

**SOUTH KOREAN CONSUMERS: In the Top Third**

**Greendex Score: 54.6 (Rank: 4<sup>th</sup> of 17)**

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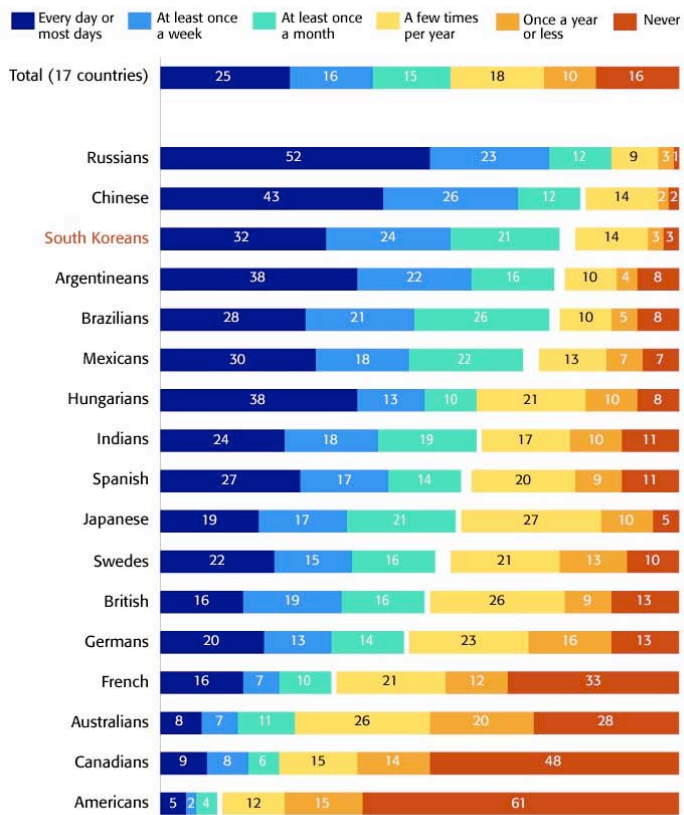
Consumers in South Korea place fourth overall on the Greendex. This group ranks highly on food (third) and goods (second). They rank sixth on housing and receive their lowest ranking on transportation (10th).

On the **housing** sub-index, South Koreans consumers are in sixth place. Homes of South Koreans are among the smallest, with the vast majority (98 percent) living in homes with four rooms or fewer; this finding is a strong positive driver for their housing score. Also contributing positively is a low incidence (33 percent) of home heating; however, air conditioning is fairly common (63 percent), and the use of oil for home heating is more popular (21 percent) than in most other countries surveyed. Germans (26 percent) and Japanese consumers (52 percent) also report high rates of oil use for home heating. Only 7 percent of South Koreans say they minimize the use of fresh water all the time compared with 23 percent for the 17-country average.

**Transportation** is the area where South Korean consumers rank most poorly (10<sup>th</sup> overall). Car and truck ownership among South Koreans is above average (85 percent), and this group ranks fourth for ownership of minivans and SUVs. On the positive side, use of public transportation is high; 77 percent of South Koreans use it at least monthly compared with the average of 56 percent.

As for **food** consumption, South Koreans have the third highest score, largely because they are among the least frequent consumers of beef and chicken. Only 33 percent consume beef weekly compared with the average of 63 percent; similarly, only 33 percent consume chicken weekly versus the average of 72 percent. Bottled water consumption is below average for this group, with only 27 percent consuming it at least several times per week versus the average of 43 percent. Pulling their food score down is a lower-than-average tendency to eat locally grown foods — 56 percent do so at least weekly, whereas the 17-country average is

Frequency of Using Public Transportation  
Percentage of Consumers in Each Country, 2009



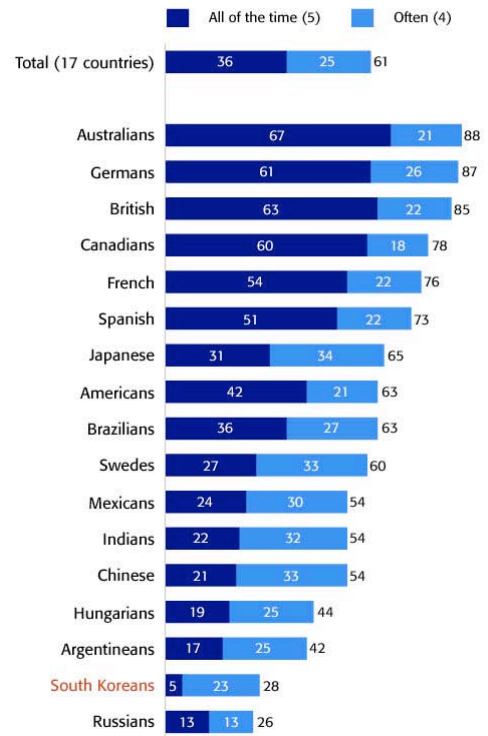
The white space in this chart represents "DK/NA."

73 percent. Processed foods are popular among South Koreans. This group ties with Brazilians as leading consumers of convenience foods, with 74 percent of both groups doing so at least weekly.

South Koreans are second to Indians on the **goods** sub-index. Contributing to this positive score is a low incidence of owning second homes (4 percent), as well as some positive purchasing behaviors. They are more likely than the average to avoid environmentally unfriendly products (57 percent) and excess packaging (51 percent), and they have low ownership rates of major appliances such as dishwashers (22 percent) and motorized lawn equipment (4 percent). Weighing their score down somewhat is a low rate of recycling. Only 5 percent of South Koreans recycle all the time, the lowest rate for all groups surveyed. A contributing factor may be that the perceived availability of recycling services is very low in South Korea, equal only to the availability in Russia. Energy-efficient light bulbs are least popular here, with only 44 percent of South Koreans having bought at least one such bulb in their last five purchases, while the average is 78 percent.

South Korean consumers' **attitudes** toward the environment suggest a relatively high level of concern. They are among the most likely to agree that they are "very concerned about environmental problems" (34 percent), that global warming will worsen their way of life (64 percent), and that as a society they need to consume a lot less for the benefit of future generations (68 percent). They are also among the least likely to agree that environmental problems are exaggerated (12 percent).

Frequency of Recycling Materials  
 "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 of the time."