



## PUBLIC POLL FINDINGS AND METHODOLOGY

### Nearly three in five business travelers in Switzerland report flying less compared to before the pandemic

Survey findings also show that a majority of employees of large companies agree that an important factor for reducing a business’s carbon footprint is reducing levels of corporate flying

#### Topline Findings

A recent Transport & Environment poll, with data collection by Ipsos, finds that, among those who currently travel for business in Switzerland, nearly three in five (59%) have flown less compared to before the pandemic

The poll was conducted among respondents from Switzerland as well as other countries. To qualify for the survey, respondents had to be employed full-time at an organization with at least 50 employees and be between ages 18-74.

The poll also finds that strong majorities of these full-time employees in Switzerland believe businesses must play an important role in fighting climate change, including setting targets and travel policies to reduce levels of corporate flying. Lastly, 60% feel employees play an extremely or very important role when it comes to changing a company’s travel policy.

A majority of adults working for larger companies travel for business (65% currently travel and another 6% who used to travel before COVID but no longer travel). Amongst those who are considered business travelers (traveled before the COVID pandemic or current travelers), most are traveling less than they did before the COVID pandemic (59% of business travelers).

When given options on their preference to reduce the environmental impact of air travel, employed adults at large companies prefer options that require changes in behavior vs. making a purchase to an offset or purchasing sustainable aviation fuels.

|   |     |
|---|-----|
| <b><u>Changing behavior responses:</u></b>    |     |
| • Use virtual collaboration technologies..... | 48% |
| • Switch to another means of transport .....  | 43% |
| • Reduce frequent flying .....                | 43% |
| <b><u>Making a purchase:</u></b>              |     |
| • Purchase Sustainable Aviation Fuels.....    | 26% |
| • Offset emissions on your flights .....      | 26% |





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Two out of every three business travelers believe employees play at least a somewhat important role in changing a company's travel policy.

- Sixty-six percent of business travelers say employees play an extremely or very important role in changing their company's travel policy while another 25% believe employees play a somewhat important role.
- While a majority of business travelers report being completely or at least very willing to take various steps to reduce their environmental impact while flying. These steps include taking fewer business flights for internal meetings (59%), planning more local meetings than global meetings (63%), or using a more environmentally friendly mode of transportation (60%).
- About one in five business travelers are completely willing to making each trip a longer stay (17%).

While most employees are willing to make changes to their travel patterns for sustainability, even more believe businesses must play an important role.

- Seventy-three percent at least somewhat agree that businesses have an important role to play in the fight against climate change.
- A similar percentage say that reducing levels of corporate flying is an important factor for reducing a business's carbon footprint (75%), and that businesses must set targets and include travel policies to reduce levels of corporate flying (75%).

### Topline Findings - Switzerland

#### Detailed Findings

*These are some of the findings of a Transport & Environment poll conducted between April 12-18, 2023, with data collection done by Ipsos. For this survey, a sample of 1,500 adults ages 18-74 was interviewed online – 500 for Switzerland as well as 500 for Poland and 500 for Belgium. Qualified respondents are made up of adults who are employed full time at an organization with at least 50 employees and are between ages 18-74.*

*The Switzerland sample included 332 adults that currently travel for business. The poll has a credibility interval of plus or minus 5.0 percentage points for all respondents. The poll also has a credibility interval of plus or minus 6.0 percentage points for those that currently travel for business.*

**For full results, please refer to the following annotated questionnaire:**





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### Full Annotated Questionnaire

1a. Before Covid, how frequently did you fly for work...?

|                              | Total      |
|------------------------------|------------|
| <b>Base: All Respondents</b> | <b>500</b> |
| At least once a week         | 3%         |
| Every two to three weeks     | 11%        |
| About once a month           | 6%         |
| Every two to three months    | 13%        |
| Every four to six months     | 11%        |
| Once or twice a year         | 13%        |
| Less than once a year        | 11%        |
| Never travel for work        | 31%        |

1b. And now, how often do you fly for work?

|                              | Total      |
|------------------------------|------------|
| <b>Base: All Respondents</b> | <b>500</b> |
| At least once a week         | 1%         |
| Every two to three weeks     | 13%        |
| About once a month           | 6%         |
| Every two to three months    | 10%        |
| Every four to six months     | 13%        |
| Once or twice a year         | 8%         |
| Less than once a year        | 15%        |
| Never travel for work        | 34%        |

Q1a and Q1b. Current and recent travel

|   | Total      |
|---|------------|
| <b>Base: All Respondents</b>                  | <b>500</b> |
| Total travelers - current or recent (Net)     | 71%        |
| Travel now and travelled before COVID         | 63%        |
| Travel now but did not travel before COVID    | 2%         |
| Do not travel now but did travel before COVID | 6%         |
| Not a business traveler – now or in the past  | 29%        |





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Q2. Thinking about how often you fly for business now, how has it changed, if at all, compared to before COVID-19?  
(FILTER BY BUSINESS TRAVELERS = current or recent travelers)

|   | Business Travelers |
|---|--------------------|
| <b>Base: All Respondents</b>                    | <b>365</b>         |
| I have stopped flying for business altogether   | 12%                |
| I fly for business much less than as I used to  | 23%                |
| I fly for business somewhat less than I used to | 24%                |
| I fly for business as often as I used to        | 31%                |
| I fly for business more than I used to          | 10%                |

Q4. In order to reduce the environmental impact of business air travel, which of the following would you rather do? (Select all that apply)

|  | Total      |
|--|------------|
| <b>Base: All Respondents</b>   | <b>500</b> |
| Switch to another means of transport                                 | 43%        |
| Use virtual collaboration technologies (e.g., Zoom, Microsoft Teams) | 48%        |
| Reduce frequent flying   | 43%        |
| Purchase Sustainable Aviation Fuels (SAF)                            | 26%        |
| Offset emissions on your flights                                     | 26%        |
| Other  | 3%         |





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Q4a. How much influence, if any, do you think each of the following have on a company's decision to reduce the amount of flights its employees take for work?

| More investments in virtual collaboration technologies | Total      |
|--|------------|
| <b>Base: All Respondents</b>                           | <b>500</b> |
| A great deal of influence                              | 21%        |
| A good amount of influence                             | 27%        |
| Some influence   | 26%        |
| A little influence                                     | 14%        |
| No influence at all                                    | 9%         |
| Don't know   | 3%         |

| Sustainable travel options are less expensive | Total      |
|---|------------|
| <b>Base: All Respondents</b>                  | <b>500</b> |
| A great deal of influence                     | 19%        |
| A good amount of influence                    | 31%        |
| Some influence                                | 21%        |
| A little influence                            | 15%        |
| No influence at all                           | 8%         |
| Don't know                                    | 5%         |

| Better international rail connections | Total      |
|---------------------------------------|------------|
| <b>Base: All Respondents</b>          | <b>500</b> |
| A great deal of influence             | 22%        |
| A good amount of influence            | 27%        |
| Some influence                        | 24%        |
| A little influence                    | 16%        |
| No influence at all                   | 8%         |
| Don't know                            | 3%         |





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| Companies need to report about the emissions related to their business travels | Total      |
|--|------------|
| <b>Base: All Respondents</b>   | <b>500</b> |
| A great deal of influence  | 14%        |
| A good amount of influence   | 27%        |
| Some influence   | 32%        |
| A little influence   | 14%        |
| No influence at all  | 9%         |
| Don't know   | 5%         |

| Clear targets for sustainable business travel for large companies | Total      |
|---|------------|
| <b>Base: All Respondents</b>                                      | <b>500</b> |
| A great deal of influence   | 14%        |
| A good amount of influence  | 24%        |
| Some influence  | 32%        |
| A little influence  | 19%        |
| No influence at all   | 6%         |
| Don't know  | 5%         |

### 5. How much do you agree or disagree with the following?

| To reduce levels of corporate flying, a business has an important role to play in the fight against climate change | Total      |
|--|------------|
| <b>Base: All Respondents</b>   | <b>500</b> |
| Top 3 Box (Net)  | 73%        |
| Strongly agree   | 25%        |
| Agree  | 28%        |
| Somewhat agree   | 20%        |
| Neither agree nor disagree   | 12%        |
| Bottom 3 Box (Net)   | 14%        |
| Somewhat disagree  | 9%         |
| Disagree   | 2%         |
| Strongly disagree  | 2%         |
| Don't know   | 2%         |





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| An important factor for reducing a business's carbon footprint is reducing levels of corporate flying | Total      |
|---|------------|
| <b>Base: All Respondents</b>  | <b>500</b> |
| Top 3 Box (Net)   | 75%        |
| Strongly agree  | 24%        |
| Agree   | 27%        |
| Somewhat agree  | 24%        |
| Neither agree nor disagree  | 12%        |
| Bottom 3 Box (Net)  | 11%        |
| Somewhat disagree   | 7%         |
| Disagree  | 2%         |
| Strongly disagree   | 2%         |
| Don't know  | 2%         |

| A business must set targets and include travel policies | Total      |
|---|------------|
| <b>Base: All Respondents</b>                            | <b>500</b> |
| Top 3 Box (Net)   | 75%        |
| Strongly agree  | 23%        |
| Agree   | 28%        |
| Somewhat agree  | 24%        |
| Neither agree nor disagree                              | 14%        |
| Bottom 3 Box (Net)                                      | 8%         |
| Somewhat disagree                                       | 4%         |
| Disagree  | 1%         |
| Strongly disagree                                       | 2%         |
| Don't know  | 3%         |





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Q6. How important of a role do employees play when it comes to changing a company's travel policy?

|                              | Total      |
|------------------------------|------------|
| <b>Base: All Respondents</b> | <b>500</b> |
| Top 2 Box (Net)              | 60%        |
| Extremely important          | 21%        |
| Very important               | 38%        |
| Somewhat important           | 27%        |
| Bottom 2 Box (Net)           | 12%        |
| Not too important            | 9%         |
| Not at all important         | 3%         |
| Don't know                   | 1%         |

Q7. How willing are you, if at all, to take the following steps to reduce your environmental impact while flying for business?  
**(FILTER BY BUSINESS TRAVELERS = current or recent travelers)**

| Taking fewer business flights for internal meetings | Business Travelers |
|---|--------------------|
| <b>Base: All Respondents</b>                        | <b>365</b>         |
| Top 2 Box (Net)                                     | 59%                |
| Completely willing                                  | 19%                |
| Very willing  | 39%                |
| Somewhat willing                                    | 33%                |
| Bottom 2 Box (Net)                                  | 8%                 |
| Not too willing                                     | 7%                 |
| Not at all willing                                  | 1%                 |

| Making each trip a longer stay | Business Travelers |
|--------------------------------|--------------------|
| <b>Base: All Respondents</b>   | <b>365</b>         |
| Top 2 Box (Net)                | 54%                |
| Completely willing             | 17%                |
| Very willing                   | 37%                |
| Somewhat willing               | 32%                |
| Bottom 2 Box (Net)             | 14%                |
| Not too willing                | 12%                |
| Not at all willing             | 2%                 |







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| Prioritizing travel to respect company's climate targets | Business Travelers |
|--|--------------------|
| <b>Base: All Respondents</b>                             | <b>365</b>         |
| Top 2 Box (Net)  | 58%                |
| Completely willing                                       | 19%                |
| Very willing   | 39%                |
| Somewhat willing   | 29%                |
| Bottom 2 Box (Net)                                       | 13%                |
| Not too willing  | 11%                |
| Not at all willing                                       | 2%                 |

| Planning more local meetings than global meetings | Business Travelers |
|---|--------------------|
| <b>Base: All Respondents</b>                      | <b>365</b>         |
| Top 2 Box (Net)                                   | 63%                |
| Completely willing                                | 22%                |
| Very willing                                      | 41%                |
| Somewhat willing                                  | 28%                |
| Bottom 2 Box (Net)                                | 9%                 |
| Not too willing                                   | 7%                 |
| Not at all willing                                | 2%                 |

| Using a more environmentally friendly mode of transportation | Business Travelers |
|--|--------------------|
| <b>Base: All Respondents</b>                                 | <b>365</b>         |
| Top 2 Box (Net)  | 60%                |
| Completely willing   | 20%                |
| Very willing   | 40%                |
| Somewhat willing   | 28%                |
| Bottom 2 Box (Net)   | 12%                |
| Not too willing  | 9%                 |
| Not at all willing   | 2%                 |





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Q8. In order of preference, which criteria are more important when choosing one means of transport over another? - Time it takes (**Please rank in order where 1 is most important and 5 is least important**)

| Most Important selection                         | Total      |
|--|------------|
| <b>Base: All Respondents</b>                     | <b>500</b> |
| Possibility to work productively while traveling | 19%        |
| Time it takes                                    | 28%        |
| Price  | 27%        |
| Convenience                                      | 9%         |
| Environmental impact                             | 16%        |

| Possibility to work productively while traveling | Total      |
|--|------------|
| <b>Base: All Respondents</b>                     | <b>500</b> |
| 1  | 19%        |
| 2  | 21%        |
| 3  | 16%        |
| 4  | 19%        |
| 5  | 24%        |

| Time it takes                | Total      |
|------------------------------|------------|
| <b>Base: All Respondents</b> | <b>500</b> |
| 1                            | 28%        |
| 2                            | 26%        |
| 3                            | 25%        |
| 4                            | 14%        |
| 5                            | 6%         |

| Price                        | Total      |
|------------------------------|------------|
| <b>Base: All Respondents</b> | <b>500</b> |
| 1                            | 27%        |
| 2                            | 22%        |
| 3                            | 19%        |
| 4                            | 19%        |
| 5                            | 13%        |



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| Convenience                  |            |
|------------------------------|------------|
|                              | Total      |
| <b>Base: All Respondents</b> | <b>500</b> |
| 1                            | 9%         |
| 2                            | 17%        |
| 3                            | 25%        |
| 4                            | 23%        |
| 5                            | 25%        |

| Environmental impact         |            |
|------------------------------|------------|
|                              | Total      |
| <b>Base: All Respondents</b> | <b>500</b> |
| 1                            | 16%        |
| 2                            | 13%        |
| 3                            | 14%        |
| 4                            | 25%        |
| 5                            | 32%        |

9. How much of an impact would you say the pause or reduction in travel over the last few years has had on the following?

| Your work-life balance       |            |
|------------------------------|------------|
|                              | Total      |
| <b>Base: All Respondents</b> | <b>500</b> |
| A great deal of impact       | 13%        |
| A good amount of impact      | 27%        |
| Some impact                  | 25%        |
| A little impact              | 20%        |
| No impact at all             | 13%        |
| Don't know                   | 2%         |

| Your productivity levels     |            |
|------------------------------|------------|
|                              | Total      |
| <b>Base: All Respondents</b> | <b>500</b> |
| A great deal of impact       | 10%        |
| A good amount of impact      | 20%        |
| Some impact                  | 23%        |
| A little impact              | 25%        |
| No impact at all             | 19%        |
| Don't know                   | 3%         |





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| Your health (e.g., stress, insomnia, pre-existing health conditions or other) | Total      |
|---|------------|
| <b>Base: All Respondents</b>  | <b>500</b> |
| A great deal of impact  | 12%        |
| A good amount of impact   | 23%        |
| Some impact   | 24%        |
| A little impact   | 20%        |
| No impact at all  | 18%        |
| Don't know  | 2%         |

| Your motivation              | Total      |
|------------------------------|------------|
| <b>Base: All Respondents</b> | <b>500</b> |
| A great deal of impact       | 11%        |
| A good amount of impact      | 25%        |
| Some impact                  | 23%        |
| A little impact              | 26%        |
| No impact at all             | 13%        |
| Don't know                   | 2%         |

| Your personal footprint      | Total      |
|------------------------------|------------|
| <b>Base: All Respondents</b> | <b>500</b> |
| A great deal of impact       | 12%        |
| A good amount of impact      | 23%        |
| Some impact                  | 25%        |
| A little impact              | 19%        |
| No impact at all             | 16%        |
| Don't know                   | 4%         |





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9. How much of an impact would you say the pause or reduction in travel over the last few years has had on the following?

**(FILTER BY BUSINESS TRAVELERS = current or recent travelers)**

| Your work-life balance       | Business Travelers |
|------------------------------|--------------------|
| <b>Base: All Respondents</b> | <b>365</b>         |
| A great deal of impact       | 13%                |
| A good amount of impact      | 28%                |
| Some impact                  | 28%                |
| A little impact              | 19%                |
| No impact at all             | 11%                |
| Don't know                   | 1%                 |

| Your productivity levels     | Business Travelers |
|------------------------------|--------------------|
| <b>Base: All Respondents</b> | <b>365</b>         |
| A great deal of impact       | 11%                |
| A good amount of impact      | 20%                |
| Some impact                  | 24%                |
| A little impact              | 29%                |
| No impact at all             | 14%                |
| Don't know                   | 1%                 |

| Your health (e.g., stress, insomnia, pre-existing health conditions or other) | Business Travelers |
|---|--------------------|
| <b>Base: All Respondents</b>  | <b>365</b>         |
| A great deal of impact  | 13%                |
| A good amount of impact   | 24%                |
| Some impact   | 26%                |
| A little impact   | 21%                |
| No impact at all  | 14%                |
| Don't know  | 2%                 |





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| Your motivation              | Business Travelers |
|------------------------------|--------------------|
| <b>Base: All Respondents</b> | <b>365</b>         |
| A great deal of impact       | 11%                |
| A good amount of impact      | 25%                |
| Some impact                  | 24%                |
| A little impact              | 27%                |
| No impact at all             | 11%                |
| Don't know                   | 1%                 |

| Your personal footprint      | Business Travelers |
|------------------------------|--------------------|
| <b>Base: All Respondents</b> | <b>365</b>         |
| A great deal of impact       | 15%                |
| A good amount of impact      | 24%                |
| Some impact                  | 24%                |
| A little impact              | 19%                |
| No impact at all             | 14%                |
| Don't know                   | 4%                 |





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### About the Study

The sample was randomly drawn from [Ipsos' online panel](#), [partner online panel sources](#), and "river" sampling and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. The data for the total sample were weighted based on demographic targets for all employed adults in each country. The findings from this survey are based on a subset of employed adults (18-74 year olds at companies with 50+ employees) and reflect the opinion of these respondents. Post-hoc weights were applied to adjust for the following in each country:

- Switzerland: Gender by Age Range amongst adults employed full time

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 5.0 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=500, DEFF=1.5, adjusted Confidence Interval=+/-5.0 percentage points).

The poll also has a credibility interval of plus or minus 11.2 percentage points for business travelers.

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### About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

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