

# THE GREEN REPORT: MOTORS

With 22% of CO2 emissions in the UK generated by road transport, Mail Metro Media readers are concerned about their environmental impact in the motoring sector. We asked them for their views on the topic to find out what affects their choices and learn how brands can tap into a market eager to do more.



**1 IN 2**

Mail Metro Media readers are concerned about the environmental impact of their choices when buying a new vehicle



18-34s are **38% MORE LIKELY** than the average reader to be very concerned  
(18-34 33% vs All 24%)

## ECO-FRIENDLY HABITS

What are readers already doing?

### TRYING NEW ROUTINES

**56%**  
Reducing number of journeys

**16%**  
Vehicle sharing

### MAKING CONSCIOUS CHANGES

**54%**  
Reducing idling

**38%**  
Avoiding air-con

### AVOIDING CONGESTION

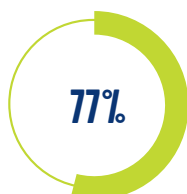
**14%**

Using park and drive services

## ECO-FRIENDLY BARRIERS

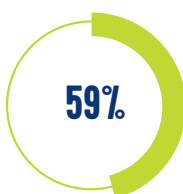
What prevents readers doing more?

### PRICE



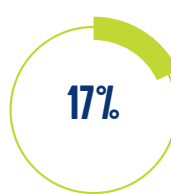
Cost of eco-friendly vehicles

### INCONVENIENCE



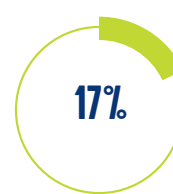
Lack of charging points

### DRIVING EXPERIENCE



Lack of noise

### RANGE



Lack of models

## KNOWLEDGE IS POWER



**1 IN 4**

readers would like eco-updates on the motors sector  
(Men 32%, Women 16%)

**65%**

New hybrid cars in the market

**55%**

New electric cars in the market

**49%**

Developments in hybrid/ electric space

## MAIL METRO MEDIA ENVIRO-CREDENTIALS

**2.8M**

Mail Metro Media readers intend to buy a hybrid/ electric car in the next 2 years (68% reach)



**D.N.A**

We have 1.3million people in our 'Car Lovers' segment, ready to target

**ECO<sub>2</sub>**

Our environmental magazine is launching in October 2020