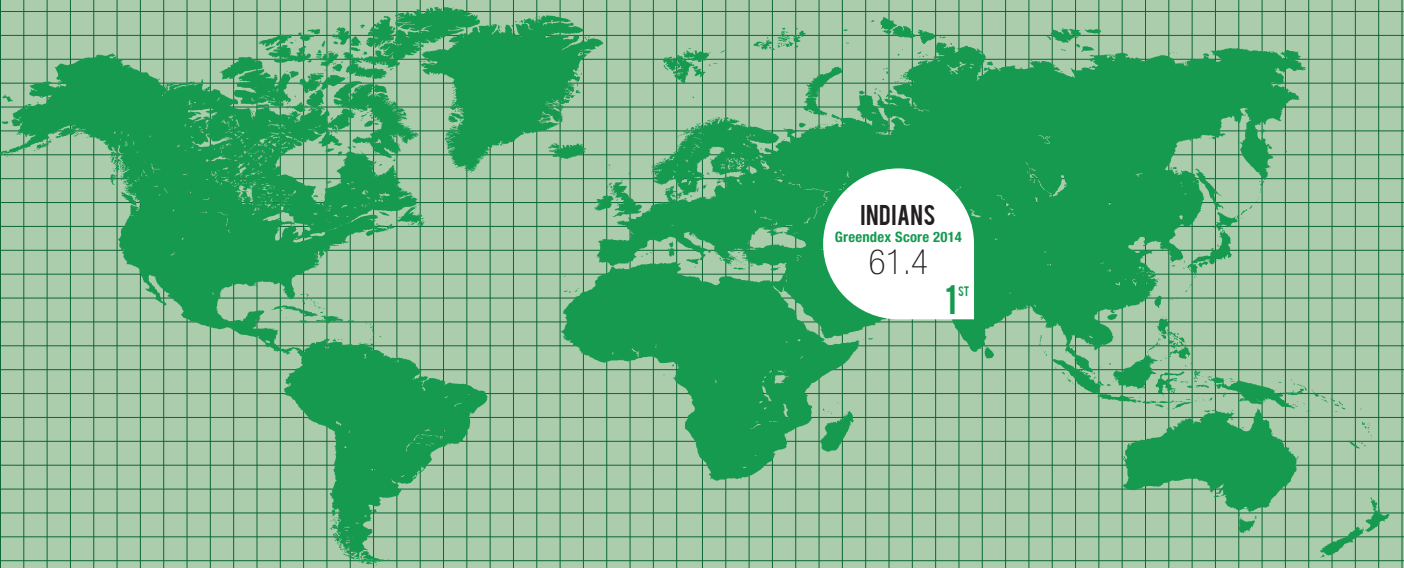
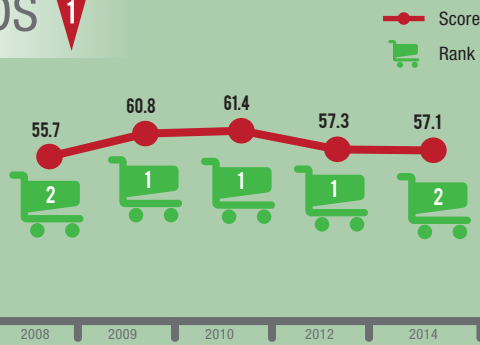


INDIANS

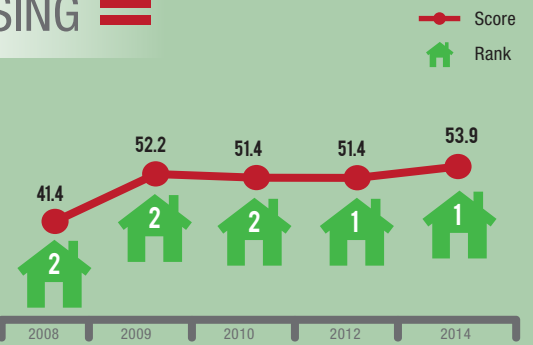
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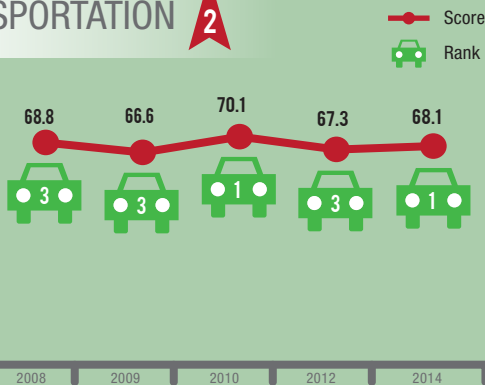
GOODS ▲ 1



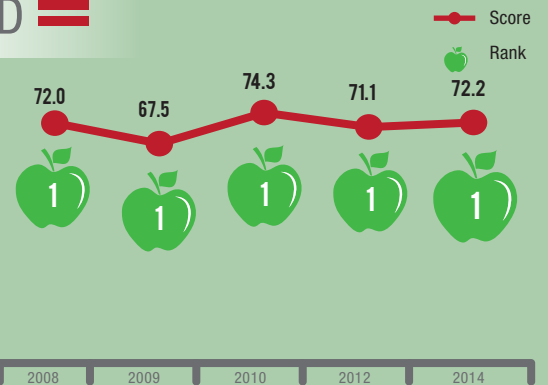
HOUSING =



TRANSPORTATION ▲ 2



FOOD =



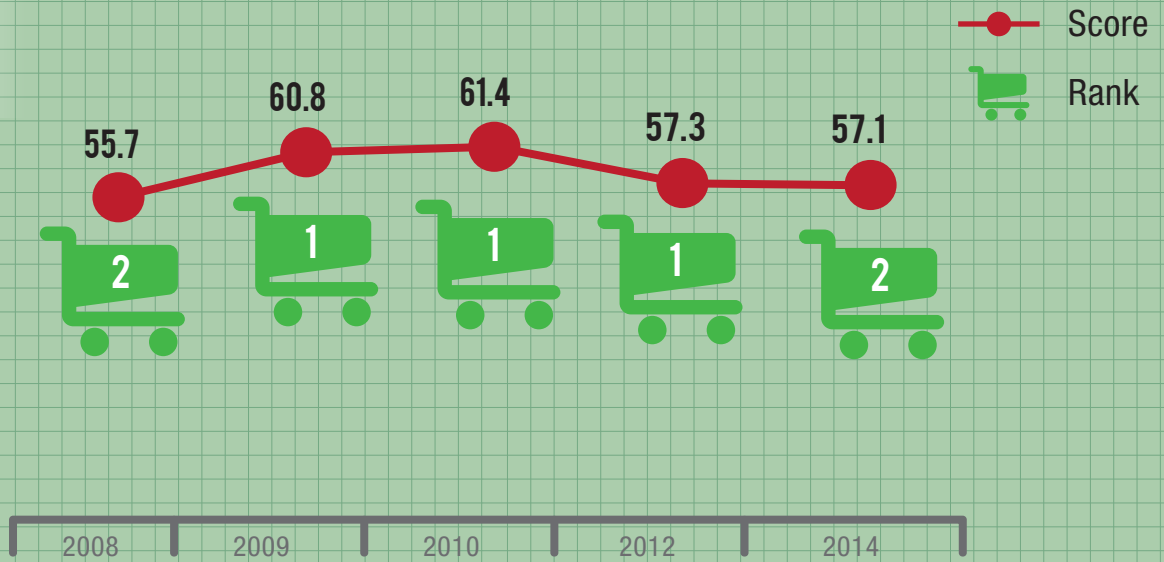
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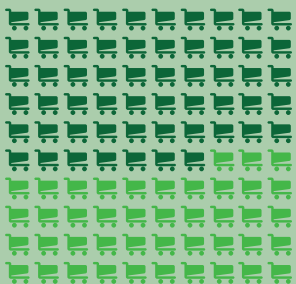
▶ THE GOODS SUB-INDEX CONSISTS OF 16 VARIABLES AND IS A COMBINATION OF EVERYDAY CONSUMPTION AND OWNERSHIP OF BIG-TICKET ITEMS



GOODS



57% frequently avoid environmentally unfriendly products



- Since 2012, there has been an increase in the proportion of Indians who try to buy things “used” or pre-owned rather than brand new.
- Indians are the most likely of the consumers in the 18 countries surveyed to say they prefer disposable household products rather than things they need to wash and reuse. This preference has increased since 2012.
- They are among the most likely consumers to feel that the extra cost of environmentally friendly products is not worth it to them, and are the most likely to think that they do not work well.

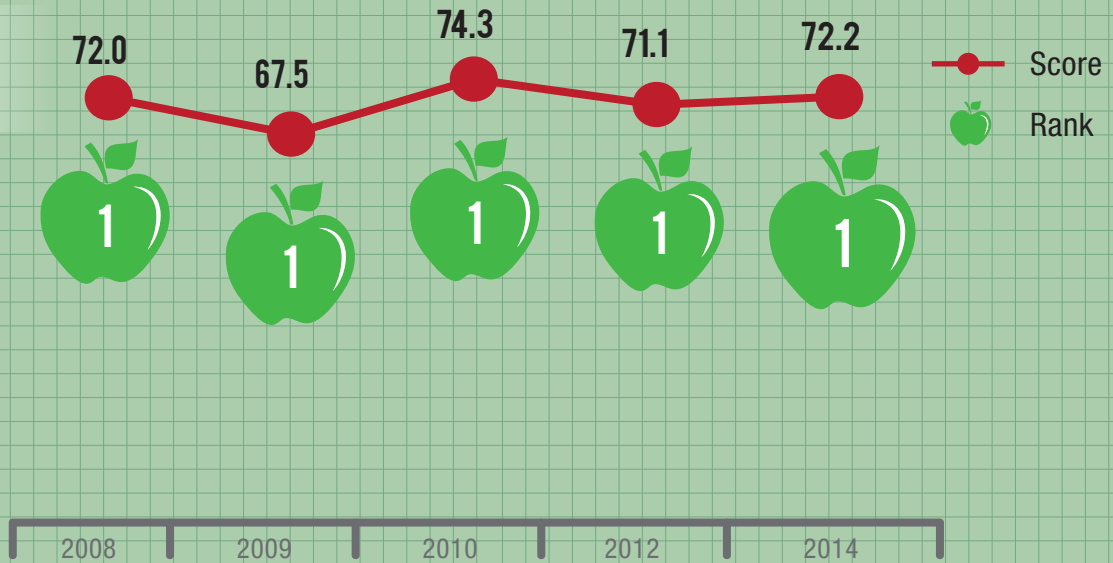
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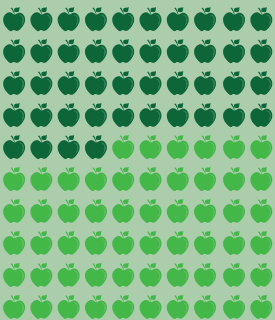
▶ THE FOOD SUB-INDEX CONSISTS OF 8 VARIABLES MEASURING CONSUMPTION OF DIFFERENT TYPES OF FOODS.



FOOD =



44%
frequently consume
organic/natural foods



- Indians are among the least frequent consumers of imported foods, and consumption of such foods has decreased since 2009. They are among of the most frequent consumers of self-grown food.
- They are much less likely to consume beef or pork than are consumers in the other countries surveyed.
- Indians are among the most frequent consumers of fruits and vegetables.

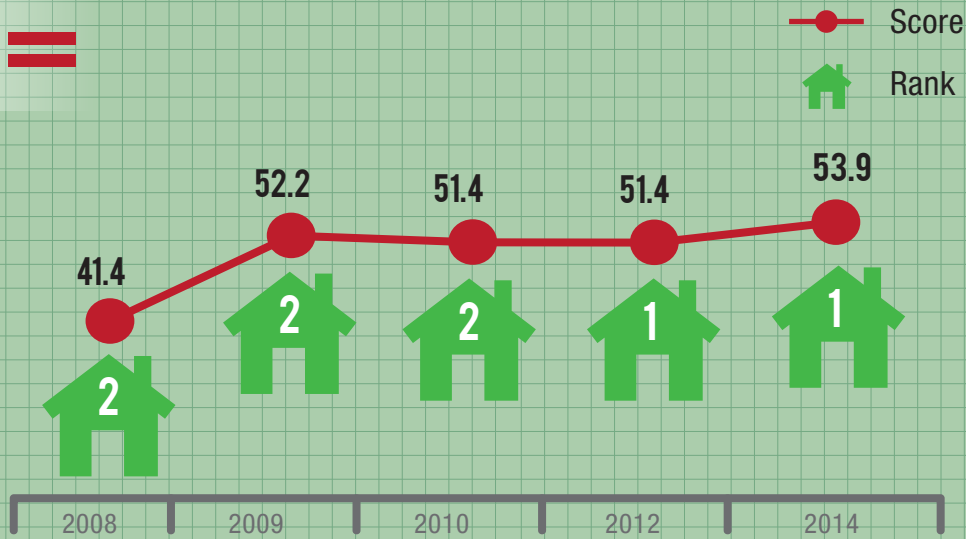
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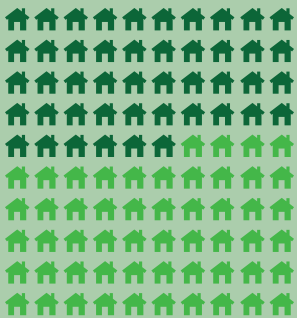
▶ THE HOUSING SUB-INDEX CONSISTS OF 24 VARIABLES MEASURING RESIDENTIAL FEATURES SUCH AS SIZE OF RESIDENCE, HEATING AND COOLING, ENERGY EFFICIENCY AND WATER USAGE.



HOUSING =



46%
of households contain an energy-saving refrigerator or freezer



- There has been a notable decrease in the proportion of Indians who report having home heating. However, more than half of Indian consumers state they have air conditioning in their homes, as they did in 2012.
- Indians are among the most likely to purchase “green” electricity, and their likelihood of doing this has increased since 2010. They are also among the most likely to use solar energy to heat their running water.
- After decreases in 2012, Indian consumers have again become more likely to claim they minimize their use of fresh water and wash their laundry in cold water to save energy.

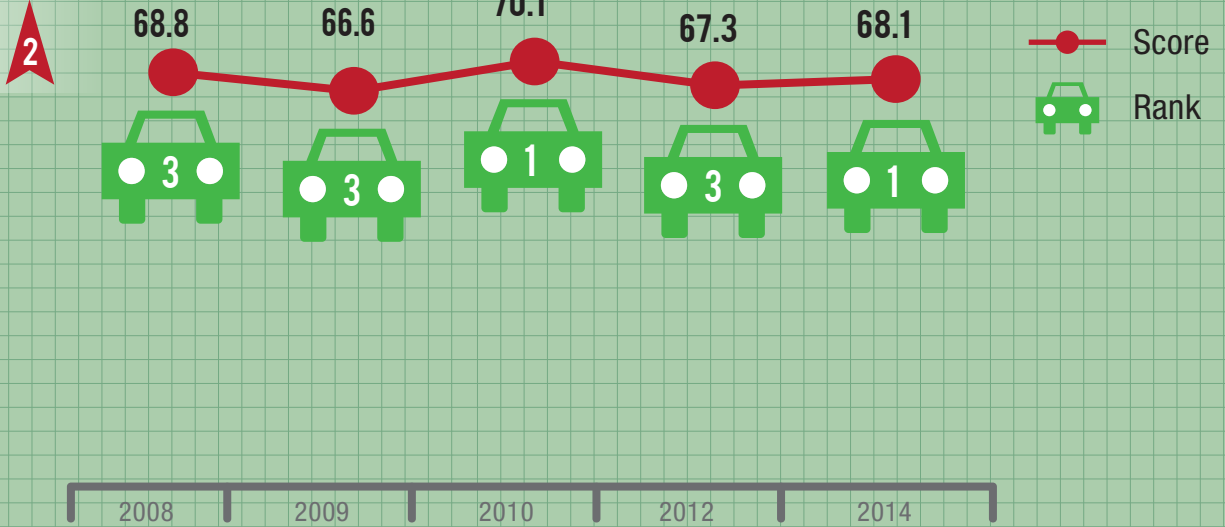
INDIANS

1ST =

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

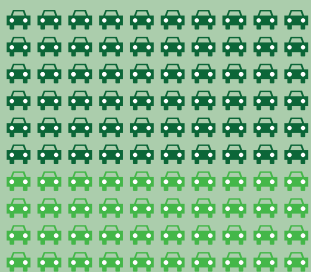


TRANSPORTATION



60%

walk or bicycle frequently to reach their destination



- Indians are the least likely of the surveyed groups to own, rent or lease a car or truck.
- Of Indian consumers who drive motor vehicles, the highest proportion drives a motorcycle or motor scooter.
- Compared to consumers in the other countries surveyed, Indians are among the most frequent users of local public transportation, and report the most frequent use of trains and airplanes.