Net Promoter Score

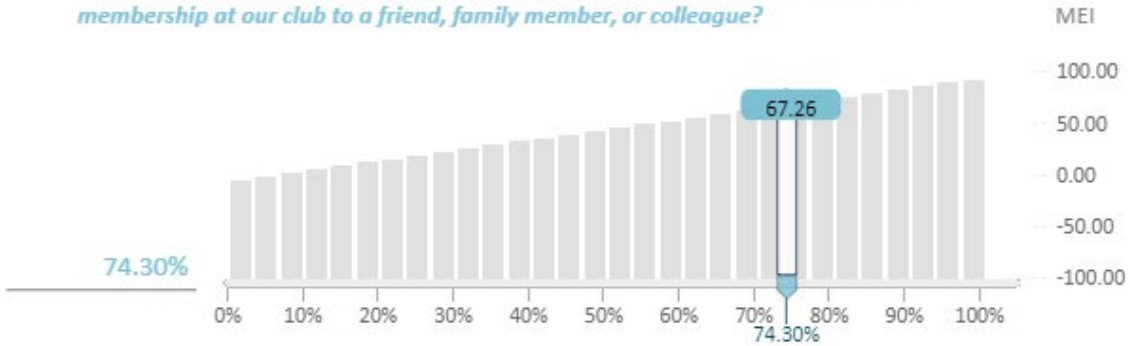
Actual Value | Projection

Club's **Net Promoter Score®** 67.26

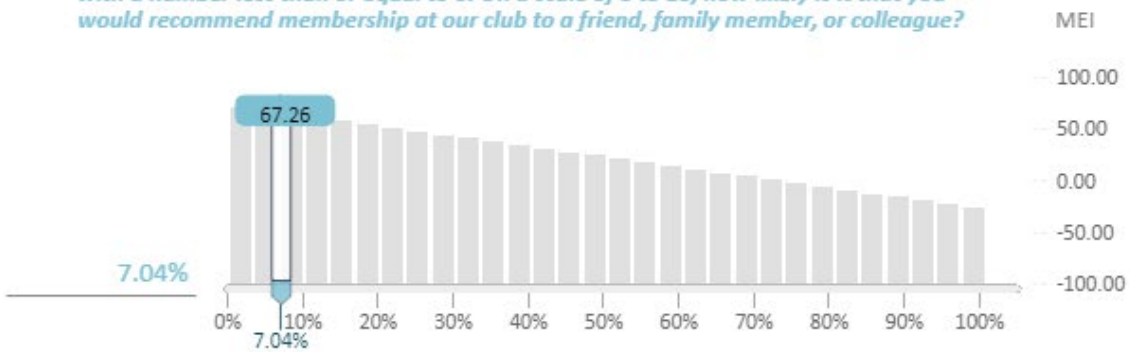
Net Promoter Score®

Average of 284 member responses received for the period.

PROMOTERS: The percentage of respondents who answered the following question with a 9 or 10: On a scale of 0 to 10, how likely is it that you would recommend membership at our club to a friend, family member, or colleague?



DETRACTORS: The percentage of respondents who answered the following question with a number less than or equal to 6: On a scale of 0 to 10, how likely is it that you would recommend membership at our club to a friend, family member, or colleague?



Net Promoter Score® *is a customer loyalty metric based on a direct question: How likely is it that you would recommend our club to a friend or colleague? The scoring for this answer is most often based on a 0 to 10 scale.*

Promoters *are those who respond with a score of 9 or 10 and are considered loyal enthusiasts.* ***Detractors*** *are those who respond with a score of 0 to 6 - unhappy customers. Scores of 7 and 8 are passives, and they only count towards the total number of respondents, but do not directly affect the formula.* ***NPS® is calculated by subtracting the percentage of customers who are Detractors from the percentage of customers who are Promoters.***

NPS® can be as low as -100 (everybody is a detractor) or as high as +100 (everybody is a promoter). ***An NPS® that is positive (i.e., higher than zero) is felt to be good, and an NPS® of +50 is excellent.***

Net Promoter, Net Promoter System, Net Promoter Score, NPS and the NPS-related emoticons are registered trademarks of Bain & Company, Inc., Fred Reichheld and Satmetrix Systems, Inc.