

## CANADIAN CONSUMERS: Second Last Again

**Greendex Score: 47.9 (Rank: 16<sup>th</sup> of 17)**

**Same score as in 2010**

Canadian consumers' Greendex score has remained the same since 2010, placing them second from last, ahead of American consumers. On the Food sub-index, Canadian consumers have dropped in rank from 7<sup>th</sup> to 10<sup>th</sup> place out of 17. Their Housing score has also declined, moving their ranking down two spots, to second-last place. Despite small improvements in their Transportation and Goods scores, Canadian consumers are in second-last place on both of these sub-indices.

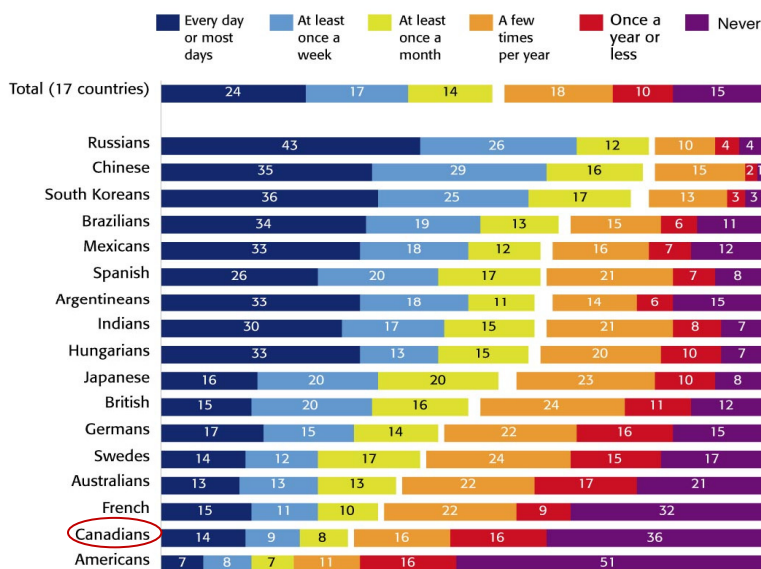
Although Canadian consumers tend to score better on **Food** than the other sub-indices, their score here has decreased and their rank has dropped 3 places since 2010, to 10<sup>th</sup>. Canadian consumers have become less likely to eat locally grown foods (49 percent do so at least several times a week, down 7 points since 2010), or food they grow themselves (those who never do this have increased 6 points, to 56 percent). Consumers in Canada continue to be major consumers of beef, although less so than in the recent past (73 percent eat this once a week or more, down from 82 percent in 2009). They are also large consumers of chicken (80 percent). On a positive note, Canadian consumers continue to favor fruits and vegetables (93 percent eat them at least once per week) and they are among the least likely to drink bottled water (40 percent consume it at least once per week versus the 17-country average of 53 percent).

Canadian consumers' **Housing** score has declined and their ranking has dropped to 16<sup>th</sup> place overall, down two places from 2010. Part of this can be explained by the fact that fewer Canadian consumers are now purchasing "green" electricity (15 percent, down 5 points). Canadian consumers tie with American consumers at being most likely to have hot running water (97 percent, versus the 17-country average of 83 percent), and are among the most likely to have home heating (92 percent versus an average of 72 percent). Canadian consumers are fourth from last on minimizing the use of fresh water (43 percent do this all of the time or often, versus an average of 49 percent). More than half of consumers in Canada live in houses with six or more rooms (53 percent versus an average of 27 percent). Nevertheless, Canadian consumers have been trying to make their houses more efficient. They are the most likely to have insulation in their homes (85 percent). In addition, they have sealed cracks that let in hot or cold air (58 percent, up 17 points this year) and have installed new energy-saving appliances (46 percent, up 16 points this year). Canadian consumers, along with Brazilians, are now most likely to own an energy-saving television.

Canadian consumers' **Transportation** score has improved slightly, but their ranking has dropped two places to 16<sup>th</sup>. Canadian consumers are heavily reliant on the automobile—they are among the most likely to own, rent or lease cars or trucks. Consumers in Canada are the third most likely, after French and American consumers, to drive alone (72 percent). In contrast, they are among the least likely to use public transportation (23 percent do this more than once a week, versus the 17-country average of 41 percent) or walk or cycle to their destinations.

### Frequency of Using Local Public Transportation

Percentage of Consumers in Each Country, 2012



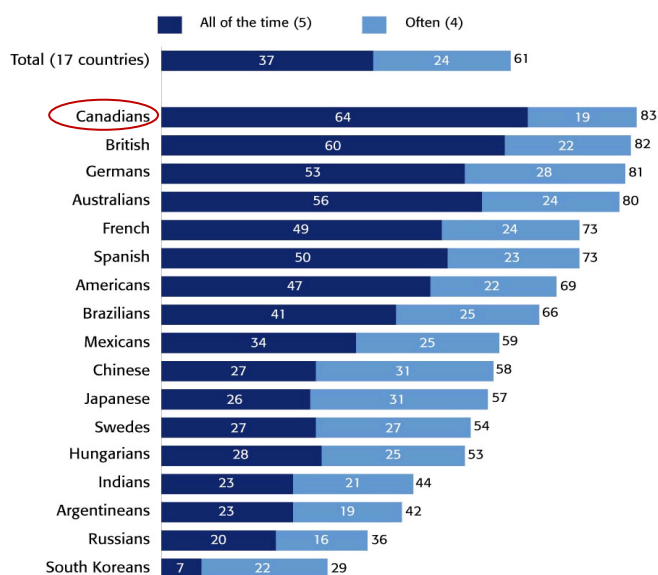
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The white space in this chart represents "DK/NA."

Despite a one-point increase in their **Goods** score, Canadian consumers continue to rank in 16<sup>th</sup> place. They are the most likely to recycle materials (83 percent recycle often or all the time versus an average of 61 percent) and they are third most likely to buy used or pre-owned goods rather than new. A large majority of Canadian consumers also frequently bring their own durable shopping bags when visiting stores (73 percent versus an average of 57 percent). These positive factors, however, are countered by Canadian consumers' common ownership of televisions, computers, laundry machines, dishwashers and gas-powered lawn mowers. Still, Canadian consumers are among the most likely to have energy-efficient televisions, laundry machines, and dishwashers.

### Frequency of Recycling Materials

"All of the Time" or "Often," Percentage of Consumers in Each Country, 2012



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

In terms of top-of-mind concerns, Canadian consumers believe healthcare, economic and political problems are the most pressing issues facing their country. Unprompted, 7 percent of Canadian consumers believe the environment is the most important national problem. Although Canadian consumers are among the most likely to consider themselves as environmentally friendly (65 percent versus an average of 56 percent), when asked about specific environmental issues, their concern for these have declined. 57 percent are concerned about air pollution and 24 percent are very concerned about the loss of species and habitats (down 7 points each since 2010). The cost of energy and fuel is the fastest-growing concern among Canadian consumers (81 percent are concerned, up 7 points). Consumers in Canada are less willing than before to pay extra for energy-saving products (53 percent, down 5 points).

Although over half of Canadian consumers believe scientists are convinced that human activity causes climate change and global warming (59 percent, up 6 points since 2010), less than a quarter feel guilty about the impact that they have on the environment. However, consumers in Canada are among the most likely to think that individuals can make a difference on the environment and a majority report trying very hard to reduce their own negative environmental impact.