



Global Views on Air Travel and Its Environmental Impact

Consideration of lower carbon-footprint alternatives

Trust in airlines' commitment and ability to reduce their impact on the environment

An Ipsos Survey for the World Economic Forum, August 2019

Global Views on Air Travel and Its Environmental Impact

Key Findings

- **One in seven global consumers (14%) would use a form of transportation with a lower carbon footprint than air travel *even* if it were less convenient or more expensive. Twice as many (29%) would do so if it were as convenient or no more expensive than flying.**
- **The global public is divided into three groups of similar sizes when it comes to trusting both the commitment and the ability of airlines to reduce their environmental impact: roughly 1/3 are fairly or very confident in them, 1/3 have little or no confidence in them, and 1/3 sit in the middle.**
- **Frequent flyers are much more likely than less frequent ones to trust airlines' commitment and ability to reduce their impact on the environment (about 3 in 5 do), but also to consider alternative forms of travel with a lower carbon footprint.**



Choosing a Form of Transportation with a Lower Carbon Footprint

Q. Considering the carbon footprint of commercial airplanes, i.e., their impact on the environment based on the amount of carbon dioxide that they release in the atmosphere, what would you do if you were planning a long-distance trip?

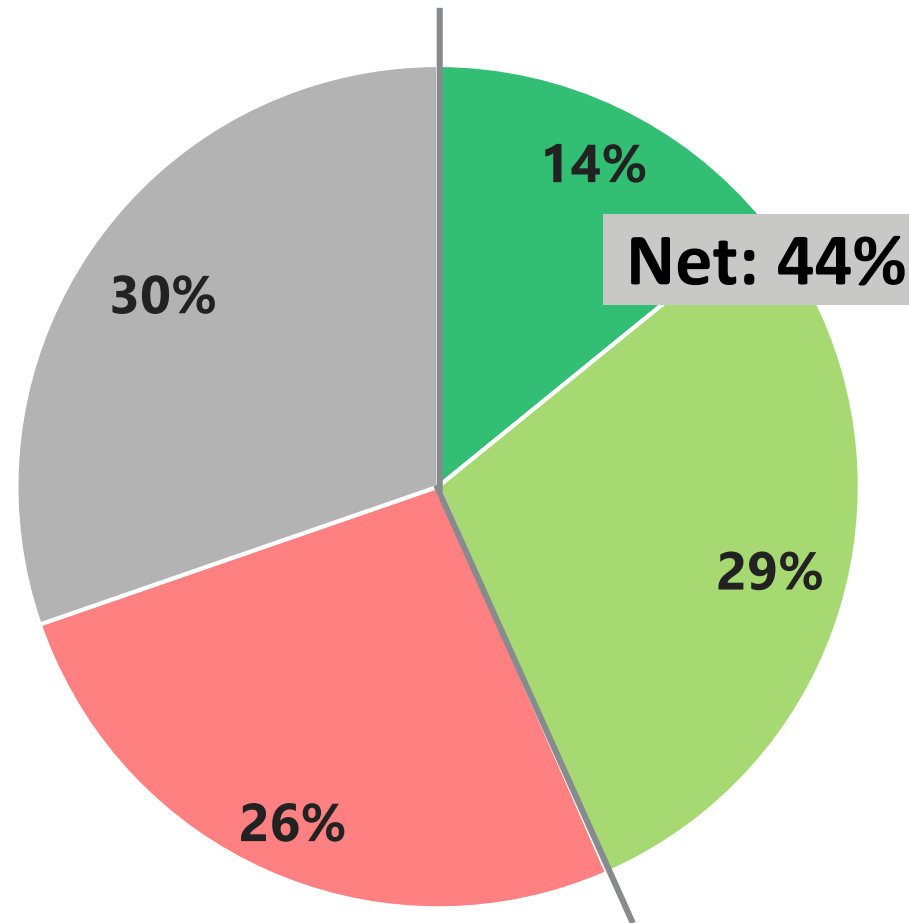
One in seven global consumers (14%) would use a form of transportation with a lower carbon footprint than air travel *even* if it were less convenient or more expensive.

Another two in seven (29%) would do so if it were as convenient or no more expensive than flying.

Combined, they make up 44% of all global consumers.

Choosing a Form of Transportation with a Lower Carbon Footprint

Globally among all adults



I would use a form of transportation with a lower carbon footprint than an airplane (e.g., rail) even if it were less convenient or more expensive than flying

I would use a form of transportation with a lower carbon footprint than an airplane (e.g., rail) only if it were as convenient and no more expensive as flying

I would not choose a form of transportation based on its carbon footprint

Not sure

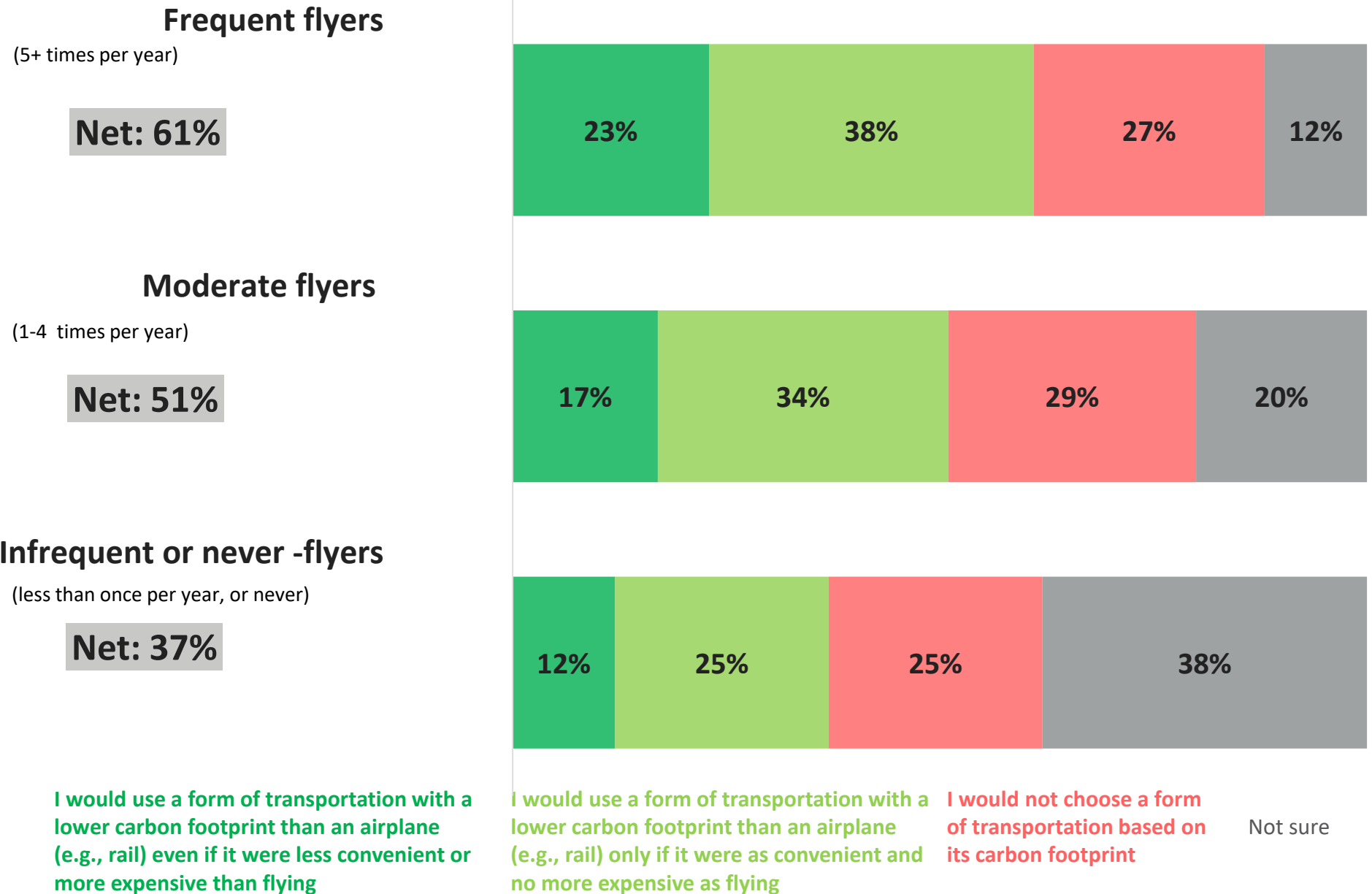


Q. Considering the carbon footprint of commercial airplanes, i.e., their impact on the environment based on the amount of carbon dioxide that they release in the atmosphere, what would you do if you were planning a long-distance trip?

Those who fly frequently (5 times per year or more often) are the most willing to use a lower carbon footprint means of travel, even if it is more costly or less convenient: 23% of them would do so vs. 17% of moderate flyers (1-4 times per year) and 12% of infrequent or never-flyers (less than once per year or never).

Choosing a Form of Transportation with a Lower Carbon Footprint

Globally by flying frequency



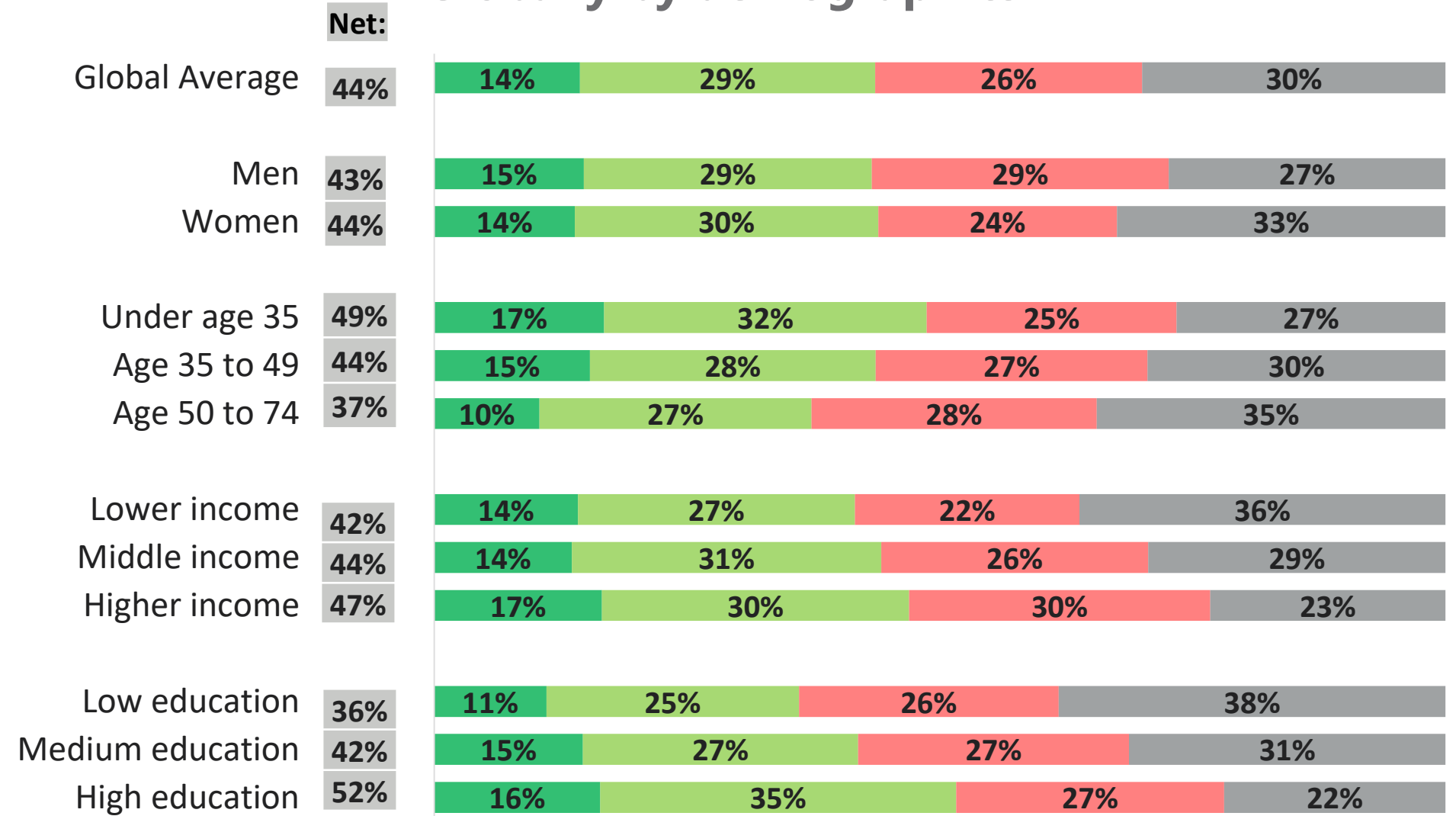
Base: 19,023 online adults under the age of 75 across 27 countries, including 1,537 frequent flyers, 6,822 moderate flyers and 10,664 infrequent/never-flyers



Q. Considering the carbon footprint of commercial airplanes, i.e., their impact on the environment based on the amount of carbon dioxide that they release in the atmosphere, what would you do if you were planning a long-distance trip?

Globally, willingness to use lower carbon-footprint alternatives to air travel is slightly higher among younger and better educated consumers.

Choosing a Form of Transportation with a Lower Carbon Footprint Globally by demographics



I would use a form of transportation with a lower carbon footprint than an airplane (e.g., rail) even if it were less convenient or more expensive than flying

I would use a form of transportation with a lower carbon footprint than an airplane (e.g., rail) only if it were as convenient and no more expensive as flying

I would not choose a form of transportation based on its carbon footprint

Not sure

Base: 19,023 online adults under the age of 75 across 27 countries



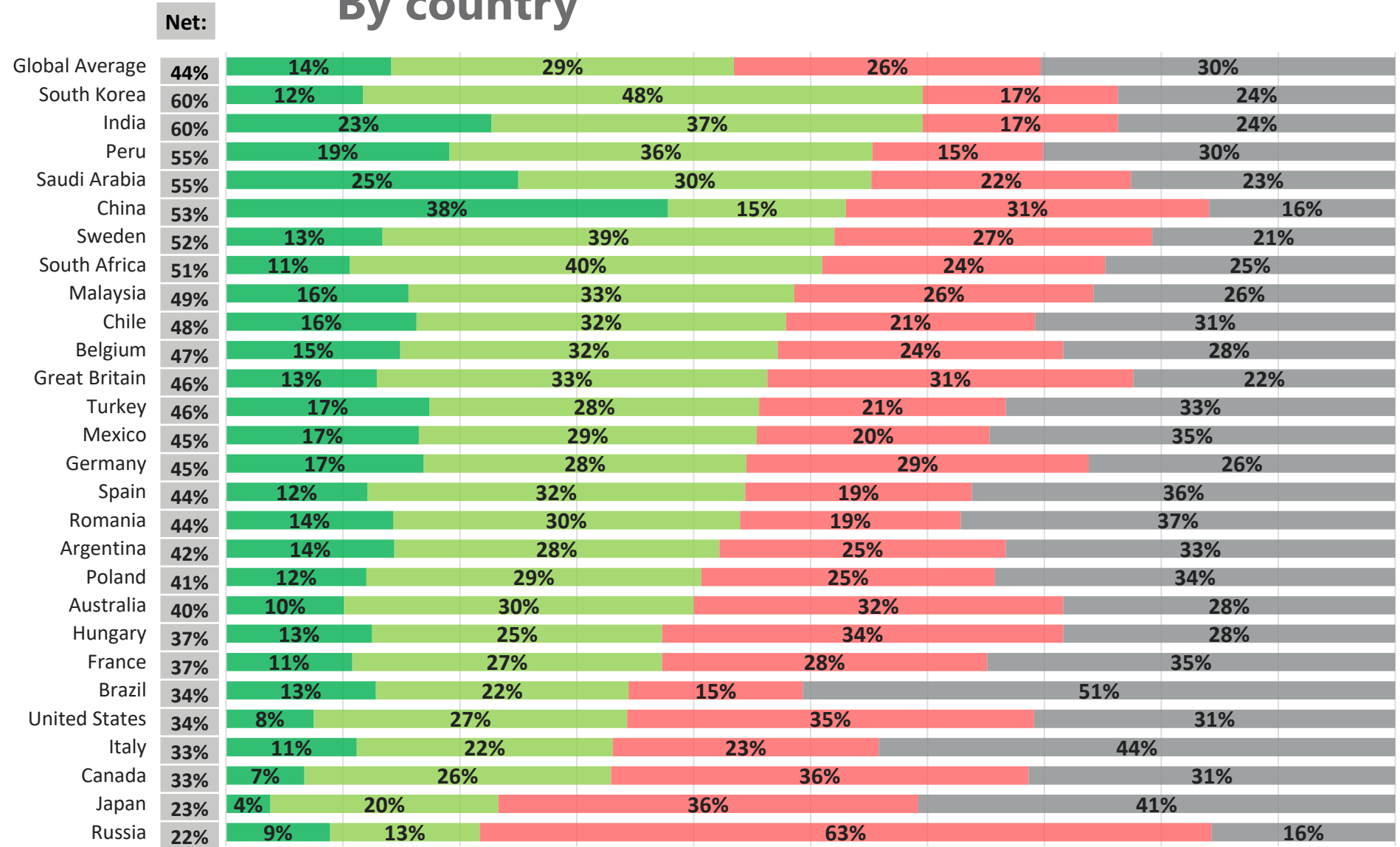
Q. Considering the carbon footprint of commercial airplanes, i.e., their impact on the environment based on the amount of carbon dioxide that they release in the atmosphere, what would you do if you were planning a long-distance trip?

Interest in using travel modes with a lower carbon footprint than airplanes varies widely across countries.

In China, nearly 38% would do so even if it were less convenient or more expensive, compared to just 7% in Canada and 4% in Japan.

Choosing a Form of Transportation with a Lower Carbon Footprint

By country



I would use a form of transportation with a lower carbon footprint than an airplane (e.g., rail) even if it were less convenient or more expensive than flying

I would use a form of transportation with a lower carbon footprint than an airplane (e.g., rail) only if it were as convenient and no more expensive as flying

I would not choose a form of transportation based on its carbon footprint

Not sure

Base: 19,023 online adults under the age of 75 across 27 countries





Trust in the Environmental Commitment of Airlines

Trust in the Environmental Commitment of Airlines

Q. How much trust do you have in:

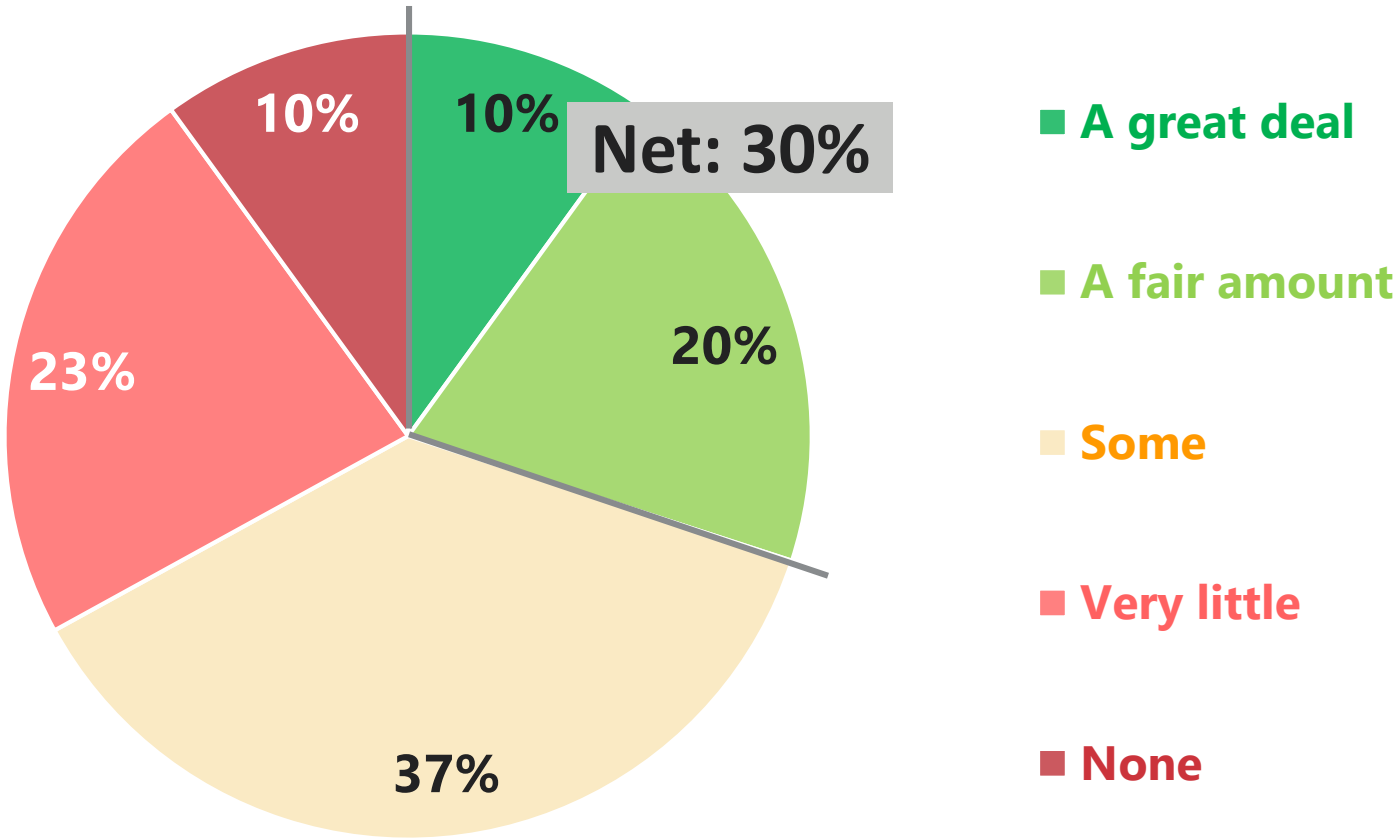
The commitment of commercial airlines to reduce the impact of airplanes on the environment

When it comes to trusting airlines' commitment to reduce their environmental impact, global opinion is divided into three groups with a comparable size :

- Just under a third have a great deal or a fair amount of trust (30%),
- Just over a third have some (37%), and
- One third have very little or no trust (33%).



Globally among all adults



- A great deal
- A fair amount
- Some
- Very little
- None

Base: 19,023 online adults under the age of 75 across 27 countries

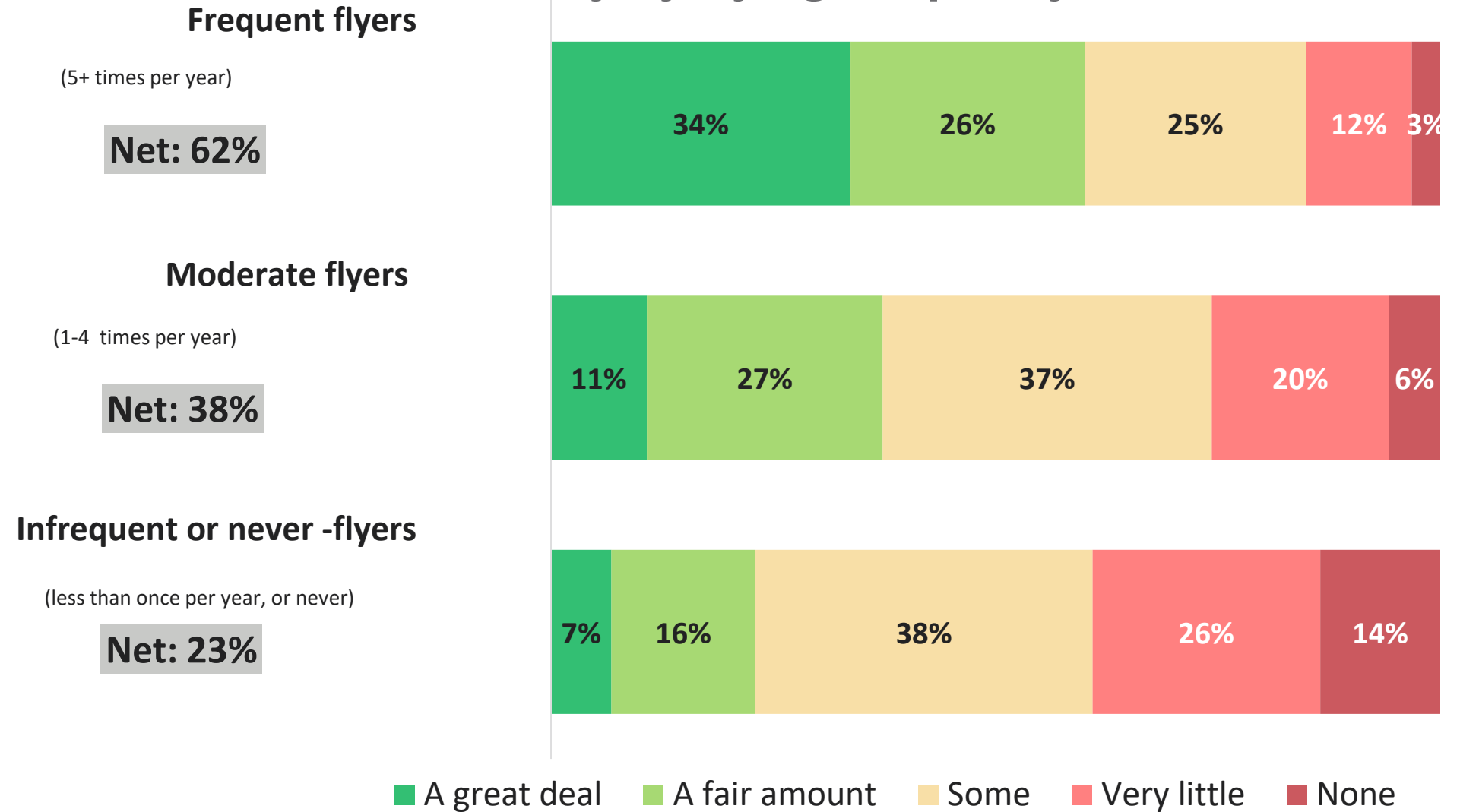
Q. How much trust do you have in:

The commitment of commercial airlines to reduce the impact of airplanes on the environment

The more one flies, the more one tends to trust airlines' environmental commitment: 62% of frequent flyers (those who fly 5+ times per year) have a fair amount or a great deal of trust in the commitment of airlines to reduce airplanes' impact on the environment vs. 38% of moderate flyers (1-4 times per year) and just 23% of infrequent or never-flyers (less than once per year or never).

Trust in the Environmental Commitment of Airlines

Globally by flying frequency



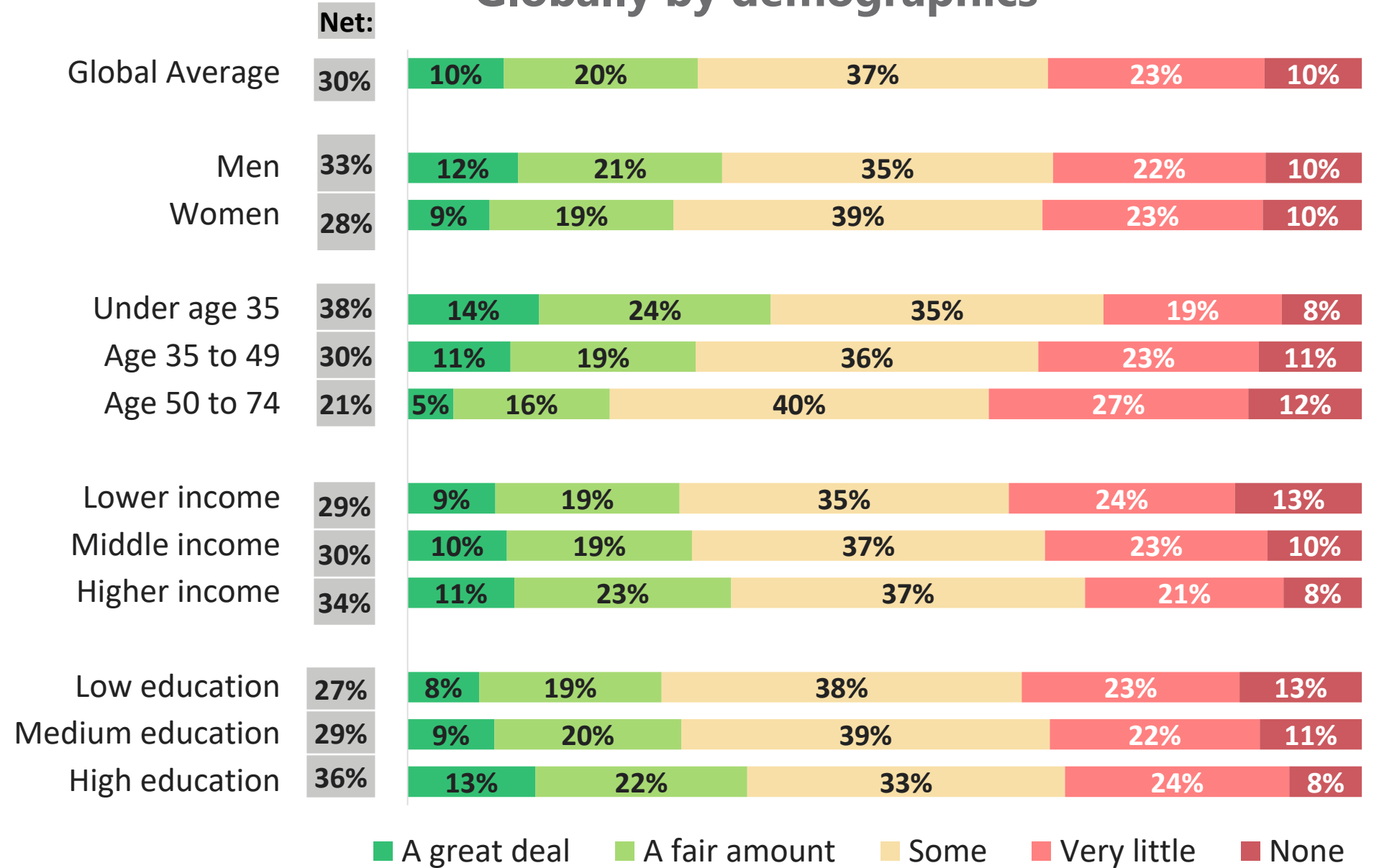
Q. How much trust do you have in:

The commitment of commercial airlines to reduce the impact of airplanes on the environment

Trust in the commitment of commercial airlines to reduce the impact of planes on the environment varies most by age. Almost 4 in 10 adults under 35 trust airlines' environmental commitment (38%) vs. 3 in 10 of those aged 35-49 (30%), and 2 in 10 of those aged 50-74 (21%).

Men tend to trust airlines' commitment more than do women (33% vs. 28%) and better educated consumers more than those with a medium or low education level (36% vs. 29% and 27%, respectively).

Trust in the Environmental Commitment of Airlines Globally by demographics



Base: 19,023 online adults under the age of 75 across 27 countries

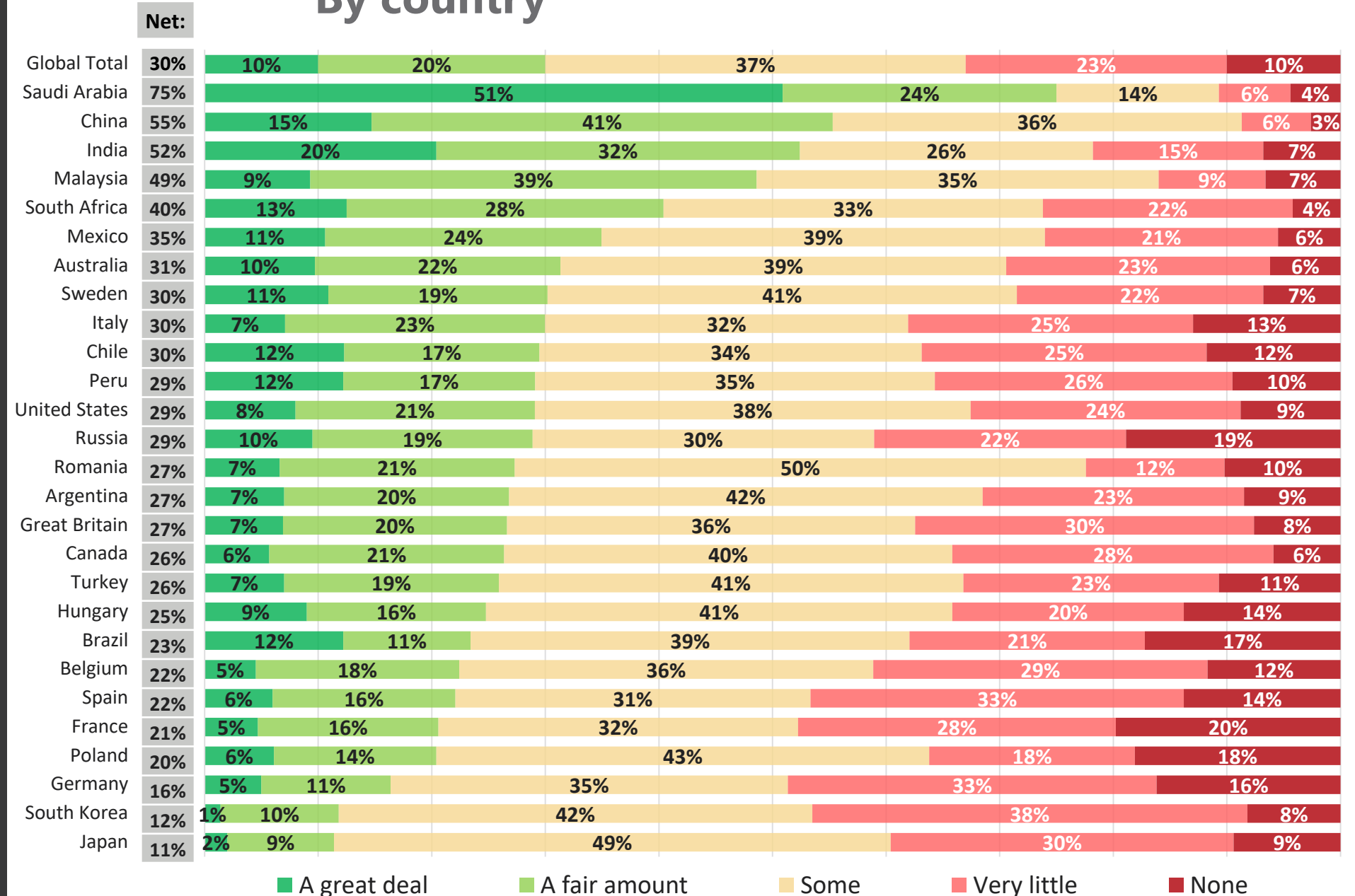
Q. How much trust do you have in:

The commitment of commercial airlines to reduce the impact of airplanes on the environment

Trust in the commitment of commercial airlines to reduce the environmental impact of airplanes is highest in Saudi Arabia (75% have fair amount or a great deal of it), China (55%), India (52%), and Malaysia (49%). It is lowest in Japan (11%) and South Korea (12%).

In Germany, France, Spain, and South Korea, nearly half of adults have very little or no trust in it.

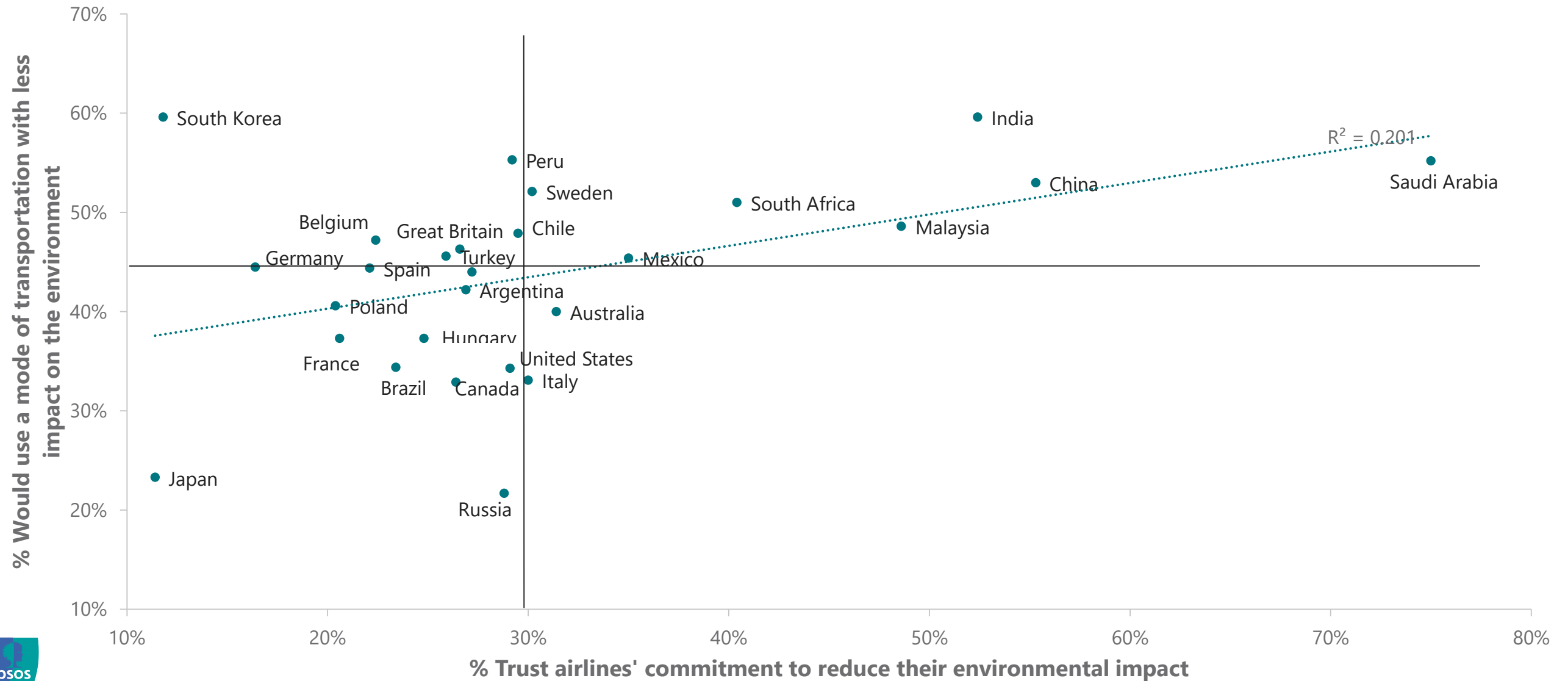
Trust in the Environmental Commitment of Airlines By country



Base: 19,023 online adults under the age of 75 across 27 countries



Consideration of lower-carbon footprint alternatives to air travel tends to be higher in countries more trusting of airlines' commitment to reduce their impact





Trust in Airlines' Ability To Reduce their Impact on the Environment

Trust in Airlines' Ability to Reduce their Environmental Impact

Q. How much trust do you have in:

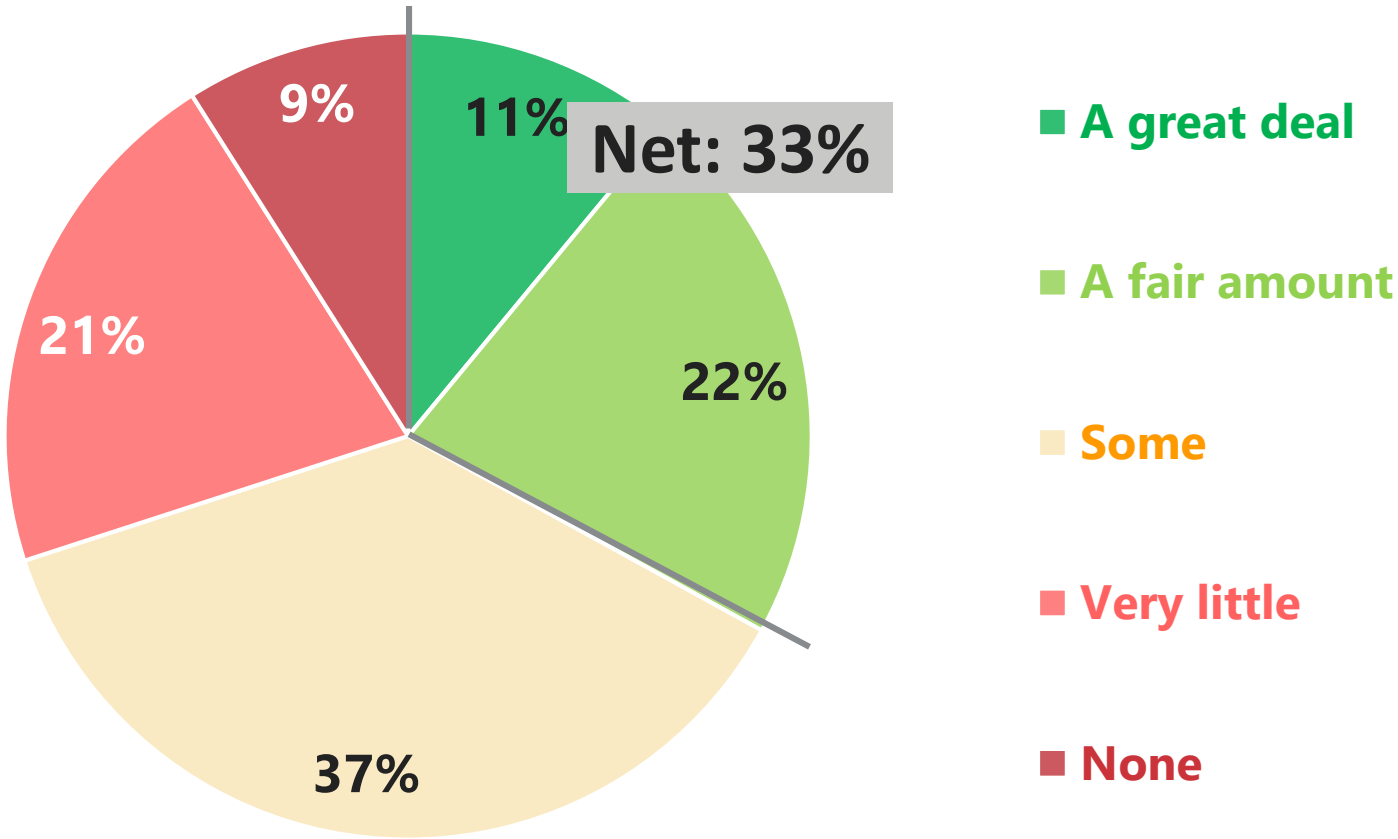
The ability of commercial airlines to find and implement solutions to reduce their impact on the environment

As is the case regarding airlines' commitment, global opinion is split into three groups of comparable size when it comes to trusting the airlines' ability to reduce their environmental impact:

- One third have a great deal or a fair amount of trust in their ability to do so (33%),
- Just over a third have some trust (37%), and
- Nearly one third have very little or no trust (30%).



Globally among all adults



Base: 19,023 online adults under the age of 75 across 27 countries

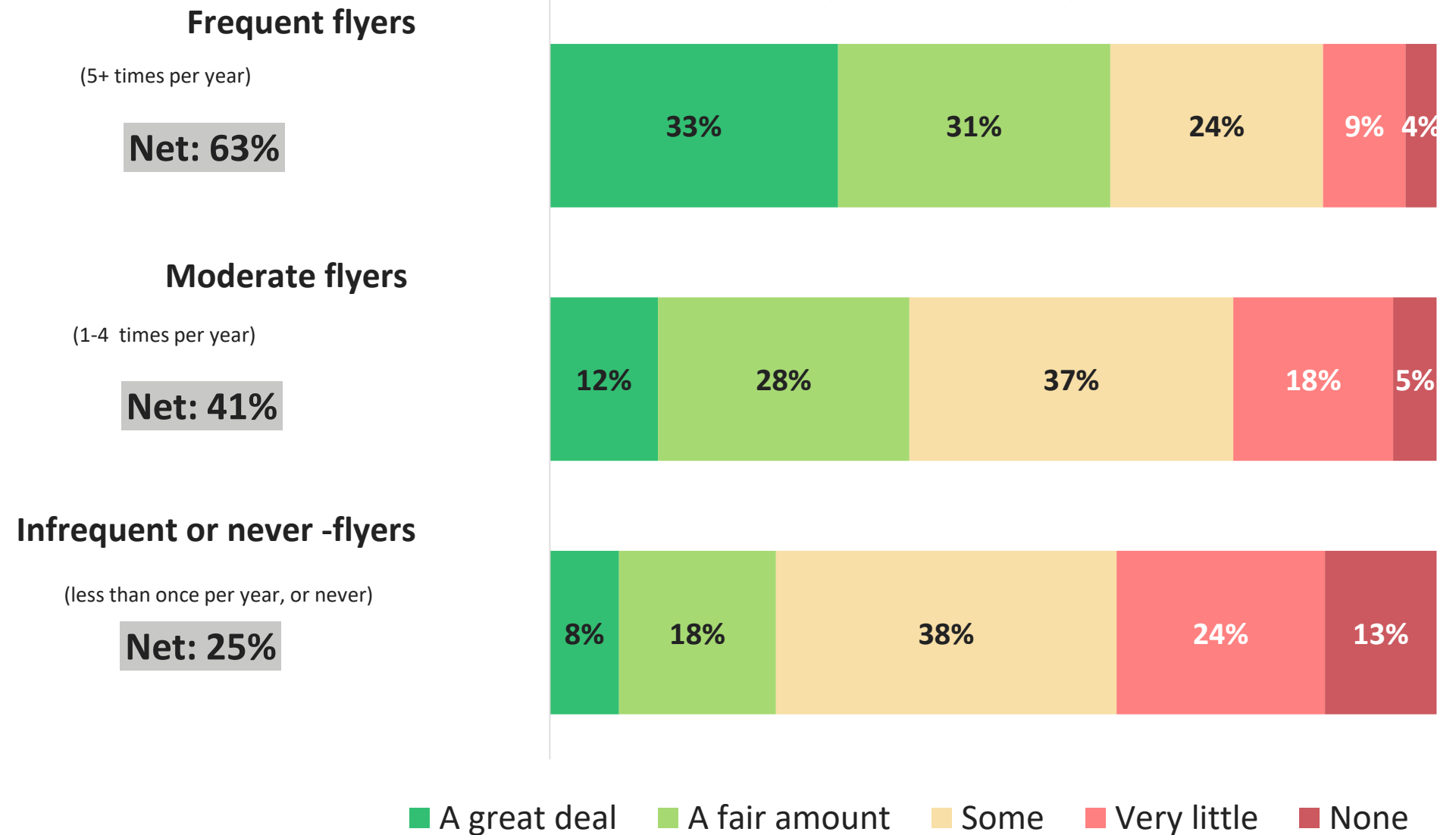
Q. How much trust do you have in:

The ability of commercial airlines to find and implement solutions to reduce their impact on the environment

Frequent flyers are much likely to have a fair amount or a great deal of trust in airlines' ability to reduce their environmental impact (63% do) than are moderate flyers (41%) and infrequent or never-flyers (25%).

Trust in Airlines' Ability to Reduce their Environmental Impact

Globally by flying frequency



Base: 19,023 online adults under the age of 75 across 27 countries, including 1,537 frequent flyers, 6,822 moderate flyers and 10,664 infrequent/never-flyers

Q. How much trust do you have in:

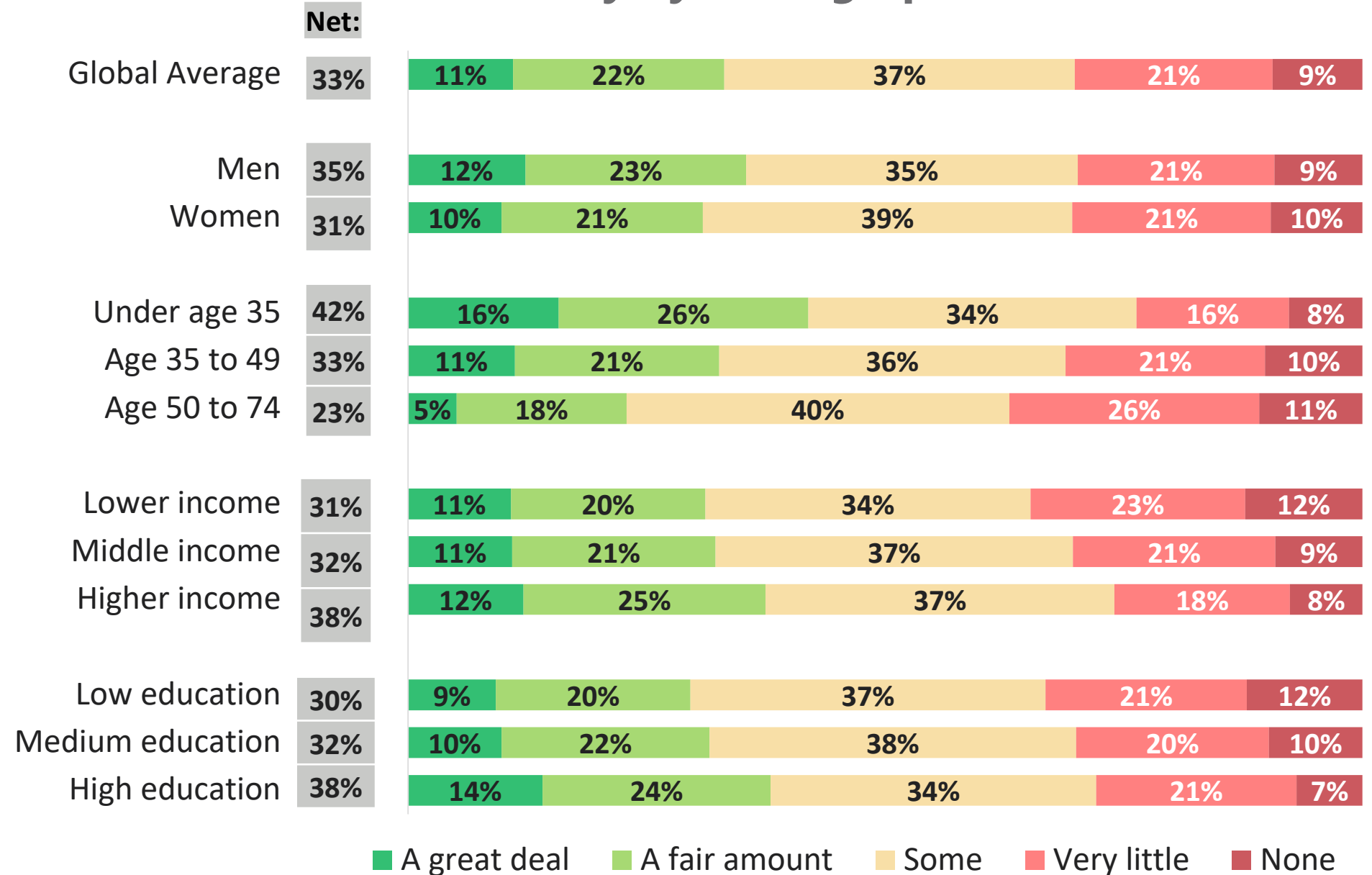
The ability of commercial airlines to find and implement solutions to reduce their impact on the environment

Globally, people under 35 are the most likely to have at least a fair amount of trust in commercial airlines' ability to reduce their impact on the environment (42% do vs. 33% of those aged 35-49 and 23% of those aged 50-74).

Trust is also more prevalent among men (35% vs. 31% among women) and among the more educated (38% vs. 32% and 30%, respectively, among those with a middle or low education level.)



Trust in Airlines' Ability to Reduce their Environmental Impact Globally by demographics



Base: 19,023 online adults under the age of 75 across 27 countries

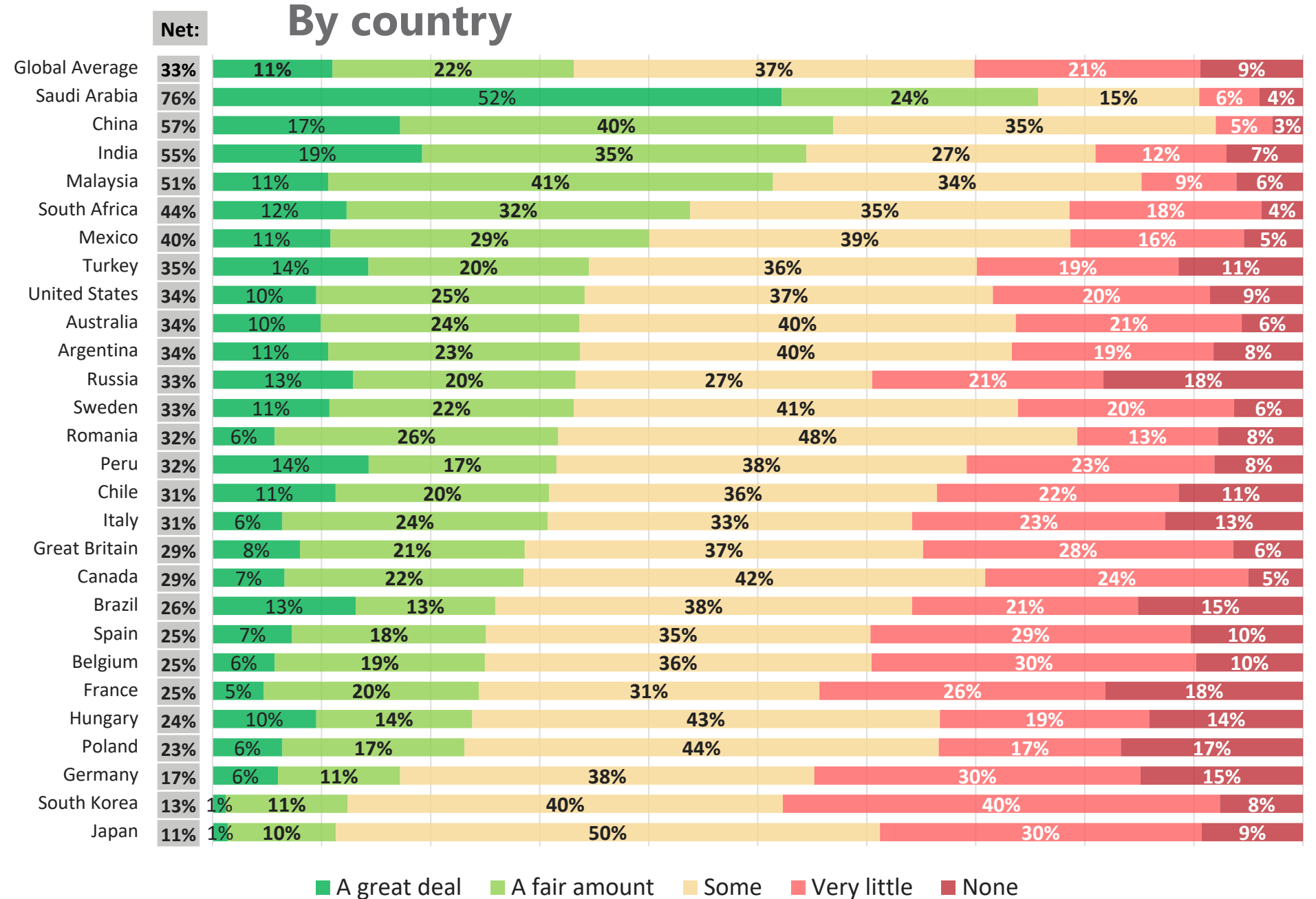
Q. How much trust do you have in:

The ability of commercial airlines to find and implement solutions to reduce their impact on the environment

Trust in the commercial airlines' ability to reduce the environmental impact of airplanes is highest in Saudi Arabia (76% have fair amount or a great deal of trust), China (57%), India (55%), and Malaysia (51%). It is lowest in Japan (11%) and South Korea (13%).

More than four in ten adults in South Korea, Germany, and France have very little or no trust in it.

Trust in Airlines' Ability to Reduce their Environmental Impact



Base: 19,023 online adults under the age of 75 across 27 countries



- These are the findings of a 27-country Ipsos survey for the World Economic Forum conducted via Ipsos’s Global Advisor online survey platform between June 21 and July 5, 2019.
- For this survey, Ipsos interviewed a total of 19,023 adults aged: 19-74 in South Korea; 18-74 in Canada, China (mainland), Malaysia, South Africa, Turkey, and the United States; and 16-74 in all other markets.
- The sample consists of 1000+ individuals in each of Australia, Brazil, Canada, China (mainland), France, Germany, Great Britain, Italy, Japan, Spain, and the United States, and 500+ in each of Argentina, Belgium, Chile, Hungary, India, Malaysia, Mexico, Peru, Poland, Romania, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey.
- The survey data have been weighted so that each market’s sample composition best reflects the demographic profile of the adult population according to the market’s most recent census data. Data collected each month are also weighted to give each market an equal weight in the total “global” sample.
- Online surveys can be taken as representative of the general adult population under the age of 75 in Argentina, Australia, Belgium,

Canada, France, Germany, Great Britain, Hungary, Italy, Japan, Poland, South Korea, Spain, Sweden, and the United States. Online samples in Brazil, Chile, China (mainland), India, Malaysia, Mexico, Peru, Romania, Russia, Saudi Arabia, South Africa and Turkey are more urban, more educated and/or more affluent than the general population and the results should be viewed as reflecting the views of a more “connected” population

- Sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error. The precision of the Ipsos online polls is measured using a Bayesian Credibility Interval. The credibility interval around percentages based on single-month data is of +/- 3.5 percentage points for markets where the monthly sample is 1,000+ and +/-4.8 points for markets where the monthly sample is 500+. Click here for more information on the Ipsos use of [credibility intervals](#).
- Where results do not sum to 100 or the “difference” appears to be +/- 1 more/less than the actual value, this may be due to rounding, multiple responses, or the exclusion of don't knows or not stated responses.