



User Survey 2017

November, 2017

Prepared for



Prepared by:

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Confidential



Background And Objectives

- The International Registry of Mobile Assets was launched in March 2006.
- Once established, it was decided to conduct a User Establishment Survey during May 2007, the objectives of which were:
 - ❖ To understand how different features and usability levels were rated, and relative importance of each.
 - ❖ To understand Users' priorities for updating the Registry features.
 - ❖ To understand what the perception was as to the cost of usage versus its worth to their organisation.
 - ❖ To initiate a repeatable annual benchmark survey.
- Having addressed the key issues emerging from the 2007 exercise, it was decided to repeat the survey in 2008 and again in 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016 and 2017 with a view to assessing the state of play year on year.

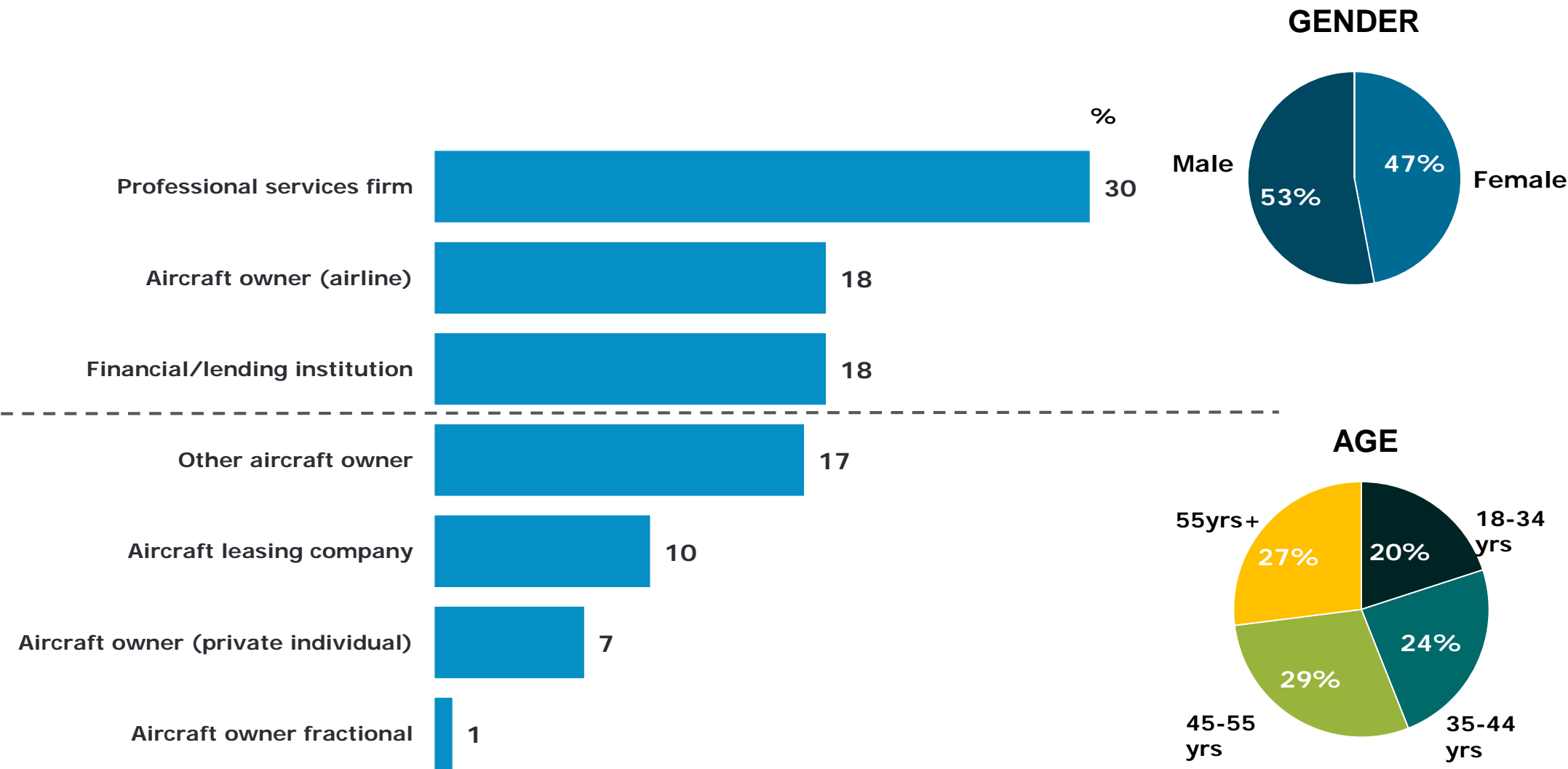


Methodology

- Online survey of Registry users, by way of structured questionnaire.
- Potential respondents initially contacted by Aviareto, with survey rationale explained.
- Questionnaire mailed to total contact sample of 2682 users.
- Total achieved sample of 318 users (335 users in 2016, 317 users in 2015, 352 users in 2014, 345 users in 2013, 349 users in 2012, 402 users in 2011, 356 users in 2010, 371 in 2009, 308 in 2008; 339 in 2007), representing a response rate of 11.9% - at the upper end of response rates for a survey of this nature.
- The interviews were completed in English, Spanish and French.
- Fieldwork took place between 25th October - 20th November, 2017. An incentive offered for the first time in 2009 (3 x draws for \$250 Amazon voucher), and each year since then.



Sample Profile 2017



Three in ten of the user sample base is from professional services firms, with 43% aircraft owners of some type.

Sample Profile Comparison

		Previous Waves									
	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007
	%	%	%	%	%	%	%	%	%	%	%
Professional services firm	30	32	35	29	30	26	24	27	28	29%	17%
Aircraft owner (airline)	18	18	15	12	15	13	12	8	11	9%	7%
Financial/lending institution	18	14	16	18	17	20	23	21	19	17%	17%
Other aircraft owner	17	17	13	20	17	21	18	19	19	23%	32
Aircraft leasing company	10	12	13	12	12	11	12	13	8	8%	8%
Aircraft owner (private individual)	7	7	8	9	8	8	10	10	13%	14%	18%
Aircraft owner fractional	1	1	1	1	2	1	1	2	2%	n/a	n/a






This profile of user type is in line with that of last year's sample.

Sample Profile 2017

		Previous Waves									
	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007
Gender	%	%	%	%	%	%	%	%	%	%	%
Male	53	49	47	50	48	50	50	50	47	44	63
Female	47	51	53	50	52	50	50	50	53	55	37
Age	%	%	%	%	%	%	%	%	%	%	%
18-34	20	25	24	23	20	19	20	20	19	17	13
35-44	24	27	28	27	30	30	28	28	29	24	22
45-55	29	27	26	26	29	29	31	31	32	32	39
55+	27	20	22	24	21	22	22	22	21	26	26

With users fairly evenly split by gender, the age profile of the 2017 sample is older than the 2016 sample (i.e. 47% aged 45 years+ in 2016 versus 56% aged 45 years+ in 2017).

Sample Profile 2017

2015	2016	2017	
27%	28%	Senior manager/partner	 33%
18%	22%	Lawyer	 19
20%	23%	General administration/Office support	 18
16%	14%	Finance professional	 18
18%	13%	Legal assistant	 13
1%	0% *0 = less than 1%	IT/Systems analyst	0

There are marginally more senior managers/partners and finance professionals in this year's sample compared to last year's, with correspondingly fewer general admin/office support and lawyer respondents. All in all, therefore the 2017 sample is materially different to the 2016 sample insofar as we have fewer general administration respondents, and more senior management and older individuals.

Sample Profile 2017

Social Media Usage

	Total						2017				
							Gender		Age		
	2017	2016	2015	2014	2013	2012	Male	Female	18-44	45-54	55+
Base:	318	335	317	352	345	349	170	148	141	92	85
	%	%	%	%	%	%	%	%	%	%	%
Facebook	56	60	58	54	57	52	47	66	67	50	44
Linkedin	57	59	54	53	48	43	56	57	62	52	53
Twitter	20	19	16	16	18	16	17	23	26	15	15
Other	8	9	5	6	4	4	6	11	13	7	2
None	22	20	20	24	27	32	27	16	11	29	33
Any Facebook/Linkedin	75	77	79	73	70	66	69	81	82	71	66
Any Facebook/LinkedIn/Twitter	78	80	80	76	73	68	73	84	89	71	67

Use of Linkedin and Twitter has plateaued in 2017 versus 2016.

Sample Profile 2017

Social Media Usage

	Total	Organisation						Role in the organisation			
		Airline owners	Private owners	Other Owner	Lease company	Fin inst.	Prof firm	Senior manager /partner	Law	Finance professional	General
Base:	318	56	22	57	31	56	96	104	100	57	57
	%	%	%	%	%	%	%	%	%	%	%
Facebook	56	54	36	56	65	68	52	44	64	67	53
Linkedin	57	59	45	54	68	64	51	61	63	61	33
Twitter	20	18	14	23	26	25	16	15	19	30	19
Other	8	5	5	7	16	7	10	6	10	7	12
None	22	23	41	19	10	20	24	24	14	23	32

Financial institutions and lease companies are the heaviest users of Facebook, Linkedin and Twitter.

Sample Profile 2017

Frequency of Usage

	Total	Gender		Age			Organisation						Role in the organisation			
		Male	Female	18-44	45-54 yrs	55 yrs +	Airline owners	Private owners	Other Owner	Lease company	Fin inst.	Prof firm	Senior manager/partner	Law	Finance professional	General
Base:	318	170	148	141	92	85	56	22	57	31	56	96	104	100	57	57
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Never	2 (1)	4	-	1	-	6	-	18	2	-	-	1	4	-	-	4
Once a year	35 (33)	41	28	28	45	35	36	77	51	10	34	24	46	24	30	39
Once a month	35 (38)	37	33	38	35	32	50	5	30	48	38	31	37	34	49	21
Once a week	16 (15)	12	20	18	13	14	13	-	9	29	20	19	9	24	11	19
Once a day	4 (5)	2	7	4	2	7	-	-	5	3	5	7	2	7	5	4
More than once a day	8 (8)	4	13	11	5	6	2	-	4	10	4	18	3	11	5	14

() = 2016

12% of all Registry users use the system at least once a day, with 63% accessing it at least once a month. This monthly+ figure is a little lower than the 66% recorded in last year's sample, suggesting that respondents for this year's survey are marginally less heavy users of the system than was the case last year.

Sample Profile 2017

COUNTRY		2016
	%	%
United States (USA)	41	44
Canada	12	11
United Kingdom	9	7
Australia	3	4
China	3	1
Ireland (Republic)	3	5
Japan	3	1
Mexico	3	4
New Zealand	3	2
Luxembourg	2	1
Spain	2	1
United Arab Emirates	2	1
Brazil	1	2
Colombia	1	1
Denmark	1	1
France	1	1
Germany	1	1
India	1	1
Italy	1	0
Kenya	1	-
Malaysia	1	2
Russian Federation	1	1
Singapore	1	1
South Africa	1	1
Sweden	1	1
Switzerland	1	-
Taiwan	1	0

(All other mentions less than 1% for total)

US STATES (USA respondents – 129)		2016
	%	%
Oklahoma	16	16
California	8	8
Texas	8	5
Florida	6	8
Connecticut	5	1
New York	5	4
Illinois	4	5
Indiana	3	1
Kansas	3	5
Missouri	3	3
North Carolina	3	3
Pennsylvania	3	1
Alabama	2	2
Arizona	2	3
Colorado	2	4
Georgia	2	1
Idaho	2	1
Maryland	2	1
Massachusetts	2	1
Minnesota	2	-
Nevada	2	1
Ohio	2	3
Tennessee	2	3
Utah	2	1
Washington	2	3
Alaska	1	1
Arkansas	1	-
Iowa	1	1
Louisiana	1	1
Michigan	1	1
Mississippi	1	1
Montana	1	1
New Jersey	1	-
Oregon	1	1
Virginia	1	1

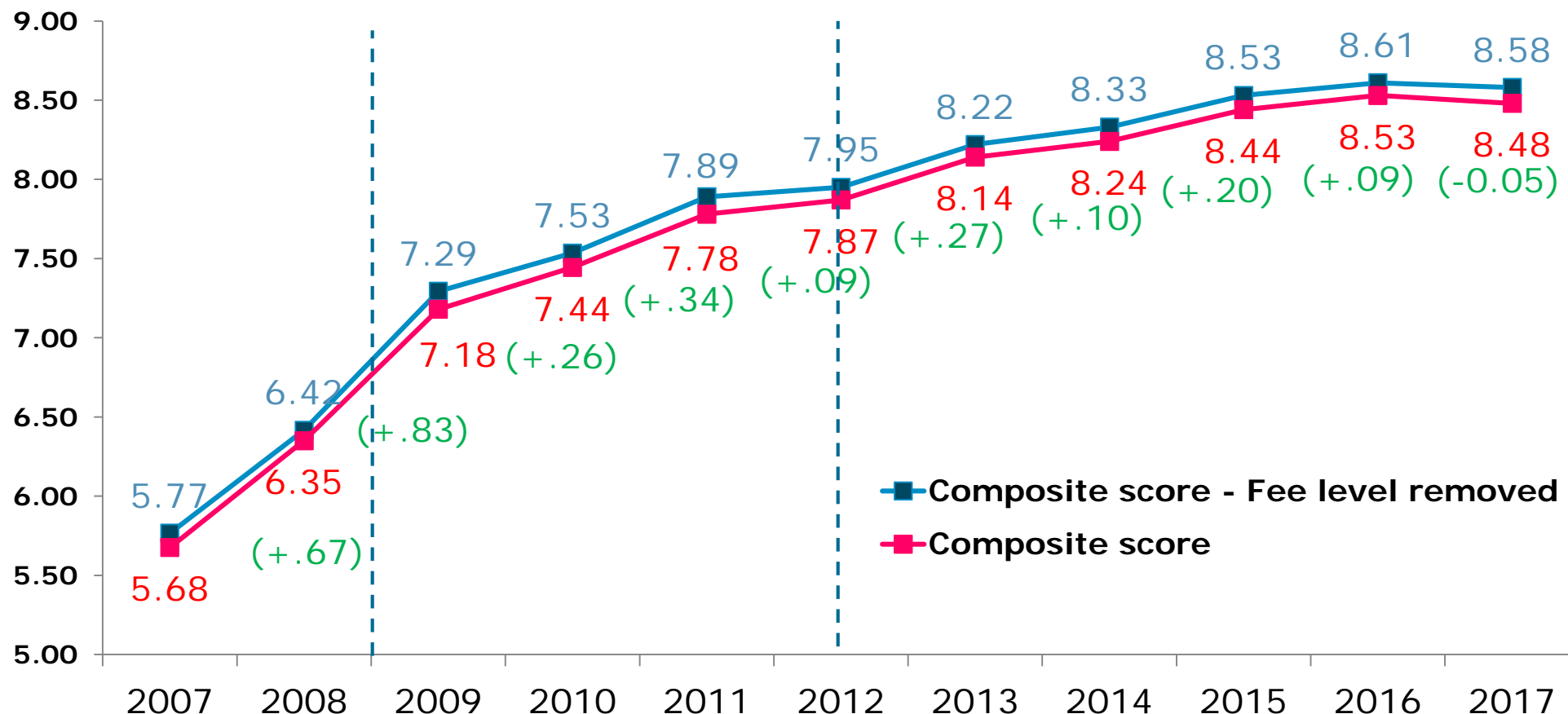
In 2016 there had been a year-on-year drop in the proportion of users based in the USA, compared to the year before (from 49% to 44%). This year, that trend continues, with 41% of 2017 respondents based in the USA.

Key Service Aspects: Relative Contribution Towards Worth Of Registry To Business (Pearson's Correlations) 2017

		2016	2015	2014	2013	2012	2011	2010	2009	2008	2007
Fit of Registry and business functionality	0.79	0.81	0.71	0.78	0.75	0.81	0.76	0.78	0.83	0.8	n/a
Overall ease of use of the Registry	0.68	0.68	0.62	0.7	0.64	0.73	0.64	0.73	0.67	0.67	0.71
Level of fee charged	0.65	0.56	0.49	0.62	0.63	0.65	0.6	0.69	0.74	0.7	0.67
Availability of Registry Officials	0.58	0.57	0.41	0.5	0.6	0.64	0.55	0.51	0.38	0.52	0.55
Speed of approval for new Administrators/Users	0.57	0.41	0.40	0.55	0.48	0.64	0.42	0.53	0.45	0.59	0.49
Speed of Registry during use.	0.56	0.45	0.41	0.6	0.54	0.62	0.45	0.59	0.56	0.56	0.57
Quality of information sent to you from the Registry Officials	0.55	0.45	0.46	0.51	0.59	0.56	0.55	0.62	0.57	0.52	0.56
Efficiency of resolution of queries by Registry Officials	0.54	0.56	0.44	0.55	0.57	0.56	0.44	0.61	0.49	0.6	0.58
Technical knowledge of Registry Officials regarding the Registry.	0.53	0.46	0.35	0.52	0.57	0.47					
Efficiency of credit card transactions.	0.50	0.35	0.43	0.5	0.5	0.49	0.37	0.45	0.5	0.42	0.37
Speed of refunds	0.50	0.56	0.43	0.47	0.57	0.66	0.39	0.51	0.56	0.48	0.47
Reliability of technical aspects of the Registry	0.47	0.60	0.42	0.58	0.56	0.64	0.5	0.64	0.58	0.52	0.59
Registry Officials' language skills	0.45	0.31	0.37	0.42	0.49	0.49	0.42	0.44	0.36	0.35	0.36

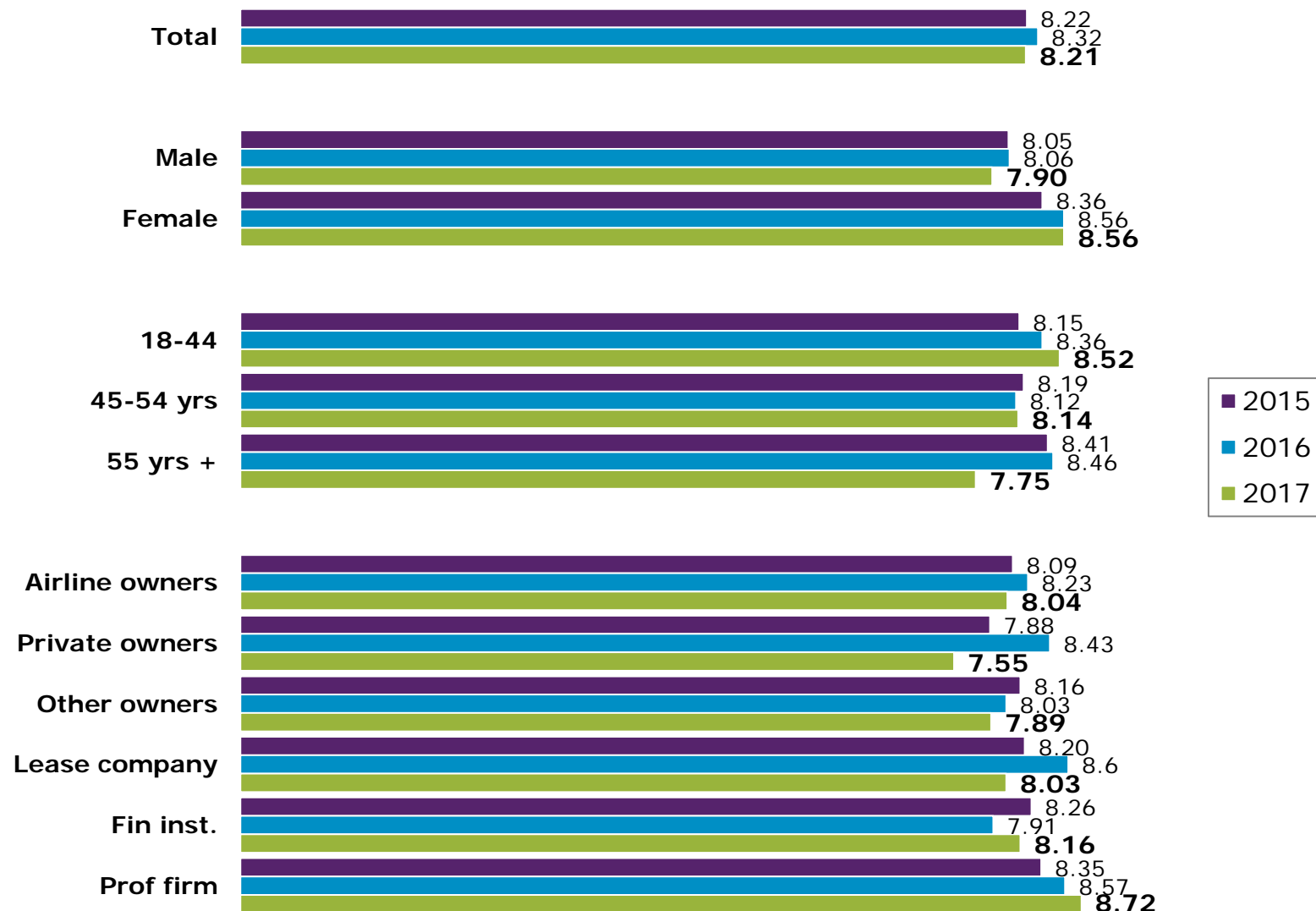
As has been the case since the outset, the fit of Registry with business functionality remains the single most important definer of the perceived worth of the Registry, followed by its ease of use. The level of fee charged has increased in importance this year.

Overall Weighted Registry Experience Rating



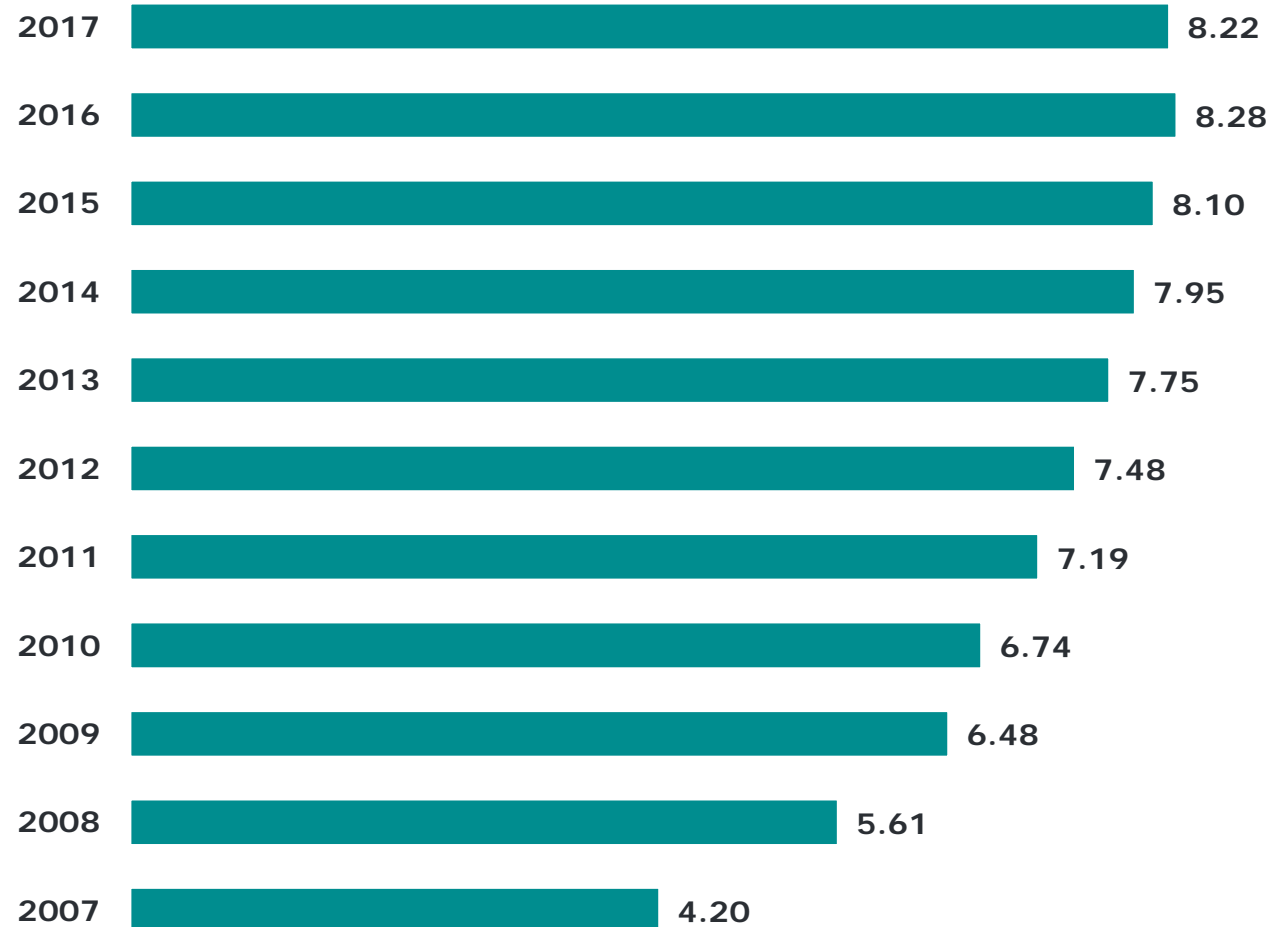
The overall weighted Registry experience rating has plateaued over the last couple of years at a remarkably high score of 8.58 out of a possible 10. As has been noted on previous surveys, this is an extremely high score for any B2B service, most of which struggle to reach the 8.0 mark.

Overall Satisfaction with the Registry - Summary



The Registry's overall satisfaction rating also continues to exceed 8 out of 10. This rating has actually improved somewhat amongst younger (18-44 years) users, and those working in financial or professional services firms. The satisfaction score has correspondingly dipped amongst respondents aged 55 yrs+, airlines, and leasing company users.

Overall worth of registry to business: Ten point Rating Scale



The perceived worth of the Registry to users business remains extremely high – with limited scope for further significant improvements beyond 8 out of 10.

Key Service Aspects:

Overall Performance Rating (10 Point Scale)

	Mean Performance Rating								
	2017	2016	2015	2014	2013	2012	2011	2010	2009
The degree to which the functionality of the Registry fits with the way your business functions.	7.94	8.06	7.88	7.75	7.46	7.18	7.12	6.7	6.42
Overall ease of use of the Registry.	7.73	8.00	7.88	7.43	7.26	6.89	7.01	6.64	6.52
Level of fee charged.	7.42	7.65	7.48	7.31	7.15	6.79	6.64	5.51	6.18
Availability of Registry Officials	8.95	8.95	8.86	8.57	8.38	8.02	8.08	7.64	7.41
Speed of approval for new Administrators/Users	8.93	8.91	8.64	8.42	8.36	8.17	8.27	8.09	7.92
Speed of Registry during use.	8.20	8.31	8.23	8.16	7.9	7.59	7.73	7.17	7.1
Quality of information sent to you from the Registry Officials	8.99	8.98	8.84	8.72	8.47	8.29	8.32	8.11	7.93
Efficiency of resolution of queries by Registry Officials	8.95	8.93	8.88	8.63	8.44	8.23	8.06	7.82	7.61
Technical knowledge of Registry Officials regarding the Registry	8.92	8.95	8.91	8.69	8.57	8.38	8.4	8.2	7.86
Efficiency of credit card transactions.	9.02	9.06	9.04	8.91	8.77	8.32	8.48	8.22	8.28
Speed of refunds	8.56	8.52	8.42	8.39	8.17	7.74	8.14	7.01	6.69
Reliability of technical aspects of the Registry.	8.23	8.46	8.42	8.28	7.79	7.79	7.89	7.3	7.22
Registry Officials' language skills	9.24	9.27	9.25	9.04	8.95	8.91	8.96	8.76	8.73

Performance satisfaction has dropped most notably in relation to overall ease of use of the Registry, level of fee charged and reliability of technical aspects of the Registry.

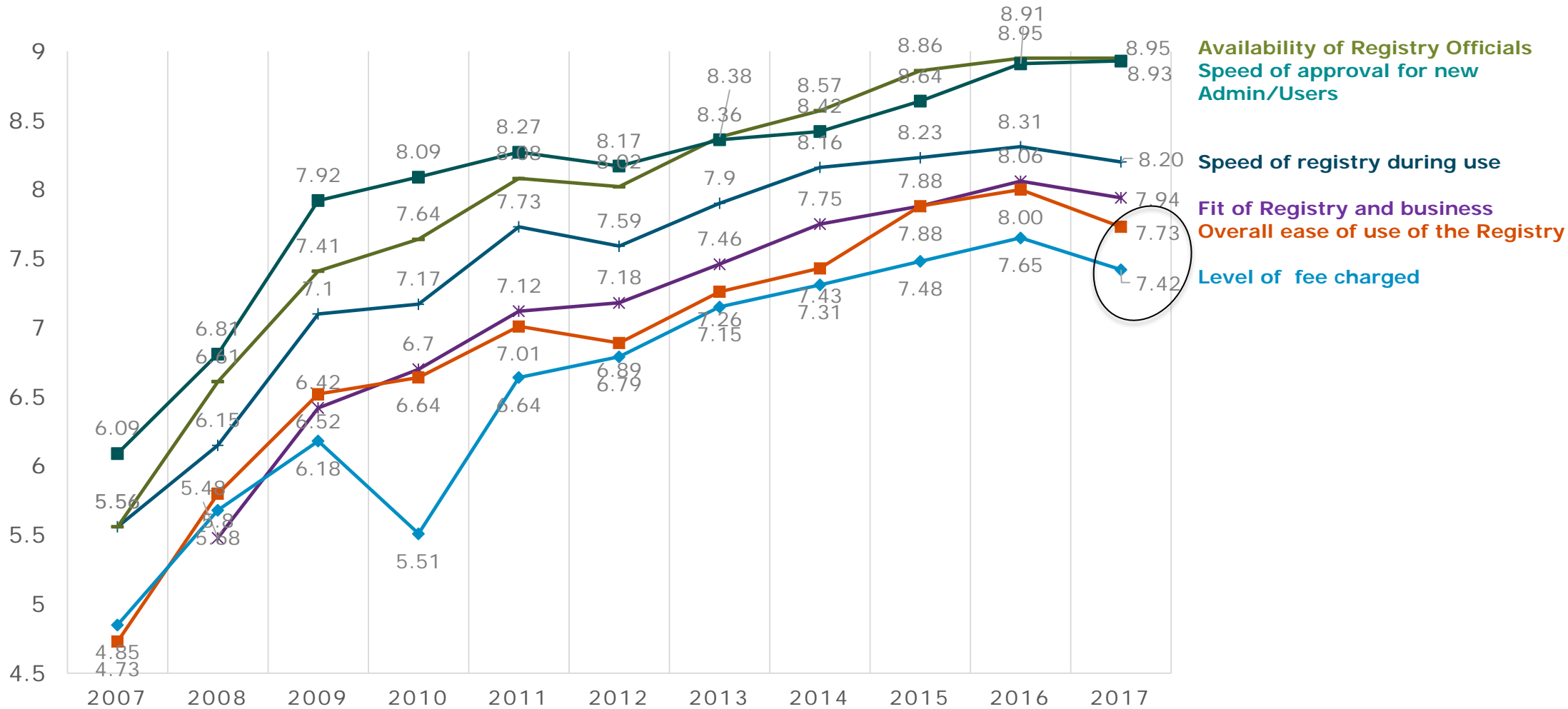
Key Service Aspects:

Overall Performance Rating (10 Point Scale)

	Mean Performance Rating							% Scoring 1-2							% Scoring 9-10							% of No Opinion							YOY CHANGE 2017 vs 2016		
	2017	2016	2015	2014	2013	2012	2011	2017	2016	2015	2014	2013	2012	2011	2017	2016	2015	2014	2013	2012	2011	2017	2016	2015	2014	2013	2012	2011			
	MOST IMPORTANT																														
Fit of Registry and business functionality	7.94	8.06	7.88	7.75	7.46	7.18	7.12	6	5	2	3	4	7	7	51	49	46	41	38	36	33	5	2	5	5	3	3	2	-0.12		
Overall ease of use of the Registry	7.73	8	7.88	7.43	7.26	6.89	7.01	6	2	3	5	4	9	6	45	47	45	37	37	33	27	1	1	1	1	0	1	1	-0.27		
Level of fee charged	7.42	7.65	7.48	7.31	7.15	6.79	6.64	4	2	2	5	5	8	8	33	36	33	33	32	25	24	9	6	7	5	6	9	6	-0.23		
Availability of Registry Officials	8.95	8.95	8.86	8.57	8.38	8.02	8.08	0	0	0	1	2	2	2	65	67	68	58	43	38	41	8	7	5	7	24	22	17	=		
Speed of approval for new Administrators/Users	8.93	8.91	8.64	8.42	8.36	8.17	8.27	0	0	1	2	2	3	2	59	65	56	50	49	49	45	16	10	12	14	15	11	11	+0.02		
Speed of registry during use	8.2	8.31	8.23	8.16	7.9	7.59	7.73	3	3	1	2	2	5	2	52	53	52	48	49	41	43	1	1	2	2	1	2	2	-0.11		
Quality of information sent to you by the Registry Officials	8.99	8.98	8.84	8.72	8.47	8.29	8.32	1	1	1	1	2	2	1	68	71	67	61	54	54	53	7	4	3	5	8	6	5	+0.01		
Efficiency of resolution of queries by Registry Officials	8.95	8.93	8.88	8.63	8.44	8.23	8.06	0	0	0	2	2	2	3	68	68	66	59	46	47	44	8	6	4	6	20	16	11	+0.02		
Technical knowledge of Registry Officials regarding the Registry	8.92	8.95	8.91	8.69	8.57	8.38	8.4	0	0	0	1	0	2	1	63	63	66	58	46	45	46	12	11	6	11	24	21	14	-0.03		
Efficiency of credit card transactions	9.02	9.06	9.04	8.91	8.77	8.32	8.48	1	0	1	1	0	3	1	71	70	69	64	59	49	53	9	8	10	9	11	13	10	-0.04		
Speed of refunds	8.56	8.52	8.42	8.39	8.17	7.74	8.14	0	0	0	1	1	2	1	19	20	20	19	18	19	21	67	69	65	64	65	60	61	+0.04		
Reliability of technical aspects of the Registry	8.23	8.46	8.42	8.28	7.79	7.79	7.89	2	2	1	1	2	5	2	48	53	54	45	43	43	39	9	9	8	12	8	9	7	-0.23		
Registry Officials language skills	9.24	9.27	9.25	9.04	8.95	8.91	8.96	0	0	0	0	0	1	0	70	72	75	66	52	52	62	14	14	10	11	27	26	14	-0.03		
	LEAST IMPORTANT																														

Key Service Aspects:

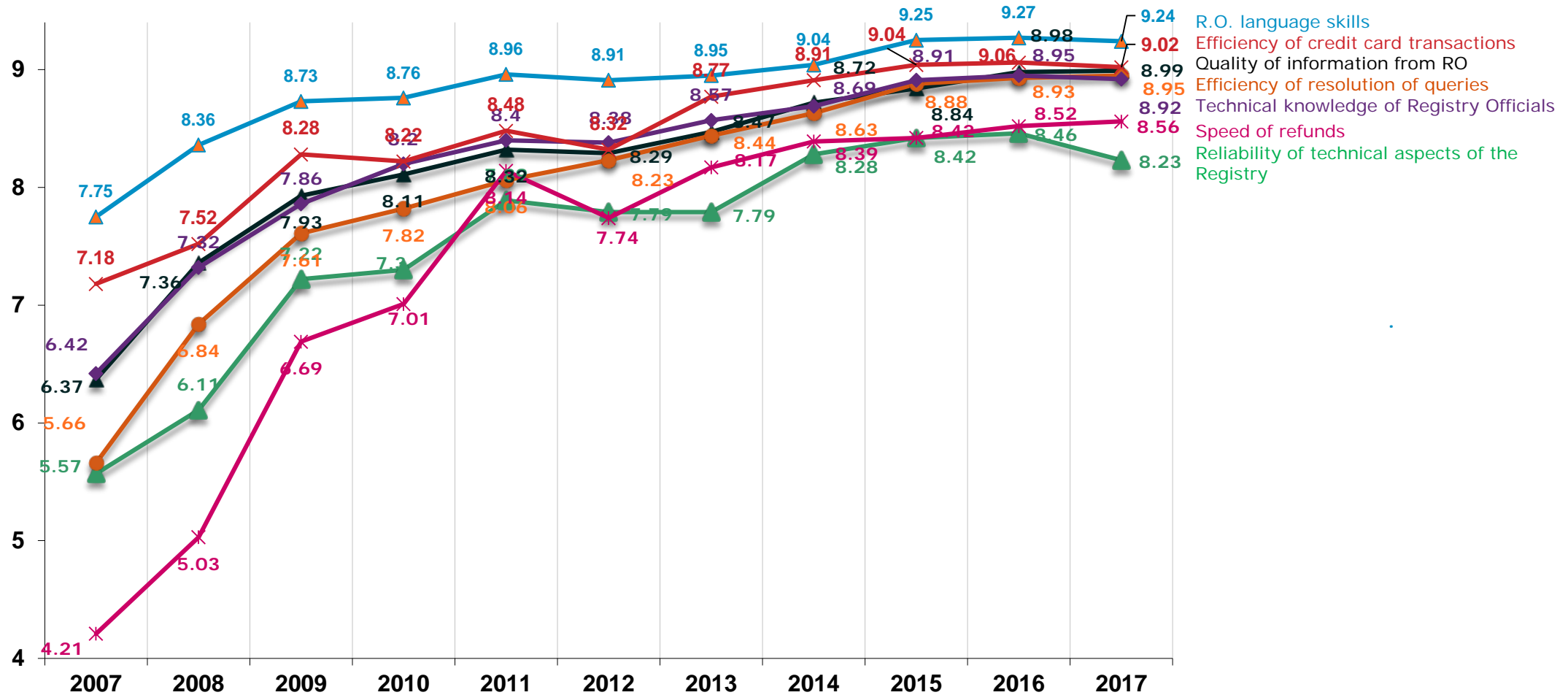
Overall Performance Rating (Ten Point Scale) – Top 6 Criteria



Here , we can see the extent of drop in satisfaction with ease of use and fee charged.

Key Service Aspects:

Overall Performance Rating (Ten Point Scale) – Remaining Aspects



Of these aspects, reliability of technical aspects of the Registry has declined year-on-year.

Satisfaction With The Registry x Key User Groupings

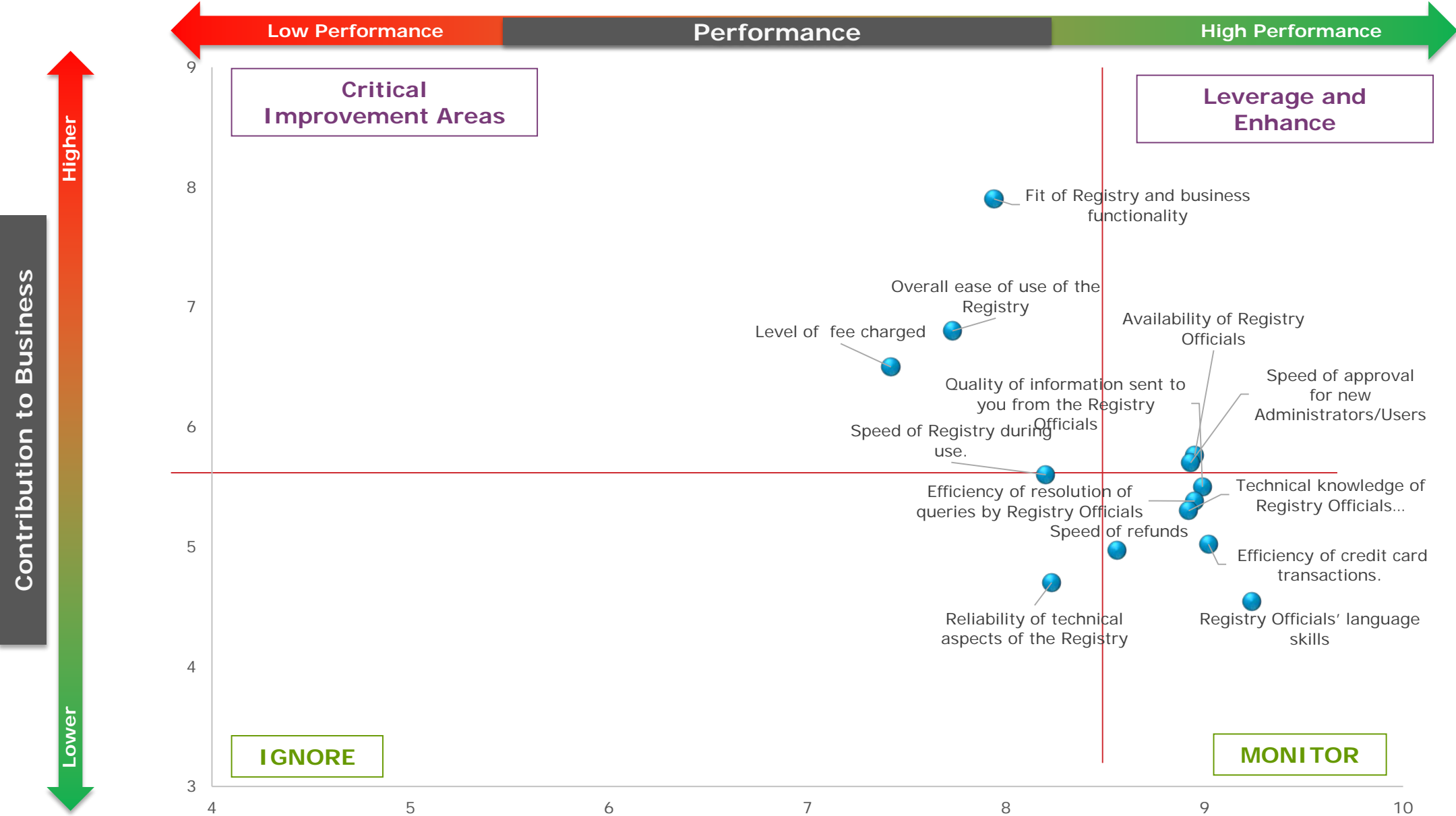
Ten Point Rating Scale

	Total	Gender		Age			Organisation					
		Male	Female	18-44	45-54 yrs	55 yrs +	Airline owners	Private owners	Other Owner	Lease company	Fin inst.	Prof firm
The degree to which the functionality of the Registry fits with the way your business functions.	7.94	7.72	8.2	8.35	7.89	7.33	8.09	7.11	7.39	7.97	8.07	8.24
Overall ease of use of the Registry.	7.73	7.33	8.2	8.04	7.63	7.35	7.64	6.9	7.28	7.26	7.89	8.3
Level of fee charged.	7.42	7.13	7.79	7.69	7.19	7.23	7.17	7.26	7.04	6.84	7.47	7.97
Availability of the Registry Officials	8.95	8.82	9.1	9.03	8.94	8.82	8.85	8.26	8.89	9.00	9.00	9.15
Speed of approval for new Administrators /Users	8.93	8.76	9.12	8.98	9.02	8.69	8.84	8.44	8.76	8.67	8.96	9.24
Speed of Registry during use.	8.2	8.1	8.31	8.27	8.18	8.1	8.07	7.91	8.25	7.55	8.09	8.58
Quality of information sent to you by the Registry Officials	8.99	8.88	9.12	9.03	9.01	8.91	8.85	8.2	9.07	8.81	9.04	9.23
Efficiency of resolution of queries by Registry Officials	8.95	8.79	9.13	9.08	8.95	8.73	9.04	8.58	8.98	8.63	9.06	9.00
Technical knowledge of Registry Officials regarding the Registry	8.92	8.84	9.02	8.95	8.91	8.87	8.76	8.56	9.06	8.77	8.88	9.07
Efficiency of credit card transactions.	9.02	8.83	9.26	9.22	8.85	8.89	8.98	9.00	8.76	8.8	9.22	9.17
Speed of refunds	8.56	8.44	8.73	8.54	8.68	8.5	8.46	8.33	8.67	7.64	8.85	8.74
Reliability of technical aspects of the Registry.	8.23	8.11	8.38	8.42	8.19	7.93	8.02	7.82	8.27	7.79	8.35	8.48
Registry Officials' language skills	9.24	9.11	9.39	9.35	9.09	9.2	8.94	9	9.27	9.04	9.23	9.51
Overall worth of the Registry to my organisation/business.	8.22	7.80	8.74	8.76	8.1	7.43	8.09	6.74	7.5	8.71	8.6	8.63

In examining the drop in satisfaction with overall ease of use of the Registry, it should be noted that satisfaction with this aspect is lowest amongst males, those aged 55 yrs+, private/other airline owners, and lease companies. Dissatisfaction with level of fees charged is greatest amongst males, those aged 45 yrs+, lease companies and airline owners in general. Finally, those least satisfied with the reliability of technical aspects of the Registry are again males, 55 yrs+ users, lease companies, airline owners and private owners.

Aviareto: Strategic Performance Matrix 2017

Base: All users

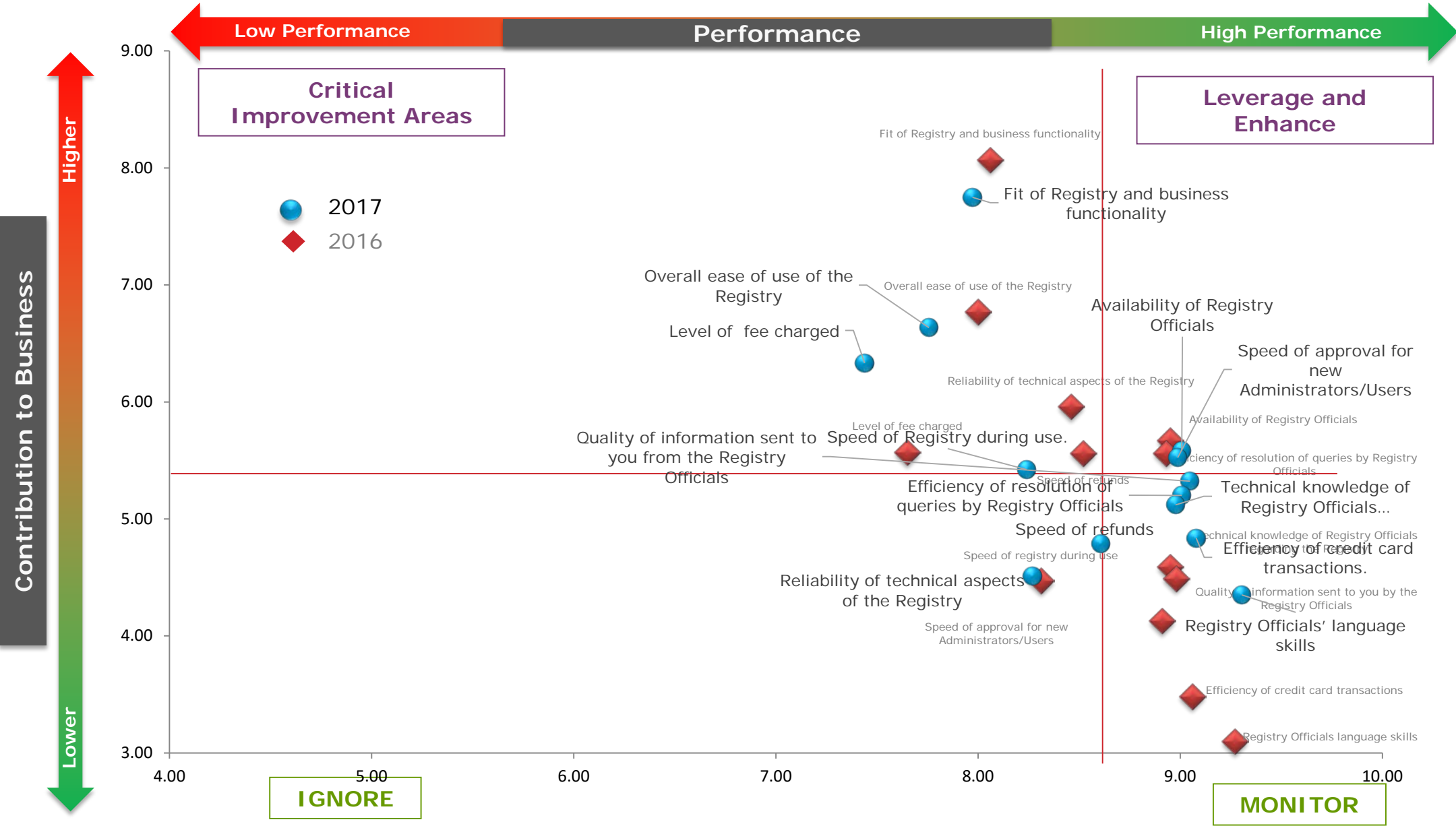


Within the context of a very strong performance overall, the potential reasons for a decline in satisfaction with the overall ease of use of the Registry and reliability of its technical aspects amongst certain cohorts should be explored and addressed where possible.



Aviareto: Strategic Performance Matrix 2017 vs 2016

Base: All users

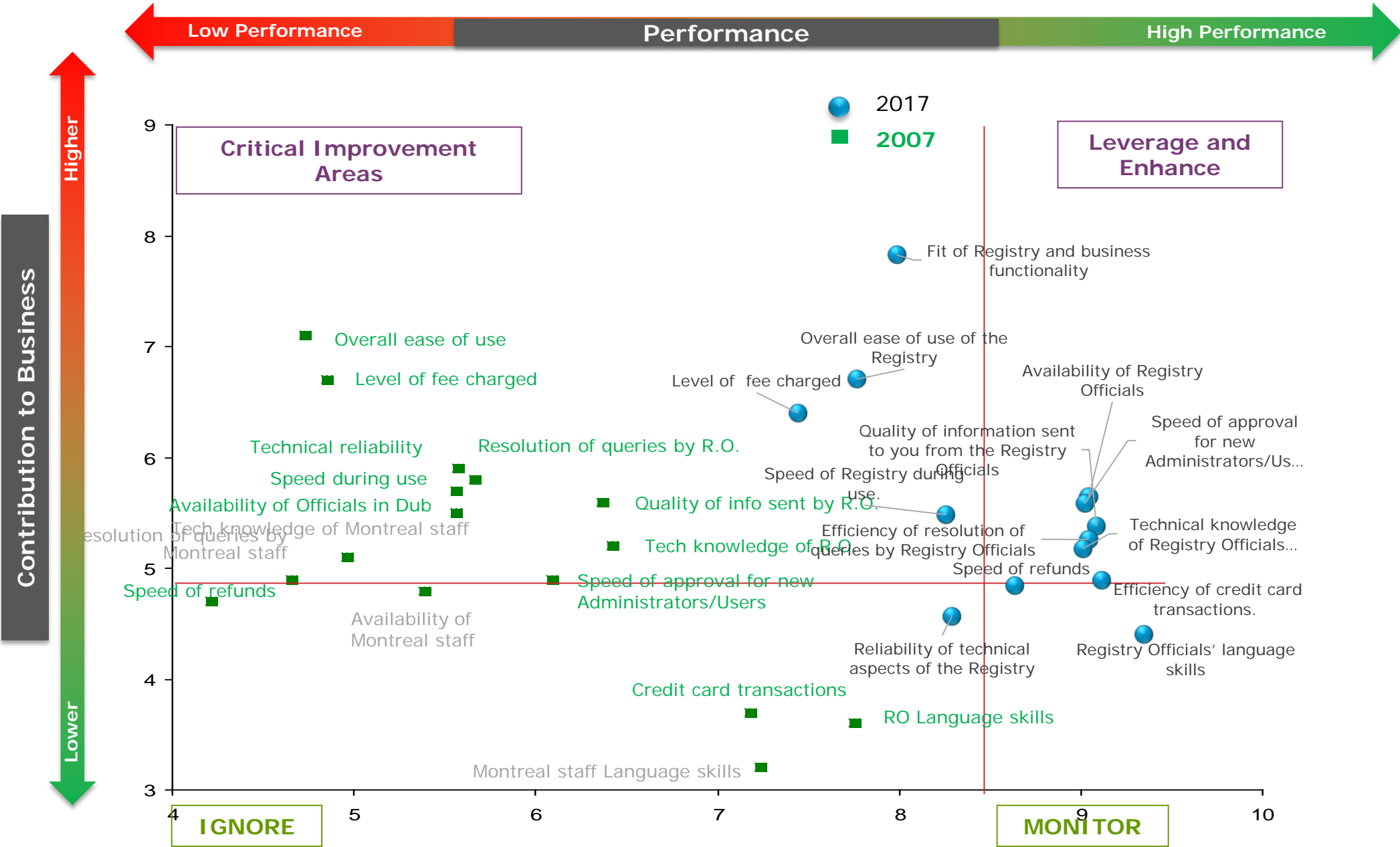


A direct comparison of aspect satisfaction between 2016 and 2017 illustrates how close the findings are in reality.



Aviareto: Strategic Performance Matrix 2017 vs 2007

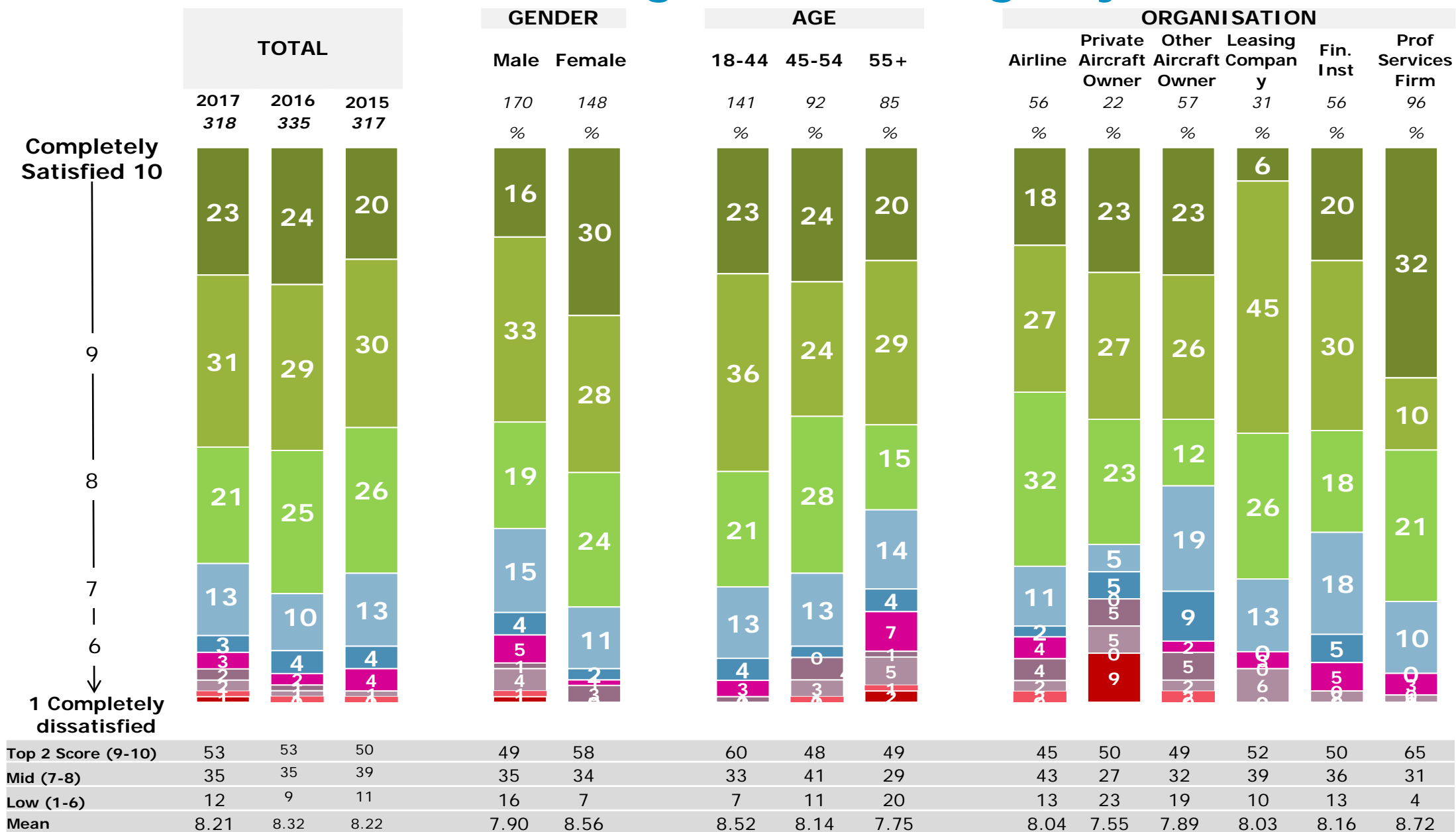
Base: All users



In superimposing the 2017 data on the original 2007 strategic performance map, we can see the extraordinary extent of the user improvements made over the last 11 years.

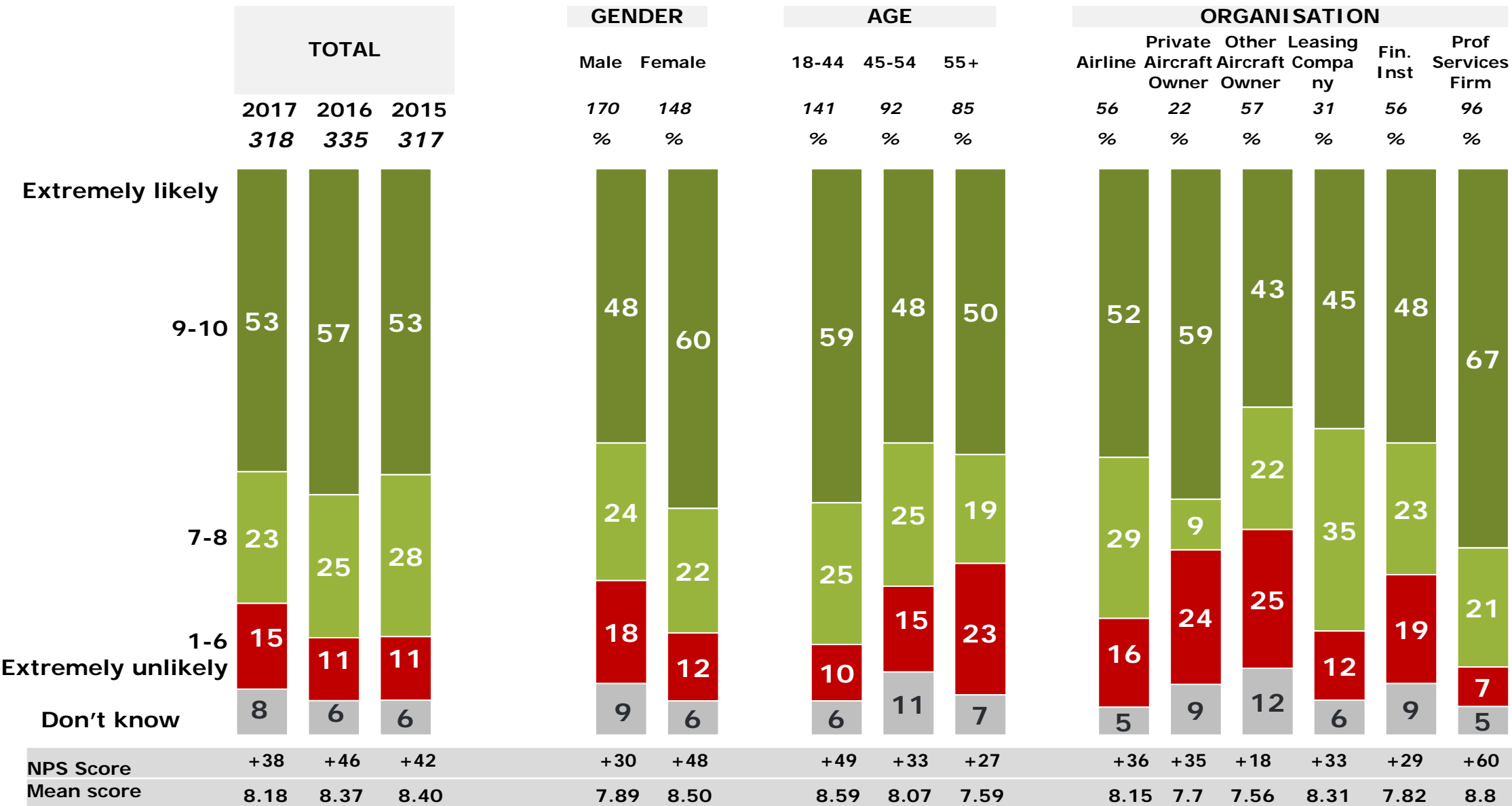


Overall Satisfaction Ratings with the Registry



Overall satisfaction with the Registry, in keeping with general survey results, remains at over 8 out of 10 with greatest satisfaction amongst professional services firms and financial institutions.

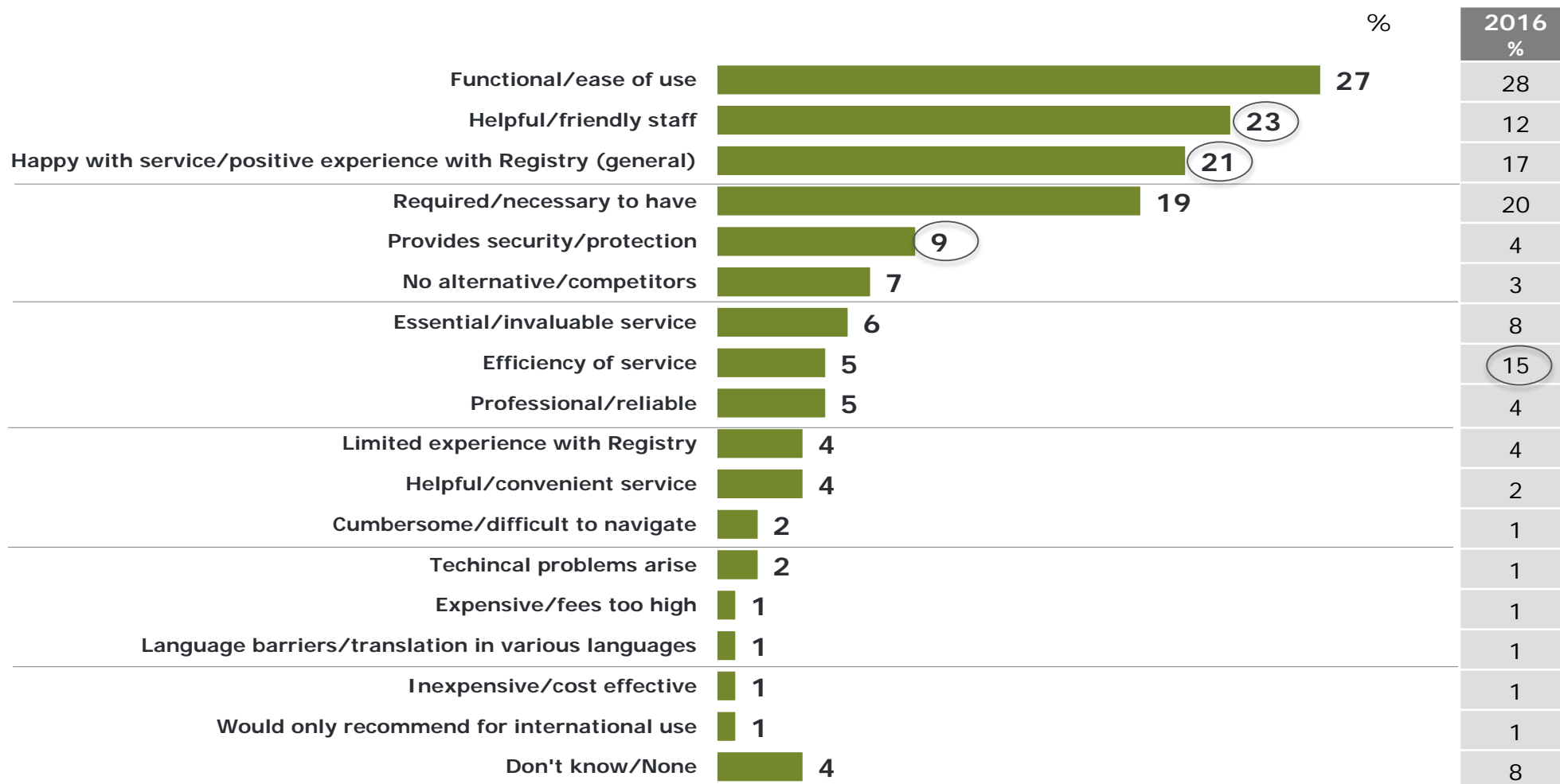
Likelihood to Recommend Registry



The Registry Net Promoter Score (NPS) has dipped to a still very high +38. From a positive perspective, the NPS score stands at a remarkable +60 amongst professional services firm users.

Reasons for Recommend Score

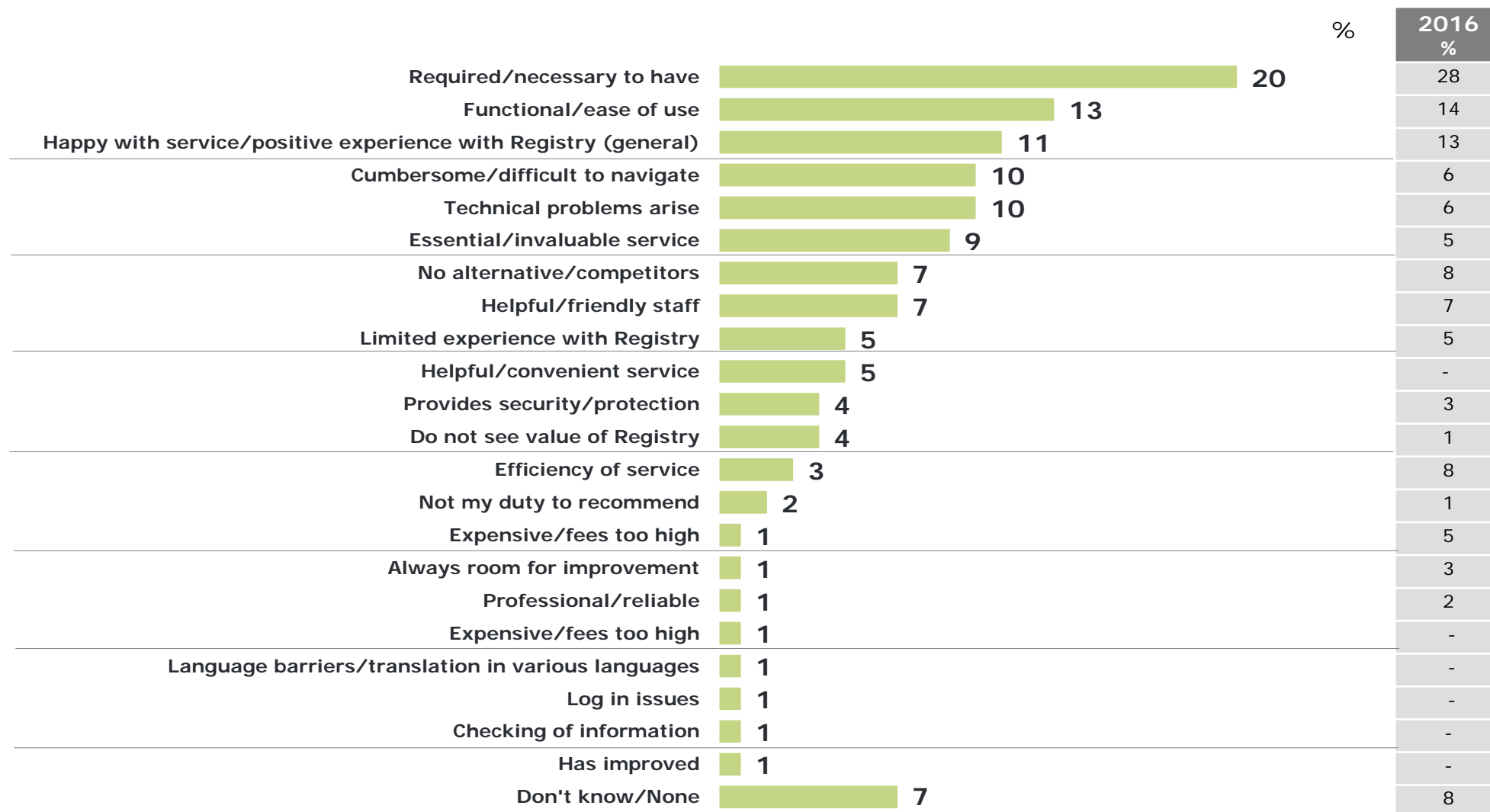
Base: All respondents scoring 9 to 10 n - 170



Those particularly happy with the Registry identify its ease of use, general service and helpfulness of staff provided and, for one in ten of them, the level of security and protection provided, as the main drivers of satisfaction.

Reasons for Recommend Score

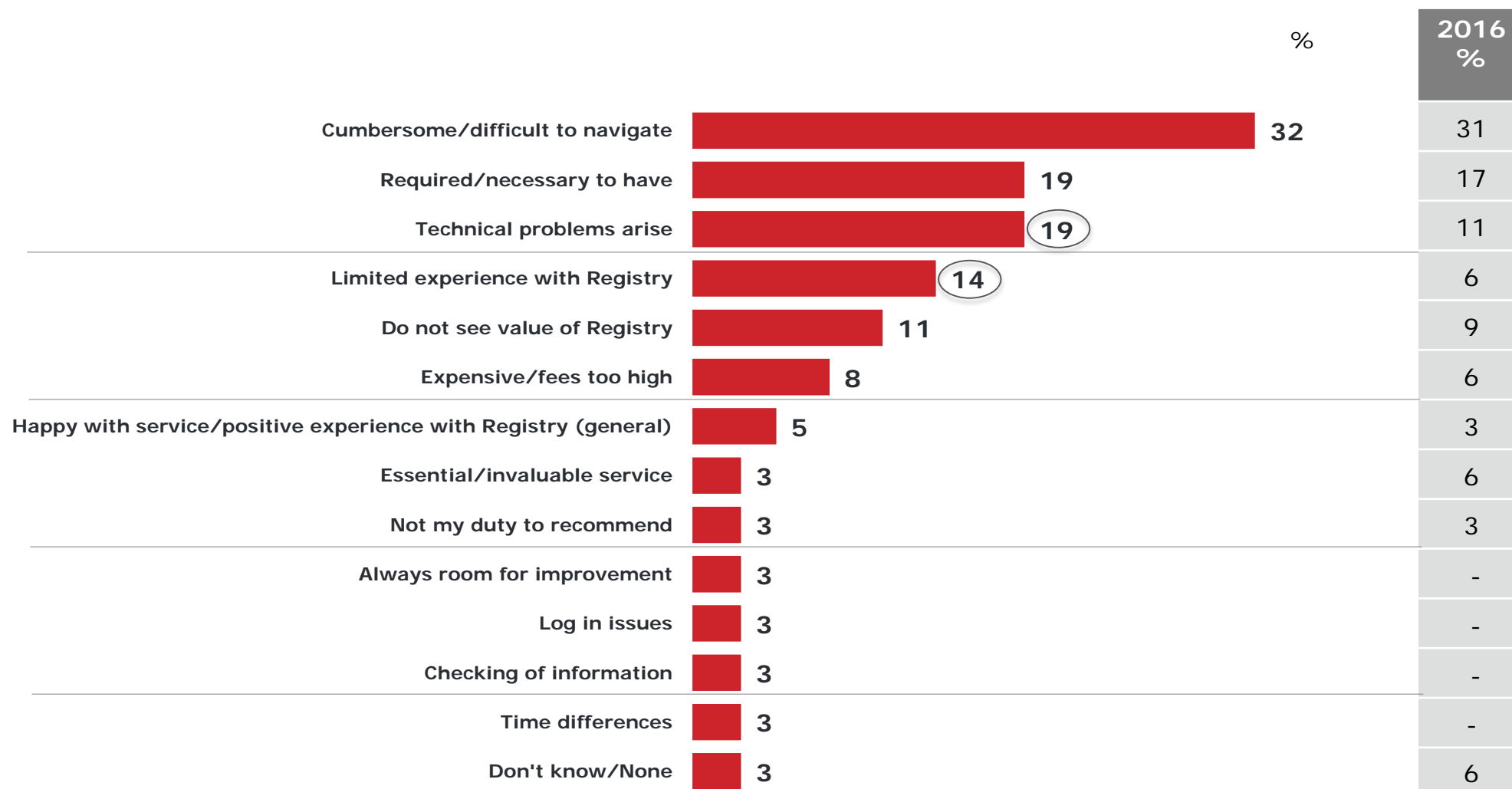
Base: All respondents scoring 7 to 8 n - 110



Those scoring the Registry at a more modest 7-8 are generally happy with the service, although 1 in 10 of them report they find it difficult to navigate, and/or that they have been experiencing technical problems with it.

Reasons for Score

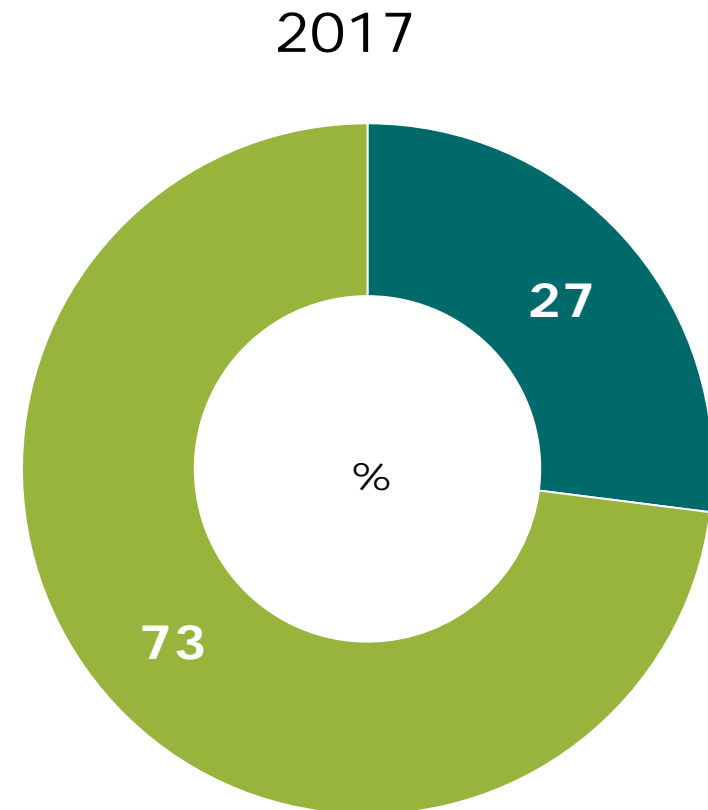
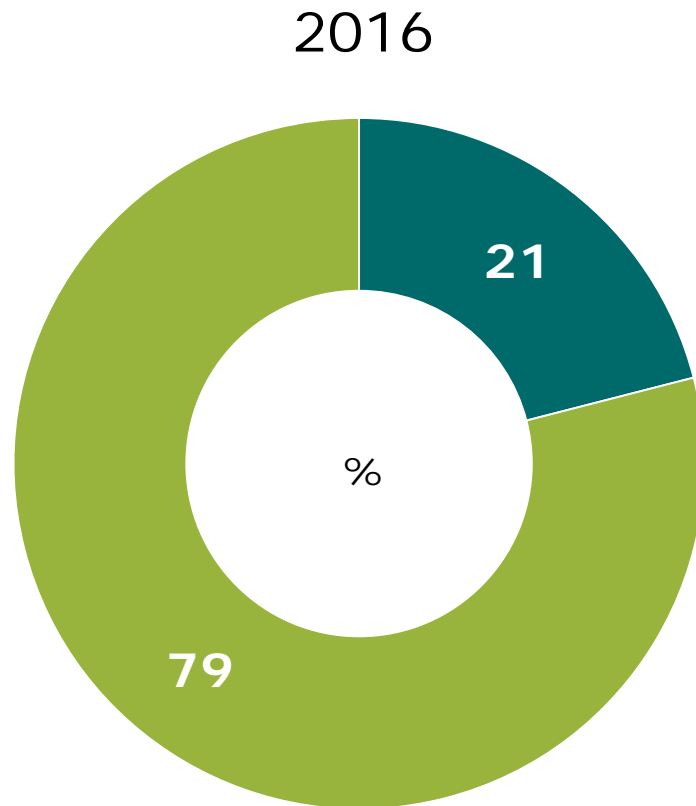
Base: All respondents scoring 1 to 6 n - 37



The minority of users who fall into the Detractor segment generally find the Registry cumbersome/difficult to navigate. Note, however, the higher proportion of such users identifying technical problems this year versus last. Also, it is worth noting that 1 in 7 of these detractors acknowledge that they have limited experience with the Registry – suggesting that some of the 2017 users will need a little more time to familiarise themselves with the system and its technical functionality.

Use of Closing Room

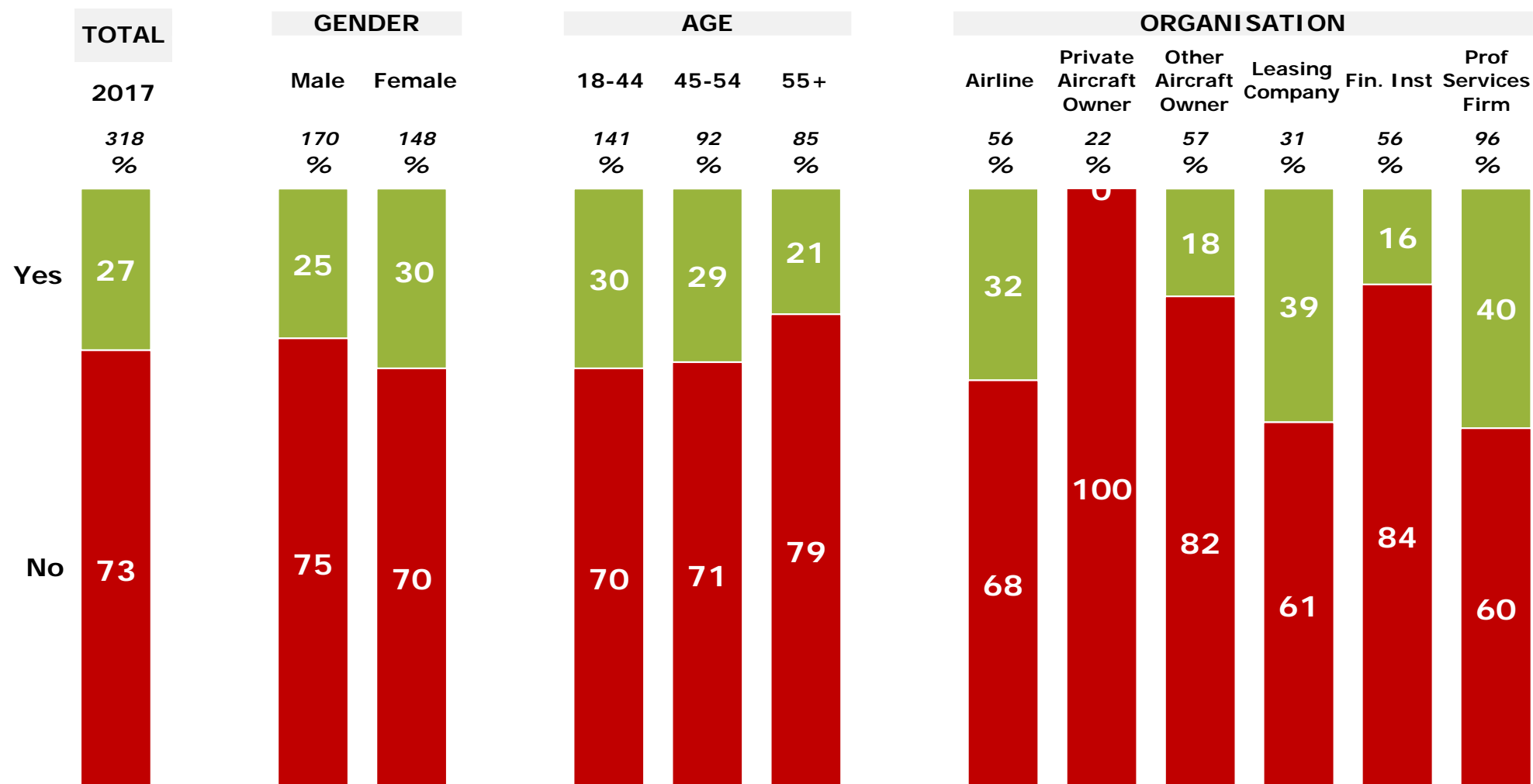
Base: All respondents - 318



The proportion of respondents using the Closing Room has risen from one in five last year to over a quarter in 2017.

Use of Closing Room

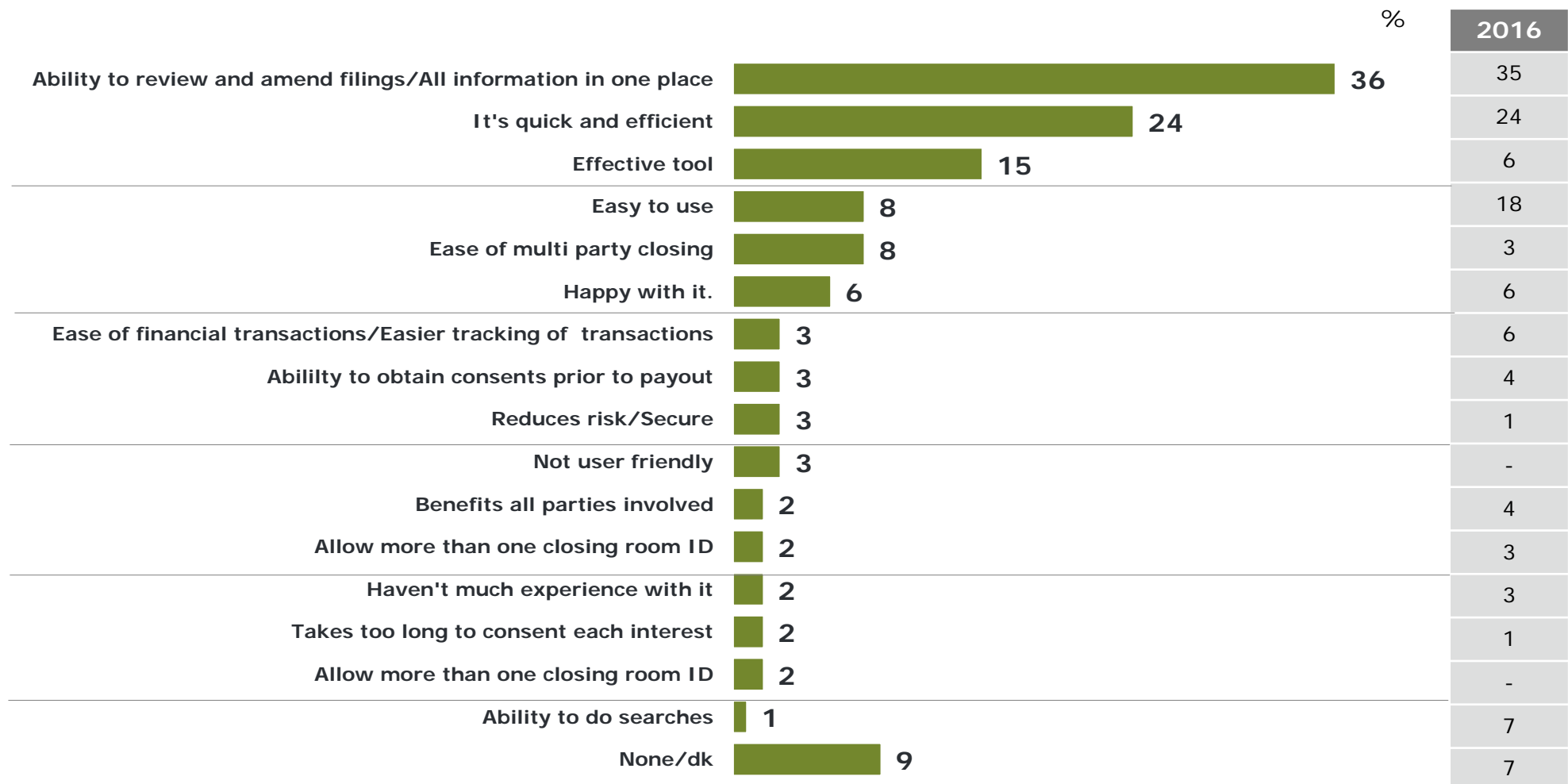
Base: All respondents - 318



Use of the Closing Room is highest amongst the under 55s, as well as airlines, leasing companies and professional services firms.

Benefits of Closing Room

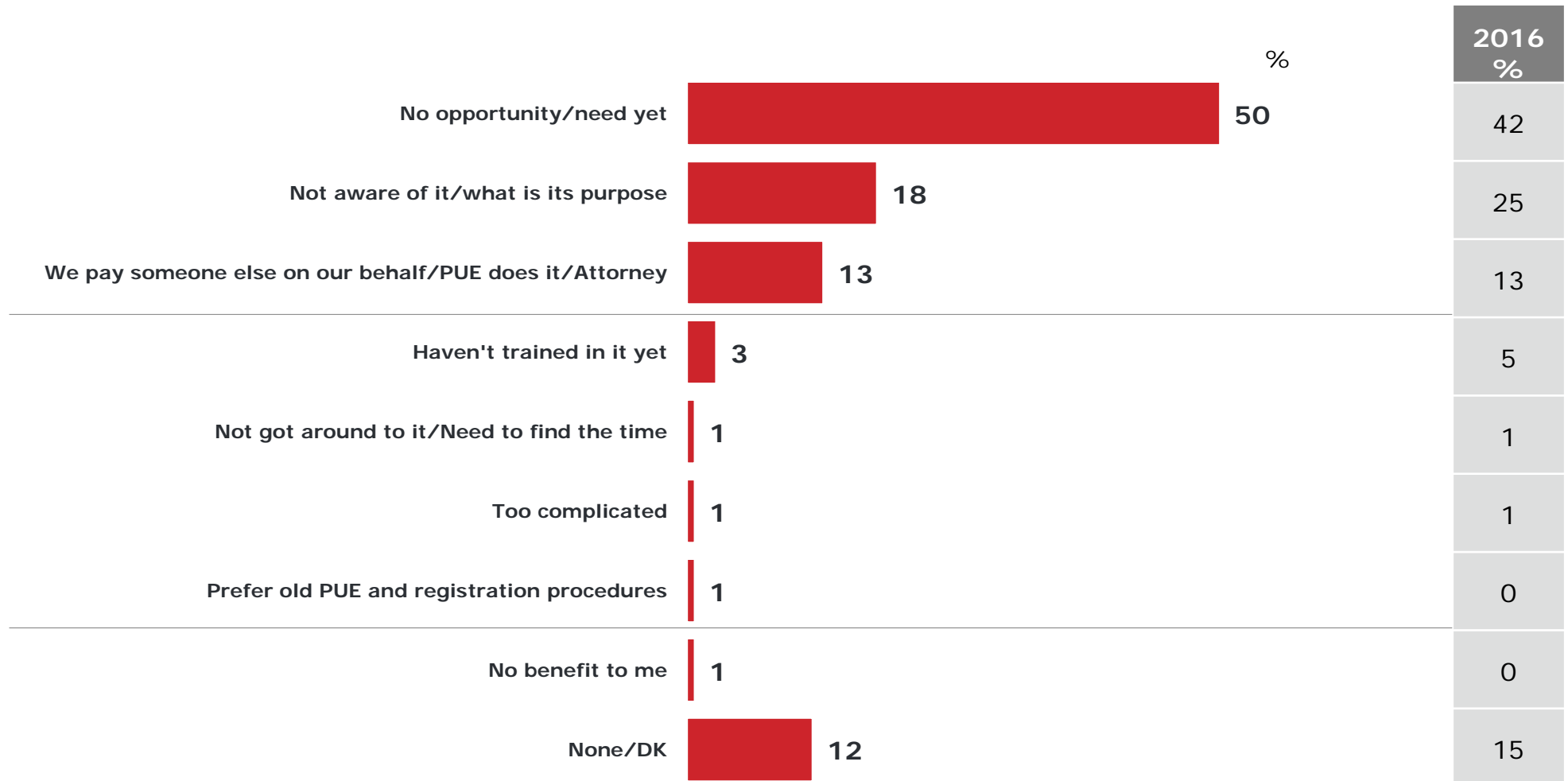
Base: All using the Closing Room - 87



The perceived benefits of the Closing Room remain the ability to review and amend filings in one place, as well as its overall efficiency and effectiveness.

Reasons for not using the Closing Room

Base: All who do not use the Closing Room - 231

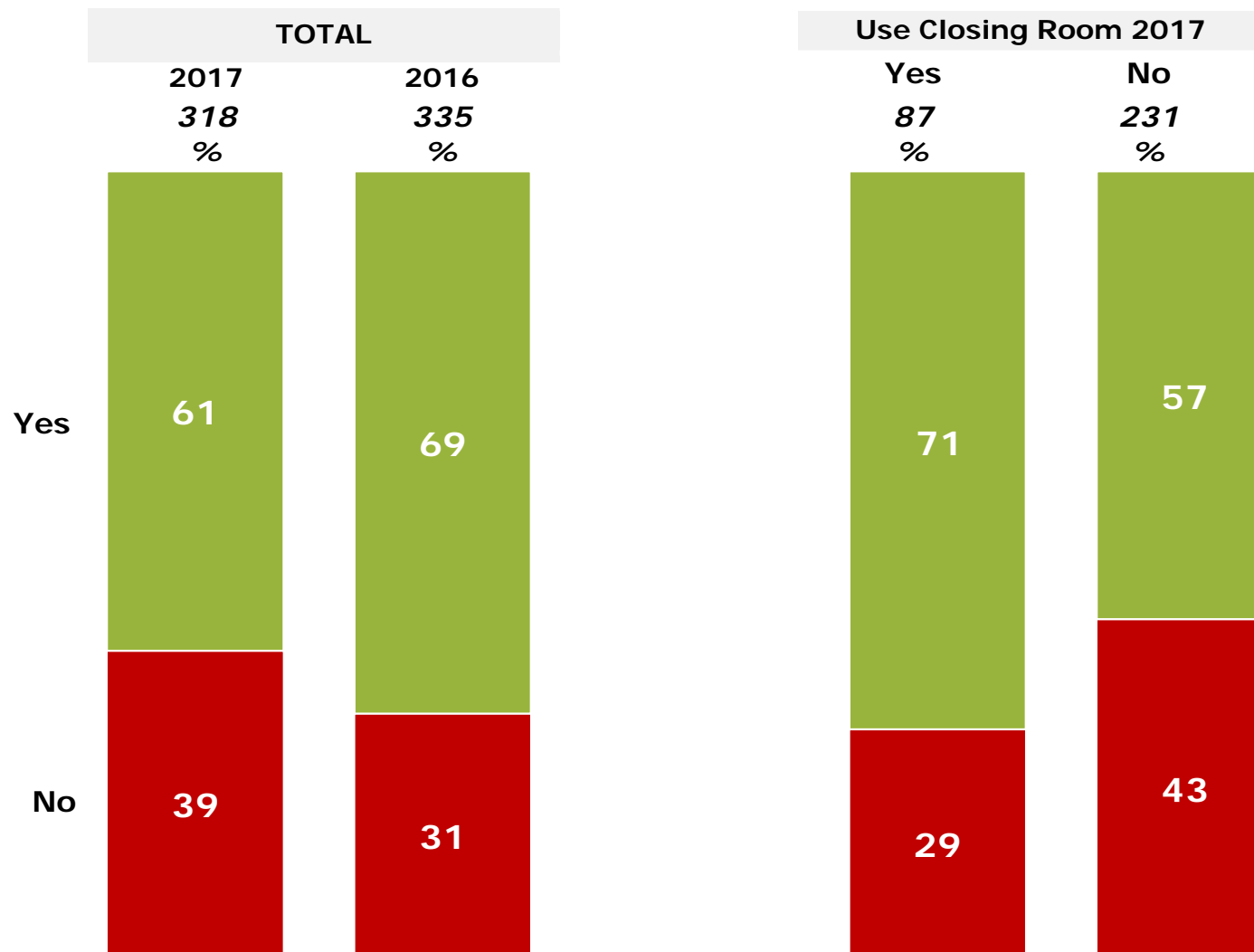


*0 = less than 1%

There are no specific barriers to future use of the Closing Room, other than a perceived lack of a need for it, suggesting its benefits may be further communicated to users over the coming months.

Beneficial to have training

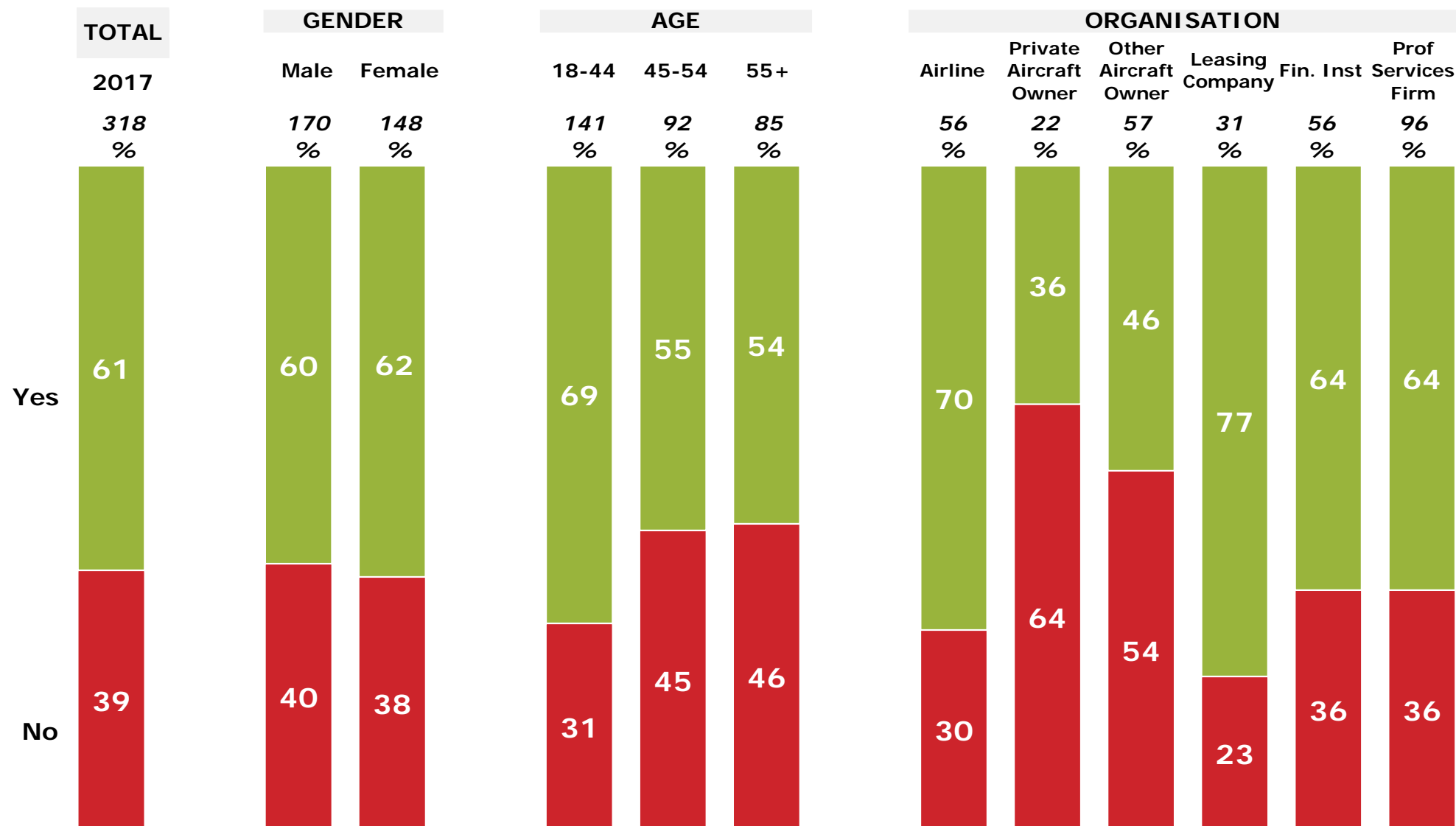
Base: All respondents - 318



Six in ten believe it would be helpful to receive training on the Closing Room – including 57% of those who have yet to use the service.

Beneficial to have training

Base: All respondents - 318

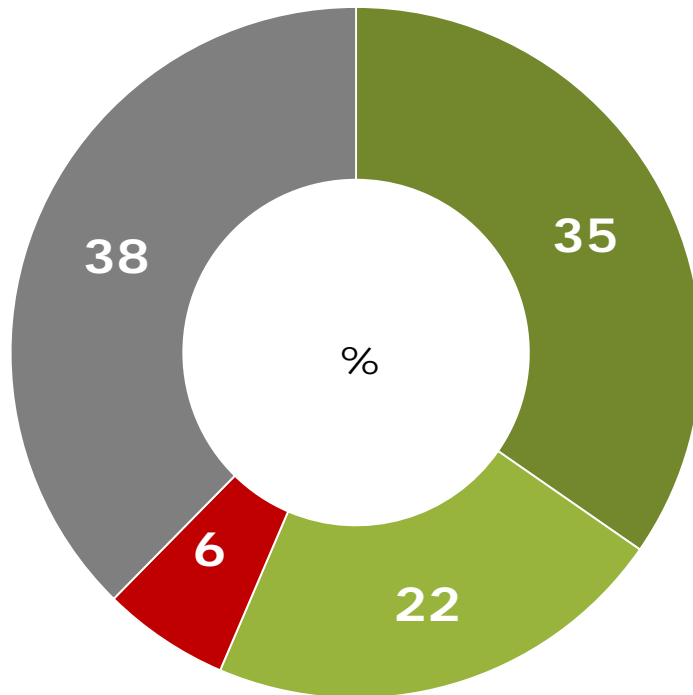


An appetite for Closing Room training is highest amongst those aged under 45 years, airlines and leasing companies.

Rating on Cybersecurity

Base: All respondents - 318

Total



Mean Score

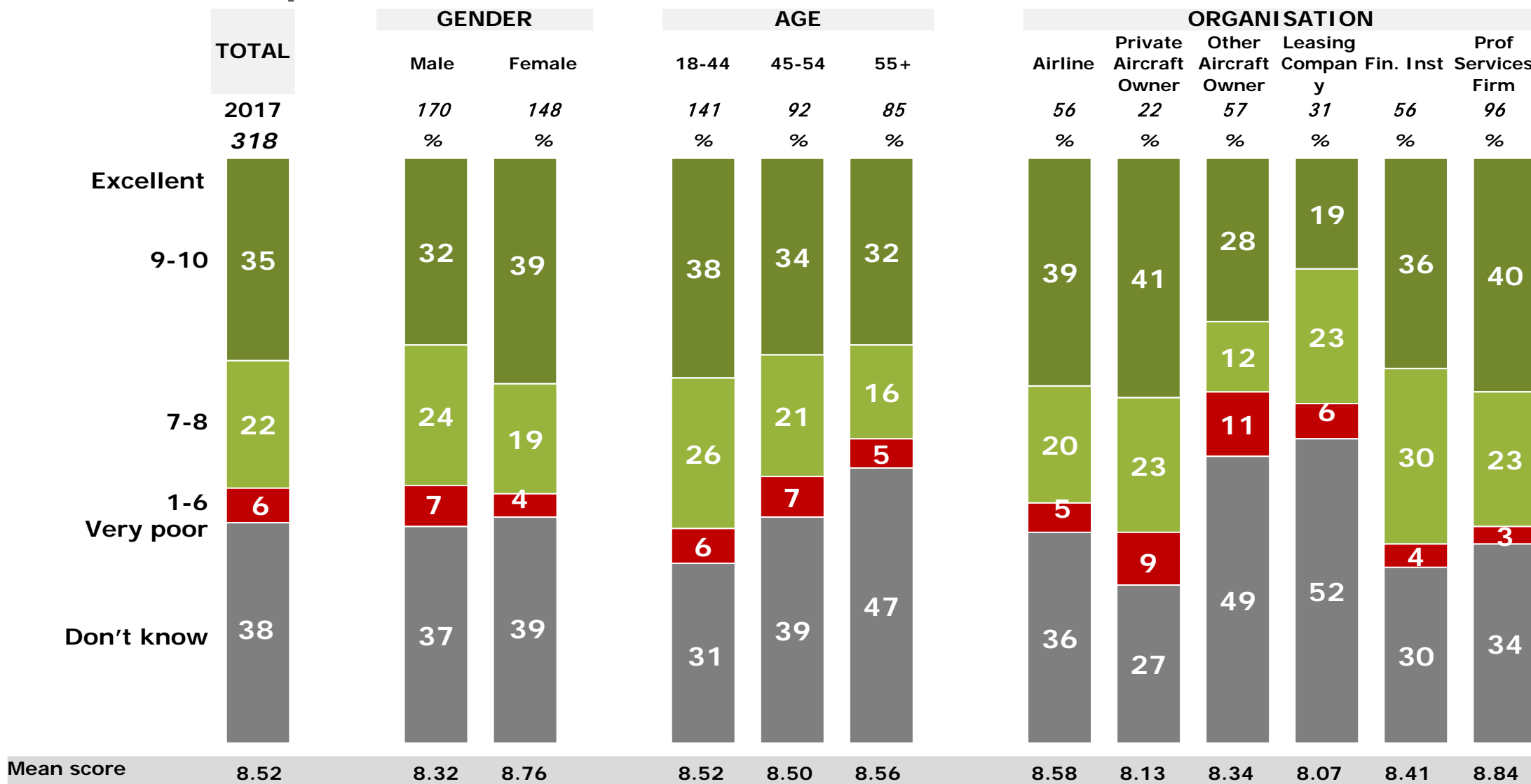


8.52

The Registry is rated extremely positively with regard to information security – scoring 8.52 out of a maximum possible 10.

Rating on Cybersecurity

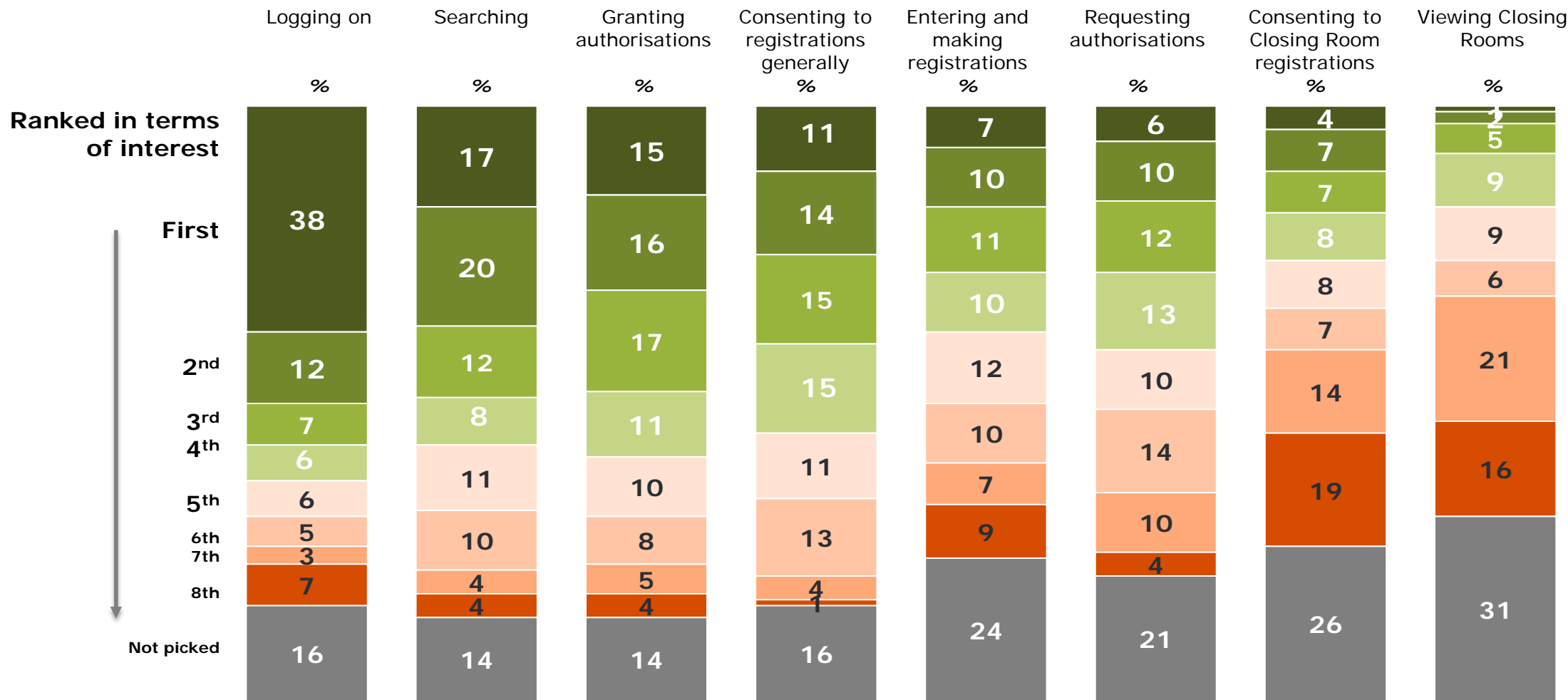
Base: All respondents - 318



Note, almost four in ten of all Registry users do not feel qualified to rate the Registry in terms of information security – undoubtedly a function of the varying levels of technical sophistication amongst the user base.

Interest in Registry Available on Mobile App

Base: All respondents - 318



Registry features that users would be most interested in availing of through a mobile device app include logging on, searching, and granting authorisations.

Q.6b Next we would like you to consider the idea of having the Registry available through a mobile device App. Below is a list of the specific Registry features that could be made available through such a mobile device app. Please rank the various features from 1 to 8, where 1 is the feature you would be most interested in using through a mobile app, 2 would be of second most interest to you, right through to 8, which would be the feature you would be least interested in using through an app.

Interest in Registry Available on Mobile App

Mean scores inverted

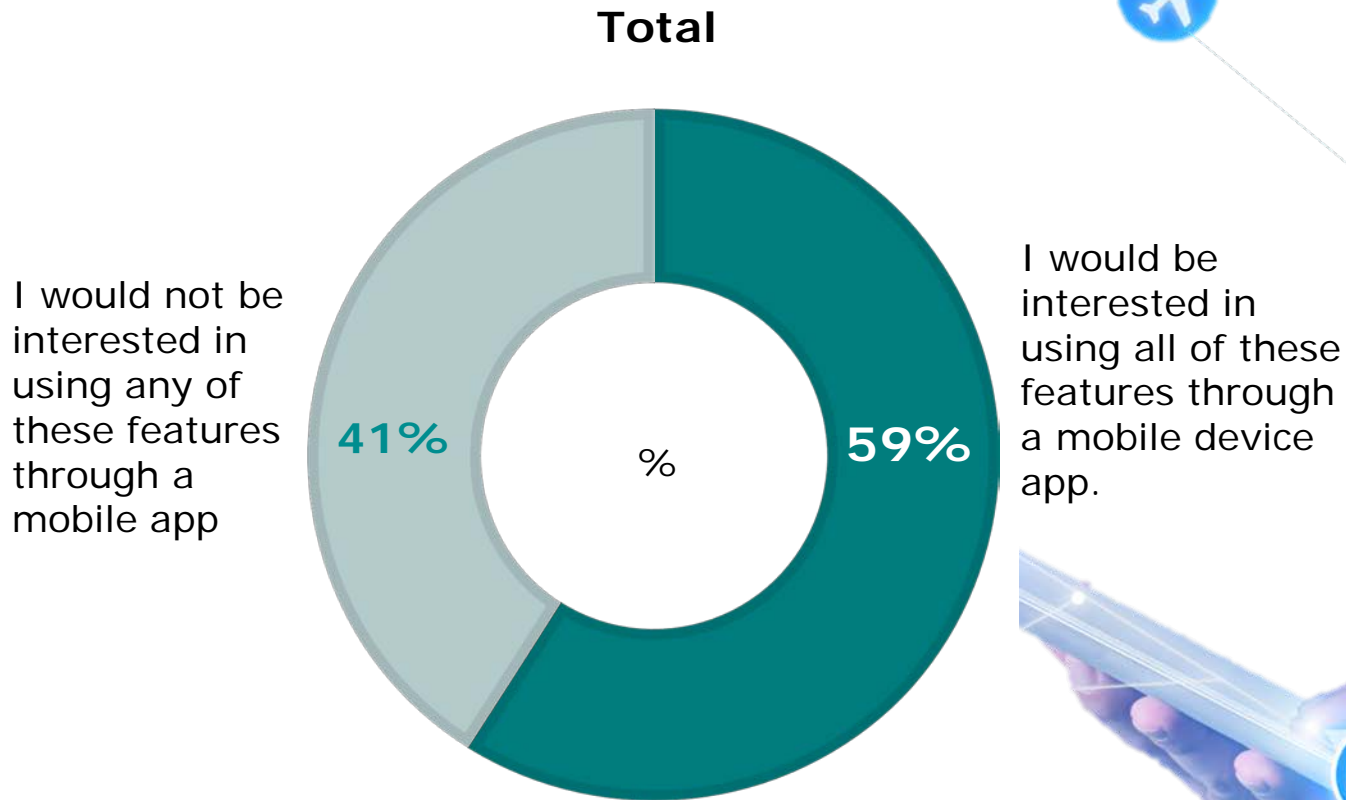
Base: All respondents - 318

	Total	Gender		Age			Organisation					
		Male	Female	18-44	45-54 yrs	55 yrs +	Airline owners	Private owners	Other Owner	Lease company	Fin inst.	Prof firm
Logging on	5.30	5.24	5.37	5.67	4.75	5.29	5.00	6.14	6.02	3.90	5.66	5.10
Searching	4.88	4.97	4.78	5.22	4.57	4.66	4.48	4.09	4.77	4.42	4.89	5.50
Granting authorisations	4.82	4.92	4.71	4.50	5.00	5.15	5.14	4.73	4.67	5.48	5.18	4.32
Consenting to registrations generally	4.58	4.65	4.49	4.55	4.67	4.52	5.14	4.68	4.18	5.23	4.57	4.26
Entering and making registrations.	3.65	3.67	3.64	3.72	3.64	3.55	3.11	4.86	3.98	3.19	3.63	3.67
Requesting authorisations	3.84	3.99	3.67	3.95	3.85	3.66	3.63	4.23	3.70	3.23	3.98	4.08
Consenting to Closing Room registrations	2.89	2.78	3.02	3.15	2.64	2.73	3.61	1.50	2.40	3.74	2.93	2.78
Viewing Closing Rooms	2.44	2.53	2.34	2.58	2.55	2.08	2.84	2.23	2.11	2.45	2.36	2.50

Different types of users are likely to avail of slightly different mobile app features. For example, entering and making registrations ranks as the second most interesting feature for private owners, while granting authorisations ranks as the feature of most interest for lease companies.

Overall interest in using features on mobile device app

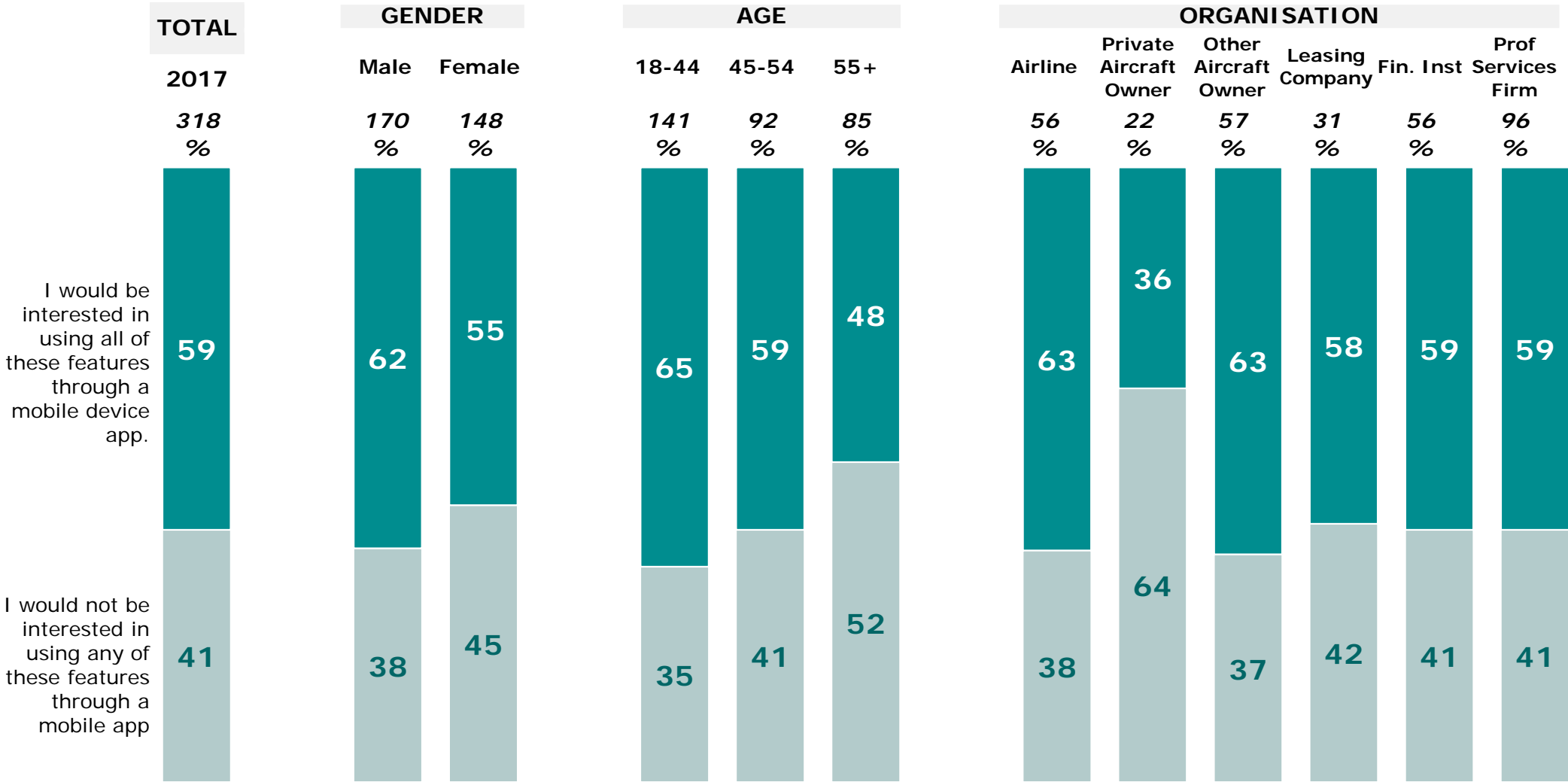
Base: All respondents - 318



A sizeable six in ten of all Registry users would be interested in using all of the proposed features through a mobile device app.

Overall interest in using features on mobile device app

Base: All respondents - 318



As might be expected, interest in the use of the system via mobile app increases the younger the user is, and remains reasonably consistent across all organisation types.



Summary



Summary

Sample Profile

- Three in ten of the user sample base is from professional services firms, with 43% aircraft owners of some type.
- This profile of user type is in line with that of last year's sample.
- With users fairly evenly split by gender, the age profile of the 2017 sample is older than the 2016 sample (i.e. 47% aged 45 years+ in 2016 versus 56% aged 45 years+ in 2017).
- There are marginally more senior managers/partners and finance professionals in this year's sample compared to last year's, with correspondingly fewer general admin/office support and lawyer respondents. All in all, therefore the 2017 sample is materially different to the 2016 sample insofar as we have fewer general administration respondents, and more senior management and older individuals.
- Use of LinkedIn and Twitter has plateaued in 2017 versus 2016.
- Financial institutions and lease companies are the heaviest users of Facebook, LinkedIn and Twitter.

Summary

Sample Profile

- 12% of all Registry users use the system at least once a day, with 63% accessing it at least once a month. This monthly+ figure is a little lower than the 66% recorded in last year's sample, suggesting that respondents for this year's survey are marginally less heavy users of the system than was the case last year.
- In 2016 there had been a year-on-year drop in the proportion of users based in the USA, compared to the year before (from 49% to 44%). This year, that trend continues, with 41% of 2017 respondents based in the USA.

Key Service Aspects

- As has been the case since the outset, the fit of Registry with business functionality remains the single most important definer of the perceived worth of the Registry, followed by its ease of use. The level of fee charged has increased in importance this year.
- The overall weighted Registry experience rating has plateaued over the last couple of years at a remarkably high score of 8.58 out of a possible 10. As has been noted on previous surveys, this is an extremely high score for any B2B service, most of which struggle to reach the 8.0 mark.

Summary

- The Registry's overall satisfaction rating also continues to exceed 8 out of 10. This rating has actually improved somewhat amongst younger (18-44 years) users, and those working in financial or professional services firms. The satisfaction score has correspondingly dipped amongst respondents aged 55 yrs+, airlines, and leasing company users.
- The perceived worth of the Registry to users business remains extremely high – with limited scope for further significant improvements beyond 8 out of 10.
- Performance satisfaction has dropped most notably in relation to overall ease of use of the Registry, level of fee charged and reliability of technical aspects of the Registry.
- Overall, however, it should be noted that levels of satisfaction with all aspects remain very high – with the vast majority of them either at, or above 8.0 out of a possible 10.
- In examining the drop in satisfaction with overall ease of use of the Registry, it should be noted that satisfaction with this aspect is lowest amongst males, those aged 55 yrs+, private/other airline owners, and lease companies. Dissatisfaction with level of fees charged is greatest amongst males, those aged 45 yrs+, lease companies and airline owners in general. Finally, those least satisfied with the reliability of technical aspects of the Registry are again males, 55 yrs+ users, lease companies, airline owners and private owners.

Summary

Strategic Performance Analysis

- Within the context of a very strong performance overall, the potential reasons for a decline in satisfaction with the overall ease of use of the Registry and reliability of its technical aspects amongst certain cohorts should be explored and addressed where possible.
- A direct comparison of aspect satisfaction between 2016 and 2017 illustrates how close the findings are in reality.
- In superimposing the 2017 data on the original 2007 strategic performance map, we can see the extraordinary extent of the user improvements made over the last 11 years.

Summary

Overall Satisfaction & Likelihood to Recommend Registry

- Overall satisfaction with the Registry, in keeping with general survey results, remains at over 8 out of 10 with greatest satisfaction amongst professional services firms and financial institutions.
- The Registry Net Promoter Score (NPS) has dipped to a still very high +38. From a positive perspective, the NPS score stands at a remarkable +60 amongst professional services firm users.
- Those particularly happy with the Registry identify its ease of use, general service and helpfulness of staff provided and, for one in ten of them, the level of security and protection provided, as the main drivers of satisfaction.
- Those scoring the Registry at a more modest 7-8 are generally happy with the service, although 1 in 10 of them report they find it difficult to navigate, and/or that they have been experiencing technical problems with it.
- The minority of users who fall into the Detractor segment generally find the Registry cumbersome/difficult to navigate. Note, however, the higher proportion of such users identifying technical problems this year versus last. Also, it is worth noting that 1 in 7 of these detractors acknowledge that they have limited experience with the Registry – suggesting that some of the 2017 users will need a little more time to familiarise themselves with the system and its technical functionality.

Summary

The Closing Room

- The proportion of respondents using the Closing Room has risen from one in five last year to over a quarter in 2017.
- Use of the Closing Room is highest amongst the under 55s, as well as airlines, leasing companies and professional services firms.
- The perceived benefits of the Closing Room remain the ability to review and amend filings in one place, as well as its overall efficiency and effectiveness.
- There are no specific barriers to future use of the Closing Room, other than a perceived lack of a need for it, suggesting its benefits may be further communicated to users over the coming months.
- Six in ten believe it would be helpful to receive training on the Closing Room – including 57% of those who have yet to use the service.
- An appetite for Closing Room training is highest amongst those aged under 45 years, airlines and leasing companies.

Summary

Cybersecurity and Potential Interest in Mobile App Device

- The Registry is rated extremely positively with regard to information security – scoring 8.52 out of a maximum possible 10.
- Note, almost four in ten of all Registry users do not feel qualified to rate the Registry in terms of information security – undoubtedly a function of the varying levels of technical sophistication amongst the user base.
- Registry features that users would be most interested in availing of through a mobile device app include logging on, searching, and granting authorisations.
- Different types of users are likely to avail of slightly different mobile app features. For example, entering and making registrations ranks as the second most interesting feature for private owners, while granting authorisations ranks as the feature of most interest for lease companies.
- A sizeable six in ten of all Registry users would be interested in using all of the proposed features through a mobile device app.
- As might be expected, interest in the use of the system via mobile app increases the younger the user is, and remains reasonably consistent across all organisation types.

Thank You



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