



Report for Northwest Flight Service at KSFF

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 10 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 Flight School was considered 'eligible' for an award if they received at least 10 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) Flight Schools
- Percentile ranks were calculated at both national and regional levels and may have been rounded.
- Your performance (percentile rank) compared to all other eligible Flight Schools in your region was one of many factors that informed award decisions.

You received 5 evaluations.

2. Free Responses

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

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

3. Individual Overall Scores & Responses

Total Score	Student Review
84.00	NWFS has the best facilities and equipment I have seen at any of the flight schools I have been to. The best part of NWFS is the large group of instructors with extensive real-world experience as pilots, in addition to their flight instruction experience. NWFS has created a culture that encourages learning, while also making the school a great place to study or hang out and make connections within the Spokane aviation community.
89.00	NWFS provides a top tier experience from the time you walk in the door. From the friendly staff/instructors, clean and spacious facility, to the great maintenance team, NWFS makes sure you are flying safe and learning in an environment to meet all your aviation goals.
83.00	NWFS offers a professional style training program. The use of modern up to date equipment, training tools and resources is especially relevant to new pilots with goals to make flying a career and seasoned pilots looking for advanced ratings and improving proficiency,
90.00	NW flight service is the benchmark example of a professional flight school. The instruction is top notch, the experience is second to none. They have training, maintenance and clean bathrooms dialed in! Highly recommend

89.00

As a frequent renter and soon-to-be aircraft owner who trains and flies regularly out of Northwest Flight Service, I have seen firsthand how seriously this school treats safety — not just in words, but in systems, culture, and people. One of the greatest strengths of Northwest Flight Service is its full-service in-house maintenance team. Having A&P/IA mechanics on staff — people who know the fleet individually and maintain it proactively — is an enormous safety advantage compared to the “fix it when it breaks somewhere else on the field” model that many other schools rely on. Recently, when an aircraft in the Cirrus fleet needed attention, Matt Hamm and the maintenance team mobilized immediately to get it safely returned to service. Watching how they diagnose, communicate, and verify the work gives pilots tremendous confidence. Their precision and pride in doing it right is obvious, and it directly protects students, renters, CFIs, and the community under the pattern. Flight instruction is only as safe as the machines we train in. Northwest Flight Service understands that — and their commitment to staffed, on-site maintenance is a defining part of why I trust them with my ongoing training and currency. They don’t just teach pilots; they engineer a safety environment that supports them. For that reason, and especially because of the exemplary leadership, skill, and vigilance shown by Matt Hamm and the maintenance crew, I happily nominate Northwest Flight Service for this AOPA Award of Excellence

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: 87

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

National Average: 87

Your national percentile ranking: 64%

Regional Average: 87

Your regional percentile ranking: 64%

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

National Average: 87

Your national percentile ranking: 66%

Regional Average: 87

Your regional percentile ranking: 66%

5. SubScore Summary for Northwest Flight Service at KSFF

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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	81	79
Customer Focus	84	78
Community	84	78
Information Sharing	74	74
NetPromoter Score	100	95
Overall Total	73	70

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: 81

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

National Average: 79

Your national percentile ranking: 50%

Regional Average: 79

Your regional percentile ranking: 50%

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

National Average: 81

Your national percentile ranking: 49%

Regional Average: 81

Your regional percentile ranking: 49%

6.3 Responses per Question

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

Response Choice	Frequency	%
Strongly Agree	3	60%
Somewhat Agree	2	40%

My school helped me find an instructor who considered my personal strengths and weaknesses when creating lesson plans.

Response Choice	Frequency	%
Strongly Agree	5	100%

My school promotes a culture of safety.

Response Choice	Frequency	%
Strongly Agree	5	100%

My instructor at my school regularly suggested what I should study before arriving at the airport for a lesson.

Response Choice	Frequency	%
Strongly Agree	4	80%
Somewhat Agree	1	20%

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: 84

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

National Average: 78

Your national percentile ranking: 69%

Regional Average: 78

Your regional percentile ranking: 69%

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

National Average: 79

Your national percentile ranking: 69%

Regional Average: 79

Your regional percentile ranking: 69%

7.3 Responses per Question

Instructors at my school were never available to answer questions outside of formal lessons.

Response Choice	Frequency	%
Strongly Disagree	5	100%

I found it easy to reschedule lessons at my school when there were issues, like maintenance or weather.

Response Choice	Frequency	%
Strongly Agree	5	100%

Staff at my school always treated me with respect.

Response Choice	Frequency	%
Strongly Agree	5	100%

Sometimes I wish I had chosen a different flight school.

Response Choice	Frequency	%
Strongly Disagree	5	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: 84

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

National Average: 78

Your national percentile ranking: 67%

Regional Average: 78

Your regional percentile ranking: 67%

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

National Average: 79

Your national percentile ranking: 66%

Regional Average: 79

Your regional percentile ranking: 66%

8.3 Responses per Question

After training at my school, I feel like a member of the general aviation community.

Response Choice	Frequency	%
Strongly Agree	5	100%

Sometimes I felt as if I didn't belong at my school.

Response Choice	Frequency	%
Strongly Disagree	5	100%

My school provided adequate opportunities to meet students, new pilots, and members of the local aviation community

Response Choice	Frequency	%
Strongly Agree	5	100%

I received regular positive encouragement that made me want to come back for my next lesson at my school.

Response Choice	Frequency	%
Strongly Agree	5	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: 74

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

National Average:	74
Your national percentile ranking:	42%
Regional Average:	74
Your regional percentile ranking:	42%

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

National Average:	76
Your national percentile ranking:	37%
Regional Average:	76
Your regional percentile ranking:	37%

9.3 Responses per Question

I always understood the steps required to reach my flight training goals at my school.

Response Choice	Frequency	%
Strongly Agree	3	60%
Somewhat Agree	2	40%

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

Response Choice	Frequency	%
Somewhat Agree	1	20%
Neither agree nor disagree	1	20%
Somewhat Disagree	2	40%
Strongly Disagree	1	20%

My school readily shares information about student success rates (e.g. passing FAA checkride).

Response Choice	Frequency	%
Strongly Agree	3	60%
Somewhat Agree	1	20%
Neither agree nor disagree	1	20%

I was shown where I could find additional resources, like study guides or practice exams, to supplement my studies in anticipation of written or practical exams.

Response Choice	Frequency	%
Strongly Agree	5	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	5	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	5	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 you 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: 95

Your national percentile ranking: 73%

Regional Average: 95

Your regional percentile ranking: 73%

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

National Average: 96

Your national percentile ranking: 76%

Regional Average: 96

Your regional percentile ranking: 76%