

## **EXECUTIVE SUMMARY**

### **Detroit Athletic Club 2024 Membership Survey**

#### ***Overview***

An online questionnaire was made available to Club members in August 2024. A total of 3,057 surveys (out of 9,367 possible respondents) was completed for an overall response rate of 33%. There was a higher response rate among members (51%, 2,904 out of 5,659 possible respondents) compared to spouses/significant others (4%, 153 out of 3,708). The response rate was higher for Resident members (62%, 2,094 out of 3,394) and Senior members (69%, 297 out of 431). The response rate was slightly lower among Intermediate members (51%, 357 out of 701). There were lower response rates among Non-Resident (16%, 117 out of 736), Associate (9%, 15 out of 160), and other members (10%, 24 out of 237).

#### ***Three Voting Questions***

Almost 61% of the respondents indicated that the DAC should allow absentee voting. Senior (55%) and Intermediate (53%) respondents indicated slightly less often that the DAC should allow absentee voting compared to Resident respondents (61%).

Approximately 60% of the respondents indicated that the DAC should NOT allow multiple days for in person voting. Senior (19%) and Intermediate (35%) respondents indicated less often that the DAC should allow multiple days for in person voting compared to Resident respondents (42%).

Approximately 65% of the respondents indicated that the DAC's annual meeting should NOT be changed to a Spring month (e.g., April, etc.).

#### ***Evaluating and Appointment of Presidents by the Board***

Approximately 48% of the overall respondents did support the Board evaluating and appointing Board members to serve as future presidents of the DAC, while 52% did NOT. Almost 51% of respondents in the two voting categories indicated they support the Board evaluating and appointing Board members to serve as future presidents of the DAC. Resident (49%) and Senior (62%) respondents supported the Board evaluating and appointing Board members to serve as future presidents of the DAC compared to Intermediate (17%) respondents.