

**SPANISH CONSUMERS: In the Bottom Half, But Getting Better**

**Greendex Score: 51.4 (Rank: 9<sup>th</sup> of 17)**

↑ **3.4 points since 2008**

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Spanish consumers rank ninth overall on the 17-country Greendex, and their overall score has increased the most of all consumers since 2008. On housing and food, the Spanish rank close to the middle; on transportation and goods, they fall closer to the bottom.

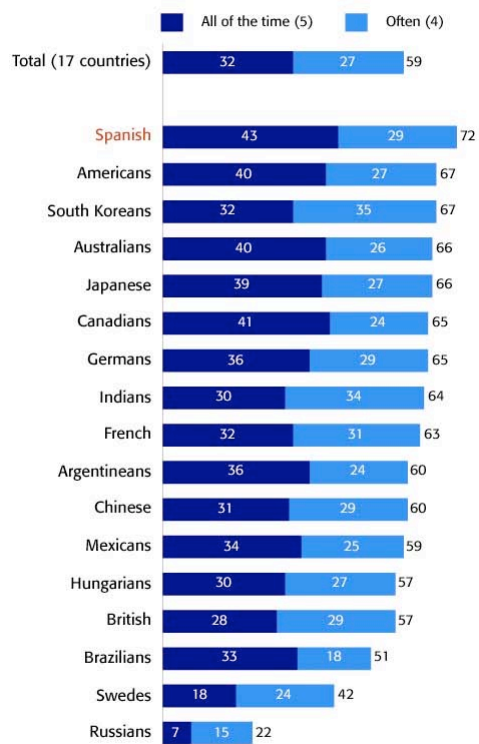
On the **housing** sub-index, Spanish consumers rank seventh overall. Their housing score has improved by 11 points since 2008, driven in part by their decreased use of fresh water (up 10 points), by using cold water for laundry (up 6 points), and by keeping heating/cooling at low settings (up 11 points). On this last measure, the Spanish outperform consumers in all other countries, with 72 percent indicating that they maintain low heating/cooling settings always or often. They are the most likely to have on-demand natural gas water heaters, and are above average with regards to recently installing and owning energy-saving appliances.

In terms of **transportation**, Spanish consumers rank in the bottom third, in 13<sup>th</sup> place. Their transportation habits are relatively unchanged from 2008. They are more likely than others to drive alone most days (45 percent), and only a small percentage (3 percent) own fuel-efficient vehicles. The use of public transportation among Spanish consumers is average, with 44 percent doing so at least once per week.

Spanish consumers are tied for 11<sup>th</sup> on the **food** sub-index, and receive a similar score to 2008 results. Contributing to their relatively low score on this measure is frequent consumption (at least weekly) of beef (76 percent), chicken (86 percent), and seafood/fish (82 percent). They are among the least likely to consume self-grown foods. Bottled water consumption is above average (56 percent drink it at least several times a week), and they have not changed on this measure although the popularity of bottled water is down for many of the consumers surveyed. On the positive side, they are among the least likely to consume imported foods; only 25 percent do so weekly. Fifty-six percent consume locally grown foods at least several times a week, up 8 percent from 2008 and is just slightly higher than the 17-country average.

On **goods**, Spanish consumers continue to rank in the bottom third (tied for 12<sup>th</sup>) of the 17 consumer groups. Depressing this score is a strong preference for buying new over

Frequency of Keeping Heating/Cooling at Low Setting 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."

used, and a disregard for buying environmentally friendly products and avoiding excessive packaging. They tend less than average to use their own re-usable shopping bags, but nevertheless are up 7 percent from 2008 on this behavior. On the positive side, Spanish consumers are above average in their recycling habits, with 51 percent always doing so versus 36 percent on average.

Spanish consumers' expressed **attitudes** suggest an average level of concern about the environment in general and the effects of global warming. They tend to be less concerned than average that environmental problems negatively affect their health, or to feel guilty about their own personal impact on the environment. They express a fairly low level of faith in the environmental efforts of government and industry; nor are they likely to count on new technology to solve environmental problems. Generally, Spanish attitudes about the environment are unchanged from the previous year. The only changes noted are a modest drop (6 points) in feeling "very concerned about environmental problems" and a 19 percent gain in willingness to pay more for energy-saving products.