

# Civil Aviation Authority: UK Aviation Consumer Survey

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## Key Findings

Autumn 2018



# Satisfaction: Overall

Most people are satisfied with their experience of flying.

Passengers are almost twice as likely to say that flying is getting better than worse.

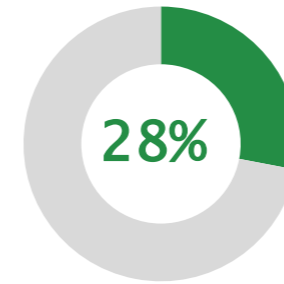
I was satisfied with the overall travel experience on my last flight



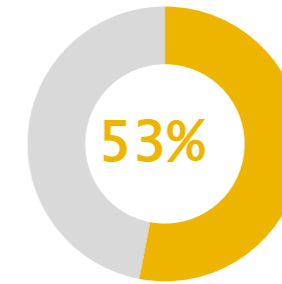
82%



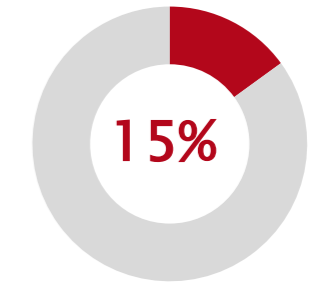
5%



Getting better



About the same

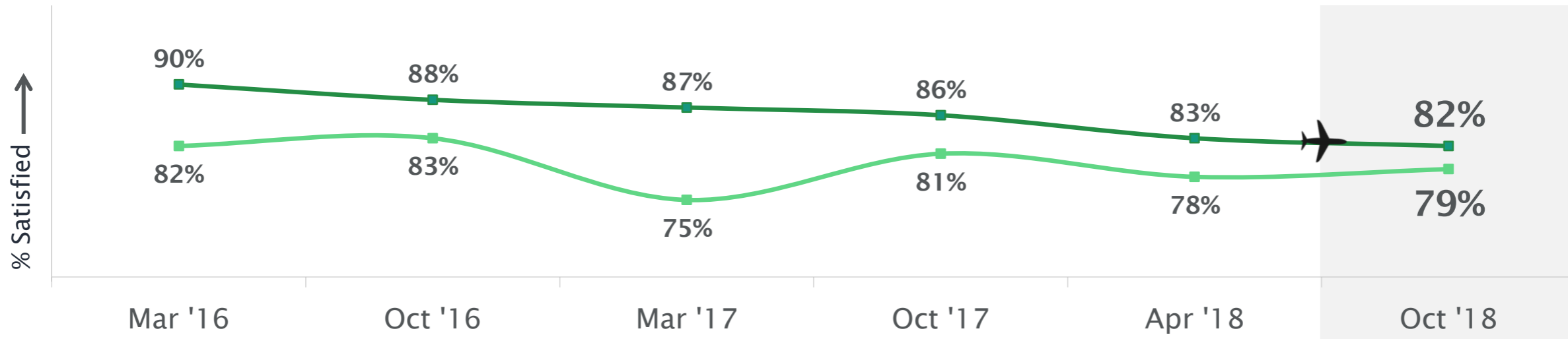


Getting worse

But satisfaction has slowly been declining, and remains lower for those with disabilities...

■ All those who have flown in the last 12 months

■ All those with a disability who have flown in the last 12 months





# Satisfaction: Regional Breakdown

... there are also regional variations in satisfaction.



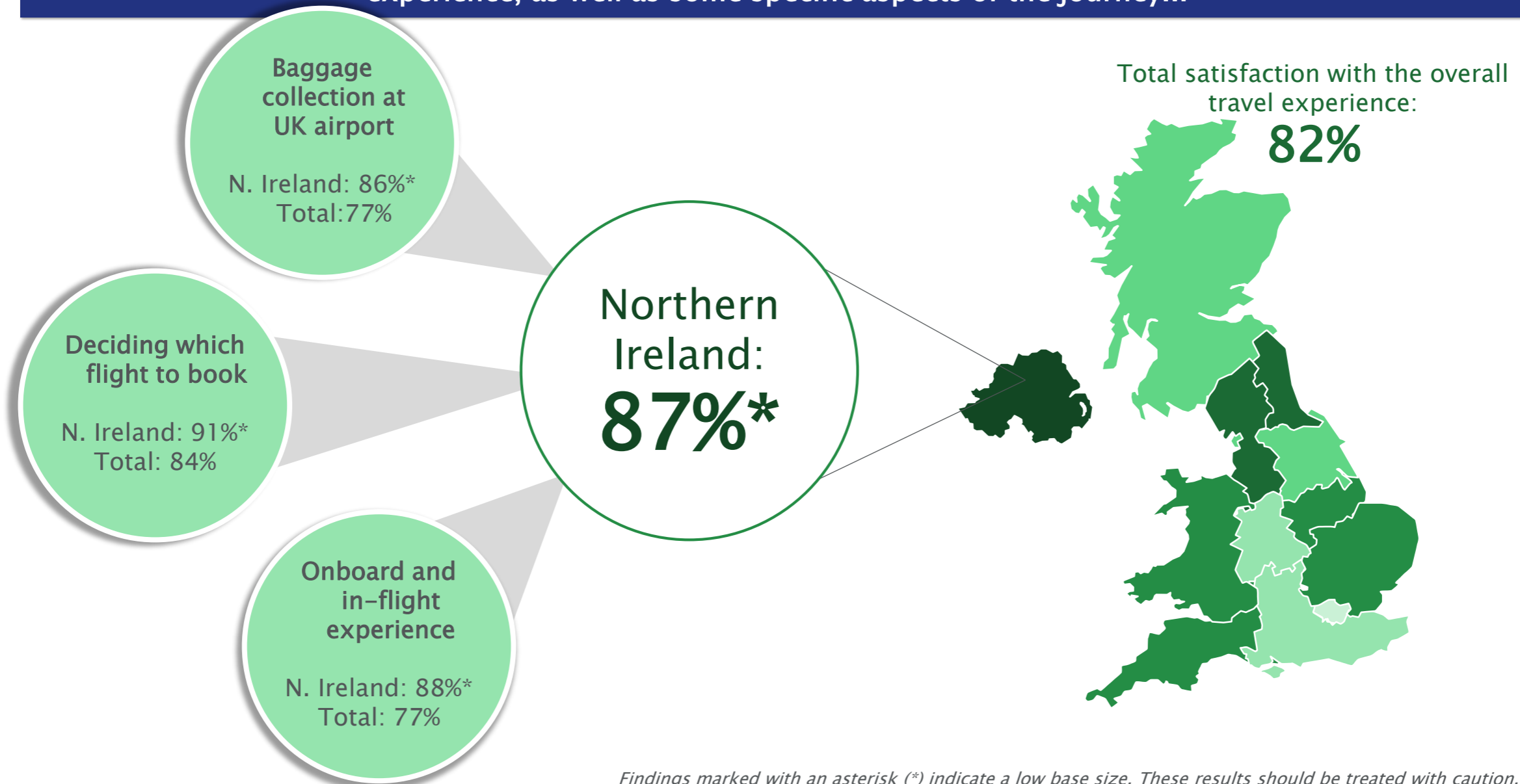
| Region               | % NET: Satisfaction |
|----------------------|---------------------|
| Northern Ireland     | 87%*                |
| North West           | 86%                 |
| North East           | 86%*                |
| East England         | 84%                 |
| East Midlands        | 84%                 |
| South West           | 84%                 |
| Wales                | 84%*                |
| Yorkshire and Humber | 83%                 |
| Scotland             | 82%                 |
| South East           | 81%                 |
| West Midlands        | 80%                 |
| London               | 76%                 |

Findings marked with an asterisk (\*) indicate a low base size. These results should be treated with caution.



# Satisfaction: Northern Ireland

Passengers from Northern Ireland are significantly more likely to be satisfied with the overall travel experience, as well as some specific aspects of the journey...

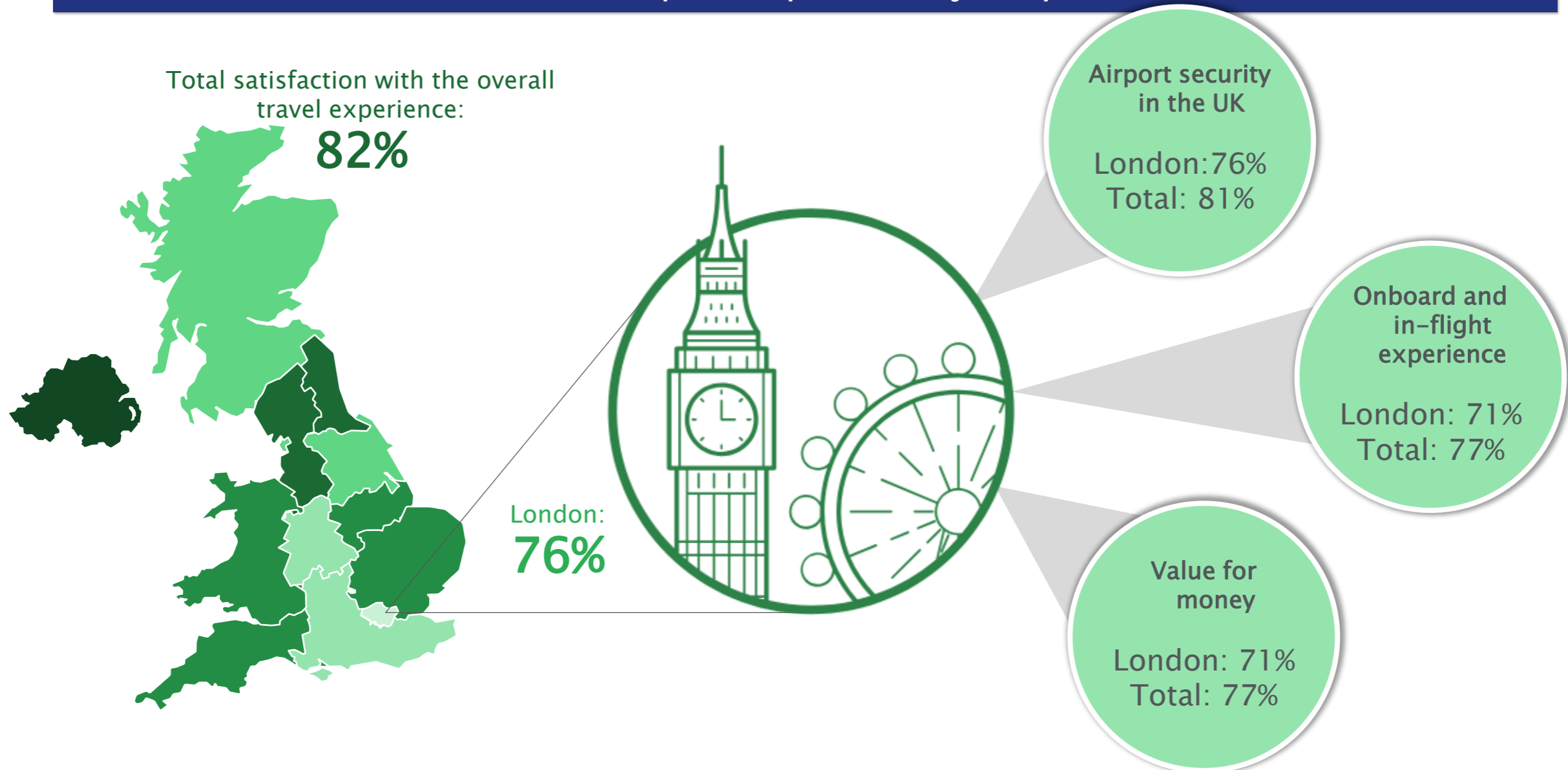


Findings marked with an asterisk (\*) indicate a low base size. These results should be treated with caution.



# Satisfaction: London

Passengers from London are significantly less likely to be satisfied with the overall travel experience, as well as some specific aspects of the journey...





# Satisfaction over the course of the customer journey (1)

## The booking process



78%

Ease of finding information to compare the choices of airport and airline

71%

The amount of choice between UK departure airports

68%

The amount of choice between airlines

## The pre-flight experience (UK)

85%

Ease of finding your way around the airport



81%

Check-in and bag drop



75%

Shops, restaurants and services provided



74%

Waiting at the boarding gate



79%

Journey between the boarding gate and the plane



83%

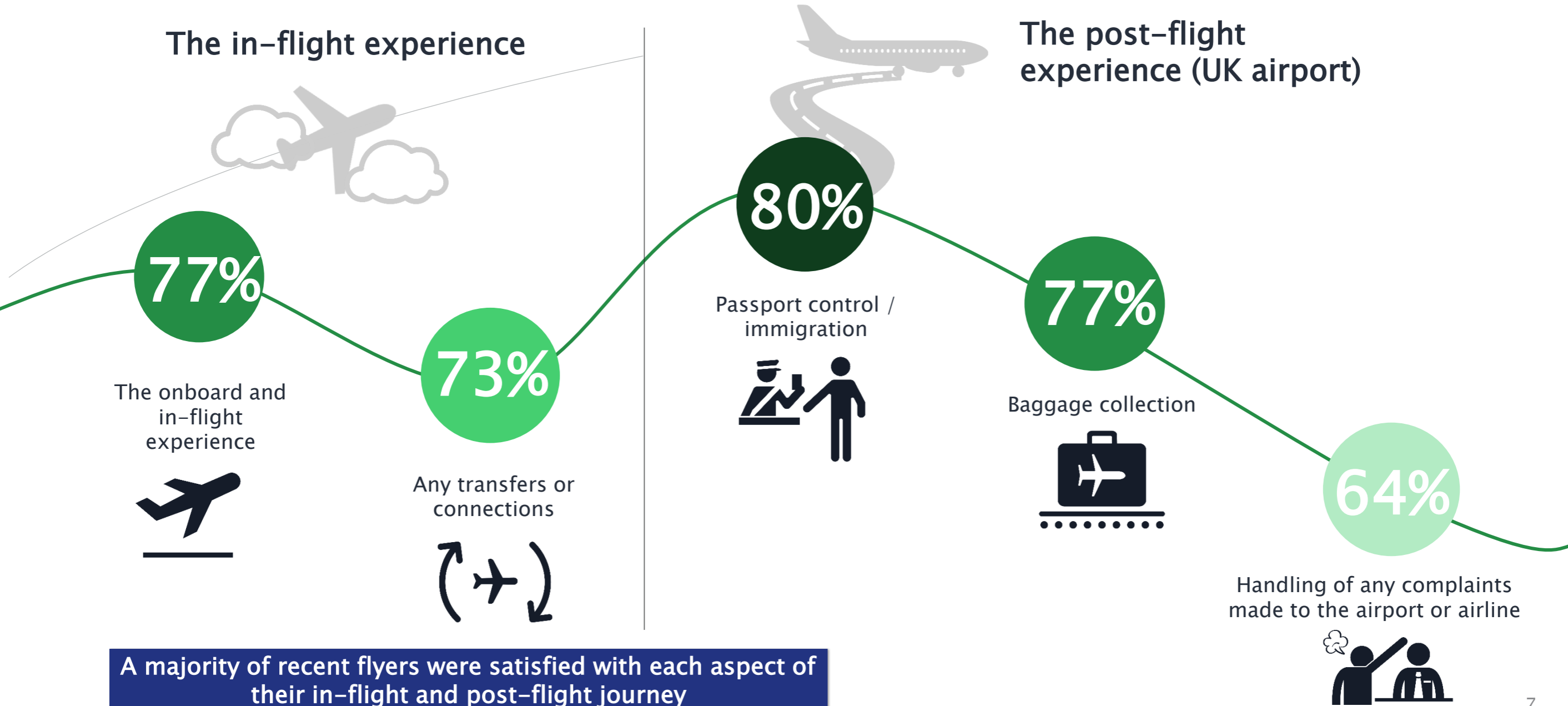
Boarding the plane



A majority of recent flyers were satisfied with each aspect of their pre-flight experience



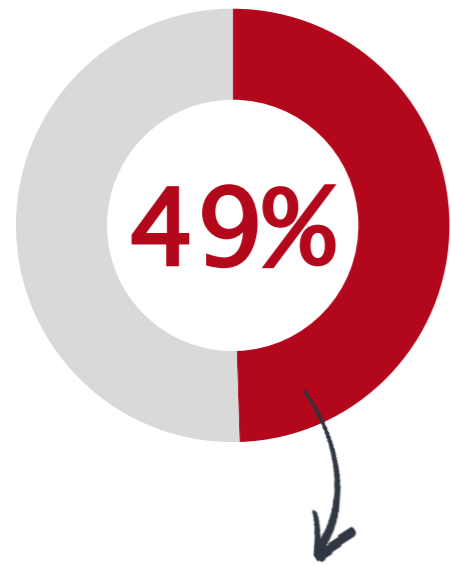
# Satisfaction over the course of the customer journey (2)





# Handling of complaints (1)

Half of recent passengers who experienced a travel issue actually complained



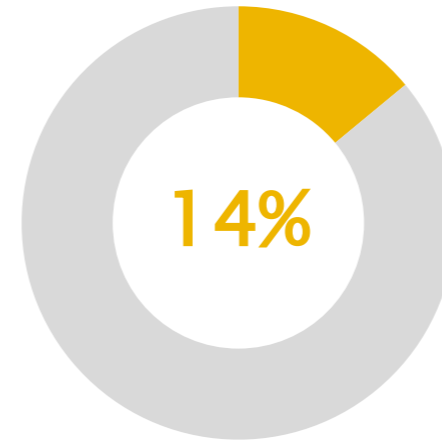
Half of recent flyers experienced a travel issue during their last flight

Of these, half made a complaint

49%

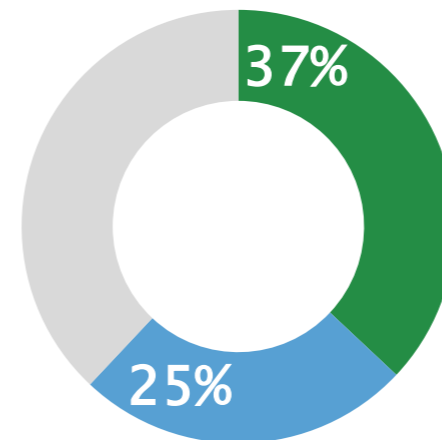


One in seven of those who didn't formally complain didn't expect that complaining would lead to anything changing



I didn't expect anything to change as a result of my complaint

Close to two in five of those who formally complained were financially motivated – but a quarter wanted changes to be made



I wanted financial compensation

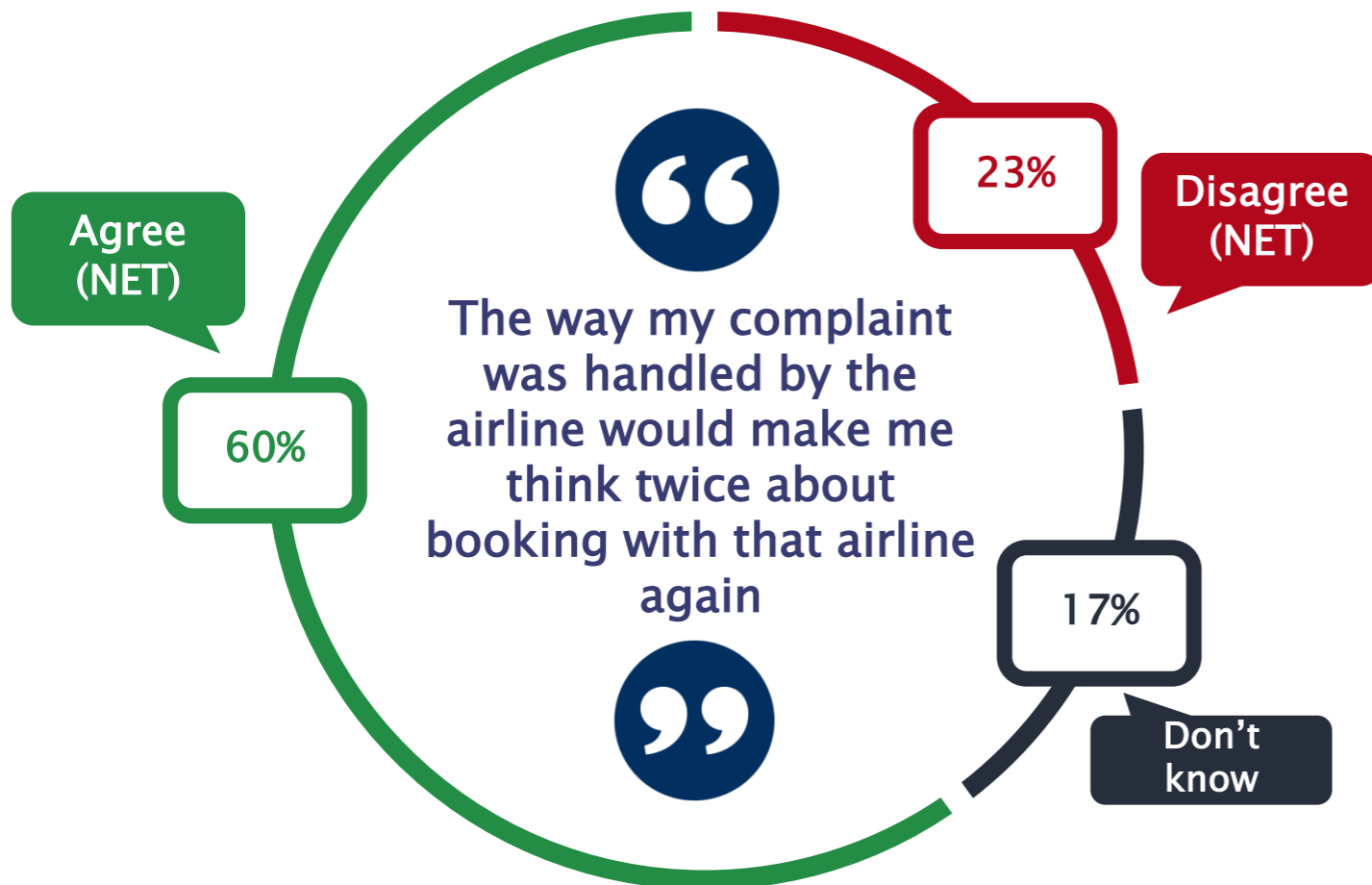
I wanted the airline/airport/organisation to make changes so the issue was less likely to happen in the future



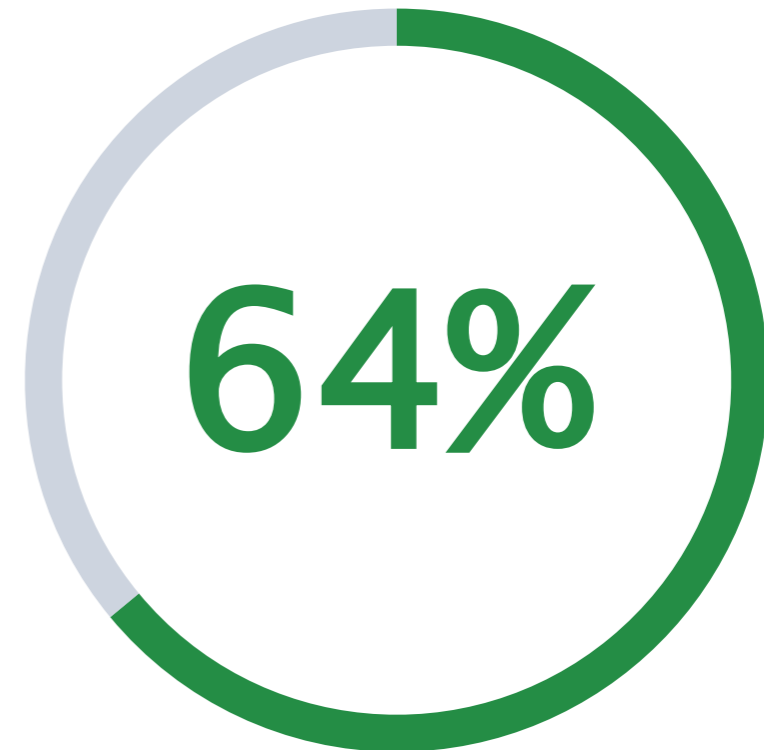


# Handling of complaints (2)

Results suggest that the way complaints are handled could affect whether passengers use that airline in the future...



Satisfaction with how a complaint was handled by an airport / airline



...This is significant, as only two thirds of recent flyers were satisfied with how their complaint to the airport / airline was handled