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Roy Morgan Customer Satisfaction Awards 2020: automotive and airline winners

The annual Roy Morgan Customer Satisfaction Awards were awarded in early June and there were several familiar faces in the automotive and airline categories in two industries that have faced wildly different circumstances during the COVID-19 pandemic.

Past award winner **Isuzu UTE** once again secured the Car Manufacturer of the Year award, backing up a victory in 2018 with a second win. **Isuzu UTE**'s excellent customer satisfaction during 2020 was also recognised with a second victory in the prestigious ['Best of the Best' Award](#). **Isuzu UTE** had an exceptional average customer satisfaction rating of 94.92% during 2020.

Not to be outdone Australia's most popular automotive brand by sales, **Toyota**, won its first Roy Morgan Customer Satisfaction Award as the Major Car Manufacturer of the Year – although **Toyota**'s luxury subsidiary **Lexus** has been the most successful car brand in the history of the award winning five times in 2014, 2015, 2016, 2017 & 2019.

Toyota managed a clean sweep of 12 monthly customer satisfaction award wins in 2020 and was fourth overall in the 'Best of the Best' Award with a brilliant average customer satisfaction rating of 94.0%.

Despite a tough year for all airlines **Qantas** was a clear winner as both the Domestic Airline of the Year and Domestic Business Travel Airline of the Year. **Qantas** has now completed a clean sweep of these two categories for an unprecedented seventh straight year (2014-2020).

There were only two airline awards awarded this year as the closure of the international border meant there was insufficient international travel to warrant awarding a winner in that category.

Auto and Airlines category winners for 2020:

Car Manufacturer of the Year	Isuzu UTE
Major Car Manufacturer of the Year	Toyota (NEW)
Domestic Airline of the Year	Qantas
Domestic Business Travel Airline of the Year	Qantas

Michele Levine, CEO, Roy Morgan, says:

"The last year-and-a-half has been an unprecedented experience for Australians and two industries that have been heavily impacted by the upheaval caused by the COVID-19 pandemic are the airline and automotive industries.

*"The airline industry has faced a more difficult year than any other with international travel largely closed down and several domestic border closures around Australia proving hugely disruptive to the local carriers. Despite these challenges it was **Qantas** that stood out once again and won the Domestic Airline of the Year and Domestic Business Airline of the Year for an unprecedented seventh straight year (2014-2020).*

*"In the automotive space there were many outstanding performances and **Isuzu UTE** has won the Car Manufacturer of the Year for a second year after also winning in 2018. **Isuzu UTE**'s performance was so good they took out the prestigious Roy Morgan 'Best of the Best' Award as well with an average customer satisfaction rating of 94.92% during 2020.*

*“Australia’s largest car manufacturer **Toyota** has triumphed in the Major Car Manufacturer of the Year Award after winning 12 straight months during 2020. **Toyota** had an average customer satisfaction rating of 94% during 2020 just behind overall winner and fellow automotive manufacturer **Isuzu UTE**.”*

To learn more about Roy Morgan’s auto and airlines data call (+61) (3) 9224 5309 or email askroymorgan@roymorgan.com.

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About Roy Morgan

Roy Morgan is Australia’s largest independent Australian research company, with offices in each state, as well as in the U.S. and U.K. A full-service research organisation, Roy Morgan has over 75 years’ experience 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

