



## U.S. CONSUMERS: Rock Bottom

**Greendex Score: 44.9 (Rank: 14<sup>th</sup> of 14)**

Consumers in the United States rank last of all study respondents on the Greendex, scoring last on three out of four of its component measures: transportation, housing, and consumption of goods — and near the bottom on food.

U.S. consumers score last on the **housing** sub-index, as home heating and air-conditioning are commonplace, and residences tend to be large: 26% have nine or more rooms in their homes, among the largest. Nearly all have hot running water in their homes, but very few use on-demand or solar heating for their water. Only 15% of American consumers always minimize their use of fresh water, below average for those surveyed. Americans do better in their purchase/use of energy-saving appliances.

Consumers surveyed in the United States — where the use of public transportation is rarer by far than in all other countries surveyed (just 5% take public transportation daily, and six in 10 never do) — also score lowest on **transportation**. American consumers are the most likely to own cars/trucks (more frequently a minivan, SUV, truck, or full-size van than in any other country surveyed), and six in 10 respondents drive alone daily, among the highest measured. Only 14% bike or walk daily, the lowest measured.

Along with consumers in Mexico and Japan, Americans have the least sustainable **food** consumption profiles of those surveyed. They are the least likely to report consuming locally grown foods, with relatively frequent consumption of beef and low consumption of fruits and vegetables. Over a third drink bottled water every day; 64% at least once a week.

U.S. consumers rank last on the **goods** sub-index, with low levels of avoiding excessive packaging and environmentally unfriendly products, infrequent selection of green products, and a high average number of televisions, dishwashers, and motorized landscaping tools like lawn mowers and leaf/snow blowers in their households. Recycling rates are at the 14-country average.

**Attitudinally**, Americans join their European and Australian counterparts in being less concerned about environmental problems than those in emerging economies. They are much less convinced that global warming will worsen their way of life, and only 12% strongly agree that environmental problems are impacting their health. Americans are least likely to agree that prices of things we buy should cover their true environmental cost, and only a quarter strongly agree that media/advertising are encouraging us to consume more than a responsible amount.

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