

# EAA Chapter Member Survey Summary



**April 2020**



## Executive Summary

The following report is a **review of the aggregate results from the 2019 chapter member survey**. **Your chapter scores will differ from the following results**. Within this document, you will see a high-level overview of the survey and what your chapter can learn from the aggregate results.

The summary begins with a breakdown of members who are not chapter members. Here you will learn about why they have not joined a chapter, but what might convince them to join a chapter. Additionally, you will learn about why former members left their chapter. This section will provide insight into how your chapter can potentially recruit new chapter members.

Next, you will begin to learn about what current members are saying about their chapter experience. In addition, there are responses that cover how members learned about their local chapter. These sections will provide insight into how your chapter can improve recruitment and retention of members.

The section pertaining to the question that asked, *“How likely is it that you would recommend your EAA Chapter?”* (pages 8 to 10) is one of the most important sections of this summary, due to the importance of the question and how it relates to other information throughout the survey. This question measures the Net Promoter Score (NPS) of your chapter and will give you direct insight into how members feel about your chapter.

You will also find an overview of chapter activities. This section compares how active chapters are in specific activities versus how important members find these activities. Specifically highlighted are the activities chapter members are looking to engage in more.

A measure of chapter meeting satisfaction is also included in the summary. A review of the scores given and what they mean for chapters is covered in this section. Be sure you do not miss this section, as it highlights the importance of quality monthly chapter programs.

To close out this review, chapter member demographics are reported. These demographics are viewed graphically alongside the NPS, to show the correlation between the two data points.

While reviewing this report, please remember that these are the aggregate results for all EAA chapters, and that your chapter's results, found in the excel workbook which was sent to you, will differ from those within this report.

## Reading Your Chapter's Results

Your chapter's results are included in the attached excel workbook titled "Individual Chapter Survey Results." Within this workbook, there are three spreadsheets (tabs). Here is what you will find in each spreadsheet and how to open your chapter's specific results.



Summary Results: This tab contains the following four questions.

- On a scale of 0 to 10, how likely are you to recommend your chapter to a colleague or friend? This question measures your chapter's Net Promoter Score (NPS) (see page 8 of the survey summary). Select your chapter by using the drop down in cell B2. *Instructions found below.*
- On a scale of 1 to 5, how satisfied are you with your chapter's monthly gathering? Select your chapter by using the drop down in cell F2. *Instructions found below*
- Why did you decide to join your chapter? Select your chapter by using the drop down in cell B22. *Instructions found below*
- How did you hear about your chapter? Select your chapter by using the drop down in cell F13. *Instructions found below.*
- On a scale of 1 to 5, how interested are you in aircraft homebuilding? Select your chapter by using the drop down in cell F25. *Instructions found below.*

NPS Why: This tab contains the "why" behind the answer to the question, "On a scale of 0 to 10, how likely are you to recommend your chapter to colleague or friend?"

The chart will display the score given, along with the reason why members gave that score. The numerical score will appear on the left, while the reason for the score will appear in the rows below that number. For example, please see the figure below. The member who scored a 4 stated the reason for the score was "Great active chapter. Building chapter. Flying chapter" while the member who scored a 5 stated the reason for their score was "Most any kind of aviation resource is available to members."

Each answer will be shown in its own cell.

Open ended responses for "Why did you give the score above? (Scale of 0 to 10)"	
Select your Chapter Here --->	EAA Chapter 59 
Score with individual explanations 	
4	
Great active chapter. Building chapter. Flying chapter	
5	
Most any kind of aviation resource is available to members	

Select your chapter's results by using the drop down in cell B2. *Instructions found below.*



Recommendation to Improve Ch.: This tab contains the recommendations for your chapter from members who took the survey. Each member's recommendation is shown in its own cell.

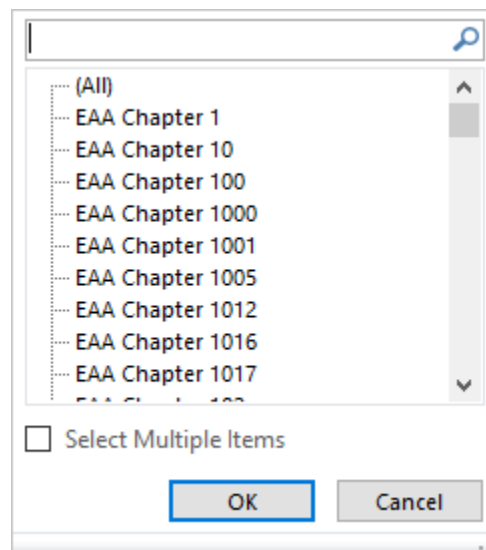
Select your chapter's results by using the drop down in cell B2. *Instructions found below.*

### Cell Filtering Instructions

Click the filter button in the cell to find your chapter. A search box will appear. Type in your chapter number and find your chapter. Double click your chapter name and it will highlight blue. Once highlighted blue, click the "OK" button and your chapter's results will populate.

On a scale of 1 to 10, how likely are you to recommend your chapter to a friend?

Select Your Chapter Here ---> No Chapter Selected



(All)  
EAA Chapter 1  
EAA Chapter 10  
EAA Chapter 100  
EAA Chapter 1000  
EAA Chapter 1001  
EAA Chapter 1005  
EAA Chapter 1012  
EAA Chapter 1016  
EAA Chapter 1017

☐ Select Multiple Items

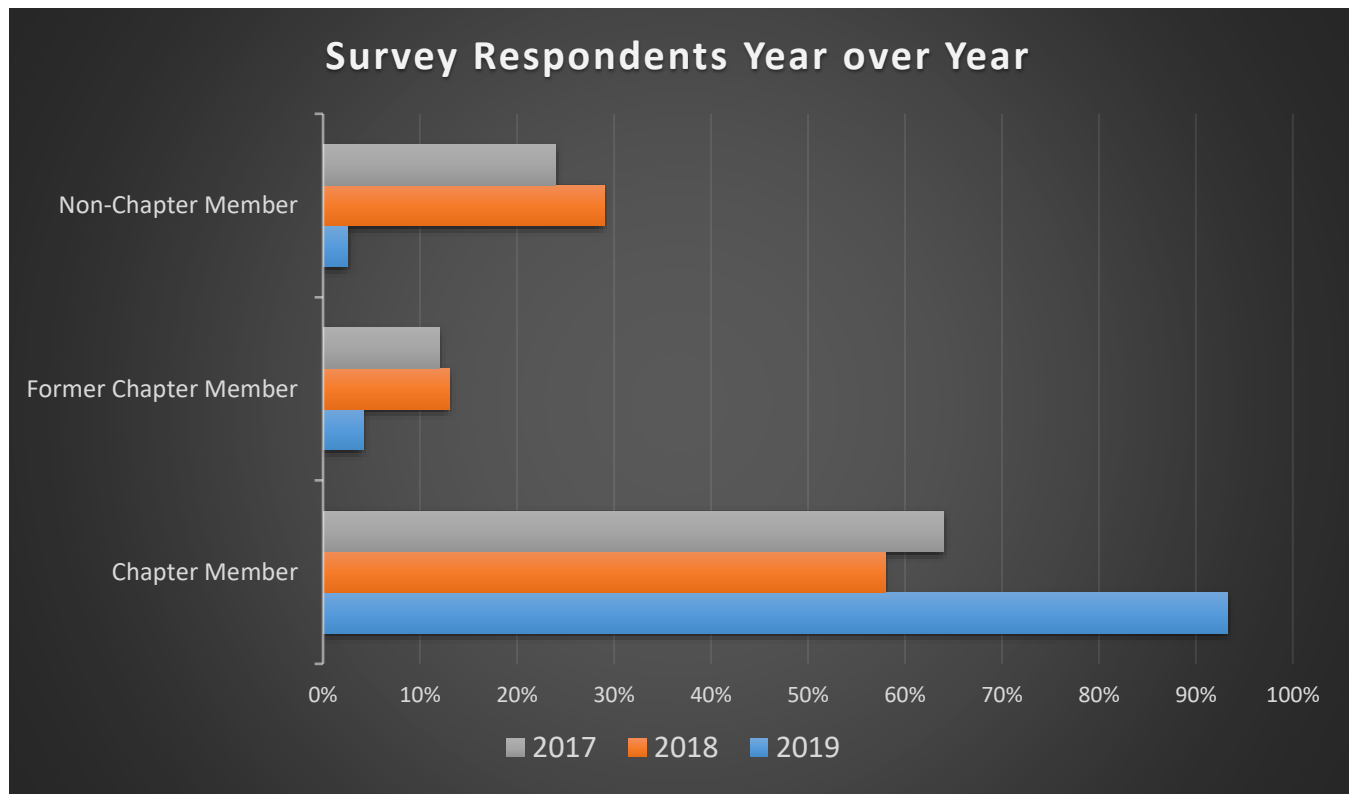
OK Cancel

### Important notes regarding the Individual Chapter Survey Results excel document.

- This document is supported by a number of various excel formulas. To ensure the data remains correct, **please do not edit any cells, other than the chapter selection cells.**
- As your chapter's survey data populates, you may need to widen columns to get a better view of the data.
- When reviewing your chapter's results, consider your chapter's total membership in regards to the number of survey responses received. For chapters with 50 or less members, a minimum of 10 responses is desirable for accurate results. A 20 percent response rate will yield the most accurate results for a chapter with more than 50 members.  
*I.e. a 70-member chapter would want 14 survey responses. (70 x .2 = 14)*
- **If you have any questions, please email [chapters@eaa.org](mailto:chapters@eaa.org) or call 920-426-5912.**

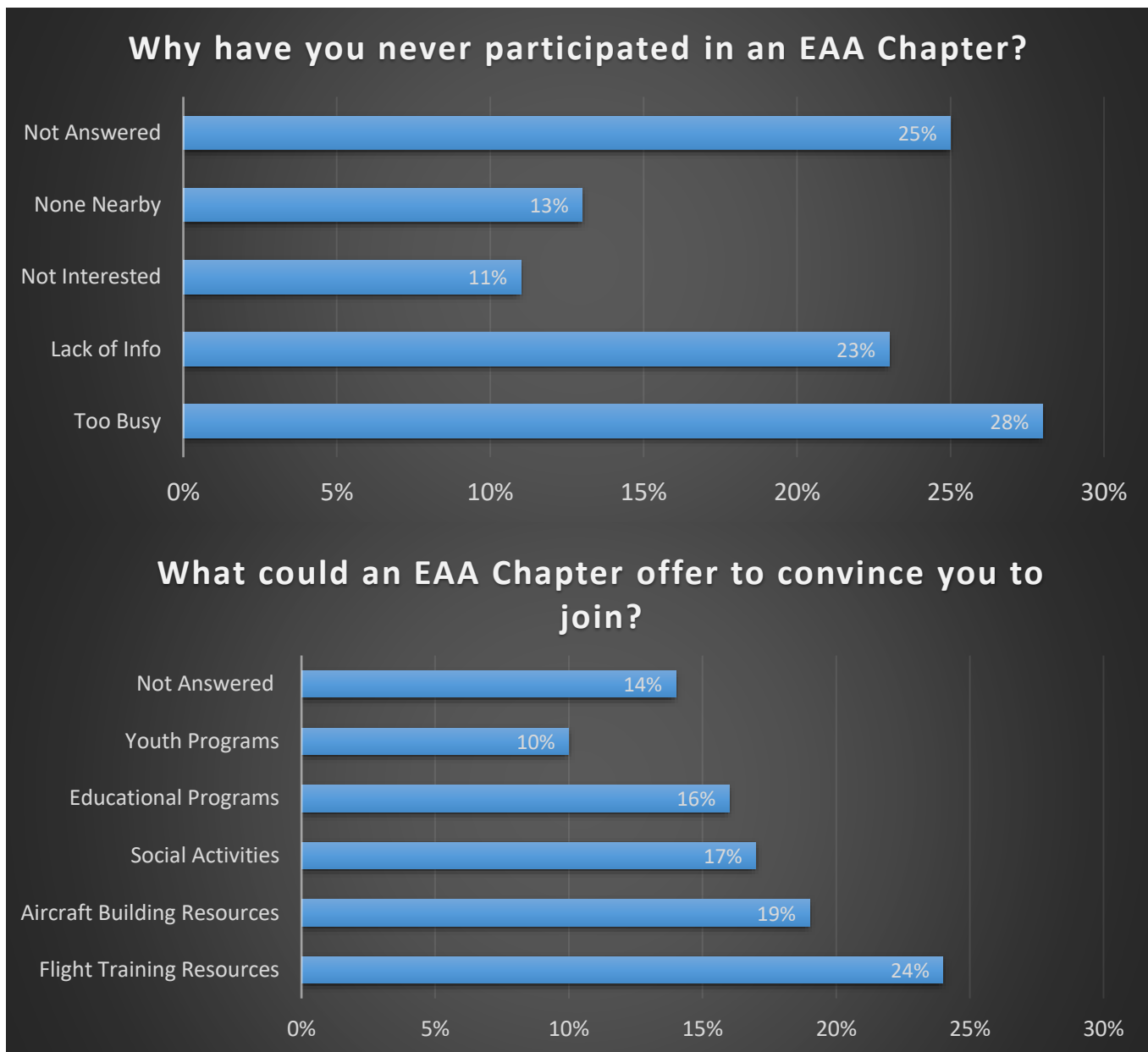
## Who Took the Survey?

Chapter Member Status	Survey Responses
Current Chapter Member	6,549 (93.3%)
Former Chapter Member	290 (4.13%)
Non-Chapter Member	180 (2.57%)
<b>Total</b>	<b>7,019 Members</b>



EAA took a more targeted approach to survey promotion in 2019. Messaging was directed specifically at chapter members; therefore, the feedback from non-chapter members was drastically lower compared to years past when the survey was more widely distributed.

## Non-Chapter Members



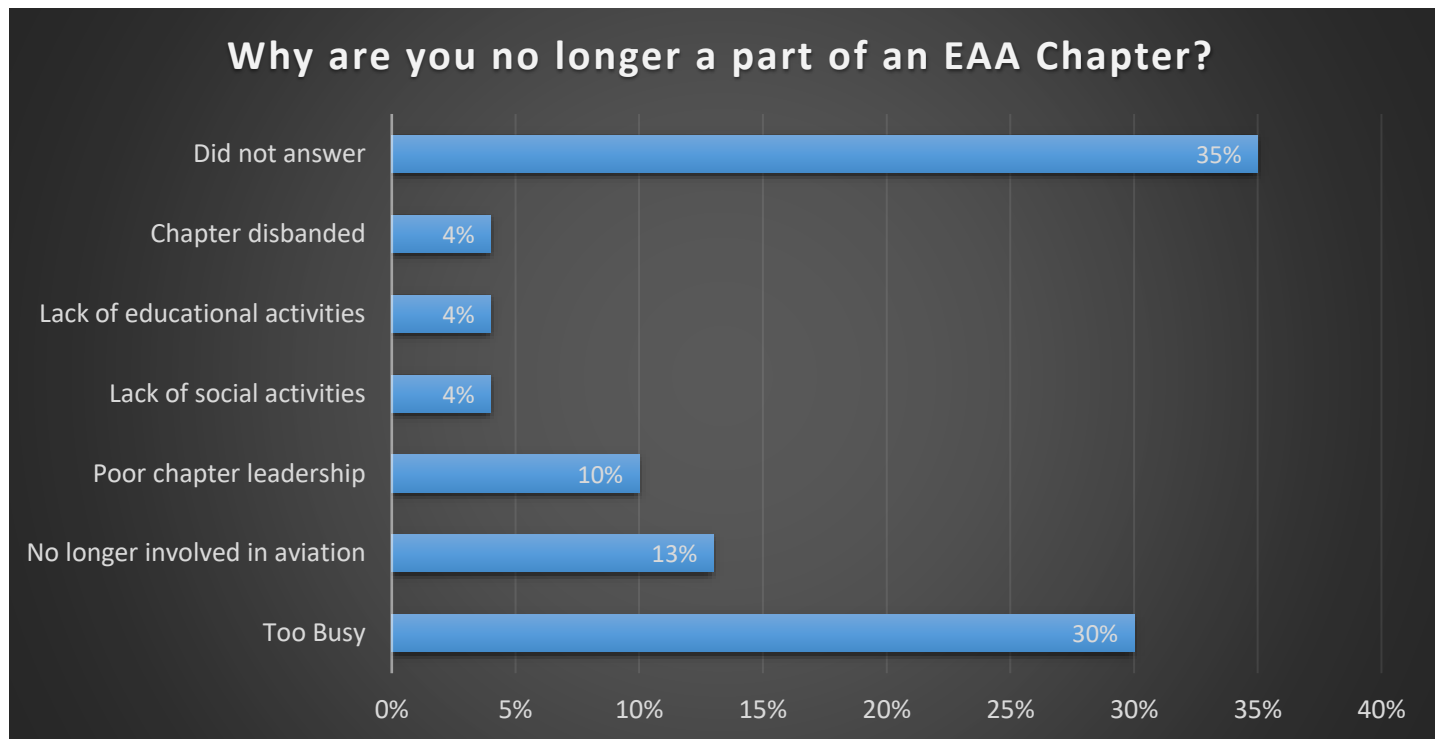
### Takeaways:

There is a large desire for flight training and aircraft building resources. This theme continues throughout the survey. When promoting your chapter, a larger emphasis should be placed on programs such as the following. Please reference page 14 for more details.

- Flying Start
- Flight Advisors/Technical Counselors
- Chapter Tool Crib
- Educational Presentations
- Connections to Flying Club Resources



## Former Chapter Members



### Takeaways:

An EAA member's desire to stay with a chapter boils down to activity and engagement. Although many members live a busy life, they will make time for activities they feel are a priority. Providing meaningful content for members to engage in will lead to those individuals to place a higher priority on EAA chapter activities.



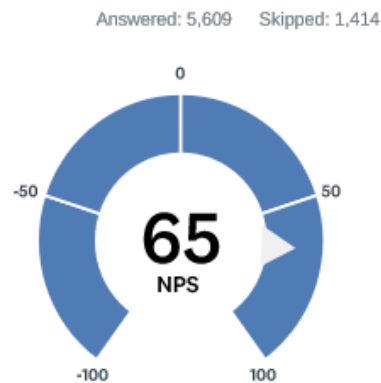
## Current Chapter Members – Net Promoter Score (NPS)

This question is one of the most telling measures of how much your members enjoy your chapter. The score measures the willingness of members to recommend a chapter to others. It is used as a proxy for gauging the customer's overall satisfaction with a product and brand loyalty. This score will be referenced throughout this document.

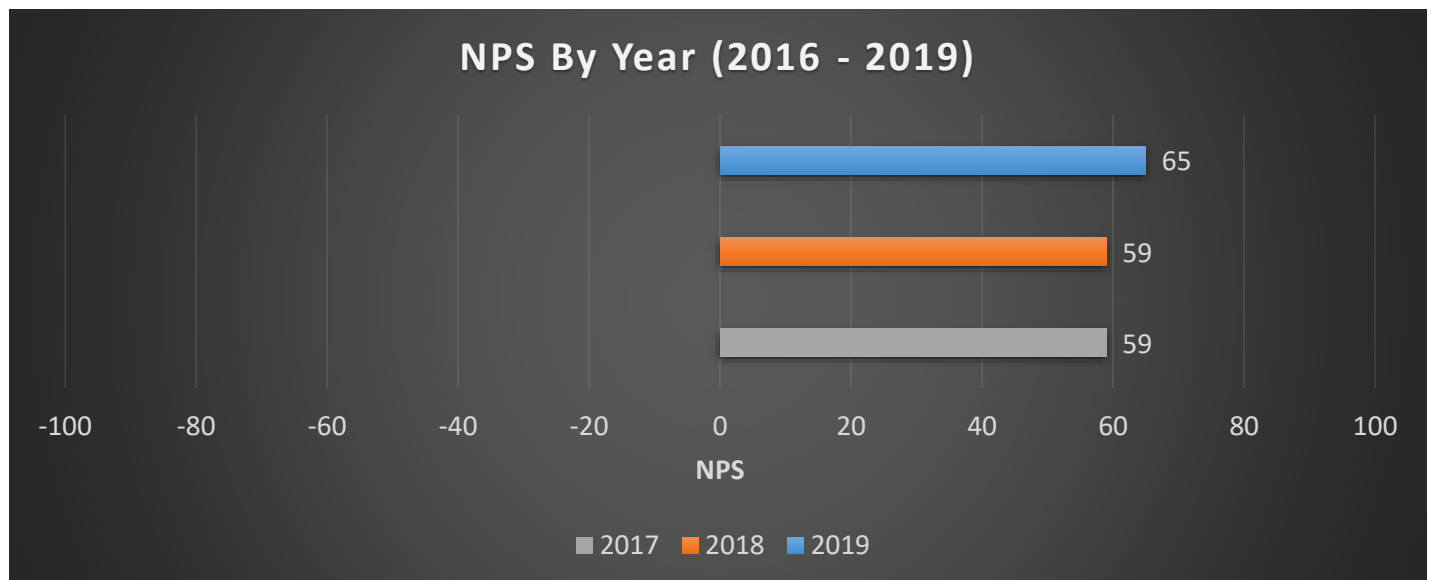
This score, measured by subtracting the detractors (0-6) from the promoters (9-10), is on a scale of -100 to 100. For reference, here are the NPS scores for a number of well-known Fortune 500 companies. United Continental Holdings (-8 NPS), Berkshire Hathaway (-6 NPS), AT&T (15 NPS), Microsoft (45 NPS), Amazon (62 NPS), Starbucks (77 NPS), and Costco (79). (*Consumer Guru*)

EAA AirVenture Oshkosh typically earns an NPS between 78 and 84. Your chapter's NPS is included in the individual chapter results document.

Q12 How likely is it that you would recommend your EAA Chapter to a friend or colleague?



### NPS By Year (2016 - 2019)

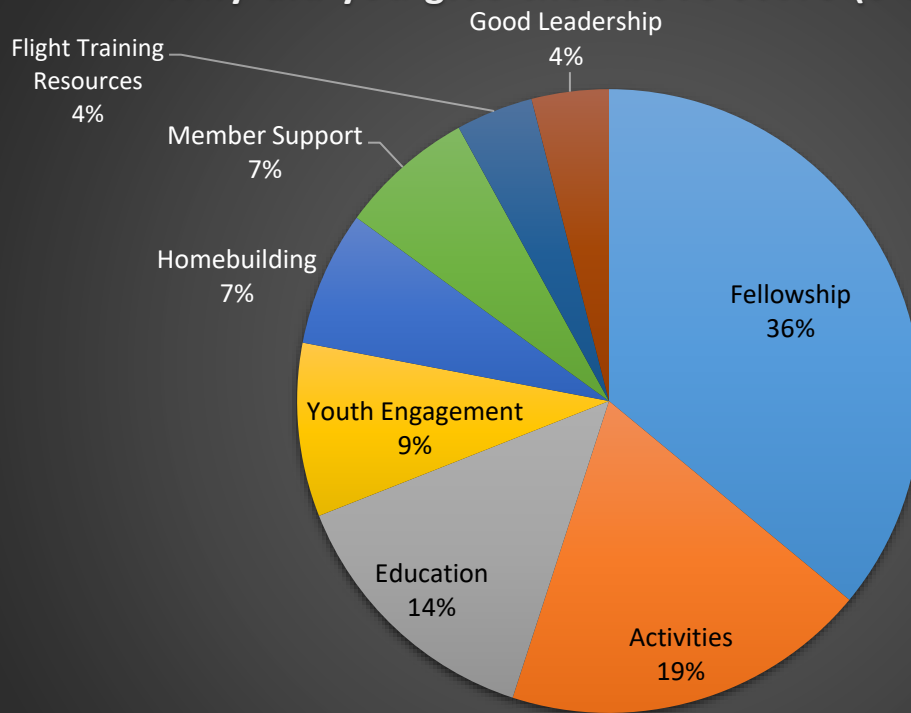


On the next page, you will see a breakdown of why members responded as promoters or detractors. This information is also included on your chapter's individual report.

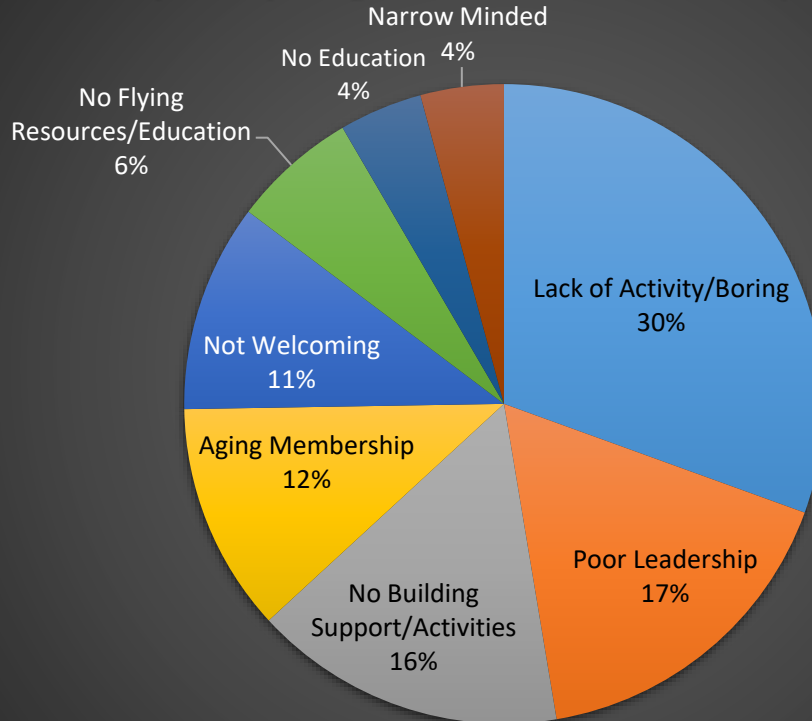




## Why did you give the above score (9 and 10)



## Why did you give the above score (0 to 6)



## NPS Takeaways:

Whether it be why a member would recommend a chapter, why they would join a chapter, or what is lacking from a chapter; across the board, members desire the following:

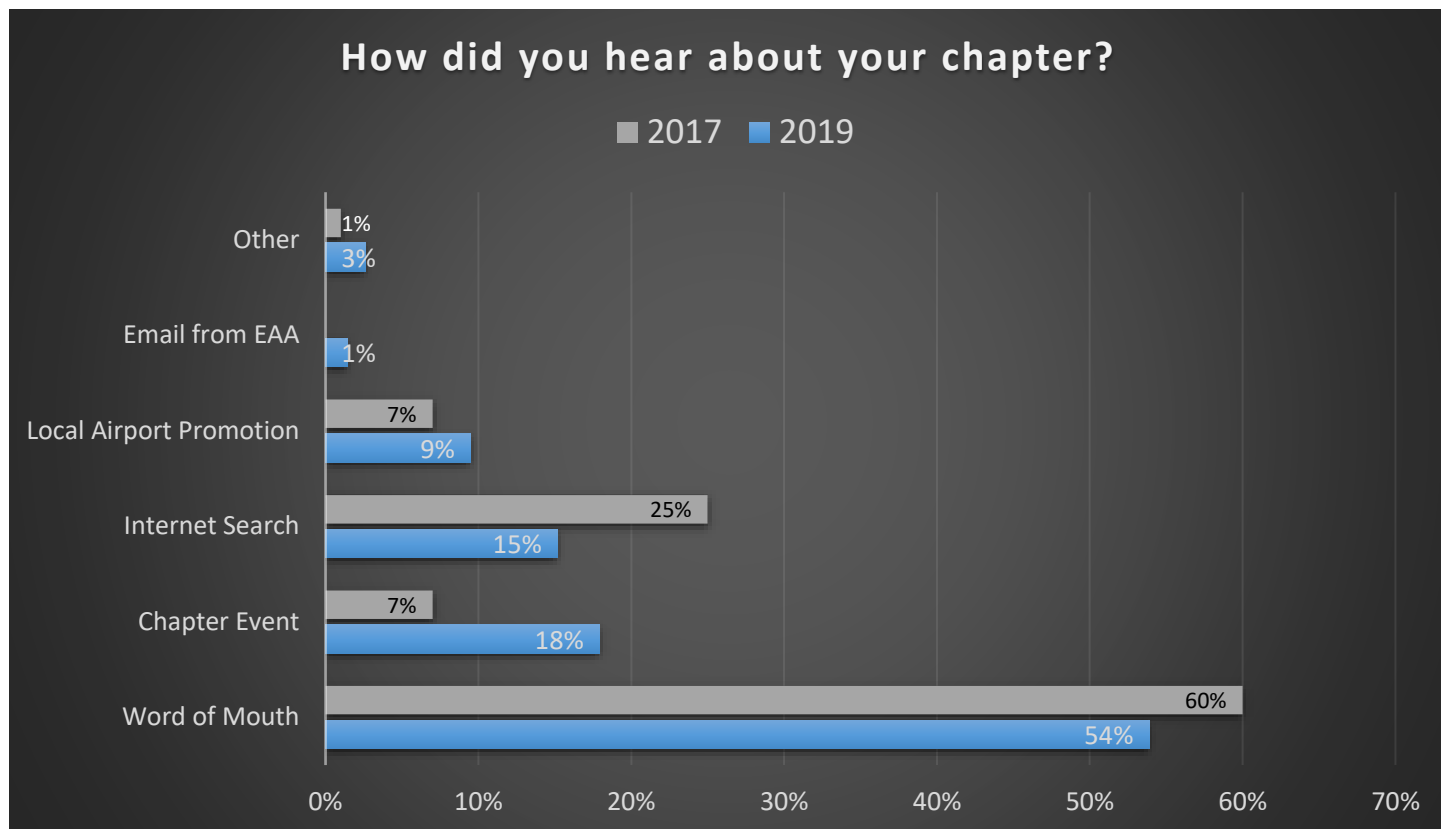
1. Variety of aviation activities
2. Learn to fly resources/pilot proficiency
3. Homebuilding education and support
4. Social comradery and aviation fellowship

Chapter leadership is an issue that is only recognized when it is poor. Great leadership is seldom celebrated, but poor leadership is often criticized. Please keep this in mind as your chapter leadership strives to improve your chapter.

***Individual Chapter's Results*** – You will find your chapter's results in the attached excel workbook, on the sheet titled "Summary Results." In addition, you will find open-ended commentary in the same workbook, but on the sheet titled "NPS Why."

## Current Chapter Members:

### How did you hear about your chapter?



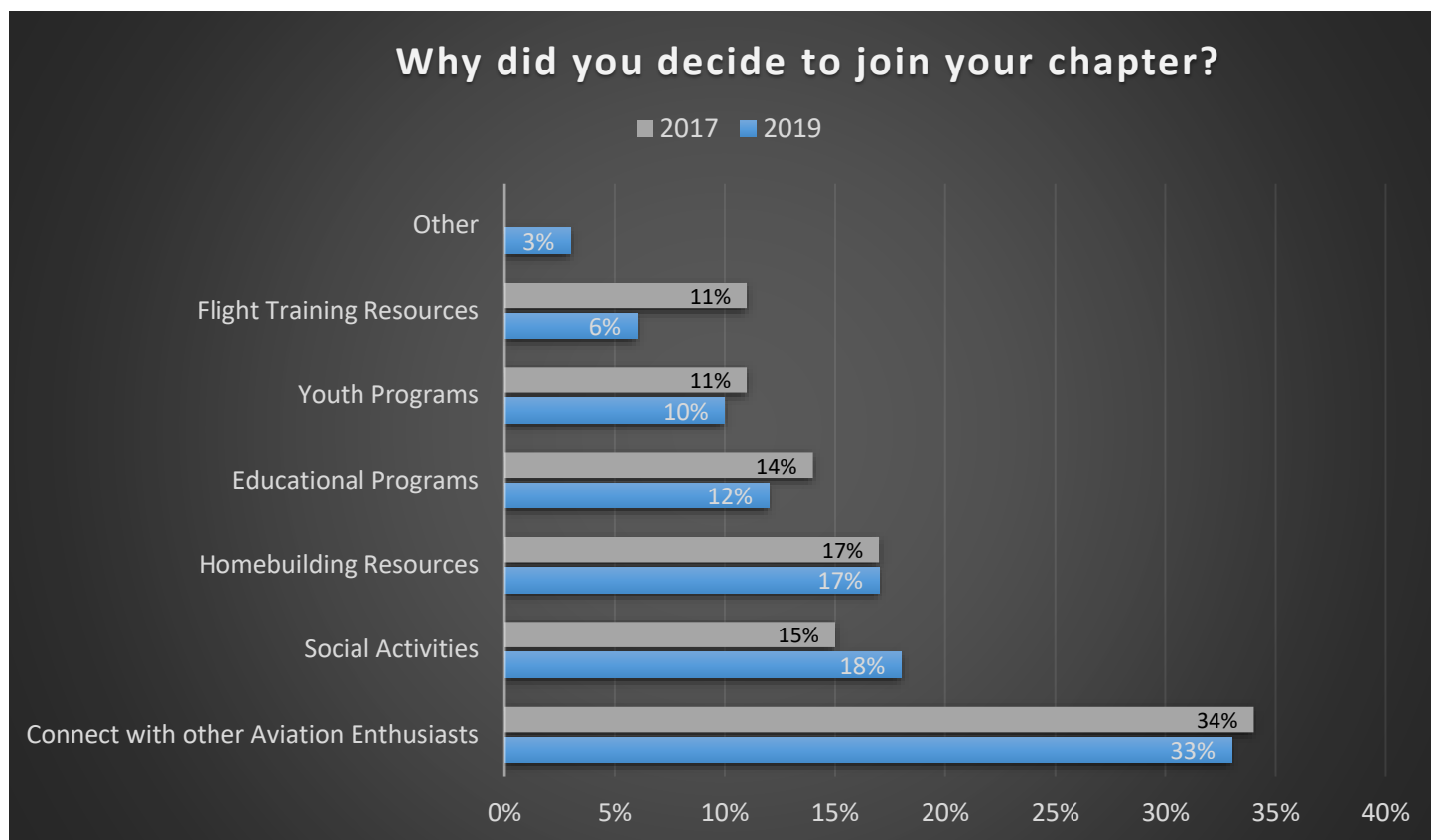
### Takeaways:

Although word of mouth was the most common way that members learned about their chapter, internet research and events are still very important. These results should encourage your chapter to stay active through various events, and to keep the chapter's online presence updated. Keep in mind, whether in person or via the internet, your chapter only has one chance to make a first impression.

**Individual Chapter's Results** – You will find your chapter's results in the attached excel workbook, on the sheet titled "Summary Results."

## Current Chapter Members:

### Why did you decide to join your chapter?

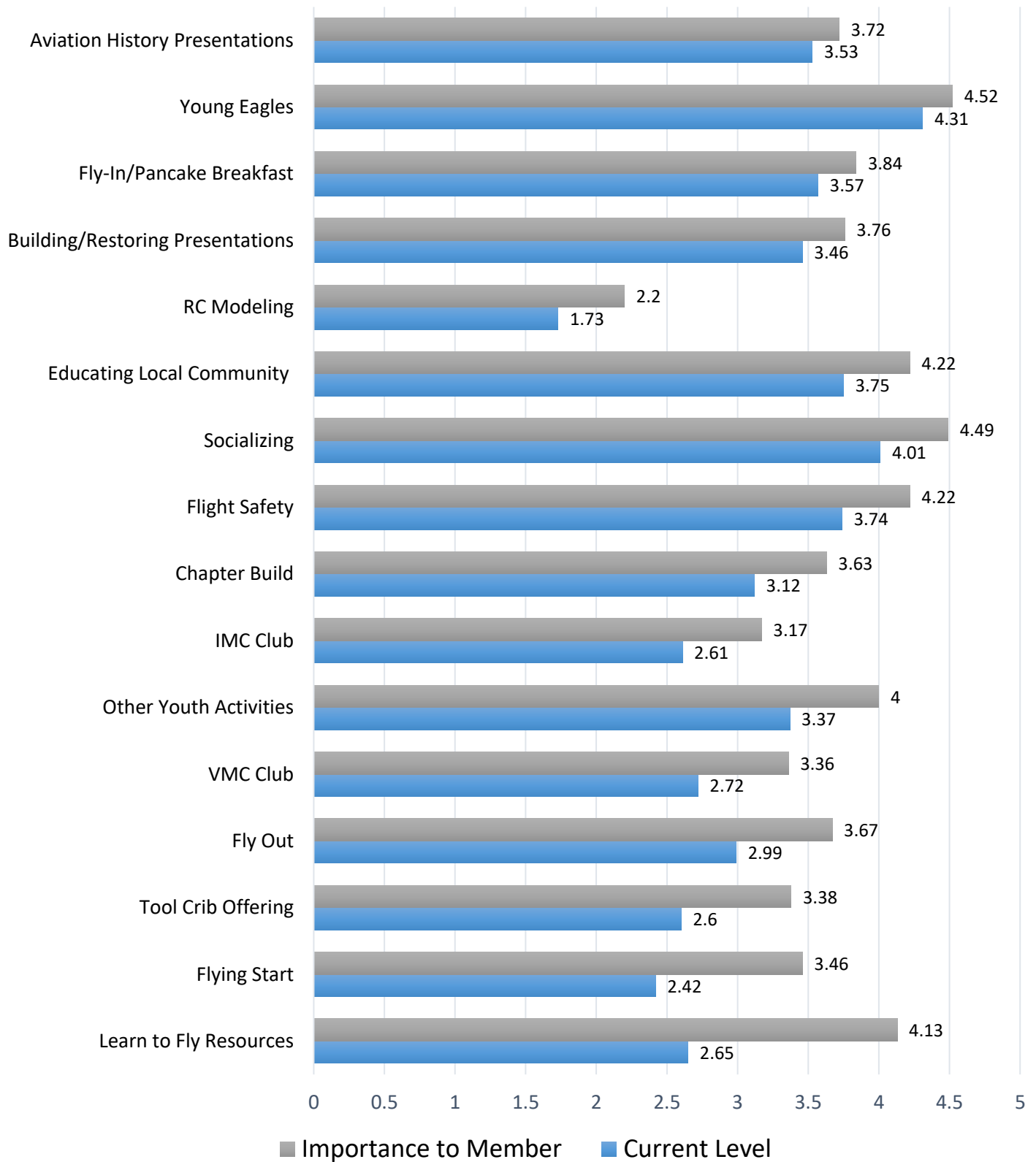


#### Takeaways:

The overwhelming reason why members join a chapter is to connect with others and participate in social activities. When promoting your chapter, it is important to not undersell the value of building relationships with fellow EAAers. Furthermore, educational programs and homebuilding resources remain primary reasons for chapter engagement.

**Individual Chapter's Results** – You will find your chapter's results in the attached excel workbook, on the sheet titled "Summary Results."

## Chapter Activities - Importance to Member vs Current Level of Activity



## Chapter Activities Takeaways:

Across the board, chapter members felt stronger about the importance of a specific activity compared to how active a chapter actually is in that activity. The limited bandwidth of chapter members is the primary reason for this gap. Most of the time, chapters have to be selective when it comes to selecting which activities to participate in.

### What is important to members?

1. Young Eagles – 4.52 out of 5
2. Socializing – 4.49 out of 5
3. Flight Safety – 4.22 out of 5  
Educating the local community about aviation – 4.22 out of 5
4. Learning to fly presentations/resources – 4.13 out of 5
5. Fly-In and Pancake Breakfasts – 3.84 out of 5

### Largest Deltas (Importance vs Current Activity Level)

1. Learning to Fly Resources – 1.48
2. Flying Start – 1.04
3. Tool Cribs – .78
4. Fly Outs – .68
5. VMC Clubs – .64

### Takeaways:

EAA has recently implemented a number of programs that can be adopted by your chapter to address the desires of chapter members.

Flying Start (Learn to Fly Resource) – EAA's Flying Start program allows EAA chapters to welcome and encourage new aviation enthusiasts to the fun, freedom, and accessibility of personal aviation with an open house and short presentation. The presentation is capped off with an EAA Eagle Flight for each attendee.

The goal of the Flying Start program is to provide interested adults a pathway to flight training and involvement with their local EAA chapter. Learn more at [www.EAA.org/FlyingStart](http://www.EAA.org/FlyingStart).

EAA Chapter Tool Crib Program – Goal: Encourage EAA chapters to improve their support of members building and maintaining aircraft. To kick start this support, EAA will match 30 percent of qualified tool purchases up to \$300 per chapter for 2019/2020 until the \$30,000 grant is exhausted.

It is common as an aircraft builder to need a tool for a specific operation that is simply too expensive to justify purchasing for a few uses. This is where an EAA chapter can provide help by having a shared tool program. Learn more at [www.EAA.org/ToolCrib](http://www.EAA.org/ToolCrib).

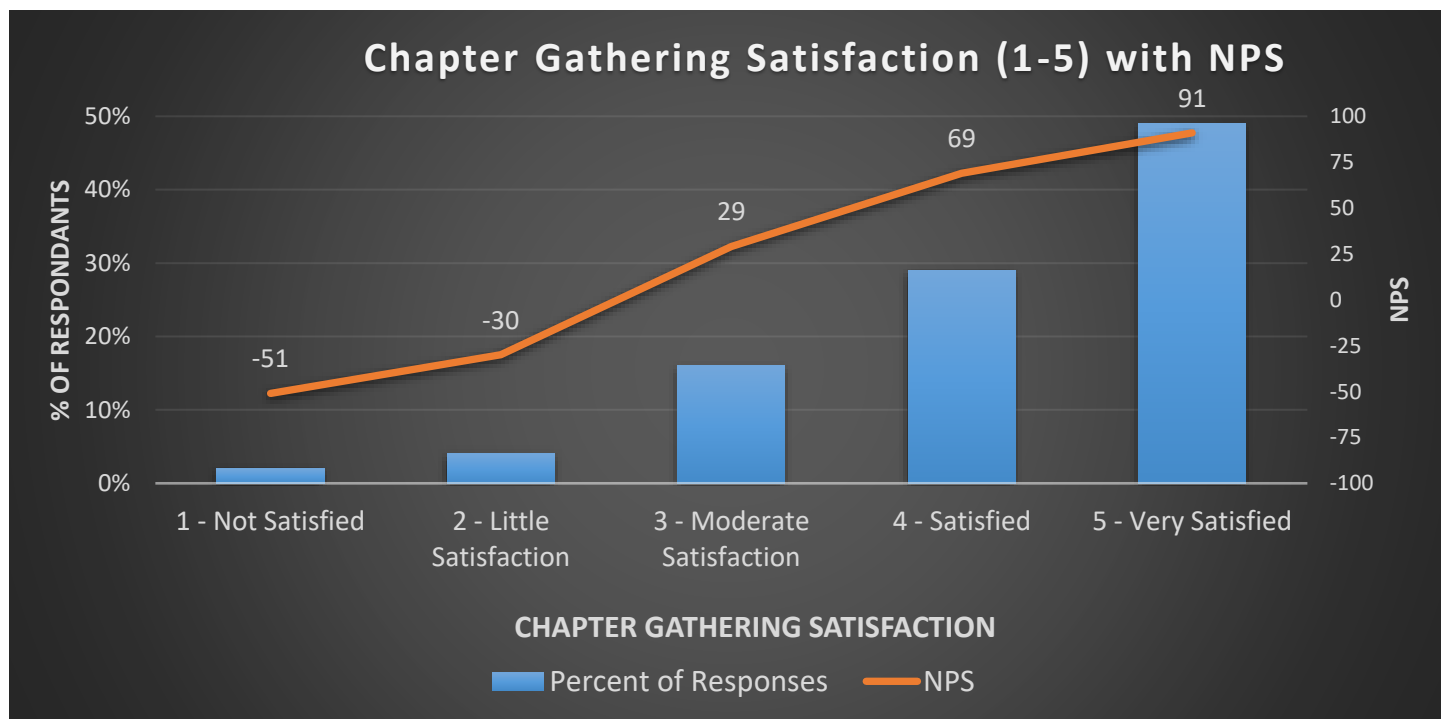
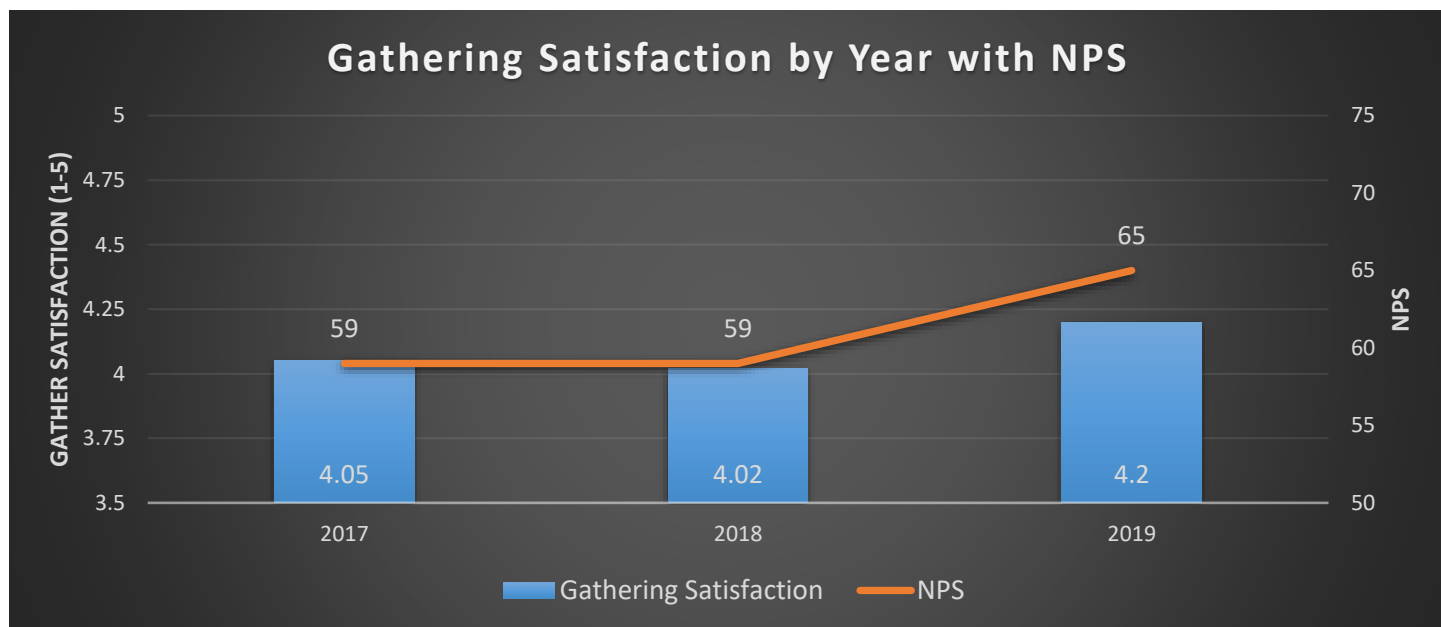
VMC and IMC Clubs – The IMC and VMC Club purpose is to promote flight proficiency, and safety. The intent is to create a community of pilots willing to share information, provide recognition, foster communications, promote safety, and build proficiency in instrument flying. IMC and VMC Club chapters offer monthly meetings in which pilots can network and share knowledge and experiences.

Learn more at [www.EAA.org/IMC](http://www.EAA.org/IMC) or [www.EAA.org/VMC](http://www.EAA.org/VMC).



## Chapter Gathering Satisfaction

Chapter gatherings have always been the primary element of local chapter activities. The following graphs show the correlation between NPS and chapter gathering satisfaction.



### Takeaways:

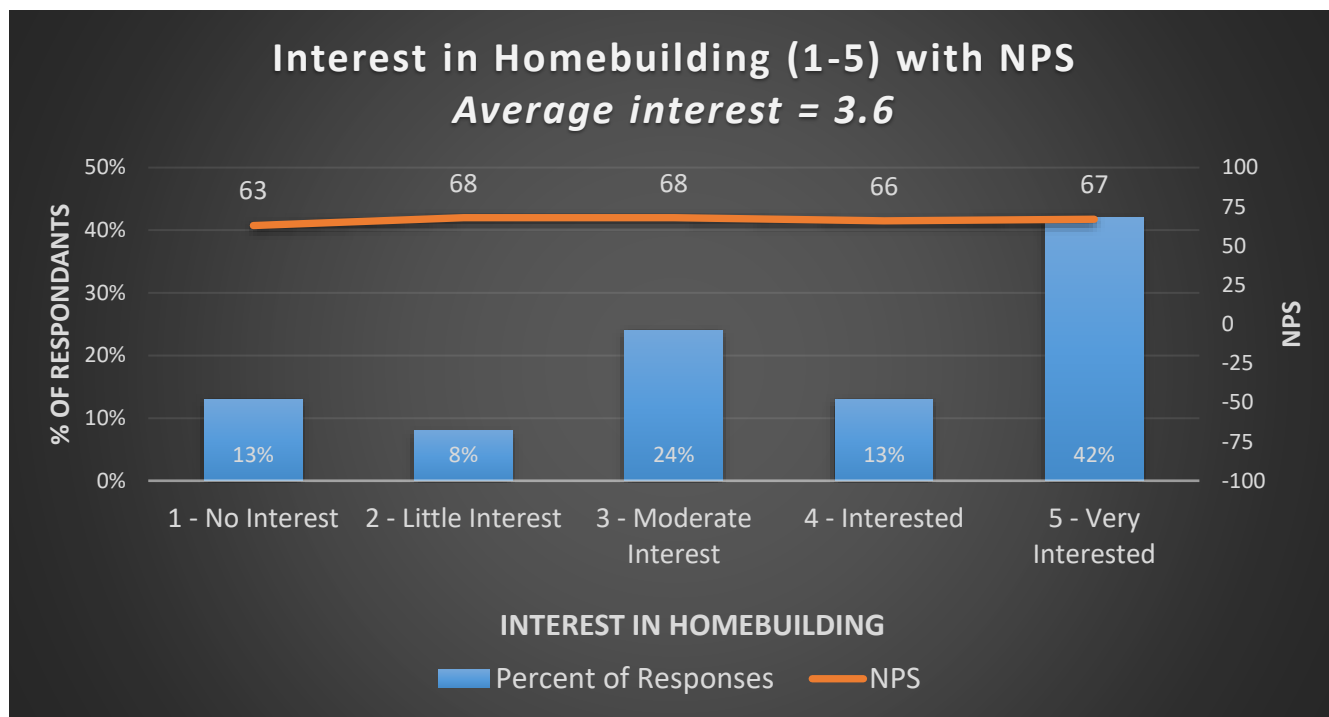
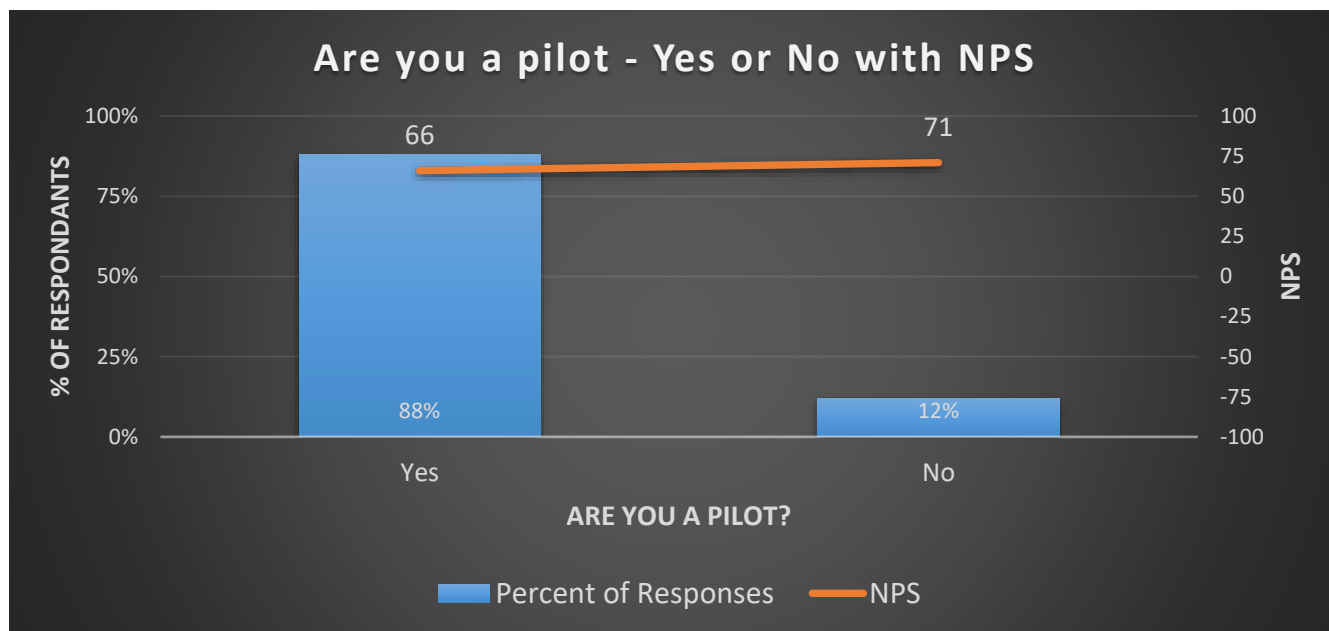
Although there is much focus placed on “other” chapter activities, it is imperative to ensure the same level of attention is placed on monthly gatherings. Ways to enhance chapter gatherings include coordinating a meal, seeking out an interesting presenter, etc. Chapter members who enjoy their monthly gatherings are wringing the most value out of their chapter membership. It is vital to host quality monthly gatherings.



## Flying and Homebuilding

EAA wanted to understand if flying or aircraft building correlated to chapter's NPS.

Although the vast majority of chapter members are pilots (88 percent ), there was little difference in the chapter's NPS. Interest in homebuilding also had little correlation with NPS.

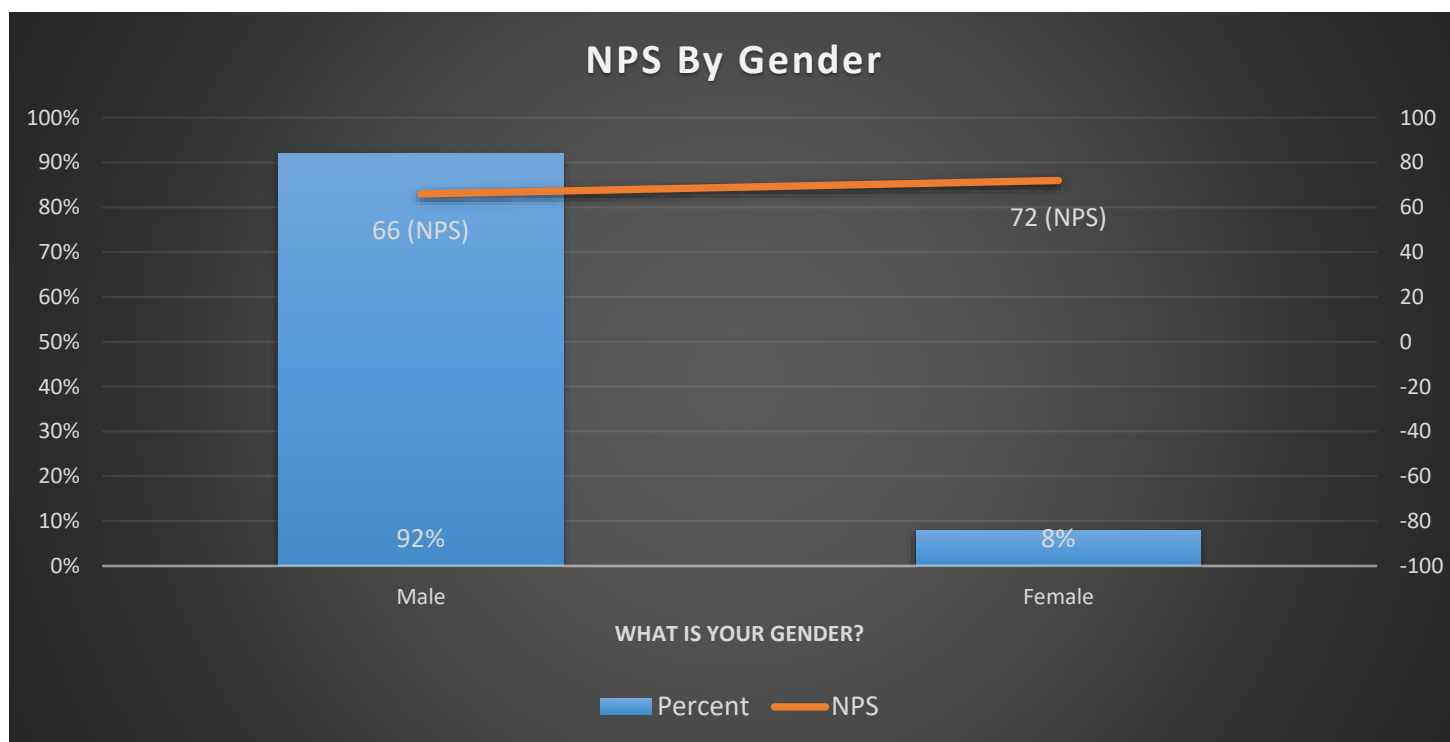
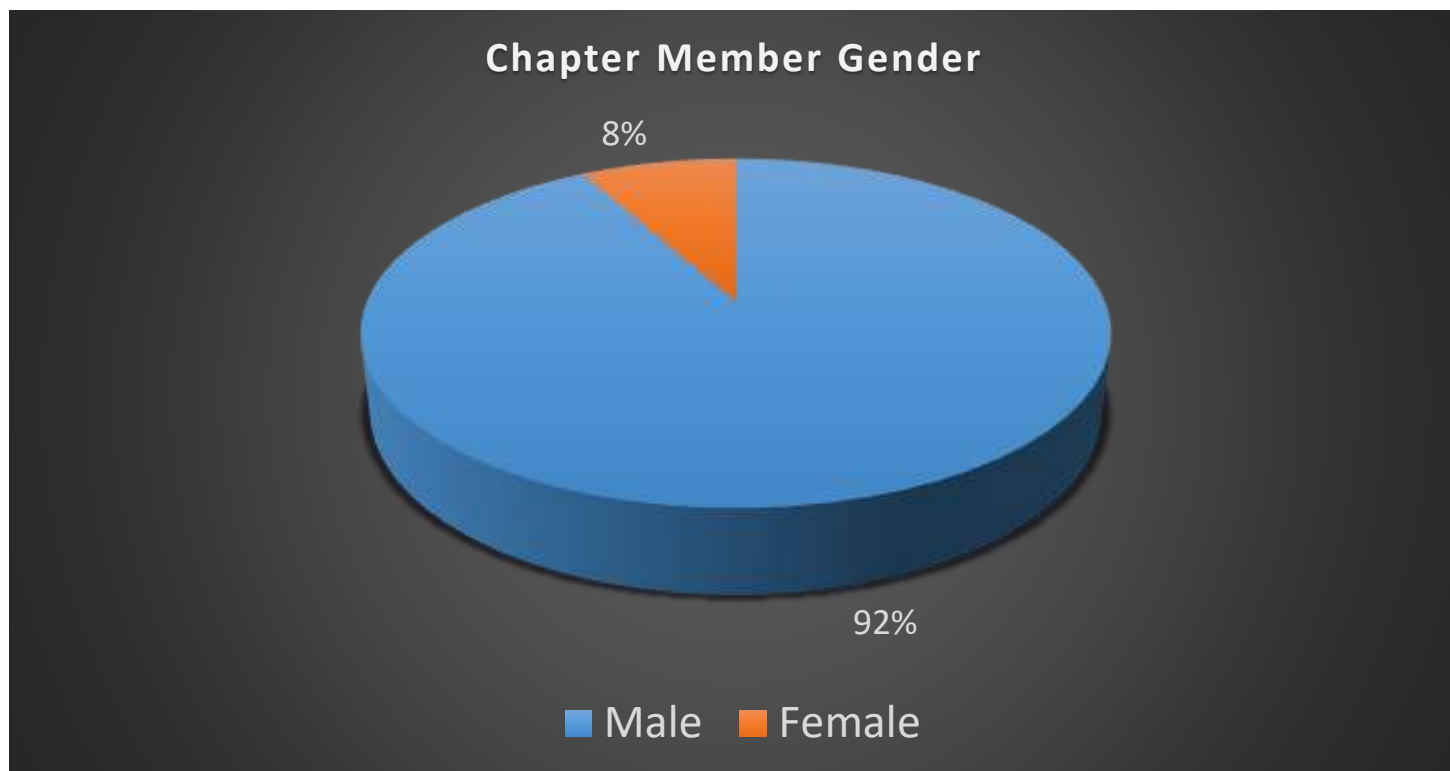


### Takeaways:

Although there was no correlation between interest in homebuilding and NPS, it is important to note that **more than half the chapter network is significantly interested in homebuilding**. This information, along with interests of members shared earlier, should be accounted for when planning chapter activities.



## Demographics of Current Chapter Members

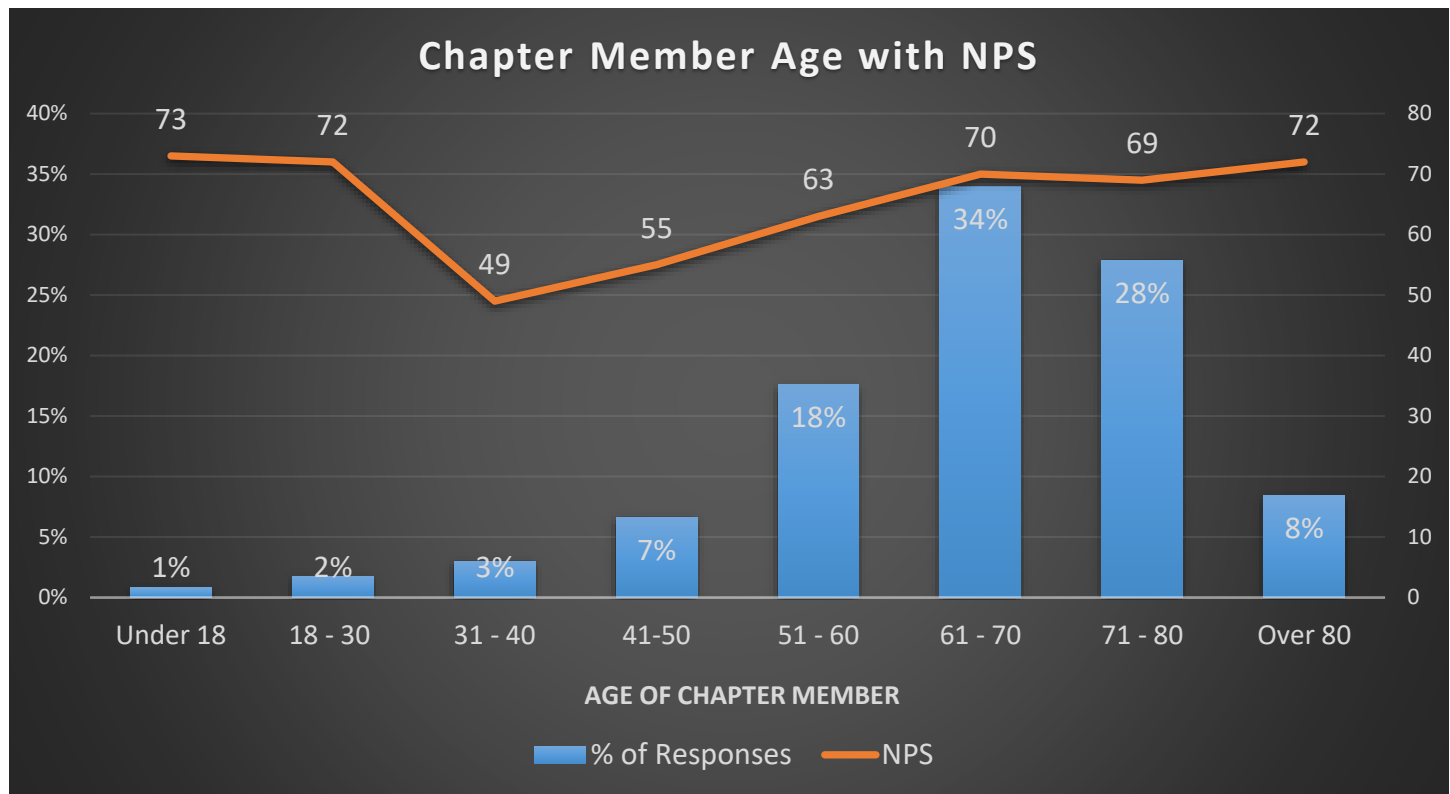


While the overwhelming majority of chapter members are male , there is very little correlation between NPS and gender.



## Age and Length of Membership

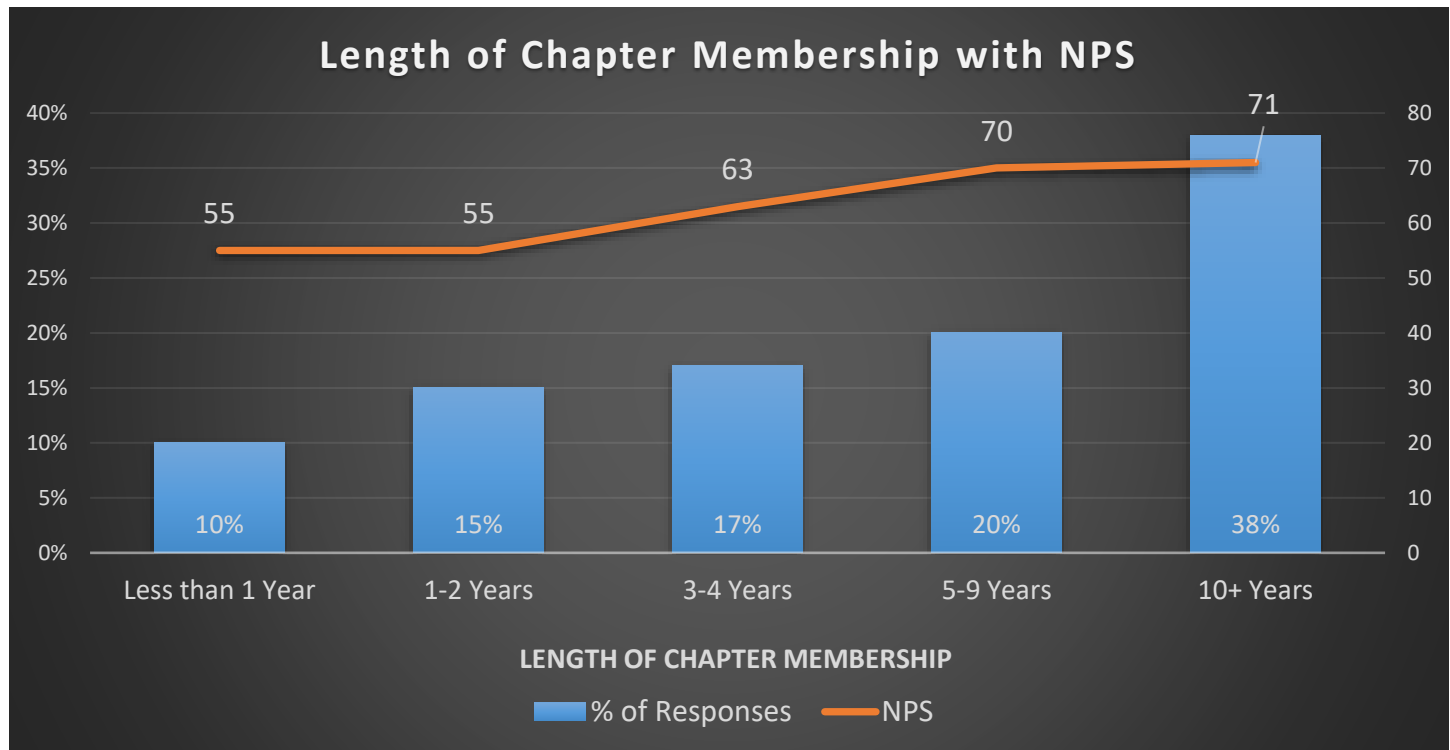
EAA once again surveyed the age of chapter members. The survey suggests 70 percent of the chapter network's members are older than 60 .



The NPS correlation to age followed an interesting track. It peaked with younger members and older members. There are likely three reasons for this.

- 1) Younger members (< 30) – Young chapter members are still receiving special treatment from the chapter. As an organization looking to attract younger members, the under 30 crowd tends to get a bit more special attention to boost their aviation experience.
- 2) Middle-aged members (31-60) – Middle-aged members typically do not have the same sense of chapter ownership as the more senior members. In addition, they are no longer at the age when the chapter is going out of the way to provide them special aviation experiences. Lastly, these members are also in the age range where they have less time to focus on their aviation hobby. Between work and raising a family, aviation often comes third or fourth. This lack of involvement means that they are getting less out of the chapter.
- 3) Older Members (60 +) – Older members feel a stronger sense of connection to the chapter. These individuals are most likely longtime members, who are now retired with more time on their hands. With more time on their hands, they are able to spend more time involved with the chapter, which also increases their satisfaction.

As for length of chapter membership, there is a slow rise over time. Interestingly enough, the NPS follows the same trend.



The longer a chapter member, the higher the NPS. This most likely is associated with chapter loyalty, and feeling a stronger connection to the chapter. These connections typically take a few years to develop, so the longer a member is with a chapter the stronger and more positive their view of the chapter is.

#### Takeaways:

Due to the strong correlation between NPS and chapter membership length/age, there is a great opportunity for your chapter to improve the experience for other members.

As a chapter leader, you never want to neglect any member, especially a long-term loyal member; however, you may want to think about what your chapter can do to create a more positive experience for the newer members and middle-aged members. Consider the following.

- Create a new member onboarding program. This will help new members begin to feel a sense of belonging much sooner.
- Get families involved. The members who are middle-aged typically have families, which can sometimes get in the way of chapter involvement. Be sure you are taking all the steps to create a welcoming family environment.
  - o Create a family membership.
  - o Keep the chapter gathering environment clean.
  - o Serve food at monthly gatherings to reduce the workload required at home.

## Citations

Net Promoter Score Benchmarks For Fortune 500 Companies

<https://customer.guru/net-promoter-score/fortune-500>