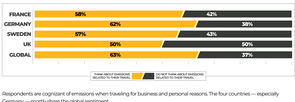
Ansys

Eyes On:
Greener Skies

European Edition

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

ARE EUROPEANS MINDFUL OF EMISSIONS?

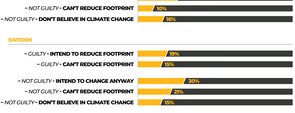


Respondents are cognizant of emissions when traveling for business and personal reasons. The four countries — especially Germany — mostly share the global sentiment.

GUILTY TRIP

DO CONSUMERS FEEL GUILTY ABOUT THEIR AIR TRAVEL FOOTPRINT?

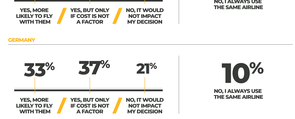
FRANCE



GERMANY

SWEDEN

UK



An average of 42% of respondents feel guilty about their air travel footprint — but an average of 48% of those surveyed intend to reduce it, regardless of whether or not they feel guilty.

ACROSS THE FOUR COUNTRIES SURVEYED, THE GULT IS NOTICEABLY STRONGER AMONG GEN Z AND MILLENNIALS — MORE THAN HALF (AN AVERAGE OF 56%) OF THOSE RESPONDENTS FEEL REMORSE ABOUT THEIR CARBON FOOTPRINT. THIS DIFFERS FROM GEN X AND BOOMERS HAULING FROM THE SAME REGIONS, OF WHOM ONLY ABOUT ONE-THIRD (34%) FEEL GULT.

When asked to rank the actions they'd take to reduce their carbon footprint, most respondents prefer not to limit their air travel. Airlines need greener alternatives, such as electric aircraft, to slash flight emissions.

AIRLINES TAKE THE LEAD

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

FRANCE

- **33%** YES, MORE LIKELY TO FLY WITH THEM
- **41%** YES, BUT ONLY IF COST IS NOT A FACTOR
- **15%** NO, IT WOULD NOT IMPACT MY DECISION
- **11%** NO, I ALWAYS USE THE SAME AIRLINE

GERMANY

- **33%** YES, MORE LIKELY TO FLY WITH THEM
- **37%** YES, BUT ONLY IF COST IS NOT A FACTOR
- **21%** NO, IT WOULD NOT IMPACT MY DECISION
- **10%** NO, I ALWAYS USE THE SAME AIRLINE

SWEDEN

- **35%** YES, MORE LIKELY TO FLY WITH THEM
- **38%** YES, BUT ONLY IF COST IS NOT A FACTOR
- **21%** NO, IT WOULD NOT IMPACT MY DECISION
- **5%** NO, I ALWAYS USE THE SAME AIRLINE

UK

- **26%** YES, MORE LIKELY TO FLY WITH THEM
- **40%** YES, BUT ONLY IF COST IS NOT A FACTOR
- **29%** NO, IT WOULD NOT IMPACT MY DECISION
- **5%** NO, I ALWAYS USE THE SAME AIRLINE

An average of 77% of respondents prefer flying with airlines that are committed to reducing their carbon footprint. At 29%, British respondents are least likely to select an airline based on its carbon footprint compared to all other countries surveyed.

MAKING A BIG DIFFERENCE AT A SMALL PRICE

85% WOULD PAY EXTRA FOR GREENER AIR TRAVEL

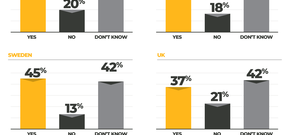
MOST OF THOSE SURVEYED ARE COMFORTABLE WITH PAYING AN ADDITIONAL 1-10%

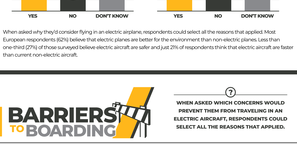
WITH 38% SELECTING THIS OPTION

Some airlines provide passengers an option to help offset flight emissions by funding environmental programs, such as reforestation initiatives. An average of 32% of those surveyed aren't aware they can currently pay extra to support these programs. In fact, 42% of U.K. respondents did not know the option existed.

FLY THE ELECTRIC SKIES

AN AVERAGE OF 61% OF RESPONDENTS HADN'T HEARD OF ELECTRIC AIRPLANES BEFORE TAKING THIS SURVEY. AFTER LEARNING ABOUT ELECTRIC AIRPLANES, WOULD THEY CONSIDER BOARDING ONE?



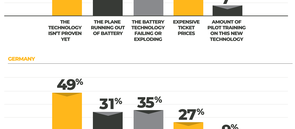


When asked why they'd consider flying in an electric airplane, respondents could select all the reasons that applied. Most European respondents (62%) believe that electric planes are better for the environment than non-electric planes. Less than one-third (27%) of those surveyed believe electric aircraft are safer and just 21% of respondents think that electric aircraft are faster than current non-electric aircraft.

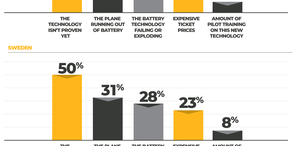
BARRIERS TO BOARDING

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

FRANCE



GERMANY



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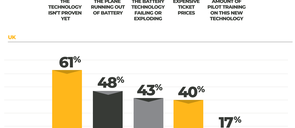

UK

Most respondents believe the aircraft's technology remains unproven and show trepidation about the battery.

HOWEVER, ABOUT ONE-IN-FIVE RESPONDENTS (17%) HAVE NO CONCERNS AND WOULD FLY IN AN ELECTRIC AIRCRAFT TODAY.

Ansys entitled Atomik Research and its team of MRS-certified researchers to conduct the online survey in March 2020. The sample included 10,075 people 18-and-over, from the UK, US, DACH (Austria, Germany and Switzerland), France, Sweden, Japan, China and India.