

# Sustainability in Air Travel report



October 2021

# Understanding how travel attitudes have changed over the course of the pandemic.

Are travellers willing to pay a higher price for more sustainable travel?

## Introduction

Over the last 18 months, everything has changed, and that includes people's attitudes towards sustainability – both in their everyday lives and when it comes to how they travel. This research was conducted to better understand how the pandemic has impacted people's attitudes and behaviour around more responsible air travel.

*"Reaching net-zero greenhouse gas emissions is going to be a herculean task. The global pandemic has exposed the challenges of achieving global cooperation in pursuit of a common goal, so it won't be easy for governments and the travel industry to achieve their ambitious environmental goals. But peoples' support for that goal is widespread. Large proportions of society across all researched countries show great awareness of sustainability issues and an ever-growing interest in travelling more sustainably. The research suggests that consumers will be prepared to buy sustainable travel offers if these are made readily and easily available to them. "*

***Eva Stewart, Global Sector Head of Travel & Tourism, YouGov***

# Summary

## Key takeaways

1. Awareness around **sustainability** is huge and it's seen as a key issue. Due to the pandemic, people are trying to be more sustainable in their lives, avoid products with excessive packaging and buy more local produce.
2. People are willing to accept a level of personal accountability towards making more sustainable travel choices, but believe the **responsibility lies chiefly with governments and the travel industry**.
3. In general, people feel there's **very little information regarding sustainability**. And what is available is very confusing.
4. Many don't believe carbon offsetting helps to reduce the effect of global travel. Instead, they believe **more fuel-efficient aircrafts and sustainable aviation fuel** could be the answer. Overall, they feel there's **too little or confusing information** on the benefits of carbon offsetting when deciding which flights to book.
5. Across all countries surveyed, **cost** remains a key factor and remains the deciding factor when it comes to booking plane tickets.



# Sustainable Values & Lifestyle

## Similarities and differences in attitudes and lifestyle choices across surveyed countries

**Caring for the environment** dominates other important environmental and social issues among all the respondents of the Skyscanner sustainability survey. In the UK, Germany, Australia and South Korea, more than half of respondents thought it was the top concern, while in Japan 38% also agreed.

While Germans see **caring for the environment** as the top social issue, those in the UK, Australia, South Korea and Japan think **increasing sustainability** to tackle **climate change** is the most important environmental and social issue in modern times. In America, caring for the environment is only marginally beaten by the desire to see **improved access to healthcare**.

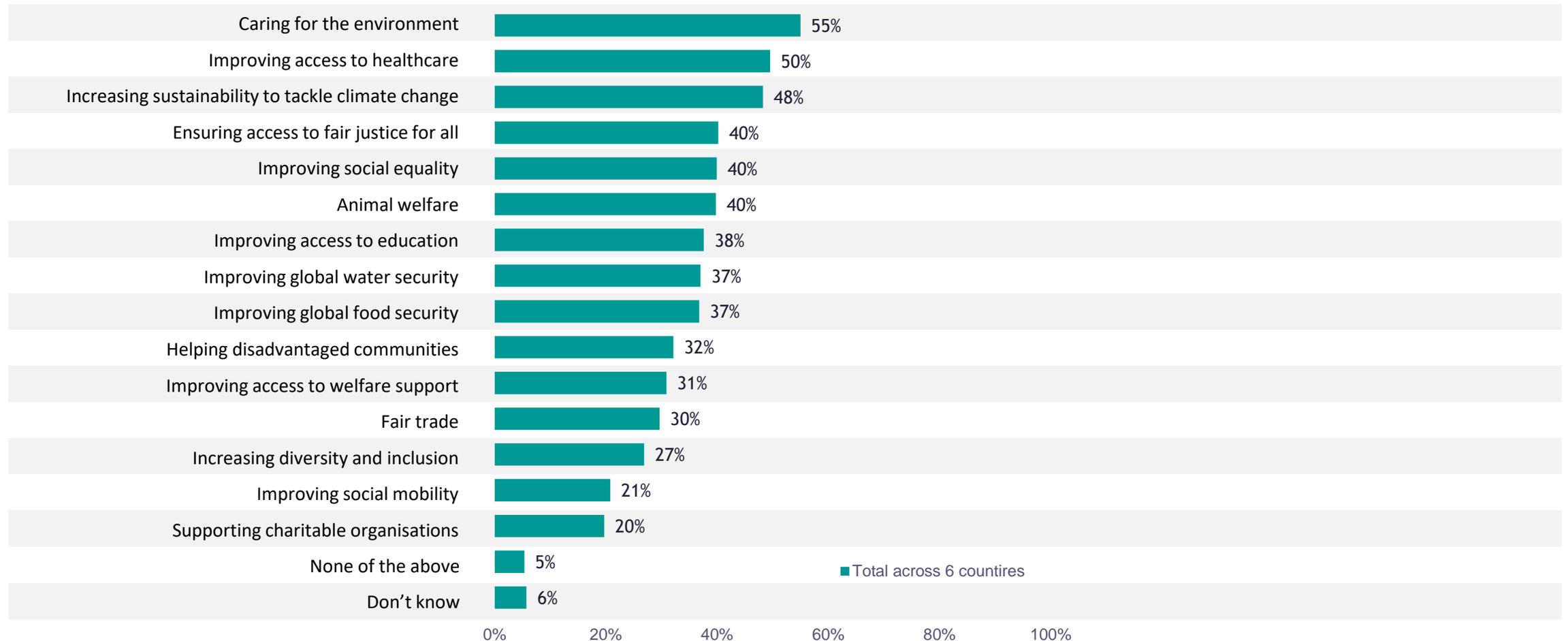
Australians are more likely than other nations to say they're making **more sustainable choices** in their lifestyles now than compared to 12 months ago. 40% of Japanese are making the same sustainable choices now that they were 12 months ago, while a quarter **haven't considered making any sustainable choices** in that time.

In stark contrast to other countries, 19% of South Koreans are **making fewer sustainable choices** than 12 months ago. The survey respondents in the UK, Australia, Germany and the US opt for sustainable choices mostly because they are convinced that **it is everyone's role to take care of the planet**.

**The pandemic** has had a more substantial influence on the choices South Koreans make regarding sustainability, whereas in Japan, **media** played the key role. To improve sustainability as part of their lifestyle, South Koreans, Australians, Germans, and UK travellers especially try to **avoid single-use plastics** and favour buying locally produced goods. In comparison, Americans and Japanese do this less often.

# In all countries, caring for the environment is the most important social issue, followed by improving access to healthcare and increasing sustainability.

Which of these environmental and social issues are important to you personally? You can select as many as you like.



Base: all respondents from UK, USA, Australia, Germany, South Korea, Japan (6375)

# Increasing sustainability ranks first in the UK, Australia and Japan, while Germans see caring for the environment and Americans see access to healthcare as the most important issues.

Which of these environmental and social issues are important to you personally? You can select as many as you like.

## Top 3 important environmental and social issues

 **UK**

- 1 Increasing sustainability
- 2 Animal welfare
- 3 Caring for the environment

 **USA**

- 1 Improving access to healthcare
- 2 Increasing sustainability
- 3 Caring for the environment

 **Australia**

- 1 Increasing sustainability
- 2 Improving access to healthcare
- 3 Caring for the environment

 **Germany**

- 1 Caring for the environment
- 2 Increasing sustainability
- 3 Animal welfare

 **South Korea**

- 1 Increasing sustainability
- 2 Caring for the environment
- 3 Access to fair justice for all

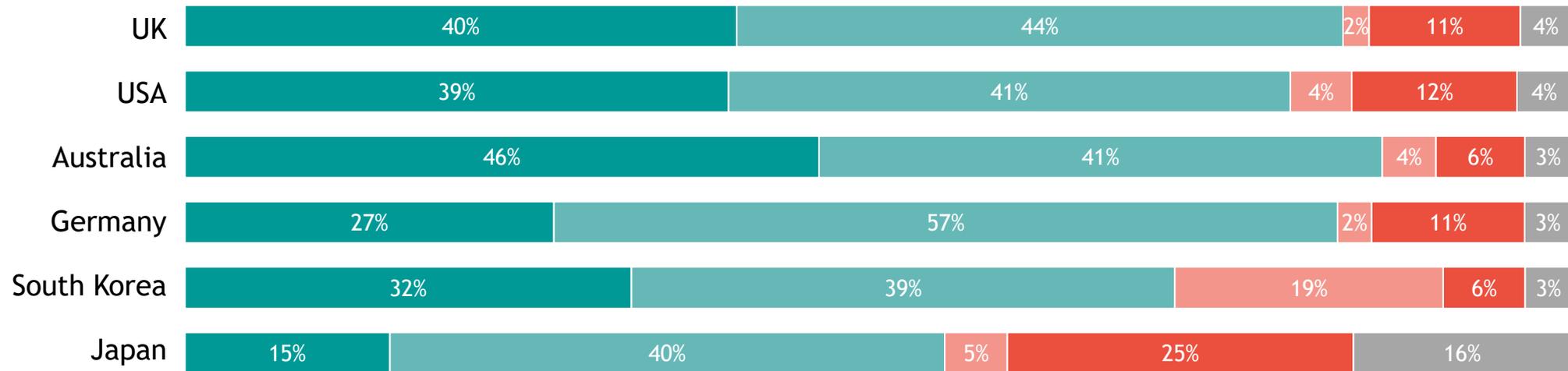
 **Japan**

- 1 Increasing sustainability
- 2 Improving access to healthcare
- 3 Improving social equality

Base: all respondents: UK (1190), USA (1041), Australia (1041), Germany (1039), South Korea (1027), Japan (1037)

# Almost half of Australians made more sustainable choices in the last 12 months than before. Japanese consider sustainable lifestyle options the least compared to other nationalities.

We would like you to think about your own lifestyle and sustainable choices over the last 12 months during the pandemic. Which of the following statements best describes you?

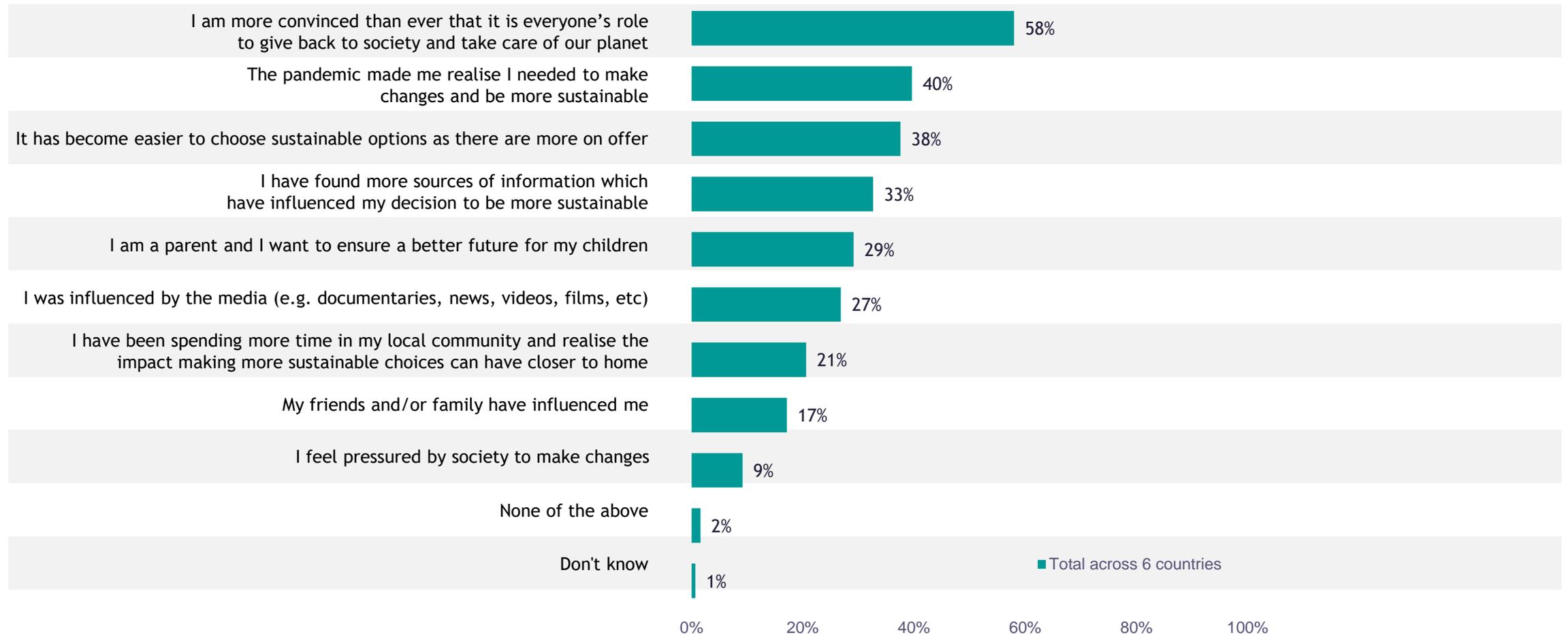


- I am making more sustainable choices in my lifestyle than I was 12 months ago
- I am making the same sustainable choices in my lifestyle as I was 12 months ago
- I am making fewer sustainable choices in my lifestyle than I was 12 months ago
- I haven't really considered making sustainable choices in my lifestyle over the last 12 months
- Don't know

Base: respondents who think environmental and social issues are important: UK (1083), USA (927), Australia (966), Germany (949), South Korea (958), Japan (809)

# Across all markets, most people making more sustainable choices now than they were a year ago are doing so because they believe it's everyone's role to take care of our planet.

You mentioned you've made more sustainable choices over the past 12 months. What are your reasons for this? Please select all that apply.



Base: all respondents from UK, USA, Australia, Germany, South Korea and Japan who are making more sustainable choices (1903)

# The pandemic has had a more significant impact on South Koreans' sustainability choices compared to other countries. In Japan, however, media plays a more influential role than the pandemic when it comes to sustainability.

You mentioned you've made more sustainable choices over the past 12 months. What are your reasons for this? Please select all that apply.

## Top 3 reasons for more sustainable choices over the past 12 months

 **UK**

- 1 It's everyone's role to take care of the planet
- 2 It's become easier/there are more sustainable offers available
- 3 I have found more sources of information

 **USA**

- 1 It's everyone's role to take care of the planet
- 2 The pandemic made me realise it
- 3 It's become easier/there are more sustainable offers available

 **Australia**

- 1 It's everyone's role to take care of the planet
- 2 It's become easier/there are more sustainable offers available
- 3 I have found more sources of information

 **Germany**

- 1 It's everyone's role to take care of the planet
- 2 It's become easier/there are more sustainable offers available
- 3 I have found more sources of information

 **South Korea**

- 1 The pandemic made me realise it
- 2 It's everyone's role to take care of the planet
- 3 I am a parent and I want to ensure a better future for my children

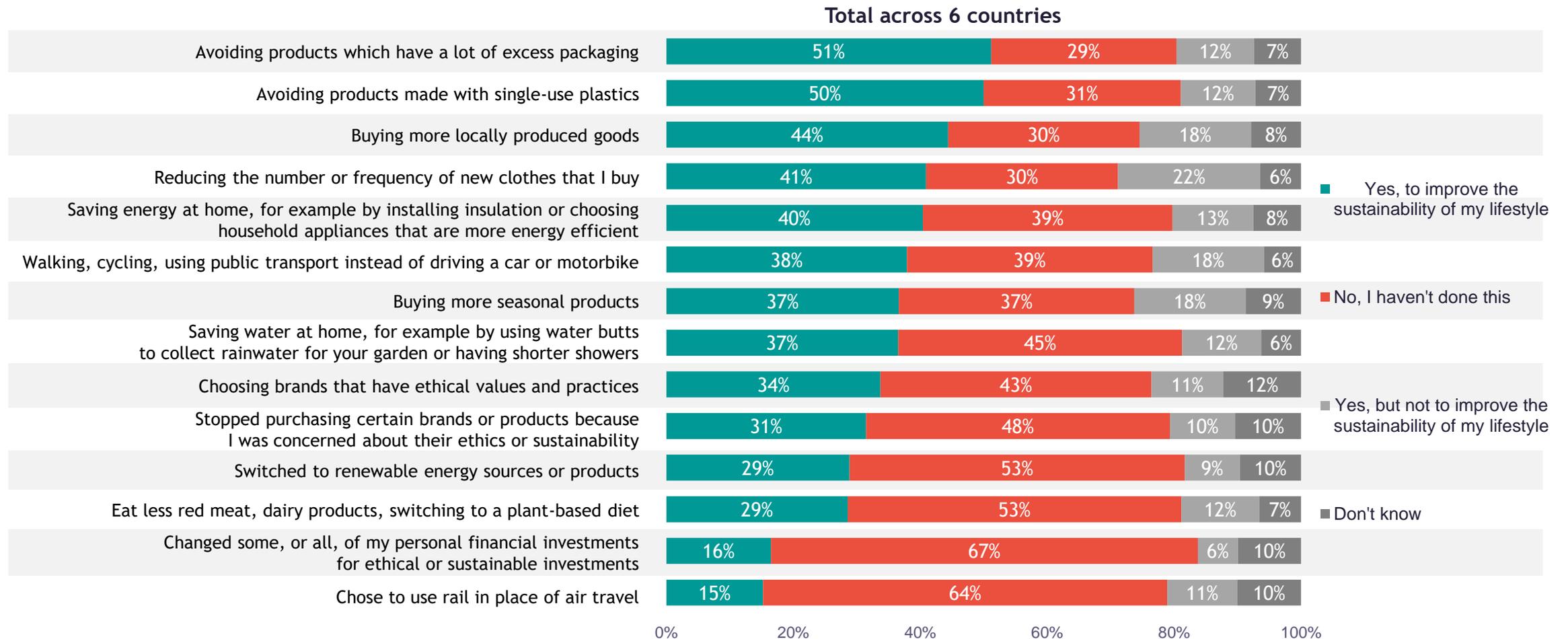
 **Japan**

- 1 It's everyone's role to take care of the planet
- 2 I was influenced by the media
- 3 The pandemic made me realise it

Base: respondents who are making more sustainable choices: UK (433), USA (364), Australia (429), Germany (253), South Korea (305), Japan (119)

# Avoiding products with excessive packaging or single-use plastics are the most common actions people have taken to make their lifestyles more sustainable in the past year.

Over the last 12 months, which of the following actions have you personally taken to improve the sustainability of your lifestyle?



Base: all respondents from UK, USA, Australia, Germany, South Korea, Japan (6375)

# Americans focused on saving energy more often than avoiding single-use plastics compared to other countries.

Over the last 12 months, which of the following actions have you personally taken to improve the sustainability of your lifestyle?

## Top 3 actions taken over the last 12 months to improve the sustainability of lifestyle

 **UK**

- 1 Avoiding single-use plastics
- 2 Avoiding excessive packaging
- 3 Buying more local goods

 **USA**

- 1 Saving energy at home
- 2 Buying more local goods
- 3 Avoiding single-use plastics

 **Australia**

- 1 Avoiding single-use plastics
- 2 Avoiding excessive packaging
- 3 Buying more local goods

 **Germany**

- 1 Avoiding excessive packaging
- 2 Avoiding single-use plastics
- 3 Buying more local goods

 **South Korea**

- 1 Avoiding excessive packaging
- 2 Avoiding single-use plastics
- 3 Walking instead of driving a car

 **Japan**

- 1 Avoiding excessive packaging
- 2 Avoiding single-use plastics
- 3 Reducing clothing items

Base: all respondents: UK (1190), USA (1041), Australia (1041), Germany (1039), South Korea (1027), Japan (1037)

# Sustainable Travel Attitudes & Effect of the Pandemic

Who should be responsible for sustainable travel and has the pandemic accelerated change?

The importance of making travel more sustainable carries far more weight for people in the UK and USA compared to other countries. In Japan, it's significantly less relevant.

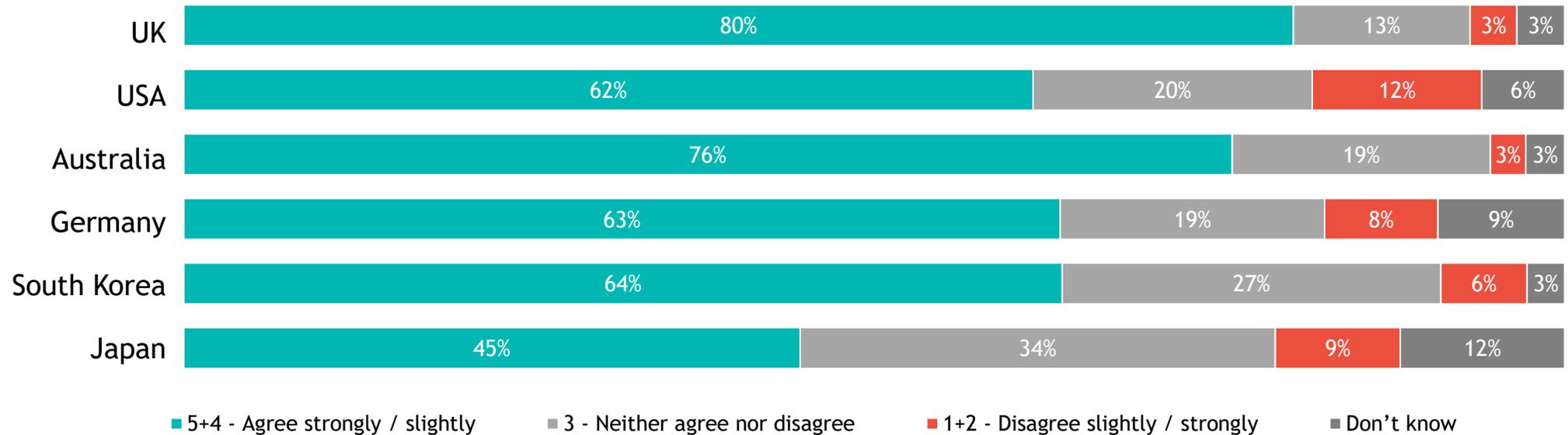
According to UK travellers and Australians, national governments should take the leading role in achieving sustainable travel. Germans and Americans think solutions should be spearheaded by the travel industry. In South Korea and Japan, it's seen as a responsibility of citizens themselves.

People surveyed in all countries thought investment in more fuel-efficient aircrafts would be the most effective way to reduce CO2 emissions. South Koreans, Australians and those in the UK thought this should be further boosted by external investment from industry and governments. The benefits of carbon offsetting in achieving climate neutral or positive outcomes was emphasised by South Koreans and Australians.

Compared to other countries, South Koreans felt stronger that the COVID-19 pandemic shifted perspective on the importance of sustainable travelling. This led to searching for less crowded destinations and spending money with local businesses – a trend that's also seen in other markets. Over a third of respondents say the pandemic has made them want to travel more than ever before, however nearly half of respondents in the UK, USA, Australia, Germany and South Korea reported that they would consider travelling by alternative means.

# UK travellers and Australians are most convinced about the importance of making travel more sustainable, whereas the Japanese are on the fence.

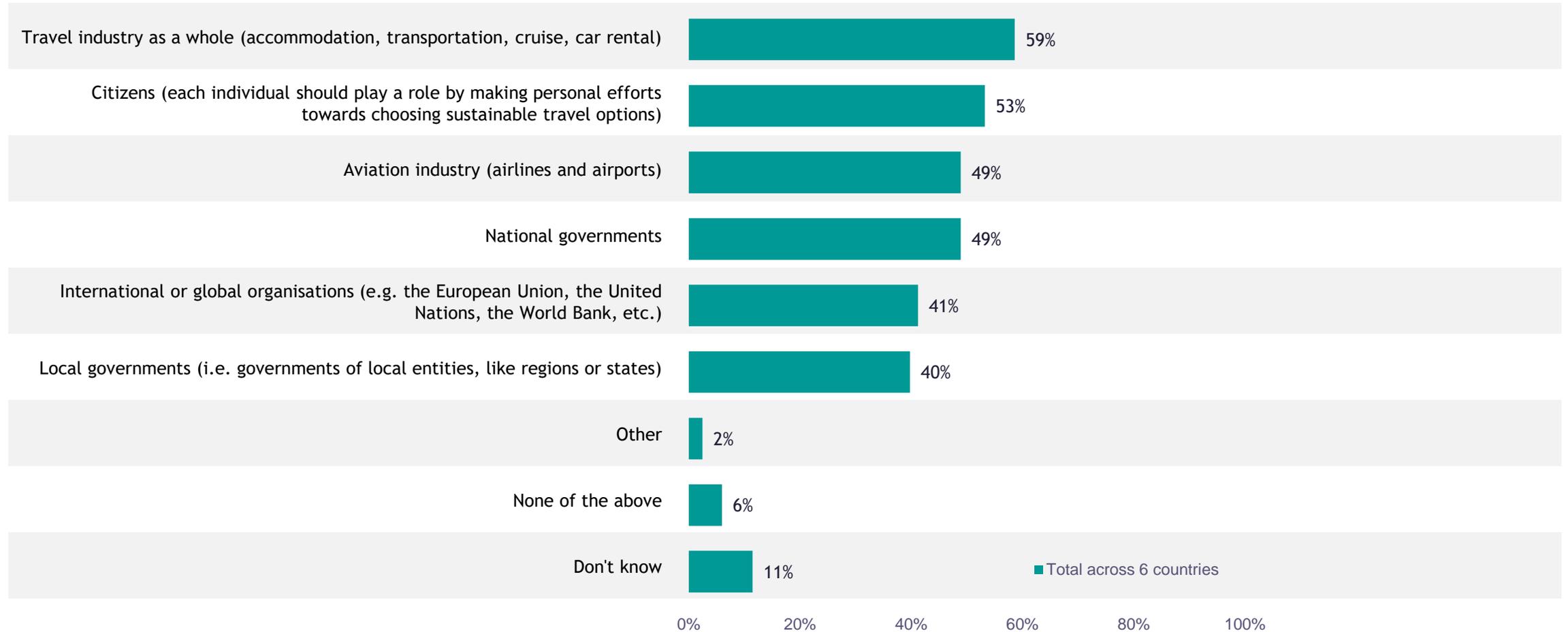
To what extent do you agree or disagree with the following statement? It is important to make travel more sustainable.



Base: all respondents: UK (1190), USA (1041), Australia (1041), Germany (1039), South Korea (1027), Japan (1037)

# Nearly 60% of all respondents agree that making travel more sustainable is the travel industry's responsibility.

Which of the following do you think should play a role in achieving sustainable travel?



Base: all respondents from UK, USA, Australia, Germany, South Korea, Japan (6375)

# Those in the UK and Australia think national governments should take the leading role in achieving sustainable travel, while South Koreans think it's up to citizens to make a difference.

Which of the following do you think should play a role in achieving sustainable travel?

## Top 3 important roles in achieving sustainable travel

 **UK**

- 1 National governments
- 2 Travel industry as a whole
- 3 Citizens

 **USA**

- 1 Travel industry as a whole
- 2 Citizens
- 3 National governments

 **Australia**

- 1 National governments
- 2 Travel industry as a whole
- 3 Citizens

 **Germany**

- 1 Travel industry as a whole
- 2 Citizens
- 3 Aviation industry

 **South Korea**

- 1 Citizens
- 2 National governments
- 3 Travel industry as a whole

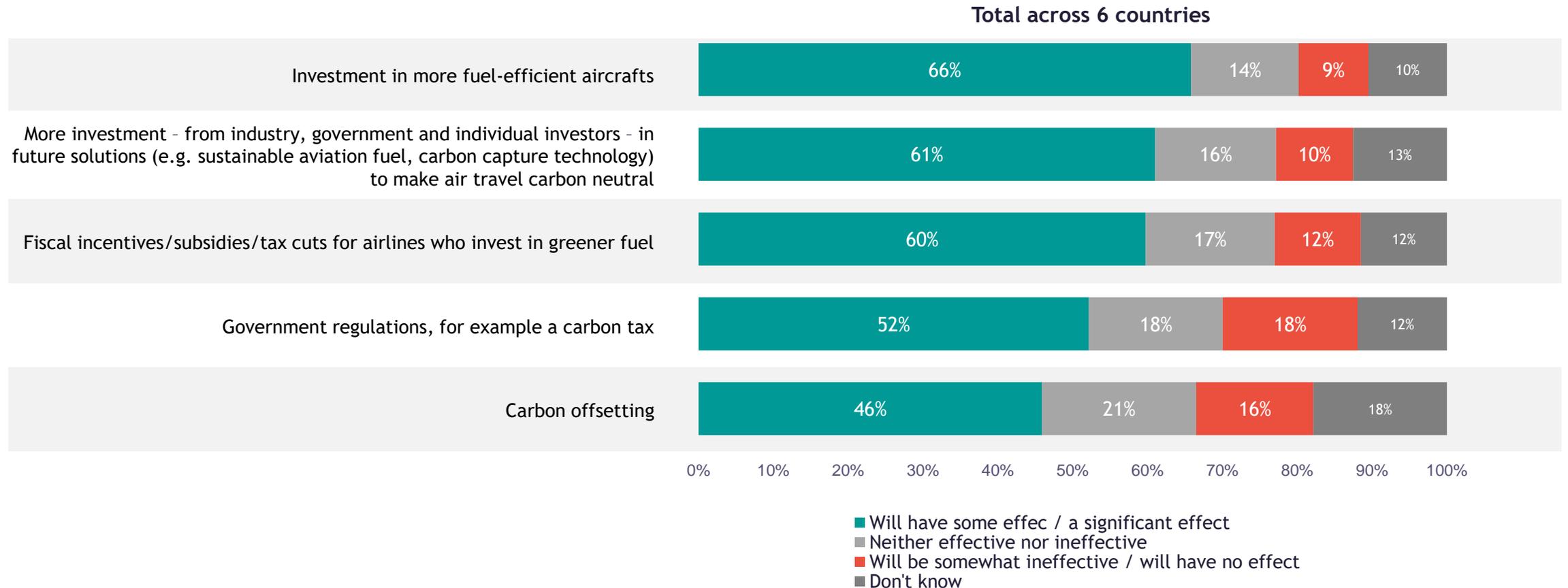
 **Japan**

- 1 Citizens
- 2 Travel industry as a whole
- 3 National governments

Base: all respondents: UK (1190), USA (1041), Australia (1041), Germany (1039), South Korea (1027), Japan (1037)

# Investment in more fuel-efficient aircrafts is seen across all surveyed countries as the top solution for reducing CO2 emissions caused by air travel.

Using a scale of 1-5 where 1 is 'will have no effect' and 5 is 'will have a significant effect', to what extent do you think each of the following will be effective in reducing CO2 emissions caused by air travel?



Base: all respondents from UK, USA, Australia, Germany, South Korea, Japan (6375)

# Besides investment, fiscal incentives and subsidies for airlines which invest in greener fuel are rated highly as one of the most effective solutions to tackle CO2 emissions.

Using a scale of 1-5 where 1 is 'will have no effect' and 5 is 'will have a significant effect', to what extent do you think each of the following will be effective in reducing CO2 emissions caused by air travel?

## Top 3 actions effective in reducing CO2 emissions caused by air travel

 **UK**

- 1 Investment in fuel-efficient aircrafts
- 2 Investment in future solutions
- 3 Fiscal incentives/subsidies for airlines

 **USA**

- 1 Investment in fuel-efficient aircrafts
- 2 Investment in future solutions
- 3 Fiscal incentives/subsidies for airlines

 **Australia**

- 1 Investment in fuel-efficient aircrafts
- 2 Investment in future solutions
- 3 Fiscal incentives/subsidies for airlines

 **Germany**

- 1 Investment in fuel-efficient aircrafts
- 2 Investment in future solutions
- 3 Fiscal incentives/subsidies for airlines

 **South Korea**

- 1 Fiscal incentives/subsidies for airlines
- 2 Investment in future solutions
- 3 Investment in fuel-efficient aircrafts

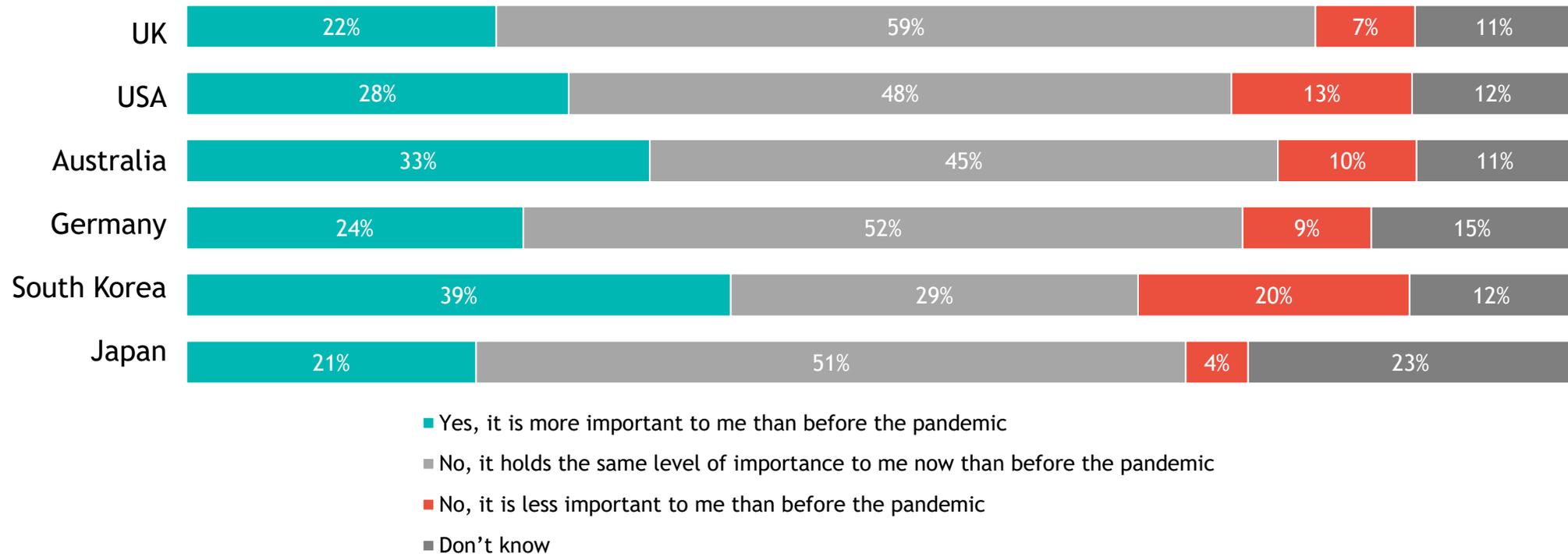
 **Japan**

- 1 Investment in fuel-efficient aircrafts
- 2 Fiscal incentives/subsidies for airlines
- 3 Government regulations

Base: all respondents, UK (1190), USA (1041), Australia (1041), Germany (1039), South Korea (1027), Japan (1037);  
displayed answer categories: Top two boxes (<5> Will have a significant effect + <4> Will have some effect).

# 39% of South Koreans feel that sustainability in travel has become more important since the pandemic.

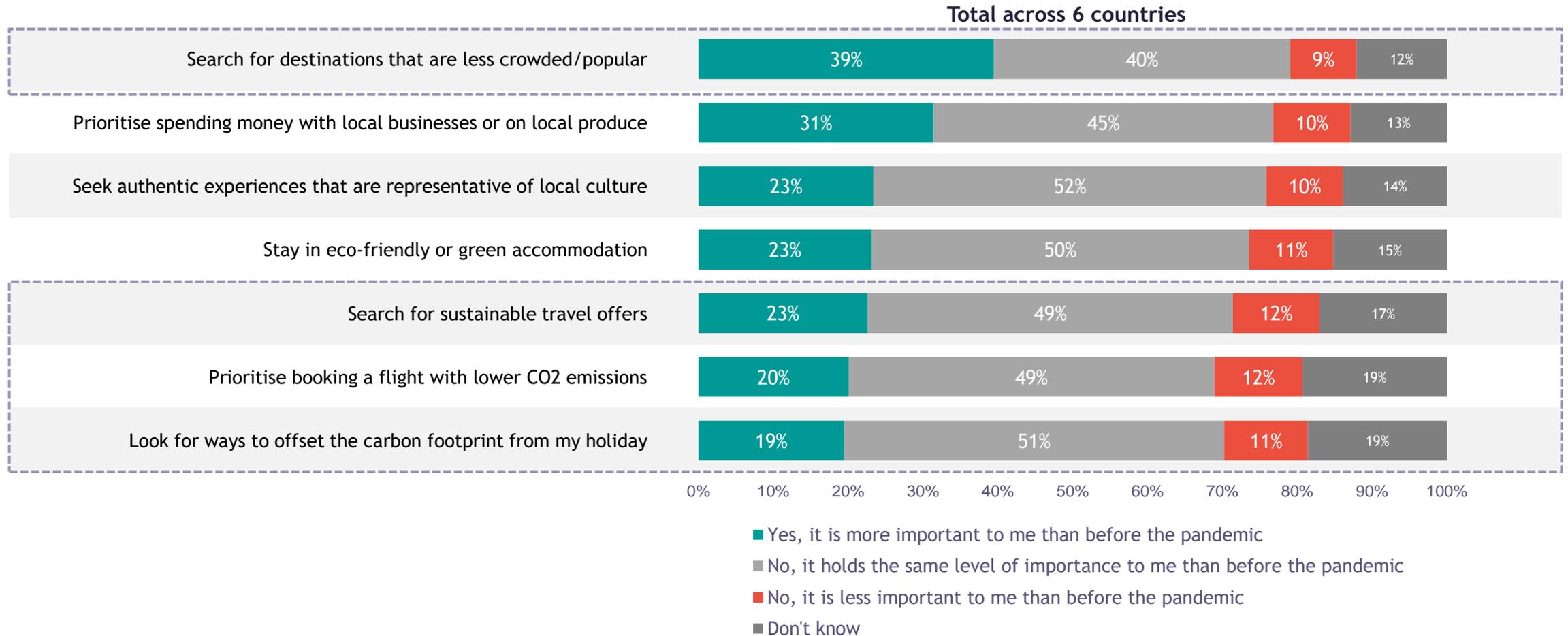
Would you say the pandemic has shifted your perspective on the importance of travel-related sustainability?



Base: all respondents: UK (1190), USA (1041), Australia (1041), Germany (1039), South Korea (1027), Japan (1037)

# Due to the pandemic, searching for less crowded/popular destinations has become more important across all markets. Other travel criteria, especially in terms of sustainability, remain more unchanged.

Would you say the pandemic has shifted your perspective on the importance of each of the following?

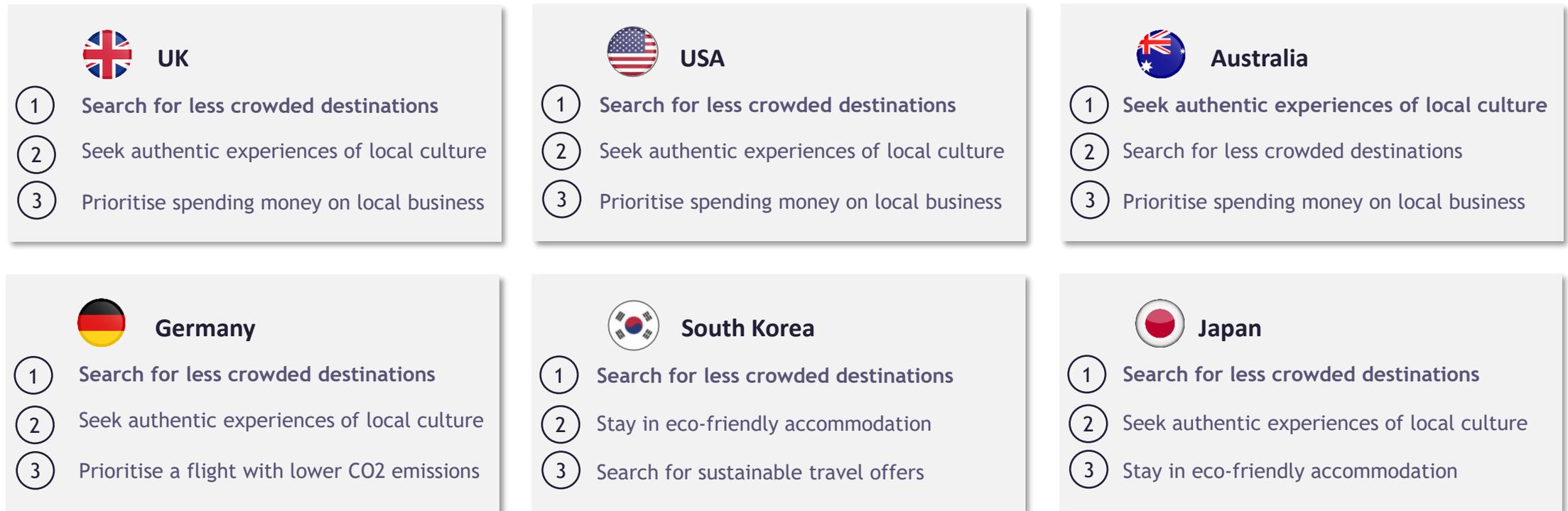


Base: all respondents from UK, USA, Australia, Germany, South Korea, Japan (6375)

# Searching for less crowded destinations is a top priority across all six markets. For Australians, seeking authentic experiences of local culture is even more important.

Would you say the pandemic has shifted your perspective on the importance of each of the following? – “Yes, it is more important to me than before the pandemic”

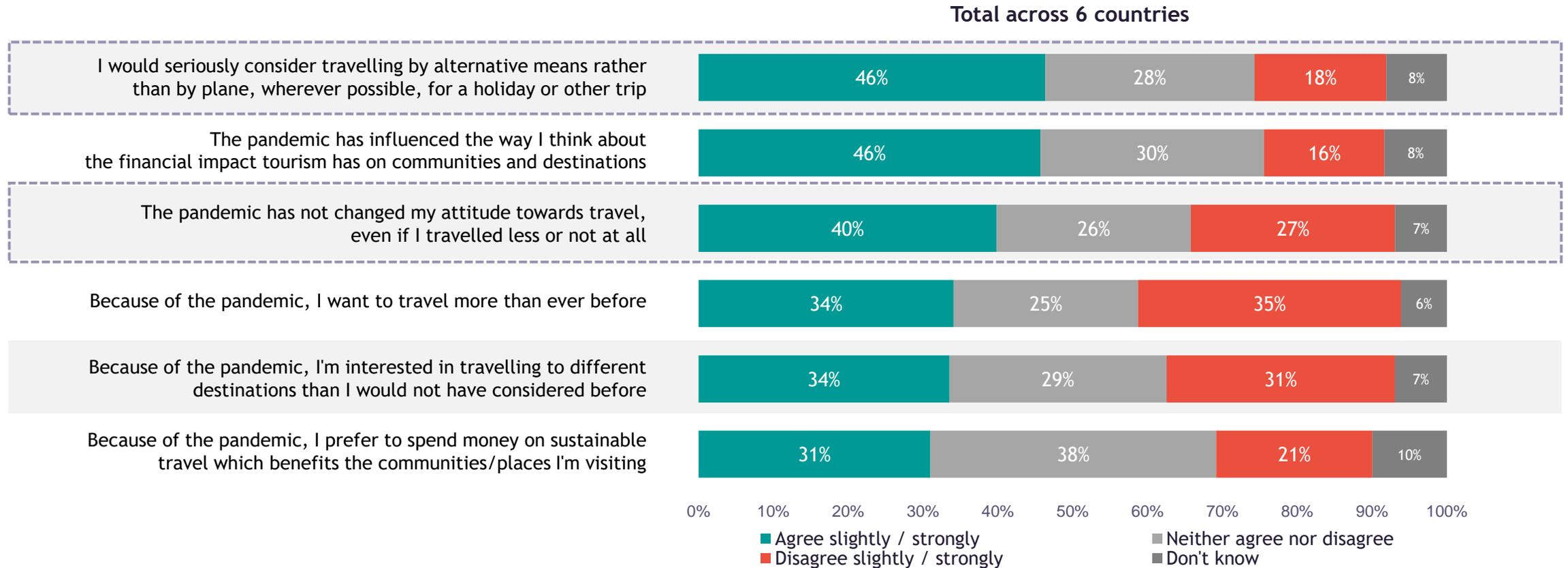
## Top 3 things when booking a flight that become more important than before the pandemic



Base: all respondents: UK (1190), USA (1041), Australia (1041), Germany (1039), South Korea (1027), Japan (1037); displayed answer category: “Yes, it is more important to me than before the pandemic”.

# 40% of respondents said the pandemic hasn't changed their attitudes towards travel. However, nearly half said they'd consider travelling by alternative means.

Thinking about the impact the pandemic has had on your attitudes towards travel, to what extent do you agree or disagree with each of the following statements?

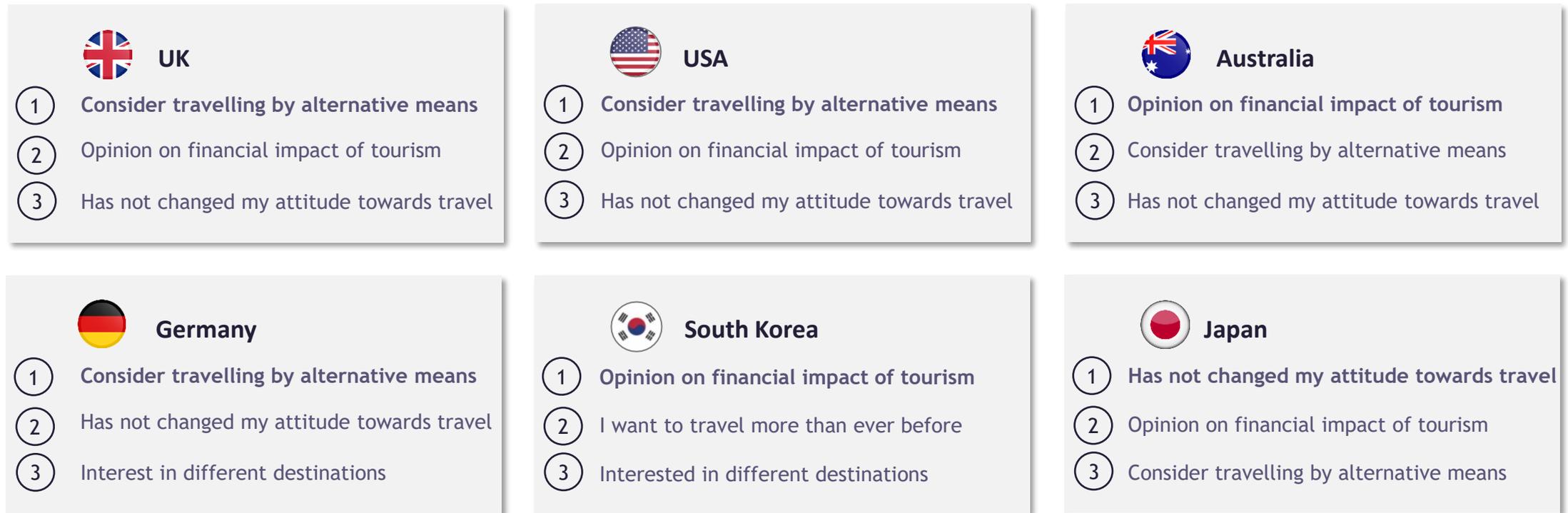


Base: all respondents from UK, USA, Australia, Germany, South Korea, Japan (6375)

# Americans, Germans and UK travellers are considering alternative means to travel, whereas Japanese respondents have not changed their attitude.

Thinking about the impact the pandemic has had on your attitudes towards travel, to what extent do you agree or disagree with each of the following statements?

## Top 3 attitudes towards travel which the pandemic has impacted most



Base: all respondents: UK (1190), USA (1041), Australia (1041), Germany (1039), South Korea (1027), Japan (1037); displayed are top two boxes (<5> Agree strongly + <4> Agree slightly), sorted in descending order by total.

# Sustainable Travel Behaviour & Carbon Offsetting

Are travellers willing  
to pay more for  
sustainable travel?

Globally, all travellers want to choose **less crowded destinations**, seek authentic experiences of local culture and spend money with local businesses. South Koreans are more likely to **search for sustainable travel offers**, while Australians prioritise a **flight with lower CO2 emissions**.

**South Koreans** and **Australians** prefer **brands that care about environmental/social issues** and have the same ethical values as themselves.

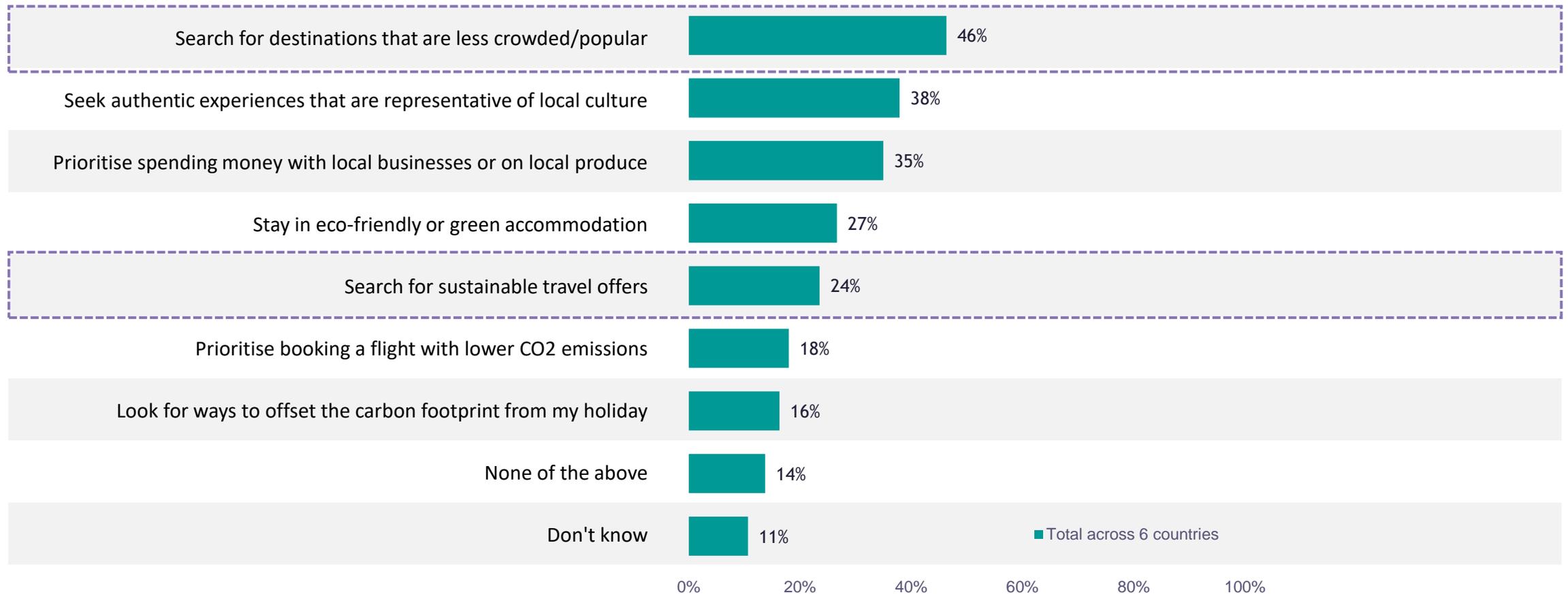
Germans and South Koreans place greater **importance on sustainable travelling**, while for UK travellers, Americans and Australians, **price** plays a far more important role. And South Koreans and Japanese would like to travel more sustainably but **do not know how**. In general, people say there's **not enough information** about sustainable travel options.

The **awareness of “carbon offsetting”** is significantly smaller among South Koreans and Japanese. **Cost** is the most important reason for not considering offsetting in all countries except for Germany, where they're rather sceptical that offsetting carbon emissions helps to reduce travel's environmental impact. Across all countries surveyed, only a third of people would be willing to pay more for a more sustainable flights.

However, to help make air travel more sustainable, those in the UK, America and Australia would consider **eliminating single-use plastic**, while Germans, South Koreans and Japanese prefer the development of **sustainable fuels**.

# Nearly half of respondents are considering less crowded destinations when booking outside their home country.

Imagine you're booking a trip outside your home country. Don't worry if you don't currently travel or go on holiday outside your own country, we're still interested in your opinion. In general, which, if any, of the following would you consider doing when booking? Please select all that apply.

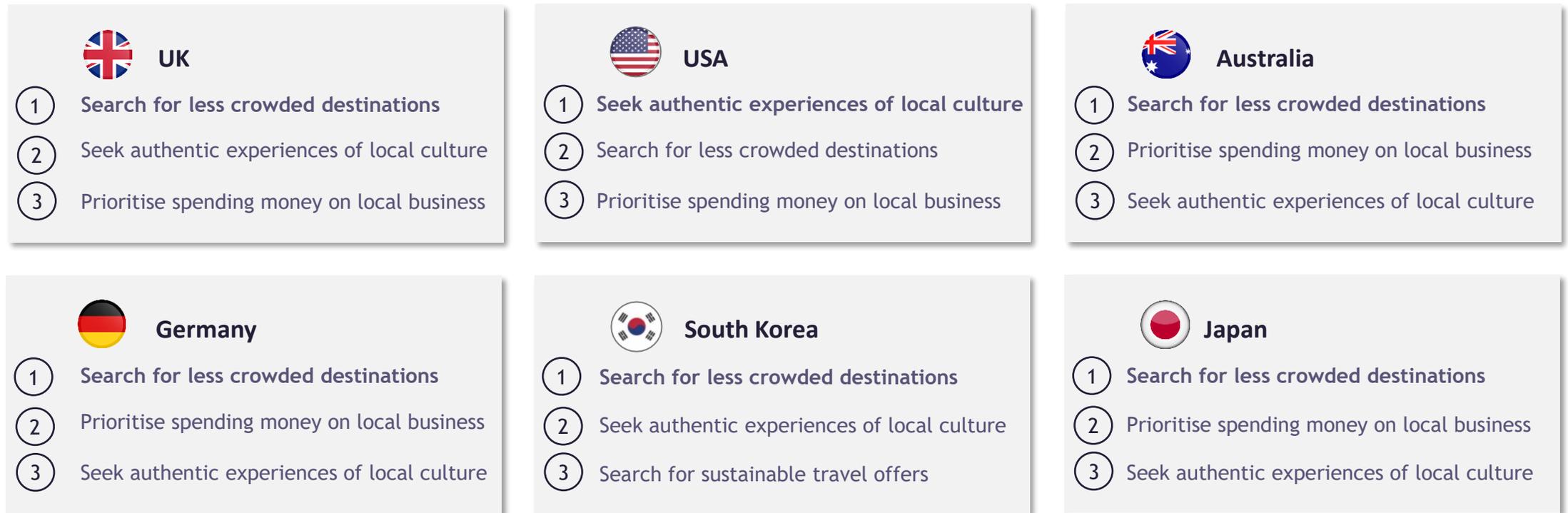


Base: all respondents from UK, USA, Australia, Germany, South Korea, Japan (6375)

# Most people are searching for less crowded destinations. However, spending money on local businesses is top of mind too.

Imagine you're booking a trip outside your home country. Don't worry if you don't currently travel or go on holiday outside your own country, we're still interested in your opinion. In general, which, if any, of the following would you consider doing when booking? Please select all that apply.

## Top 3 attitudes towards travel that the pandemic has impacted most

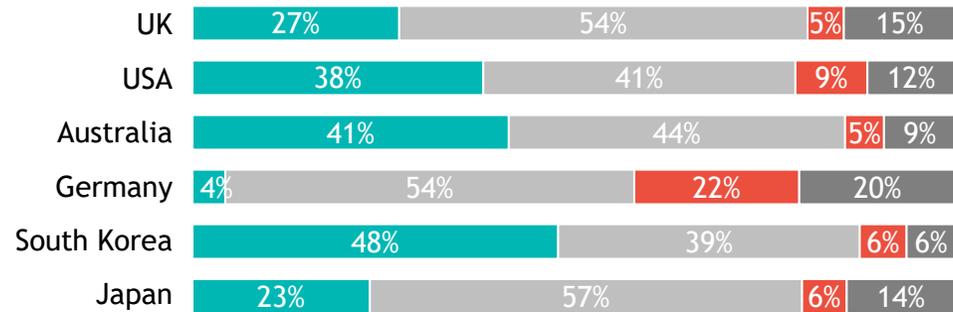


Base: all respondents: UK (1190), USA (1041), Australia (1041), Germany (1039), South Korea (1027), Japan (1037)

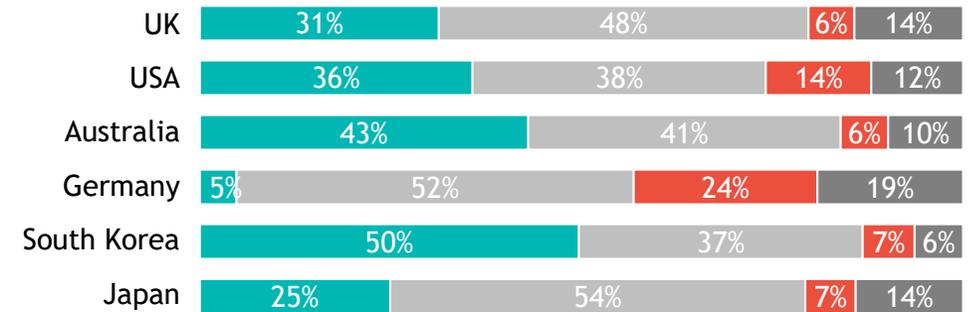
# South Koreans, followed by Australians, choose sustainable-oriented brands that correspond to their values more often.

Thinking about any travel product or service you've purchased or considered purchasing over the last 12 months (for example, airfares, hotels or experiences), have you been more or less likely to choose the following?

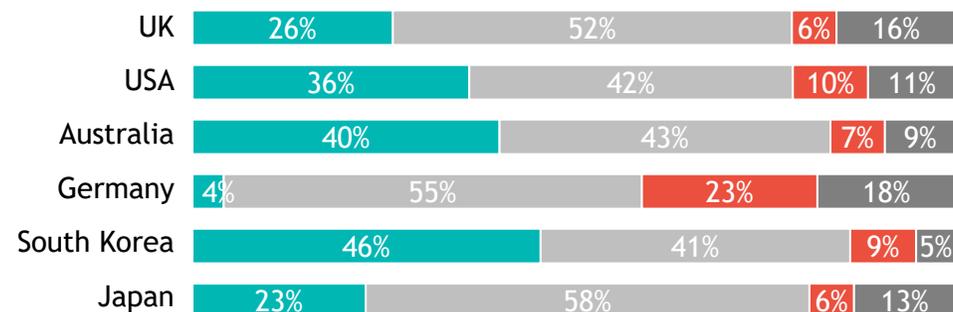
## Choose brands that have the same ethical or moral values as I do



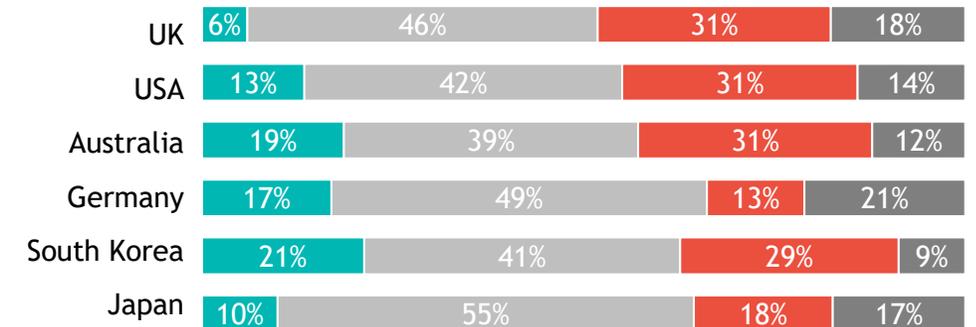
## Choose brands that are taking action to tackle environmental and/or social issues



## Consider brand values or activities when deciding which brands to buy



## Choose a brand that didn't offer sustainable options

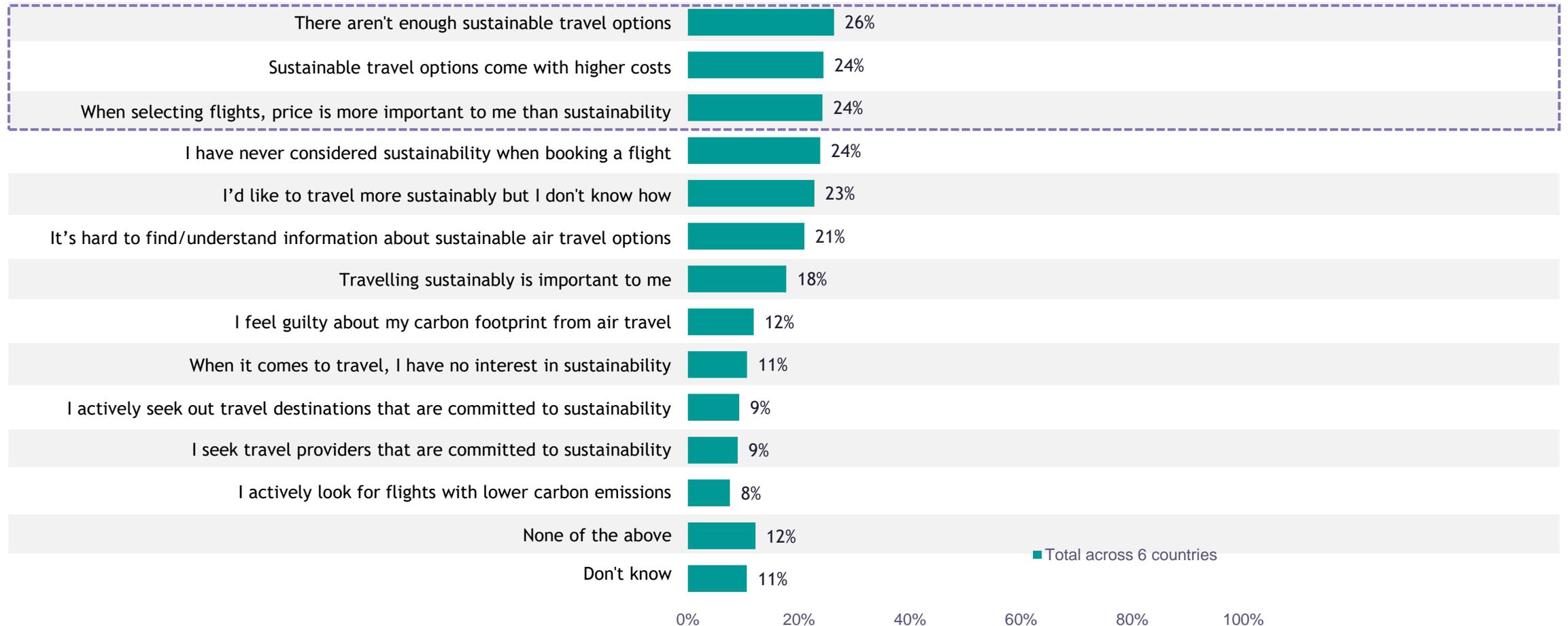


■ 5+4 - More likely than before ■ 3 - Equally likely than before ■ 1+2 - Less likely than before ■ Don't know

Base: all respondents (6375): UK (1190), USA (1041), Australia (1041), Germany (1039), South Korea (1027), Japan (1037)

# In all six markets, people agree there aren't enough sustainable travel options. They also feel sustainable travel options are more expensive and when booking flights, price is key!

Which, if any, of the following statements comes closest to you when thinking about your own travel and sustainability behaviour? Please select all that apply.



Base: all respondents from UK, USA, Australia, Germany, South Korea, Japan (6375)

# Across the UK, USA and Australia, price is the most important factor, while in South Korea and Japan there's a lack of knowledge on how to travel more sustainable.

Which, if any, of the following statements comes closest to you when thinking about your own travel and sustainability behaviour? Please select all that apply.

## Top 3 statements that come closest to own travel and sustainability behaviour

 **UK**

- 1 Price is more important to me than sustainability
- 2 Not enough sustainable travel options
- 3 No consideration of sustainability

 **USA**

- 1 Price is more important to me than sustainability
- 2 Never considered sustainability when booking
- 3 No consideration of sustainability

 **Australia**

- 1 Price is more important to me than sustainability
- 2 Not enough sustainable travel options
- 3 No consideration of sustainability

 **Germany**

- 1 Travelling sustainably is important to me
- 2 Not enough sustainable travel options
- 3 Hard to find information

 **South Korea**

- 1 Don't know how to travel sustainably
- 2 Travelling sustainably is important to me
- 3 Price is more important to me than sustainability

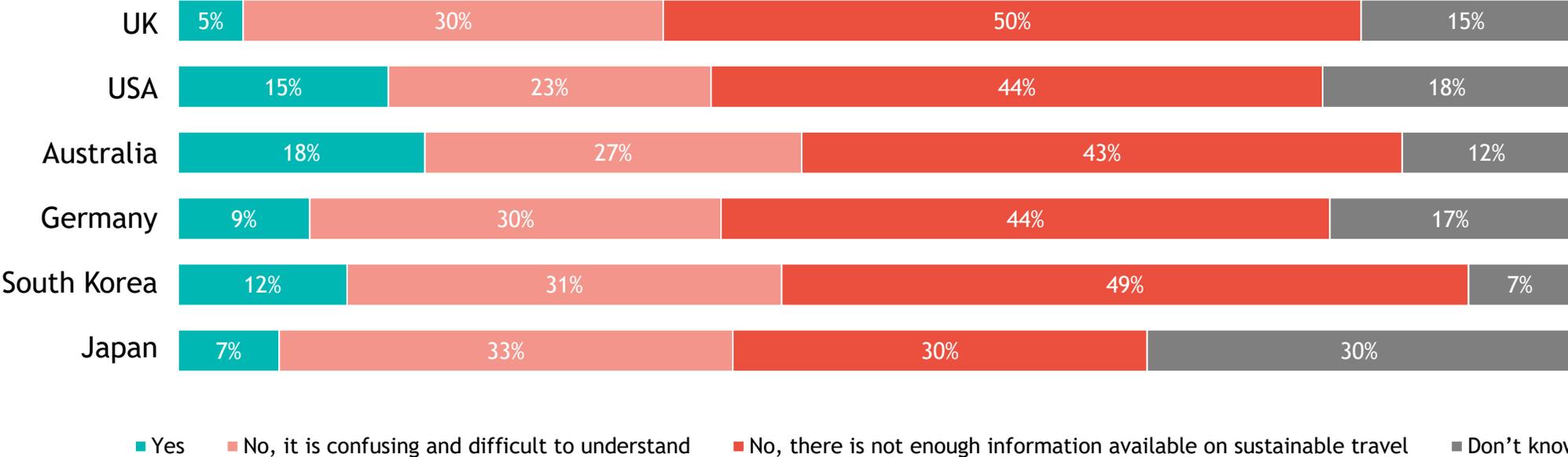
 **Japan**

- 1 Don't know how to travel sustainably
- 2 No interest in sustainable travelling
- 3 Price is more important to me than sustainability

Base: all respondents: UK (1190), USA (1041), Australia (1041), Germany (1039), South Korea (1027), Japan (1037)

# Most people, especially in South Korea and the UK, state that there's not enough clear information about sustainable travel options.

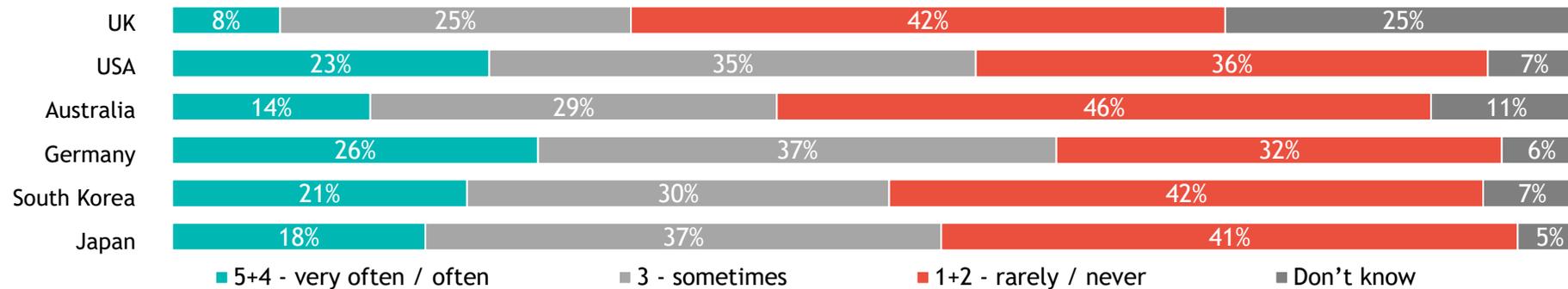
Do you think there is enough clear information available about sustainable travel options?



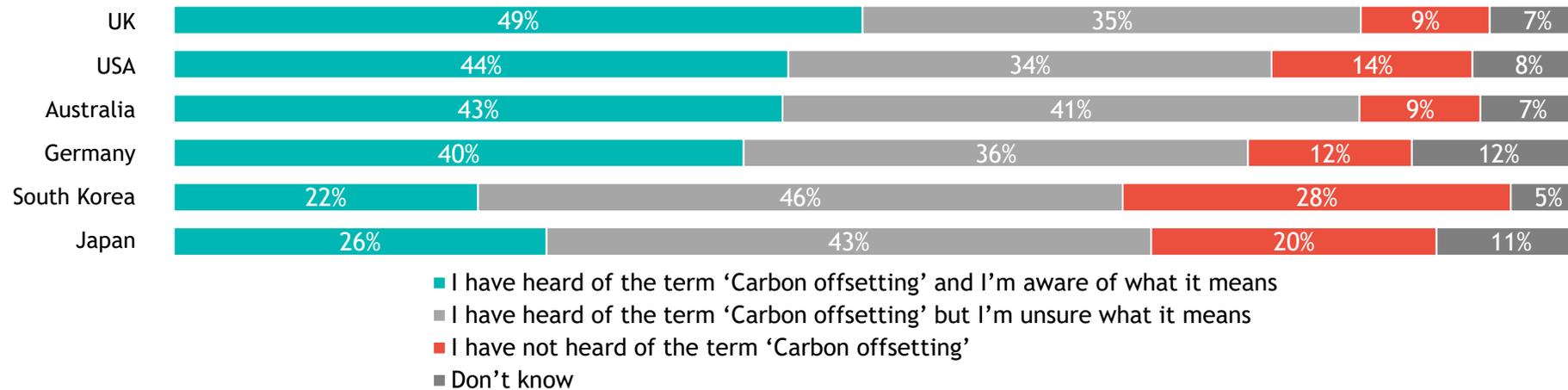
Base: all respondents (6375): UK (1190), USA (1041), Australia (1041), Germany (1039), South Korea (1027), Japan (1037)

# Respondents in the UK show the highest awareness of 'carbon offsetting'; however, they are the least worried about their ecological footprint.

How often, if at all, do you worry about your ecological footprint (i.e. the carbon emissions that you as an individual produce by travelling)?



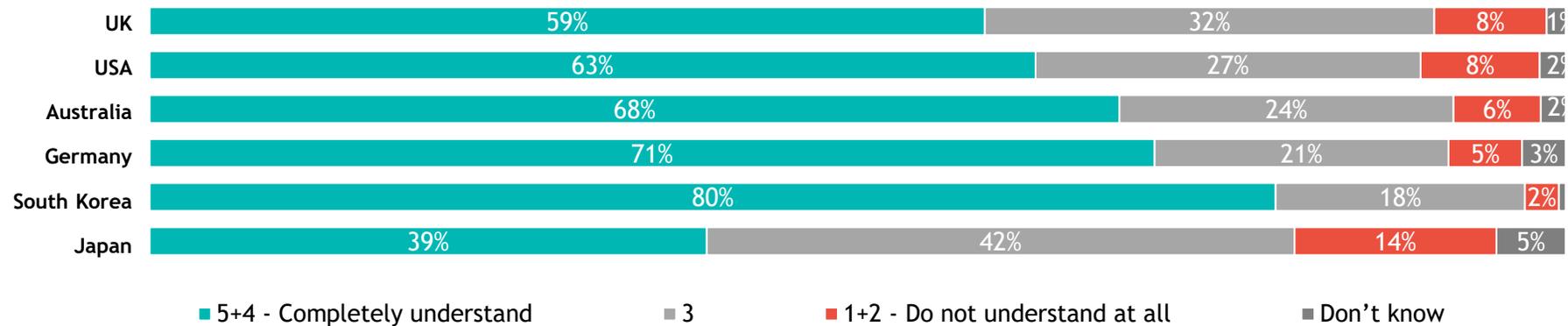
We would now like you to think about the term 'Carbon offsetting' in relation to sustainability. Which of the following best describes you?



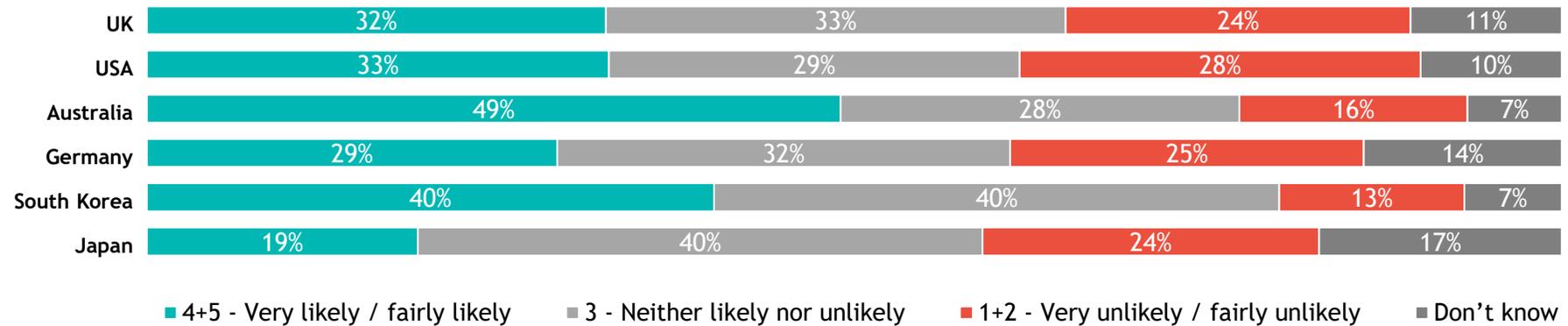
Base: all respondents (6375): UK (1190), USA (1041), Australia (1041), Germany (1039), South Korea (1027), Japan (1037)

# People's understanding of offsetting their travel footprint is high across all countries, apart from Japan. Half of Australians are likely to consider offsetting when booking a flight.

On a scale of 1 to 5 where '1 = do not understand at all' and '5 = completely understand', do you understand what offsetting your travel footprint is in relation to flights?



Now that you are more aware of offsetting in relation to flights, how likely are you to consider this next time you book a flight?

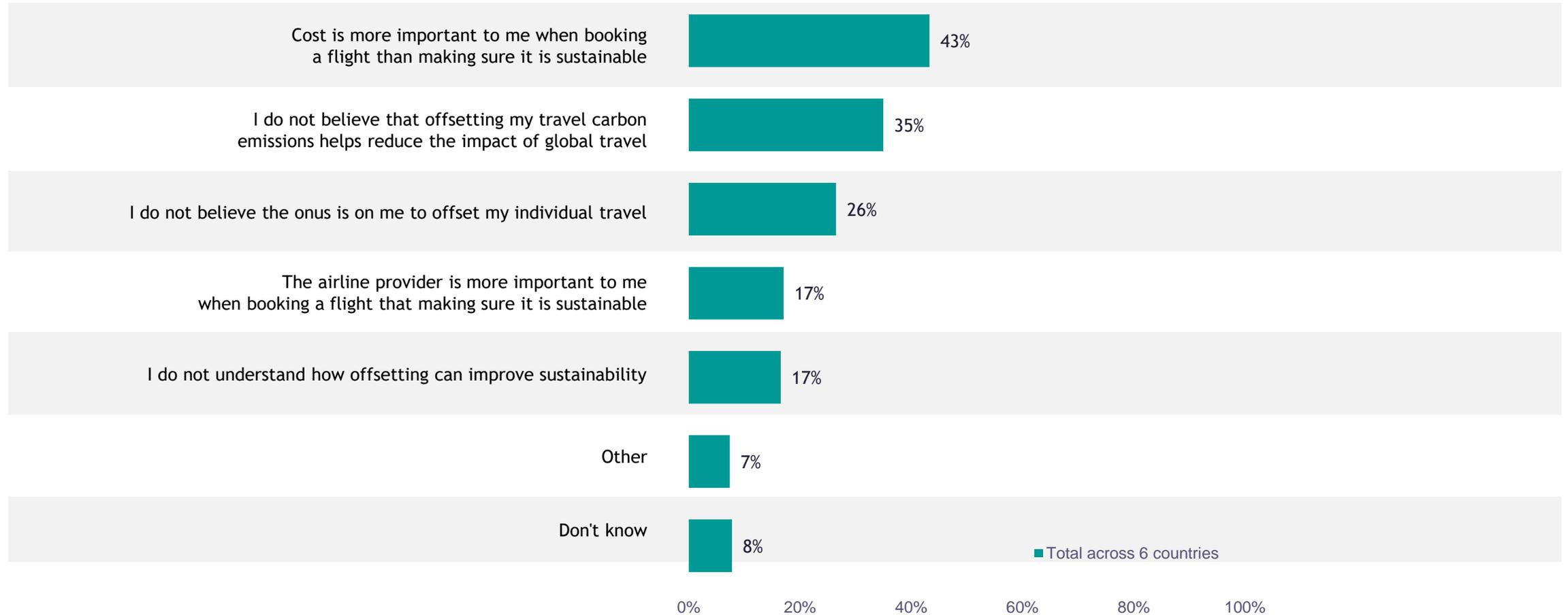


Top base: respondents who have heard of the term 'Carbon offsetting' and are aware of what it means: all respondents (2416): UK (591), USA (457), Australia (443), Germany (419), South Korea (223), Japan (283);

Bottom base: all respondents (6375): UK (1190), USA (1041), Australia (1041), Germany (1039), South Korea (1027), Japan (1037)

# Cost is the most important factor when booking a flight in all six markets, while a third of respondents don't believe carbon offsetting will help reduce the impact of global travel.

Still thinking about offsetting, what are your reasons for being unlikely to consider offsetting? Please select all that apply.



Base: all respondents from UK, USA, Australia, Germany, South Korea, Japan (6375)

# People from the UK, America and Australia are unlikely to consider offsetting due to costs, while Germans don't believe it can reduce the global impact of travel.

Still thinking about offsetting, what are your reasons for being unlikely to consider offsetting? Please select all that apply.

## Top 3 reasons for being unlikely to consider offsetting

 **UK**

- 1 Cost is more important to me
- 2 Don't believe it will reduce global impact
- 3 Don't believe the onus is on me

 **USA**

- 1 Cost is more important to me
- 2 Don't believe it will reduce global impact
- 3 Don't believe the onus is on me

 **Australia**

- 1 Cost is more important to me
- 2 Don't believe it will reduce global impact
- 3 Don't believe the onus is on me

 **Germany**

- 1 Don't believe it will reduce global impact
- 2 Cost is more important to me
- 3 Don't understand how it can improve sustainability

 **South Korea**

- 1 Cost is more important to me
- 2 Don't believe the onus is on me
- 3 Don't understand how it can improve sustainability

 **Japan**

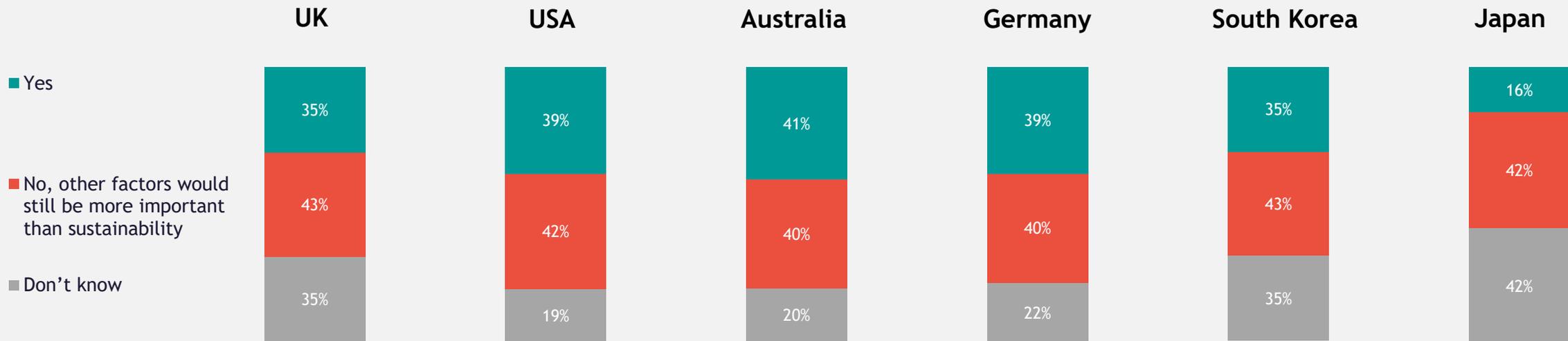
- 1 Cost is more important to me
- 2 Don't believe it will reduce global impact
- 3 Don't understand how it can improve sustainability

Base: Respondents who are very/fairly unlikely to consider offsetting: UK (275), USA (297), Australia (179), Germany (258), South Korea (135), Japan (259)

The majority of people prioritise cost over all other factors when booking a flight. About a third of consumers in each country (except Japan) are willing to pay more for a more environmentally friendly flight.

Would you be willing to pay more for a flight that was more environmentally friendly?

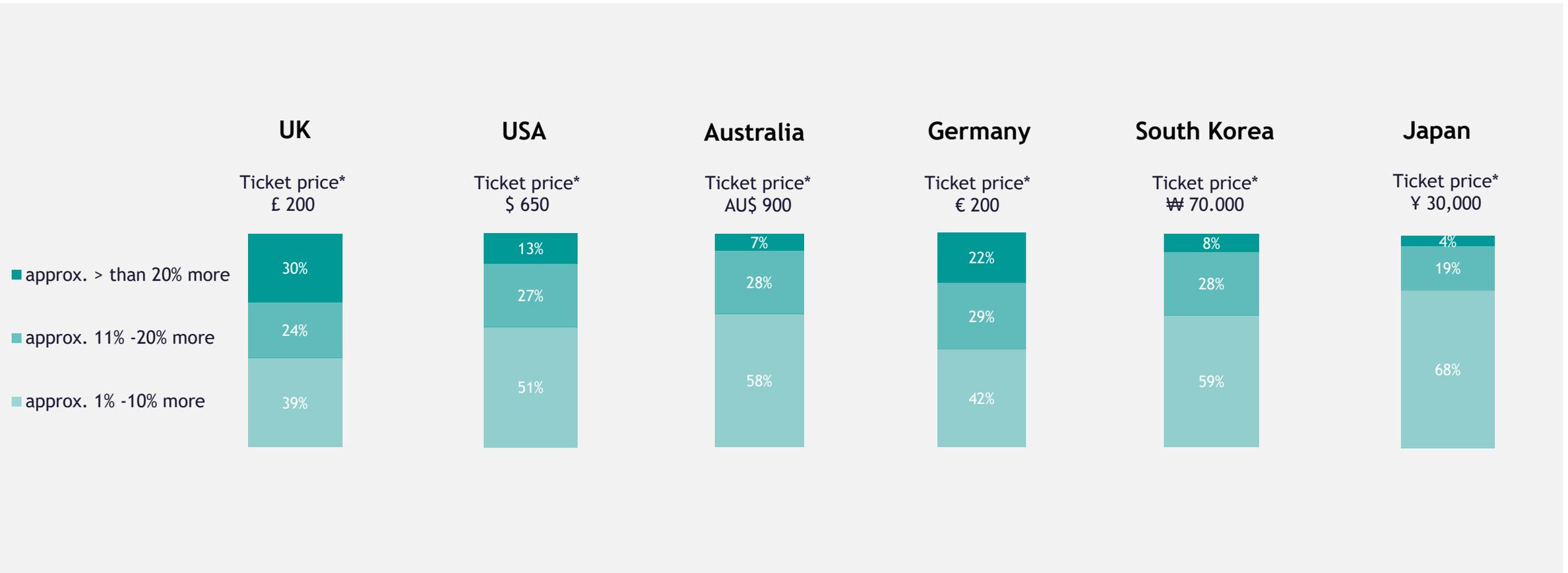
Willingness to pay more for a flight that's more environmentally friendly



Base: all respondents: UK (1190), USA (1041), Australia (1041), Germany (1039), South Korea (1027), Japan (1037)

# Nearly a third of respondents in Germany, Australia, South Korea, the USA and UK would pay approx. 11-20% more for their ticket if providers were offering sustainable options.

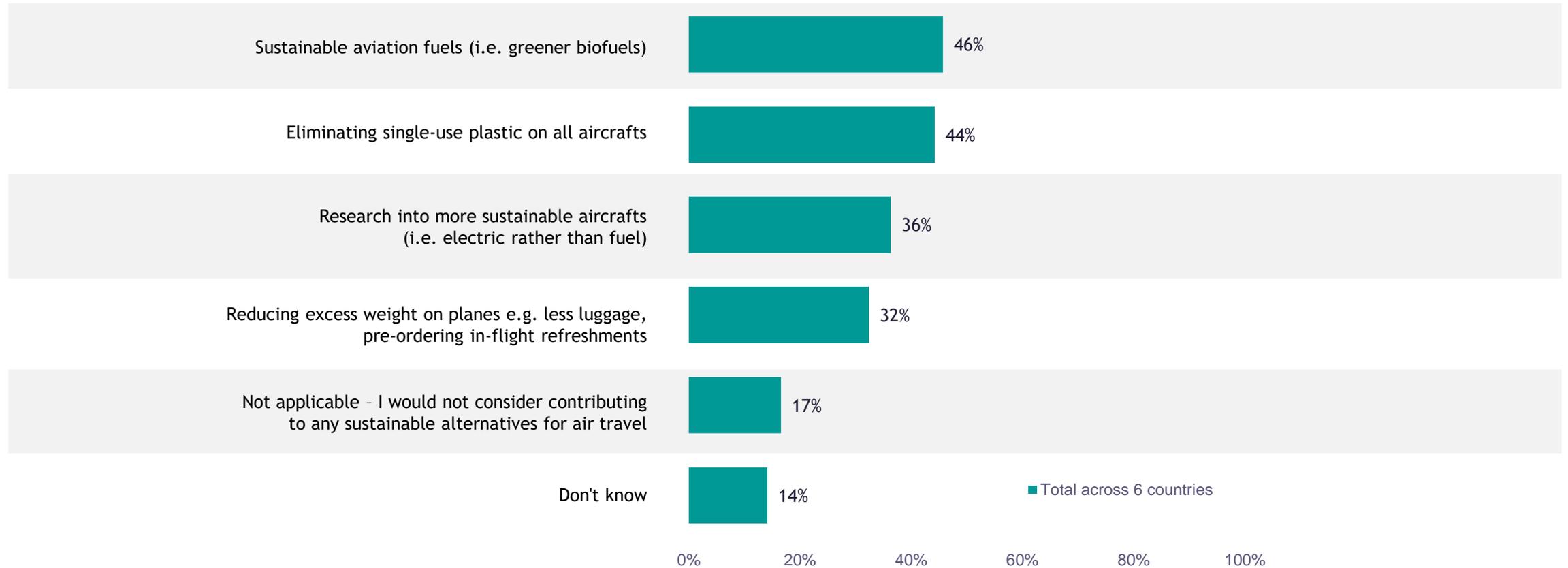
How much more would you be willing to pay towards the cost of the ticket if the provider was offering more sustainable options (e.g. a lower emission flight)?



Base: all respondents: UK (1190), USA (1041), Australia (1041), Germany (1039), South Korea (1027), Japan (1037) \*Ticket prices asked in this question differ per country: the prices for UK and Germany refer to short-haul flights, whereas for USA, Australia, South Korea and Japan they prefer to medium- or long-haul flights.

# Nearly half of respondents across all markets feel that sustainable aviation fuel and eliminating single-use plastic on board will make air travel more sustainable.

From the list below, which, if any, of the following alternatives would you consider contributing to (beyond offsetting) to help make air travel more sustainable?



Base: all respondents (6375): UK (1190), USA (1041), Australia (1041), Germany (1039), South Korea (1027), Japan (1037), sorted in descending order by total.

# Elimination of single-use plastic is considered an alternative to offsetting by the UK, America and Australia. Germans, South Koreans and Japanese feel that sustainable aviation fuel is a more effective solution.

Still thinking about offsetting, what are your reasons for being unlikely to consider offsetting? Please select all that apply.

## Top 3 reasons for being unlikely to consider offsetting



Base: all respondents (6375): UK (1190), USA (1041), Australia (1041), Germany (1039), South Korea (1027), Japan (1037)

# Methodology



## Target group:

National representative 18+ per country



## Methodology:

Quantitative online survey in the YouGov panel and partner panel



## Sample size:

United Kingdom:	n = 1.190
USA:	n = 1.041
Australia:	n = 1.041
Germany:	n = 1.039
South Korea:	n = 1.027
Japan:	n = 1.037



## Weighting:

Population-representative sample per country



## Length of the interview:

9,5 Minuten



## Field time:

United Kingdom:	27.08.-02.09.2021
USA:	03.09.-09.09.2021
Australia:	03.09.-10.09.2021
Germany:	03.09.-09.09.2021
South Korea:	03.09.-10.09.2021
Japan:	07.09.-10.09.2021



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