

AST Customer Service Survey, 2120-0611

B. Statistical Methods

1. Describe the potential respondent universe.

In the past, AST has developed surveys to send to U.S. commercial space launch providers and U.S. commercial launch site operators (licensed by the FAA Office of Commercial Space Transportation); members of the Department of Transportation's Commercial Space Transportation Advisory Committee; entrepreneurial companies entering the commercial launch market; representatives from related companies including companies dealing in space law, space investments, and space insurance; engineering students, space studies professors, and space trade and advocacy associations.

When AST had a focused customer service initiative, we started off by surveying our complete commercial space transportation community, especially companies that have FAA commercial space launch licenses, i.e., industry customers that included launch services providers, satellites manufacturers and users, space trade associations and professional associations, and government agencies that we work with including NASA, Commerce, Air Force, State Department.

Next, we broke the industry down into various segments to get specific feedback, e.g.,

- launch providers of large rockets (Boeing, Lockheed Martin, etc.)
- launch providers of small rockets (Orbital Sciences, etc.)
- commercial spaceport operators (Florida Spaceport, California Spaceport, etc.)

We also surveyed the attendees of our annual conference and one year we surveyed the attendees of our Commercial Space Transportation Advisory Committee and the members of the Committee. One year, we surveyed people who visited our booth at the space conferences that we attended.

2. Describe the procedures for the collection of information.

Surveys (3-4 pages) were usually mailed. One survey was sent via email.

3. Describe methods to maximize response rates.

Historically, all AST surveys have been relatively small, i.e., sent to various segments of the commercial space transportation industry e.g., to commercial spaceport operators (10-12 contacts) or companies seeking an FAA Experimental Permit (5-6 contacts). In 2006, AST sought feedback for the annual Commercial Space Transportation Conference from conference attendees. For the small surveys, we estimate approximately 100% because we contact them all since the number is small. For the larger surveys, we estimate 50%.

To maximize response rates, FAA conducts follow-up phone calls and emails encouraging completion of the survey; answering questions and clarifying language if requested. In one past case, we provided a customer service briefing and advised industry representatives that a survey would be sent out.

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

AST does not conduct any tests of procedures and methods for customer service surveys.

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

All AST surveys were developed in-house by Federal Government employees within AST.