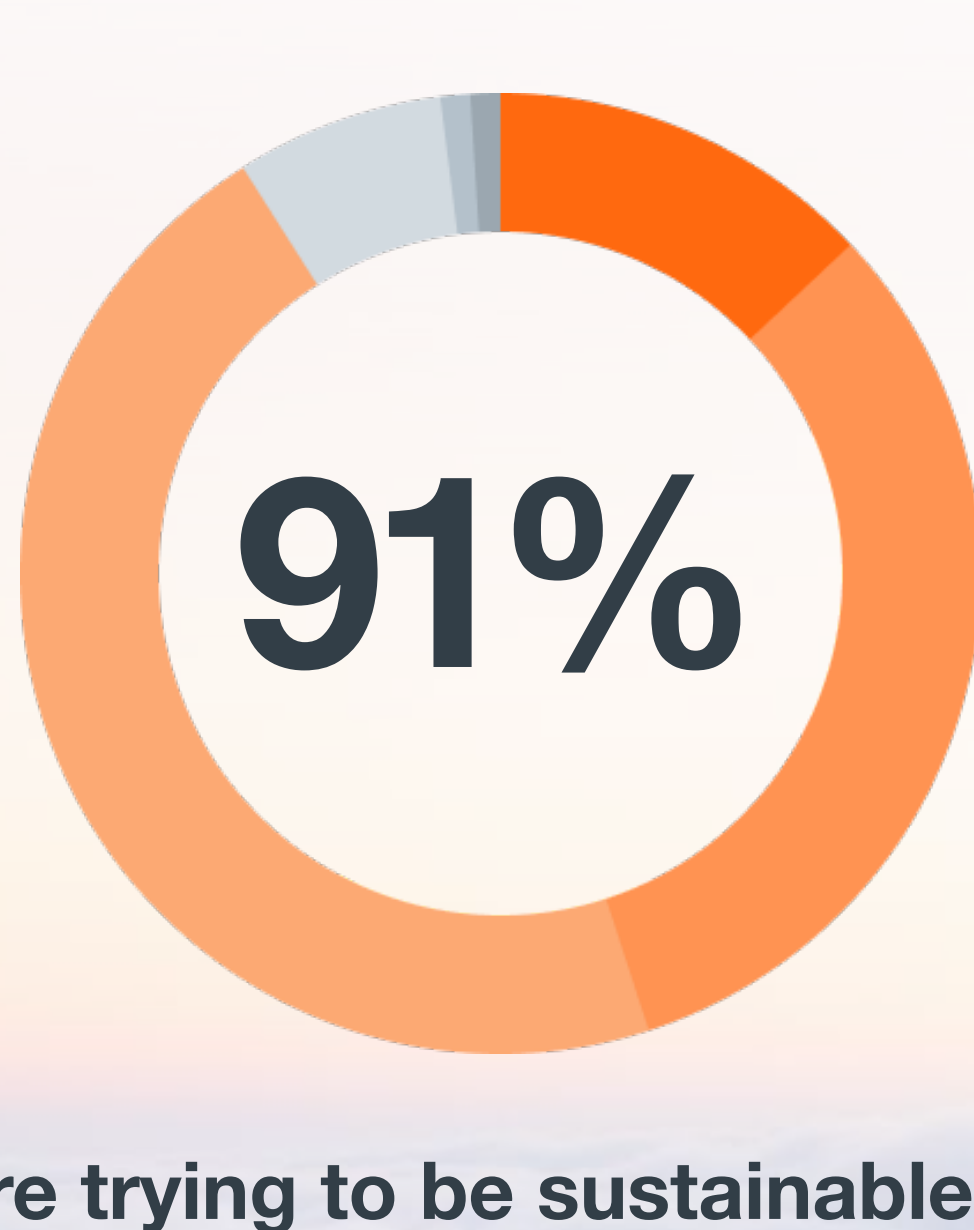


# Open the world more sustainably



As global focus on sustainable living grows ever larger, many Brits are following suit. But in general, we also love travelling. Are these two behaviours mutually exclusive, or is there perhaps a significant number of people who want to travel - but more sustainably?

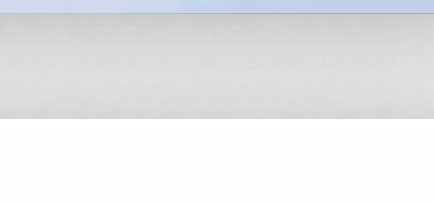
This report gauges how Brits perceive sustainable travel. One of its conclusions is that Brits want to be able to travel more sustainably - they're simply lacking clear information on how to do so.



91% are trying to be sustainable in their daily lives

To what extent are you trying to live sustainably? (e.g. by recycling, sorting your waste, avoiding plastic, choosing alternatives to flying, etc.)

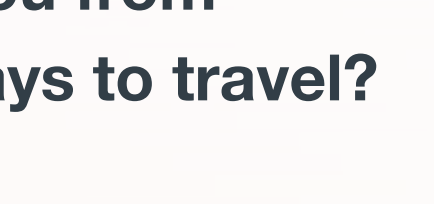
- 13% To a very great extent
- 32% To a great extent
- 46% To some extent
- 7% To a small extent
- 1% Not at all
- 1% Don't know



67% think about the environmental impact they make when flying

To what extent do you think about the environmental impact you make when you fly?

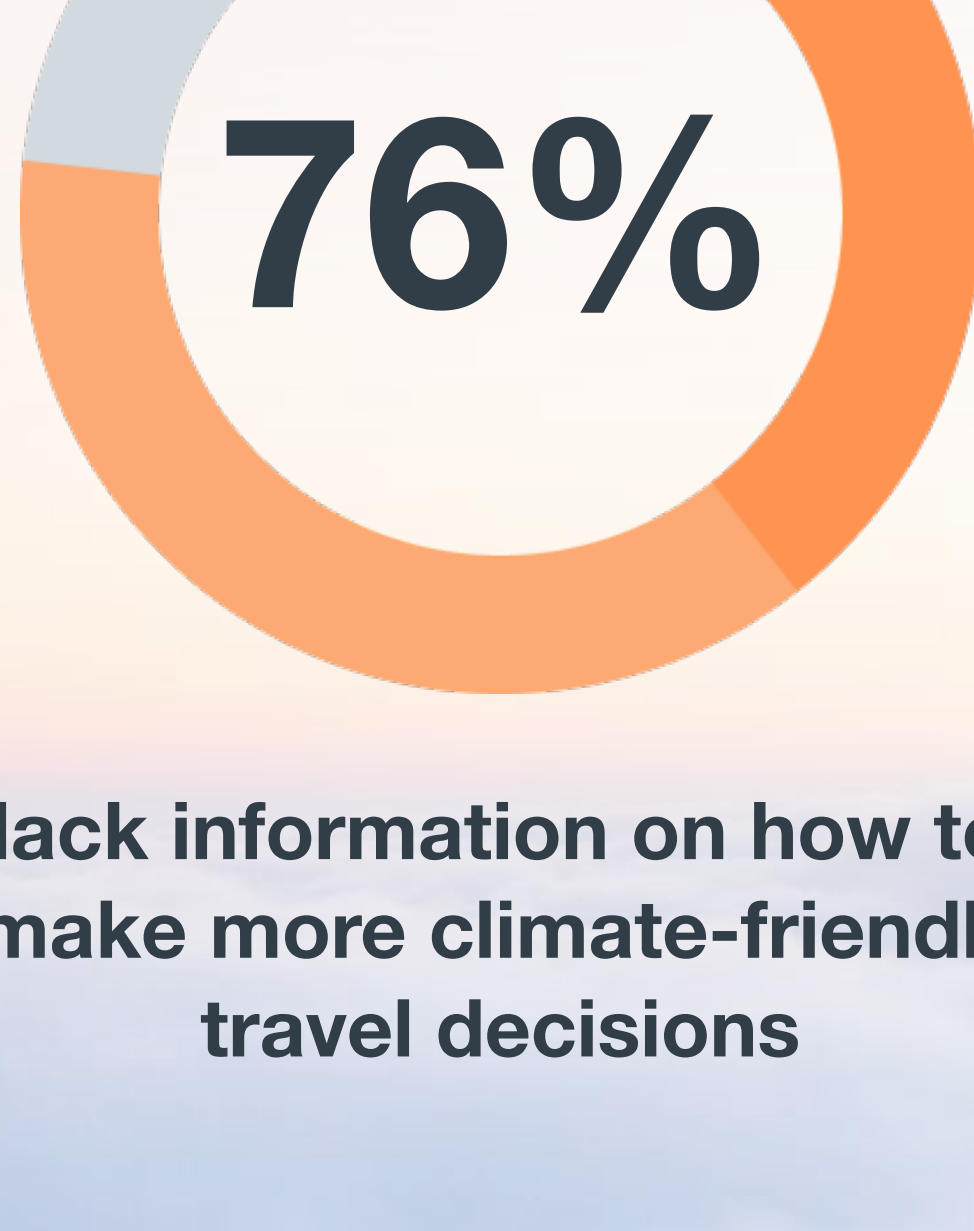
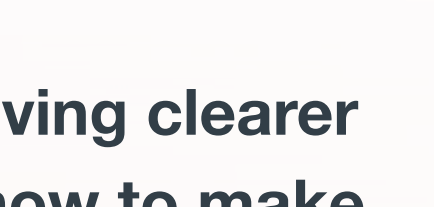
- 11% To a very great extent
- 24% To a great extent
- 32% To some extent
- 17% To a small extent
- 16% Not at all
- 1% Don't know



41% say it's too expensive to travel more sustainably

What is primarily preventing you from choosing more sustainable ways to travel? Choose up to two answers.

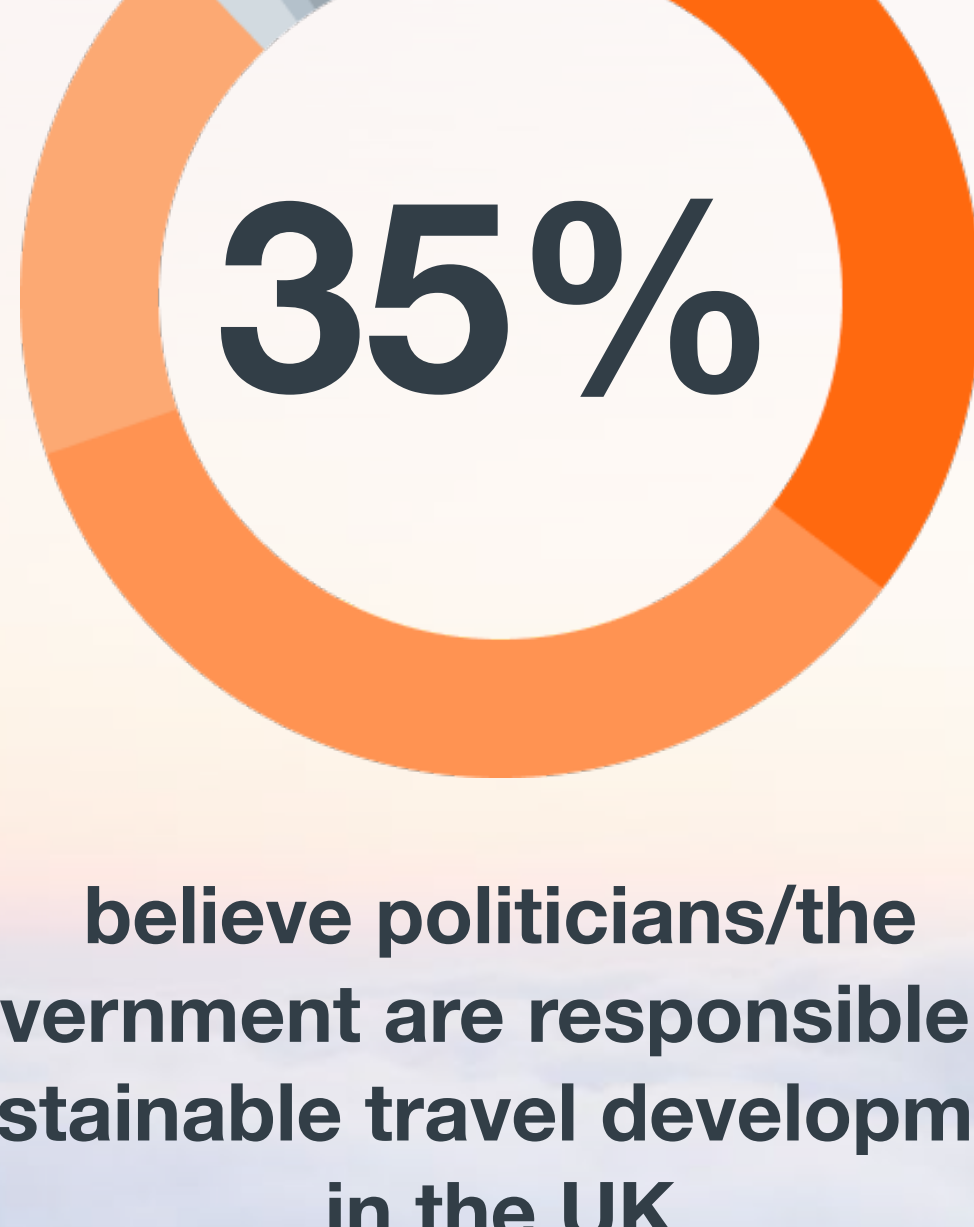
- 41% Price - it's too expensive
- 35% Travel time - it's too time-consuming
- 22% Lack of information - I don't know how to travel in a more climate-friendly manner
- 22% Convenience - it's inconvenient
- 3% Other
- 12% Nothing - I already choose more climate-friendly ways to travel
- 3% I would never choose more climate-friendly ways to travel
- 4% Don't know



76% lack information on how to make more climate-friendly travel decisions

To what extent do you miss having clearer information and guidance on how to make more climate-friendly choices when you travel?

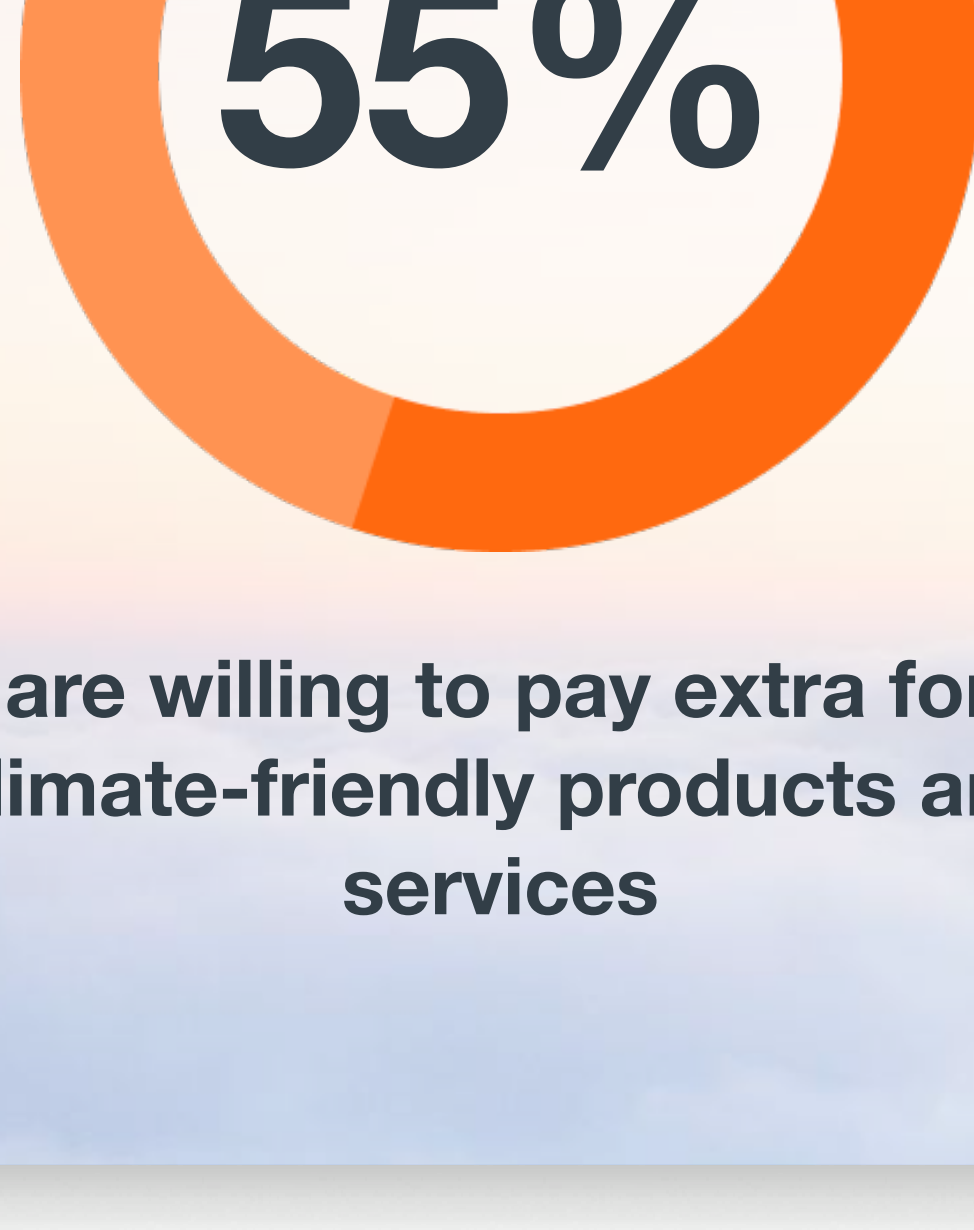
- 12% To a very great extent
- 27% To a great extent
- 37% To some extent
- 9% To a small extent
- 10% Not at all
- 4% Don't know



35% believe politicians/the government are responsible for sustainable travel development in the UK

Who do you believe has the primary responsibility for ensuring sustainable development in the travel industry in the United Kingdom?

- 35% Politicians and the government (e.g. by dedicating more money for research into sustainable transportation)
- 34% Businesses and organisations (e.g. by offering more sustainable solutions to customers)
- 18% Consumers (e.g. by flying less or choosing destinations closer to home)
- 2% Non-profit organisations (e.g. by raising awareness on the matter)
- 1% Other
- 9% Don't know



55% are willing to pay extra for climate-friendly products and services

Are you willing to pay extra for products and services that are more climate-friendly?

- 55% Yes
- 30% No
- 15% Don't know



Behind the survey: 1,040 Brits aged 18-75 who match the population of the UK in age, gender and geography completed the survey. Data collection took place from 21-24 October 2019 via an e-survey on Cint's panels.

This survey is part of KAYAK's efforts to create transparency on the impact that different forms of travel have on the environment and show travellers ways to travel more sustainably.

