

Civil Aviation Authority

UK Aviation Consumer Survey

Wave 9 (Winter 2020)

Aviation and the Environment Report



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Savanta

Background and method

The Civil Aviation Authority (CAA) has re-commissioned Savanta ComRes, an independent research organisation, to conduct the ninth wave of its bi-annual consumer research tracking study. The research is used by the CAA to develop a deeper understanding of UK consumers’ flying behaviours and their attitudes towards the aviation industry. This research programme is carried out in accordance with the requirements of the international quality standard for market research and will inform the CAA’s policy and strategy as it regulates the aviation market.

Methodology



Sample

A total of 3,504 interviews were conducted with a demographically representative sample of UK adults (18+).



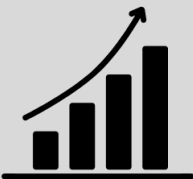
Method

Interviews were conducted online and over the telephone.



Fieldwork dates

13th Nov – 8th Dec 2020



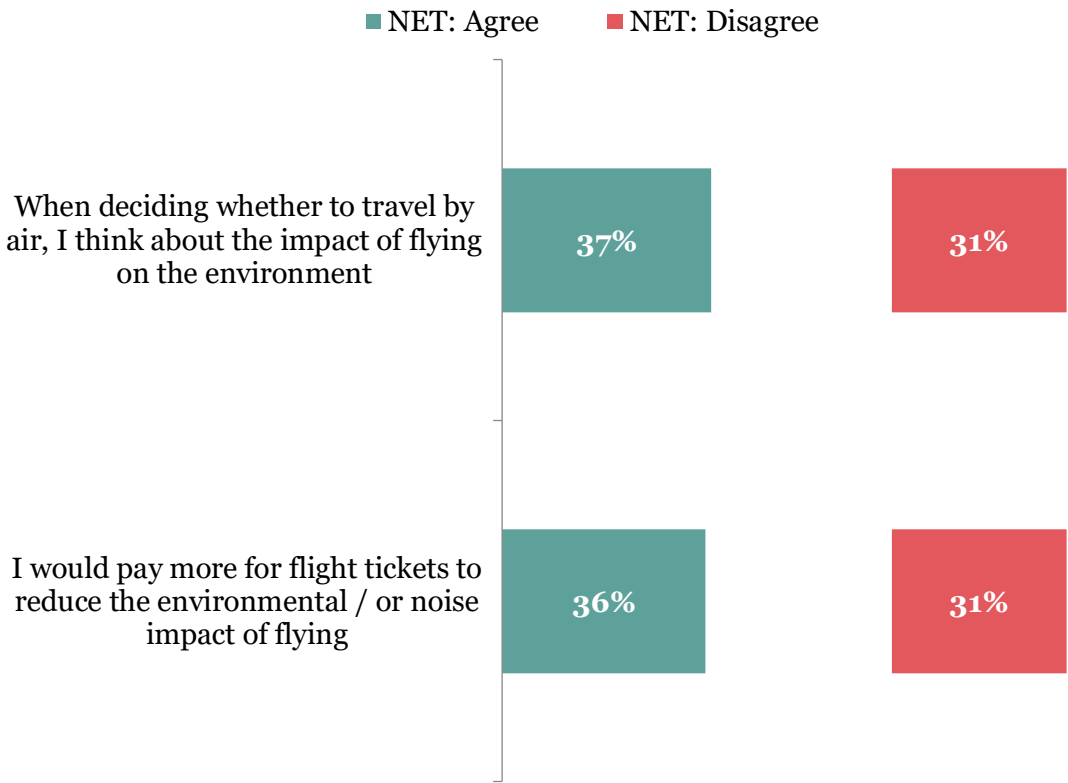
Interpretation

With a sample size of 3,504 the margin of error on results at a 95 per cent confidence level is ± 1.66
Findings marked with an asterisk (*) indicate a low base size. These results should be treated with caution.

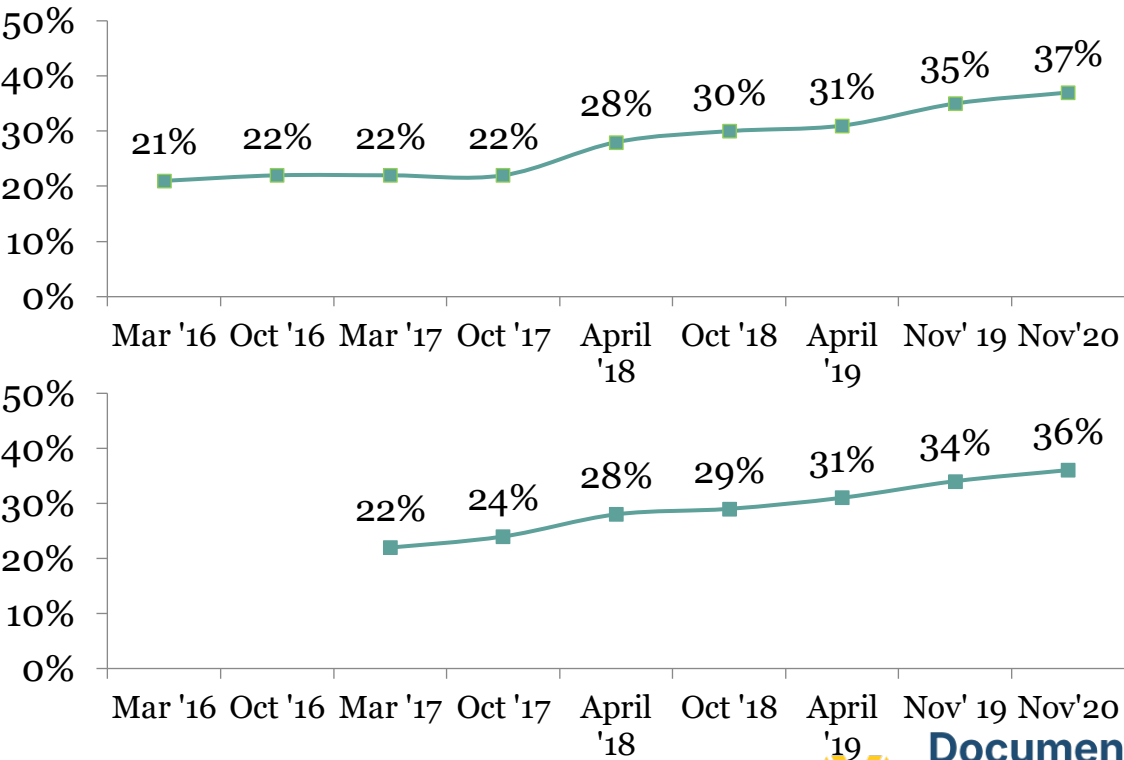
UK adults are more likely than ever before to say they think about the environmental impact when travelling by air, or that they would pay more to reduce the environmental impact of flying

Environmental attitudes

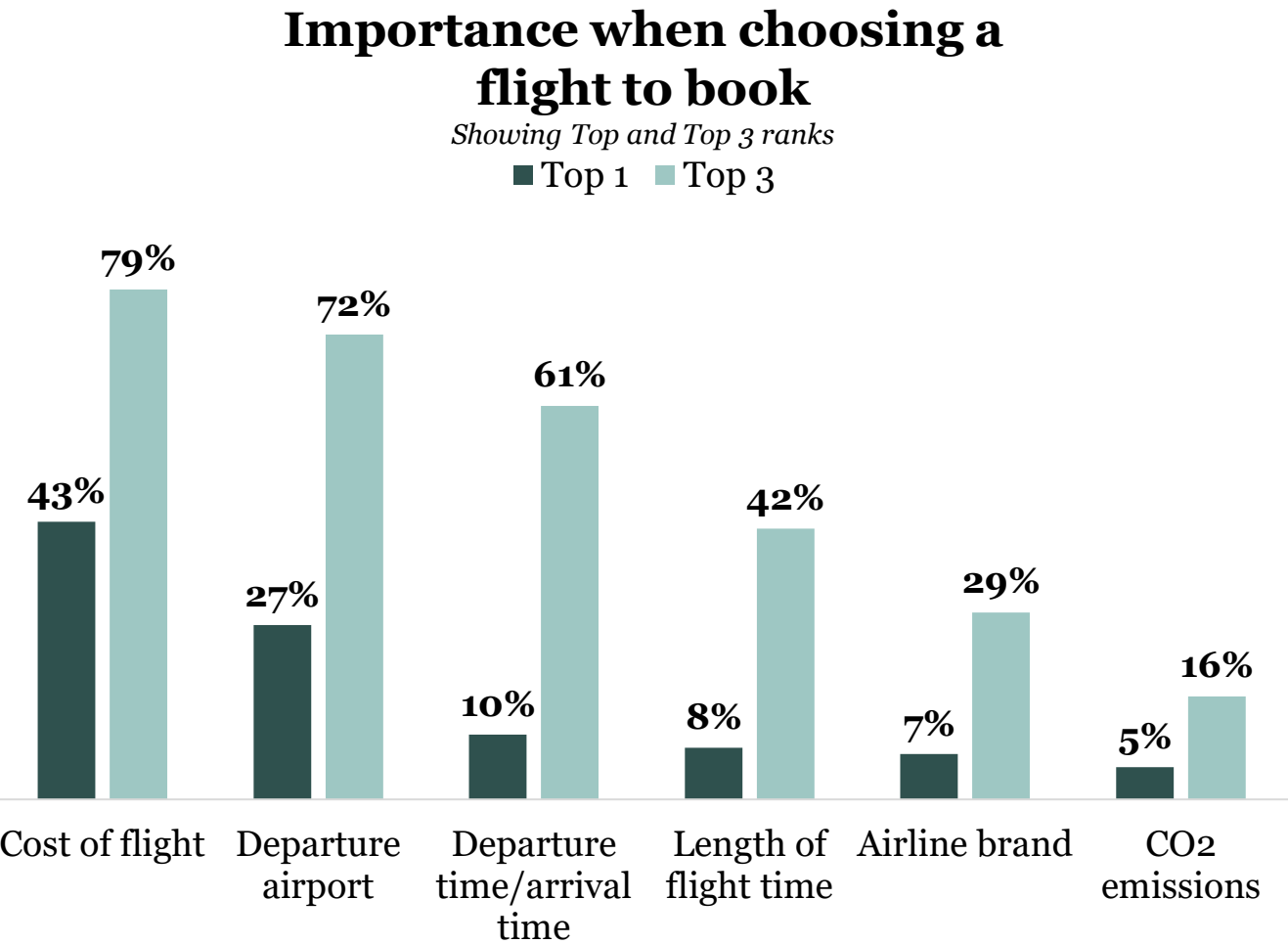
All respondents



Environmental attitudes – NET: Agree over time



Cost of flight is the most important factor for many when choosing which flight to book, while just one in six rank CO2 emissions in their top 3 factors



Four in five (79%) respondents rank cost of flight in their top three, with two in five (43%) placing it as their top factor when choosing a flight to book.

Just one in twenty (5%) say CO2 emissions are their top ranked factor, with one in six (16%) placing it in their top 3. However a quarter (27%) of those aged 18-34 place CO2 emissions in their top 3 ranked factors.

A quarter of respondents say the first thing they think of when they think of “environment” in the context of aviation is air pollution/pollution

Associations with environment in aviation

Showing responses mentioned in at least 5% of responses

