

# The carbon footprint of UK households – targeting action

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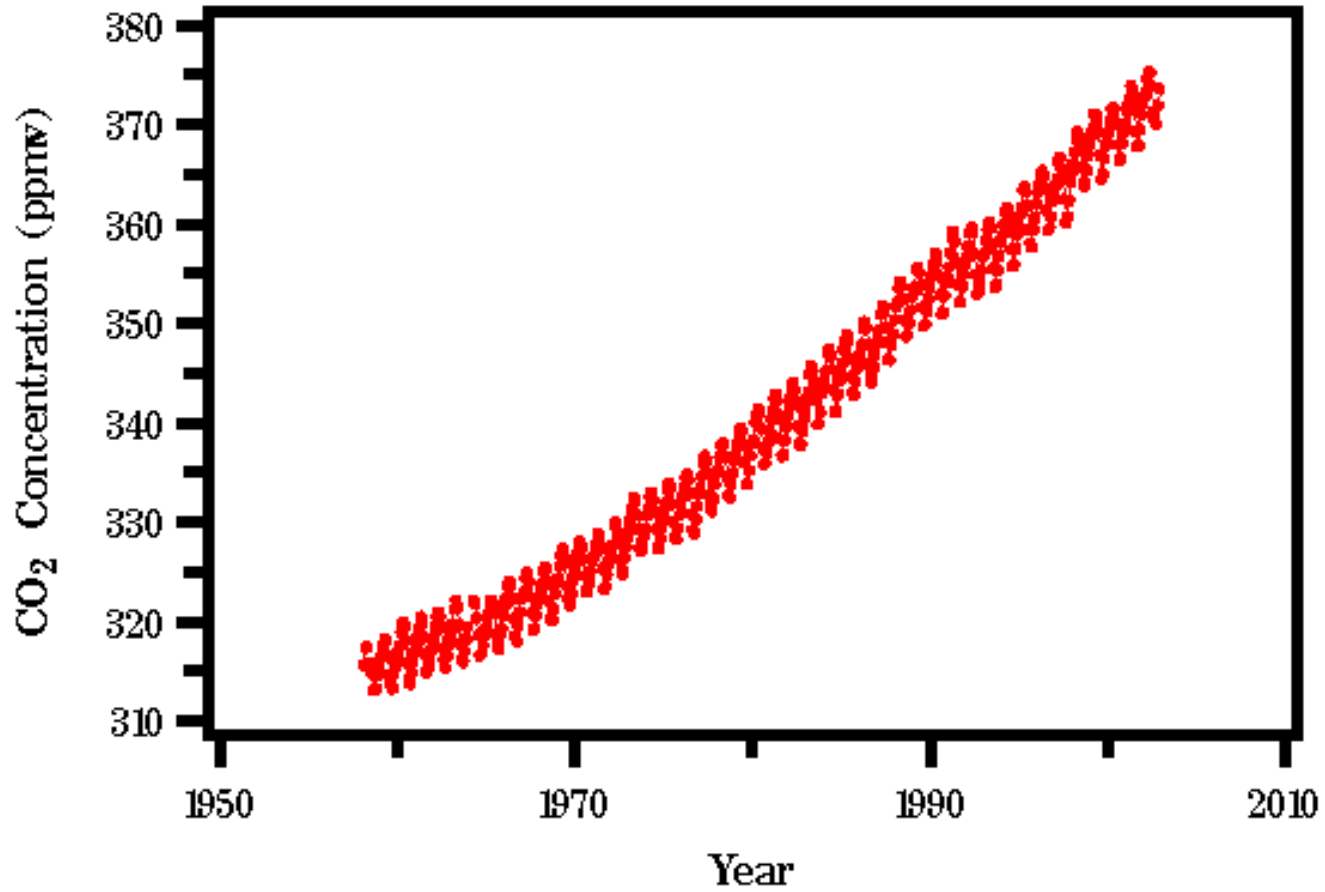
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## Mauna Loa, Hawaii



Source: Dave Keeling and Tim Whorf (Scripps Institution of Oceanography)

# ACT ON CO<sub>2</sub> Calculator

It's time to act

Before you start

## Ready to act?

Use our CO<sub>2</sub> calculator to find out your carbon footprint.

start

Welcome to the CO<sub>2</sub> calculator. Find out what your carbon footprint is and how you can make some simple changes to help tackle climate change.

[More about your CO<sub>2</sub> calculations - FAQs.](#)

[View, complete or change your footprint](#)

log-in

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[Your CO<sub>2</sub> Calculations - FAQs](#) | [Climate Challenge website](#) | [Directgov](#) | [Accessibility](#) | [Feedback](#) | [Your Privacy](#) | © Crown copyright



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# Carbon emission generators

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- Our house
- The number of people in the household
- Our energy consumption
- Vehicle ownership
- White & brown goods ownership

# Carbon emission behaviours

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- Our lifestyle
- Our employment
- Our income & wealth
- Vehicle usage
- Holidays
- Business travel
- Use of white and brown goods

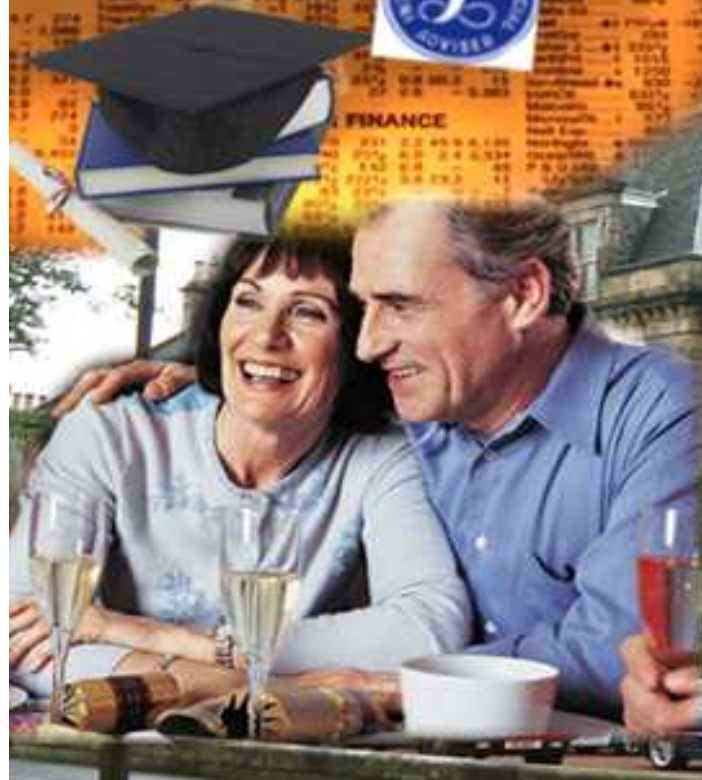
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**newstatesman**  
**What INVESTMENT**

The practical guide for the private investor



FINANCE



recycle now



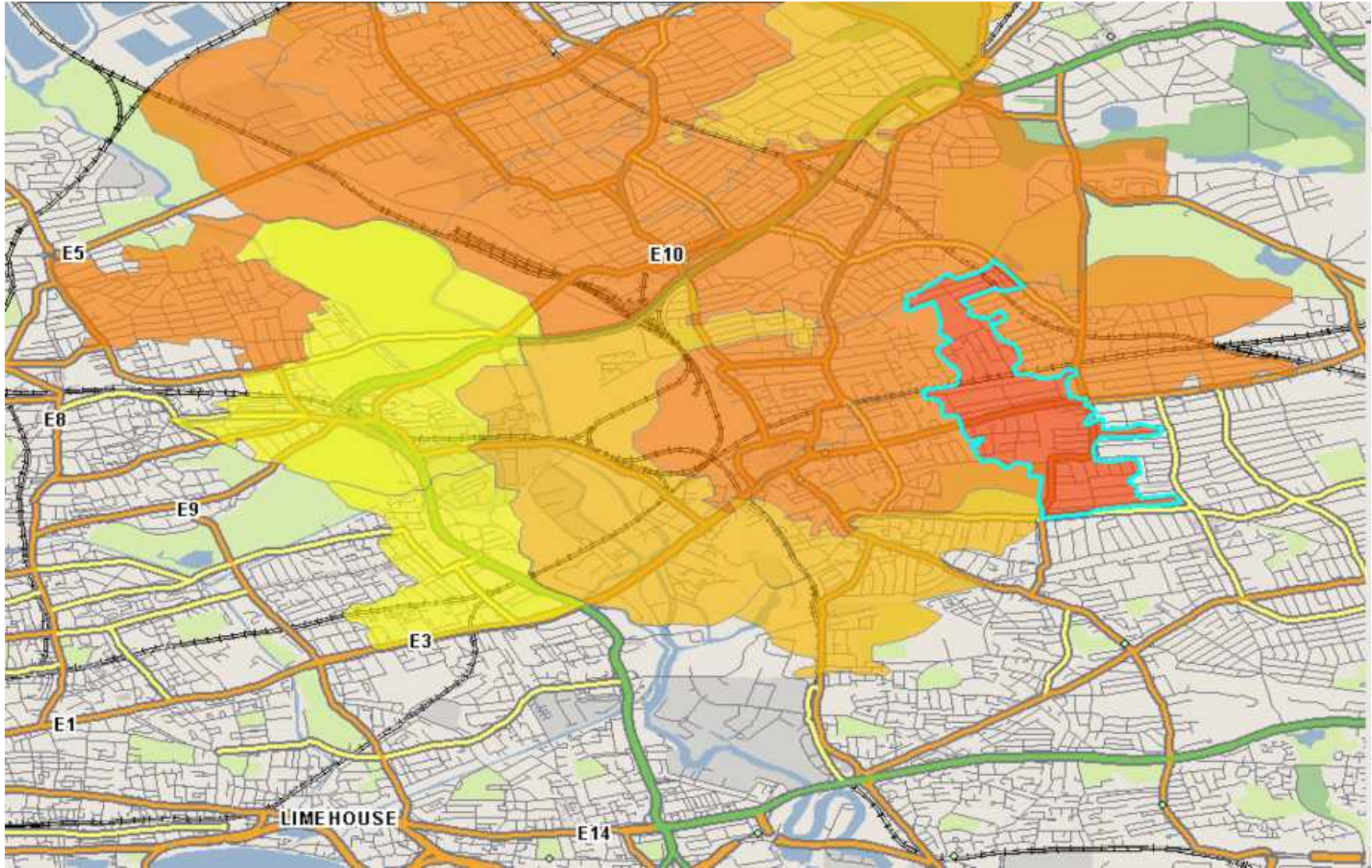
for birds  
for people  
for ever

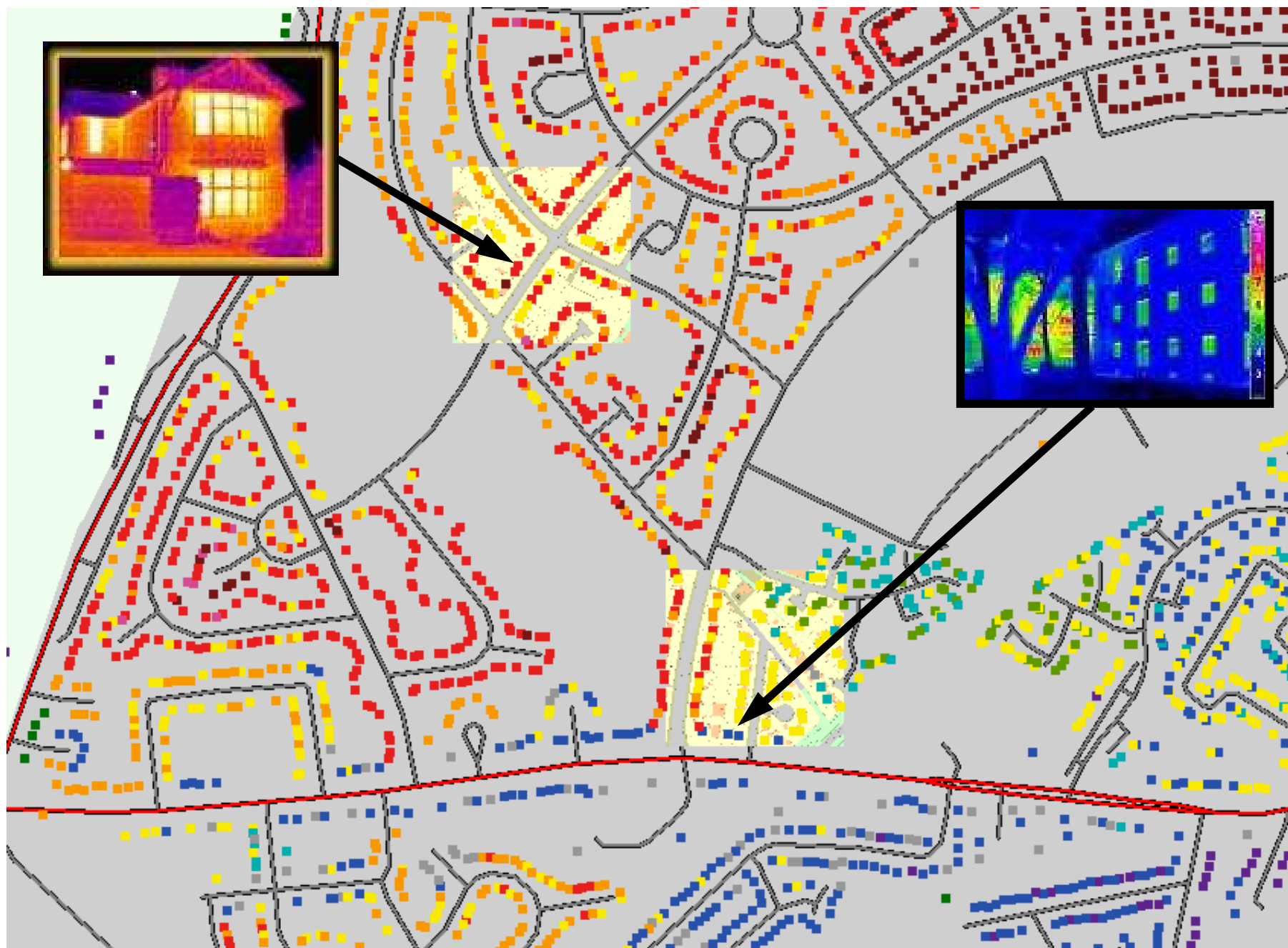


Congestion charging...









# Committed Greenies



# Complacent, but well-behaved



# Naughty Sceptics



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- Household CO<sub>2</sub> emissions
  - Ability to do something about them
  - Likelihood of being persuaded

## Using this information

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- Local area measurement of CO<sub>2</sub> emissions
- Local area resource planning
- Household targeting for the provision of information and services
- 'Green' marketing

## For further information

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Or visit the Experian stand during the conference