

EGYPTIAN CONSUMERS: Complacent

No Greendex score available: GlobeScan ran a parallel face-to-face study in Egypt; however, as data acquired through Internet surveys and in-person interviews are not technically comparable, these results are not included in the core reporting. As online survey research becomes viable in Egypt with increased Internet penetration, it is envisioned that Egyptian consumers will be included in future years.

In Egypt, respondents tend to be much less concerned about environmental problems than those in Nigeria (the other African country included on this survey) — only one in 10 strongly agrees that they are concerned. Egyptian respondents do, however, feel the effects of environmental degradation firsthand: four in 10 strongly agree that their health is negatively affected.

Consumers in Egypt express a thirst for increased consumption: a large majority agrees that buying a large home and a luxury car are important life goals.

Respondents in Egypt tend to live in relatively large dwellings, perhaps reflecting large families sharing a residence: more than half of respondents report that their primary residence consists of seven rooms or more. Hot running water is fairly common among Egyptian respondents, and four in 10 have air-conditioning. Overall, however, the **housing** footprint of Egyptian respondents is relatively low.

Majorities of consumers in Egypt report that they do not own a car or truck. Most people surveyed in Egypt also say they never drive alone in a car or truck. Instead, respondents say they use public transportation: around half of people surveyed do so every day or on most days. Although **transportation** patterns among respondents in Egypt currently generate a relatively low footprint, nine in 10 drivers in Egypt say they tend to drive more frequently (alone in a car or truck) than they did a year ago. Most respondents, however, also report using public transportation more frequently.

Egyptian consumers surveyed say they frequently consume organic or natural **foods**, as well as food that is locally grown. Beef, chicken, and dairy consumption, and also consumption of fruits and vegetables, is high among respondents in Egypt. Bottled water consumption is relatively low among Egyptians surveyed.

In terms of **goods**, Egyptian respondents are relatively unlikely to recycle, to avoid excessively packaged products, or to use their own bags for shopping. These consumers are also unlikely to buy environmentally friendly products or avoid buying products that are environmentally unfriendly (only a quarter of respondents say they do). Most consumers in Egypt report that they own, rent, or lease at least one television.

In terms of **availability of green products and services**, organically grown foods tend not to be readily available according to Egyptian consumers surveyed (available to around half of respondents).

Egyptian respondents are not likely to have engaged in any kind of environmental **citizen behavior** or activism, reflecting low concern about the environment. The environment seems to be more of an emerging issue among Nigerians, the other African consumers surveyed, than among Egyptians, as consumers in Nigeria are more likely than those in Egypt to have sought out more information, encouraged others to be more environmentally responsible, or talked with others about global warming.