



## SPANISH CONSUMERS: Good News, Bad News

**Greendex Score: 50.0 (Rank: 10<sup>th</sup> of 14)**

Spanish consumers score near the middle of the Greendex rankings, partly due to some positive transportation habits, balanced by less-sustainable food-related behaviors such as high consumption of fish/seafood and meat.

On the **housing** sub-index, Spaniards surveyed rank in the middle of the pack. These consumers are more likely than the 14-country average to have either heating (81%) or cooling (49%) in their homes and just above average in adjusting the thermostat to save energy (32%). Spaniards voice a below-average tendency to use cold water for laundry (28% always do) and score at the average in terms of minimizing their use of fresh water (23%).

Spanish consumers rank below average on **transportation** — ninth of 14 countries. Forty-five percent drive alone daily. Eighty-three percent of Spaniards surveyed said they have one or more vehicles in their households, well above average. However, Spanish consumers also rank above average in use of public transportation, with 49% saying they use it at least once a week.

On the **food** sub-index, Spaniards rank 11<sup>th</sup> among the 14 countries surveyed. They indicate high levels of consumption of chicken (84% at least weekly), beef (79%), and pork (74%). Their fish/seafood consumption (85%) is second only to the Japanese. Spaniards are about average in terms of eating fruits and vegetables (94% at least weekly) and locally grown food (71%). They are also slightly above average in terms of drinking bottled water on a daily basis (44%).

Looking at the components of the **goods** sub-index, Spanish consumers are above average in terms of recycling (46% always do). They are about average in their tendency to sell or donate items rather than throwing them away (30%). Spaniards are also average among consumers surveyed in terms of having energy-saving laundry machines (36%) and/or refrigerators/freezers (37%).

Turning to some of the primary **attitudinal drivers** for Greendex rankings, Spaniards rank near the bottom of the list in the belief that environmental problems are having a negative impact on their health (14% strongly agree). They are below average among those surveyed in thinking global warming will worsen their own way of life (24%) or in saying they are very concerned about the environment (28%). Spanish consumers tend to voice low levels of guilt about their own impact on the environment (9%) and are about average in their belief that people need to consume a lot less in order to improve the environment for future generations (32%).

Finally, looking at some related **citizen behaviors**, Spanish consumers are among the most likely across the 14 countries to say they have sought information on environmental issues (53%) or encouraged others to be more environmentally responsible (61%), second only to Mexicans on both measures. Spaniards are among the most likely to have talked about climate change with others recently (66%). They are about average in terms of having based a voting decision on environmental concerns (24%) and are below average in supporting environmental organizations by volunteering or making a donation (12%).

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