



INTERNATIONAL REGISTRY
OF MOBILE ASSETS



Aviareto User Survey

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RESEARCH
& INSIGHT



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 the 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.



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 7,682 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 **309** users.
309 users in 2021, 300 users in 2020, 254 users in 2019, 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 6.5% - at the upper end of response rates for a survey of this nature.
The interviews were completed in English, Spanish and French.



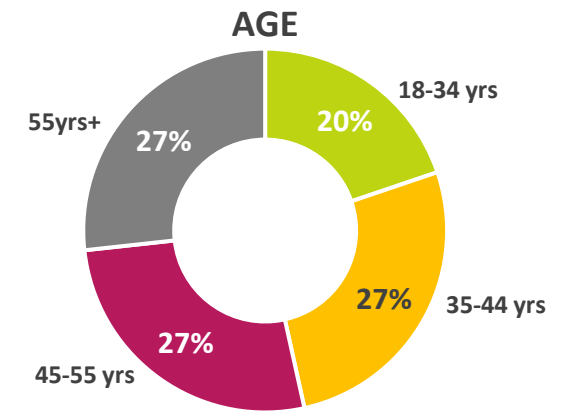
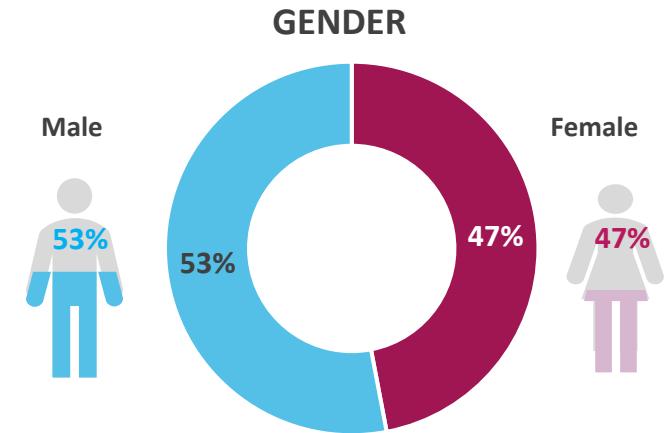
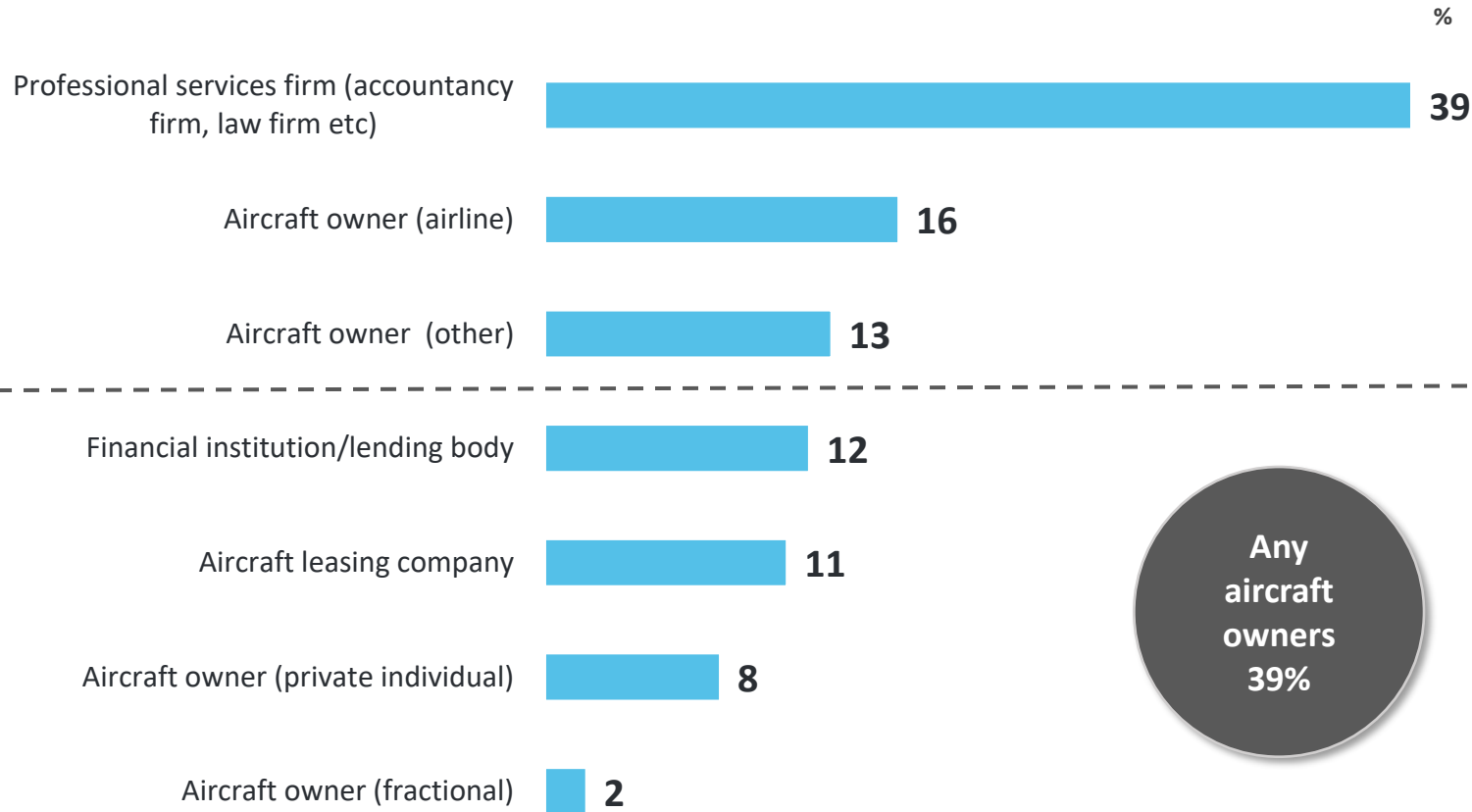
Fieldwork for the project took place between 13th October – 9th November 2022. An incentive offered for the first time in 2009 (3 x draws for \$250 Amazon voucher), and each year since then.



Sample profile

Sample Profile 2022 - Type of organisation

Base: All Users N - 309



Four in ten (39%) of the users sample base is from Professional Services firms, with 39% aircraft owners of some type.

Sample Profile Comparison - Type of organisation



Base: All Users N - 309

	2022	Previous Waves														
		2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Professional services firm	39	39	40	31	32	30	32	35	29	30	26	24	27	28	29	17
Aircraft owner (airline)	16	16	14	20	19	18	18	15	12	15	13	12	8	11	9	7
Other aircraft owner	13	11	12	11	13	17	17	13	20	17	21	18	19	19	23	32
Financial/lending institution	12	13	11	14	17	18	14	16	18	17	20	23	21	19	17	17
Aircraft leasing company	11	13	16	14	9	10	12	13	12	12	11	12	13	8	8	8
Aircraft owner (private individual)	8	7	8	9	9	7	7	8	9	8	8	10	10	13	14	18
Aircraft owner fractional	2	1	1	1	0	1	1	1	1	2	1	1	2	2	n/a	n/a

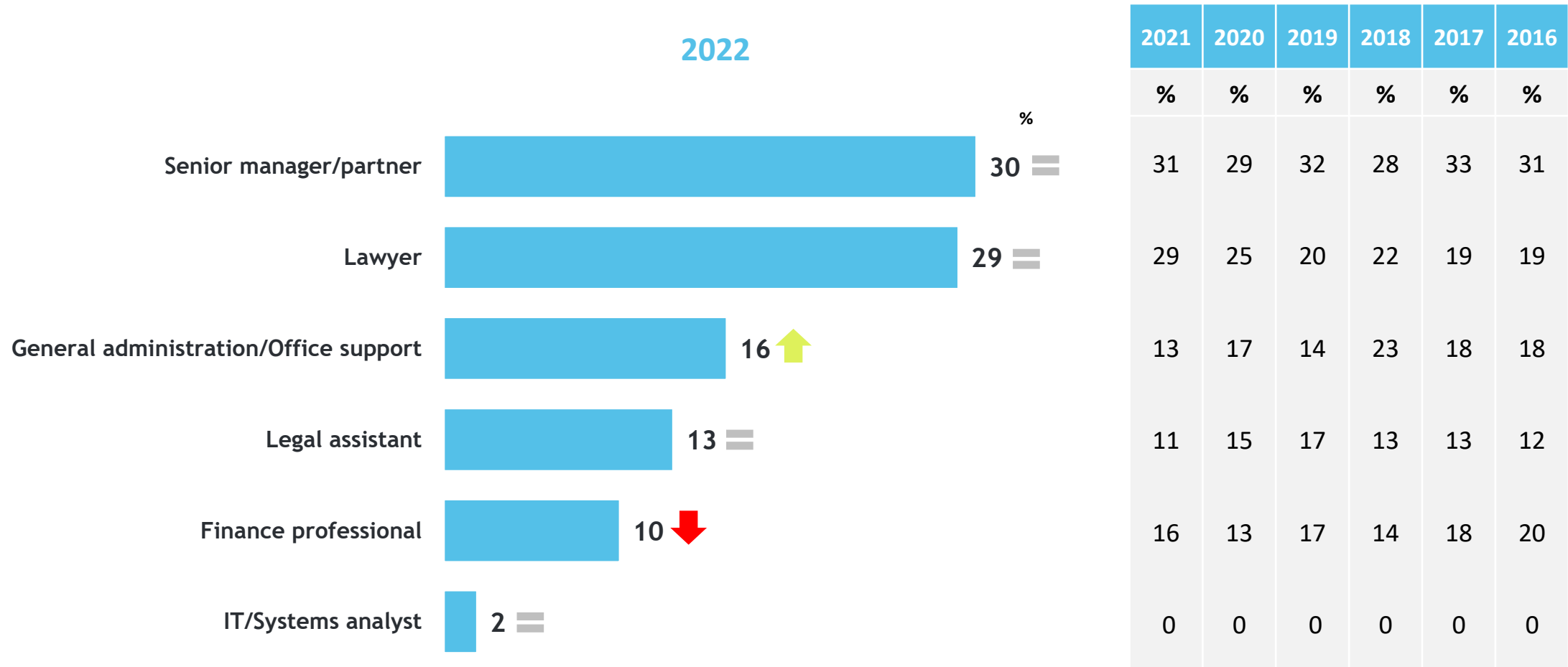
The profile of user type is very similar to last year's sample, with Professional Services Firms making up the bulk of the sample.



Sample Profile 2022 - Role in the organisation



Base: All Users N - 309



In terms of the role of the users, the sample structure is consistent to the one from last year. However, the percentage of Finance professionals decreased while it increased for General admins.

Sample Profile 2022 - Gender and Age



Base: All Users N - 309

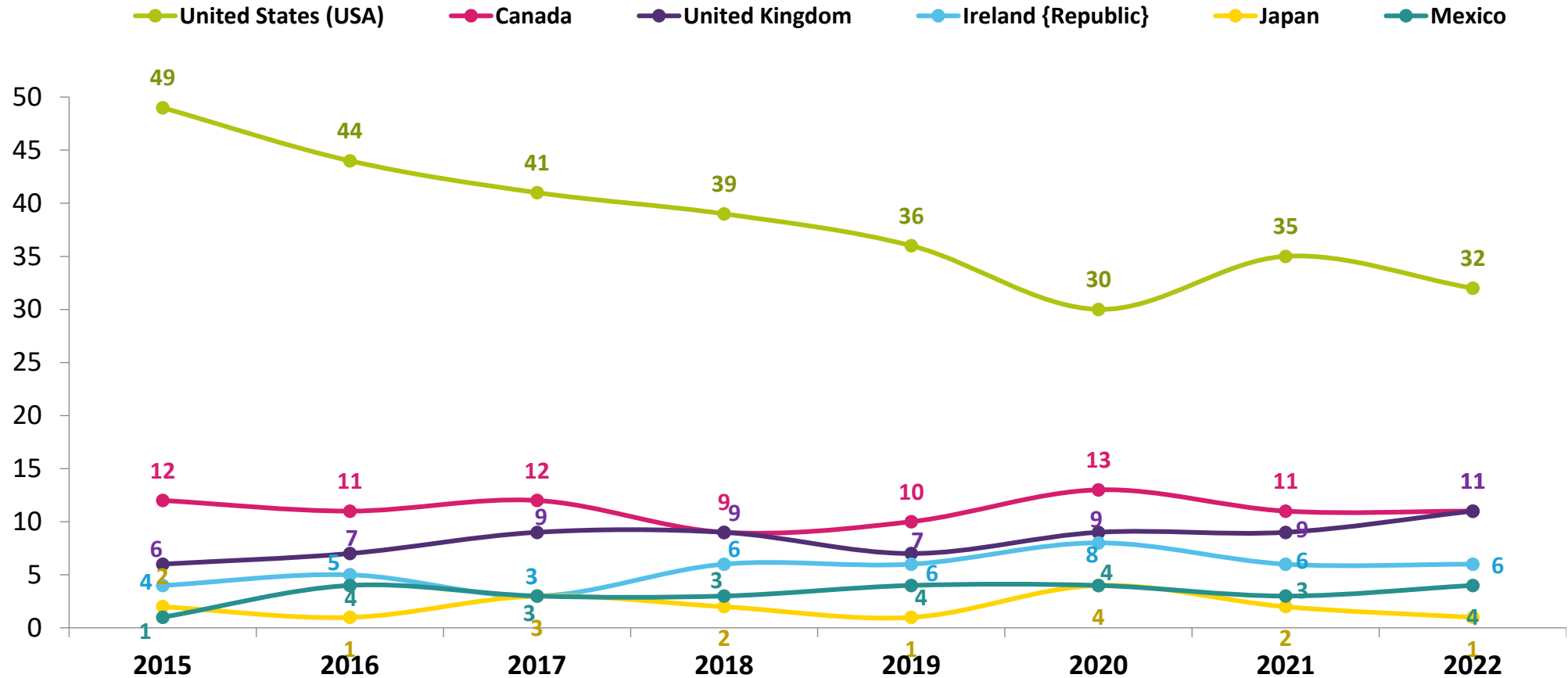
	2022	Previous Waves														
		2020	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007
Gender	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Male	53	58	55	47	51	53	49	47	50	48	50	50	50	47	44	63
Female	47	42	45	53	49	47	51	53	50	52	50	50	50	53	55	37
Age	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
18-34	20	22	25	18	16	20	25	24	23	20	19	20	20	19	17	13
35-44	27	28	28	28	30	24	27	28	27	30	30	28	28	29	24	22
45-55	27	26	23	27	30	29	27	26	26	29	29	31	31	32	32	39
55+	27	25	24	26	24	27	20	22	24	21	22	22	22	21	26	26

The sample is less skewed towards males in comparison to last year. In terms of age, the 18-34 cohort (20%) has further decreased this year, while the 55+ cohort has increased slightly.



Sample Profile Comparison - Top 6 Countries

Base: All Users N - 309

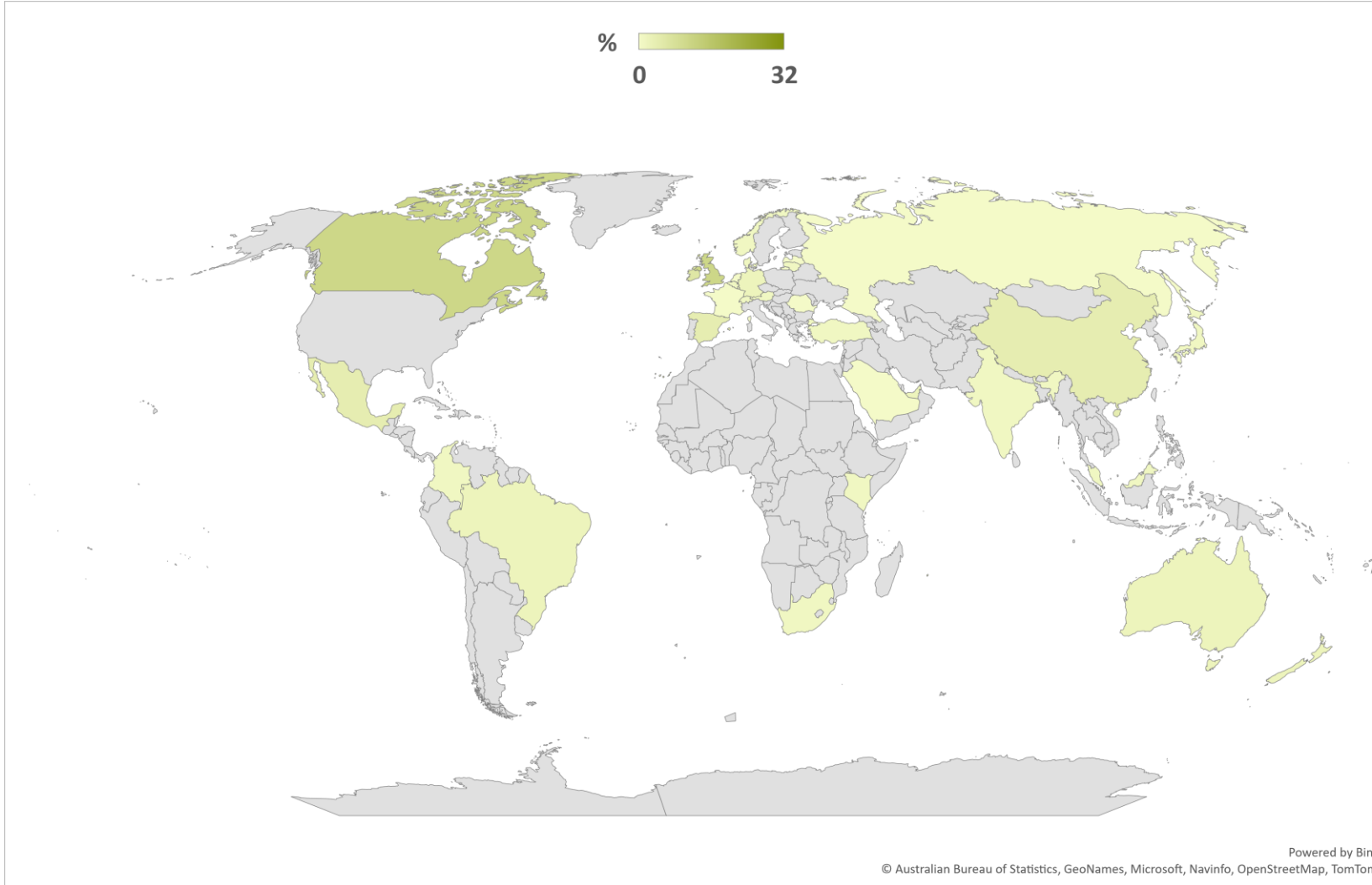


There is a decrease in users based in the USA for this year's survey compared to 2021.



Sample Profile Comparison - Worldwide

Base: All Users N - 309



	2022	2021	2020	2019	2018
	%	%	%	%	%
United States (USA)	32	35	30	36	39
Canada	11	11	13	10	9
United Kingdom	11	9	9	7	9
Ireland {Republic}	6	6	8	6	6
Mexico	4	3	4	4	3
Spain	4	3	2	3	2
China	4	1	3	4	2
Australia	2	3	2	3	2
Brazil	2	2	1	1	1
Germany	2	1	1	2	2
New Zealand	2	1	0	0	0
United Arab Emirates	2	2	1	2	3
Austria	1	-	-	-	-
Belgium	1	1	1	0	0
Colombia	1	1	1	1	0
Denmark	1	-	-	-	-
India	1	1	1	0	1
Japan	1	2	4	1	2
Kenya	1	1	1	1	1
Lithuania	1	1	1	0	0
Luxembourg	1	1	1	2	2
Malaysia	1	1	0	1	1
Norway	1	-	-	-	-
South Africa	1	1	0	0	1
Switzerland	1	1	0	0	0
Turkey	1	2	1	1	0

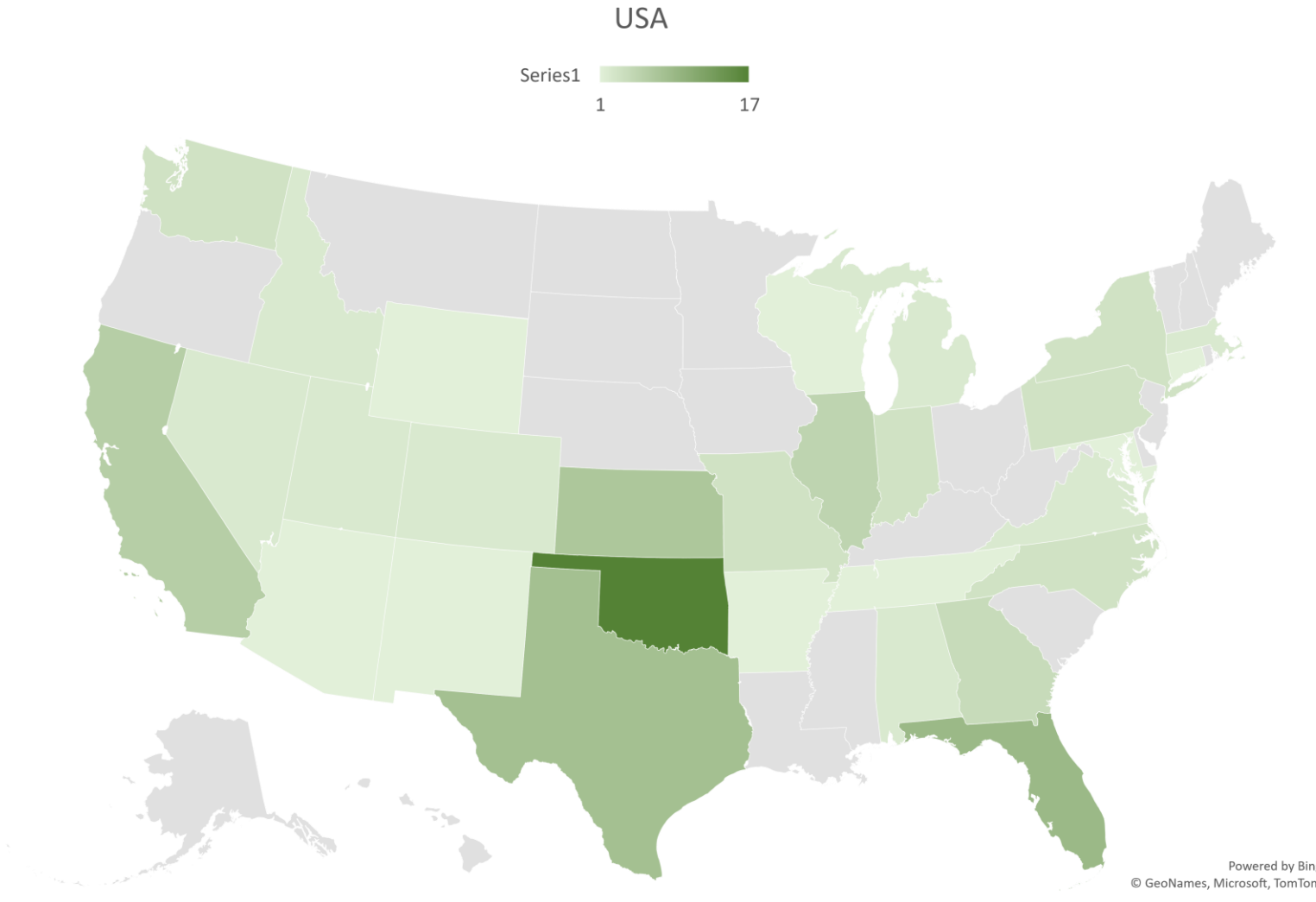
Respondents based in the USA now stand at 32% (35% in 2021, 30% in 2020, 36% in 2019, 39% in 2018, 41% in 2017, 44% in 2016 and 49% in 2015). In comparison to last year, respondents are more widely distributed across countries and new countries populate the list.



Sample Profile Comparison - Within the USA



Base: All USA Users N - 98



	2022	2021	2020	2019
	%	%	%	%
Oklahoma	17	16	19	15
Florida	9	9	11	4
Texas	8	7	11	5
Kansas	7	5	2	3
California	6	7	5	10
Illinois	5	6	2	4
Georgia	4	4	2	-
Indiana	3	1	-	1
Missouri	3	1	-	1
New York	3	7	5	3
North Carolina	3	2	2	3
Pennsylvania	3	2	2	3
Washington	3	3	5	2
Alabama	2	2	-	3
Colorado	2	2	2	-
Idaho	2	3	2	1
Massachusetts	2	2	2	2
Michigan	2	2	4	1
Nevada	2	1	1	-
Utah	2	3	2	3
Virginia	2	1	4	2
Arizona	1	1	2	1
Arkansas	1	-	-	-
Connecticut	1	1	3	5
Maryland	1	1	-	2
New Mexico	1	-	-	-
Tennessee	1	1	1	2
Wisconsin	1	1	1	1
Wyoming	1	-	-	-

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Oklahoma continues to have the highest level of respondents, but also within the USA respondents are more widely distributed in comparison to last year.



Sample Profile 2022- Frequency of International Registry Usage



Base: All Users N - 309

	Total	Gender		Age			Organisation						Role in the organisation			
	2022	Male	Female	18-44 yrs	45-54 yrs	55 yrs +	Airline owners	Private owners	Other Owner	Lease company	Fin inst.	Prof firm	Senior manager/partner	Law	Finance professional	General Admin
Base:	309	163	146	143	83	83	50	25	44	34	37	119	94	129	30	56
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Never	1	1	1	1	-	1	-	4	2	-	-	-	1	-	-	2
Once a year	29	35	23	22	35	36	36	72	39	12	30	18	40	19	43	27
Once a month	39	42	34	39	35	41	36	20	39	56	30	41	41	42	30	30
Once a week	18	16	20	24	13	11	26	-	14	21	24	17	6	27	20	14
Once a day	6	4	8	7	8	1	2	4	2	9	5	8	3	6	7	9
More than once a day	8	2	14	7	8	10	-	-	5	3	11	15	7	6	-	18

Significantly higher than total
 Significantly lower than total

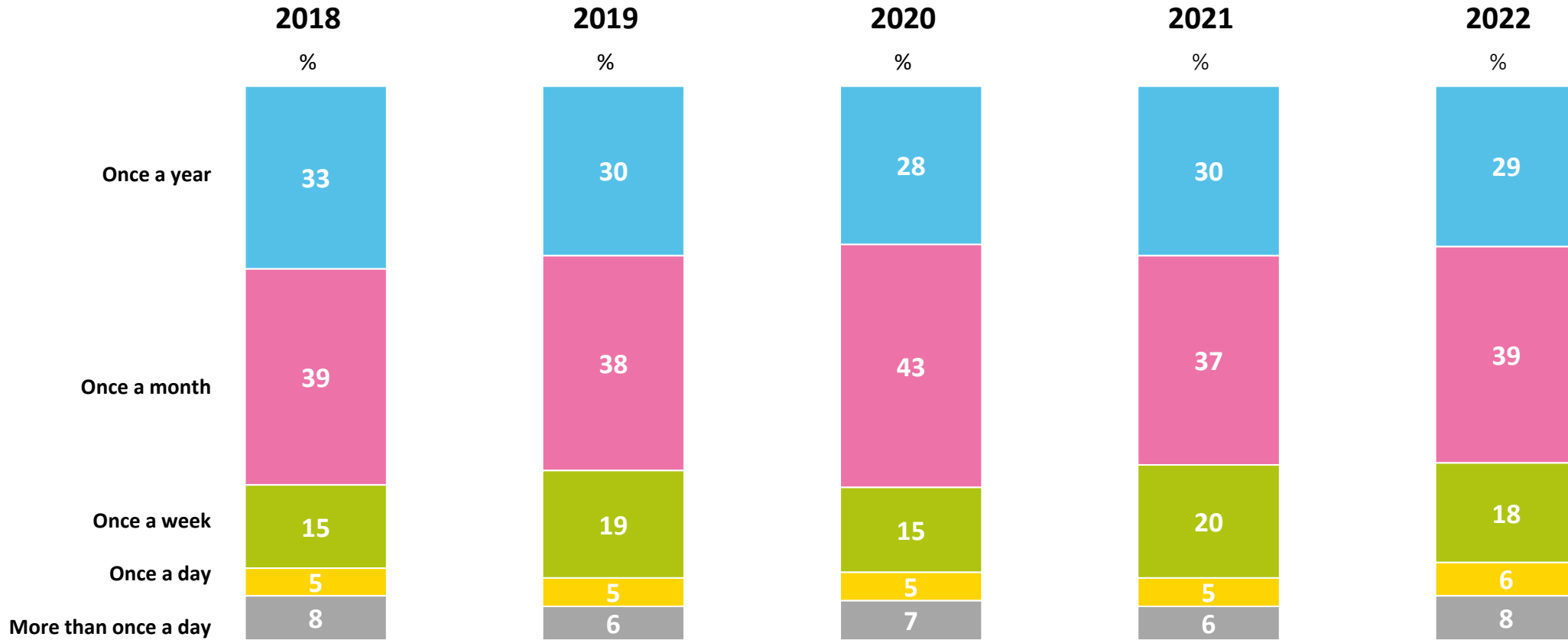
The majority use the registry once a month (39%). Lawyers are more likely to use it weekly.



Sample Profile Comparison - Frequency of International Registry Usage



Base: All Users N - 309



The frequency of usage is overall stable versus 2021. Small increase (2ppt) in more than once a day.



Sample Profile 2022 - Social Media Usage



Base: All Users N - 309

	Total											2022				
												Gender		Age		
	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	Male	Female	18-44	45-54	55+
<i>Base:</i>	309	309	300	254	285	318	335	317	352	345	349	163	146	143	83	83
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Facebook	48	48	49	47	55	56	60	58	54	57	52	41	55	47	53	43
LinkedIn	59	61	61	53	55	57	59	54	53	48	43	62	55	66	55	48
Twitter	24	20	21	17	17	20	19	16	16	18	16	26	22	26	33	13
Instagram*	47	39	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	34	62	59	48	25
Other	5	6	17	11	10	8	9	5	6	4	4	6	4	8	1	4
None	17	18	17	28	21	22	20	20	24	27	32	17	16	7	17	33
Any Facebook/ LinkedIn	72	74	75	67	76	75	77	79	73	70	66	71	72	77	76	58
Any Facebook/ LinkedIn/Twitter/ Instagram*	82*	80*	83	72	79	78	80	80	76	73	68	81	84	91	83	66

Significantly higher than total
 Significantly lower than total

Instagram usage has increased since last year with young females more likely to be users. The most used social media are still LinkedIn, Facebook, and Instagram.



Sample Profile 2022 - Social Media Usage



Base: All Users N - 309



	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
<i>Base:</i>	309	50	25	44	34	37	119	94	129	30	56
	%	%	%	%	%	%	%	%	%	%	%
Facebook	48	48	36	39	47	43	55	47	45	50	54
Linkedin	59	68	28	57	71	54	60	66	63	43	45
Twitter	24	36	16	27	26	8	24	24	25	20	25
Instagram	47	48	32	48	41	49	50	45	50	37	48
Other	5	8	4	2	6	3	5	7	3	-	7
None	17	4	36	25	15	22	13	17	15	27	14
Any Facebook/Linkedin	72	80	52	66	76	68	74	74	72	70	66
Any Facebook/Linkedin/Twitter/Instagram	82	96	60	75	82	78	85	81	84	73	86

Significantly higher than total
 Significantly lower than total

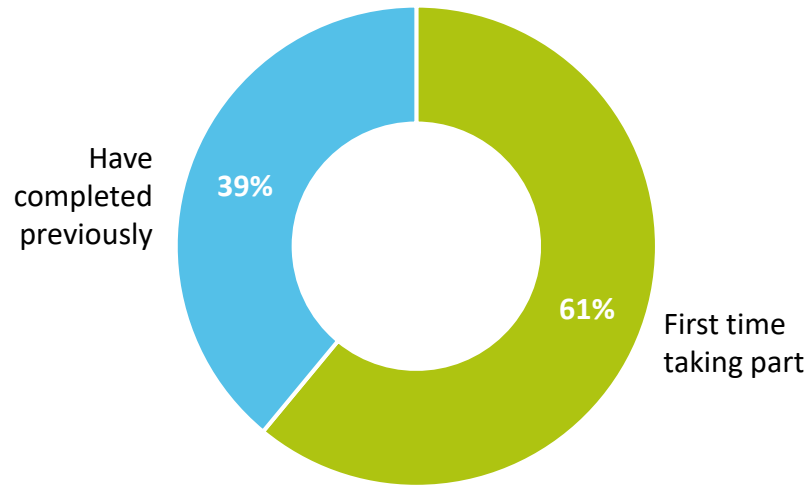
Linkedin is strong with Senior partners and lawyers. Finance professional less likely to use any social media.



Sample Profile 2022 - First time respondents



Base: All Users N - 309



	Gender		Age			Organisation						And in what country are you yourself based?	
	Male	Female	18-44 yrs	45-54 yrs	55 yrs +	Airline	Private	Owner	Lease company	Fin inst.	Prof firm	United States (USA)	Others
UNWTD	163	146	143	83	83	50	25	44	34	37	119	95	214
	%	%	%	%	%	%	%	%	%	%	%	%	%
First time taking part	64	56	66	57	55	56	80	68	62	51	58	54	64
Have completed previously	36	44	34	43	45	44	20	32	38	49	42	46	36

■ Significantly higher than total

■ Significantly lower than total

The majority completed the survey for the first time this year (61%). These “first-timers” are more likely to be from private organisations.



Key service aspects

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



(Pearson's Correlations) 2022

		2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007
Fit of Registry and business functionality	0.71	0.71	0.73	0.66	0.77	0.79	0.81	.71	0.78	0.75	0.81	0.76	0.78	0.83	0.8	n/a
Reliability of technical aspects of the Registry	0.58	0.63	0.61	0.60	0.65	0.47	0.60	.42	0.58	0.56	0.64	0.5	0.64	0.58	0.52	0.59
Speed of refunds	0.53	0.4	0.63	0.60	0.56	0.50	0.56	.43	0.47	0.57	0.66	0.39	0.51	0.56	0.48	0.47
Speed of Registry during use.	0.52	0.59	0.6	0.56	0.61	0.56	0.45	.41	0.6	0.54	0.62	0.45	0.59	0.56	0.56	0.57
Level of fee charged	0.52	0.6	0.63	0.58	0.60	0.65	0.56	.49	0.62	0.63	0.65	0.6	0.69	0.74	0.7	0.67
Overall ease of use of the Registry	0.50	0.69	0.7	0.69	0.69	0.68	0.68	.62	0.7	0.64	0.73	0.64	0.73	0.67	0.67	0.71
Availability of Registry Officials	0.48	0.38	0.46	0.55	0.43	0.58	0.57	.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.	0.44	0.35	0.5	0.52	0.49	0.53	0.46	.35	0.52	0.57	.47					
Efficiency of resolution of queries by Registry Officials	0.44	0.51	0.54	0.49	0.43	0.54	0.56	.44	0.55	0.57	0.56	0.44	0.61	0.49	0.6	0.58
Speed of approval for new Administrators/Users	0.42	0.56	0.52	0.50	0.44	0.57	0.41	.40	0.55	0.48	0.64	0.42	0.53	0.45	0.59	0.49
Quality of information sent to you from the Registry Officials	0.42	0.53	0.48	0.51	0.62	0.55	0.45	.46	0.51	0.59	0.56	0.55	0.62	0.57	0.52	0.56
Efficiency of credit card transactions.	0.35	0.44	0.47	0.39	0.50	0.50	0.35	.43	0.5	0.5	0.49	0.37	0.45	0.5	0.42	0.37
Registry Officials' language skills	0.35	0.42	0.5	0.47	0.50	0.45	0.31	.37	0.42	0.49	0.49	0.42	0.44	0.36	0.35	0.36

The fit of Registry with business functionality continues to be the most important definer of the perceived worth of the Registry. Speed of refunds has strengthen its importance in comparison to last year.

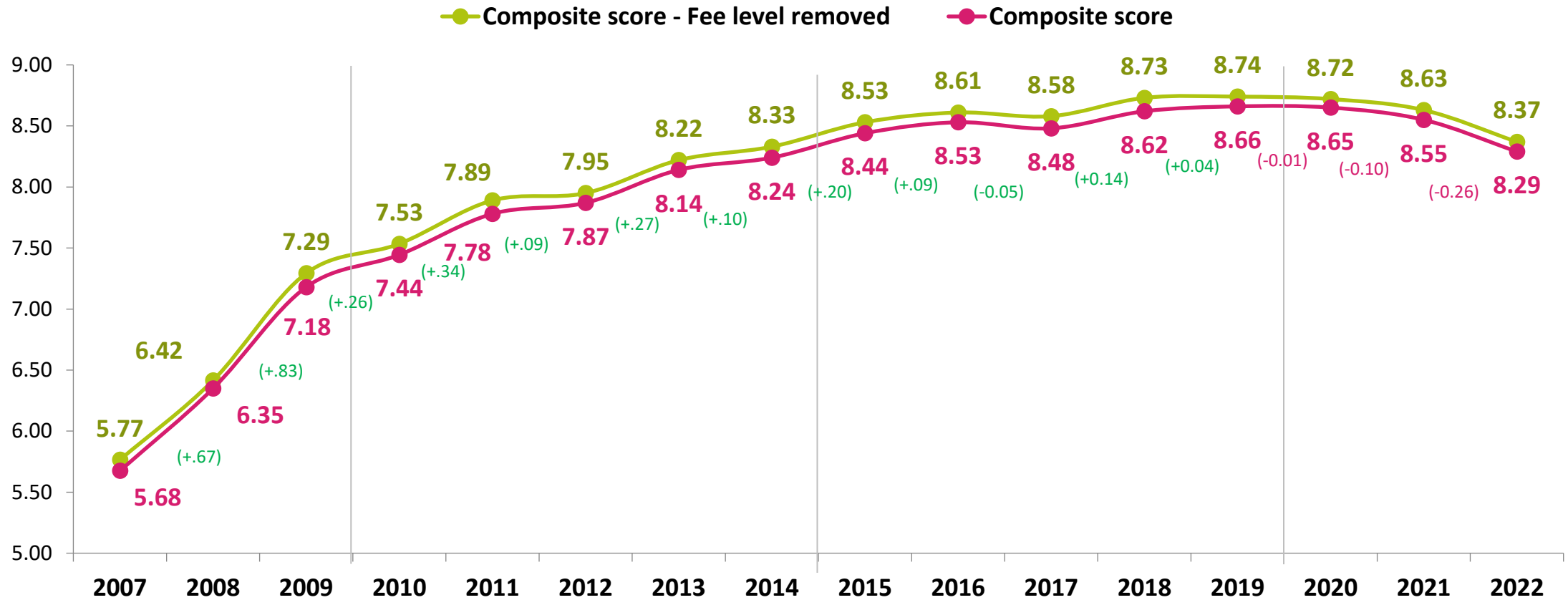


Q.1 Firstly, please rate the Registry on each of the following features on a scale of one to ten, where ten means you think it is completely satisfactory and one means it is completely unsatisfactory.

Overall Weighted Registry Experience Rating



Base: All Users N – 309 in 2022



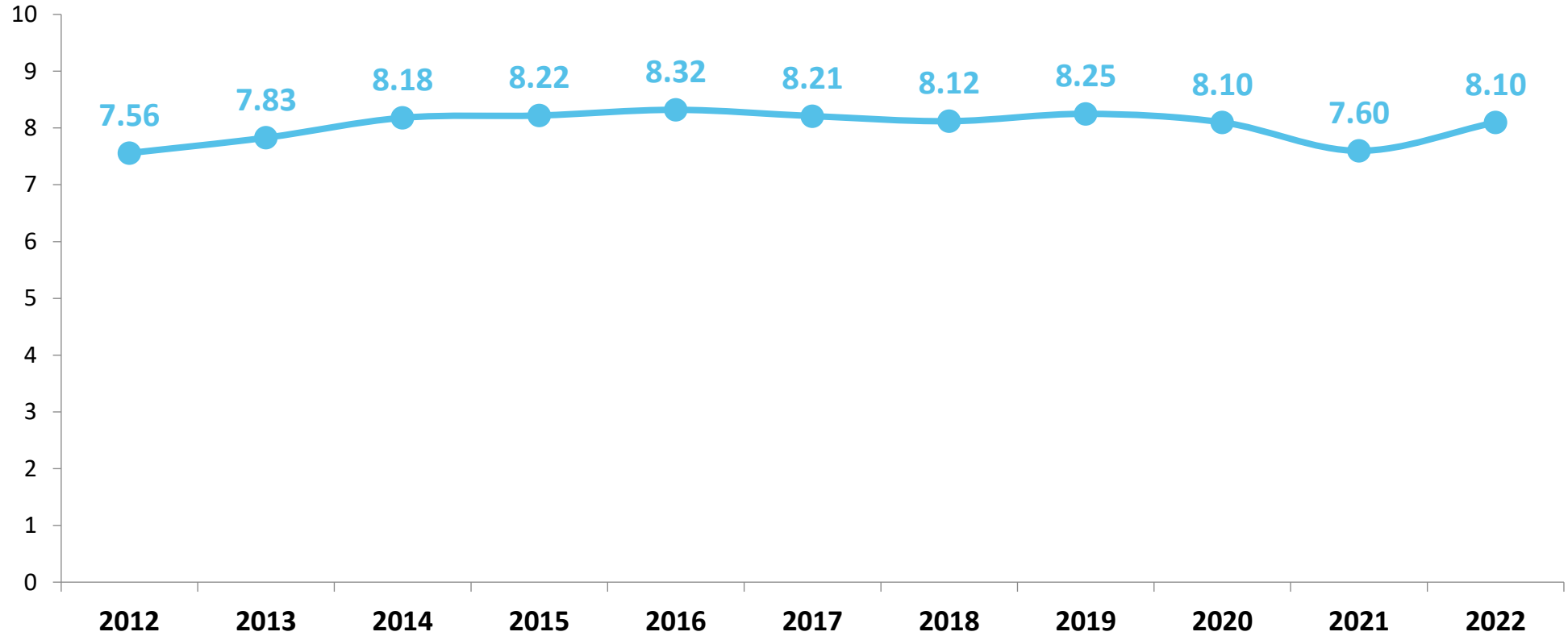
The overall weighted Registry experience rating has further dipped since last year. 8.37 out of a possible 10 is however a good result. As has been noted in previous surveys, this is a high score for any B2B service, most of which struggle to reach the 8 mark.



Overall Satisfaction with the Registry - Summary



Base: All Users N - 309



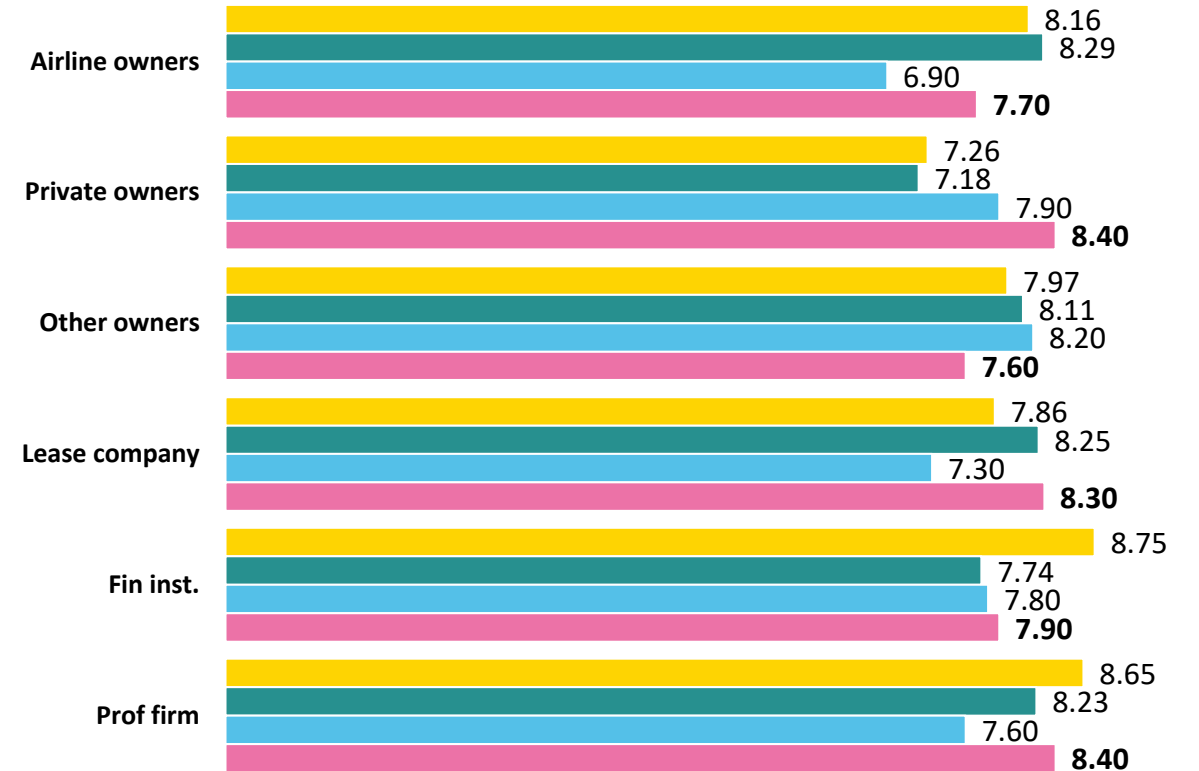
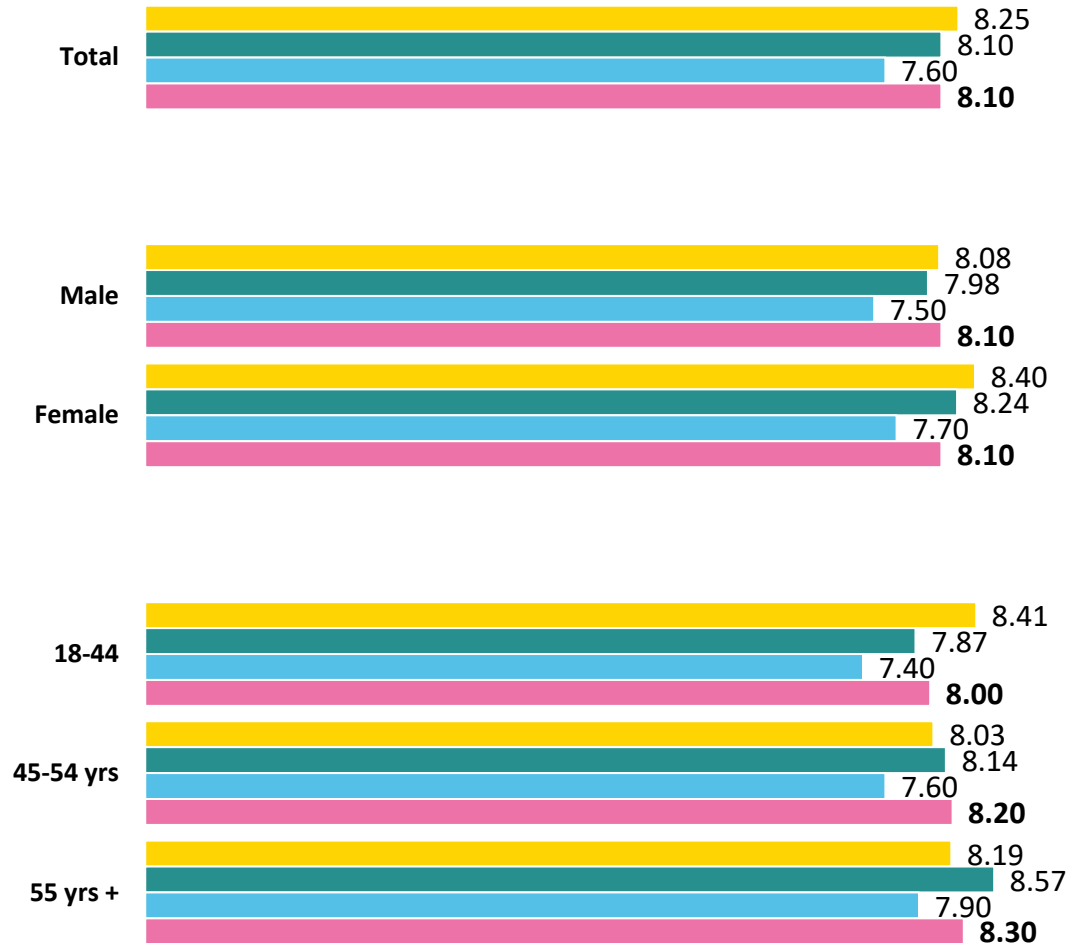
Overall satisfaction in 2022 is 8.10 (out of 10), increasing since last year and matching the 2020 score.



Overall Satisfaction with the Registry x Demographics



Base: All Users N - 309



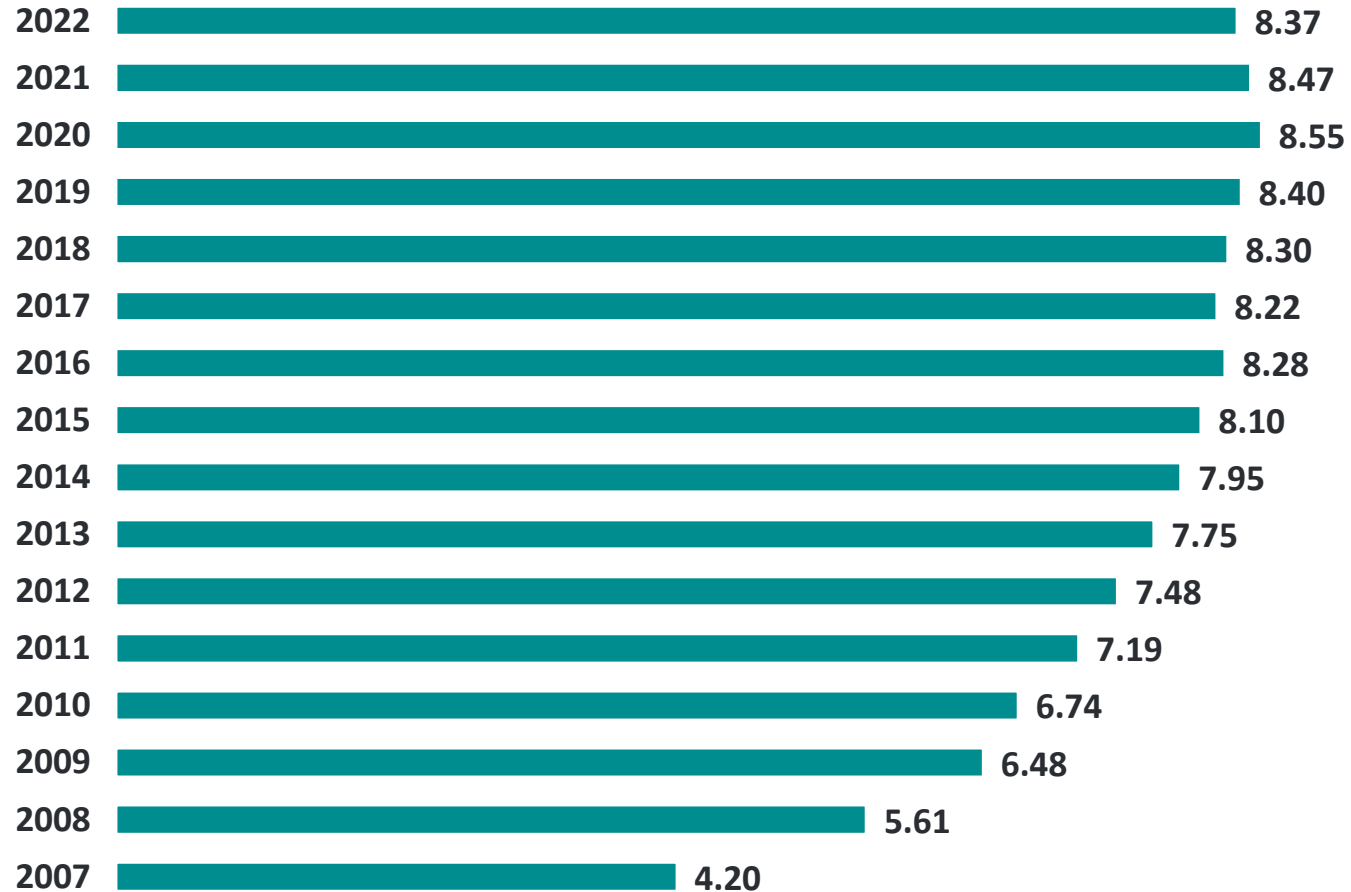
The overall satisfaction is higher amongst those aged 55 years plus and private owners or from professional firms.



Overall worth of registry to business: Ten point Rating Scale



Base: All Users N - 309



The perceived worth of the Registry to users' business decreased slightly versus last year but the difference is not statistically significant.



Key Service Aspects:

Overall Performance Rating (10 Point Scale)

Base: All Users N – 309 in 2022



 Statistically lower significance (vs 2021)

Ranked on Most Important	Mean Performance Rating													
	2022	2021	2020	2019	2018	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.	8.01	8.08	8.28	7.93	8.12	7.94	8.06	7.88	7.75	7.46	7.18	7.12	6.7	6.42
Reliability of technical aspects of the Registry.	8.34	8.62	8.60	8.53	8.38	8.23	8.46	8.42	8.28	7.79	7.79	7.89	7.3	7.22
Speed of refunds	7.96	8.95	8.81	8.95	8.83	8.56	8.52	8.42	8.39	8.17	7.74	8.14	7.01	6.69
Speed of Registry during use.	8.16	8.45	8.49	8.46	8.26	8.2	8.31	8.23	8.16	7.9	7.59	7.73	7.17	7.1
Level of fee charged.	7.46	7.67	7.89	7.78	7.59	7.42	7.65	7.48	7.31	7.15	6.79	6.64	5.51	6.18
Overall ease of use of the Registry.	7.68	7.87	8.04	7.91	7.8	7.73	8	7.88	7.43	7.26	6.89	7.01	6.64	6.52
Availability of Registry Officials	8.52	8.91	8.90	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	8.80	8.98	9.04	9	9.01	8.92	8.95	8.91	8.69	8.57	8.38	8.4	8.2	7.86
Efficiency of resolution of queries by Registry Officials	8.60	8.85	8.98	9.13	9.11	8.95	8.93	8.88	8.63	8.44	8.23	8.06	7.82	7.61
Speed of approval for new Administrators/Users	8.22	8.88	8.91	9.05	8.98	8.93	8.91	8.64	8.42	8.36	8.17	8.27	8.09	7.92
Quality of information sent to you from the Registry Officials	8.65	9.03	9.05	9.19	8.99	8.99	8.98	8.84	8.72	8.47	8.29	8.32	8.11	7.93
Efficiency of credit card transactions.	8.97	8.86	9.10	9.1	8.88	9.02	9.06	9.04	8.91	8.77	8.32	8.48	8.22	8.28
Registry Officials' language skills	9.09	9.34	9.20	9.35	9.27	9.24	9.27	9.25	9.04	8.95	8.91	8.96	8.76	8.73

The efficiency of credit card transactions registered an increase in satisfaction in comparison to 2021. All the other features show a small decline in satisfaction with Speed of refunds the most impacted.



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.

Key Service Aspects:

Overall Performance Rating (10 Point Scale)

Base: All Users N – 309 in 2022



Ranked on Most Important	Mean Performance Rating								% Scoring 1-2								% Scoring 9-10								% of No Opinion								YOY CHANGE 2022 vs 2021
	2022	2021	2020	2019	2018	2017	2016	2015	2022	2021	2020	2019	2018	2017	2016	2015	2022	2021	2020	2019	2018	2017	2016	2015	2022	2021	2020	2019	2018	2017	2016	2015	
MOST IMPORTANT									%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Fit of Registry and business functionality	8.01	8.08	8.28	7.93	8.12	7.94	8.06	7.88	3	3	2	3	2	6	5	2	47	50	52	47	52	51	49	46	6	6	5	2	2	5	2	5	-0.07
Reliability of technical aspects of the Registry	8.34	8.62	8.6	8.53	8.38	8.23	8.46	8.42	1	1	1	0	2	2	2	1	48	57	56	54	54	48	53	54	11	7	7	9	7	9	9	8	-0.28
Speed of refunds	7.96	8.95	8.81	8.95	8.83	8.56	8.52	8.42	3	0	1	0	0	0	0	0	16	31	32	36	34	19	20	20	69	56	56	51	49	67	69	65	-0.99
Speed of registry during use	8.16	8.45	8.49	8.46	8.26	8.2	8.31	8.23	3	1	1	2	3	3	3	1	50	58	58	60	55	52	53	52	2	3	2	1	0	1	1	2	-0.29
Level of fee charged	7.46	7.67	7.89	7.78	7.59	7.42	7.65	7.48	2	3	1	1	2	4	2	2	32	40	40	39	37	33	36	33	10	10	11	8	6	9	6	7	-0.21
Overall ease of use of the Registry	7.68	7.87	8.04	7.91	7.8	7.73	8	7.88	3	4	2	4	4	6	2	3	39	47	47	44	44	45	47	45	2	2	1	0	-	1	1	1	-0.19
Availability of Registry Officials	8.52	8.91	8.90	9.17	8.86	8.95	8.95	8.86	2	1	2	0	2	0	0	0	54	65	62	76	71	65	67	68	10	9	9	3	5	8	7	5	-0.39
Technical knowledge of Registry Officials regarding the Registry	8.80	8.98	9.04	9.00	9.01	8.92	8.95	8.91	1	1	1	0	2	0	0	0	60	64	64	70	70	63	63	66	9	12	11	5	6	12	11	6	-0.18
Efficiency of resolution of queries by Registry Officials	8.60	8.85	8.98	9.13	9.11	8.95	8.93	8.88	2	1	1	1	1	0	0	0	56	65	69	76	74	68	68	66	9	10	8	4	6	8	6	4	-0.25
Speed of approval for new Administrators/Users	8.22	8.88	8.91	9.05	8.98	8.93	8.91	8.64	2	0	0	1	0	0	0	1	50	61	62	68	66	59	65	56	13	14	12	10	9	16	10	12	-0.66
Quality of information sent to you by the Registry Officials	8.65	9.03	9.05	9.19	8.99	8.99	8.98	8.84	1	0	1	0	0	1	1	1	57	68	66	73	71	68	71	67	7	6	7	7	2	7	4	3	-0.38
Efficiency of credit card transactions	8.97	8.86	9.10	9.10	8.88	9.02	9.06	9.04	0	2	0	1	1	1	0	1	62	67	70	70	67	71	70	69	15	8	10	8	7	9	8	10	+0.11
Registry Officials language skills	9.09	9.34	9.20	9.35	9.27	9.24	9.27	9.25	1	0	2	0	0	0	0	0	66	70	69	75	75	70	72	75	13	15	14	8	9	14	14	10	-0.25
LEAST IMPORTANT																																	

Levels of satisfaction with all aspects have further slightly dipped this year with the exception of the efficiency of credit card transactions. The change occurred amongst those who were very satisfied (scores 9-10), and that are less satisfied this year. However, it is important to note that despite this dip, satisfaction levels are high.

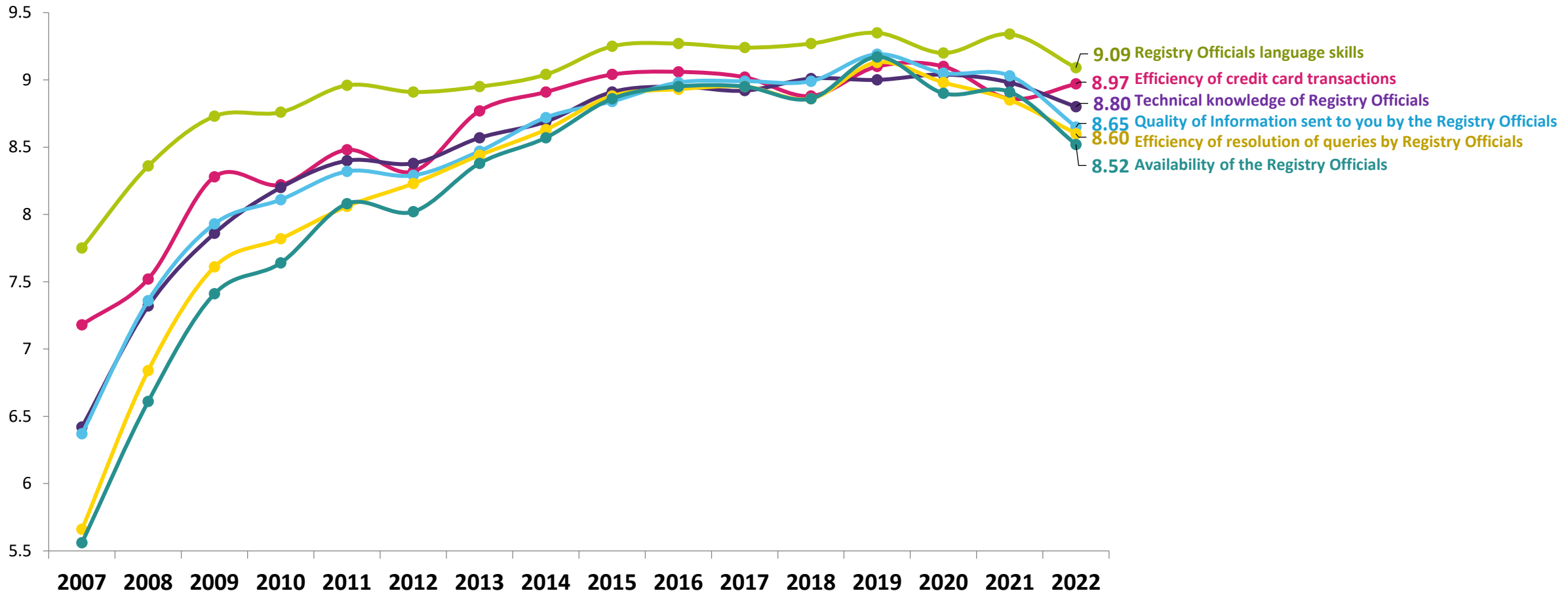
Q.1 Firstly, please rate the Registry on each of the following features on a scale of one to ten, where ten means you think it is completely satisfactory and one means it is completely unsatisfactory.



Key Service Aspects:



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



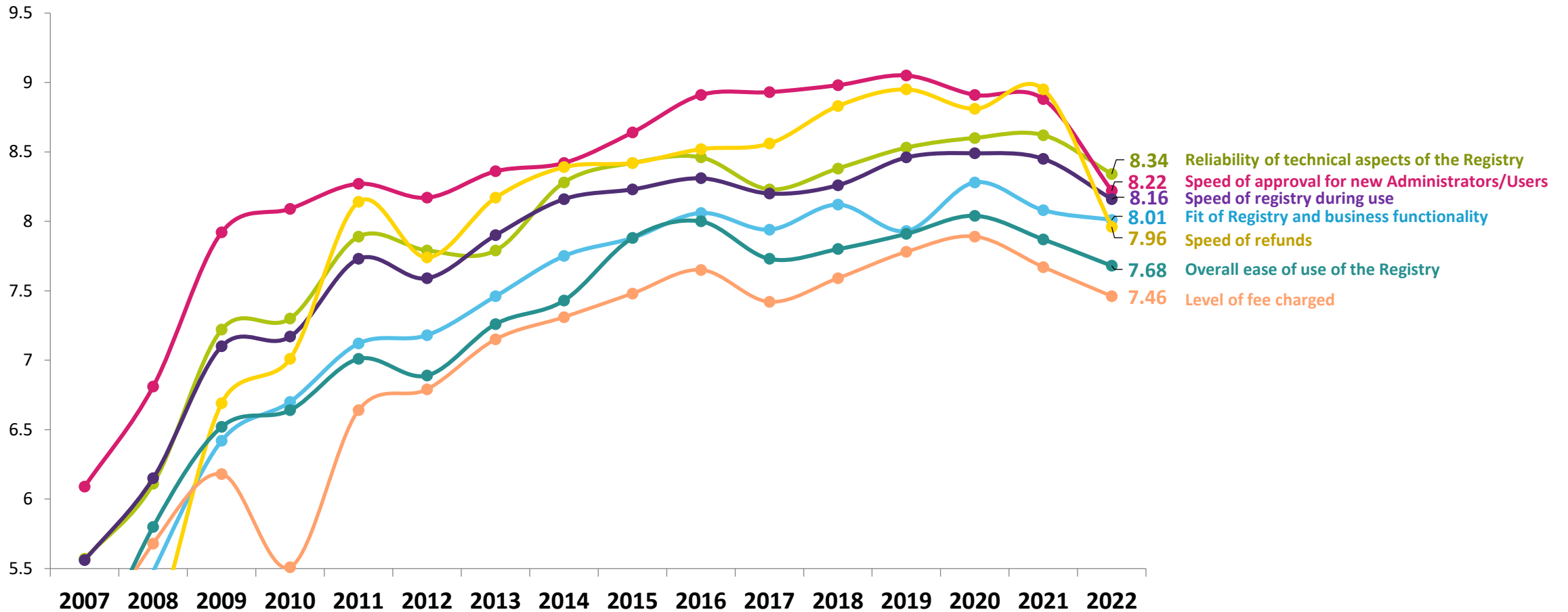
Overall satisfaction with top 6 criteria remains high and ranges from 8.52 to 9.09.



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.

Key Service Aspects:

Overall Performance Rating (Ten Point Scale) – Remaining Aspects



Overall satisfaction with the remaining aspects ranges from 7.46 to 8.34



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.

Satisfaction With The Registry x Key User Groupings



Ten Point Rating Scale

Base: All Users N - 309

	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.	8.01	7.86	8.18	8.05	7.91	8.04	7.94	8.90	7.34	8.24	7.68	8.17
Reliability of technical aspects of the Registry.	8.34	8.27	8.42	8.21	8.42	8.50	8.31	8.59	8.36	7.87	8.08	8.52
Speed of refunds	7.96	7.77	8.19	7.80	7.59	8.65	7.67	7.67	7.58	7.33	7.17	8.67
Speed of Registry during use	8.16	8.17	8.14	7.99	8.18	8.42	8.08	8.74	7.91	8.18	7.62	8.34
Level of fee charged	7.46	7.30	7.65	7.31	7.35	7.84	6.89	7.71	7.51	6.76	7.72	7.79
Overall ease of use of the Registry	7.68	7.60	7.77	7.59	7.76	7.77	7.26	8.17	7.27	7.44	7.38	8.09
Availability of Registry Officials	8.52	8.45	8.60	8.42	8.65	8.56	8.42	8.48	8.54	8.53	8.51	8.57
Technical knowledge of Registry Officials regarding the Registry	8.80	8.84	8.75	8.64	8.89	8.97	9.04	9.00	8.58	8.38	8.56	8.94
Efficiency of resolution of queries by Registry Officials	8.60	8.61	8.58	8.50	8.71	8.65	8.29	8.95	8.42	8.61	8.31	8.83
Speed of approval for new Administrators/Users	8.22	8.35	8.08	7.99	8.44	8.44	8.51	8.65	8.28	7.93	8.45	8.01
Quality of information sent to you from the Registry Officials	8.65	8.64	8.66	8.63	8.74	8.61	8.42	9.05	8.63	8.56	8.14	8.90
Efficiency of credit card transactions	8.97	8.81	9.15	8.83	8.87	9.35	9.07	9.23	9.08	8.78	8.43	9.06
Registry Officials' language skills	9.09	9.00	9.20	8.94	9.25	9.20	8.87	8.90	9.28	8.91	9.13	9.21
Overall worth of the Registry to my organisation/business	8.37	8.16	8.61	8.45	8.19	8.41	7.96	8.21	7.95	8.55	8.76	8.56

In general, satisfaction is higher among females, those aged 55+, and those who are private owners or from professional firms.

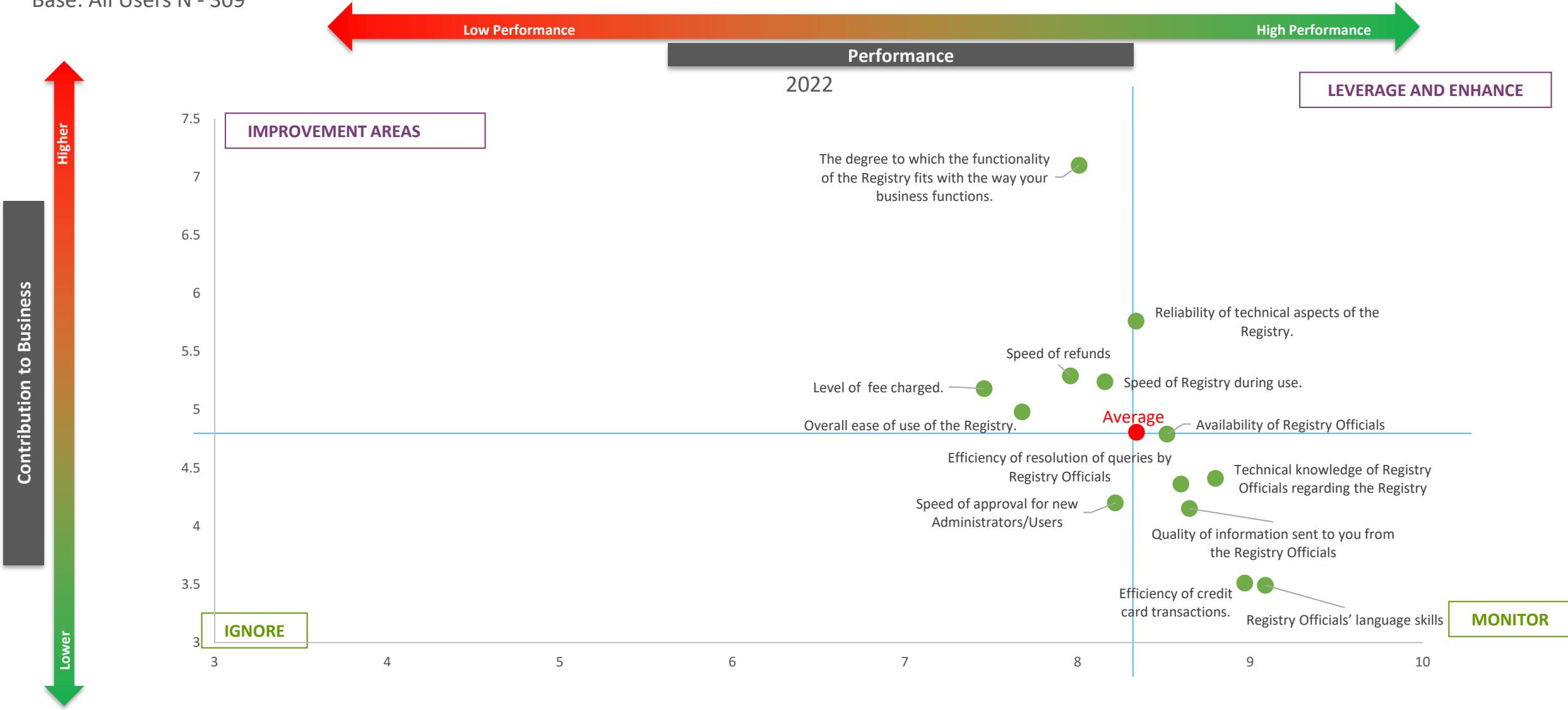


Q.1 Firstly, please rate the Registry on each of the following features on a scale of one to ten, where ten means you think it is completely satisfactory and one means it is completely unsatisfactory.

Aviareto: Strategic Performance Matrix 2022



Base: All Users N - 309



The Fit of Registry and business functionality is an outlier that needs attention given its contribution to Business.

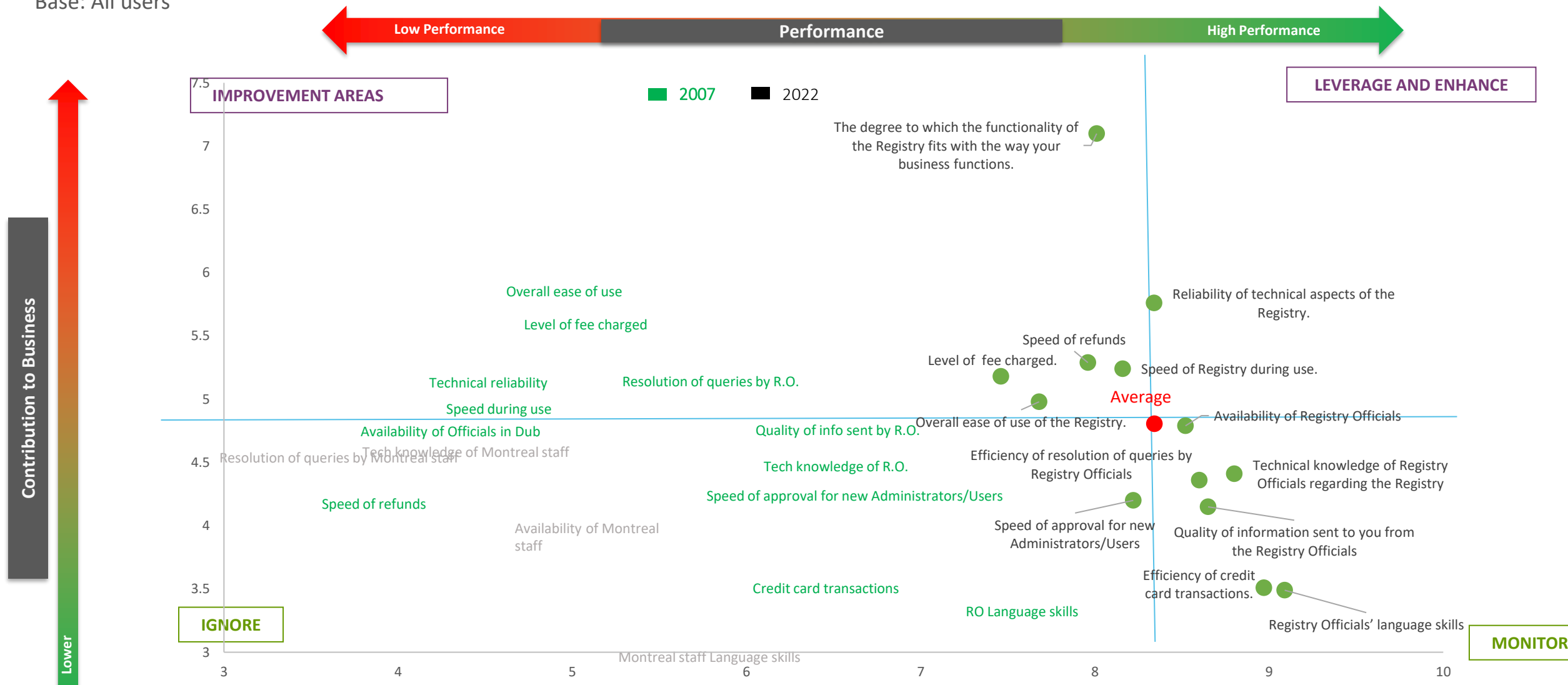


Q.1 Firstly, please rate the Registry on each of the following features on a scale of one to ten, where ten means you think it is completely satisfactory and one means it is completely unsatisfactory.

Aviareto: Strategic Performance Matrix 2022 vs 2007



Base: All users



In superimposing the 2022 data on the original 2007 strategic performance map, we can see the extraordinary extent of the user improvements made over the intervening years.

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.



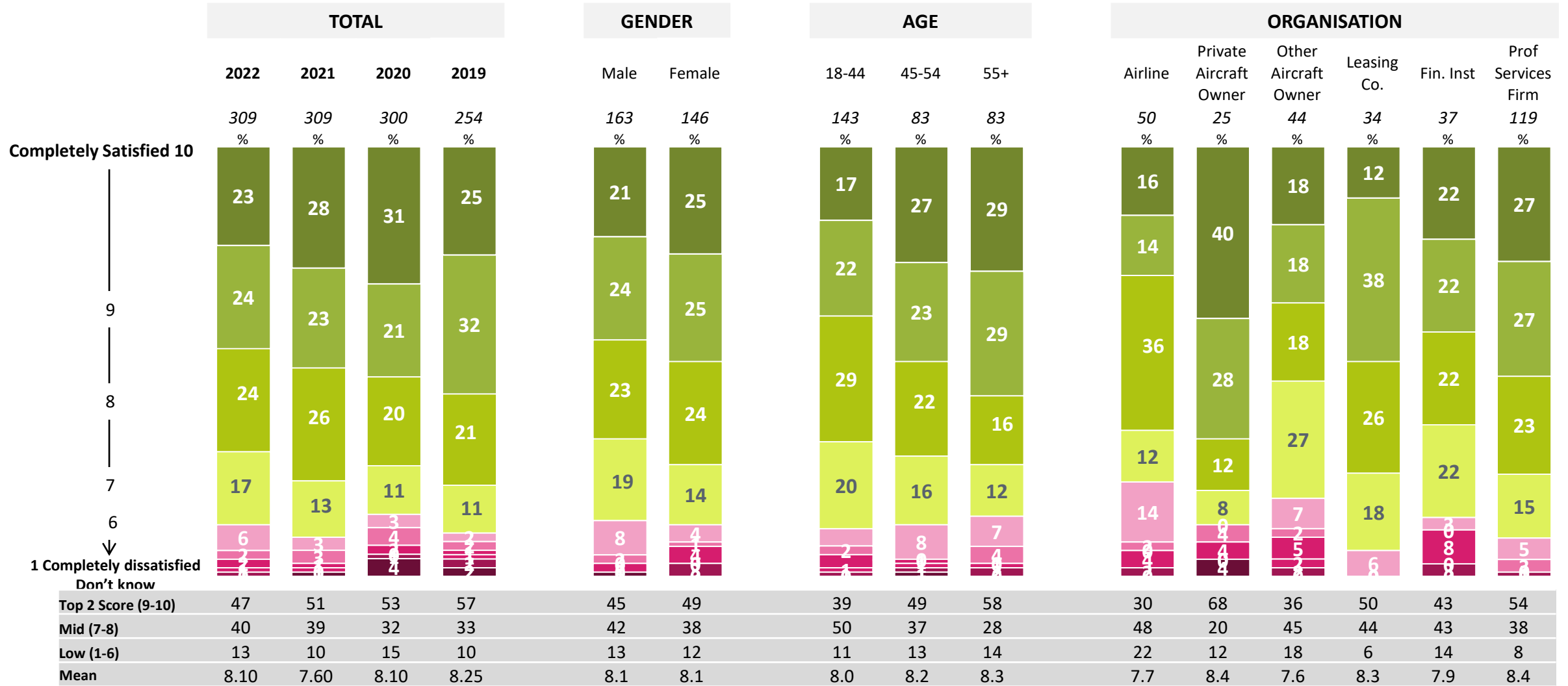


Overall satisfaction with Registry

Overall Satisfaction Ratings with the Registry



Base: All Users N - 309



Overall satisfaction on average is higher than last year and back to 2020's level (8.10 in 2022, 7.60 in 2021 and 8.10 in 2020). There has however been a decline in the top 2 scores (51% in 2021 vs 47% in 2022).



Q.2 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.

Reasons for Score 7-10

Base: All respondents scoring 7 to 10 N – 270



%

2021

%

(13)

(10)

(8)

(18)

(13)

(9)

(8)

(7)

(5)

(6)

(4)

(-)

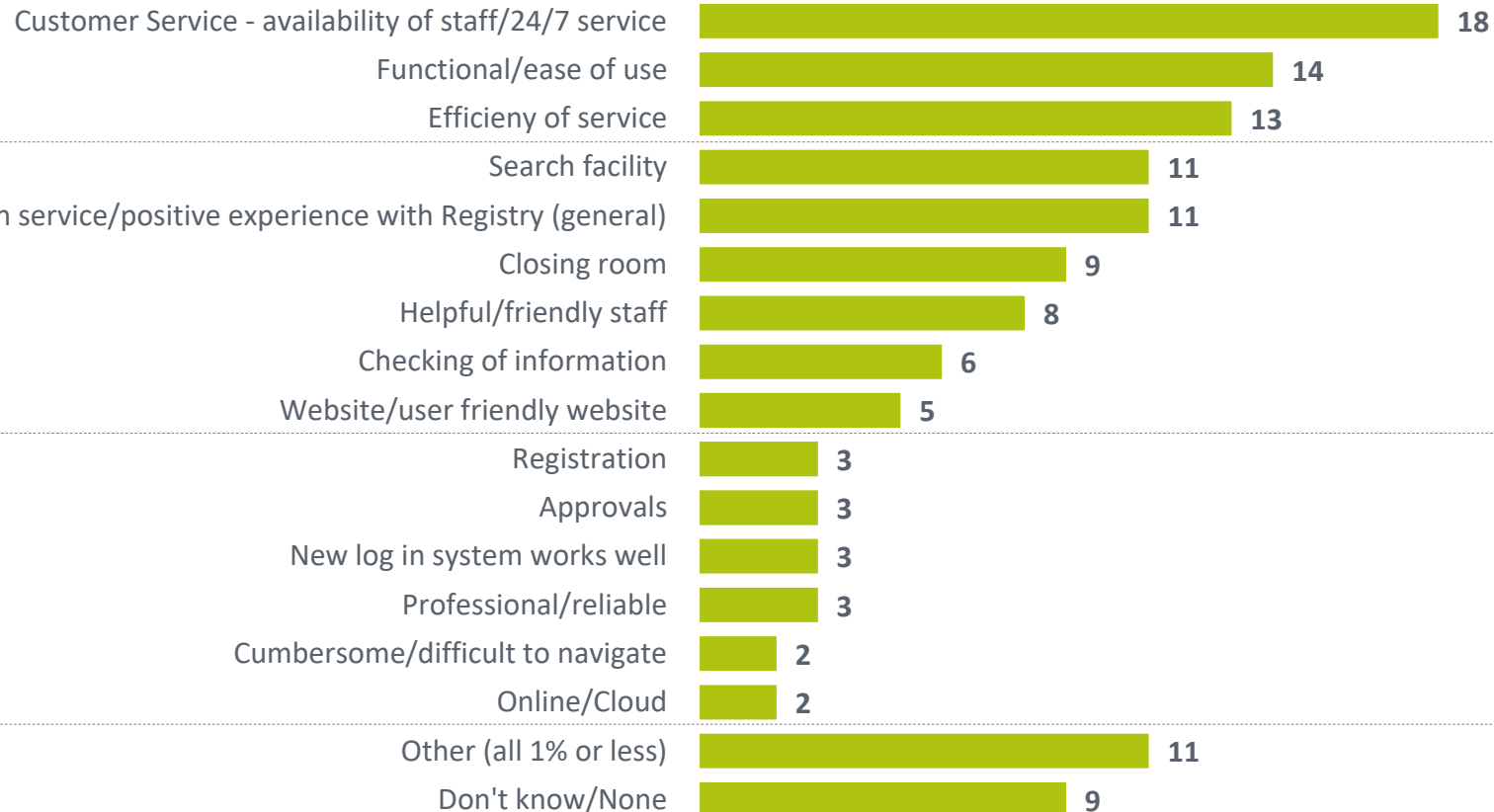
(2)

()

(-)

(5)

()

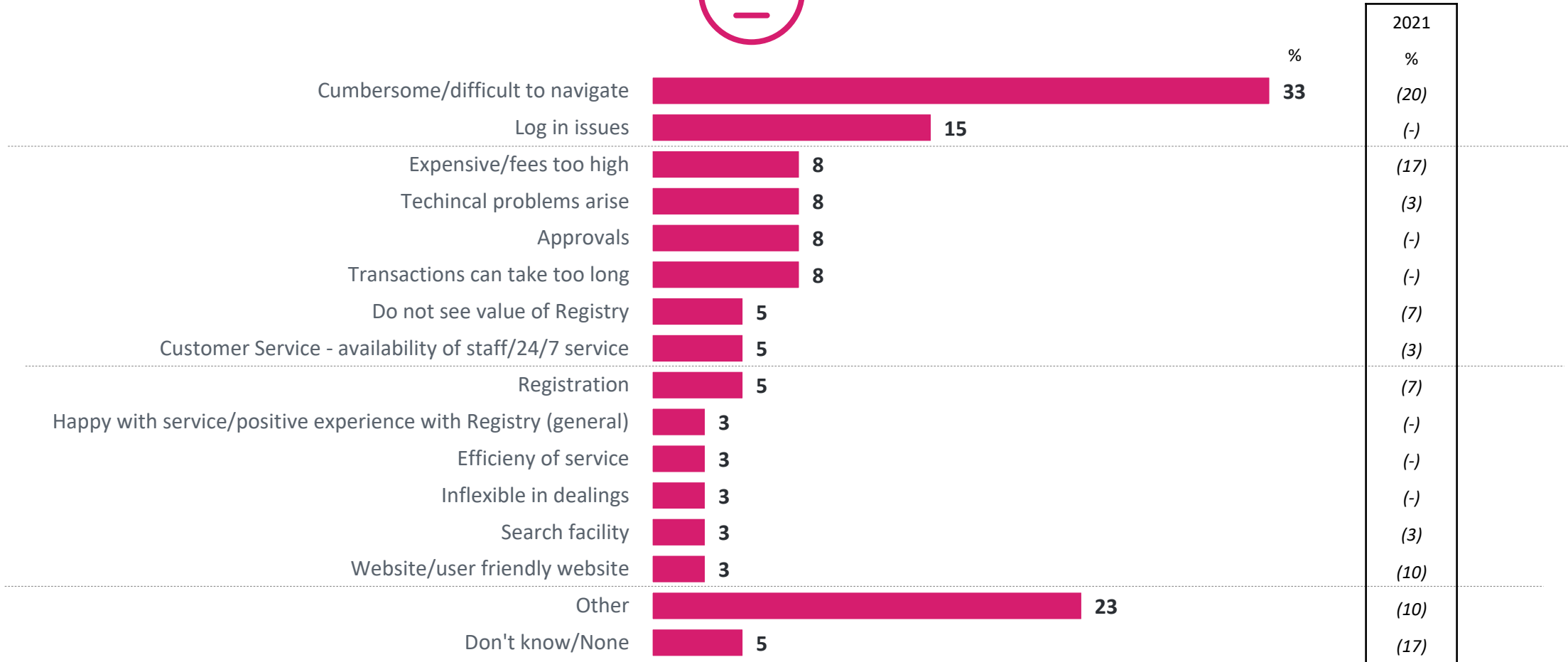


Customer Service is this year the top reason for satisfaction, followed by functional/ease of use and efficiency of service.



Reasons for Score 1-6

Base: All respondents scoring 1 to 6 N – 39*



*Caution low base size

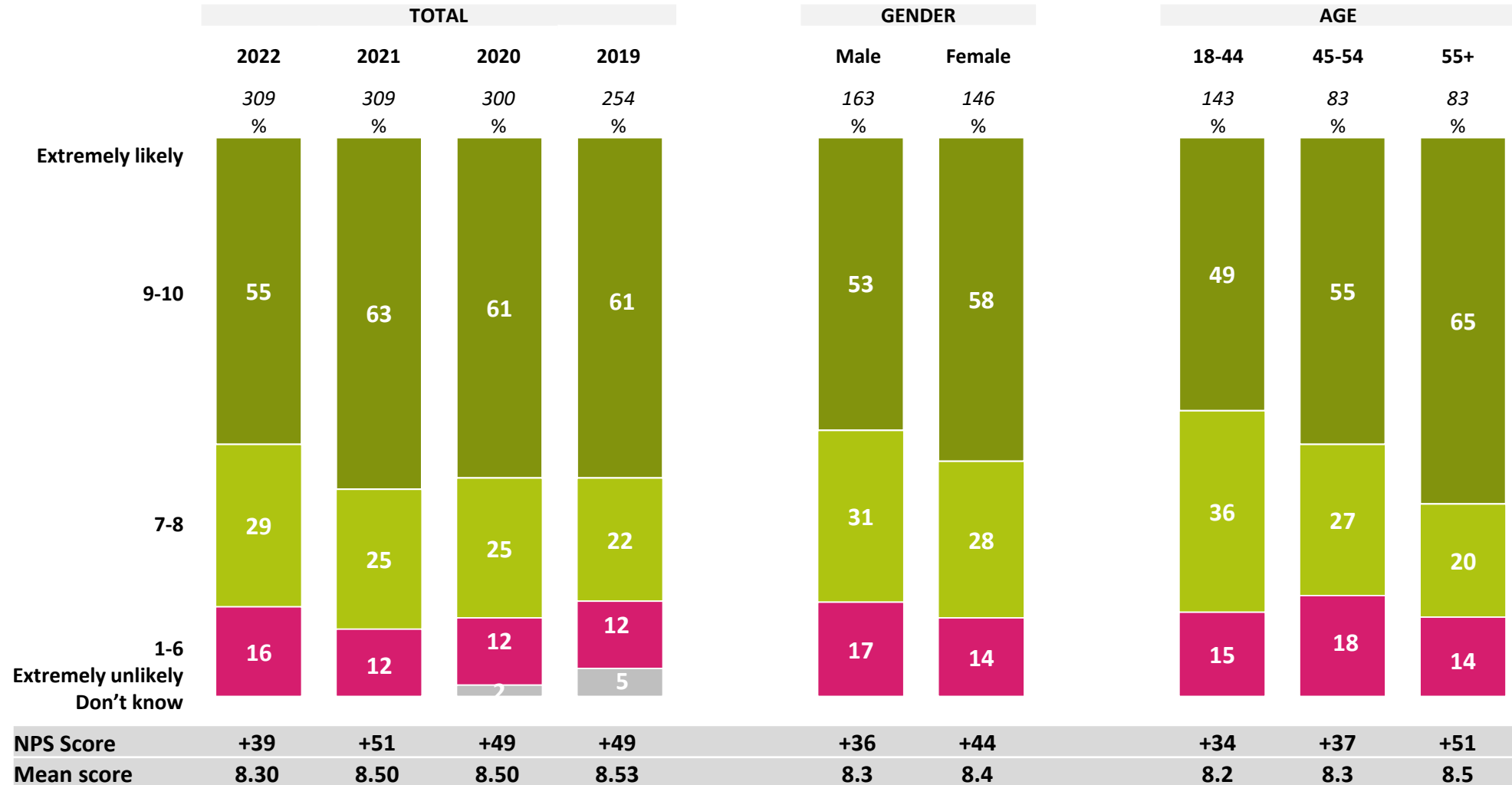
The minority of users who are dissatisfied find the Registry cumbersome/difficult to navigate or experienced issues with log in. On the positive side, in comparison to 2021 less users claimed that the fees are too high.



Likelihood to Recommend Registry



Base: All Users N - 309



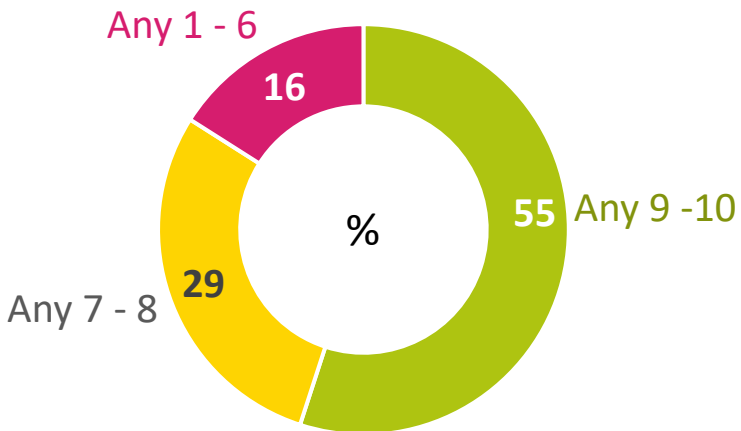
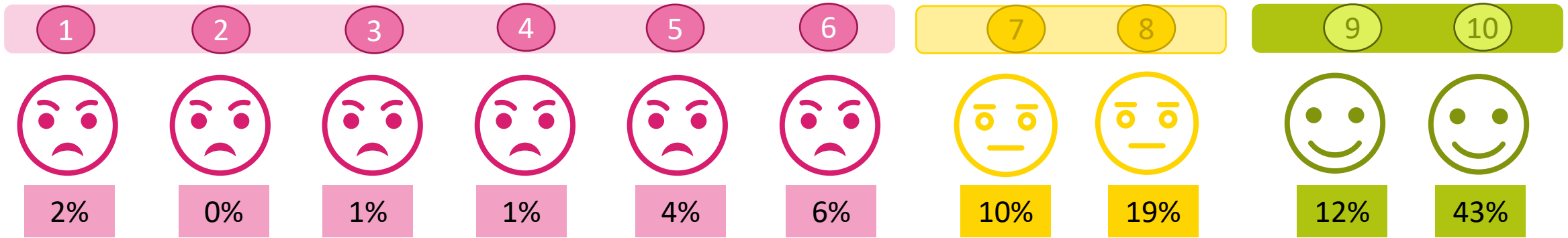
The Registry Net Promoter Score (NPS) remains positive at +39 but it is at its minimum since 2019. The NPS score is higher among females and those aged 55+.



Likelihood to Recommend Registry



Base: All Users N - 309



	9 - 10	7 - 8	1 - 6	NPS	Mean
Airline	40%	44%	16%	+24%	8.0
Private	68%	20%	12%	+56%	8.4
Owner	45%	36%	18%	+27%	7.9
Lease Company	50%	32%	18%	+32%	8.5
Financial Inst.	57%	24%	19%	+38%	8.2
Professional Firm	63%	24%	13%	+50%	8.7

Overall Mean Score

(Scale of 1 to 10)

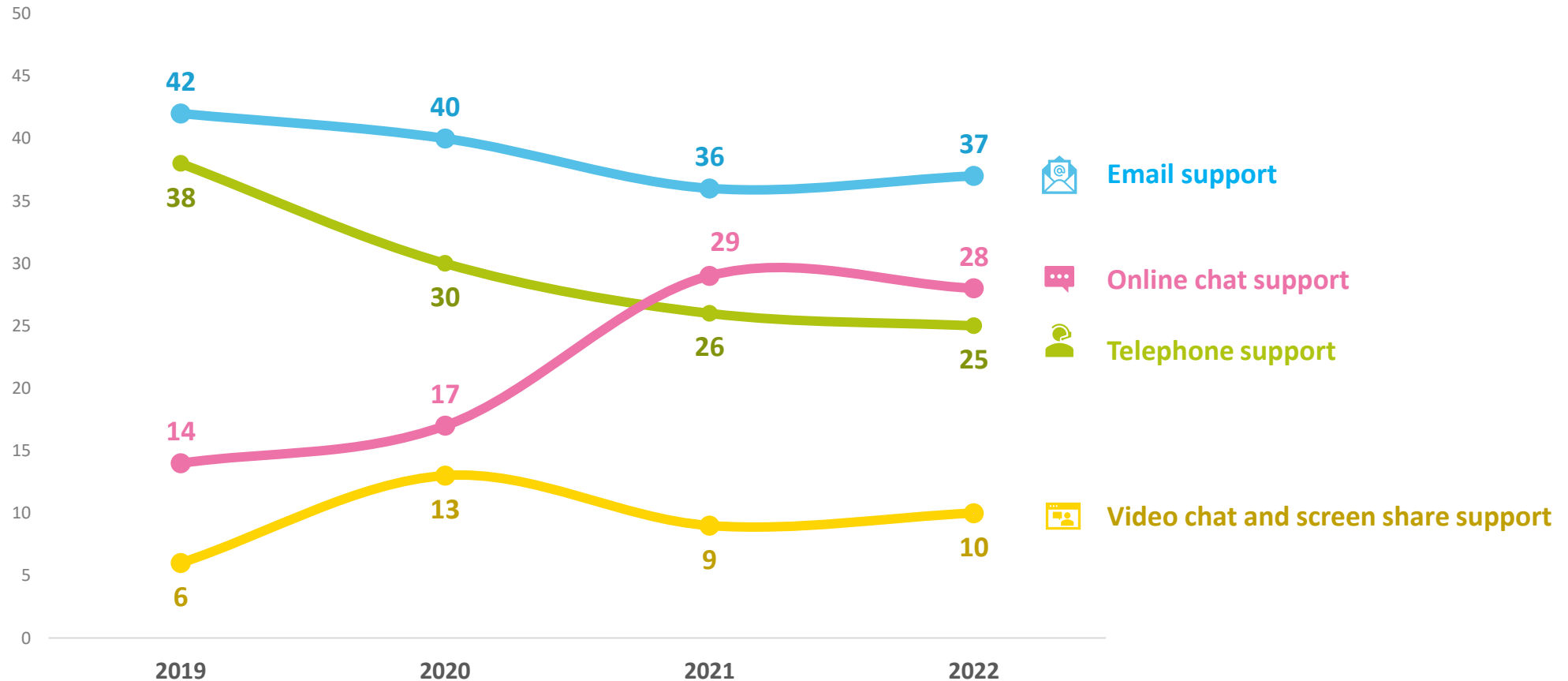


The Registry NPS is higher for Professional firms and private. It is at its lowest for airlines.



Preferred Support Channel

Base: All Users N - 309

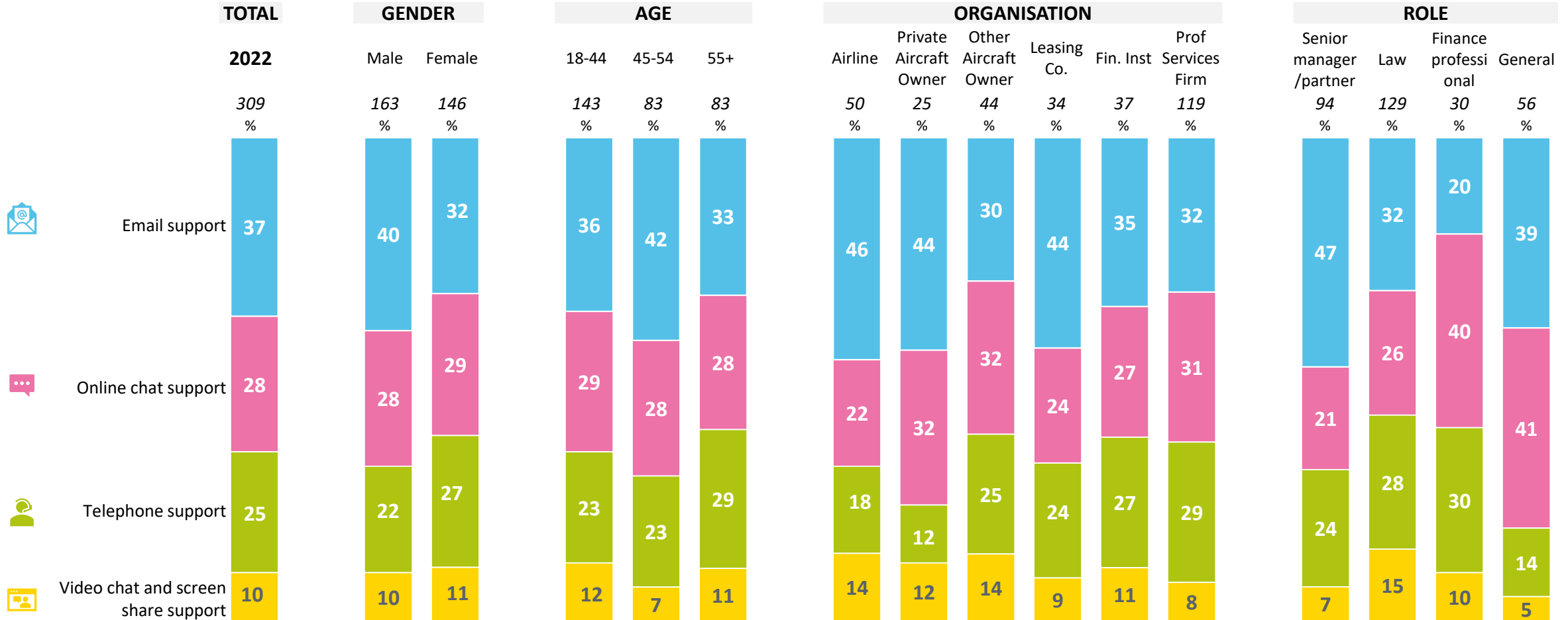


Email support remained the preferred support channel followed by online chat support that remain stable after increasing in 2021.

Preferred Support Channel x Demographics



Base: All Users N - 309

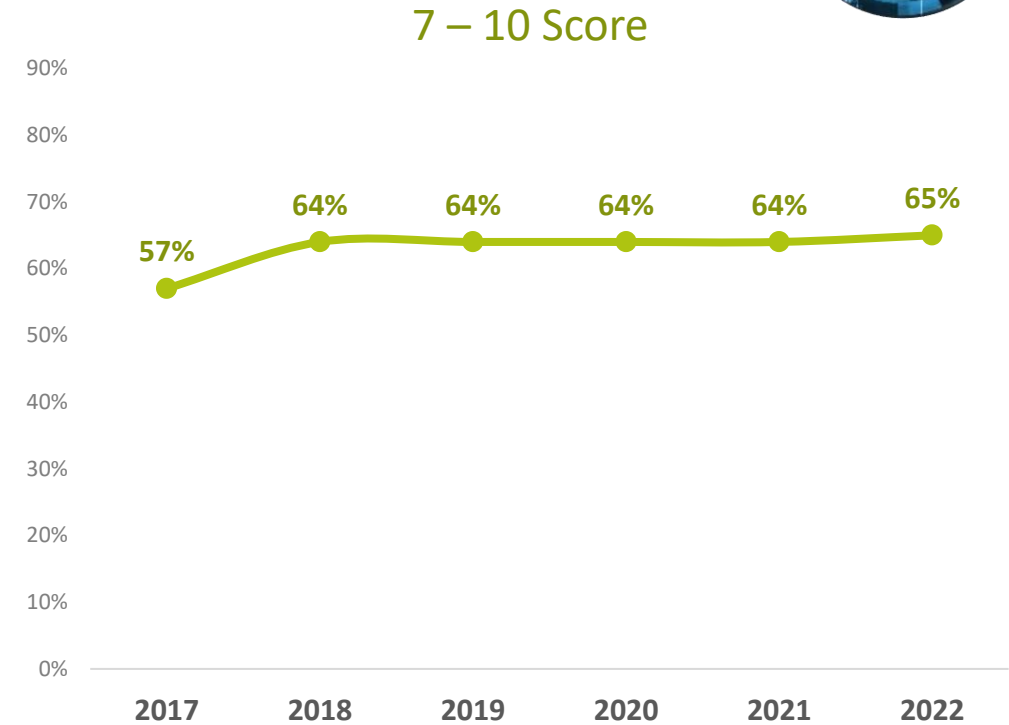
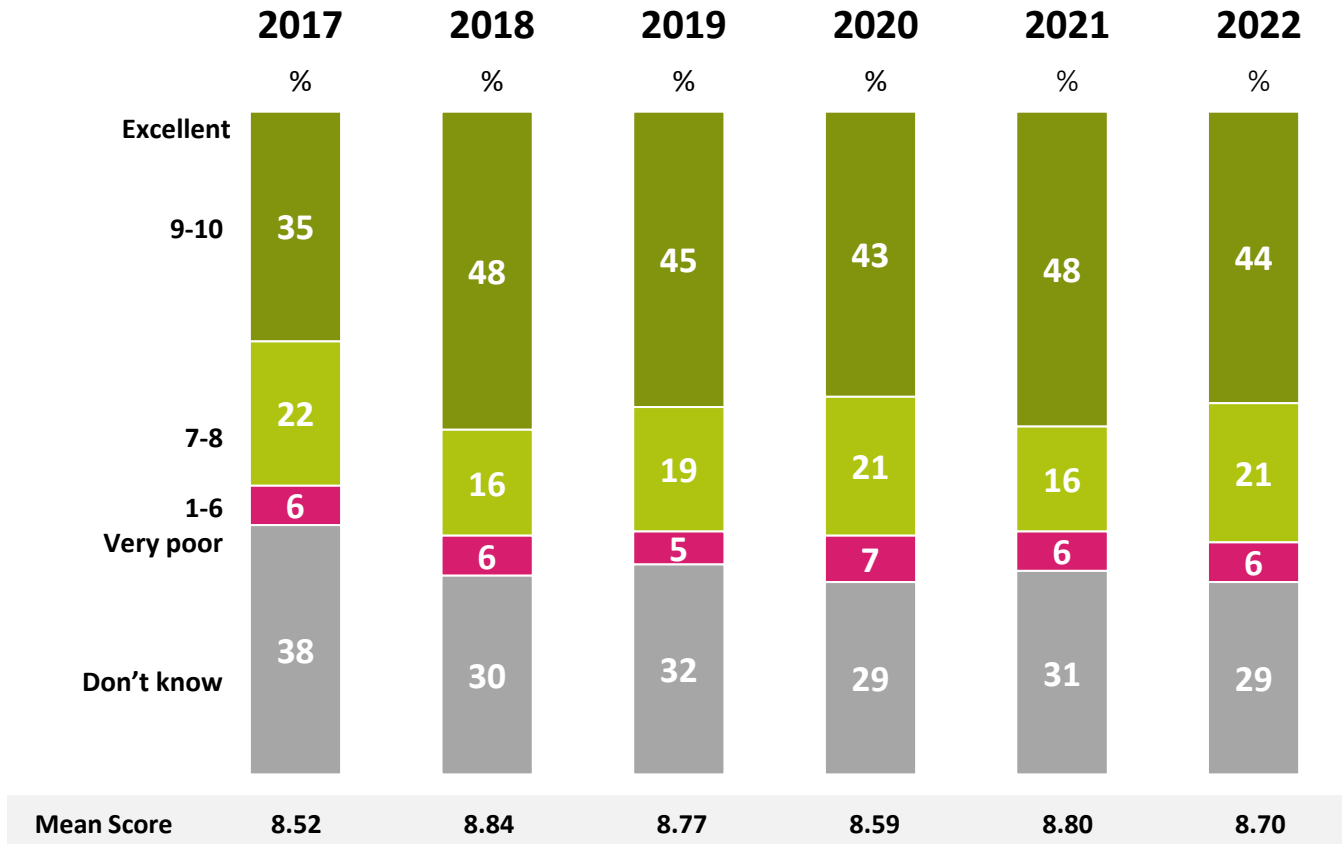


Female, aged 55+ and those from professional services firms (that as previously noted tend to show higher satisfaction levels) are more likely to prefer the telephone over other channels.



Rating on Cybersecurity

Base: All Users N - 309



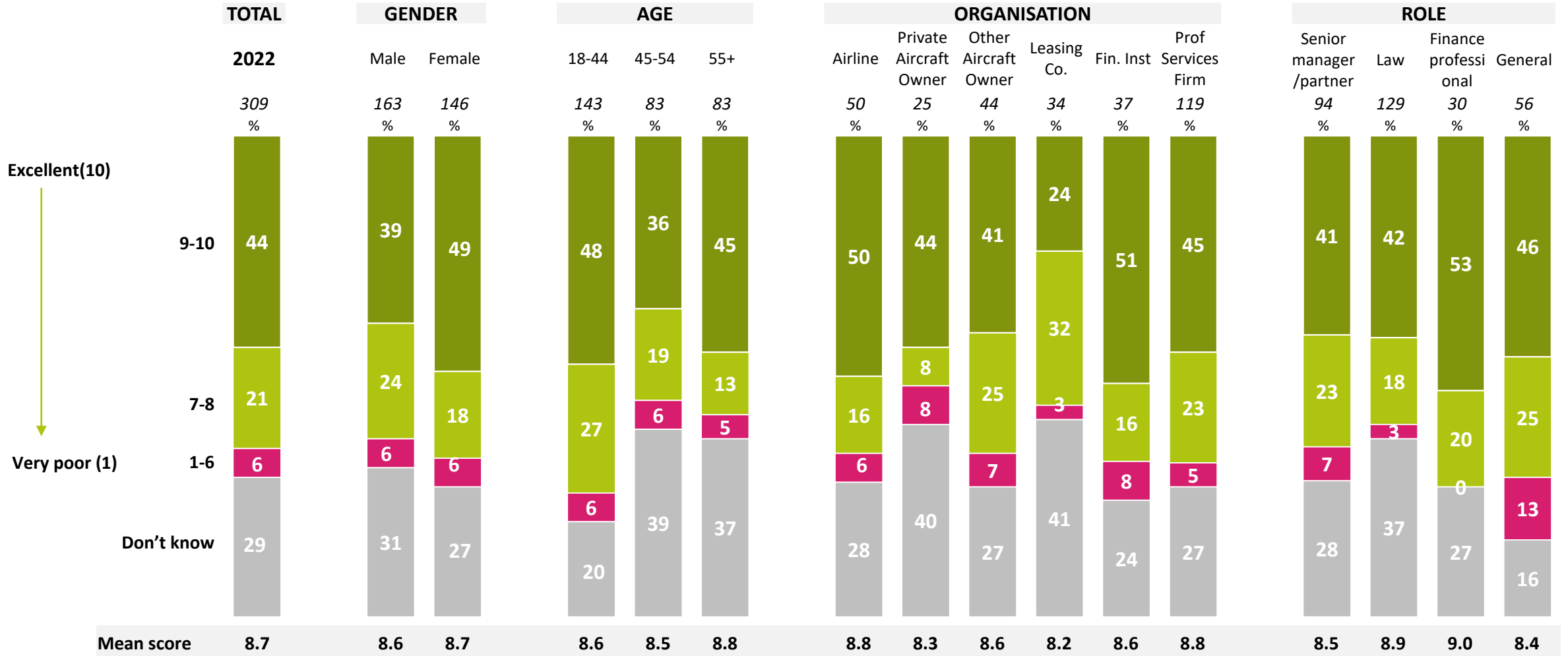
The Registry is rated very positively with regard to information security – scoring 8.7 out of a maximum possible 10.

Q.7a 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 - 309



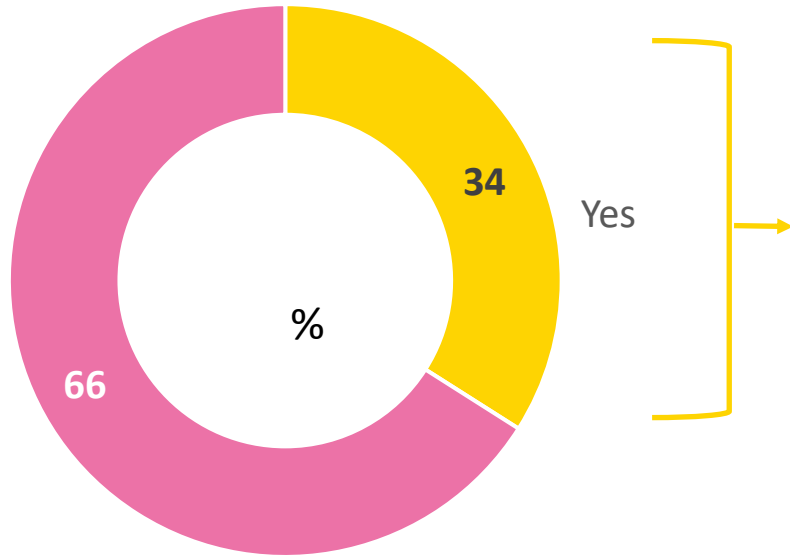
Satisfaction with Registry cybersecurity is high across all user types, but finance professionals and lawyers are the most satisfied.



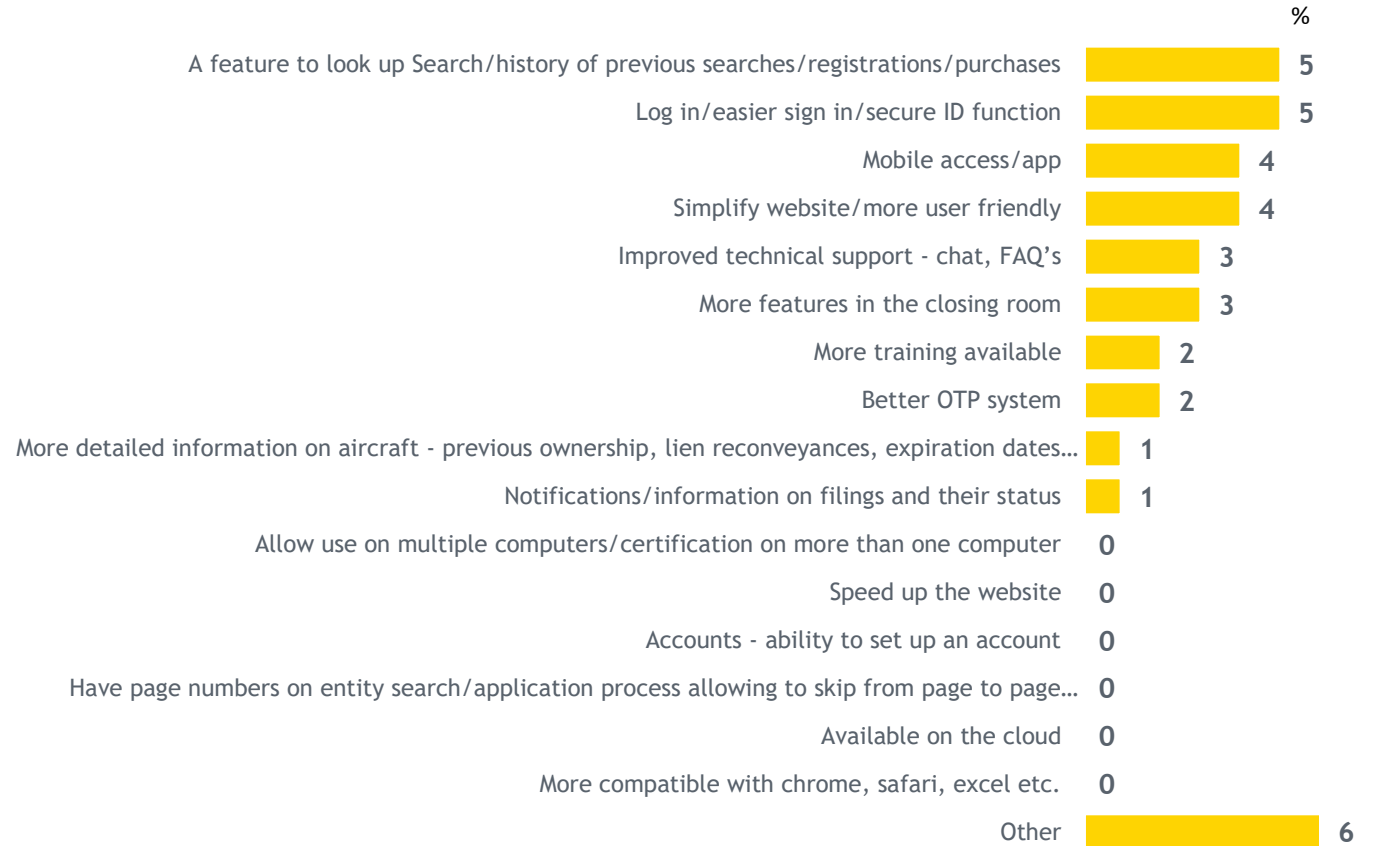
Digital Features, tools or enhancement would like to see from the Registry



Base: All Users N - 309



No or Don't know



Out of those that answered that they would like to see the Registry offer other new digital features, a search tool and easier sign in are the most popular answers.



Digital Features, tools or enhancement would like to see from the Registry- Verbatims



Base: All Users N - 309



I would like to see the registry embrace 2fa programs like authenticator. I would also like to see an improvement to the overall UI in terms of design and appeal. Most of the clunky shortcomings are visual to the system.

Now that mobile use is enabled, the mobile user experience should be upgraded. For example, the screen/display view on a phone device is not very user friendly, logging in is very clunky as the user must toggle between the internet application and mail application to copy/paste the (too many digits) verification code.

An easier search for entity function. I am often left unsure as to whether adequate search terms have been used.

Chat function when one is on the website.

It would be helpful if more than one user could put through Closing Rooms once they have been consented to, rather than this having to be the person who set them up. It would also be good if a User (other than the Administrator) could delegate to another user. .

I frequently have a very difficult time logging in. I cannot bookmark a link because I will get an error after the OTP code. I have to clear my browsers and caches constantly to be able to get back in which is very frustrating.

Faster search function would be good, the self search seems to struggle to return results.

When granting or revoking authorizations it would be very helpful to be able to search multiple assets at the same time, rather than one at a time. An app would be great

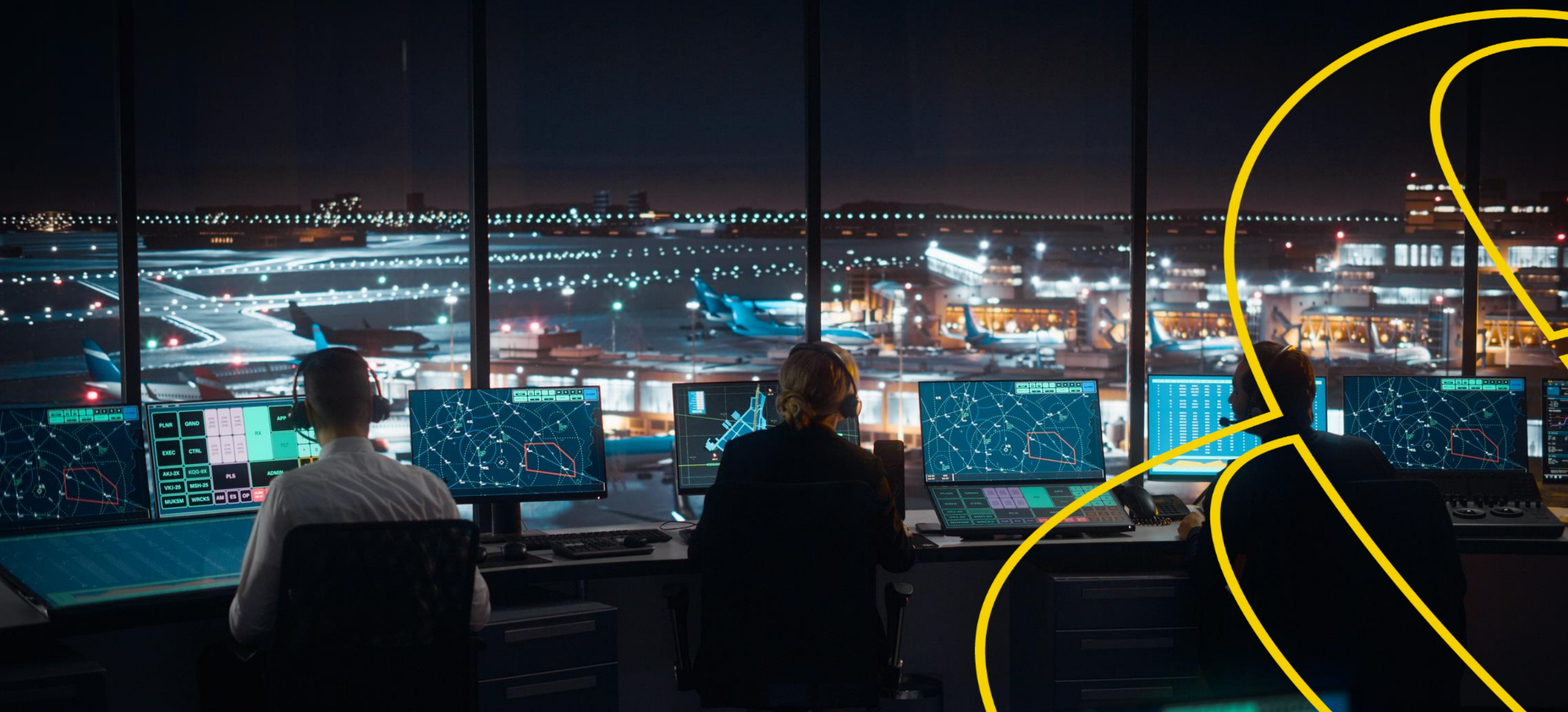
search bar.

Video chat option for customer support / screen sharing capability.

Would like hands on training for certain aspects of the IR such as closing room set up and subordinations. Also, is it possible to reduce the number of times one needs a passcode in order to enter registrations/discharges?

Phone call support and mail notification.





Summary

Key Insights: Sample Profile



- Four in ten (39%) of respondents are from Professional Services firms, with 39% aircraft owners of some type.
- The profile of companies is very much in line with 2021 sample. Professional Services Firms make up the bulk of the sample again this year.
- When it comes to user's role within their organisation, 3 in 10 respondents (30%) are senior managers/partners which is similar to last year (31%). In comparison to last year, Finance professional decreased (10% in 2022 vs 16% in 2021) while General admins increased (16% in 2022 vs 13% in 2021)
- The sample is less skewed towards males in comparison to last year.
- Respondents based in the USA now stands at 32%. (35% in 2021, 30% in 2020, 36% in 2019, 39% in 2018, 41% in 2017, 44% in 2016 and 49% in 2015). Even if the bulk of respondents remains in USA, Canada and the UK, respondents are more widely distributed across countries and new countries populate the list.
- Oklahoma continues to have the highest level of respondents, but also within the USA respondents are more widely distributed in comparison to last year
- Users typically use the registry once a month (39%), followed by once a year (29%) and then once a week (18%). Lawyers are more likely to use it weekly.
- The frequency of usage is overall stable versus 2021. Small increase (2ppt) in more than once a day.
- Instagram usage has increased since last year with young females more likely to be users. The most used social media remained LinkedIn, Facebook, and Instagram.
- Senior managers/partners register higher levels of LinkedIn usage, while Finance professionals are less likely to use any social media.
- 6 in 10 respondents (61%) completed the survey for the first time in 2022. These “first-timers” are more likely to be from private organisations.



- The fit of Registry with business functionality continues to be the most important definer of the perceived worth of the Registry. Speed of refunds has strengthened its importance in comparison to last year.
- The overall weighted Registry experience rating has further dipped since last year. 8.37 out of a possible 10 is however a good result. As has been noted in previous surveys, this is a high score for any B2B service, most of which struggle to reach the 8 mark.
- Overall satisfaction in 2022 is 8.10 (out of 10), increasing since last year and catching up with the 2020 score. But less users are giving a Top 2 rating (9-10 out of 10), possibly driven by the slight declines in satisfaction across most of the individual statements.
- The overall satisfaction is higher amongst those aged 55 years plus and among private owners or from professional firms.
- The perceived worth of the Registry to users' business decreased slightly versus last year but the difference is not statistically significant.
- The efficiency of credit card transactions registered an increase in satisfaction in comparison to 2021. All the other features show a small decline in satisfaction with Speed of refunds the most impacted.
- Levels of satisfaction with all aspects have further slightly dipped this year with the exception of the efficiency of credit card transactions. The change occurred mainly among those who were very satisfied (scores 9-10). However, it is important to note that despite this dip, satisfaction levels are high.
- Overall satisfaction with top 6 criteria remains high and ranges from 8.52 to 9.09. As previously noted, satisfaction increased only for efficiency of credit card transactions.
- In general, satisfaction is higher among females, those aged 55+, and those who are private owners or from professional firms.
- The Fit of Registry and business functionality is an outlier that needs attention given its contribution to Business.
- In superimposing the 2020 data on the original 2007 strategic performance map, we can see the extraordinary extent of the user improvements made over the intervening years.

Key Insights: Overall Satisfaction with Registry



- Overall satisfaction on average is higher than last year and back to 2020's level (8.10 in 2022, 7.60 in 2021 and 8.10 in 2020). There has however been a decline in the top 2 scores (51% in 2021 vs 47% in 2022). Satisfaction is highest among private aircraft owners, those from professional service firms and those aged 55+.
- The Registry Net Promoter Score (NPS) remains positive at +39 but it is at its minimum since 2019. The NPS scores is higher among females and those aged 55+.
- The Registry NPS is higher for Professional firms and private. It is at its lowest for airlines.
- The minority of users who are dissatisfied find the Registry cumbersome/difficult to navigate or experienced issues with log in. On the positive side, in comparison to 2021 less users claimed that the fees are too high. Those who fall into satisfied segment, gave Customer service with its availability of staff 24/7 as their main reason, followed by functional/ease of use and efficiency of service. .
- Email support remained the preferred support channel followed by online chat support that remain stable after increasing in 2021.
- Female, aged 55+ and from professional services firms (that as previously noted tend to show higher satisfaction levels) are more likely to prefer the telephone over other channels.
- Satisfaction with Registry cybersecurity is high across all user types (8.7), with finance professionals and lawyers are the most satisfied.
- Out of those that answered that they would like to see the Registry offer other new digital features, a search tool and easier sign in are the most popular answers.

Thank you.



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Delve Deeper