

Discover your *edge*

Monday, 27 April 2015

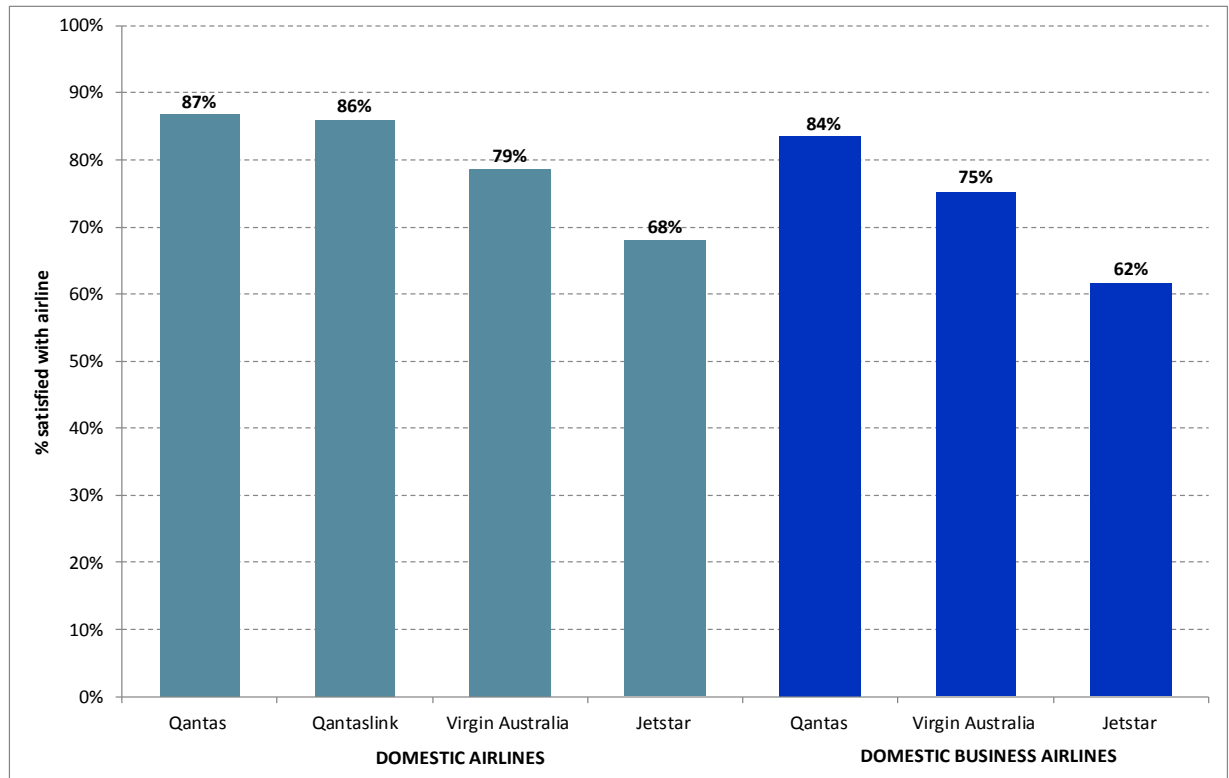
## Qantas reaches new high in customer satisfaction

Since Qantas won the Domestic Airline and Domestic Business Airline of the Year in the 2014 Roy Morgan Customer Satisfaction Awards, it has maintained a solid lead in both categories into 2015, blitzing the awards for February. Singapore Airlines also continues to set a shining example of Customer Satisfaction excellence in the International Airline category.

In the quarter to February 2015, Qantas achieved an 87% satisfaction rating in the domestic airline category, just ahead of its regional brand Qantaslink (86%) and comfortably ahead of third-place-getter Virgin Australia (79%). Qantas scored especially well with its younger passengers: 91% of Generation Z and 89% of Generation Y were satisfied with their experience flying with the airline.

In the domestic business airline category, Qantas scored 84%, ahead of Virgin with 75%. While male passengers (86%) are more likely than female (80%) to be satisfied with their business travel experience on Qantas, the reverse is true for Virgin (91% of women vs 66% of men).

Customer satisfaction, February 2015: Domestic Airlines and Domestic Business Airlines

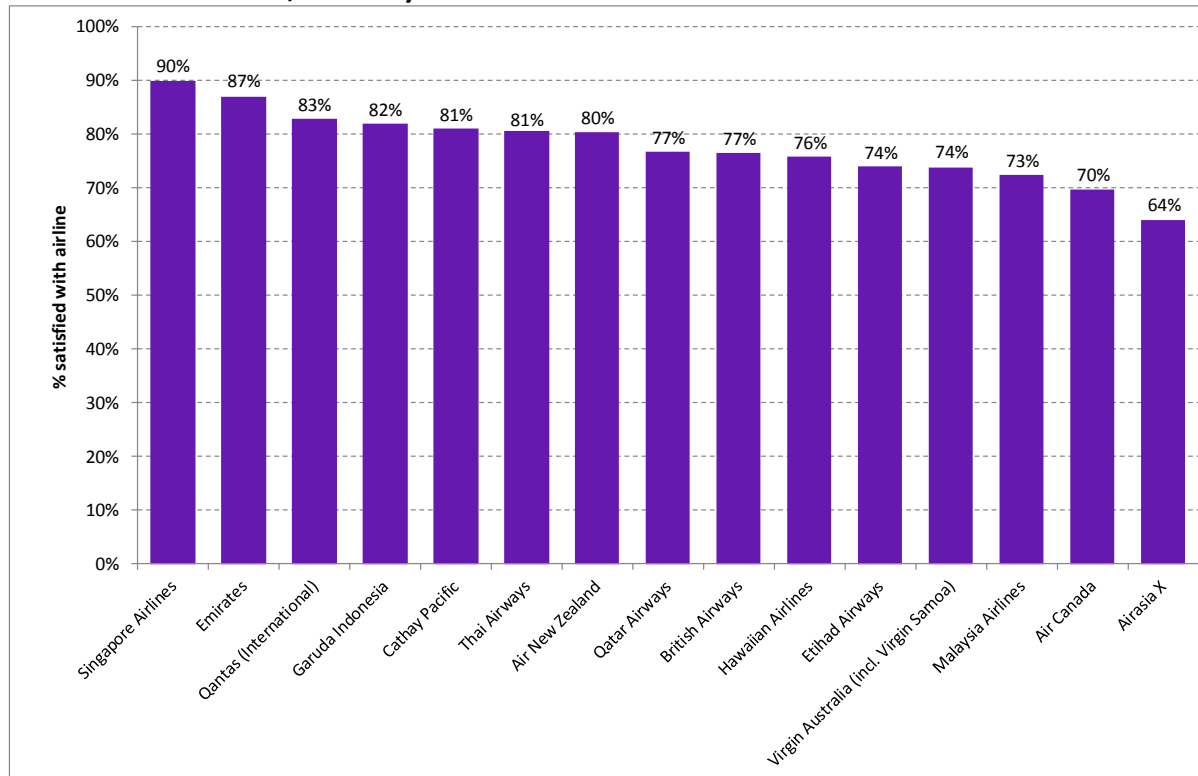


**Source:** Roy Morgan Single Source (Australia), December 2014 – February 2015 (n=3,687). **Base:** Australians 14+ who used a domestic airline in last 12 months

The playing field is more crowded for international airlines, but Singapore Airlines shows little sign of being challenged for top spot. With a satisfaction rating of 90%, the airline is sitting pretty ahead of Emirates (87%), Qantas (83%) and Garuda (82%).

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## Customer Satisfaction, February 2015: International airlines



**Source:** Roy Morgan Single Source (Australia), March 2014 – February 2015 (n=15,990). **Base:** Australians 14+ who used an international airline in last 12 months

The chart above shows the difference in satisfaction for the 15 highest rating international airlines, with a hefty 16% separating Singapore Airlines and AirAsia X. Among other international airlines that did not make it into the Top 15, scores fell as low as 45%.

### Michele Levine, CEO, Roy Morgan Research, says:

*“There is a lot at stake when it comes to international air travel: flights generally (but not always) take longer than domestic routes, and details that might be forgiven on a short 90-minute trip take on greater importance. The quality of in-flight entertainment, seat comfort, meals and even other passengers can all impact dramatically on satisfaction levels — making Singapore Airlines’ consistently high results all the more impressive.*

*“Qantas, meanwhile, continue to triumph in the domestic air travel categories, impressing business and leisure passengers alike. Even on shorter flights, there is plenty of scope to make the journey enjoyable, and Qantas has clearly mastered this art.*

*“By aggregating 12 months’ worth of responses to our Consumer Single Source and Business Single Source surveys, Roy Morgan is able to identify and celebrate those airlines that have outperformed their competitors in Customer Satisfaction.”*

**For comments or more information about Roy Morgan Research’s customer satisfaction and tourism data, please contact:**

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## Related research findings

[Find out more about the Roy Morgan Customer Satisfaction Awards.](#)

The Roy Morgan Customer Satisfaction Awards highlight the winners but this is only the tip of the iceberg. Roy Morgan tracks customer satisfaction, engagement, loyalty, advocacy and NPS across a wide range of industries and brands. This data can be analysed by month for your brand and importantly your competitive set.

## About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years' experience in collecting objective, independent information on consumers.

## Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2