

Why Americans Leave Airlines

July 2025



We asked 1,000 Americans...

"Which of the following would top your list of reasons to stop using an airline?"



Airline Reputation
Baggage Claim

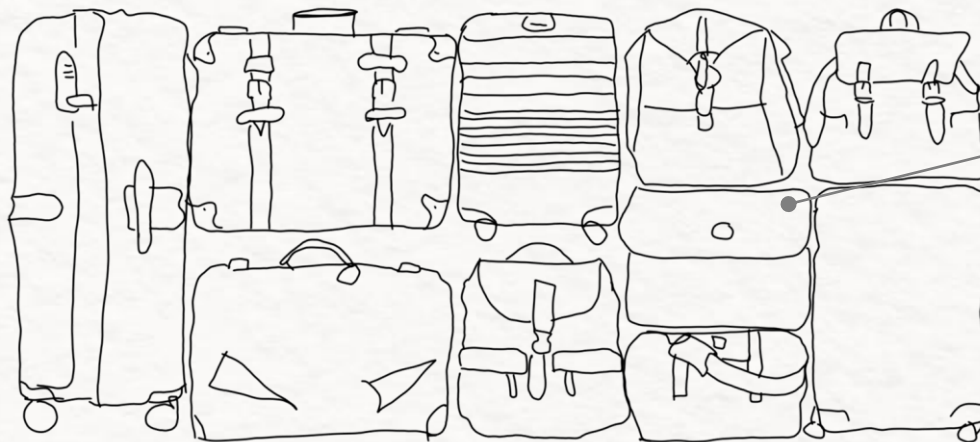
**Delays or
cancellations**
37%

**Changes in
pricing**
26%

**Uncomfortable
seats or cabin
conditions** 20%

**Poor on-flight
customer
service** 20%

**Safety
Accidents**
51%



**Discontinued routes or
inconvenient hubs**
16%

Another reason
25%

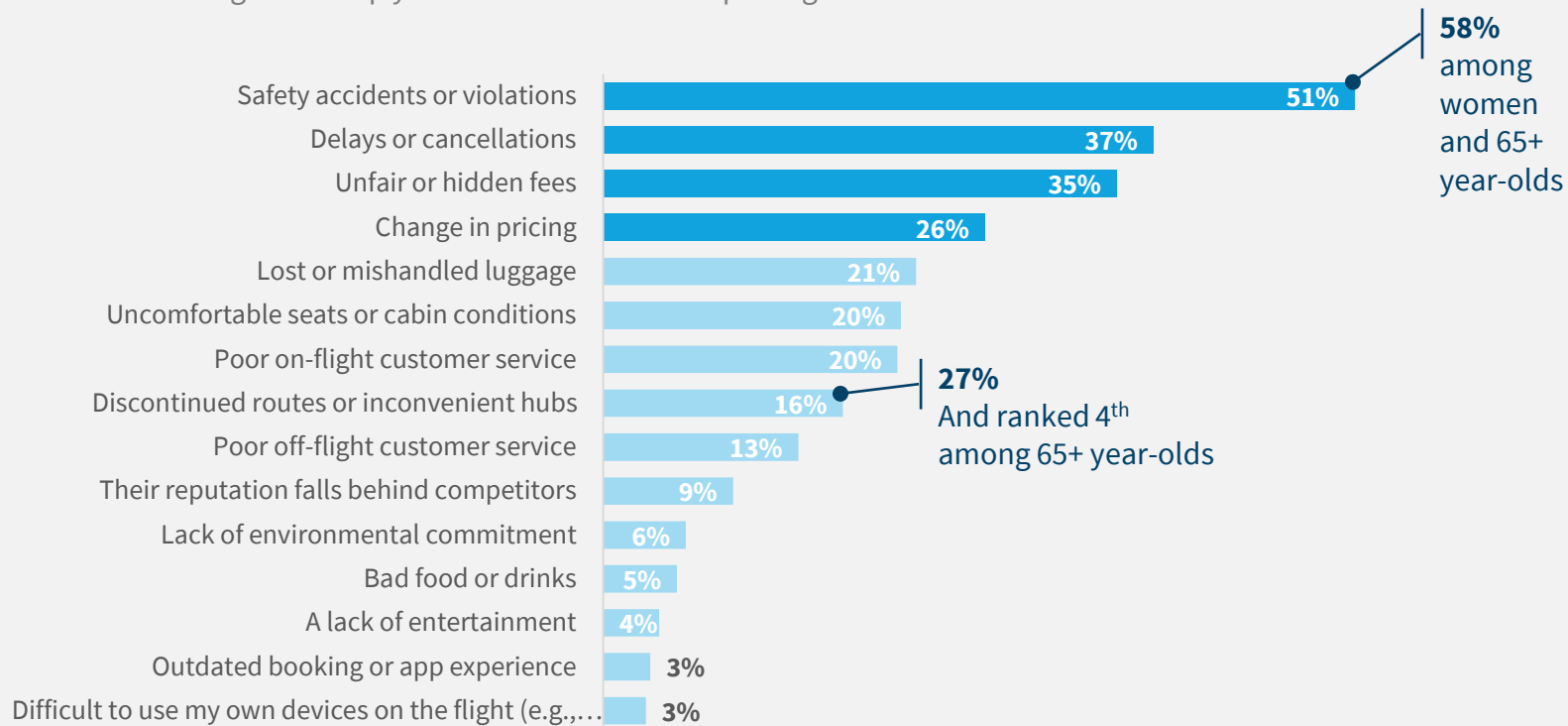
**Unfair or
hidden fees**
35%

**Lost or
mishandled
luggage**
21%

**Poor off-flight
customer service**
13%

American consumers are more turned off by unfair or hidden fees than they are a change in pricing. The prevalence of delays or cancellations as a reason for airline change also highlights the hidden “no surprises” rule that US consumers have

Which of the following would top your list of reasons to stop using an airline?





Methodology

Reputation Pulse, Wave 9

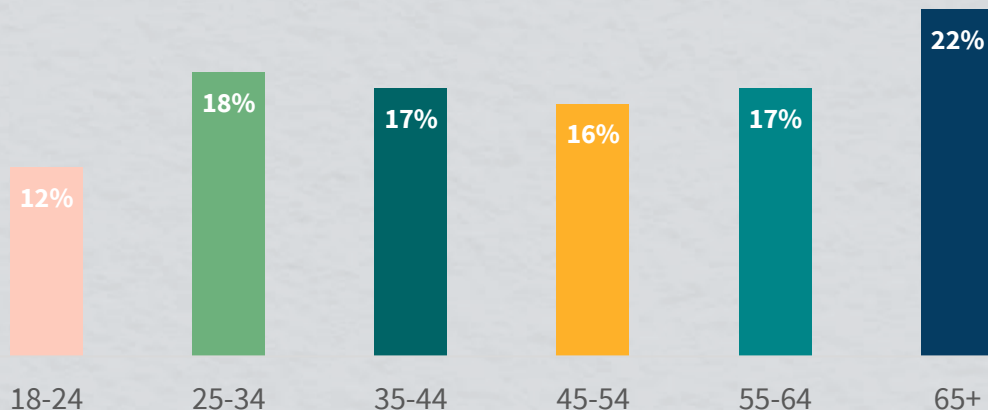
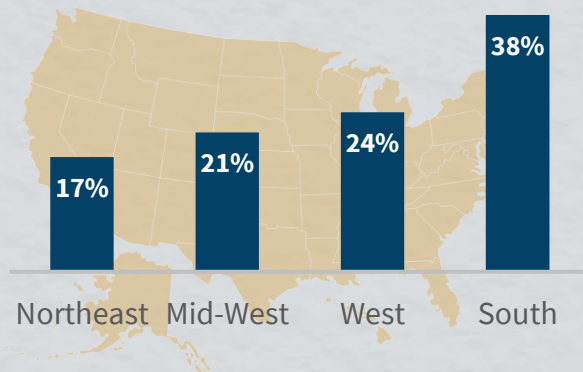
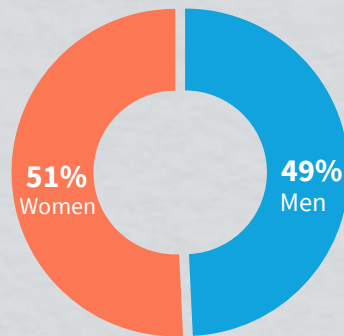


Methodology

Reputation Leaders conducted a **5-minute** online survey in June 2025 among **a total of 1000 American adults** over the age of 18. This sample included **650 workers** and **74 students**.

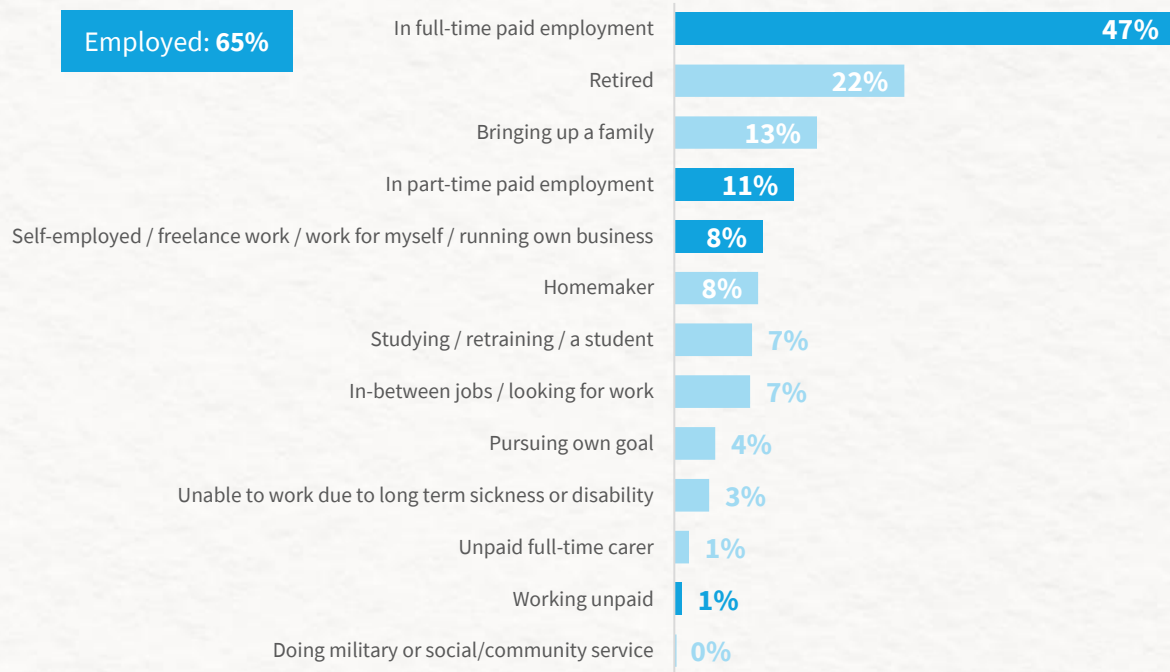
The data was **weighted to match the demographics of the US by gender, age, and region**.

The margin of error for the total sample of 1000 is +/- 3.1% at the 95% level of confidence.

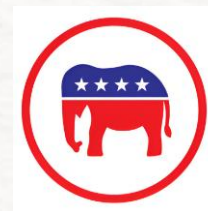


Nearly two-thirds of respondents are working, the majority in full time roles. 1 in 10 are part time, 8% are self-employed. Politically there is a balance between all parties.

Which of the following describe you?



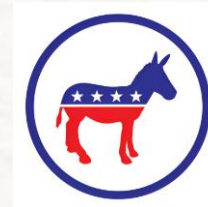
In politics, as of today, do you consider yourself a Republican, a Democrat, or an independent?



30%
Republican



28%
Independent



35%
Democrat

7% I don't align with any of these



Interested to hear more?

Contact laurence.evans@reputationleaders.com

Or visit our website at www.reputationleaders.com

Who are Reputation Leaders?



Laurence Evans

Founder & CEO

- 20+ years market research
- 30 years International GM
- Expert on reputation, trust, brand and social purpose
- Research industry veteran



David Lyndon

COO

- 10 years market research
- 20 years project management
- Research methodology & analytics expert
- Software engineer, data scientist, data visualization



Dominique Cook

Client Account Manager

- 20 years market research
- International quantitative and qualitative research
- Stakeholder engagement lead
- Local UAE experience



Lynn Khoury

Senior Research Manager

- 12 years market research
- Data, insights, and analytics expert
- Manages global thought leadership
- Brand reputation, brand building and communications experience
- Arabic and French speaker

