

MEXICAN CONSUMERS: Middle of the Pack

Greendex Score: 53.8 (Rank: 6th of 17)

↑ 1.1 points since 2008

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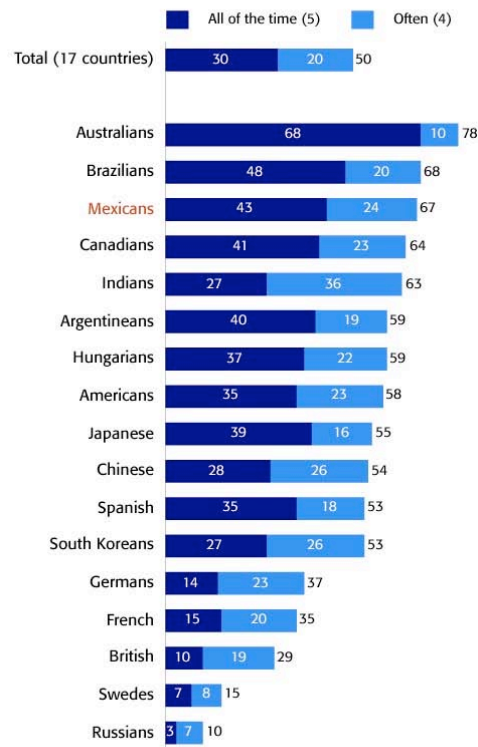
Mexican consumers' Greendex score puts them sixth out of consumers surveyed across 17 countries and has increased only slightly since 2008. Mexicans rank well on housing, they rank at the bottom on food, and achieve middle-of-the-pack status on transportation and goods.

On the **housing** sub-index, Mexican consumers have seen their score increase 10 point, and they rank third after Brazilians and Indians. Their relatively strong performance on this measure traces to having a lower incidence of home heating (47 percent), hot running water (68 percent), and being the most likely to have on-demand water heating systems. They also tend to do better than others in terms of installing (37 percent) energy-efficient appliances. Mexican consumers are more likely than most to use cold water for laundry (67 percent do so often), but have slipped nine points on this behavior. Mexicans have climbed 10 points (to 14 percent) this year in terms of energy saving dishwasher ownership to a level that is just below the 17-country average. While currently, homes of Mexican consumers tend to be slightly smaller than 17-country average, these consumers are the most likely (40 percent) to agree that owning a big house is an important goal; up 11 points from 2008.

In terms of the **transportation** sub-index, Mexican consumers rank ninth, and have experienced a drop in their score since last year. Mexicans have the highest incidence of driving a compact car (51 percent among those who drive a motorized vehicle), and of all those surveyed who say they intend to buy a vehicle in the next year, consumers in Mexico indicate the strongest preference (66 percent) for a compact car. On the other hand, Mexican drivers are third most likely, behind Americans and Canadians to drive a truck or full-sized van. Compared with 2008, these consumers are now less likely to drive alone on a regular basis (a drop of 10 points to 37 percent which is average among the countries surveyed). Mexicans rank third in terms of living close to their usual destinations.

Frequency of Washing Laundry in Cold Water to Save Energy

"All of the Time (5)" or "Often (4)." * Percentage of Consumers in Each Country, 2009



*On a scale where 1 means "Never," 3 means "Sometimes," and 5 means "All the time."

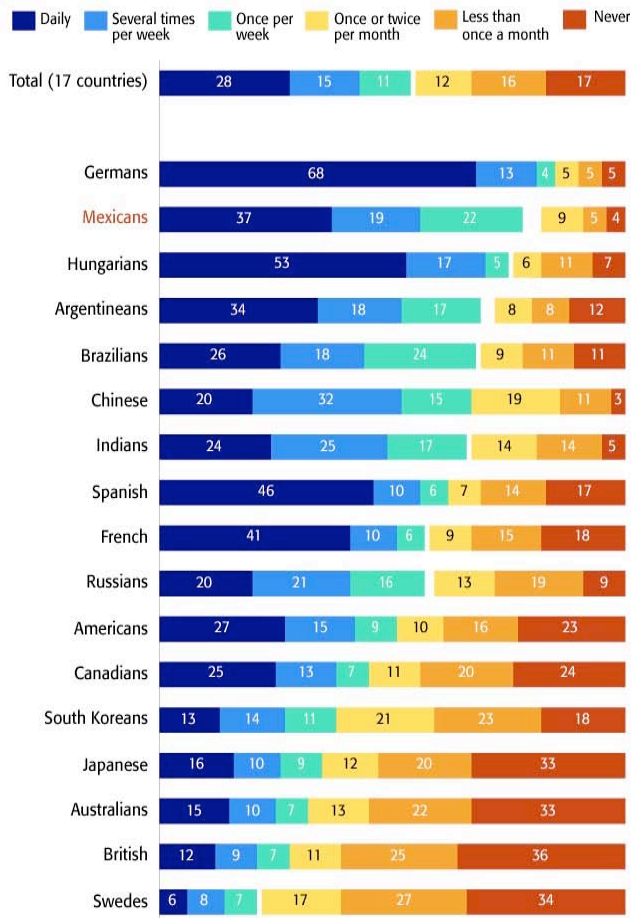
On the **food** sub-index, Mexican consumers' ranking dropped one spot to last place. Their continued low score on this measure is driven in part by above average rates of consumption of beef, chicken, and bottled water, although consumption of bottled water on a regular basis has dropped in popularity substantially this year from 79 percent to 56 percent. Beef consumption is up nine points to 48 percent (several times a week/daily). Mexicans are less likely than others to eat fruits/vegetables regularly and have dropped 14 points to 69 percent on this behavior. While average in terms of their consumption of imported foods and fish/seafood, Mexicans' rate of consumption of these foods is up this year.

Mexican consumers are in sixth place in terms of the **goods** sub-index, their score remaining unchanged since 2008. This group ranks well this year in terms of positive purchase behaviors such as buying used rather than new, avoiding environmentally unfriendly products and buying environmentally friendly products.

Frequency on all three of these behaviors is up this year. Mexican consumers own fewer large appliances than average. On the other hand, 36 percent of Mexicans (well above average) indicate a preference for disposable over reusable household goods.

Attitudes among Mexican consumers suggest a slightly greater than average concern about environmental issues. Consistent with 2008 findings, they are the most likely to agree that society needs to consume less for the benefit of future generations. They are among the most likely to agree that their personal lifestyle is harmful to the environment and to feel guilt about their own impact. Mexican consumers say they are trying hard to reduce their environmental impact and are paying more attention to environmental issues. This group has faith in the environmental efforts of government, industry and new technology. Nevertheless, some express a sense of cynicism — Mexicans are second most likely to say that environmental problems are exaggerated and to blame the media for encouraging irresponsible environmental behavior.

Frequency of Consuming Bottled Water
Percentage of Consumers in Each Country, 2009



The white space in this chart represents "DK/NA."