

CANADIAN CONSUMERS: Second Last Again

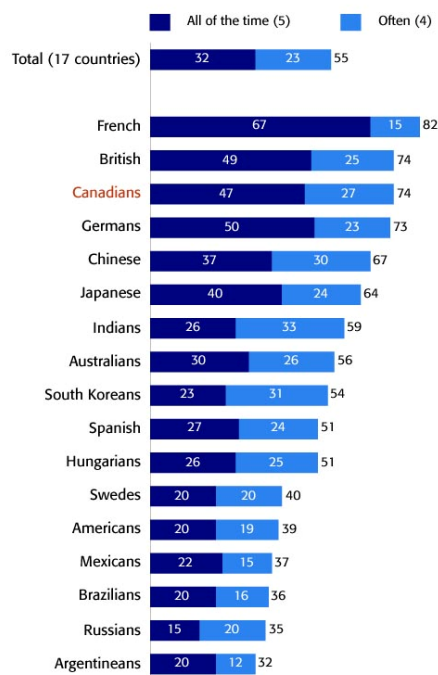
Greendex Score: 47.9 (Rank: 16th of 17)

↑ 0.4 points since 2009

Canadian consumers' Greendex score remains 2nd from the bottom for the third year in a row, just above American consumers' score. Canadians also rank near the bottom on all the sub-indices, except food, where they are about average.

Canadian consumers' **housing** score remains low, ranking 14th overall for the second successive year. Contributing to the low housing score are large home sizes; over one-half of Canadian homes have 6 rooms or more compared with 23 percent for the 17-country average. The high incidences of home heating (90 percent versus the average of 73 percent) and hot running water (95 percent versus the average of 79 percent) also lower their score. Nonetheless, many Canadian consumers make an effort to manage the energy efficiency of their homes: Most homes have insulated walls (83 percent versus the average of 42 percent); in the past year many Canadians have sealed cracks to prevent drafts (41 percent versus the average of 30 percent); two-thirds report regularly using cold water to wash laundry (61 percent versus the average of 49 percent); and two-thirds set their heating and/or cooling to lower levels (66 percent versus the average of 57 percent). Energy-saving appliances are also common, and one-third of Canadian consumers say they have decreased their household energy consumption over the past year, which is higher than the 17-country average. As in the other countries surveyed, cost rather than environmental concerns was the motive for this decrease, but nearly one-half say that the environment was a major reason to conserve energy.

Frequency of Using Own Bag in Store/Market
"All of the Time" or "Often," Percentage of Consumers in Each Country, 2010



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

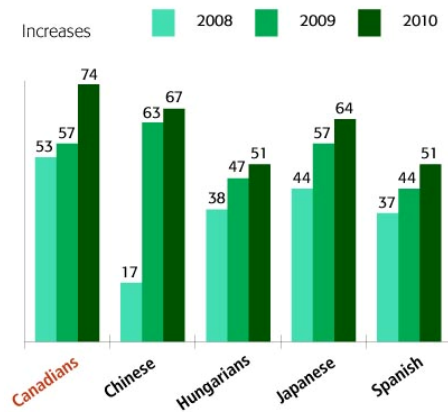
Canadian consumers' **transportation** score has increased by 1.7 points from 2009, resulting in an improved ranking from 16th to 14th place.

Transportation behavior among Canadian consumers revolves around the automobile. Canadians come 4th in terms of the proportions that own, rent, or lease cars or trucks (83 percent of households compared with the average of 72 percent); Canadians are also one of the most likely to drive large vehicles, the least likely to use public transportation (22 percent use it at least once a week compared with the overall average of 43 percent), and the 3rd least likely to walk or cycle to their usual destinations (42 percent versus the average of 54 percent). While they have the 3rd highest rate of driving alone most days (49 percent), this incidence has decreased by 7 points since 2009.

Canadian consumers are in 16th place on the **goods** sub-index down from 12th place in 2009, as a result of a 0.8 decrease in their score. The large number of televisions, computers, refrigerators, dishwashers, laundry machines, and gas-powered

lawn mowers in the typical household lowers Canadians' goods score. On the other hand, Canadians prefer to repair rather than replace broken items (61 percent versus the average of 57 percent), and they are the 3rd most frequent recyclers (78 percent versus the average of 58 percent); they are also increasingly recycling their electronic waste (up 9 points from 2009 to 57 percent, versus the 17-country average of 47 percent). Another notable change is the increased use of re-usable or durable shopping bags, up 17 points to 74 percent, bringing Canadians to 2nd place behind France. Indeed, retailers are now required to charge for plastic bags in some Canadian jurisdictions.

Frequency of Using Own Bag in Store/Market
 "All of the Time" and "Often," Percentage of Consumers in Each Country, Trends: 2008–2010



Canadians rank highest on the **food** sub-index, in 7th place, and are up 2 places from 2009, despite an unchanged score. Frequent consumption of locally grown food (66 percent eat it at least several times a week versus the average of 51 percent) and fruits and vegetables (82 percent, just above the average of 80 percent), combined with relatively infrequent consumption of seafood (20 percent eat it at least several times a week versus an average of 26 percent) and bottled water (33 percent drink it at least several times a week versus an average of 44 percent) contribute to this food score. Detracting from their food score is their high consumption of chicken and beef (42 percent versus 36 percent on average and 35 percent versus 29 percent on average, respectively, eat it at least several times a week).

Canadians view economic problems, unemployment, and healthcare as top of mind issues facing their country. Only 5 percent say that the environment is the nation's most important problem. Concern about the economy has decreased since 2009, but so too has concern about some specific environmental issues, including climate change (57 percent down from 65 percent) and fresh water shortages (55 percent down from 68 percent). Both of these indicators now fall below the 17-country average.

Attitudinally, Canadian consumers take environmental issues seriously. Almost two-thirds of Canadians believe that as a society they need to consume a lot less to improve the environment for future generations. Over one-half are willing to pay more for energy-saving products if they result in long-term savings, and one-half say that they are trying very hard to reduce their own negative impact on the environment.

Canadians are less likely than those surveyed in other countries to follow environmental news stories: Only 37 percent—versus the 17-country average of 45 percent—report that they have recently been paying more attention to news about the environment and, along with the Americans, they are the least likely to say that they followed the news about the UN climate change summit in Copenhagen (22 percent versus the 17-country average of 34 percent).