

## HUNGARIAN CONSUMERS: Better than Most

**Greendex Score: 53.2 (Rank: 5<sup>th</sup> of 14)**

Hungarian consumers score roughly in the top-third of Greendex rankings, due in part to a relatively small household footprint, though the populace is among the least likely to report such behaviors as recycling and purchasing environmentally friendly products.

Hungarians rank fifth of 14 on **housing**, with 80% living in a home with three or fewer rooms, among the smallest residence size measured. While nearly all have heat and hot running water in their homes, they are among the least likely to have air-conditioning (9%). These respondents are below average on using cold water for laundry (27% always do) or minimizing the use of fresh water (17%), but half have energy-saving laundry machines, the second-highest measured.

In terms of **transportation**, Hungarian consumers rank in the top third of those surveyed; 43% ride a bike or walk daily when their destination permits, among the highest measured. Hungarians are also the most likely of all respondents to say their household has just one car (57%). Consumers in Hungary indicate below-average incidence of driving alone on a daily basis (25%) and above-average daily use of public transportation (37%).

On the **food** sub-index, Hungarian consumers rank toward the middle of the 14-country pack. They are lowest in terms of weekly fish/seafood consumption (29%) and second-lowest in eating beef at least weekly (21%). However, they are above average in terms of their daily bottled water consumption (51%).

Hungarian consumers have mixed performance on **goods**, landing them near the middle of the rankings. They indicate the lowest frequency of recycling (17%), alongside India, and are near the bottom in terms of likelihood to choose environmentally friendly products (just 10% always do) and avoidance of excessively packaged products (4%). However, Hungarian consumers have an above-average tendency to repair things that are broken rather than throwing them away (40%) and rank second in terms of their willingness to pay more for energy-saving products (49%).

Looking at some of the primary **attitudinal drivers** for Greendex rankings, Hungarians are above average in their belief that environmental problems are having a negative impact on their health (35% strongly agree) and that global warming will worsen their own way of life (35%). Similar to Australians surveyed, Hungarian consumers tend to voice low levels of guilt about their own impact on the environment (11%) and are about average in their belief that people need to consume a lot less in order to improve the environment for future generations (32%). Nevertheless, 73% strongly agree that we need to leave a better environment for future generations, second-highest for countries surveyed.

Finally, looking at some related **citizen behaviors**, Hungarians rank second-highest as having recently discussed climate change with others (68%). They are above average in terms of having sought information on environmental issues (51%) or having encouraged others to be more environmentally responsible (56%).