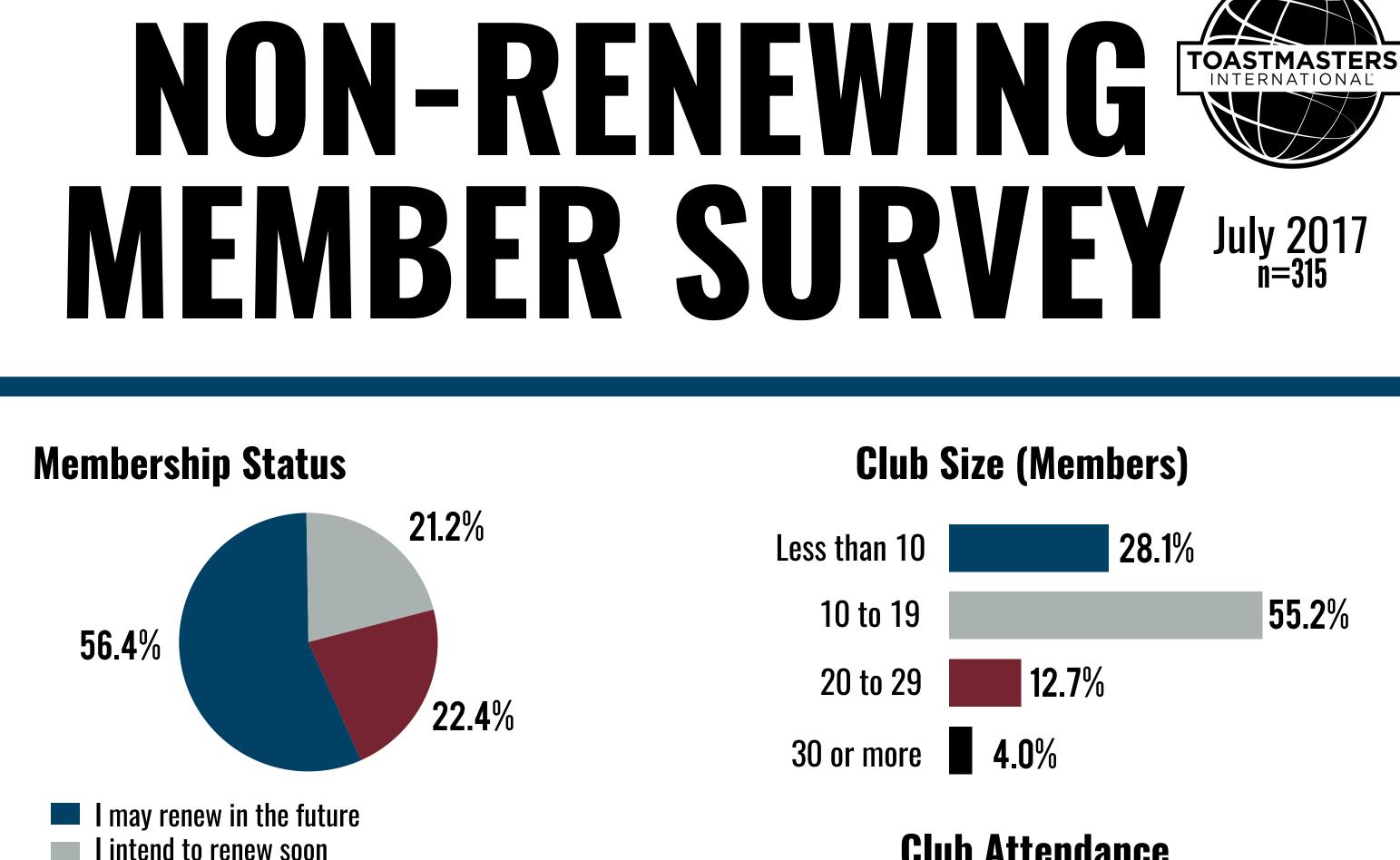
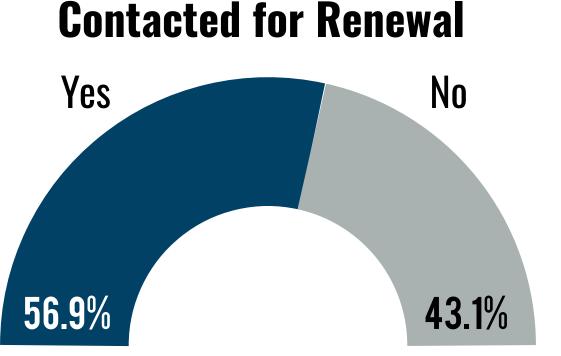
NON-RENEWING July 2017 n=315



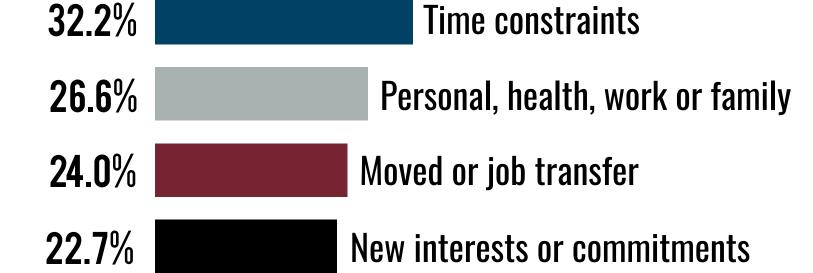
Likelihood of Recommending Toastmasters (Out of 10)

I do not plan to renew

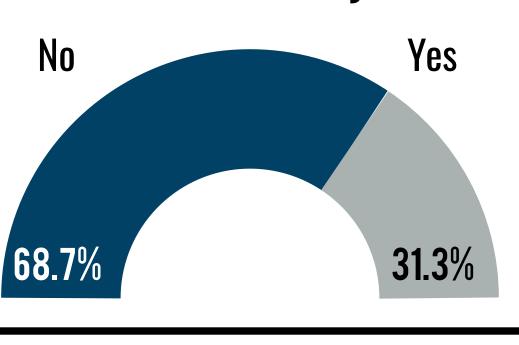
8.0



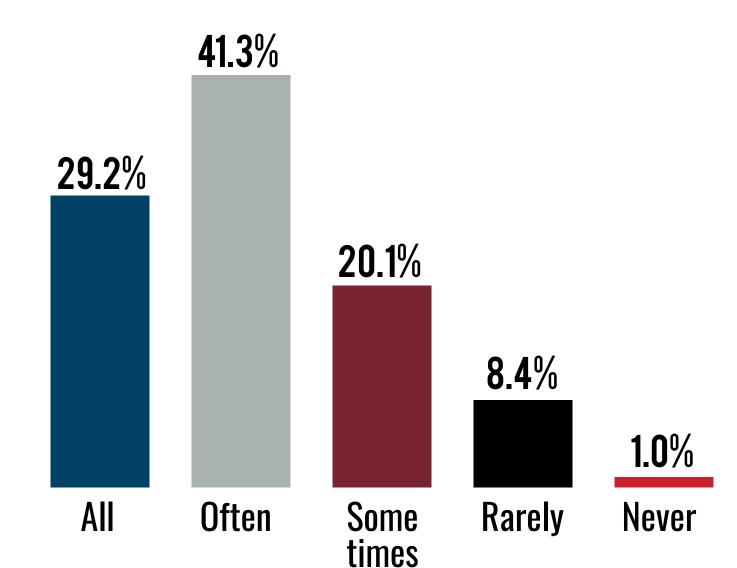
Top Reasons for Not Renewing



Is there something that could have been done to convince you to renew?

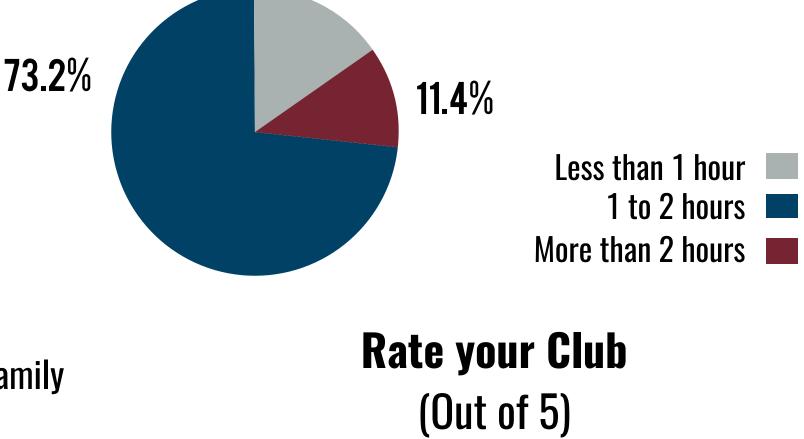


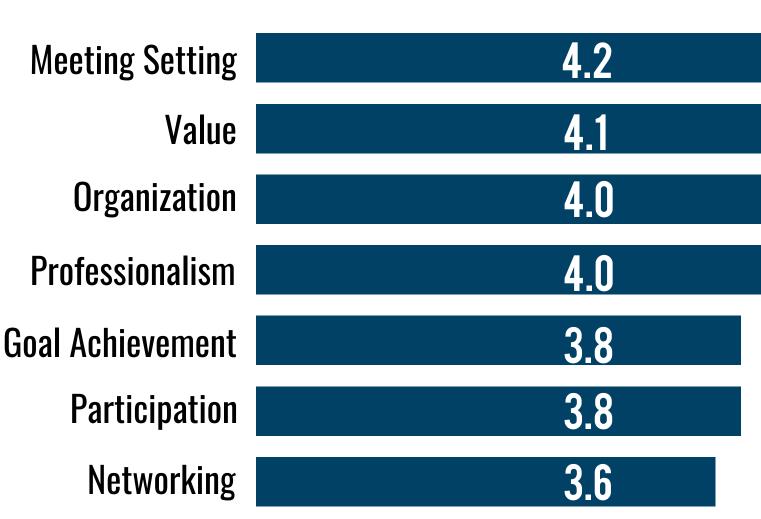
Club Attendance



Duration of Club Meetings

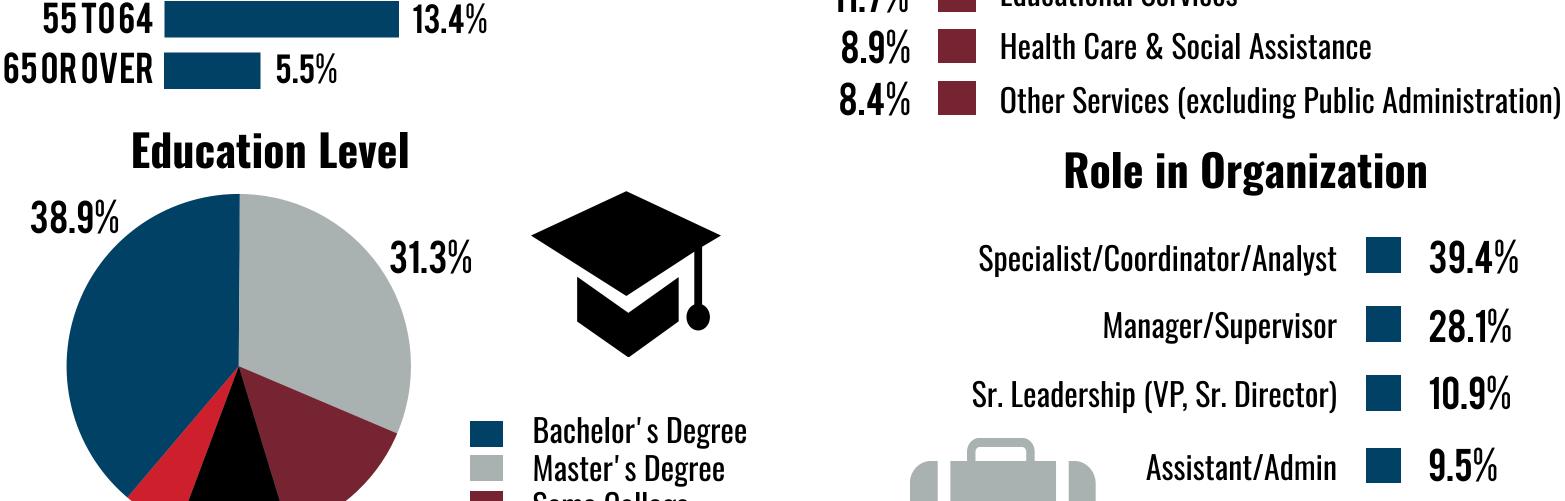
15.4%



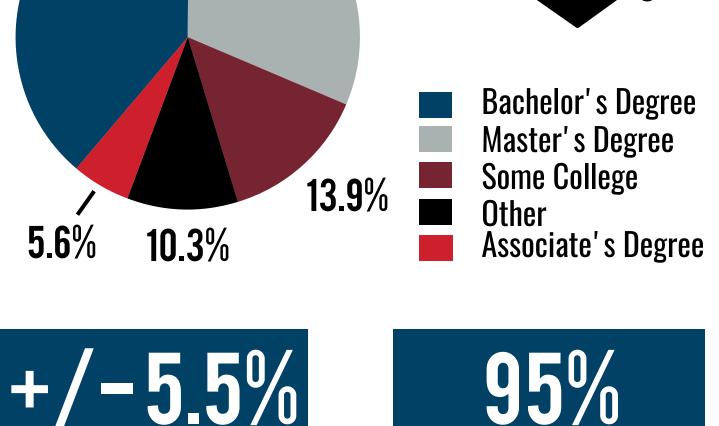


Non-Renewing Member **Demographics** Gender **Employment** Status 11.6% 9.3% **Employed for wages 66.1**% 6.5% **Self-Employed** Student 48.8% **51.2**% Retired 6.5% Other Age 18 TO 24 **Top Industries** 10.3% 28.2% 25T034 19.2% **Information & Communications (including IT)** 35T044 **17.5**% **15.0**% Finance & Insurance

11.7%



25.1%



Margin of Error

45T054

95% **Confidence Interval** 7.6%

Response Rate

Educational Services

4.1% **Executive** 92.9% **Completion Rate**

Sole Proprieter

39.4%

28.1%

10.9%

9.5%

8.1%