

RUSSIAN CONSUMERS: Still Average

Greendex Score: 52.0 (Rank: 8th of 17)

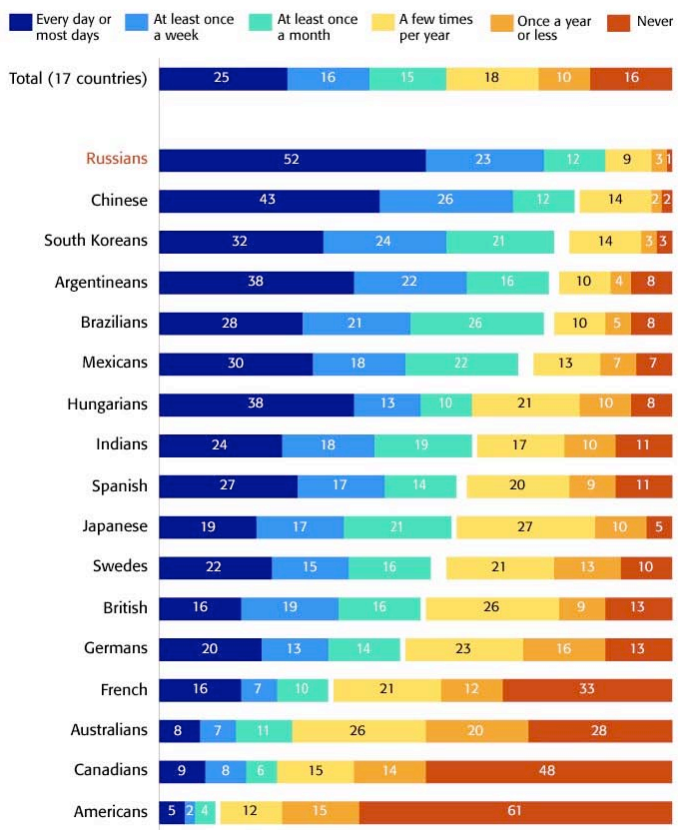
↑ 0.9 points since 2008

EMBARGOED: For release noon (ET, U.S.), Wednesday, May 13, 2009

Russian consumers rank eighth overall on the 17-country Greendex of environmentally sustainable behavior and receive similar scores to 2008. On the housing, food, and goods sub-indices, Russians achieve average rankings; they fare better than average on transportation only.

On **housing**, Russians place eighth overall, increasing 8 points on this sub-index since 2008. Russians are among those with the smallest homes; consistent with last year's findings, 96 percent have homes with four rooms or less. Only South Koreans exceed this frequency (98 percent). Also helping their housing score is Russians' propensity to make energy-saving changes such as improved insulation. Generally, Russians are among the least likely to have on-demand or solar water heaters, to have installed solar panels recently, to purchase "green" electricity or to launder with cold water. Although Russians tend to be among the least likely to own energy-efficient appliances, they are the second most likely to have installed such appliances in the past year. This group tends not to set heating/cooling on low or to minimize their use of fresh water, but they have improved on both of these behaviors over the past year.

Frequency of Using Local Public Transportation
Percentage of Consumers in Each Country, 2009



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

In terms of the **transportation** sub-index, Russian consumers rank fifth, dropping nearly 3 points since 2008. Contributing to their better-than-average performance in this category is the fact that Russians are the most likely (52 percent) to use public transportation daily. They also have low rates of ownership of any type of motorized vehicle. On the negative side, this group is among the least likely to choose to live close to their usual destinations in order to minimize their environmental impact.

Russians place 10th on the **food** sub-index. On the positive side, they rank well on eating locally and self-grown foods. Pulling their score down is a proclivity towards imported foods; Russians are the most frequent consumers (47 percent) of this type of

food (several times a week or more). Their consumption of fruits and vegetables is among the lowest and is down 7 points this year to 75 percent (several times a week or more). Russians' consumption of bottled water is average and has declined this year, as is the case with many of the other consumers surveyed.

When it comes to **goods**, Russian consumers tie for 10th. Consistent with the previous year, Russians are the most likely to agree that the extra cost of environmentally friendly products is "not worth it;" 52 percent feel this way, up 12 points. Russians are among the least likely to buy used rather than new, or to repair rather than replace broken items. This group has the lowest rate of recycling, which is no doubt tied to the low availability of recycling services in Russia. Russian consumers have the highest incidence (53 percent) of having a second home or cottage. Helping their goods score somewhat is low ownership of large appliances such as dishwashers and lawn equipment.

The **attitudinal** drivers of the Greendex suggest that Russians are concerned about the personal health effects of environmental problems. They are among the most likely to agree that environmental problems are having a negative effect on their health (58 percent) and that an environmentally friendly lifestyle is good for one's health (86 percent). Russians express lower-than-average faith that government or industry are working hard for the environment. They are the most likely to agree that there is little that individuals can do about the environment (up 6 points from last year to 66 percent compared with the 17-country average of 33 percent).