



Report for David Wright at KDWL

Region: Awards Consideration (includes report card)

Below is a summary of scores and feedback from all the usable evaluations which were submitted for you during the 2026 Flight Training Experience Award application period. Many flight training providers receive exceptionally high scores so we also share with you the distribution of the overall aggregate scores for comparison.

## 1. Eligibility

To be eligible for an award, you needed to receive at least 5 unique evaluations, each at least 80% complete

A survey response was considered 'usable' if the respondent answered at least 80% of the questions required for scoring.

A CFI was considered 'eligible' for an award if they received at least 5 unique, usable responses.

Average scores were based on all usable responses received and have been rounded where necessary.

Your percentile rank was calculated by comparing your score to scores of all other (nominated/eligible) CFIs. Percentile ranks were calculated at both national and regional levels and may have been rounded.

Your performance (percentile rank) compared to all other eligible CFIs in your region was one of many factors that informed award decisions.

You received 18 evaluations.

## 2. Free Responses

At the end of each evaluation, we ask the following open-ended question:

Why should or shouldn't your CFI win a Flight Training Experience Award?

## 3. Individual Overall Scores & Responses

Total Score	Student Review
82.00	David is the Chief Pilot at my school, and he's been a huge part of my training and growth. He did all my checkout flights and has always been incredibly supportive and easy to talk to whenever I've had questions or needed help. He also does stage checks for my students, and they always tell me how comfortable he makes them feel. He gives great feedback that really helps them improve as pilots. He is very knowledgeable, patient, and genuinely cares about helping others succeed.
87.00	David has been flight inducting for a long time and is always willing to discuss and grant knowledge to students and fellow staff at any time. He makes himself available and is always very professional and extremely knowledgeable. I'd recommend anyone to him seeking any rating. If anyone deserves this award it should be David.
86.00	He's the most knowledgeable instructor I've ever met. He's a great teacher with an amazing attitude. He lives and breathes aviation and plants that little seed of curiosity about flying in everyone around him.
90.00	David is our chief cfi, and an amazing leader at that. I get the pleasure of flying with David at least once a year for 141 currency. His time management skill is absolutely second to none. You will learn more in 30 minutes with David than a week with anyone else. I am very thankful we get to have him as our leader of United flight systems, and strive to be like him one day.

90.00	Provides high level of training and a great leader for all staff
90.00	David brings a wealth of knowledge and experience to the flight school in which he is the Chief flight instructor. David has many years of experience in corporate and airline aviation where he is currently a pilot for a major airline. David remains in the flight instruction industry due to his passion for teaching the next generation of pilots and his wealth of knowledge is passed to the instructors that report to him and the pilots he conducts stage checks for. David is so valuable to the flight school as a whole that if he were to leave, the flight school would not be the same and would not be the school that it is today.
90.00	David should win a Flight Training Experience Award. His knowledge and teaching style is unparalleled. He had a way of bringing out the best in your training very helpful and knowledgeable.
90.00	David has provided such thoughtful and thorough instruction to me. He has provided endless amount of knowledge and recourses to shape me into a safer smarter pilot. David truly cares about my success and wants to see all of his students succeed.
90.00	David epitomizes CFI. He is a subject matter expert in a field that is ever evolving and is a go-to for guidance for students and fellow CFIs. David's tenure with hours of dual given speak for themselves, but from my personal experience he has always gone above and beyond to help me learn and achieve my aviation goals in a challenging and fun way.
88.00	David Wright should win this award due to his excellent leadership and his ability to share his experience to all he is flying with. When I fly with David I always learn something and further enhance my skill and knowledge in the airplane.
90.00	David is very passionate about aviation and his students success. He emphasizes a culture of continuous learning and safety. He has a profound wealth of knowledge about aviation and is capable to explain complex topics to students with ease. David is very friendly and creates a warm and safe environment for students to learn.
90.00	David is an amazing instructor.
90.00	David Wright absolutely deserves a Flight Training Experience Award. He helped me through one of the hardest ratings my CFI and was a steady, encouraging presence the entire way. He's not just a great instructor, he's a great mentor. David has a way of explaining things that actually stick, and he never made me feel small when I didn't get something right away. He's patient, humble, and always focused on making you a better pilot, not just passing a checkride. The way he shows up for his students, day after day, makes a lasting impact. I'm a stronger pilot and instructor today because of his guidance, and I know I'm not the only one who feels that way.
90.00	David is an exceptional instructor with a true passion for educating new aspiring pilots. He is fully committed to their development as well as improving his own craft. He serves as our chief pilot, while balancing his airline career, and making sure us instructors are in the know, informed on student progress, and how to make improvements in our instruction. He helped me get over the initial challenge of being a brand new instructor because he cares about us so he took the time to listen and care which I needed very much when I first started instructing. I cannot think of anyone else more deserving of this award!
86.00	David is the best chief instructor, a flight school could ask for. Everyday he is going above and beyond to provide for the students and mentor us as CFIs. David has provided me with wisdom and knowledge that will stick with me for a lifetime, he is more than deserving for an AOPA reward.
90.00	I have had the privilege of working with David Wright for the past two years, and in that time, he has consistently gone above and beyond for those around him. David is always ready with thoughtful advice and clear answers, creating an environment where everyone feels supported and heard. His office is truly a safe and welcoming space for anyone who needs guidance. My students consistently share positive feedback after completing stage checks or training flights with him—even when the experience was challenging. That speaks volumes about David's kindness, patience, and the depth of knowledge he brings to his work. I consider myself very fortunate to work alongside David Wright. His dedication, professionalism, and genuine care for others make him exceptionally deserving of this award.
90.00	David is a great leader and mentor for our school. He makes himself readily available for us as anytime we need anything and is an invaluable resource with a ton of knowledge. Any lesson or flight with David is enjoyable and you always walk away a better pilot.

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90.00	I highly recommend our chief instructor for AOPA. They bring over 20 years of flying experience and consistently demonstrate exceptional skill and professionalism. Beyond their expertise, they have a wonderful and helpful personality, always going above and beyond to support and guide students in their training.
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## 4. Aggregate Overall Score (Range: 0 to 100)

This is the overall score you received from your customers in the 2026 Flight Training Experience Award application period:

Your Score: 89

### 4.1 Compared to All Nominees (those with at least 1 evaluation)

National Average: 87

Your national percentile ranking: 86%

Regional Average: 87

Your regional percentile ranking: 86%

### 4.2 Compared to All Eligible Nominees (those with at least 10 evaluations)

National Average: 88

Your national percentile ranking: 96%

Regional Average: 88

Your regional percentile ranking: 96%

## 5. SubScore Summary for at

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The remaining sections summarize your individual subscores (range: 0 to 100) as they apply to each of the four areas from our Flight Training Experience Research: Educational Quality, Customer Focus, Community, and Information Sharing. You will also find national and regional averages, for benchmarking.

Subscore Summary:

	Your Score	National Avg
Educational Quality	100	86
Customer Focus	99	86
Community	97	82
Information Sharing	99	83
NetPromoter Score	100	96
Overall Total	89	76

## 6. Educational Quality Scale (Range: 0 to 100)

This is the score you received from your customers, derived solely from the questions related to Educational Quality; offering effective training from professional instructors who are dedicated to students' success

Your Score: 100

### 6.1 Compared to All Nominees (those with at least 1 evaluation)

National Average: 86

Your national percentile ranking: 91%

Regional Average: 86

Your regional percentile ranking: 91%

## 6.2 Compared to All Eligible Nominees (those with at least 10 evaluations)

National Average: 86

Your national percentile ranking: 96%

Regional Average: 86

Your regional percentile ranking: 96%

## 6.3 Responses per Question

My CFI consistently used a training syllabus that I could consult.

Response Choice	Frequency	%
Strongly Agree	18	100%

My CFI tailored their lessons plans to accommodate my personal strengths and weaknesses.

Response Choice	Frequency	%
Strongly Agree	18	100%

I felt safe flying with my CFI.

Response Choice	Frequency	%
Strongly Agree	18	100%

My CFI helped me feel prepared for unexpected situations in flight.

Response Choice	Frequency	%
Strongly Agree	18	100%

## 7. Customer Focus Scale (Range: 0 to 100)

This is the score you received from your customers, derived solely from the questions related to Customer Focus; adding value by demonstrating professionalism and engagement with students

Your Score: 99

### 7.1 Compared to All Nominees (those with at least 1 evaluation)

National Average: 86

Your national percentile ranking: 78%

Regional Average: 86

Your regional percentile ranking: 78%

### 7.2 Compared to All Eligible Nominees (those with at least 10 evaluations)

National Average: 85

Your national percentile ranking: 92%

Regional Average: 85

Your regional percentile ranking: 92%

## 7.3 Responses per Question

My CFI patiently helped me understand difficult concepts.

Response Choice	Frequency	%
Strongly Agree	18	100%

I feel like my CFI made efficient use of my time.

Response Choice	Frequency	%
Strongly Agree	18	100%

My CFI was not invested in my success.

Response Choice	Frequency	%
Strongly Agree	1	5.56%
Strongly Disagree	17	94.44%

My CFI was reliable and on-time for scheduled lessons

Response Choice	Frequency	%
Strongly Agree	18	100%

## 8. Community Focus Scale (Range: 0 to 100)

This is the score you received from your customers, derived solely from the questions related to Community; emphasizing social connections and accomplishments.

Your Score: 97

### 8.1 Compared to All Nominees (those with at least 1 evaluation)

National Average: 82

Your national percentile ranking: 89%

Regional Average: 82

Your regional percentile ranking: 89%

### 8.2 Compared to All Eligible Nominees (those with at least 10 evaluations)

National Average: 82

Your national percentile ranking: 93%

Regional Average: 82

Your regional percentile ranking: 93%

### 8.3 Responses per Question

After training with my CFI, I feel like a member of the general aviation community.

Response Choice	Frequency	%
Strongly Agree	18	100%

My instructor expressed that people like me should not fly.

Response Choice	Frequency	%
Strongly Agree	2	11.11%
Neither agree nor disagree	2	11.11%
Strongly Disagree	14	77.78%

My CFI introduced me to students, new pilots, and members of the local aviation community.

Response Choice	Frequency	%
Strongly Agree	18	100%

My CFI shared relevant information to help me continue flying after training (e.g. how to find flying clubs, purchase an aircraft, or start an aviation career)

Response Choice	Frequency	%
Strongly Agree	18	100%

## 9. Information Sharing Scale (Range: 0 to 100)

This is the score you received from your customers, derived solely from the questions related to Information Sharing; educating and empowering students to make informed decisions about flight training investments.

Your Score: 99

### 9.1 Compared to All Nominees (those with at least 1 evaluation)

National Average: 83

Your national percentile ranking: 91%

Regional Average: 83

Your regional percentile ranking: 91%

### 9.2 Compared to All Eligible Nominees (those with at least 10 evaluations)

National Average: 83

Your national percentile ranking: 96%

Regional Average: 83

Your regional percentile ranking: 96%

## 9.3 Responses per Question

I always understood the steps required to reach my flight training goals with my CFI.

Response Choice	Frequency	%
Strongly Agree	18	100%

My flight training with my CFI has required more time and/or money than I expected.

Response Choice	Frequency	%
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Strongly Agree	1	5.56%
Somewhat Disagree	1	5.56%
Strongly Disagree	16	88.89%

Sometimes I did not know what my flight lessons would cover.

Response Choice	Frequency	%
Strongly Disagree	18	100%

My CFI introduced me to online resources (like flight planning tools or weather sources) and showed how they can be used to aid my decision making.

Response Choice	Frequency	%
Strongly Agree	18	100%

## 10. Net Promoter Score

### 10.1 Questionnaire Responses

The Net Promoter Score is generated by asking customers how likely they would be to recommend a given product or service - in this case, your services as a flight instructor to another potential customer, on an 11 point scale.

How likely are you to recommend your CFI to someone interested in flight training?

Response Choice	Frequency	%
10	18	100%

### 10.2 NPS Grouping

Responses to this question are then used to sort customers into one of three groups:

Detractor: Less likely to use your services again and may not speak highly of your services to others.

Passive: Generally somewhat satisfied, passive respondents likely won't help or hurt your business in talking to other people.

Promoters: Ideally, all of your customers would be promoters. Promoters would fly with you again in the future and would tell others how great they think you are.

Response Choice	Frequency	%
Promoter	18	100%

### 10.3 Standardized Score Calculation

The overall Net Promoter Score is calculated by subtracting the percentage of your customers who are 'detractors' from the percentage of your customers who are 'promoters.' Thus, the overall Net Promoter Score can range from -100 to 100.

For more information on the Net Promoter Score and how to interpret it, check out: <https://www.medallia.com/net-promoter-score>

Your Score: 100

#### 10.3.1 Compared to All Nominees (those with at least 1 evaluation)

National Average: 96

Your national percentile ranking: 60%

Regional Average: 96

Your regional percentile ranking: 60%

#### 10.3.2 Compared to All Eligible Nominees (those with at least 10 evaluations)

National Average: 98

Your national percentile ranking: 63%

Regional Average: 98

Your regional percentile ranking: 63%