THE GROWING DEMAND FOR CONNECTIVITY

INFLIGHT CONNECTIVITY SURVEY 2018
MEASA HIGHLIGHTS

THE IMPORTANCE OF CONNECTION QUALITY

79% of passengers (84%) would be more likely to rebook with an airline if inflight wi-fi were available.

8/10 of passengers said they would be more likely to choose an airline if it offered inflight wi-fi.

78% of passengers who received internet service recommended it to friends when faced with a choice.

69% of passengers that made inflight wi-fi their last year's resolution.

62% of passengers agreed that if only poor-quality wi-fi was available they would prefer not to have access to it at all.

59% of passengers that have had access to inflight wi-fi in the last year used it.

40% of passengers that admitted to having been attracted to another traveller on their flight would use inflight connectivity to access dating apps in the air.

34% of passengers that feel that wi-fi is fundamental to daily life.

INFLIGHT CONNECTIVITY SURVEY 2018
MEASA HIGHLIGHTS

LOVE IS IN THE AIR

52% of passengers that admitted to having been attracted to another traveller on their flight.

8/10 of passengers would be more likely to return to an airline if inflight wi-fi was available.

72% of passengers that admitted to having been attracted to another traveller on their flight.

78% of passengers who received inflight wi-fi would use it.