

aviareto

User Survey Main Report December 2023

J. 235164

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Research Methodology



The International Registry of Mobile Assets was launched in March 2006 and in May 2007 an online user survey was introduced to evaluate satisfaction with the Registry.

The customer survey has the following core objectives:

- Assesses satisfaction with the different Registry features and the relative importance of each;
- Tracks overall satisfaction and likelihood to recommend scores.



All aspects of the study are conducted in compliance with the technical and ethical standards stipulated by the European Society of Opinion and Market Research (ESOMAR).

All data is anonymised in line with Data Protection regulations and B&A ISO 27001 Information Security Management system.



In 2023, the survey was mailed to a total contact sample of 6,024 users, achieving a sample of 314 users.

The sample sizes for past years were:
309 in 2022, 309 in 2021, 300 in 2020, 254 in 2019, 285 in 2018, 318 in 2017, 335 in 2016, 317 in 2015, 352 in 2014, 345 in 2013, 349 in 2012, 402 in 2011, 356 in 2010, 371 in 2009, 308 in 2008; 339 in 2007.



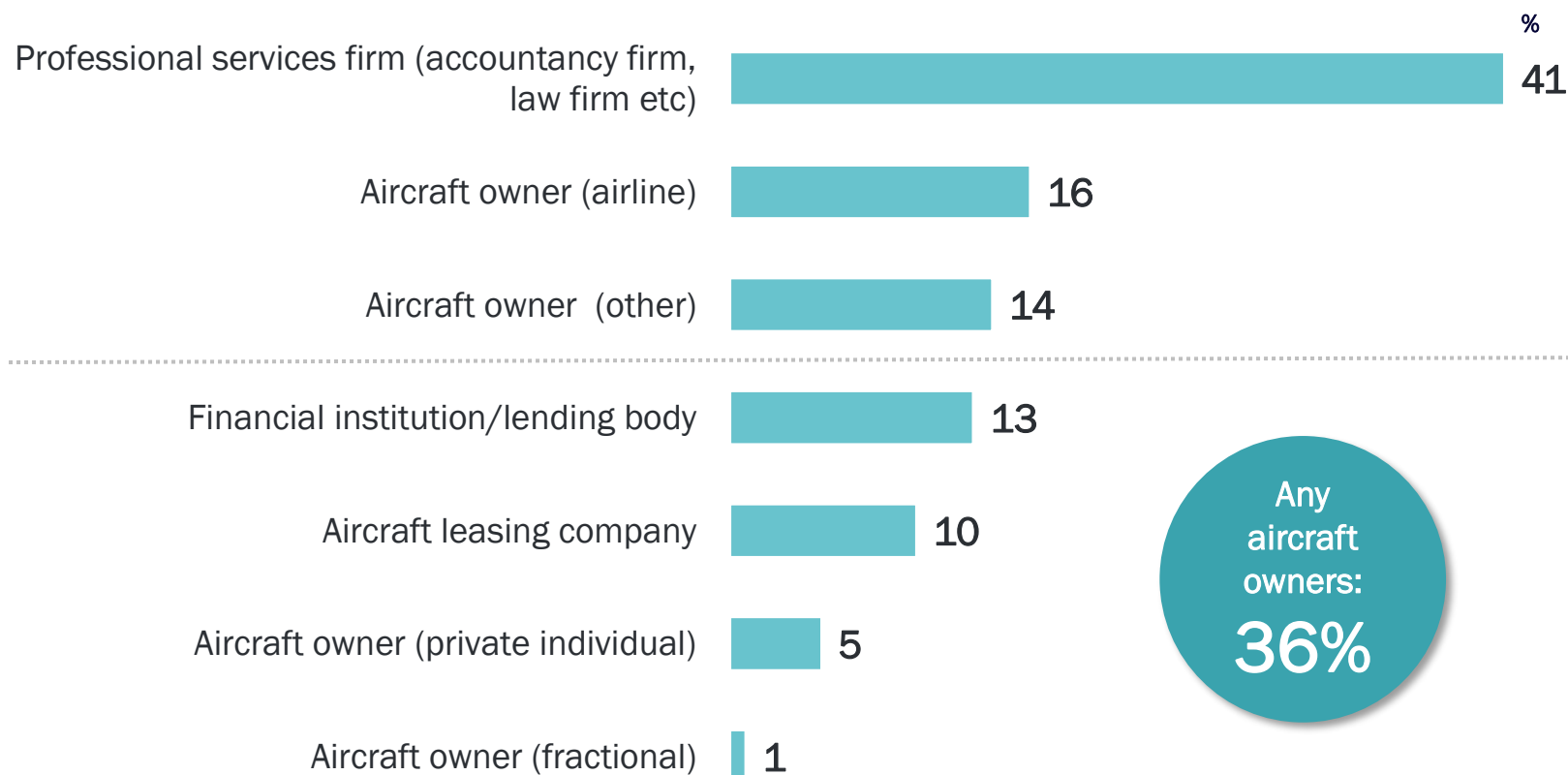
Fieldwork for the project took place between Monday 23rd October to Friday 17th November 2023. An incentive was offered for the first time in 2009 (3 x draws for \$250 Amazon voucher), and each year since then.



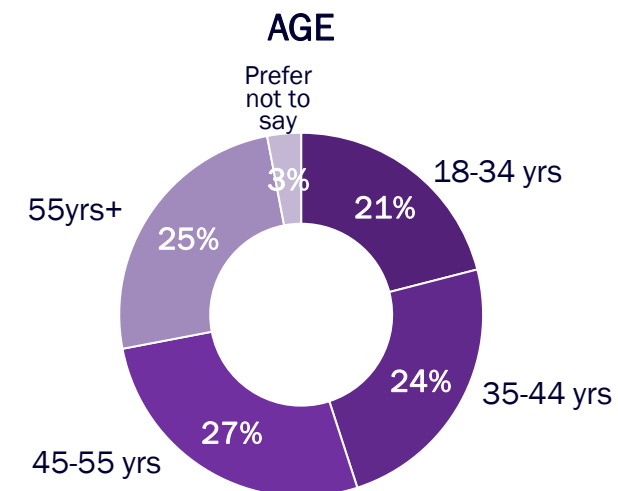
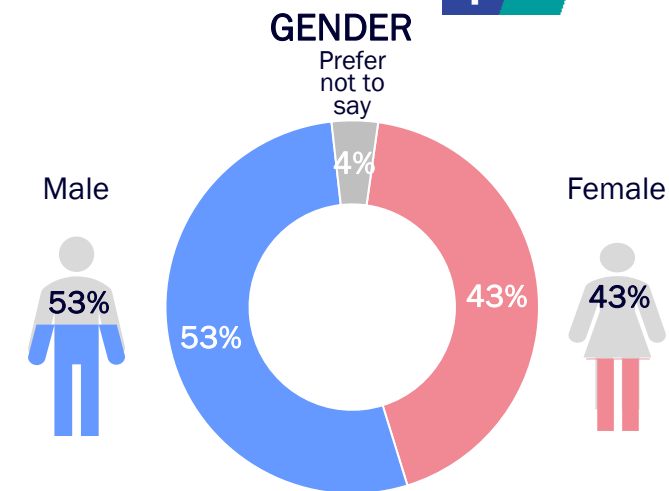
Sample profile

Sample Profile 2023 - Type of organisation

Base: All Users N - 314



Any aircraft owners: **36%**



Professional services firm is the most common type of organisation with 4 in 10 in this category. Slightly less than 4 in 10 (36%) are aircraft owners of some type.

Sample Profile Comparison - Type of organisation

Base: All Users N - 314

	2023	Previous Waves															
		2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Professional services firm	41	39	39	40	31	32	30	32	35	29	30	26	24	27	28	29	17
Aircraft owner (airline)	16	16	16	14	20	19	18	18	15	12	15	13	12	8	11	9	7
Other aircraft owner	14	13	11	12	11	13	17	17	13	20	17	21	18	19	19	23	32
Financial/lending institution	13	12	13	11	14	17	18	14	16	18	17	20	23	21	19	17	17
Aircraft leasing company	10	11	13	16	14	9	10	12	13	12	12	11	12	13	8	8	8
Aircraft owner (private individual)	5	8	7	8	9	9	7	7	8	9	8	8	10	10	13	14	18
Aircraft owner fractional	1	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 - 314



	2022	2021	2020	2019	2018	2017	2016
	%	%	%	%	%	%	%
Senior manager/partner	30	31	29	32	28	33	31
Lawyer	29	29	25	20	22	19	19
General administration/Office support	16	13	17	14	23	18	18
Legal assistant	13	11	15	17	13	13	12
Finance professional	10	16	13	17	14	18	20
IT/Systems analyst	2	0	0	0	0	0	0

The sample structure is consistent to the one from last year with senior manager and lawyer being the/as the most common roles.

Sample Profile 2023 - Gender and Age

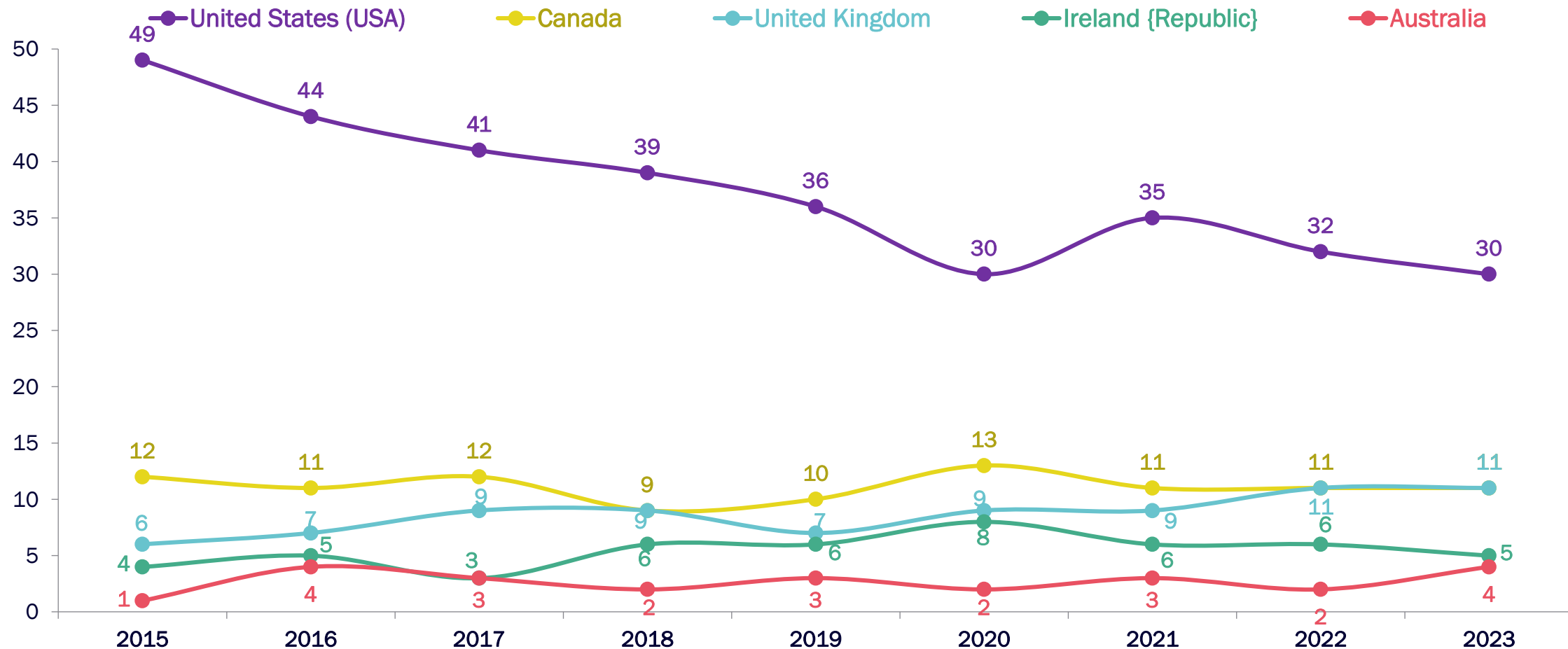
Base: All Users N - 314

	2023	Previous Waves															
		2022	2020	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007
Gender	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Male	53	53	58	55	47	51	53	49	47	50	48	50	50	50	47	44	63
Female	43	47	42	45	53	49	47	51	53	50	52	50	50	50	53	55	37
Prefer not to say	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Age	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
18-34	21	20	22	25	18	16	20	25	24	23	20	19	20	20	19	17	13
35-44	24	27	28	28	28	30	24	27	28	27	30	30	28	28	29	24	22
45-55	27	27	26	23	27	30	29	27	26	26	29	29	31	31	32	32	39
55+	28	27	25	24	26	24	27	20	22	24	21	22	22	22	21	26	26
Prefer not to say	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

The sample is still characterized by a male bias and is consistent with last year's sample.

Sample Profile Comparison - Top 5 Countries

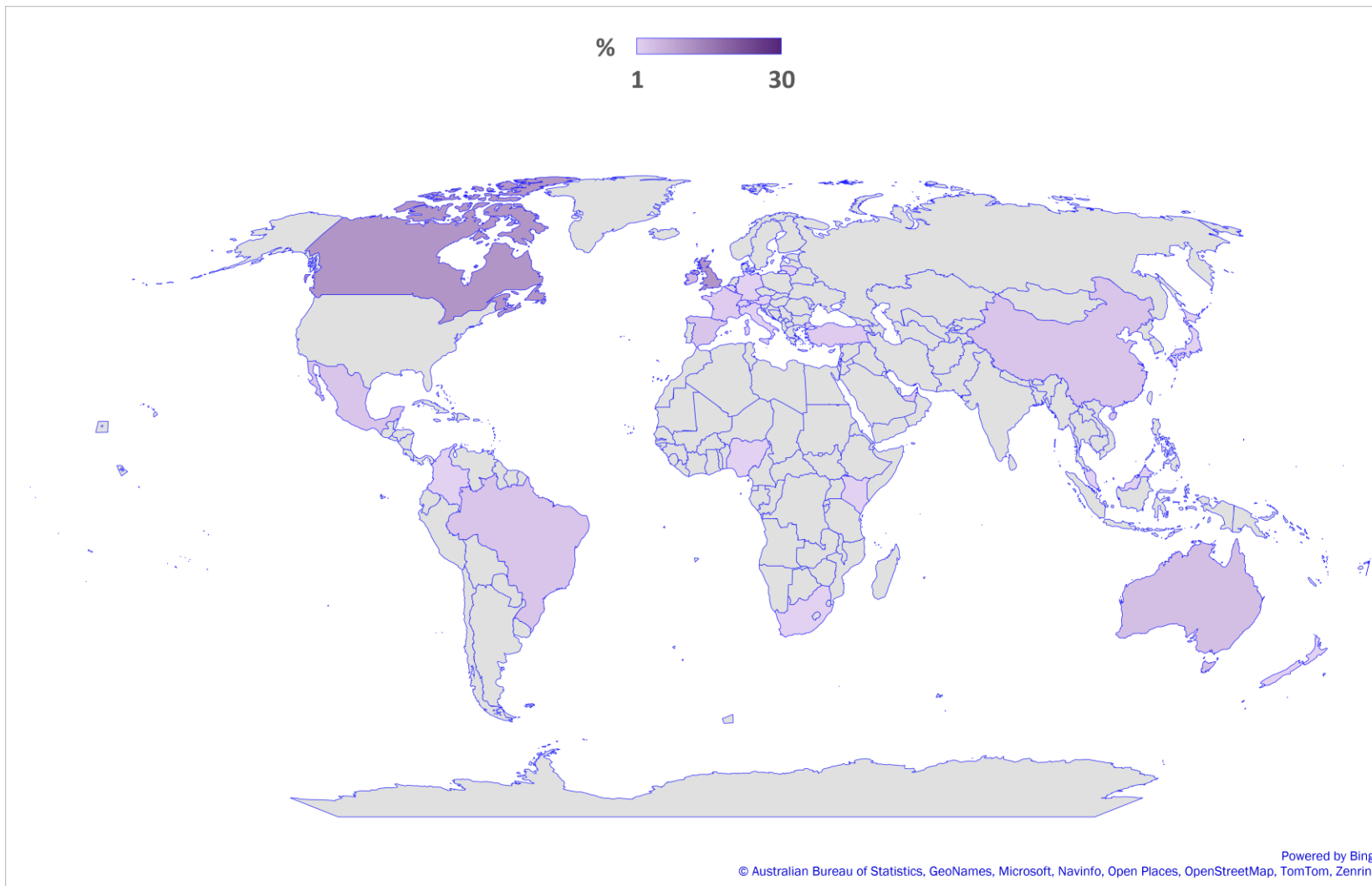
Base: All Users N - 314



Albeit declining, users from USA represent the bulk of users with 1 in 3 based in this country. The presence of users from the other top 5 countries is broadly stable since 2015.

Sample Profile Comparison - Worldwide

Base: All Users N - 314

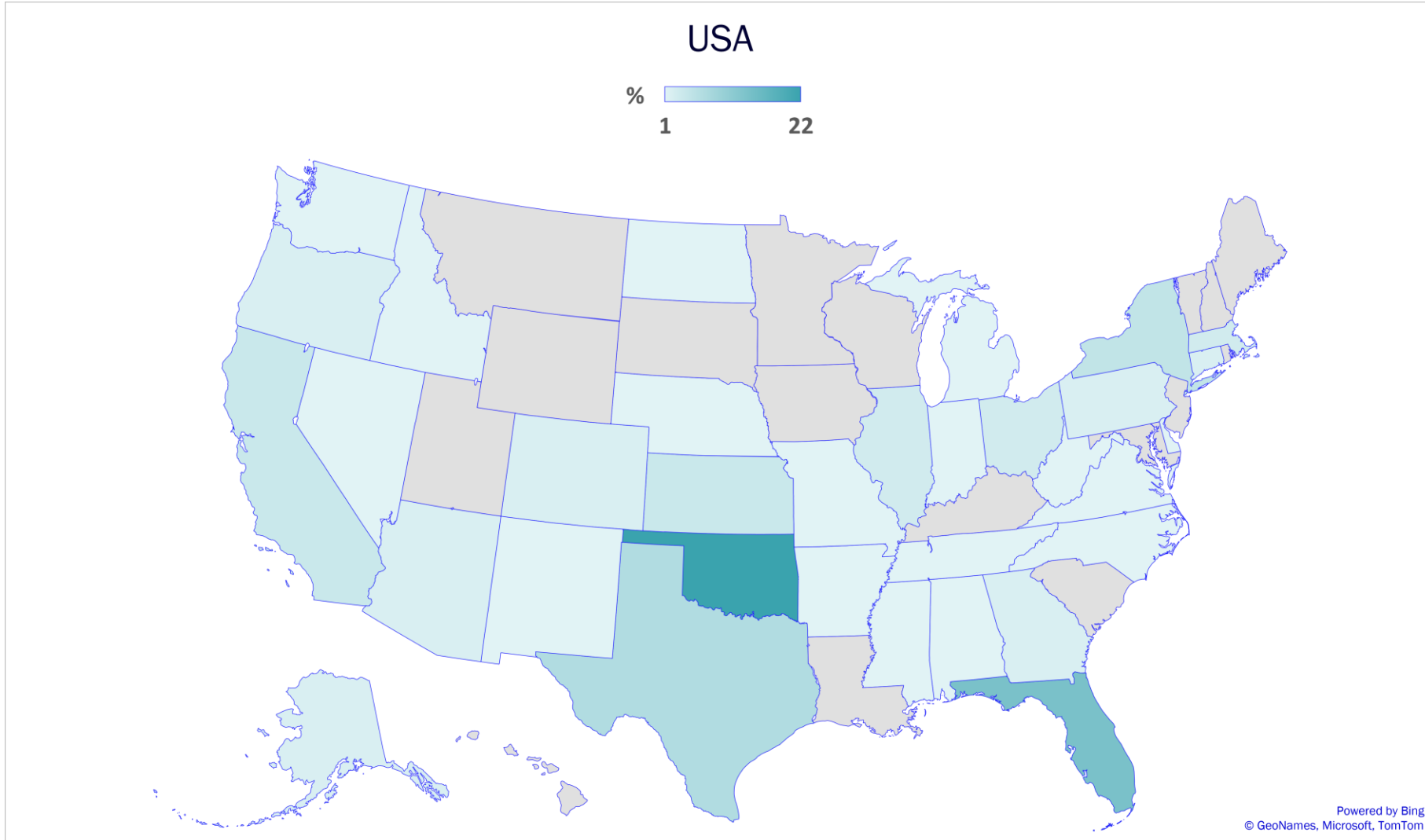


	2023	2022	2021	2020	2019	2018
	%	%	%	%	%	%
United States (USA)	30	32	35	30	36	39
United Kingdom	11	11	9	9	7	9
Canada	11	11	11	13	10	9
Ireland (Republic)	5	6	6	8	6	6
Australia	4	2	3	2	3	2
Brazil	3	2	2	1	1	1
China	3	4	1	3	4	2
Mexico	3	4	3	4	4	3
Spain	3	4	3	2	3	2
France	2	0	0	2	2	2
Luxembourg	2	1	1	1	2	2
Singapore	2	0	0	3	1	1
Turkey	2	1	2	1	1	0
United Arab Emirates	2	2	2	1	2	3
Austria	1	1	-	-	-	-
Belgium	1	1	1	1	0	0
Colombia	1	1	1	1	1	0
Germany	1	2	1	1	2	2
Italy	1	0	0	1	2	1
Japan	1	1	2	4	1	2
Kenya	1	1	1	1	1	1
Lithuania	1	1	1	1	0	0
Malaysia	1	1	1	0	1	1
New Zealand	1	2	1	0	0	0
Nigeria	1	0	0	0	0	0
South Africa	1	1	1	0	0	1
Switzerland	1	1	1	0	0	0

Respondents based in the USA now stand at 30% which is a minor, yet further decline in comparison to last year. The sample is more 'diverse' in comparison to last year with more countries populating the list.

Sample Profile Comparison – Within the USA

Base: All USA Users N - 94



	2023	2022	2021	2020	2019
	%	%	%	%	%
Oklahoma	22	17	16	19	15
Florida	14	9	9	11	4
Texas	7	8	7	11	5
New York	5	3	7	5	3
California	4	6	7	5	10
Kansas	4	7	5	2	3
Illinois	3	5	6	2	4
Massachusetts	3	2	2	2	2
Ohio	3	-	5	1	1
Alaska	2	-	-	1	3
Arizona	2	1	1	2	1
Colorado	2	2	2	2	-
Connecticut	2	1	1	3	5
Georgia	2	4	4	2	-
Oregon	2	-	1	-	1
Pennsylvania	2	3	2	2	3
Alabama	1	2	2	-	3
Arkansas	1	1	-	-	-
Delaware	1	-	-	-	-
Idaho	1	2	3	2	1
Indiana	1	3	1	-	1
Michigan	1	2	2	4	1
Mississippi	1	-	1	-	1
Missouri	1	3	1	-	1
Nebraska	1	-	-	-	-
Nevada	1	2	1	1	-
New Mexico	1	1	-	-	-
North Carolina	1	3	2	2	3
North Dakota	1	-	-	-	-
Tennessee	1	1	1	1	2
Virginia	1	2	1	4	2
West Virginia	1	-	-	-	-
Washington	1	3	3	5	2

Oklahoma continues to have the highest level of respondents (22%), and Florida respondents have increased this year to 14%. In general, USA respondents are more widely distributed in comparison to last year.

Sample Profile 2023- Frequency of Registry Usage



Base: All Users N - 314

	Total	Gender			Age				Organisation						Role in the organisation			
	2023	Male	Female	Prefer not to say	18-44 yrs	45-54 yrs	55 yrs +	Prefer not to say	Airline owners	Private owners	Other Owner	Lease company	Fin inst.	Prof firm	Senior manager/partner	Law	Finance professional	General Admin
Base:	314	165	136	13*	141	85	78	10*	51	16*	47	31	40	129	97	123	33	61
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Never	2	1	1	8	1	1	1	10	6	-	-	-	3	1	3	1	-	2
Once a year	31	37	24	31	26	28	42	30	29	88	45	23	25	23	41	20	36	34
Once a month	39	41	35	54	43	38	35	30	47	13	45	39	38	37	38	46	33	30
Once a week	15	12	19	-	13	19	13	10	14	-	9	29	28	12	13	17	21	8
Once a day	7	6	8	-	9	6	4	-	4	-	-	6	5	12	2	8	6	11
More than once a day	7	3	13	8	7	8	5	20	-	-	2	3	3	16	2	9	3	15

*Caution: Small base size

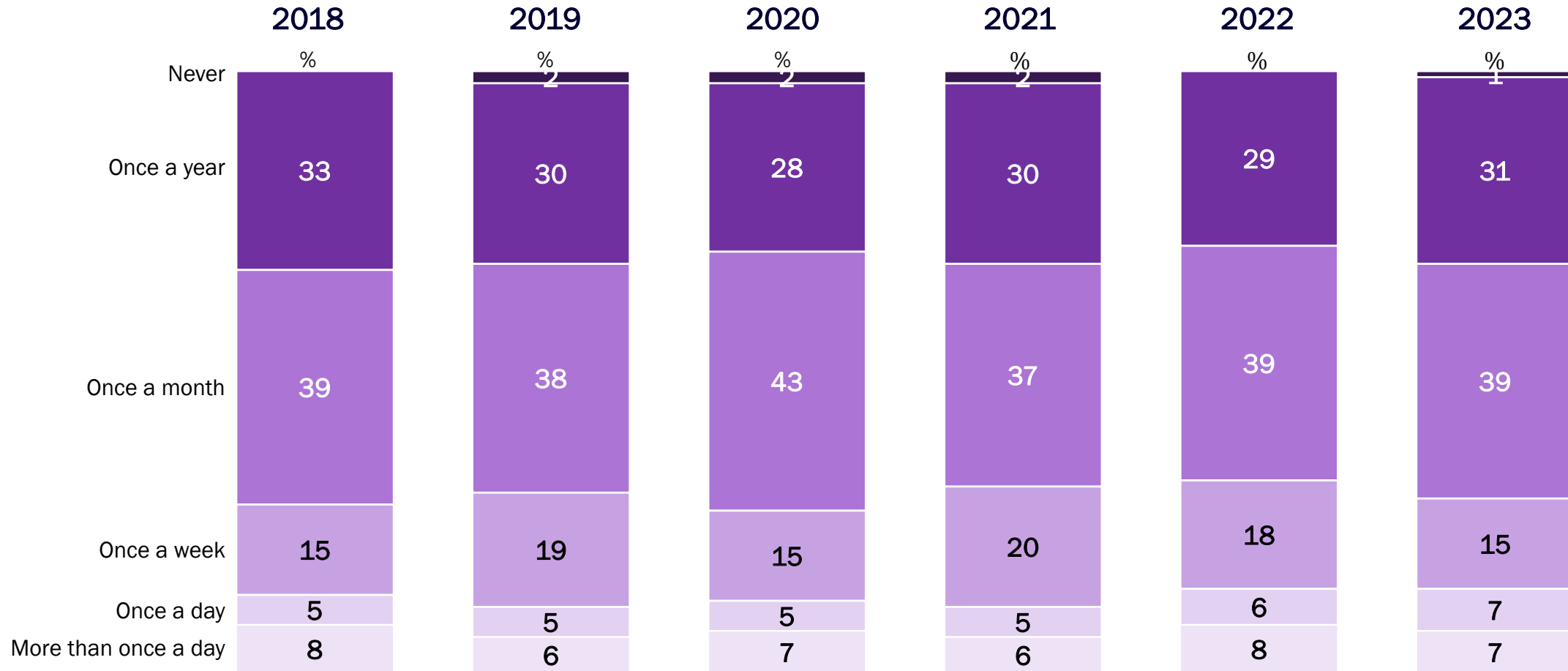
	Significantly higher than total
	Significantly lower than total

The majority use the registry once a month (39%) followed by those who use the registry once a year (31%). Lawyers, similar to last year, were most likely to use it weekly.

Sample Profile Comparison - Frequency Registry Usage



Base: All Users N - 314



While once a month usage has been stable since last year, there has been a small decline in more frequent use (weekly+) in comparison to last year.

Sample Profile 2023 - Social Media Usage



Base: All Users N - 314

	Total												2023						
													Gender			Age			
	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	Male	Female	Prefer not to say	18-44 yrs	45-54 yrs	55 yrs +	Prefer not to say
Base:	314	309	309	300	254	285	318	335	317	352	345	349	165	136	13**	141	85	78	10**
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Facebook	47	48	48	49	47	55	56	60	58	54	57	52	44	54	46	48	46	51	40
LinkedIn	61	59	61	61	53	55	57	59	54	53	48	43	65	60	31	68	62	53	30
X (formerly Twitter)	18	24	20	21	17	17	20	19	16	16	18	16	26	10	15	21	21	13	10
Instagram*	42	47	39	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	33	54	23	55	41	22	20
Other	5	5	6	17	11	10	8	9	5	6	4	4	6	4	-	8	5	1	-
None	18	17	18	17	28	21	22	20	20	24	27	32	23	10	54	12	14	29	60
Any Facebook/LinkedIn	74	72	74	75	67	76	75	77	79	73	70	66	70	82	31	79	78	65	40
Any Facebook/LinkedIn/X (formerly Twitter)/Instagram*	80*	82*	80*	83	72	79	78	80	80	76	73	68	75	88	46	84	85	71	40

Significantly higher than total

Significantly lower than total

**Caution: Small base size

8 in 10 use social media nowadays, albeit social media usage registered a small decline in comparison to last year. LinkedIn is the most used platform (61%) it's the only platform that registered a small increase in usage in comparison to last year. X (formally Twitter) is down six percentage points.

Sample Profile 2023 - Social Media Usage

Base: All Users N - 314

	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:	314	51	16*	47	31	40	129	97	123	33	61
	%	%	%	%	%	%	%	%	%	%	%
Facebook	47	41	19	60	29	53	51	44	50	36	52
LinkedIn	61	61	38	74	52	55	64	71	67	36	49
X (formerly Twitter)	18	22	19	23	16	20	16	25	15	9	20
Instagram	42	45	25	45	26	40	46	42	45	21	46
Other	5	10	6	4	3	-	5	1	4	9	11
None	18	14	50	13	26	18	17	15	16	33	20
Any Facebook/LinkedIn	74	73	38	87	61	70	78	77	76	58	72
Any Facebook/LinkedIn/X (formerly Twitter)/Instagram	80	80	44	87	74	83	81	85	82	61	77

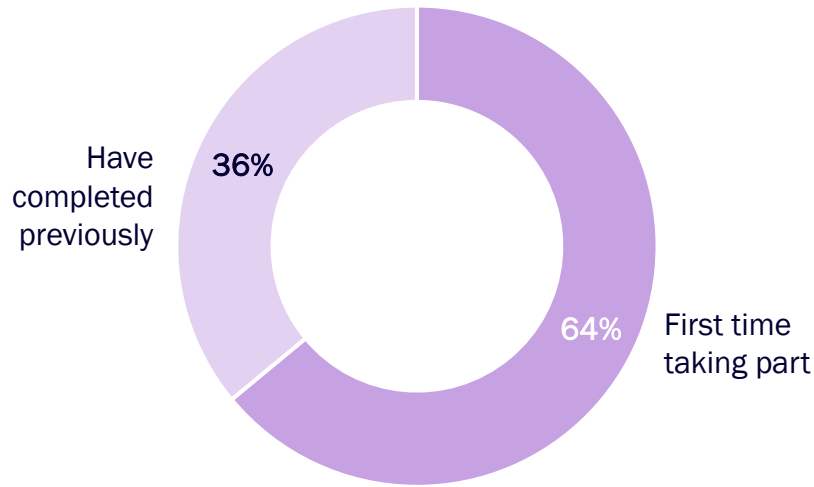
*Caution: Small base size

	Significantly higher than total
	Significantly lower than total

Caution needed given the small base, but results suggest that private owners are less likely to use social media.

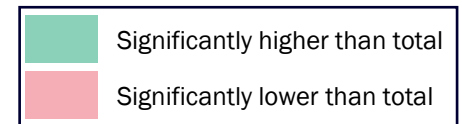
Sample Profile 2023 - First time Respondents

Base: All Users N - 314



	Gender			Age				Organisation					And in what country are you yourself based?		
	Male	Female	Prefer not to say	18-44 yrs	45-54 yrs	55 yrs +	Prefer not to say	Airline	Private owner	Other owner	Lease company	Fin inst.	Prof firm	United States (USA)	Others
UNWTD	165	136	13*	141	85	78	10*	51	16*	47	31	40	129	91	223
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
First time taking part	67	63	46	71	62	54	60	63	88	64	52	48	70	58	66
Have completed previously	33	38	54	29	38	46	40	37	13	36	48	53	30	42	34

*Caution: Small base size



Almost 2 in 3 completed the survey for the first time this year, and they are more likely to be private owners.



Satisfaction with key service aspects

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

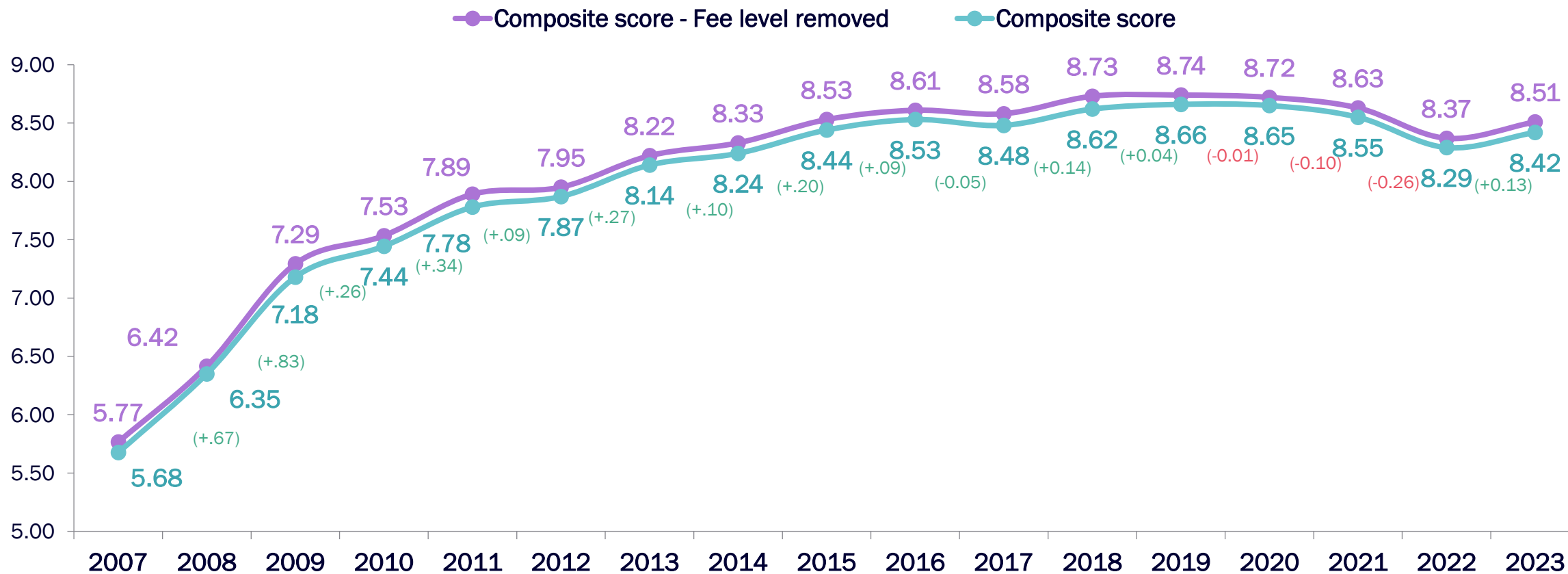
(Pearson's Correlations) 2023

		2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010
Fit of Registry and business functionality	0.77	0.71	0.71	0.73	0.66	0.77	0.79	0.81	0.71	0.78	0.75	0.81	0.76	0.78
Level of fee charged	0.66	0.52	0.60	0.63	0.58	0.60	0.65	0.56	0.49	0.62	0.63	0.65	0.60	0.69
Quality of information sent to you from the Registry Officials	0.65	0.42	0.53	0.48	0.51	0.62	0.55	0.45	0.46	0.51	0.59	0.56	0.55	0.62
Technical knowledge of Registry Officials regarding the Registry	0.63	0.44	0.35	0.50	0.52	0.49	0.53	0.46	0.35	0.52	0.57	0.47		
Overall ease of use of the Registry	0.62	0.50	0.69	0.70	0.69	0.69	0.68	0.68	0.62	0.70	0.64	0.73	0.64	0.73
Speed of Registry during use.	0.59	0.52	0.59	0.60	0.56	0.61	0.56	0.45	0.41	0.60	0.54	0.62	0.45	0.59
Reliability of technical aspects of the Registry	0.58	0.58	0.63	0.61	0.60	0.65	0.47	0.60	0.42	0.58	0.56	0.64	0.50	0.64
Speed of refunds	0.58	0.53	0.40	0.63	0.60	0.56	0.50	0.56	0.43	0.47	0.57	0.66	0.39	0.51
Efficiency of resolution of queries by Registry Officials	0.57	0.44	0.51	0.54	0.49	0.43	0.54	0.56	0.44	0.55	0.57	0.56	0.44	0.61
Availability of Registry Officials	0.56	0.48	0.38	0.46	0.55	0.43	0.58	0.57	0.41	0.50	0.60	0.64	0.55	0.51
Registry Officials' language skills	0.52	0.35	0.42	0.50	0.47	0.50	0.45	0.31	0.37	0.42	0.49	0.49	0.42	0.44
Speed of approval for new Administrators/Users	0.50	0.42	0.56	0.52	0.50	0.44	0.57	0.41	0.40	0.55	0.48	0.64	0.42	0.53
Efficiency of credit card transactions.	0.44	0.35	0.44	0.47	0.39	0.50	0.50	0.35	0.43	0.50	0.50	0.49	0.37	0.45

The fit of Registry with business functionality continues to be the most important definer of the perceived worth of the Registry. Several aspects have strengthened their importance in comparison to last year.

Overall Weighted Registry Experience Rating

Base: All Users N – 314 in 2023

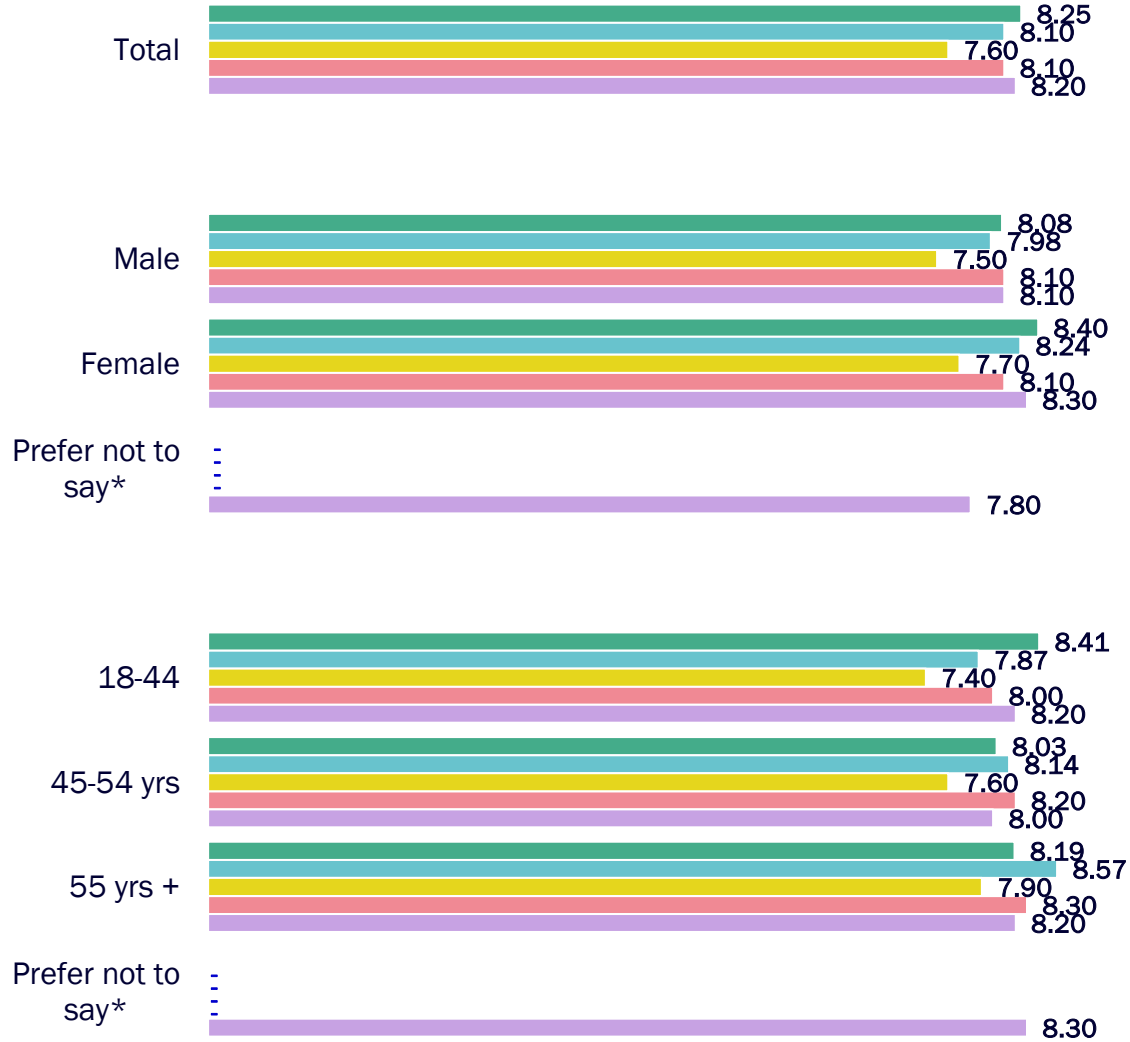
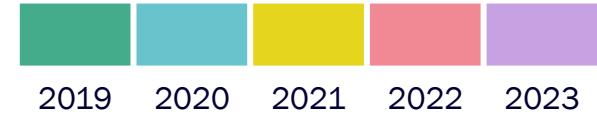


The 2023 composite score is 8.42 (out of 10) which is a small increase in comparison to last year (+0.13).

Overall Satisfaction with the Registry x Demographics



Base: All Users N - 314



Little to choose between satisfaction amongst different user groups. Overall satisfaction is highest amongst users from Lease companies. Decline in overall satisfaction amongst private owners.

Overall Worth of Registry to Business: Ten point Rating Scale

Base: All Users N - 314



The perceived worth of the Registry to users' business stands at 8.35 which is stable since last year.

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

Base: All Users N – 314 in 2023

	Mean Performance Rating													
	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010
Registry Officials' language skills	9.17	9.09	9.34	9.2	9.35	9.27	9.24	9.27	9.25	9.04	8.95	8.91	8.96	8.76
Efficiency of credit card transactions	8.98	8.97	8.86	9.1	9.1	8.88	9.02	9.06	9.04	8.91	8.77	8.32	8.48	8.22
Technical knowledge of Registry Officials regarding the Registry	8.84	8.8	8.98	9.04	9	9.01	8.92	8.95	8.91	8.69	8.57	8.38	8.4	8.2
Quality of information sent to you from the Registry Officials	8.73	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
Efficiency of resolution of queries by Registry Officials	8.65	8.6	8.85	8.98	9.13	9.11	8.95	8.93	8.88	8.63	8.44	8.23	8.06	7.82
Availability of Registry Officials	8.6	8.52	8.91	8.9	9.17	8.86	8.95	8.95	8.86	8.57	8.38	8.02	8.08	7.64
Speed of Registry during use.	8.47	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
Reliability of technical aspects of the Registry	8.43	8.34	8.62	8.6	8.53	8.38	8.23	8.46	8.42	8.28	7.79	7.79	7.89	7.3
Speed of approval for new Administrators/Users	8.42	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
Speed of refunds	8.15	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
The degree to which the functionality of the Registry fits with the way your business functions.	8.01	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
Overall ease of use of the Registry	7.8	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
Level of fee charged	7.56	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

Strong results with satisfaction up for all the Registry aspects with the only exception of 'The degree to which the functionality of the Registry fits with the way your business functions.' which registered the same satisfaction as last year.

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

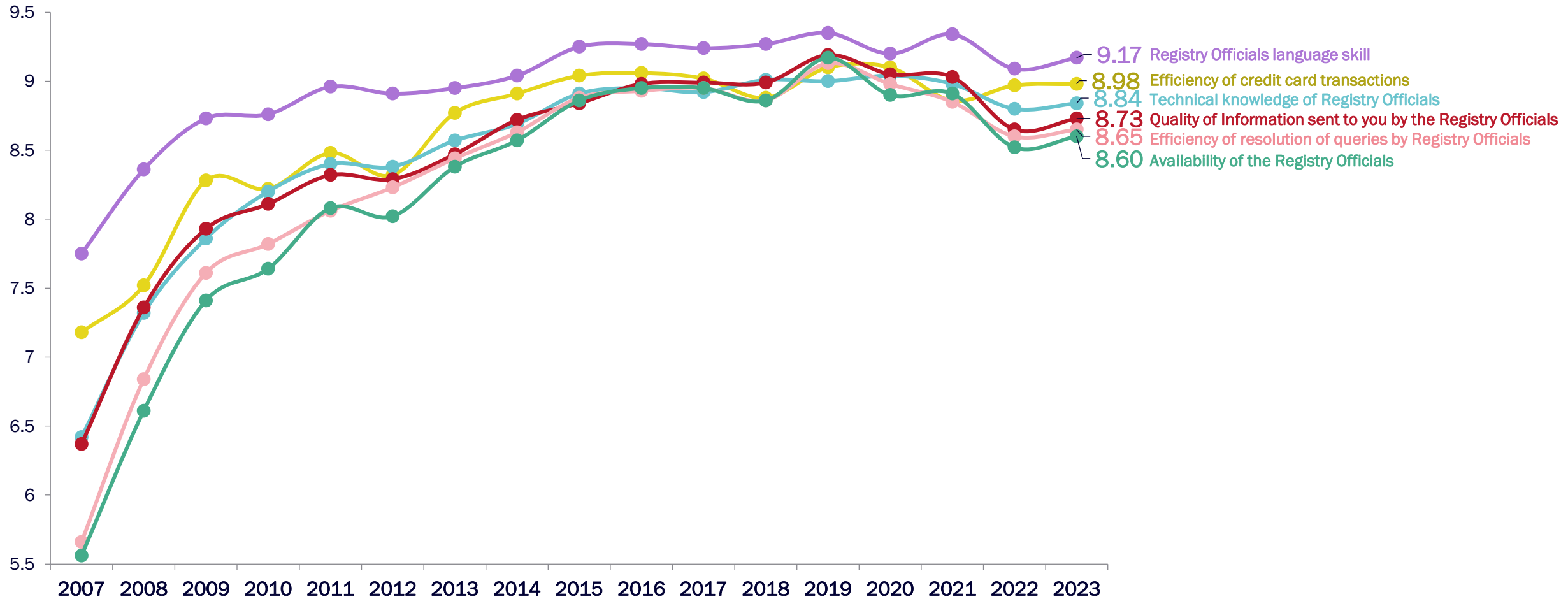
Base: All Users N – 314 in 2023



Ranked on Most Important	Mean Performance Rating						% Scoring 1-2						% Scoring 9-10						% of No Opinion						YOY CHANGE 2023 vs 2022	
	2023	2022	2021	2020	2019	2018	2023	2022	2021	2020	2019	2018	2023	2022	2021	2020	2019	2018	2023	2022	2021	2020	2019	2018		
MOST IMPORTANT							%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		
Fit of Registry and business functionality	8.01	8.01	8.08	8.28	7.93	8.12	4	3	3	2	3	2	49	47	50	52	47	52	5	6	6	5	2	2	=	
Level of fee charged	7.56	7.46	7.67	7.89	7.78	7.59	2	2	3	1	1	2	35	32	40	40	39	37	10	10	10	11	8	6	+0.10	
Quality of information sent to you by the Registry Officials	8.73	8.65	9.03	9.05	9.19	8.99	2	1	0	1	0	0	61	57	68	66	73	71	7	7	6	7	7	2	+0.08	
Technical knowledge of Registry Officials regarding the Registry	8.84	8.80	8.98	9.04	9.00	9.01	1	1	1	1	0	2	60	60	64	64	70	70	13	9	12	11	5	6	+0.04	
Overall ease of use of the Registry	7.80	7.68	7.87	8.04	7.91	7.8	4	3	4	2	4	4	43	39	47	47	44	44	1	2	2	1	0	-	+0.12	
Speed of registry during use	8.47	8.16	8.45	8.49	8.46	8.26	2	3	1	1	2	3	59	50	58	58	60	55	2	2	3	2	1	0	+0.31	
Reliability of technical aspects of the Registry	8.43	8.34	8.62	8.6	8.53	8.38	2	1	1	1	0	2	54	48	57	56	54	54	10	11	7	7	9	7	+0.09	
Speed of refunds	8.15	7.96	8.95	8.81	8.95	8.83	2	3	0	1	0	0	16	16	31	32	36	34	73	69	56	56	51	49	+0.19	
Efficiency of resolution of queries by Registry Officials	8.65	8.60	8.85	8.98	9.13	9.11	1	2	1	1	1	1	60	56	65	69	76	74	8	9	10	8	4	6	+0.05	
Availability of Registry Officials	8.60	8.52	8.91	8.90	9.17	8.86	1	2	1	2	0	2	56	54	65	62	76	71	8	10	9	9	3	5	+0.08	
Registry Officials language skills	9.17	9.09	9.34	9.20	9.35	9.27	0	1	0	2	0	0	71	66	70	69	75	75	9	13	15	14	8	9	+0.08	
Speed of approval for new Administrators/Users	8.42	8.22	8.88	8.91	9.05	8.98	1	2	0	0	1	0	49	50	61	62	68	66	15	13	14	12	10	9	+0.20	
Efficiency of credit card transactions	8.98	8.97	8.86	9.10	9.10	8.88	0	0	2	0	1	1	64	62	67	70	70	67	15	15	8	10	8	7	+0.01	
LEAST IMPORTANT																										

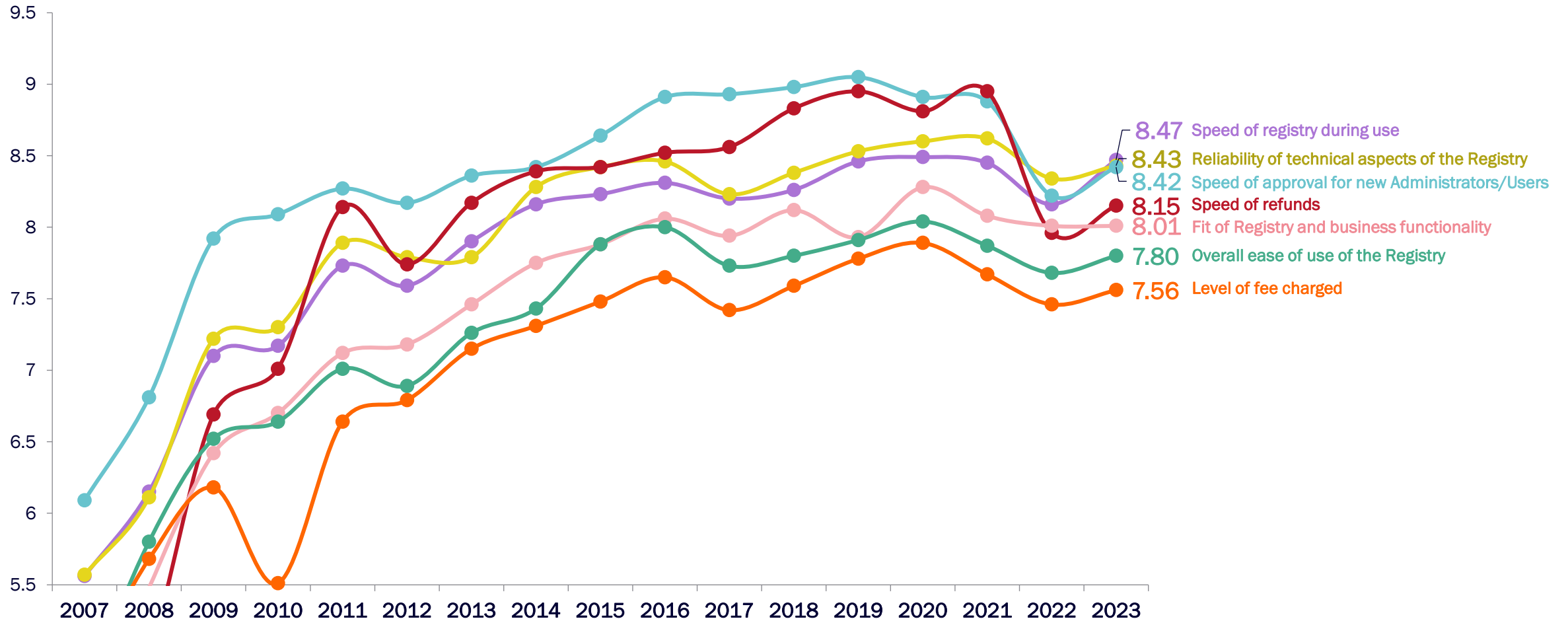
Top box scores have rebounded a little this year, especially with respect to speed of registry use (up 9 ppts to 59%) , Reliability of technical aspects of the Registry (up 6 ppts to 54%)

Key Service Aspects: Overall Performance Rating (Ten Point Scale) – Top 6 Criteria



Overall satisfaction with top 6 criteria is high and ranges from 8.60 to 9.17 which almost all of them registering a small increase since last year.

Key Service Aspects: Overall Performance Rating (Ten Point Scale) – Remaining Aspects



Overall satisfaction with the remaining aspects ranges from 7.56 to 8.47 with all these aspects registering a small increase with the exception of 'fit of registry and business functionality' which is stable.

Key Service Aspects: Satisfaction With The Registry x Key User Groupings



Base: All Users N - 314

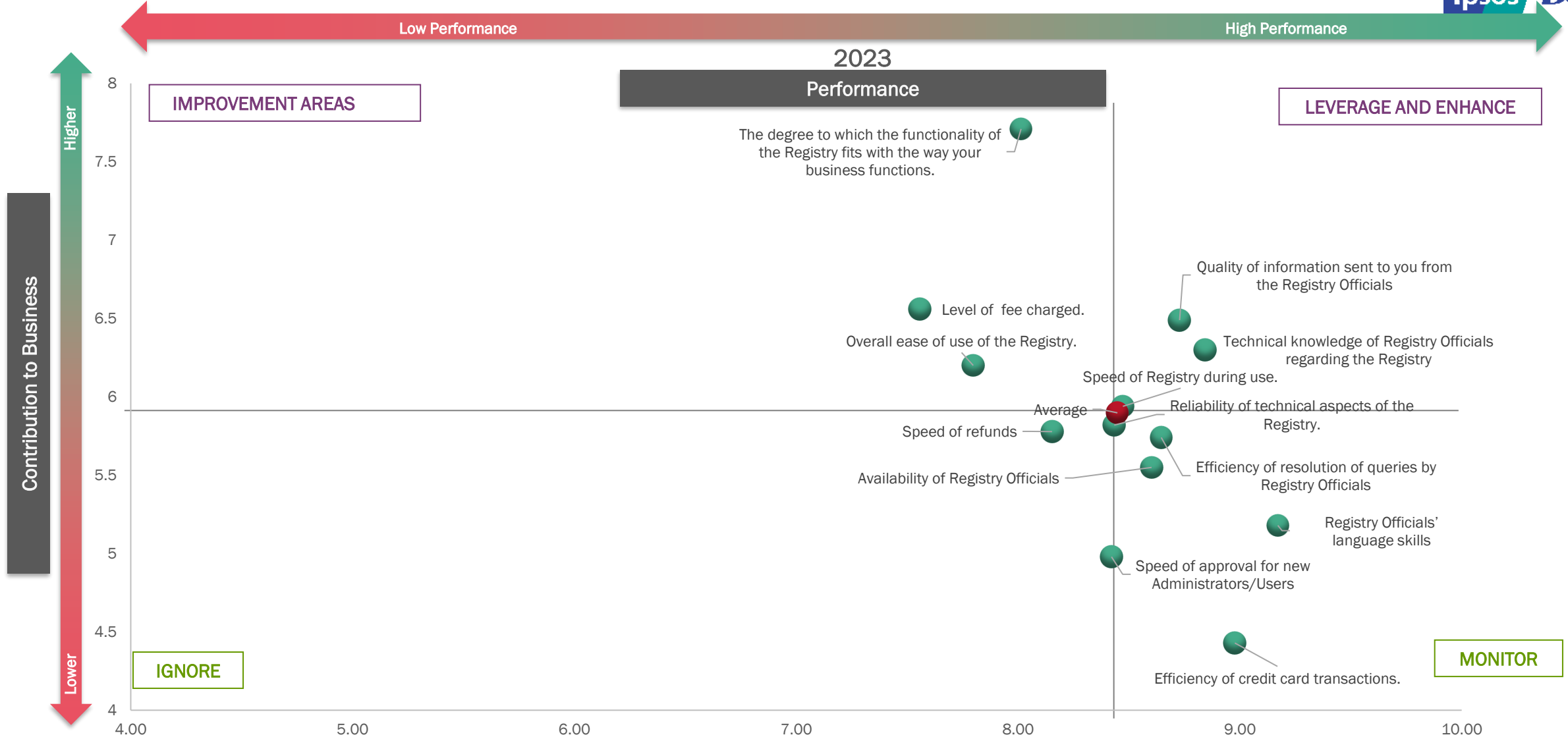
	Total	Gender			Age				Organisation					
		Male	Female	Prefer not to say	18-44	45-54 yrs	55 yrs +	Prefer not to say	Airline owners	Private owners	Other Owner	Lease company	Fin inst.	Prof firm
Base:	314	165	136	13*	141	85	78	10*	51	16*	47	31	40	129
Registry Officials' language skills	9.17	9.10	9.25	9.20	9.16	9.14	9.18	9.50	8.98	9.36	9.33	9.13	8.86	9.28
Efficiency of credit card transactions.	8.98	9.04	8.91	9.00	8.86	8.96	9.27	8.50	9.09	9.23	9.11	8.70	8.88	8.96
Technical knowledge of Registry Officials regarding the Registry	8.84	8.92	8.81	8.10	8.67	9.01	8.97	8.67	8.54	8.86	8.83	9.44	8.42	8.96
Quality of information sent to you by the Registry Officials	8.73	8.74	8.76	8.20	8.69	8.67	8.88	8.63	8.44	8.60	8.84	8.76	8.79	8.80
Efficiency of resolution of queries by Registry Officials	8.65	8.63	8.71	8.10	8.58	8.73	8.70	8.38	8.51	8.62	8.63	9.00	8.32	8.73
Availability of the Registry Officials	8.60	8.58	8.64	8.40	8.56	8.49	8.75	9.00	8.34	8.62	8.51	8.63	8.63	8.73
Speed of Registry during use.	8.47	8.56	8.41	8.00	8.34	8.40	8.75	8.78	7.98	8.63	8.69	8.58	8.54	8.52
Reliability of technical aspects of the Registry.	8.43	8.42	8.46	8.27	8.20	8.59	8.65	8.78	8.28	9.18	8.51	8.36	8.11	8.52
Speed of approval for new Administrators /Users	8.42	8.45	8.41	8.18	8.15	8.58	8.76	8.43	8.07	8.43	8.56	8.54	8.06	8.61
Overall worth of the Registry to my organisation/business.	8.35	8.25	8.50	7.77	8.53	8.10	8.28	8.00	7.56	7.13	8.04	8.71	8.85	8.67
Speed of refunds	8.15	8.26	8.06	7.50	8.07	8.18	8.25	9.00	7.63	9.50	8.11	7.63	6.50	8.92
The degree to which the functionality of the Registry fits with the way your business functions.	8.01	7.89	8.19	8.15	8.07	7.90	8.03	8.40	7.40	7.14	7.98	8.41	7.95	8.28
Overall ease of use of the Registry.	7.80	7.72	7.90	7.69	8.04	7.55	7.57	8.20	7.00	7.81	7.22	8.35	7.72	8.21
Level of fee charged.	7.56	7.46	7.71	7.20	7.50	7.64	7.56	7.50	7.39	7.57	7.43	7.04	7.59	7.79

*Caution: Small base size

In general, satisfaction is higher among females and those aged 55+. Satisfaction tends to be lower among airline owners.

Strategic Performance Matrix 2023

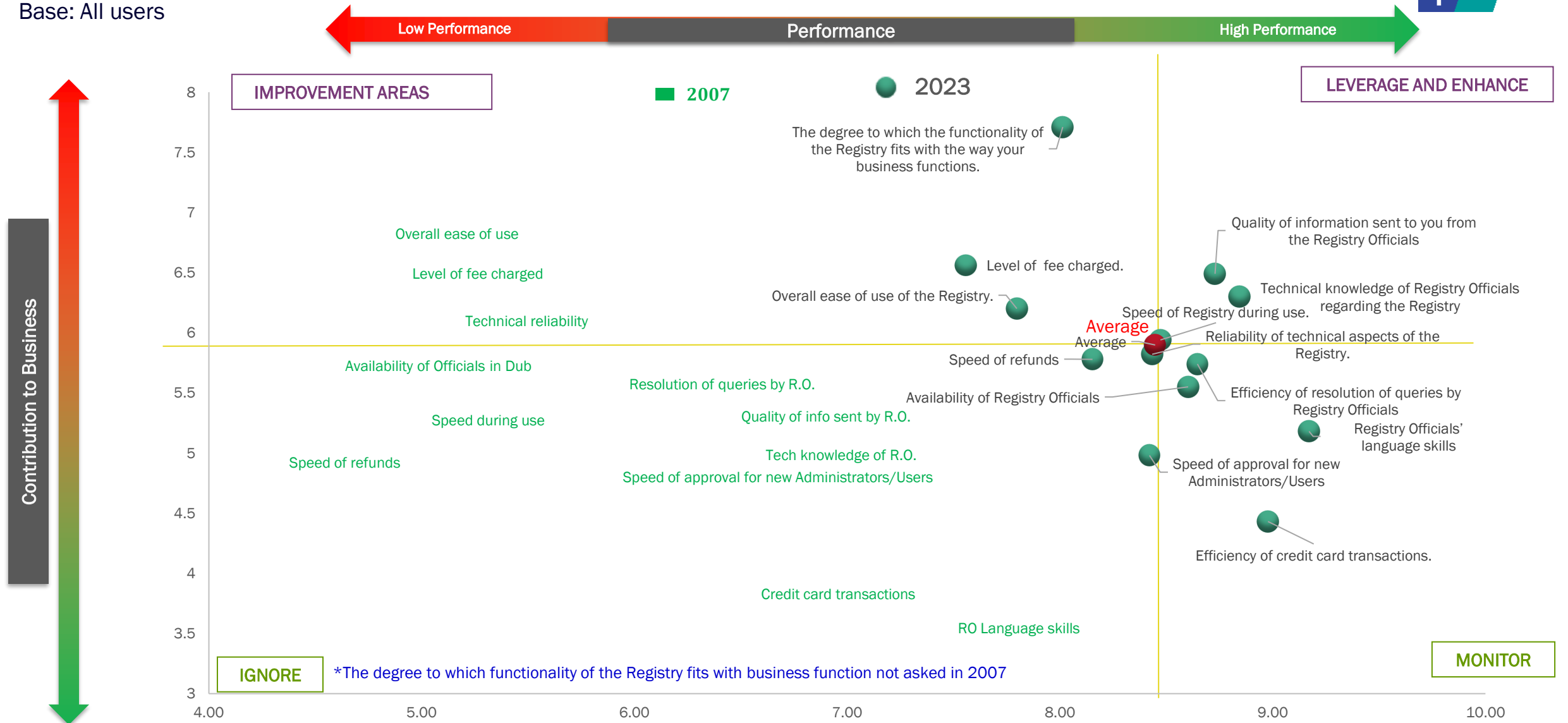
Base: All Users N - 314



Fees and ease of use performed less well than other aspects

Strategic Performance Matrix 2023 vs 2007

Base: All users



In superimposing the 2023 data on the original 2007 strategic performance map, we can see the extraordinary extent of the user improvements made over the intervening years.

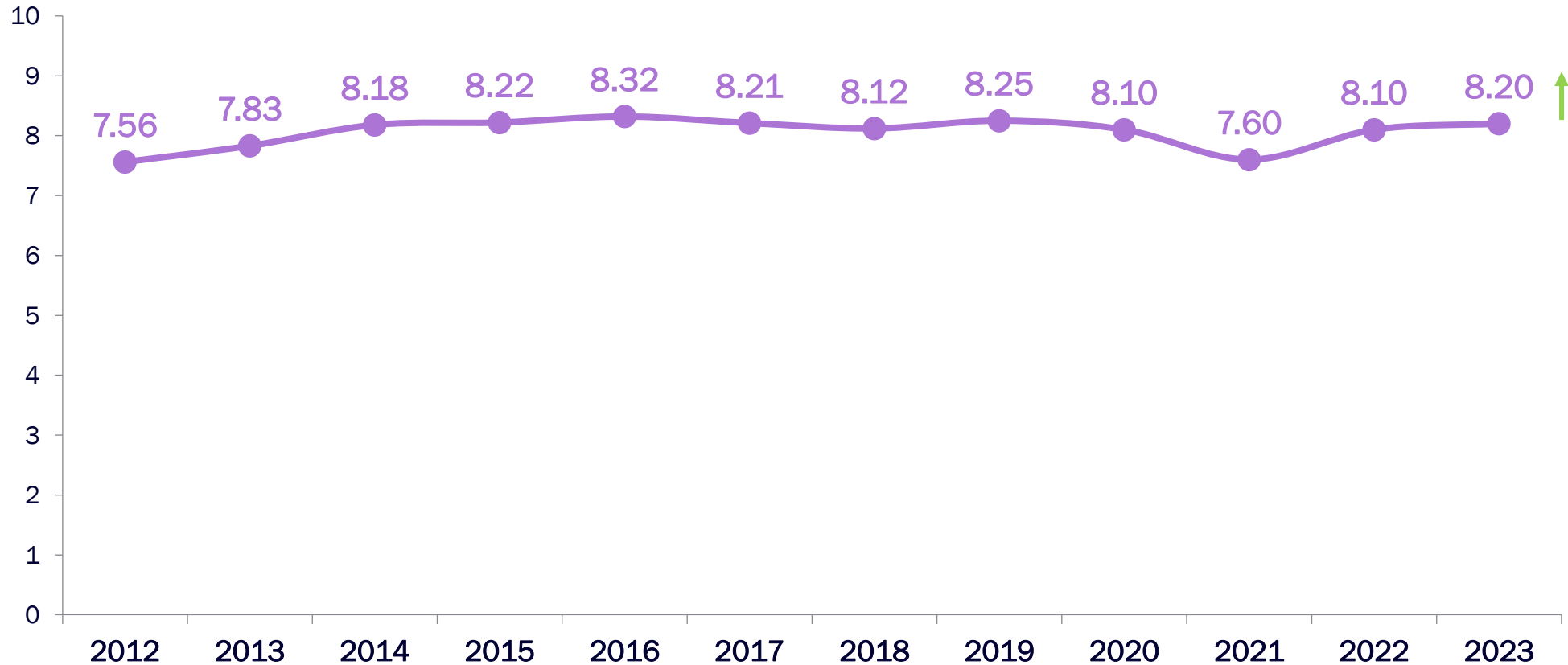


Overall Satisfaction, NPS score & VFM



Overall Satisfaction with the Registry - Summary

Base: All Users N - 314

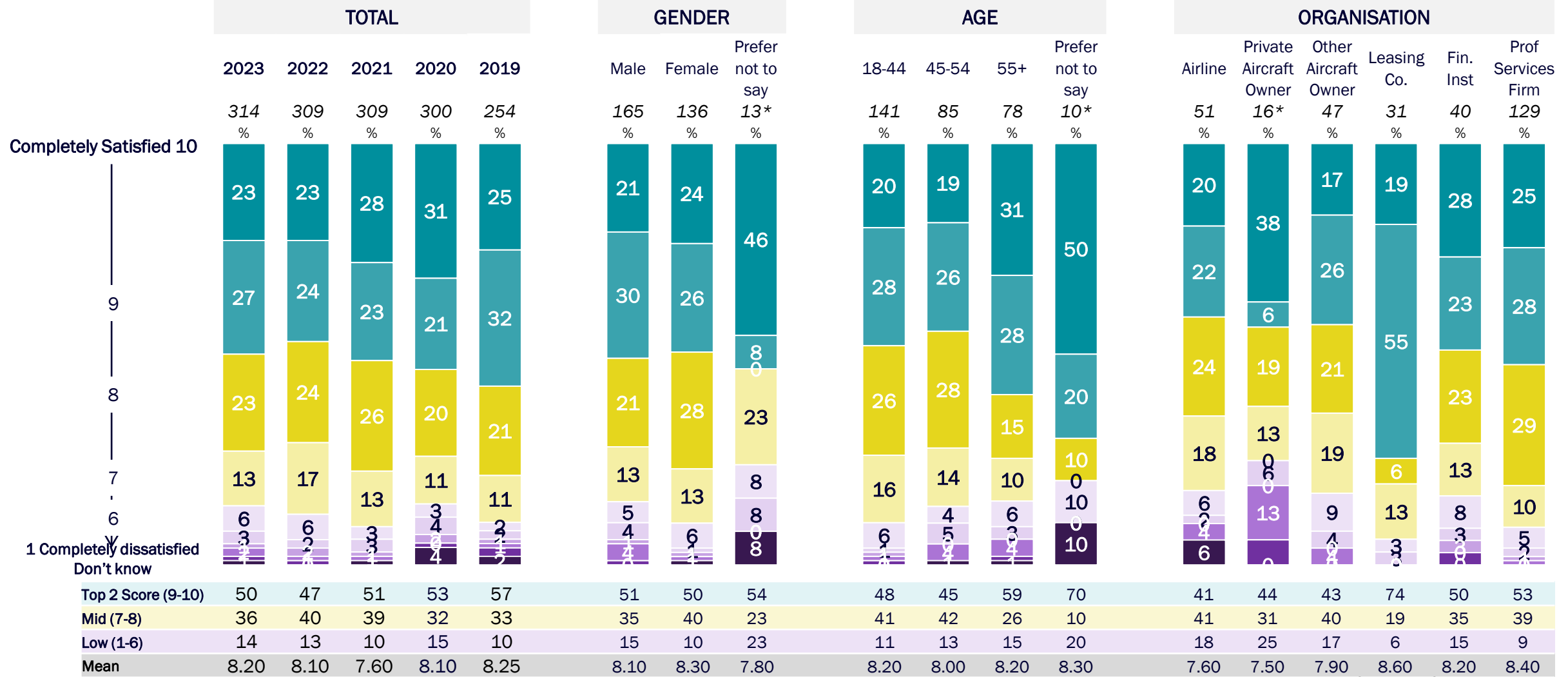


Overall satisfaction in 2023 is 8.20 (out of 10) which is the highest score since 2019.

Overall Satisfaction with the Registry



Base: All Users N - 314

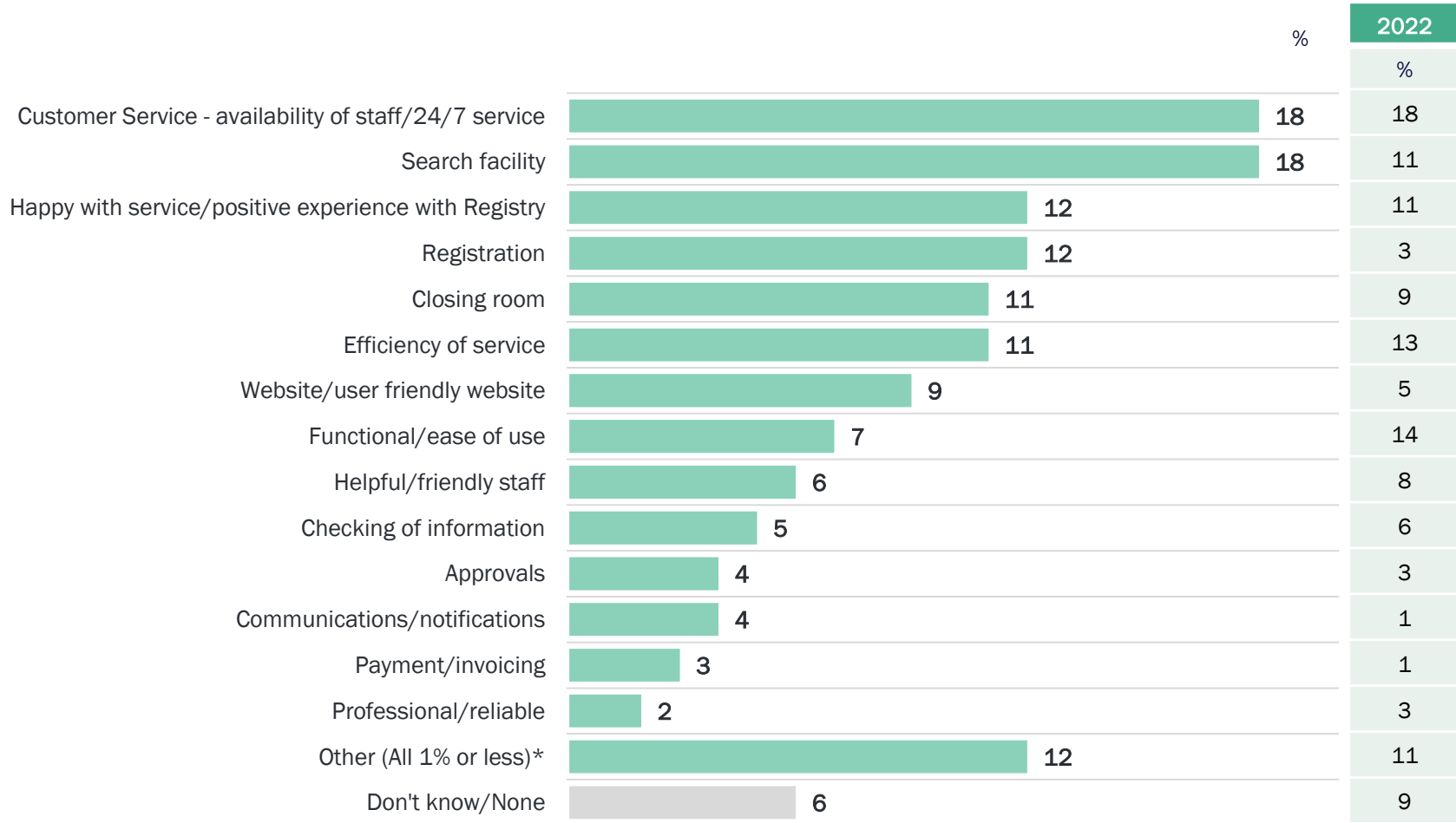


*Caution: Small base size

Overall satisfaction registered a small increase in comparison to last year (increase driven by rating the registry as 9). We need to be cautious re small base sizes but satisfaction is higher among users from Leasing companies and users aged 55+.

Reasons for mid/high Overall Satisfaction (scores 7-10)

Base: All respondents scoring 7 to 10 N – 274



List of Other* answers

- Provides security/protection
- Cumbersome/difficult to navigate
- Limited experience with Registry
- Log in issues
- Renewal procedure
- Have a better understanding of registry/educate
- Can log in from any computer
- New log in system works well
- Consents

Customer Service is again the top reason for satisfaction with the registry this year. Second top reason is search facility which registered an increase YOY. Satisfaction driven by 'functional/ease of use' has declined since last year instead.

Reasons for mid/high Overall Satisfaction (scores 7-10)

Base: All respondents scoring 7 to 10 N – 274

Its a very useful straightforward software and user-friendly.

The website, in general, is user-friendly, with not too many tabs, making it easier to find what you're looking for. In case of any issues, I received a prompt response from the authorities

Layout is very user friendly and allows for administration to assist other users step by step very easily

The support team are fantastic at getting us set up, approved and working online.

Customer service from the officials us superb. I also think it's a very reliable tool and provides a high degree of trust for all parties involved.

I did not see a question further on with respect to other suggestions, so let me add that the registry is not too intuitive. There could be a quick guide or easier way to access the different features, even possibly a way to add "favorite" functions for an easier access.

The search function is easy to use and provides quick at a glance information regarding the registration status of a certain asset.

Closing rooms, access to information, PUE consents and authorization system

The IR closing room is an excellent feature along with being able to conduct searches by closing room ID. I like that it is now cloud based and you have the ability to access the site from any compute

Closing Room is a very efficient way to set up the filings to share for review by the parties and also to run the PSCs for the assets upon completion of the filings

Overall the system is quite easy to use, it's clear, it's not overloaded with information and once you know what are doing it is efficient to use. The team are excellent and very responsive, very easy to pick up a phone and get through to them.

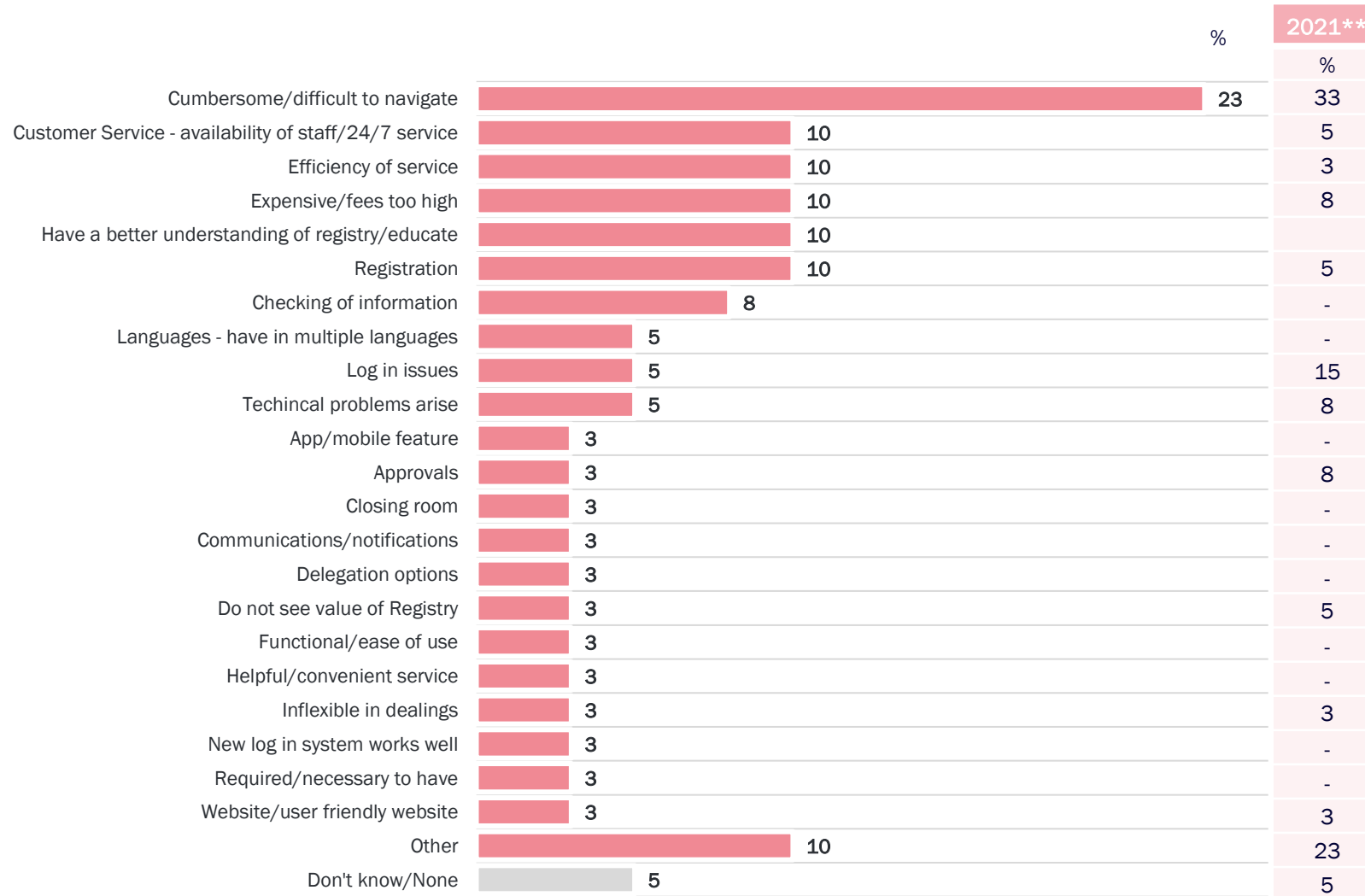
The user interface for obtaining IR priority search certificates is incredibly well-designed and easy-to-use without any instructions. The system rarely has any technical issues and is very fast and efficient for running IR searches.

Most aspects of the Registry work well in my opinion. I believe perhaps clearer wording with respect to finding the Official Commentary when confirming a process or requirement would be good.

I feel that the Registry speed of use, meaning that the filings are available to search nearly instantaneously to be the best aspect. I also appreciate the value of setting up closing rooms when multiple collateral and registrations/discharges are required.

Reasons for low Overall Satisfaction (scores 1-6)

Base: All respondents scoring 1 to 6 N – 40*



*Note: Different reasons were reported in 2022 and only comparable reasons have been added.

Difficult to navigate, customer service and lack of efficiency of service are top 3 reasons for low satisfaction with the registry.

Reasons for low Overall Satisfaction (scores 1-6)

Base: All respondents scoring 1 to 6 N – 40*

The delegation of the closing room does not function when a team-member is out of the office.

For the infrequent user the site is not intuitive. I spend a lot of time finding the area that I need.

Navigation could be improved.

A lot of back and forth between the site and getting the one-time keys - although you can never have too much security.

The availability of online chat should be improved and the system itself is too slow.

The system is quite laggy and can take time to load. Each time I log in I get a time out notice and need to select my entity and click log in again. The use information provided is quite technical and doesn't really explain what should be registered and when in order to understand what needs to be done. It assumes users already understand requirements well.

Time zone is a hard one - office hours are late into the night in NZ to contact anyone.

It should be helpful to everyone! Must improve economic aspect!

Speed. The IR is far too slow.

It takes a very long time to get an answer from the Registry Officials. The new application process is not fast enough.

Easier system to log in the account. Too many steps to access information.

Approval process and speed of responses .

Ease of use. Non-legal language

Delegation of administrator status: As admin, every vacation or day off becomes an organisational nightmare to evaluate the best time to delegate my status to a back-up. It should be much easier..

Registration of an admin is ridiculously complicated. Do not understand why the complexity is required.

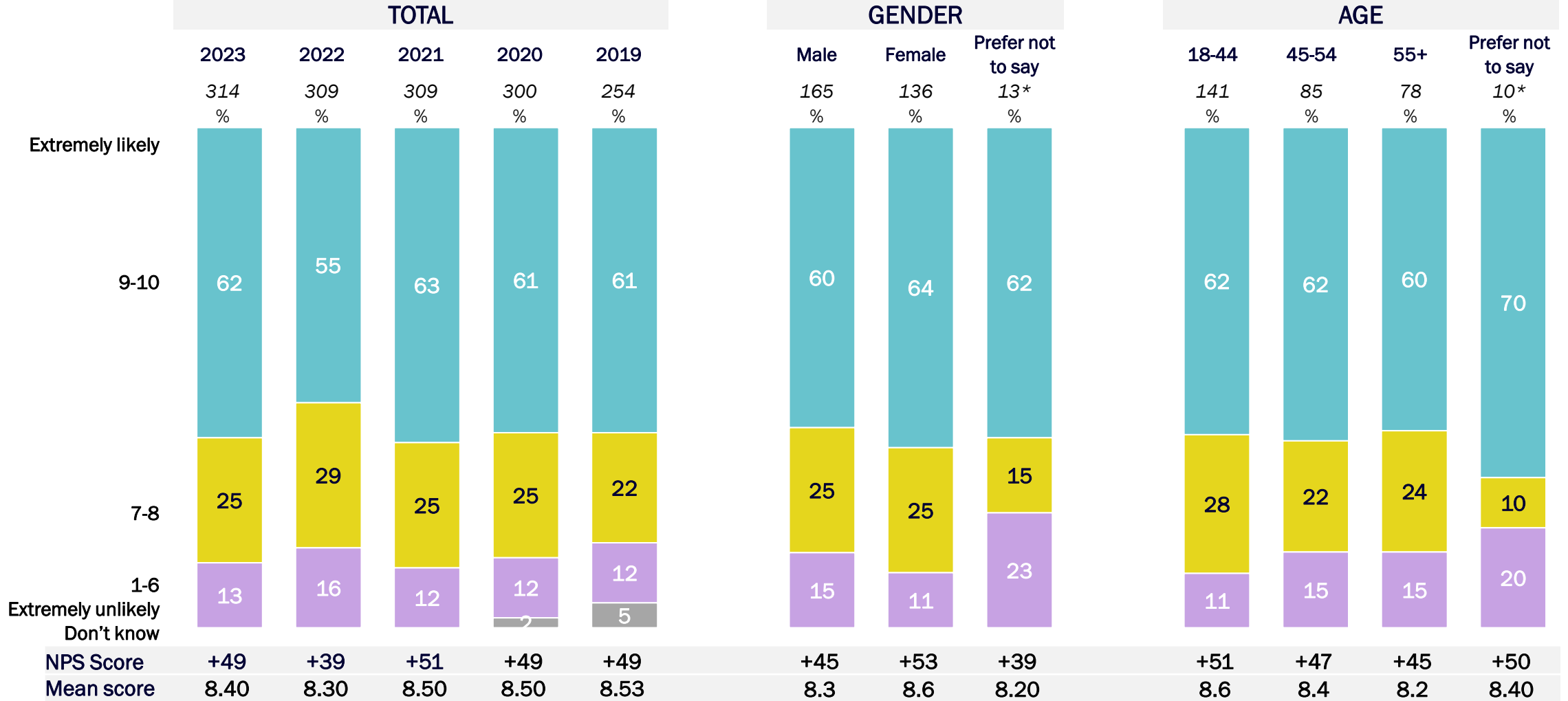
The system itself kicks you out if you don't make a key stroke in 2 seconds, then you have to login and receive an OTP every time, beyond annoying.

Step by step process and finding things

Likelihood to Recommend the Registry



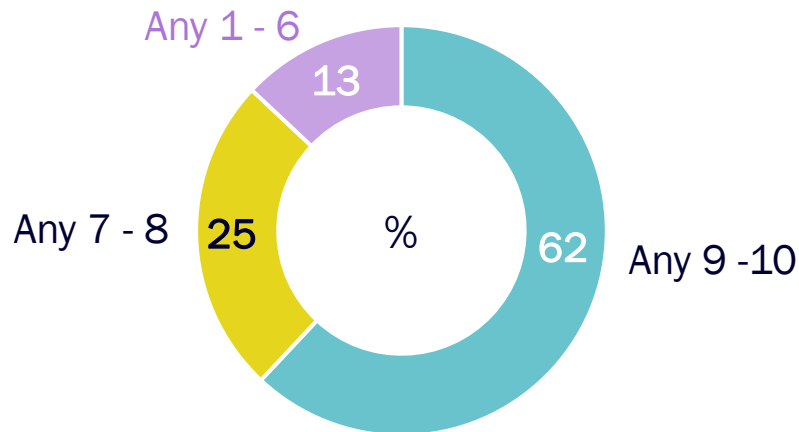
Base: All Users N - 314



The Registry Net Promoter Score (NPS) is strong at +49 which is an increase vs last year. NPS scores peaks among female users.

Likelihood to Recommend the Registry

Base: All Users N - 314



	9 - 10	7 - 8	1 - 6	NPS	Mean
Airline	57%	22%	22%	+35%	7.8
Private Aircraft Owner	44%	31%	25%	+19%	7.3
Other Owner	49%	36%	15%	+34%	8.2
Lease Company	68%	26%	6%	+62%	8.7
Financial Inst.	63%	23%	15%	+48%	8.6
Professional Firm	69%	22%	9%	+60%	8.8

Overall Mean Score

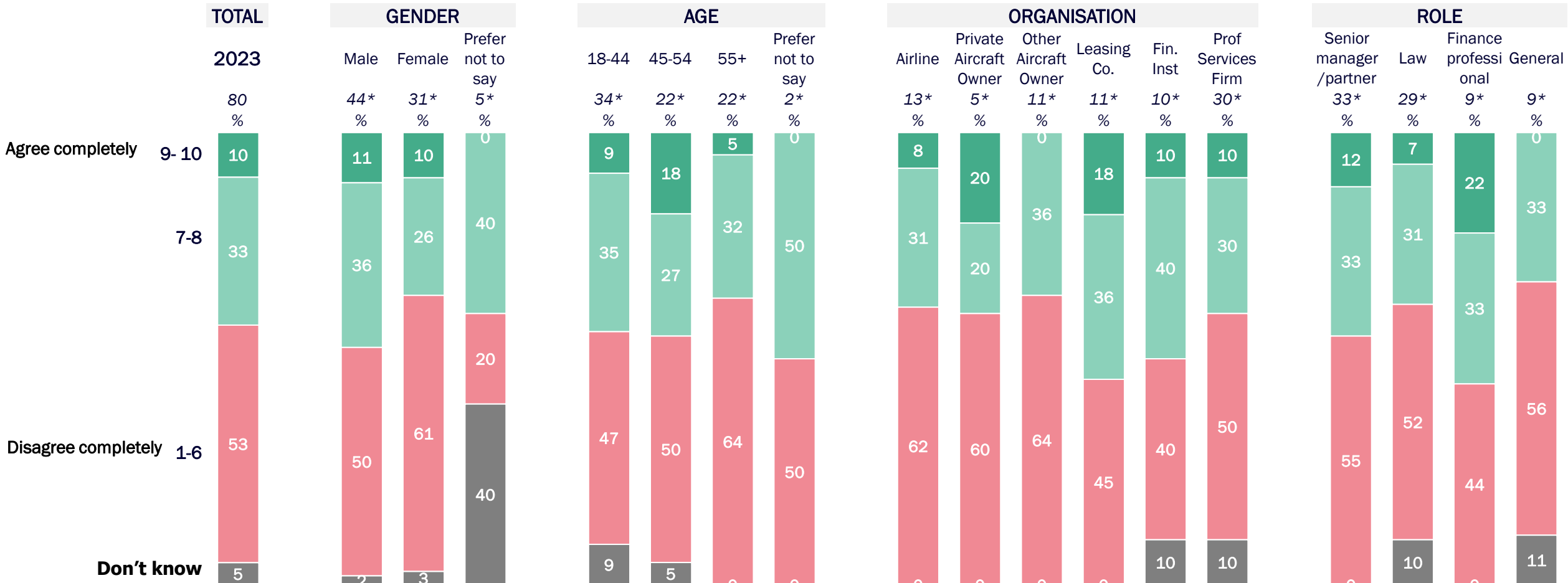
(Scale of 1 to 10)



The Registry NPS score peaks among Lease companies and professional firms while it's significantly lower among private aircraft owners.

Value for the money among those not satisfied with the fee

Base: All respondents rating poorly (1-6) level of fee charged – 80

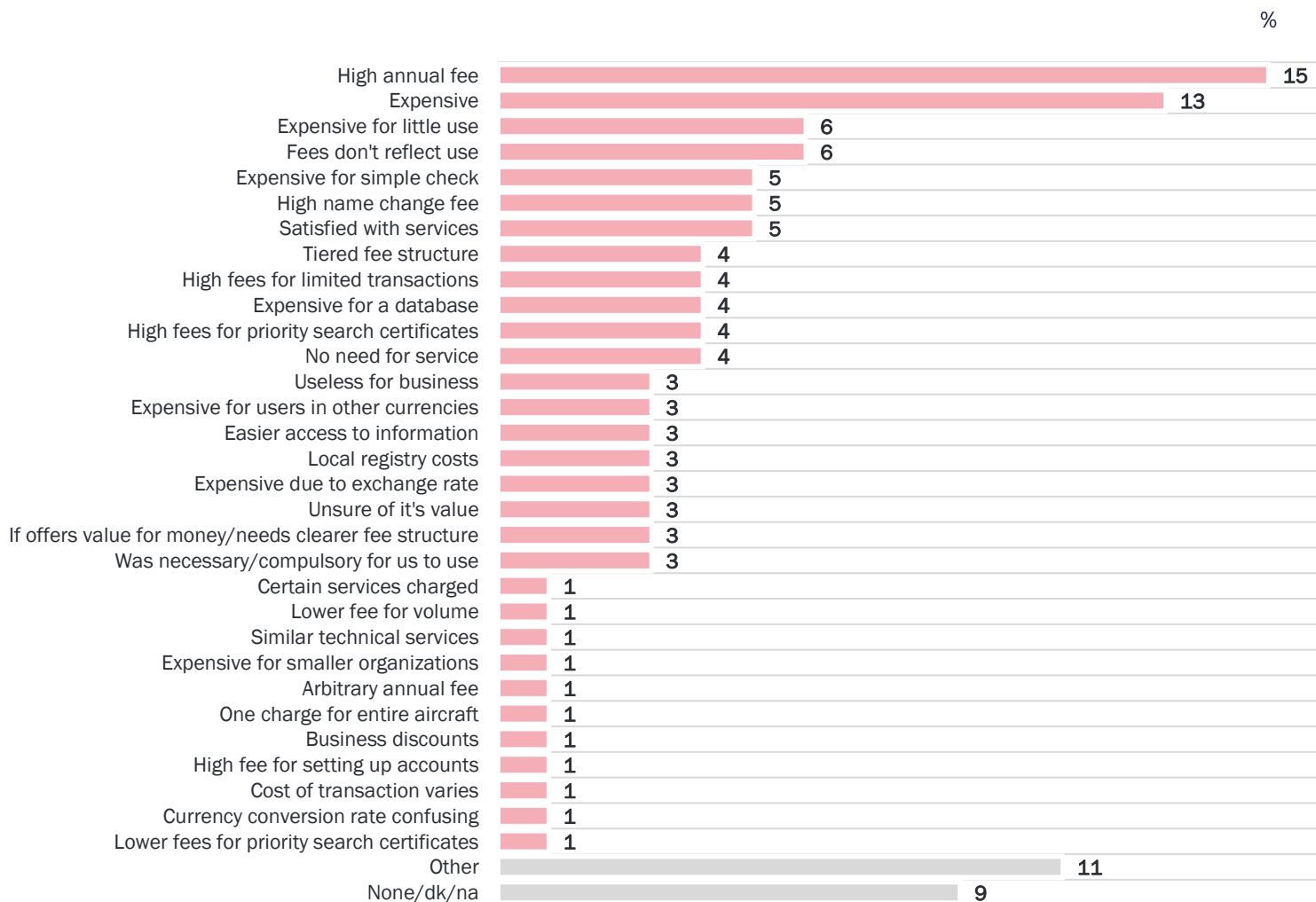


Caution: Small base size

Of those not satisfied with the level of fee charged, only 10% agree that the International Registry offers good VFM.

Reasons for low satisfaction with the fee

Base: All respondents rating poorly (1-6) level of fee charged – 80



The fees are largely disproportionate to the service provided. Equivalent fees for similar local registers in Australia are a fraction of the cost that the IR charges.

The fees are very high for what should be a simple, low effort transaction. This applies to both registration and discharging.

A bit high for smaller organisations

It would be nice to have a lower fee with the volume we do.

Could always be cheaper, or have business discounts.

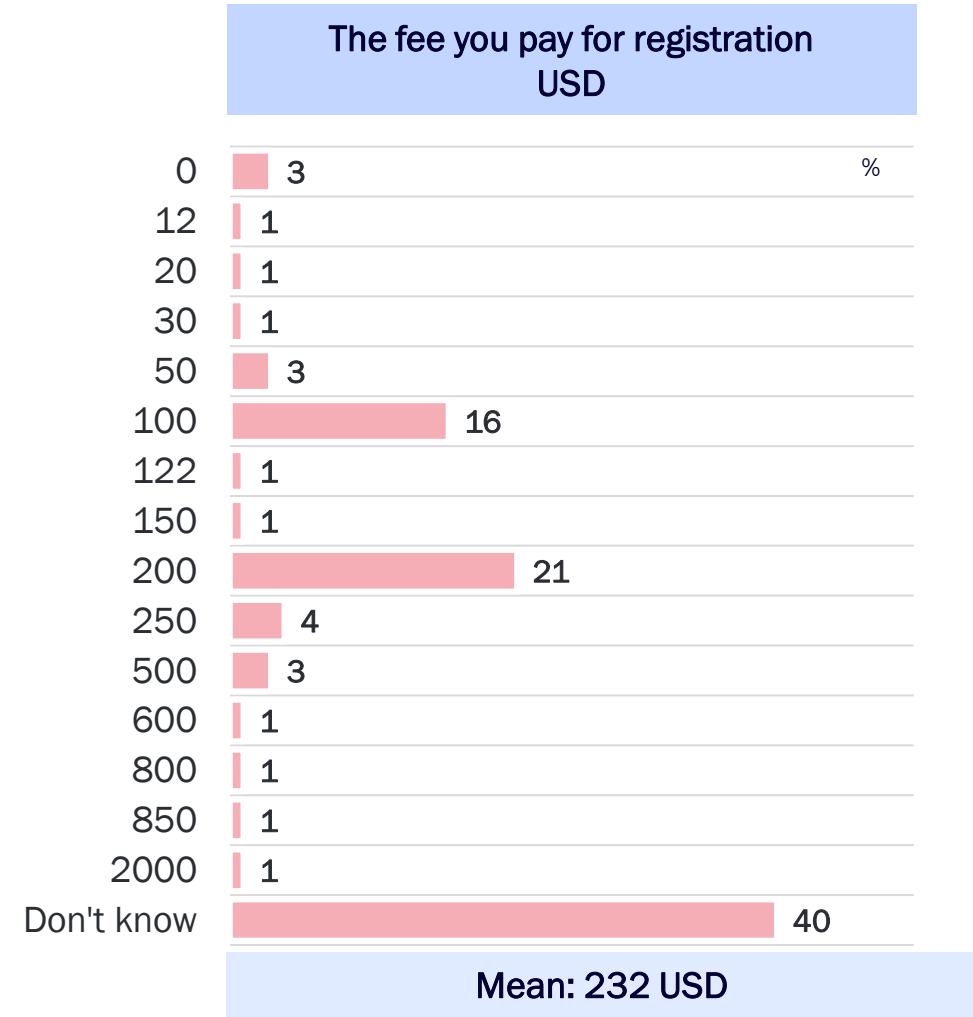
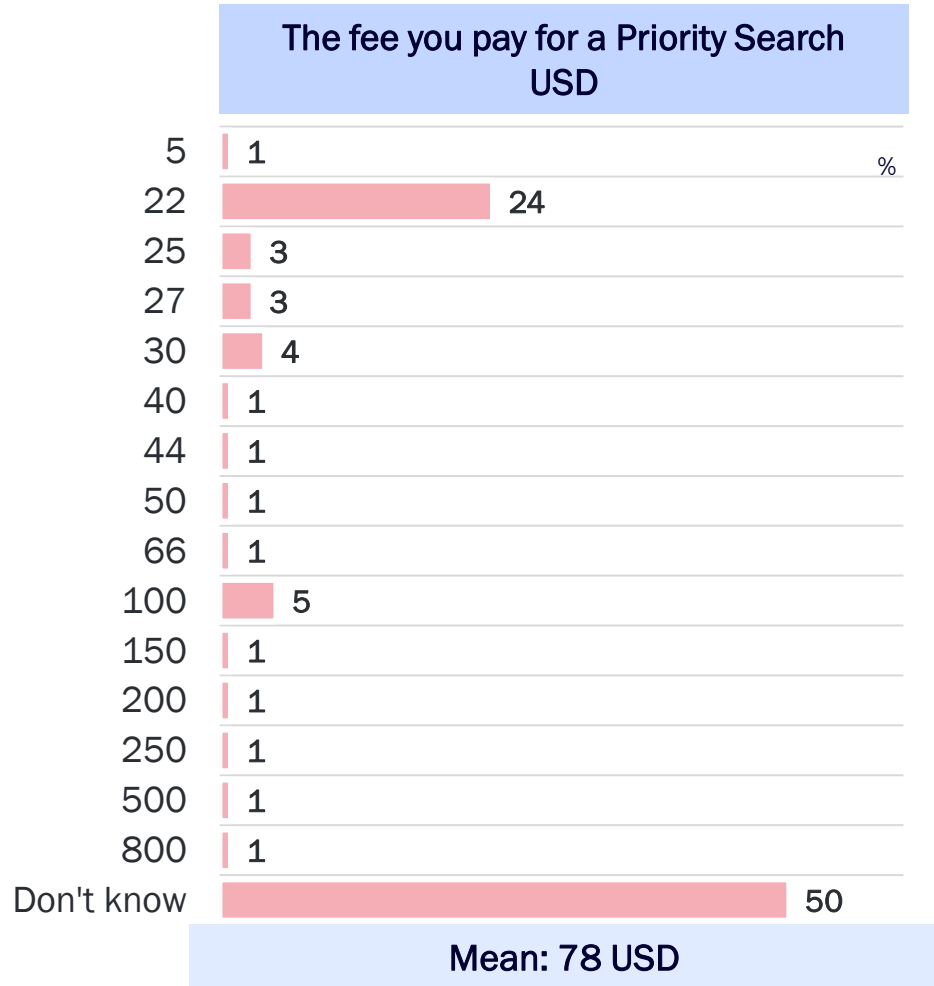
I paid, and they cancelled my non-existent account because they screwed up and they kept the fee. That is pretty steep. To give money and get absolutely NOTHING.



Those not satisfied with fee believe that the fee is too high.

Fees paid by those not satisfied with the fee

Base: All respondents rating poorly (1-6) level of fee charged – 80



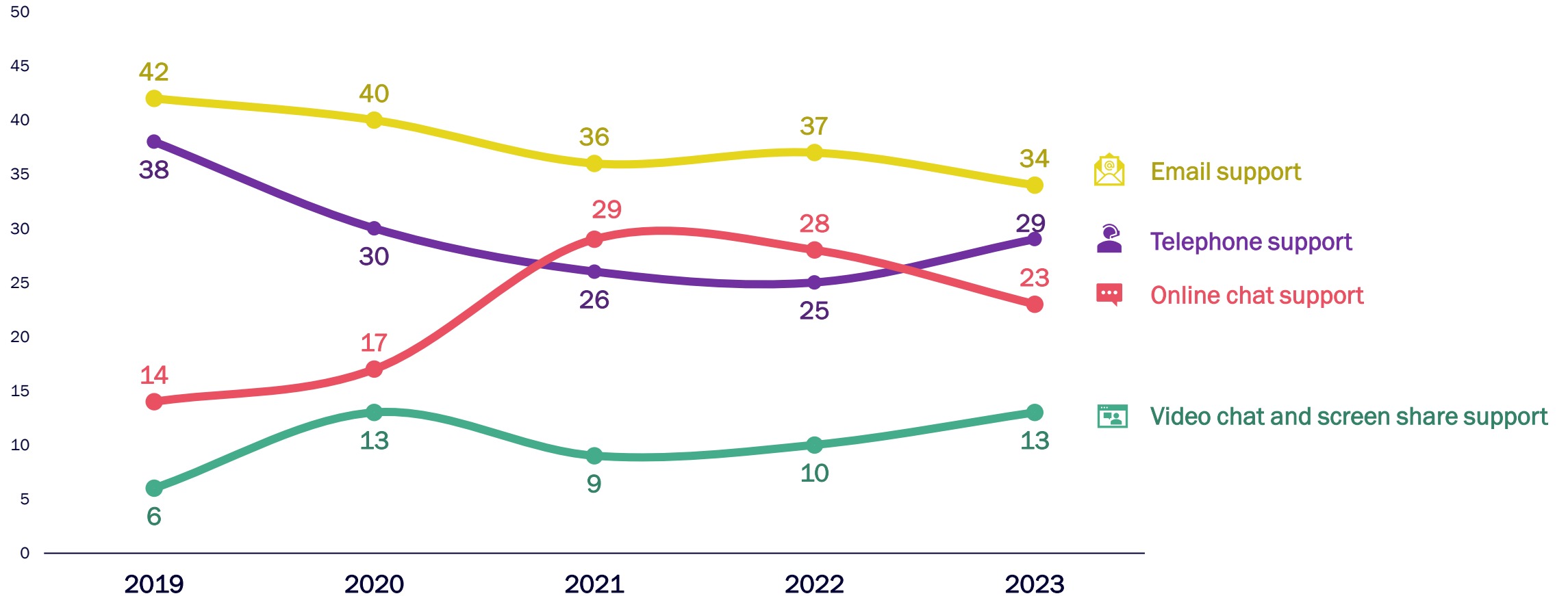
Those not satisfied with the fee pay on average 78 USD for Priority Search and 232 USD for Registration.



Preferred channel, Cybersecurity & Enhancements

Preferred Support Channel

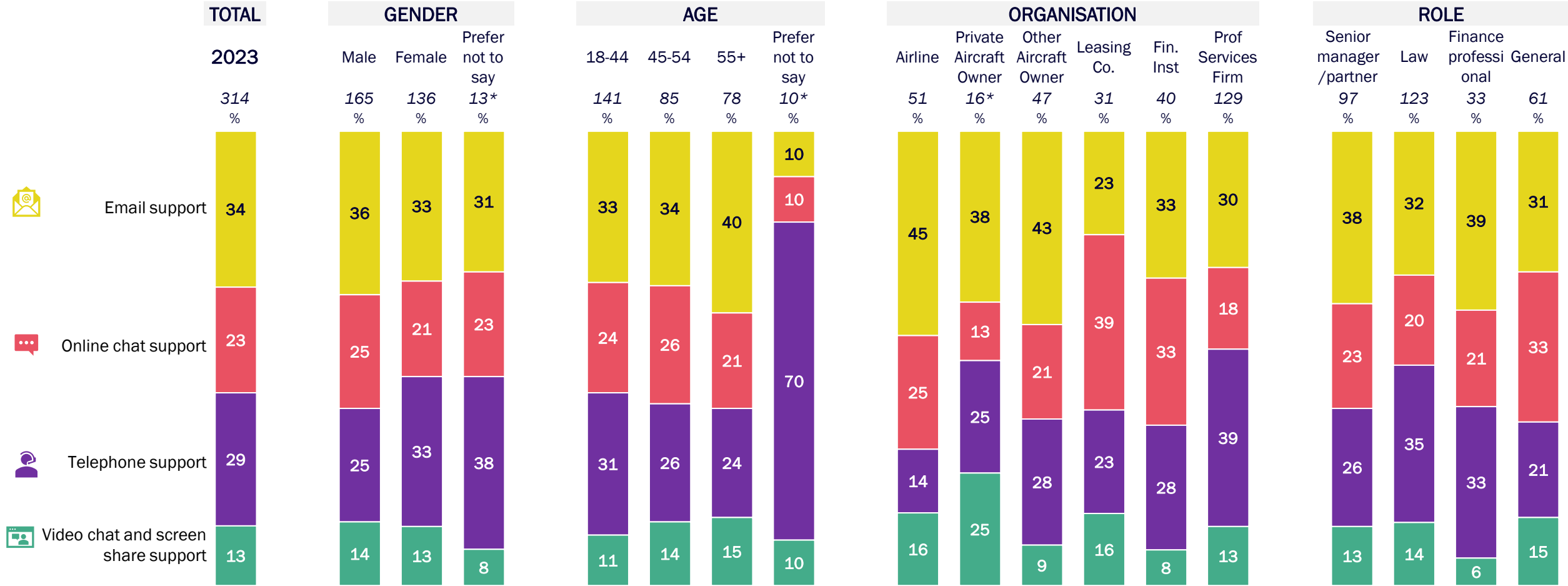
Base: All Users N - 314



Email support remains the preferred channel albeit declining YOY. Increased preference for telephone and video chat support since last year. Online chat support also declined.

Preferred Support Channel x Demographics

Base: All Users N - 314

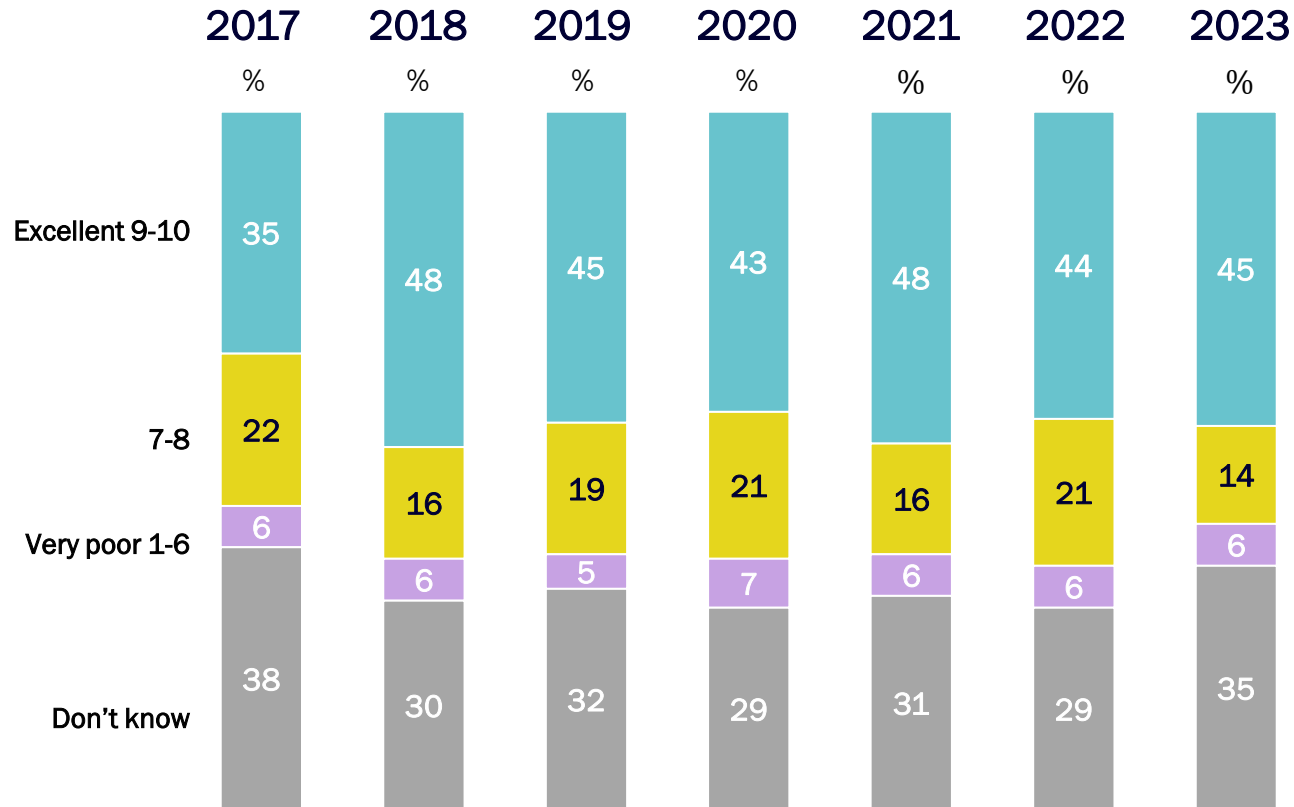


*Caution: Small base size

Email support is the preferred option especially among Airline organisations.

Rating on Cybersecurity

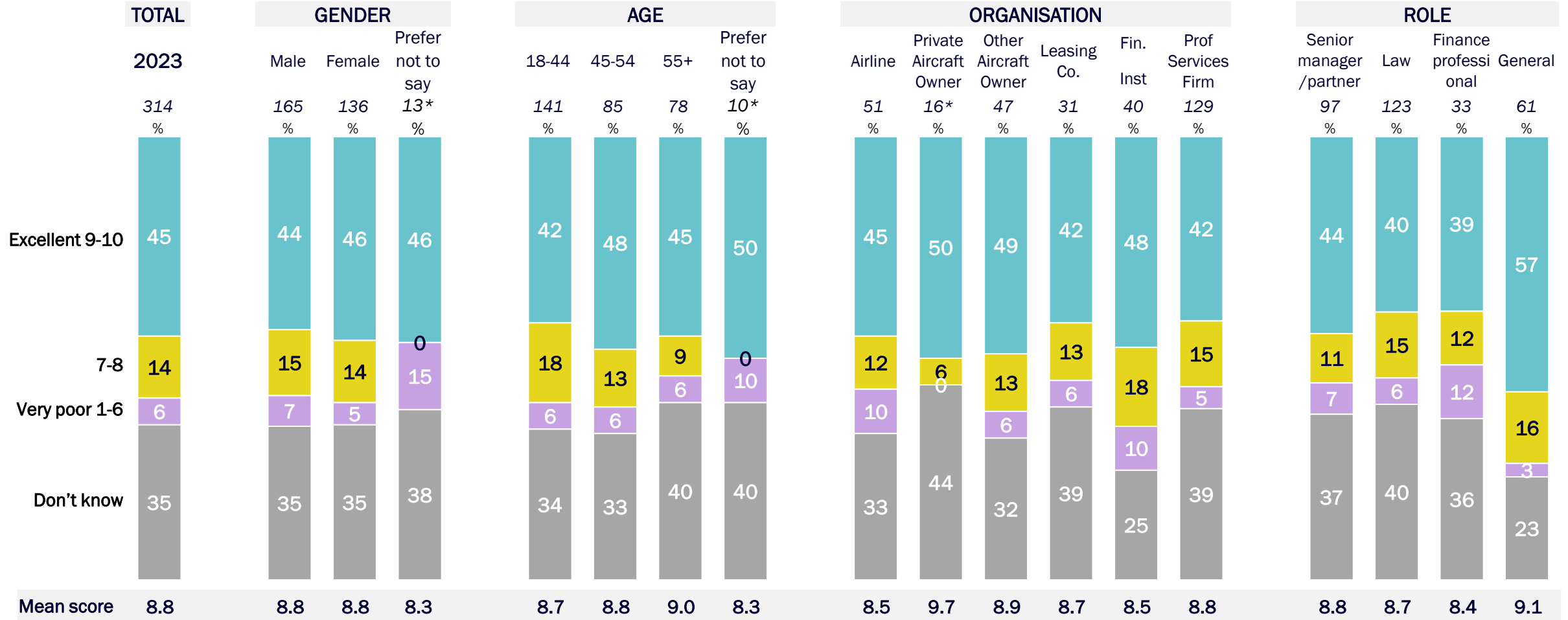
Base: All Users N - 314



The Registry is rated very positively with regard to information security; mean score for 2023 is 8.80. The net positive score (7-10 score) suggests a decline vs last year, but this is driven by users not expressing an opinion (don't know) rather than rating the registry negatively.

Rating on Cybersecurity

Base: All Users N - 314

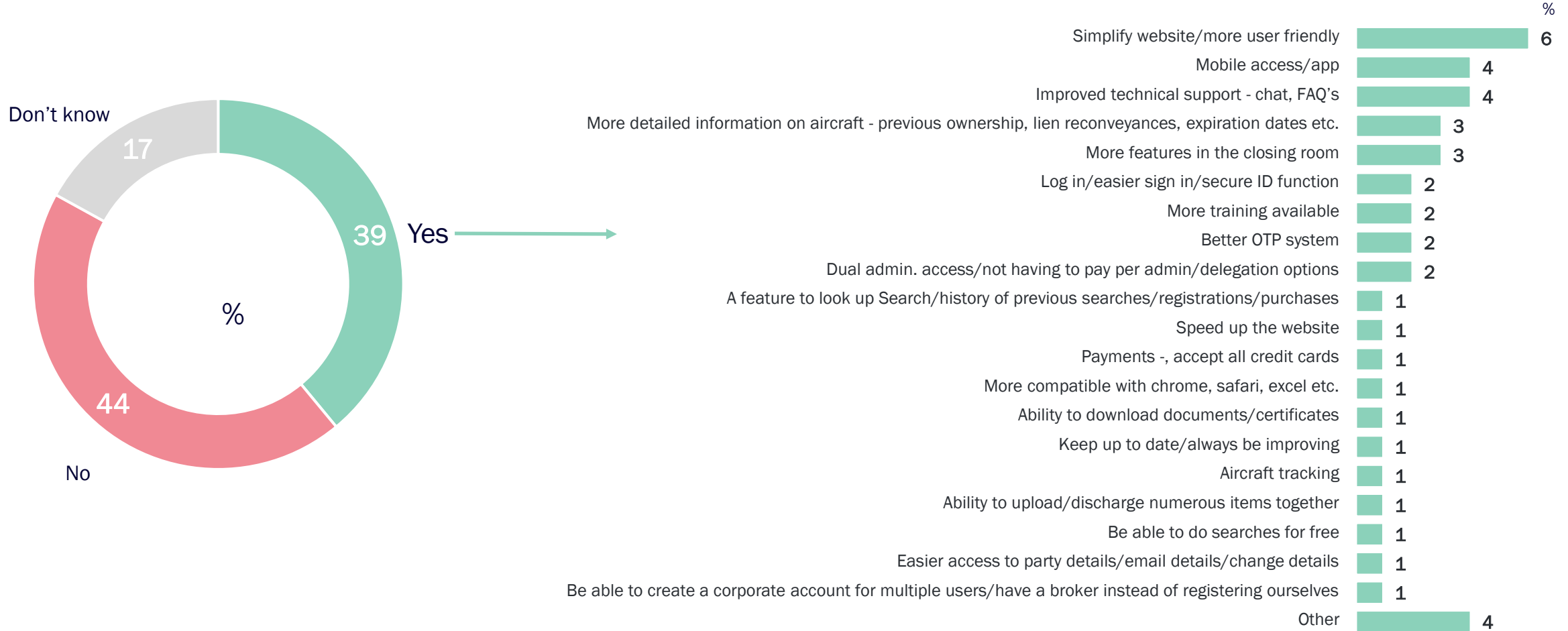


*Caution: Small base size

Satisfaction with Registry cybersecurity peaks among private aircraft owners and those with a general role within the organisation.

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

Base: All Users N - 314



39% of users would like an enhancement; more user friendly website, access from app and improved technical support are the top 3 suggestions. Mobile app was also suggested last year

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

Base: All Users N - 314



I think the tool could be improved. It is sometimes not very intuitive and it is difficult to find pending tasks. A section of Tasks pending approval in general would be nice without having to enter so many tabs. Sometimes you don't know if what you have pending is an authorization, etc.

An app to facilitate use. A quick guide or easier way to access the different features, even possibly a way to add "favorite" functions for an easier access.

Maybe an app so can use tablet/mobile.

Develop information associated with equipment

When looking at the closing room page I would like to be able to see the expiry date of each closing room to make it easier to keep an eye on those that might need extending. It is a nuisance to have to open each one, one after the other, to check (we usually have 10-15 closing rooms active at any time.. .

The PSCs could be reformatted to be clearer, e.g. which document an interest relates to.

Perhaps a mobile option, history of entity registrations

Ability to search a registration by more than just MSN. It would be helpful to search by MFG as well..

PUE - the ability to request from within the closing rooms.

Administrators should be able to unlock approved users of their accounts.
The ability to change the country of registration chosen within a closing room without having to delete and redo the per-positioned registration.

Share screen as part of technical help.

The tool could be a little more intuitive and the records and authorizations easier to view, such as a user homepage with a dashboard.

Making the interface slightly easier and more intuitive.

A chat support system built into the registry.

I believe it might be appropriate to provide new users with a brief guide on how to use the services and make entries

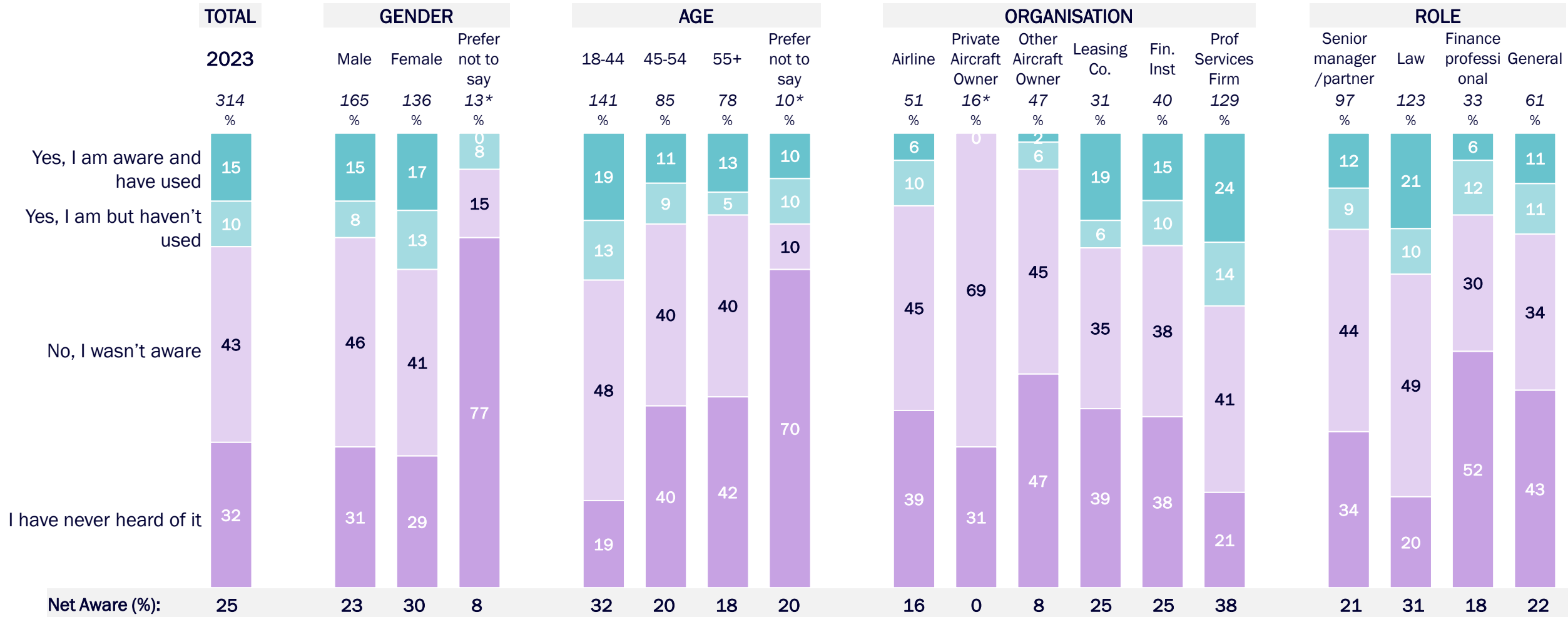


Experiences with Official Commentary on the Cape Town Convention

Awareness of the Official Commentary on the Cape Town Convention and Aircraft Protocol being available on the International Registry



Base: All Users N - 314



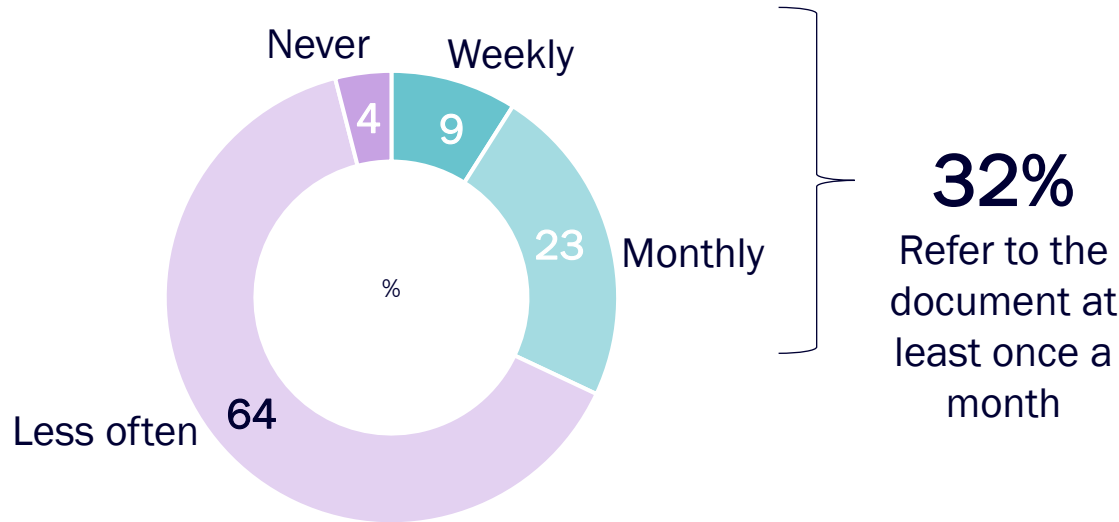
*Caution: Small base size

1 in 4 claim to be aware that the Official Commentary on the Cape Town Convention and Aircraft Protocol is available on the International Registry. Awareness peaks among Professional services firms.

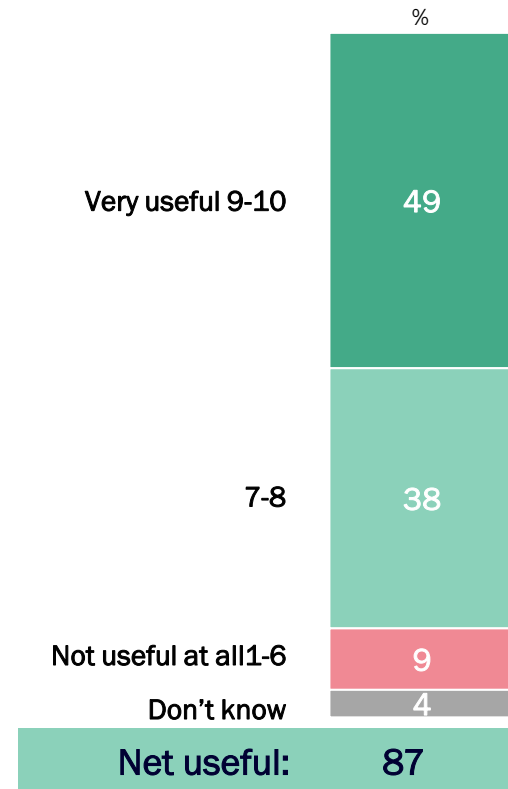
Prof. Sir Roy Goode's Official Commentary on the Cape Town Convention and Aircraft Protocol

Base: All aware and have used N - 47

Frequency of referring to Prof. Sir Roy Goode's Official Commentary on the Cape Town Convention and Aircraft Protocol



Usefulness of electronic format of the Prof. Sir Roy Goode's Official Commentary on the Cape Town Convention and Aircraft Protocol

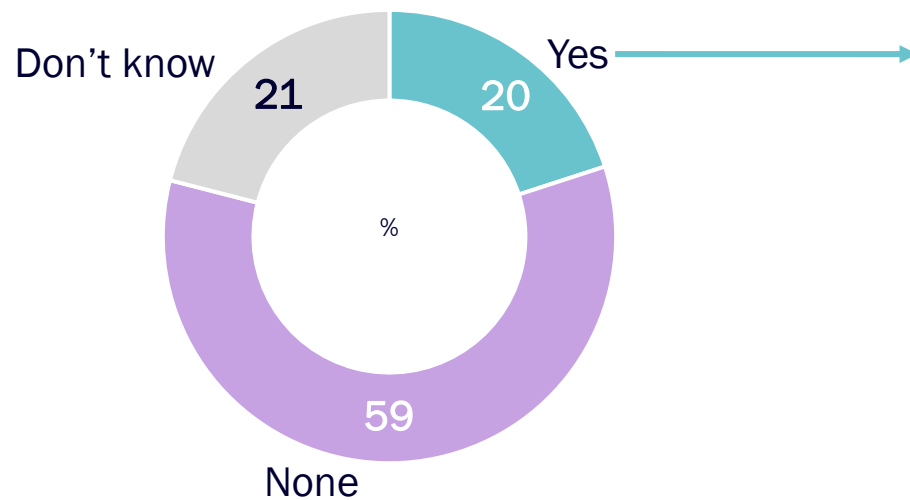


32% of those aware that Official Commentary on the Cape Town Convention and Aircraft Protocol is available on the International Registry refer to it at least once a month and almost 9 in 10 find it useful

Suggestions for enhancing the format/presentation of the document

Base: All aware N - 47

Any suggestions for enhancing the format/presentation of the document



Suggestions made

- The page listing closing rooms should display the expiry/unlock date of each.*
- Electronic version available on the IR website with enhanced search function*
- Putting it in a clearer area would be good.*
- It is a work of art. There is no need to change anything but new editions would be appreciated. (Also hard copy price could be more affordable. It is too expensive on unidroits web page)*
- You must have to make everything clear to everyone of. Your policy*
- Make it easier to find on the website*
- More search functionality*
- In more languages as standard, for example, in Chinese.*

20% of those aware of the document had a suggestion to make.



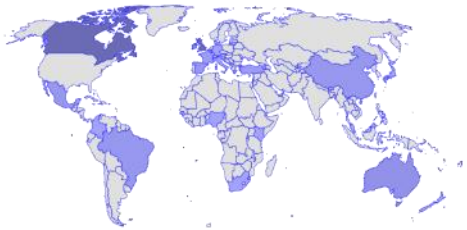
Key Learnings

Key Learnings

Sample

The sample is very consistent with previous waves; the bulk is composed of Professional Service firms (41%) based in the USA (30%).

However, users from USA are becoming less dominant in the sample YOY and a more 'diverse' profile of respondents is emerging.



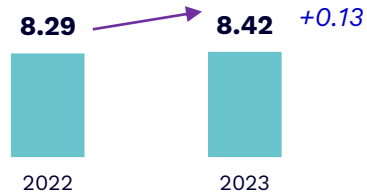
Strategic Performance



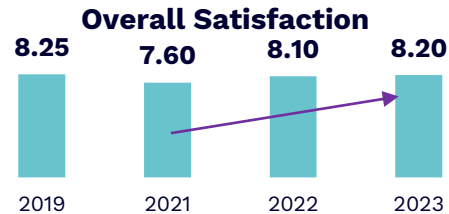
In superimposing the 2023 data on the original 2007 strategic performance map, the extraordinary extent of the user improvements made over the intervening years are evident. Fees and ease of use perform less well than other aspects as well as speed of refunds.

Composite Score

The 2023 composite score is 8.42 (out of 10) which is a good result and represents a small increase in comparison to last year (+0.13).



The overall satisfaction score, which is 8.20 (out of 10) for 2023 is the highest score registered since 2019. The perceived worth of the Registry to users' business score is stable at a very strong; 8.35.



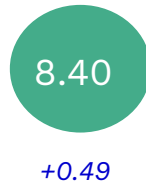
Satisfaction with all individual registry aspects is up with the exception of 'The degree to which the functionality of the Registry fits with the way your business functions.' (8.01) which registered the same satisfaction as last year.

Speed of registry during use (8.47), Speed of approval for new Administrators/Users (8.42) and Speed of refunds (8.15) are the aspects that improved the most.



NPS Score

The 2023 NPS score is +49 which is a large increase vs last year (+39 in 2022). The Registry NPS score peaks among Lease companies and professional firms while it's significantly lower among private aircraft owners

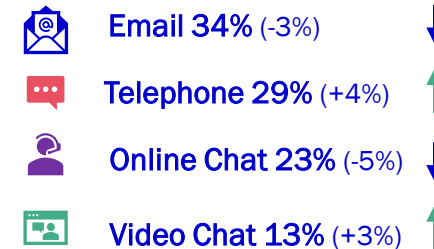


Value for money

Of those who show low satisfaction with the level of fee charged, only 10% reported that the Registry offers good value for the money and most are critical that the annual fee is too expensive. Half of the sample (50%) were unable to put forward a figure for priority search and 40% did not know registration fee. Reported average spends are 77.9 USD for Priority Search and 232 USD for Registration.

Registry is rated very positively with regard to **information security**; mean score for **2023 is 8.80**. The net positive score (7-10 score) suggests a decline vs last year, but this is driven by users not expressing an opinion (don't know) rather than rating the registry negatively.

Preferred channel Email support remains the preferred channel albeit declining YOY.



Official Commentary

1 in 4 are aware and have used the Official Commentary on the Cape Town Convention and Aircraft Protocol available on the International Registry and almost half of those (n=47) rate it as useful.

Thank You



@behaviourandattitudes



Behaviour & Attitudes



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