

North American Airline Passenger Satisfaction Declines: Here's Why That's Good News, Says J.D. PowerJetBlue Airways Ranks Highest in First/Business and Premium Economy Segments; Southwest Airlines Ranks Highest in Economy/Basic Economy Segment

TROY, Mich.: 11 May 2022 — The crowds are back at the airport, those empty middle seats are occupied again and airlines in North America are raising ticket prices in response to soaring fuel costs and continued strong leisure travel demand—all at the expense of passenger satisfaction. While dramatically higher prices could harm airline brands in the long term, for now, load volume is continuing to climb and passengers are willing to be assigned a middle seat in exchange for getting out of their houses, according to the J.D. Power 2022 North America Airline Satisfaction Study,SM released today.

“Customer satisfaction with North American airlines climbed to unprecedented highs for all of the wrong reasons during the past two years,” said **Michael Taylor, travel intelligence lead at J.D. Power**. “Fewer passengers meant more space on airplanes, less waiting in line and more attention from flight attendants. But that business model was simply not sustainable. Now, with volumes surging and some remnants of pandemic-era constraints still in place, passenger satisfaction is in decline—but that’s not really bad news. If airlines can find ways to manage these growing volumes while making some small adjustments to help passengers feel more valued, they should be able to manage this return to ‘normal.’”

Following are some of the key findings of the 2022 study:

- **Overall passenger satisfaction declines sharply across nearly all measures:** Overall passenger satisfaction across all three study segments—first/business, premium economy and economy/basic economy—is 798 (on a 1,000-point scale), down more than 20 points from a year ago. Passenger satisfaction with cost, flight crews and aircraft all decline in this year’s study.
- **Premium passengers want their free drinks:** Remnants of pandemic-era restrictions, such as the suspension of alcohol service in premium class, has driven sharp declines in passenger satisfaction with food and beverage offerings. This year, food and beverage satisfaction scores decline 38 points in the premium economy segment and decline 12 points in the first/business segment. By contrast, food and beverage satisfaction scores increase 7 points in the economy/basic economy segment.
- **Cost is a driving factor in satisfaction as average ticket cost rises 20%:** With higher fuel prices and rising demand driving a 20% increase in average airfares through March 2022, cost continues to be a significant factor in passenger satisfaction. Overall satisfaction with cost & fees declines in the premium economy segment (-66 points), in the economy/basic economy segment (-33) and in the first/business segment (-21).

Study Rankings

JetBlue Airways ranks highest in customer satisfaction in the first/business segment with a score of 878. **Alaska Airlines** (876) ranks second and **Delta Air Lines** (862) ranks third.

JetBlue Airways also ranks highest in customer satisfaction in the premium economy segment with a score of 851. Delta Air Lines (837) ranks second and Alaska Airlines (825) ranks third.

Southwest Airlines ranks highest in customer satisfaction in the economy/basic economy segment with a score of 849. JetBlue Airways (828) ranks second and Delta Air Lines (813) ranks third.

The North America Airline Satisfaction Study measures passenger satisfaction with airline carriers in North America based on performance in eight factors (in alphabetical order): aircraft; baggage; boarding; check-in; cost and fees; flight crew; in-flight services; and reservation. The study measures passenger satisfaction in three segments—first/business, premium economy and economy/basic economy—and is based on responses from 7,004 passengers. Passengers needed to have flown on a major North America airline within the past month of completing a survey. The study was fielded from March 2021 through March 2022.

For more information about the North America Airline Satisfaction Study, visit <https://www.jdpower.com/business/resource/jd-power-north-america-airline-satisfaction-study>.

Join the conversation on social media using **#AirlineStudy** and follow J.D. Power on [Facebook](#), [Twitter](#) and [LinkedIn](#).

See the online press release at <http://www.jdpower.com/pr-id/2022052>.

About J.D. Power

J.D. Power is a global leader in consumer insights, advisory services and data and analytics. A pioneer in the use of big data, artificial intelligence (AI) and algorithmic modeling capabilities to understand consumer behavior, J.D. Power has been delivering incisive industry intelligence on customer interactions with brands and products for more than 50 years. The world's leading businesses across major industries rely on J.D. Power to guide their customer-facing strategies.

J.D. Power has offices in North America, Europe and Asia Pacific. To learn more about the company's business offerings, visit JDPower.com/business. The J.D. Power auto shopping tool can be found at JDPower.com.

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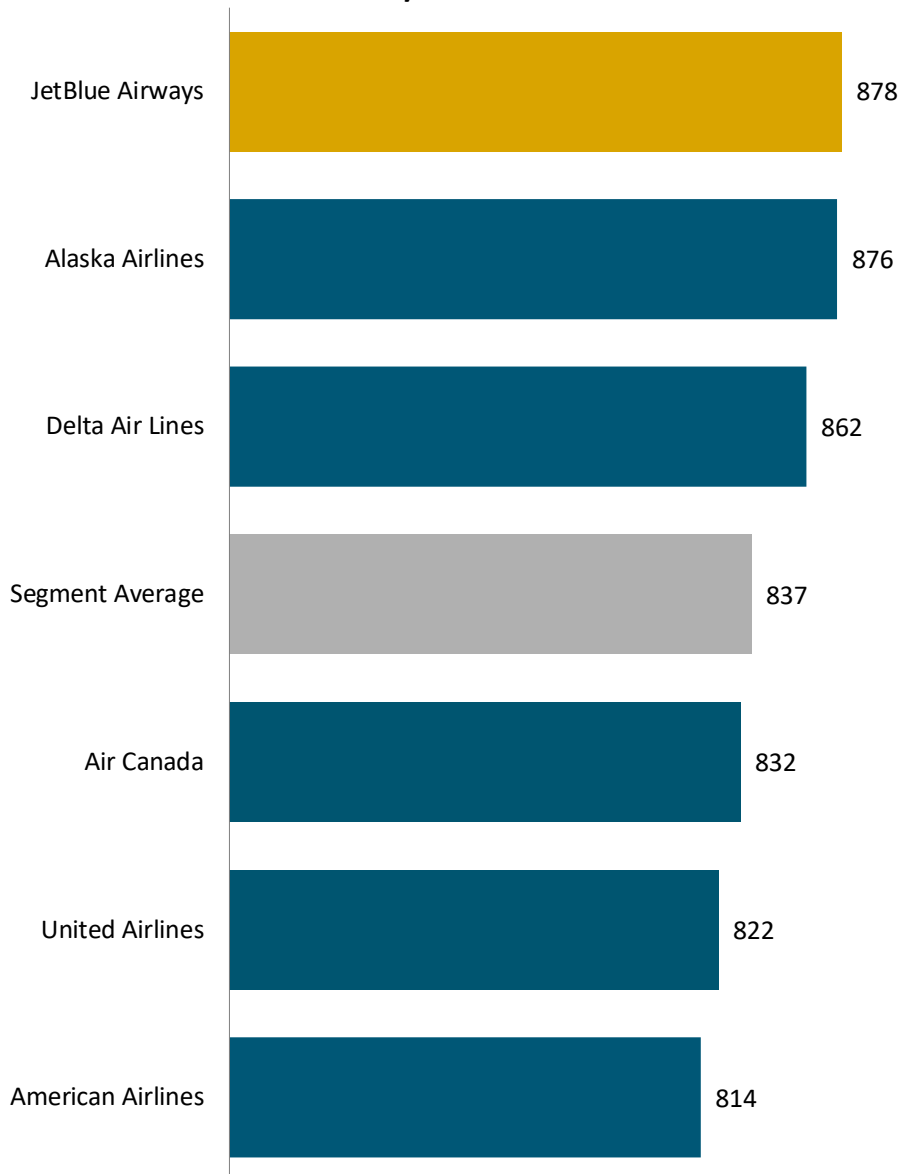
NOTE: Three charts follow.

J.D. Power 2022 North America Airline Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

First/Business



Source: J.D. Power 2022 North America Airline Satisfaction StudySM

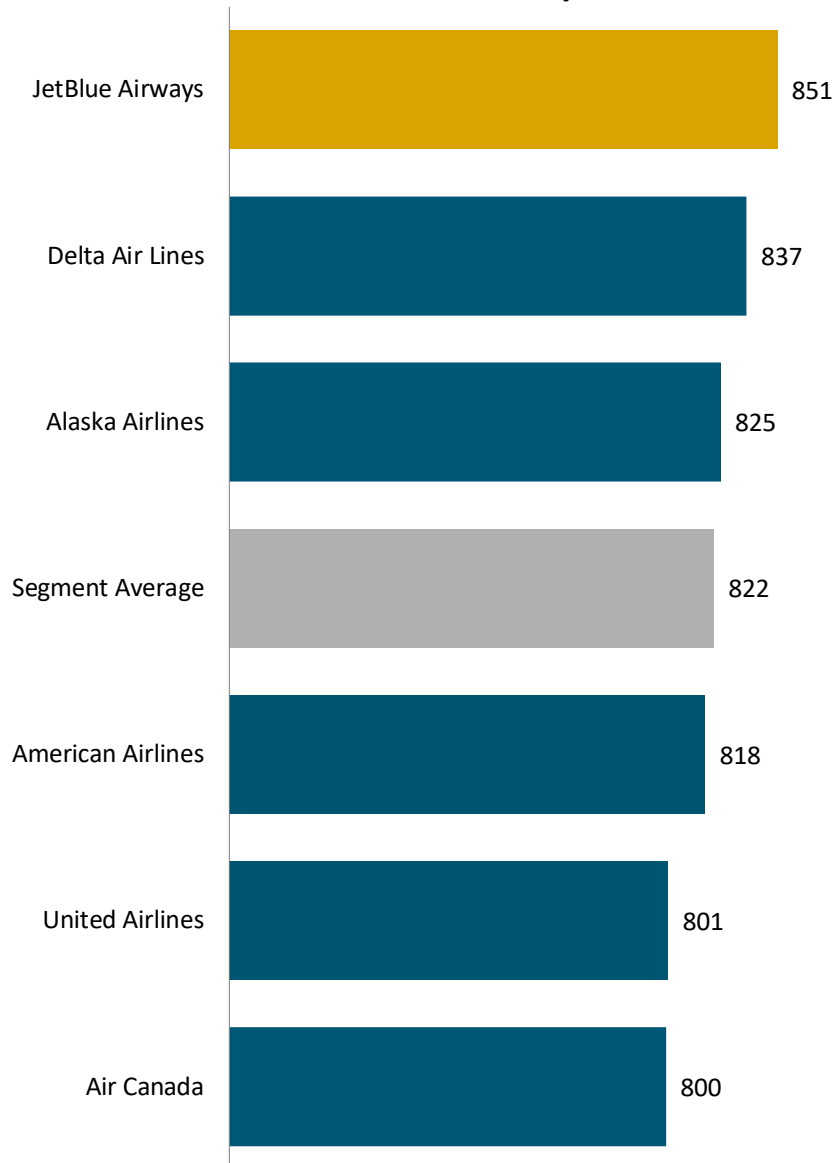
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J.D. Power 2022 North America Airline Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Premium Economy



Source: J.D. Power 2022 North America Airline Satisfaction StudySM

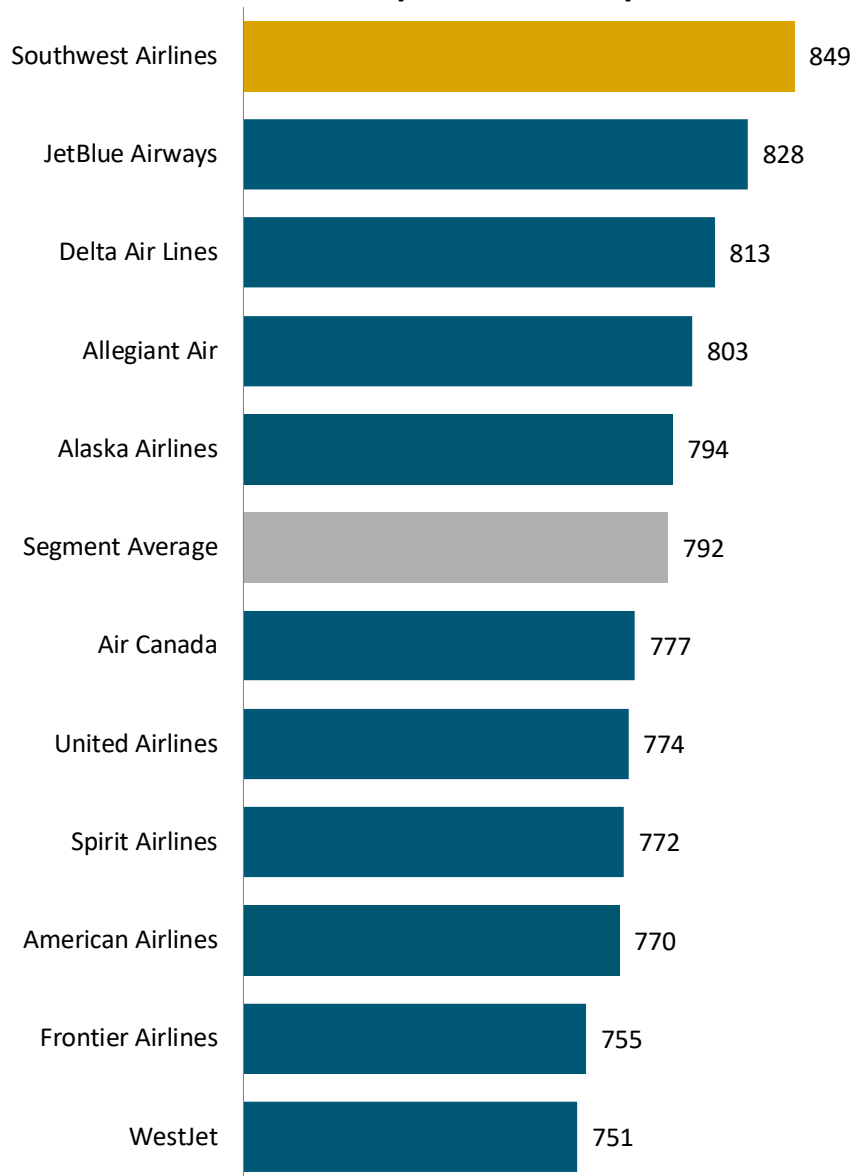
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J.D. Power 2022 North America Airline Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Economy/Basic Economy



Source: J.D. Power 2022 North America Airline Satisfaction StudySM

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