



FACT SHEET

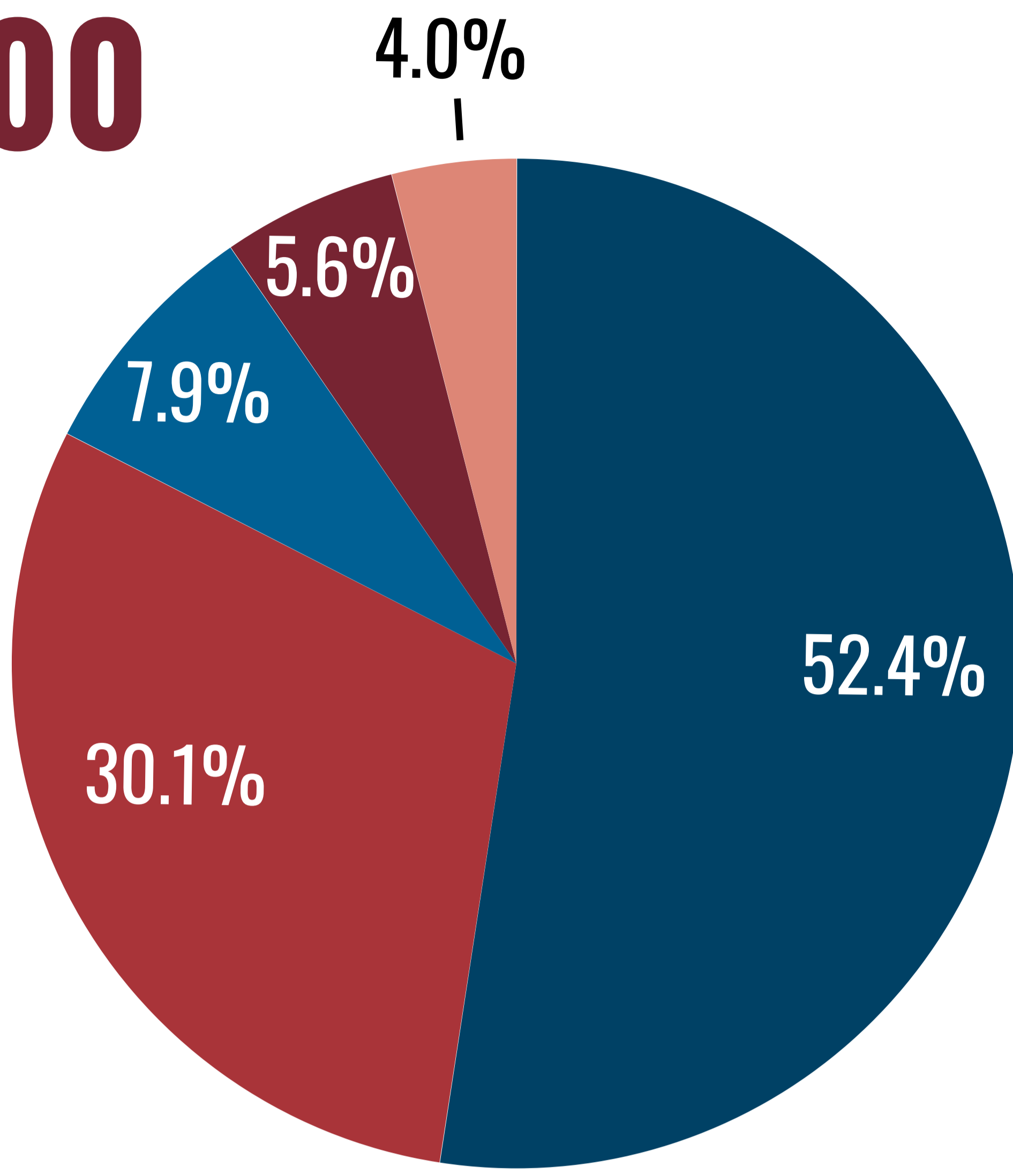
July 1, 2020 to June 30, 2021

MEMBERS

>300,000 Members¹

-17.6% Growth

- Americas
- Asia
- Europe
- Oceania
- Africa



69.8% Have become more confident and effective speakers⁴

RETENTION RATE²: **49.8%**

NEW MEMBERS³: **>104,300**

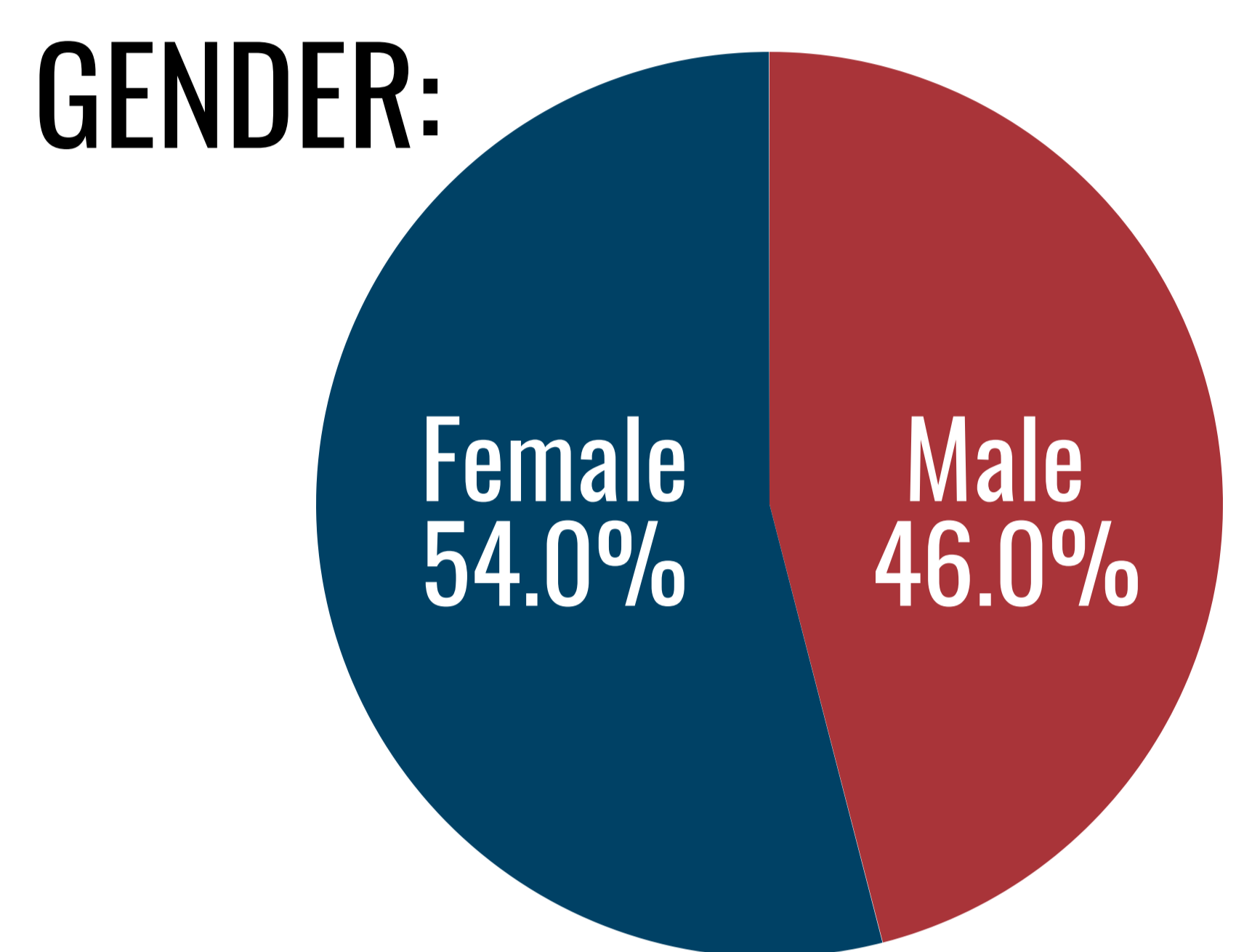
MEMBER TENURE: **~2.9 Years**

AGE:
46.2
Average Age

EDUCATION:
10.4%
are Students

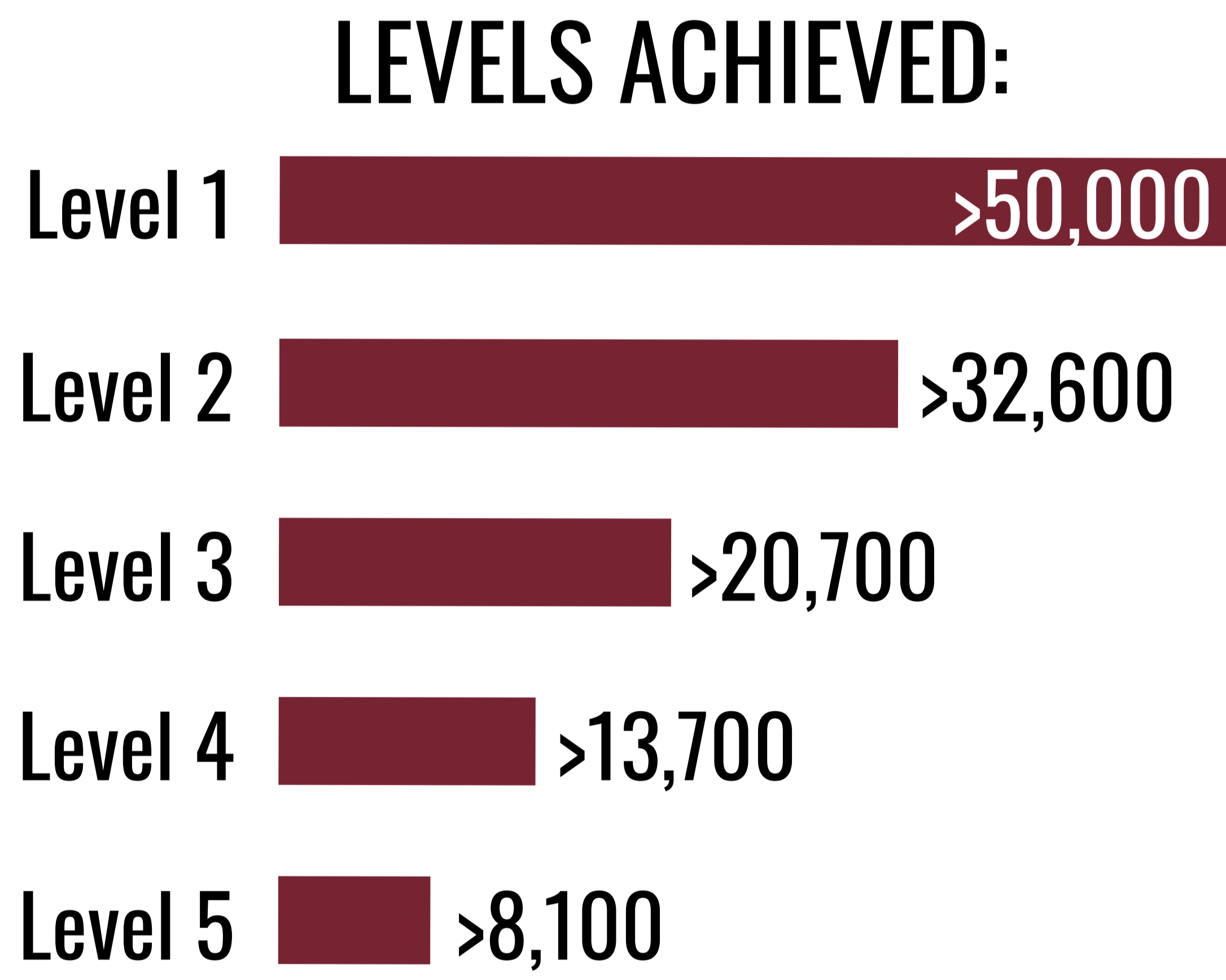
LANGUAGE:
78.1%
Bachelor's Degree or Higher

LANGUAGE:
56.6%
are Multilingual



PATHWAYS

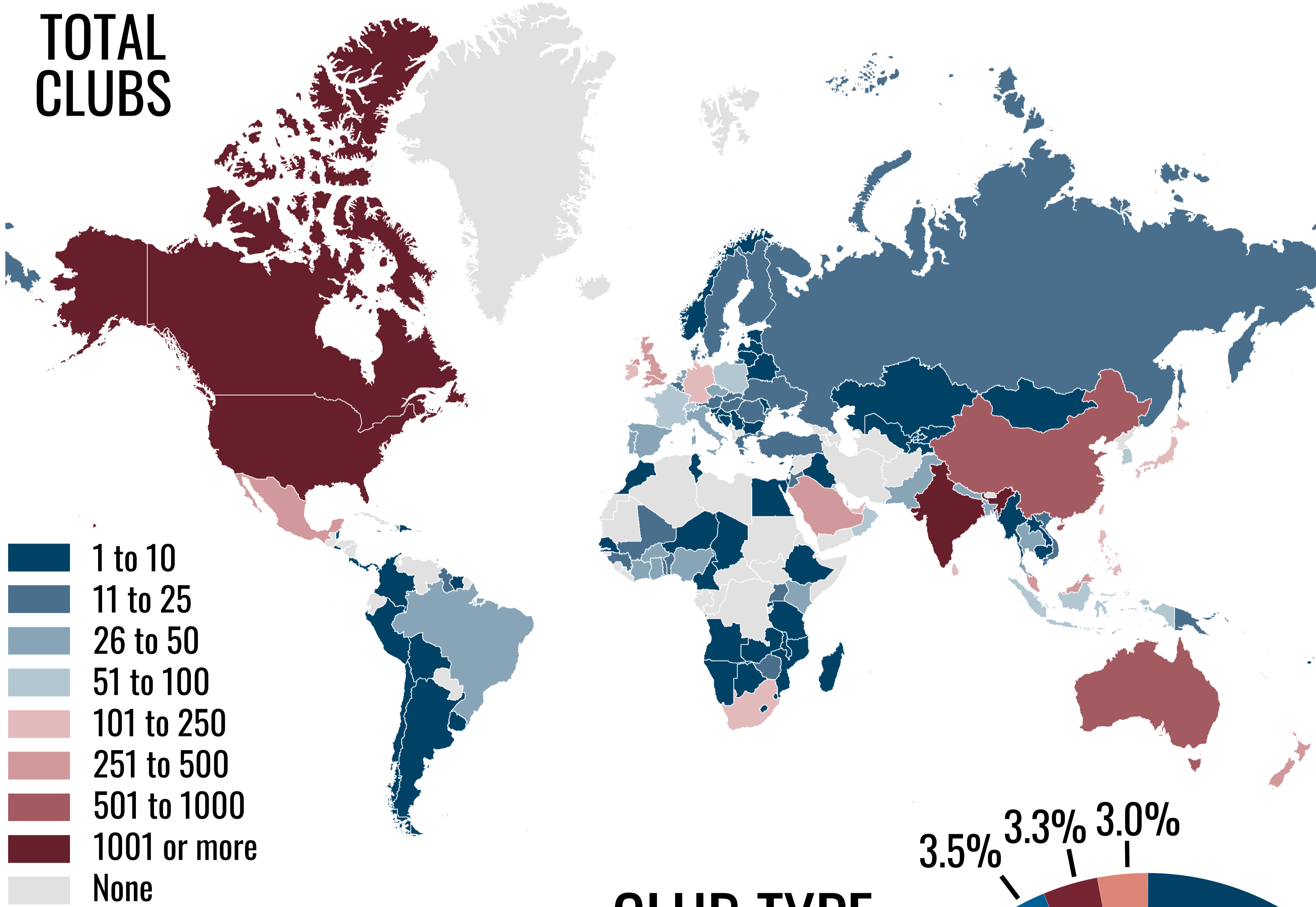
84.2% NEW MEMBERS COMPLETED LEVEL 1 IN FIRST YEAR



PATHWAYS DTM **>304**
TOTAL PATHS **>269,000**

CLUBS

TOTAL CLUBS



149 Countries

>15,800 Clubs

-2.0% Growth

>1,200 New Clubs

- 1 to 10
- 11 to 25
- 26 to 50
- 51 to 100
- 101 to 250
- 251 to 500
- 501 to 1000
- 1001 or more
- None

CLUB TYPE:

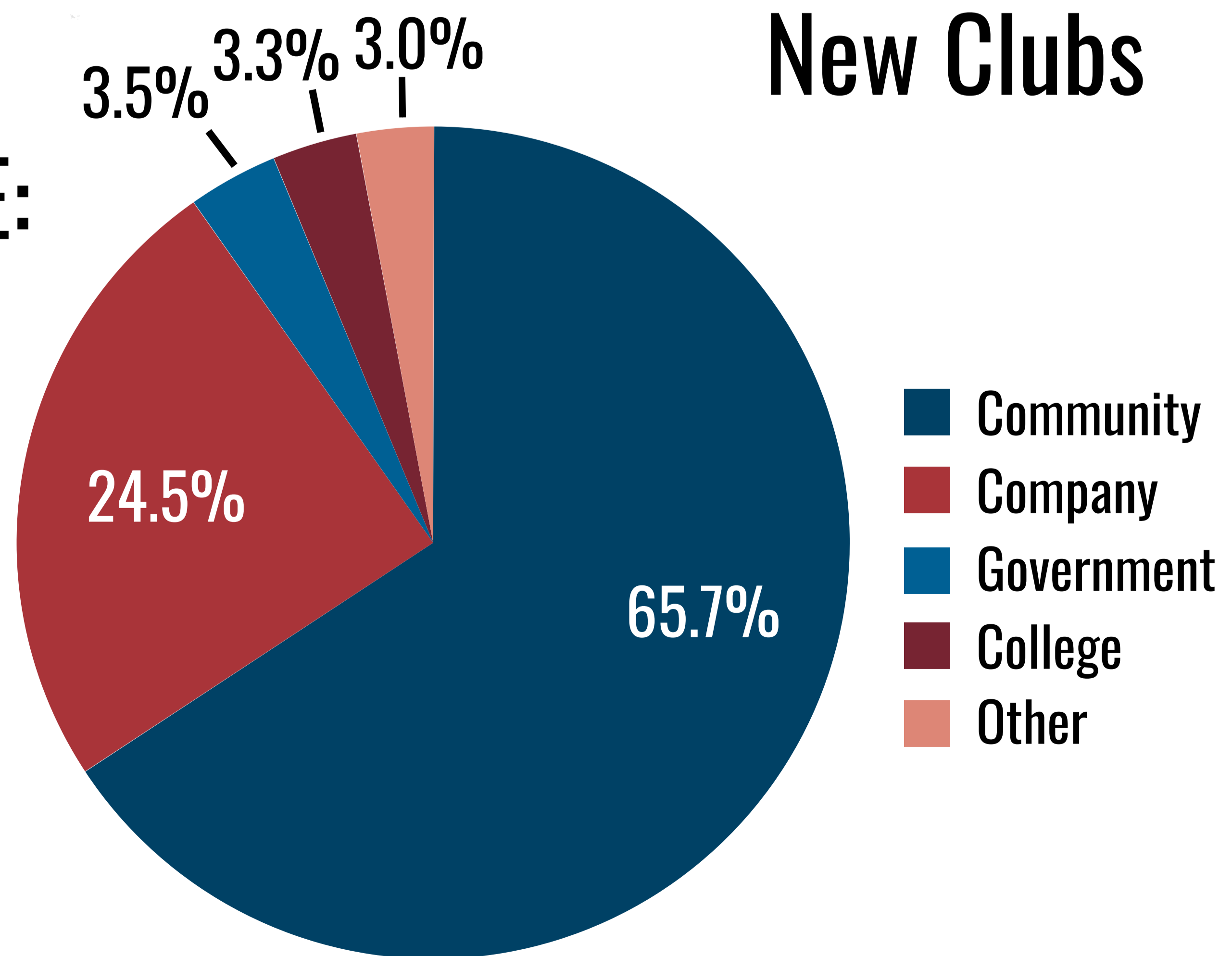
RECOGNITION:

President's **>4,700**

Select **>1,100**

Distinguished **>1,200**

45.0% Achieved Distinguished



WHERE LEADERS ARE MADE



¹ Total membership for the October 2020 renewal period (includes dual memberships).
² Retention calculations based upon renewing members in two consecutive renewal periods.
³ New member totals denote members whose original join date is during the 2020 to 2021 program year.
⁴ 69.79% of surveyed members met their primary goal of becoming a more effective public speaker or building confidence while speaking.