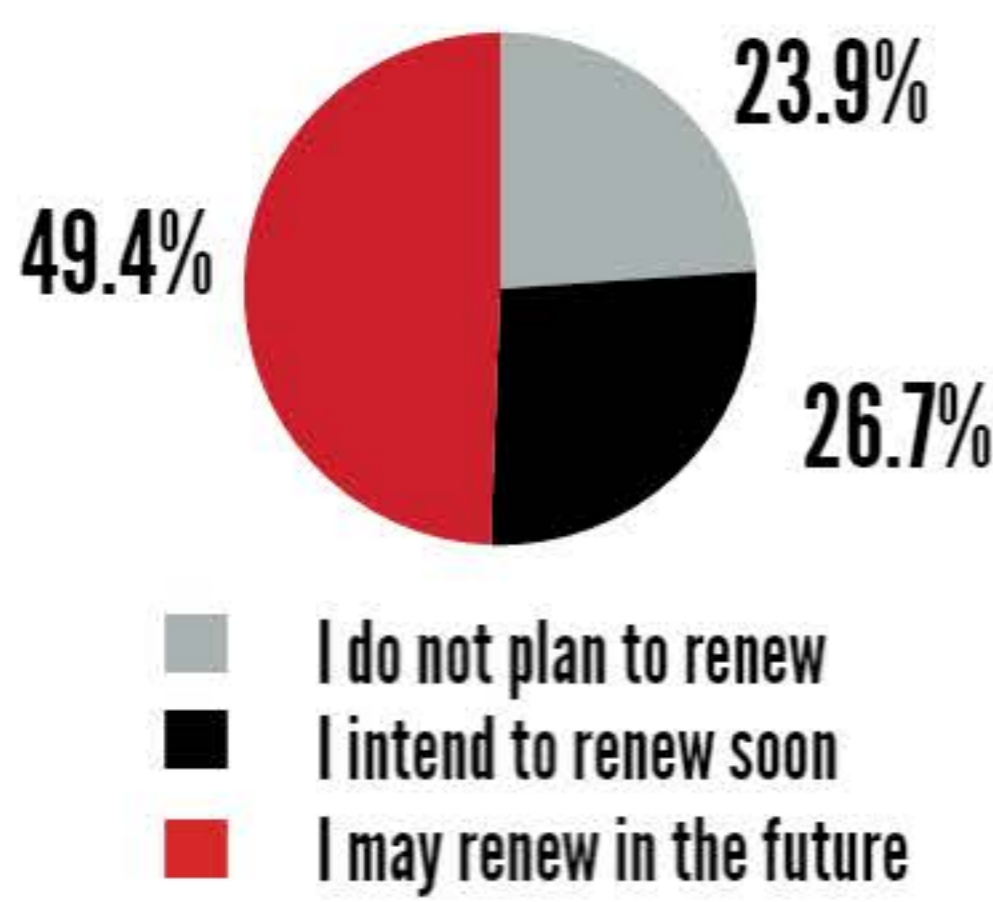




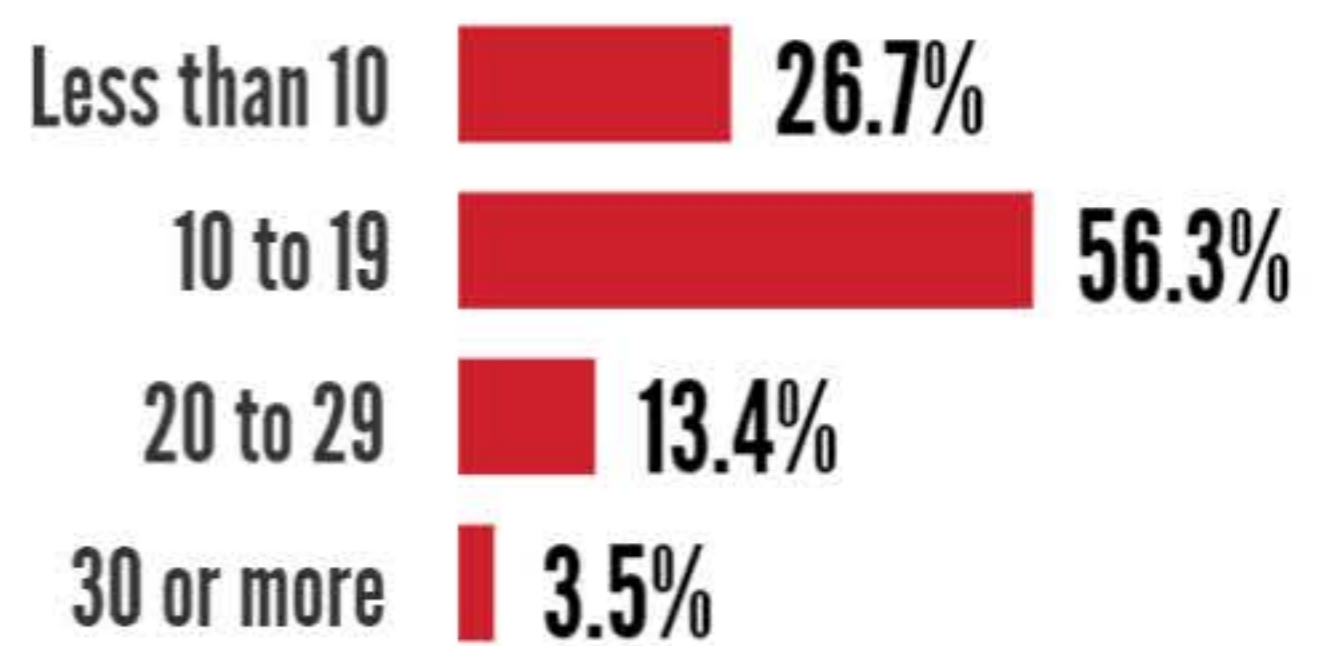
DECEMBER 2015
N=3,668

NON-RENEWING MEMBER SURVEY

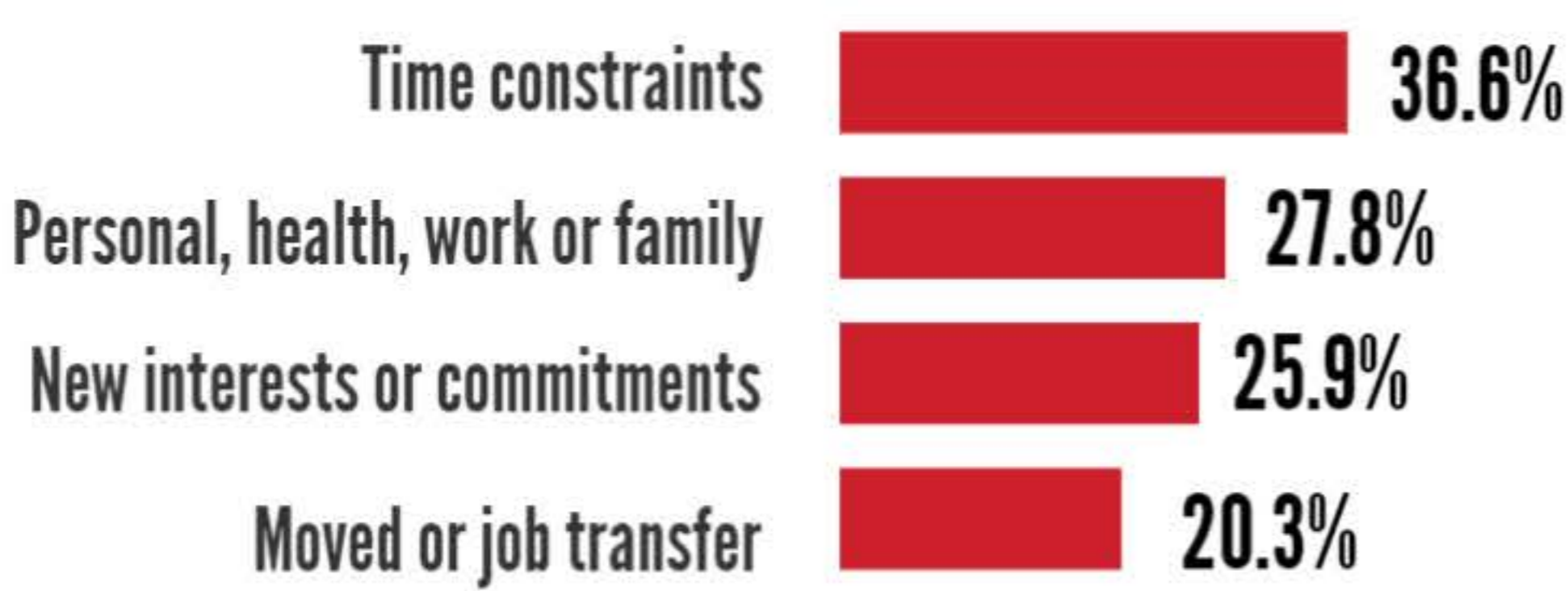
Membership Status



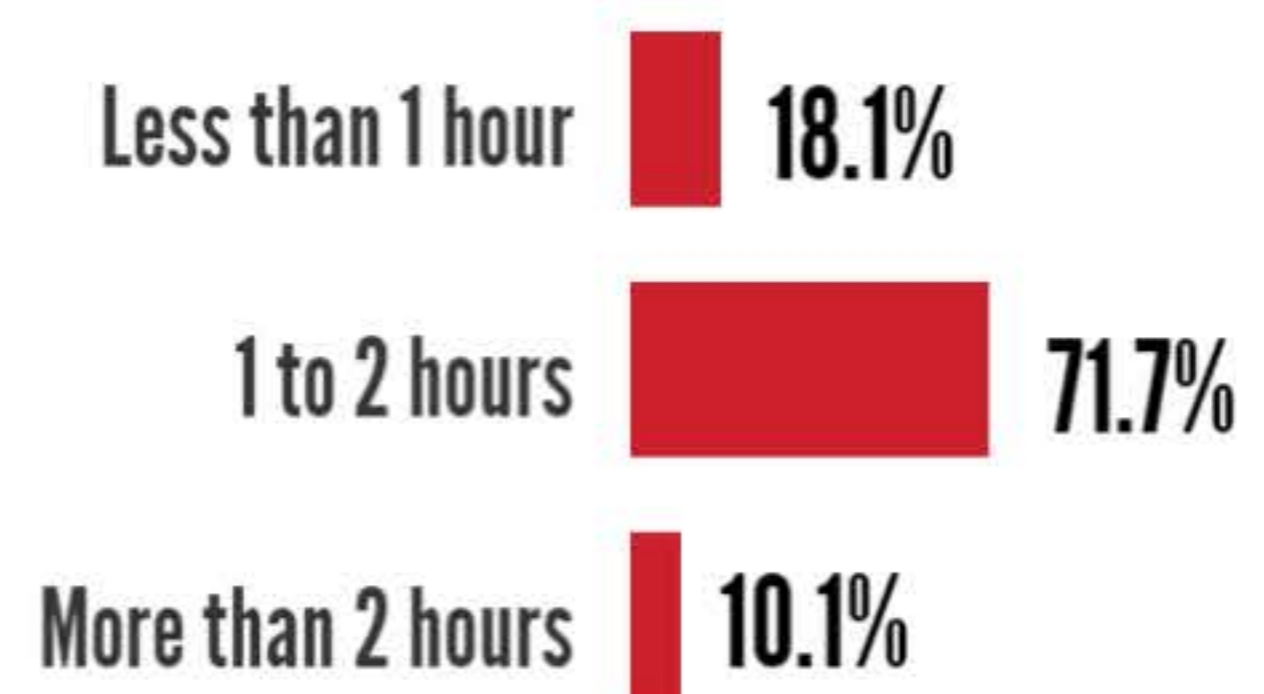
Club Size (Members)



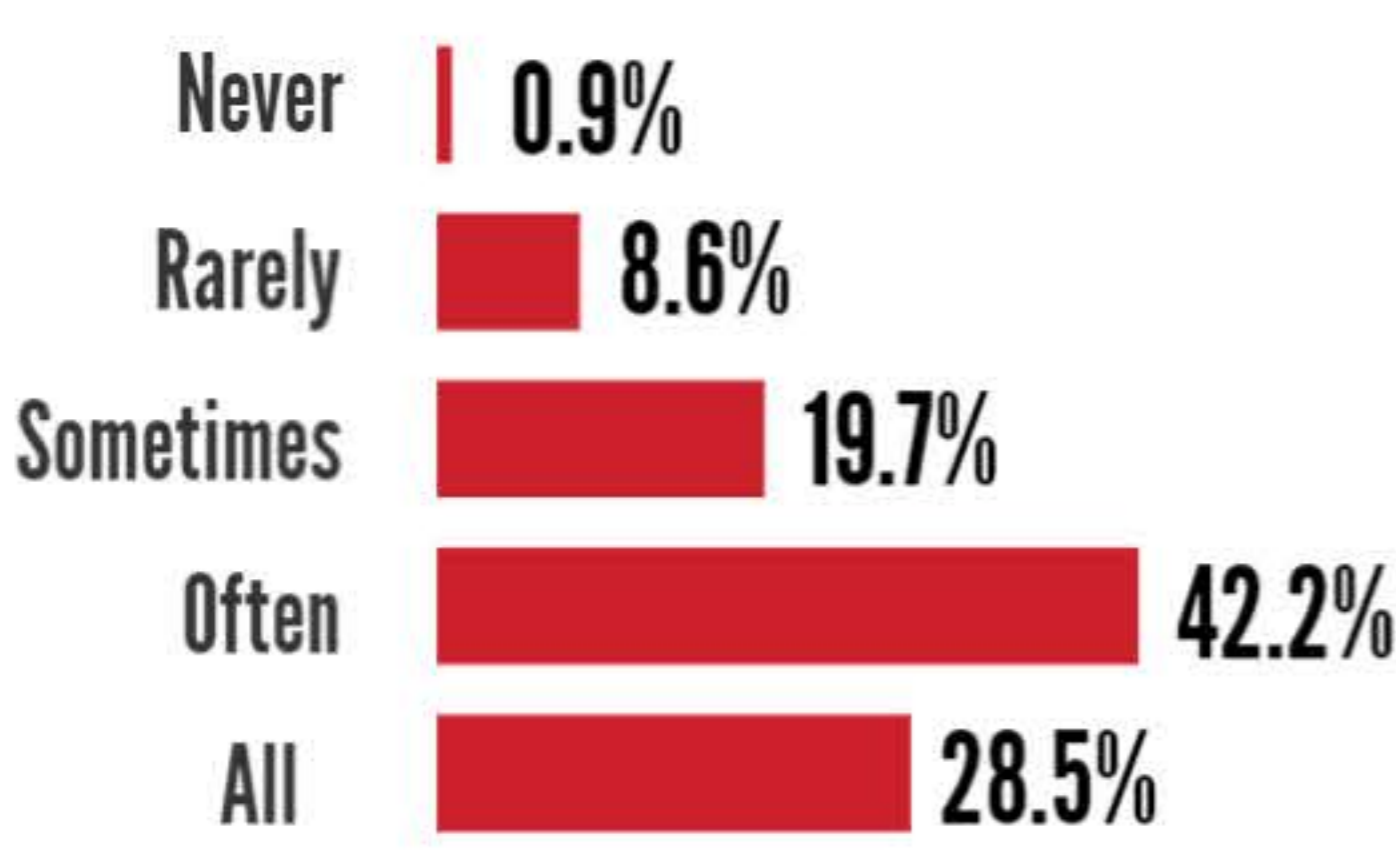
Top Reasons for Not Renewing



Duration of Club Meetings



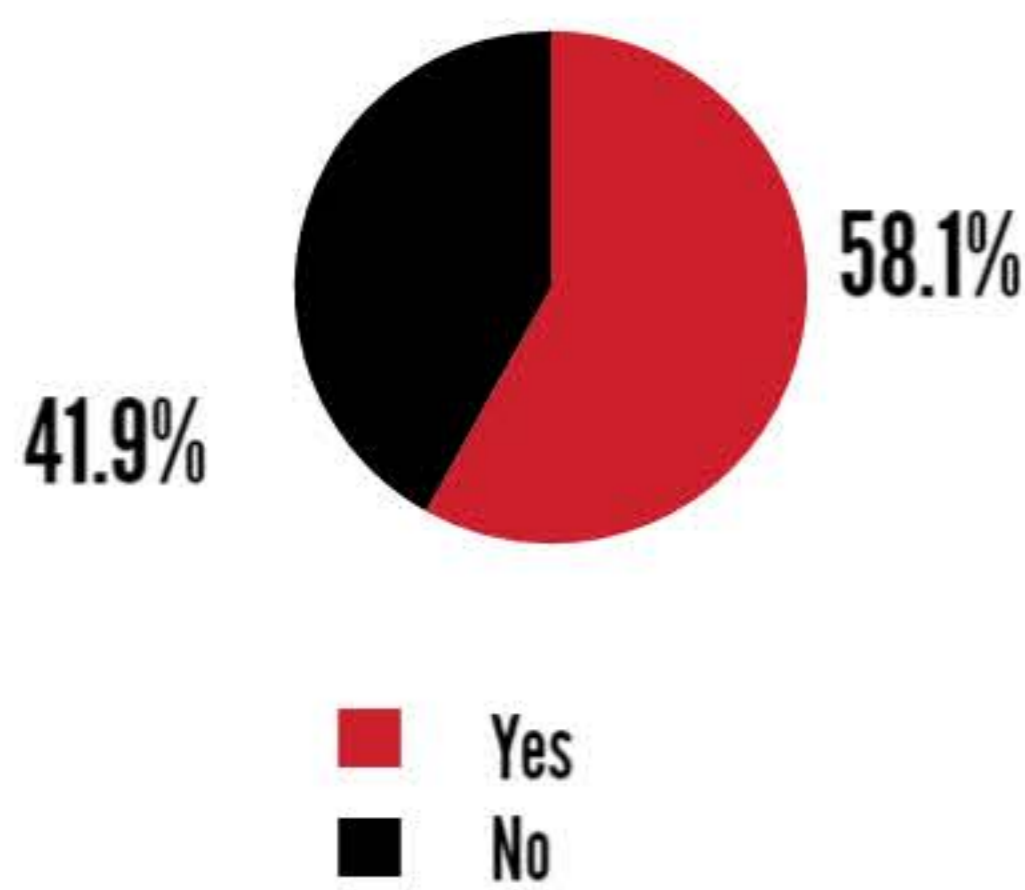
Club Attendance



Rate your Club (Out of 5)



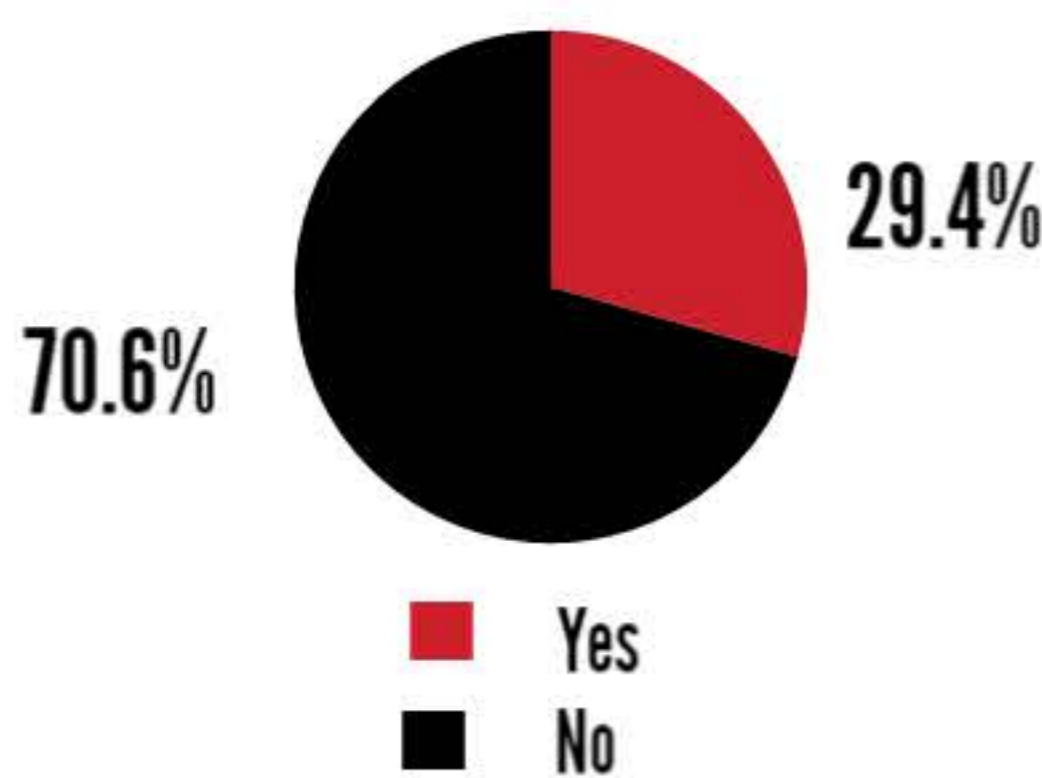
Contacted for Renewal



Likelihood of Recommending Toastmasters



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

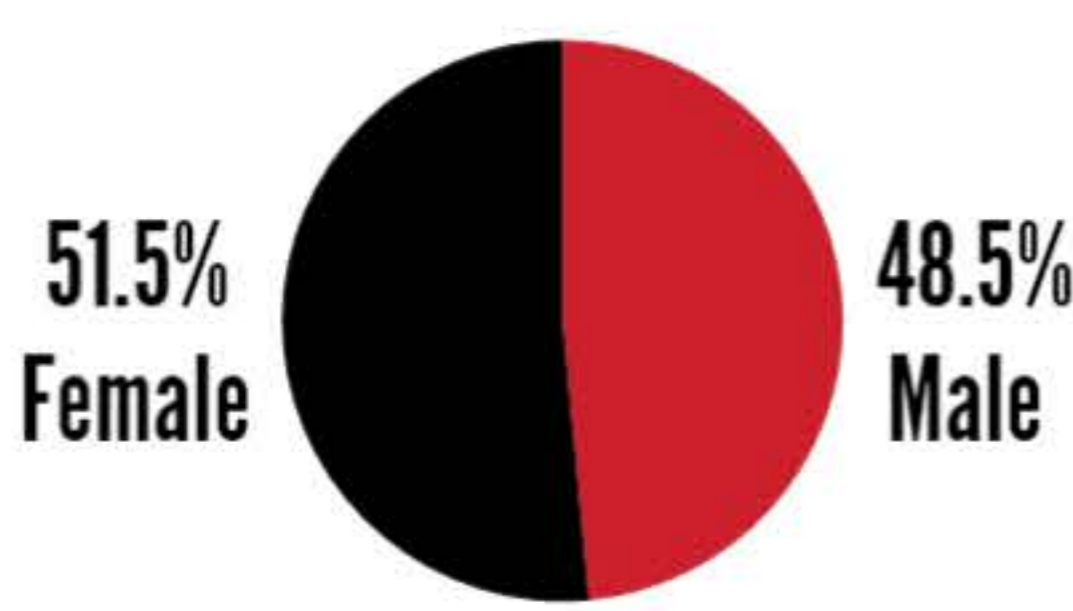


What could have been done to get you to renew your membership?



Non-Renewing Member Demographics

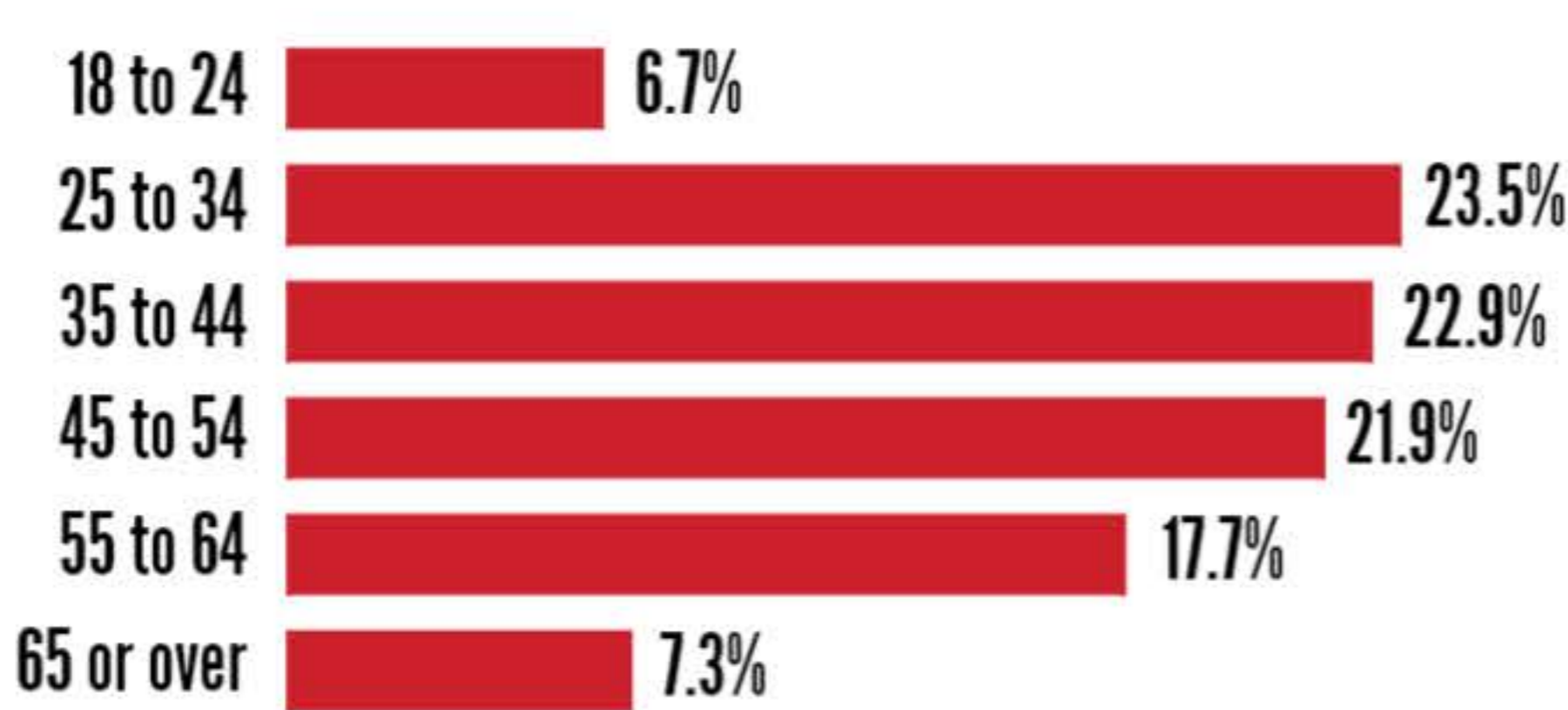
Gender



Employment Status



Age



Role in Organization



Industry



Education Level



+/- 2.1%
Margin of Error

99%
Confidence Interval

10.5%
Response Rate

91.0%
Completion Rate