

# The Good Life Report

*A report for Standard Life in the interests of anyone who wants to  
live a more environmentally friendly lifestyle*

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## *EXECUTIVE SUMMARY*

This report shows that 73% of people in Britain would like to be using more sustainable and renewable energy in their homes if they understood more about it, and more than half (59%) either already adopt sustainable ideas or greatly admire people who do. More than two thirds (69%) would consider becoming completely carbon neutral if they knew more about it. Concern about the state of the environment was the main motivation for those who are interested in becoming carbon neutral (72%), closely followed by wanting to protect future generations (70%).

A quarter of the UK buys organic products (25%), 26% try to choose local produce and 30% try and support small local shops. 17% grow some of the food they eat themselves. Nearly a quarter grow vegetables their garden (23%), and most people who grow their own food (76%) agree that the main advantage is that you know the origin of your food.

A majority of people in the UK would consider adopting ways of recycling home produced waste water (65%), collecting rainwater (55%), investing in solar panels (71%), wind turbines (58%), or buying furniture from renewable sources (50%). Nearly three quarters (73%) would like to be using more sustainable energy, but just 3% currently have access to the resources. The main factors preventing people from using more sustainable and renewable energy resources (such as solar panels and wind turbines) are time and money.

One in 6 people in the UK has changed their lifestyle or homes in order to live a less pressured, more sustainable life (17%). However, changing to renewable energy tariffs, buying renewable energy equipment or moving to a house with more land are costly choices. More than half of those who have made changes to their lifestyle in order to live a more natural life, spent more than £1,000 on those changes, and nearly one in 10 (8%), spent £50,000 plus on the changes! More than half (52%) used money from their salary to fund the changes, 20% dug into their savings and 7% borrowed from their mortgage.

Despite this, most people welcome the idea of buying a house that is already converted to use renewable and sustainable resources, which would save time, if not money as well. Three quarters (75%) would like to see renewable energy equipment such as solar panels, wind turbines and waste water-recycling equipment fitted as standard for newly built homes. 87% would at least like all newly built homes to be equipped with energy efficient fittings, so they can use energy saving light bulbs etc. 71% would like green homes to cost less, and 68% think that partnerships between housing developers and renewable energy providers are a good idea.

People in Britain are so conscious of the environment that 29% would actively search for a house that was adapted to use less of the earth's resources if they moved home, and nearly half (48%) think an environmentally friendly home would be a bonus.

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