

Friday, 20 April 2018

Singapore Airlines & Cathay Pacific top for customer satisfaction

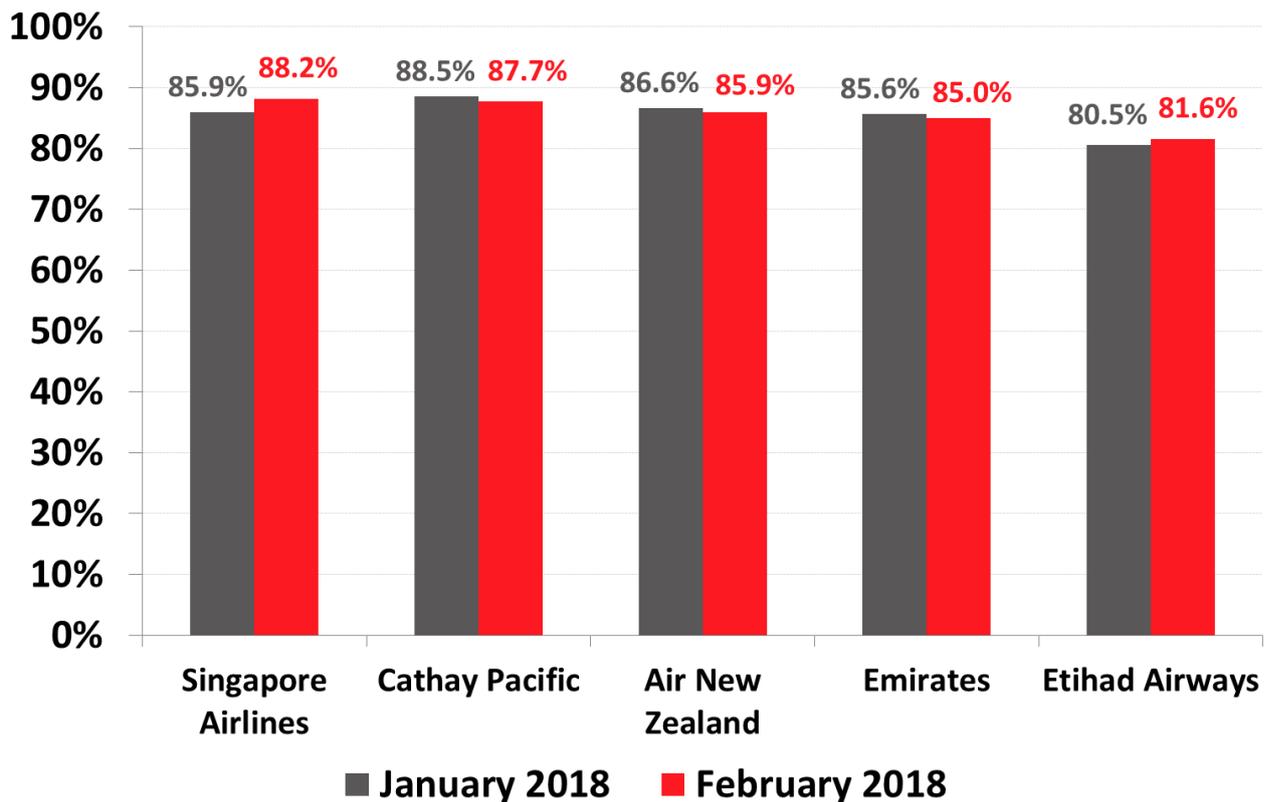
Singapore Airlines has won the Roy Morgan February international airlines customer satisfaction award with a customer satisfaction rating of 88.2% securing the airline's first monthly victory for more than two years since December 2015.

Rival Asia-Pacific airline Cathay Pacific came in second with a customer satisfaction rating of 87.7% in February, slightly down on its January result. Cathay Pacific won the Roy Morgan January customer satisfaction award – the first time the Hong Kong based airline has taken out a monthly Roy Morgan customer satisfaction award.

Air New Zealand, which won the Annual 2017 Roy Morgan Customer Satisfaction Award, came in third in February with a customer satisfaction rating of 85.9% just ahead of Dubai based Emirates on 85.0%.

Qantas is the leading Australian international airline with a customer satisfaction rating of 79.8% ahead of main rival Virgin Australia on 75.3% and both are well ahead of Jetstar and Tigerair. The latest Roy Morgan domestic airlines customer satisfaction results are available to [view here](#).

Roy Morgan International Airline Customer Satisfaction – Top 5 January & February 2018



Source: Roy Morgan Single Source Australia, February 2017 - February 2018. **Base:** Australians 14+ who have used an international airline. For 12 months to January 2018 n=3,651 & 12 months to February 2018 n=3,644.

Michele Levine, CEO, Roy Morgan, says Singapore Airlines and Cathay Pacific have stolen a march on 2017 winner Air New Zealand with both winning a monthly Roy Morgan international airline customer satisfaction award to start 2018:

“Singapore Airlines has won the latest international airline customer satisfaction award with a customer satisfaction rating of 88.2% in February just ahead of Cathay Pacific on 87.7%, Air New Zealand on 85.9% and Emirates on 85%.

“The victory for Singapore Airlines is the first for the airline since taking out the 2015 Annual Roy Morgan International Airline Customer Satisfaction Award in 2015 and signals Singapore Airlines is set to mount a stronger challenge to defending champion Air New Zealand this year.

“Competition for the award is heating up across the board with Hong Kong based airline Cathay Pacific starting the new year by winning its inaugural monthly Roy Morgan international airlines customer satisfaction award in January.

“Cathay Pacific’s improved customer satisfaction rating early in 2018 puts the airline in with a shot of becoming only the fourth airline to win the coveted Annual Roy Morgan International Airline Customer Satisfaction Award following previous victories by Air New Zealand, Singapore Airlines and Dubai-based Emirates.”

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:

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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