

Thursday, 28 September 2017

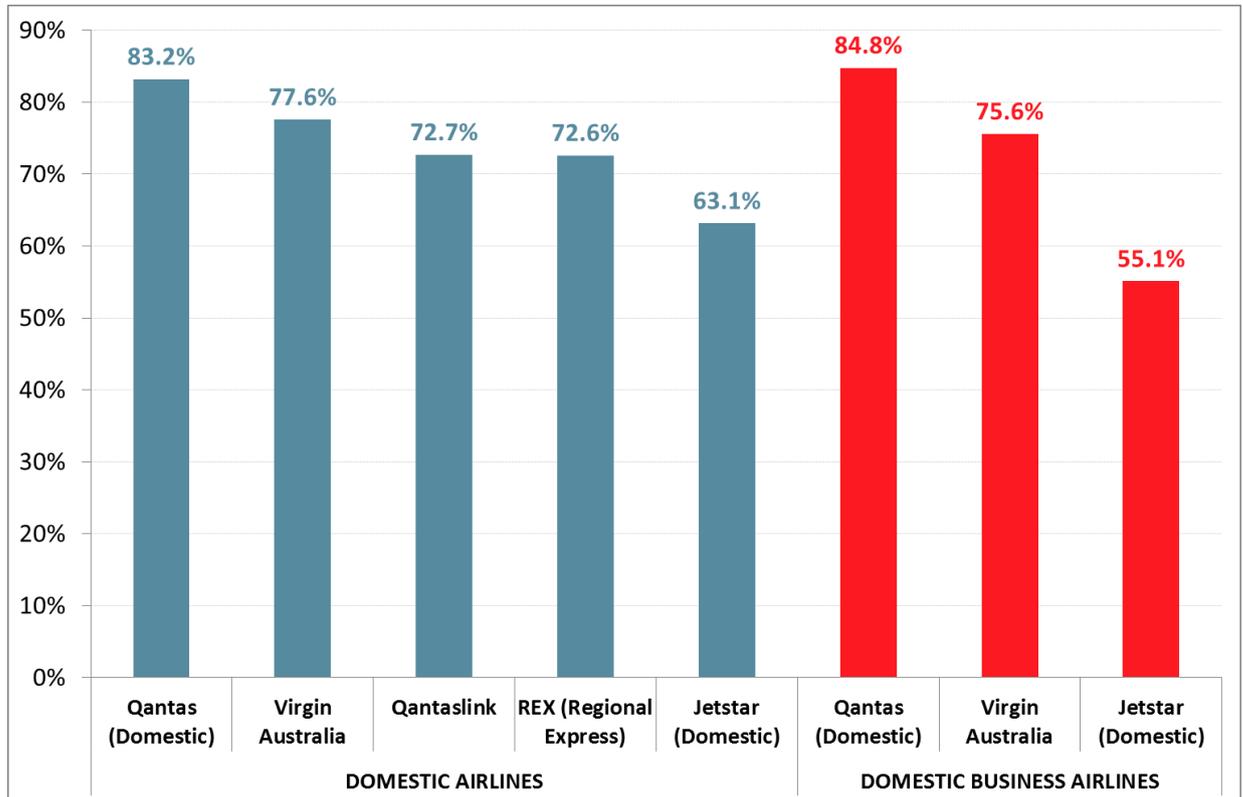
## It's Official: Qantas is Australia's leading domestic airline

New research shows Qantas Airlines is Australia's most satisfying domestic airline with a customer satisfaction rating of 83.2% enough to beat key rivals Virgin Australia on 77.6% and stablemate Qantaslink on 72.7%.

Qantas has maintained its lead over Virgin Australia for four months now however, the big improvers over the past year were smaller carrier REX (Regional Express) with a customer satisfaction rating of 72.6% in August – up 5.5% from a year ago, while Jetstar rounded out the top 5 with a customer satisfaction rating of 63.1%.

Qantas also leads the way for **domestic business travellers** with a customer satisfaction rating of 84.8% well ahead of Virgin Australia on 75.6% and Jetstar on 55.1%.

### Roy Morgan Domestic Airline & Domestic Business Airline Customer Satisfaction August 2017



Source: Roy Morgan Single Source Australia, March 2016 – August 2016 (n=2,914), March 2017 – August 2017 (n=3,058).  
Base: Australians 14+ who have used a domestic airline.

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

*“Qantas is Australia's leading domestic airline in mid-2017, winning both domestic airline categories for the fourth month in a row over rivals Virgin Australia.*

*“Qantas has performed strongly in 2017 following on from three straight victories in the Annual Roy Morgan Customer Satisfaction awards in both categories (2014-2016) and is a warm favourite to repeat the feat in 2017.*

*“Although Qantas continues to perform strongly, the low customer satisfaction of wholly owned subsidiary Jetstar will continue to be a concern but the positive news for Jetstar is a marginal improvement for the budget airline in both categories over the past year.”*

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>

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

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#### **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

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