Running on empty

green barometer

Measuring environmental attitude

Issue 5 July 2008

energy saving trust®

Introduction

The cost of fuelling our cars has never been more expensive - with prices over the last 12 months having risen from 95p and 99p per litre for petrol and diesel respectively to a wallet-busting 119p for petrol and 132p for diesel per litre.

The good news is there are easy options available that could help people counter the impact of rising petrol and diesel costs, whether that’s by purchasing more fuel efficient cars, driving more efficiently, or taking alternative modes of transport. However, the question remains, why aren’t more of us following this advice – especially given that 25 per cent of the UK’s CO_2 emissions come from road transport, with 57 per cent of this coming from privately owned cars?

There is clearly much work to do. Our report - **Driven** - which reviews the passenger car market in the UK through history to the present, shows that if people chose the lowest carbon car, within its class - then CO_2 emissions could be cut by up to 25 per cent. It is also important not to forget that the size of the car plays a role too – with smaller vehicles and diesel-powered ones tending to have better fuel consumption, and lower CO_2 emissions. Our recent consumer survey asked people what car they would buy next, and the results showed that there is a small, but

nevertheless clear move away from the purchase of large vehicles as well as a move towards the purchase of diesel-fuelled and hybrid cars. However, whilst 92 per cent of

> **50% of drivers felt they would drive more efficiently if they had more information as to how it would save money**

consumers claim to think about fuel efficiency when purchasing a new car, clearly there are other factors which prevent it being a number one priority. We know, for example, that a lack of interior space (59 per cent) and a lack of extras like air conditioning and leather interiors (36 per cent) are the most common reasons why people aren't planning to buy smaller cars.

Over the last few years the level of information about low-carbon cars and smarter driving, also known as eco-driving, has certainly increased. For example, CO_2 labels on cars in showrooms, 'low-carbon car' advertising campaigns by manufacturers and the Department for Transport's Act on CO_2 campaign. However, the promotion of non-essentials - such as air conditioning - still dominate car advertisements, rather than CO_2 emissions. Potential car purchasers are being overwhelmed with so many different messages that the environmental ones are being missed.

Fundamentally people are not aware enough of the low-carbon options open to them within the class of car they are looking to buy. Our survey supports this view with 51 per cent of people, when shown a list of current cars, being unable to tell which was greenest. Yet, 89% of respondents would like the environmental features of cars to be pointed out to them and 86 per cent expected their car salesman to do this. Not only that, but 50 per cent of drivers also felt they would drive more efficiently if they had more information as to how it would save them money and emissions.

The desire to reduce fuel costs is clearly there – and we believe that comprehensive and impartial advice on low carbon cars should be available to people in the car showroom - not only through literature and labels - but also directly from the salesperson themselves. We also believe that easy-to-understand transport advice covering a wider remit than simply the vehicle choice should be available to people well before they even reach the car showroom. It is essential that each of us understands the merits of alternative modes of transport, such as cycling, walking, and public transport – and in doing so help to change the current mind-set in which over 70 per cent of people say they would rather drive a distance of 1.5 miles than walking. And we need to help people adopt smarter driving techniques, which can dramatically reduce fuel consumption. Our evidence is that a 15 per cent improvement in fuel efficiency is realistically achievable by adopting simple smarter driving techniques, with a saving of nearly £6 billion per year in fuel costs if every driver in the UK drove their cars smarter.

We believe that these solutions can best be delivered on a local level. That is why the Energy Saving Trust is now beginning to offer advice and support on transport via our local advice centres across the UK. These centres work closely with local authorities, businesses and drivers. For example, this may involve working with a local car dealership, ultimately so individuals can make informed decisions on how best to reduce the carbon emissions from their travel.

With continued Government support – and the introduction of an EU-wide ruling that means from 2012 the average new car will not be able to emit more than 130g CO_2/km - we believe there are huge opportunities to help encourage and persuade people to think more about their travel options, not only for financial reasons, but for environmental ones too.

Philip Sellwood,
Chief Executive,
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www.energysavingtrust.org.uk/aboutest/blog

Car choices

Our consumer research survey shows that people currently tend to either own a small size petrol car (31 per cent), or a medium sized petrol car (39 per cent) and 92 per cent of people claim they are very or quite likely to think about fuel efficiency when buying a new car. From the private car ownership table on the right we cannot be completely certain of the type of car the "Don't knows" will buy, but the trend shown by those who do know, suggests a decline in the purchase of larger cars, as well as an increase in the purchase of diesel-fuelled and hybrid cars. Indeed 2008 Quarter 2 car registrations support this position, showing the fastest fall ever in average CO_2 car emissions from new cars compared to the previous quarter (1).

83%
of respondents feel knowledge of fuel and carbon costs is important for comparing efficiency of car models

Private car ownership

Vehicle type	Now	Planned*
Petrol Large	6 per cent	3 per cent
Petrol Medium	39 per cent	37 per cent
Petrol Small	31 per cent	28 per cent
Diesel Large	4 per cent	3 per cent
Diesel Medium	14 per cent	15 per cent
Diesel Small	4 per cent	8 per cent
Hybrid	1 per cent	4 per cent
Don't Know	1 per cent	9 per cent

*Of those planning and considering to buy a car in the next twelve months. Note: totals may not add to 100% due to rounding.

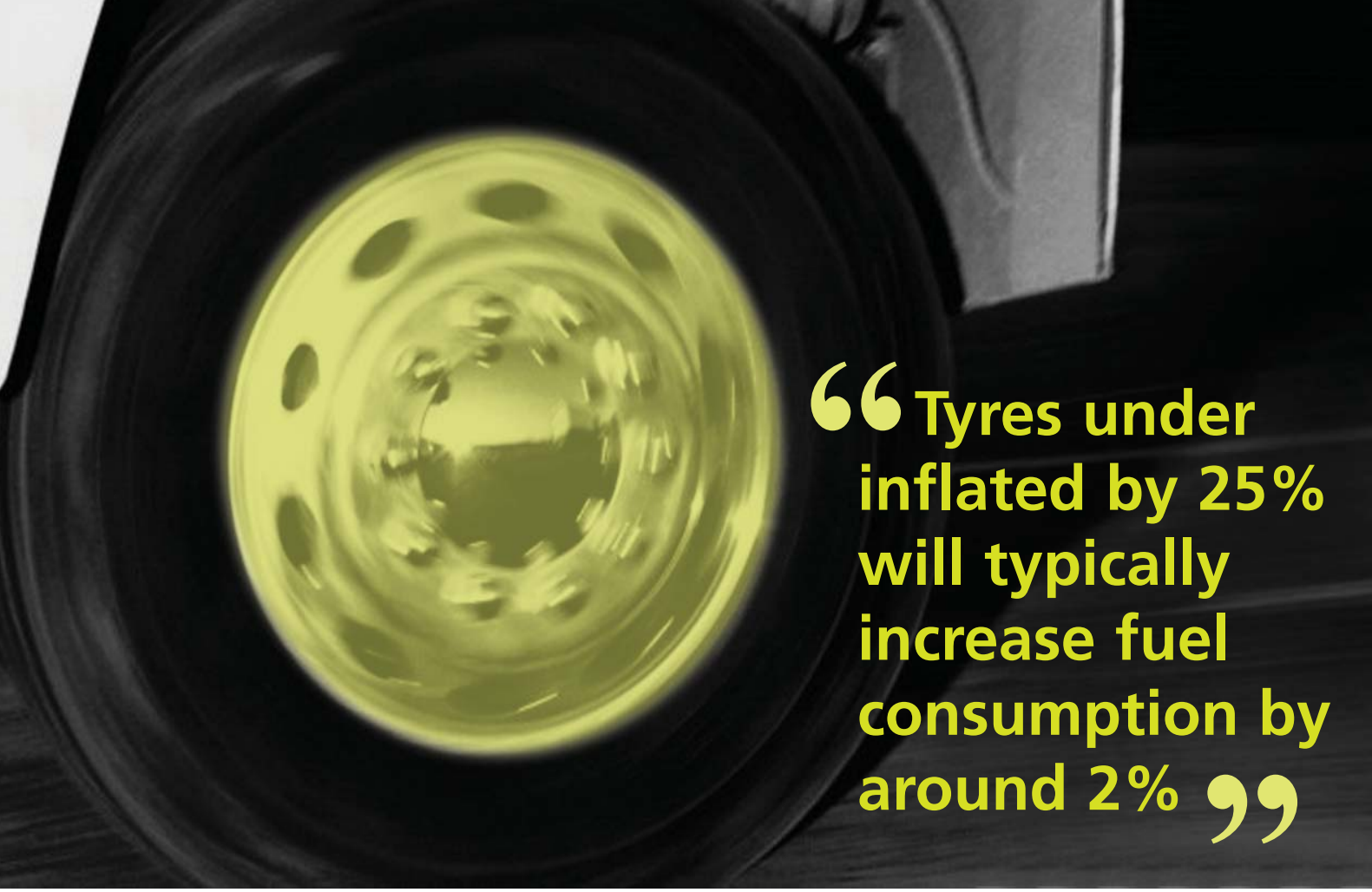
74%
of respondents do not know the carbon dioxide emissions of their current car

59 per cent of people purchasing large or medium sized cars, in our survey, identified a need for greater interior space as a reason for not buying a smaller car. This is understandable in cases where large families are involved, but 47 per cent of people who have no children under the age of 18 still claim to need the space of a larger car as a reason for not buying a smaller one.

The second most common reason for buying a larger car is that they are offered with a greater number of extras e.g. as air conditioning, electric windows, leather interior, cup holders or an MP3 player dock. Thankfully now there appears to be an increasing precedent for manufacturers to offer these types of features in smaller cars.

51%
of those shown a list of current cars had no idea which was the "most green"


48%
are planning to, or considering, replacing their car in the next 12 months
“89% of respondents, when buying a car, would want environmental features to be brought to their attention”



Driving habits

44 per cent of drivers polled drive between five and ten thousand miles annually, but what is of concern is that the walk /drive threshold for over half the people surveyed is just 1.5 miles. The top two reasons given for driving rather than walking such as short distance are bad weather (63 per cent) and carrying heavy goods (62 per cent). Offering people personalised advice and support that results in them choosing to walk or cycle short distances is a priority.

It is also crucial that smarter driving messages are better communicated. Currently, 29 per cent of drivers said they did not use smarter driving measures because they were unaware of them. This is frustrating when we know that around 50 per cent of people said they would drive more efficiently if they had more information on how it would save them money and emissions.

Our research showed that 48 per cent of people would be prepared to pay for smarter driving lessons to reduce their fuel bills. This is encouraging since there is strong evidence from the UK and overseas that in-car tuition is by far the most effective way to convey the techniques and convince people of the benefits of smarter driving. Even short duration lessons of 30 – 45 minutes are effective, with trainees typically improving their fuel consumption by 15 per cent or more.

However, smarter driving measures – such as the ones that follow – can still act as a good starting point for those wishing to learn the basics.

Smarter driving measures

When accelerating, change up to a higher gear between 2000 and 2500 rpm Changing up at these relatively low revs saves fuel because an engine's internal friction increases with engine speed. The more subtle point about the use of gears is that with a modern engine, it's more efficient to change gear at the recommended low revs, even if to achieve a reasonable level of acceleration you have to compensate by putting your foot down harder on the accelerator.

Slow down Above approximately 40-45 mph, fuel consumption increases with speed because air resistance and engine friction increase with speed. The effects can be dramatic. For example, cars at 70mph consume approximately 15 per cent more fuel than at 50mph.

Anticipate the road and traffic further ahead to avoid unnecessary acceleration and braking In urban driving this can make an enormous difference since driving at low constant speeds requires very little fuel or power – almost all the fuel consumed in urban driving is used to accelerate.

Step off the accelerator early When decelerating or driving downhill with a trailing throttle (i.e. foot off the accelerator), a modern vehicle recognises that it does not need to power the wheels and so it reduces the fuel flow to the engine to virtually zero. This uses less fuel than coasting in neutral. The advice, therefore, is always to remain in gear but to step off the accelerator as early as possible, for example when approaching a red light or a roundabout.

Remove roof racks, bike racks etc Vehicle manufacturers go to great lengths to make their vehicles aerodynamic, even focusing on the aerodynamic design of items such as door handles and badges! It is therefore no surprise that large items such as roof racks, roof boxes and bike carriers play havoc with the manufacturers' careful designs and greatly increase fuel consumption at medium to high speeds. A study by IDEA in Spain concluded that at 120 kph (75mph) a typical roof rack can increase fuel consumption by 16 per cent and a roof box by 39 per cent. The advice therefore is to remove roof racks, bike racks etc when not in use.

Air conditioning (a/c) systems use mechanical power from vehicle engines to drive their compressors These compressors require a lot of power and significantly increase fuel consumption. Research by ADEME in France found that for typical use over a 12 month period a car with a/c would on average consume around 5 per cent more fuel than the same car without a/c. However at high speeds – typically over 45 or 50 mph – opening a window is likely to cause fuel consumption to rise due to increased air resistance. The advice therefore is to use a/c sparingly as long as this doesn't require opening a window at high speed.

Carrying excess weight in a vehicle increases fuel consumption So heavy items e.g. large tool kits, golf clubs etc, should be removed when not required.

Turn off. Re-starting a modern engine incurs virtually no penalty in terms of fuel consumption So whenever you turn an engine off – even for just a few seconds – you'll be saving fuel. The recommendation is to turn your engine off if you think you're going to be stationary for more than a minute or so. It is worth noting that for older vehicles with carburettors, which were common until the late 1980s, re-starting the engine would use extra fuel as some unburned fuel would pass straight through the engine. A legacy of this is that many older drivers are resistant to the idea that turning the engine off for a short time saves fuel.

Under inflated tyres increase fuel consumption Tyres under-inflated by 25 per cent will typically increase fuel consumption by around 2 per cent.

Try to avoid using your car for short journeys Where other more sustainable means of transport could be used (e.g. cycling), and cold engines burn more fuel and produce more emissions.

Why not phone our local advice line?

0800 512 012 and find out more way in which you can save money and lower emissions from your travel choices or alternatively visit our website: **www.energysavingtrust.org.uk/what_can_i_do_today/smarter_driving**

Region by region

CO_2 saving from smarter driving

Based on achieving a 15% reduction in fuel consumption through smarter driving techniques

Country	Local Authority and Government Office Region	Road transport (car) - tonnes CO_2/year	Smarter driving saving - tonnes CO_2/year
Wales	Blaenau Gwent	33,211	4,982
Wales	Bridgend	127,048	19,057
Wales	Caerphilly	101,216	15,182
Wales	Cardiff	253,304	37,996
Wales	Carmarthenshire	242,243	36,336
Wales	Ceredigion	112,317	16,847
Wales	Conwy	154,134	23,120
Wales	Denbighshire	115,843	17,376
Wales	Flintshire	191,369	28,705
Wales	Gwynedd	185,533	27,830
Wales	Isle of Anglesey	75,883	11,382
Wales	Merthyr Tydfil	53,200	7,980
Wales	Monmouthshire	201,506	30,226
Wales	Neath Port Talbot	169,987	25,498
Wales	Newport	243,573	36,536
Wales	Pembrokeshire	144,880	21,732
Wales	Powys	257,008	38,551
Wales	Rhondda, Cynon, Taff	184,646	27,697
Wales	Swansea	186,100	27,915
Wales	The Vale of Glamorgan	114,452	17,168
Wales	Torfaen	51,718	7,758
Wales	Wrexham	110,566	16,585
	TOTAL WALES	**3,309,736**	**496,460**
Scotland	Aberdeen City	123,569	18,535
Scotland	Aberdeenshire	339,587	50,938
Scotland	Angus	125,014	18,752
Scotland	Argyll and Bute	144,641	21,696
Scotland	Clackmannanshire	22,509	3,376
Scotland	Dumfries and Galloway	377,011	56,552
Scotland	Dundee City	72,277	10,842
Scotland	East Ayrshire	124,331	18,650
Scotland	East Dunbartonshire	66,293	9,944
Scotland	East Lothian	99,662	14,949
Scotland	East Renfrewshire	72,800	10,920
Scotland	Edinburgh, City of	300,509	45,076
Scotland	Eilean Siar (Western Isles)	34,164	5,125
Scotland	Falkirk	178,956	26,843
Scotland	Fife	314,099	47,115
Scotland	Glasgow City	467,658	70,149
Scotland	Highland	409,895	61,484
Scotland	Inverclyde	48,488	7,273
Scotland	Midlothian	85,408	12,811
Scotland	Moray	96,512	14,477
Scotland	North Ayrshire	96,687	14,503
Scotland	North Lanarkshire	390,385	58,558
Scotland	Orkney Islands	28,289	4,243
Scotland	Perth and Kinross	344,526	51,679
Scotland	Renfrewshire	187,412	28,112
Scotland	Scottish Borders	175,415	26,312
Scotland	Shetland Islands	31,839	4,776
Scotland	South Ayrshire	118,821	17,823
Scotland	South Lanarkshire	391,693	58,754
Scotland	Stirling	140,653	21,098
Scotland	West Dunbartonshire	62,455	9,368
Scotland	West Lothian	201,326	30,199
	TOTAL SCOTLAND	**5,672,886**	**850,933**
England	Alnwick	52,571	7,886
England	Berwick-upon-Tweed	65,924	9,889
England	Blyth Valley	65,157	9,774
England	Castle Morpeth	80,027	12,004
England	Chester-le-Street	51,618	7,743
England	Darlington	110,577	16,587
England	Derwentside	62,657	9,399
England	Durham	113,821	17,073
England	Easington	93,998	14,100
England	Gateshead	208,244	31,237
England	Hartlepool	74,570	11,185
England	Middlesbrough	110,324	16,549
England	Newcastle upon Tyne	227,996	34,199
England	North Tyneside	153,091	22,964
England	Redcar and Cleveland	96,738	14,511
England	Sedgefield	116,744	17,512
England	South Tyneside	105,312	15,797
England	Stockton-on-Tees	177,662	26,649
England	Sunderland	241,992	36,299
England	Teesdale	53,139	7,971
England	Tynedale	122,656	18,398
England	Wansbeck	43,786	6,568
England	Wear Valley	44,505	6,676
	TOTAL NORTH EAST	**2,473,107**	**370,966**
England	Allerdale	139,658	20,949
England	Barrow-in-Furness	34,584	5,188
England	Blackburn with Darwen	96,066	14,410
England	Blackpool	66,365	9,955
England	Bolton	237,141	35,571
England	Burnley	68,458	10,269
England	Bury	220,428	33,064
England	Carlisle	166,477	24,972
England	Chester	255,679	38,352
England	Chorley	217,851	32,678
England	Congleton	191,620	28,743
England	Copeland	60,355	9,053
England	Crewe and Nantwich	138,221	20,733
England	Eden	287,982	43,197
England	Ellesmere Port & Neston	72,544	10,882
England	Fylde	100,994	15,149
England	Halton	138,451	20,768
England	Hyndburn	95,782	14,367
England	Knowsley	155,014	23,252
England	Lancaster	171,316	25,697
England	Liverpool	269,187	40,378
England	Macclesfield	388,304	58,246
England	Manchester	350,035	52,505
England	Oldham	153,747	23,062
England	Pendle	67,027	10,054
England	Preston	153,671	23,051
England	Ribble Valley	66,254	9,938
England	Rochdale	249,494	37,424
England	Rossendale	66,809	10,021
England	Salford	317,121	47,568
England	Sefton	163,429	24,514
England	South Lakeland	270,290	40,543
England	South Ribble	150,738	22,611
England	St. Helens	176,259	26,439
England	Stockport	198,171	29,726
England	Tameside	168,376	25,256
England	Trafford	183,859	27,579
England	Vale Royal	217,309	32,596
England	Warrington	358,746	53,812
England	West Lancashire	120,101	18,015
England	Wigan	281,865	42,280
England	Wirral	231,032	34,655
England	Wyre	111,808	16,771
	TOTAL NORTH WEST	**7,628,615**	**1,144,292**
England	Barnsley	273,615	41,042
England	Bradford	266,919	40,038
England	Calderdale	241,246	36,187
England	Craven	104,579	15,687
England	Doncaster	483,833	72,575
England	East Riding of Yorkshire	446,577	66,987
England	Hambleton	243,748	36,562
England	Harrogate	330,381	49,557
England	Kingston upon Hull, City of	106,851	16,028
England	Kirklees	419,769	62,965
England	Leeds	829,154	124,373
England	North East Lincolnshire	104,967	15,745
England	North Lincolnshire	256,732	38,510
England	Richmondshire	146,598	21,990
England	Rotherham	330,407	49,561
England	Ryedale	114,492	17,174
England	Scarborough	102,919	15,438
England	Selby	209,590	31,438
England	Sheffield	368,542	55,281
England	Wakefield	421,996	63,299
England	York	138,838	20,826
	TOTAL YORKSHIRE AND THE HUMBER	**5,941,751**	**891,263**
England	Amber Valley	115,348	17,302
England	Ashfield	114,561	17,184
England	Bassetlaw	182,279	27,342
England	Blaby	191,944	28,792
England	Bolsover	216,325	32,449
England	Boston	86,020	12,903
England	Broxtowe	174,326	26,149
England	Charnwood	152,072	22,811
England	Chesterfield	67,383	10,107
England	Corby	38,542	5,781
England	Daventry	319,896	47,984
England	Derby	130,562	19,584
England	Derbyshire Dales	134,084	20,113
England	East Lindsey	184,825	27,724
England	East Northamptonshire	128,503	19,275
England	Erewash	135,134	20,270
England	Gedling	53,573	8,036
England	Harborough	199,963	29,994
England	High Peak	88,050	13,207
England	Hinckley and Bosworth	162,363	24,354
England	Kettering	139,932	20,990
England	Leicester	151,457	22,719
England	Lincoln	38,846	5,827
England	Mansfield	56,820	8,523
England	Melton	51,476	7,721
England	Newark and Sherwood	195,787	29,368
England	North East Derbyshire	127,982	19,197
England	North Kesteven	148,202	22,230
England	North West Leicestershire	279,522	41,928
England	Northampton	171,269	25,690
England	Nottingham	157,869	23,680
England	Oadby and Wigston	28,504	4,276
England	Rushcliffe	139,416	20,912
England	Rutland	75,606	11,341
England	South Derbyshire	167,058	25,059
England	South Holland	134,406	20,161
England	South Kesteven	197,252	29,588
England	South Northamptonshire	326,863	49,029
England	Wellingborough	81,104	12,166
England	West Lindsey	133,236	19,985
	TOTAL EAST MIDLANDS	**5,678,360**	**851,754**
England	Birmingham	615,853	92,378
England	Bridgnorth	118,990	17,849
England	Bromsgrove	271,483	40,722

Country	Local Authority and Government Office Region	Road Transport (car) - tonnes CO_2/year	Smarter driving saving - tonnes CO_2/year
England	Cannock Chase	65,738	9,861
England	Coventry	210,125	31,519
England	Dudley	193,812	29,072
England	East Staffordshire	110,871	16,631
England	Herefordshire, County of	293,533	44,030
England	Lichfield	172,966	25,945
England	Malvern Hills	172,951	25,943
England	Newcastle-under-Lyme	204,812	30,722
England	North Shropshire	88,169	13,225
England	North Warwickshire	315,314	47,297
England	Nuneaton and Bedworth	89,824	13,474
England	Oswestry	55,844	8,377
England	Redditch	44,036	6,605
England	Rugby	236,847	35,527
England	Sandwell	243,522	36,528
England	Shrewsbury and Atcham	146,191	21,929
England	Solihull	313,568	47,035
England	South Shropshire	87,841	13,176
England	South Staffordshire	279,921	41,988
England	Stafford	326,340	48,951
England	Staffordshire Moorlands	100,360	15,054
England	Stoke-on-Trent	196,366	29,455
England	Stratford-on-Avon	280,724	42,109
England	Tamworth	38,514	5,777
England	Telford and Wrekin	152,482	22,872
England	Walsall	263,646	39,547
England	Warwick	246,108	36,916
England	Wolverhampton	139,039	20,856
England	Worcester	58,462	8,769
England	Wychavon	304,562	45,684
England	Wyre Forest	76,423	11,464
	TOTAL WEST MIDLANDS	**6,515,237**	**977,286**
England	Babergh	144,213	21,632
England	Basildon	132,314	19,847
England	Bedford	146,560	21,984
England	Braintree	173,116	25,967
England	Breckland	226,393	33,959
England	Brentwood	157,845	23,677
England	Broadland	131,232	19,685
England	Broxbourne	73,483	11,022
England	Cambridge	50,301	7,545
England	Castle Point	45,116	6,767
England	Chelmsford	189,931	28,490
England	Colchester	165,745	24,862
England	Dacorum	133,418	20,013
England	East Cambridgeshire	148,426	22,264
England	East Hertfordshire	141,801	21,270
England	Epping Forest	308,444	46,267
England	Fenland	96,675	14,501
England	Forest Heath	105,768	15,865
England	Great Yarmouth	73,804	11,071
England	Harlow	42,311	6,347
England	Hertsmere	186,131	27,920
England	Huntingdonshire	355,181	53,277
England	Ipswich	75,178	11,277
England	King's Lynn and West Norfolk	232,466	34,870
England	Luton	109,157	16,374
England	Maldon	39,624	5,944
England	Mid Bedfordshire	245,152	36,773
England	Mid Suffolk	172,930	25,939
England	North Hertfordshire	140,360	21,054
England	North Norfolk	127,398	19,110
England	Norwich	59,768	8,965
England	Peterborough	187,053	28,058
England	Rochford	53,573	8,036
England	South Bedfordshire	153,031	22,955
England	South Cambridgeshire	353,334	53,000
England	South Norfolk	211,956	31,793
England	Southend-on-Sea	69,584	10,438
England	St. Albans	268,756	40,313
England	St. Edmundsbury	147,049	22,057
England	Stevenage	67,256	10,088
England	Suffolk Coastal	181,740	27,261
England	Tendring	105,993	15,899
England	Three Rivers	159,130	23,869
England	Thurrock	198,380	29,757
England	Uttlesford	208,677	31,302
England	Watford	48,137	7,221
England	Waveney	98,071	14,711
England	Welwyn Hatfield	150,573	22,586
	TOTAL EAST OF ENGLAND	**7,092,533**	**1,063,880**
England	Barking and Dagenham	110,547	16,582
England	Barnet	282,499	42,375
England	Bexley	177,619	26,643
England	Brent	145,589	21,838
England	Bromley	257,247	38,587
England	Camden	123,599	18,540
England	City of London	24,183	3,627
England	Croydon	227,574	34,136
England	Ealing	194,282	29,142
England	Enfield	245,832	36,875
England	Greenwich	165,163	24,774
England	Hackney	108,016	16,202
England	Hammersmith and Fulham	107,971	16,196
England	Haringey	133,083	19,962
England	Harrow	124,527	18,679
England	Havering	243,327	36,499
England	Hillingdon	292,720	43,908
England	Hounslow	245,889	36,883
England	Islington	92,619	13,893
England	Kensington and Chelsea	112,827	16,924
England	Kingston upon Thames	129,266	19,390
England	Lambeth	162,769	24,415
England	Lewisham	170,032	25,505
England	Merton	114,676	17,201
England	Newham	189,338	28,401
England	Redbridge	215,138	32,271
England	Richmond upon Thames	147,074	22,061
England	Southwark	170,842	25,626
England	Sutton	123,503	18,525
England	Tower Hamlets	155,585	23,338
England	Waltham Forest	143,742	21,561
England	Wandsworth	177,062	26,559
England	Westminster	208,496	31,274
	TOTAL GREATER LONDON	**5,522,637**	**828,395**
England	Adur	60,549	9,082
England	Arun	114,924	17,239
England	Ashford	190,536	28,580
England	Aylesbury Vale	206,770	31,016
England	Basingstoke and Deane	281,504	42,226
England	Bracknell Forest	86,470	12,971
England	Brighton and Hove	132,638	19,896
England	Canterbury	138,421	20,763
England	Cherwell	317,928	47,689
England	Chichester	158,283	23,742
England	Chiltern	76,465	11,470
England	Crawley	68,642	10,296
England	Dartford	184,694	27,704
England	Dover	102,580	15,387
England	East Hampshire	170,140	25,521
England	Eastbourne	44,917	6,737
England	Eastleigh	138,898	20,835
England	Elmbridge	142,253	21,338
England	Epsom and Ewell	35,083	5,262
England	Fareham	120,605	18,091
England	Gosport	26,704	4,006
England	Gravesham	94,516	14,177
England	Guildford	212,409	31,861
England	Hart	148,022	22,203
England	Hastings	32,163	4,824
England	Havant	94,339	14,151
England	Horsham	166,720	25,008
England	Isle of Wight	99,150	14,872
England	Lewes	96,834	14,525
England	Maidstone	225,563	33,834
England	Medway	153,923	23,088
England	Mid Sussex	219,182	32,877
England	Milton Keynes	238,347	35,752
England	Mole Valley	153,686	23,053
England	New Forest	226,658	33,999
England	Oxford	97,646	14,647
England	Portsmouth	136,910	20,537
England	Reading	74,797	11,220
England	Reigate and Banstead	200,128	30,019
England	Rother	104,042	15,606
England	Runnymede	184,676	27,701
England	Rushmoor	66,270	9,940
England	Sevenoaks	284,706	42,706
England	Shepway	131,838	19,776
England	Slough	83,484	12,523
England	South Bucks	269,466	40,420
England	South Oxfordshire	244,408	36,661
England	Southampton	132,910	19,937
England	Spelthorne	113,328	16,999
England	Surrey Heath	155,545	23,332
England	Swale	169,254	25,388
England	Tandridge	218,612	32,792
England	Test Valley	219,819	32,973
England	Thanet	79,970	11,996
England	Tonbridge and Malling	231,541	34,731
England	Tunbridge Wells	113,269	16,990
England	Vale of White Horse	207,685	31,153
England	Waverley	108,790	16,319
England	Wealden	198,484	29,773
England	West Berkshire	457,064	68,560
England	West Oxfordshire	126,862	19,029
England	Winchester	286,193	42,929
England	Windsor and Maidenhead	231,373	34,706
England	Woking	65,609	9,841
England	Wokingham	213,774	32,066
England	Worthing	50,874	7,631
England	Wycombe	217,067	32,560
	TOTAL SOUTH EAST	**10,436,909**	**1,565,536**
England	Bath and North East Somerset	120,784	18,118
England	Bournemouth	87,070	13,060
England	Bristol, City of	214,476	32,171
England	Caradon	103,271	15,491
England	Carrick	108,577	16,287
England	Cheltenham	47,196	7,079
England	Christchurch	42,392	6,359
England	Cotswold	177,395	26,609
England	East Devon	204,878	30,732
England	East Dorset	93,135	13,970
England	Exeter	69,846	10,477
England	Forest of Dean	96,240	14,436
England	Gloucester	64,599	9,690
England	Isles of Scilly	731	110
England	Kennet	99,802	14,970
England	Kerrier	96,757	14,513
England	Mendip	126,468	18,970
England	Mid Devon	178,147	26,722
England	North Cornwall	165,111	24,767
England	North Devon	124,731	18,710
England	North Dorset	61,936	9,290
England	North Somerset	270,155	40,523
England	North Wiltshire	298,785	44,818
England	Penwith	57,970	8,696
England	Plymouth	129,623	19,443
England	Poole	85,165	12,775
England	Purbeck	67,599	10,140
England	Restormel	103,113	15,467
England	Salisbury	165,876	24,881
England	Sedgemoor	202,702	30,405
England	South Gloucestershire	479,211	71,882
England	South Hams	141,357	21,204
England	South Somerset	189,212	28,382
England	Stroud	218,189	32,728
England	Swindon	195,935	29,390
England	Taunton Deane	164,380	24,657
England	Teignbridge	233,079	34,962
England	Tewkesbury	215,637	32,346
England	Torbay	66,143	9,921
England	Torridge	77,730	11,660
England	West Devon	107,247	16,087
England	West Dorset	139,820	20,973
England	West Somerset	48,334	7,250
England	West Wiltshire	100,154	15,023
England	Weymouth and Portland	31,609	4,741
	TOTAL SOUTH WEST	**6,072,568**	**910,885**
	TOTAL ENGLAND	**57,361,716**	**8,604,257**
N. Ireland	Antrim	131,794	19,769
N. Ireland	Ards	69,468	10,420
N. Ireland	Armagh	119,593	17,939
N. Ireland	Ballymena	103,408	15,511
N. Ireland	Ballymoney	53,533	8,030
N. Ireland	Banbridge	79,222	11,883
N. Ireland	Belfast	176,107	26,416
N. Ireland	Carrickfergus	23,198	3,480
N. Ireland	Castlereagh	38,680	5,802
N. Ireland	Coleraine	74,915	11,237
N. Ireland	Cookstown	58,899	8,835
N. Ireland	Craigavon	94,036	14,105
N. Ireland	Derry	79,165	11,875
N. Ireland	Down	103,094	15,464
N. Ireland	Dungannon and South Tyrone	128,089	19,213
N. Ireland	Fermanagh	148,770	22,315
N. Ireland	Larne	52,902	7,935
N. Ireland	Limavady	58,678	8,802
N. Ireland	Lisburn	170,344	25,552
N. Ireland	Magherafelt	81,292	12,194
N. Ireland	Moyle	37,942	5,691
N. Ireland	Newry and Mourne	166,923	25,038
N. Ireland	Newtownabbey	76,463	11,470
N. Ireland	North Down	40,621	6,093
N. Ireland	Omagh	107,895	16,184
N. Ireland	Strabane	75,456	11,318
	TOTAL NORTHERN IRELAND	**2,350,487**	**352,573**
	UK TOTAL	**68,694,825**	**10,304,224**

Financial saving from smarter driving

Based on achieving a 15% reduction in fuel consumption through smarter driving techniques

Country	Local/Unitary Authority and Government Office Region	Smarter driving £ saving/year
Wales	Blaenau Gwent	£6,032,000
Wales	Bridgend	£13,335,000
Wales	Caerphilly	£15,835,000
Wales	Cardiff	£27,091,000
Wales	Carmarthenshire	£18,647,000
Wales	Ceredigion	£7,301,000
Wales	Conwy	£11,549,000
Wales	Denbighshire	£9,420,000
Wales	Flintshire	£15,769,000
Wales	Gwynedd	£11,433,000
Wales	Isle of Anglesey	£7,484,000
Wales	Merthyr Tydfil	£4,744,000
Wales	Monmouthshire	£9,880,000
Wales	Neath Port Talbot	£12,882,000
Wales	Newport	£12,562,000
Wales	Pembrokeshire	£12,627,000
Wales	Powys	£14,333,000
Wales	Rhondda, Cynon, Taff	£20,596,000
Wales	Swansea	£24,003,000
Wales	The Vale of Glamorgan	£12,558,000
Wales	Torfaen	£8,588,000
Wales	Wrexham	£12,549,000
	TOTAL WALES	**£289,217,000**
Scotland	Aberdeen City	£18,022,000
Scotland	Aberdeenshire	£26,380,000
Scotland	Angus	£10,972,000
Scotland	Argyll and Bute	£8,314,000
Scotland	Clackmannanshire	£10,050,000
Scotland	Dumfries and Galloway	£32,098,000
Scotland	Dundee City	£39,786,000
Scotland	East Ayrshire	£4,723,000
Scotland	East Dunbartonshire	£2,503,000
Scotland	East Lothian	£14,625,000
Scotland	East Renfrewshire	£10,452,000
Scotland	Edinburgh, City of	£10,244,000
Scotland	Eilean Siar (Western Isles)	£8,856,000
Scotland	Falkirk	£8,610,000
Scotland	Fife	£13,938,000
Scotland	Glasgow City	£32,765,000
Scotland	Highland	£21,327,000
Scotland	Inverclyde	£6,383,000
Scotland	Midlothian	£7,173,000
Scotland	Moray	£8,618,000
Scotland	North Ayrshire	£11,507,000
Scotland	North Lanarkshire	£26,088,000
Scotland	Orkney Islands	£2,034,000
Scotland	Perth and Kinross	£14,128,000
Scotland	Renfrewshire	£14,182,000
Scotland	Scottish Borders	£2,094,000
Scotland	Shetland Islands	£10,502,000

Country	Local/Unitary Authority and Government Office Region	Smarter driving £ saving/year
Scotland	South Ayrshire	£26,867,000
Scotland	South Lanarkshire	£10,129,000
Scotland	Stirling	£11,357,000
Scotland	West Dunbartonshire	£7,258,000
Scotland	West Lothian	£15,327,000
	TOTAL SCOTLAND	**£447,314,000**
England	Darlington UA	£8,935,000
England	Durham	£43,713,000
England	Hartlepool UA	£7,037,000
England	Middlesbrough UA	£10,021,000
England	Northumberland	£29,861,000
England	Redcar And Cleveland UA	£12,086,000
England	Stockton-On-Tees UA	£17,076,000
England	Tyne And Wear Metropolitan Area	£78,983,000
	TOTAL NORTH EAST	**£207,713,000**
England	Blackburn With Darwen UA	£11,540,000
England	Blackpool UA	£11,245,000
England	Cheshire	£101,250,000
England	Cumbria	£48,469,000
England	Greater Manchester Metropolian Area	£230,149,000
England	Halton UA	£11,248,000
England	Lancashire	£109,039,000
England	Merseyside Metropolitan Area	£105,538,000
England	Warrington UA	£20,363,000
	TOTAL NORTH WEST	**£648,841,000**
England	East Riding Of Yorkshire UA	£33,739,000
England	Kingston Upon Hull UA	£16,723,000
England	North East Lincolnshire UA	£12,979,000
England	North Lincolnshire UA	£16,103,000
England	North Yorkshire	£60,440,000
England	South Yorkshire Metropolitan Area	£108,054,000
England	West Yorkshire Metropolitan Area	£184,107,000
England	York UA	£15,756,000
	TOTAL YORKSHIRE AND THE HUMBER	**£447,901,000**
England	Derby UA	£22,510,000
England	Derbyshire	£76,486,000
England	Leicester City UA	£26,953,000
England	Leicestershire	£66,217,000
England	Lincolnshire	£71,525,000
England	Northamptonshire	£70,013,000
England	Nottingham UA	£16,951,000
England	Nottinghamshire	£74,243,000
England	Rutland UA	£3,978,000
	TOTAL EAST MIDLANDS	**£428,877,000**
England	Herefordshire UA	£20,304,000
England	Shropshire	£31,912,000
England	Staffordshire	£87,754,000
England	Stoke On Trent UA	£20,456,000
England	Telford And Wrekin UA	£15,391,000
England	Warwickshire	£58,267,000
England	West Midlands Metropolitan Area	£255,101,000
England	Worcestershire	£63,183,000
	TOTAL WEST MIDLANDS	**£552,367,000**

Country	Local/Unitary Authority and Government Office Region	Smarter driving £ saving/year
England	Bedfordshire	£43,357,000
England	Cambridgeshire	£61,275,000
England	Essex	£142,435,000
England	Hertfordshire	£112,542,000
England	Luton UA	£14,914,000
England	Norfolk	£86,380,000
England	Peterborough UA	£15,668,000
England	Southend-On-Sea UA	£14,685,000
England	Suffolk	£74,773,000
England	Thurrock UA	£14,190,000
	TOTAL EAST OF ENGLAND	**£580,219,000**
	TOTAL GREATER LONDON	**£522,455,000**
England	Bracknell Forest UA	£13,431,000
England	Brighton And Hove UA	£18,355,000
England	Buckinghamshire	£57,103,000
England	East Sussex	£51,822,000
England	Hampshire	£147,140,000
England	Isle Of Wight UA	£13,215,000
England	Kent	£139,153,000
England	Medway UA	£23,447,000
England	Milton Kynes UA	£30,600,000
England	Oxfordshire	£65,351,000
England	Portsmouth UA	£18,115,000
England	Reading UA	£12,675,000
England	Slough UA	£26,056,000
England	Southampton UA	£18,039,000
England	Surrey	£130,081,000
England	West Berkshire UA	£20,486,000
England	West Sussex	£83,140,000
England	Windsor And Maidenhead UA	£15,855,000
England	Wokingham UA	£17,602,000
	TOTAL SOUTH EAST	**£901,667,000**
England	Bath And North East Somerset UA	£19,172,000
England	Bournemouth UA	£15,748,000
England	Bristol UA	£37,804,000
England	Cornwall And Isles Of Scilly	£54,246,000
England	Devon	£78,953,000
England	Dorset	£45,469,000
England	Gloucestershire	£61,774,000
England	North Somerset UA	£21,502,000
England	Plymouth UA	£20,568,000
England	Poole UA	£15,169,000
England	Somerset	£56,252,000
England	South Gloucestershire UA	£27,410,000
England	Swindon UA	£23,899,000
England	Torbay UA	£12,338,000
England	Wiltshire	£50,003,000
	TOTAL SOUTH WEST	**£540,308,000**
	TOTAL ENGLAND	**£4,830,348,000**
	TOTAL NORTHERN IRELAND	**£161,667,000**
	UK TOTAL	**£5,728,546,000**

Methodology - Consumer Survey

The research was conducted by ICM Research on behalf of the Energy Saving Trust. The survey was conducted between 4 and 8 July 2008 among 2143 adults across the UK. Questions related to cars and driving were asked of the 1511 respondents in that survey who drive regularly.

(1) Clean Green Cars: CO_2 industry analysis, July 2008 (www.cleangreencars.co.uk)

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