

Eyes On:  
**Greener Skies**

Global Edition



**MOST OF THE COUNTRIES SURVEYED ARE VERY CONCERNED ABOUT EMISSIONS AND THEIR AIR TRAVEL FOOTPRINT, AND MANY ARE READY TO TAKE ACTION.**

Countries surveyed include the United Kingdom, United States, DACH (Austria, Germany and Switzerland), France, Sweden, Japan, China and India.

**IS THE WORLD MINDFUL OF EMISSIONS?**



**WHEN ASKED IF THEY THINK ABOUT THE EMISSIONS RELATED TO THEIR BUSINESS OR PERSONAL TRAVEL, NEARLY TWO-THIRDS (63%) OF GLOBAL RESPONDENTS SAY THEY DO.**

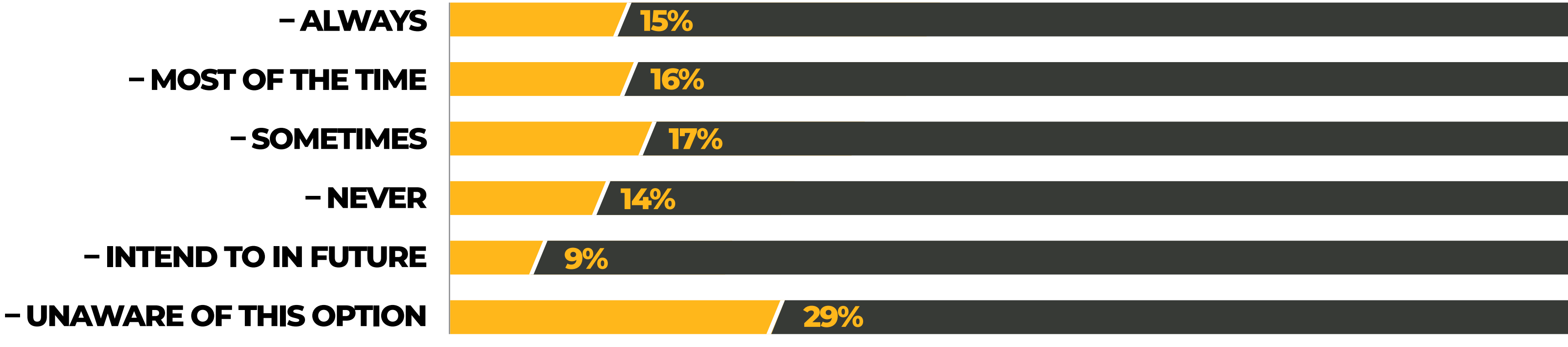


The U.S. was the only country surveyed where a majority (61%) of those surveyed do not think about their emissions. This lies in stark contrast with India and China, where 89% and 85% of respondents think about their emissions, respectively.

**OFFSETTING EMISSIONS**



**SOME AIRLINES PROVIDE PASSENGERS AN OPTION TO HELP OFFSET FLIGHT EMISSIONS BY FUNDING ENVIRONMENTAL PROGRAMS, SUCH AS REFORESTATION INITIATIVES. WHEN ASKED IF THEY PARTICIPATE IN OFFSETTING, RESPONDENTS REPORTED:**



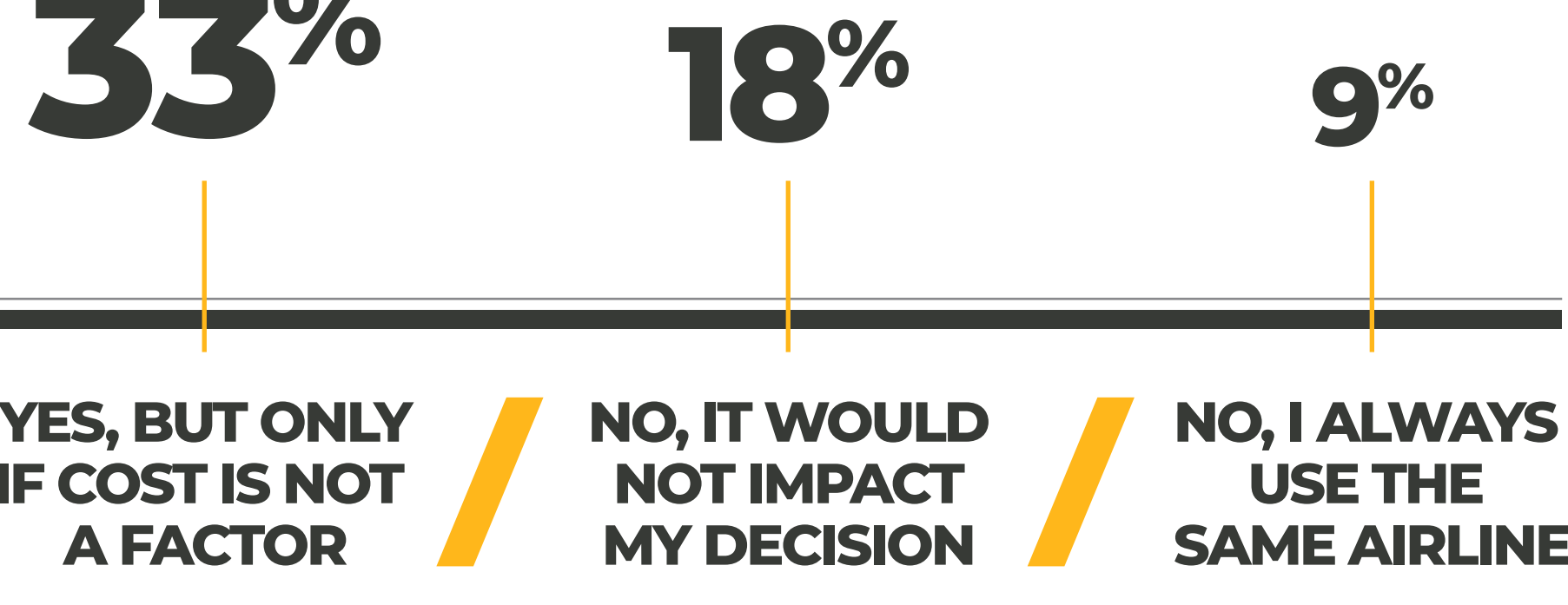
While 48% of global respondents offset emissions at least sometimes when they fly, 29% are unaware of this option. The U.S. and India illustrate a significant education gap by region. Most American respondents (52%) are unaware of these programs and just 25% have spent extra to offset emissions.

Conversely, just 6% of Indian respondents are unaware of this option, with 83% indicating they offset emissions at least some of the time.

**AIRLINES TAKE THE LEAD**



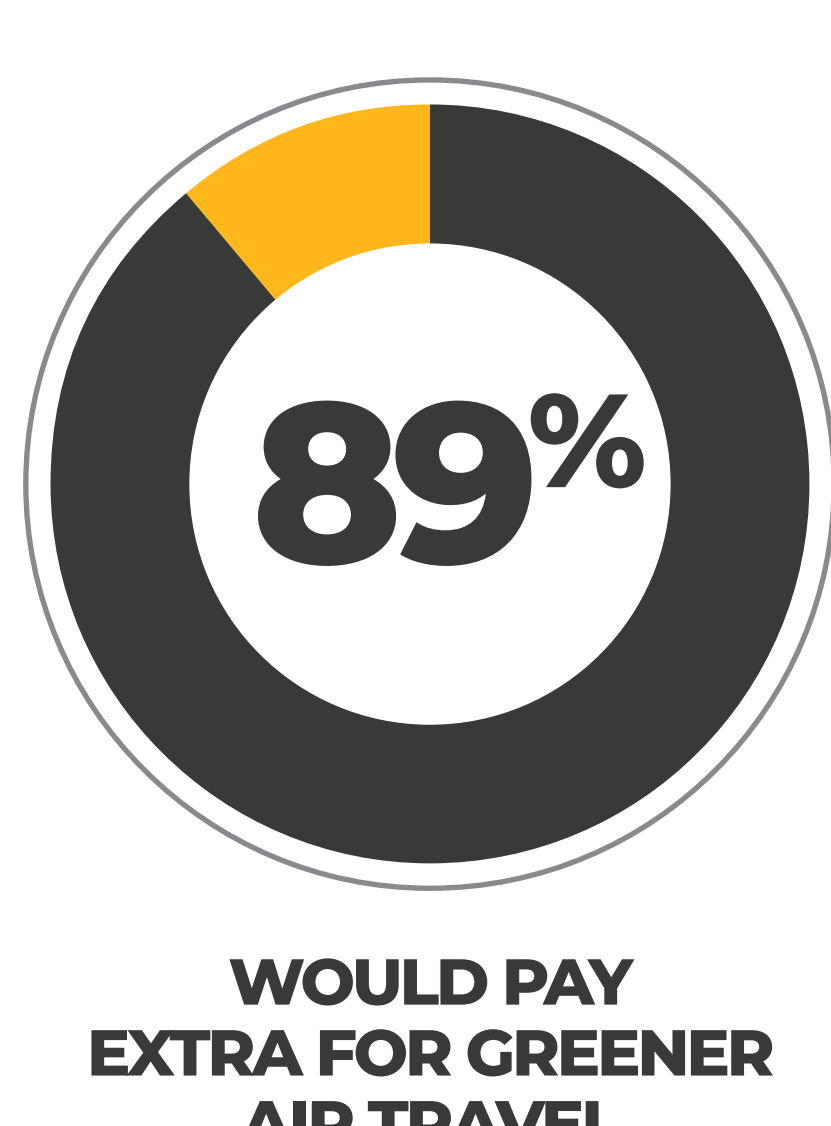
**SOME AIRLINES SHOW MORE COMMITMENT TO GREENER AIR TRAVEL. DOES THAT IMPACT CONSUMERS' AIRLINE CHOICE?**



**40%**  
YES, I'M MORE LIKELY TO FLY WITH THEM

40% of those surveyed are more likely to fly with airlines that are committed to reducing their carbon footprint, and, if cost is not a factor, 73% of respondents would choose a greener airline. But, some regions are more loyal to their preferred airline than others. 22% of Japanese respondents say they will always use the same airline.

**MAKING A BIG DIFFERENCE AT A SMALL PRICE**



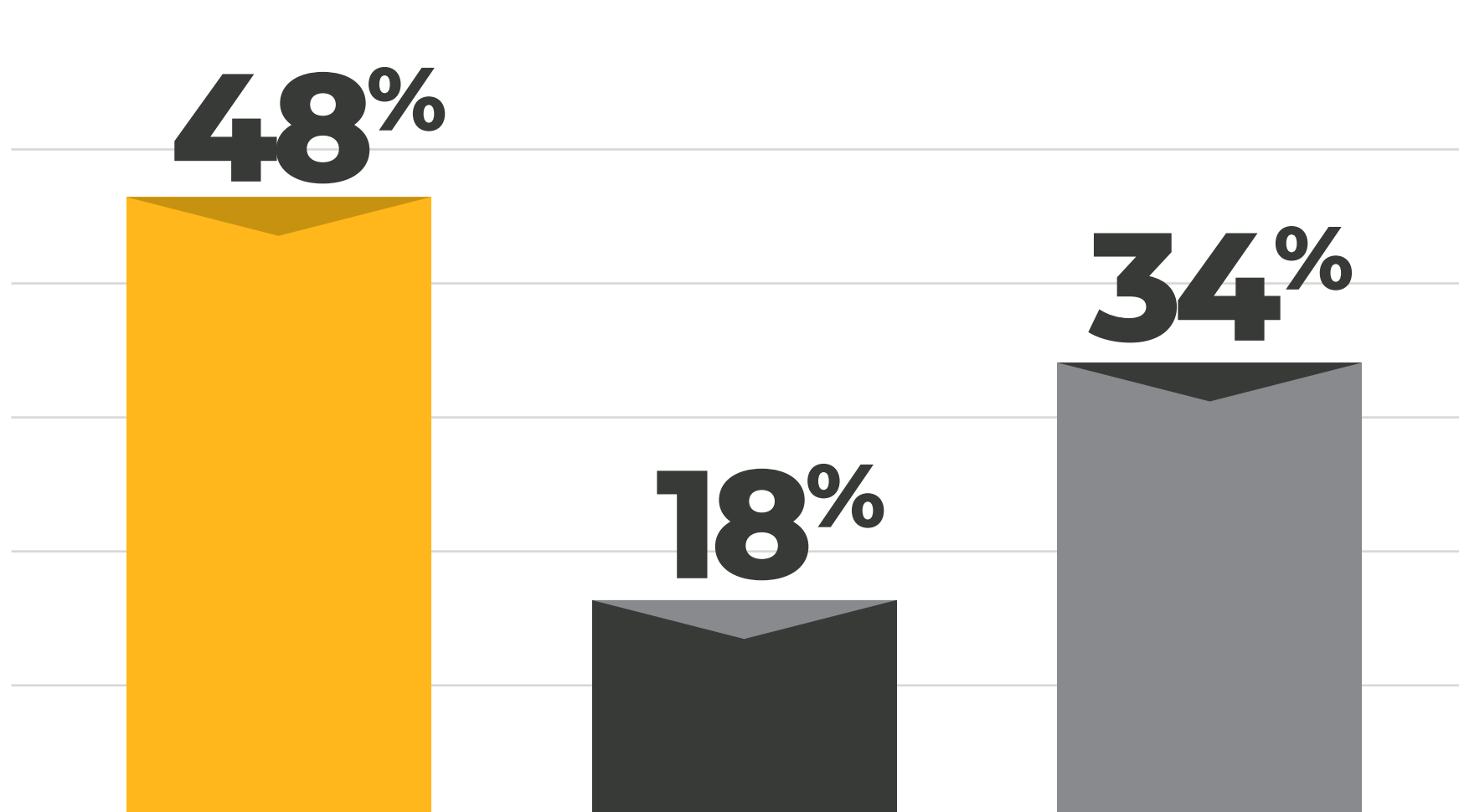
**MOST OF THOSE SURVEYED ARE COMFORTABLE WITH PAYING AN ADDITIONAL 1-10%**

**WITH 29% SELECTING THIS OPTION**

**FLY THE ELECTRIC SKIES**



**58% OF RESPONDENTS HADN'T HEARD OF ELECTRIC AIRPLANES PRIOR TO TAKING THIS SURVEY. AFTER LEARNING ABOUT ELECTRIC PLANES, WOULD THEY CONSIDER BOARDING ONE?**

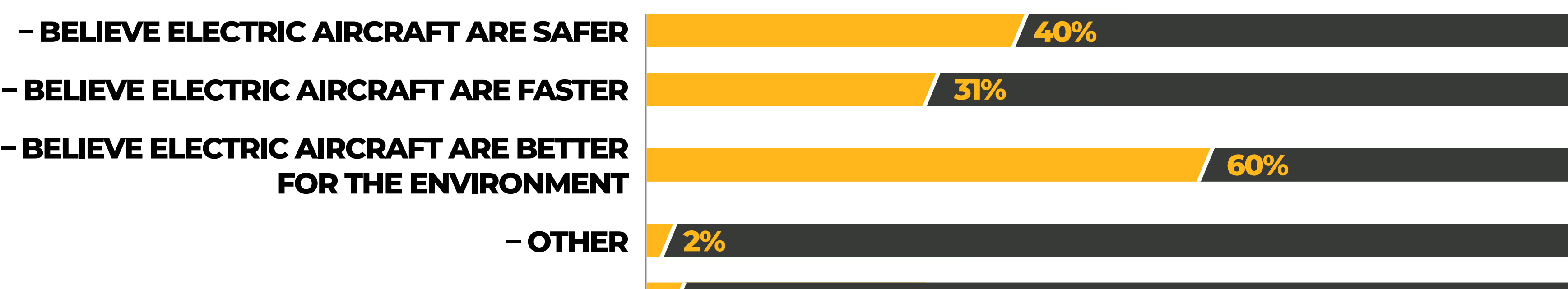


Nearly half of respondents across the world are ready to take e-flight, but many remain unsure. Indian respondents proved to be an outlier, where 81% say they would consider flying in an electric airplane and just 10% say they would not.

**MAIN MOTIVATORS WHY FLY ELECTRIC?**



**WHEN ASKED WHY THEY WOULD CONSIDER FLYING IN AN ELECTRIC AIRPLANE, RESPONDENTS COULD SELECT ALL THE REASONS THAT APPLIED.**

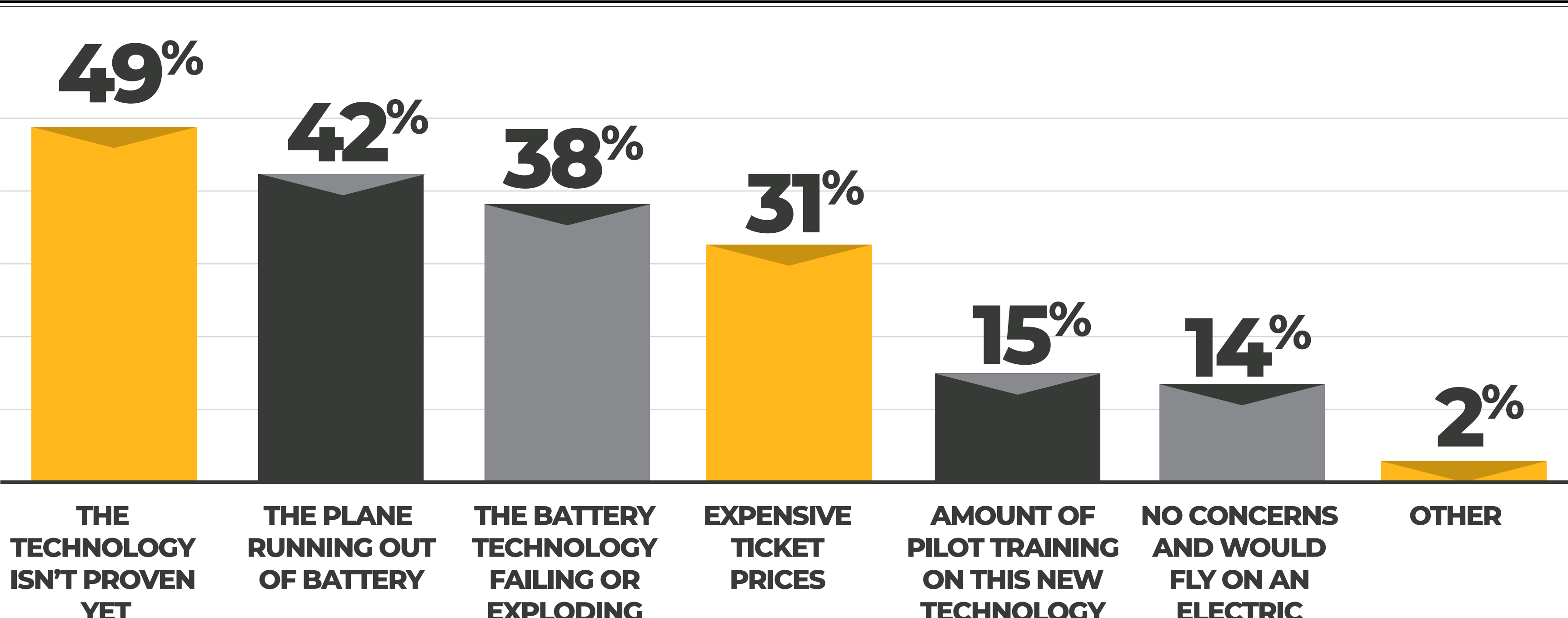


60% of global respondents believe electric aircraft are better for the environment. Across all countries surveyed, Swedish respondents are most likely to fly in electric aircraft due to this reason, with 73% selecting this option.

**BARRIERS TO BOARDING**



**WHEN ASKED WHICH CONCERNS WOULD PREVENT THEM FROM TRAVELING IN AN ELECTRIC AIRCRAFT, RESPONDENTS COULD SELECT ALL THE REASONS THAT APPLIED.**



86% of global respondents have some concerns about riding in an electric airplane, the most common being about the technology not being proven yet. Japanese respondents are most confident in electric aircraft, with 24% of those surveyed exhibiting no concerns. Conversely, just 6% of Chinese respondents had no trepidations about electric airplanes.