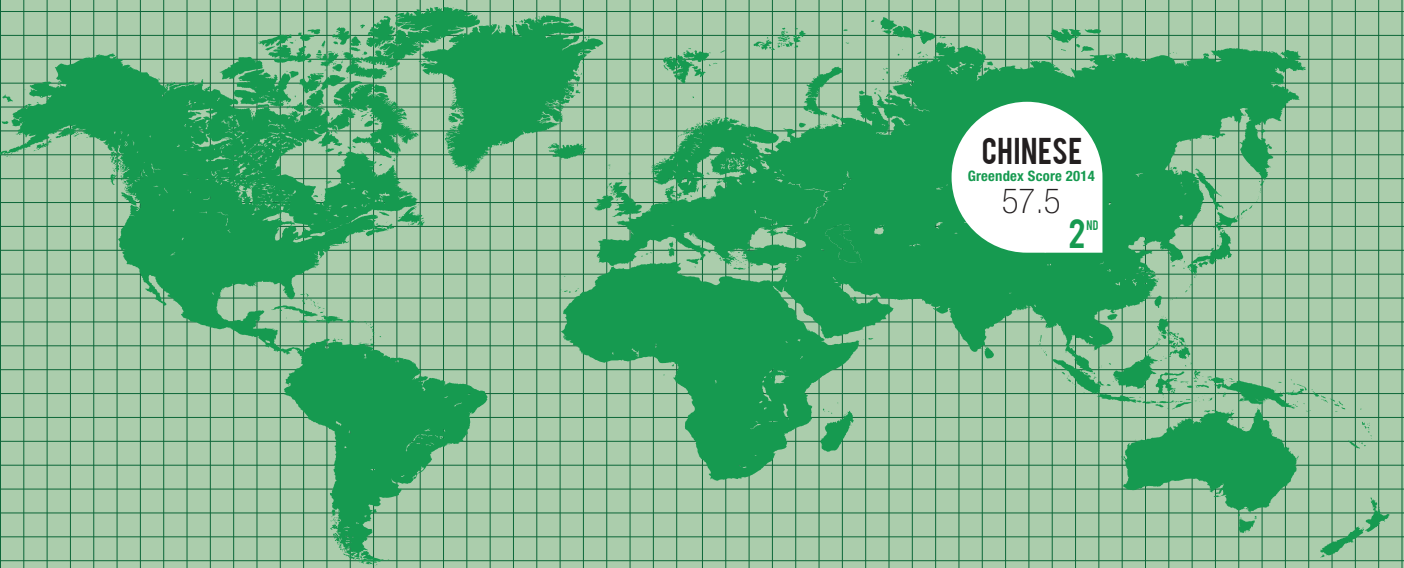
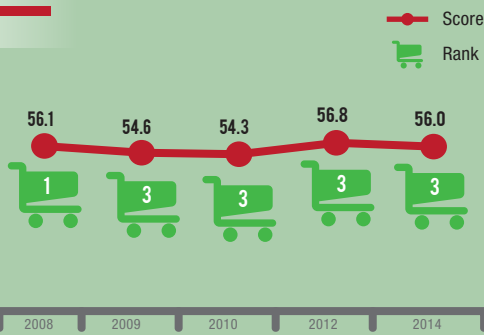


CHINESE

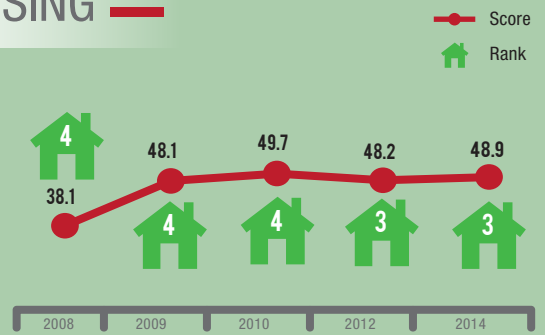
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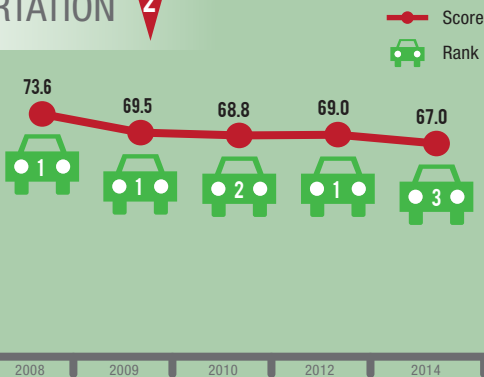
GOODS =



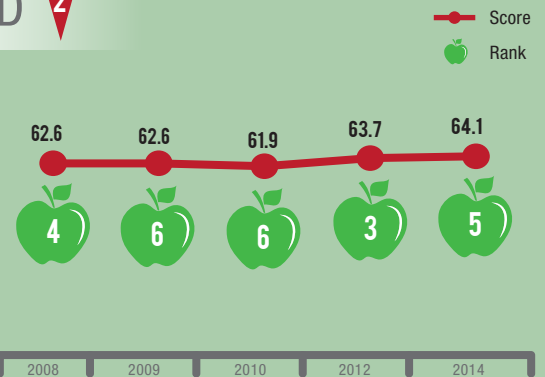
HOUSING =



TRANSPORTATION ▼ 2



FOOD ▼ 2



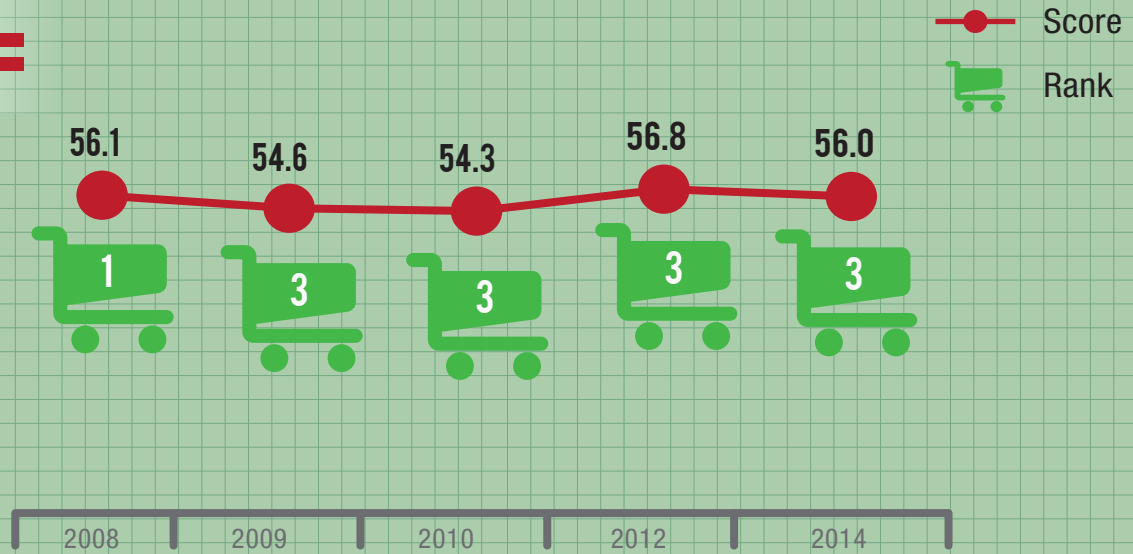
CHINESE

2ND =

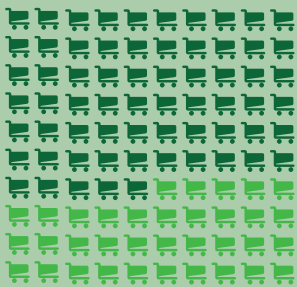
▶ THE GOODS SUB-INDEX CONSISTS OF 16 VARIABLES AND IS A COMBINATION OF EVERYDAY CONSUMPTION AND OWNERSHIP OF BIG-TICKET ITEMS



GOODS =



65%
use their own
bags when shopping



Chinese consumers are the most likely of the 18 groups surveyed to report having at least one TV or computer in the household.

Chinese consumers are among the least likely to try to buy things “used” or pre-owned rather than brand new. They are among the most likely to think that environmentally friendly products do not work well.

However, they are the most likely to avoid excessive packaging and the frequency of their recycling has increased since 2012.

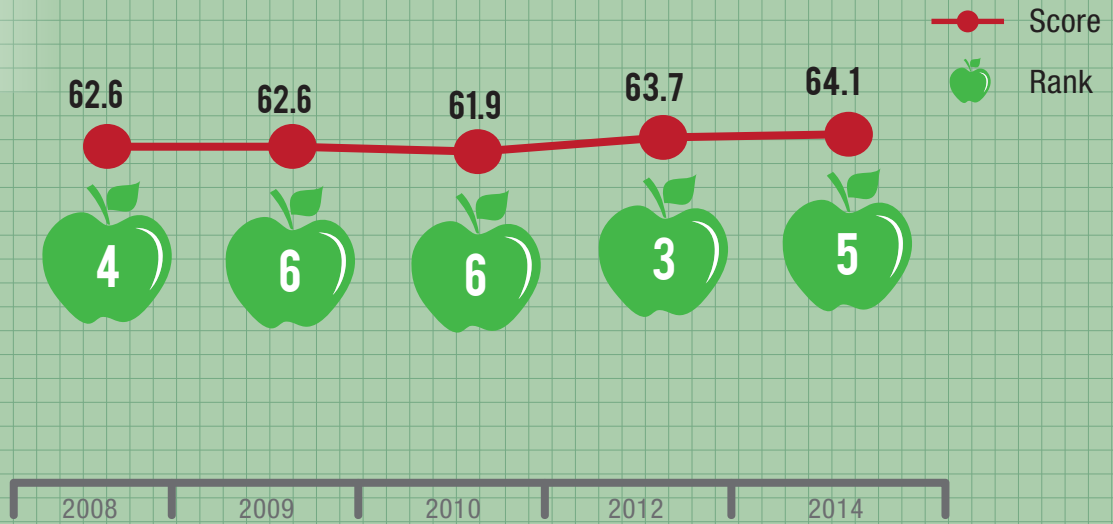
CHINESE

2ND =

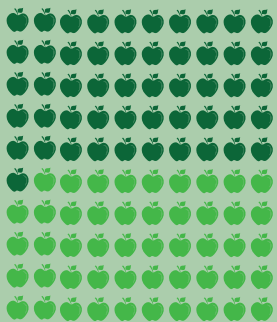
▶ THE FOOD SUB-INDEX CONSISTS OF 8 VARIABLES MEASURING CONSUMPTION OF DIFFERENT TYPES OF FOODS.






FOOD 2



51%
frequently consume
bottled water



-  Chinese consumers are among the most likely to consume locally grown food, but their frequency of doing so has decreased since 2012.
-  They have decreased their consumption of beef and chicken since 2009. However, Chinese consumers are the most frequent consumers of pork, as well as of fruits and vegetables.
-  Chinese consumption of fish and seafood has decreased since 2008, but Chinese consumers are still among the most frequent consumers of this type of food.

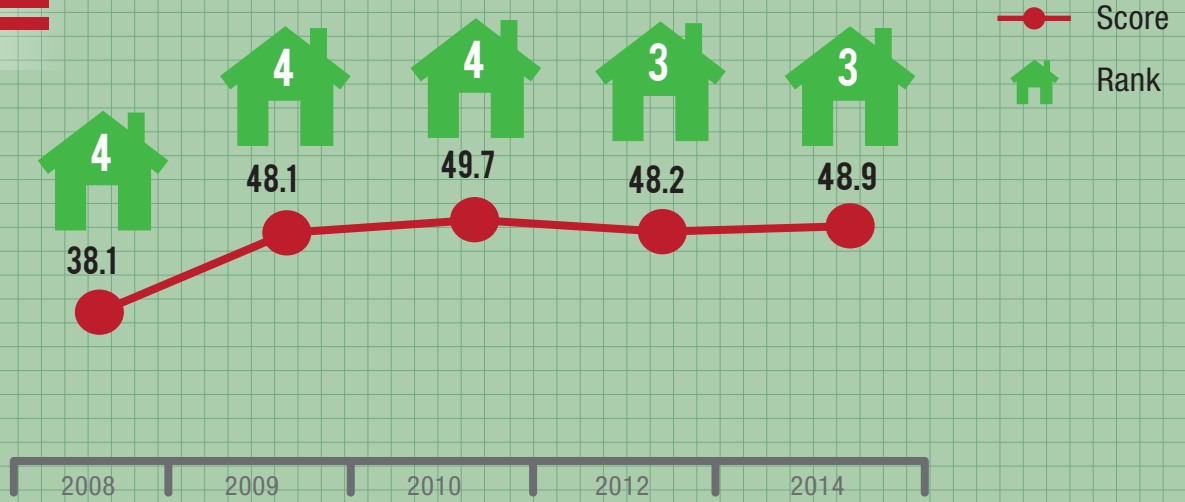
CHINESE

2ND =

▶ THE HOUSING SUB-INDEX CONSISTS OF 24 VARIABLES MEASURING RESIDENTIAL FEATURES SUCH AS SIZE OF RESIDENCE, HEATING AND COOLING, ENERGY EFFICIENCY AND WATER USAGE.

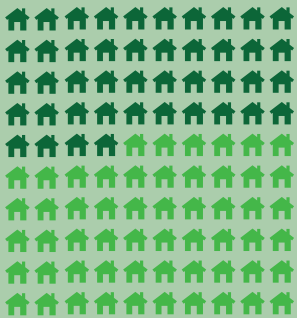


HOUSING =



44%

of Chinese consumers intend to get an energy-saving TV in the next year



- Chinese consumers are among the most likely to have air conditioning in their homes.
- They are significantly more likely than consumers in the other countries surveyed to use coal to heat their homes, although they are also more likely than average to purchase “green” electricity.
- Chinese consumers have the largest proportion stating that owning a big house is a very important life goal.

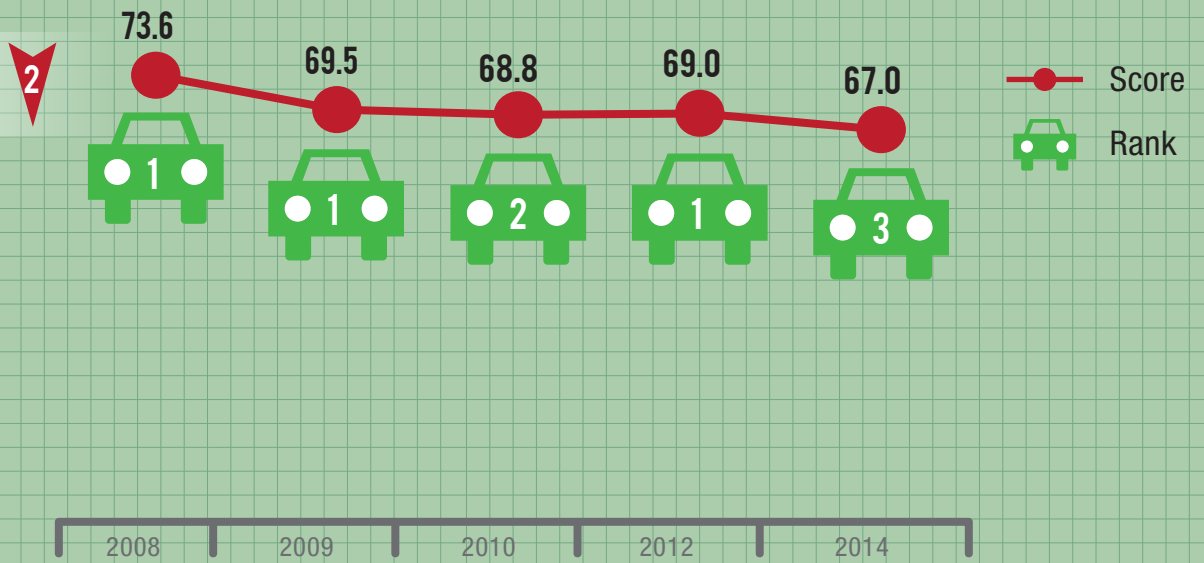
CHINESE

2ND =

▶ THE TRANSPORTATION SUB-INDEX CONSISTS OF 17 VARIABLES MEASURING OWNERSHIP OF MOTORIZED VEHICLES AND DRIVING HABITS, AND USE OF OTHER FORMS OF TRANSPORTATION.

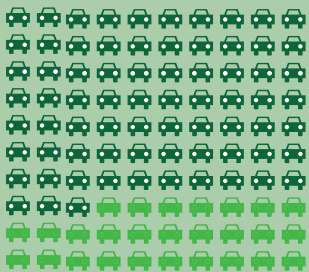


TRANSPORTATION



73%

frequently walk / ride a bike to their destination



Since 2008, Chinese consumers have become much more likely to own a car or truck, and their frequency of driving alone has steadily increased in this interval. They are among the least likely to drive frequently with others.



They are among the most likely of the consumers in the 18 countries surveyed to drive a motorcycle or scooter, along with Indians.



However, Chinese consumers remain among the most frequent users of local public transportation, and they are the most likely to say they choose to live close to their usual destinations to reduce their impact on the environment.