

### EO 2015 All Member Survey: EO Detroit Results

| Area                           | 2015 | 2014 | 2013 | Region Average 2015 | Global Average 2015 | Size* Average 2015 |
|--------------------------------|------|------|------|---------------------|---------------------|--------------------|
| Average Overall Value          | 8.7  | 8.5  | 8.3  | 8.5                 | 8.3                 | 8.3                |
| Chapter Learning               | 8.9  | 8.2  | 8.1  | 8.3                 | 8.1                 | 8.1                |
| Chapter Social Events          | 9.0  | 8.3  | 8.3  | 8.4                 | 8.1                 | 8.2                |
| Other Chapter Events/Programs  | 9.1  | 8.2  | 8.3  | 8.3                 | 8.0                 | 8.1                |
| Chapter Strategic Direction    | 8.8  | 8.3  | 8.6  | 8.2                 | 8.1                 | 8.0                |
| Chapter Political Climate      | 8.8  | 8.2  | n/a  | 8.2                 | 8.0                 | 7.9                |
| Chapter Sponsor Benefits       | 8.3  | 7.4  | 7.4  | 7.8                 | 7.2                 | 7.2                |
| Your Forum Experience          | 9.0  | 9.0  | 8.7  | 8.9                 | 8.8                 | 8.9                |
| Quality of Chapter Members     | 9.2  | 8.7  | 8.8  | 8.8                 | 8.7                 | 8.6                |
| Informed of Chapter Activities | 9.3  | 9.1  | 9.1  | 9.0                 | 8.9                 | 8.7                |

| Chapter Response Rate  |        |
|------------------------|--------|
| Total AMS Responses    | 77     |
| % of Chapter Responses | 63.11% |

| Chapter Renewal Intention and Likelihood to Recommend |       |        |        |       |
|---|-------|--------|--------|-------|
|   | 2015  | Region | Global | Size* |
| Likely to Recommend EO                                | 9.2   | 9.1    | 8.8    | 8.9   |
| I don't plan on renewing this year                    | 0.0%  | 3.0%   | 2.3%   | 2.5%  |
| 1 - 2 more years                                      | 14.3% | 10.6%  | 11.9%  | 12.9% |
| 3 - 5 more years                                      | 22.1% | 18.1%  | 18.9%  | 20.2% |
| More than 5 years but not indefinitely                | 16.9% | 19.0%  | 20.8%  | 22.1% |
| Indefinitely, while I qualify                         | 46.8% | 49.3%  | 46.0%  | 42.3% |

\*Size Determined by Number of Members – EO Detroit size is “Very Large”