

Friday, 7 June 2019

## Qantas leads Virgin Australia for customer satisfaction

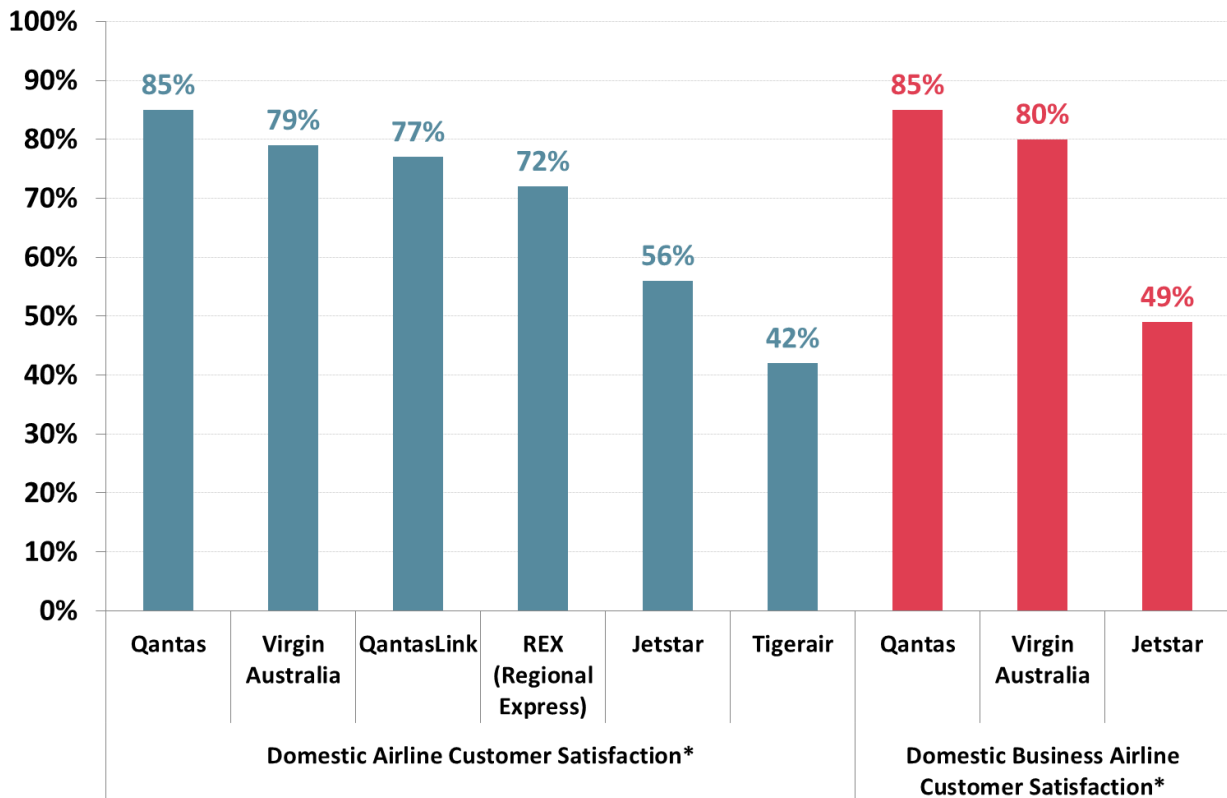
**Qantas Airlines has become the third different airline to win a Roy Morgan Customer Satisfaction Monthly Award in 2019 with its first victory in the category for the year after being rated Australia's most satisfying domestic airline in April with a customer satisfaction rating of 85%.**

Qantas out-satisfied April runner-up Virgin Australia on 79%, regional off-shoot QantasLink on 77% and Rex (Regional Express) on 72%. Virgin Australia has already won one monthly satisfaction award this year and Regional Express leads with two monthly wins already.

Qantas also won for domestic business travelers with a customer satisfaction rating of 85% ahead of Virgin Australia on 80% and well ahead of subsidiary Jetstar on 49%. The dual victories in April mark the first time this year Qantas has won both domestic categories and put Qantas in with a good chance of taking out both Annual Roy Morgan Customer Satisfaction Awards for 2019.

Qantas won the Annual Roy Morgan Customer Satisfaction Awards for both the Domestic Airline and Domestic Business Airline\* of the year for the fifth straight year in 2018.

### Roy Morgan Domestic Airline & Domestic Business Airline Customer Satisfaction April 2019



**Source:** Roy Morgan Single Source Australia, November 2018 - April 2019. **Base:** Australians 14+ who have used a domestic airline in the last 12 months (n=2,604). \*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.

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**Michele Levine, CEO, Roy Morgan, says Australia's 8.46 million domestic air travelers have again awarded their highest customer satisfaction ratings to Qantas for both domestic leisure travelers and domestic business travelers:**

*"Qantas has won the monthly Roy Morgan Customer Satisfaction Awards for both domestic airline satisfaction and domestic business airline satisfaction for the first time in 2019 in April although the airline is the defending champion in both categories for 2018.*

*"Qantas achieved a customer satisfaction rating of 85% in April to win the domestic airline of the month award ahead of main rival Virgin Australia on 79%, QantasLink on 77% and REX/Regional Express on 72%. Already in 2019 Virgin Australia and REX/Regional Express have won monthly awards in the category and the victory for Qantas illustrates the competitive nature of the domestic airline industry.*

*"The good news for the airline industry as a whole is that patronage of domestic airlines is growing strongly up by 7.1%, or 560,000, from a year ago to 8.46 million. We've covered the growth in air travelers [more extensively here.](#)"*

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

<https://www.customersatisfactionawards.com>

**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 75 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

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20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2