

**HUNGARIAN CONSUMERS: About Average**

**Greendex Score: 53.3 (Rank: 7<sup>th</sup> of 17)**

**↑ 1.6 points since 2008**

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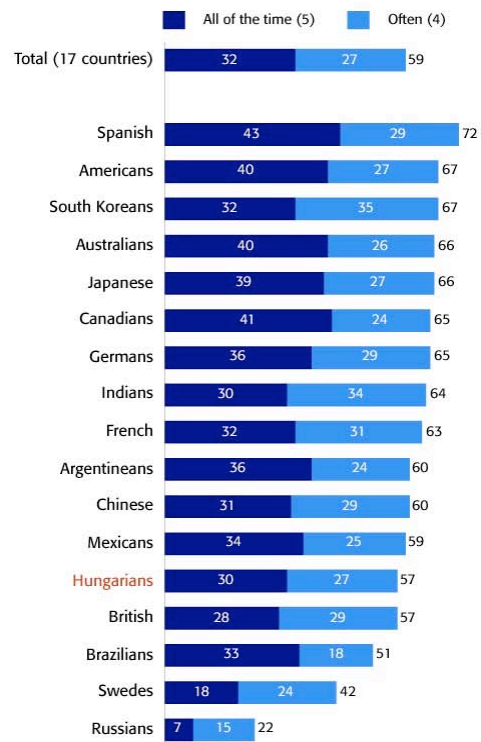
Consumers from two new countries added to the Greendex this year (South Korea and Argentina) outperform Hungarian consumers, pushing them to seventh position, despite their score having increased slightly since 2008. Their best performance is on transportation. While Hungarians rank less well on goods, housing, and food, the improvement in their housing score is behind the upward shift in their overall score.

Hungarians have improved their overall **housing** score by nearly 8 points since 2008, but have slipped to ninth spot due in part to the addition of Argentinean and South Korean consumers to the survey, and in part to improved scores among consumers in some of the other countries. The increase in Hungarians' overall housing score traces to improved behaviors, including an increase in frequency of keeping their heating/cooling setting on low, minimizing the use of fresh water, using cold water for laundry, and installing insulating windows in their homes. Also contributing positively to their score are factors such as their small home sizes — 75 percent of Hungarians reside in homes with three rooms or less; a scarcity of air conditioning (12 percent); and above-average ownership of energy-efficient appliances such as washers/dryers and refrigerators/freezers. Negative influences on their housing footprint include high rates of home heating (94 percent) and hot running water (90 percent); low rates of wall insulation; and along with the Japanese, being the least likely buyers of "green" electricity (2 percent).

This year, Hungarian consumers are tied for third on the **transportation** sub-index. They have experienced a modest decrease on this measure overall driven partly by a decline in the frequency of walking or biking. Although their rate of car/truck ownership is average, Hungarians are the least likely to drive large vehicles such as SUVs (of those who drive a vehicle, 5 percent report driving an SUV compared with 33 percent of American consumers who report driving SUVs). Also positively affecting their transportation score is a lower-than-average rate of driving alone (only 25 percent do so on most days); a higher-than-average frequency of using public transportation (38 percent do so on most days); and along with French consumers, the highest rate of never flying (51 percent). The only notable negative for Hungarian consumers in the transportation sub-index is a low (2 percent) ownership rate for fuel-efficient vehicles.

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."

On the **food** sub-index, Hungarians continue to place in the bottom half, tied for 11<sup>th</sup> spot this year. Overall, their score has declined only slightly, and there are no notable shifts for any of the components measured. The two most important factors negatively driving their food score are well-above-average rates of consumption of imported foods (71 percent do so weekly) and bottled water (53 percent do so daily). On the positive side, Hungarians are among the least frequent consumers of beef and seafood.

Hungarians continue to rank near the middle on the **goods** sub-index (eighth), with a score that is nearly unchanged. Hungarians tend to exhibit somewhat less environmentally responsible behavior than others on the components of the goods sub-index. They are less likely to prefer buying used over new goods, to avoid environmentally unfriendly products or excess packaging, or to buy environmentally friendly products. They recycle less often than others; only 44 percent do so often compared to 61 percent on average. On a positive note, Hungarians are less likely than others to have multiples of large appliances and electronics. Encouragingly, their environmental behavior has improved somewhat, as rates of recycling and using their own bag for shopping are up this year over 2008 findings.

Consistent with findings from a year ago, the **attitudinal** questions measured suggest a lower-than-average level of environmental engagement among Hungarian consumers. If anything, the level of concern associated with the environment has declined somewhat this year. For example, agreement that they are very concerned about the environment has dropped 9 points among this group. Similar drops in concern are seen in Canadian, Mexican, and Russian consumers. Hungarians are the least likely to agree that environmental problems are exaggerated, and are the least likely to agree that the media encourages environmentally irresponsible behavior and that their own personal lifestyle is harmful to the environment. They do exhibit somewhat greater-than-average concern over the health effects of environmental problems, but they are among those least likely to be actively trying to reduce their own negative impact on the environment. Of all the groups surveyed, Hungarians voice the least amount of faith in the efforts of government and industry or the ability of new technology to address environmental problems.