

CHINESE CONSUMERS: Currently third, but changes predicted

Greendex Score: 56.1 (Rank: 3rd of 14)

Chinese consumers rank third on this consumer index partly due to transportation patterns that include current low use of cars and more walking or biking than in other countries surveyed. However, this high ranking masks the negative effects of a high incidence of use of coal for home heating.

Looking specifically at the **housing** sub-index, Chinese consumers rank fourth. They tend to have small homes, with 73% having four or fewer rooms. While among the least likely to have heating (45%), six in 10 of those who do heat their homes do so with coal (61%). Seven in 10 (73%) have air-conditioning. A third of those who do have heating and cooling indicate that they adjust the thermostat in order to save energy (33% do so all the time, a bit better than average). Just under half report having hot water, and Chinese consumers are the most likely to use solar energy in heating their water (22%). However, they are also among those for whom owning a big house is a very important goal (39%).

In terms of **transportation**, Chinese respondents receive the highest transportation Greendex scores for widespread usage of self-powered transportation and low (but increasing) automobile use. Chinese consumers report the most frequency of taking public transportation specifically to save fuel and reduce pollution (53%). By far, Chinese respondents are the least likely to have a car in their households; 22% have one or more cars, compared to the average of 75% across all countries. While most Chinese say they rarely or never drive alone in a car or truck, these consumers are among the most likely to say that they do so more often than one year previously. They are also cycling less. The Chinese are also among the most likely to say they fly more frequently than they did in the recent past, and are among the most likely to agree that owning a luxury car is a very important personal goal.

Turning to the **food** sub-index, Chinese consumers were ranked fourth among the 14 countries surveyed. Chinese stand out in their frequent consumption of locally grown foods (nearly half eat these daily), of fruits and vegetables (68% daily), and relatively frequent consumption of organic or natural foods. They also report consuming imported foods or beef only rarely. Their daily consumption of bottled water (26%) is below the survey average, though they are among the most likely to eat fish daily or several times a week (53%), well above the overall average.

Looking at the components of the **goods** sub-index, Chinese consumers decisively top the ranking with widespread preference for green products, frequency of avoiding excessively packaged products and ownership of relatively few appliances and expensive electronic devices. They express an above-average preference for avoiding environmentally unfriendly products all of the time (25% vs. 19% average of all countries). About one-third report they prefer to repair something when broken rather than replacing it with a new one, but the Chinese rank well below average in frequency of recycling (19%).

Looking at some of the primary **attitudinal drivers** for Greendex rankings, respondents in China appear among the most concerned about environmental problems. Chinese consumers surveyed are the most likely to feel that environmental problems are currently having a negative impact on their health (52% strongly agree). A quarter report feeling guilty about the impact that they have on the environment (23% strongly agree), and 36% strongly agree that they are trying very hard to reduce their impact. They are among the most likely to say we must ensure that we leave a better environment for future generations (70%). Half of Chinese consumers strongly agree that they are willing to pay more now for an energy-saving product if it will save them more money over the product's lifespan due to lower energy costs.