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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

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):

Rounded Tenure (Years)	Retention (%)
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%

Rounded Tenure (Years)	Retention (%)
31	90%
32	75%
33	50%
34	89%
35	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%

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

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 (%)

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

34	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

Current Member Demographics - Female

Members Under/Over 35:

- **Members ≥ 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

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

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

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

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 (%)

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

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