

# Sustainability segmentation

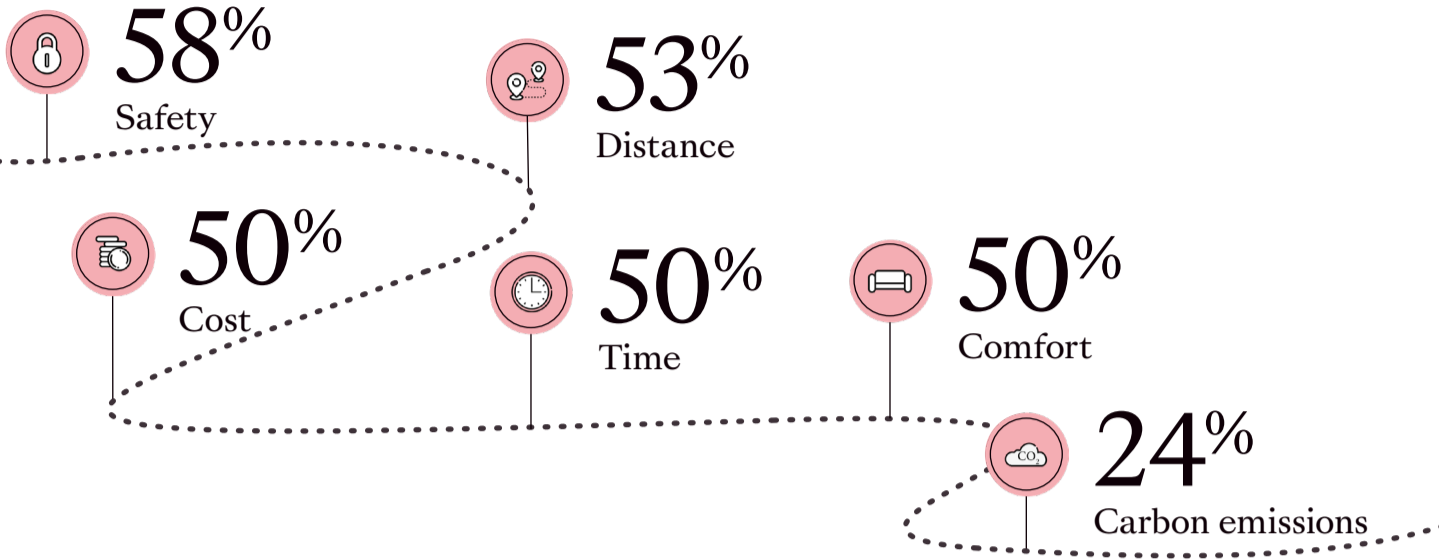
## Travel & Transport

The car is the most distinctive symbol of personal freedom, the linchpin of social and economic life in western societies, and for some, an extension of our own personalities.



We've identified seven consumer segments based on their awareness, knowledge, ability to care, and behaviors, in order to understand how these segments intentions and actions towards sustainability vary across **Travel & Transport**.

### Important considerations when making journeys

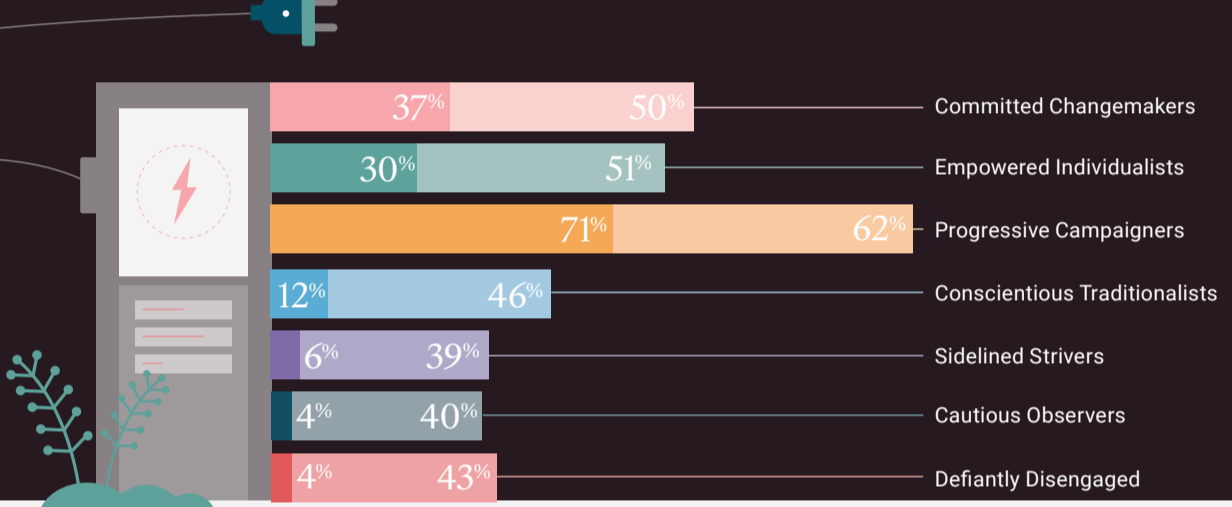


### But how are our segments behaving?

#### The appetite for electric vehicles is transcending environmental value

It is perhaps one example in the realm of sustainability where it pays to be a status symbol.

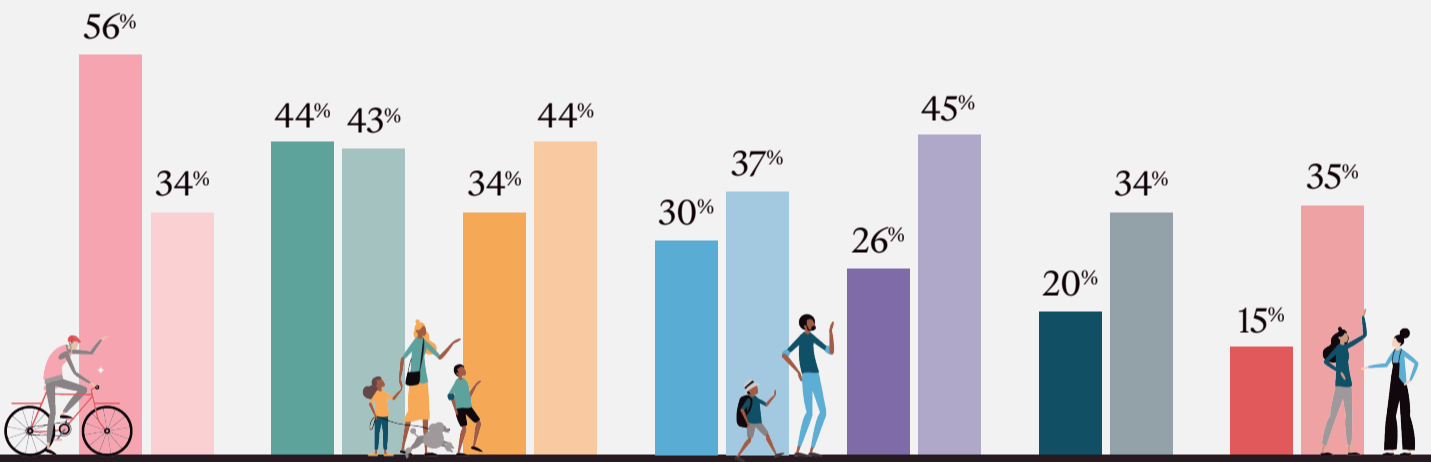
Have bought an electric car  
Have considered buying an electric car



#### Those living in urban areas are encouraged to shift away from cars

Overall, at least a quarter have already taken certain steps to travel more sustainably.

Have switched to cycling/walking  
Have considered switching to cycling/walking



### So what can brands do?

#### The key to success...

For brands to succeed, sustainable travel solutions must factor in convenience and value for money.

#### The modern status-symbol

The uptake of electric vehicles will continue for the affluent. How do brands drive affordability and make electric all-inclusive?

#### Planning for the future...

Investment in infrastructure and technologies to support cycling and walking are key.

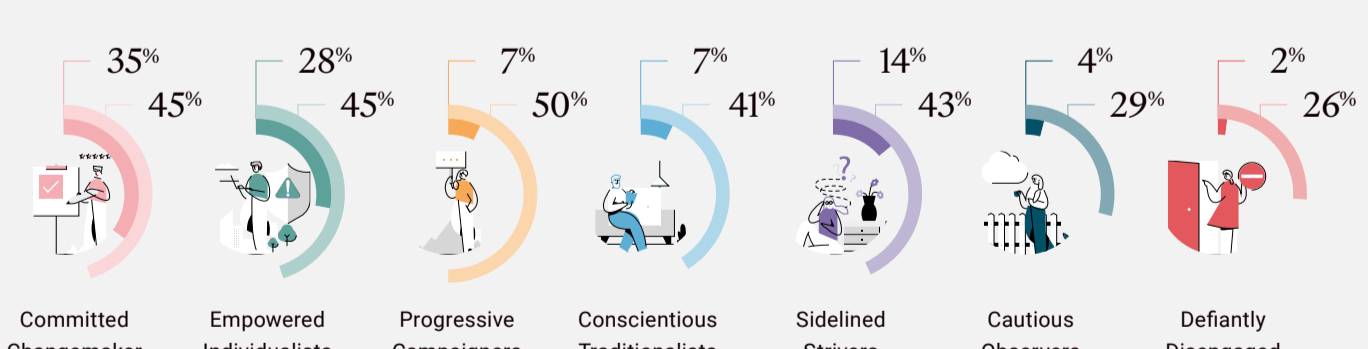
## Travel

### Considerations for offsetting carbon emissions

If the car is the symbol of personal freedom, affordable air travel has democratized escapism consumers are not going to give up easily.

Different segments are divided over whether they'll consider offsetting carbon emissions when flying abroad.

Already have/do paid extra for offset carbon emissions when flying  
Would consider paying extra to offsetting carbon emissions



### So what can brands do?

#### Differentiate your offer through authenticity

Growing suspicion around carbon offsetting means there's an opportunity for airlines to offer solutions that don't just come across as add-on costs.

#### Communicate green efficiencies

The aviation sector can soften concerns about carbon emissions by highlighting recent changes such as lighter fleets and a single-use plastic ban.

#### Target your audiences...

For the rail sector, there's an opportunity to attract those looking to go abroad without flying, or choosing to staycation instead, with targeted messaging.

Savanta is helping brands understand consumer actions and attitudes to sustainability through a robust multi-market study to identify and understand seven consumer segments, placing a particular focus on how sustainably people say they behave day-to-day versus what they actually do.

This report is based on findings of a survey of 12,016 adults aged 18+ in the United States (5,006), United Kingdom (5,005), and Canada (2,005). Data is weighted to be representative of age, gender, region, and income/education (US and Canada) and social grade (UK).