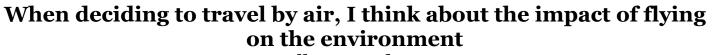


Two in five think about the impact of flying on the environment when deciding to travel by air, up from pre-pandemic levels and almost doubling in the last five years



All respondents

■ Strongly agree ■ Tend to agree ■ Neither agree nor disagree ■ Tend to disagree ■ Strongly disagree ■ Don't know

Last flew since the pandemic began (% saying NET: Agree)

Last flew before the pandemic began but less than 4 years ago (% saying NET: Agree)

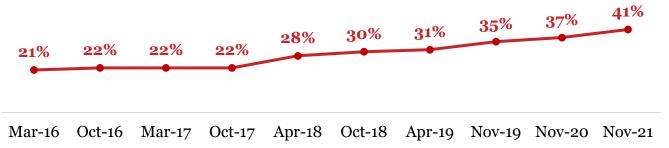






When deciding to travel by air, I think about the impact of flying on the environment

NET: Agree tracking since March 2016



Two-fifths of respondents (41%) agree or strongly agree that they think about the impact of flying on the environment when considering travelling by air, which is nearly double the figure recorded in March 2016 (21%).

The proportion of respondents who agree or strongly agree is much higher amongst those who last flew since the pandemic began than amongst UK adults in general (at 50% vs. 41% overall this wave).

² Q19.09. When deciding whether to travel by air, I think about the impact of flying on the environment: Below are various statements about travelling by air. Please tell us to what extent you agree or disagree with each of the statements. Base: All respondents (n=3,502)

Two in five would pay more for flight tickets to reduce the environmental or noise impact of flying



All respondents





since the pandemic began but less than 4 years ago (% saying NET: Agree)

Solution

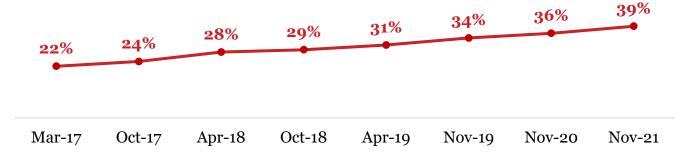
Solution the pandemic began but less than 4 years ago (% saying NET: Agree)

Last flew before

Last flew

I would pay more for flight tickets to reduce the environmental and / or noise impact of flying

Showing NET: Agree tracking since March 2017



Two-fifths of respondents (39%) agree or strongly agree that they would pay more for flight tickets to reduce the environmental and / or noise impact of flying. This figure represents a continuation of the steady wave-to-wave increase seen since tracking began, and is nearly double the figure recorded in March 2017 (22%).

Contact Details



James Rentoul James.Rentoul@Savanta.com Freddie.Alloh@Savanta.com Director

Freddie Alloh **Senior Consultant**

Tonicha Pinnock Tonicha.Pinnock@Savanta.com **Senior Executive**

George Singleton George.Singleton@Savanta.com Executive



Savanta: 75 Bermondsey St. London