

Report

The Flight Report

Demographic: UK adults who have travelled by plane in the last 3 years



The Flight Report looks into the

who, what, where, when and why

of consumer opinion and behaviour around air
travel in the UK.



Introduction

Beside respondents' profile, this report looks into airline reputation and recommendation, airport preferences, flight booking habits, and traveller planning and preparation.

This online survey of 2000 UK adults (who have travelled by plane in the last 3 years) was conducted by a market research company, in accordance with the Market Research Society's code of conduct. Data was collected between 15-18th February 2019.

All participants are double-opted in to take part in research and are paid an amount depending on the length and complexity of the survey.

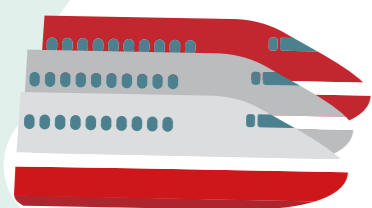


Airline rankings

They asked customers of 14 airlines to rate their experience from 1 to 5 across 5 areas.

The top 3 airlines in each category were:

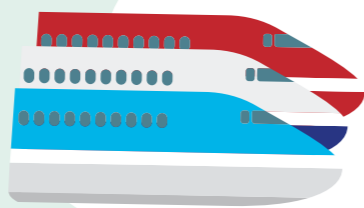
CUSTOMER SERVICE



Virgin (4.22)
Jet2 (4.08)
Norwegian Air (4.07)

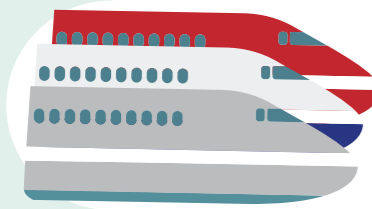
1 = very bad / 5 = very good

FACILITIES



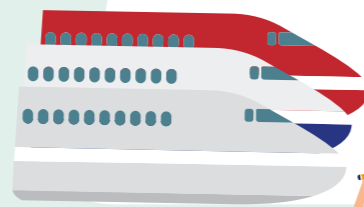
Virgin (4.26)
British Airways (4.10)
KLM (3.96)

CLEANLINESS



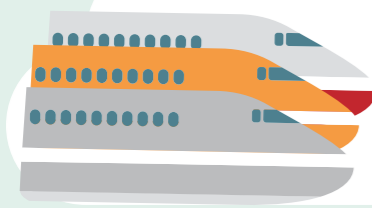
Virgin (4.25)
British Airways (4.21)
Lufthansa (4.13)

ENTERTAINMENT



Virgin (4.30)
British Airways (3.85)
Turkish Airways (3.69)

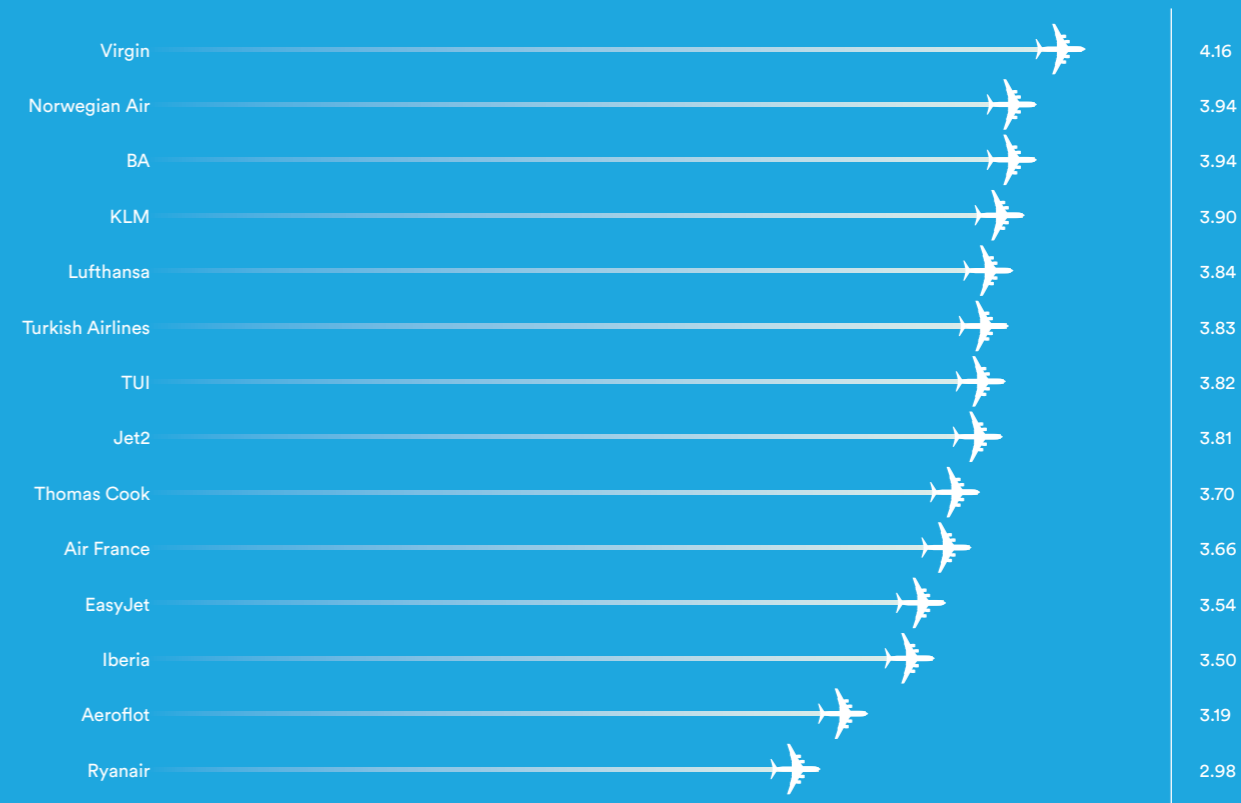
VALUE FOR MONEY



Norwegian Air (4.05)
EasyJet (4.03)
Jet2 (3.97)



Insight



Virgin is the highest rated airline overall

- Virgin was ranked 1st in four out of five areas
- But just 6th for Value for money



Norwegian Air and British Airways are tied for 2nd highest ranked airline

- Norwegian ranked 1st in Value for money and 3rd in Customer service
- While BA ranked 2nd in 3 areas: Cleanliness, Facilities, and Entertainment, but 13th for Value for money

Ryanair was by far the lowest ranked airline overall

- Ryanair was ranked last in four out of five areas
- Moving slightly up the rankings to 10th for Value for money

Airline rankings (by gender)



	Female	Male
Virgin	4.27	4.03
Norwegian Air	4.03	3.82
BA	3.99	3.88
KLM	3.98	3.82
Lufthansa	3.92	3.76
Turkish Airlines	3.90	3.75
Jet2	3.85	3.75
TUI	3.84	3.78
Iberia	3.74	3.25
Thomas Cook	3.72	3.67
Air France	3.71	3.59
EasyJet	3.56	3.51
Aeroflot	3.14	3.25
Ryanair	2.99	2.98

