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SOUTHWEST AIRLINES RANKS FIRST IN ECONOMY CLASS CUSTOMER SATISFACTION BY J.D. POWER FOR FOURTH YEAR IN A ROW

Carrier also leads in six key study dimensions, including No. 1 Airline Staff and No. 1 in Level of Trust ¹

DALLAS, May 7, 2025 /PRNewswire/ -- [Southwest Airlines Co.](#) (NYSE: LUV) is recognized by [J.D. Power as the Best Airline for Economy Class Customer Satisfaction](#) ¹ for the fourth consecutive year, highlighting the airline's unwavering commitment to its Customers.

Southwest Airlines® was named the Most Satisfying Economy Air Travel Experience in the J.D. Power 2025 North America Airline Satisfaction Study and No. 1 in Airline Staff and Level of Trust.

"We're honored to receive this ranking for a fourth year since it celebrates our Customer-friendly choices and our legendary Hospitality," said [Bob Jordan](#), President, Chief Executive Officer, and Vice Chairman of the Board of Directors at Southwest Airlines. "Our Employees have always been Southwest's differentiator, and this award reflects their continuous dedication to serving our Customers."

An exemplary Customer Experience starts with running a safe, reliable operation, and the airline is pleased to have the lowest ratio of consumer inquiries about airline service, as reported by the U.S. Department of Transportation (DOT). ²

"Our Southwest Team continues to deliver a unique combination of unrivaled Customer Service with top-ranking operational performance," said [Andrew Watterson](#), Chief Operating Officer at Southwest Airlines. "It's our Employees who turn first-time Southwest Customers into loyalists, and they deliver on our Purpose of connecting People to important moments in their lives with friendly, reliable, low-cost air travel."

The J.D. Power study surveyed 10,224 Passengers who flew a major airline in North America between March 2024 and March 2025.

To learn more about the Customer Experience that Southwest is creating to serve the needs of today's travelers, please visit [Southwest.com](#) or follow Southwest Airlines' social channels @SouthwestAir ([Instagram](#), [Facebook](#), and [LinkedIn](#)).

About Southwest Airlines Co.

[Southwest Airlines Co.](#) operates one of the world's most admired and awarded airlines, offering its one-of-a-kind value and Hospitality at 117 airports across 11 countries. Southwest took flight in 1971 to democratize the sky through friendly, reliable, and low-cost air travel and now carries more air travelers flying nonstop within the United States than any

other airline³. By empowering its more than 71,000⁴ People to deliver unparalleled Hospitality, the maverick airline cherishes a passionate loyalty among more than 140 million Customers carried in 2024. Southwest leverages a unique legacy and mission to serve communities around the world including harnessing the power of its People and Purpose to put communities at the Heart of its success. Learn more by visiting Southwest.com/citizenship.

¹ For J.D. Power 2025 award information, visit jdpower.com.

² Source: Based on the number of consumer submissions received by DOT for airline service on marketing carriers, per 100,000 enplaned passengers. See the 2024 DOT Air Travel Consumer Reports. Air Travel Consumer Reports for 2024 | US Department of Transportation

³ Based on U.S. Dept. of Transportation quarterly Airline Origin & Destination Survey since Q1 2021

⁴ Fulltime-equivalent active Employees





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SOURCE Southwest Airlines Co.