

**JAPANESE CONSUMERS: Third from the Bottom**

**Greendex Score: 49.3 (Rank: 15<sup>th</sup> of 17)**

**↑ 1.9 points since 2008**

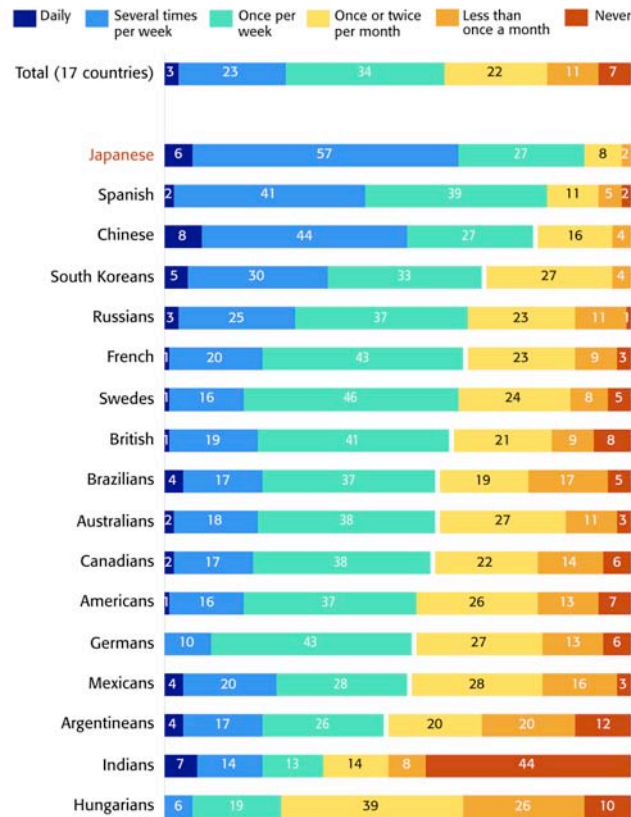
As they did a year ago, Japanese consumers rank near the bottom on the 17-country Greendex, ahead of Canadians and Americans. Their continued low ranking is driven by low scores on the food and housing sub-indices; they perform better on transportation and goods. Overall, their Greendex score has improved modestly, driven by an increase in their score on housing.

On **housing**, Japanese consumers continue to hold a low ranking, despite a 7-point gain on this measure. The increase in the overall score traces to increased frequency of keeping their heating/cooling setting on low (up 11 points since last year) and of using cold water for laundry. Consistent with last year's findings, Japanese homes are the most likely to have air conditioning (89 percent) and to use oil for heating (52 percent). Japanese consumers continue to be among the least likely to have made or to plan to make energy-saving changes to their homes such as improved insulation or installation of energy-efficient appliances. They also have the lowest rate (2 percent) of purchasing "green" electricity. All of these factors have contributed to their low overall ranking in both years.

In terms of the **transportation** sub-index, Japanese consumers rank sixth, as they did in 2008, with a score that has changed little. Keeping them in the top half of the rankings is frequent walking or biking (58 percent do so often); they have improved by 6 points from a year ago on this measure. Consistent with the long work commutes many Japanese face, this group is the second most likely to use trains, other than public transport, on a weekly basis (22 percent). Although car/truck ownership rates are about average, Japanese drivers tend to have lower annual mileages. On the negative side, Japanese consumers are the least likely (15 percent) of all to say that they choose to live close to their usual destinations in order to minimize their environmental impact.

On the **food** sub-index, Japanese consumers continue to rank close to the bottom. Their overall score for this measure is fairly stable, as their food habits have changed little from a year ago. The only notable change is a decline in bottled water consumption of 8 points, noted in several other survey countries, as well. They have the fourth-lowest rate of bottled water

Frequency of Consuming Fish and Seafood  
Percentage of Consumers in Each Country, 2009



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

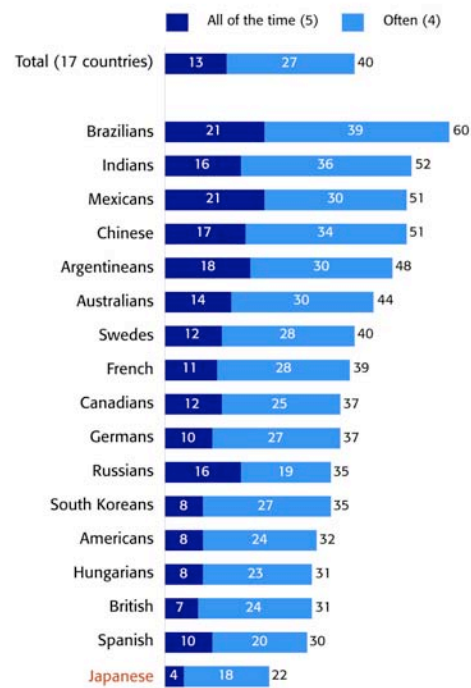
consumption (only 26 percent drink it at least several times per week), which impacts favorably on their food score. Driving their score downwards is a below-average tendency to eat locally grown food and the highest rate of fish/seafood consumption — 63 percent do so at least several times per week. Notably, the Japanese are the least likely to say they avoid buying endangered fish and seafood.

On **goods**, Japanese rank fifth again this year. Japanese consumers' overall score is consistent with that for 2008, although there have been some noticeable improvements on three measures — larger percentages this year are recycling, avoiding excessive packaging, and using their own shopping bags (up 13 points to 57 percent). Japanese consumers are less likely to own multiple big-ticket items such as refrigerators or laundry machines. Ownership of dishwashers and motorized lawn equipment is well below average as well. Japanese consumers are less likely than others to say they prefer disposable over reusable products and among the least likely to say that the extra cost of environmentally friendly products is “not worth it”. On the other hand, they are also among the least likely to avoid environmentally unfriendly products or to buy environmentally friendly ones including energy-efficient light bulbs or environmentally friendly cleaners.

Consistent with the 2008 findings, Japanese consumers' attitudes suggest they are among the least anxious about the environment. They are among the least likely to say they feel guilty about their personal impact, to say they are trying to reduce their negative impacts, or to agree that environmental problems are having a negative effect on their health. Agreement with this last statement declined somewhat this year. The Japanese are less likely than others to agree that an environmentally friendly lifestyle is good for one's health or that society needs to consume less. They are the least willing to pay more for energy-saving products. Japanese consumers indicate less-than-average faith in the ability of government or new technology to fix environmental problems, but they are more likely than others to think favorably of the environmental efforts of their country's auto industry. They also appear to feel more empowered than others — 60 percent disagree that there is little an individual can do about the environment as compared with 39 percent on average.

Frequency of Buying Environmentally Friendly Products

"All of the Time (5)" or "Often (4)," Percentage of Consumers in Each Country, 2009



\*On a scale where 1 means "Never," 3 means "Sometimes," and 5 means "All of the time."