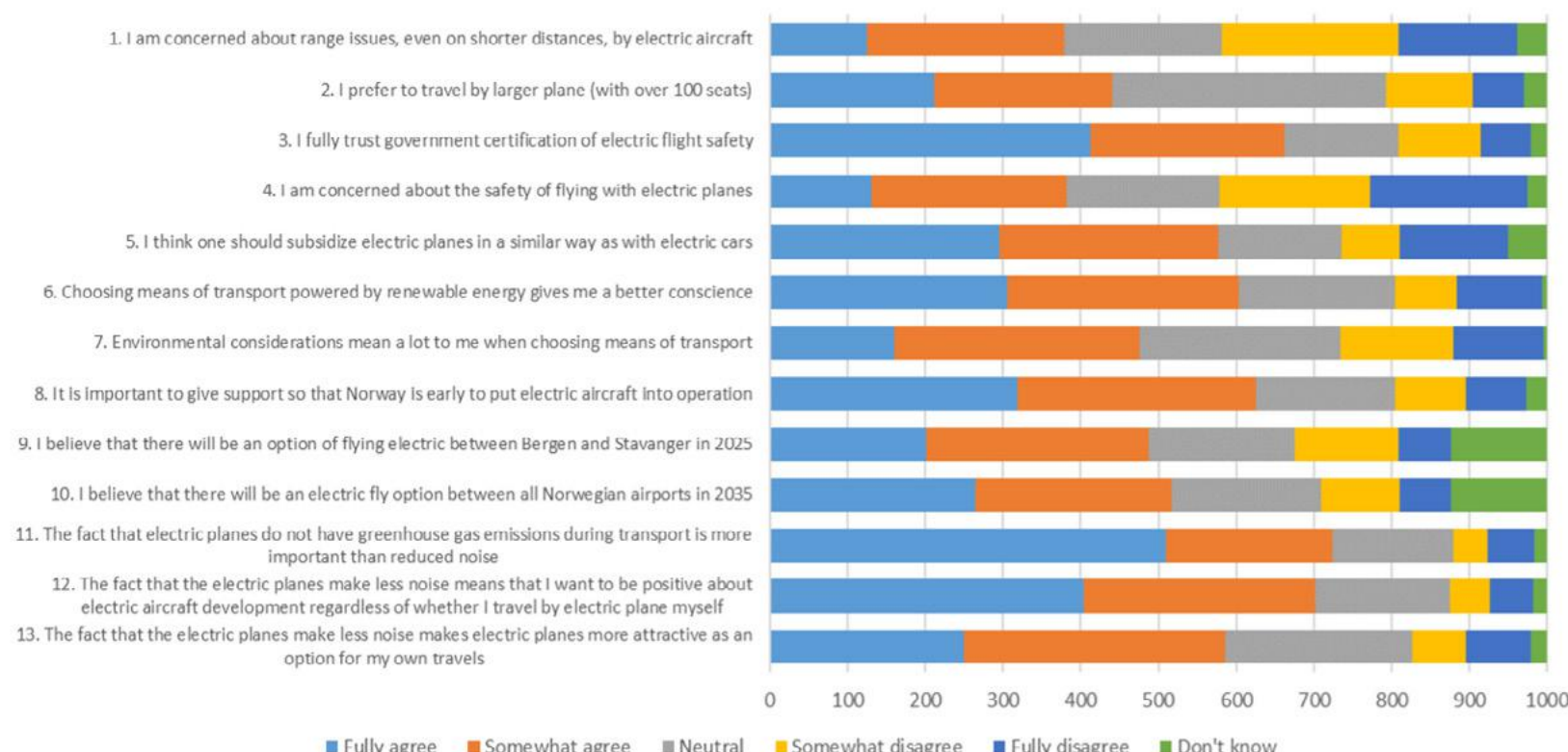


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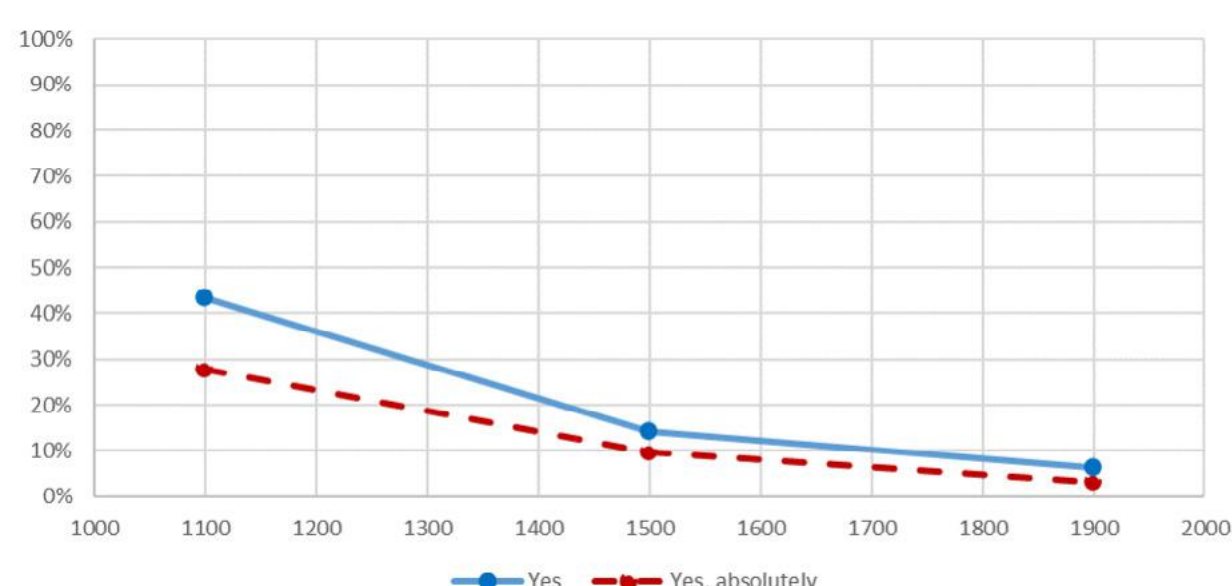
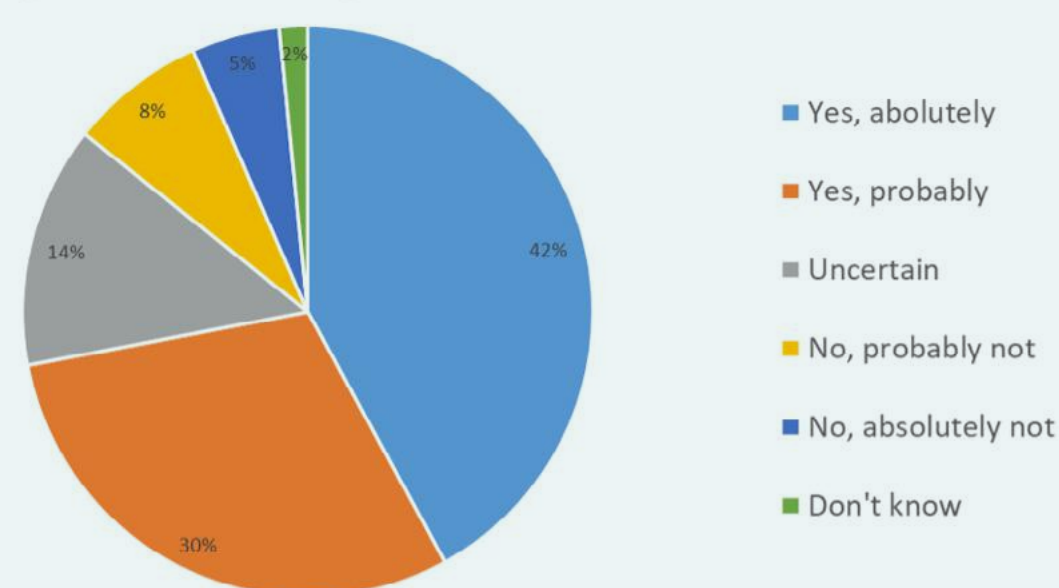


- 1000 transport users traveling between Bergen and Stavanger were asked about travel activity and attitudes for a future electric plane option
- Some concern about the safety and range, but they trust the certification process

A clear majority of the respondents would consider electric plane as a transport option when this becomes available. There is an increased likelihood of a “yes” response with

- age under 30 years
- completed university/college education
- access to electric car
- household income
- flight frequency abroad

Would you consider electric planes as a transport option between the Bergen area and the Stavanger area/Jæren when this becomes available?



Shares (vertical axis) among the majority who initially were positive to electric planes as an alternative mode of transport, that respond “yes” and “yes, absolutely” to the electric option for a stated price increase (horizontal axis), given that travel by conventional aircraft costs NOK 1000. N = 720

If electric planes were an option today, would you choose the electric flight instead of the conventional flight if the electric flight had a 10%, 50% or 90% higher ticket price?

- Average additional willingness to pay (WTP) for those with a “yes” answer: 24% (max WTP: 2200).
- Average compensation needed to get a “yes” answer from someone initially negative or uncertain: -67 %
- No statistical difference between business and leisure segments
- **High price sensitivity**
- With a choice between electric and conventional aircraft, those with a higher WTP for electric will be able to self-select and increase consumer surplus