### Members

- **Total Membership:** >358,000
  - **Growth:** +0.1%
  - **Retention Rate:** 53.6%
  - **Attrition Rate:** 46.4%
  - **New Members:** >174,700
  - **Member Tenure:** >2.4 Years

**Top Reasons For Joining:**
- More effective speaker
- Confidence in speaking
- Better presenter

**Average Age:** 45.0

**Education:**
- Master's Degree or Higher: 78.3%
- Bachelor's Degree or Higher: 41.1%
- Specialist/Coordinator/Analyst: 39.0%

**Profession:**
- 53.7% White Male
- 46.3% White Female

### Clubs

- **Total Clubs:** 212,995
- **Most completed paths:**
  - Presentation Mastery
  - Dynamic Leadership

**Type:**
- Community: 61.1%
- Company: 29.1%
- Government: 3.2%
- College: 2.8%

**Recognition:**
- President's Select: 51.3%
- Distinguished: 1.3%

**Country Growth:**
- Europe: 57.9%
- Americas: 40.4%
- Asia: 12.3%
- Oceania: 9.8%
- Africa: 6.3%

### Pathways
- Total Paths: 212,995
- Total Levels Completed: 90,850

### Where Leaders Are Made

- **Total membership for the October 2018 renewal period (includes dual memberships).**
- **Retention calculations based upon renewing members in two consecutive renewal periods.**
- **New member total includes new and chartered for the 2018 to 2019 program year.**
- **Distinguished club growth is relative to the increase in paid clubs.**

### Facts Sheet

July 1, 2018 to June 30, 2019

WHERE LEADERS ARE MADE