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# Airline Quality Rating 2006

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# 2006

## **Airline Quality Rating**

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## ABOUT THE AUTHORS

Dr. Brent Bowen holds the University of Nebraska Foundation Distinguished Professorship in Aviation and serves as Director of the Aviation Institute, University of Nebraska at Omaha (UNO). Bowen also serves in the capacity of Director, Division of Aviation and Transportation Policy and Research, for the School of Public Administration at UNO. Bowen attained his Doctorate in Higher Education and Aviation from Oklahoma State University and a Master of Business Administration degree from Oklahoma City University. His Federal Aviation Administration certifications include Airline Transport Pilot, Certified Flight Instructor (Gold Seal), Advanced-Instrument Ground Instructor, Aviation Safety Counselor, and Aerospace Education Counselor. Dr. Bowen's research interests focus on aviation applications of public productivity enhancement and marketing in the areas of service quality evaluation, safety, and student recruitment and retention in collegiate aviation programs. He is also well published in areas related to effective teaching and gender issues in aviation education. Dr. Bowen is an active industry consultant, pilot, and former fixed-base operator and air carrier operator. His professional affiliations include the University Aviation Association (recent Board Member), Council on Aviation Accreditation (Committee Chair), World Aerospace Education Organization (Past-President), International Air Transportation Research Society (Proceedings Editor and Network Committee Member), Aerospace States Association (Governor's Delegate), Alpha Eta Rho International Aviation Fraternity, and the Nebraska Academy of Sciences. Additionally, Dr. Bowen has authored/co-authored numerous successful funding proposals totaling awards exceeding \$25 million. He also serves as program director and principal investigator for the National Aeronautics and Space Administration funded Nebraska Space Grant Consortium and EPSCoR Program.

Dr. Dean E. Headley is Associate Professor of Marketing and Chair of the Department of Marketing and Entrepreneurship in the W. Frank Barton School of Business and Faculty Associate of the National Institute for Aviation Research at 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 Airline Quality Rating (AQR) has met with national and international acceptance and acknowledgment. The Airline Quality Rating has been featured on *ABC's Good Morning America*, *The Cable News Network*, *The Today Show*, *C-Span*, network news, in *USA Today*, in *Aviation Week and Space Technology*, and in numerous other national and international media. Bowen and 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. The work of Bowen and Headley 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. The AQR research has been published in the *Journal of Aviation/Aerospace Education and Research*, *Journal of Air Transportation*, as well as other journals, proceedings, textbooks, and research monographs.

## **AIRLINE QUALITY RATING 2006**

**Brent D. Bowen, University of Nebraska at Omaha  
Dean E. Headley, Wichita State University**

### **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 2006, reflects monthly Airline Quality Rating scores for calendar year 2005. AQR scores for 2005 are based on 15 elements in four major areas that focus on airline performance aspects important to air travel consumers.

The Airline Quality Rating 2006 is a summary of month-by-month quality ratings for U.S. airlines that have at least 1% of domestic passenger volume during 2005. 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 2005 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 2005, and industry results. Also, comparative Airline Quality Rating data for 2004 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 the years, 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 2005

The Airline Quality Rating industry score shows an industry that has declined in quality relative to customer performance criteria over the course of 2005. Of the 16 carriers rated in both 2004 and 2005, only COMAIR shows improvement in their overall AQR score for 2005. The AQR score for SkyWest Airlines in 2005 was virtually unchanged from their 2004 level. US Airways had the largest decline in AQR score for 2005 as well as for 2004. One new carrier is included in the AQR (a total of 17) for 2005.

The **overall industry** AQR score was lower in 2005 than in 2004, with decreased industry performance in all four areas tracked for the second year in a row. As an industry, the AQR criteria shows that on-time arrival percentage was down (77.3% in 2005 compared to 78.3% in 2004), involuntary denied boardings per passenger served increased slightly (0.87 per 10,000 passengers in 2004 up to 0.89 per 10,000 passengers in 2005), mishandled baggage rates increased by 25% (6.06 per 1,000 passengers in 2005 versus 4.83 per 1,000 passengers in 2004), and consumer complaint rates increased (from 0.76 per 100,000 passengers in 2004 up to 0.89 per 100,000 passengers in 2005). Of the 8,735 complaints registered with DOT, 48.9% were for either flight problems or baggage handling problems. Taken together, the AQR score for the industry declined from a level of -1.38 in 2004 to -1.73 in 2005. With all four rating categories (On-Time, Denied Boardings, Mishandled Baggage, and Customer Complaints) having poorer performance in 2005 than in 2004, the decline can be viewed as multi-faceted. Also, with 15 of 17 airlines showing year to year AQR score declines, performance declines can be viewed as characteristic of the overall industry trend for 2005. This decline in all four criteria and a decline in the overall AQR score for the industry from 2004 to 2005 are similar to the performance decline seen between 2003 and 2004.

**AirTran Airlines (FL)** was included in the AQR for the first time in 2003. On-time performance declined in 2005 (71.3% in 2005 compared to 77.7% in 2004). AirTran's denied boardings performance (0.28 per 10,000 passengers in 2004 compared to 0.37 in 2005) was among the lowest of the airlines rated. A customer complaint rate of 1.00 complaint per 100,000 passengers in 2005 was slightly worse than the 2004 rate of 0.89. The mishandled baggage rate of 3.43 per 1,000 passengers, an industry best for 2005, is worse than their 2004 rate of 2.82 (also an industry best) bags per 1,000 passengers.

**Alaska Airlines (AS)** had a drop in AQR score for 2005. Performance declines were seen in the areas of on-time (76.5% in 2004 compared to 69.7% in 2005), involuntary denied boardings (1.22 per 10,000 passengers in 2004 compared to 1.58 in 2005), and customer complaints (0.58 per 100,000 passengers in 2004 compared to 0.77 in 2005). Also, a 43% increase in mishandled baggage rate (3.51 mishandled bags per 1,000 passengers in 2004 compared to 5.03 in 2005) contributed to a second year of decline in AQR score for Alaska Airlines.

**America West Airlines (HP)** showed a decline in their AQR score for 2005. On-time performance improved in 2005 (81.2% in 2005 compared to 75.7% in 2004). The rate of mishandled baggage worsened from 3.98 in 2004 to 4.33 in 2005. Consumer complaint rate improved to 0.98 in 2005 from 1.02 in 2004. Denied boarding rates increased, moving from 0.70 per 10,000 passengers served in 2004 to 1.06 in 2005. With only two of the four areas showing improvement, their overall AQR score declined for 2005.

**American Airlines' (AA)** AQR score for 2005 declined for the third year in a row. The drop in AQR score reflects steady performance for on-time arrivals (76.9% in 2005 compared to 76.8% in 2004). This near industry average on-time performance was coupled with poorer performance in the areas of mishandled baggage (5.92 in 2005 compared to 4.73 in 2004), denied boardings (0.63 in 2005 compared to 0.52 in 2004), and customer complaints (1.02 in 2005 and 0.88 in 2004). The combination of performance outcomes produced a more negative AQR score for 2005.

**American Eagle Airlines (MQ)** had a denied boarding rate of 0.61 for 2005, up from 0.41 per 10,000 passengers in 2004. The airline had an increase in the rate of customer complaints (0.70 in 2005 compared to 0.54 per 100,000 passengers in 2004). On-time performance was 76.2% in 2005 compared to 73.2% for 2004. Their mishandled baggage rate was again well above the industry rate (10.25 per 1,000 passengers in 2005 compared to 8.95 in 2004). This combination of decreased performance in three of the four criteria produced a less favorable AQR score for American Eagle for 2005.

**ATA Airlines (TZ)** was included in the AQR for the first time in 2003. On-time performance for 2005, 81.3%, was better than their 79.8% level for 2004. ATA's denied boarding performance, 2.75 per 10,000 passengers in 2005, was higher than their rate of 2.33 in 2004 and highest of all airlines rated. A customer complaint rate of 0.99 complaints per 100,000 passengers in 2005 was also higher than their 0.79 rate in 2004. Their mishandled baggage rate of 4.07 per 1,000 passengers in 2005 is worse than their rate of 3.82 in 2004, but better than the industry level of 6.06. Overall, ATA's performance in 2005 combined to yield a third year of decline in overall AQR score.

**Atlantic Southeast Airlines (EV)** was included in the AQR for the first time in 2003. On-time performance was 70.9% in 2005, compared to 76.3% in 2004. Atlantic Southeast's denied boarding performance was improved for 2005 (1.57 per 10,000 passengers in 2005 compared to 2.37 in 2004). Their mishandled baggage rate of 17.41 per 1,000 passengers is nearly three times the industry average rate of 6.06 bags per 1,000 passengers, and is worse than their 14.49 rate in 2004. Atlantic Southeast's customer complaint rate of 0.58 complaints per 100,000 passengers was also worse than their 2004 rate of 0.40. Atlantic Southeast shows the largest decline in AQR score of any airline rated in 2005. They continue (as in 2004) to have the worst AQR score of any airline rated in 2005.

**COMAIR (OH)** was included in the AQR for the first time in 2004. On-time performance improved (77.3% in 2004 up to 80.1% in 2005) and was better than the industry average of 77.3% in 2005. COMAIR's denied boarding performance (0.61 in 2005 compared to 2.28 per 10,000 passengers in 2004) was better than the 2005 industry average of 0.89. An increase in the rate of customer complaints from 1.10 complaints per 100,000 passengers in 2004 to 1.53 in 2005 was above the industry average of 0.89 for 2005. Their mishandled baggage rate of 10.75 per 1,000 passengers in 2005 is higher than the industry rate of 6.06 bags per 1,000 passengers and similar to their 2004 rate of 10.66. Overall, COMAIR had the second worst AQR score (-2.96) of the seventeen airlines rated.

**Continental Airlines (CO)** posted declines in performance for all of the four AQR criteria. Customer complaint rates (0.92 in 2005 versus 0.82 in 2004) were higher. Mishandled baggage rate per 1,000 passengers (4.12 in 2005 compared to 3.58 in 2004) hurt Continental's AQR score. Increases in denied boarding rate (1.92 in 2005 compared to 1.76 in 2004) and poorer on-time performance (76.9% in 2005 compared to 78.9% in 2004) lowered their AQR score for 2005.

**Delta Airlines (DL)** AQR score for 2005 reflects nearly identical performance to last year in on-time arrival percentage (76.3% in 2005 compared to 76.2% in 2004). Their rate of mishandled baggage (7.09 in 2005 compared to 5.17 in 2004) was above the industry average. An increase in denied boardings (2005 rate of 1.31 per 10,000 passengers compared to 2004 rate of 1.12) and an increase in the rate of customer complaints (1.09 in 2005 from 0.79 in 2004) hurt Delta's AQR score. With three of four criteria showing a decrease in performance, Delta's overall AQR score was worse for 2005.

**Independence Air (DH)** is included in the AQR for the first time in 2005. On-time performance (78.0%) compares well to industry average of 78.3% in 2005. Independence Air's denied boarding performance (0.01 per 10,000 passengers) was the second best of the airlines rated and can be compared to the industry average of 0.89. A customer complaint rate of 1.68 complaints per 100,000 passengers does not compare favorably to the industry average of 0.89 in 2005. Their mishandled baggage rate of 3.54 per 1,000 passengers (second best of all rated) is below the industry rate of 6.06 bags per 1,000 passengers. Overall, Independence Air entered the AQR ratings with a score better than the industry performance score.

**Jet Blue Airlines (B6)** was included in the AQR for the first time in 2003. On-time performance in 2005 dropped (71.4% in 2005 compared to 79.1% in 2004) and was among the lowest of the 17 airlines rated. Jet Blue's denied boarding performance (0.00 per 10,000 passengers in 2005 and 0.01 in 2004) is clearly the lowest of the airlines rated. A customer complaint rate of 0.29 complaints per 100,000 passengers in 2005 (compared to 0.27 in 2004) was second best (to Southwest) of all airlines rated. Their mishandled baggage rate of 4.06 per 1,000 passengers in 2005 was worse than the rate (2.99) experienced in 2004, but was among the best of all airlines rated in 2005.

**Northwest Airlines' (NW)** posted declines in all four areas of the AQR for 2005. The rate of customer complaints increased from 0.89 per 100,000 passengers in 2004 to 0.94 per 100,000 passengers in 2005. On-time arrival performance dropped from 79.1% in 2004 to 75.0% in 2005, and the mishandled baggage rate increased from 4.22 per 1,000 passengers in 2004 to 4.86 in 2005. Northwest's denied boarding rate increased from 0.78 per 10,000 passengers in 2004 to 0.96 in 2005.

**SkyWest (OO)** was included in the AQR for the first time in 2004. On-time performance (82.5% in 2005 and 82.7% in 2004) was the industry best for both years. SkyWest's denied boarding performance (0.35 per 10,000 passengers in 2005 compared to 0.27 in 2004) was the third best of the airlines rated. A customer complaint rate of 0.48 complaints per 100,000 passengers in 2005 compared to the 2004 rate of 0.56 shows improvement. Their mishandled baggage rate of 10.06 per 1,000 passengers in 2005 is very similar to a 2004 rate of 10.00 bags per 1,000 passengers.

**Southwest Airlines (WN)** recorded a slight improvement in on-time arrival percentage (80.1% in 2004 up to 80.7% in 2005) and an identical customer complaint rate of 0.18 per 100,000 passengers in both 2004 and 2005. Southwest Airlines is consistently the airline with the lowest customer complaint rate in the industry. Involuntary denied boarding rates of 0.95 per 10,000 passengers in 2004, improved to 0.69 per 10,000 passengers in 2005. Their mishandled baggage rate of 3.35 per 1,000 passengers in 2004 increased to 4.25 per 1,000 passengers for 2005.

**United Airlines (UA)** slipped in on-time arrival performance (from 79.7% in 2004 to 77.6% in 2005) and in customer complaint rate (0.89 per 100,000 passengers in 2004 compared to 1.02 in 2005). Performance regarding denied boarding rate (0.49 per 10,000 passengers in 2004 and 0.48 in 2005) was the only area that registered any improvement. Their mishandled baggage rate (4.28 in 2005 and 3.93 per 1,000 passengers in 2004) followed the general industry trend upward for the year.

**US Airways (US)** showed declines in three of the four AQR criteria tracked for 2005. A closer look reveals that US Airways performed worse in on-time performance (76.7% in 2005 compared to 79.2% in 2004), mishandled baggage (5.33 per 1,000 passengers in 2004 compared to 9.68 in 2005), and customer complaint rate (1.21 per 100,000 passengers in 2004 compared to 1.86 in 2005). A denied boarding rate of 0.64 per 10,000 passengers in 2005 was virtually identical to their 2004 rate of 0.65 per 100,000 passengers. Their overall AQR score was the largest drop of the 16 airlines with comparison data from last year.

## Previous Airline Quality Reports

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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 by month for 2005. For comparison purposes, results are also displayed for 2004 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

|                    | 2005 AQR |      | 2004 AQR |      | 2003 AQR |      | 2002 AQR |      | 2001 AQR |      |
|--------------------|----------|------|----------|------|----------|------|----------|------|----------|------|
|                    | Score    | Rank | Score    | Rank | Score    | Rank | Score    | Rank | Score    | Rank |
| Air Tran           | -0.99    | 2    | -0.76    | 2    | -1.05    | 8    | N/A      | -    | N/A      | -    |
| Alaska             | -1.64    | 9    | -1.11    | 5    | -0.74    | 2    | -0.95    | 2    | -1.19    | 1    |
| America West       | -1.34    | 6    | -1.19    | 6    | -0.89    | 4    | -1.08    | 4    | -1.75    | 7    |
| American           | -1.66    | 10   | -1.30    | 8    | -1.24    | 11   | -1.21    | 6    | -1.58    | 6    |
| American Eagle     | -2.66    | 14   | -2.26    | 13   | -2.10    | 13   | -2.42    | 10   | -2.14    | 10   |
| ATA                | -1.71    | 11   | -1.50    | 10   | -1.17    | 10   | N/A      | -    | N/A      | -    |
| Atlantic Southeast | -4.68    | 17   | -4.10    | 16   | -5.76    | 14   | N/A      | -    | N/A      | -    |
| COMAIR             | -2.96    | 16   | -3.27    | 15   | N/A      | -    | N/A      | -    | N/A      | -    |
| Continental        | -1.51    | 8    | -1.31    | 9    | -1.04    | 7    | -1.10    | 5    | -1.77    | 8    |
| Delta              | -2.14    | 12   | -1.54    | 11   | -1.24    | 12   | -1.26    | 7    | -1.48    | 5    |
| Independence Air   | -1.05    | 3    | N/A      |      | N/A      |      | N/A      |      | N/A      |      |
| Jet Blue           | -0.88    | 1    | -0.59    | 1    | -0.64    | 1    | N/A      | -    | N/A      | -    |
| Northwest          | -1.46    | 7    | -1.24    | 7    | -1.02    | 6    | -1.39    | 9    | -1.38    | 3    |
| SkyWest            | -2.48    | 13   | -2.46    | 14   | N/A      | -    | N/A      | -    | N/A      | -    |
| Southwest          | -1.06    | 4    | -0.90    | 3    | -0.89    | 3    | -1.00    | 3    | -1.42    | 4    |
| United             | -1.21    | 5    | -1.09    | 4    | -1.11    | 9    | -1.27    | 8    | -1.97    | 9    |
| U.S. Airways       | -2.77    | 15   | -1.55    | 12   | -0.96    | 5    | -0.85    | 1    | -1.24    | 2    |
| Industry           | -1.73    |      | -1.38    |      | -1.14    |      | -1.19    |      | -1.60    |      |

**NOTE:**

Scores and Rankings for 2005 reflect the addition of Independence Air to the group of airlines tracked.

Scores and Rankings for 2004 reflect the addition of COMAIR and SkyWest to the group of airlines tracked.

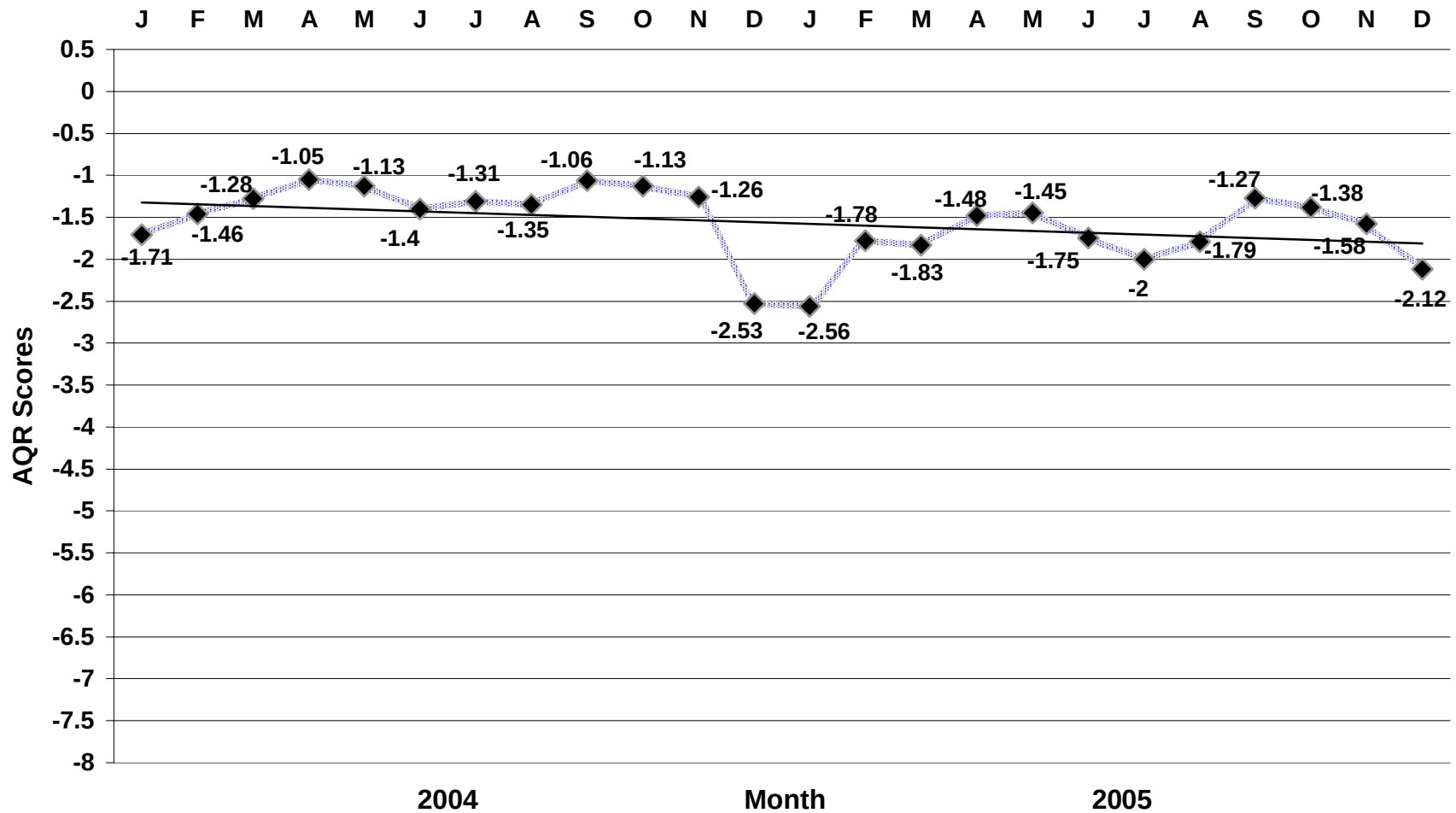
Scores and Rankings for 2003 reflect the addition of Air Tran, ATA, Atlantic Southeast, and Jet Blue to the group of airlines tracked.

Scores and Rankings for 2001 reflect the addition of American Eagle to the group of airlines tracked.

Rankings for 2002 and 2001 reflect the removal of TWA from the group of airlines tracked.

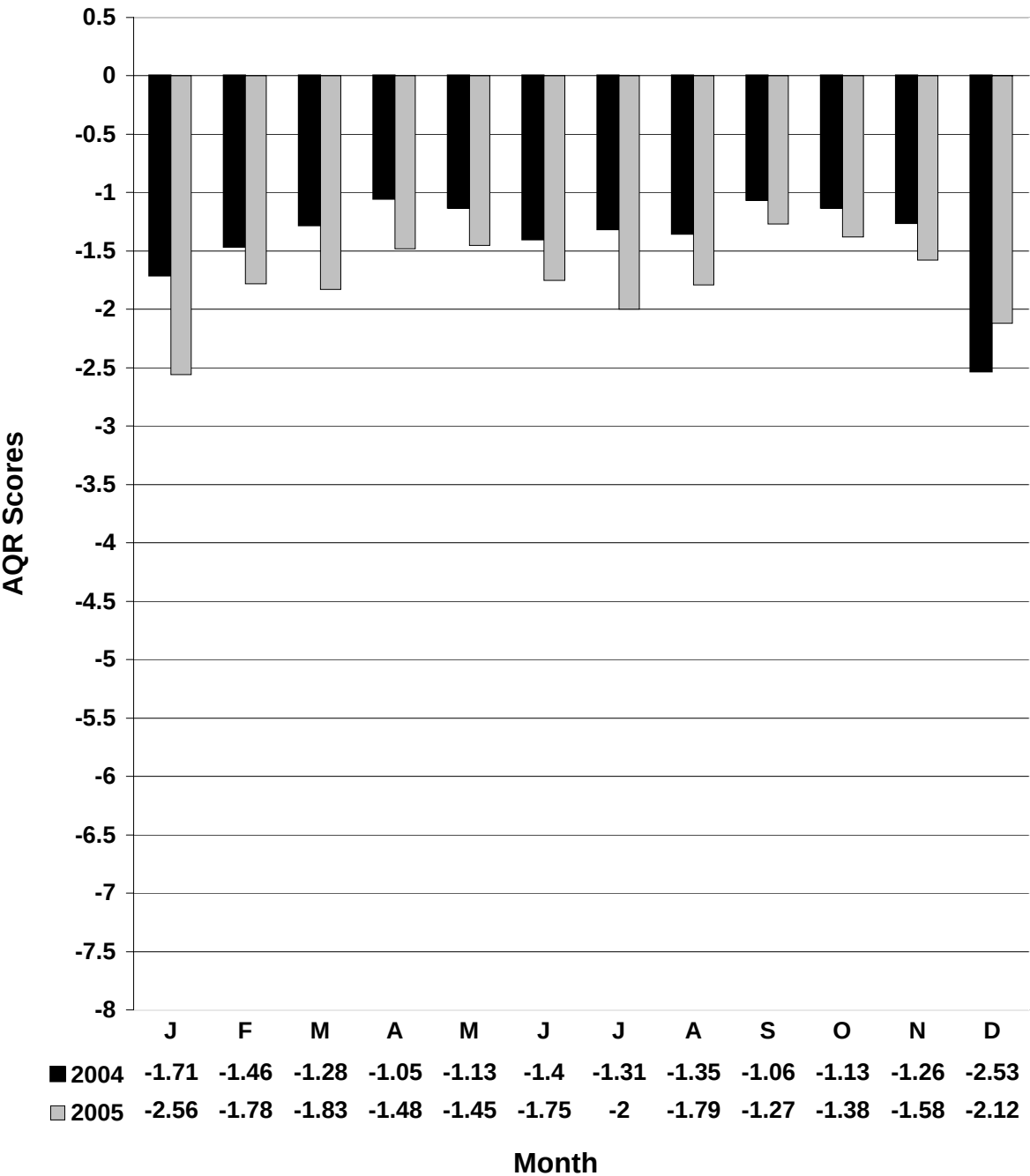
# Airline Quality Rating

U.S. Airline Industry 2004 - 2005



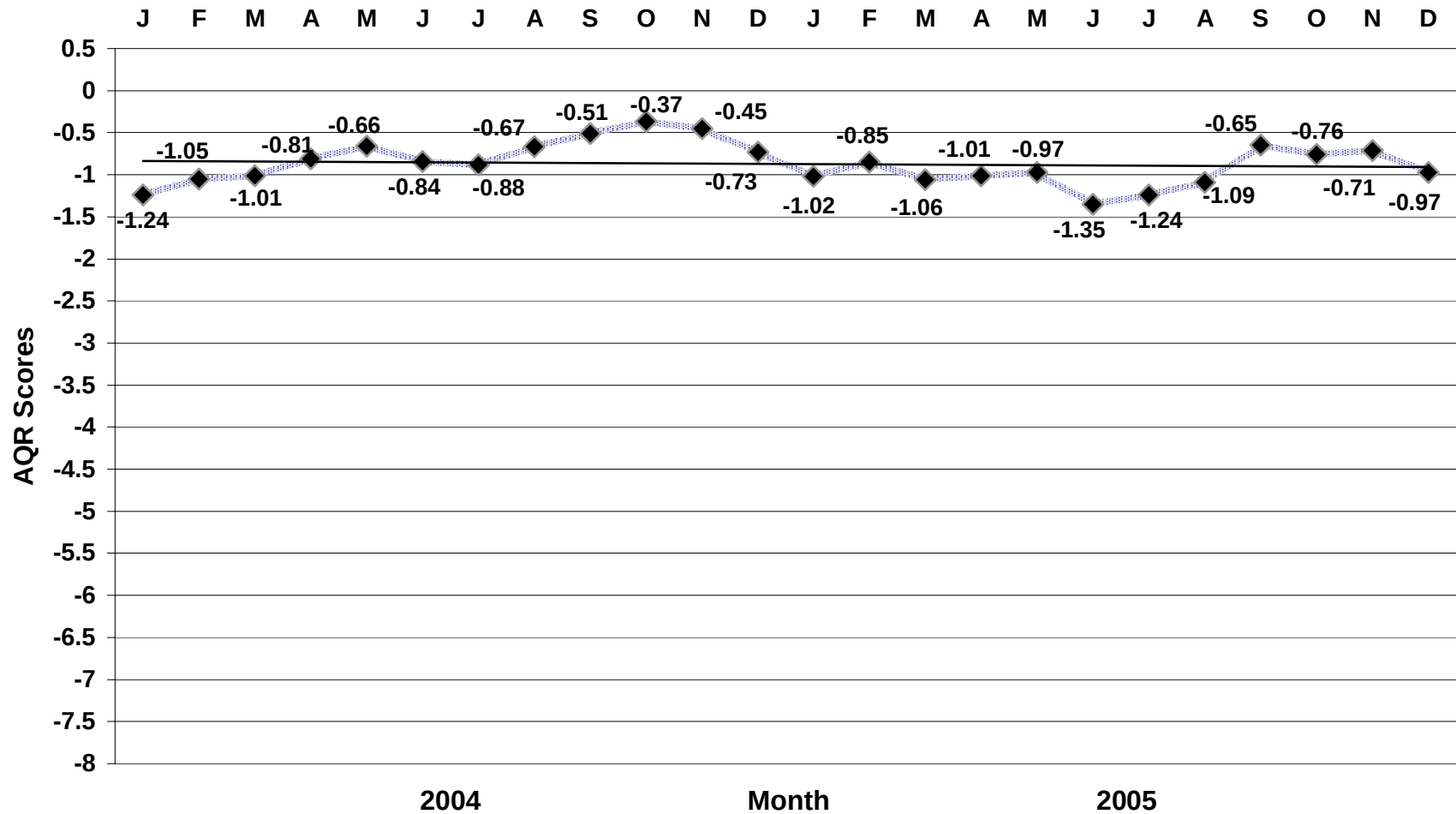
# Airline Quality Rating

U.S. Airline Industry by Month



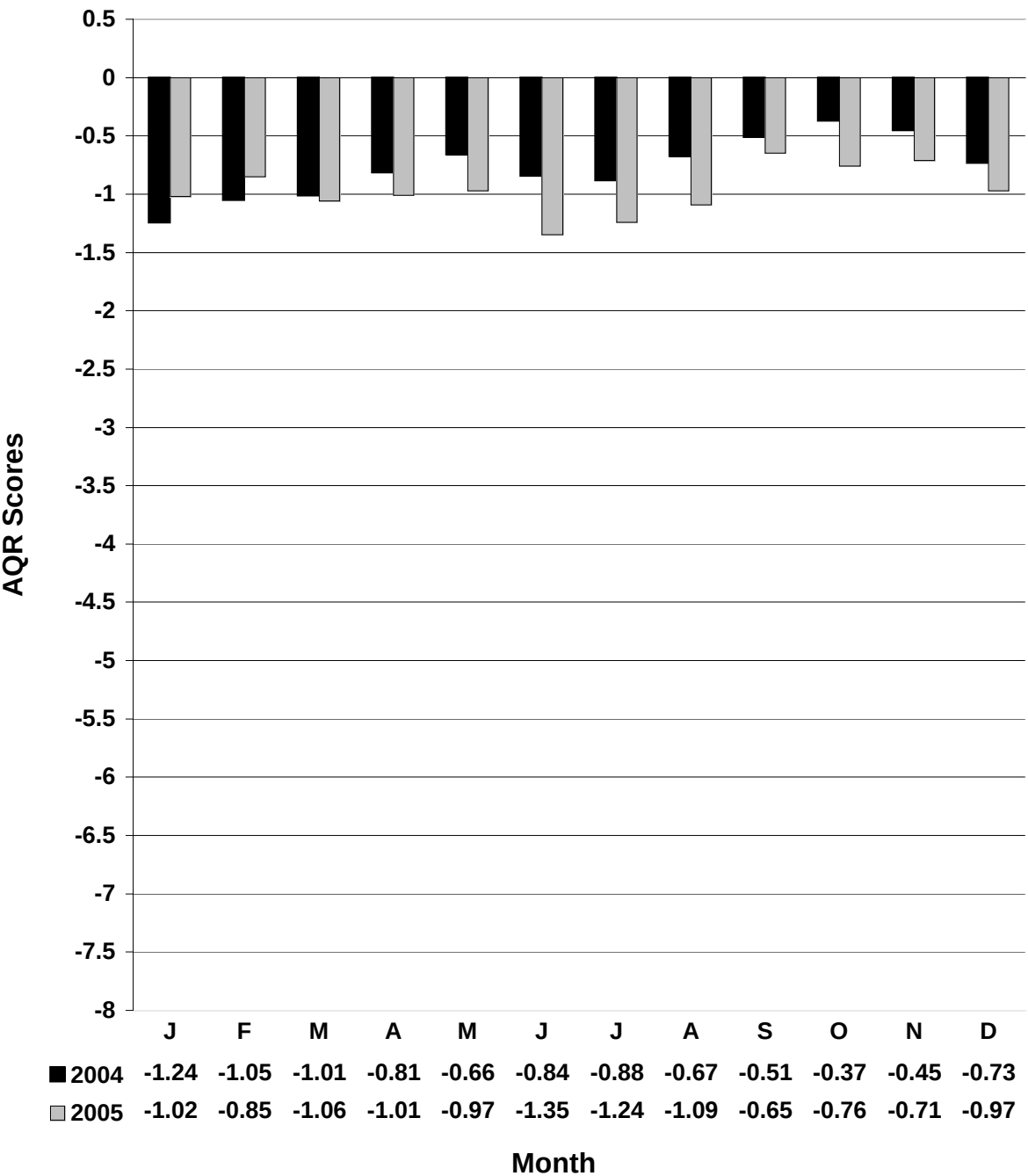
# Airline Quality Rating

AirTran Airlines 2004 - 2005



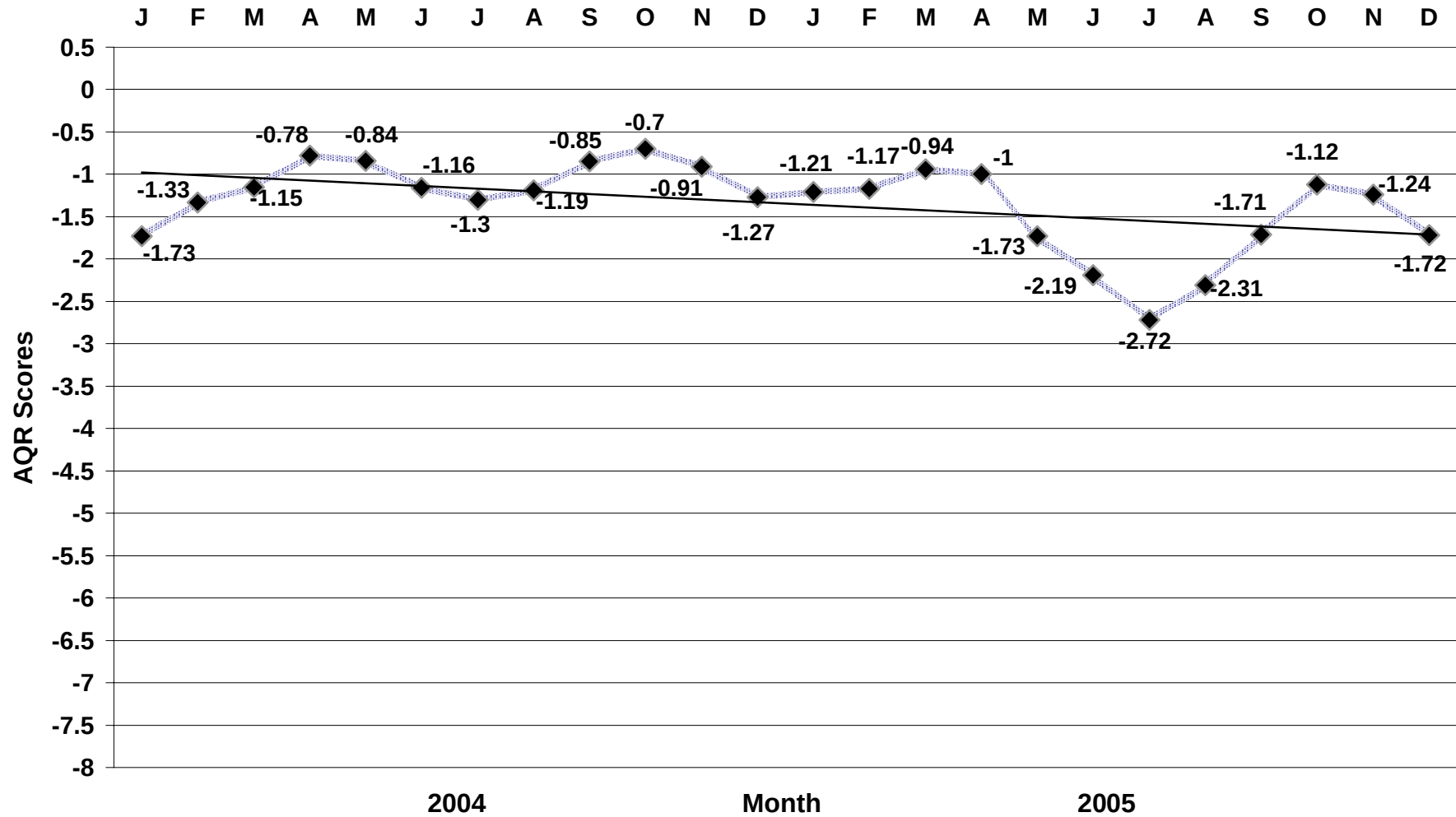
# Airline Quality Rating

AirTran Airlines by Month



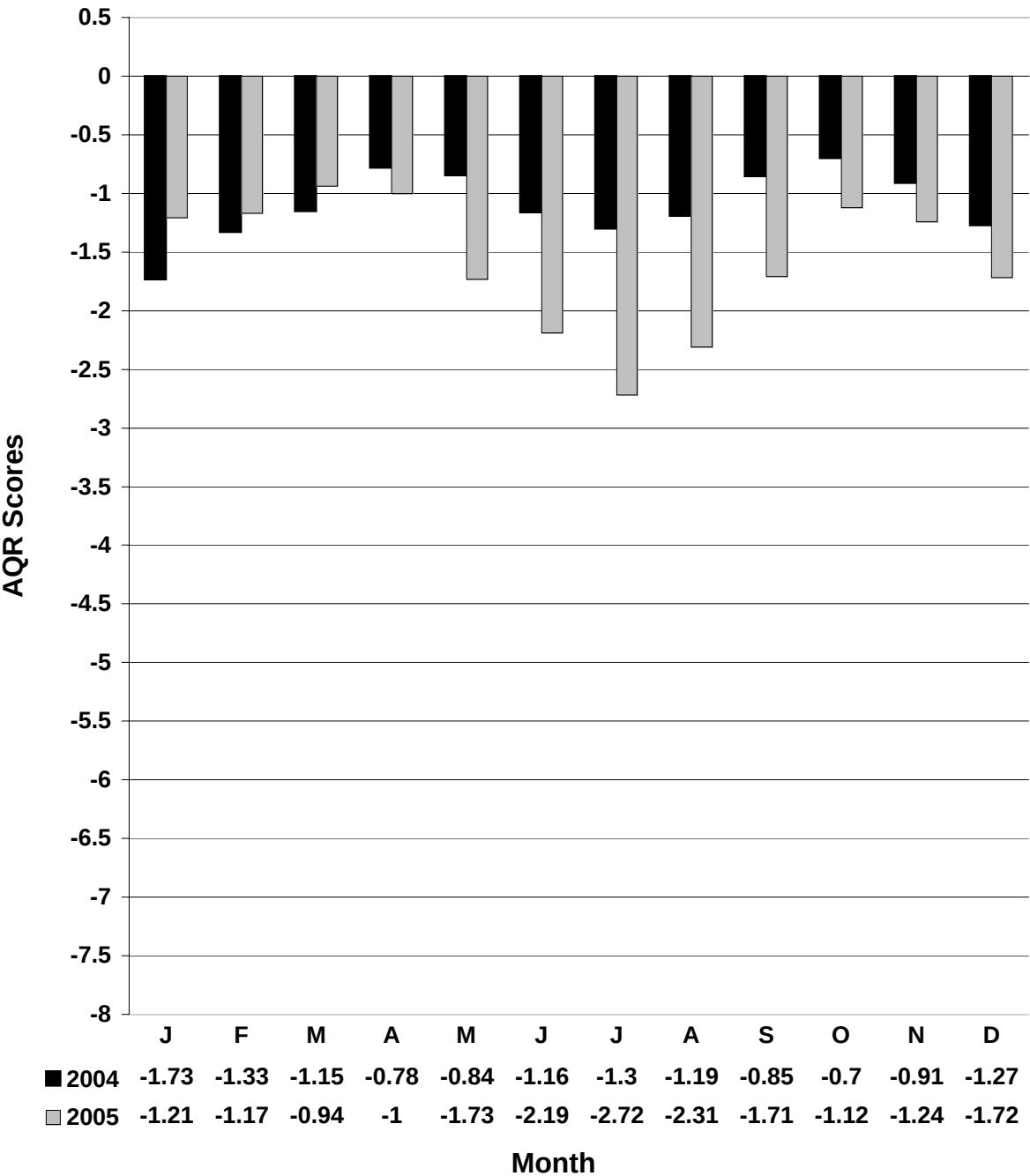
# Airline Quality Rating

Alaska Airlines 2004 - 2005



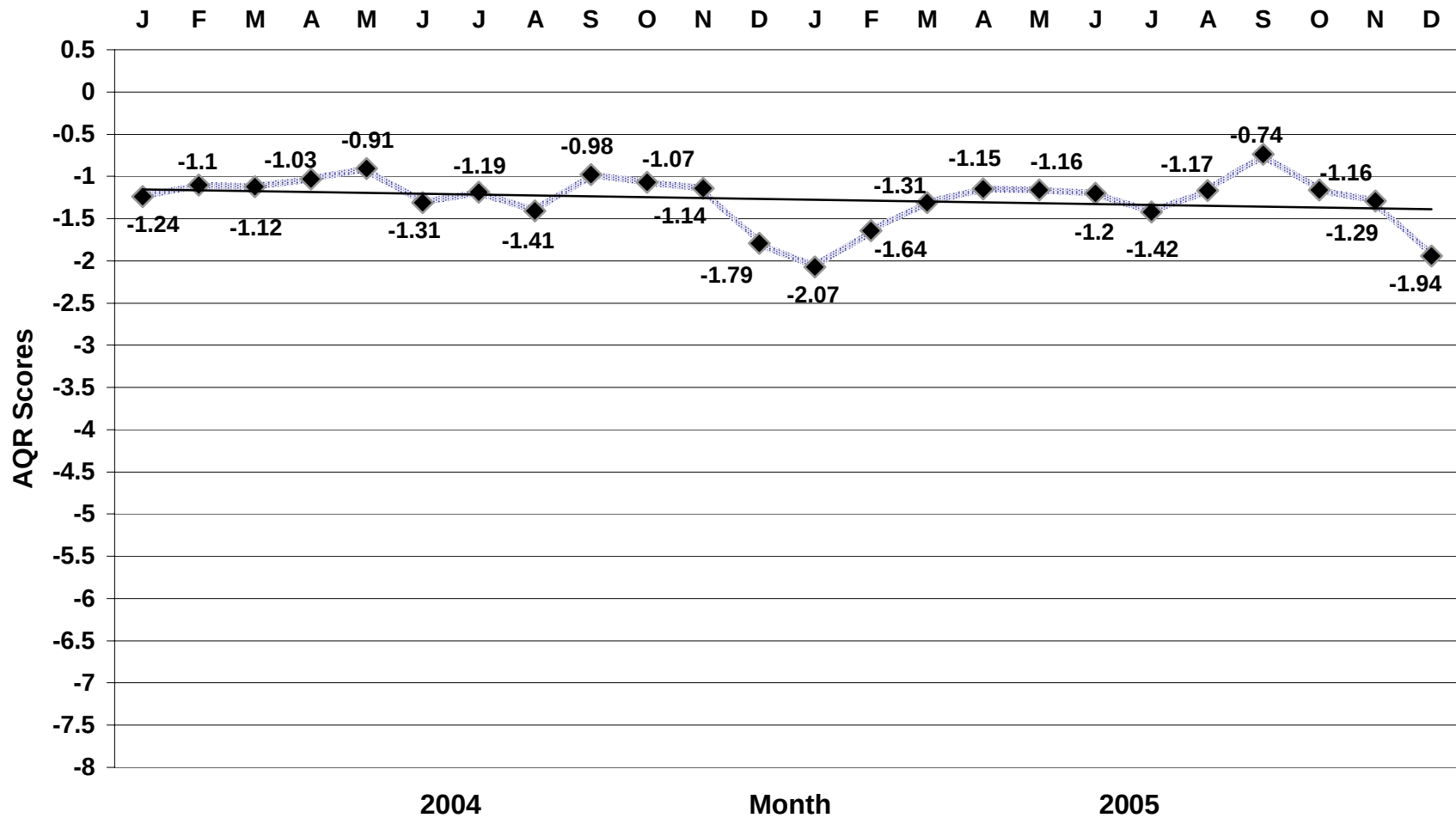
# Airline Quality Rating

Alaska Airlines by Month



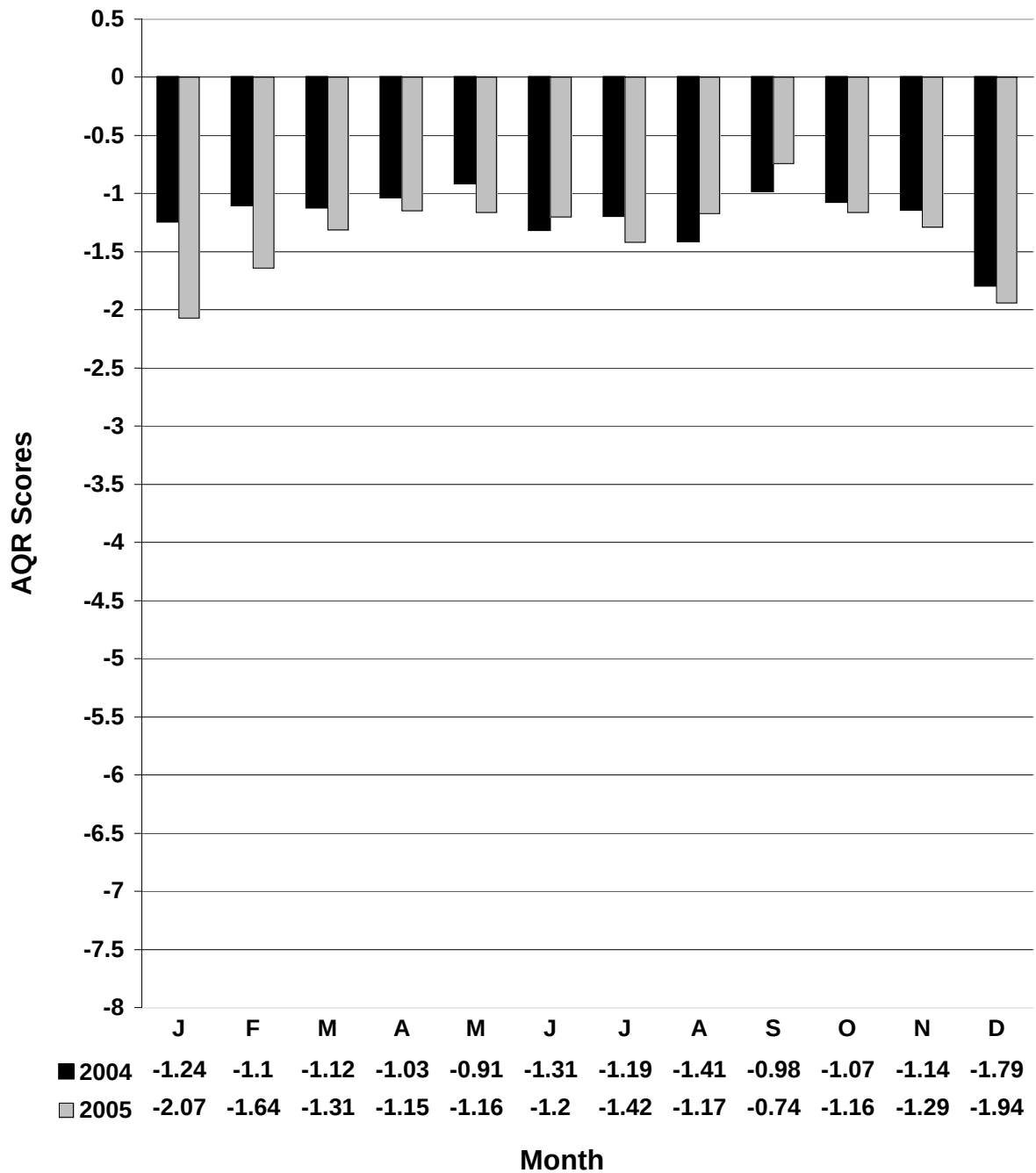
# Airline Quality Rating

America West Airlines 2004 - 2005



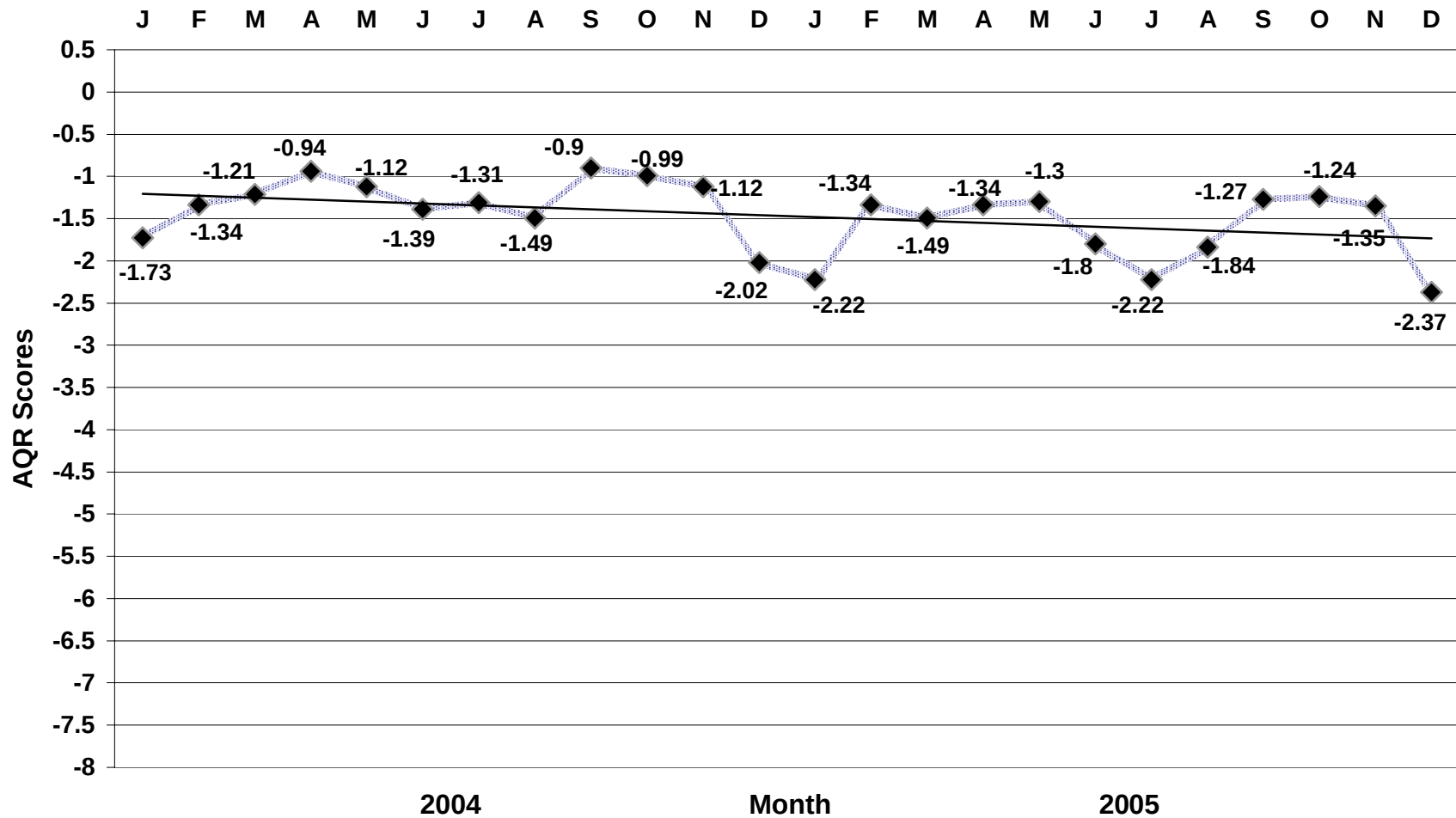
# Airline Quality Rating

America West Airlines by Month



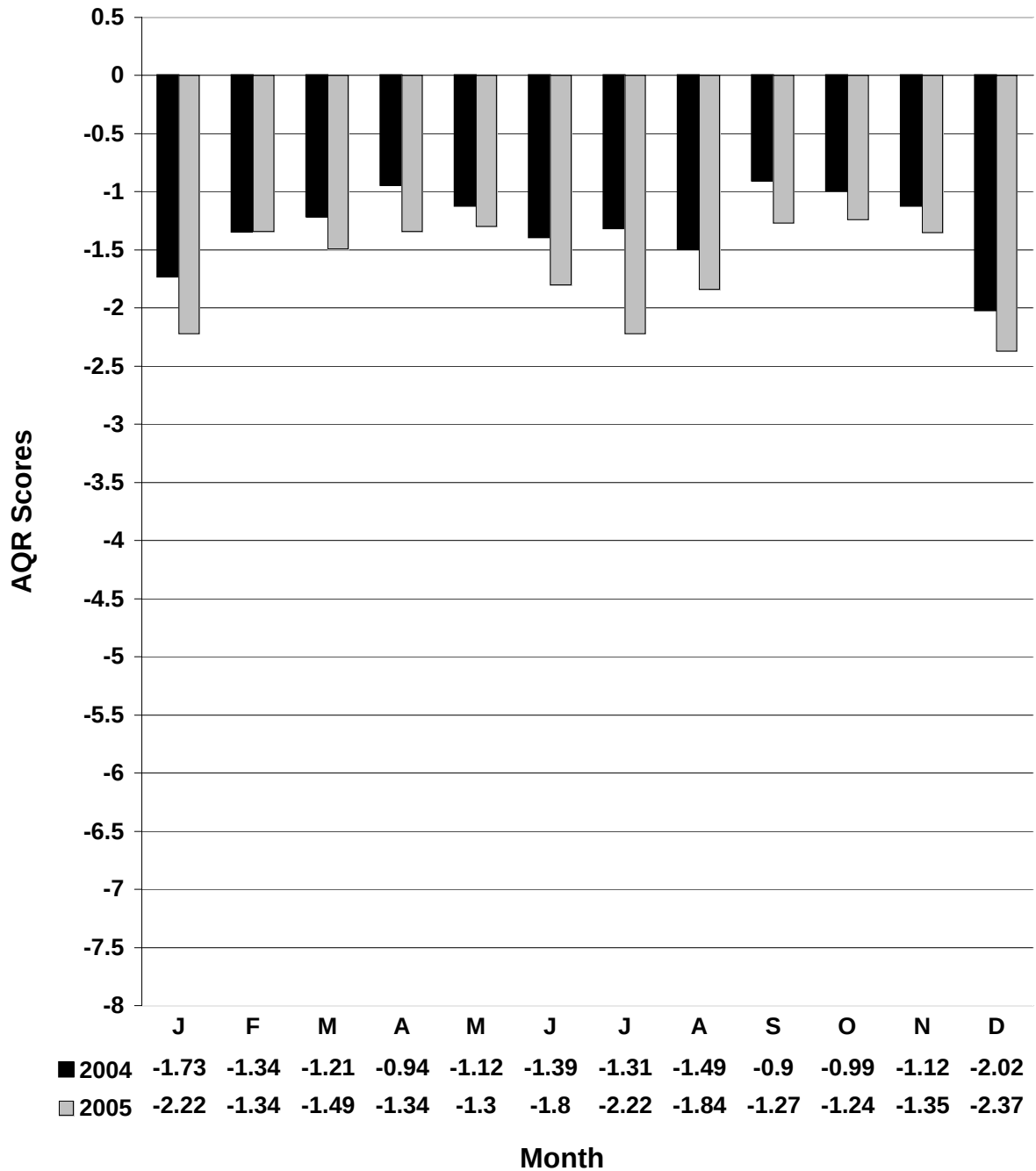
# Airline Quality Rating

American Airlines 2004 - 2005



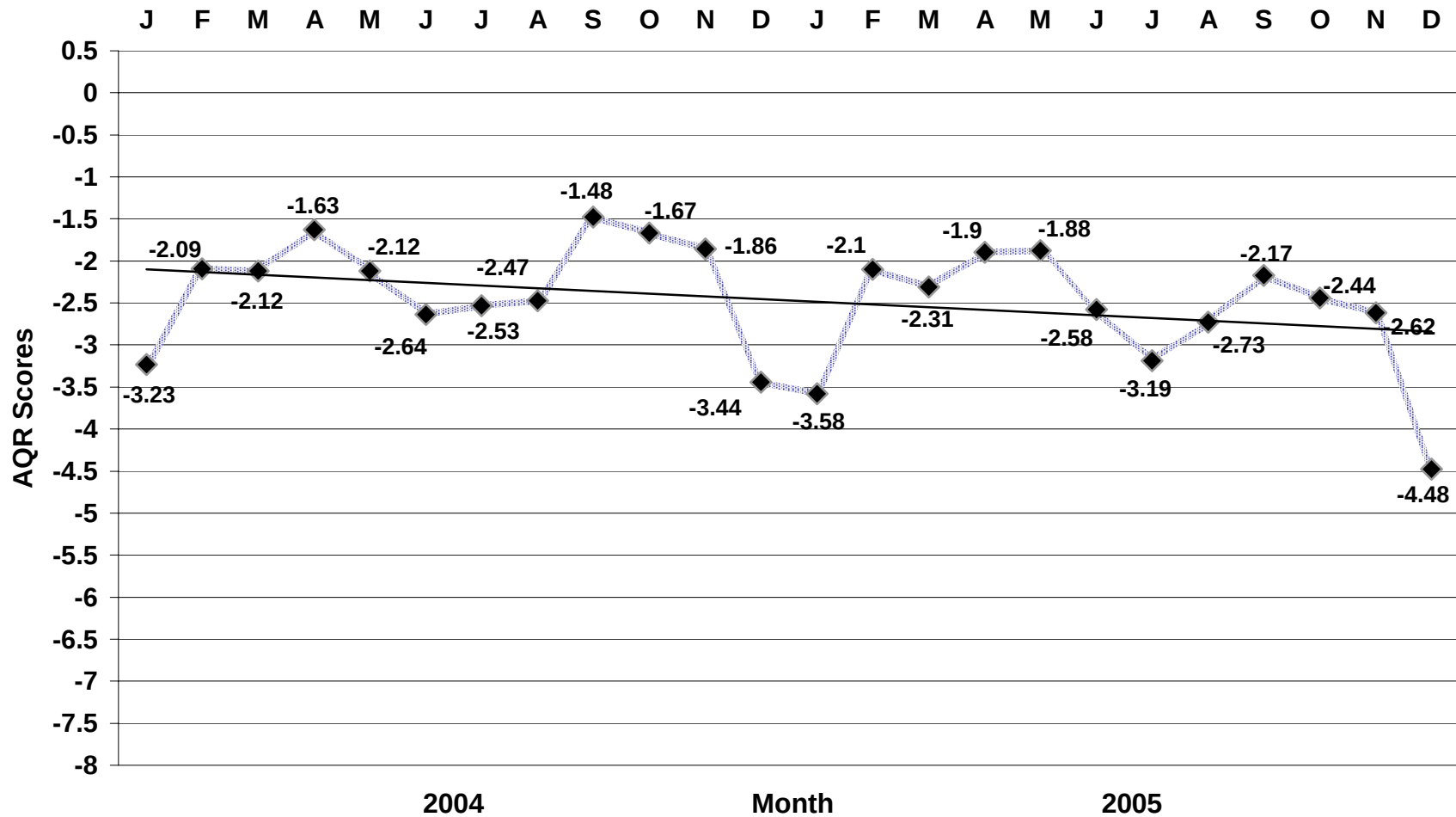
# Airline Quality Rating

American Airlines by Month



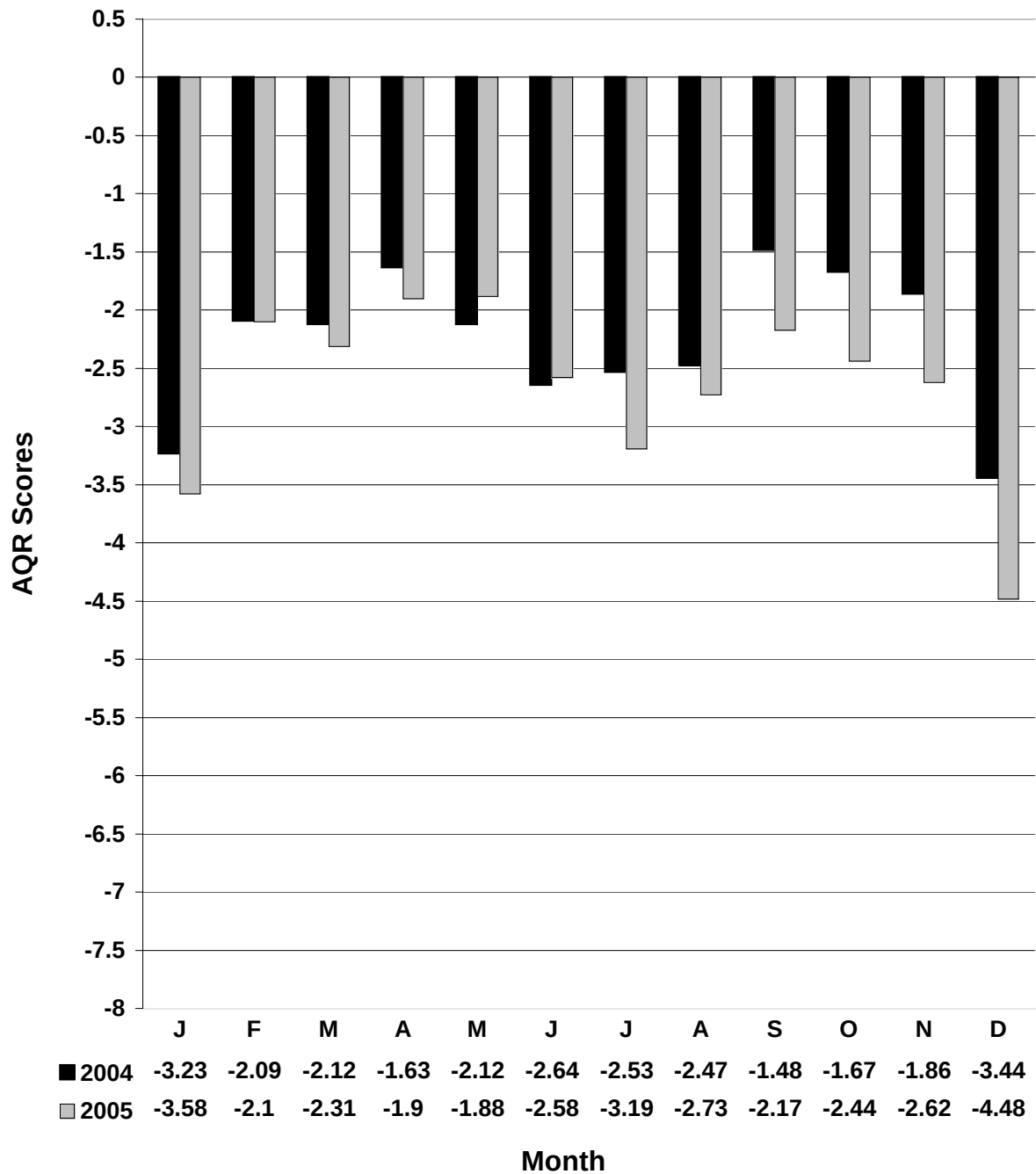
# Airline Quality Rating

American Eagle Airlines 2004 - 2005



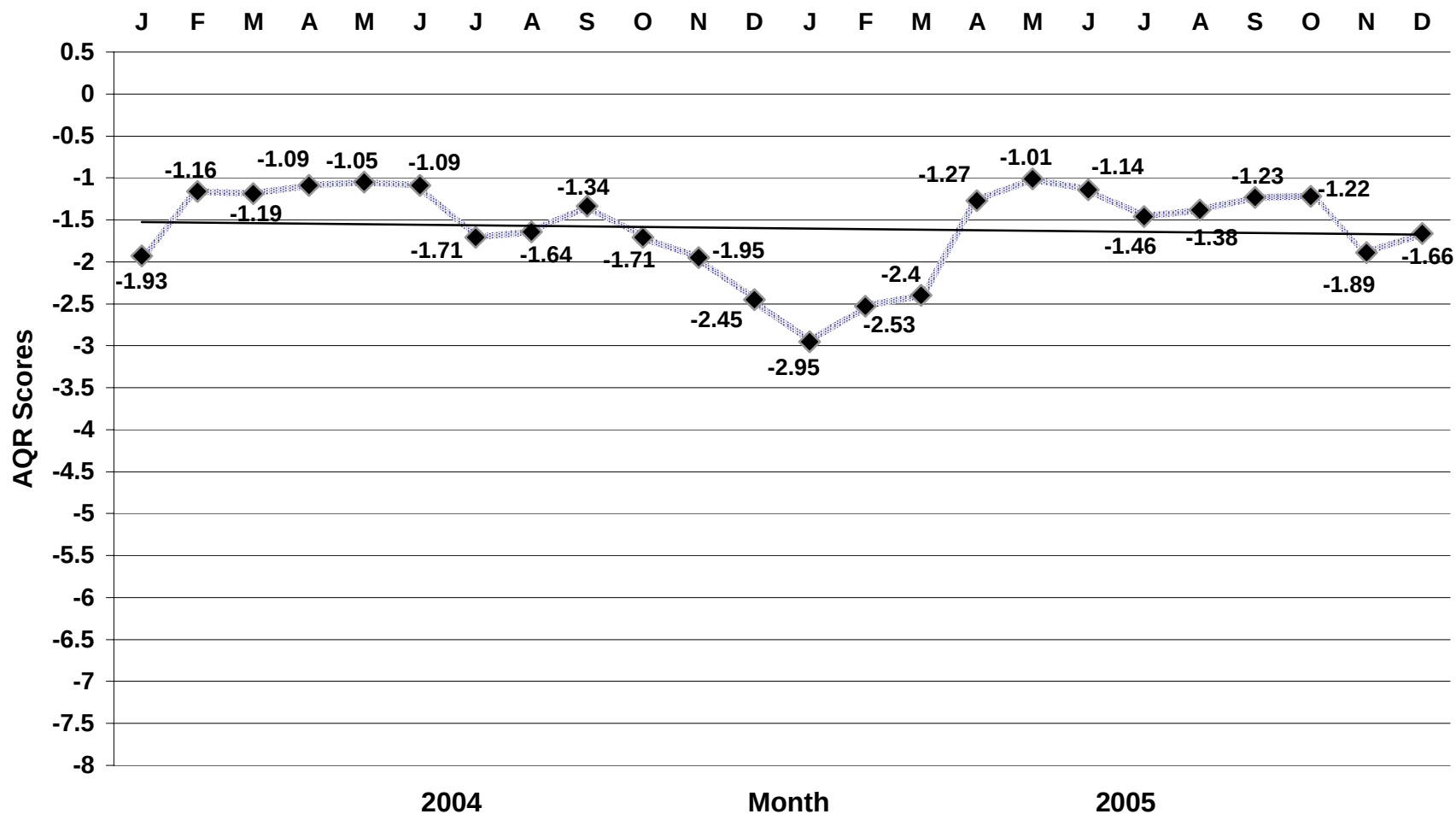
# Airline Quality Rating

American Eagle Airlines by Month



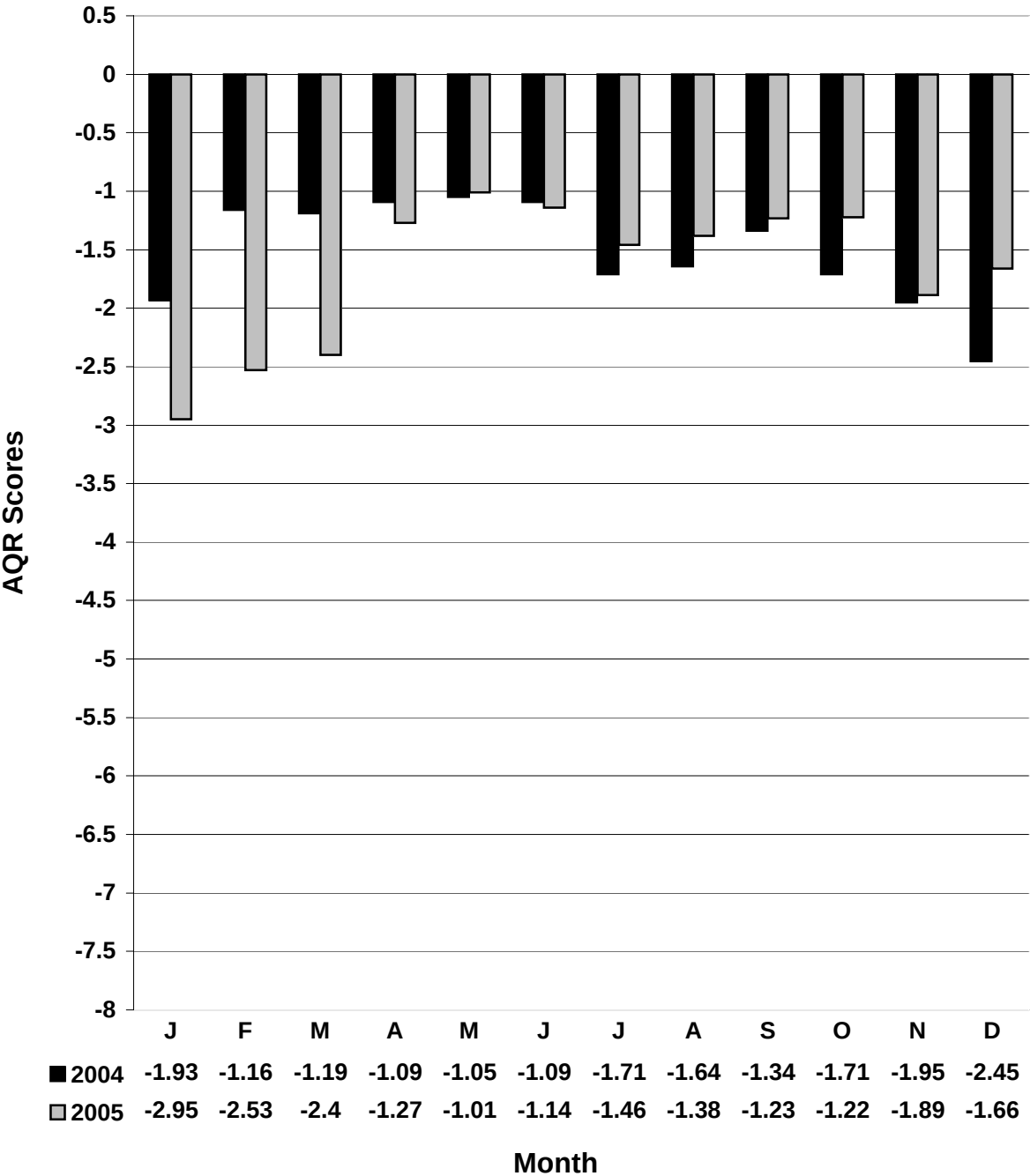
# Airline Quality Rating

ATA Airlines 2004 - 2005



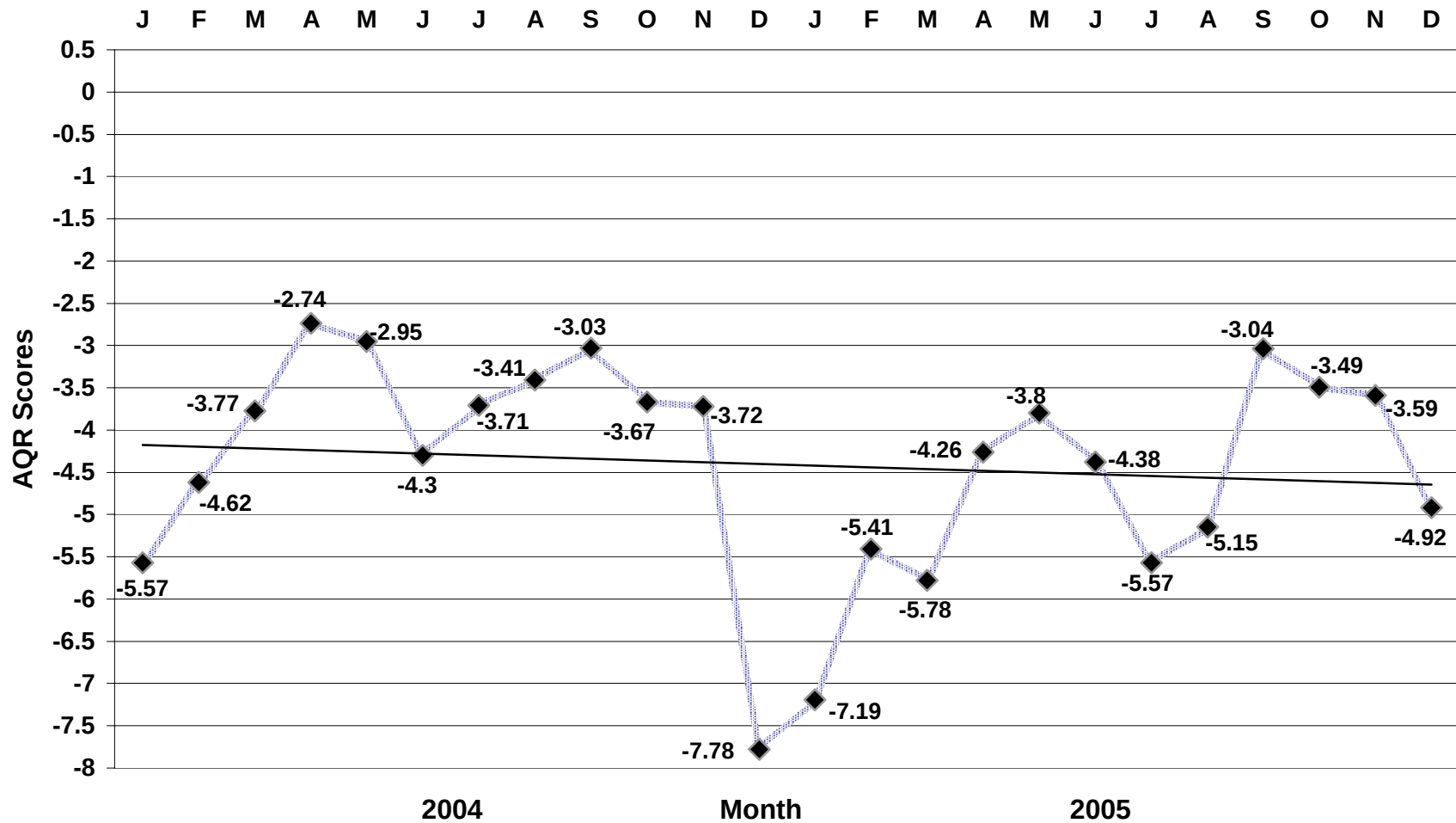
# Airline Quality Rating

ATA Airlines by Month



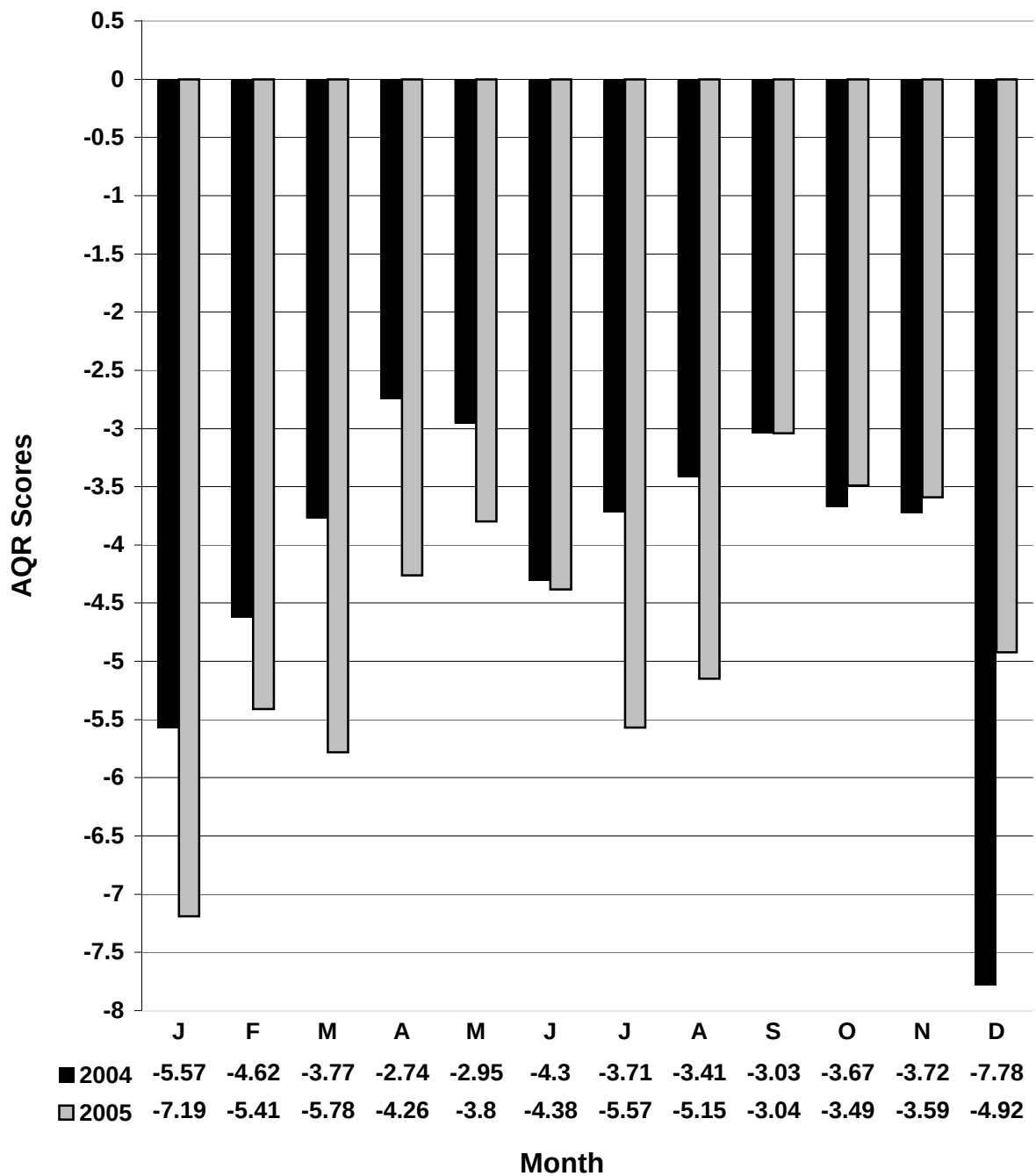
# Airline Quality Rating

Atlantic Southeast Airlines 2004 - 2005



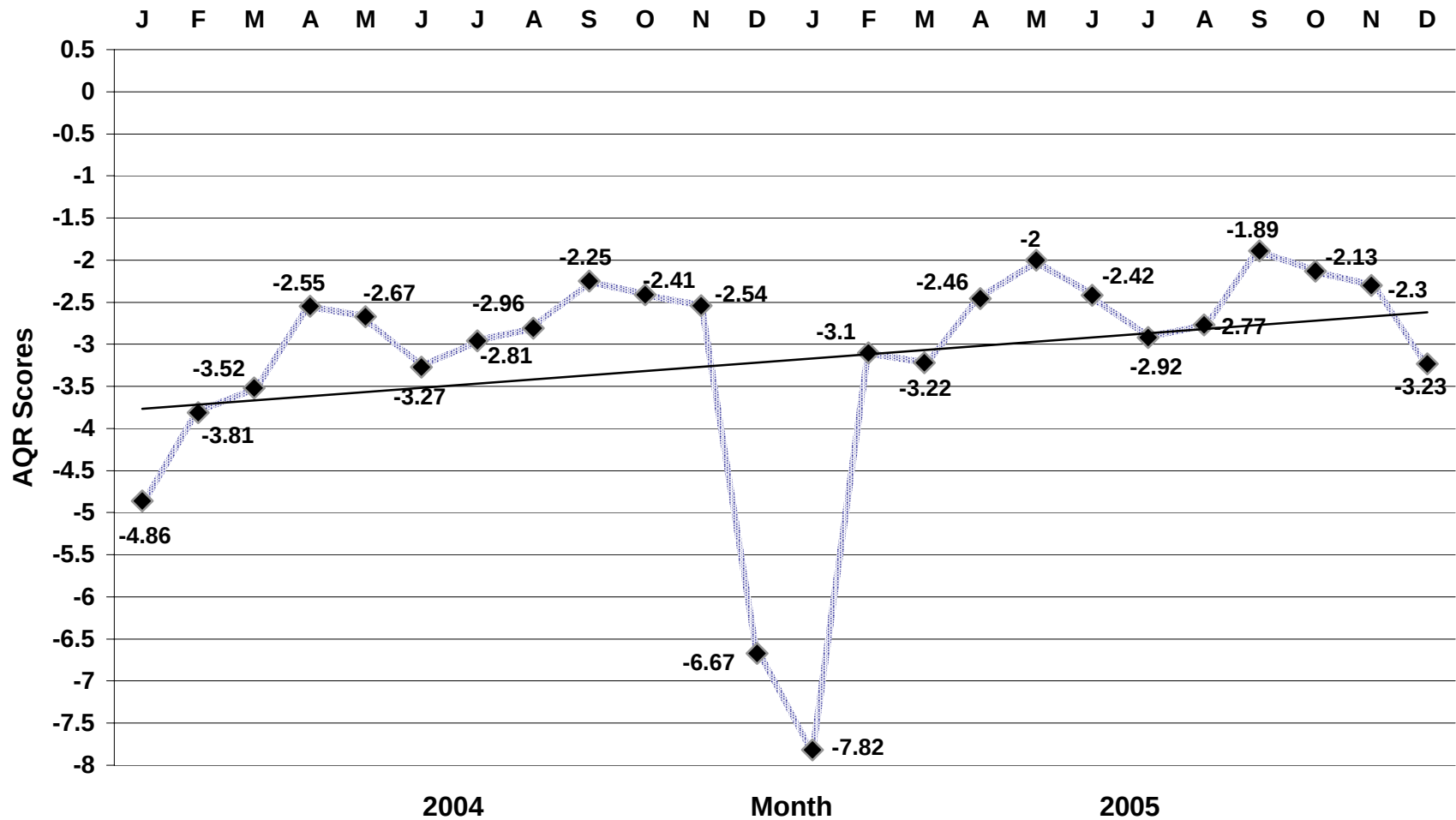
# Airline Quality Rating

Atlantic Southeast Airlines by Month



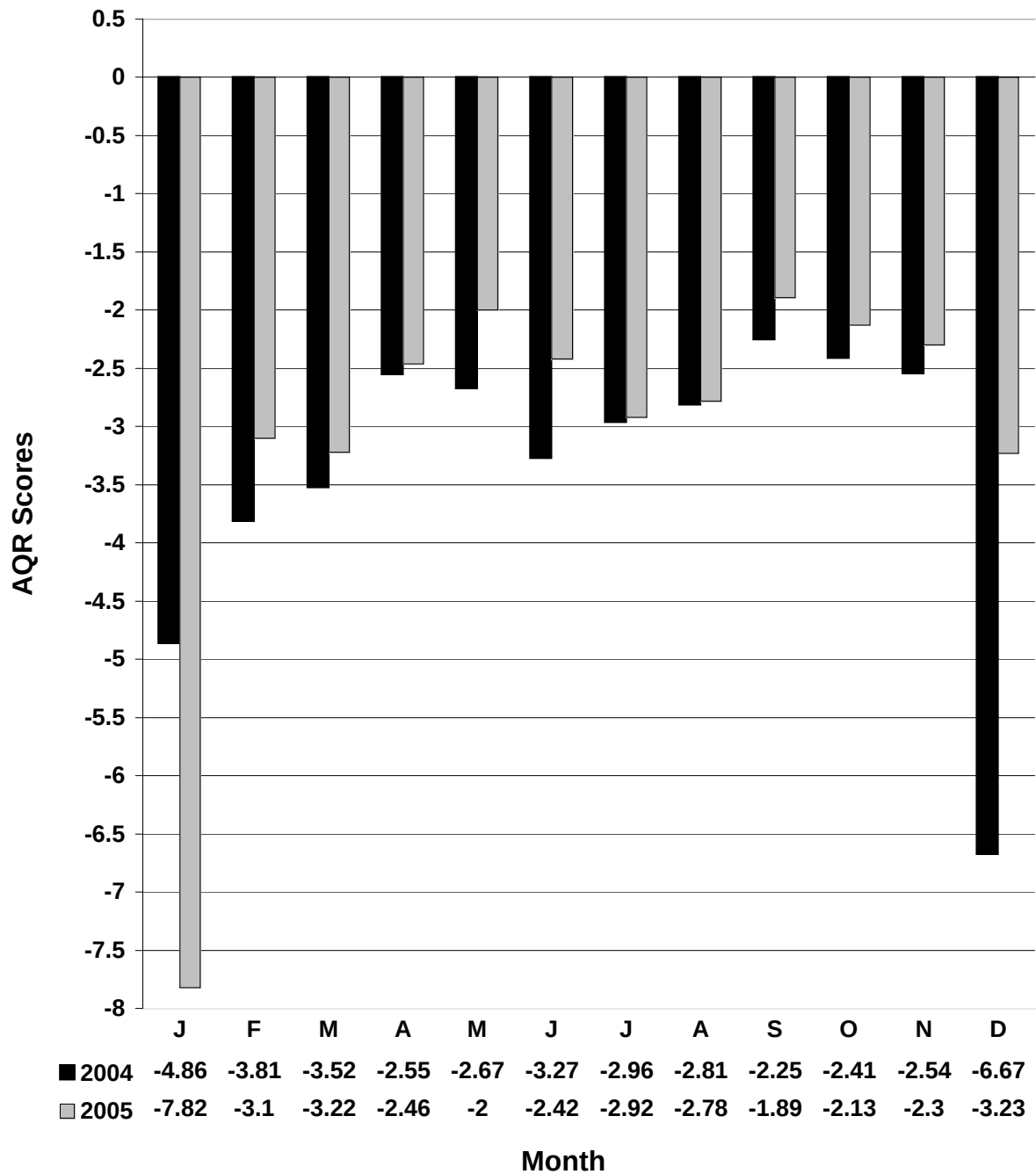
# Airline Quality Rating

COMAIR Airlines 2004 - 2005



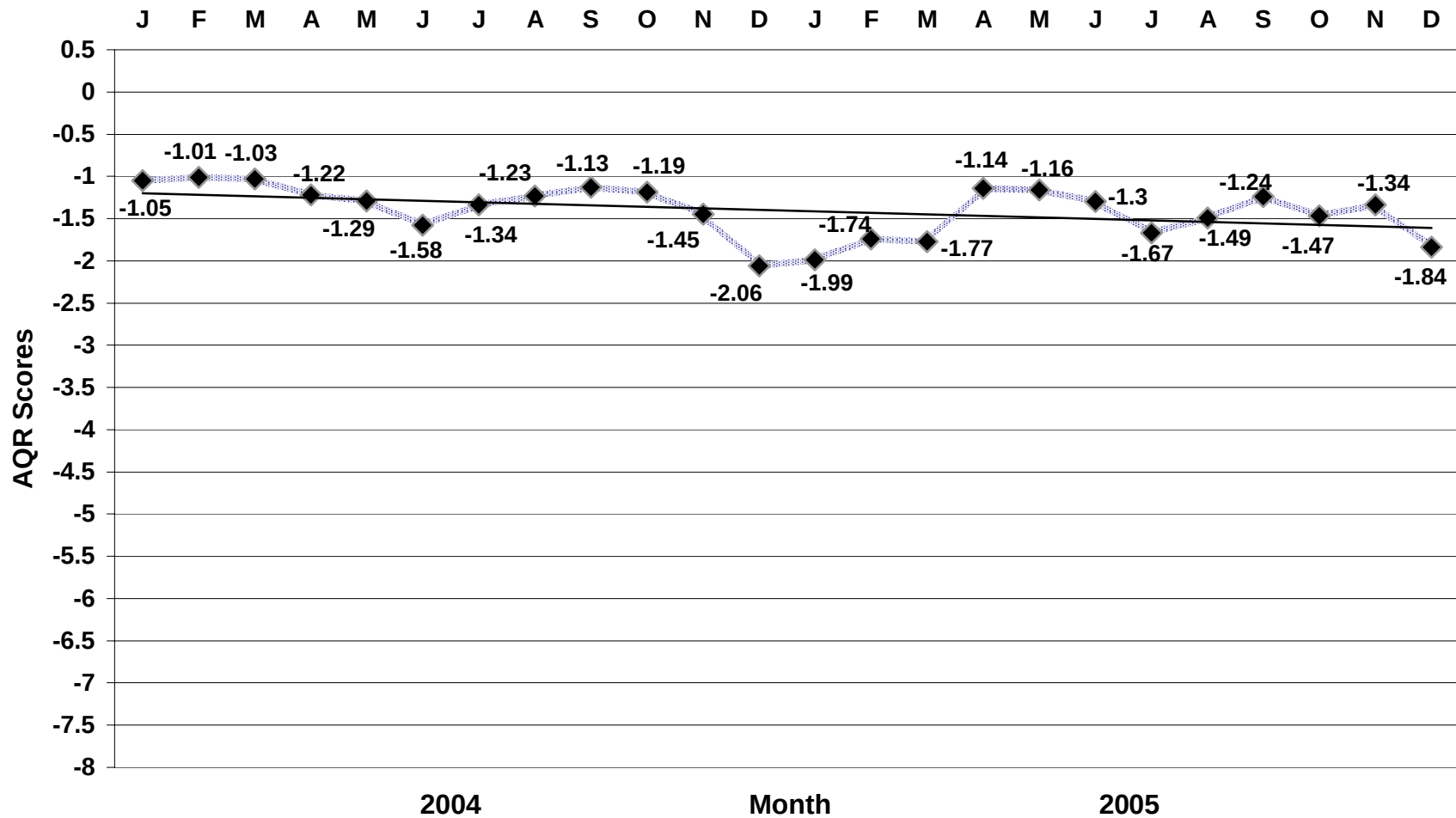
# Airline Quality Rating

COMAIR Airlines by Month



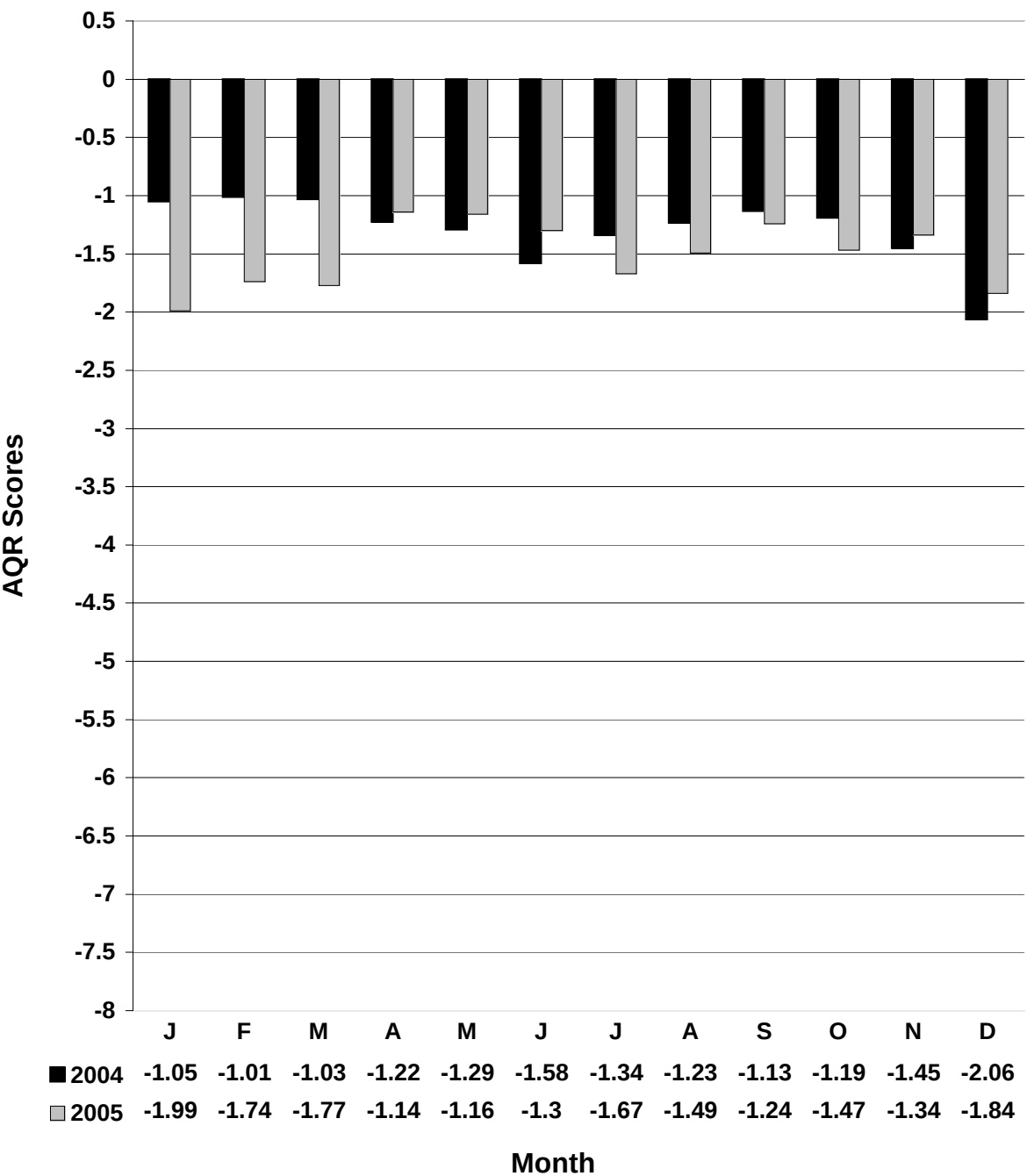
# Airline Quality Rating

Continental Airlines 2004 - 2005



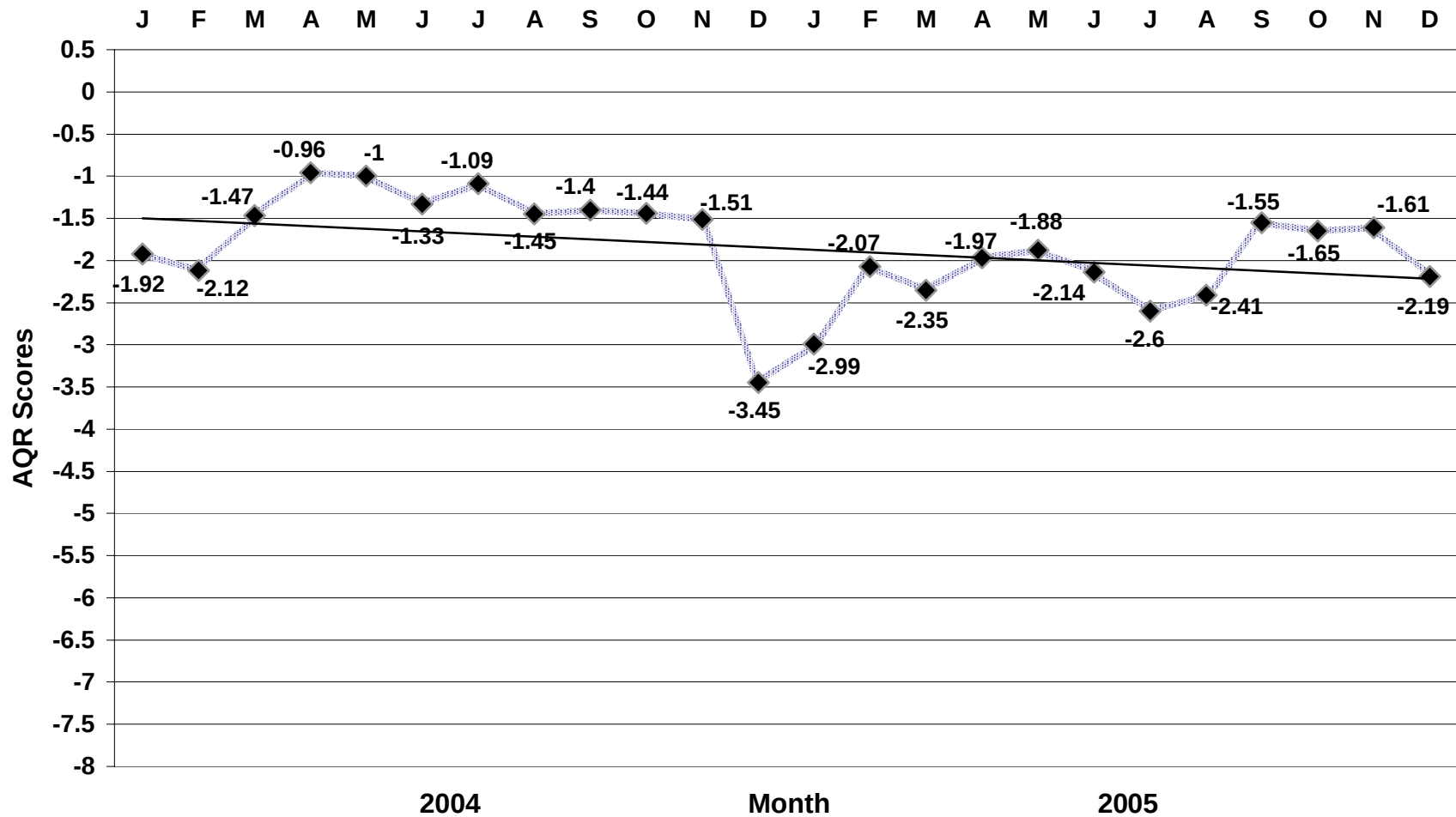
# Airline Quality Rating

Continental Airlines by Month



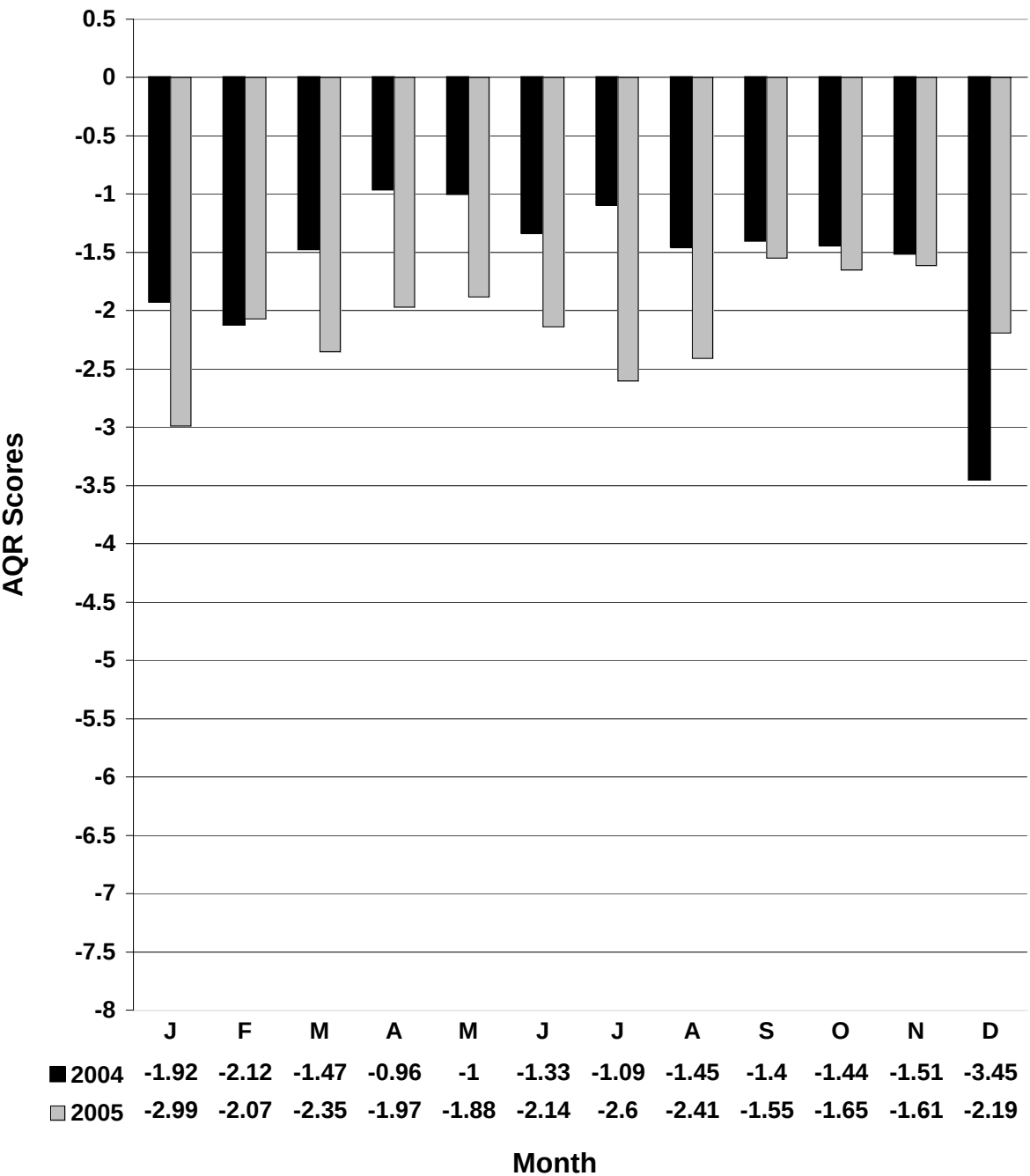
# Airline Quality Rating

Delta Airlines 2004 - 2005



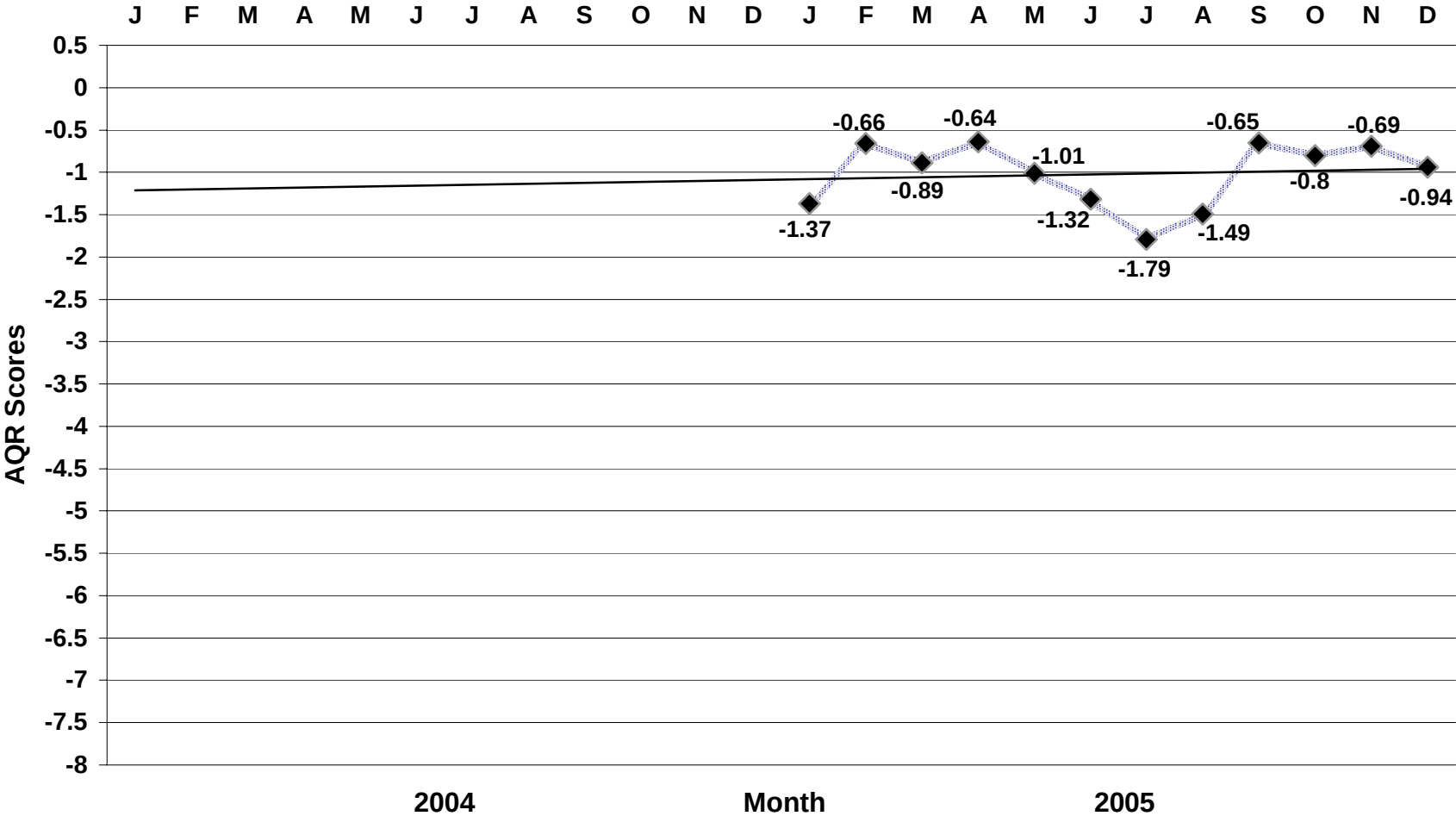
# Airline Quality Rating

Delta Airlines by Month



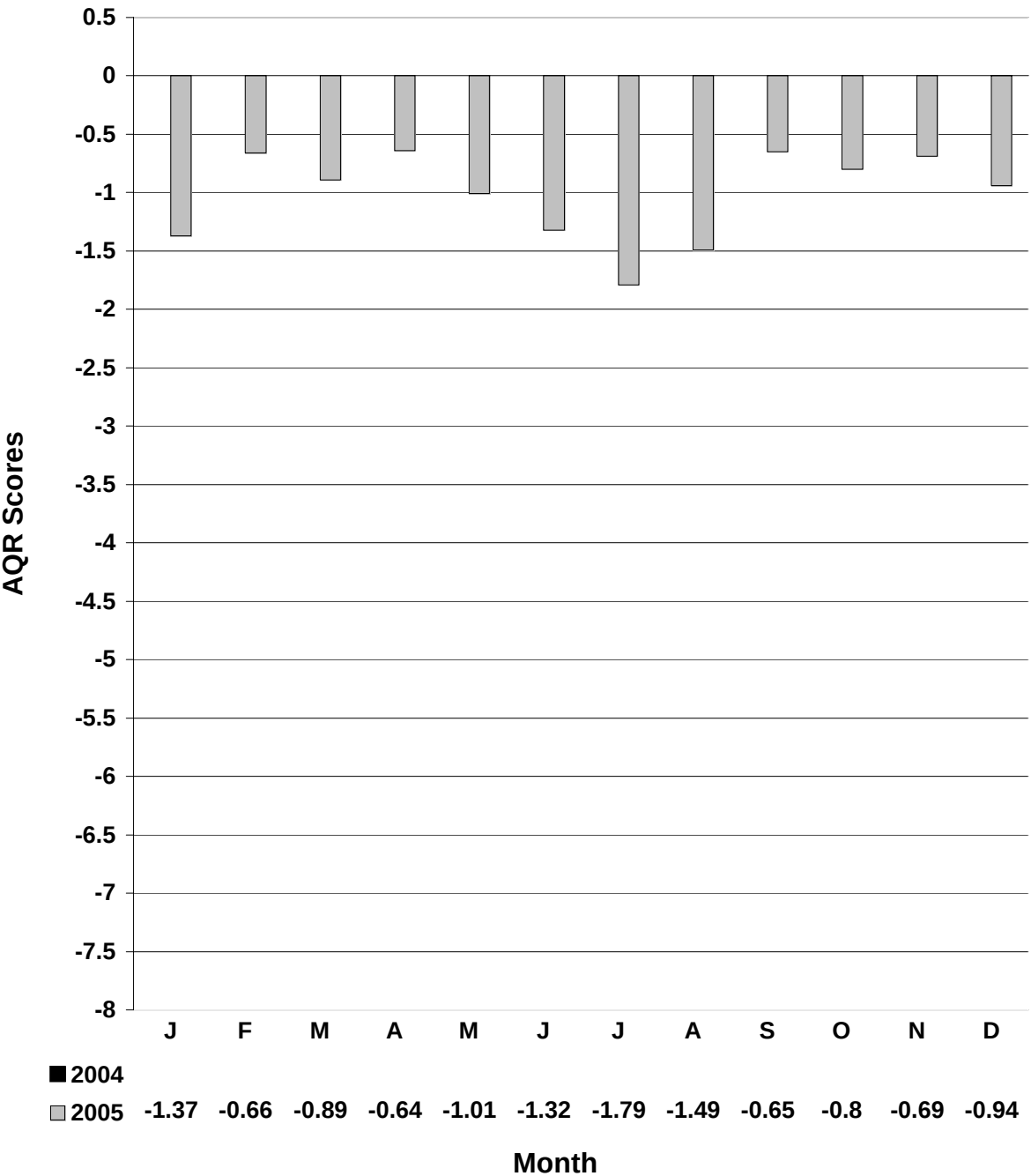
# Airline Quality Rating

Independence Air Airlines 2004 - 2005



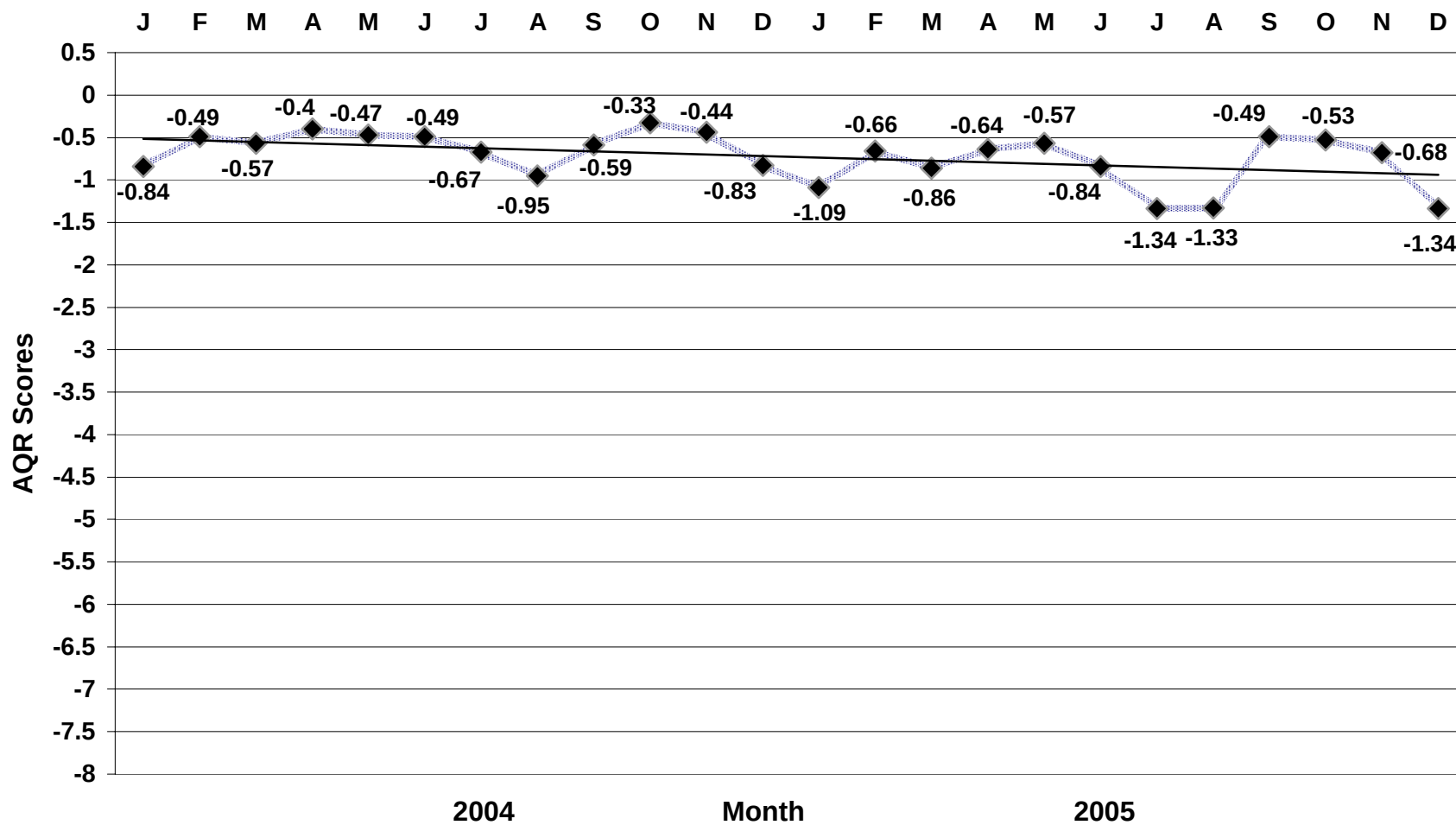
# Airline Quality Rating

Independence Air Airlines by Month



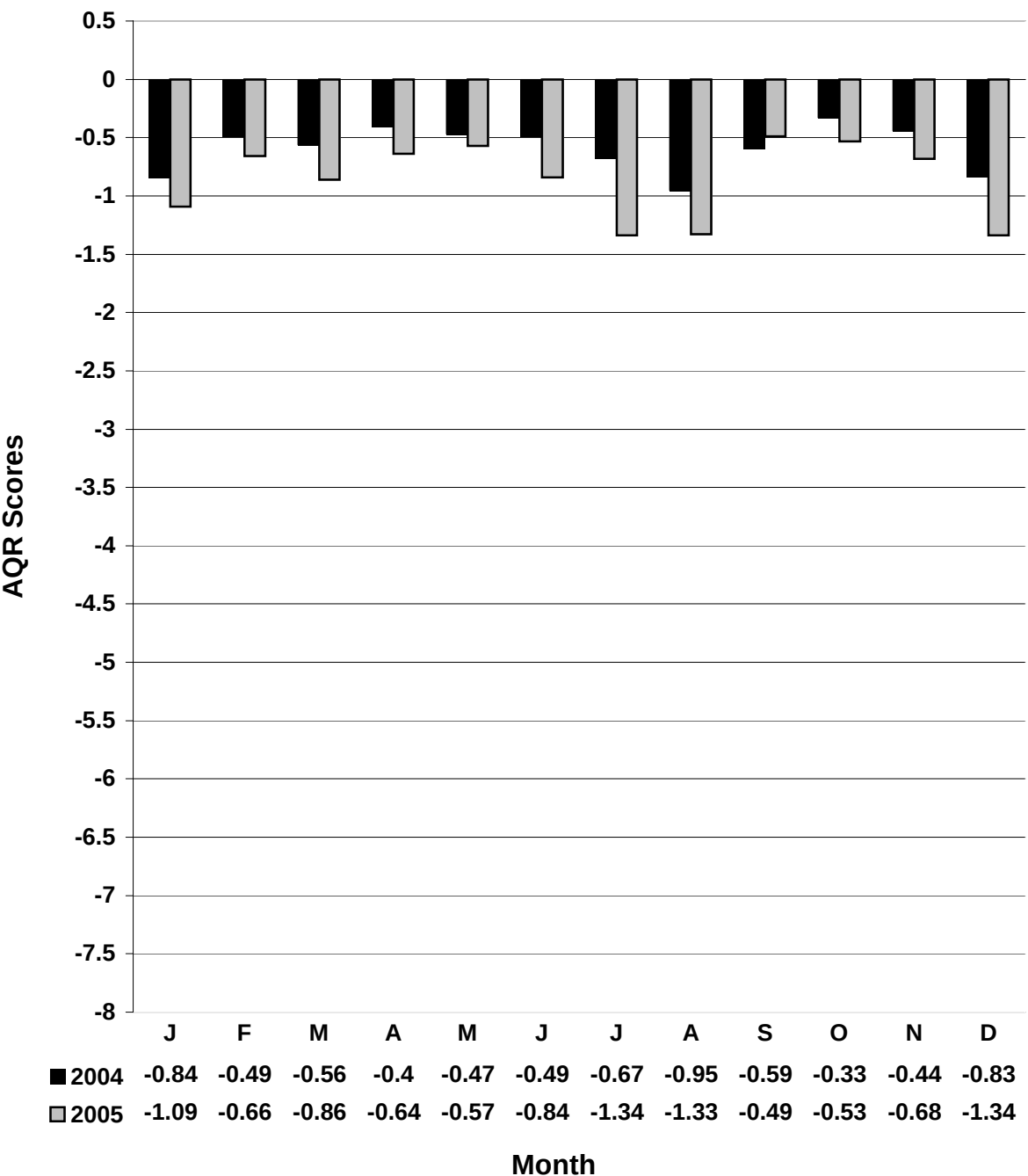
# Airline Quality Rating

Jet Blue Airlines 2004 - 2005



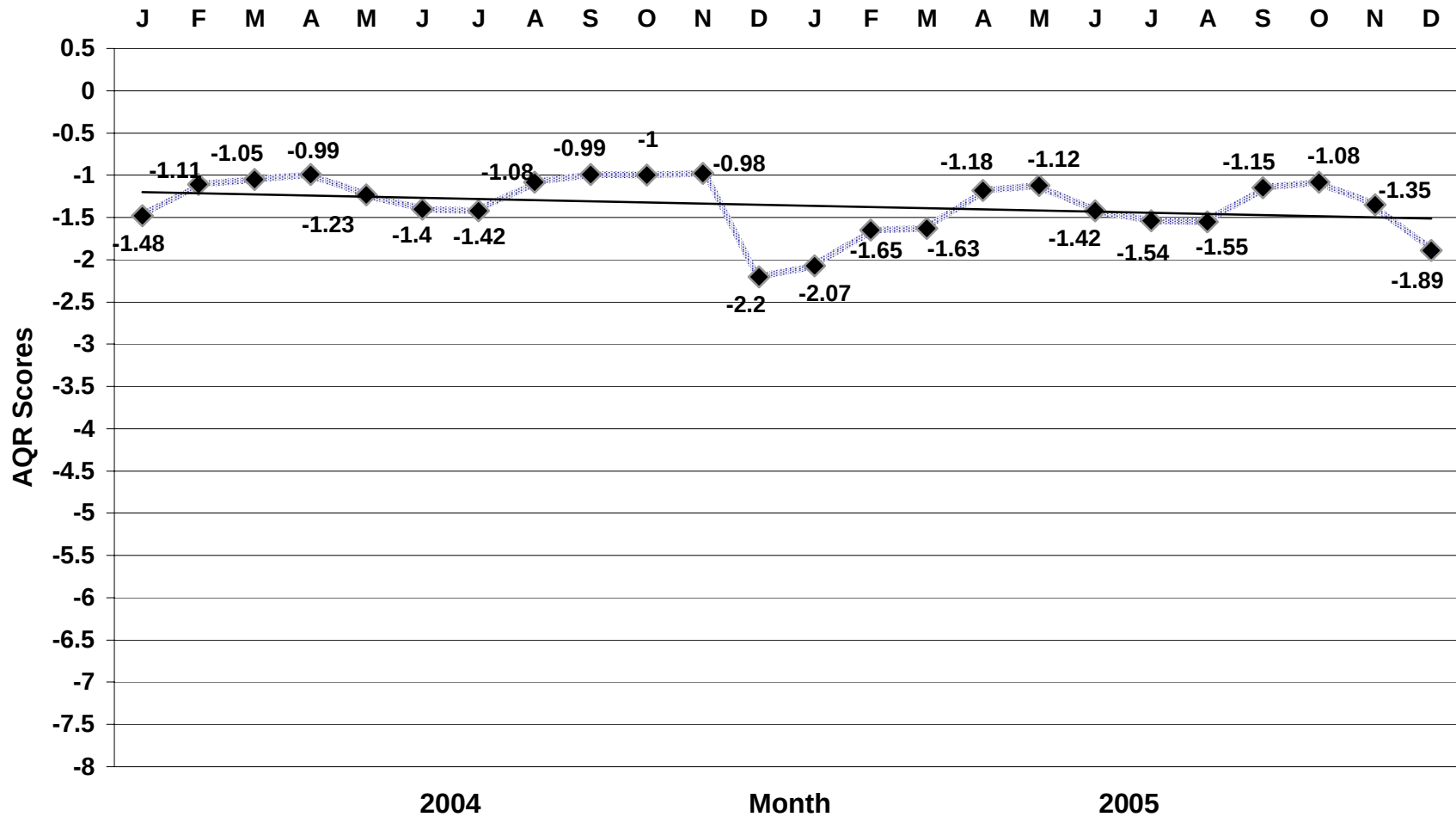
# Airline Quality Rating

Jet Blue Airlines by Month



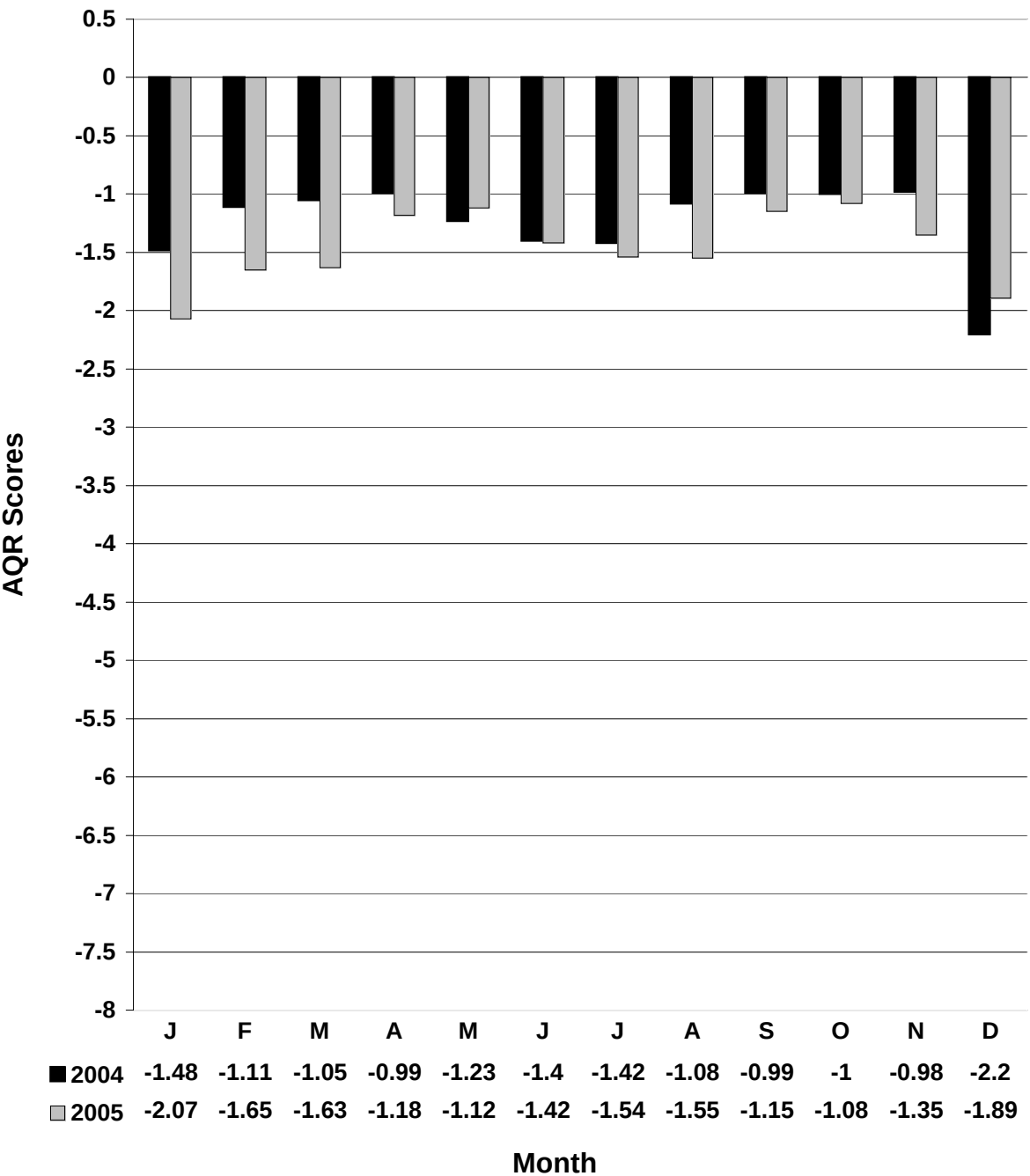
# Airline Quality Rating

Northwest Airlines 2004 - 2005



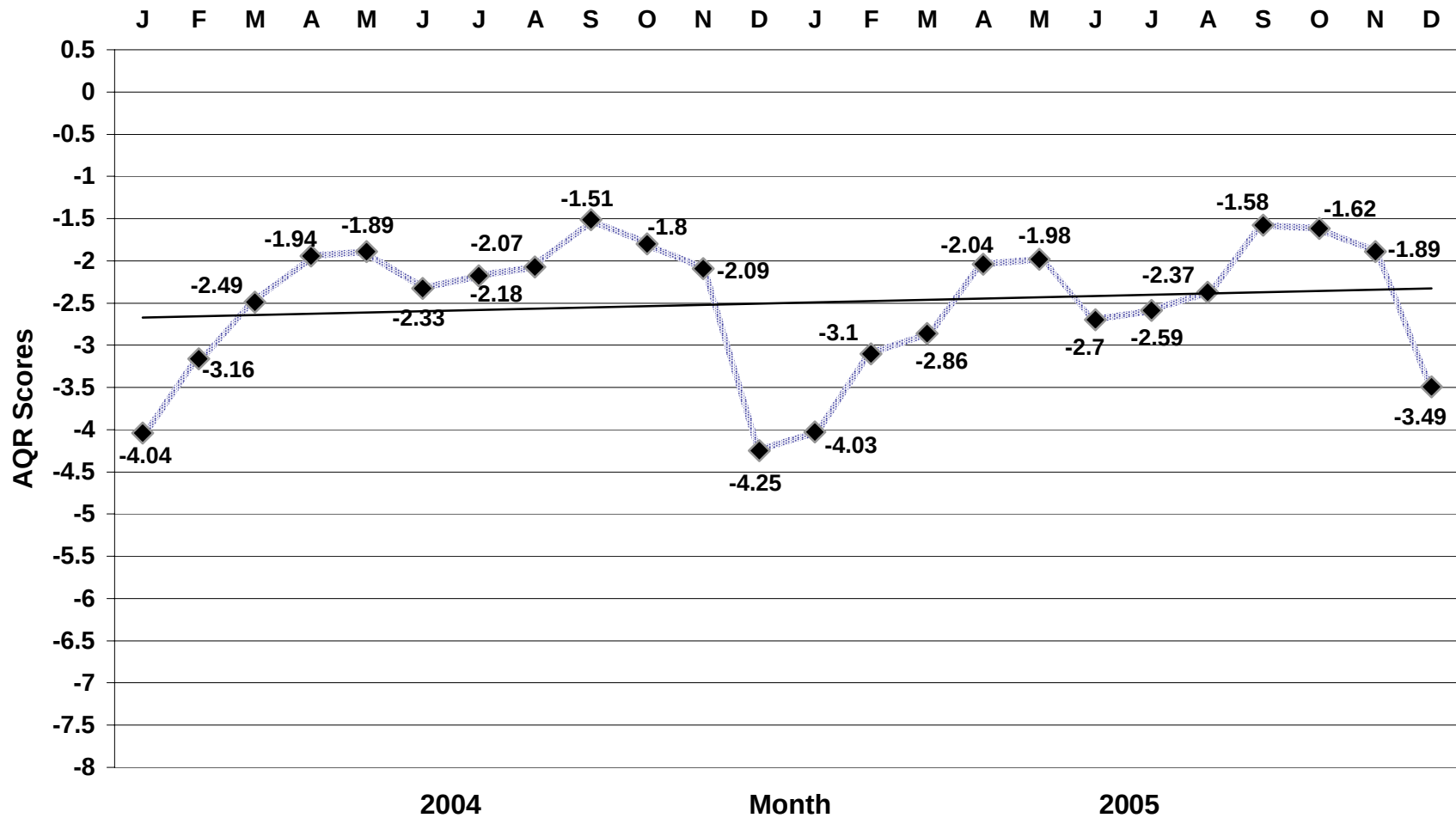
# Airline Quality Rating

Northwest Airlines by Month



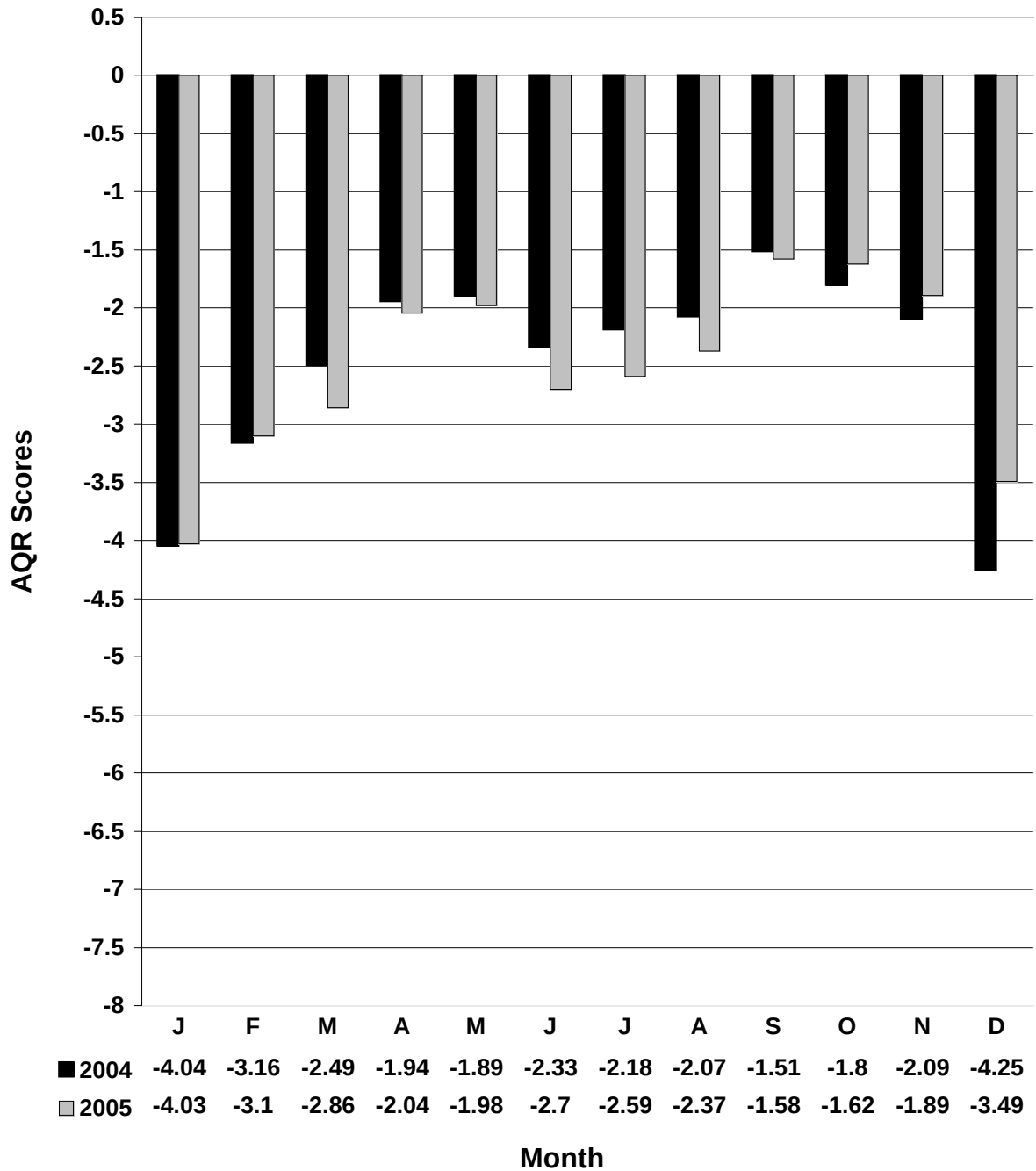
# Airline Quality Rating

SkyWest Airlines 2004 - 2005



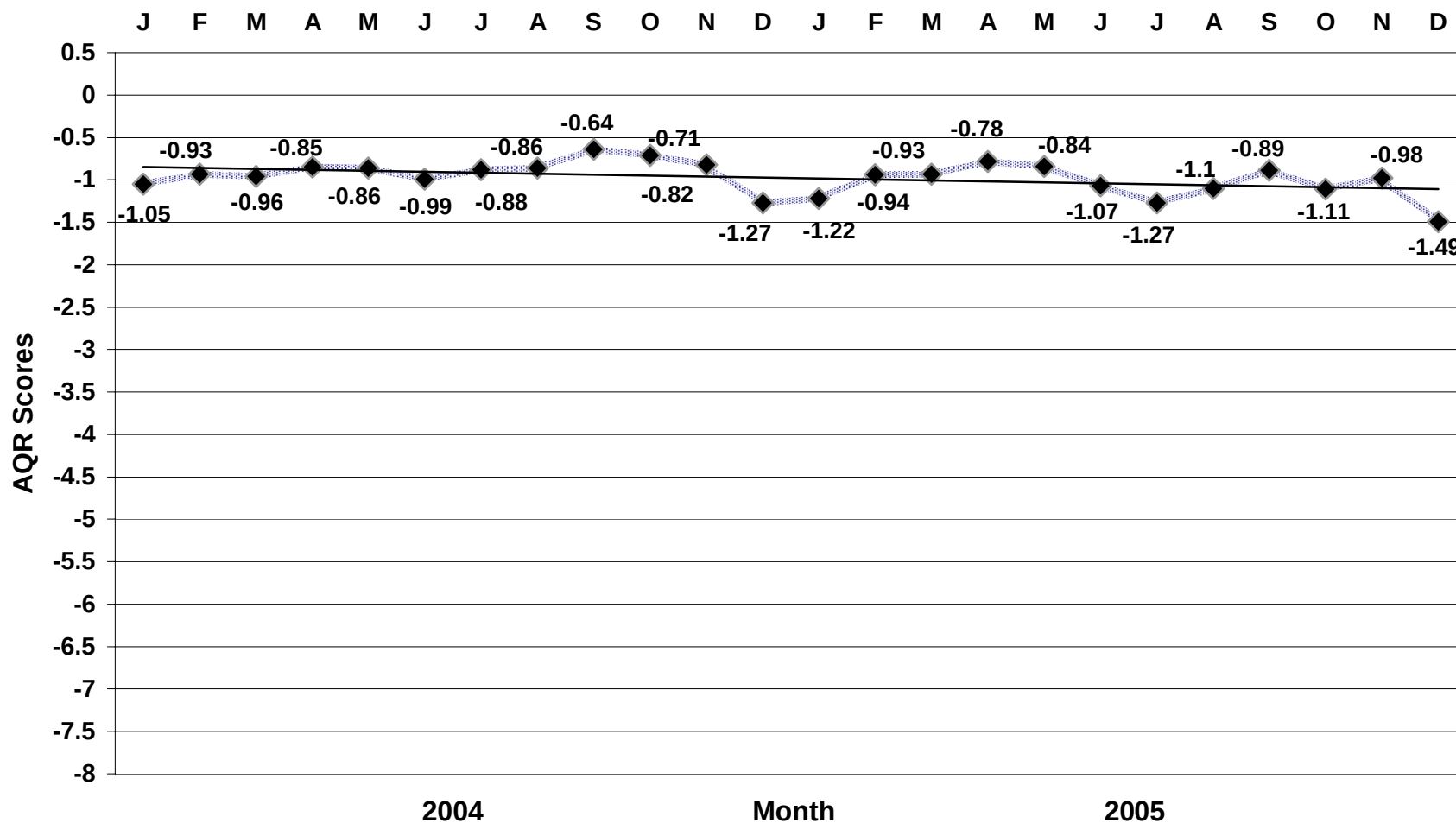
# Airline Quality Rating

SkyWest Airlines by Month



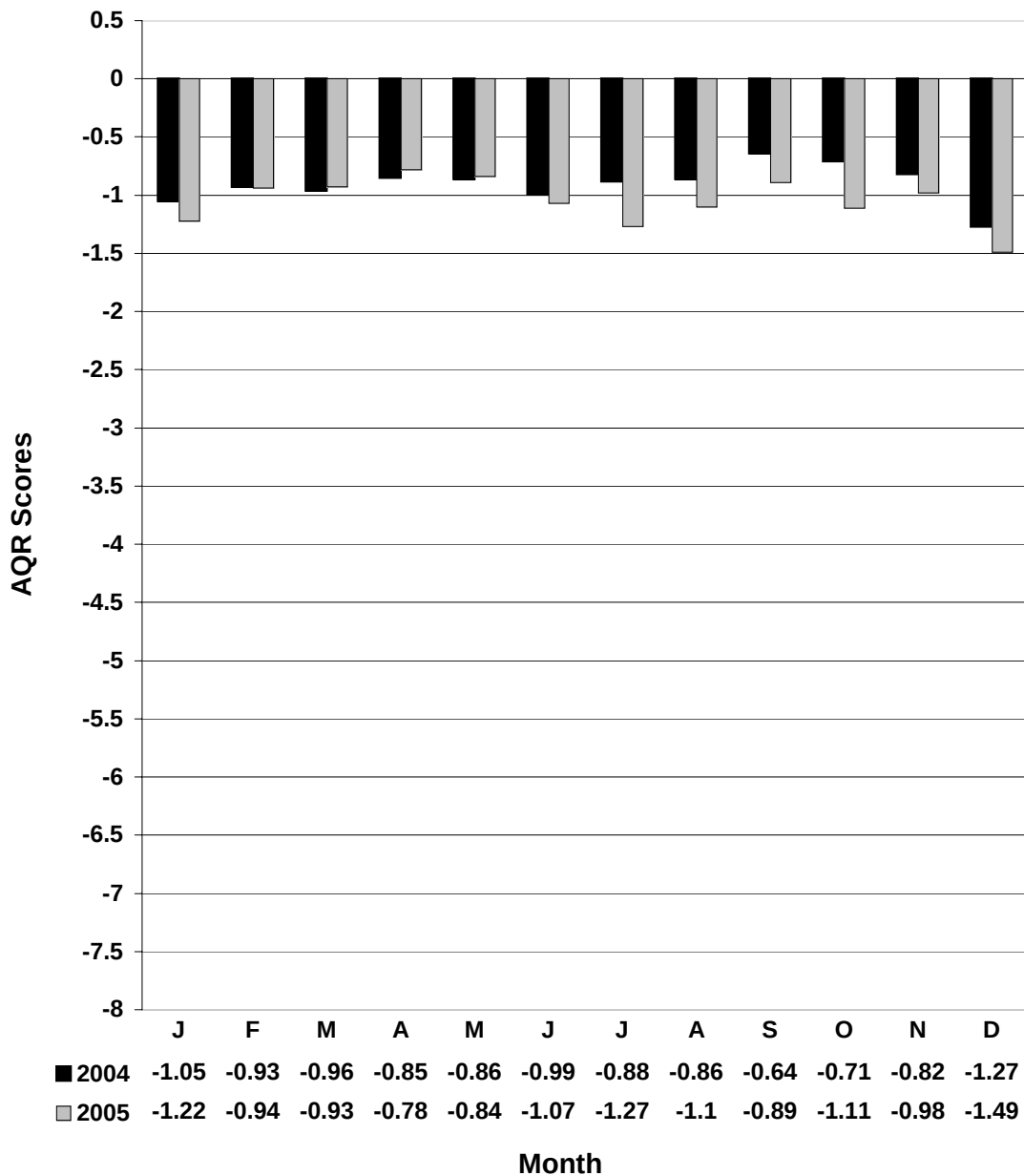
# Airline Quality Rating

Southwest Airlines 2004 - 2005



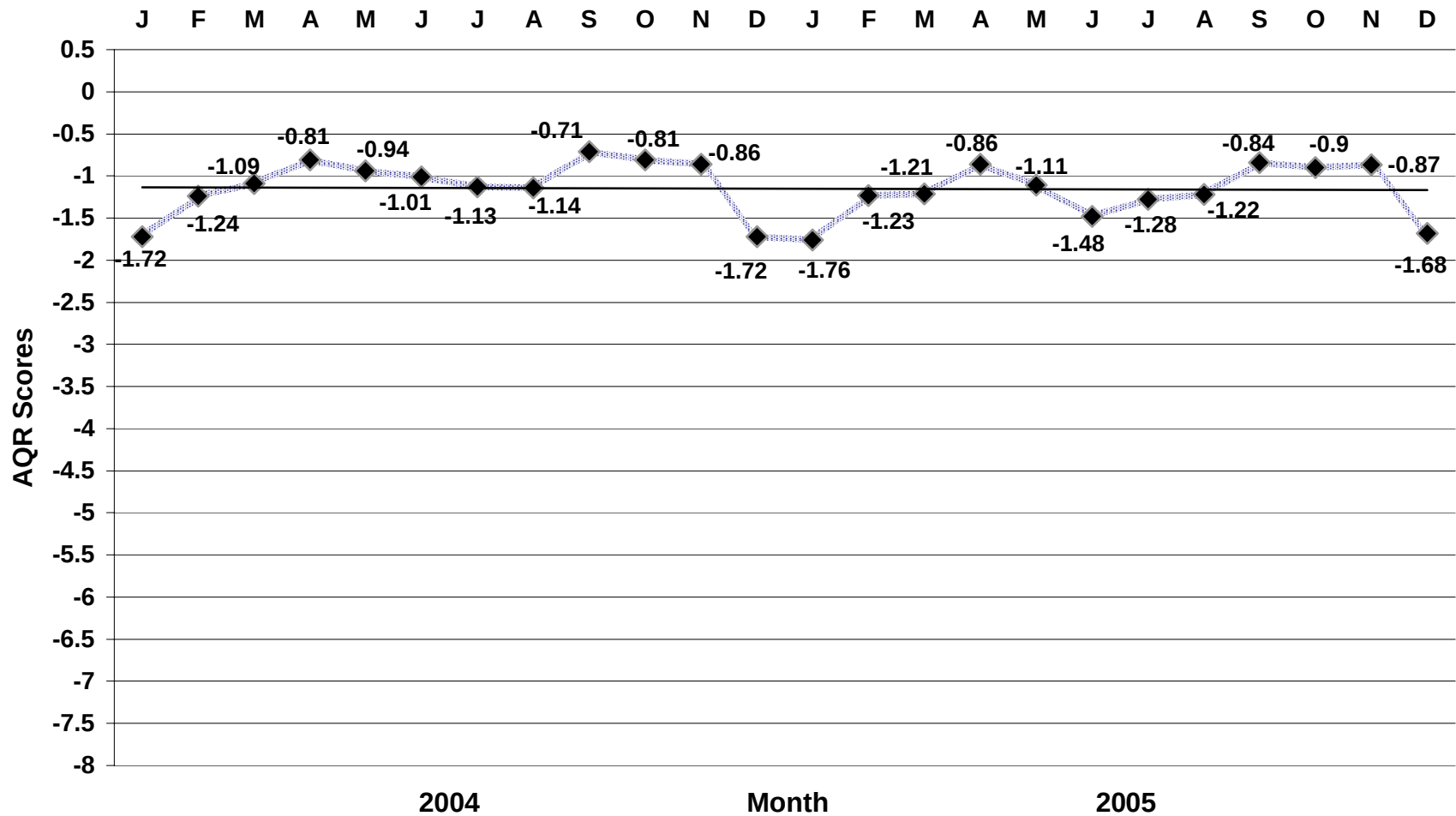
# Airline Quality Rating

Southwest Airlines by Month



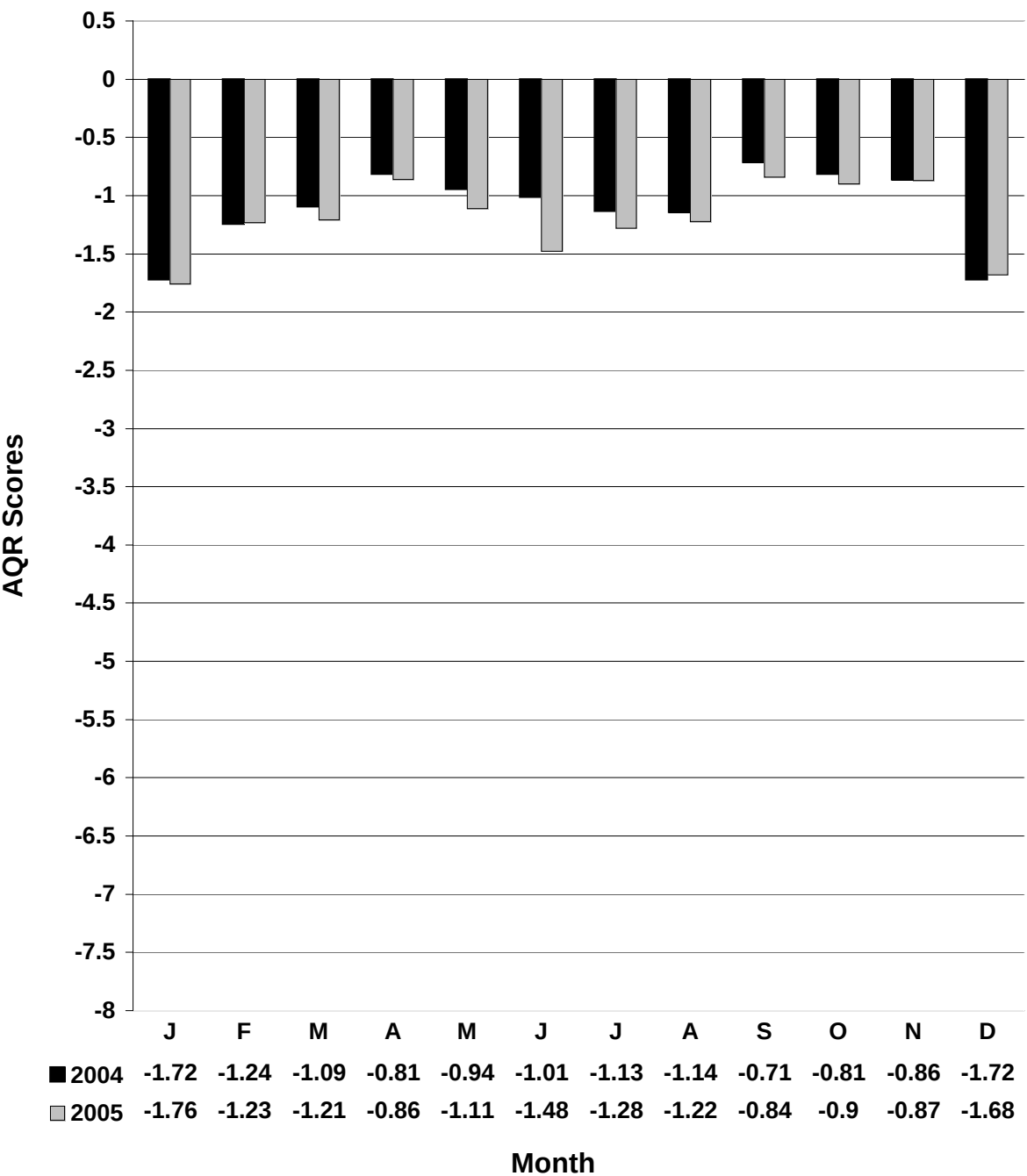
# Airline Quality Rating

United Airlines 2004 - 2005



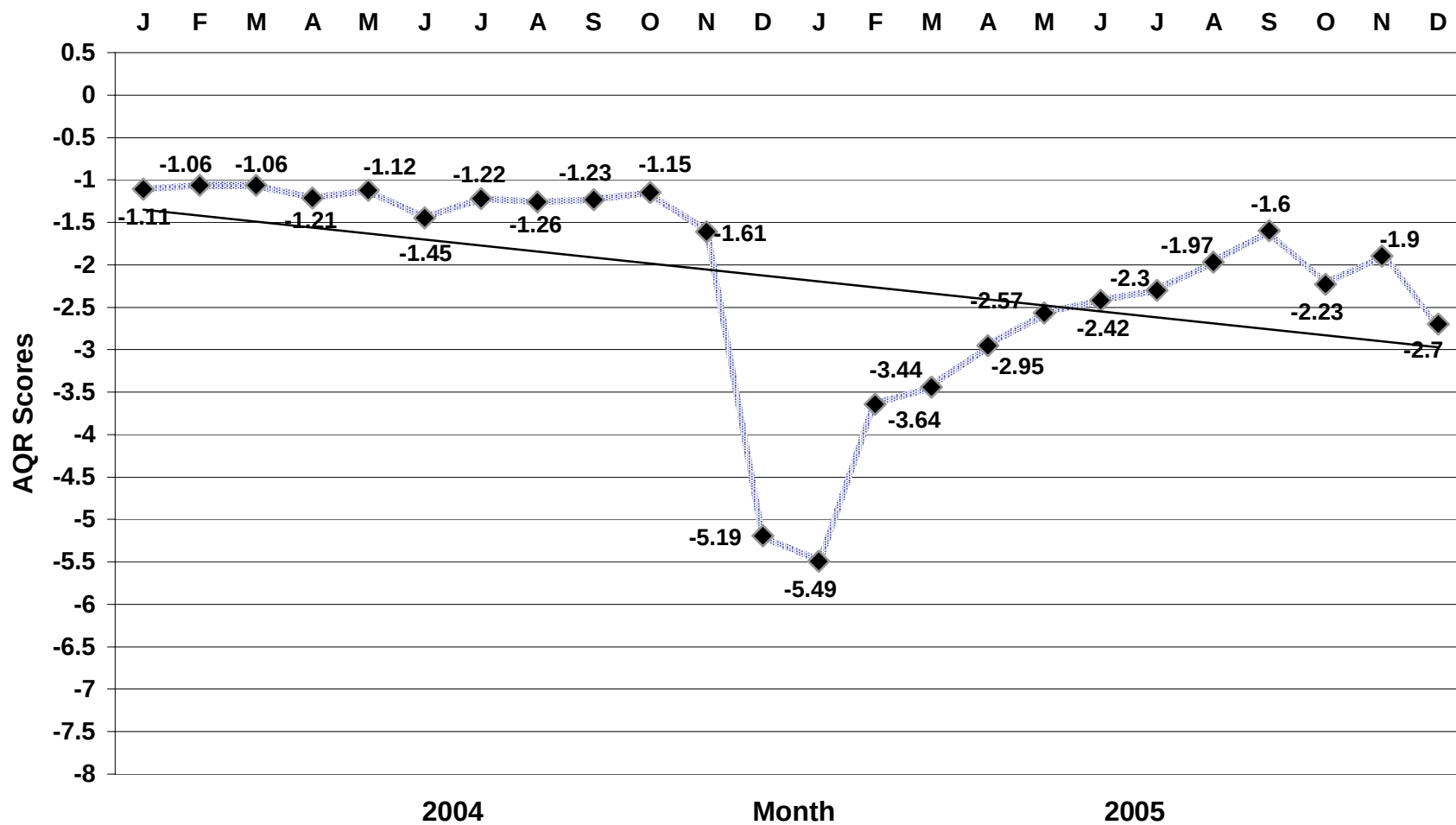
# Airline Quality Rating

United Airlines by Month



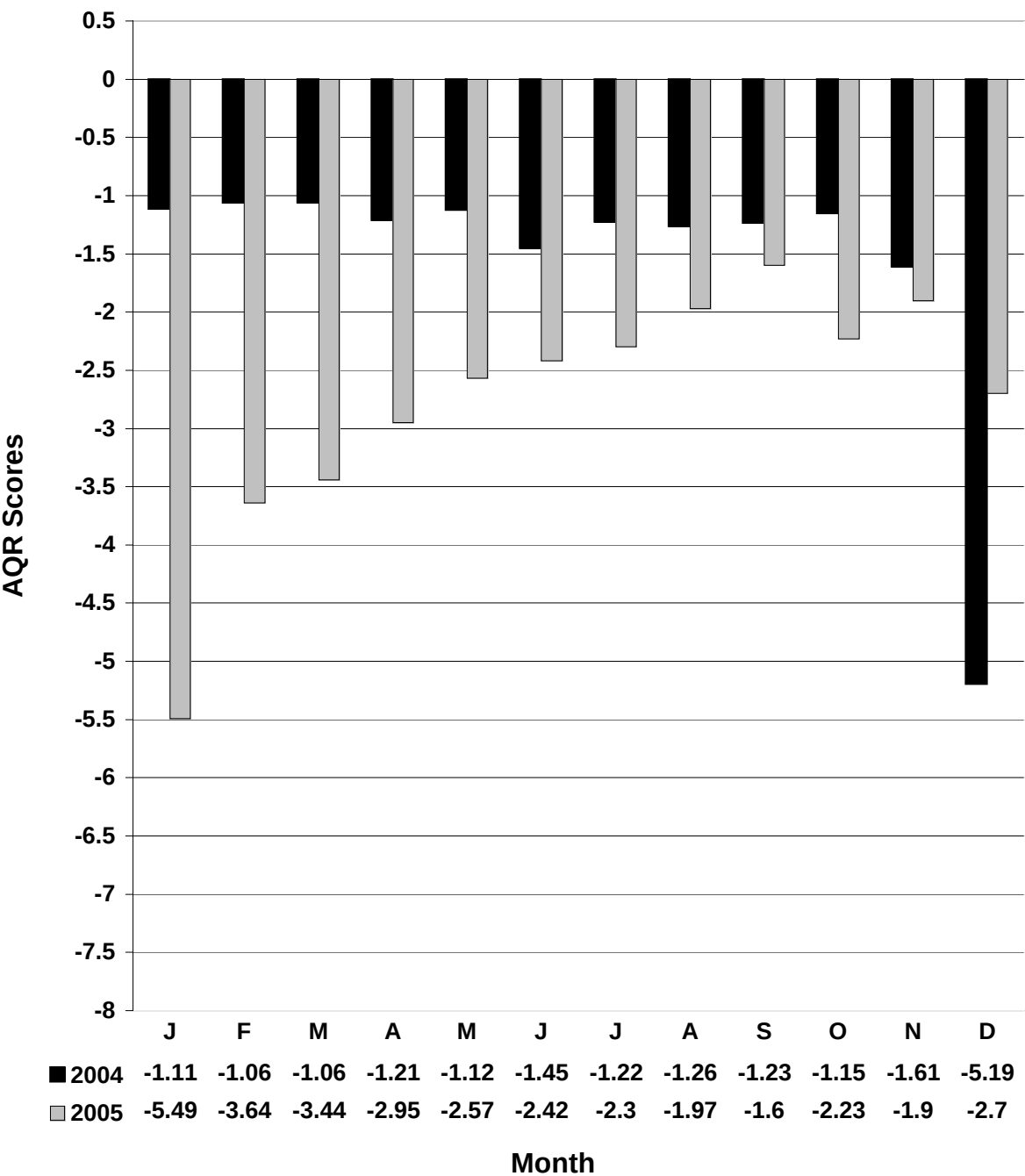
# Airline Quality Rating

US Airways 2004 - 2005



# 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 and charts provide a detailed look at the performance of each of the 17 U.S. airlines that handled at least 1% or more of the total passenger volume for 2005 in the specific areas of on-time arrivals, mishandled baggage, involuntary denied boardings, and consumer complaints. 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.

### 2004 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>                | .732 | .657 | .853 | .863 | .802 | .718 | .776 | .807 | .766 | .813 | .776 | .754 | .777   |
| <b>Alaska (AS)</b>                 | .677 | .786 | .802 | .849 | .817 | .763 | .788 | .772 | .788 | .789 | .701 | .632 | .765   |
| <b>America West (HP)</b>           | .763 | .717 | .748 | .769 | .803 | .730 | .764 | .749 | .822 | .767 | .750 | .705 | .757   |
| <b>American (AA)</b>               | .689 | .750 | .790 | .829 | .772 | .705 | .747 | .735 | .860 | .821 | .809 | .720 | .768   |
| <b>American Eagle (MQ)</b>         | .657 | .744 | .728 | .787 | .695 | .659 | .697 | .740 | .845 | .782 | .744 | .699 | .732   |
| <b>ATA (TZ)</b>                    | .685 | .794 | .804 | .876 | .790 | .792 | .737 | .807 | .886 | .866 | .821 | .736 | .798   |
| <b>Atlantic Southeast (EV)</b>     | .815 | .731 | .878 | .861 | .801 | .657 | .745 | .806 | .778 | .715 | .681 | .703 | .763   |
| <b>Comair (OH)</b>                 | .727 | .772 | .844 | .853 | .780 | .754 | .733 | .792 | .820 | .782 | .801 | .625 | .773   |
| <b>Continental (CO)</b>            | .799 | .799 | .799 | .786 | .760 | .681 | .765 | .813 | .859 | .877 | .778 | .757 | .789   |
| <b>Delta (DL)</b>                  | .765 | .709 | .837 | .830 | .756 | .681 | .729 | .762 | .770 | .795 | .766 | .737 | .762   |
| <b>Jet Blue (B6)</b>               | .781 | .882 | .850 | .869 | .834 | .825 | .784 | .754 | .838 | .868 | .875 | .675 | .818   |
| <b>Northwest (NW)</b>              | .738 | .774 | .792 | .848 | .768 | .742 | .772 | .812 | .854 | .818 | .842 | .735 | .791   |
| <b>SkyWest (OO)</b>                | .739 | .781 | .871 | .871 | .868 | .822 | .844 | .862 | .888 | .840 | .824 | .712 | .827   |
| <b>Southwest (WN)</b>              | .835 | .822 | .839 | .820 | .802 | .746 | .771 | .774 | .854 | .800 | .810 | .740 | .801   |
| <b>United (UA)</b>                 | .716 | .819 | .808 | .851 | .743 | .766 | .775 | .801 | .879 | .839 | .835 | .743 | .797   |
| <b>US Airways (US)</b>             | .800 | .835 | .841 | .842 | .817 | .761 | .769 | .756 | .816 | .809 | .787 | .686 | .792   |
| <b>Industry by Month</b>           | .751 | .774 | .817 | .833 | .781 | .730 | .761 | .781 | .837 | .808 | .792 | .716 | .783   |
| Atlantic Coast (DH) <sup>1,2</sup> | .648 | .730 | .740 | .797 | .694 | .718 | .700 | .777 | .825 | .791 | .815 | .724 | .747   |
| Express Jet (RU) <sup>1</sup>      | .769 | .804 | .784 | .795 | .740 | .694 | .747 | .793 | .863 | .842 | .743 | .670 | .769   |

<sup>1</sup>These airlines are not included in the Industry value. Only the 16 airlines that report all data elements included in the AQR for 2004 are part of the Industry value. Performance statistics are presented here for reference and comparison.

<sup>2</sup> Atlantic Coast Airlines became Independence Air in November, 2004.

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

### 2005 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>            | .701 | .691 | .674 | .788 | .810 | .664 | .600 | .641 | .831 | .746 | .779 | .657 | .713   |
| <b>Alaska (AS)</b>             | .710 | .739 | .738 | .770 | .590 | .498 | .637 | .691 | .785 | .805 | .754 | .673 | .697   |
| <b>America West (HP)</b>       | .719 | .763 | .818 | .852 | .855 | .808 | .764 | .819 | .868 | .841 | .852 | .785 | .812   |
| <b>American (AA)</b>           | .696 | .805 | .788 | .844 | .842 | .735 | .670 | .731 | .818 | .821 | .799 | .689 | .769   |
| <b>American Eagle (MQ)</b>     | .658 | .790 | .781 | .821 | .806 | .753 | .703 | .743 | .808 | .827 | .777 | .682 | .762   |
| <b>ATA (TZ)</b>                | .736 | .813 | .786 | .890 | .896 | .810 | .772 | .850 | .858 | .825 | .817 | .722 | .813   |
| <b>Atlantic Southeast (EV)</b> | .680 | .645 | .717 | .773 | .790 | .688 | .617 | .596 | .799 | .774 | .767 | .654 | .709   |
| <b>Comair (OH)</b>             | .673 | .793 | .782 | .855 | .883 | .812 | .766 | .798 | .871 | .849 | .792 | .726 | .801   |
| <b>Continental (CO)</b>        | .780 | .771 | .729 | .804 | .837 | .790 | .695 | .757 | .795 | .781 | .793 | .710 | .769   |
| <b>Delta (DL)</b>              | .734 | .766 | .756 | .826 | .851 | .735 | .656 | .701 | .827 | .801 | .784 | .726 | .763   |
| <b>Independence Air (DH)</b>   | .751 | .788 | .791 | .846 | .787 | .692 | .655 | .785 | .877 | .825 | .844 | .787 | .780   |
| <b>Jet Blue (B6)</b>           | .631 | .781 | .633 | .770 | .820 | .694 | .615 | .738 | .838 | .751 | .746 | .637 | .714   |
| <b>Northwest (NW)</b>          | .725 | .765 | .766 | .837 | .849 | .727 | .700 | .672 | .748 | .806 | .749 | .656 | .750   |
| <b>SkyWest (OO)</b>            | .726 | .826 | .826 | .876 | .882 | .831 | .842 | .845 | .872 | .863 | .813 | .686 | .825   |
| <b>Southwest (WN)</b>          | .756 | .799 | .803 | .867 | .864 | .804 | .757 | .784 | .839 | .808 | .840 | .772 | .807   |
| <b>United (UA)</b>             | .686 | .801 | .795 | .848 | .804 | .703 | .728 | .809 | .831 | .830 | .812 | .682 | .776   |
| <b>US Airways (US)</b>         | .686 | .738 | .685 | .800 | .838 | .716 | .677 | .783 | .863 | .798 | .827 | .765 | .762   |
| <b>Industry by Month</b>       | .713 | .776 | .769 | .835 | .836 | .748 | .708 | .750 | .829 | .814 | .800 | .710 | .773   |
| <b>*Express Jet (RU)</b>       | .713 | .754 | .763 | .817 | .830 | .787 | .677 | .726 | .760 | .768 | .774 | .691 | .754   |
| <b>*Frontier (F9)</b>          | N/A  | N/A  | N/A  | N/A  | .835 | .789 | .806 | .851 | .918 | .862 | .853 | .679 | N/A    |
| <b>*Hawaiian (HA)</b>          | .926 | .961 | .905 | .956 | .959 | .941 | .964 | .974 | .963 | .968 | .952 | .942 | .951   |

\*These airlines are not included in the Industry value. Only the 17 airlines that are required to report all data elements for the full year are included in the AQR as 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.

**2004 Involuntary Denied Boardings by Quarter for U.S. Airlines**  
(per 10,000 passengers)

|                                    | <b>1st<br/>Quarter</b> | <b>2nd<br/>Quarter</b> | <b>3rd<br/>Quarter</b> | <b>4th<br/>Quarter</b> | <b>Annual</b> |
|------------------------------------|------------------------|------------------------|------------------------|------------------------|---------------|
| <b>AirTran (FL)</b>                | 0.86                   | 0.17                   | 0.05                   | 0.13                   | 0.28          |
| <b>Alaska (AS)</b>                 | 2.24                   | 0.90                   | 0.96                   | 0.83                   | 1.22          |
| <b>America West (HP)</b>           | 0.73                   | 0.78                   | 0.41                   | 0.90                   | 0.70          |
| <b>American (AA)</b>               | 0.57                   | 0.47                   | 0.37                   | 0.67                   | 0.52          |
| <b>American Eagle (MQ)</b>         | 0.38                   | 0.44                   | 0.44                   | 0.37                   | 0.41          |
| <b>ATA (TZ)</b>                    | 1.19                   | 1.49                   | 2.63                   | 4.24                   | 2.33          |
| Atlantic Coast (DH) <sup>1,2</sup> | N/A                    | N/A                    | N/A                    | 0.00                   | N/A           |
| <b>Atlantic Southeast (EV)</b>     | 3.20                   | 1.53                   | 1.92                   | 2.88                   | 2.37          |
| <b>Comair (OH)</b>                 | 4.58                   | 2.30                   | 1.48                   | 1.33                   | 2.28          |
| <b>Continental (CO)</b>            | 1.16                   | 1.99                   | 1.56                   | 2.27                   | 1.76          |
| <b>Delta (DL)</b>                  | 1.65                   | 1.07                   | 0.78                   | 0.99                   | 1.12          |
| Express Jet (RU) <sup>1</sup>      | N/A                    | N/A                    | N/A                    | N/A                    | N/A           |
| <b>Jet Blue (B6)</b>               | 0.01                   | 0.02                   | 0.03                   | 0.00                   | 0.01          |
| <b>Northwest (NW)</b>              | 0.86                   | 0.89                   | 0.45                   | 0.93                   | 0.78          |
| <b>SkyWest (OO)</b>                | 0.00                   | 0.22                   | 0.06                   | 0.49                   | 0.27          |
| <b>Southwest (WN)</b>              | 1.47                   | 1.12                   | 0.62                   | 0.64                   | 0.95          |
| <b>United (UA)</b>                 | 0.82                   | 0.46                   | 0.27                   | 0.47                   | 0.49          |
| <b>US Airways (US)</b>             | 0.54                   | 0.76                   | 0.52                   | 0.76                   | 0.65          |
| <b>Industry by Quarter</b>         | <b>1.08</b>            | <b>0.88</b>            | <b>0.63</b>            | <b>0.90</b>            | <b>0.87</b>   |

<sup>1</sup>These airlines are not included in the Industry value. Only the 16 airlines that report all data elements included in the AQR for 2004 are part of the Industry value.

<sup>2</sup> Atlantic Coast Airlines became Independence Air in November, 2004.

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

**2005 Involuntary Denied Boardings by Quarter for U.S. Airlines**  
(per 10,000 passengers)

|                                | <b>1st<br/>Quarter</b> | <b>2nd<br/>Quarter</b> | <b>3rd<br/>Quarter</b> | <b>4th<br/>Quarter</b> | <b>Annual</b> |
|--------------------------------|------------------------|------------------------|------------------------|------------------------|---------------|
| <b>AirTran (FL)</b>            | 0.61                   | 0.50                   | 0.32                   | 0.10                   | 0.37          |
| <b>Alaska (AS)</b>             | 1.46                   | 1.19                   | 2.05                   | 1.54                   | 1.58          |
| <b>America West (HP)</b>       | 1.21                   | 1.39                   | 0.63                   | 1.02                   | 1.06          |
| <b>American (AA)</b>           | 0.72                   | 0.62                   | 0.53                   | 0.67                   | 0.63          |
| <b>American Eagle (MQ)</b>     | 0.79                   | 0.23                   | 0.46                   | 0.96                   | 0.61          |
| <b>ATA (TZ)</b>                | 5.95                   | 1.57                   | 1.58                   | 1.20                   | 2.75          |
| <b>Atlantic Southeast (EV)</b> | 2.68                   | 1.32                   | 0.39                   | 2.03                   | 1.57          |
| <b>Comair (OH)</b>             | 1.08                   | 0.38                   | 0.14                   | 0.61                   | 0.61          |
| <b>Continental (CO)</b>        | 3.01                   | 1.44                   | 1.34                   | 1.92                   | 1.92          |
| <b>Delta (DL)</b>              | 1.06                   | 1.41                   | 1.27                   | 1.54                   | 1.31          |
| <b>*Express Jet (RU)</b>       | N/A                    | N/A                    | N/A                    | N/A                    | N/A           |
| <b>*Frontier (F9)</b>          | N/A                    | 0.27                   | 0.17                   | 0.27                   | N/A           |
| <b>*Hawaiian (HA)</b>          | 0.04                   | 0.06                   | 0.05                   | 0.11                   | 0.07          |
| <b>Independence Air (DH)</b>   | 0.00                   | 0.03                   | 0.00                   | 0.00                   | 0.01          |
| <b>Jet Blue (B6)</b>           | 0.00                   | 0.00                   | 0.00                   | 0.00                   | 0.00          |
| <b>Northwest (NW)</b>          | 1.70                   | 1.05                   | 0.47                   | 0.64                   | 0.96          |
| <b>SkyWest (OO)</b>            | 0.70                   | 0.46                   | 0.16                   | 0.31                   | 0.35          |
| <b>Southwest (WN)</b>          | 0.74                   | 0.70                   | 0.70                   | 0.62                   | 0.69          |
| <b>United (UA)</b>             | 0.42                   | 0.54                   | 0.49                   | 0.45                   | 0.48          |
| <b>US Airways (US)</b>         | 1.01                   | 0.62                   | 0.47                   | 0.41                   | 0.64          |
| <b>Industry by Quarter</b>     | 1.12                   | 0.88                   | 0.75                   | 0.85                   | 0.89          |

\* These airlines are not included in the Industry value. Only the 17 airlines that are required to report all data elements for the full year are included in the AQR as 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.

## 2004 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>                | 3.16  | 2.98  | 3.02  | 2.75  | 2.87  | 3.35  | 3.02  | 3.12  | 2.21  | 1.81  | 2.18  | 3.23  | 2.82   |
| <b>Alaska (AS)</b>                 | 4.09  | 2.79  | 2.74  | 2.73  | 3.12  | 4.29  | 4.76  | 4.30  | 2.95  | 2.33  | 2.90  | 4.28  | 3.51   |
| <b>America West (HP)</b>           | 3.96  | 3.58  | 3.50  | 3.07  | 2.94  | 4.24  | 4.46  | 4.76  | 3.24  | 3.61  | 3.95  | 6.23  | 3.98   |
| <b>American (AA)</b>               | 6.10  | 4.67  | 4.19  | 3.49  | 4.25  | 5.39  | 4.96  | 5.06  | 3.21  | 3.64  | 4.05  | 7.59  | 4.73   |
| <b>American Eagle (MQ)</b>         | 12.60 | 8.46  | 8.38  | 6.56  | 8.38  | 10.16 | 10.11 | 9.51  | 6.11  | 6.78  | 7.52  | 13.41 | 8.95   |
| <b>ATA (TZ)</b>                    | 5.60  | 3.63  | 3.76  | 3.21  | 3.23  | 3.65  | 4.22  | 4.14  | 2.90  | 2.95  | 3.10  | 5.47  | 3.82   |
| <b>Atlantic Southeast (EV)</b>     | 19.61 | 16.08 | 12.17 | 10.27 | 10.94 | 15.91 | 13.38 | 12.10 | 11.03 | 12.21 | 12.56 | 28.16 | 14.49  |
| <b>Comair (OH)</b>                 | 14.90 | 10.48 | 9.39  | 7.88  | 8.89  | 10.66 | 10.60 | 9.84  | 7.79  | 8.61  | 9.08  | 22.23 | 10.66  |
| <b>Continental (CO)</b>            | 3.25  | 2.91  | 3.05  | 2.89  | 3.41  | 4.34  | 3.79  | 3.38  | 2.94  | 2.80  | 3.73  | 6.15  | 3.58   |
| <b>Delta (DL)</b>                  | 5.75  | 6.83  | 4.21  | 3.05  | 3.19  | 4.32  | 3.95  | 5.08  | 4.91  | 4.98  | 5.45  | 12.69 | 5.17   |
| <b>Jet Blue (B6)</b>               | 3.64  | 2.92  | 2.91  | 2.51  | 2.18  | 2.85  | 3.25  | 4.35  | 2.58  | 2.17  | 2.44  | 3.90  | 2.99   |
| <b>Northwest (NW)</b>              | 4.59  | 3.44  | 3.39  | 3.17  | 3.52  | 4.68  | 5.28  | 4.02  | 3.69  | 3.28  | 3.44  | 7.87  | 4.22   |
| <b>SkyWest (OO)</b>                | 16.79 | 12.84 | 10.13 | 7.97  | 7.94  | 9.47  | 8.86  | 8.49  | 6.80  | 7.55  | 8.53  | 16.50 | 10.00  |
| <b>Southwest (WN)</b>              | 3.48  | 2.96  | 3.08  | 2.98  | 3.07  | 3.45  | 3.60  | 3.41  | 2.69  | 2.91  | 3.39  | 5.15  | 3.35   |
| <b>United (UA)</b>                 | 5.64  | 3.74  | 3.64  | 2.96  | 3.57  | 3.72  | 4.36  | 4.16  | 2.62  | 3.29  | 3.27  | 6.43  | 3.93   |
| <b>US Airways (US)</b>             | 3.85  | 3.66  | 3.97  | 4.01  | 4.02  | 4.95  | 4.44  | 4.21  | 4.05  | 3.94  | 5.83  | 17.13 | 5.33   |
| <b>Industry by Month</b>           | 5.65  | 4.81  | 4.18  | 3.57  | 4.00  | 4.91  | 4.84  | 4.79  | 3.80  | 4.01  | 4.53  | 9.11  | 4.83   |
| Atlantic Coast (DH) <sup>1,2</sup> | 19.06 | 13.74 | 12.27 | 9.81  | 11.98 | 15.33 | 17.32 | 7.68  | 5.30  | 5.34  | 3.06  | 4.87  | 10.68  |
| Express Jet (RU) <sup>1</sup>      | 5.76  | 4.65  | 4.73  | 4.43  | 5.45  | 6.59  | 6.05  | 5.48  | 3.99  | 4.27  | 6.32  | 10.31 | 5.70   |

<sup>1</sup> These airlines are not included in the Industry value. Only the 16 airlines that report all data elements included in the AQR for 2004 are part of the Industry value. Performance statistics are presented here for reference and comparison.

<sup>2</sup> Atlantic Coast Airlines became Independence Air in November, 2004.

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

## 2005 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>            | 3.12  | 2.78  | 3.65  | 3.63  | 3.59  | 4.14  | 4.14  | 3.56  | 2.31  | 2.96  | 3.04  | 3.96  | 3.45   |
| <b>Alaska (AS)</b>             | 3.49  | 3.16  | 2.84  | 3.31  | 5.32  | 7.32  | 8.47  | 7.02  | 4.47  | 3.48  | 3.76  | 5.75  | 5.03   |
| <b>America West (HP)</b>       | 5.89  | 4.51  | 3.83  | 3.39  | 3.27  | 3.65  | 4.86  | 4.36  | 3.02  | 3.87  | 4.66  | 6.91  | 4.33   |
| <b>American (AA)</b>           | 7.46  | 4.71  | 5.25  | 4.69  | 4.58  | 6.55  | 7.99  | 6.50  | 4.50  | 4.48  | 4.98  | 8.82  | 5.92   |
| <b>American Eagle (MQ)</b>     | 12.96 | 7.88  | 8.88  | 7.67  | 7.89  | 10.29 | 12.46 | 10.83 | 8.58  | 9.13  | 7.92  | 16.76 | 10.25  |
| <b>ATA (TZ)</b>                | 4.96  | 3.95  | 3.83  | 3.58  | 3.00  | 3.51  | 4.44  | 4.53  | 3.59  | 3.70  | 3.85  | 5.94  | 4.07   |
| <b>Atlantic Southeast (EV)</b> | 25.69 | 19.24 | 20.63 | 15.75 | 14.50 | 16.62 | 22.51 | 19.95 | 12.47 | 12.25 | 12.47 | 18.11 | 17.41  |
| <b>Comair (OH)</b>             | 18.73 | 10.75 | 12.13 | 9.83  | 8.37  | 9.97  | 11.71 | 11.31 | 8.02  | 8.37  | 8.68  | 12.29 | 10.75  |
| <b>Continental (CO)</b>        | 4.40  | 3.87  | 4.11  | 3.05  | 3.30  | 3.97  | 5.47  | 4.62  | 3.63  | 3.80  | 3.49  | 5.46  | 4.12   |
| <b>Delta (DL)</b>              | 9.18  | 7.38  | 8.36  | 6.51  | 6.21  | 7.17  | 8.88  | 8.03  | 5.05  | 5.04  | 5.02  | 7.21  | 7.09   |
| <b>Independence Air (DH)</b>   | 4.03  | 3.05  | 3.90  | 2.91  | 3.20  | 4.43  | 5.07  | 4.14  | 2.69  | 2.57  | 2.15  | 3.16  | 3.54   |
| <b>Jet Blue (B6)</b>           | 4.71  | 3.15  | 3.83  | 3.10  | 3.16  | 3.80  | 5.57  | 5.92  | 2.78  | 2.68  | 3.35  | 5.79  | 4.06   |
| <b>Northwest (NW)</b>          | 6.06  | 4.92  | 4.72  | 3.72  | 3.58  | 4.67  | 5.60  | 5.36  | 3.89  | 3.88  | 5.06  | 7.06  | 4.86   |
| <b>SkyWest (OO)</b>            | 15.70 | 12.29 | 11.28 | 8.26  | 8.11  | 10.91 | 10.79 | 9.53  | 6.53  | 6.89  | 7.89  | 13.72 | 10.06  |
| <b>Southwest (WN)</b>          | 4.73  | 3.62  | 3.71  | 3.25  | 3.46  | 4.40  | 5.00  | 4.42  | 3.63  | 4.48  | 4.16  | 5.96  | 4.25   |
| <b>United (UA)</b>             | 5.78  | 4.51  | 4.48  | 3.08  | 4.00  | 5.28  | 4.35  | 4.00  | 3.08  | 3.41  | 3.24  | 6.03  | 4.28   |
| <b>US Airways (US)</b>         | 14.81 | 13.43 | 12.27 | 10.97 | 9.73  | 8.92  | 7.78  | 7.16  | 5.29  | 7.85  | 6.83  | 9.61  | 9.62   |
| <b>Industry by Month</b>       | 7.94  | 6.12  | 6.33  | 5.21  | 5.15  | 6.26  | 7.14  | 6.35  | 4.51  | 4.90  | 5.77  | 7.73  | 6.06   |
| <b>*Express Jet (RU)</b>       | 7.91  | 5.70  | 6.09  | 5.19  | 5.10  | 5.70  | 8.22  | 6.48  | 5.04  | 6.25  | 6.40  | 10.84 | 6.59   |
| <b>*Frontier (F9)</b>          | N/A   | N/A   | N/A   | N/A   | 4.60  | 5.16  | 6.12  | 5.00  | 3.50  | 4.07  | 3.74  | 5.79  | N/A    |
| <b>*Hawaiian (HA)</b>          | 2.72  | 2.68  | 3.08  | 2.90  | 2.78  | 3.20  | 3.45  | 3.21  | 2.61  | 2.81  | 2.62  | 3.22  | 2.95   |

\*These airlines are not included in the Industry value. Only the 17 airlines that are required to report all data elements for the full year are included in the AQR as 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.

## 2004 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>                | 1.90 | 1.18 | 1.21 | 1.38 | 0.54 | 0.69 | 1.44 | 0.42 | 0.69 | 0.45 | 0.36 | 0.41 | 0.89   |
| <b>Alaska (AS)</b>                 | 1.43 | 1.24 | 0.52 | 0.46 | 0.23 | 0.33 | 0.36 | 0.36 | 0.39 | 0.55 | 0.76 | 0.71 | 0.58   |
| <b>America West (HP)</b>           | 1.23 | 0.97 | 1.17 | 1.21 | 0.86 | 1.13 | 0.82 | 1.41 | 1.30 | 0.66 | 0.57 | 0.90 | 1.02   |
| <b>American (AA)</b>               | 1.11 | 1.04 | 1.04 | 0.78 | 0.65 | 0.51 | 0.82 | 1.50 | 1.04 | 0.60 | 0.73 | 0.67 | 0.88   |
| <b>American Eagle (MQ)</b>         | 0.73 | 0.39 | 0.59 | 0.42 | 0.48 | 0.76 | 0.36 | 0.83 | 0.31 | 0.43 | 0.40 | 0.85 | 0.54   |
| <b>ATA (TZ)</b>                    | 1.85 | 0.76 | 0.74 | 0.65 | 0.35 | 0.10 | 0.86 | 0.72 | 0.86 | 0.61 | 1.43 | 0.93 | 0.79   |
| <b>Atlantic Southeast (EV)</b>     | 0.42 | 0.00 | 0.72 | 0.12 | 0.23 | 0.55 | 0.41 | 0.54 | 0.00 | 0.41 | 0.21 | 0.95 | 0.40   |
| <b>Comair (OH)</b>                 | 0.81 | 1.09 | 1.12 | 1.04 | 0.36 | 1.05 | 0.61 | 0.89 | 0.70 | 0.61 | 0.71 | 4.23 | 1.10   |
| <b>Continental (CO)</b>            | 0.71 | 0.92 | 0.85 | 0.92 | 0.63 | 0.81 | 0.93 | 0.94 | 1.05 | 0.71 | 0.69 | 0.70 | 0.82   |
| <b>Delta (DL)</b>                  | 1.22 | 0.83 | 1.02 | 0.67 | 0.61 | 0.75 | 0.47 | 0.84 | 0.83 | 0.73 | 0.48 | 1.06 | 0.79   |
| <b>Jet Blue (B6)</b>               | 0.61 | 0.00 | 0.31 | 0.00 | 0.64 | 0.00 | 0.28 | 0.28 | 0.72 | 0.10 | 0.29 | 0.19 | 0.27   |
| <b>Northwest (NW)</b>              | 1.39 | 1.10 | 0.89 | 0.90 | 0.87 | 0.94 | 0.89 | 0.81 | 0.82 | 0.77 | 0.49 | 0.89 | 0.89   |
| <b>SkyWest (OO)</b>                | 0.22 | 0.75 | 0.87 | 0.61 | 0.39 | 0.61 | 0.80 | 0.77 | 0.16 | 0.08 | 0.26 | 0.91 | 0.56   |
| <b>Southwest (WN)</b>              | 0.17 | 0.17 | 0.21 | 0.21 | 0.15 | 0.22 | 0.14 | 0.27 | 0.18 | 0.17 | 0.14 | 0.09 | 0.18   |
| <b>United (UA)</b>                 | 1.33 | 1.42 | 0.86 | 0.83 | 0.60 | 0.79 | 0.81 | 1.13 | 1.01 | 0.45 | 0.68 | 0.88 | 0.89   |
| <b>US Airways (US)</b>             | 1.04 | 1.05 | 0.72 | 1.07 | 0.66 | 1.02 | 0.86 | 1.25 | 1.38 | 0.85 | 0.77 | 4.04 | 1.21   |
| <b>Industry by Month</b>           | 1.01 | 0.87 | 0.81 | 0.72 | 0.55 | 0.66 | 0.66 | 0.91 | 0.80 | 0.55 | 0.53 | 1.00 | 0.76   |
| Atlantic Coast (DH) <sup>1,2</sup> | 2.18 | 1.44 | 0.81 | 1.11 | 0.84 | 1.00 | 0.98 | 0.74 | 0.37 | 0.47 | 0.60 | 0.84 | 0.95   |
| Express Jet (RU) <sup>1</sup>      | 0.23 | 0.22 | 0.09 | 0.09 | 0.00 | 0.00 | 0.08 | 0.24 | 0.19 | 0.00 | 0.26 | 0.50 | 0.16   |

<sup>1</sup>These airlines are not included in the Industry value. Only the 16 airlines that report all data elements included in the AQR for 2004 are part of the Industry value. Performance statistics are presented here for reference and comparison.

<sup>2</sup> Atlantic Coast Airlines became Independence Air in November, 2004.

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

## 2005 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>            | 1.22  | 0.84 | 0.78 | 0.83 | 0.76 | 1.64 | 1.29 | 1.32 | 0.96 | 0.90 | 0.62 | 0.60 | 1.00   |
| <b>Alaska (AS)</b>             | 0.73  | 0.94 | 0.28 | 0.37 | 1.18 | 0.86 | 1.16 | 1.03 | 1.27 | 0.38 | 0.52 | 0.36 | 0.77   |
| <b>America West (HP)</b>       | 2.15  | 1.85 | 1.19 | 0.81 | 0.98 | 0.71 | 1.12 | 0.65 | 0.29 | 0.72 | 0.45 | 0.78 | 0.96   |
| <b>American (AA)</b>           | 1.61  | 0.89 | 0.93 | 1.08 | 1.00 | 0.93 | 1.20 | 1.24 | 1.04 | 0.79 | 0.70 | 0.83 | 1.02   |
| <b>American Eagle (MQ)</b>     | 1.45  | 0.67 | 0.48 | 0.69 | 0.32 | 0.69 | 0.70 | 0.52 | 0.61 | 0.64 | 0.74 | 1.09 | 0.70   |
| <b>ATA (TZ)</b>                | 1.82  | 1.14 | 0.70 | 0.96 | 0.48 | 0.40 | 0.73 | 0.38 | 0.76 | 0.96 | 3.77 | 0.31 | 0.99   |
| <b>Atlantic Southeast (EV)</b> | 1.29  | 0.47 | 0.67 | 0.90 | 0.28 | 0.37 | 0.09 | 1.09 | 0.20 | 0.58 | 0.79 | 0.31 | 0.58   |
| <b>Comair (OH)</b>             | 13.52 | 1.59 | 0.60 | 0.63 | 0.26 | 0.26 | 0.74 | 0.58 | 0.38 | 0.18 | 0.54 | 0.57 | 1.53   |
| <b>Continental (CO)</b>        | 1.52  | 0.97 | 0.80 | 1.04 | 0.89 | 0.71 | 0.71 | 0.90 | 0.94 | 1.03 | 0.80 | 0.75 | 0.92   |
| <b>Delta (DL)</b>              | 2.80  | 0.77 | 0.89 | 0.95 | 0.91 | 0.88 | 1.09 | 1.21 | 0.86 | 0.99 | 0.82 | 0.90 | 1.09   |
| <b>Independence Air (DH)</b>   | 2.51  | 0.50 | 0.58 | 0.59 | 1.87 | 1.73 | 3.11 | 2.98 | 0.98 | 1.70 | 1.68 | 1.62 | 1.68   |
| <b>Jet Blue (B6)</b>           | 0.38  | 0.40 | 0.32 | 0.33 | 0.00 | 0.34 | 0.52 | 0.23 | 0.10 | 0.29 | 0.23 | 0.29 | 0.29   |
| <b>Northwest (NW)</b>          | 1.46  | 0.87 | 1.04 | 0.94 | 0.83 | 0.81 | 0.96 | 1.22 | 1.19 | 0.73 | 0.58 | 0.63 | 0.94   |
| <b>SkyWest (OO)</b>            | 0.60  | 0.35 | 0.43 | 0.46 | 0.36 | 0.41 | 0.40 | 0.80 | 0.65 | 0.27 | 0.28 | 0.76 | 0.48   |
| <b>Southwest (WN)</b>          | 0.25  | 0.31 | 0.16 | 0.11 | 0.17 | 0.05 | 0.24 | 0.15 | 0.14 | 0.24 | 0.08 | 0.25 | 0.18   |
| <b>United (UA)</b>             | 1.76  | 0.95 | 0.90 | 0.83 | 0.87 | 0.97 | 1.20 | 1.40 | 0.77 | 0.72 | 0.75 | 1.09 | 1.02   |
| <b>US Airways (US)</b>         | 7.66  | 1.04 | 1.39 | 1.27 | 0.96 | 1.01 | 1.87 | 1.21 | 1.74 | 1.71 | 1.40 | 1.79 | 1.86   |
| <b>Industry by Month</b>       | 2.19  | 0.82 | 0.78 | 0.80 | 0.74 | 0.73 | 0.96 | 0.97 | 0.80 | 0.74 | 0.65 | 0.76 | 0.89   |
| *Express Jet (RU)              | 0.73  | 0.19 | 0.52 | 0.16 | 0.30 | 0.28 | 0.60 | 0.40 | 0.16 | 0.00 | 0.07 | 0.28 | 0.31   |
| *Frontier (F9)                 | N/A   | N/A  | N/A  | N/A  | 0.43 | 0.27 | 0.96 | 0.80 | 0.32 | 0.73 | 0.59 | 0.00 | N/A    |
| *Hawaiian (HA)                 | 0.68  | 0.23 | 0.60 | 0.88 | 0.84 | 0.80 | 1.10 | 0.75 | 0.00 | 0.00 | 0.61 | 0.59 | 0.60   |

\*These airlines are not included in the Industry value. Only the 17 airlines that are required to report all data elements for the full year are included in the AQR as 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.

**Overview of Complaints Received by Department of Transportation for  
All U.S. Airlines 2005 and 2004**

|            | <b>Complaints for<br/>All U.S. Airlines</b> |              | <b>Top Four Categories<sup>1</sup><br/>of Complaints to All<br/>U.S. Airlines, 2005</b> |           |           |           |
|------------|---------------------------------------------|--------------|-----------------------------------------------------------------------------------------|-----------|-----------|-----------|
|            | <b>2005</b>                                 | <b>2004</b>  | <b>1</b>                                                                                | <b>2</b>  | <b>3</b>  | <b>4</b>  |
| <b>Jan</b> | 1,199                                       | 531          | BG                                                                                      | FP        | CS        | TB        |
| <b>Feb</b> | 465                                         | 502          | BG                                                                                      | FP        | CS        | TB        |
| <b>Mar</b> | 530                                         | 525          | FP                                                                                      | BG        | CS        | TB        |
| <b>Apr</b> | 504                                         | 451          | FP                                                                                      | BG        | TB        | CS        |
| <b>May</b> | 481                                         | 351          | FP                                                                                      | BG        | TB        | CS        |
| <b>Jun</b> | 498                                         | 450          | FP                                                                                      | BG        | TB        | CS        |
| <b>Jul</b> | 721                                         | 456          | FP                                                                                      | BG        | CS        | TB        |
| <b>Aug</b> | 664                                         | 618          | FP                                                                                      | BG        | CS        | TB        |
| <b>Sep</b> | 473                                         | 423          | FP                                                                                      | BG        | RF        | TB        |
| <b>Oct</b> | 476                                         | 353          | FP                                                                                      | BG        | RF        | CS        |
| <b>Nov</b> | 524                                         | 430          | FP                                                                                      | BG        | TB        | RF        |
| <b>Dec</b> | 640                                         | 979          | BG                                                                                      | FP        | RF        | TB        |
|            | <b>8,735</b>                                | <b>7,452</b> | <b>FP</b>                                                                               | <b>BG</b> | <b>TB</b> | <b>CS</b> |

|                                                               |             |             |             |             |
|---------------------------------------------------------------|-------------|-------------|-------------|-------------|
| <b>Percent (%) of Complaints in these Categories for 2005</b> | <b>25.6</b> | <b>23.3</b> | <b>11.3</b> | <b>10.8</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.

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 2006 (2005 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**

Previously included as part of the Reservations, Ticketing and Boarding Category (through 6/99), 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 deemed 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, added in October 2000, 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.