

SWEDISH CONSUMERS: Good News, Bad News

Greendex Score: 51.1 (Rank: 10th of 17)

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

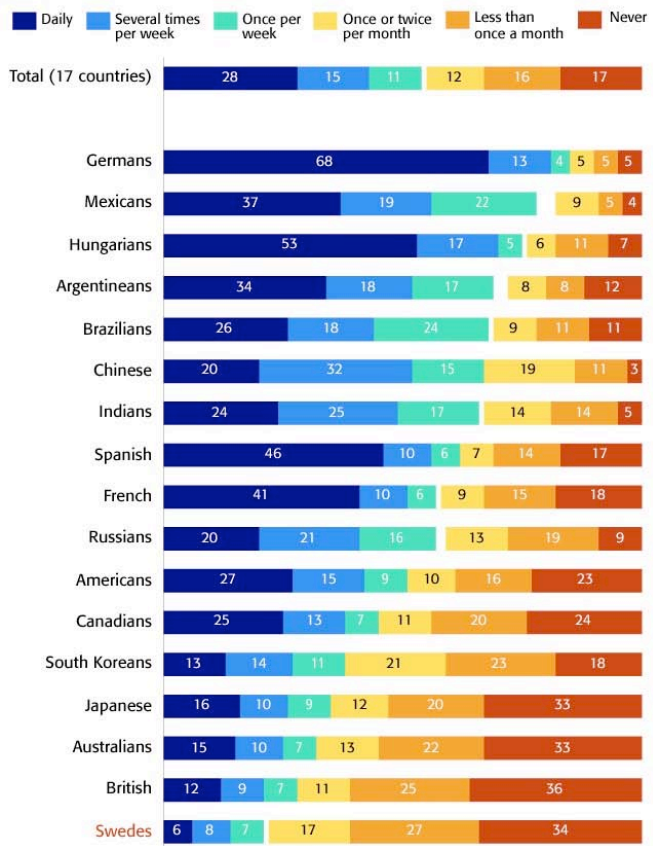
Swedish consumers receive scores placing them in the middle of the Greendex rankings, partly due to mid-rankings on the food, goods and transportation sub-indices, balanced by less sustainable housing behaviors such as not minimizing the use of fresh water

On the **housing** sub-index, Swedish consumers receive mid-rankings (11th of 17). These consumers are more likely than the 17-country average to have either heating (82 percent) or hot running water (98 percent), though they are less likely than average to have air conditioning in their homes (only 18 percent) and are the most likely of all consumers surveyed to have insulation in their homes (87 percent). Swedish consumers tend to be average in most other household behaviors, such as purchasing “green” electricity and installing energy-saving features to their homes. Swedish consumers are among the least likely to own an energy-saving television (16 percent), and are the most likely to have no intention of purchasing one in the next year (71 percent). Swedish consumers show similar attitudes toward owning other energy-saving appliances such as dishwashers, refrigerators, and laundry machines, though the propensity is less intense. Consumers in Sweden are among the least likely to have adopted the practice of keeping heating/cooling at low settings to save energy (42 percent), as well as minimizing their use of fresh water (26 percent) and washing laundry in cold water (15 percent).

The Swedish consumer score is average on the **transportation** sub-index — ranking eighth of 17 countries. Although they are among the least likely to choose to live close to usual destinations to minimize the need for transportation (24 percent), and are average in their use public transportation (37 percent), Swedish consumers show some positive behaviors when it comes to transportation. Swedes are not likely to own more than two vehicles, and tend to drive less than average per year, no matter which kind of vehicle they drive.

The relatively high ranking (5th of 17) Swedish consumers receive on the **food** sub-index is attributed in part to lower-than-average consumption of

Frequency of Consuming Bottled Water
Percentage of Consumers in Each Country, 2009



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

chicken and beef (only 16 percent eat chicken and 22 percent eat beef several times per week or more) and the very low percentage of consumers who drink bottled water (only 14 percent drink bottled water several times a week or more — the least of all consumers). Swedish consumers are slightly below average in their consumption of beef and seafood, are slightly more likely to consume imported foods, and are among the least likely to consume locally grown and self-grown foods.

On the **goods** sub-index, Swedish consumers receive average scores, resulting in a ninth place ranking out of the 17 countries surveyed. These consumers report behavior similar to the average of all countries surveyed on most questions, including on the preference to repair rather than replace broken items, and on buying used rather than brand new. Swedes also show average attitudes toward environmentally friendly purchases and the extra cost of environmentally friendly products, as well as toward recycling. Swedish consumers are also average in their ownership of televisions, refrigerators, and computers.

Attitudinally, Swedish consumers show the least amount of concern for the environment compared with all other consumers (only 42 percent agree they are very concerned about environmental problems), and tend to disagree that environmental problems have a negative impact on their health. Swedish consumers are also the least likely to agree that global warming will worsen their way of life within their lifetime (28 percent). However, few Swedish consumers agree that the environmental movement is a passing fad (12 percent).