

NIGERIAN CONSUMERS: Eco-awakening

No Greendex score available: GlobeScan ran a parallel face-to-face study in Nigeria; however, as data acquired through Internet surveys and in-person interviews are not technically comparable, these results are not included in the core reporting. As online survey research becomes viable in Nigeria with increased Internet penetration, it is envisioned that Nigerian consumers will be included in future years.

Nigerian consumers surveyed tend to live in smaller dwellings than those in Egypt (the other African country included in this survey) — usually six rooms or fewer. The **housing** footprint of Nigerian respondents is low. Only 6 percent report having hot running water in their primary residence. More than half say they have mechanisms to generate electricity onsite (mostly generators) due to persistent shortages of grid-supplied electricity. One-third of Nigerian respondents have air-conditioning (usually single-room electrical air-conditioners).

Majorities of consumers in Nigeria report that they do not own a car or truck, although one-quarter say they own a motorcycle or motor scooter. Most people surveyed also say they never drive alone in a car or truck. Instead, respondents say they use public transportation: around half of people surveyed do so every day or on most days. Most respondents in Nigeria also say they never fly. Although **transportation** patterns among respondents in Nigeria currently generate a relatively low footprint, six in 10 drivers in Nigeria say they tend to drive more frequently alone in a car or truck than they did a year ago. Most respondents, however, also report using public transportation more frequently.

Nigerian consumers say they frequently consume **food** that is locally grown, as well as food that they grow themselves. Beef, chicken, and dairy consumption, and also consumption of fruits and vegetables, is somewhat lower in Nigeria than in Egypt. Nigerian respondents, however, claim they frequently consume fish and seafood. Bottled water consumption is relatively low among Nigerians surveyed.

Related to **goods**, Nigerian respondents are relatively unlikely to recycle, avoid excessively packaged products, or use their own bags for shopping. On the other hand, they indicate they are relatively likely to buy environmentally friendly products or to avoid buying products that are environmentally unfriendly. Most consumers in Nigeria report that they own, rent, or lease at least one television. Computers are much less common among respondents in Nigeria than in Egypt, as are refrigerators and laundry machines.

Consumers in Nigeria, similar to those in Egypt, express a strong thirst for increased consumption: overwhelming majorities of people surveyed in the two countries agree that buying a large home and a luxury car are important life goals.

Attitudinally, respondents in Nigeria are very concerned about environmental problems, and most respondents report that environmental problems are currently having a negative impact on their health. Most Nigerian respondents also say they are trying hard to reduce their own negative impact on the environment. At the same time, however, more than four in 10 Nigerian consumers surveyed believe that the seriousness of environmental problems is exaggerated and that the environmental movement is a passing fad — most agree that there is very little individuals can do about the environment and have faith that new technology will ultimately solve the problem.

Consumers surveyed in Nigeria, however, tend to be more engaged as **citizens** than their Egyptian counterparts, even though conventional environmental behavior remains quite low: Respondents are relatively likely to take part in activism such as attending a demonstration, writing letters about environmental concerns, or supporting environmental groups. The environment seems to be more of an emerging issue in Nigeria than in Egypt, as consumers in Nigeria are more likely than those in Egypt to have sought out more information, encouraged others to be more environmentally responsible, or talked with others about global warming.