

### Activity 1 • Improving Airline Service

**Directions:** The airline industry is very competitive and lately has experienced a very small profit margin. A major U.S. carrier decided to survey its passengers to determine their opinion of the quality of the airline's service. Surveys were mailed to 7,500 passengers who had flown on at least two trips in the past six months. Responses to the survey are shown in the table. Calculate the percentages for each response to complete the table and answer the questions that follow it.

Questions	Responses					
	Yes	%	No	%	No Answer	%
1. Was your flight on time?	3,429		1,221		0	
2. Were you able to board promptly?	3,275		1,375		0	
3. Was your luggage check-in handled efficiently?	4,406		39		205	
4. Were the following amenities offered to you during your flight?						
Magazines	4,013		637			
Newspapers	1,984		2,666			
Pillow	2,543		2,107			
Headset	4,439		211		0	
5. Were the beverages served promptly?	3,979		671		0	
6. Was the food appetizing and tasty?	3,261		889		500	
7. If applicable, did the airline personnel provide information regarding connecting flights?	2,341		267		2,042	
8. When given a choice of airlines, would you fly this airline again?	4,523		127		0	

1. What percentage of surveys was returned? Use a graph or chart to display your answer.
2. Visually illustrate the percentage results based on total respondents, by constructing a pie chart or bar graph for each question. Color code the responses to make the graphs more visually appealing.
3. What are the current strengths, if any, of this airline's service?

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4. What problem areas, if any, do you believe the airline should investigate further?

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