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INFLIGHT CONNECTIVITY SURVEY 2018
MEASA HIGHLIGHTS

INFLIGHT CONNECTIVITY IS DRIVING LOYALTY AMONGST PASSENGERS

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8/10

OF PASSENGERS (84%) WOULD BE MORE LIKELY TO REBOOK WITH AN AIRLINE IF INFLIGHT WI-FI WERE AVAILABLE

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78%

OF PASSENGERS WOULD BE LIKELY TO RECOMMEND INFLIGHT WI-FI HAVING TRIED IT PREVIOUSLY

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INFLIGHT CONNECTIVITY SURVEY 2018
MEASA HIGHLIGHTS

THE GROWING DEMAND FOR CONNECTIVITY

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OF THOSE WHO FEEL THAT WI-FI IS FUNDAMENTAL TO DAILY LIFE

79%

BELIEVE INFLIGHT WI-FI IS A NECESSITY

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69%

OF PASSENGERS THAT HAVE HAD ACCESS TO INFLIGHT WI-FI IN THE LAST YEAR USED IT

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90%

OF PASSENGERS WOULD USE INFIGHT WI-FI IF IT WERE AVAILABLE ON THEIR NEXT FLIGHT

RISING TO **93%** OF 18-30 YEAR OLDS

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INFLIGHT CONNECTIVITY SURVEY 2018
MEASA HIGHLIGHTS

THE IMPORTANCE OF CONNECTION QUALITY

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62%

OF PASSENGERS AGREED THAT IF ONLY POOR-QUALITY WI-FI WAS ON OFFER, THEY WOULD PREFER NOT TO HAVE ANY ACCESS TO IT AT ALL

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INFLIGHT CONNECTIVITY SURVEY 2018
MEASA HIGHLIGHTS

LOVE IS IN THE AIR

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72%

OF PASSENGERS THAT ADMITTED TO HAVING BEEN ATTRACTED TO ANOTHER TRAVELLER ON THEIR FLIGHT WOULD USE IFC TO ACCESS DATING APPS IN THE AIR