



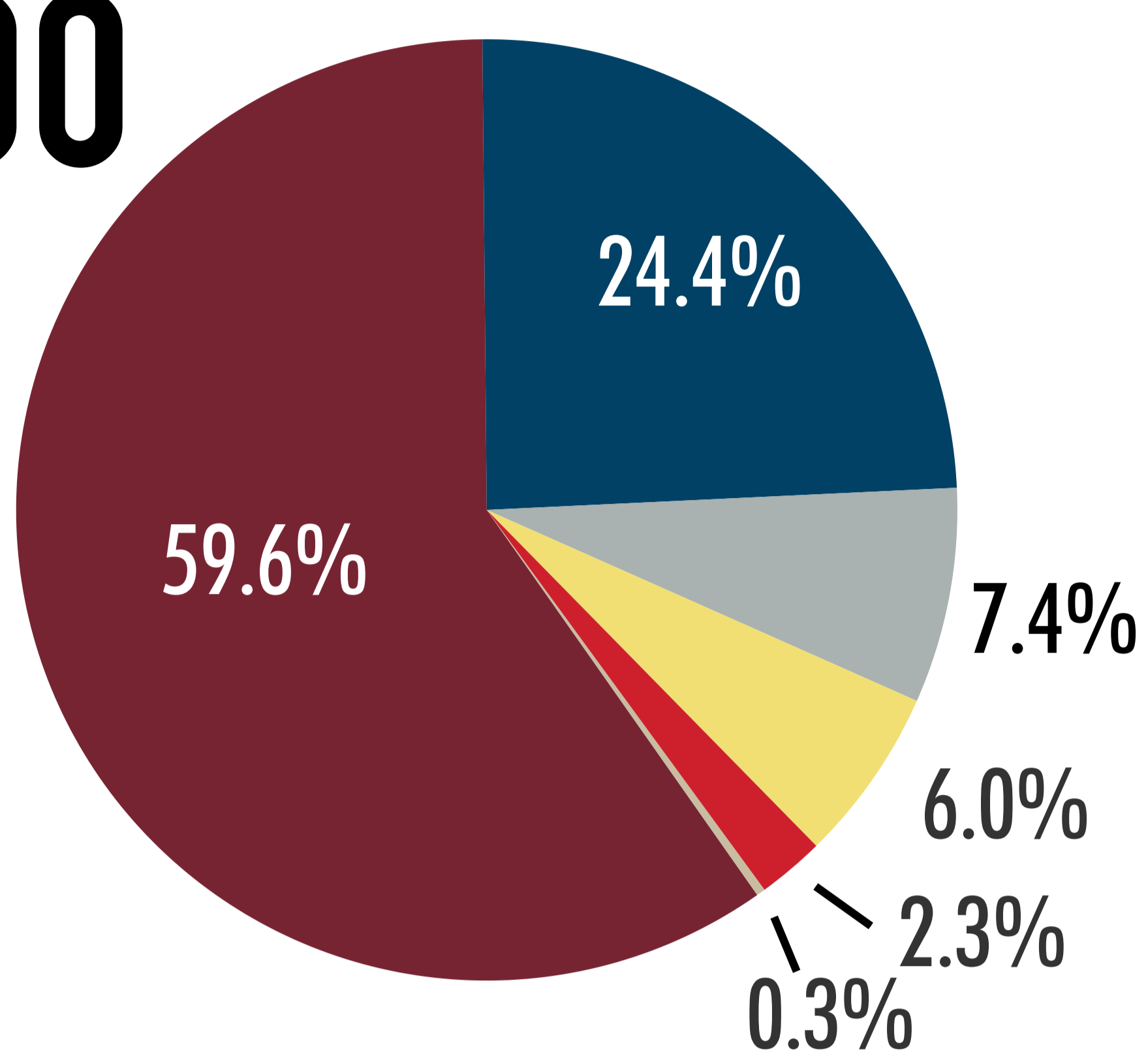
# FACT SHEET

July 1, 2017 to June 30, 2018

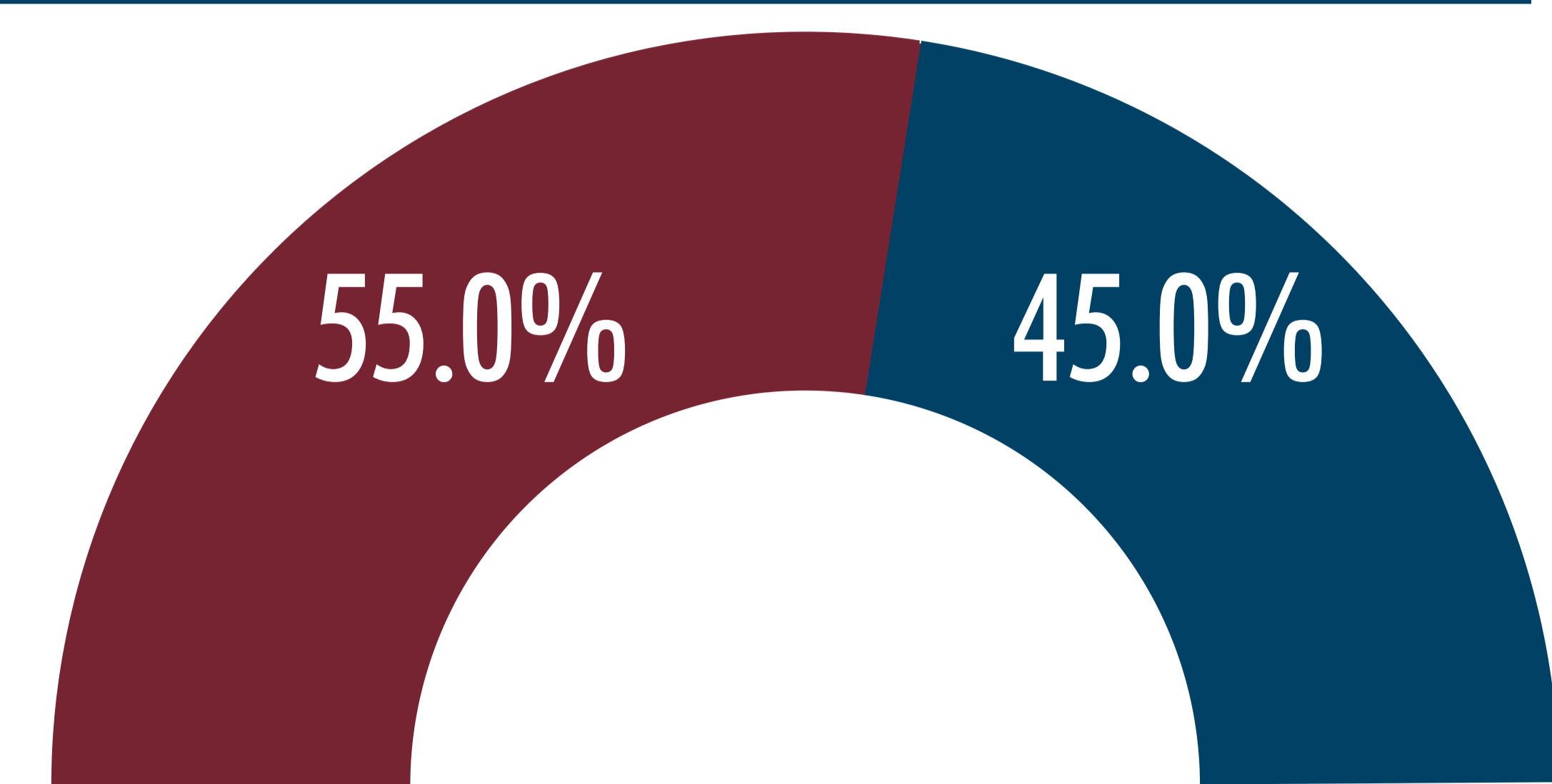
## MEMBERS

**>357,000**  
Members<sup>1</sup>

**+1.4%**  
Growth



■ North America   
 ■ Asia   
 ■ Europe  
■ Australia/Oceania   
 ■ Africa   
 ■ South America



Retention Rate

Attrition Rate

New Members<sup>3</sup> >202,800

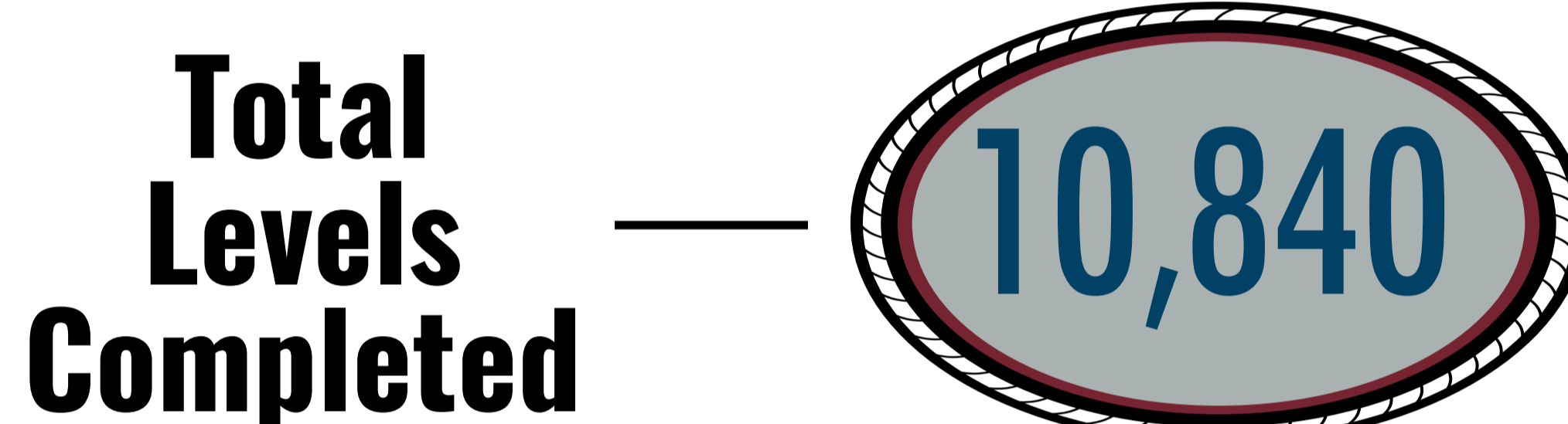
Non-Renewing<sup>4</sup> >96,400

Member Tenure >2.6 Years

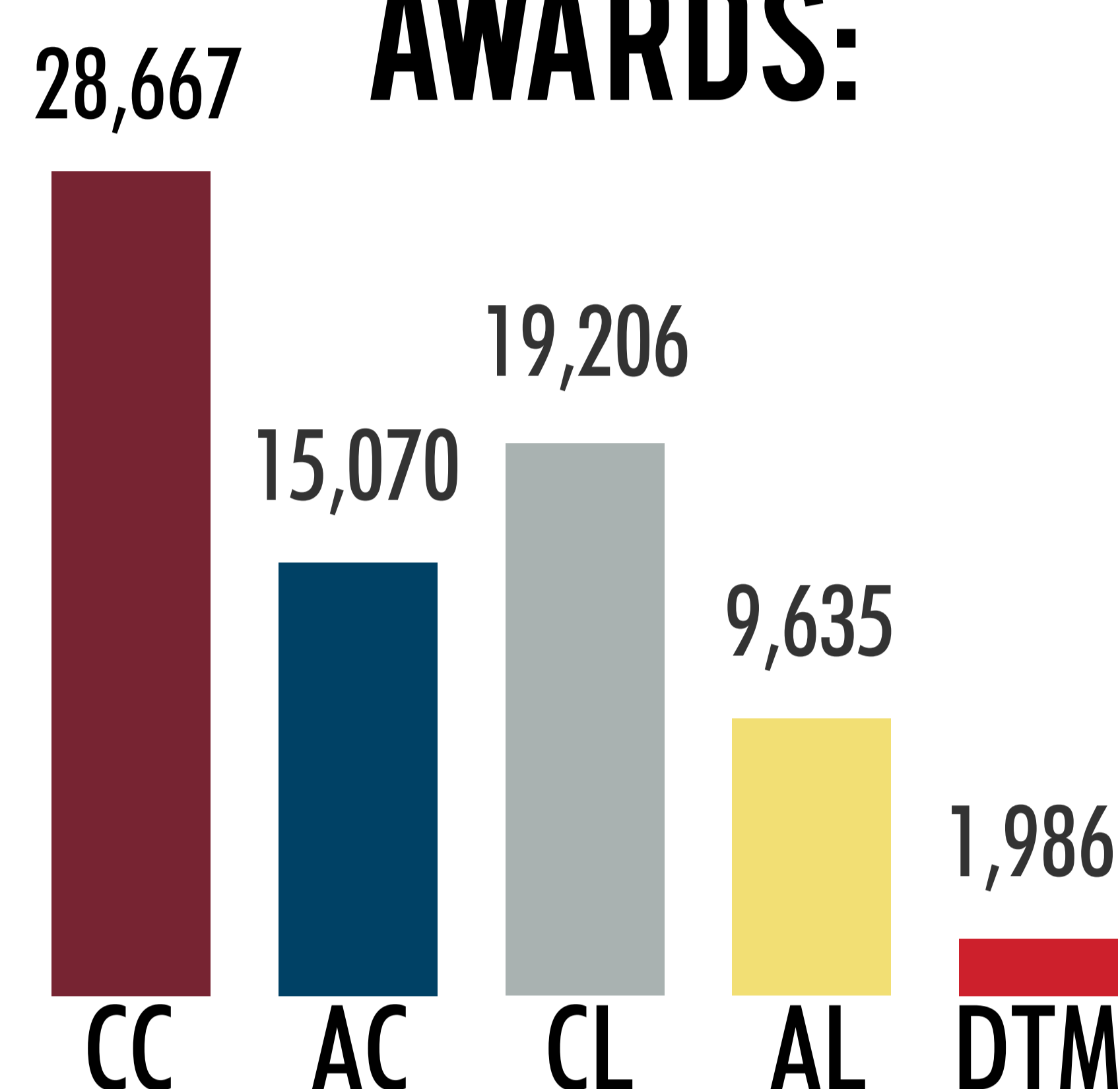
### Top Reasons For Joining:

- ✓ Improve Communication
- ✓ Gain Confidence
- ✓ Professional Development

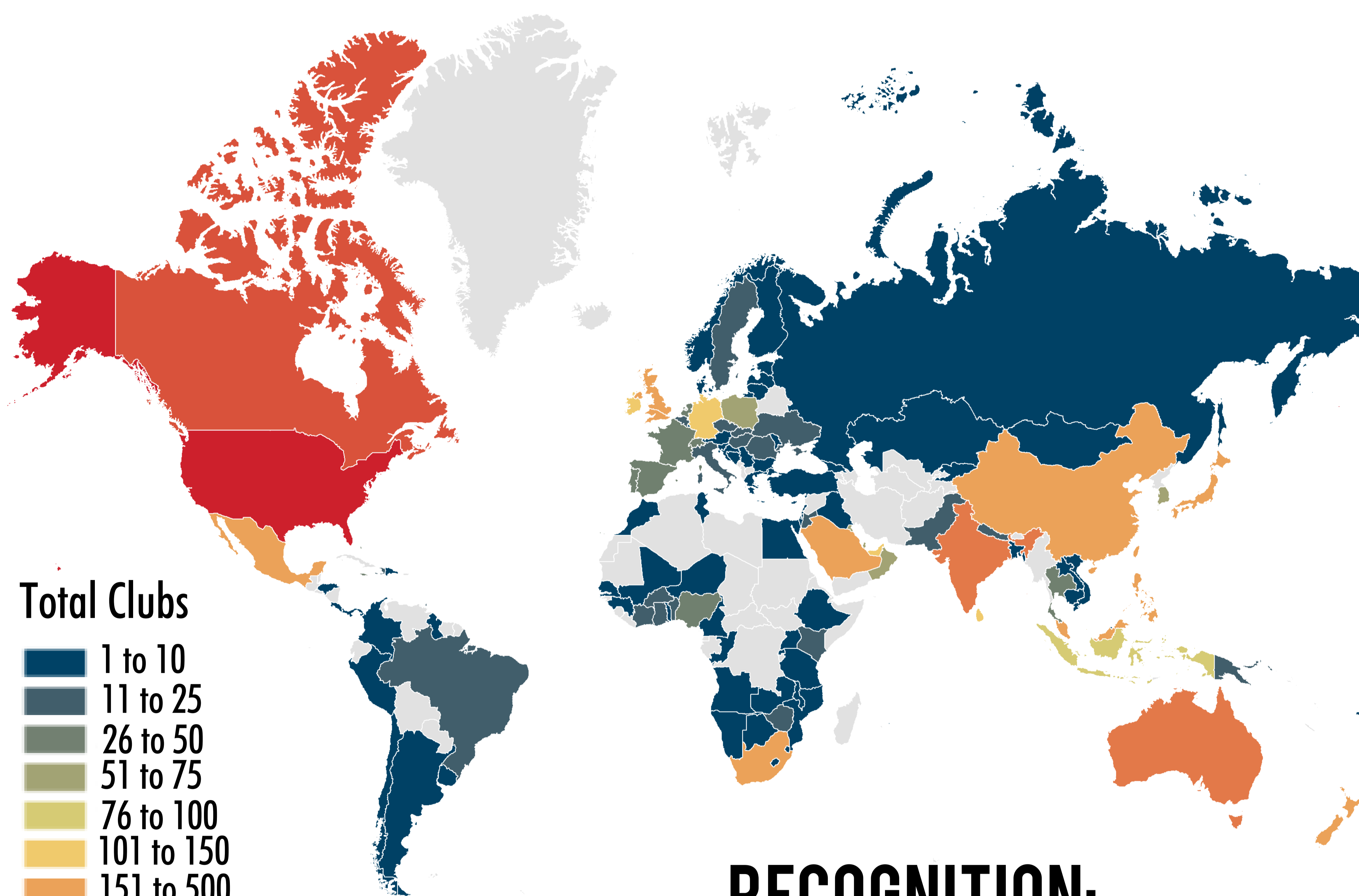
### PATHWAYS:



### AWARDS:



## CLUBS



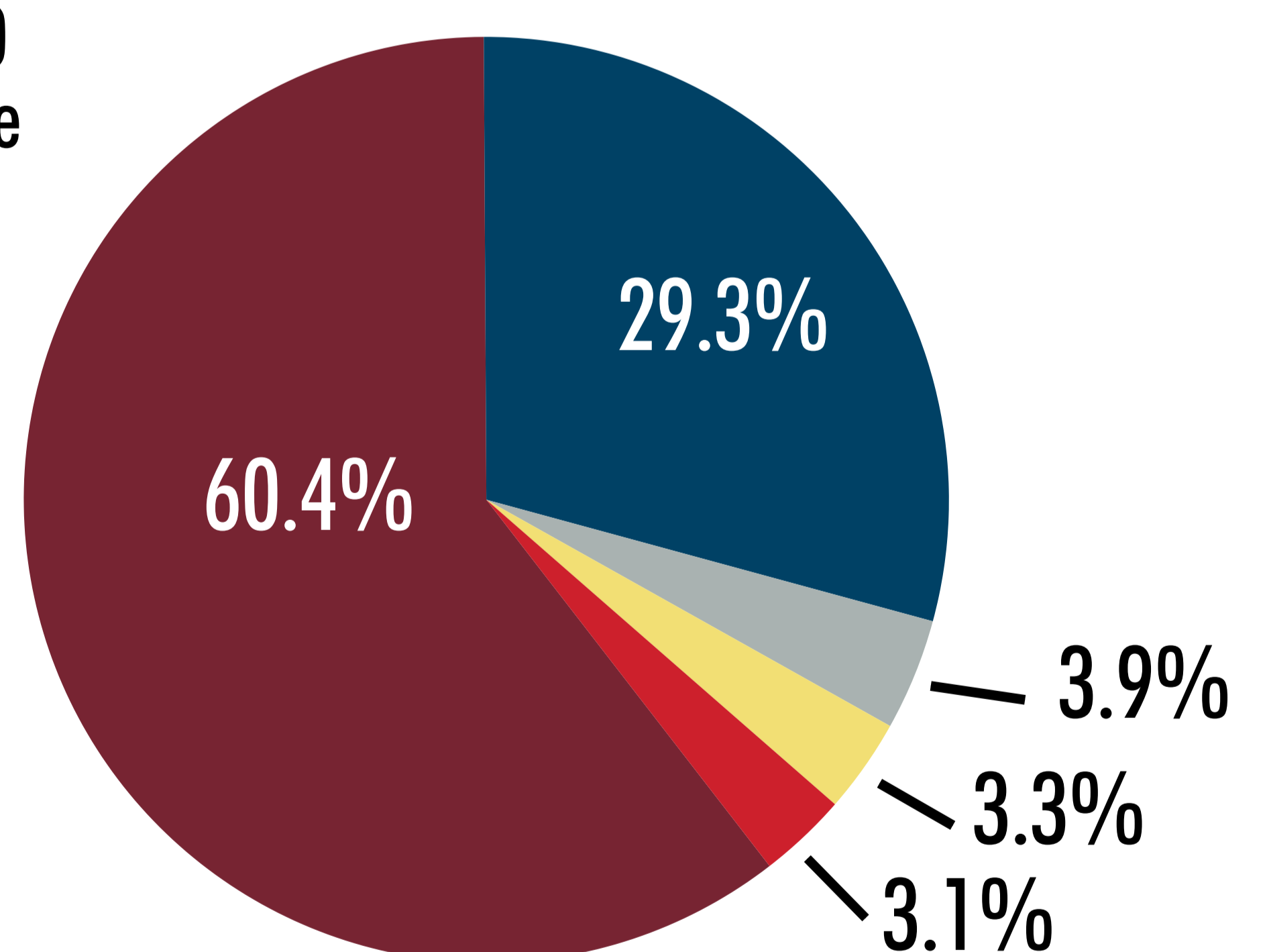
**Total Clubs**

- 1 to 10
- 11 to 25
- 26 to 50
- 51 to 75
- 76 to 100
- 101 to 150
- 151 to 500
- 501 to 1000
- 1001 to 2000
- 2001 or more
- None

### RECOGNITION:

President's >4,100  
 Select >2,100  
 Distinguished >2,000

### TYPE:



■ Community   
 ■ Company   
 ■ Government   
 ■ College   
 ■ Other

**50.0%**  
Achieved Distinguished

**-2.2%**  
Distinguished Growth<sup>5</sup>

## STATS

**Age:**  
**45.8**  
Average Age

**Education:**  
**39.4%**  
Master's Degree or Higher

**Profession:**  
**78.4%**  
Bachelor's Degree or Higher

**42.0%**  
Specialist Coordinator Analyst



**48.2%**

**51.8%**

**WHERE LEADERS ARE MADE**

<sup>1</sup> Total membership for the October 2017 renewal period (includes dual memberships).  
<sup>2</sup> Retention calculations based upon renewing members in two consecutive renewal periods.  
<sup>3</sup> New member total includes new and chartered for the 2017 to 2018 program year.  
<sup>4</sup> Non-renewing member total is for the October 2017 renewal period.  
<sup>5</sup> Distinguished club growth is relative to the increase in paid clubs.