



JAPANESE CONSUMERS: Near the Bottom

Greendex Score: 49.1 (Rank: 11th of 14)

Japanese consumers' Greendex puts them fourth from the bottom of the 14-country list, due in part to factors such as the lowest food index scores and the impact of oil used for home heating.

Looking specifically at the **housing** sub-index, Japanese consumers have the second-lowest score, outranking only the United States. Japanese consumers are the most likely to have home air-conditioning (88%), and of the 76% who have home heating, 53% of those heat their homes with oil, highest among surveyed countries. Respondents were among the least likely of all surveyed to have made changes to insulate their homes or to have installed energy-saving furnace or appliances: 9% have energy-saving laundry machines, 14% have energy-saving TVs, and 15% have energy-saving refrigerators/freezers, lowest on all three among countries surveyed. Of note, however, is that more than half of respondents report using an on-demand natural gas water heater to heat running water.

In terms of **transportation**, Japanese consumers rank sixth. While one in four walks or rides a bike to their destination, one in five owns a minivan or SUV. They are also among the most likely to say they do not own an ultra-low emissions or hybrid vehicle and do not intend to purchase one. Japanese consumers are the most likely to use trains, other than public transport, every day, but are the least likely to live close to their usual destination to minimize their effect on the environment. They are among the most likely to say that, compared to a year ago, they are driving or using public transport about the same amount, but are also more likely to have increased their frequency of driving alone and flying.

On the **food** sub-index, Japanese consumers' rank last in the category. A total of 87% eat fish/seafood at least weekly, and 85% eat pork that often, highest among those surveyed. They were among the most likely to eat out or eat prepared foods (36%) and among the least likely to eat locally grown foods (5%) and the most likely to eat imported foods once or twice a month (28%). However, 49% consume fruits and vegetables daily, and the respondents were the most likely to never drink bottled water (31%).

On **goods**, Japanese rank fifth. They are the least likely to repair something when broken rather than replacing it with a new one. Just one-quarter say they always recycle. They report the least-frequent purchase of environmentally friendly products (7% always do), and just 13% always avoid excessively packaged products all the time.

Looking at some of the primary **attitudinal drivers** for Greendex rankings, three in 10 among Japanese surveyed strongly believe global warming will worsen their way of life within their own lifetime. Though few believe that the seriousness of environmental problems is being exaggerated today (4%), only 5% strongly agree that they feel guilty about their own impact on the environment.

While **citizen behavior** related to the environment is fairly low in Japan, as in most countries, 22% of Japanese consumers have donated money/volunteer time to an environmental group. Otherwise they are among the least likely to have written a letter about environmental concerns (2%), attended demonstrations (3%), sought out more information (23%), or talked about global warming with others (39%).

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