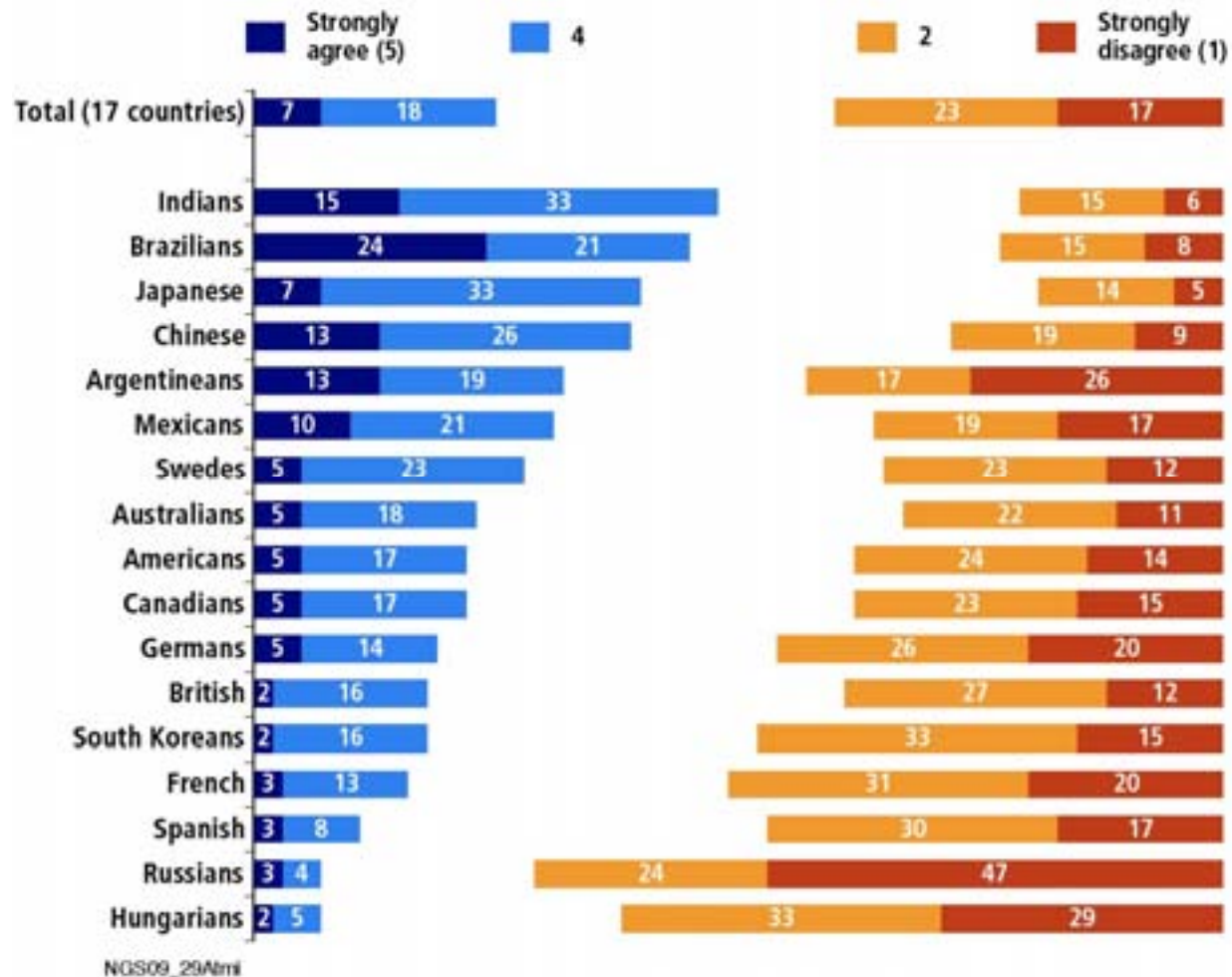
“Total Agree (4+5),” Percentage of Consumers in Each Country, Trends: 2008–2009



The Automobile Industry in My Country Is Working Hard to Be Environmentally Responsible



Percentage of Consumers in Each Country, 2009



NGS09_29Atrr

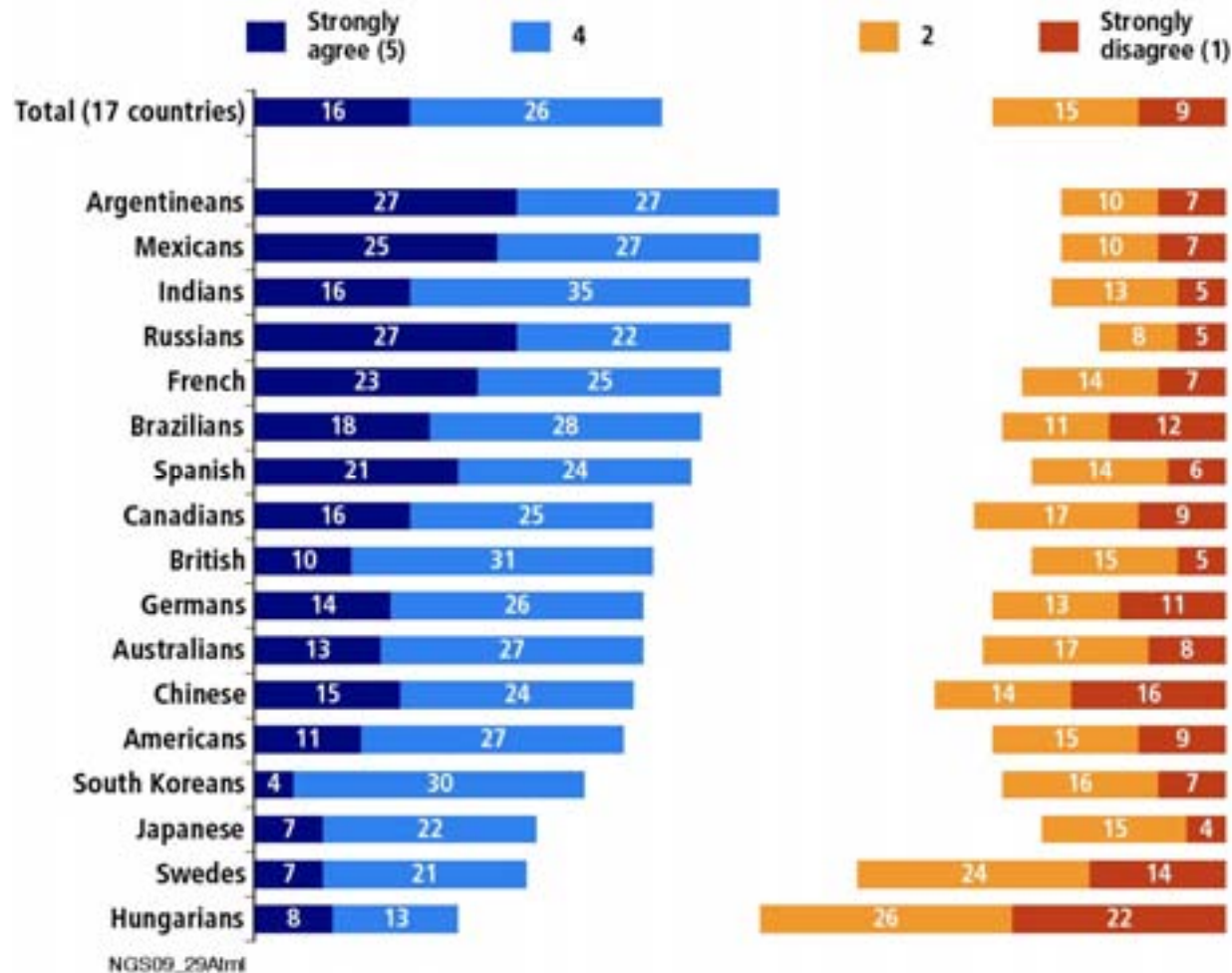
81 The white space in this chart represents “3” (on a scale of 1 to 5 where 1 means “Strongly disagree” and 5 means “Strongly agree”) and “DK/NA.”



The Media and Advertising Are Encouraging Us to Consume in an Environmentally Irresponsible Way



Percentage of Consumers in Each Country, 2009



NGS09_29Aml

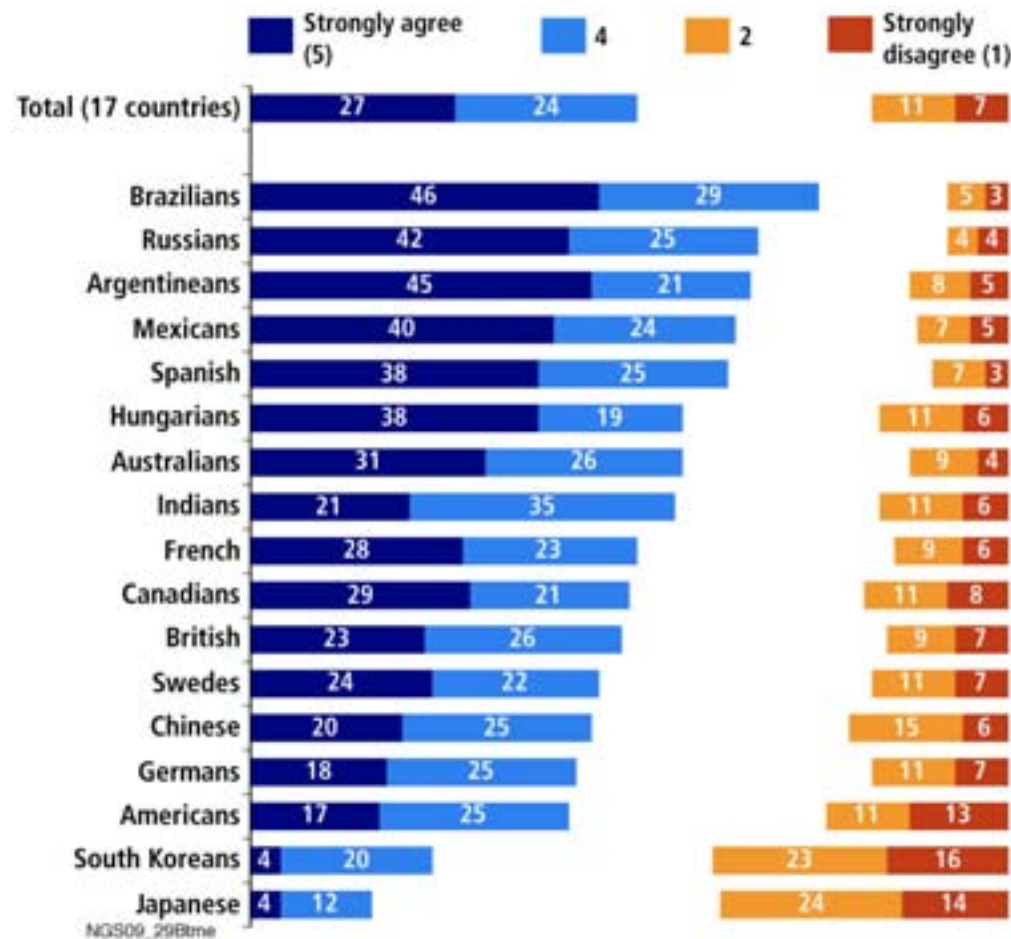
82 The white space in this chart represents “3” (on a scale of 1 to 5 where 1 means “Strongly disagree” and 5 means “Strongly agree”) and “DK/NA.”



People in All Countries Should Have the Same Standard of Living as People in the Most Wealthy Countries



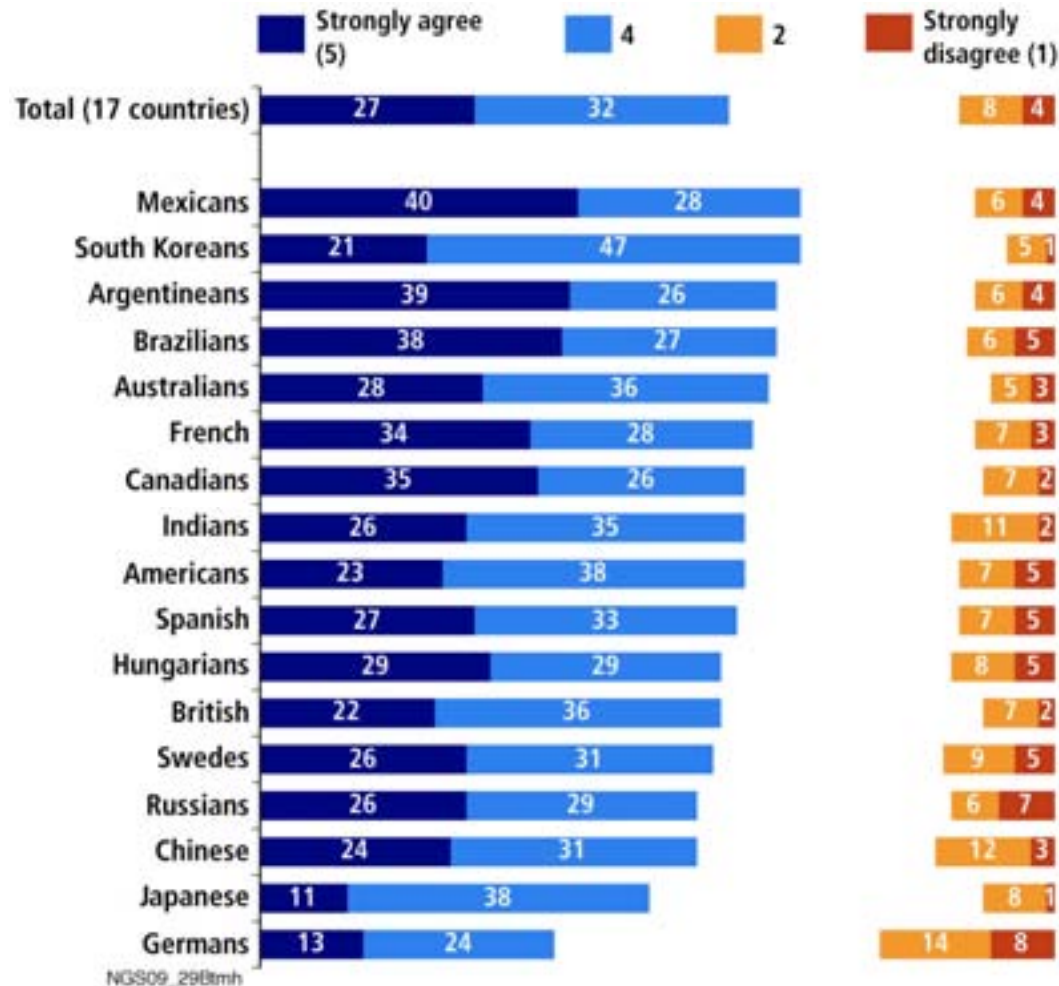
Percentage of Consumers in Each Country, 2009



As a Society, We Will Need to Consume a Lot Less to Improve the Environment for Future Generations



Percentage of Consumers in Each Country, 2009

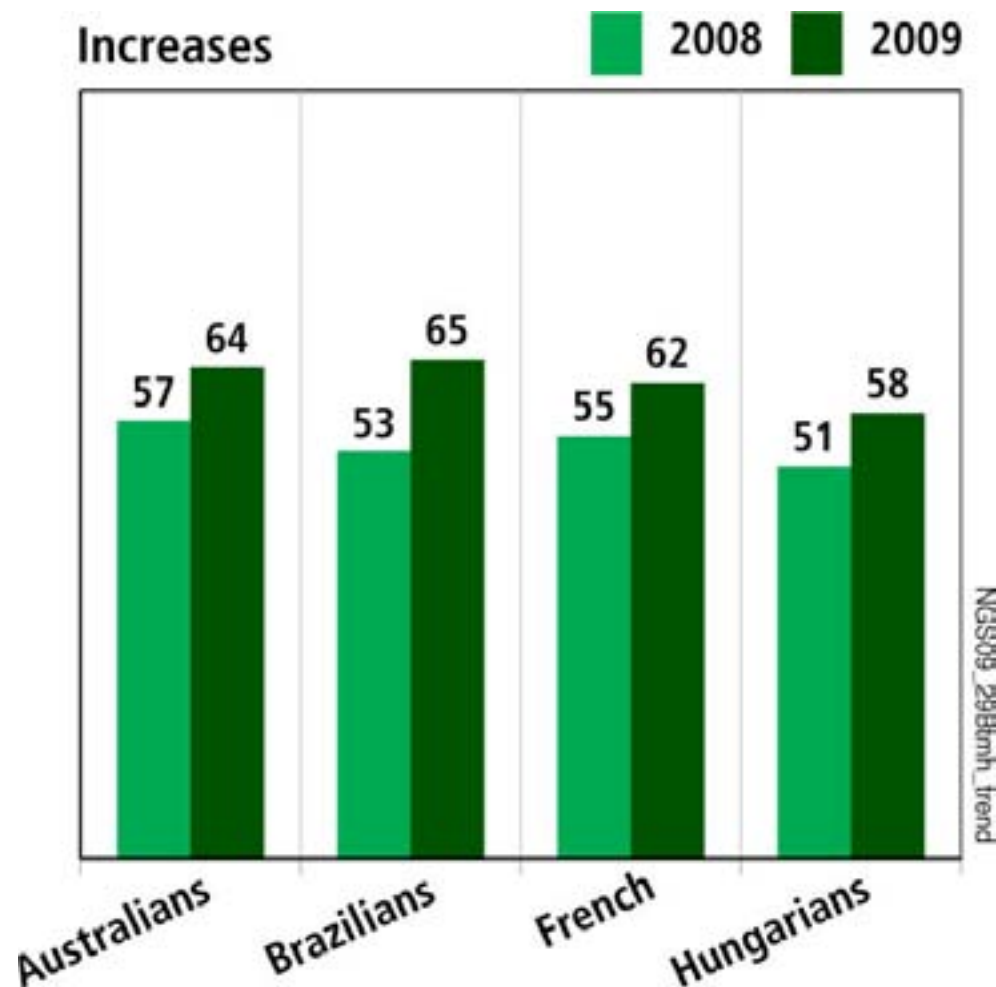


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As a Society, We Will Need to Consume a Lot Less to Improve the Environment for Future Generations



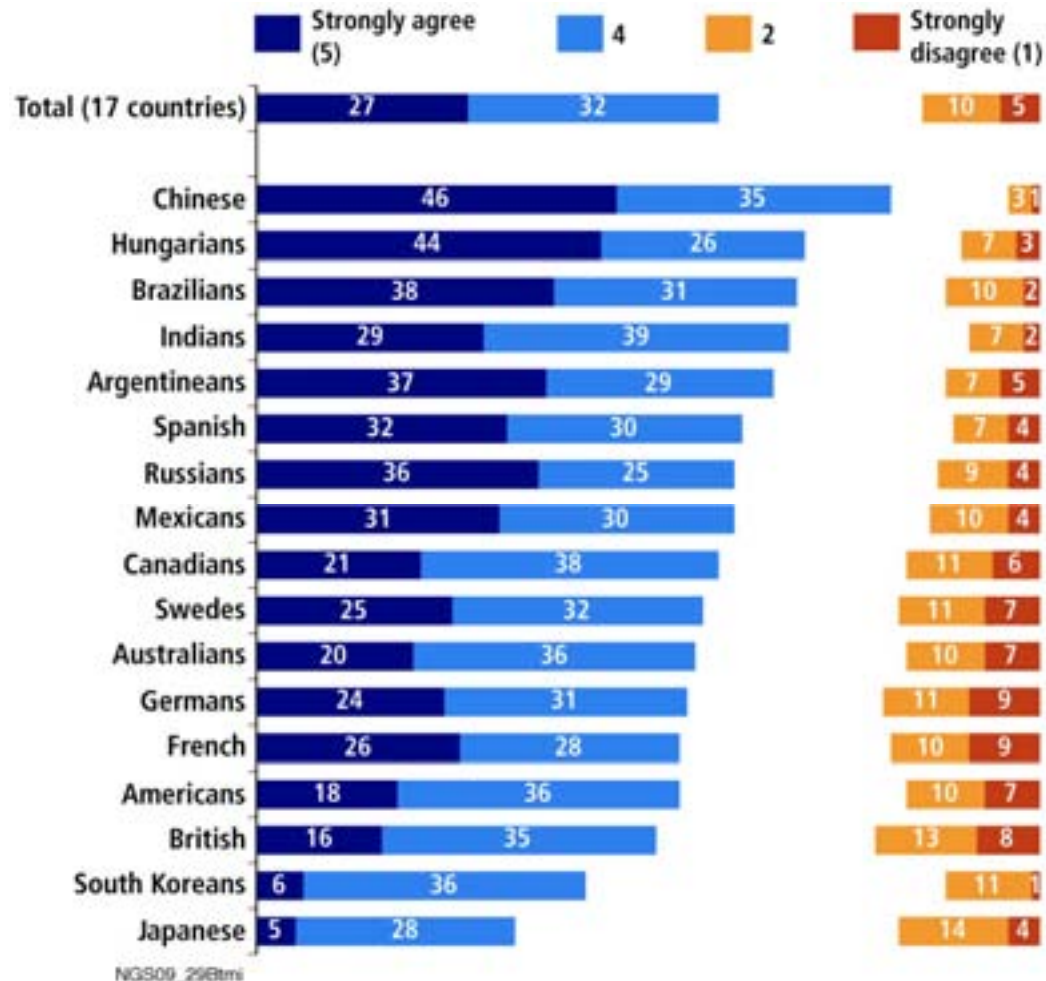
“Total Agree (4+5),” Percentage of Consumers in Each Country, Trends: 2008–2009



I Am Willing to Pay More for an Energy-Saving Product if It Will Save Me Money Over the Product's Life Due to Lower Energy Costs



Percentage of Consumers in Each Country, 2009



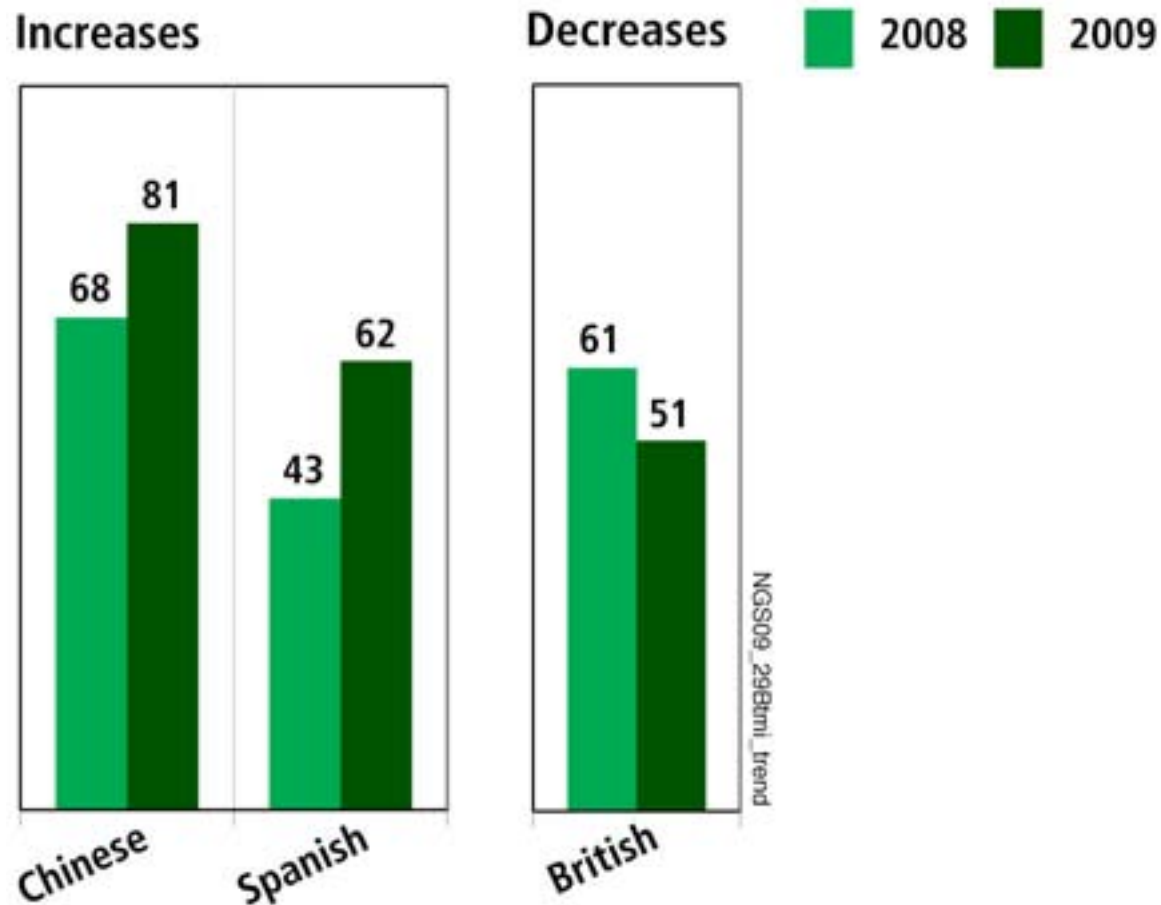
86 The white space in this chart represents “3” (on a scale of 1 to 5 where 1 means “Strongly disagree” and 5 means “Strongly agree”) and “DK/NA.”



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“Total Agree (4+5),” Percentage of Consumers in Each Country, Trends: 2008–2009

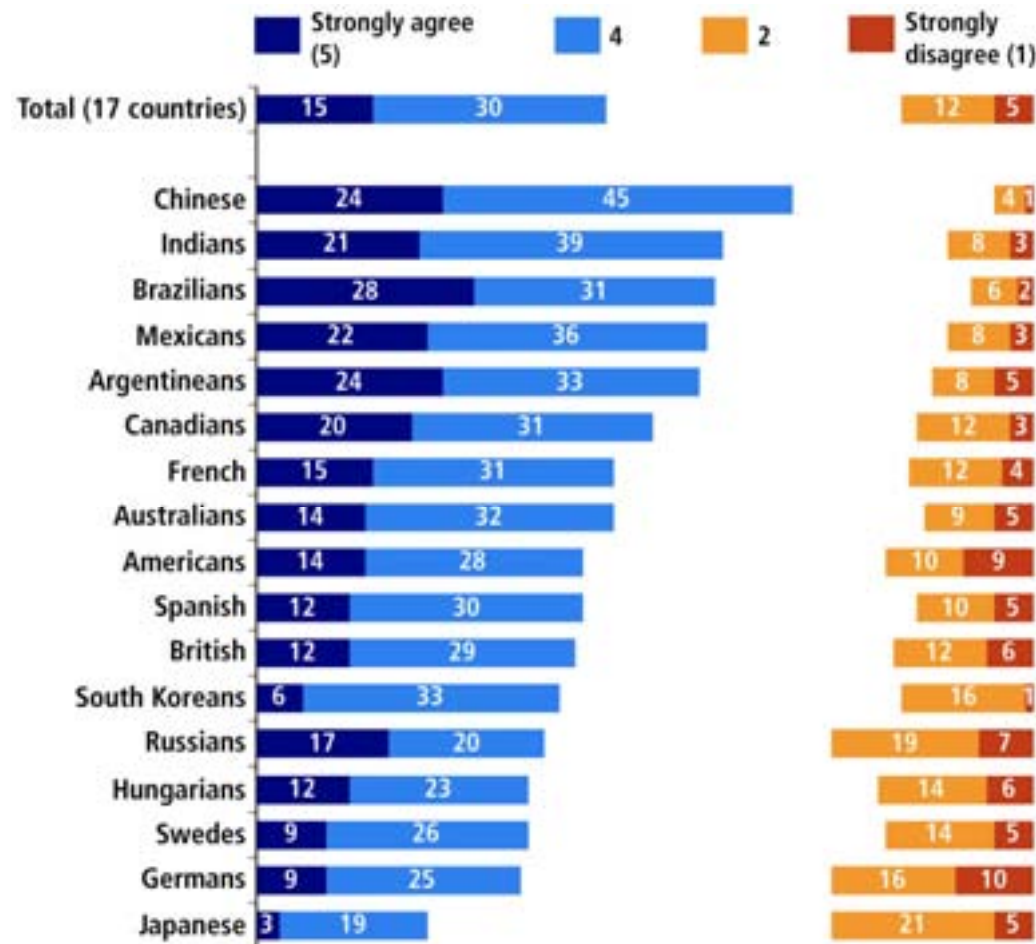


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I Am Currently Trying Very Hard to Reduce My Own Negative Impact on the Environment



Percentage of Consumers in Each Country, 2009



NGS09_298.html

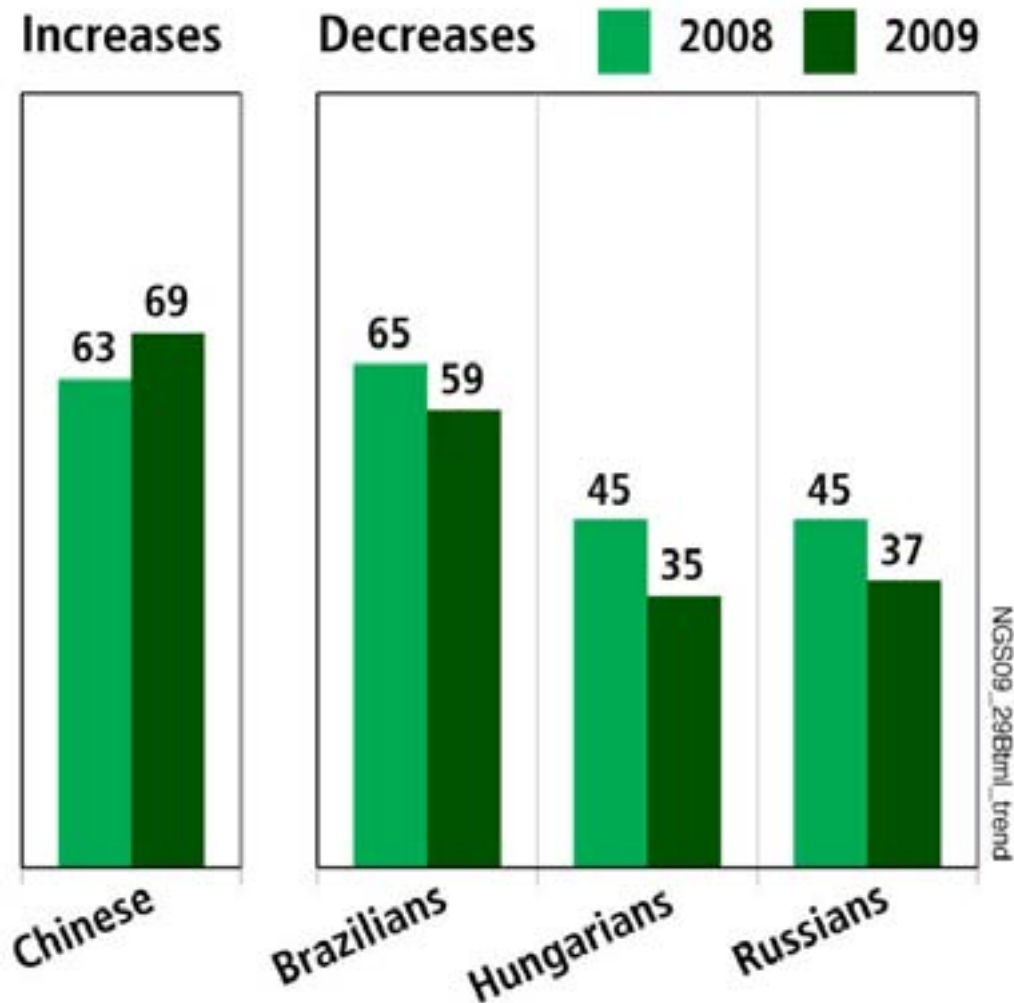
88 The white space in this chart represents “3” (on a scale of 1 to 5 where 1 means “Strongly disagree” and 5 means “Strongly agree”) and “DK/NA.”



I Am Currently Trying Very Hard to Reduce My Own Negative Impact on the Environment



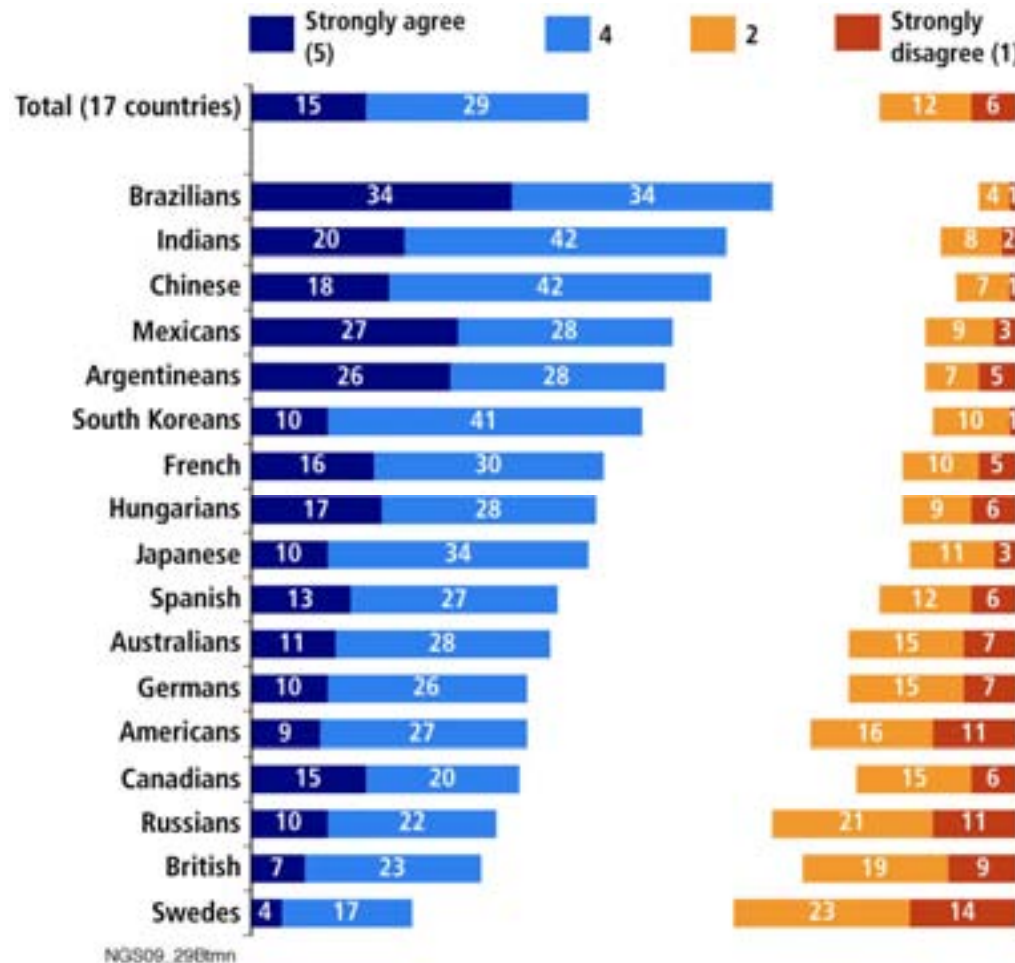
“Total Agree (4+5),” Percentage of Consumers in Each Country, Trends 2008–2009



I Have Recently Been Paying More Attention to News Stories about the Environment



Percentage of Consumers in Each Country, 2009



NGS09_2908mm

Housing

- Consumers in North America, Australia, and Great Britain tend to have larger primary residences than respondents in other countries; however, respondents from these countries do not consider it a major life goal to own a big house. In contrast, consumers in Brazil, Hungary, South Korea, and Russia live in much smaller dwellings of usually three rooms or less.
- In developing countries consumers tend to be more likely to identify owning a big house as a life goal. For consumers in developing economies such as Brazil, China, India, and Mexico specifically, this sentiment has risen since 2008.
- North American and European consumers are the most likely to heat their homes, but Americans, Canadians, and Swedes are much more likely than others to have insulation in their walls.
- Air-conditioning is very common among American and Japanese consumers, and slightly less so among consumers in Australia and China. It continues to be an unusual feature in most European households.

- Since 2008, consumers across many countries are now more likely to report that they engage in energy-saving activities such as keeping heating and cooling at low settings to save energy, minimizing their use of fresh water, and washing laundry in cold water specifically to save energy.
- Brazilian consumers continue to be much more likely to purchase renewable or “green” electricity, this has increased since 2008. Consumers in two other emerging economies, India and Mexico, have shown increases in purchases of this kind of electricity as well.
- Consumers in nearly all countries surveyed report household consumption of electricity and fuel has remained largely the same, though Brazilian and Indian consumers are the most likely to report that consumption has increased.
- Across all countries cost is cited as the number one reason for decreased consumption of energy in the household.
- Australia, Brazil, Canada, and India are the only countries in which a majority of consumers indicate environmental concerns to be the main reason behind the reduced consumption of energy in their homes.

Housing: Energy-Saving Appliances

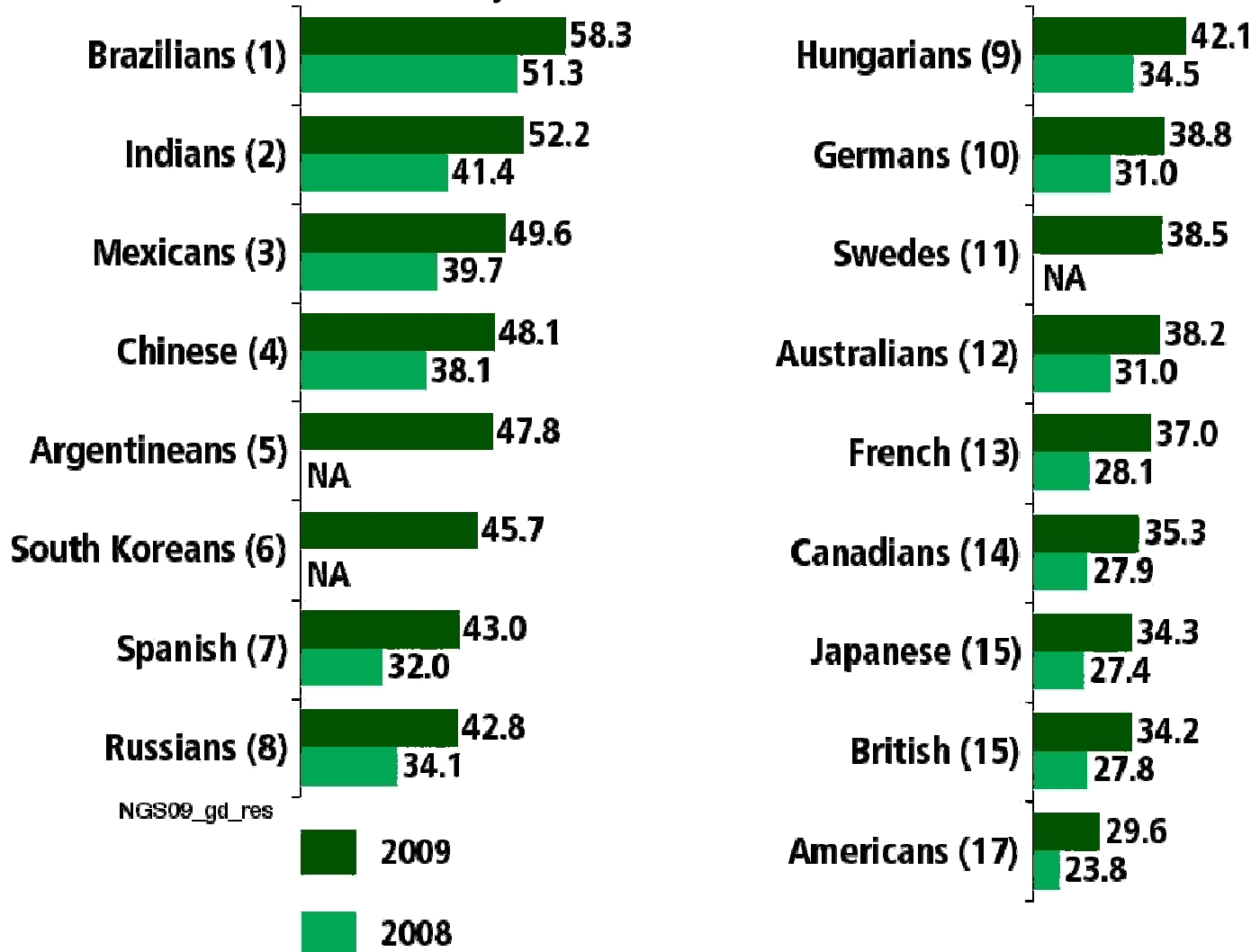


- Australian, Brazilian, Chinese, and Indian consumers are more likely in 2009 than they were in 2008 to report owning energy-saving appliances (though Chinese and Indian consumers continue to be less likely to own such appliances). Canadians also report higher instances of owning most energy-saving appliances this year.
- Consumers in seven of the countries surveyed are more likely this year than in 2008 to report owning an energy-saving television. Brazilian and Chinese consumers report the largest increases since last year.
- These increases are likely a result of increased availability and affordability of energy-saving appliances, as manufacturers making a shift toward supplying energy-saving appliances.

Greendex Rankings: Housing



Consumers in Each Country, 2008–2009



Relative Changes in Housing Sub-Index Scores



Countries in which the average consumer's housing score **improved** notably **more** than in other countries:

- India
- China
- Mexico
- Spain
- France

Countries in which the average consumer's housing score **improved** notably **less** than in other countries:

- Japan
- Great Britain
- USA

Sub-Index Content: Housing



The Housing sub-index consists of 24 variables measuring the following:

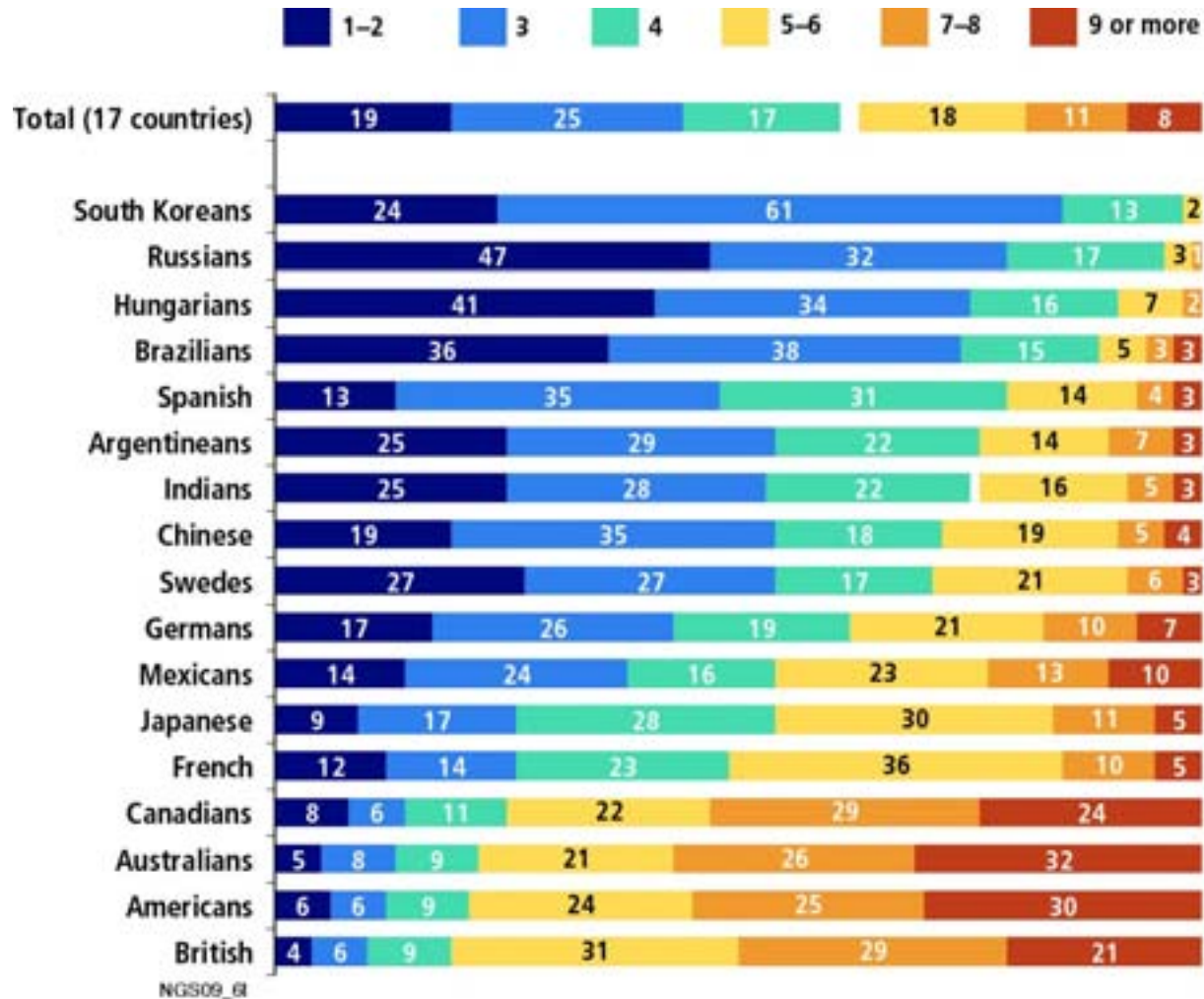
- Size of residence relative to number of inhabitants
- Home heating and cooling, including fuel source
- Hot water and water heating equipment
- Recent upgrades to residence that result in more efficient heating or cooling
- Consumption of renewable energy (both through the grid and generated onsite)
- Energy-efficient major appliances
- Water usage

Questions Included in Housing Sub-Index

Number of Rooms in Primary Residence



Percentage of Consumers in Each Country, 2009



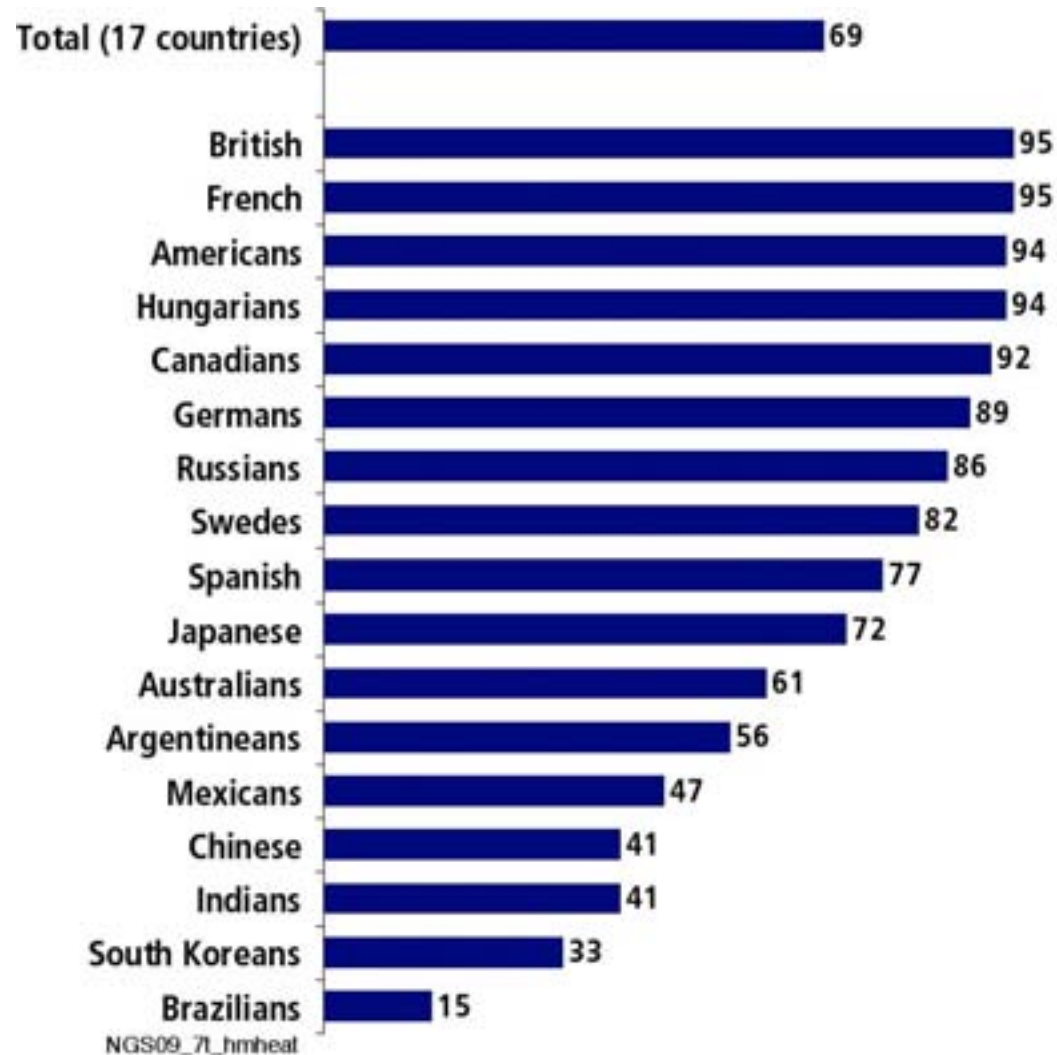
99 The white space in this chart represents “DK/NA.”



Features of Primary Residence: Home Heating



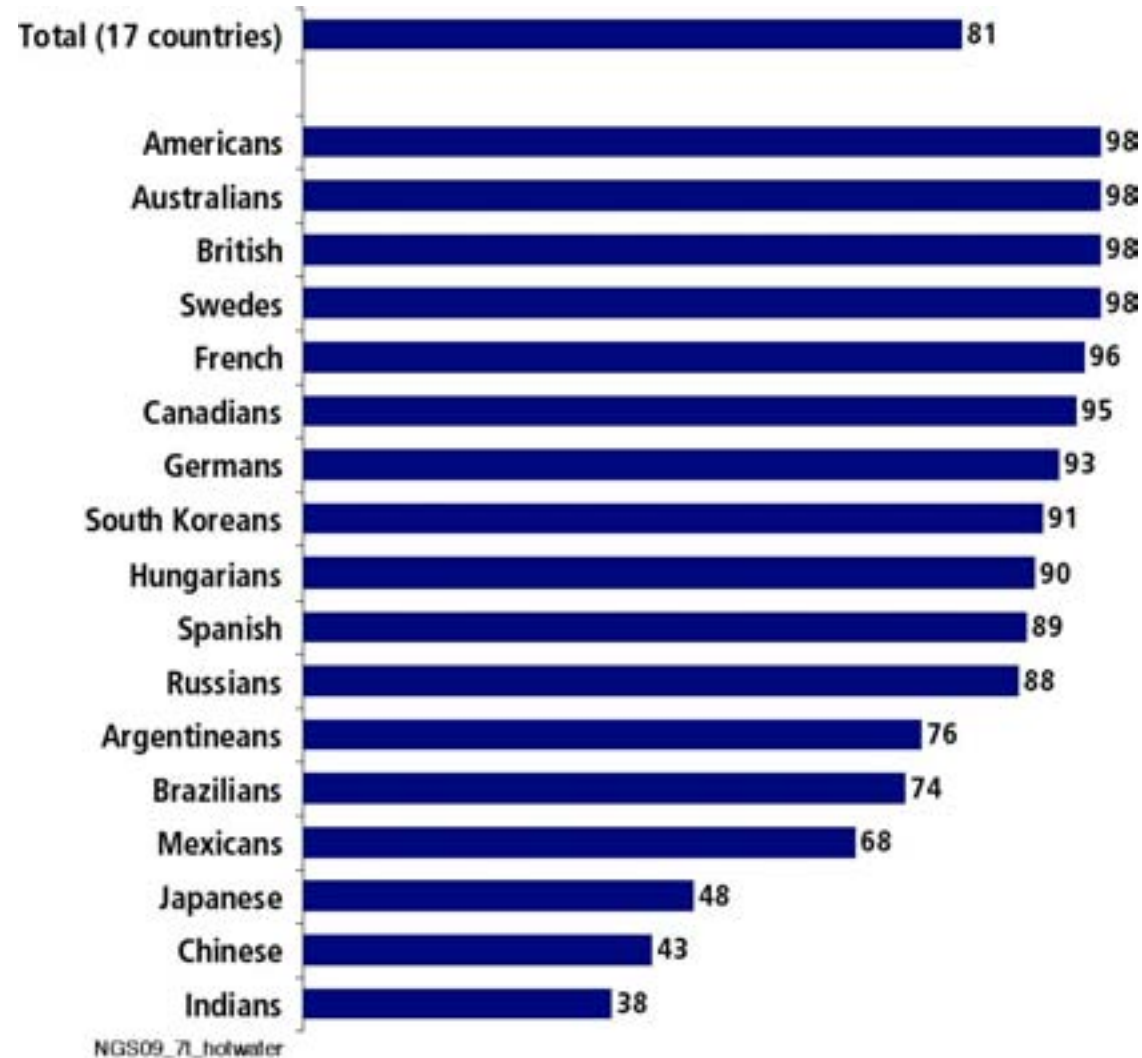
Percentage of Consumers in Each Country, 2009



Features of Primary Residence: Hot Running Water



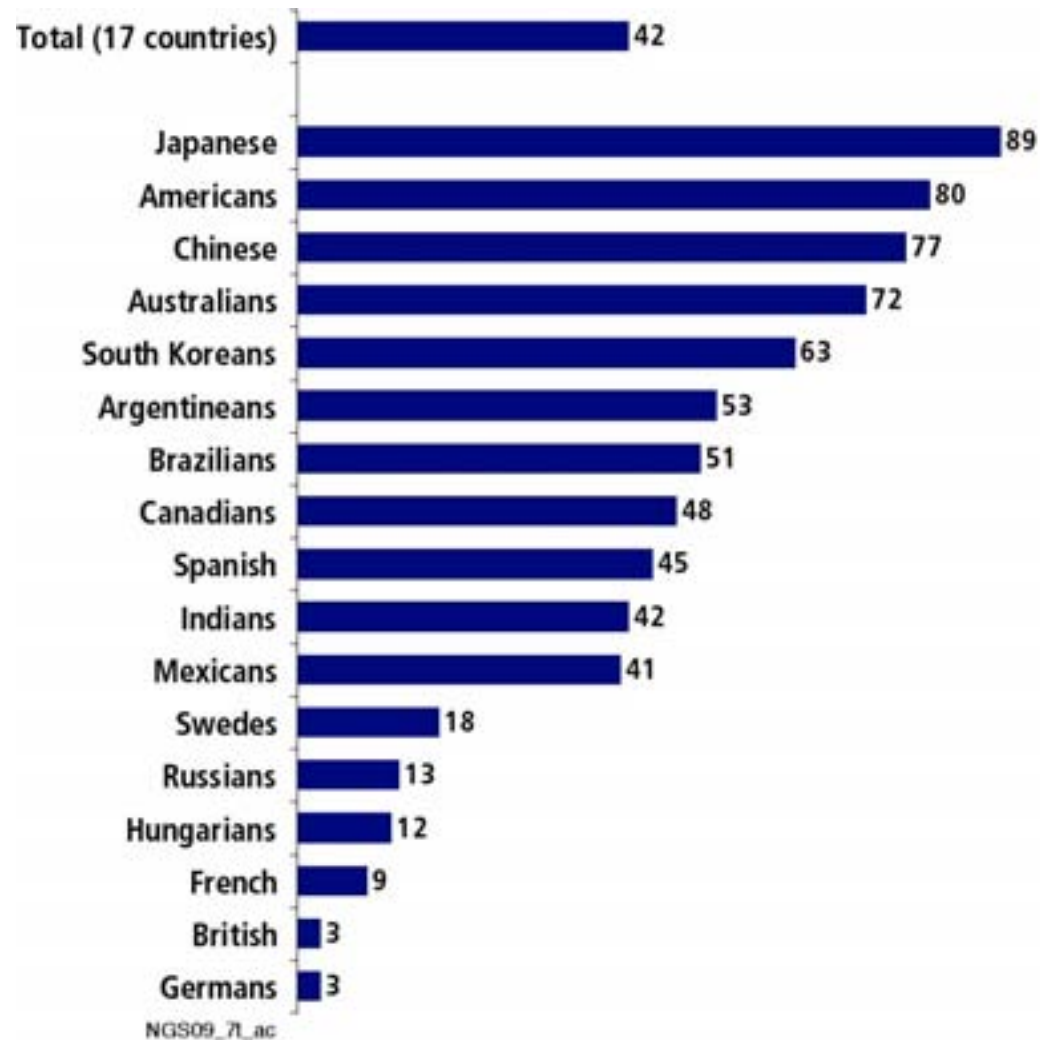
Percentage of Consumers in Each Country, 2009



Features of Primary Residence: Air Conditioning



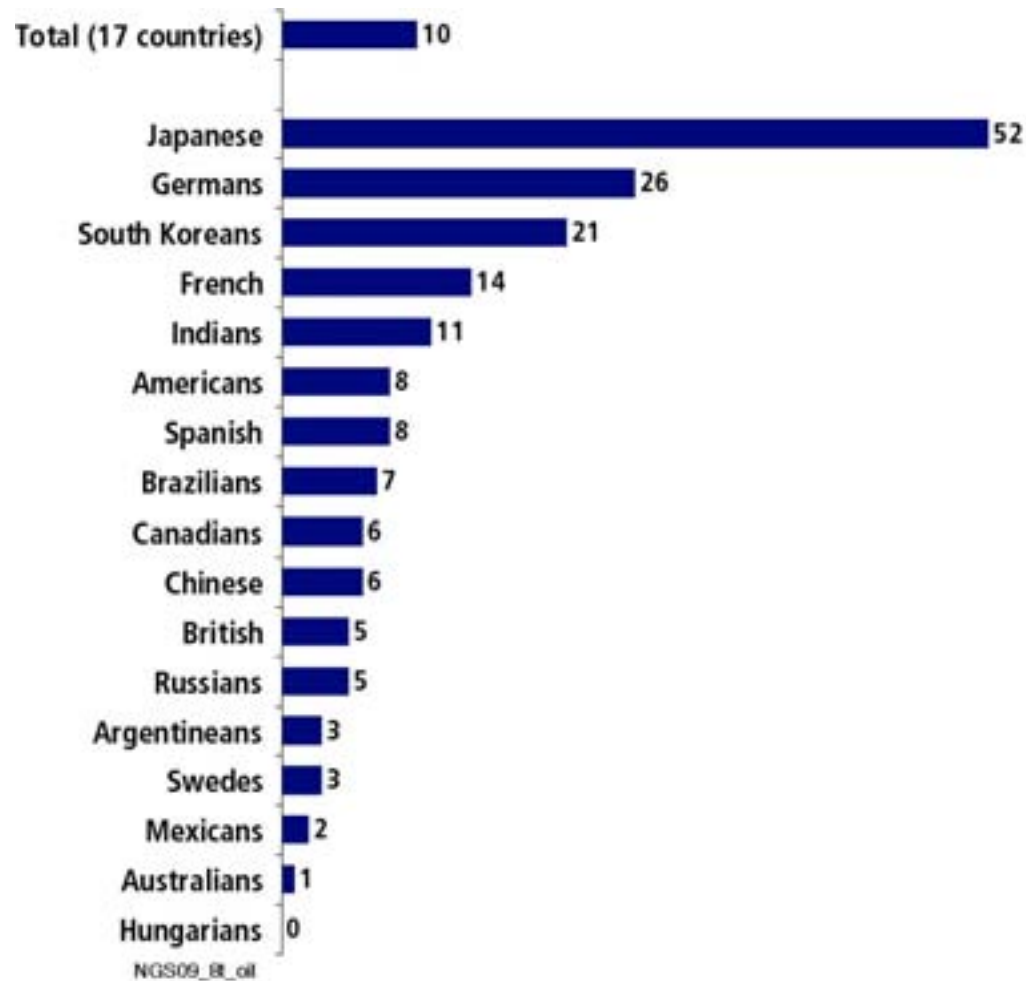
Percentage of Consumers in Each Country, 2009



Oil Primary Source to Heat Home



Percentage of Consumers in Each Country, 2009



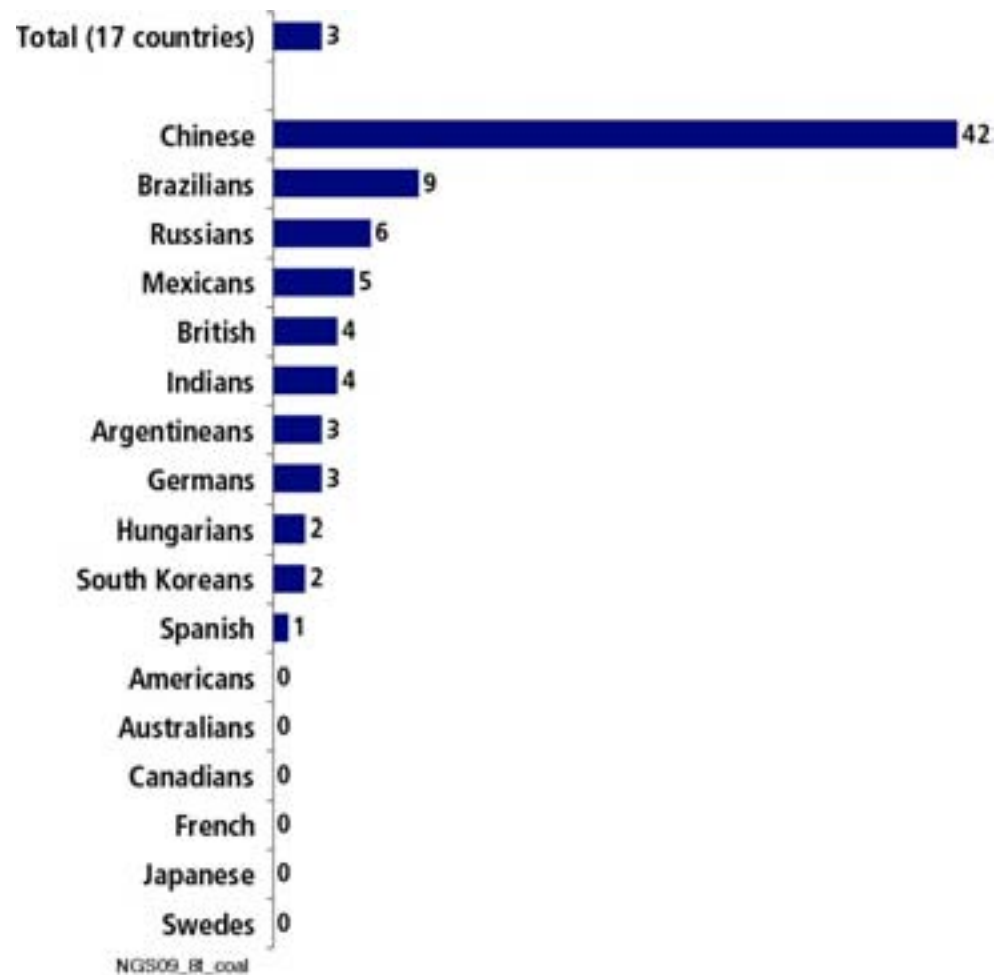
103 Subsample: Those who answered their home is heated ($n=11,930$)



Coal Primary Source to Heat Home



Percentage of Consumers in Each Country, 2009



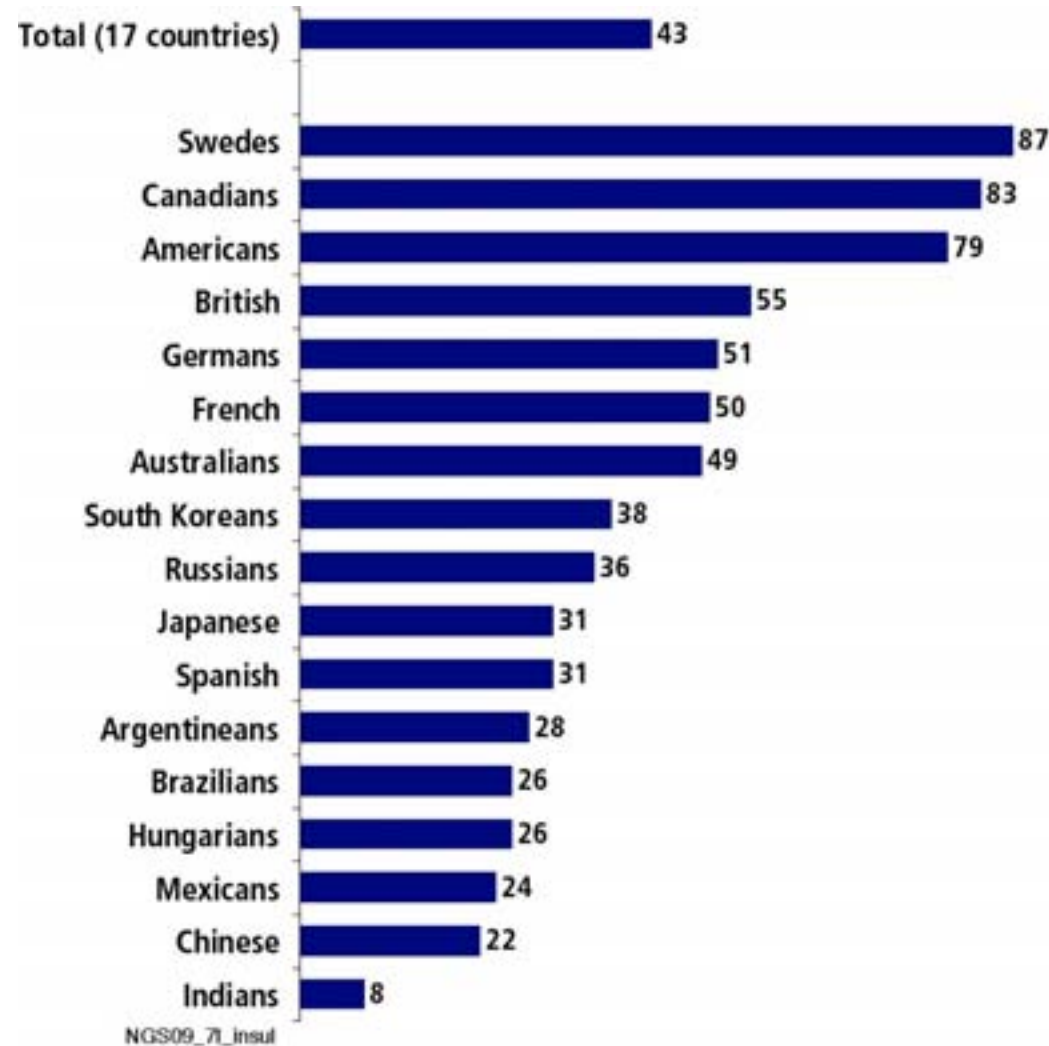
104 Subsample: Those who answered their home is heated ($n=11,930$)



Features of Primary Residence: Insulation in the Walls



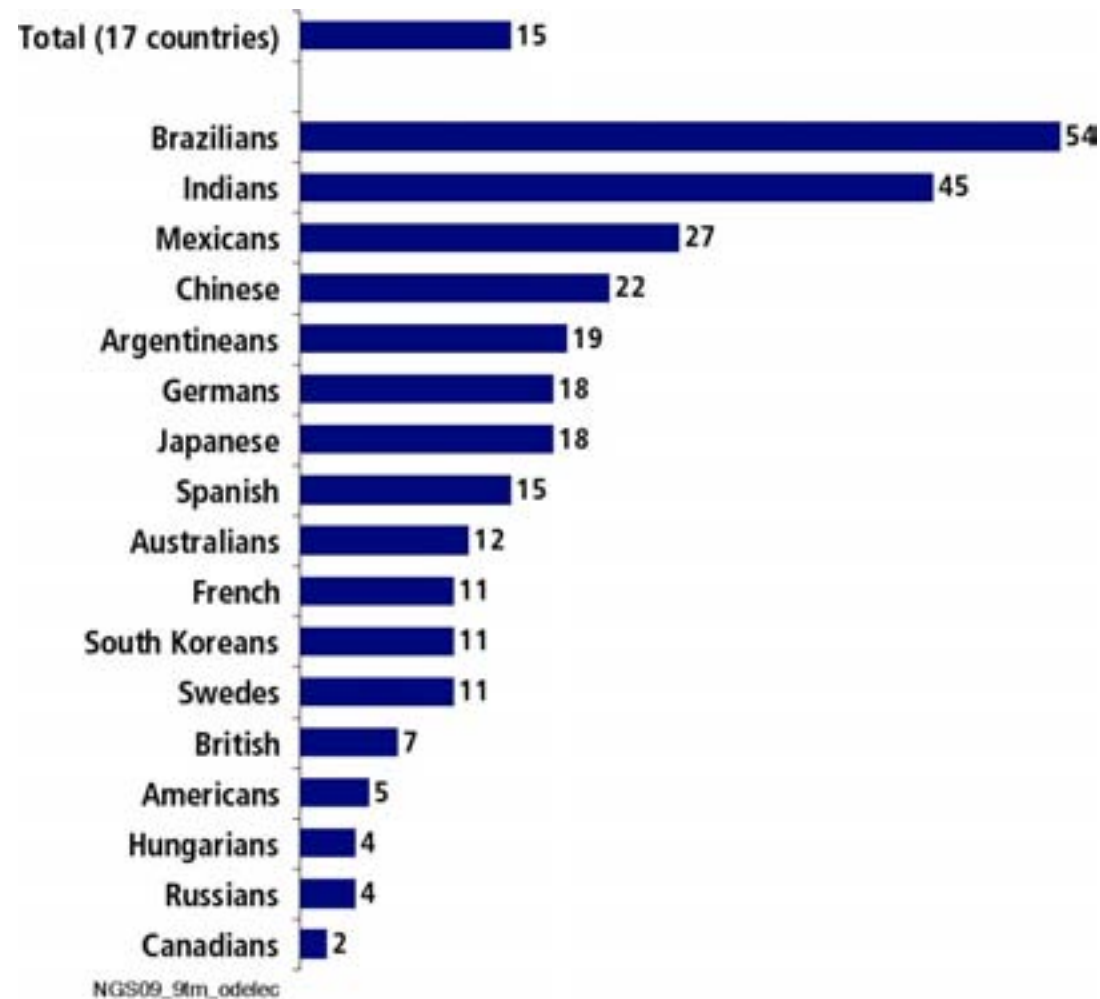
Percentage of Consumers in Each Country, 2009



On-Demand Electrical Water Heater Used to Heat Running Water



Percentage of Consumers in Each Country, 2009



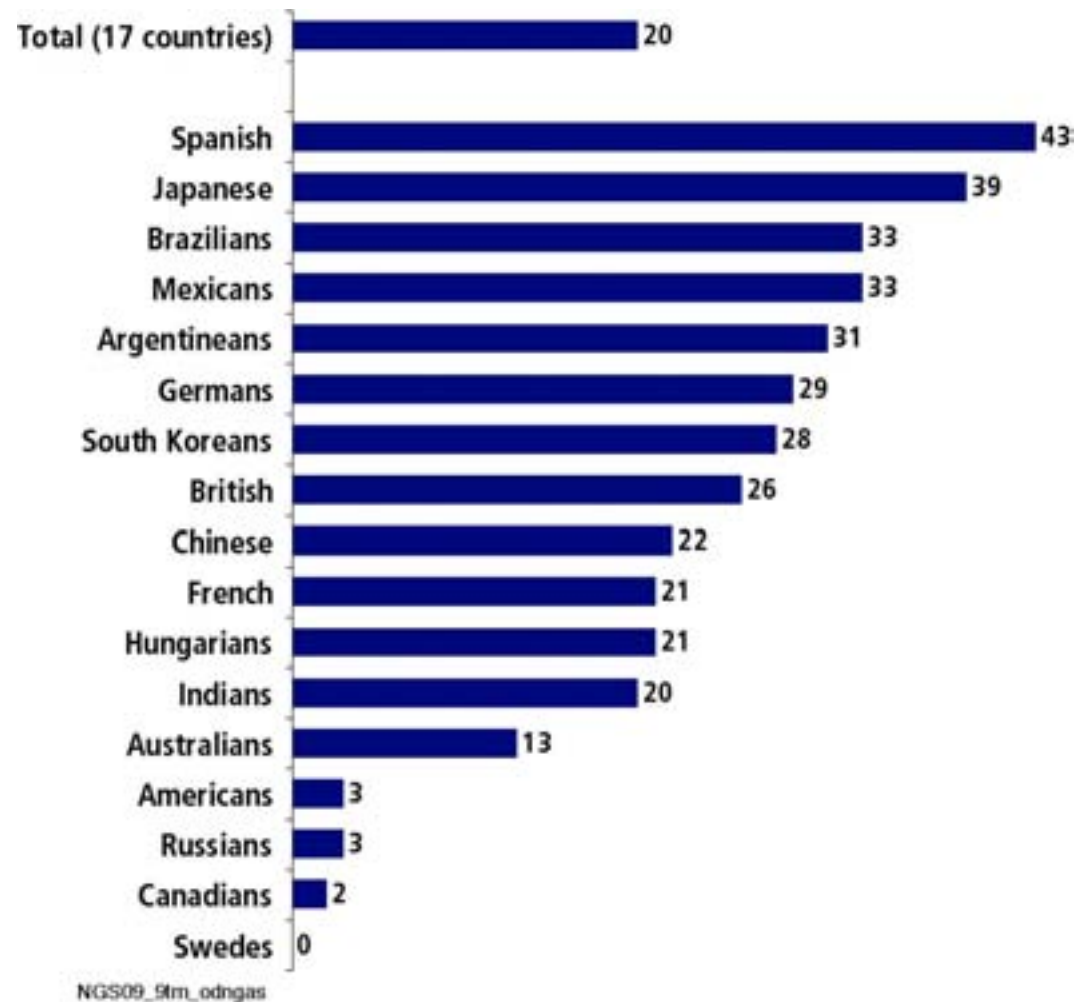
106 Subsample: Those who answered their home has hot running water ($n=14,245$)



On-Demand Natural Gas Water Heater Used to Heat Running Water



Percentage of Consumers in Each Country, 2009



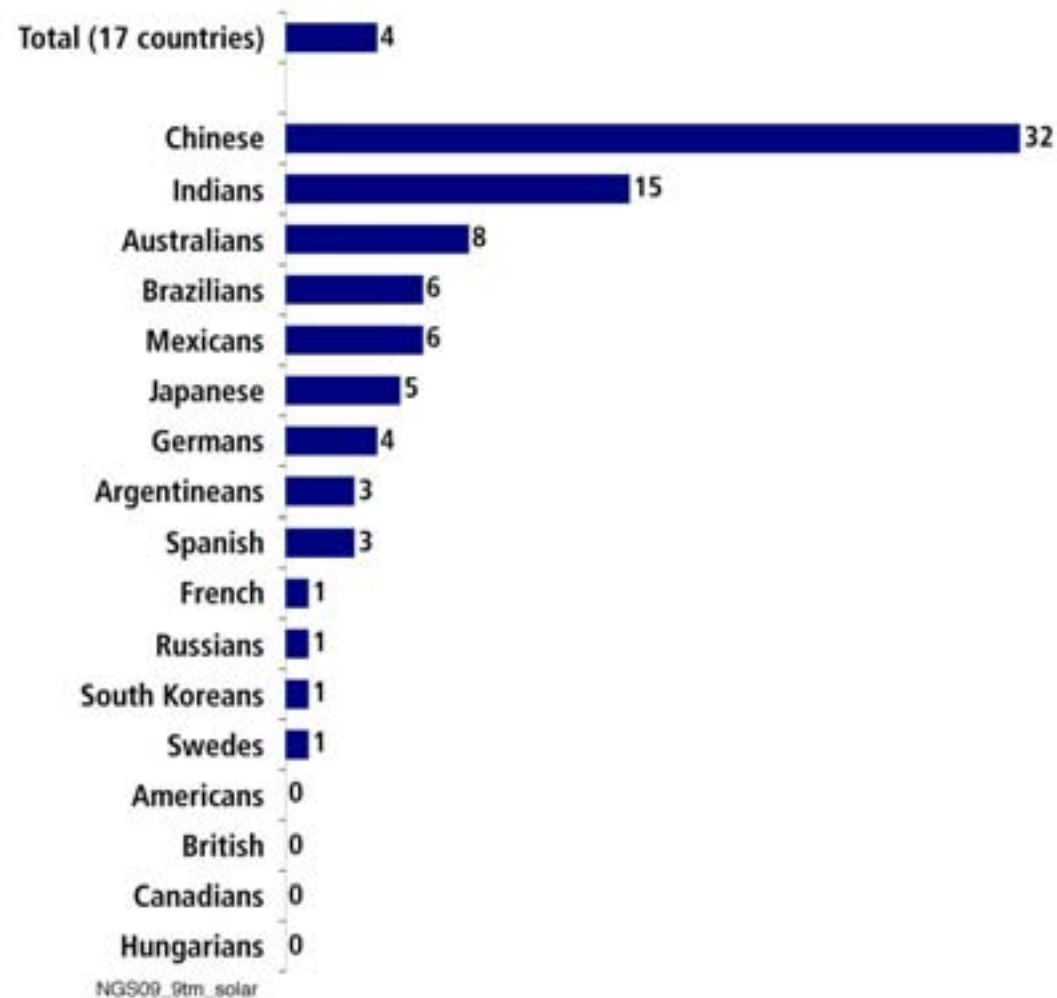
107 Subsample: Those who answered their home has hot running water (n=14,245)



Solar Energy Used to Heat Running Water



Percentage of Consumers in Each Country, 2009



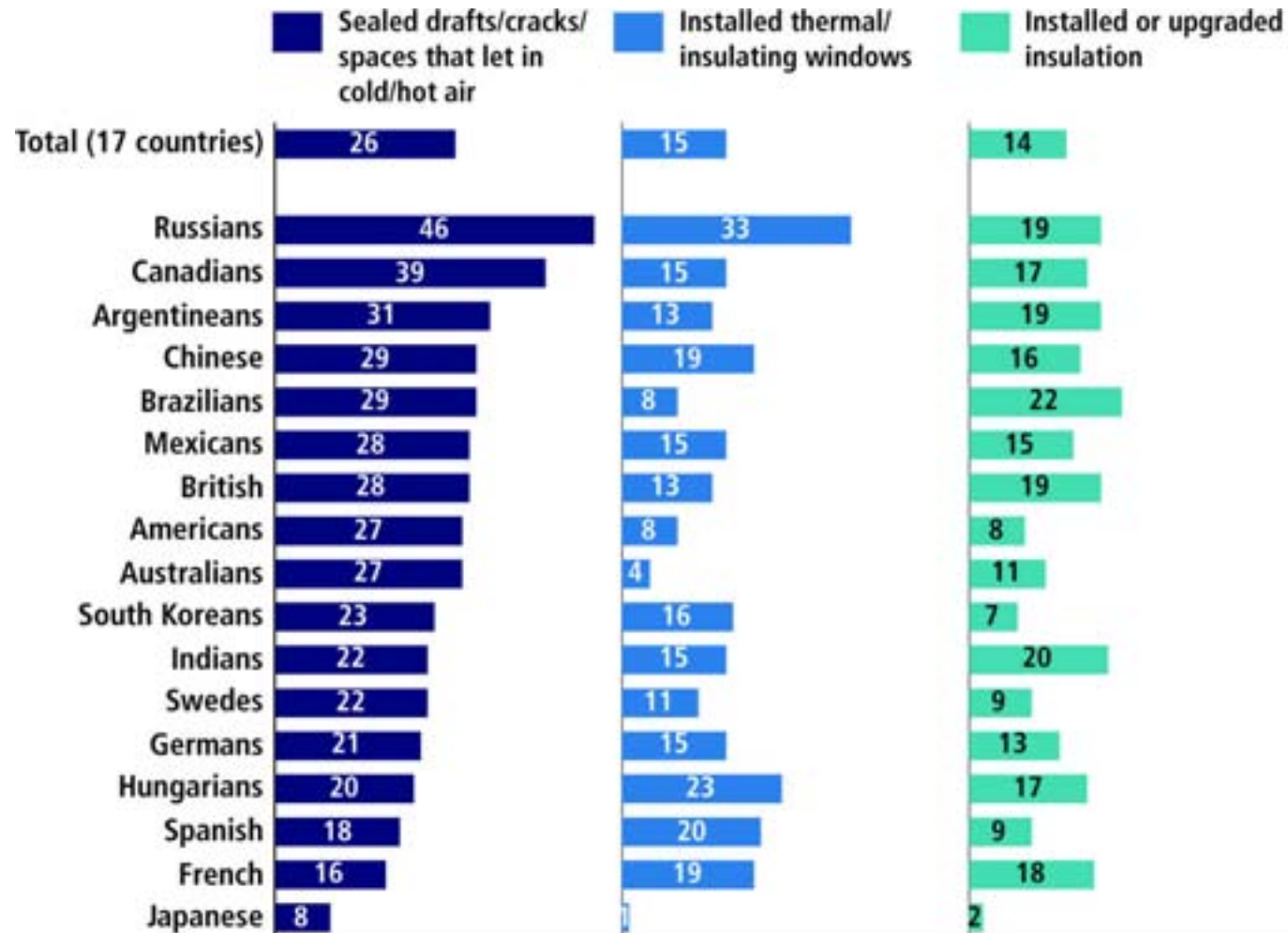
108 Subsample: Those who answered their home has hot running water ($n=14,245$)



Changes to Residence Made to Insulate House in Past Year



Percentage of Consumers in Each Country, 2009

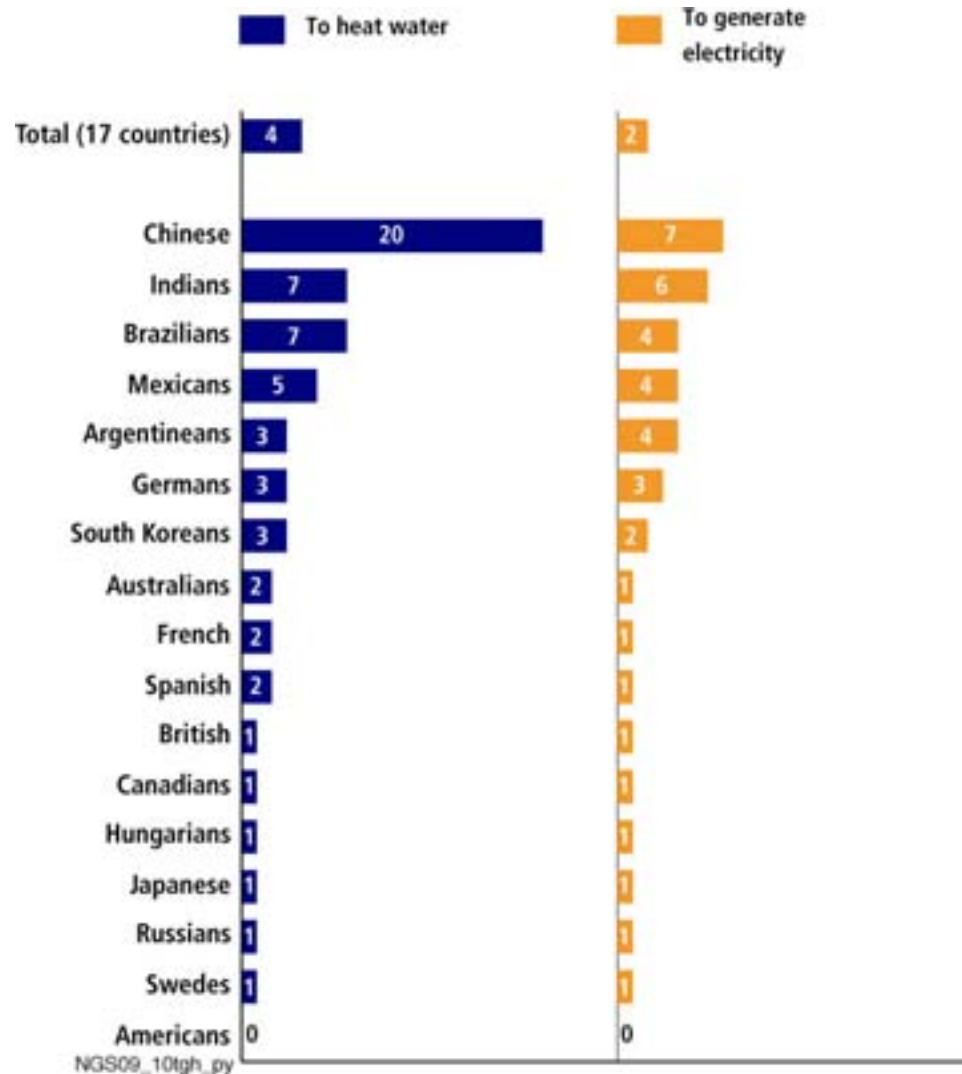


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Installed Solar Panels at Residence in Past Year



Percentage of Consumers in Each Country, 2009



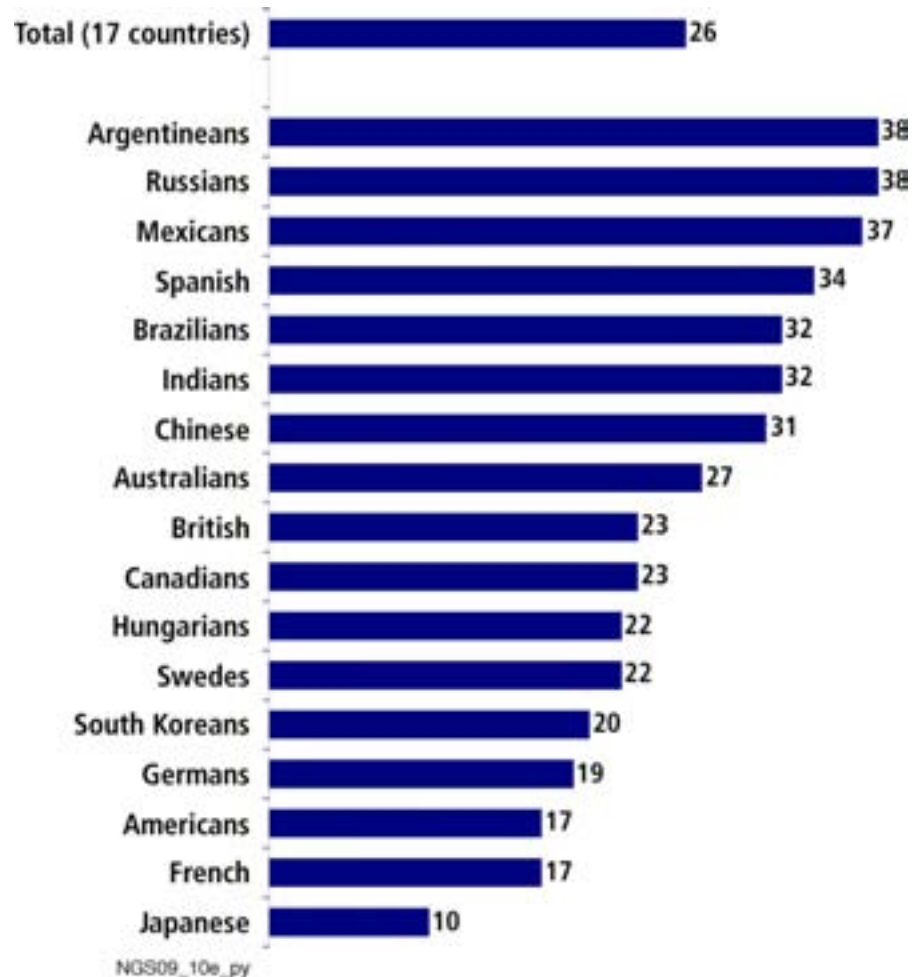
NGS09_10tgh_py



Installed Energy-Saving Appliances in Past Year



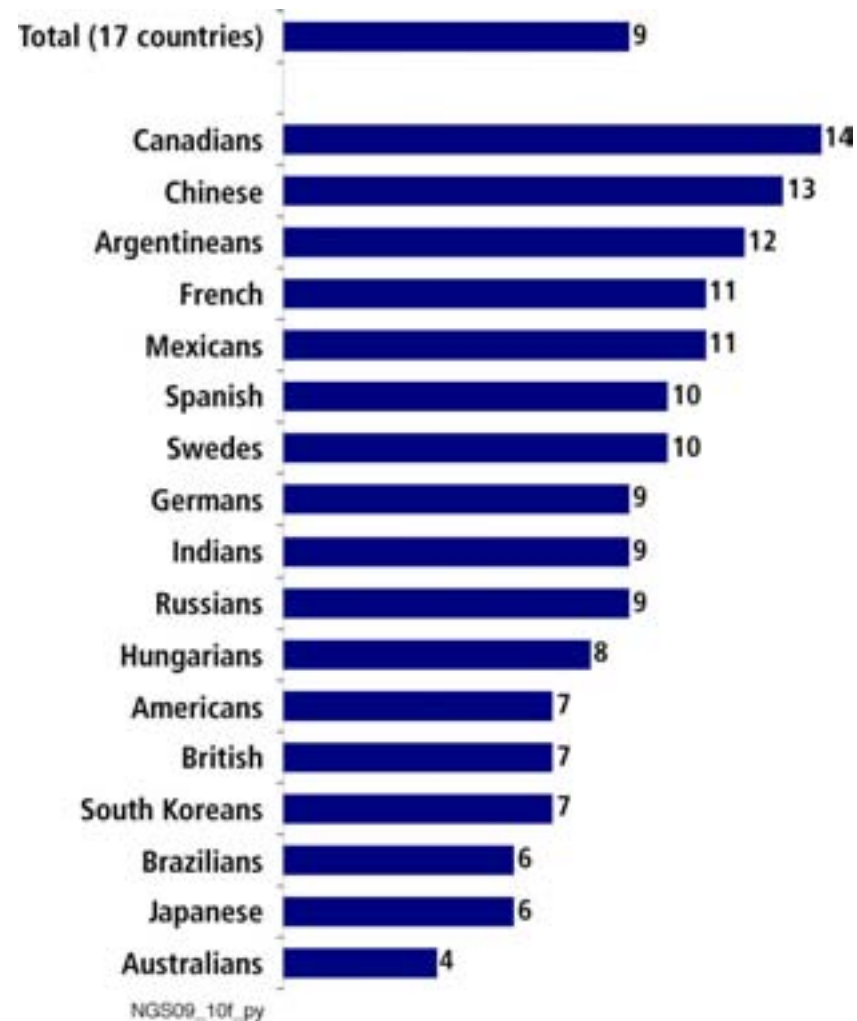
Percentage of Consumers in Each Country, 2009



Installed Energy-Saving Furnace in Past Year



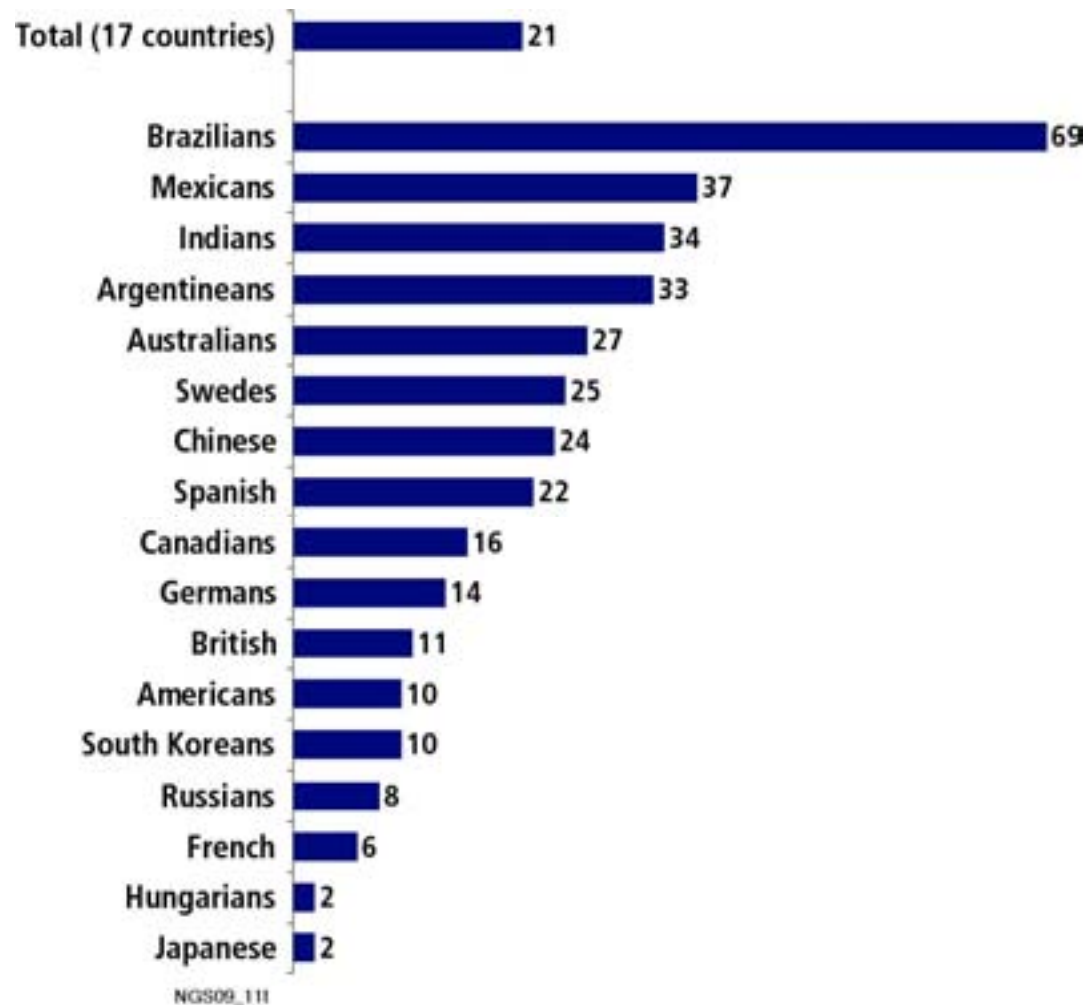
Percentage of Consumers in Each Country, 2009



Household Purchases “Green” Electricity



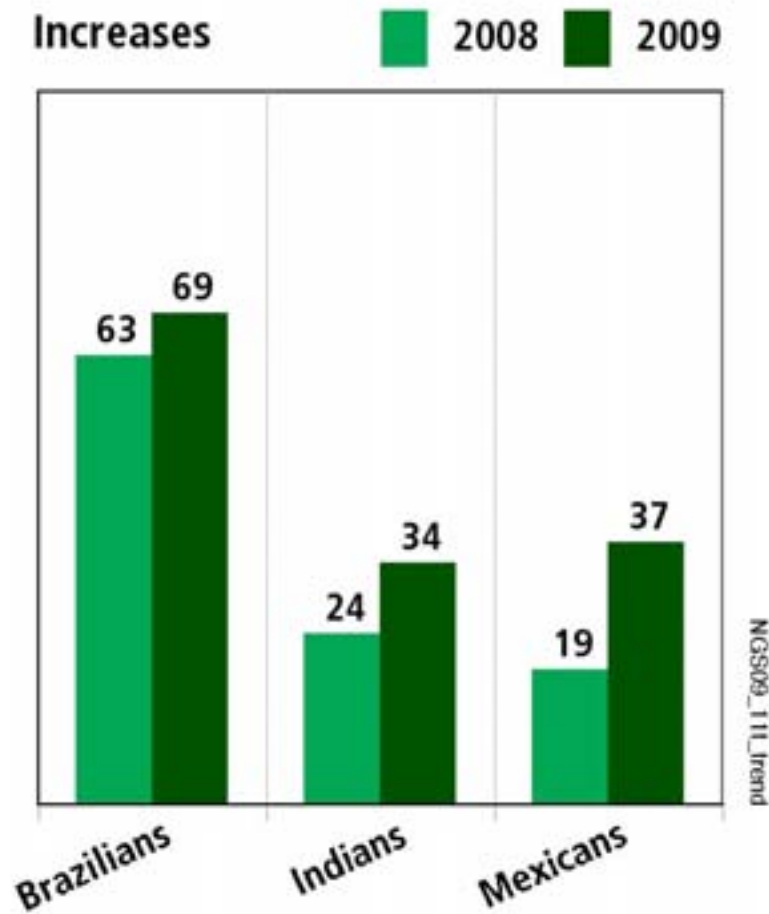
“Yes,” Percentage of Consumers in Each Country, 2009



Household Purchases “Green” Electricity



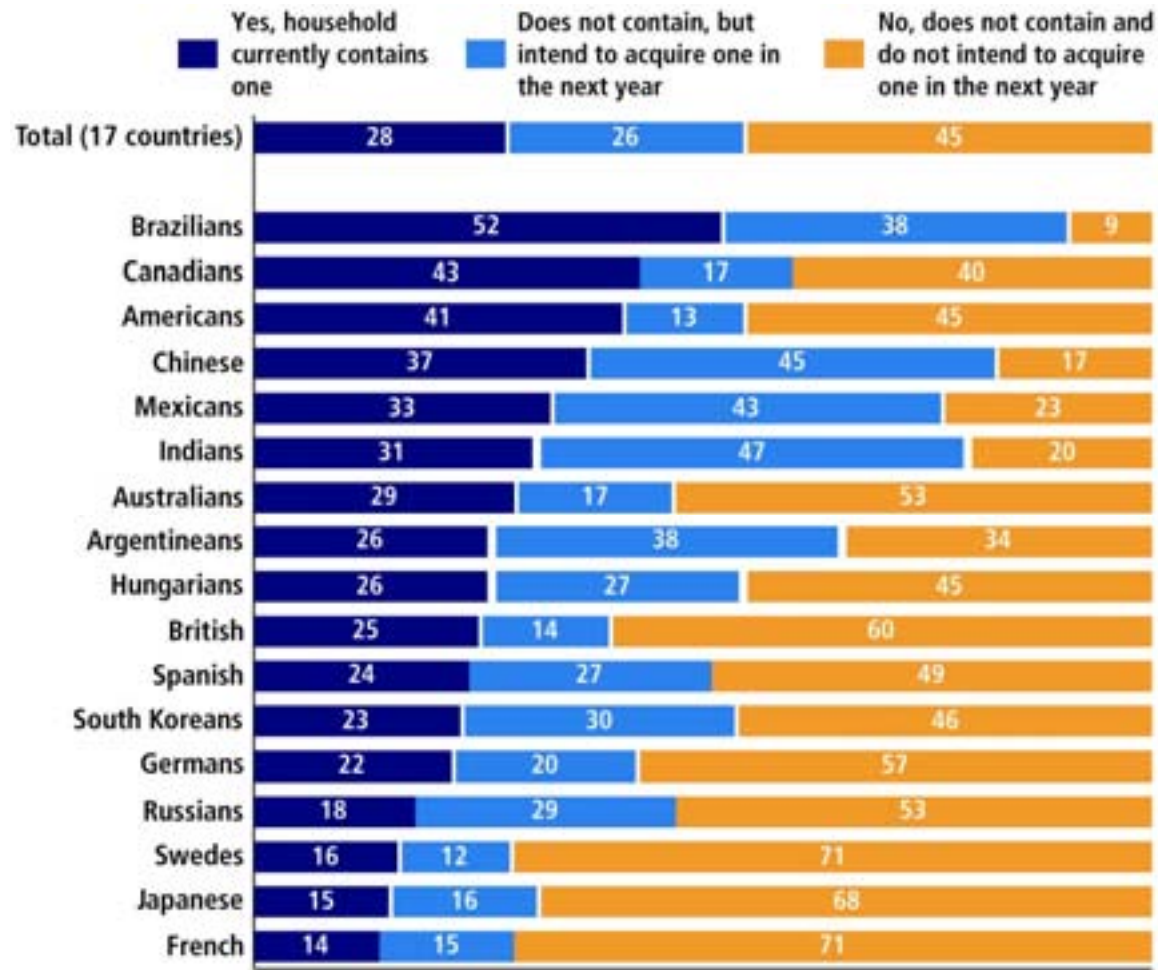
“Yes,” Percentage of Consumers in Each Country,
Trends: 2008–2009



Household Contains Energy-Saving Television



Percentage of Consumers in Each Country, 2009



NGS09_25ma

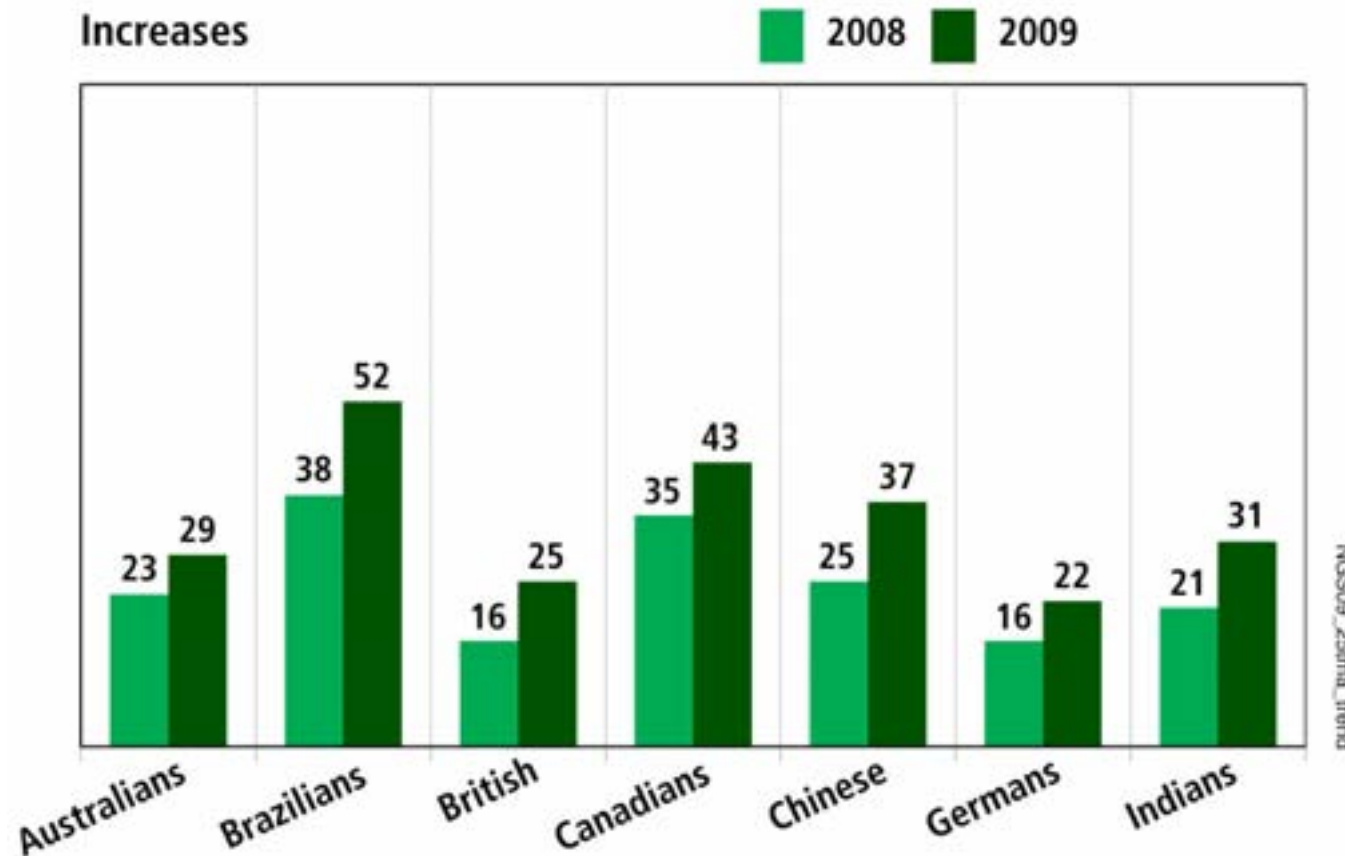
115 The white space in this chart represents "DK/NA."



Household Contains Energy-Saving Television



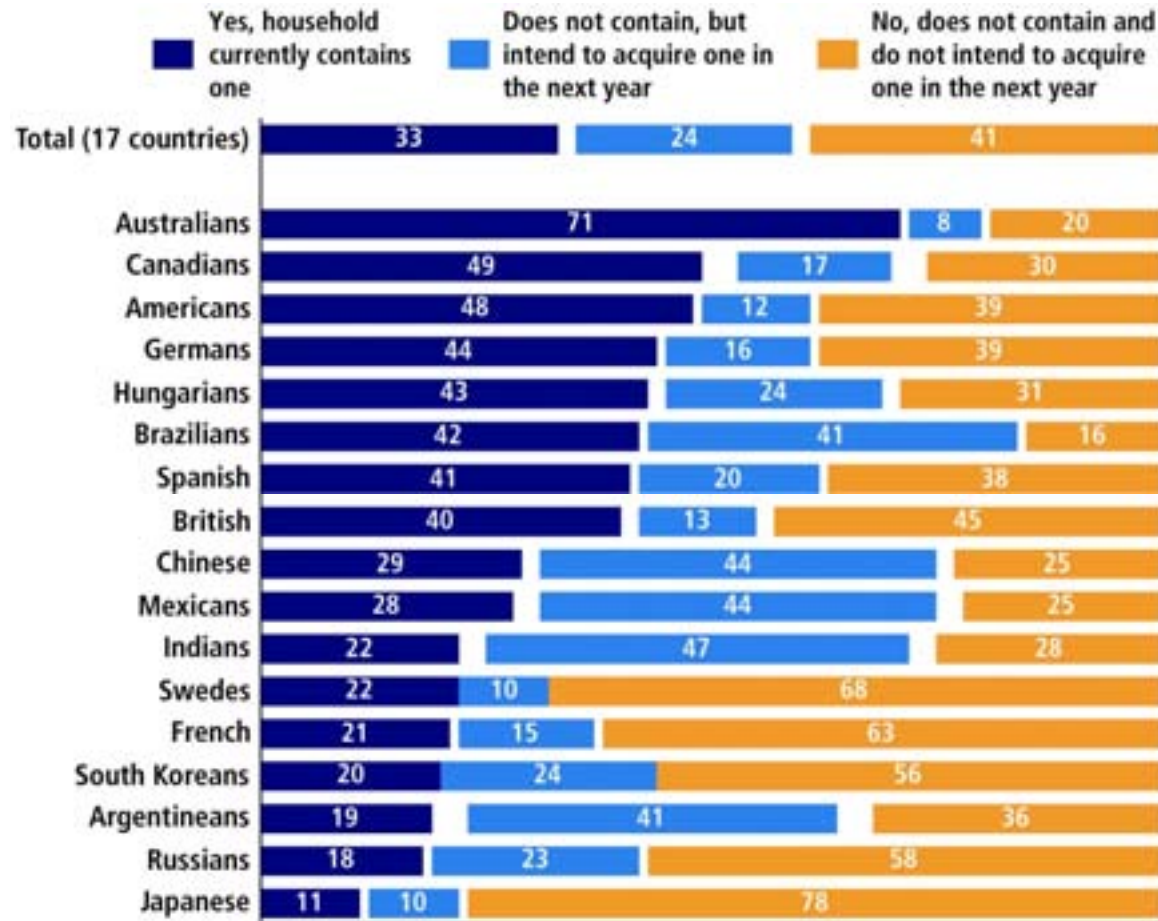
“Yes, Household Currently Contains One,” Percentage of Consumers in Each Country, Trends: 2008–2009



Household Contains Energy-Saving Laundry Washing Machine / Dryer



Percentage of Consumers in Each Country, 2009



NGS09_25tmb

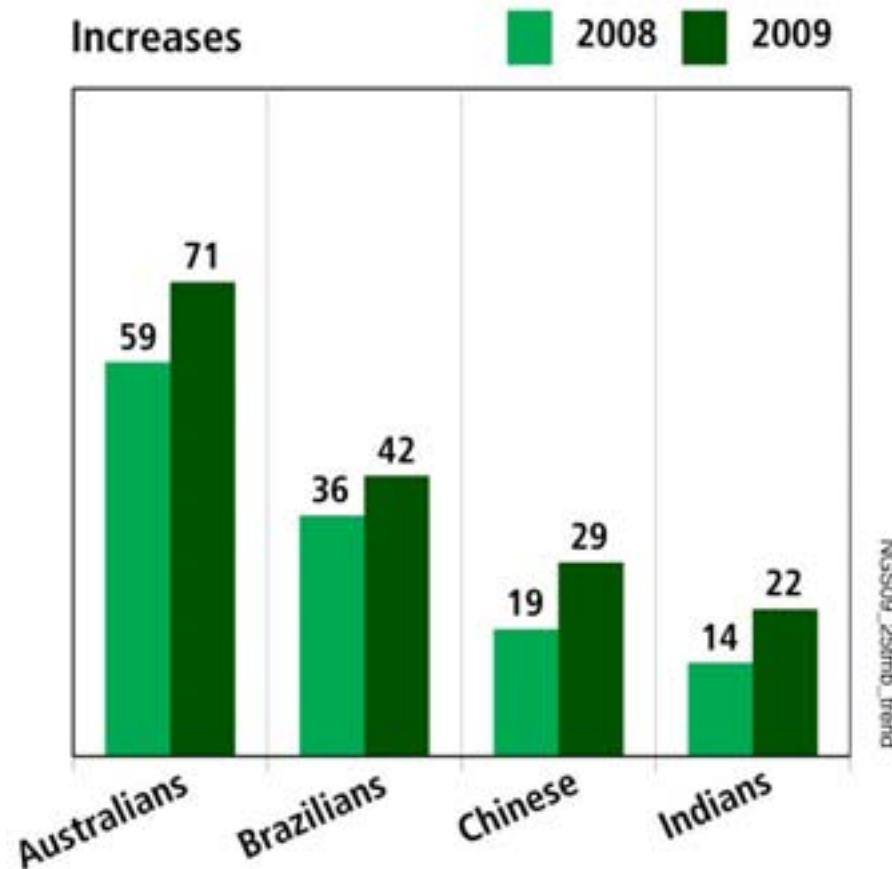
117 The white space in this chart represents "DK/NA."



Household Contains Energy-Saving Laundry Washing Machine / Dryer



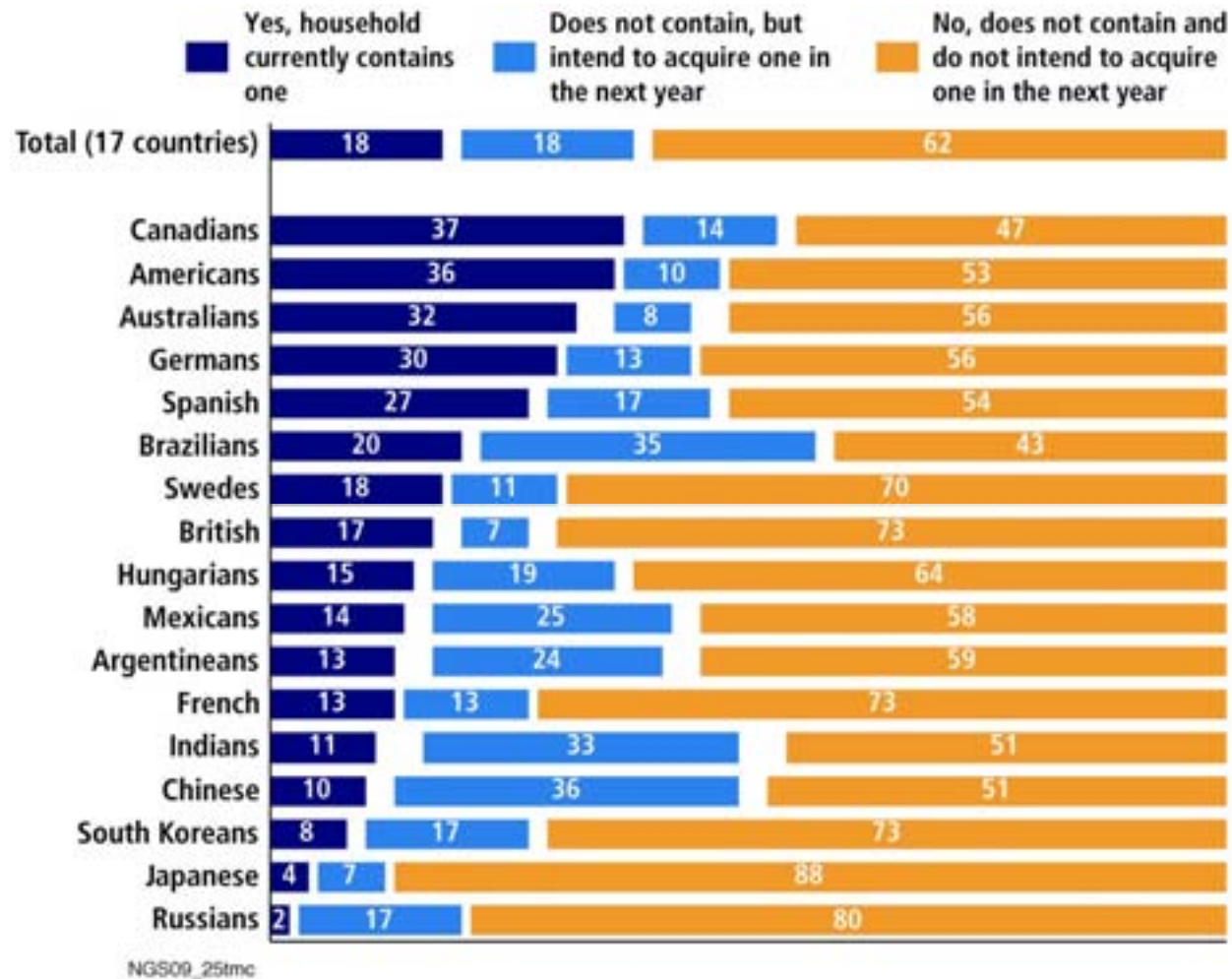
“Yes, Household Currently Contains One,” Percentage of Consumers in Each Country, Trends: 2008–2009



Household Contains Energy-Saving Dishwasher



Percentage of Consumers in Each Country, 2009



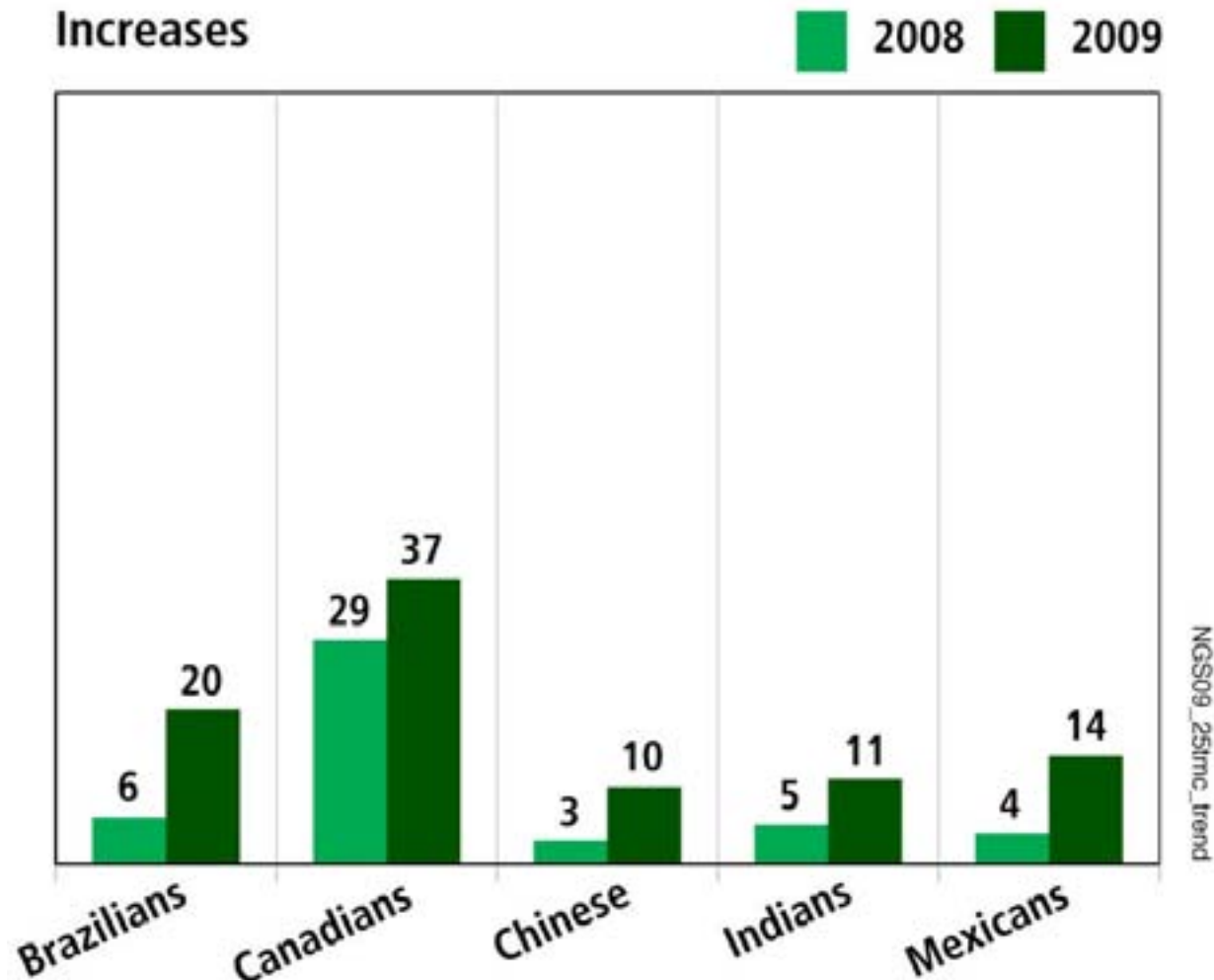
119 The white space in this chart represents "DK/NA."



Household Contains Energy-Saving Dishwasher



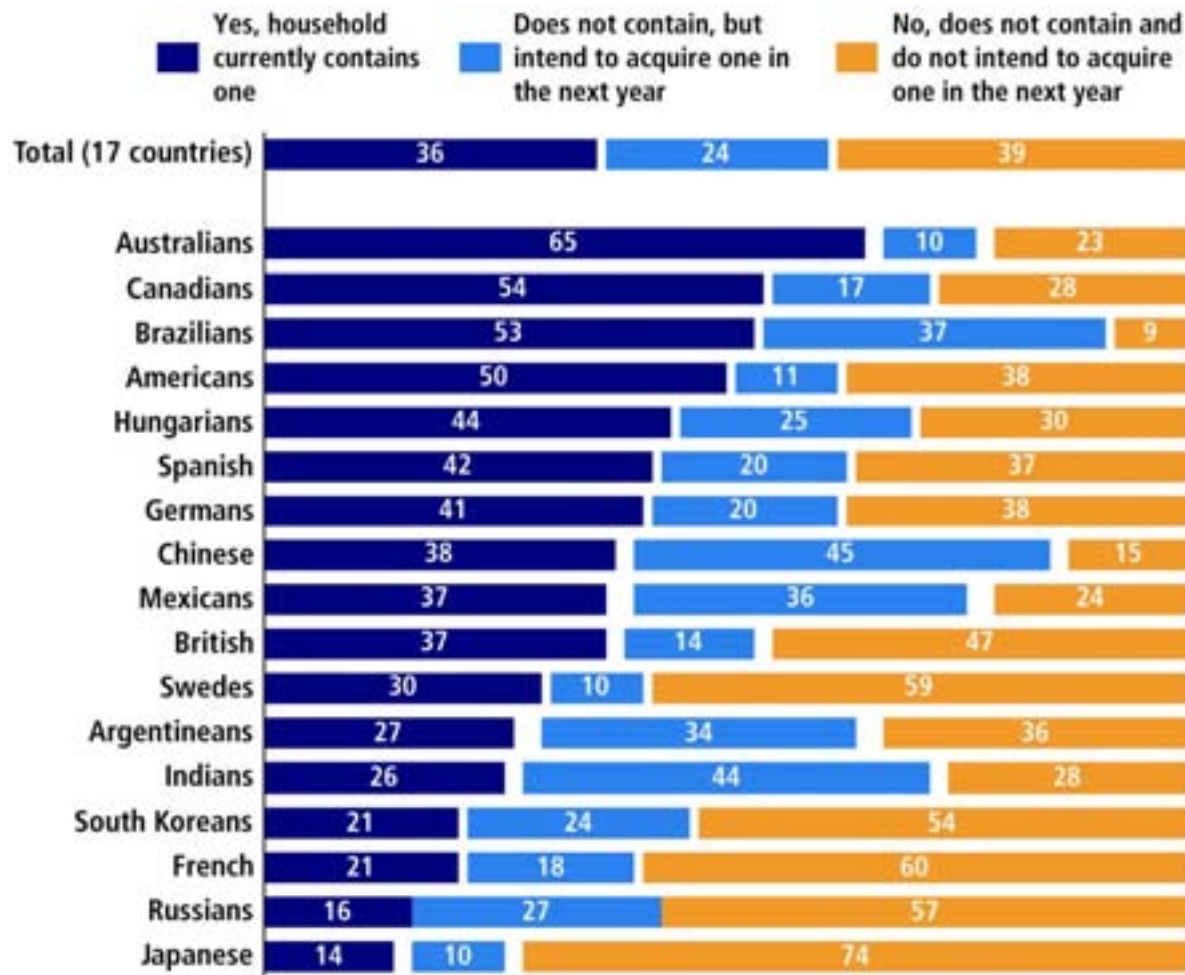
“Yes, Household Currently Contains One,” Percentage of Consumers in Each Country, Trends: 2008–2009



Household Contains Energy-Saving Refrigerator/Freezer



Percentage of Consumers in Each Country, 2009



NGS09_25tmd

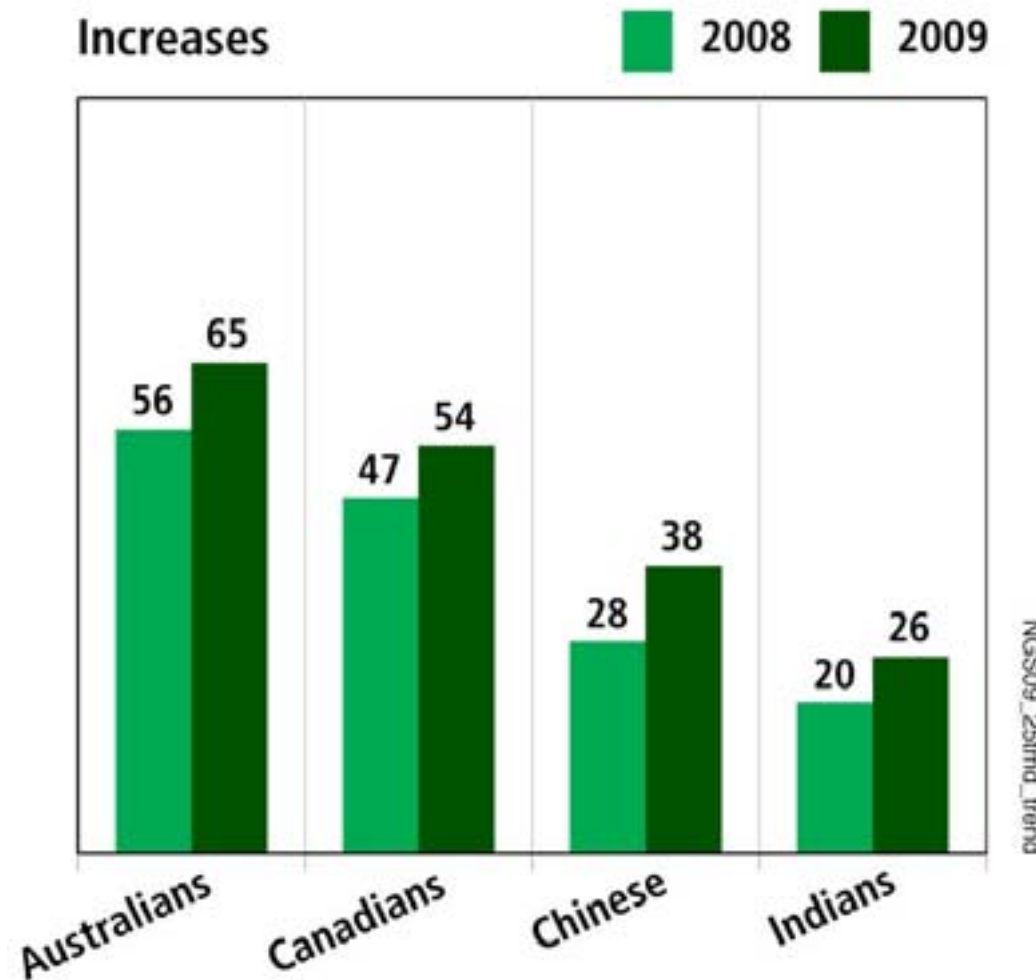
121 The white space in this chart represents "DK/NA."



Household Contains Energy-Saving Refrigerator/Freezer



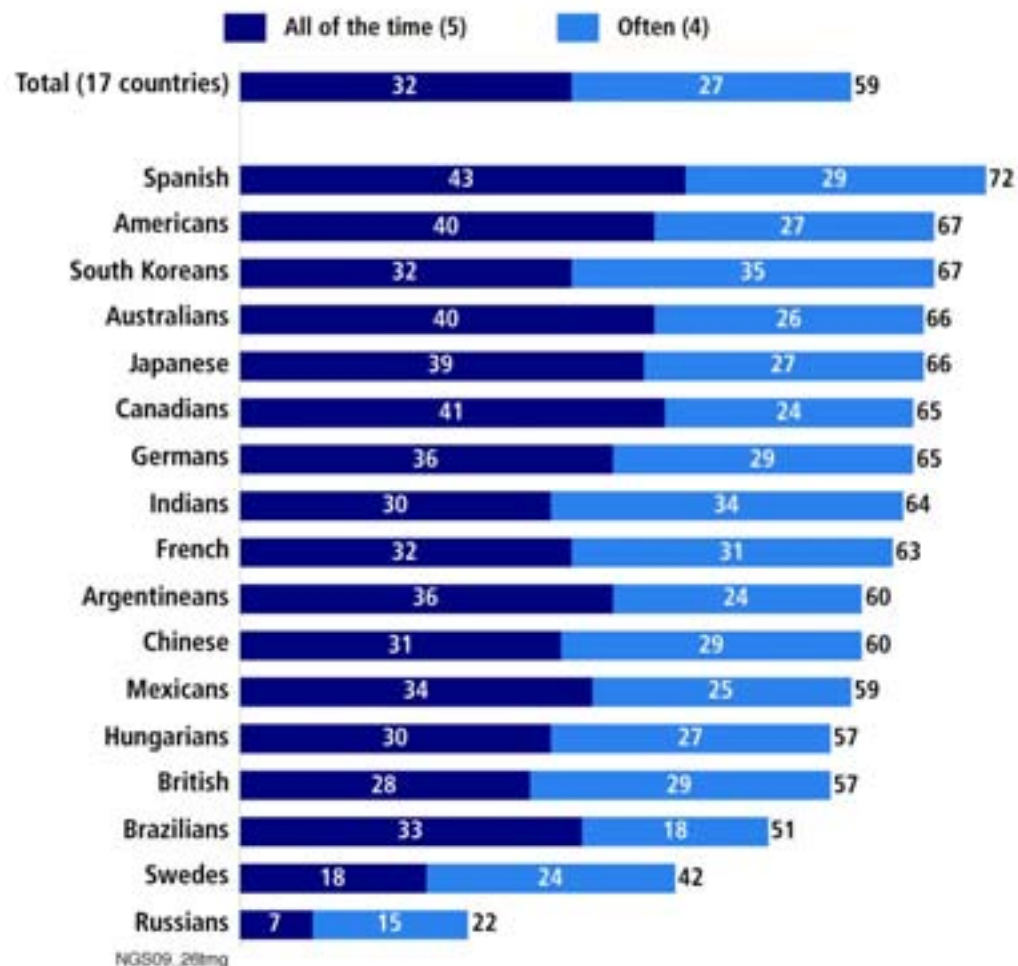
“Yes, Household Currently Contains One,” Percentage of Consumers in Each Country, Trends: 2008–2009



Frequency of Keeping Heating/Cooling at Low Setting to Save Energy



“All of the Time (5)” or “Often (4),”* Percentage of Consumers in Each Country, 2009



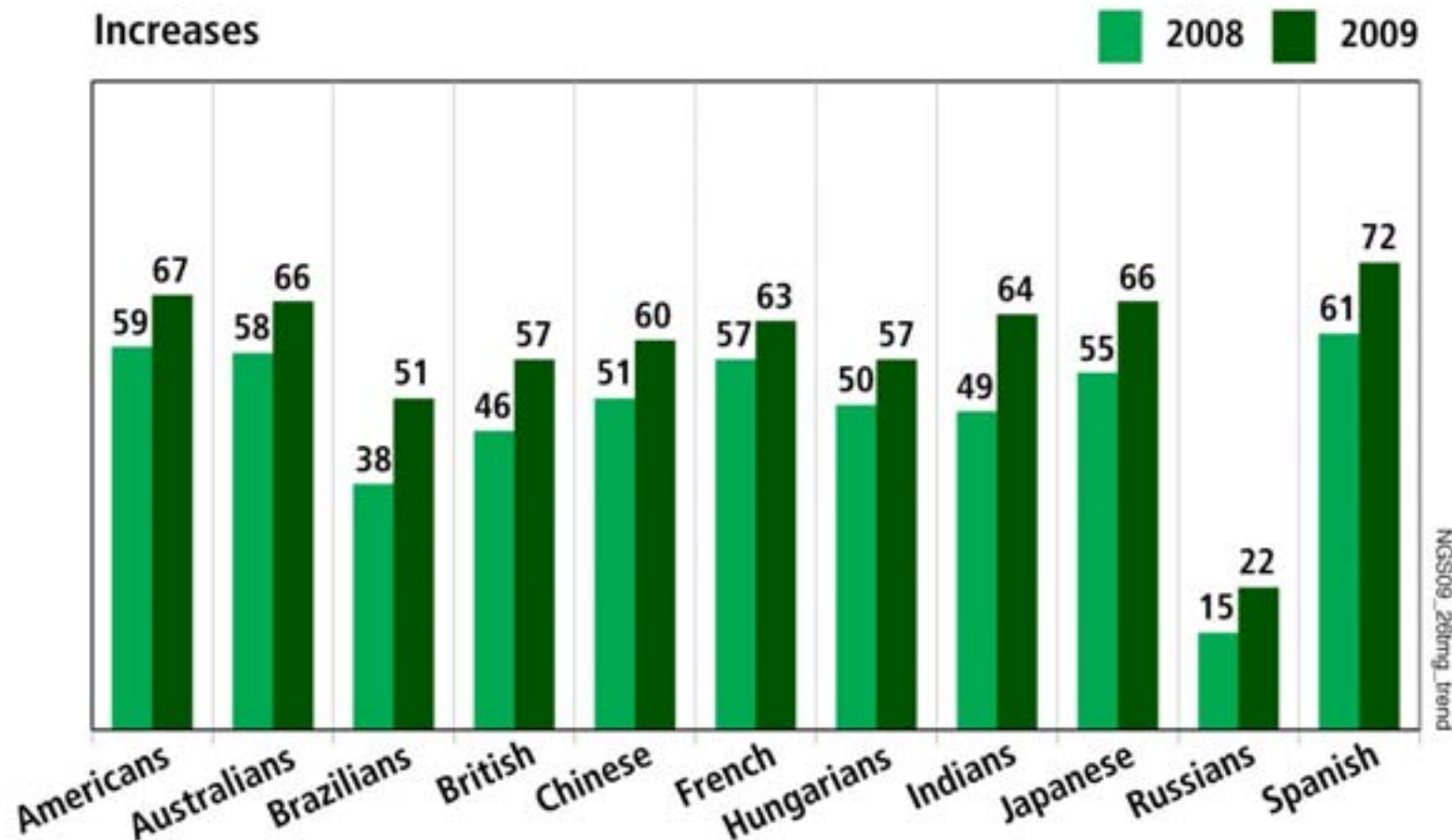
123 *On a scale where 1 means “Never,” 3 means “Sometimes,” and 5 means “All of the time.”



Frequency of Keeping Heating/Cooling at Low Setting to Save Energy



“All of the Time (5)” and “Often (4),” * Percentage of Consumers in Each Country, Trends: 2008–2009



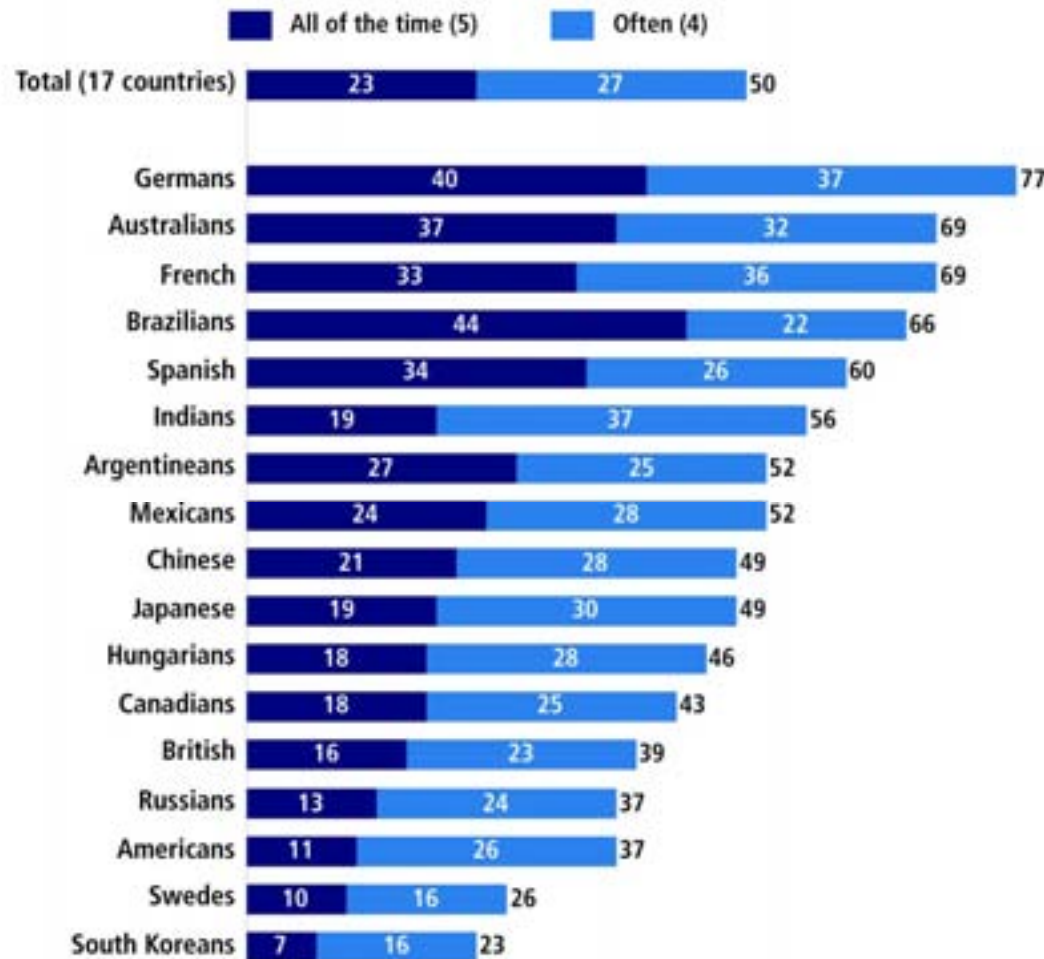
124 *On a scale where 1 means “Never,” 3 means “Sometimes,” and 5 means “All of the time.”



Frequency of Minimizing Use of Fresh Water



“All of the Time (5)” or “Often (4)”* Percentage of Consumers in Each Country, 2009



NGS09_209ml

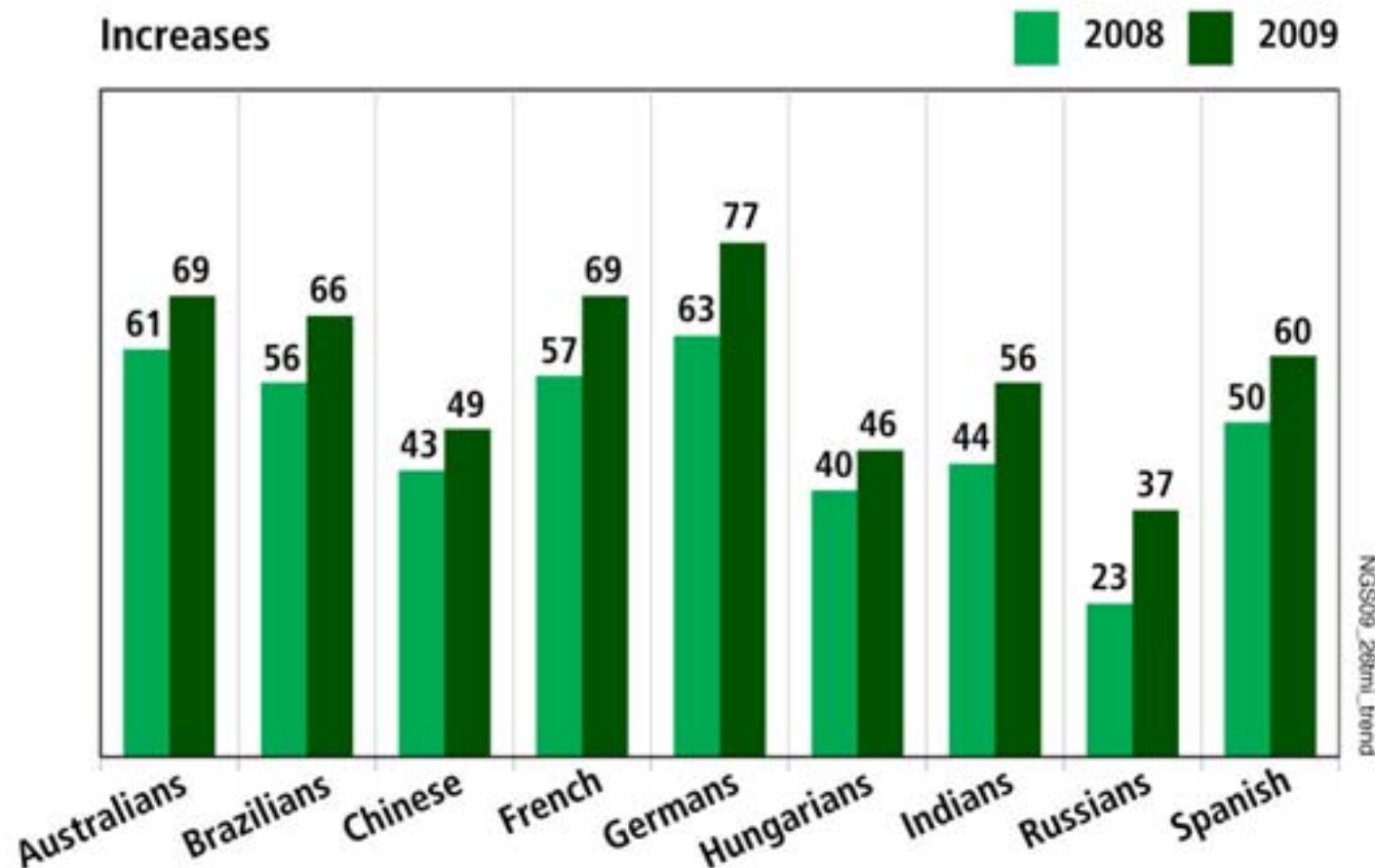


125 *On a scale where 1 means “Never,” 3 means “Sometimes,” and 5 means “All of the time.”

Frequency of Minimizing Use of Fresh Water



“All of the Time (5)” and “Often (4)”* Percentage of Consumers in Each Country, Trends: 2008–2009

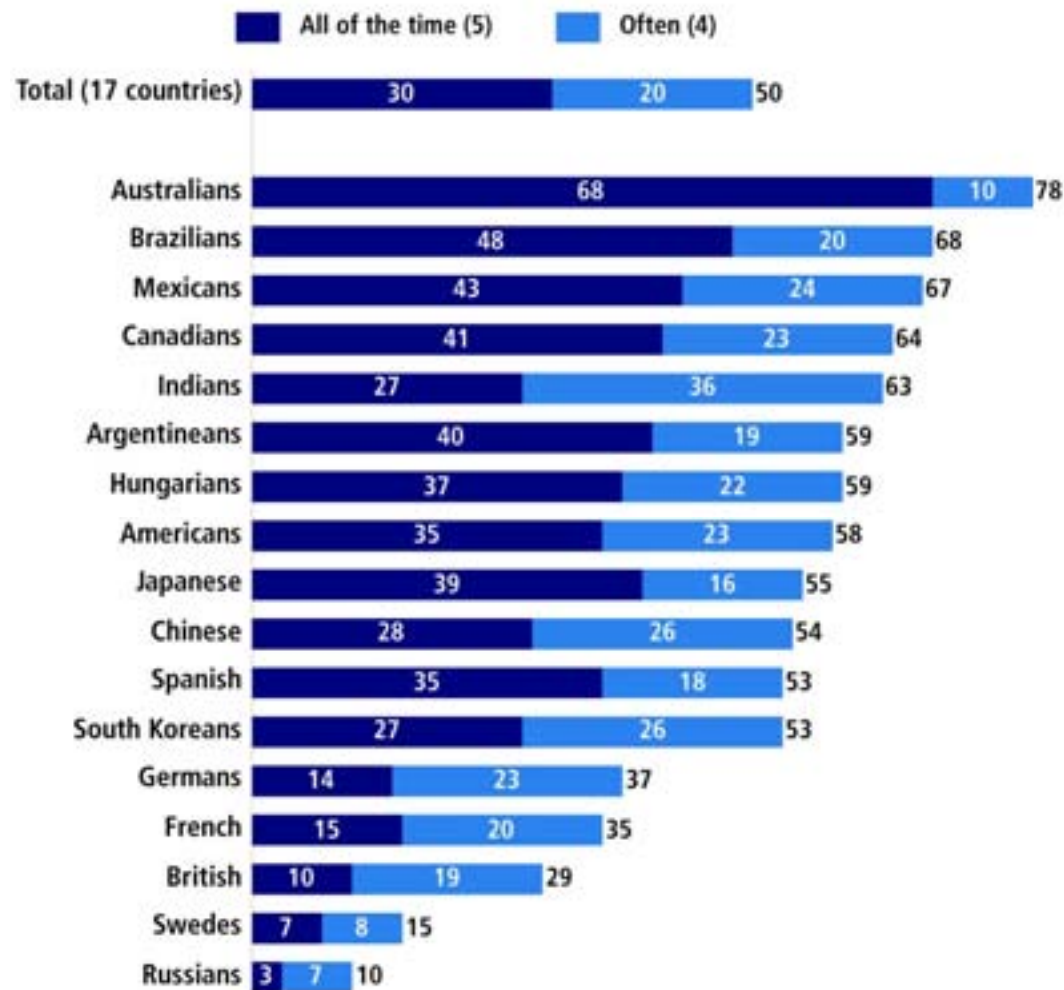


126 *On a scale where 1 means “Never,” 3 means “Sometimes,” and 5 means “All of the time.”

Frequency of Washing Laundry in Cold Water to Save Energy



“All of the Time (5)” or “Often (4),”* Percentage of Consumers in Each Country, 2009



NGS09_20mf

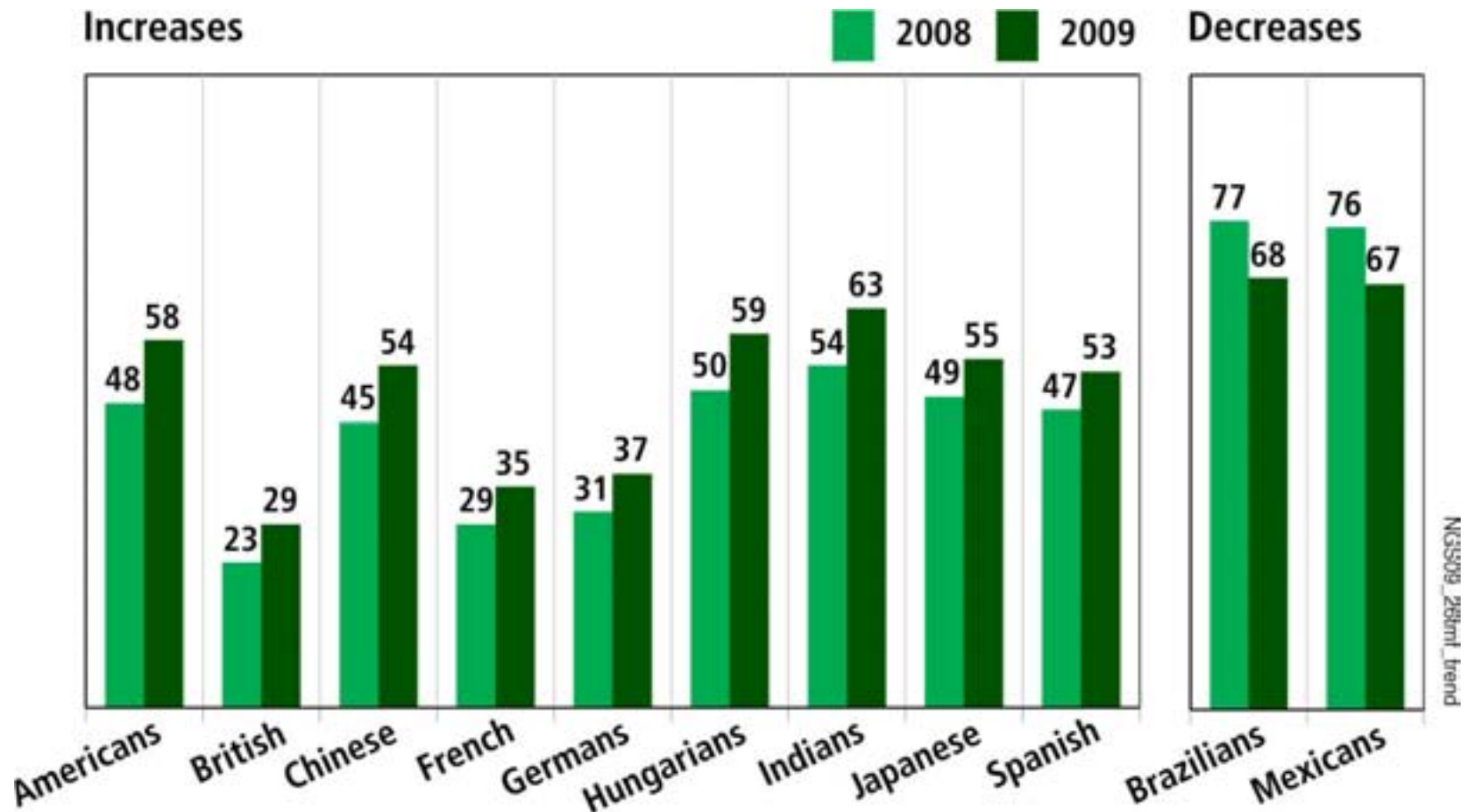


127 *On a scale where 1 means “Never,” 3 means “Sometimes,” and 5 means “All of the time.”

Frequency of Washing Laundry in Cold Water to Save Energy



“All of the Time (5)” and “Often (4),” * Percentage of Consumers in Each Country, Trends: 2008–2009

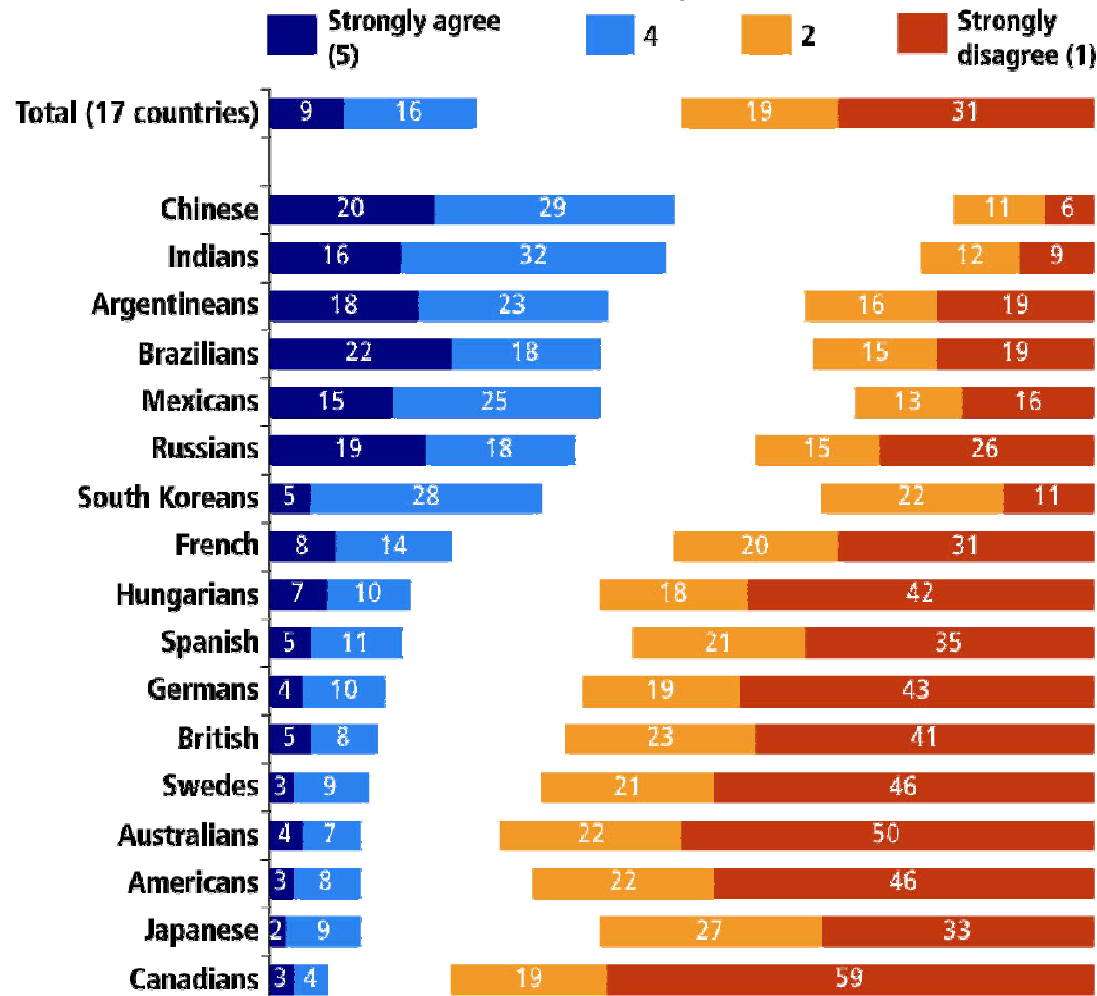


Additional Questions Not Included in Housing Sub-Index

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



Percentage of Consumers in Each Country, 2009



NCS09_29Btime

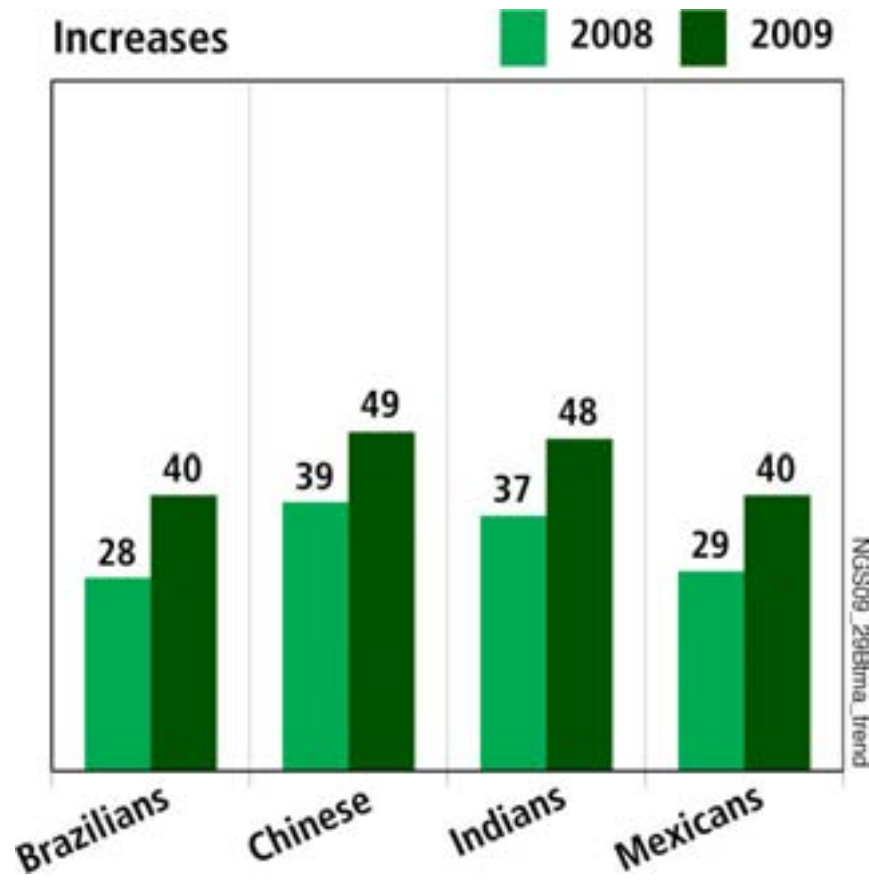
130 The white space in this chart represents “3” (on a scale of 1 to 5 where 1 means “Strongly disagree” and 5 means “Strongly agree”) and “DK/NA.”



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



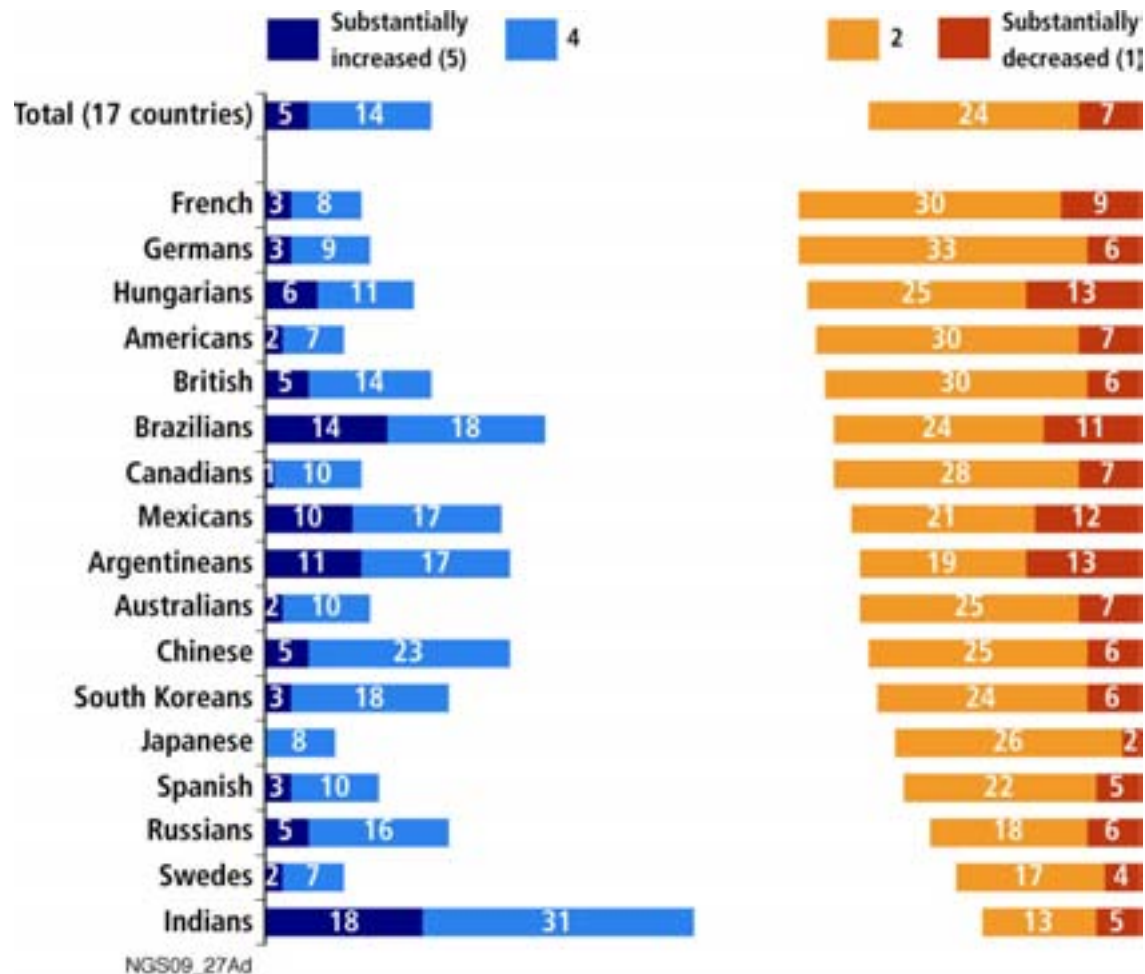
“Total Agree (4+5),” Percentage of Consumers in Each Country, Trends: 2008–2009



Change in Consumption of Electricity and Fuel Consumed in Your Home Over the Past Year



Percentage of Consumers in Each Country, 2009



132 The white space in this chart represents “Stayed the same (3)” (on a scale of 1 to 5 where 1 means “Substantially decreased” and 5 means “Substantially increased”) and “DK/NA.”



Reason for Decreased Consumption of Electricity and Fuel Consumed in Your Home



Combined Mentions, Percentage of Consumers in Each Country, 2009

	Total (17 countries)	Americans	Argentines	Australians	Brazilians	British	Canadians	Chinese	French	Germans	Hungarians	Indians	Japanese	Mexicans	Russians	South Koreans	Spanish	Swedes
Cost	80	92	75	78	75	93	85	60	86	89	85	64	62	77	87	82	80	69
Changes in financial situation	42	54	33	40	25	50	37	34	31	46	53	16	60	29	49	61	46	37
Environmental concerns	40	29	48	50	54	33	50	46	43	33	20	52	42	48	20	19	45	47
Changes in living circumstances	23	17	24	22	26	16	18	30	30	17	21	21	26	28	31	24	20	29
Health reasons	7	4	8	5	7	3	3	21	4	4	7	23	2	8	9	6	3	7

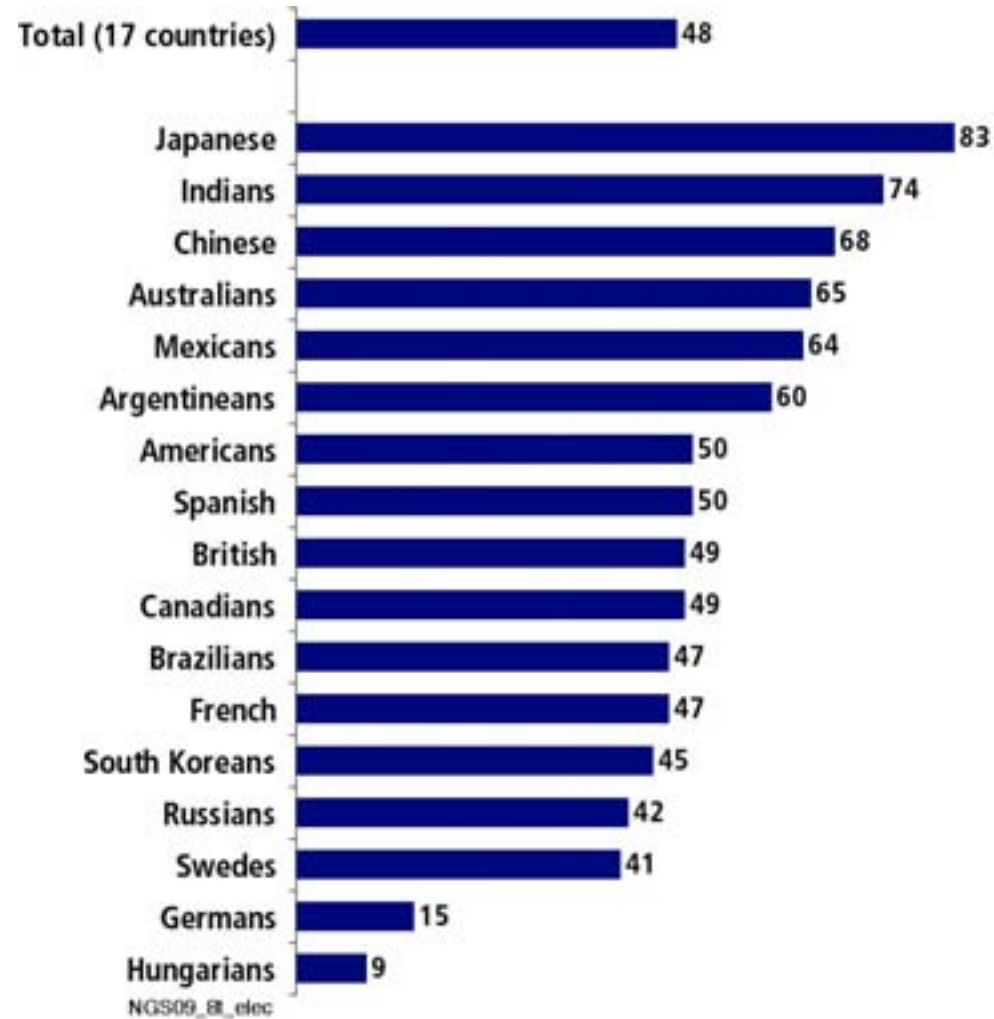
Top mention

NGS09_27Bd_tbl

Electricity Primary Source to Heat Home



Percentage of Consumers in Each Country, 2009



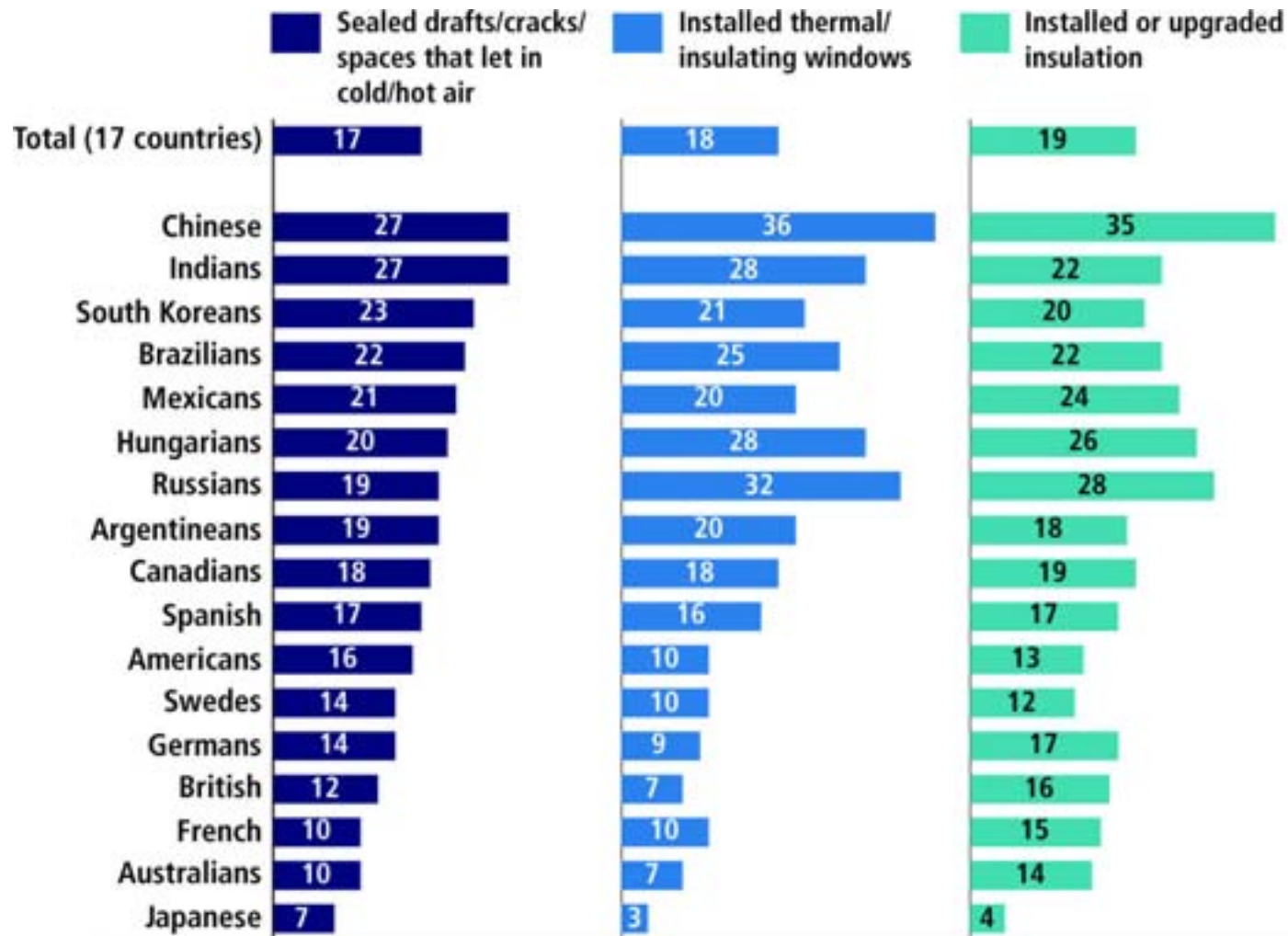
134 Subsample: Those who answered their home is heated ($n=11,930$)



Plan to Make Changes to Insulation of House in Next Year



Percentage of Consumers in Each Country, 2009



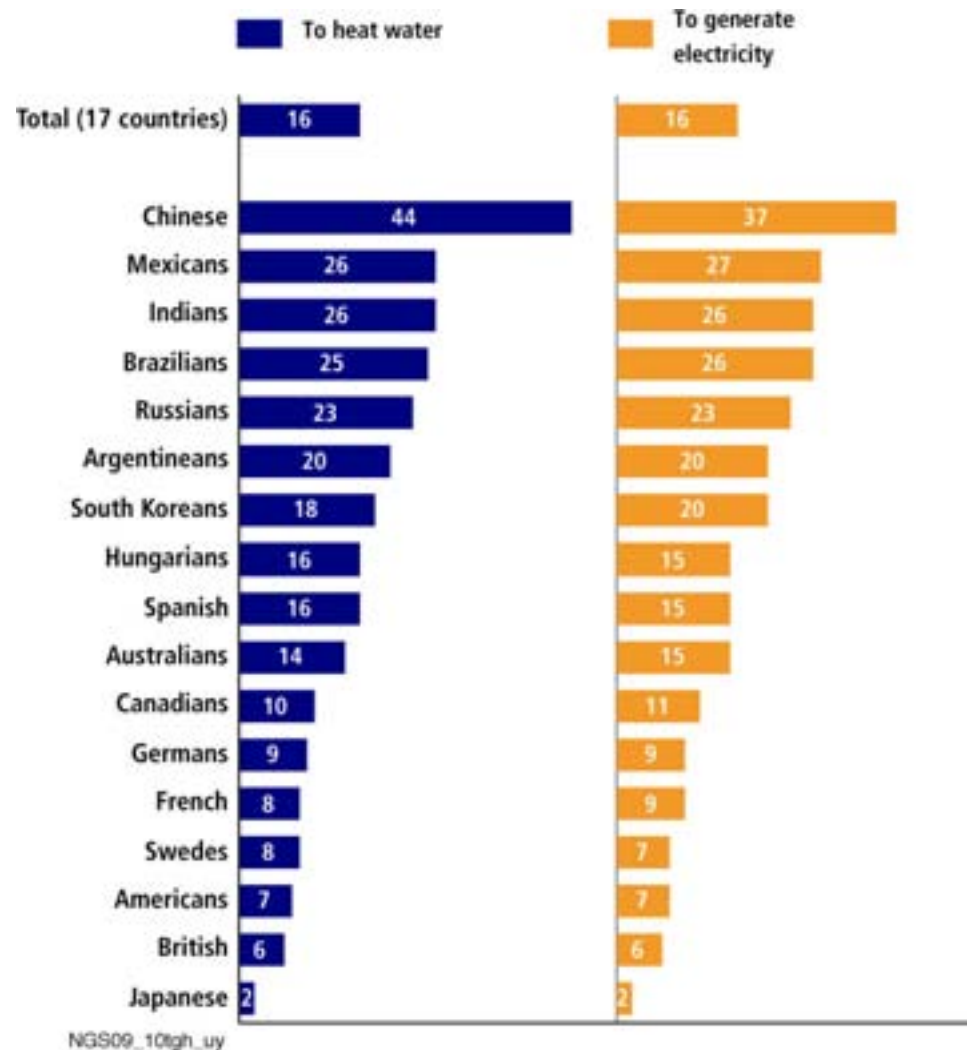
NGS09_10tabc_uy



Plan to Install Solar Panels at Residence in Next Year



Percentage of Consumers in Each Country, 2009



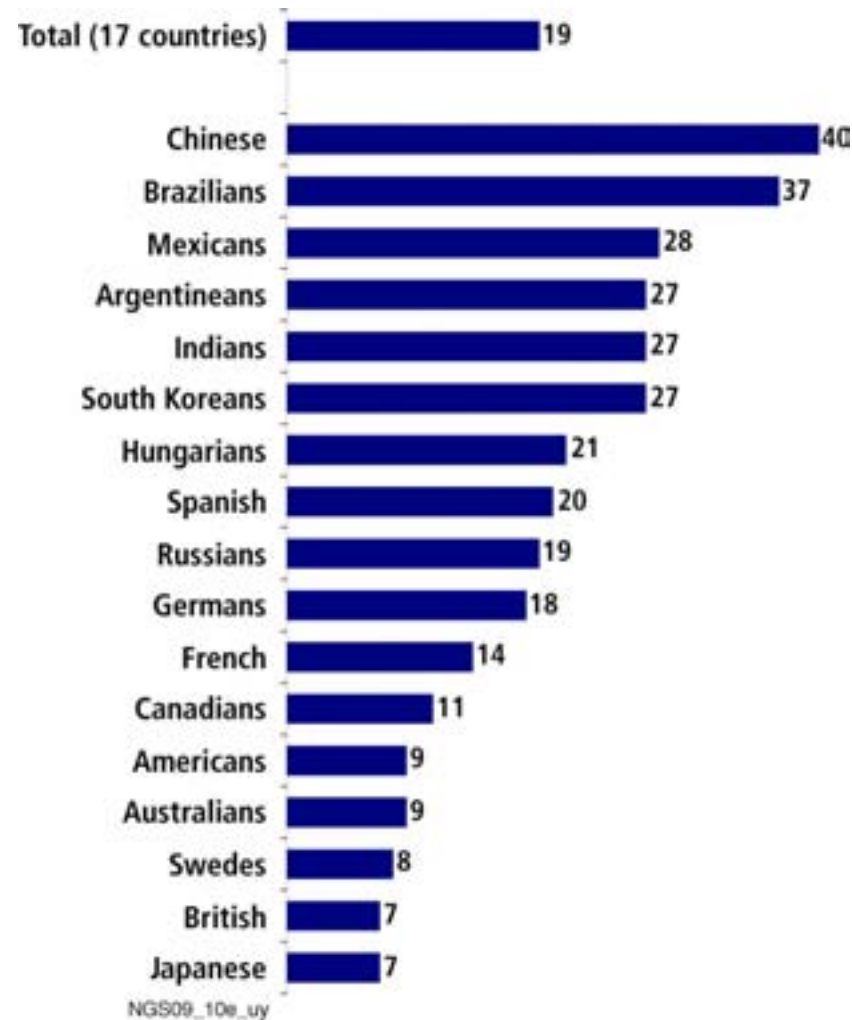
NGS09_10tgh_uy



Plan to Install Energy-Saving Appliances in Next Year



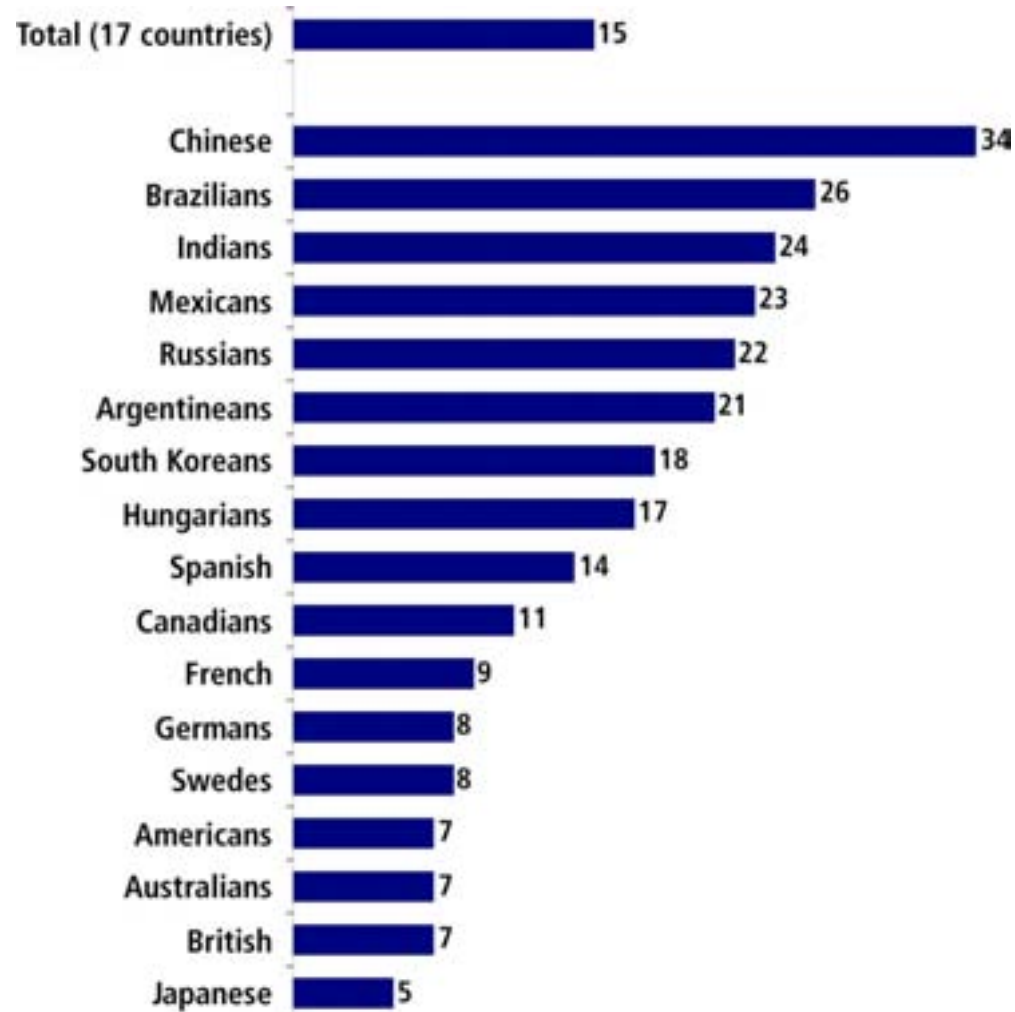
Percentage of Consumers in Each Country, 2009



Plan to Installed Energy-Saving Furnace in Next Year



Percentage of Consumers in Each Country, 2009



NGS09_10f_uy



Transportation

Transportation



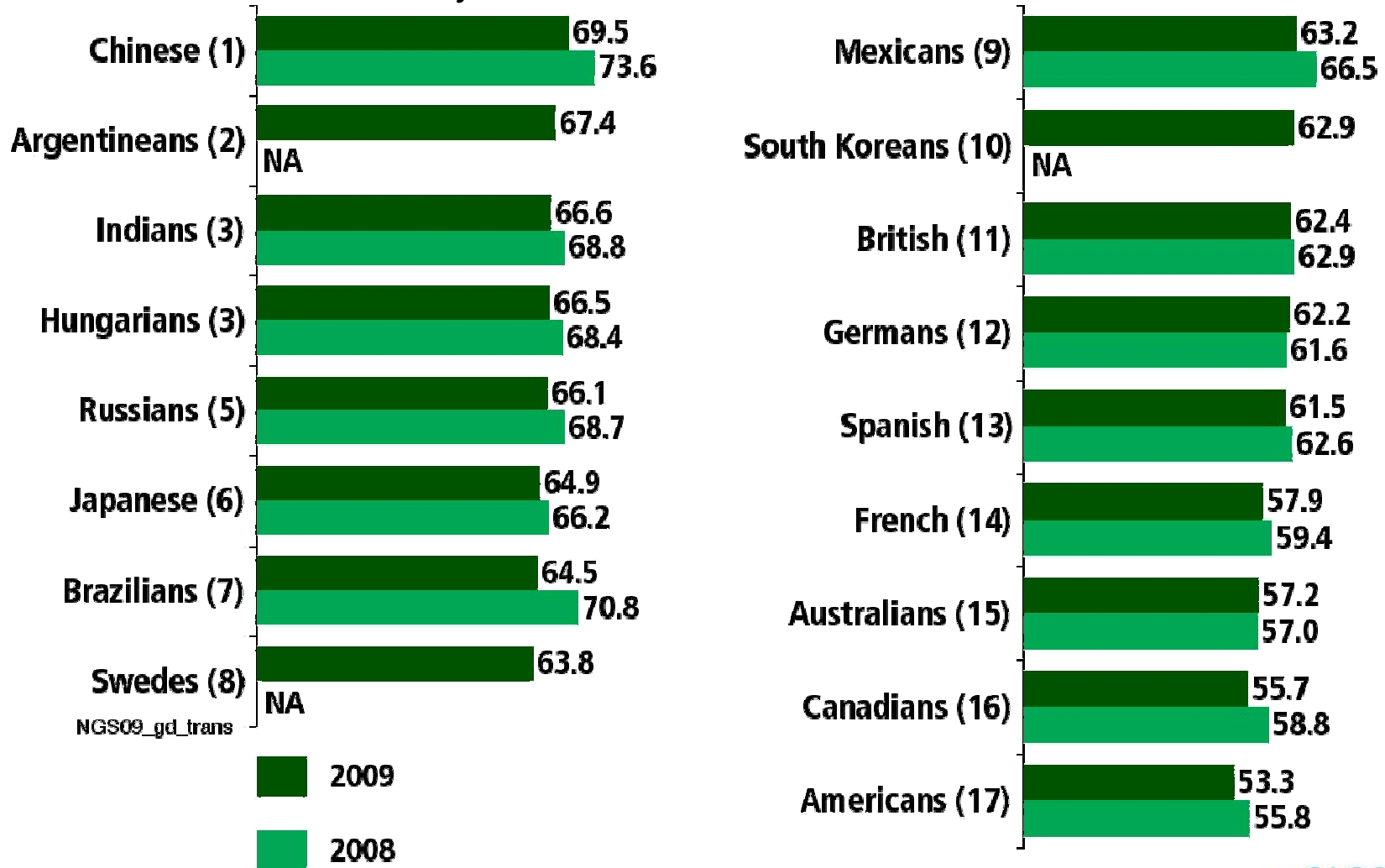
- Consumers in Australia, North America, and Western Europe tend to be much more likely than those in other countries to own at least one car or truck. South Korean consumers are also likely than most to report owning at least one of these vehicles.
- Chinese, Indian, and Russian consumers are among the least likely to own at least one car, while Chinese and Indian consumers are among the most likely to report owning a motorcycle.
- While majorities of consumers in most countries report that their consumption of fuel over the past year has remained the same, consumers in developed countries are more likely than those in developing countries to report a substantial decrease in fuel consumption.
- Frequency of using local public transportation tends to be low in most countries (Russian consumers are the only majority (52%) to report using public transport every day or most days). The biggest obstacle to taking public transportation tends to be around unavailability or efficiency issues. In other words, public transportation runs too infrequently, and it takes too long to get to destinations. In addition, Chinese, Indian and Russian consumers claim that public transportation is too crowded, German and Japanese consumers attribute low usage to the high cost of public transit, while Mexican consumers point to safety considerations.

- To emphasize the lack of availability of local public transportation, consumers in many countries (developed and developing) also report a decrease in availability since 2008.
- Consumers in emerging economies (Argentineans, Brazilians, Chinese, Indians, and Mexicans) are the most likely to live close to usual destinations to minimize environmental impacts.
- Since 2008, there is not much change in the number of households who own a fuel-efficient vehicle. Only Brazilian and Mexican consumers report substantial increases.
- Consumers across most countries agree that increased fuel prices have caused at least a temporary change in their transportation habits.
- Consumers in most countries also report decreased consumption in fuel, Indians, being the exception, are most likely to say their fuel consumption has increased. However, across all countries consumers agree that cost is the main driving factor behind their decreased consumption.

Greendex Rankings: Transportation



Consumers in Each Country, 2008–2009



142 Note: The 2008 Transportation Greendex scores have been recalibrated in a manner that has not affected the meaning of the overall results



Relative Changes in Transportation Sub-Index Scores



Countries in which the average consumer's transportation score **worsened less** than in other countries:

- Spain
- Germany
- Australia
- Britain

Countries in which the average consumer's transportation score **worsened more** than in other countries:

- India
- Brazil
- China
- Mexico
- Russia
- Canada
- USA

Sub-Index Content: Transportation



The Transportation sub-index consists of 17 variables measuring the following:

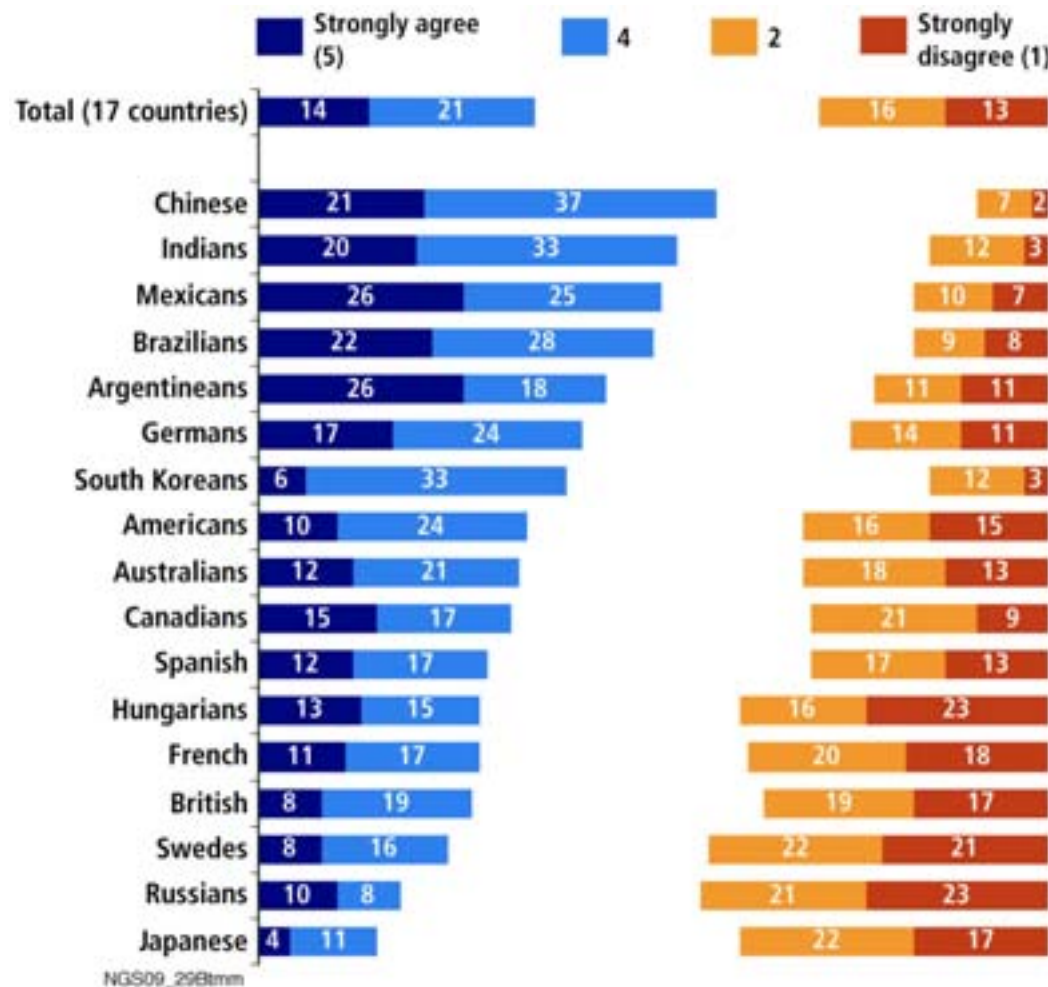
- Driving
- Ownership of motorized vehicles
- Size of vehicle driven
- Distance vehicle is driven
- Owning an ultra-low emissions vehicle (ULEV or hybrid)
- Air travel
- Use of public transit
- Taking trains
- Riding a bicycle
- Walking
- Location of residence relative to primary destination

Questions Included in Transportation Sub-Index

I Choose to Live Close to Usual Destinations to Minimize Impact of Transportation on the Environment



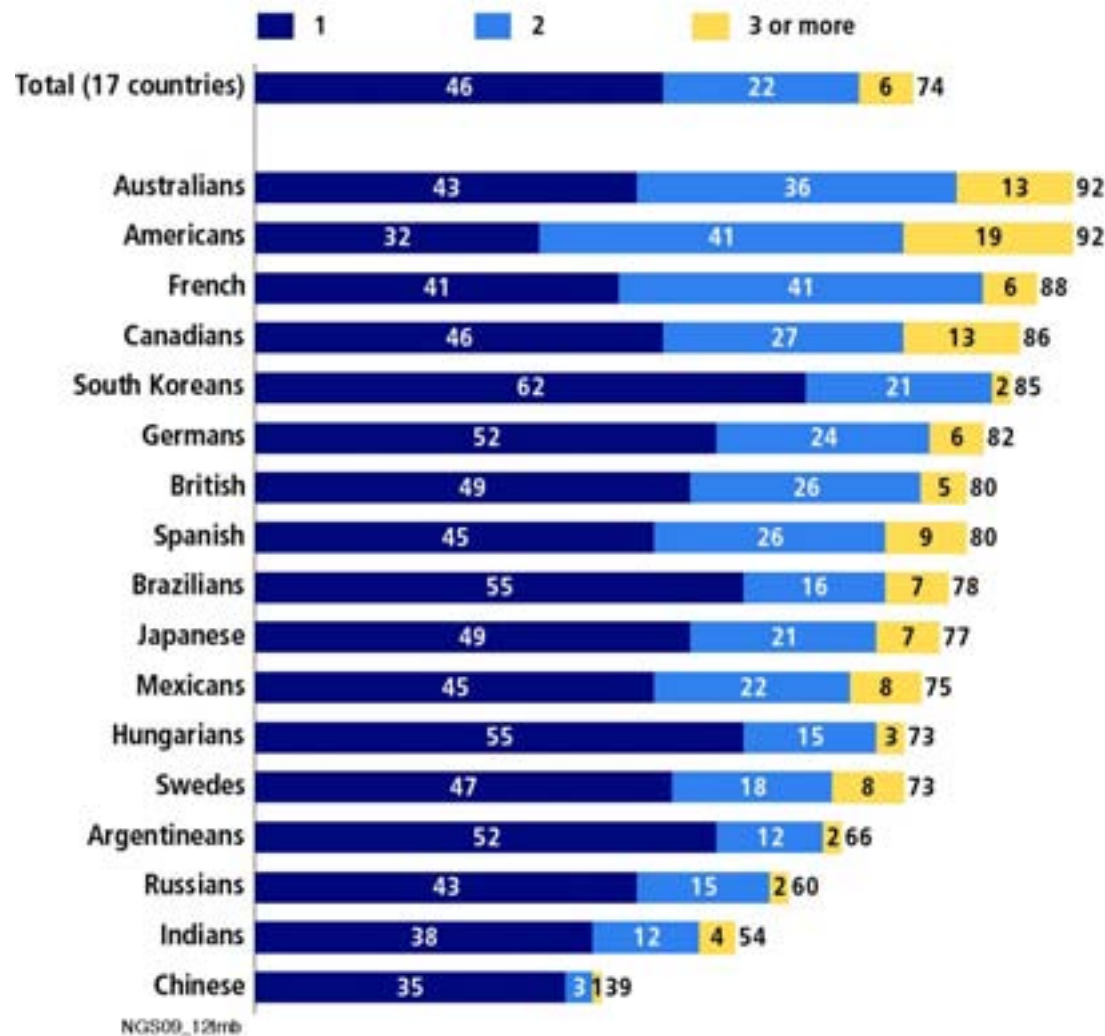
Percentage of Consumers in Each Country, 2009



Average Number of Cars or Trucks Owned, Rented, or Leased by Household Members



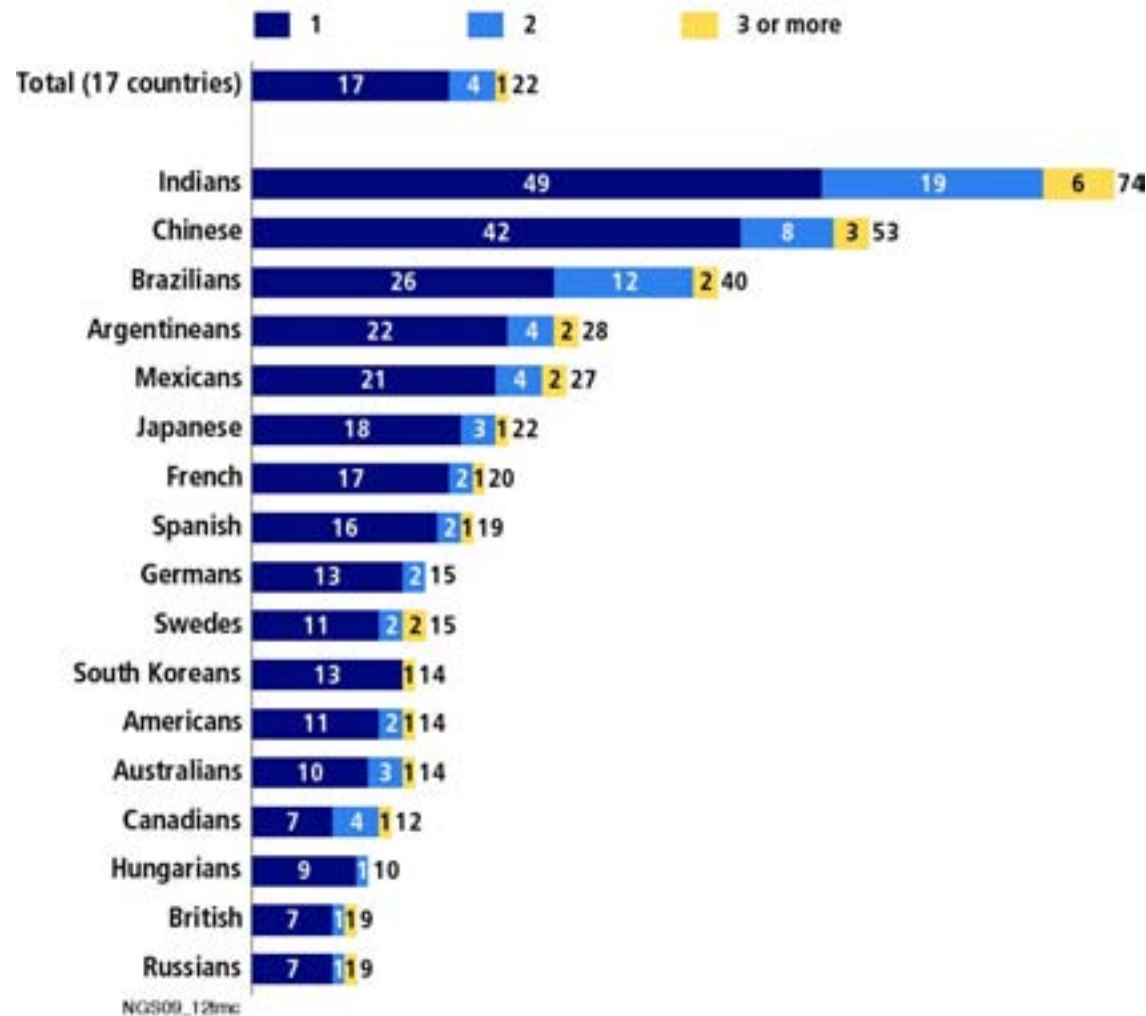
Percentage of Consumers in Each Country, 2009



Average Number of Motorcycles, Motor Scooters, or All-Terrain Vehicles Owned, Rented, or Leased by Household Members



Percentage of Consumers in Each Country, 2009



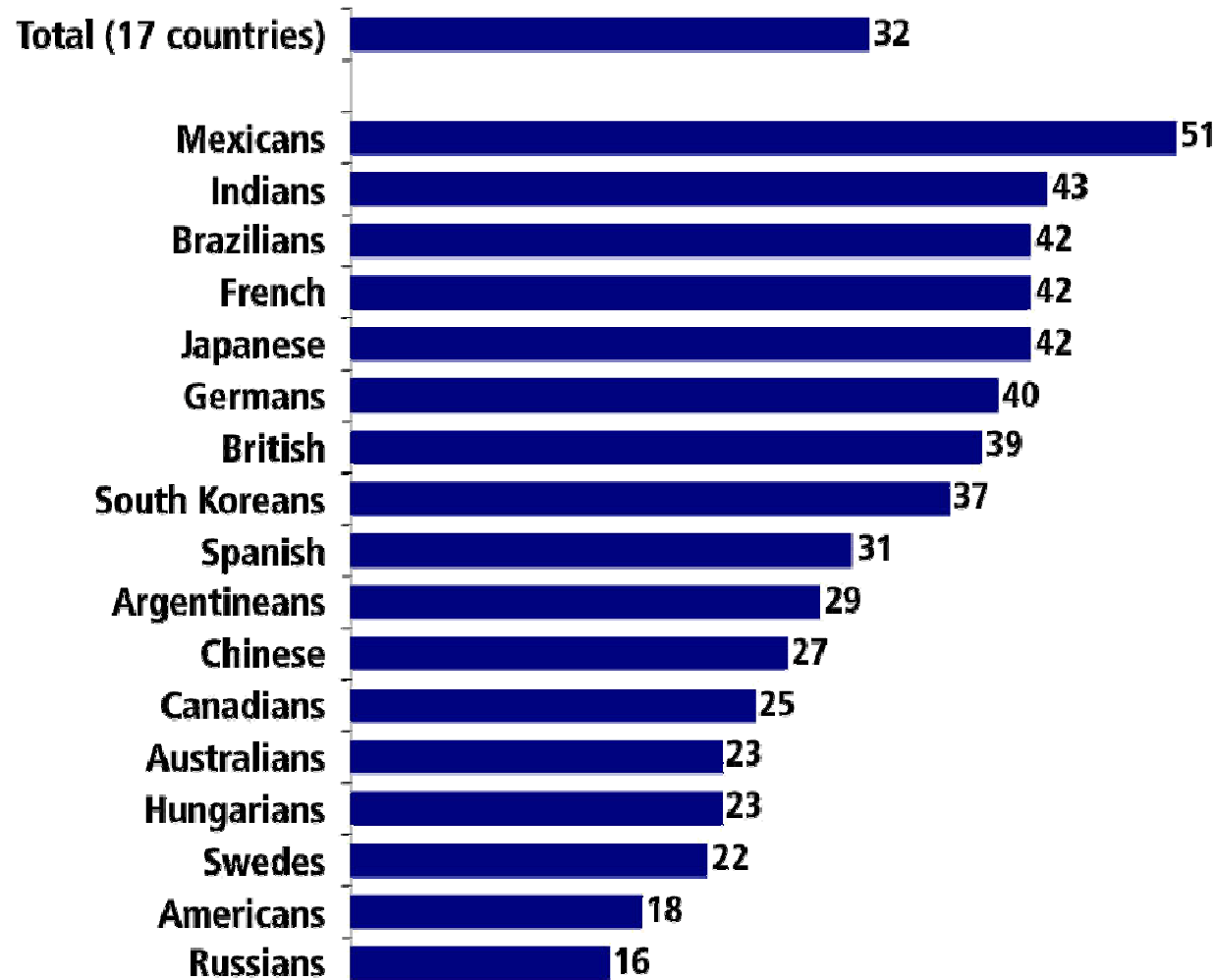
NGS09_12fmc



Personally Drive a Compact Car



Percentage of Consumers in Each Country, 2009



NGS09_15ta_ccar

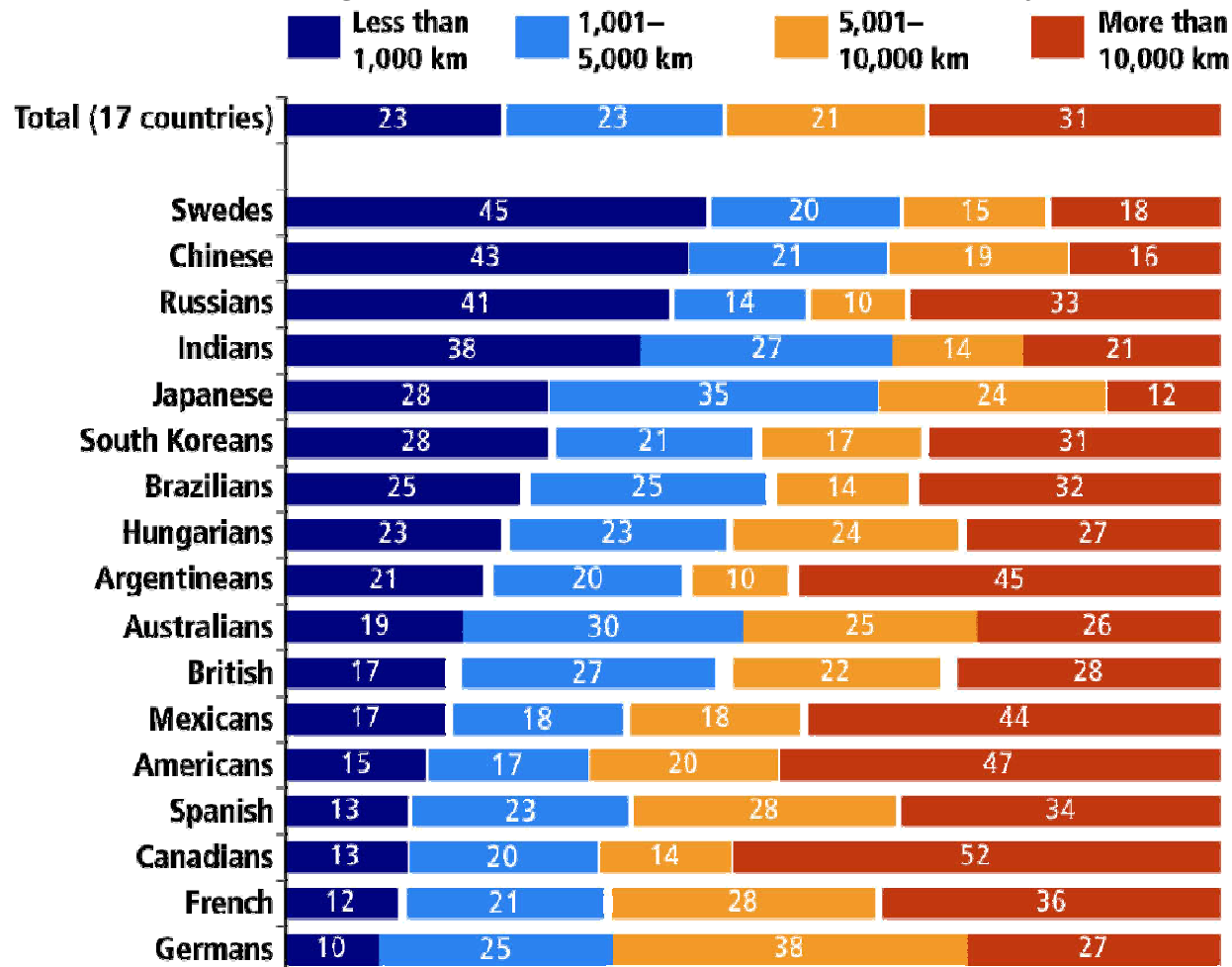
149 Subsample: Those who drive a motorized vehicle (n=15,813)



Average Distance Driven in Past Year: Compact Car



Number of km, Percentage of Consumers in Each Country, 2009



NGS09_151b_ccar

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

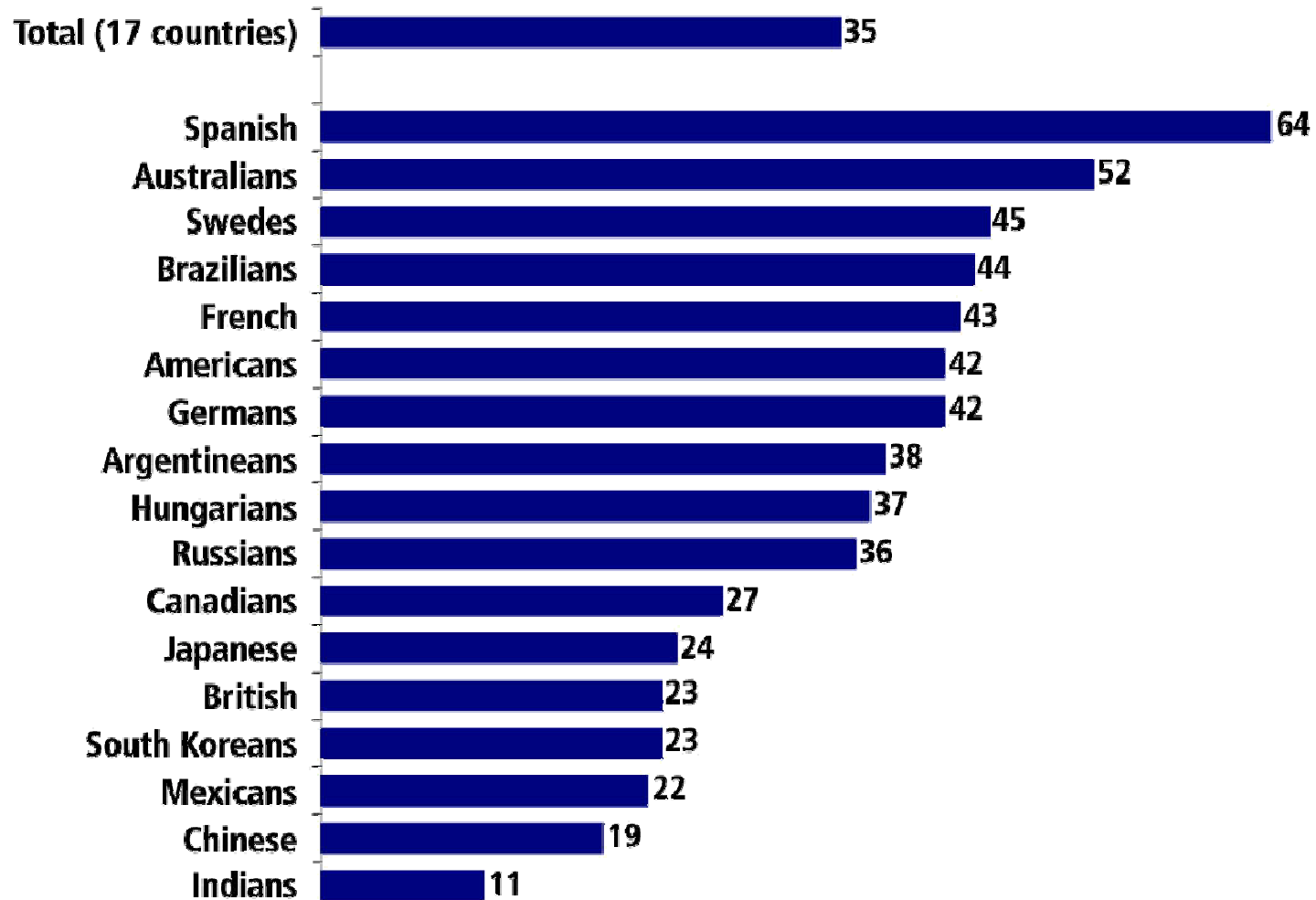
150 Subsample: Those who have personally driven a compact car in the past year (n=5,347)



Personally Drive a Sedan / Station Wagon



Percentage of Consumers in Each Country, 2009



NGS09_15ta_sedan

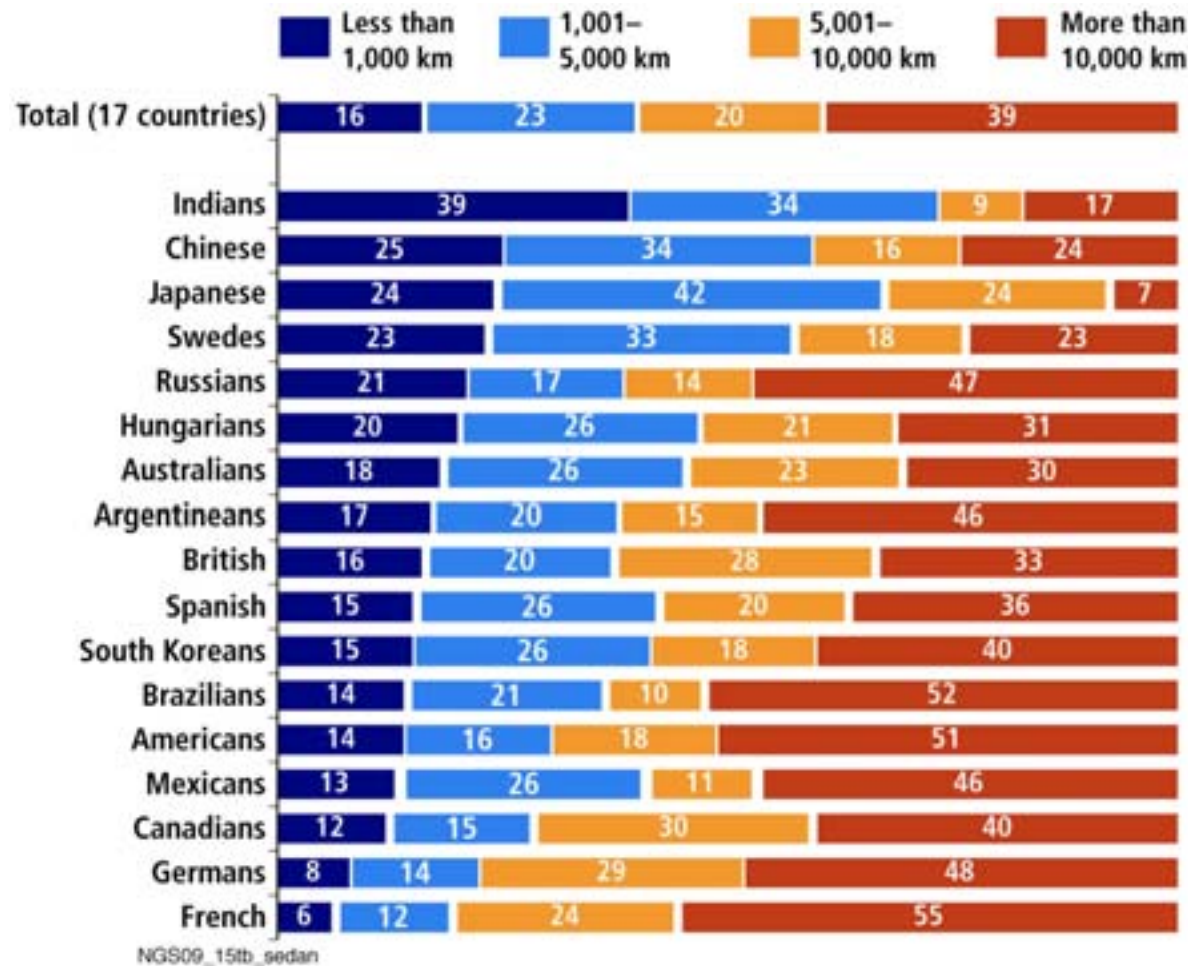
151 Subsample: Those who drive a motorized vehicle (n=15,813)



Average Distance Driven in Past Year: Sedan / Station Wagon



Number of km, Percentage of Consumers in Each Country, 2009



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

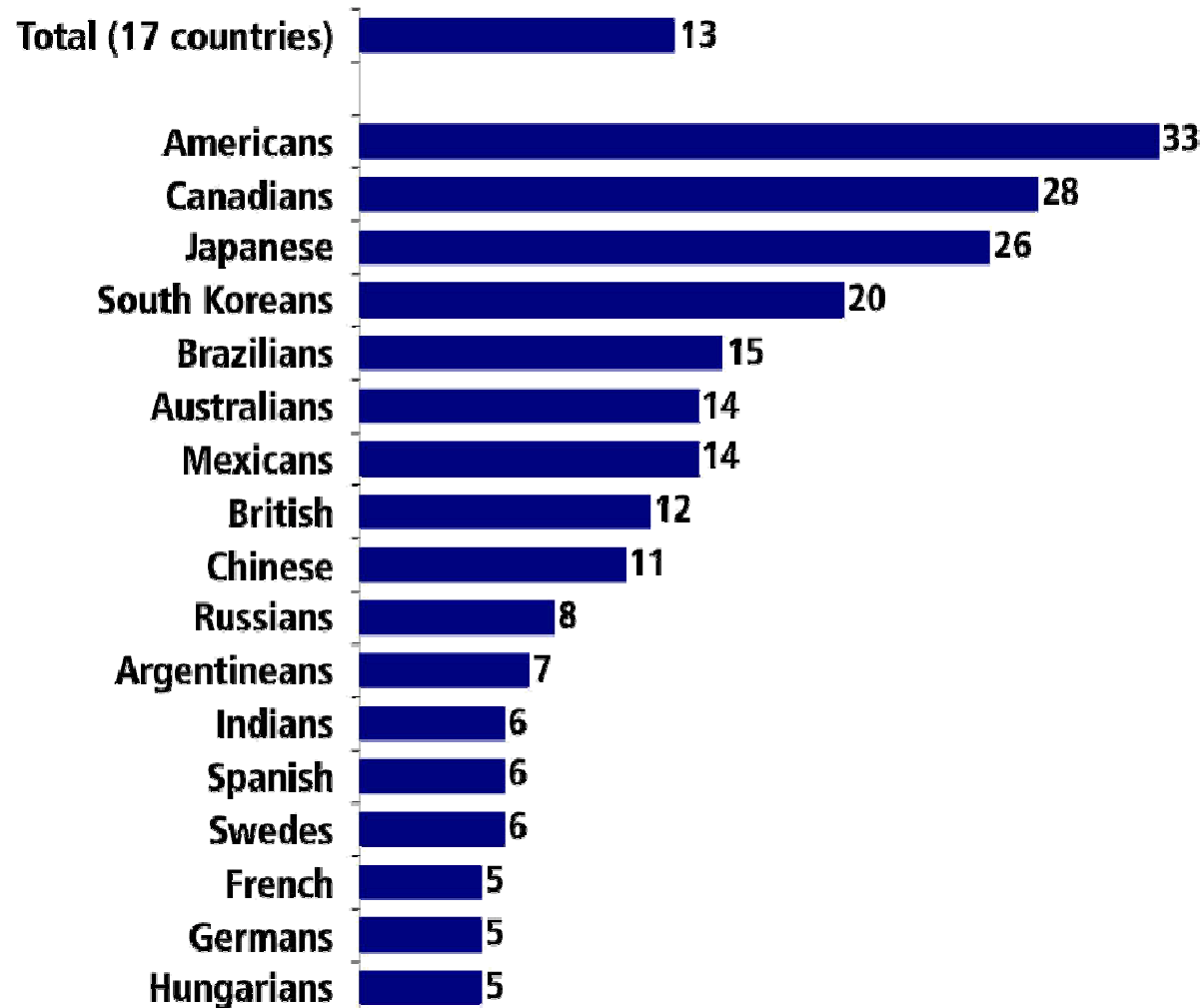
152 Subsample: Those who have personally driven a compact car in the past year (n=5,347)



Personally Drive a Minivan/SUV



Percentage of Consumers in Each Country, 2009



NGS09_15td_suv

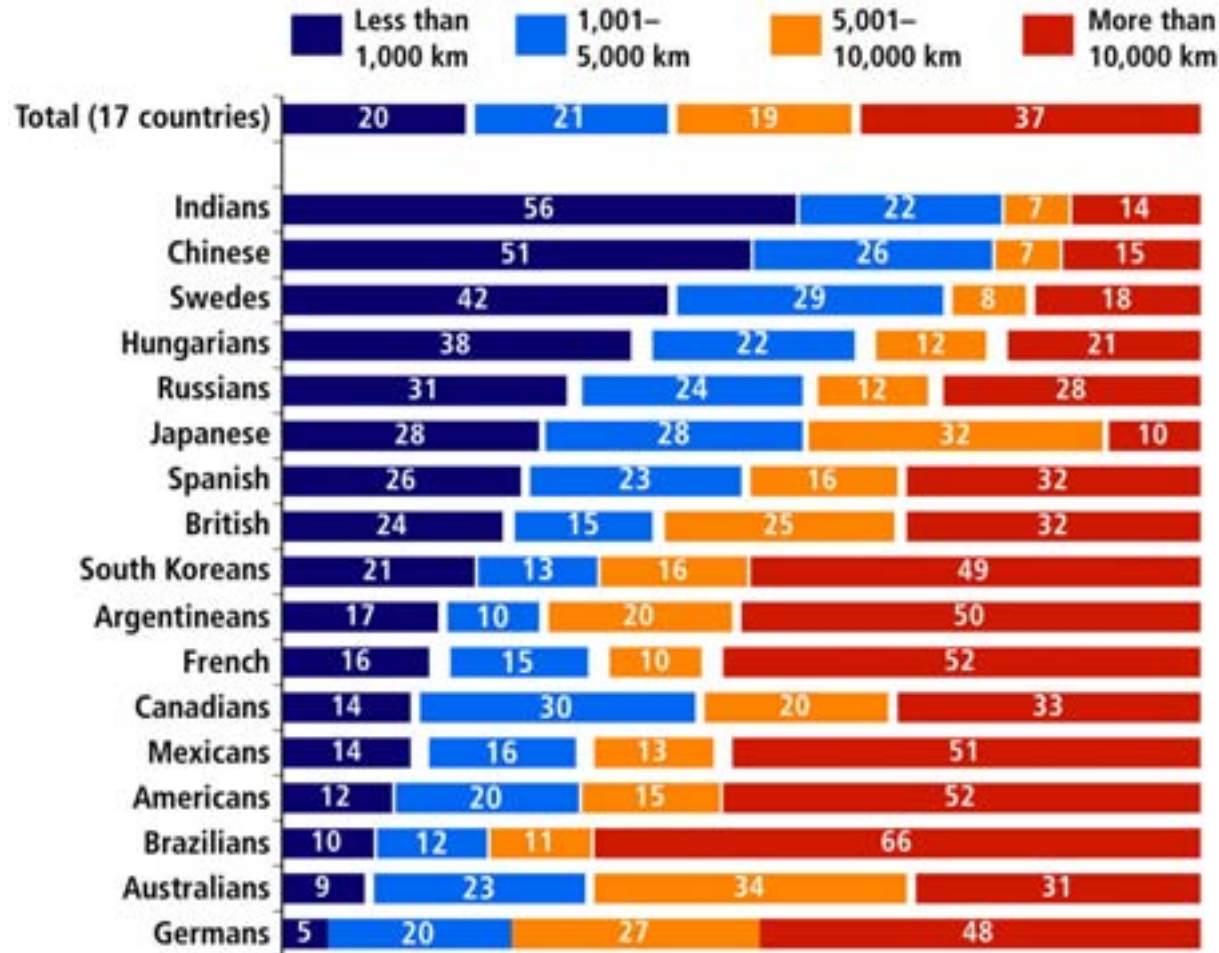
153 Subsample: Those who drive a motorized vehicle (n=15,813)



Average Distance Driven in Past Year: Minivan/SUV



Number of km, Percentage of Consumers in Each Country, 2009



NGS09_151b_suv

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

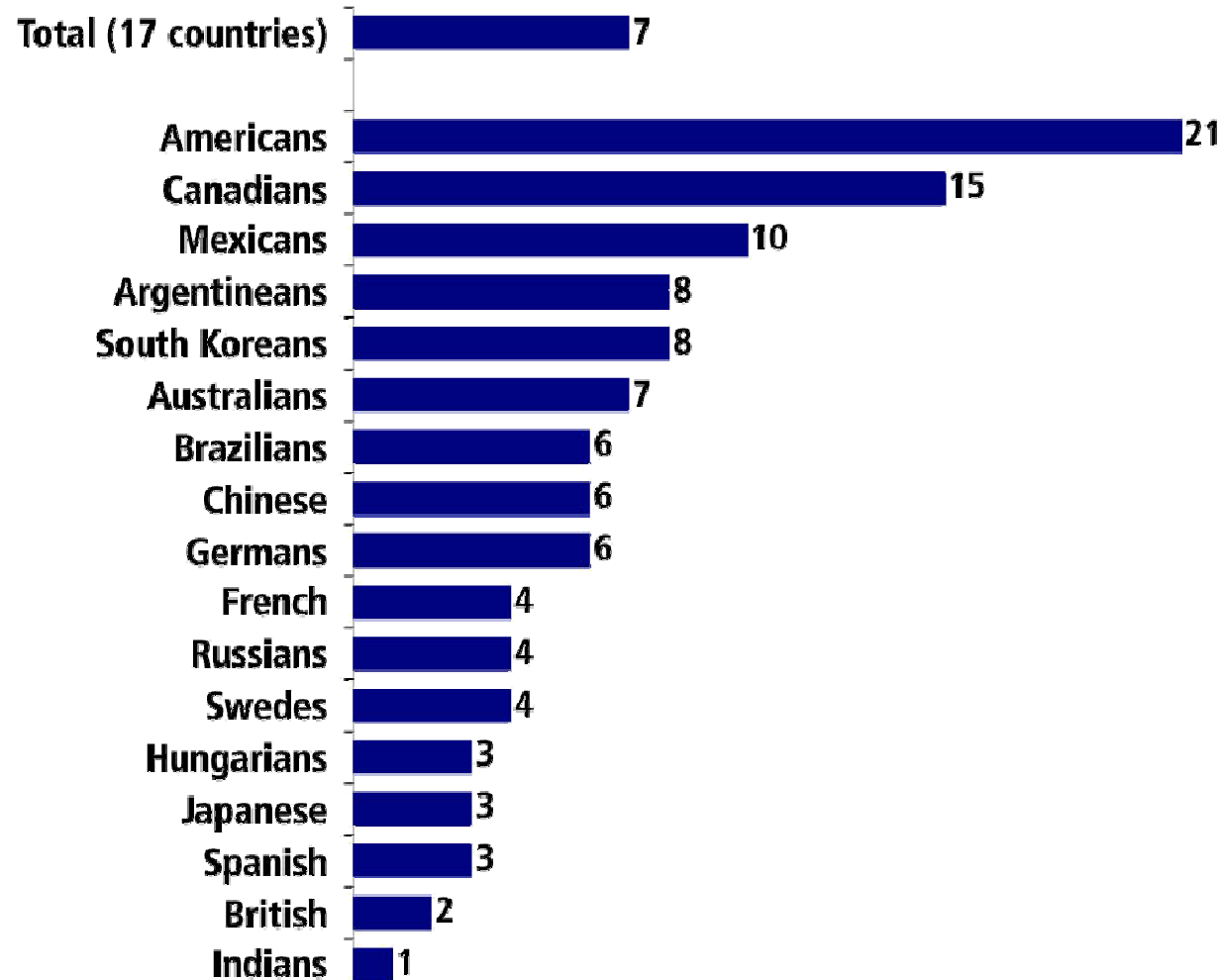
154 Subsample: Those who have personally driven a compact car in the past year (n=5,347)



Personally Drive a Truck / Full-Size Van



Percentage of Consumers in Each Country, 2009



NGS09_15to_truck

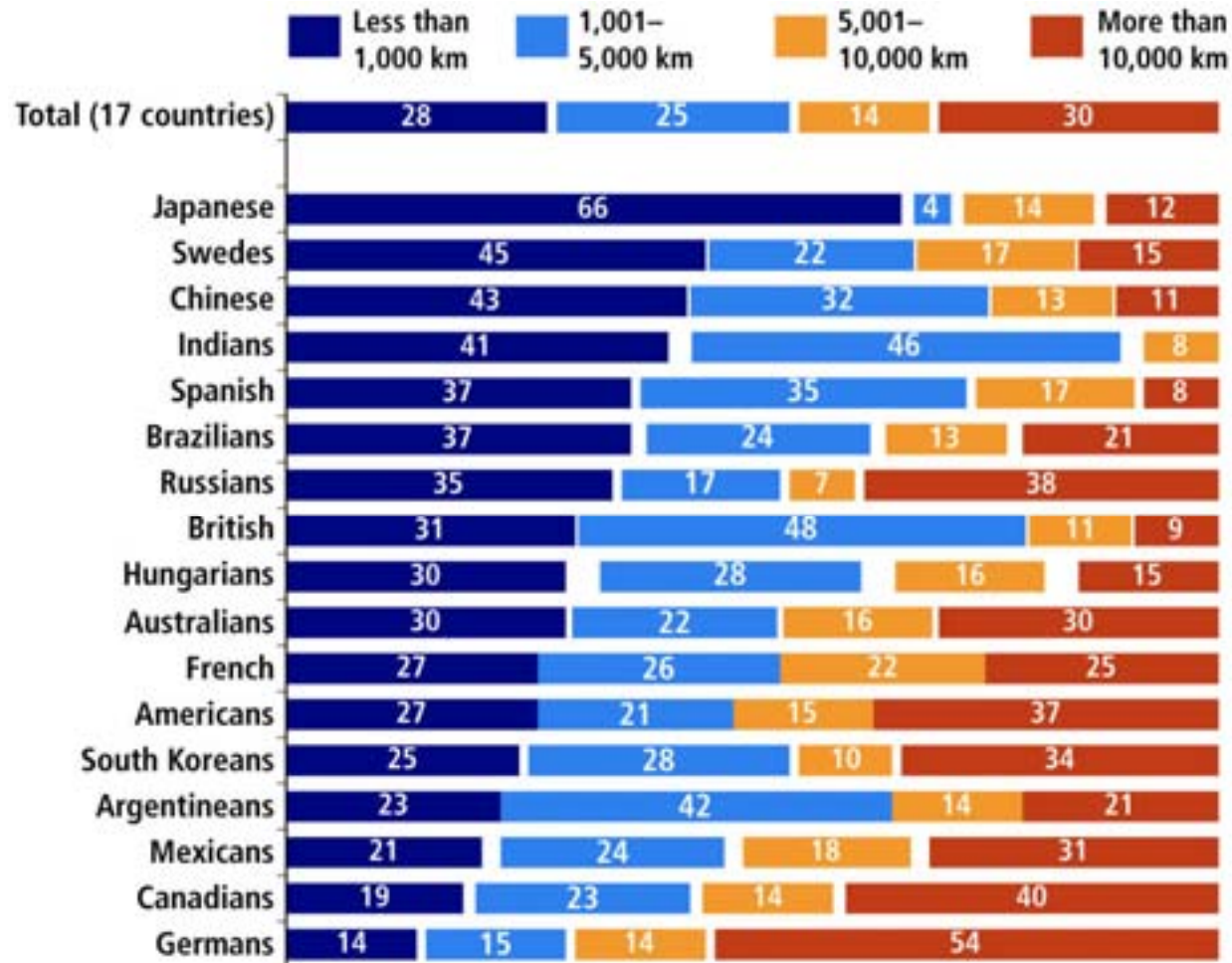
155 Subsample: Those who drive a motorized vehicle (n=15,813)



Average Distance Driven in Past Year: Truck / Full-Size Van



Number of km, Percentage of Consumers in Each Country, 2009



NGS09_15tb_truck

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

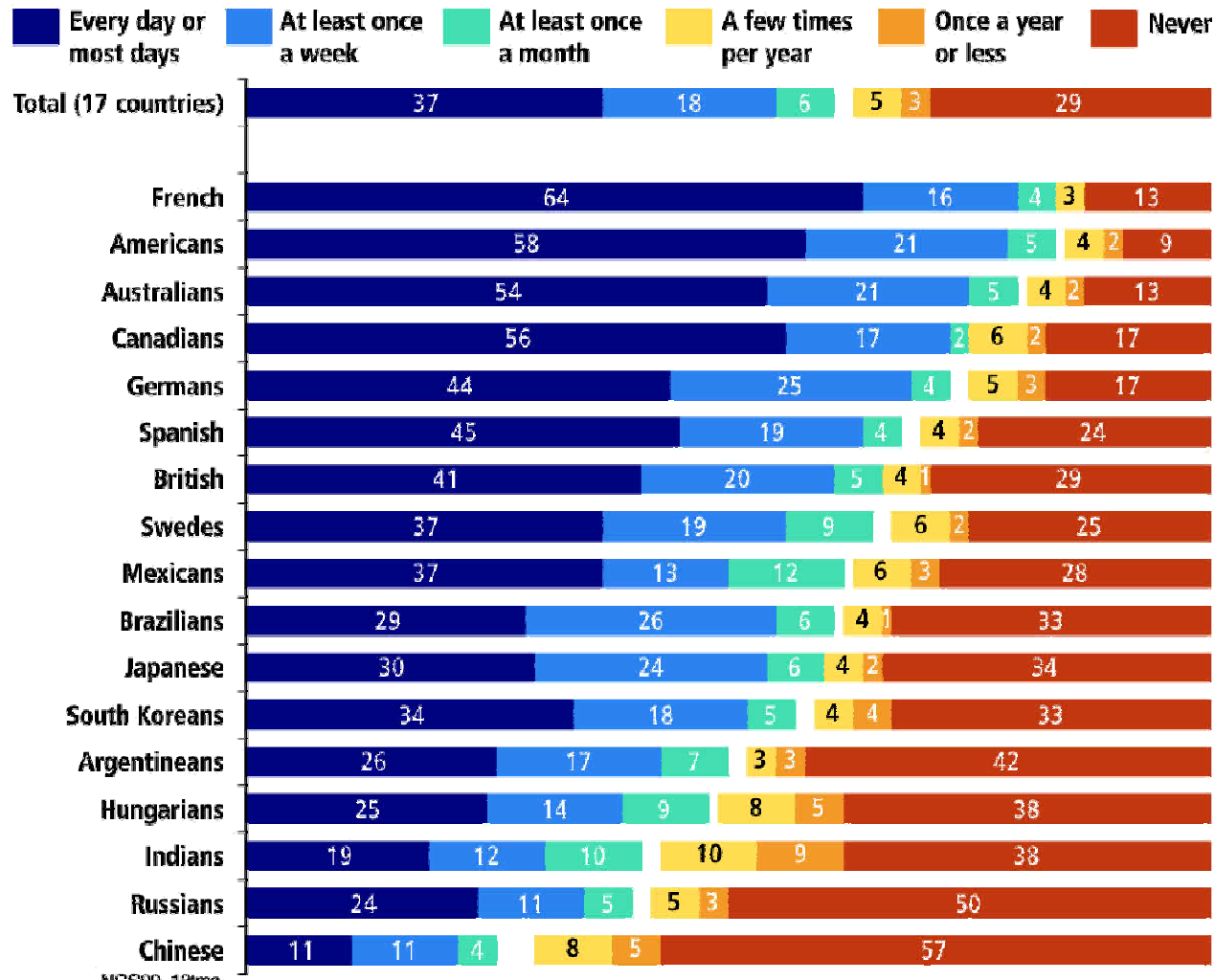
156 Subsample: Those who have personally driven a compact car in the past year (n=5,347)



Frequency of Driving Alone in a Car/Truck



Percentage of Consumers in Each Country, 2009

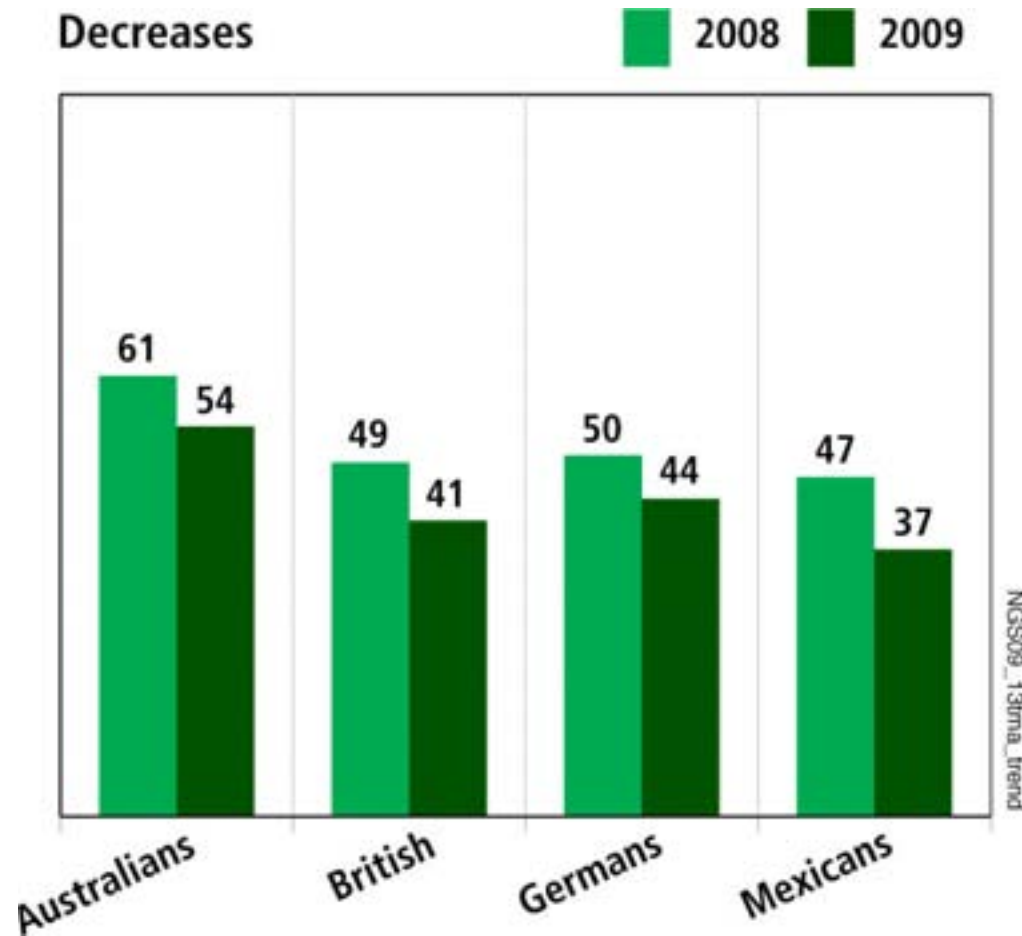


157 The white space in this chart represents “DK/NA.”

Frequency of Driving Alone in a Car/Truck



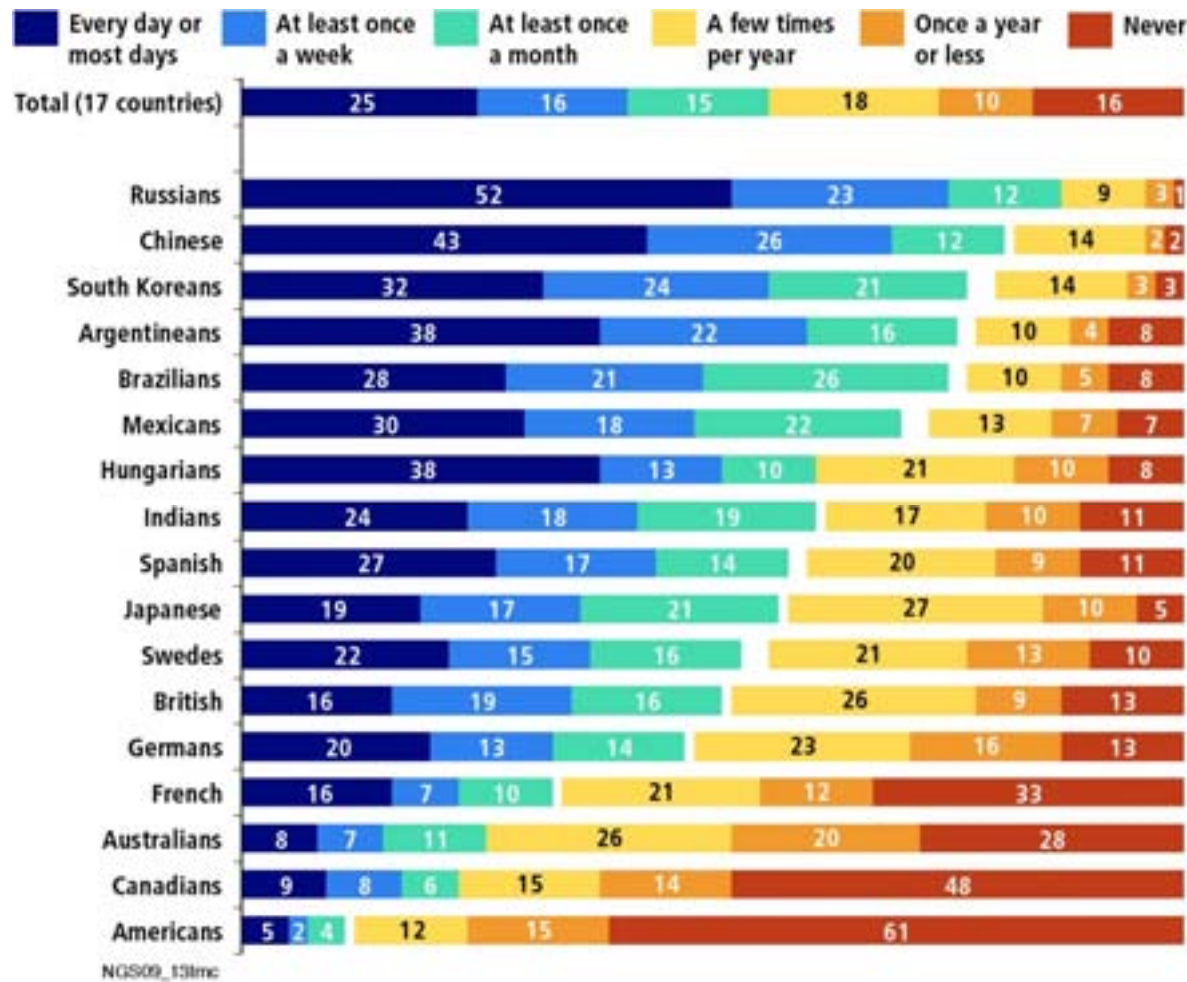
“Every Day or Most Days,” Percentage of Consumers in Each Country, Trends: 2008–2009



Frequency of Using Local Public Transportation



Percentage of Consumers in Each Country, 2009



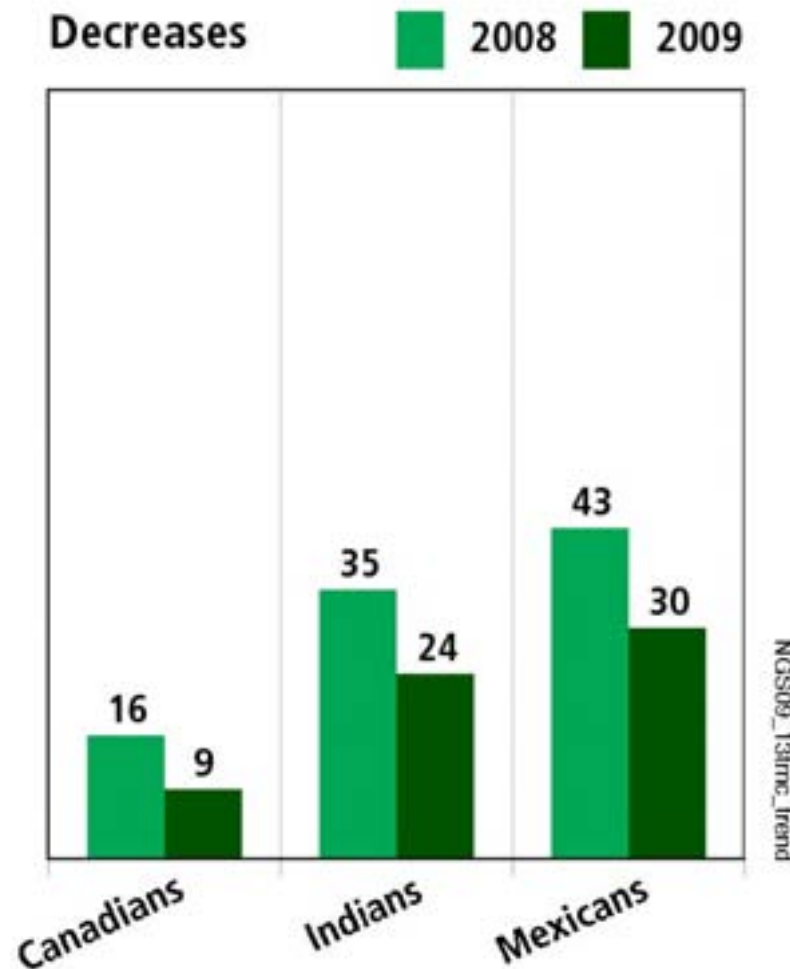
159 The white space in this chart represents “DK/NA.”



Frequency of Using Local Public Transportation



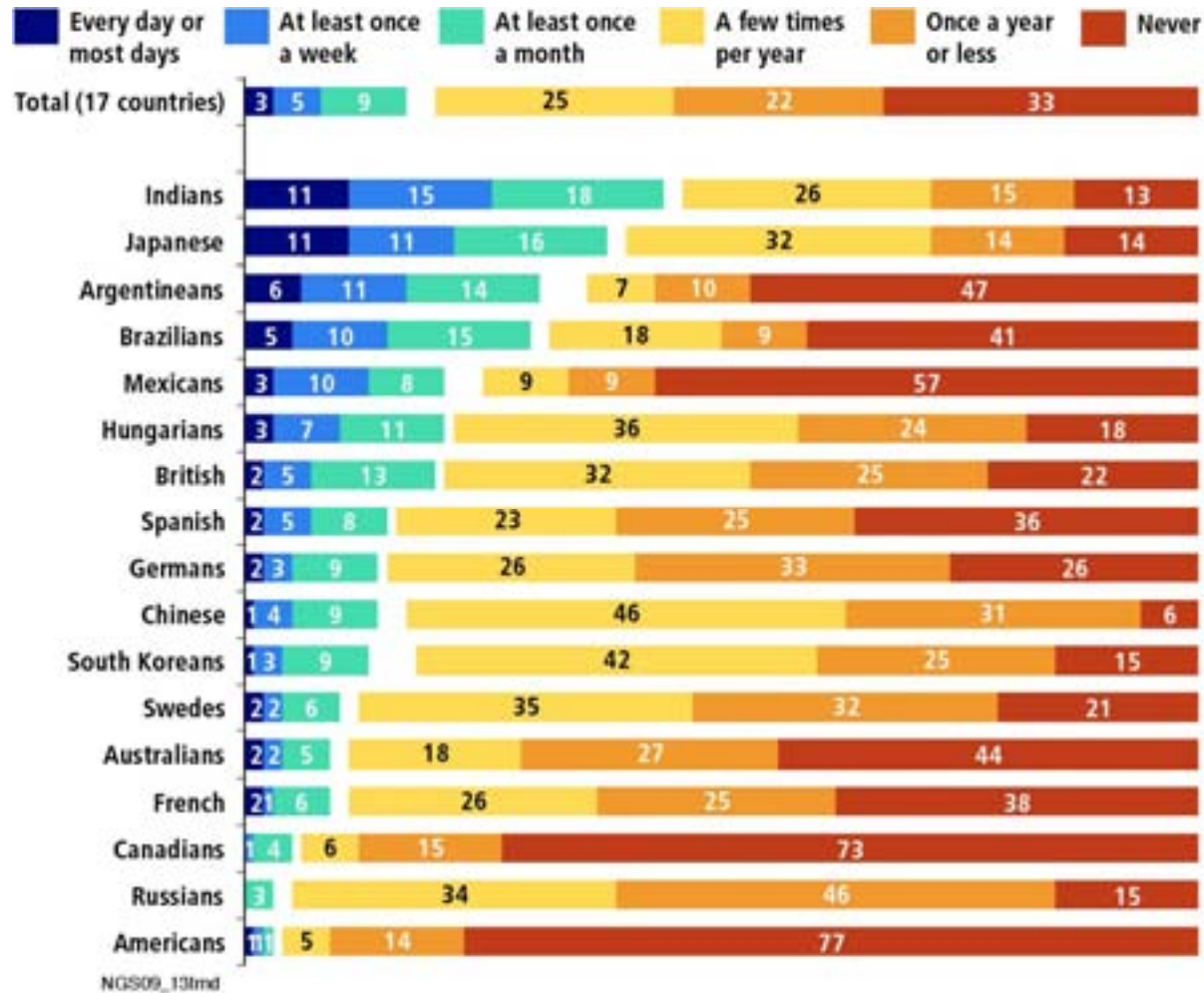
“Every Day or Most Days,” Percentage of Consumers in Each Country, Trends: 2008–2009



Frequency of Using Trains (Other than Local Public Transportation)



Percentage of Consumers in Each Country, 2009



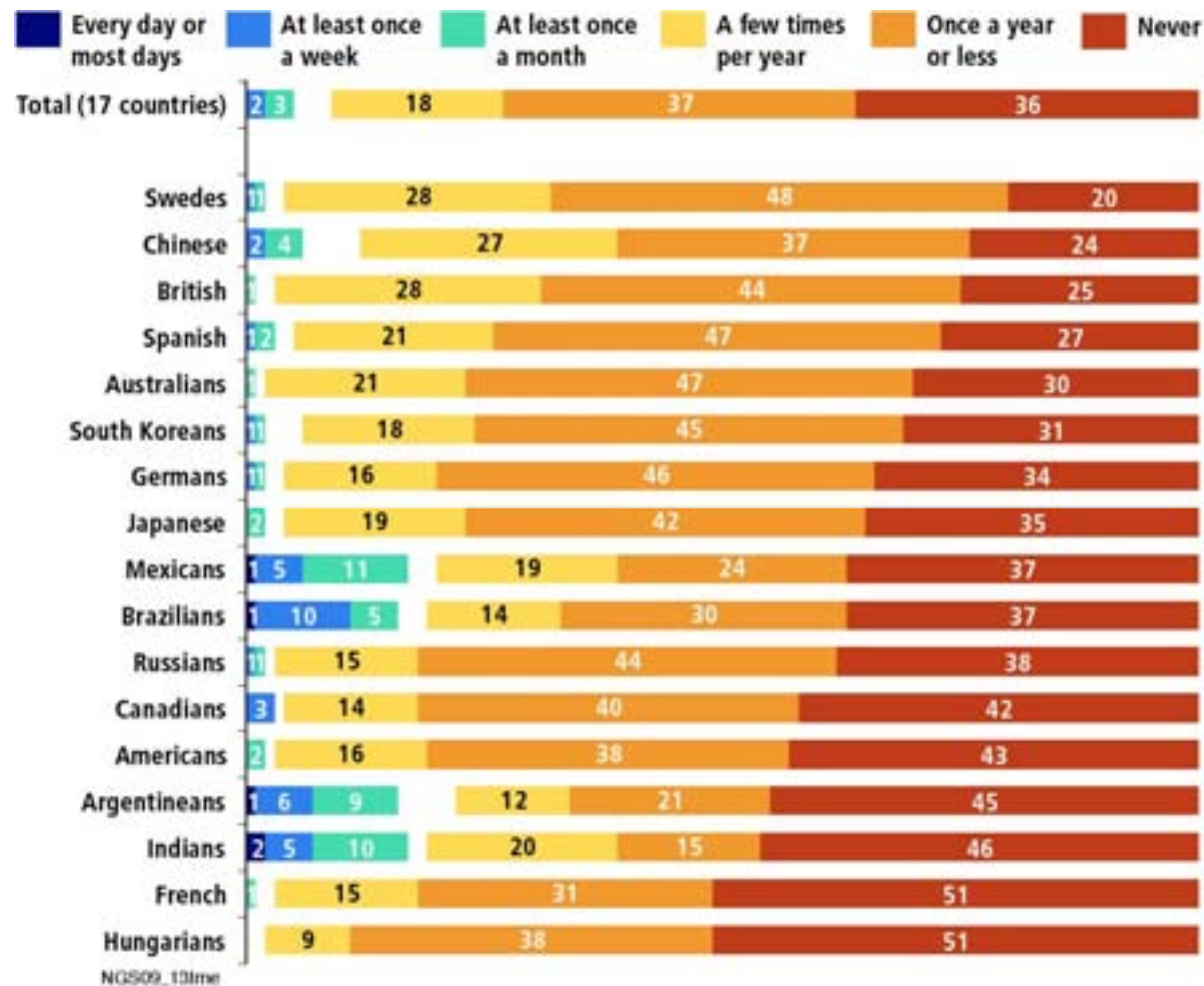
161 The white space in this chart represents "DK/NA."



Frequency of Using Airplanes



Percentage of Consumers in Each Country, 2009



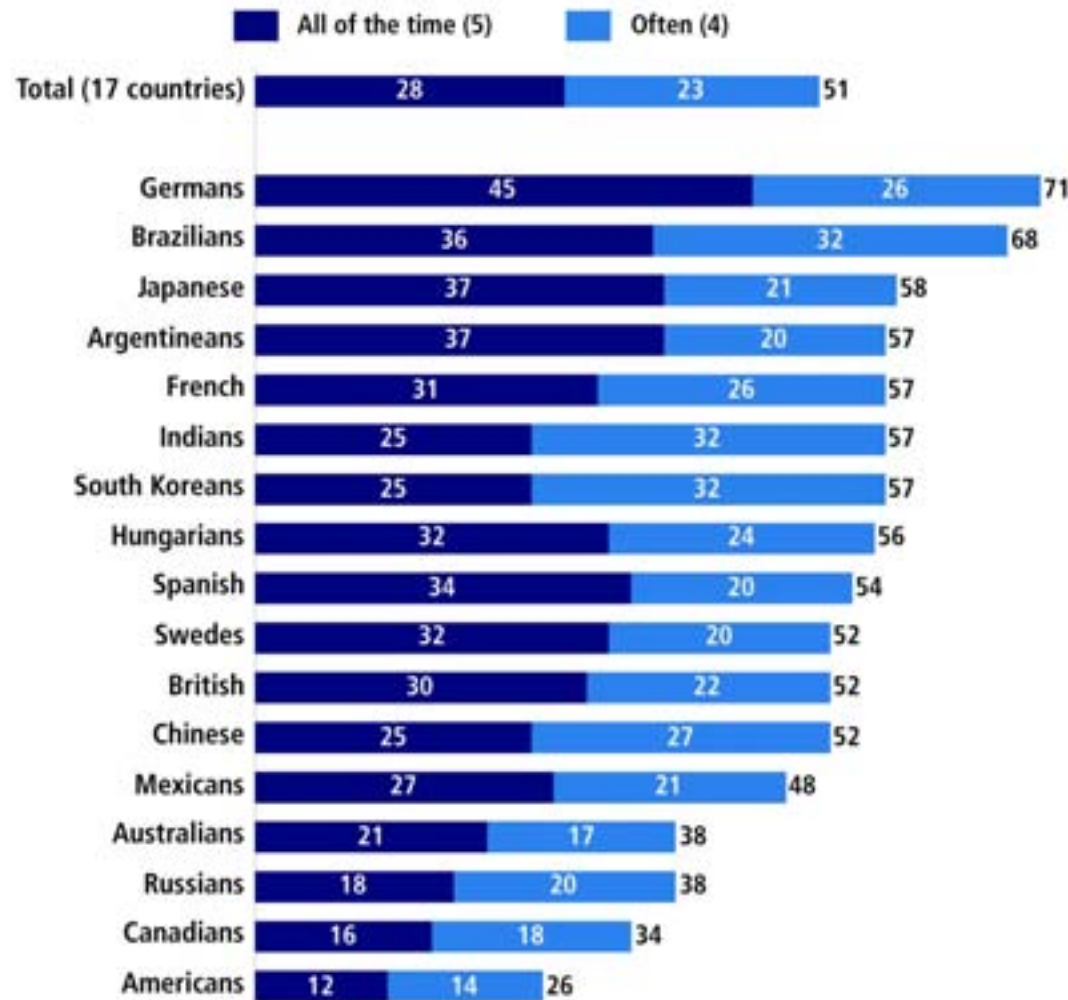
162 The white space in this chart represents "DK/NA."



Frequency of Walking or Riding Bike to Destination



“All of the Time (5)” or “Often (4),”* Percentage of Consumers in Each Country, 2009



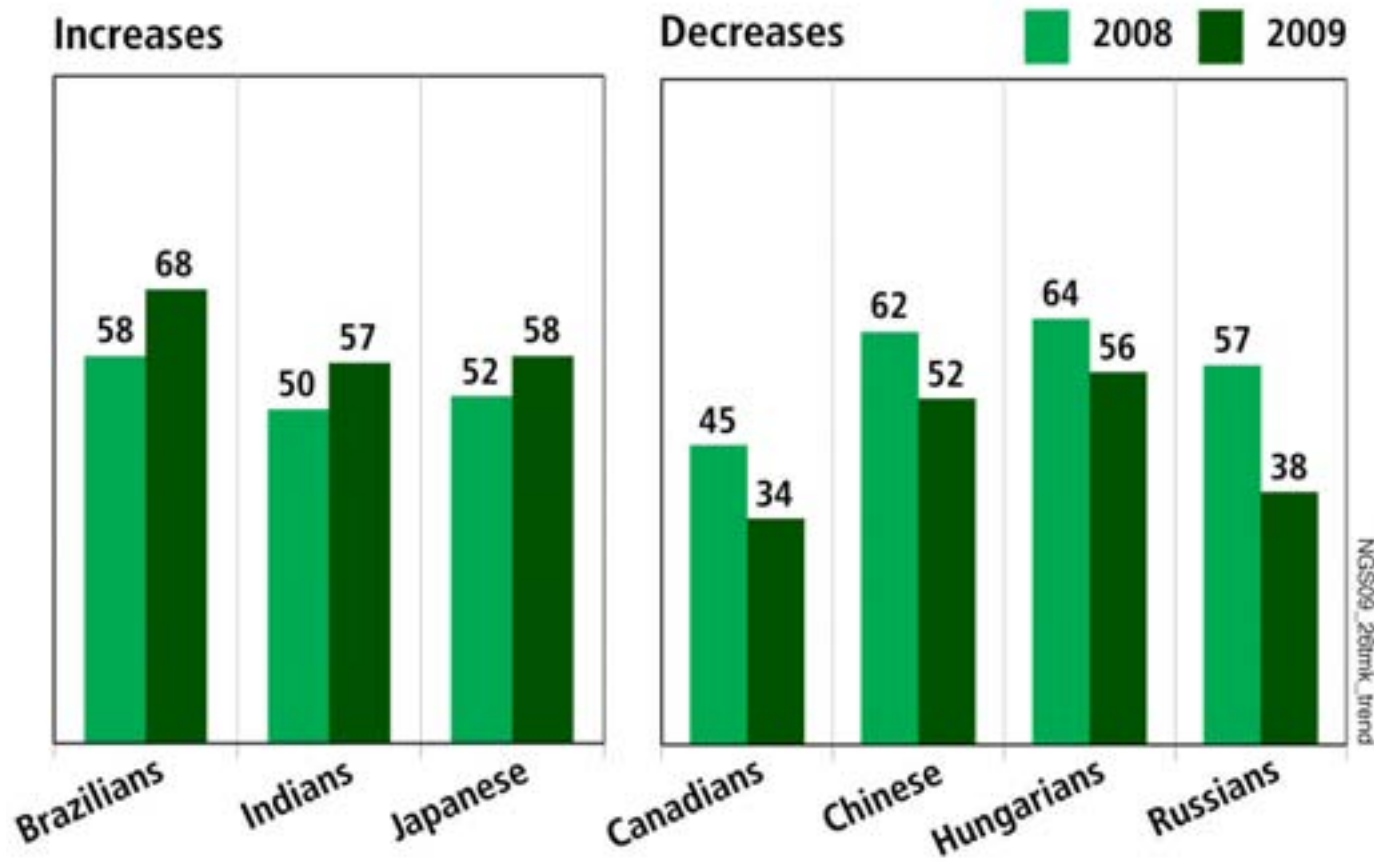
NGS09_28/mk



Frequency of Walking or Riding Bike to Destination



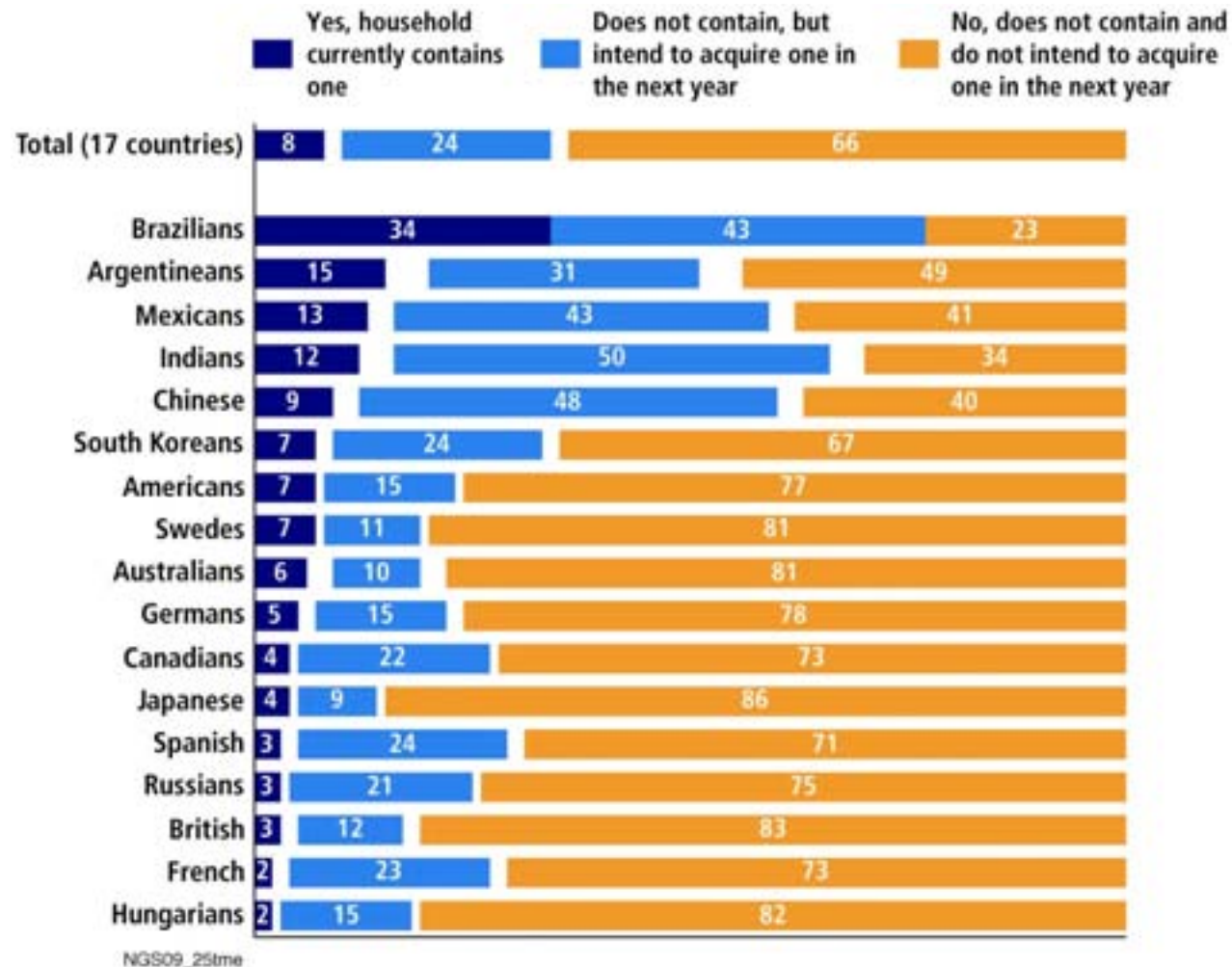
“All of the Time (5)” and “Often (4),” * Percentage of Consumers in Each Country, Trends: 2008–2009



Household Contains Fuel-Efficient Vehicle



Percentage of Consumers in Each Country, 2009



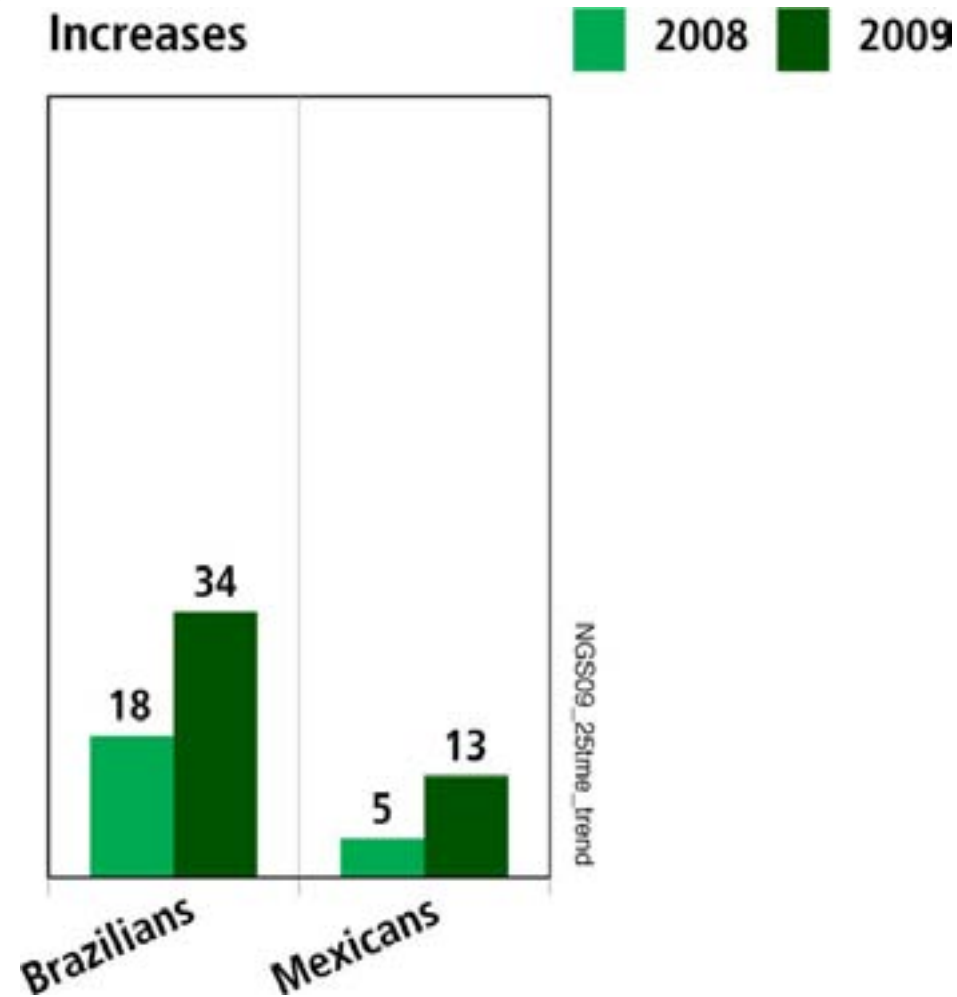
165 The white space in this chart represents “DK/NA.”



Household Contains Fuel-Efficient Vehicle



“Yes, Household Contains One,” Percentage of Consumers in Each Country,
Trends: 2008–2009

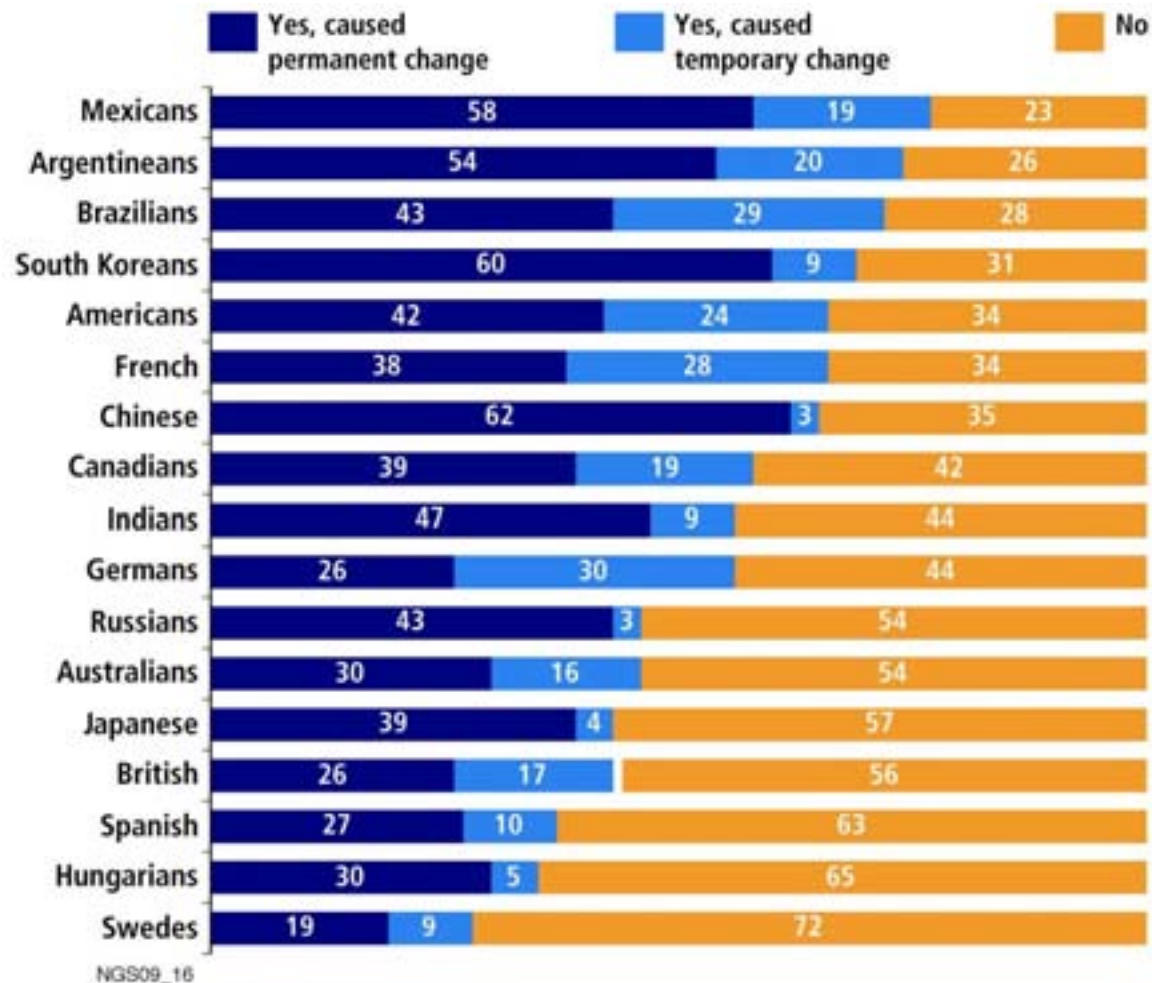


Additional Questions Not Included in Transportation Sub-Index

Effect of Fuel Price Increase on Transportation Habits



Percentage of Consumers in Each Country, 2009



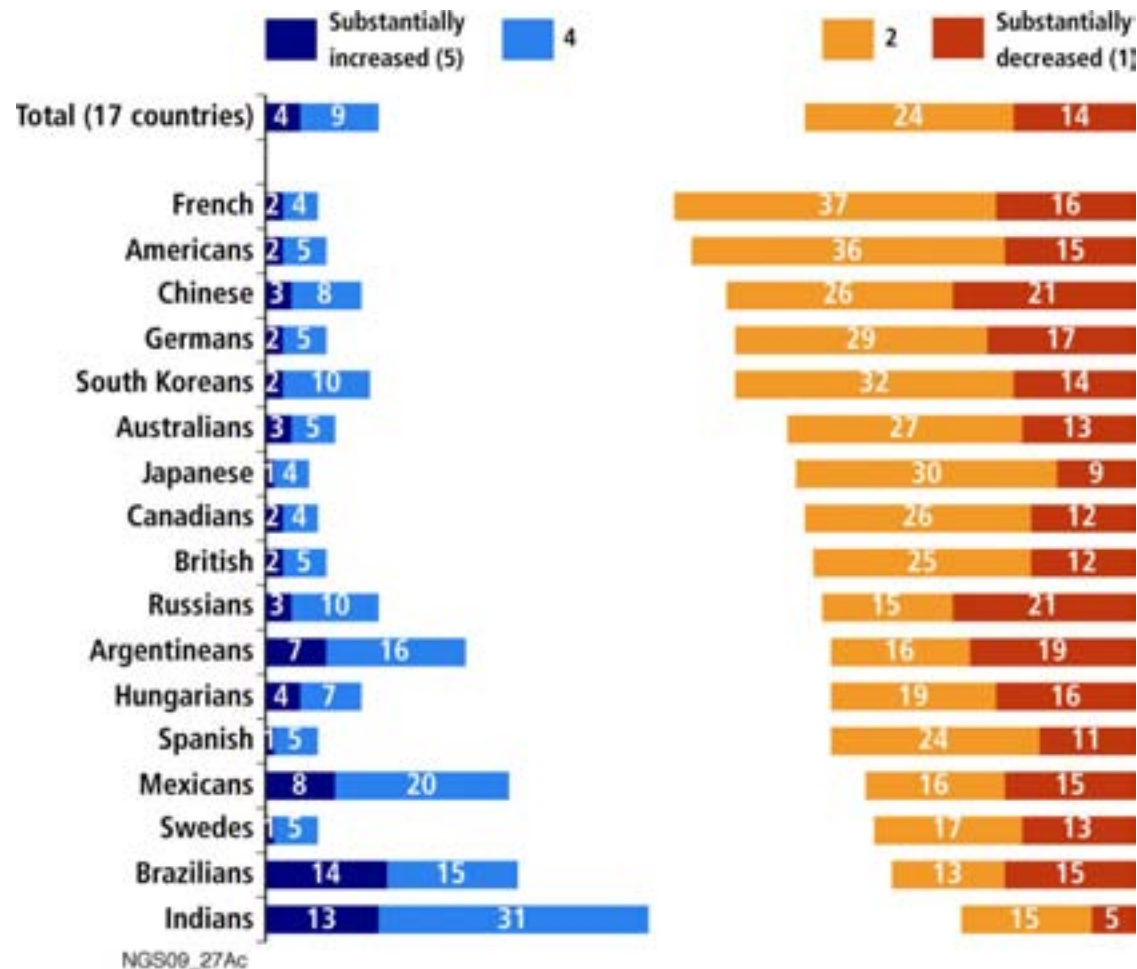
168 The white space in this chart represents “DK/NA.”
 Subsample: Those who drive a motorized vehicle (n=12,830)



Change in Consumption of Fuel for Motorized Vehicles Over the Past Year



Percentage of Consumers in Each Country, 2009



169

The white space in this chart represents “Stayed the same (3)” (on a scale of 1 to 5 where 1 means “Substantially decreased” and 5 means “Substantially increased”) and “DK/NA.”



Reason for Decreased Consumption of Fuel for Motorized Vehicles



Combined Mentions, Percentage of Consumers in Each Country, 2009

	Total (17 countries)	Americans	Argentines	Australians	Brazilians	British	Canadians	Chinese	French	Germans	Hungarians	Indians	Japanese	Mexicans	Russians	South Koreans	Spanish	Swedes
Cost	73	89	59	81	56	78	79	67	89	84	68	61	74	66	49	82	73	61
Changes in financial situation	44	57	33	50	32	46	50	35	33	45	57	25	52	38	40	61	44	35
Change in living circumstances	28	17	36	28	39	24	22	20	28	24	25	23	28	38	28	23	41	39
Environmental concerns	27	24	35	24	34	26	27	41	37	21	14	36	24	29	11	19	26	30
Health reasons	10	6	9	6	16	7	6	25	3	10	10	20	12	11	9	6	5	12

Top mention

NGS09_27Bc_tbl

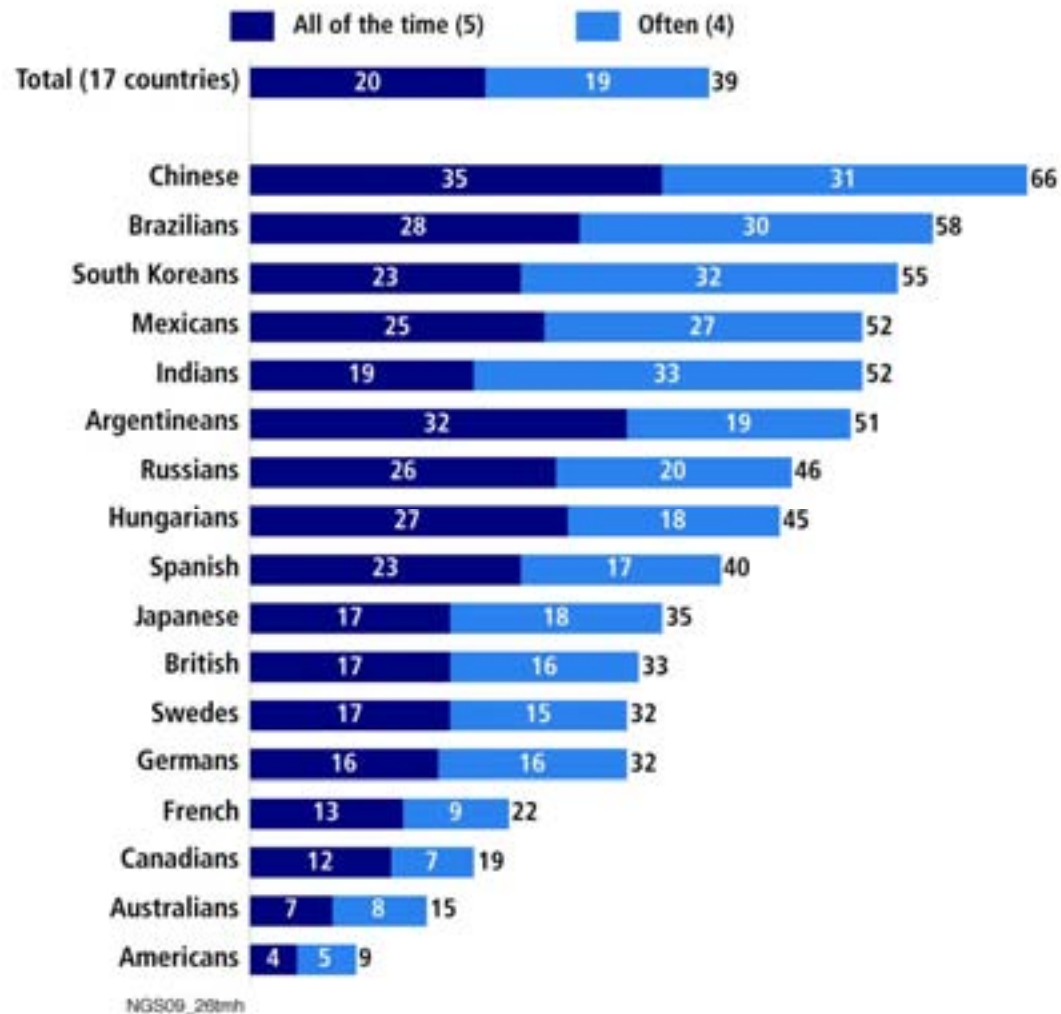
170 Subsample: Those who have reduced consumption of fuel for motorized vehicles ($n=6,564$)



Frequency of Using Local Public Transportation to Save Fuel and Reduce Pollution



“All of the Time (5)” or “Often (4),” * Percentage of Consumers in Each Country, 2009

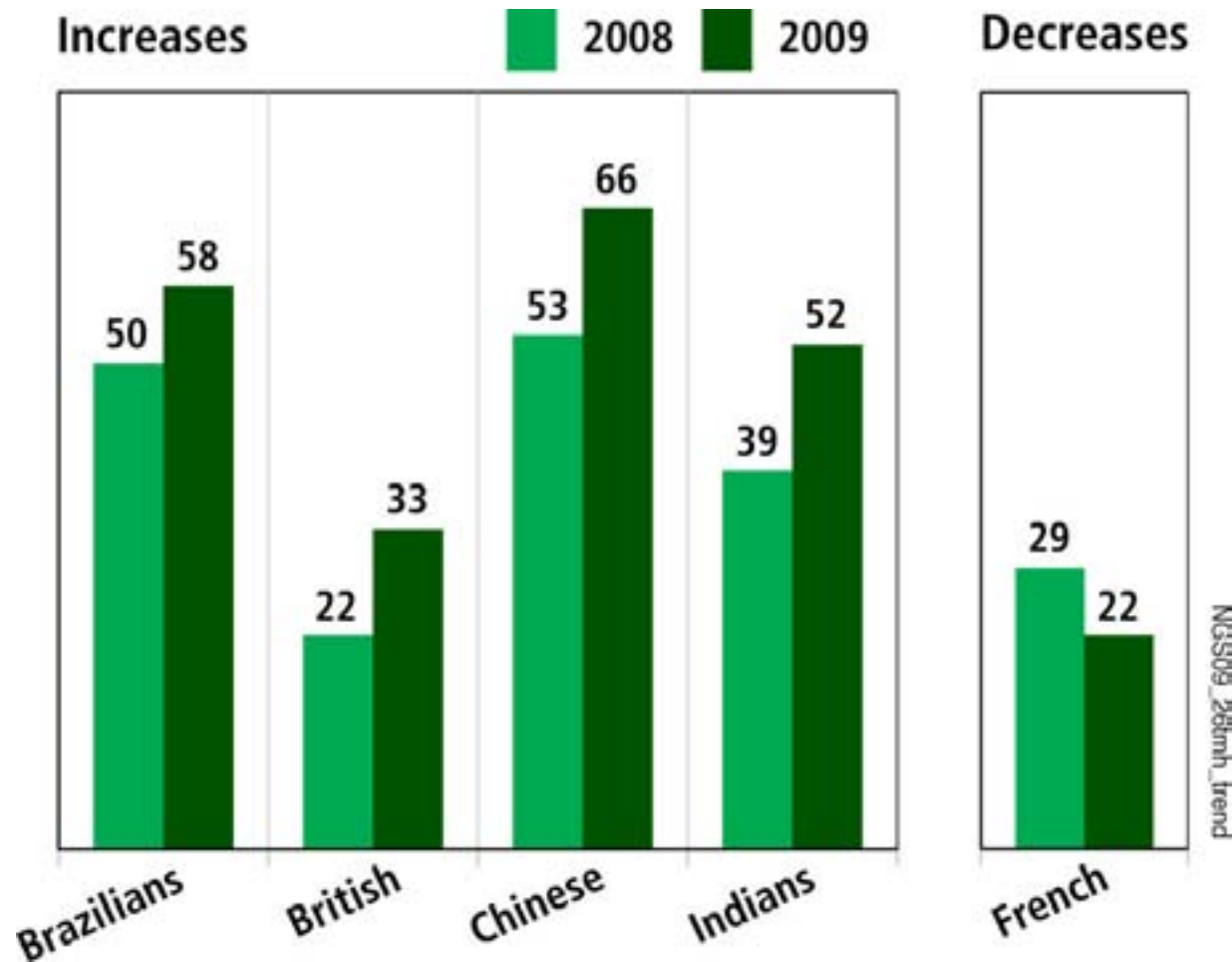


171 *On a scale where 1 means “Never,” 3 means “Sometimes,” and 5 means “All of the time.”

Frequency of Using Local Public Transportation to Save Fuel and Reduce Pollution



“All of the Time (5)” and “Often (4),” * Percentage of Consumers in Each Country, Trends: 2008–2009



172 *On a scale where 1 means “Never,” 3 means “Sometimes,” and 5 means “All of the time.”



Biggest Obstacle to Taking Local Public Transportation



Combined Mentions, Percentage of Consumers in Each Country, 2009

	Total (17 countries)	Americans	Argentines	Australians	Brazilians	British	Canadians	Chinese	French	Germans	Hungarians	Indians	Japanese	Mexicans	Russians	South Koreans	Spanish	Swedes
Takes too long	42	40	42	34	30	41	41	50	32	46	43	30	47	48	50	73	43	48
Public transportation not available	30	55	23	36	12	21	42	10	50	24	6	28	16	18	7	30	28	30
Infrequent service	27	30	21	35	15	35	30	25	26	30	31	24	19	16	25	25	33	24
Need to carry things	20	18	17	23	19	24	19	14	24	10	24	18	18	18	8	25	21	29
Cost is too high	19	10	10	11	14	32	15	8	17	38	21	6	43	10	19	4	18	22
Too crowded	18	6	22	14	28	13	10	66	11	11	27	49	27	26	50	12	16	4
Prefer to walk / ride bicycle	10	5	14	5	26	7	4	7	12	15	10	6	12	10	12	6	15	13
Unsafe	9	10	20	7	29	4	10	9	4	2	2	13	1	30	8	2	2	2
Difficult to bring children	8	6	12	9	12	5	11	6	10	5	9	12	7	7	13	13	6	4
Not easily accessible for people with disabilities	5	4	10	9	7	6	4	4	3	4	1	6	2	6	2	1	3	4

Top mention

NGS09_19

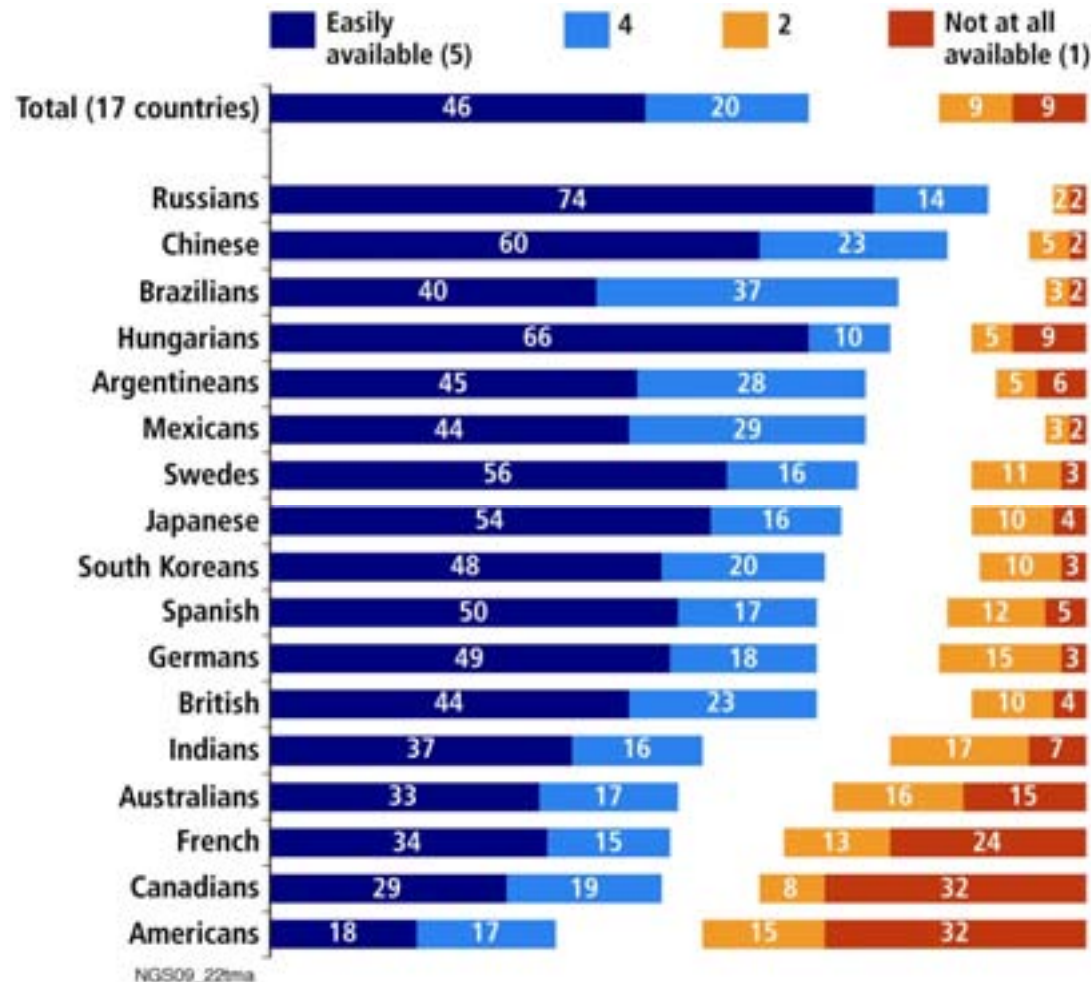


173 Subsample: Those who drive alone at least once a week or more and do not take public transit all the time (n=8,600)

Availability of Local Public Transportation



Percentage of Consumers in Each Country, 2009

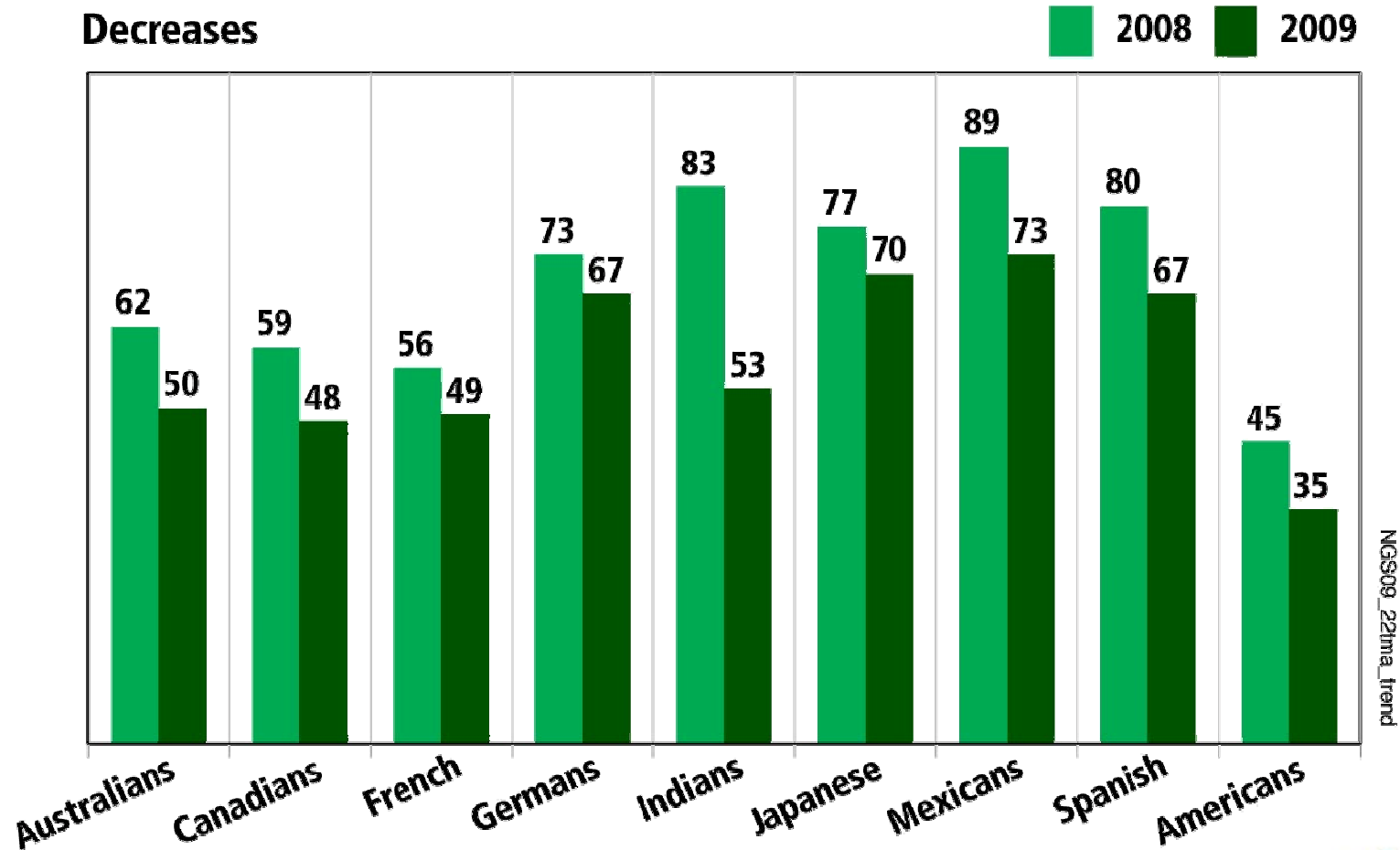


174 The white space in this chart represents “3” (on a scale of 1 to 5 where 1 means “Not at all available” and 5 means “Easily available”) and “DK/NA.”

Availability of Local Public Transportation



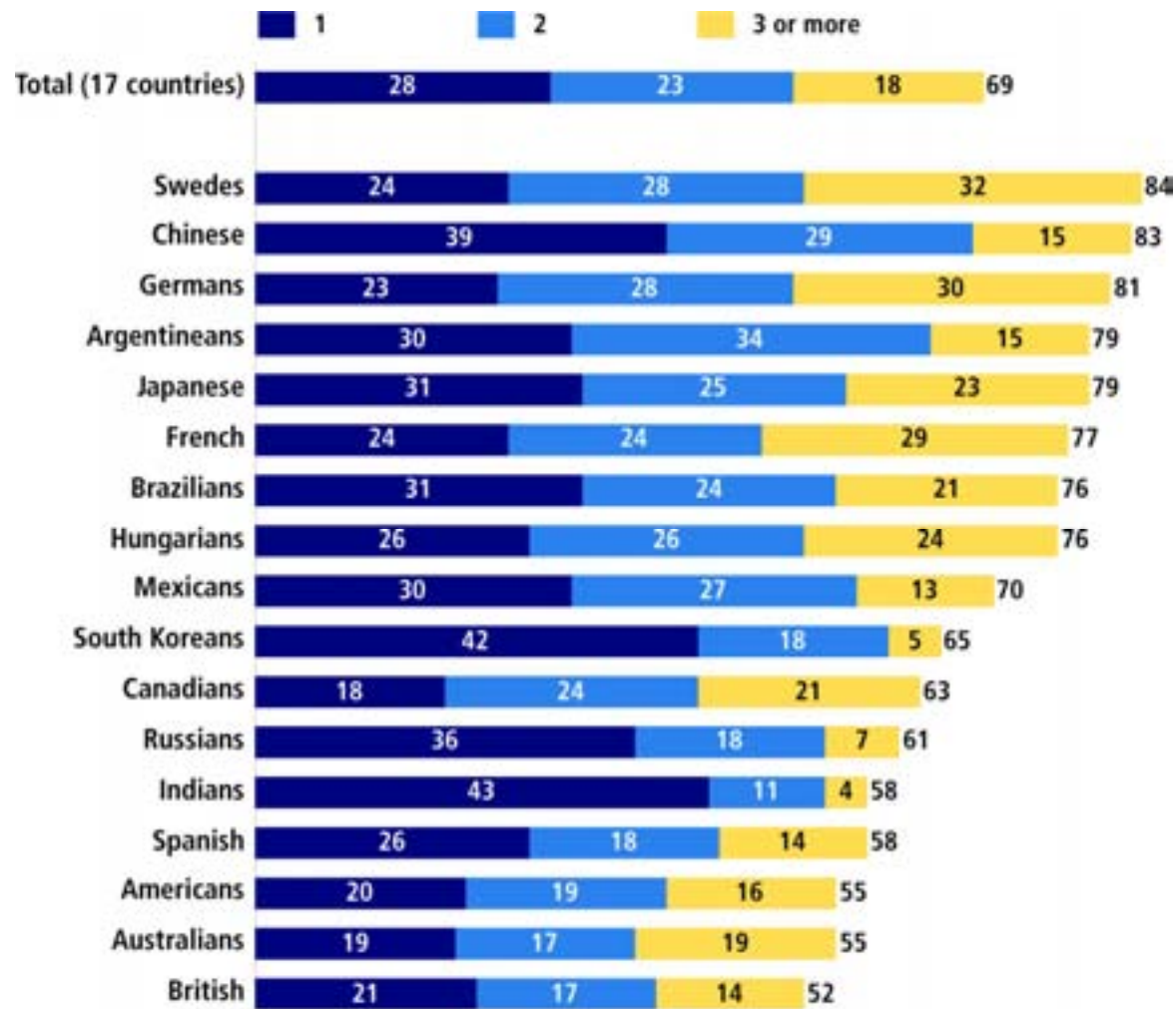
“Total Available (4+5),” Percentage of Consumers in Each Country, Trends: 2008–2009



Average Number of Bicycles Owned, Rented, or Leased by Household Members



Percentage of Consumers in Each Country, 2009



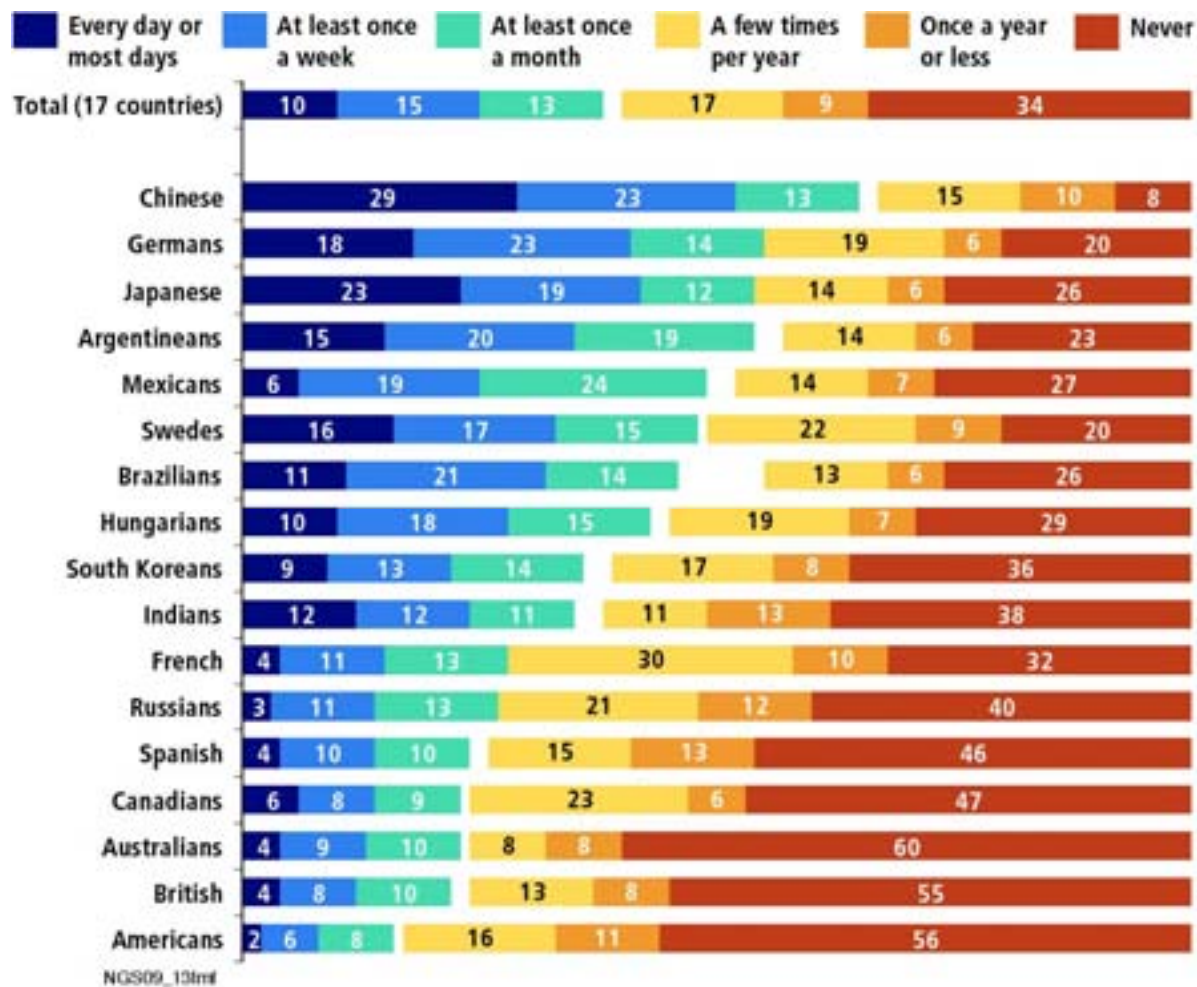
NGS09_12rmd



Frequency of Using Bicycles



Percentage of Consumers in Each Country, 2009



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



Biggest Obstacle to Riding a Bicycle



Combined Mentions, Percentage of Consumers in Each Country, 2009

	Total (17 countries)	Americans	Argentineans	Australians	Brazilians	British	Canadians	Chinese	French	Germans	Hungarians	Indians	Japanese	Mexicans	Russians	South Koreans	Spanish	Swedes
Distance to destination	37	49	27	38	28	32	38	56	47	47	31	32	41	29	30	30	35	46
Weather	24	25	20	12	15	20	26	21	26	30	28	17	43	19	37	20	15	29
Lack of bicycle lanes/pathways	22	17	26	10	31	15	14	21	21	9	27	20	16	29	31	47	34	10
Need to carry things	20	24	22	24	17	24	25	13	22	26	17	22	19	20	7	6	21	28
Risk of injury	20	15	28	19	23	30	14	21	19	8	10	23	20	27	14	42	26	9
Need to transport others	15	16	12	24	13	16	22	16	27	12	12	12	13	15	11	3	16	15
Personal health reasons	13	16	12	25	10	19	16	11	7	17	10	14	8	13	10	6	11	17
Physical effort required	13	12	12	18	15	17	16	11	11	14	11	15	12	11	11	11	17	13
Lack of a working bicycle	12	13	12	11	11	12	13	5	10	12	17	9	8	13	26	3	7	17
Do not know how to ride a bicycle	7	5	9	6	10	7	6	3	2	3	8	12	3	10	7	13	10	2
Air quality concerns	5	1	8	1	11	1	1	13	4	2	11	12	2	8	5	7	2	1

Top mention

NGS09_18_tbl

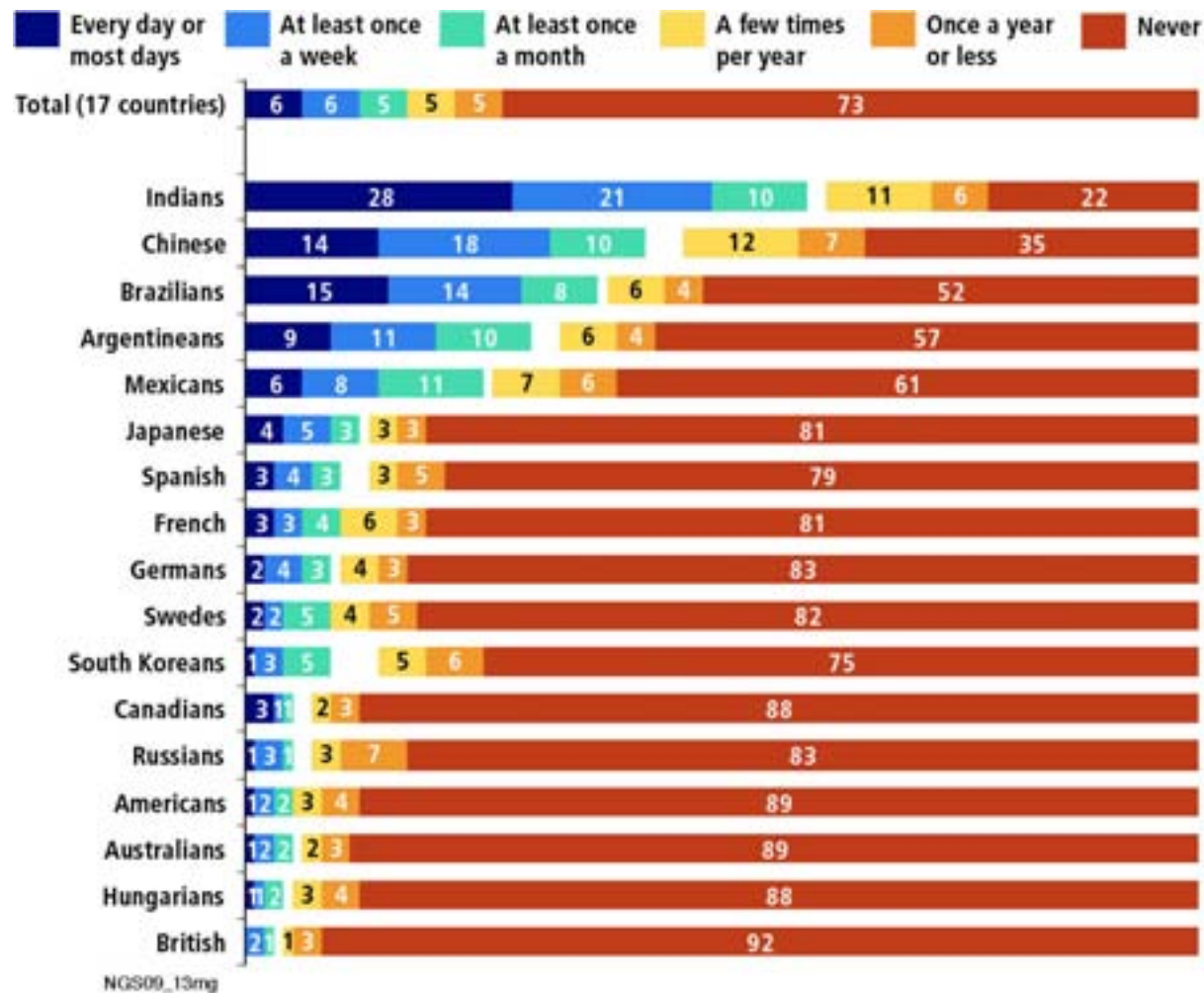


178 Subsample: Those who ride bicycles less than every day or most days (n=15,304)

Frequency of Using Motorcycles or Motor-Scooters



Percentage of Consumers in Each Country, 2009



NGS00_13mg

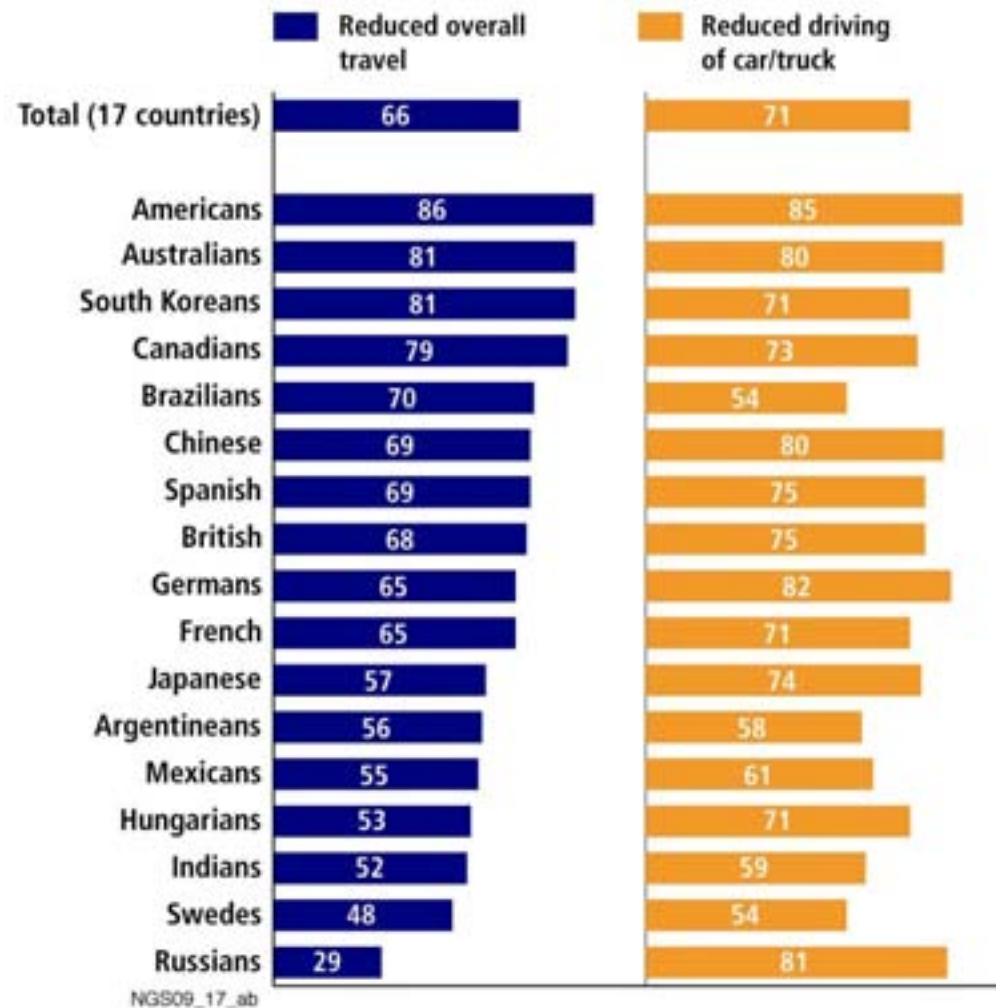
179 The white space in this chart represents “DK/NA.”



Substantially Reduced Overall Travel Over the Past Year as a Result of Fuel Prices



“Yes,” Percentage of Consumers in Each Country, 2009



NGS09_17_ab

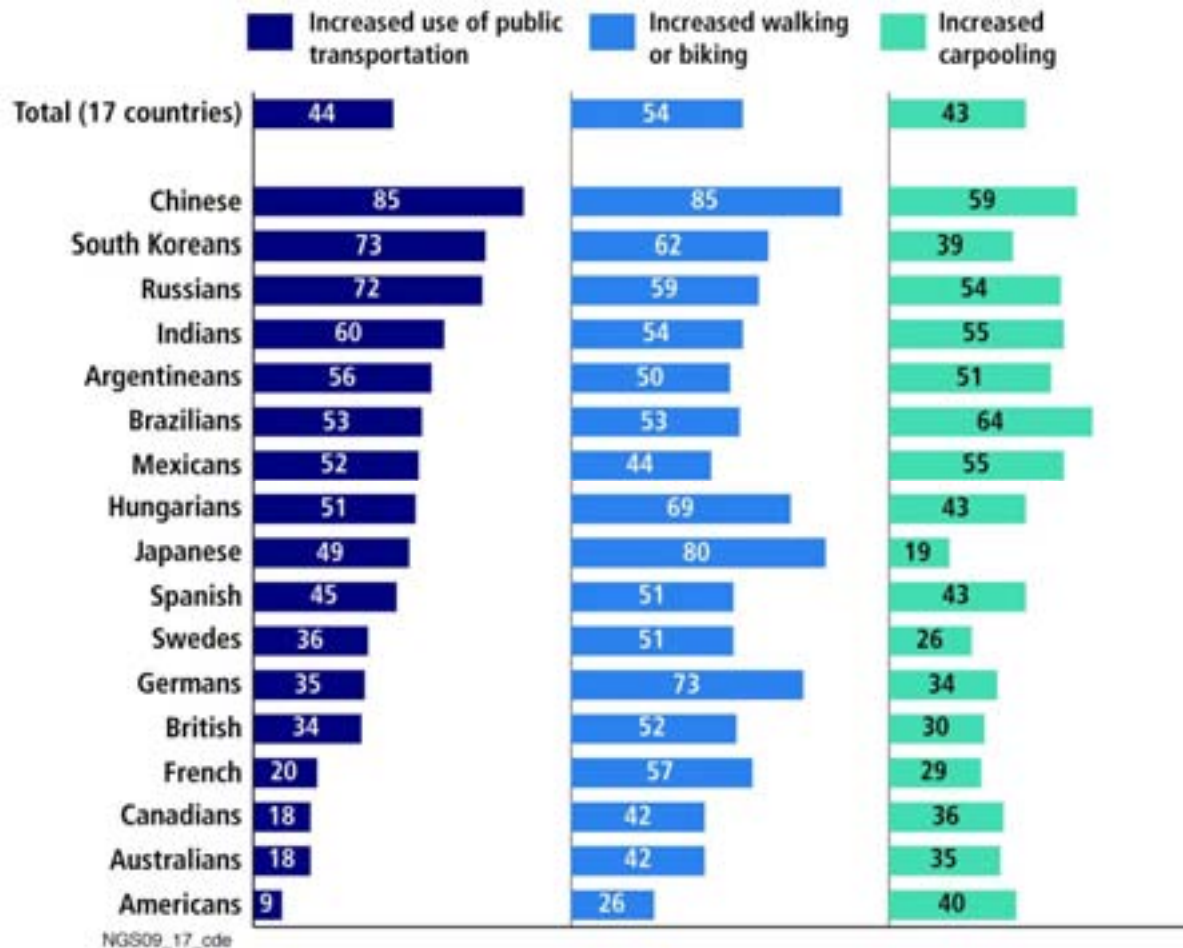
180 Subsample: Those who said increase in fuel prices changed their transportation habits ($n=7,106$)



Substantially Increased Overall Travel Over the Past Year as a Result of Fuel Prices



“Yes,” Percentage of Consumers in Each Country, 2009



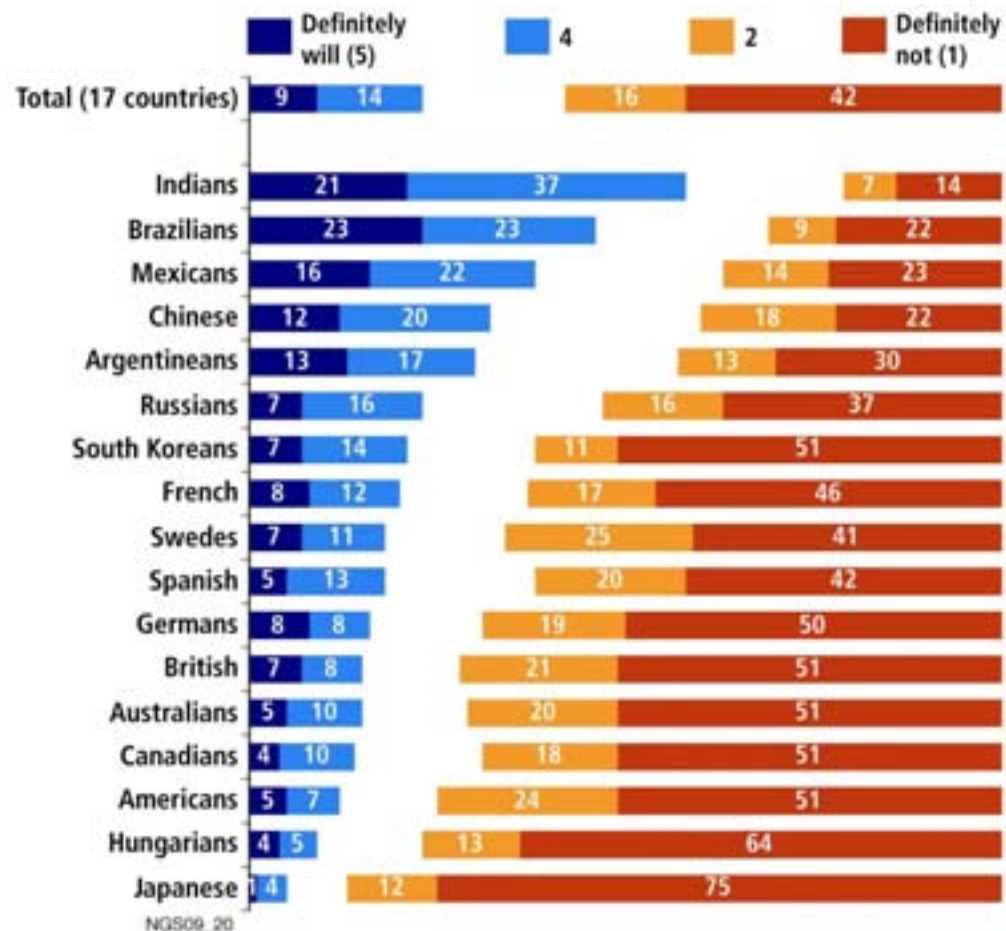
181 Subsample: Those who said increase in fuel prices changed their transportation habits ($n=7,106$)



Likelihood of Acquiring a New/Used Motorized Vehicle in the Coming Year



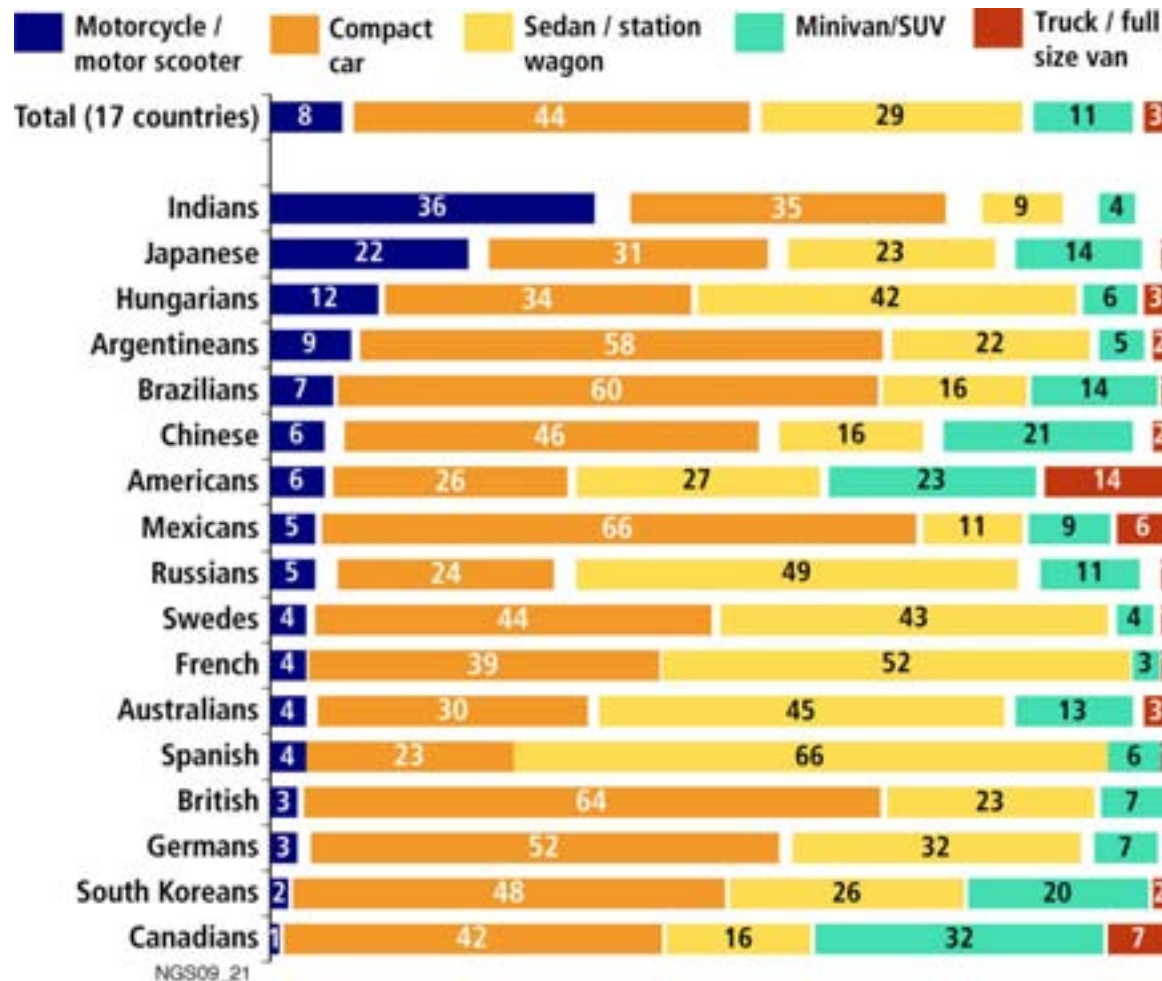
Percentage of Consumers in Each Country, 2009



Type of Vehicle Likely to Be Acquired in the Coming Year



Percentage of Consumers in Each Country, 2009



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

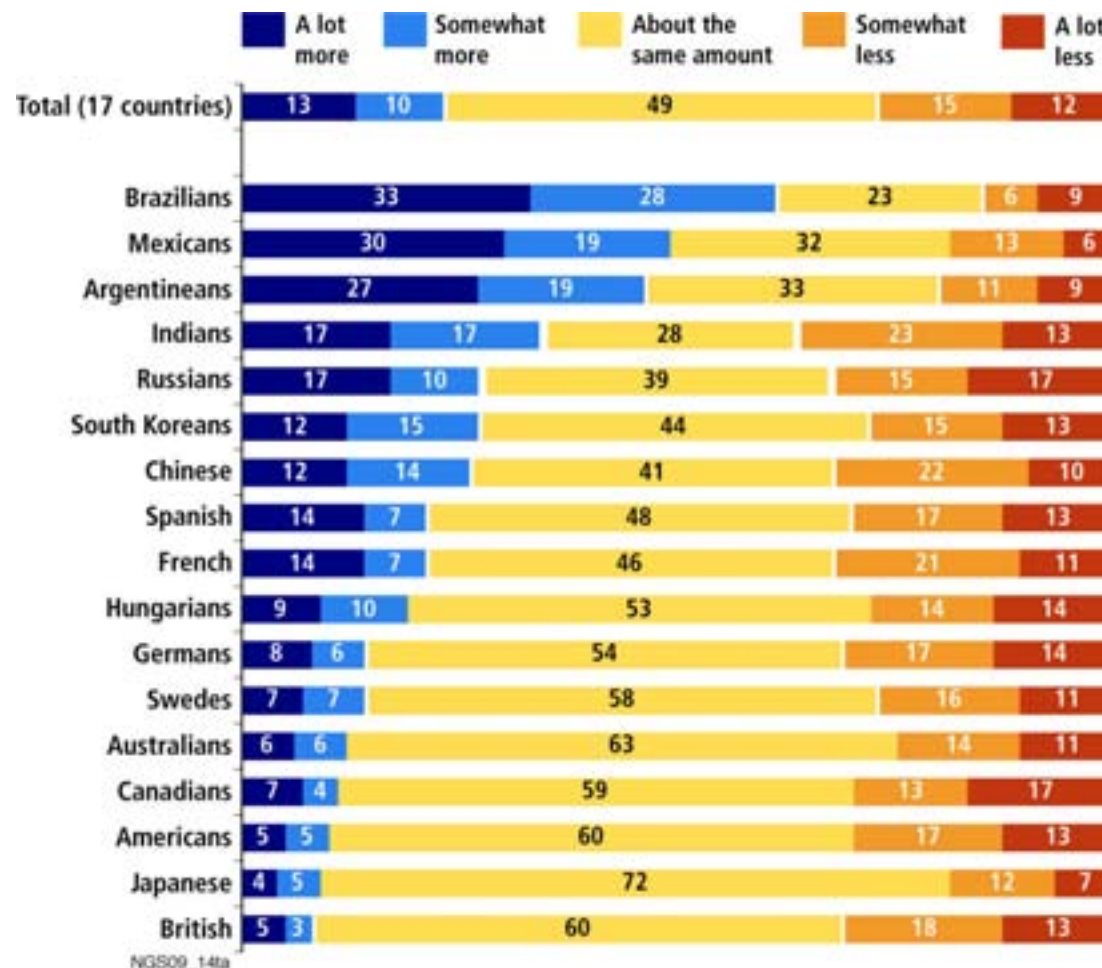
183 Subsample: Those who might acquire a vehicle in the coming year (n=10,350)



Frequency of Driving Alone in a Car/Truck Compared to One Year Ago



Percentage of Consumers in Each Country, 2009



NGS09_14ta

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

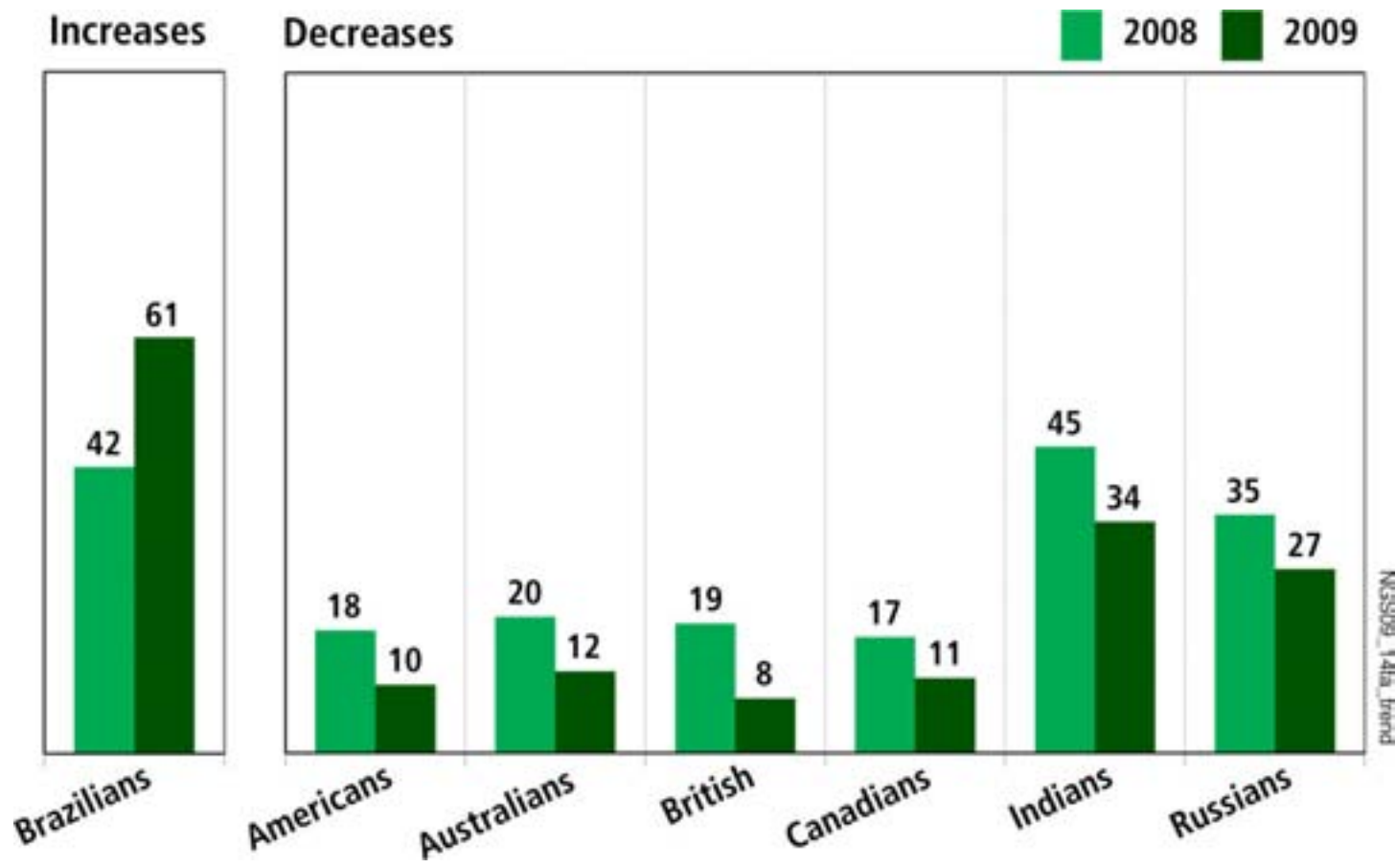
184 Subsample: Those who drive alone in a car/truck ($n=12,430$)



Frequency of Driving Alone in a Car/Truck Compared to One Year Ago



“A Lot” and “Somewhat More,” Percentage of Consumers in Each Country, Trends: 2008–2009



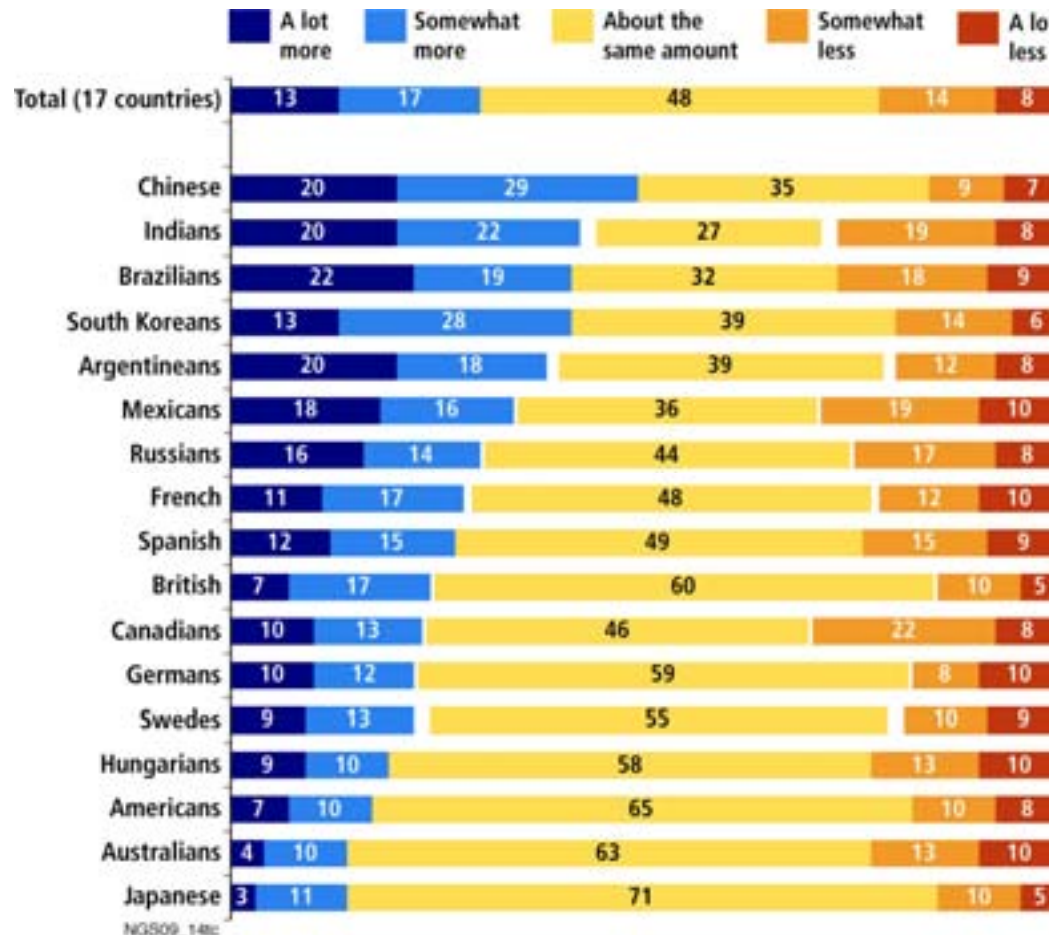
185 Subsample: Those who drive alone in a car/truck ($n=12,430$)



Frequency of Using Local Public Transportation Compared to One Year Ago



Percentage of Consumers in Each Country, 2009



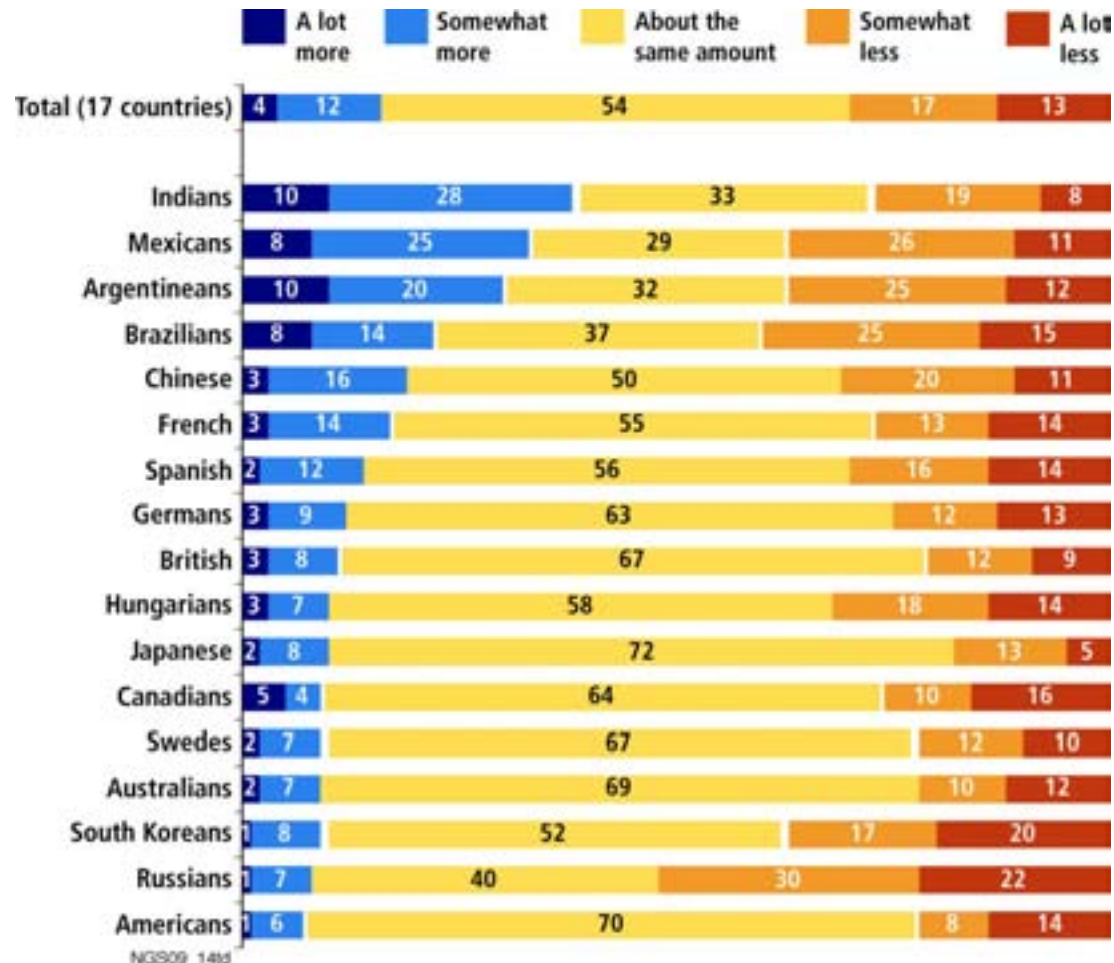
186 The white space in this chart represents “DK/NA.”
 Subsample: Those who use local public transportation (n=14,572)



Frequency of Using Trains (Other than Local Public Transportation) Compared to One Year Ago



Percentage of Consumers in Each Country, 2009



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

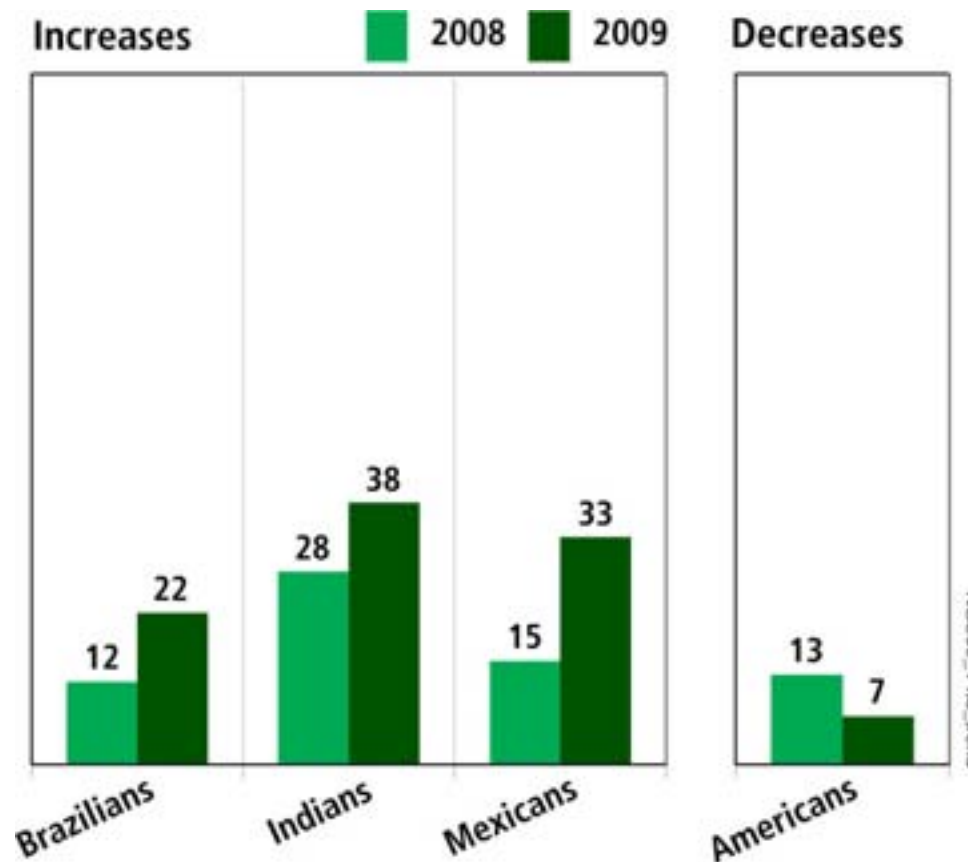
187 Subsample: Those who use trains (other than local public transportation) ($n=11,610$)



Frequency of Using Trains (Other than Local Public Transportation) Compared to One Year Ago



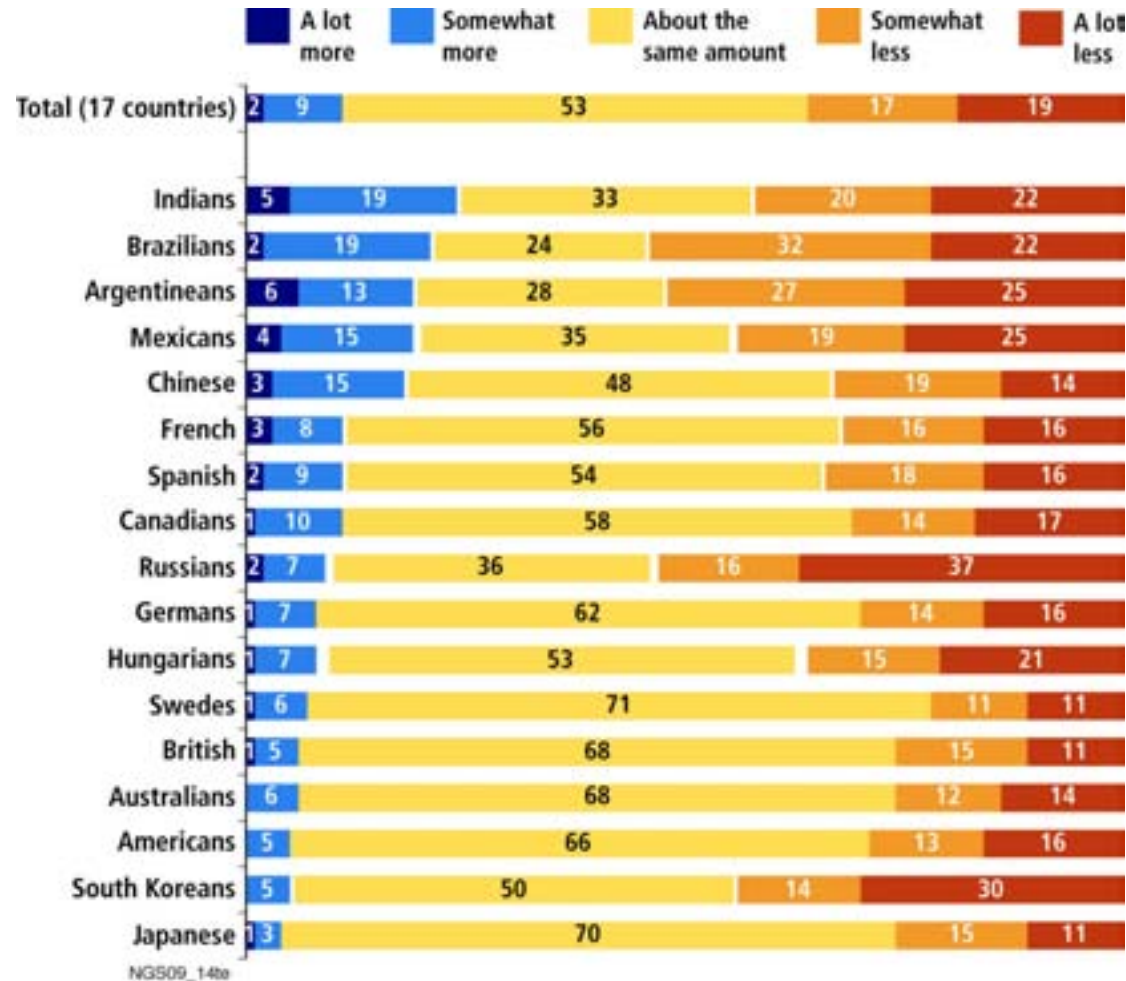
“A Lot” and “Somewhat More,” Percentage of Consumers in Each Country,
Trends: 2008–2009



Frequency of Using Airplanes Compared to One Year Ago



Percentage of Consumers in Each Country, 2009



NGS09_14to

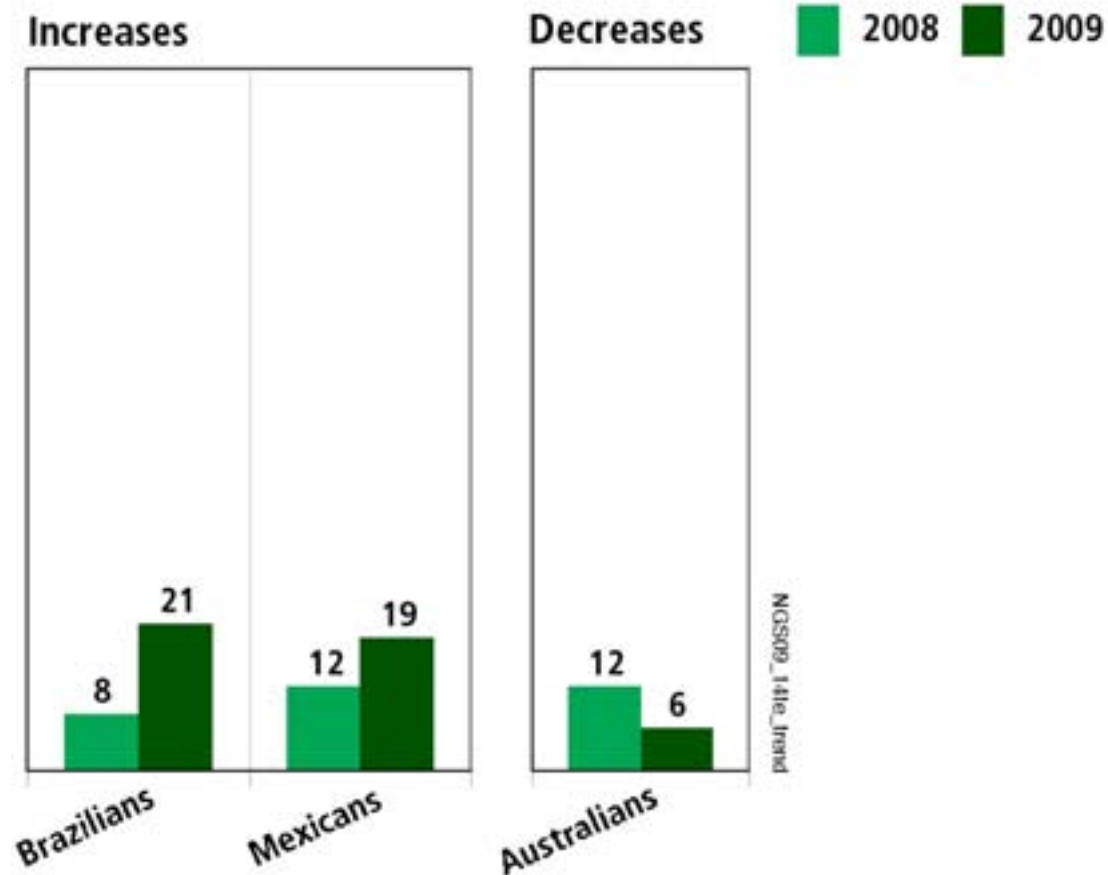
189 The white space in this chart represents “DK/NA.”
Subsample: Those who use airplanes ($n=11,224$)



Frequency of Using Airplanes Compared to One Year Ago



“A Lot” and “Somewhat Less,” Percentage of Consumers in Each Country, Trends: 2008–2009



190 The white space in this chart represents “DK/NA.”
Subsample: Those who use airplanes ($n=11,224$)



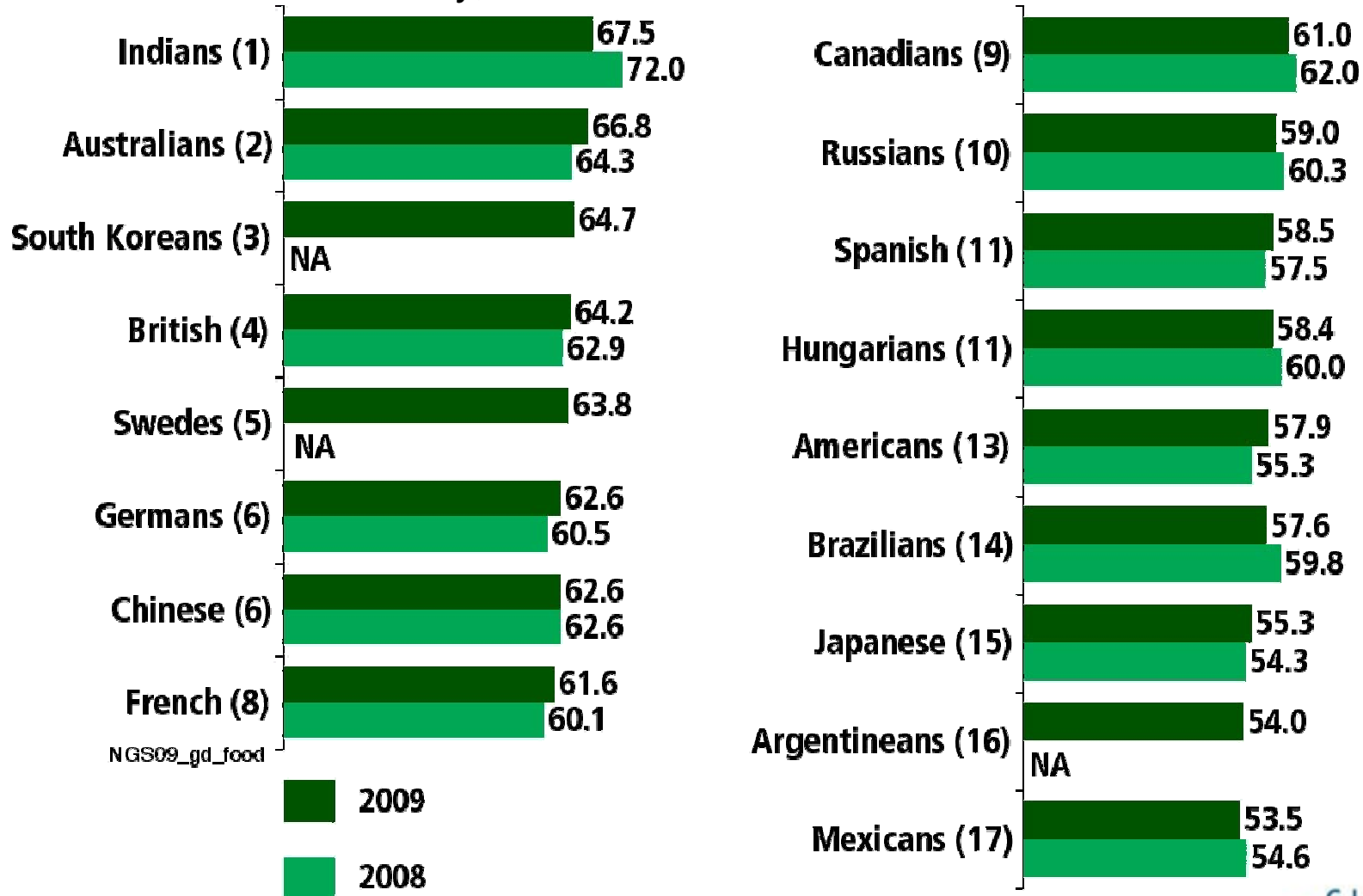
Food

- Similar to 2008, consumers across most countries continue to be more likely to consume locally grown food than imported food at least once a week (73% compared to 47%). American, French, Japanese, South Korean, and Swedish consumers are least likely to buy locally grown food.
- Indian consumers consume the least amount of meat and seafood, while consumers in other countries tend to consume both meat and seafood at least once per week.
- Since 2008 consumers in seven of the countries surveyed have decreased their consumption of bottled water, an encouraging sign that messaging around this environmental initiative is being heard.

Greendex Rankings: Food



Consumers in Each Country, 2008–2009



NGS09_gd_food

2009
2008



Relative Changes in Food Sub-Index Scores



Countries in which the average consumer's food score **improved** more than in other countries:

- Germany
- Australia
- USA

Countries in which the average consumer's food score **worsened** more than in other countries:

- India
- Brazil
- Hungary

Sub-Index Content: Food



The Food sub-index consists of eight variables measuring consumption of the following:

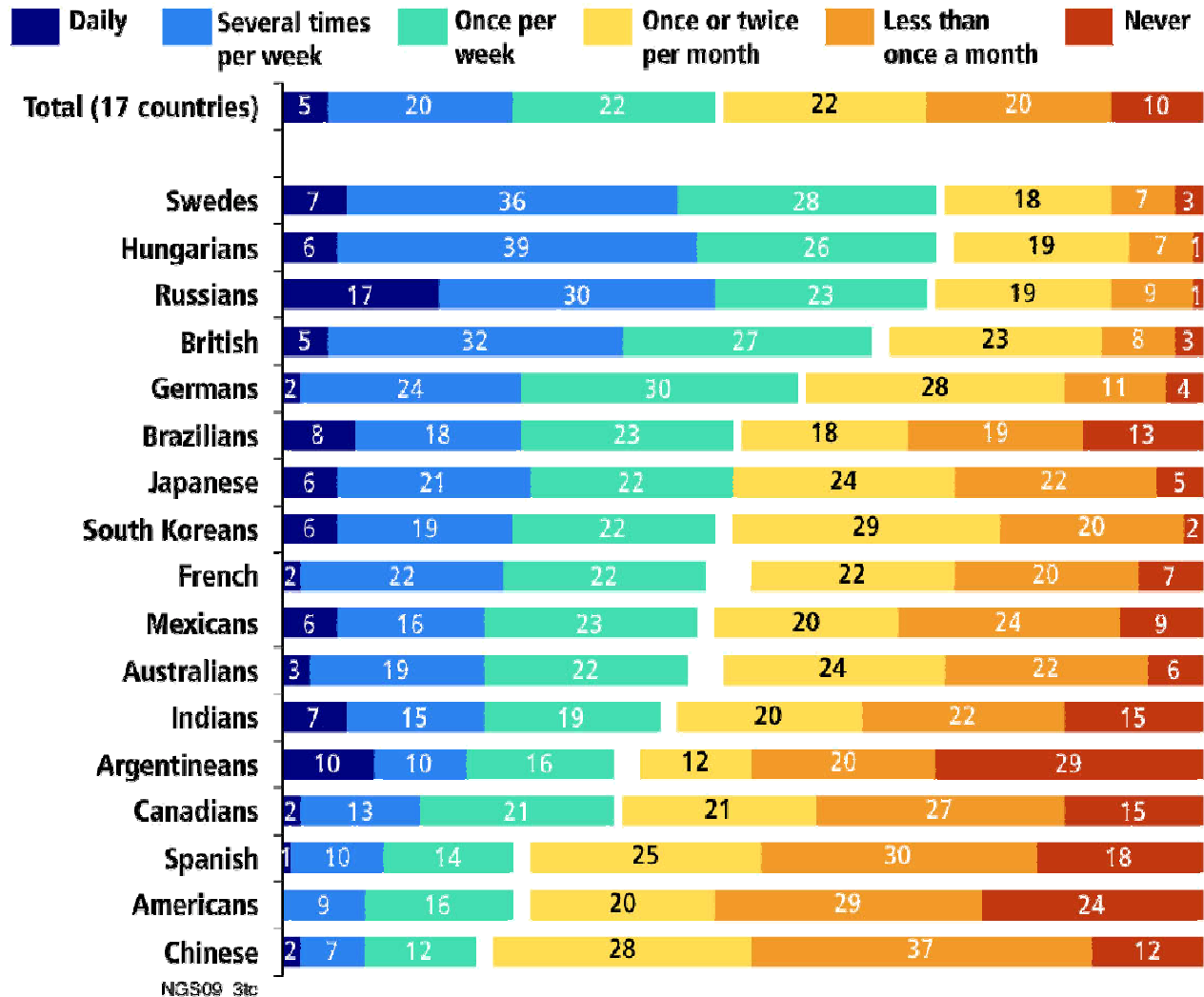
- Locally produced foods
- Foods grown or raised by oneself
- Fruits and vegetables
- Beef
- Chicken
- Seafood
- Bottled water
- Organic foods were not included in the sub-index due to high variability in the definition and understanding of “organic” from country to country

Questions Included in Food Sub-Index

Frequency of Consuming Imported Foods



Percentage of Consumers in Each Country, 2009



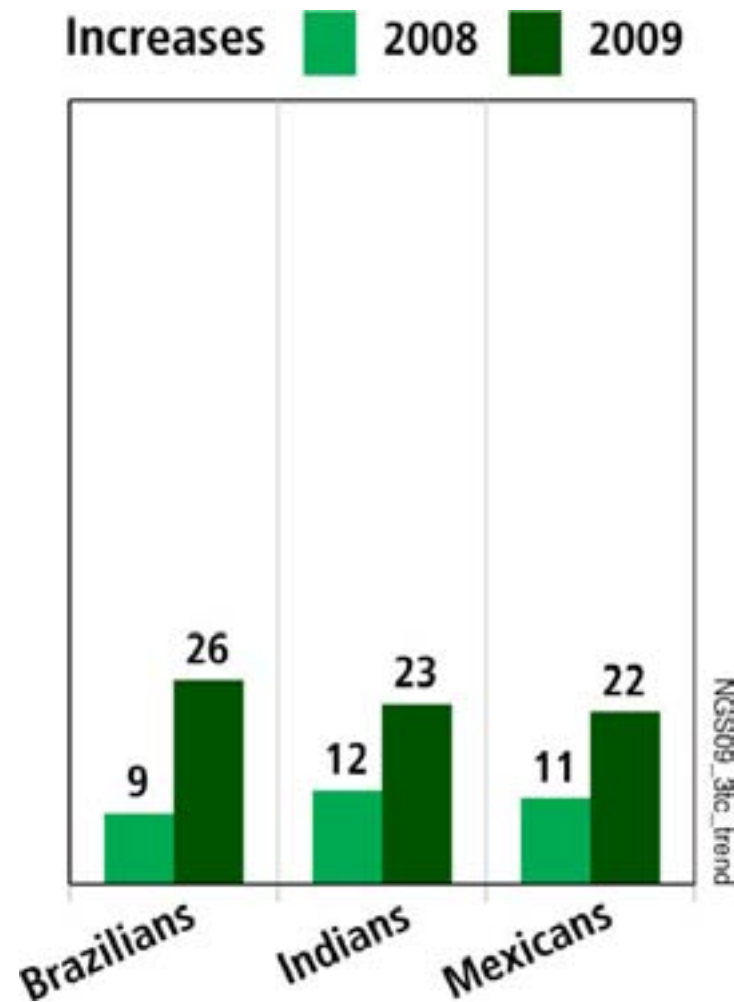
197 The white space in this chart represents "DK/NA."



Frequency of Consuming Imported Foods



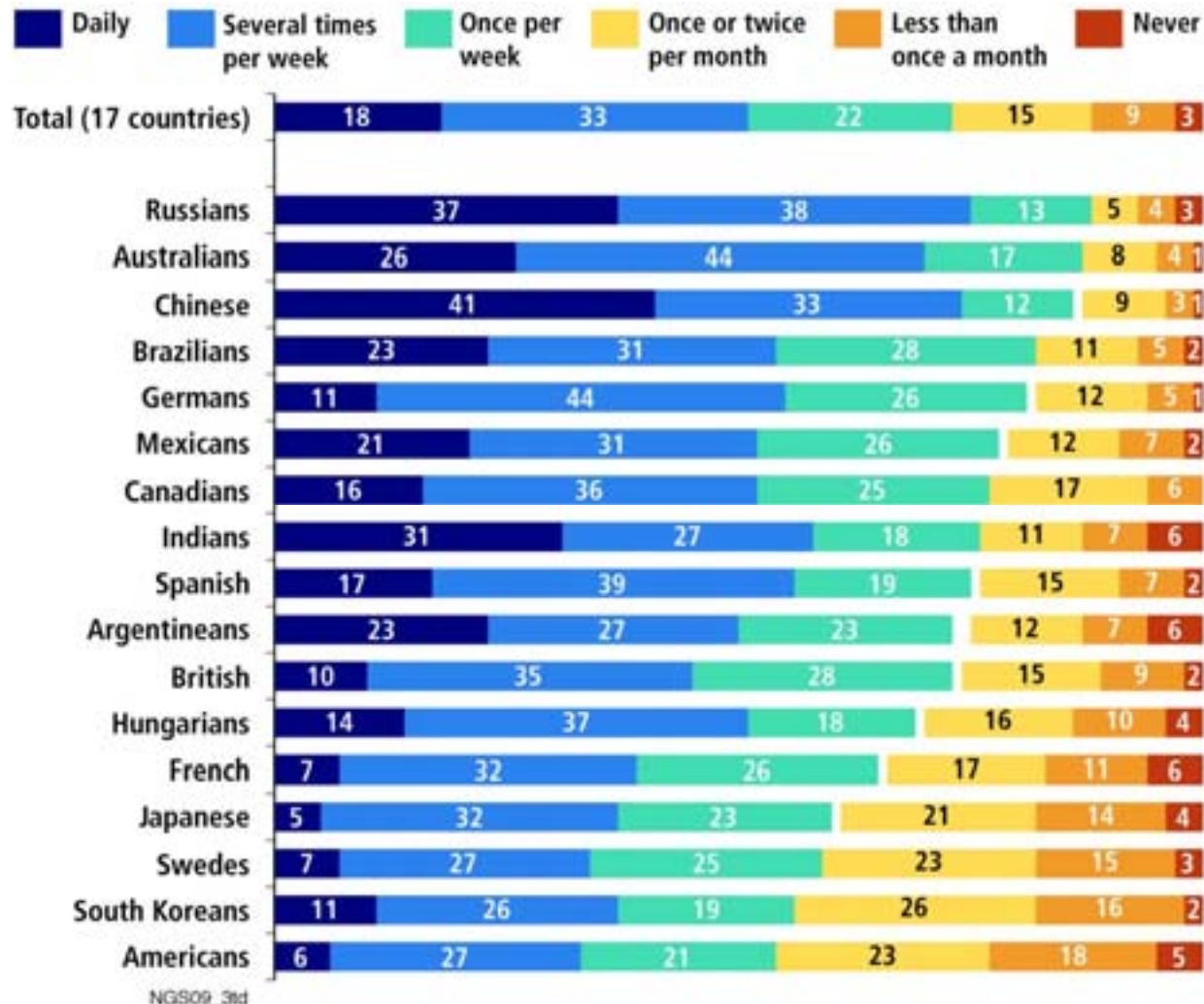
“Daily” and “Several Times a Week,” Percentage of Consumers in Each Country, Trends: 2008–2009



Frequency of Consuming Locally Grown Food



Percentage of Consumers in Each Country, 2009



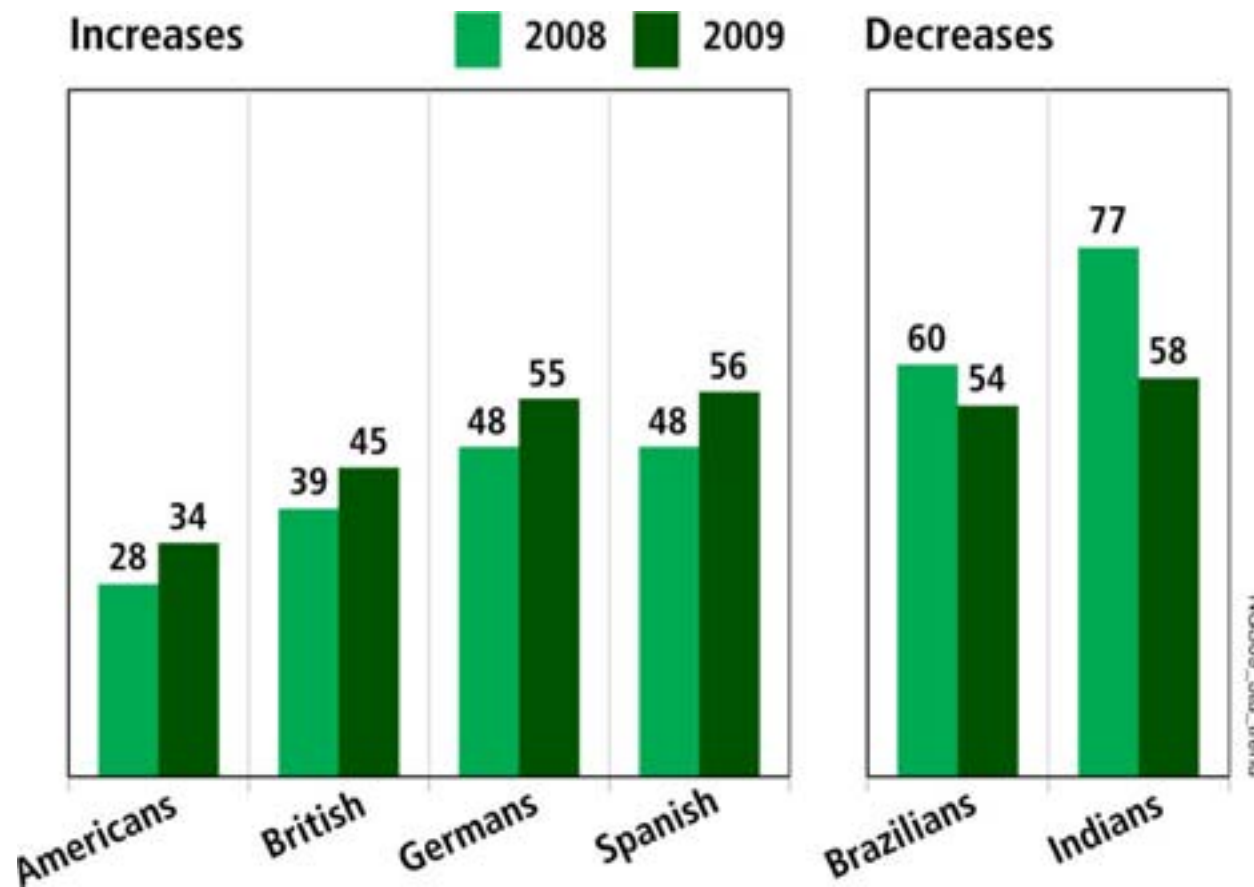
199 The white space in this chart represents “DK/NA.”



Frequency of Consuming Locally Grown Food



“Daily” and “Several Times a Week,” Percentage of Consumers in Each Country, Trends: 2008–2009

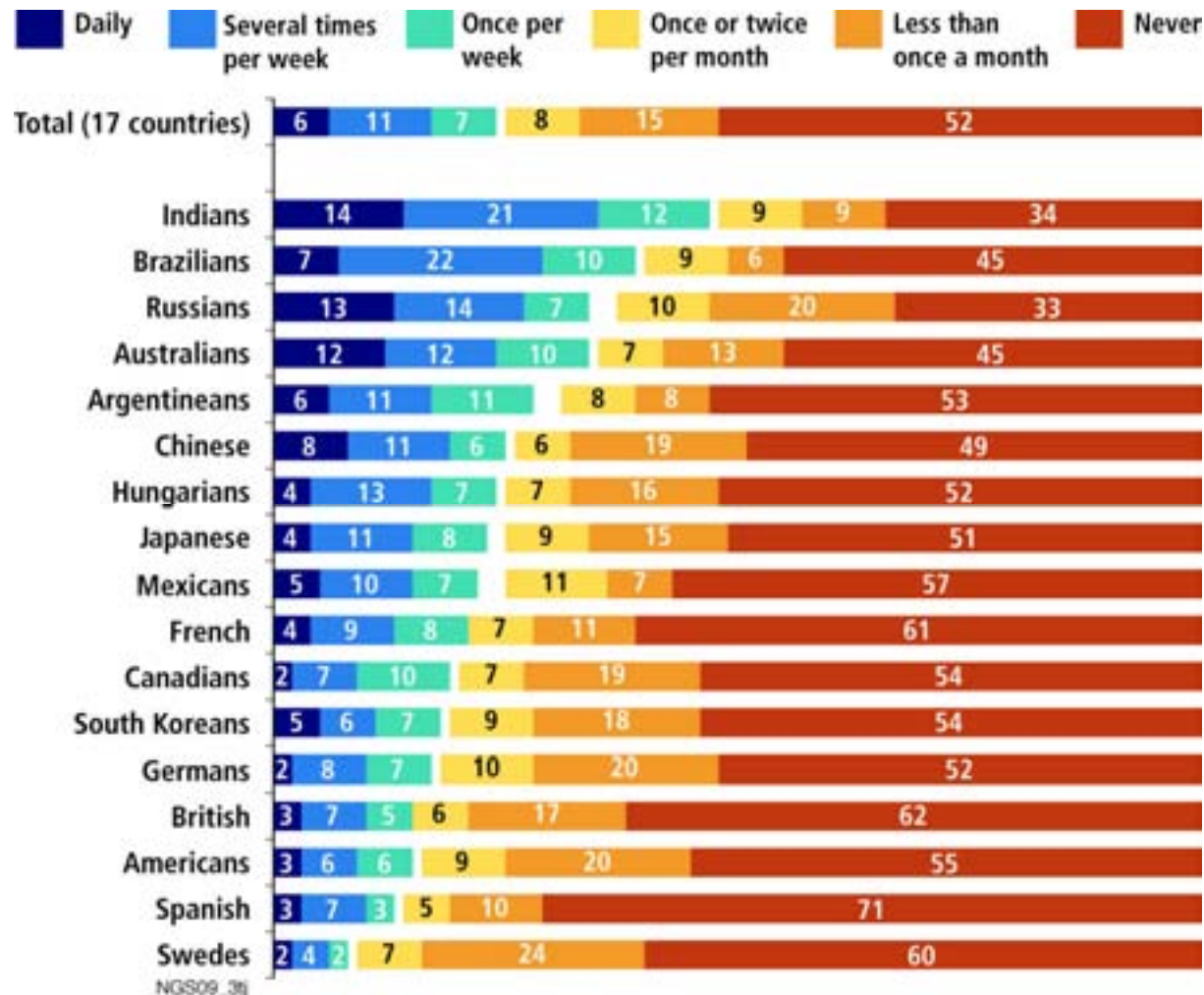


NATIONAL GEOGRAPHIC

Frequency of Consuming Self-Grown Food



Percentage of Consumers in Each Country, 2009



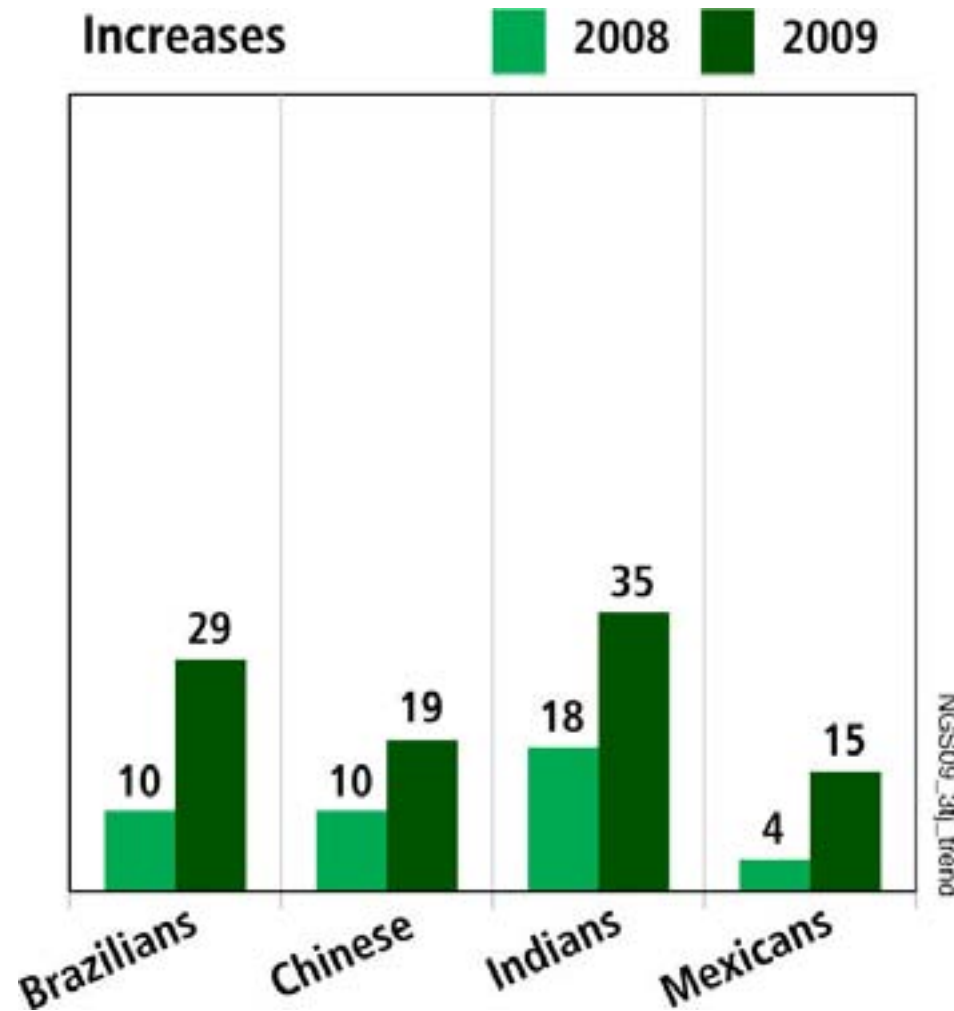
201 The white space in this chart represents "DK/NA."



Frequency of Consuming Self-Grown Food



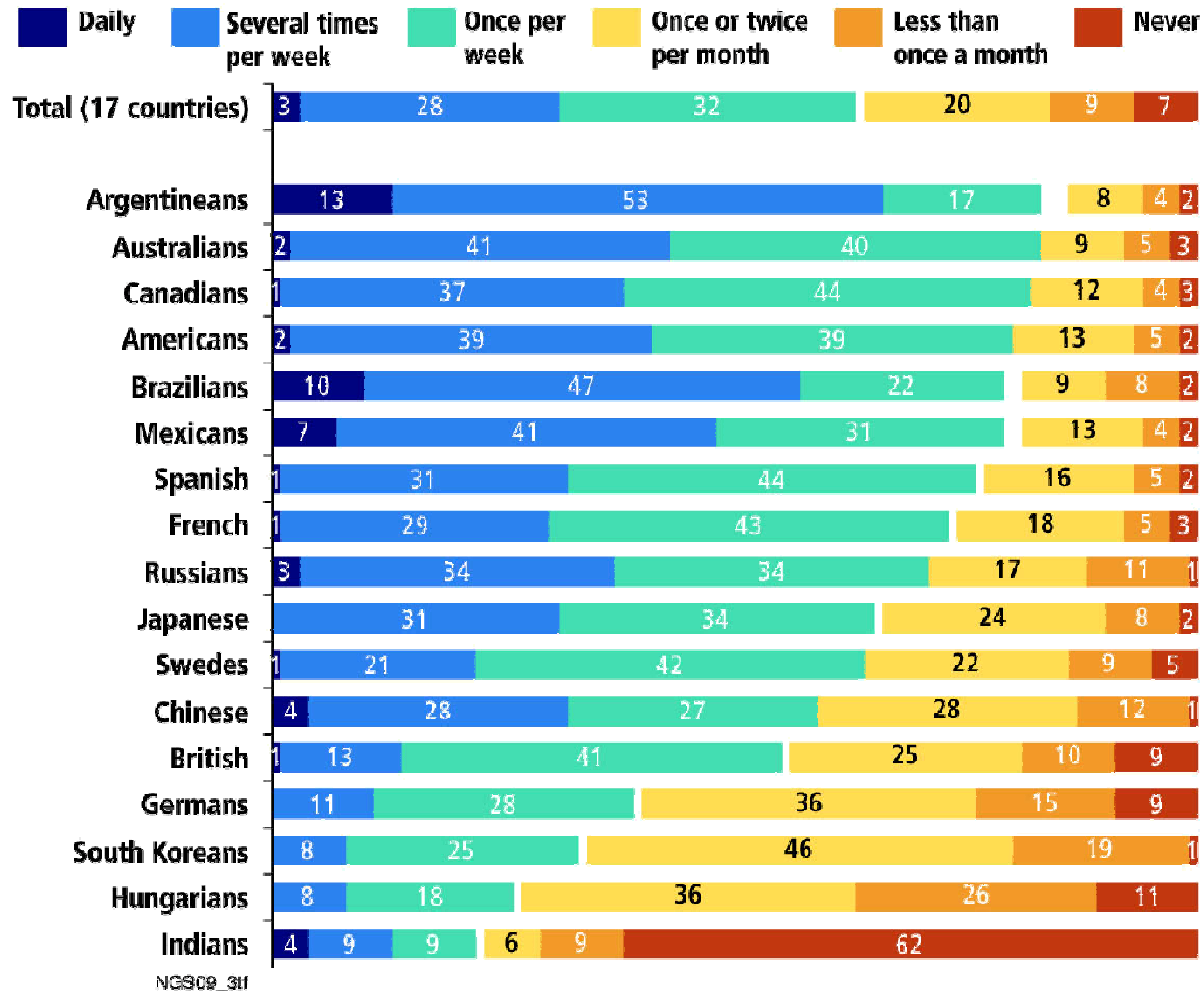
“Daily” and “Several Times a Week,” Percentage of Consumers in Each Country, Trends: 2008–2009



Frequency of Consuming Beef



Percentage of Consumers in Each Country, 2009



NBS09_311

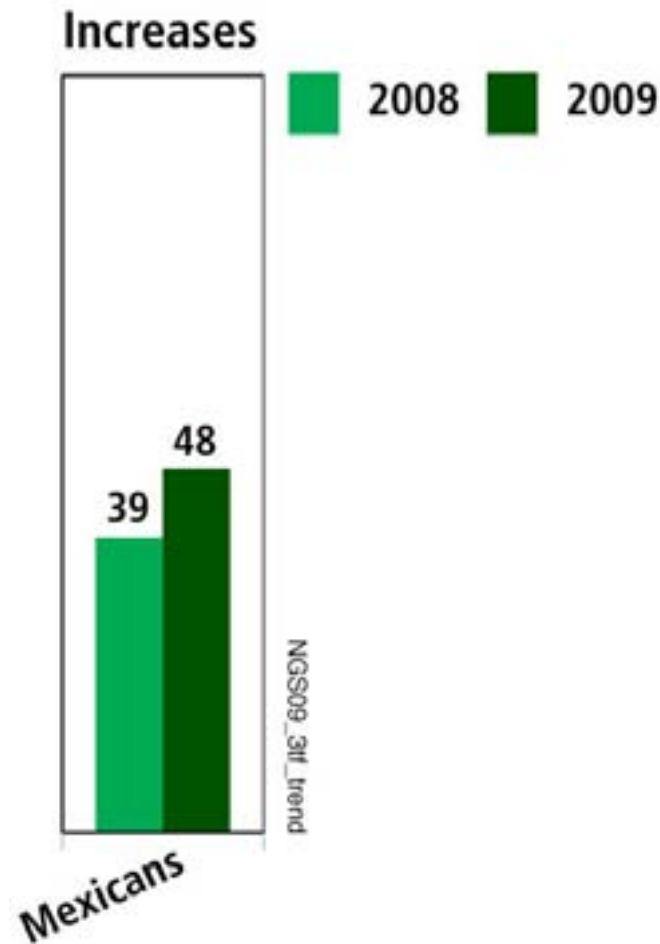


203 The white space in this chart represents "DK/NA."

Frequency of Consuming Beef



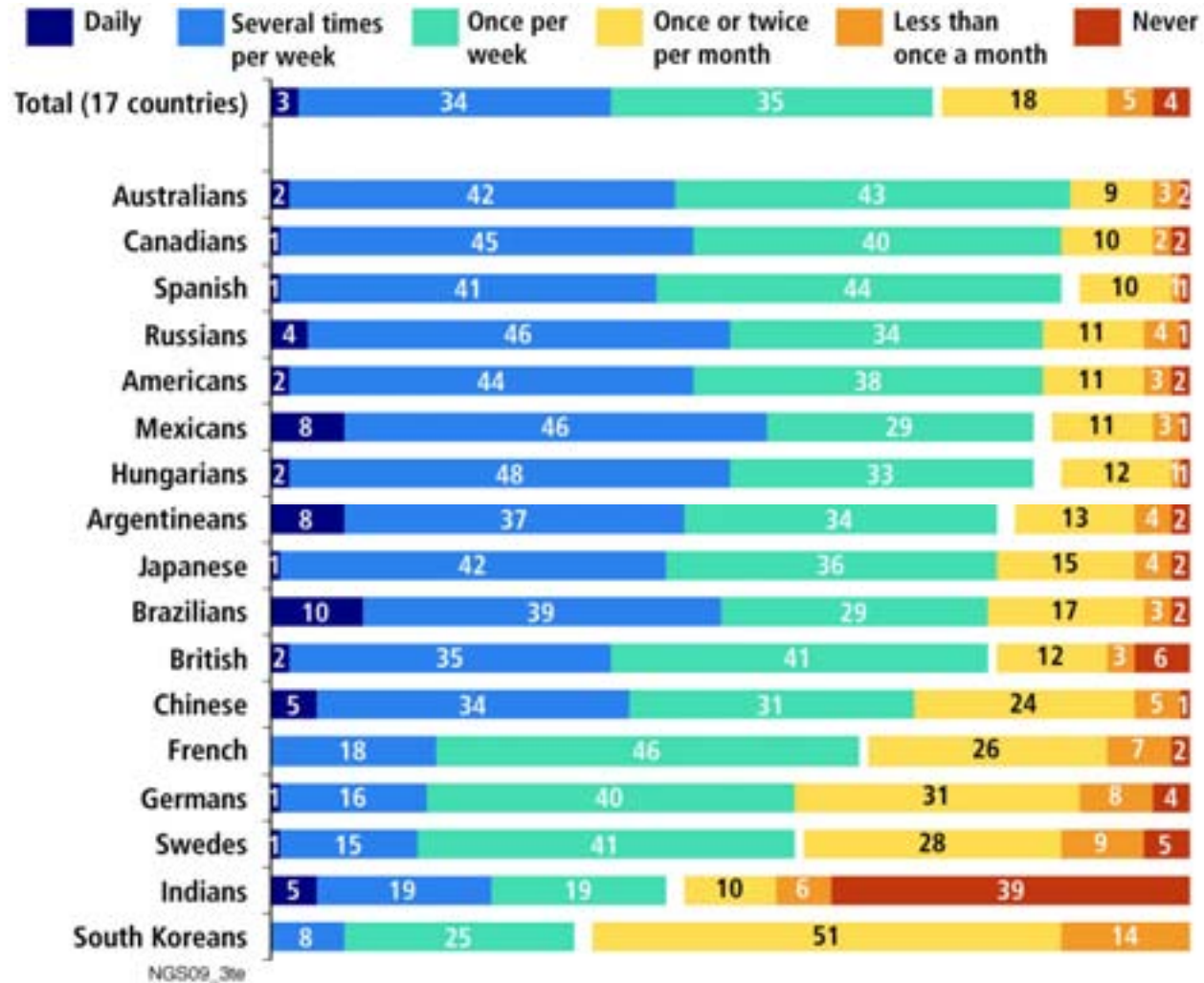
“Daily” and “Several Times a Week,” Percentage of Consumers in Each Country, Trends: 2008–2009



Frequency of Consuming Chicken



Percentage of Consumers in Each Country, 2009



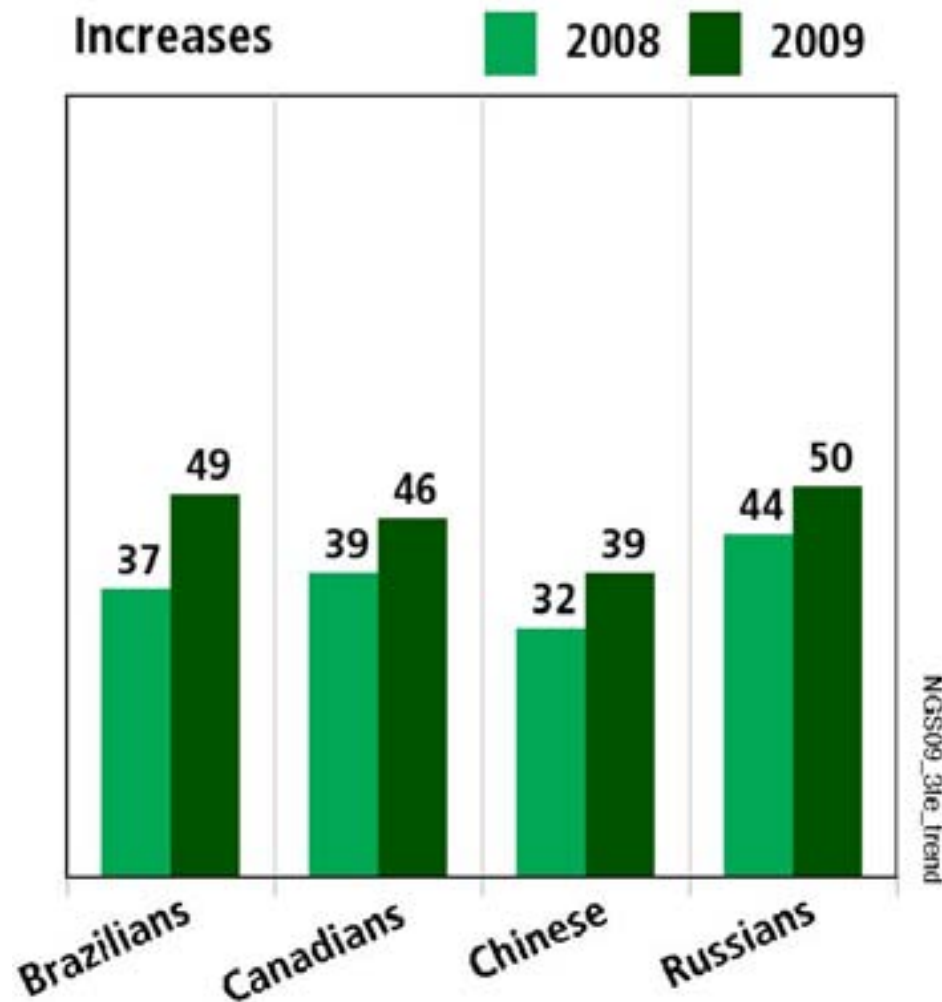
205 The white space in this chart represents "DK/NA."



Frequency of Consuming Chicken



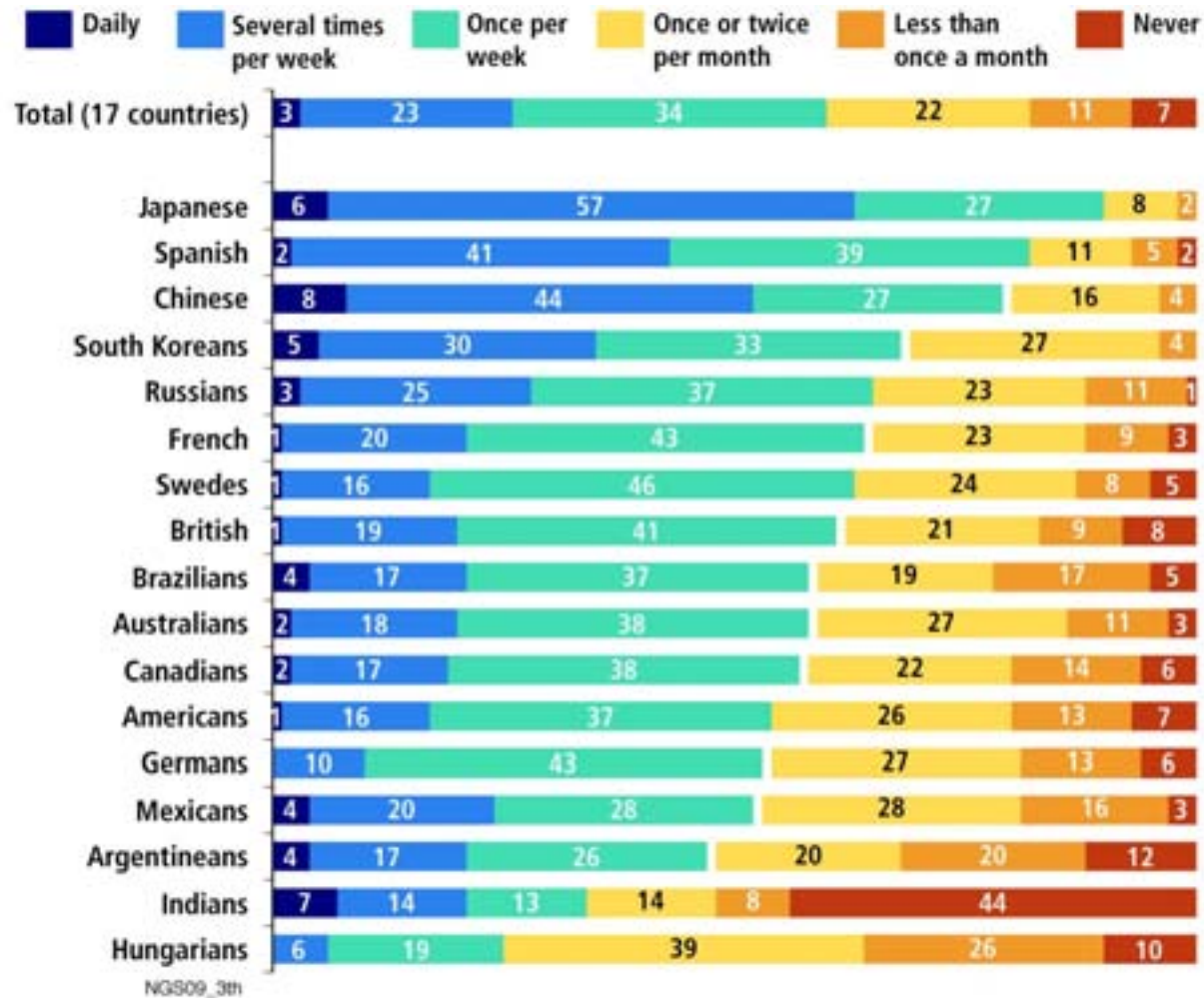
“Daily” and “Several Times a Week,” Percentage of Consumers in Each Country, Trends: 2008–2009



Frequency of Consuming Fish and Seafood



Percentage of Consumers in Each Country, 2009



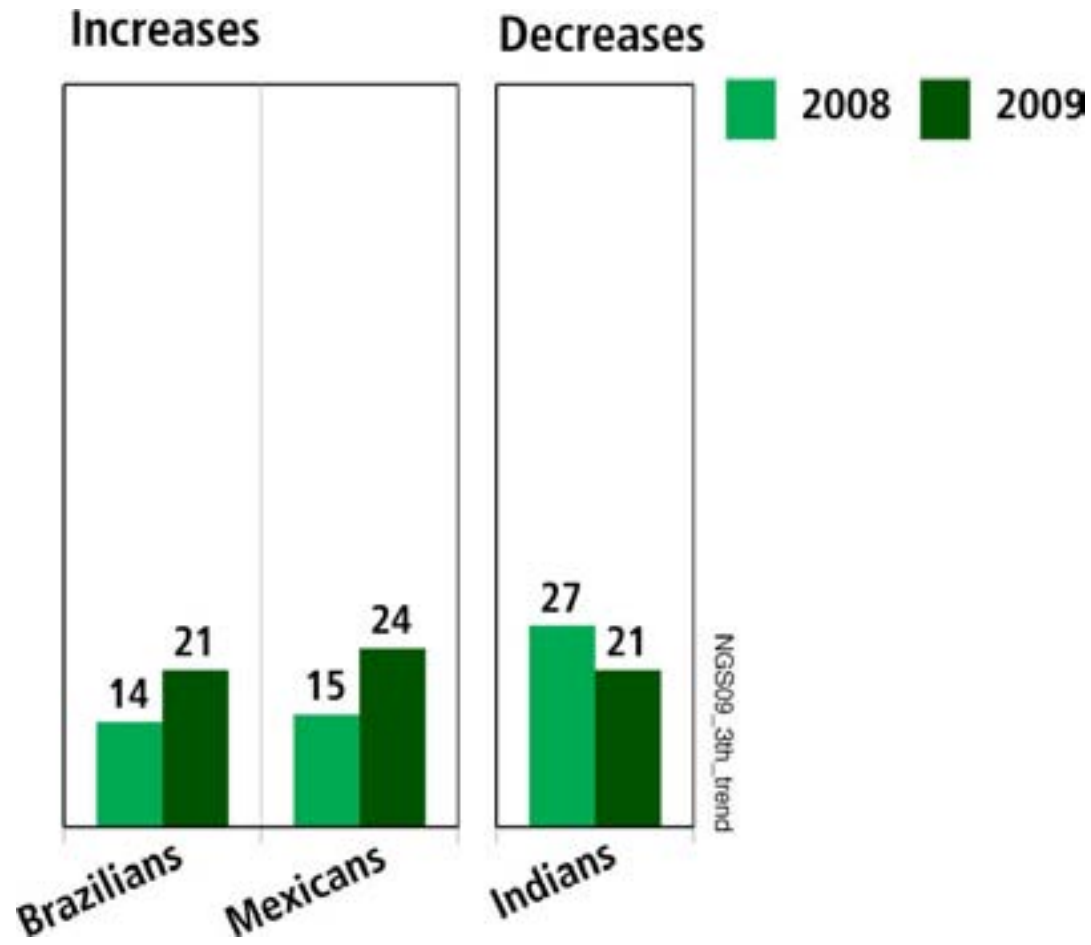
207 The white space in this chart represents "DK/NA."



Frequency of Consuming Fish and Seafood



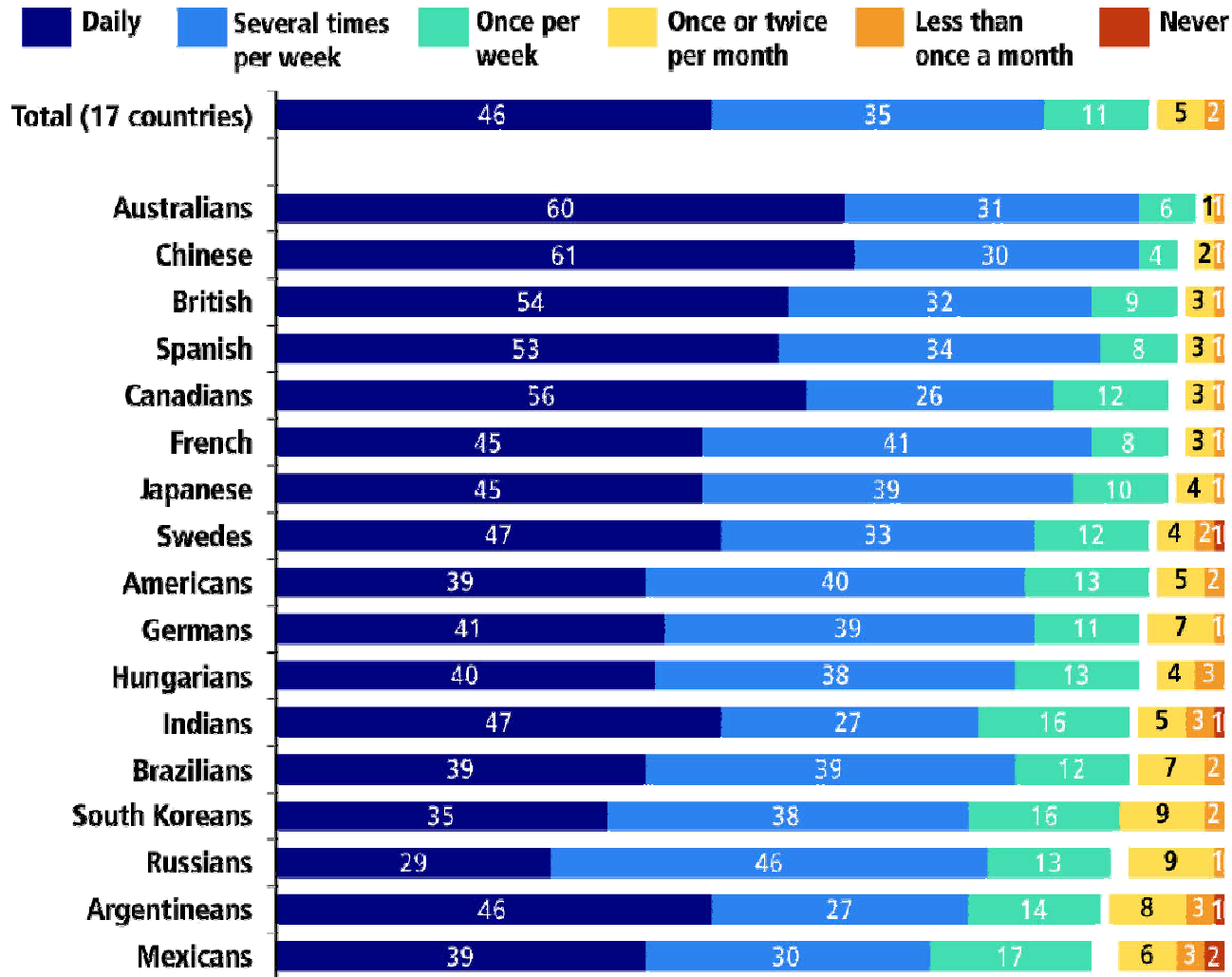
“Daily” and “Several Times a Week,” Percentage of Consumers in Each Country, Trends: 2008–2009



Frequency of Consuming Fruits and Vegetables



Percentage of Consumers in Each Country, 2009



NR3809_311

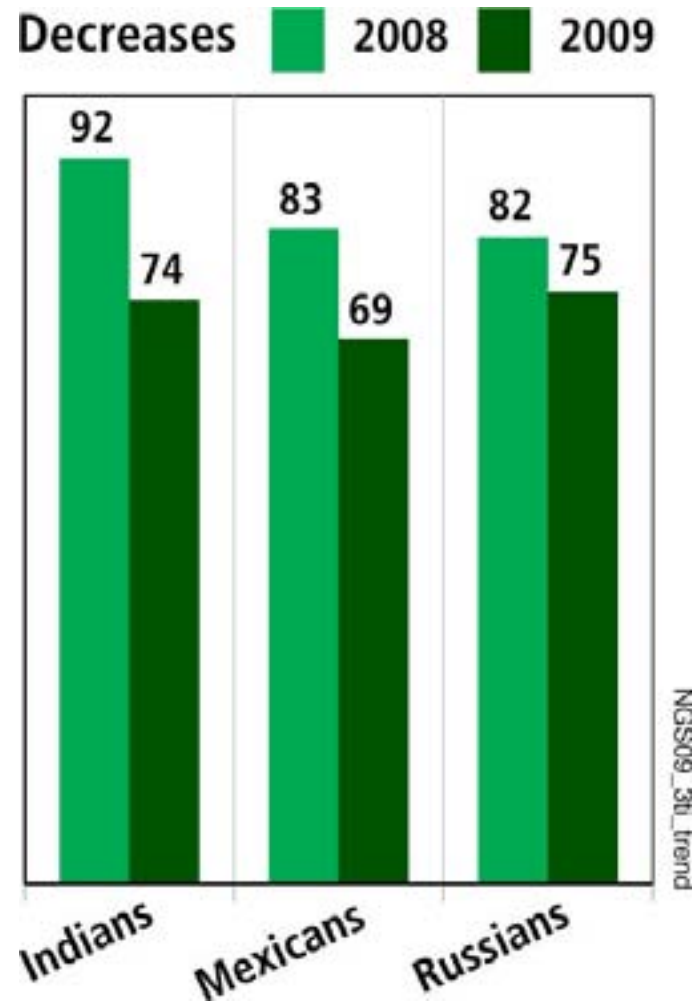
209 The white space in this chart represents "DK/NA."



Frequency of Consuming Fruits and Vegetables



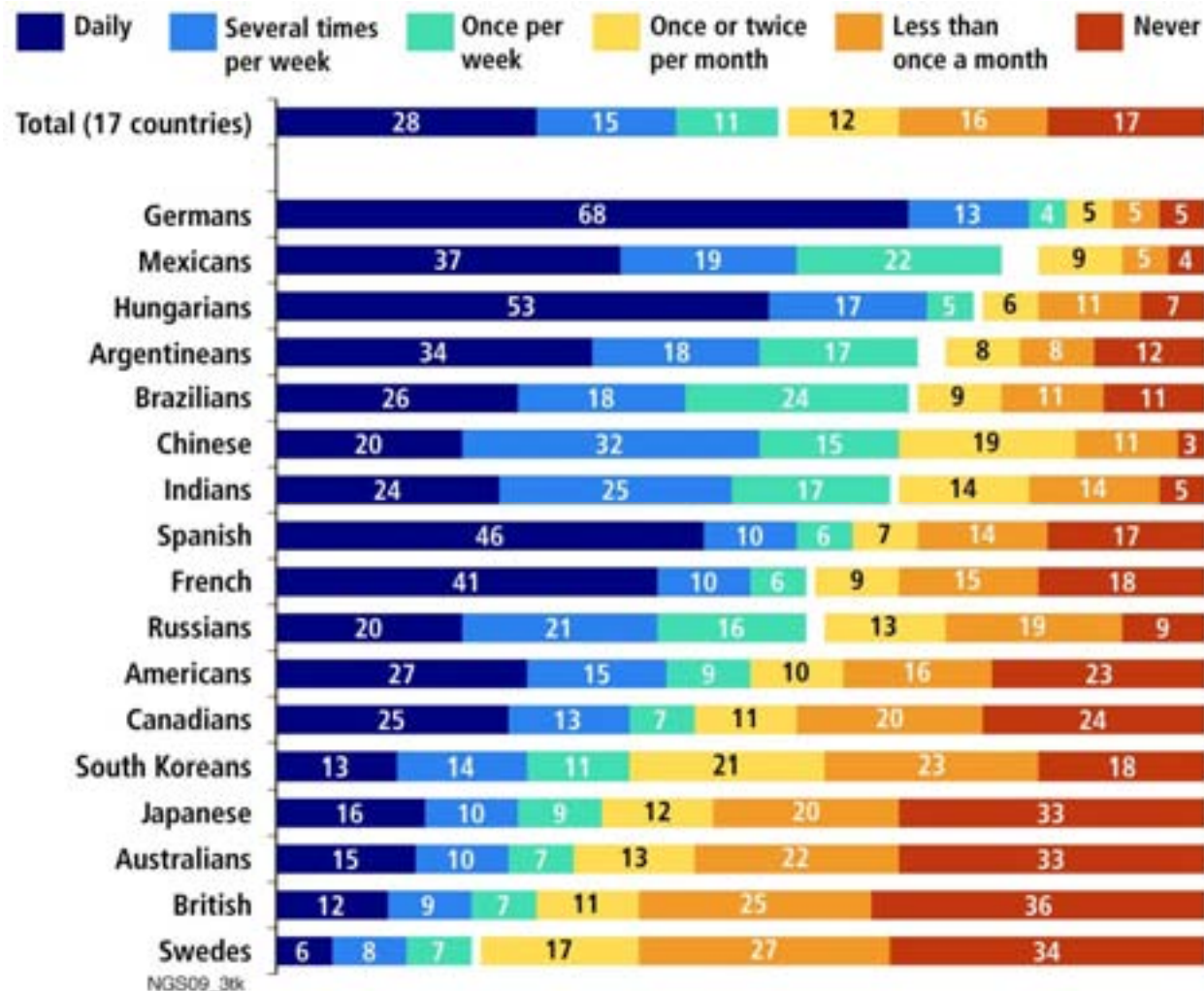
“Daily” and “Several Times a Week,” Percentage of Consumers in Each Country, Trends: 2008–2009



Frequency of Consuming Bottled Water



Percentage of Consumers in Each Country, 2009



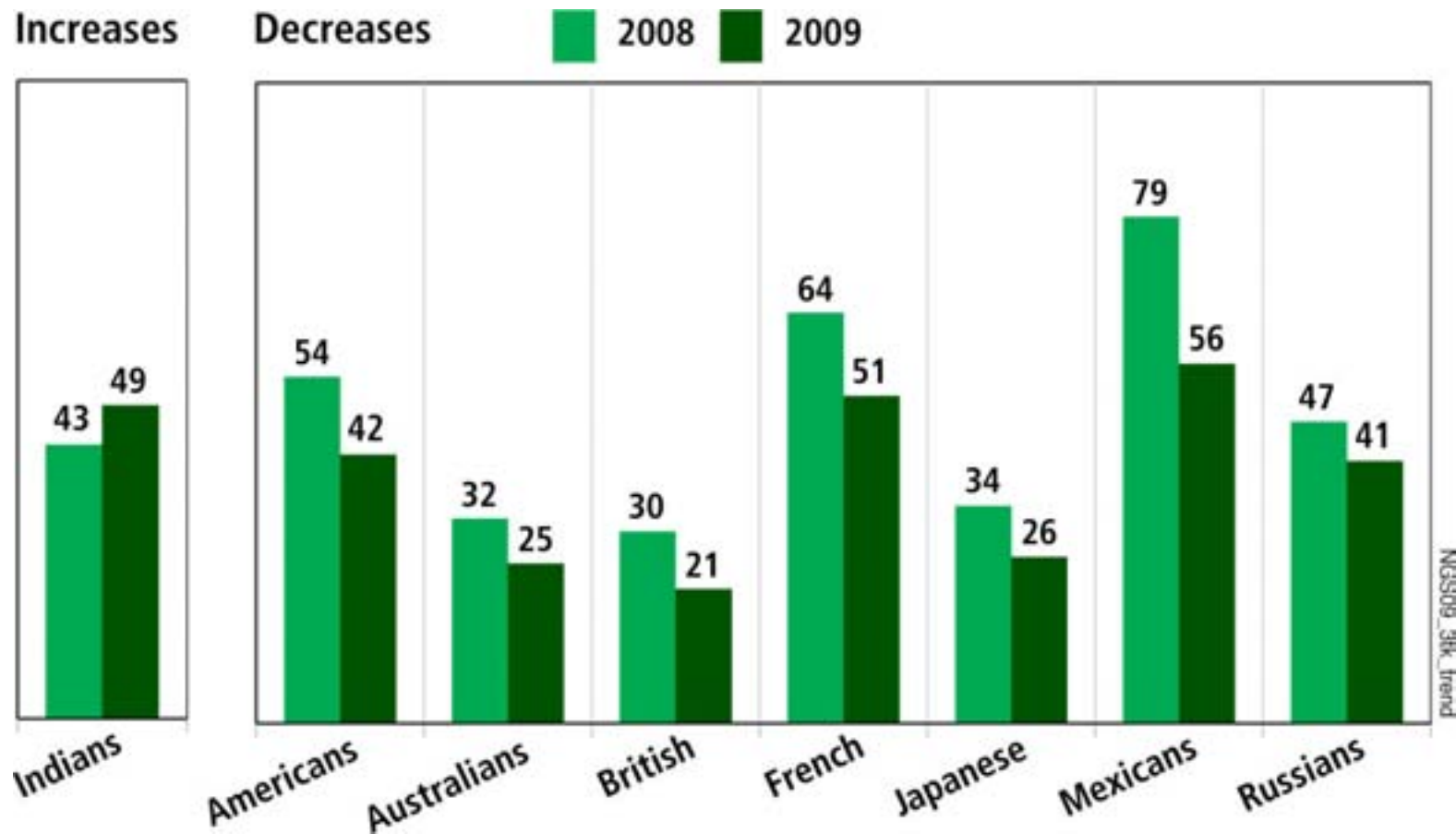
211 The white space in this chart represents "DK/NA."



Frequency of Consuming Bottled Water



“Daily” and “Several Times a Week,” Percentage of Consumers in Each Country, Trends: 2008–2009

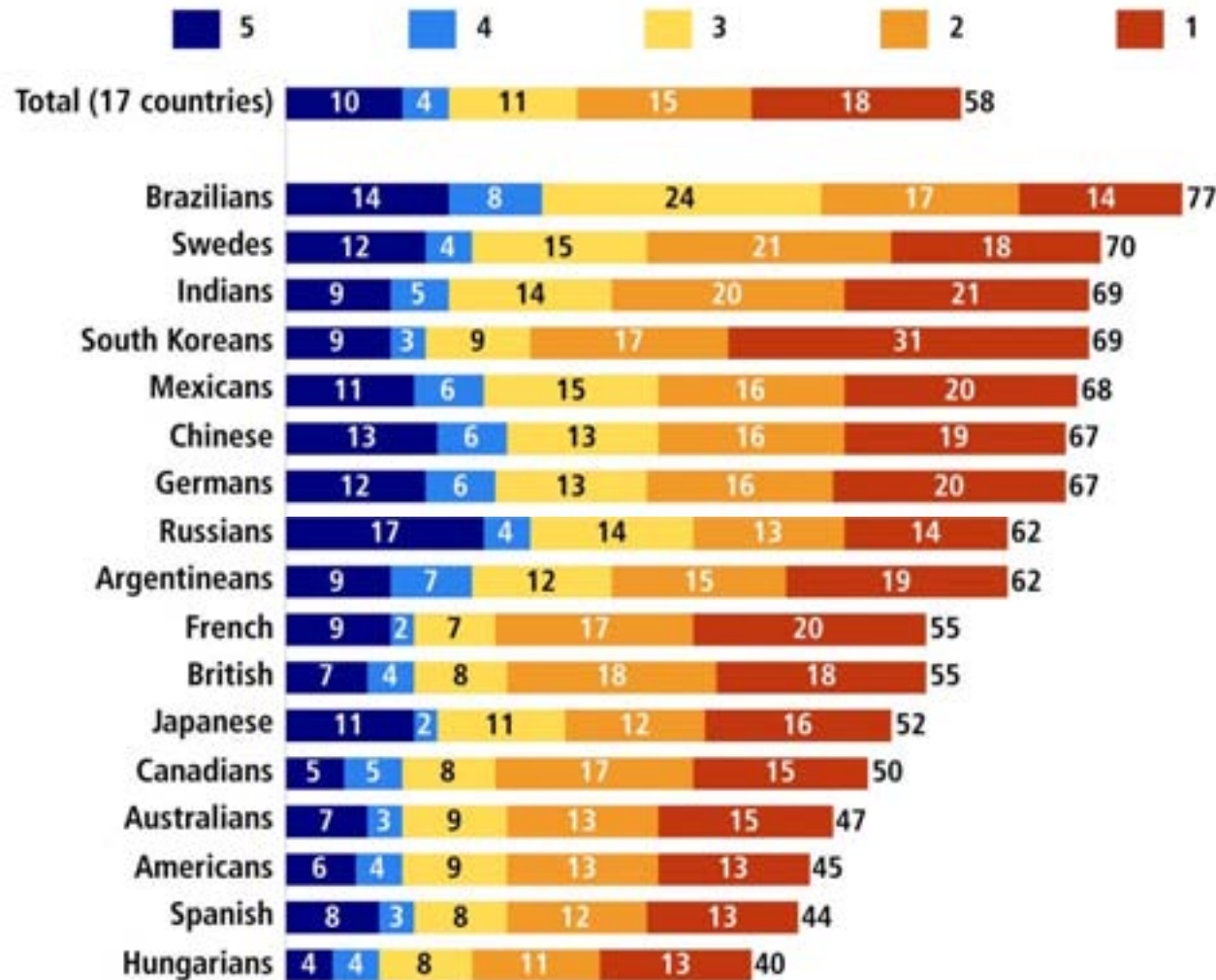


Additional Questions Not Included in Food Sub-Index

Number of Purchases of Organic Fruits and Vegetables (Out of Last Five Purchases)



Percentage of Consumers in Each Country, 2009



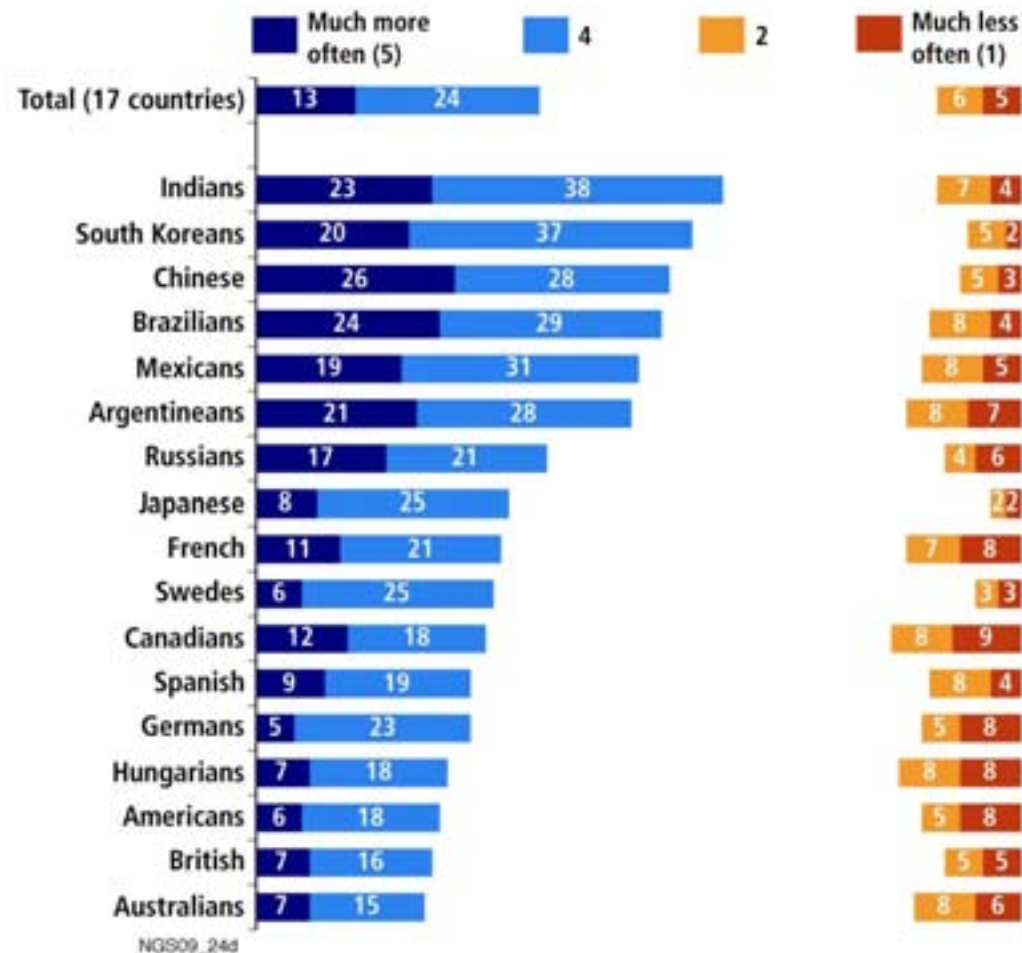
NGS09_23tmd



Predicted Frequency of Purchases of Organic Fruits and Vegetables Over the Next Year



Percentage of Consumers in Each Country, 2009



NGS09_24d

215

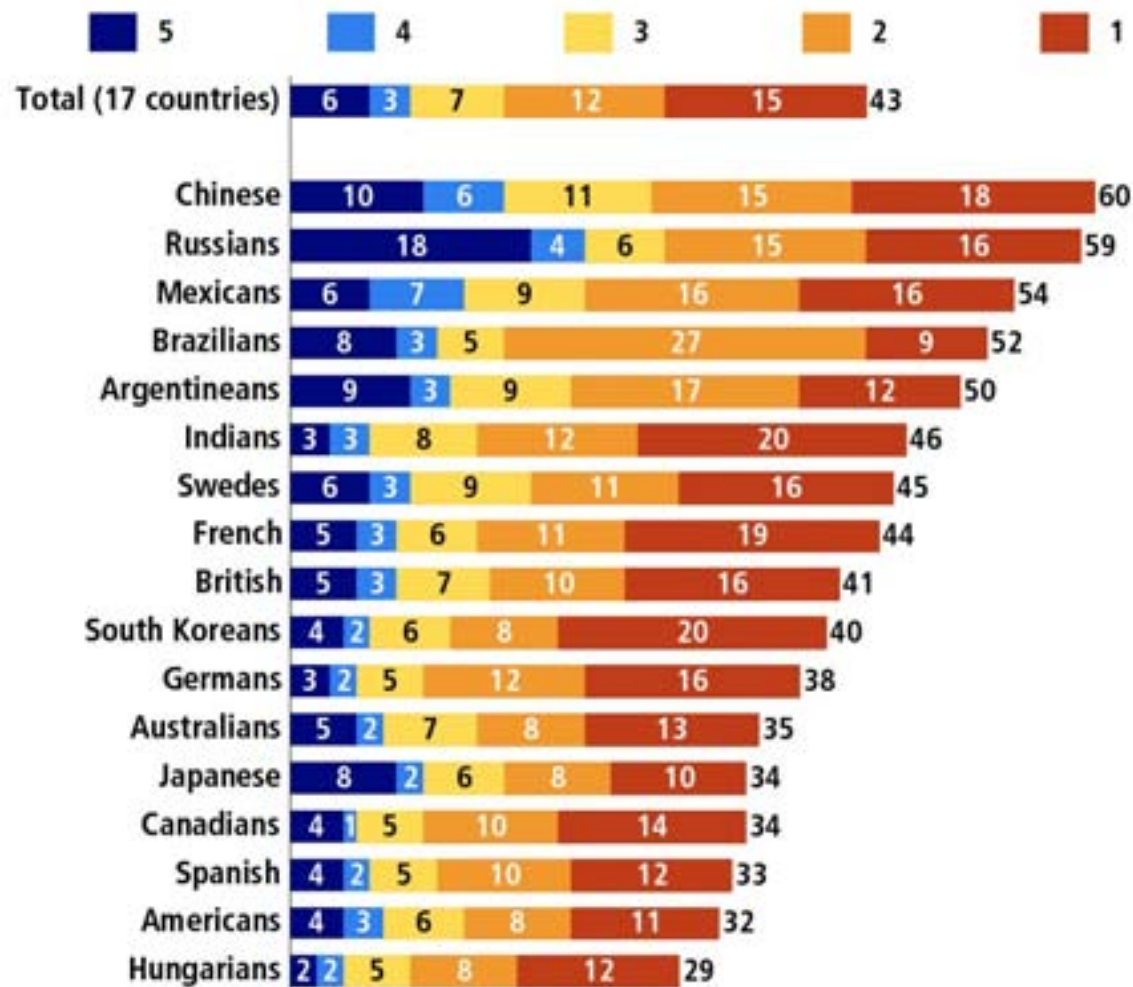
The white space in this chart represents “About the same (3)” (on a scale of 1 to 5 where 1 means “Much less often” and 5 means “Much more often”) and “DK/NA.”



Number of Purchases of Organic Meats and Poultry (Out of Last Five Purchases)



Percentage of Consumers in Each Country, 2009



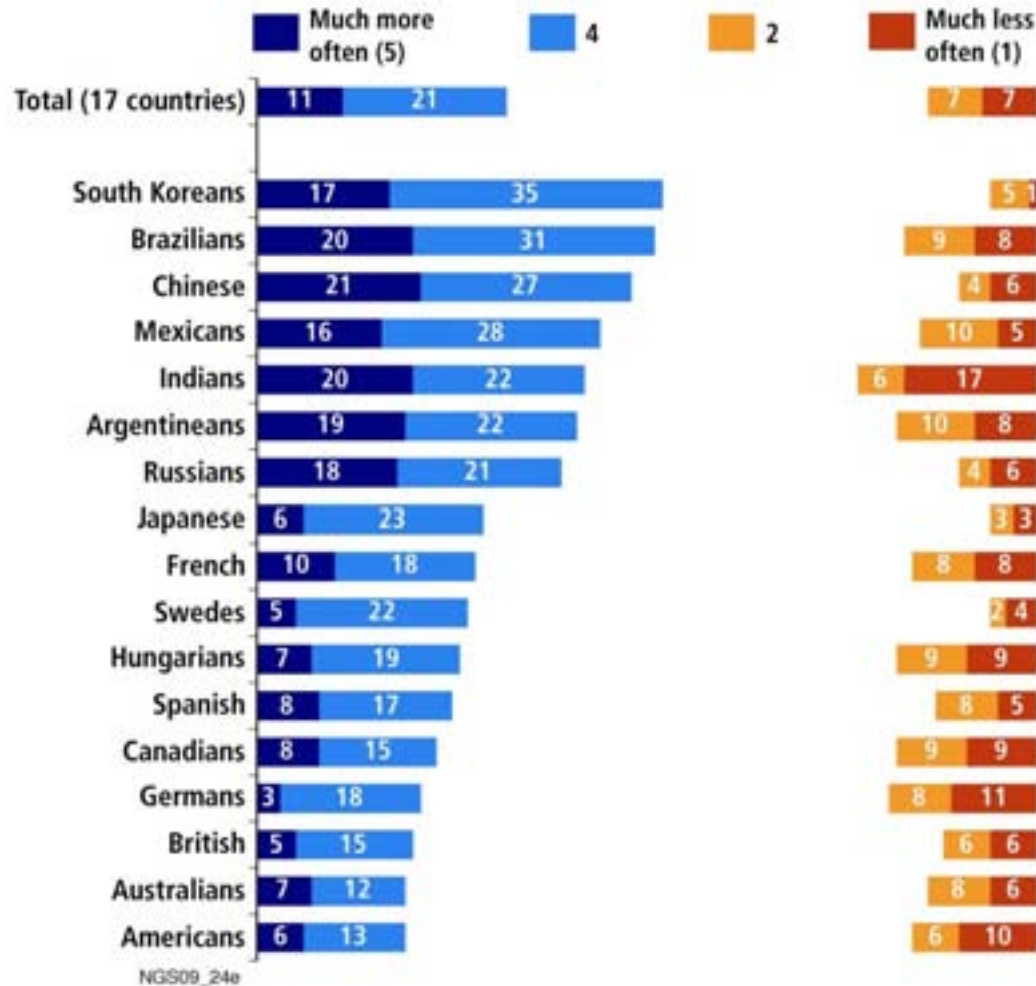
NGS09_231me



Predicted Frequency of Purchases of Organic Meats and Poultry Over the Next Year



Percentage of Consumers in Each Country, 2009



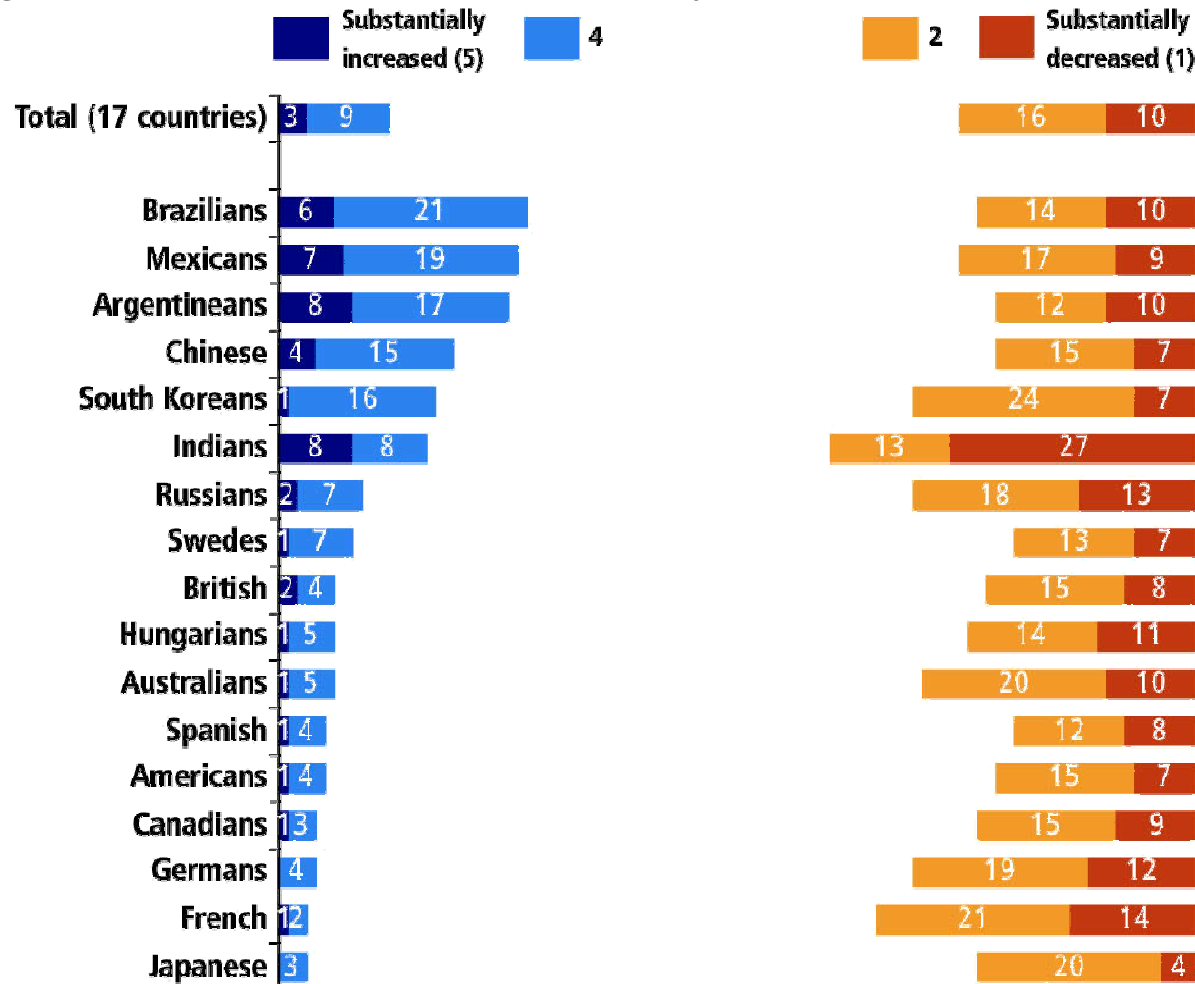
217 The white space in this chart represents “About the same (3)” (on a scale of 1 to 5 where 1 means “Much less often” and 5 means “Much more often”) and “DK/NA.”



Change in Consumption of Meat Over the Past Year



Percentage of Consumers in Each Country, 2009



NGS09_27Aa

218 The white space in this chart represents “Stayed the same (3)” (on a scale of 1 to 5 where 1 means “Substantially decreased” and 5 means “Substantially increased”) and “DK/NA.”



Reason for Decreased Consumption of Meat



Combined Mentions, Percentage of Consumers in Each Country, 2009

	Total (17 countries)	Americans	Argentines	Australians	Brazilians	British	Canadians	Chinese	French	Germans	Hungarians	Indians	Japanese	Mexicans	Russians	South Koreans	Spanish	Swedes
Cost	58	69	64	76	51	70	59	37	81	46	67	37	56	46	76	56	41	53
Health reasons	47	54	39	40	48	38	59	77	21	59	36	65	49	40	28	56	51	37
Changes in financial situation	34	41	24	43	20	41	31	24	42	29	55	9	48	27	55	40	28	27
Changes in living circumstances	28	15	30	20	35	20	21	21	23	40	26	25	26	44	25	29	48	35
Environmental concerns	18	12	20	11	28	16	21	22	21	11	5	28	11	32	13	12	16	33

Top mention

NGS09_27Ba_tbl

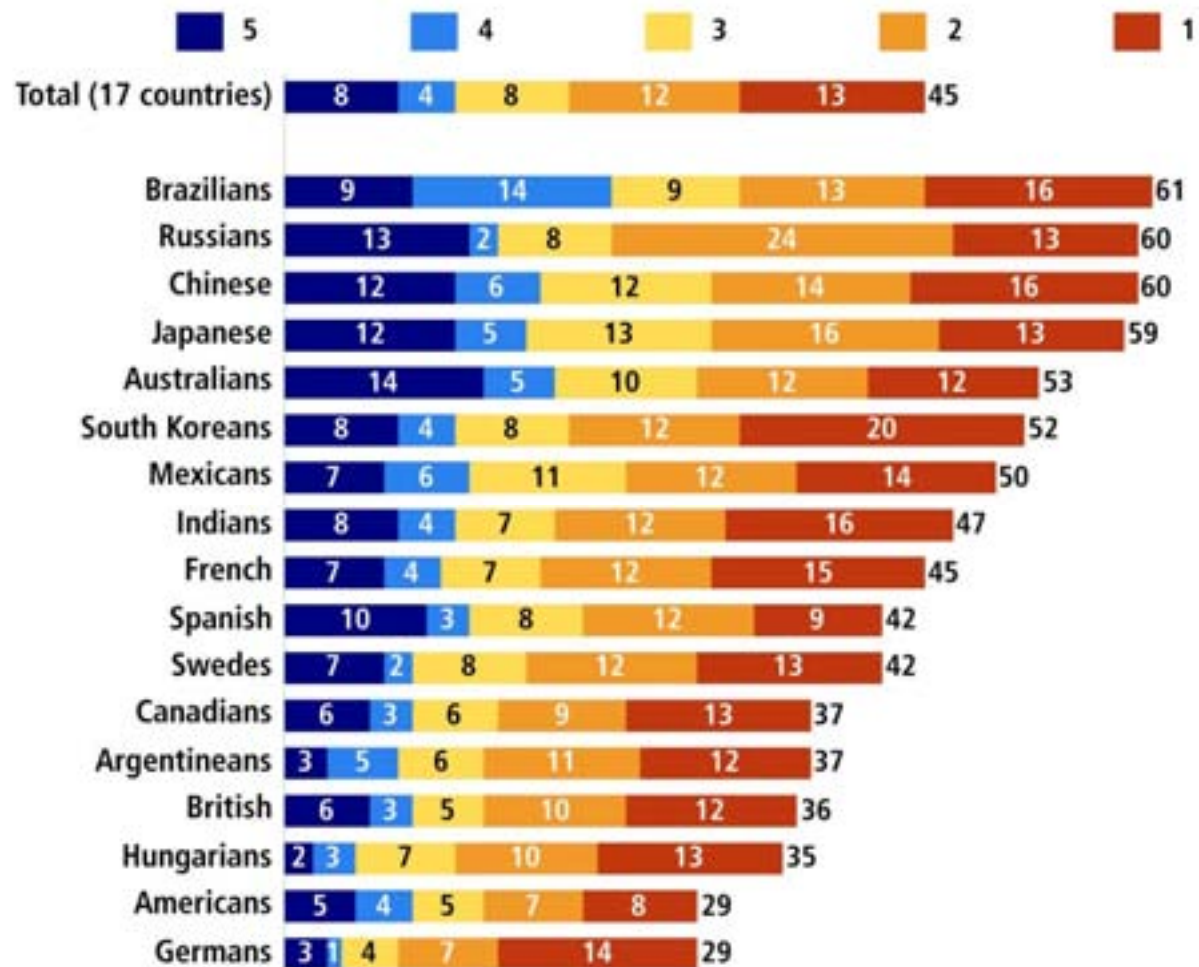
219 Subsample: Those who have reduced consumption of meat (n=4,660)



Number of Purchases of Fish or Seafood Caught Locally, Rather than Transported from Far Away (Out of Last Five Purchases)



Percentage of Consumers in Each Country, 2009



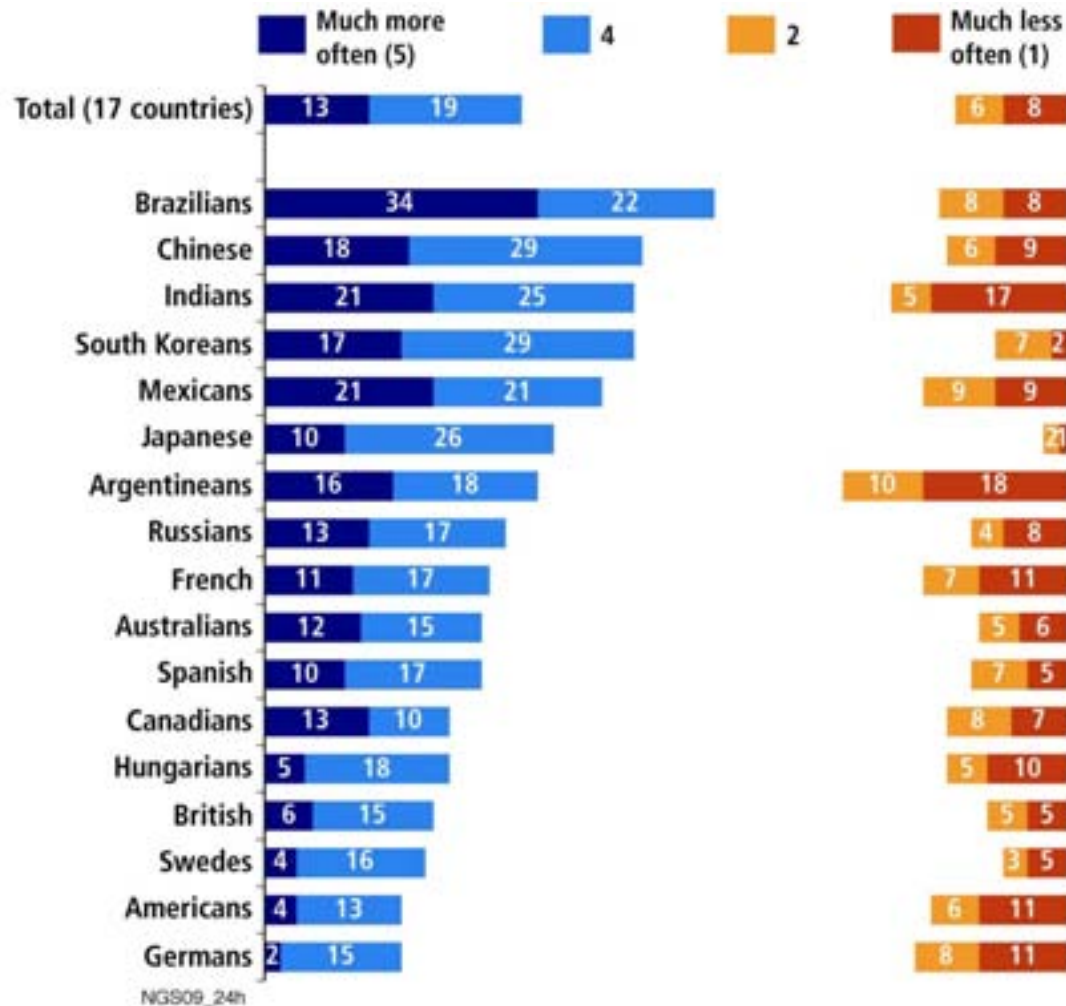
NGS09_23tmh



Predicted Frequency of Purchases of Fish or Seafood Caught Locally Over the Next Year



Percentage of Consumers in Each Country, 2009



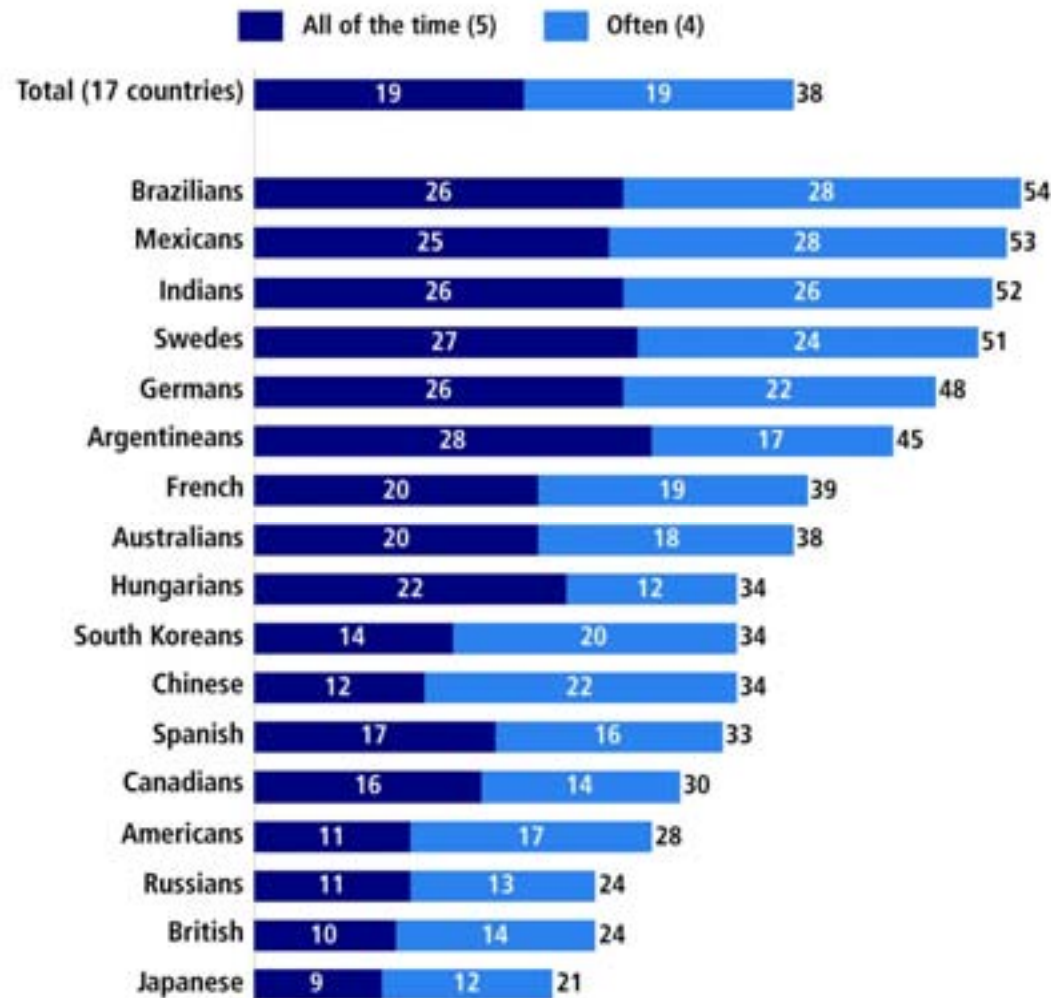
221 The white space in this chart represents “About the same (3)” (on a scale of 1 to 5 where 1 means “Much less often” and 5 means “Much more often”) and “DK/NA.”



Frequency of Choosing Not to Buy a Specific Type of Seafood or Fish Because of Threats to the Species



“All of the Time (5)” or “Often (4),” * Percentage of Consumers in Each Country, 2009



NGS09_26.html

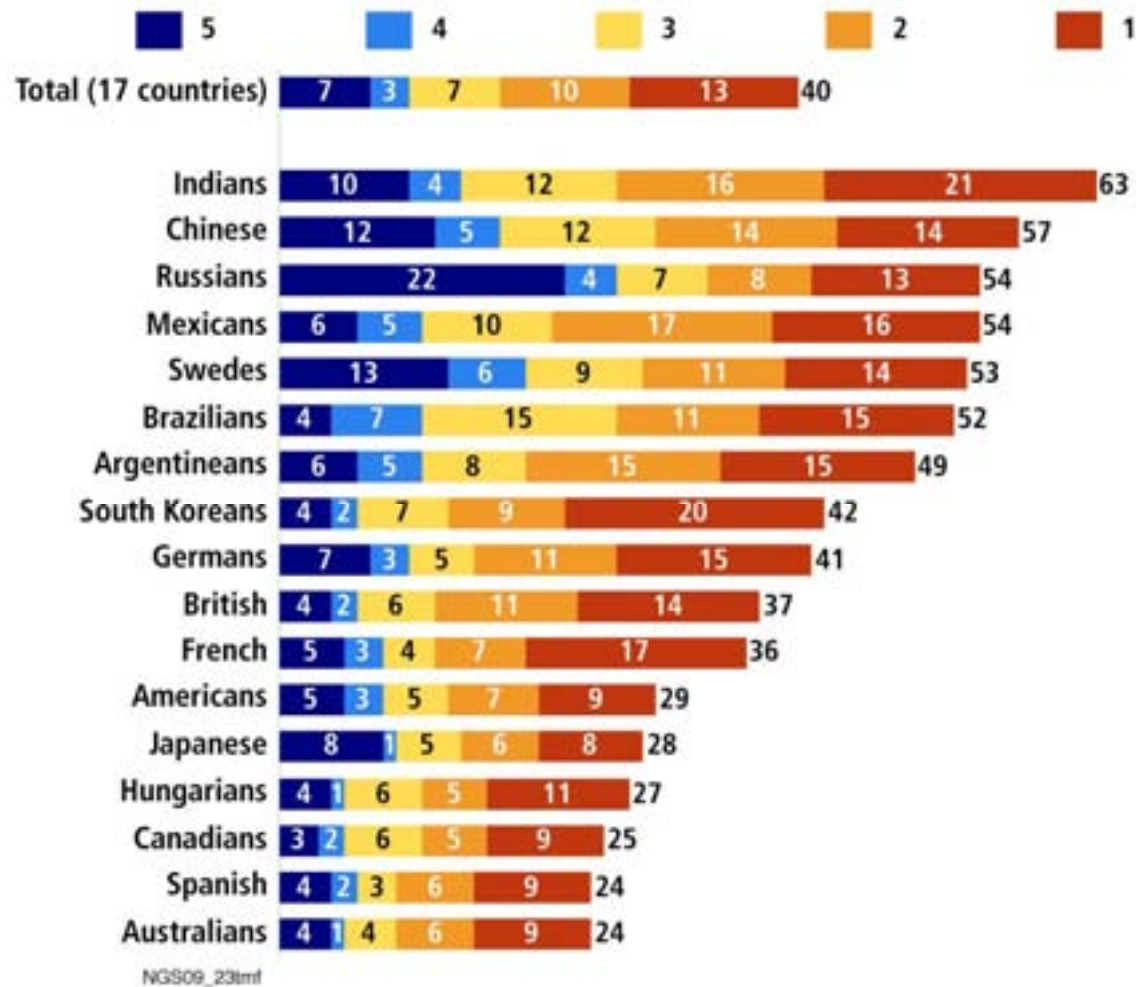


222 *On a scale where 1 means “Never,” 3 means “Sometimes,” and 5 means “All of the time.”

Number of Purchases of Organic Dairy Products (Out of Last Five Purchases)



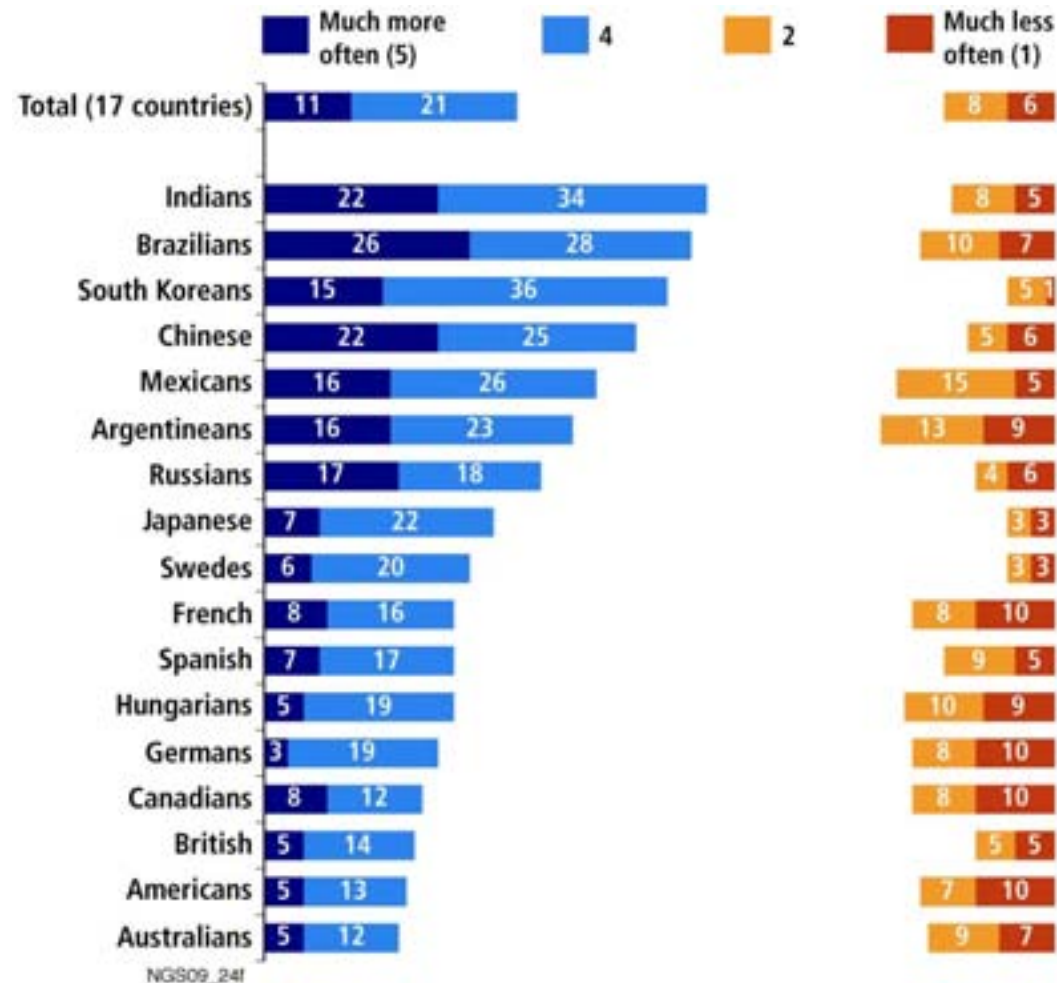
Percentage of Consumers in Each Country, 2009



Predicted Frequency of Organic Dairy Products Over the Next Year



Percentage of Consumers in Each Country, 2009



NGS09_24I

224

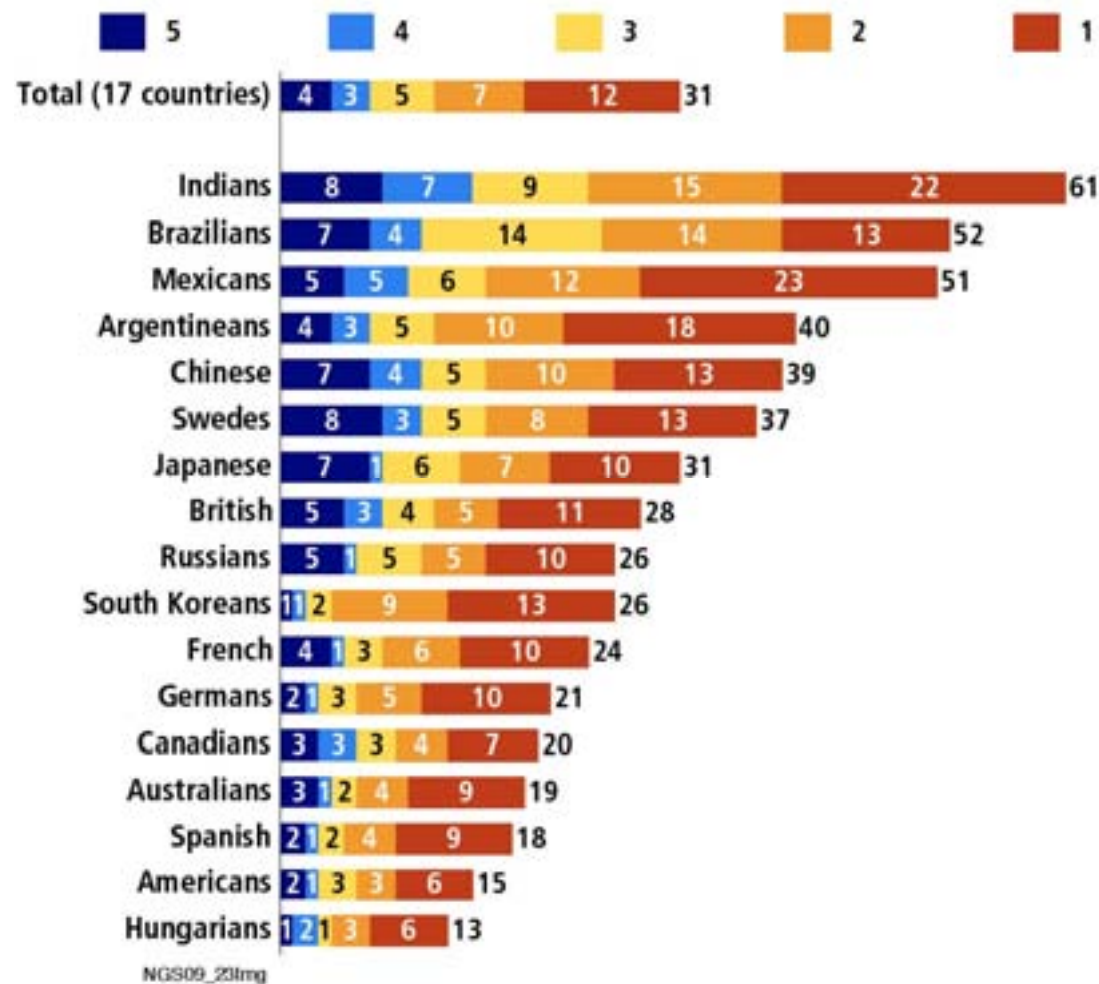
The white space in this chart represents “About the same (3)” (on a scale of 1 to 5 where 1 means “Much less often” and 5 means “Much more often”) and “DK/NA.”



Number of Purchases of Organic/Shade-Grown Coffee or Tea (Out of Last Five Purchases)



Percentage of Consumers in Each Country, 2009



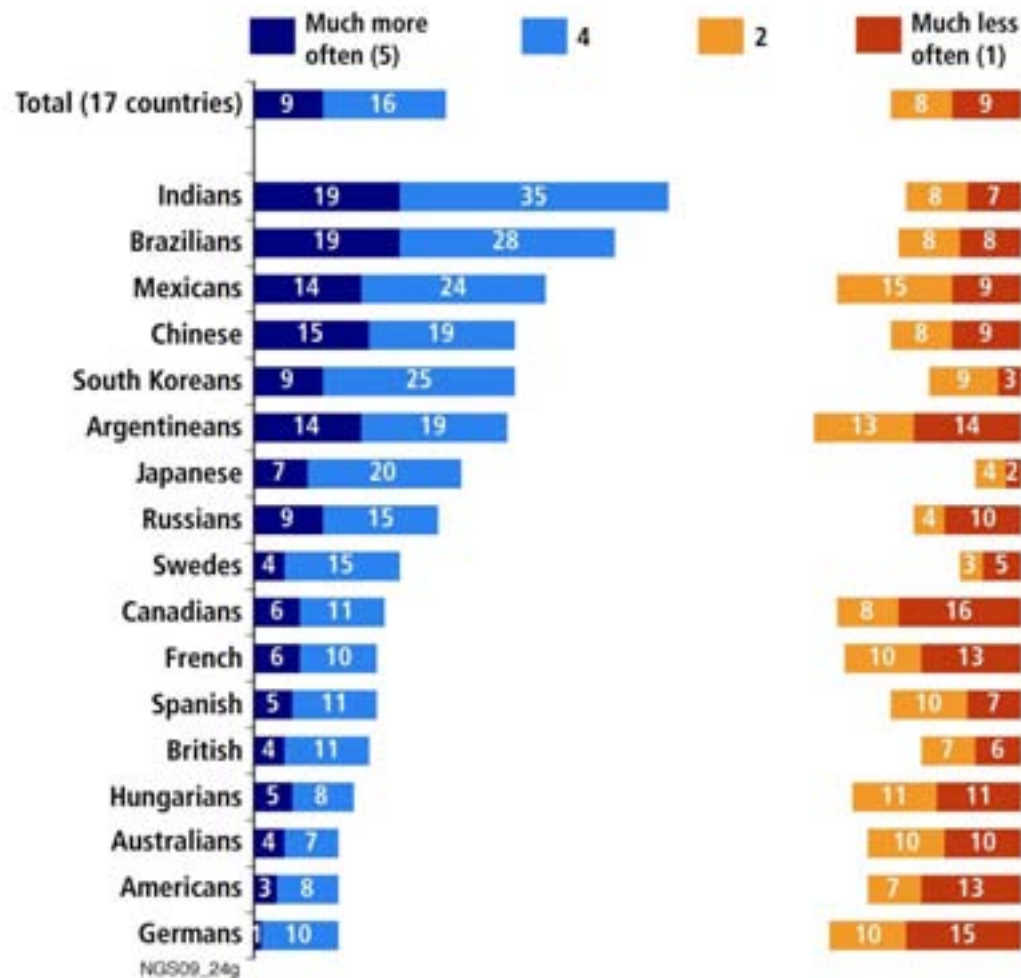
NGS09_201mg



Predicted Frequency of Purchases of Organic/ Shade-Grown Coffee or Tea Over the Next Year



Percentage of Consumers in Each Country, 2009



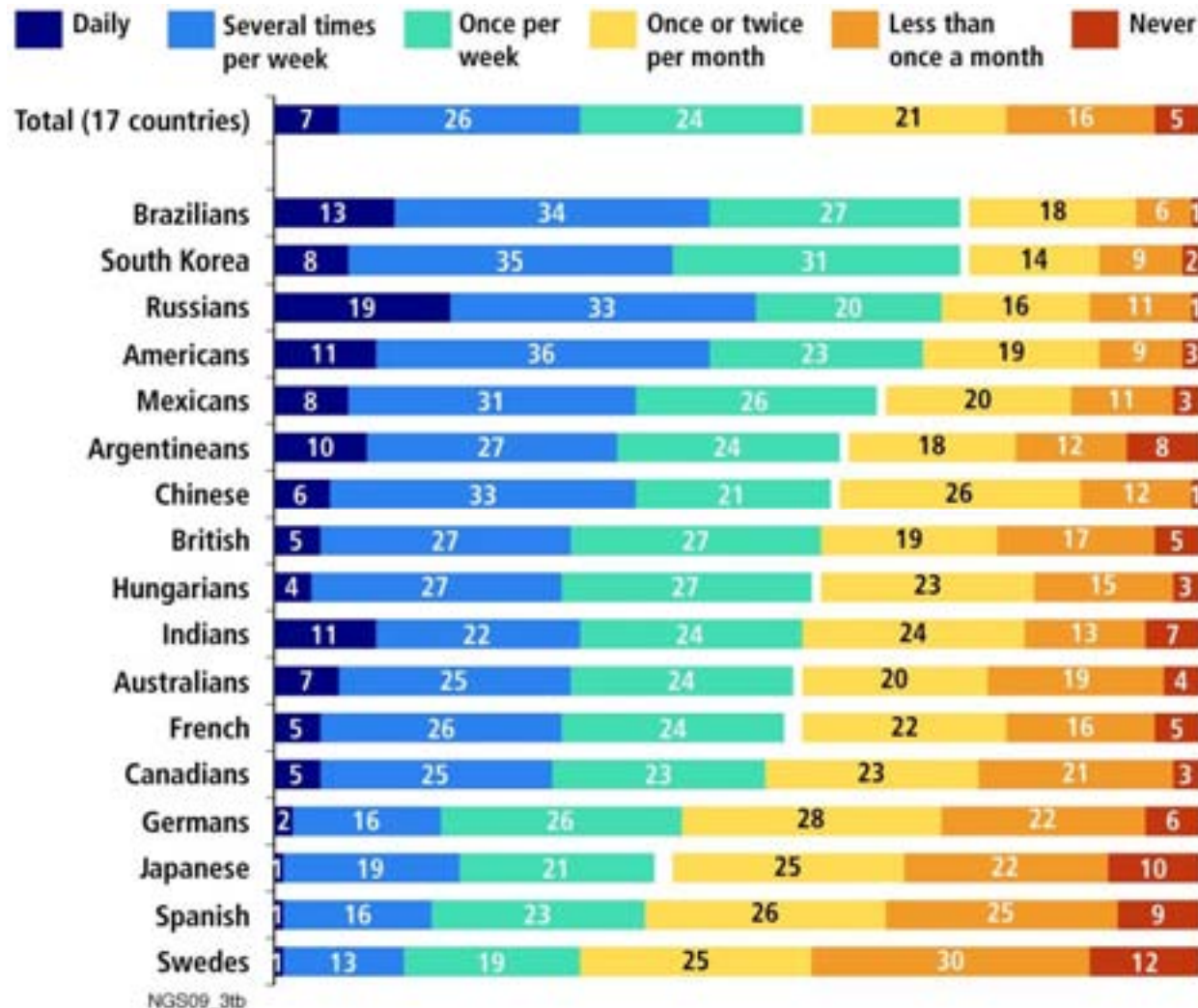
226 The white space in this chart represents “About the same (3)” (on a scale of 1 to 5 where 1 means “Much less often” and 5 means “Much more often”) and “DK/NA.”



Frequency of Consuming Convenient (Prepared/Processed/Packaged) Foods



Percentage of Consumers in Each Country, 2009



NGS09_31b

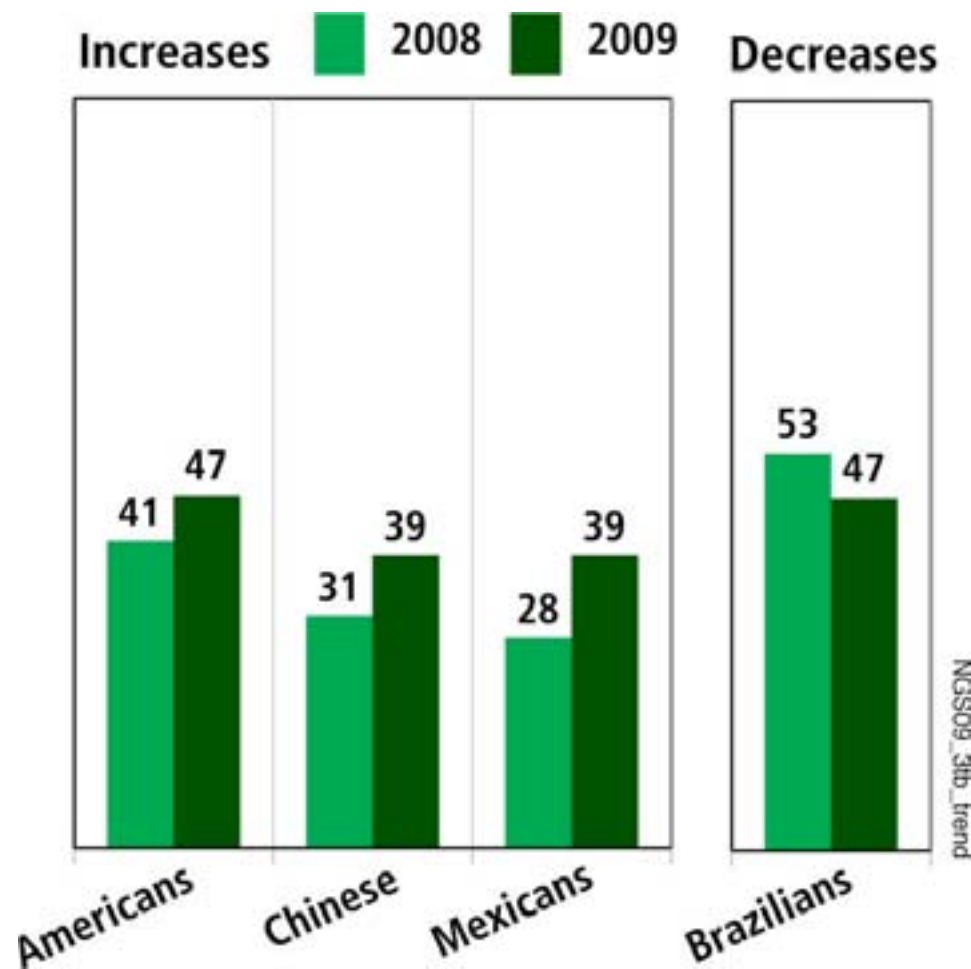


227 The white space in this chart represents "DK/NA."

Frequency of Consuming Convenient (Prepared/Processed/Packaged) Foods



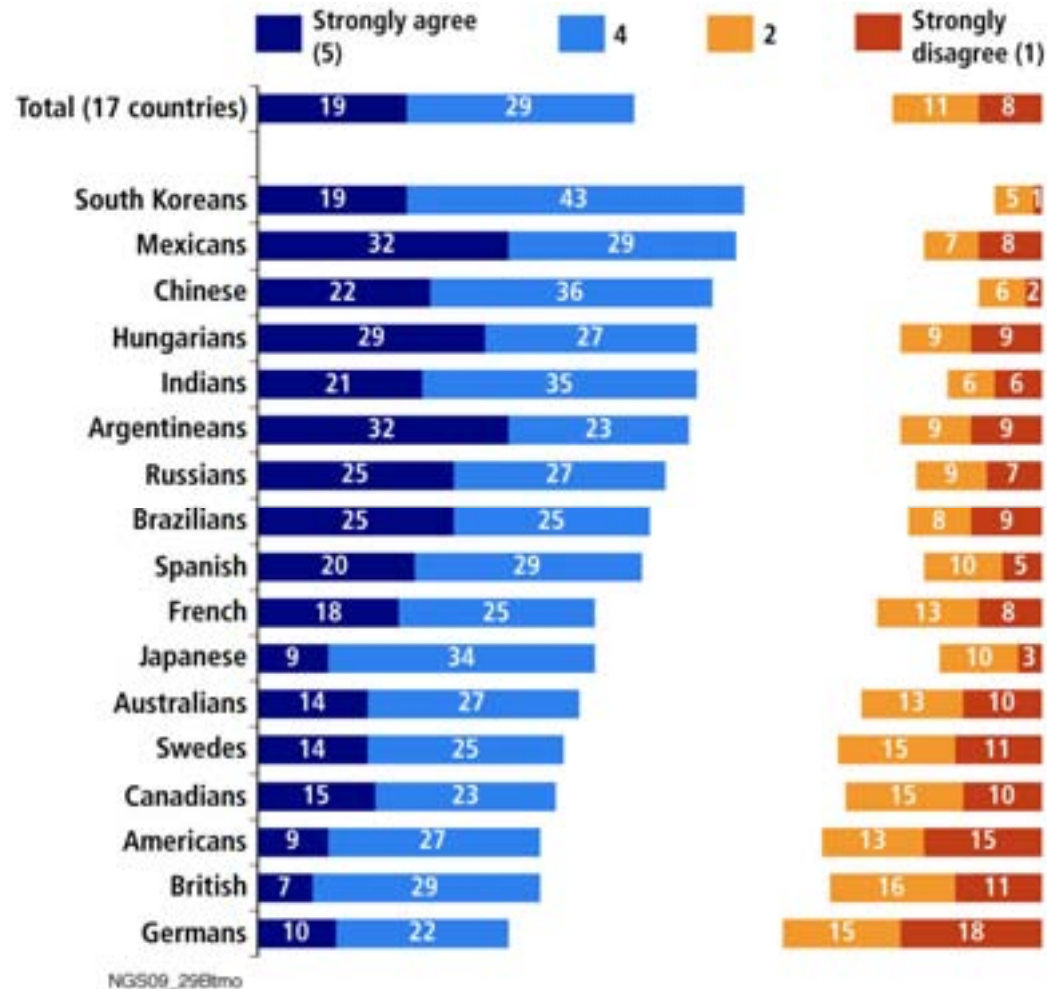
“Daily” and “Several Times a Week,” Percentage of Consumers in Each Country, Trends: 2008–2009



I Need More Information to Make More Environmentally Friendly Decisions about the Type of Fish/Seafood I Eat



Percentage of Consumers in Each Country, 2009



229

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.”



Goods

- Since 2008 the number of consumers who prefer to repair broken items rather than replace them with new ones has risen in six of the countries surveyed. Consumers who increasingly feel this way tend to be found in North America as well as in emerging economies, such as Brazil and India.
- There has also been a rise in the number of consumers who prefer to buy second-hand items. This increase is seen in nearly half of the countries surveyed, mostly in developed countries, as well as in emerging economies.
- Consumers in these emerging economies are the most likely to agree that they prefer to buy disposable household products, rather than ones designed to be washed and reused.
- In all countries except India and Russia, consumers tend to disagree that the extra cost of environmentally friendly products is “Not worth it” to them.
- Frequency of recycling has substantially increased since 2008 in more than half of the countries surveyed. Consumers in developed countries, such as Australia, Canada, France, Germany, and Great Britain tend to recycle most often.

Goods

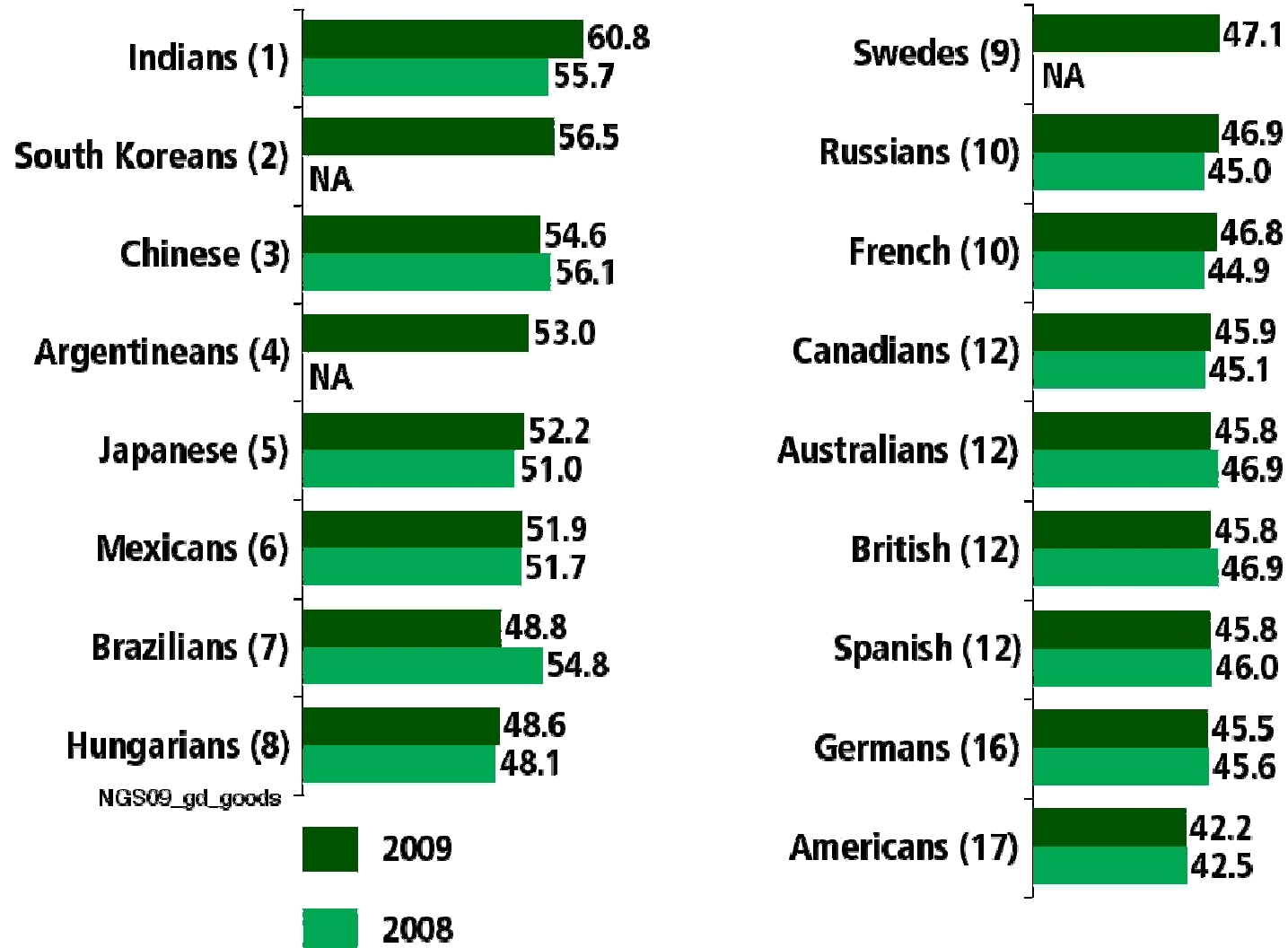


- Other actions such as buying environmentally friendly products and consciously avoiding products harmful to the environment have also increased in many countries since 2008. American, British, Hungarian, and Japanese consumers remain the least likely to report such behavior.
- While most consumers in the 17 countries surveyed report that they own, rent, or lease at least one refrigerator, laundry machine, television, and computer, fewer respondents say they have dishwashers and lawn mowers, leaf blowers, or snow blowers—and most of those who do are North American, European, or Australian.

Greendex Rankings: Goods



Consumers in Each Country, 2008–2009



Relative Changes in Goods Sub-Index Scores



Countries in which the average consumer's goods score **improved** more than in other countries:

- India
- Russia
- France

Countries in which the average consumer's goods score **worsened** more than in other countries:

- Brazil
- China

Sub-Index Content: Goods



The Goods sub-index is a combination of everyday consumption and ownership of big-ticket items.

It consists of 16 variables such as:

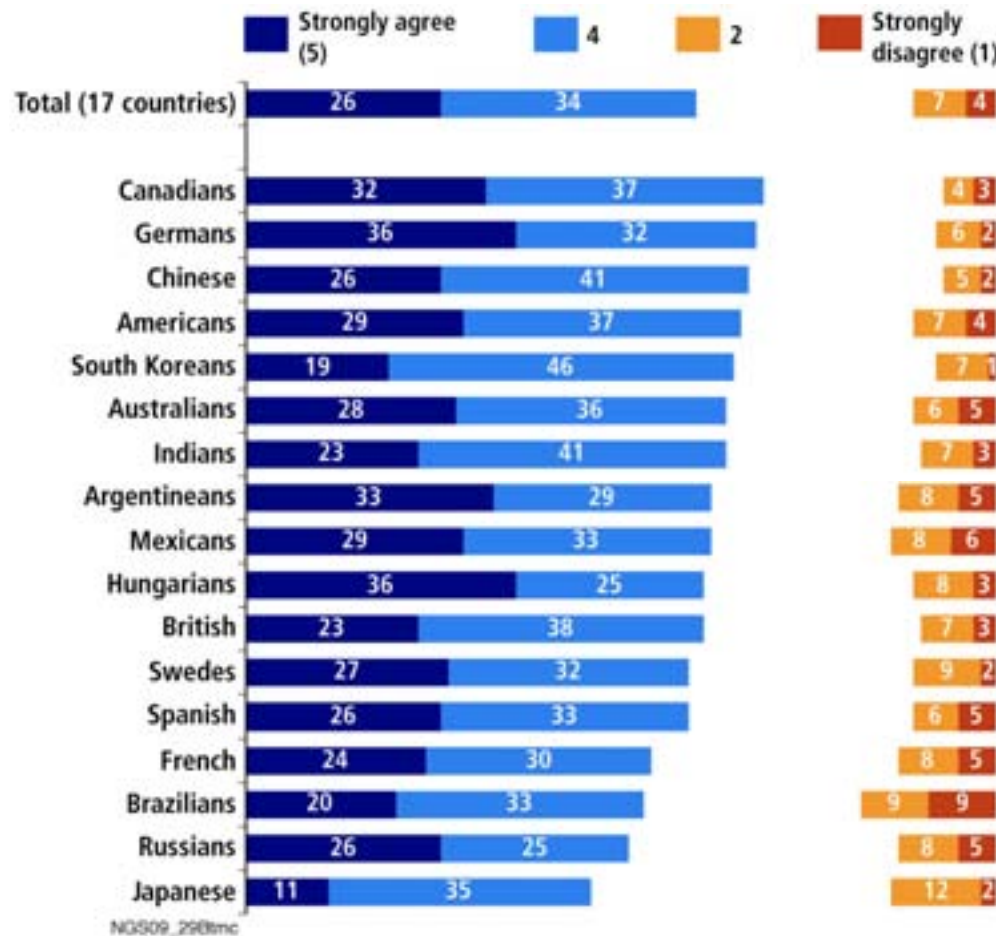
- **Purchase and/or avoidance of specific products for environmental reasons**
- **Avoidance of excessive packaging**
- **Preference for reusable consumer goods over disposable products**
- **Willingness to pay an environmental premium**
- **Preference for used rather than new items**
- **Preference to repair rather than buy a replacement**
- **Recycling**
- **Number of TVs and PCs per household member**
- **Numbers of refrigerators, dishwashers, and laundry machines per household member**
- **Second homes, recreational vehicles, lawnmowers and other small engines**

Questions Included in Goods Sub-Index

I Prefer to Repair Something When It Is Broken Rather than Replace It



Percentage of Consumers in Each Country, 2009



237

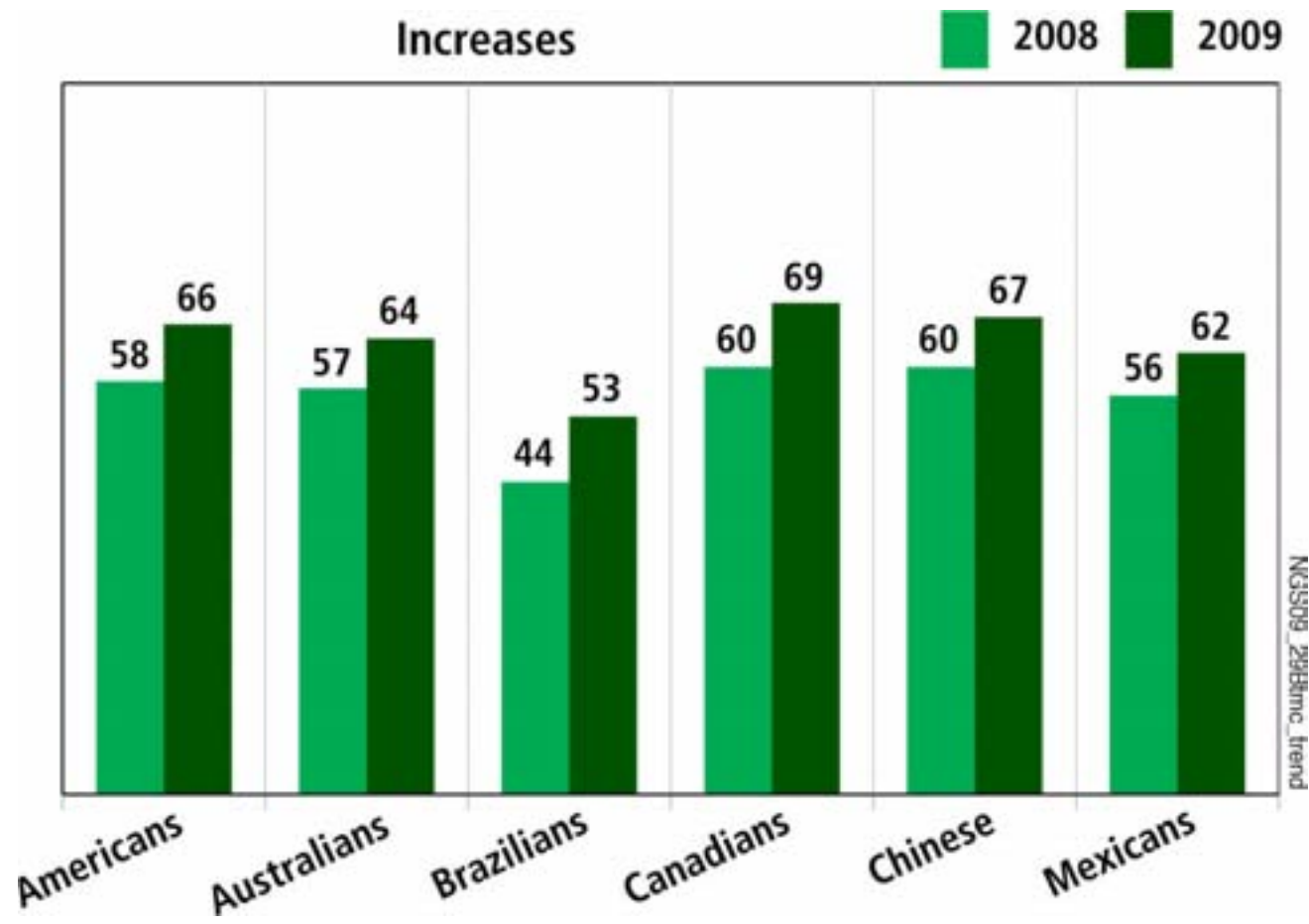
The white space in this chart represents “3” (on a scale of 1 to 5 where 1 means “Strongly disagree” and 5 means “Strongly agree”) and “DK/NA.”



I Prefer to Repair Something When It Is Broken Rather than Replace It



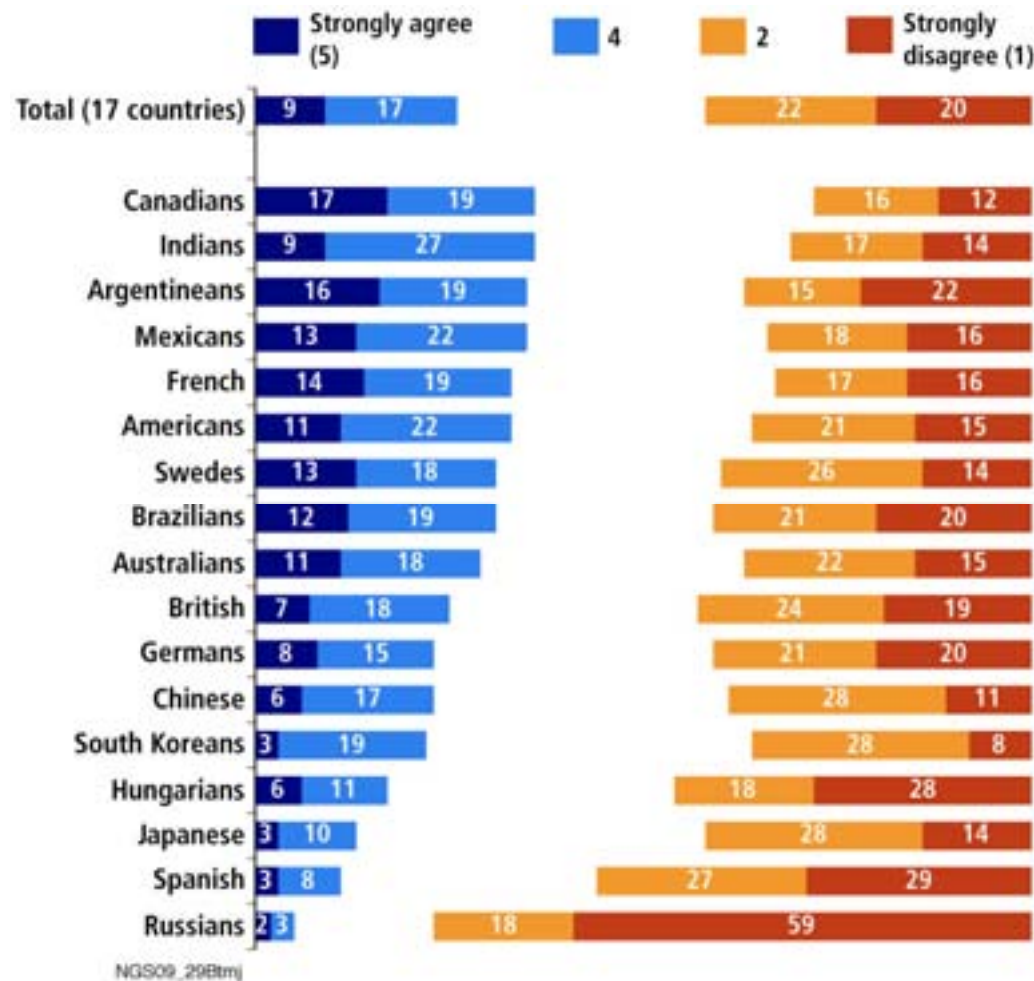
“Total Agree (4+5),” Percentage of Consumers in Each Country, Trends: 2008–2009



I Generally Try to Buy Things “Used” or Pre-Owned, Rather than Brand New



Percentage of Consumers in Each Country, 2009



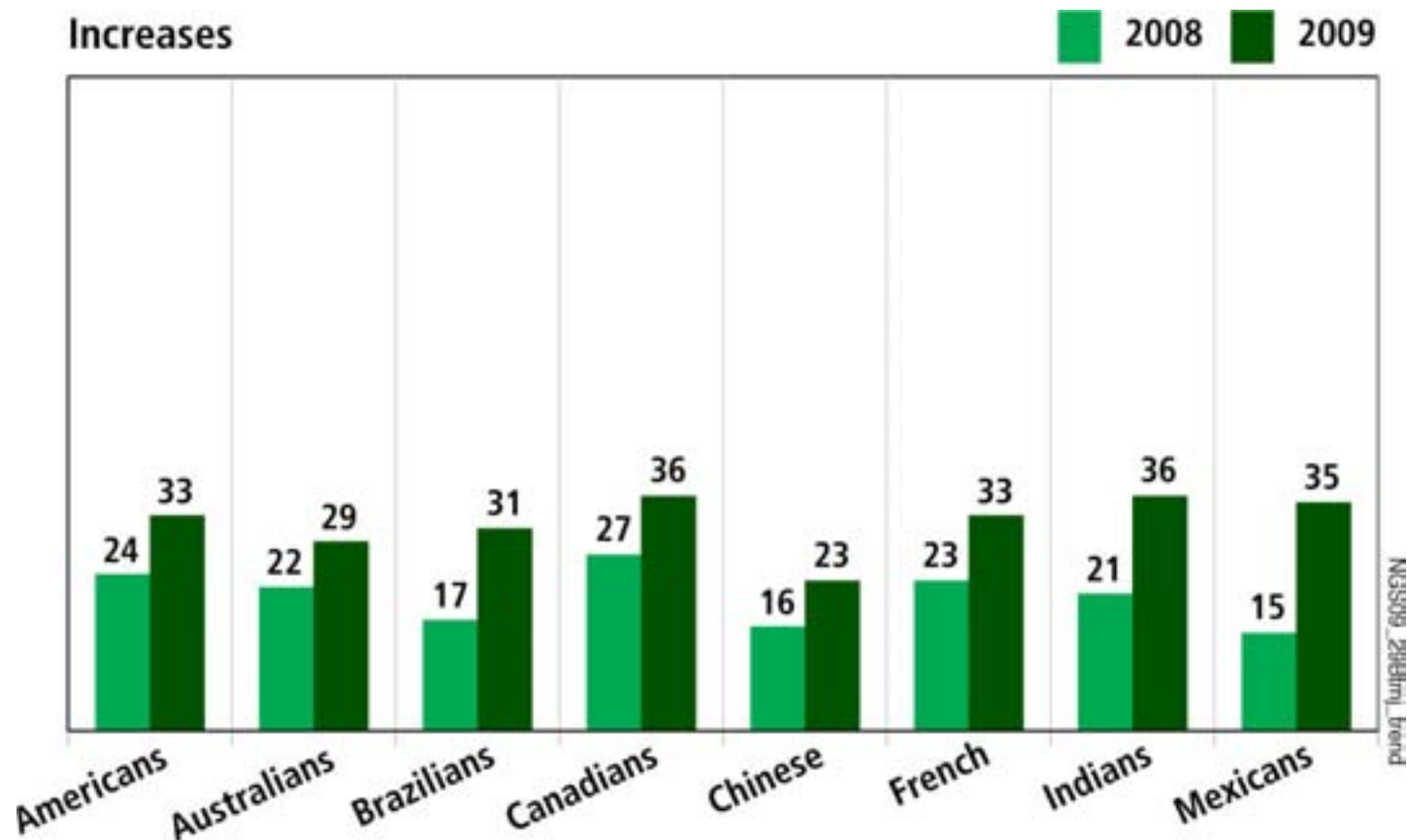
239 The white space in this chart represents “3” (on a scale of 1 to 5 where 1 means “Strongly disagree” and 5 means “Strongly agree”) and “DK/NA.”



I Generally Try to Buy Things “Used” or Pre-Owned, Rather than Brand New



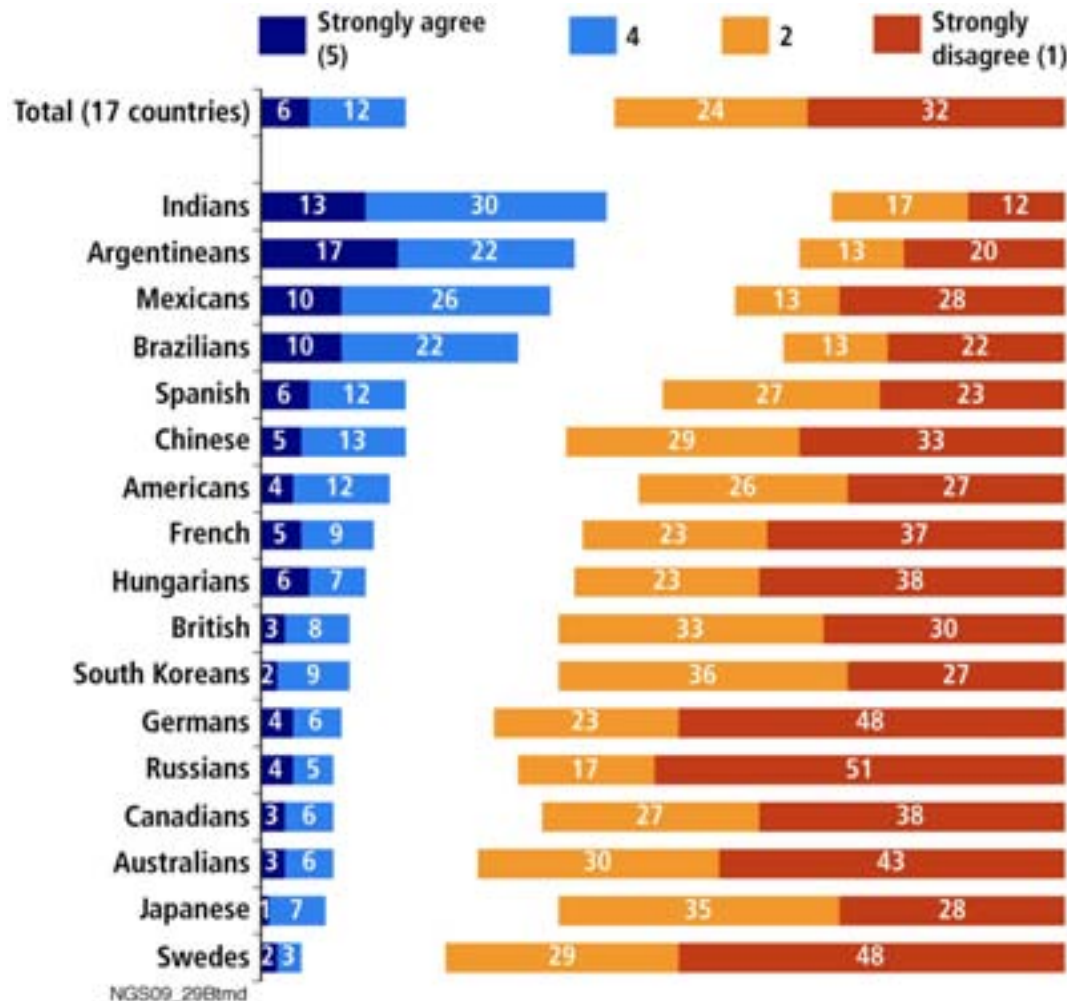
“Total Agree (4+5),” Percentage of Consumers in Each Country, Trends: 2008–2009



I Prefer Disposable Household Products Rather than Things I Need to Wash and Reuse



Percentage of Consumers in Each Country, 2009



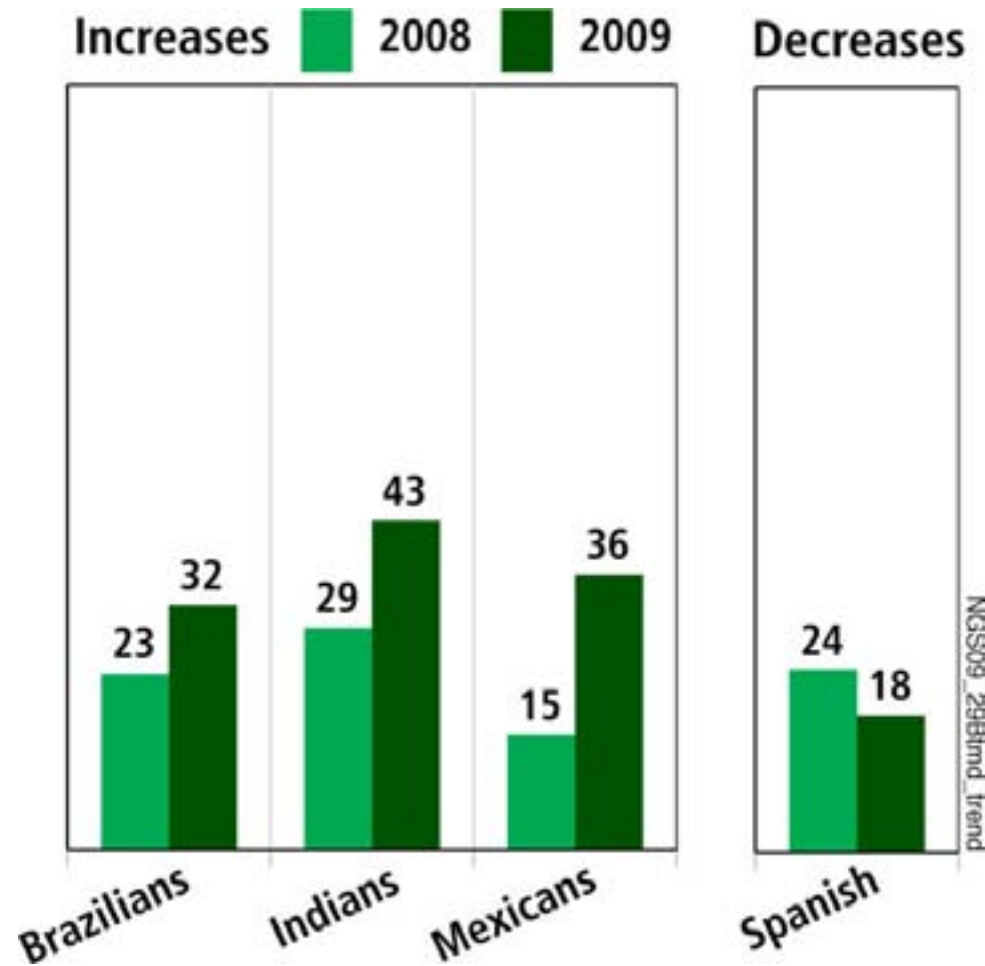
241 The white space in this chart represents “3” (on a scale of 1 to 5 where 1 means “Strongly disagree” and 5 means “Strongly agree”) and “DK/NA.”



I Prefer Disposable Household Products Rather than Things I Need to Wash and Reuse



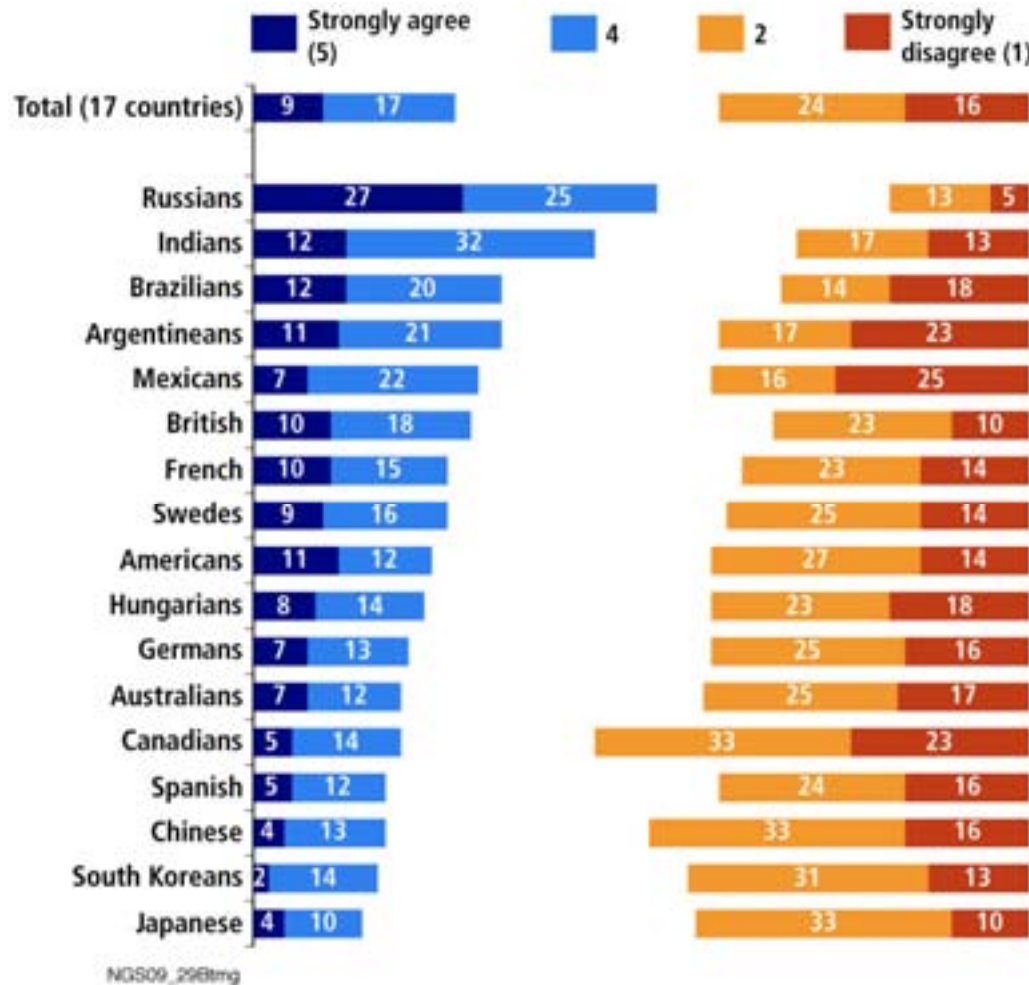
“Total Agree (4+5),” Percentage of Consumers in Each Country, Trends: 2008–2009



The Extra Cost of Environmentally Friendly Products Is Not Worth It to Me



Percentage of Consumers in Each Country, 2009



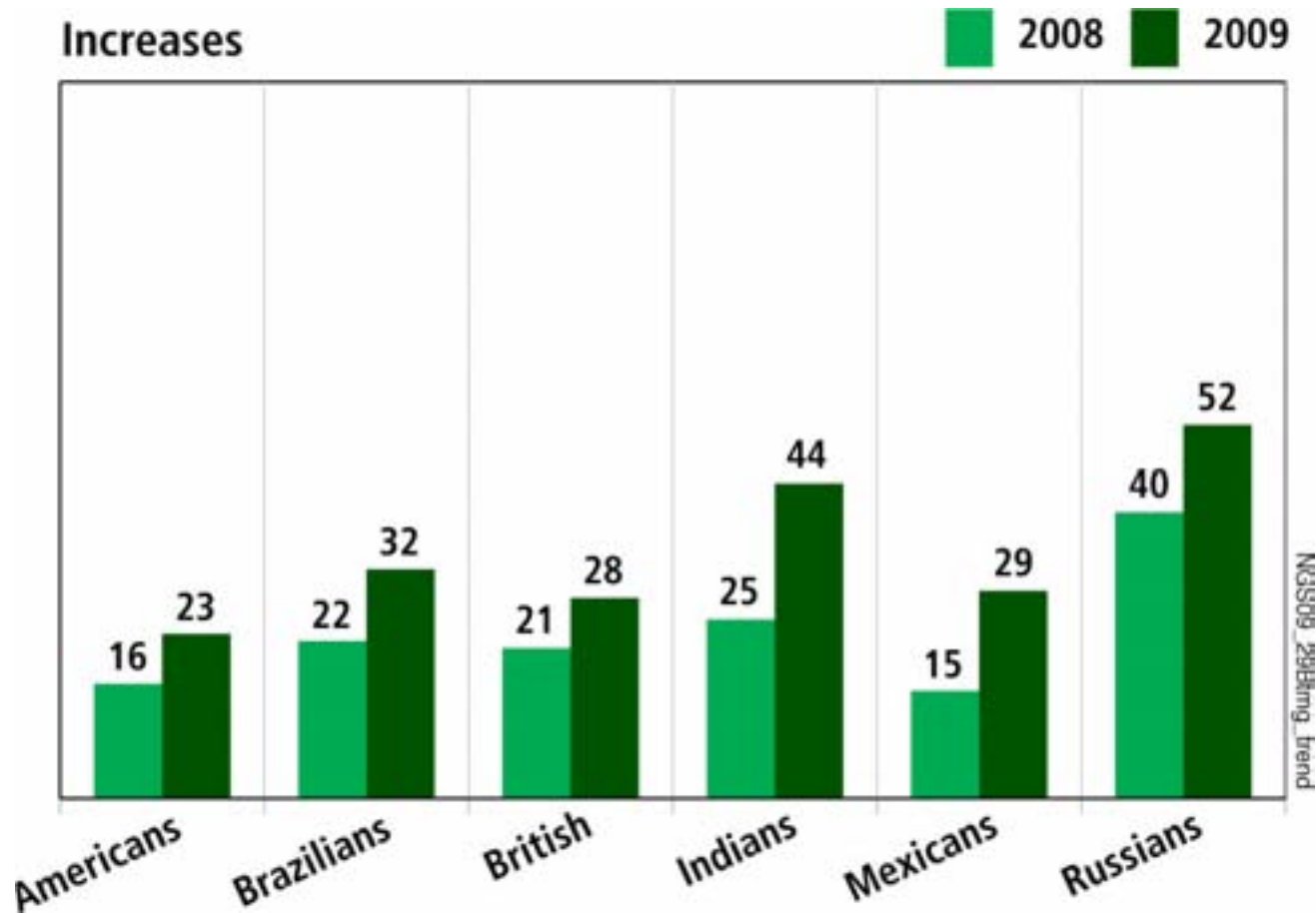
243 The white space in this chart represents “3” (on a scale of 1 to 5 where 1 means “Strongly disagree” and 5 means “Strongly agree”) and “DK/NA.”



The Extra Cost of Environmentally Friendly Products Is Not Worth It to Me



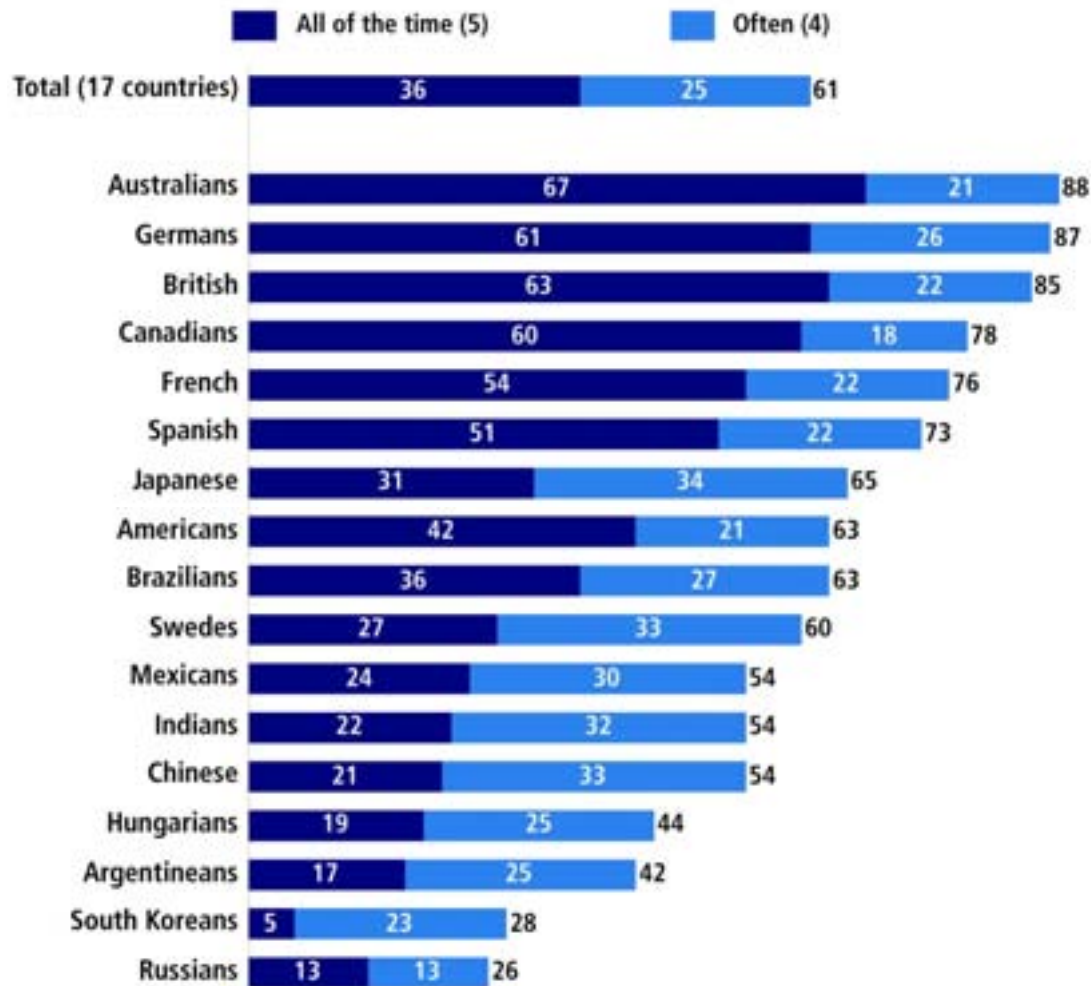
“Total Agree (4+5),” Percentage of Consumers in Each Country,
Trends: 2008–2009



Frequency of Recycling Materials



“All of the Time (5)” or “Often (4),”* Percentage of Consumers in Each Country, 2009



NGS09_26tma

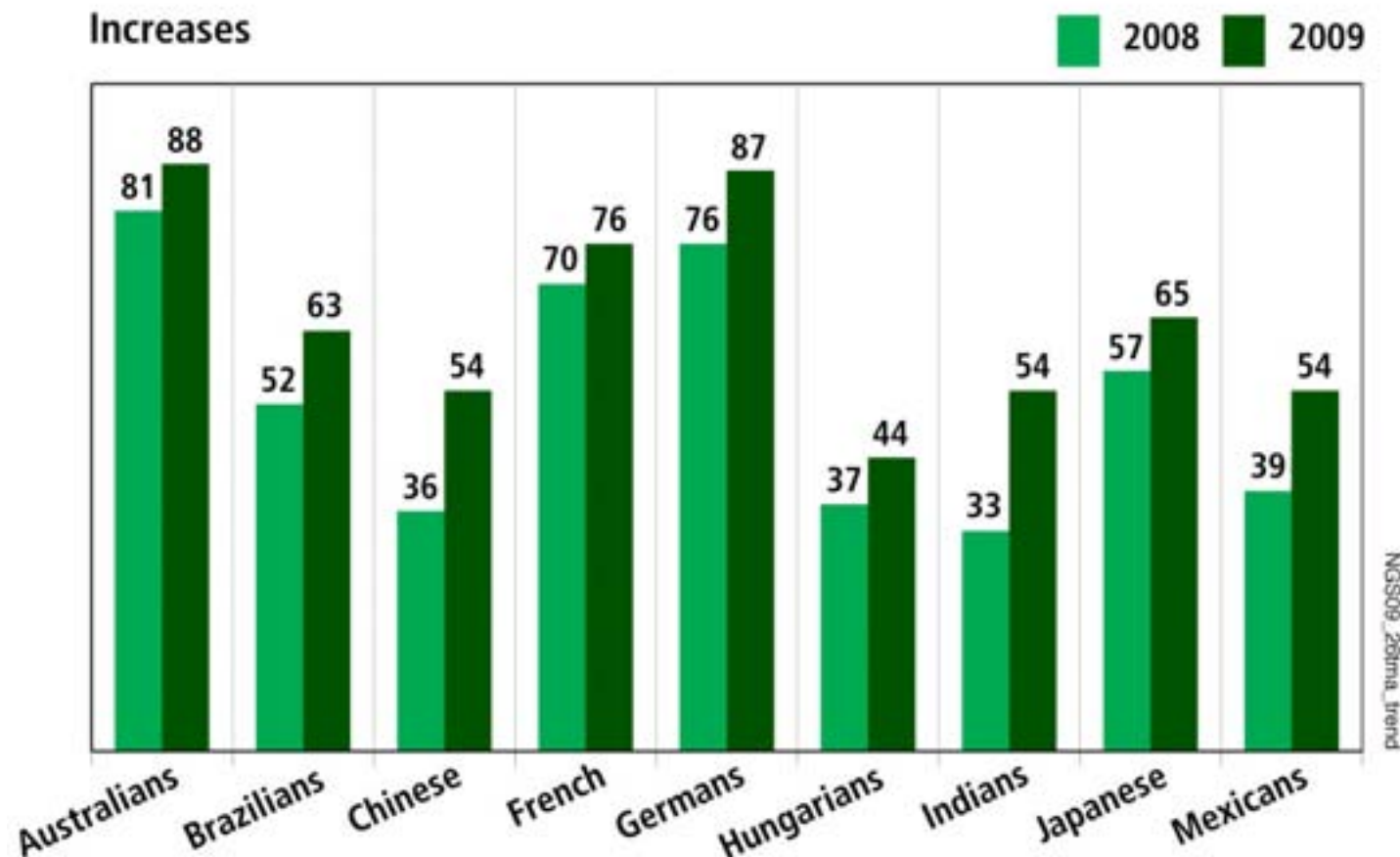


245 *On a scale where 1 means “Never,” 3 means “Sometimes,” and 5 means “All of the time.”

Frequency of Recycling Materials



“All of the Time (5)” and “Often (4),” * Percentage of Consumers in Each Country, Trends: 2008–2009



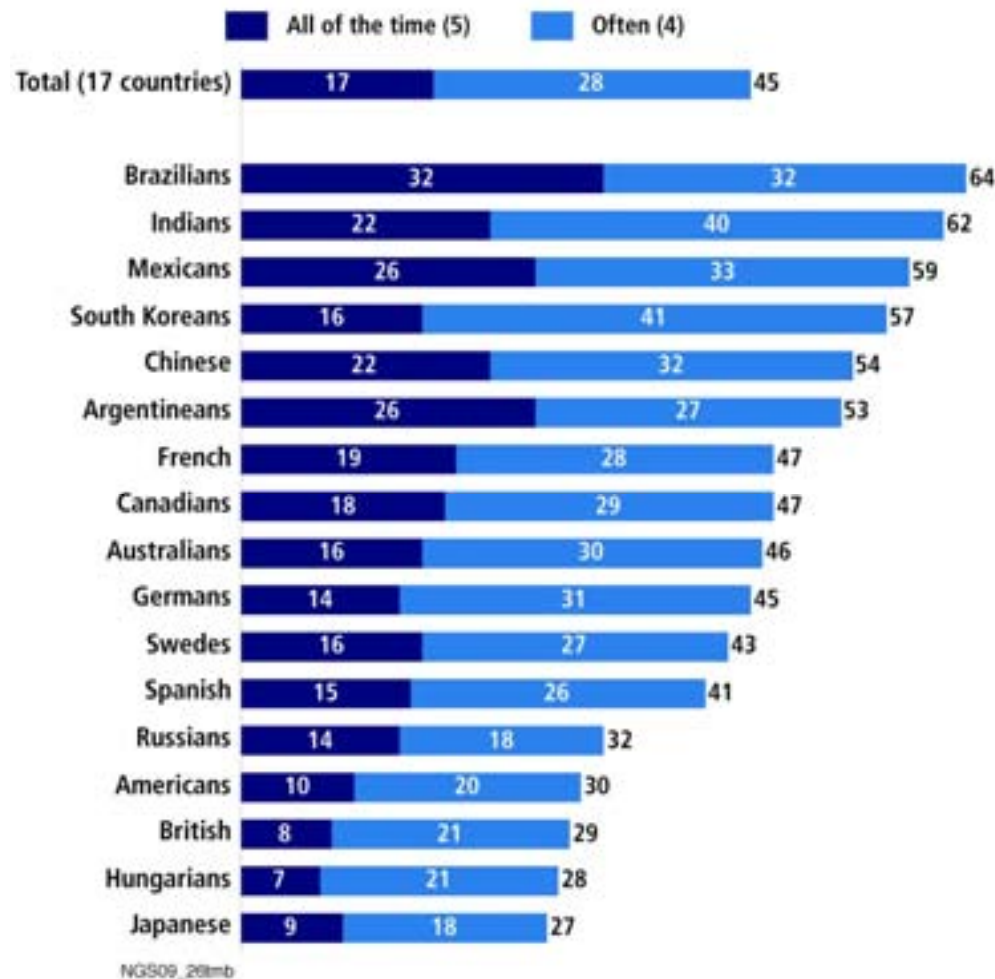
246 *On a scale where 1 means “Never,” 3 means “Sometimes,” and 5 means “All of the time.”



Frequency of Avoiding Environmentally Unfriendly Products



“All of the Time (5)” or “Often (4),” * Percentage of Consumers in Each Country, 2009



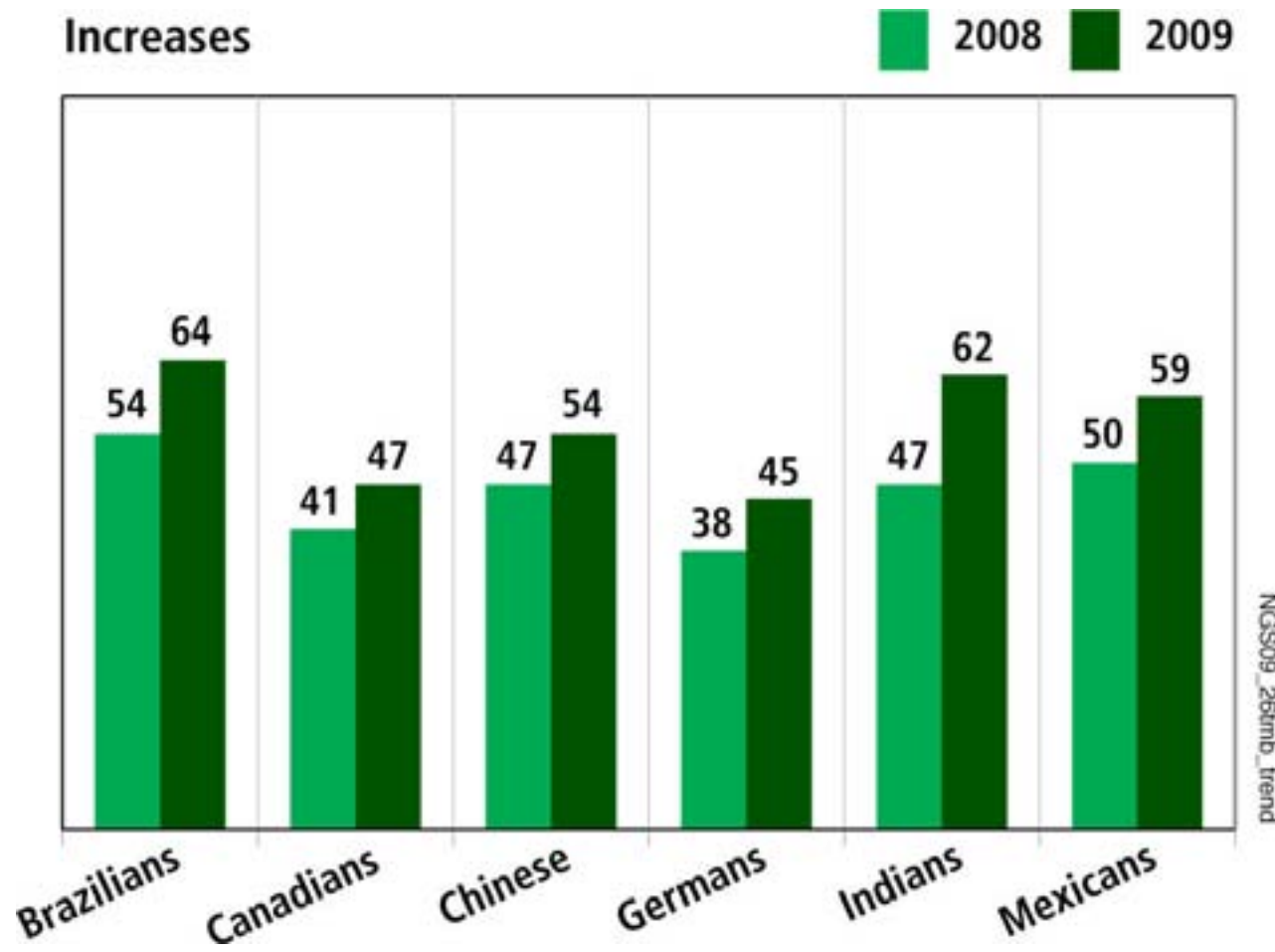
247 *On a scale where 1 means “Never,” 3 means “Sometimes,” and 5 means “All of the time.”



Frequency of Avoiding Environmentally Unfriendly Products



“All of the Time (5)” and “Often (4),” * Percentage of Consumers in Each Country, Trends: 2008–2009



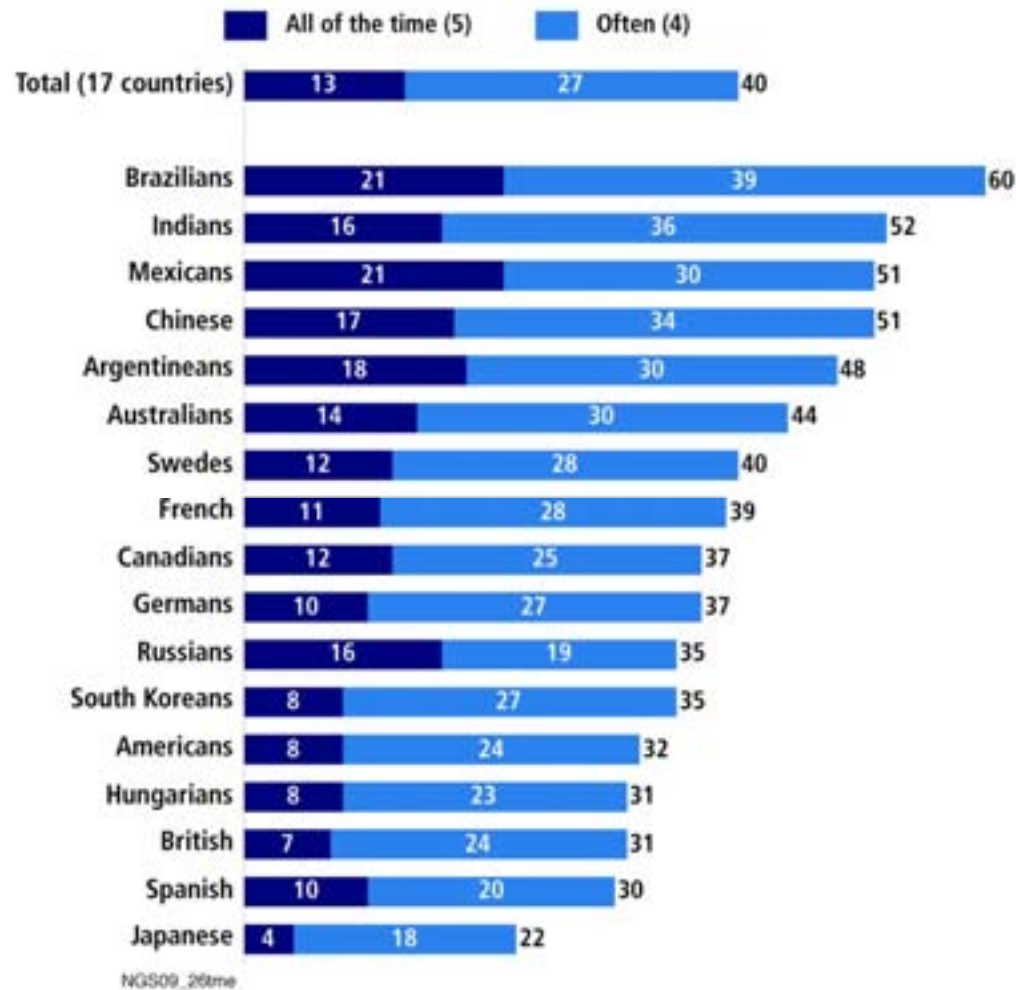
248 *On a scale where 1 means “Never,” 3 means “Sometimes,” and 5 means “All of the time.”



Frequency of Buying Environmentally Friendly Products



“All of the Time (5)” or “Often (4),”* Percentage of Consumers in Each Country, 2009

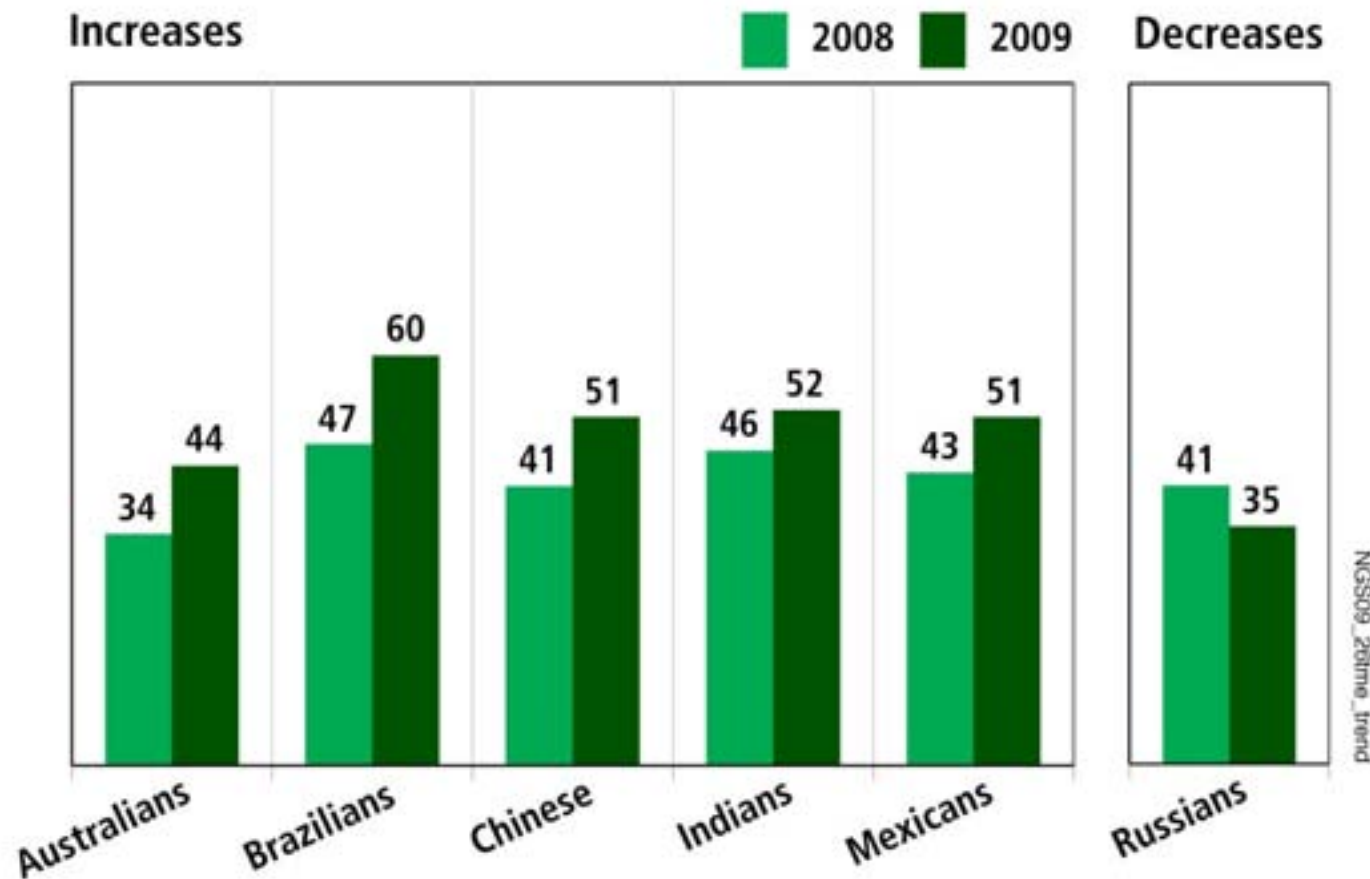


249 *On a scale where 1 means “Never,” 3 means “Sometimes,” and 5 means “All of the time.”

Frequency of Buying Environmentally Friendly Products



“All of the Time (5)” and “Often (4),” * Percentage of Consumers in Each Country, Trends: 2008–2009



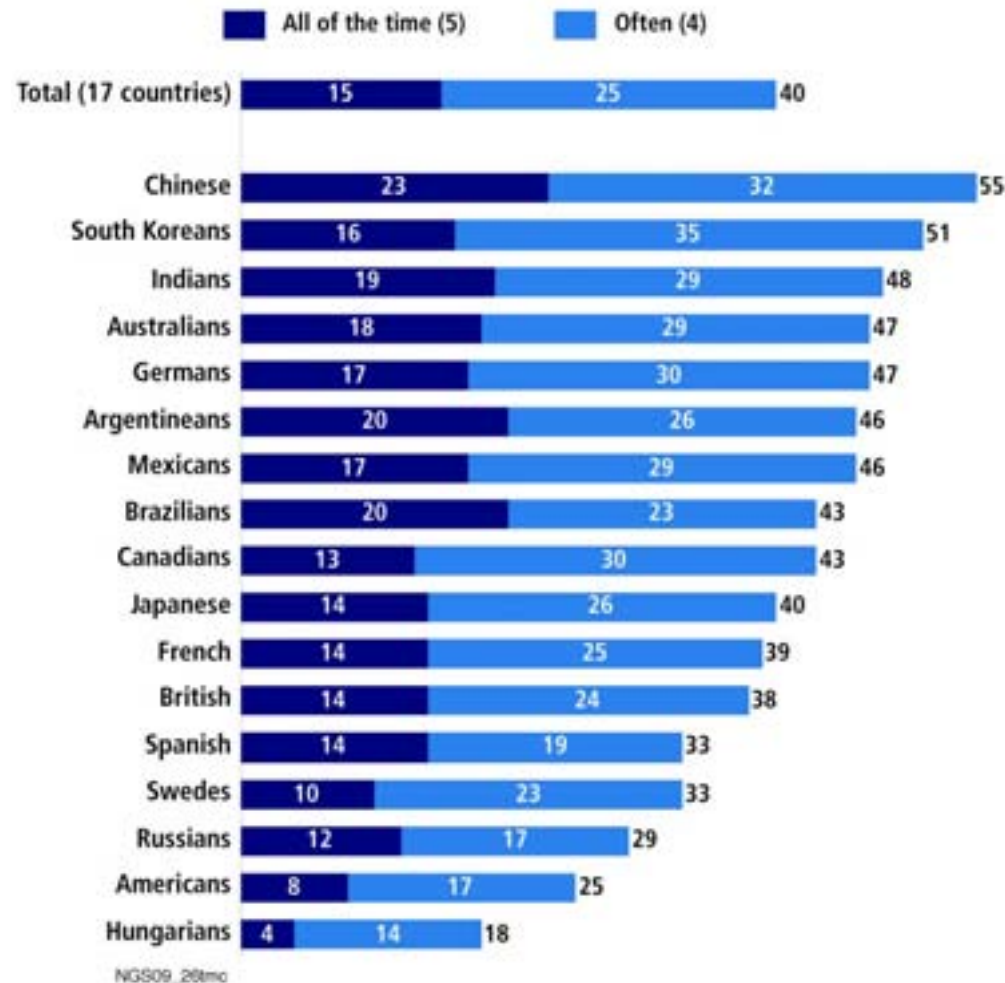
250 *On a scale where 1 means “Never,” 3 means “Sometimes,” and 5 means “All of the time.”



Frequency of Avoiding Excessively Packaged Goods



“All of the Time (5)” or “Often (4),”* Percentage of Consumers in Each Country, 2009

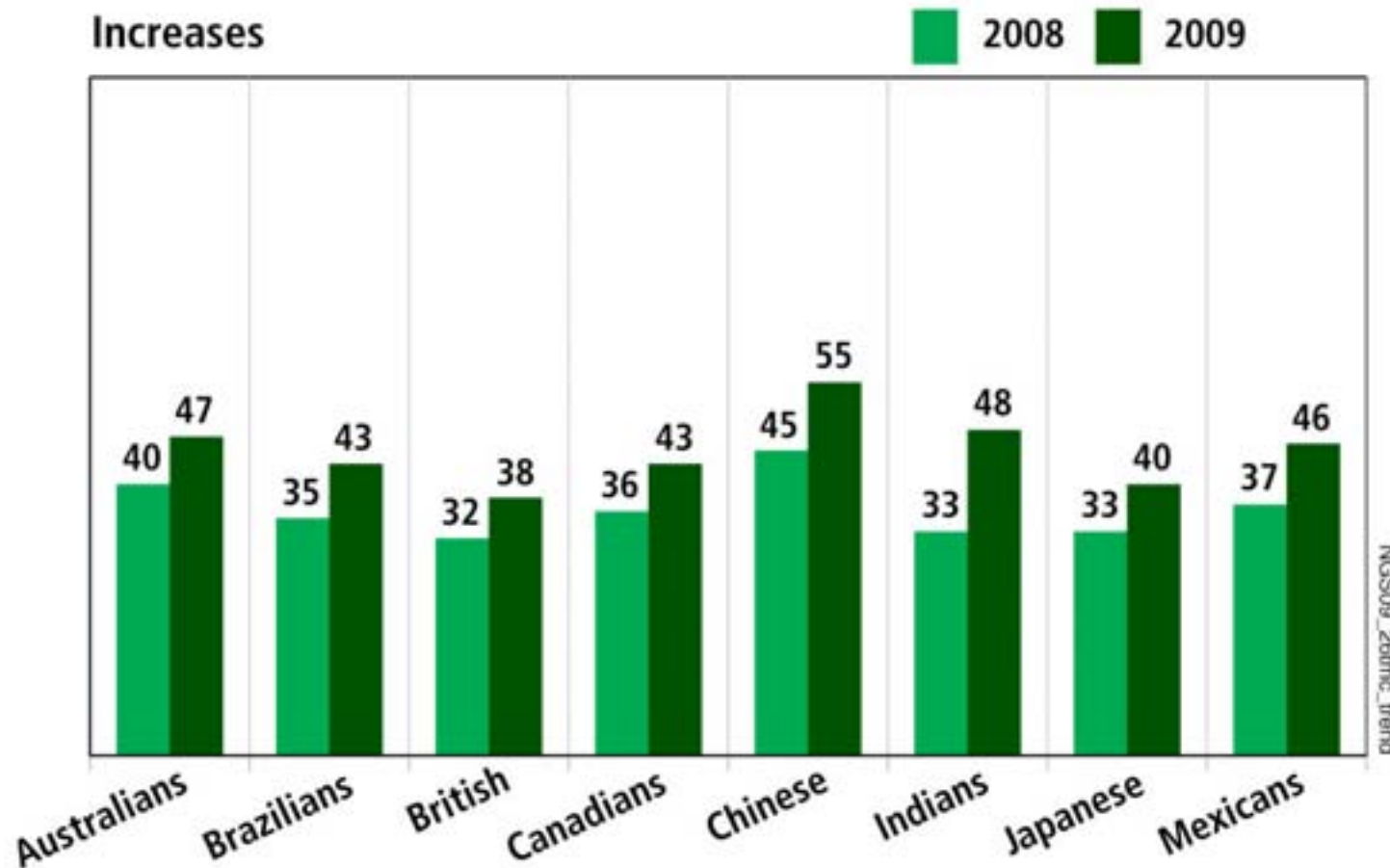


251 *On a scale where 1 means “Never,” 3 means “Sometimes,” and 5 means “All of the time.”

Frequency of Avoiding Excessively Packaged Goods



“All of the Time (5)” and “Often (4),” * Percentage of Consumers in Each Country, Trends: 2008–2009



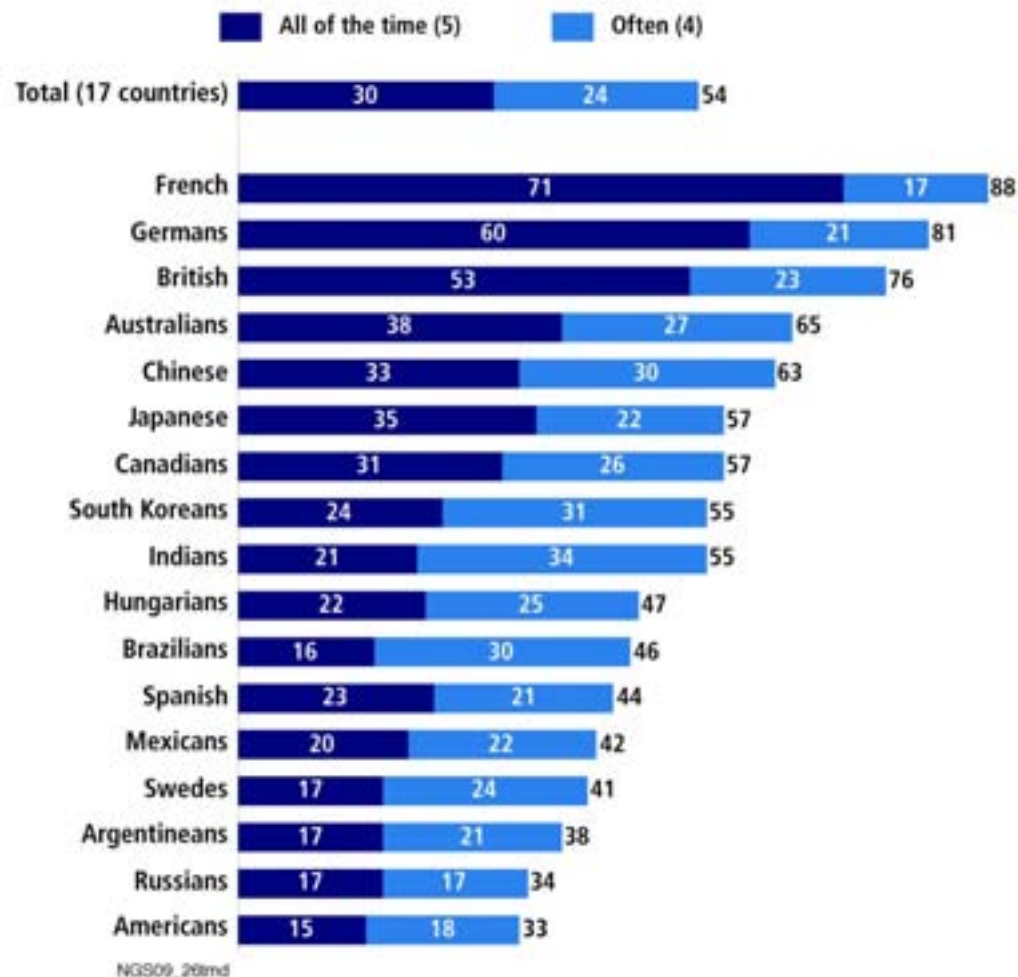
252 *On a scale where 1 means “Never,” 3 means “Sometimes,” and 5 means “All of the time.”



Frequency of Using Own Bag in Store/Market



“All of the Time (5)” or “Often (4),” * Percentage of Consumers in Each Country, 2009

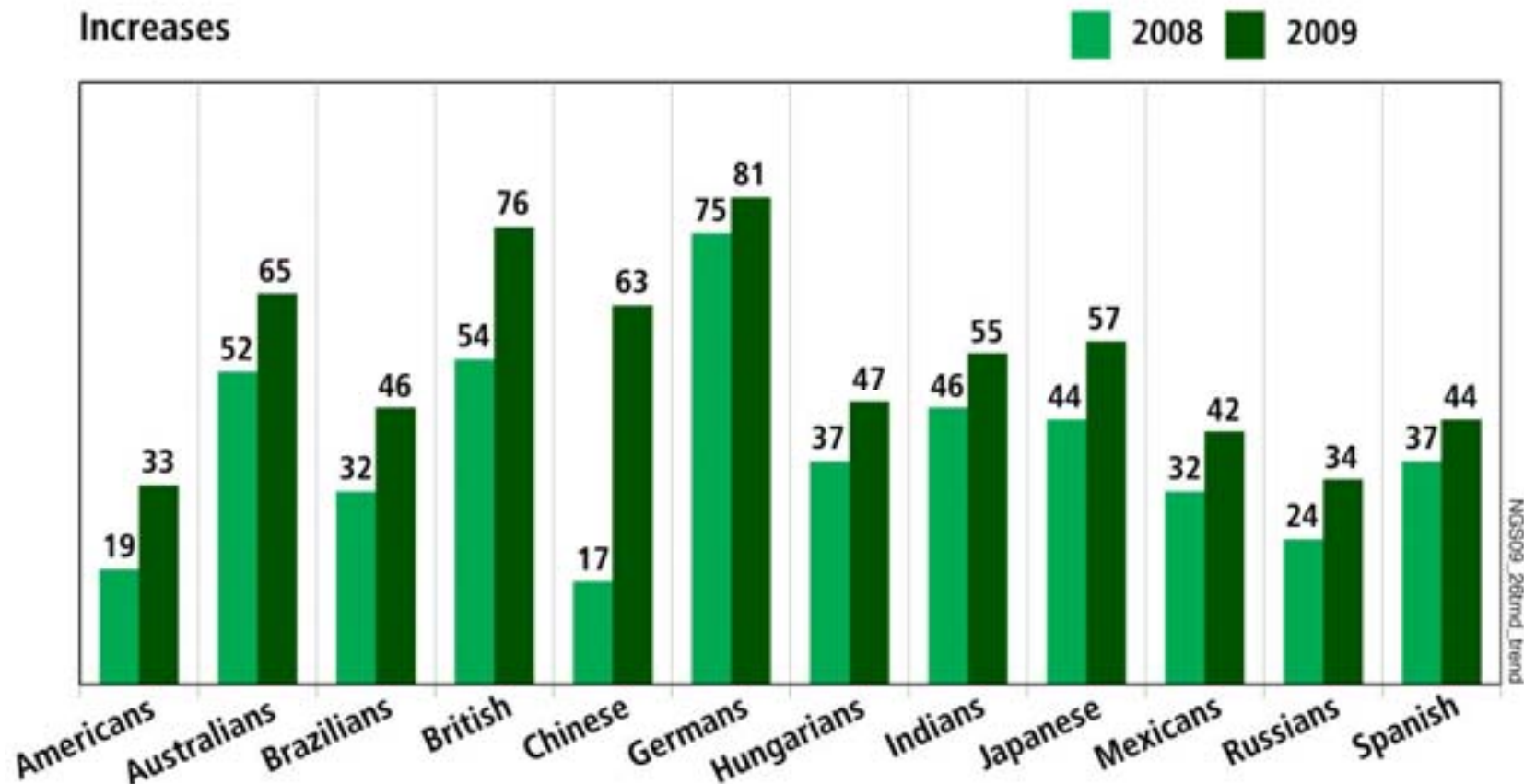


253 *On a scale where 1 means “Never,” 3 means “Sometimes,” and 5 means “All of the time.”

Frequency of Using Own Bag in Store/Market



“All of the Time (5)” and “Often (4),” * Percentage of Consumers in Each Country, Trends: 2008–2009



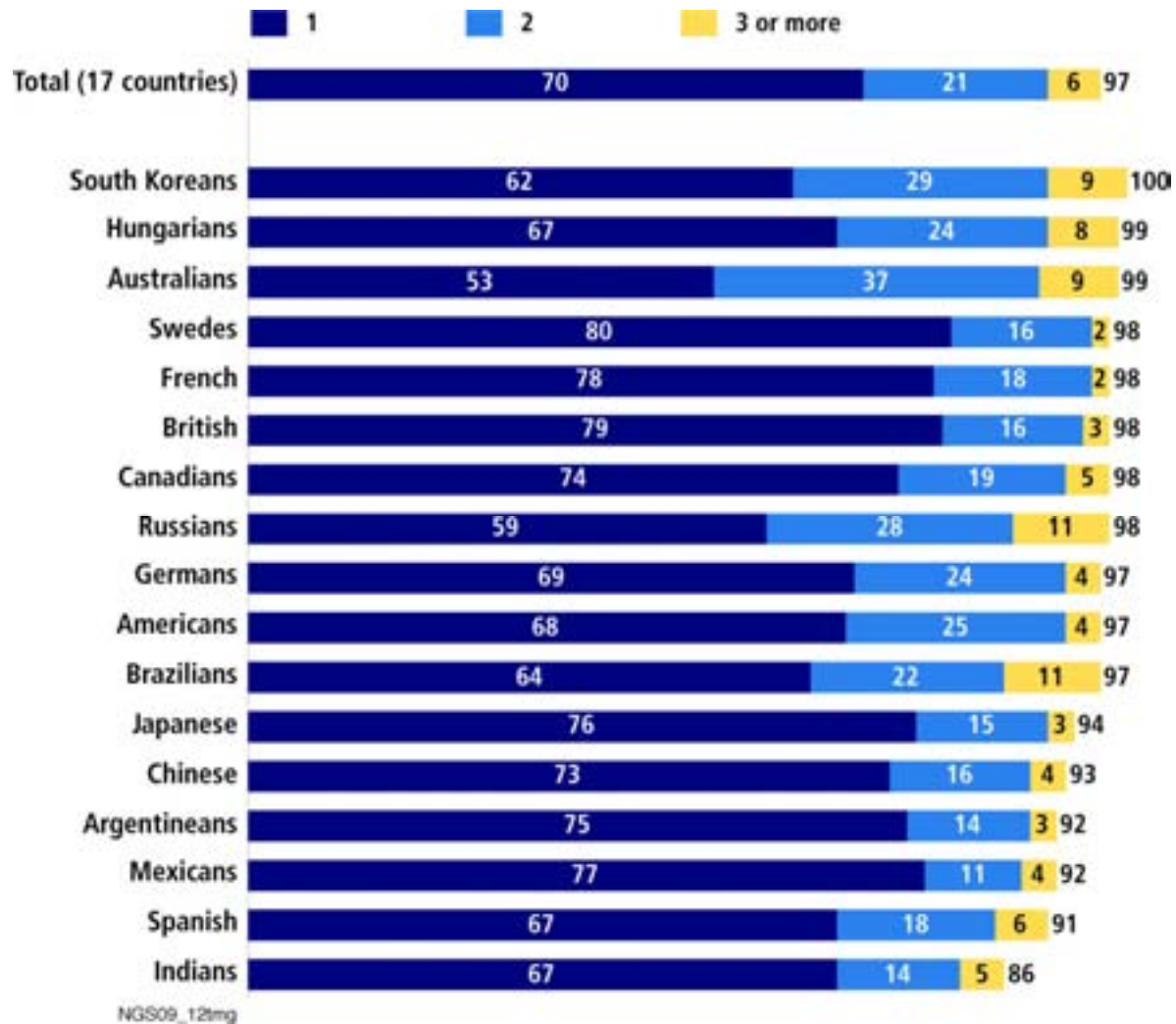
254 *On a scale where 1 means “Never,” 3 means “Sometimes,” and 5 means “All of the time.”



Average Number of Refrigerators Owned, Rented, or Leased by Household Members



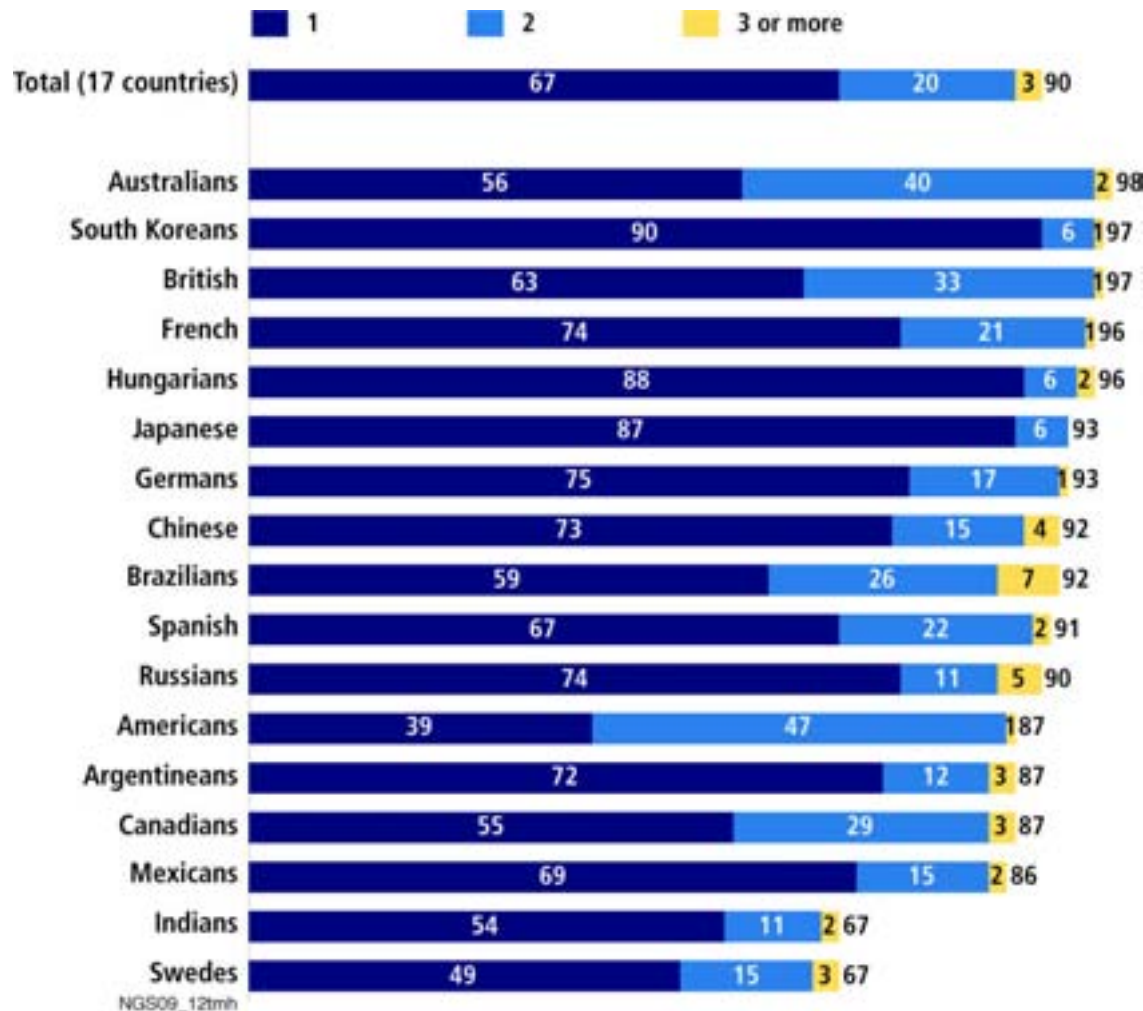
Percentage of Consumers in Each Country, 2009



Average Number of Laundry Machines (Washers and Dryers) Owned, Rented, or Leased by Household Members



Percentage of Consumers in Each Country, 2009



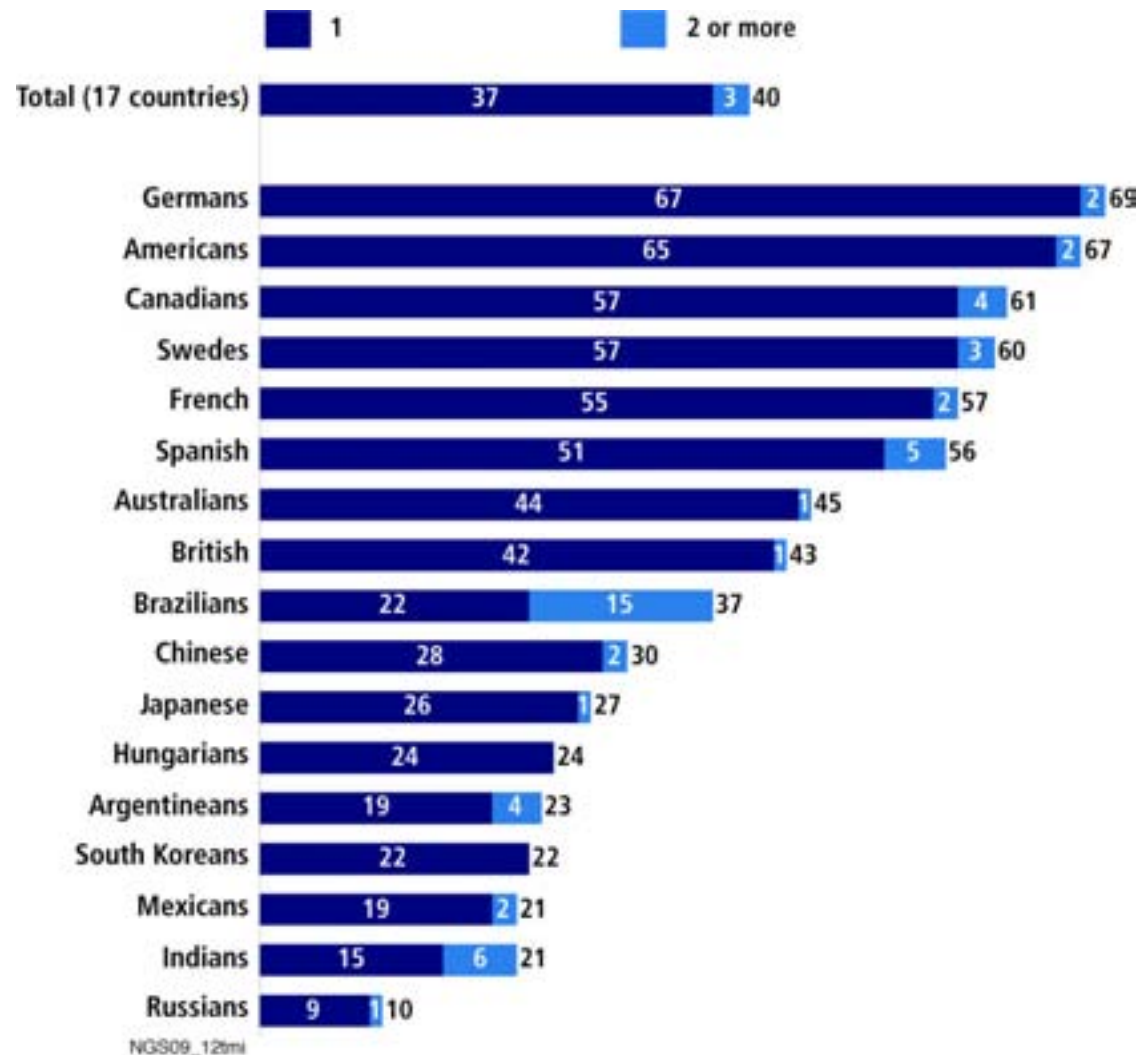
NGS09_12tmh



Average Number of Dishwashers Owned, Rented, Leased by Household Members



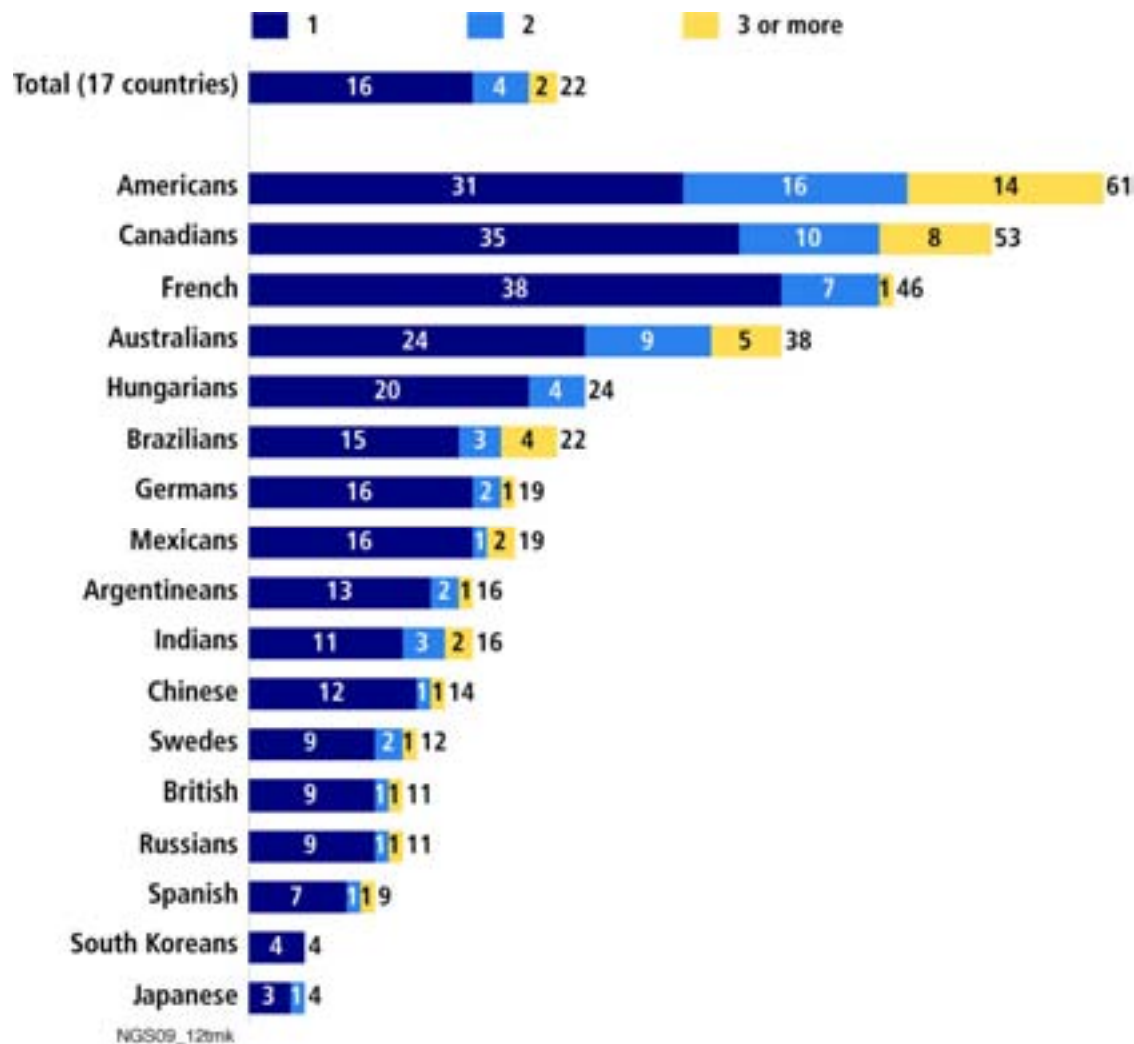
Percentage of Consumers in Each Country, 2009



Average Number of Lawn Mowers / Leaf Blowers / Snow Blowers Owned, Rented, or Leased by Household Members



Percentage of Consumers in Each Country, 2009



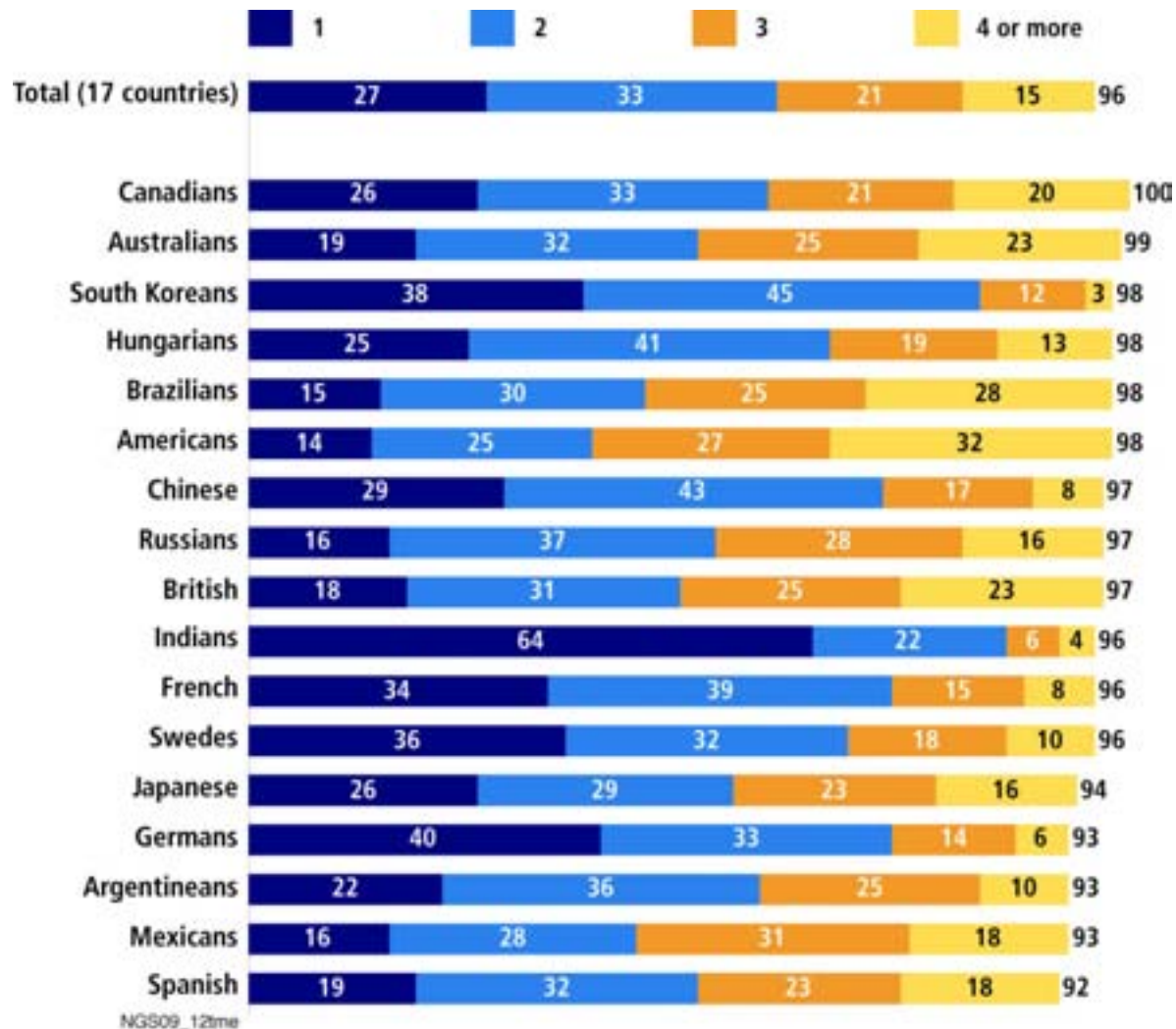
NGS09_12trnk



Average Number of TVs Owned, Rented, or Leased by Household Members



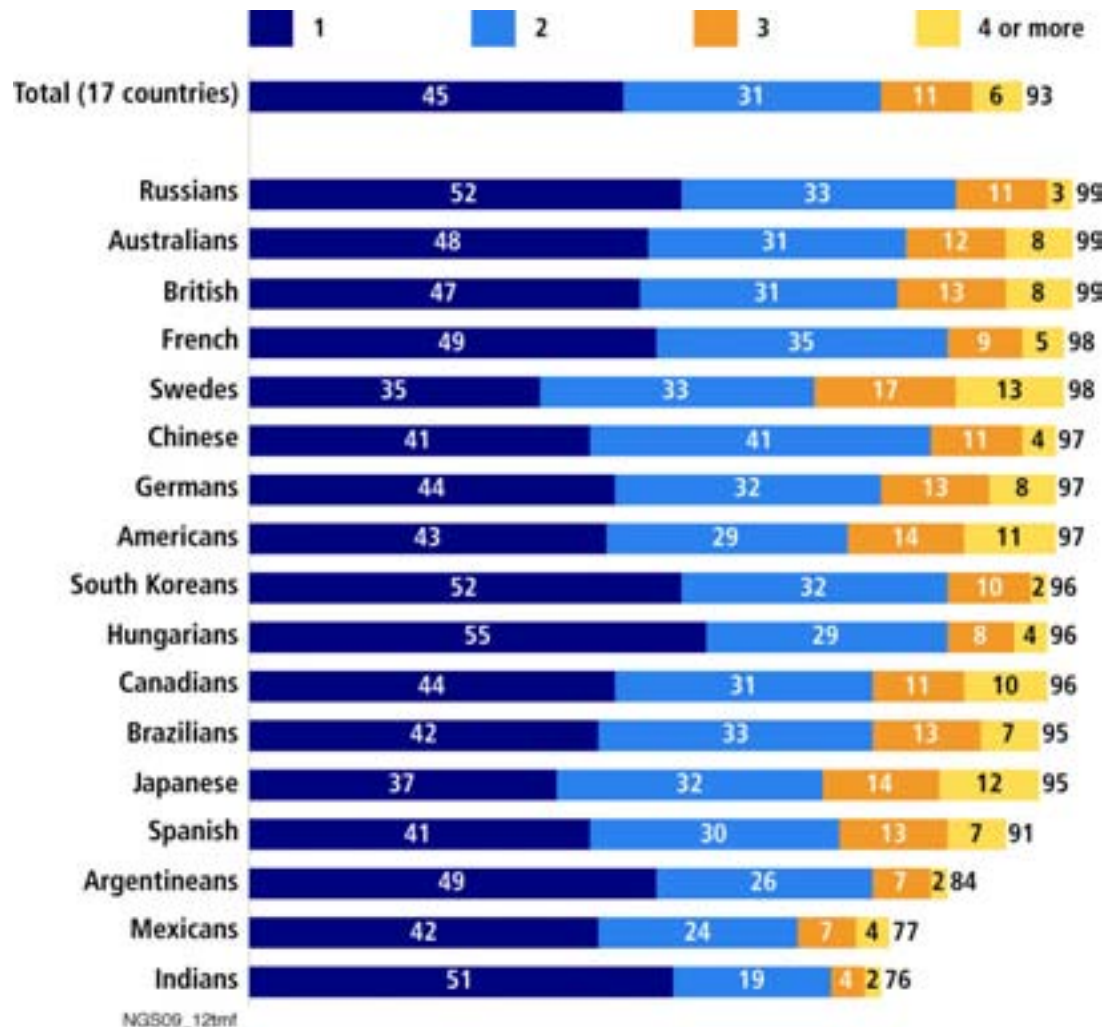
Percentage of Consumers in Each Country, 2009



Average Number of Computers Owned, Rented, or Leased by Household Members



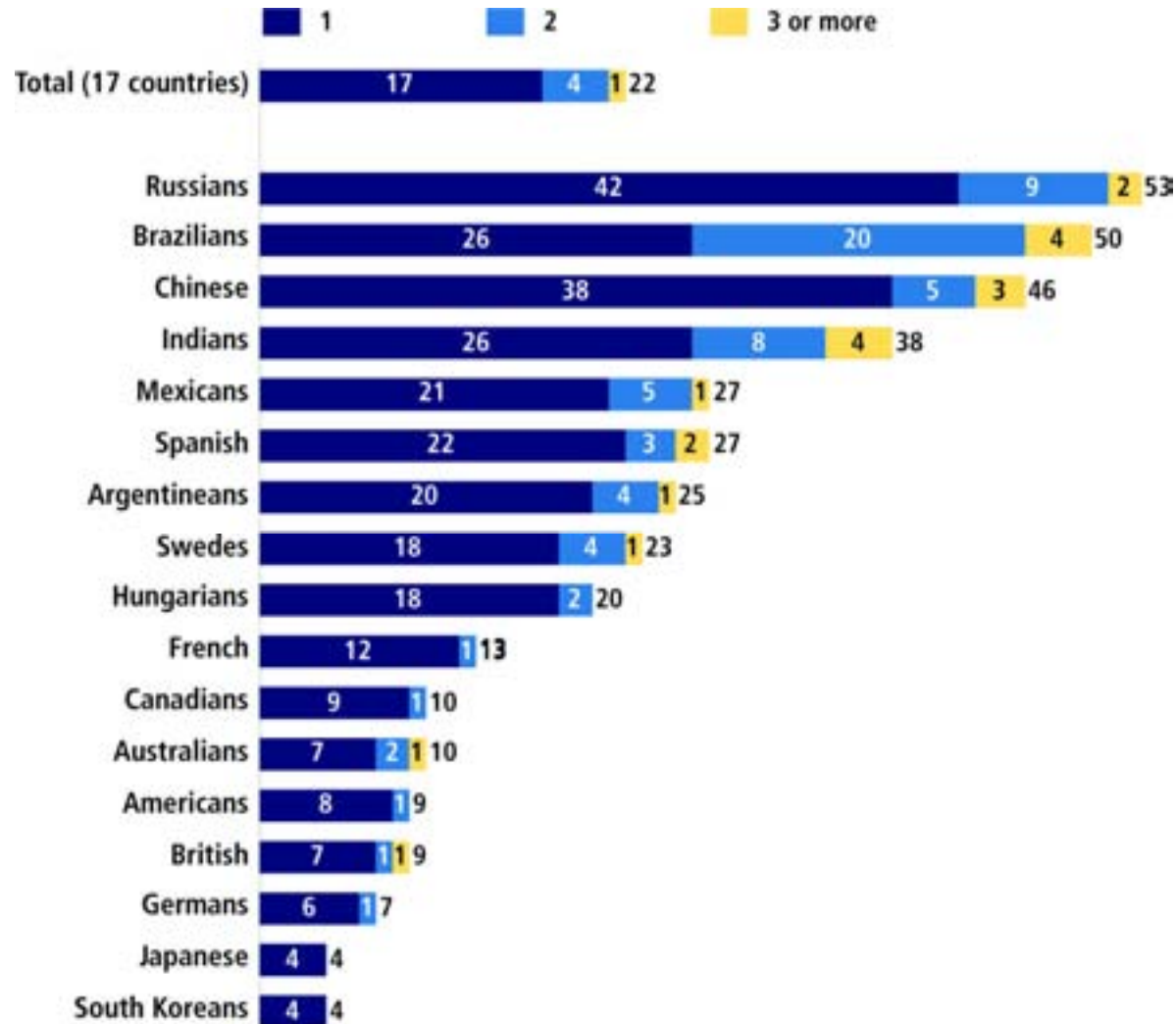
Percentage of Consumers in Each Country, 2009



Average Number Second Homes / Cottages / Camps/Chalets Owned, Rented, or Leased by Household Members



Percentage of Consumers in Each Country, 2009



NGS09_12tma

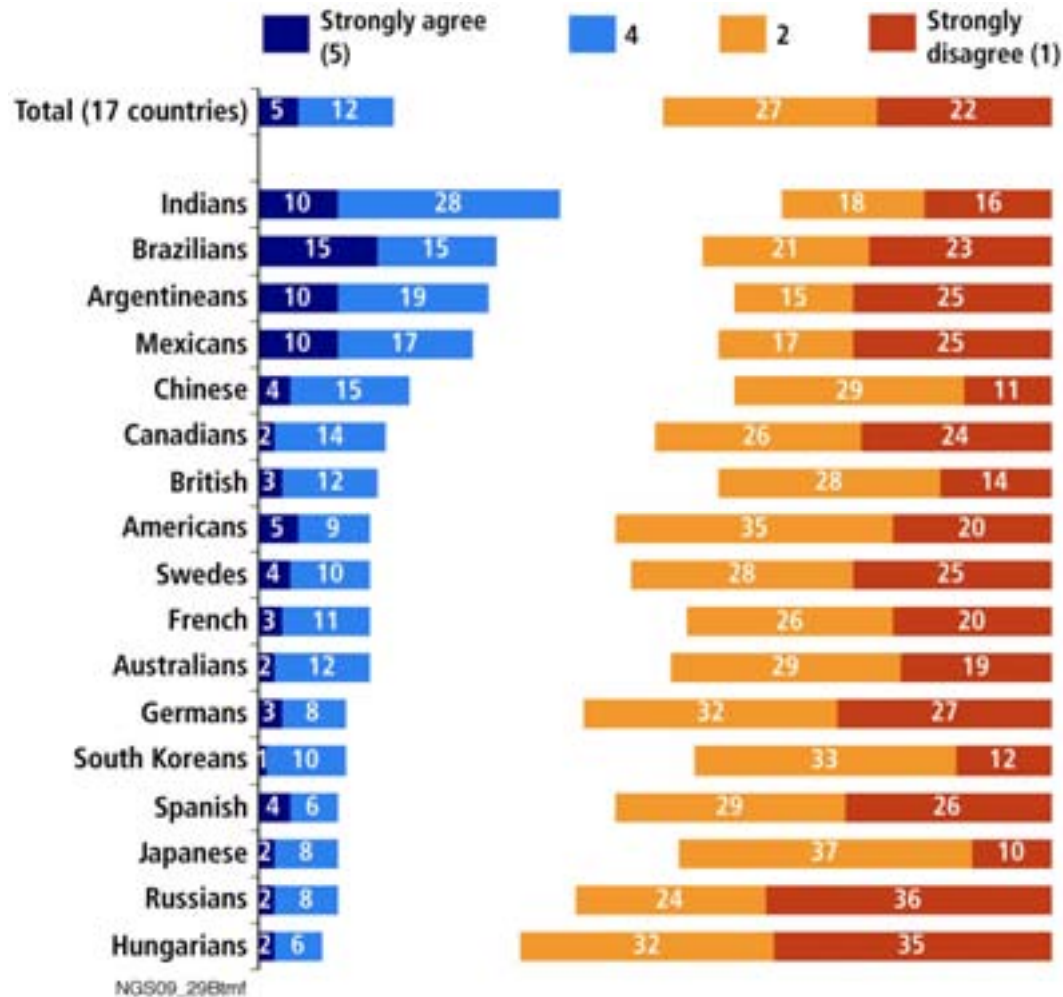


Additional Questions Not Included in Goods Sub-Index

Environmentally Friendly Products Do Not Work Well



Percentage of Consumers in Each Country, 2009



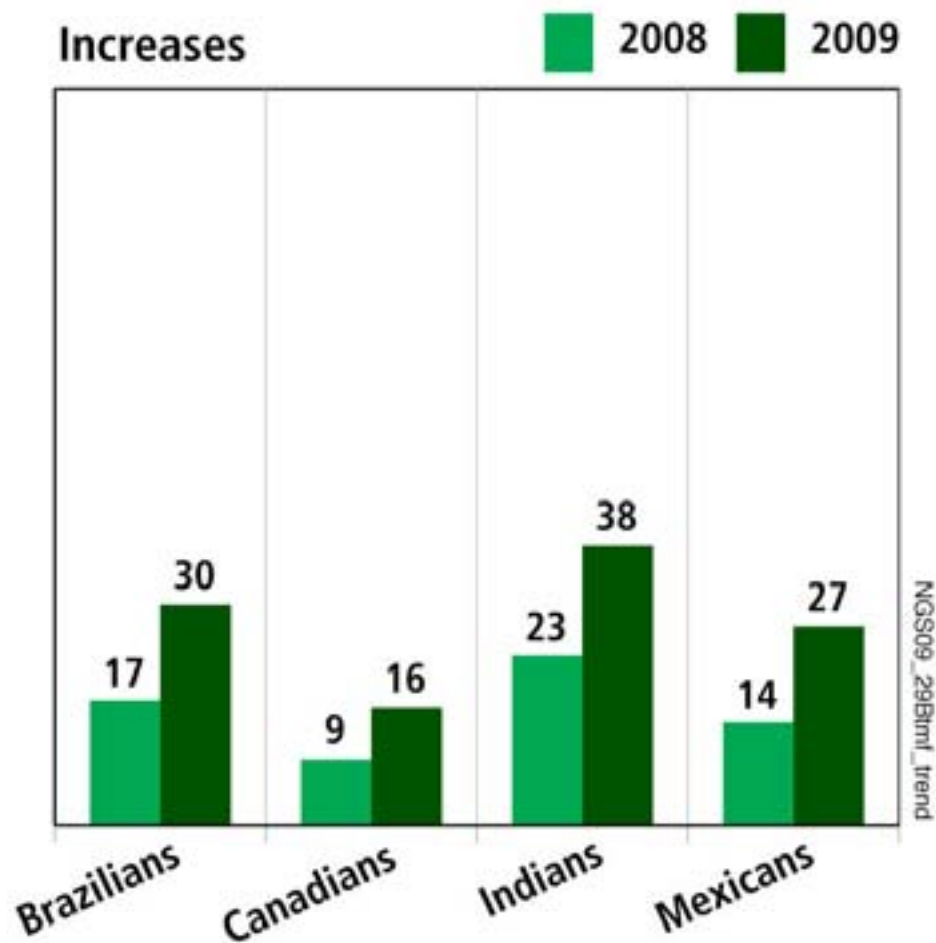
263 The white space in this chart represents “3” (on a scale of 1 to 5 where 1 means “Strongly disagree” and 5 means “Strongly agree”) and “DK/NA.”



Environmentally Friendly Products Do Not Work Well



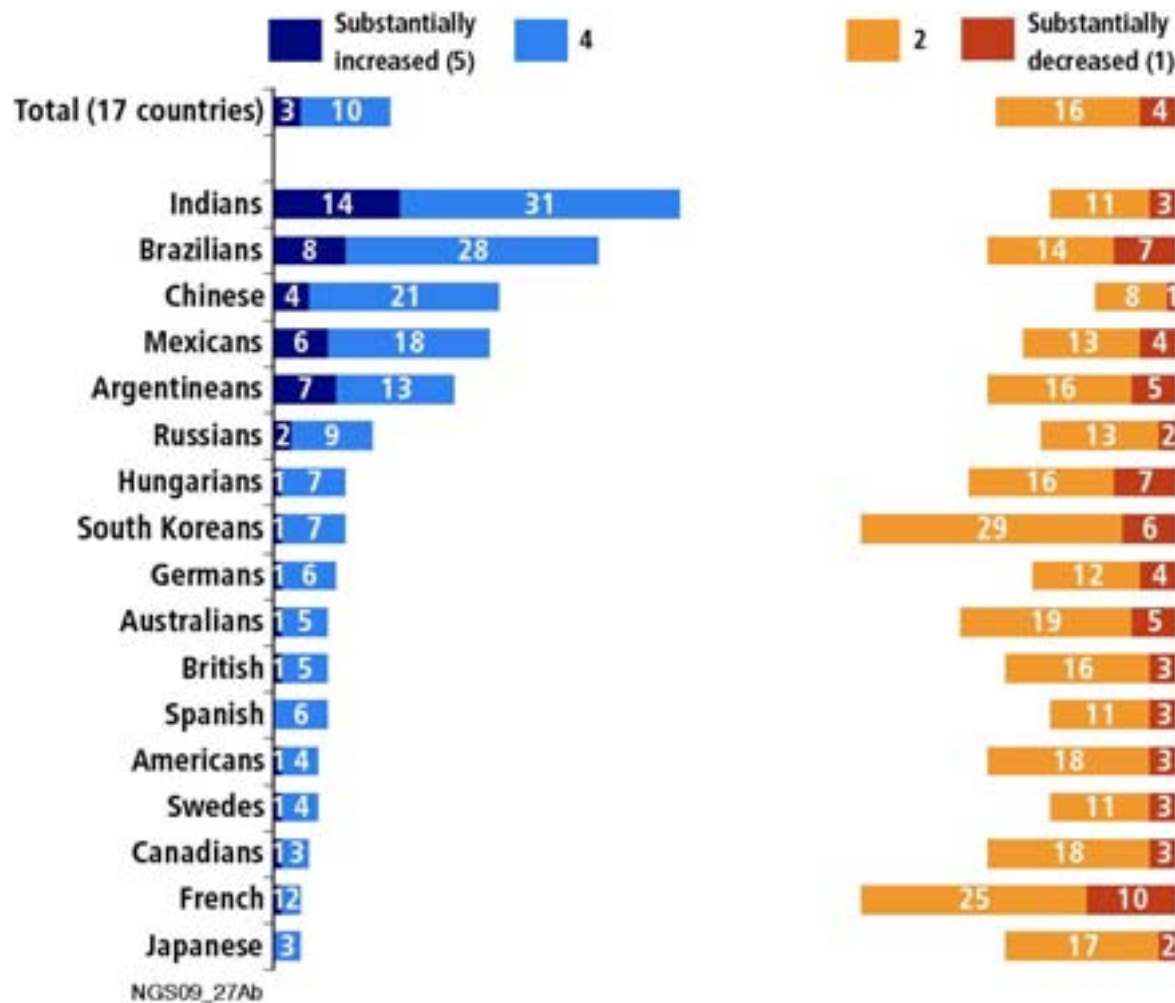
“Total Agree (4+5),” Percentage of Consumers in Each Country,
Trends: 2008–2009



Change in Consumption of Everyday Household Goods Over the Past Year



Percentage of Consumers in Each Country, 2009



NGS09_27Ab

265 The white space in this chart represents “Stayed the same (3)” (on a scale of 1 to 5 where 1 means “Substantially decreased” and 5 means “Substantially increased”) and “DK/NA.”



Reason for Decreased Consumption of Everyday Household Goods



Combined Mentions, Percentage of Consumers in Each Country, 2009

	Total (17 countries)	Americans	Argentines	Australians	Brazilians	British	Canadians	Chinese	French	Germans	Hungarians	Indians	Japanese	Mexicans	Russians	South Koreans	Spanish	Swedes
Cost	69	83	64	79	64	88	49	59	61	84	75	60	69	61	75	75	58	50
Changes in financial situation	46	64	37	61	29	59	38	14	27	44	57	17	64	41	68	49	58	40
Environmental concerns	32	20	36	24	42	23	40	44	62	18	15	22	20	51	10	30	33	42
Changes in living circumstances	27	23	34	24	32	14	45	32	24	28	20	19	36	23	26	23	29	36
Health reasons	18	8	18	11	20	14	24	36	18	22	17	50	4	18	16	16	14	13

Top mention

NGS09_278b_tbl

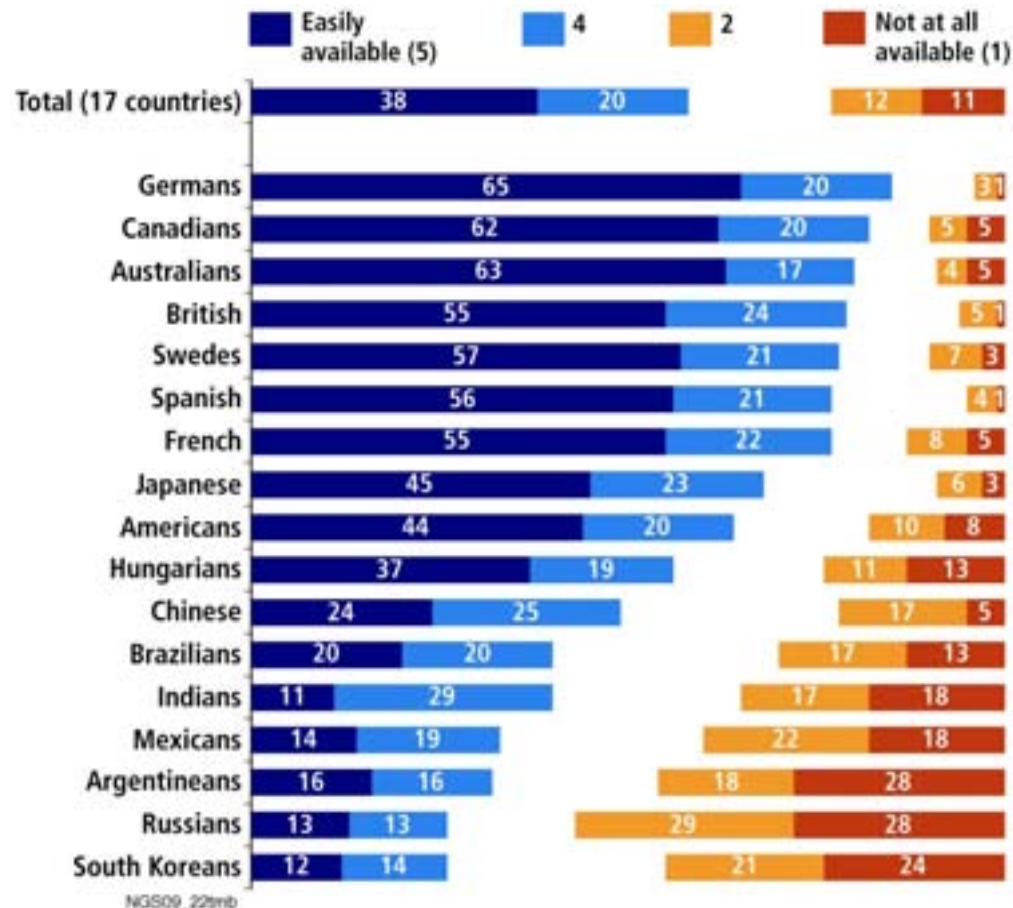
266 Subsample: Those who have reduced their consumption of every day household goods ($n=3,393$)



Availability of Recycling Services for Paper, Bottles, and Cans



Percentage of Consumers in Each Country, 2009



267

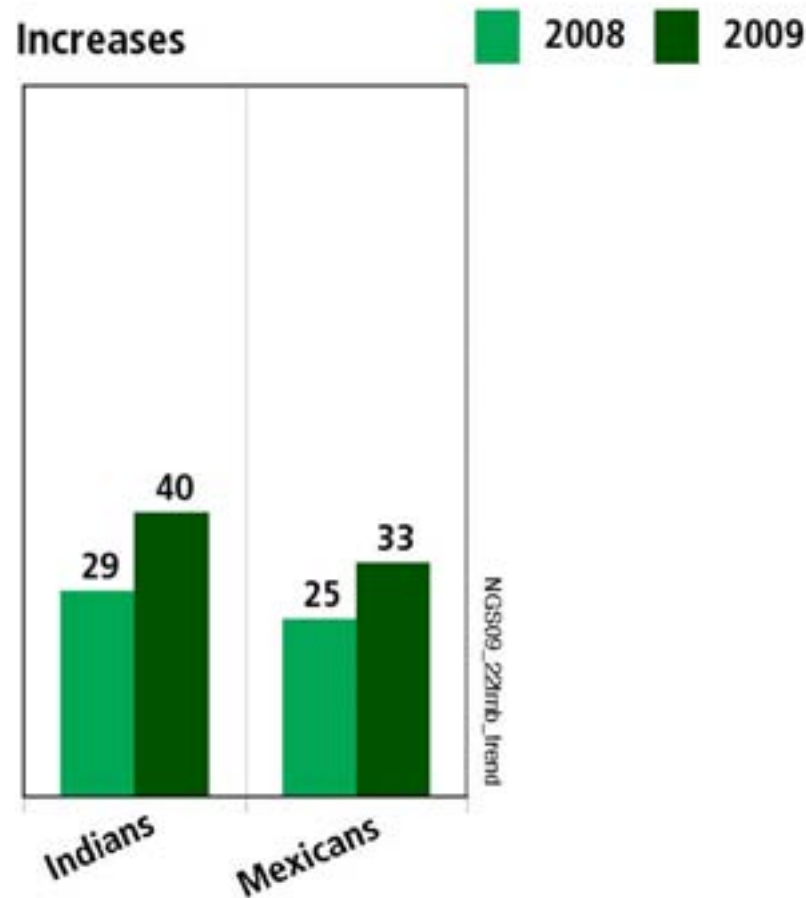
The white space in this chart represents “3” (on a scale of 1 to 5 where 1 means “Not at all available” and 5 means “Easily available”) and “DK/NA.”



Availability of Recycling Services for Paper, Bottles, and Cans



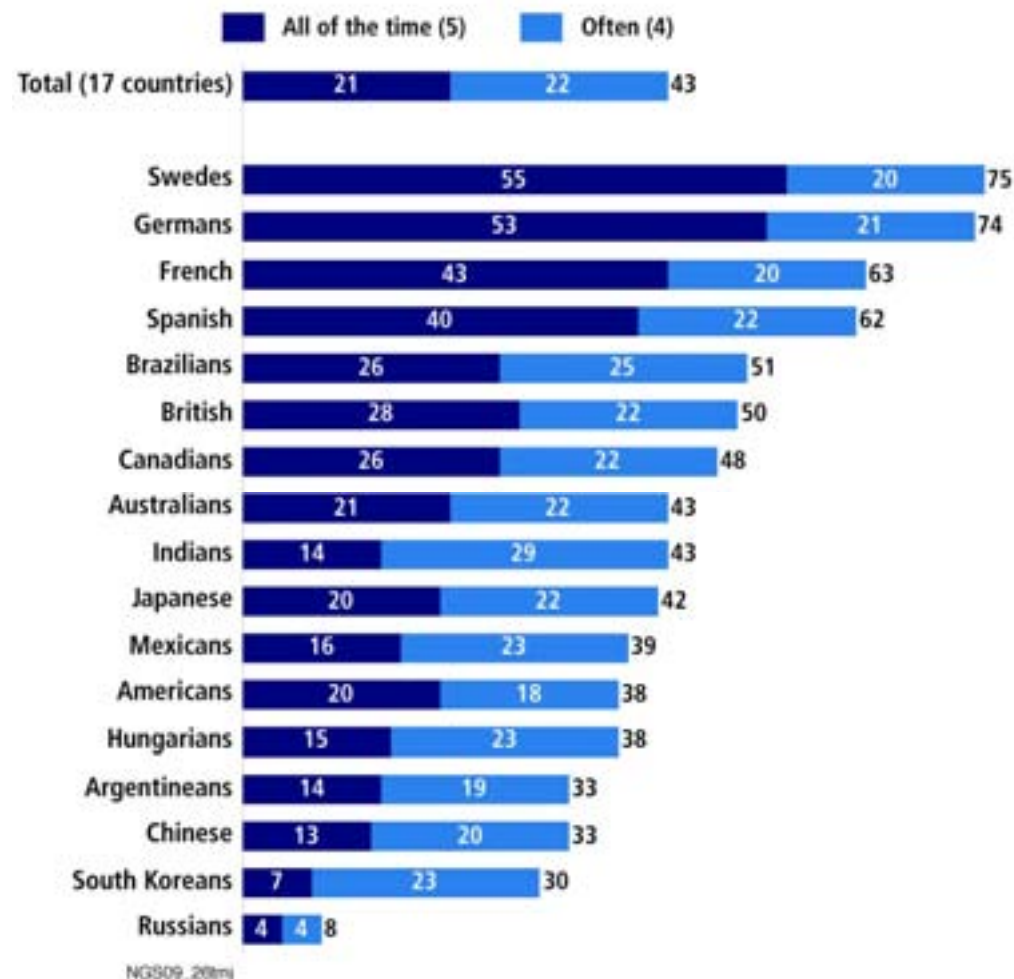
“Total Available (4+5),” Percentage of Consumers in Each Country, Trends: 2008–2009



Frequency of Recycling Electronic Items



“All of the Time (5)” or “Often (4),”* Percentage of Consumers in Each Country, 2009



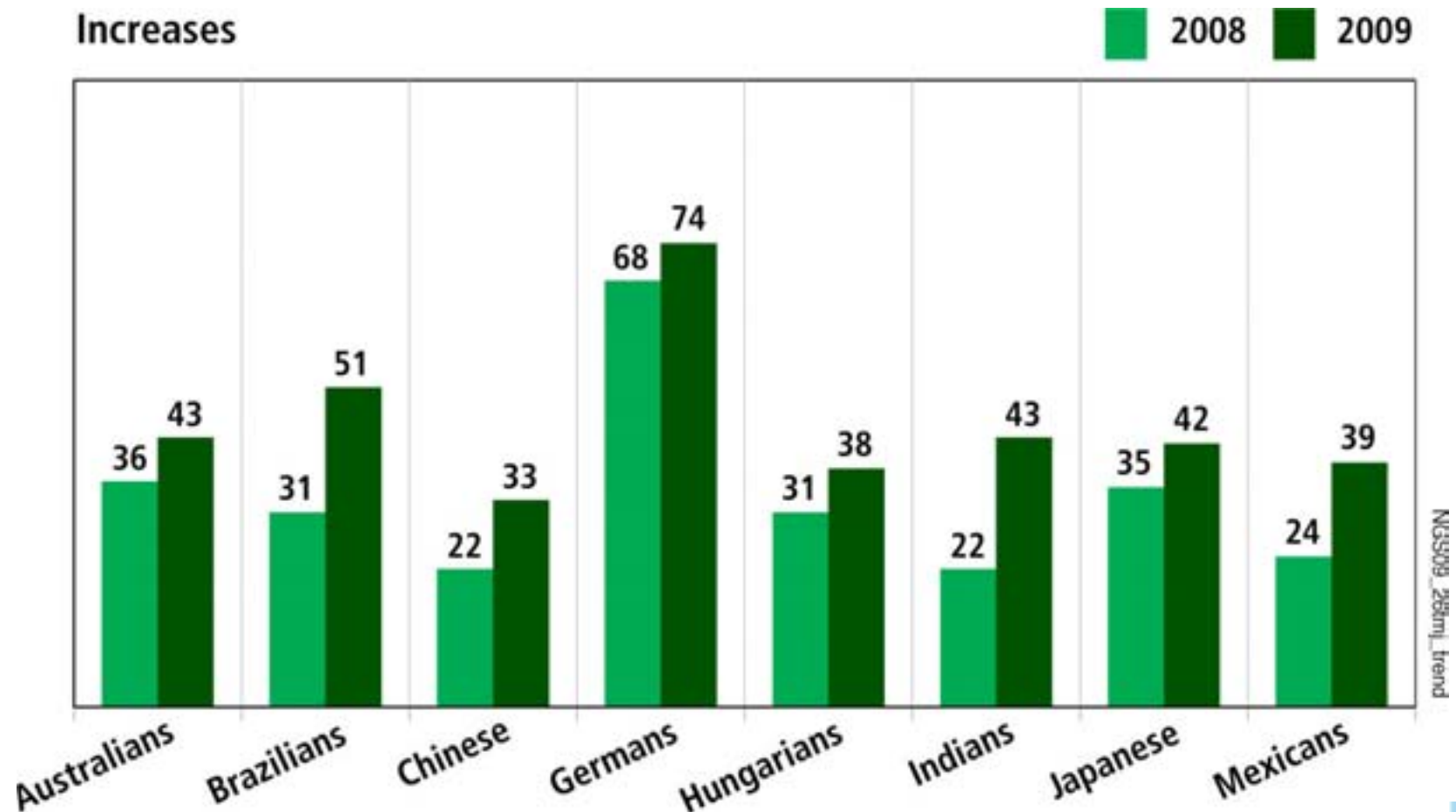
269 *On a scale where 1 means “Never,” 3 means “Sometimes,” and 5 means “All of the time.”



Frequency of Recycling Electronic Items



“All of the Time (5)” or “Often (4),”* Percentage of Consumers in Each Country, Trends: 2008–2009

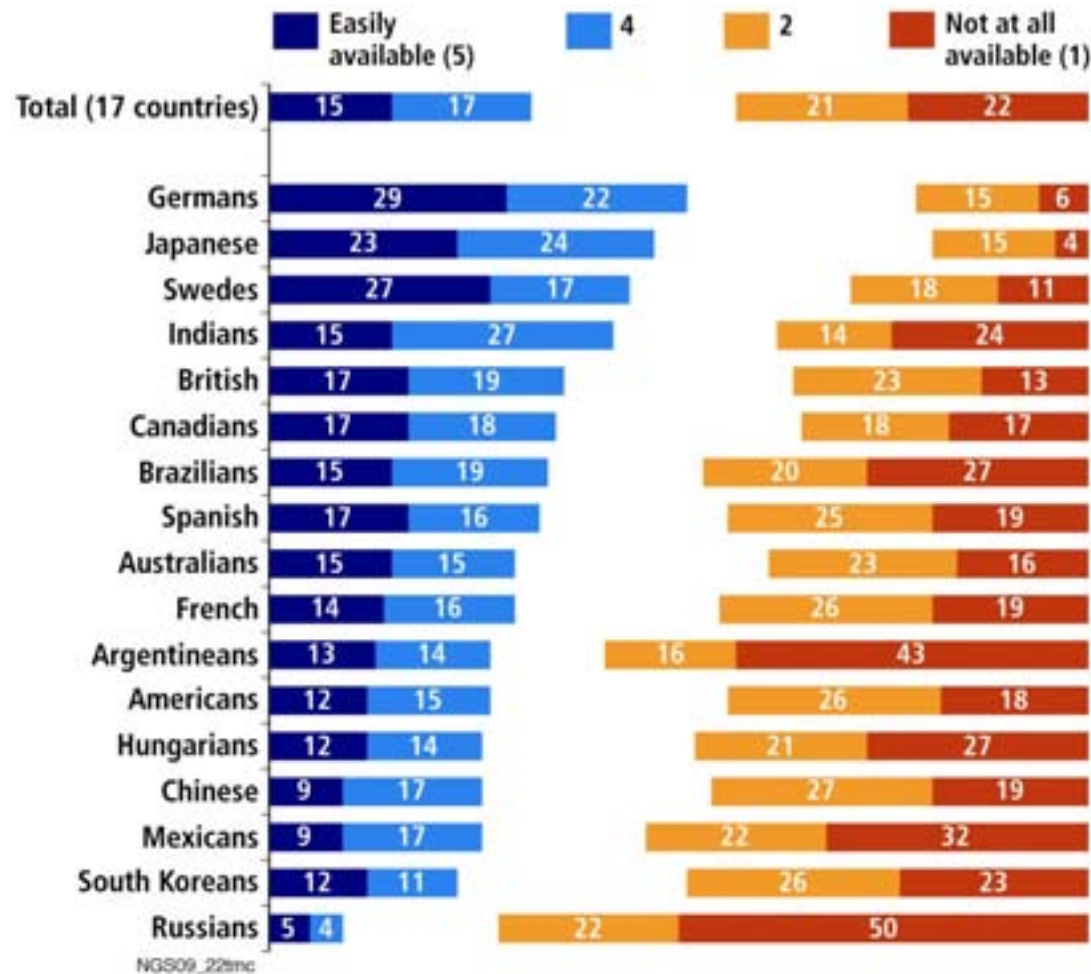


270 *On a scale where 1 means “Never,” 3 means “Sometimes,” and 5 means “All of the time.”

Availability of Recycling Services for Electronic Items



Percentage of Consumers in Each Country, 2009



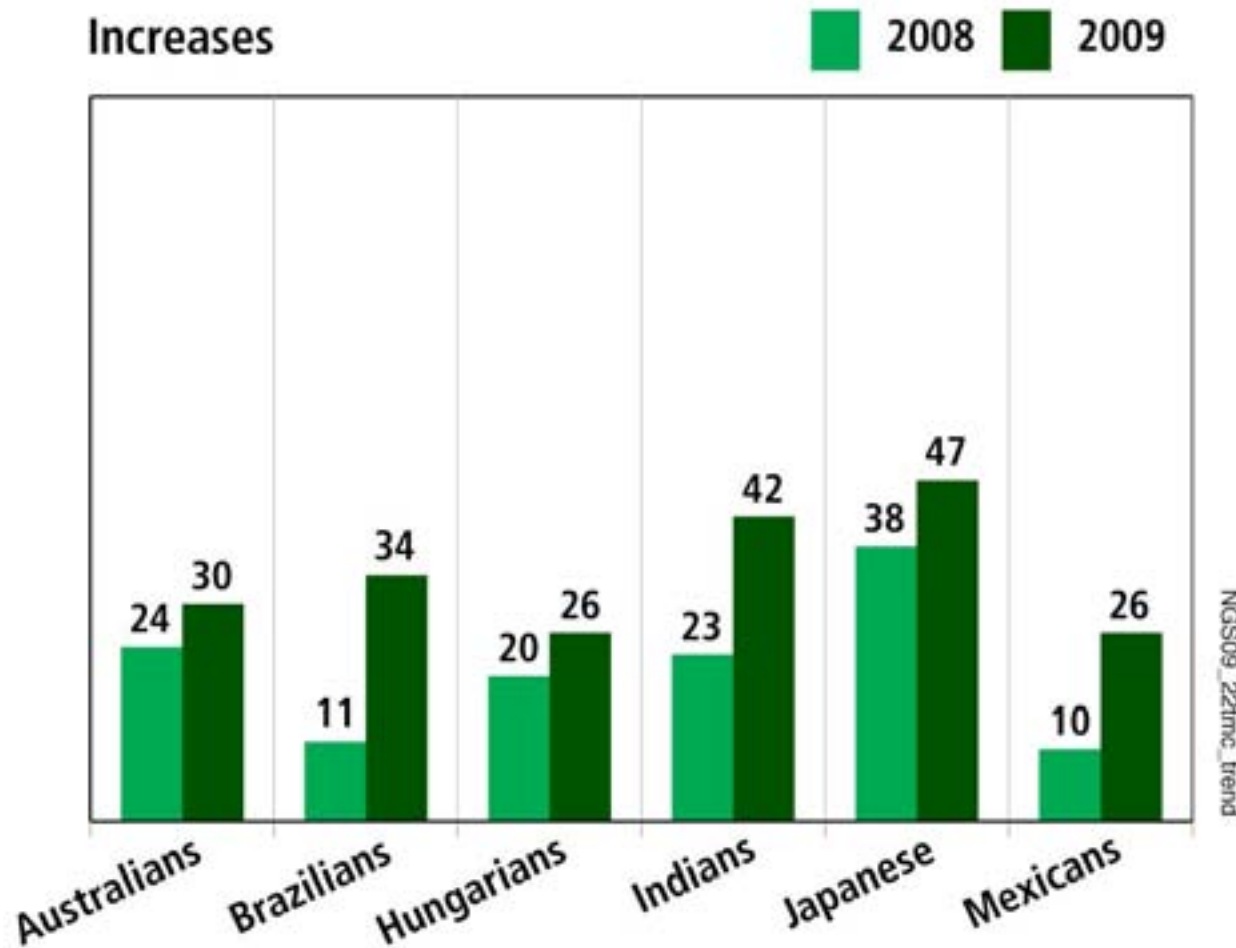
271 The white space in this chart represents “3” (on a scale of 1 to 5 where 1 means “Not at all available” and 5 means “Easily available”) and “DK/NA.”



Availability of Recycling Services for Electronic Items



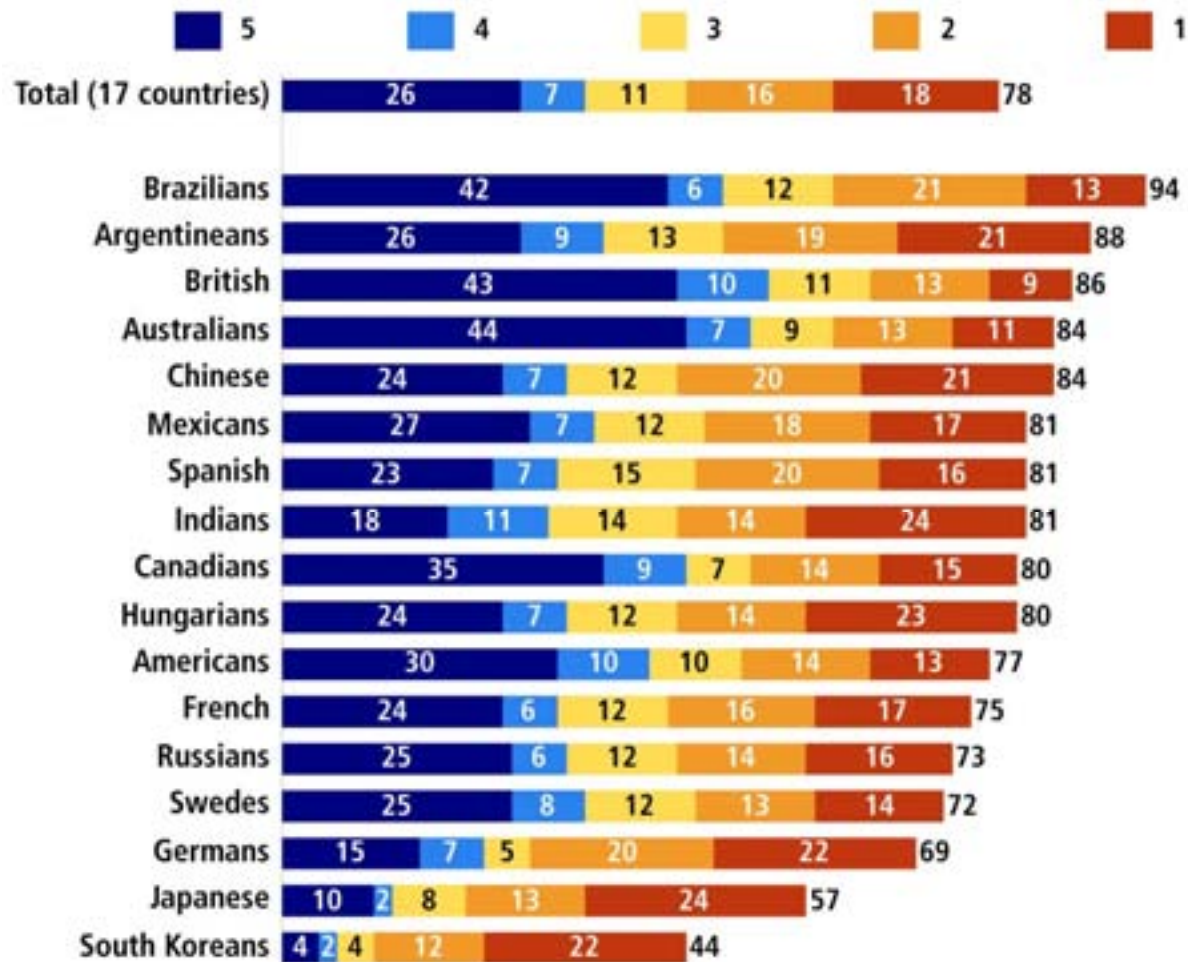
“Total Available (4+5),” Percentage of Consumers in Each Country, Trends: 2008–2009



Number of Purchases of Energy-Efficient Light Bulbs (Out of Last Five Purchases)



Percentage of Consumers in Each Country, 2009



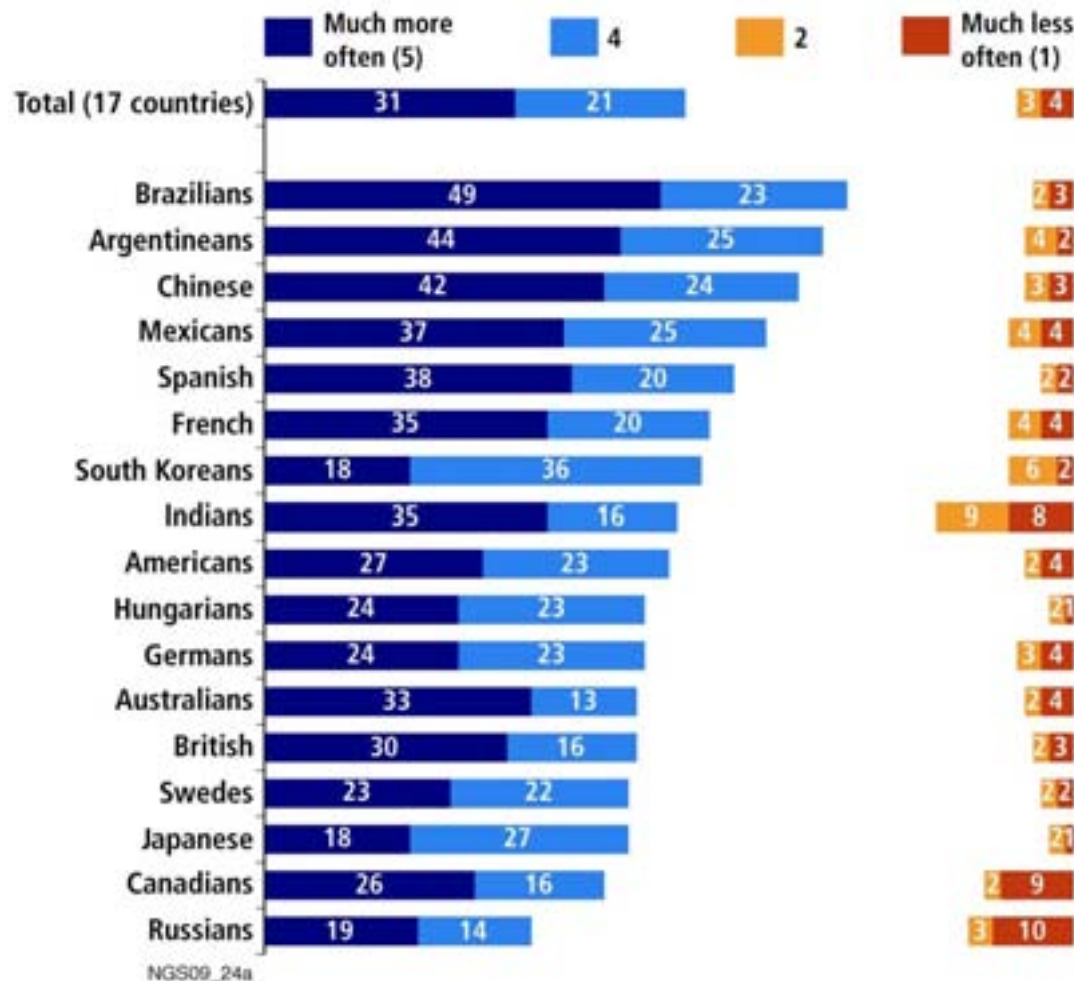
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Predicted Frequency of Purchases of Energy-Efficient Light Bulbs Over the Next Year



Percentage of Consumers in Each Country, 2009



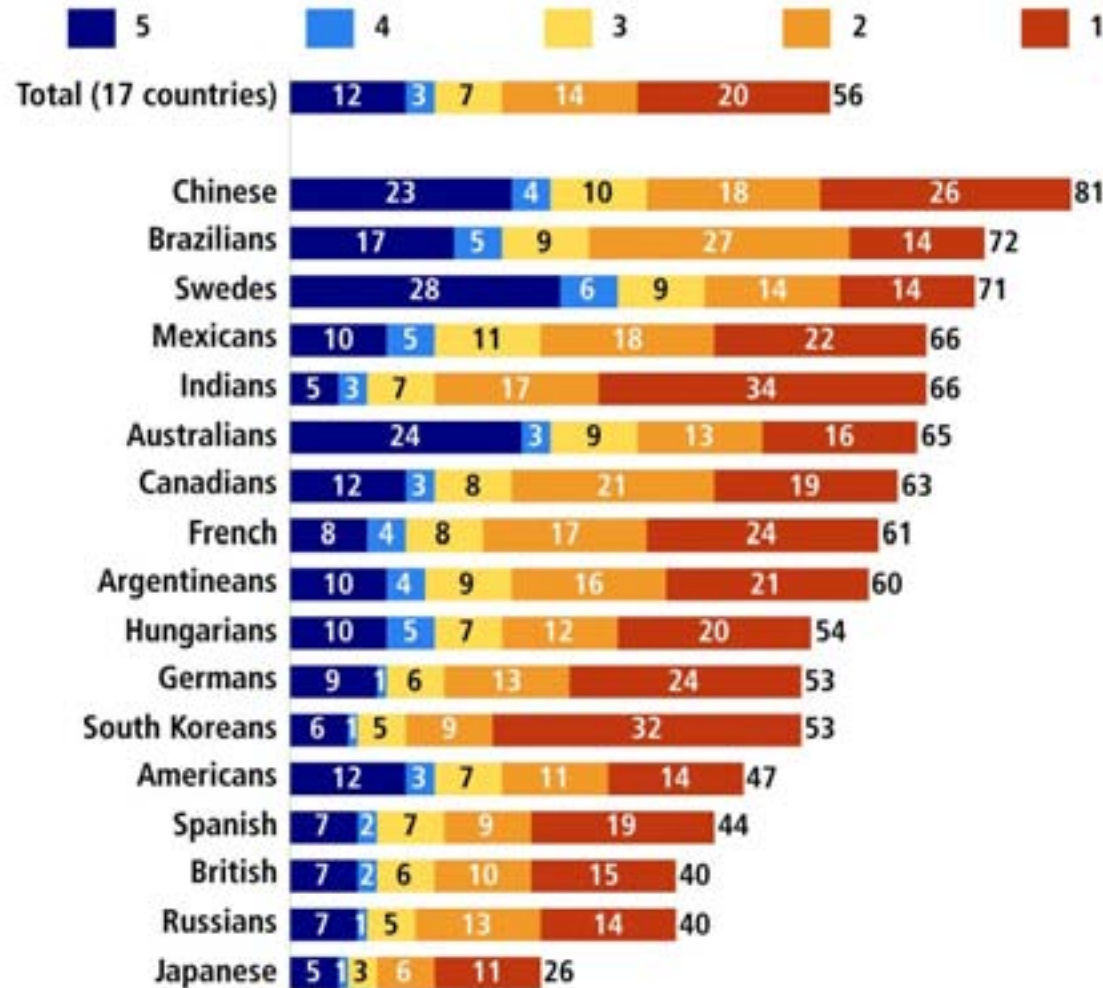
274 The white space in this chart represents “About the same (3)” (on a scale of 1 to 5 where 1 means “Much less often” and 5 means “Much more often”) and “DK/NA.”



Number of Purchases of Environmentally Friendly Detergents / Surface Cleaners (Out of Last Five Purchases)



Percentage of Consumers in Each Country, 2009



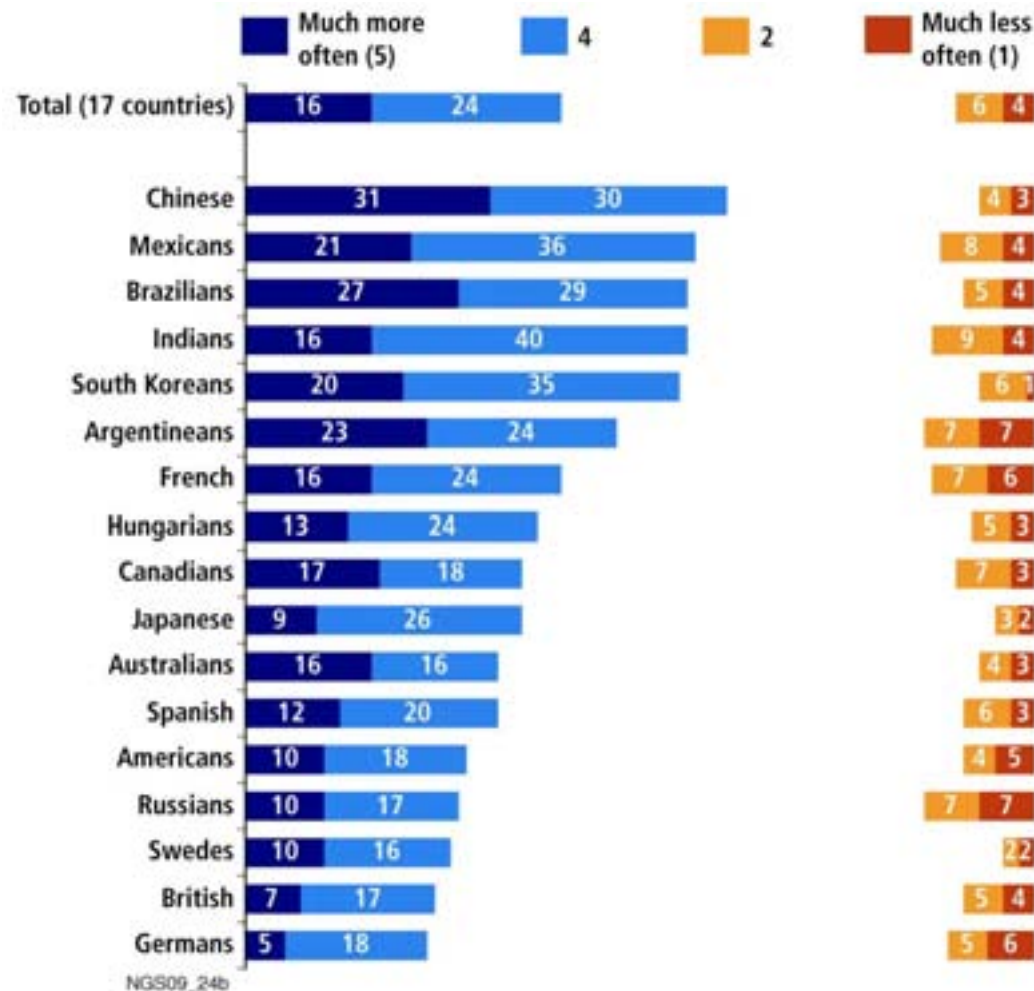
NGS09_23tmb



Predicted Frequency of Purchases of Environmentally Friendly Detergents / Surface Cleaners Over the Next Year



Percentage of Consumers in Each Country, 2009



276

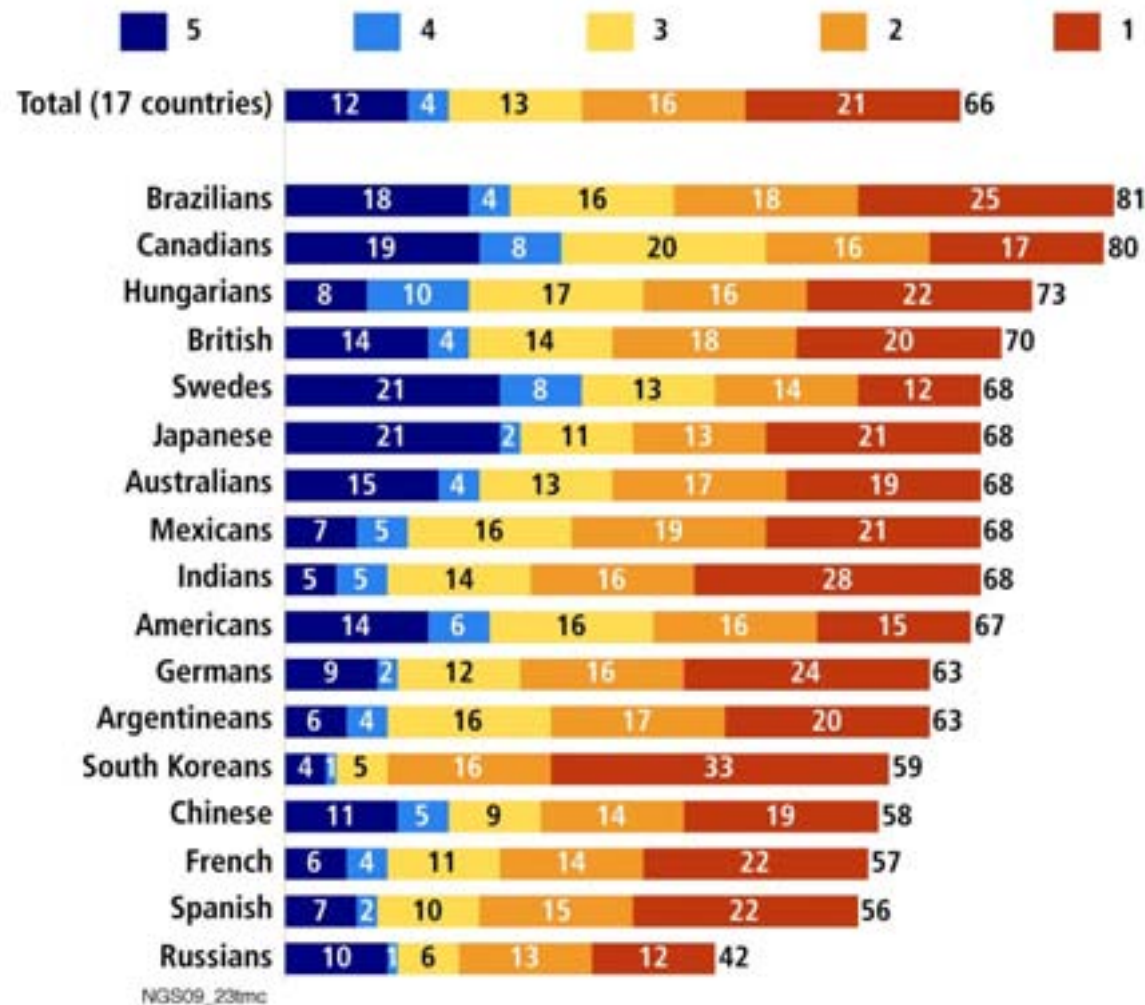
The white space in this chart represents “About the same (3)” (on a scale of 1 to 5 where 1 means “Much less often” and 5 means “Much more often”) and “DK/NA.”



Number of Purchases of Recycled Paper Products (Out of Last Five Purchases)



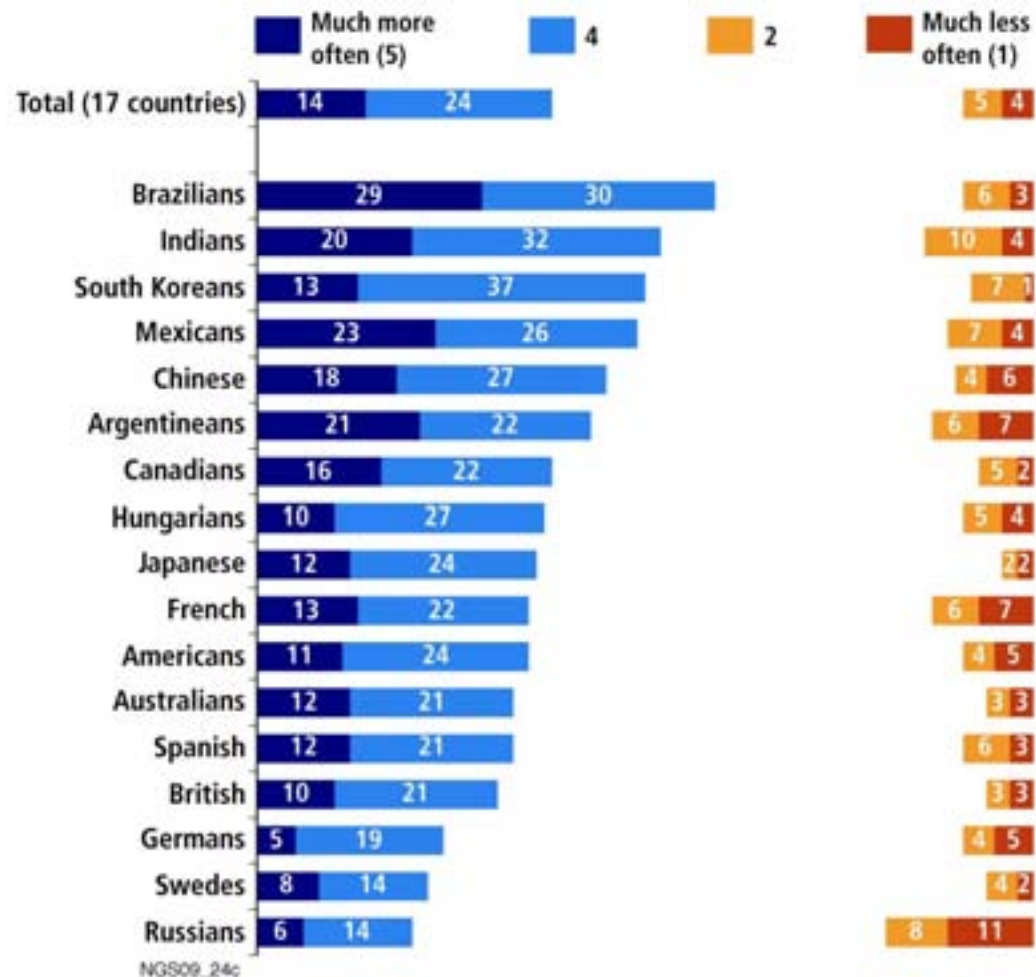
Percentage of Consumers in Each Country, 2009



Predicted Frequency of Purchases of Recycled Paper Products Over the Next Year



Percentage of Consumers in Each Country, 2009



278

The white space in this chart represents “About the same (3)” (on a scale of 1 to 5 where 1 means “Much less often” and 5 means “Much more often”) and “DK/NA.”



Citizen Behavior

Environmental Concerns as Reason for Reduced Consumption



Combined Mentions, Percentage of Consumers in Each Country, 2009

	Total (17 countries)	Americans	Argentineans	Australians	Brazilians	British	Canadians	Chinese	French	Germans	Hungarians	Indians	Japanese	Mexicans	Russians	South Koreans	Spanish	Swedes
Electricity and fuel consumed in your home	40	29	48	50	54	33	50	46	43	33	20	52	42	48	20	19	45	47
Everyday household goods	32	20	36	24	42	23	40	44	62	18	15	22	20	51	10	30	33	42
Fuel for motorized vehicles	27	24	35	24	34	26	27	41	37	21	14	36	24	29	11	19	26	30
Meat	18	12	20	11	28	16	21	22	21	11	5	28	11	32	13	12	16	33

Top mention

NGS09_278a-d_enviro

Change in Financial Situation as Reason for Reduced Consumption



Combined Mentions, Percentage of Consumers in Each Country, 2009

	Total (17 countries)	Americans	Argentines	Australians	Brazilians	British	Canadians	Chinese	French	Germans	Hungarians	Indians	Japanese	Mexicans	Russians	South Koreans	Spanish	Swedes
Everyday household goods	46	64	37	61	29	59	38	14	27	44	57	17	64	41	68	49	58	40
Fuel for motorized vehicles	44	57	33	50	32	46	50	35	33	45	57	25	52	38	40	61	44	35
Electricity and fuel consumed in your home	42	54	33	40	25	50	37	34	31	46	53	16	60	29	49	61	46	37
Meat	34	41	24	43	20	41	31	24	42	29	55	9	48	27	55	40	28	27

Top mention

NGS09_278a-d_fsit

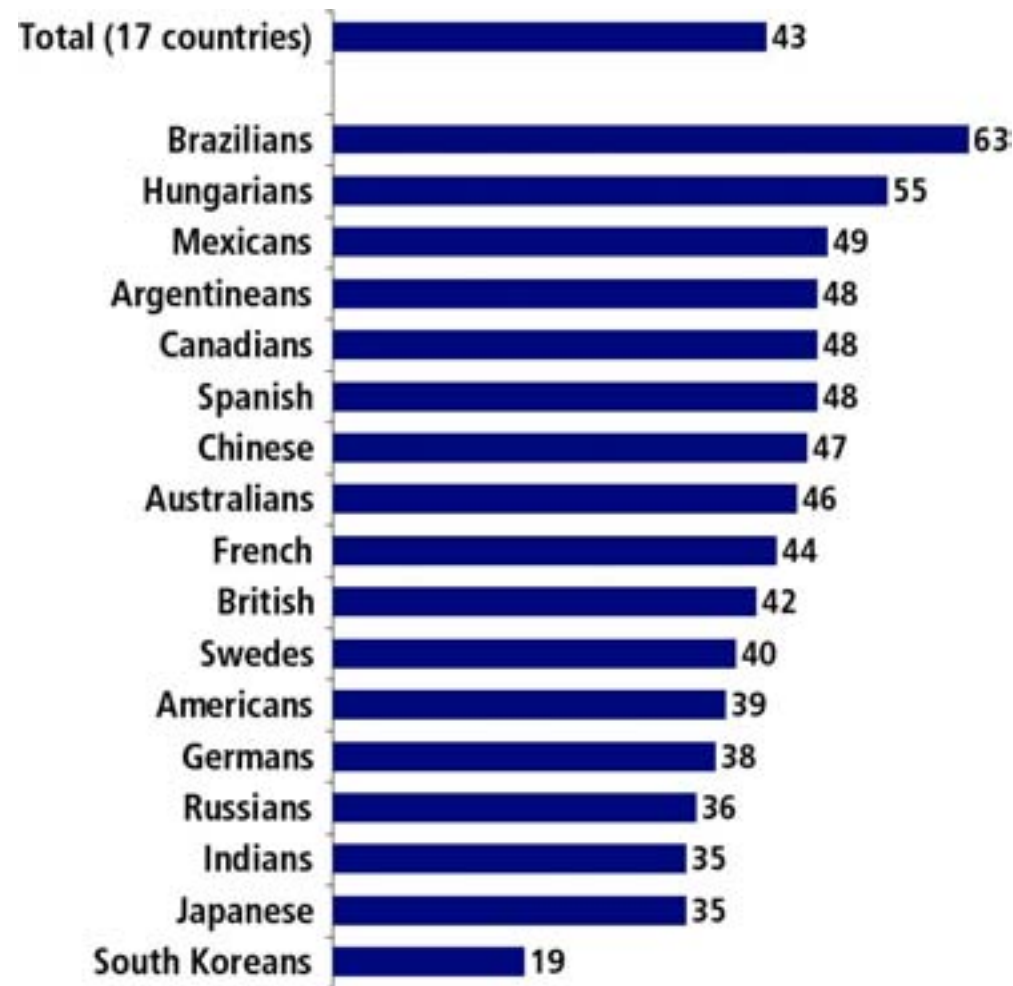
281 Subsample: Those who have reduced consumption of each



Sought Out More Information about Environmental Issues



“Yes, Have Done in Past Year,” Percentage of Consumers in Each Country, 2009



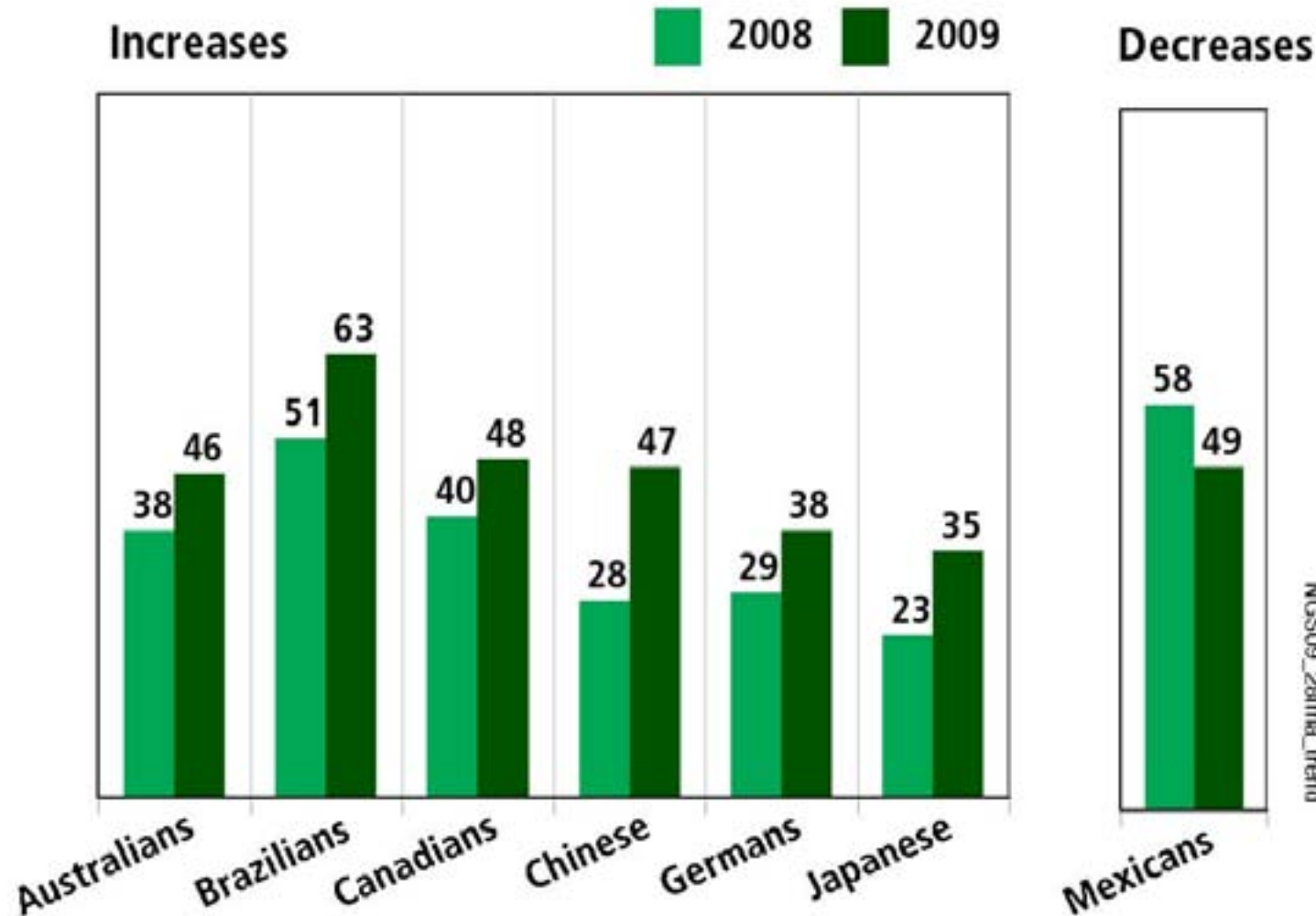
NGS09_281ma



Sought Out More Information about Environmental Issues



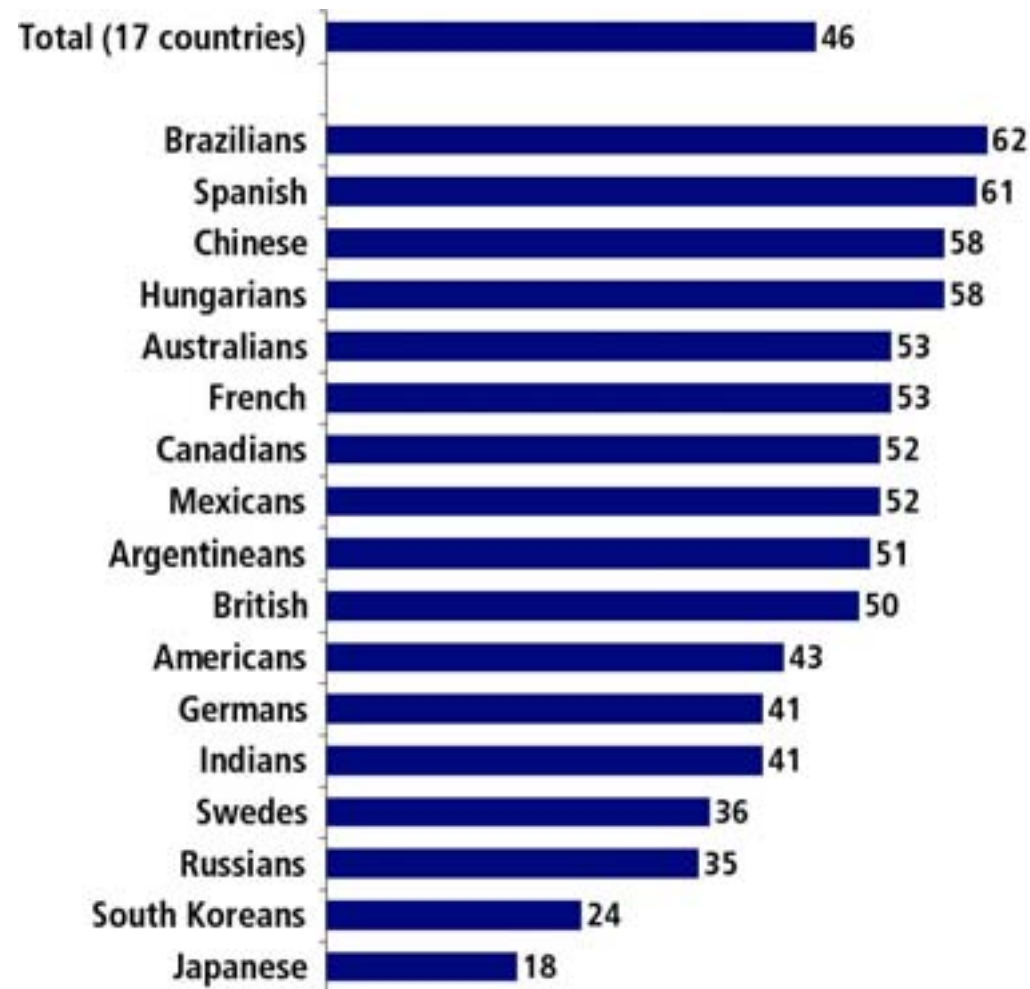
“Yes, Have Done in Past Year,” Percentage of Consumers in Each Country, Trends: 2008–2009



Encouraged Others to Be More Environmentally Responsible



“Yes, Have Done in Past Year,” Percentage of Consumers in Each Country, 2009



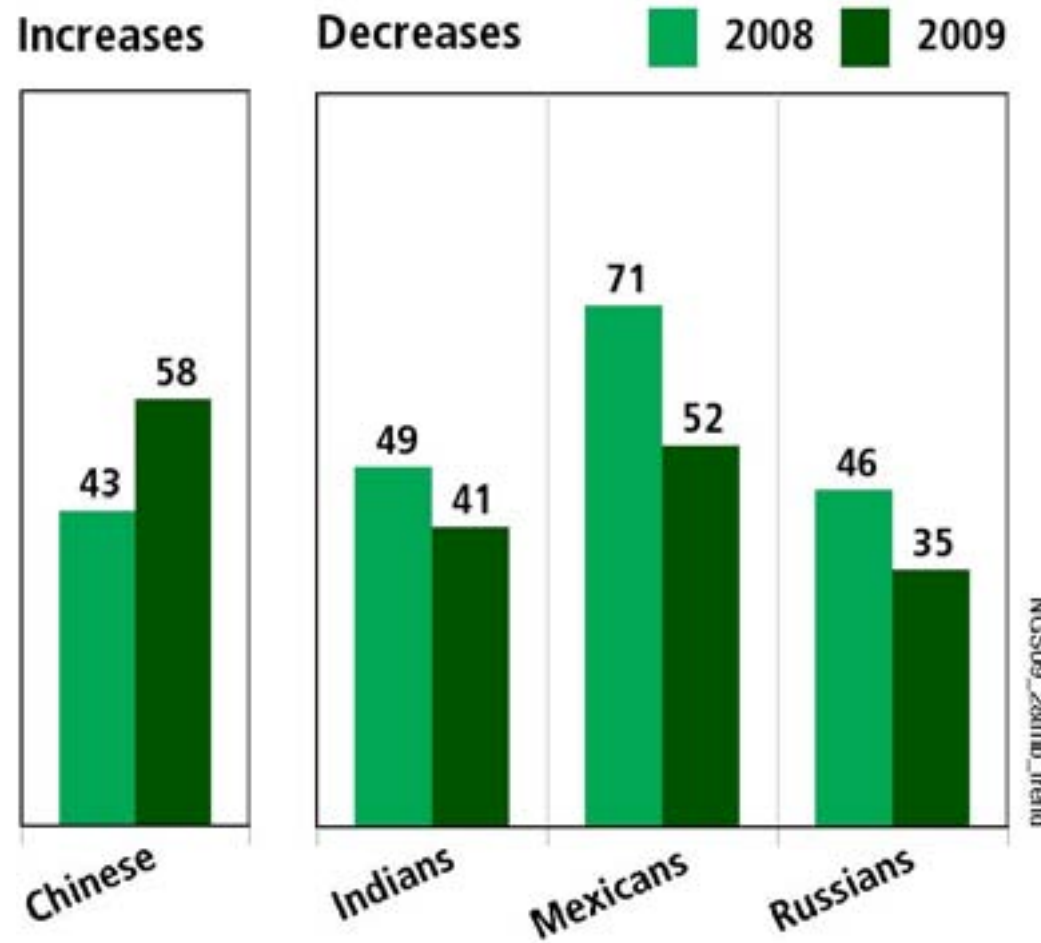
NGS09_268mb



Encouraged Others to Be More Environmentally Responsible



“Yes, Have Done in Past Year,” Percentage of Consumers in Each Country, Trends: 2008–2009

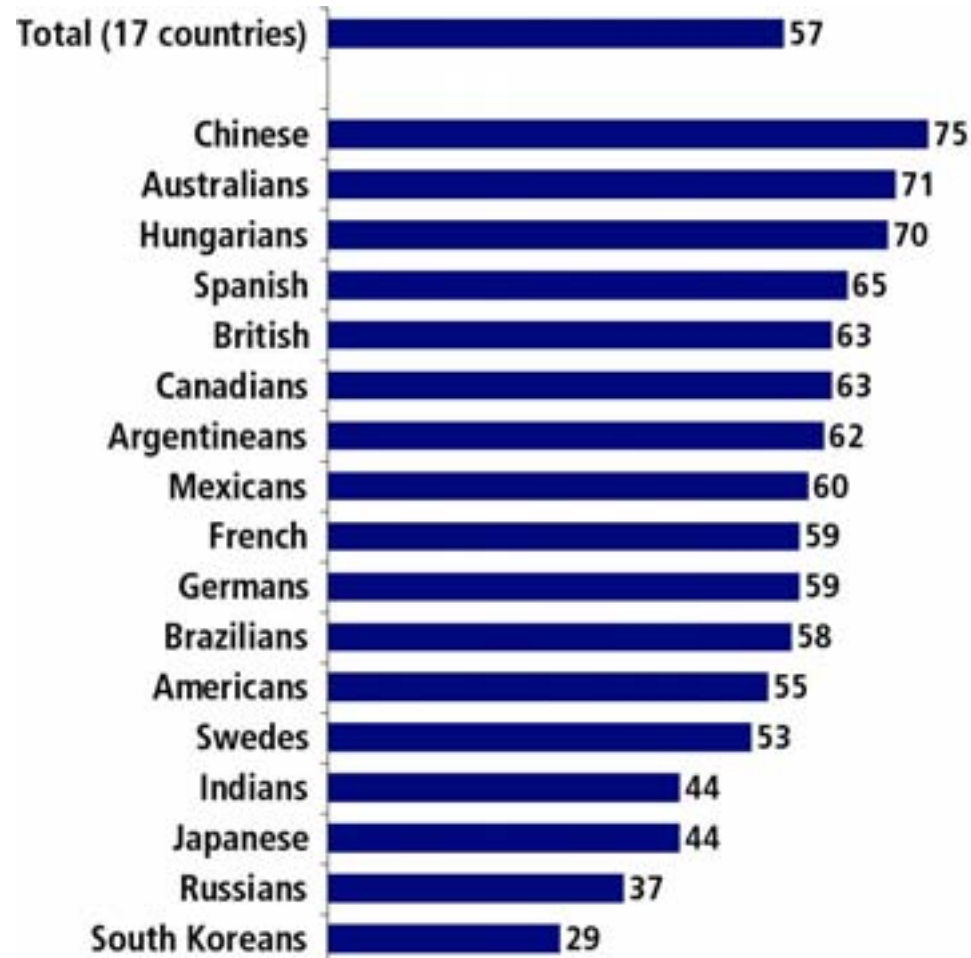


NGS09_238mb_trend

Talked about Global Warming / Climate Change With Others



“Yes, Have Done in Past Year,” Percentage of Consumers in Each Country, 2009



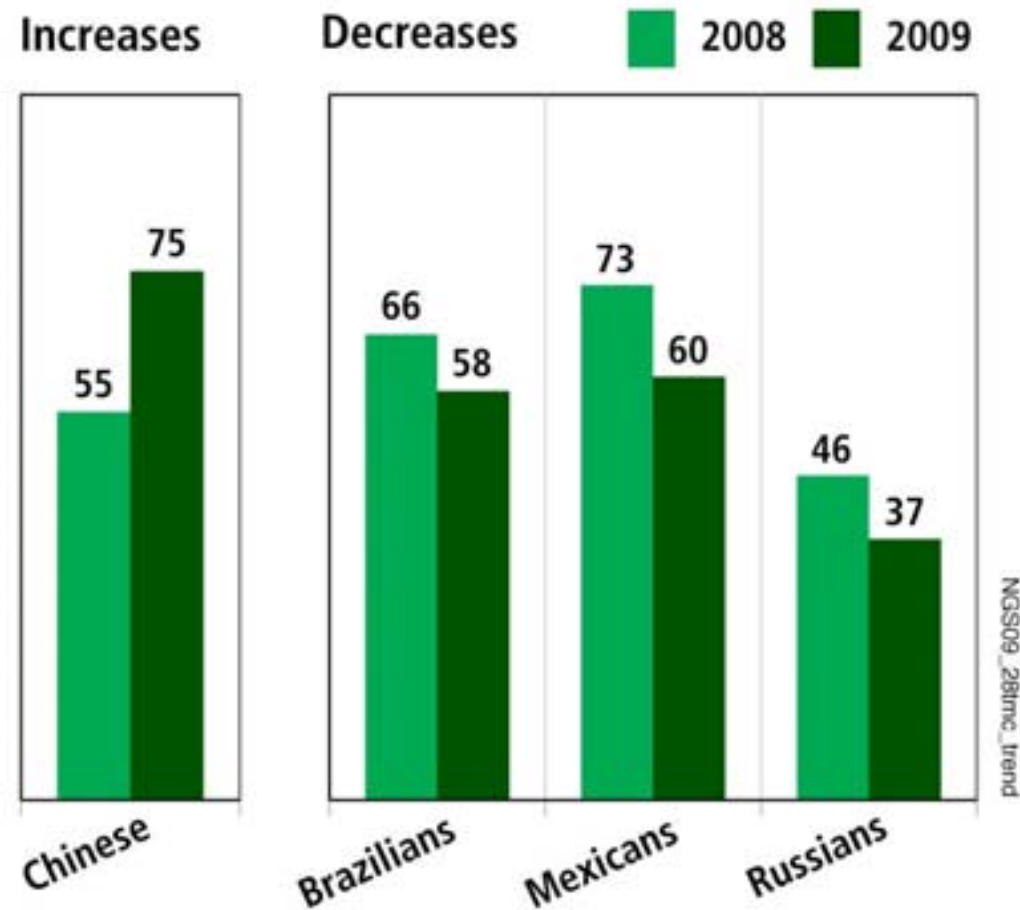
NGS09_281mc



Talked about Global Warming / Climate Change With Others



“Yes, Have Done in Past Year,” Percentage of Consumers in Each Country, Trends: 2008–2009



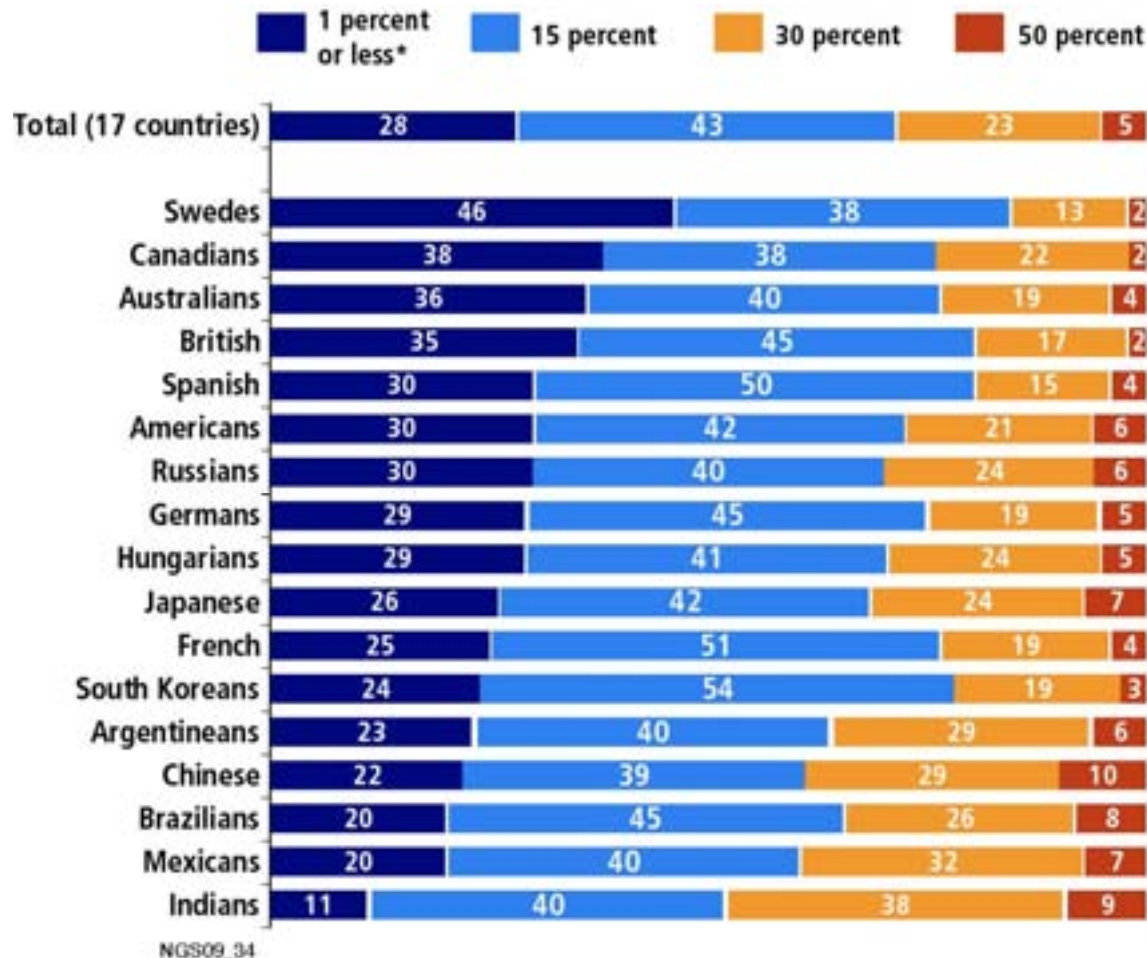
NCS09_281inc_trend

Knowledge

What Percentage of Earth's Oceans Are Protected from Commercial Fishing or Drilling for Oil by Laws/Regulations?



Percentage of Consumers in Each Country, 2009



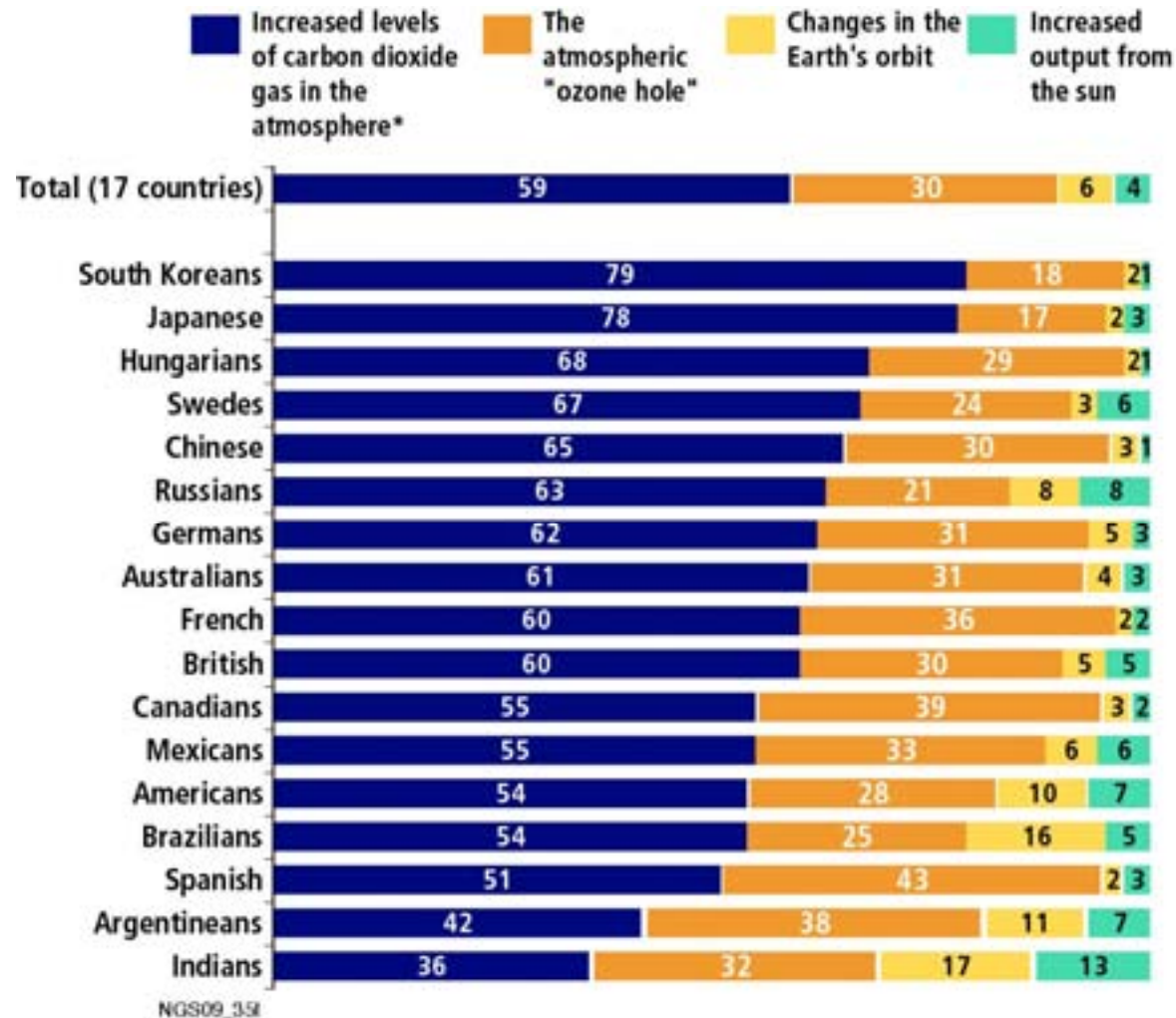
289 The white space in this chart represents "DK/NA."
*Correct answer



What Is the Primary Cause of Recently Measured Increases in Earth's Temperature?



Percentage of Consumers in Each Country, 2009



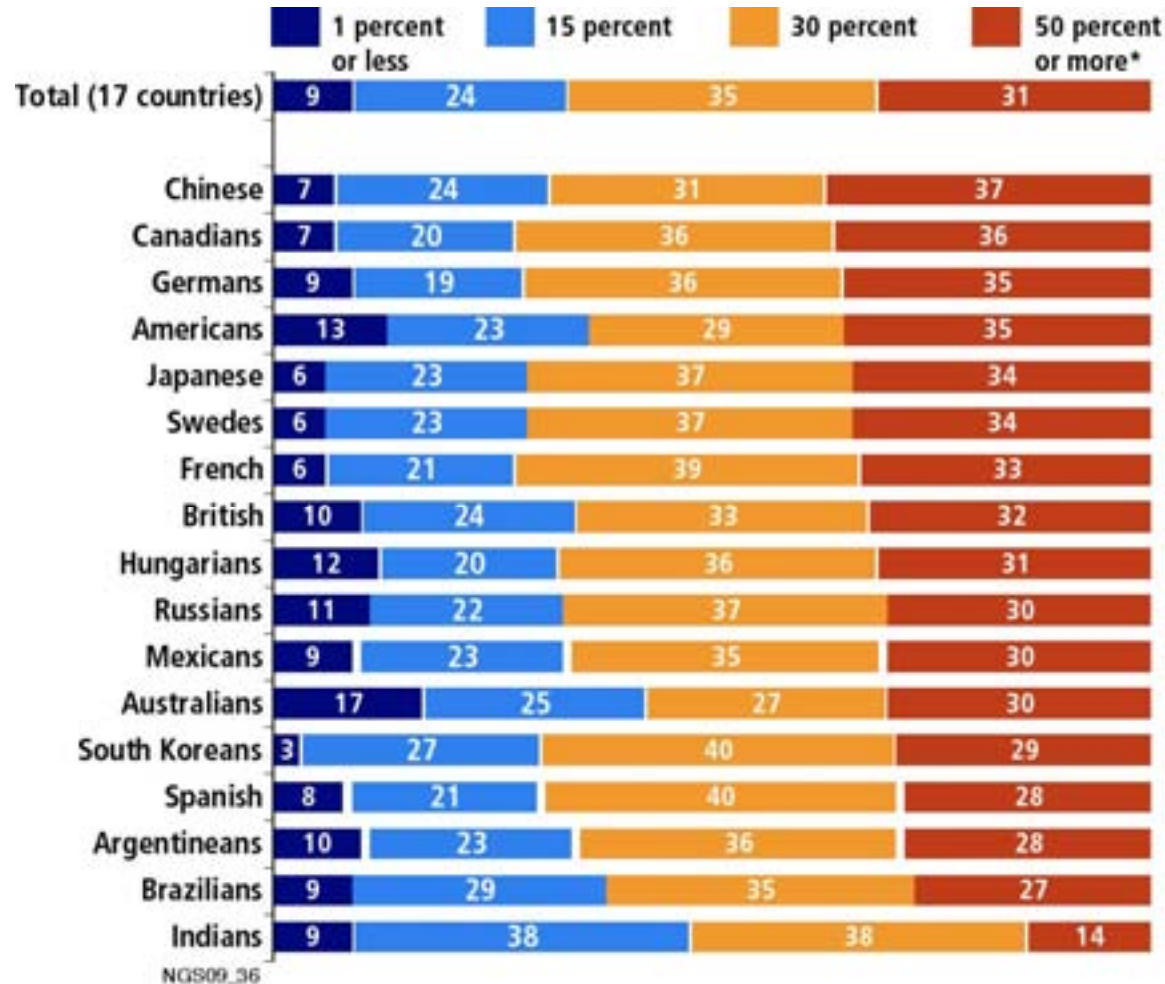
290 The white space in this chart represents "DK/NA."
*Correct answer



What Percentage of the Earth's Atmospheric Oxygen, Meaning the Oxygen We Breathe, Is Produced by the Oceans?



Percentage of Consumers in Each Country, 2009



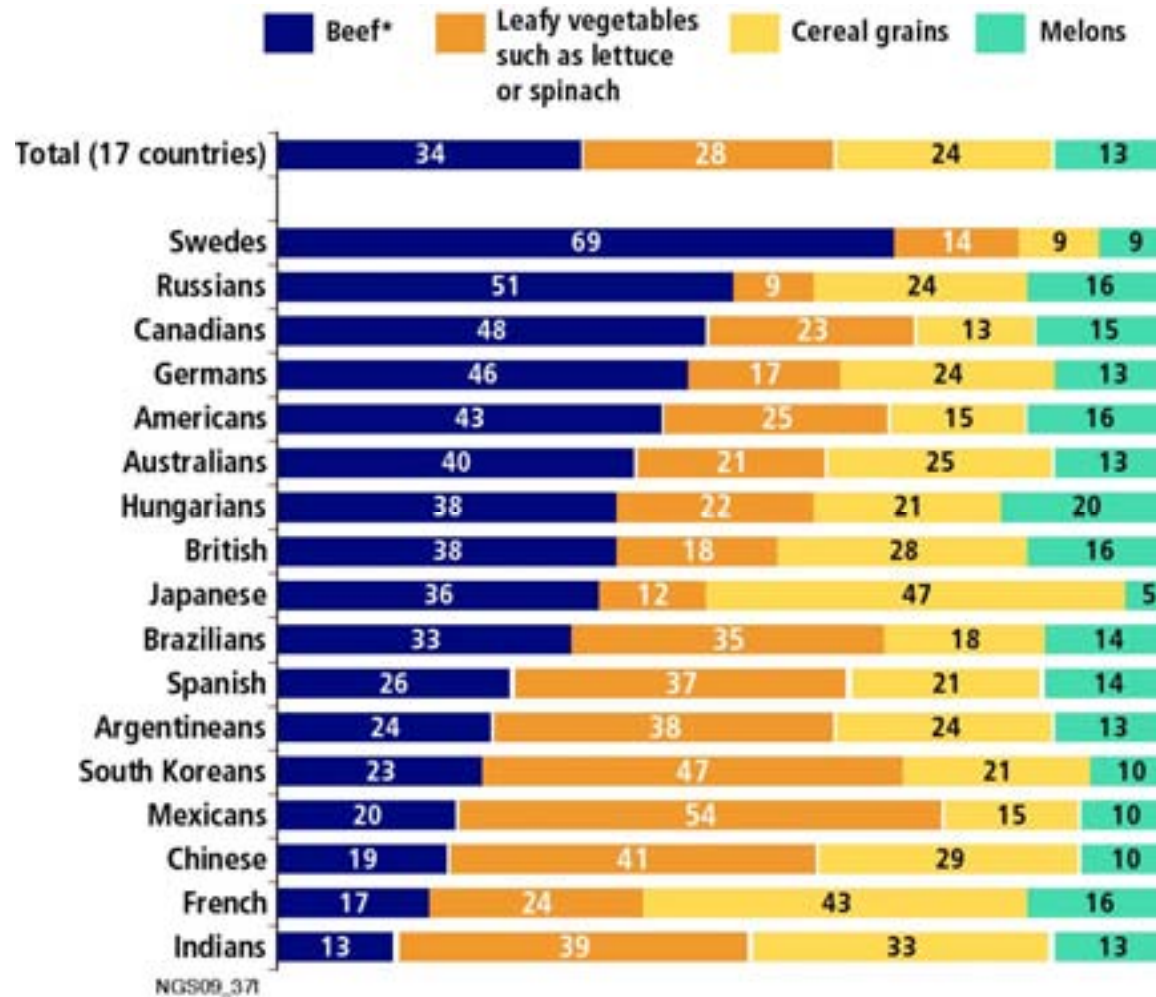
291 The white space in this chart represents "DK/NA."
*Correct answer



Which of the Following Foods Requires the Most Water to Grow or Raise for a Typical Serving?



Percentage of Consumers in Each Country, 2009



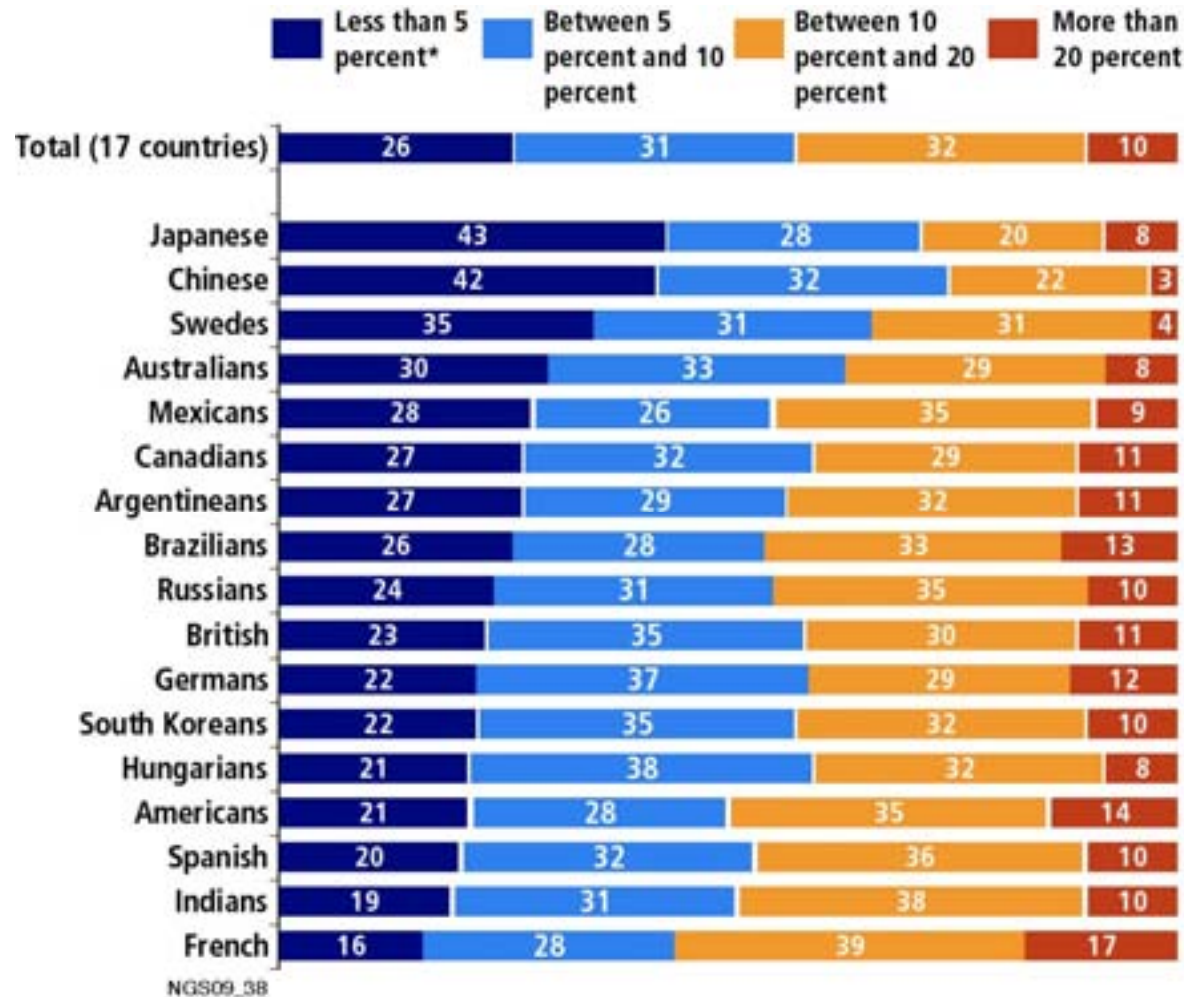
292 The white space in this chart represents "DK/NA."
*Correct answer



Approximately How Much of the Water on Earth Is Considered Freshwater?



Percentage of Consumers in Each Country, 2009



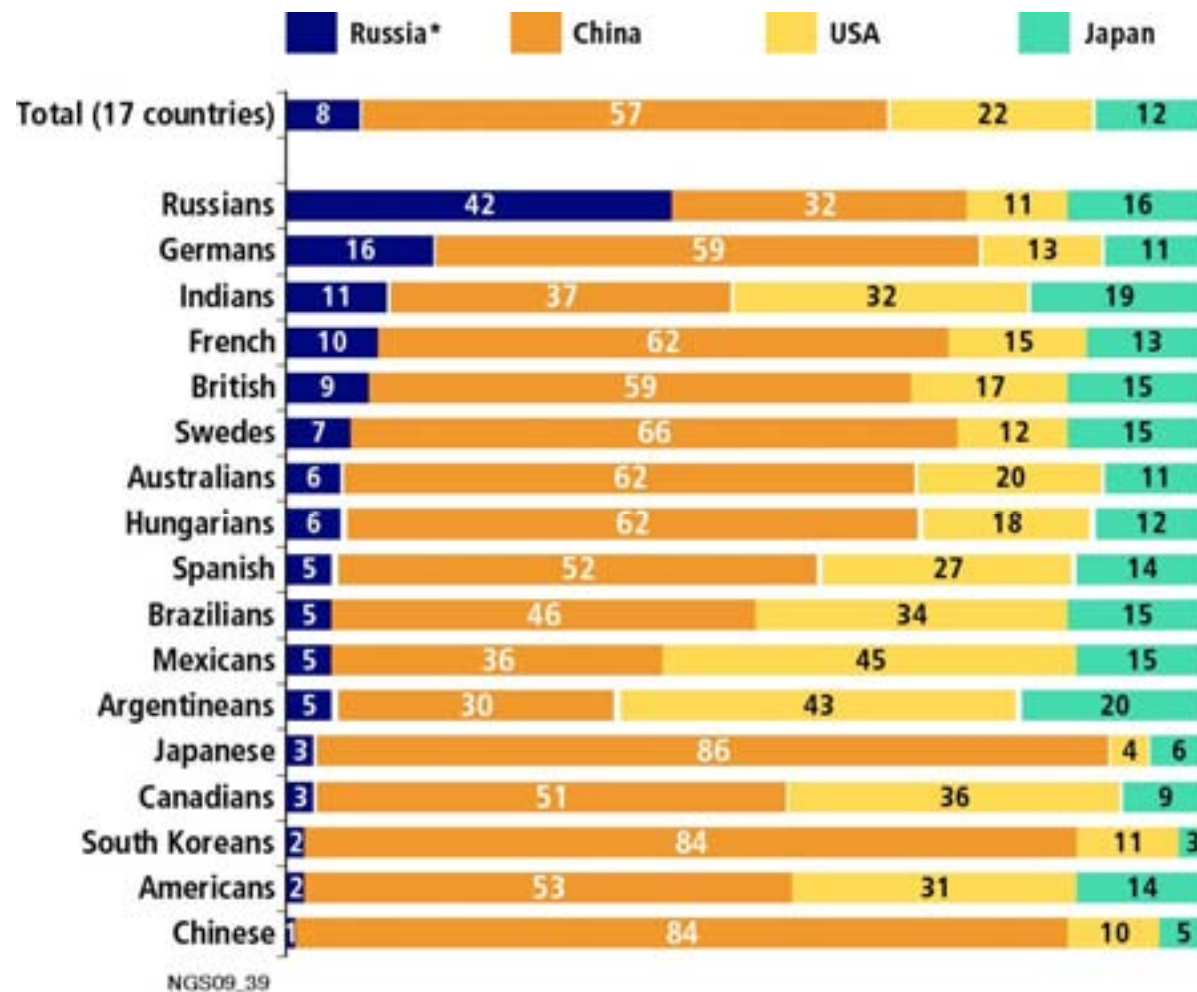
293 The white space in this chart represents "DK/NA."
*Correct answer



Since 2003, Where Has the Number of New Cars Registered Each Year, per Capita, Increased the Most?



Percentage of Consumers in Each Country, 2009



NGS09_39

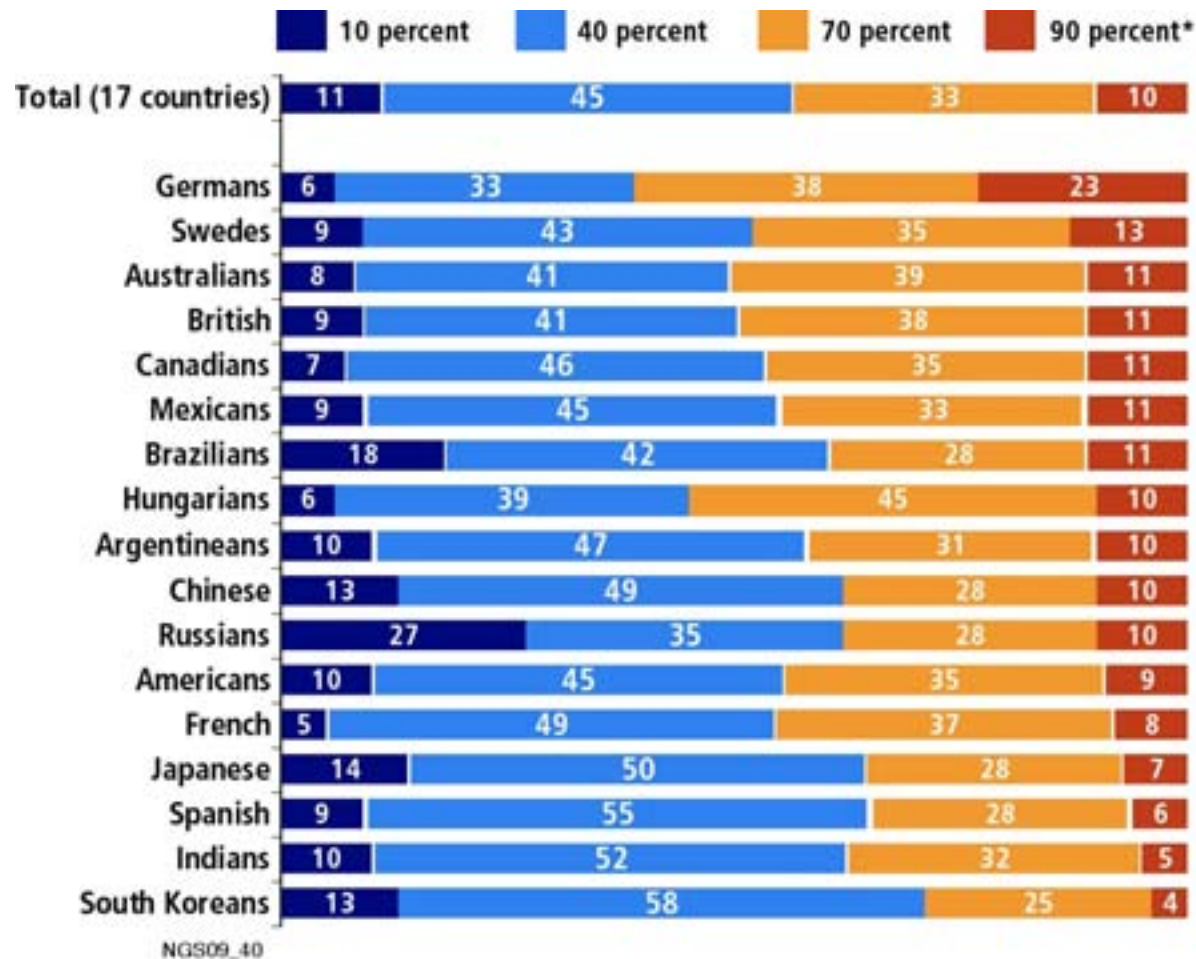
294 The white space in this chart represents "DK/NA."
*Correct answer



Approximately How Much of the Electricity Used by an Ordinary Incandescent Light Bulb Is Wasted by Being Turned into Heat Instead of Light?



Percentage of Consumers in Each Country, 2009



295 The white space in this chart represents "DK/NA."
*Correct answer





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