

Friday, 24 August 2018

Qantas edges out Virgin Australia for customer satisfaction

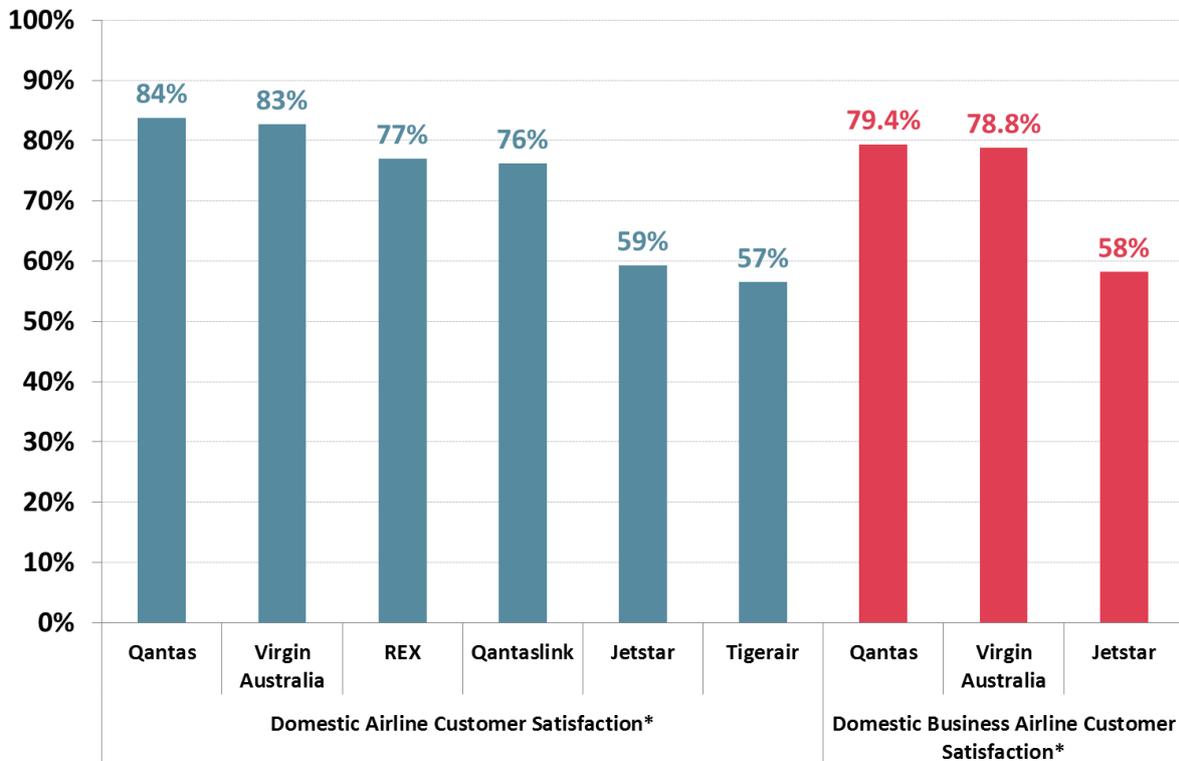
Qantas Airlines has continued its strong start to 2018 by again being rated Australia's most satisfying domestic airline with a customer satisfaction rating of 84% just ahead of key rival Virgin Australia on 83% with regional airline REX on 77% edging out Qantaslink on 76% for third.

Qantas has also won a narrow victory for domestic business travelers with a customer satisfaction rating of 79.4% less than one percentage point ahead of Virgin Australia on 78.8% and well ahead of Jetstar on 58%.

The two victories for Qantas build on victories earlier in 2018 for the airline [covered here](#) and put Qantas in with a good chance of taking out both Annual Roy Morgan Customer Satisfaction Awards for 2018.

Qantas won the Annual Roy Morgan Customer Satisfaction Awards for both the Domestic Airline and Domestic Business Airline* of the year for the fourth straight year in 2017.

Roy Morgan Domestic Airline & Domestic Business Airline Customer Satisfaction July 2018



Source: Roy Morgan Single Source Australia, February 2018 – July 2018. **Base:** Australians 14+ who have used a domestic airline (n=2,827). *Domestic Airline Customer Satisfaction is based on Australians using a domestic airline for personal or holiday related flights whereas Domestic Business Airline Customer Satisfaction is for travelers taking using airlines for business related purposes.

Michele Levine, CEO, Roy Morgan, says Qantas has won two more domestic airline monthly satisfaction awards and is in a strong position to win the annual award:

“Qantas is standing tall in 2018 as Australia’s leading domestic airline for customer satisfaction winning the July awards for both domestic airline customer satisfaction and domestic business airline customer satisfaction.

“Qantas achieved a customer satisfaction rating of 84% in July to edge out main rival Virgin Australia on 83% and the margin between the two airlines was even tighter for domestic business travellers – Qantas 79.4% cf. Virgin Australia 78.8%.

“The victories for Qantas in the monthly customer satisfaction award come as Australia is set to welcome a new Prime Minister who knows a thing or two about tourism. New Liberal Leader, and Prime Minister, Scott Morrison was responsible for the ‘Where the bloody hell are you’ tourism campaign when Managing Director of Tourism Australia back in 2006.

“Australians are evenly split in their support between Morrison and Opposition Leader Bill Shorten [according to a recent Morgan Poll](#), but Australia’s airlines will be hoping Morrison is able to bring some of his expertise managing Tourism Australia to increase tourism to and from Australia as Prime Minister.”

Click here to view Roy Morgan Holiday Intention reports including the [Roy Morgan Leading Indicator Report for Holiday Travel Intention](#).

For comments or more information about Roy Morgan’s retail and Customer Satisfaction data, please contact:

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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.

Need to know what is driving your customer satisfaction?

Check out the new Roy Morgan Customer Satisfaction Dashboard at

<http://www.roymorganonlinestore.com/Awards.aspx>

About Roy Morgan

Roy Morgan 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 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
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

