MORE THAN SEVENTY PERCENT OF THE UK THINK IT'S TIME FOR SUSTAINABLE AIR TRAVEL

News / Events / Festivals, Manufacturer

Almost three-quarters (71%) of the UK are eager to see cleaner forms of air travel, according to a representative survey unveiled by Lilium. Ahead of the Farnborough Air Show, Lilium today presented brand new research about the United Kingdom's attitudes to the present and future of aviation and transportation, including its impact on congestion, pollution, and disruption such as noise levels. The research also includes findings into the future of air travel in the country: from electric planes to eVTOL aircraft such as the Lilium Jet. Sixty percent-plus of respondents stated they were concerned by aviation's impact on environmental noise, traffic/congestion near large airports, and damage to rural environments.

Environment and Community

Notably, respondents from Wales and the West Midlands noted concern for damage to rural environments at 77 percent and 80 percent respectively, higher than the national average.

In addition, environmental noise and traffic congestion were both concerning to more than seven in ten of London respondents, which plays host to four of the five busiest airports in the country. 80 percent of respondents from the capital cited concerns for air travel's impact on pollution.

Of those surveyed, 74 percent cited concern for aviation's impact on pollution and climate change.

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Overall, 71 percent of respondents agreed that it’s about time there was a sustainable mode of air travel.

Transport preferences

Respondents were also surveyed on their preferences for selecting modes of transport. The three most commonly cited factors informing their decision were cost, convenience of access, and comfort. Preference toward cost was more important amongst respondents aged 18-34, whilst convenience was notably higher amongst respondents aged 35+ than younger groups.

Respondents were also asked which modes of transport they would most likely utilise for travelling regional distances (100 miles/160 kilometres)— one in two would travel via car, whilst 34 per cent would travel via train. For respondents aged 18-34, the train was the most popular option (42 per cent), whilst the car was the most popular option for travellers aged 35-54 (53 per cent) and 55+ (61 per cent).

Of those surveyed as part of this research, 59 per cent expressed interest in using eVTOL aircraft as a mode of transport if it was available to them. Furthermore, 82 per cent of respondents who have an understanding of eVTOL aircraft would use one if available to them.

Sebastien Borel, Chief Commercial Officer, Lilium, commented: “This survey shows clearly that people in the UK are ready to fly eVTOL aircraft such as the Lilium Jet. People are looking for a transformed approach to mobility minimizing noise and air pollution, one that’s more comfortable and convenient to access. We see the Lilium Jet as the clear solution to this challenge: With zero operating emissions, and a low noise profile, our Jet is a perfect fit with people’s expectations of the decarbonization of air travel. I also believe that once our aircraft is in operations commercially, the numbers we have seen in this survey will increase.”

The research surveyed 1,000 nationally representative adults across England, Northern Ireland, Scotland, and Wales and was conducted between 10th and 12th July 2024 by insight agency Opinium.

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