# Member Satisfaction Report July 2015 

Research \& Analysis

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Toastmasters International conducted an online survey to benchmark overall member satisfaction, gather statistics, track changes in responses and monitor for actionable feedback to improve satisfaction. The survey includes questions related to member's satisfaction with their club, the education program, real-world application of learning, accomplishment of personal goals, and their likelihood to recommend Toastmasters to a friend, family member or colleague.

## Methodology \& Sampling

## Description of the methodology and sampling

## Methodology:

- An online survey was conducted using the Qualtrics survey platform. The survey targeted the average member.


## Sampling:

- A stratified sampling method was implemented to select a representative sample of members at the district level.


## Response Rate:

- Overall, 41,953 members were invited to participate in the online survey, of which 11,194 responded for a total response rate of $26.7 \%$. Of those who responded, 10,218 completed the survey for a completion rate of $91.3 \%$. This gave the survey results a $+/-1.1 \%$ margin of error with $99 \%$ confidence. The margin of error ranges for each district between 5 to 20\%.



## Satisfaction with Toastmasters

Please rate your satisfaction with the Toastmasters program.


What could be done to increase your satisfaction with the Toastmasters program?

Most commonly reported words in text analysis
speech meetings
speakers participation many
leadership emphasis educational
mentor new membership each after etc manual feedback some Nothing change speeches good about just over evaluation clubs quality different attend DTM mentoring officer well manuals attend DTM less information member roles current much better advanced rules goals lot keep find give still little make sure level done become needs like use learning time people only really one public focus Toastmasters feel local TM all organization improve $\underset{\text { arganization }}{\text { area group }} \mathbf{C l U b}$ increase District think leaders communication same want meeting other officers
members speaking training need ${ }_{\text {toastmaster being }}^{\text {men }}$

$$
(n=1,013)
$$

## Progress Toward Goals

How effective is Toastmasters at helping you progress toward your personal goals?


What would make Toastmasters more effective at helping you progress toward your personal goals?

Most commonly reported words in text analysis
personal members $\begin{gathered}\text { communication } \\ \text { manual }\end{gathered}$
effective
good
goals
club leadership give
meeting people speakers improve different
level specific group Toastmasters $\begin{aligned} & \text { any } \\ & \text { like }\end{aligned}$
member $\begin{gathered}\text { officers yet find } \\ \text { great } \\ \text { speak fovide }\end{gathered}$ goal skills still area
etc less first having every topics work support
guidance educational only district other projects progress
better now during speaker mentors training way
program feel feedback time clubs speech know
sure TM new programs take see roles
manuals speeches make each jus
help
more Nothing towards
think some all
one about
mentoring because mentor track advanced because mentor much
public meetings speaking

$$
(n=1,127)
$$

## Real-World Learning Opportunities

Please rate the effectiveness of Toastmasters in providing real-world learning opportunities that are applicable outside of the club.

$$
(n=10,519)
$$

What would make Toastmasters more effective in providing real-world opportunities that are applicable outside of the club?

Most commonly reported words in text analysis
professional clubs project others give encourage member club speeches some level meetings real-world about experience focus communication just program really learning heip manuals many environment activities sure use ocal better oastmaster real like business life manual other roles

speaking people work need learn world different think District good topics projects Maybe make job one TM having projectice provide community much skills new only effective all leadership ${ }^{\text {Most }}$ treining situations any
speech public opportunities Toastmasters members

$$
(n=1,395)
$$

## Educational Materials

How effective are the Toastmasters educational materials?


What could be done to make the education materials more effective?

Most commonly reported words in text analysis
world available include speeches many speaker projects presentations clubs TM help manuals know advanced content Manuals project video skills Most use training see only about much $\cap$ seem just think tips better work improve different sure etc lot being videos less focus really new speaking Update example meeting roles one need all make time online yet real people books other used
public evaluation give specific through CL like program club little Maybe provide any add learning
updated examples speech information same read materials each education CC good effective communication educational material

Toastmasters some members leadership

$$
(n=1,358)
$$

## Public Speaking Skills

How effective is Toastmasters at helping you improve your public speaking skills?


What would make Toastmasters more effective at helping you improve your public speaking skills?

Most commonly reported words in text analysis
practice Table opportunities being mentors member evaluation audience
feedback one meeting speakers advanced help speaker others speak goals opportunity think like level topics good only mentor really see group now available previous program yet N/A new given attend quality just take able front learning clubs before TM much make people great sure meetings best skills having well better Provide members need about way all focus improve feel projects training give
effective each other speaking know Maybe public because manuals leadership public workshops many individual personal evaluations evaluators Nothing
more deliver sessions learn some speeches speech
Toastmasters
( $\mathrm{n}=413$ )

How effective is Toastmasters at helping you improve your leadership skills?


$$
(n=10,324)
$$

What would make Toastmasters more effective at helping you improve your leadership skills?

Most commonly reported words in text analysis
much sure manuals manual officers
leadership
club
opportunity
take learn
good CL provide
need leader more area public doing done already 1 learning through etc just
district skill tasks meetings things mentoring most like help different situations activities all yet only part way track having real business TM one role focus make see officer others new time give work each know outside lead feel develop level other training better about
maybe less member want any opportunities
effective some projects people being leaders within
feedback think Toastmasters team clubs really Toastmasters world many roles Nothing improve experience members program speaking meeting Toastmaster skills

$$
(n=1,373)
$$

## Satisfaction with Your Club

Please rate your satisfaction with the following aspects of your club.


## What could be done to increase your satisfaction with your club?

Most commonly reported words in text analysis
district meetings meeting leadership join focus roles
really every
well needs $\rightarrow$ leaders support nut nees more much better
change
room find give area
membership difficult officer TM way change member all learn attend rather
times skills preside feel times skills president speak because format everyone see think same less speak because format every
different program speaking make help quality doing having take activities opportunities each one goals time training commitment meet increase good work always Nothing many venue speech speakers need
members
people
improve
mentoring
Toastmasters few some
participation
communication

C|UW $\begin{aligned} & \text { attendance } \\ & \text { clubs officers } \\ & \text { speeches }\end{aligned}$

$$
(n=2,086)
$$

## Likelihood to Recommend Toastmasters

What is the likelihood that you would recommend Toastmasters to a friend, family member or colleague?


Net Promoter Score

Net Promoter Score is calculated by taking the percentage of Promoters (those who rated a 9 or 10) and subtracting the percentage of Detractors (those who rated a 0 to 6)

What could be done to increase your likelihood to recommend Toastmasters to a friend, family member or colleague.

Most commonly reported words in text analysis
member work activities about opportunity
friends some person opportunities really family public leadership organization come first already skills others after like group feel personal speeches join still experience like goals different friend likely all Toastmasters need even bit give Oastmasters meetings
anyone help depends level speaking fun TM new anything sure less better speech good most great just only interested time well one other want someone membership many find way district fee think clu members promote
much
beiere Club
see because know
clubs benefit needs quality having
environment speakers program speak increase
make toastmaster meeting improve people Nothing
recommend
+68.8

