

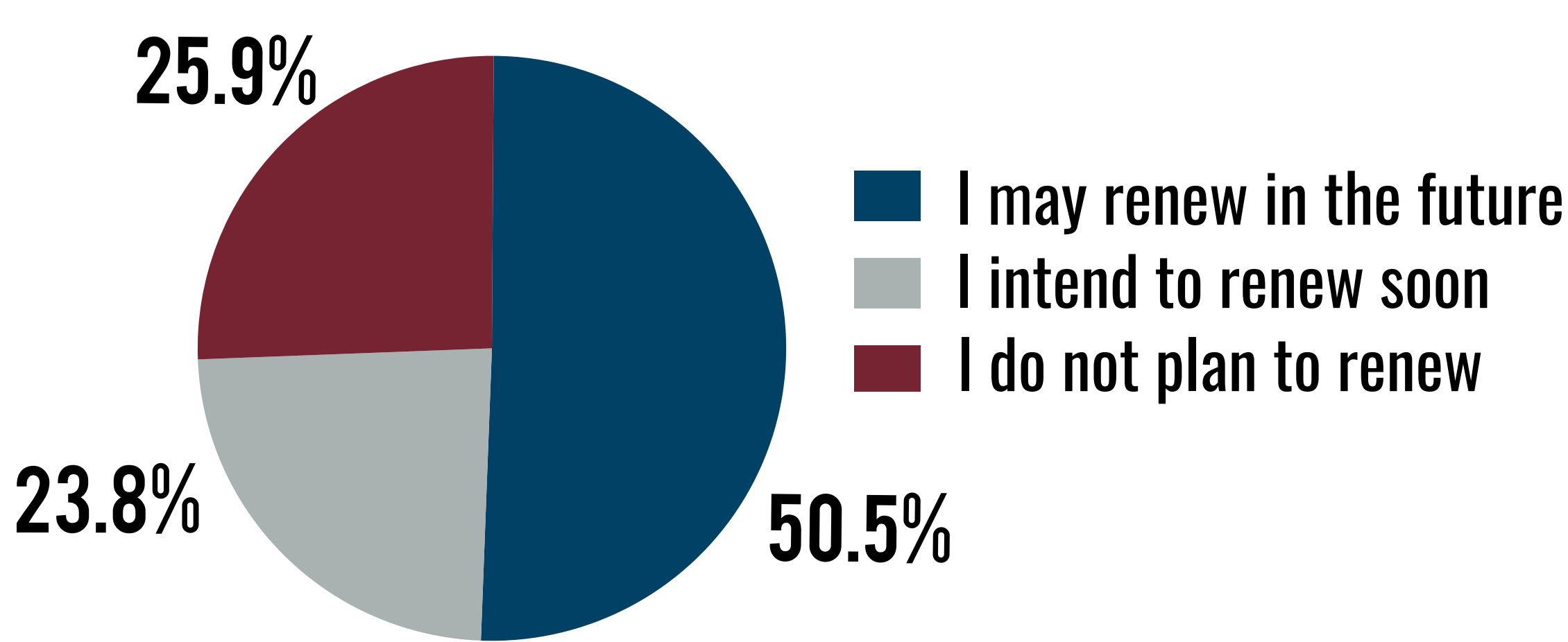
# NON-RENEWING MEMBER SURVEY



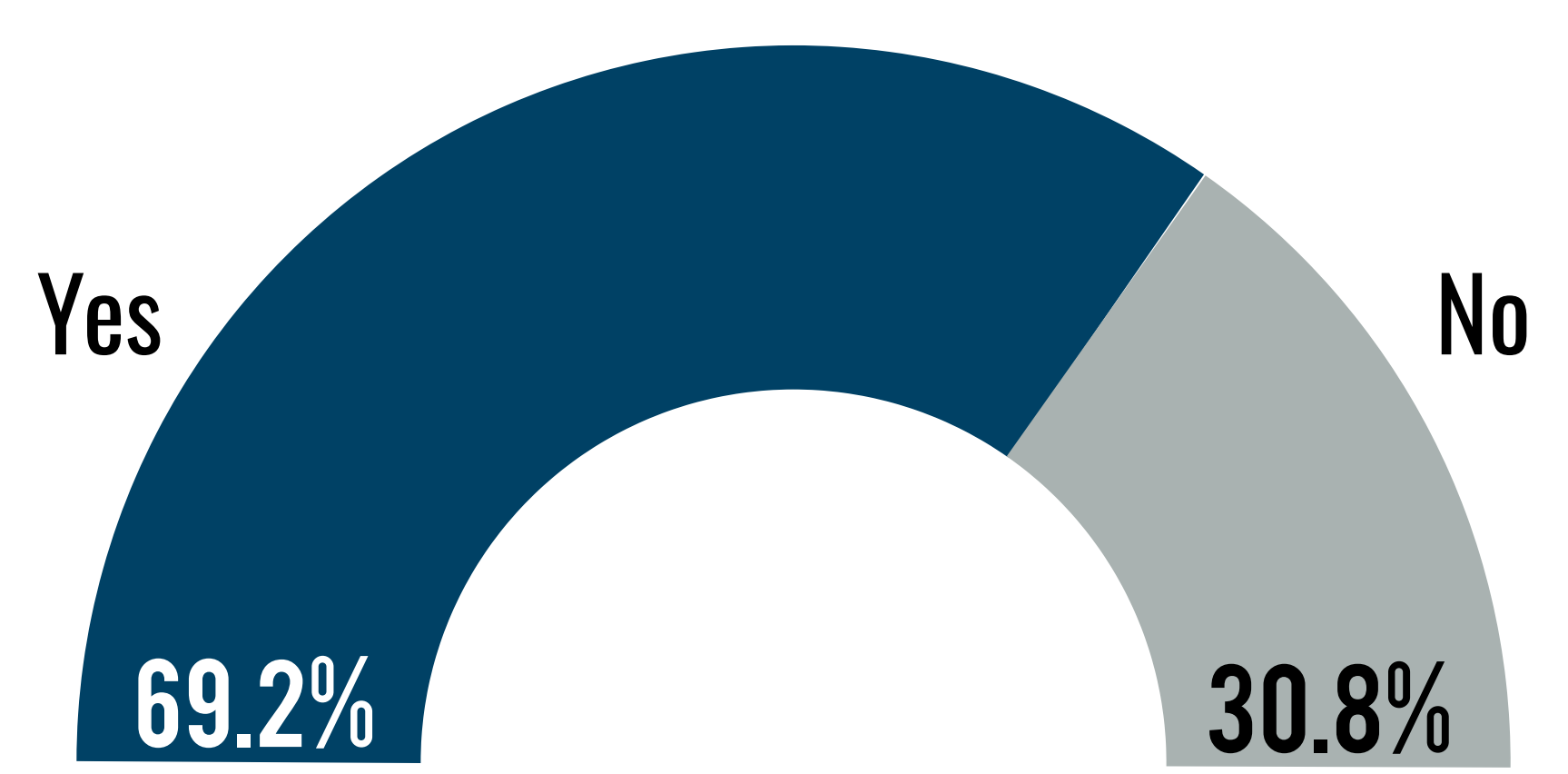
July 2018  
n=528

## Members

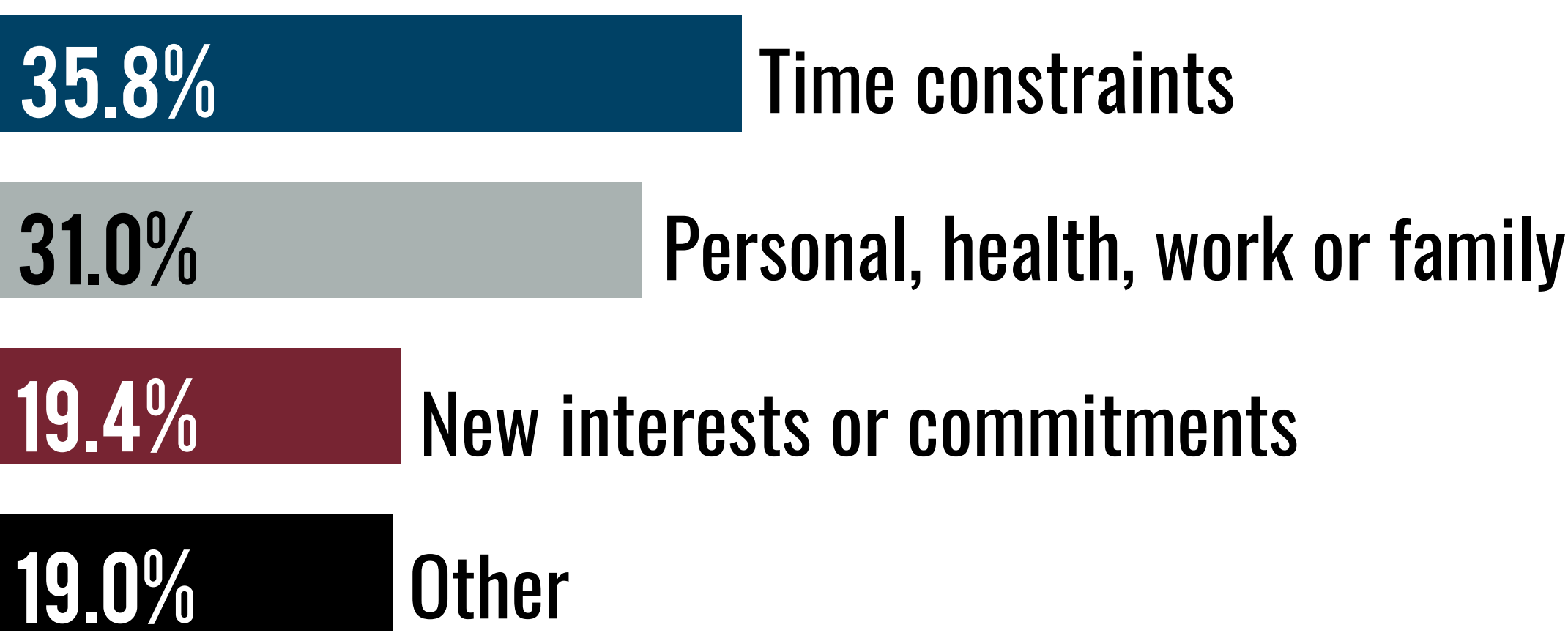
### Membership Status



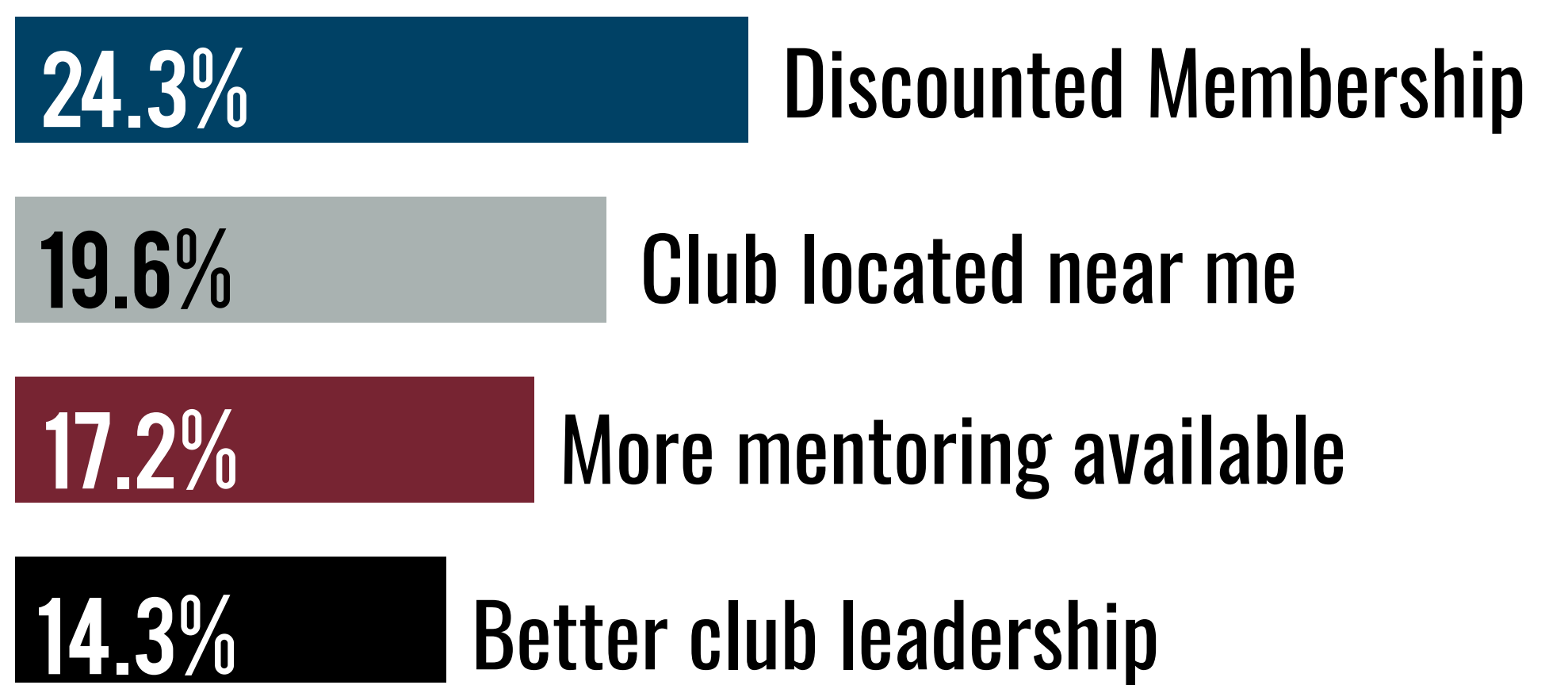
### Contacted for Renewal



### Top Reasons for Not Renewing



### Desired Incentives to Rejoin



### Willingness to Recommend Toastmasters (Out of 10)



## Clubs



**72.3%**

Members attend most or all meetings



**66.0%**

Have between 10 and 29 members

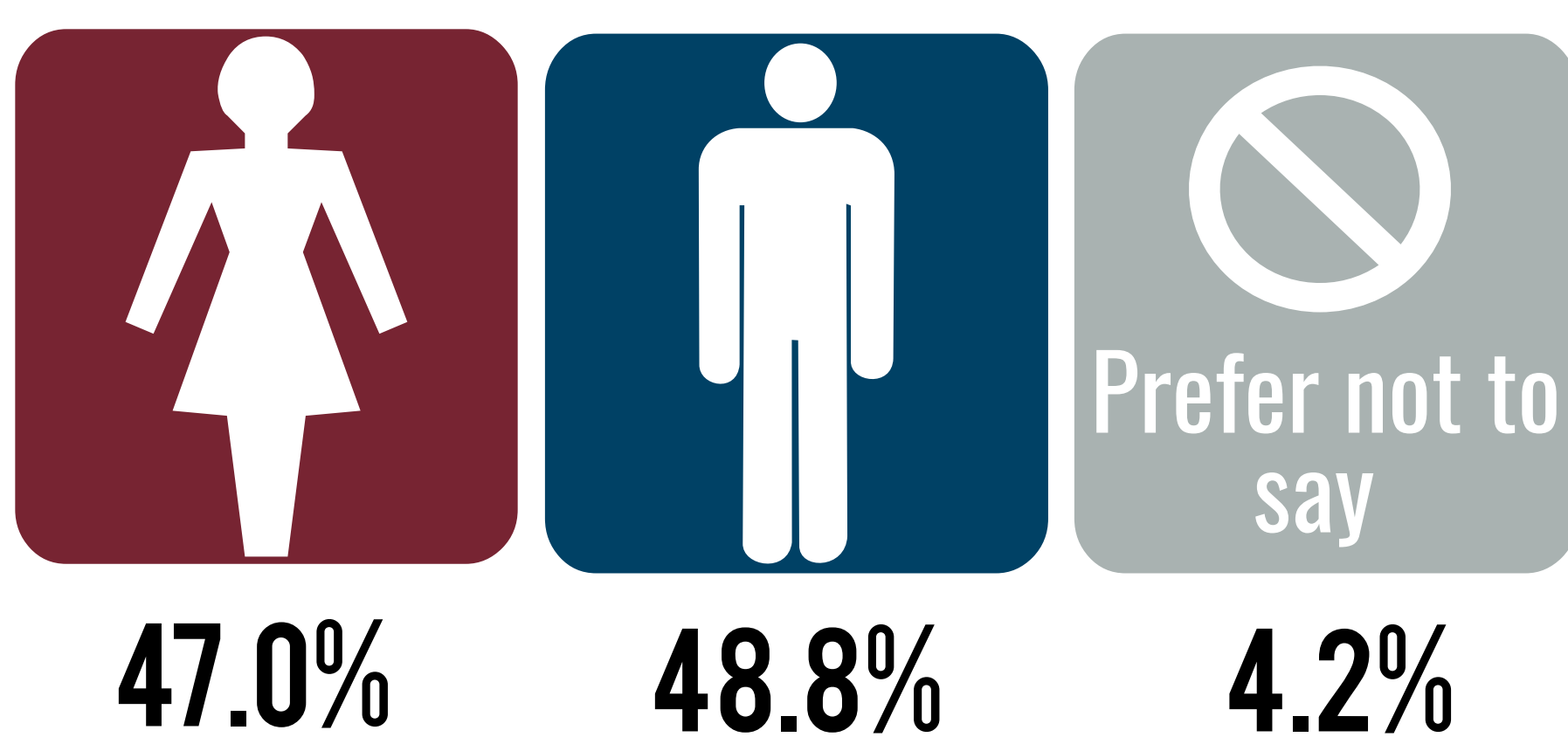


**71.9%**

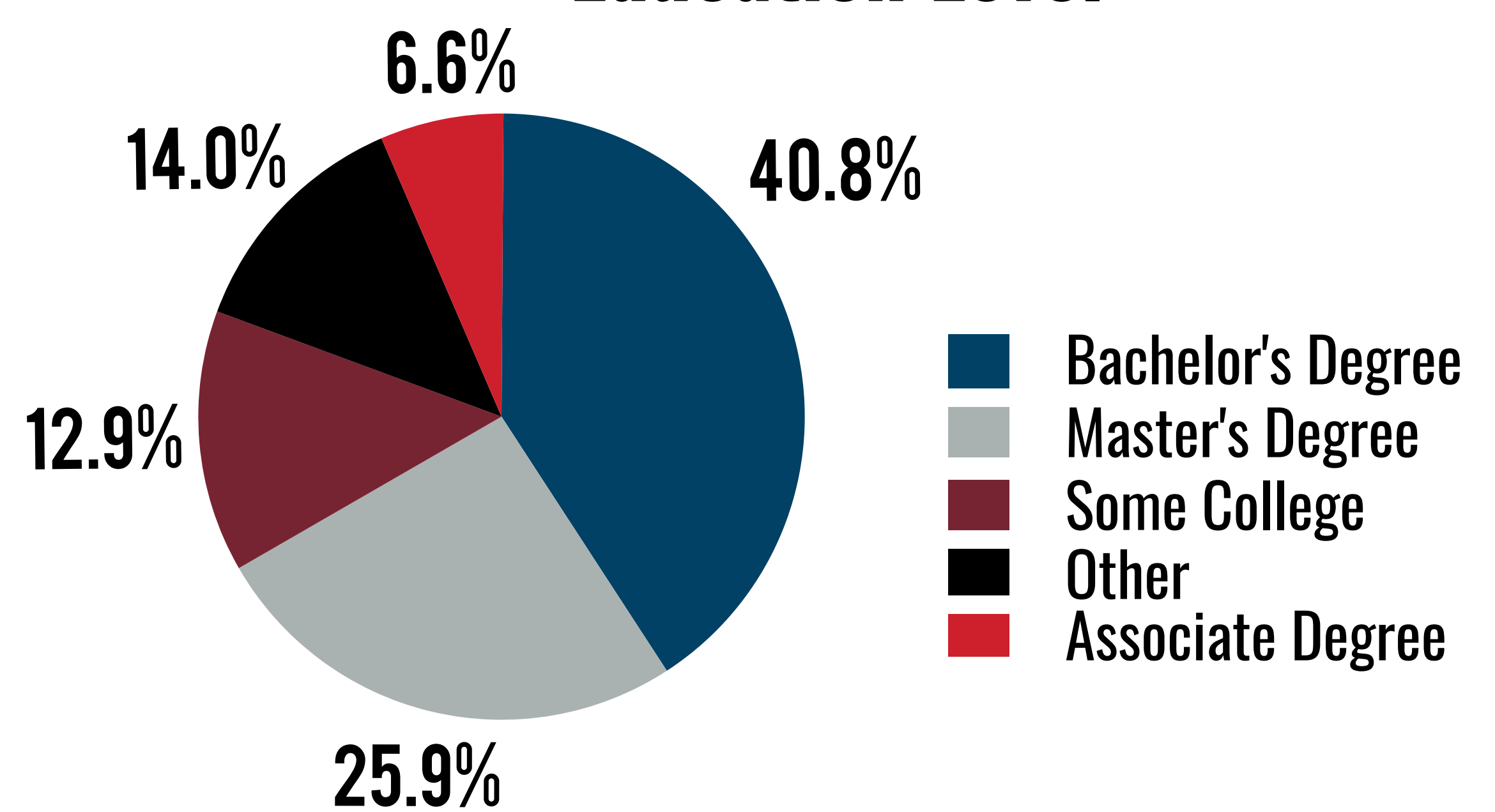
Club meetings last between 1 and 2 hours

## Non-Renewing Member Demographics

### Gender



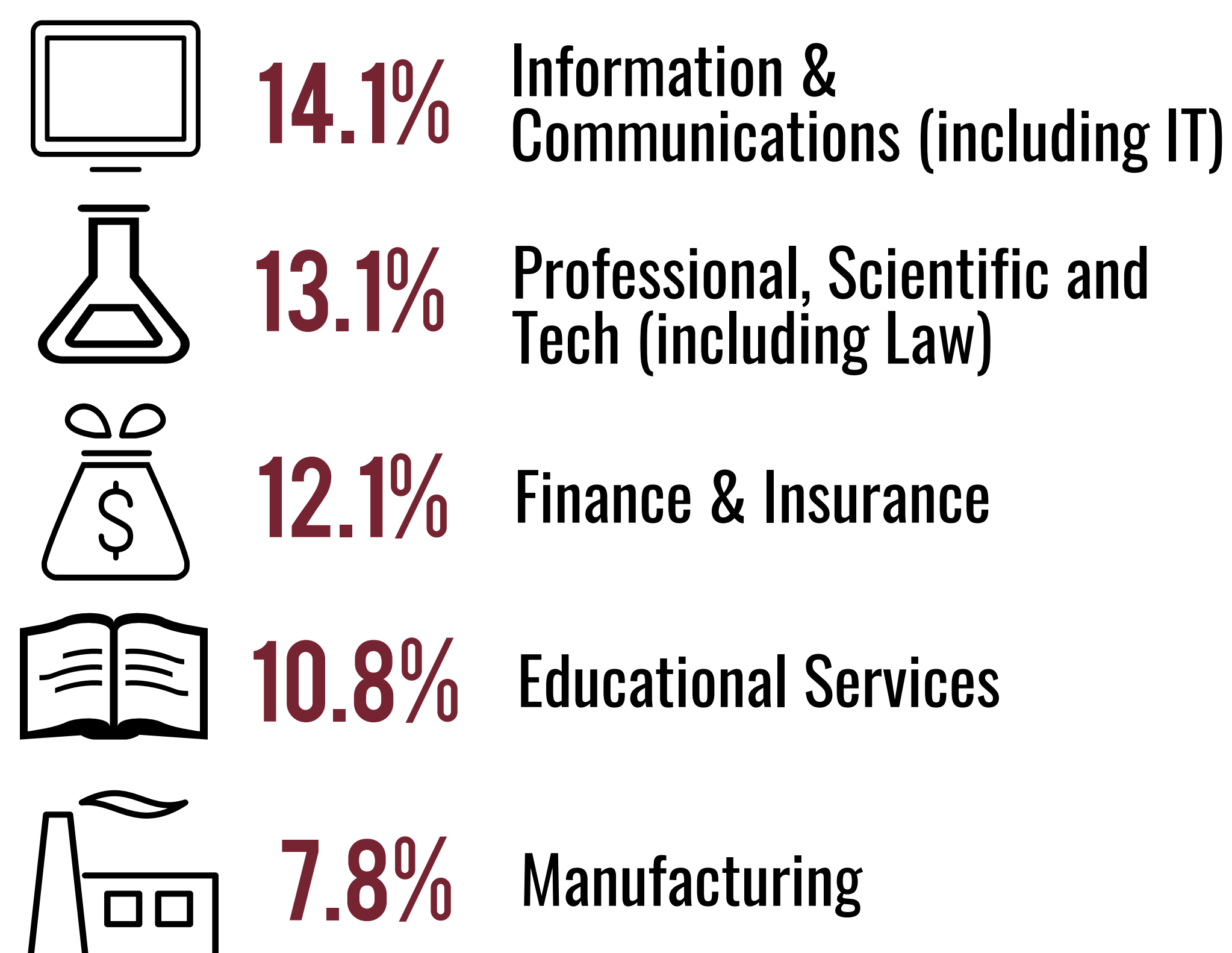
### Education Level



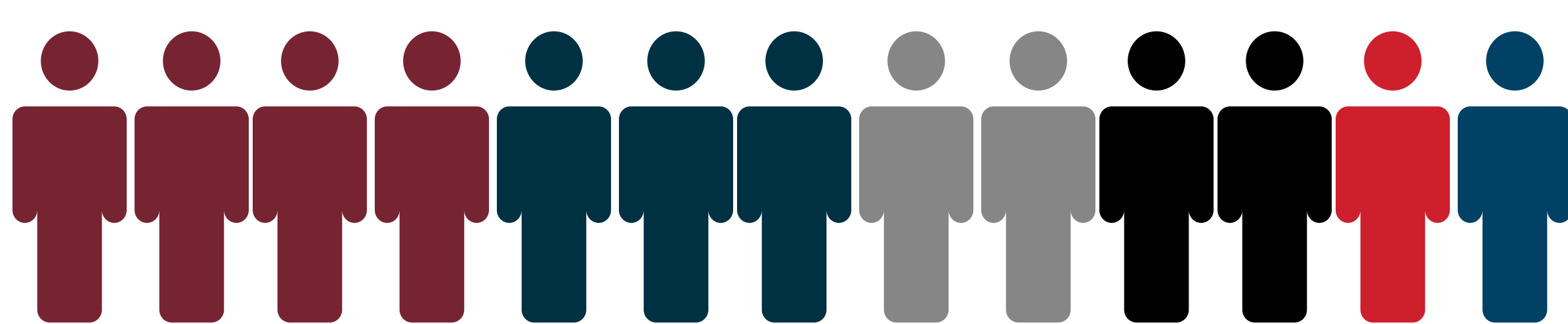
### Employment Status



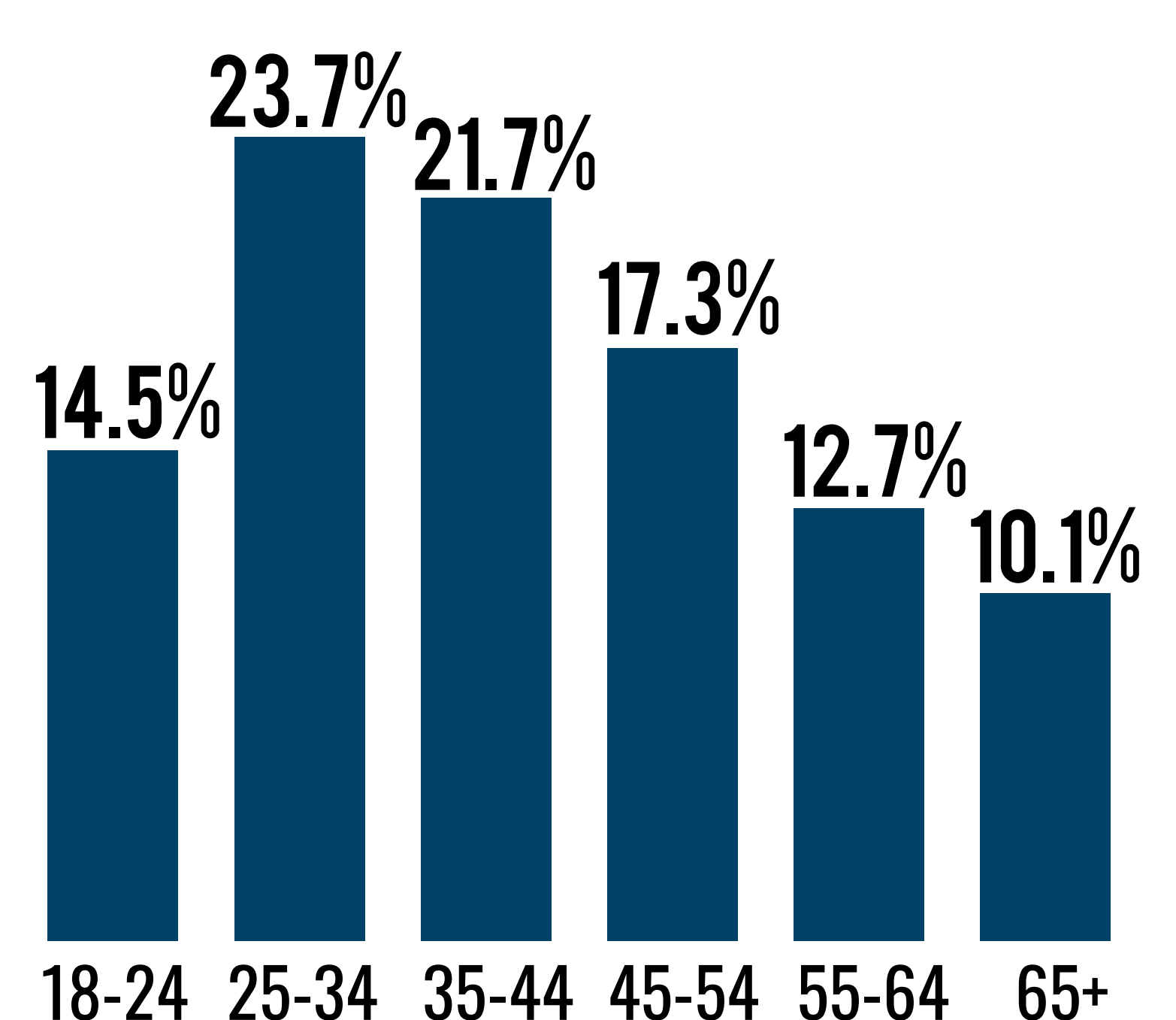
### Top Industries



### Role in Organization



### Age



**+/- 4.0%**  
Margin of Error

**95%**  
Confidence Interval

**6.7%**  
Response Rate

**92.2%**  
Completion Rate