



GENERAL AVIATION PUBLICATION READER PREFERENCE STUDY

**Conducted Among
FAA Certified Pilots**

Conducted by: Erdos & Morgan, Inc.
For: AOPA Pilot
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INTRODUCTION

In May of 2011, Erdos & Morgan was commissioned by AOPA Pilot to conduct a positioning survey among all certificated pilots. The content of the study included demographics, certificates and ratings held, types of aircraft owned, aviation purchases, Internet use, and readership of a list of nine aviation publications. In addition, respondents were asked to rate the same nine publications on a list of nine qualitative attributes.

The survey sample for this study was supplied by AIRPAC, Inc., located in Edmond, Oklahoma. Erdos & Morgan contracted with AIRPAC, Inc. to supply their total database of all FAA certificated aircraft pilots. Erdos & Morgan then eliminated pilots whose only certification was listed as balloon, control tower operator, flight engineer, glider, navigator, recreational, or where a certification type was not specified. Additionally all APO/FPO addresses and a number of non-individual names and addresses were removed, after which the balance of the names were reduced to the 4,000 called for in the survey specifications, by systematically eliminating every nth name. The survey sample, by virtue of its design and the way it was selected, ensures that the results of the study would be nationally representative of certificated general aviation aircraft pilots including all airline transport pilots, commercial pilots, private pilots, and student pilots.

Two versions of the questionnaire were developed in order to eliminate order bias. In the first, the publications were presented in alphabetical order, and in the second the publications were presented to the respondents in reverse alphabetical order. Every other name received the reverse alpha questionnaire.

On May 23, 2011, a questionnaire packet containing a four-page questionnaire, a cover letter on Erdos & Morgan letterhead, a one-dollar bill incentive, and a postage-paid reply envelope was sent to the entire 4,000-member survey sample. A follow-up questionnaire mailing was sent on June 21, 2011, to non-respondents. No incentive was included in this follow-up mailing. Completed questionnaires were returned directly to the offices of Erdos & Morgan, and at no time was AOPA Pilot identified as the sponsor of the survey.

By the study closing date of July 18, 2011, a total of 702 usable questionnaires had been received. This number represents 18.0% of the net effective survey sample, since there were 91 Post Office returns. The response rate is consistent with similar recent studies conducted by Erdos & Morgan. All completed questionnaires received by the close of field, and none received thereafter, were included in the tabulations.

Erdos & Morgan prepared percentages and other calculations herein in accordance with accepted research practice

Jason Gorelkin



Chief Executive Officer

Note: In some instances percentage will add to more than 100% due to rounding or multiple responses.

DEMOGRAPHIC CHARACTERISTICS

GENDER AND AGE

95% of the respondents are male.

Their average age is 51 years; their median age is 54 years.

HOUSEHOLD INCOME

*QUESTION: Which of the following best describes your **total household income**, before taxes, in 2010? (Please include income from yourself and all other persons living in your household from all sources. For example: wages, bonuses, profits, dividends, rental income, interest, social security, unemployment/workmen's compensation, retirement pay, alimony, child support, etc.)*

Median	\$127,000
Average	\$173,000

NET WORTH

*QUESTION: Which of the following best describes your current **net worth** for you and all the members of your household? (Please include all assets such as investments, insurance, home, other real estate, jewelry, auto, etc.)*

Median	\$547,000
Average	\$997,000

OCCUPATIONAL STATUS

QUESTION: At the present time, what is your occupational status? (Please check only one.)

Employed by someone else	42%
Self-employed	23
Retired	19
Not employed	3
Student	4
Military/Government employee	9

DEMOGRAPHIC CHARACTERISTICS

(CONTINUED)

JOB TITLE / POSITION

QUESTION: What is your title or position? (Please be specific. For example: Owner, President, Chief Pilot, Salesperson, etc.)

37% of the respondents have aviation-related titles such as Pilot/Flight Instructor positions including the following job titles: Pilot, Captain, Chief Flight Instructor, First Officer, Line Pilot and Chief Pilot, etc.

40% of the respondents are in Management positions including the following job titles: Owner/Partner, President/CEO, Vice President, Treasurer, etc.

16% of the respondents hold Professional or Technical positions to include: Doctor, Lawyer, Engineer, Technician and other professional.

CERTIFICATES, RATINGS AND FLYING ACTIVITY

HIGHEST TYPE OF CERTIFICATE HELD

QUESTION: Please indicate the highest type of certificate you hold.

Student	8%
Private	42
Commercial	24
ATP	25
Do not hold any certificates	1
Sport Pilot	1
Recreational Pilot	*

CERTIFIED FLIGHT INSTRUCTOR (CFI) STATUS

QUESTION: Do you hold a certified flight instructor (CFI) certificate?

Yes	24%
No	76

TYPES OF RATING(S) HELD

QUESTION: Please indicate which of the following ratings you hold.

Single-engine	85%
Multi-engine	43
Instrument	53
Glider	6
Lighter-than-air	*
Seaplane	9
Helicopter	9
Other rating	7
Do not hold any rating	6

*Less than 0.5%.

CERTIFICATES, RATINGS AND FLYING ACTIVITY

(CONTINUED)

TYPES OF AIRCRAFT REGULARLY FLOWN

QUESTION: Please indicate which of the following types of general aviation aircraft you regularly fly.

Single-engine, fixed gear	70%
Single-engine, retractable gear	26
Single-engine light sport	3
Multi-engine piston	11
Single-engine turboprop	3
Multi-engine turboprop	6
Turbofan/turbojet	10
Rotary wing (turbine)	3
Rotary wing (piston)	2
None of those listed	8

AIRCRAFT OWNERSHIP/LEASING

QUESTION: Do you personally, or does your company own or lease any aircraft?

I personally own/lease aircraft	41%
The company I own (or am a partner in) owns/leases aircraft	7
The company I work for (but do not own) owns/leases aircraft	25
No, neither I nor my company owns/leases aircraft	31

PURCHASING

AVIATION PURCHASES

QUESTION: In the **past two years**, have you or your company purchased, or do you or your company plan to purchase in the **next two years**, any of the following?

	Purchased <i>(past 2 years)</i>	Plan to Purchase <i>(next 2 years)</i>
New General Aviation Aircraft	16%	21%
Used General Aviation Aircraft	16	24
Aircraft Financing	8	18
Aircraft Insurance	49	44
Recurrent Flight Training	47	52
Pilot Supplies	84	72
Avionics and Aircraft Systems	31	28
Parts, Supplies, Accessories	38	34

QUESTION: Who is the "primary" decision maker for the **brand** of parts, supplies and accessories listed in the above question?

Myself as pilot or aircraft owner	75%
Mechanic	25

INTERNET USE

Almost all (94%) of the respondents access aviation-related Internet sites.

QUESTION: What is your most frequented website related to **GENERAL AVIATION**?

THE TOP TWO WEBSITES ARE:

AOPA.org	40%
FAA.gov	5

QUESTION: Under Column A, please indicate which of the following have influenced you to visit particular aviation website(s). Then, under Column B, please indicate what you consider to be the **ONE most influential** factor.

	<u>A</u> Influenced to Visit Particular Website(s)	<u>B</u> One Most Influential
Magazine advertising	62%	29%
Friend/Associate	46	25
Company or product brochure	22	6
Online/Email newsletter	33	15
Email	41	11
Web advertising	23	5
Direct mail	17	4
Printed newsletter	11	1

INTERNET USE

(CONTINUED)

QUESTION: Please indicate your **five main uses** of the Internet. Please use a scale of 1–5 with “1” meaning “the most used” function, and “5” meaning the “least used” function.

#1 MAIN USE OF THE INTERNET

Email	81%
General Aviation flight planning/ weather briefing	5
Read about general interest/business news and information	5
Financial transactions/information	3
Read about General Aviation news and information	3
Purchase pilot supplies	1
Research General Aviation products & services	1
Travel planning/purchases	1
Research FBO services and fuel prices	*

*Less than 0.5%.

QUESTION: Which of the following opt-in aviation electronic newsletters do you receive and read regularly?

AOPA ePilot Newsletter	76%
AOPA Aviation eBrief Daily Newsletter	36
EAA e-hotline Newsletter	27
AOPA e-Flight Training Newsletter	25
AvWeb Flash Newsletter	18
Flying Magazine Newsletter	11
Aviation Int'l. News Alert	6
General Aviation News – The Pulse of Aviation	6
Aviation Week's Aviation Daily	5
NBAA Update Newsletter	4
Aero-News Propwash Newsletter	2

INTERNET USE

(CONTINUED)

QUESTION: How often do you view **General Aviation Internet videos** for Product Reports, Aviation News, Interviews, Training & Proficiency, etc.?

Ever View (Net)		71%
Regularly	10%	
Occasionally	29	
Rarely	32	

QUESTION: Where do you view Internet-based General Aviation Videos?

YouTube	55%
AOPA Live	49
EAA Video	22
AvWeb	19
Manufacturer's Web Sites	17
Flying Magazine Web Site	10
Facebook	9
Aero News Network	3

QUESTION: Do you use a "portable/mobile" device (e.g., iPad, iPhone, Blackberry, etc.) for any of the following aviation applications?

Use a portable/mobile device for aviation applications (Net)		61%
Access aviation weather	52%	
Flight planning	37	
Access aviation database (e.g., AOPA Airports)	31	
Filing flight plan	23	
Local/Cross-country flying	22	

SOCIAL MEDIA

QUESTION: Which of the following activities do you use your computer or mobile device for?

Mentioned Any (Net)		80%
Send/Receive email using a mobile device	54%	
Text messaging	53	
View videos	45	
Use "social" networking (MySpace, Facebook, LinkedIn, contribute to online blogs, Twitter, etc.)	35	
Post photos online	23	
Read online blogs	20	
Post videos	10	
Create online blogs	4	

MEMBERSHIPS

QUESTION: Which memberships do you maintain on a regular basis?

Aircraft Owners & Pilots Association (AOPA)	87%
Experimental Aircraft Association (EAA)	33
Air Line Pilots Association (ALPA)	5
National Business Aviation Association (NBAA)	4

PUBLICATION READERSHIP

QUESTION: How many of the last four issues of each publication have you read or looked through?

READ OR LOOKED THROUGH 3 OR 4 OUT OF LAST 4 ISSUES:

AOPA Pilot	81%
Flying	55
Sport Aviation	33
Flight Training	29
Plane & Pilot	25
Business & Commercial Aviation	16
Professional Pilot	14
Aviation International News	12
Twin & Turbine	7

Base: Read any aviation publication 3 or 4 of past 4 issues.

EVALUATION OF PUBLICATIONS

PUBLICATION EVALUATIONS

QUESTION: Which of the following publications do you consider to be...

The one that has the highest credibility?

AOPA Pilot	51%
Flying	13
Flight Training	9
Sport Aviation	8
Professional Pilot	6
Aviation International News	5
Business & Commercial Aviation	5
Plane & Pilot	2
Twin & Turbine	1

The one you rely on most for aviation news and information?

AOPA Pilot	55%
Flying	15
Aviation International News	8
Sport Aviation	8
Flight Training	7
Business & Commercial Aviation	3
Professional Pilot	3
Plane & Pilot	1
Twin & Turbine	–

The one that delivers the most news you could not find anywhere else?

AOPA Pilot	47%
Sport Aviation	16
Flying	13
Aviation International News	9
Flight Training	5
Business & Commercial Aviation	4
Plane & Pilot	3
Professional Pilot	3
Twin & Turbine	1

* Less than 0.5%.

PUBLICATION EVALUATIONS (CONT'D.)

The one that is most useful to you in your work?

AOPA Pilot	36%
Flight Training	16
Sport Aviation	12
Flying	11
Business & Commercial Aviation	8
Aviation International News	7
Professional Pilot	5
Plane & Pilot	3
Twin & Turbine	2

The most accurate editorially?

AOPA Pilot	50%
Flying	16
Flight Training	8
Sport Aviation	8
Business & Commercial Aviation	6
Professional Pilot	6
Aviation International News	4
Plane & Pilot	2
Twin & Turbine	1

The most valuable reference?

AOPA Pilot	40%
Flight Training	16
Sport Aviation	14
Flying	13
Business & Commercial Aviation	6
Professional Pilot	6
Aviation International News	4
Plane & Pilot	2
Twin & Turbine	*

*Less than 0.5%

PUBLICATION EVALUATIONS (CONT'D.)

The most serious and authoritative?

AOPA Pilot	48%
Flying	12
Sport Aviation	9
Business & Commercial Aviation	8
Flight Training	8
Professional Pilot	7
Aviation International News	5
Plane & Pilot	3
Twin & Turbine	1

The one that is most objective?

AOPA Pilot	41%
Flying	17
Sport Aviation	10
Flight Training	9
Business & Commercial Aviation	8
Aviation International News	6
Professional Pilot	5
Plane & Pilot	4
Twin & Turbine	*

*Less than 0.5%

*The one that you would read if you could read **only one** of these publications?*

AOPA Pilot	42%
Flying	18
Sport Aviation	13
Flight Training	12
Aviation International News	6
Business & Commercial Aviation	4
Professional Pilot	4
Plane & Pilot	2
Twin & Turbine	1

DIGITAL/PRINT FORMATS

QUESTION: Which of these publications do you receive in digital format?

AOPA Pilot	50%
Sport Aviation	37
Flight Training	13
Aviation International News	12
Flying	8
Business & Commercial Aviation	6
Plane & Pilot	4
Professional Pilot	2
Twin & Turbine	2

QUESTION: In what format do you prefer to receive your General Aviation magazine?

Print edition only	66%
Digital edition only	5
Both printed and digital edition	29

OTHER AVIATION PUBLICATIONS

QUESTION: Which of the following other aviation publications do you read regularly (3 out of 4 issues)?

Mentioned Any (Net)	79%
Trade A Plane	31%
Aviation Week & Space Technology	14
General Aviation News	10
Pilot Getaways	6
Rotor & Wing	6
Vertical	3
PilotMag	2
Aircraft Type/Club Magazine	19