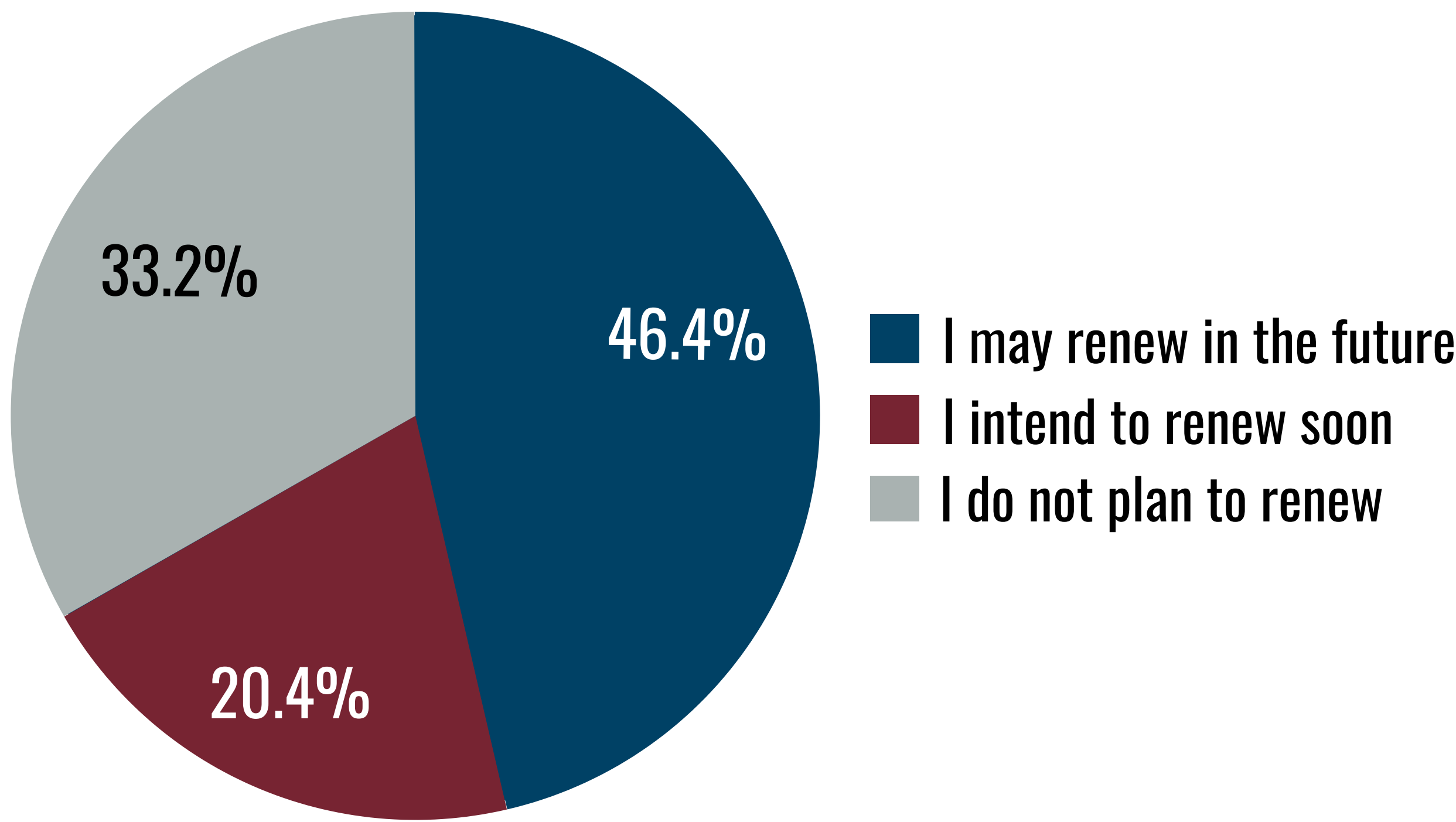


NON-RENEWING MEMBER SURVEY



July 2020
n=594

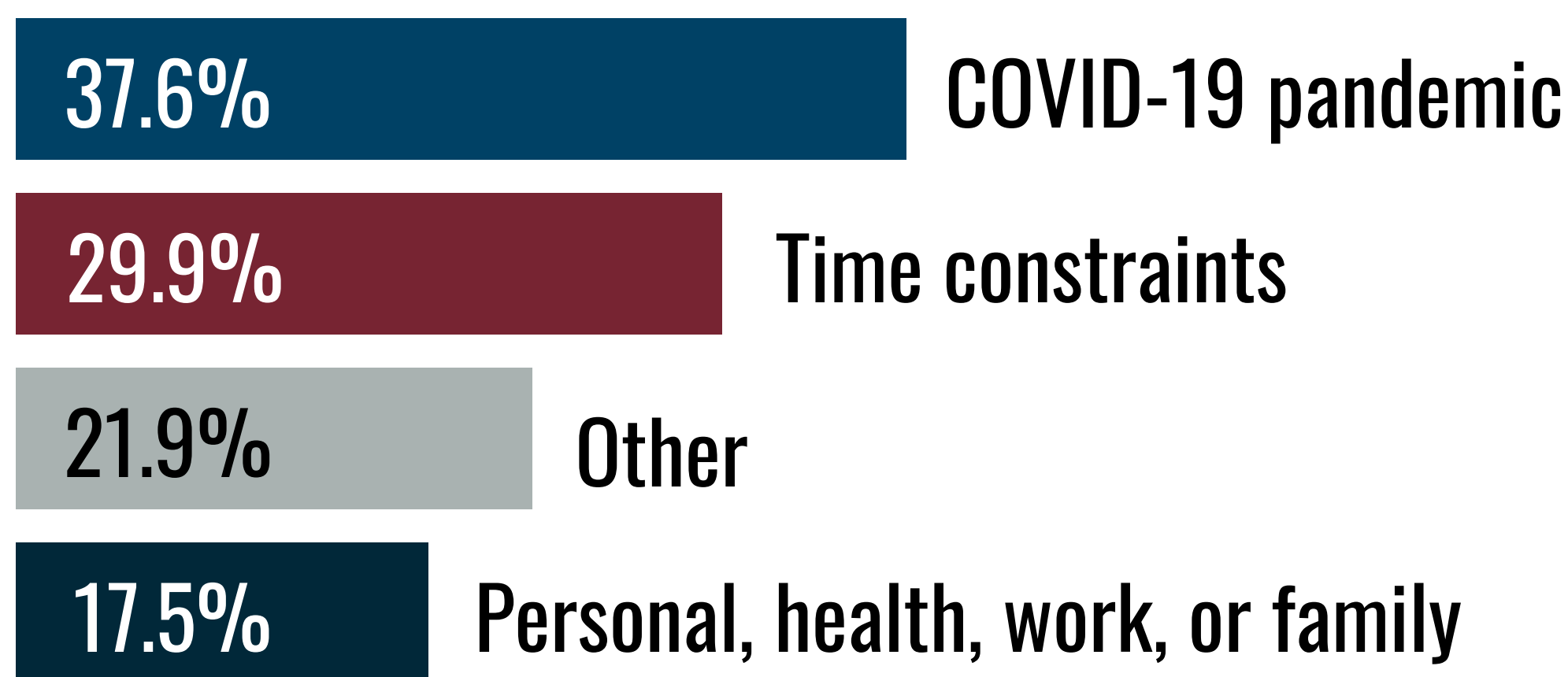
Membership Status



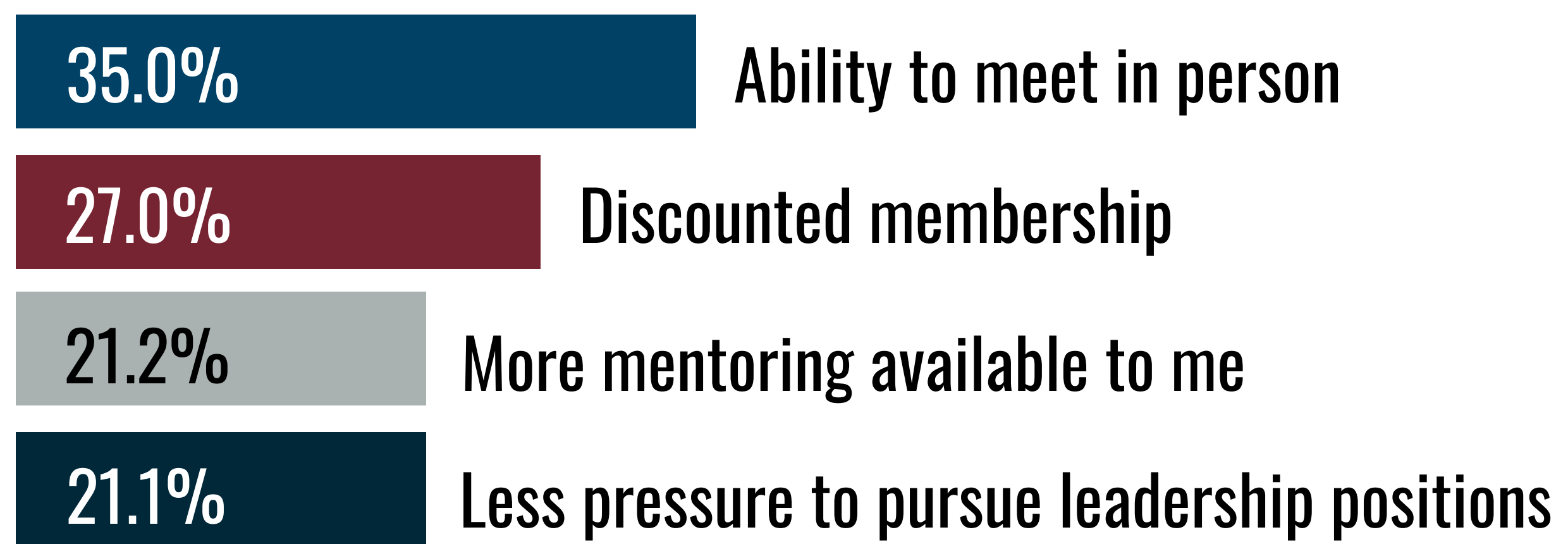
Top Personal Goals Met



Top Reasons for Not Renewing

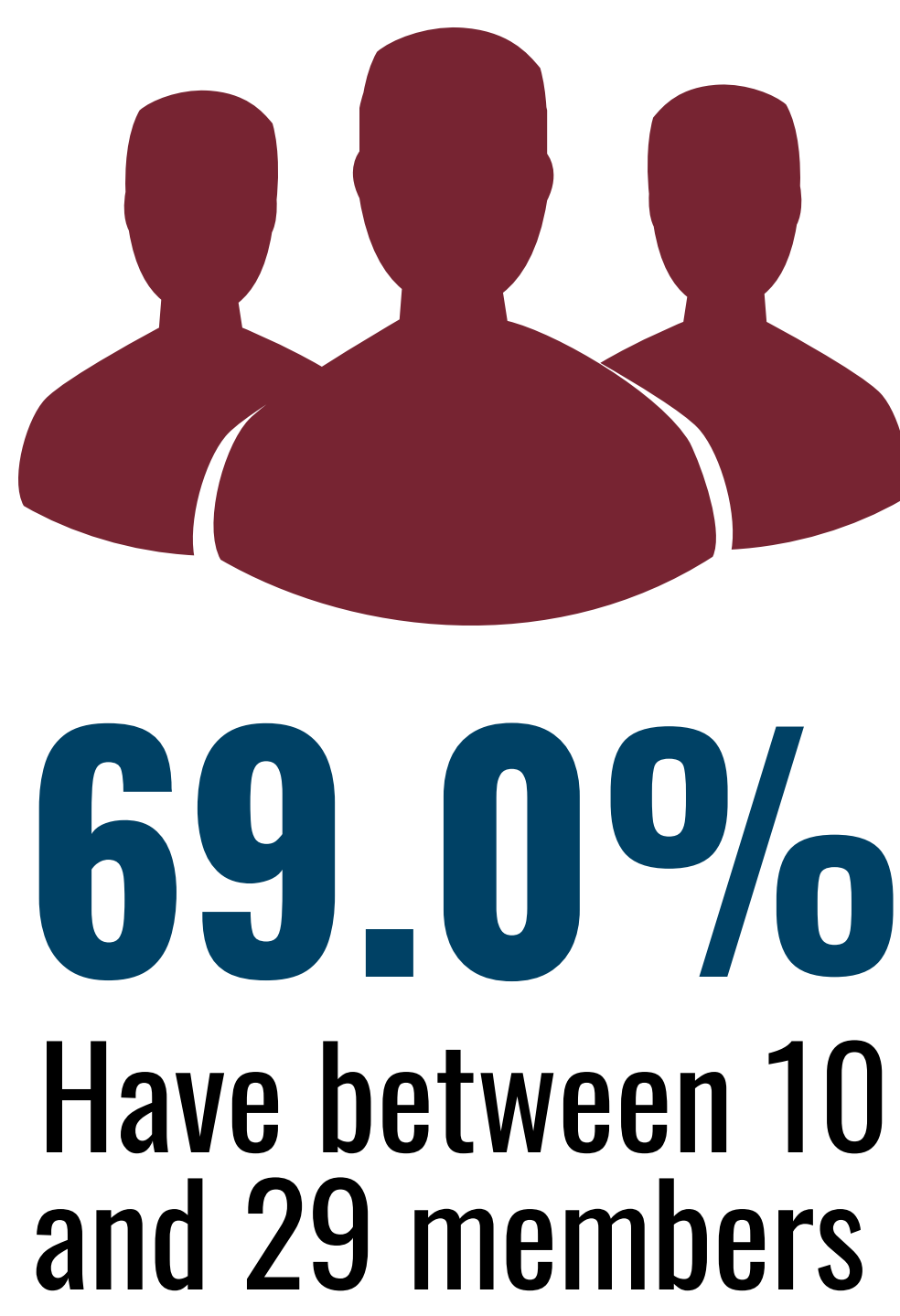


Desired Incentives to Rejoin

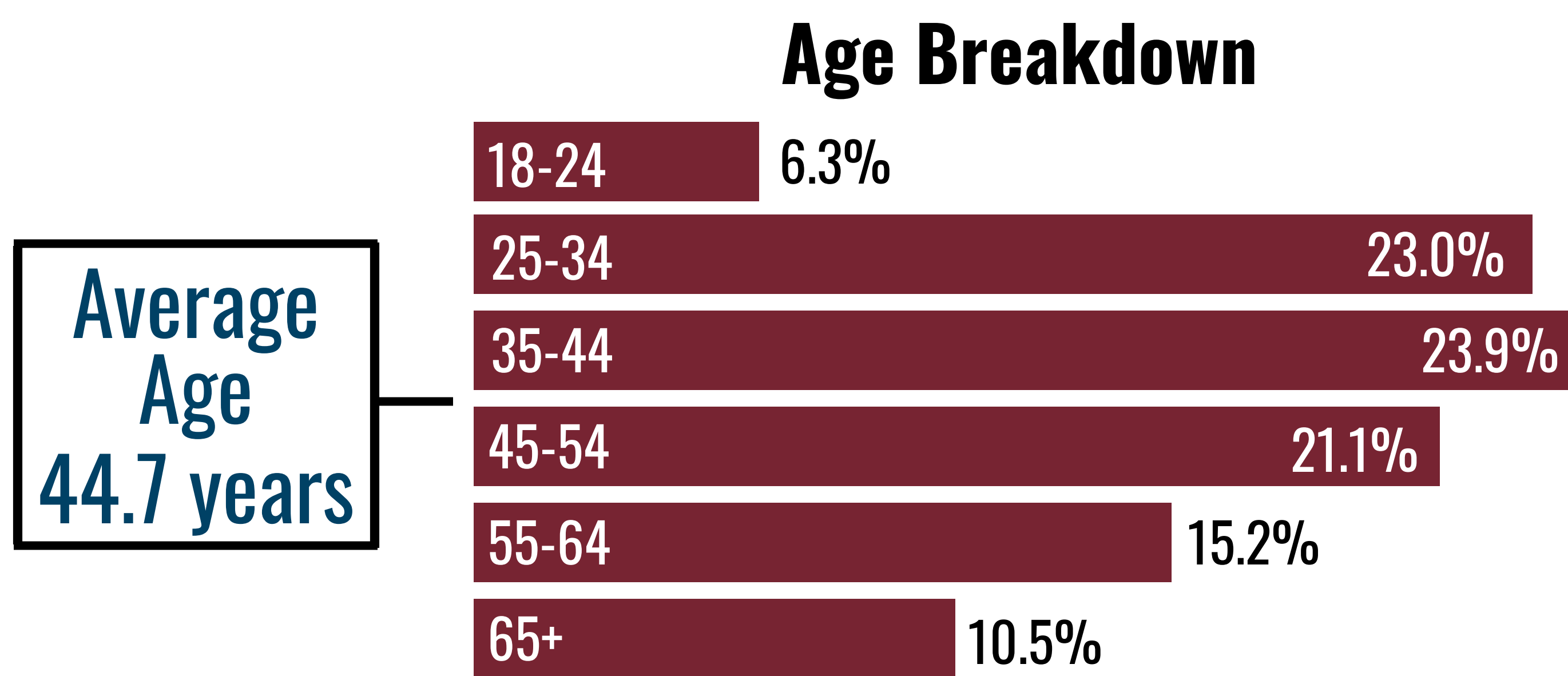
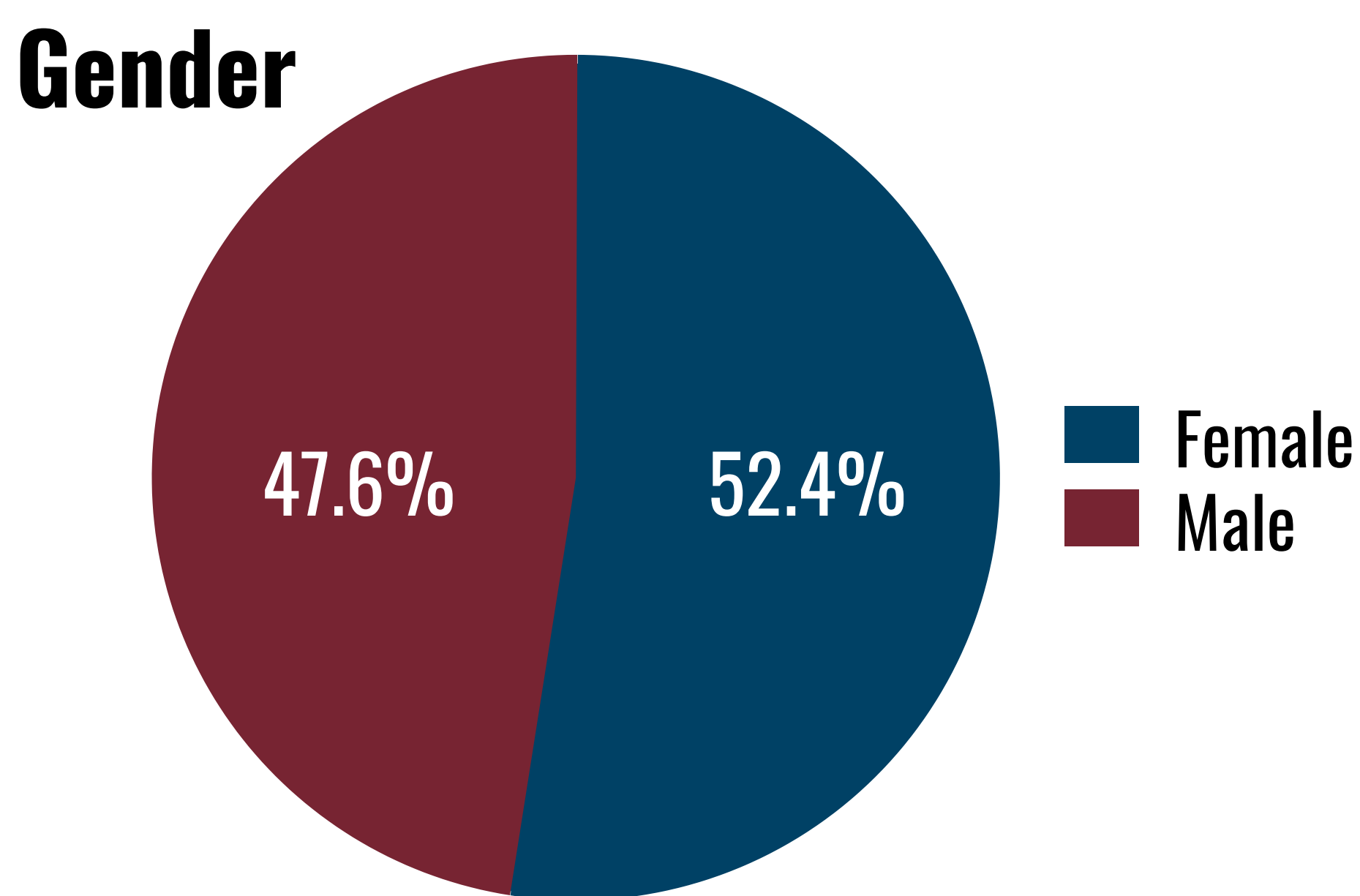


89.9% Feel Toastmasters helped them reach personal goals

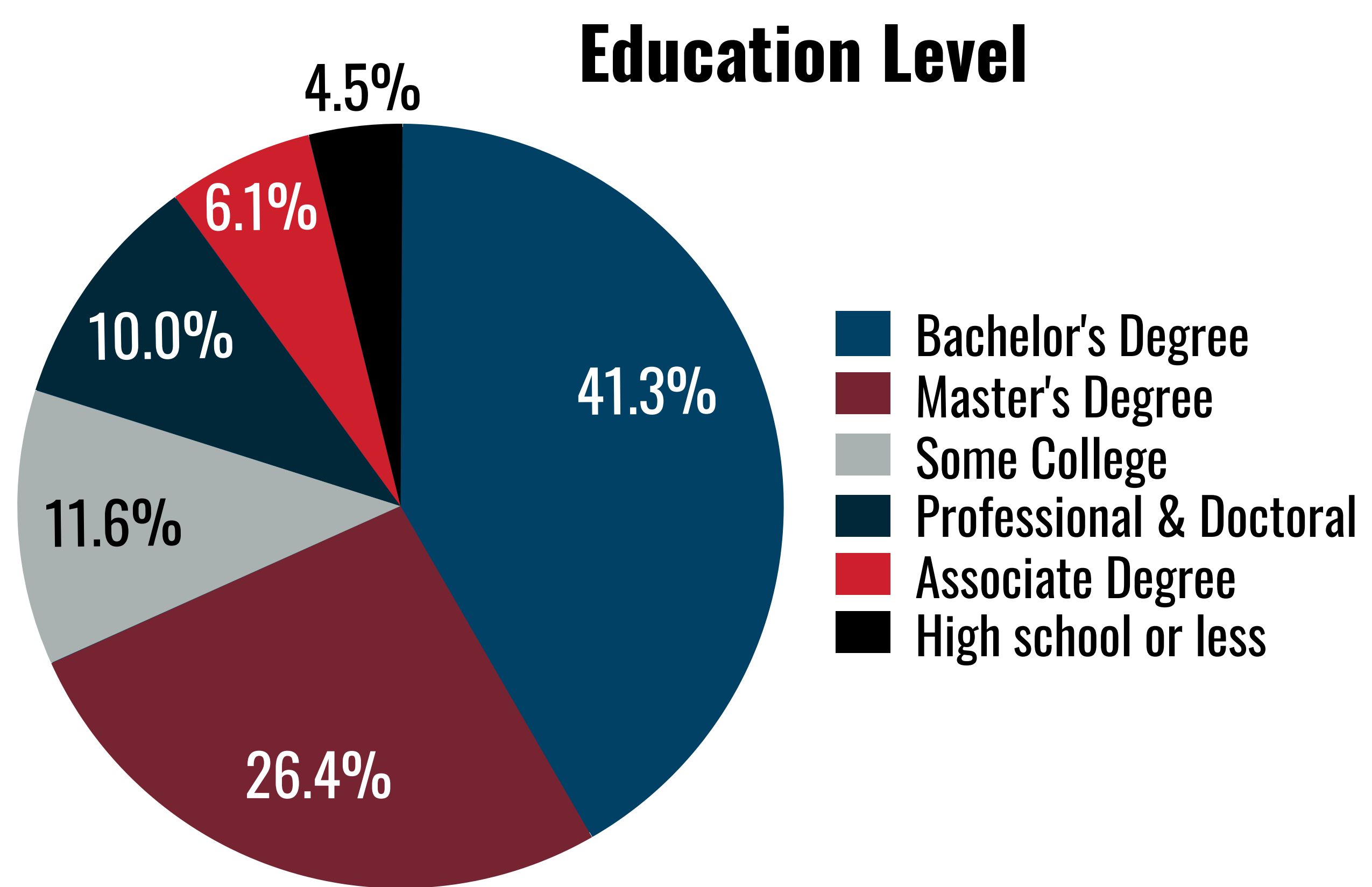
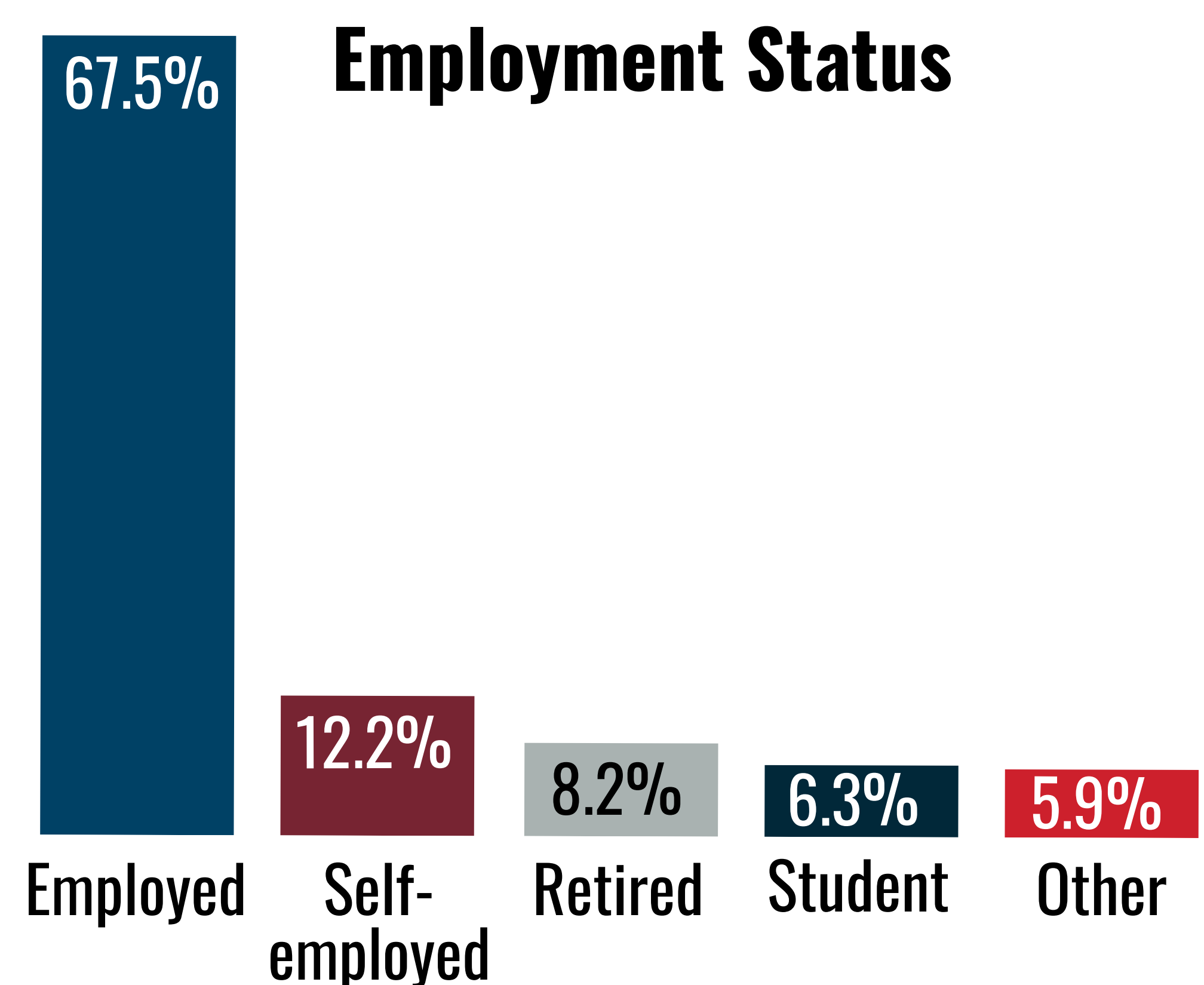
Willingness to recommend Toastmasters **7.7 out of 10**



Non-Renewing Member Demographics



Average Age
44.7 years



+/- 4.5%
Margin of Error

95%
Confidence Interval

6.1%
Response Rate

77.6%
Completion Rate