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Airline Quality Rating 2009

Brent D. Bowen
Saint Louis University

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2009

Airline Quality

Rating

Brent D. Bowen
Saint Louis University
Parks College of Engineering,
Aviation and Technology

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Wichita State University
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April, 2009

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ABOUT THE AUTHORS

Dr. Brent Bowen is Professor and Chair, Aviation Science, Parks College of Engineering, Aviation and Technology, Saint Louis University. Dr. Bowen directs the office of Air Transportation Policy within the Department of Aviation Science. 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 (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. He is also well published in areas related to effective teaching, student recruitment and retention in collegiate aviation programs, and gender issues in aviation education. Dr. Bowen is an active industry consultant, pilot, and former fixed-base operator and scheduled air carrier operator.

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 on national newscasts including *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 and Department of Transportation. Bowen has served on multiple occasions as an invited speaker and panelist at the National Academy of Sciences, National Research Council, Transportation Research Board 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. Additionally, Dr. Bowen was appointed by FAA Administrator Marion Blakey to serve on a National Academy of Science panel to examine the need to cultivate a future generation of transportation leaders. 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. Additionally, Dr. Bowen was appointed to serve on a National Academy of Science panel to examine the need to cultivate a future generation of transportation leaders and participated in a discussion of the plan with then U.S. Department of Transportation Secretary, Norman Y. Mineta.

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 2009

Brent D. Bowen, Saint Louis University
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 2009, reflects monthly Airline Quality Rating scores for calendar year 2008. AQR scores for 2008 are based on 15 elements in four major areas that focus on airline performance aspects important to air travel consumers.

The Airline Quality Rating 2009 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 2008. 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 2008 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 2008, and industry results. Also, comparative Airline Quality Rating data for 2007 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 2008

The Airline Quality Rating industry score shows an industry that has improved in quality relative to customer performance criteria over the course of 2008. Of the 16 carriers rated in both 2007 and 2008, all had improved Airline Quality Rating scores. US Airways had the largest gain in overall score, while United had the smallest gain in AQR score for 2008.

The **overall industry** AQR score was better in 2008 than in 2007, with improved industry performance in all four areas tracked. As an industry, the AQR criteria shows that on-time arrival percentage was better (76.0% in 2008 compared to 73.0% in 2007), involuntary denied boardings per passenger served improved to 1.10 per 10,000 passengers in 2008 from 1.14 per 10,000 passengers in 2007 and mishandled baggage rates declined to 5.19 per 1,000 passengers in 2008 from 7.01 per 1,000 passengers in 2007. Consumer complaint rates decreased to 1.15 per 100,000 passengers in 2008 from 1.42 per 100,000 passengers in 2007. Of the 9,194 complaints registered with DOT, 58% were for either flight problems or baggage handling problems. Taking all airlines together, the AQR score for the industry improved from a level of -2.16 in 2007 to -1.63 in 2008. With the rating categories (On-Time, Denied Boardings, Mishandled Baggage, and Customer Complaints) all having better performance by most of the airlines, the improvement can be viewed as across-the-board. Also, with 16 airlines showing year to year AQR score improvement, performance seems to have turned a corner and reversed industry score declines seen for the past four years.

AirTran Airways (FL) On-time performance remained the same in 2008 (76.8% in 2007 compared to 76.7% in 2008). AirTran's denied boardings performance (0.15 per 10,000 passengers in 2007 compared to 0.34 in 2008) was worse. An increase in customer complaint rate to 1.10 complaints per 100,000 passengers in 2008 was higher than the 2007 rate of 0.83. The mishandled baggage rate of 4.06 per 1,000 passengers in 2007 was improved to 2.87 for 2008. This was the best mishandled baggage rate of all airlines rated for 2008.

Alaska Airlines (AS) Demonstrated performance improvements in the areas of on-time arrivals (78.3% in 2008 compared to 72.4% in 2007), customer complaints (0.45 per 100,000 passengers in 2008 compared to 0.76 in 2007), mishandled baggage rate (4.47 mishandled bags per 1,000 passengers in 2008 compared to 6.39 in 2007), and involuntary denied boardings (0.63 per 10,000 passengers in 2008 compared to 0.73 in 2007). With all areas showing improvement, the AQR score of -1.16 for Alaska Airlines for 2008 was better than their 2007 AQR score of -1.75.

American Airlines (AA) AQR score for 2008 improved, reversing a four year decline. The improvement in AQR score reflects better performance for on-time arrivals (69.8% in 2008 compared to 68.7% in 2007). This better on-time performance was coupled with better performance in the areas of mishandled baggage (5.71 in 2008 compared to 7.25 in 2007), customer complaints (1.33 in 2008 and 1.65 in 2007), and denied boardings (0.68 in 2008 compared to 0.77 in 2007). The combination of performance outcomes produced a 22% improvement in AQR score for 2008.

American Eagle (MQ) had a denied boarding rate of 2.44 for 2008, up from 1.35 per 10,000 passengers in 2007. The airline had a decrease in the rate of customer complaints (1.17 in 2007 down to 1.03 per 100,000 passengers in 2008). On-time performance was 72.9% in 2008 compared to 69.1% for 2007. Their mishandled baggage rate (9.89 per 1,000 passengers in 2008 compared to 13.55 in 2007) was again well above the industry rate of 5.19, but did show strong improvement. This combination of performance in the criteria produced an overall improvement in their AQR score for 2008.

Atlantic Southeast Airlines (EV) On-time performance was 70.9% in 2008, which compared favorably to their 66.9% performance for 2007. Atlantic Southeast's denied boarding performance was better for 2008 (3.89 per 10,000 passengers in 2008 compared to 4.50 in 2007). Their mishandled baggage rate of 9.82 per 1,000 passengers is above the industry average rate of 5.19, and is better than their 11.24 rate in 2007. Atlantic Southeast's 2008 customer complaint rate of 0.88 complaints per 100,000 passengers was also better than their 2007 rate of 1.21. For 2008, Atlantic Southeast continues (as since 2003) to have the worst AQR score of any airline rated.

Comair (OH) On-time performance improved from 67.9% in 2007 to 69.9% in 2008. Comair's denied boarding performance worsened from 3.15 in 2007 to 3.41 per 10,000 passengers in 2008. A drop in the rate of customer complaints to 1.21 complaints per 100,000 passengers in 2008 from 1.44 in 2007 was near than the industry average of 1.15 for 2008. Their mishandled baggage rate of 8.32 per 1,000 passengers in 2008 is higher than the industry rate of 5.19 but better than their 2007 rate of 11.40. Overall, Comair had the third worst AQR score (-3.03) of the seventeen airlines rated.

Continental Airlines (CO) Posted gains in performance for three of the four AQR criteria. Customer complaint rate was about the same (1.09 in 2007 versus 1.10 in 2008), but mishandled baggage rate (5.33 in 2007 compared to 3.97 in 2008) and denied boardings per 10,000 passengers (1.43 in 2007 compared to 1.41 in 2008) helped Continental's AQR score. On-time performance (74.3% in 2007 compared to 74.0% in 2008) was about the same. Overall, their AQR score improved from -1.74 in 2007 to -1.39 in 2008.

Delta Air Lines (DL) On-time percentage for 2008 reflects nearly identical performance to last year in on-time arrival percentage (76.9% in 2007 and 76.4% in 2008). Their rate of mishandled baggage (7.60 in 2007 improved to 5.98 in 2008) was above the industry average of 5.19 mishandled bags per 1,000 passengers. A decrease in denied boardings (2007 rate of 2.47 per 10,000 passengers down to 1.58 for 2008) and a nearly identical rate of customer complaints (1.81 in 2007 to 1.80 in 2008) combined to move Delta's AQR score to -2.09 in 2008 from -2.72 in 2007. With only two of four criteria showing improvement in performance and two criteria nearly the same, Delta's overall AQR score reflects an improved level of performance for 2008.

Frontier Airlines (F9) On-time performance in 2008 (79.0%) was better than the 77.6% posted for 2007 and was fourth best of all airlines rated. Frontier's denied boarding performance (0.94 per 10,000 passengers in 2008 compared to 0.93 in 2007) was nearly identical as last year, but was better than the industry average of 1.10. A customer complaint rate of 0.75 complaints per 100,000 passengers for 2008 was worse than their 2007 rate of 0.66. Their mishandled baggage rate of 4.48 per 1,000 passengers was better than the industry rate of 5.19 bags per 1,000 passengers and also an improvement over their 2007 rate of 6.16. Frontier's AQR rating was -1.31 in 2008 compared to -1.71 for 2007.

Hawaiian Airlines (HA) Included in the AQR for the first time as an airline required to report performance data. On-time performance (90.0%) is the best of all airlines rated for 2008. Hawaiian's denied boarding performance (0.07 per 10,000 passengers) was the second best of the airlines rated and compares very favorably to the industry average of 1.10. A customer complaint rate of 0.78 complaints per 100,000 passengers also compares well to the industry average of 1.15 in 2008. Their mishandled baggage rate of 2.97 per 1,000 passengers (second best of all rated) is well below the industry rate of 5.19 bags per 1,000 passengers. Overall, Hawaiian entered the AQR ratings with the best AQR score of any airline rated this year.

JetBlue Airways (B6) On-time performance in 2008 improved (72.9% in 2008 compared to 70.1% in 2007). Jet Blue's denied boarding performance (0.01 per 10,000 passengers in 2008) is the lowest of the airlines rated. A customer complaint rate of 1.02 complaints per 100,000 passengers was higher in 2008 (0.78 in 2007) but it was below the industry average of 1.15 for 2008. Their mishandled baggage rate of 3.47 per 1,000 passengers in 2008 was third best among airlines rated and it was less than their 2007 rate of 5.23. JetBlue had the third best AQR score (-0.90) of the airlines rated for 2008.

Mesa Airlines (YV) On-time performance (73.0%) in 2008 is nearly identical to their rate of 73.1% in 2007. Mesa's denied boarding performance in 2008 (1.36 per 10,000 passengers) was better than their rate of 1.54 in 2007. A customer complaint rate of 0.78 complaints per 100,000 passengers shows improvement over the 2007 rate of 0.83. Their mishandled baggage rate of 7.89 per 1,000 passengers is above the industry rate of 5.19 but is much improved from their 2007 rate of 10.46. Overall, Mesa's AQR score was -2.29 for 2008, an improvement over the -2.99 score for 2007.

Northwest Airlines (NW) Performance improved in all four areas of the AQR for 2008. The rate of customer complaints decreased from 1.43 per 100,000 passengers in 2007 to 0.86 per 100,000 passengers in 2008. On-time arrival performance improved from 69.6% in 2007 to 76.8% in 2008, and their mishandled baggage rate moved from 5.01 per 1,000 passengers in 2007 to 3.51 in 2008. Northwest's denied boarding rate decreased from 0.83 per 10,000 passengers in 2007 to 0.71 in 2008. With all four areas showing performance improvement, their AQR score moved from -1.59 in 2007 to -1.04 in 2008.

SkyWest Airlines (OO) On-time performance, 75.7% in 2007, was up to 79.0% for 2008. SkyWest's denied boarding performance (1.69 per 10,000 passengers in 2007 compared to 1.34 in 2008) was improved, but higher than the industry average for 2008. A customer complaint rate of 0.47 complaints per 100,000 passengers in 2008 compared to the 2007 rate of 0.71 had a positive impact on the AQR score. Their mishandled baggage rate of 7.61 per 1,000 passengers in 2008 is greatly improved from the 2007 rate of 10.87 bags per 1,000 passengers. SkyWest's AQR score improved in 2008 to -2.13 from -3.09 in 2007.

Southwest Airlines (WN) On-time arrival percentages of 80.1% in 2007 and 80.5% in 2008 are nearly identical. A customer complaint rate of 0.26 per 100,000 passengers in 2007 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 1.02 per 10,000 passengers in 2008, improved from 1.11 per 10,000 passengers in 2007. Their mishandled baggage rate of 4.55 per 1,000 passengers in 2008 is better than their 5.87 per 1,000 passengers for 2007. Overall, Southwest shows an improved AQR score (-1.23 for 2008 from -1.59 for 2007) for 2008.

United Airlines (UA) improved their on-time arrival performance (from 70.3% in 2007 to 71.6% in 2008) and in mishandled baggage (5.24 per 1,000 passengers in 2008 compared to 5.76 in 2007). Performance regarding denied boarding rate (1.18 per 10,000 passengers in 2008 compared to 0.71 in 2007) declined. A lower customer complaint rate (1.85 in 2008 compared to 2.25 per 100,000 passengers in 2007) helped United lower their 2008 AQR score to -1.83 from -1.93 in 2007.

US Airways (US) showed improvement in three of the four performance areas tracked for 2008. A closer look reveals that US Airways performed better in on-time performance (80.1% in 2008 compared to 68.7% in 2007), mishandled baggage (4.77 per 1,000 passengers in 2008 compared to 8.47 in 2007), and customer complaint rate (2.01 per 100,000 passengers in 2008 compared to 3.16 in 2007). A denied boarding rate of 1.36 per 10,000 passengers in 2008 was higher than their 2007 rate of 1.19 per 10,000 passengers. Their overall 2008 AQR score (-1.77) reflects the most improvement (-2.94 in 2007) of the seventeen airlines rated.

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), Airline Quality Rating Report, W. Frank Barton School of Business, Wichita, Kansas.

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The authors wish to thank Dr. Erin Block and Michael Barich for substantial contributions to this year's report.

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 2008. For comparison purposes, results are also displayed for 2007 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

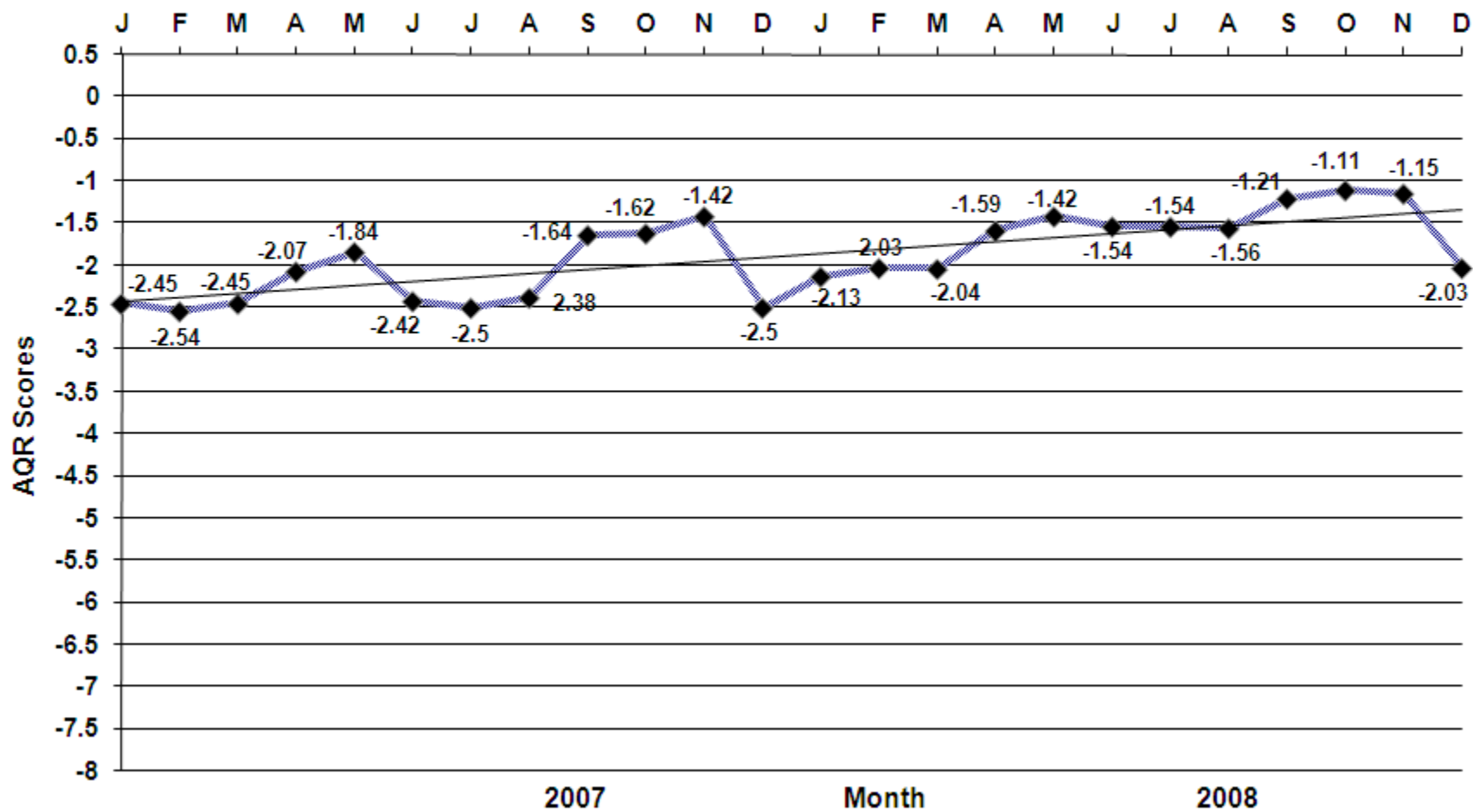
	2008 AQR		2007 AQR		2006 AQR		2005 AQR		2004 AQR		2003 AQR	
	Score	Rank	Score	Rank	Score	Rank	Score	Rank	Score	Rank	Score	Rank
Air Tran	-0.84	2	-1.03	1	-1.13	3	-0.99	2	-0.76	2	-1.05	8
Alaska	-1.16	5	-1.75	7	-1.66	9	-1.64	9	-1.11	5	-0.74	2
American	-1.71	9	-2.19	9	-1.83	10	-1.66	10	-1.30	8	-1.24	11
American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

NOTES:

- 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.

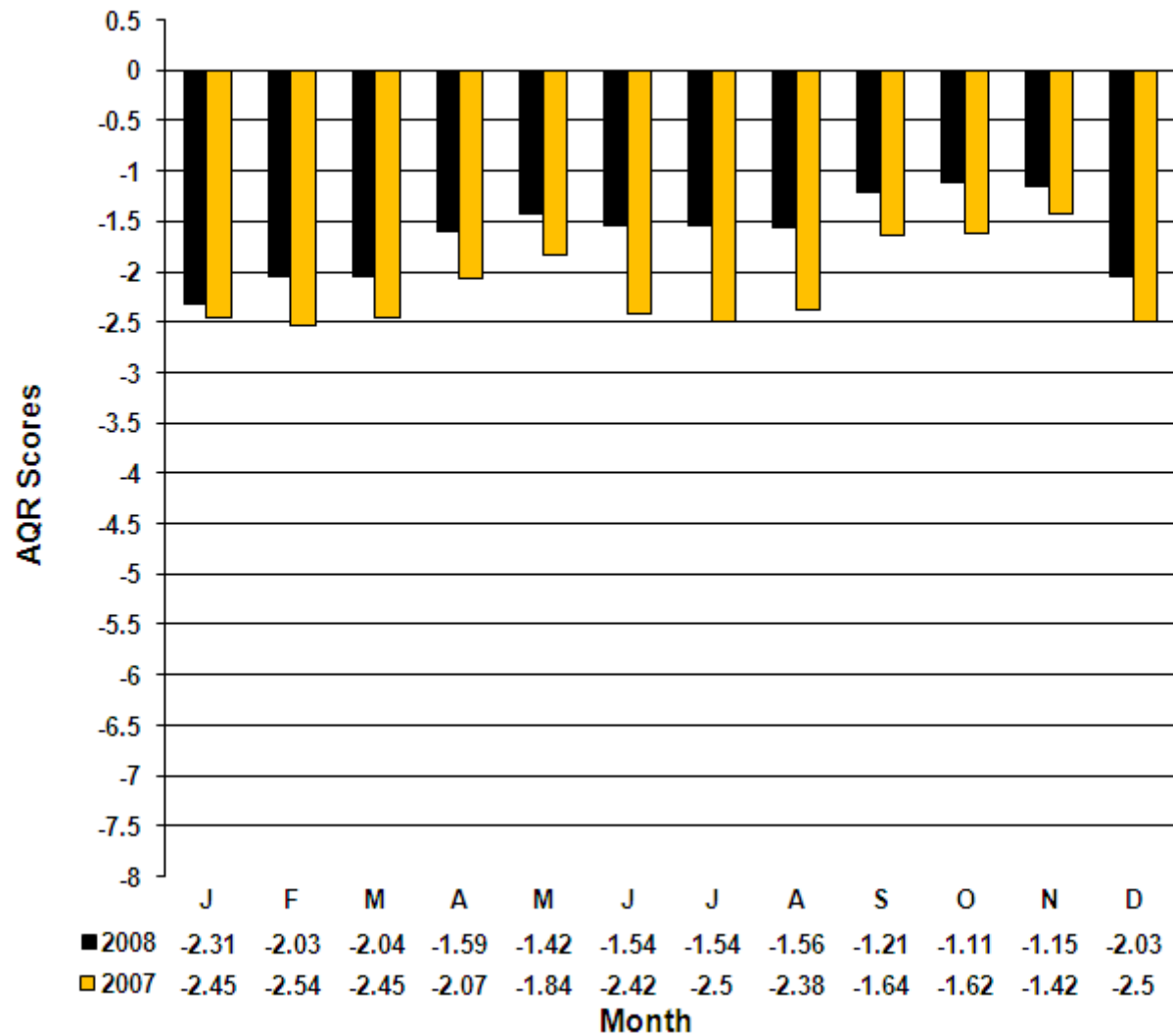
Airline Quality Rating

U.S. Airline Industry 2007 - 2008



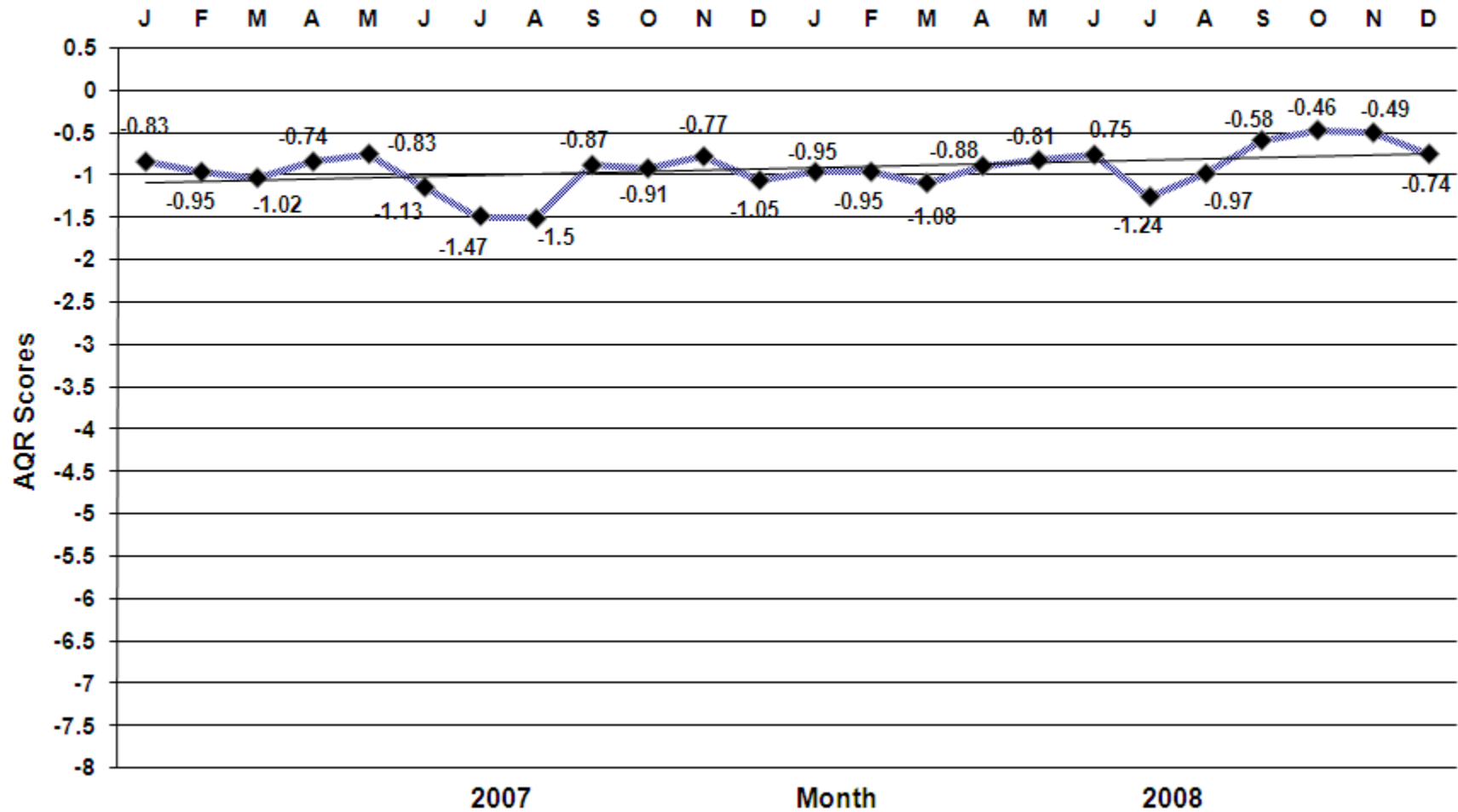
Airline Quality Rating

U.S. Airline Industry by Month



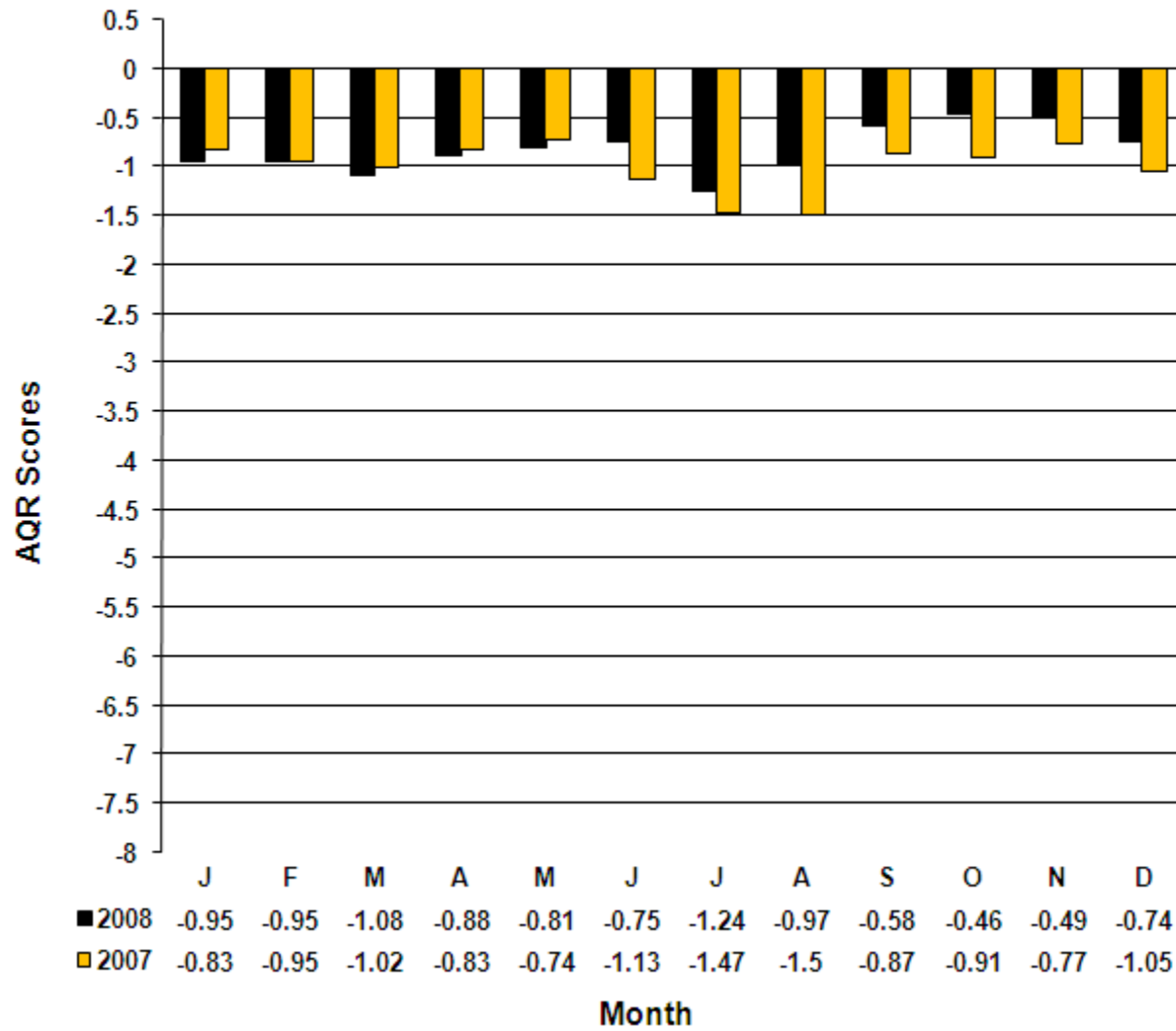
Airline Quality Rating

AirTran Airways 2007 - 2008



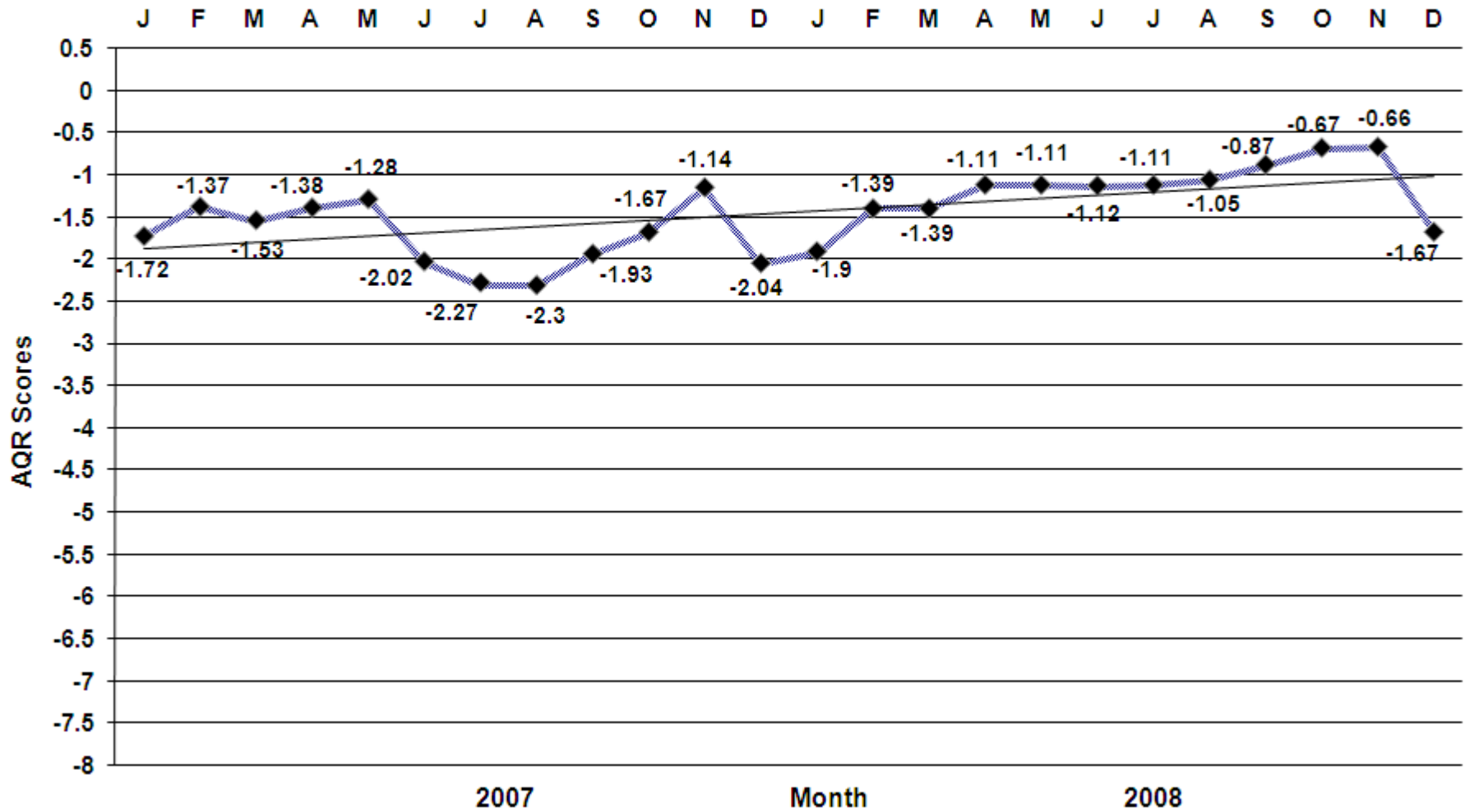
Airline Quality Rating

AirTran Airways by Month



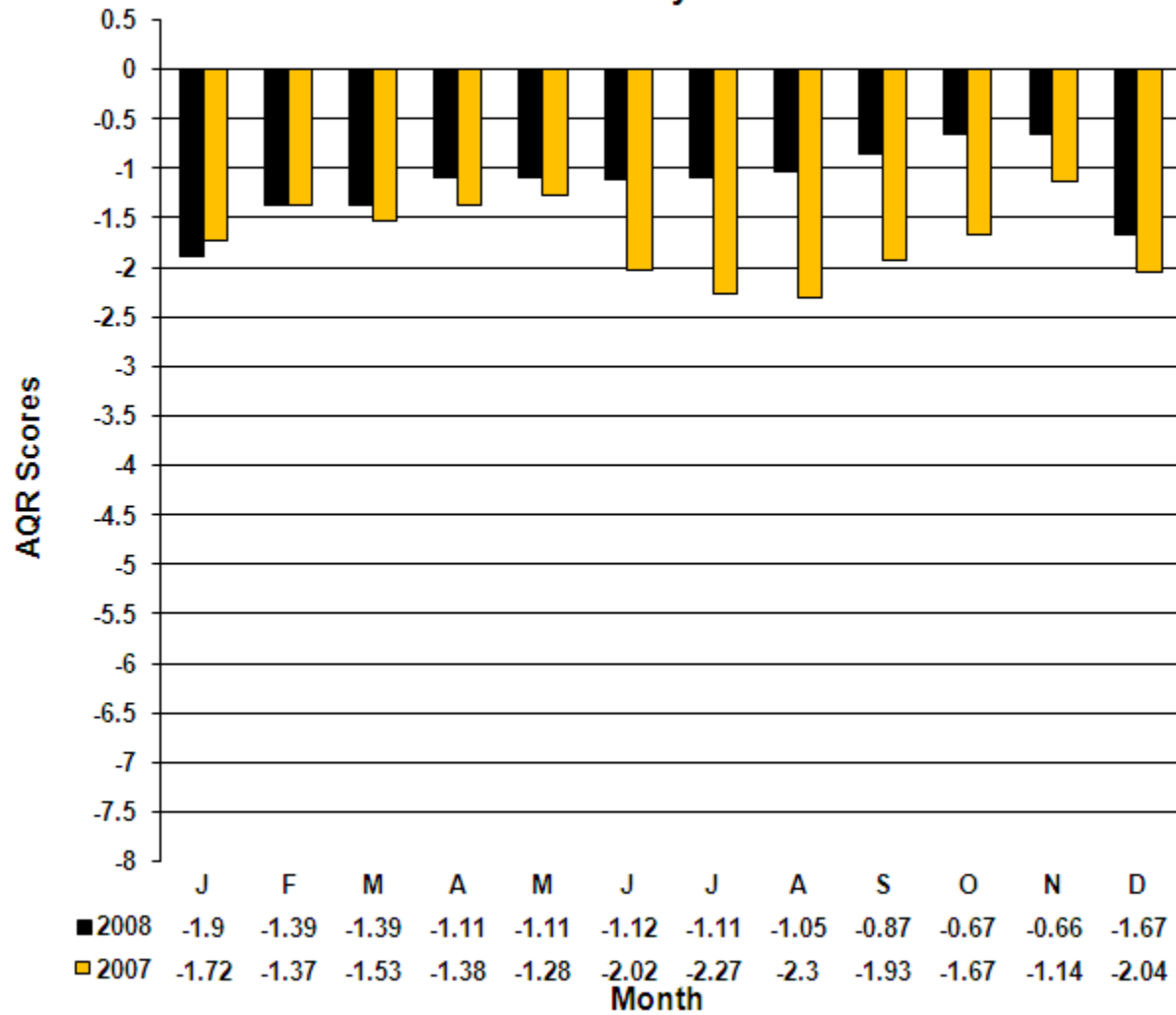
Airline Quality Rating

Alaska Airlines 2007 - 2008



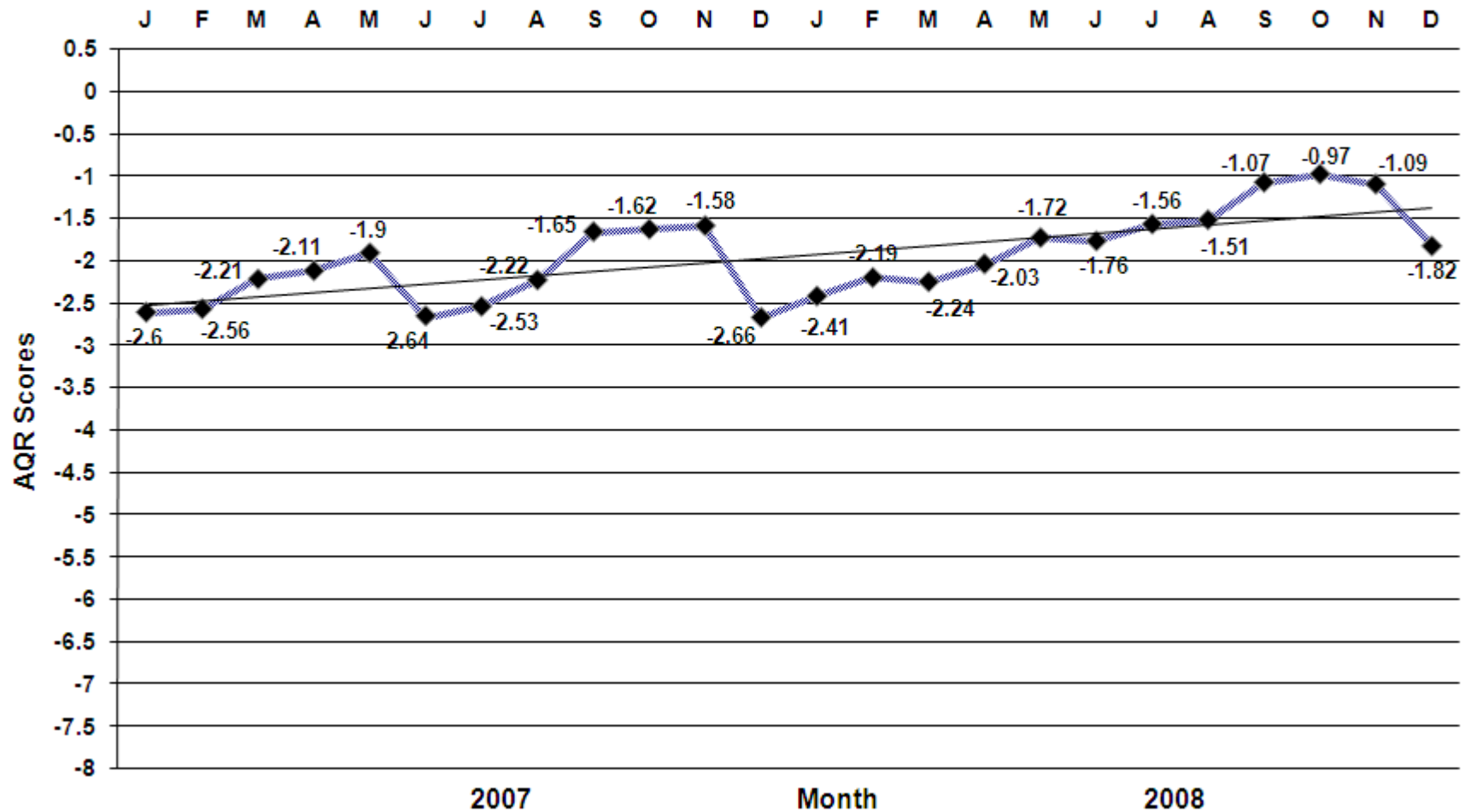
Airline Quality Rating

Alaska Airlines by Month



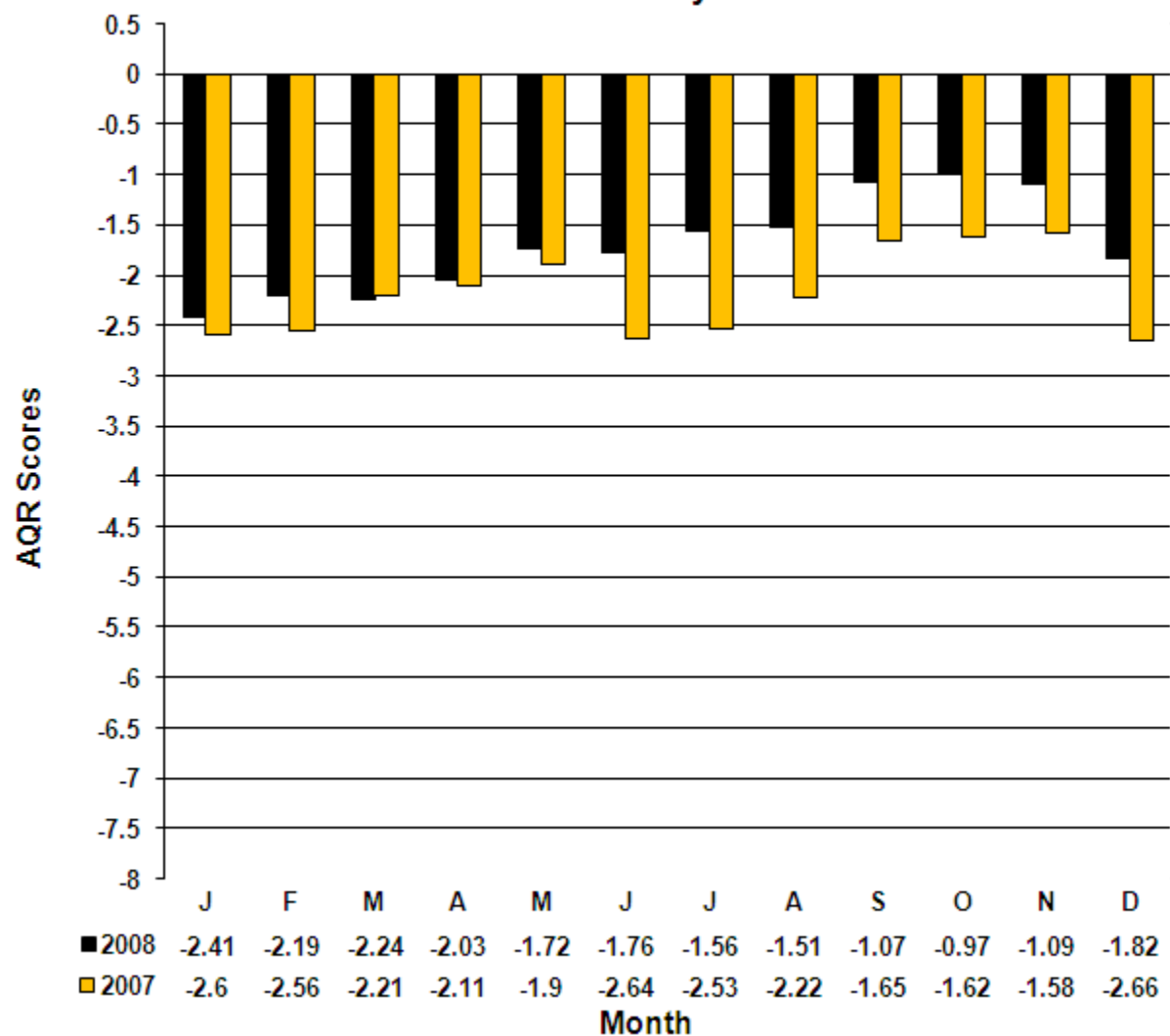
Airline Quality Rating

American Airlines 2007 - 2008



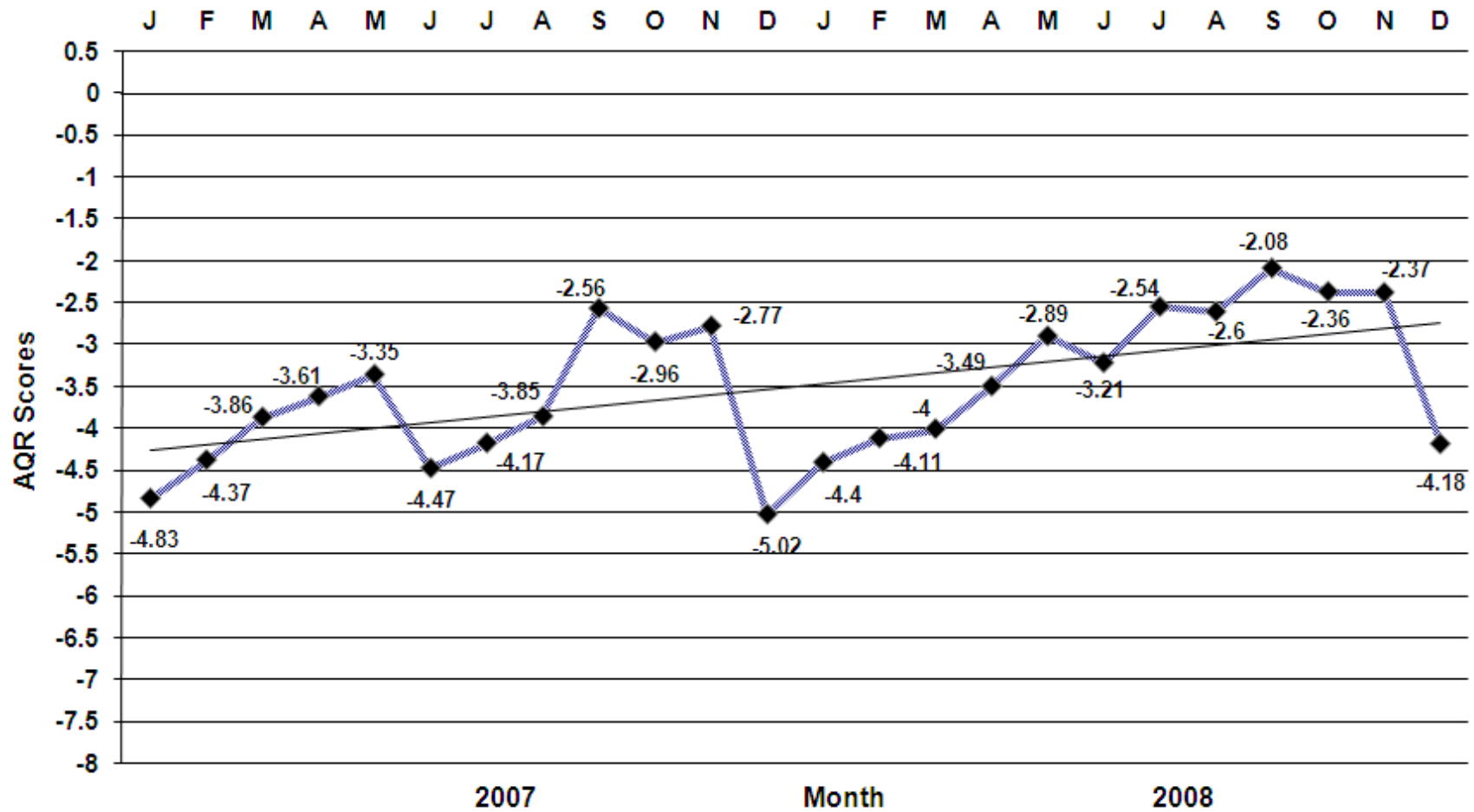
Airline Quality Rating

American Airlines by Month



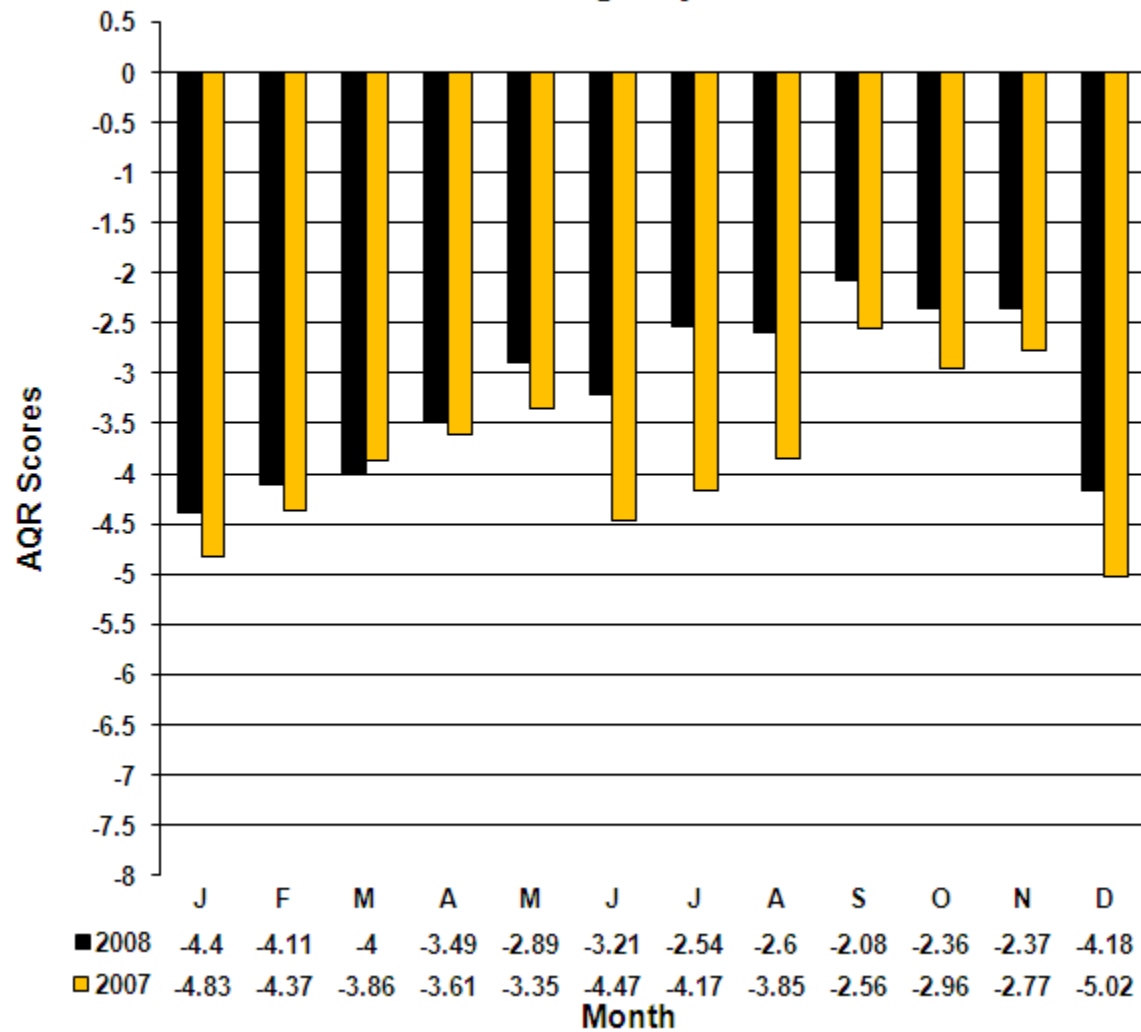
Airline Quality Rating

American Eagle 2007 - 2008



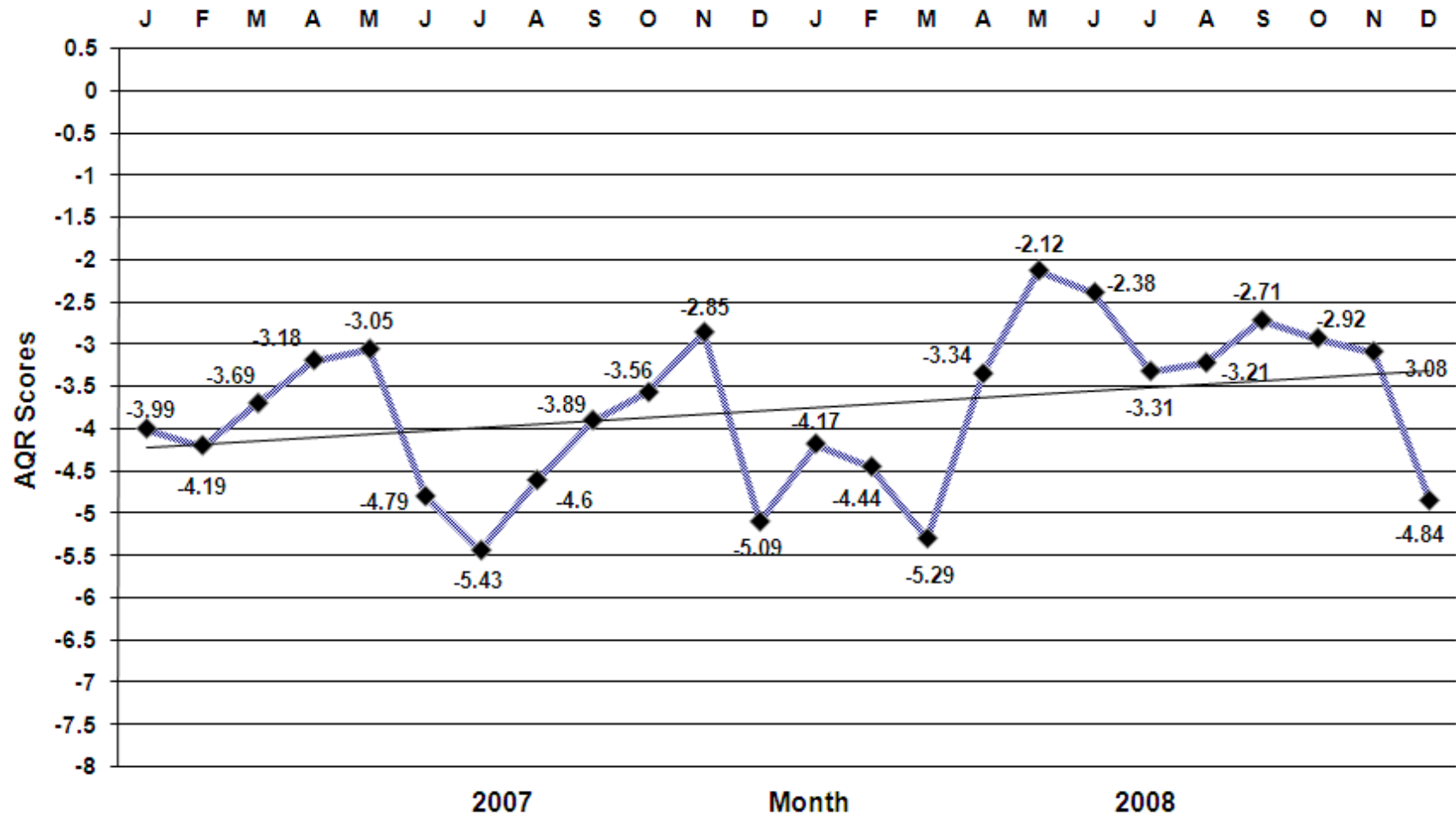
Airline Quality Rating

American Eagle by Month



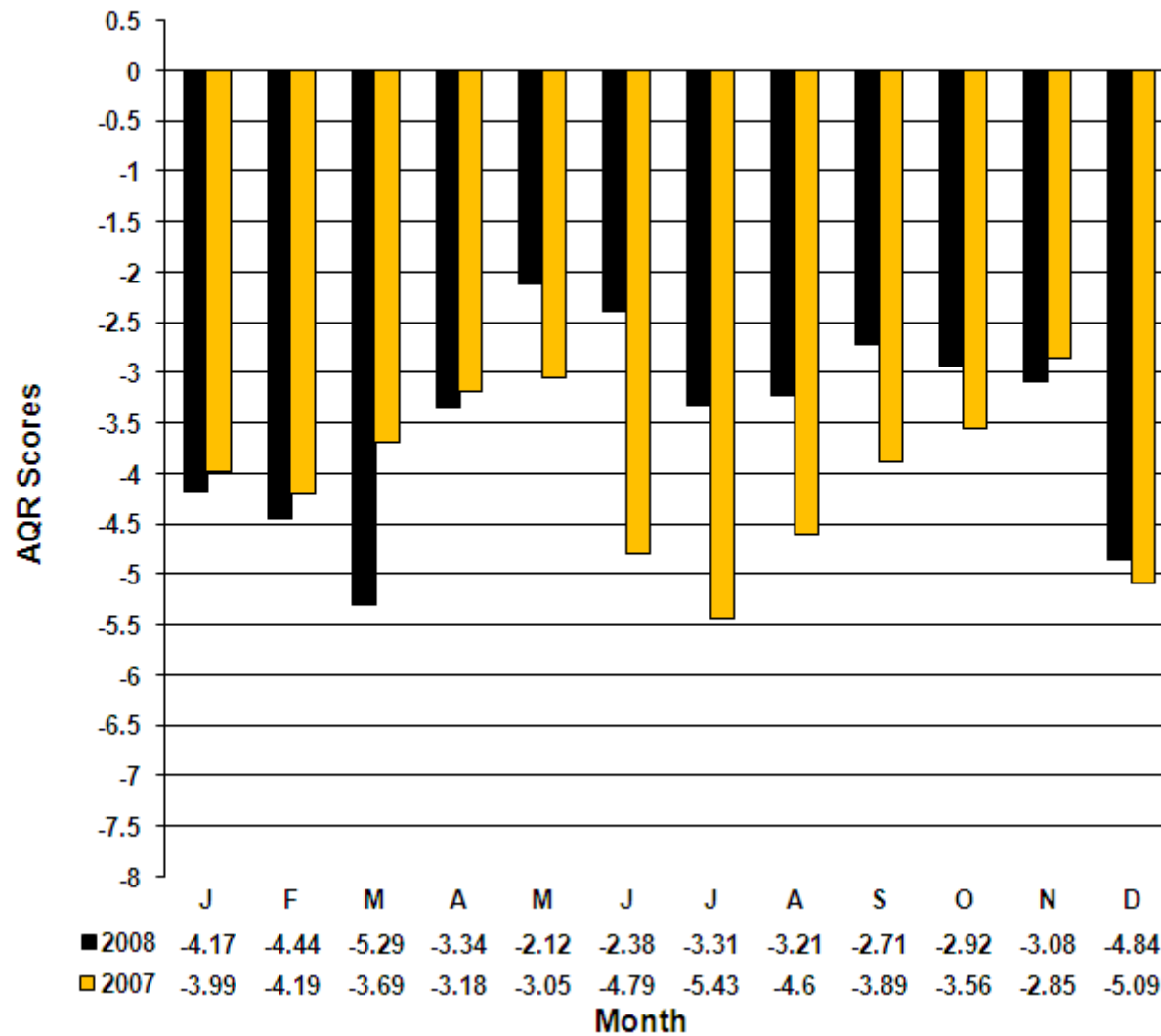
Airline Quality Rating

Atlantic Southeast Airlines 2007 - 2008



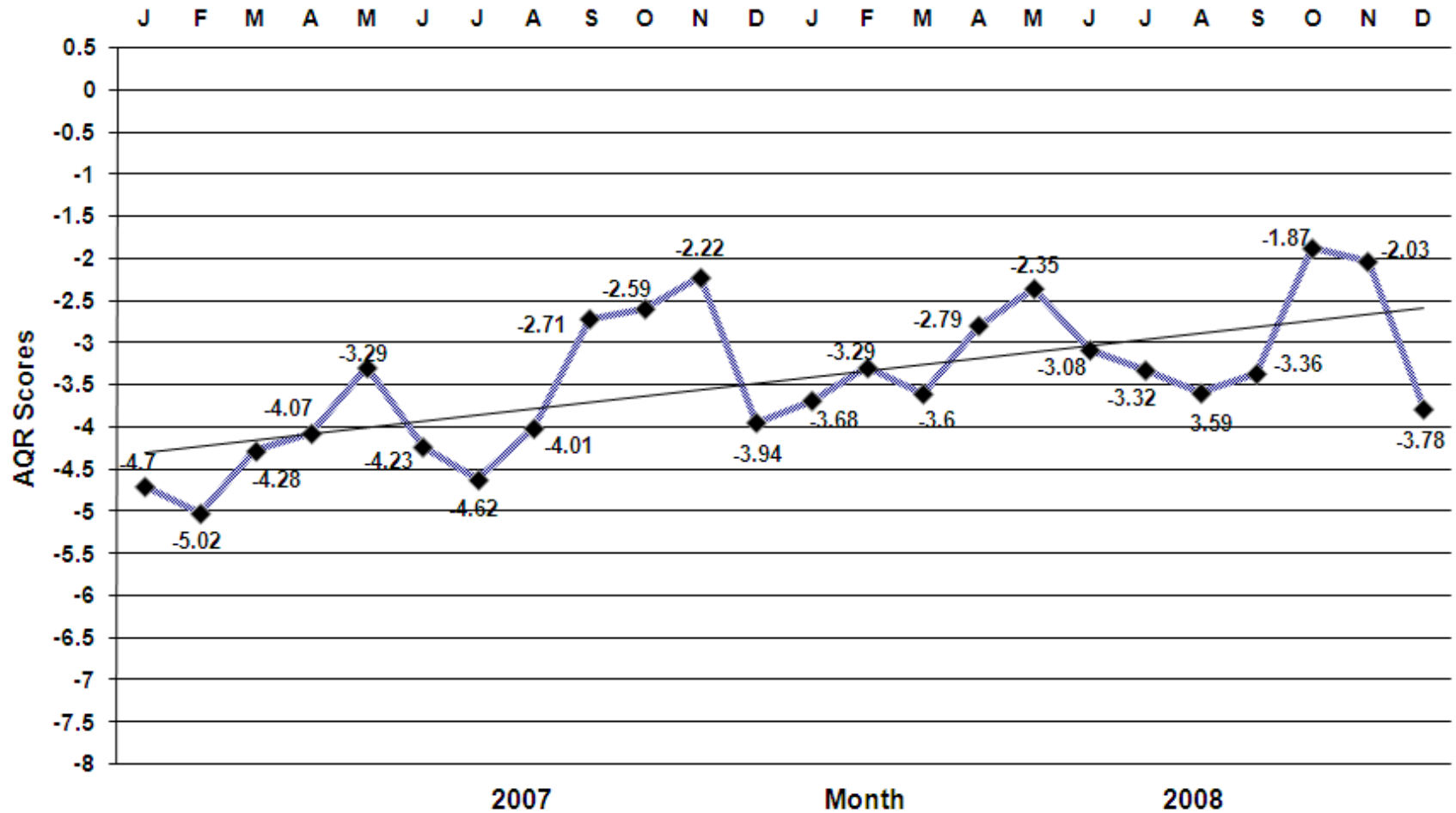
Airline Quality Rating

Atlantic Southeast Airlines by Month



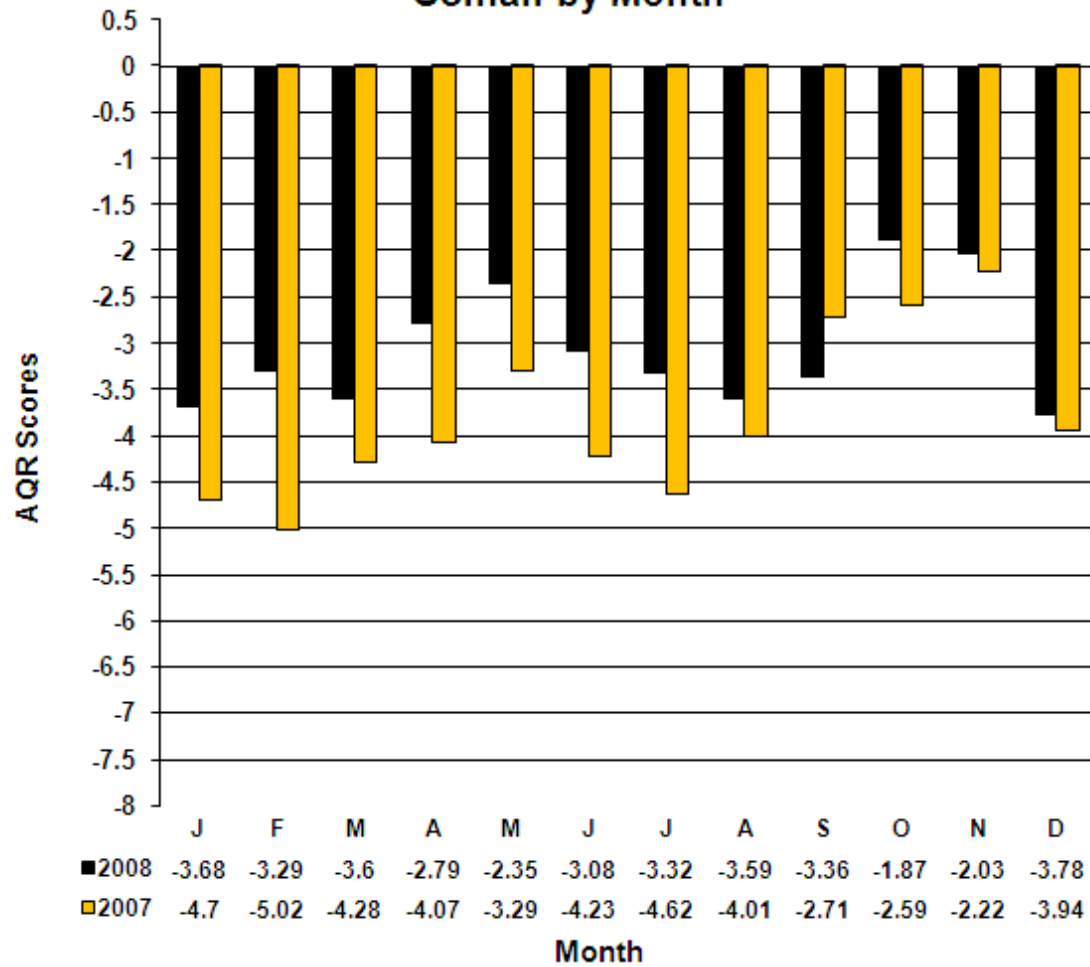
Airline Quality Rating

Comair 2007 - 2008



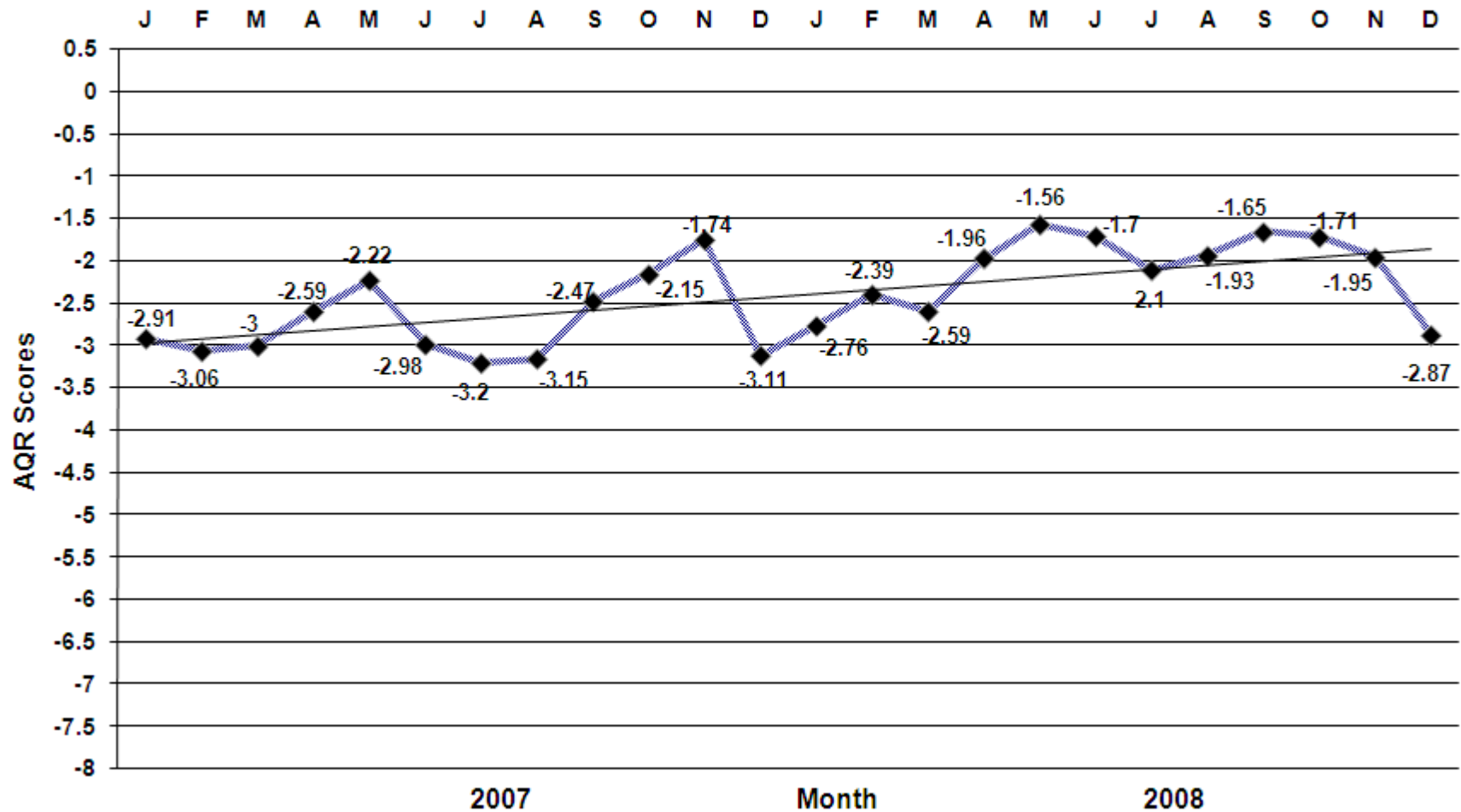
Airline Quality Rating

Comair by Month



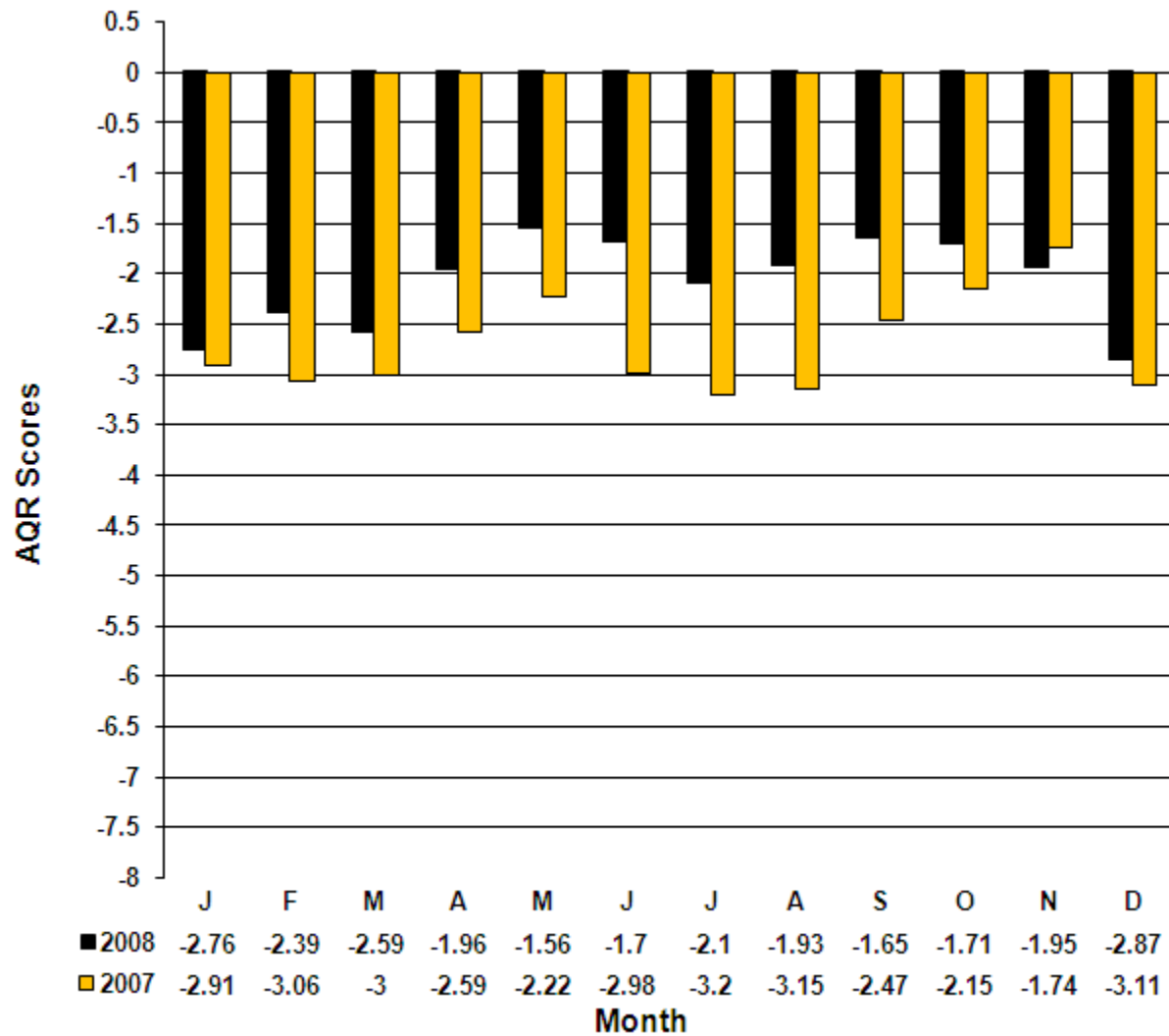
Airline Quality Rating

Delta Air Lines 2007 - 2008



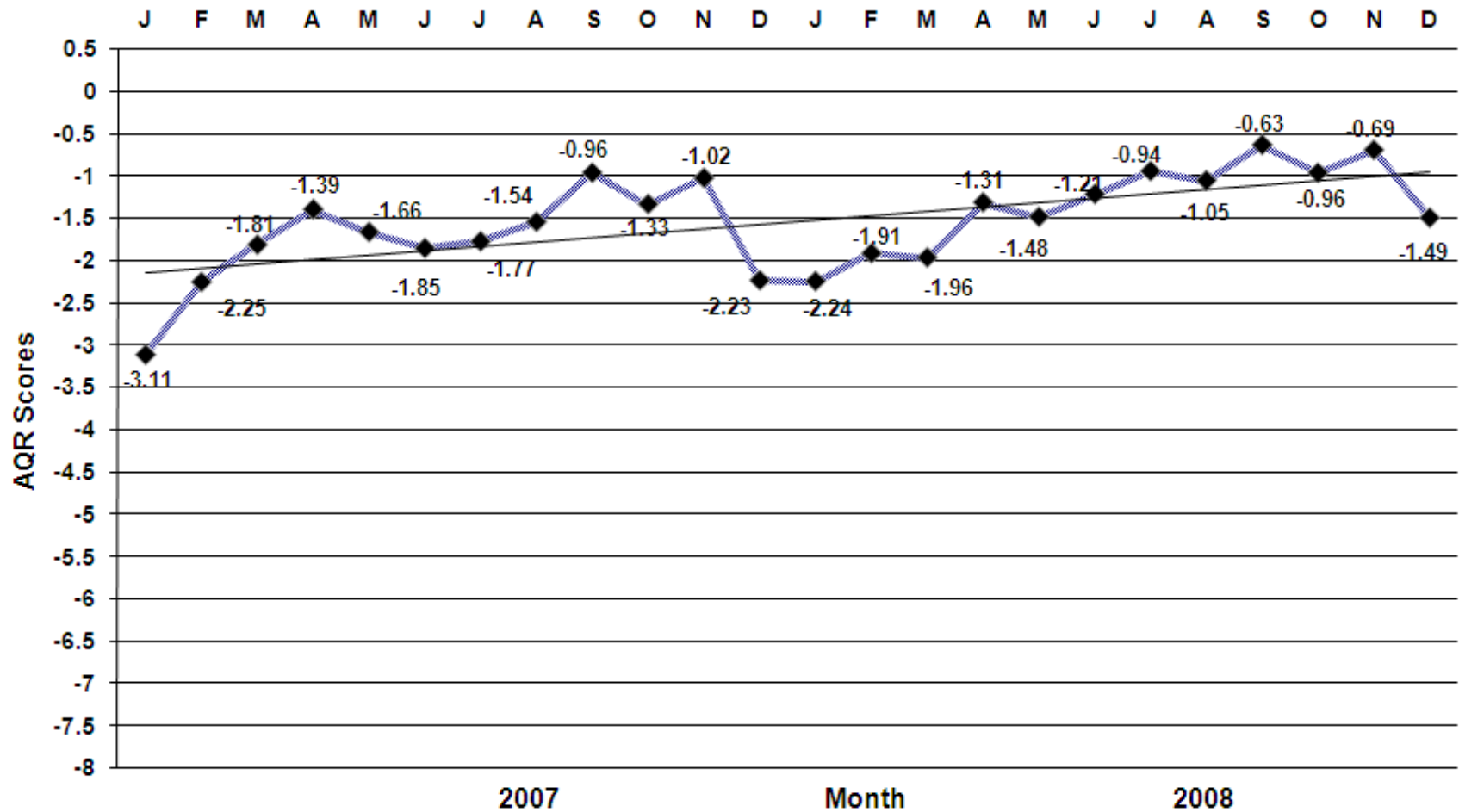
Airline Quality Rating

Delta Air Lines by Month



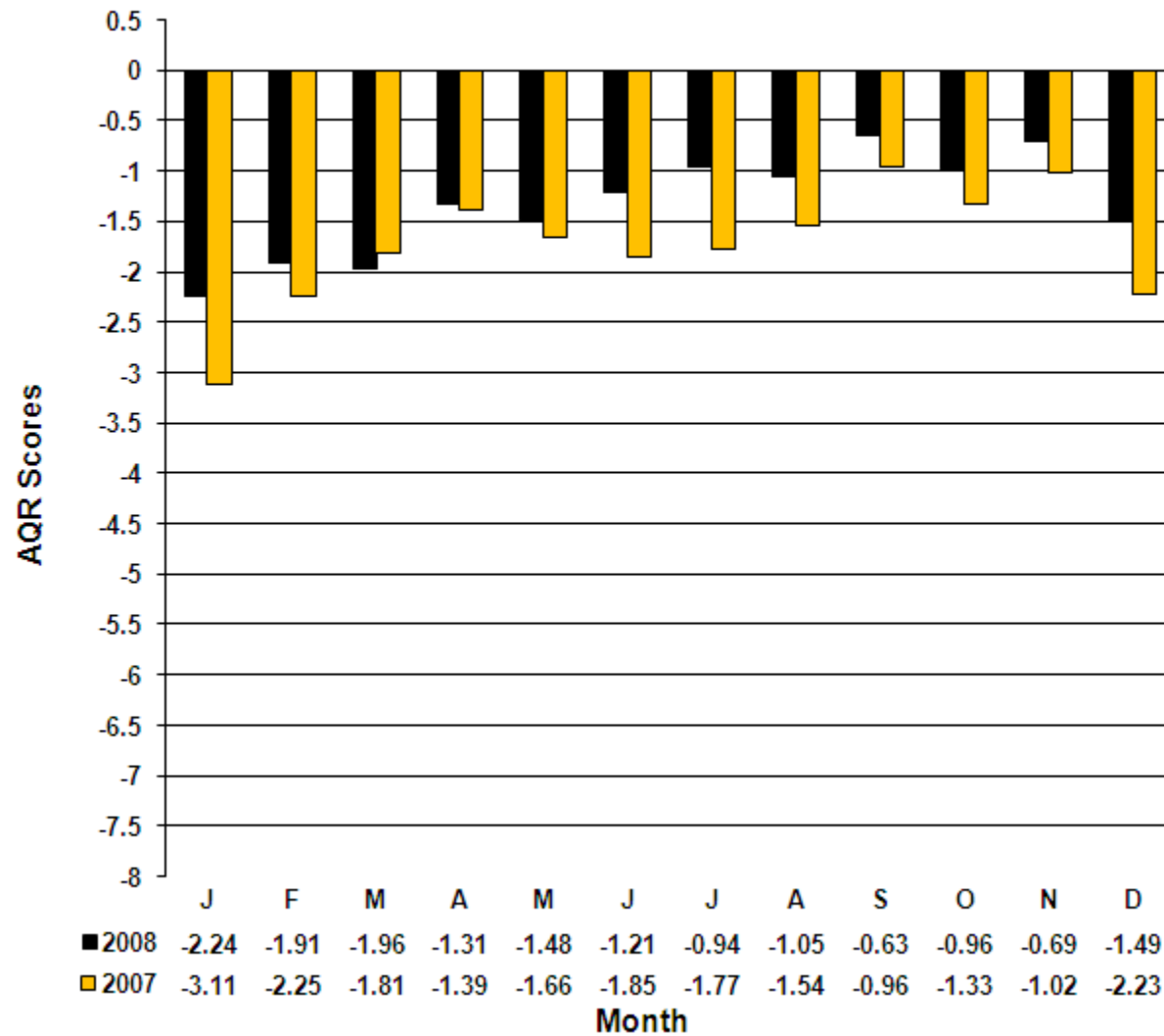
Airline Quality Rating

Frontier Airlines 2007 - 2008



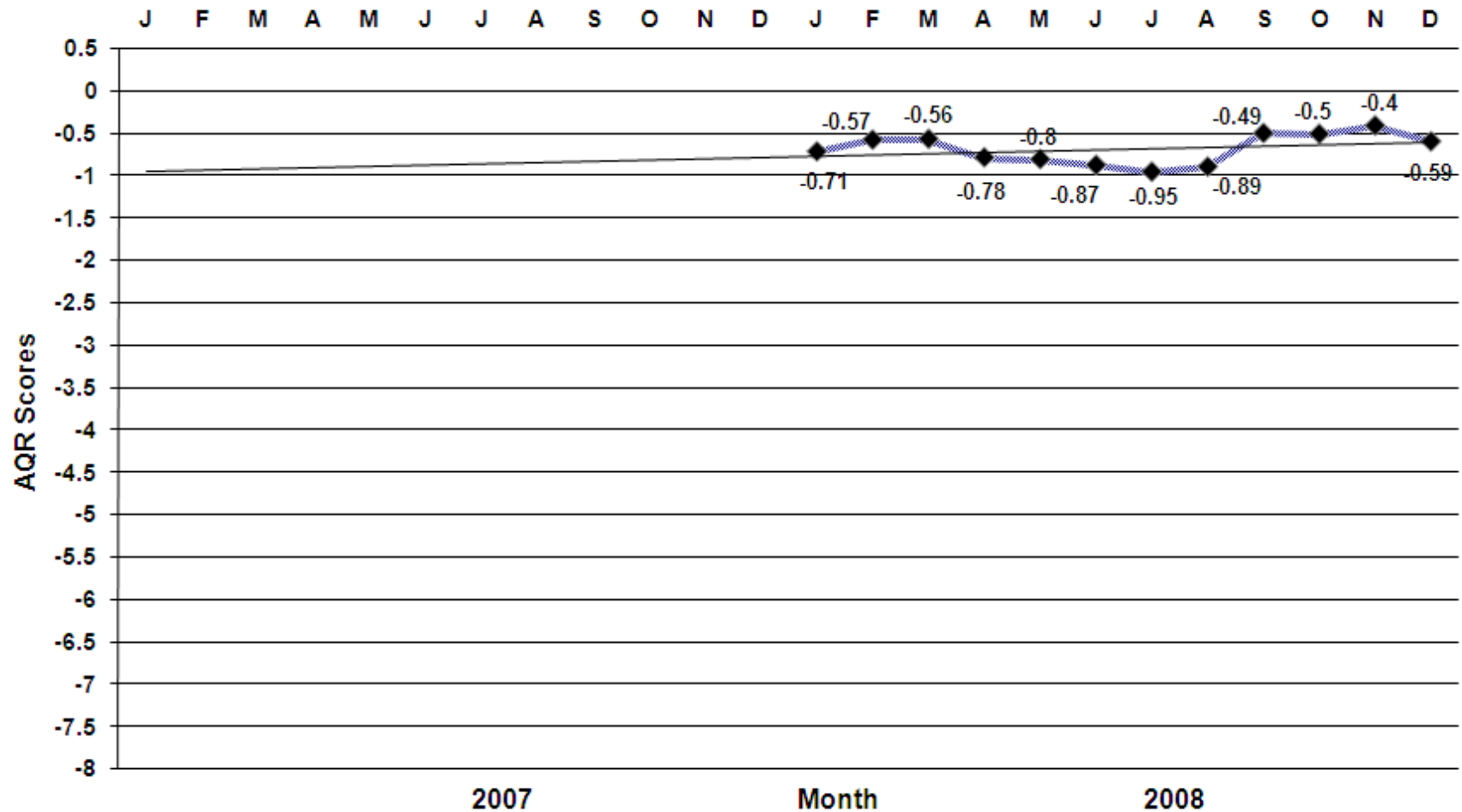
Airline Quality Rating

Frontier Airlines by Month



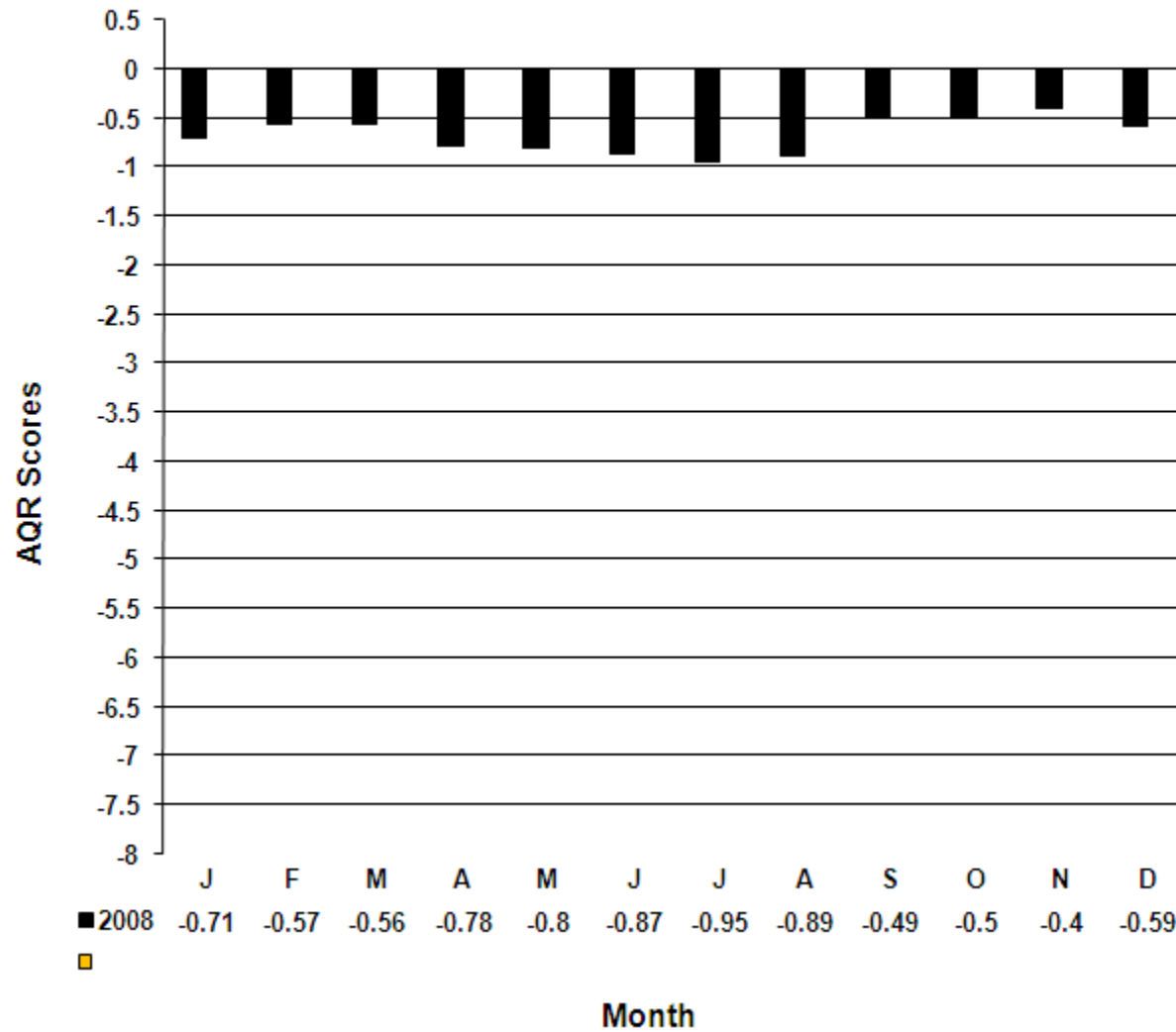
Airline Quality Rating

Hawaiian Airlines 2008



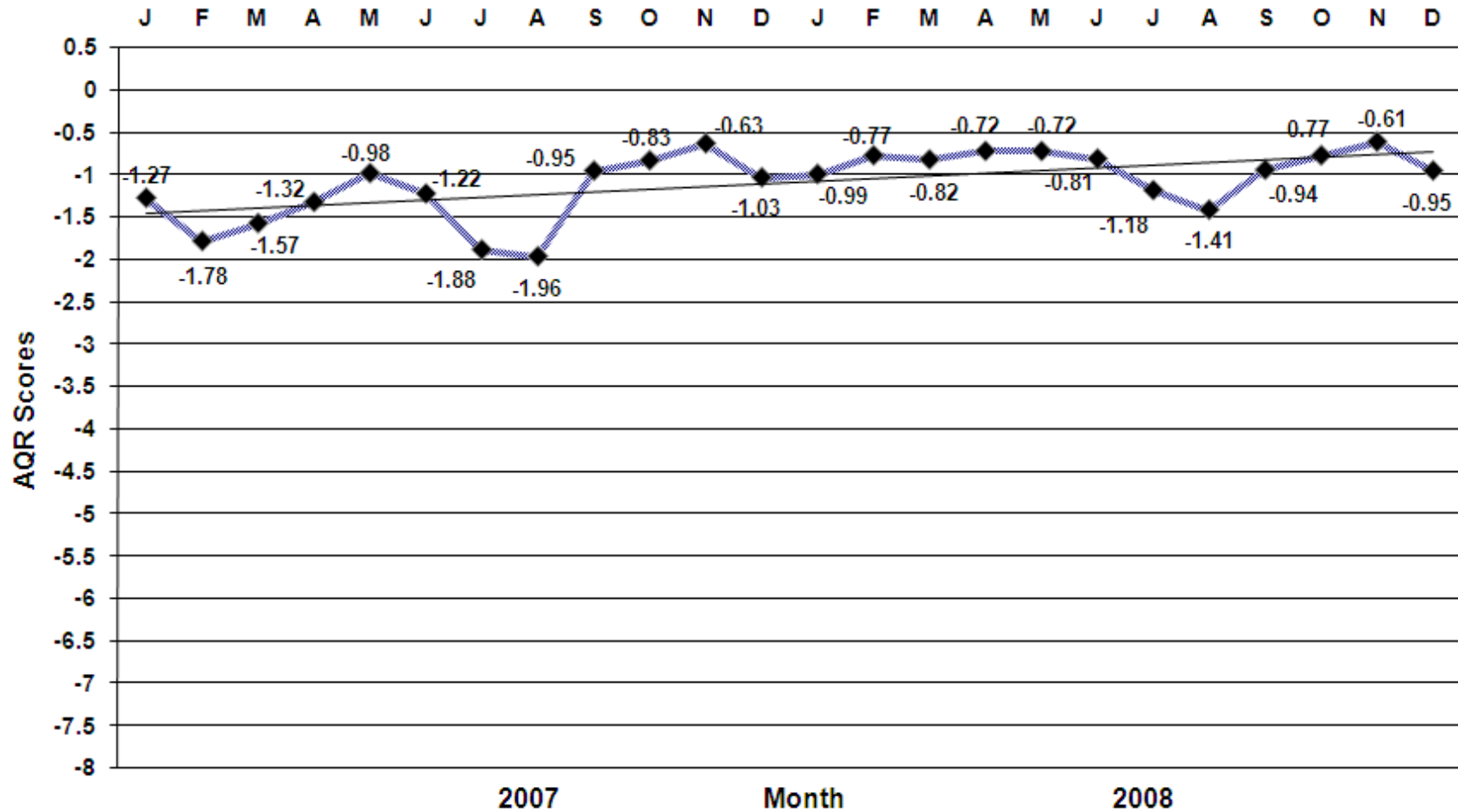
Airline Quality Rating

Hawaiian Airlines by Month



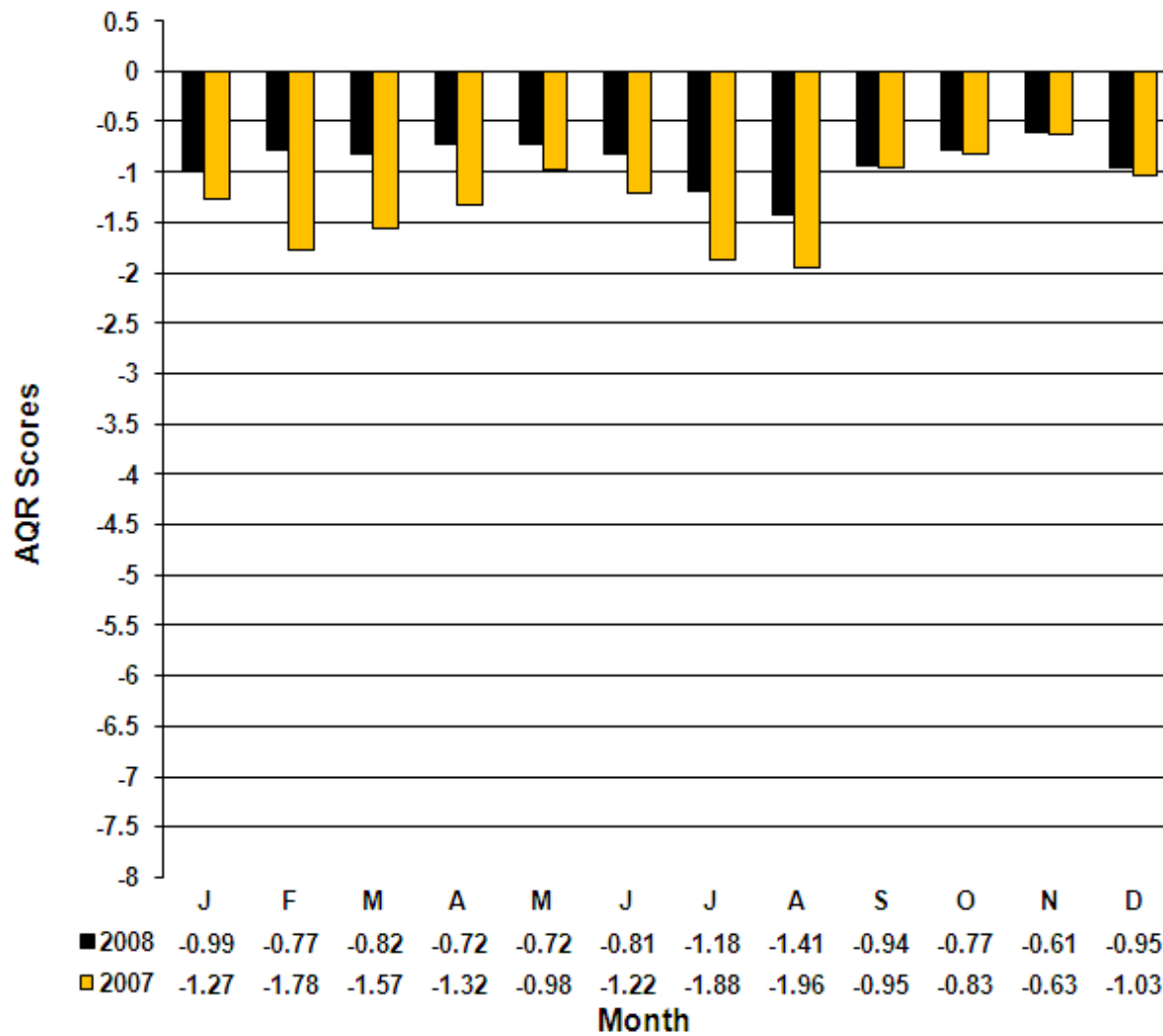
Airline Quality Rating

JetBlue Airways 2007 - 2008



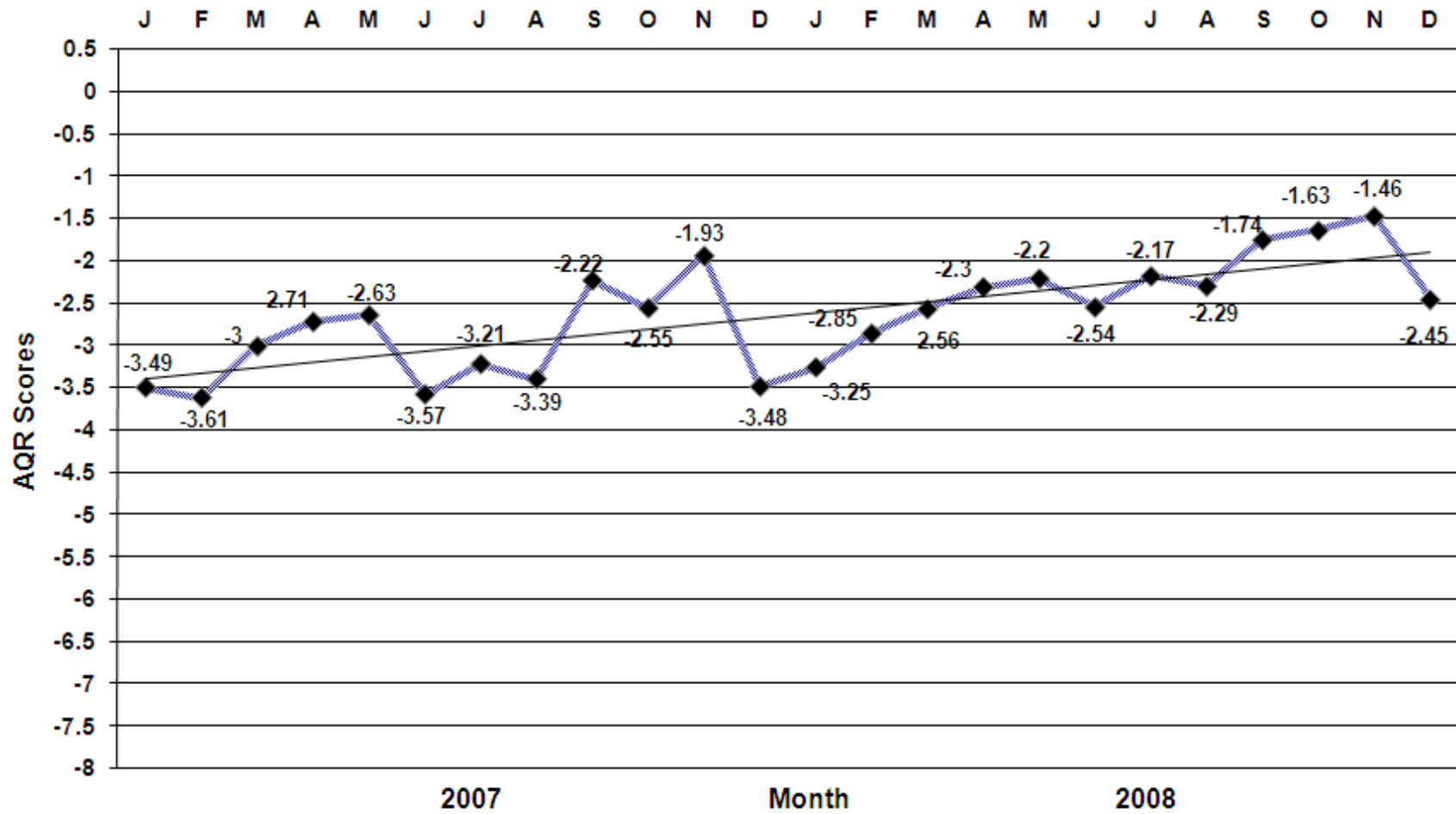
Airline Quality Rating

JetBlue Airways by Month



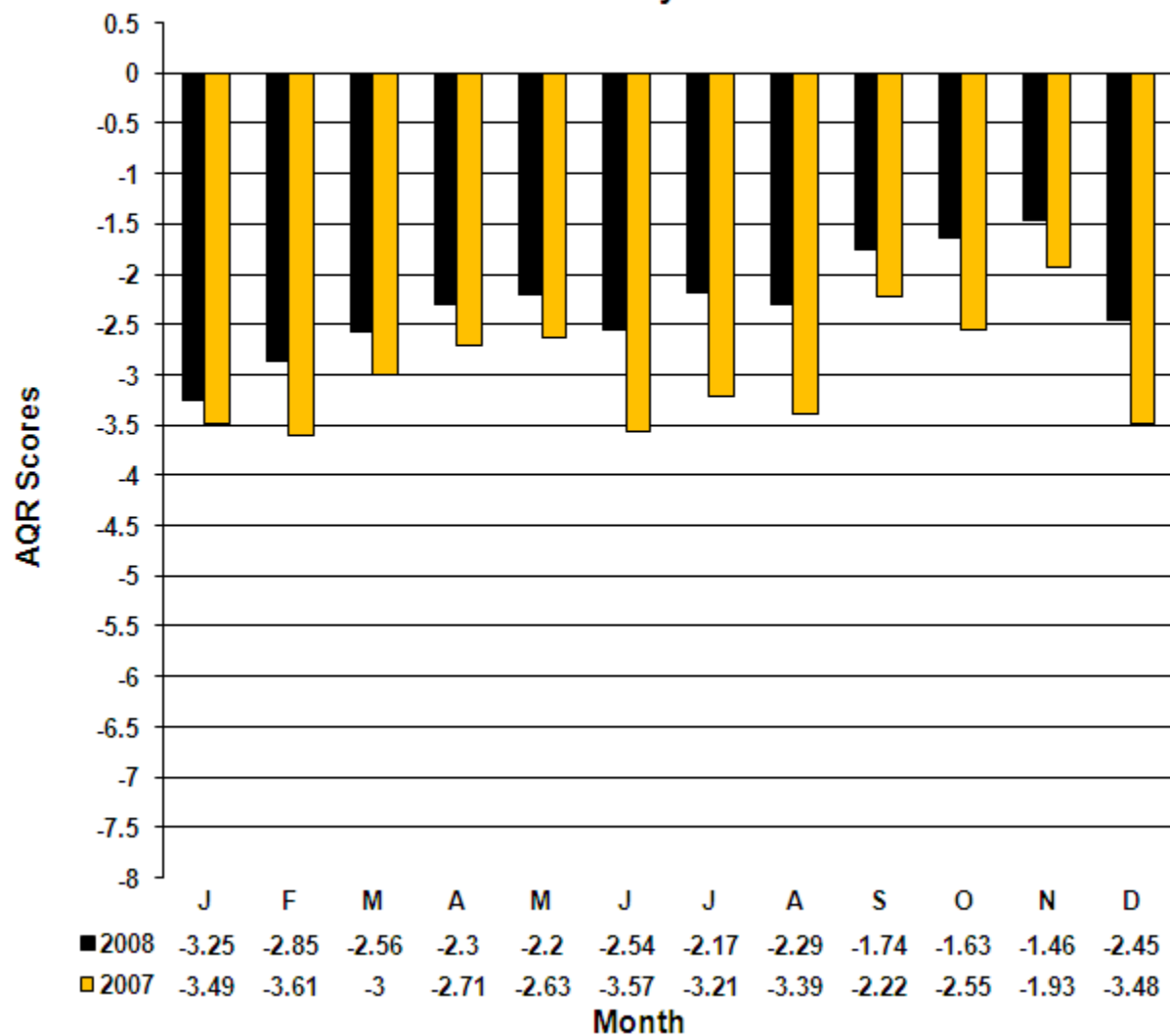
Airline Quality Rating

Mesa Airlines 2007 - 2008



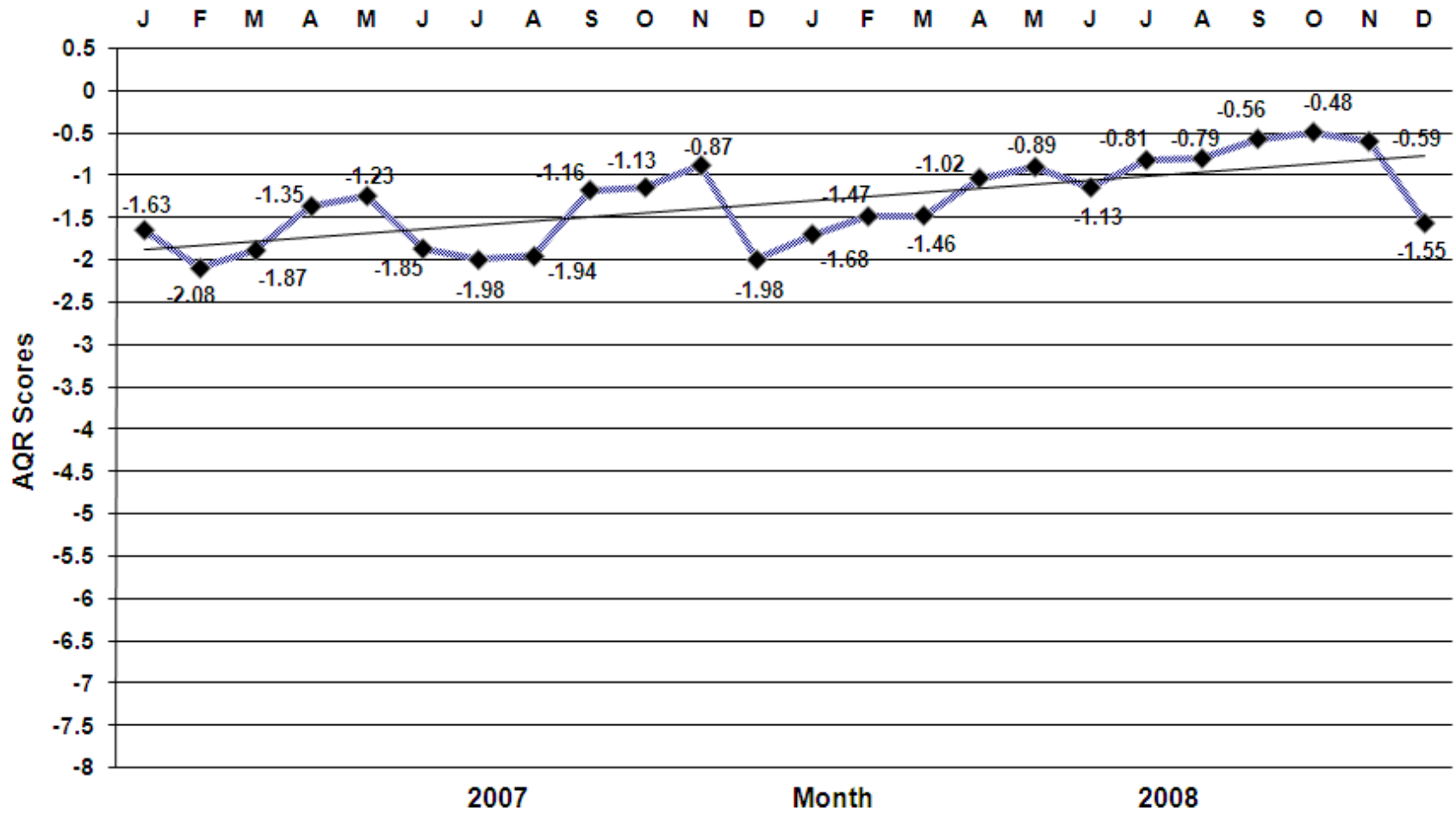
Airline Quality Rating

Mesa Airlines by Month



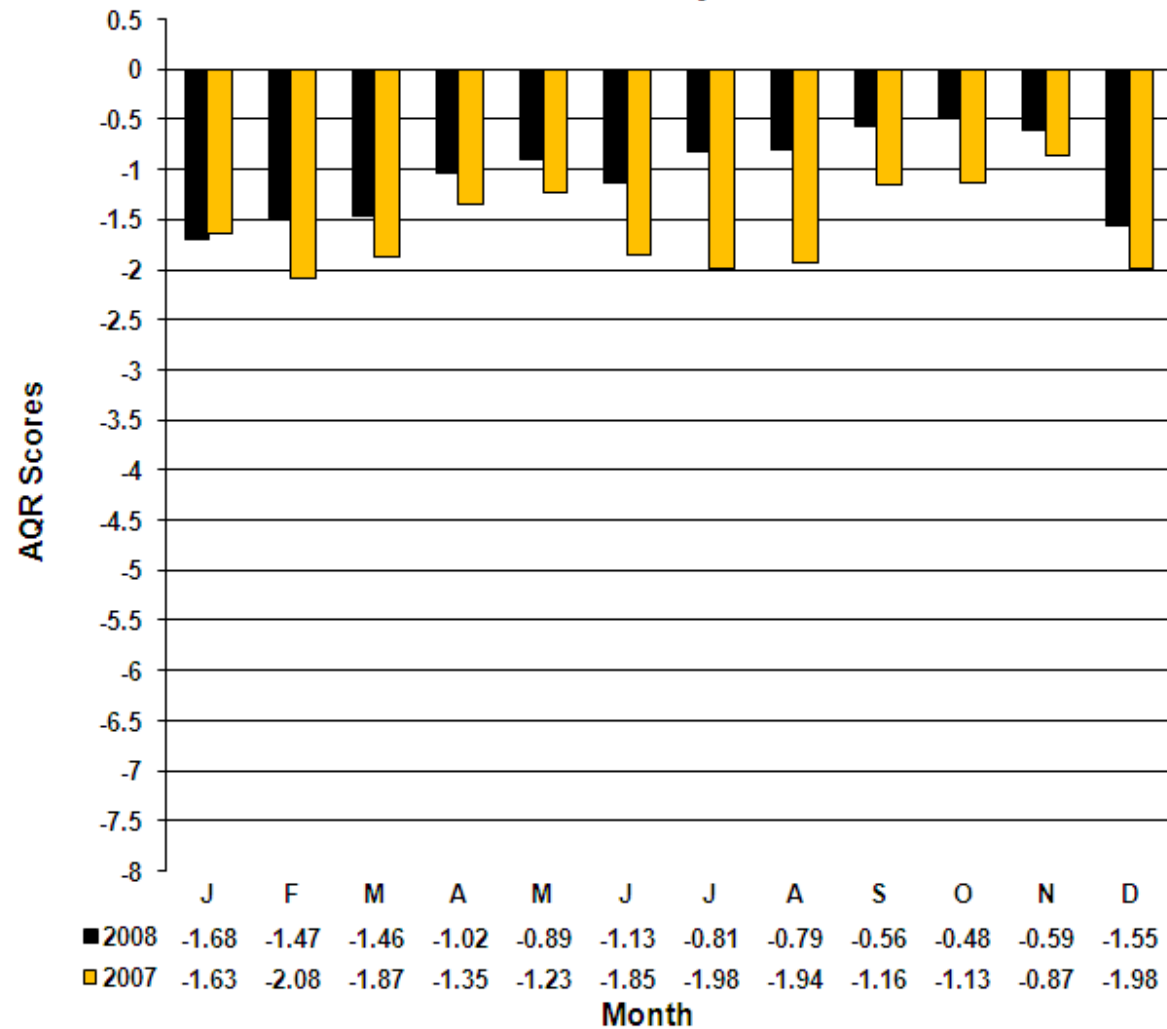
Airline Quality Rating

Northwest Airlines 2007 - 2008



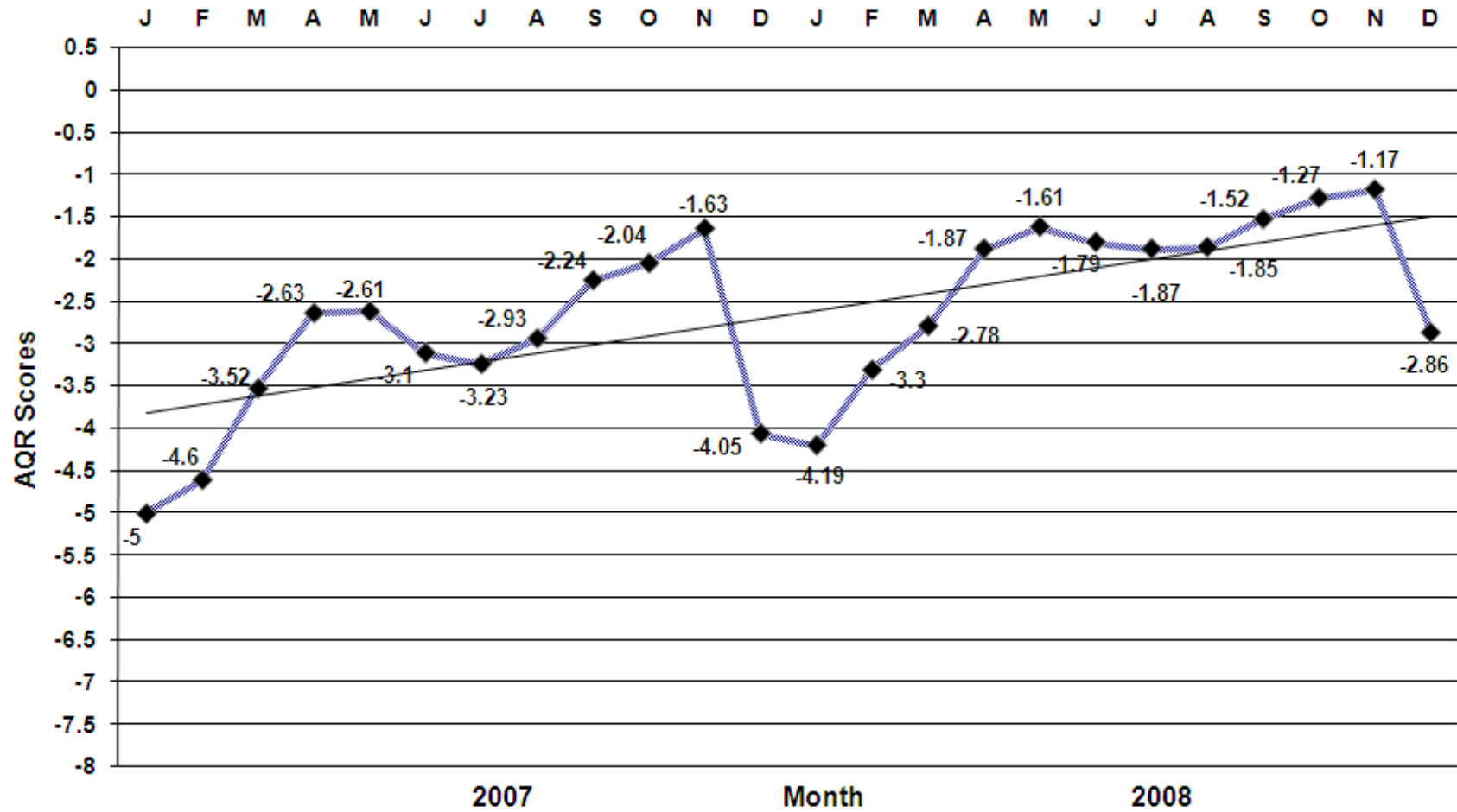
Airline Quality Rating

Northwest Airlines by Month



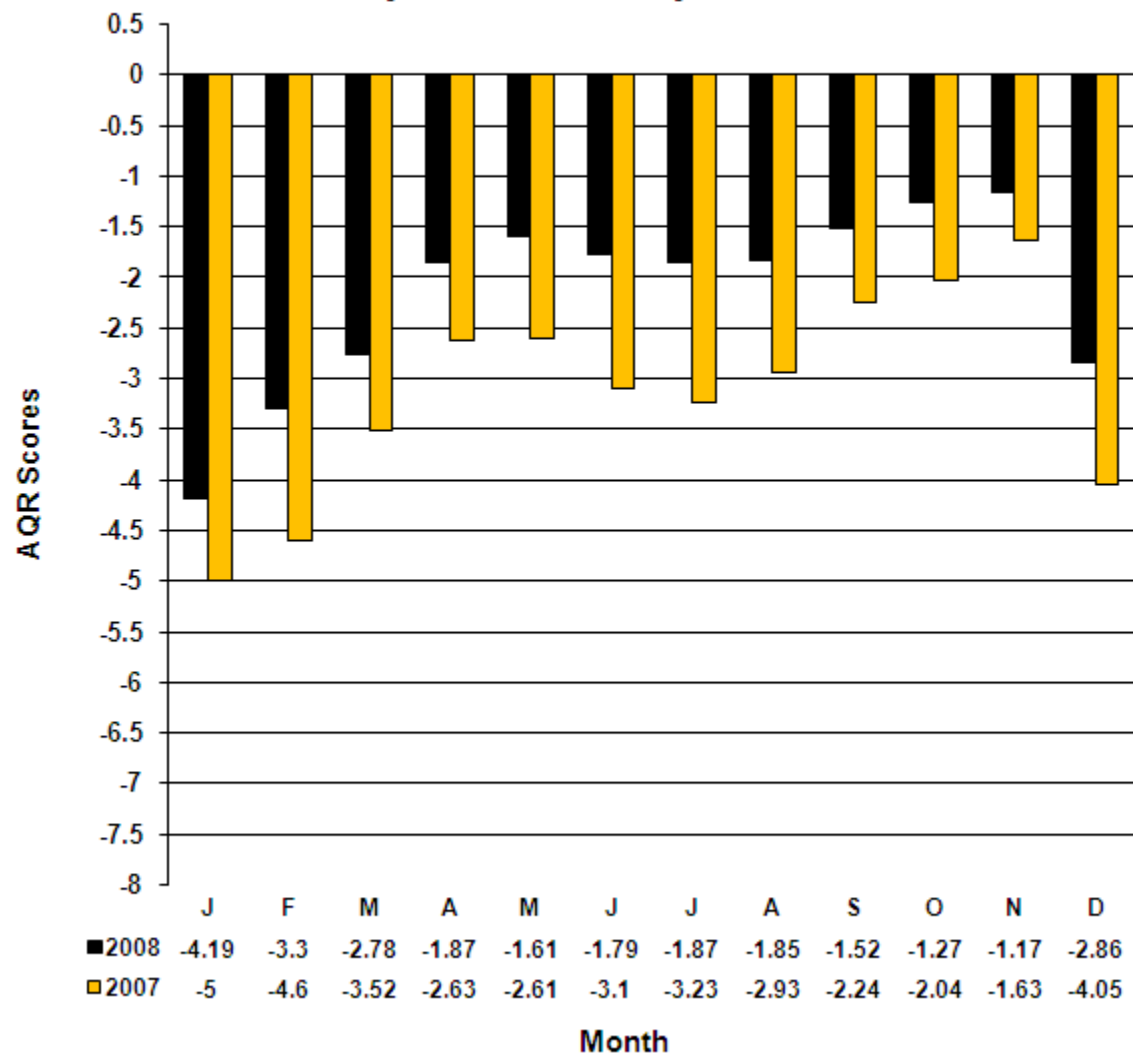
Airline Quality Rating

SkyWest Airlines 2007 - 2008



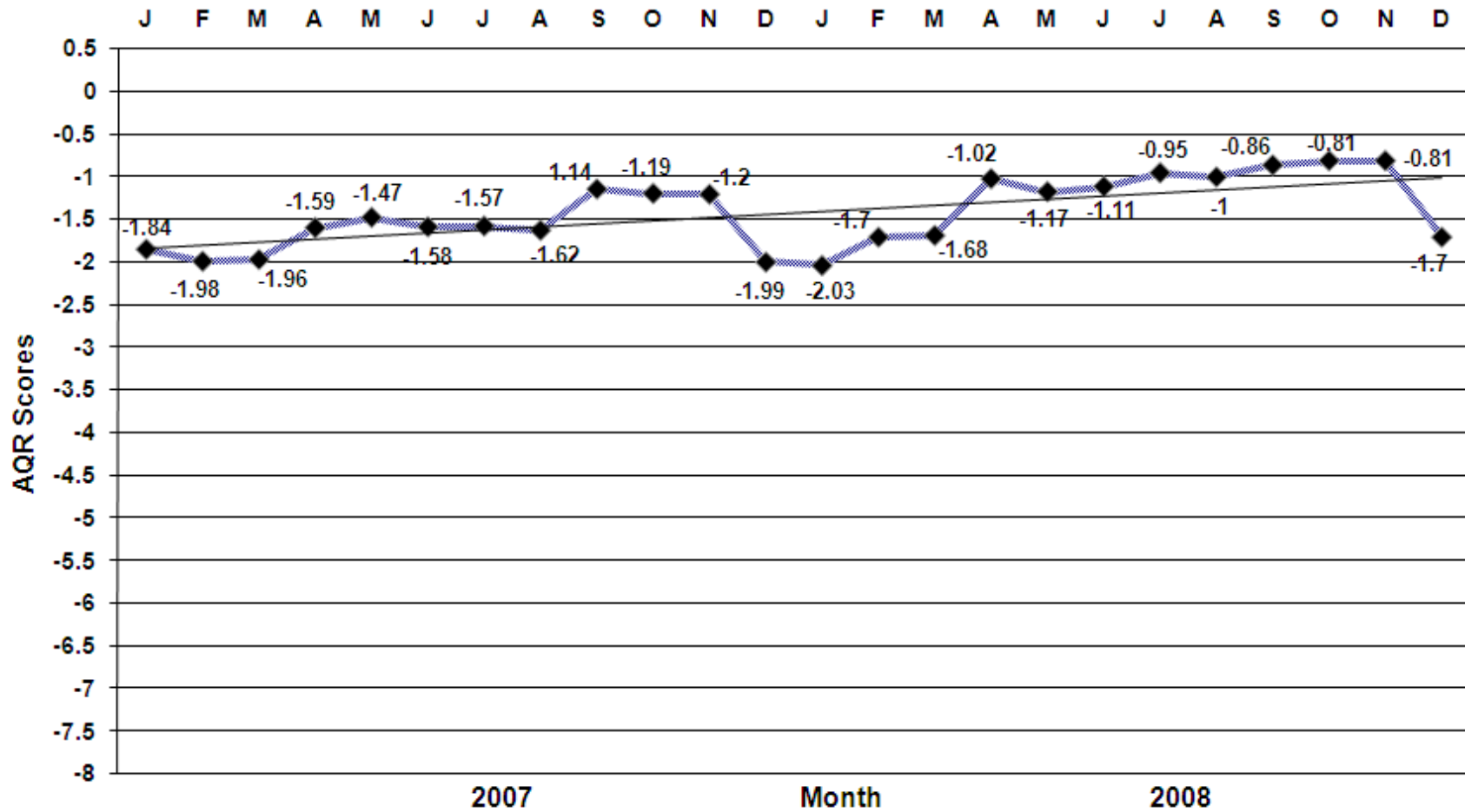
Airline Quality Rating

SkyWest Airlines by Month



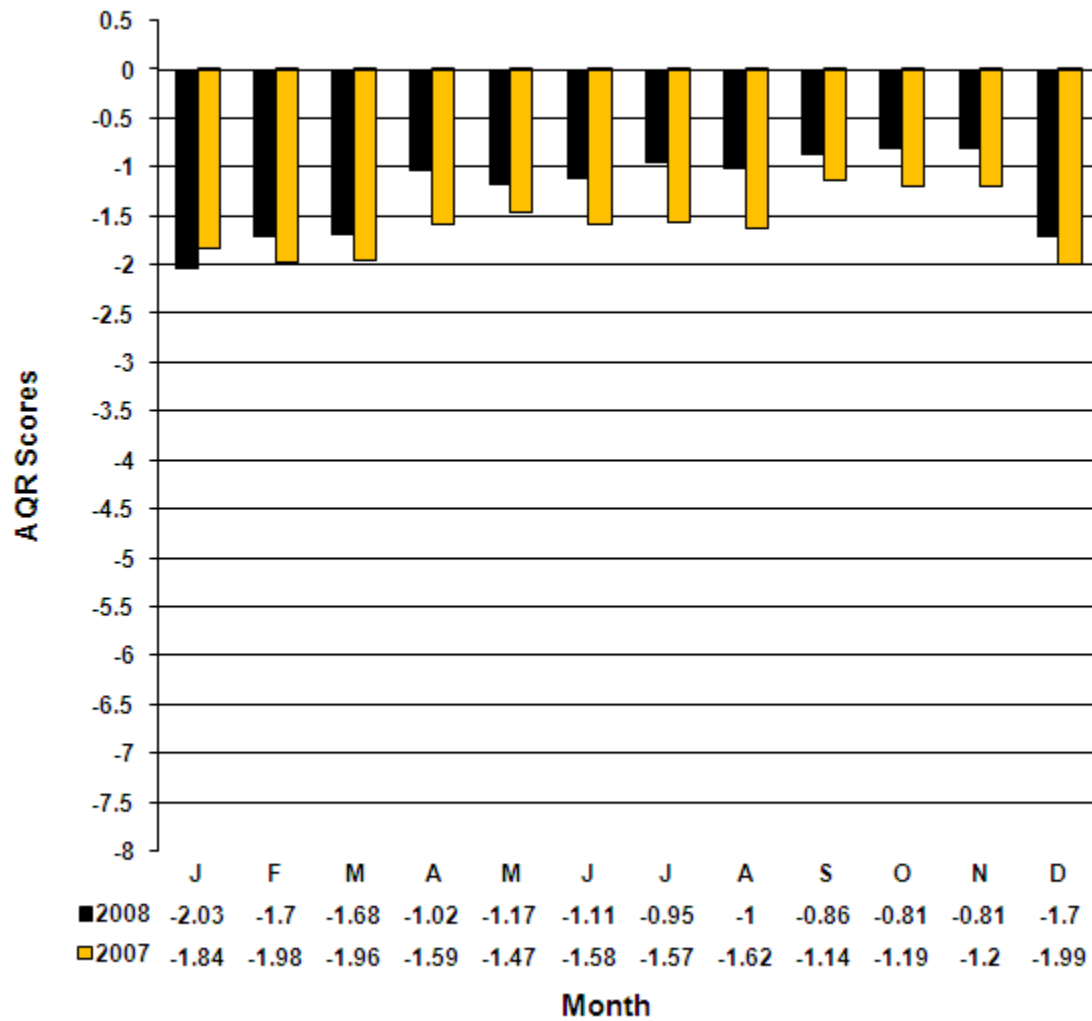
Airline Quality Rating

Southwest Airlines 2007 - 2008



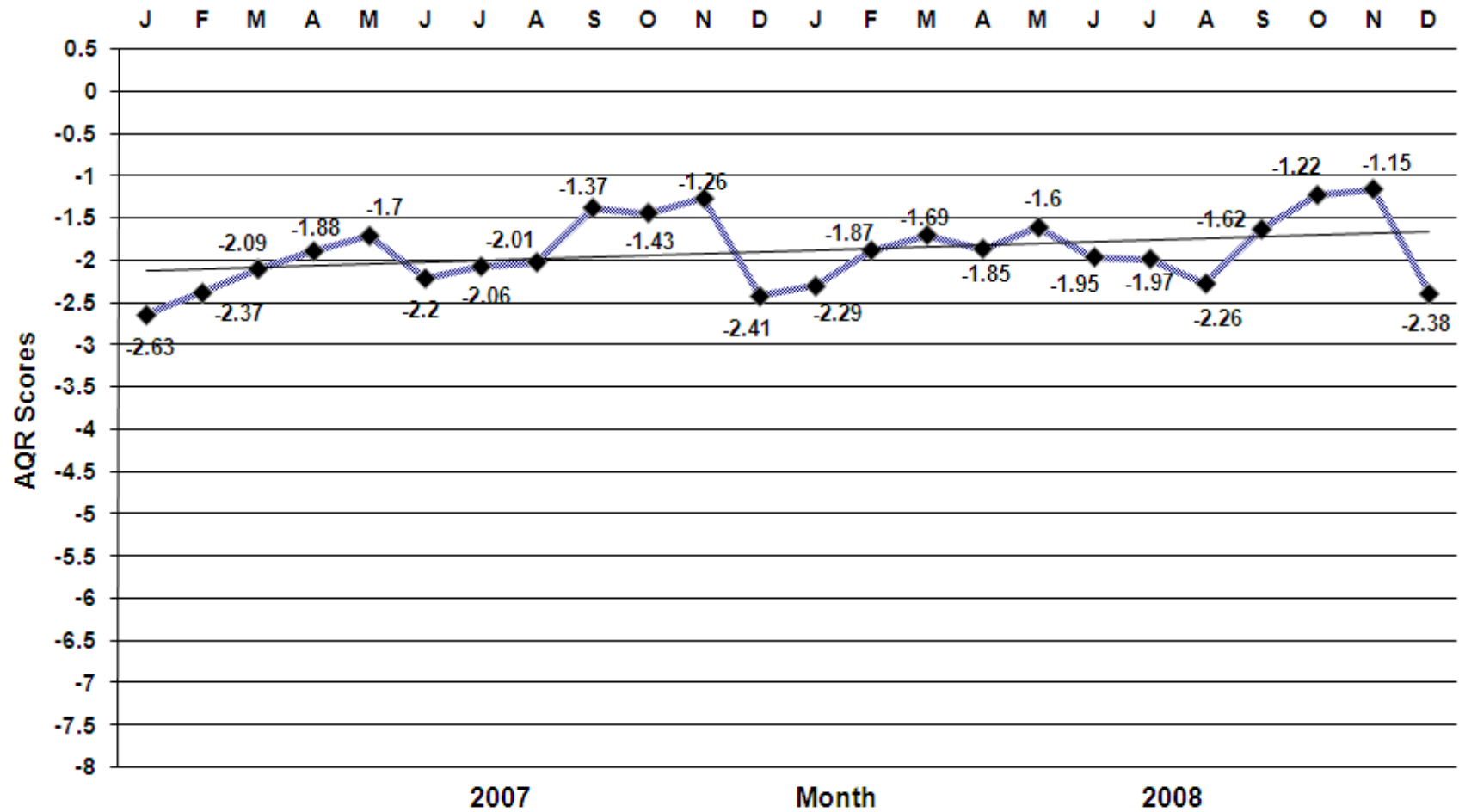
Airline Quality Rating

Southwest Airlines by Month



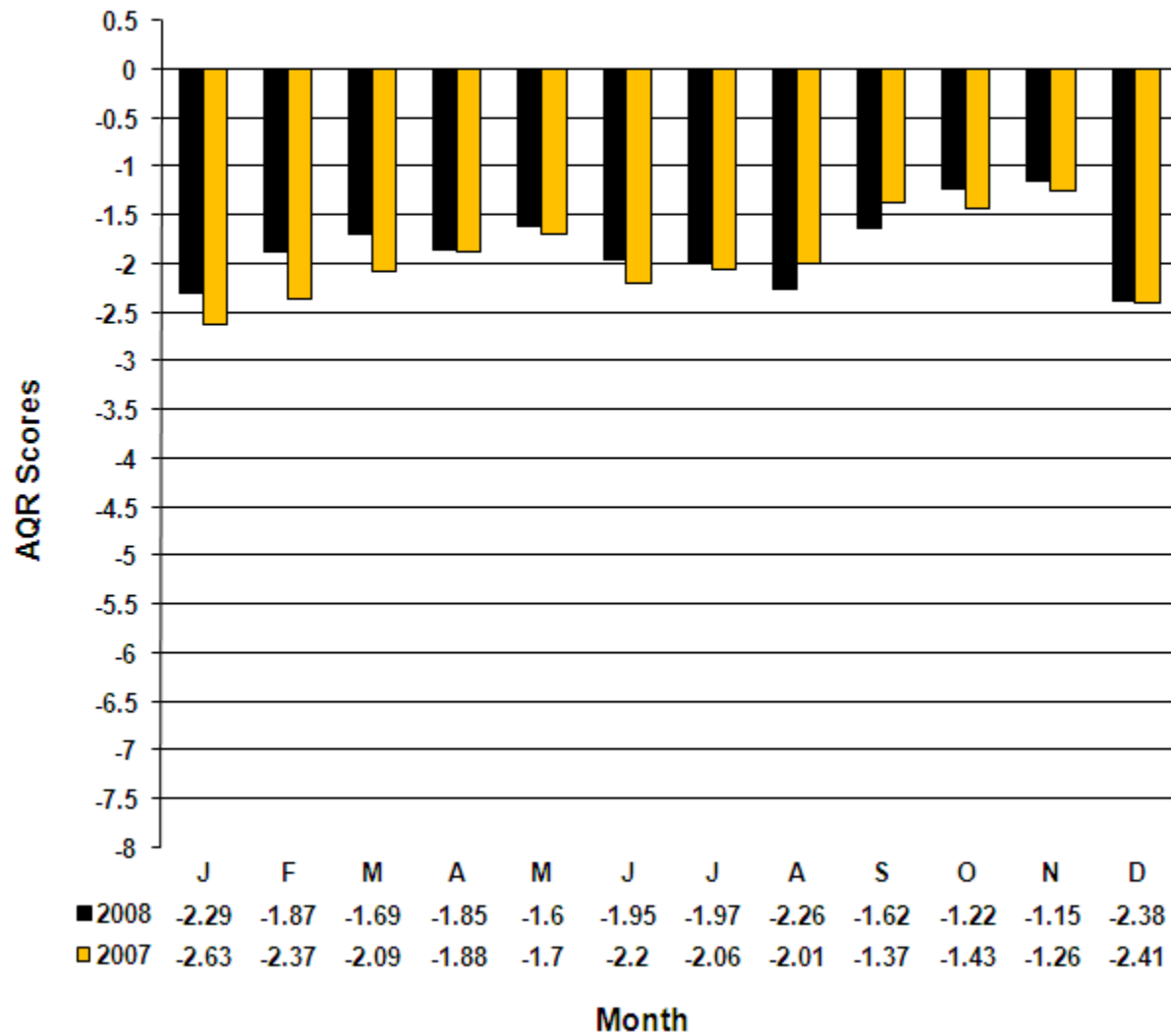
Airline Quality Rating

United Airlines 2007 - 2008



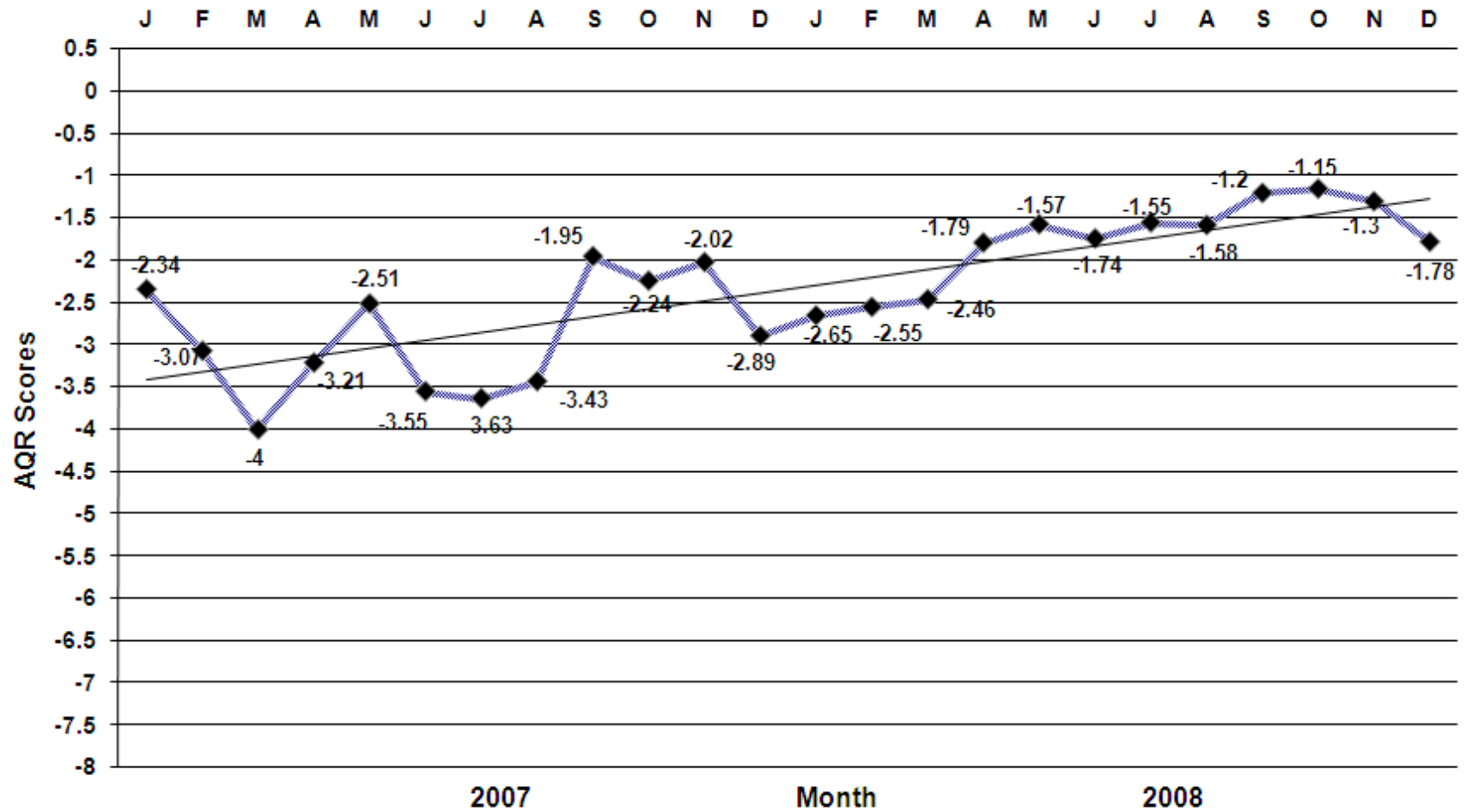
Airline Quality Rating

United Airlines by Month



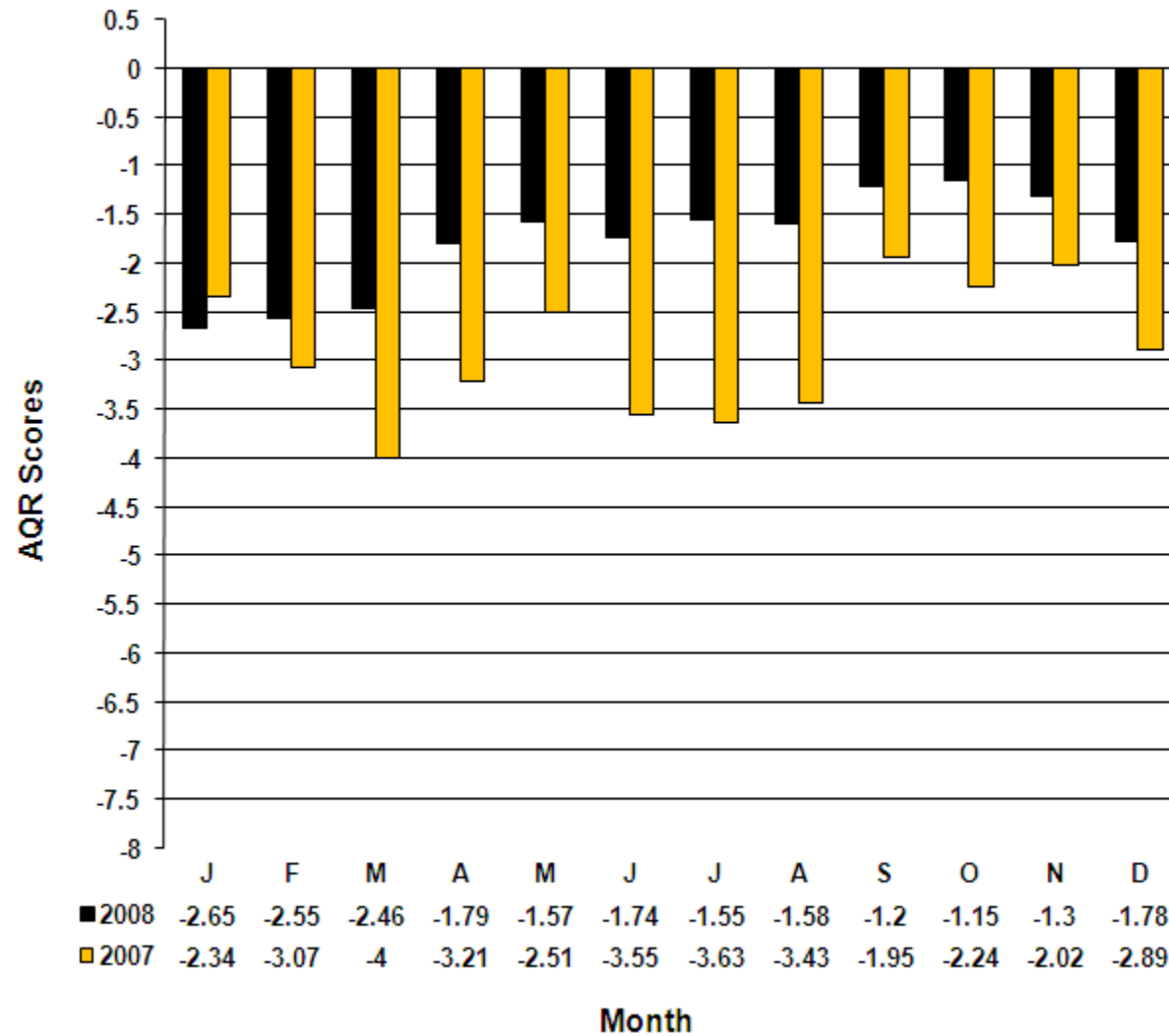
Airline Quality Rating

US Airways 2007 - 2008



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 17 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 2008. 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 2008. 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.

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

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

¹ 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.

2007 On-Time Arrival Percentage by Month for U.S. Airlines

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
AirTran (FL)	.793	.712	.784	.818	.855	.719	.689	.712	.862	.800	.811	.672	.768
Alaska (AS)	.705	.723	.732	.799	.762	.705	.681	.671	.733	.701	.780	.711	.724
American (AA)	.674	.642	.714	.707	.710	.579	.634	.699	.785	.761	.756	.587	.687
American Eagle (MQ)	.674	.623	.718	.727	.734	.605	.651	.675	.798	.783	.767	.536	.691
Atlantic Southeast (EV)	.669	.605	.704	.707	.788	.560	.542	.550	.634	.636	.767	.640	.647
Comair (OH)	.673	.535	.669	.679	.765	.640	.624	.672	.802	.744	.768	.562	.679
Continental (CO)	.743	.737	.712	.735	.751	.679	.697	.753	.880	.804	.780	.664	.743
Delta (DL)	.795	.767	.797	.815	.840	.679	.653	.696	.820	.807	.856	.714	.769
Frontier (F9)	.751	.727	.848	.830	.771	.718	.755	.767	.884	.844	.845	.573	.776
JetBlue (B6)	.688	.574	.636	.648	.782	.639	.668	.701	.857	.774	.797	.653	.701
Mesa (YV)	.705	.625	.707	.742	.801	.700	.755	.736	.829	.784	.769	.618	.731
Northwest (NW)	.718	.588	.660	.736	.746	.641	.701	.682	.778	.747	.782	.574	.696
SkyWest (OO)	.650	.650	.784	.803	.809	.779	.759	.756	.829	.807	.821	.624	.757
Southwest (WN)	.824	.773	.820	.834	.832	.753	.752	.777	.858	.828	.845	.725	.801
United (UA)	.732	.645	.724	.729	.757	.660	.701	.662	.782	.744	.755	.548	.703
US Airways (US)	.718	.600	.555	.631	.679	.616	.663	.693	.801	.757	.806	.745	.687
Industry by Month	.728	.668	.734	.753	.776	.673	.690	.709	.812	.778	.799	.643	.730
Aloha (AQ) ¹	.916	.911	.932	.954	.884	.868	.915	.970	.954	.915	.916	.930	.922
Express Jet (XE) ²	.716	.707	.696	.719	.768	.696	.709	.776	.858	.796	.768	.637	.738
Hawaiian (HA) ¹	.919	.914	.939	.951	.928	.929	.947	.936	.937	.946	.924	.920	.933
Pinnacle (9E) ²	.768	.642	.781	.842	.836	.760	.789	.711	.824	.816	.841	.546	.763

¹ These airlines voluntarily report performance data. Only the 16 airlines required to report all data elements for 2007 are part of the Industry value. Performance statistics for other airlines are presented where available for reference and comparison.

² These airlines are not included in the Industry value due to lack of data on Involuntary Denied Boardings.

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

2008 Involuntary Denied Boardings by Quarter for U.S. Airlines
(per 10,000 passengers)

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

¹ 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.

2007 Involuntary Denied Boardings by Quarter for U.S. Airlines
(per 10,000 passengers)

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Annual
AirTran (FL)	0.21	0.17	0.13	0.08	0.15
Alaska (AS)	1.02	0.21	0.84	0.92	0.73
American (AA)	1.06	0.69	0.61	0.74	0.77
American Eagle (MQ)	1.19	1.45	0.80	1.95	1.35
Atlantic Southeast (EV)	5.43	4.76	4.11	3.78	4.50
Comair (OH)	3.32	4.01	2.81	2.61	3.15
Continental (CO)	1.93	1.72	1.28	0.81	1.43
Delta (DL)	3.47	3.19	2.01	1.24	2.47
Frontier (F9)	1.60	0.87	0.58	0.80	0.93
JetBlue (B6)	0.04	0.03	0.01	0.01	0.02
Mesa (YV)	1.94	0.91	1.31	2.08	1.54
Northwest (NW)	1.25	0.90	0.75	0.42	0.83
SkyWest (OO)	2.73	1.56	1.59	0.96	1.69
Southwest (WN)	1.25	1.09	1.15	0.95	1.11
United (UA)	0.40	1.00	0.75	0.64	0.71
US Airways (US)	1.68	1.21	0.89	1.01	1.19
Industry by Quarter	1.47	1.24	1.01	0.84	1.14
Aloha (AQ) ¹	0.17	0.39	0.48	0.08	0.29
Express Jet (RU) ²	N/A	N/A	N/A	N/A	N/A
Hawaiian (HA) ¹	0.51	0.07	0.02	0.10	0.17
Pinnacle (9E) ²	N/A	N/A	N/A	0.00	N/A

¹ These airlines voluntarily report performance data. Only the 16 airlines required to report all data elements for 2007 are part of the Industry value. Performance statistics are presented where available for reference and comparison

² These airlines are not included in the Industry value due to lack of data on Involuntary Denied Boardings. .

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	Annual
AirTran (FL)	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
Alaska (AS)	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
American (AA)	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
American Eagle (MQ)	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
Atlantic Southeast (EV)	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
Comair (OH)	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
Continental (CO)	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
Delta (DL)	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
Frontier (F9)	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
Hawaiian (HA)	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
JetBlue (B6)	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
Mesa (YV)	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
Northwest (NW)	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
SkyWest (OO)	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
Southwest (WN)	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
United (UA)	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
US Airways (US)	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
Industry by Month	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) ¹	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) ¹	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

¹ 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.

2007 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
AirTran (FL)	3.63	3.51	4.24	3.43	3.39	4.44	5.56	5.19	3.41	3.60	3.32	4.22	4.06
Alaska (AS)	5.83	4.80	5.21	5.42	5.18	8.21	8.16	8.02	6.85	5.80	4.09	7.51	6.39
American (AA)	8.84	8.14	6.83	6.75	6.40	8.91	8.18	7.28	5.63	5.29	5.36	9.49	7.25
American Eagle (MQ)	17.95	16.27	14.28	13.01	11.60	15.91	14.69	13.96	9.90	9.57	9.24	17.43	13.55
Atlantic Southeast (EV)	11.00	10.98	9.18	8.27	7.74	14.00	15.45	13.68	10.54	9.47	7.64	16.35	11.24
Comair (OH)	15.09	16.03	13.76	11.99	8.84	12.24	13.28	12.14	7.25	7.27	6.73	13.28	11.40
Continental (CO)	5.16	5.30	6.77	5.03	5.02	6.97	6.61	5.83	3.79	3.60	3.57	5.81	5.33
Delta (DL)	7.83	8.20	7.66	6.15	5.26	8.08	9.29	9.18	6.83	6.56	5.41	10.61	7.60
Frontier (F9)	10.92	7.80	5.84	4.95	6.15	6.80	6.56	5.78	3.99	4.09	3.98	8.29	6.16
JetBlue (B6)	5.40	5.75	5.94	5.29	4.38	5.28	7.43	8.08	3.77	3.26	2.95	4.32	5.23
Mesa (YV)	12.64	12.43	10.16	9.89	9.95	12.76	11.30	12.42	7.83	7.76	6.20	11.83	10.46
Northwest (NW)	5.26	6.93	5.57	3.96	3.80	5.61	5.82	5.49	3.82	3.91	2.99	7.09	5.01
SkyWest (OO)	17.38	15.06	11.61	9.21	9.21	10.96	11.28	10.04	7.91	7.71	6.05	15.64	10.87
Southwest (WN)	6.69	7.29	7.25	5.86	5.54	5.91	5.65	5.80	4.12	4.50	4.56	7.65	5.87
United (UA)	9.07	8.11	6.38	4.98	4.83	5.82	5.60	5.42	3.99	4.09	3.72	7.68	5.76
US Airways (US)	7.52	9.41	10.93	7.96	7.17	10.59	9.89	9.61	5.84	6.42	5.92	9.63	8.47
Industry by Month	8.22	8.26	7.66	6.34	5.93	7.90	7.90	7.57	5.36	5.32	4.83	8.90	7.01
Aloha (AQ) ¹	3.38	3.53	3.59	3.48	4.03	5.12	4.38	3.72	3.60	4.15	3.59	3.72	3.88
Express Jet (XE) ²	9.60	8.80	11.92	7.96	7.46	9.93	9.67	7.87	5.12	6.81	6.47	10.69	
8.54													
Hawaiian (HA) ¹	3.72	3.66	3.81	2.75	2.70	3.48	3.82	3.10	3.54	3.37	3.51	3.44	3.41
Pinnacle (9E) ²	9.48	11.07	8.54	6.27	6.30	10.27	11.57	10.64	7.23	7.22	7.55	19.23	9.55

¹ These airlines voluntarily report performance data. Only the 16 airlines required to report all data elements for 2007 are part of the Industry value. Performance statistics are presented here for reference and comparison.

² These airlines are not included in the Industry value due to lack of data on Involuntary Denied Boardings.

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
AirTran (FL)	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
Alaska (AS)	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
American (AA)	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
American Eagle (MQ)	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
Atlantic Southeast (EV)	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
Comair (OH)	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
Continental (CO)	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
Delta (DL)	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
Frontier (F9)	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
Hawaiian (HA)	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
JetBlue (B6)	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
Mesa (YV)	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
Northwest (NW)	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
SkyWest (OO)	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
Southwest (WN)	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
United (UA)	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
US Airways (US)	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
Industry by Month	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) ¹	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) ¹	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

¹ 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.

2007 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
AirTran (FL)	0.40	0.97	0.54	0.70	0.38	0.76	1.04	1.61	0.98	0.94	0.61	0.72	0.83
Alaska (AS)	0.90	0.50	0.76	0.83	0.65	0.49	0.92	1.20	0.93	0.81	0.43	0.56	0.76
American (AA)	1.39	1.92	1.91	1.95	1.44	1.77	2.26	1.94	1.33	1.41	1.15	1.16	1.65
American Eagle (MQ)	1.03	0.78	0.83	0.86	1.26	1.32	2.14	1.55	0.46	1.30	0.79	1.44	1.17
Atlantic Southeast (EV)	0.23	1.06	0.95	0.48	0.57	1.07	3.01	1.33	1.75	1.82	0.87	1.01	1.21
Comair (OH)	1.24	1.47	0.84	1.13	1.22	1.49	3.41	1.99	1.83	1.43	0.38	0.55	1.44
Continental (CO)	0.76	0.71	0.98	1.45	0.75	0.95	1.63	1.58	1.11	1.16	0.85	0.90	1.09
Delta (DL)	1.31	1.52	1.90	2.09	1.48	1.51	2.44	2.40	2.11	1.86	1.36	1.51	1.81
Frontier (F9)	0.83	0.44	0.80	0.70	0.50	0.55	0.84	0.69	0.24	1.47	0.24	0.51	0.66
JetBlue (B6)	0.44	2.18	1.11	0.74	0.40	0.29	0.89	0.59	1.08	0.98	0.46	0.55	0.78
Mesa (YV)	0.19	0.82	0.76	0.94	0.58	1.52	1.19	0.70	0.71	1.35	0.30	0.77	0.83
Northwest (NW)	0.86	0.86	1.54	1.50	1.13	1.78	2.33	2.49	1.01	1.11	1.00	1.14	1.43
SkyWest (OO)	0.67	1.47	0.64	0.67	0.63	0.81	0.98	1.01	0.39	0.42	0.45	0.35	0.71
Southwest (WN)	0.33	0.23	0.25	0.33	0.19	0.17	0.34	0.40	0.24	0.22	0.24	0.16	0.26
United (UA)	2.07	1.88	2.64	2.59	2.00	2.19	2.96	2.87	1.75	2.00	1.67	2.12	2.25
US Airways (US)	1.04	2.06	4.43	4.82	2.66	3.43	4.97	4.42	2.13	2.59	2.26	1.92	3.16
Industry by Month	1.00	1.26	1.61	1.70	1.16	1.40	2.05	1.89	1.20	1.31	0.99	1.07	1.42
Aloha (AQ) ¹	0.33	0.34	0.00	0.00	0.31	0.00	0.55	0.57	0.00	0.00	0.00	0.32	0.21
Express Jet (XE) ²	0.30	0.32	0.14	0.36	0.35	0.47	0.62	0.74	0.53	0.27	0.70	0.43	0.45
Hawaiian (HA) ¹	1.28	0.19	0.49	0.87	0.34	0.81	0.46	0.47	0.17	1.48	1.52	0.53	0.72
Pinnacle (9E) ²	0.87	1.20	1.43	0.48	0.91	0.65	1.21	0.78	0.49	1.13	0.84	1/64	0.96`

¹ These airlines voluntarily report performance data. Only the 16 airlines required to report all data elements for 2007 are part of the Industry value. Performance statistics are presented here for reference and comparison.

² These airlines are not included in the Industry value due to lack of data on Involuntary Denied Boardings.

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 2007 and 2008

	Complaints for All U.S. Airlines		Top Four Categories ¹ of Complaints to All U.S. Airlines, 2008			
	2007	2008	1	2	3	4
Jan	559	982	FP	BG	CS	TB
Feb	669	800	FP	BG	CS	TB
Mar	1,064	903	FP	BG	CS	TB
Apr	1,088	975	FP	BG	TB	CS
May	766	785	FP	BG	TB	CS
Jun	955	763	FP	BG	TB	CS
Jul	1,477	969	FP	BG	TB	CS
Aug	1,382	873	FP	BG	CS	TB
Sep	754	582	FP	BG	TB	CS
Oct	920	514	FP	BG	TB	CS
Nov	709	435	FP	TB	BG	CS
Dec	731	596	FP	BG	TB	CS
	11,091	9,194	FP	BG	TB	CS

Percent (%) of Complaints in these Categories for 2008 35% 23% 15% 14%

¹ 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 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.