

ARGENTINEAN CONSUMERS: Mostly Good News, Some Bad News

Greendex Score: 54.7 (Rank: 4th of 17)

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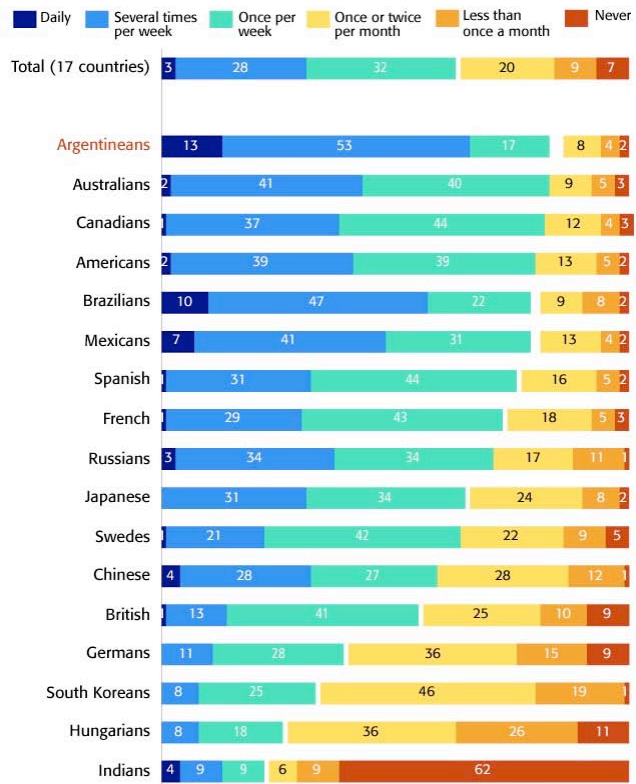
New to the study in 2009, Argentinean consumers rank fourth overall on the 17-country Greendex of environmentally sustainable behavior. These consumers rank in the top third on housing, transportation, and goods. They place next to last on food.

In terms of **housing**, Argentinean consumers place fifth overall. These consumers are less likely than average to have home heating (56 percent). Among those with hot water, on-demand water heaters are relatively popular. While Argentinean consumers are less likely to own energy-saving appliances, they are tied with Russians for top spot for installing such appliances in the past year (38 percent). They are somewhat more likely than others to have bought “green” electricity (33 percent) and to use cold water often for laundry (59 percent). Pulling down their score is above-average use of air conditioning (53 percent) and below-average use of wall insulation, likely due to climate.

Argentinean consumers have the second highest **transportation** sub-index score. Their performance is better than average across a number of transportation-related measures. These consumers are less likely than average to own minivans or SUVs, while ownership of motorcycles or scooters is above average. Forty-four percent of Argentinean consumers say they live close to their usual destinations. Consistent with this is their above-average use of public transportation, walking, or biking as a means of transport. Argentines also use trains more often than others; 31 percent do so at least once a month as compared with 17 percent of the 17-country average.

On the **food** sub-index, Argentinean consumers rank second to last, just ahead of Mexicans. Living in a country that is one of the world’s top producers of beef, Argentines are also among the biggest consumers of this food. Their consumption of beef is a strong driver of their food score. Sixty-six percent of these consumers eat beef at least several times a week, a rate higher than all other consumers surveyed and well above average. Most Argentinean consumers (75 percent) do not know that beef is an extremely water-intensive food to produce, as indicated by their answer

Frequency of Consuming Beef
Percentage of Consumers in Each Country, 2009



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

to a related **knowledge** question. Also lowering their food score is an above-average consumption of bottled water.

Argentinean consumers rank fourth overall on the **goods** sub-index. Contributing to their fairly good score is slightly-lower-than-average ownership of large appliances, above-average preference for buying used over new, and a slightly-greater-than-average tendency to avoid environmentally unfriendly products and excess packaging, and to buy environmentally friendly products. Reducing their goods score is Argentines' greater preference for disposable household products (39 percent), second only to Indians. Consumers in Argentina are less likely to bring their own bag when shopping and are more likely to say that the extra cost of environmentally friendly products is "not worth it" than consumers in the other countries surveyed. Argentinean consumers tend to recycle less than other consumers (42 percent do so often versus the 61 percent 17-country average). Argentines have embraced energy-efficient light bulbs, as they have the second-highest purchase rate for these products.

As for their **attitudes** about the environment, Argentines express a sense of personal responsibility. They are more likely than the average to agree that their personal lifestyle negatively impacts the environment and to say they feel guilty about their own environmental impacts. They are also more likely than others to say that they are currently working hard to reduce their negative impact on the environment. Argentines are more concerned than others about the negative health effects of the environment and are more likely to agree that global warming will harm their way of life. They have less-than-average faith in the ability of an individual to make a difference, but are more likely to agree that as a society we need to consume less. Generally, Argentines express more positive attitudes about the environmental efforts of government and industry and the ability of new technology to solve environmental problems. Nevertheless, there is an element of cynicism among Argentinean consumers, as they are more likely than most others surveyed to agree that environmental problems are exaggerated and that the environmental movement is a passing fad. Argentines are the most likely to blame the media and advertising for encouraging environmentally irresponsible behavior.