

The Travelquality Research and Service Group Airline Survey

SECTION FLIGHT DETAILS

1. Flight details

Flight code (e.g. AA, CX, KL):

Flight number (e.g. 002, 0648):

Departure date dd/mm/yy:

Seat number (e.g. 02A):

Flight class

- First
- Business
- Premium economy
- Economy
- Low-cost carrier

Type of aircraft

- Airbus, which type
- Boeing, which type
- Other, what kind and type of aircraft
.....
- Don't know

2. Did you receive an upgrade for this flight?

- Yes
- No

3. What is the main purpose of your journey?

- Business
- Leisure
- Combined

4. Have you ever flown with this airline before (please X all that apply)

- Yes, in Economy
- Yes, in premium Economy
- Yes, in Business Class
- Yes, in First Class
- No

SECTION BOOKING YOUR TICKET

5. Did you book the ticket for this flight yourself?

- Yes
- No

6. Where was it booked?

- Airline website
- Airline call centre
- Travel agent (part of package)
- Travel agent (flight only)
- Other website
- Other
- Don't know

7. Who paid for it?

- Yourself
- Your employer
- Partner, friends, family
- Other

8. What type of ticket is it?

- One-way
- Return

9. Approximately, how much did it cost in US\$? (Your ticket only)

- Less than \$3,000
- \$3,000 - \$ 6,000
- \$6,001 - \$9,000
- Over \$9,000
- Don't know

**10. Why did you choose this airline for the flight?
(Please X all that apply)**

- Company Policy
- Recommended by friends/colleagues
- Recommended by travel agent
- Frequent flyer programme
- Booked through a code-share partner
- Part of a holiday package
- Price
- Special offer
- Quality of service,
- Reputation
- Punctuality
- Safety/security reasons
- A particular element of product service,
If yes which one?
.....

SECTION LIMO SERVICE

11. Did the airline provide a limo service for the ticket you held?

- Yes
- No (if no, go to Q14)

12. Did you use the limo service to travel to the airport for this flight?

- Yes,
- No (if no, go to Q14)

**13. How would you rate the limo service on:
Punctuality**

- Excellent Good Ok Poor Terrible

Information given in case of limo delay

- Excellent Good Ok Poor Terrible
- No delay

Professionalism of the driver

- Excellent Good Ok Poor Terrible

Condition of the vehicle

- Excellent Good Ok Poor Terrible

And overall, how would you rate the limo service

- Excellent Good Ok Poor Terrible

SECTION CHECK IN AT THE AIRPORT

14. How would you rate check in on:

Total time taken

- Excellent Good Ok Poor Terrible

Friendliness of staff

- Excellent Good Ok Poor Terrible

Efficiency of staff

- Excellent Good Ok Poor Terrible

Staff smartness and Grooming

- Excellent Good Ok Poor Terrible

Taking account of any stated seating preferences

- Excellent Good Ok Poor Terrible
- No preference

Organisation of check in environment

- Excellent Good Ok Poor Terrible

And overall, how would you rate check in?

- Excellent Good Ok Poor Terrible

15. How long did you queue at check in?

- No queue
- 01 - 10 minutes
- 11 - 20 minutes
- 21 - 30 minutes
- 31 - 60 minutes
- 1hour +

16. Did you use a drive thru check in for this flight?

- Yes
- No

SECTION BUSINESS LOUNGE

17. Did you visit the Business Lounge?

- Yes
- No (if No, go to Q22)

18. What kind of Lounge was it?

- First Class Lounge
- Business Class Lounge

19. How long did you spend in the lounge?

- Less than 30 minutes
- 30 - 60 minutes
- 1hour+

20. What did you do there?

(Please X all those apply)

- Worked
- Relaxed
- Ate snack
- Ate larger meal
- Drinking beer or soda
- Used a particular element of product,
If yes which one?
.....

21. How would you rate the Lounge on:

Business facilities

- Excellent Good Ok Poor Terrible
- Did not use

Entertainment facilities

- Excellent Good Ok Poor Terrible
- Did not use

Staff making you feel well looked after

- Excellent Good Ok Poor Terrible

Staff smartness and grooming

- Excellent Good Ok Poor Terrible

Food and drink

- Excellent Good Ok Poor Terrible
- Did not use

General ambience

- Excellent Good Ok Poor Terrible

Choice of seating areas

- Excellent Good Ok Poor Terrible

Tidiness

- Excellent Good Ok Poor Terrible

And overall, how would you rate the Lounge?

- Excellent Good Ok Poor Terrible

SECTION BOARDING AND DEPARTURE

22. Was your departure delayed?

- No (if No, go to Q24)
- Up to 30 minutes
- 30 - 90 minutes
- More than 90 minutes

23. How would you rate how the airline staff dealt with this delay?

- Excellent Good Ok Poor Terrible

24. How would you rate the organisation of the boarding process?

- Excellent Good Ok Poor Terrible

SECTION CABIN ENVIRONMENT

25. How would you rate the cabin on:

First impression (on boarding)

Excellent Good Ok Poor Terrible

Cleanliness of cabin/seats (on boarding)

Excellent Good Ok Poor Terrible

Attractiveness of cabin/décor

Excellent Good Ok Poor Terrible

Lighting

Excellent Good Ok Poor Terrible

Temperature

Excellent Good Ok Poor Terrible

Spaciousness of cabin

Excellent Good Ok Poor Terrible

Amount of storage space

Excellent Good Ok Poor Terrible

Tidiness during the flight

Excellent Good Ok Poor Terrible

Cleanliness of lavatories

Excellent Good Ok Poor Terrible

And overall, how would you rate the cabin

Excellent Good Ok Poor Terrible

SECTION SEATING

26. How would you rate the seating on:

Personal space

Excellent Good Ok Poor Terrible

Comfort for sitting/eating

Excellent Good Ok Poor Terrible

Comfort for sleeping

Excellent Good Ok Poor Terrible

Legroom

Excellent Good Ok Poor Terrible

Seat Pitch

Excellent Good Ok Poor Terrible

Seat width

Excellent Good Ok Poor Terrible

Ease of use

Excellent Good Ok Poor Terrible

Condition (repair) of seat

Excellent Good Ok Poor Terrible

And overall, how would you rate the seating?

Excellent Good Ok Poor Terrible

SECTION CABIN CREW SERVICE

27. How would you rate the cabin crew on:

Friendliness

Excellent Good Ok Poor Terrible

Having a positive attitude

Excellent Good Ok Poor Terrible

Making you feel well looked after

Excellent Good Ok Poor Terrible

Availability during the flight

Excellent Good Ok Poor Terrible

Responsiveness to requests

Excellent Good Ok Poor Terrible

Professionalism

Excellent Good Ok Poor Terrible

Smartness and grooming

Excellent Good Ok Poor Terrible

And overall, how would you rate the cabin crew service?

Excellent Good Ok Poor Terrible

SECTION ONBOARD CATERING

28. Thinking first about the service you received from the cabin crew, how would you rate it on:

Making it possible for you to eat and drink when you wanted to:

Excellent Good Ok Poor Terrible

How the food was served

Excellent Good Ok Poor Terrible

Now, how would you rate the food itself on:

Choice (range) of food

Excellent Good Ok Poor Terrible

Quality of food

Excellent Good Ok Poor Terrible

Appearance of food

Excellent Good Ok Poor Terrible

Temperature of food

Excellent Good Ok Poor Terrible

Enjoyment of food

Excellent Good Ok Poor Terrible

Selection of wine

Excellent Good Ok Poor Terrible

Quality of wine

Excellent Good Ok Poor Terrible

Presentation/attractiveness of plates, tray etc

Excellent Good Ok Poor Terrible

And overall, how would you rate the onboard catering?

Excellent Good Ok Poor Terrible

29. Did you receive your first choice of items selected from the menu?

Yes No

SECTION INFLIGHT ENTERTAINMENT (IFE)

30. Did the airline have an inflight magazine?

- Yes
- No (if No, go to Q32)

31. How would you rate the Inflight magazine?

- Excellent Good Ok Poor Terrible
- Did Not Use

32. How would you rate the IFE on:

Selection of newspapers and magazines

- Excellent Good Ok Poor Terrible
- Did Not Use

Did you use the IFE audio-visual system during the flight?

- Yes
- No (if No, go to Q35)

Did the IFE system have an Airshow program? (Shows the airplanes position)

- Yes
- No

Did the IFE system have an outboard camera? (A bird eye or cockpit view camera)

- Yes
- No

How would you rate the IFE audio-visual system on:

Selection of feature films

- Excellent Good Ok Poor Terrible
- Did Not Use

Selection of other TV programmes

- Excellent Good Ok Poor Terrible
- Did Not Use

Selection of audio programmes

- Excellent Good Ok Poor Terrible
- Did Not Use

The IFE guide info

- Excellent Good Ok Poor Terrible
- Did Not Use

Ease of use

- Excellent Good Ok Poor Terrible

And overall, how would you rate the inflight audio-visual entertainment?

- Excellent Good Ok Poor Terrible

33. Did you receive any technical problems with your IFE audio-visual system?

- No problems (if No, go to Q35)

(Please X all that apply)

- Yes, system not working at all
- Yes, picture quality
- Yes, sound quality
- Yes, some channels not working
- Yes, the headset
- Yes, the handset
- Yes, other, which problem

.....

34. Did you report the problems to the cabin crew?

- No
- Yes and they fixed it
- Yes but they could not fix it

SECTION INFLIGHT SHOPPING

35. Did you purchase anything from the onboard duty free magazine? (Please X all that apply)

- Yes
- No, it was not offered
- No, it was pre-ordered
- No, purchased items at the airport
- No, nothing of interest
- No, poor value for money
- No, any other reason

SECTION AMENITY KITS

36. How would you rate your amenity kit? (i.e. the pack containing eye-shade, toothbrush, etc)

- Excellent Good Ok Poor Terrible

SECTION YOUR EXPERIENCE OVERALL

37. How would you rate this journey experience overall?

- Excellent Good Ok Poor Terrible

38. How likely would you be to fly this airline again?

- Definitely Probably Unsure Probably not
 Definitely not

39. How likely would you to be recommend this airline to others?

- Definitely Probably Unsure Probably not
 Definitely not not/Definitely not

40. How was this experience with this airline today compared with your expectations?

- Much better Better About the same Worse
 Much worse

41. How would you rate this flight in terms of value for money?

- Excellent Good Ok Poor Terrible

42. Was there anything particularly good about your experience of this airline today?

.....
.....

43. Was there anything particularly bad about your experience of this airline today?

.....
.....

44. Any other comments or suggestions?

.....

SECTION OTHER AIRLINES

45. Which of the airlines below would you recommend? (Please X all that apply)

- Air China
 Air India
 All Nippon
 American Airlines
 Austrian Airlines
 British Airways
 Cathay Pacific
 Continental
 Delta
 KLM Royal Dutch Airlines
 Lufthansa
 Northwest Airlines
 Qantas Airways
 Singapore Airlines
 South African Airways
 United
 Virgin Atlantic
 None of these

46. Which of the airlines below have you flown long haul with in the last year?

(Please X all that apply)

- Air China
 Air India
 All Nippon
 American Airlines
 Austrian Airlines
 British Airways
 Cathay Pacific
 Continental
 Delta
 KLM Royal Dutch Airlines
 Lufthansa
 Northwest Airlines
 Qantas Airways
 Singapore Airlines
 South African Airways
 United
 Virgin Atlantic
 None of these

SECTION ABOUT YOU

47. Are you a member of the frequent flyer program of this airline?

- Yes
- No

48. Sex

- Male
- Female

49. Age

- Under 18
- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- 65+

50. Do you have children?

- Yes, living with me
- Yes, not living with me
- No
- Rather not say

51. Are you travelling with children today?

- No
- Yes, 1
- Yes, 2
- Yes, 3
- Yes, 4+

52. Marital status

- Single
- Married/living together
- Widowed/Divorced/Separated
- Rather not say

53. Occupation

- Senior personnel (at top of profession)
- Senior personnel (near top of profession)
- Middle management/non manual
- Skilled manual worker
- Semi/un skilled worker
- Not working

54. What is your favourite Aircraft to fly with?

- Airbus (go to Q55)
- Boeing (go to Q56)
- Other, which one?

55. What type of Airbus aircraft is your favourite?

- A300
- A310
- A320
- A330
- A340
- Other

56. What type of Boeing aircraft is your favourite?

- B737
- B747
- B757
- B767
- B777
- Other

57. What do you think is the best Airport in the World, based on the quality of the facilities and service given to passengers?

.....
.....

58. In which region is your nationality based

- Africa
- America (North America)
- America (South America)
- Asia
- Europe
- Middle East
- Pacific

59. Would you be willing to be re-contacted by e-mail, to take part in further research?

- Yes, e-mail
.....
- No

Name:

MR / MRS / MS / MISS

Town/City

Country

Telephone

E-Mail

Your TravelQuality.com forum nickname

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