Airline Quality Rating 2011

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Our 21st year of reporting airline performance

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ABOUT THE AUTHORS

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

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

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

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 2011

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Abstract

The Airline Quality Rating (AQR) was developed and first announced in early 1991 as an objective method for assessing airline quality on combined multiple performance criteria. This current report, the Airline Quality Rating 2011, reflects monthly Airline Quality Rating scores for calendar year 2010. AQR scores for 2010 are based on 15 elements in four major areas that focus on airline performance aspects important to air travel consumers.

The Airline Quality Rating 2011 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 2010. 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 2010 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 2010, and industry results. Also, comparative Airline Quality Rating data for 2009 are included, where available, to provide historical perspective regarding performance quality in the industry.

The Airline Quality Rating (AQR) System

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

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

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

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

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

The Airline Quality Rating criteria and the weighted average methodology allow a focused comparison of domestic airline performance. Unlike other consumer opinion approaches that have relied on consumer surveys and subjective opinion, the AQR continues to use a mathematical formula that considers multiple weighted objective criteria to arrive at a single, fully comparable rating for airline industry performance. The Airline Quality Rating provides both consumers and industry watchers a means for monitoring comparative quality for each airline on a timely basis, using objective, performance-based data. Over its 21 year history, the Airline Quality Rating has often been cited as an industry standard for comparing airline performance. Currently the AQR stands as the only regularly published rating available for airline performance. With the continued global trend in airline operations alliances, the argument becomes even stronger for the Airline Quality Rating to be used as a standard method for comparing the quality of airline performance for international operations as well.

Table 1

AIRLINE QUALITY RATING CRITERIA, WEIGHTS AND IMPACT

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

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

The formula for calculating the AQR score is:

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

What the Airline Quality Rating Tells Us About 2010

The Airline Quality Rating industry score for 2010 shows an industry that has again improved in overall quality over the course of 2010. Of the 16 carriers rated in both 2009 and 2010, nine carriers improved and seven carriers declined in Airline Quality Rating scores. Atlantic Southeast had the largest improvement in overall score, while Frontier and Hawaiian had the largest decline in AQR score for 2010.

The **overall industry** AQR score was better in 2010 than in 2009, due to improved industry performance in three of the four areas tracked. As an industry, the AQR criteria shows that on-time arrival percentage was better (80.0% in 2010 compared to 79.4% in 2009), mishandled baggage rates improved to 3.49 per 1,000 passengers in 2010 from 3.88 per 1,000 passengers in 2009, and involuntary denied boardings per passenger served decreased to 1.08 per 10,000 passengers in 2010 from 1.19 per 10,000 passengers in 2009. Consumer complaint rates increased to 1.22 per 100,000 passengers in 2010 from 0.97 per 100,000 passengers in 2009. Of the 9,119 complaints registered with DOT regarding U.S. domestic carriers, 48.8% were for either flight problems or baggage handling problems. Taking all 16 rated airlines together, the AQR score for the industry improved from a level of -1.27 in 2009 to -1.20 in 2010. With a mixed bag of gains and losses across the 16 carriers rated, the slight gain in AQR score for the industry is a positive sign. The improvement trend in AQR scores since 2007 speaks well of the industry efforts in difficult times.

AirTran Airways (FL) On-time performance improved in 2010 (82.8% in 2010 compared to 75.8% in 2009). AirTran's denied boardings performance (0.24 per 10,000 passengers in 2009 compared to 0.39 in 2010) was worse. A decrease in customer complaint rate to 0.90 complaints per 100,000 passengers in 2010 was better than their 2009 rate of 0.97. The mishandled baggage rate of 1.63 per 1,000 passengers in 2010 was improved from 1.67 for 2009. For the second year in a row, this was the best mishandled baggage rate of all airlines rated.

Alaska Airlines (AS) had performance improvement in all of the four areas tracked. Better on-time arrival performance (87.6% in 2010 compared to 82.9% in 2009), fewer mishandled bags per 1,000 passengers (3.13 in 2010 compared to 3.98 in 2009), fewer involuntary denied boardings (1.18 in 2010 compared to 2.03 per 10,000 passengers in 2009), and a lower rate of customer complaints (0.44 per 100,000 passengers in 2010 compared to 0.50 in 2009) brought Alaska Airlines overall AQR score down for 2010. With all areas showing gains, the AQR score of -1.39 for Alaska Airlines for 2009 was improved to -0.94 for 2010. Alaska Airlines was one of four airlines showing a 30+% improvement in their AQR score for 2010 compared to 2009.

American Airlines (AA) AQR score for 2010 declined slightly. The slight decline in AQR score (-1.25 in 2009 compared to -1.28 for 2010) reflects a combination of better performance for on-time arrivals (79.6% in 2010 compared to 77.2% in 2009) and mishandled baggage (3.82 in 2010 compared to 4.32 in 2009), but poorer performance for denied boardings (0.86 in 2010 compared to 0.56 in 2009) and customer complaints per 100,000 passengers (1.44 in 2010 compared to 1.04 in 2009). The combination of performance outcomes produced a slight decrease in AQR score for 2010.

American Eagle (MQ) had a denied boarding rate of 4.02 for 2010, up from 3.76 per 10,000 passengers in 2009. The airline had an increase in the rate of customer complaints (0.64 in 2009 up to 1.03 per 100,000 passengers in 2010). On-time performance was 77.1% in 2010 compared to 77.2% for 2009. Their mishandled baggage rate (7.78 per 1,000 passengers in 2009 was lower at 7.15 in 2010) was again well above the industry rate of 3.49, but did show improvement. This combination of performance on the criteria produced a nearly identical AQR score for 2010 (-2.83 in 2009 and -2.82 for 2010). This lack of change in AQR score kept American Eagle as the airline with the worst AQR score of all airlines rated for 2010.

Atlantic Southeast Airlines (EV) On-time performance was 79.2% in 2010, an improvement over their 71.2% performance for 2009. Atlantic Southeast's denied boarding performance was dramatically better for 2010 (2.27 per 10,000 passengers in 2009 compared to 0.56 in 2010). Their mishandled baggage rate of 7.87 per 1,000 passengers in 2009 (industry highest in 2009) was improved for 2010 to 6.71. Atlantic Southeast's 2010 customer complaint rate of 0.54 complaints per 100,000 passengers was also better than their 2009 rate of 0.65. For 2010, Atlantic Southeast showed the most improvement in their AQR score of all the airlines rated.

Comair (OH) On-time performance improved from 69.0% in 2009 to 73.1% in 2010. Comair's denied boarding performance dramatically improved from 2.63 in 2009 to 0.56 per 10,000 passengers in 2010. An increase in the rate of customer complaints to 1.25 complaints per 100,000 passengers in 2010 from 1.03 in 2009 was near the industry average of 1.22 for 2010. Their mishandled baggage rate of 5.28 per 1,000 passengers in 2010 is higher than the industry rate of 3.49 but better than their 2009 rate of 6.04. Overall, Comair had the third worst AQR score (-1.56) of the sixteen airlines rated. On a positive note, Comair did have the second largest improvement in AQR score of all airlines rated.

Continental Airlines (CO) Posted gains in performance for two of the four AQR criteria. Customer complaint rate was worse (1.48 in 2010 versus 1.00 in 2009) along with their denied boardings rate (1.82 in 2010 compared to 1.57 in 2009). An improvement in mishandled baggage per 1,000 passengers (2.65 in 2010 compared to 2.73 in 2009) helped Continental's AQR score. On-time performance (81.4% in 2010 compared to 78.8% in 2009) also helped increase their overall AQR score from -1.09 in 2009 to -1.23 in 2010.

Delta Air Lines (DL) On-time percentage for 2010 shows a decline over 2009 (78.6% in 2009 and 77.4% in 2010). Their rate of mishandled baggage (4.89 in 2009 improved to 3.49 in 2010) was right on the industry average of 3.49 mishandled bags per 1,000 passengers. A decrease in denied boardings (2009 rate of 1.12 per 10,000 passengers down to 0.41 for 2010) and a nearly identical rate of customer complaints (1.96 in 2009 and 2.00 in 2010) combined to move Delta's AQR score to -1.22 in 2010 from -1.73 in 2009. With gains in two of four criteria and only small declines in the other criteria, Delta's overall AQR score improved for 2010.

Frontier Airlines (F9) On-time performance in 2010 (81.4%) was slightly better than the 78.3% posted for 2009. Frontier's denied boarding performance (2.26 per 10,000 passengers in 2010 compared to 1.88 in 2009) was worse than last year. A customer complaint rate of 1.23 complaints per 100,000 passengers for 2010 was worse than their 2009 rate of 0.92. Their mishandled baggage rate of 2.58 per 1,000 passengers was slightly worse than their 2009 rate of 2.50. Frontier's AQR score is -1.27 for 2010 compared to -1.09 for 2009.

Hawaiian Airlines (HA) On-time performance (92.5% in 2010 and 92.1% for 2009) is the best of all airlines rated for 2009 and 2010. Hawaiian's denied boarding performance (0.04 per 10,000 passengers in 2010 and 0.03 in 2009) was again the second best of the airlines rated and compares very favorably to the industry average of 1.08. A customer complaint rate of 1.16 complaints per 100,000 passengers was well above last year's rate of 0.74. Their mishandled baggage rate of 2.23 per 1,000 passengers (second best of all rated) is worse than their 2009 rate of 1.90. Hawaiian had the second best AQR score for 2010 at -0.58.

JetBlue Airways (B6) On-time performance in 2010 dropped to 75.7% from 77.5% in 2009. Jet Blue's denied boarding performance (0.01 per 10,000 passengers in 2010 and 0.00 in 2009) is the lowest of the airlines rated. A customer complaint rate of 1.25 complaints per 100,000 passengers was higher in 2010 (0.85 in 2009) but it was near the industry average of 1.22 for 2010. Their mishandled baggage rate of 2.48 per 1,000 passengers in 2010 was third best among airlines rated and it was less than their 2009 rate of 2.56. JetBlue had the third best AQR score (-0.70) of the airlines rated for 2010.

Mesa Airlines (YV) On-time performance of 83.3% in 2010 is better than their rate of 79.1% in 2009. Mesa's denied boarding performance in 2010 (2.55 per 10,000 passengers) was worse than their rate of 1.47 in 2009. A customer complaint rate of 0.53 complaints per 100,000 passengers shows improvement over the 2009 rate of 0.61. Their mishandled baggage rate of 3.97 per 1,000 passengers is above the industry rate of 3.49 but is improved from their 2009 rate of 4.52. Overall, Mesa's AQR score was -1.53 for 2010, a drop from the -1.42 score for 2009.

SkyWest Airlines (OO) On-time performance of 79.1% in 2010, was down from 82.1% for 2009. SkyWest's denied boarding performance (0.70 per 10,000 passengers in 2010 compared to 1.03 in 2009)) was improved and better than the industry average for 2010. A customer complaint rate of 0.61 complaints per 100,000 passengers in 2010 compared to the 2009 rate of 0.49 had a negative impact on their 2010 AQR score. Their mishandled baggage rate of 4.72 per 1,000 passengers in 2010 is improved from the 2009 rate of 5.69 bags per 1,000 passengers. SkyWest's AQR score improved in 2010 to -1.28 from -1.57 in 2009.

Southwest Airlines (WN) On-time arrival percentages of 79.5% in 2010 was down from 83.0% in 2009. A customer complaint rate of 0.27 per 100,000 passengers in 2010 and 0.21 in 2009 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 1.24 per 10,000 passengers in 2010, decreased slightly from 1.29 per 10,000 passengers in 2009. Their mishandled baggage rate of 3.43 per 1,000 passengers in 2010 is identical to their rate of 3.43 per 1,000 passengers for 2009. Overall, Southwest shows a nearly identical AQR score of -1.00 for 2009 and -1.01 for 2010.

United Airlines (UA) improved their on-time arrival performance (from 81.0% in 2009 to 85.2% in 2010) and their mishandled baggage rate (4.10 per 1,000 passengers in 2009 to 3.40 in 2010) for 2010. Performance regarding denied boarding rate (1.30 per 10,000 passengers in 2009 compared to 1.27 in 2010) changed very little. A higher customer complaint rate (1.34 in 2009 compared to 1.64 per 100,000 passengers in 2010) combined with other improvements helped United lower their 2010 AQR score to -1.31 from -1.43 in 2009.

US Airways (US) showed improvement in two of the four performance areas tracked for 2010. A closer look reveals that US Airways performed better in on-time performance (83.0% in 2010 compared to 80.9% in 2009) and mishandled baggage (2.56 per 1,000 passengers in 2010 compared to 3.03 in 2009). Customer complaint rate (1.53 per 100,000 passengers in 2010 compared to 1.31 in 2009) and a denied boarding rate of 1.61 per 10,000 passengers in 2010 compared to 1.41 in 2009 were negatives for US Airways. Their overall 2010 AQR score (-1.17) reflects slight improvement (-1.19 in 2009) for 2010.

Previous Airline Quality Reports

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

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

Bowen, Brent D., and Dean E. Headley (1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010), Airline Quality Rating Report, W. Frank Barton School of Business, Wichita, Kansas.

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Detail of Airline Performance

Since the Airline Quality Rating is comparable across airlines and across time, monthly rating results can be examined both individually and collectively. The following pages outline the AQR scores for the industry and for each airline rated by month for 2010. For comparison purposes, results are also displayed for 2009 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

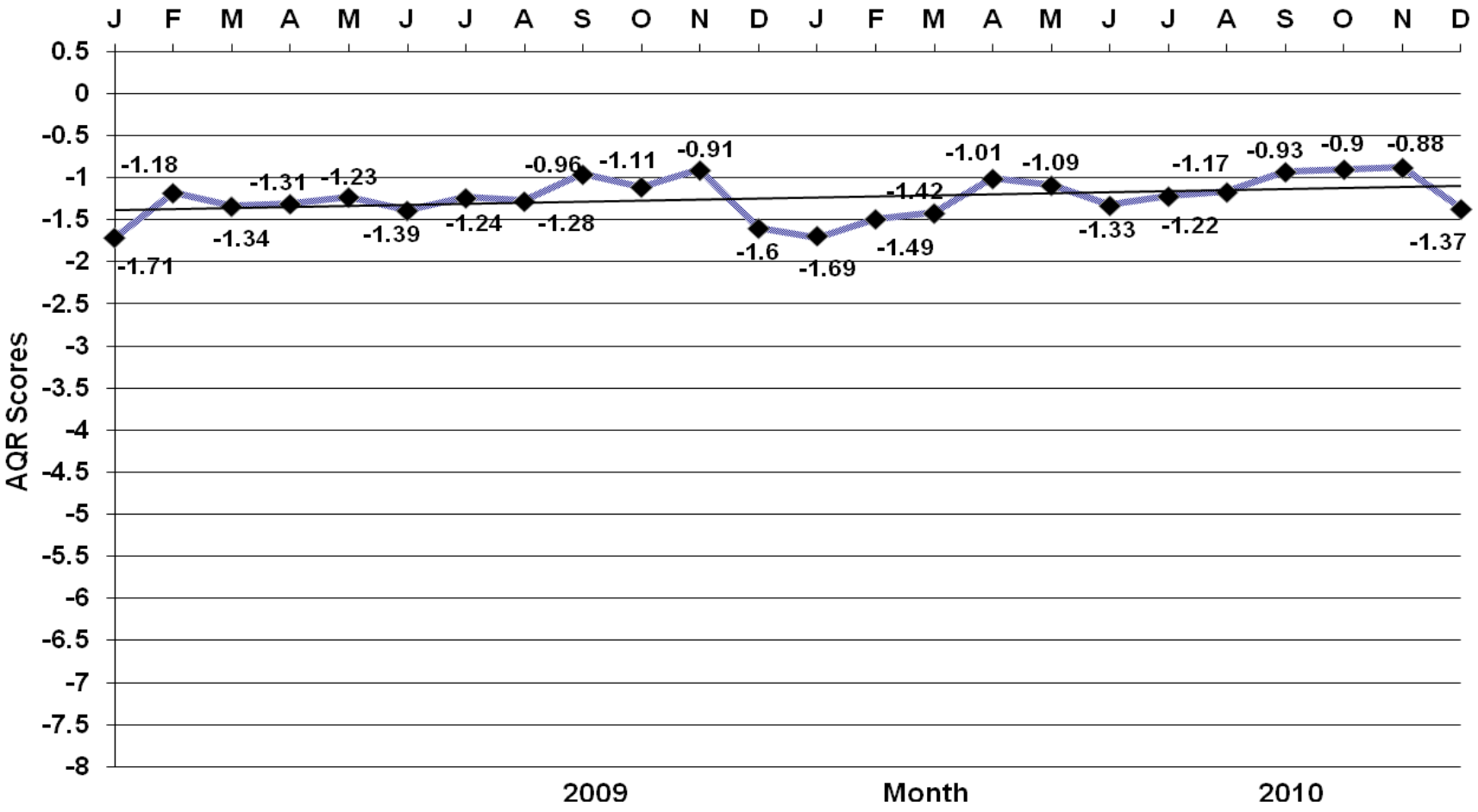
	2010 AQR		2009 AQR		2008 AQR		2007 AQR		2006 AQR		2005 AQR		2004 AQR	
	Score	Rank	Score	Rank	Score	Rank	Score	Rank	Score	Rank	Score	Rank	Score	Rank
Air Tran	-0.48	1	-0.49	2	-0.84	2	-1.03	1	-1.13	3	-0.99	2	-0.76	2
Alaska	-0.94	4	-1.39	11	-1.16	5	-1.75	7	-1.66	9	-1.64	9	-1.11	5
American	-1.28	11	-1.25	9	-1.71	9	-2.19	9	-1.83	10	-1.66	10	-1.30	8
American Eagle	-2.82	16	-2.83	18	-3.12	16	-3.80	15	-3.97	17	-2.66	14	-2.26	13
Atlantic Southeast	-1.72	15	-2.49	17	-3.43	17	-4.04	16	-5.45	18	-4.68	17	-4.10	16
Comair	-1.56	14	-2.22	16	-3.03	15	-3.78	14	-3.55	16	-2.96	16	-3.27	15
Continental	-1.23	8	-1.09	6	-1.39	8	-1.74	6	-1.63	7	-1.51	8	-1.31	9
Delta	-1.22	7	-1.73	15	-2.09	12	-2.72	10	-2.17	12	-2.14	12	-1.54	11
Frontier	-1.27	9	-1.09	7	-1.31	7	-1.71	5	-1.30	4	N/A	-	N/A	-
Hawaiian	-0.58	2	-0.40	1	-0.69	1	N/A	-	N/A	-	N/A	-	N/A	-
JetBlue	-0.70	3	-0.62	3	-0.90	3	-1.30	2	-0.93	2	-0.88	1	-0.59	1
Mesa	-1.53	13	-1.42	12	-2.29	14	-2.99	12	-3.12	15	N/A	-	N/A	-
SkyWest	-1.28	10	-1.57	14	-2.13	13	-3.09	13	-2.76	14	-2.48	13	-2.46	14
Southwest	-1.01	5	-1.00	5	-1.23	6	-1.59	3	-1.38	6	-1.06	4	-0.90	3
United	-1.31	12	-1.43	13	-1.83	11	-1.93	8	-1.65	8	-1.21	5	-1.09	4
US Airways	-1.17	6	-1.19	8	-1.77	10	-2.94	11	-2.32	13	-2.77	15	-1.55	12
Industry	**-1.20**		**-1.27**		**-1.63**		**-2.16**		**-1.87**		**-1.73**		**-1.38**	

NOTES:

- As of January 2010, data of the merged operations of Delta Air Lines and Northwest Airlines are combined and appear only as Delta Air Lines.
- 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 Airways.
- Scores and Rankings for 2004 reflect the addition of Comair and SkyWest to the group tracked.

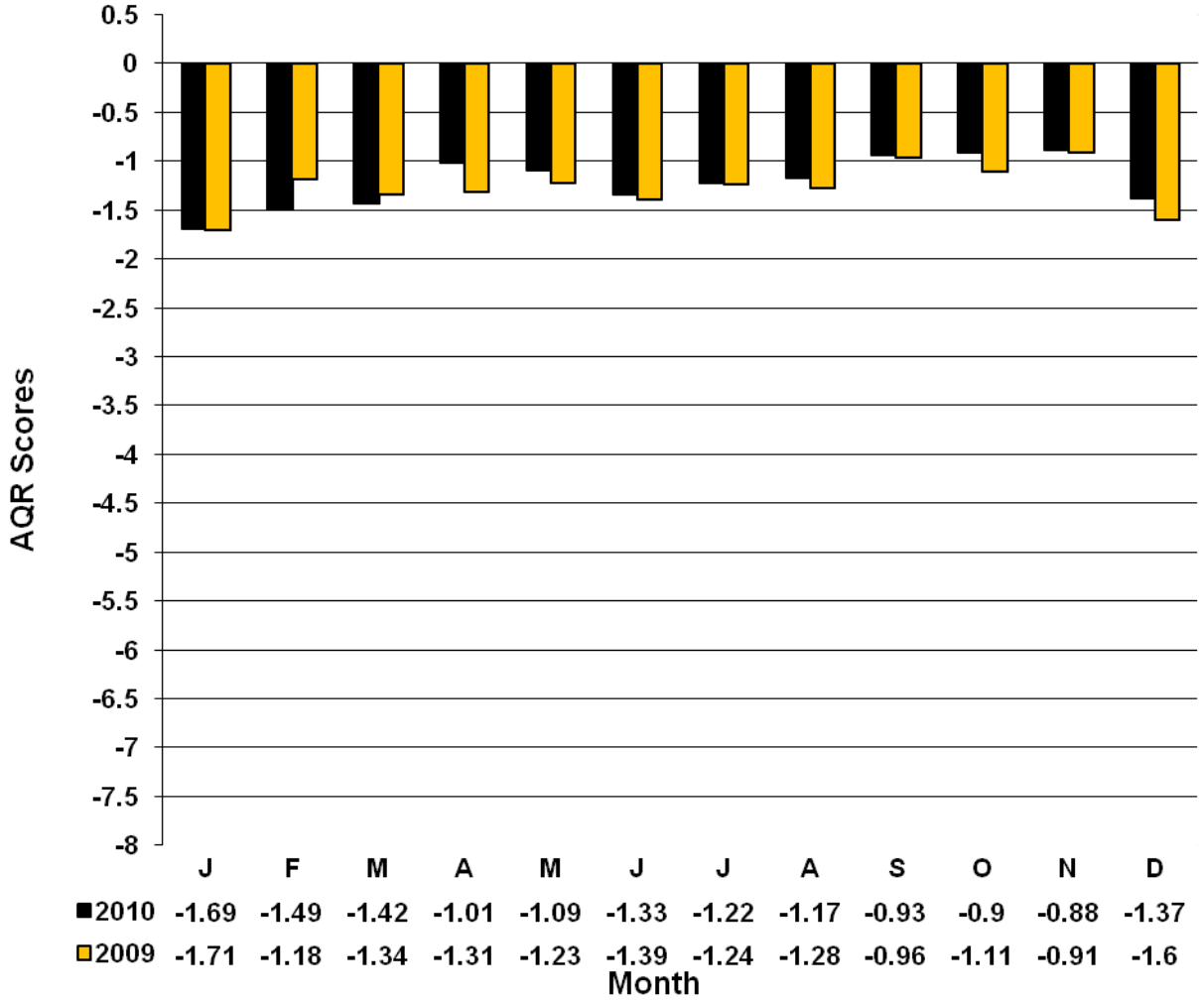
Airline Quality Rating

U.S. Airline Industry 2009 - 2010



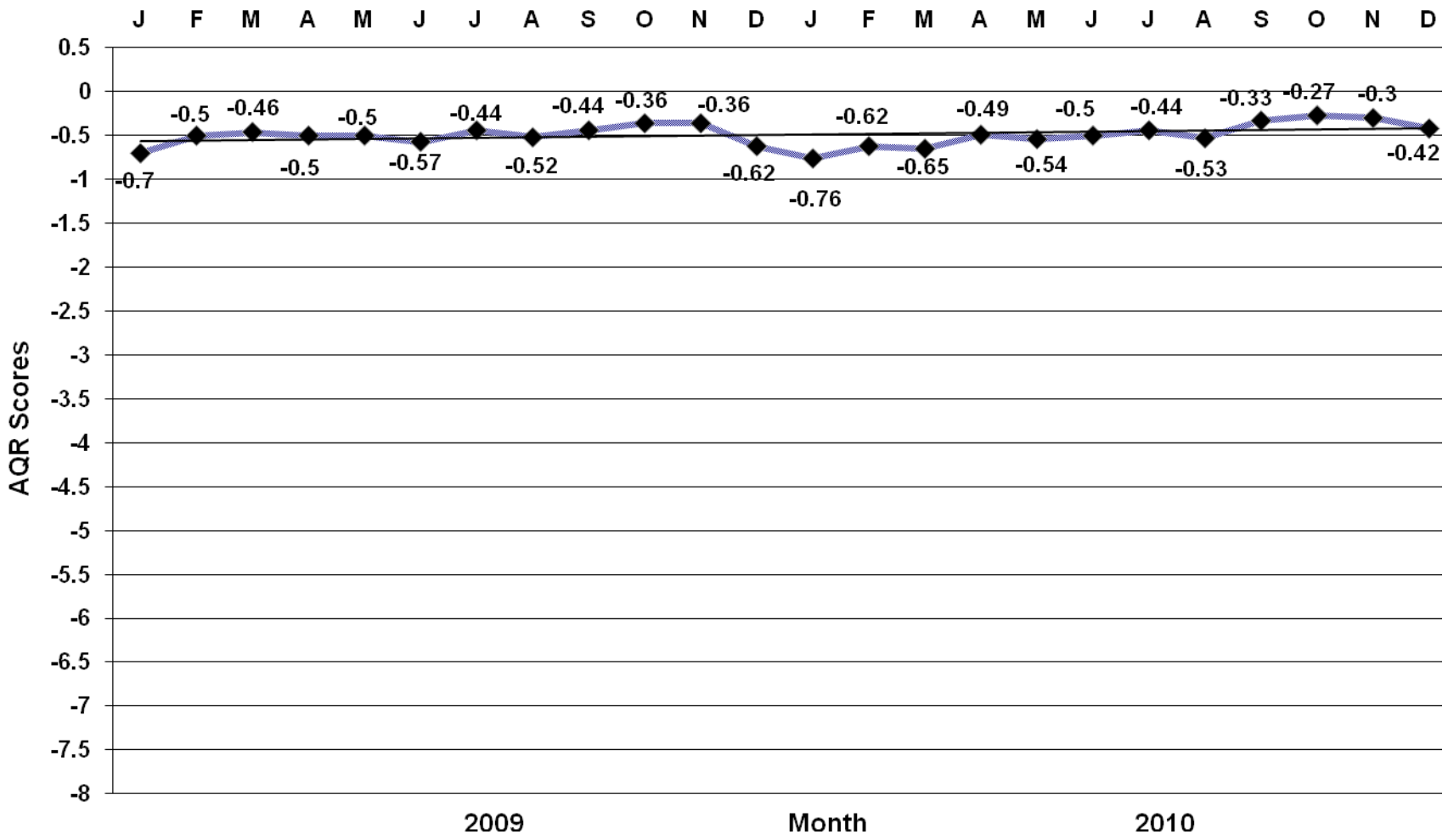
Airline Quality Rating

U.S. Airline Industry by Month



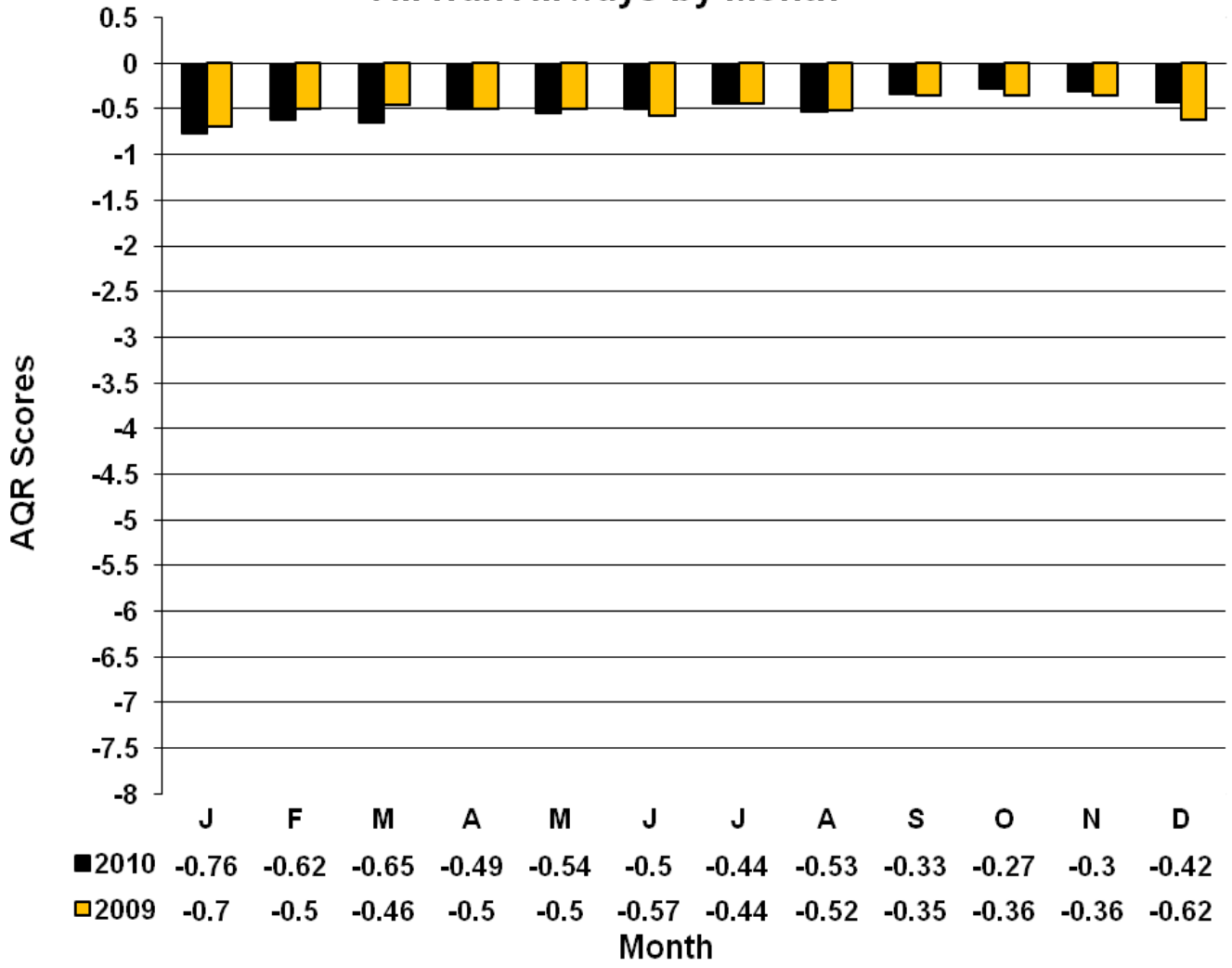
Airline Quality Rating

AirTran Airways 2009 - 2010



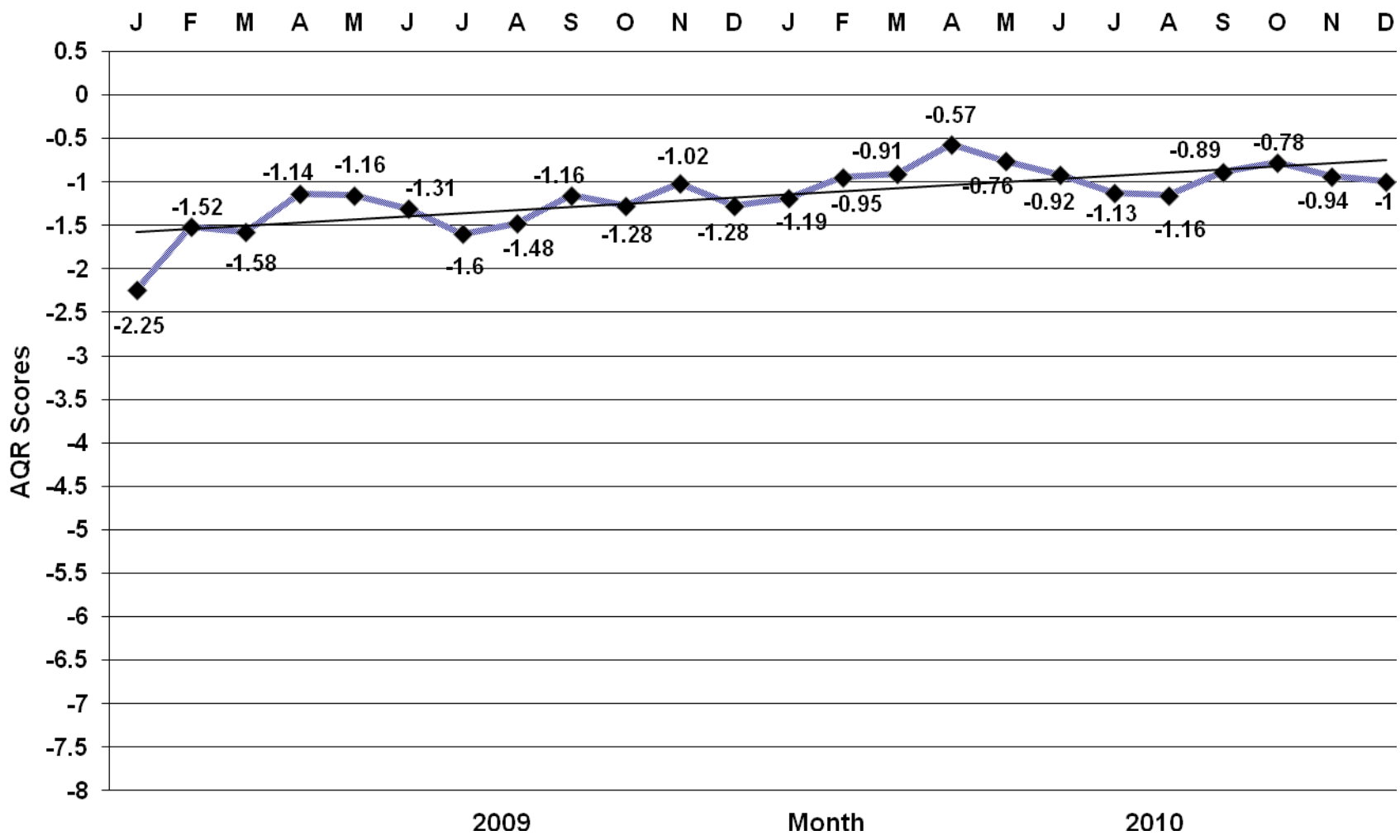
Airline Quality Rating

AirTran Airways by Month



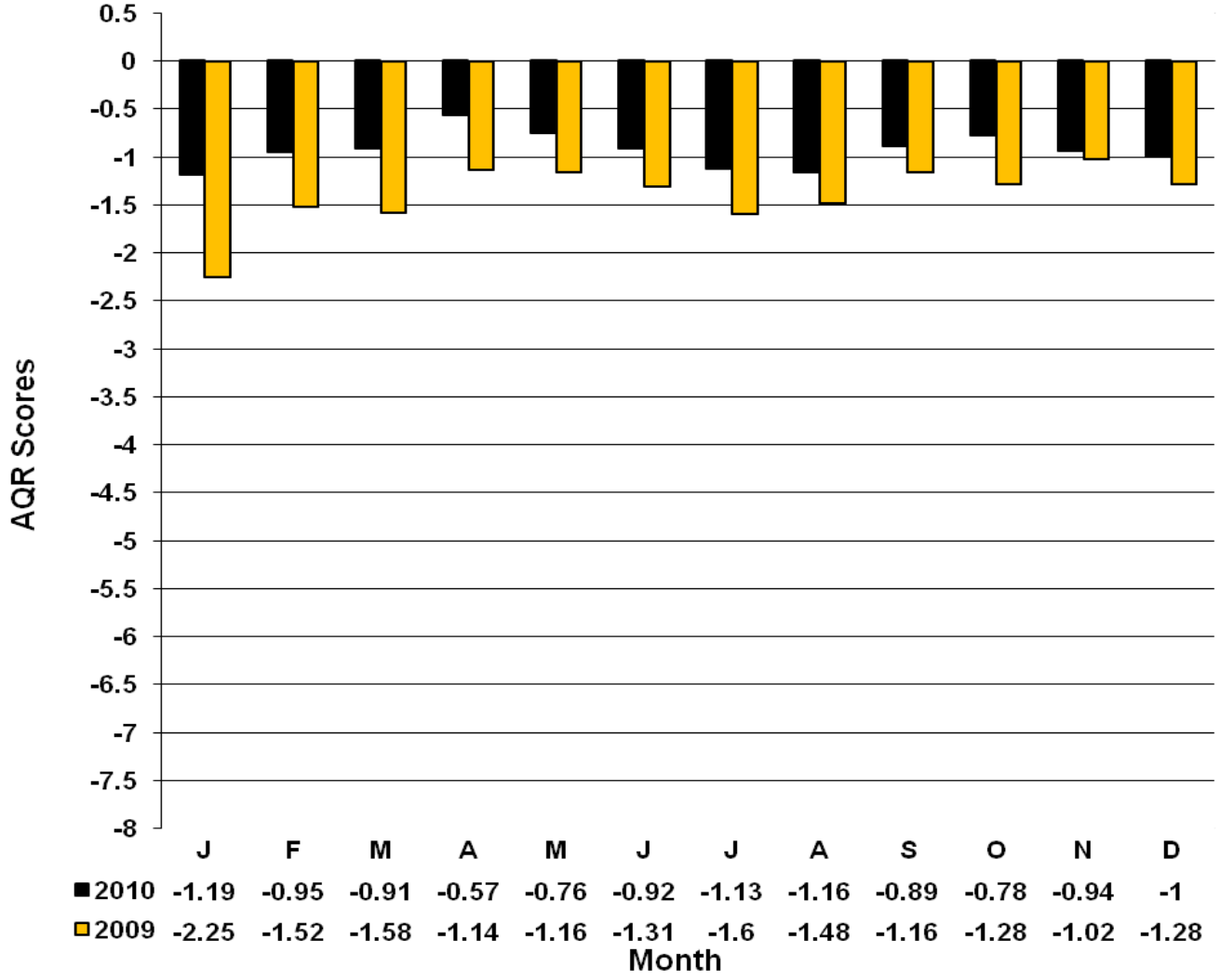
Airline Quality Rating

Alaska Airlines 2009 - 2010



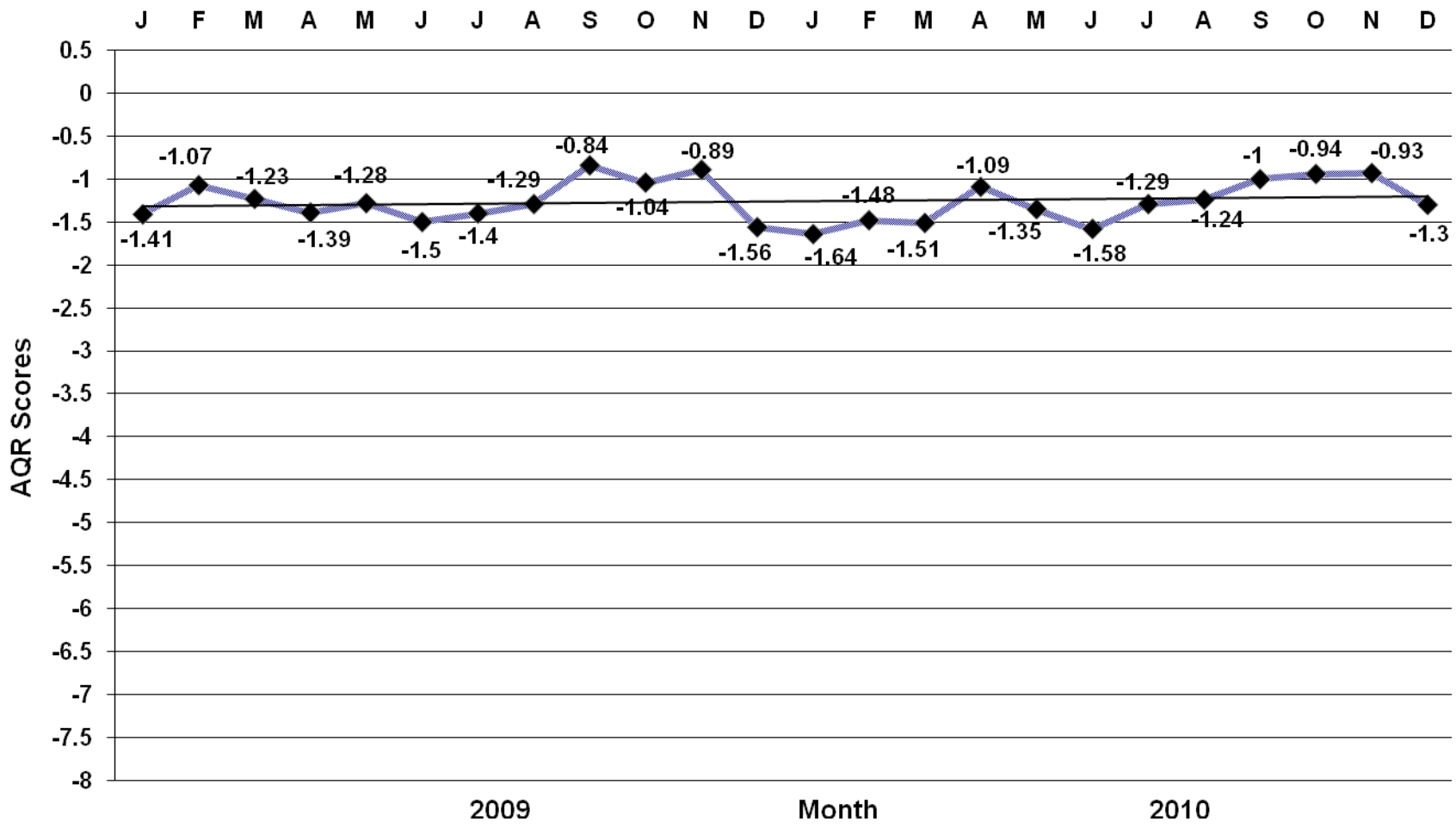
Airline Quality Rating

Alaska Airlines by Month



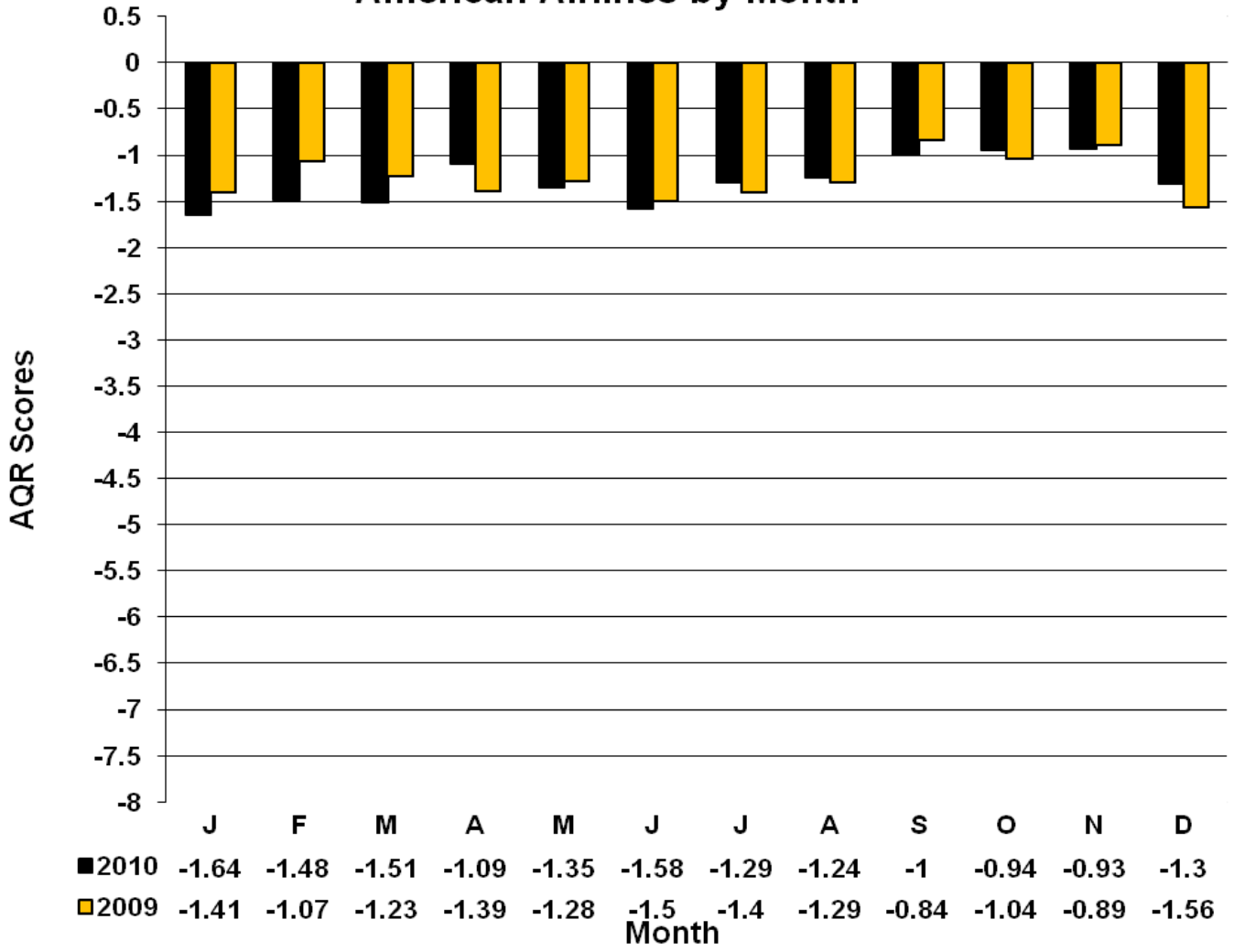
Airline Quality Rating

American Airlines 2009 - 2010



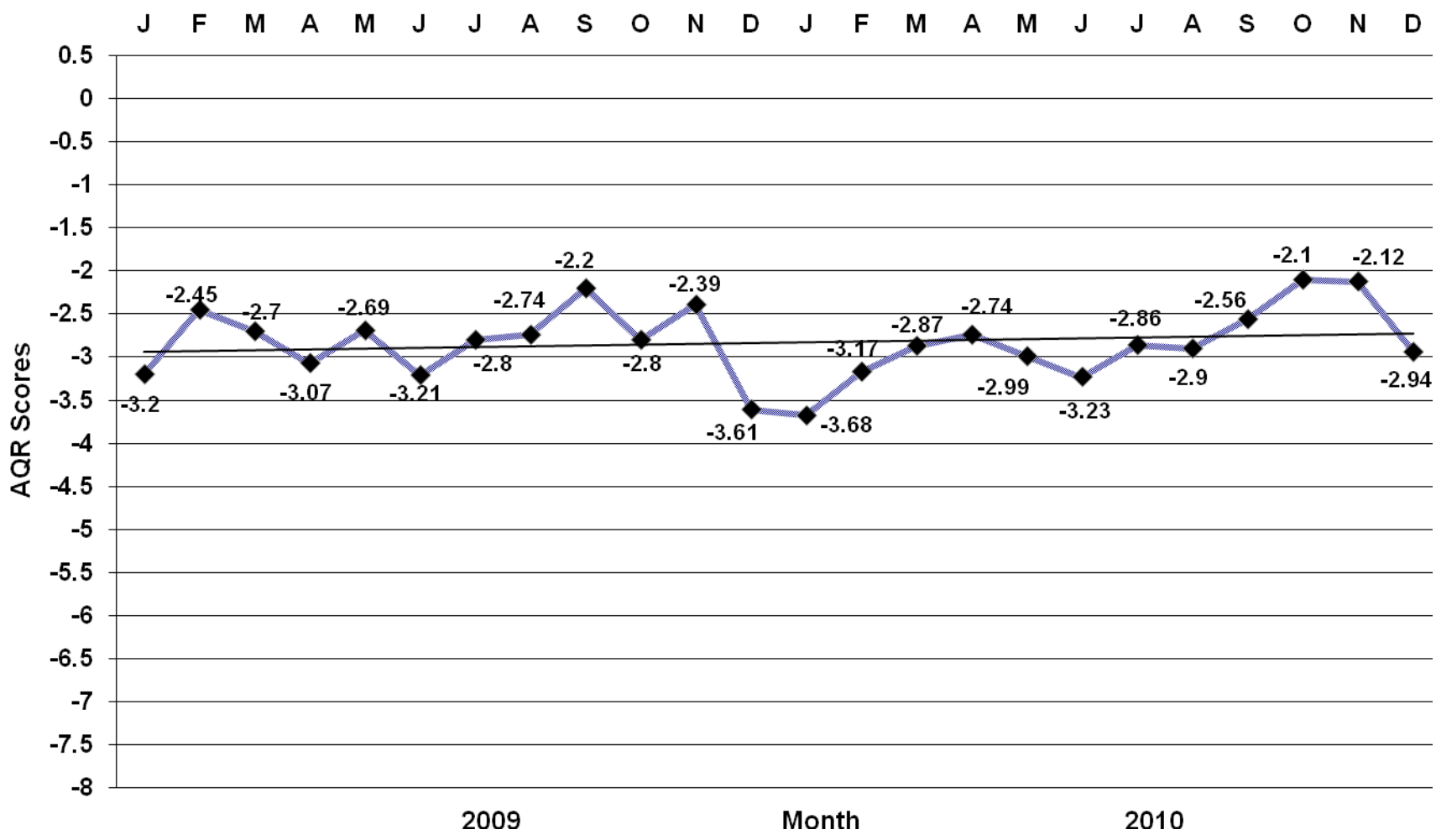
Airline Quality Rating

American Airlines by Month



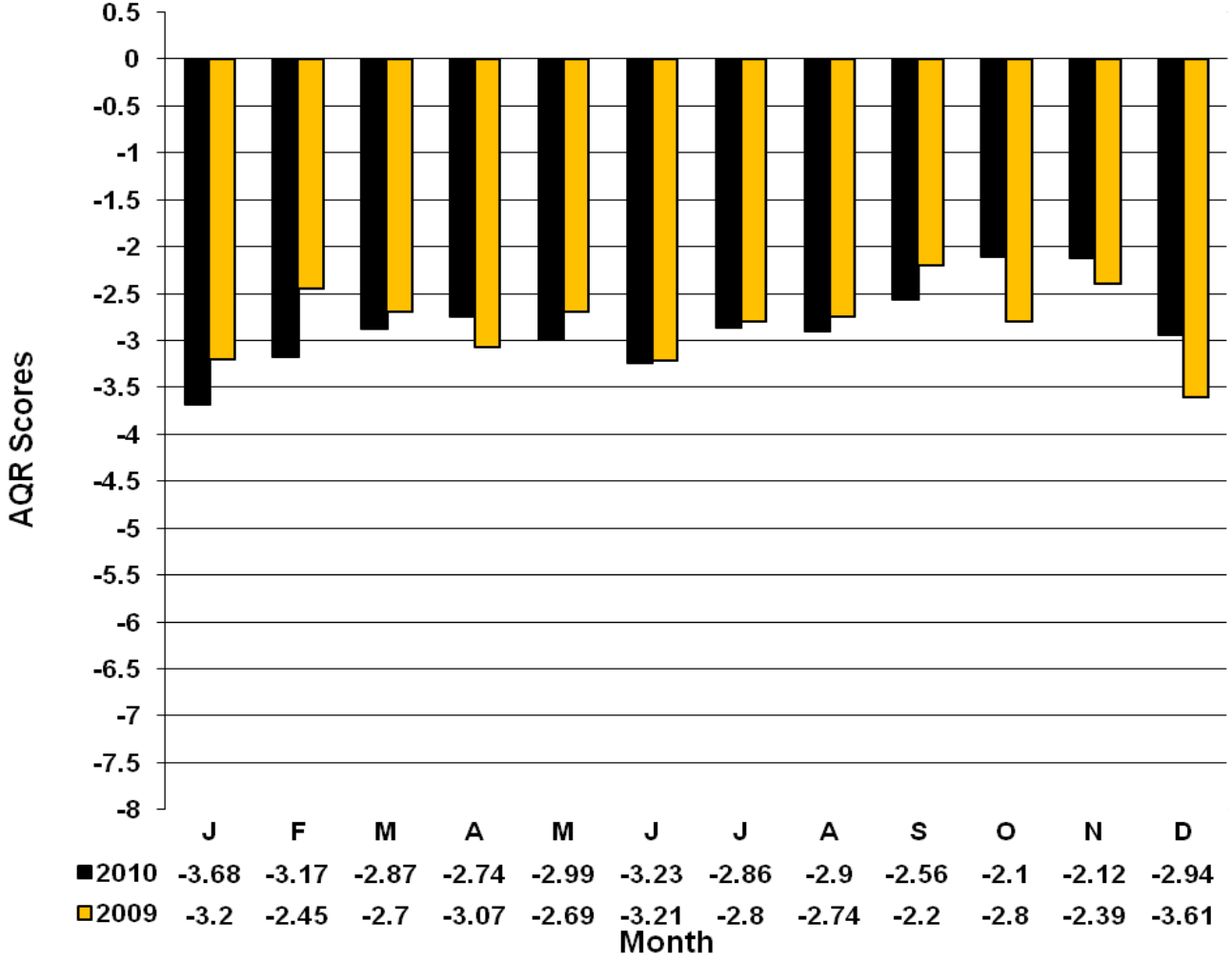
Airline Quality Rating

American Eagle 2009 - 2010



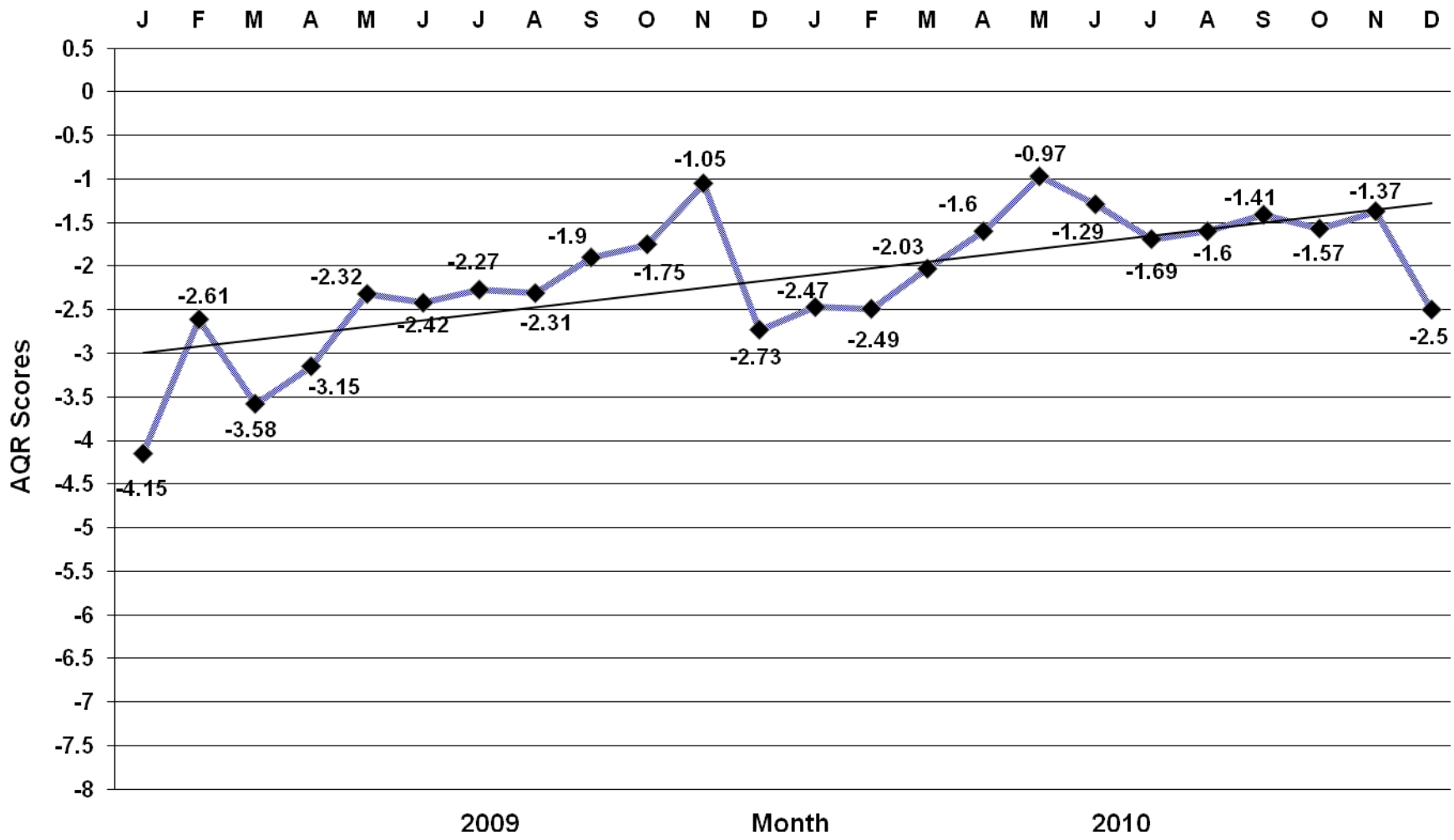
Airline Quality Rating

American Eagle by Month



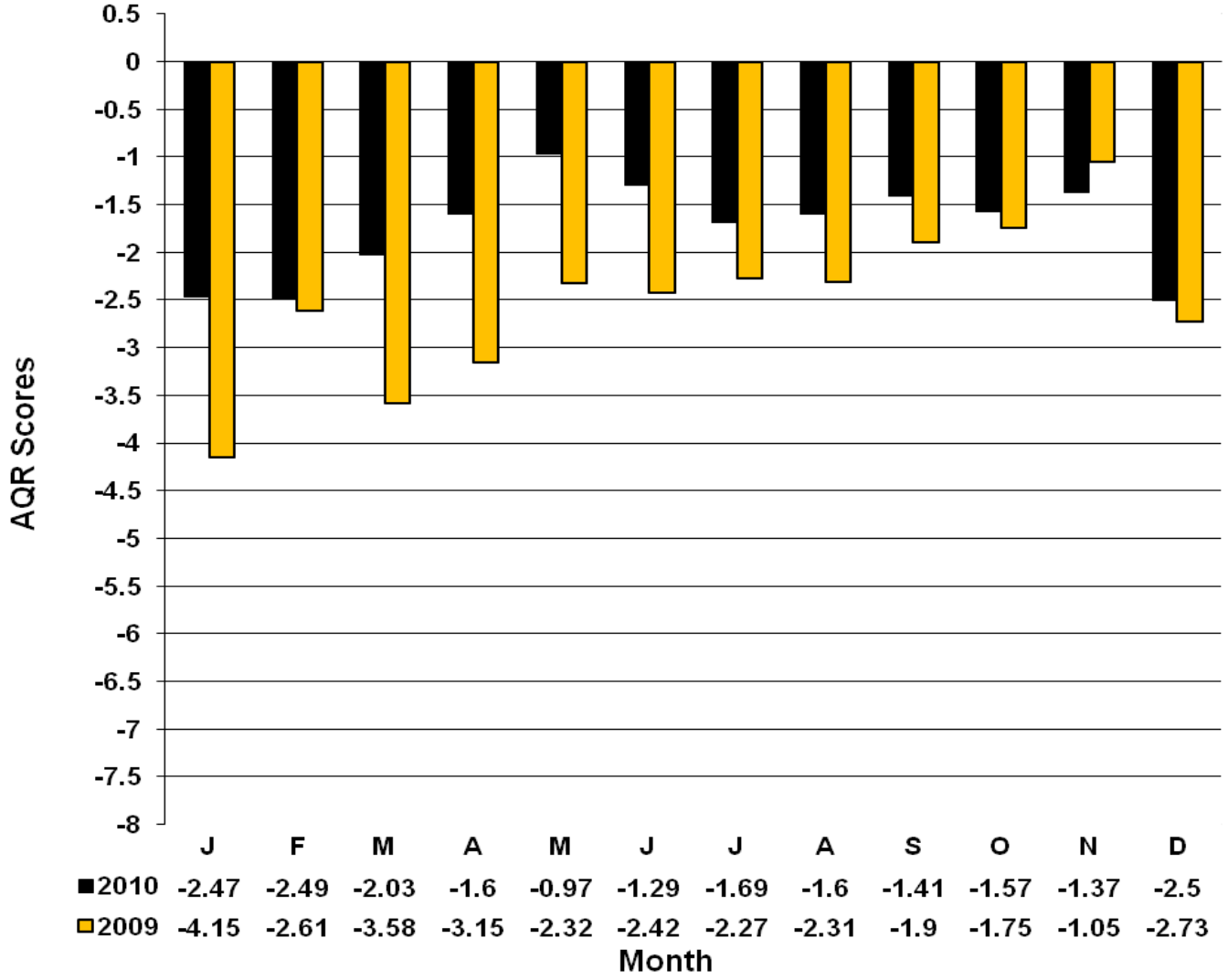
Airline Quality Rating

Atlantic Southeast Airlines 2009 - 2010



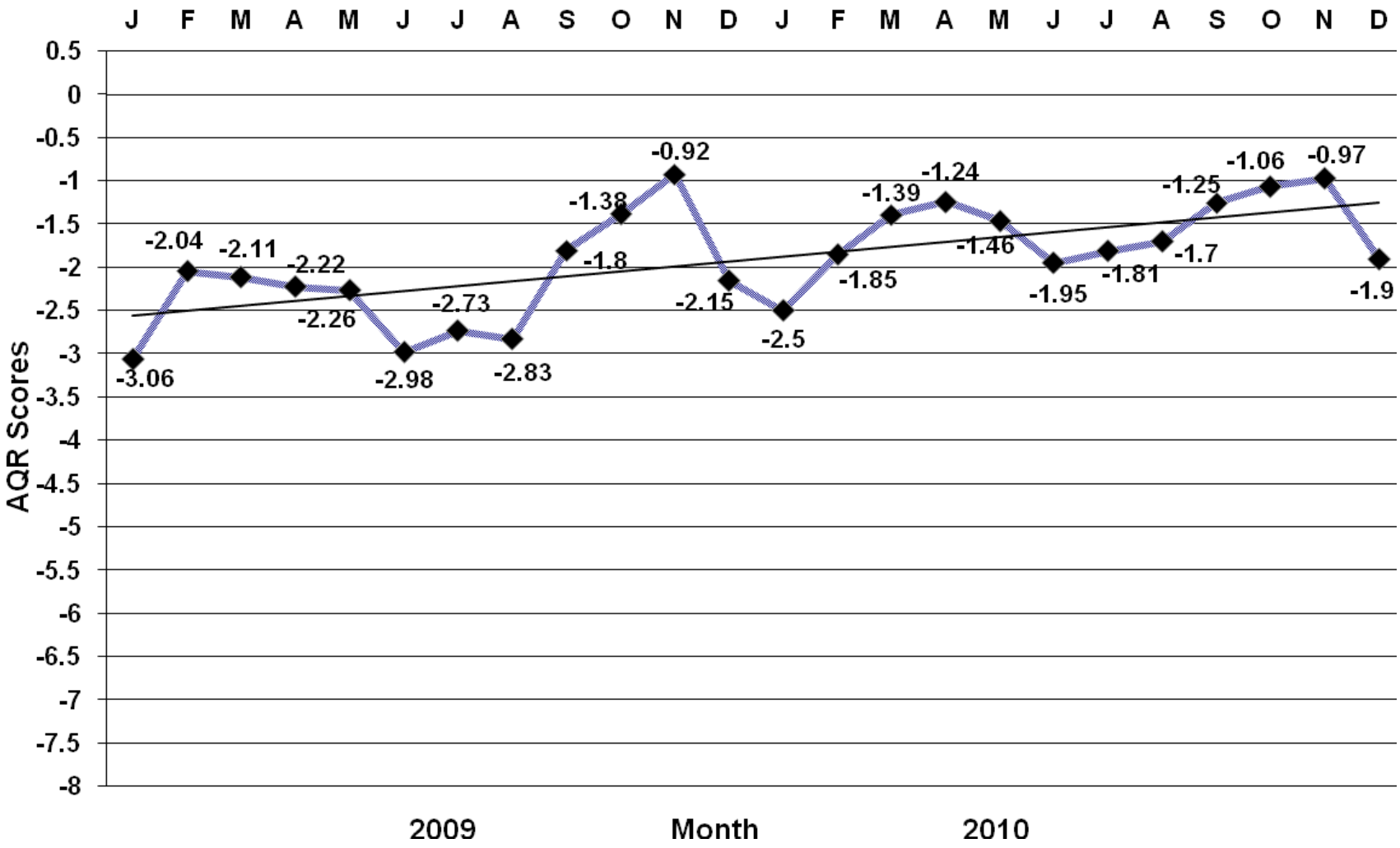
Airline Quality Rating

Atlantic Southeast Airlines by Month



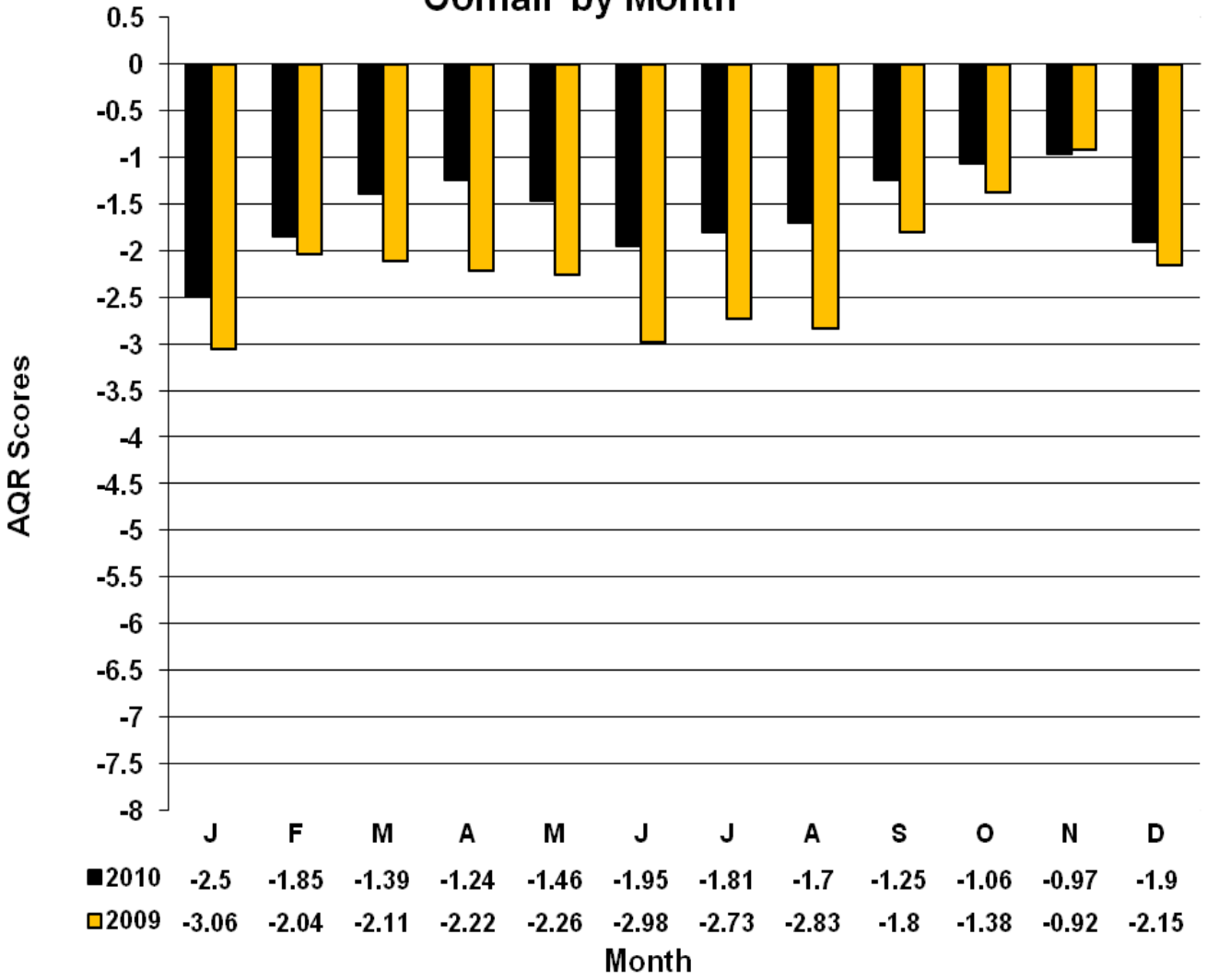
Airline Quality Rating

Comair Airlines 2009 - 2010



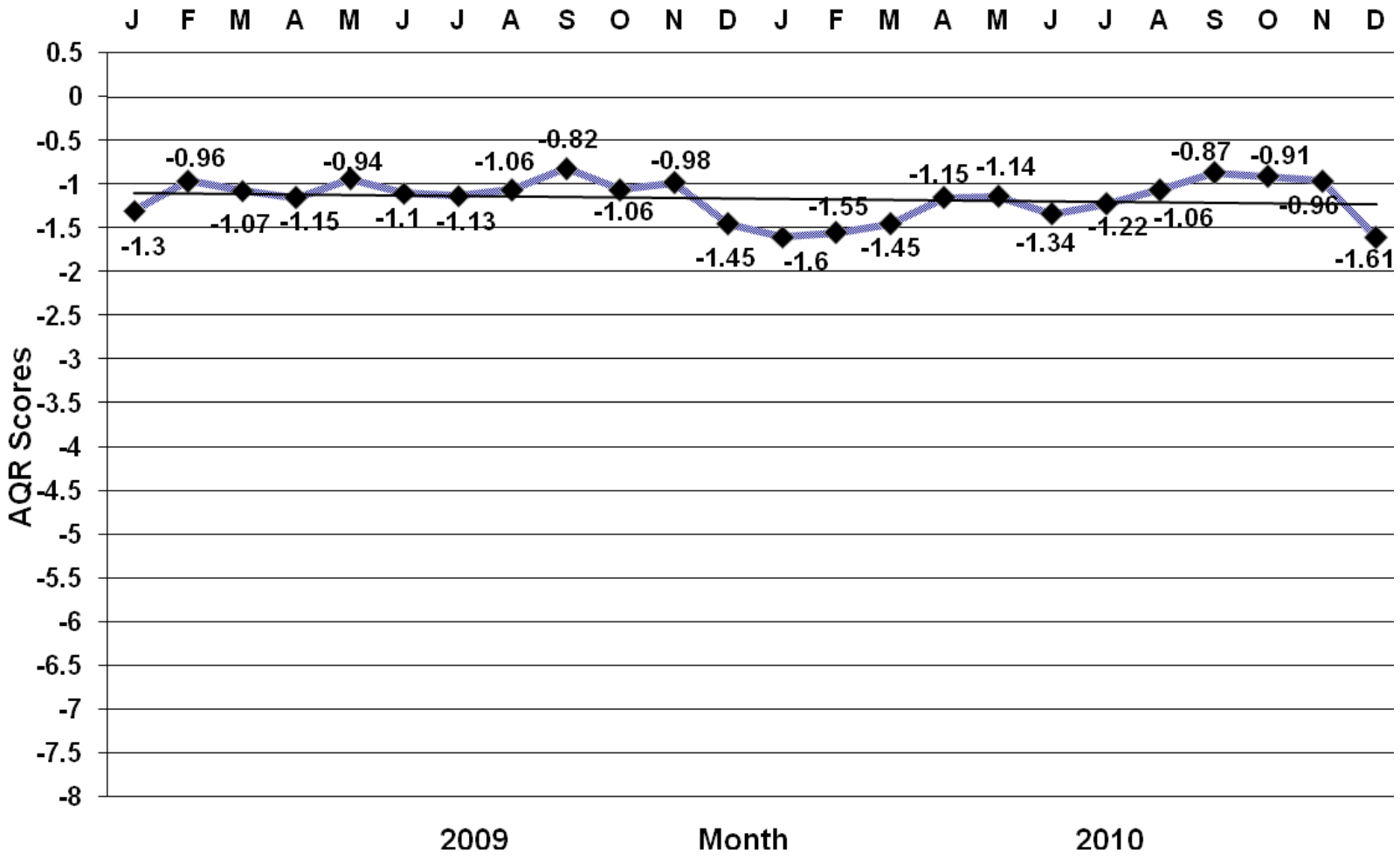
Airline Quality Rating

Comair by Month



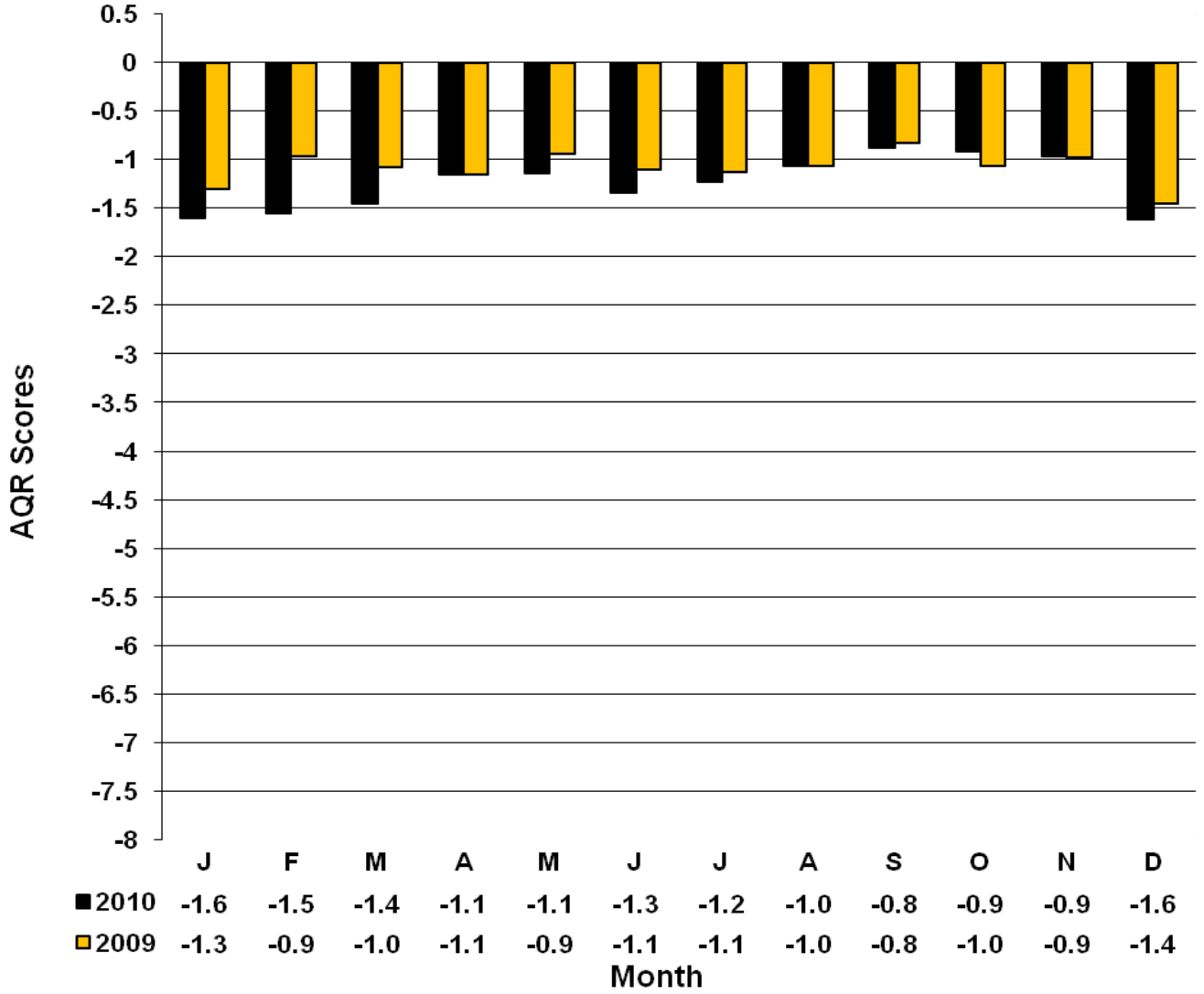
Airline Quality Rating

Continental Airlines 2009 - 2010



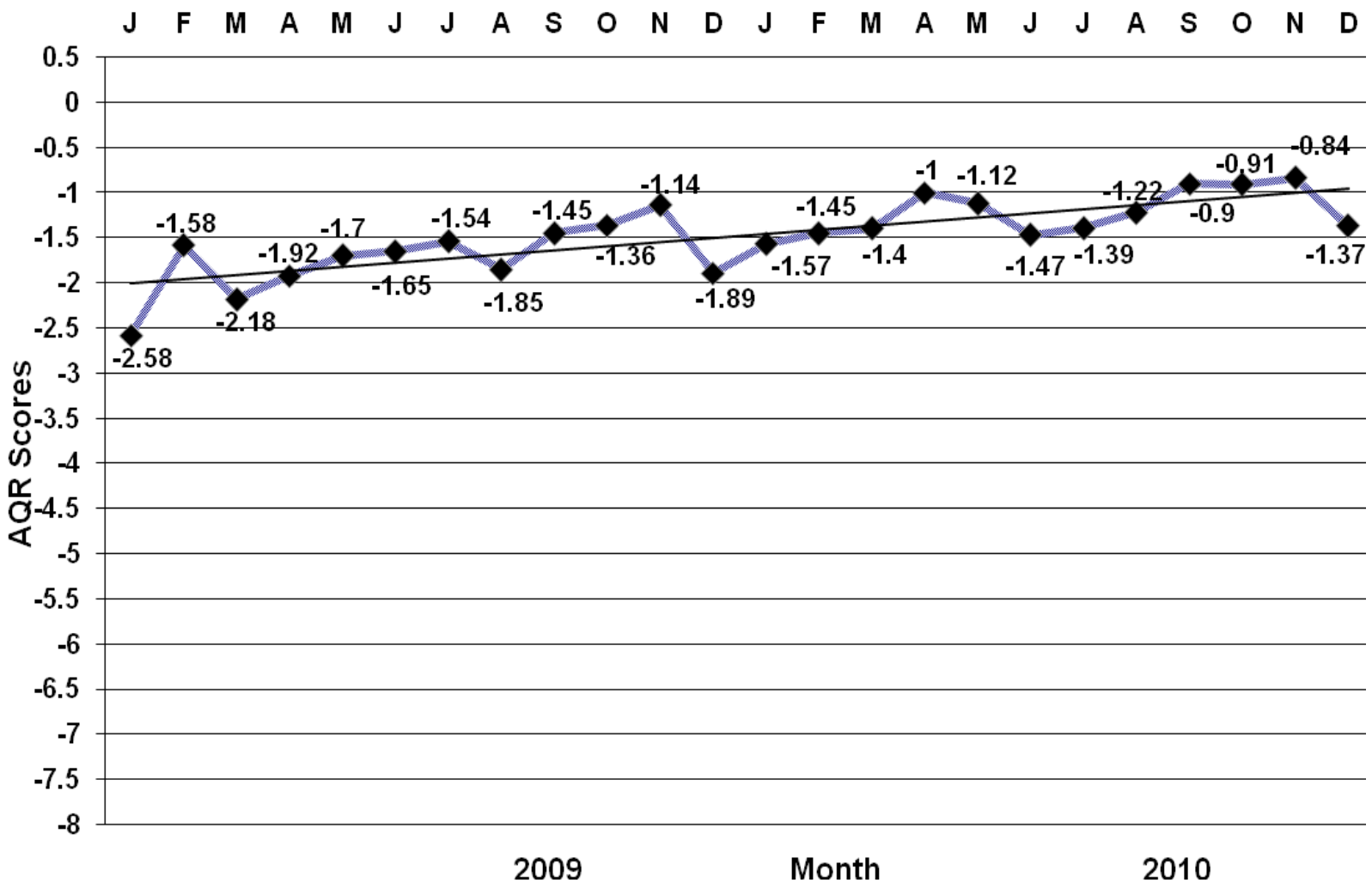
Airline Quality Rating

Continental Airlines by Month



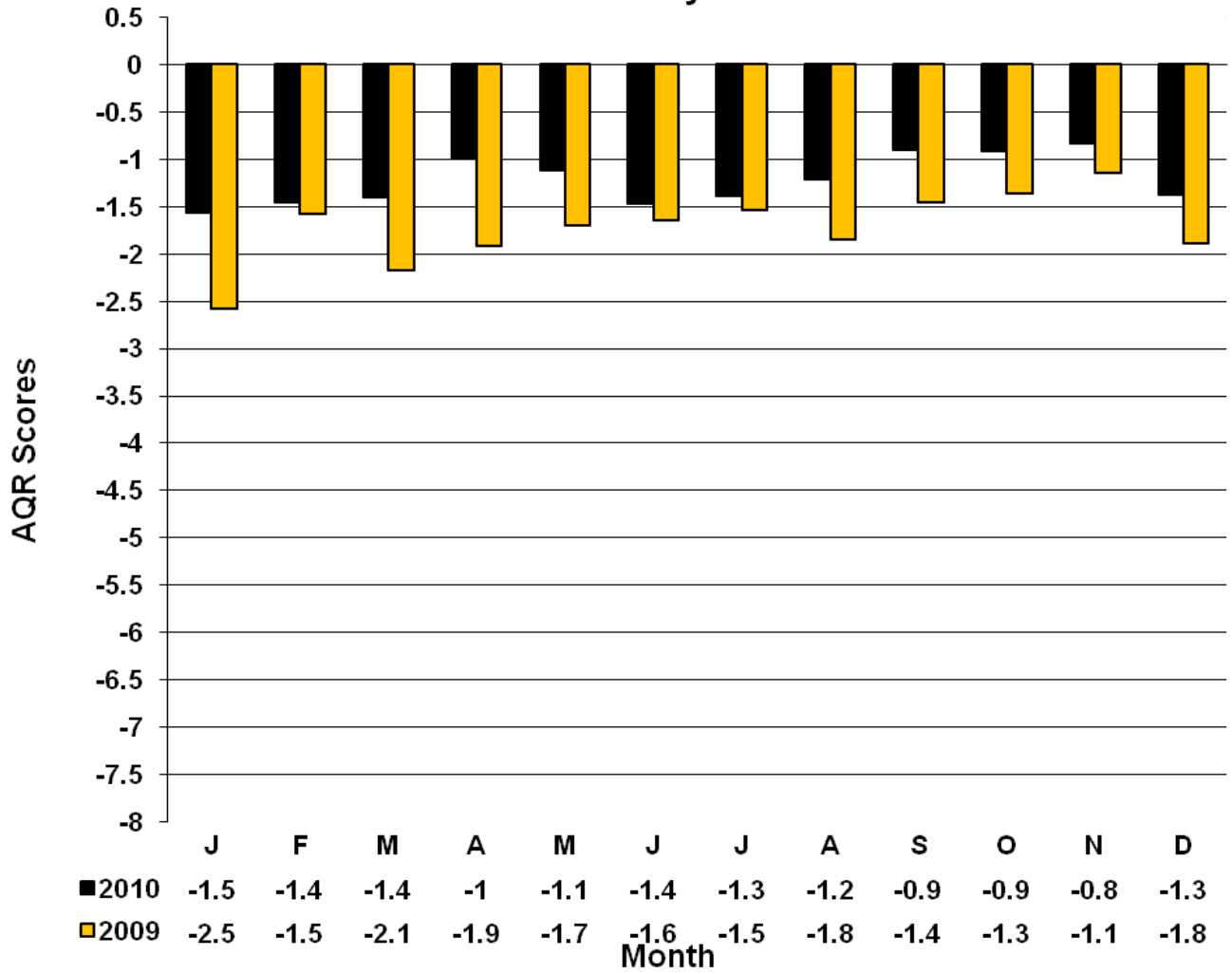
Airline Quality Rating

Delta Air Lines 2009 - 2010



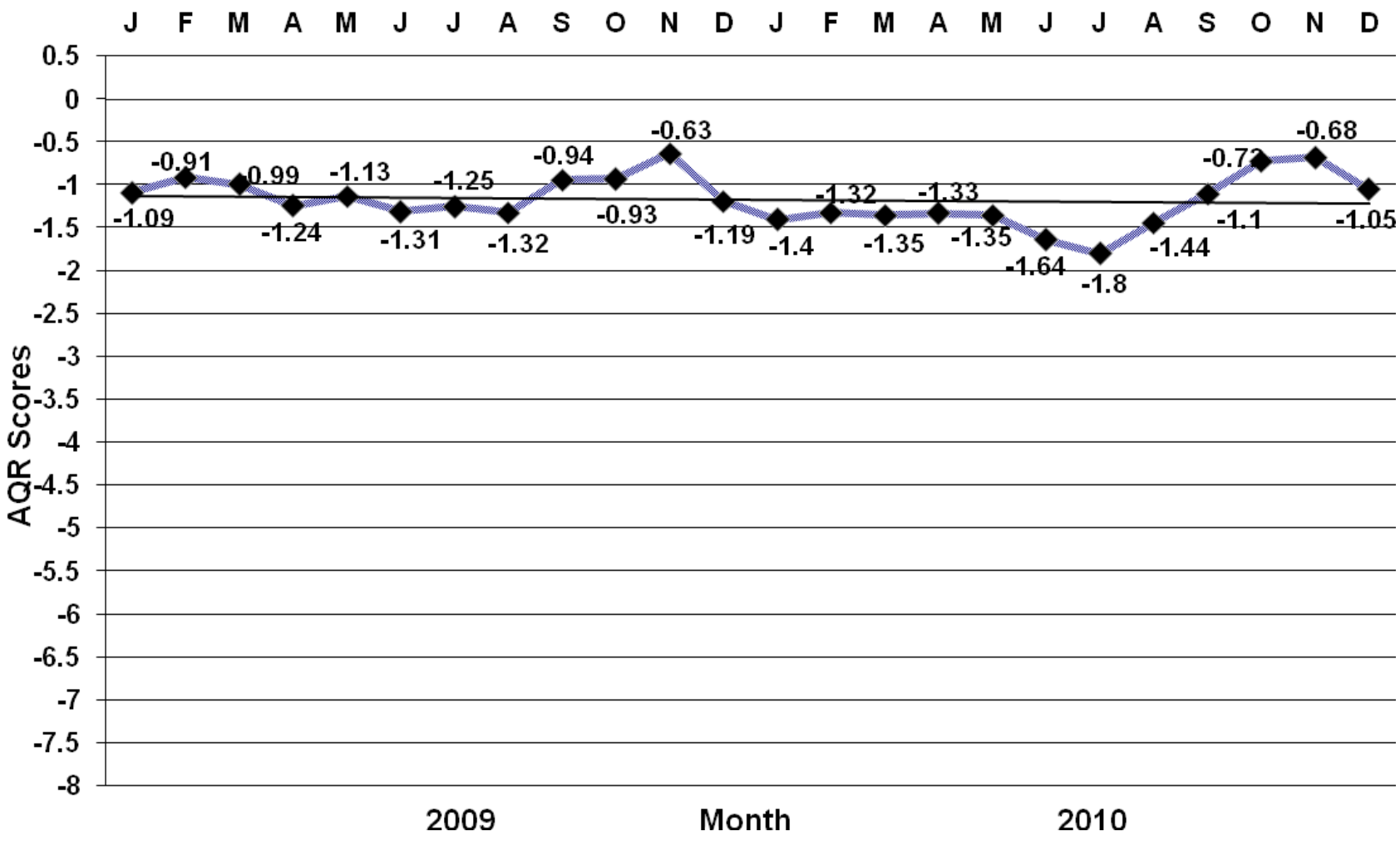
Airline Quality Rating

Delta Air Lines by Month

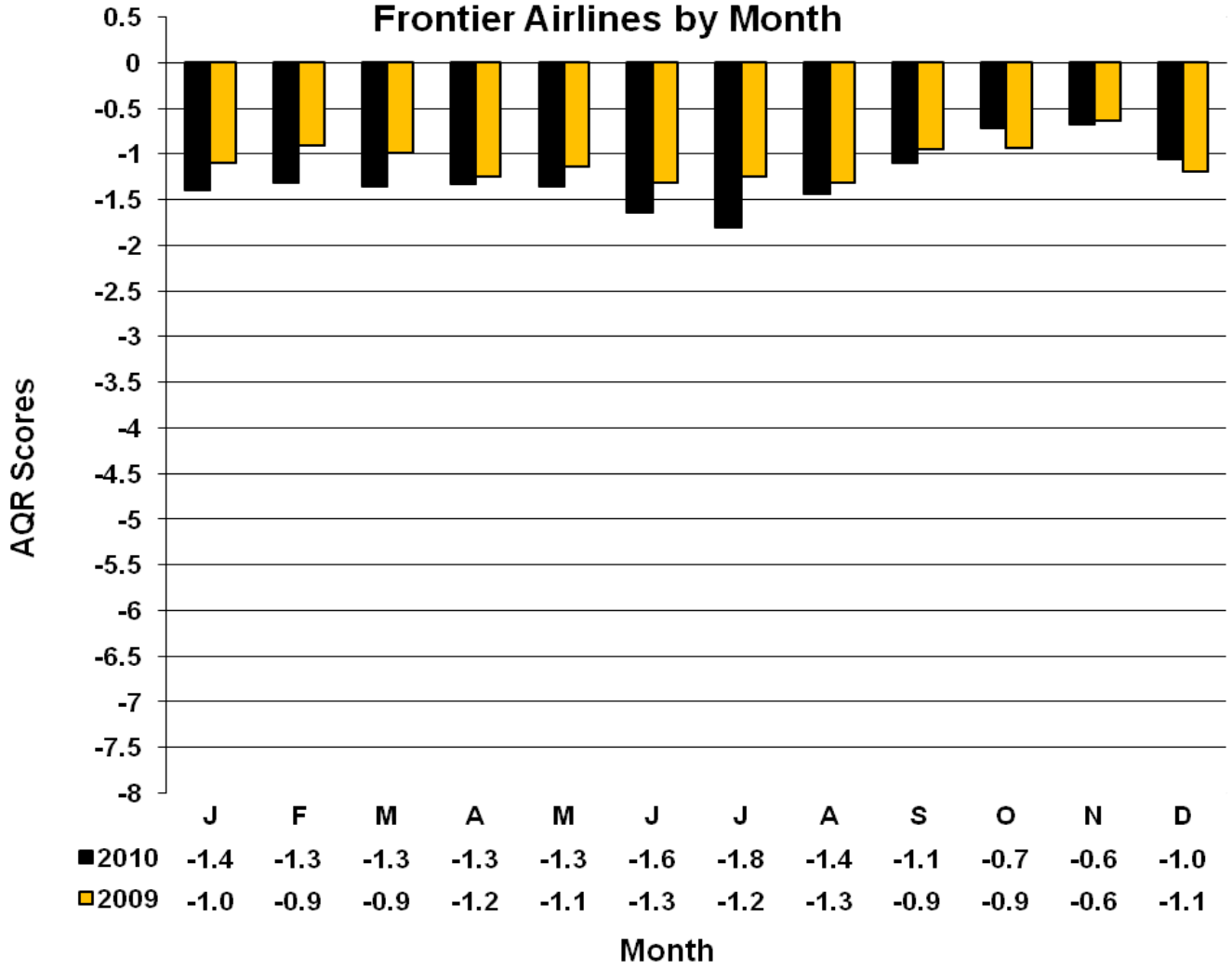


Airline Quality Rating

Frontier Airlines 2009 - 2010

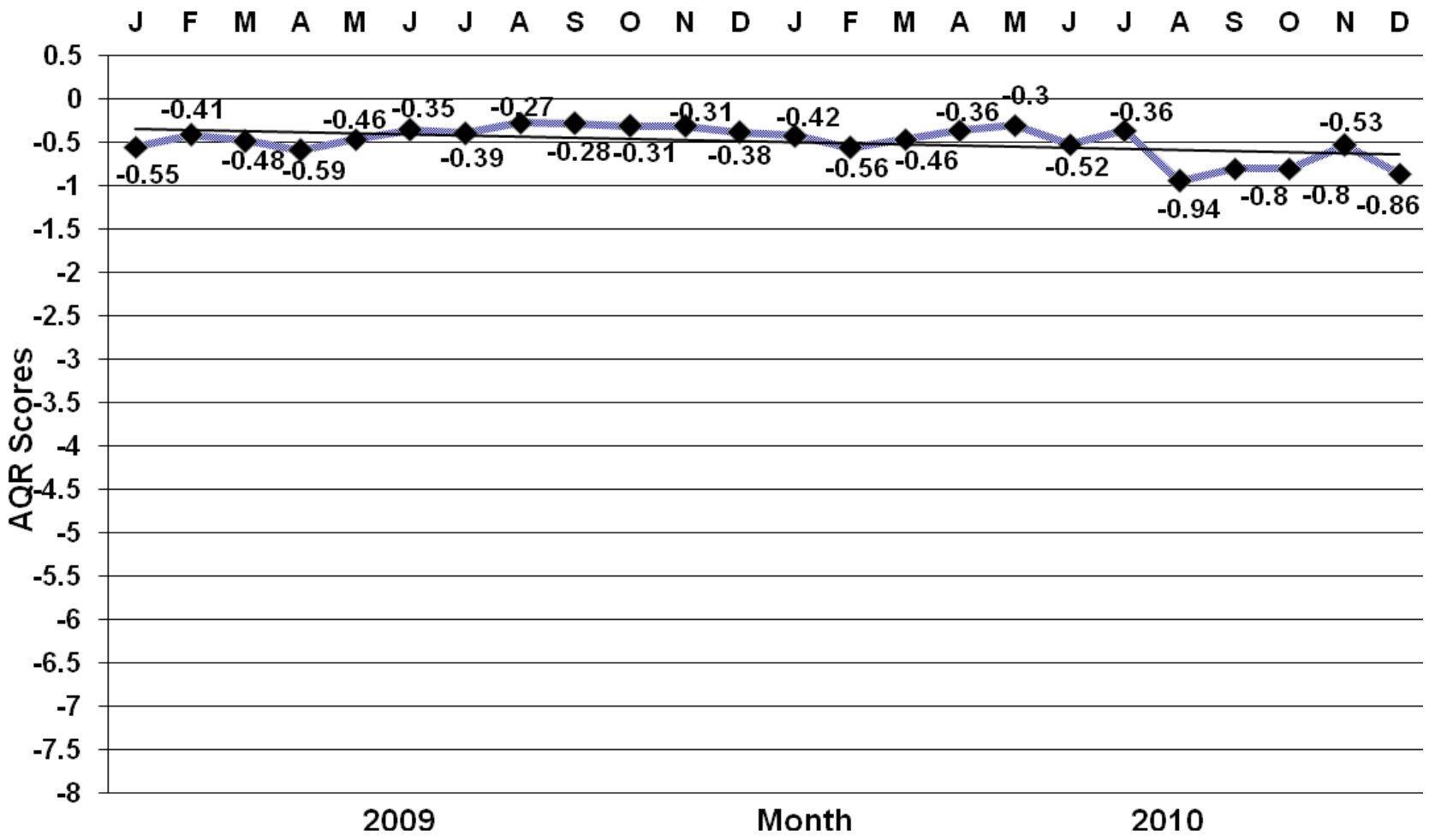


Airline Quality Rating



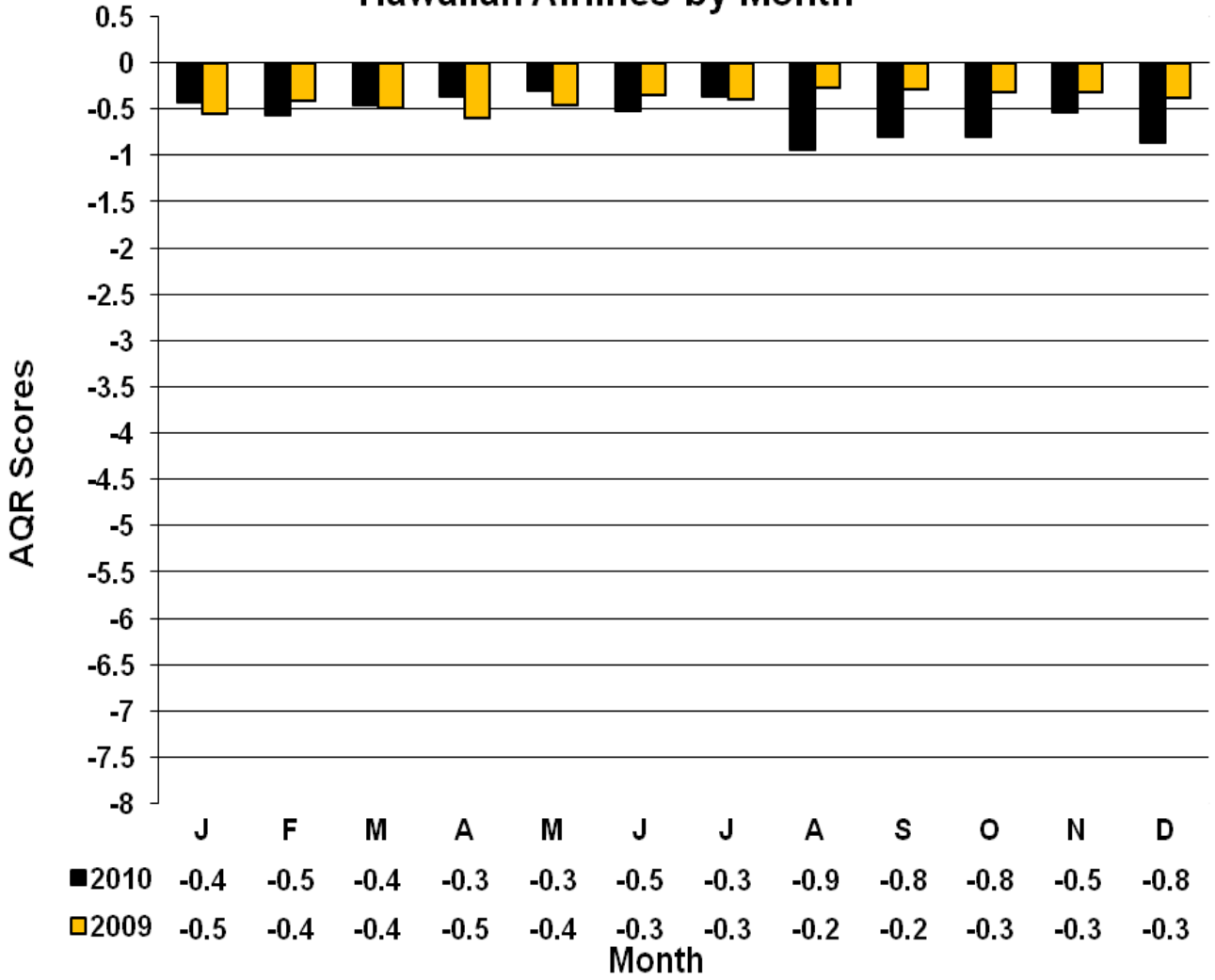
Airline Quality Rating

Hawaiian Airlines 2009 - 2010



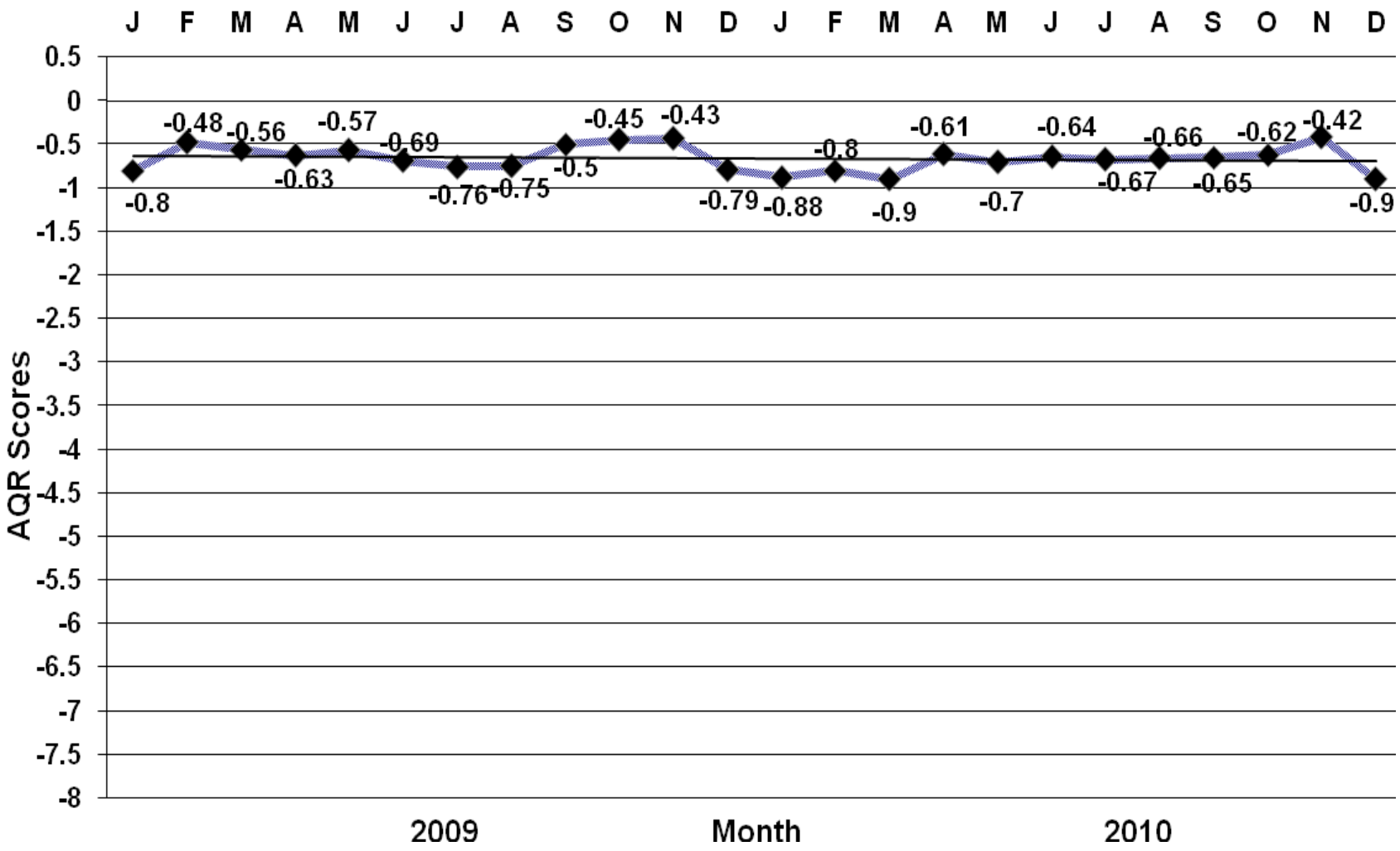
Airline Quality Rating

Hawaiian Airlines by Month

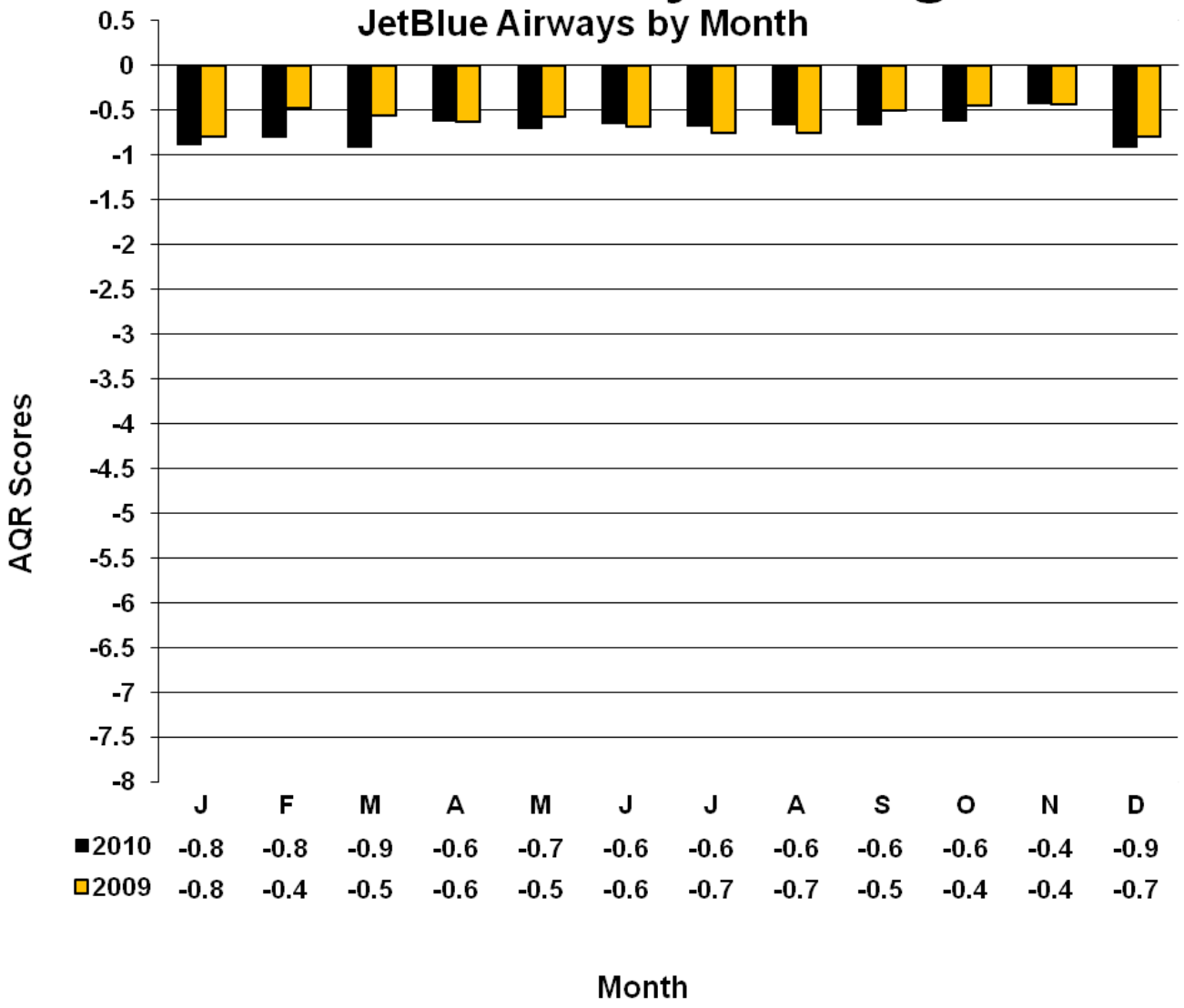


Airline Quality Rating

JetBlue Airways 2009 - 2010

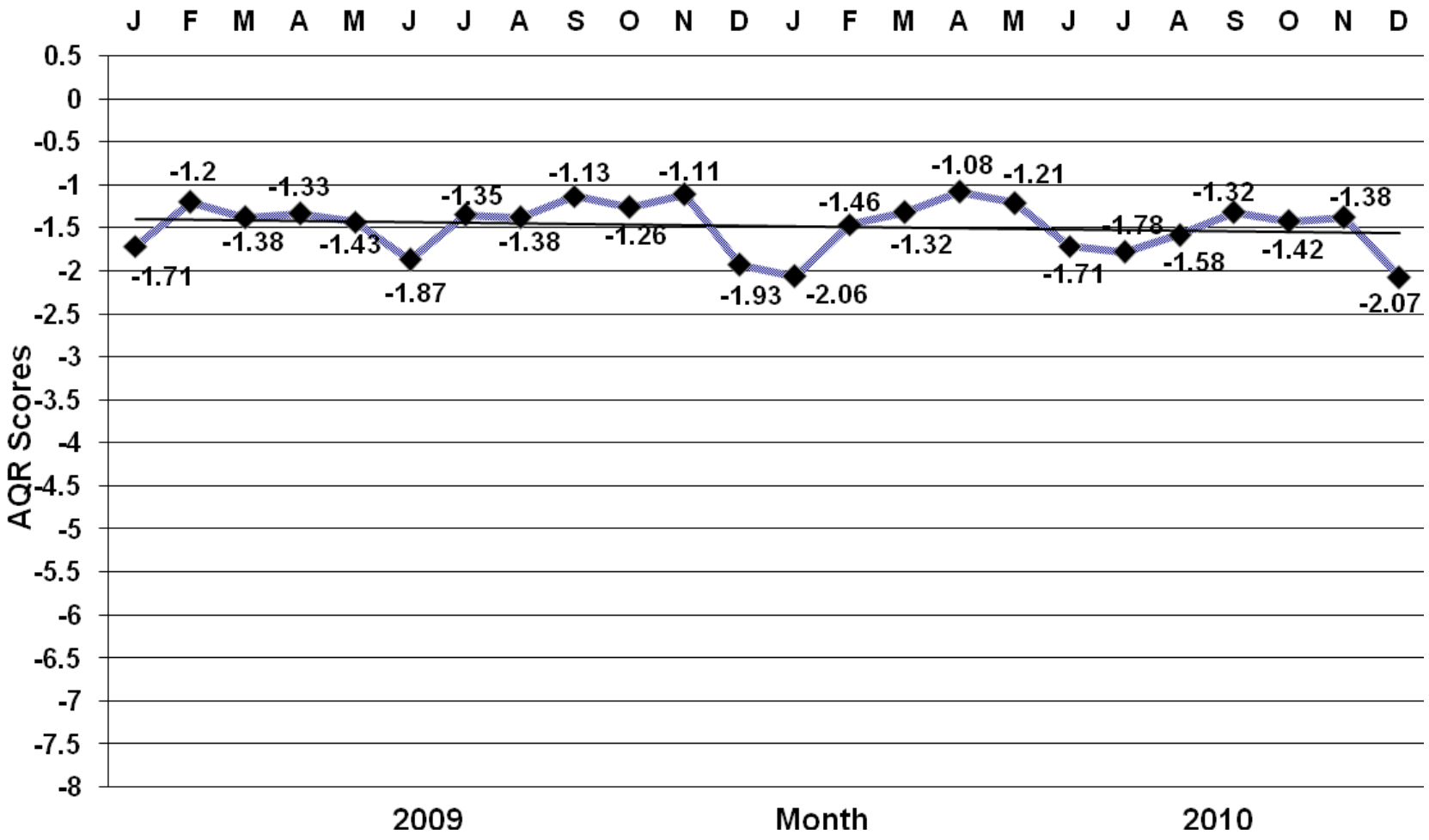


Airline Quality Rating



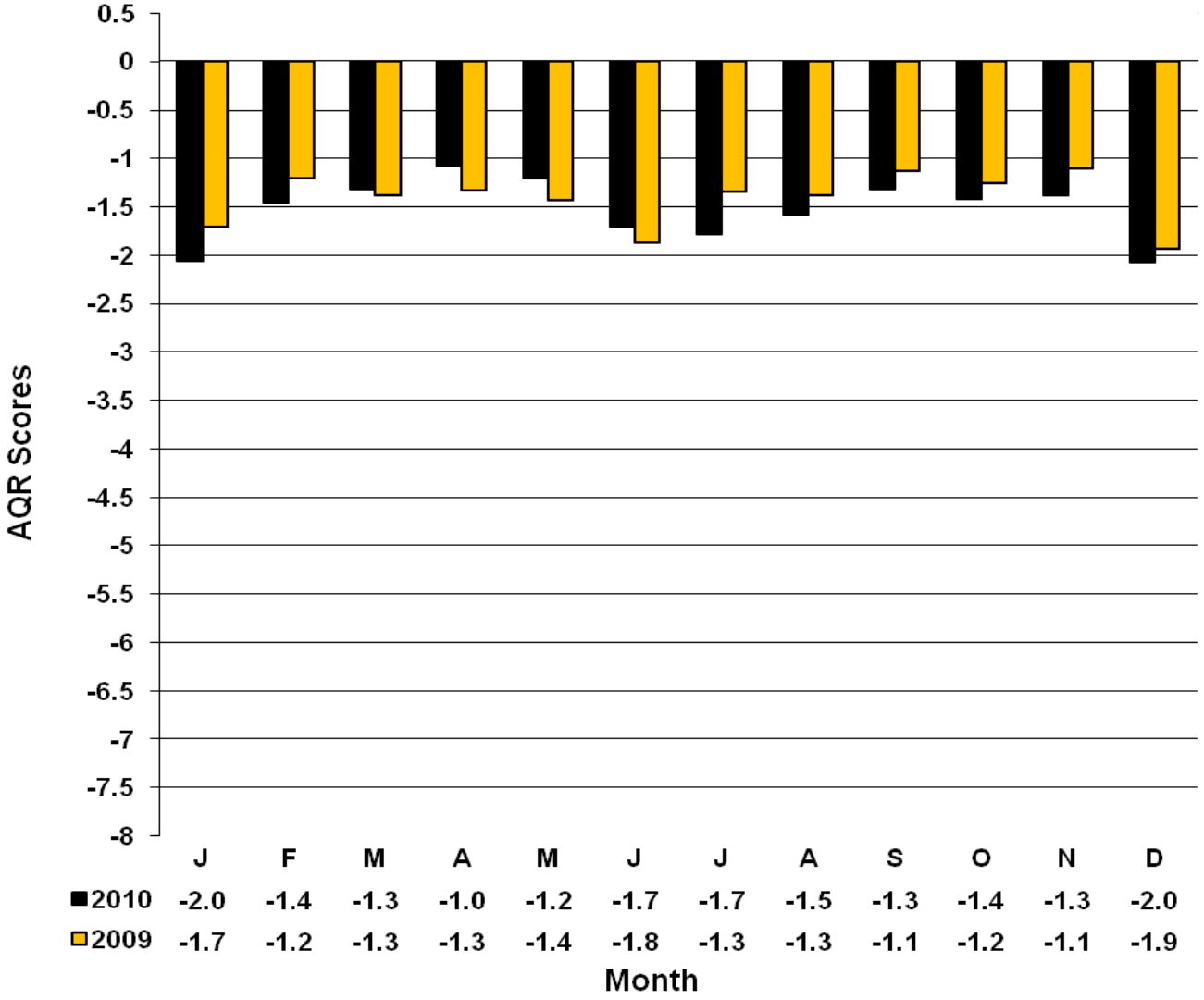
Airline Quality Rating

Mesa Airlines 2009 - 2010



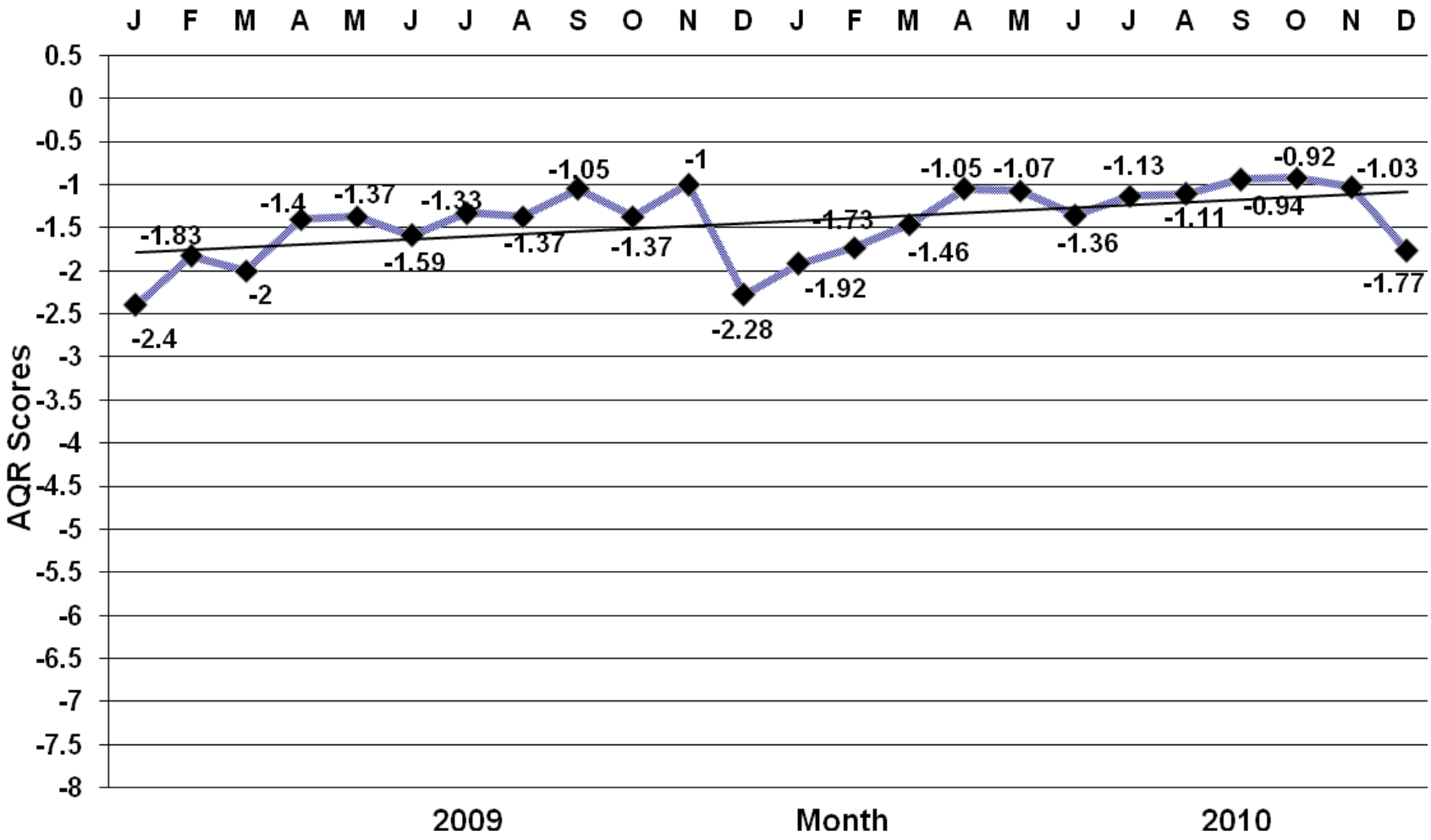
Airline Quality Rating

Mesa Airlines by Month



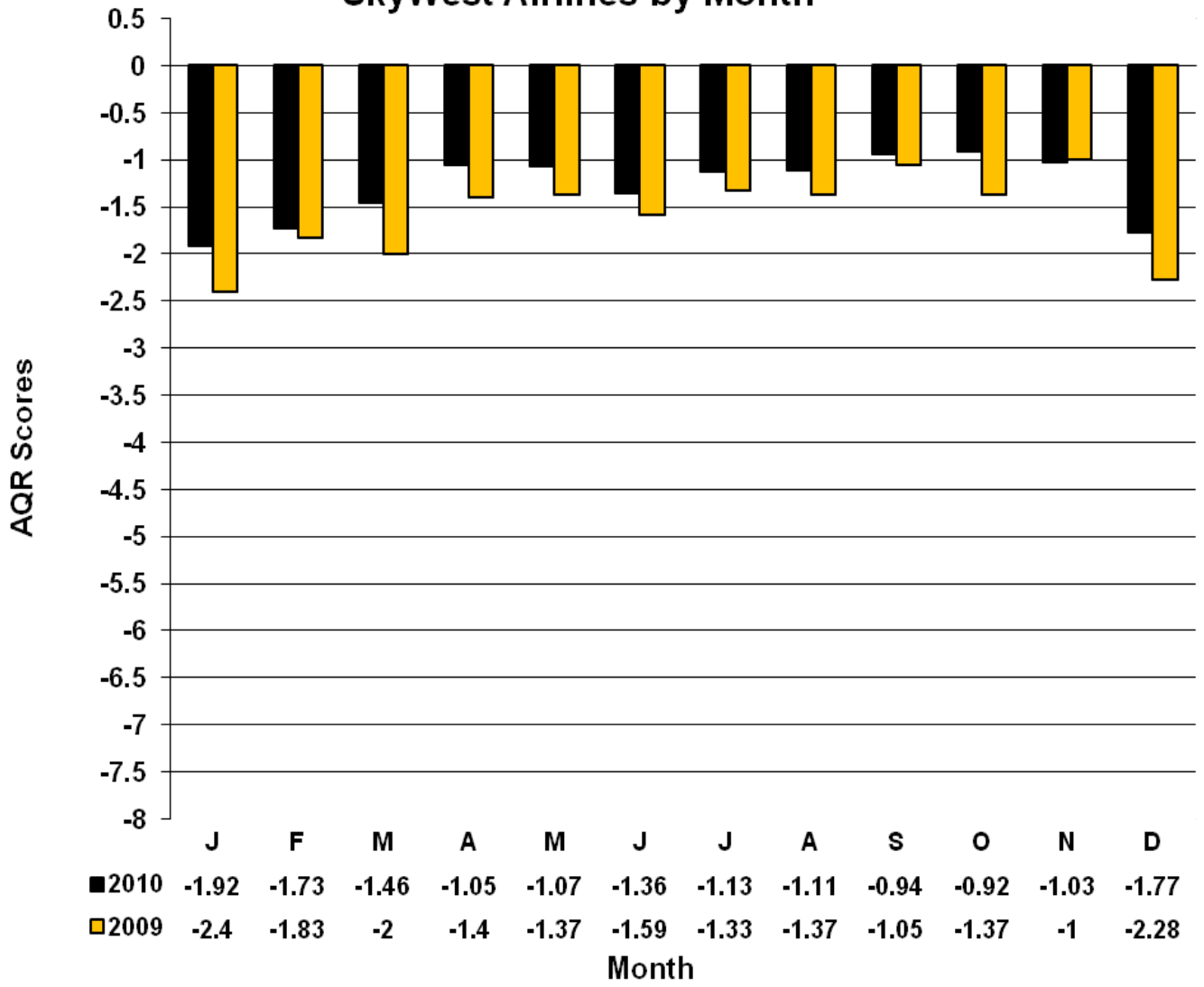
Airline Quality Rating

SkyWest Airlines 2009 - 2010



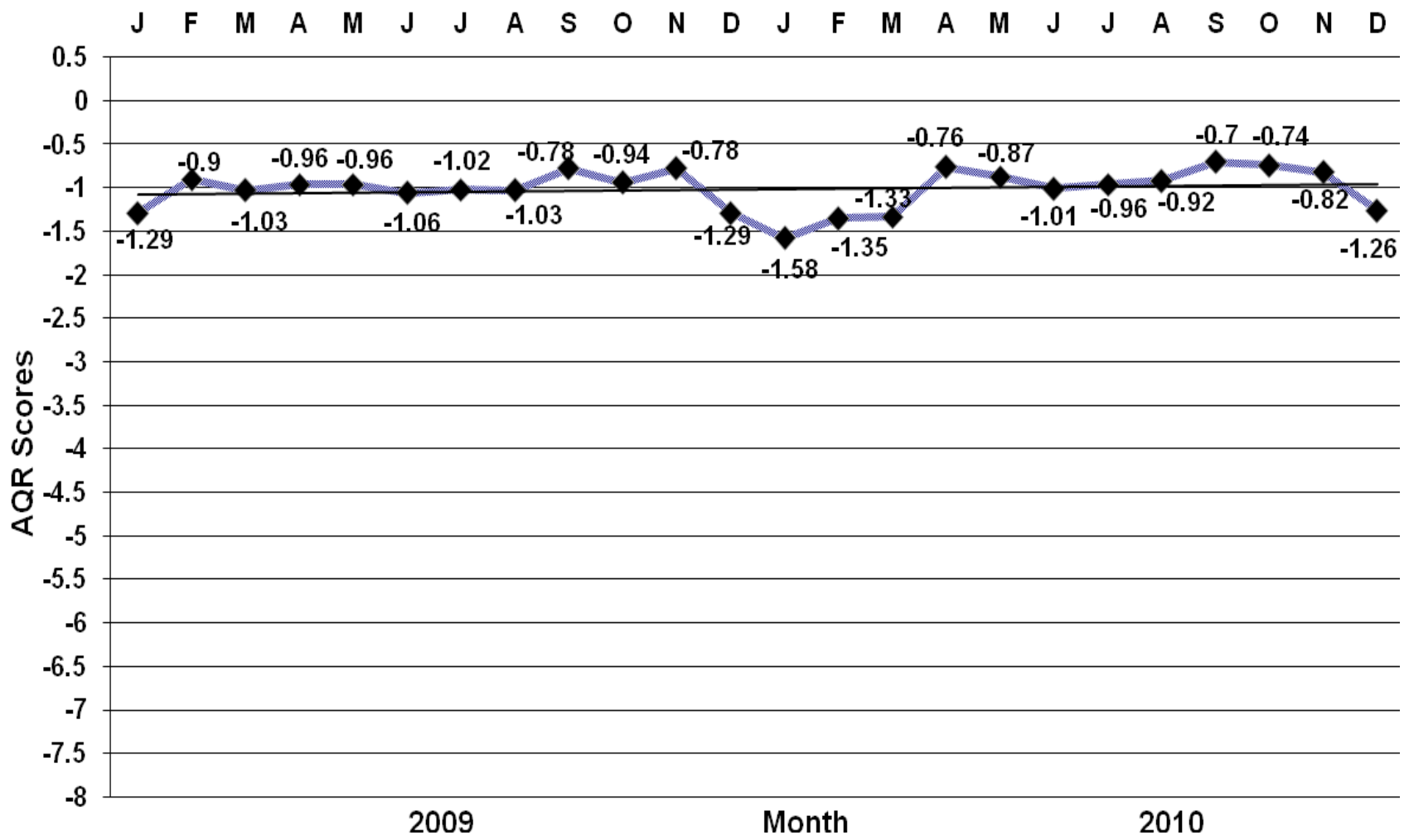
Airline Quality Rating

SkyWest Airlines by Month



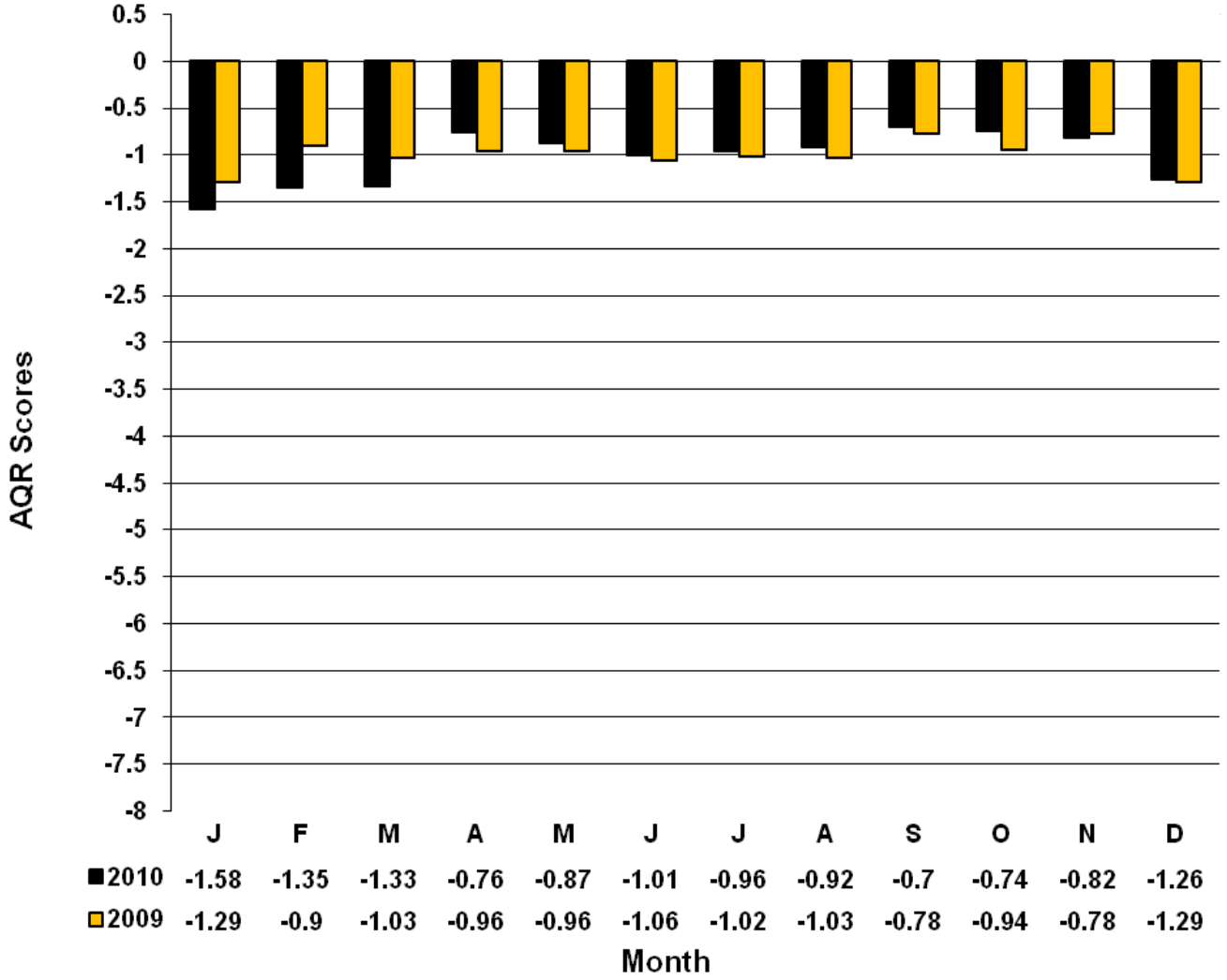
Airline Quality Rating

Southwest Airlines 2009 - 2010



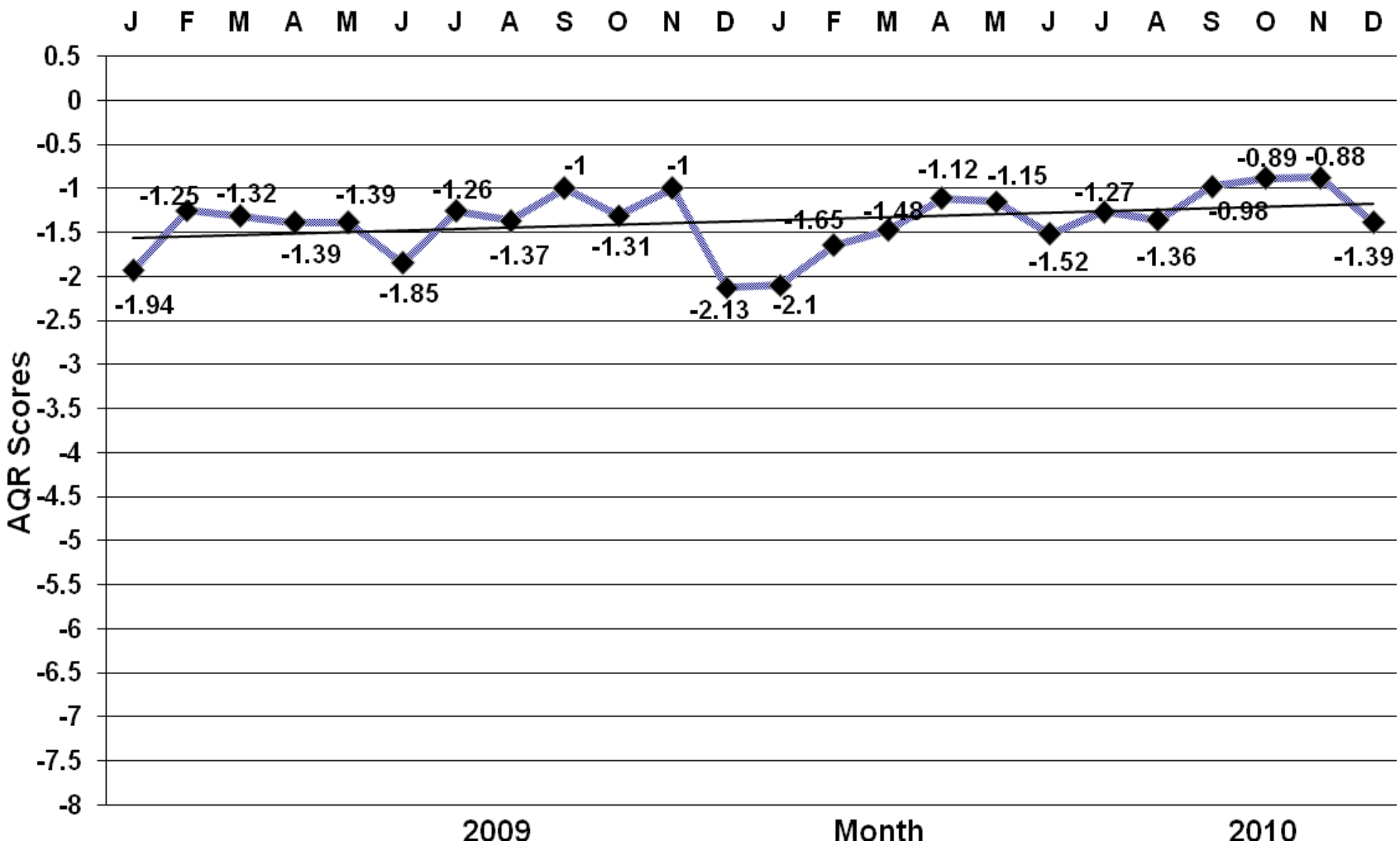
Airline Quality Rating

Southwest Airlines by Month



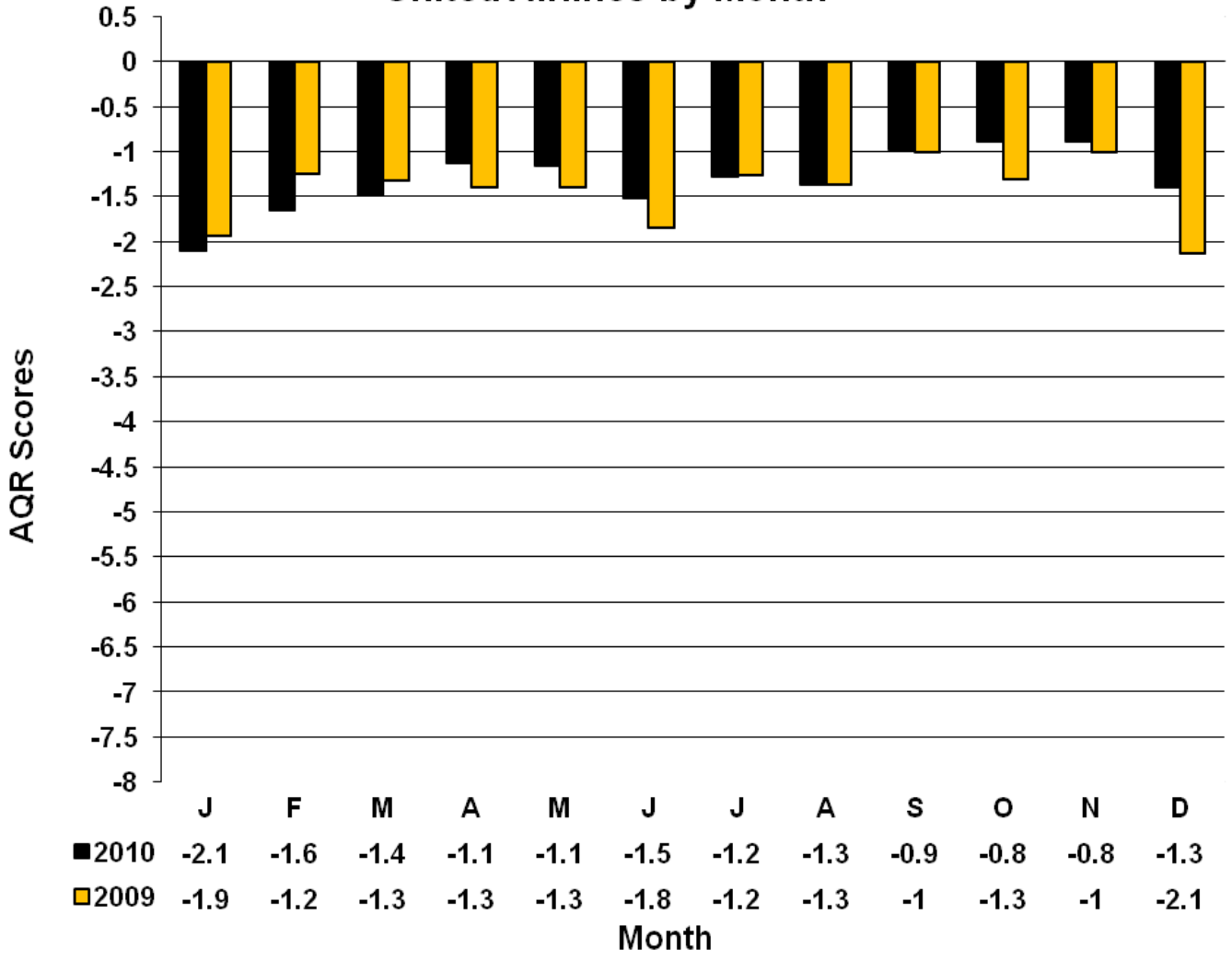
Airline Quality Rating

United Airlines 2009 - 2010



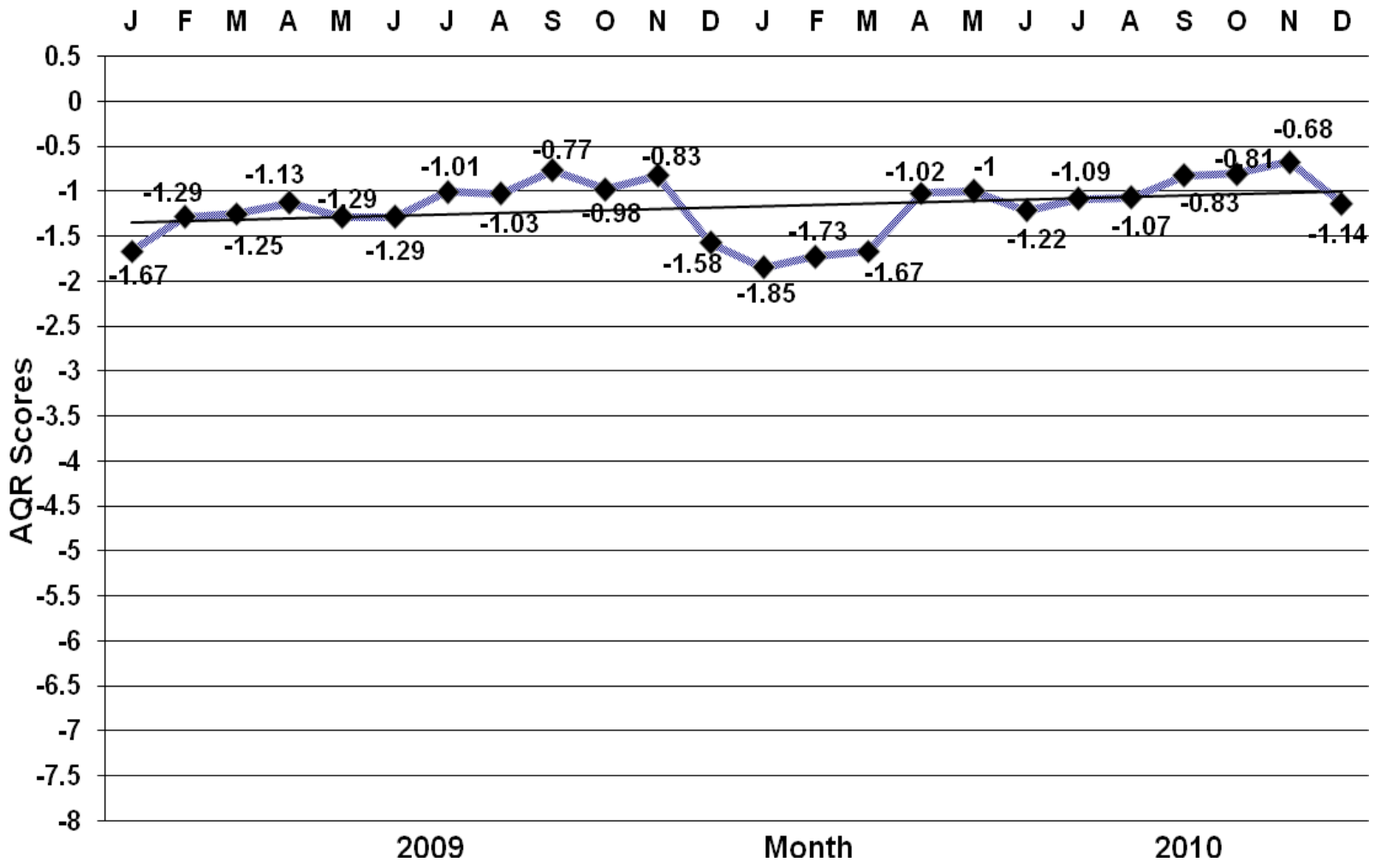
Airline Quality Rating

United Airlines by Month



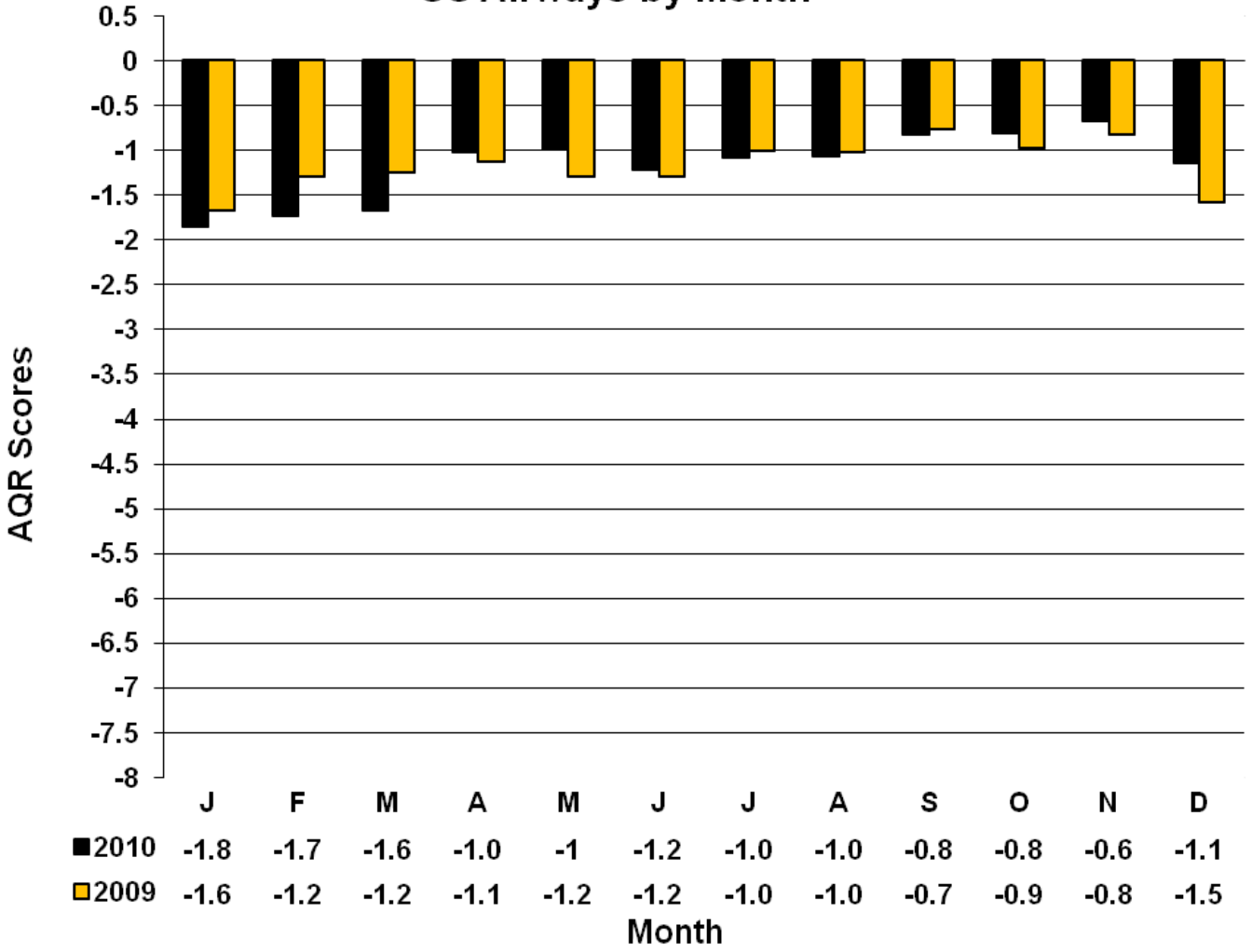
Airline Quality Rating

US Airways 2009 - 2010



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 16 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 2010. 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 2010. 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.

2010 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)	.795	.719	.783	.877	.847	.796	.797	.811	.907	.904	.886	.821	.828
Alaska (AS)	.858	.862	.873	.909	.915	.889	.887	.887	.905	.881	.825	.809	.876
American (AA)	.798	.734	.761	.832	.766	.738	.767	.807	.834	.863	.853	.805	.796
American Eagle (MQ)	.728	.708	.798	.823	.731	.679	.702	.795	.823	.865	.845	.740	.771
Atlantic Southeast (EV)	.783	.723	.778	.878	.804	.792	.785	.804	.832	.807	.819	.705	.792
Comair (OH)	.730	.622	.777	.823	.671	.649	.691	.764	.782	.780	.828	.631	.731
Continental (CO)	.823	.750	.777	.860	.825	.808	.761	.871	.869	.875	.836	.721	.814
Delta (DL)	.814	.747	.803	.844	.756	.702	.699	.774	.815	.829	.808	.701	.774
Frontier (F9)	.832	.797	.782	.851	.802	.771	.764	.838	.874	.870	.827	.766	.814
Hawaiian (HA)	.867	.882	.902	.935	.943	.936	.947	.956	.958	.954	.931	.876	.925
JetBlue (B6)	.745	.679	.721	.854	.827	.813	.752	.771	.788	.767	.791	.586	.757
Mesa (YV)	.800	.773	.835	.874	.839	.806	.805	.837	.889	.879	.892	.789	.833
SkyWest (OO)	.746	.762	.834	.837	.824	.776	.795	.803	.852	.830	.780	.644	.791
Southwest (WN)	.801	.798	.803	.845	.803	.784	.784	.823	.857	.775	.793	.671	.795
United (UA)	.837	.796	.838	.885	.848	.795	.830	.851	.897	.899	.914	.831	.852
US Airways (US)	.794	.753	.809	.886	.853	.834	.821	.849	.871	.840	.860	.787	.830
Industry by Month	.791	.755	.801	.854	.803	.769	.773	.815	.850	.834	.829	.723	.800
Express Jet (XE)[1]	.760	.685	.751	.838	.773	.697	.686	.831	.868	.868	.860	.717	.778
Pinnacle (9E)[1]	.730	.640	.842	.866	.772	.755	.764	.817	.846	.867	.861	.655	.785

[1] This airline is not included in the Industry value. Only 16 airlines that are required to report all data elements for 2010 are part of the Industry value. Performance statistics are presented here for reference and comparison.

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

2009 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)	.774	.815	.740	.783	.756	.753	.698	.742	.834	.753	.806	.664	.758
Alaska (AS)	.715	.763	.702	.843	.857	.845	.872	.858	.900	.858	.883	.840	.829
American (AA)	.755	.813	.775	.744	.779	.692	.722	.772	.860	.760	.878	.731	.772
American Eagle (MQ)	.720	.820	.784	.757	.768	.744	.777	.796	.848	.740	.872	.645	.772
Atlantic Southeast (EV)	.683	.790	.609	.694	.708	.732	.683	.695	.722	.716	.805	.732	.712
Comair (OH)	.567	.766	.744	.686	.657	.598	.636	.659	.805	.727	.851	.659	.690
Continental (CO)	.774	.777	.742	.720	.835	.805	.785	.824	.884	.751	.862	.707	.788
Delta (DL)	.776	.826	.739	.765	.774	.761	.755	.786	.822	.794	.874	.760	.786
Express Jet (XE)	.798	.799	.717	.728	.816	.820	.796	.834	.873	.726	.877	.668	.787
Frontier (F9)	.763	.833	.784	.777	.818	.680	.742	.838	.891	.729	.870	.677	.783
Hawaiian (HA)	.908	.912	.915	.911	.903	.933	.936	.947	.941	.934	.933	.870	.921
JetBlue (B6)	.749	.812	.792	.727	.772	.712	.731	.760	.887	.829	.891	.668	.775
Mesa (YV)	.754	.798	.761	.806	.816	.742	.786	.792	.870	.784	.876	.716	.791
Northwest (NW)	.764	.815	.827	.831	.829	.753	.764	.744	.845	.693	.911	.744	.792
SkyWest (OO)	.763	.818	.824	.858	.868	.804	.836	.844	.875	.776	.908	.689	.821
Southwest (WN)	.833	.883	.839	.841	.837	.781	.807	.828	.891	.778	.920	.732	.830
United (UA)	.790	.818	.805	.807	.801	.726	.796	.801	.879	.817	.926	.773	.810
US Airways (US)	.773	.822	.796	.799	.792	.780	.806	.814	.879	.821	.878	.752	.809
Industry by Month	.770	.824	.781	.788	.802	.759	.776	.797	.862	.772	.885	.719	.794
Pinnacle (9E)[1]	.779	.868	.851	.862	.868	.807	.786	.792	.866	.788	.913	.737	.825

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

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

2010 Involuntary Denied Boardings by Quarter for U.S. Airlines

(per 10,000 passengers)

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Annual
AirTran (FL)	0.51	0.49	0.30	0.26	0.39
Alaska (AS)	1.61	0.56	1.47	1.09	1.18
American (AA)	1.28	0.91	0.54	0.75	0.86
American Eagle (MQ)	4.59	5.01	3.80	2.79	4.02
Atlantic Southeast (EV)	0.53	0.61	0.64	0.47	0.56
Comair (OH)	1.00	0.67	0.61	0.36	0.64
Continental (CO)	2.73	1.96	1.20	1.48	1.82
Delta (DL)	0.63	0.40	0.34	0.29	0.41
Frontier (F9)	2.36	3.02	2.66	0.84	2.26
Hawaiian (HA)	0.14	0.03	0.00	0.01	0.04
JetBlue (B6)	0.01	0.00	0.00	0.02	0.01
Mesa (YV)	2.18	2.56	2.70	2.79	2.55
SkyWest (OO)	1.27	0.53	0.48	0.58	0.70
Southwest (WN)	2.59	1.02	0.77	0.76	1.24
United (UA)	1.92	0.96	1.25	1.00	1.27
US Airways (US)	2.96	1.56	1.22	0.91	1.61
Industry by Quarter	1.72	1.04	0.85	0.77	1.08
Express Jet (XE)[1]	2.64	1.96	1.44	1.71	1.90
Pinnacle (9E)[1]	0.74	0.71	0.95	0.56	0.74

[1]This airline is not included in the Industry value. Only the 16 airlines that are required to report all data elements for 2010 are part of the Industry value. Performance statistics are presented here for reference and comparison.

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

2009 Involuntary Denied Boardings by Quarter for U.S. Airlines

(per 10,000 passengers)

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

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

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

2010 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)	2.02	1.74	1.51	1.31	1.52	1.66	1.75	1.83	1.50	1.41	1.43	1.97	1.63
Alaska (AS)	3.70	2.72	2.64	2.49	3.07	3.53	3.61	3.46	2.73	2.52	3.22	3.58	3.13
American (AA)	4.72	4.24	4.33	3.08	3.87	4.41	4.15	3.84	3.09	2.84	2.91	4.36	3.82
American Eagle (MQ)	9.59	8.40	7.25	5.95	6.91	7.69	7.01	6.90	6.23	5.81	5.99	8.87	7.15
Atlantic Southeast (EV)	9.95	9.68	8.00	6.27	3.98	4.56	6.29	5.76	5.74	6.27	5.53	9.92	6.71
Comair (OH)	7.66	5.51	4.62	4.07	5.10	6.02	6.41	5.73	3.90	3.85	3.76	7.57	5.28
Continental (CO)	3.11	2.71	2.50	2.06	2.27	2.49	3.09	2.56	2.14	2.14	2.27	4.43	2.65
Delta (DL)	4.72	4.04	3.80	2.78	3.50	3.47	3.80	3.23	2.58	2.80	2.70	4.90	3.49
Frontier (F9)	2.97	2.78	2.86	2.05	2.59	2.68	2.74	2.63	1.99	2.23	2.21	3.33	2.58
Hawaiian (HA)	1.96	1.89	1.65	1.61	1.82	1.83	1.69	1.61	2.88	3.20	2.98	3.78	2.23
JetBlue (B6)	3.41	2.82	2.85	2.13	2.15	2.38	2.60	2.46	2.17	2.11	1.93	2.98	2.48
Mesa (YV)	5.87	4.35	3.67	2.59	2.57	4.53	4.23	3.91	3.13	3.57	3.42	5.93	3.97
SkyWest (OO)	6.28	5.70	4.95	4.07	4.43	5.11	4.43	4.18	3.65	3.67	3.91	6.62	4.72
Southwest (WN)	4.25	3.40	3.32	2.71	3.09	3.60	3.72	3.57	2.77	2.86	3.13	4.76	3.43
United (UA)	5.14	4.21	3.72	2.94	3.05	3.83	3.37	3.31	2.56	2.42	2.41	4.13	3.40
US Airways (US)	3.45	3.22	2.92	2.07	2.27	2.53	2.60	2.36	1.96	2.15	1.88	3.49	2.56
Industry by Month	4.58	3.93	3.65	2.83	3.20	3.61	3.66	3.39	2.81	2.84	2.87	4.66	3.49
Express Jet (XE)[1]	5.04	4.64	4.52	3.60	4.89	5.87	5.66	5.31	4.21	3.70	3.68	6.50	4.83
Pinnacle (9E)[1]	6.14	7.40	6.21	4.93	5.26	6.56	7.27	6.15	5.09	5.59	5.38	9.86	6.30

[1]This airline is not included in the Industry value. Only 16 airlines that are required to report all data elements for 2010 are part of the Industry value. Performance statistics are presented here for reference and comparison.

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

2009 Mishandled Baggage by Month for U.S. Airlines

(per 1,000 passengers)

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

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

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

2010 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)	1.54	1.12	1.58	1.21	1.17	0.78	0.62	0.97	0.55	0.43	0.54	0.40	0.90
Alaska (AS)	0.42	0.45	0.37	0.23	0.44	0.60	0.43	0.75	0.37	0.52	0.37	0.21	0.44
American (AA)	1.57	1.34	1.37	1.40	1.61	1.99	1.44	1.63	1.43	1.21	1.11	1.08	1.44
American Eagle (MQ)	1.44	0.46	0.51	0.96	0.86	1.01	1.49	1.93	1.19	0.82	0.67	0.99	1.03
Atlantic Southeast (EV)	0.30	0.63	0.50	0.54	0.17	0.96	0.76	0.96	0.17	0.48	0.43	0.43	0.54
Comair (OH)	2.35	1.73	0.87	1.24	0.90	2.03	1.08	1.44	1.50	0.96	0.74	0.41	1.25
Continental (CO)	1.59	1.70	1.52	1.67	1.36	1.96	1.55	1.58	1.17	1.05	1.10	1.43	1.48
Delta (DL)	2.01	2.13	2.27	1.94	1.57	3.08	2.44	2.37	1.73	1.61	1.38	1.19	2.00
Frontier (F9)	1.26	1.10	1.10	1.28	0.72	1.86	2.89	1.48	0.73	0.81	0.62	0.96	1.23
Hawaiian (HA)	0.60	1.28	1.14	0.91	0.44	1.37	0.87	3.55	1.52	1.14	0.15	0.69	1.16
JetBlue (B6)	1.01	1.22	1.70	1.38	1.72	1.20	0.98	1.12	1.44	1.30	0.65	1.37	1.25
Mesa (YV)	1.15	0.14	0.37	0.12	0.65	0.65	1.15	0.65	0.43	0.27	0.29	0.43	0.53
SkyWest (OO)	1.03	0.87	0.58	0.56	0.24	0.74	0.53	0.71	0.64	0.38	0.51	0.66	0.61
Southwest (WN)	0.37	0.30	0.28	0.26	0.26	0.28	0.23	0.25	0.22	0.22	0.29	0.29	0.27
United (UA)	2.49	1.45	1.32	1.70	1.67	2.40	1.52	1.98	1.20	1.24	1.22	1.47	1.64
US Airways (US)	2.03	1.69	1.83	1.55	1.19	1.87	1.71	1.92	1.31	1.20	0.97	1.12	1.53
Industry by Month	1.44	1.25	1.28	1.22	1.11	1.68	1.33	1.48	1.07	0.97	0.85	0.92	1.22
Express Jet (XE)[1]	0.46	0.46	0.64	0.37	0.61	1.45	0.66	0.70	0.07	0.41	0.23	0.56	0.57
Pinnacle (9E)[1]	0.50	1.13	1.09	0.55	0.43	1.70	0.87	1.01	0.35	0.65	0.80	0.60	0.82

[1]This airline is not included in the Industry value. Only 16 airlines that are required to report all data elements for 2010 are part of the Industry value. Performance statistics are presented here for reference and comparison.

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

2009 Total Complaints to Department of Transportation by Month for U.S. Airlines

(per 100,000 passengers)

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

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

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

Monthly Count of Complaints Received by Department of Transportation Regarding U.S. Airlines in 2010 and 2009

	Complaints for U.S. Airlines		Top Four Categories[1] of Complaints for All U.S. Airlines in 2010			
	2010	**2009**	**1**	**2**	**3**	**4**
Jan	776	743	FP	BG	CS	TB
Feb	637	486	FP	BG	TB	CS
Mar	821	591	FP	BG	TB	CS
Apr	754	652	FP	BG	TB	CS
May	679	552	FP	BG	TB	CS
Jun	1,229	644	FP	TB	BG	CS
Jul	924	696	FP	BG	TB	CS
Aug	1,012	768	FP	TB	BG	CS
Sep	616	500	FP	BG	TB	CS
Oct	603	525	FP	BG	CS	TB
Nov	527	443	FP	BG	CS	TB
Dec	590	564	FP	BG	CS	TB
	9,119	**7,120**				

[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.

Overview of Complaints Received by Department of Transportation for U.S. Domestic Airlines in 2010 and 2009 by Complaint Category

	% of all Complaints Received		Number of Complaints Received	
	2010	2009	2010	2009
Flight Problems	32.9%	25.9%	2,996	1,846
Baggage	15.9%	17.8%	1,453	1,265
Reservations, Ticketing, and Boarding	13.1%	15.0%	1,192	1,069
Customer Service	12.9%	13.5%	1,178	958
Refunds	5.6%	6.1%	509	434
Disability	5.5%	6.5%	499	462
Oversales	5.2%	4.6%	472	331
Fares	3.9%	4.8%	359	342
Other	3.1%	3.8%	282	267
Discrimination	1.3%	1.5%	115	106
Advertising	0.7%	0.5%	60	35
Animals	0.0%	0.1%	4	5
Total	100%	100%	9,119	7,120

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.