

# 7 TOP FINDINGS

## WHAT MILLENNIALS SAY ABOUT BUSINESS AVIATION & SUSTAINABLE PERSONAL AIR TRANSPORT

The survey at a glance: Our survey shows that megatrends drastically shape the future of mobility and that Millennials value the environment much more than previous generations. This has a direct effect on their views of Business Aviation and the future of sustainable personal air transport. Here are some of the highlights of what Millennials think:

### CLIMATE CHANGE, DIGITISATION AND AI ARE THE DRIVERS



**40%** believe that **CLIMATE CHANGE** is the megatrend that will have the **BIGGEST IMPACT** on the development of **SUSTAINABLE PERSONAL AIR TRANSPORT** (digitisation and AI are next)

### IT'S ABOUT FREEDOM



**62%** believe that the main benefit of **BUSINESS AVIATION** is its **ABILITY TO TAKE PEOPLE**

- where they need
- when they need
- on demand

### JOBS OF THE FUTURE



Millennials expect that the largest job growth within Business Aviation will be in **RESEARCH & INNOVATION AND ENGINEERING**

01

### IT WILL BE A GAME CHANGER



**59%** of Millennials believe that **NEW FORMS OF AIR TRANSPORT** will drastically **CHANGE OUR LIVES**

02

03

### TRUST & SAFETY ARE THE MAIN BARRIERS



Potentially game-changing technologies like automation need to earn **TRUST** and address **SAFETY** (19%)

04

05

### THEY WANT TO USE PILOTED RIDE-SHARING FLIGHTS



**62%** of **MEN** and **58%** of **WOMEN** are willing to use piloted **RIDE-SHARING FLIGHTS**

06

07

### THE NEXT GENERATION WANTS TO LEARN MORE



More than **50%** of Millennials surveyed are keen to **LEARN MORE** about Business Aviation

DATA SOURCE: EBAA Expanding Horizons: How Millennials See the Future of Business Aviation - A Focus on Sustainable Personal Air Transport, 2018