Greendex

TM

A research project by National Geographic and GlobeScan

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Greendex 2014:
Consumer Choice and the Environment—
A Worldwide Tracking Survey

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Project: 2616, GlobeScan®

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- This is the fifth year National Geographic has partnered with GlobeScan (www.GlobeScan.com) to develop an international research approach to measure and monitor consumer progress towards environmentally sustainable consumption. The key objectives of this unprecedented consumer tracking survey are to provide regular quantitative measures of consumer behavior and to promote sustainable consumption.

- This research project differs from other environmental surveys in that it goes beyond attitudes and concerns to focus on actual behavior and material lifestyles across 18 countries. This includes measures such as household footprint, energy use, transportation habits, food consumption, and the relative penetration of green products versus traditional products.

- The central component of this research initiative is the creation of a composite index of environmentally sustainable consumption called the Greendex. The Greendex will be used over time to monitor and report changes in consumer behavior by replicating the research on an ongoing basis.

- In addition, in the first year of the study in 2008, GlobeScan assembled a parallel set of empirical indicators of consumption against which the Greendex results were validated.

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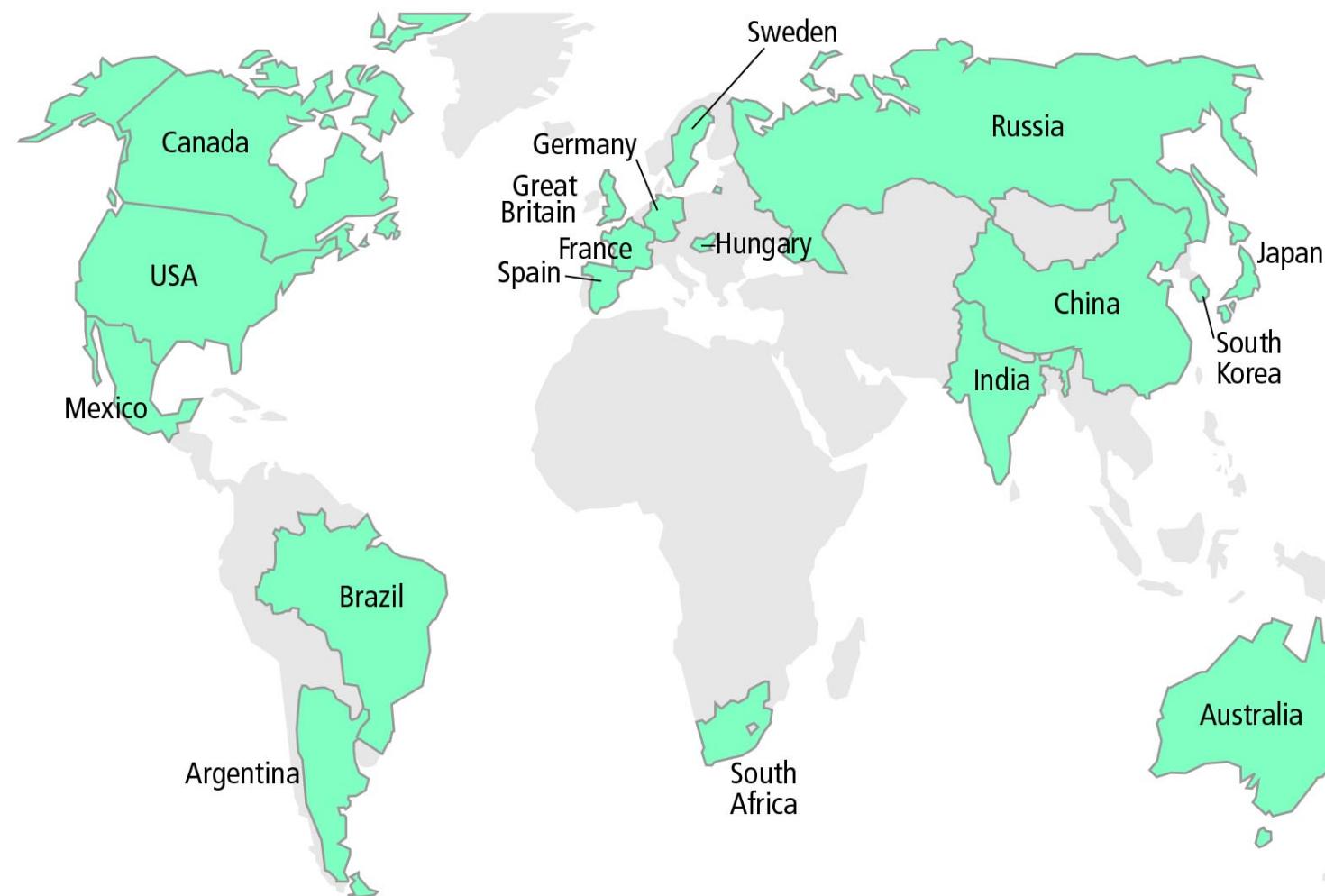
- The National Geographic Society wishes to inspire action both among the millions that the National Geographic brand touches worldwide, and among others who will hear about this study. Therefore, the research is specifically focused on consumer behavior. Although we recognize the importance of regulatory frameworks, country-specific climatic conditions, culture, economic development, and other factors affecting consumption, this study is limited to measuring consumer behavior in absolute terms.

- Throughout this report, "sustainable consumption" is defined as consumption that demands less of the ecosystem services that the Earth provides, and is less likely to impair the ability of future generations to meet their own needs as a result.

- The following is GlobeScan's fifth report of findings from this research project conducted with consumers in 18 countries.

2014

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Methodology: Internet Surveys

- GlobeScan used a quantitative Internet methodology for this study. It is recognized that Internet panels do have some limitations in providing a thoroughly "representative" sample of the general population, but it is felt that the objective of measuring consumer behavior can be well met by the use of Internet research in the countries included in this study. Even though access to the Internet is more restricted in developing countries, it is believed that the preferences of the consuming public can be determined through Internet research, as long as sufficiently large panels are used.

- In addition, since the norm for public opinion research has been quickly evolving toward the use of online panels, this methodology continues to be used so that modal changes that negatively affect the ability to track changes will be avoided.

- This report is based on the results of online interviews with approximately 1,000 consumers in each of the 18 countries, representing both developed and developing economies.

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- At the outset of this research project in 2008, the National Geographic Society (NGS) commissioned GlobeScan to conduct an analysis of its existing survey research to identify potential target populations for NGS's planned research project.

- GlobeScan annually tracks global public opinion on a range of issues; annual surveys include over 20,000 interviews across 20+ countries on six continents, using face-to-face or telephone interviews with samples of 1,000 citizens per country. GlobeScan had relevant survey data available for 18 of National Geographic's initial list of 22 potential target countries. GlobeScan applied a quantitative approach to this body of research to classify countries according to like behaviors and attitudes, in order to help National Geographic select countries for inclusion in the Greendex.

- To ensure that no demographic groups were over-represented in the quantitative survey sample, quota caps were set for education, age, gender, and region.

- The maximum number of survey completions by consumers who had completed a university degree or more was set at 30 percent for Argentina, Brazil, China, India, Mexico and South Africa, and at 35 percent for Australia, Canada, France, Germany, Great Britain, Hungary, Japan, Russia, South Korea, Spain, Sweden, and the USA.

- Quota caps for age were set at 30 percent of respondents under 35 in Australia, Canada, France, Germany, Great Britain, Hungary, Japan, Russia, Spain, Sweden, and the USA; 40 percent of respondents in Argentina and South Korea; 50 percent of respondents under 35 in Brazil, China, India, Mexico and South Africa; 40 percent of respondents between 35 and 55 in most countries (30 percent in Argentina and Sweden and 34% in South Africa); 40 percent of respondents over 55 in Sweden; 30 percent of respondents over 55 in Argentina, Australia, Canada, France, Germany, Great Britain, Hungary, Japan, Russia, Spain, and the USA (20% in South Korea and 16% in South Africa); and 10 percent of respondents over 55 in Brazil, China, India, and Mexico.

- Quotas for gender were set at 50 percent male and 50 percent female in all countries (except South Africa which was set at 49% male and 51% female).

- The data for each country were weighted based on age, gender, and education according to the latest census data to reflect the demographic profile of each country.

- The respondents were surveyed using online panels made up of people who have previously agreed to take part in surveys and, as a result, are not taken randomly from the general population. For this reason, theoretical margin of error cannot be calculated; however, it has been shown that an online sample of this size, which has been properly weighted to meet the demographics of the general population, yields comparable results to a nationally representative random sample having a margin of error of +/- 3.1.

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Methodology: Quality Assurance

- GlobeScan systematically follows strict research quality management procedures in compliance with its ESOMAR membership requirements.

- Among other elements, compliance for this study required rigorous translation, fieldwork, and data-quality controls.

- Questionnaire translations were conducted by native speakers and then back-translated by additional independent translators.

- Quotas were applied to each country's survey sample and results were weighted according to the latest census data.

- Respondents who completed the questionnaire in unrealistically short times or who illustrated invariant response patterns were removed from the database.

- All statements and figures in this report have been fact-checked and proofed by individuals other than the report authors.
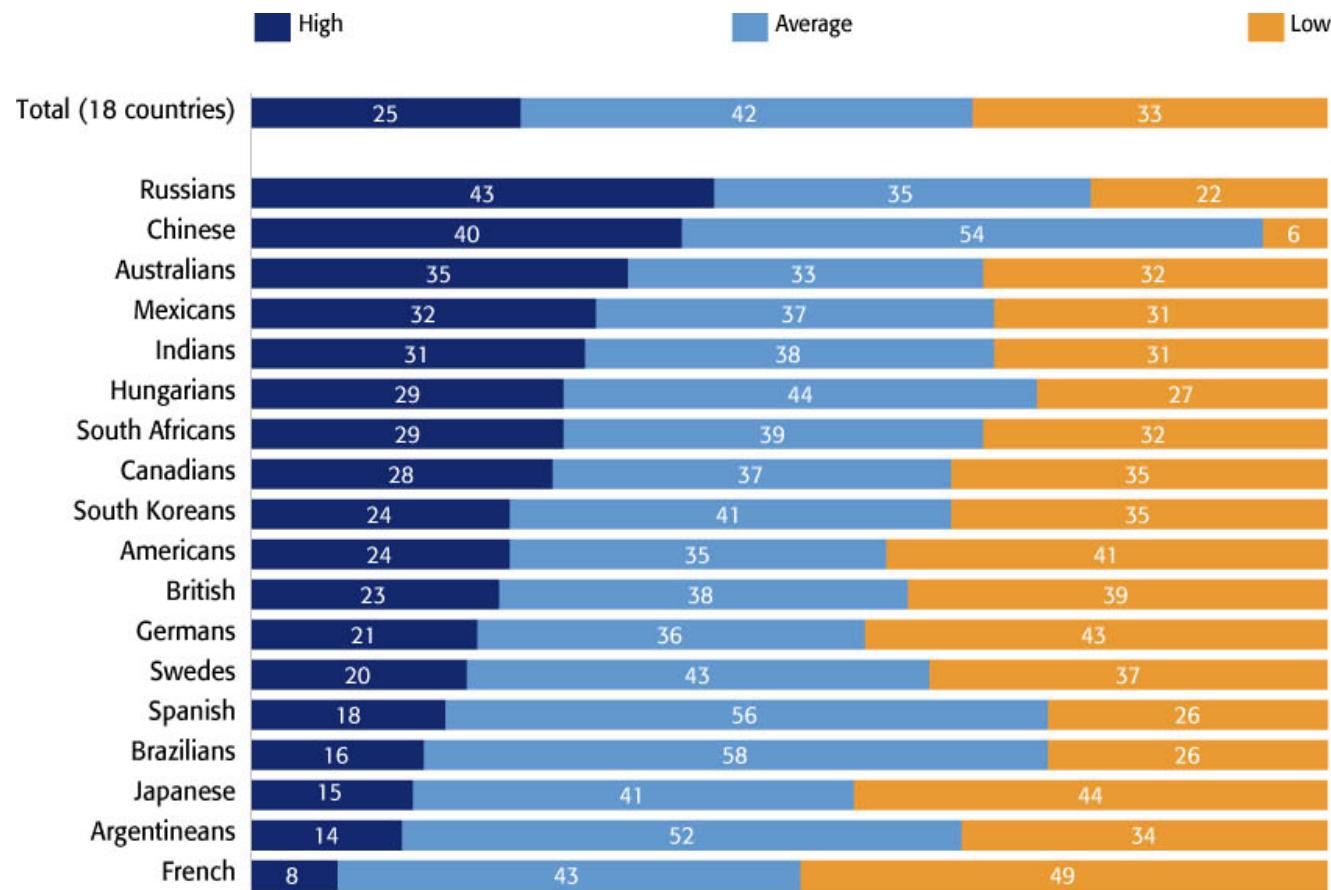
- As a function of the quotas applied to the survey sample and the weighting factors applied to the results, the populations surveyed can be briefly described as indicative cross sections of consumers in each country who have access to the Internet in order to complete surveys in either their homes or offsite in libraries, cafes, schools, workplaces, etc.

- Survey respondents are frequently referred to in this report as "consumers" since the focus of the research is the consumption behavior of citizens surveyed. GlobeScan does not equate the words "citizens" or "individuals" with the word "consumers."

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Figures and Charts

- All figures and charts except those reporting Greendex findings are expressed in percentages, unless otherwise noted. Totals may not add to 100 because of rounding.

- In the case of certain bar charts, white space represents the portion of respondents who either answered "Do not know" or did not answer at all (i.e., "DK/NA").

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Income

Percentage of Consumers in Each Country, 2014

Legend: ■ High ■ Average ■ Low

Country	High	Average	Low
Total (18 countries)	25	42	33
Russians	43	35	22
Chinese	40	54	6
Australians	35	33	32
Mexicans	32	37	31
Indians	31	38	31
Hungarians	29	44	27
South Africans	29	39	32
Canadians	28	37	35
South Koreans	24	41	35
Americans	24	35	41
British	23	38	39
Germans	21	36	43
Swedes	20	43	37
Spanish	18	56	26
Brazilians	16	58	26
Japanese	15	41	44
Argentineans	14	52	34
French	8	43	49

NGS14_income

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

Community Type

Percentage of Consumers in Each Country, 2014

Legend: Urban | Suburban | Rural

	Urban	Suburban	Rural
Total (18 countries)	60	25	15
Brazilians	89	8	2
Russians	89	7	4
Chinese	83	12	5
South Koreans	83	10	7
Mexicans	82	15	3
Argentineans	79	17	3
Spanish	77	13	10
Indians	72	21	7
Hungarians	62	14	24
Swedes	54	20	25
Germans	52	19	29
Canadians	50	29	21
French	45	21	34
Japanese	41	39	20
South Africans	40	51	9
British	35	42	23
Americans	27	50	23
Australians	20	61	18

NGS14_community

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

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Methodology: Field Dates

Argentina	April 19 – May 1, 2014
Australia	March 26 – April 6, 2014
Brazil	April 17–30, 2014
Canada	April 22–29, 2014
China	April 21–29, 2014
France	April 21 – May 1, 2014
Germany	April 17–26, 2014
Great Britain	March 26 – April 1, 2014
Hungary	April 17–29, 2014

India	March 26 – April 10, 2014
Japan	April 21–30, 2014
Mexico	April 22–29, 2014
Russia	April 17–28, 2014
South Africa	March 26–31, 2014
South Korea	April 17 – May 5, 2014
Spain	April 22–30, 2014
Sweden	April 16–29, 2014
USA	March 26 – April 3, 2014

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Concern about Issues

Concern about Global Issues

- Economic problems continue to be among the top concerns for consumers in most countries. Concern for the economy has significantly decreased in North America.

- Overall concern for environmental issues has increased since 2012 in all areas surveyed. There were no significant decreases in concern in any country. Respondents tend to be most concerned about air and water pollution.

- Consumers in emerging economies tend to be more concerned about the spread of infectious diseases, food safety, and environmental issues than consumers in industrialized countries.

- Concern for the cost of food has increased or remained stable in all countries except Hungary since 2012. Food safety concern has increased in most countries.

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"Concerned,*" Prompted, Percentage of Consumers in Each Country, 2014

	Total (18 countries)	Americans	Argentineans	Australians	Brazilians	British	Canadians	Chinese	French	Germans	Hungarians	Indians	Japanese	Mexicans	Russians	South Africans	South Koreans	Spanish	Swedes
Cost of energy/fuel	79	79▼	79	82	85▲	83	81	70	82	75	75▼	82	76	87▲	79	92	80	83	46▼
The cost of food	76	79	84▲	75	91▲	74	80▲	86	79	52	76▼	79	68▲	90▲	84	94	67	77▲	32
Air pollution	74▲	58▲	82	61▲	88	50▲	65▲	92▲	73▲	60▲	79	83▲	72▲	86	82▲	78	88▲	74▲	56▲
Water pollution	73▲	64▲	86	63	92▲	48	68	90	73▲	55▲	81▲	83▲	55	89	84	85	81▲	69▲	48
The economy	72	80▼	78	65	76▲	68▼	70▼	84	73	43▼	72▲	77▲	71▼	84	68	86	75	86	49
Food safety	70▲	66▲	73▲	59▲	79▲	50▲	67▲	94	67▲	46▲	72▲	83▲	69▲	80	85	80	79▲	64▲	42▲
Climate change / global warming	68▲	51▲	80	57▲	82	52▲	60	78▲	67▲	61▲	67▲	83	71▲	85	54▲	72	85	68▲	56▲
War/terrorism	68▲	68	71▲	61▲	73▲	63	56▲	70▲	69	63▲	70▲	71	62▲	74	86▲	65	70▲	72▲	53▲
Fresh water shortages	65▲	60▲	80	59	91	45	59	74▲	63	49▲	69▲	84▲	37▲	85	55▲	85	80▲	63▲	37▲
Loss of species/habitat	64▲	53▲	79▲	65▲	78▲	61▲	60	57	62▲	61▲	72▲	65	45▲	79	64	75	64▲	63▲	56▲
Spread of infectious disease	63	58▲	71▲	56▲	85▲	48▲	59▲	84	56▲	38▲	63▲	77▲	41▲	76▲	73▲	77	61▲	62▲	43
Population growth	50▲	43	45▲	58▲	61▲	60▲	48▲	60	45▲	44▲	48▲	78	35▲	64	31	67	37▲	43▲	38

*"Concerned" represents 4+5 (on a scale of 1 to 5 where 1 means "Not at all concerned" and 5 means "Very concerned").

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▲ Indicates an increase >6 points from 2012

▼ Indicates a decrease >6 points from 2012

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The Greendex

- National Geographic and GlobeScan developed a composite measure of environmentally sustainable consumption called the Greendex. The Greendex scores each respondent based on the consumption patterns they report in the survey, and compares average scores by country.

- The Greendex measures consumer behavior in four broad areas: housing, transportation, food consumption, and goods.

- The Greendex has been and will continue to be used to track changes in sustainable consumption at the global level and within specific countries.

- In the short term, the Greendex is meant to encourage sustainable consumption by increasing consumer awareness and providing consumers with global reference points for comparing their own consumption patterns.

- The Greendex has provided and will continue to provide governments and corporations with the insights they need to facilitate or encourage sustainable consumer behavior, through government legislation, product development, or other sustainability initiatives.

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- Each respondent earns a score that reflects the environmental impact of his or her consumption patterns. Low scores signify greater environmental impacts, and vice versa.

- Points are awarded or subtracted for specific forms of consumer behavior, resulting in a score out of a maximum total available for each respondent.

- No allowances are made for consumer behavior that is determined by geography, climatic conditions where respondents live, culture, religion, or the relative availability of sustainable products.

- Most forms of sustainable consumer behavior are weighted equally within the main components of the Greendex.

- Forms of behavior that have obviously larger environmental costs or benefits are weighted more heavily (e.g., home heating and driving alone). That is, these activities have a greater impact on Greendex scores.

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- The housing and transportation sub-indices are weighted slightly more heavily than the food and goods sub-indices.

- The weighting factors are based on both the direct and indirect impacts of consumption within each category. For example, Greendex calculations take into account the impact not only of driving a vehicle, but also the impact of manufacturing and disposing of the vehicle.

- Greendex scores are based on approximately 65 response variables to uncover persistent patterns.

- Using many variables avoids skews that can occur within a smaller set of variables.

- Greendex values are expressed as a score out of 100. One hundred, however, does not represent a perfect score since there is no definition of perfectly sustainable consumer behavior. One hundred represents only the total number of Greendex points available in the index algorithm and questionnaire.

- The index is indicative and provides an estimate, while not claiming scientific precision.

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Greendex Structure
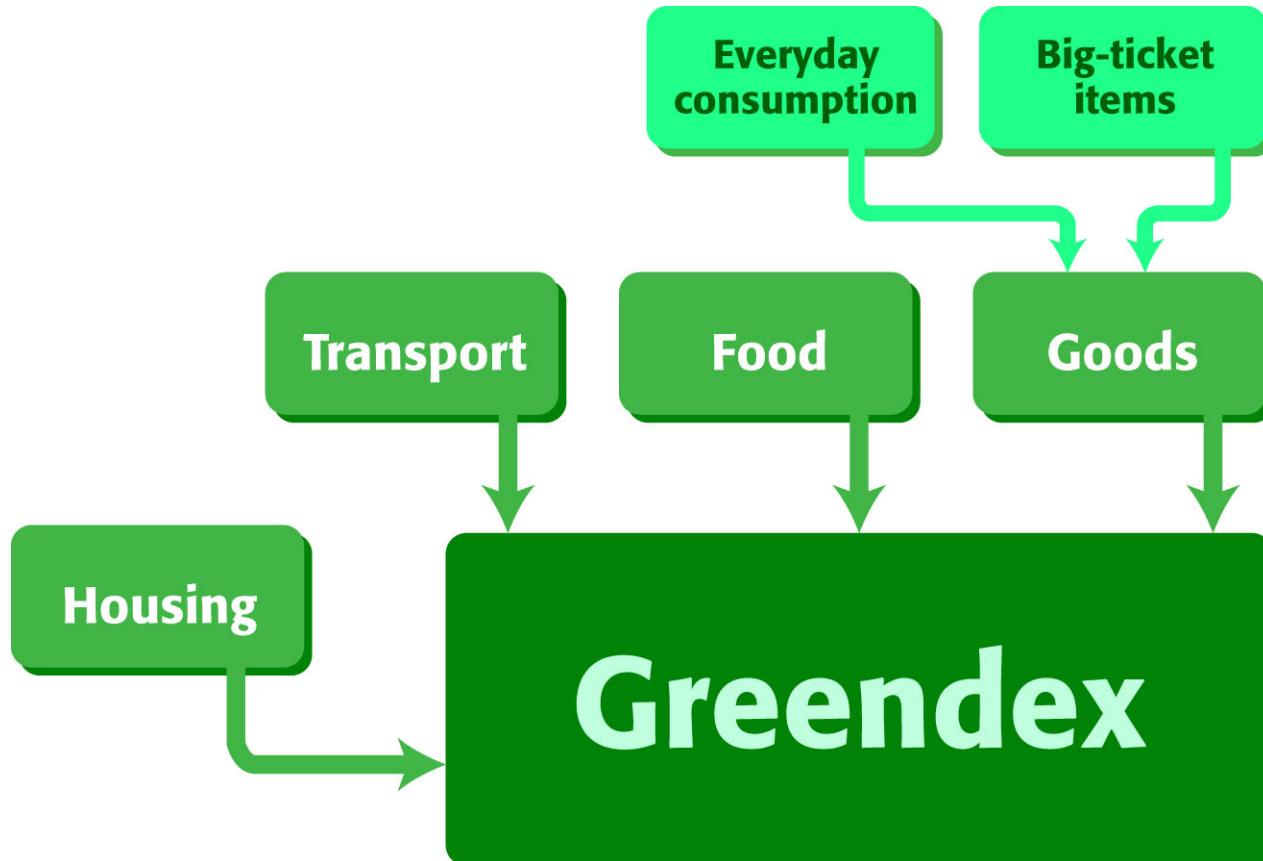
- The Greendex is a meta-index composed of sub-indices.

- Sub-indices were created to gage consumer behavior in four broad areas:

  - Housing

  - Transportation

  - Food

  - Consumption of Goods

    - Everyday purchases and disposal

    - Big-ticket items (e.g., appliances)

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Greendex scores are calculated at the respondent level using the model below:

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Sub-Index Content: Housing

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The Housing sub-index consists of 24 variables measuring the following:

- Size of residence relative to number of inhabitants

- Home heating and cooling, including fuel source

- Hot water and water-heating equipment

- Recent upgrades to residence that result in more efficient heating or cooling

- Consumption of renewable energy (both through the grid and generated on-site)

- Energy-efficient major appliances

- Water usage

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Sub-Index Content: Transportation

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The Transportation sub-index consists of 17 variables measuring the following:

- Driving

- Ownership of motorized vehicles

- Size of vehicle driven

- Distance vehicle is driven

- Owning an ultra-low emissions vehicle (ULEV or hybrid)

- Air travel

- Use of public transit

- Taking trains

- Riding a bicycle

- Walking

- Location of residence relative to primary destination

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Sub-Index Content: Food

The Food sub-index consists of eight variables measuring consumption of the following:

- Locally produced foods

- Foods grown or raised by oneself

- Fruits and vegetables

- Beef

- Chicken

- Seafood

- Bottled water

- Organic foods are not included in the sub-index due to high variability in the definition and understanding of "organic" from country to country

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Sub-Index Content: Goods

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The Goods sub-index is a combination of everyday consumption and ownership of big-ticket items. It consists of 16 variables such as:

- Purchase and/or avoidance of specific products for environmental reasons

- Avoidance of excessive packaging

- Preference for reusable consumer goods over disposable products

- Willingness to pay an environmental premium

- Preference for used rather than new items

- Preference to repair rather than to buy a replacement

- Recycling

- Number of TVs and PCs per household member

- Numbers of refrigerators, dishwashers, and laundry machines per household member

- Second homes, recreational vehicles, lawnmowers, and other small engines

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Within Sub-Indices

- Within each sub-index, each respondent earns a score on a continuum from -x to +y, where -x represents the minimum possible score and +y is the maximum possible score.

- The scale and respondent's scores are converted to positive numbers.

- Respondent scores are then standardized across the indices to be expressed as a score out of 1, which can be thought of as a percentage score.

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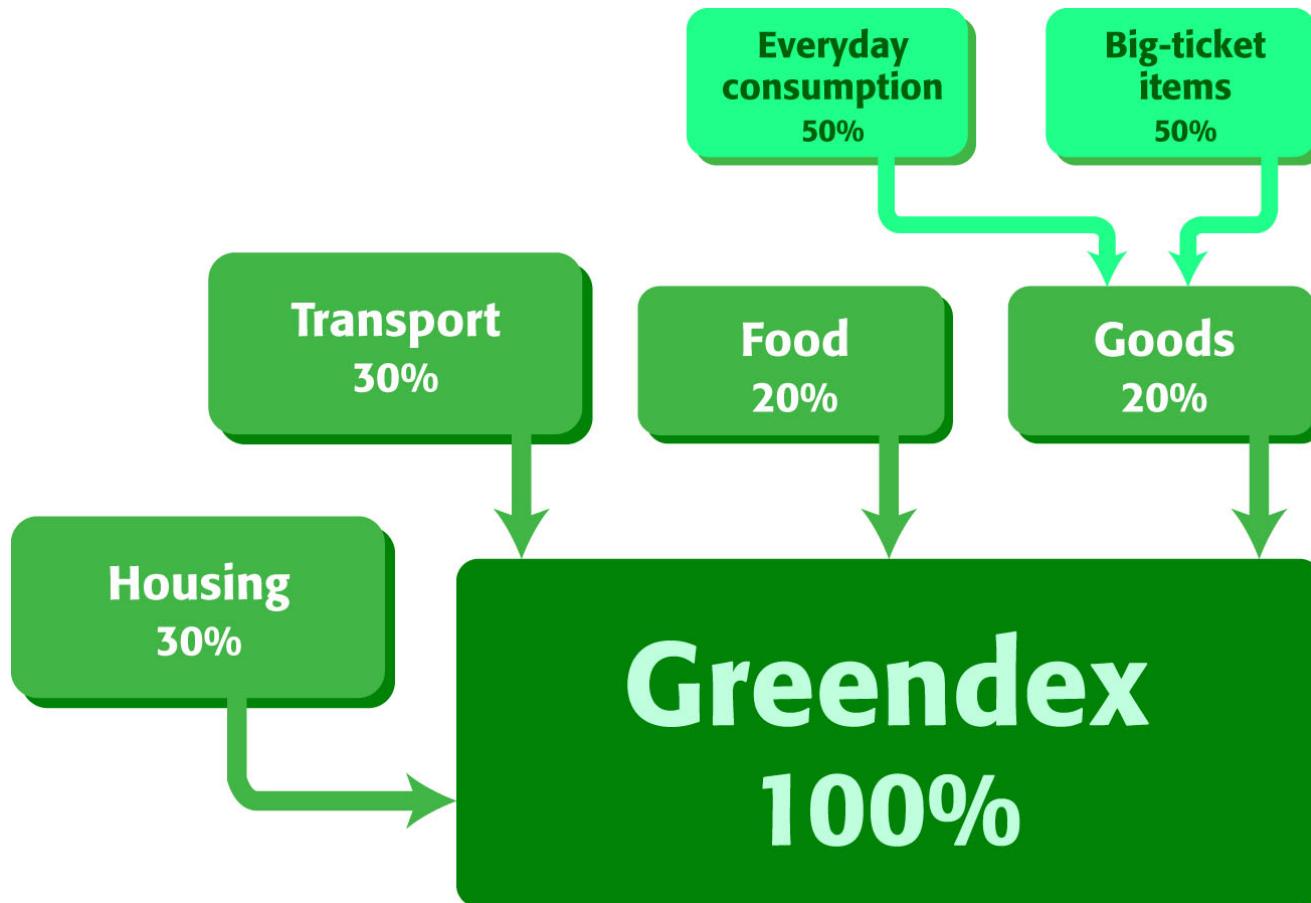
Combining the Sub-Indices to Form the Meta-Index

- First, the Everyday Consumption sub-index and the Big Ticket sub-index are combined by calculating a mean score across the two sub-indices. This creates the new sub-index called Goods.

- The percentage scores within the individual sub-indices are then multiplied against the total weighted contribution the sub-index contributes to the Greendex total scores.

- The resulting scores are then summed to create a score out of 100 for each respondent.

In calculating the total Greendex scores, the sub-indices are weighted as follows:

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Greendex Results

Greendex: Summary

- This is the fifth year of the Greendex study. This year there are several increases but only a few decreases in overall Greendex scores across the 18 countries surveyed. Scores among consumers in most countries remain fairly steady. Consumers in developing nations continue to fill the top tier of the Greendex rankings, while the bottom nine countries are all industrialized.

- Greendex scores have increased substantially for Indians, South Koreans, Argentineans, Mexicans, Swedes, and Australians, although the latter two remain bottom-tier. Scores have also increased, albeit less so, among Hungarian, Russian, and British consumers.

- Indian consumers, who maintain the first ranking, have had a notable increase in their Greendex scores after a dip in 2012. Argentinean consumers' overall ranking has moved up two spots, from seventh to fifth place.

- Higher index scores for Indian consumers are driven mostly by a large increase in the residence sub-index. For the increase in index scores for Argentineans, the transportation sub-index is the main positive driver. Australians' and South Koreans' increased scores are driven by higher food sub-index scores, while higher scores for Mexicans are driven by higher housing and food scores. Swedes' higher index scores are driven by an increase in their transportation sub-index scores.

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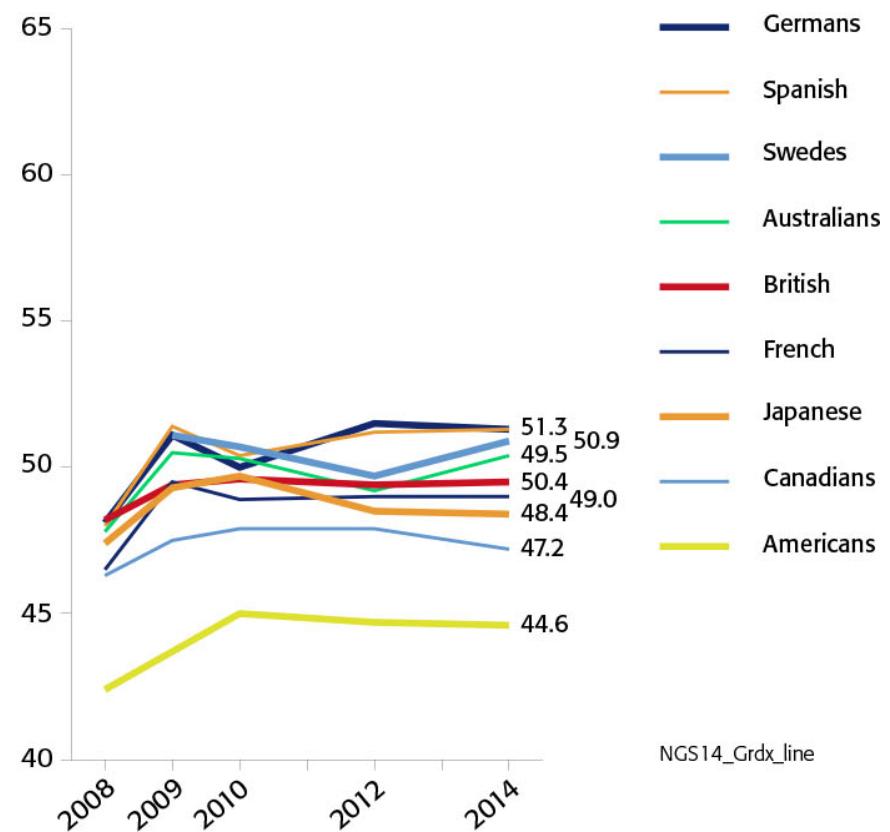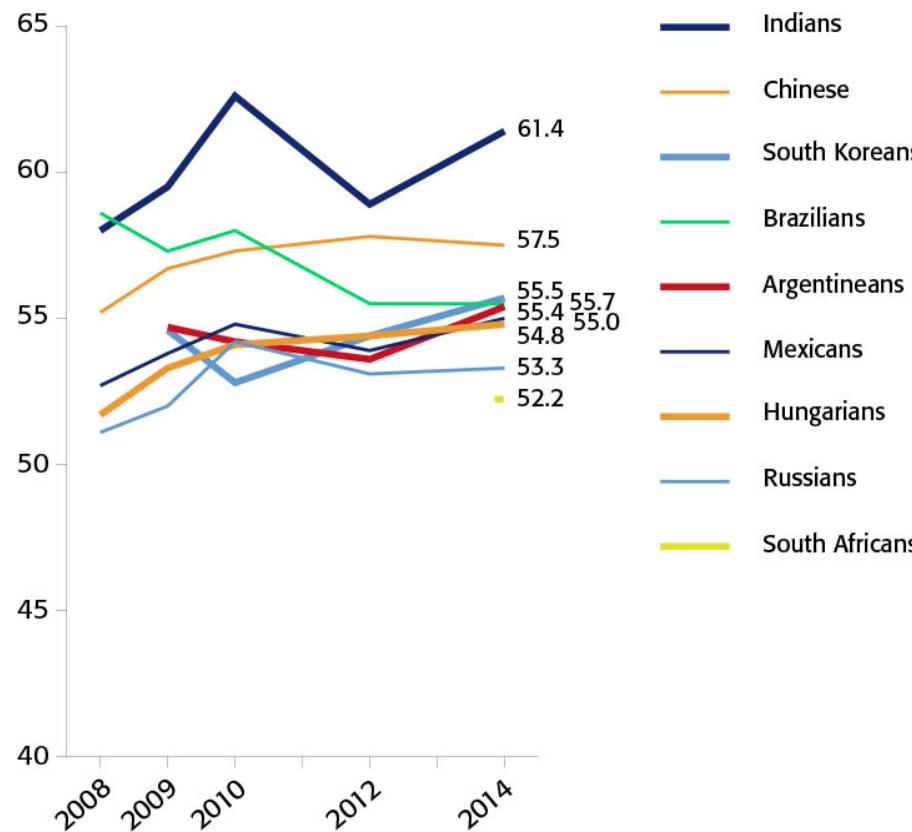
- For the fifth year, American and Canadian consumers rank as the bottom two, with Americans' score having decreased marginally, and Canadians' score having decreased since 2012.

- Lower Greendex scores this year for Canadian, German, and Japanese consumers are driven mostly by decreased scores in the goods and housing sub-indexes, while lower scores for Chinese consumers are driven by decreased scores in transportation and goods sub-indexes. Americans' lower scores are mostly driven by decreased scores in the goods sub-index.

- Although still among the top tier of the index, Brazilian consumers are the only ones whose Greendex scores are lower this year than their baseline level of 2008, with scores for consumers in all the other countries having increased over the past six years. Brazilians score lower on all the sub-indexes than they did in 2008. It is particularly noteworthy that while consumers in all other countries surveyed in both years have improved their housing scores compared to their 2008 baseline levels, results show decreased performance for Brazilians on this sub-index (where they have shown a steep decline since achieving a particularly high score in 2010).

- Increased Greendex scores for consumers in all the other countries over the past six years suggest that incremental improvements are occurring among consumers in most places. By most accounts, however, both the pace and scale of change must accelerate.

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Trends: 2008–2014

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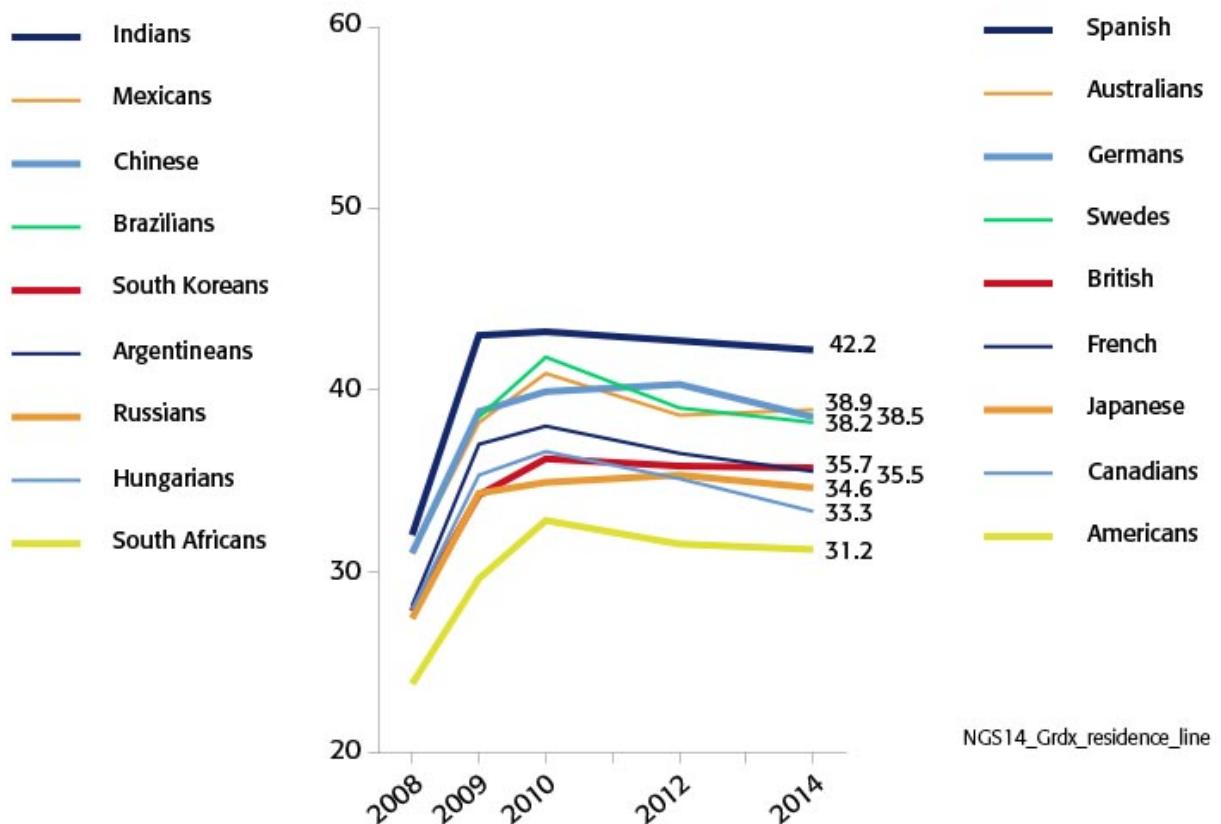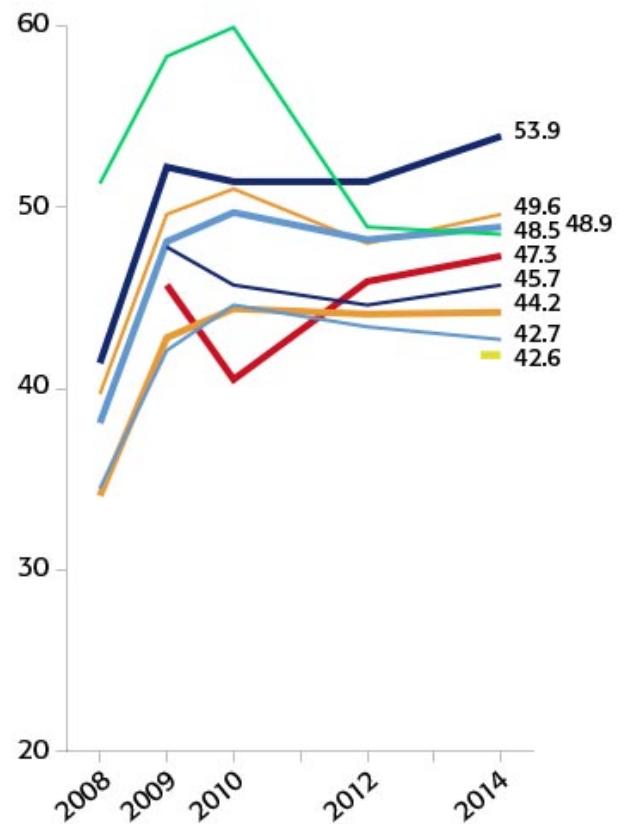
Greendex: Housing

Trends: 2008–2014
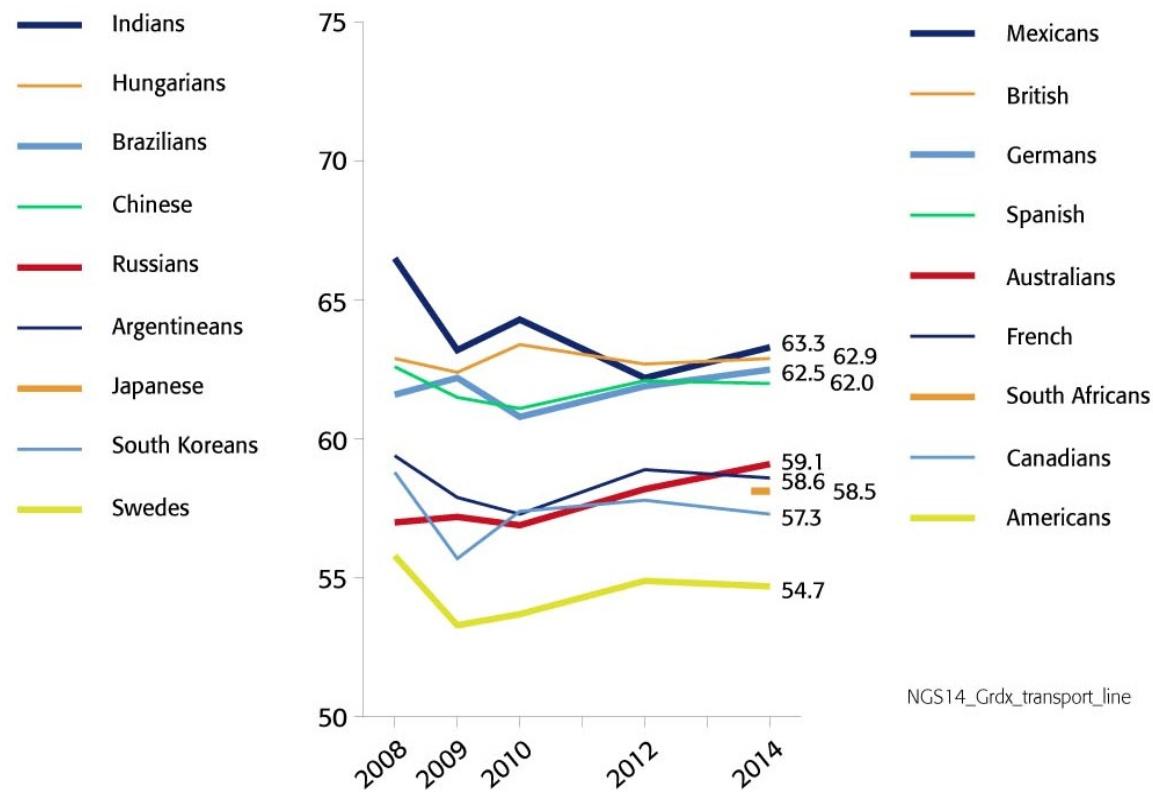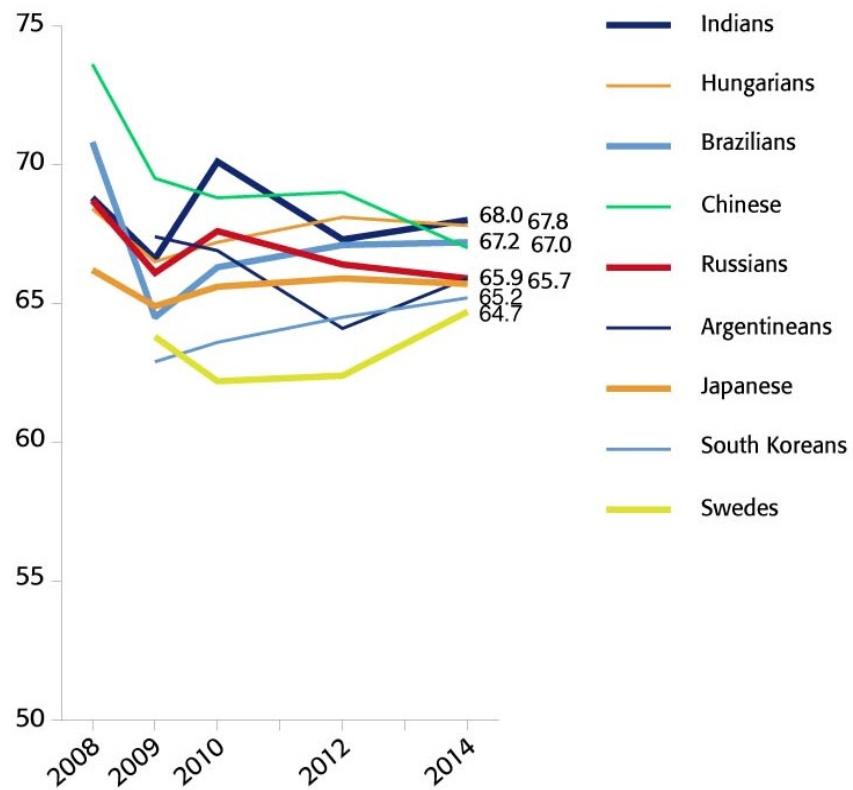
Greendex: Transportation

Trends: 2008–2014
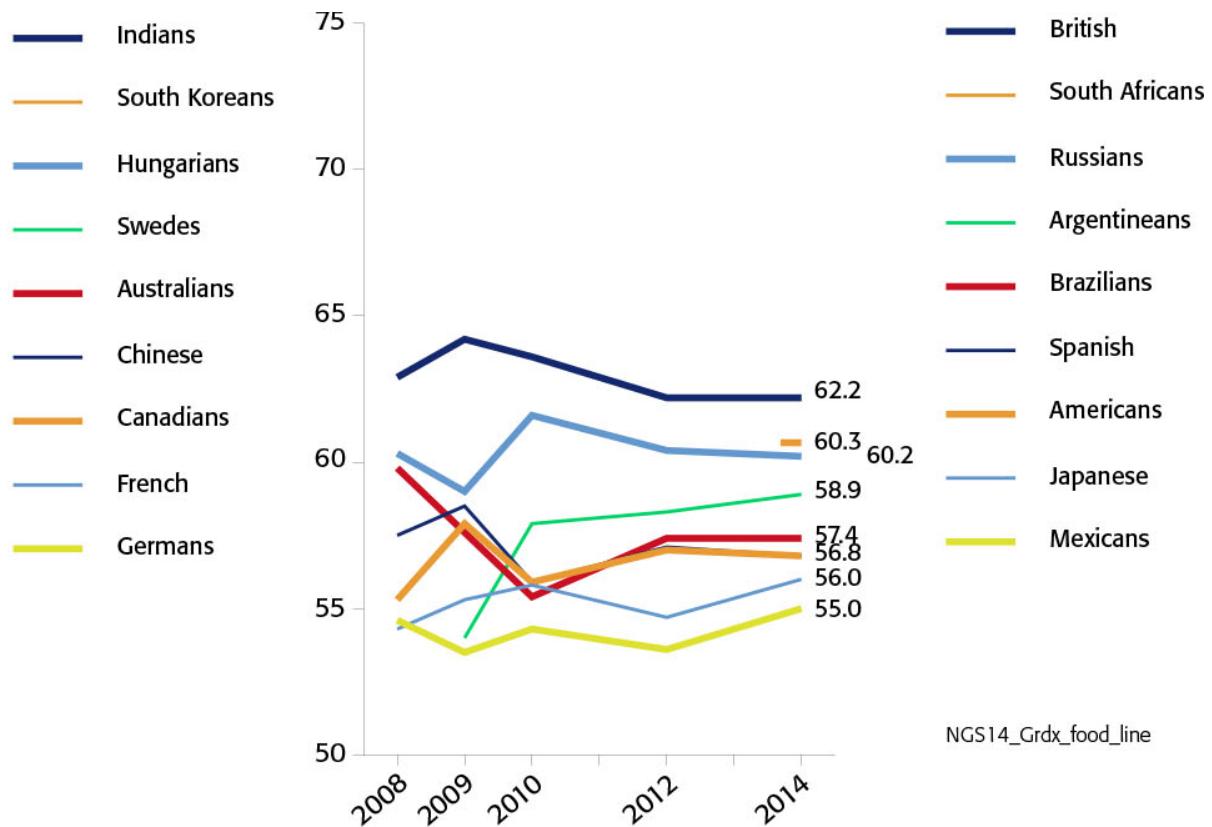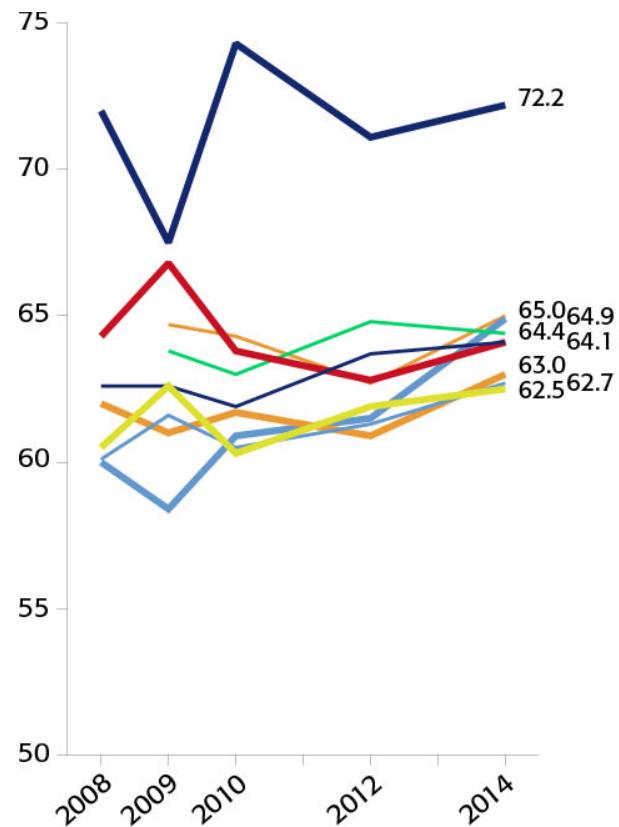
Trends: 2008–2014

Left chart legend: Indians, South Koreans, Hungarians, Swedes, Australians, Chinese, Canadians, French, Germans

Left chart labels: 72.2, 65.0, 64.9, 64.4, 64.1, 63.0, 62.5, 62.7

Right chart legend: British, South Africans, Russians, Argentineans, Brazilians, Spanish, Americans, Japanese, Mexicans

Right chart labels: 62.2, 60.3, 60.2, 58.9, 57.4, 56.8, 56.0, 55.0
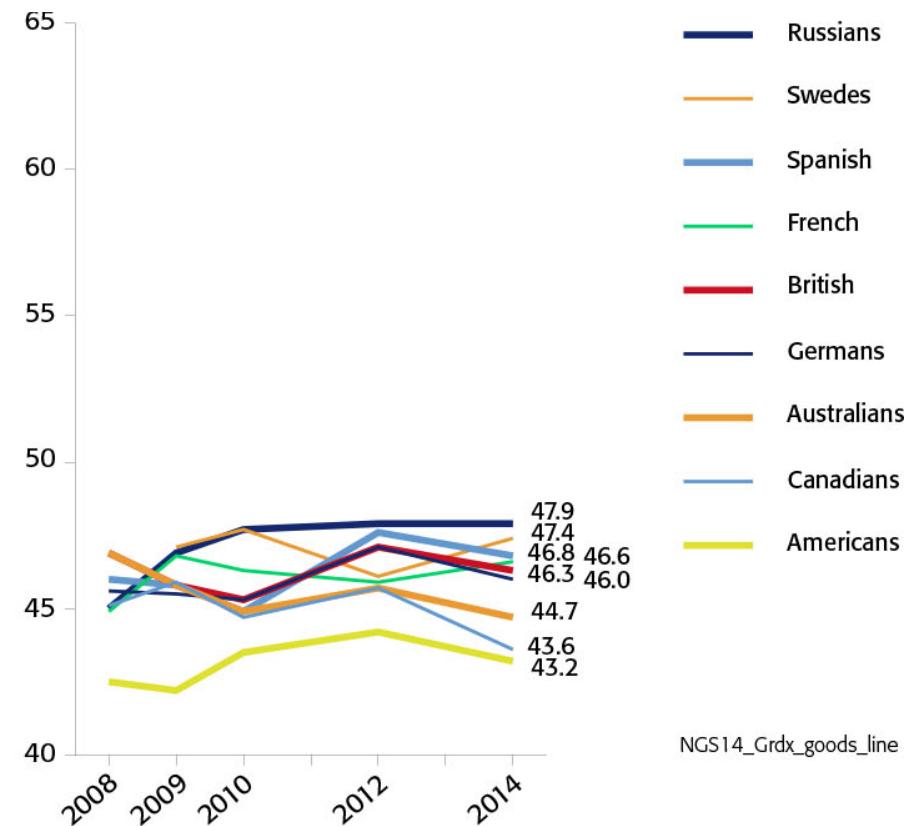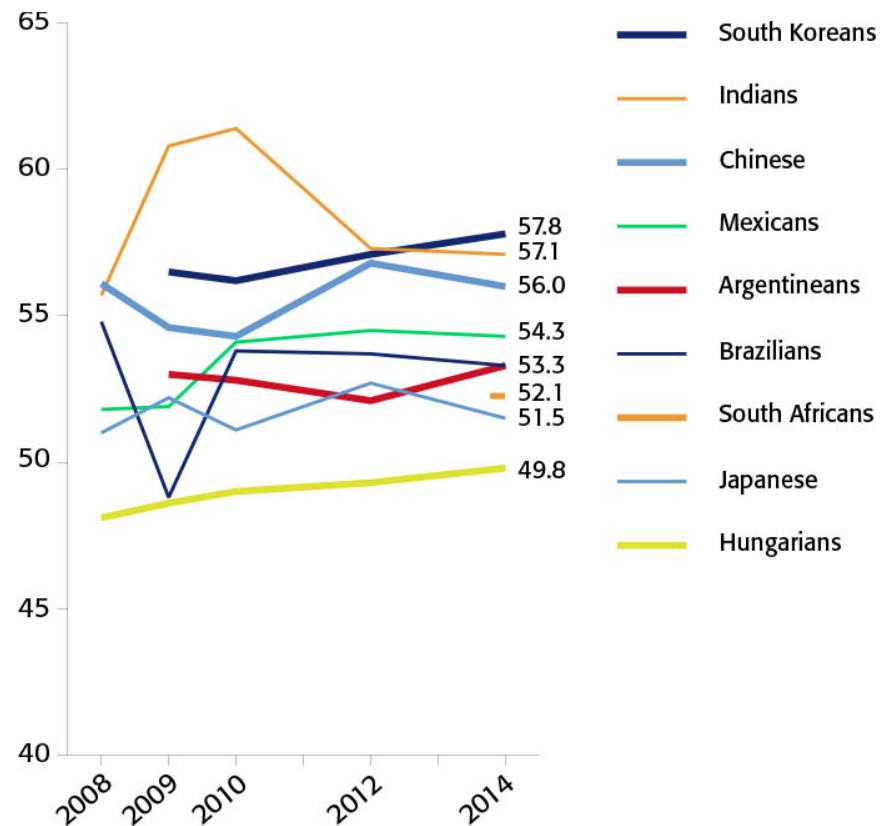
NGS14_Grdx_food_line

Trends: 2008–2014

NGS14_Grdx_goods_line

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Consumers in Each Country, 2012–2014
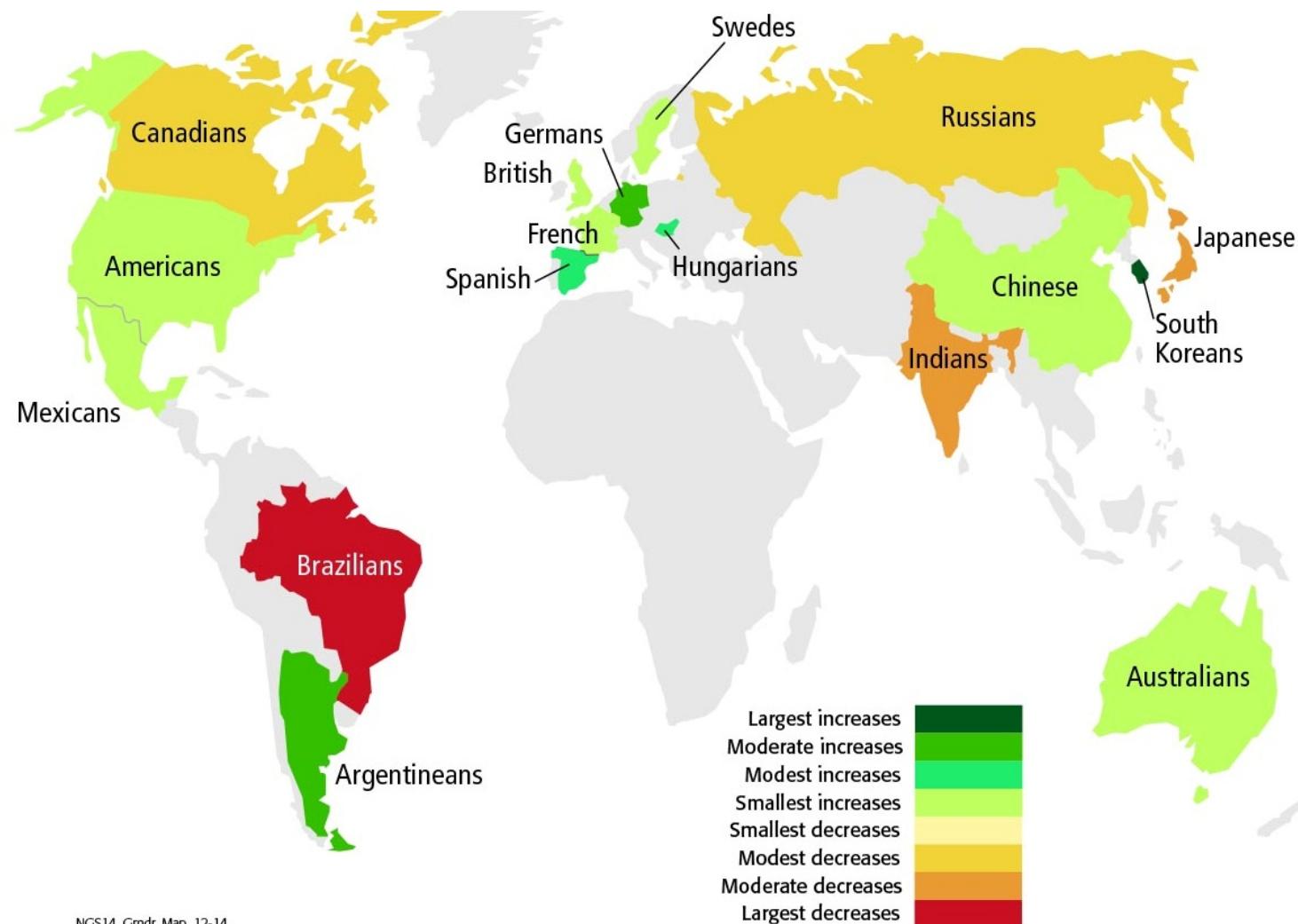
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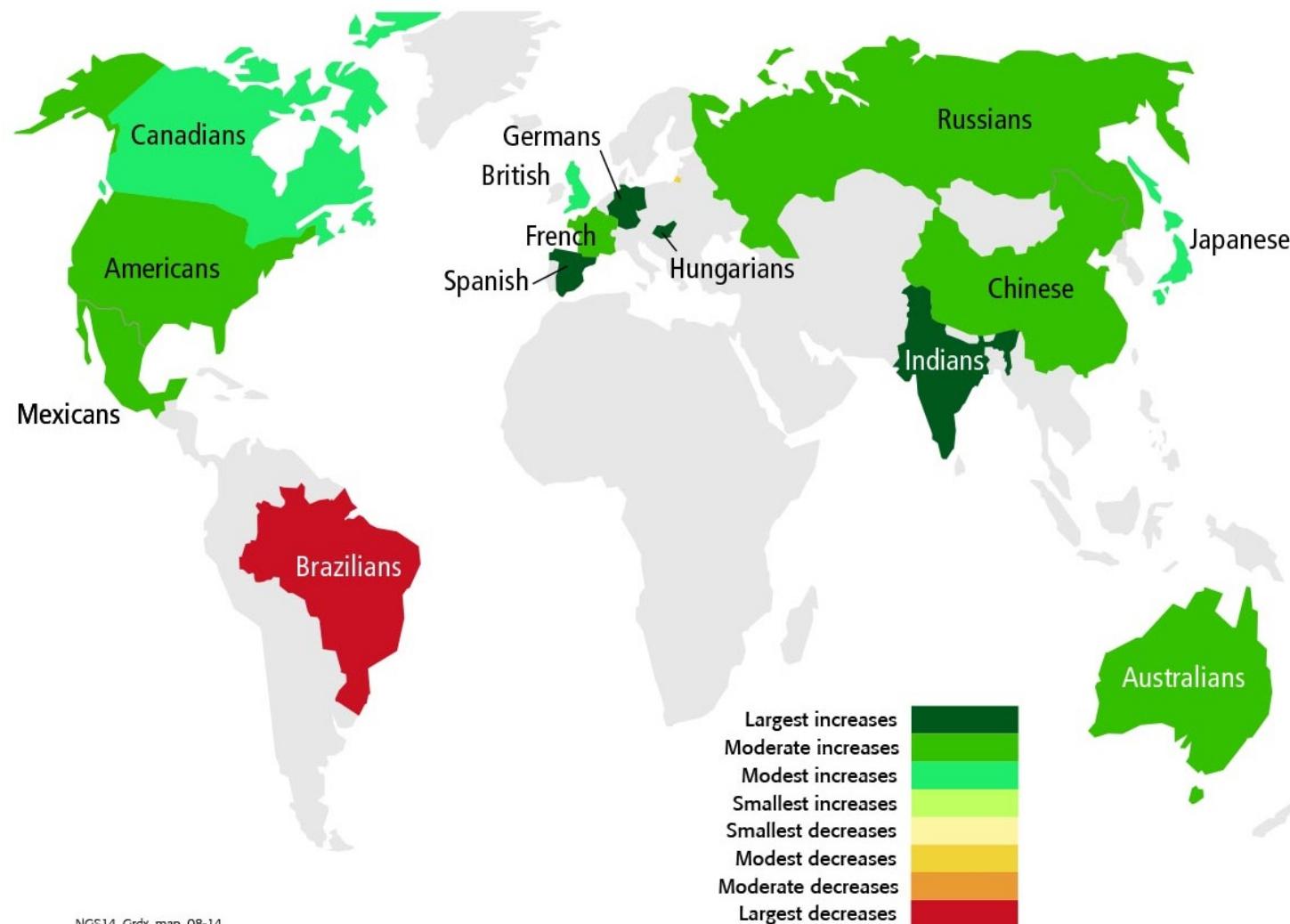
Consumers in Each Country, 2010–2014

NGS14_Grndr_Map_12-14

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Consumers in Each Country, 2008–2014

42

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Attitudes and Beliefs:
Findings by Country
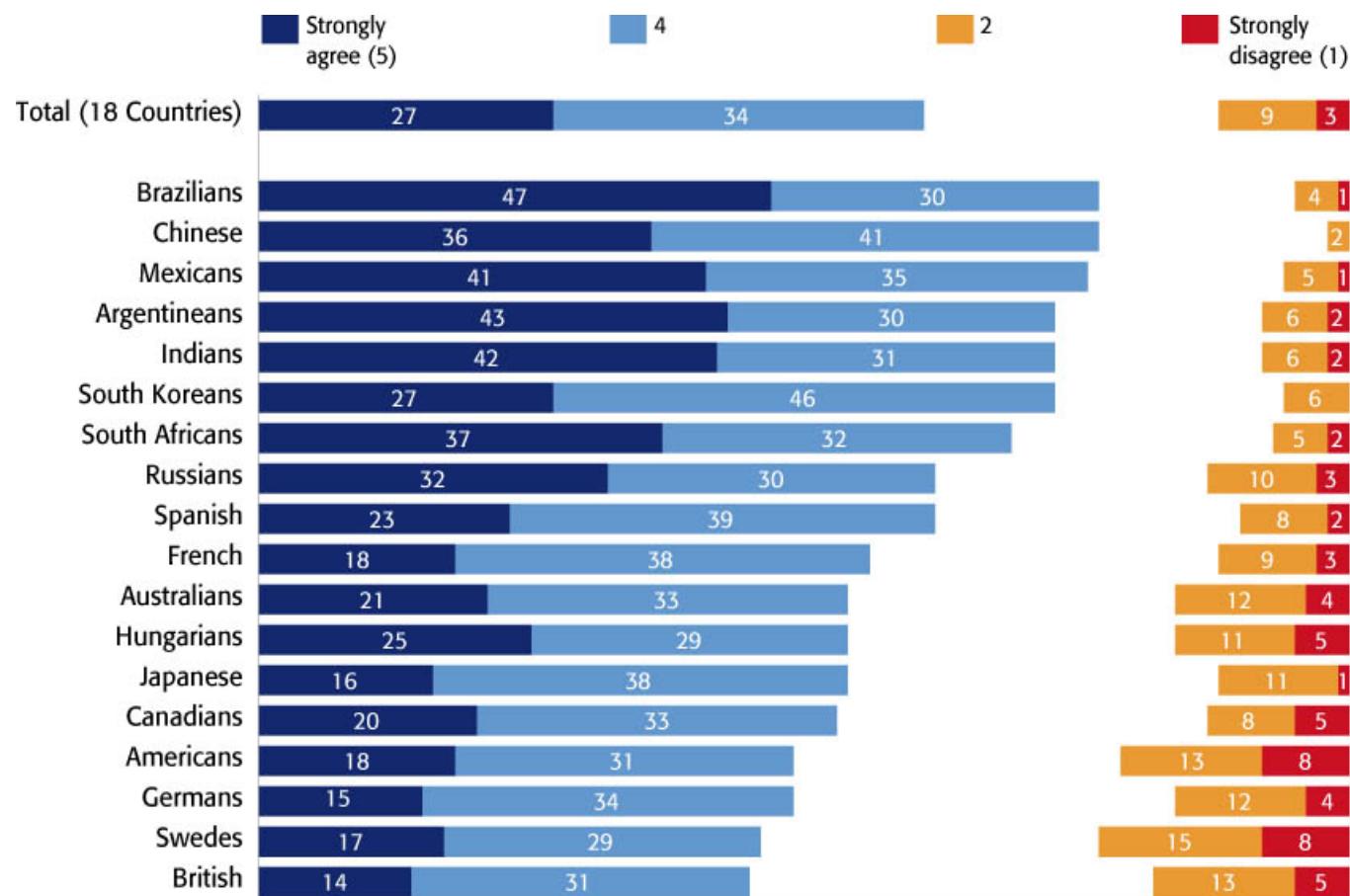
- There is a significant amount of concern about the environment across the 18 countries surveyed. More than half of consumers are very concerned about environmental problems and four out of ten believe that environmental problems are having a negative impact on their health. Environmental concern has increased since 2012 among consumers in 11 of the 18 countries.

- Countries with high Greendex scores tend to have a higher proportion of consumers who feel very guilty about their environmental impact. Respondents from countries with high Greendex scores are also less likely to believe that individuals can affect their society's environmental impact, whereas those with the lowest scores tend to be the most empowered.

- A majority of consumers in the 18 countries believe that global warming will negatively affect their own life and that people must dramatically reduce their consumption to improve the environment for future generations. The perception that global warming will affect people has grown since 2012. The majority of consumers do not think the government or companies/industries in their country are working hard to make sure they have a clean environment.

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Percentage of Consumers in Each Country, 2014

	Strongly agree (5)	4	2	Strongly disagree (1)
Total (18 Countries)	27	34	9	3
Brazilians	47	30	4	1
Chinese	36	41	2	
Mexicans	41	35	5	1
Argentineans	43	30	6	2
Indians	42	31	6	2
South Koreans	27	46	6	
South Africans	37	32	5	2
Russians	32	30	10	3
Spanish	23	39	8	2
French	18	38	9	3
Australians	21	33	12	4
Hungarians	25	29	11	5
Japanese	16	38	11	1
Canadians	20	33	8	5
Americans	18	31	13	8
Germans	15	34	12	4
Swedes	17	29	15	8
British	14	31	13	5

NGS14_17Aa_EnvCon

The white space in this chart represents "3" (on a scale of 1 to 5 where 1 means "Strongly disagree" and 5 means "Strongly agree") and "DK/NA."

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"Agree (4+5)," Percentage of Consumers in Each Country, Increases: 2008–2014

Left chart legend:
- Brazilians
- Mexicans
- Argentineans
- Indians
- Spanish
- French

Left chart end values: 77, 76, 73, 62, 56

Right chart legend:
- Hungarians
- Japanese
- Australians
- Germans
- Swedes

Right chart end values: 54, 49, 46

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Environmental Problems Are Having a Negative Impact on My Health Today

NATIONAL GEOGRAPHIC

Percentage of Consumers in Each Country, 2014

Legend: Strongly agree (5) | 4 | 2 | Strongly disagree (1)

Country	Strongly agree (5)	4	2	Strongly disagree (1)
Total (18 Countries)	16	24	17	11
Chinese	35	41	5	1
Indians	36	30	7	5
Russians	29	30	9	5
Brazilians	32	25	11	5
Mexicans	24	32	11	6
South Africans	23	31	14	4
South Koreans	12	40	10	1
Argentineans	24	22	13	7
Spanish	12	27	16	9
French	9	27	16	6
Canadians	10	23	21	13
Americans	8	21	23	18
Japanese	6	22	19	4
Australians	7	17	25	12
Swedes	7	16	25	18
British	5	16	27	15
Germans	5	11	29	28
Hungarians	4	9	29	35

NGS14_17Ae_Env_Health_neg
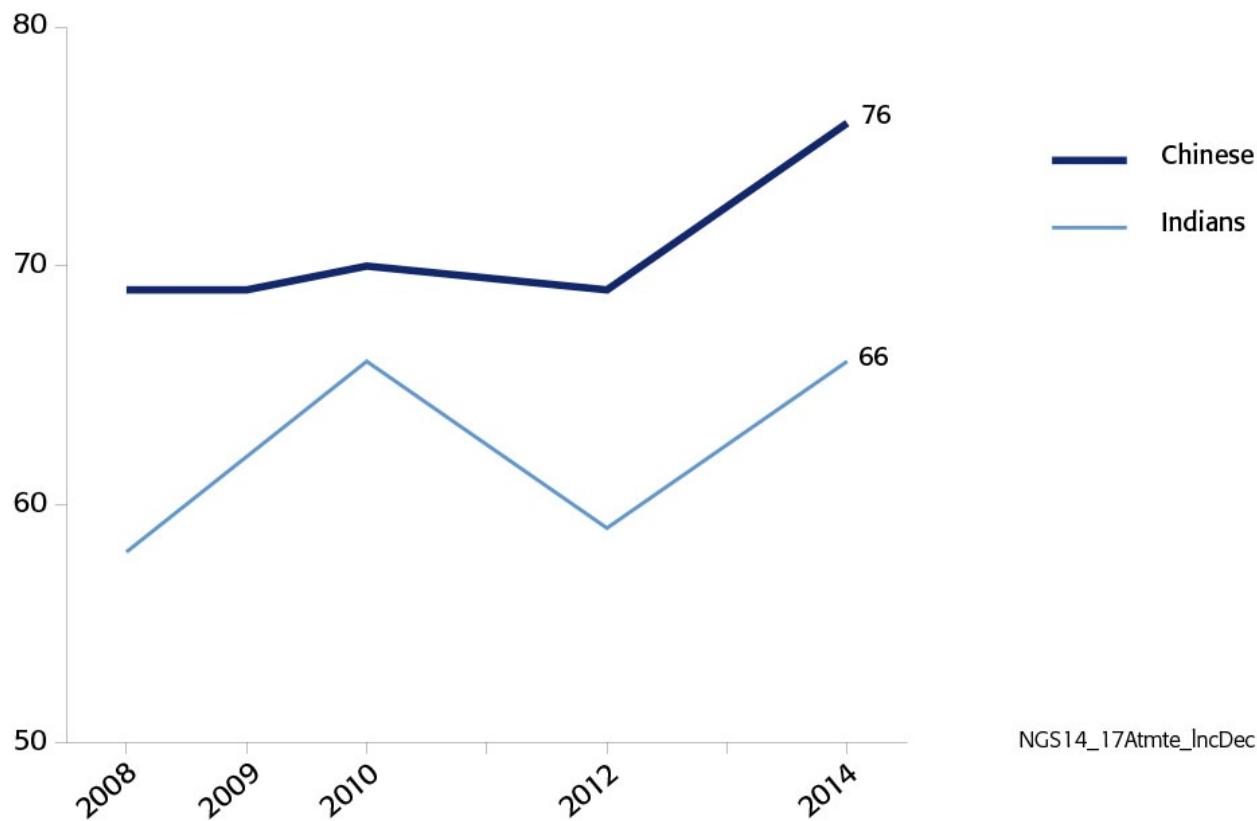
The white space in this chart represents "3" (on a scale of 1 to 5 where 1 means "Strongly disagree" and 5 means "Strongly agree") and "DK/NA."

GLOBESCAN

Environmental Problems Are Having a Negative Impact on My Health Today

"Agree (4+5)," Percentage of Consumers in Each Country, Increases: 2008–2014

NGS14_17Atmte_IncDec

Percentage of Consumers in Each Country, 2014

	Strongly agree (5)	4	2	Strongly disagree (1)
Total (18 Countries)	9	21	20	13
Indians	22	31	10	6
Mexicans	18	26	14	9
Chinese	11	30	14	5
Brazilians	17	22	15	13
South Africans	14	22	18	9
Argentineans	16	18	17	13
South Koreans	7	26	19	3
Hungarians	7	21	23	17
Australians	6	21	25	16
British	6	21	23	13
Spanish	7	20	19	15
Canadians	7	19	22	17
Americans	7	18	22	21
French	5	20	24	13
Swedes	6	19	25	16
Russians	7	15	22	24
Japanese	2	15	23	8
Germans	3	13	28	21

NGS14_17Af_Env_Guilty

The white space in this chart represents "3" (on a scale of 1 to 5 where 1 means "Strongly disagree" and 5 means "Strongly agree") and "DK/NA."

GLOBESCAN

I Feel Guilty about the Impact I Have on the Environment

NATIONAL GEOGRAPHIC

"Agree (4+5)," Percentage of Consumers in Each Country, Recent Trends: 2008–2014

Increases — Indians 53, Mexicans 44, Australians 27

Decreases — Brazilians 38, Russians 22
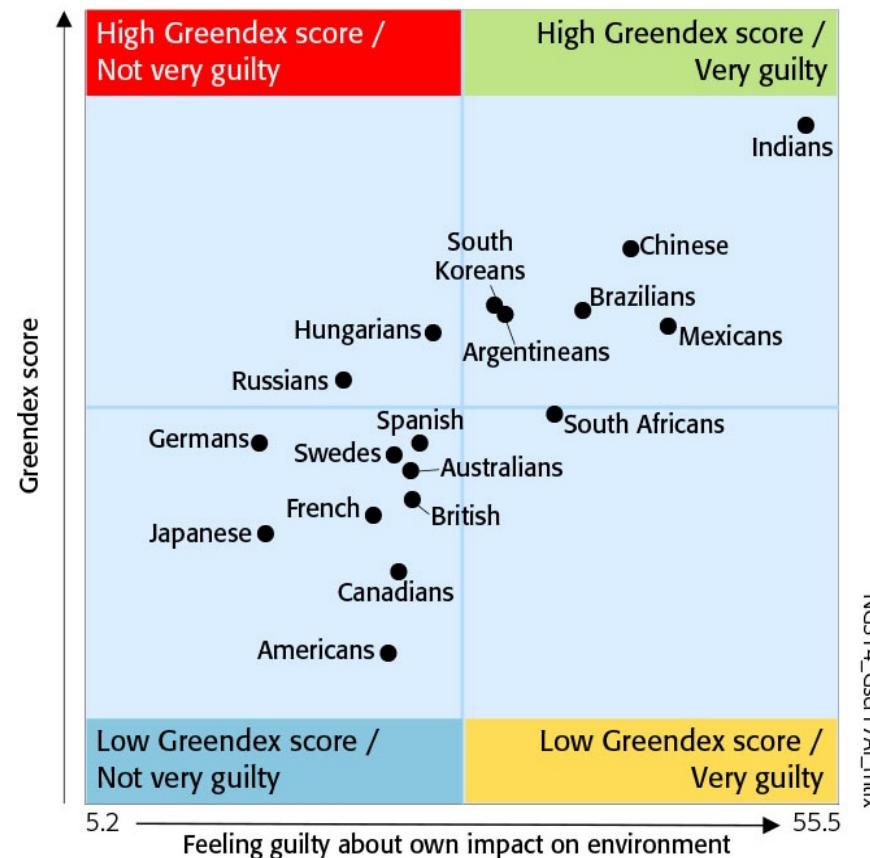
NGS14_17Atmtf_trk

GLOBESCAN

Greendex Score vs Feeling Guilty

Consumers in Each Country, 2014

GLOBESCAN
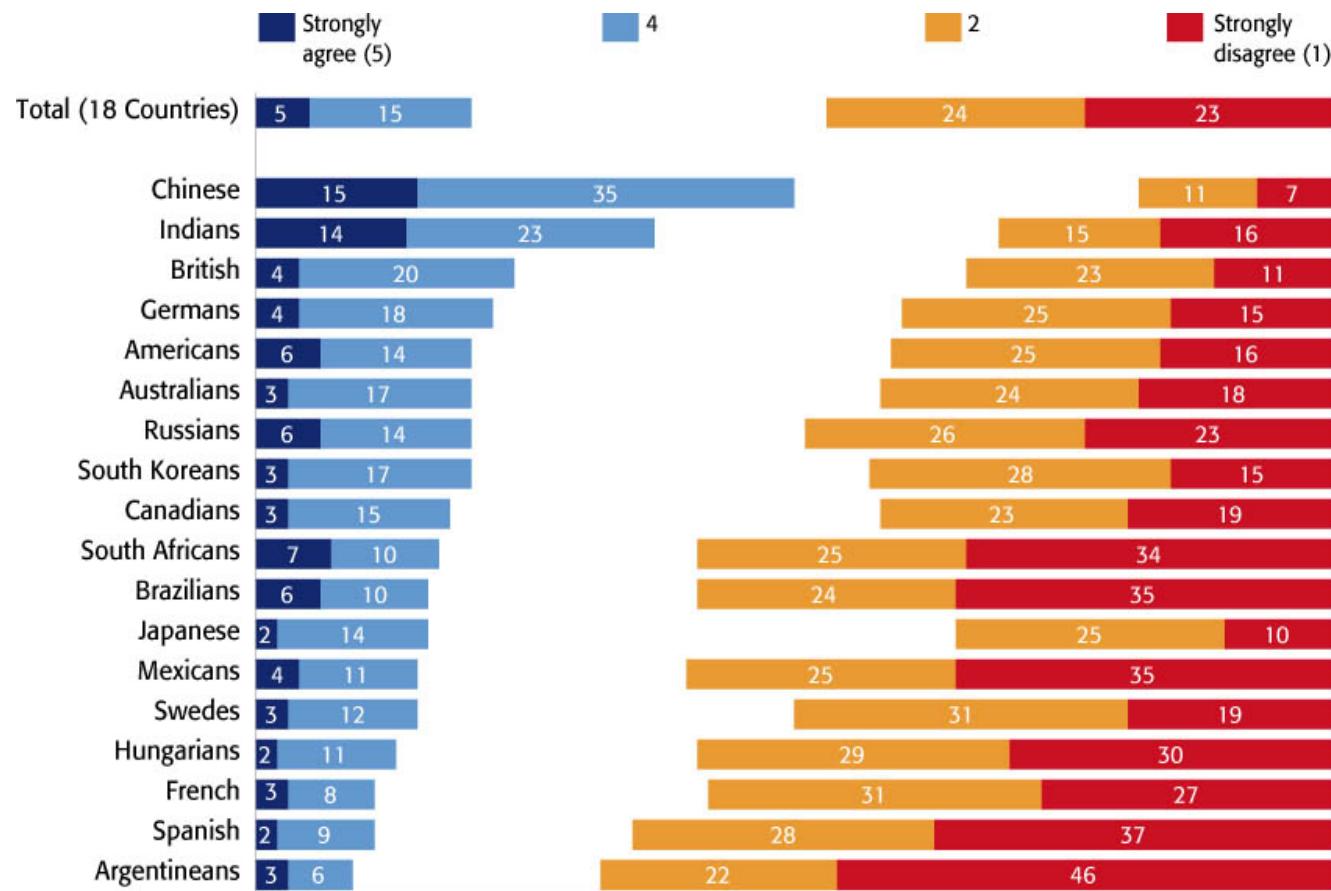
My Government Is Currently Working Very Hard to Make Sure that We Have a Clean Environment

Percentage of Consumers in Each Country, 2014

NGS14_17Ah_Env_Gov

The white space in this chart represents "3" (on a scale of 1 to 5 where 1 means "Strongly disagree" and 5 means "Strongly agree") and "DK/NA."

GLOBESCAN

"Agree (4+5)," Percentage of Consumers in Each Country, Recent Trends: 2008–2014

Increases

Germans
Russians
Hungarians

Decreases

Australians
Brazilians
Swedes
Spanish
Argentineans

NGS14_17Atmth_IncDec

GLOBESCAN

Owning a Luxury Car Is a Very Important Goal in My Life

NATIONAL GEOGRAPHIC

Percentage of Consumers in Each Country, 2014

	Strongly agree (5)	4	2	Strongly disagree (1)

Country	Strongly agree (5)	4	2	Strongly disagree (1)
Total (18 countries)	5	10	18	49
Indians	13	21	17	24
Chinese	9	20	21	19
South Africans	12	12	24	31
Mexicans	9	12	18	41
South Koreans	4	14	26	30
Brazilians	7	10	16	51
Americans	6	9	14	58
Argentineans	6	8	16	54
British	4	9	16	56
Russians	4	9	17	52
Spanish	4	8	18	54
Australians	3	8	20	56
French	2	9	13	63
Canadians	2	7	18	59
Japanese	2	7	21	47
Germans	2	6	10	72
Hungarians	3	5	14	65
Swedes	2	5	11	72

NGS14_17Bb_Env_LuxCar

54   The white space in this chart represents "3" (on a scale of 1 to 5 where 1 means "Strongly disagree" and 5 means "Strongly agree") and "DK/NA."

GLOBESCAN

Owning a Luxury Car Is a Very Important Goal in My Life

NATIONAL GEOGRAPHIC

"Agree (4+5)," Percentage of Consumers in Each Country, Recent Trends: 2008–2014

Increases

Indians
French

33
11

Decreases

Brazilians

17

NGS14_17Btmtb_trk

GLOBESCAN

People I Know Have Encouraged Me to Become More Environmentally Responsible through Their Words and Actions

NATIONAL GEOGRAPHIC

Percentage of Consumers in Each Country, 2014

Legend: Strongly agree (5) | 4 | 2 | Strongly disagree (1)

Country	Strongly agree (5)	4	2	Strongly disagree (1)
Total (18 countries)	8	19	20	17
Chinese	12	38	9	3
Indians	19	30	14	6
Mexicans	18	23	14	12
Brazilians	18	20	17	15
Argentineans	16	20	18	14
Hungarians	9	23	15	6
South Africans	12	20	22	14
South Koreans	4	21	23	8
Spanish	5	18	23	15
Americans	5	17	21	30
Russians	8	13	19	24
Germans	5	15	23	21
British	4	15	26	26
French	4	15	28	19
Australians	4	14	26	23
Canadians	4	14	26	25
Japanese	2	15	22	8
Swedes	2	8	21	46

NGS14_17Bk_EncEnVRes

The white space in this chart represents "3" (on a scale of 1 to 5 where 1 means "Strongly disagree" and 5 means "Strongly agree") and "DK/NA."

GLOBESCAN

56

"Agree (4+5)," Percentage of Consumers in Each Country, Recent Trends: 2008–2014

NGS14_17BtmtK_IncDec

GLOBESCAN

Percentage of Consumers in Each Country, 2014

	Strongly agree (5)	4	2	Strongly disagree (1)
Total (18 Countries)	21	30	12	6
Brazilians	51	27	3	3
Mexicans	34	31	8	3
Argentineans	36	28	8	5
Chinese	22	42	5	2
Indians	34	30	7	3
South Koreans	20	44	6	1
Spanish	19	34	10	4
Hungarians	22	30	12	6
South Africans	23	28	12	5
French	14	33	10	5
Japanese	13	34	9	2
Australians	15	27	14	9
Canadians	15	27	15	9
Russians	16	23	18	12
British	11	27	17	8
Americans	13	24	16	15
Germans	9	25	19	10
Swedes	9	21	19	14

NGS14_17Ai_Env_Warming
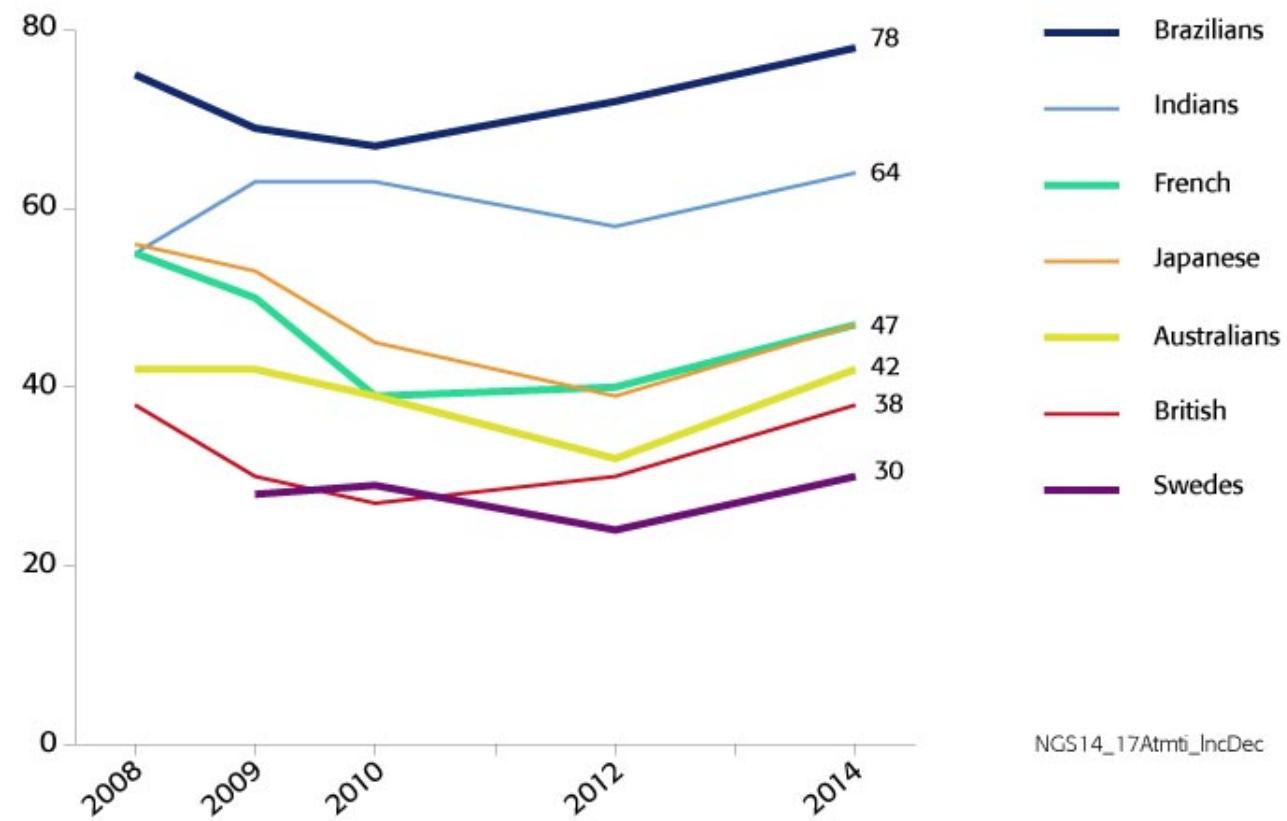
The white space in this chart represents "3" (on a scale of 1 to 5 where 1 means "Strongly disagree" and 5 means "Strongly agree") and "DK/NA."

GLOBESCAN

"Agree (4+5)," Percentage of Consumers in Each Country, Increases: 2008–2014

NGS14_17Atmti_IncDec

GLOBESCAN

The Impact That Our Society Has on the Environment Is So Severe That There Is Very Little Individuals Can Do about It

NATIONAL GEOGRAPHIC

Percentage of Consumers in Each Country, 2014

Legend: Strongly agree (5) | 4 | 2 | Strongly disagree (1)

Country	Strongly agree (5)	4	2	Strongly disagree (1)
Total (18 Countries)	13	22	20	12
Russians	38	28	8	4
Chinese	22	35	11	5
Indians	21	29	15	7
Hungarians	17	26	15	8
South Koreans	11	32	18	5
Brazilians	20	21	15	21
Argentineans	19	20	17	17
Germans	12	27	19	9
Mexicans	18	21	17	20
South Africans	12	20	21	16
French	7	24	23	13
Spanish	9	21	21	12
British	5	22	23	11
Australians	6	18	25	13
Canadians	7	17	28	15
Americans	5	17	28	19
Swedes	7	15	25	14
Japanese	2	11	33	13

NGS14_17Ab_Env_society

The white space in this chart represents "3" (on a scale of 1 to 5 where 1 means "Strongly disagree" and 5 means "Strongly agree") and "DK/NA."

GLOBESCAN

The Impact That Our Society Has on the Environment Is So Severe That There Is Very Little Individuals Can Do about It

NATIONAL GEOGRAPHIC

"Agree (4+5)," Percentage of Consumers in Each Country, Increases: 2008–2014

Indians
Brazilians
Germans
Spanish
Argentineans
Canadians
Americans

NGS14_17Atmtb_IncDec

GLOBESCAN

Consumers in Each Country, 2014

Note: "Empowerment" refers to the extent to which one disagrees with the statement "the impact that our society has on the environment is so severe that there Is very little individuals can do about It."

GLOBESCAN

Percentage of Consumers in Each Country, 2014

|	Strongly agree (5)	4	2	Strongly disagree (1)
Total (18 Countries)	7	17	24	20
Indians	20	29	14	6
South Koreans	10	38	8	2
Chinese	10	28	16	10
South Africans	11	19	22	17
Mexicans	11	17	20	21
Americans	7	18	26	17
British	6	18	21	13
Australians	5	16	26	16
Russians	5	16	24	24
Argentineans	7	13	22	25
Brazilians	6	11	18	44
Canadians	3	14	28	22
Germans	4	13	31	23
French	4	12	29	22
Spanish	2	14	30	19
Swedes	4	11	31	24
Hungarians	2	9	25	40
Japanese	1	7	36	20

NGS14_17Ac_Env_Tech

The white space in this chart represents "3" (on a scale of 1 to 5 where 1 means "Strongly disagree" and 5 means "Strongly agree") and "DK/NA."

63

GLOBESCAN

"Agree (4+5)," Percentage of Consumers in Each Country, Recent Trends: 2008–2014

Increases

Indians
South Koreans
Chinese
British
Americans

49
48
38
24

Decreases

Brazilians

17

NGS14_17Atmtc_trk

GLOBESCAN

64

Percentage of Consumers in Each Country, 2014

Legend: Strongly agree (5) | 4 | 2 | Strongly disagree (1)

Country	Strongly agree (5)	4	2	Strongly disagree (1)
Total (18 Countries)	5	16	25	18
Chinese	11	34	12	6
Indians	16	26	15	10
Americans	4	22	22	11
British	4	21	20	8
South Koreans	4	21	27	12
Japanese	2	21	17	3
Australians	3	18	24	14
South Africans	8	13	28	19
Brazilians	6	14	26	25
Mexicans	6	12	24	27
Canadians	3	14	26	16
Swedes	2	15	30	10
Germans	2	14	27	17
French	3	11	32	21
Russians	3	10	27	35
Spanish	2	11	32	25
Argentineans	4	7	31	36
Hungarians	2	9	31	21

NGS14_17Ag_Env_Com

The white space in this chart represents "3" (on a scale of 1 to 5 where 1 means "Strongly disagree" and 5 means "Strongly agree") and "DK/NA."

GLOBESCAN

Companies and Industries Are Currently Working Very Hard to Make Sure That We Have a Clean Environment in My Country
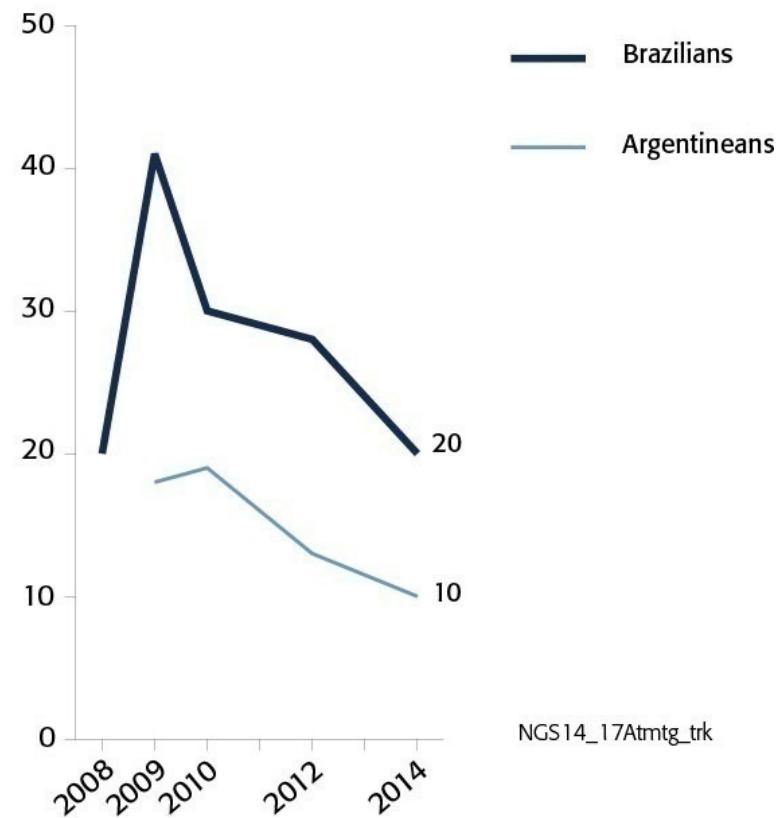
"Agree (4+5)," Percentage of Consumers in Each Country, Recent Trends: 2008–2014

Increases

- Chinese
- Americans
- British
- South Koreans
- Hungarians

Decreases

- Brazilians
- Argentineans

NGS14_17Atmtg_trk

GLOBESCAN

As a Society, We Will Need to Consume a Lot Less to Improve the Environment for Future Generations

NATIONAL GEOGRAPHIC

Percentage of Consumers in Each Country, 2014

Legend: Strongly agree (5) | 4 | 2 | Strongly disagree (1)

	Strongly agree (5)	4	2	Strongly disagree (1)
Total (18 countries)	25	33	8	3
Mexicans	41	29	6	3
Argentineans	40	26	6	4
French	24	40	7	2
Indians	33	31	7	4
South Africans	31	33	6	3
Chinese	23	40	7	1
South Koreans	21	42	6	1
Spanish	23	39	8	2
Australians	23	38	8	3
Brazilians	35	25	8	6
Hungarians	27	33	8	4
Canadians	22	37	7	2
British	20	38	6	4
Swedes	26	32	11	4
Russians	25	26	8	5
Americans	20	30	9	6
Germans	19	31	11	5
Japanese	6	31	9	2
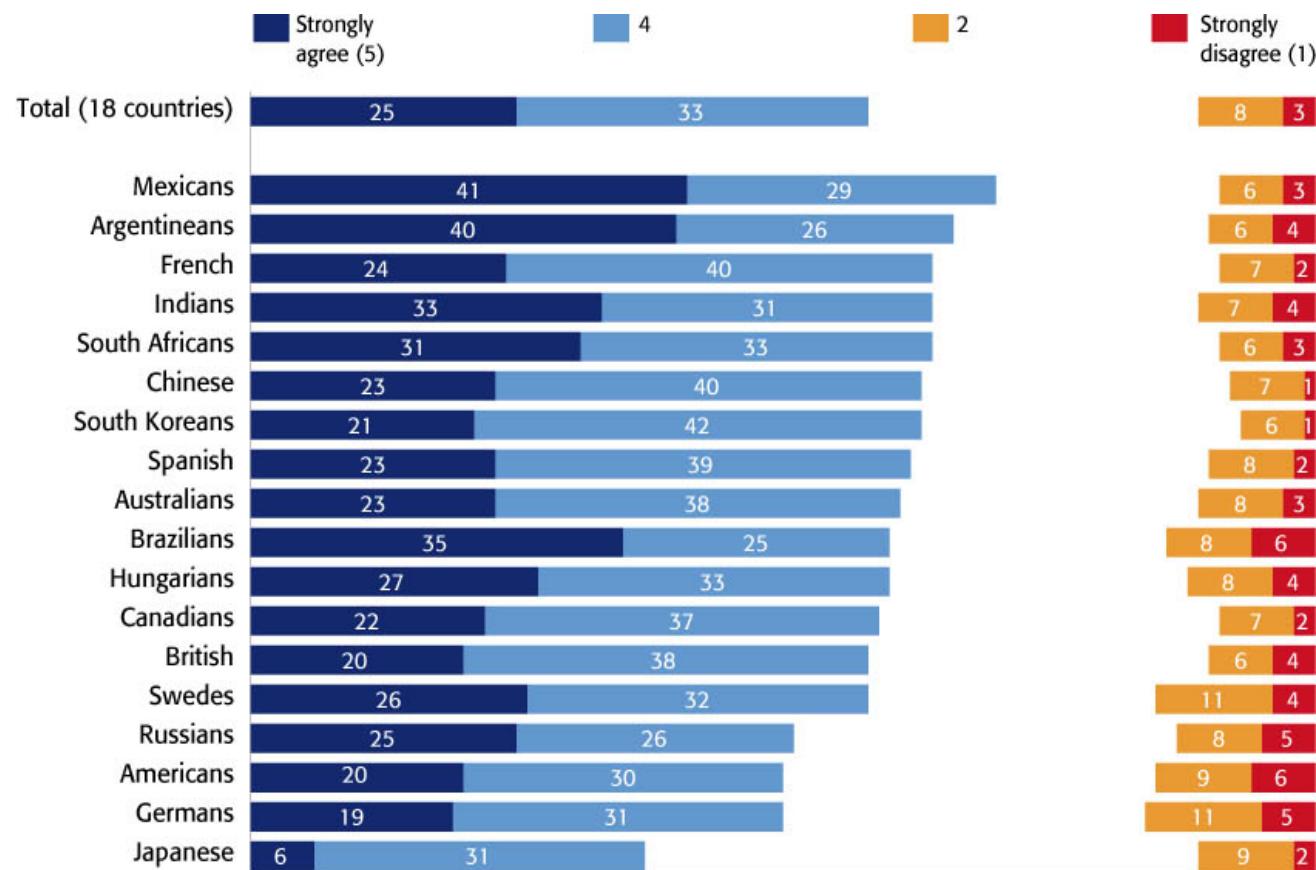
NGS14_17Bb_ConsumeLes

s

The white space in this chart represents "3" (on a scale of 1 to 5 where 1 means "Strongly disagree" and 5 means "Strongly agree") and "DK/NA."

67

GLOBESCAN

As a Society, We Will Need to Consume a Lot Less to Improve the Environment for Future Generations

NATIONAL GEOGRAPHIC
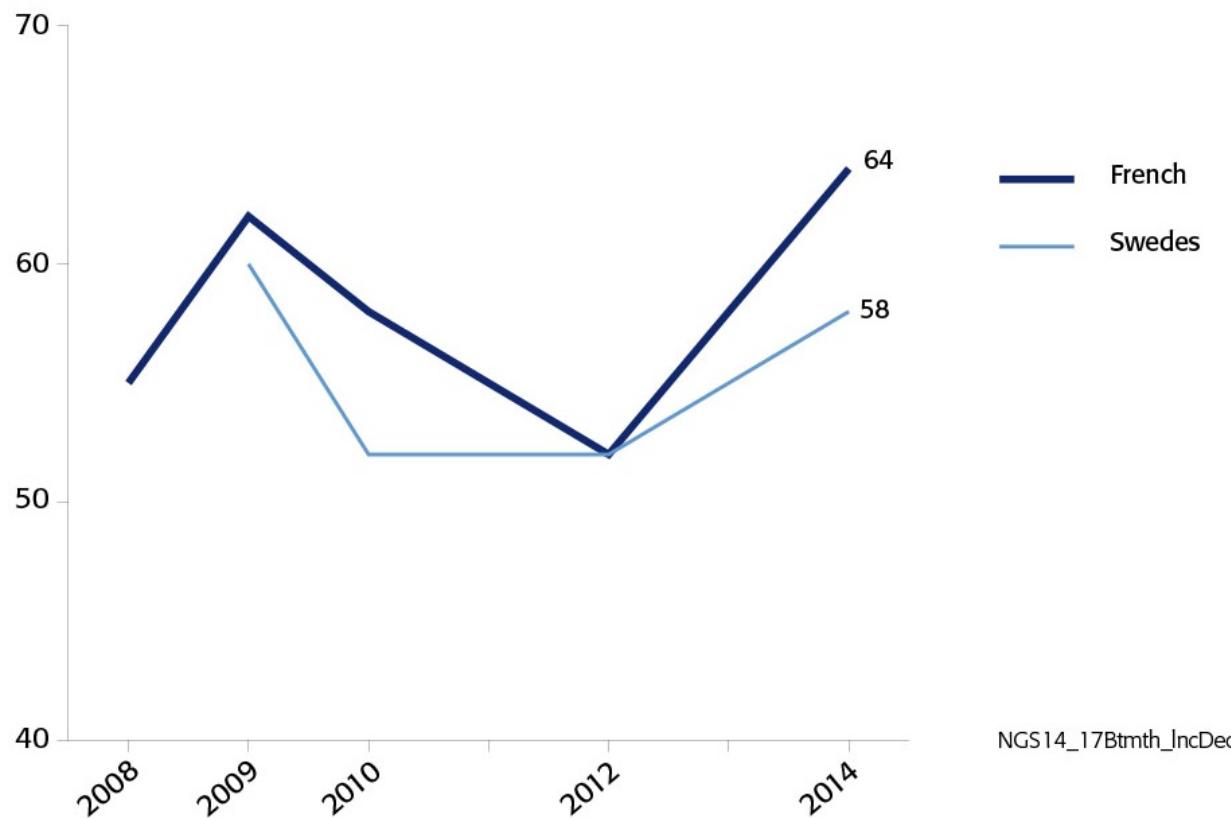
"Agree (4+5)," Percentage of Consumers in Each Country, Increases: 2008–2014

NGS14_17Btmth_IncDec

GLOBESCAN

I Am Willing to Pay More for an Energy-Saving Product If It Will Save Me Money over the Product's Life because of Lower Energy Costs

NATIONAL GEOGRAPHIC

Percentage of Consumers in Each Country, 2014

Legend: Strongly agree (5) | 4 | 2 | Strongly disagree (1)

Country	Strongly agree (5)	4	2	Strongly disagree (1)
Total (18 countries)	25	33	9	5
Chinese	28	43		5
Brazilians	46	24	6	4
Indians	35	33	6	3
South Africans	32	35	6	4
Hungarians	32	33	8	4
Mexicans	35	28	6	5
Russians	36	26	9	5
Spanish	25	37	9	3
Argentineans	35	24	9	5
Germans	21	38	10	6
Australians	17	38	9	6
Americans	19	35	10	6
Canadians	19	35	8	7
British	15	36	10	6
French	17	34	12	5
Swedes	20	31	11	7
South Koreans	10	36	12	2
Japanese	4	24	13	3

NGS14_17Bi_PayMore

The white space in this chart represents "3" (on a scale of 1 to 5 where 1 means "Strongly disagree" and 5 means "Strongly agree") and "DK/NA."

GLOBESCAN

I Am Willing to Pay More for an Energy-Saving Product If It Will Save Me Money over the Product's Life because of Lower Energy Costs

NATIONAL GEOGRAPHIC

"Agree (4+5)," Percentage of Consumers in Each Country, Recent Trends: 2008–2014

Increases

Indians

South Koreans

67

45

2008 2009 2010 2012 2014

Decreases

Chinese

71

2008 2009 2010 2012 2014

NGS14_17Btmti_IncDec

GLOBESCAN
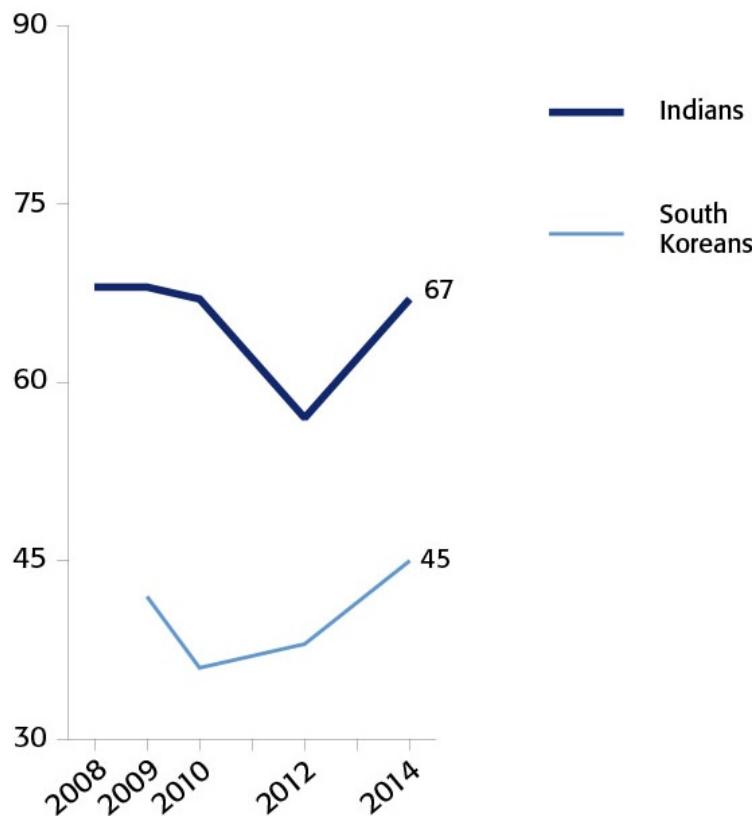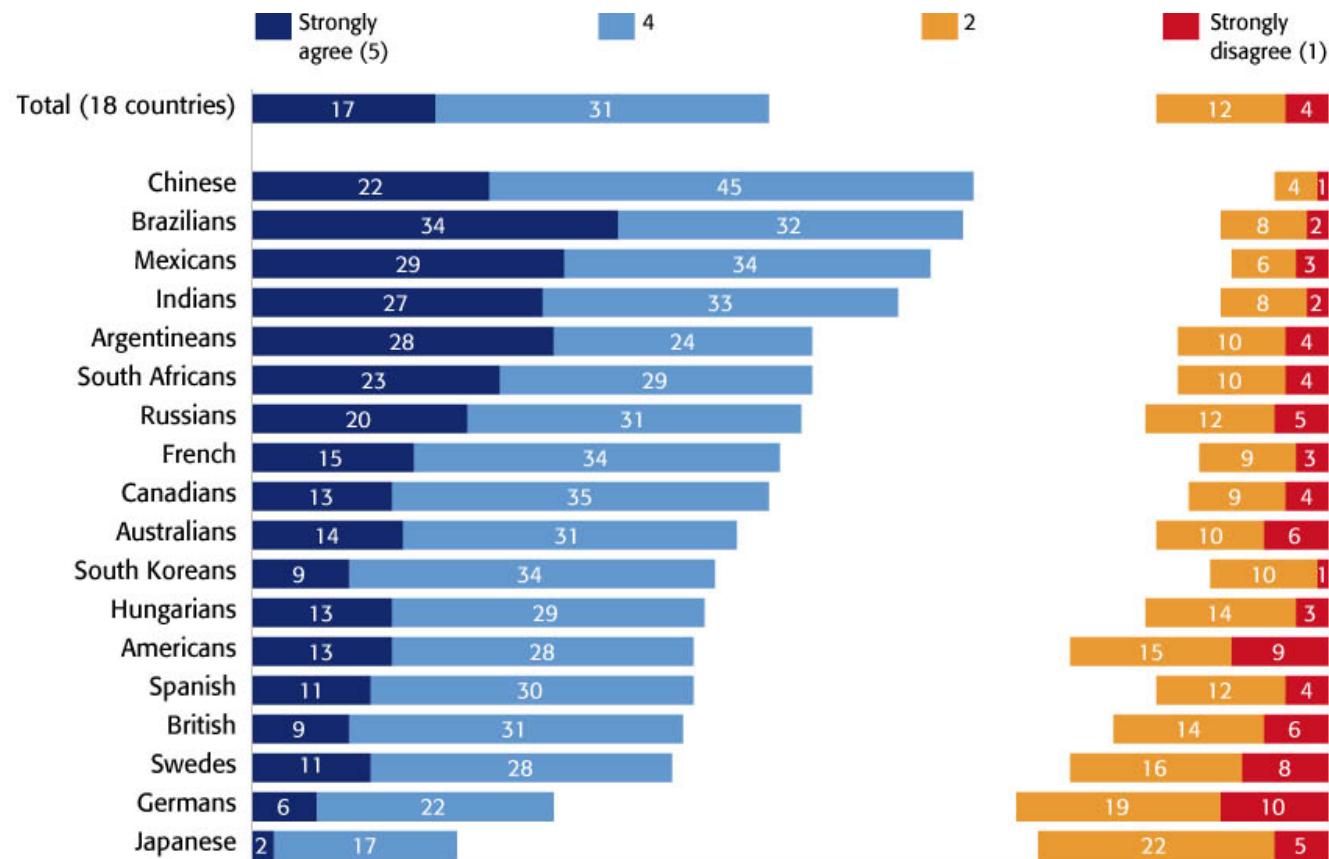
I Am Currently Trying Very Hard to Reduce My Own Negative Impact on the Environment

NATIONAL GEOGRAPHIC

Percentage of Consumers in Each Country, 2014

Legend: Strongly agree (5) | 4 | 2 | Strongly disagree (1)

Country	Strongly agree (5)	4	2	Strongly disagree (1)
Total (18 countries)	17	31	12	4
Chinese	22	45	4	1
Brazilians	34	32	8	2
Mexicans	29	34	6	3
Indians	27	33	8	2
Argentineans	28	24	10	4
South Africans	23	29	10	4
Russians	20	31	12	5
French	15	34	9	3
Canadians	13	35	9	4
Australians	14	31	10	6
South Koreans	9	34	10	1
Hungarians	13	29	14	3
Americans	13	28	15	9
Spanish	11	30	12	4
British	9	31	14	6
Swedes	11	28	16	8
Germans	6	22	19	10
Japanese	2	17	22	5

NGS14_17BI_ReduceImpact

The white space in this chart represents "3" (on a scale of 1 to 5 where 1 means "Strongly disagree" and 5 means "Strongly agree") and "DK/NA."

GLOBESCAN

"Agree (4+5)," Percentage of Consumers in Each Country, Increases: 2008–2014

NGS14_17Btmtl_IncDec

GLOBESCAN
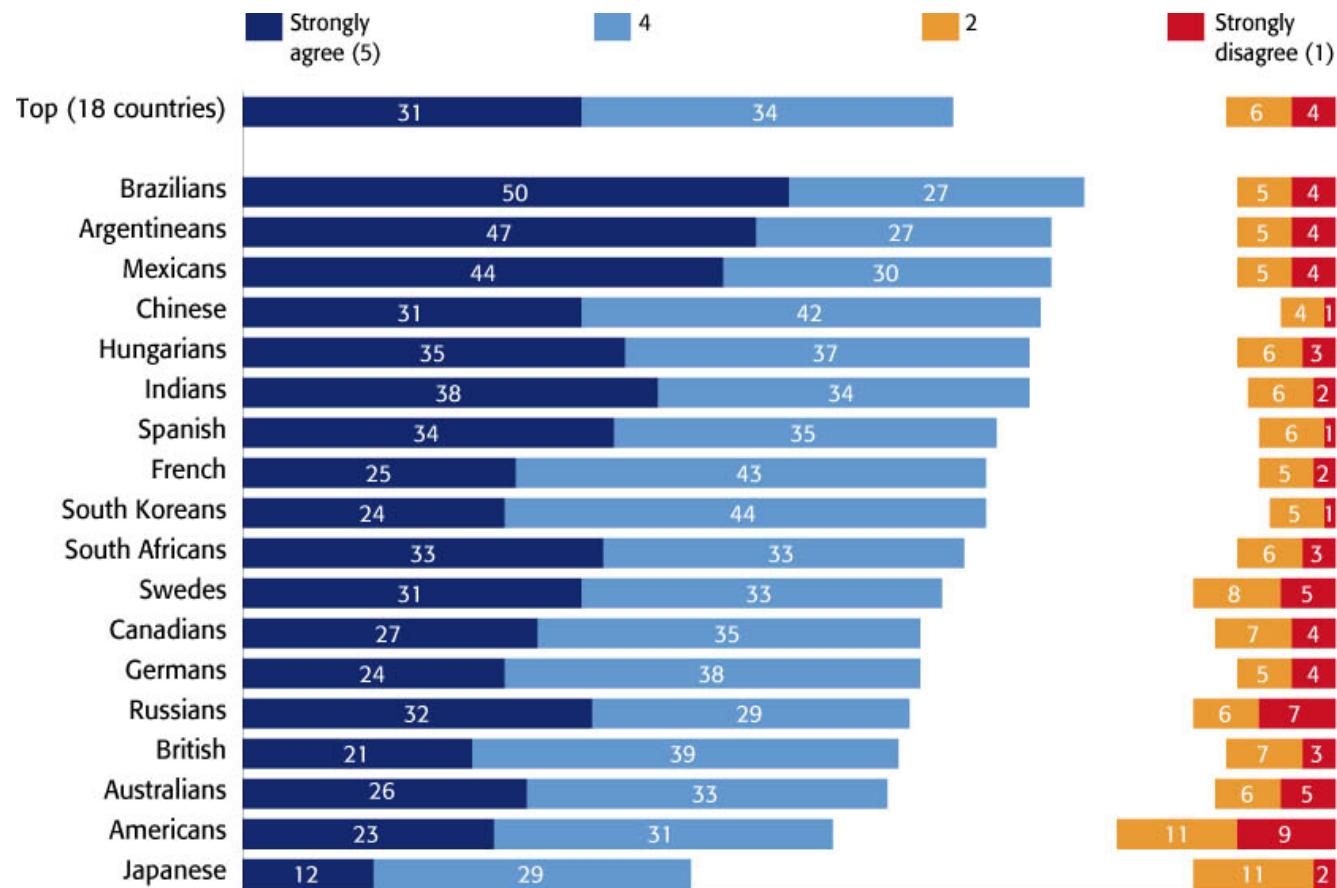
Consumers in Each Country, 2014

GLOBESCAN

Most Scientists Are Convinced That Human Activity Causes Climate Change and Global Warming

Percentage of Consumers in Each Country, 2014
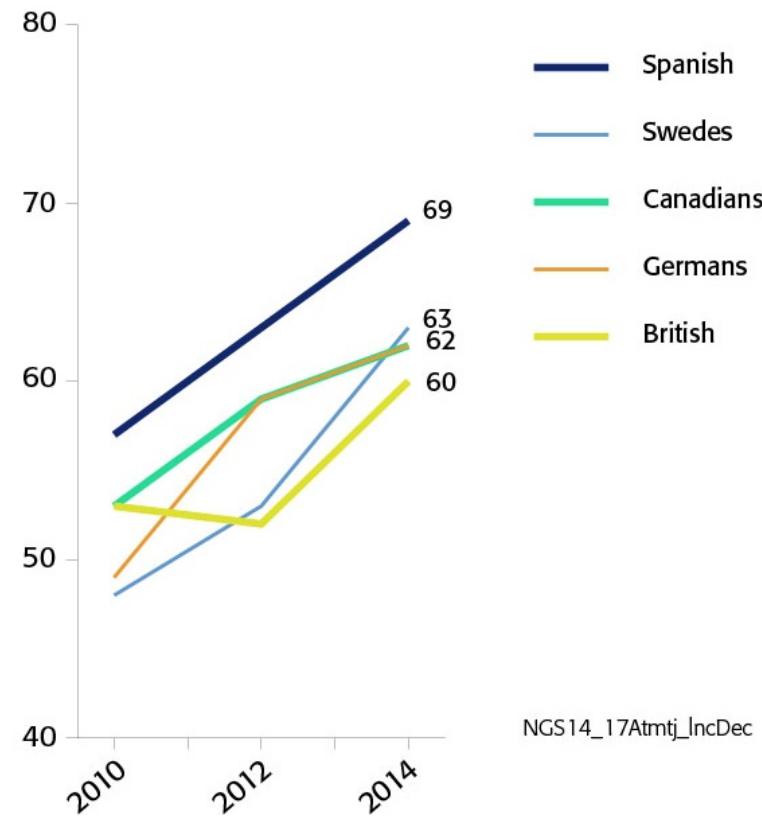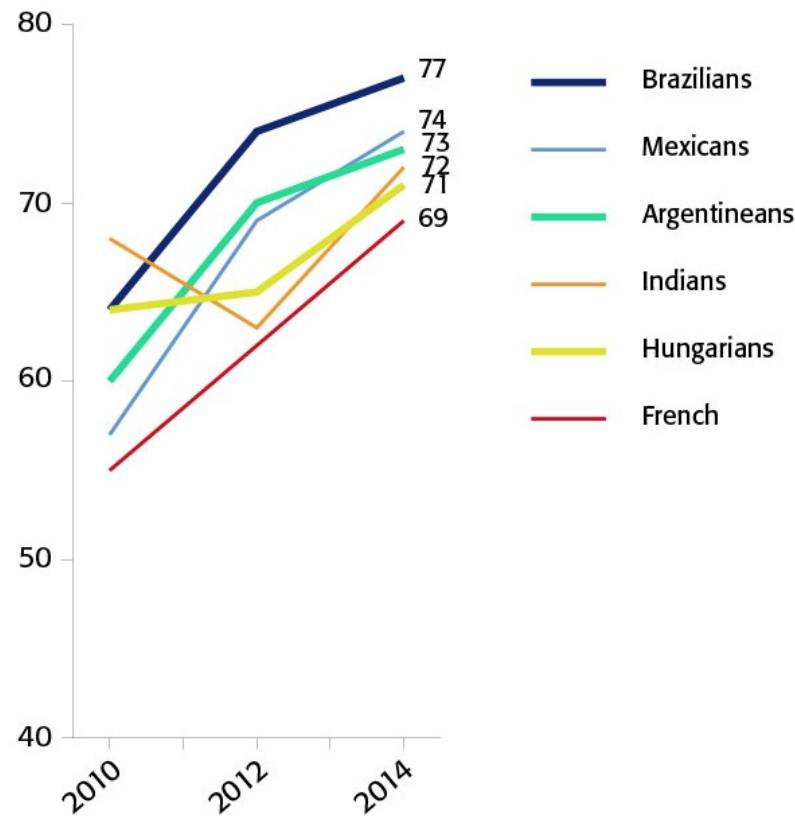
	Strongly agree (5)	4	2	Strongly disagree (1)
Top (18 countries)	31	34	6	4
Brazilians	50	27	5	4
Argentineans	47	27	5	4
Mexicans	44	30	5	4
Chinese	31	42	4	1
Hungarians	35	37	6	3
Indians	38	34	6	2
Spanish	34	35	6	1
French	25	43	5	2
South Koreans	24	44	5	1
South Africans	33	33	6	3
Swedes	31	33	8	5
Canadians	27	35	7	4
Germans	24	38	5	4
Russians	32	29	6	7
British	21	39	7	3
Australians	26	33	6	5
Americans	23	31	11	9
Japanese	12	29	11	2

NGS12_17Aj_Env_Scie

The white space in this chart represents "3" (on a scale of 1 to 5 where 1 means "Strongly disagree" and 5 means "Strongly agree") and "DK/NA."

Most Scientists Are Convinced That Human Activity Causes Climate Change and Global Warming

"Agree (4+5)," Percentage of Consumers in Each Country, Increases: 2008–2014

NGS14_17Atmtj_IncDec

Housing

- Like in 2012, consumers in emerging markets such as India, Mexico, China, and Brazil top the housing sub-index, while consumers in the developed nations of Britain, France, Japan, Canada, and the USA rank as the bottom five.

- In the top three countries, India, Mexico, and China, consumers have had their housing sub-index scores increase since 2012. The bottom three countries, Japan, Canada, and the USA, have had decreases in their scores since 2012.

- Home heating is more common in Europe and North America, but less widespread in Asia. Households in Canada, Sweden, and the USA are very likely to be insulated.

- Japanese consumers are still the most likely to use oil to heat their homes. Homes in China are considerably more likely to be heated by coal than in other countries.

- Air conditioning is very common in Japanese, American, and Chinese households, but less so in European homes. This has remained stable since 2012.

- Brazilian consumers continue to be by far the most likely to report that they purchase electricity sold as "green" or generated from renewable resources. "Green" electricity purchases have increased since 2012 among British consumers.

- A majority of consumers across many of the 18 countries surveyed continue to report frequently moderating the temperature settings in their homes to save energy and washing the laundry in cold water. Minimizing the use of fresh water is most common among Brazilian, German, and French consumers, as it was in 2012.

- Consumers in developing countries, particularly the Chinese, Indians, and Russians are more likely to aspire to own a big house, while consumers in industrialized countries are less likely to share this ambition (this question is not part of the index).

NATIONAL GEOGRAPHIC

- The majority of Canadian, American, and Brazilian consumers report owning energy-saving televisions. Since 2012, ownership of these types of televisions has increased considerably among Brazilian consumers, but also among Canadians, Australians, Mexicans, Germans, Hungarians, Argentineans, and Russians.

- More than half of consumers in Brazil, Australia, and Canada report owning an energy-efficient refrigerator or freezer. Japanese consumers are least likely to possess this type of refrigerator or freezer, as was the case in 2012.

GLOBESCAN

Sub-Index Content: Housing

NATIONAL GEOGRAPHIC

The Housing sub-index consists of 24 variables measuring the following:

- Size of residence relative to number of inhabitants

- Home heating and cooling, including fuel source

- Hot water and water-heating equipment

- Recent upgrades to residence that result in more efficient heating or cooling

- Consumption of renewable energy (both through the grid and generated onsite)

- Energy-efficient major appliances

- Water usage

GLOBESCAN

Trends, 2008–2014

Percentage of Consumers in Each Country, 2014

	Total (18countries)	Americans	Argentineans	Australians	Brazilians	British	Canadians	Chinese	French	Germans	Hungarians	Indians	Japanese	Mexicans	Russians	South Africans	South Koreans	Spanish	Swedes
Hot running water	84	95	82	96	70▲	96	97	47	98	97	92	47	53	78	86▲	92	91	92	96
Home heating, including furnaces/stoves	70	91	75	57▼	53	92	94	35	95	91	95	40▼	66	51▼	86	66	21▼	76	81▲
Air conditioning	45	85	63	73	31	8	56	85	13	5	14	58	91	34	24	22	73	56▼	19
Insulation in walls to keep residence warm/cool	43	80	24▼	57	14	61	84	24	52	58	33	18	29	26	46▲	20	32	36	84
None of these	4	1	4	1	15	1	1	5	1	1	1	18	2	11	1	3	3	1	1

▲ Indicates an increase >6 points from 2012

▼ Indicates a decrease >6 points from 2012

NGS14_5

GLOBESCAN

Primary Energy Source to Heat Home

Percentage of Consumers in Each Country, 2014

	Total (18 countries)	Americans	Argentineans	Australians	Brazilians	British	Canadians	Chinese	French	Germans	Hungarians	Indians	Japanese	Mexicans	Russians	South Africans	South Koreans	Spanish	Swedes
Electricity	53	60	64	75	88	53	58	69	51	17	12	77	49	74	41	94	55	48	41
Natural gas	46	52	82	49	17	74	44	51	40	49	64	42	25	55	39	13	53	57	3
Wood	11	5	9	17	6	6	11	8	19	12	28	13	1	4	4	15	4	7	13
Oil	9	7	0	3	3	5	6	7	11	28	1	22	45	2	3	3	17	7	4
Propane	4	7	2	2	3	3	3	2	3	2	3	4	22	10	3	2	11	5	0
Coal	3	2	1	2	1	4	0	30	1	1	4	8	1	2	6	5	2	1	1

■ Most frequent energy source used to heat home
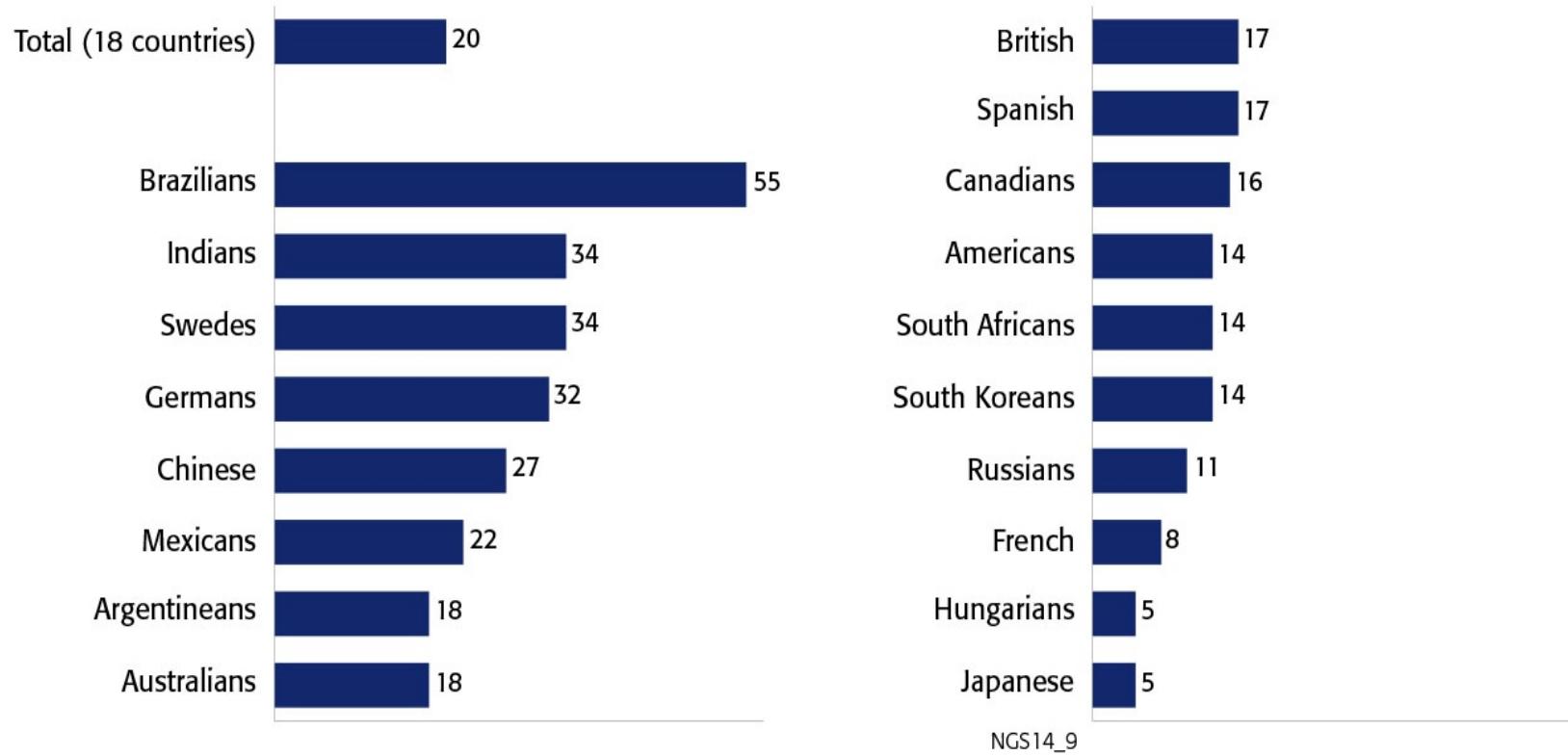
NGS14_6

Subsample: Consumers who have home heating, including furnaces and stoves (n=12,645)

GLOBESCAN

Household Purchases "Green" Electricity
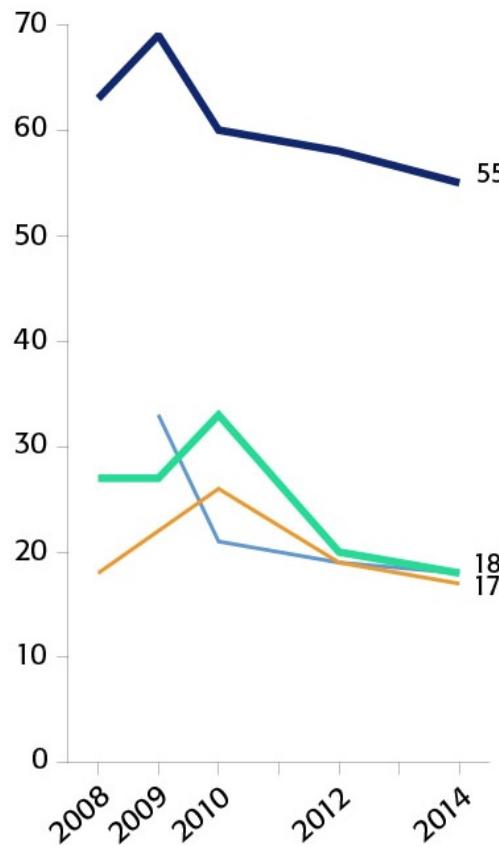
"Yes," Percentage of Consumers in Each Country, 2014

Country	%
Total (18 countries)	20
Brazilians	55
Indians	34
Swedes	34
Germans	32
Chinese	27
Mexicans	22
Argentineans	18
Australians	18
British	17
Spanish	17
Canadians	16
Americans	14
South Africans	14
South Koreans	14
Russians	11
French	8
Hungarians	5
Japanese	5

NGS14_9

GLOBESCAN

NATIONAL GEOGRAPHIC

Percentage of Consumers in Each Country, 2014

	Total (18 countries)	Americans	Argentineans	Australians	Brazilians	British	Canadians	Chinese	French	Germans	Hungarians	Indians	Japanese	Mexicans	Russians	South Africans	South Koreans	Spanish	Swedes
Water tank heated by electricity	31	48	13	38	19	28	52	33	49	11	32	38	13	5	18	84	17	16	22
Water tank heated by natural gas	21	38	41	24	3	31	30	37	12	14	24	13	17	38	16	1	20	16	2
On-demand natural gas burning heater	20	5	44	16	9	27	3	23	20	25	24	11	48	38	5	1	25	45	0
On-demand electrical water heater	13	5	5	13	49	14	3	27	7	21	5	46	18	14	4	8	7	12	12
Solar energy	6	3	1	12	8	3	0	32	3	8	2	21	5	10	0	9	2	3	1

NGS14_7

☐ Most frequent method used to heat running water

Subsample: Consumers who have hot running water (n=15,052)

GLOBESCAN

NATIONAL GEOGRAPHIC

Percentage of Consumers in Each Country, 2014

	Total (18 countries)	Americans	Argentineans	Australians	Brazilians	British	Canadians	Chinese	French	Germans	Hungarians	Indians	Japanese	Mexicans	Russians	South Africans	South Koreans	Spanish	Swedes
Installed new energy saving appliances for cooking/washing/food storage	52	34	65	45	71	35	46	52	34	53	50	60	48	66	56	53	35	63	52
Sealed up drafts/cracks/spaces that let in cold/hot air	48	58	56	46	44	55	56	46	44	34	43	45	30	51	53	56	53	40	50
Installed thermal/insulating windows	32	23	17	15	16	30	34	36	48	33	49	28	16	18	61	13	59	35	31
Installed/upgraded insulation	29	26	29	22	28	39	33	26	51	30	34	33	12	29	23	23	27	25	24
Installed an energy saving furnace/heating system	23	22	22	13	24	19	28	23	31	29	28	30	28	20	18	20	16	25	25
Installed solar panels to heat water	11	6	5	11	13	3	4	29	9	13	8	25	6	14	2	18	10	6	7
Installed solar panels to generate electricity	9	4	4	25	10	6	6	14	10	12	7	18	7	9	2	11	8	4	9

Highlighted cell indicates most frequent change made in past year

NGS14_8_made

GLOBESCAN

NATIONAL GEOGRAPHIC

Percentage of Consumers in Each Country, 2014

	Total (18 countries)	Americans	Argentineans	Australians	Brazilians	British	Canadians	Chinese	French	Germans	Hungarians	Indians	Japanese	Mexicans	Russians	South Africans	South Koreans	Spanish	Swedes
Install solar panels to generate electricity	48	27	59	42	60	26	29	48	25	28	43	64	14	62	50	65	52	38	34
Install solar panels to heat water	47	24	58	38	61	23	28	48	28	29	43	61	13	64	51	66	51	39	34
Install/upgrade insulation	46	32	53	32	51	26	40	48	31	32	59	55	16	52	54	50	52	39	39
Install thermal/insulating windows	44	33	57	32	52	27	36	43	35	29	45	55	19	55	40	48	48	38	38
Install new energy saving appliances for cooking/washing/food storage	44	32	46	42	53	34	31	45	36	43	46	45	45	46	40	50	53	45	45
Install an energy saving furnace/heating system	42	21	55	31	51	25	28	42	30	27	39	54	24	53	46	50	48	35	35
Seal up drafts/cracks/spaces that let in cold/hot air	40	40	42	32	44	33	37	33	30	34	42	52	34	41	39	41	50	35	48

Highlighted cell indicates most frequent change planned for next year

NGS14_8_planned

GLOBESCAN
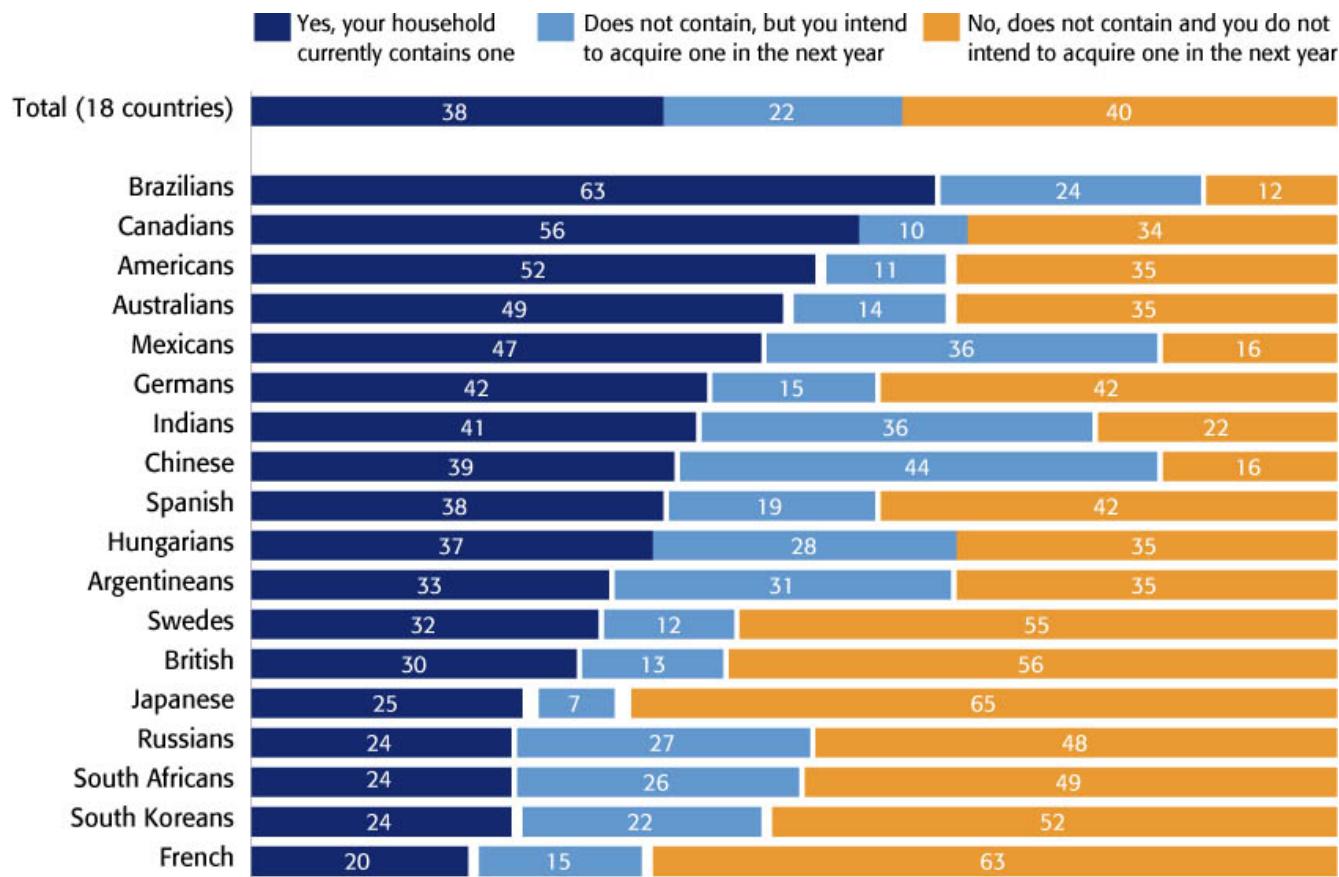
Household Contains Energy-Saving Television

Percentage of Consumers in Each Country, 2014

Legend:
- Yes, your household currently contains one
- Does not contain, but you intend to acquire one in the next year
- No, does not contain and you do not intend to acquire one in the next year

Country	Yes, currently contains	Intend to acquire	Do not intend to acquire
Total (18 countries)	38	22	40
Brazilians	63	24	12
Canadians	56	10	34
Americans	52	11	35
Australians	49	14	35
Mexicans	47	36	16
Germans	42	15	42
Indians	41	36	22
Chinese	39	44	16
Spanish	38	19	42
Hungarians	37	28	35
Argentineans	33	31	35
Swedes	32	12	55
British	30	13	56
Japanese	25	7	65
Russians	24	27	48
South Africans	24	26	49
South Koreans	24	22	52
French	20	15	63

NGS12_Q14_Energ_sav_TV

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

"Yes, Household Currently Contains One," Percentage of Consumers in
Each Country, Recent Trends: 2008–2014

Increases

Brazilians — 63
Canadians — 56
Australians — 49
Mexicans — 47
Germans — 42
Hungarians — 37
Argentineans — 33
Russians — 24

Decreases

South Koreans

24

NGS14_14tmta_trk

GLOBESCAN

Household Contains Energy-Saving Refrigerator/Freezer

Percentage of Consumers in Each Country, 2014

Legend:
- Yes, your household currently contains one
- Does not contain, but you intend to acquire one in the next year
- No, does not contain and you do not intend to acquire one in the next year

	Yes, currently contains	Intend to acquire	No, does not contain
Total (18 countries)	39	23	37
Brazilians	66	25	9
Canadians	58	11	31
Australians	55	15	28
Indians	46	34	19
Hungarians	45	28	26
Americans	45	14	40
Mexicans	43	32	24
Germans	43	20	35
Spanish	42	19	38
Chinese	40	42	17
British	36	13	49
Argentineans	35	32	32
Swedes	30	12	56
Russians	27	30	41
South Africans	22	31	45
South Koreans	21	23	54
French	21	17	60
Japanese	21	9	67

NGS12_Q14_EgySavFridge

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

GLOBESCAN

Household Contains Energy-Saving Dishwasher

Percentage of Consumers in Each Country, 2014

	Yes, your household currently contains one	Does not contain, but you intend to acquire one in the next year	No, does not contain and you do not intend to acquire one in the next year

	Yes	Intend	No
Total (18 countries)	18	16	63
Canadians	39	8	51
Americans	34	12	52
Germans	33	11	53
Australians	32	10	54
Spanish	31	15	53
Swedes	20	9	68
British	19	9	69
Hungarians	17	19	63
French	16	13	70
Indians	12	30	56
Brazilians	11	25	63
South Africans	11	23	64
Chinese	8	35	56
Argentineans	6	17	74
Russians	6	17	75
Japanese	6	5	85
Mexicans	5	19	72
South Koreans	5	13	78

NGS12_Q14_EgySavDish

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

Household Contains Energy-Saving Laundry Machine

Percentage of Consumers in Each Country, 2014

	Yes, your household currently contains one	Does not contain, but you intend to acquire one in the next year	No, does not contain and you do not intend to acquire one in the next year
Total (18 countries)	37	22	39
Australians	62	12	25
Brazilians	59	27	12
Canadians	56	8	34
Germans	48	15	35
Spanish	47	19	34
Americans	46	15	38
Hungarians	45	26	28
British	39	14	45
Mexicans	39	39	20
Indians	34	39	26
Argentineans	32	30	36
Chinese	30	46	23
Russians	28	25	45
Swedes	27	9	61
French	24	15	59
South Africans	20	28	50
South Koreans	19	20	59
Japanese	15	7	74

NGS14_Q14_EgySavLnd

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

Frequency of Keeping Heating/Cooling at Low Setting to Save Energy

NATIONAL GEOGRAPHIC

"All of the Time (5)" or "Often (4)," Percentage of Consumers in Each Country, 2014
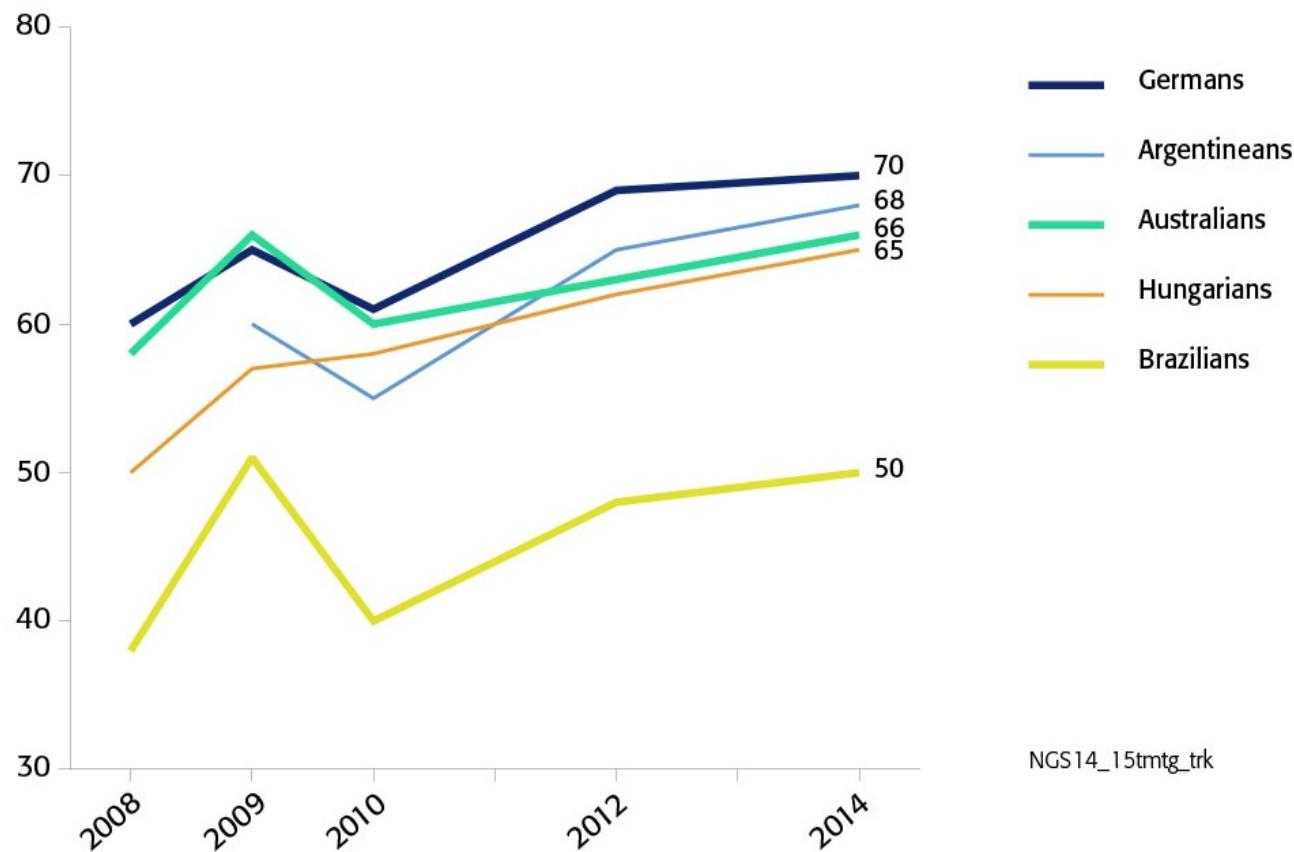
NGS14_Q15g_FreqHeatCool

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

GLOBESCAN

"All of the Time (5)" and "Often (4)," Percentage of Consumers in Each Country, Recent Trends: 2008–2014

NGS14_15tmtg_trk

GLOBESCAN

Frequency of Minimizing Use of Fresh Water

"All of the Time (5)" or "Often (4)," Percentage of Consumers in Each Country, 2014

Legend: All of the time | Often

	All of the time	Often	Total
TOTAL (18 countries)	22	28	50
Brazilians	41	31	72
Germans	31	39	70
French	29	36	65
Argentineans	31	27	58
Indians	28	27	55
Spanish	24	30	54
Hungarians	19	35	54
Mexicans	26	27	53
Chinese	19	31	50
Australians	21	28	49
Canadians	16	29	45
Japanese	16	28	44
British	17	25	42
Russians	22	20	42
South Africans	19	23	42
Americans	14	24	38
Swedes	10	19	29
South Koreans	7	20	27

NGS14_Q15i_FreqFrshWtr

GLOBESCAN

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

Frequency of Minimizing Use of Fresh Water

"All of the Time (5)" and "Often (4)," Percentage of Consumers in Each Country, Recent Trends: 2008–2014

Increases

- Brazilians
- Argentineans
- Indians
- Hungarians

72
59
55
54

Decreases

- Australians
- Japanese

49
45

NGS14_15tmti_trk

GLOBESCAN

Frequency of Washing Laundry in Cold Water to Save Energy

NATIONAL GEOGRAPHIC

"All of the Time (5)" or "Often (4)," Percentage of Consumers in Each Country, 2014

Legend: ■ All of the time   ■ Often

Country	All of the time	Often	Total
TOTAL (18 countries)	31	20	51
Brazilians	69	13	82
Australians	56	17	73
South Africans	54	14	68
Argentineans	52	14	66
Canadians	40	22	62
Chinese	31	31	62
Hungarians	31	31	62
Indians	36	24	60
Mexicans	37	19	56
South Koreans	26	28	54
Spanish	30	23	53
Americans	29	22	51
Japanese	29	19	48
Germans	11	24	35
British	9	18	27
French	10	17	27
Russians	6	9	15
Swedes	2	8	10

NGS14_Q15f_FreqCldWtr

GLOBESCAN

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

NATIONAL GEOGRAPHIC

"All of the Time (5)" and "Often (4)," Percentage of Consumers in Each Country, Recent Trends: 2008–2014

Increases

Brazilians — 82
Argentineans — 67
Indians — 60
South Koreans — 54

Decreases

Mexicans — 56
French — 27

NGS14_15f_trk

GLOBESCAN

Percentage of Consumers in Each Country, 2014

	Strongly agree (5)	4	2	Strongly disagree (1)

Country	Strongly agree (5)	4	2	Strongly disagree (1)
Top (18 countries)	10	16	19	30
Chinese	17	33	13	6
Indians	20	23	14	13
Mexicans	19	21	15	20
Russians	21	19	14	19
Argentineans	20	16	16	25
South Africans	20	15	21	23
Brazilians	14	16	18	29
South Koreans	8	20	22	15
French	6	15	23	29
Spanish	5	15	23	33
Americans	5	14	20	43
British	6	12	21	41
Australians	5	11	22	39
Germans	4	12	18	44
Hungarians	6	10	21	40
Canadians	4	11	20	44
Japanese	2	11	27	28
Swedes	3	9	17	53

NGS12_17Ba_Env_BigHouse

The white space in this chart represents "3" (on a scale of 1 to 5 where 1 means "Strongly disagree" and 5 means "Strongly agree") and "DK/NA."

GLOBESCAN

"Agree (4+5)," Percentage of Consumers in Each Country, Recent Trends: 2008–2014

Increases

Mexicans
Spanish
Americans

Decreases

South Koreans

NGS14_17Btmta_trk

GLOBESCAN

Transportation

Transportation

- Consumers in India, Hungary, Brazil, China, and Russia still rank the highest on the transportation sub-index and have been joined by those in Argentina who have moved up from 8th to 6th place. Consumers in Australia, France, South Africa, and North America rank at the bottom.

- Transportation sub-index scores have been relatively stable since 2012 among consumers in many of the surveyed countries. Swedish consumers have increased their transportation scores more than others since 2012, while those in China have notably decreased theirs.

- Brazilians are significantly more likely than other consumers to own compact cars. Chinese and Indian consumers are most likely to own motorcycles or motor scooters.

- American and South African consumers are the most likely to say they drive alone on a daily basis. Chinese consumers are much more likely to drive alone now than in 2012, while Swedish consumers are less likely.

- Chinese and Indian consumers are the most likely to report choosing to live close to their usual destinations in order to minimize the impact of their transportation on the environment. These consumers are even more likely to do this compared to 2012.

- Use of public transportation remains low in most countries. American consumers continue to be the least likely to use public transportation. Russians are the most likely to use public transportation every day or most days.

- Although consumers in Canada are among the least likely to walk or ride a bike to their usual destinations, more of them do this than in 2009. Consumers in Japan have become less likely to report walking or cycling to their destinations since 2010. Chinese consumers remain the most likely to commute this way.

GLOBESCAN

Sub-Index Content: Transportation

NATIONAL GEOGRAPHIC

The Transportation sub-index consists of 17 variables measuring the following:

- Driving

- Ownership of motorized vehicles

- Size of vehicle driven

- Distance vehicle is driven

- Owning an ultra-low emissions vehicle (ULEV or hybrid)

- Air travel

- Use of public transit

- Taking trains

- Riding a bicycle

- Walking

- Location of residence relative to primary destination

GLOBESCAN

Trends, 2008–2014

Percentage of Consumers in Each Country, 2014

	Strongly agree (5)	4	2	Strongly disagree (1)

Country	Strongly agree (5)	4	2	Strongly disagree (1)
Total (18 countries)	15	24	14	10
Chinese	21	41	6	1
Indians	28	31	9	4
South Africans	27	30	9	5
Mexicans	29	27	9	7
Brazilians	24	25	12	11
Germans	19	30	10	8
Argentineans	25	18	13	9
South Koreans	9	32	12	3
Spanish	12	26	15	10
Australians	11	26	19	8
Canadians	13	23	16	11
Americans	11	23	16	13
British	8	24	18	11
French	8	23	19	10
Hungarians	10	18	19	17
Swedes	8	16	18	22
Russians	8	12	18	22
Japanese	3	13	21	10

NGS14_17Bm_LiveClose

The white space in this chart represents "3" (on a scale of 1 to 5 where 1 means "Strongly disagree" and 5 means "Strongly agree") and "DK/NA."

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GLOBESCAN

"Agree (4+5)," Percentage of Consumers in Each Country, Recent Trends: 2008–2014

Increases

- Chinese — 63
- Indians — 59
- Spanish — 38

Decreases

- Russians — 20

NGS14_17Bm_trk

GLOBESCAN

Average Number of Cars or Trucks Owned, Rented, or Leased by Household Members

Percentage of Consumers in Each Country, 2014

Legend: ■ 1 ■ 2 ■ 3 or more

Country	1	2	3 or more	Total
TOTAL (18 countries)	47	22	7	76
Americans	37	39	16	92
Australians	43	33	14	90
French	46	34	7	87
South Africans	39	30	18	87
Canadians	42	33	9	84
South Koreans	62	17	3	82
Spanish	47	29	6	82
Germans	52	23	5	80
British	53	23	3	79
Mexicans	37	25	10	72
Japanese	46	17	7	70
Russians	50	14	4	68
Hungarians	51	13	3	67
Swedes	46	16	5	67
Argentineans	47	15	4	66
Brazilians	43	16	4	63
Chinese	54	6	2	62
Indians	43	13	4	60

NGS14_Q10tmtd_cars

GLOBESCAN

Percentage of Consumers in Each Country, 2014

	Total (18 countries)	Americans	Argentineans	Australians	Brazilians	British	Canadians	Chinese	French	Germans	Hungarians	Indians	Japanese	Mexicans	Russians	South Africans	South Koreans	Spanish	Swedes
Compact car	41	24	45	38	66	50	27	40	51	42	30	47	46	53	19	54	34	45	30
Sedan/station wagon	35	41	38	38	35	20	31	31	38	39	31	16	28	35	41	32	28	52	54
Motorcycle/motor scooter	17	7	31	6	23	6	5	44	10	11	11	67	16	14	13	9	6	14	8
Minivan/SUV	14	28	9	15	14	12	29	11	7	10	6	10	20	21	13	13	21	5	9
Truck/full size van	6	16	10	7	8	1	10	3	2	2	3	3	2	13	4	11	5	3	3
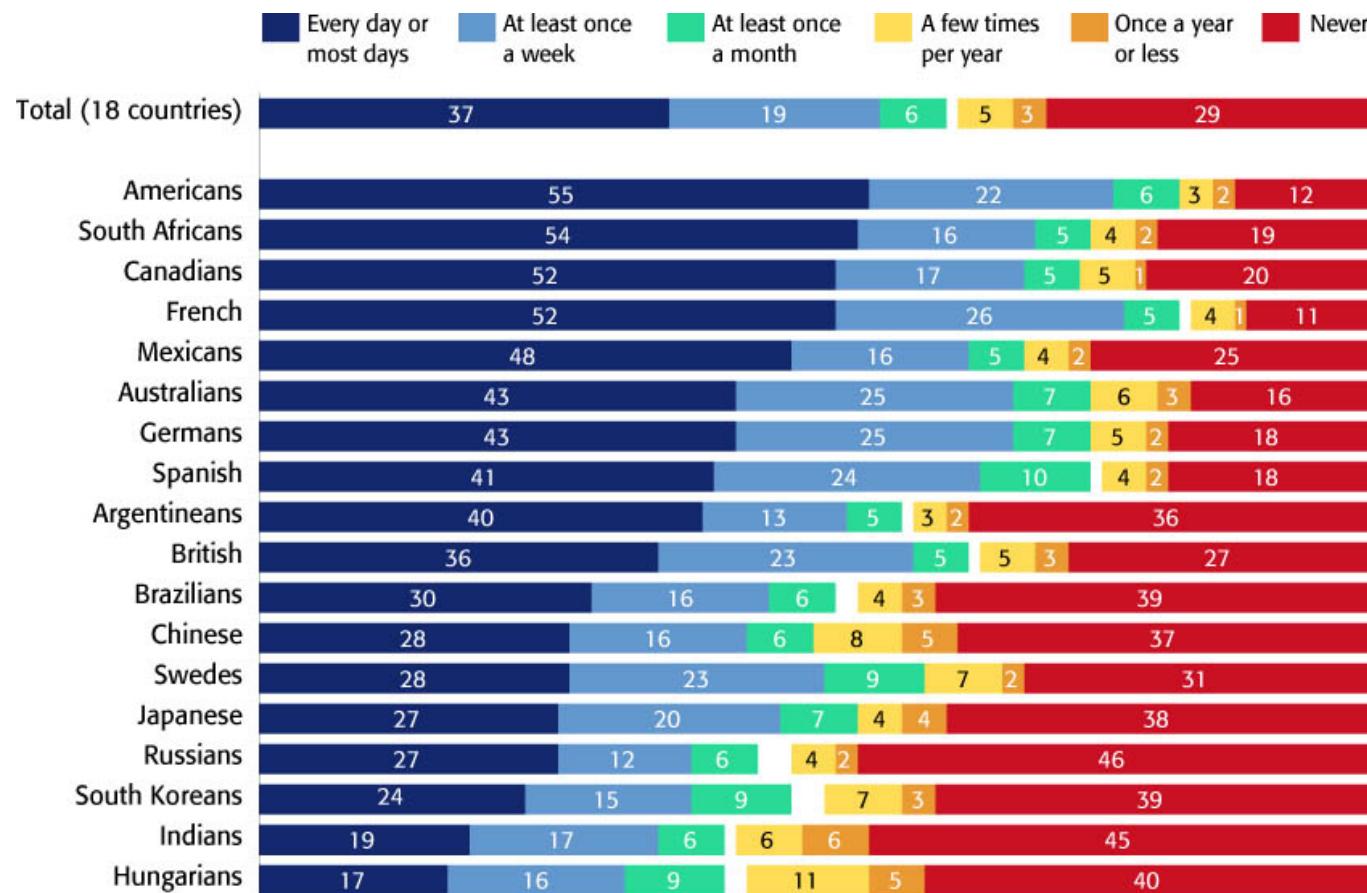
Highlighted cell indicates type of motor vehicle most driven

NGS14_12a

Subsample: Consumers who drive motor vehicles (n=15,935)

110

GLOBESCAN

Frequency of Driving Alone in a Car/Truck

NATIONAL GEOGRAPHIC

Percentage of Consumers in Each Country, 2014

Legend:
- Every day or most days (dark blue)
- At least once a week (light blue)
- At least once a month (green)
- A few times per year (yellow)
- Once a year or less (orange)
- Never (red)

	Every day or most days	At least once a week	At least once a month	A few times per year	Once a year or less	Never
Total (18 countries)	37	19	6	5	3	29
Americans	55	22	6	3	2	12
South Africans	54	16	5	4	2	19
Canadians	52	17	5	5	1	20
French	52	26	5	4	1	11
Mexicans	48	16	5	4	2	25
Australians	43	25	7	6	3	16
Germans	43	25	7	5	2	18
Spanish	41	24	10	4	2	18
Argentineans	40	13	5	3	2	36
British	36	23	5	5	3	27
Brazilians	30	16	6	4	3	39
Chinese	28	16	6	8	5	37
Swedes	28	23	9	7	2	31
Japanese	27	20	7	4	4	38
Russians	27	12	6	4	2	46
South Koreans	24	15	9	7	3	39
Indians	19	17	6	6	6	45
Hungarians	17	16	9	11	5	40

NGS14_11tmta_alone

GLOBESCAN

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

Frequency of Driving Alone in a Car/Truck

NATIONAL GEOGRAPHIC

"Every Day" and "Most Days," Percentage of Consumers in Each Country, Recent Trends: 2008–2014

Increases

- Mexicans
- Chinese
- Indians

Mexicans: 48
Chinese: 28
Indians: 19

Decreases

- French
- Australians
- Spanish
- Swedes
- South Koreans
- Hungarians

French: 52
Australians: 43
Spanish: 41
Swedes: 28
South Koreans: 24
Hungarians: 17

NGS14_11tmta_trk

GLOBESCAN

Percentage of Consumers in Each Country, 2014

	Every day or most days	At least once a week	At least once a month	A few times per year	Once a year or less	Never
Total (18 countries)	16	31	13	11	4	23
Americans	25	42	16	7	3	7
Australians	24	43	14	9	3	6
South Africans	34	32	13	9	3	9
Canadians	22	43	13	8	2	12
Russians	25	33	20	14	2	5
British	19	44	14	8	3	12
Hungarians	14	34	18	21	5	8
South Koreans	12	34	16	11	3	20
Germans	11	35	16	11	3	23
Swedes	10	34	17	10	3	26
Indians	15	27	15	16	7	18
French	12	33	12	13	5	23
Brazilians	22	25	6	6	3	37
Mexicans	16	21	8	7	3	42
Spanish	9	25	12	10	4	39
Chinese	6	23	14	19	7	29
Japanese	3	22	11	10	5	48
Argentineans	13	13	7	6	2	56

NGS14_11tmtb_wthothrs

GLOBESCAN

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

Frequency of Using Local Public Transportation

NATIONAL GEOGRAPHIC

Percentage of Consumers in Each Country, 2014

Legend: Every day or most days | At least once a week | At least once a month | A few times per year | Once a year or less | Never

	Every day or most days	At least once a week	At least once a month	A few times per year	Once a year or less	Never
Total (18 countries)	24	18	14	17	9	18
Russians	43	25	17	9	4	2
Chinese	28	32	20	13	3	2
South Koreans	34	29	17	11	3	4
Indians	33	22	17	16	5	6
Mexicans	33	20	13	14	6	13
Argentineans	35	19	9	10	6	20
Hungarians	35	13	15	21	9	7
Spanish	23	21	18	21	8	8
Brazilians	29	19	13	17	8	13
British	15	22	17	24	10	12
Japanese	15	16	23	24	12	10
Swedes	19	13	18	24	11	15
Germans	18	15	14	24	14	15
French	17	11	12	19	11	30
Australians	14	13	10	21	19	22
Canadians	11	12	9	14	14	40
South Africans	15	7	8	13	12	43
Americans	5	7	6	10	15	56

NGS14_11tmtc_public

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

Percentage of Consumers in Each Country, 2014

	Every day or most days	At least once a week	At least once a month	A few times per year	Once a year or less	Never
Total (18 countries)	3	5	9	22	22	37
Indians	12	14	21	29	16	8
Japanese	12	12	19	25	16	16
British	4	8	15	29	22	22
Hungarians	3	6	13	36	28	14
Australians	4	6	8	17	23	41
Chinese	1	6	12	47	29	5
Brazilians	5	5	8	13	12	56
South Koreans	1	4	13	36	24	18
Germans	2	4	11	27	32	24
Spanish	1	4	10	25	27	30
French	2	3	10	25	23	36
Swedes	2	3	10	32	29	24
South Africans	3	4	6	7	14	64
Mexicans	3	4	2	5	7	78
Americans	1	3	4	5	16	70
Argentineans	2	3	3	6	7	75
Canadians	1	2	4	8	19	66
Russians	1	3		24	59	13

NGS14_Q11tmtd_trains

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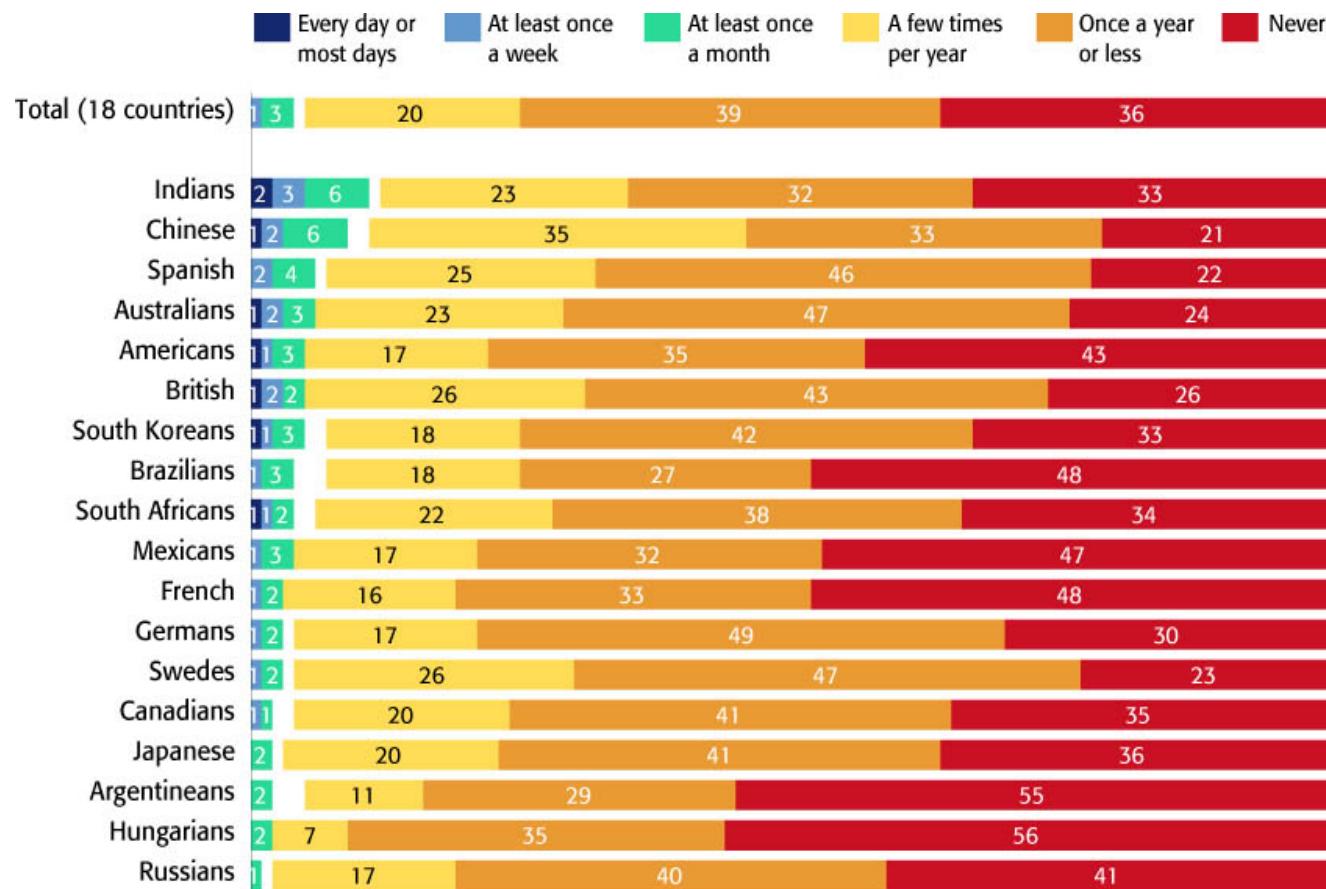
115   The white space in this chart represents "DK/NA."

Frequency of Using Airplanes

Percentage of Consumers in Each Country, 2014

	Every day or most days	At least once a week	At least once a month	A few times per year	Once a year or less	Never
Total (18 countries)	1	3		20	39	36
Indians	2	3	6	23	32	33
Chinese	1	2	6	35	33	21
Spanish	2		4	25	46	22
Australians	1	2	3	23	47	24
Americans	1	1	3	17	35	43
British	1	2	2	26	43	26
South Koreans	1	1	3	18	42	33
Brazilians	1		3	18	27	48
South Africans	1	1	2	22	38	34
Mexicans	1		3	17	32	47
French	1		2	16	33	48
Germans	1		2	17	49	30
Swedes	1		2	26	47	23
Canadians	1		1	20	41	35
Japanese			2	20	41	36
Argentineans			2	11	29	55
Hungarians			2	7	35	56
Russians			1	17	40	41

NGS14_11tmte_air

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

Frequency of Using Bicycles

Percentage of Consumers in Each Country, 2014

Legend: Every day or most days | At least once a week | At least once a month | A few times per year | Once a year or less | Never

Country	Every day or most days	At least once a week	At least once a month	A few times per year	Once a year or less	Never
Total (18 countries)	9	14	11	14	10	42
Chinese	19	24	16	15	12	12
Germans	17	23	16	13	6	25
Japanese	19	22	12	10	5	33
Swedes	18	19	13	16	7	27
Hungarians	20	14	13	16	8	29
Argentineans	13	16	13	13	7	37
Mexicans	9	17	14	13	8	39
Indians	11	11	10	9	12	45
Spanish	5	14	13	12	11	45
Brazilians	8	13	10	15	10	44
South Koreans	7	12	10	14	13	42
French	5	12	12	18	9	44
Canadians	3	12	9	17	9	48
Russians	4	10	9	19	14	43
British	4	10	8	11	8	59
Americans	3	8	8	13	10	59
Australians	3	6	8	11	11	61
South Africans	2	6	6	9	14	61

NGS14_11mtf_bic

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

GLOBESCAN

Frequency of Walking or Riding Bike to Destination

NATIONAL GEOGRAPHIC

"All of the Time (5)" or "Often (4)," Percentage of Consumers in Each Country, 2014

All of the time ■ **Often** ■

	All of the time	Often	Total
TOTAL (18 countries)	33	25	58
Chinese	43	30	73
Germans	43	29	72
Hungarians	42	29	71
Spanish	39	27	66
Brazilians	41	24	65
South Koreans	31	34	65
Argentineans	45	18	63
Indians	35	25	60

	All of the time	Often	Total
Swedes	34	26	60
Mexicans	37	21	58
Russians	33	23	56
French	25	31	56
Japanese	31	24	55
British	28	27	55
Canadians	24	24	48
South Africans	24	22	46
Australians	20	22	42
Americans	13	19	32

NGS14_15tmtk_ctry

GLOBESCAN

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

Frequency of Walking or Riding Bike to Destination

"All of the Time (5)" and "Often (4)," Percentage of Consumers in Each Country, Recent Trends: 2008–2014

Increases

Legend:
- Germans
- Spanish
- Brazilians
- South Koreans
- Argentineans
- Swedes
- Mexicans
- British
- Canadians

Values at 2014: 73, 66, 65, 63, 59, 58, 55, 48

Decreases

- Japanese

Value: 55

NGS14_15k_trk

GLOBESCAN
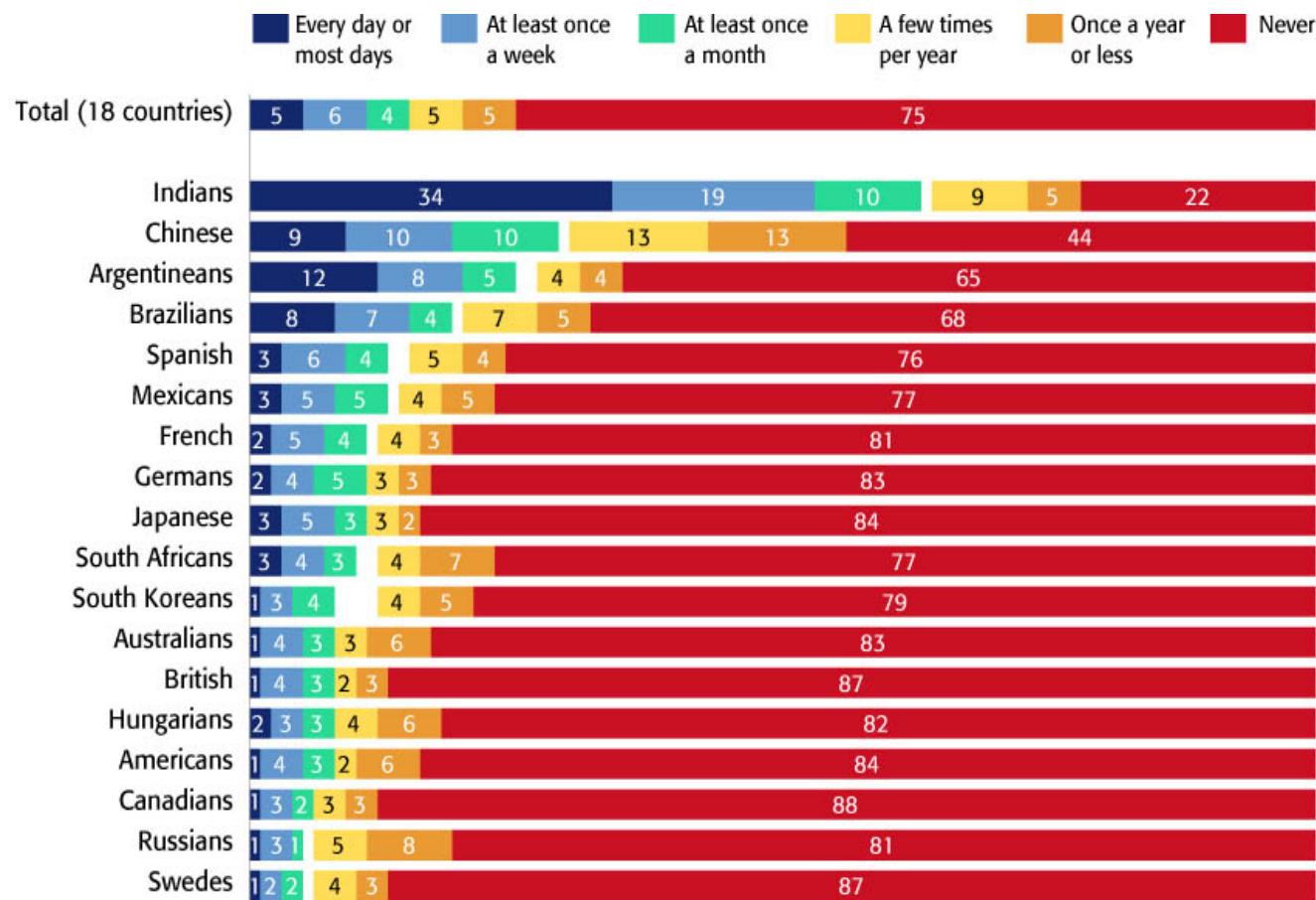
Frequency of Using Motorcycles or Motor Scooters

Percentage of Consumers in Each Country, 2014

	Every day or most days	At least once a week	At least once a month	A few times per year	Once a year or less	Never
Total (18 countries)	5	6	4	5	5	75
Indians	34	19	10	9	5	22
Chinese	9	10	10	13	13	44
Argentineans	12	8	5	4	4	65
Brazilians	8	7	4	7	5	68
Spanish	3	6	4	5	4	76
Mexicans	3	5	5	4	5	77
French	2	5	4	4	3	81
Germans	2	4	5	3	3	83
Japanese	3	5	3	3	2	84
South Africans	3	4	3	4	7	77
South Koreans	1	3	4	4	5	79
Australians	1	4	3	3	6	83
British	1	4	3	2	3	87
Hungarians	2	3	3	4	6	82
Americans	1	4	3	2	6	84
Canadians	1	3	2	3	3	88
Russians	1	3	1	5	8	81
Swedes	1	2	2	4	3	87

NGS14_Q11tmtg_motorscooter

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

Food

- Food sub-index scores have increased in 11 of the countries surveyed and have decreased slightly in Sweden and Spain, and also very slightly in USA and Russia. Indian consumers still score the highest on this sub-index. Consumers in Hungary have greatly increased their food sub-index scores, and they rank near the top of this index at third place. Mexican consumers continue to score lowest, along with Japanese, American, and Spanish consumers.

- Consumers living in colder climates are more likely to consume imported foods. Russian and Australian consumers remain the most likely to report consuming locally grown food frequently. Fewer consumers in China consume locally grown food than in 2012.

- A majority of consumers out of 18 countries surveyed say that they consume beef once or more per week. Argentinean and Brazilian consumers are still the most likely to consume beef, with more than 60 percent saying they do so daily or several times a week. Beef consumption has increased in Brazil since 2012. Indians continue to eat the least beef.

GLOBESCAN

- Chicken consumption is also high among a majority of consumers in most countries surveyed. Compared to 2012, Spanish and Brazilian consumers are now more likely to eat chicken often.

- Spanish, Japanese, and Chinese consumers are still the most likely to consume fish and seafood several times per week. French consumers are now less likely to consume this type of food compared to 2012.

- As in 2012, Russian, Indian, and Hungarian consumers eat food that they have grown themselves more frequently than do those in other countries. Consumers in Latin America and Spain are least likely to ever eat food they have grown themselves.

- Large majorities of consumers in all of the 18 countries surveyed report that they eat fruits and vegetables daily or several times a week. Consumers in Sweden are more likely to do this now than in 2012.

- German and Mexican consumers drink bottled water most often, with the majority of Germans saying that they do so on a daily basis. Consumers in Hungary have decreased their consumption of bottled water since 2012.

Sub-Index Content: Food
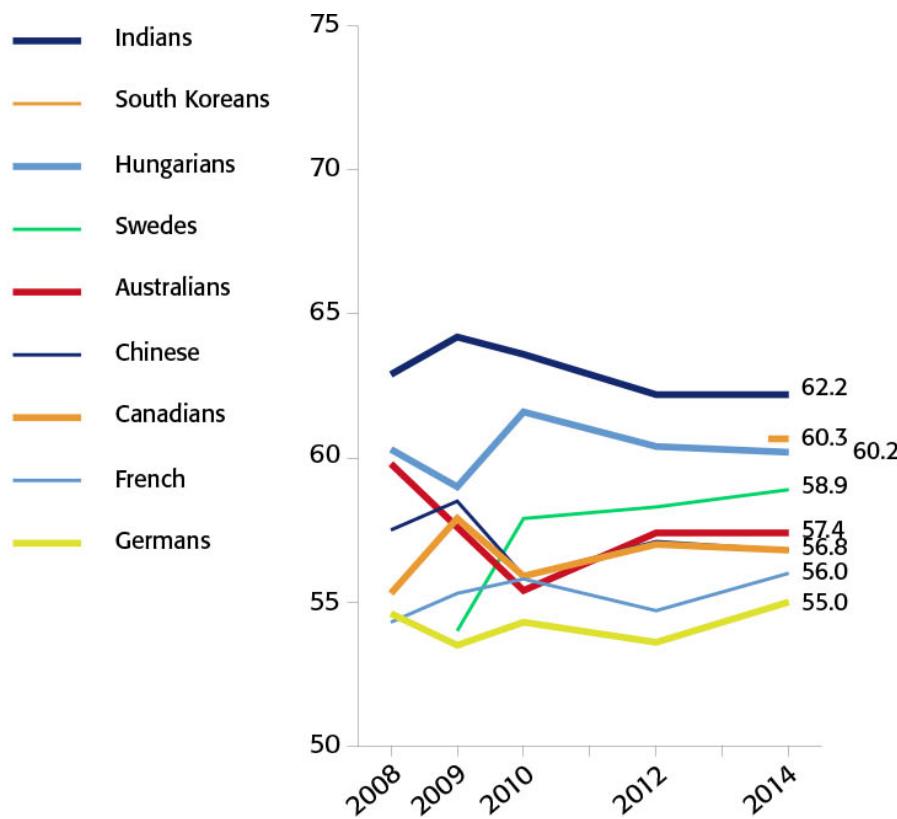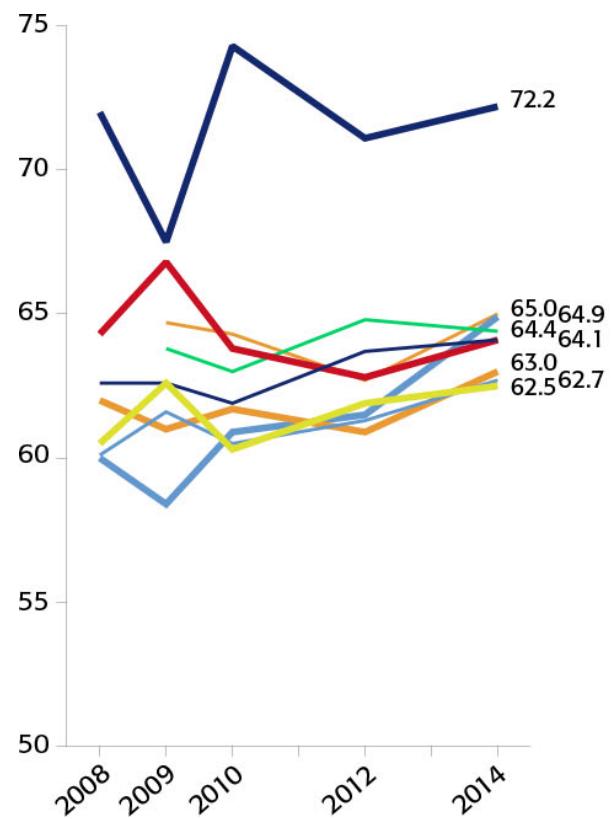
NATIONAL GEOGRAPHIC

The Food sub-index consists of eight variables measuring consumption of the following:

- Locally produced foods

- Foods grown or raised by oneself

- Fruits and vegetables

- Beef

- Chicken

- Seafood

- Bottled water

- Organic foods were not included in the sub-index due to high variability in the definition and understanding of "organic" from country to country

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Trends, 2008– 2014
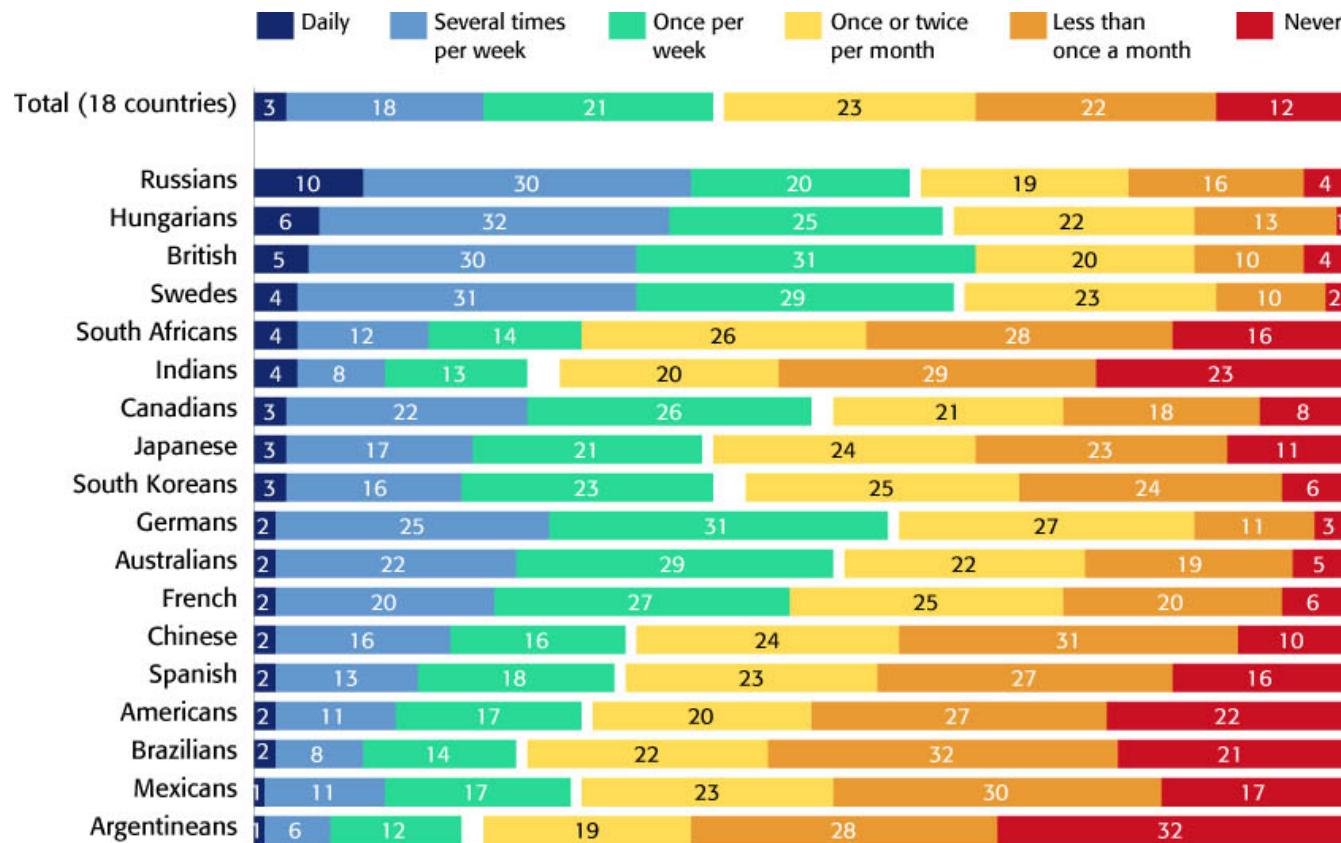
Frequency of Consuming Imported Foods

Percentage of Consumers in Each Country, 2014

	Daily	Several times per week	Once per week	Once or twice per month	Less than once a month	Never
Total (18 countries)	3	18	21	23	22	12
Russians	10	30	20	19	16	4
Hungarians	6	32	25	22	13	1
British	5	30	31	20	10	4
Swedes	4	31	29	23	10	2
South Africans	4	12	14	26	28	16
Indians	4	8	13	20	29	23
Canadians	3	22	26	21	18	8
Japanese	3	17	21	24	23	11
South Koreans	3	16	23	25	24	6
Germans	2	25	31	27	11	3
Australians	2	22	29	22	19	5
French	2	20	27	25	20	6
Chinese	2	16	16	24	31	10
Spanish	2	13	18	23	27	16
Americans	2	11	17	20	27	22
Brazilians	2	8	14	22	32	21
Mexicans	1	11	17	23	30	17
Argentineans	1	6	12	19	28	32

NGS14_3_imports

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

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Frequency of Consuming Imported Foods

"Daily" and "Several Times a Week," Percentage of Consumers in Each Country, Decreases: 2008–2014

NGS14_3tc_trk

GLOBESCAN
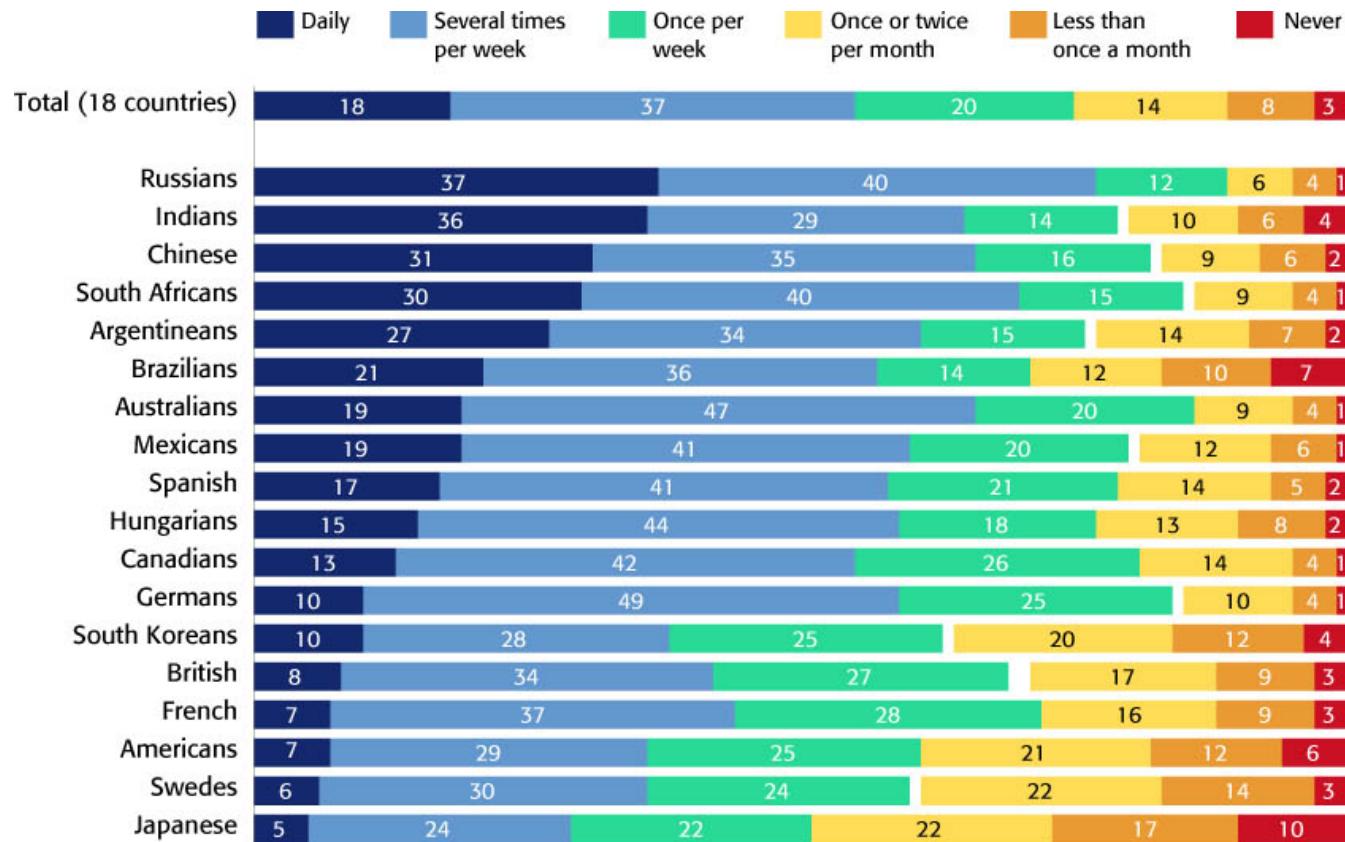
Frequency of Consuming Locally Grown Food

Percentage of Consumers in Each Country, 2014

Legend: Daily | Several times per week | Once per week | Once or twice per month | Less than once a month | Never

	Daily	Several times per week	Once per week	Once or twice per month	Less than once a month	Never
Total (18 countries)	18	37	20	14	8	3
Russians	37	40	12	6	4	1
Indians	36	29	14	10	6	4
Chinese	31	35	16	9	6	2
South Africans	30	40	15	9	4	1
Argentineans	27	34	15	14	7	2
Brazilians	21	36	14	12	10	7
Australians	19	47	20	9	4	1
Mexicans	19	41	20	12	6	1
Spanish	17	41	21	14	5	2
Hungarians	15	44	18	13	8	2
Canadians	13	42	26	14	4	1
Germans	10	49	25	10	4	1
South Koreans	10	28	25	20	12	4
British	8	34	27	17	9	3
French	7	37	28	16	9	3
Americans	7	29	25	21	12	6
Swedes	6	30	24	22	14	3
Japanese	5	24	22	22	17	10

NGS14_3_local

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

GLOBESCAN

Frequency of Consuming Locally Grown Food

NATIONAL GEOGRAPHIC

"Daily" and "Several Times a Week," Percentage of Consumers in Each Country, Recent Trends: 2008–2014

Increases

Legend	Country
—	Argentineans
—	Mexicans
—	Germans
—	Hungarians
—	Spanish
—	Brazilians
—	Canadians
—	South Koreans

Values at 2014: 61, 60, 59, 58, 57, 55, 38

Decreases

Chinese

72, 74, 66, 73, 66

NGS14_3td_trk

GLOBESCAN

Frequency of Consuming Self-Grown Food

Percentage of Consumers in Each Country, 2014
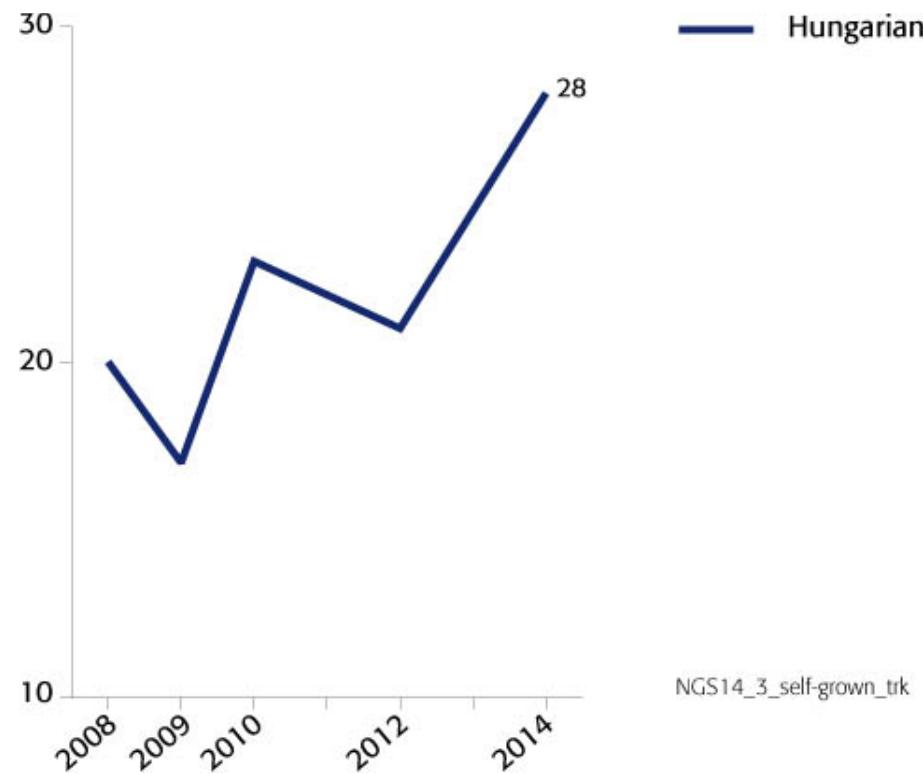
NGS14_3_self-grown

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

Frequency of Consuming Self-Grown Food
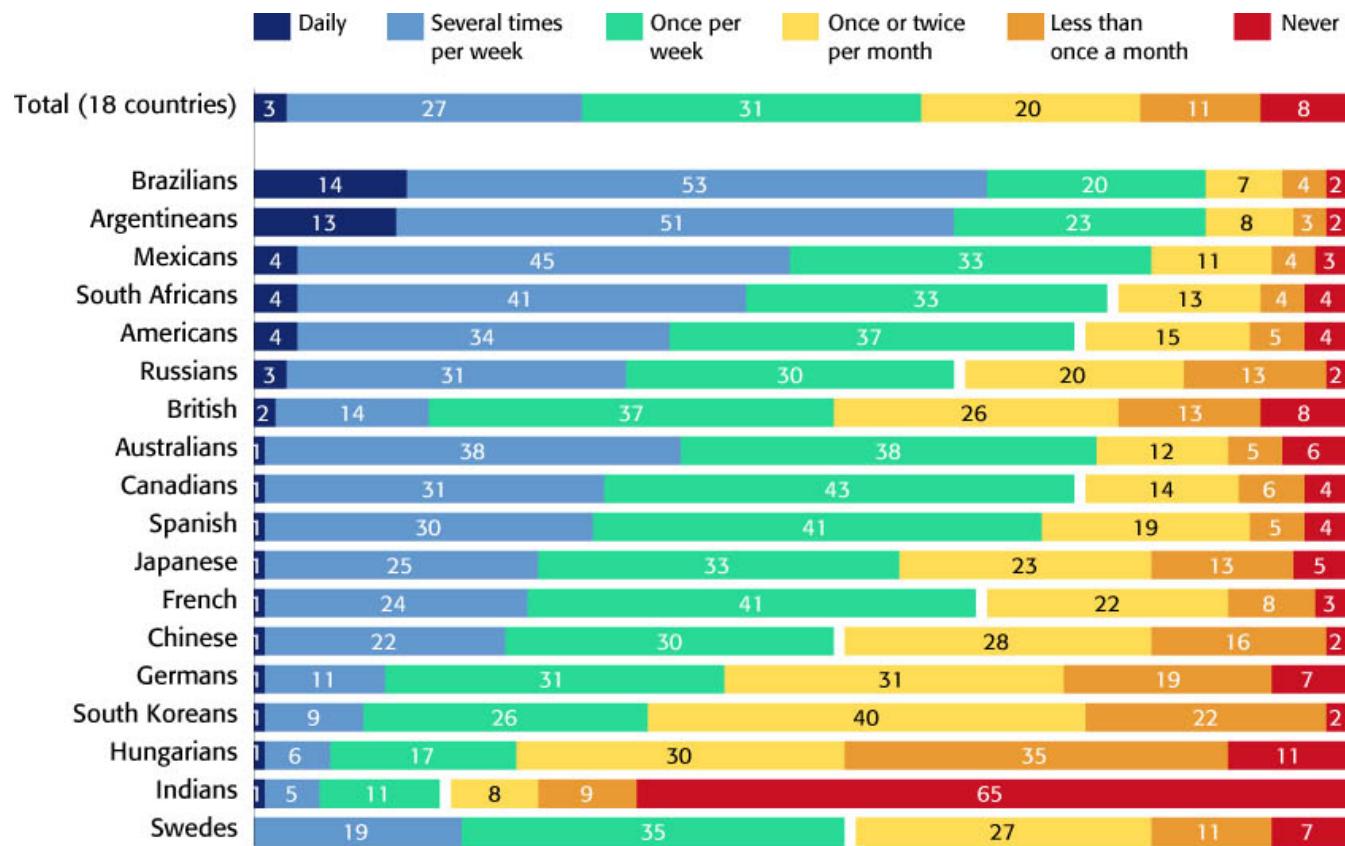
"Daily" and "Several Times a Week," Percentage of Consumers in Each Country, Increases: 2008–2014

NGS14_3_self-grown_trk

GLOBESCAN

Frequency of Consuming Beef

Percentage of Consumers in Each Country, 2014

	Daily	Several times per week	Once per week	Once or twice per month	Less than once a month	Never
Total (18 countries)	3	27	31	20	11	8
Brazilians	14	53	20	7	4	2
Argentineans	13	51	23	8	3	2
Mexicans	4	45	33	11	4	3
South Africans	4	41	33	13	4	4
Americans	4	34	37	15	5	4
Russians	3	31	30	20	13	2
British	2	14	37	26	13	8
Australians	1	38	38	12	5	6
Canadians	1	31	43	14	6	4
Spanish	1	30	41	19	5	4
Japanese	1	25	33	23	13	5
French	1	24	41	22	8	3
Chinese	1	22	30	28	16	2
Germans	1	11	31	31	19	7
South Koreans	1	9	26	40	22	2
Hungarians	1	6	17	30	35	11
Indians	1	5	11	8	9	65
Swedes		19	35	27	11	7

NGS14_3_beef

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

"Daily" and "Several Times a Week," Percentage of Consumers in Each Country, Recent Trends: 2008–2014

Increases

——	Brazilians
——	Argentineans
——	Mexicans

(Brazilians: 67, Argentineans: 64, Mexicans: 49)

Decreases

——	Canadians
——	French
——	Chinese

(Canadians: 32, French: 25, Chinese: 23)

NGS14_3tf_trk

GLOBESCAN

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

Frequency of Consuming Chicken

Percentage of Consumers in Each Country, 2014

Legend: Daily | Several times per week | Once per week | Once or twice per month | Less than once a month | Never

Country	Daily	Several times per week	Once per week	Once or twice per month	Less than once a month	Never
Total (18 countries)	4	37	34	15	5	4
Argentineans	9	45	31	9	3	3
South Africans	8	57	26	6	2	1
Russians	8	46	32	10	3	1
Brazilians	7	42	30	10	6	4
Mexicans	5	52	32	7	2	2
Americans	5	46	34	9	3	2
British	4	37	37	12	5	5
Indians	4	17	30	13	9	26
Spanish	3	50	35	7	3	1
Hungarians	3	47	34	11	3	2
Australians	3	47	33	9	3	4
Canadians	3	39	42	10	3	3
Chinese	3	28	33	25	9	1
French	2	21	41	26	7	3
Japanese	1	38	36	15	6	4
Germans	1	19	39	25	10	5
South Koreans	1	14	29	42	13	1
Swedes		18	40	27	9	6

NGS14_3_chicken

GLOBESCAN

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

Frequency of Consuming Chicken

"Daily" and "Several Times a Week," Percentage of Consumers in Each Country, Recent Trends: 2008–2014

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

Frequency of Consuming Fish and Seafood

NATIONAL GEOGRAPHIC

Percentage of Consumers in Each Country, 2014

Legend: Daily | Several times per week | Once per week | Once or twice per month | Less than once a month | Never

Country	Daily	Several times per week	Once per week	Once or twice per month	Less than once a month	Never
Total (18 countries)	2	22	35	22	12	6
Indians	6	16	21	14	12	29
Chinese	5	35	32	20	7	1
Brazilians	4	16	30	28	15	6
Japanese	3	47	31	10	7	1
Spanish	3	46	38	9	2	1
South Africans	3	22	36	25	10	3
Russians	2	28	37	24	8	1
British	2	20	43	18	9	8
Mexicans	2	19	35	27	14	3
Argentineans	2	13	31	26	18	10
Swedes	1	23	41	20	11	4
Australians	1	22	39	21	11	6
South Koreans	1	21	34	31	11	1
French	1	20	43	23	10	3
Canadians	1	18	36	23	12	9
Americans	1	17	36	22	14	9
Germans	1	14	38	27	14	6
Hungarians		6	19	33	31	9

NGS14_3_fish

GLOBESCAN

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

Frequency of Consuming Fish and Seafood

NATIONAL GEOGRAPHIC

"Daily" and "Several Times a Week," Percentage of Consumers in Each Country, Recent Trends: 2008–2014

GLOBESCAN

Frequency of Consuming Fruits and Vegetables

NATIONAL GEOGRAPHIC

Percentage of Consumers in Each Country, 2014

Legend: Daily | Several times per week | Once per week | Once or twice per month | Less than once a month | Never

Country	Daily	Several times per week	Once per week	Once or twice per month	Less than once a month	Never
Total (18 countries)	45	38	10	4	1	
Chinese	62	30	4	2	1	
Indians	57	28	8	3	2	1
Spanish	55	33	8	2	1	
Australians	51	38	8	3		
Argentineans	47	38	9	4	1	
South Africans	46	39	10	3	2	
British	46	39	8	3	2	1
Canadians	45	42	8	3	1	
Germans	44	40	11	3	1	
Russians	44	39	12	3	1	
Mexicans	43	42	10	3	1	
Swedes	43	38	11	6	2	
Brazilians	41	38	12	5	2	
Japanese	40	37	14	5	2	1
Americans	38	41	11	6	2	1
French	37	46	11	3	1	
Hungarians	37	45	12	5	1	
South Koreans	30	39	20	8	3	

NGS14_3_fruit_veg

GLOBESCAN

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

Frequency of Consuming Fruits and Vegetables

"Daily" and "Several Times a Week," Percentage of Consumers in Each Country, Increases: 2008–2014
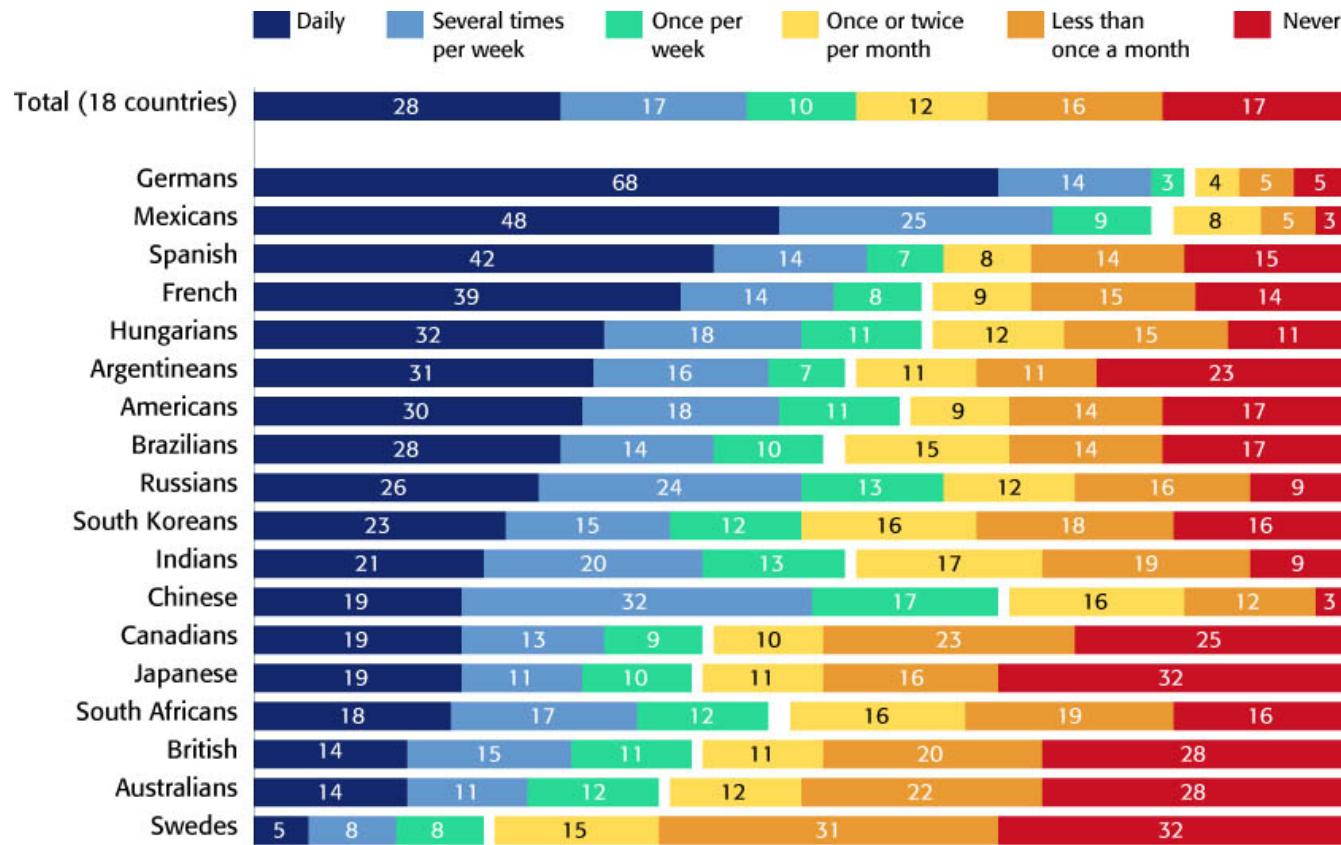
NGS14_3ti_trk

Frequency of Consuming Bottled Water

Percentage of Consumers in Each Country, 2014

Legend: Daily | Several times per week | Once per week | Once or twice per month | Less than once a month | Never

	Daily	Several times per week	Once per week	Once or twice per month	Less than once a month	Never
Total (18 countries)	28	17	10	12	16	17
Germans	68	14	3	4	5	5
Mexicans	48	25	9	8	5	3
Spanish	42	14	7	8	14	15
French	39	14	8	9	15	14
Hungarians	32	18	11	12	15	11
Argentineans	31	16	7	11	11	23
Americans	30	18	11	9	14	17
Brazilians	28	14	10	15	14	17
Russians	26	24	13	12	16	9
South Koreans	23	15	12	16	18	16
Indians	21	20	13	17	19	9
Chinese	19	32	17	16	12	3
Canadians	19	13	9	10	23	25
Japanese	19	11	10	11	16	32
South Africans	18	17	12	16	19	16
British	14	15	11	11	20	28
Australians	14	11	12	12	22	28
Swedes	5	8	8	15	31	32

NGS14_3_bottled_water

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

Frequency of Consuming Bottled Water

NATIONAL GEOGRAPHIC

"Daily" and "Several Times a Week," Percentage of Consumers in Each Country,
Recent Trends: 2008–2014

Increase — Russians

Decrease — Hungarians

NGS14_3_bottled_water_trk

GLOBESCAN

Frequency of Consuming Convenient (Prepared/Processed/Packaged) Foods

NATIONAL GEOGRAPHIC

Percentage of Consumers in Each Country, 2014

Legend: Daily | Several times per week | Once per week | Once or twice per month | Less than once a month | Never

	Daily	Several times per week	Once per week	Once or twice per month	Less than once a month	Never
Total (18 countries)	6	25	24	21	18	6
Brazilians	12	38	23	15	9	3
Russians	11	29	22	18	16	4
South Africans	10	32	24	15	14	4
Americans	8	33	24	17	13	5
South Koreans	7	33	28	20	10	1
Indians	7	20	23	21	21	8
Australians	6	29	27	19	15	4
British	6	26	25	18	19	6
Canadians	6	25	27	20	17	5
Chinese	5	28	24	25	16	1
Hungarians	5	21	24	21	24	5
Mexicans	4	22	27	22	20	4
French	3	24	23	23	18	9
Argentineans	3	21	20	21	22	13
Japanese	2	18	21	21	21	16
Spanish	2	17	25	23	24	9
Germans	2	16	21	26	25	10
Swedes	2	12	22	27	28	9

NGS14_3_packaged

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

GLOBESCAN

Frequency of Consuming Convenient (Prepared/Processed/Packaged) Foods

NATIONAL GEOGRAPHIC

"Daily" and "Several Times a Week," Percentage of Consumers in Each Country, Recent Trends: 2008–2014

Increase

— Brazilians

Decrease

— Hungarians

NGS14_3_packaged_trk

GLOBESCAN

Frequency of Consuming Organic or Natural Foods

Percentage of Consumers in Each Country, 2014

	Daily	Several times per week	Once per week	Once or twice per month	Less than once a month	Never
Total (18 countries)	10	23	16	17	21	13
Russians	25	34	13	10	12	5
Indians	18	26	17	15	14	10
Argentineans	15	23	15	13	16	17
South Africans	14	29	19	18	14	6
Mexicans	13	31	15	15	17	8
Hungarians	12	29	17	18	18	6
Swedes	11	25	16	22	17	8
Brazilians	9	25	17	18	19	11
Spanish	9	21	14	16	22	17
Chinese	8	25	19	19	20	9
Americans	7	18	14	16	22	22
Germans	6	23	17	22	22	10
Australians	6	17	18	17	25	15
British	6	15	13	19	27	20
French	5	19	17	17	25	17
Canadians	5	15	15	15	29	21
South Koreans	4	18	22	24	25	7
Japanese	4	15	13	18	25	24

NGS14_3_organic

GLOBESCAN

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

"Daily" and "Several Times a Week," Percentage of Consumers in Each Country, Increases: 2008–2014

NGS14_3_organic_trk

NATIONAL GEOGRAPHIC

Percentage of Consumers in Each Country, 2014

	Daily	Several times per week	Once per week	Once or twice per month	Less than once a month	Never
Total (18 countries)	1	5	10	16	29	39
Australians	1	13	30	26	18	12
South Africans	2	16	24	25	24	9
Chinese	2	10	18	29	34	6
British	2	5	17	29	28	19
Spanish	1	5	17	28	34	15
Indians	2	6	11	10	15	54
French	1	4	14	25	36	19
Russians		4	7	16	38	34
Mexicans	1	3	7	16	30	42
Americans	1	4	5	8	27	55
South Koreans	1	3	6	5	15	70
Argentineans	2		5	13	36	43
Germans	2		4	13	41	39
Canadians	2		4	11	30	52
Brazilians	2		4	6	21	66
Japanese	3		3	6	23	65
Swedes	1		4	13	41	40
Hungarians	2			6	37	55

NGS14_3_lamb

GLOBESCAN

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

NATIONAL GEOGRAPHIC

Percentage of Consumers in Each Country, 2014

Legend: Daily | Several times per week | Once per week | Once or twice per month | Less than once a month | Never

	Daily	Several times per week	Once per week	Once or twice per month	Less than once a month	Never
Total (18 countries)	3	20	27	23	14	12
Chinese	23	52	15	6	2	2
Japanese	1	46	34	10	6	2
Spanish	1	27	40	20	8	4
South Koreans	2	24	36	29	7	2
Hungarians	1	26	33	25	10	4
French	1	25	34	24	8	7
Russians	2	26	28	23	14	6
Germans	1	21	32	24	14	8
Swedes	1	18	30	29	11	11
Mexicans	2	15	31	25	19	8
Canadians	1	15	31	28	15	10
South Africans	1	12	29	24	16	17
Americans	2	15	24	29	20	9
Australians	1	11	30	26	18	14
Brazilians	3	11	21	26	24	14
British	1	10	24	32	19	14
Argentineans	1	7	15	31	28	18
Indians	2	5	5	6	11	71

NGS14_3_pork

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

GLOBESCAN

Frequency of Consuming Grains and Beans

Percentage of Consumers in Each Country, 2014

	Daily	Several times per week	Once per week	Once or twice per month	Less than once a month	Never
Total (18 countries)	22	36	22	13	5	2
Brazilians	61	27	7	3	1	1
Chinese	47	38	10	3		1
South Koreans	43	27	16	10	3	
Indians	39	35	12	8	3	3
Mexicans	34	45	15	4	2	
Japanese	31	35	19	10	4	1
Hungarians	18	45	24	10	2	1
Russians	18	40	22	13	6	1
Canadians	16	41	23	13	6	1
Americans	14	42	23	14	5	2
Australians	13	35	24	16	8	3
French	12	25	20	17	15	10
Swedes	12	32	22	21	10	3
Argentineans	11	26	30	21	9	2
South Africans	11	36	28	17	6	2
Germans	9	39	27	18	6	1
British	7	34	27	17	9	5
Spanish	4	43	41	8	3	1

NGS14_3_grains_beans

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

Goods

NATIONAL GEOGRAPHIC

- Greendex goods scores for consumers have increased in five of the countries surveyed and have decreased in 11 since 2012. South Koreans now have the top rank in this sub-index. As they did in 2012, consumers in industrialized nations including Sweden, Spain, France, Britain, Germany, Australia, Canada, and the USA rank as the bottom eight.

- Falling scores among consumers in many countries on the goods sub-index suggests a lack of traction despite a number of significant corporate initiatives promoting sustainable consumption (such as Unilever's Sustainable Living Plan). In China and Brazil, along with Australia and Canada, consumers now score lower than their baseline levels in 2008, indicating stronger efforts are needed to reverse increasingly unsustainable behavior among consumers in these and other key markets.

- Majorities of consumers in 17 of the 18 countries surveyed say that they prefer to repair something when it is broken rather than replace it. Chinese and German consumers are the most likely to say this, while Japanese consumers remain the least. There have been increases in the proportion of consumers in many countries who prefer to have things repaired, including Germans, Chinese, Argentineans, Hungarians (since 2010), Indians, Mexicans, Swedes, Spanish, Brazilians, and French.

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- Of the 18 countries surveyed, consumers are generally less likely to prefer to buy used rather than brand new items, and are also less likely to prefer disposable products over reusable ones; however, Indians, British, Hungarians, and Swedish consumers have become more likely to say they prefer to buy used items. American and French consumers remain the most likely to say that they try to buy used items, while Russian consumers remain the least likely. Brazilians and Argentinians have become less likely to prefer disposable items. Preference for disposable products is still highest among Indian consumers and it has increased since 2012.

- Overall, consumers in the 18 countries surveyed tend to disagree with the statement that environmentally friendly product premiums are not worth it. Russian consumers are most likely to agree that these premiums are not worth it to them. Indian and South Korean consumers are now more likely than they were in 2012 to say that environmentally friendly products are not worth the extra cost.

- Canadian, British, German, and Australian consumers remain among the most likely to report that they recycle materials frequently, with at least 80 percent saying they do this "all of the time" or "often." As in 2012, South Korean consumers are among the least likely to recycle. Recycling has increased in Russia, China, and Argentina since 2012.

- Avoiding environmentally unfriendly products, and buying environmentally friendly products, remain most common in developing countries, particularly among Brazilian consumers. Japanese consumers remain the least likely to do this.

- China and now South Korea are the only countries in which a majority of consumers reports avoiding excessively packaged goods. Consumers in Hungary are among the least likely to avoid this type of product.

- A majority of consumers in 13 out of the 18 countries surveyed use their own durable bags when they shop, with French and German consumers remaining the most likely to do so. Americans are now least likely to use their own durable bags. Consumers in three countries, Argentina, India, and Russia, are using their own bags more frequently compared to 2012. It appears that the trend toward using durable bags for shopping has stabilized. In 2012, results in seven countries demonstrated increased frequency of using such bags.

- Almost all consumers report either owning, renting, or leasing at least one television. Mexicans and Americans are more likely than others to have four or more televisions in their households.

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Sub-Index Content: Goods

NATIONAL GEOGRAPHIC

The Goods sub-index is a combination of everyday consumption and ownership of big-ticket items. It consists of 16 variables such as:

- Purchase and/or avoidance of specific products for environmental reasons
- Avoidance of excessive packaging
- Preference for reusable consumer goods over disposable products
- Willingness to pay an environmental premium
- Preference for used rather than new items
- Preference to repair rather than to buy a replacement
- Recycling
- Number of TVs and PCs per household member
- Numbers of refrigerators, dishwashers, and laundry machines per household member
- Second homes, recreational vehicles, lawnmowers and other small engines

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Trends, 2008 –2014

South Koreans · Indians · Chinese · Mexicans · Argentineans · Brazilians · South Africans · Japanese · Hungarians

57.8
57.1
56.0
54.3
53.3
52.1
51.5
49.8

Russians · Swedes · Spanish · French · British · Germans · Australians · Canadians · Americans

47.9
47.4
46.8 46.6
46.3 46.0
44.7
43.6
43.2

NGS14_Grdx_goods_line

I Prefer to Repair Something When It Is Broken Rather than Replace It

NATIONAL GEOGRAPHIC

Percentage of Consumers in Each Country, 2014
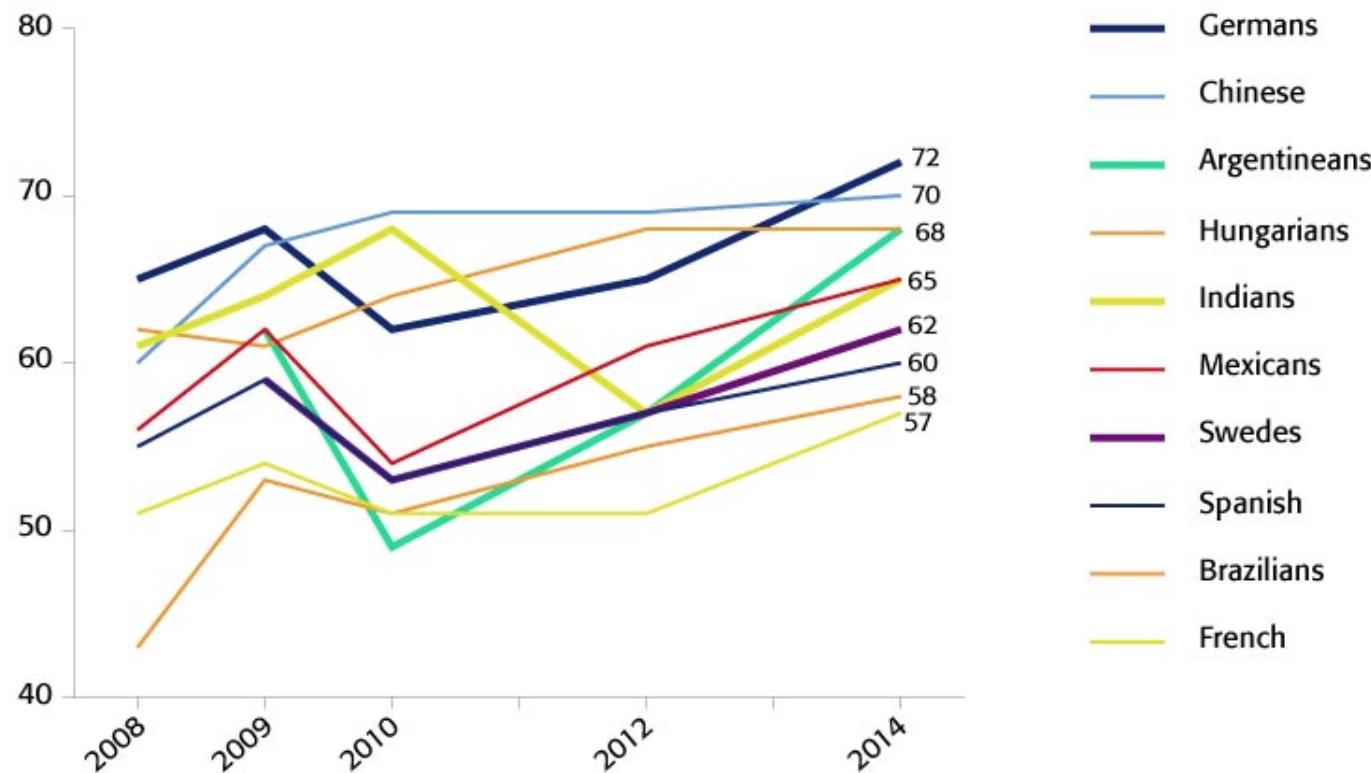
NGS14_17Bc_Env_Repair

The white space in this chart represents "3" (on a scale of 1 to 5 where 1 means "Strongly disagree" and 5 means "Strongly agree") and "DK/NA."

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NATIONAL GEOGRAPHIC

"Agree (4+5)," Percentage of Consumers in Each Country, Recent Trends: 2008–2014

NGS14_17Btmtc_trk

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I Generally Try to Buy Things "Used" or Pre-Owned Rather Than Brand New

NATIONAL GEOGRAPHIC

Percentage of Consumers in Each Country, 2014

Legend: Strongly agree (5) | 4 | 2 | Strongly disagree (1)

Country	Strongly agree (5)	4	2	Strongly disagree (1)
Total (18 countries)	7	17	23	20
French	11	23	20	14
Americans	10	23	22	16
Indians	9	24	18	21
Swedes	12	19	21	13
Canadians	10	20	23	14
British	9	20	22	17
Hungarians	8	20	22	15
Australians	8	19	22	15
Germans	7	19	22	17
Mexicans	8	18	20	19
South Africans	8	17	21	18
Argentineans	8	13	17	28
Brazilians	8	13	21	33
South Koreans	4	17	32	9
Spanish	4	16	23	26
Chinese	4	15	28	14
Japanese	2	12	30	15
Russians	2	5	21	57
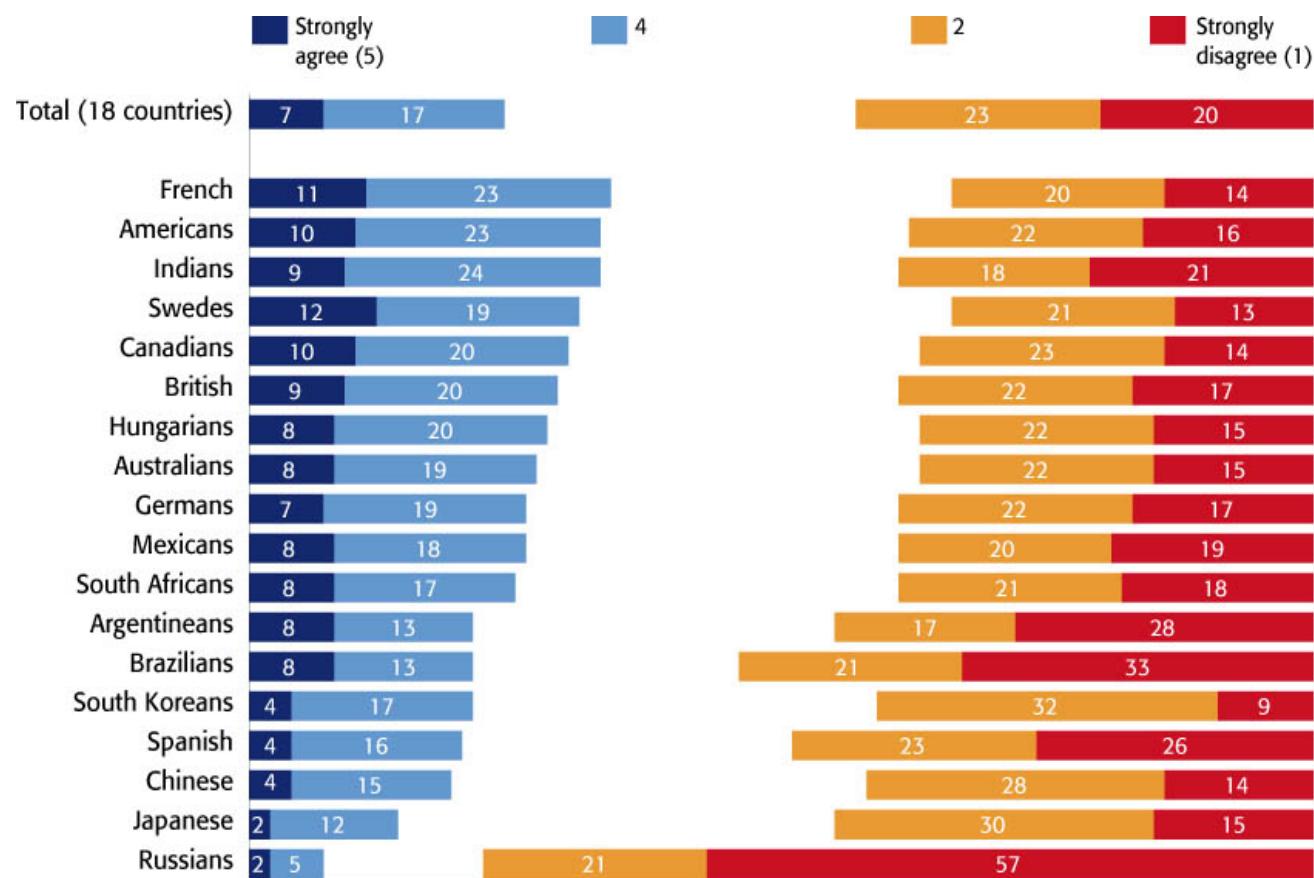
NGS14_17Bj_Env_BuyUsed

The white space in this chart represents "3" (on a scale of 1 to 5 where 1 means "Strongly disagree" and 5 means "Strongly agree") and "DK/NA."

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I Generally Try to Buy Things "Used" or Pre-Owned Rather Than Brand New

NATIONAL GEOGRAPHIC

"Agree (4+5)," Percentage of Consumers in Each Country, Recent Trends: 2008–2014

Increases

	Indians
	British
	Hungarians
	Spanish

2008, 2009, 2010, 2012, 2014

33
30
27
20

Decreases

| | Canadians |
| | Chinese |

2008, 2009, 2010, 2012, 2014

29
19

NGS14_17Btmtj_trk

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I Prefer Disposable Household Products Rather Than Things I Need to Wash and Reuse

NATIONAL GEOGRAPHIC

Percentage of Consumers in Each Country, 2014

Legend: Strongly agree (5) | 4 | 2 | Strongly disagree (1)

| Country	Strongly agree (5)	4	2	Strongly disagree (1)
Total (18 countries)	5	11	26	33
Indians	15	23	16	18
Brazilians	9	12	21	32
South Africans	8	13	26	28
Argentineans	9	10	20	37
Americans	5	13	28	25
Spanish	5	13	26	21
Chinese	5	11	32	31
Mexicans	6	10	21	46
British	4	11	26	27
French	3	12	29	29
Russians	6	8	19	52
Australians	4	9	30	33
South Koreans	2	11	38	23
Canadians	2	10	29	34
Hungarians	4	8	25	40
Germans	2	8	23	48
Japanese	1	8	34	19
Swedes	1	4	24	55
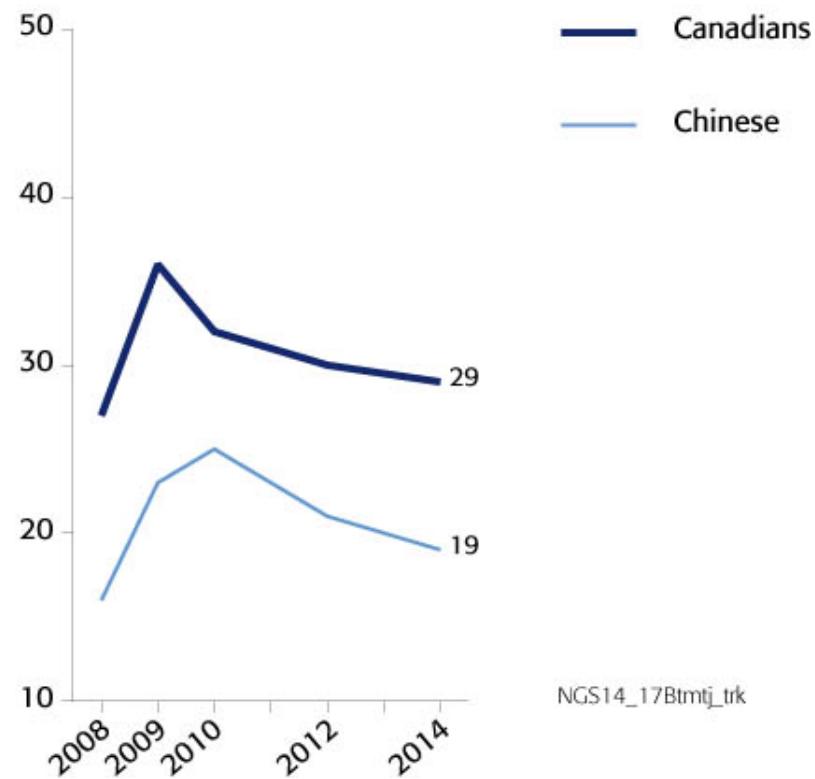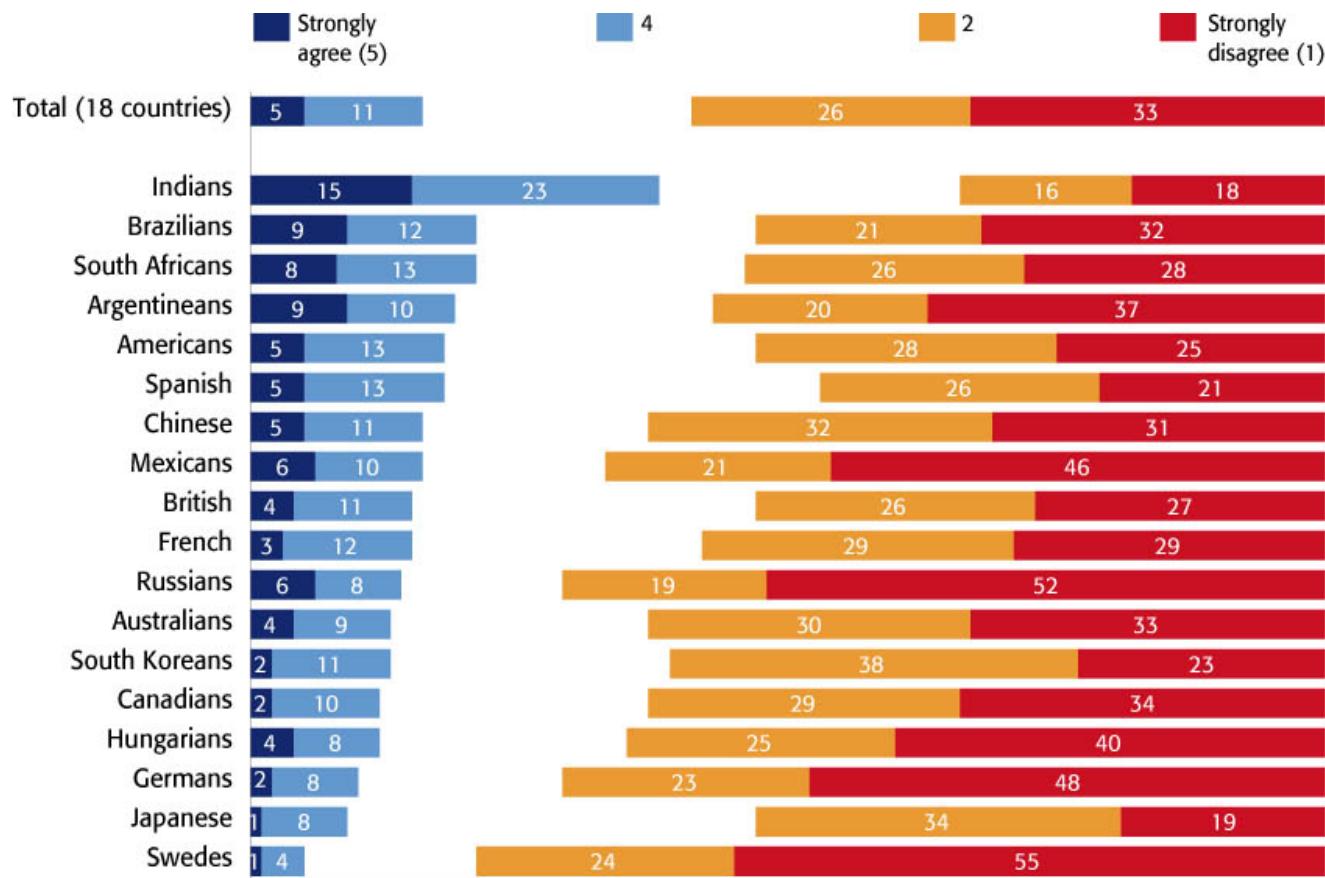
NGS14_17Bd_Env_DiposProd

The white space in this chart represents "3" (on a scale of 1 to 5 where 1 means "Strongly disagree" and 5 means "Strongly agree") and "DK/NA."

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I Prefer Disposable Household Products Rather Than Things I Need to Wash and Reuse

NATIONAL GEOGRAPHIC

"Agree (4+5)," Percentage of Consumers in Each Country, Recent Trends: 2008–2014

Increase

Indians

50
40 — 38
30
20
10

2008 2009 2010 2012 2014

Decreases

Brazilians

Argentineans

50
40
30
20 — 21
    — 19
10

2008 2009 2010 2012 2014

NGS14_17Btmtd_trk

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The Extra Cost of Environmentally Friendly Products Is Not Worth It to Me

NATIONAL GEOGRAPHIC

Percentage of Consumers in Each Country, 2014

	Strongly agree (5)	4	2	Strongly disagree (1)
Total (18 countries)	8	17	23	15
Russians	22	24	16	9
Brazilians	14	21	13	17
Indians	11	24	18	14
Americans	11	17	27	14
French	9	19	23	11
British	8	19	20	11
Australians	7	17	25	11
South Africans	8	15	26	16
Swedes	8	15	25	19
Canadians	7	15	26	13
Chinese	5	17	29	14
Hungarians	5	17	26	14
South Koreans	4	18	27	7
Spanish	4	18	23	13
Argentineans	7	11	21	31
Germans	5	13	27	17
Mexicans	5	12	21	32
Japanese	3	12	26	7
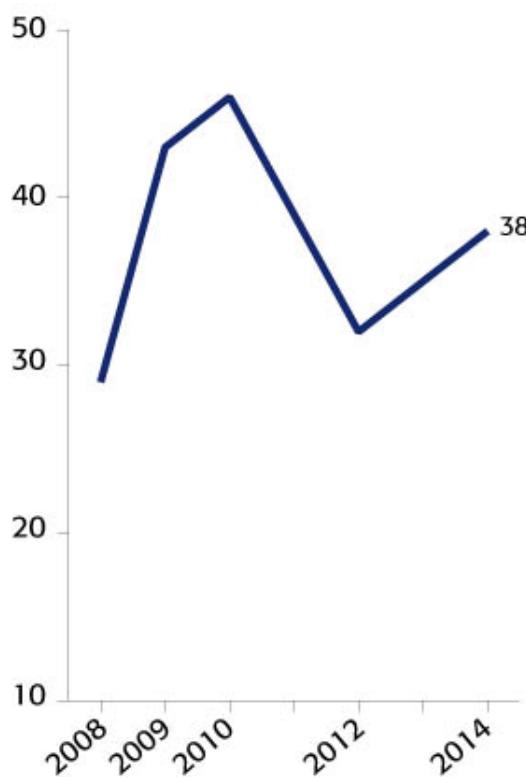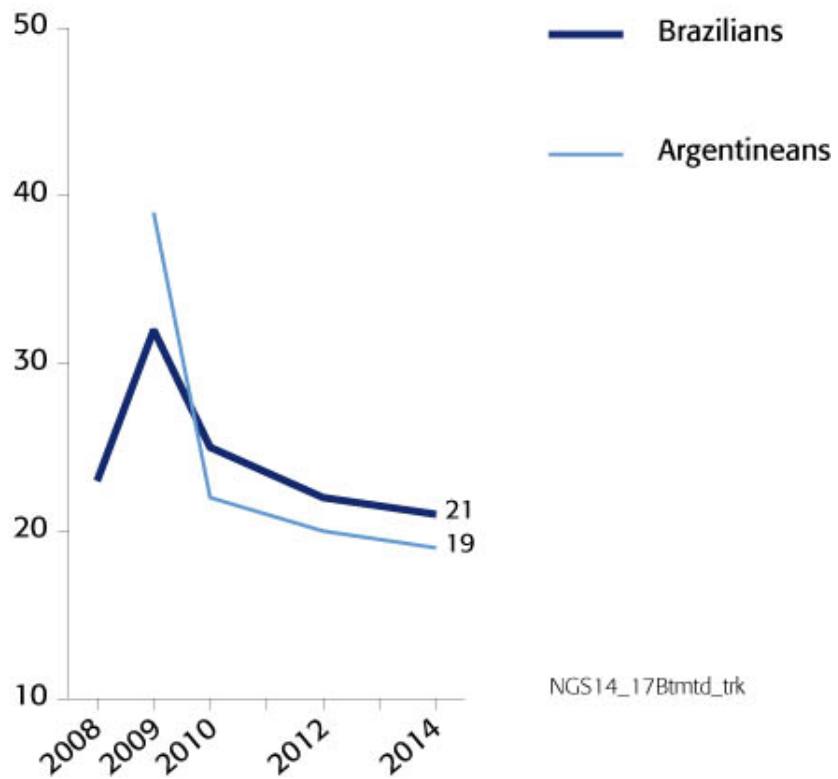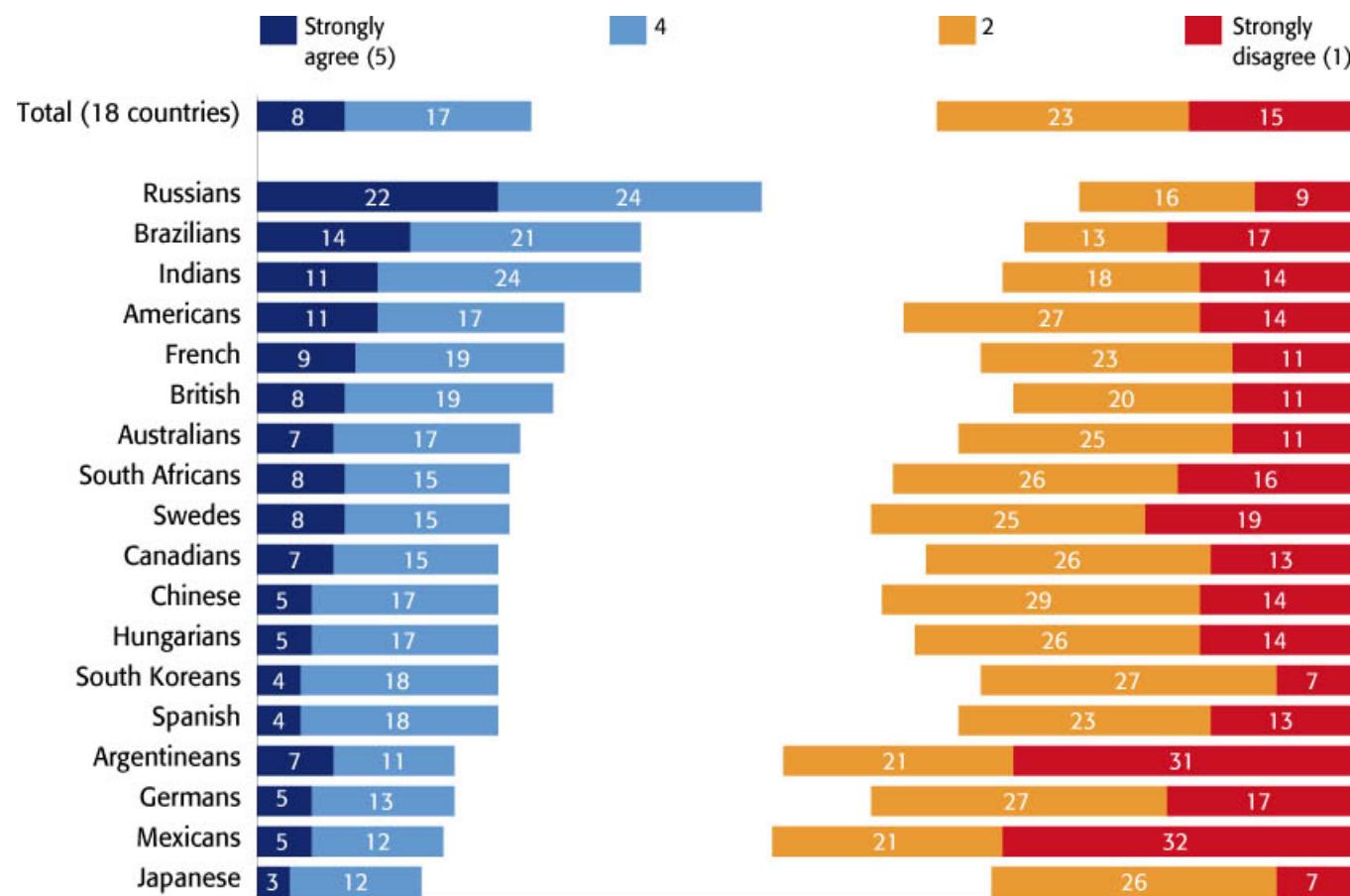
NGS14_17Bg_Env_ExtCost

The white space in this chart represents "3" (on a scale of 1 to 5 where 1 means "Strongly disagree" and 5 means "Strongly agree") and "DK/NA."

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The Extra Cost of Environmentally Friendly Products Is Not Worth It to Me

"Agree (4+5)," Percentage of Consumers in Each Country, Recent Trends: 2008–2014

NATIONAL GEOGRAPHIC

Increases

	2008	2009	2010	2012	2014
Indians	25	44	38	29	35
French	20	25	27	27	28
South Koreans		16	16	17	22

Decreases

	2008	2009	2010	2012	2014
Russians	40	52	52		46
Mexicans	14	29		19	17

NGS14_17Btmtg_trk

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Frequency of Actions

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

	Total (18 countries)	Americans	Argentineans	Australians	Brazilians	British	Canadians	Chinese	French	Germans	Hungarians	Indians	Japanese	Mexicans	Russians	South Africans	South Koreans	Spanish	Swedes
Recycling materials	63	71	49▲	85	63	84	85	64▲	75	82	58	48	58	60	44▲	45	33	75	57
Use own bag in store/market	60	41	47▲	56	44▼	74	72	65	85	81	72	58▲	60	48	48▲	52	55	74	52▲
Avoid environmentally unfriendly products	42	31	51	37	65	27	39	61	46	37	30	57▲	21	56	38	41	46	40	39
Avoid excessive packaging	40	30	48	37▲	48	36	34	64▲	40	44	26	47▲	34	49	33	34	52	40	31
Buy environmentally friendly products	40	30	46	36	60	25	37	56	36	38	44	54	20	50	46	39	36	34	34
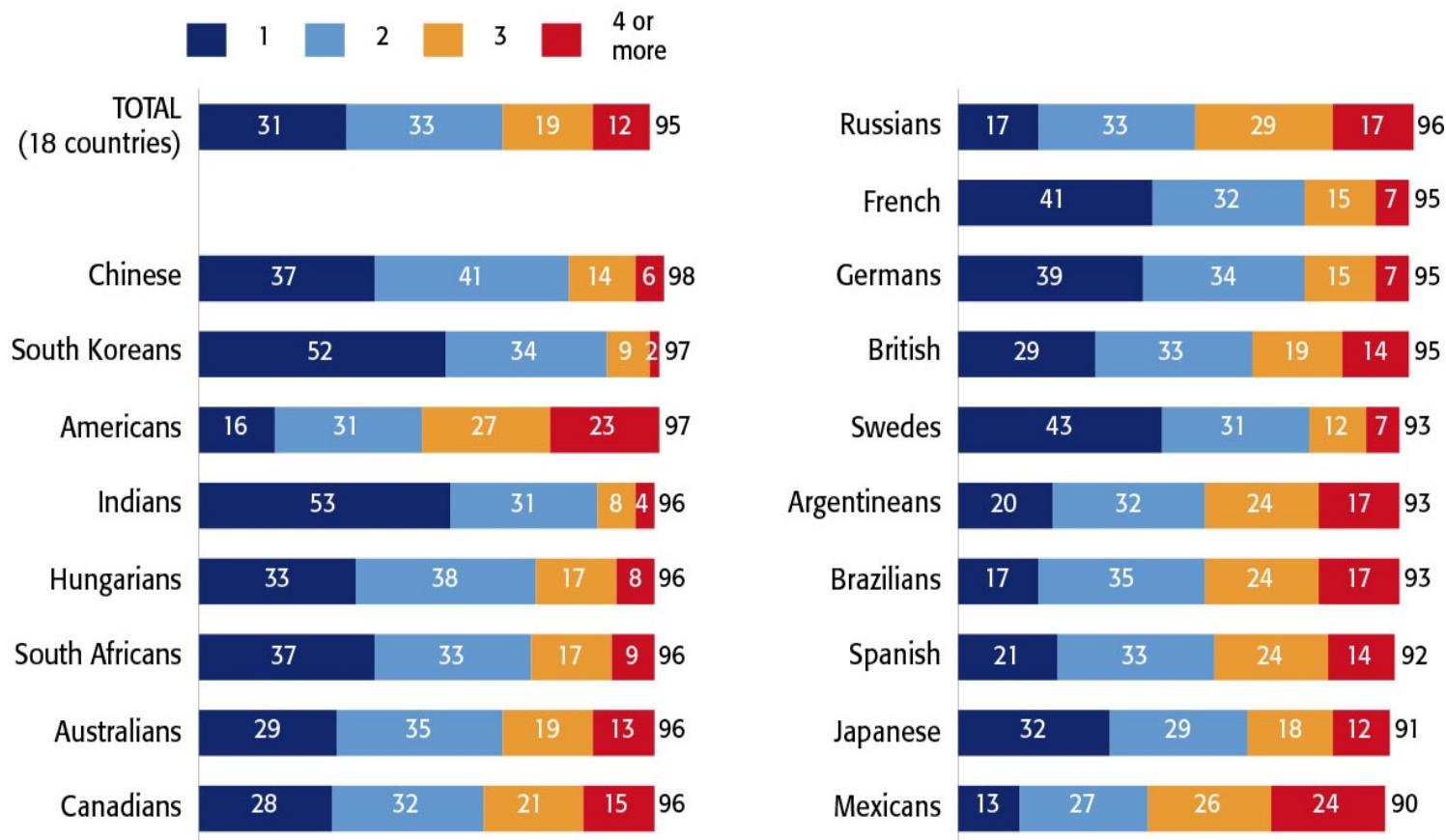
☐ Highlighted cell indicates most frequent action   ▲ Indicates an increase >6 points from 2012

▼ Indicates an decrease >6 points from 2012

NGS14_15a-e

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

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Percentage of Consumers in Each Country, 2014

	1	2	3	4 or more	
TOTAL (18 countries)	31	33	19	12	95
Chinese	37	41	14	6	98
South Koreans	52	34	9	2	97
Americans	16	31	27	23	97
Indians	53	31	8	4	96
Hungarians	33	38	17	8	96
South Africans	37	33	17	9	96
Australians	29	35	19	13	96
Canadians	28	32	21	15	96
Russians	17	33	29	17	96
French	41	32	15	7	95
Germans	39	34	15	7	95
British	29	33	19	14	95
Swedes	43	31	12	7	93
Argentineans	20	32	24	17	93
Brazilians	17	35	24	17	93
Spanish	21	33	24	14	92
Japanese	32	29	18	12	91
Mexicans	13	27	26	24	90

NGS14_10tmte_tv

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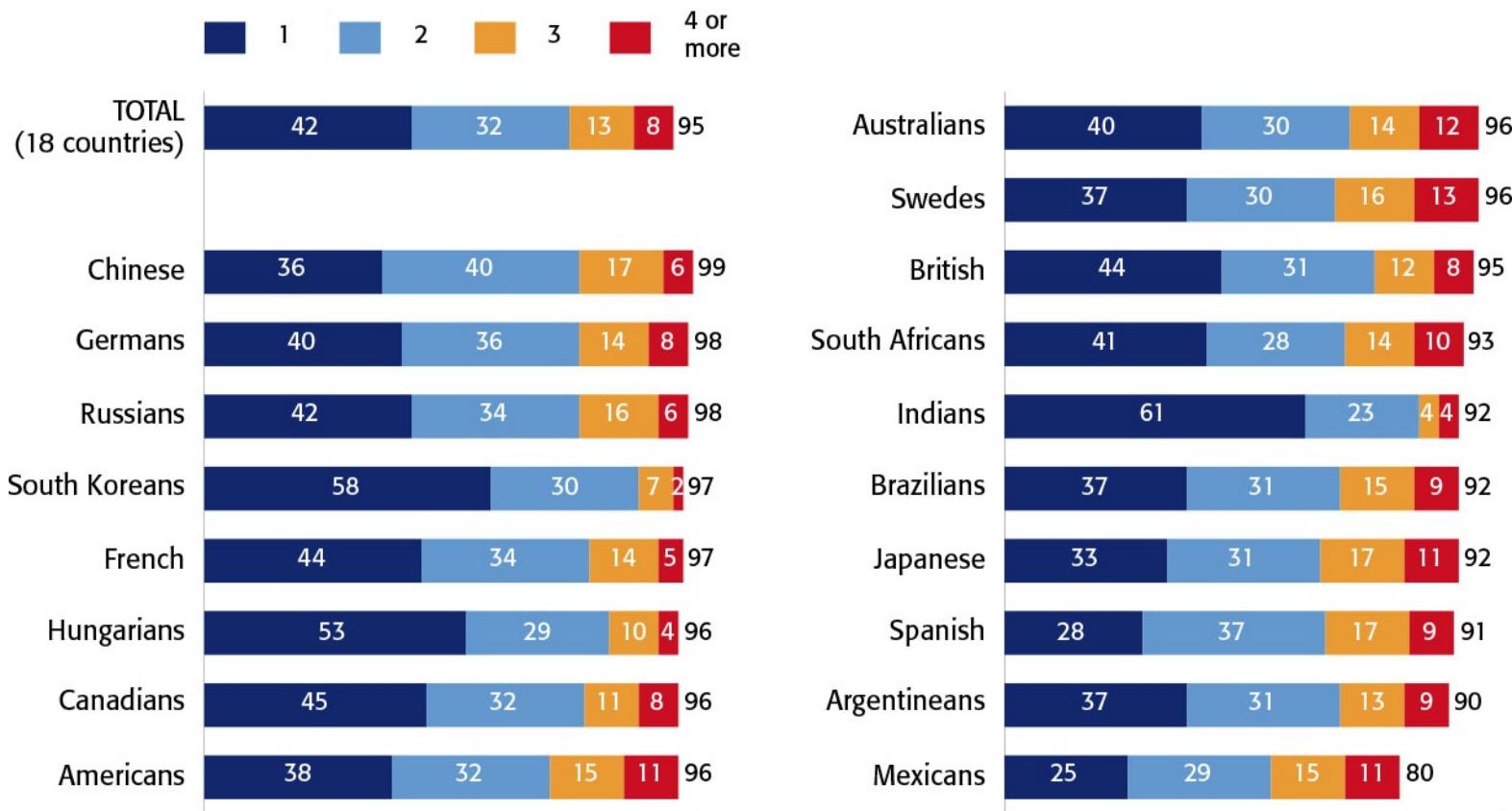
Average Number of Computers Owned, Rented, or Leased by Household Members

NATIONAL GEOGRAPHIC

Percentage of Consumers in Each Country, 2014

Legend: 1 (dark blue), 2 (light blue), 3 (orange), 4 or more (red)

Country	1	2	3	4 or more	Total
TOTAL (18 countries)	42	32	13	8	95
Chinese	36	40	17	6	99
Germans	40	36	14	8	98
Russians	42	34	16	6	98
South Koreans	58	30	7	2	97
French	44	34	14	5	97
Hungarians	53	29	10	4	96
Canadians	45	32	11	8	96
Americans	38	32	15	11	96
Australians	40	30	14	12	96
Swedes	37	30	16	13	96
British	44	31	12	8	95
South Africans	41	28	14	10	93
Indians	61	23	4	4	92
Brazilians	37	31	15	9	92
Japanese	33	31	17	11	92
Spanish	28	37	17	9	91
Argentineans	37	31	13	9	90
Mexicans	25	29	15	11	80

NGS14_10tmtf_comp

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Percentage of Consumers in Each Country, 2014

Legend: Strongly agree (5) | 4 | 2 | Strongly disagree (1)

Country	Strongly agree (5)	4	2	Strongly disagree (1)
Total (18 countries)	4	12	27	22
Indians	9	18	23	21
Chinese	5	16	26	11
Brazilians	8	11	20	34
British	3	16	26	13
Americans	5	13	32	18
Mexicans	4	14	24	27
Canadians	4	13	30	19
Australians	4	12	28	16
French	5	10	29	18
Argentineans	5	9	21	29
South Africans	4	10	29	21
South Koreans	2	12	33	10
Russians	4	9	23	36
Spanish	3	10	27	23
Japanese	2	10	29	7
Germans	3	8	31	27
Hungarians	2	9	26	35
Swedes	3	7	28	30

NGS14_17Bf_Env_FriendProd
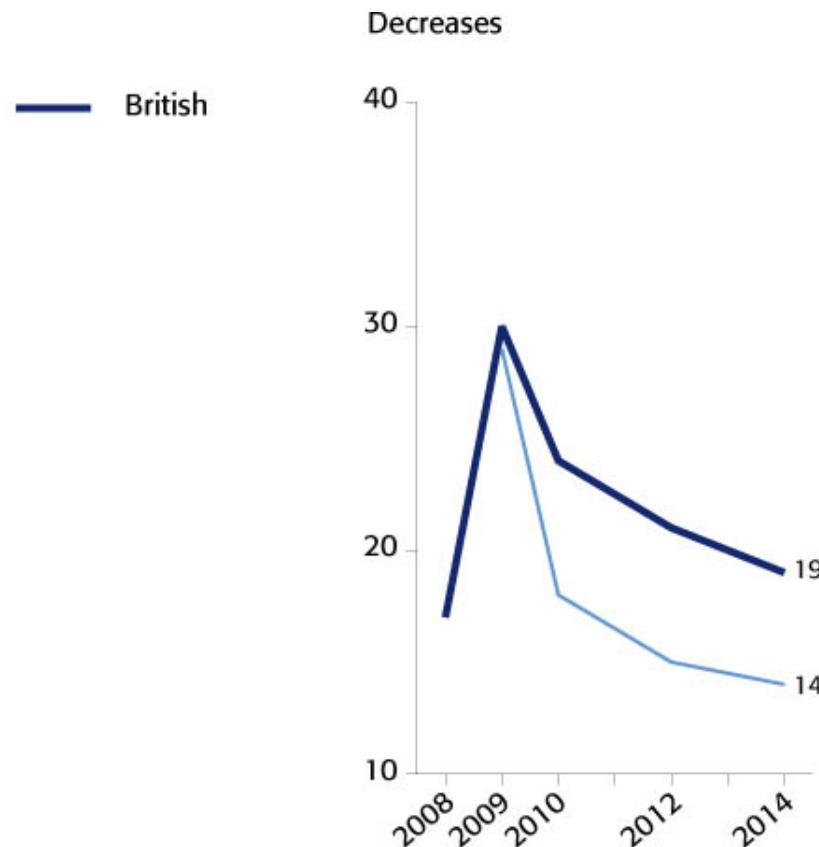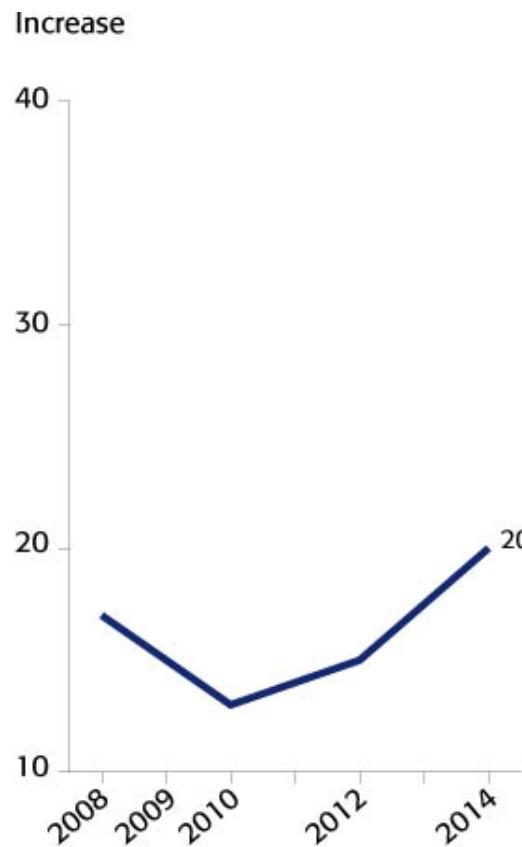
The white space in this chart represents "3" (on a scale of 1 to 5 where 1 means "Strongly disagree" and 5 means "Strongly agree") and "DK/NA."

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Environmentally Friendly Products Do Not Work Well

"Agree (4+5)," Percentage of Consumers in Each Country, Recent Trends: 2008–2014

Increase — British

Decreases — Brazilians, Argentineans

NGS14_17Btmtf_trk

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Intent to Change Behavior
# Based on Greendex Score
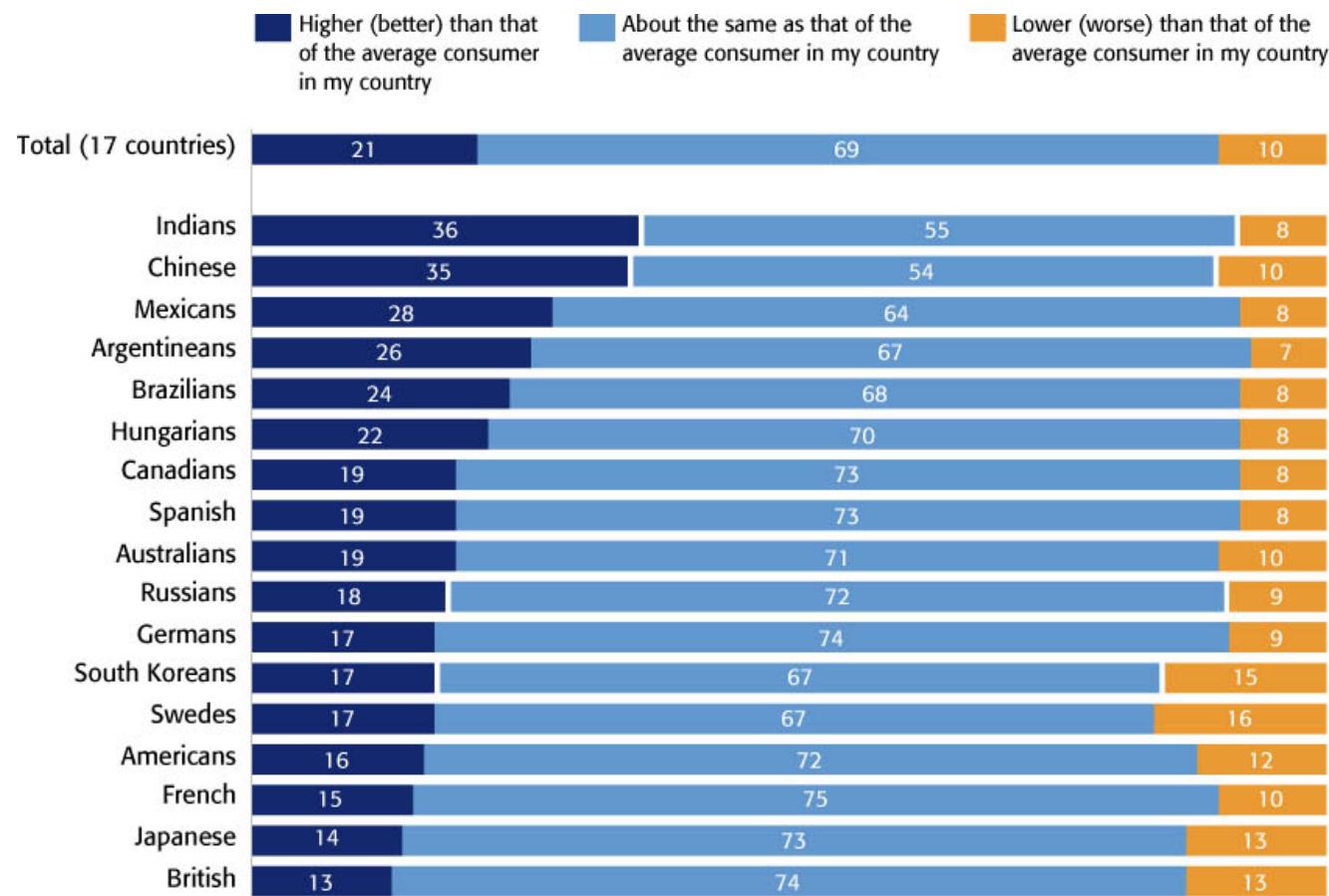
- Respondents were asked if they thought their score, showing how the way they live affects the long-term wellbeing of the environment, was higher, lower, or about the same as that of the average consumer in their country, based on their responses to previous survey questions.

- Most consumers estimated that their own score was about the same as that of others, although two in ten thought their score was higher, and one in ten estimated it as being lower. Indian and Chinese respondents are most likely to estimate their own score as being higher than that of the average consumer in their country, while Swedes and South Koreans have the highest proportions saying their own scores are probably lower than average.

- After finding out the average score for consumers in their country, as well as their own, respondents were asked if they would make changes in the way they live, including the amount and type of food, energy, and other goods they consumed.

- Mexicans, followed by Brazilians, Indians, and Argentineans, are most likely to say they would make a significant or very significant improvement to the way they live after learning of their own score and their country average. British, German, and Swedish consumers are the most likely to say they do not intend to make any changes to the way they live.

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Prediction of Own Greendex Score

Percentage of Consumers in Each Country, 2014

Legend:
- **Higher (better) than that of the average consumer in my country** (dark blue)
- **About the same as that of the average consumer in my country** (light blue)
- **Lower (worse) than that of the average consumer in my country** (orange)

Country	Higher	About the same	Lower
Total (17 countries)	21	69	10
Indians	36	55	8
Chinese	35	54	10
Mexicans	28	64	8
Argentineans	26	67	7
Brazilians	24	68	8
Hungarians	22	70	8
Canadians	19	73	8
Spanish	19	73	8
Australians	19	71	10
Russians	18	72	9
Germans	17	74	9
South Koreans	17	67	15
Swedes	17	67	16
Americans	16	72	12
French	15	75	10
Japanese	14	73	13
British	13	74	13

NGS14_23

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

Not asked in South Africa. No country average available as they did not participate in previous years.

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Attitude toward Making Life-Style Changes After Learning Own Score vs Country Average

NATIONAL GEOGRAPHIC

Percentage of Consumers in Each Country, 2014

Legend:
- I intend to make a very significant improvement to the way I live (dark blue)
- I intend to make a significant improvement to the way I live (light blue)
- I intend to make some improvement to the way I live (orange)
- I do not intend to make any changes to the way I live (red)

Country	Very significant	Significant	Some improvement	Do not intend
Total (17 countries)	9	22	54	14
Mexicans	32	38	28	2
Brazilians	26	32	38	4
Indians	21	35	38	5
Argentineans	17	37	41	5
Chinese	12	28	55	5
French	9	27	56	8
Hungarians	4	32	57	7
South Koreans	4	22	68	5
Spanish	4	19	60	16
Russians	4	18	60	18
Americans	6	16	56	21
Australians	5	15	60	20
Germans	2	17	56	25
Canadians	4	14	63	19
British	3	12	59	25
Swedes	2	12	60	25
Japanese	1	9	67	23

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

Not asked in South Africa. No country average available as they did not participate in previous years.

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