

# Non-Renewing Member Report

July 2016



Research & Analysis

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# INTRODUCTION

Toastmasters International conducted a quantitative research study analyzing the responses of non-renewing members. The results in this report reflect the data collected from a stratified sample by Toastmasters district, and are representative of the non-renewing Toastmasters member population.

# Methodology & Sampling

## Description of the methodology and sampling

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### **Methodology:**

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

### **Sampling:**

- A stratified sampling method was implemented to select a representative sample of members at the district level. Only non-renewing members were invited to participate.

### **Response Rate:**

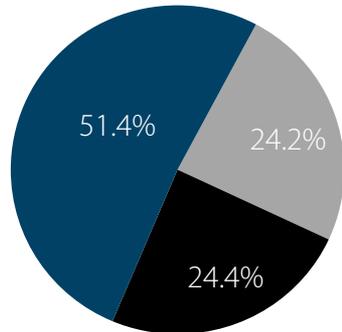
- Overall, 62,991 members were invited to participate in the online survey, of which 3,832 responded for a total response rate of 6.1% and a completion rate of 90.9%. This gave the survey results a +/- 2.0% margin of error with 99% confidence. The margin of error for each district ranges between 10% and 40% with 95% confidence.

# DATA & ANALYSIS

“ Toastmasters is an amazing organization. My experience and skills learned will last me a lifetime. I dropped out due to some conflicts with work but will be rejoining shortly. I have recommended Toastmasters to my friends and work colleagues. Many years ago I joined Dale Carnegie but there is no comparison to Toastmasters. Toastmasters is the best all around! ”

# Toastmasters Membership

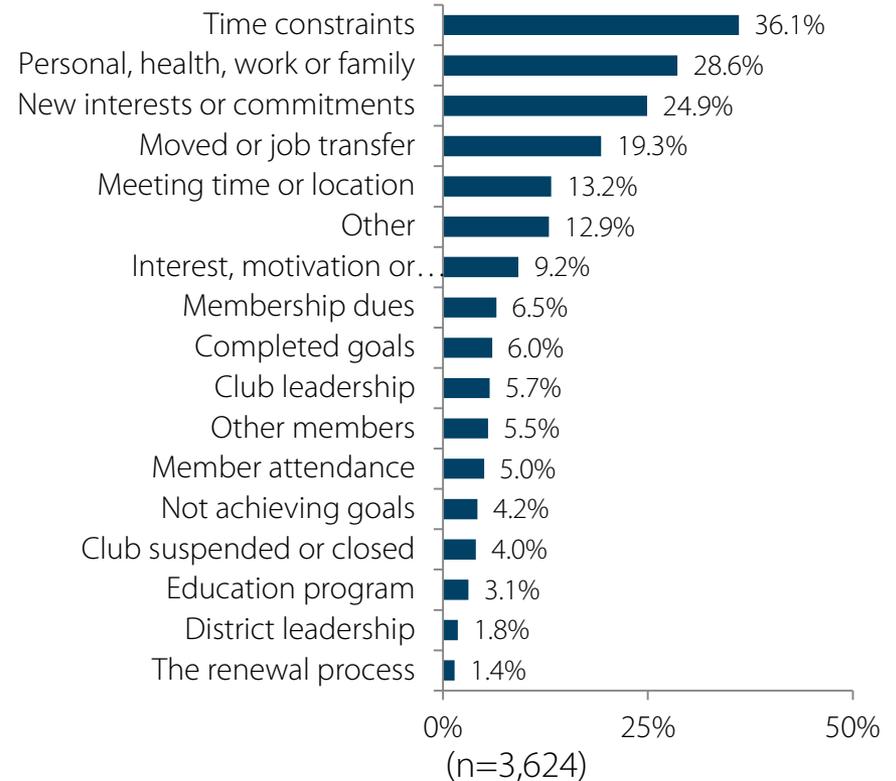
## What is the status of your Toastmaster membership?



- I do not plan to renew
- I intend to renew soon
- I may renew in the future

(n=3,735)

## What are your top reasons for not renewing your Toastmasters membership (select up to three choices)?



(n=3,624)

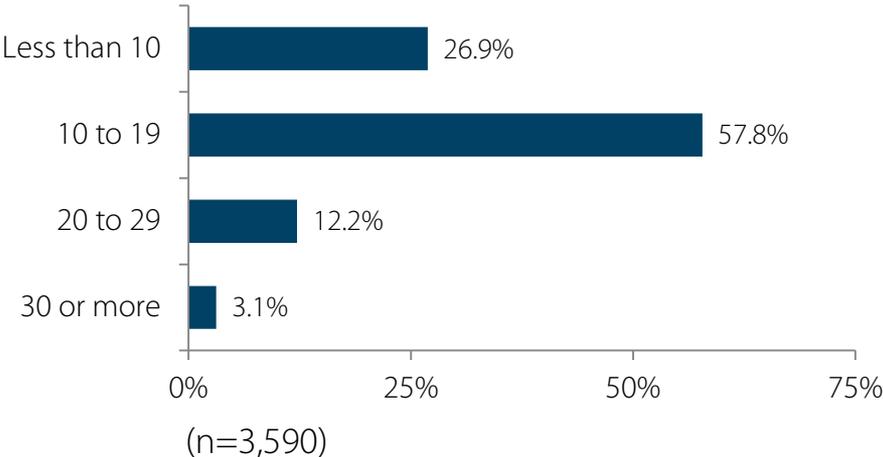
## Please explain why you selected membership dues as a reason for non renewal

- Too expensive
- On a tight budget
- Not seeing the value for the cost
- Unemployed or underemployed

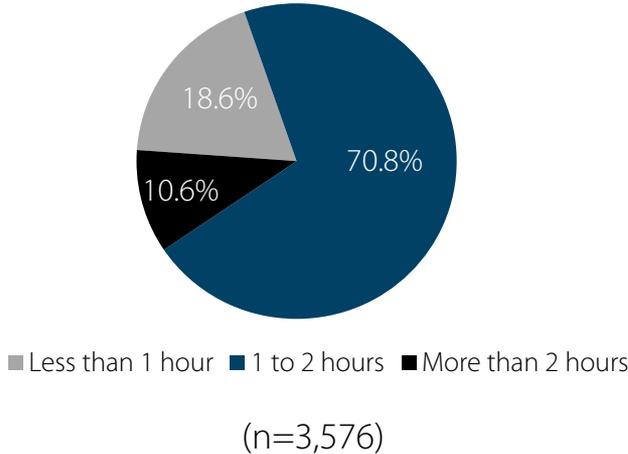
(n=209)

# Club Meeting Information

**How many people would typically attend your club meeting?**



**What was the duration of your club meetings?**



# Non-Renewal versus Club Size

## Number of members in club:

Reasons for not renewing:	Number of members in club:	
	19 or less	20 or more
Time constraints	<b>37.3%</b>	29.8%
Personal, health, work or family	28.1%	32.2%
New interests or commitments	25.2%	23.6%
Moved or job transfer	18.2%	<b>25.3%</b>
Meeting time or location	<b>13.5%</b>	10.6%
Other	12.1%	16.9%
Interest, motivation or encouragement	9.5%	8.2%
Membership dues	6.3%	6.9%
Completed goals	6.1%	5.8%
Club leadership	<b>6.2%</b>	3.5%
Other members	6.0%	2.9%
Member attendance	<b>5.7%</b>	1.1%
Not achieving goals	4.5%	2.6%
Club suspended or closed	<b>4.7%</b>	0.2%
Education program	2.9%	4.4%
District leadership	1.9%	1.6%
The renewal process	1.5%	0.9%

- Members that belong to clubs that had 19 members or less are more likely to report time constraints, meeting time or location, club leadership, other members, member attendance, and club suspended or closed as reasons for non-renewal
- Members that belong to clubs that had 20 members or more are more likely to report moved or job transfer as a reason for non-renewal

# Non-Renewal versus Status of Membership

- ▶ The members who did not renew for the following reasons *do not plan* to renew:
  - New interests or commitments
  - Interest, motivation or encouragement
  - Completed goals
  - Club leadership
  - Other members
  - Not achieving goals
  
- ▶ The members who did not renew for the following reasons *intend* to renew soon or *may* renew in the future\*:
  - Time constraints
  - Personal, health, work or family
  - Moved or job transfer
  - Meeting time or location

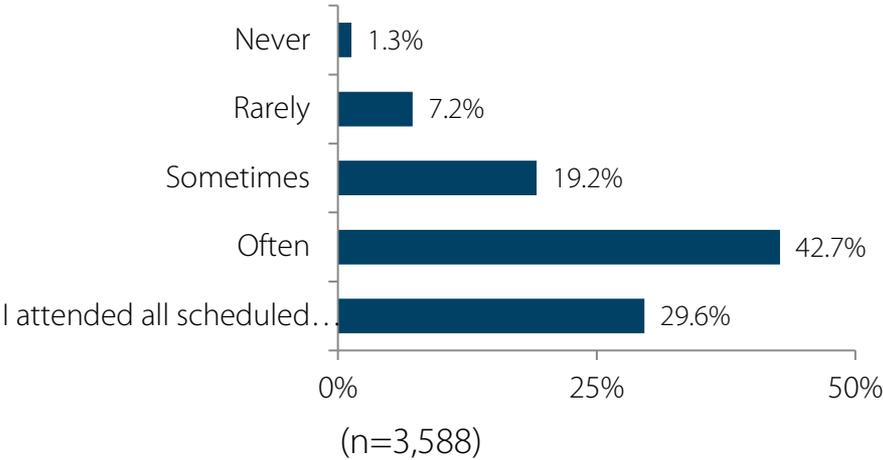
\*Reasons for not renewing are frequently correlated between members that intend to renew soon and those that may renew in the future. Furthermore, the categories are combined in the statistical interpretations above.

## Status of your membership:

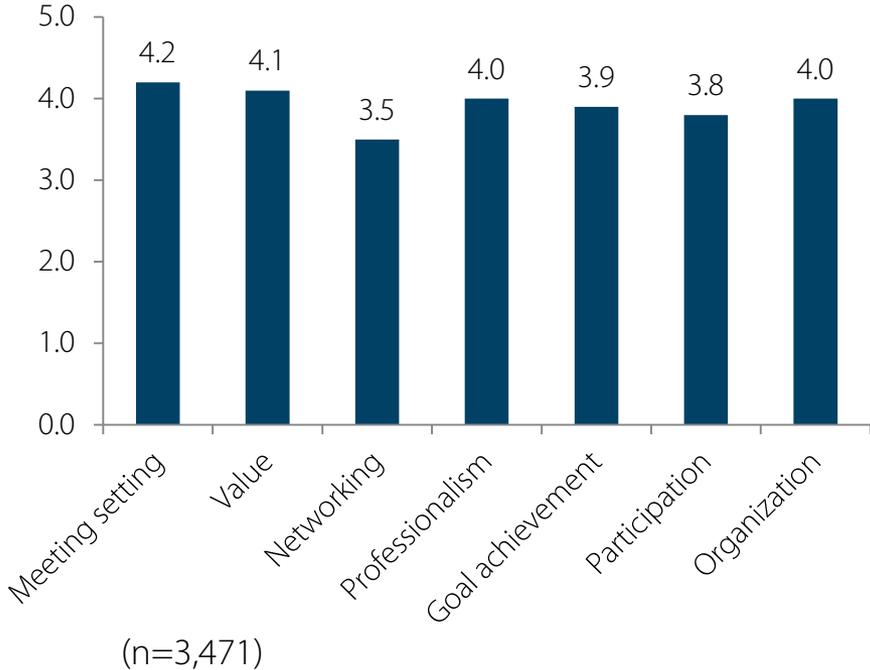
	I do not plan to renew	I intend to renew soon	I may renew in the future	
Reasons for not renewing:	<b>Time constraints</b>	28.9%	<b>35.2%</b>	<b>40.0%</b>
	<b>Personal, health, work or family</b>	20.1%	<b>29.8%</b>	<b>32.1%</b>
	<b>New interests or commitments</b>	<b>33.4%</b>	14.9%	25.5%
	<b>Moved or job transfer</b>	9.9%	<b>23.9%</b>	<b>21.6%</b>
	<b>Meeting time or location</b>	8.2%	<b>14.9%</b>	<b>14.7%</b>
	<b>Other</b>	15.6%	16.0%	10.3%
	<b>Interest, motivation or encouragement</b>	<b>13.2%</b>	5.6%	9.0%
	<b>Membership dues</b>	6.0%	7.5%	6.3%
	<b>Completed goals</b>	<b>11.8%</b>	3.8%	4.2%
	<b>Club leadership</b>	<b>8.7%</b>	4.5%	4.9%
	<b>Other members</b>	<b>10.5%</b>	1.8%	4.9%
	<b>Member attendance</b>	6.2%	4.0%	4.8%
	<b>Not achieving goals</b>	<b>6.5%</b>	2.7%	3.8%
	<b>Club suspended or closed</b>	4.2%	2.9%	4.5%
	<b>Education program</b>	3.6%	2.8%	3.1%
	<b>District leadership</b>	3.3%	1.2%	1.4%
	<b>The renewal process</b>	0.2%	3.3%	1.2%

# Club Attendance and Ratings

**How often did you attend your club meetings?**



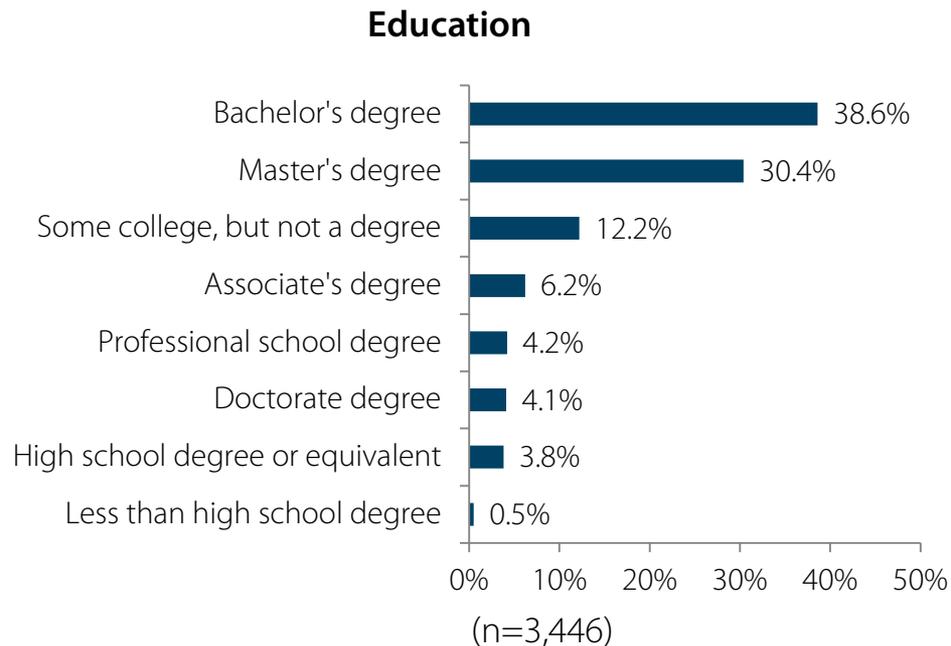
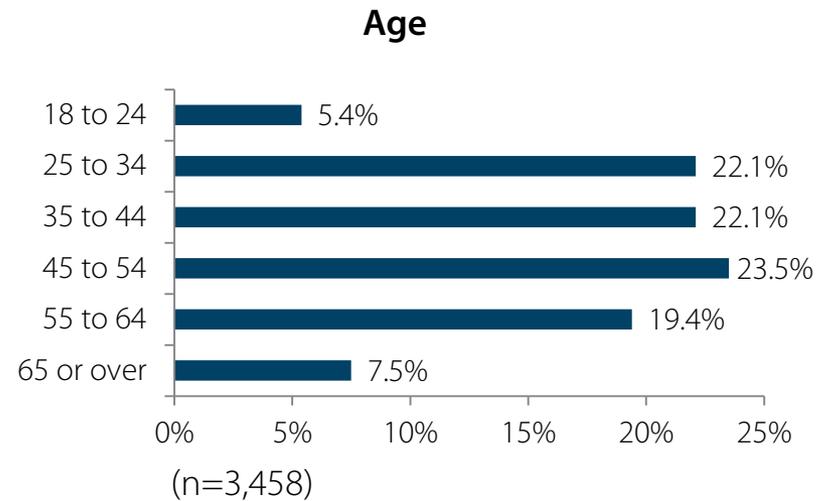
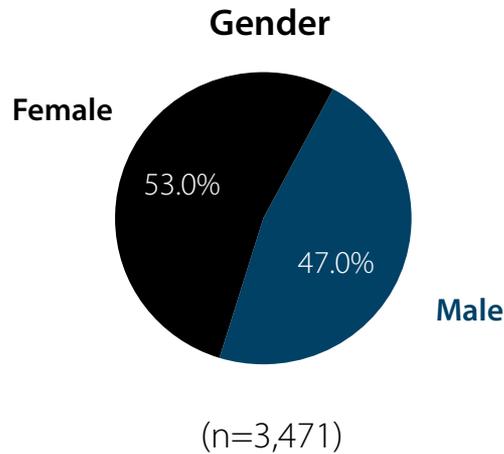
**Please rate your club in the following areas. Five is the highest possible rating.**







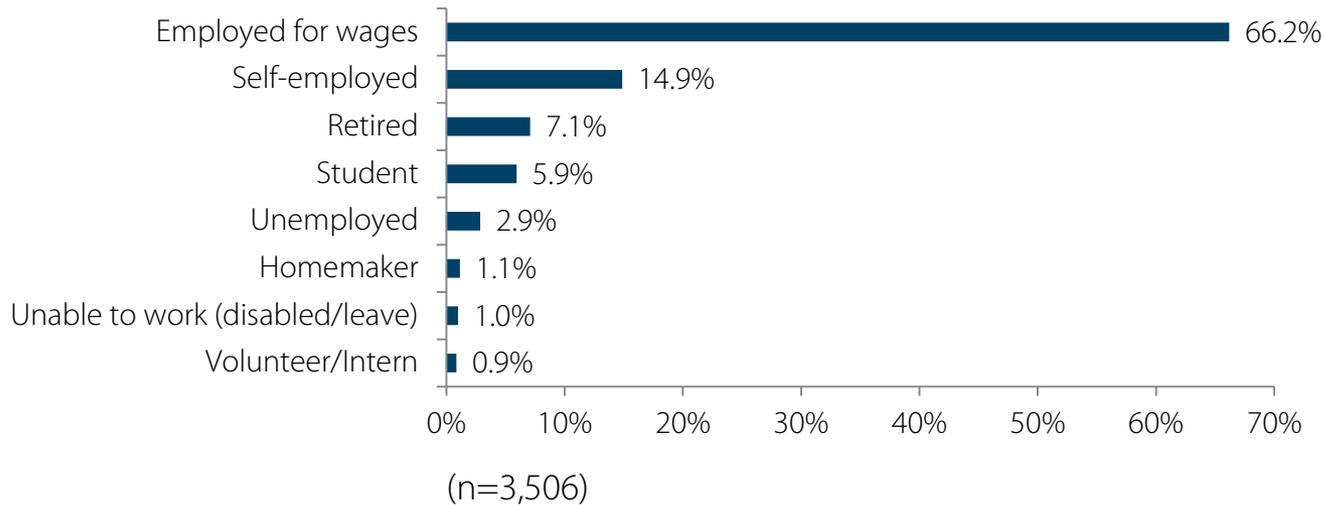
# Respondent Demographics



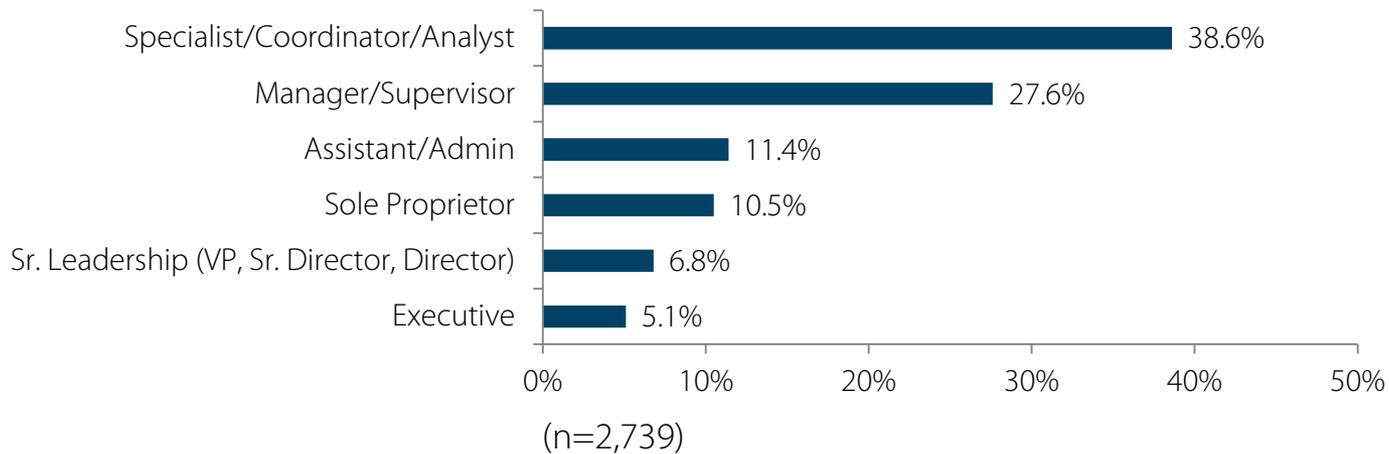
# Respondent Demographics

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## Employment Status



## Role in Organization





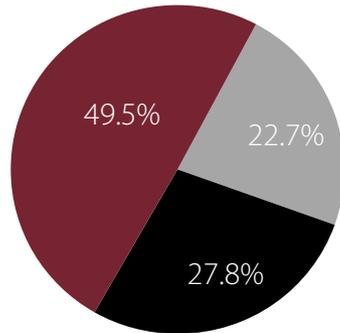
# 2015 TO 2016 COMPARISON

# Toastmasters Membership

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What is the status of your Toastmaster membership?

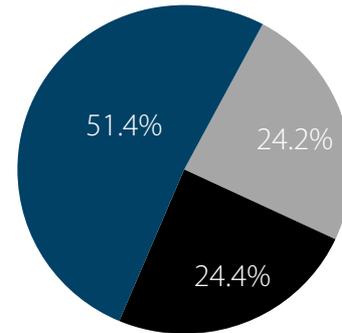
2015



- I do not plan to renew
- I intend to renew soon
- I may renew in the future

(n=3,711)

2016



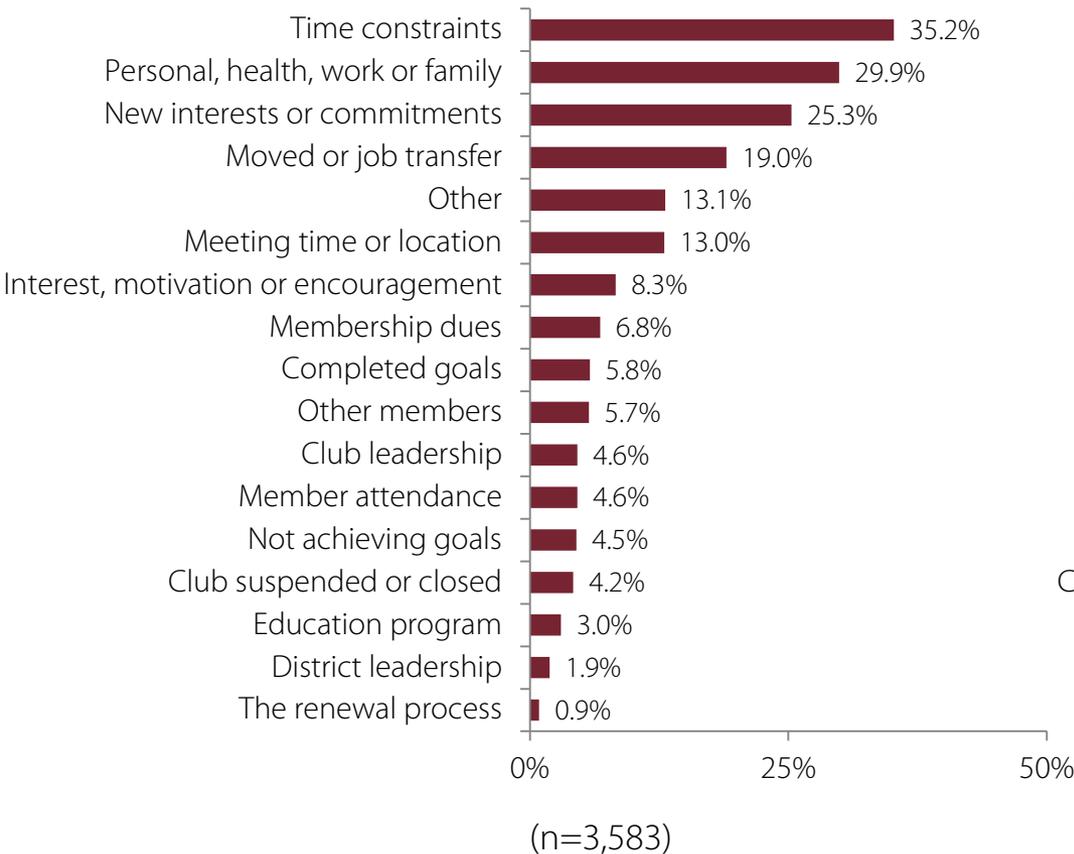
- I do not plan to renew
- I intend to renew soon
- I may renew in the future

(n=3,735)

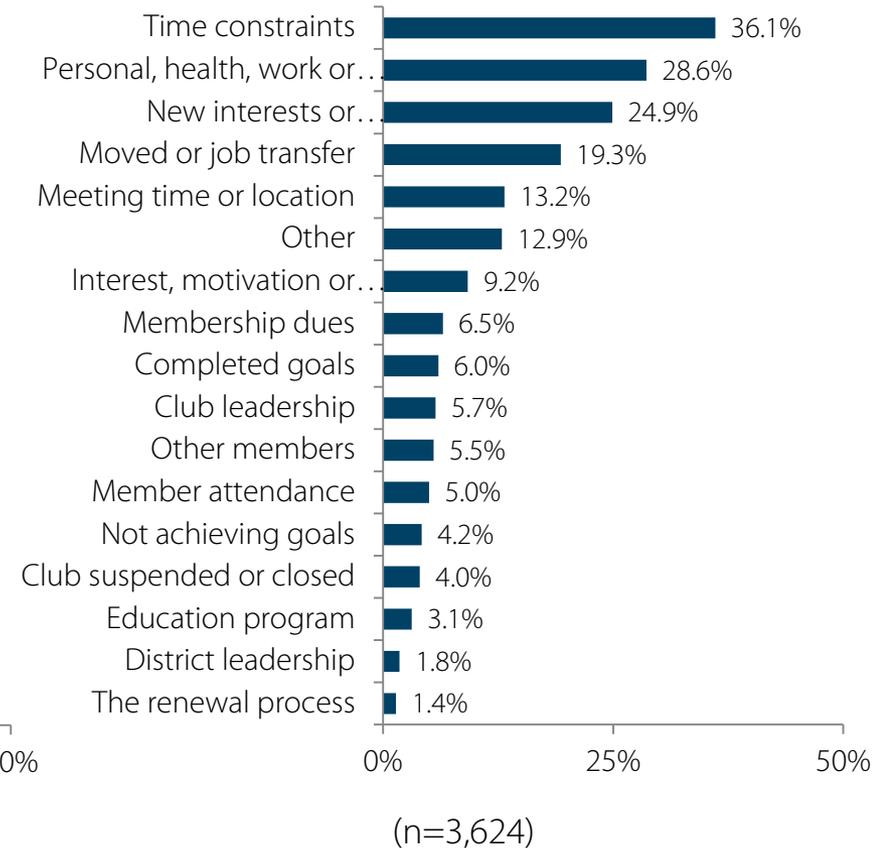
# Toastmasters Membership

What are your top reasons for not renewing your Toastmasters membership (select up to three choices)?

2015



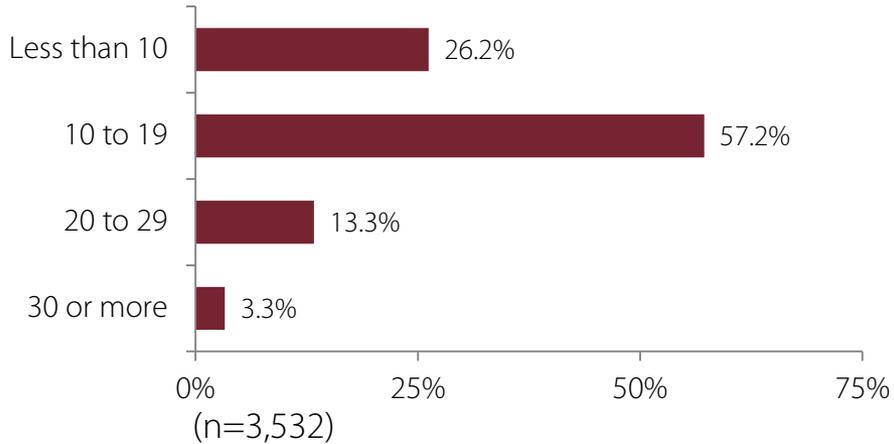
2016



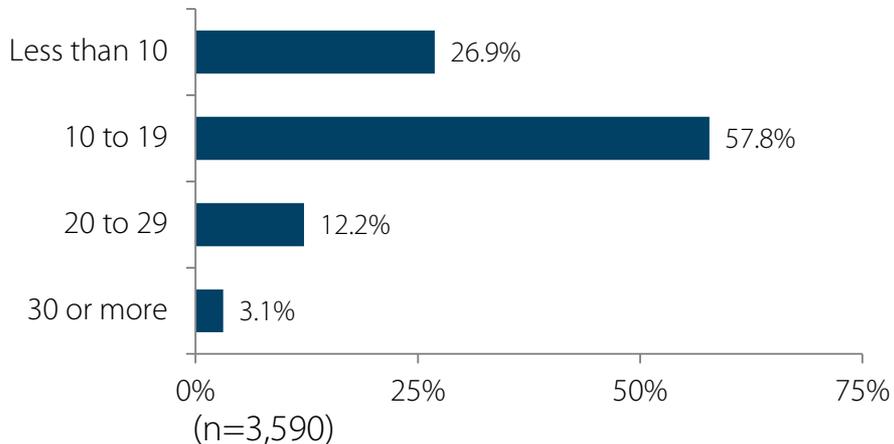
# Club Meeting Information

How many people would typically attend your club meeting?

2015

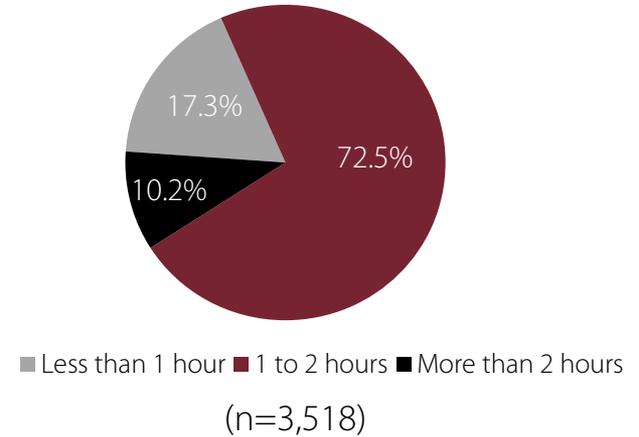


2016

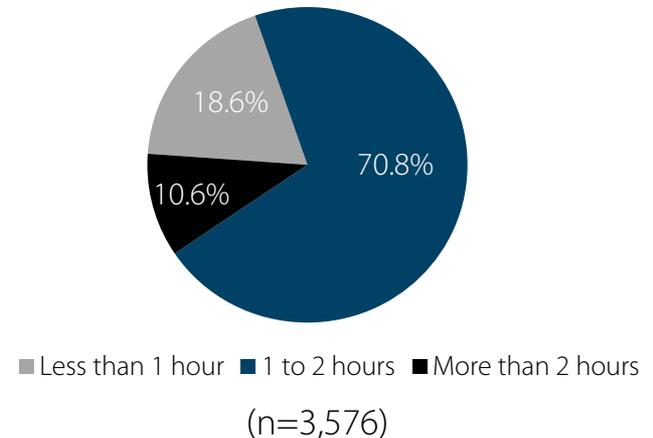


What was the duration of your club meetings?

2015

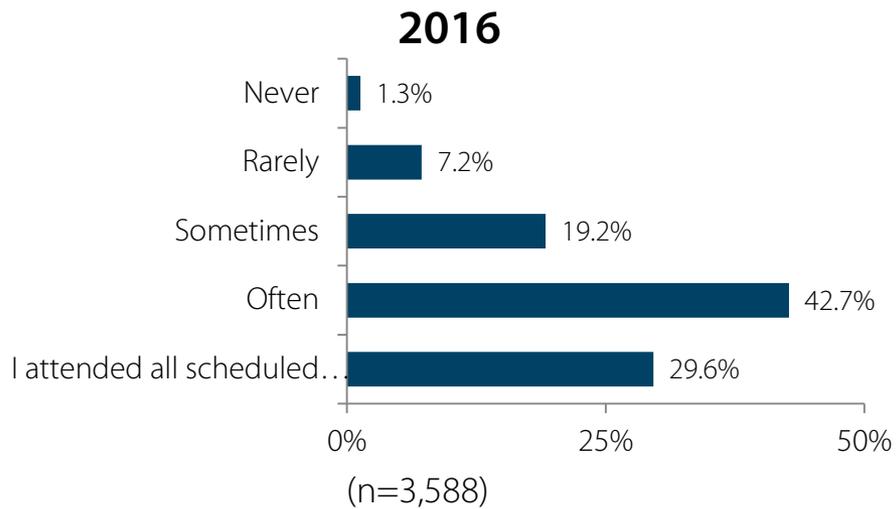
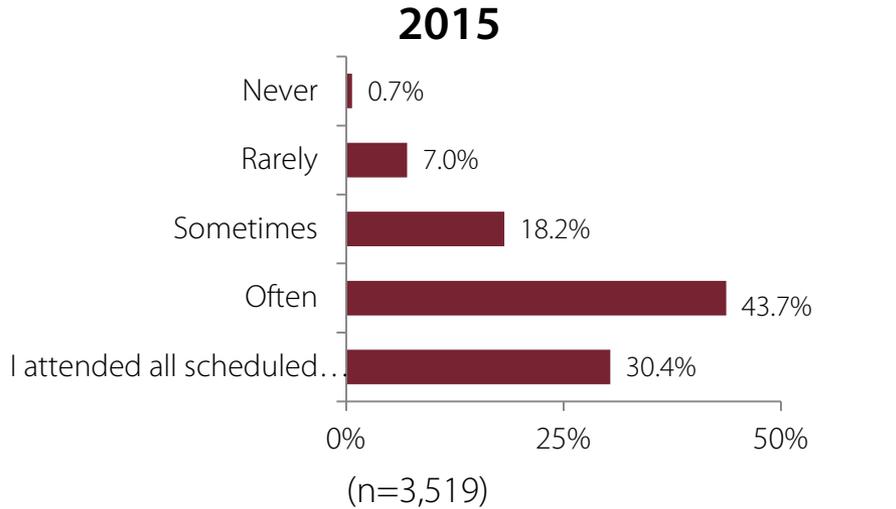


2016

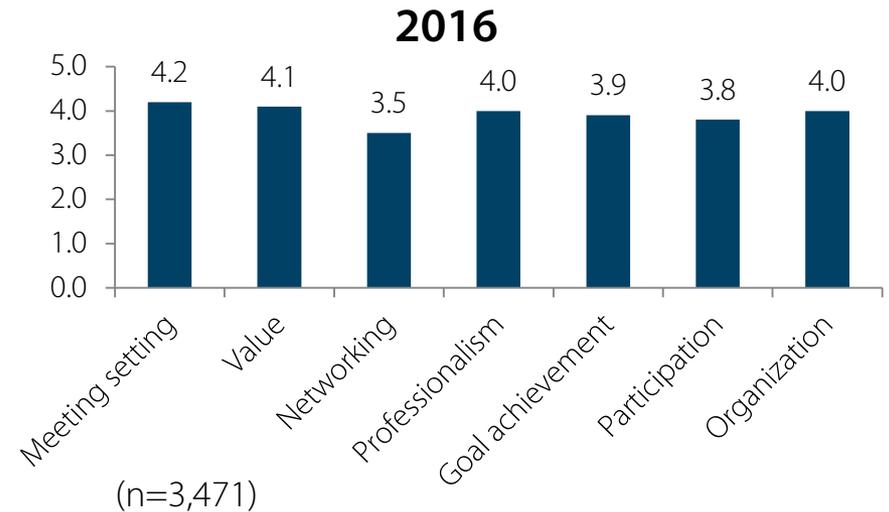
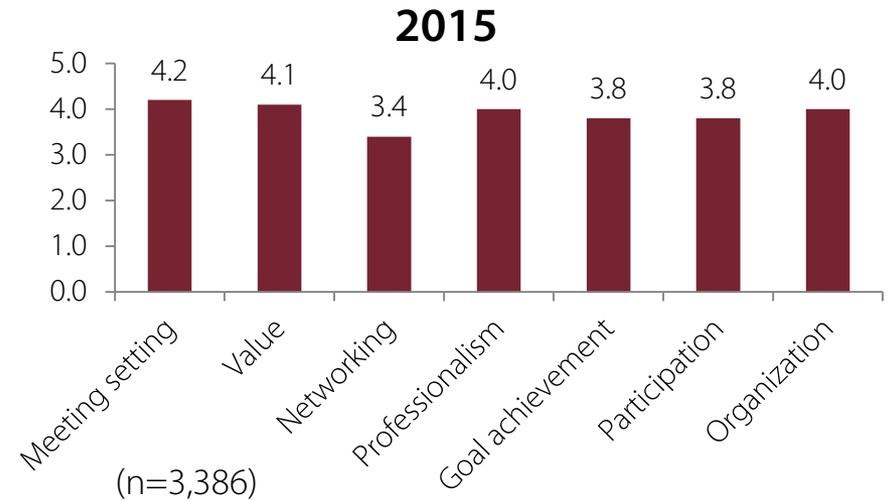


# Club Attendance and Ratings

## How often did you attend your club meetings?



## Please rate your club in the following areas. Five is the highest possible rating.

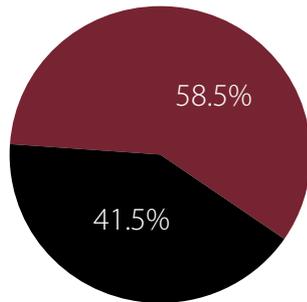


# Membership Renewal

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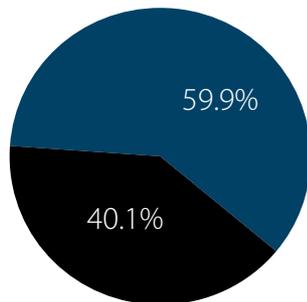
Did anyone from Toastmasters ever contact you about renewing your membership?

2015



■ Yes ■ No  
(n=3,479)

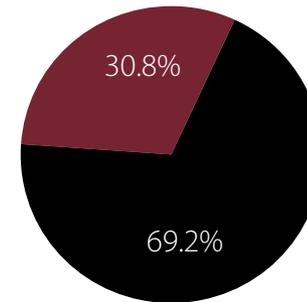
2016



■ Yes ■ No  
(n=3,551)

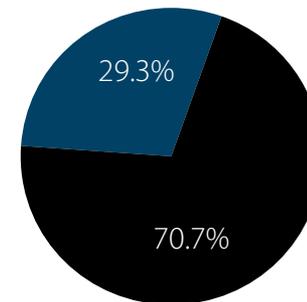
Is there something that could have been done to convince you to renew your membership?

2015



■ Yes ■ No  
(n=3,489)

2016



■ Yes ■ No  
(n=3,549)

# Likelihood to Recommend

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

2015



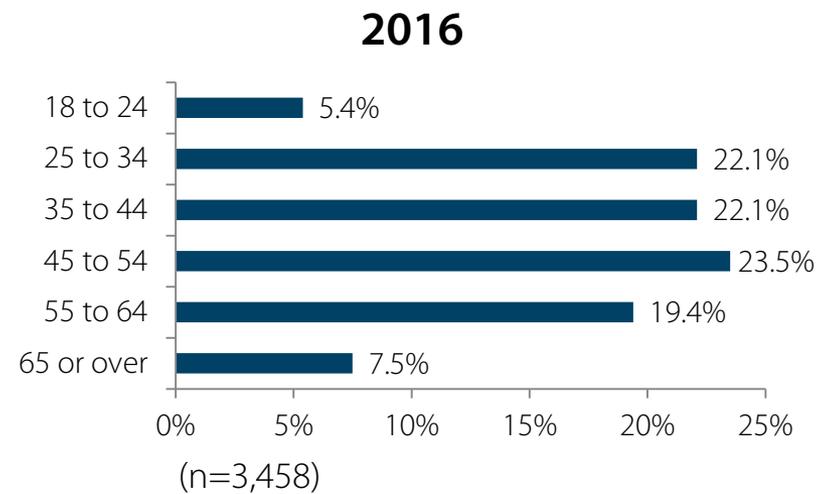
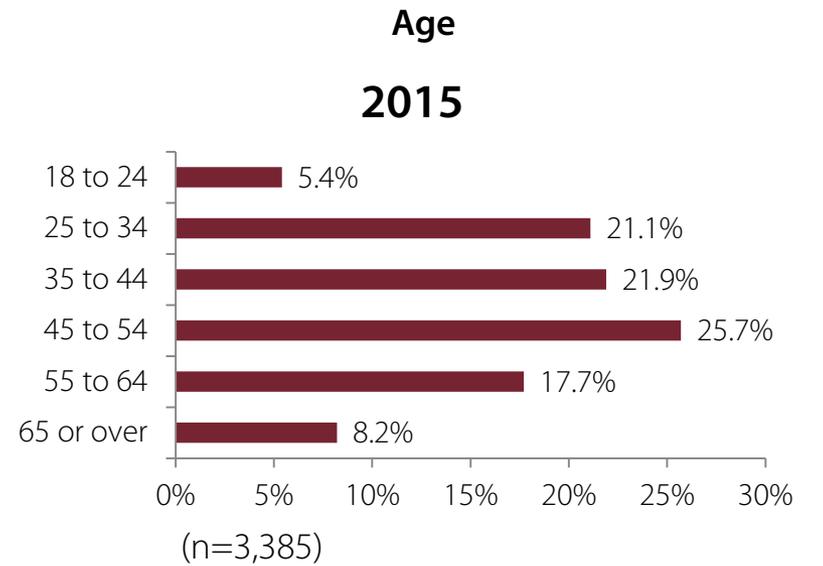
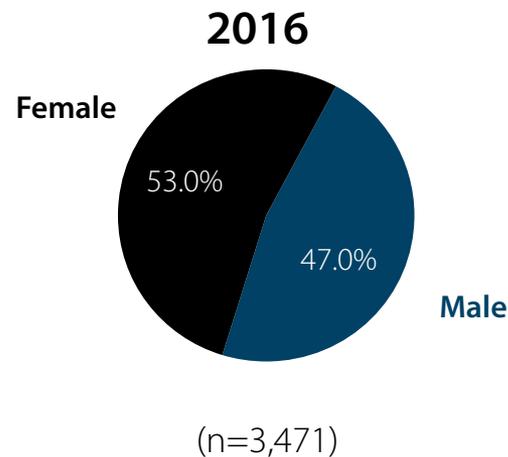
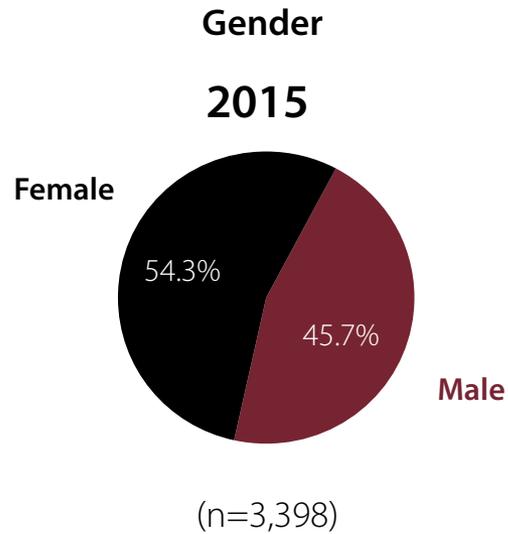
(n=3,453)

2016



(n=3,516)

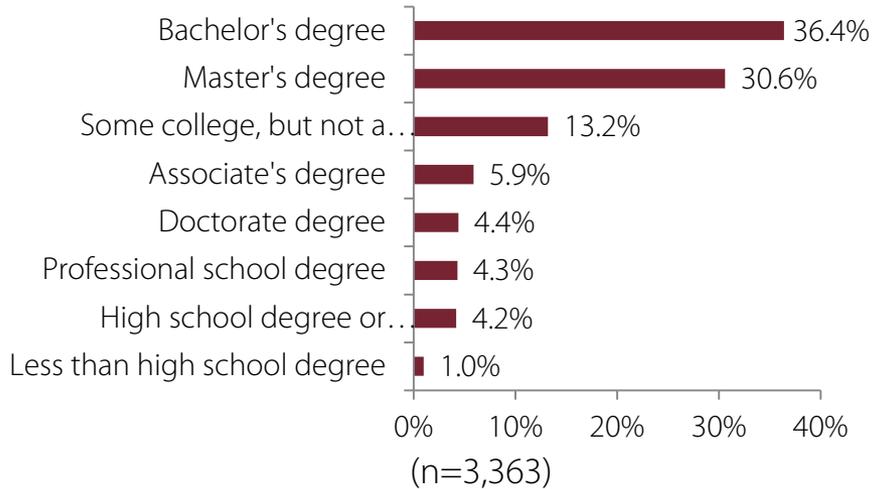
# Respondent Demographics



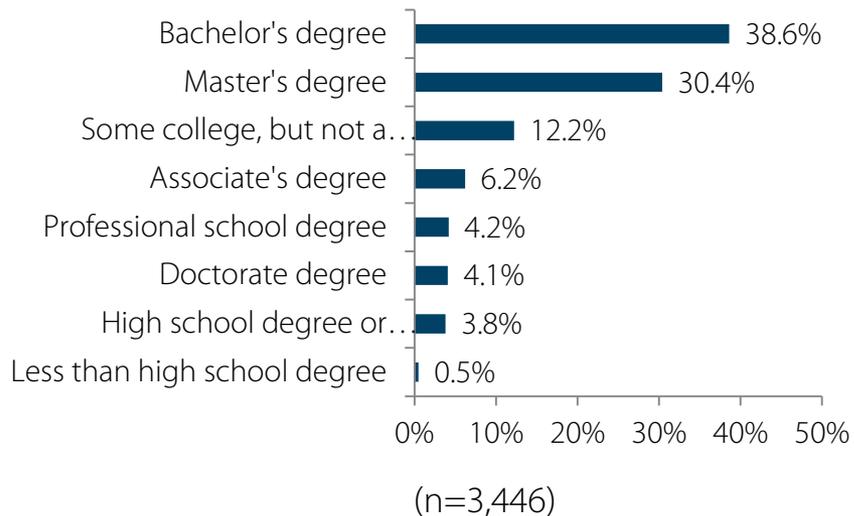
# Respondent Demographics

## Education

2015

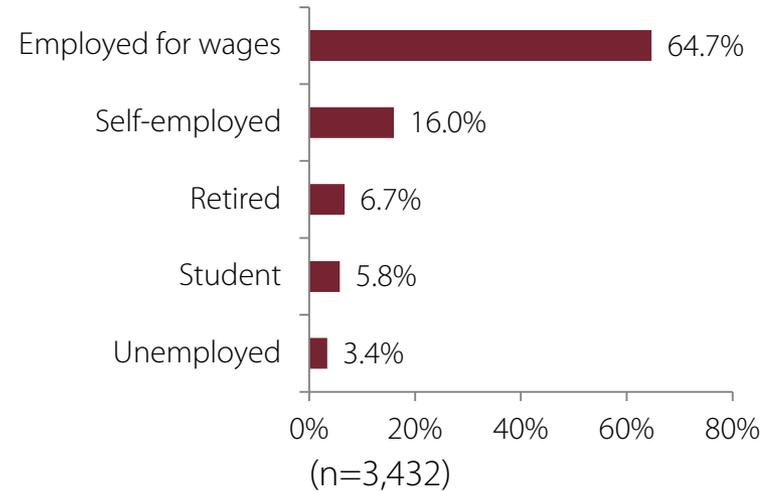


2016

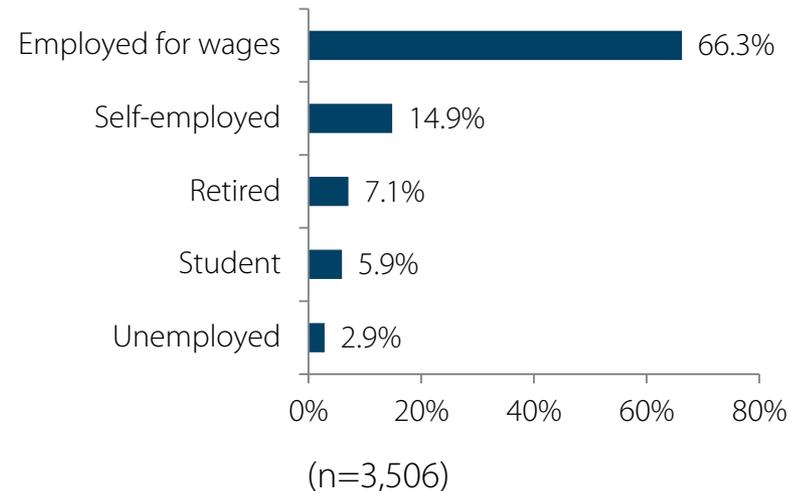


## Employment Status

2015



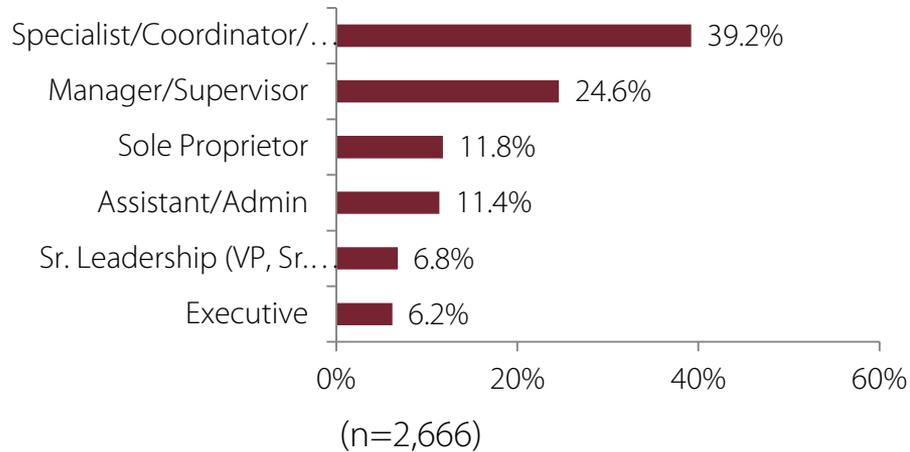
2016



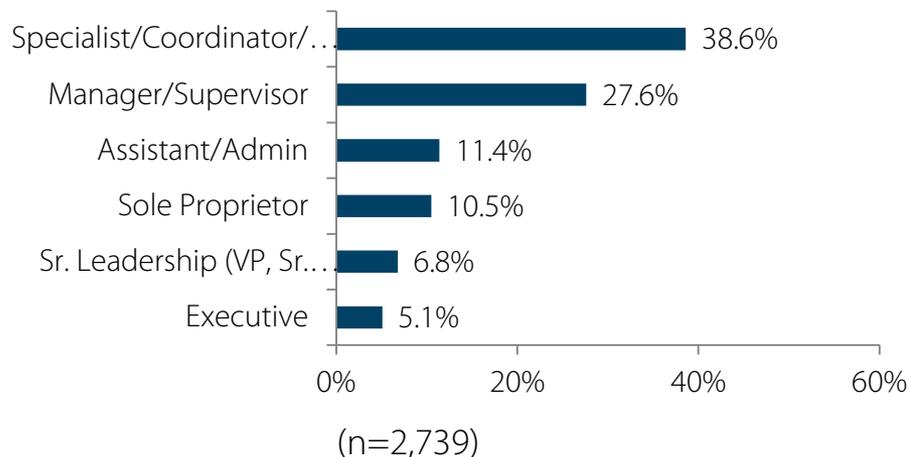
# Respondent Demographics

## Role in Organization

2015

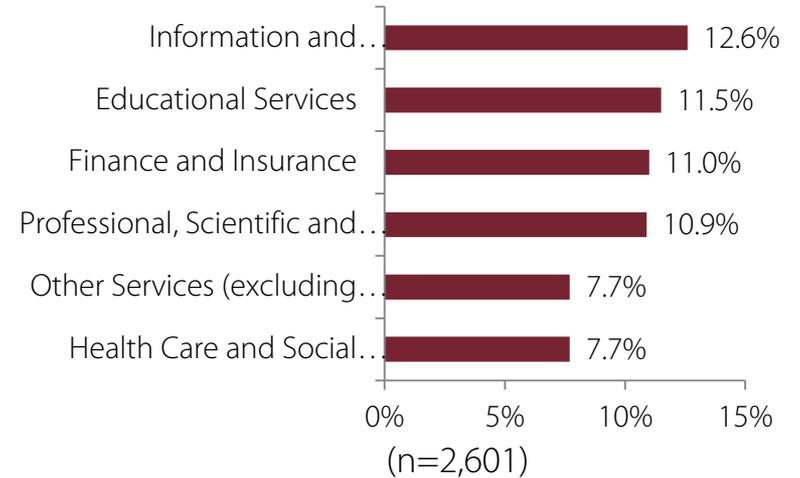


2016



## Industry

2015



2016

