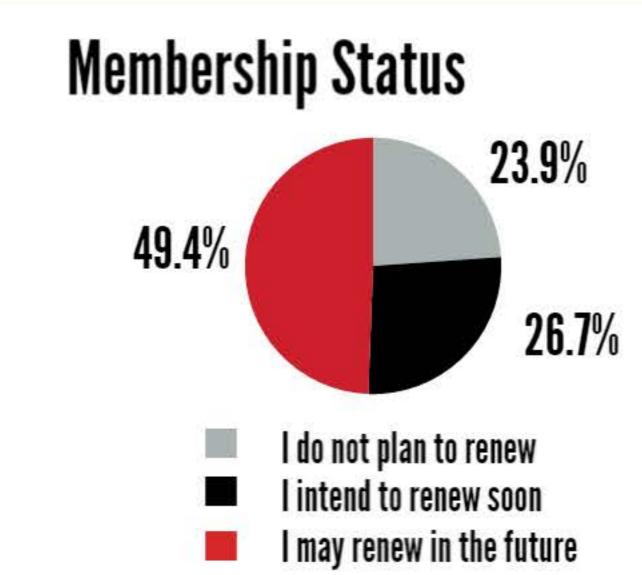
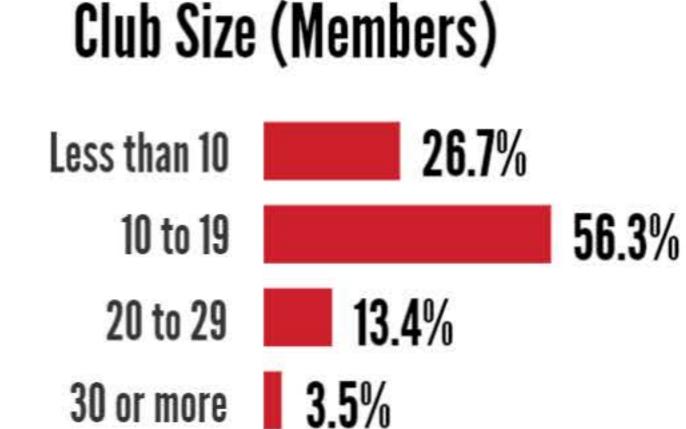
NON-RENEWING MEMBER SURVEY







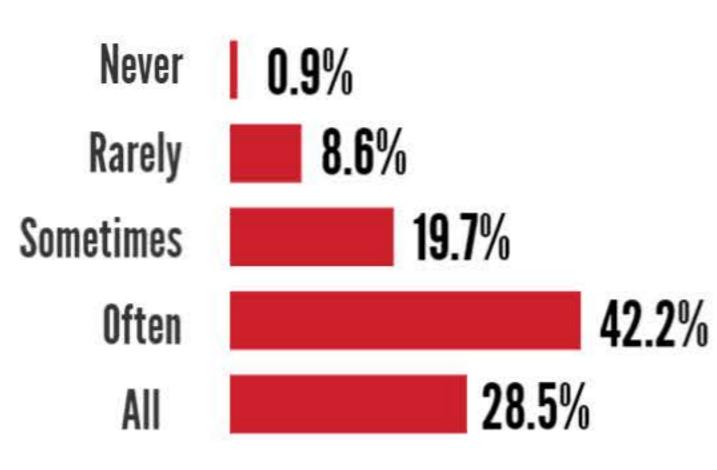
Top Reasons for Not Renewing



Duration of Club Meetings



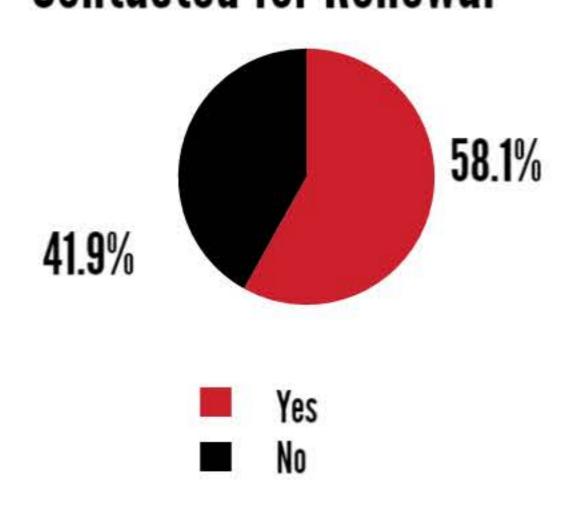
Club Attendance



Rate your Club (Out of 5)



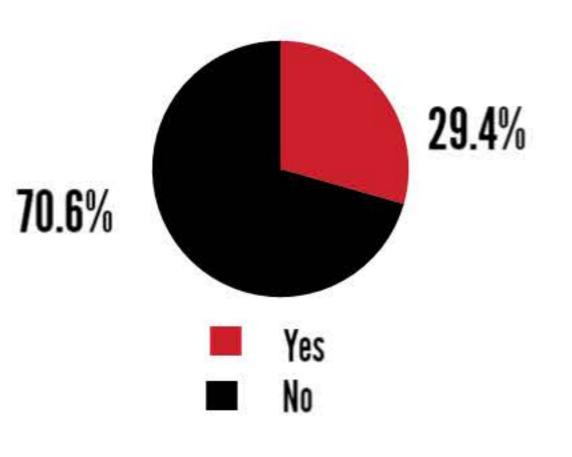
Contacted for Renewal



Likelihood of Recommending Toastmasters



Is there something that could have been done to convince you to renew?



What could have been done to get you to renew your membership?

contacted meeting

because reminder someone president

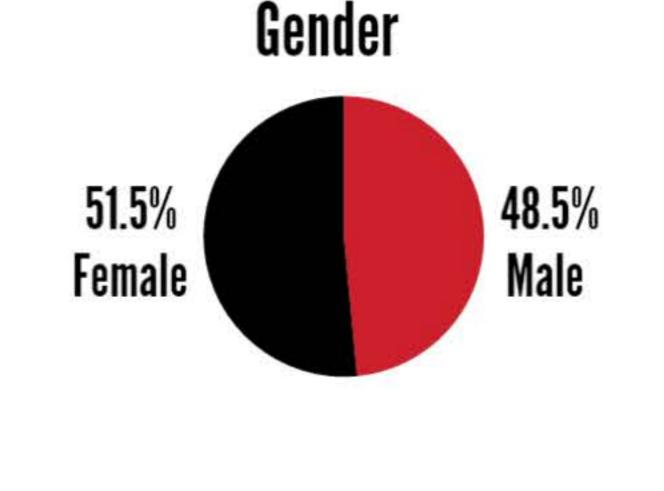
business members need good call
every renewing about schedule
just every renewing about schedule
since membership goals want see
renewal during much year district
group once time never feel only left make
place asked even after dues email now any
ask still better felt personal due great without
some back job continue renewed active work
going area renew like other being
change find speaking different support location
new speeches organization people
Toastmaster another participation attend
attending meetings moved
member Toastmasters

Clu

More

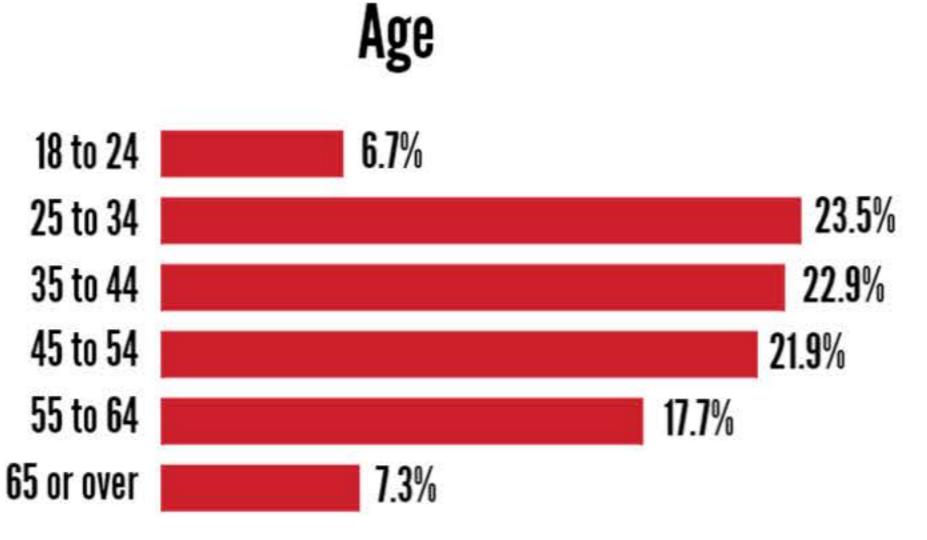
All more
all more

Non-Renewing Member Demographics



Employment Status

65.6% • Employed for wages
15.8% • Self-employed
6.4% • Retired
6.1% • Student



Role in Organization

38.6% Specialist/Coordinator/Analyst 25.0% Manager/Supervisor

11.2% • Assistant/Admin

10.6% Sole Proprietor

7.3% Sr. Leadership (VP, Sr. Director)
7.2% Executive

LACCULITO

Industry

13.8% Information & Communications (including IT)

12.9% • Finance & Insurance

11.3% • Professional, Scientific, & Technical Services

9.6% • Educational Services

9.4% • Health Care & Social Assistance

Education Level

37.5% Bachelor's Degree

30.5% Master's Degree

11.8% • Some college, no degree

6.3% • Associate's Degree

+/-2.1%
Margin of Error



10.5% Response Rate 91.0% Completion Rate