

Friday, 13 April 2018

## Qantas flies with high customer satisfaction early in 2018

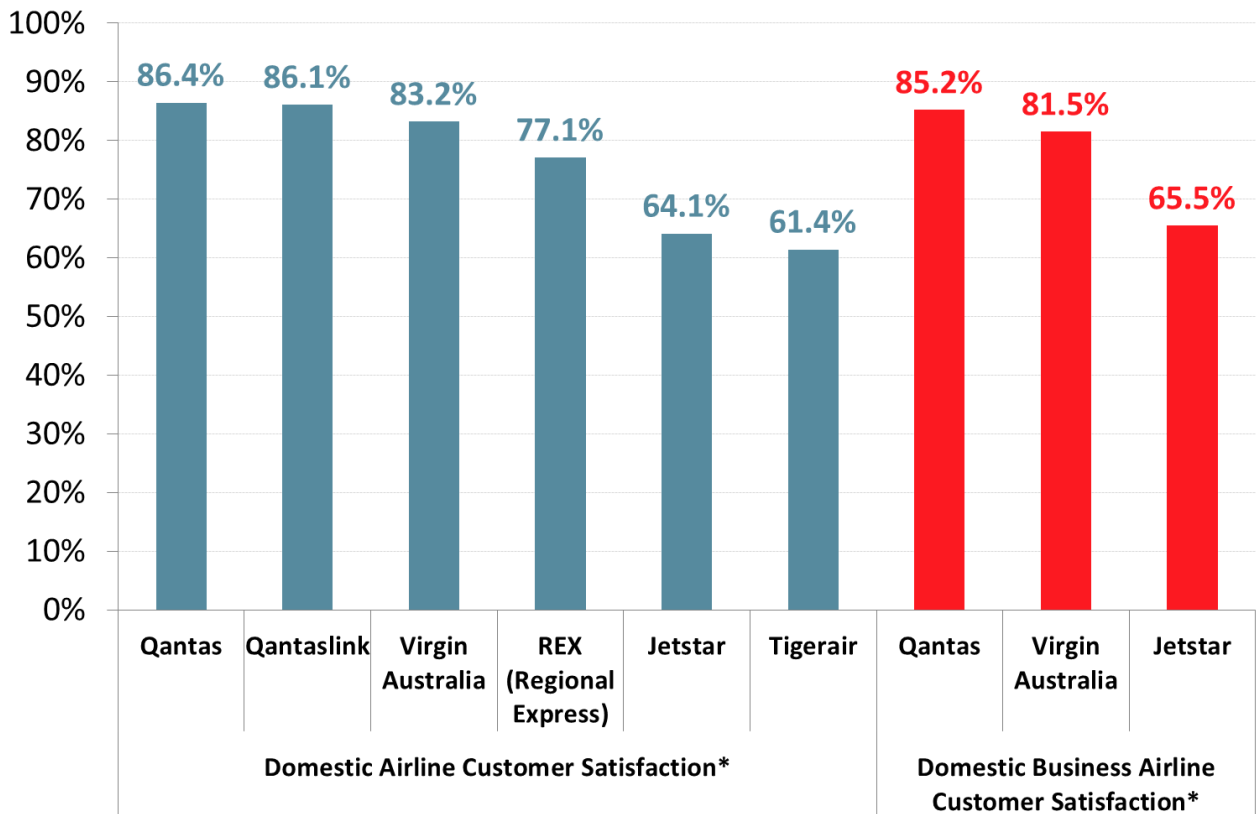
**Qantas Airlines has built on a successful 2017 by again being rated Australia’s most satisfying domestic airline with a customer satisfaction rating of 86.4% just ahead of stablemate Qantaslink on 86.1% and clearly ahead of key rival Virgin Australia on 83.2%.**

All three are well ahead of smaller carrier REX (Regional Express) with a customer satisfaction in February of 77.1% and budget airlines Jetstar on 64.1% and Tigerair on 61.4%.

Qantas also leads the way for domestic business travellers with a customer satisfaction rating of 85.2% ahead of Virgin Australia on 81.5% and well ahead of Jetstar on 65.5%.

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 February 2018



**Source:** Roy Morgan Single Source Australia, September 2017 – February 2018. **Base:** Australians 14+ who have used a domestic airline (n=2,744). \*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 is proving hard to catch taking top spot for domestic airline [customer satisfaction](#) for the tenth month in a row:**

*“Qantas has begun 2018 as it ended 2017 as Australia’s top domestic airline for customer satisfaction for the tenth month in a row in February with a customer satisfaction rating of 86.4% just ahead of regional stablemate Qantaslink on 86.1%.*

*“Qantas has maintained a solid lead over key rival Virgin Australia which last won the Roy Morgan monthly customer satisfaction in April 2017 and had a customer satisfaction rating of*

83.2% in February. Qantas and Virgin Australia are both well ahead of regional carrier REX (Regional Express) and budget airlines including Jetstar & Tigerair.

“Qantas has also maintained its stranglehold as the leading airline for domestic business travelers in Australia with a domestic business airline customer satisfaction rating of 85.2% clear of Virgin Australia on 81.5% and well on course to follow up on four consecutive annual victories in the category.

“Another positive for Qantas is Australia’s huge market for domestic travel. Over 11.6 million Australians now say they’d like to spend a holiday in Australia in the next 2 years. Victoria is Australia’s leading destination State with nearly 3.8 million Australians nominating the State as a travel destination ahead of larger neighbour New South Wales on just over 3.6 million.”

**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 Research’s retail and Customer Satisfaction data, please contact:**

### **Roy Morgan Enquiries**

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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