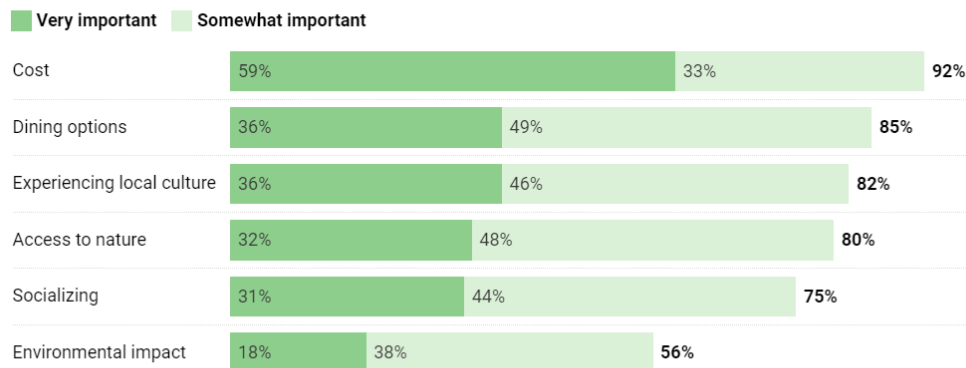


3c- Americans Say They Want Eco-Friendly Vacations. But Few Make It a Priority-

The most important factors for Americans when planning vacations

percentage of survey respondents who said the following were important to them (respondents could choose more than one option)



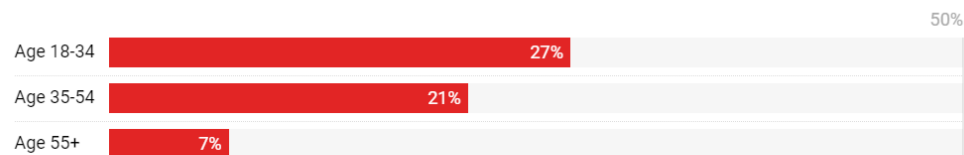
Based on a June 2, 2023 survey of 1,009 Americans

Chart: Kyla Mandel & Elijah Wolfson for TIME • Source: TIME/Harris Poll

TIME

Number of Americans who say they would spend more for climate-friendly travel

percentage of survey respondents, by age, who would pay more for lower-impact travel options (ex. EV car rental, offsets, sustainable fuel charge)



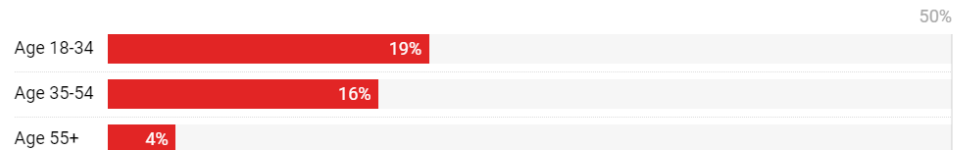
Based on a June 2, 2023 survey of 1,009 Americans

Chart: Kyla Mandel • Source: TIME/Harris Poll

TIME

How many people have changed their travel plans to be more eco-friendly

percentage of U.S. survey respondents, by age, that said they have tried to lessen the impact of their vacation



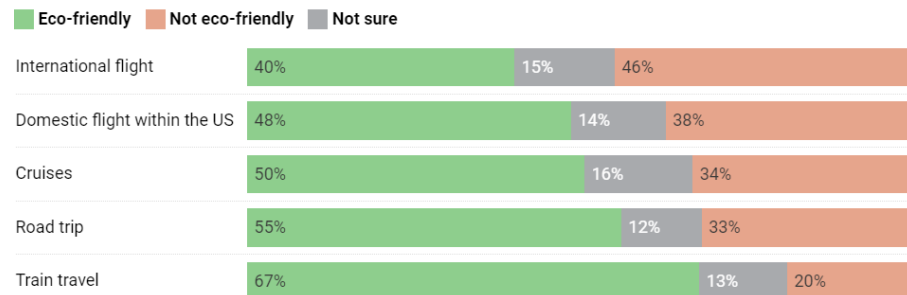
Based on a June 2, 2023 survey of 1,009 Americans

Chart: Kyla Mandel • Source: TIME/Harris Poll

TIME

Americans' beliefs on the climate impact of different types of vacations

percentage of survey respondents who believe that the following vacation options are...



Based on a June 2, 2023 survey of 1,009 Americans

Chart: Kyla Mandel & Elijah Wolfson for TIME • Source: TIME/Harris Poll

TIME