



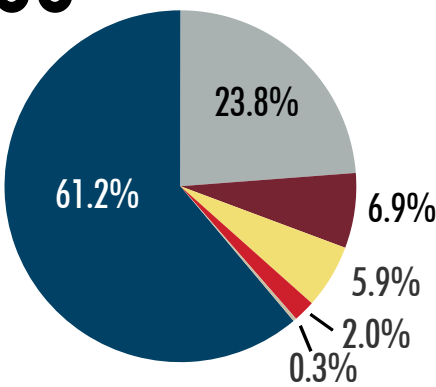
FACT SHEET

July 1, 2016 to June 30, 2017

MEMBERS

>352,000
Members¹

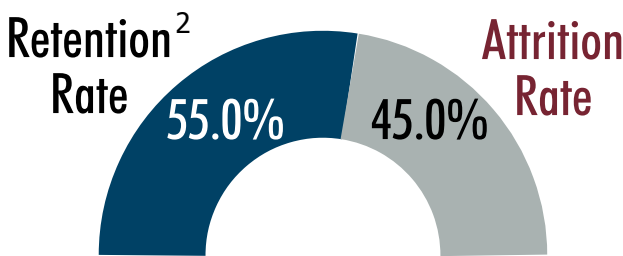
+2.1%
Growth



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

AWARDS:

CC	>30,400
AC	>14,400
CL	>18,700
AL	>9,300
DTM	>1,800



New Members³ >200,400

Non-Renewing⁴ >94,600

Member Tenure >2.6 Years

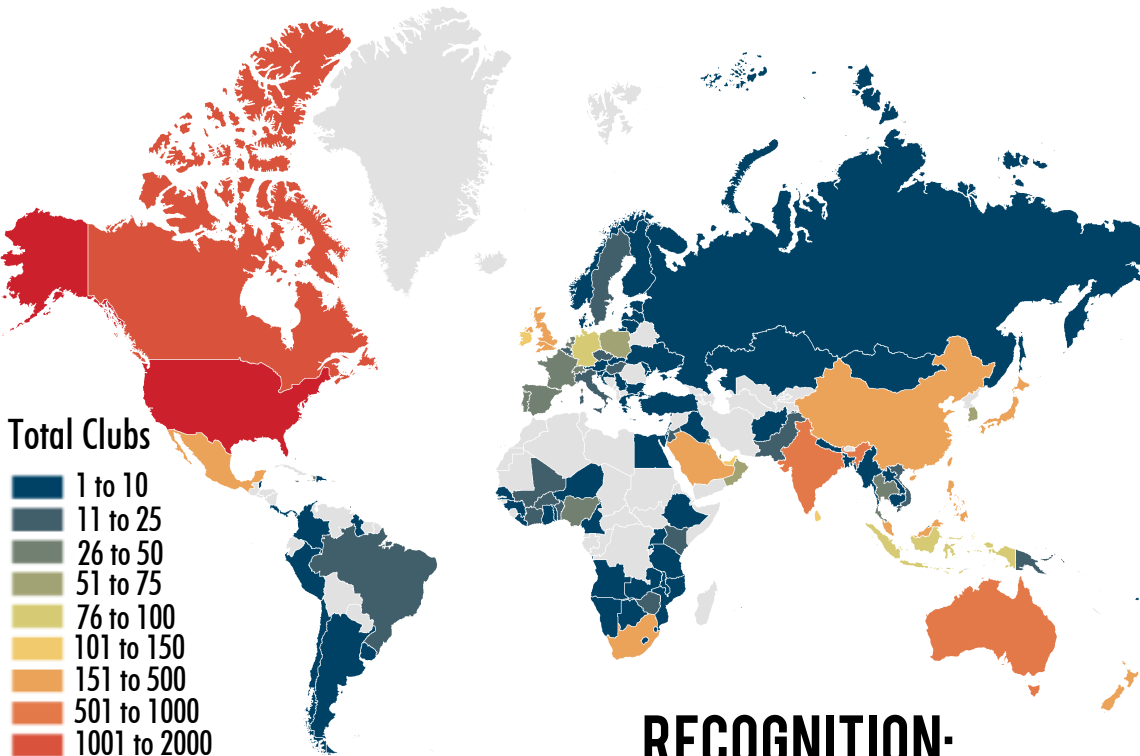
Top Reasons For Joining:

- ✓ Improve Communication
- ✓ Overcome Fear
- ✓ Increase Confidence

Top Reasons For Not Renewing:

- ✗ Time Constraints
- ✗ Personal Issues
- ✗ Relocation
- ✗ New Interests

CLUBS



141
Countries

+3.1%
Growth

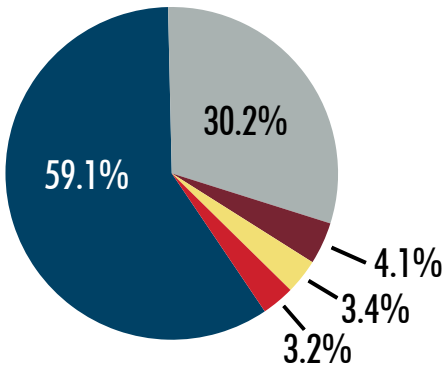
>16,400
Clubs

>1,500
New Clubs

RECOGNITION:

President's	>4,200
Select	>2,100
Distinguished	>2,100

TYPE:



- Community
- Company
- Government
- College
- Other

51.7%
Achieved
Distinguished

-2.0%
Distinguished
Growth⁵

STATS

Age:

46.6
Average
Age

Education:

38.8%
Master's
Degree
or Higher

76.9%
Bachelor's
Degree or
Higher

Profession:

40.1%
Specialist
Coordinator
Analyst



48.5%



51.5%

WHERE LEADERS ARE MADE

¹ Total membership for the October 2016 renewal period (includes dual memberships).
² Retention calculations based upon renewing members in two consecutive renewal periods.
³ New member total includes new and chartered for the 2016 to 2017 program year.
⁴ Non-renewing member total is for the October 2016 renewal period.
⁵ Distinguished club growth is relative to the increase in paid clubs.