



TIP #4: CONSUMERISM

The United States, with under 5% of the world's population, is responsible for 25% of energy and material consumption worldwide.¹ If everyone on earth lived the lifestyle of the average American, we would need over five earths to satisfy the material demand on resources.² Reduce unnecessary consumption by avoiding:

- **Bottled Water:** Every year it takes more than 1.5 million barrels of oil to produce the bottled water consumed by Americans: that is enough to fuel 100,000 cars for an entire year!³ Instead of buying bottled water, fill a reusable bottle from the tap (test after test reveal NYC water as just as healthy as the bottled brands) and reduce oil consumption and greenhouse gas emissions, while saving money.
- **Catalogs and Magazines:** Each year 19 billion catalogs are mailed to Americans, using 53 million trees each year and emitting 5.2 million tons of CO₂ yearly.⁴ Most of these catalogs are unsolicited. Go to www.catalogchoice.org to get your name off of undesired catalog mailing lists for free!

¹ Raven, Peter, and Linda Berg. *Environment*. 5th ed. Wiley, 2006.

² Swarts, Frederick A. *Culture of Responsibility*. University of Michigan.

³ Cbs. "Exploring the Environmental Costs of Bottled Water." 19 Nov. 2007. <cbs2chicago.com>.

⁴ Catalogchoice.org