



# Civil Aviation Authority: UK Aviation Consumer Survey

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## Key Findings

Spring 2019



# Satisfaction: Overall

Most people are satisfied with their experience of flying.

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

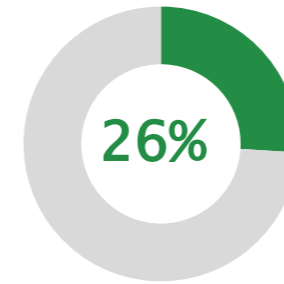


81%

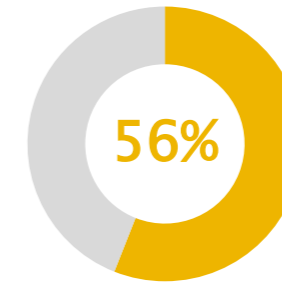


5%

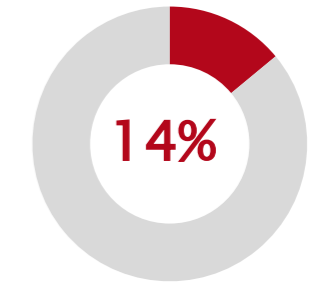
Passengers who have flown in the last 10 years are almost twice as likely to say that flying is getting better than worse.



Getting better



About the same

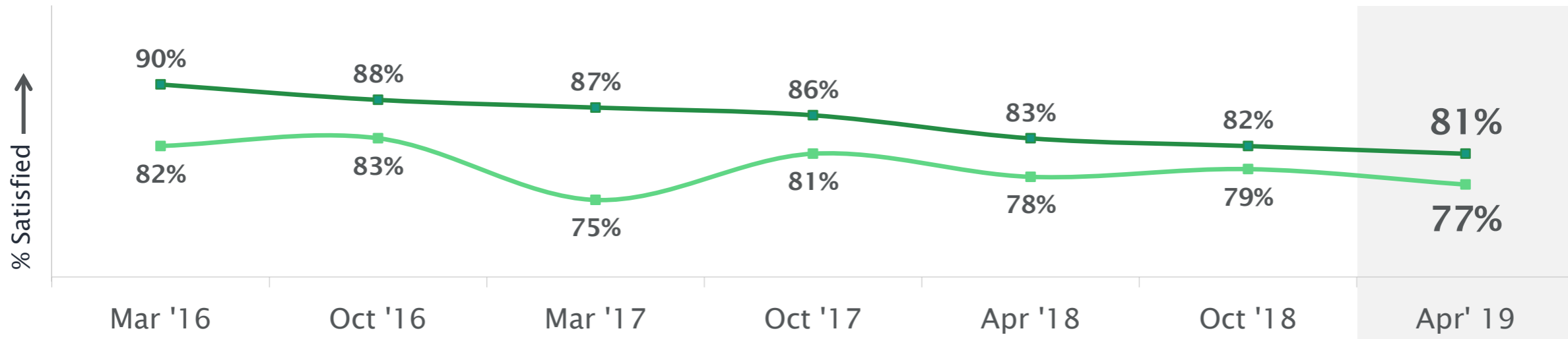


Getting worse

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

■ All those who have flown in the last 12 months

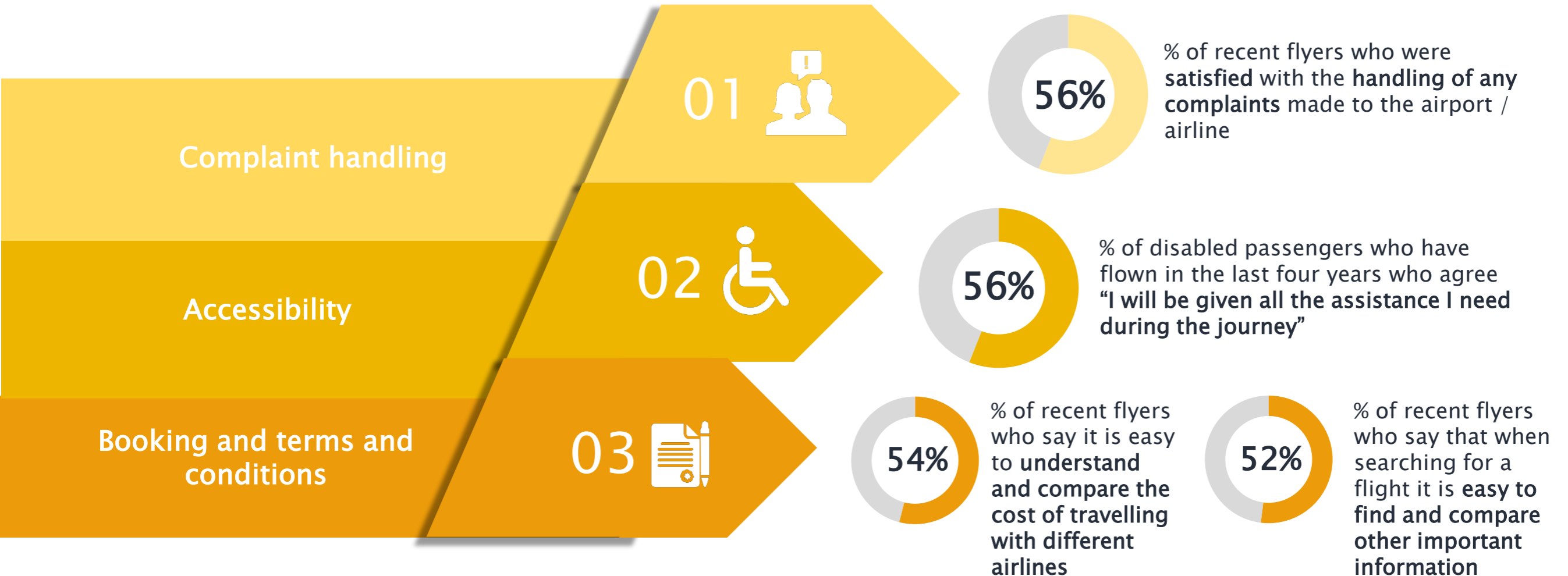
■ All those with a disability who have flown in the last 12 months





# Key areas for improvement

There are three key areas where improvement is needed.





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

## The booking process



74%

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

70%

The amount of choice between UK departure airports

66%

The amount of choice between airlines

## The pre-flight experience (UK)

84%

Ease of finding your way around the airport



81%

Check-in and bag drop



73%

Shops, restaurants and services provided



75%

Waiting at the boarding gate



80%

Journey between the boarding gate and the plane



83%

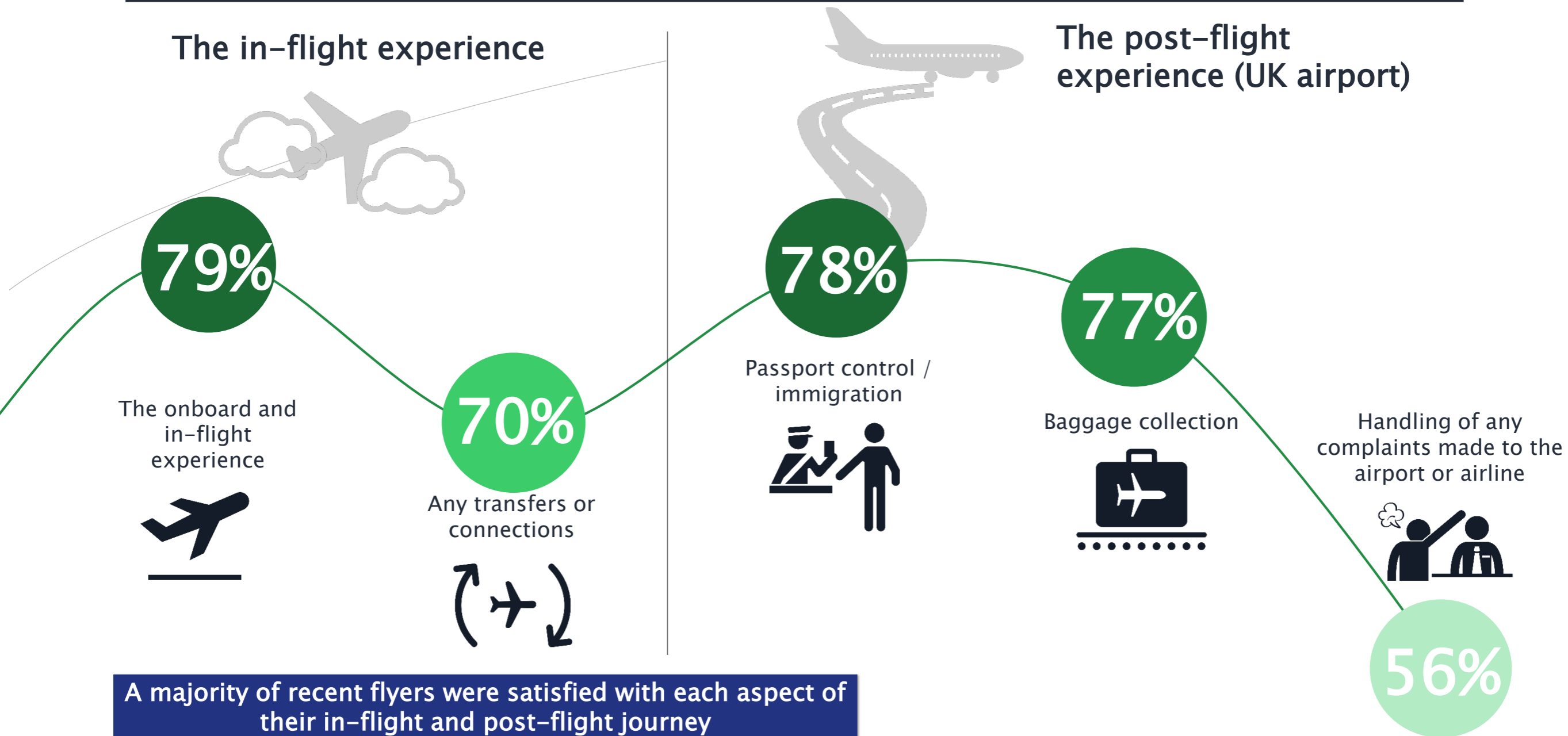
Boarding the plane



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



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





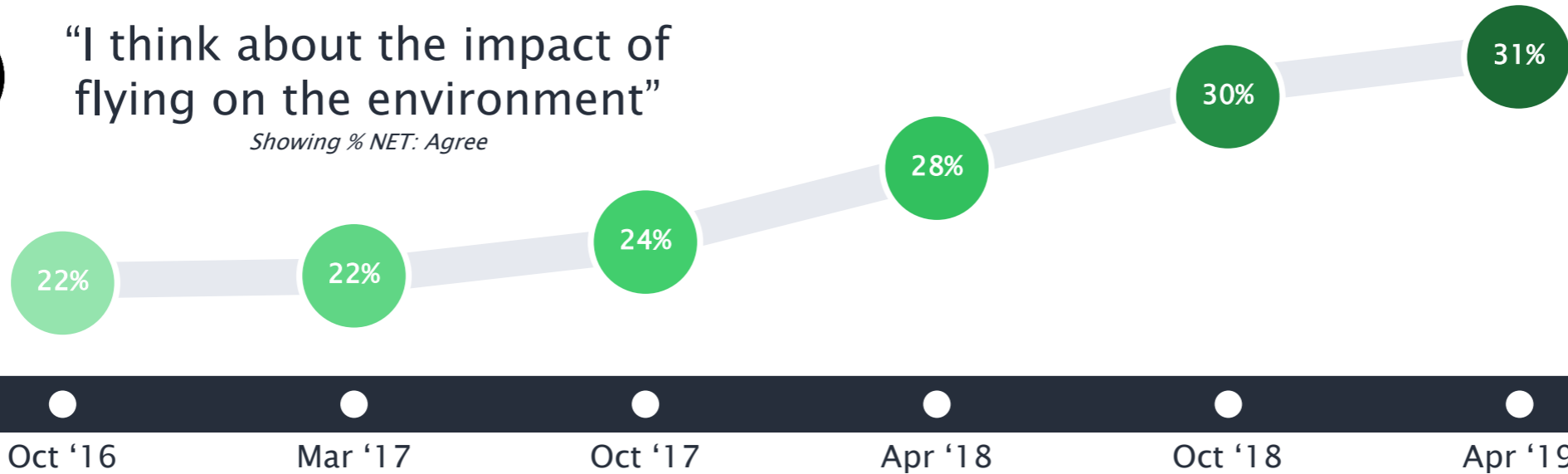
# Environmental considerations

Consumers are increasingly likely to take the environmental impact of flying into consideration and account for this when purchasing flights.



“I think about the impact of flying on the environment”

*Showing % NET: Agree*



“I would pay more for flight tickets to reduce environmental or noise impact”

*Showing % NET: Agree*

