

2015 Membership Survey Overview

Methodology

NATA conducted a membership survey to develop a baseline for evaluating membership satisfaction and collecting feedback on products, services and events. The survey occurred between October 26, and November 20, 2015 and was provided via email to approximately 6,000 NATA member contacts at all job levels. Members also received reminders to participate through NATA News.

Members submitted responses either anonymously or provided basic contact information and participated in a drawing for a prize. More than half of the respondents (56%) opted to participate in the drawing. The winner was William Bendokas of New England Airlines.

Respondent Demographics

We received 132 survey responses. 81% of respondents marked FBO or Air Charter as their primary line of business. FBOs listed Fueling (75%) highest as their secondary line of business, followed by Aircraft Maintenance (56%). Air Charter listed Aircraft Maintenance (MRO) (61%) highest as their secondary line of business, followed by Aircraft Management (44%).



Satisfaction

Membership satisfaction was rated high by the majority of respondents. New opportunities and suggestions on current benefits were highlighted in the feedback received for NATA products, services and events.

Top Rated NATA Benefits and Programs

Respondents rated a list of 14 NATA benefits/programs on a scale of 1 (least valuable) to 10 (most valuable). The overall top rated benefits/programs included: Advocacy and Lobbying, Safety 1st Professional Line Service Training (PLST), and Access to NATA Staff Expertise. However, segmenting member benefits by line of business provided further clarity:

FBOs	Air Charter
Advocacy/Lobbying	Aviation Business Journal (ABJ)
Safety 1st PLST	NATA Compliance Services (NATACS)
Access to NATA Staff Expertise	Advocacy/Lobbying

Top Challenges

Respondents chose from a list of seven industry challenges that they are currently facing. All segments largely shared the same three top challenges, though each segment selected different emphasis:

FBOs	Air Charter
Lease Negotiations with Local Airport Authority	FAA Operational Restrictions, Regulatory Proposals, Inconsistent Interpretation, etc.
Minimum Standards Discussions	Additional Security Requirements by the Local Authority or TSA
Additional Security Requirements by the Local Authority or TSA	Minimum Standards Discussions

Prospective Training and Programs

Respondents chose from a menu of six prospective training programs and member benefits. Hazardous Materials Training and FAA and Human Factors Training rated highest amongst most segments:

FBOs	Air Charter
Hazardous Materials Training	Aviation Medical Services Program
Online Regulated Garbage Training	FAA and Human Factors Training
FAA and Human Factors Training	Discounted Health Insurance Program and Hazardous Materials Training

Events

More than half of respondents did not attend an NATA event in the past three years. Most stated location as the top reason for not attending — followed by timing, topics, and cost respectively. For FBOs, location and timing presented more of an issue than cost. Air Charter respondents cited location and cost as the determining factors.

Those who did attend NATA events in the past three years cited networking as the primary reason to attend, followed by relevant information on industry issues and updates, and access to government regulators and legislators. Aviation Consultants are most likely to attend NATA events to network.

NATA Communication Channels

NATA News (80%), emails (76%), NATA’s website (73%) and the *Aviation Business Journal (ABJ)* (55%) rated the highest overall as the most utilized sources of NATA information.