

## OMB Supporting Statement

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2010-2013 Aeronautical Chart Point of Sale Survey

### **B. Statistical Methods**

#### **1. Describe the potential respondent universe.**

The total respondent universe consists of all 400 Aeronautical Chart customers in the United States. Since the number of customers purchasing the charts varies each year, we can only estimate that a possible response rate of 80 percent or 320 aeronautical customers during the data collection period from January to January.

#### **2. Describe the procedures for the collection of information.**

The data collection will be conducted from January 2010 through January 2013. Since customer purchases are an ongoing process due to the publications cycles, questionnaires will be mailed out immediately following a customer's request for a hard copy. All other customers will be e-mailed bi-annually for their voluntary participation.

#### **3. Describe methods to maximize response rates.**

Customers will receive a small notification in their email purchase correspondence reminding them of an upcoming survey and the importance of receiving feedback over their aeronautical chart purchase. One week following the notification, they will receive an email with a link to take a 5 question online survey and the option to receive a hard paper copy of the survey. They will be assured that the survey is completely anonymous and voluntary and that if any of the questions make them feel uncomfortable, they should skip them.

#### **4. Describe tests of procedures and methods to be undertaken.**

All instruments are reviewed by a group of experienced FAA Analyst and AVN personnel for clarity of instructions and technical details.

#### **5. Provide the names of consultants and the person who will collect and analyze the information.**

The information will be collected and analyzed by Brad Keith, AVN, (405)954-2455; Marla Claggett, AVN, (301) 344-6302; Bob Crumrine, AVN, (405) 954-2659.