

**BRAZILIAN CONSUMERS: Second from the Top**

**Greendex Score: 57.3 (Rank: 2<sup>nd</sup> of 17)**

**↓ 1.3 points since 2008**

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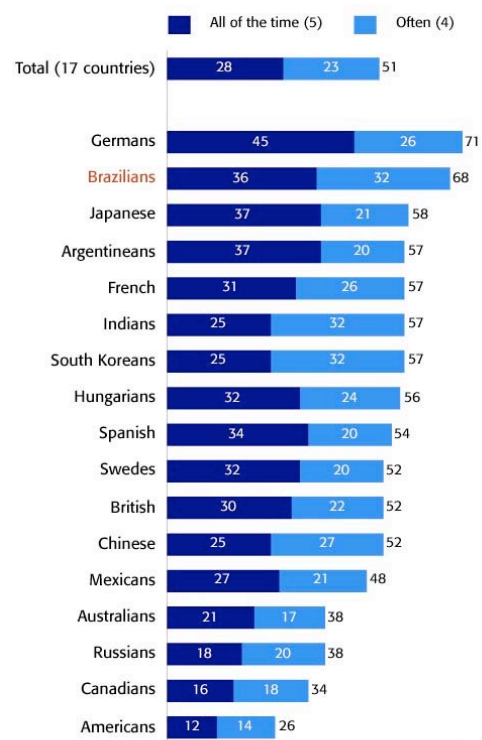
Brazilian consumers continue to receive high Greendex scores, ranking second behind Indian consumers on the 17-country index of environmentally sustainable behavior. Their continued high ranking is driven in part by their high scores on the housing sub-index, as well as their relatively good performance on the transportation and goods sub-indices. Brazilians are the only consumers this year to experience a drop, although slight, in their overall score. The drop in overall score from 2008 to 2009 is largely attributed to achieving lower scores in the food, goods, and transportation sub-indices, despite an increase in housing.

Similar to 2008, consumers in Brazil earn a higher sub-index score than all other consumers for **housing**. Although their score has improved since 2008, Brazilian consumers have not made as many gains as consumers in some of the other countries polled. Also similar to 2008, these high scores are reflective of small residence size (89 percent have four rooms or fewer in their homes). Brazilians are the least likely to heat their homes (likely attributed to climate), and their use of on-demand water heaters is widespread. Brazilian consumers report increased use of “green” electricity in households since the question was last asked. Brazilian consumers also report an increased tendency to own energy-saving appliances.

Brazilian consumers find themselves in the top half of the rankings in the **transportation** sub-index, with slightly lower scores than 2008, ranking seventh. Along with consumers in the other developing nations surveyed, Brazilian consumers are more likely than consumers in developed countries to live close to their usual destinations (50 percent). Given this, it is not surprising that Brazilian consumers tend to report average vehicle ownership and are less likely than average to drive alone in a vehicle to daily destinations. In line with this behavior, Brazilian consumers are slightly more likely than average to use public transit, and are among the most likely to walk or bike to their destinations.

Similar to the 2008 rankings, **food** is the one area in which Brazilian consumers receive a low ranking (14<sup>th</sup> of 17). Consumers in Brazil continue to be among the top consumers of locally grown foods, and 39 percent of consumers report consuming self-grown food at least once per week, higher than average. However, it is the consumption of beef

Frequency of Walking or Riding a Bike to Destination  
 “All of the Time (5)” or “Often (4),” \* Percentage of Consumers in Each Country, 2009



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

that is a major contributor to Brazilians' low sub-index score. Second only to Argentinean consumers, 57 percent of Brazilian consumers report eating beef at least several times per week (10 percent daily, 47 percent several times per week). This year it is evident that Brazilian consumers are still not clearly informed that beef is an extremely water-intensive choice of food, as 67 percent choose other types of food when answering this **knowledge** question.

This year Brazilian consumers have seen a significant drop in their **goods** sub-index score. They now top the list as the consumers most likely to avoid environmentally unfriendly products regularly. Still, Brazilian consumers are less likely this year than last to report doing so all the time, contributing to the decrease in their sub-index score. Also contributing to their lower score this year is an 11-point decrease in those who report buying environmentally friendly products all of the time. Consumers in Brazil continue to be about average in their recycling behavior. Brazilian consumers report an increase in preference for buying "used" rather than brand new (31 percent). They also report an increase in preference to repair things rather than replace them (53 percent), but they have become less committed to this behavior, as the percentage of those who strongly feel this way has dropped 8 points having an impact on their sub-index score. Also contributing to the drop in their goods score is an increasing preference for disposable household products over products that can be reused (32 percent), and an increasing belief that the extra cost of environmentally friendly products is not worth it (32 percent, up 10 points since 2008).

Brazilian consumers' **attitudes** toward the environment show a high level of engagement. Consumers in Brazil are more likely than consumers in all other countries surveyed to indicate that they have been recently paying attention to news stories about the environment (68 percent). Paired with this interest in environmental issues, Brazilian consumers are among the most likely to show concern for environmental problems (70 percent), demonstrating more concern than consumers in most developed countries. They are also the most likely to agree that global warming will negatively affect their way of life within their lifetimes (69 percent), though this sentiment has decreased since 2008. In addition, Brazilian consumers (along with Indian and Mexican consumers) are more likely than most to feel guilty about their own impact on the environment (51 percent), and they show the largest increase since 2008 in this regard. Second only to Chinese consumers, Brazilian consumers are more likely than most to agree that their government is working hard to help the environment (48 percent), whereas in most countries less than 25 percent show this level of confidence in their governments. Brazilian consumers are also more likely than average to agree that their government actively encourages water and energy conservation (54 percent). Brazilian consumers not only show confidence in government, but they also show higher-than-average confidence in the environmental efforts of companies and industries (41 percent, up 20 points since 2008), specifically in the automobile industry (45 percent).