**NON-RENEWING MEMBER SURVEY**

**December 2019**

**n = 538**

**Top Industries**

- 15.2% Information & Communications (including IT)
- 11.7% Healthcare & Social Assistance
- 11.4% Finance and Insurance
- 10.6% Professional, Scientific, & Tech (including Law)
- 9.5% Educational Services

**Age Breakdown**

- 18-24: 6.2%
- 25-34: 20.6%
- 35-44: 20.2%
- 45-54: 22.9%
- 55-64: 18.7%
- 65+: 11.4%

**Gender**

- 53.5% Female
- 46.5% Male

**Education Level**

- Bachelor’s Degree: 36.9%
- Master’s Degree: 11.8%
- Some College: 7.0%
- Professional & Doctoral: 7.0%
- Associate Degree: 7.0%
- High school or less: 4.7%

**Activity Breakdown**

- Clubs: 73.9% Members attend most or all meetings
- Have between 10 and 29 members: 69.6%
- Club meetings last between 1 and 2 hours: 70.9%

**Willingness to recommend Toastmasters** — 7.7 out of 10

**Feel Toastmasters helped their public speaking** — 92.2%

**Contacted for Renewal**

- Yes: 72.4%
- No: 27.6%

**Top Reasons for Not Renewing**

- Time constraints: 37.8%
- Personal, health, work, family: 31.3%
- Other: 20.1%
- New interest or commitments: 17.1%

**Desired Incentives to Rejoin**

- Discounted membership: 27.6%
- More mentoring available to me: 23.7%
- More real-world applicable skills offered: 22.7%
- List of skills gained in each project/path: 16.8%

**Employment Status**

- Employed: 68.7%
- Self-employed: 12.1%
- Student: 7.6%
- Retired: 7.0%
- Other: 4.6%

**Non-Renewing Member Demographics**

**EM: +/- 4.2%**

**Margin of Error**

**CI: 95%**

**Confidence Interval**

**RR: 5.6%**

**Response Rate**

**CR: 87.2%**

**Completion Rate**