

## BRAZILIAN CONSUMERS: Tied for Top Score

**Greendex Score: 60.0 (Rank: Tied for 1<sup>st</sup> of 14)**

Brazil's consumers are tied with India's as the highest-ranked on the 14-country index of environmentally sustainable behavior, driven in part by the most sustainable household footprint of all countries measured. They also do well relative to other countries on transportation and goods, though about average on food.

Consumers surveyed in Brazil earn higher Greendex scores than all others for **housing**. This is driven by small residence size as measured by number of rooms per household (96% have four rooms or fewer in their homes), by far the least use of home heating (found in only 9% of homes, a need negated mostly by climate), relatively widespread use of on-demand water heaters (rather than tank heaters), and wide penetration of renewable electricity (generated from biofuels/biomass in this case). Brazilian consumers — like their counterparts in Mexico and Australia — overwhelmingly wash laundry in cold water, and they are far above average on minimizing their use of fresh water, both of which contribute to their stronger performance.

Their **transportation** habits earn Brazilian consumers second place on this sub-index. As in the other developing nations surveyed, consumers in Brazil are far below average on their ownership of vehicles and likelihood to drive alone in a vehicle to their daily destinations. They are much more likely than most others to walk, bike, take public transportation, own a fuel-efficient vehicle and drive compact cars. Of concern, however, is that nearly a third of Brazilians say they are a lot more likely to have driven alone in a car/truck compared to a year ago, though there have been similar increases in the percentage of those who are much more likely to take public transportation vs. last year — both measures likely reflective of increasing transportation needs in this developing economy.

**Food** is the one area where Brazilian consumers do not rank particularly well (10<sup>th</sup> of 14). While they are above average in their consumption of locally grown foods, they far outpace consumers in every other country surveyed in their frequent consumption of beef: 16% daily, 62% several times a week or more. (Interestingly, on the **knowledge** question related to the amount of water required to produce various types of foods, only one in five Brazilians knows that beef is the most water-intensive choice; they are more likely than consumers in every other country to incorrectly select (as 50% did) “leafy vegetables such as lettuce or spinach” as the food requiring the most water to produce. Brazilians are far above average in their consumption of convenient (prepared/packaged/processed) foods, and 35% say they drink bottled water daily, about average for all countries surveyed and on par with U.S. consumers.

Consumers in Brazil, China, and India decisively top the **goods** sub-index with widespread preference for green products and rejection of environmentally unfriendly products; Brazilians are by far the most likely to engage in these two behaviors “all the time.” Brazilians are about average in their recycling behavior and in their avoidance of excessively packaged products, and below average in ownership of dishwashers and motorized landscaping tools (lawnmowers, leaf blowers, etc.).

**Attitudinally**, Brazilian consumers were by far the most likely of all surveyed to strongly agree that they are very concerned about environmental problems (60%), and that global warming will worsen their way of life within their lifetimes (64%). Across the survey, economic development coincides with a significantly larger proportion of respondents believing that environmental problems are currently having a negative impact on their health: Brazilian consumers (along with Chinese and Russians) are well above average on this measure. In all, 48% of Brazilians surveyed — the highest — strongly agree that they're trying “very hard” to reduce their own negative environmental impact. They are also the most likely to say they have recently learned something that had a major impact on their environmental attitudes and that someone they know has encouraged them to be more environmentally responsible. Finally, Brazilians are the most likely to agree that prices of the things we buy should reflect their true environmental cost and to agree that they are willing to pay more now for energy-saving products that will save them money in the long run.

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## BRAZILIANS (PAGE 2)

In terms of **citizen behavior**, likely reflecting their strong concerns about environmental problems and their related health-based impacts, Brazilians were among the most likely to report that they had attended a demonstration on environmental issues or based voting decisions on environmental concerns. More than half have sought out information about environmental issues, encouraged others to be more environmentally responsible, and talked with others about climate change — above average for all three actions.

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