

Airline passenger survey

Thank you for flying with us. Please answer about the flight written below. It takes about three minutes and you do not need to give your name.

Flight number

Date

For each statement, tick one box from 1 (strongly disagree) to 5 (strongly agree).

1 Which best describes this flight?

- ☐ On time ☐ 15 to 59 min late ☐ 1 to 3 hours late ☐ 3+ hours late ☐ Cancelled

STATEMENT	STRONGLY DISAGREE				STRONGLY AGREE
2 Booking this flight was straightforward.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
3 Check-in went smoothly, online or at the airport.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
4 Boarding was orderly.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
5 The airline kept me updated about my flight.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
6 The cabin crew were helpful when I needed them.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
7 My seat was comfortable enough for a flight of this length.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
8 The cabin and restroom were clean.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
9 This flight was worth the fare I paid.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
10 I trust this airline to look after me if something goes wrong.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5

11 How likely are you to recommend this airline to a friend or colleague?

- Not at all likely ☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10 Extremely likely

12 What one change would make your next flight with us better?

Optional questions (1 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

When the flight ran late or was cancelled

13 Were you told why the flight was late or cancelled?

☐ Yes, clearly ☐ Yes, vaguely ☐ No

14 How did you first hear about the delay or cancellation?

☐ App alert ☐ Text or email ☐ At the gate ☐ On board ☐ I found out myself

STATEMENT	STRONGLY DISAGREE				STRONGLY AGREE
15 Updates came early enough for me to change my plans.	1	2	3	4	5

16 Were you told you could have a refund instead of a new flight?

☐ Yes ☐ No ☐ Not sure

17 During the wait, were you offered food, a hotel or other help?

☐ Yes, it helped ☐ Yes, little help ☐ No ☐ Did not need it

On board: bins, Wi-Fi, food and screens

STATEMENT	STRONGLY DISAGREE				STRONGLY AGREE
18 I found room for my carry-on bag near my seat.	1	2	3	4	5

19 How did the onboard Wi-Fi work for you?

☐ Worked well ☐ Patchy ☐ Paid, did not work ☐ Did not use it ☐ Not offered

STATEMENT	VERY POOR				EXCELLENT
20 How would you rate the food and drink you had on board?	1	2	3	4	5
21 How would you rate the entertainment on this flight?	1	2	3	4	5

22 Which one of these would most improve your next flight?

☐ More legroom ☐ Free Wi-Fi ☐ A free checked bag ☐ Better food ☐ Faster boarding

Thank you for flying with us, and for telling us how it went.

poll-maker.com/airline-customer-satisfaction

Optional questions (2 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

At the departure airport

23 How long did you wait in the security line?

☐ Under 10 min ☐ 10 to 19 min ☐ 20 to 29 min ☐ 30 min or more ☐ Did not use it

STATEMENT	STRONGLY DISAGREE					STRONGLY AGREE				
24 Signs made it easy to find my gate.	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
25 The terminal and its restrooms were clean.	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
26 I could buy decent food and drink near my gate.	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
27 The airport Wi-Fi worked well enough to use.	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

Service moments: did it happen?

28 Were you greeted when you reached the check-in counter or bag drop?

☐ Yes ☐ No ☐ Did not use one

29 Did boarding start at the time shown on your boarding pass?

☐ Yes ☐ No, it started late ☐ Not sure

30 Did you have to check your carry-on bag at the gate?

☐ Yes ☐ No ☐ No carry-on

31 Were you offered a drink during the flight?

☐ Yes ☐ No ☐ Flight too short

32 Was the restroom stocked with soap and paper when you used it?

☐ Yes ☐ No ☐ Did not use it

Optional questions (3 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

Bags, fees and complaints

33 How did your checked bag arrive?

- ☐ On time, no damage ☐ Late ☐ Damaged ☐ Lost or still missing ☐ No checked bag

STATEMENT	STRONGLY DISAGREE					STRONGLY AGREE				
34 I knew what my bags would cost before I reached the airport.	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

35 Did you contact us about a problem with this trip?

- ☐ No ☐ Yes, it is sorted ☐ Yes, still waiting

About you and this trip

36 What was the main reason for this trip?

- ☐ Business ☐ Leisure ☐ Visiting family or friends ☐ Other

37 Which cabin did you fly in?

- ☐ Basic economy ☐ Economy ☐ Premium economy ☐ Business or first

38 How many flights have you taken in the past 12 months?

- ☐ This is my first ☐ 2 to 5 ☐ 6 to 11 ☐ 12 or more

39 Are you a member of our loyalty program?

- ☐ Yes, with status ☐ Yes, basic member ☐ No