

# CARS AGAINST HUMANITY

comparthemarket.com's deep-dive into the environmentally-conscious behaviour changes that Brits are making

2018 has already seen the emergence of many environmentally conscious trends, from the rise of electric and hybrid cars, to the growing use of KeepCups.

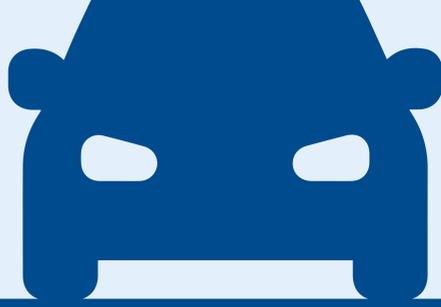
But the question remains, which of these environmental trends will make the biggest difference?

## WE BELIEVE WE CAN MAKE A DIFFERENCE...

nearly two-thirds of Brits (64%) want to make a positive difference by adjusting their own lifestyle

nearly three-quarters (73%) of Brits have the environment on their mind... sometimes or often thinking about the state of the planet

28%  
are cutting down  
the amount they drive



68%  
are committing to regularly  
sorting waste for recycling



50%  
are reducing single use plastic packaging  
and other items



43%  
have switched  
their home lights to LEDs



48%  
have made their home more energy efficient

43%  
are using a reusable coffee cup  
and / or reusable water bottles



23%  
switched their energy supplier to a  
company using renewable energy



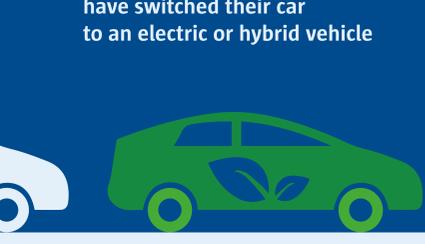
7%  
are vegan



14%  
are vegetarian



9%  
have switched their car  
to an electric or hybrid vehicle



11%  
are selling their car / giving up  
driving their own vehicle



47%  
are boycotting plastic carrier bags



53%  
are switching to showers,  
rather than taking a bath  
or power showering



40%  
are using a compost bin



31%  
are eating less meat



37%  
are buying fewer clothes



33%  
are buying fewer  
electrical items



19%  
are eating less dairy products



20%  
are reducing the number  
of flights they take



29%  
are eating mainly locally sourced food



## RIGHT NOW, IN THE UK...

There are over three and a half million vegans and over seven million vegetarians

The number who have adopted hybrid and electric vehicles already are somewhat smaller – with just under 800,000 hybrid cars and over one and a half million electric cars currently on the road



When faced with the dilemma of choosing their car or eating meat, nearly half say they would no longer eat meat, less than one in five say they would no longer drive, a third aren't sure...



IF YOU WERE FACED WITH THE OPTION OF NO MEAT OR NO CAR, WHICH WOULD YOU OPT FOR?

