

# Global

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# Glossary

**Active Chapters:** Total number of officially launched chapters which currently have members.

**Coming Soon Chapters:** Total number of chapters which have not officially launched and currently have members.

**EO Areas:** Total number of areas within the organization (sub-categories of regions).

**Accelerator Programs:** Total number of officially launched Accelerator programs.

**Renewal Rate:** The total proportion of members who have renewed their membership for the current fiscal year.

**Growth Rate % (YTD):** A "growth rate percentage" is a calculation that expresses the rate at which a value (like revenue, population, or investment) increases over time, represented as a percentage by subtracting the initial value from the final value, dividing by the initial value, and multiplying by 100; essentially showing how much something has grown compared to its starting point.

**Countries with Chapters:** Total number of countries in which there are active and coming soon chapters.

**Countries with Members:** Total number of countries in which current EO members identified as their primary residence.

**Chapters by Size:** Number of chapters that occupy each Chapter Stage based on their current number of primary members.

**# of Members by Chapter Size:** Number of members that are part of a chapter based on the chapter stage their primary chapter occupies.

**Total Members:** Total number of active memberships (note: at the chapter level, this would be the sum of the total number of primary members and the total number of non-primary members).

**Primary Members:** Total number of active memberships with a primary chapter (at a global level, this will be the same as the total number of members).

**Non-Primary Members:** Total number of active memberships with either a secondary chapter and/or a bridge chapter in addition to their primary chapter.

**Memberships Over Time:** The trend of total memberships at the end of each respective month.

**New and Rejoin Members by Month:** Total number of new members and rejoin members of each respective month (note: included below each month is the total number of recruited members at the end of each respective month for the previous fiscal year).

**Total Recruitment:** Total number of new members and rejoin members for the fiscal year so far (note: included below each month is the total number of recruited members at the end of each respective month for the previous fiscal year).

**Under 35 Recruited:** Total number of new members and rejoin members who are currently younger than 35 years old for the fiscal year so far (note: included below each month is the total number of recruited members at the end of each respective month for the previous fiscal year).

**Renewal Rate by Year (FY2018/19 to 2022/23):** Total proportion of members who have renewed their membership for the respective fiscal year.

**Tenure by Groups:** Proportion of members within each group of tenure years.

**Members by Years of Tenure (Rounded):** Total number of members with each year of tenure, where tenure is rounded to the nearest whole number.

**Average Tenure (Years):** Sum of all members' years of tenure divided by the total number of members.

**Median Tenure (Years):** The center or middle number of tenure years when each member's tenure is sorted in numeric order.

**Longest Tenure (Years):** Maximum years of tenure of a current member.

**Total Tenure (Years):** Sum of all members' years of tenure.

**Renewal Rate by Tenure (2024/25):** The total proportion of members who have renewed their membership for the current fiscal year broken out by each current years of tenure.

**Total Tenure (FY2019/20 to FY2023/24):** Sum of all members' tenure years for each respective fiscal year.

**Members Under/Over 35:** Proportion of current members who are younger than 35 years old and those who are older than 35 years old.

**Members by Age Group:** Numbers of members who occupy each age grouping.

**Members by Gender:** Proportion of current members who are women and those who are men.

**Average Age:** Sum of all members' current ages divided by the total number of members.

**Median Age:** The center or middle number of members' years of age when each member's age is sorted in numeric order.

**Top Industries:** The industries which members have most identified as the industry of their business.

**Total FTE:** Total number of full-time equivalents/employees by member companies.

**Avg FTE:** Total number of full-time equivalents/employees by member companies divided by the total number of members.

**Median FTE:** The center or middle number of members' FTEs when each member's age is sorted in numeric order.

**Total Sales:** Total revenue/sales by member companies.

**Avg Sales:** Total revenue/sales by member companies divided by the total number of members.

**Median Sales:** The center or middle number of members' revenue/sales when each member's revenue/sales is sorted in numeric order.

**Forum Placed:** Proportional breakout of all members by their Forum Placement status, determined by the identification of a Primary Forum.

**Avg Days to Forum Placed:** Total number of days between a member joining EO and then being placed in a Forum, divided by the total number of members who have been Forum placed.

**Avg Days to Not Forum Placed:** Total number of days between a member joining and the current date divided by the total number of members who have not yet been Forum placed.

**Moderator Trained:** Proportion of members who have been Moderator trained and those who have not been Moderator trained.

**% of Members Attended 1+ Events (Any Event):** Proportion of total membership that has attended at least 1 event this fiscal year of any event scope (Chapter, Global/Regional, MyEO).

**% of Members Attended 1+ Events by Event Scope:** Proportion of total membership that has attended at least 1 event this fiscal year broken out by event scope (Chapter, Global/Regional, MyEO).

**# of Events and Registrations by Event Scope:** Total number of events compared against the total number of registrations for this fiscal year broken out by event scope.

**Vouchers Used:** Proportion of vouchers used and vouchers that have not yet been used (only including members with unexpired vouchers).

**# of Registrations by Month and Event Scope:** Total number of event registrations for each month of this fiscal year broken out by event scope.

**# of Events by Type:** Total number of event types of this fiscal year broken out by event scope.

**All genders**

All genders

# Global Membership Overview - All genders

## General Statistics:

- **EO Areas:** 38
- **Active Chapters:** 219
- **Countries with Chapters:** 61
- **Countries with Members:** 95
- **Coming Soon Chapters:** 10
- **Accelerator Programs:** 100
- **Renewal Rate:** 90.86%
- **Growth Rate (YTD):** 11.42%

## Financial Contributions:

- **Cash Contribution (SAP):** \$101,800
- **In-Kind Contribution (SAP):** \$15,000

## Membership Data:

- **Total Active Members:** 19,081
  - **Primary Members:** 19,079
  - **Non-Primary Members:** 469

## Chapters by Size:

- **Stage 0 (1-24 members):** 8 chapters
- **Stage 1 (25-50 members):** 63 chapters
- **Stage 2 (51-74 members):** 45 chapters
- **Stage 3 (75-99 members):** 26 chapters
- **Stage 4 (100-174 members):** 60 chapters

- **Stage 5 (175+ members):** 18 chapters

## **Number of Members by Chapter Size:**

- **Stage 0 (1-24 members):** 349 members
- **Stage 1 (25-50 members):** 4,044 members
- **Stage 2 (51-74 members):** 4,450 members
- **Stage 3 (75-99 members):** 3,495 members
- **Stage 4 (100-174 members):** 12,494 members
- **Stage 5 (175+ members):** 7,137 members

All genders

# Recruitment

## FY2024/2025 - All genders

### New and Rejoin Members by Month:

- **July:** 398 (349 New Members, 49 Rejoin Members)
- **August:** 171 (153 New Members, 18 Rejoin Members)
- **September:** 192 (182 New Members, 10 Rejoin Members)
- **October:** 256 (241 New Members, 15 Rejoin Members)
- **November:** 211 (204 New Members, 7 Rejoin Members)
- **December:** 180 (174 New Members, 6 Rejoin Members)
- **January:** 280 (270 New Members, 10 Rejoin Members)
- **February:** 182 (175 New Members, 7 Rejoin Members)

### Total Recruitment Statistics:

- **Total Recruited:** 1,873
  - **FY23/24 Total as of February:** 1,931
- **Women Recruited:** 330
  - **FY23/24 Total as of February:** 382
- **Under 35 Recruited:** 384
  - **FY23/24 Total as of February:** 312

All genders

# Historical Renewal Rate - All genders

## Renewal Rate by Year (FY2018/19 to FY2022/23):

- **2018/19:** 88.39%
- **2019/20:** 90.38%
- **2020/21:** 91.98%
- **2021/22:** 90.35%
- **2022/23:** 90.58%

All genders

# Tenure Report

## FY2024/2025 - All genders

### Tenure by Groups:

Tenure Group	# of Individuals	Percentage (%)
< 1 year	2,663	13.95%
1-2 years	4,639	24.30%
3-5 years	4,182	21.90%
6-10 years	4,299	22.52%
11+ years	3,310	17.34%

### Tenure Statistics:

- **Average Tenure:** 6.18 years
- **Median Tenure:** 4.40 years
- **Longest Tenure:** 38.17 years
- **Total Tenure:** 118,132 years

### Renewal Rate by Tenure (FY2024/2025):

<b>Rounded Tenure (Years)</b>	<b>Retention (%)</b>
0	8%
1	33%
2	89%
3	93%
4	91%
5	90%
6	93%
7	94%
8	94%
9	95%
10	94%
11	94%
12	96%
13	95%
14	93%
15	93%
16	95%
17	96%
18	93%
19	96%
20	93%
21	97%
22	97%
23	98%
24	95%
25	97%
26	97%
27	88%
28	89%
29	100%
30	100%

<b>Rounded Tenure (Years)</b>	<b>Retention (%)</b>
<b>31</b>	90%
<b>32</b>	75%
<b>33</b>	50%
<b>34</b>	89%
<b>35</b>	86%

## **Total Tenure by Fiscal Year:**

- **FY2019/20:** 133,743 years
- **FY2020/21:** 138,425 years
- **FY2021/22:** 136,626 years
- **FY2022/23:** 134,878 years
- **FY2023/24:** 130,137 years

All genders

# Current Member Demographics - All genders

## Members Under/Over 35:

- **Members 35 and older:** 91%
- **Members under 35:** 9%

## Members by Age Group:

- **Under 35**
- **35-42**
- **43-49**
- **50-56**
- **57+**

## Age Statistics:

- **Average Age:** 45.55 years
- **Median Age:** 45.00 years

## Members by Gender:

- **Male:** 84%
- **Female:** 16%



All genders

# Member Company Information FY2024/2025 - All genders

## Top Industries:

- Manufacturing
- Professional, Scientific, and Technical Services
- Other Services (except Public Administration)
- Real Estate
- Construction Services
- Health/Medical Services
- Computer/Software
- Consulting Services
- Food/Beverage

## Employment Statistics:

- Total Full-Time Employees (FTE): 9M
- Average FTE per Company: 312
- Median FTE per Company: 25

## Sales Data:

- Total Sales: \$710 billion
- Average Sales per Company: \$24 million
- Median Sales per Company: \$4 million

All genders

# Product Engagement Report FY2024/2025 - All genders

## Forum Placement:

- **Placed:** 71%
- **Not Placed:** 21%
- **Opted Out:** 8%
- **Average Days - Forum Placed:** 364
- **Average Days - Not Yet Forum Placed:** 1,236

## Moderator Training:

- **Yes:** 52%
- **No:** 48%

## Event Attendance:

- **% of Members Attended 1+ Events (Any):** 64%
- **% of Members Attended 1+ Events by Event Scope:**
  - **Chapter Event:** 56%
  - **Global Event:** 23%
  - **MYEO Event:** 14%

# Event and Registration Statistics:

## # Events and Registrations by Event Scope:

- **Chapter Event:** 66,981 registrations | 3,039 events
- **Global Event:** 7,692 registrations | 112 events
- **MYEO Event:** 5,387 registrations | 598 events

## Voucher Usage:

- **Used:** 252
- **Not Used:** 4,457

## # of Registrations by Month and Event Scope:

- Events categorized into Chapter Event, Global Event, and MYEO Event, showing trends across months from July to June.

## # Events by Type:

1. **Learning:** 1,353
2. **Social:** 583
3. **Accelerator:** 310
4. **Other:** 192
5. **Lifestyle:** 183

6. **Athletics:** 156
7. **Forum Programs:** 133
8. **Gathering:** 128
9. **Family:** 119
10. **Chapter Board:** 100
11. **Business:** 94
12. **Retreat:** 83
13. **Social Retreat:** 75
14. **Multi-Chapter:** 62
15. **Forum:** 45
16. **Executive Education:** 37
17. **Regional Exchange:** 36
18. **Workshop/Training:** 11
19. **President Meetings:** 7
20. **EO24:** 7
21. **Forum Retreat (Blank):** 4
22. **Social Gathering:** 4
23. **Global Exploration:** 3

**Female**

Female

# Global Membership Overview - Female

## General Statistics:

- **Renewal Rate:** 89.47%
- **Growth Rate (YTD):** 12.98%

## Membership Data:

- **Total Active Members:** 3,011
  - **Primary Members:** 3,008
  - **Non-Primary Members:** 85

Female

# Recruitment

## FY2024/2025 - Female

### New and Rejoin Members by Month:

- **July:** 65 (61 New Members, 4 Rejoin Members)
- **August:** 31 (30 New Members, 1 Rejoin Member)
- **September:** 37 (35 New Members, 2 Rejoin Members)
- **October:** 52 (51 New Members, 1 Rejoin Member)
- **November:** 32 (31 New Members, 1 Rejoin Member)
- **December:** 23 (23 New Members, 0 Rejoin Members)
- **January:** 54 (52 New Members, 2 Rejoin Members)
- **February:** 38 (37 New Members, 1 Rejoin Member)

### Total Recruitment Statistics:

- **Total Recruited:** 332
  - **FY23/24 Total as of February:** 382
- **Women Recruited:** 332
  - **FY23/24 Total as of February:** 382
- **Under 35 Recruited:** 48

Female

# Historical Renewal Rate - Female

## Renewal Rate by Year (FY2018/19 to FY2022/23):

- **2018/19:** 88.00%
- **2019/20:** 89.12%
- **2020/21:** 91.02%
- **2021/22:** 88.61%
- **2022/23:** 89.74%

Female

# Tenure Report

## FY2024/2025 - Female

### Tenure by Groups:

Tenure Group	# of Individuals	Percentage (%)
< 1 year	472	15.68%
1-2 years	836	27.76%
3-5 years	707	23.48%
6-10 years	631	20.96%
11+ years	365	12.12%

### Tenure Statistics:

- **Average Tenure:** 5.30 years
- **Median Tenure:** 3.66 years
- **Longest Tenure:** 34.17 years
- **Total Tenure:** 15,983 years

### Renewal Rate by Tenure (FY2024/2025):

Rounded Tenure (Years)	Retention (%)
------------------------	---------------

<b>0</b>	8%
<b>1</b>	28%
<b>2</b>	89%
<b>3</b>	93%
<b>4</b>	90%
<b>5</b>	89%
<b>6</b>	93%
<b>7</b>	93%
<b>8</b>	95%
<b>9</b>	96%
<b>10</b>	91%
<b>11</b>	97%
<b>12</b>	94%
<b>13</b>	97%
<b>14</b>	100%
<b>15</b>	95%
<b>16</b>	91%
<b>17</b>	100%
<b>18</b>	100%
<b>19</b>	98%
<b>20</b>	89%
<b>21</b>	94%
<b>22</b>	96%
<b>23</b>	100%
<b>24</b>	96%
<b>25</b>	100%
<b>26</b>	100%
<b>27</b>	100%
<b>28</b>	100%
<b>29</b>	100%
<b>32</b>	100%

# Total Tenure by Fiscal Year:

- **FY2019/20:** 17,438 years
- **FY2020/21:** 18,356 years
- **FY2021/22:** 18,425 years
- **FY2022/23:** 18,361 years
- **FY2023/24:** 17,852 years

Female

# Current Member Demographics - Female

## Members Under/Over 35:

- **Members  $\geq$  35 years:** 92%
- **Members  $<$  35 years:** 8%

## Members by Age Group:

- **$<$  35 years**
- **35-42 years**
- **43-49 years**
- **50-56 years**
- **57+ years**

## Age Statistics:

- **Average Age:** 46.19 years
- **Median Age:** 46.00 years

Female

# Member Company Information FY2024/2025 - Female

## Top Industries:

1. **Manufacturing**
2. **Professional, Scientific, and Technical Services**
3. **Other Services (except Public Administration)**
4. **Health/Medical Services**
5. **Health Care and Social Assistance**
6. **Food/Beverage**
7. **Marketing/PR**
8. **Education/Training**
9. **Consulting Services**

## Employment Statistics:

- **Total Full-Time Employees (FTE):** 1M
- **Average FTE per Company:** 250
- **Median FTE per Company:** 19

## Sales Data:

- **Total Sales:** \$88 billion
- **Average Sales per Company:** \$19 million
- **Median Sales per Company:** \$3 million

Female

# Product Engagement Report FY2024/2025 - Female

## Forum Placement:

- **Placed:** 67%
- **Not Placed:** 25%
- **Opted Out:** 9%
- **Average Days - Forum Placed:** 260
- **Average Days - Not Yet Forum Placed:** 959

## Moderator Training:

- **Yes:** 51%
- **No:** 49%

## Event Attendance:

- **% of Members Attended 1+ Events (Any):** 70%
- **% of Members Attended 1+ Events by Event Scope:**
  - **Chapter Event:** 60%
  - **Global Event:** 31%
  - **MYEO Event:** 18%

# Event and Registration Statistics:

## # Events and Registrations by Event Scope:

- **Chapter Event:** 13,262 registrations | 2,455 events
- **Global Event:** 1,711 registrations | 102 events
- **MYEO Event:** 1,231 registrations | 345 events

## Voucher Usage:

- **Used:** 45
- **Not Used:** 834

## # of Registrations by Month and Event Scope:

- Events categorized into Chapter Event, Global Event, and MYEO Event, showing trends across months from July to June.

## # Events by Type:

1. **Learning:** 1,145
2. **Social:** 501
3. **Accelerator:** 212
4. **Other:** 141
5. **Lifestyle:** 119

6. **Forum Programs:** 102
7. **Gatherings:** 95
8. **Athletics:** 81
9. **Chapter Board:** 81
10. **Family:** 78
11. **Retreat:** 66
12. **Social Retreat:** 55
13. **Regional Events:** 54
14. **Social Entrepreneurship:** 44
15. **Multi-Chapter:** 31
16. **Executive Education:** 28
17. **Workshops/Training:** 20
18. **Regional Exchange:** 11
19. **President Meetings:** 8
20. **EO24:** 7
21. **Forum Retreat (Blank):** 5
22. **Social Gathering:** 5
23. **Global Exploration:** 3

**Male**

Male

# Global Membership Overview - Male

## General Statistics:

- **Renewal Rate:** 91.12%
- **Growth Rate (YTD):** 11.28%

## Membership Data:

- **Total Active Members:** 16,090
  - **Primary Members:** 16,090
  - **Non-Primary Members:** 386

Male

# Recruitment

## FY2024/2025 - Male

### New and Rejoin Members by Month:

- **July:** 333 (288 New Members, 45 Rejoin Members)
- **August:** 140 (123 New Members, 17 Rejoin Members)
- **September:** 155 (147 New Members, 8 Rejoin Members)
- **October:** 204 (190 New Members, 14 Rejoin Members)
- **November:** 179 (173 New Members, 6 Rejoin Members)
- **December:** 157 (151 New Members, 6 Rejoin Members)
- **January:** 226 (218 New Members, 8 Rejoin Members)
- **February:** 168 (162 New Members, 6 Rejoin Members)

### Total Recruitment Statistics:

- **Total Recruited:** 1,562
  - **FY23/24 Total as of February:** 1,549
- **Women Recruited:** (Blank)
  - **FY23/24 Total as of February:** (Blank)
- **Under 35 Recruited:** 339
  - **FY23/24 Total as of February:** 257

Male

# Historical Renewal Rate - Male

## Renewal Rate by Year (FY2018/19 to FY2022/23):

- **2018/19:** 88.46%
- **2019/20:** 90.61%
- **2020/21:** 92.15%
- **2021/22:** 90.67%
- **2022/23:** 90.74%

Male

# Tenure Report

## FY2024/2025 - Male

### Tenure by Groups:

Tenure Group	# of Individuals	Percentage (%)
< 1 year	2,192	13.62%
1-2 years	3,804	23.64%
3-5 years	3,473	21.58%
6-10 years	3,675	22.84%
11+ years	2,946	18.31%

### Tenure Statistics:

- **Average Tenure:** 6.34 years
- **Median Tenure:** 4.57 years
- **Longest Tenure:** 38.18 years
- **Total Tenure:** 102,287 years

### Renewal Rate by Tenure (FY2024/2025):

Rounded Tenure (Years)	Retention (%)
------------------------	---------------

<b>0</b>	8%
<b>1</b>	34%
<b>2</b>	89%
<b>3</b>	93%
<b>4</b>	92%
<b>5</b>	91%
<b>6</b>	93%
<b>7</b>	94%
<b>8</b>	93%
<b>9</b>	95%
<b>10</b>	95%
<b>11</b>	93%
<b>12</b>	96%
<b>13</b>	95%
<b>14</b>	92%
<b>15</b>	93%
<b>16</b>	95%
<b>17</b>	95%
<b>18</b>	93%
<b>19</b>	96%
<b>20</b>	94%
<b>21</b>	98%
<b>22</b>	97%
<b>23</b>	98%
<b>24</b>	95%
<b>25</b>	97%
<b>26</b>	97%
<b>27</b>	87%
<b>28</b>	88%
<b>29</b>	100%
<b>30</b>	100%

31	90%
32	67%
33	50%
34	88%
35	86%

## Total Tenure by Fiscal Year:

- **FY2019/20:** 116,373 years
- **FY2020/21:** 120,145 years
- **FY2021/22:** 118,294 years
- **FY2022/23:** 116,626 years
- **FY2023/24:** 112,411 years

Male

# Current Member Demographics - Male

## Members Under/Over 35:

- **Members  $\geq$  35 years:** 91%
- **Members  $<$  35 years:** 9%

## Members by Age Group:

- **$<$  35 years**
- **35-42 years**
- **43-49 years**
- **50-56 years**
- **57+ years**

## Age Statistics:

- **Average Age:** 45.44 years
- **Median Age:** 45.00 years

Male

# Member Company Information FY2024/2025 - Male

## Top Industries:

1. **Manufacturing**
2. **Professional, Scientific, and Technical Services**
3. **Other Services (except Public Administration)**
4. **Real Estate**
5. **Construction Services**
6. **Computer/Software**
7. **Financial Services**
8. **Health/Medical Services**
9. **Construction**

## Employment Statistics:

- **Total Full-Time Employees (FTE):** 8M
- **Average FTE per Company:** 324
- **Median FTE per Company:** 29

## Sales Data:

- **Total Sales:** \$622 billion
- **Average Sales per Company:** \$25 million
- **Median Sales per Company:** \$5 million

Male

# Product Engagement Report FY2024/2025 - Male

## Forum Placement:

- **Placed:** 72%
- **Not Placed:** 21%
- **Opted Out:** 7%
- **Average Days - Forum Placed:** 384
- **Average Days - Not Yet Forum Placed:** 1,297

## Moderator Training:

- **Yes:** 52%
- **No:** 48%

## Event Attendance:

- **% of Members Attended 1+ Events (Any):** 63%
- **% of Members Attended 1+ Events by Event Scope:**
  - **Chapter Event:** 55%
  - **Global Event:** 22%
  - **MYEO Event:** 13%

# Event and Registration Statistics:

## # Events and Registrations by Event Scope:

- **Chapter Event:** 54,644 registrations | 2,988 events
- **Global Event:** 6,154 registrations | 111 events
- **MYEO Event:** 4,202 registrations | 550 events

## Voucher Usage:

- **Used:** 203
- **Not Used:** 3,639

## # of Registrations by Month and Event Scope:

- Events categorized into Chapter Event, Global Event, and MYEO Event, showing trends across months from July to June.

## # Events by Type:

1. **Learning:** 1,346
2. **Social:** 573
3. **Accelerator:** 299
4. **Other:** 183
5. **Lifestyle:** 168
6. **Forum Programs:** 146

7. **Gatherings:** 126
8. **Athletics:** 121
9. **Chapter Board:** 116
10. **Family:** 98
11. **Retreat:** 90
12. **Social Retreat:** 84
13. **Regional Events:** 66
14. **Social Entrepreneurship:** 61
15. **Multi-Chapter:** 46
16. **Executive Education:** 36
17. **Workshops/Training:** 30
18. **Regional Exchange:** 11
19. **President Meetings:** 7
20. **EO24:** 7
21. **Forum Retreat (Blank):** 5
22. **Social Gathering:** 4
23. **Global Exploration:** 3