Research Background & 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 every year with a view to assessing the state of play year on year.

Research Methodology

B&A

Online survey of Registry users, by way of structured questionnaire.

Potential respondents initially contacted by Aviareto, with survey rationale explained.

The Questionnaire mailed to total contact sample of 2754 users.

All aspects of the study was conducted in compliance with the technical and ethical standards stipulated by the European Society of Opinion and Market Research (ESOMAR). All data was anonymised in line with Data Protection regulations and B&A ISO 27001 Information Security Management system.
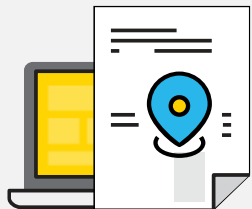
Total achieved sample of **254** users (285 users in 2018, 318 users in 2017, 335 users in 2016, 317 users in 2015, 352 users in 2014, 345 users in 2013, 349 users in 2012, 402 users in 2011, 356 users in 2010, 371 in 2009, 308 in 2008; 339 in 2007), representing a response rate of 9.2% - at the upper end of response rates for a survey of this nature.

The interviews were completed in English, Spanish and French.
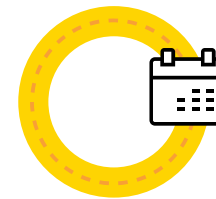
Fieldwork for the project took place between 16th October – 18th November, 2019. An incentive offered for the first time in 2009 (3 x draws for $250 Amazon voucher), and each year since then.

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Sample Profile 2019

Base: All Users N - 254

GENERAL / %

Professional services firm (accountancy firm, law firm etc) — 31

Aircraft owner (airline) — 20

Financial institution/lending body — 14

- -

Aircraft owner (other) — 11

Aircraft leasing company — 14

Aircraft owner (private individual) — 9

Aircraft owner fractional — 1

*0 = less than 1%

GENDER

Male 47% — 47%

Female 53% — 53%

AGE

18-34 yrs — 18%

35-44 yrs — 28%

45-55 yrs — 27%

55yrs+ — 26%
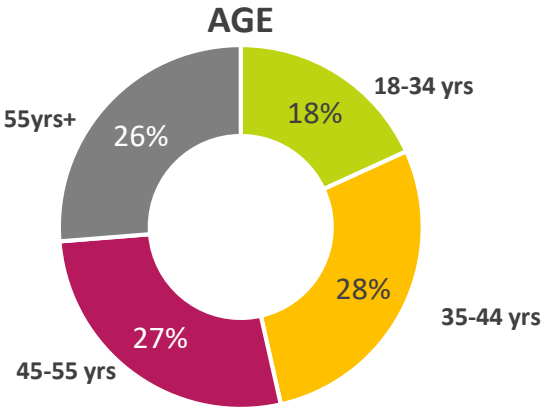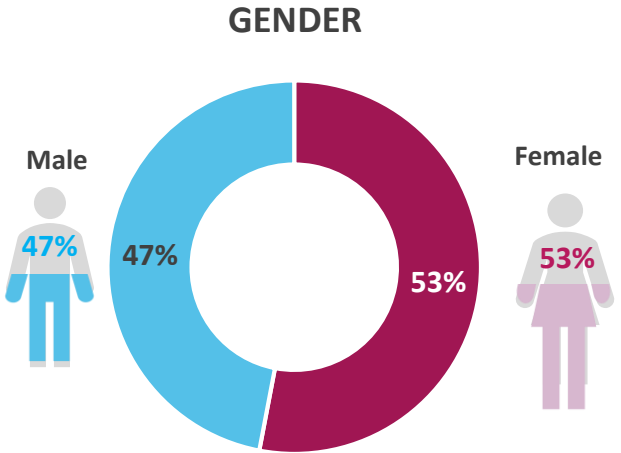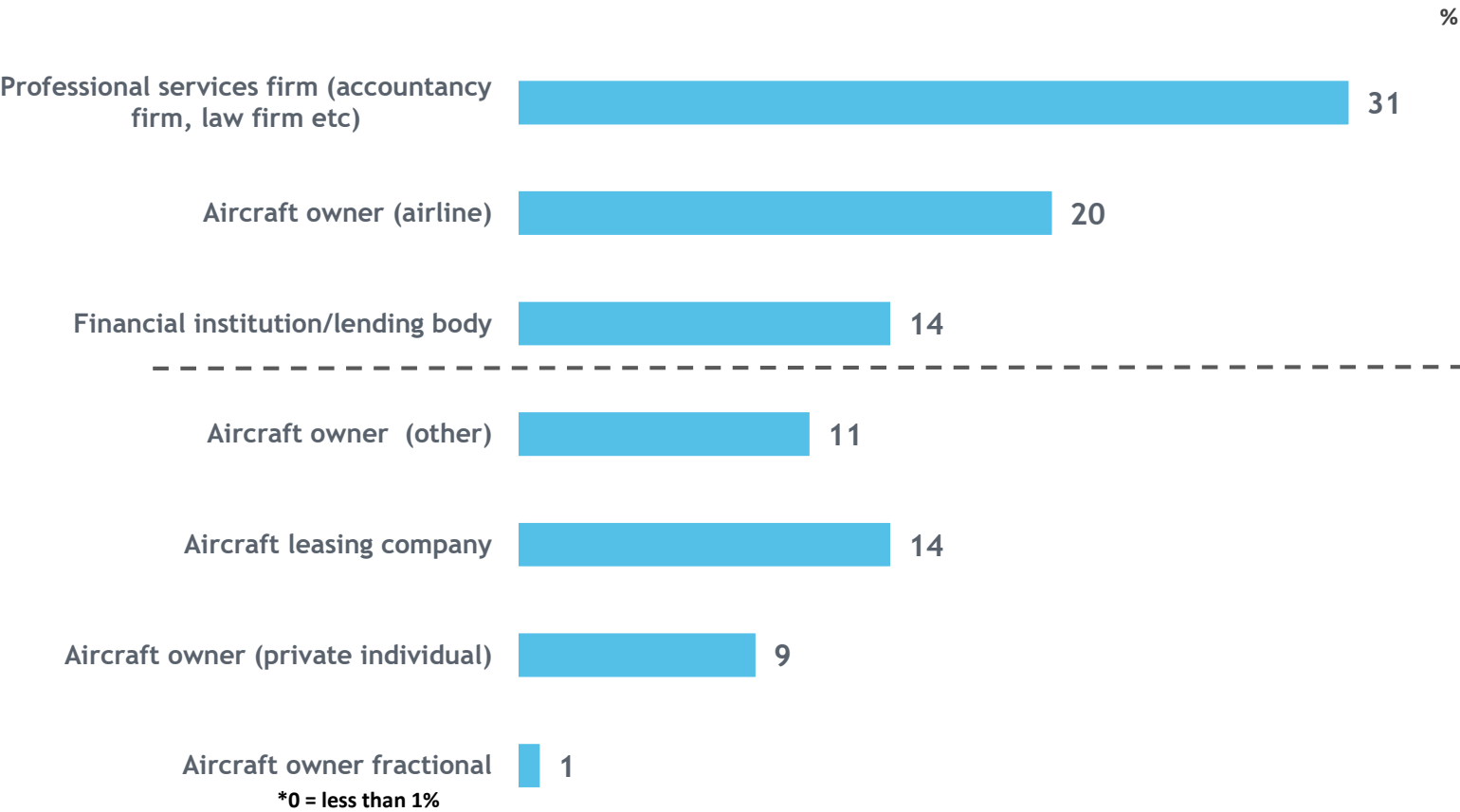
Three in ten of the user sample base is from professional services firms, with 40% aircraft owners of some type.

Sample Profile 2019

Base: All Users N - 254

B&A

42% Have completed previously

58% First time taking part
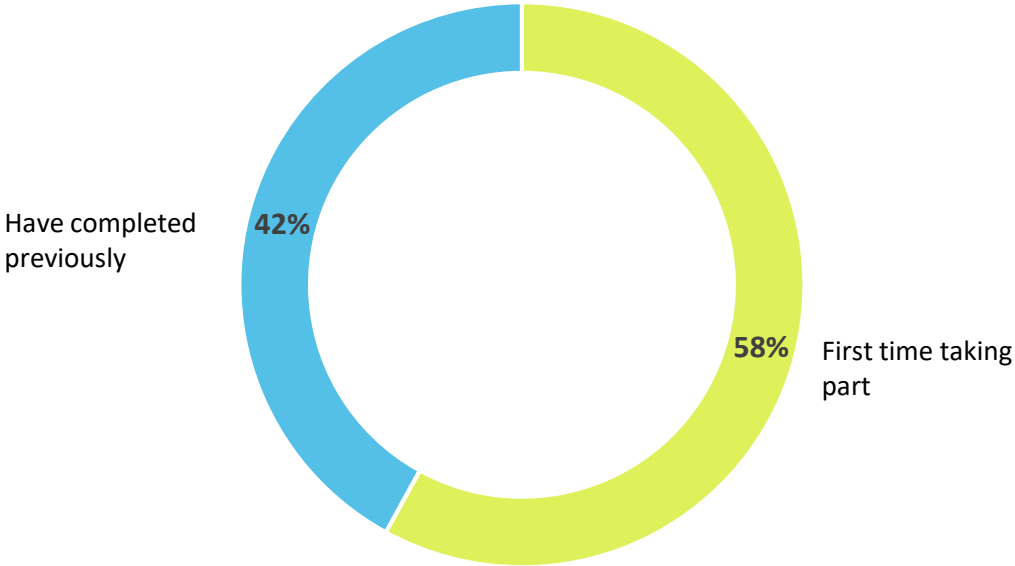
	Gender		Age			Organisation						And in what country are you yourself based?	
	Male	Female	18-44	45-54 yrs	55 yrs +	Airline	Private	Owner	Lease company	Fin inst.	Prof firm	United States (USA)	Others
UNWTD	*119*	*135*	*118*	*69*	*67*	*51*	*24*	*29*	*35*	*36*	*79*	*89*	*165*
	%	%	%	%	%	%	%	%	%	%	%	%	%
First time taking part	63	53	67	46	54	63	75	59	57	42	57	55	59
Have completed previously	37	47	33	54	46	37	25	41	43	58	43	45	41

Just under 6 in 10 respondents were first-time participants in the survey in 2019 – with these "first-timers" more likely to be male, younger (18-44 years) and located outside the U.S.

Is this the first time you have taken part in this survey or have you completed in previous year(s)?

Sample Profile Comparison

Base: All Users N - 254

B&A

	2019	Previous Waves											
		2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007
	%	%	%	%	%	%	%	%	%	%	%	%	%
Professional services firm	31	32	30	32	35	29	30	26	24	27	28	29	17
Aircraft owner (airline)	20	19	18	18	15	12	15	13	12	8	11	9	7
Financial/lending institution	14	17	18	14	16	18	17	20	23	21	19	17	17
Other aircraft owner	11	13	17	17	13	20	17	21	18	19	19	23	32
Aircraft leasing company	14	9	10	12	13	12	12	11	12	13	8	8	8
Aircraft owner (private individual)	9	9	7	7	8	9	8	8	10	10	13	14	18
Aircraft owner fractional	1	0	1	1	1	1	2	1	1	2	2	n/a	n/a

The profile of user type is in line with that of last year's sample, albeit with an increase in the percentage of aircraft leasing companies this year (14%) versus last year (9%).

Q. Analysis of Sample

Sample Profile 2019

Base: All Users N - 254

	2019	Previous Waves											
		2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007
Gender	%	%	%	%	%	%	%	%	%	%	%	%	%
Male	47	51	53	49	47	50	48	50	50	50	47	44	63
Female	53	49	47	51	53	50	52	50	50	50	53	55	37
Age	%	%	%	%	%	%	%	%	%	%	%	%	%
18-34	18	16	20	25	24	23	20	19	20	20	19	17	13
35-44	28	30	24	27	28	27	30	30	28	28	29	24	22
45-55	27	30	29	27	26	26	29	29	31	31	32	32	39
55+	26	24	27	20	22	24	21	22	22	22	21	26	26

With users marginally skewed towards females, 55% of the 2019 sample is aged 35-55 years, compared to 60% aged 35-55 years in 2018.

Sample Profile 2019

Base: All Users N - 254

B&A

	2019 %	2018	2017	2016
Senior manager/partner	32	31	33	28
Lawyer	20	19	19	22
Finance professional	17	20	18	14
Legal assistant	17	12	13	13
General administration/Office support	14	18	18	23
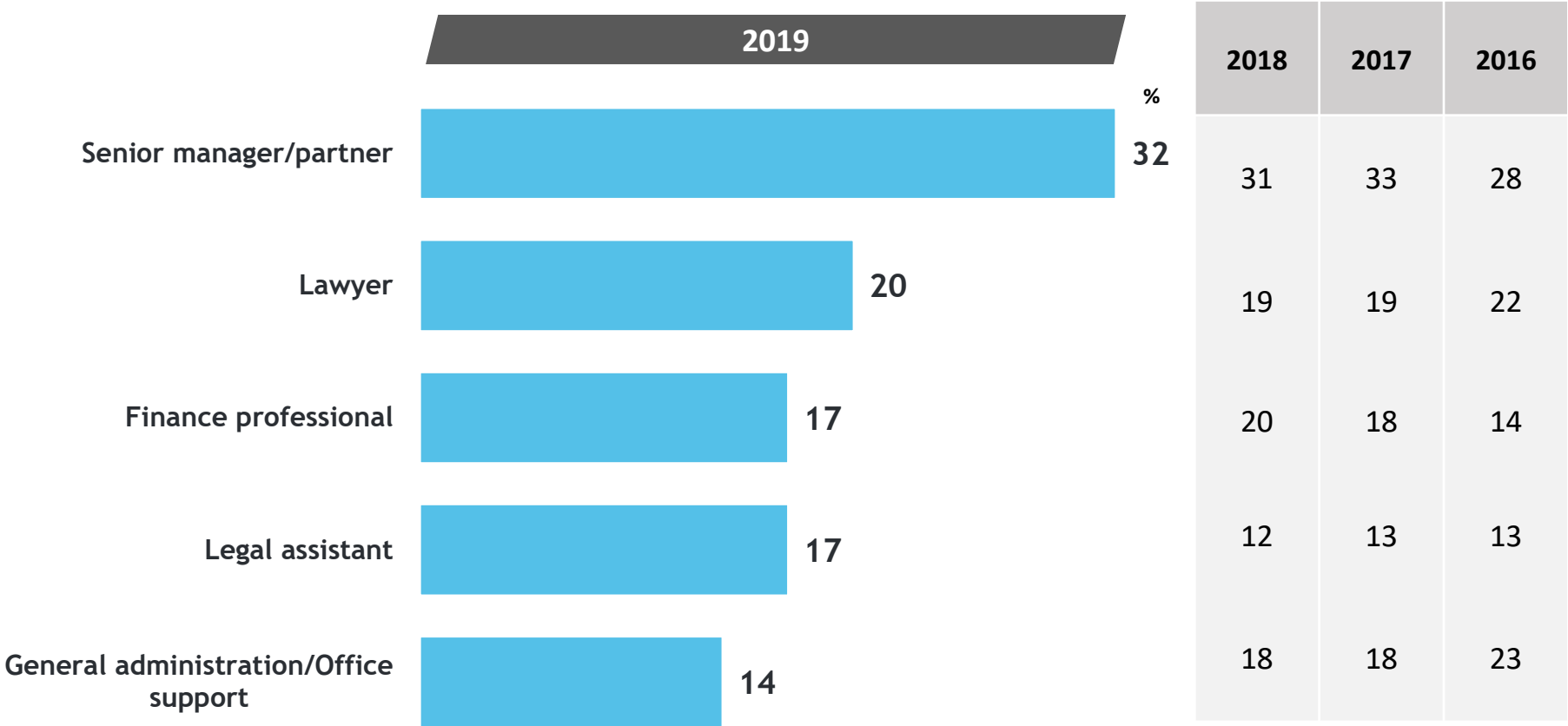
The users' role in their organisation is very similar to that registered in 2018, with more legal assistants (17%) this year than last year (12%).

Sample Profile 2019 - Social Media Usage

Base: All Users N - 254

B&A

	Total								2019				
									Gender		Age		
	2019	2018	2017	2016	2015	2014	2013	2012	Male	Female	18-44	45-54	55+
Base:	*254*	*285*	*318*	*335*	*317*	*352*	*345*	*349*	*145*	*140*	*131*	*86*	*68*
	%	%	%	%	%	%	%	%	%	%	%	%	%
Facebook	47	55	56	60	58	54	57	52	36	57	53	49	34
Linkedin	**53**	**55**	**57**	**59**	54	53	48	43	49	57	64	39	48
Twitter	**17**	**17**	**20**	**19**	16	16	18	16	14	19	20	14	13
Other	11	10	8	9	5	6	4	4	7	15	14	14	1
None	28	21	22	20	20	24	27	32	36	20	17	33	40
Any Facebook/ Linkedin	**67**	**76**	**75**	**77**	**79**	**73**	**70**	**66**	58	**76**	75	62	58
Any Facebook/Linkedin/Twitter	**72**	**79**	**78**	**80**	**80**	**76**	**73**	**68**	64	**80**	**83**	67	60

There has been a steady decline in use of Facebook since 2016, with a majority continuing to use Linkedin

Analysis of Sample

Sample Profile 2019 - Social Media Usage

Base: All Users N - 254

	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:	*254*	*51*	*24*	*29*	*35*	*36*	*79*	*81*	*95*	*43*	*35*
	%	%	%	%	%	%	%	%	%	%	%
Facebook	47	41	25	52	46	61	51	35	52	49	63
Linkedin	53	45	29	52	60	67	57	54	58	49	43
Twitter	17	14	4	17	17	19	22	10	22	14	23
Other	11	12	4	3	20	-	16	5	19	2	14
None	28	29	63	31	26	22	18	33	20	35	26

Use of Linkedin is particularly high amongst lease companies and finance institutions.

Base: All Users N - 254

	Total		Gender		Age			Organisation						Role in the organisation			
	2019	2018	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 profess ional	General
Base:	*254*	*285*	*119*	*135*	*118*	*69*	*67*	*51*	*24*	*29*	*35*	*36*	*79*	*81*	*95*	*43*	*35*
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Never	2	-	4	-	2	3	1	6	4	3	-	-	-	6	-	-	-
Once a year	30	33	36	25	25	33	37	24	75	66	14	28	16	41	16	26	51
Once a month	38	39	39	37	36	39	39	49	21	24	49	39	35	36	37	51	29
Once a week	19	15	15	22	25	17	10	20	-	3	23	25	25	11	26	16	20
Once a day	5	5	2	8	7	1	6	-	-	-	9	6	10	4	8	5	-
More than once a day	6	8	4	7	6	6	6	2	-	3	6	3	13	2	13	2	-

11% of all Registry users use the system at least once a day, with 68% accessing it at least once a month. This monthly+ figure is on a par with the 67% recorded in last year's sample.

How often do you use the International Registry system?

Sample Profile 2019

Base: All Users N - 254

B&A
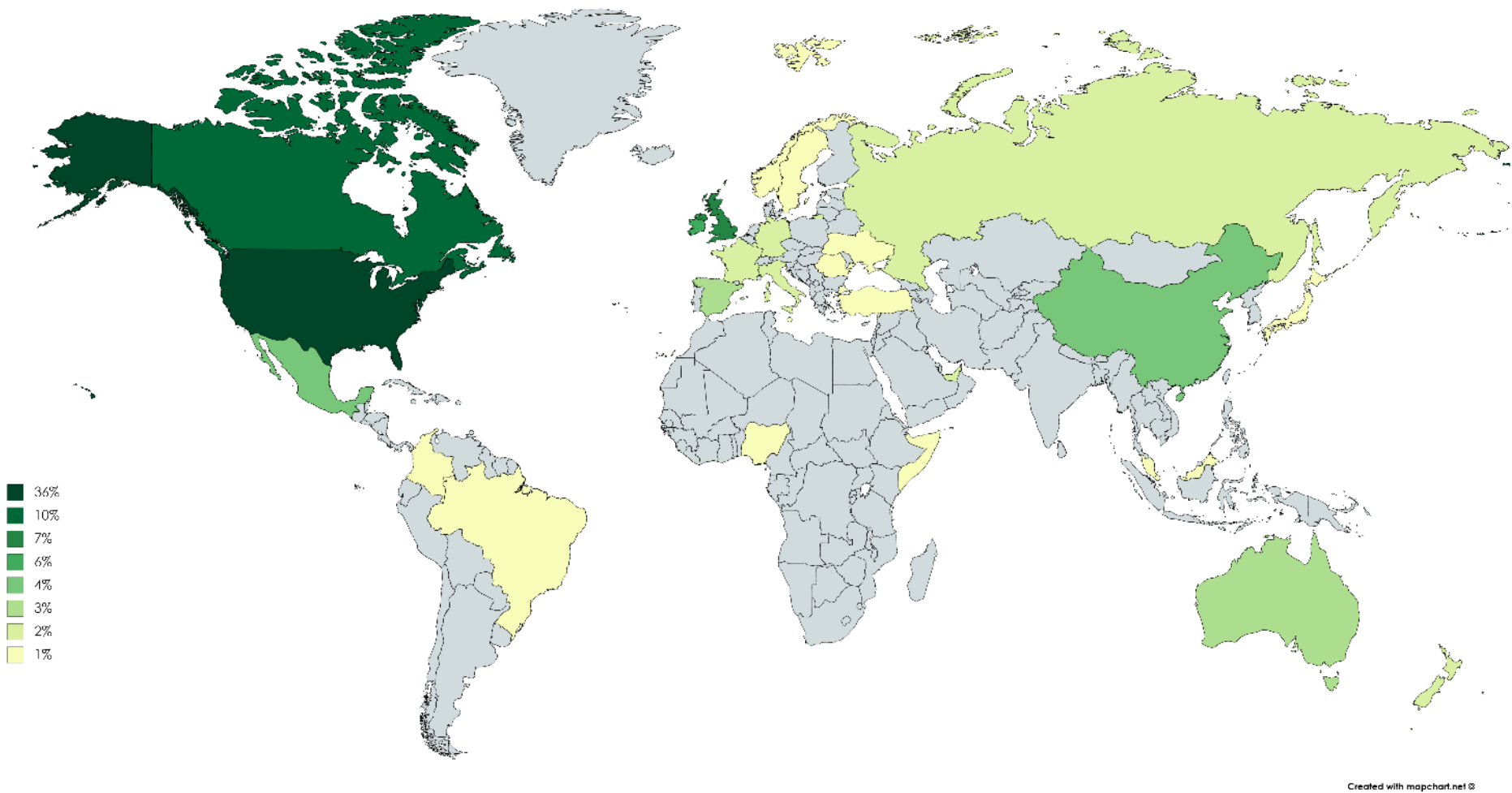
	2019	2018
United States (USA)	36	39
Canada	10	9
United Kingdom	7	9
Ireland {Republic}	6	6
China	4	2
Mexico	4	3
Australia	3	2
Spain	3	2
France	2	2
Germany	2	2
Italy	2	1
Luxembourg	2	2
New Zealand	2	3
Russian Federation	2	1
United Arab Emirates	2	3
Brazil	1	1
Colombia	1	-
Japan	1	2
Kenya	1	1
Malaysia	1	1
Malta	1	-
Nigeria	1	-
Norway	1	-
Romania	1	1
Singapore	1	1
Sweden	1	1
Turkey	1	-
Ukraine	1	-

Legend:
- 36%
- 10%
- 7%
- 6%
- 4%
- 3%
- 2%
- 1%

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The downward trend in users based in the USA continues, and now stands at 36% (39% in 2018, 41% in 2017, 44% in 2016 and 49% in 2015).

And in what country are you yourself based?

Sample Profile 2019

B&A
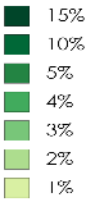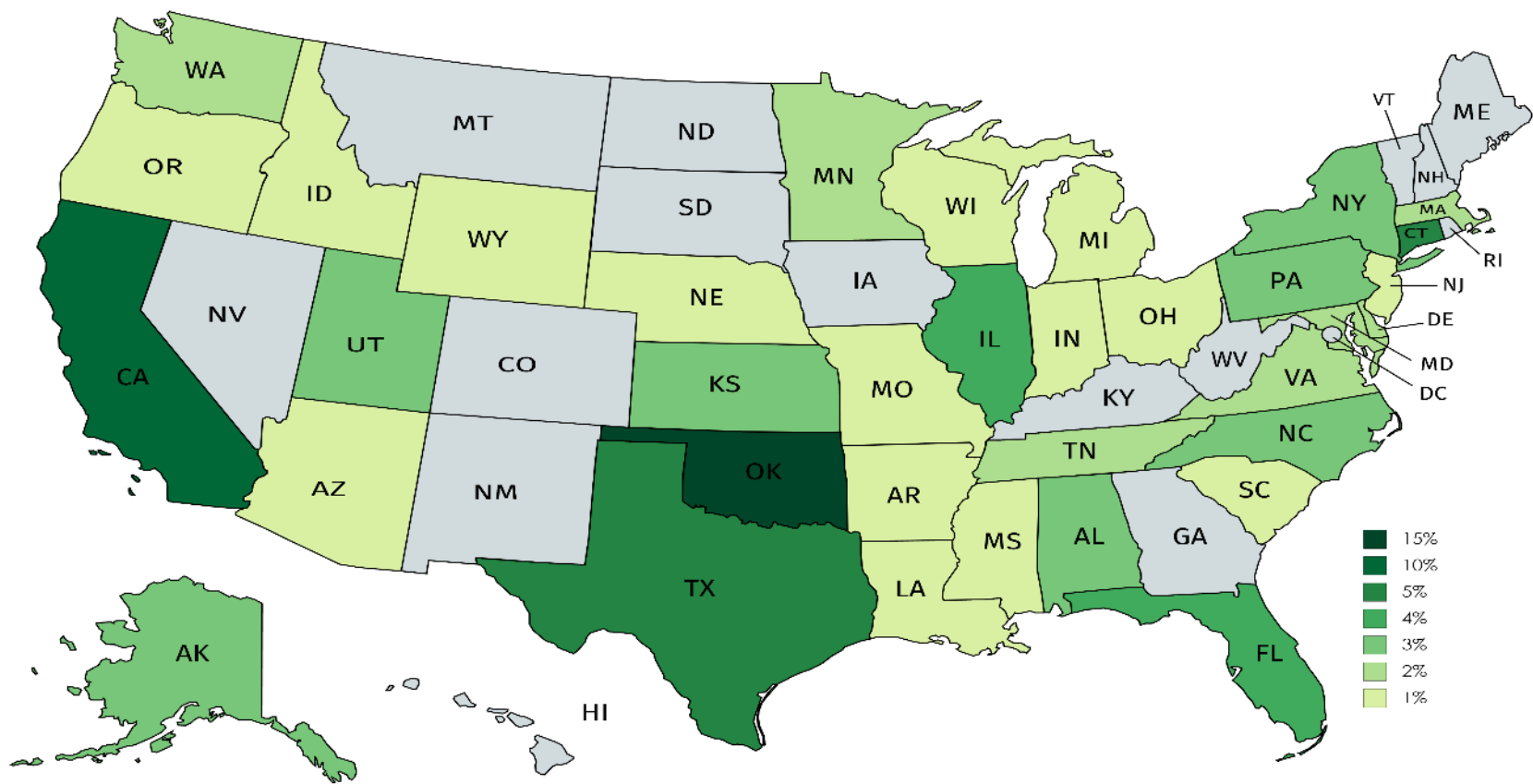
	2019	2018
Oklahoma	15	19
California	10	12
Connecticut	5	2
Texas	5	7
Florida	4	7
Illinois	4	6
Alabama	3	2
Alaska	3	1
Kansas	3	4
New York	3	4
North Carolina	3	-
Pennsylvania	3	1
Utah	3	2
Delaware	2	1
Maryland	2	-
Massachusetts	2	2
Minnesota	2	3
Tennessee	2	1
Virginia	2	1
Washington	2	4
Arizona	1	2
Arkansas	1	1
Idaho	1	1
Indiana	1	2
Louisiana	1	2
Michigan	1	-
Mississippi	1	-
Missouri	1	3
Nebraska	1	-
New Jersey	1	2
Ohio	1	1
Oregon	1	3
South Carolina	1	-
Wisconsin	1	1
Wyoming	1	1

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13 *In what U.S. state are you yourself based?*

Key Service Aspects: Relative Contribution Towards Worth Of Registry To Business

(Pearson's Correlations) 2019

B&A

	0.69	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007
Overall ease of use of the Registry	0.69	0.69	0.68	0.68	0.62	0.7	0.64	0.73	0.64	0.73	0.67	0.67	0.71
Fit of Registry and business functionality	0.66	0.77	0.79	0.81	0.71	0.78	0.75	0.81	0.76	0.78	0.83	0.8	n/a
Speed of refunds	0.60	0.56	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	0.60	0.65	0.47	0.60	0.42	0.58	0.56	0.64	0.5	0.64	0.58	0.52	0.59
Level of fee charged	0.58	0.60	0.65	0.56	0.49	0.62	0.63	0.65	0.6	0.69	0.74	0.7	0.67
Speed of Registry during use.	0.56	0.61	0.56	0.45	0.41	0.6	0.54	0.62	0.45	0.59	0.56	0.56	0.57
Availability of Registry Officials	0.55	0.43	0.58	0.57	0.41	0.5	0.6	0.64	0.55	0.51	0.38	0.52	0.55
Technical knowledge of Registry Officials regarding the Registry.	0.52	0.49	0.53	0.46	0.35	0.52	0.57	0.47					
Quality of information sent to you from the Registry Officials	0.51	0.62	0.55	0.45	0.46	0.51	0.59	0.56	0.55	0.62	0.57	0.52	0.56
Speed of approval for new Administrators/Users	0.50	0.44	0.57	0.41	0.40	0.55	0.48	0.64	0.42	0.53	0.45	0.59	0.49
Efficiency of resolution of queries by Registry Officials	0.49	0.43	0.54	0.56	0.44	0.55	0.57	0.56	0.44	0.61	0.49	0.6	0.58
Registry Officials' language skills	0.47	0.50	0.45	0.31	0.37	0.42	0.49	0.49	0.42	0.44	0.36	0.35	0.36
Efficiency of credit card transactions.	0.39	0.50	0.50	0.35	043	0.5	0.5	0.49	0.37	0.45	0.5	0.42	0.37

The fit of Registry with business functionality is the second most important definer of the perceived worth of the Registry, with its ease of use now the single most important driver. Reliability of technical aspects of the Registry, level of fee charged and speed of refunds are also key.

Q.1   *Firstly, please rate the Registry on each of the following features on a scale of one to ten, where ten means you think it is completely satisfactory and one means it is completely unsatisfactory.*

Overall Weighted Registry Experience Rating

Base: All Users N - 254

B&A

Composite score - Fee level removed

Year	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Fee level removed	5.77	6.42	7.29	7.53	7.89	7.95	8.22	8.33	8.53	8.61	8.58	8.73	8.74
Composite score	5.68	6.35	7.18	7.44	7.78	7.87	8.14	8.24	8.44	8.53	8.48	8.62	8.66

(+.67) (+.83) (+.26) (+.34) (+.09) (+.27) (+.10) (+.20) (+.09) (-0.05) (+0.14) (+0.04)

Composite score
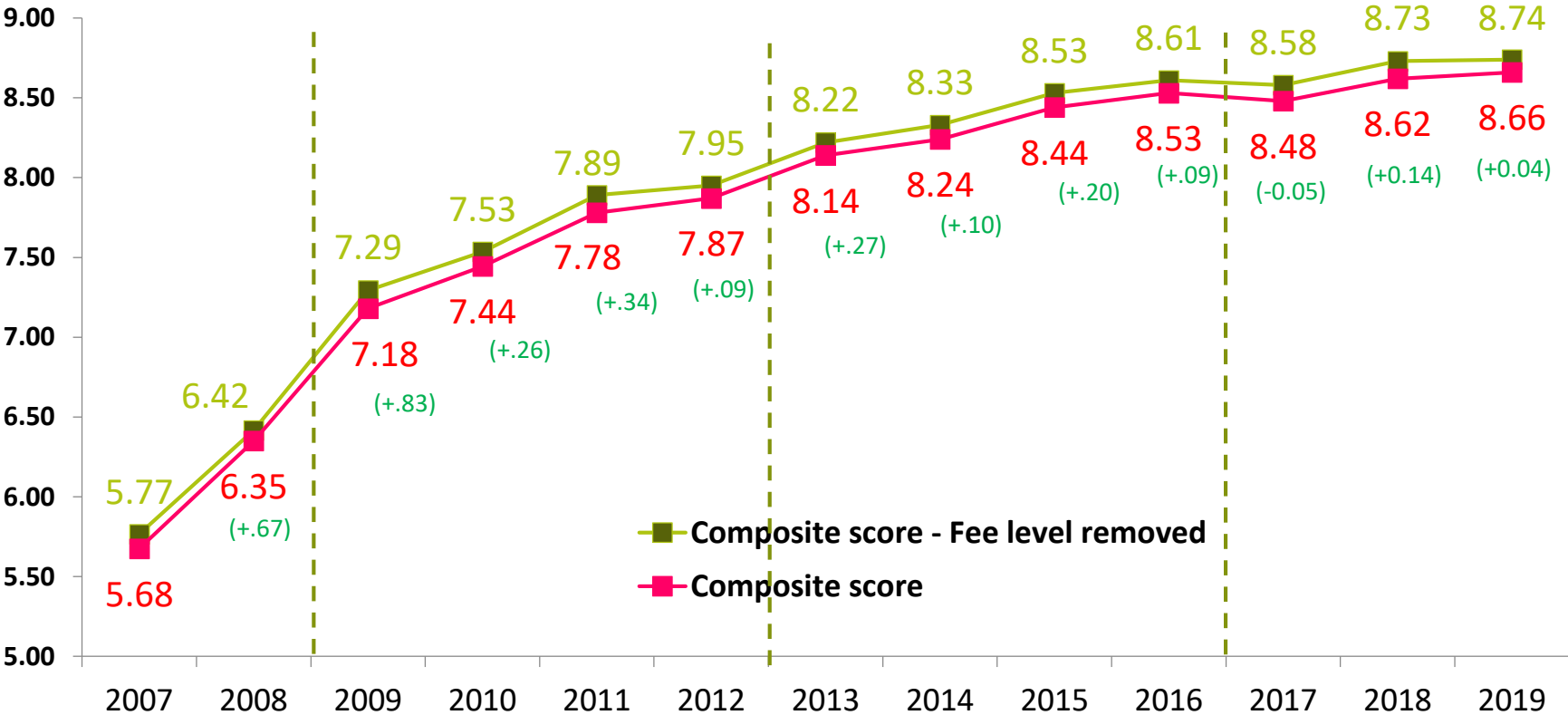
The overall weighted Registry experience rating has inched up this year to a remarkably high score of 8.74 out of a possible 10. As has been noted on previous surveys, this is an extremely high score for any B2B service, most of which struggle to reach the 8.0 mark.

Firstly, please rate the Registry on each of the following features on a scale of one to ten, where ten means you think it is completely satisfactory and one means it is completely unsatisfactory.

Overall Satisfaction with the Registry - Summary

Base: All Users N - 254

B&A

Chart of Overall Satisfaction with the Registry:
- 2012: 7.56
- 2013: 7.83
- 2014: 8.18
- 2015: 8.22
- 2016: 8.32
- 2017: 8.21
- 2018: 8.12
- 2019: 8.25

The Registry's overall satisfaction rating also continues to exceed 8 out of 10.

And taking everything into account, how would you rate your overall satisfaction with the Registry?

Overall Satisfaction with the Registry x Demographics

Base: All Users N - 254

B&A

Total
- 2017: 8.21
- 2018: 8.12
- 2019: **8.25**

Male
- 2017: 7.90
- 2018: 7.81
- 2019: **8.08**

Female
- 2017: 8.56
- 2018: 8.45
- 2019: **8.40**

18-44
- 2017: 8.52
- 2018: 8.02
- 2019: **8.41**

45-54 yrs
- 2017: 8.14
- 2018: 8.26
- 2019: **8.03**

55 yrs +
- 2017: 7.75
- 2018: 8.15
- 2019: **8.19**

Airline owners
- 2017: 8.04
- 2018: 8.07
- 2019: **8.16**

Private owners
- 2017: 7.55
- 2018: 7.40
- 2019: **7.26**

Other owners
- 2017: 7.89
- 2018: 7.74
- 2019: **7.97**

Lease company
- 2017: 8.03
- 2018: 8.15
- 2019: **7.86**

Fin inst.
- 2017: 8.16
- 2018: 7.88
- 2019: **8.75**

Prof firm
- 2017: 8.72
- 2018: 8.63
- 2019: **8.65**

Legend: 2017 / 2018 / 2019

The rating has improved most amongst male users, 18-44 year olds, finance institutions and 'other' aircraft owners.

And taking everything into account, how would you rate your overall satisfaction with the Registry?

Overall worth of registry to business: Ten point Rating Scale

Base: All Users N - 254

B&A

Year	Rating
2019	8.40
2018	8.30
2017	8.22
2016	8.28
2015	8.10
2014	7.95
2013	7.75
2012	7.48
2011	7.19
2010	6.74
2009	6.48
2008	5.61
2007	4.20
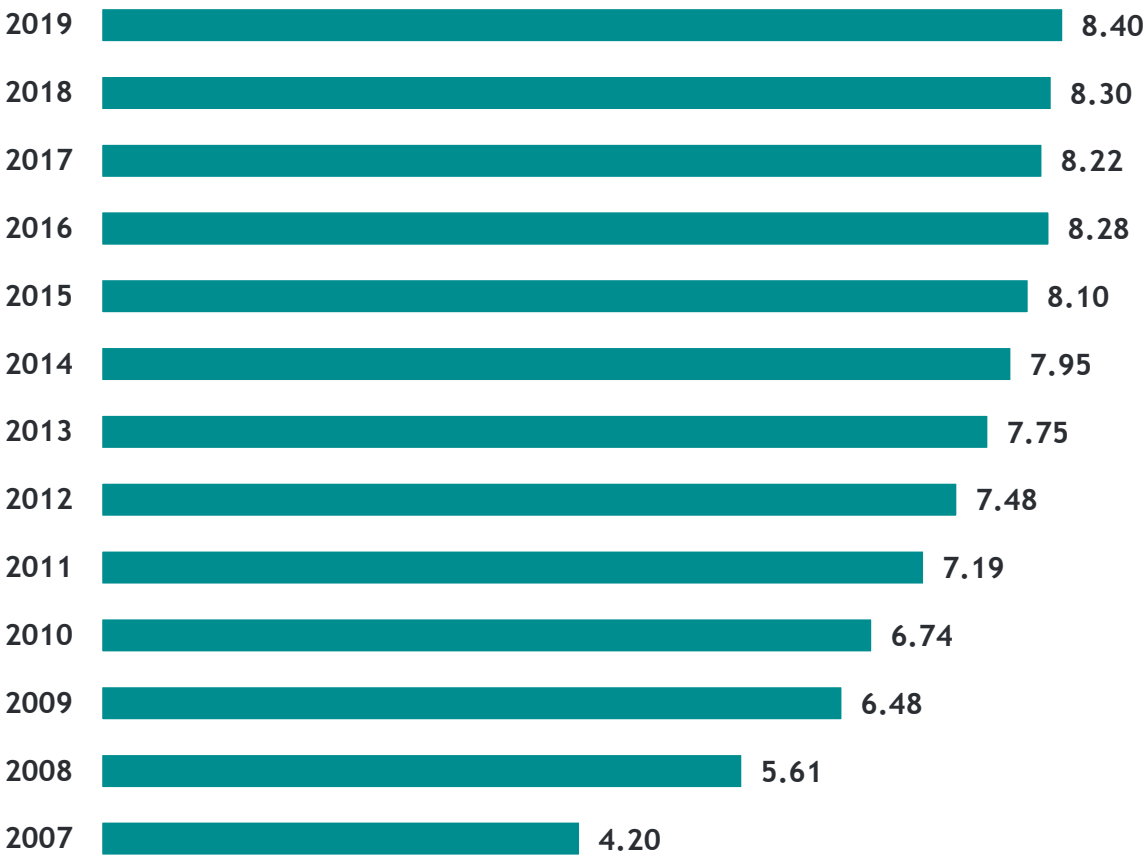
The perceived worth of the Registry to users business remains extremely high – with limited scope for further significant improvements beyond 8.4 out of 10.

Firstly, please rate the Registry on each of the following features on a scale of one to ten, where ten means you think it is completely satisfactory and one means it is completely unsatisfactory.

Key Service Aspects:
Overall Performance Rating (10 Point Scale)

Most Important	Mean Performance Rating										
	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009
Overall ease of use of the Registry.	7.91	7.8	7.73	8	7.88	7.43	7.26	6.89	7.01	6.64	6.52
The degree to which the functionality of the Registry fits with the way your business functions.	7.93	8.12	7.94	8.06	7.88	7.75	7.46	7.18	7.12	6.7	6.42
Speed of refunds	8.95	8.83	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.	8.53	8.38	8.23	8.46	8.42	8.28	7.79	7.79	7.89	7.3	7.22
Level of fee charged.	7.78	7.59	7.42	7.65	7.48	7.31	7.15	6.79	6.64	5.51	6.18
Speed of Registry during use.	8.46	8.26	8.2	8.31	8.23	8.16	7.9	7.59	7.73	7.17	7.1
Availability of Registry Officials	9.17	8.86	8.95	8.95	8.86	8.57	8.38	8.02	8.08	7.64	7.41
Technical knowledge of Registry Officials regarding the Registry	9.00	9.01	8.92	8.95	8.91	8.69	8.57	8.38	8.4	8.2	7.86
Quality of information sent to you from the Registry Officials	9.19	8.99	8.99	8.98	8.84	8.72	8.47	8.29	8.32	8.11	7.93
Speed of approval for new Administrators/Users	9.05	8.98	8.93	8.91	8.64	8.42	8.36	8.17	8.27	8.09	7.92
Efficiency of resolution of queries by Registry Officials	9.13	9.11	8.95	8.93	8.88	8.63	8.44	8.23	8.06	7.82	7.61
Registry Officials' language skills	9.35	9.27	9.24	9.27	9.25	9.04	8.95	8.91	8.96	8.76	8.73
Efficiency of credit card transactions.	9.10	8.88	9.02	9.06	9.04	8.91	8.77	8.32	8.48	8.22	8.28

Performance satisfaction has improved most notably in relation to availability of officials, speed of Registry, level of fee, quality of information sent, and efficiency of card transactions
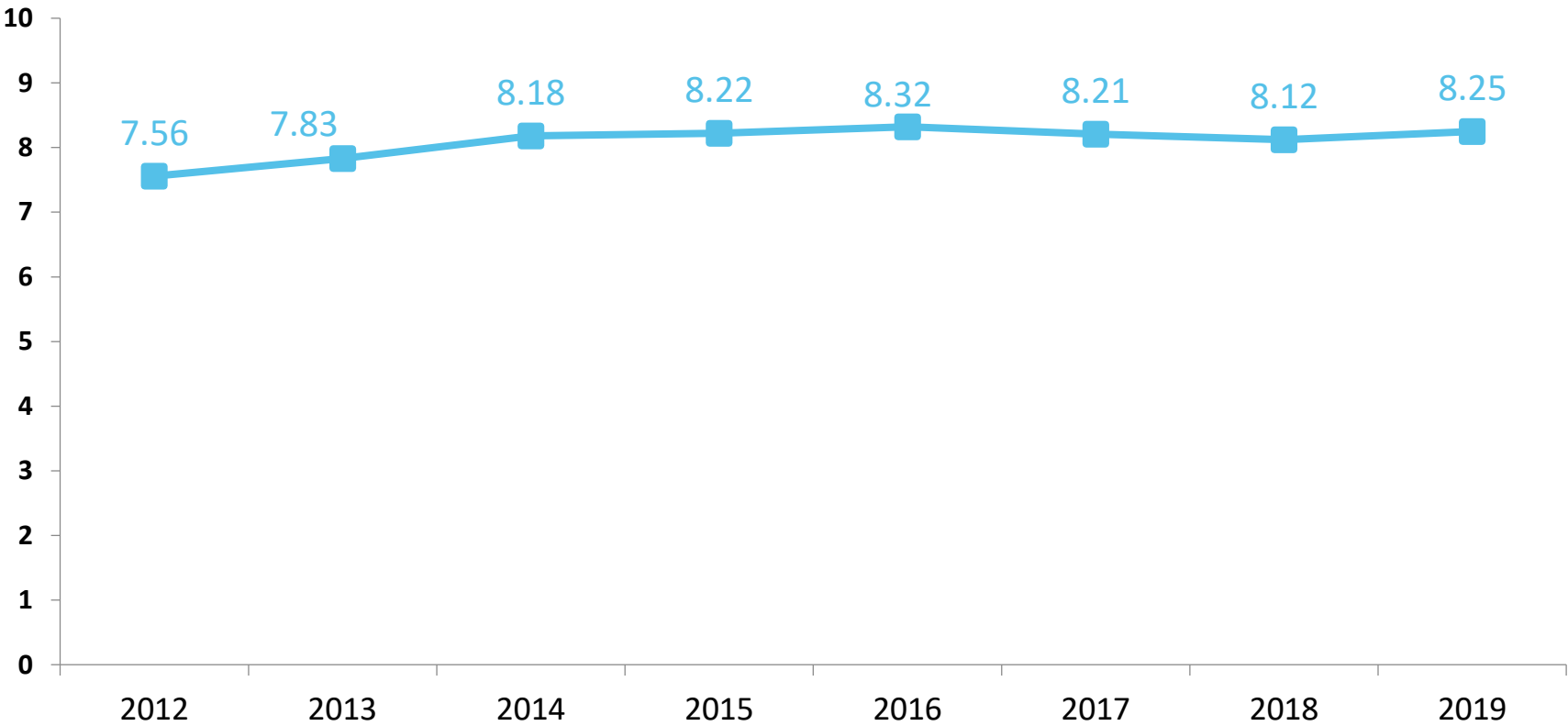
Firstly, please rate the Registry on each of the following features on a scale of one to ten, where ten means you think it is completely satisfactory and one means it is completely unsatisfactory.

Key Service Aspects:
Overall Performance Rating (10 Point Scale)

B&A

MOST IMPORTANT	Mean Performance Rating						% Scoring 1-2						% Scoring 9-10						% of No Opinion						YOY CHANGE 2019 vs 2018
	2019	2018	2017	2016	2015	2019	2019	2018	2017	2016	2015	2014	2019	2018	2017	2016	2015	2014	2019	2018	2017	2016	2015	2014	
Overall ease of use of the Registry	7.91	7.8	7.73	8	7.88	7.43	4	4	6	2	3	5	44	44	45	47	45	37	0	-	1	1	1	1	+0.11
Fit of Registry and business functionality	7.93	8.12	7.94	8.06	7.88	7.75	3	2	6	5	2	3	47	52	51	49	46	41	2	2	5	2	5	5	-0.19
Speed of refunds	8.95	8.83	8.56	8.52	8.42	8.39	0	0	0	0	0	1	36	34	19	20	20	19	51	49	67	69	65	64	+0.12
Reliability of technical aspects of the Registry	8.53	8.38	8.23	8.46	8.42	8.28	0	2	2	2	1	1	54	54	48	53	54	45	9	7	9	9	8	12	+0.15
Level of fee charged	7.78	7.59	7.42	7.65	7.48	7.31	1	2	4	2	2	5	39	37	33	36	33	33	8	6	9	6	7	5	+0.19
Speed of registry during use	8.46	8.26	8.2	8.31	8.23	8.16	2	3	3	3	1	2	60	55	52	53	52	48	1	0	1	1	2	2	+0.20
Availability of Registry Officials	9.17	8.86	8.95	8.95	8.86	8.57	0	2	0	0	0	1	76	71	65	67	68	58	3	5	8	7	5	7	+0.31
Technical knowledge of Registry Officials regarding the Registry	9.00	9.01	8.92	8.95	8.91	8.69	0	2	0	0	0	1	70	70	63	63	66	58	5	6	12	11	6	11	-0.01
Quality of information sent to you by the Registry Officials	9.19	8.99	8.99	8.98	8.84	8.72	0	0	1	1	1	1	73	71	68	71	67	61	7	2	7	4	3	5	+0.20
Speed of approval for new Administrators/Users	9.05	8.98	8.93	8.91	8.64	8.42	1	0	0	0	1	2	68	66	59	65	56	50	10	9	16	10	12	14	+0.07
Efficiency of resolution of queries by Registry Officials	9.13	9.11	8.95	8.93	8.88	8.63	1	1	0	0	0	2	76	74	68	68	66	59	4	6	8	6	4	6	+0.02
Registry Officials language skills	9.35	9.27	9.24	9.27	9.25	9.04	0	0	0	0	0	0	75	75	70	72	75	66	8	9	14	14	10	11	+0.08
Efficiency of credit card transactions	9.10	8.88	9.02	9.06	9.04	8.91	1	1	1	0	1	1	70	67	71	70	69	64	8	7	9	8	10	9	+0.22
LEAST IMPORTANT																									

Overall, levels of satisfaction with all aspects remain very high – although satisfaction with business functionality fit has decreased insignificantly.

Firstly, please rate the Registry on each of the following features on a scale of one to ten, where ten means you think it is completely satisfactory and one means it is completely unsatisfactory.

Key Service Aspects:

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

B&A

8.95 — Speed of refunds
8.53 — Reliability of technical aspects of the Registry
8.46 — Speed Registry during use
7.93 — Fit of Registry and business
7.91 — Overall ease of use of the Registry
7.78 — Level of fee charged

Note the marginal satisfaction increases with 5 of the Top 6 criteria.

Firstly, please rate the Registry on each of the following features on a scale of one to ten, where ten means you think it is completely satisfactory and one means it is completely unsatisfactory.

Key Service Aspects:
Overall Performance Rating (Ten Point Scale) – Remaining Aspects
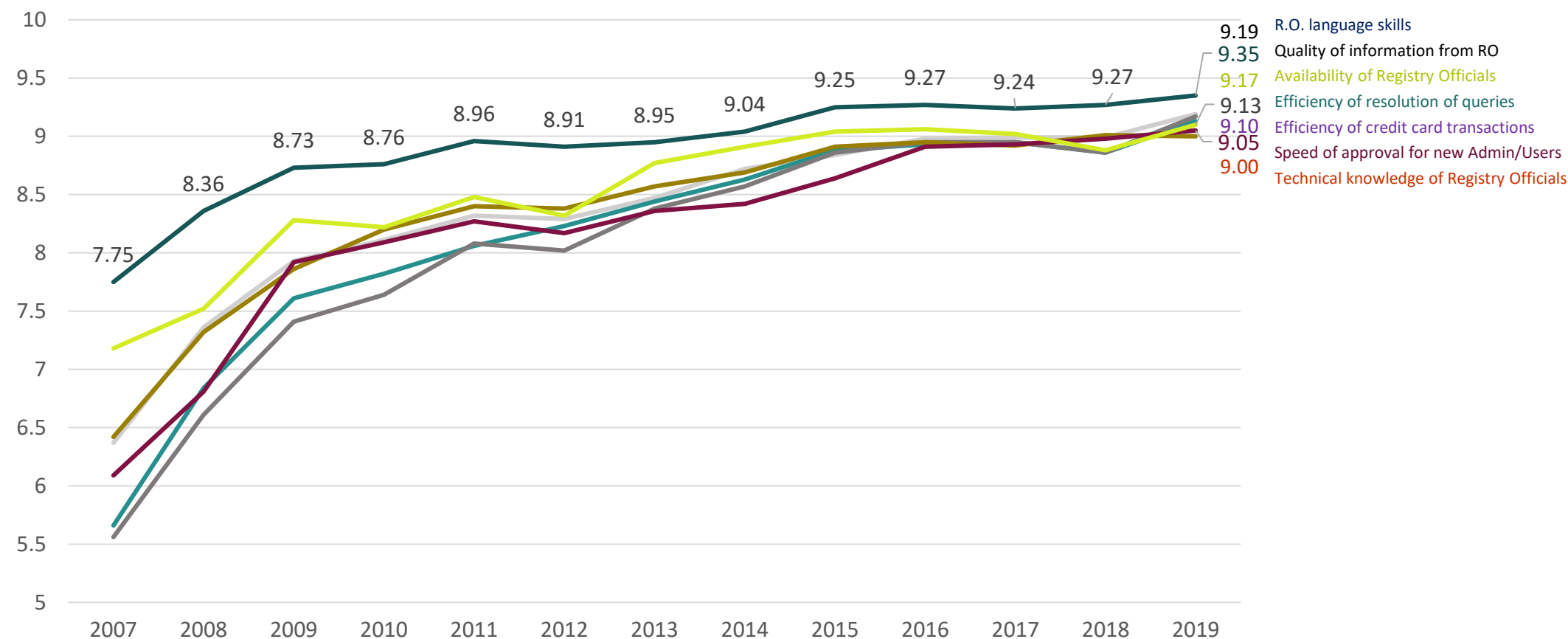
7.75 8.36 8.73 8.76 8.96 8.91 8.95 9.04 9.25 9.27 9.24 9.27

9.19 — R.O. language skills
9.35 — Quality of information from RO
9.17 — Availability of Registry Officials
9.13 — Efficiency of resolution of queries
9.10 — Efficiency of credit card transactions
9.05 — Speed of approval for new Admin/Users
9.00 — Technical knowledge of Registry Officials

Note the marginal satisfaction increases with 5 of the Top 6 criteria.

Firstly, please rate the Registry on each of the following features on a scale of one to ten, where ten means you think it is completely satisfactory and one means it is completely unsatisfactory.

Satisfaction With The Registry x Key User Groupings
Ten Point Rating Scale

Base: All Users N - 254

	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
Overall ease of use of the Registry	7.91	7.56	8.22	7.97	7.75	7.97	7.57	7.52	7.00	7.97	8.50	8.28
Fit of Registry and business functionality	7.93	7.71	8.12	7.96	8.04	7.76	7.60	7.36	7.90	7.97	8.00	8.26
Speed of refunds	8.95	8.63	9.22	9.10	8.56	9.06	8.44	8.17	9.36	8.44	9.55	9.14
Reliability of technical aspects of the Registry	8.53	8.36	8.66	8.55	8.47	8.55	8.44	8.14	8.57	8.39	8.71	8.65
Level of fee charged	7.78	7.35	8.18	7.86	7.66	7.77	7.24	8.05	7.56	7.15	8.10	8.33
Speed of registry during use	8.46	8.11	8.76	8.34	8.42	8.70	7.96	8.41	8.55	8.41	8.83	8.61
Availability of Registry Officials	9.17	9.08	9.25	9.22	8.85	9.42	8.98	9.05	8.96	8.94	9.53	9.33
Technical knowledge of Registry Officials regarding the Registry	9.00	8.77	9.19	9.03	8.91	9.05	8.79	8.65	8.82	8.49	9.58	9.25
Quality of information sent to you by the Registry Officials	9.19	9.01	9.35	9.30	9.08	9.11	8.81	9.20	9.07	8.97	9.40	9.48
Speed of approval for new Administrators/Users	9.05	8.74	9.33	9.01	8.92	9.27	8.64	9.24	9.08	8.88	9.24	9.23
Efficiency of resolution of queries by Registry Officials	9.13	8.89	9.34	9.24	8.88	9.20	8.94	8.95	8.83	8.69	9.60	9.41
Registry Officials language skills	9.35	9.15	9.52	9.40	9.19	9.41	8.82	9.24	9.56	9.38	9.42	9.57
Efficiency of credit card transactions	9.10	8.90	9.28	9.10	9.08	9.14	8.87	9.00	9.36	8.94	9.68	9.04
Overall worth of the Registry to my organisation/business.	8.40	7.90	8.86	8.66	8.00	8.37	7.80	6.90	7.55	8.97	8.97	9.01

In general, satisfaction is highest amongst females, as well as amongst professional firms, lease companies and financial institutions.
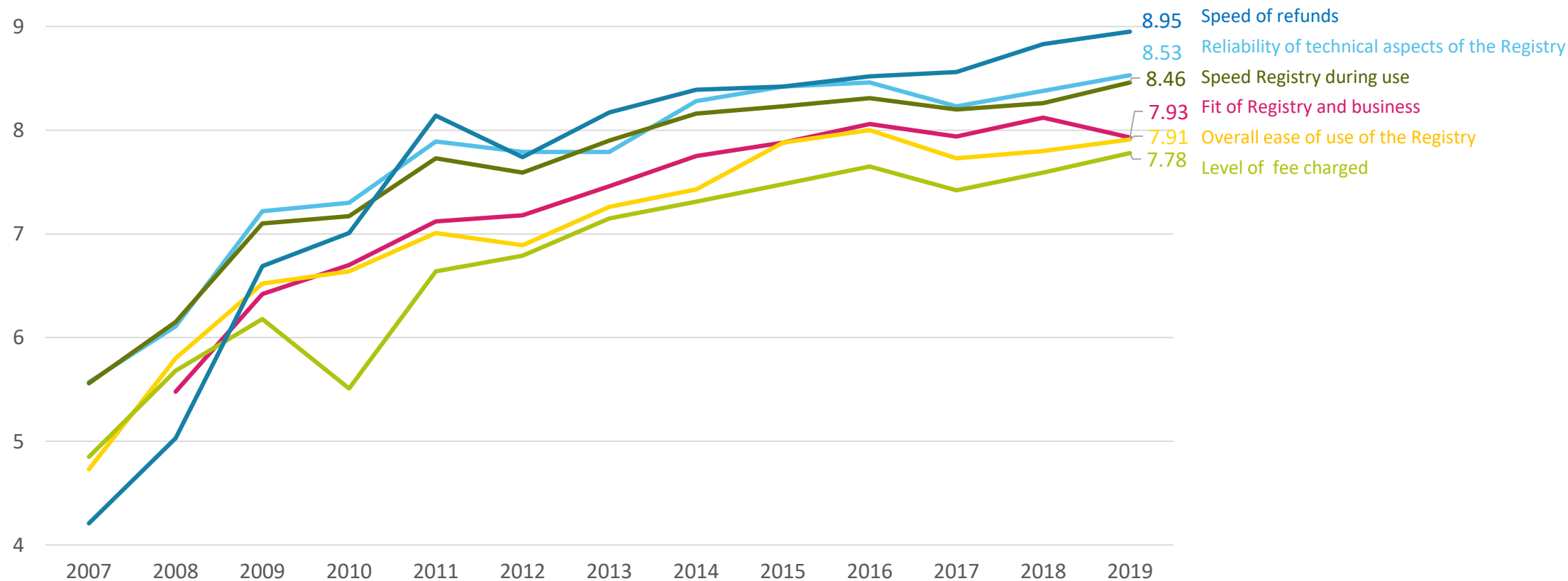
Firstly, please rate the Registry on each of the following features on a scale of one to ten, where ten means you think it is completely satisfactory and one means it is completely unsatisfactory.

Aviareto: Strategic Performance Matrix 2019

Base: All Users N - 254

B&A

Low Performance | Performance | High Performance

Critical Improvement Areas

Leverage and Enhance

Contribution to Business

Higher

Lower

Overall ease of use of the Registry

Fit of Registry and business functionality

Reliability of technical aspects of the Registry

Speed of refunds

Level of fee charged

Availability of Registry Officials

Speed of Registry during use.

Technical knowledge of RO regarding the Registry.

Quality of information sent to you from the Registry Officials

Speed of approval for new Administrators/Users

Efficiency of resolution of queries by Registry Officials

Registry Officials' language skills

Efficiency of credit card transactions.

IGNORE

MONITOR

As was the case last year, there are very few aspects of service which require critical or remedial attention .

Firstly, please rate the Registry on each of the following features on a scale of one to ten, where ten means you think it is completely satisfactory and one means it is completely unsatisfactory.

Aviareto: Strategic Performance Matrix 2018

Base: All Users N - 285

Low Performance | Performance | High Performance

Critical Improvement Areas

Leverage and Enhance

Higher

Contribution to Business

Lower

Fit of Registry and business functionality

Overall ease of use of the Registry

Reliability of technical aspects of the Registry

Speed of Registry during use.

Quality of information sent to you from the Registry Officials

Level of fee charged

Speed of refunds

Registry Officials' language skills

Efficiency of credit card transactions.

Technical knowledge of RO regarding the Registry.

Speed of approval for new Administrators/Users

Availability of Registry Officials

Efficiency of resolution of queries by Registry Officials

IGNORE

MONITOR

Firstly, please rate the Registry on each of the following features on a scale of one to ten, where ten means you think it is completely satisfactory and one means it is completely unsatisfactory.

Aviareto: Strategic Performance Matrix 2019 vs 2007

Base: All users

B&A

Low Performance — Performance — High Performance

Critical Improvement Areas ■ 2007   **Leverage and Enhance**

Contribution to Business (Higher / Lower)

- Overall ease of use of the Registry
- Fit of Registry and business functionality
- Reliability of technical aspects of the Registry
- Speed of refunds
- Level of fee charged
- Availability of Registry Officials
- Speed of Registry during use.
- Technical knowledge of RO regarding the Registry.
- Quality of information sent to you from the Registry Officials
- Speed of approval for new Administrators/Users
- Efficiency of resolution of queries by Registry Officials
- Registry Officials' language skills
- Efficiency of credit card transactions.

2007 points (green):
- Overall ease of use
- Level of fee charged
- Technical reliability
- Resolution of queries by R.O.
- Speed during use
- Availability of Officials in Dub
- Quality of info sent by R.O.
- Tech knowledge of Montreal staff
- Tech knowledge of R.O.
- Resolution of queries by Montreal staff
- Speed of refunds
- Speed of approval for new Administrators/Users
- Availability of Montreal staff
- Credit card transactions
- RO Language skills
- Montreal staff Language skills

X-axis: 4, 5, 6, 7, 8, 9, 10
Y-axis: 3, 3.5, 4, 4.5, 5, 5.5, 6, 6.5, 7, 7.5

IGNORE   **MONITOR**

In superimposing the 2019 data on the original 2007 strategic performance map, we can see the extraordinary extent of the user improvements made over the intervening years.

Overall Satisfaction Ratings with the Registry

Base: All Users N - 254

	TOTAL		GENDER		AGE			ORGANISATION					
	2019	2018	Male	Female	18-44	45-54	55+	Airline	Private Aircraft Owner	Other Aircraft Owner	Leasing Co.	Fin. Inst	Prof Services Firm
	254 %	*285 %*	*119 %*	*135 %*	*118 %*	*69 %*	*67 %*	*51 %*	*24 %*	*29 %*	*35 %*	*36 %*	*79 %*
Top 2 Score (9-10)	57	53	53	61	57	55	60	57	42	55	46	64	65
Mid (7-8)	33	31	35	30	37	29	28	31	33	28	40	33	32
Low (1-6)	10	15	12	8	6	14	12	12	21	17	14	3	4
Mean	8.25	8.12	8.08	8.40	8.41	8.03	8.19	8.16	7.26	7.97	7.86	8.75	8.65
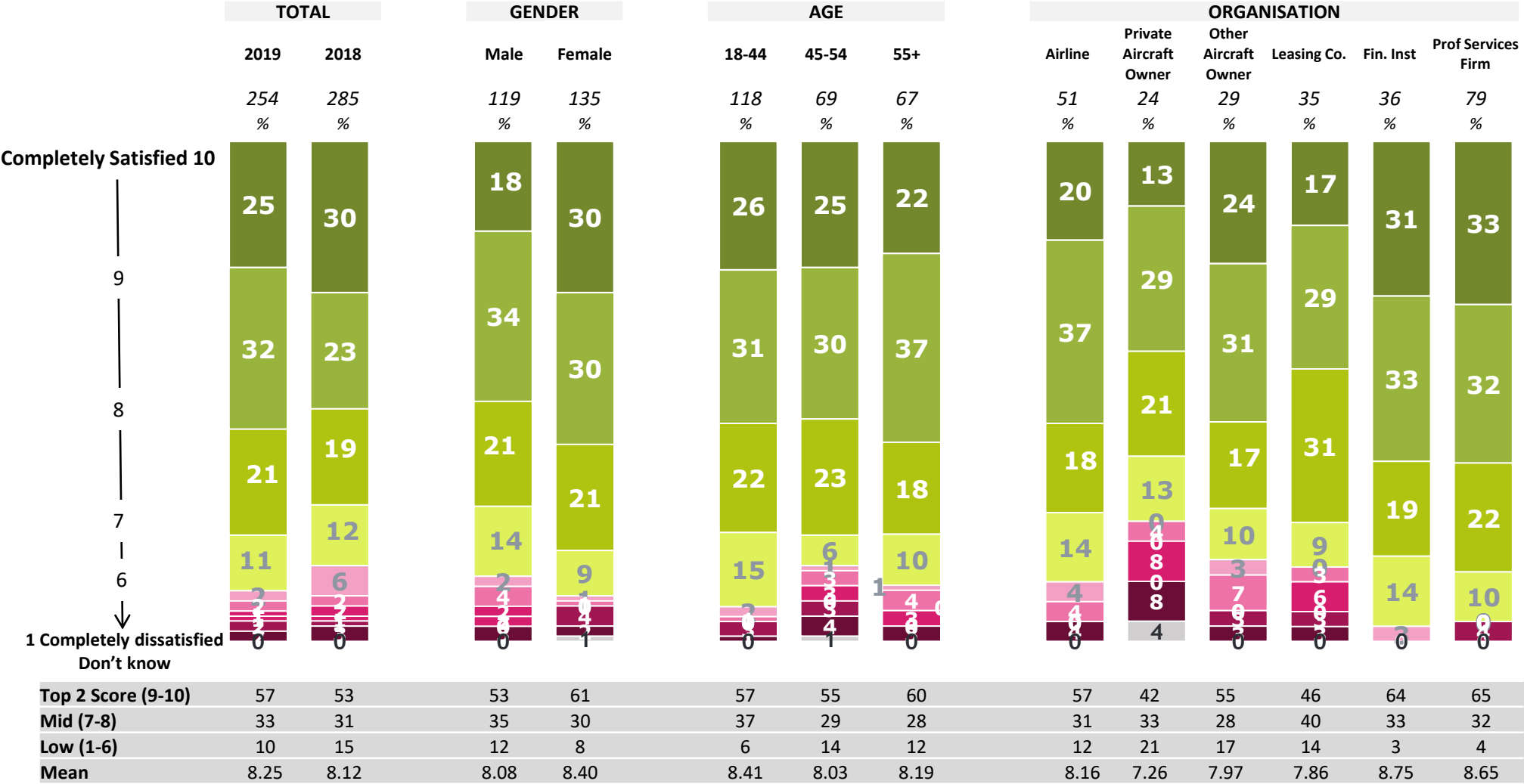
Overall satisfaction with the Registry, in keeping with general survey results, remains at over 8 out of 10 with greatest satisfaction amongst professional services firms and finance institutions.

Taking everything into account, how would you rate your overall satisfaction with the Registry on a scale of one to ten where 10 means that you think it is completely satisfactory, and 1 means it is completely unsatisfactory.

Likelihood to Recommend Registry

Base: All Users N - 254

	TOTAL		GENDER		AGE			ORGANISATION					
	2019	2018	Male	Female	18-44	45-54	55+	Airline	Private Aircraft Owner	Other Aircraft Owner	Leasing Co.	Fin. Inst	Prof Services Firm
	254 %	285 %	119 %	135 %	118 %	69 %	67 %	51 %	24 %	29 %	35 %	36 %	79 %
Extremely likely 9-10	61	62	50	71	59	55	72	53	46	48	69	67	71
7-8	22	22	28	17	24	26	15	25	29	17	23	22	19
1-6 **Extremely unlikely**	12	12	19	5	12	12	12	20	17	24	6	8	5
Don't know	5	5	3	7	5	7	1	2	8	10	3	3	5
NPS Score	+49	+50	+31	+66	+47	+43	+60	+33	+29	+24	+63	+59	+66
Mean score	8.54	8.53	7.98	9.05	8.53	8.41	8.68	7.96	7.77	8.00	8.85	8.86	9.04

The Registry Net Promoter Score (NPS) remains a very high +49. The NPS scores stands at a remarkable +66 amongst professional services firm users, +63 in leasing companies, and +59 in finance institutions.

And how likely would you be to recommend the Registry to relevant colleagues in the industry on a ten point scale where 10 is extremely likely to recommend, and 1 is extremely unlikely to recommend?

Reasons for Recommend Score (7-10 Score)

Base: All respondents scoring 7 to 10 n - 212

B&A

%

Reason	%
Customer Service - availability of staff/24/7 service	19
Helpful/friendly staff	17
Functional/ease of use	13
Happy with service/positive experience with Registry (general)	11
Efficieny of service	11
Search facility	10
Registration	8
Closing room	5
Checking of information	3
Provides security/protection	2
Website/user friendly website	2
Limited experience with Registry	2
Communication/notifications	2
Cumbersome/difficult to navigate	1
Professional/reliable	1
Always room for improvement	1
Issues accessing on computers/not compatible/change of…	1
Renewal procedure	1
Other	4
Don't know/None	9

Those particularly happy with the Registry identify its ease of use, general service and helpfulness of staff provided, and the essential nature of the service it provides.

What specific aspects of the Registry do you feel work particularly well?

Reasons for Score 1-6

Base: All respondents scoring 1 to 6 n - 30

%

Cumbersome/difficult to navigate	23
Do not see value of Registry	13
Issues accessing on computers/not compatible/change of computers	13
Website/user friendly website	13
Have a better understanding of registry/educate	13
Functional/ease of use	10
Required/necessary to have	7
Techincal problems arise	7
Always room for improvement	7
Don't know/None	3
Happy with service/positive experience with Registry (general)	3
Efficieny of service	3
Helpful/friendly staff	3
Expensive/fees too high	3
Limited experience with Registry	3
Checking of information	3
Closing room	3
Expensive	3

The minority of users who fall into the Detractor segment generally find the Registry cumbersome/difficult to navigate or experience technical difficulties with it, or simply struggle to fully understand its value.

What specific aspects of the Registry do you feel need to be enhanced or improved upon?

Use of Closing Room

Base: All Users N - 254

	TOTAL			
	2016 *335* %	**2017** *318* %	**2018** *285* %	**2019** *254* %
Yes	21	27	32	40
No	79	73	68	60
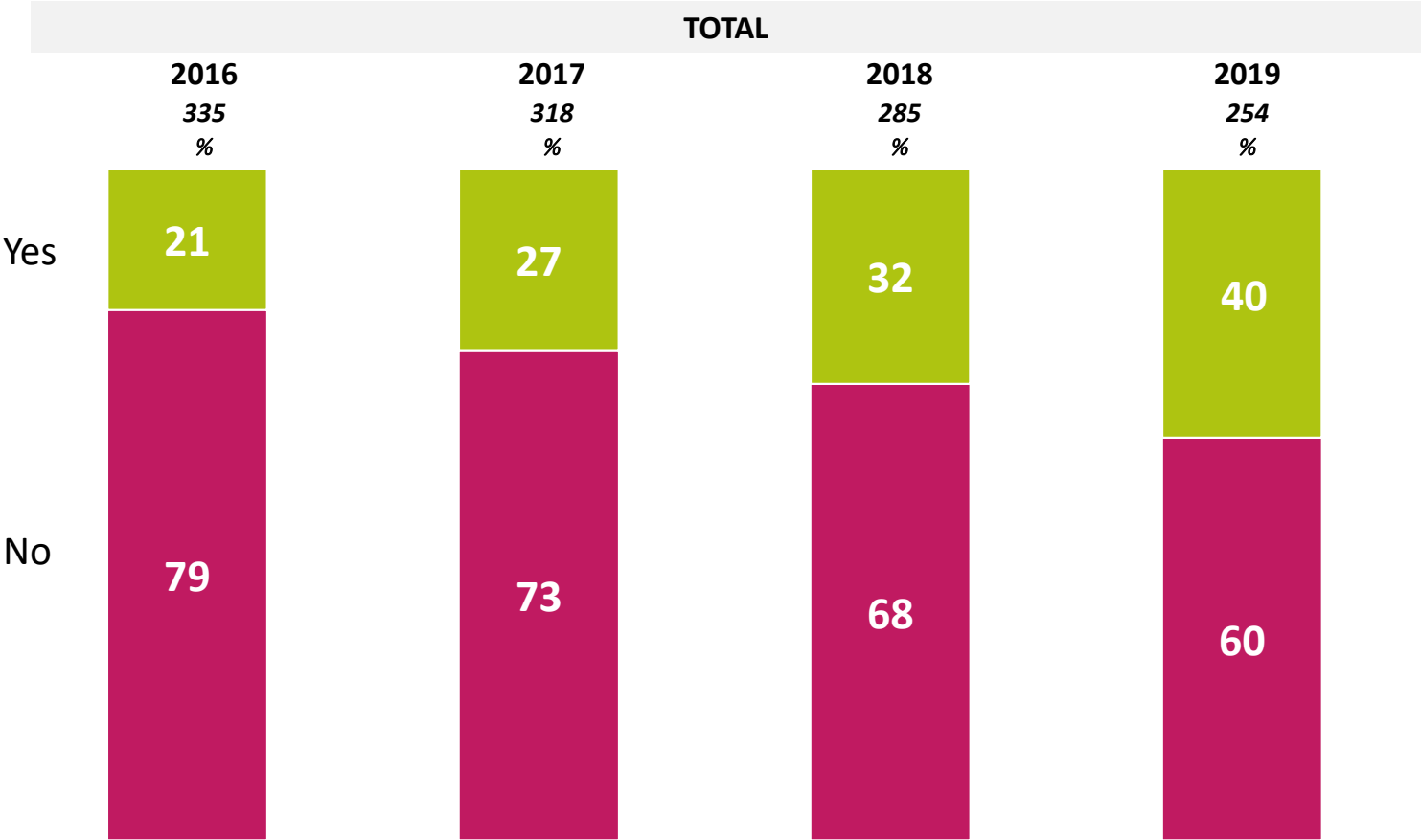
The proportion of respondents using the Closing Room has risen from one in five in 2016 to over a quarter in 2017, a third in 2018 and 4 in 10 in 2019.

Now thinking specifically about the Closing Room, do you use the Closing Room feature?

J.1360 | Aviareto | Registry Users Survey | November 2019

Use of Closing Room

Base: All respondents - 254

	TOTAL		GENDER		AGE			ORGANISATION					
	2019	2018	Male	Female	18-44	45-54	55+	Airline	Private Aircraft Owner	Other Aircraft Owner	Leasing Co.	Fin. Inst	Prof Services Firm
	254 %	285 %	119 %	135 %	118 %	69 %	67 %	51 %	24 %	29 %	35 %	36 %	79 %
Yes	40	32	29	50	50	36	25	39	8	28	31	28	63
No	60	68	71	50	50	64	75	61	92	72	69	72	37

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

32 *Now thinking specifically about the Closing Room, do you use the Closing Room feature?*

Benefits of Closing Room

Base: All using the Closing Room - 101

B&A

	%	2018
		%
Ability to review and amend fillings/All information in one place	30	35
Easy to use	13	13
It's quick and efficient	12	16
Happy with it.	8	12
Benefits all parties involved	8	9
Ease of financial transactions/Easier tracking of transactions	7	4
Ease of multi party closing	6	8
Effective tool	6	7
Abililty to obtain consents prior to payout	4	n/a
Ability to do searches	2	1
Allow more than one closing room ID	2	n/a
Haven't much experience with it	2	3
Reduces risk/Secure	2	1
Takes too long to consent each interest	2	2
Not user friendly	2	5
Streamlines registrations	1	1
Other	6	7
None/dk	6	4

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.

And could you describe in your own words the benefits you find in using the Closing Room.

Reasons for not using the Closing Room

Base: All who do not use the Closing Room - 153

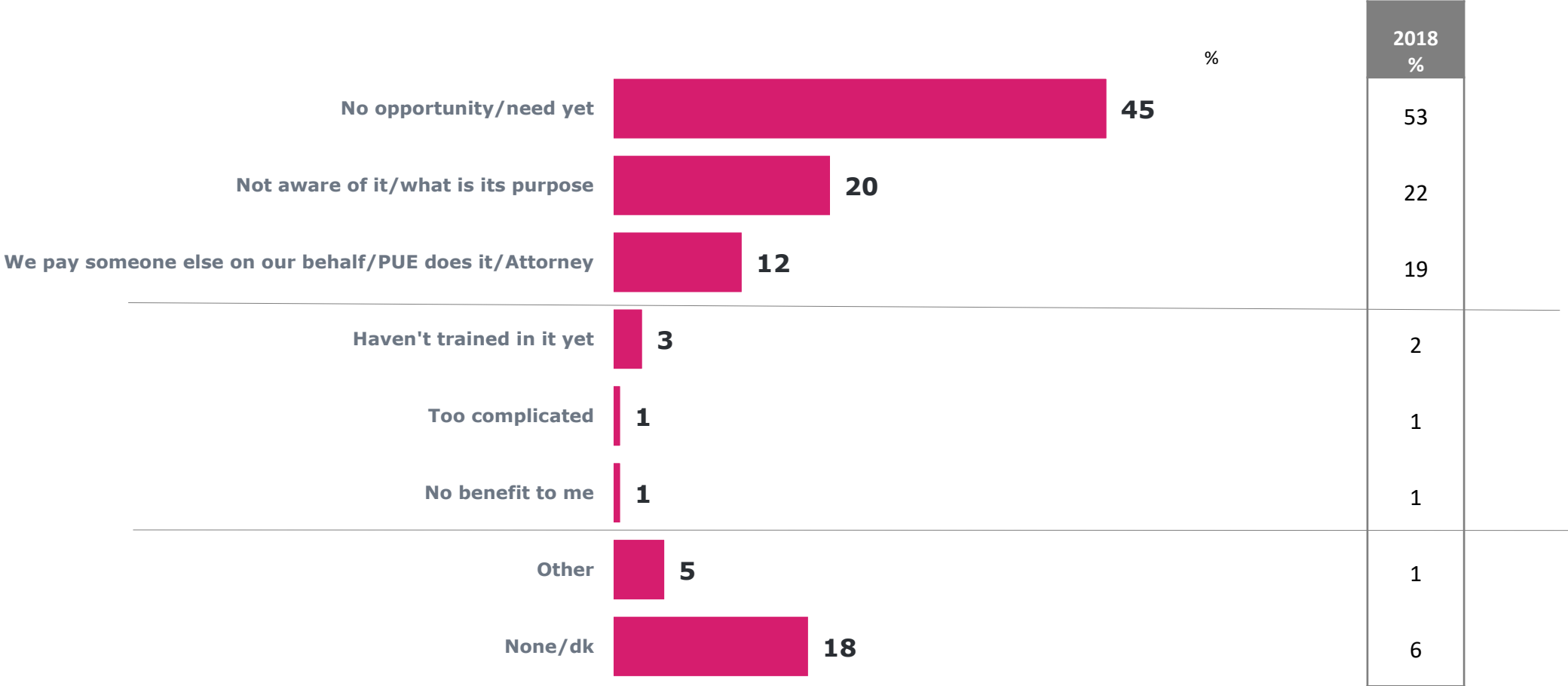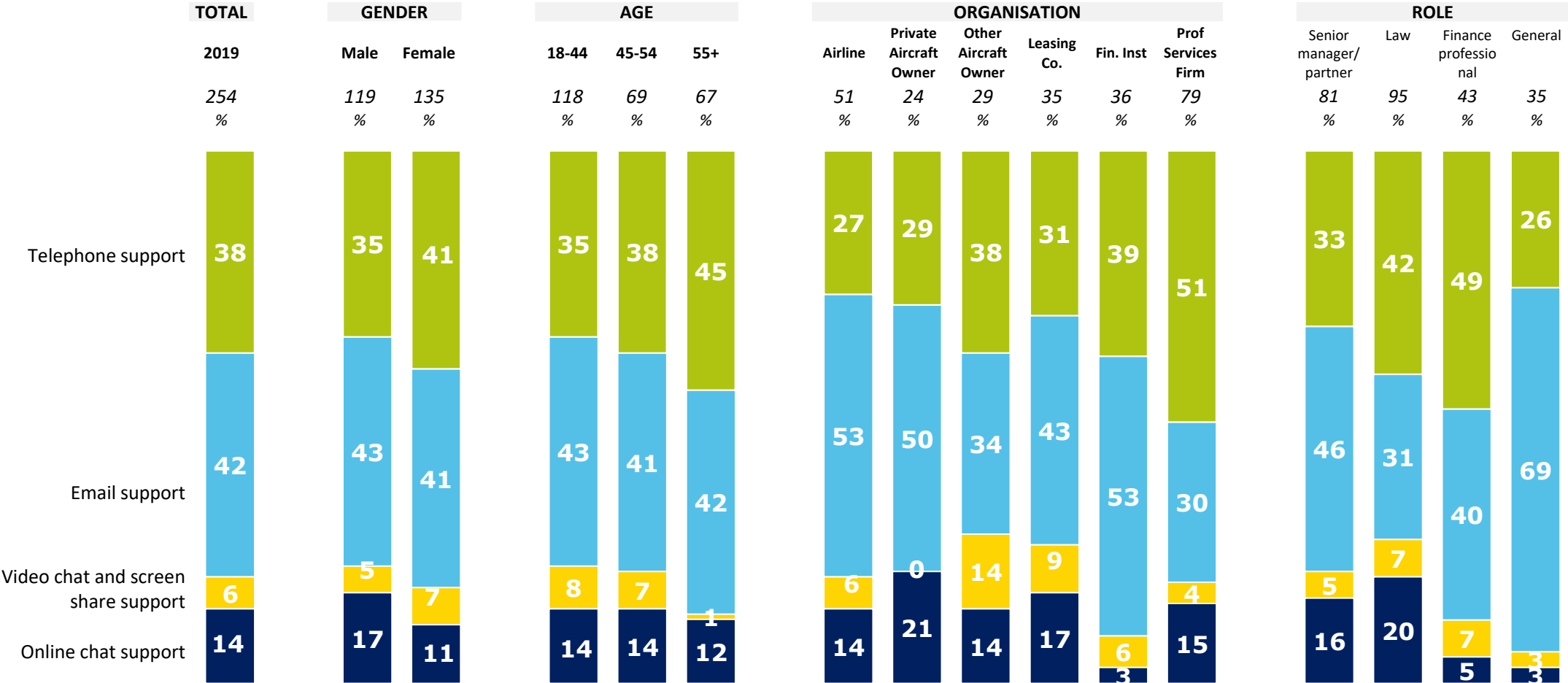|	%	2018 %
No opportunity/need yet	45	53
Not aware of it/what is its purpose	20	22
We pay someone else on our behalf/PUE does it/Attorney	12	19
Haven't trained in it yet	3	2
Too complicated	1	1
No benefit to me	1	1
Other	5	1
None/dk	18	6

*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 communicated to users even further over the coming year.

Why do you not use the Closing Room. Any other reason?

Preferred Support Channel

Base: All Users N - 254

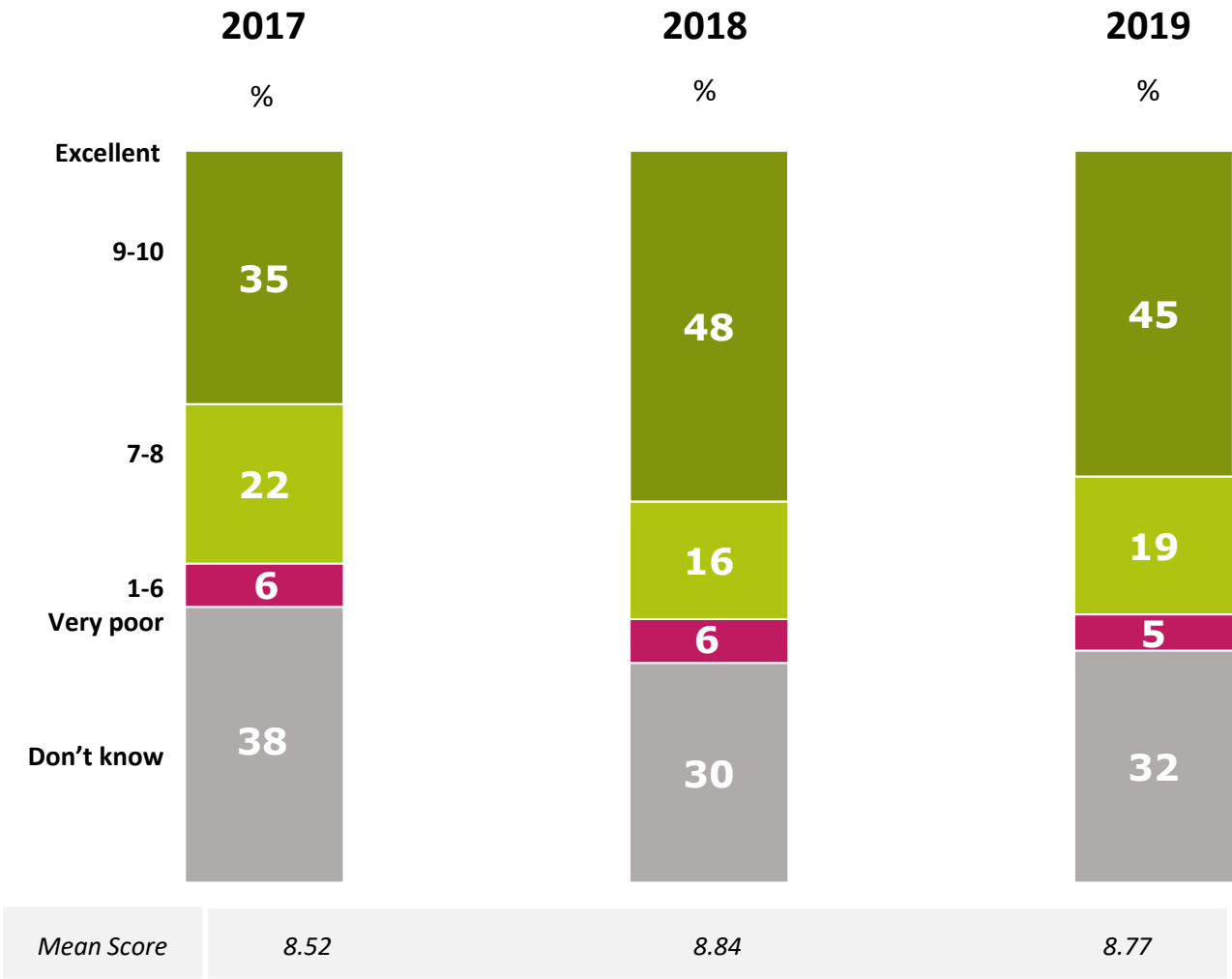|	TOTAL	GENDER		AGE			ORGANISATION						ROLE			
	2019	Male	Female	18-44	45-54	55+	Airline	Private Aircraft Owner	Other Aircraft Owner	Leasing Co.	Fin. Inst	Prof Services Firm	Senior manager/ partner	Law	Finance professional	General
	254 %	119 %	135 %	118 %	69 %	67 %	51 %	24 %	29 %	35 %	36 %	79 %	81 %	95 %	43 %	35 %
Telephone support	38	35	41	35	38	45	27	29	38	31	39	51	33	42	49	26
Email support	42	43	41	43	41	42	53	50	34	43	53	30	46	31	40	69
Video chat and screen share support	6	5	7	8	7	1	6	0	14	9	6	4	5	7	7	3
Online chat support	14	17	11	14	14	12	14	21	14	17	3	15	16	20	5	3

Opinion is divided between telephone and email as the optimum Registry support channels, with user needs varying in this regard by organisation type and user role.

Which one of the following channels would you most prefer for Registry customer support?

Rating on Cybersecurity

All Users

2017
%

2018
%

2019
%

	2017	2018	2019
Excellent 9-10	35	48	45
7-8	22	16	19
1-6 Very poor	6	6	5
Don't know	38	30	32

7 – 10 Score

57% 2017
64% 2018
64% 2019

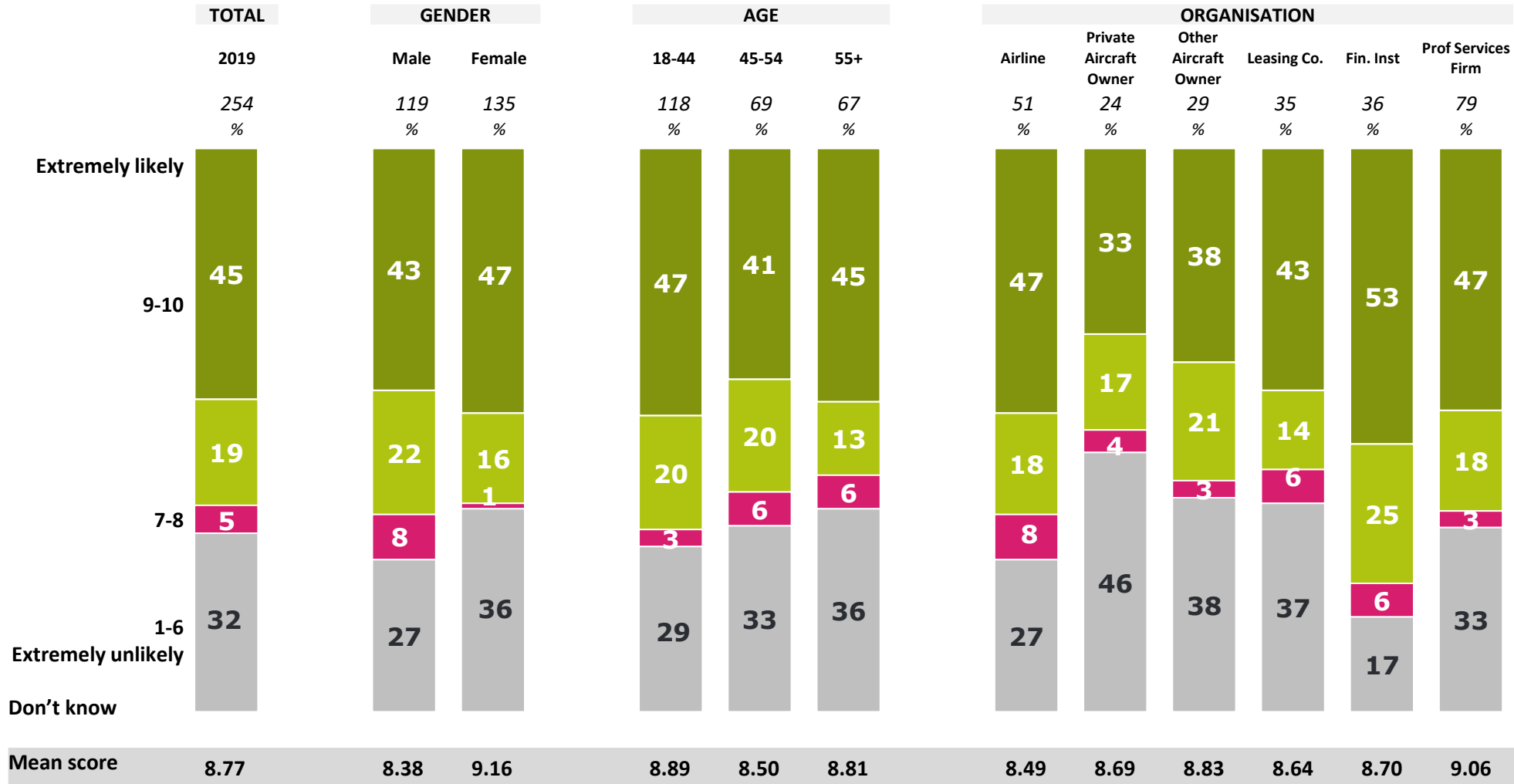| Mean Score	8.52	8.84	8.77

The Registry is rated very positively with regard to information security – scoring 8.77 out of a maximum possible 10 – on a par with last year's rating of 8.84.

Now we would like to focus on Cybersecurity and how you would rate the Registry in terms of information security. On a scale of 1-10 how would you rate the Registry website on information security where 10 is excellent and 1 is very poor.
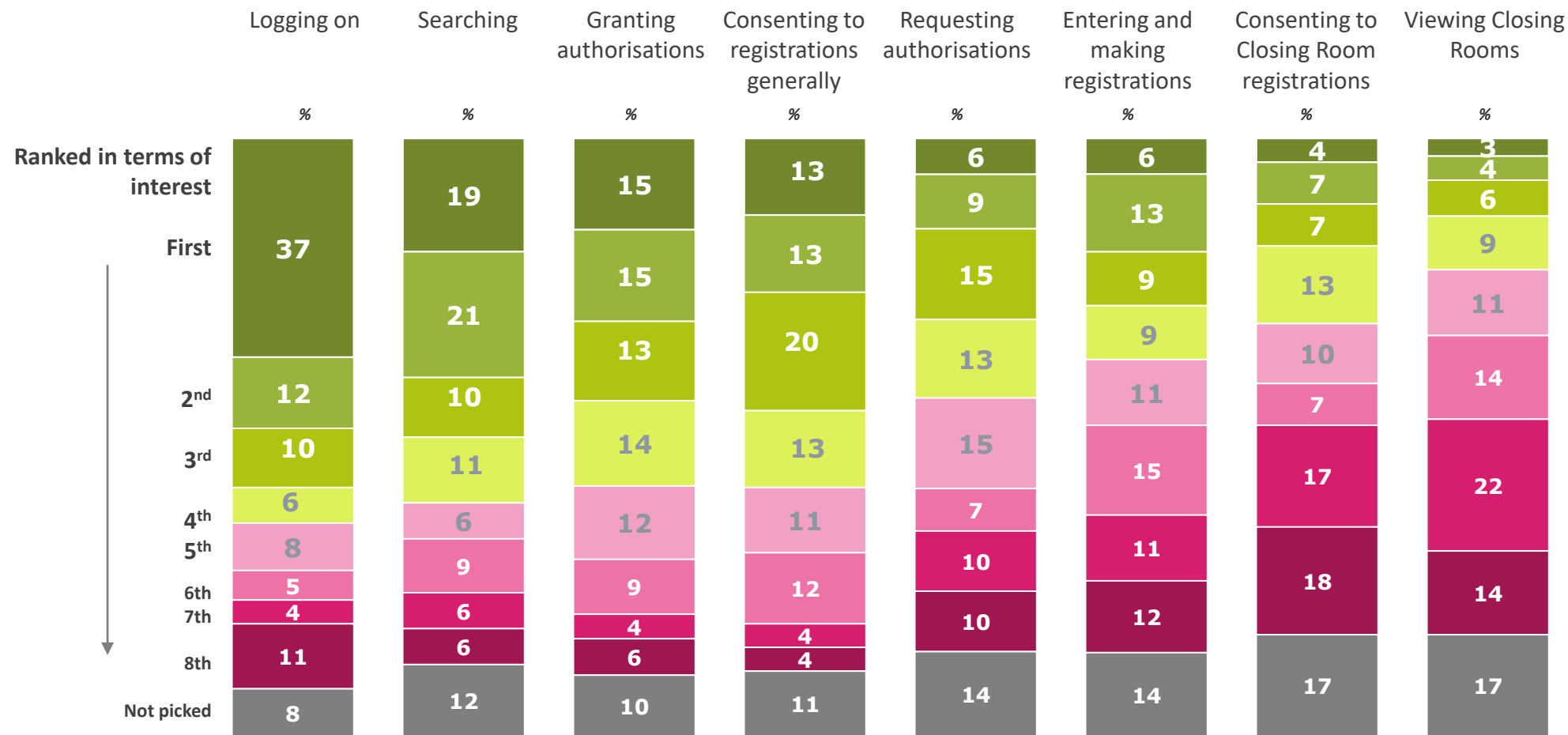
Rating on Cybersecurity

Base: All Users N - 254

B&A

	TOTAL	GENDER		AGE			ORGANISATION					
	2019	**Male**	**Female**	**18-44**	**45-54**	**55+**	**Airline**	**Private Aircraft Owner**	**Other Aircraft Owner**	**Leasing Co.**	**Fin. Inst**	**Prof Services Firm**
	254 %	*119 %*	*135 %*	*118 %*	*69 %*	*67 %*	*51 %*	*24 %*	*29 %*	*35 %*	*36 %*	*79 %*

Extremely likely

9-10	45	43	47	47	41	45	47	33	38	43	53	47
	19	22	16	20	20	13	18	17	21	14	25	18
7-8	5	8	1	3	6	6	8	4	3	6	6	3
1-6 / **Extremely unlikely**	32	27	36	29	33	36	27	46	38	37	17	33

Don't know

| **Mean score** | 8.77 | 8.38 | 9.16 | 8.89 | 8.50 | 8.81 | 8.49 | 8.69 | 8.83 | 8.64 | 8.70 | 9.06 |

Satisfaction with Registry cybersecurity is high across all user types.

Now we would like to focus on Cybersecurity and how you would rate the Registry in terms of information security. On a scale of 1-10 how would you rate the Registry website on information security where 10 is excellent and 1 is very poor.

Interest in Registry Features Available on Mobile App

Base: All Users N - 254

B&A

	Logging on	Searching	Granting authorisations	Consenting to registrations generally	Requesting authorisations	Entering and making registrations	Consenting to Closing Room registrations	Viewing Closing Rooms
	%	%	%	%	%	%	%	%
Ranked in terms of interest	37	19	15	13	6	6	4	3
First		21	15	13	9	13	7	4
			13	20	15	9	7	6
2nd	12	10			13	9	13	9
3rd	10	11	14	13		11	10	11
4th	6	6	12	11	15	15	7	14
5th	8	9	9	12	7	11	17	22
6th	5				10		18	14
7th	4	6	4	4	12	12		
8th	11	6	6	4	10			
Not picked	8	12	10	11	14	14	17	17

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

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.
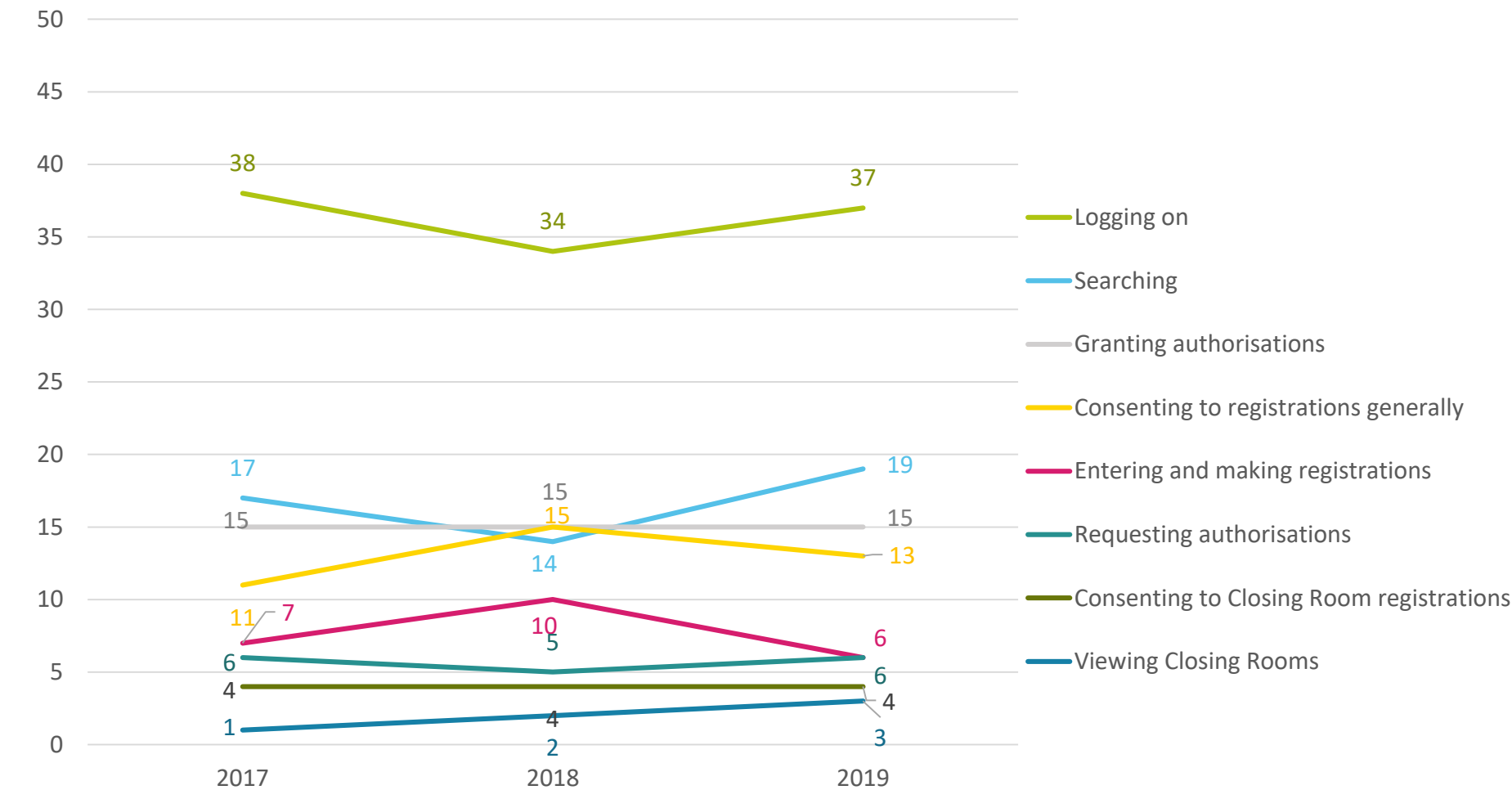
Interest in Registry Features Available on Mobile App

Base: All Users N - 254

	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	5.37	5.39	5.36	5.13	5.75	5.42	5.08	5.83	6.55	4.86	5.17	5.32
Searching	4.91	4.76	5.03	4.77	4.81	5.24	4.08	4.79	4.55	4.69	5.39	5.48
Granting authorisations	4.81	4.55	5.04	4.95	4.86	4.52	5.00	4.50	4.59	5.26	4.97	4.59
Consenting to registrations generally	4.78	4.55	4.97	4.77	5.09	4.46	5.00	4.54	4.93	5.09	4.53	4.62
Requesting authorisations	3.97	3.92	4.01	4.41	3.74	3.43	3.35	4.25	3.79	3.63	4.06	4.46
Entering and making registrations	3.73	3.91	3.58	3.87	3.80	3.42	3.27	5.46	3.34	3.63	4.31	3.43
Consenting to Closing Room registrations	3.22	3.03	3.40	3.43	3.43	2.64	3.78	2.33	3.38	3.63	3.00	3.00
Viewing Closing Rooms	2.92	2.89	2.94	3.04	2.90	2.72	2.67	2.83	3.14	2.94	2.72	3.10

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.

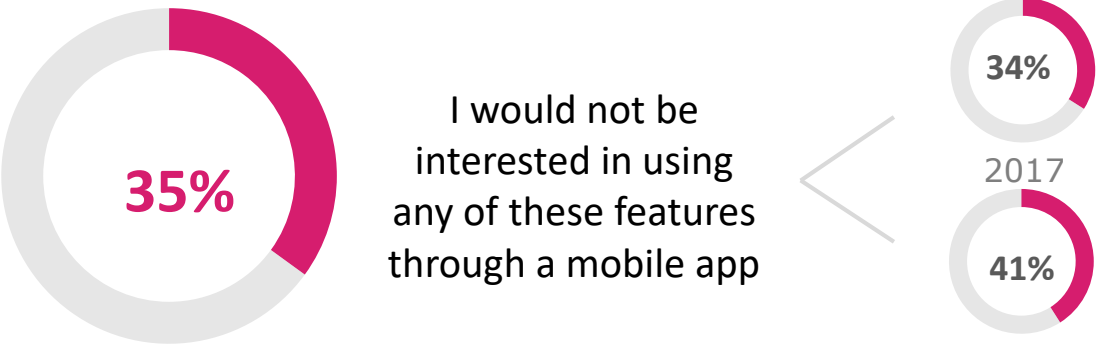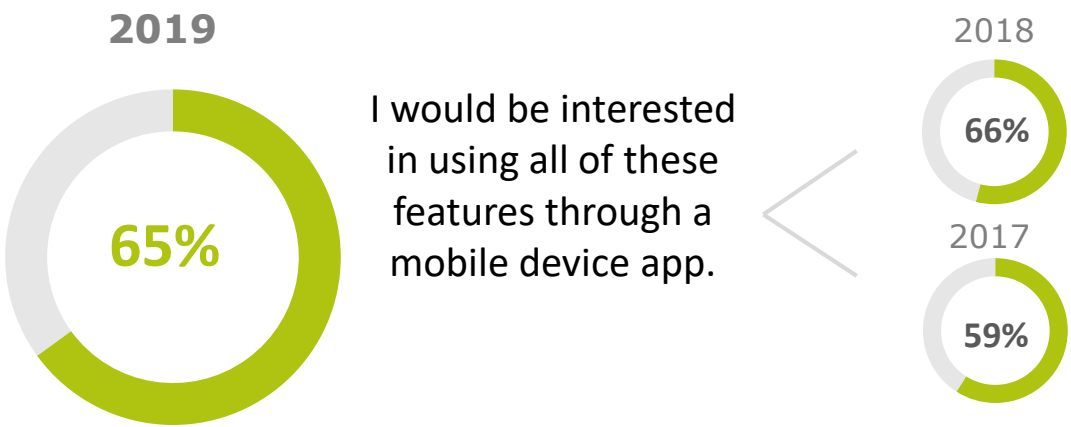# Interest in Registry Features Available on Mobile App Comparison

The same mobile app features were deemed of interest in 2019 as in 2018 and 2017.

Legend:
- Logging on
- Searching
- Granting authorisations
- Consenting to registrations generally
- Entering and making registrations
- Requesting authorisations
- Consenting to Closing Room registrations
- Viewing Closing Rooms

Data points:
- Logging on: 38 (2017), 34 (2018), 37 (2019)
- Searching: 17 (2017), 14 (2018), 19 (2019)
- Granting authorisations: 15 (2017), 15 (2018), 15 (2019)
- Consenting to registrations generally: 11 (2017), 15 (2018), 13 (2019)
- Entering and making registrations: 7 (2017), 10 (2018), 6 (2019)
- Requesting authorisations: 6 (2017), 5 (2018), 6 (2019)
- Consenting to Closing Room registrations: 4 (2017), 4 (2018), 4 (2019)
- Viewing Closing Rooms: 1 (2017), 2 (2018), 3 (2019)

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.

Overall interest in using features on mobile device app

2019

65%

I would be interested in using all of these features through a mobile device app.

2018
66%

2017
59%

35%

I would not be interested in using any of these features through a mobile app
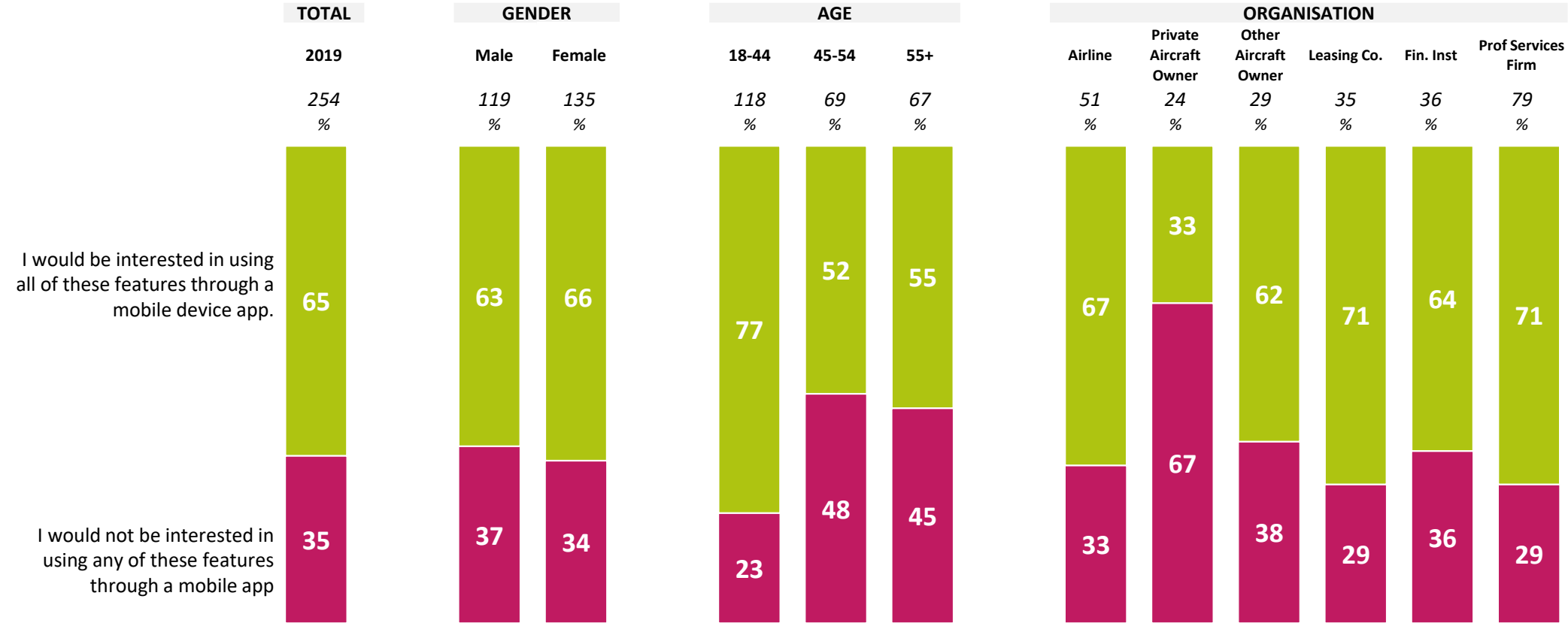
2018
34%

2017
41%

Two-thirds of all Registry users would be interested in using all of the proposed features through a mobile device app, with a consistent one-third not interested in any.

And which of the following statements best describes your overall view of such a mobile device app?

J.1360 | Avi

Overall interest in using features on mobile device app

B&A

	TOTAL	GENDER		AGE			ORGANISATION					
	2019	Male	Female	18-44	45-54	55+	Airline	Private Aircraft Owner	Other Aircraft Owner	Leasing Co.	Fin. Inst	Prof Services Firm
	254 %	*119 %*	*135 %*	*118 %*	*69 %*	*67 %*	*51 %*	*24 %*	*29 %*	*35 %*	*36 %*	*79 %*

I would be interested in using all of these features through a mobile device app.

	65	63	66	77	52	55	67	33	62	71	64	71

I would not be interested in using any of these features through a mobile app

	35	37	34	23	48	45	33	67	38	29	36	29

As might be expected, interest in the use of the system via mobile app increases the younger the user is, and is also highest amongst airline, leasing companies and professional services.

And which of the following statements best describes your overall view of such a mobile device app?