

INDIAN CONSUMERS: Claim Top Spot

Greendex Score: 59.5 (Rank: 1st of 17)

↑ 1.5 points since 2008

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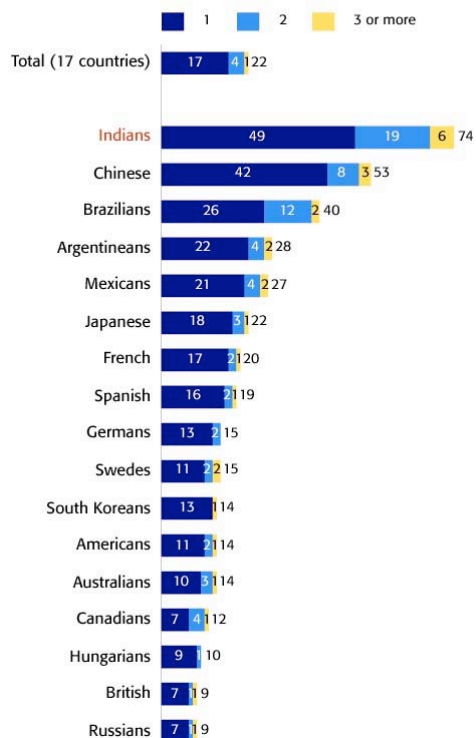
Indian consumers take the top spot overall this year, up from second place, on the 17-country index of environmentally sustainable behavior. Their continued high ranking is driven by above-average performance on all four sub-indices and most especially by first-place rankings for food and goods. While their overall Greendex score has increased marginally, their scores for housing and goods have increased more notably, offset by a decline in their food and transportation scores.

On **housing**, Indian consumers rank second only to Brazilian consumers. The margin between these two groups has narrowed this year as Indian performance on this measure improved by 11 points. Factors contributing to their high ranking include a low incidence of having home heating (41 percent) and hot running water (38 percent) and a high incidence of using on-demand electric water heating (45 percent among those with hot running water), using solar energy to heat water (15 percent), and purchasing “green” electricity (34 percent, up 10 points from the past year). Contributing to their increased housing score are improvements in performance on several behaviors such as ownership of energy-efficient appliances, minimizing the use of fresh water, and laundering with cold water. The most notable improvement is for keeping the setting for heating/cooling at a low setting — 64 percent of Indian consumers report doing so now, up 15 points from the past year.

Indian consumers continue to rank third on the **transportation** sub-index, although their overall score has decreased slightly. Keeping them in the top-three ranking are a number of factors. Indians are second most likely to live close to their usual destinations and second least likely to own a car or truck (54 percent). Among those that do drive, Indians tend to have lower-than-average annual mileage rates. They are the most likely to own and use motorcycles or scooters and second most likely to drive a compact car, after Mexicans. In addition, walking or riding a bike is up 7 points from the past year (to 57 percent). Indians, however, are the most likely to say they intend to acquire a motorized vehicle in the next year (58 percent).

Indian consumers continue to be ranked first on the **food** sub-index. However, their margin over second-place Australian consumers has narrowed due in part to an almost 5-point drop in Indians’ overall food score. Reasons behind the decline include a declining frequency of consumption of local foods and fruits and vegetables and an increase in consumption of imported foods and bottled water. India is also

Average Number of Motorcycles, Motor Scooters, or All-Terrain Vehicles Owned, Rented, or Leased by Household Members
Percentage of Consumers in Each Country, 2009



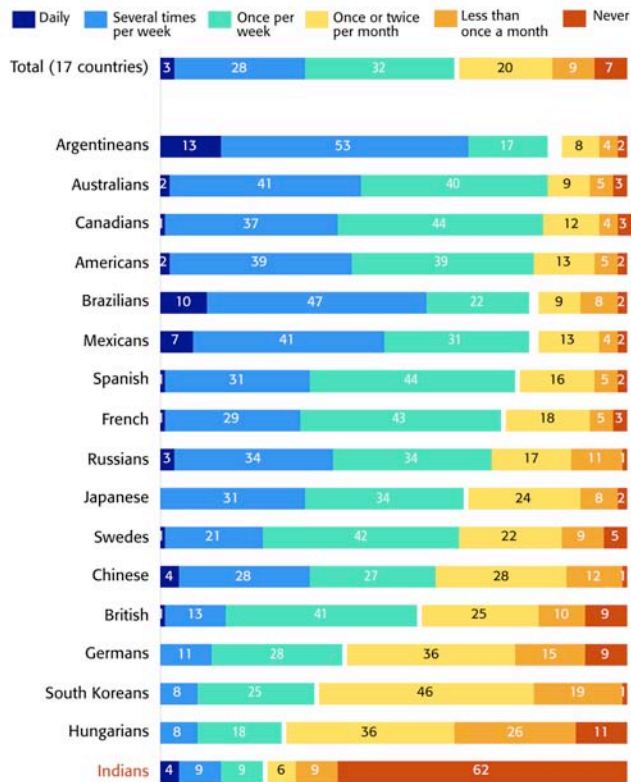
the only country surveyed experiencing increased bottled water consumption. Their first-place ranking is attributable in part to being the least frequent consumers of beef — only 22 percent of Indians consume this weekly compared with an average of 63 percent for the 17 countries surveyed. Indians are also the most frequent consumers of self-grown food, with 35 percent (up 17 points) eating this type of food several times a week or daily.

This year Indian consumers experienced a 5-point improvement in their **goods** sub-index score, placing them in the top spot, up from second in 2008. Driving this improvement are increased rates for buying used rather than new, recycling, avoiding environmentally unfriendly products, and avoiding excessive packaging. Their top-placement status is due in part to having lower-than-average rates of ownership for large appliances and electronics, and having some of the highest rates for buying used goods, avoiding environmentally unfriendly products and excessive packaging, and buying environmentally friendly products. Indian consumers, however, are the most likely to say they prefer disposable over reusable goods and are also among the most likely to agree that the cost of environmentally products is “not worth it.”

Indian consumers’ expressed **attitudes** demonstrate their divergent views on the environment. As a group, they express above-average concern about the environment and about their personal contribution to environmental problems; they are also likely to say they are trying hard to reduce their own negative impact and are paying more attention to environmental issues. At the same time, many agree that environmental problems are exaggerated and that the environmental movement is a fad. Indians have faith in government, industry, and new technology to help solve environmental problems, but express below-average faith in the individual’s ability to make a positive impact.

Consistent with findings for 2008, Indian consumers are among the least able to correctly answer a series of questions on environmental **knowledge**.

Frequency of Consuming Beef
Percentage of Consumers in Each Country, 2009



The white space in this chart represents "DK/NA."