

RUSSIAN CONSUMERS: Just above Average

Greendex Score: 52.4 (Rank: 6th of 14)

Russian consumers' Greendex score puts them sixth out of 14 countries, with relatively small household footprints and more sustainable transportation habits than some others surveyed.

Looking specifically at the **housing** sub-index, Russian consumers score about average overall. On the plus side, nearly all (96%) of Russian consumers surveyed say they have four or fewer rooms in their homes, smallest in size of residence along with Brazil. Six in 10 report sealing up cracks and drafts in their homes.

Eighty-four percent of Russian consumers have home heating, and they are least likely of all respondents to keep heating at a low setting to save energy; only 5% do this all the time. They are among the least likely to use an on-demand water heater and to say they minimize use of fresh water (11%) or to wash laundry in cold water to save energy (2%). Looking forward, one in four Russians says owning a big house is a very important goal (similar to the Chinese surveyed).

In terms of **transportation**, Russian consumers rank in the top third. More than half (53%) — the highest on this survey — say they use public transportation every day. Consumers in Russia are also among the most likely to say they never drive alone in a car or truck (53%). However, transportation trends are concerning: Russians are among those most likely to say they drive alone more now than a year ago.

On the **food** sub-index, Russian consumers are about average, on a par with the French and Germans. Russians report the greatest availability of locally grown food, and they are among the most likely to consume this daily (34%). They are fairly average in their weekly consumption of meat and seafood, but are the least likely to eat fruits and vegetables daily. Russian consumers are about average in their consumption of bottled water.

On **goods**, Russians rank in the bottom third. One in four Russian consumers — by far the highest measured — strongly agrees that the extra cost of environmentally friendly products is not worth it to them. (Availability of green products and services is reported to be lower in Russia, India, and Japan than in the other countries surveyed.) Russian consumers are among the least likely to recycle all the time (20%) or to buy used goods. Sixty percent of Russians surveyed own a second home of some kind, nearly three times the average of all respondents.

Looking at some of the primary **attitudinal drivers** for Greendex rankings, Russians are above average in their belief that environmental problems are having a negative effect on their health (43% strongly agree), and they are more likely than those in other countries to disagree that environmental problems have been exaggerated (46%). However, Russians tend to voice average levels of guilt about their own impact on the environment (14%) and are about average in their belief that people need to consume a lot less in order to improve the environment for future generations (30%). Russian respondents display the lowest faith of all respondents in the ability of individuals to do anything about the environment and are most likely to disagree that their government or their companies/industries are working very hard towards a clean environment. More than half the Russians surveyed strongly agree that people in all countries should have the same standard of living as people in the most wealthy countries.

Looking at some environment-related **citizen behavior**, Russians display moderate to low levels of activism, reflecting their low faith in the value of individual action. Only 5% have attended a demonstration about environmental or social issues, just above the Americans (4%), and they are among the least likely to have talked about global warming or climate change with others (46%) or to have written a letter to a company or their government about environmental concerns (4%).