

## MEXICAN CONSUMERS: Close to the Top

**Greendex Score: 54.3 (Rank: 4<sup>th</sup> of 14)**

Mexican consumers rank near the top of the Greendex standings, largely due to relatively small household footprints and high marks on the goods sub-index. They are in the middle of the pack in the transportation category and rank second-to-last in terms of food consumption habits.

Mexican consumers, who tend to have small homes, score toward the top of the **housing** sub-index. Mexicans are also among the least likely of those surveyed to have heating (58%) or cooling (22%) in their homes. In terms of individual choices related to housing, Mexican consumers are more likely than those in many other countries to be making environmentally friendly choices. For example:

- Those who do have heating and cooling are the most likely of all surveyed to indicate that they adjust the thermostat in order to save energy (41% do all the time).
- They are among the most likely to say they have taken a series of actions recently to improve the energy efficiency of their homes, such as sealing drafts (50%), installing ceiling fans (35%), or planting shelter trees (43%).
- As another important indicator of household energy use, two-thirds say they always do laundry in cold water in order to save energy.

In terms of **transportation**, Mexican consumers fall in the middle of the rankings. They express an above-average tendency to take public transportation daily (43%) and are among the most likely to say they are taking public transportation more now than they did a year ago. However, similar percentages say they drive alone every day (47%), and that trend is also upwards: a third say that, vs. a year ago, they are driving alone “a lot more.” On the plus side, they are the most likely of all respondents to say they drive a compact car (59%). In addition, one in three lives close to the places they need to go on a regular basis in order to reduce the effect their transportation has on the environment, among the highest measured.

Despite their top-four ranking overall, Mexican consumers rank second-to-last on the **food** consumption sub-index. A majority (56%) drink bottled water daily, second highest (after Germans). Mexican consumers also are among the most likely to eat beef at least weekly (82%) and they are the most likely of all surveyed to eat chicken weekly or more (88%). These respondents are also below average in their consumption of locally grown foods and fruits and vegetables.

Mexican consumers rank fourth on the **goods** sub-index. They express a below-average frequency of recycling (23% always do), but above-average frequency of choosing environmentally friendly products (20%) and avoiding environmentally unfriendly ones (28%). Mexican consumers are the least likely of those surveyed to own a dishwasher (7%) or to have a computer in their households (though 72% do).

Looking at some of the primary **attitudinal drivers** for Greendex rankings, Mexican consumers are the most likely to say they believe we need to consume less in order to leave a better environment for future generations (74% strongly agree). Respondents in Mexico also tend to feel environmental problems are having a negative impact on their health (39%) and that global warming will worsen their own way of life (49%). They are also the most likely to feel guilty about their own impact on the environment (23%).

Finally, looking at some related **citizen behaviors**, Mexican consumers are the most likely among those surveyed to say they have recently sought environmental information (58%), have encouraged others to be more environmentally responsible (71%), and have talked about global warming with other people (73%). They are the second most likely among those surveyed to say they have recently based a voting decision on environmental issues (34%).