

Qantas: Concerns about safety and maintenance overseas

Findings from UMR Omnibus Survey
November 2008

Methodology

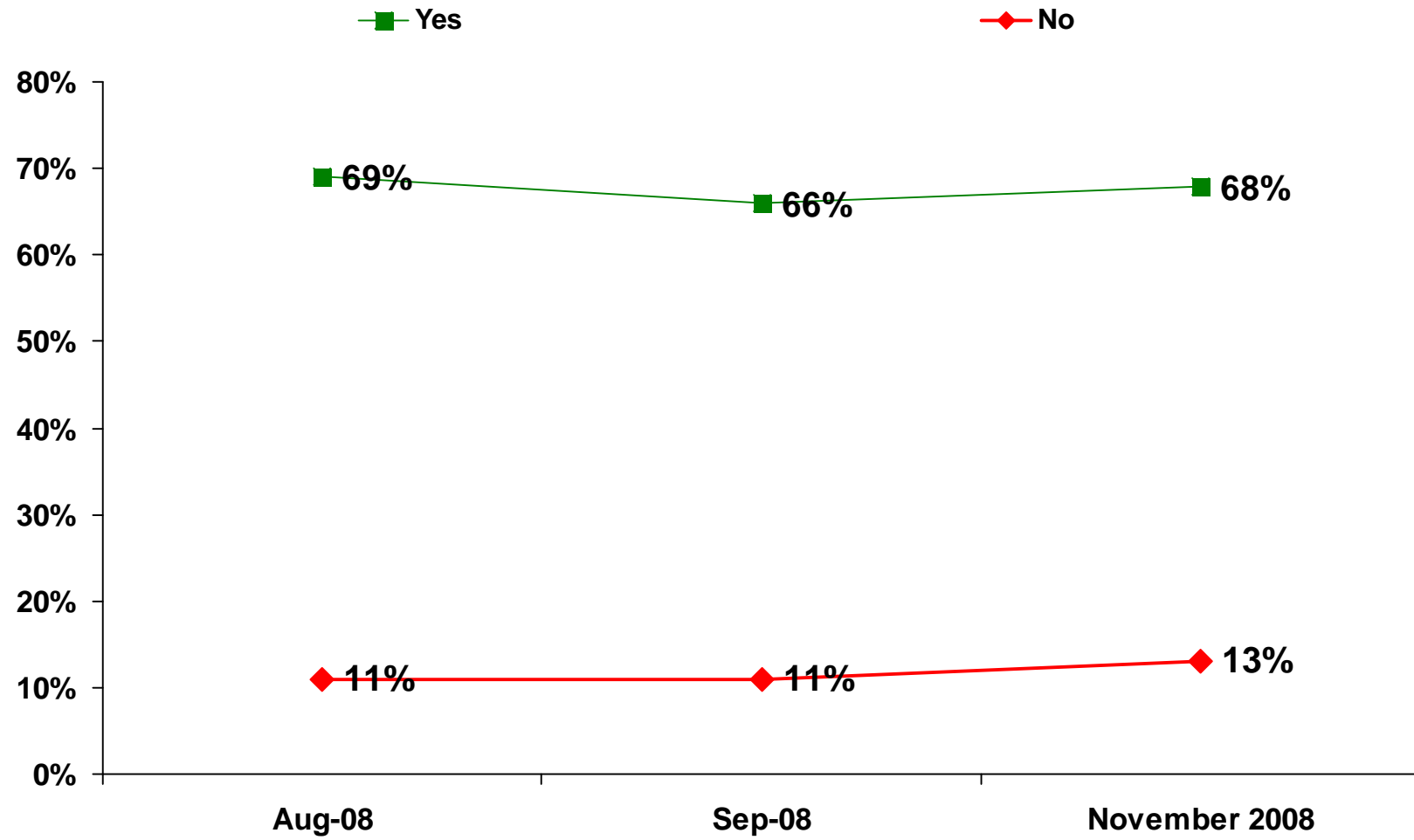
- 1,000 online interviews
- Age: 18+
- Fieldwork:
 - 1-7 August 2008
 - 19-24 September 2008
 - 14-20 November 2008
- Data is weighted and matched with ABS census data to ensure a nationally representative sample
- Online panel members are primarily recruited offline and by invitation only ruling out self-selection issues associated with online methodologies
- Maximum margin of error at 95% confidence level: $\pm 3.1\%$

Key findings

- More than 2 in 3 Australians believe Qantas is a safe airline to fly on
- But 63% of Australians believe that Qantas's safety standards have got worse over the last few years
- Women, younger Australians and Victorians are more worried about Qantas' safety
- 9 in 10 Australians think Qantas maintenance should be done in Australia rather than overseas
- Almost three quarters believe that the quality standard of Qantas maintenance work done in Malaysia is lower than in Australia

More than 2 in 3 Australians think Qantas is a safe airline to fly on

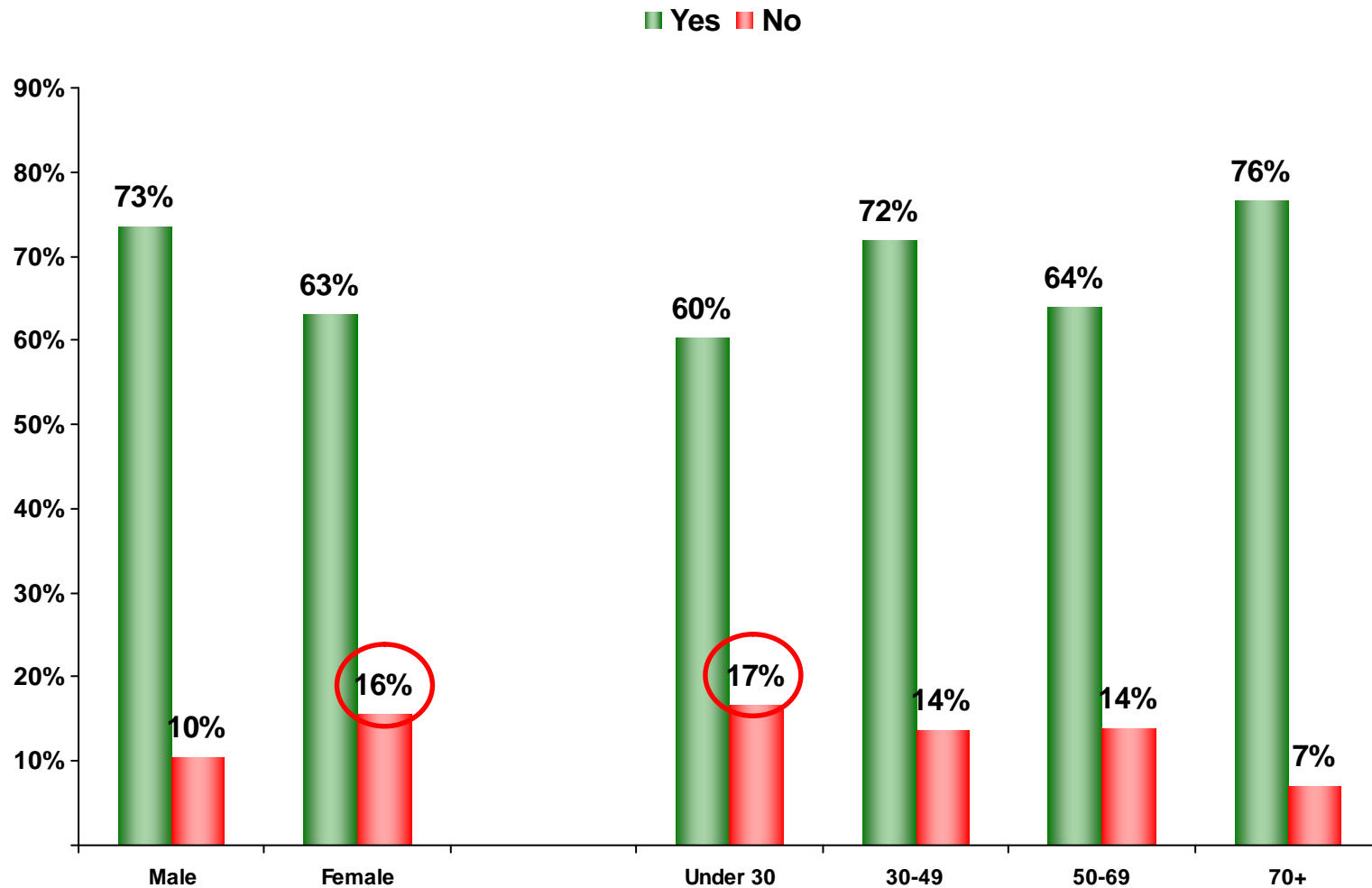
Is Qantas a safe airline to fly on?



Missing %: Unsure

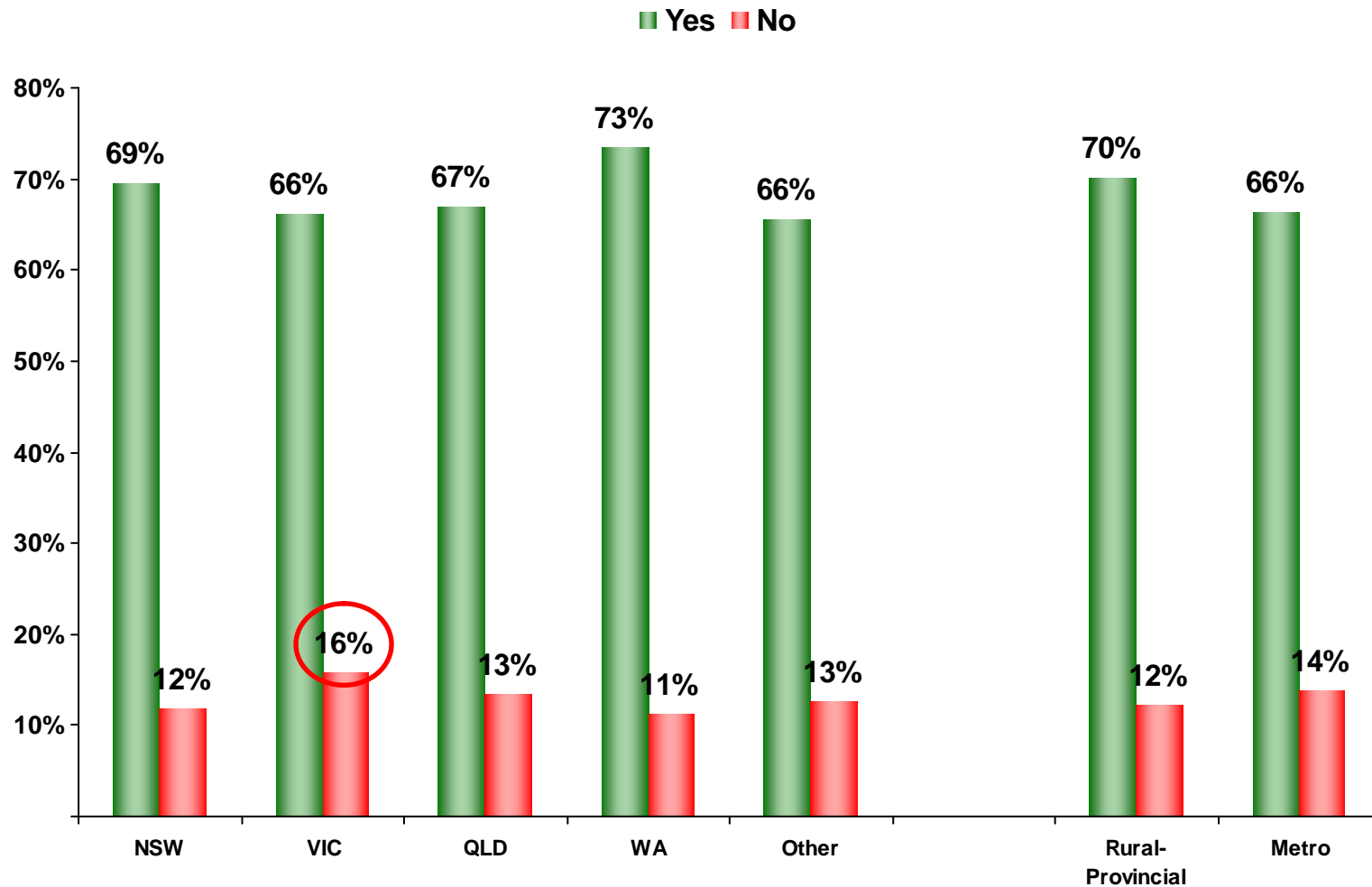
More doubts amongst women and younger people

Is Qantas a safe airline to fly on?



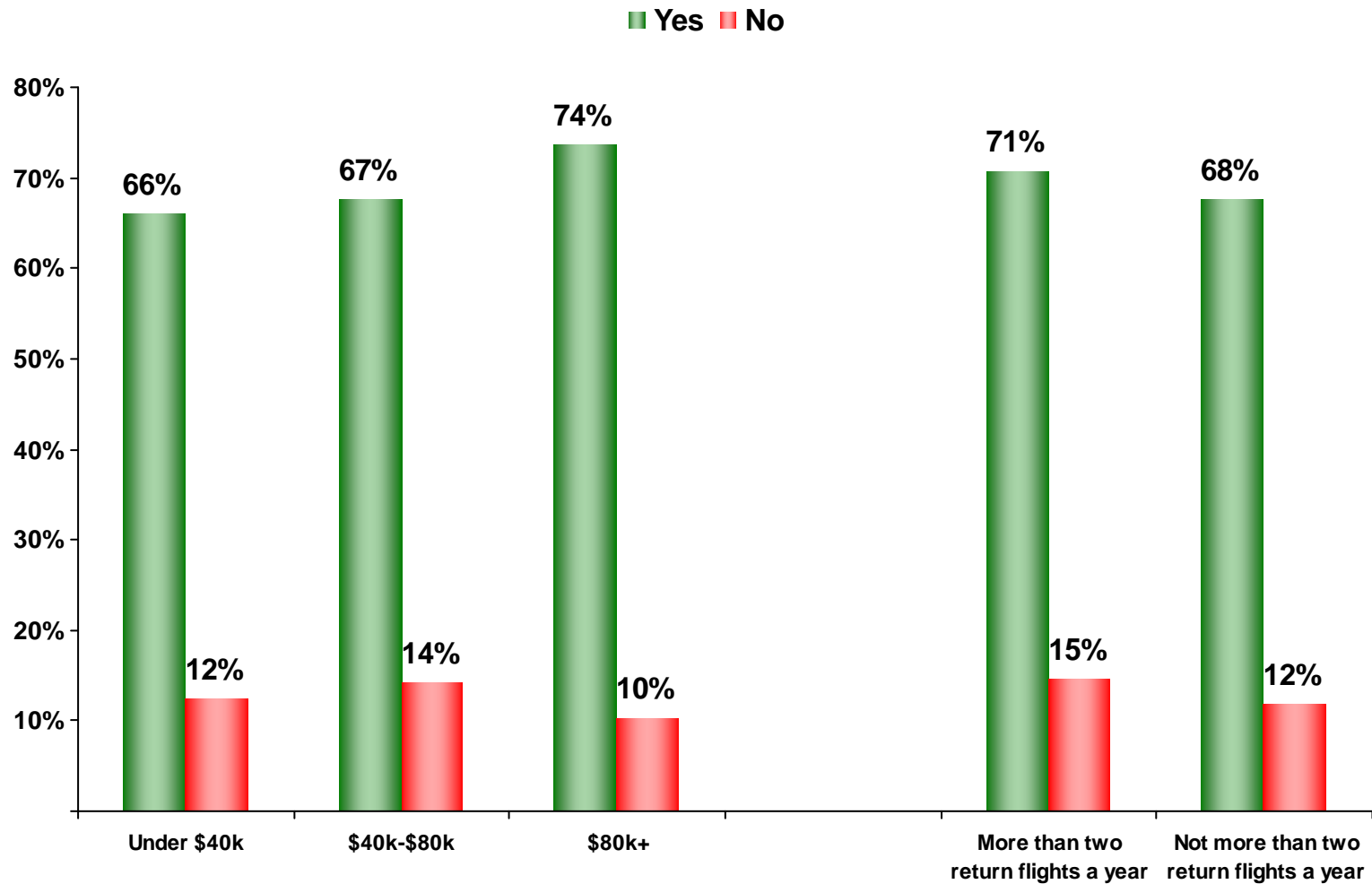
Victorians more worried about Qantas' safety

Is Qantas a safe airline to fly on?



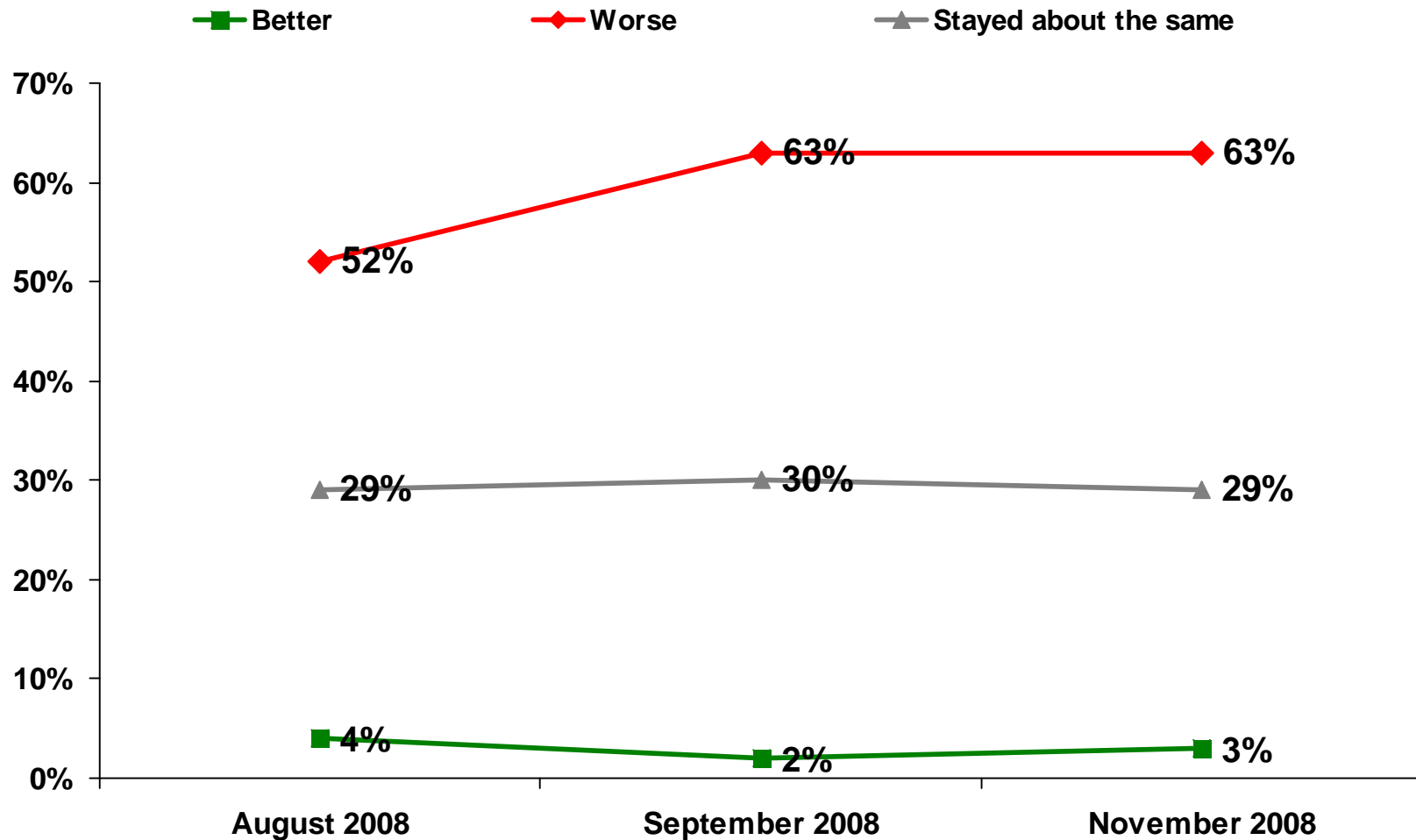
High income earners less worried

Is Qantas a safe airline to fly on?



But 63% think Qantas' safety standards got worse over the last years

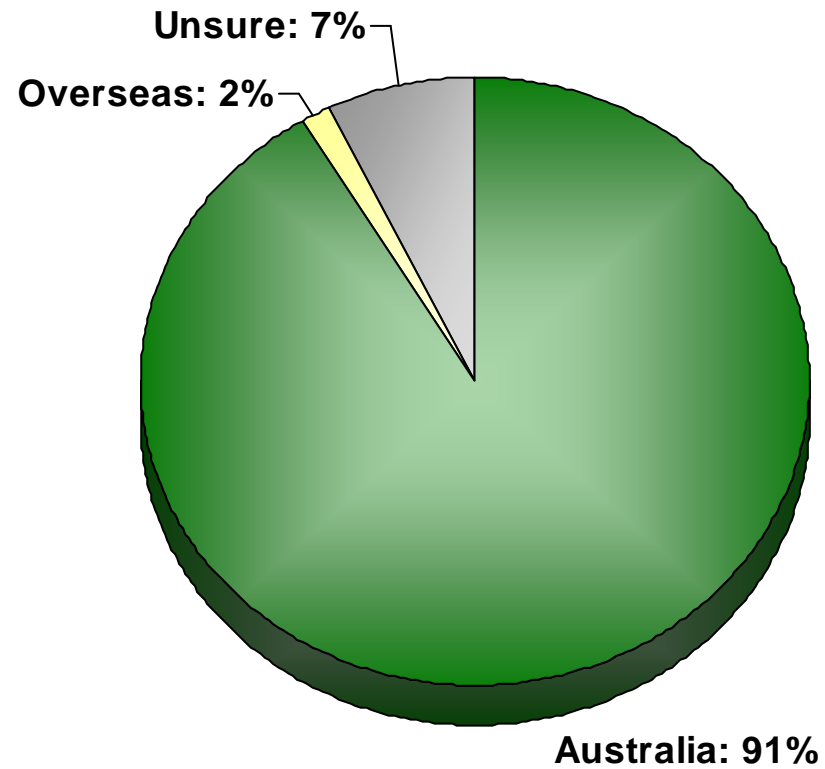
Over the last few years do you think Qantas's safety standards have got better, got worse or stayed about the same?



Missing %: Unsure

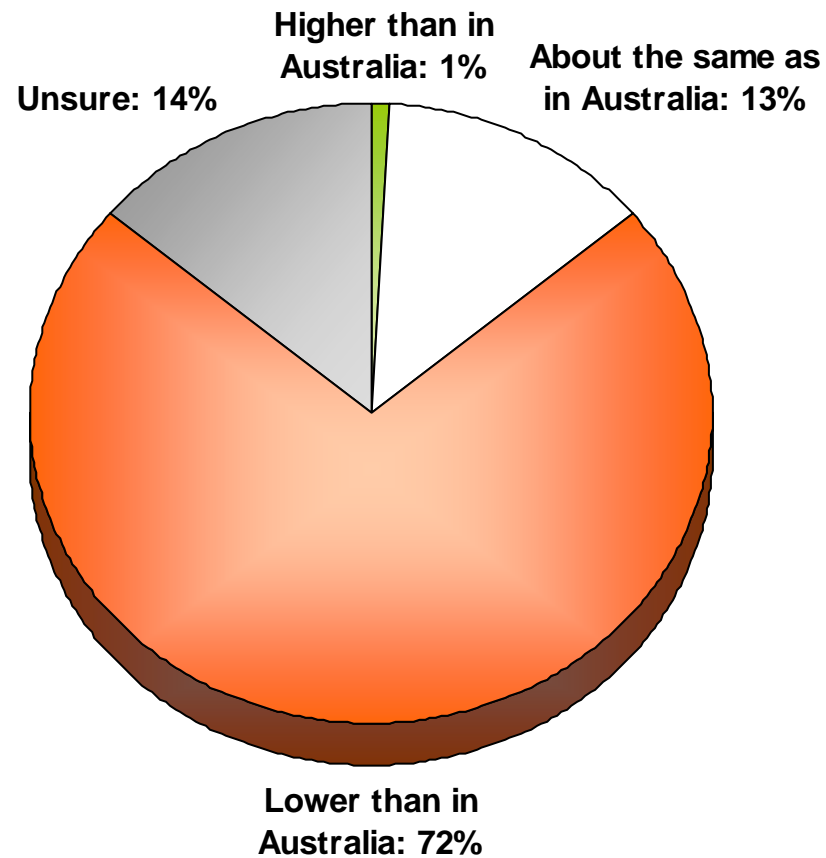
9 in 10 believe Qantas maintenance should be done in Australia

Do you think Qantas maintenance should be done in Australia or overseas?



Quality standard of Qantas maintenance work done in Malaysia perceived as lower than in Australia by most Aussies

Do you think the quality standard of Qantas maintenance work done in Malaysia is...



About UMR

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UMR is the company of choice for leaders and decision-makers, because we turn high quality research into useful hard-headed strategic advice. UMR Research has provided significant insights, advice and campaign management to decision-makers who have brought about major change in Australia and New Zealand for Governments and business.

UMR is a full-service opinion research, issues management and campaign company, based in Australia and Zealand, working across the Asia Pacific region. We specialise in political research and campaigns, corporate reputation, issues management and social marketing.

We have over 20 years experience developing a deep understanding of the views and opinions of Australians and New Zealanders. Our team of expert researchers are seasoned professionals who combine extensive experience with a deep understanding of the public mindset.

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