



# Flying high: UK airline rankings 2024

Exploring the top airlines in the UK based on consideration and customer satisfaction.





- 01** Introduction
- 02** Exploring British flyer demographics
- 03** Consideration rankings
- 04** Customer satisfaction rankings
- 05** Methodology

# Introduction

YouGov's airline rankings report highlights the airlines that are flying high with people in the UK aged 18+ in 2024.

Leveraging data from YouGov's always-on brand tracker, [YouGov BrandIndex](#), we share the top 10 airlines based on booking consideration and customer satisfaction scores.

In the first part of this report, we explore British flyer demographics, followed by airline consideration rankings among those who are likely or very likely to book a flight in the next 12 months – with deep dives by gender, generation, and parental status.

In the final part of the report, we explore the airlines performing best based on net customer satisfaction scores, including current and former customers.

[Explore brand tracking](#)



# Report takeaways



## Consideration versus satisfaction:

British Airways leads the way as the most considered airline by the UK public, with **52%** of people likely to consider the airline for their next flight. By comparison, British Airways ranks 10<sup>th</sup> based on customer satisfaction among current and former customers, with a net satisfaction score of **52.6**.



**Taking off with young adults:** easyJet is the most considered airline among Gen Z with **50%** considering the carrier. Younger generations (Gen Z and Millennials) are also more likely to consider Ryanair than Gen X or Baby Boomers.



## The gender divide:

British Airways ranks first among men in the UK (**54%**), while easyJet ranks top among women (**52%**).



## Sky-high satisfaction:

Singapore Airways has the highest net satisfaction score among British former or current customers (74%), despite falling just outside of the top 10 for consideration (17.6%).



## Reaching unexpected altitudes:

Jet2.com has a net satisfaction score of 63.8, placing the low cost airline fifth after Singapore Airways, Emirates, Air New Zealand and Virgin Atlantic.



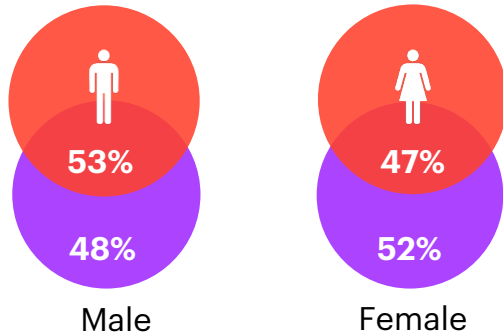
# 01 Exploring British flyer demographics



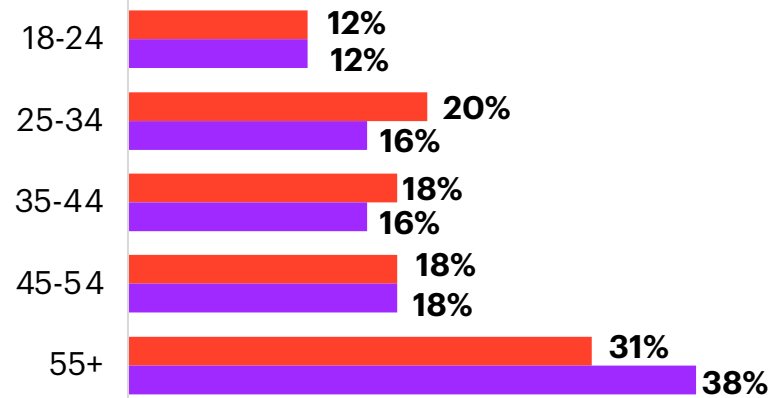
# Who are British flyers?

■ British flyers ■ Nat rep

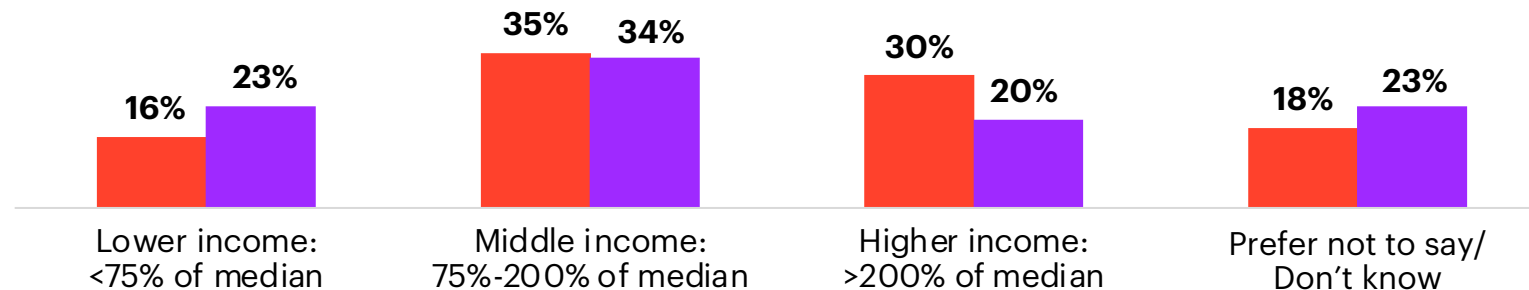
## Gender



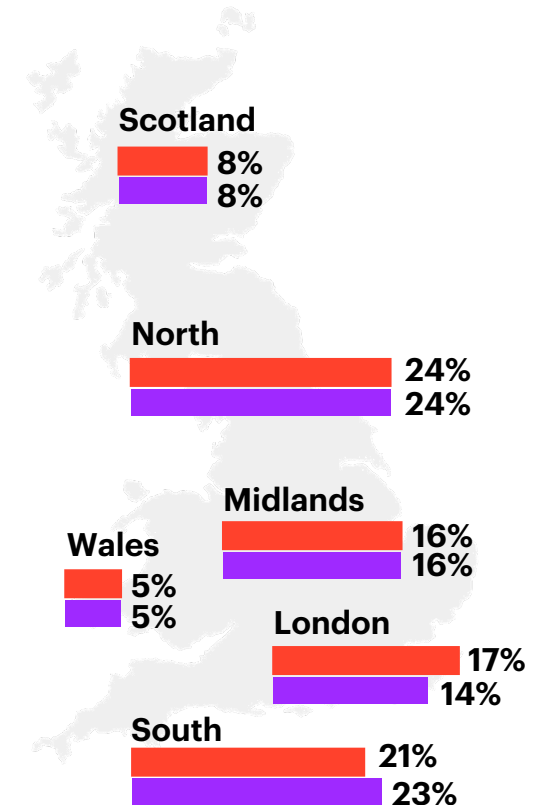
## Age



## Household income group



## Location

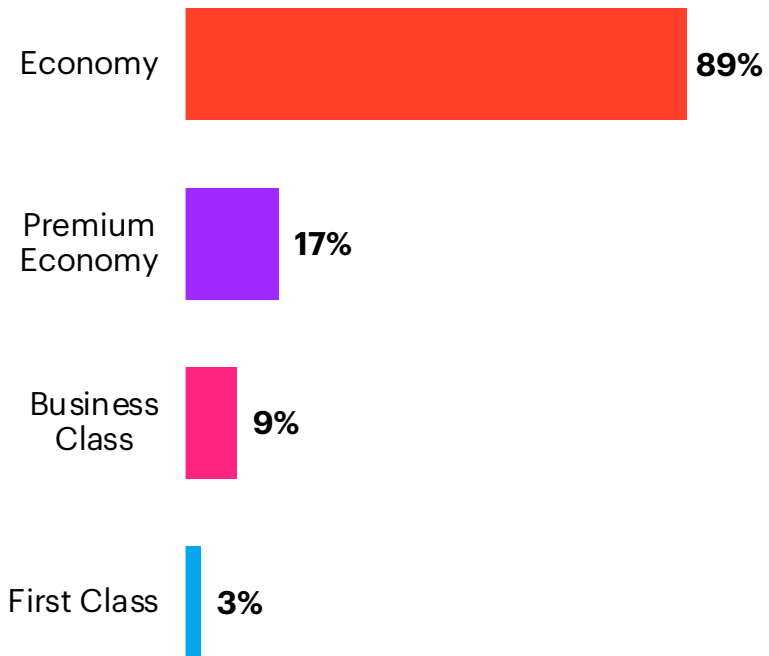


[Start your audience analysis](#)

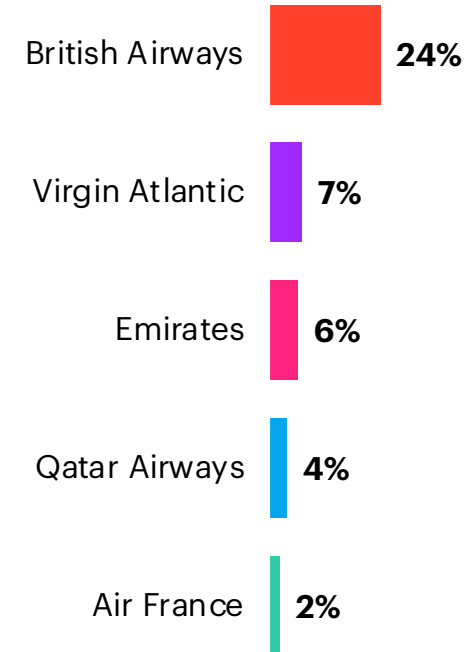
YouGov Profiles+ GB October 2024 (n> 11,300)  
Target Base: British flyers – Likely or very likely to book a flight in next 12 months

# How are British flyers taking to the skies?

## Flight class booked in last 12 months\*



## Airline Rewards Programs Membership



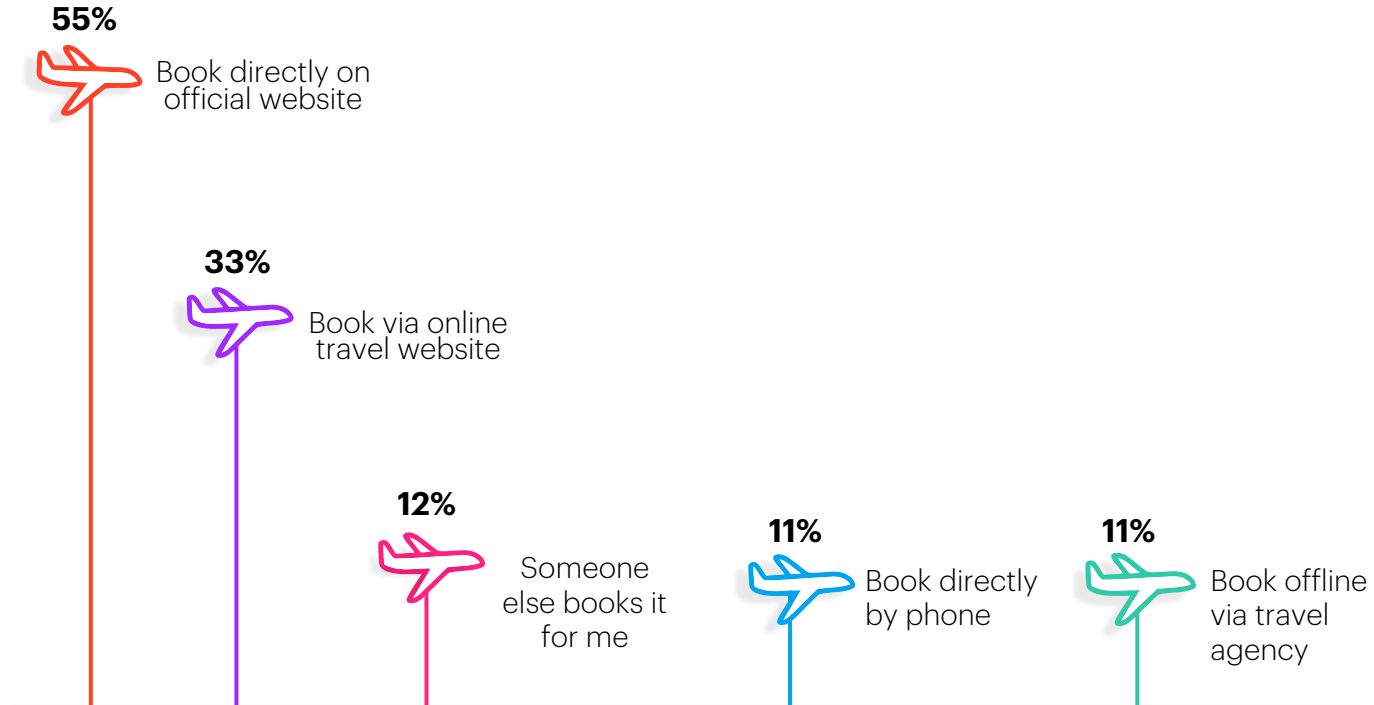
[Start your audience analysis](#)

YouGov Profiles+ GB October 2024 (n> 9,550)

Target Base: British flyers – Likely or very likely to book a flight in next 12 months

\* Among those who traveled by air in past 12 months

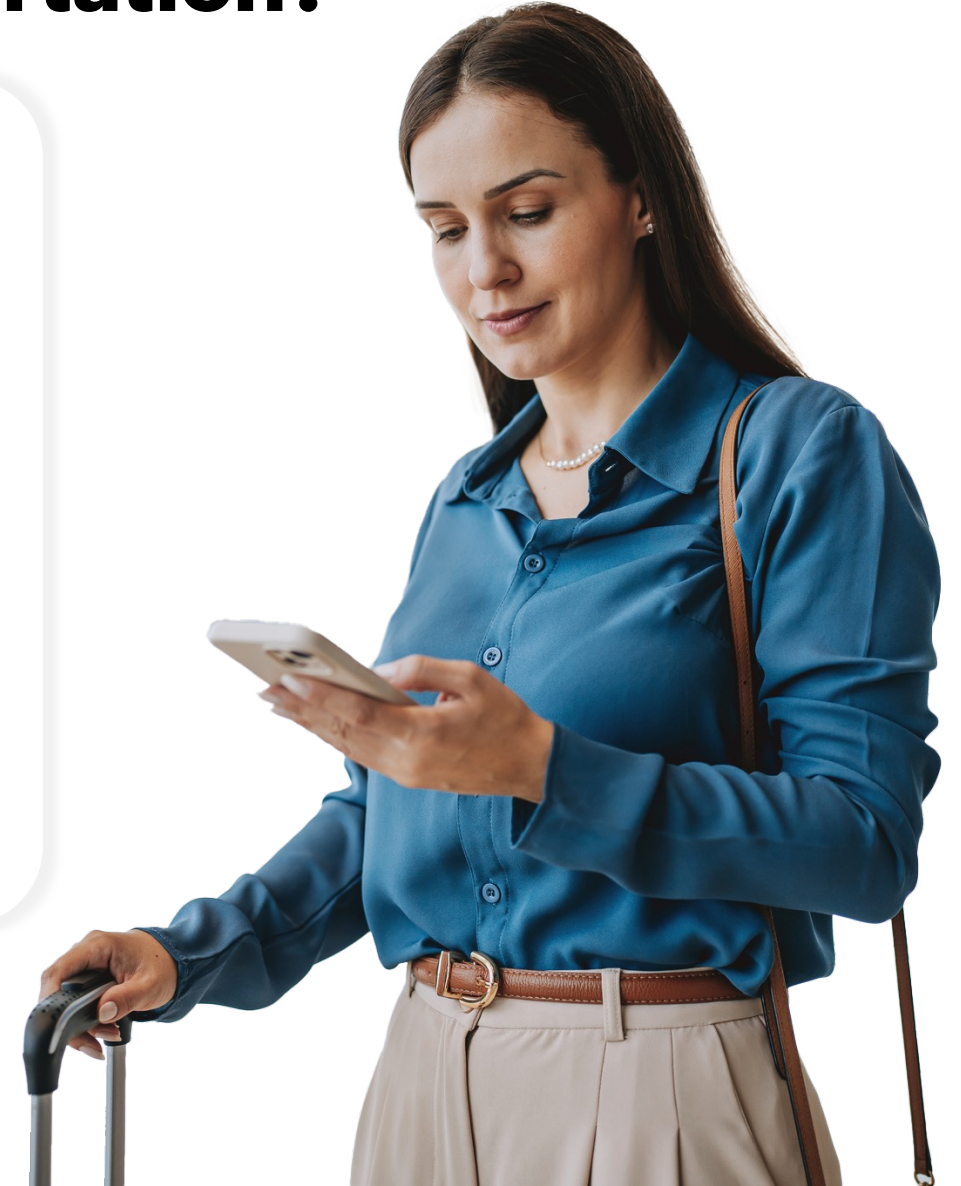
# How do British flyers book transportation?



[Start your audience analysis](#)

YouGov Profiles+ GB October 2024 (n> 2,250)

Target Base: British flyers – Likely or very likely to book a flight in next 12 months and booked a leisure flight in last 12 months.





# 02 Consideration among British flyers



# Which airlines are British flyers considering?

Explore more data



Rank	Airline	% considering
1	British Airways	<b>52.1%</b>
2	easyJet	<b>49.9%</b>
3	Jet2.com	<b>37.9%</b>
4	Ryanair	<b>32.8%</b>
5	Virgin Atlantic	<b>31.0%</b>
6	Emirates	<b>28.3%</b>
7	TUI Airways	<b>27.4%</b>
8	KLM	<b>20.4%</b>
9	Qatar Airways	<b>19.7%</b>
10	Etihad Airways	<b>18.0%</b>

YouGov BrandIndex UK November 1, 2023 – October 31, 2024 (n>12,940). To qualify as top ranked, brands have held tracked scores for at least 6 months (183 days).

Target base – British flyers: Answered likely or very likely to “How likely are you to book a flight in the next 12 months?”  
Q: When you are in the market next to book a flight, from which of the following would you consider purchasing a ticket?

# Top airlines by consideration among British flyers by gender

Explore more data

## Men

Rank	Airline	% considering
1	British Airways	<b>54.1%</b>
2	easyJet	<b>47.3%</b>
3	Jet2.com	<b>35.0%</b>
4	Ryanair	<b>31.9%</b>
5	Virgin Atlantic	<b>31.1%</b>
6	Emirates	<b>29.8%</b>
7	TUI Airways	<b>24.3%</b>
8	KLM	<b>22.6%</b>
9	Qatar Airways	<b>22.1%</b>
10	Etihad Airways	<b>20.9%</b>

## Women

Rank	Airline	% considering
1	easyJet	<b>52.7%</b>
2	British Airways	<b>50.0%</b>
3	Jet2.com	<b>41.1%</b>
4	Ryanair	<b>33.7%</b>
5	Virgin Atlantic	<b>30.9%</b>
6	TUI Airways	<b>30.8%</b>
7	Emirates	<b>26.7%</b>
8	KLM	<b>18.0%</b>
9	Qatar Airways	<b>17.1%</b>
10	Singapore Airlines	<b>16.5%</b>

YouGov BrandIndex UK November 1, 2023 – October 31, 2024 (n>6,300). To qualify as top ranked, brands have held tracked scores for at least 6 months (183 days).

Target base – British flyers: Answered likely or very likely to “How likely are you to book a flight in the next 12 months?”  
Q: When you are in the market next to book a flight, from which of the following would you consider purchasing a ticket?

# Top airlines by consideration among British flyers by generation

## Gen Z

Rank	Airline	% considering
1	easyJet	<b>49.8%</b>
2	British Airways	<b>47.7%</b>
3	Ryanair	<b>43.8%</b>
4	Jet2.com	<b>27.3%</b>
5	Emirates	<b>23.9%</b>
6	Qatar Airways	<b>19.0%</b>
7	TUI Airways	<b>18.5%</b>
8	Virgin Atlantic	<b>17.2%</b>
9	Wizz Air	<b>14.1%</b>
10	KLM	<b>13.2%</b>

## Millennial

Rank	Airline	% considering
1	British Airways	<b>57.9%</b>
2	easyJet	<b>52.0%</b>
3	Ryanair	<b>36.9%</b>
4	Jet2.com	<b>35.6%</b>
5	Virgin Atlantic	<b>33.9%</b>
6	Emirates	<b>32.3%</b>
7	TUI Airways	<b>27.8%</b>
8	Qatar Airways	<b>22.8%</b>
9	KLM	<b>22.7%</b>
10	Etihad Airways	<b>21.4%</b>

## Gen X

Rank	Airline	% considering
1	British Airways	<b>53.7%</b>
2	easyJet	<b>51.5%</b>
3	Jet2.com	<b>41.8%</b>
4	Virgin Atlantic	<b>36.6%</b>
5	TUI Airways	<b>30.8%</b>
6	Ryanair	<b>29.9%</b>
7	Emirates	<b>29.0%</b>
8	KLM	<b>23.6%</b>
9	Singapore Airlines	<b>20.8%</b>
10	Lufthansa	<b>20.5%</b>

## Baby Boomer

Rank	Airline	% considering
1	easyJet	<b>46.5%</b>
2	British Airways	<b>44.9%</b>
3	Jet2.com	<b>42.9%</b>
4	Virgin Atlantic	<b>28.7%</b>
5	TUI Airways	<b>28.5%</b>
6	Ryanair	<b>25.5%</b>
7	Emirates	<b>24.4%</b>
8	Singapore Airlines	<b>18.8%</b>
9	KLM	<b>17.7%</b>
10	Qatar Airways	<b>15.7%</b>

YouGov BrandIndex UK November 1, 2023 – October 31, 2024 (n> 1,600). To qualify as top ranked, brands have held tracked scores for at least 6 months (183 days).

Target base – British flyers: Answered likely or very likely to “How likely are you to book a flight in the next 12 months?”

Q: When you are in the market next to book a flight, from which of the following would you consider purchasing a ticket?

# Top airlines by consideration among British flyers by parental status

Explore more data



## Parent of child(ren) under 18

Rank	Airline	% considering
1	British Airways	<b>54.2%</b>
2	easyJet	<b>47.6%</b>
3	Jet2.com	<b>40.8%</b>
4	Virgin Atlantic	<b>34.8%</b>
5	TUI Airways	<b>31.0%</b>
6	Emirates	<b>30.4%</b>
7	Ryanair	<b>29.3%</b>
8	KLM	<b>20.1%</b>
9	Qatar Airways	<b>19.9%</b>
10	Etihad Airways	<b>18.6%</b>

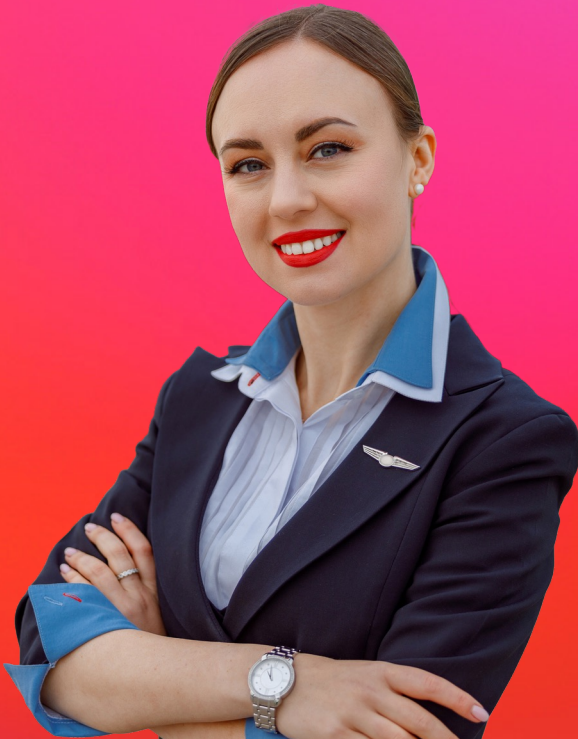
## Not a parent/guardian

Rank	Airline	% considering
1	British Airways	<b>54.0%</b>
2	easyJet	<b>52.7%</b>
3	Ryanair	<b>37.9%</b>
4	Jet2.com	<b>33.5%</b>
5	Virgin Atlantic	<b>29.7%</b>
6	Emirates	<b>28.5%</b>
7	TUI Airways	<b>24.4%</b>
8	KLM	<b>21.6%</b>
9	Qatar Airways	<b>20.6%</b>
10	Lufthansa	<b>18.4%</b>

YouGov BrandIndex UK November 1, 2023 – October 31, 2024 (n> 2,900). To qualify as top ranked, brands have held tracked scores for at least 6 months (183 days). Target base – British flyers: Answered likely or very likely to “How likely are you to book a flight in the next 12 months?” Q: When you are in the market next to book a flight, from which of the following would you consider purchasing a ticket?. Analysis of parents of child(ren) over 18 excluded.

# Increasingly considered airlines among British flyers

Explore more data



Rank	Airline	% considering 2024	% considering 2023	Change in consideration
1	British Airways	52.1%	49.9%	<b>+2.2</b>
2	Qatar Airways	19.7%	17.9%	<b>+1.8</b>
3	Etihad Airways	18.0%	16.6%	<b>+1.4</b>
4	American Airlines	14.5%	13.6%	<b>+0.9</b>
5	Emirates	28.3%	27.5%	<b>+0.8</b>
6	Cathay Pacific	13.1%	12.4%	<b>+0.7</b>
7	United Airlines	13.1%	12.5%	<b>+0.6</b>
8	Air Transat	2.9%	2.4%	<b>+0.5</b>
9	Virgin Atlantic	31.0%	30.6%	<b>+0.4</b>
10	Singapore Airlines	17.6%	17.2%	<b>+0.4</b>

YouGov BrandIndex UK November 1, 2022 – October 31, 2024 (n> 11,000) To qualify as top improvers, brands have held tracked scores for at least 18 months (548 days).

Target base – British flyers: Answered likely or very likely to “How likely are you to book a flight in the next 12 months?”

Q: When you are in the market next to book a flight, from which of the following would you consider purchasing a ticket?

# 03 Customer satisfaction rankings



# Top ranked airlines based on net customer satisfaction

Explore more data



Rank	Airline	Net customer satisfaction
1	Singapore Airlines	<b>74.2</b>
2	Emirates	<b>71.9</b>
3	Air New Zealand	<b>70.7</b>
4	Virgin Atlantic	<b>63.9</b>
5	Jet2.com	<b>63.8</b>
6	Qatar Airways	<b>62.1</b>
7	Cathay Pacific	<b>59.0</b>
8	Etihad Airways	<b>59.0</b>
9	Norwegian	<b>57.6</b>
10	British Airways	<b>52.6</b>

YouGov BrandIndex UK November 1, 2023 – October 31, 2024 (n> 1,200). To qualify as top ranked, brands have held tracked scores for at least 6 months (183 days).

Target base: Current and former customers

Q: Of which of the following airlines would you say that you are a “satisfied/dissatisfied customer”?



# Most improved airlines based on net customer satisfaction year-on-year

Explore more data

Rank	Airline	2024 net customer satisfaction	2023 net customer satisfaction	Change in net customer satisfaction
1	Qatar Airways	62.1	58.0	<b>+4.1</b>
2	Cathay Pacific	59.0	56.0	<b>+3.0</b>
3	Turkish Airlines	47.1	44.5	<b>+2.6</b>
4	British Airways	52.6	50.4	<b>+2.2</b>
5	Air Transat	44.5	42.4	<b>+2.1</b>
6	Emirates	71.9	69.9	<b>+2.0</b>
7	Etihad Airways	59.0	57.2	<b>+1.8</b>
8	Ryanair	-2.8	-4.5	<b>+1.7</b>
9	easyJet	40.3	38.8	<b>+1.5</b>
10	SAS Scandinavian Airlines	51.8	50.5	<b>+1.3</b>

YouGov BrandIndex UK November 1, 2022 – October 31, 2024 (n> 500). To qualify as top improvers, brands have held tracked scores for at least 18 months (548 days).

Target base: Current and former customers

Q: Of which of the following airlines would you say that you are a “satisfied/dissatisfied customer”?

# Methodology

## The insights in this report come from YouGov Profiles and YouGov BrandIndex.

In the first part of this report, we explore the demographics of British flyers – those likely or very likely to book a flight in the next 12 months. This is powered by YouGov Profiles – an ever-growing source of living consumer data, with 2+ million data variables from YouGov’s 27+ million global panelists.

The data used in this report was accessed via YouGov Profiles GB in October 2024, covering a 52-week dataset.

In the second and third parts of this report, rankings are sourced from YouGov’s always-on brand tracker, YouGov BrandIndex.

Consideration scores among British flyers are based on respondents’ answers to: “When you are in the market next to book a flight, from which of the following would you consider purchasing a ticket?”

Customer satisfaction scores (among current and former customers) are based on respondents’ answers to: “Which of the following airlines would you say that you are a satisfied/dissatisfied customer?” Scores range from -100 to +100. Net customer satisfaction is calculated by combining a brand’s negative score with its positive score.

- To qualify as a top ranked brand, brands must have scores available for at least 183 days between November 1, 2023 and October 31, 2024. A minimum base size of 300 (N) is required.
- To qualify as a top improver, brands must have scores for at least 18 months (548 days) between November 1, 2022 and October 31, 2024.
- Top improvers are ranked based on the change to their consideration scores. In cases where the change in scores is the same, the current scores are used as a secondary metric to determine their ranking. A minimum base size of 300 (N) is required.

Throughout the report, each generation is defined as: Gen Z (1997-2006), Millennial (1981-1996), Gen X (1965-1980) and Baby Boomer (1946-1964).

[Explore brand tracking](#)

[Talk to a researcher](#)

# Thank you

YouGov, 2024, all rights reserved. All materials contained herein are protected by copyright laws. Any storage, reproduction or distribution of such materials, in whole or in part, in any form without the prior written permission of YouGov is prohibited. This information (including any enclosures and attachments) is proprietary and confidential and has been prepared for the exclusive use and benefit of the addressee(s) and solely for the purpose for which it is provided. We make no representations, warranties or guarantees, whether express or implied, that the information is accurate, complete or up to date. We exclude all implied conditions, warranties, representations or other terms that may apply and we will not be liable to you for any loss or damage, whether in contract, tort (including negligence), breach of statutory duty, or otherwise, even if foreseeable, arising under or in connection with use of or reliance on the information. We do not exclude or limit in any way our liability to you where it would be unlawful to do so.