Ansys

Eyes On:
Greener Skies

Asian Edition

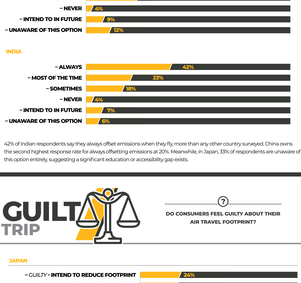
MOST OF THE COUNTRIES SURVEYED ARE VERY CONCERNED ABOUT EMISSIONS AND THEIR AIR TRAVEL FOOTPRINT, AND MANY ARE READY TO TAKE ACTION.

MINDFUL OF EMISSIONS?

Consumers' mindfulness is particularly notable when compared to the average response from other countries surveyed. Just 54% of respondents from Austria, France, Germany, Sweden, Switzerland, the UK, and the U.S. consider their travel related emissions.

OFFSETTING EMISSIONS

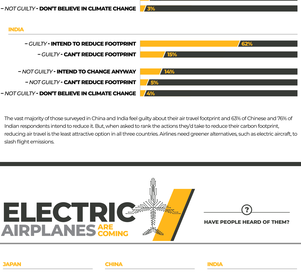
SOME AIRLINES PROVIDE PASSENGERS AN OPTION TO HELP OFFSET FLIGHT EMISSIONS BY FUNDING ENVIRONMENTAL PROGRAMS, SUCH AS REFORESTATION INITIATIVES. DO CONSUMERS TAKE ADVANTAGE OF THESE PROGRAMS?



42% of Indian respondents say they always offset emissions when they fly, more than any other country surveyed. China owns the second highest response rate for always offsetting emissions at 20%. Meanwhile, in Japan, 33% of respondents are unaware of this option entirely, suggesting a significant education or accessibility gap exists.

GUILT TRIP

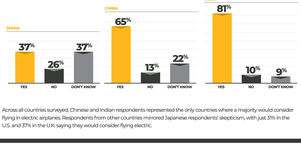
DO CONSUMERS FEEL GUILTY ABOUT THEIR AIR TRAVEL FOOTPRINT?



The vast majority of those surveyed in China and India feel guilty about their air travel footprint and 63% of Chinese and 76% of Indian respondents intend to reduce it. But, when asked to rank the actions they'd take to reduce their carbon footprint, reducing air travel is the least attractive option in all three countries. Airlines need greener alternatives, such as electric aircraft, to slash flight emissions.

ELECTRIC AIRPLANES ARE COMING

HAVE PEOPLE HEARD OF THEM?



China and India are the only countries surveyed where most respondents say they had heard of electric aircraft prior to taking this survey. Globally (excluding APAC countries), only 35% of respondents knew about electric planes.

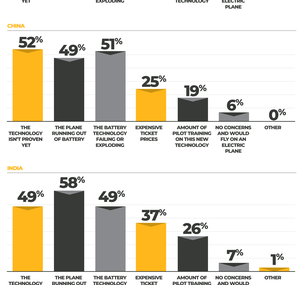
FLY THE ELECTRIC SKIES

AN AVERAGE OF 46% OF RESPONDENTS HADN'T HEARD OF ELECTRIC AIRPLANES BEFORE TAKING THIS SURVEY. AFTER LEARNING ABOUT ELECTRIC AIRPLANES, WOULD THEY CONSIDER BOARDING ONE?

Across all countries surveyed, Chinese and Indian respondents represented the only countries where a majority would consider flying in electric airplanes. Respondents from other countries mirrored Japanese respondents' skepticism, with just 37% in the U.S. and 37% in the U.K. saying they would consider flying electric.

MAIN MOTIVATORS WHY FLY ELECTRIC?

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



In nearly all countries surveyed, the environmental benefit is the most popular reason for flying electric. India and Japan are the outliers, where more respondents perceive safety as a primary motivator for flying electric.

BARRIERS TO BOARDING

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

With 24% saying they have no concerns, Japanese respondents have fewer reservations about electric airplanes than any other country surveyed. They are also more trusting of the technology than China and India.

Ansys enlisted Atomik Research and its team of MRS-certified researchers to conduct the online survey in March 2020. The sample included 16,037 adults 18-and-over, from the UK, U.S., DACH (Austria, Germany and Switzerland), France, Sweden, Japan, China and India.