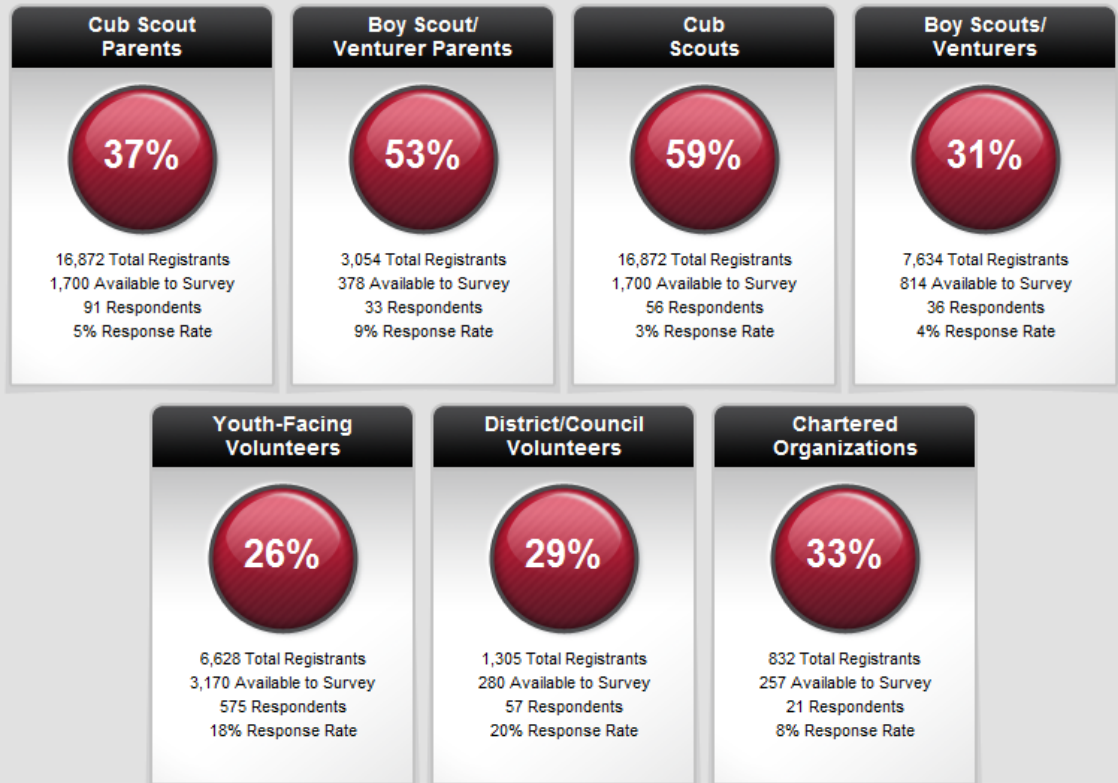


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## Net Promoter Score (NPS) by Segment



### Explanation

**Total Registrants:** Total Number of paid registered members.  
**Total Registrants With Email:** Registered members who have an e-mail address associated with their membership record.  
**Available to Survey:** Total number of registered members who have an email (unique member ID) and have not opted out.  
**Total Number of Respondents:** The total number of members completing the survey.  
**Response Rate:** Total Number of Respondents/Available to survey.  
**Survey Cycle Selection:** The survey cycle can be selected by using the dropdown box at the top right side of the home screen.

### What is the Net Promoter Score?

**"How likely is it that you would recommend the Boy Scouts to a friend or colleague?"**

The Net Promoter® score allows you to categorize customers into three groups based on their willingness to recommend the Boy Scouts:

- Promoters (score 9-10) are loyal enthusiasts who will keep buying and refer others, fueling growth.
- Passives (score 7-8) are satisfied but unenthusiastic customers who are vulnerable to competitive offerings.
- Detractors (score 0-6) are unhappy customers who can damage the BSA brand and impede growth through negative word-of-mouth.