ALUMNI MEMBER SURVEY
December 2021

Members

- I may renew in the future: 38.76%
- I intend to renew soon: 48.52%
- I do not plan to renew: 12.72%

89% Toastmasters helped alumni improve their public speaking skills

6.12 years Members who met their goals stayed

Top Reasons for Not Renewing

- Time: 35.84%
- Personal: 27.71%
- New commitments: 21.99%
- Other: 17.77%

62% Alumni satisfied with their Toastmasters experience

Willingness to recommend Toastmasters: 7.3 out of 10

Over 39% Alumni members would be motivated to rejoin when in-person meetings resume

Alumni Demographics

Age
- 18-24: 5.06%
- 25-34: 21.84%
- 35-44: 14.84%
- 45-54: 21.21%
- 55-64: 22.78%
- 65+: 14.24%

Employment Status
- Employed Full-time: 62.27%
- Self-employed: 12.27%
- Retired: 9.51%
- Student: 7.06%
- Part-time: 4.29%
- Other: 4.60%

Education
- Bachelor's degree: 34.66%
- Master's degree: 33.13%
- Some College: 11.66%
- High school: 7.06%
- Professional or doctoral: 8.58%
- Associate degree: 4.91%

+- 4.79% Margin of error
95% Confidence interval
4.79% Response rate
85.05% Completion rate