

## Topline results: CAA communications survey 2017

The following results are based on an online survey of n=873 CAA participants who receive communications from CAA. Fieldwork was conducted from 19 September to 6 November 2017. Respondents were sourced from CAA's database, others received an open-link to the survey from someone (nominated by CAA) within their business or an organisation they belong to. Survey data is weighted by participant type to ensure it is representative of all CAA participants. The maximum margin of error on the total sample size of n=873 is +/- 3.3% at the 95% confidence level.

Key findings are as follows:

**The website and Vector magazine have the widest reach of all CAA communications. While the face to face forms of communications do not have the highest reach, they appear to be more effective at holding participants' attention and are considered relatively more useful than CAA's written forms of communication**

|                                | % Seen/<br>attended | % Seen/ attended that<br>read/ listened to<br>all/most of it* | % Seen/attended that<br>found it extremely or<br>very useful |
|--------------------------------|---------------------|---|--|
| CAA website*                   | 96%                 | 74%   | 61%  |
| Vector magazine                | 93%                 | 66%   | 45%  |
| GAP booklets                   | 63%                 | 66%   | 61%  |
| Media statements               | 61%                 | 54%   | 16%  |
| 'How To...' booklets           | 46%                 | 59%   | 56%  |
| AvKiwi Safety seminars         | 43%                 | 86%   | 66%  |
| CAA Statement of Intent*       | 17%                 | 44%   | 16%  |
| CAA Annual Report              | 16%                 | 27%   | 13%  |
| Maintenance controller course  | 10%                 | 87%   | 72%  |
| Aviation safety officer course | 9%                  | 90%   | 69%  |

\*For those who had seen the CAA website or CAA Statement of Intent the percentages in the second column are the % who found all/most of the information they were looking for.

### Communication from or with an actual person is desirable

*"Personal communication is very effective - the AvKiwi seminars are superb. Educational videos made available through the website and YouTube would be well received."*

*"Put faces to names and create more video content."*

*"Put their phone listings back on the website so you can figure out who in the department you need to ring and the number to get them on when you need them."*

*"A forum-style part of the CAA website (with moderators), where opinions can be checked and discussed, questions can be asked from all levels and sectors of aviation. This portal, once established, could reduce call volume to CAA and free up resources, whilst providing interaction and transparency around common topics."*

*"Having more hands-on staff with real world experience and knowledge who would go out and visit and make themselves known to operators and pilots and to work with companies to achieve good work practices and common-sense rules that will help everyone get the job done safely and effectively."*

*"AvKiwi seminars are good, and normally always remember a few key points. The main thing is the stories from others, learning off others mistakes etc."*

**Participants are far more supportive than unsupportive of CAA having a social media presence. The vast majority use social media sites (particularly Facebook and YouTube), but only a minority say they are highly likely to follow CAA on these sites**

Nearly 7 in 10 participants *support* CAA being on social media, one quarter *do not support* this, and the rest are unsure. Facebook is used by 78% of participants, and YouTube is used by 95%. Only 3 in 10 participants say they are *extremely* or *very likely* to follow CAA on Facebook, and nearly 2 in 10 on YouTube.

### Overall, what do CAA participants want?

To hear more information from real people. Communication that is simple, uses plain-English, has a more friendly and supportive tone, as opposed to an officious/adversarial tone. A closer relationship with CAA, through more open/transparent communication, and opportunities for two-way communication/discussion. Specific/tailored/ relevant communications. Quicker/more responsive communication. Easier access to information - the website is considered difficult to navigate by some. Consistent information – CAA staff members need to be 'on the same page'.