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Singapore Airlines best for international airline customer satisfaction

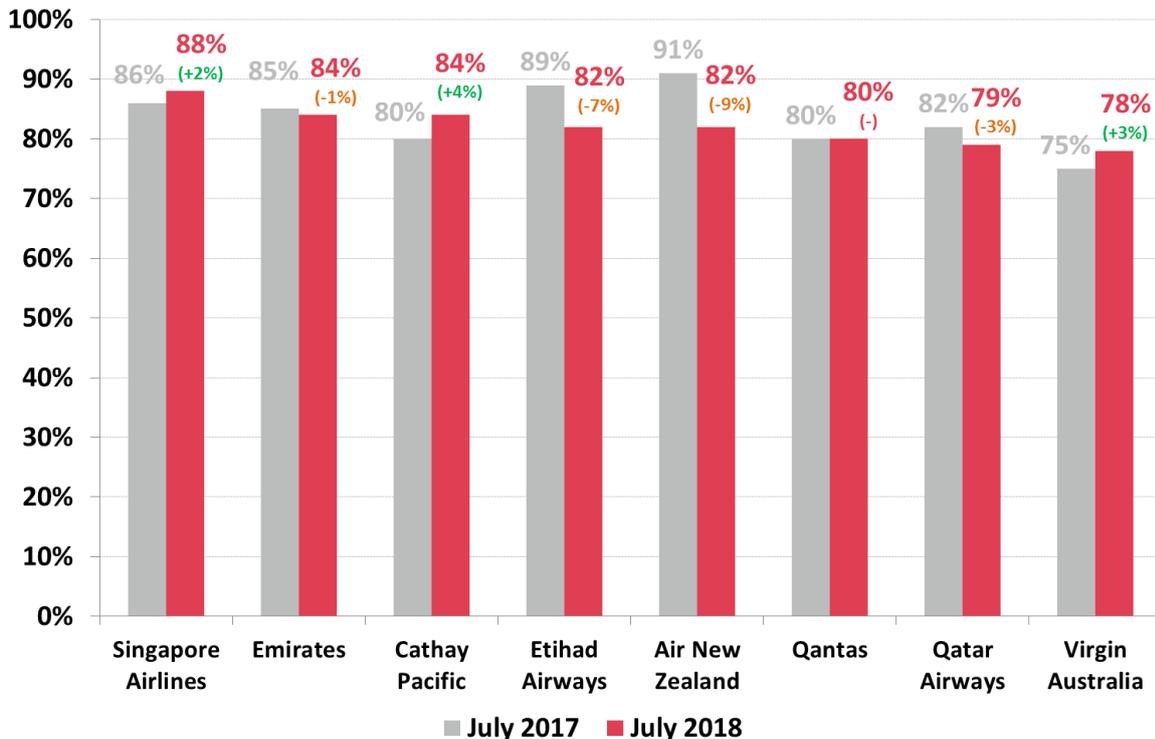
Singapore Airlines has won the Roy Morgan July International Airlines Customer Satisfaction Award with a customer satisfaction rating of 88% ahead of key rivals Cathay Pacific and Emirates both on 84%.

Singapore Airlines has now won a number of monthly awards so far in 2018 although rival Asia-Pacific airline Cathay Pacific started off the year with a victory in January.

Air New Zealand, which won the Annual 2017 Roy Morgan Customer Satisfaction Award, came in equal fourth with Etihad Airways in July with a customer satisfaction rating of 82%.

Qantas is the leading Australian international airline with a customer satisfaction rating of 80% just in front of main rival Virgin Australia on 78%. Qantas has also performed well in the latest Roy Morgan domestic airlines customer satisfaction results are available to [view here](#).

Roy Morgan International Airline Customer Satisfaction – Top 8 July 2017 cf. July 2018



Source: Roy Morgan Single Source Australia, August 2016 – July 2017 & August 2017 – July 2018. **Base:** Australians 14+ who have used an international airline. For 12 months to July 2017 n=2,987 & 12 months to July 2018 n=3,769.

Michele Levine, CEO, Roy Morgan, says Singapore Airlines is on track to win its first Annual Roy Morgan International Airline Customer Satisfaction Award since 2015 after notching up another victory in July:

“Singapore Airlines has won the latest international airline customer satisfaction award with a customer satisfaction rating of 88% in July ahead of both Cathay Pacific and Emirates on 84%.

“So far in 2018 only Singapore Airlines and Cathay Pacific have managed to win a monthly award and the winner of the annual award is likely to come from one of these two leading Asia-Pacific based airlines with Singapore Airlines a clear favourite.

“Last year’s annual winner Air New Zealand lost the most ground of the leading airlines over the last year, down 9% to 82% but still managed equal fourth just ahead of the two leading Australian-based airlines Qantas (80%) and Virgin Australia (78%).

“Qantas performed better on the domestic airlines front managing to win the monthly domestic airline customer satisfaction award for July with a customer satisfaction rating of 84%. [See here for more details.](#)”

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