

Eyes On:
Greener Skies

United States Edition

ALTHOUGH AMERICANS ARE LESS CONCERNED ABOUT EMISSIONS THAN OTHER COUNTRIES, THEY WOULD PAY MORE FOR CLEANER AIR TRAVEL, AND SOME WOULD CONSIDER RIDING ELECTRIC PLANES.

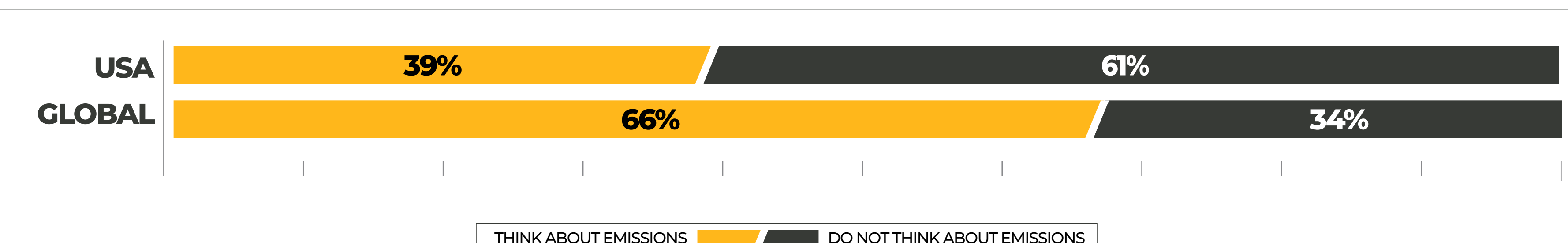
STAYING AIRBORNE

WHEN ASKED TO RANK THE ACTIONS THEY'D TAKE TO REDUCE THEIR CARBON FOOTPRINT, MOST RESPONDENTS PREFER NOT TO LIMIT THEIR AIR TRAVEL. HERE'S HOW CARBON FOOTPRINT REDUCTION OPTIONS RANK:



Americans are not willing to budge on air travel, meaning airlines need greener alternatives, such as electric aircraft, to slash flight emissions.

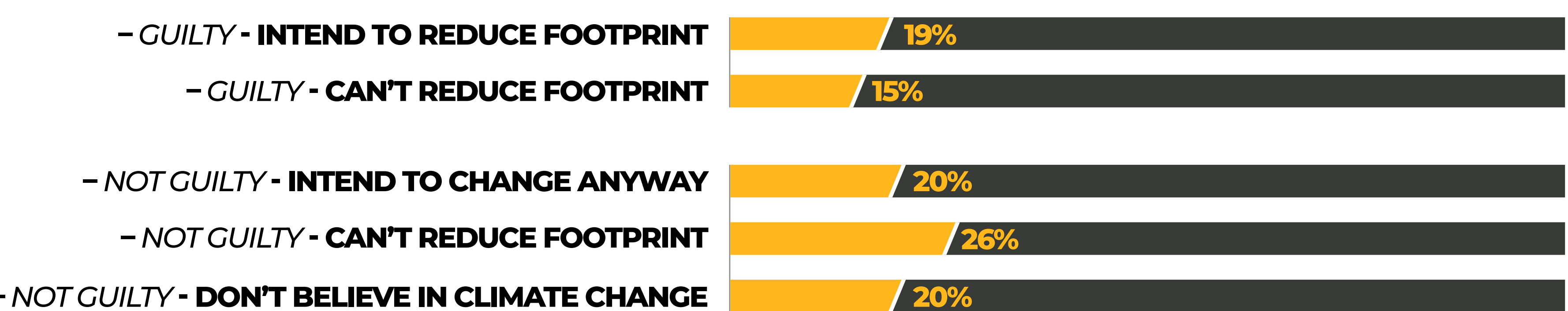
IS AMERICA MINDFUL OF EMISSIONS?



More than one-third of Americans consider emissions when they travel. This lies in stark contrast with most of the world's respondents — including 89% in India and 85% in China — who keep emissions in mind when traveling.

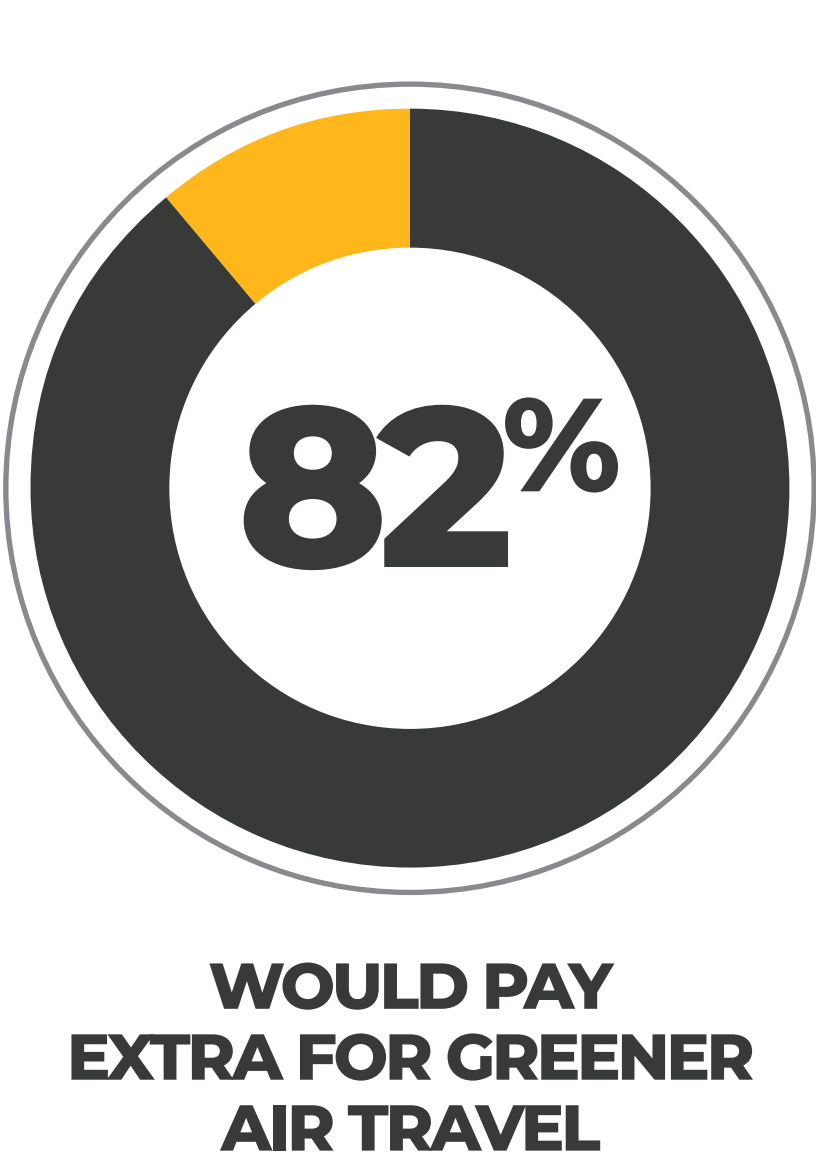
GUILTY TRIP

DO AMERICANS FEEL GUILTY ABOUT THEIR AIR TRAVEL FOOTPRINT?



34% of U.S. of respondents feel guilty about their air travel footprint — and nearly 40% of respondents intend to reduce it. But emissions weigh heavier on respondents from other countries, where 52% said they feel guilty about their air travel footprint.

MAKING A BIG DIFFERENCE AT A SMALL PRICE



MOST OF THOSE SURVEYED ARE COMFORTABLE WITH PAYING AN ADDITIONAL

1-10%

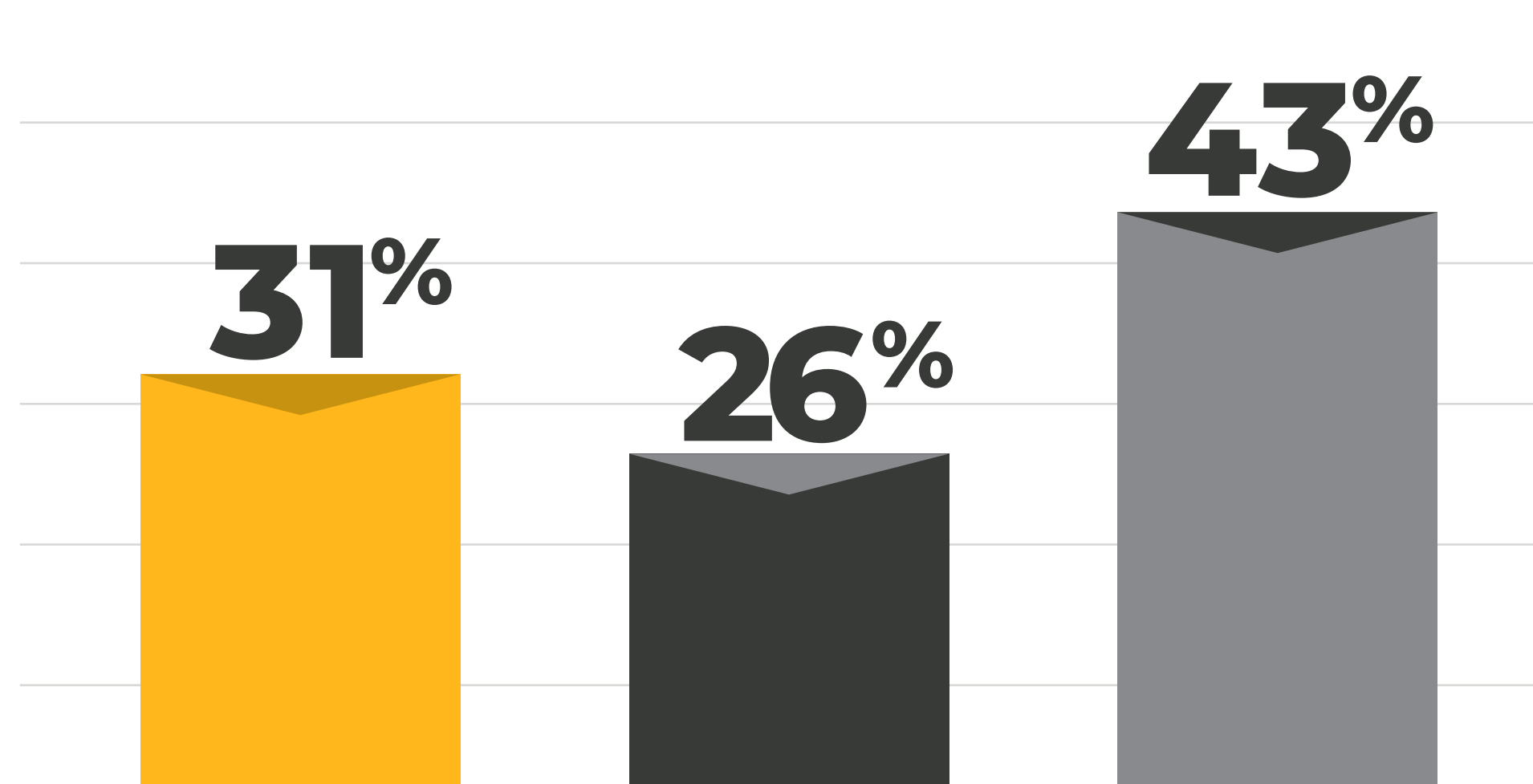
WITH

38%

SELECTING THIS OPTION

FLY THE ELECTRIC SKIES

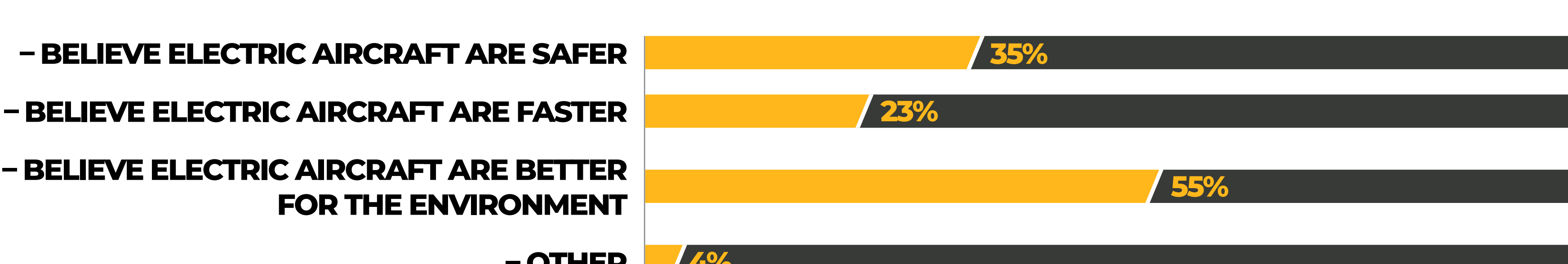
80% OF AMERICANS HADN'T HEARD ABOUT ELECTRIC AIRPLANES PRIOR TO TAKING THIS SURVEY. AFTER LEARNING ABOUT ELECTRIC AIRPLANES, WOULD THEY CONSIDER BOARDING ONE?



While a significant portion of American respondents would consider flying on an electric aircraft, most are skeptical, especially when compared to other countries surveyed. In fact, about 50% of global respondents (excluding the U.S.) said they would consider flying on an electric airplane.

MAIN MOTIVATORS WHY FLY ELECTRIC?

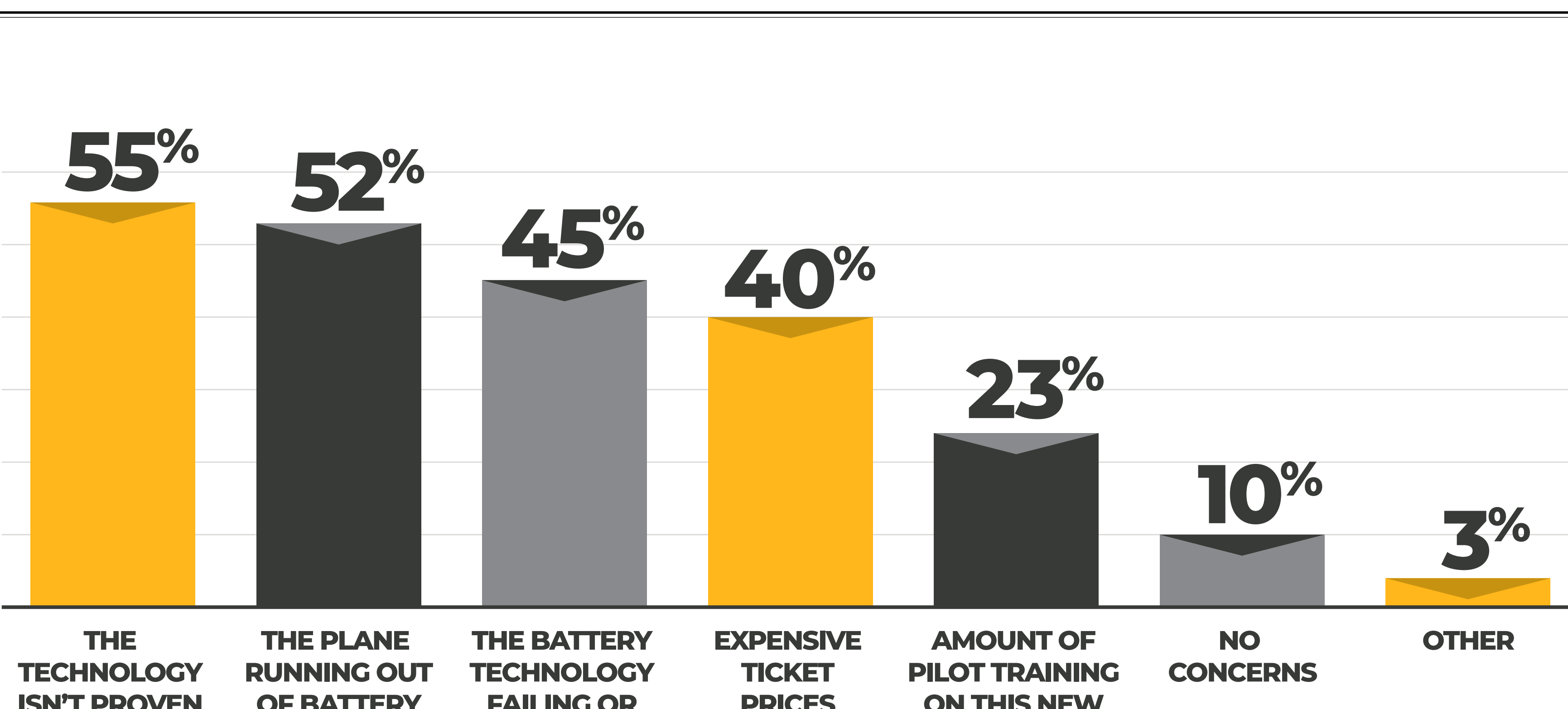
WHEN ASKED WHY THEY WOULD CONSIDER FLYING IN AN ELECTRIC AIRPLANE, RESPONDENTS COULD SELECT ALL REASONS THAT APPLIED.



More than half of Americans believe electric aircraft are better for the environment. They were also more likely to believe electric aircraft are safer when compared to the U.K. (30%), DACH (25%), France (31%) and Sweden (16%).

BARRIERS TO BOARDING

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



Nine out of ten Americans have some concerns about riding an electric airplane. More than half of American respondents are concerned about electric aircraft technology and the battery power.