

Could you do more for the environment?

Heating and powering a home typically costs a lot and accounts for a large share of greenhouse gas emissions. But how much can the average person really do to reduce environmental impacts? We asked nearly 15,000 people in Europe, the USA and Australia how they feel about living more sustainably at home.

55%
could do more to reduce the impact

70%
try to keep home impacts low

70% in Europe confirm they try to keep their home's environmental impact low. But 30% say anything they do will have an insignificant effect.

55% of Europeans agree they could do more to reduce the impact on the environment of living in their homes. Fewer agree in Germany (35%) and the Netherlands (38%).

78% in Europe say working together can reduce environmental impacts; 80% believe local governments should help pay for home solar panel installation.

82% feel subsidising energy-efficient appliances would be a good thing. But most wouldn't want to pay more than a week's earnings for this.

78%
agree working together is best

82%
want help to buy green appliances

