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Australian Government
Civil Aviation Safety Authority

RESULTS

Flight Safety Australia magazine reader feedback survey

June-July 2024

July 2024

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Acknowledgement of Country

The Civil Aviation Safety Authority (CASA) respectfully acknowledges the Traditional Custodians of the lands on which our offices are located and their continuing connection to land, water and community, and pays respect to Elders past, present and emerging.

Inside front cover artwork: James Baban.

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Contents

Flight Safety Australia feedback survey 2024 results	4
Overview	4
About Flight Safety Australia	4
Which of the following best describes your role(s) in the aviation sector? Please select all that apply.	5
How long have you been reading Flight Safety Australia?	6
Which of the following age ranges do you fall into?	7
Please indicate the extent to which you agree with the following statements:	8
I have learnt useful information on aviation safety from reading Flight Safety Australia.	8
The information published in Flight Safety Australia has influenced me to become safer in my aviation role.	9
I would recommend Flight Safety Australia to other people in the aviation industry.	10
Please indicate the extent to which you agree with the following statements:	11
I feel engaged by the content	11
Writing is interesting and informative	12
I am exposed to new points of view or ways of thinking about aviation safety	13
Information in the magazine is relevant	14
In the last 12 months, how have you accessed Flight Safety Australia content? (Select all that apply)	15
Do you read the magazine print edition (published quarterly)?	16
How did you first hear about the print edition?	17
What is the nature of your subscription?	19
Do you have a bulk subscription (packs of 5 or 10)?	19
What prompted you to subscribe to the print edition? (select all that apply)	20
How many people in the business/household read your copy of the print magazine, including yourself?	21
Regarding the print edition, please indicate the extent to which you agree with the following statements:	22
The magazine meets my expectations	22
The magazine is value for money	23
The articles are the right length for me	24
The magazine features a good range of topics	25
What other aviation publications do you read? (Select all that apply)	26
The following questions were for those people who do not currently read Flight Safety Australia.	27
You have said that you do not read Flight Safety Australia. Please tell us why:	27
What would be your most preferred way to access Flight Safety Australia content?	28
What content do you think would be useful in a magazine about aviation safety? Please select all that apply.	29

Flight Safety Australia feedback survey 2024 results

Overview

The team at CASA's *Flight Safety Australia* magazine sought feedback from print and online subscribers to gather information on whether they are happy with the content and safety information provided in the magazine.

The survey period ran for one month between 27 June and 25 July 2024.

The survey asked all readers to rate how strongly they agree with specific statements on how the magazine has improved their awareness of aviation safety. There were also questions specific to the print magazine, including whether the magazine is value for money and if it features a good range of topics.

We also asked open-ended questions on what readers like most about the magazine and what they think we could improve.

All print and digital subscribers were invited to provide feedback. There was also an opportunity for people who do not currently read the magazine to comment on certain topics.

There were 579 responses to the survey.

This report includes the results of the quantitative questions. You can read comments in the published responses.

About Flight Safety Australia

Flight Safety Australia offers credible, informative and comprehensive content on all key aviation safety issues, including safety management systems, maintenance, runway safety, human factors, airspace, training and aviation medicine.

Flight Safety Australia is available two ways:

- **Print** - a quarterly magazine available via subscription at the [CASA Online Store](#)
- **Online** - flightsafetyaustralia.com

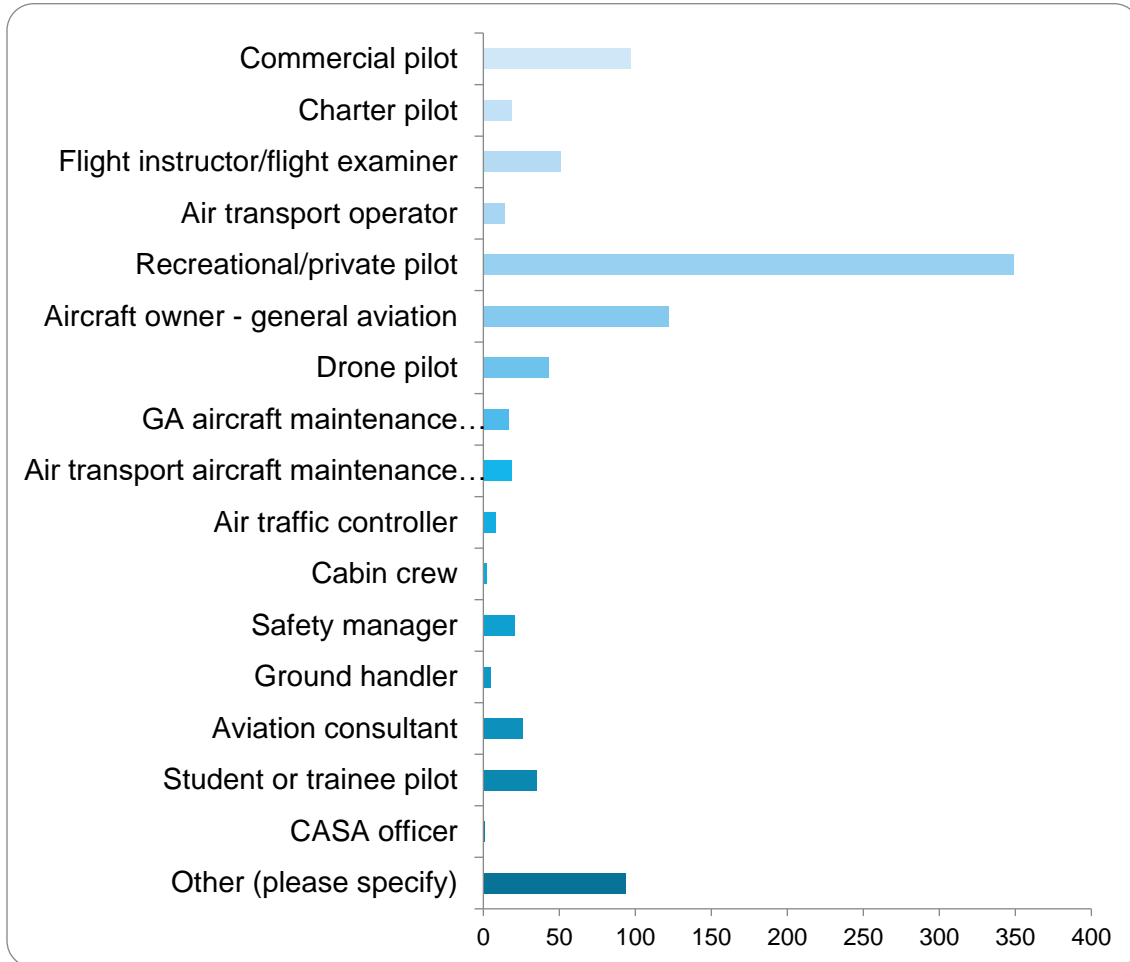
The magazine has 64 pages packed with features, news, in-depth analysis and photography, on a wide range of topics by expert contributors from the aviation community. You can read the popular 'Crash comic', along with our 'Close calls' where pilots share their experiences and lessons learnt in the name of safety, and test your knowledge with a range of quizzes. All this is delivered direct to your door every quarter.

The online edition includes topical news and unique digital-only content including safety videos and audio close calls. You can also engage with peers from the aviation community by liking, sharing or commenting on the articles.

We also promote stories through CASA's [Facebook](#) and [LinkedIn](#) accounts.

Which of the following best describes your role(s) in the aviation sector? Please select all that apply.

There were 579 responses.

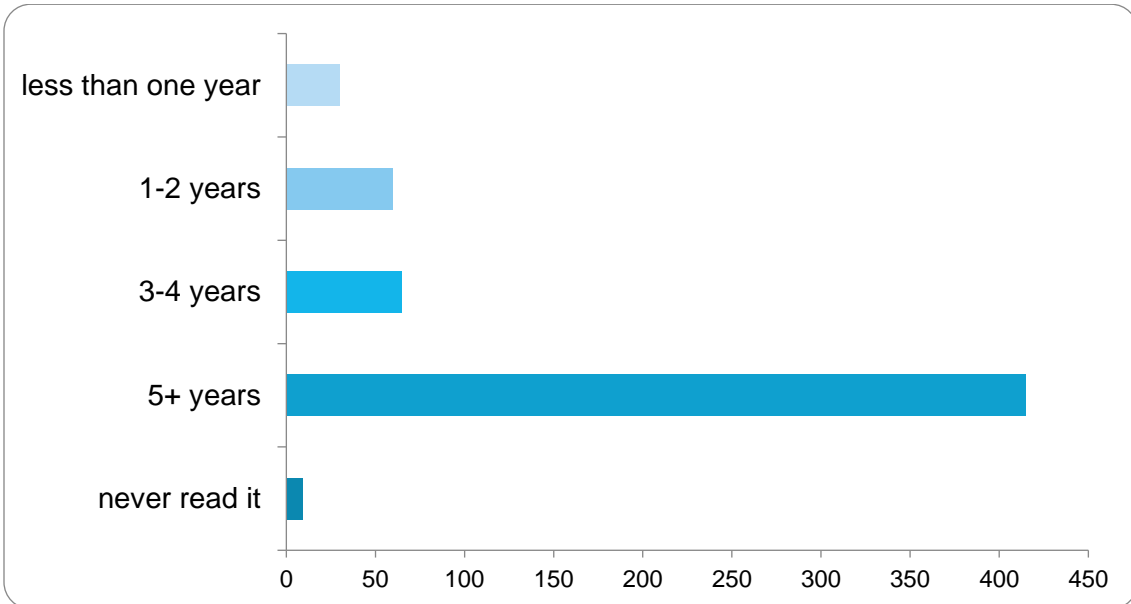


Option	Total	Percent
Commercial pilot	97	16.75%
Charter pilot	19	3.28%
Flight instructor/flight examiner	51	8.81%
Air transport operator	14	2.42%
Recreational/private pilot	349	60.28%
Aircraft owner - general aviation	122	21.07%
Drone pilot	43	7.43%
GA aircraft maintenance engineer/LAME	17	2.94%
Air transport aircraft maintenance engineer/LAME	19	3.28%
Air traffic controller	8	1.38%

Cabin crew	2	0.35%
Safety manager	21	3.63%
Ground handler	5	0.86%
Aviation consultant	26	4.49%
Student or trainee pilot	35	6.04%
CASA officer	1	0.17%
Other (please specify)	94	16.23%
Not Answered	0	0.00%

How long have you been reading Flight Safety Australia?

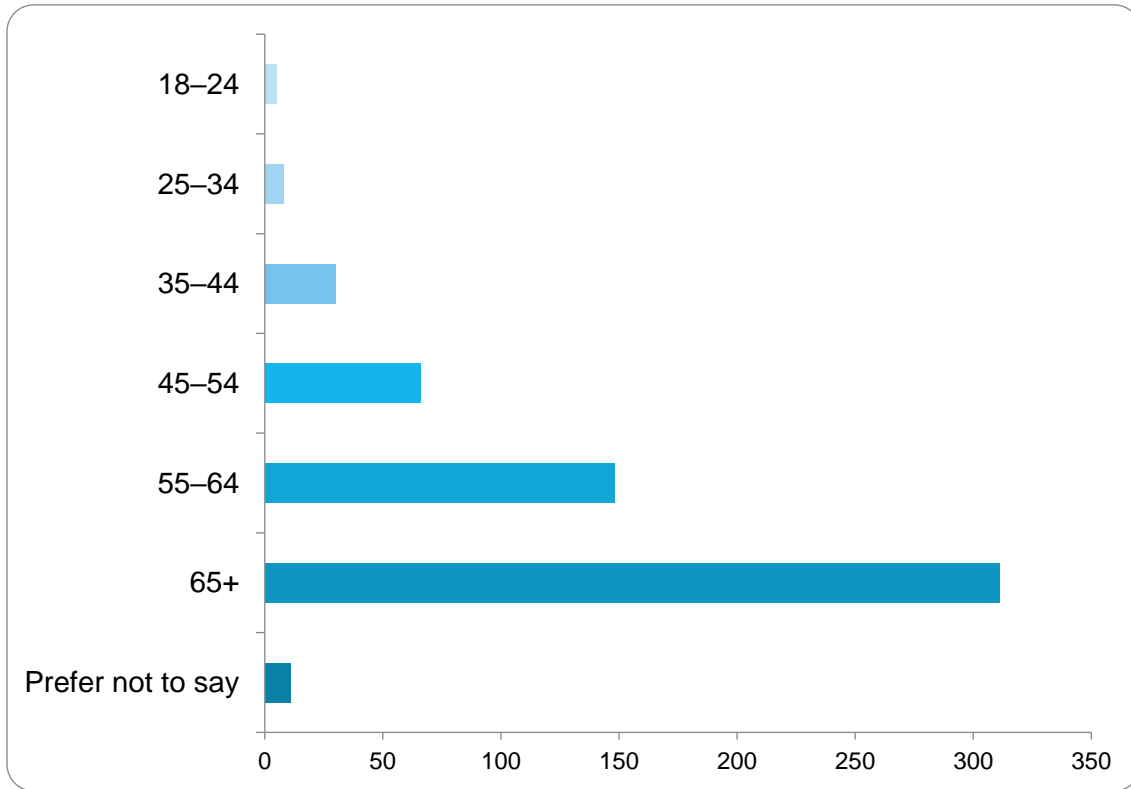
There were 579 responses.



Option	Total	Percent
less than one year	30	5.18%
1-2 years	60	10.36%
3-4 years	65	11.23%
5+ years	415	71.68%
never read it	9	1.55%
Not Answered	0	0.00%

Which of the following age ranges do you fall into?

There were 579 responses.

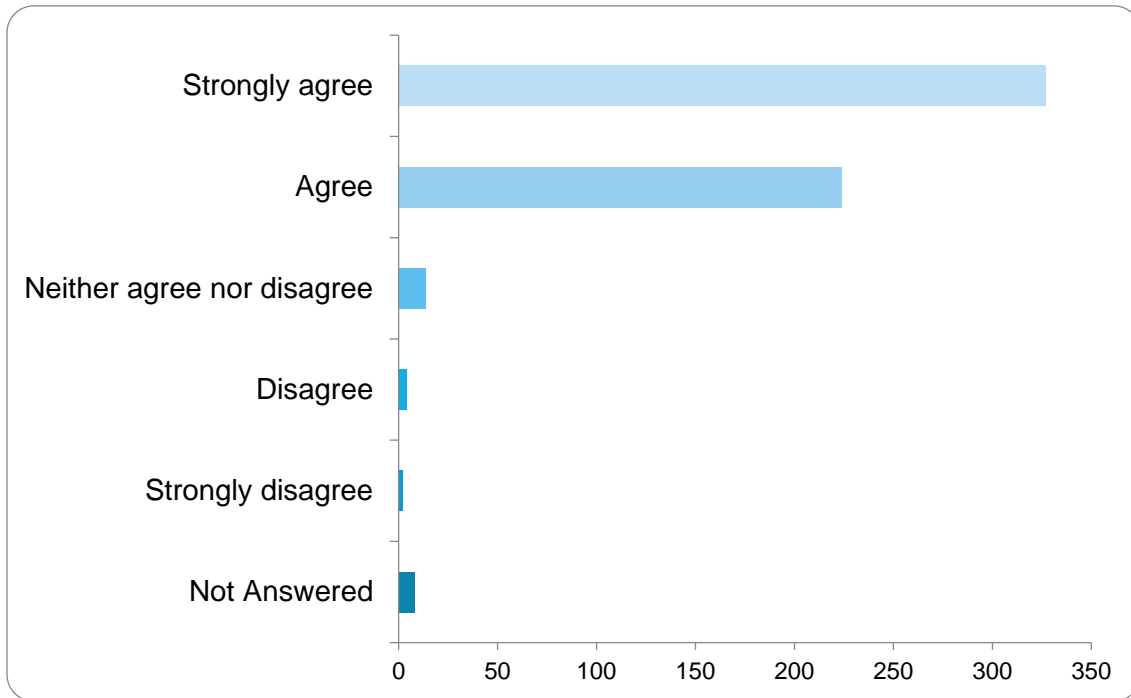


Option	Total	Percent
18-24	5	0.86%
25-34	8	1.38%
35-44	30	5.18%
45-54	66	11.40%
55-64	148	25.56%
65+	311	53.71%
Prefer not to say	11	1.90%
Not Answered	0	0.00%

Please indicate the extent to which you agree with the following statements:

I have learnt useful information on aviation safety from reading Flight Safety Australia.

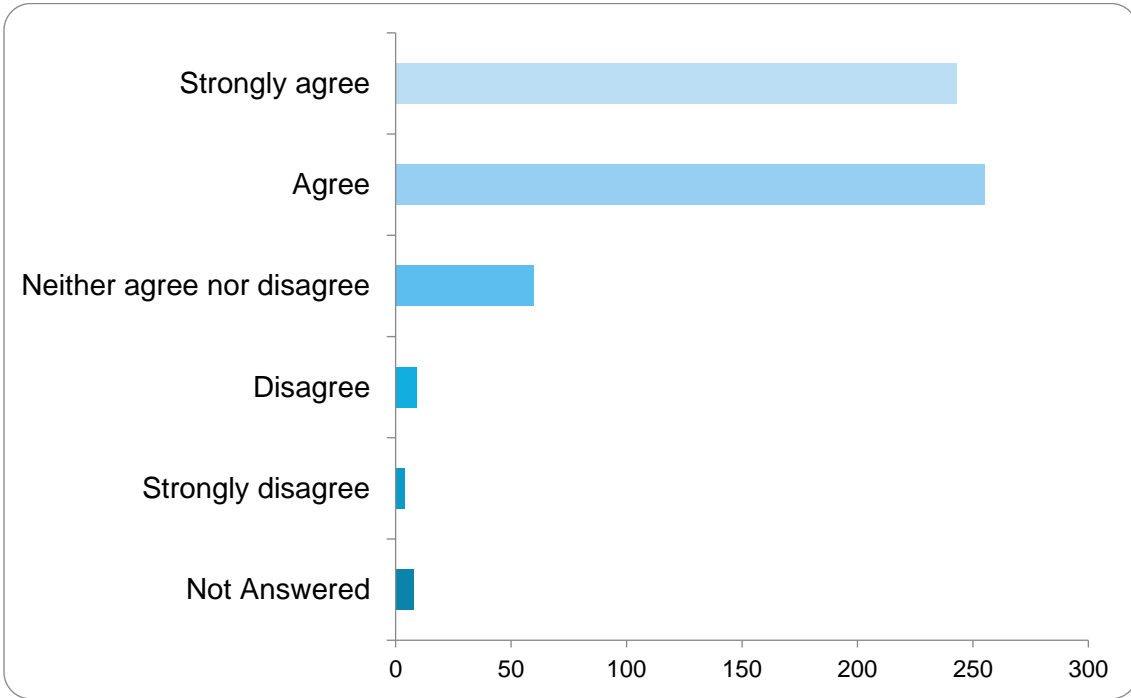
There were 571 responses.



Option	Total	Percent
Strongly agree	327	56.48%
Agree	224	38.69%
Neither agree nor disagree	14	2.42%
Disagree	4	0.69%
Strongly disagree	2	0.35%
Not Answered	8	1.38%

The information published in Flight Safety Australia has influenced me to become safer in my aviation role.

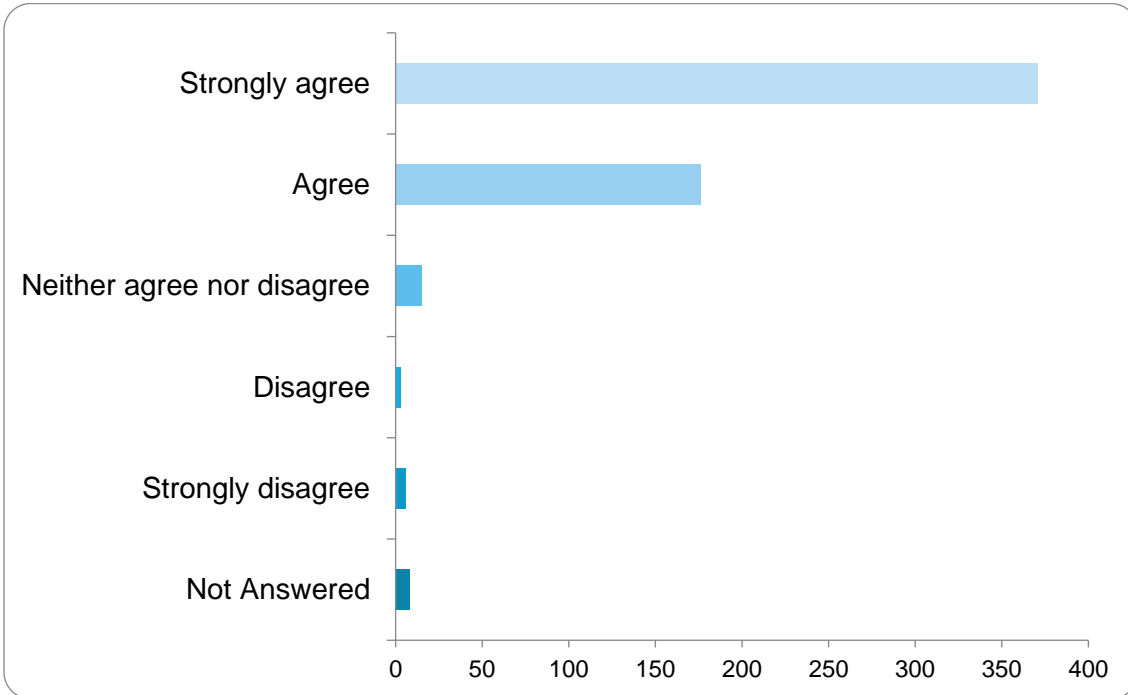
There were 571 responses.



Option	Total	Percent
Strongly agree	243	41.97%
Agree	255	44.04%
Neither agree nor disagree	60	10.36%
Disagree	9	1.55%
Strongly disagree	4	0.69%
Not Answered	8	1.38%

I would recommend Flight Safety Australia to other people in the aviation industry.

There were 571 responses.

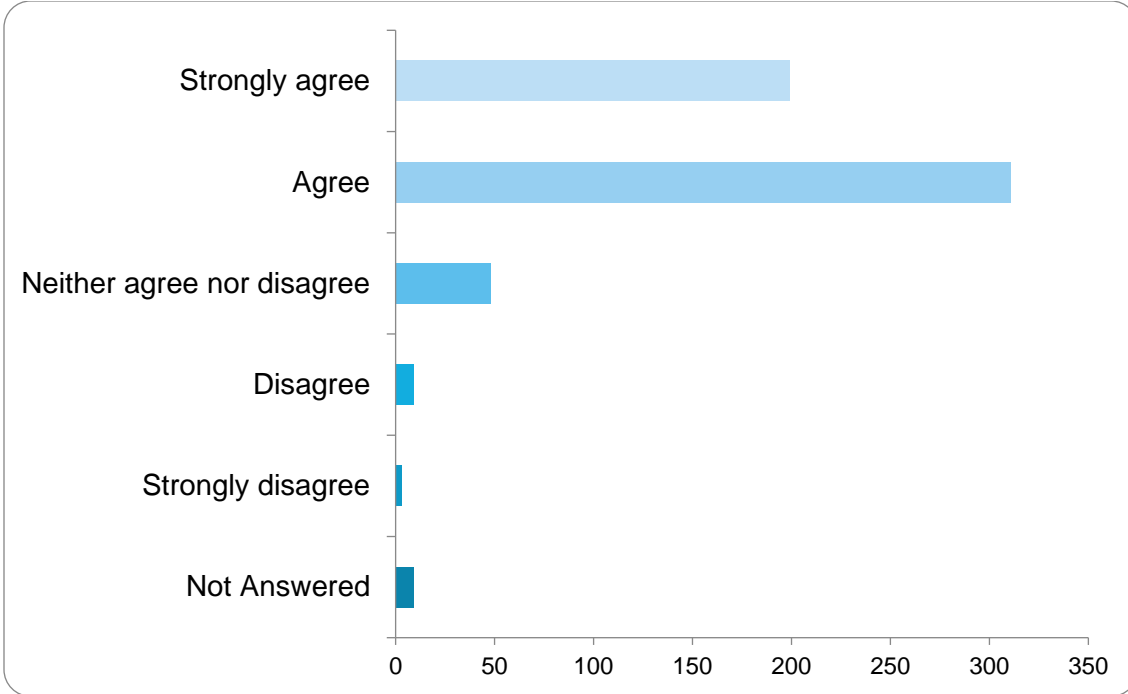


Option	Total	Percent
Strongly agree	371	64.08%
Agree	176	30.40%
Neither agree nor disagree	15	2.59%
Disagree	3	0.52%
Strongly disagree	6	1.04%
Not Answered	8	1.38%

Please indicate the extent to which you agree with the following statements:

I feel engaged by the content

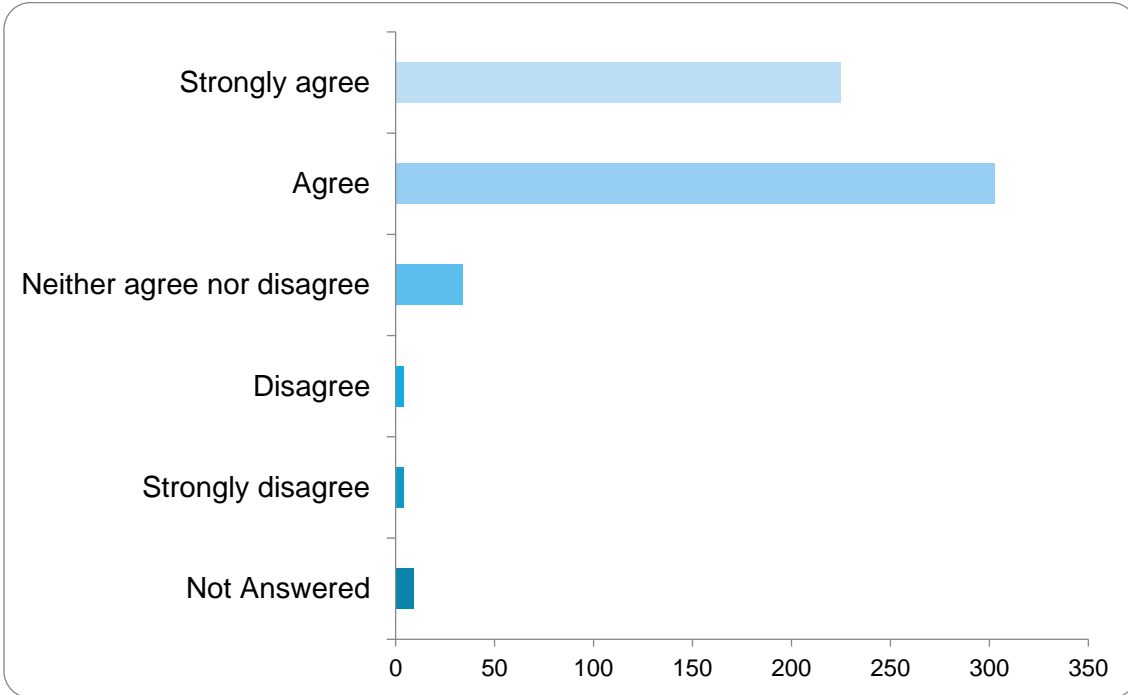
There were 570 responses.



Option	Total	Percent
Strongly agree	199	34.37%
Agree	311	53.71%
Neither agree nor disagree	48	8.29%
Disagree	9	1.55%
Strongly disagree	3	0.52%
Not Answered	9	1.55%

Writing is interesting and informative

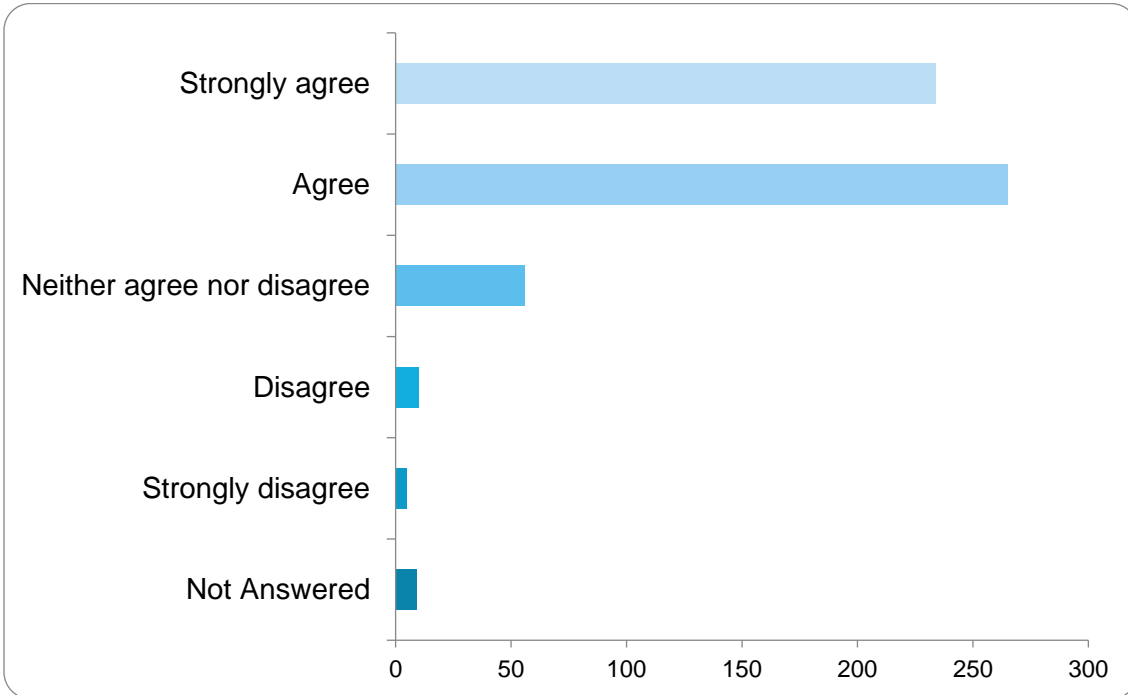
There were 570 responses.



Option	Total	Percent
Strongly agree	225	38.86%
Agree	303	52.33%
Neither agree nor disagree	34	5.87%
Disagree	4	0.69%
Strongly disagree	4	0.69%
Not Answered	9	1.55%

I am exposed to new points of view or ways of thinking about aviation safety

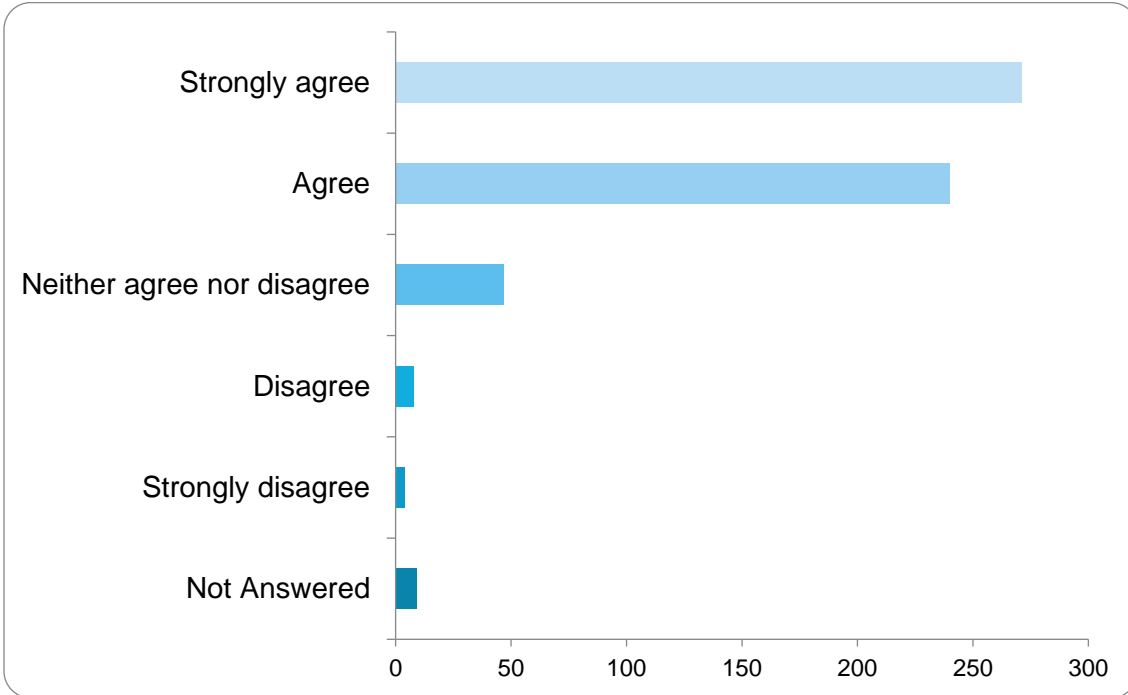
There were 570 responses.



Option	Total	Percent
Strongly agree	234	40.41%
Agree	265	45.77%
Neither agree nor disagree	56	9.67%
Disagree	10	1.73%
Strongly disagree	5	0.86%
Not Answered	9	1.55%

Information in the magazine is relevant

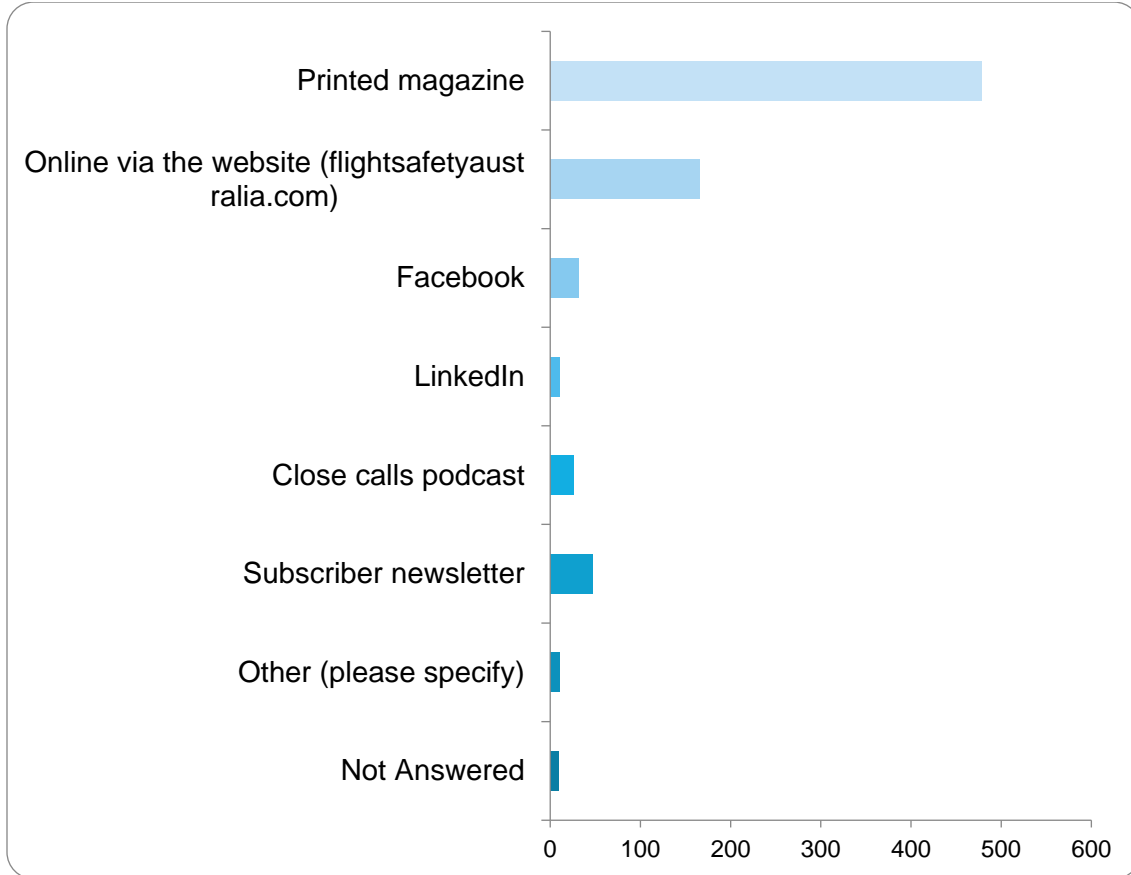
There were 570 responses.



Option	Total	Percent
Strongly agree	271	46.80%
Agree	240	41.45%
Neither agree nor disagree	47	8.12%
Disagree	8	1.38%
Strongly disagree	4	0.69%
Not Answered	9	1.55%

In the last 12 months, how have you accessed Flight Safety Australia content? (Select all that apply)

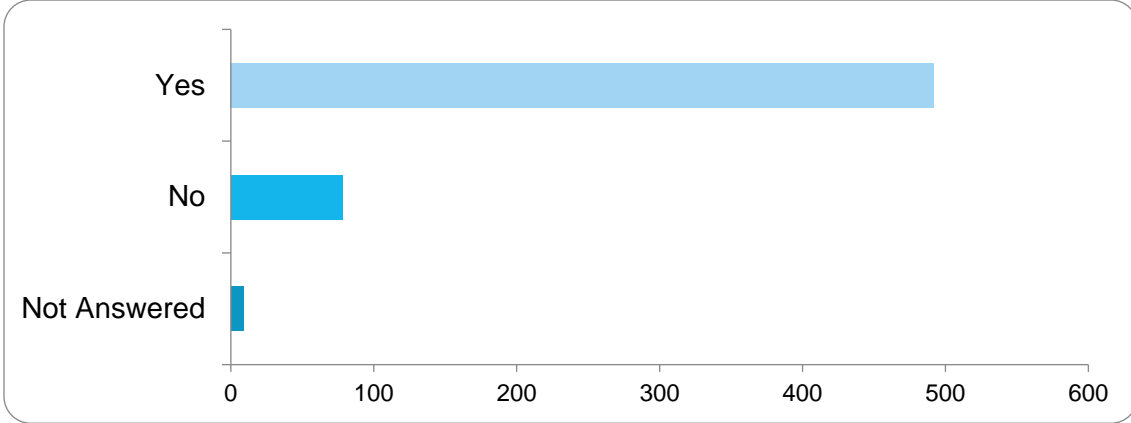
There were 570 responses.



Option	Total	Percent
Printed magazine	478	82.56%
Online via the website (flightsafetyaustralia.com)	166	28.67%
Facebook	32	5.53%
LinkedIn	11	1.90%
Close calls podcast	26	4.49%
Subscriber newsletter	47	8.12%
Other (please specify)	10	1.73%
Not Answered	9	1.55%

Do you read the magazine print edition (published quarterly)?

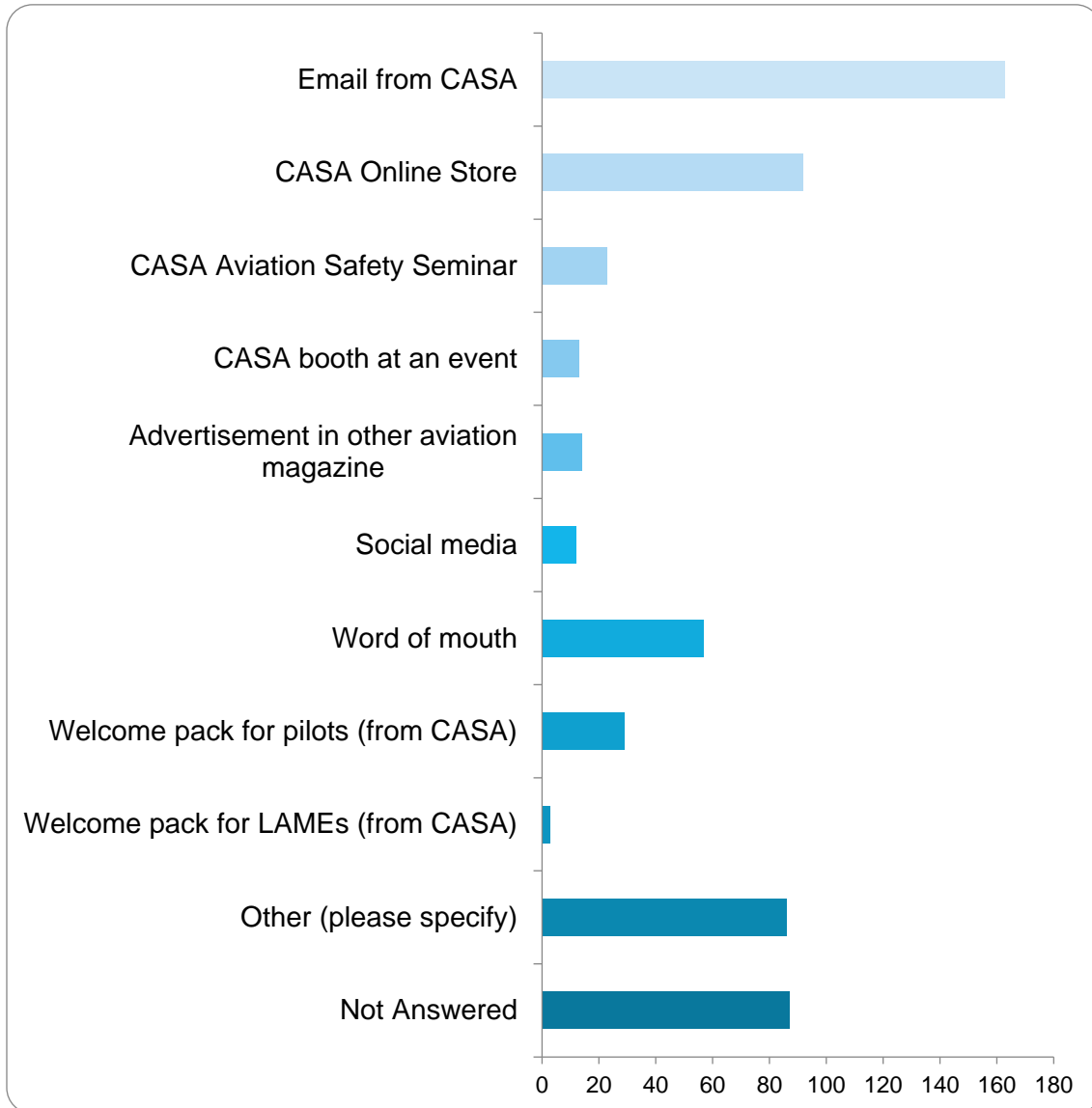
There were 570 responses.



Option	Total	Percent
Yes	492	84.97%
No	78	13.47%
Not Answered	9	1.55%

How did you first hear about the print edition?

There were 492 responses.

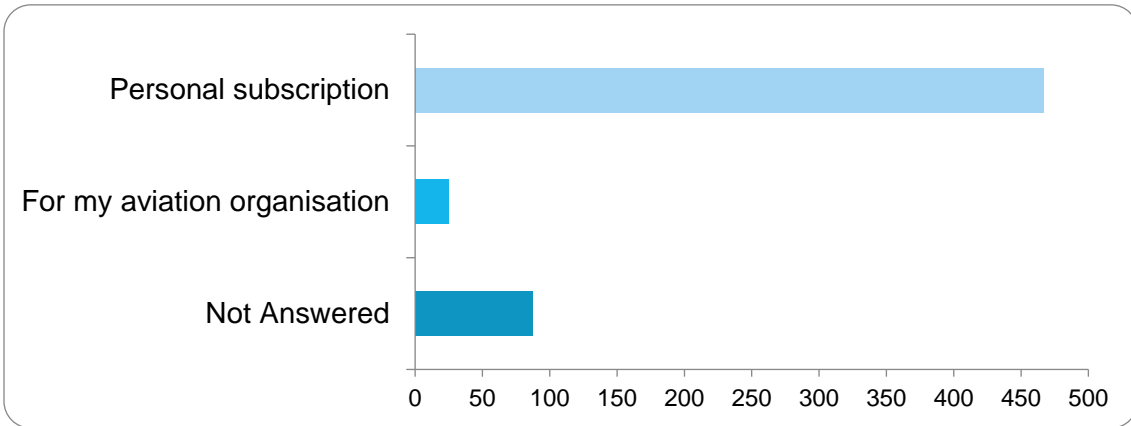


Option	Total	Percent
Email from CASA	163	28.15%
CASA Online Store	92	15.89%
CASA Aviation Safety Seminar	23	3.97%
CASA booth at an event	13	2.25%
Advertisement in other aviation magazine	14	2.42%
Social media	12	2.07%
Word of mouth	57	9.84%
Welcome pack for pilots (from CASA)	29	5.01%

Welcome pack for LAMEs (from CASA)	3	0.52%
Other (please specify)	86	14.85%
Not Answered	87	15.03%

What is the nature of your subscription?

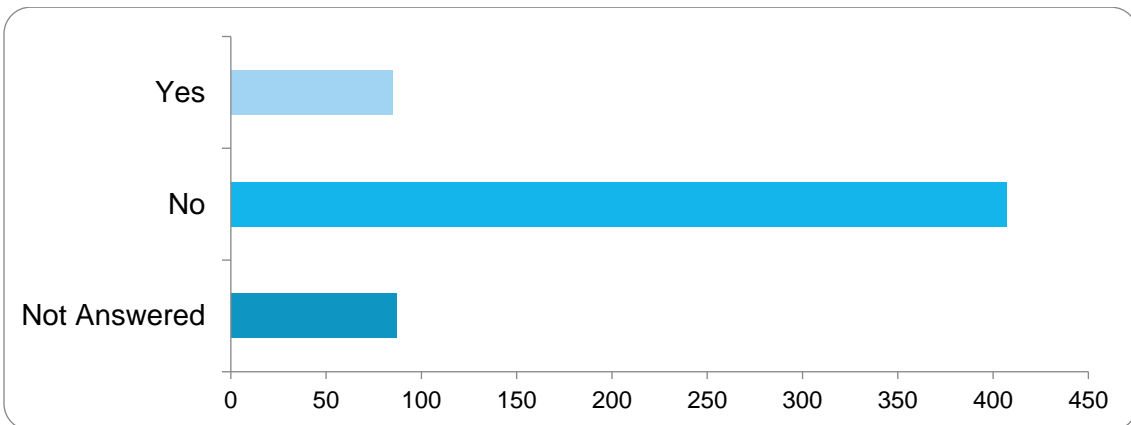
There were 492 responses.



Option	Total	Percent
Personal subscription	467	80.66%
For my aviation organisation	25	4.32%
Not Answered	87	15.03%

Do you have a bulk subscription (packs of 5 or 10)?

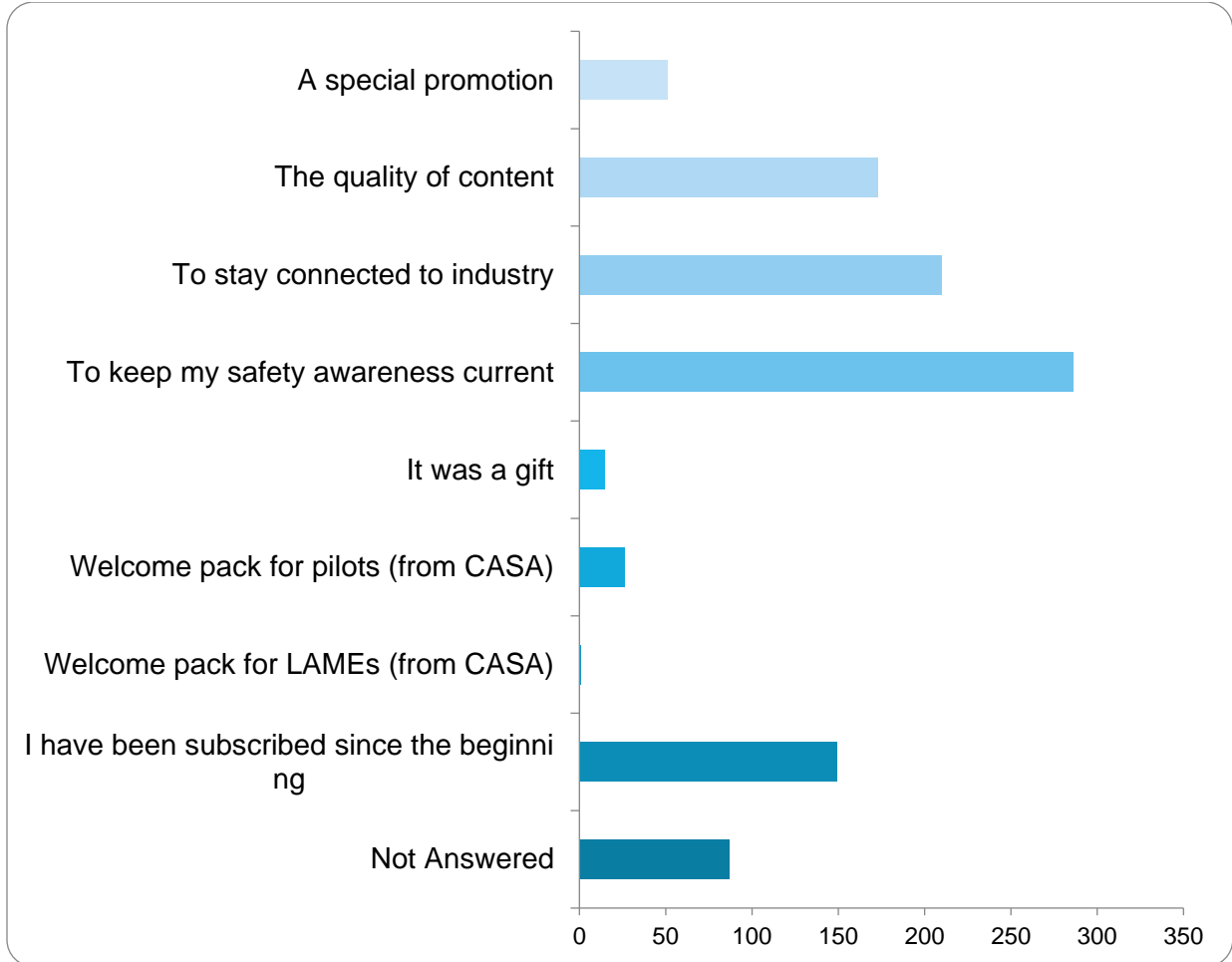
There were 492 responses.



Option	Total	Percent
Yes	85	14.68%
No	407	70.29%
Not Answered	87	15.03%

What prompted you to subscribe to the print edition? (select all that apply)

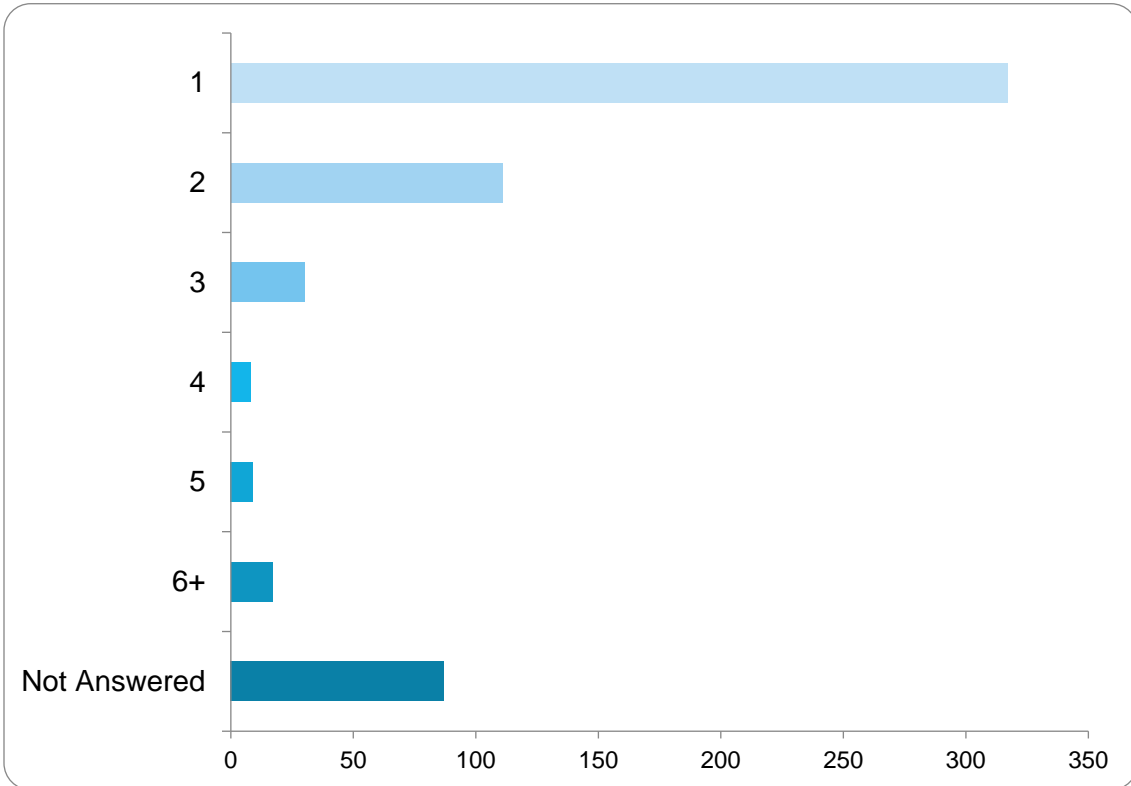
There were 492 responses.



Option	Total	Percent
A special promotion	51	8.81%
The quality of content	173	29.88%
To stay connected to industry	210	36.27%
To keep my safety awareness current	286	49.40%
It was a gift	15	2.59%
Welcome pack for pilots (from CASA)	26	4.49%
Welcome pack for LAMEs (from CASA)	1	0.17%
I have been subscribed since the beginning	149	25.73%
Not Answered	87	15.03%

How many people in the business/household read your copy of the print magazine, including yourself?

There were 492 responses.

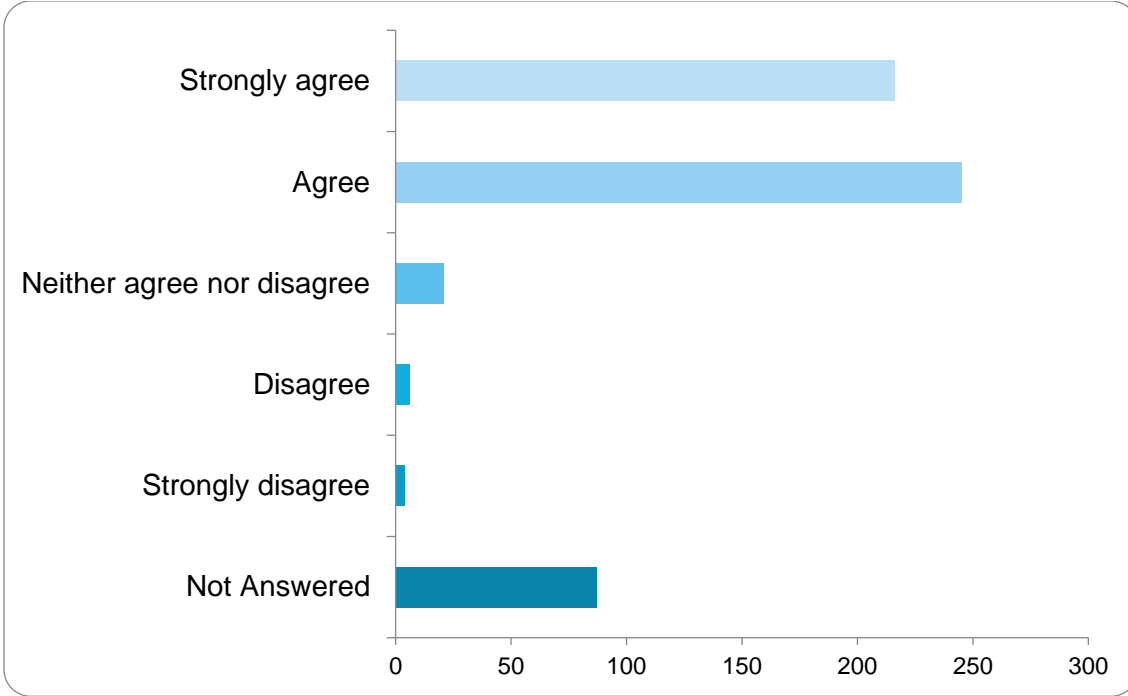


Option	Total	Percent
1	317	54.75%
2	111	19.17%
3	30	5.18%
4	8	1.38%
5	9	1.55%
6+	17	2.94%
Not Answered	87	15.03%

Regarding the print edition, please indicate the extent to which you agree with the following statements:

The magazine meets my expectations

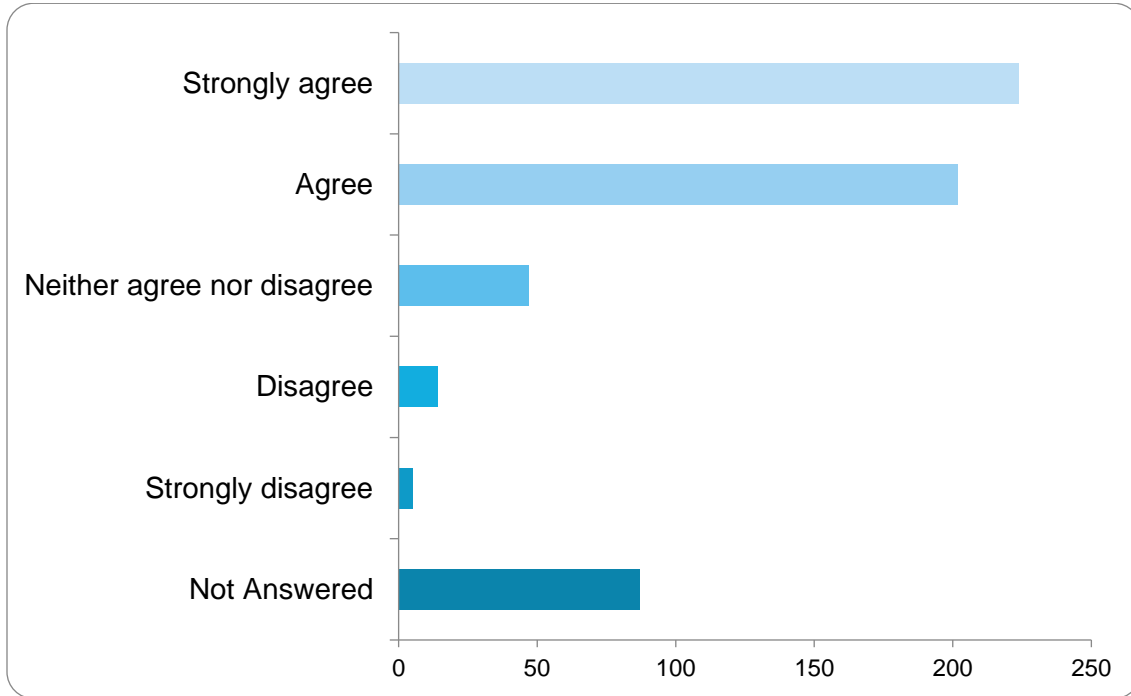
There were 492 responses.



Option	Total	Percent
Strongly agree	216	37.31%
Agree	245	42.31%
Neither agree nor disagree	21	3.63%
Disagree	6	1.04%
Strongly disagree	4	0.69%
Not Answered	87	15.03%

The magazine is value for money

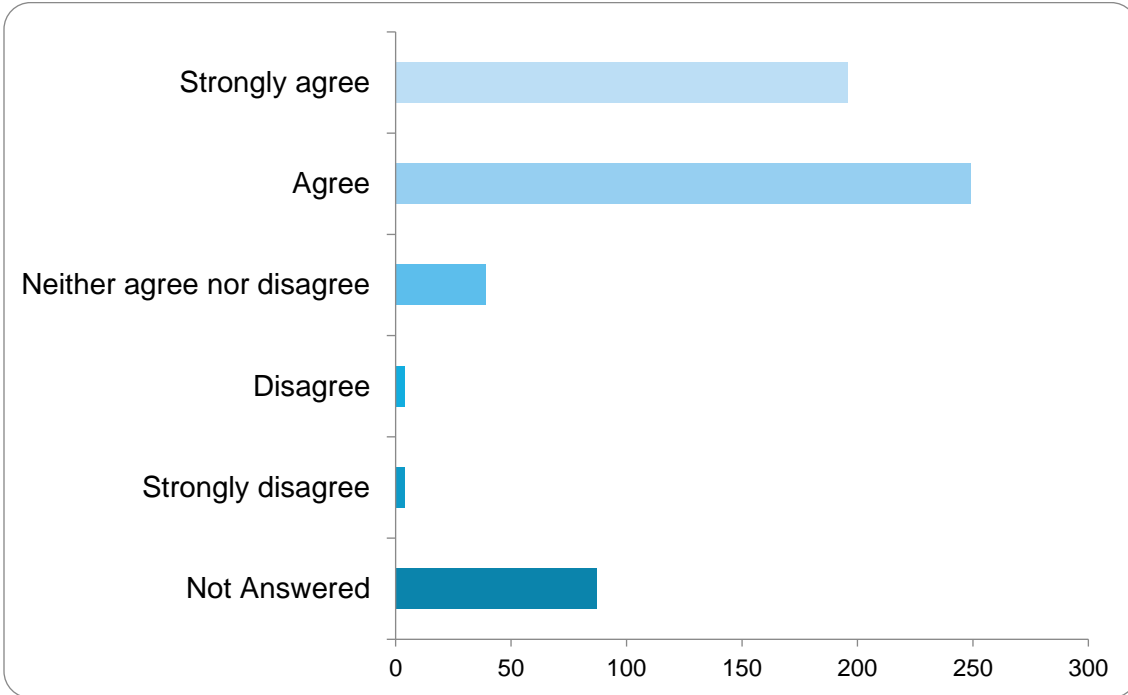
There were 492 responses.



Option	Total	Percent
Strongly agree	224	38.69%
Agree	202	34.89%
Neither agree nor disagree	47	8.12%
Disagree	14	2.42%
Strongly disagree	5	0.86%
Not Answered	87	15.03%

The articles are the right length for me

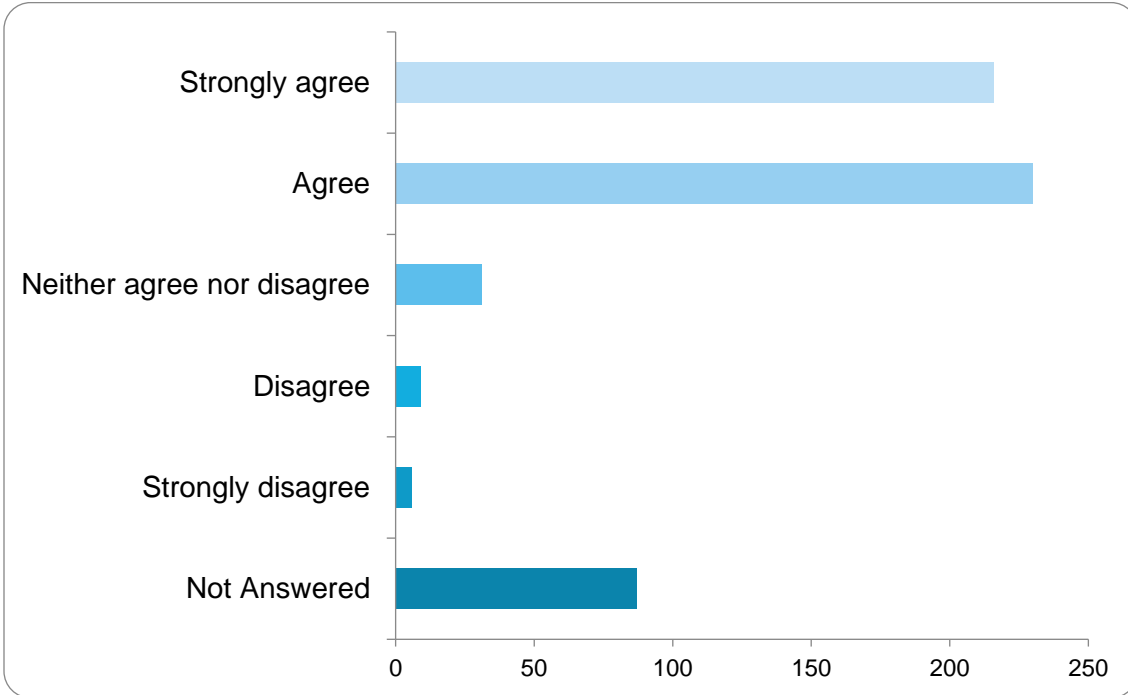
There were 492 responses.



Option	Total	Percent
Strongly agree	196	33.85%
Agree	249	43.01%
Neither agree nor disagree	39	6.74%
Disagree	4	0.69%
Strongly disagree	4	0.69%
Not Answered	87	15.03%

The magazine features a good range of topics

There were 492 responses.



Option	Total	Percent
Strongly agree	216	37.31%
Agree	230	39.72%
Neither agree nor disagree	31	5.35%
Disagree	9	1.55%
Strongly disagree	6	1.04%
Not Answered	87	15.03%

What other aviation publications do you read? (Select all that apply)

Other publication read

There were 571 responses.

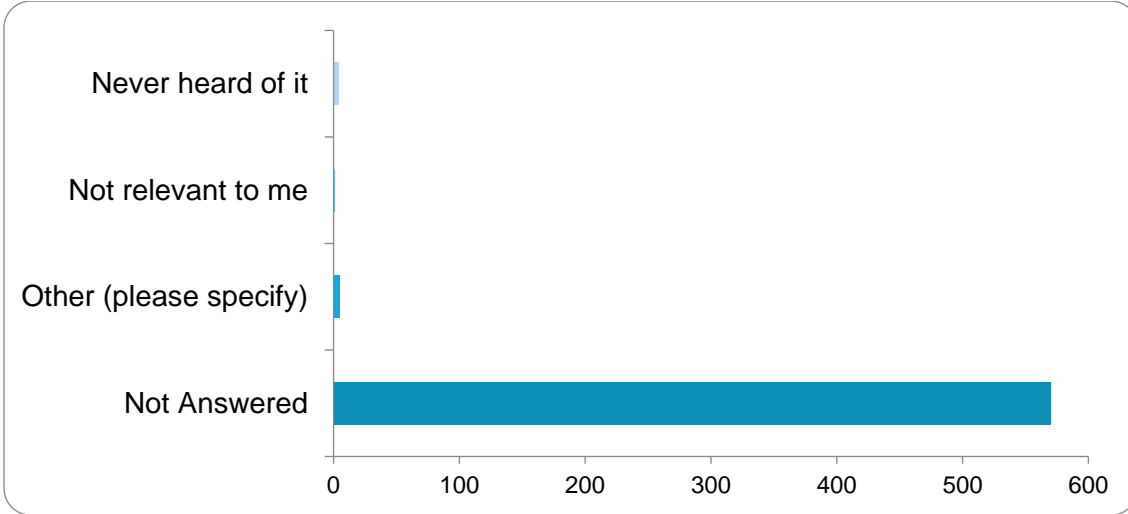


Option	Total	Percent
Australian Flying	208	35.92%
Australian Aviation	116	20.03%
Aviation Trader	182	31.43%
Aero Australia magazine	14	2.42%
The Australian newspaper	83	14.34%
RAAus publications including Sport Pilot	139	24.01%
AOPA publications	99	17.10%
Wings magazine	46	7.94%
Online articles about aviation	259	44.73%
I do not read any other aviation publication	71	12.26%
Other (please specify)	74	12.78%
Not Answered	8	1.38%

The following questions were for those people who do not currently read Flight Safety Australia.

You have said that you do not read Flight Safety Australia. Please tell us why:

There were 9 responses.

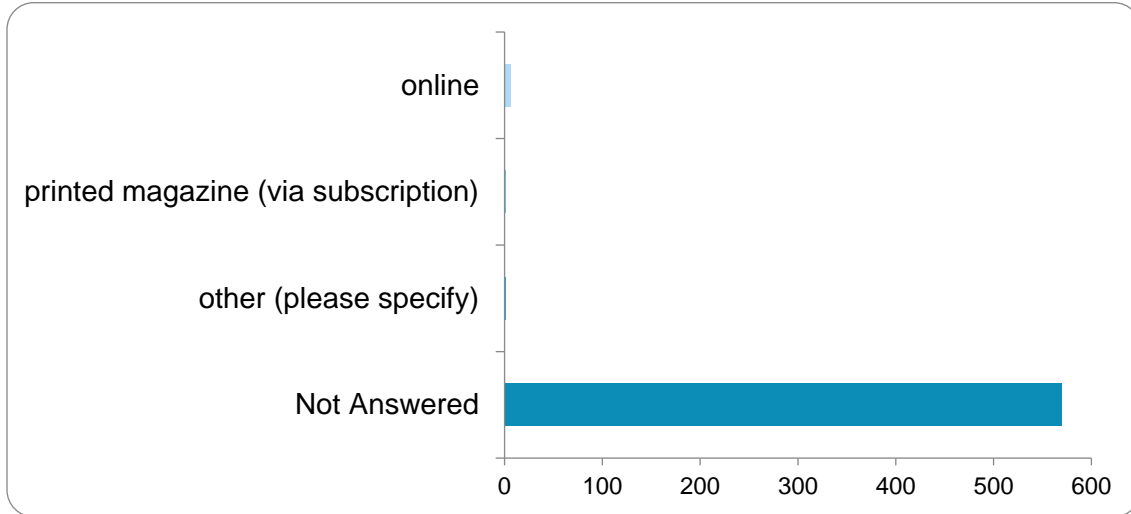


Option	Total	Percent
Too busy	0	0.00%
Never heard of it	4	0.69%
Not relevant to me	1	0.17%
Can't afford it	0	0.00%
Other (please specify)	5	0.86%
Not Answered	570	98.45%

What would be your most preferred way to access Flight Safety Australia content?

Preferred channel

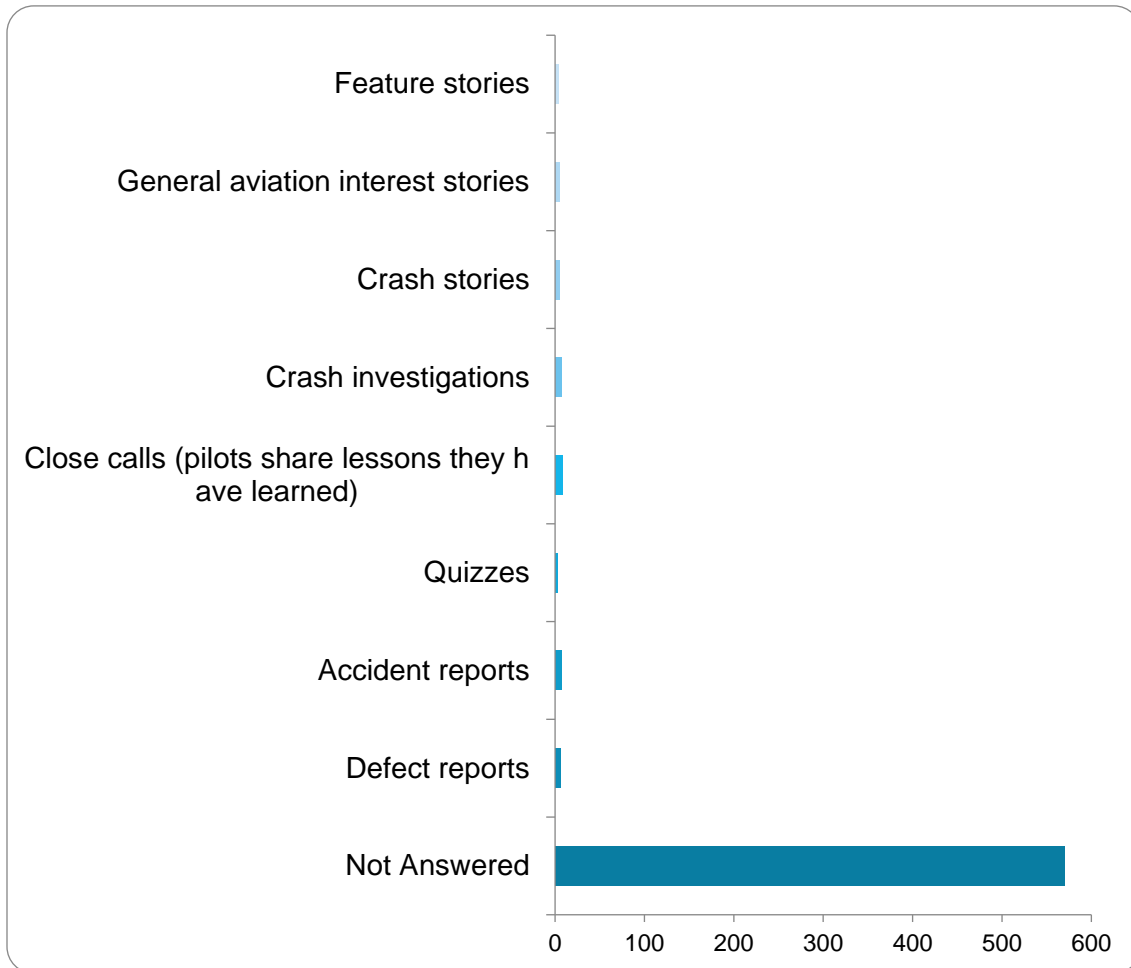
There were 9 responses.



Option	Total	Percent
online	7	1.21%
printed magazine (via subscription)	1	0.17%
social media	0	0.00%
no preference	0	0.00%
other (please specify)	1	0.17%
Not Answered	570	98.45%

What content do you think would be useful in a magazine about aviation safety? Please select all that apply.

There were 9 responses.



Option	Total	Percent
Feature stories	4	0.69%
General aviation interest stories	5	0.86%
Crash stories	5	0.86%
Crash investigations	7	1.21%
Close calls (pilots share lessons they have learned)	8	1.38%
Quizzes	3	0.52%
Accident reports	7	1.21%

Defect reports	6	1.04%
Other (please specify)	0	0.00%
Not Answered	570	98.45%

