Supplementary material

Coding structure for process of change (table 1)

The tables below contain the themes and subthemes related to the process of reducing air travel and representative example quotes for each subtheme.

Theme	Subtheme	Example quotes
Slow variables	Environmental commitment	*"Since I was a child it has been a lot of talk about how the climate is changing, how nature is affected [...] it was about the ozone layer in the 90s, there has been a lot of that, and I always got very affected. How the animals felt when forests were taken down, such things."* (Lotta, reducer) *"Already when I was 13, 14 I started to think a lot about the environment, became a vegetarian and refused to come with my family to Greece because we would fly."* (Olof, reducer)
	Growing knowledge of climate change	*"We work with these issues, mobility management and sustainability overall. It's probably a combination of what you read in the media, on the Internet and courses and conferences at work too. [...] I can't say exactly, it was no revolutionary event, it was more gradually that insight."* (Jakob, quitter) *"Yes it came gradually, sort of, but then when I started to understand how serious it is so kind of.. but God, I have to do something, kind of! Yes. So... and it has only grown, that feeling."* (Julia, reducer)
	Negative emotions/ attitudes connected to flying	*"Now I think it feels really bad to fly [...] I just feel it's totally wrong. [...] I would never ever post a picture of a plane in social media, which I could do before. Now I just feel like; how can you do that? I feel ashamed when I fly. And I think it's a hassle."* (Malin, reducer) *"I hear colleagues and others who are not so well informed [...] they live for these two weeks in Thailand per year, then I feel a bit sick emotionally. So aviation has absolutely been placed in a much more negative category in my head."* (Ida, quitter) *"I get anxiety because of the climate impact, and then generally I think it feels like a rather uncivilized way of travelling compared to trains."* (Olof, reducer)
Tipping	Tipping*	*"It's an awareness that has been growing for a long time, and then finally you get to a point where you think it's just enough."* (Max, reducer) *"The mask fell, sort of, I couldn't... No, it became too embarrassing to continue to fly [...] it felt paradoxical to have emitted such an amount of greenhouse gasses and then... yes, when you are the kind of person who is engaged in these issues and should know better. So it was probably there that my climate conscience had enough, so to say."* Ida, quitter
	Seeing clearly	*"I made this kind of test to see how I was doing and then I realized that I am doing better than many others but that particularly air travels was a very large part of my carbon footprint [...] it was by far the most efficient thing I could do."* (John, quitter) *"Perhaps it was a bit random, what happened, that the third UN report on climate, and my flight and the film that I saw, and at the same time my nephew was born. Maybe it was that situation? [...] Together it was so heavy that I just saw the truth, sort of."* (David, quitter)

	Decision, Statement	*"It feels pretty much as a statement [...] towards myself kind of, what can you do? And then it was probably also part of the process of becoming a parent."* (Frank, quitter) *"Before I had stepped over this border and taken this decision – now I have taken this decision – then it was like I was playing a bit with these thoughts, juggled a bit back and forth. [...] It's more that it has tipped over a border where I feel that it is so urgent that I can't allow myself to fly."* (Stina, quitter)
Struggling and learning	Breaking habits, getting used, learning	*"My friends were a lot like: Yeah, but aren't you coming with us on this trip that we are planning? A bit of peer pressure. And it was a little difficult then, but it passed rather quickly."* (Ida, quitter) *"After that I have been twice in London and once in Milano and I took the train. And the first time it was more to test – is it even possible?"* (Malin, reducer)
	Negotiation, inner struggle, exceptions	*"It feels really tough. I don't want to fly, but now I'm working for this cause, and as the world looks today maybe you need to fly, to achieve what you want".* (Julia, reducer) *"I will do my best to fly less. But now I know I will fly in November. And then it's partly because I have a friend who is defending his PhD thesis, and I want to be there. And I can't go from London to Uppsala in 15 hours so then I'll fly, because it is more important for me to be there (…) Then I can kind of stretch my ideals."* (Johannes, reducer)
New, positive feedbacks	Feeling better acting	*"I don't really feel bad personally [about climate change] in that sense. Or, this [reducing flying] is part of it. Because I know I'm doing as much as I can [...]* *Interviewer: So that makes you feel better?* *Yes, I realized it now that I said it. It's probably my way of dealing with it."* (Sixten, reducer) *"There is a lot of talk about climate anxiety, but I have more of climate anger. [...]* *I think anxiety can only create confusion and hopelessness, but anger makes me want to do something, I get energy. [...] I feel commitment to what I do, and I imagine that I can influence other people and then I experience a sense of meaning."* (Hans, quitter) *"In the end things might go to hell anyway, but at least I have contributed, I have pulled in the other direction."* (David, quitter)
	Finding support, influencing others	*"Then it helps, I am in a few of these groups on Facebook [...] You get a perception that yes, there are other people who have similar thoughts. [...] You see a lot of nice, good examples of people who have done fantastic vacations with train and so on. Like that your decision is strengthened."* (Stina, quitter) *"I feel a bit less weird when I am in these groups [...] in those contexts I am normal, and that is really nice."* (Hans, quitter) *"My partner flies sometimes, or rather did, now I think it's changing. [...] And my friends too, absolutely, they reduce even if they don't stop totally. [...] That's nice to see, it gives me a little bubble of hope."* (Ida, quitter) *"Someone wrote that she was going to a conference with work [...] and that she had persuaded everyone to take the train. And she said it was thanks to me! So that was really fun, because then you can feel that someone has changed."* Malin, reducer

	Appreciating new habits	*"And then I like this to discover and see, I mean it's not only the destinations that is the goal but the whole trip. Because you jump off in different places and experience new environments. [...] food and drinks and watch old cities and churches. That's the things I like, it's me kind of."* (Kerstin, quitter) *"It was such a revelation for me that it was possible and it was rather nice [to take the train to London]. It was something with time. And that it was a luxury."* (Malin)
Change of worldviews, values, new priorities	**What is possible/desirable**	*You don't need to travel so far [...] You can find fun stuff closer. Finland is rather fascinating [...]. You go to the neighboring country and discover that, what the hell, it's further away culturally than [...] You just pass the border and it's something totally different."* (Jörgen) *"Now it is maybe a bit more of a project to travel, even if that's fun it means that you might travel more seldom and maybe not to places far away [...] and then you'll have to sacrifice that."* (Stina, quitter) *"I have said no to gigs, in January for example, one of my bands is touring to India, but then I said 'Sorry, I'm not coming'. So it has affected my economy but I simply choose to prioritize other jobs instead."* (John, quitter)
	Perceptions of travelling and time	"We live in a very stressful society, most people experience some kind of information overload, it's impressions from right and left and that you have to fly around everywhere to get around as quickly as possible. [...] Yet there is the alternative not to travel, or take the train or even bike or walk [...] sail. It's extremely much slower than flying and I think you should highlight that as something positive. It's not bad that it's slow, it's good." (Johannes, reducer) "Even if the destinations are not as exotic the journey is more of an adventure. You get to be a bit creative, where can you go that's exciting? [...] Moldova or something… No one goes there – but I can go there with train". David, quitter "I think the whole attitude [...] that the whole world lays open and you can go anywhere, just dig in! It's pretty absurd, it's a small historical parenthesis." (Stina, quitter)

* coded at main theme

Coding structure for incentives and barriers (table 2)

The following tables contains the themes where all identified incentives and barriers to air travel reduction were coded. A short explanation is given for each theme/code and illustrative quotes are given as examples.

Incentives in personal sphere

GROUP OF THEMES	THEMES	EXPLANATION - references coded in this theme concerns:	EXAMPLE QUOTES
Incentives related to climate change (perceptions, knowledge, emotions)	*Internalized knowledge of climate change*	Statements indicating that knowledge of climate change that has been "digested" to the point that it affects behavior.	*"I have had this conflict in my head for many years… known that this is… I don't want to fly but I do it once in a while […] But now it's more of an emergency, and I think that's because I have grasped how urgent it is in some way. It's something that has sunk in." (Stina, quitter)*
	Knowledge of aviation's impacts	Knowledge related to global or individual impact on climate.	*"It plays a rather big role, they say it's the flights, the car and the food that we can influence. But I don't remember, I have seen figures about this… And I have seen figures about how many times you can go around the world with train on a flight from Stockholm to Gothenburg." (Kerstin, quitter)*
	Concern, anxiety, sense of urgency	Negative emotions connected to climate change, pessimism about future	*"At times I don't read the news at all because it is so depressing. So it really affects me. And it also spurs me, that I want to, how should I say, lead a better life." (Johannes, reducer)* *"Some parts of the planet will become inhabitable […] Here it will take a bit longer before it is not possible to live here either" (Lotta, reducer)* *"I haven't given up yet. But it feels dark." (Olof, reducer)*
	Concern for children	Worry and anxiety for the future of children is often mentioned as an incentive to reduce flying.	*"I don't want to destroy my son's future. I want him to be able to experience the same nature that I have experienced, when he is grown up, in 10, 15, 20 years. Of course it means a lot that you don't want to stick your head in a bag and pretend everything is fine when it isn't." (John, quitter)* *"We've bought a small farm with forest and fields, so now I'm learning to grow potatoes. […] I believe you have to learn. So our children and their children will have food." (Sara, reducer)*

Impact on humans most important	The foreseen impact on humans (war, starvation, refugees) is mentioned more often than impact on nature. Issues relating to equity, justice, guilt are coded here.	*"My climate concern is very anthropocentric. […] people will die because we do this. […] From a species perspective I think we will make it, but I believe there will be an incredible amount of suffering."* (Max, reducer) *"I feel spoilt because I don't think my future will be so impacted […] The most acute parts we will be elsewhere […] It will be manageable in the rich parts of the world during my lifetime, but that makes it even more… It triggers my sense of solidarity."* (Sixten, reducer)
Frustration, don't want to be part	Frustration with society's, politicians' and others' insufficient response to climate change, and an urge to break out from this.	*"It's frustrating to be stuck in a life where I need to work 40 hours a week […] I'd actually like to just, you know, quit my job and spend 100% with these things […] but I can't […] It's incredibly frustrating […] nothing happens, nothing happens politically, nothing happens with people. It feels like it's just standing still."* (Stina, quitter)
Feeling better acting, doing something concrete.	Quotes describing that the behavioral change is leading to increased well-being are coded here. Also quotes related to cognitive dissonance that is solved, reducing feelings of guilt.	See table 1
Worldviews, values, beliefs, attitudes — *Individual responsibility, moral obligation to act*	Perceptions of individual's responsibility. Most interviewees think individuals are responsible for their travel choices. Those who reduce often express that they have a moral responsibility to reduce emission.	*"My opinion is that if you want to change the world, you have to start with yourself. […] It's an active choice you make [to fly] and I can't justify it for myself anymore."* (Johan, quitter) *"I find it really hard to just lean back and think that somebody else will solve it, because I don't think that will happen. And we are too much in a hurry. I think everybody have to do what they can."* (Malin, reducer)
New perceptions of travelling and time, what is possible and desirable	Those who change often describe new views of what is reachable and desirable when it comes to travelling. More time for travelling is also viewed as something positive.	See table 1
Environmental comittment	Environmental commitment, awareness, and expressed biospheric values.	See table 1

Worldviews, values, beliefs, attitudes	*Negative attitudes to flying*	It is scary, boring, you can't move, airports and security checks are annoying are supporting change.	*"I think airports are some of the worst places on Earth. So I guess I am not directly afraid of flying but I am not really happy about it either (…) I think it's deeply uncomfortable to sit on a plane."* (Johannes, reducer)
	Positive attitudes to other travel modes	You can move, arrive in the city centre, it is calmer, you can work on train, experience distance enjoy the travel as a goal in itself.	*"I prefer travelling by train because you can stand up and walk around […] have access to internet, you can sit and work in a whole different way than during a flight where it's much more crowded and clamped." (John, quitter)* *"People don't know what they miss, with the journey itself. I mean, there is so much happening on a train trip that doesn't happen on a flight." (Jörgen, quitter)* *"It's fun to see the shifting nature, and climate, and not step into a plane in Sweden when it's 5 degrees and get out when it's 30, but to experience the whole change, to eat on the way, meet people…" (Ida, quitter)*
	Technology will not solve it/ behavior more important	Reducing flying is necessary to mitigate emissions from aviation, technological solutions are not enough.	*"Biofuel and such things? I have rather little faith in that, that it will happen quickly enough." (Ida, quitter)* *"It feels totally unrealistic to rely on technology, we are so far from that. […] So no, I don't believe much in that. Then of course, in the long term, we might find climate neutral ways to fly, but not now, in quite a while." (Stina, quitter)*
Social factors*	*Feeling social support, role-models*	Having friends, family or other role-models that reduce flying. Support on social media.	*"To go to Italy on vacation [with train] maybe would have been difficult if my wife wasn't also very interested […]* *Interviewer: Do you know others who have reduced flying, outspokenly?* *No, rather the contrary. I think I never had that conversation with anyone who have said they actively reduce flying." (Kristian, reducer)* *"I like Malena Ernman [singer who quit flying] and that she stands up for these things. Of course it's an important inspiration." (John, quitter)*
	Drive to influence others	Those who change want to influence others to fly less, which is easier if you start with yourself.	*"Somewhere you hope that your naïve act will lead to something […] I feel I might have influenced maybe ten friends" (Frank, quitter)* *"If you want to change the world you have to start with yourself." (John, quitter)*

* These incentives play out at the interface between personal and political spheres.

Barriers in personal sphere (worldviews, values, beliefs, attitudes)

THEMES	EXPLANATION - references coded in this theme concerns:	EXAMPLE QUOTES
Climate change is distant and abstract, parallel realities	CC is perceived as far away. Fuzzy perceptions, denial, unclear knowledge and avoidance of knowledge and optimism are also coded here.	[when asked about advantages with reducing flying] *"Well, possibly less climate impacts in the North for example, the Arctic and those parts. But at the same time I've read somewhere that they have seen that over time such changes have happened, cycles sort of, that it comes anyway." (Siv, non-reducer)* *"Well, those things [climate change] you just think of every time you see something in the news […]* *Interviewer: It's not top of mind?* *No… no.* *Interviewer: But when you see something in the newspaper?* *Yes but then you think about it, you do. But then you are like a gold fish, then you forget it after half an hour." (Henrik, non-reducer)*
Flying is valuable	Coded here are quotes related to the values of flying, e.g. to learn about the world and other cultures, to get sun in the winter, get away, new and different experiences, seeing family and friends, pursue an interesting career.	*"I think it's really fun to travel.[…] We went to see some friends who live in Israel. Would never have made that trip if we wouldn't have flown. […] To be in Israel and Palestine and see how the Palestinians are treated, see how it looks, experience… For me it was really important." (Annelie, non-reducer)* *"It's about this, to get to the warmth, escape the coldness, snow, all of that. We live in some way in the wrong country maybe. In a country where there are a lot of upsides with these flights. That we want to get away from something rather than coming to something I think." (Jan-Erik, non-reducer)* *"To abstain entirely from flying would definitely feel like a sacrifice, it would mean that I'd have to change my research […] I would lose contact almost entirely with friends I have who live on other continents. […] It would make an extremely big difference." (Staffan, non-reducer)*
Society and others have the main responsibility	Statements that politicians, the government, organizations or companies have the main responsibility to reduce emissions from aviation.	*"Hey, I'd say that's a problem for the state actually […] If they don't regulate then this is how it becomes. Because it's like I say, it comes down to companies who want to earn money." (Henrik, non-reducer)* *"Well, the fuel industry above all [has the responsibility to reduce emissions from aviation] but also the airlines themselves. And that's a little positive, that they seem to be looking at other energy sources for aviation." (Siv, non-reducer)*
Justification, environmental awareness at home, focusing on other problems	Justification of flying, sometimes by being environmentally aware in everyday life, compensating for the flights. Also quotes related to environmental awareness focusing on other topics than CC.	*"I have never been outside of Europe actually. Well, we have been in Egypt, on the Nile, but otherwise we haven't been outside of Europe […] Except for this one business trip that is [to the US]. So compared to many others we have actually travelled rather little over the years." (Jan-Erik, non-reducer)* *"It's maybe more that I think about what I do when I'm on the ground instead. […] Of course aviation […] is something that is polluting a lot but on the same time there are other things that are easier to influence, how you take care of waste, such things, to compensate." (Siv, non-reducer)*

Flying is effortless, convenience	Statements that flying is convenient, easy to book, fast, planes are on time etcetera.	*"It takes me five minutes to book a flight to London if I would sit down with my phone right now. I can't do the same for a train trip."* (Johannes, reducer)
		"Now it's so easy, everything works so well now. It's easy to get to Arlanda [airport], there is never any hassle there. It goes really quick to get through security. The flight leaves on time. It's resistless. So yes, it is easier, it is accommodated to people" […] (Kristian, reducer)
It is useless, ridiculous to reduce	Both quitters/reducers and non-reducers express the notion that it might be meaningless to quit flying as an individual in terms of mitigating emissions, that it might be perceived as stupid or ridiculous.	*"If I had abstained for this reason, then I had practically not affected the CO_2 emissions because I know for sure that the plane will leave anyway […] And perhaps I might even appear a little stupid who… then I let others… […] should I then refrain even if it has no effect?"* (Jan-Erik, non-reducer)
		"There are actually people who are close to me who think I am ridiculous who choose not to fly." (Kerstin, quitter)
		"Am I a bit stupid? Does it even matter? It's apparent that the plane will lift anyway, even if I take the train. And then it feels a bit like, oooh, ridiculous almost." (Malin, reducer)
Negative attitudes to other travel modes/train system is dysfunctional	Coded here are perceptions of and attitudes to the alternative travel modes as not functional, often late, inflexible, being a hassle, difficult to book.	*"I have tried a few times [to look for international train tickets] and then I thought that I don't even understand how, when the trains are leaving, when I should change, if there is even a possibility to take a night train. […] Long ago, you could actually phone and ask about such things […] But now that's not possible, you are pretty much left by yourself. (Maud, non-reducer)*
		"My experience also when we travelled with children, when they were small, is that it was so dirty in the train. It was actually unpleasant […]. The seats were not clean […] the toilets were poorly taken care of. And the trains to northern Sweden have never been modern, they have used old wagons and so on. So the general feeling has been that they don't really want any passenger traffic." (Jan-Erik, non-reducer)
Technology is more important than behavior	Statements that technological solutions are more important to reduce emissions from aviation that behavioral change.	*"I find it very difficult to believe that there is anything else than smart development of technology [that can reduce emissions from aviation]"* (Jan-Erik, non-reducer)
		"It's all about creating conditions for renewable fuels, because I don't think people will change habits." (Kristian, reducer)

Barriers at the interface between personal and political spheres

THEMES	EXPLANATION - references coded in this theme concerns:	EXAMPLE QUOTES
Family situation	Quotes related to having family members abroad, the need to get home quickly to the family after a work trip, and a wish to show children the world. Also coded here are quotes related to having different opinions about flying in the family.	*"I find it very difficult to refrain [flights] because it would mean less contact with the children [husband's children who live in Spain]" (Siv, non-reducer)* *"It's difficult to say at home that hey, I'm coming home 6 hours later because I will take the train." (Henrik, non-reducer)* *"I haven't been there since I took this decision [in Brussels for EU related work]. But then I will fly. I mean, I can't take that time from the family." (Sara, reducer)* *"I tried to bring it up once, and then he went like this: Never in my life! I will never stop flying!" (Diana, non-reducer)*
Social norms, status, peer pressure	How friends, family and others influence air travel habits. Statements related to norms and the status of flying.	*"It's a little, the social… as I said, it's fun to travel, and it's interesting. And yes, you want to do it and others might think you are strange if you say no voluntarily in a way." (Sixten, reducer)* *"I think it's difficult socially if you want to travel with friends. They don't think it's a big deal to fly. And then you would miss the social side of it. They go anyway and you're home alone." (Diana, non-reducer)* *"Most people don't travel as much as I do […] Many can look at this with some jealousy, if there is something in society that has very high status it's private travelling abroad. […] It's seen as a kind of good life […] I think that's a pity." (Johannes, reducer)*
Time	Lack of time, private and professional expectations that travelling should not take too much time, flying is quicker than the alternatives.	*"It makes my decision more difficult, as it's unavoidably so that my travels take more time, and that is intruding on time with the family obviously." (John, quitter)* *"Everything is built on this that it's possible to fly, I mean people don't have time to make longer travels because you normally have just five weeks of vacation a year, if you work." (Stina, quitter)*

Barriers in political sphere

THEMES	EXPLANATION - references coded in this theme concerns:	EXAMPLE QUOTES
Lack of support from society	Quotes generally relating to the notion that society and its structures and systems are not supporting a reduction of air travels.	"I feel rather that society is working against me. I mean, why don't we have decent train traffic, why are there no night trains?" (Malin, reducer) "You don't get any real support to choose not to fly" (Kristian, reducer) "It is hard to live ecologically in a society that is non-ecological, polluting (…) I think you can't ignore that society, or politics, don't have the environment as first priority. And it is difficult for individuals to go against this." (Lotta, reducer)
Infrastructure supporting flying, lack of alternatives	Practical aspects related to the transport infrastructure and the possibilities to find and book travels.	"It's actually a hassle [to travel by train]. That there are no night trains directly from Copenhagen for example. So it's more difficult for people. And you don't know about it, the travel agencies can't even sell reasonable tickets" (Barbro, quitter) "It's really easy to find a flight, and book and pay." (Annelie, non-reducer)
Flying is part of work and social practices, necessity	Quotes related to flying as necessary for work, and a natural part of work and social practices such as vacations, celebrations, hobbies.	"I work as a consultant and am expected to fill my schedule with work and keep myself educated and updated […] And then if I've found something and say: No I don't want this […] then I'm an economical burden for my company. […] I think certain employers wouldn't accept it." (Sixten, reducer) "I mean, today a morning flight to Malmö is an ordinary working day. Because I can be home before five. If I'd take something else… it's not possible." (Henrik, non-reducer) "You become engaged in different things and then there's suddenly a journey involved. […] A recent example when I took the decision not to go was, our best friends had this huge party, wedding and 40 years party […]. And then there were some in our circle of friends who took the initiative, yes, wouldn't it be nice if we could by a journey and travel together?" (Julia, reducer)
Economy	Statements related to ticket prices for different travel modes, and other economic barriers to reducing air travel.	"It's easy and cheap to fly all over Europe, it's easy to get away on a weekend trip. […] If there is time I have the money and can go." (Annelie, non-reducer) "And then it's the price… Because now if we are going to Italy for example [with train]… Actually I don't know how much it is, for me it doesn't matter, but my husband is like 'Yes but I have loads of EuroBonus credits with SAS, shouldn't we use them? Then we can fly to Italy the whole family for 1000 crowns.' […] That economic incentive is rather difficult to handle." (Sara, reducer)

Incentives in political sphere (potential)

THEMES	EXPLANATION - references coded in this theme concerns:	EXAMPLE QUOTES
Better alternatives and technology	Quotes related to better travel alternatives, better booking systems, better communication technologies for remote meetings, that could make it more attractive to reduce flying.	*"If there was an easier way; check out this fun train trip! Aha, ok, is it that easy to get to Budapest by train, that's awesome! Let's do that instead! I mean, if there were such openings. But I have almost never seen any marketing of train travels in Europe." (Annelie, non-reducer)* *"If the railroads were better […] particularly in the north of Sweden, to the mountains and also if it would work better southwards, a bit faster, maybe that could make me, instead of going twice a year to Thailand, I could go once a year to Thailand and then travel more in Sweden. But I don't know, I haven't thought about it, but it could be like that." (Niklas, non-reducer)* *"Some other variety of Skype or something […] That could change things.* *Interviewer: With better quality?* *Yes, so that you feel more present." (Henrik, non-reducer)*
Change of social norms	Statements related to changing the status of flying.	*"I think, you should get some kind of bonus… You have reduced your flying, therefore you get… I don't know… a medal: 'You are a pioneer in Swedish business!'"(Diana, non-reducer)* *"Earlier it was a bit of a luxury to fly somewhere, because it was a bit expensive. Now it's become so damn cheap so now everyone can fly. Flying has become a bit like Ullared [low price shopping mall], much and cheap. It seems like it's beginning to – that's what I hope and want to contribute to – that it will become socially unacceptable to fly if it's not necessary." (Julia, reducer)*
Policy instruments	Quotes related to the subthemes taxes, regulations, climate information are coded here.	*"I'm not against doubling the prices for flights. But then we get back to this, that it's not fair anymore. Then it's a status symbol again. But.. ah! Tax on unnecessary trips is good , isn't it? I think that the companies can pay more. I mean, today, if you as a private person books a trip to Gothenburg you never get close to the [low] price that we [the company] pay." (Henrik, non-reducer)* *"Earlier we had this passbook, for alcohol and so. Maybe we could have a similar system? That distributes a certain amount of travels that you are allowed […]* *Interviewer: That's interesting, some kind of quotas to make it fair?* *Yes. Yes, depending on your life situation and so on." (Siv, non-reducer)* *"When you check dates and prices, then something could pop up and tell you: 'Have you considered that you can do this trip with train?' That would make people think about it." (Henrik, non-reducer)*