

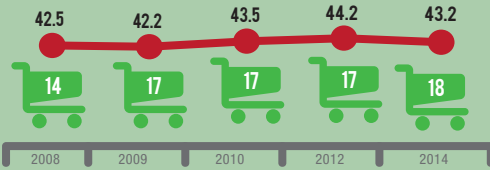
## AMERICANS

### 18<sup>TH</sup>

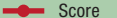
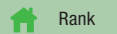
AMERICANS  
Greendex Score 2014  
44.6  
18<sup>TH</sup>

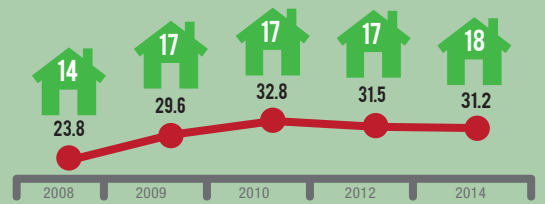
### GOODS

 Score  
 Rank



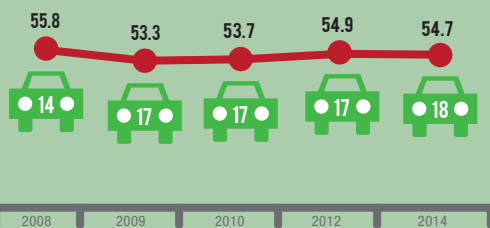
### HOUSING

 Score  
 Rank

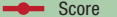
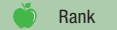


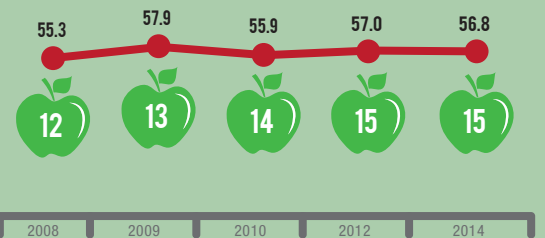
### TRANSPORTATION

 Score  
 Rank



### FOOD

 Score  
 Rank



# AMERICANS

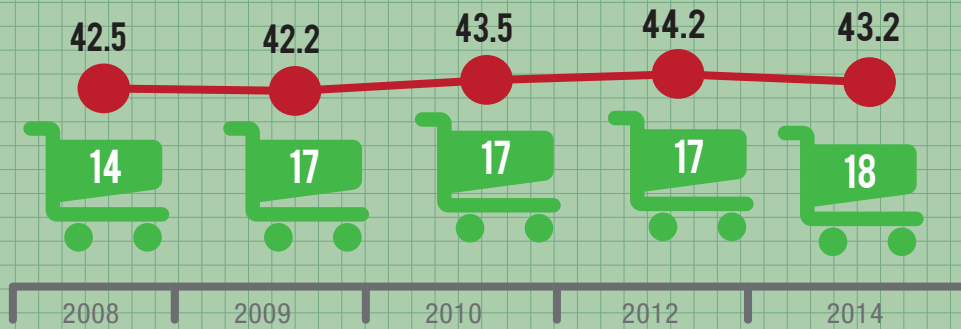
18<sup>TH</sup> 

▶ THE GOODS SUB-INDEX CONSISTS OF 16 VARIABLES AND IS A COMBINATION OF EVERYDAY CONSUMPTION AND OWNERSHIP OF BIG-TICKET ITEMS

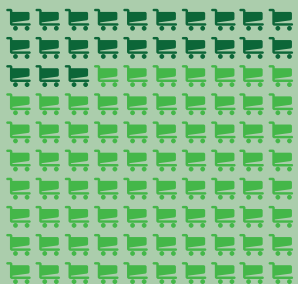





## GOODS

 Score  
 Rank



23%  
of households contain  
four or more TVs



-  American consumers are among the most likely of the 18 groups surveyed to try to buy “used” or pre-owned rather than brand new goods.
-  However, they are also among the most likely to prefer disposable household products rather than things they must wash and reuse, and are also among the most likely to feel the extra cost of environmentally friendly products is not worth it to them.
-  Americans are the least likely to frequently use their own durable bags when shopping.

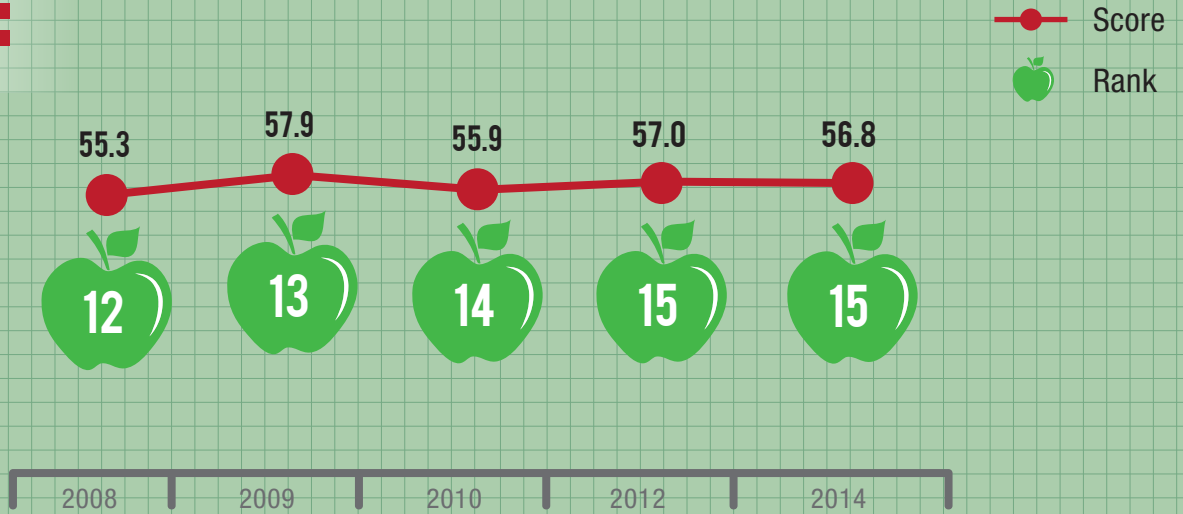
# AMERICANS

18<sup>TH</sup> 

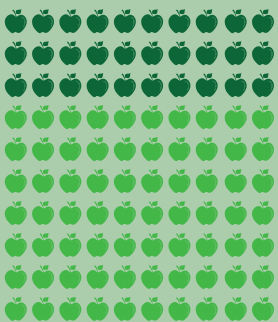
▶ THE FOOD SUB-INDEX CONSISTS OF 8 VARIABLES MEASURING CONSUMPTION OF DIFFERENT TYPES OF FOODS.



## FOOD =



30%  
consume bottled water daily



-  Americans are among the least frequent consumers of imported foods of the consumers in the 18 countries surveyed, yet they are also among the least frequent consumers of locally grown food.
-  They are among the most frequent consumers of convenient (prepared/processed/packaged) foods.
-  Americans are among the least frequent consumers of fruits and vegetables, and their consumption of beef is above the 18-country average.

# AMERICANS

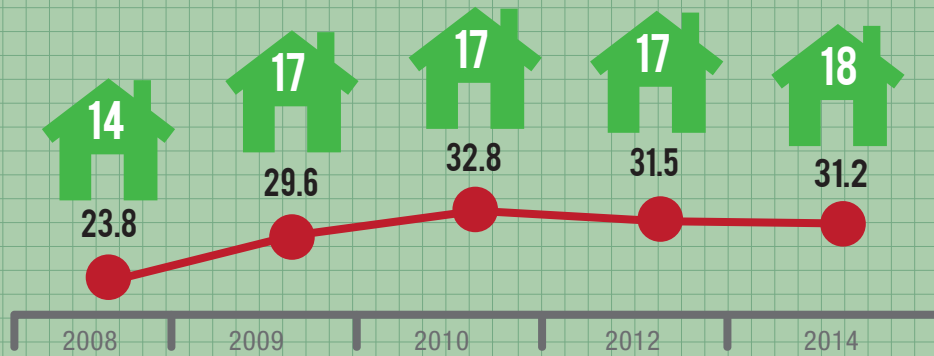
18<sup>TH</sup> 

▶ THE HOUSING SUB-INDEX CONSISTS OF 24 VARIABLES MEASURING RESIDENTIAL FEATURES SUCH AS SIZE OF RESIDENCE, HEATING AND COOLING, ENERGY EFFICIENCY AND WATER USAGE.

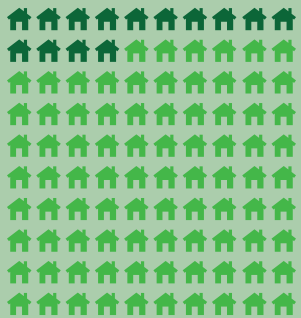





## HOUSING

 Score  
 Rank



14%  
of American households purchase "green" electricity



-  Since 2012, there has been an increase in the proportion of Americans who feel owning a big house is a very important goal in their life.
-  Americans are among the most likely of the 18 groups surveyed to have an energy-saving television and are also among the most likely to own an energy-saving dishwasher.
-  Their residences are among the most likely to have air conditioning, but are also among the most likely to feature insulated walls to keep their residences warm or cool.

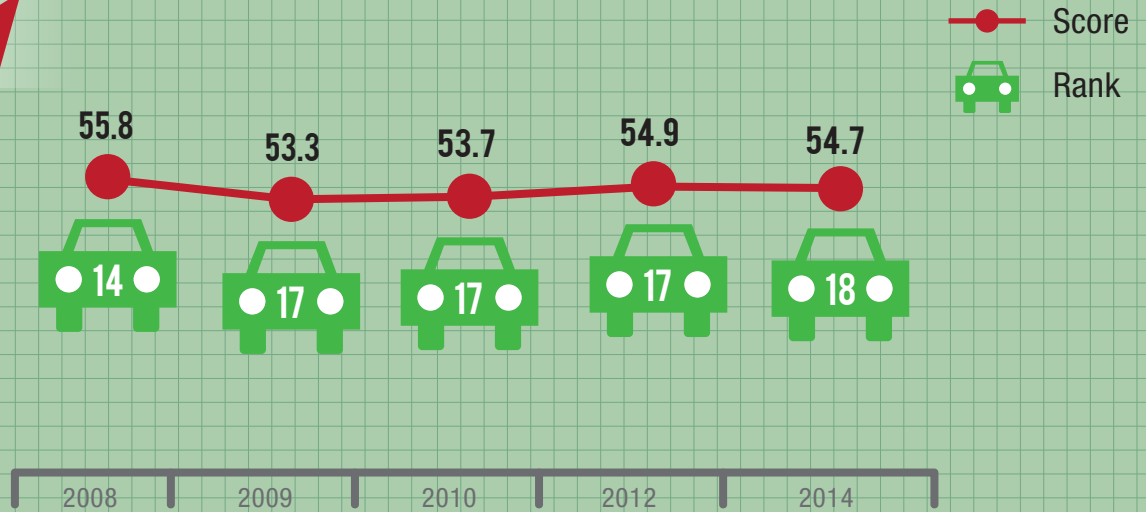
# AMERICANS

18<sup>TH</sup> 

▶ THE TRANSPORTATION SUB-INDEX CONSISTS OF 17 VARIABLES MEASURING OWNERSHIP OF MOTORIZED VEHICLES AND DRIVING HABITS, AND USE OF OTHER FORMS OF TRANSPORTATION.

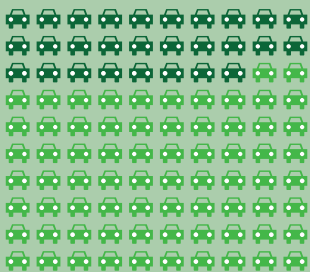


## TRANSPORTATION



28%

of those who drive motor vehicles drive a minivan or SUV



Americans are the most likely of the 18 groups surveyed to own, rent or lease two or more cars or trucks. They report among the highest frequency of driving alone, as well as driving with others, of the consumers in the 18 countries surveyed.



Americans continue to be the least likely consumers to use public transportation regularly, and are the least likely to frequently walk or ride a bicycle to their common destinations.



They are less likely than the 18-country average to live close to their usual destinations to minimize transportation.