



AUSTRALIAN CONSUMERS: Just Fair

Greendex Score: 50.2 (Rank: Tied for 7th of 14)

Driven in part by their large household footprints and higher levels of car ownership and solo driving, Australian consumers rank in the middle of the pack. Australians do, however, exhibit more responsible behaviors than many others surveyed in terms of water use and energy-saving appliances.

Looking specifically at the **housing** sub-index, 29% of Australian consumers have nine rooms or more in their homes, among the largest in household size. In addition, Australians are among the most likely to have air-conditioning in their homes (70%). More positively, these respondents are the second most likely among those surveyed to say they purchase green electricity (27%). Sixty-two percent always use cold water for laundry, and 35% minimize use of fresh water, both among the highest for countries surveyed, likely due at least in part to record-setting drought conditions in Australia.

Australians rank poorly on **transportation** — 13th of 14 countries. Six in 10 drive alone daily, and they have the longest average commutes of those surveyed. Ninety-three percent of Australians surveyed said they have one or more vehicles in their households, second only to U.S. consumers on this measure. Australian consumers rank among the lowest in use of public transportation, with just 22% saying they use it at least once a week.

On the **food** sub-index, Australian consumers rank second-highest among the 14 countries surveyed. While they indicate the highest level of beef consumption (84% at least weekly), this is mitigated somewhat by high levels of eating locally grown foods (85%), fruits and vegetables (97%), and food they grow themselves (30%), all above average, as well as low levels of drinking bottled water (just 19% do so daily).

Looking at the components of the **goods** sub-index, Australian consumers express the highest frequency of recycling (59% always do), alongside Canada, and an above-average tendency to sell or donate items rather than throwing them away (39%). Australians are below average in terms of their expressed intent to choose environmentally friendly products (34%), though they are the most likely among consumers surveyed to have energy-saving laundry machines (59%) and/or refrigerator/freezers (56%).

Asked in an open-ended question the most urgent problem facing their country today, Australians were the only consumers surveyed who rated the environment/climate change their country's biggest problem — again, likely due in part to the impact of record-setting drought conditions there. Looking at some of the primary **attitudinal drivers** for Greendex rankings, however, Australians rank second-to-last in the belief that environmental problems are having a negative impact on their health (9% strongly agree) and are among the least likely of those surveyed to believe global warming will worsen their own way of life (18%). They tend to voice low levels of guilt about their own impact on the environment (9%) and are just average in their belief that people need to consume a lot less in order to improve the environment for future generations (29%).

Finally, looking at some related **citizen behaviors**, Australian consumers are the most likely among those surveyed to say they have recently based a voting decision on environmental concerns (37%). They are about average in terms of having sought information on environmental issues (38%) or having encouraged others to be more environmentally responsible (50%). Australians are, however, among the most likely to have talked about climate change with others recently (66%).

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