

The background of the entire page is a close-up photograph of a person's bare foot stepping onto green grass. The foot is in the foreground, and the background is a blurred green landscape. A large, semi-transparent grey arrow points from the left towards the right, partially overlapping the text and the grass.

2009 GREEN HOME AND MOTORING INDEX

A behavioural study of efforts to improve the environment at home and on the roads

2009 GREEN HOME AND MOTORING INDEX

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For more than 13 years, AAMI has been undertaking a robust, statistically valid research program, examining the attitudinal and behavioural patterns of Australians at home and on the roads. This

material is published in order to educate the community and is an important platform from which AAMI can encourage better driving practices and safety in the home. AAMI's research is based on a

telephone and internet survey of 2500 Australians in every state and territory. It is conducted by Sweeney Research, one of the largest and most respected research consultancies in the country.

Once the data has been collected, it is carefully weighted to ensure that the results are representative of the Australian community by gender, age and location. The data obtained is weighted in line with population

statistics provided by the Australian Bureau of Statistics (ABS), to ensure that it is statistically valid. Weighting data allows AAMI to generalise its results to the entire population.

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AAMI'S 2009 GREEN HOME AND MOTORING INDEX IS A BEHAVIOURAL STUDY COMMISSIONED BY AAMI OF PEOPLE'S EFFORTS TO IMPROVE THE ENVIRONMENT AT HOME AND ON THE ROADS.

At a time when environmental issues like global warming, water usage, energy efficiency and carbon emissions are at the forefront of public and political discussion, never before has the issue of living 'green' been so important.

The good news is that in addition to offsetting our emissions, we can all take steps to reduce our carbon footprint by making better choices in how we live and drive. This year's *Green Home and Motoring Index* contains a range of tips to show you how to reduce your environmental impact while also saving money.

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LIVING GREEN STARTS AT HOME

■ As the saying goes, there's no place like home.

For many of us, our home is a sanctuary from the outside world, a haven in which to unwind after a hectic week and reconnect with loved ones and friends. Yet homes are also functional hives of activity where vast amounts of

energy and water are consumed in the course of daily living. From showering, making breakfast, lighting a room and ironing clothes to watching television, cooking dinner, doing the laundry and watering the garden, almost everything we do in and around our home drain the earth's precious

resources, often at a huge cost to the environment.

While business, industry and transportation account for most of Australia's energy and water usage every year, according to the Australian Bureau of Statistics, the nation's eight million households still have a significant

part to play. Around 11 per cent of the total water and eight per cent of the energy used in Australia comes from households, which are also responsible for producing more than 100 million tonnes of greenhouse gases each year¹.

The size and characteristics of

a home, the number of people living there, the number and types of household appliances, and our own behaviour can all influence a household's impact on the environment. AAMI's research shows most Australians are environmentally aware and are taking steps to limit their environmental impact.



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¹ Survey of housing and income, Australia 2005-2006, ABS; ABS Water Account Australia, 2004-2005, ABS; Are households using renewable energy? 2006-2007, ABS



SAVING MORE THAN THE ENVIRONMENT



■ According to AAMI's research, 95 per cent of Australians say they would like to reduce their impact on the environment, with three in 10 (28 per cent) saying they would go to any length to do so. While there are many things householders can do to reduce their impact on the environment, one in five people (18 per cent) say they do not know how to go about reducing their impact, demonstrating perhaps that the message is still not hitting home.

Protecting and conserving the environment is a long-term commitment for us all, but can be one that requires financial investment, such as purchasing a more energy-efficient washing machine or installing a grey water system. So it comes as no surprise that time and money are of concern to half of all Australians (49 per

cent) when making the decision to reduce their environmental impact. In addition, 12 per cent of Australians say they would reduce their impact if it did not take too much time, while 37 per cent say they are willing to be environmentally friendly if it does not cost them any money.

While the recent economic downturn has caused belt-tightening everywhere, there are many green practices that don't cost a cent, such as recycling, turning off light switches when not in the room or composting domestic waste. Where there are costs, it's important to remember that a range of rebates are available – and paying more to help save the environment can actually save households big dollars in the long term.

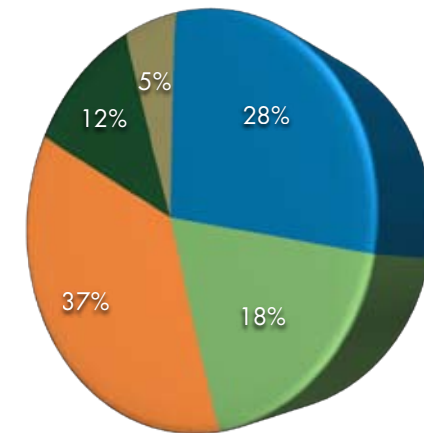
For example, energy-saving compact fluorescent light

globes may be more expensive than incandescent light globes but last six to 10 times longer and use 80 per cent less energy. According to Energy Australia, by using just one 15-watt compact fluorescent bulb instead of a 75-watt standard

bulb, you can also save around \$10 per year on your energy bill. And by investing in energy-efficient appliances such as five-star rated washing machines, fridges and dishwashers, households can save hundreds of dollars in running costs.

Lengths householders go to reduce their impact on the environment

- I will go to any length to reduce my impact on the environment
- I would like to reduce my impact by don't know how to go about it
- I would like to reduce my impact by only if it doesn't cost me any money
- I would like to reduce my impact by only if it doesn't take too much time
- I am not concerned about reducing my impact on the environment



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GETTING HELP TO GO GREEN

■ With so many environmentally friendly products and systems available on the market, green living in the home is easier than many people think. The good news is that it seems many of us are choosing more eco-friendly alternatives when it comes to household appliances and

fixtures, as well as installing technologies that can help households become more energy and water efficient.

WATERING YOUR GREEN HOUSE

As the driest continent on the planet, water consumption

in Australia is of major concern. According to leading conservation experts, rainwater tanks provide a 20 per cent reduction, on average, in tap water use². Rainwater tanks are not only useful in cutting consumption when watering the garden or washing the car,

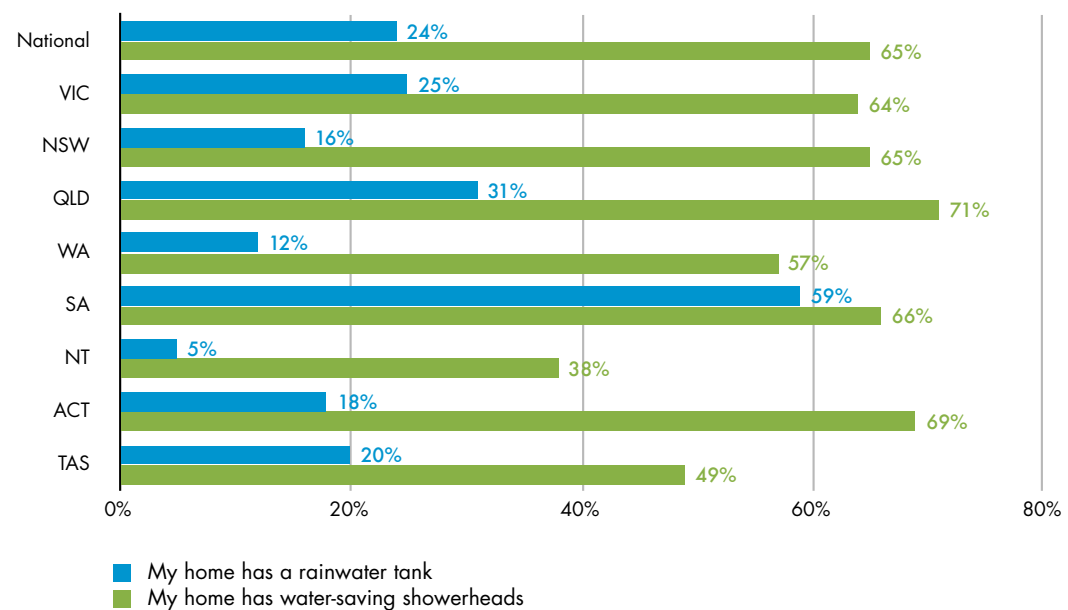
but can also be connected to the indoor plumbing to water your toilet, washing machine and hot water system.

The *Green Home and Motoring Index* shows one in four Australian homes are equipped with a rainwater tank (24 per cent),

with South Australians the most likely to have one (59 per cent), followed by Queenslanders (32 per cent) and Victorians (25 per cent). In Australia, federal, state and local governments all offer rebates for the installation of rainwater tanks, and new →



Percentage of households that have a rainwater tank and water-saving showerheads



² www.savewater.com.au

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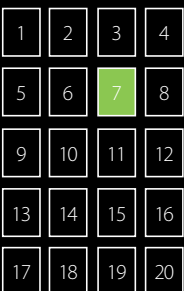
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homes in some states are now required by law to be fitted with either a rainwater tank or a clean water system.

In addition to rainwater tanks, grey water systems also play an important part in reducing our water consumption, especially considering the average household produces 400 litres of

grey water per day. Grey water is household wastewater from baths, showers, basins, washing machines and tubs that can be used, untreated, on your garden. AAMI's research shows one in nine Australian homes (11 per cent) have a grey water system, while three in 10 Australians (31 per cent) say they use grey water on their garden.

Inside the home, two-thirds of householders (65 per cent) say they have installed water-saving showerheads which, if rated with three stars (currently the highest for showerheads), use only nine litres of water per minute compared with 20 litres per minute for standard showerheads. This can save the

average home around \$150 a year in water bills, making it a great investment for a purchase that costs around \$50³. In addition to water-saving shower heads, householders can create a more environmentally sustainable bathroom by installing a dual flush toilet and water-efficient taps.

Did you know by installing a rainwater tank you can:

- Reduce your consumption of mains water
- Save money on water bills
- Green your garden in times, or areas, of low rainfall
- Help reduce the load on stormwater systems
- Help reduce the need to build more water storage dams
- Lower your impact on the environment

PROTECT YOUR EFFORTS TO PROTECT THE ENVIRONMENT

As more people invest time and money into measures to reduce their home emissions, householders should also check with their insurance company that their individual systems and appliances are adequately covered.

Just as you would with any asset, it's important that householders protect the water-saving systems and emissions reducing appliances they have invested in with sufficient insurance in the event of their loss or damage.

The premium difference to insure environment-saving items like solar panels, grey water systems and water tanks is negligible compared to the costs to householders to replace them, which could run into the thousands of dollars for the more sophisticated systems.



A THREE-STAR WATERSAVING SHOWERHEAD CAN SAVE THE AVERAGE HOME AROUND \$150 A YEAR IN WATER BILLS

³ www.savewater.com.au

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UP ON THE ROOF

With sizeable government rebates available for the installation of solar panels and ceiling insulation, and lower energy bills thanks to their ability to warm the home naturally and reduce heat loss, it could really pay to start greening your home from the roof down. AAMI's research shows some of us are embracing these incentives more than others. While more than half

of all Australians say their home has ceiling insulation (55 per cent), a mere eight per cent say it has solar panels.

With heating and cooling accounting for around 38 per cent of a typical home's energy use, you could save 60-80 per cent on heating and cooling costs by insulating your home⁴. Easy and cost-effective, insulation in the walls and the roof space can

considerably reduce the amount of heat transferred outdoors, which will keep your house warmer in winter and cooler in summer.

Solar panels are commonly used to heat water in the home, however their effectiveness depends on the home's geographic location, with the best position on the home being a northerly aspect and pointed

directly at the sun. This may be one of the reasons why 43 per cent of householders in the sunny Northern Territory say they use solar power and only four per cent of people in the ACT and Tasmania say they have solar panels on their home.

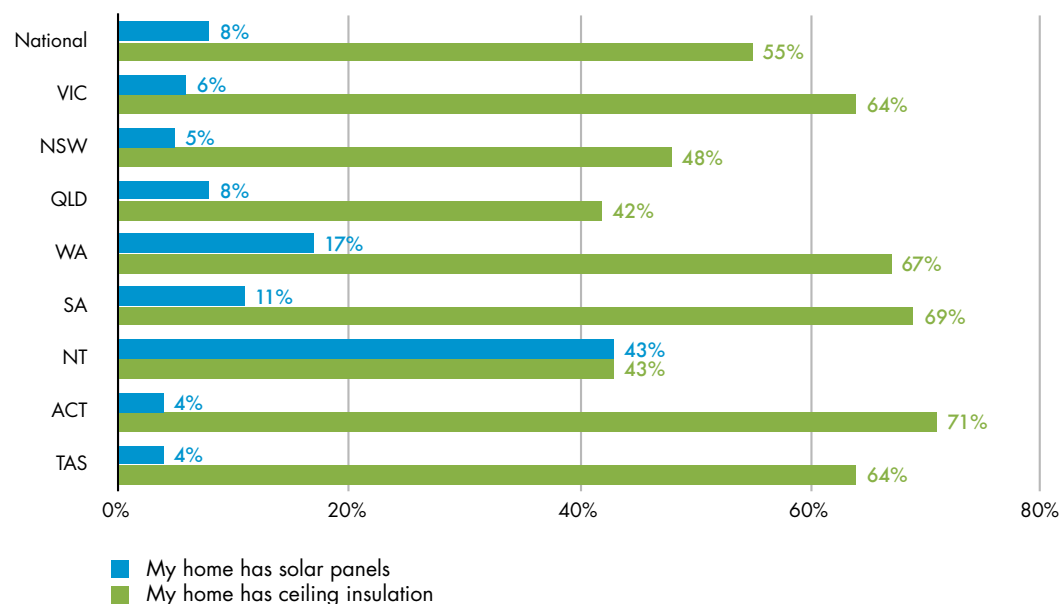
When buying and installing solar panels remember to:

- Check whether your house is suitable and if local council

approval is needed

- Calculate the size and number of solar panels required
- Think about how long it will take to pay back your investment
- Ensure the solar panels are approved for a government rebate
- Compare installation quotes

Percentage of households that have solar panels and insulation



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⁴ www.choice.com.au

ENERGY RESCUE

Electricity is used by most Australian households and, according to the ABS, accounts for 85 per cent of household greenhouse gas emissions. Targeting the little things in life that we use every day, like light globes and household appliances (both of which offer energy-efficient alternatives), is a good start.

Three in five Australian householders (61 per cent)

say their home has energy-efficient appliances, with South Australians the most likely to own these types of household items (70 per cent). It is easy to tell which everyday appliances will save you money on your utility bills as most kitchen and laundry appliances have an energy and water efficiency rating – the more stars an appliance displays, the more efficient it is. Usually on a scale up to five stars, today some super-efficient fridges,

dishwashers and washing machines come with a six-star rating.

Australians get high marks for lighting their way with four out of every five householders (82 per cent) saying they use energy-saving light globes in their home. A mandatory addition to the home from 2010, energy-saving light globes produce more light and use less energy, and are also more environmentally friendly. With

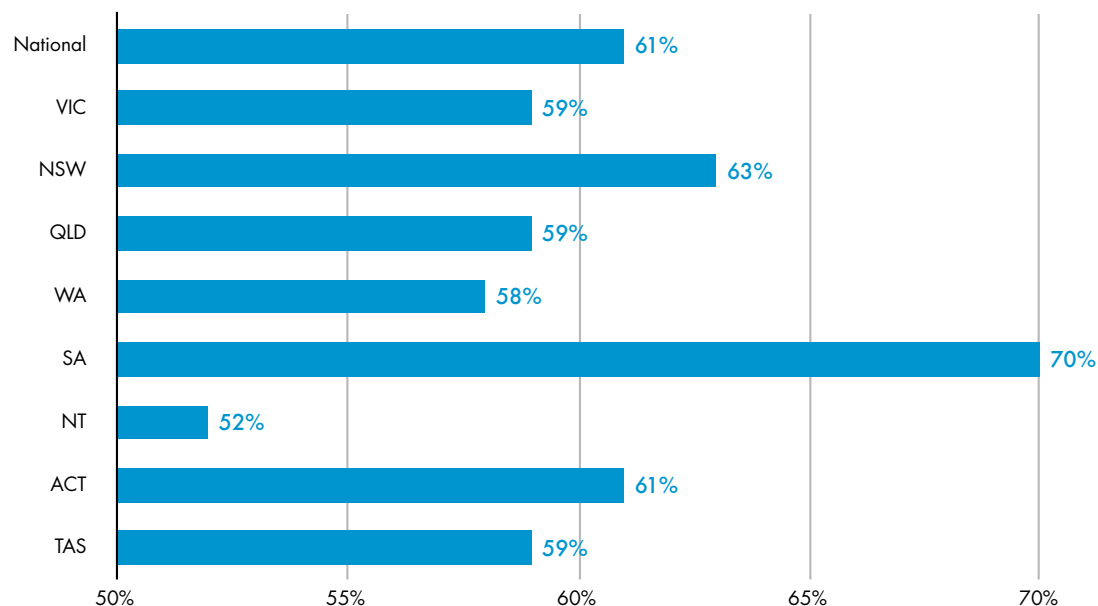
around 15 per cent of household energy attributed to light globes, making the switch to a greener globe, and turning off lights when not in the room, are simple ways to make a big difference.

To create a more energy efficient and eco-friendly home try:

- Checking seals on fridges, freezers and ovens, and ensuring adequate ventilation
- Using just one fridge, not two – running an old second fridge can cost up to \$200 annually

- Only cleaning full loads in the dishwasher and washing machine
- Using timers or light sensors instead of leaving lights on all night
- Buying energy-saving light globes and replacing old incandescent light globes
- Upgrading your old household appliances with more energy-efficient models

Percentage of households with energy-efficient appliances



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DO THE GREEN THING

It's not only products and systems that can have a dramatic effect on household sustainability, but the way you live your life as well. Householders can become greener by being more aware of the water they use and the

energy they consume, and by making a conscious effort to reduce or recycle wastage where possible.

WATER, WATER EVERYWHERE

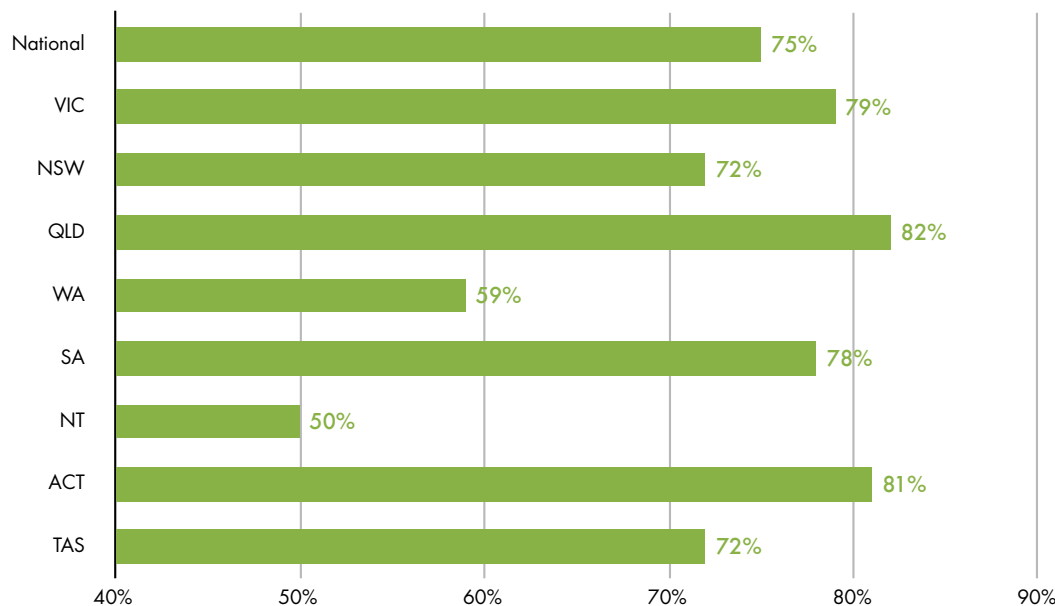
With water restrictions a part of

daily life for most Australians, especially in the warmer months, it is comforting to know that two-thirds of us (64 per cent) play by the rules and only water our gardens when allowed. Across the country, Western Australians are the most likely to follow

water restrictions (79 per cent), which, during the hotter summer months, play a vital role in ensuring less water is evaporated during the warmer hours. The best time to water your garden is early morning, typically the coolest time of the day.

Keeping water usage in check outside and inside the home is important to most Australians, three-quarters of whom say they limit water consumption (75 per cent). As one of our most precious resources, making a conscious effort to →

Percentage of people who limit their water consumption



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reduce water consumption is a responsibility we all share, and one that can save money on water and heating bills as well. Think about changing your habits and remember to take shorter showers, turn the tap off when brushing your teeth, fill the basin with water when you shave instead of running the tap, and only wash full loads in the

dishwasher or washing machine. Phosphate-free detergents are growing in popularity as increasing numbers of environmentally friendly cleaning and laundry products hit supermarket shelves. According to AAMI's research, three in 10 householders (29 per cent) use phosphate-free detergents.

While all detergents can have some effect on our marine environment, high levels of phosphorous can make water toxic to aquatic and human life, so switching to phosphate-free detergents can help keep our waterways clean.

Be wiser with your water by thinking greener indoors. Try the following tips to reduce your

home's water consumption in the bathroom, kitchen and laundry:

- Install water efficient showerheads, taps and toilets wherever possible
- Use a bucket to collect water for your garden while waiting for the shower water to warm
- Fix leaking taps – these can waste up to 20,000 litres every year
- Adjust the water level in your washing machine to match the size of the load
- Try not to rinse dishes under a running tap if washing them by hand
- Use the economy cycle on your dishwasher
- Did you know in most homes around 40 per cent of water is used in the bathroom



KITCHEN APPLIANCES ACCOUNT FOR AROUND 17 PER CENT OF YOUR HOME'S TOTAL ANNUAL ENERGY USE

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THE POWER TO SWITCH OFF

Dramatic steps are being taken all over the world to reduce and offset carbon emissions, primarily brought about by burning fossil fuels like oil, coal and natural gas. With these non-renewable energy sources currently the number one choice in powering the nation, renewable alternatives like solar and wind power are being considered.

There are plenty of ways households can help to reduce greenhouse emissions caused by energy consumption. Switching off lights and appliances around the home is a simple way to start, and most of us (90 per cent) are doing it already. Remember to switch appliances off at the wall when not in use to maximise savings. Televisions, DVD players, computers and lots of other household appliances have

a standby mode, which uses electricity even though they are supposedly switched off. The average home generates 750 kilograms of greenhouse gas each year from standby power alone, so this hidden power drain can also have a serious impact on your wallet⁵.

Limiting heating in the cooler months and switching off the air-conditioner in summer are

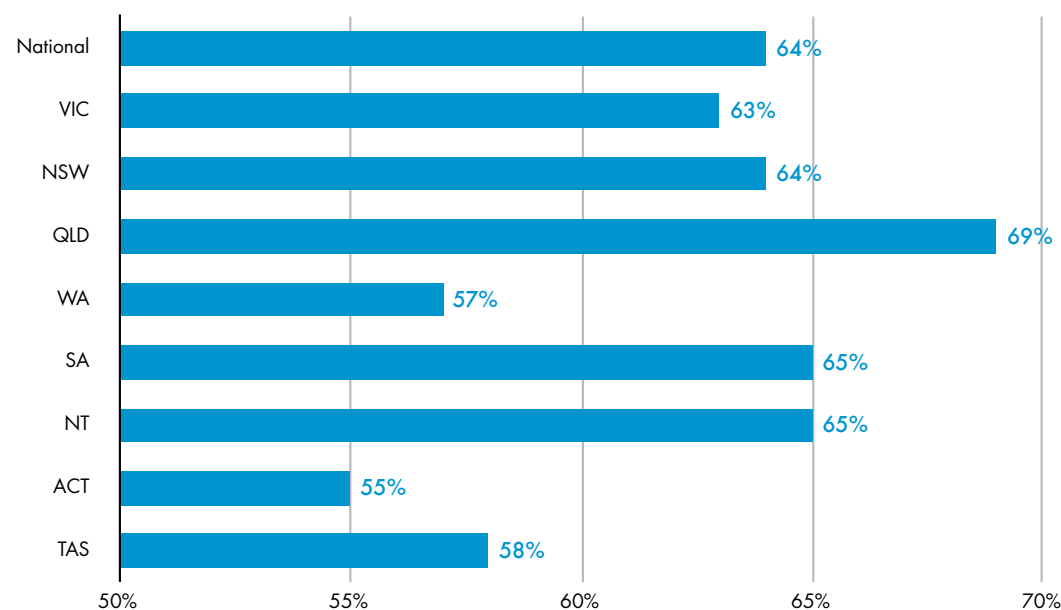
simple ways to reduce energy usage and enjoy big savings on bills. Almost two-thirds of all Australians (64 per cent) say they limit the use of heating and cooling, demonstrating there are plenty of options available to keep you comfortable. These include installing insulation, sealing gaps against draughts, opening windows and planting native trees for shade.

Another notorious energy-zapper around the home is the clothes dryer, most of which are not particularly energy efficient and rated no higher than two stars⁶. Around Australia, three in five householders (62 per cent) say they limit the use of their clothes dryer, to conserve power. In addition to limiting its use, partly dry clothes in the sun or wind first, don't overload the dryer and always clean the lint filter after use.

Heating and cooling make up almost one-quarter of your home's energy bill. To reduce this:

- Insulate your walls and ceiling – it will make your home five degrees warmer in winter and 10 degrees cooler in summer
- Choose double-glazed windows and protect them with interior curtains and exterior blinds or awnings to stop heat trapping in summer and escaping in winter
- Only heat or cool the rooms you are using and close off other parts of the house
- Change your thermostat according to the seasons
- Use ceiling fans and turn the air-conditioner off if the day is not especially hot – in winter slow-turning ceiling fans can push warm air trapped at the ceiling back to floor level
- Think about alternatives for heating your home's water such as solar power – a hot water system consumes up to half of your home's energy use

Percentage who limit heating and cooling



⁵ Department of Environment, Water, Heritage and the Art
⁶ www.choice.com.au

WASTE NOT, WANT NOT

While we might not like to think about it, waste is a fundamental part of life. From the food we eat to the liquids we drink and the papers we read, many of our daily activities generate waste. While we often dispose of rubbish without a thought as to where it ends up, there are effective and safe ways to dispose of waste today that cause no harm to the environment. Recycling and composting food waste is a great place to start.

In addition to turning off appliances and lights around the home, recycling is a high priority for most Australians, with nine out of 10 householders (90 per cent) saying they embrace this practice. By recycling, households can help reduce litter and landfill, as well as the emissions caused by both waste decomposition and the creation of new products from raw materials.

With most domestic waste coming from food sources,

composting used tea bags, food scraps and garden clippings is an effective way to reduce the amount of rubbish in Australia – plus your garden will love it. AAMI's research shows one-third of Australians (34 per cent) compost food waste at home. Throwing food scraps in the bin can lead to the production of methane, a far more damaging greenhouse gas than carbon, at landfill sites. By composting, which is easy and cheap to do, organic material can decompose

in a hygienic, eco-friendly way, and the resulting compost used in the garden as a soil conditioner or surface mulch.

Recycling is one of our best green habits. Did you know:

- Plastics are the most common litter item found on Clean Up Australia Day?
- Manufacturing plastics from recycled content uses only 30 per cent of the energy required for making plastics from fossil fuels?
- 41 recycled plastic bottles represent enough energy savings to run a refrigerator for one hour?
- Every tonne of paper recycled saves 2.5 barrels of oil, 4100 kWh of electricity, four cubic metres of landfill and 31,780 litres of water?
- All newspaper manufactured in Australia have a recycled content of up to 40 per cent?
- Recycling a glass jar saves enough energy to light a bulb for four hours?

Be thoughtful when recycling organic materials as not all are suitable for composting.

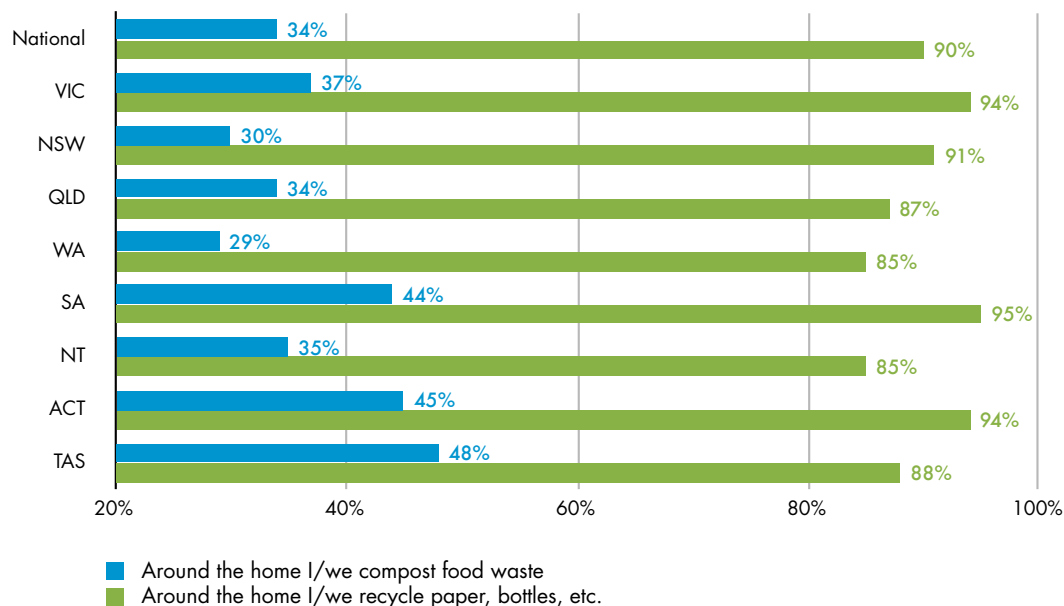
YES

- ✓ Vegetable and food scraps
- ✓ Fallen leaves
- ✓ Tea leaves and tea bags
- ✓ Coffee grounds
- ✓ Vacuum cleaner dust
- ✓ Dead flowers
- ✓ Used vegetable cooking oil
- ✓ Egg shells
- ✓ Old newspapers (wet)
- ✓ Wood ash

NO

- ✗ Meat and dairy products
- ✗ Diseased plants
- ✗ Metals, plastic, glass
- ✗ Animal manures (especially the droppings of cats and dogs)
- ✗ Magazines
- ✗ Large branches
- ✗ Bread or cake (may attract mice)
- ✗ Bones

Recycling and composting habits



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DRIVING TOWARDS A GREENER FUTURE

■ The 2008 AAMI Green Motoring Index showed a moderate to high level of commitment from motorists towards green driving habits and attitudes. More than half of all Australian motorists last year considered environmental

factors when buying a car, two in five said they adjusted their driving behaviour to reduce their environmental impact, and one-quarter purchased eco-friendly fuels. So how do drivers fare in 2009?

Most findings from AAMI's latest research are consistent with 2008, with some improvements in areas such as avoiding high speeds and only driving when necessary. While the nation as a whole has made only very small

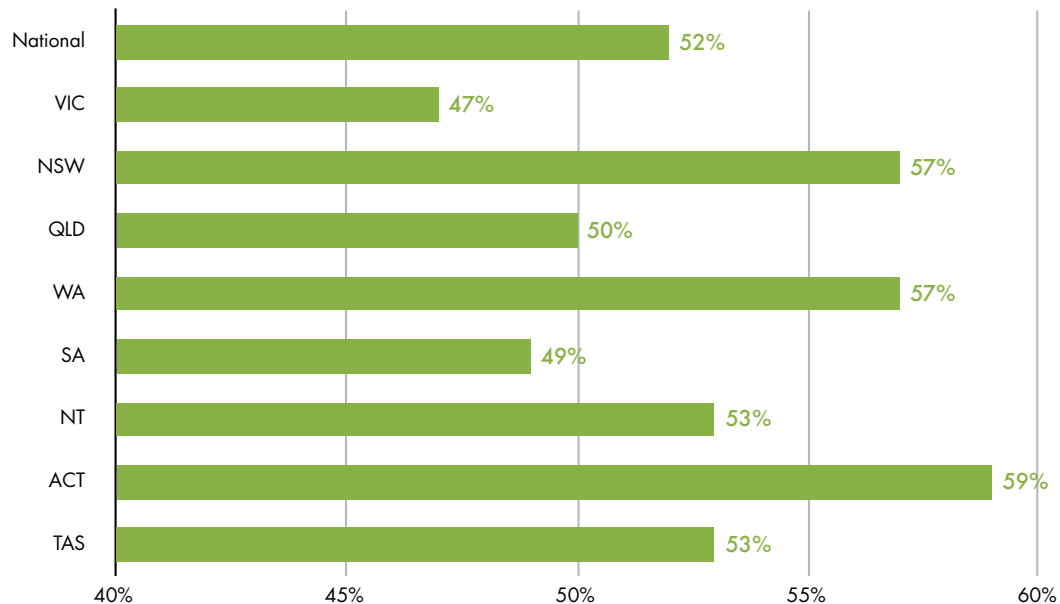
changes in its attitudes and behaviours (with the exception of buying 'green' fuels which has enjoyed a five per cent increase nationally on last year), the most marked differences were found at a state and territory level.

YOUR ECO-FRIENDLY RIDE

AAMI's research shows environmental factors such as a car's air-pollution rating or its fuel efficiency continue to be a consideration for half of all drivers (52 per cent) when buying a new car. Although ACT drivers are still the most considerate of environmental factors across the country (59 per cent in 2009 and 60 per cent in 2008), most states and territories have become less considerate over the past year. New South Wales drivers have made the most improvement in this area, up seven per cent from last year (from 50 per cent in 2008 to 57 per cent in 2009).

Environmental factors such as a car's air pollution rating or its fuel efficiency continue to be a consideration for half of all drivers.

Percentage of drivers who consider environmental factors when buying a car



TRAVELLING GREEN AND CLEAN

Nationally, two in every five drivers (44 per cent) adjust their driving style to reduce their car's impact on the environment, a slight increase on last year (42 per cent). This year, motorists in Western Australia are the most likely to adjust their driving behaviour (48 per cent) followed

by those in the ACT (45 per cent). The biggest improvement over the past year comes from drivers in New South Wales and Tasmania (both 40 per cent in 2008 and 44 per cent in 2009).

Three-quarters of drivers (75 per cent) plan ahead and drive smoothly without hard breaking or acceleration, down two per cent from 2008 (77 per

cent). Tasmanian motorists are the most likely to plan ahead (82 per cent), followed Northern Territory (79 per cent) and Victorian (78 per cent) drivers. Tasmania saw the biggest increase of all states with a nine per cent improvement on last year (from 73 per cent to 82 per cent).

Driving at high speeds or in a

gear lower or higher than needed causes a car's engine to overwork and use more fuel. However, two-thirds of drivers (64 per cent) say they are continuing to avoid this habit (63 per cent in 2008). Tasmanian drivers are the most likely to adopt this eco-friendly practice (69 per cent), closely followed by motorists in Western Australia and the Northern Territory (both 68 per cent).

Leaving the car at home for short journeys or riding a bike to work or school is an effective way to cut down on vehicle use. Two-fifths of Australian drivers (40 per cent) say they only use their car when they have to and walk or cycle wherever possible (39 per cent in 2008). Drivers in the ACT, Tasmania and New South Wales (all 44 per cent) are the most likely to use these emission-free modes of transport if the car is unnecessary.

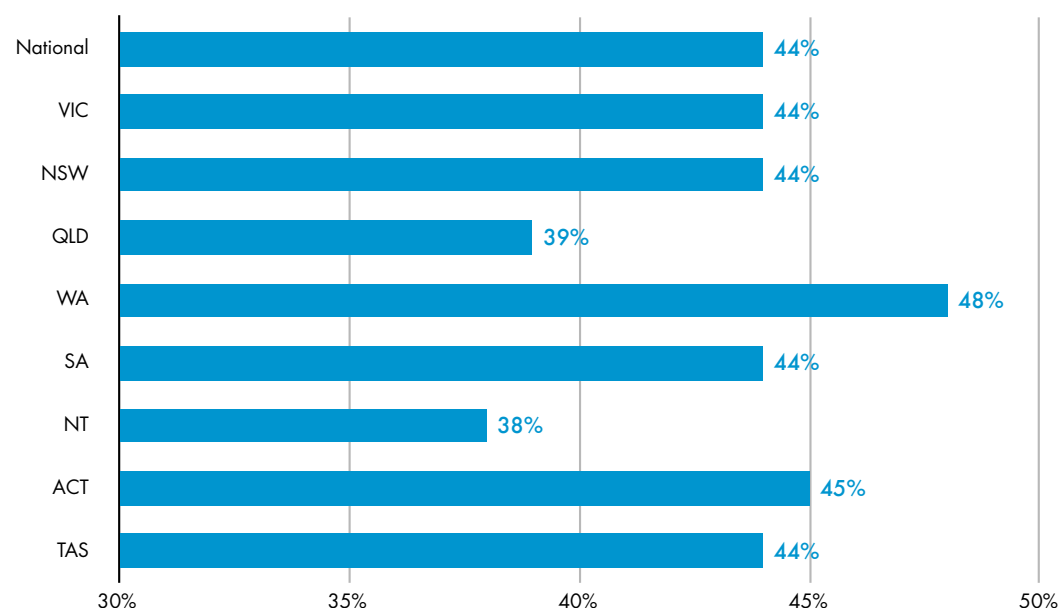
Carpooling has experienced no change in popularity with Australian drivers, with three in 10 (28 per cent in 2008 and 2009) saying they share a ride where possible. While Tasmanian

drivers are the most likely to carpool (31 per cent), the biggest improvement occurred in the Northern Territory, with a jump from 19 per cent to 28 per cent in the past year.

It's easy being green on the roads with the following environmentally friendly driving tips:

- Avoid excessive idling. Fuel burns even if you are sitting still so think about switching your engine off until you need to get moving again
- Keep a sensible distance between your car and the one in front of you. This will allow you to brake more evenly as you can anticipate obstacles ahead
- Check your car's air filter. This can improve your car's fuel efficiency by up to 10 per cent
- Avoid rush hour traffic or roads that are notoriously clogged. Busy roads mean more fuel wasted
- Remember to use public transport, your bike or other mode of fuel free transport wherever possible

Percentage of drivers who adjust driving behaviour to reduce their impact on the environment



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GREEN PRACTICES MAKE PERFECT

Keeping tyres inflated at the correct pressure makes them last longer and also reduces the amount of energy needed to keep the car moving. Nationally, almost three-quarters of drivers (72 per cent) say they regularly check that their tyres are inflated.

Fewer Australian drivers are switching off the air-conditioner to save fuel, with a drop from 49 per cent in 2008 to 46 per cent in 2009. This trend was followed

across all states and territories however, not surprisingly, colder weather climates such as those in Victoria and Tasmania (both 51 per cent) were the most likely to use their air-conditioner sparingly. Only 23 per cent of drivers in the Northern Territory admit to limiting their air-conditioner use.

For every extra 45 kilograms of weight in a vehicle, fuel efficiency can drop by two per cent, so keeping the boot, roof racks and rear seat clear of any unnecessary

items is important. Almost half of all Australian drivers (47 per cent) say they remove unnecessary weight from the car, a three per cent improvement on last year (44 per cent). More than half of all motorists in the ACT say they follow this green practice (54 per cent), followed by South Australian drivers (50 per cent).

A regular service can improve fuel economy and signal any mechanical faults early, which can save money and time. Three-quarters of motorists say their car

is serviced on a regular basis (76 per cent), with only one in five drivers (18 per cent) servicing their car occasionally. In 2008, only 73 per cent of driver's gave their car a regular service.

Did you know? Facts regarding green driving behaviours:

- Every litre of unleaded petrol consumed generates around 2.5kg of greenhouse gas?
- The efficiency of a vehicle and driving style of the motorist affect the fuel consumption

and amount of greenhouse gases released?

- A tyre that is under-inflated by one pound per square inch can reduce fuel efficiency by as much as three per cent?
- Using the recommended grade of motor oil can improve fuel efficiency by one or two per cent?
- Setting the air-conditioner on high you could increase fuel consumption by more than 10 per cent?

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FUEL FOR THOUGHT

Nationally, more drivers are turning to environmentally friendly fuels with three in 10 Australian drivers (31 per cent) now saying they buy ethanol or ethanol-blend fuel or biofuel, a five per cent improvement on last year's figure of 26 per cent. Most states have seen a significant increase in their purchase of these green fuels, with drivers in the ACT now most

likely to buy them (from 32 per cent in 2008 to 41 per cent in 2009). Queenslanders are also purchasing these fuels at the pump (40 per cent) this year as are more drivers in New South Wales (from 30 per cent in 2008 to 38 per cent in 2009).

Most Australian drivers say suitability for their car is the most common reason for not using biofuels (41 per cent in 2008 and 37 per cent in 2009),

however more motorists now think biofuels will have a *negative* impact on their car (from 26 per cent in 2008 to 36 per cent in 2009). Biofuels are becoming more accessible across the country with a marked decrease in the number of drivers blaming availability this year (from 26 per cent in 2008 to 19 per cent in 2009). Cost is another reason for drivers not purchasing biofuels (19 per cent).

WHEN ALL ELSE FAILS – OFFSET

With the transport sector accounting for 80.4 million tonnes (or about 14 per cent) of Australia's greenhouse pollution⁷, paying to offset your vehicle's carbon emissions is a simple way motorists can give back to the environment. Although it is becoming easier to offset emissions thanks to the growing number of organisations who specialise in this area, in Australia only 15 per cent of drivers overall say they currently offset their vehicle's emissions. However, AAMI's research shows this is an improvement on last year (13 per cent) and also that all states and territories are more likely to offset their emissions this year.

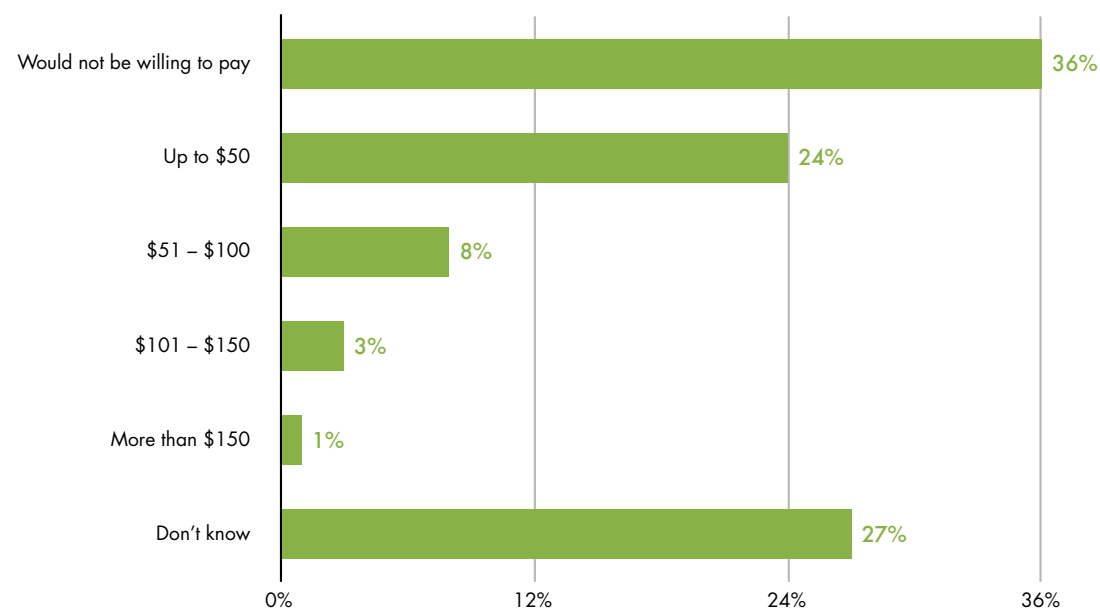
When it comes to putting their hands in their pockets to offset emissions, there has been little change in Australians' attitudes since 2008. Unfortunately most Australian motorists won't pay to offset emissions, with one-third of all drivers (36 per cent) saying they would not be willing to pay

anything (35 per cent in 2008). As in 2008, one-quarter of all drivers (24 per cent) say they would be willing to pay up to \$50, while only eight per cent would pay between \$51 and \$100 (nine per cent in 2008). Just one per cent of drivers say they would pay more than \$150 to offset emissions (two per cent in 2008).

Top five green reasons to offset your emissions:

- Even if you reduce your emissions significantly, it is unlikely that you will eliminate all sources of greenhouse gases in your life
- Global greenhouse gas concentrations are already elevated, so we need to recapture what's already in the atmosphere
- Offsetting emissions supports the development of sustainable industries
- Offsetting current emissions is a great start while you work to reduce your emissions over time
- Forest sinks make the environment more resilient to the effects of climate change

How much drivers would be prepared to pay to offset their emissions



⁷ Australian Conservation Foundation

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Sara Gipton,
CEO Greenfleet

Getting over the barriers to green

■ Most of the barriers identified in the 2009 AAMI Green Home and Motoring Index can be easily overcome.

Australians clearly want to do the right thing, but many don't know where to start or think it will cost too much to reduce their environmental impact.

While some big-ticket items will require up-front investment, there are many quick, easy, cost-effective things anyone can do to immediately reduce greenhouse gas emissions and energy bills.

Simply turning appliances off at the wall instead of using standby can help save on energy bills and greenhouse gas emissions.

Blocking draughts with inexpensive tape available from hardware stores will save energy by reducing your artificial heating and cooling needs. Using curtains and external blinds will help by maintaining a more constant indoor temperature.

Insulating your home also has massive impact and will make your home more comfortable year-round and may now attract a government rebate*.

Using less mains water is less obvious way to save energy, but you'll save the energy needed to heat any hot water and also save the hidden energy used to treat and transport the water to you.

It may take a little conscious effort at first, but simple actions like these will quickly become the norm and you'll wonder why you didn't always do things this way.

Even if you are extremely environmentally conscious, it is unlikely you will eliminate all greenhouse gas emissions, so take action to reduce the impact

of any remaining emissions by offsetting them.

Greenfleet provides offsets for AAMI's vehicle fleet and many other Australians', planting native forests to recapture carbon dioxide from the atmosphere and helping to restore degraded landscapes at the same time.

Be part of the solution! Visit Greenfleet's website (greenfleet.com.au) for practical information to help you AVOID, REDUCE and OFFSET greenhouse gas emissions at home and work, on holidays and in the car.



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* Government rebates are available to install ceiling insulation in homes with little or no existing ceiling insulation.