

Friday, 24 May 2019

## Singapore Airlines best for international airline customer satisfaction

**Singapore Airlines has won the Roy Morgan International Airlines Customer Satisfaction Award for April with a customer satisfaction rating of 89% ahead of a trio of Middle-Eastern based rivals led by Emirates on 87% and followed by Qatar Airways on 85% and Etihad Airways on 83%.**

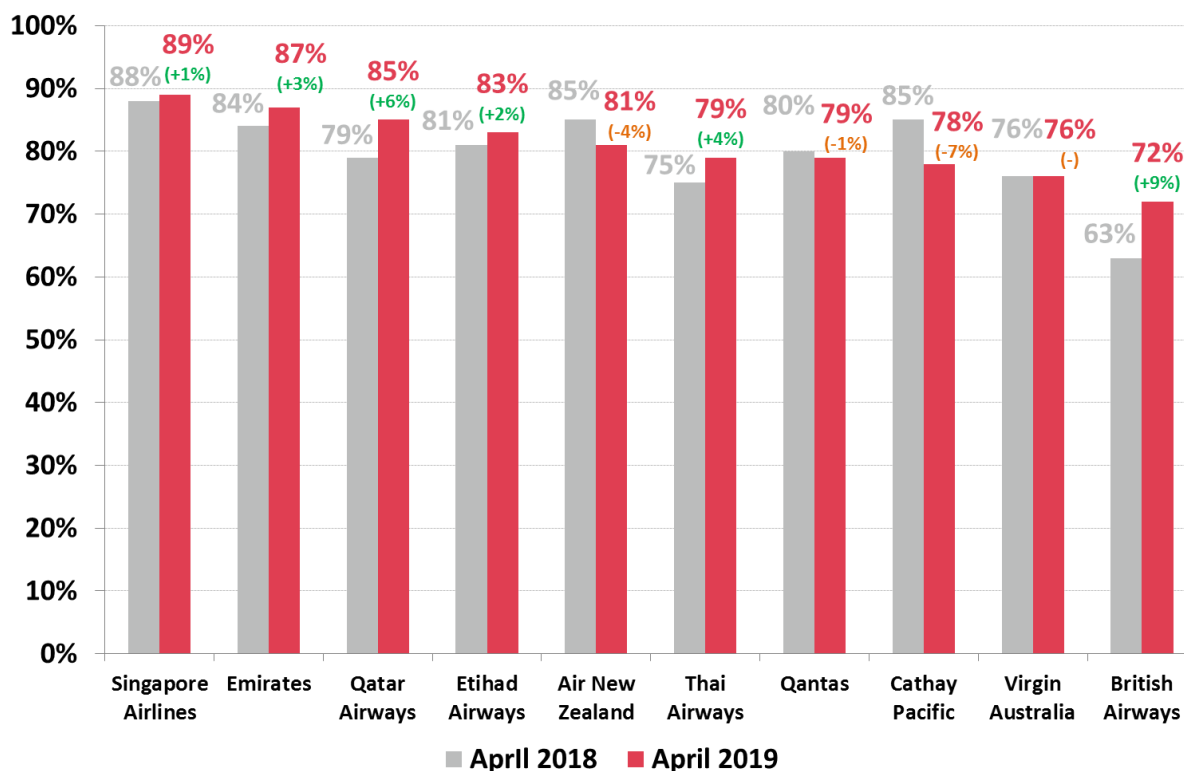
All four leading international airlines increased their customer satisfaction ratings in April 2019 compared to a year ago with Doha based Qatar Airways showing the biggest increase, up by 6% points from a year ago. Emirates increased customer satisfaction by 3% points, Etihad Airways by 2% points and Singapore Airlines was up 1% point from its already high levels.

Already in 2019 Singapore Airlines has marked itself as the airline to beat in the category winning the three monthly awards so far although Dubai based Emirates has also had a victory (February 2019).

Other big improvers amongst the leading international airlines include British Airways which increased customer satisfaction by 9% points to 72% and Thai Airways which was up 4% points to 79%.

Qantas is the leading Australian international airline with a customer satisfaction rating of 79% just in front of main rival Virgin Australia on 76% while Jetstar finished just outside the top 10 airlines in April.

### Roy Morgan International Airline Customer Satisfaction – Top 10 April 2018 cf. April 2019



**Source:** Roy Morgan Single Source Australia, May 2017 – April 2018 & March 2018 – April 2019. **Base:** Australians 14+ who have used an international airline. For 12 months to April 2018 n=3,663 & 12 months to April 2019 n=3,657.

**Michele Levine, CEO, Roy Morgan, says Singapore Airlines is on track to win another Annual Roy Morgan International Airline Customer Satisfaction Award after five victories in the annual category in 2012, 2013, 2014, 2015 and 2018:**

*"Singapore Airlines has won the latest international airline customer satisfaction award with an exceptional customer satisfaction rating of 89% in April ahead of Emirates on 87%, Qatar Airways on 85% and Etihad Airways on 83%.*

*"So far in 2019 only Singapore Airlines and Emirates have managed to win a monthly award and Singapore Airlines is in prime position to repeat its victory in the category after winning its fifth annual Roy Morgan International Customer Satisfaction Award for 2018. Singapore Airlines has already captured three monthly awards out of the four awarded so far this year.*

*"All four leading airlines improved their customer satisfaction ratings from a year ago although it was British Airways which increased its rating by 9% points to 72% that was the big improver. The big improvement for British Airways over the last year propelled the airlines into the top ten.*

*"Qantas is the leading Australian airline for international travel with a customer satisfaction rating of 79% just ahead of Virgin Australia on 76%. Recent [Roy Morgan research shows that over 2.2 million Australians \(10.8%\)](#) intend to take their next holiday overseas indicating the market for overseas travel by Australians remains a lucrative one for airlines that demonstrate high levels of customer satisfaction."*

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**For comments or more information about Roy Morgan's airline and Customer Satisfaction data, please contact:**

**Roy Morgan Enquiries**

Office: +61 (3) 9224 5309

[askroymorgan@roymorgan.com](mailto:askroymorgan@roymorgan.com)

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
50,000	±0.4	±0.4	±0.3	±0.2

