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# Airline Quality Rating 2010

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Our 20<sup>th</sup> year of reporting airline performance

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**April, 2010**

## ABOUT THE AUTHORS

Dr. Brent Bowen is Professor and Head, Department of Aviation Technology within the Purdue University College of Technology. Previously, Dr. Bowen served as Professor and Chair, Aviation Science, Parks College of Engineering, Aviation and Technology, and directed the office of Air Transportation Policy and served as Senior Fellow for the National Center for Aviation Safety Research at Saint Louis University. Bowen attained his Doctorate in Aviation Sciences from Oklahoma State University and a Master of Business Administration degree from Oklahoma City University. His Federal Aviation Administration certifications include Airline Transport Pilot (Type-rated Douglas DC-3 SIC), Certified Flight Instructor (SEL, MEL, Instrument) with Gold Seal, Advanced-Instrument Ground Instructor, Aviation Safety Counselor, and Aerospace Education Counselor. Dr. Bowen has authored/co-authored numerous successful grant proposals totaling awards exceeding \$25 million and has in excess of 300 publications, papers, and professional program appearances to his credit. His research interests focus on aviation applications of public productivity enhancement and marketing channels, specifically in the areas of service quality evaluation, benchmarking, safety and security. Dr. Bowen is an active industry consultant, pilot, and former fixed-base operator and scheduled air carrier operator. Dr. Bowen served on the National Research Council Steering Group on the Small Aircraft Transportation System and was named by the FAA Administrator to a National Academy of Science study group on airspace optimization as a component of the Next Generation Air Transportation System. Additionally, Dr. Bowen was appointed by FAA Administrator to serve on a National Academy of Science panel to examine the need to cultivate a future generation of transportation leaders.

Dr. Dean E. Headley is Associate Professor of Marketing in the Department of Marketing at the W. Frank Barton School of Business, Wichita State University. He holds a Doctorate in Marketing and Statistics from Oklahoma State University, a Master of Business Administration Degree from Wichita State University, and a Master of Public Health Degree from the University of Oklahoma. Dr. Headley's research interests include methodology development for measurement of service quality, the connection between service quality and consumer behavior, consumer choice processes in service settings, and the effects of marketing activities on consumers and providers of services.

Dr. Bowen's and Dr. Headley's research on the development of the national Airline Quality Rating (AQR) is viewed by more than 75 million people each year and is annually featured by national news outlets such as *ABC's Good Morning America*, *The Cable News Network*, *The Today Show*, *C-Span*, *USA Today*, *The Associated Press*, *The Wall Street Journal*, *Aviation Week and Space Technology*, the network evening news shows, and in numerous other national and international media. Bowen and/or Headley have served as invited expert witnesses before the U.S. House of Representatives Committee on Government Operations and have served as invited speakers and panelists for such groups as the National Academy of Sciences/Transportation Research Board, Department of Transportation and other Congressional and Executive panels. Dr. Bowen served on the National Research Council Steering Group on the Small Aircraft Transportation System and was named by the FAA Administrator to a National Academy of Science study group on airspace optimization as a component of the Next Generation Air Transportation System.

Their body of research has been recognized with awards from the American Marketing Association, the American Institute of Aeronautics and Astronautics, Embry-Riddle Aeronautical University, the Travel and Transportation Research Association, and others.

# **AIRLINE QUALITY RATING 2010**

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## **Abstract**

The Airline Quality Rating (AQR) was developed and first announced in early 1991 as an objective method for assessing airline quality on combined multiple performance criteria. This current report, the Airline Quality Rating 2010, reflects monthly Airline Quality Rating scores for calendar year 2009. AQR scores for 2009 are based on 15 elements in four major areas that focus on airline performance aspects important to air travel consumers.

The Airline Quality Rating 2010 is a summary of month-by-month quality ratings for U.S. airlines that are required to report performance by virtue of having at least 1% of domestic scheduled-service passenger revenue during 2009. Using the Airline Quality Rating system of weighted averages and monthly performance data in the areas of on-time arrivals, involuntary denied boardings, mishandled baggage, and a combination of 12 customer complaint categories, airlines' comparative performance for the calendar year of 2009 is reported. This research monograph contains a brief summary of the AQR methodology, detailed data and charts that track comparative quality for domestic airline operations for the 12-month period of 2009, and industry results. Also, comparative Airline Quality Rating data for 2008 are included, where available, to provide historical perspective regarding performance quality in the industry.

## **The Airline Quality Rating (AQR) System**

The majority of quality ratings available in the past have relied on subjective surveys of consumer opinion that were infrequently collected. This subjective approach yields a quality rating that is essentially non-comparable from survey to survey for any specific airline. Timeliness of survey-based results can be a problem in the fast-paced airline industry as well. Before the Airline Quality Rating, there was effectively no consistent method for monitoring the quality of airlines on a timely, objective, and comparable basis. With the introduction of the AQR, a multi-factor, weighted average approach became available that had not been used before in the airline industry. The method relies on utilizing published, publicly available data that reports actual airline performance on critical quality criteria important to consumers and combines them into a rating system. The final result is a rating for individual airlines with interval scale properties that is comparable across airlines and across time periods.

The Airline Quality Rating (AQR) is a weighted average of multiple elements (see Table 1) important to consumers when judging the quality of airline services. Elements considered for inclusion in the rating scale were screened to meet two basic criteria; 1) an element must be obtainable from published data sources for each airline; and 2) an element must have relevance to consumer concerns regarding airline quality. Data for the elements used in calculating the ratings represent performance aspects (on-time arrival, mishandled baggage, involuntary denied boardings, and 12 customer complaint

areas) of airlines that are important to consumers. All of the elements are reported in the *Air Travel Consumer Report* maintained by the U.S. Department of Transportation.

Weights were originally established by surveying 65 airline industry experts regarding their opinion as to what consumers would rate as important (on a scale of 0 to 10) in judging airline quality. Each weight and element was assigned a plus or minus sign to reflect the nature of impact for that criterion on a consumer's perception of quality. For instance, the criteria of on-time arrival performance are included as a positive element because it is reported in terms of on-time successes, suggesting that a higher number is favorable to consumers. The weight for this criterion is high due to the importance most consumers place on this aspect of airline service. Conversely, the criteria that includes mishandled baggage is included as a negative element, and is reported in terms of mishandled bags per 1000 passengers served, suggesting that a higher number is unfavorable to consumers. Because having baggage arrive with passengers is important to consumers the weight for this criterion is also high. Weights and positive/negative signs are independent of each other.

Weights reflect importance of the criteria in consumer decision-making, while signs reflect the direction of impact that the criteria should have on the consumer's rating of airline quality. When all criteria, weights and impacts are combined for an airline over the year, a single interval scaled value is obtained. This value is comparable across airlines and across time periods. In the spring of 2002, a nationwide survey of frequent flyers was conducted that allowed a revisiting of the weighting for the AQR elements. Analysis of the sample of 766 opinions showed no appreciable difference in the relative weights for the AQR elements. To maintain comparability across the years, the weights have been held constant.

The Airline Quality Rating criteria and the weighted average methodology allow a focused comparison of domestic airline performance. Unlike other consumer opinion approaches that have relied on consumer surveys and subjective opinion, the AQR continues to use a mathematical formula that considers multiple weighted objective criteria to arrive at a single, fully comparable rating for airline industry performance. The Airline Quality Rating provides both consumers and industry watchers a means for monitoring comparative quality for each airline on a timely basis, using objective, performance-based data. Over its 20 year history, the Airline Quality Rating has often been cited as an industry standard for comparing airline performance. Currently the AQR stands as the only regularly published rating available for airline performance. With the continued global trend in airline operations alliances, the argument becomes even stronger for the Airline Quality Rating to be used as a standard method for comparing the quality of airline performance for international operations as well.

**Table 1**

**AIRLINE QUALITY RATING CRITERIA, WEIGHTS AND IMPACT**

	CRITERIA	WEIGHT	IMPACT (+/-)
OT	On-Time	8.63	+
DB	Denied Boardings	8.03	--
MB	Mishandled Baggage	7.92	--
CC	Customer Complaints	7.17	--
	Flight Problems		
	Oversales		
	Reservations, Ticketing, and Boarding		
	Fares		
	Refunds		
	Baggage		
	Customer Service		
	Disability		
	Advertising		
	Discrimination		
	Animals		
	Other		

Data for all criteria is drawn from the U.S. Department of Transportation's monthly *Air Travel Consumer Report*. (<http://dot.gov/airconsumer/>)

The formula for calculating the AQR score is:

$$\text{AQR} = \frac{(+8.63 \times \text{OT}) + (-8.03 \times \text{DB}) + (-7.92 \times \text{MB}) + (-7.17 \times \text{CC})}{(8.63 + 8.03 + 7.92 + 7.17)}$$

## What the Airline Quality Rating Tells Us About 2009

The Airline Quality Rating industry score shows an industry that has improved in quality relative to customer performance criteria over the course of 2009. Of the 17 carriers rated in both 2008 and 2009, all but Alaska Airlines had improved Airline Quality Rating scores for 2009. Atlantic Southeast had the largest gain in overall score, while Northwest Airlines had the smallest gain in AQR score for 2009. Alaska Airlines was the only airline that did not improve its AQR score in 2009 compared to 2008.

The **overall industry** AQR score was better in 2009 than in 2008, due to improved industry performance in three of the four areas tracked. As an industry, the AQR criteria shows that on-time arrival percentage was better (79.4% in 2009 compared to 76.0% in 2008), mishandled baggage rates declined to 3.88 per 1,000 passengers in 2009 from 5.19 per 1,000 passengers in 2008, and consumer complaint rates decreased to 0.97 per 100,000 passengers in 2009 from 1.15 per 100,000 passengers in 2008. Involuntary denied boardings per passenger served increased to 1.19 per 10,000 passengers in 2009 from 1.10 per 10,000 passengers in 2008. Of the 5,943 complaints registered with DOT regarding the 18 U.S. domestic carriers rated, 42.5% were for either flight problems or baggage handling problems. Taking all airlines together, the AQR score for the industry improved from a level of -1.63 in 2008 to -1.27 in 2009. With the rating categories of on-time, mishandled baggage, and customer complaints having better performance by most or all of the airlines, the improvement can be viewed as across-the-board. The most notable gains in performance were in the area of mishandled baggage, where all airlines made positive gains. Also, with 16 airlines showing year to year AQR score improvement, performance continued to reflect gains seen in 2008 as opposed to the industry score declines seen from 2003 through 2007.

**AirTran Airways (FL)** On-time performance declined in 2009 (76.7% in 2008 compared to 75.8% in 2009). AirTran's denied boardings performance (0.24 per 10,000 passengers in 2009 compared to 0.34 in 2008) was better. A decrease in customer complaint rate to 0.97 complaints per 100,000 passengers in 2009 was better than the 2008 rate of 1.10. The mishandled baggage rate of 2.87 per 1,000 passengers in 2008 was improved to 1.67 for 2009. This was the best mishandled baggage rate of all airlines rated for 2009.

**Alaska Airlines (AS)** had performance improvement in two of the four areas tracked. Better on-time arrival performance (82.9% in 2009 compared to 78.3% in 2008) and fewer mishandled bags per 1,000 passengers (3.98 in 2009 compared to 4.47 in 2008) were the bright spots in 2009. A large increase in involuntary denied boardings (2.03 in 2009 compared to 0.63 per 10,000 passengers in 2008) and a small increase in the rate of customer complaints (0.50 per 100,000 passengers in 2009 compared to 0.45 in 2008) brought Alaska Airlines overall AQR score down for 2009. With only two areas showing improvement, the AQR score of -1.39 for Alaska Airlines for 2009 was worse than their 2008 AQR score of -1.16. Alaska Airlines was the only airline rated that had a decline in their AQR score in 2009 compared to 2008.



**American Airlines (AA)** AQR score for 2009 improved to a level not experienced since 2003. The improvement in AQR score reflects better performance for on-time arrivals (77.2% in 2009 compared to 69.8% in 2008), mishandled baggage (4.32 in 2009 compared to 5.71 in 2008), denied boardings (0.56 in 2009 compared to 0.68 in 2008), and customer complaints per 100,000 passengers (1.07 in 2009 compared to 1.33 in 2008). The combination of performance outcomes produced a 27% improvement in AQR score for 2009.

**American Eagle (MQ)** had a denied boarding rate of 3.76 for 2009, up from 2.44 per 10,000 passengers in 2008. The airline had a decrease in the rate of customer complaints (0.64 in 2009 down from 1.03 per 100,000 passengers in 2008). On-time performance was 77.2% in 2009 compared to 72.9% for 2008. Their mishandled baggage rate (7.78 per 1,000 passengers in 2009 compared to 9.89 in 2008) was again well above the industry rate of 3.88, but did show strong improvement. This combination of performance on the criteria produced an overall improvement in their AQR score for 2009. This improvement did not, however, keep American Eagle from posting the worst AQR score of all airlines rated for 2009.

**Atlantic Southeast Airlines (EV)** On-time performance was 71.2% in 2009, a decline from their 74.2% performance for 2008. Atlantic Southeast's denied boarding performance was better for 2009 (2.27 per 10,000 passengers in 2009 compared to 3.89 in 2008). Their mishandled baggage rate of 7.87 per 1,000 passengers (industry highest in 2009) is double the industry average rate of 3.88, but it is better than their 9.82 rate in 2008. Atlantic Southeast's 2009 customer complaint rate of 0.65 complaints per 100,000 passengers was also better than their 2008 rate of 0.88. For 2009, Atlantic Southeast showed the most improvement in their AQR score of all the airlines rated.

**Comair (OH)** On-time performance dropped slightly from 69.9% in 2008 to 69.0% in 2009. Comair's denied boarding performance improved from 3.41 in 2008 to 2.63 per 10,000 passengers in 2009. A drop in the rate of customer complaints to 1.03 complaints per 100,000 passengers in 2009 from 1.26 in 2008 was near the industry average of 0.97 for 2009. Their mishandled baggage rate of 6.04 per 1,000 passengers in 2009 is higher than the industry rate of 3.88 but better than their 2008 rate of 8.32. Overall, Comair had the third worst AQR score (-2.22) of the eighteen airlines rated.

**Continental Airlines (CO)** Posted gains in performance for three of the four AQR criteria. Customer complaint rate was improved (1.00 in 2009 versus 1.10 in 2008) along with their mishandled baggage rate (2.73 in 2009 compared to 3.97 in 2008). A n increase in denied boardings per 10,000 passengers (1.57 in 2009 compared to 1.41 in 2008) hurt Continental's AQR score. On-time performance (78.8% in 2009 compared to 74.0% in 2008) also helped lower their overall AQR score from -1.39 in 2008 to -1.09 in 2009.

**Delta Air Lines (DL)** On-time percentage for 2009 shows improvement over 2008 (76.4% in 2008 and 78.6% in 2009). Their rate of mishandled baggage (5.98 in 2008 improved to 4.89 in 2009) was above the industry average of 3.88 mishandled bags per 1,000 passengers. A decrease in denied boardings (2008 rate of 1.58 per 10,000 passengers down to 1.12 for 2009) and a higher rate of customer complaints (1.80 in 2008 increased to 1.96 in 2009) combined to move Delta's AQR score to -1.73 in 2009 from -2.09 in 2008. With three of four criteria showing improvement in performance, Delta's overall AQR score reflects an improved level of performance for 2008.

**ExpressJet (XE)** Included in the AQR for the first time as an airline required to report performance data. On-time performance (78.7%) is below the industry average of 79.4% for 2009. ExpressJet denied boarding performance (1.93 per 10,000 passengers) was above the industry average of 1.19. A customer complaint rate of 0.33 complaints per 100,000 passengers (second lowest of all airlines rated) compares well to the industry average of 0.97 in 2009. Their mishandled baggage rate of 3.91 per 1,000 passengers is slightly above the industry rate of 3.88 bags per 1,000 passengers. Overall, ExpressJet entered the AQR ratings with a near industry average AQR score of -1.32.

**Frontier Airlines (F9)** On-time performance in 2009 (78.3%) was slightly worse than the 79.0% posted for 2008. Frontier's denied boarding performance (1.88 per 10,000 passengers in 2009 compared to 0.94 in 2008) was worse than last year. A customer complaint rate of 0.92 complaints per 100,000 passengers for 2009 was worse than their 2008 rate of 0.75. Their mishandled baggage rate of 2.50 per 1,000 passengers was better than the industry rate of 3.88 bags per 1,000 passengers and was also an improvement over their 2008 rate of 4.48. Frontier's AQR rating was -1.09 in 2009 compared to -1.31 for 2008.

**Hawaiian Airlines (HA)** Included in the AQR for the first time last year, Hawaiian continued to be the industry leader. On-time performance (92.1% in 2009 and 90.0% for 2008) is the best of all airlines rated for 2009 and 2008. Hawaiian's denied boarding performance (0.03 per 10,000 passengers in 2009 and 0.07 in 2008) was again the second best of the airlines rated and compares very favorably to the industry average of 1.19. A customer complaint rate of 0.74 complaints per 100,000 passengers also compares well to last year's rate of 0.78 and the 2009 industry average of 0.97 for 2009. Their mishandled baggage rate of 1.90 per 1,000 passengers (second best of all rated) is well below the industry rate of 3.88 bags per 1,000 passengers and their 2008 rate of 2.97. Hawaiian maintained the top AQR ratings with the best AQR score of any airline rated this year.

**JetBlue Airways (B6)** On-time performance in 2009 improved (77.5% in 2009 compared to 72.9% in 2008). Jet Blue's denied boarding performance (0.00 per 10,000 passengers in 2009 and 0.01 in 2008) is the lowest of the airlines rated. A customer complaint rate of 0.85 complaints per 100,000 passengers was lower in 2009 (1.02 in 2008) and it was below the industry average of 0.97 for 2009. Their mishandled baggage rate of 2.56 per 1,000 passengers in 2009 was fourth best among airlines rated and it was less than their 2008 rate of 3.47. JetBlue had the third best AQR score (-0.62) of the airlines rated for 2009.

**Mesa Airlines (YV)** On-time performance (79.1%) in 2009 is better than their rate of 73.0% in 2008. Mesa's denied boarding performance in 2009 (1.47 per 10,000 passengers) was worse than their rate of 1.36 in 2008. A customer complaint rate of 0.61 complaints per 100,000 passengers shows improvement over the 2008 rate of 0.78. Their mishandled baggage rate of 4.52 per 1,000 passengers is above the industry rate of 3.88 but is much improved from their 2008 rate of 7.89. Overall, Mesa's AQR score was -1.42 for 2009, an improvement over the -2.29 score for 2008.

**Northwest Airlines (NW)** Performance improved in three of four areas of the AQR for 2009. The rate of customer complaints increased from 0.86 per 100,000 passengers in 2008 to 1.21 in 2009. On-time arrival performance improved from 76.8% in 2008 to 79.2% in 2009, and their mishandled baggage rate improved from 3.51 per 1,000 passengers in 2008 to 2.68 in 2009. Northwest's denied boarding rate improved from 0.71 per 10,000 passengers in 2008 to 0.60 in 2009. With most areas showing performance improvement, their AQR score moved from -1.04 in 2008 to -0.88 in 2009.

**SkyWest Airlines (OO)** On-time performance, 82.1% in 2009, was up from 79.0% for 2008. SkyWest's denied boarding performance (1.03 per 10,000 passengers in 2009 compared to 1.34 in 2008) was improved and better than the industry average for 2009. A customer complaint rate of 0.49 complaints per 100,000 passengers in 2009 compared to the 2008 rate of 0.47 had only slight negative impact on their AQR score. Their mishandled baggage rate of 5.69 per 1,000 passengers in 2009 is improved from the 2008 rate of 7.61 bags per 1,000 passengers. SkyWest's AQR score improved in 2009 to -1.57 from -2.13 in 2008.

**Southwest Airlines (WN)** On-time arrival percentages of 83.0% in 2009 and 80.5% in 2008 are among the industry's highest. A customer complaint rate of 0.21 per 100,000 passengers in 2009 and 0.25 in 2008 are the industry's best. Southwest Airlines is consistently the airline with the lowest customer complaint rate in the industry. An involuntary denied boarding rate of 1.29 per 10,000 passengers in 2009, increased from 1.02 per 10,000 passengers in 2008. Their mishandled baggage rate of 3.43 per 1,000 passengers in 2009 is better than their 4.55 per 1,000 passengers for 2008. Overall, Southwest shows an improved AQR score (-1.00 for 2009 from -1.23 for 2008) for 2009.

**United Airlines (UA)** improved their on-time arrival performance (from 71.6% in 2008 to 81.0% in 2009) and their mishandled baggage rate from 5.24 per 1,000 passengers in 2008 to 4.10 in 2009. Performance regarding denied boarding rate (1.18 per 10,000 passengers in 2008 compared to 1.30 in 2009) declined. A lower customer complaint rate (1.34 in 2009 compared to 1.85 per 100,000 passengers in 2008) helped United lower their 2009 AQR score to -1.43 from -1.83 in 2008.

**US Airways (US)** showed improvement in three of the four performance areas tracked for 2009. A closer look reveals that US Airways performed better in on-time performance (80.9% in 2009 compared to 80.1% in 2008), mishandled baggage (3.03 per 1,000 passengers in 2009 compared to 4.77 in 2008), and customer complaint rate (1.31 per 100,000 passengers in 2009 compared to 2.01 in 2008). A denied boarding rate of 1.41 per 10,000 passengers in 2009 was slightly higher than their 2008 rate of 1.36 per 10,000 passengers. Their overall 2009 AQR score (-1.29) reflects overall improvement (-1.77 in 2008) for 2009.

## Previous Airline Quality Reports

Bowen, Brent D., Dean E. Headley and Jacqueline R. Luedtke (1991), Airline Quality Rating, National Institute for Aviation Research Report 91-11, Wichita, Kansas.

Bowen, Brent D., and Dean E. Headley (1992,1993,1994,1995), Airline Quality Rating Report, National Institute for Aviation Research Report Series, Wichita, Kansas.

Bowen, Brent D., and Dean E. Headley (1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009), Airline Quality Rating Report, W. Frank Barton School of Business, Wichita, Kansas.

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## **Detail of Airline Performance**

Since the Airline Quality Rating is comparable across airlines and across time, monthly rating results can be examined both individually and collectively. The following pages outline the AQR scores for the industry and for each airline rated by month for 2009. For comparison purposes, results are also displayed for 2008 where available. A composite industry chart that combines the airlines tracked is shown at first, with individual airline performance charts following in alphabetical order.

## Airline Quality Rating Scores

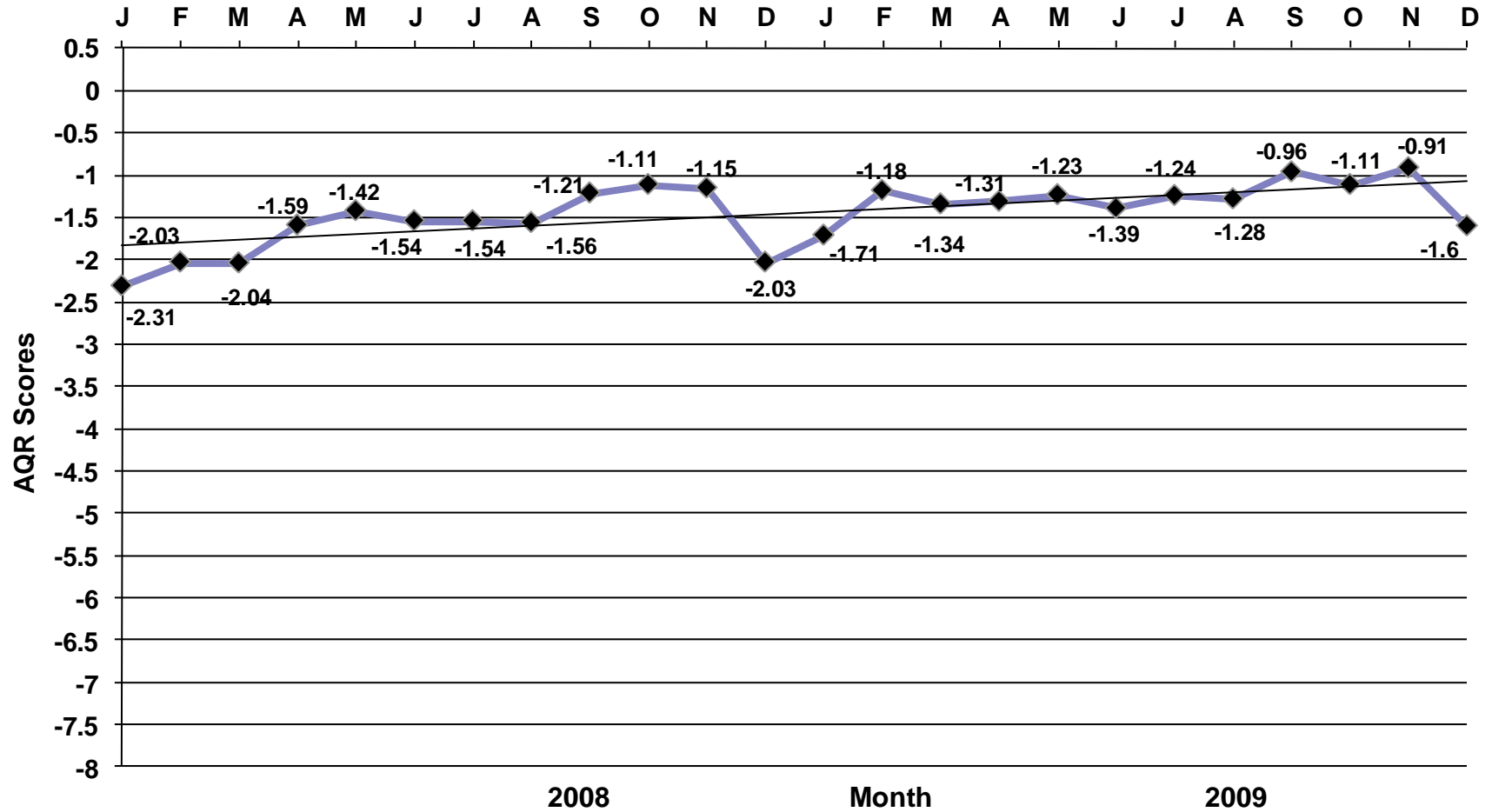
	2009 AQR		2008 AQR		2007 AQR		2006 AQR		2005 AQR		2004 AQR		2003 AQR	
	Score	Rank	Score	Rank	Score	Rank	Score	Rank	Score	Rank	Score	Rank	Score	Rank
<b>Air Tran</b>	-0.49	2	-0.84	2	-1.03	1	-1.13	3	-0.99	2	-0.76	2	-1.05	8
<b>Alaska</b>	-1.39	11	-1.16	5	-1.75	7	-1.66	9	-1.64	9	-1.11	5	-0.74	2
<b>American</b>	-1.25	9	-1.71	9	-2.19	9	-1.83	10	-1.66	10	-1.30	8	-1.24	11
<b>American Eagle</b>	-2.83	18	-3.12	16	-3.80	15	-3.97	17	-2.66	14	-2.26	13	-2.10	13
<b>Atlantic Southeast</b>	-2.49	17	-3.43	17	-4.04	16	-5.45	18	-4.68	17	-4.10	16	-5.76	14
<b>Comair</b>	-2.22	16	-3.03	15	-3.78	14	-3.55	16	-2.96	16	-3.27	15	N/A	-
<b>Continental</b>	-1.09	6	-1.39	8	-1.74	6	-1.63	7	-1.51	8	-1.31	9	-1.04	7
<b>Delta</b>	-1.73	15	-2.09	12	-2.72	10	-2.17	12	-2.14	12	-1.54	11	-1.24	12
<b>ExpressJet</b>	-1.32	10	N/A	-	N/A	-	N/A	-	N/A	-	N/A	-	N/A	-
<b>Frontier</b>	-1.09	7	-1.31	7	-1.71	5	-1.30	4	N/A	-	N/A	-	N/A	-
<b>Hawaiian</b>	-0.40	1	-0.69	1	N/A	-	N/A	-	N/A	-	N/A	-	N/A	-
<b>JetBlue</b>	-0.62	3	-0.90	3	-1.30	2	-0.93	2	-0.88	1	-0.59	1	-0.64	1
<b>Mesa</b>	-1.42	12	-2.29	14	-2.99	12	-3.12	15	N/A	-	N/A	-	N/A	-
<b>Northwest</b>	-0.88	4	-1.04	4	-1.59	4	-1.35	5	-1.46	7	-1.24	7	-1.02	6
<b>SkyWest</b>	-1.57	14	-2.13	13	-3.09	13	-2.76	14	-2.48	13	-2.46	14	N/A	-
<b>Southwest</b>	-1.00	5	-1.23	6	-1.59	3	-1.38	6	-1.06	4	-0.90	3	-0.89	3
<b>United</b>	-1.43	13	-1.83	11	-1.93	8	-1.65	8	-1.21	5	-1.09	4	-1.11	9
<b>US Airways</b>	-1.19	8	-1.77	10	-2.94	11	-2.32	13	-2.77	15	-1.55	12	-0.96	5
<b>Industry</b>	<b>-1.27</b>		<b>-1.63</b>		<b>-2.16</b>		<b>-1.87</b>		<b>-1.73</b>		<b>-1.38</b>		<b>-1.14</b>	

**NOTES:**

- Scores and rankings for 2009 reflect the addition of ExpressJet to the airlines tracked.
- Scores and rankings for 2008 reflect the addition of Hawaiian to the airlines tracked.
- Scores and rankings for 2006 reflect the addition of Frontier and Mesa to the airlines tracked.
- As of January 2006, data of the merged operations of US Airways and America West Airlines are combined, and appear only as US Air data.
- Rankings for 2005 reflect the removal of Independence Air from the airlines tracked.
- Scores and Rankings for 2004 reflect the addition of Comair and SkyWest to the group tracked.
- Scores and Rankings for 2003 reflect the addition of Air Tran, Atlantic Southeast, and Jet Blue to the group tracked.

# Airline Quality Rating

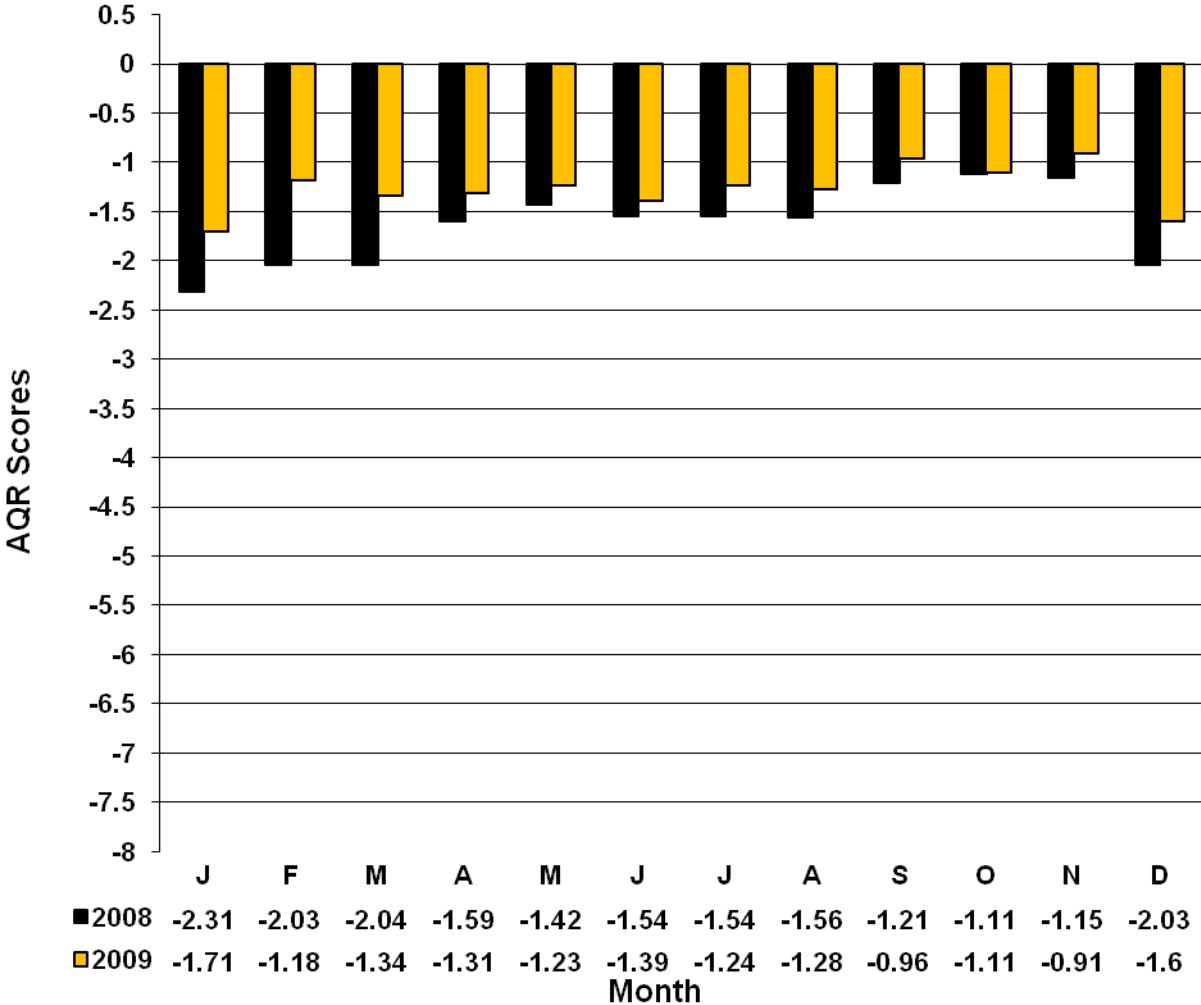
U.S. Airline Industry 2008 - 2009





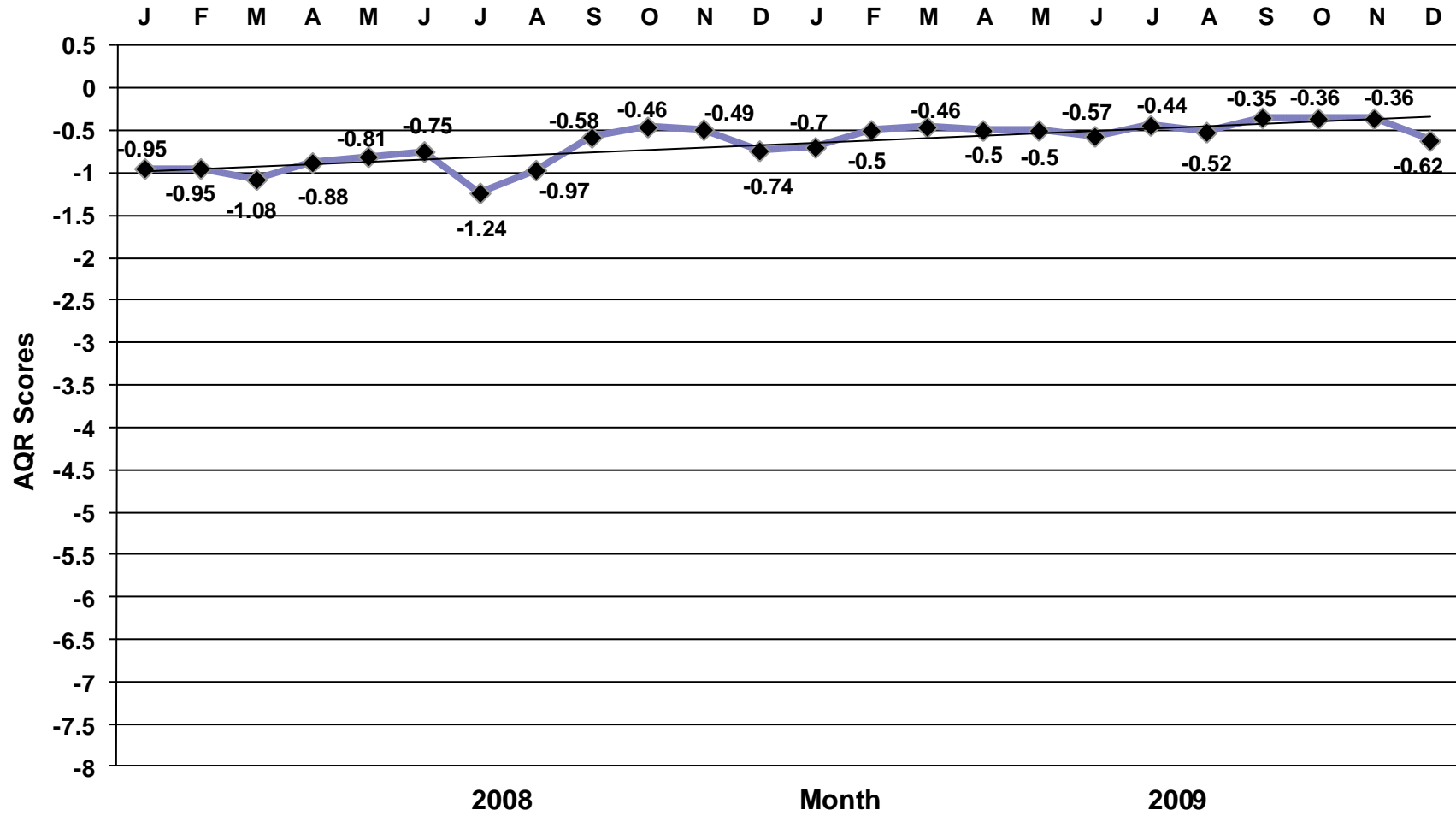
# Airline Quality Rating

U.S. Airline Industry by Month



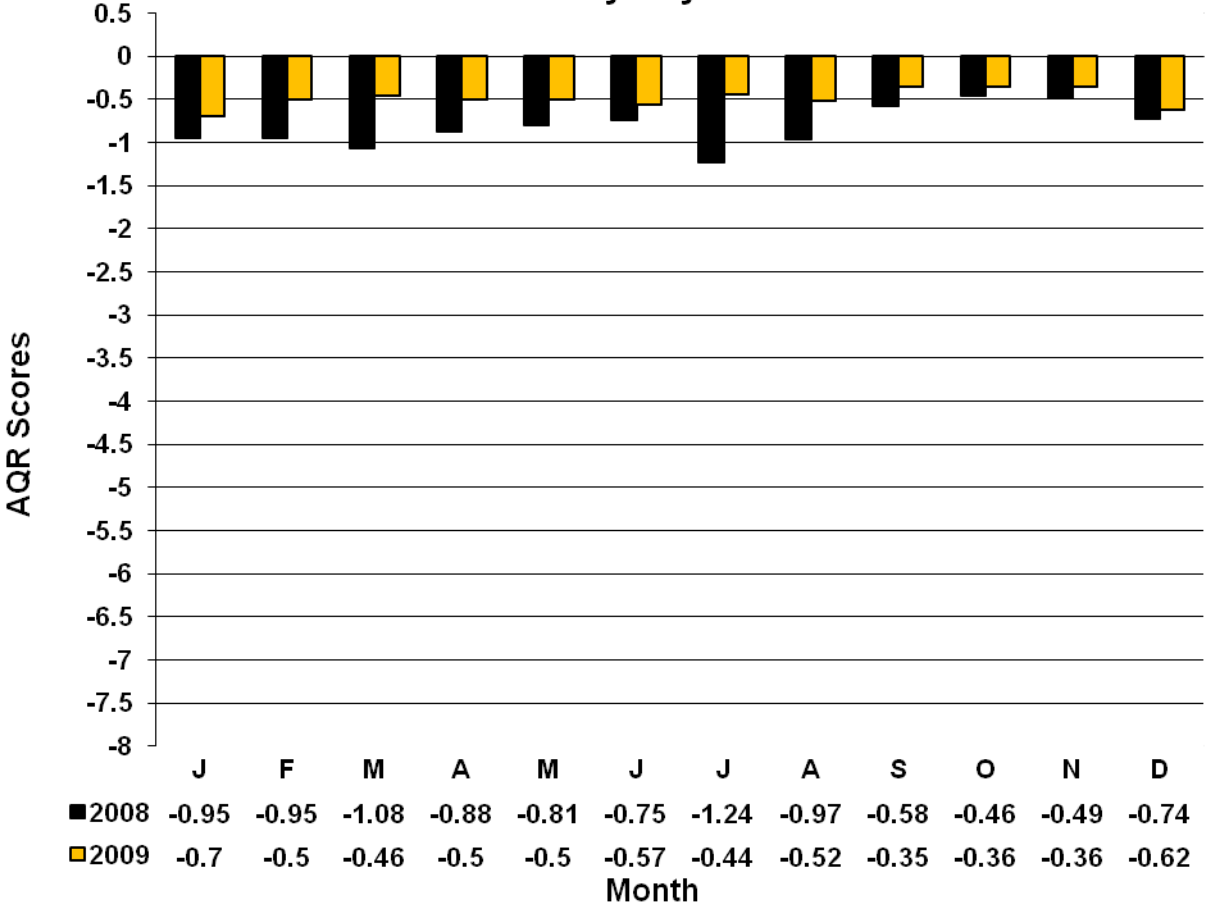
# Airline Quality Rating

AirTran Airways 2008 - 2009



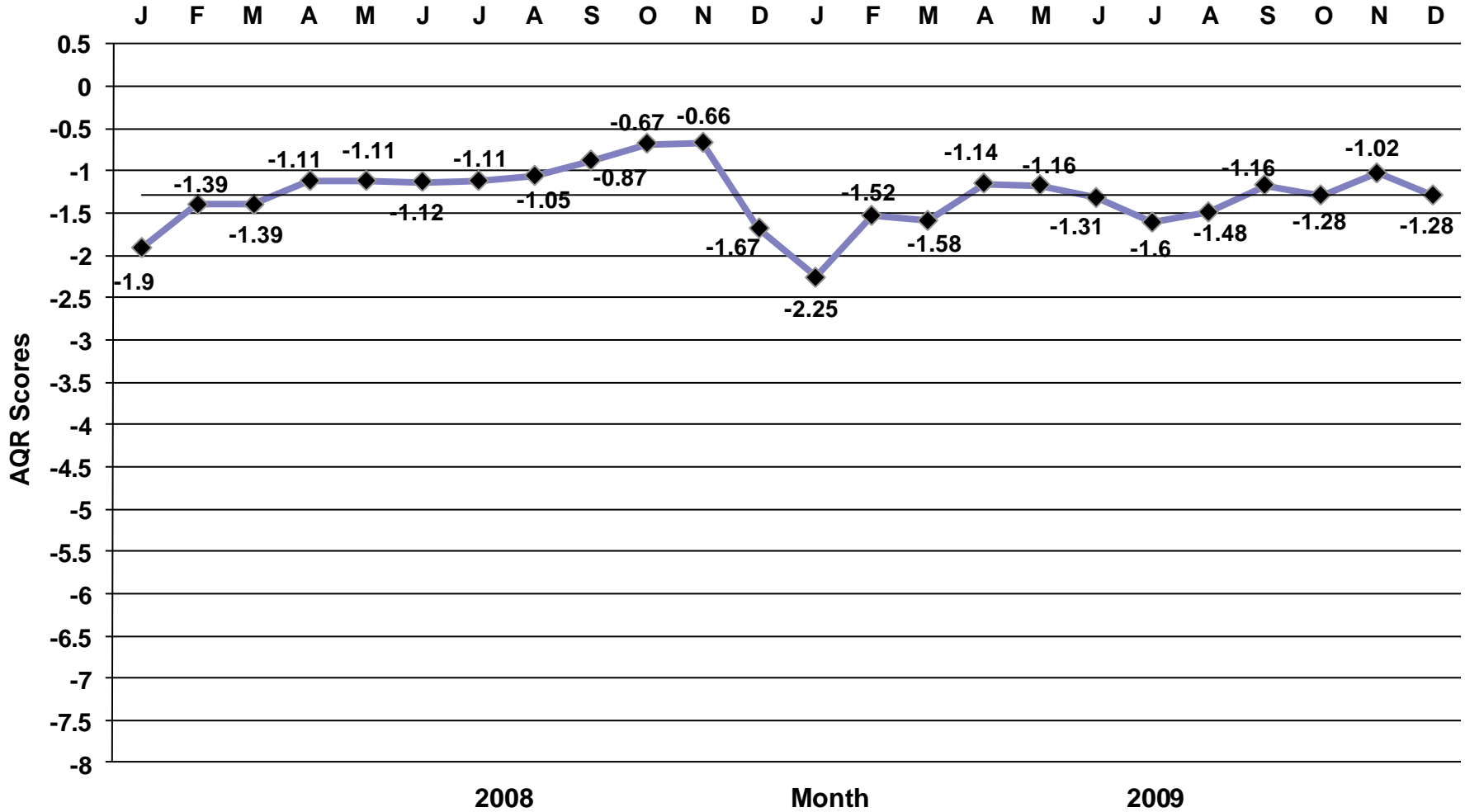
# Airline Quality Rating

## AirTran Airways by Month



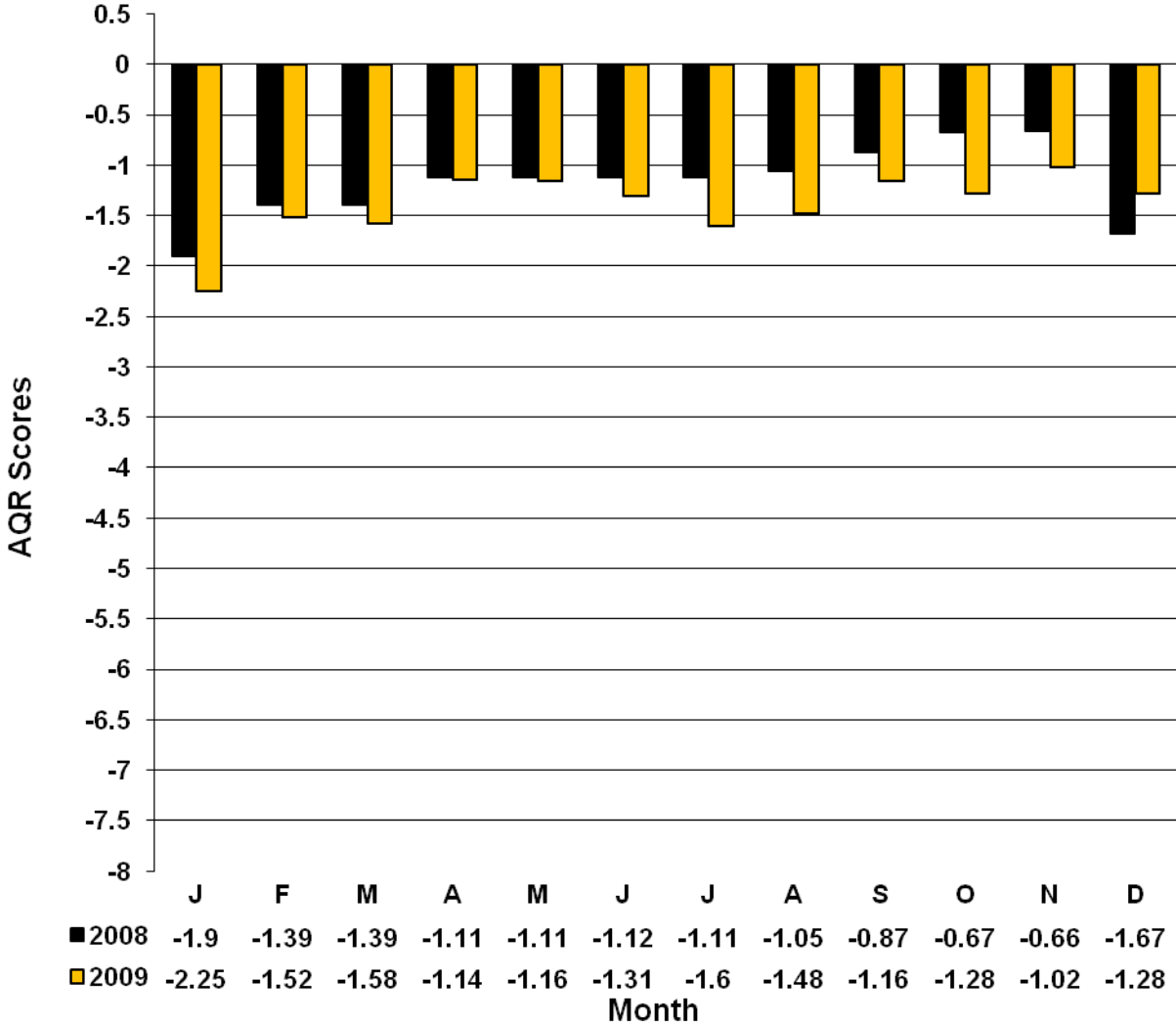
# Airline Quality Rating

Alaska Airlines 2008 - 2009



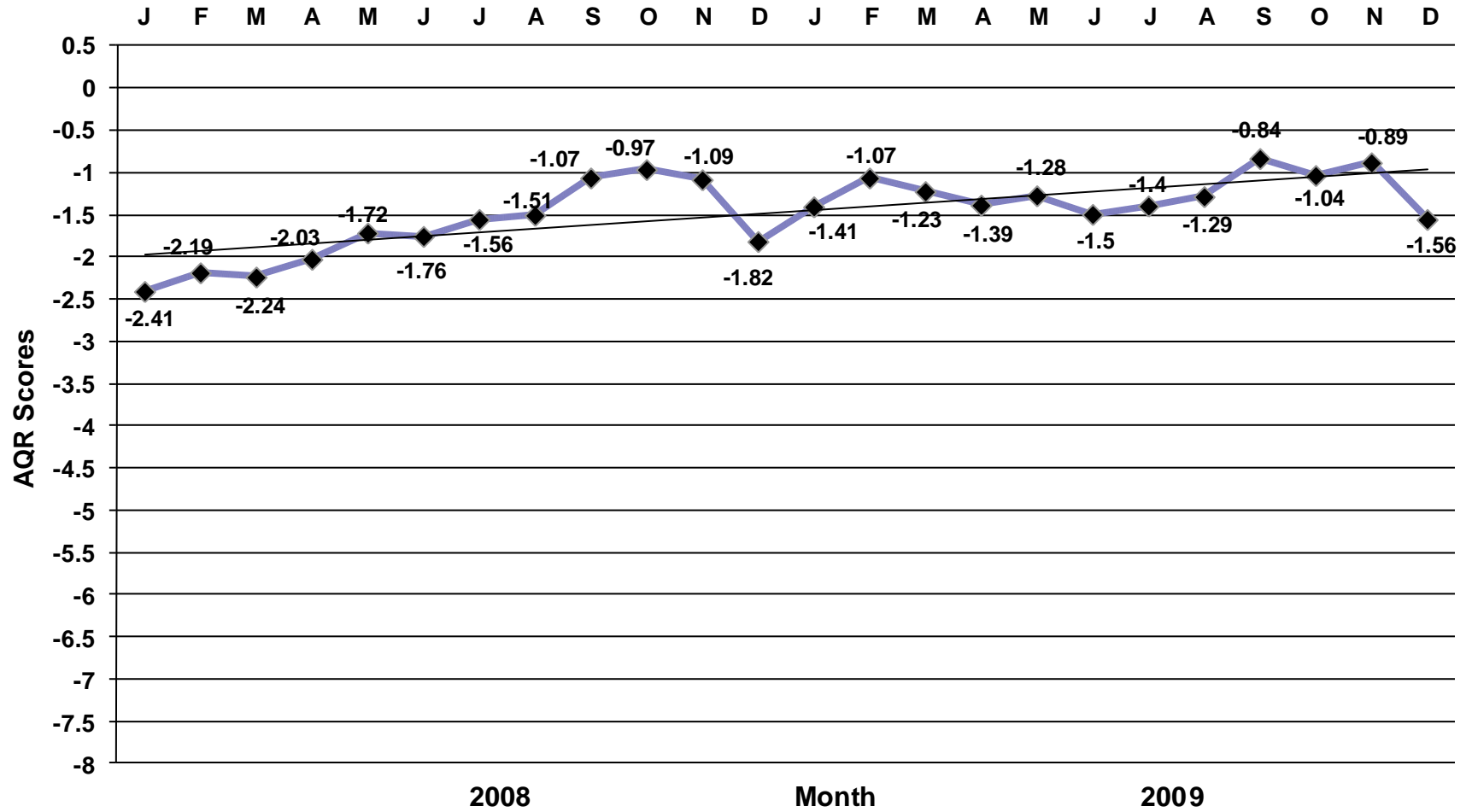
# Airline Quality Rating

Alaska Airlines by Month



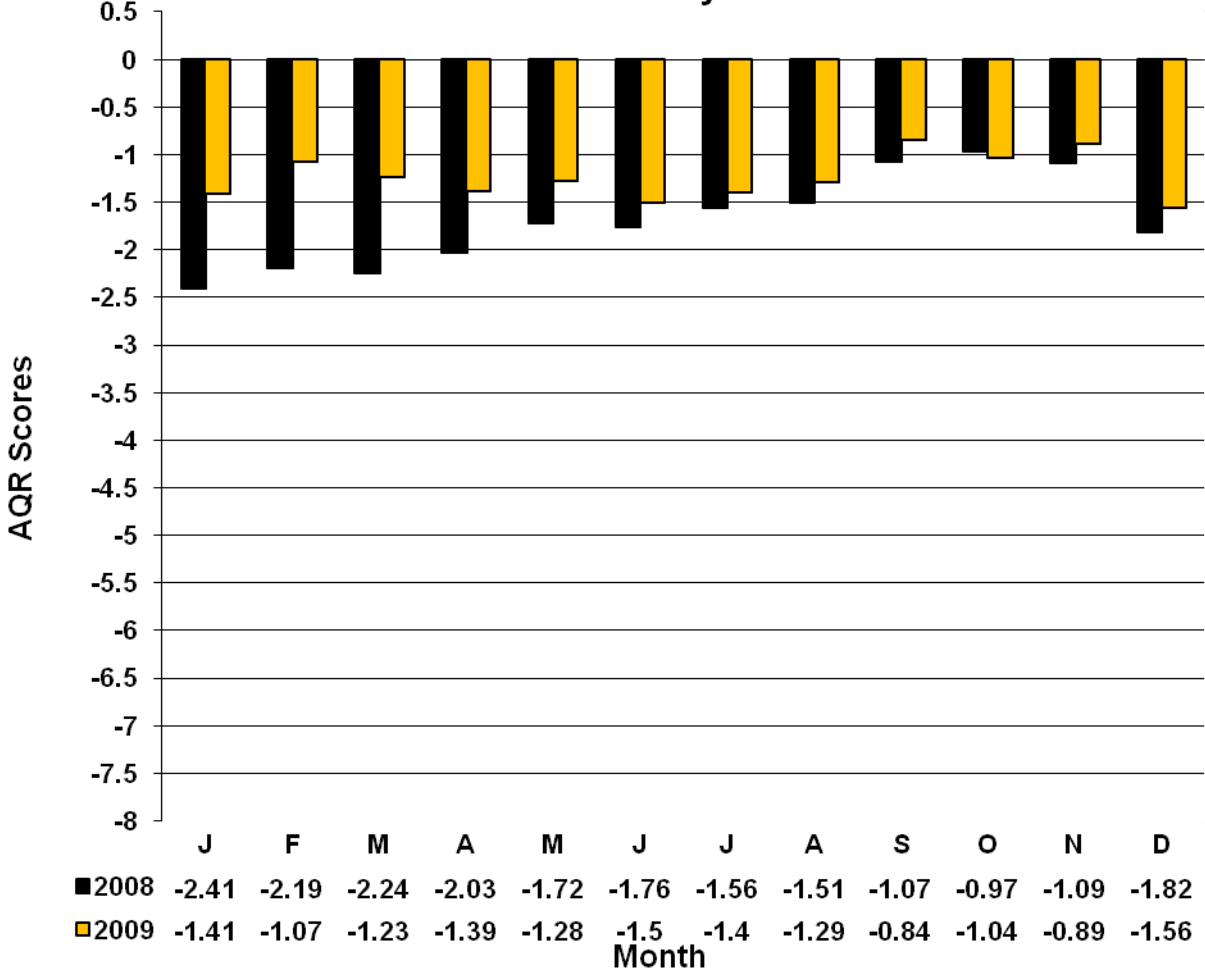
# Airline Quality Rating

American Airlines 2008 - 2009



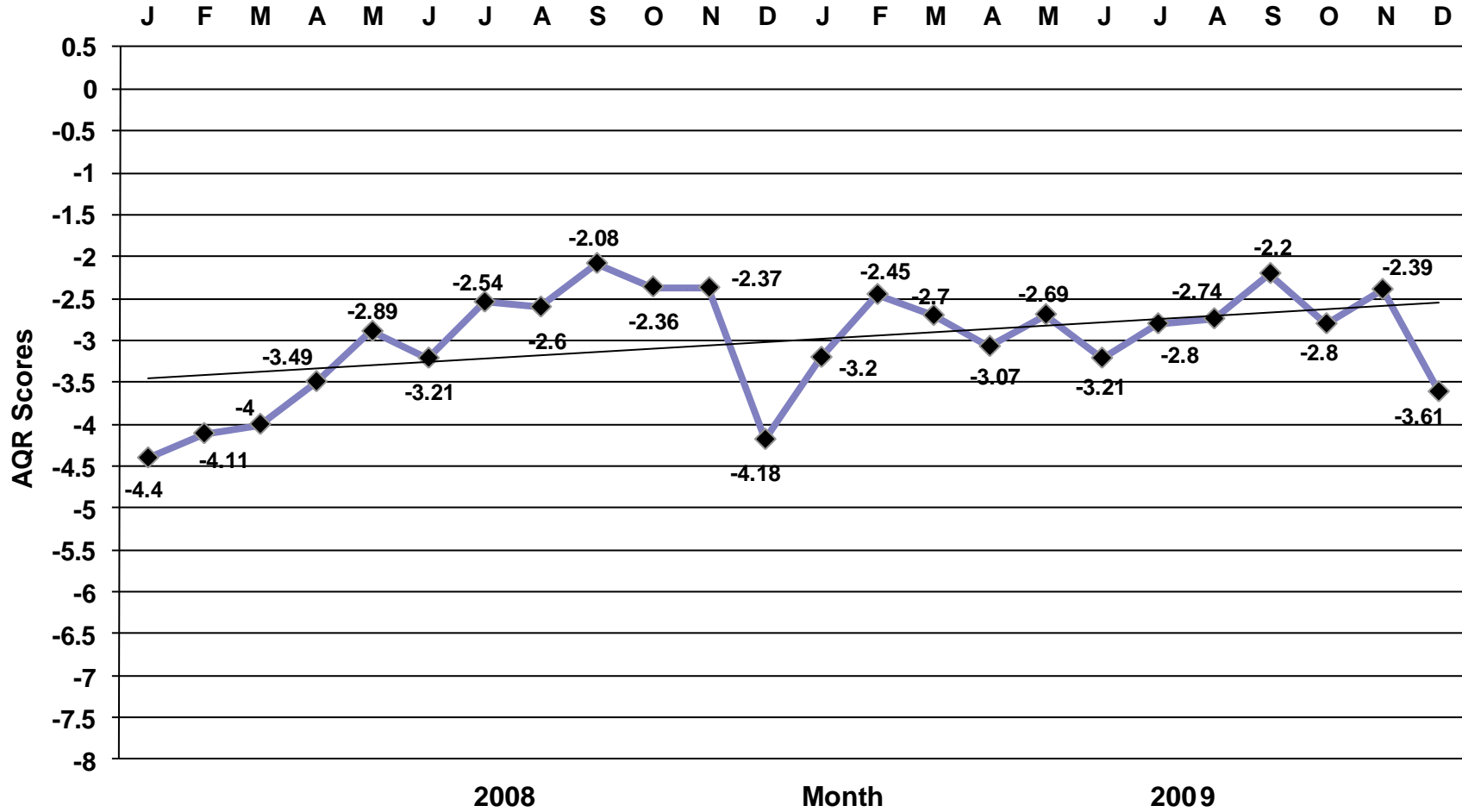
# Airline Quality Rating

## American Airlines by Month



# Airline Quality Rating

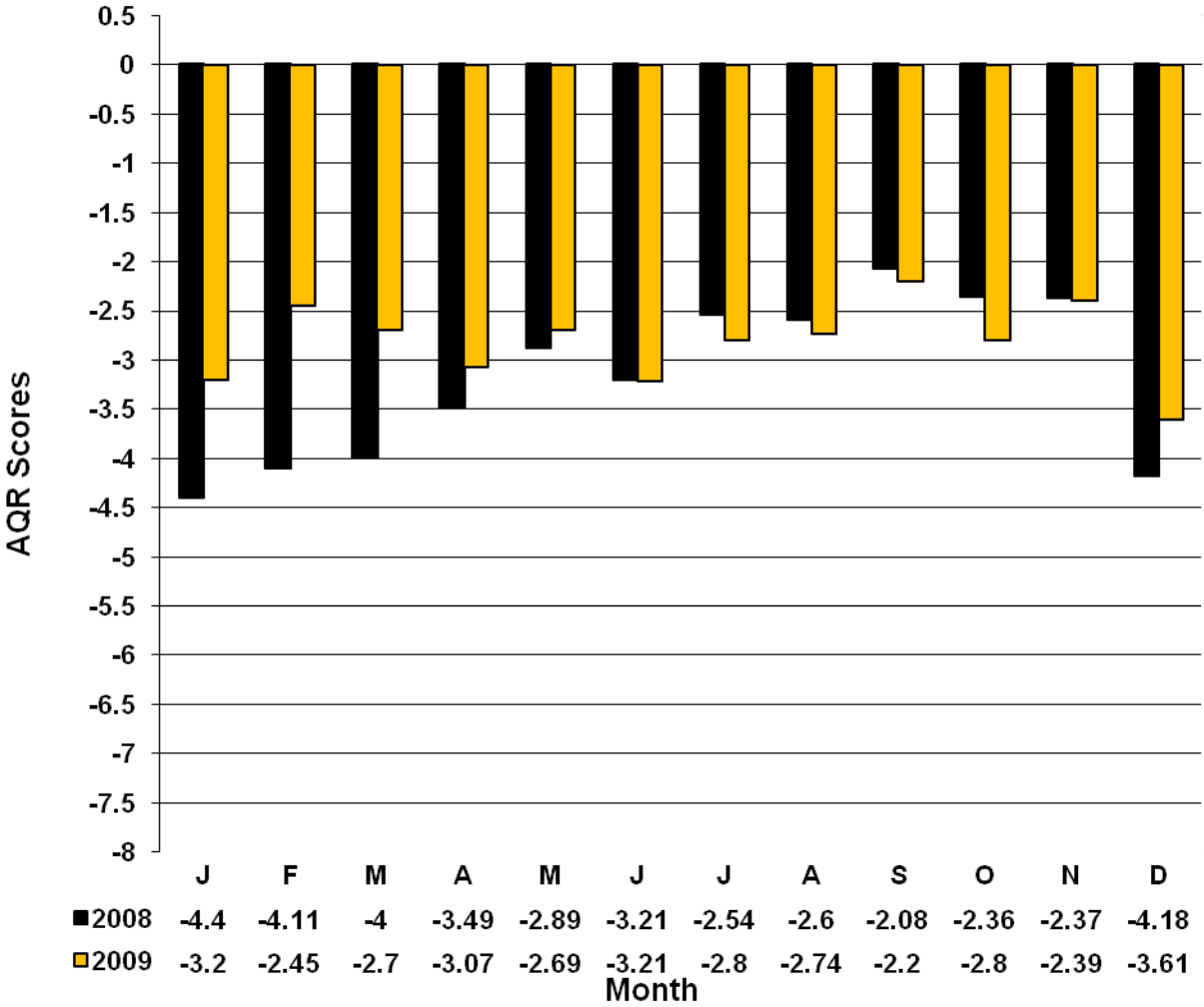
American Eagle 2008 - 2009





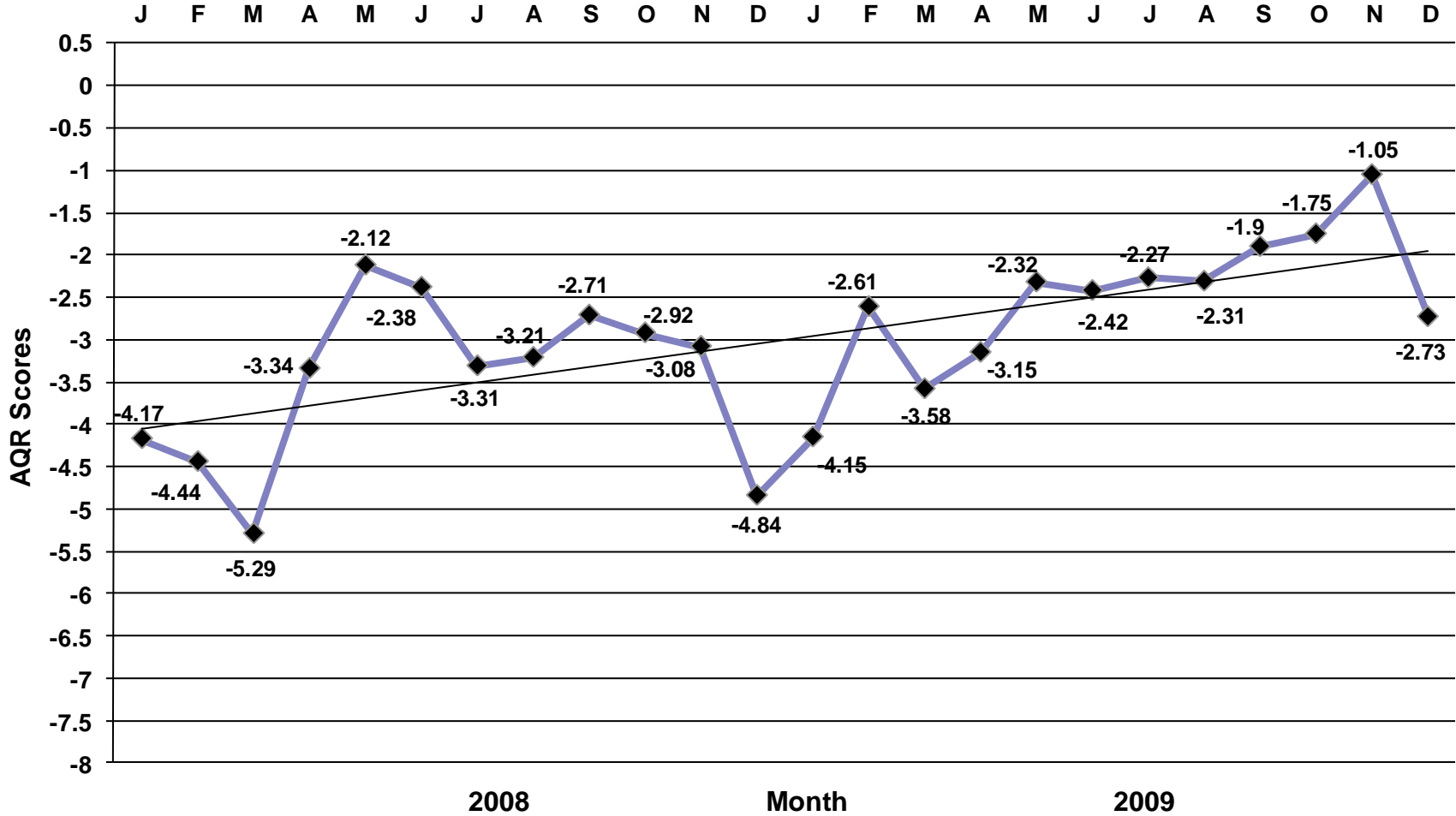
# Airline Quality Rating

American Eagle by Month



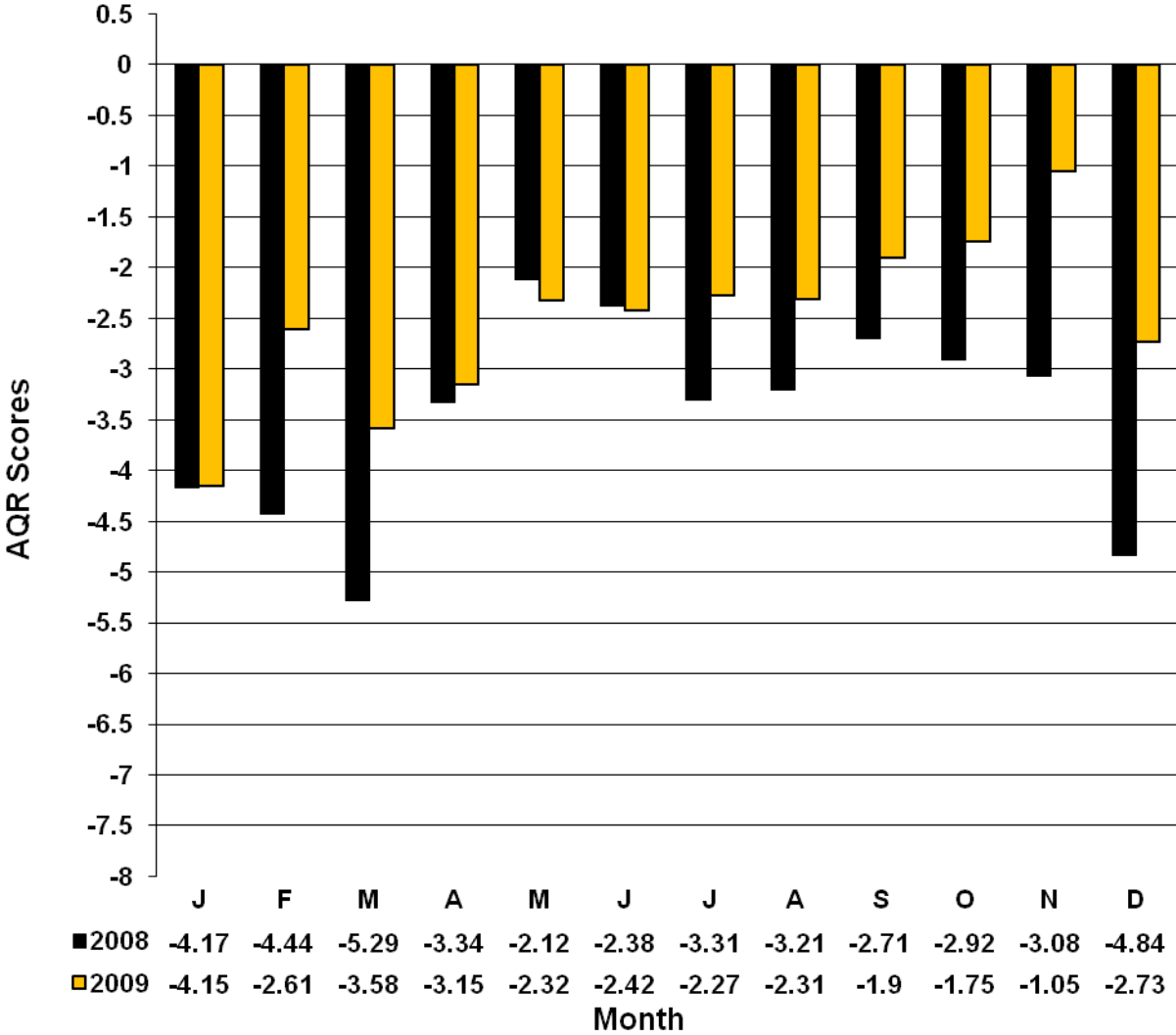
# Airline Quality Rating

Atlantic Southeast Airlines 2008 - 2009



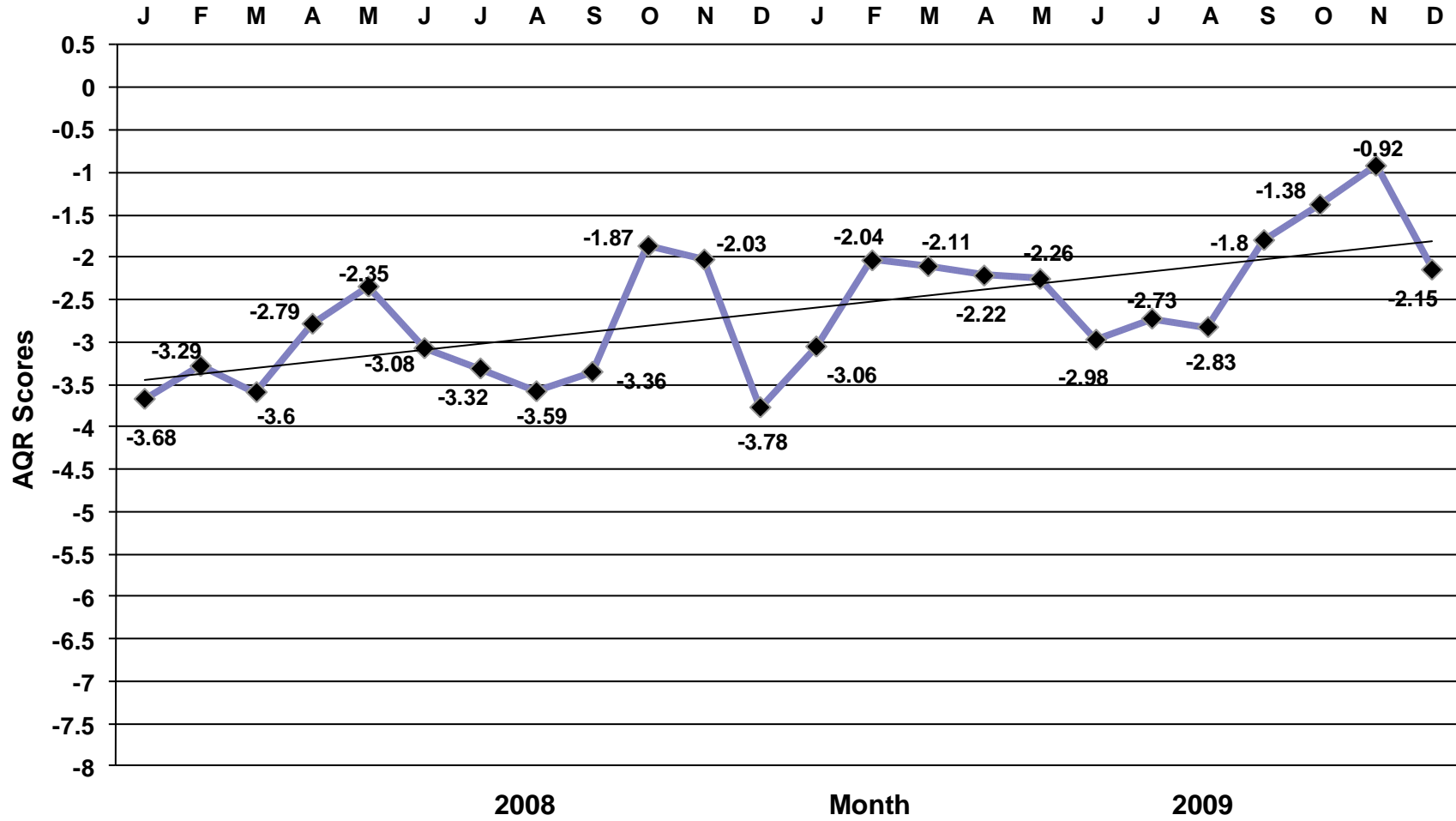
# Airline Quality Rating

Atlantic Southeast Airlines by Month



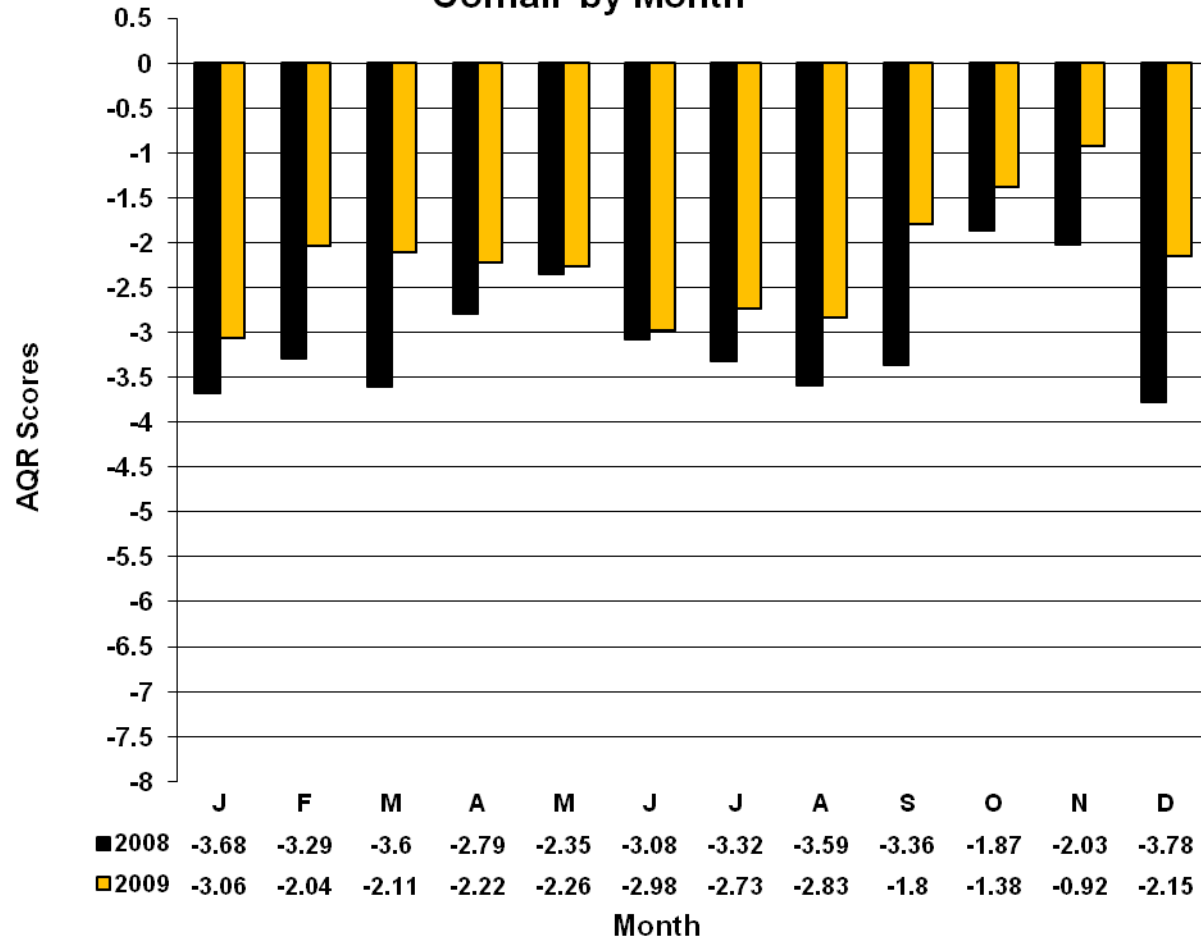
# Airline Quality Rating

Comair Airlines 2008 - 2009



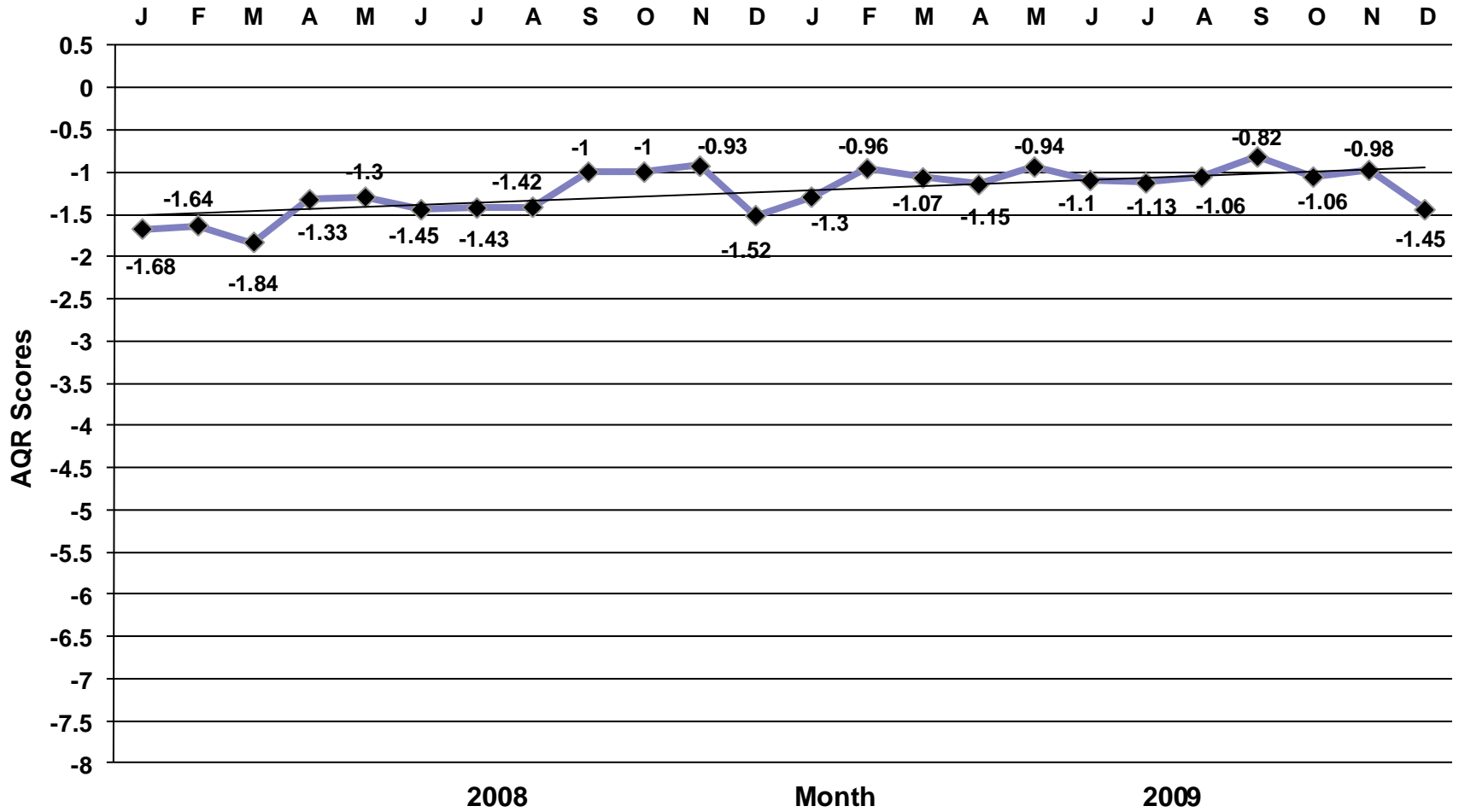
# Airline Quality Rating

Comair by Month



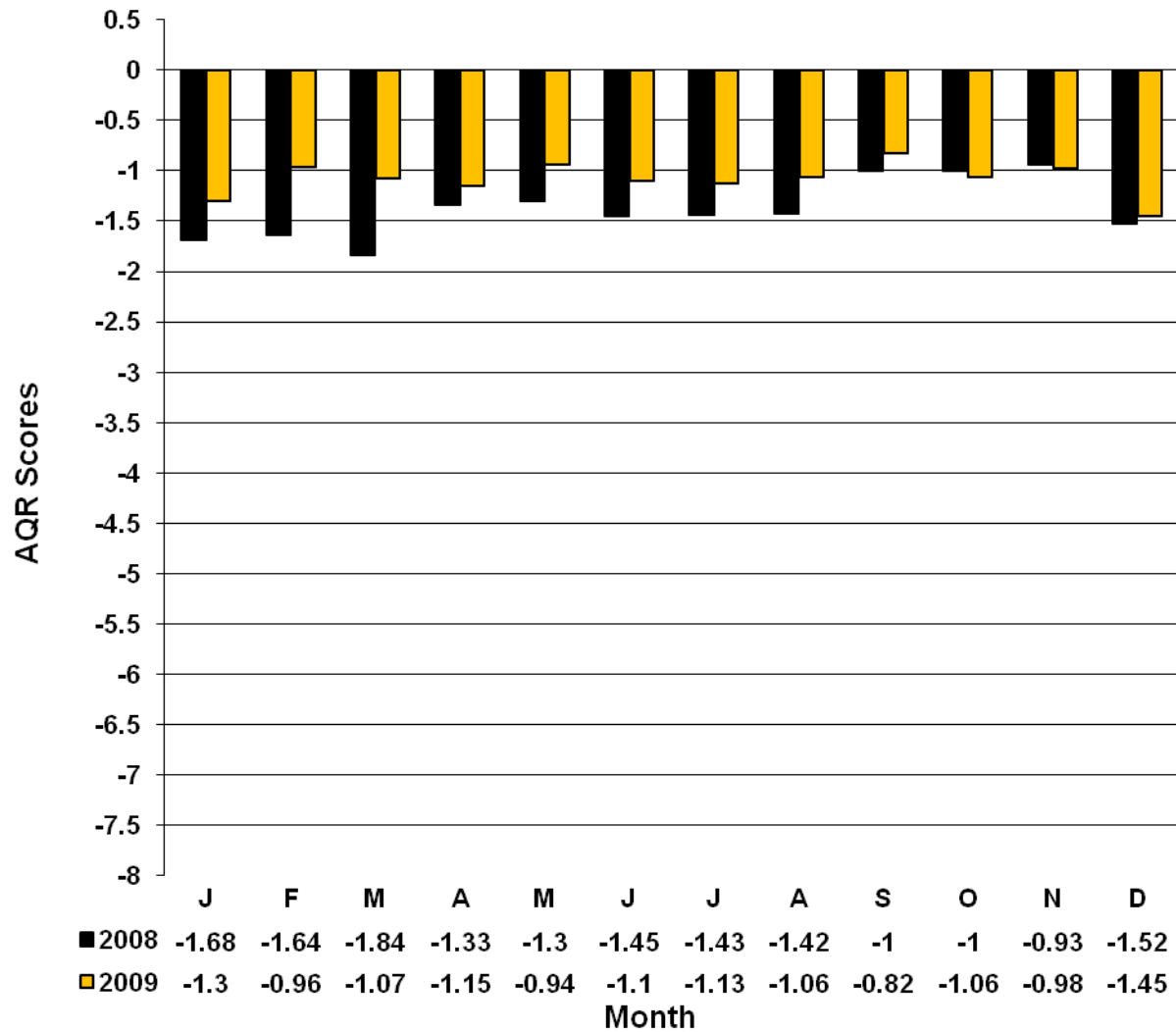
# Airline Quality Rating

Continental Airlines 2008 - 2009



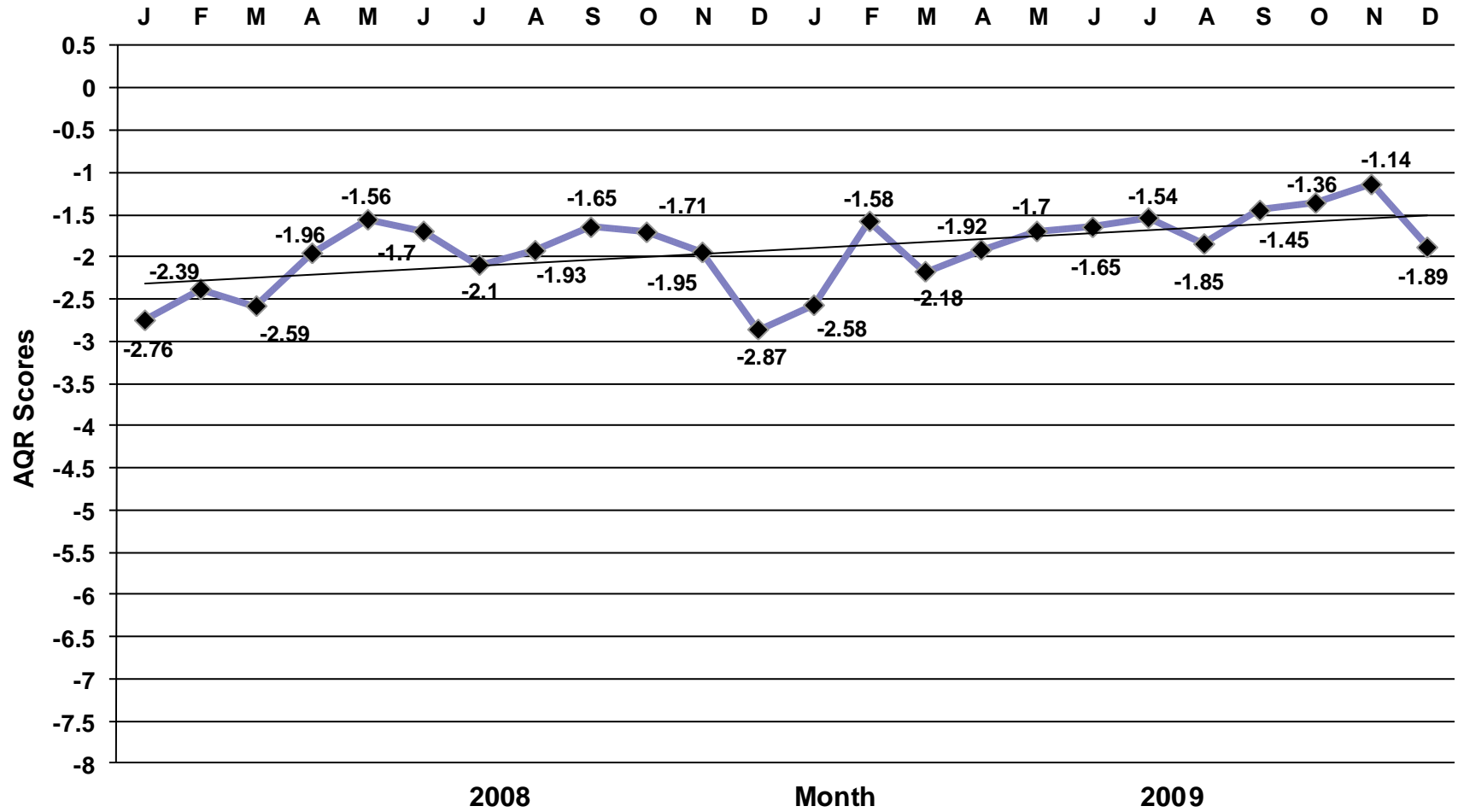
# Airline Quality Rating

Continental Airlines by Month



# Airline Quality Rating

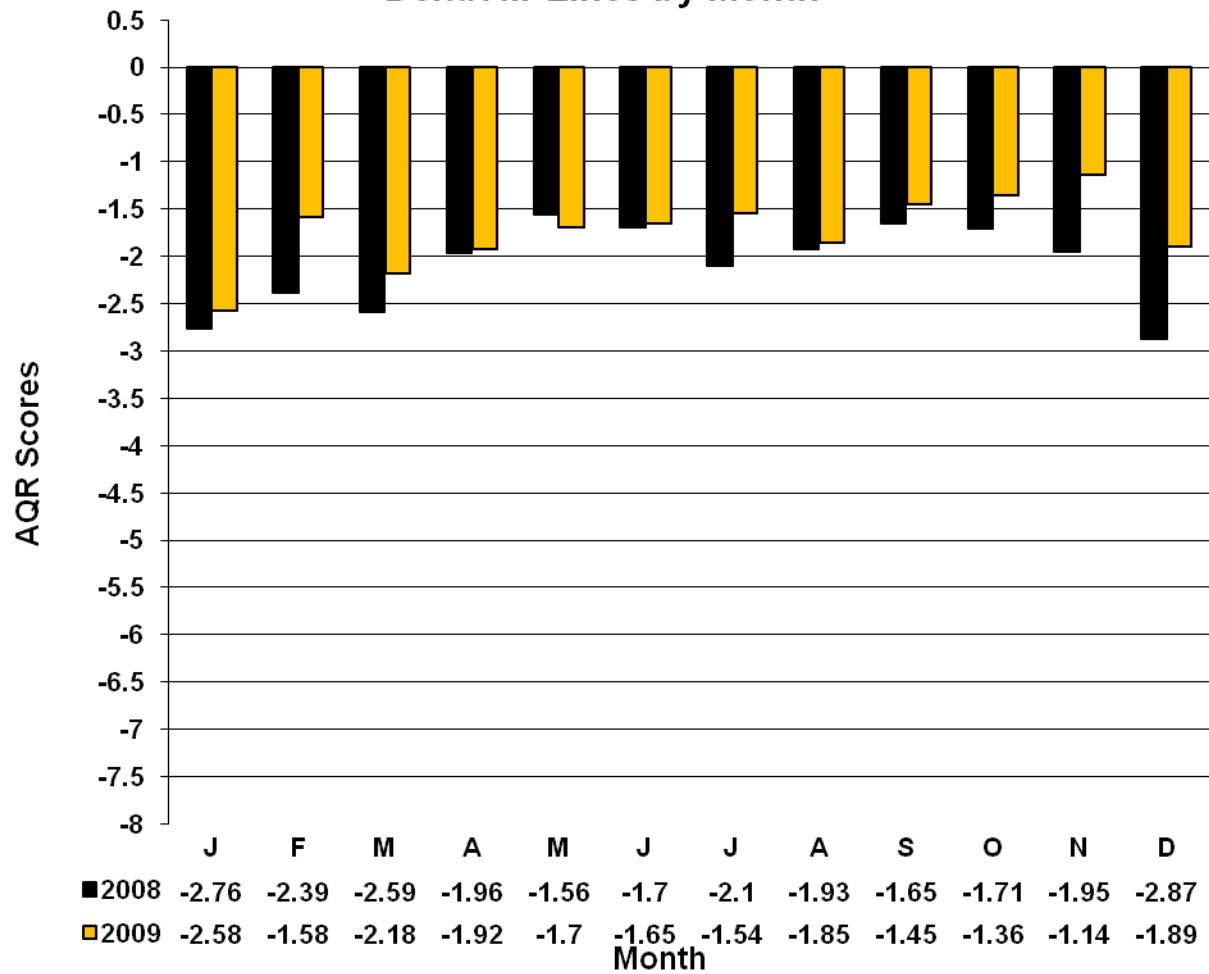
Delta Air Lines 2008 - 2009





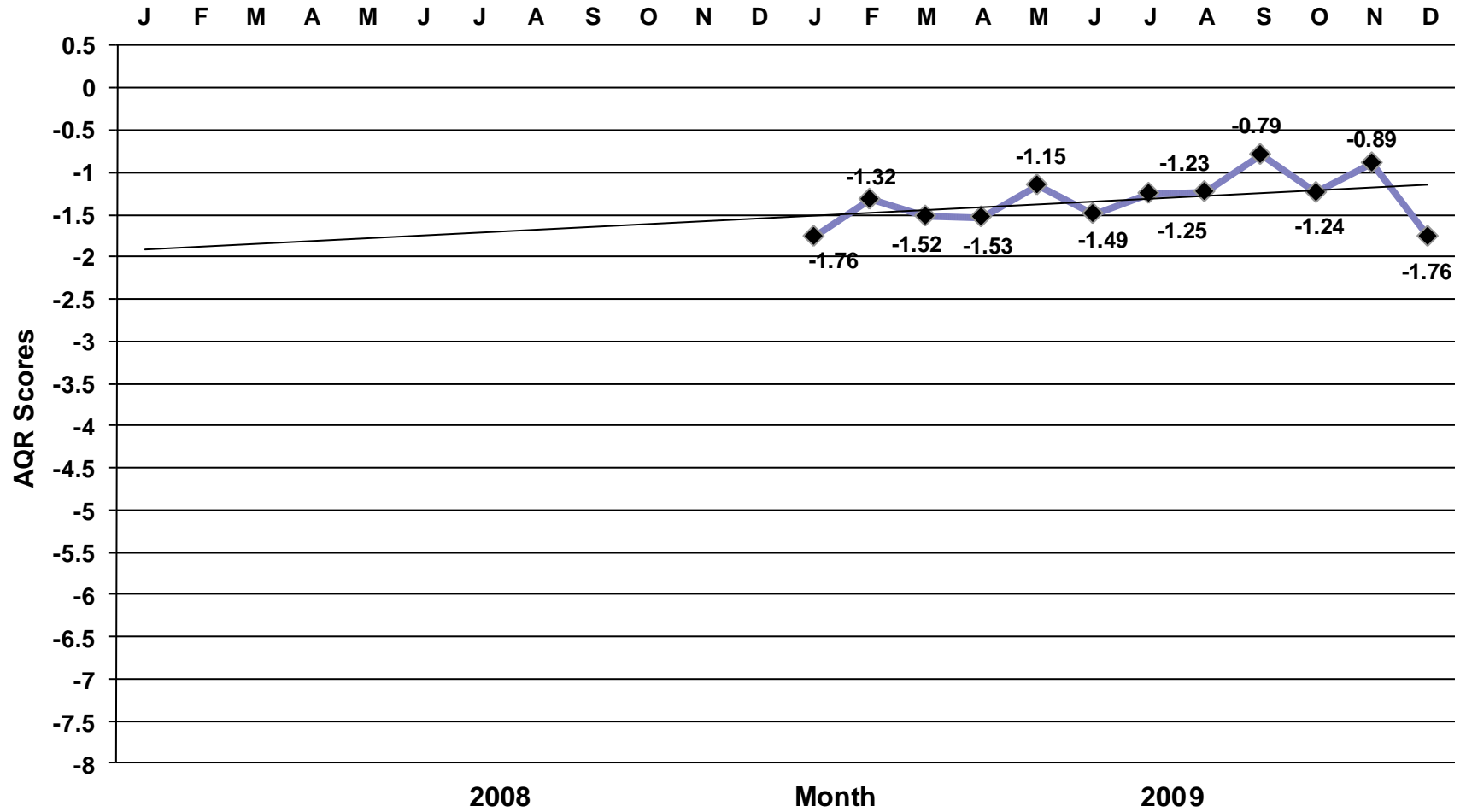
# Airline Quality Rating

Delta Air Lines by Month



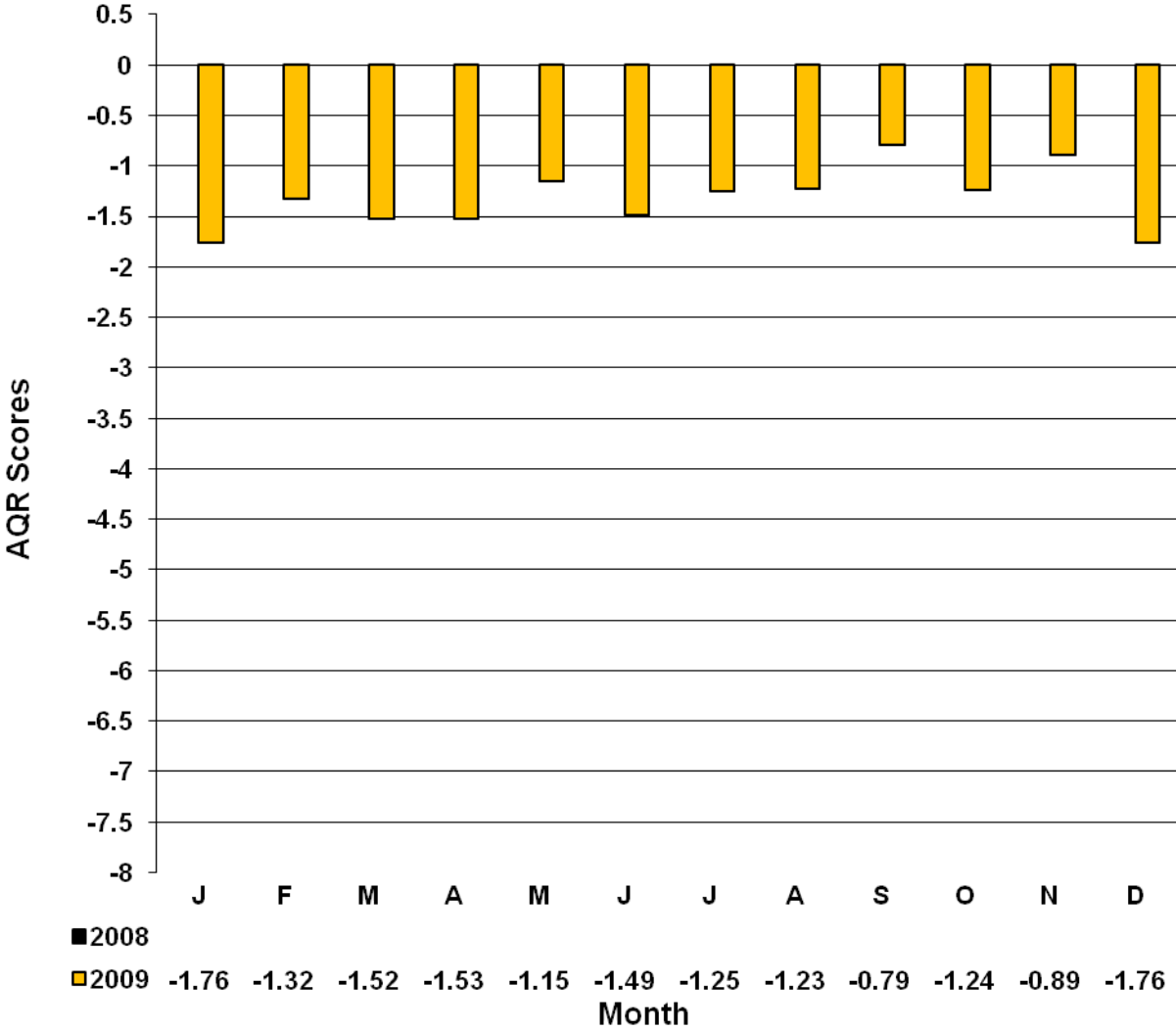
# Airline Quality Rating

ExpressJet Airlines 2008 - 2009



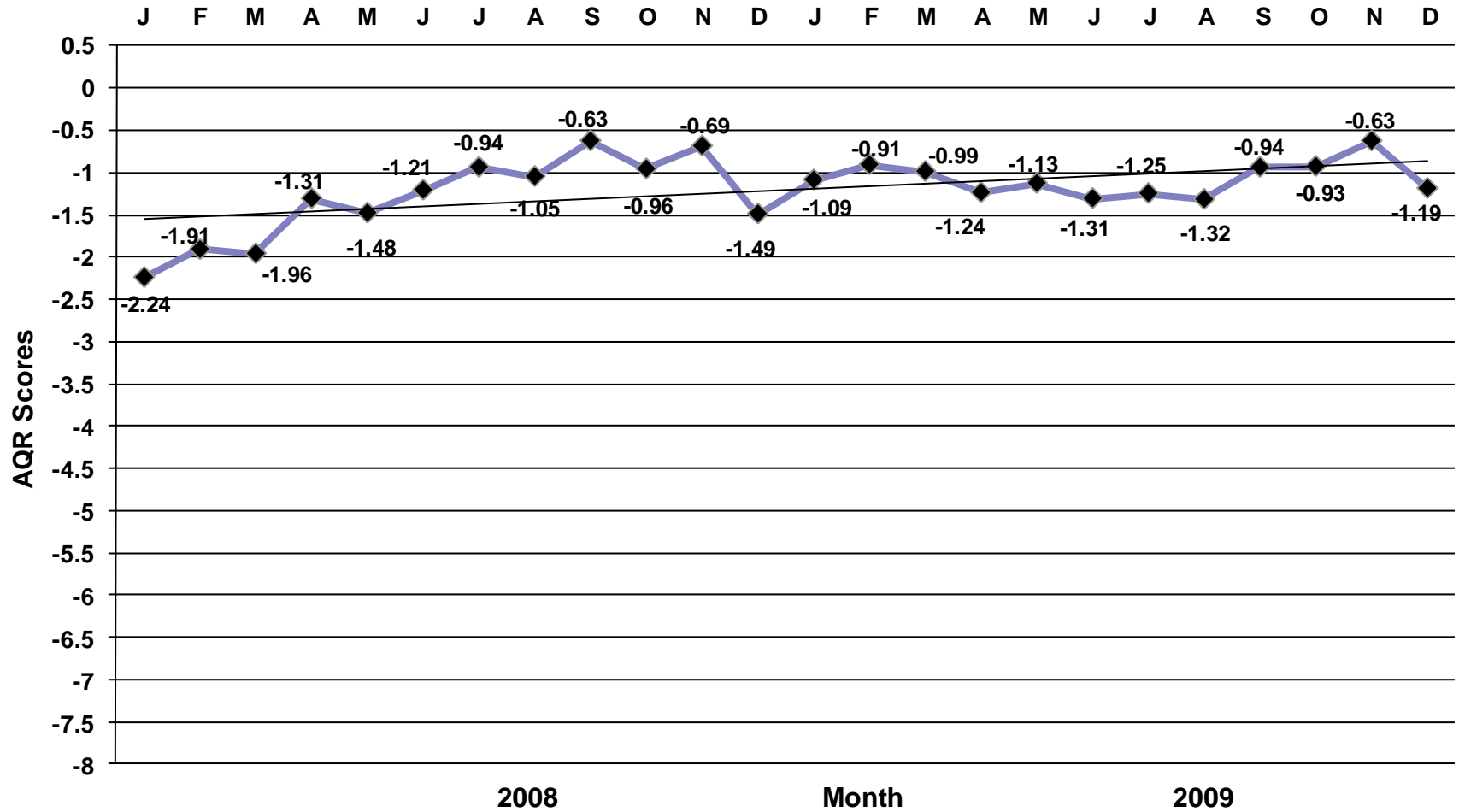
# Airline Quality Rating

ExpressJet Airlines by Month



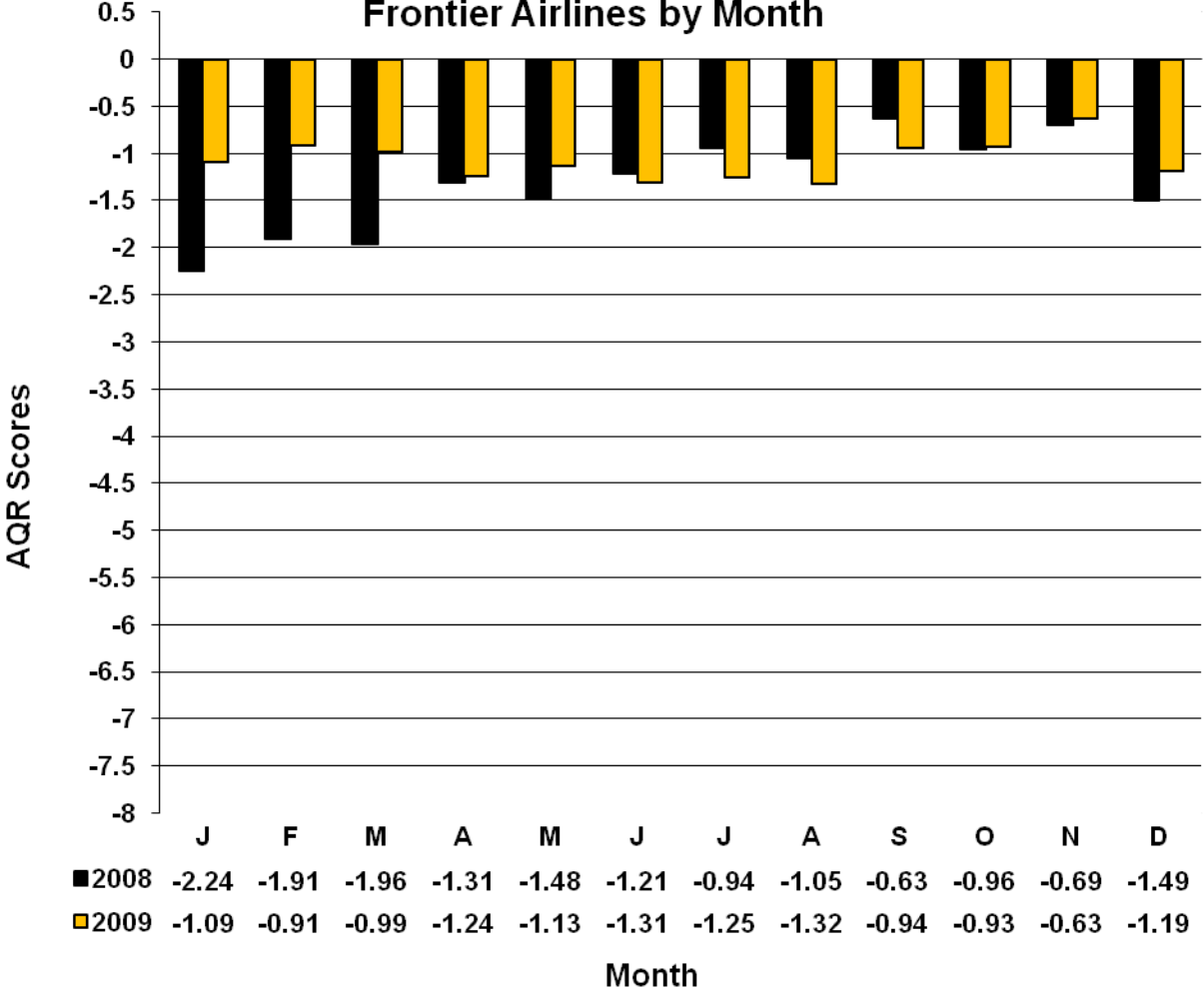
# Airline Quality Rating

Frontier Airlines 2008 - 2009



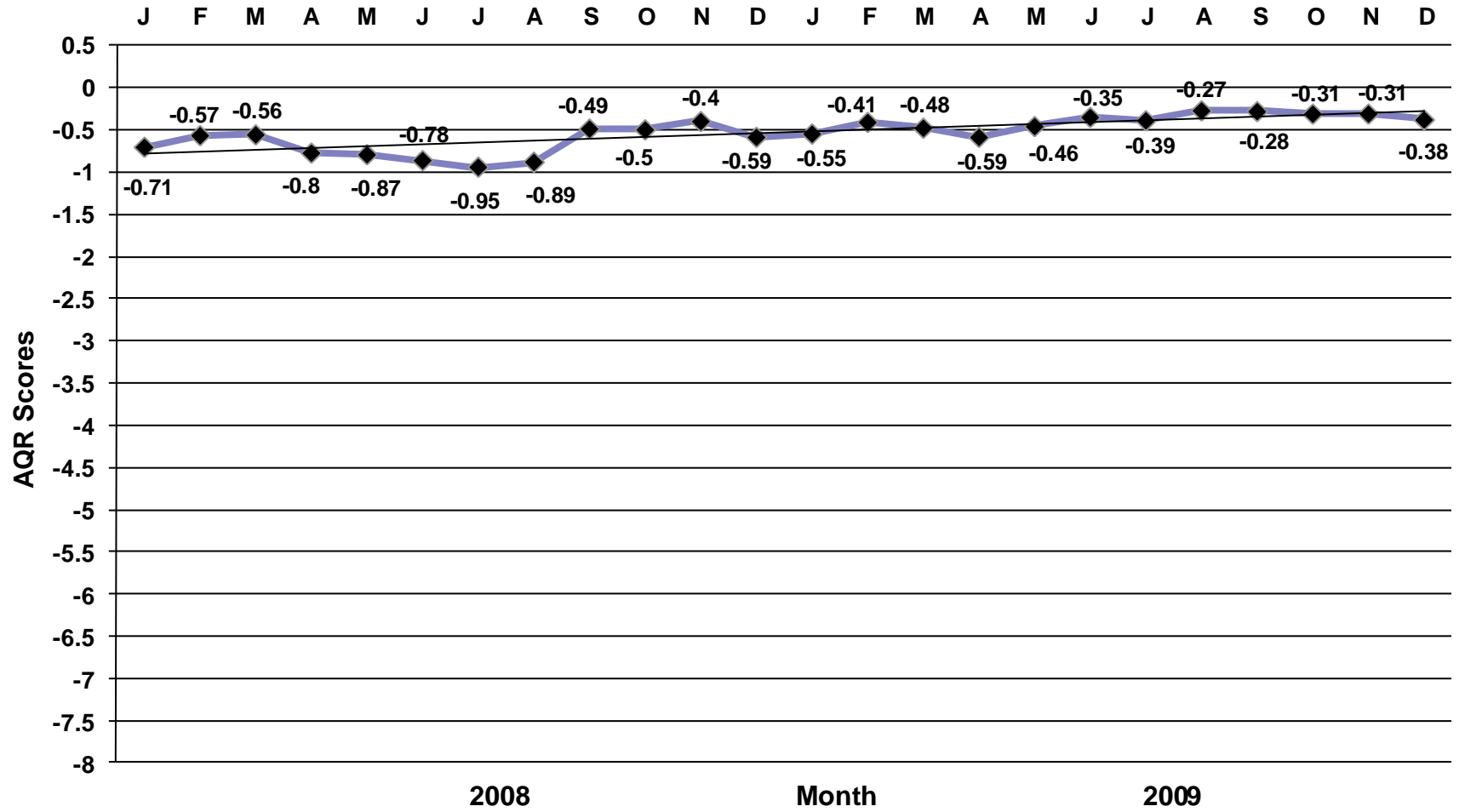
# Airline Quality Rating

Frontier Airlines by Month



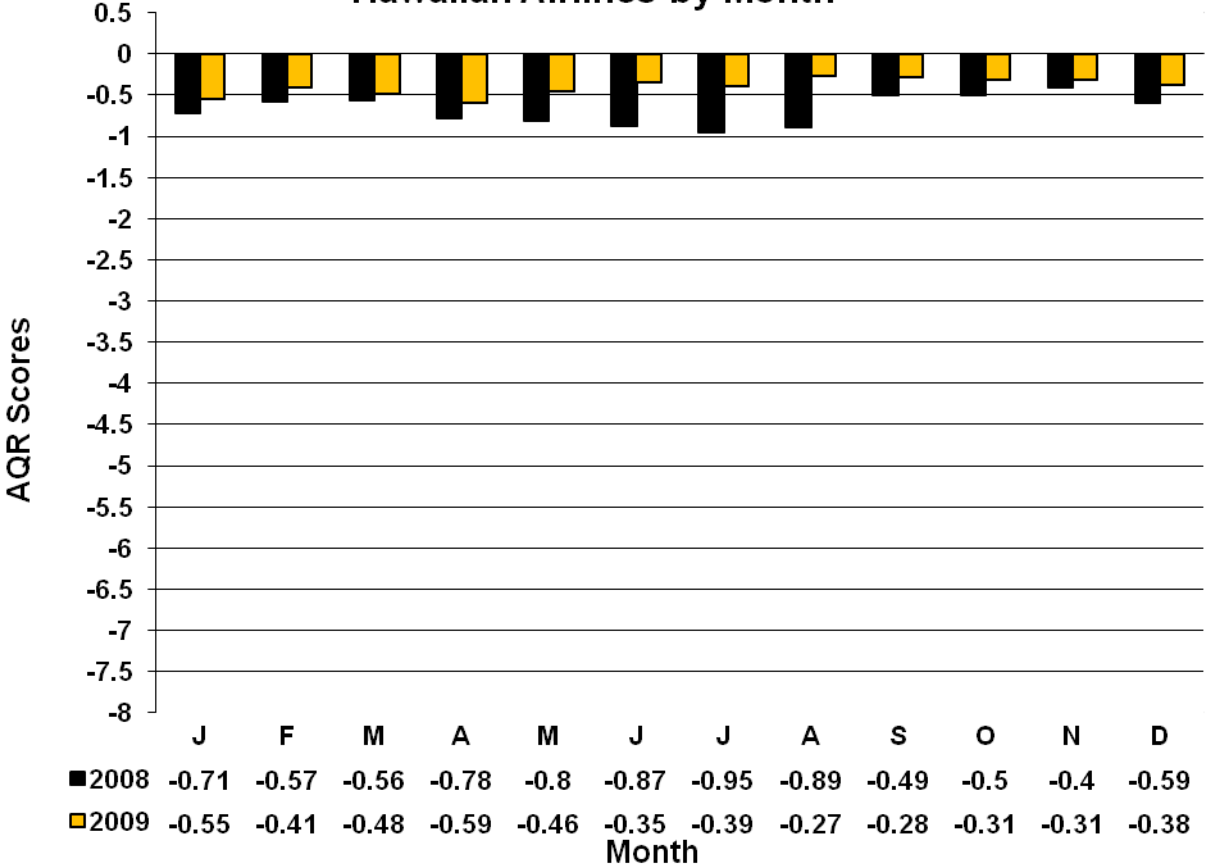
# Airline Quality Rating

Hawaiian Airlines 2008 - 2009



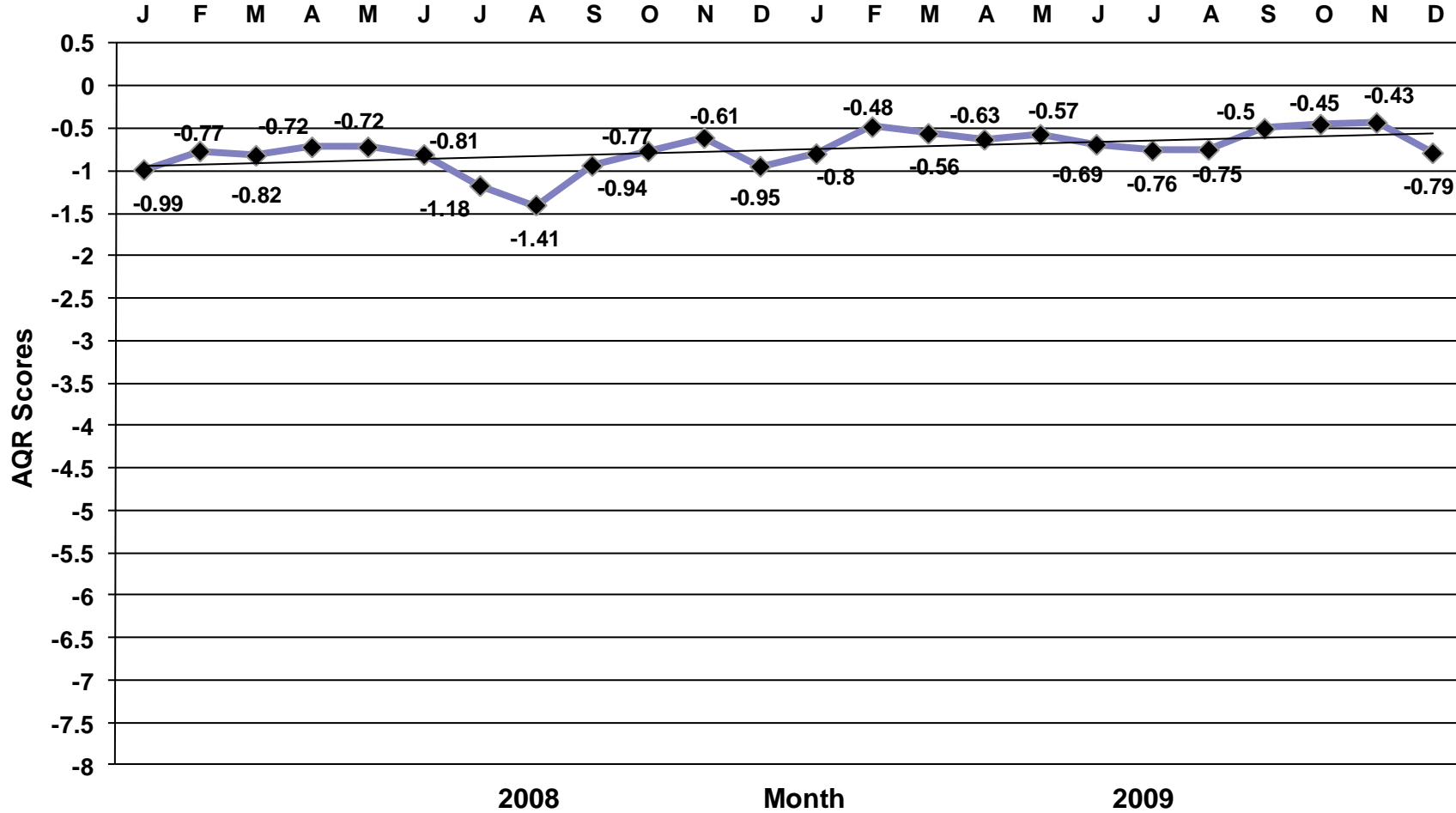
# Airline Quality Rating

Hawaiian Airlines by Month



# Airline Quality Rating

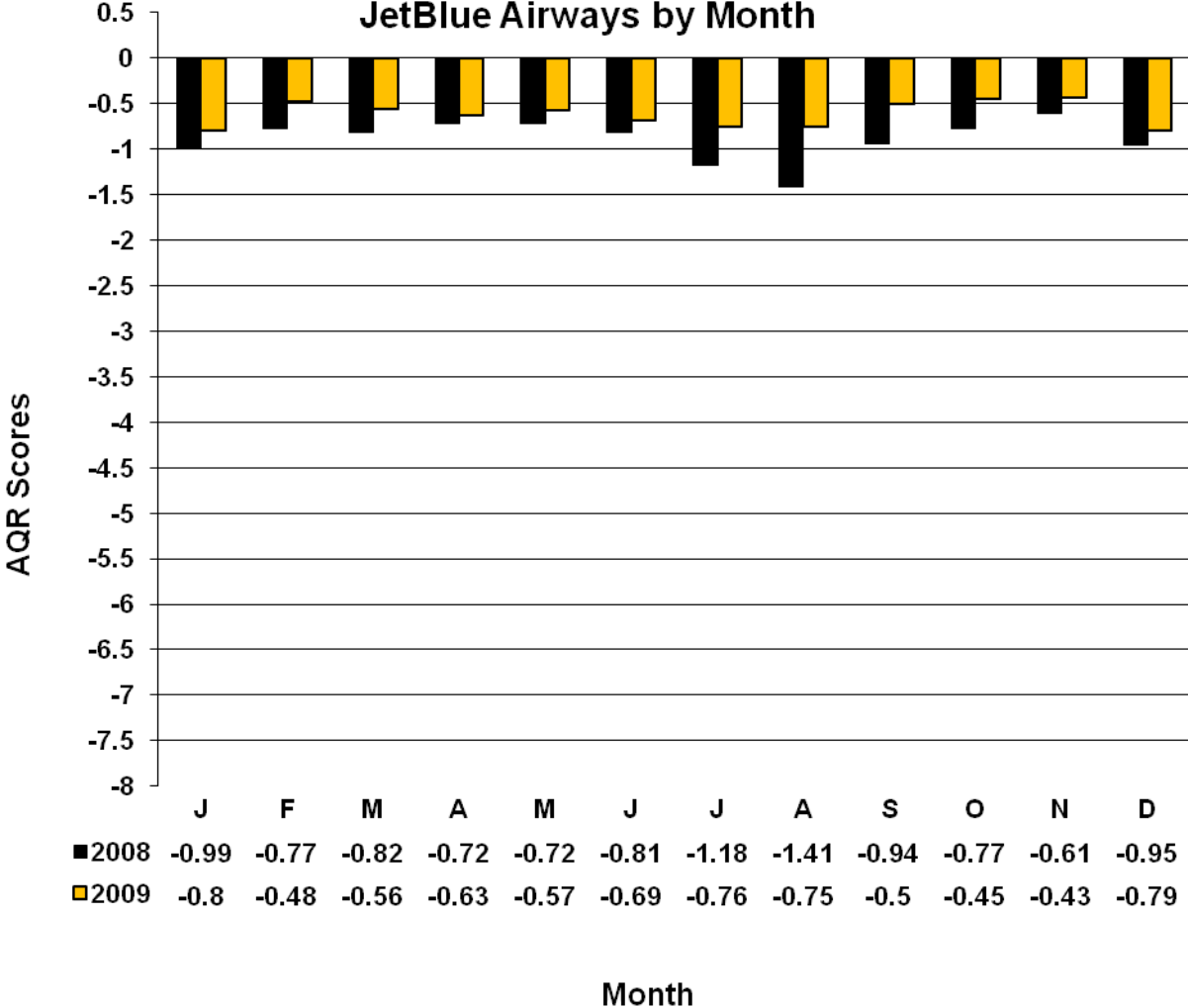
JetBlue Airways 2008 - 2009





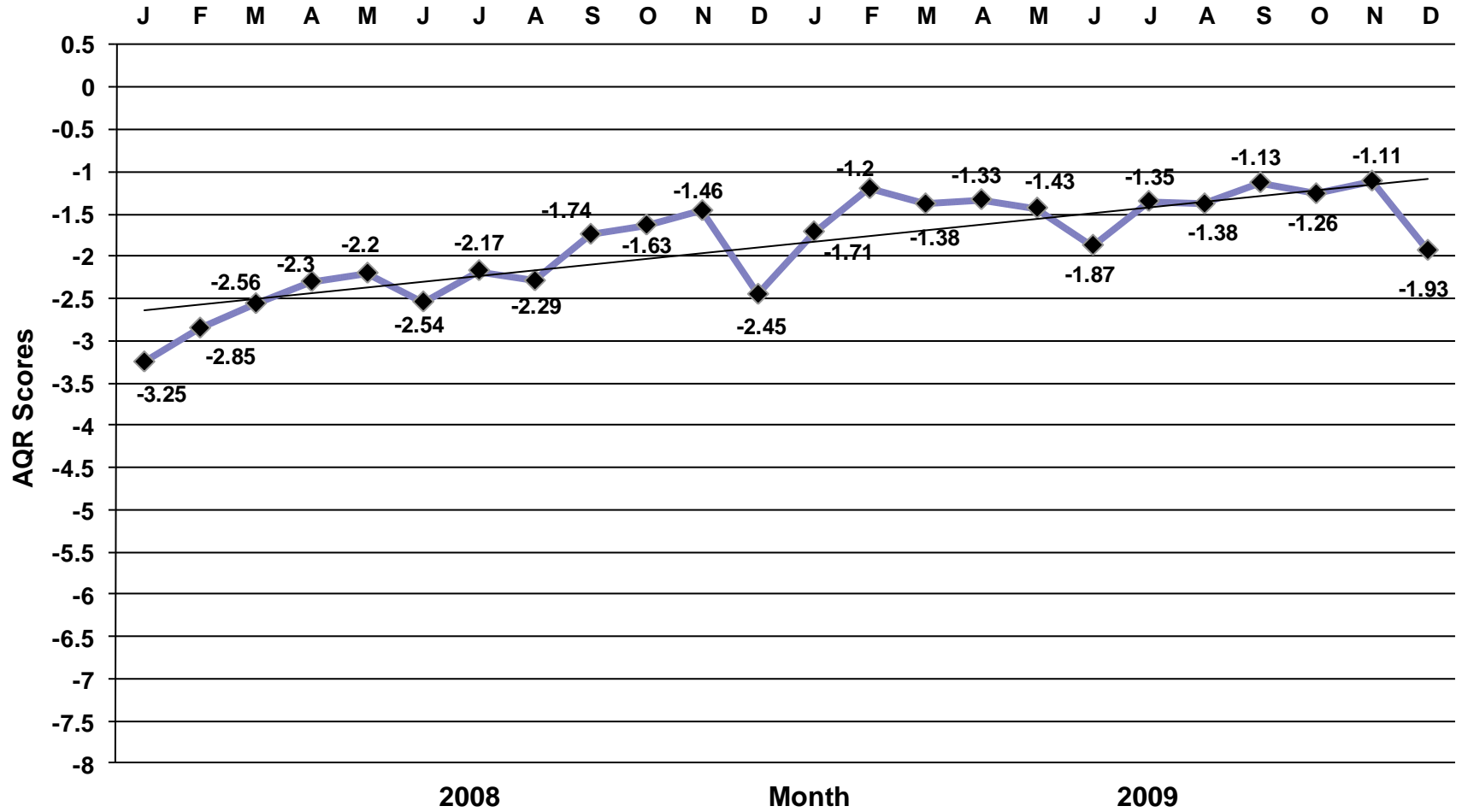
# Airline Quality Rating

## JetBlue Airways by Month



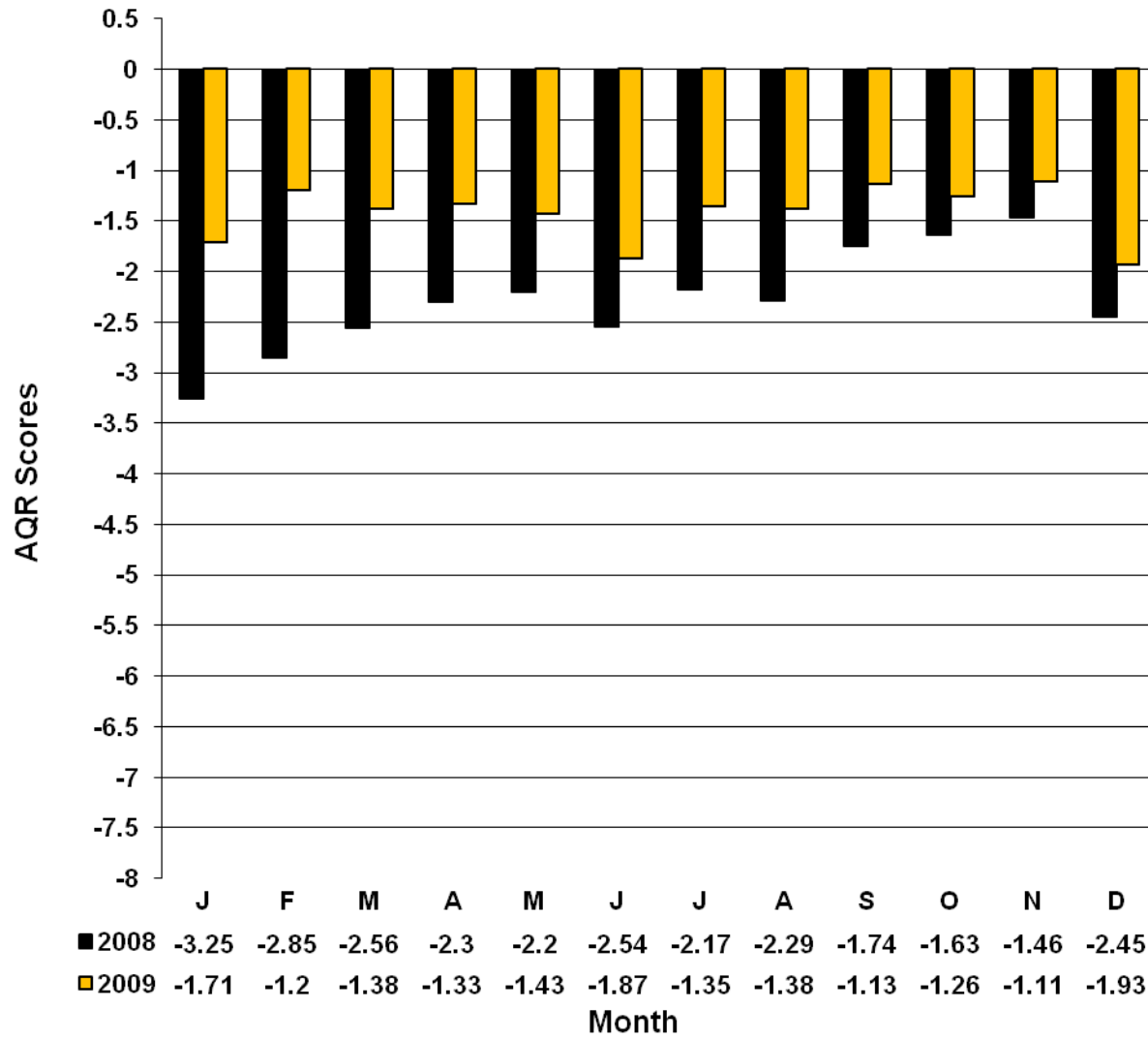
# Airline Quality Rating

Mesa Airlines 2008 - 2009



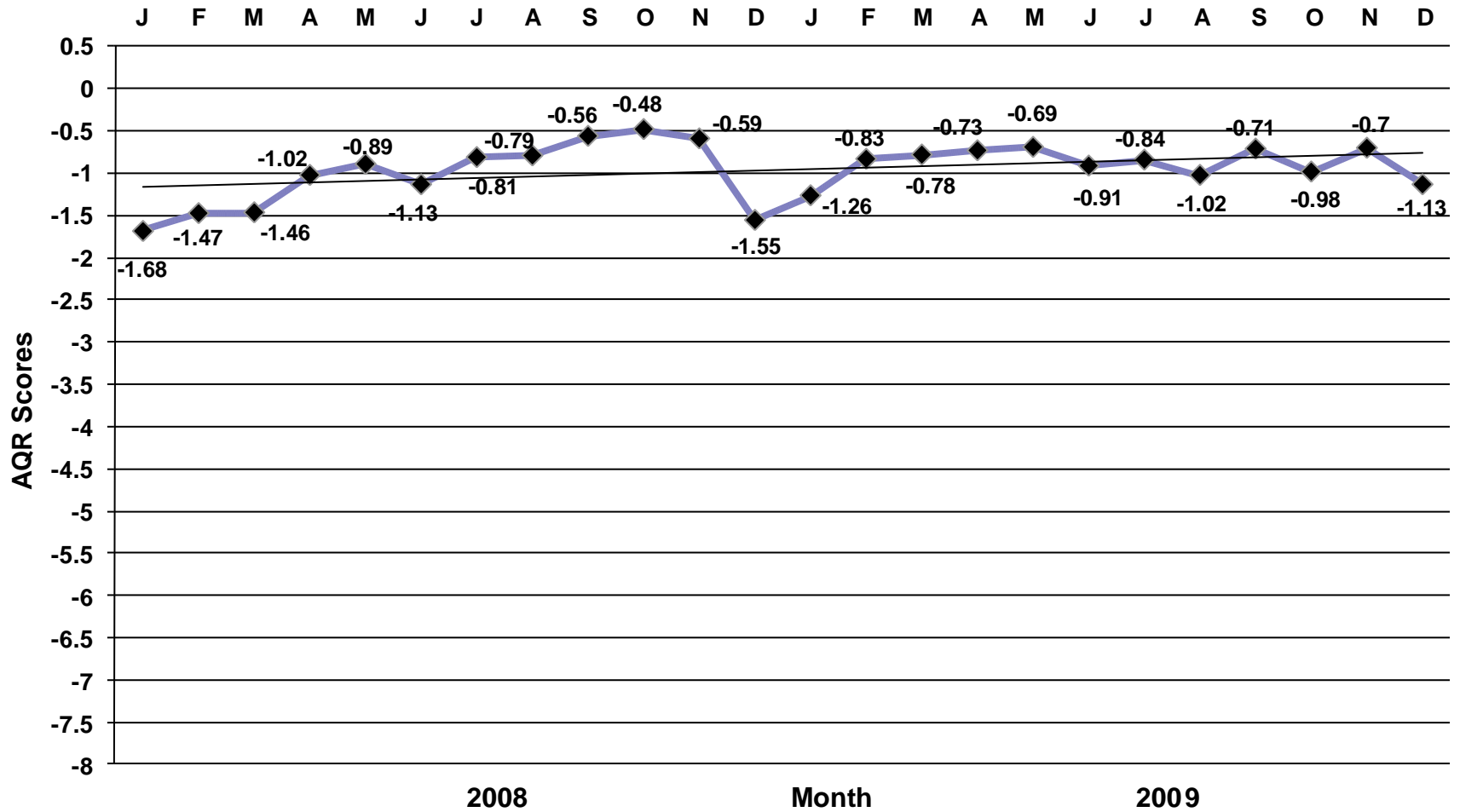
# Airline Quality Rating

## Mesa Airlines by Month



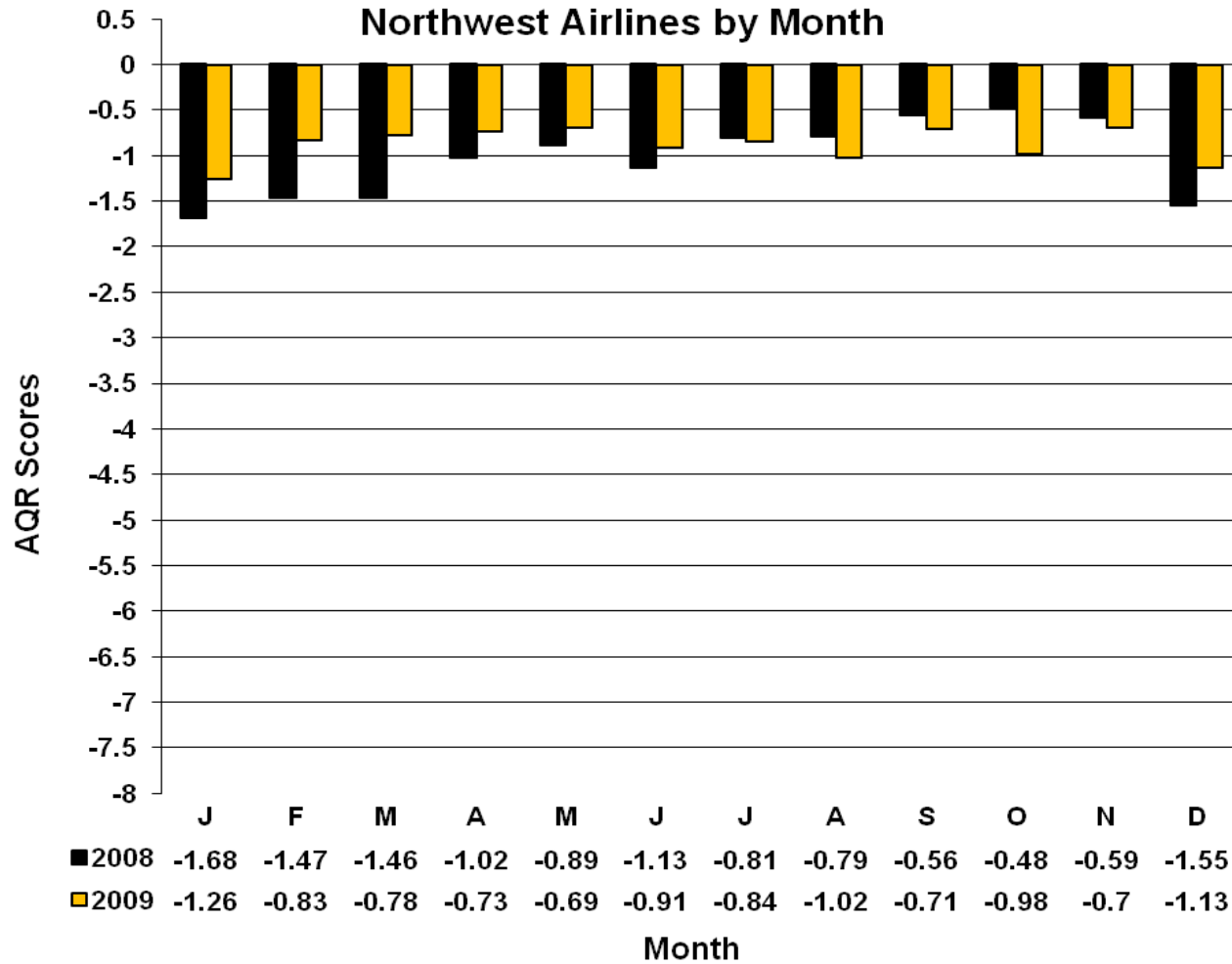
# Airline Quality Rating

Northwest Airlines 2008 - 2009



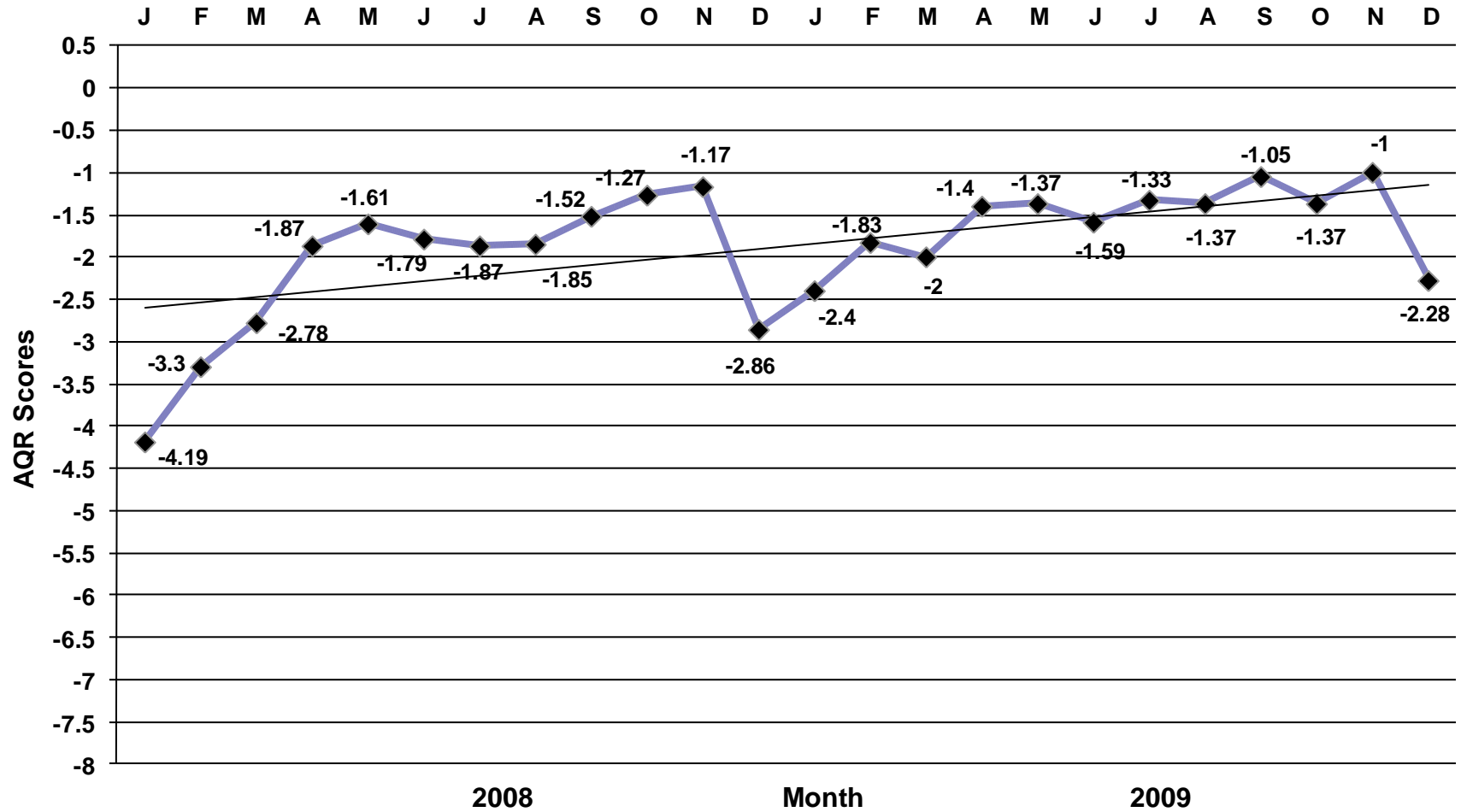
# Airline Quality Rating

## Northwest Airlines by Month



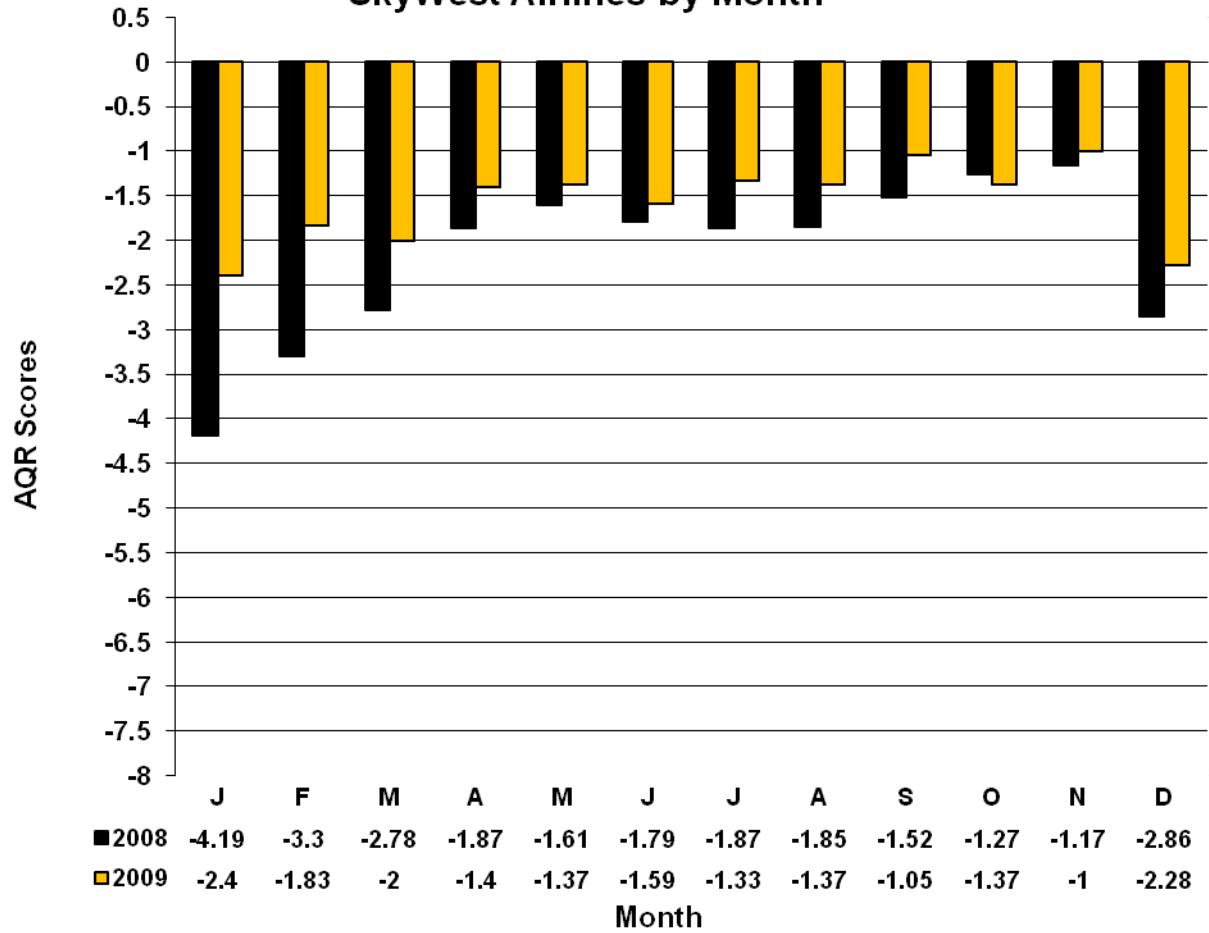
# Airline Quality Rating

SkyWest Airlines 2008 - 2009



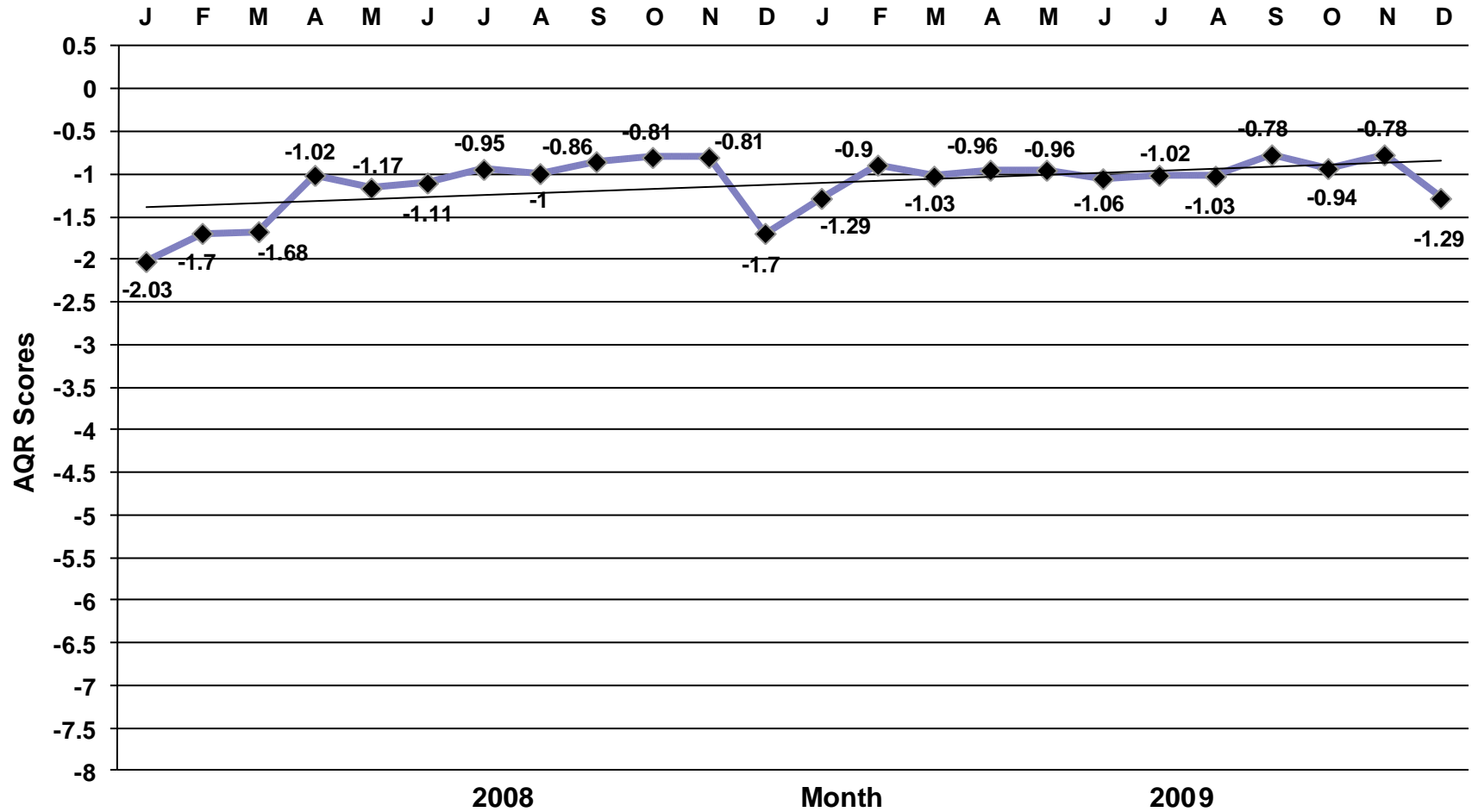
# Airline Quality Rating

SkyWest Airlines by Month



# Airline Quality Rating

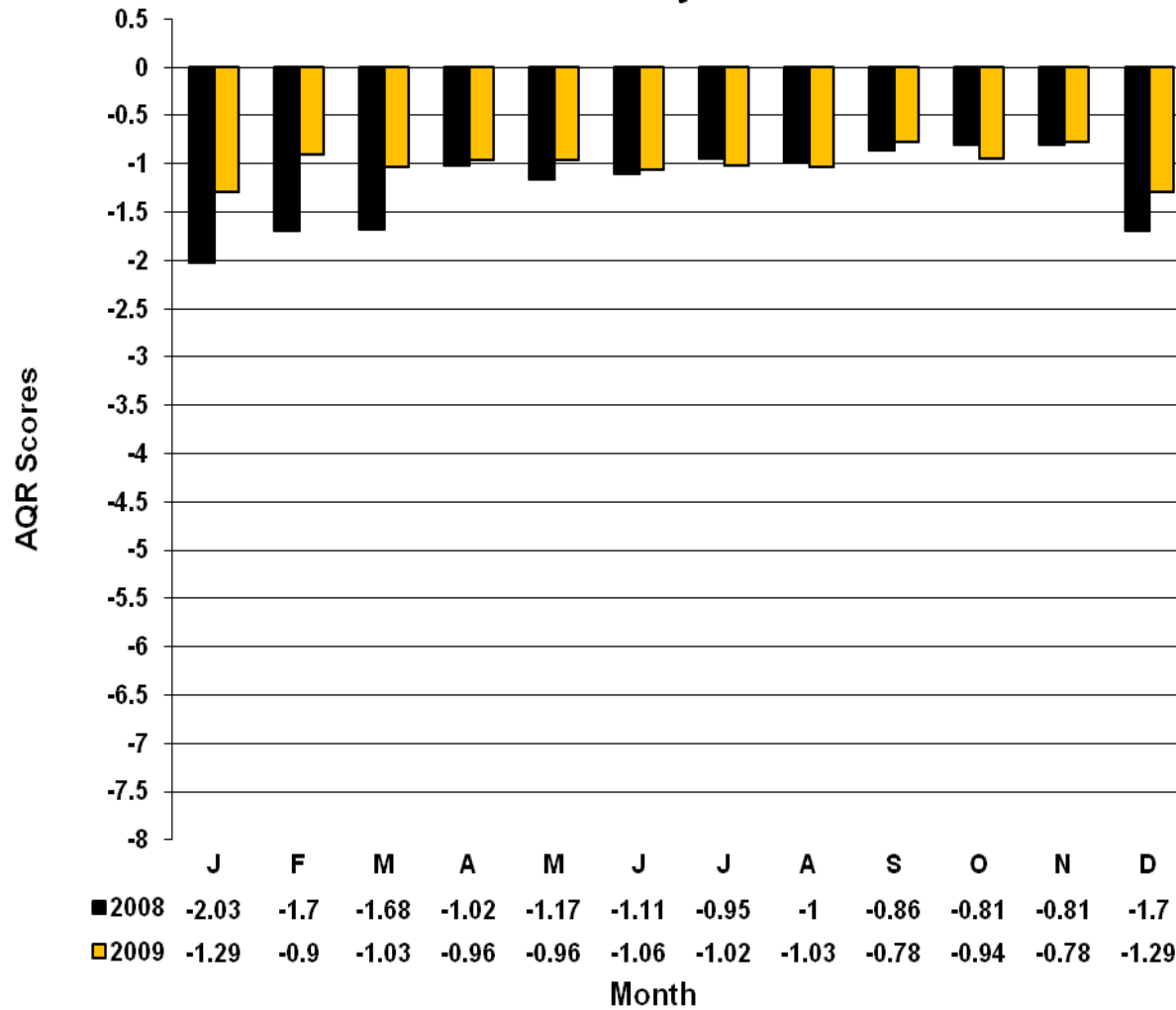
Southwest Airlines 2008 - 2009





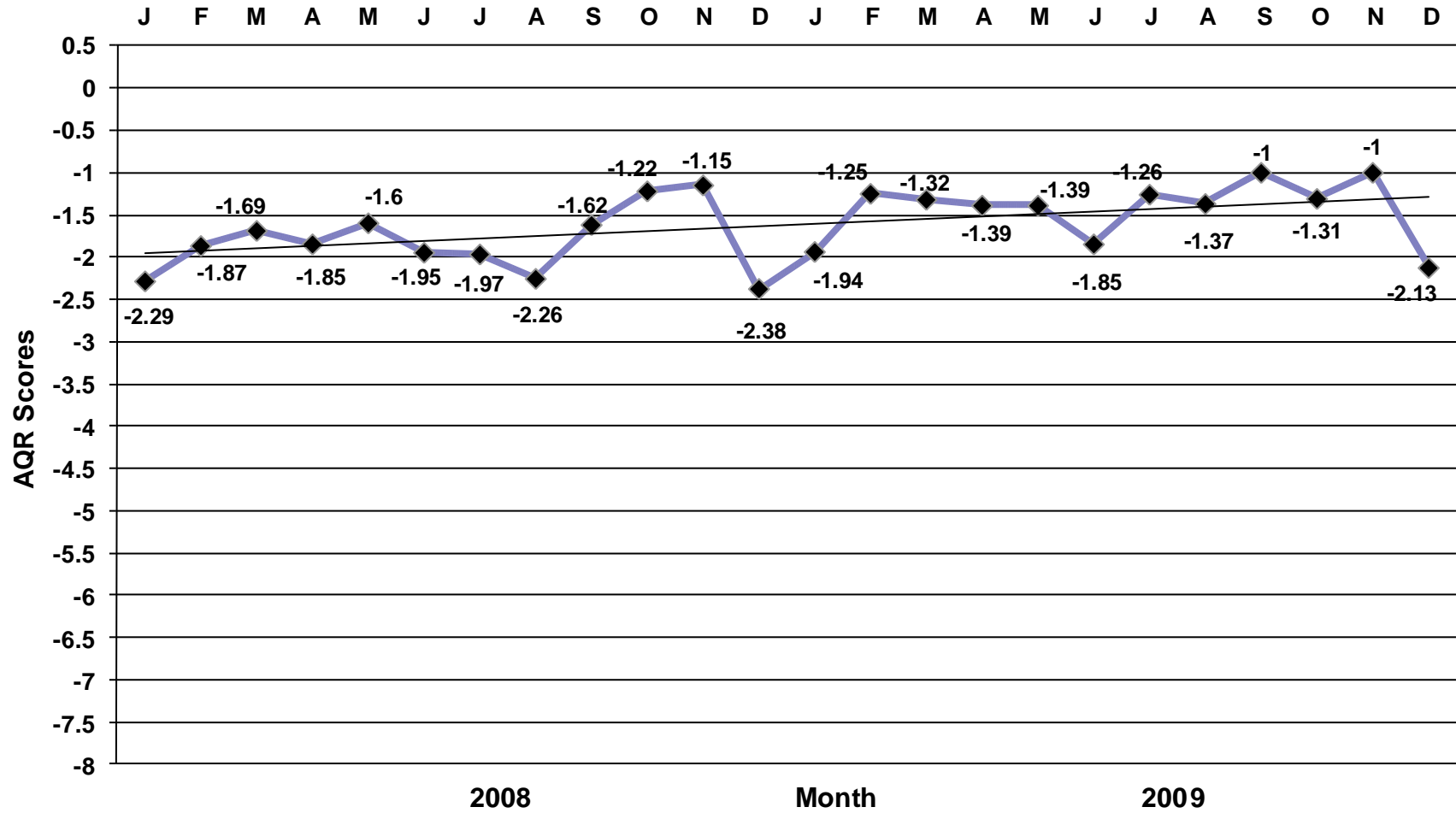
# Airline Quality Rating

## Southwest Airlines by Month



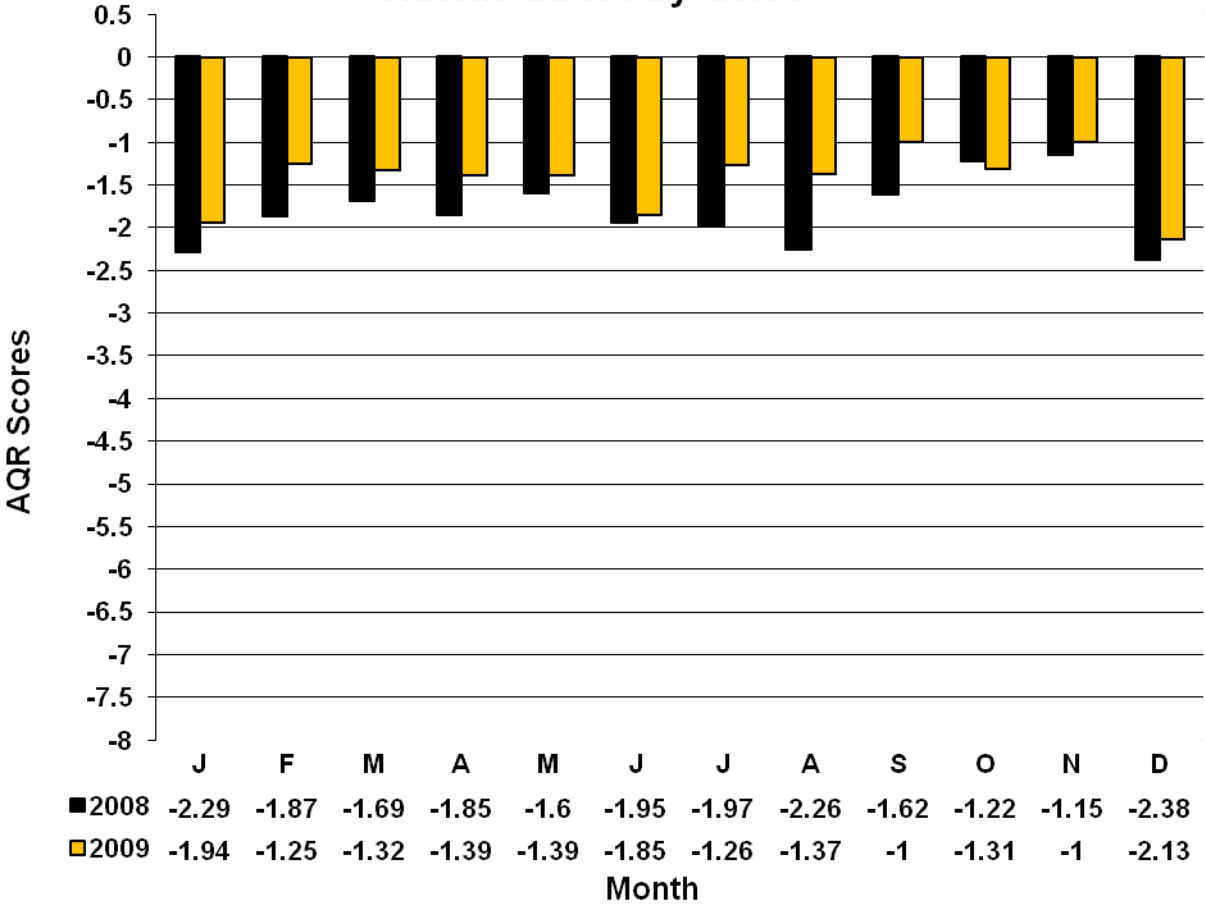
# Airline Quality Rating

United Airlines 2008 - 2009



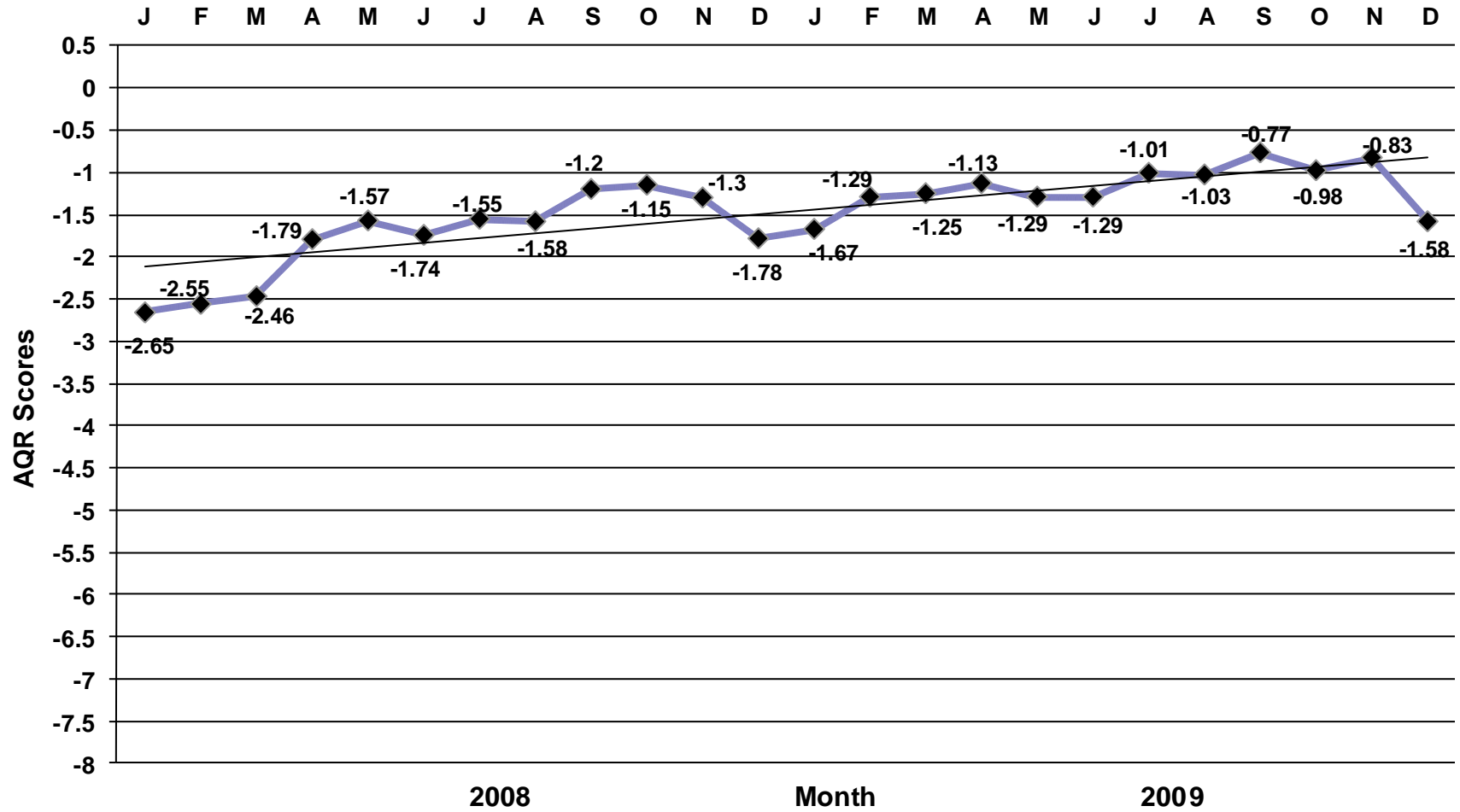
# Airline Quality Rating

## United Airlines by Month



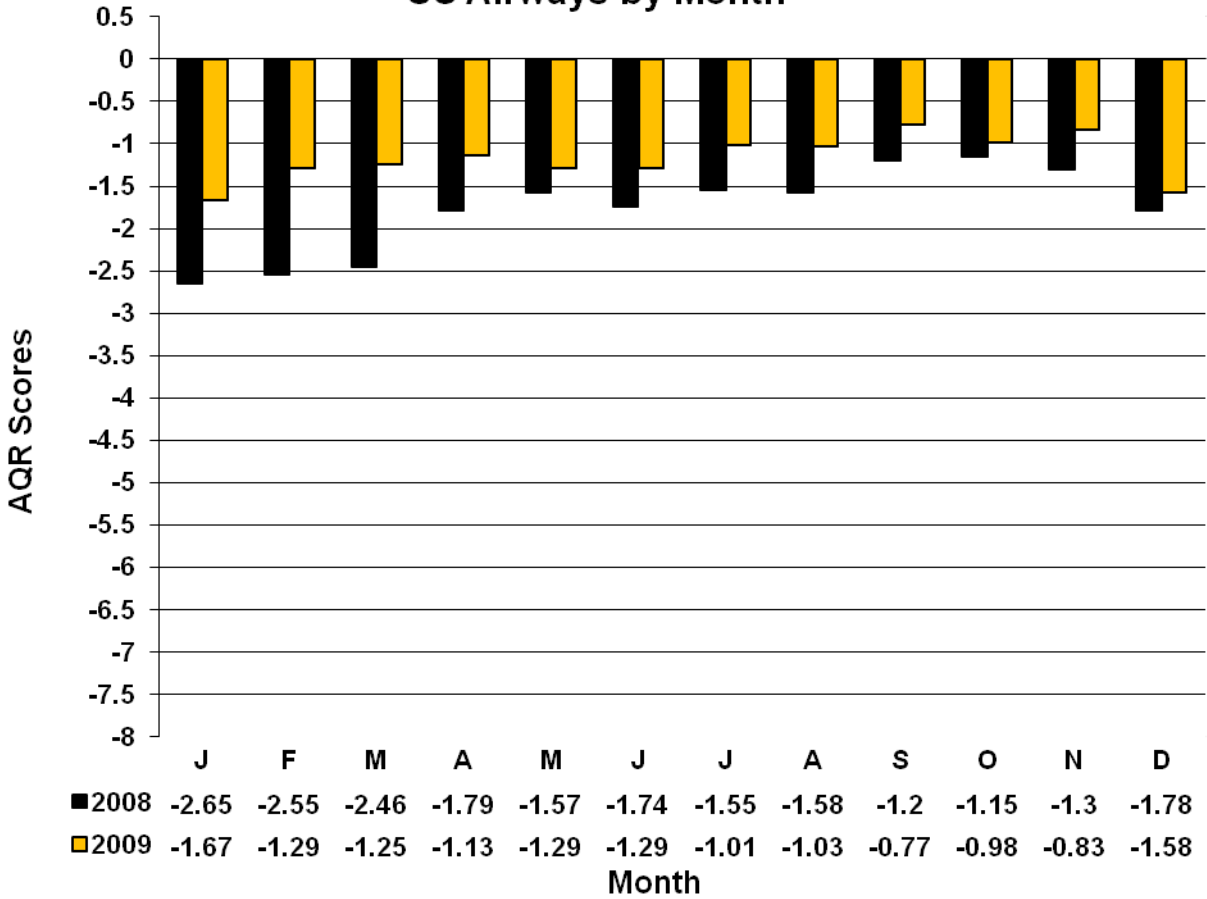
# Airline Quality Rating

US Airways 2008 - 2009



# Airline Quality Rating

US Airways by Month



## **Detail of Frequently Cited Airline Performance Criteria**

Consumer interest remains high regarding such issues as on-time performance, mishandled baggage, involuntary denied boardings (bumping), and treatment of customers. Since these criteria are central to the AQR calculations, it is important to provide more complete data for individual airlines in these areas. The following data tables provide a detailed look at the performance of each of the 18 U.S. airlines required to report performance in the specific areas of on-time arrivals, mishandled baggage, involuntary denied boardings, and consumer complaints to the Department of Transportation in 2009. The requirement is based on the criteria that an airline handled at least 1% or more of the total domestic scheduled-service passenger revenues for 2009. Data were drawn from the U.S. Department of Transportation monthly *Air Travel Consumer Report*. The final pages of this report outline the Airline Quality Rating criteria definitions for reference and clarity in more fully understanding the nature of the data reported.

### 2009 On-Time Arrival Percentage by Month for U.S. Airlines

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
<b>AirTran (FL)</b>	.774	.815	.740	.783	.756	.753	.698	.742	.834	.753	.806	.664	.758
<b>Alaska (AS)</b>	.715	.763	.702	.843	.857	.845	.872	.858	.900	.858	.883	.840	.829
<b>American (AA)</b>	.755	.813	.775	.744	.779	.692	.722	.772	.860	.760	.878	.731	.772
<b>American Eagle (MQ)</b>	.720	.820	.784	.757	.768	.744	.777	.796	.848	.740	.872	.645	.772
<b>Atlantic Southeast (EV)</b>	.683	.790	.609	.694	.708	.732	.683	.695	.722	.716	.805	.732	.712
<b>Comair (OH)</b>	.567	.766	.744	.686	.657	.598	.636	.659	.805	.727	.851	.659	.690
<b>Continental (CO)</b>	.774	.777	.742	.720	.835	.805	.785	.824	.884	.751	.862	.707	.788
<b>Delta (DL)</b>	.776	.826	.739	.765	.774	.761	.755	.786	.822	.794	.874	.760	.786
<b>Express Jet (XE)</b>	.798	.799	.717	.728	.816	.820	.796	.834	.873	.726	.877	.668	.787
<b>Frontier (F9)</b>	.763	.833	.784	.777	.818	.680	.742	.838	.891	.729	.870	.677	.783
<b>Hawaiian (HA)</b>	.908	.912	.915	.911	.903	.933	.936	.947	.941	.934	.933	.870	.921
<b>JetBlue (B6)</b>	.749	.812	.792	.727	.772	.712	.731	.760	.887	.829	.891	.668	.775
<b>Mesa (YV)</b>	.754	.798	.761	.806	.816	.742	.786	.792	.870	.784	.876	.716	.791
<b>Northwest (NW)</b>	.764	.815	.827	.831	.829	.753	.764	.744	.845	.693	.911	.744	.792
<b>SkyWest (OO)</b>	.763	.818	.824	.858	.868	.804	.836	.844	.875	.776	.908	.689	.821
<b>Southwest (WN)</b>	.833	.883	.839	.841	.837	.781	.807	.828	.891	.778	.920	.732	.830
<b>United (UA)</b>	.790	.818	.805	.807	.801	.726	.796	.801	.879	.817	.926	.773	.810
<b>US Airways (US)</b>	.773	.822	.796	.799	.792	.780	.806	.814	.879	.821	.878	.752	.809
<b>Industry by Month</b>	.770	.824	.781	.788	.802	.759	.776	.797	.862	.772	.885	.719	.794
Pinnacle (9E) <sup>1</sup>	.779	.868	.851	.862	.868	.807	.786	.792	.866	.788	.913	.737	.825

<sup>1</sup> This airline voluntarily reports performance data. Only the 18 airlines required to report all data elements for 2009 are part of the Industry value. Performance statistics for this airline are presented for reference and comparison.

Source: *Air Travel Consumer Report*, U.S. Department of Transportation, Office of Aviation Enforcement and Proceedings.

### 2008 On-Time Arrival Percentage by Month for U.S. Airlines

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
<b>AirTran (FL)</b>	.780	.644	.700	.811	.847	.746	.711	.783	.885	.846	.802	.664	.767
<b>Alaska (AS)</b>	.730	.767	.780	.816	.804	.778	.799	.787	.878	.844	.814	.584	.783
<b>American (AA)</b>	.664	.617	.620	.653	.673	.588	.695	.706	.815	.836	.844	.699	.698
<b>American Eagle (MQ)</b>	.659	.606	.664	.744	.763	.657	.752	.785	.827	.870	.835	.593	.729
<b>Atlantic Southeast (EV)</b>	.709	.681	.691	.770	.838	.773	.701	.752	.832	.803	.753	.621	.742
<b>Comair (OH)</b>	.723	.614	.660	.753	.784	.634	.633	.674	.774	.853	.771	.551	.699
<b>Continental (CO)</b>	.747	.702	.684	.765	.754	.674	.761	.738	.821	.814	.807	.633	.740
<b>Delta (DL)</b>	.786	.772	.717	.768	.841	.729	.696	.771	.844	.816	.774	.657	.764
<b>Frontier (F9)</b>	.764	.751	.734	.821	.765	.743	.816	.829	.914	.891	.836	.607	.790
<b>Hawaiian (HA)</b>	.941	.931	.945	.905	.889	.922	.836	.923	.951	.899	.896	.796	.900
<b>JetBlue (B6)</b>	.767	.678	.707	.770	.792	.649	.646	.647	.808	.867	.829	.628	.729
<b>Mesa (YV)</b>	.687	.629	.758	.732	.769	.673	.708	.757	.781	.805	.813	.657	.730
<b>Northwest (NW)</b>	.724	.659	.701	.759	.789	.676	.795	.853	.895	.900	.867	.637	.768
<b>SkyWest (OO)</b>	.653	.691	.778	.840	.845	.779	.817	.857	.873	.876	.851	.624	.790
<b>Southwest (WN)</b>	.774	.725	.744	.833	.809	.763	.831	.844	.890	.896	.872	.673	.805
<b>United (UA)</b>	.621	.651	.717	.728	.724	.593	.682	.729	.798	.863	.855	.676	.716
<b>US Airways (US)</b>	.795	.763	.791	.813	.836	.763	.783	.808	.841	.875	.820	.721	.801
<b>Industry by Month</b>	.723	.687	.718	.776	.789	.706	.753	.784	.848	.860	.833	.655	.760
Express Jet (XE) <sup>1</sup>	.728	.676	.678	.765	.761	.685	.761	.721	.811	.818	.830	.653	.736
Pinnacle (9E) <sup>1</sup>	.691	.636	.715	.804	.859	.807	.856	.896	.906	.907	.849	.631	.796

<sup>1</sup> These airlines are not included in the Industry value. Only 17 airlines that are required to report and that reported all data elements for 2008 are part of the Industry value. Performance statistics are presented here for reference and comparison.

Source: *Air Travel Consumer Report*, U.S. Department of Transportation, Office of Aviation Enforcement and Proceedings.



**2009 Involuntary Denied Boardings by Quarter for U.S. Airlines**  
(per 10,000 passengers)

	<b>1st Quarter</b>	<b>2nd Quarter</b>	<b>3rd Quarter</b>	<b>4th Quarter</b>	<b>Annual</b>
<b>AirTran (FL)</b>	0.35	0.30	0.08	0.23	0.24
<b>Alaska (AS)</b>	2.63	1.66	2.09	1.80	2.03
<b>American (AA)</b>	0.43	0.59	0.49	0.75	0.56
<b>American Eagle (MQ)</b>	3.14	3.80	3.41	4.63	3.76
<b>Atlantic Southeast (EV)</b>	3.94	3.31	1.65	0.25	2.27
<b>Comair (OH)</b>	3.17	4.22	2.46	0.39	2.63
<b>Continental (CO)</b>	1.42	1.39	1.36	2.13	1.57
<b>Delta (DL)</b>	1.64	1.64	0.89	0.37	1.12
<b>Express Jet (RU)</b>	2.39	2.29	1.24	1.93	1.93
<b>Frontier (F9)</b>	1.11	2.58	2.27	1.35	1.88
<b>Hawaiian (HA)</b>	0.07	0.00	0.00	0.03	0.03
<b>JetBlue (B6)</b>	0.00	0.01	0.00	0.00	0.00
<b>Mesa (YV)</b>	1.21	1.69	1.37	1.59	1.47
<b>Northwest (NW)</b>	0.68	0.74	0.44	0.54	0.60
<b>SkyWest (OO)</b>	1.57	0.99	0.75	0.90	1.03
<b>Southwest (WN)</b>	1.42	1.33	1.13	1.29	1.29
<b>United (UA)</b>	1.30	1.71	0.79	1.44	1.30
<b>US Airways (US)</b>	1.50	1.88	1.09	1.15	1.41
<b>Industry by Quarter</b>	1.30	1.39	0.98	1.10	1.19
Pinnacle (9E) <sup>1</sup>	1.60	1.38	0.92	0.81	1.16

<sup>1</sup> This airline voluntarily reports performance data. Only the 18 airlines required to report all data elements for 2009 are part of the Industry value. Performance statistics are presented for reference and comparison

## 2008 Involuntary Denied Boardings by Quarter for U.S. Airlines

(per 10,000 passengers)

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Annual
<b>AirTran (FL)</b>	0.35	0.21	0.49	0.30	0.34
<b>Alaska (AS)</b>	0.82	0.45	0.48	0.83	0.63
<b>American (AA)</b>	0.98	0.64	0.52	0.57	0.68
<b>American Eagle (MQ)</b>	2.79	2.97	1.65	3.22	2.44
<b>Atlantic Southeast (EV)</b>	5.22	3.32	3.89	3.83	3.89
<b>Comair (OH)</b>	4.48	3.54	3.47	2.86	3.41
<b>Continental (CO)</b>	1.57	1.31	1.33	1.43	1.41
<b>Delta (DL)</b>	1.80	1.42	1.65	1.47	1.58
<b>Frontier (F9)</b>	1.33	0.54	0.60	1.39	0.94
<b>Hawaiian (HA)</b>	0.09	0.09	0.05	0.04	0.07
<b>JetBlue (B6)</b>	0.02	0.01	0.01	0.01	0.01
<b>Mesa (YV)</b>	1.19	1.50	1.43	1.25	1.36
<b>Northwest (NW)</b>	1.15	0.62	0.49	0.58	0.71
<b>SkyWest (OO)</b>	2.02	1.34	1.26	1.17	1.34
<b>Southwest (WN)</b>	1.68	0.86	0.58	0.98	1.02
<b>United (UA)</b>	0.89	0.99	1.69	1.13	1.18
<b>US Airways (US)</b>	2.01	1.55	0.88	1.05	1.36
<b>Industry by Quarter</b>	1.35	0.98	1.01	1.08	1.10
Express Jet (XE) <sup>1</sup>	N/A	1.74	1.68	1.65	N/A
Pinnacle (9E) <sup>1</sup>	4.71	3.33	1.45	1.48	1.71

<sup>1</sup> These airlines are not included in the Industry value. Only the 17 airlines that are required to report and reported all data elements for 2008 are part of the Industry value.

Performance statistics are presented here for reference and comparison.

Source: *Air Travel Consumer Report*, U.S. Department of Transportation, Office of Aviation Enforcement and Proceedings.

**2009 Mishandled Baggage by Month for U.S. Airlines**  
(per 1,000 passengers)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
<b>AirTran (FL)</b>	2.02	1.73	1.68	1.42	1.60	1.66	1.78	1.74	1.36	1.48	1.40	2.12	1.67
<b>Alaska (AS)</b>	6.26	3.51	4.08	3.24	3.56	4.02	4.45	4.40	3.24	3.95	3.01	4.03	3.98
<b>American (AA)</b>	5.05	3.87	4.47	4.65	4.32	5.23	4.73	4.45	3.04	3.46	2.87	5.46	4.32
<b>American Eagle (MQ)</b>	9.76	7.12	7.80	8.53	7.44	9.30	7.90	7.81	5.49	7.11	5.43	9.99	7.78
<b>Atlantic Southeast (EV)</b>	12.53	6.94	10.34	9.17	6.24	6.46	7.65	7.63	6.12	6.60	4.66	11.31	7.87
<b>Comair (OH)</b>	8.88	4.58	5.75	5.07	4.63	6.88	6.93	8.20	4.85	5.08	3.82	7.64	6.04
<b>Continental (CO)</b>	3.13	2.60	2.82	3.06	2.32	2.78	3.14	2.89	2.01	2.36	1.92	3.52	2.73
<b>Delta (DL)</b>	7.17	4.47	6.01	5.05	4.33	4.31	4.32	5.02	4.10	4.40	3.51	6.15	4.89
<b>Express Jet (XE)</b>	4.87	3.42	4.20	4.28	2.86	4.34	4.51	4.37	2.50	3.39	2.41	5.43	3.91
<b>Frontier (F9)</b>	3.28	2.35	2.89	2.48	2.37	2.79	2.38	2.24	1.74	2.38	1.74	3.50	2.50
<b>Hawaiian (HA)</b>	2.01	2.13	1.82	1.89	1.77	1.92	2.00	2.11	1.90	1.86	1.69	1.66	1.90
<b>JetBlue (B6)</b>	2.87	2.25	2.45	2.27	2.26	2.73	3.11	2.93	2.26	2.06	2.07	3.24	2.56
<b>Mesa (YV)</b>	6.00	3.74	4.74	3.92	4.32	5.76	4.26	4.53	3.36	3.80	3.28	6.57	4.52
<b>Northwest (NW)</b>	3.49	2.46	2.32	2.12	2.11	2.80	2.88	3.13	2.18	3.00	2.02	3.61	2.68
<b>SkyWest (OO)</b>	8.43	6.27	6.65	5.28	4.92	5.96	4.96	5.25	3.90	4.99	3.43	8.71	5.69
<b>Southwest (WN)</b>	4.42	2.99	3.52	3.24	3.30	3.59	3.56	3.57	2.76	3.07	2.68	4.49	3.43
<b>United (UA)</b>	5.50	3.68	3.81	3.35	3.67	5.16	4.16	4.12	3.00	3.62	2.77	6.26	4.10
<b>US Airways (US)</b>	4.15	3.08	3.46	2.28	2.91	2.86	2.75	2.90	2.14	2.55	2.31	4.44	3.03
<b>Industry by Month</b>	5.14	3.55	4.11	3.76	3.54	4.13	3.94	4.00	2.98	3.43	2.77	5.16	3.88
Pinnacle (9E) <sup>1</sup>	8.36	4.11	4.69	5.04	4.53	5.86	5.96	6.25	4.76	5.86	3.64	5.96	5.42

<sup>1</sup> This airline voluntarily reports performance data. Only the 18 airlines required to report all data elements for 2009 are part of the Industry value. Performance statistics are presented here for reference and comparison.

Source: *Air Travel Consumer Report*, U.S. Department of Transportation, Office of Aviation Enforcement and Proceedings.

**2008 Mishandled Baggage by Month for U.S. Airlines**  
(per 1,000 passengers)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
<b>Annual</b>													
<b>AirTran (FL)</b>	3.48	3.25	3.80	3.31	2.78	2.93	3.33	3.01	1.94	1.87	1.90	2.45	2.87
<b>Alaska (AS)</b>	6.77	5.36	5.06	4.23	4.32	4.52	4.43	4.30	3.60	2.55	2.56	6.15	4.47
<b>American (AA)</b>	7.75	6.85	7.34	6.35	5.82	6.06	5.27	5.20	3.56	3.44	3.75	6.71	5.71
<b>American Eagle (MQ)</b>	13.71	12.81	12.74	10.45	9.06	10.20	8.24	8.44	7.06	6.76	6.53	13.17	9.89
<b>Atlantic Southeast (EV)</b>	11.23	12.11	15.69	9.59	5.81	6.71	8.56	8.65	7.42	8.62	8.92	15.19	9.82
<b>Comair (OH)</b>	9.28	8.45	9.83	7.48	5.86	8.27	9.02	9.73	9.37	5.07	5.59	11.54	8.32
<b>Continental (CO)</b>	4.76	4.60	5.50	3.84	3.78	4.33	3.77	4.15	2.64	2.67	2.55	4.36	3.97
<b>Delta (DL)</b>	7.87	6.90	7.90	5.30	3.81	4.66	5.65	5.30	4.51	4.89	6.01	9.20	5.98
<b>Frontier (F9)</b>	6.94	6.17	6.45	4.98	5.15	4.40	3.98	3.79	2.69	2.33	2.25	4.98	4.48
<b>Hawaiian (HA)</b>	3.14	2.25	2.44	3.40	3.61	3.73	3.79	2.89	2.36	2.37	2.41	2.76	2.97
<b>JetBlue (B6)</b>	3.93	3.27	3.51	3.00	3.23	3.36	4.04	4.36	3.12	2.95	2.80	3.68	3.47
<b>Mesa (YV)</b>	11.72	9.41	8.72	8.01	7.61	8.48	7.51	7.72	6.06	5.56	5.37	8.58	7.89
<b>Northwest (NW)</b>	5.00	4.68	4.57	3.42	2.97	3.98	3.09	2.92	2.01	1.77	2.08	5.36	3.51
<b>SkyWest (OO)</b>	14.02	11.16	9.66	6.69	5.76	6.41	6.74	6.68	5.38	4.60	4.18	10.74	7.61
<b>Southwest (WN)</b>	6.99	5.63	5.49	3.81	4.41	4.24	3.96	4.13	3.66	3.10	3.07	6.39	4.55
<b>United (UA)</b>	6.47	5.44	4.86	4.91	4.76	5.86	5.20	6.48	4.21	3.47	3.53	7.52	5.24
<b>US Airways (US)</b>	7.35	6.96	6.93	4.20	3.86	4.65	4.22	4.09	3.09	3.08	3.43	5.31	4.77
<b>Industry by Month</b>	7.24	6.32	6.50	4.93	4.57	5.06	4.83	4.94	3.84	3.53	3.73	6.84	5.19
Express Jet (XE) <sup>1</sup>	9.20	7.52	8.37	5.94	5.52	7.24	5.17	6.02	4.55	3.92	4.03	7.62	6.39
Pinnacle (9E) <sup>1</sup>	12.80	9.95	13.22	6.61	4.87	6.91	6.30	5.63	4.09	4.20	4.59	12.36	7.55

<sup>1</sup> These airlines are not included in the Industry value. Only 17 airlines that are required to report and reported all data elements for 2008 are part of the Industry value. Performance statistics are presented here for reference and comparison.

Source: *Air Travel Consumer Report*, U.S. Department of Transportation, Office of Aviation Enforcement and Proceedings.

**2009 Total Complaints to Department of Transportation by Month for U.S. Airlines**  
(per 100,000 passengers)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
<b>AirTran (FL)</b>	1.39	0.87	0.69	1.26	1.00	1.27	0.74	1.20	0.95	0.60	0.78	0.96	0.97
<b>Alaska (AS)</b>	0.97	0.82	0.37	0.62	0.39	0.50	0.86	0.40	0.32	0.33	0.25	0.23	0.50
<b>American (AA)</b>	1.11	0.97	0.98	1.24	1.18	1.05	1.31	1.18	0.87	0.88	1.00	0.93	1.07
<b>American Eagle (MQ)</b>	0.75	0.46	0.76	1.15	0.71	0.90	0.80	0.63	0.89	0.27	0.45	0.54	0.64
<b>Atlantic Southeast (EV)</b>	0.96	0.44	0.76	0.96	0.52	0.77	0.59	0.80	0.68	1.02	0.19	0.20	0.65
<b>Comair (OH)</b>	0.89	1.33	0.35	0.35	0.96	1.60	2.43	1.53	0.83	0.92	0.42	1.45	1.03
<b>Continental (CO)</b>	1.66	0.72	0.94	1.02	1.03	1.23	0.95	0.95	0.97	0.59	0.89	1.02	1.00
<b>Delta (DL)</b>	2.58	1.20	2.06	2.02	1.85	1.61	1.97	2.61	1.88	1.70	1.79	2.09	1.96
<b>Express Jet (XE)</b>	0.68	0.35	0.28	0.38	0.36	0.23	0.14	0.23	0.38	0.44	0.18	0.42	0.33
<b>Frontier (F9)</b>	0.87	1.20	0.88	0.78	0.48	0.66	1.24	1.83	0.76	0.85	0.42	0.70	0.92
<b>Hawaiian (HA)</b>	1.25	0.47	1.12	1.61	1.15	0.57	0.65	0.00	0.29	0.43	0.60	0.86	0.74
<b>JetBlue (B6)</b>	1.26	0.61	0.71	1.13	0.93	0.89	0.82	0.99	0.80	0.70	0.68	0.72	0.85
<b>Mesa (YV)</b>	0.51	0.78	0.43	0.64	0.63	0.91	0.67	0.51	0.80	0.53	0.57	0.35	0.61
<b>Northwest (NW)</b>	1.87	1.16	1.11	1.08	0.88	1.00	0.96	1.47	1.25	1.24	1.35	1.31	1.21
<b>SkyWest (OO)</b>	0.47	0.41	0.74	0.29	0.57	0.31	0.59	0.45	0.56	0.47	0.71	0.28	0.49
<b>Southwest (WN)</b>	0.23	0.17	0.08	0.19	0.13	0.19	0.28	0.35	0.20	0.27	0.17	0.19	0.21
<b>United (UA)</b>	1.99	1.01	1.17	1.49	1.16	1.43	1.07	1.58	1.29	1.18	0.85	1.84	1.34
<b>US Airways (US)</b>	2.05	1.64	1.00	1.35	1.34	1.38	1.18	1.10	0.88	1.21	0.90	1.70	1.31
<b>Industry by Month</b>	1.36	0.84	0.88	1.05	0.93	0.97	0.99	1.13	0.89	0.84	0.80	1.01	0.97
Pinnacle (9E) <sup>1</sup>	2.07	0.81	1.46	0.23	0.33	1.21	0.47	0.90	0.22	0.75	0.71	0.58	0.79

<sup>1</sup> This airline voluntarily reports performance data. Only the 18 airlines required to report all data elements for 2009 are part of the Industry value. Performance statistics are presented here for reference and comparison.

Source: *Air Travel Consumer Report*, U.S. Department of Transportation, Office of Aviation Enforcement and Proceedings.

**2008 Total Complaints to Department of Transportation by Month for U.S. Airlines**  
(per 100,000 passengers)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
<b>AirTran (FL)</b>	0.92	1.01	1.05	0.96	1.32	0.73	2.14	1.37	0.96	0.66	0.71	1.03	1.10
<b>Alaska (AS)</b>	0.88	0.23	0.59	0.71	0.61	0.39	0.43	0.31	0.39	0.24	0.16	0.39	0.45
<b>American (AA)</b>	1.83	1.76	1.46	2.05	1.30	1.09	1.33	1.22	1.21	0.86	1.04	0.85	1.33
<b>American Eagle (MQ)</b>	1.99	1.66	1.33	1.48	0.39	0.39	1.20	1.30	0.55	0.44	0.68	1.08	1.03
<b>Atlantic Southeast (EV)</b>	1.07	1.24	1.08	1.39	0.27	0.34	1.67	1.23	0.44	0.10	0.42	1.10	0.88
<b>Comair (OH)</b>	1.89	0.94	0.88	1.05	0.91	1.30	1.60	2.07	1.59	0.49	0.56	1.43	1.26
<b>Continental (CO)</b>	1.31	1.25	1.12	1.08	1.03	1.00	1.61	1.09	1.02	0.84	0.68	1.07	1.10
<b>Delta (DL)</b>	2.45	1.89	1.57	2.16	2.14	1.66	2.05	1.79	1.50	1.49	1.29	1.67	1.80
<b>Frontier (F9)</b>	1.67	1.04	0.97	0.69	1.16	0.79	0.09	0.79	0.25	1.21	0.00	0.25	0.75
<b>Hawaiian (HA)</b>	0.71	1.08	0.82	0.70	0.54	0.72	0.96	1.79	0.67	0.62	0.16	0.47	0.78
<b>JetBlue (B6)</b>	0.93	0.59	0.58	0.78	0.56	0.63	1.53	2.19	1.66	1.19	0.60	0.87	1.02
<b>Mesa (YV)</b>	0.92	1.67	1.27	0.53	0.59	1.01	0.58	0.92	0.34	0.63	0.12	0.78	0.78
<b>Northwest (NW)</b>	1.49	0.86	0.98	0.97	0.92	0.72	0.57	0.73	0.81	0.59	0.72	1.05	0.86
<b>SkyWest (OO)</b>	1.57	0.87	0.32	0.40	0.28	0.27	0.42	0.42	0.42	0.29	0.26	0.25	0.47
<b>Southwest (WN)</b>	0.30	0.28	0.40	0.35	0.32	0.17	0.19	0.22	0.18	0.16	0.15	0.19	0.25
<b>United (UA)</b>	2.74	2.05	2.00	2.55	1.61	1.78	1.91	1.84	1.57	1.34	0.97	1.78	1.85
<b>US Airways (US)</b>	2.32	2.28	1.96	2.51	1.94	1.75	2.16	2.45	1.92	1.57	1.79	1.69	2.01
<b>Industry by Month</b>	1.59	1.31	1.19	1.42	1.11	0.98	1.28	1.25	1.02	0.84	0.78	1.01	1.15
Express Jet (XE) <sup>1</sup>	0.53	0.70	0.26	0.55	0.40	0.33	0.64	0.41	0.00	0.19	0.21	0.59	0.42
Pinnacle (9E) <sup>1</sup>	2.54	2.00	1.26	0.80	1.07	0.65	0.11	0.57	0.38	0.55	0.28	0.72	0.89

<sup>1</sup> These airlines are not included in the Industry value. Only 17 airlines that are required to report and reported all data elements for 2008 are part of the Industry value. Performance statistics are presented here for reference and comparison.

Source: *Air Travel Consumer Report*, U.S. Department of Transportation, Office of Aviation Enforcement and Proceedings.

**Monthly Count of Complaints Received by Department of Transportation  
Regarding the 18 Rated Airlines in 2009 and 2008**

	<b>Complaints for 18 Rated Airlines</b>		<b>Top Four Categories<sup>1</sup> of Complaints for All U.S. Airlines<sup>2</sup> in 2009</b>			
	<b>2009</b>	<b>2008</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>Jan</b>	613	779	FP	BG	TB	CS
<b>Feb</b>	364	641	BG	FP	TB	CS
<b>Mar</b>	466	682	FP	BG	TB	RF
<b>Apr</b>	543	762	FP	BG	TB	CS
<b>May</b>	481	628	TB	FP	BG	CS
<b>Jun</b>	532	571	FP	BG	TB	CS
<b>Jul</b>	582	776	FP	BG	TB	CS
<b>Aug</b>	635	727	FP	BG	TB	CS
<b>Sep</b>	421	474	FP	BG	TB	CS
<b>Oct</b>	428	431	TB	BG	FP	CS
<b>Nov</b>	382	365	BG	FP	CS	TB
<b>Dec</b>	469	503	FP	BG	TB	CS
	<b>5,943</b>	<b>7,339</b>				

<sup>1</sup> FP = Flight Problems; CS = Customer Service; BG = Baggage; TB = Reservations, Ticketing, and Boarding; RF = Refunds; Details of categories are at the back of this report.

<sup>2</sup> Includes the 18 rated airlines and all others airlines of the U.S. domestic system.

Source: *Air Travel Consumer Report*, U.S. Department of Transportation, Office of Aviation Enforcement and Proceedings.

**Overview of Complaints Received by Department of Transportation Regarding the 18 Rated Airlines  
in 2009 and 2008 by Complaint Category**

	% of all Complaints Received		Number of Complaints Received	
	2009	2008	2009	2008
<b>Flight Problems</b>	<b>23.8%</b>	<b>32.5%</b>	<b>1,413</b>	<b>2,386</b>
<b>Baggage</b>	<b>18.7%</b>	<b>18.4%</b>	<b>1,113</b>	<b>1,348</b>
<b>Reservations, Ticketing, and Boarding</b>	<b>15.1%</b>	<b>12.1%</b>	<b>897</b>	<b>889</b>
<b>Customer Service</b>	<b>13.9%</b>	<b>13.5%</b>	<b>824</b>	<b>989</b>
<b>Disability</b>	<b>6.7%</b>	<b>4.9%</b>	<b>401</b>	<b>362</b>
<b>Refunds</b>	<b>6.0%</b>	<b>5.9%</b>	<b>359</b>	<b>432</b>
<b>Fares</b>	<b>5.1%</b>	<b>3.6%</b>	<b>305</b>	<b>267</b>
<b>Oversales</b>	<b>4.4%</b>	<b>4.1%</b>	<b>262</b>	<b>299</b>
<b>Other</b>	<b>4.2%</b>	<b>3.4%</b>	<b>248</b>	<b>253</b>
<b>Discrimination</b>	<b>1.6%</b>	<b>1.3%</b>	<b>94</b>	<b>92</b>
<b>Advertising</b>	<b>0.4%</b>	<b>0.2%</b>	<b>22</b>	<b>17</b>
<b>Animals</b>	<b><u>0.1%</u></b>	<b><u>0.1%</u></b>	<b><u>5</u></b>	<b><u>5</u></b>
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>5,943</b>	<b>7,339</b>
<b>Total complaints received for U.S. domestic carriers</b>			<b>7,233</b>	<b>9,227</b>

Source: *Air Travel Consumer Report*, U.S. Department of Transportation, Office of Aviation Enforcement and Proceedings.



## **Airline Quality Rating Criteria Overview**

The individual criteria used to calculate the AQR scores are summed up in four basic areas that reflect customer-oriented areas of airline performance. Definitions of the four areas used in this AQR 2009 (2008 data) are outlined below.

### **OT ON-TIME PERFORMANCE (+8.63)**

Regularly published data regarding on-time arrival performance is obtained from the U.S. Department of Transportation's *Air Travel Consumer Report*. According to the DOT, a flight is counted "on time" if it is operated within 15 minutes of the scheduled time shown in the carriers' Computerized Reservations Systems. Delays caused by mechanical problems are counted as of January 1, 1995. Canceled and diverted operations are counted as late. The AQR calculations use the percentage of flights arriving on time for each airline for each month.

### **DB INVOLUNTARY DENIED BOARDINGS (-8.03)**

This criterion includes involuntary denied boardings. Data regarding denied boardings can be obtained from the U.S. Department of Transportation's *Air Travel Consumer Report*. Data includes the number of passengers who hold confirmed reservations and are involuntarily denied boarding on a flight that is oversold. These figures include only passengers whose oversold flight departs without them onboard. The AQR uses the ratio of involuntary denied boardings per 10,000 passengers boarded by month.

### **MB MISHANDLED BAGGAGE REPORTS (-7.92)**

Regularly published data regarding consumer reports to the carriers of mishandled baggage can be obtained from the U.S. Department of Transportation's *Air Travel Consumer Report*. According to the DOT, a mishandled bag includes claims for lost, damaged, delayed, or pilfered baggage. Data is reported by carriers as to the rate of mishandled baggage reports per 1,000 passengers and for the industry. The AQR ratio is based on the total number of reports each carrier received from passengers concerning lost, damaged, delayed, or pilfered baggage per 1,000 passengers served.

### **CC CONSUMER COMPLAINTS (-7.17)**

The criteria of consumer complaints is made up of 12 specific complaint categories (outlined below) monitored by the U. S. Department of Transportation and reported monthly in the *Air Travel Consumer Report*. Consumers can file complaints with the DOT in writing, by telephone, via e-mail, or in person. The AQR uses complaints about the various categories as part of the larger customer complaint criteria and calculates the consumer complaint ratio on the number of complaints received per 100,000 passengers flown for each airline.

## **CONSUMER COMPLAINT CATEGORIES**

### **Flight Problems**

Data is available by the total number of consumer complaints pertaining to cancellations, delays, or any other deviations from schedule, whether planned or unplanned for each airline each month.

### **Oversales**

This complaint category includes all bumping problems, whether or not the airline complied with DOT oversale regulations. Data is available by the total number of consumer complaints pertaining to oversales for each airline each month.

### **Reservations, Ticketing, and Boarding**

This category includes airline or travel agent mistakes in reservations and ticketing, problems in making reservations and obtaining tickets due to busy telephone lines, or waiting in line or delays in mailing tickets, and problems boarding the aircraft (except oversales). Data is available by the total number of consumer complaints pertaining to ticketing and boarding for each airline each month.

### **Fares**

As defined by the DOT, consumer complaints regarding fares include incorrect or incomplete information about fares, discount fare conditions and availability, overcharges, fare increases, and level of fares in general. Data is available for the total number of consumer complaints pertaining to fares for each airline each month.

### **Refunds**

This category includes customer complaints about problems in obtaining refunds for unused or lost tickets, fare adjustments, or bankruptcies. Data is available by the total number of consumer complaints pertaining to refunds for each airline each month.

### **Baggage**

Claims for lost, damaged, or delayed baggage, charges for excess baggage, carry-on problems, and difficulties with airline claim procedure are included in this category. Data is available by the total number of consumer complaints pertaining to baggage for each airline each month.

### **Customer Service**

This category includes complaints about rude or unhelpful employees, inadequate meals or cabin service, and treatment of delayed passengers. Data is available by the total number of consumer complaints pertaining to customer service for each airline each month.

**Disability**

This category includes complaints about civil rights complaints by air travelers with disabilities. Data is available by the total number of consumer complaints pertaining to disabilities for each airline each month.

**Advertising**

These are complaints concerning advertising that is unfair, misleading or offensive to consumers. Data is available by the total number of consumer complaints regarding advertising for each airline each month.

**Discrimination**

Civil rights complaints by air travelers (other than disabilities); for example: complaints based on race, national origin, religion, etc. (this category was first reported in May, 2002).

**Animals**

This category tracks customer complaints about loss, injury, or death of an animal during air transport by an air carrier. Data is available by the total number of customer complaints regarding animals for each airline each month.

**Other**

Data regarding consumer complaints about frequent flyer programs, smoking, tours credit, cargo problems, security, airport facilities, claims for bodily injury, and other problems not classified above are included in this category. Data is available by the total number of consumer complaints regarding other problems for each airline each month.