NON-RENEWING MEMBER SURVEY
July 2019
n=443

Membership Status

- I may renew in the future: 30.52%
- I intend to renew soon: 50.9%
- I do not plan to renew: 18.61%

Top Reasons for Not Renewing

- Time constraints: 35.7%
- Personal, health, work, family: 27.8%
- Other: 19.1%
- Moved or job transfer: 17.4%

Contacted for Renewal

- Yes: 69.6%
- No: 30.4%

Desired Incentives to Rejoin

- Discounted membership: 35.1%
- More real-world applicable skills: 21.7%
- More mentoring available to me: 20.6%
- More personalization in program: 19.0%

Willingness to recommend Toastmasters: 7.6 out of 10

76.2% Members attend most or all meetings
71.4% Have between 10 and 29 members
73.3% Club meetings last between 1 and 2 hours

Non-Renewing Member Demographics

Age

- 18-24: 8.8%
- 25-34: 22.9%
- 35-44: 21.8%
- 45-54: 19.7%
- 55-64: 17.1%
- 65+: 9.6%

Gender

- Female: 55.2%
- Male: 44.8%

Education Level

- Bachelor's Degree: 42.9%
- Master's Degree: 5.0%
- Some College: 7.0%
- Professional & Doctoral: 4.5%
- High School or Less: 34.0%

Role in Organization

- Specialist/Coordinator/Analyst: 40.1%
- Management: 26.6%
- Sole Proprietor: 11.3%
- Assistant/Admin: 10.1%
- Senior Leadership: 8.0%
- Executive: 4.0%

Top Industries

- Finance & Insurance: 15.6%
- Information & Communications (including IT): 14.0%
- Educational Services: 10.7%
- Healthcare & Social Assistance: 9.2%
- Professional, Scientific, & Tech (including Law): 8.2%

Employment Status

- Employed for wages: 66.5%
- Self-employed: 11.0%
- Retired: 7.1%
- Student: 6.9%
- Other: 8.5%

*Margin of Error: 4.6%  Confidence Interval: 95%  Response Rate: 4.7%  Completion Rate: 91.0%