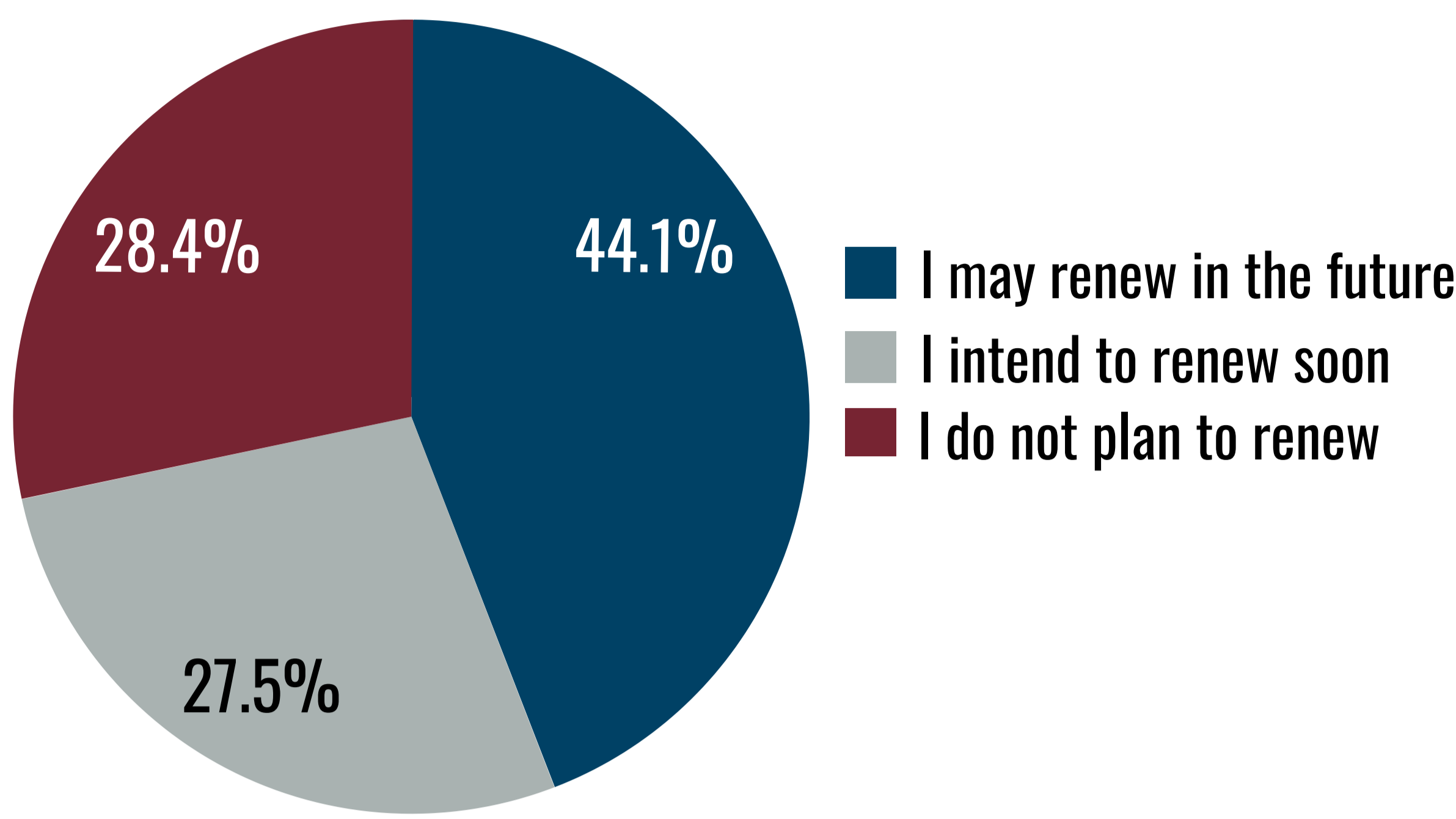


NON-RENEWING MEMBER SURVEY



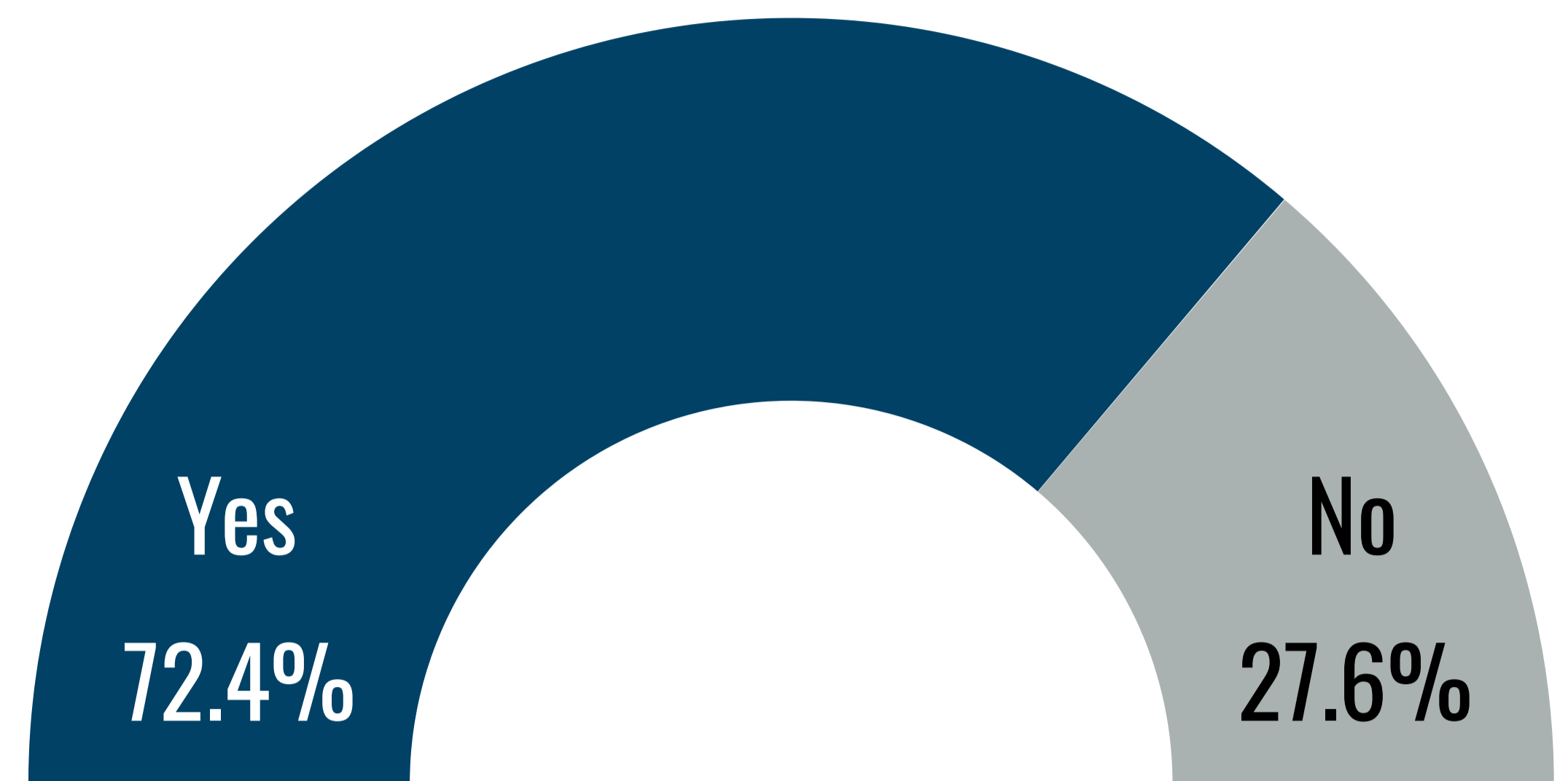
December 2019
n=538

Membership Status

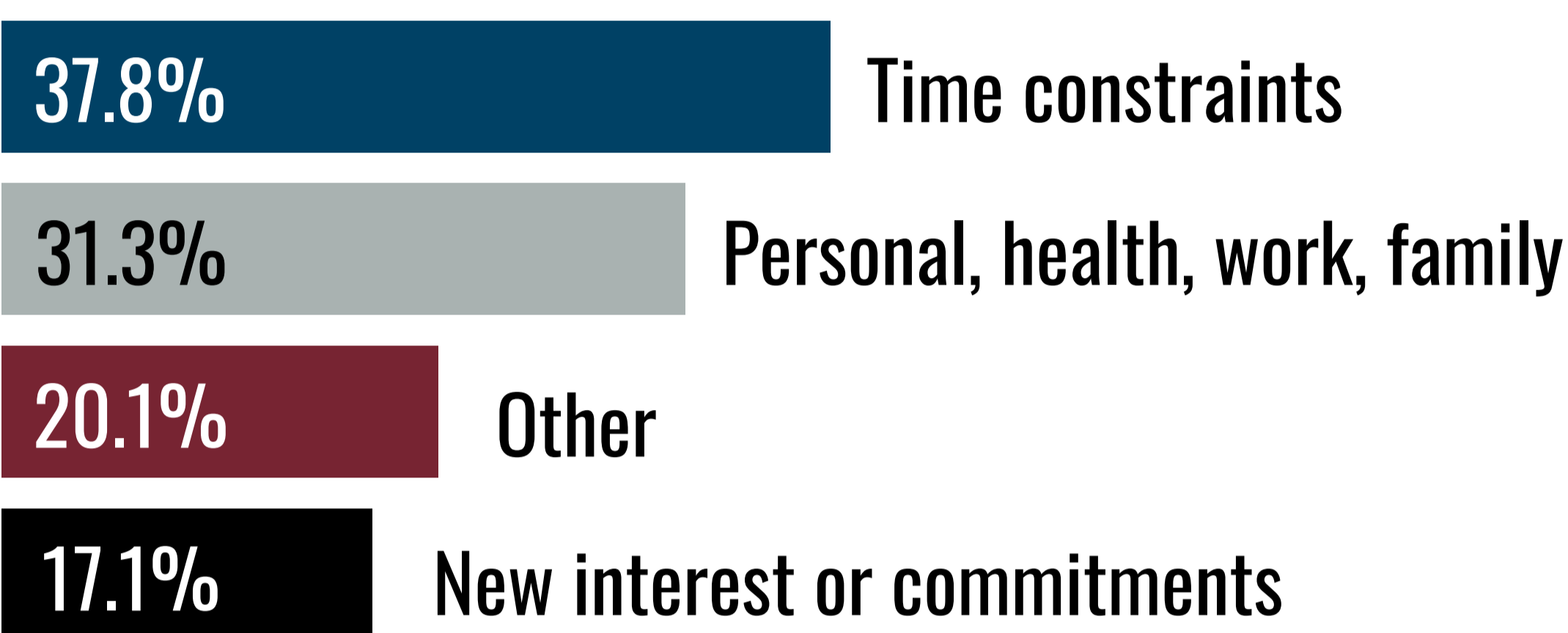


Members

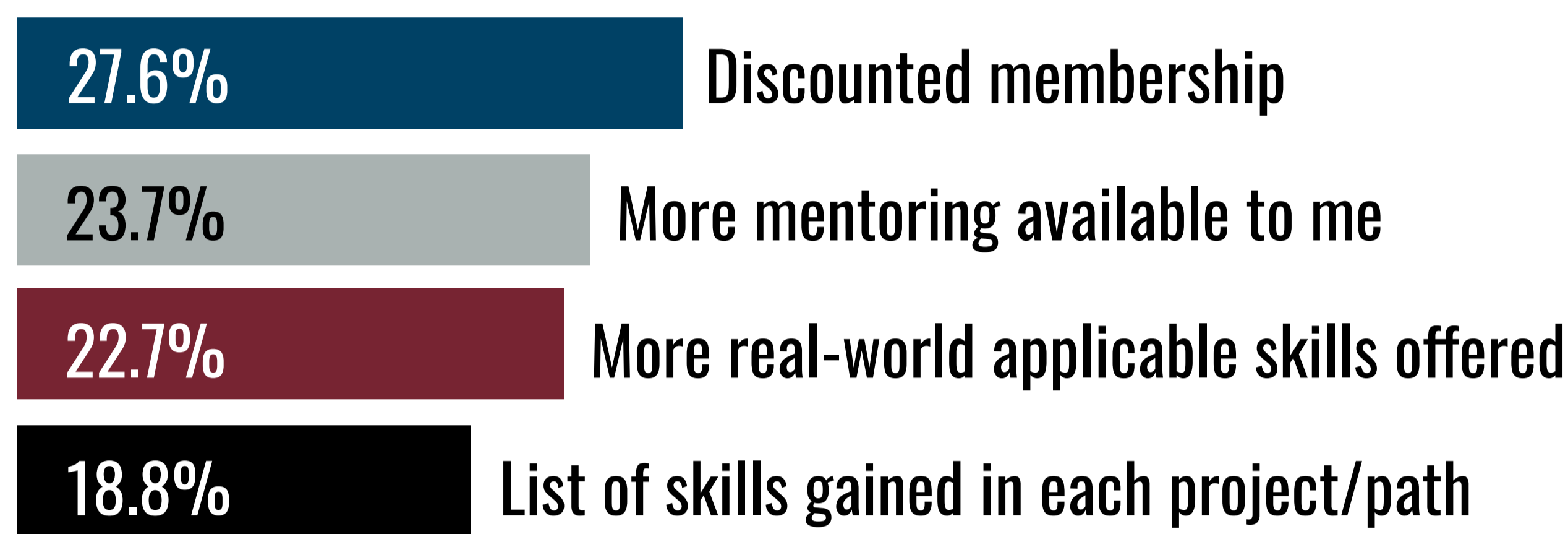
Contacted for Renewal



Top Reasons for Not Renewing



Desired Incentives to Rejoin



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

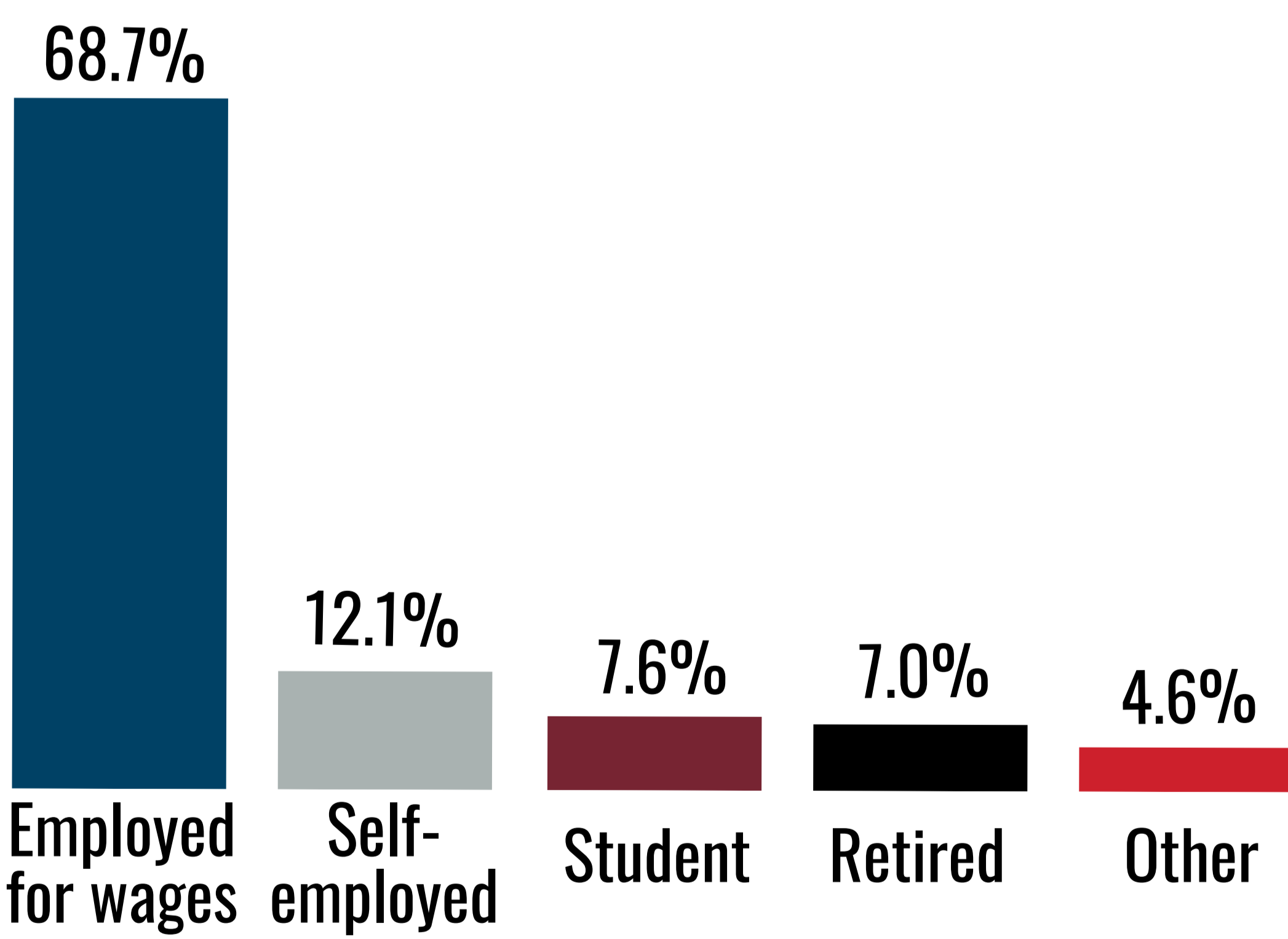
92.2% — Feel Toastmasters helped their public speaking

Clubs

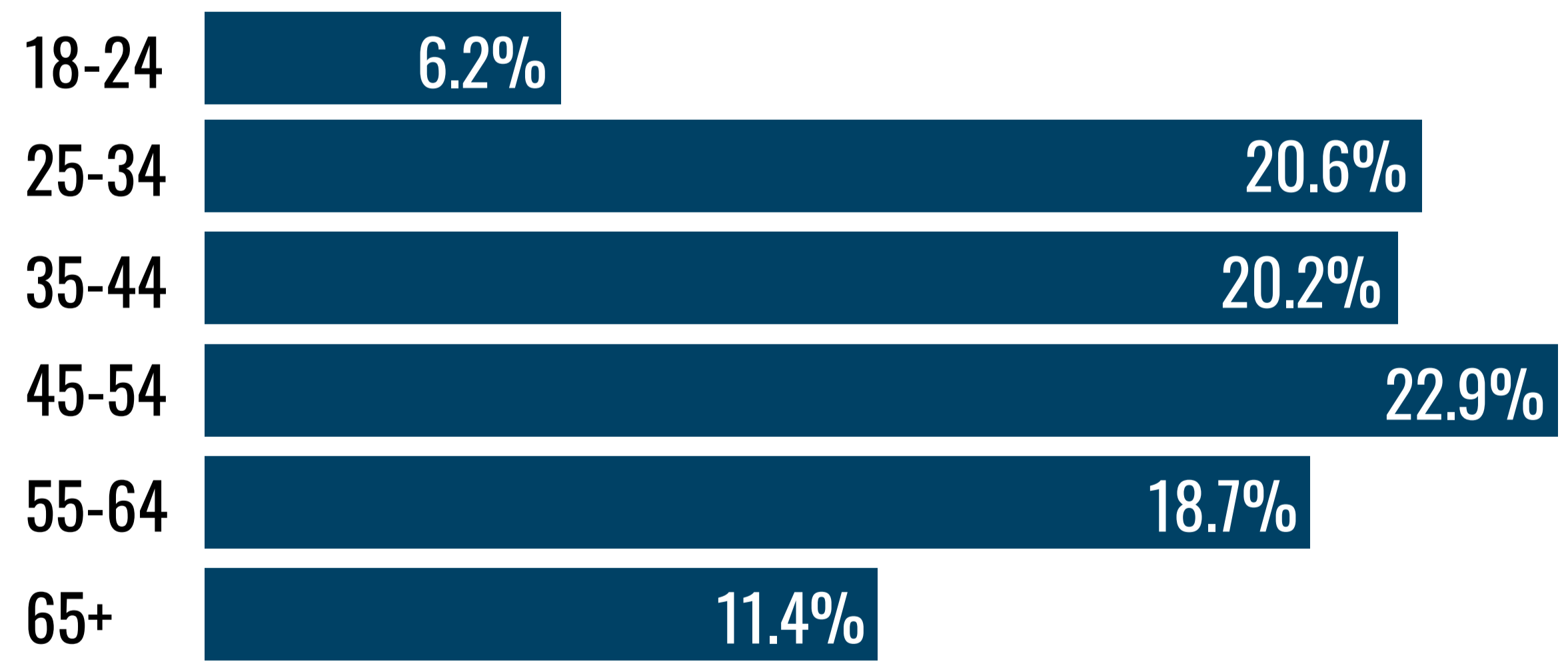


Non-Renewing Member Demographics

Employment Status



Age Breakdown



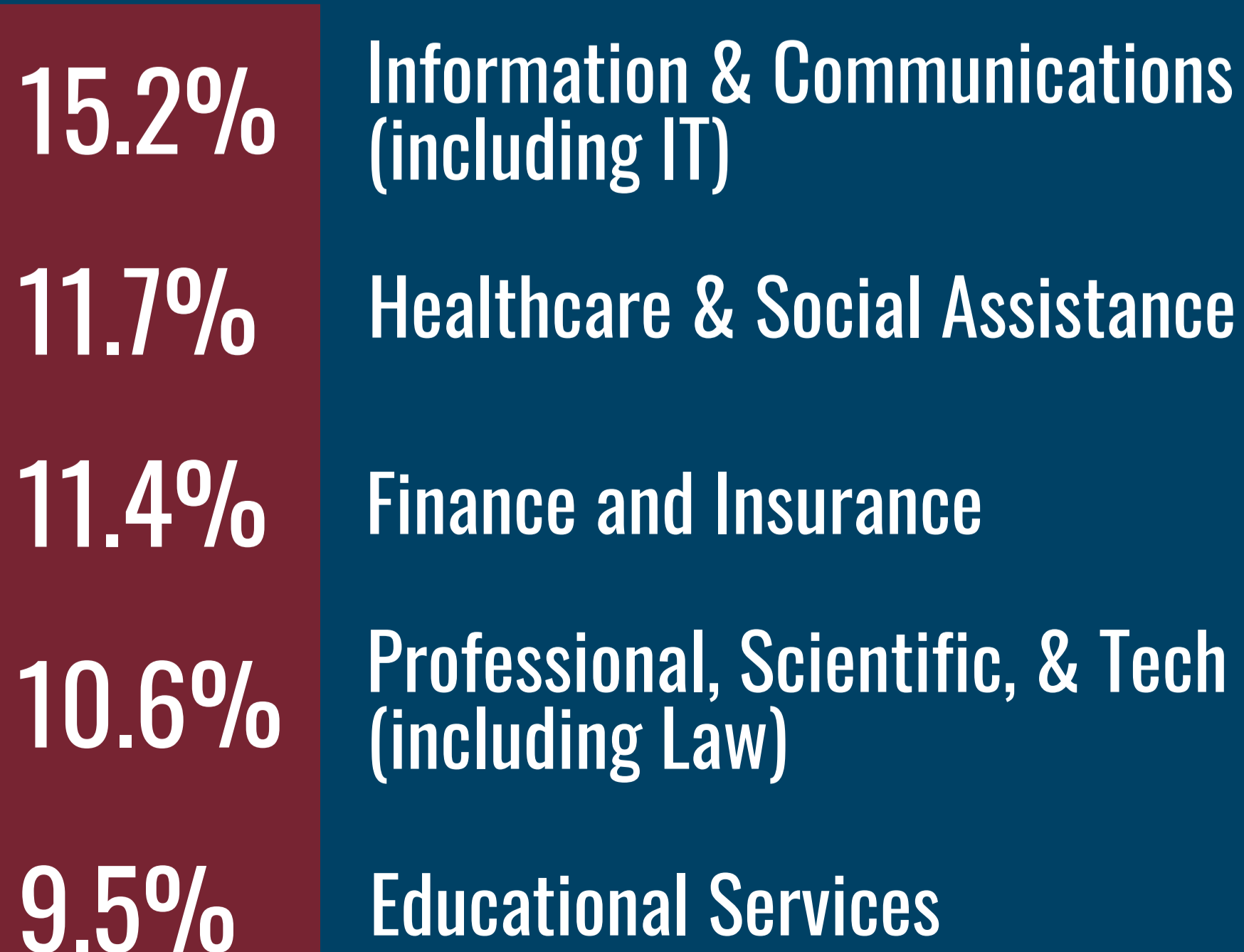
53.5%

Gender

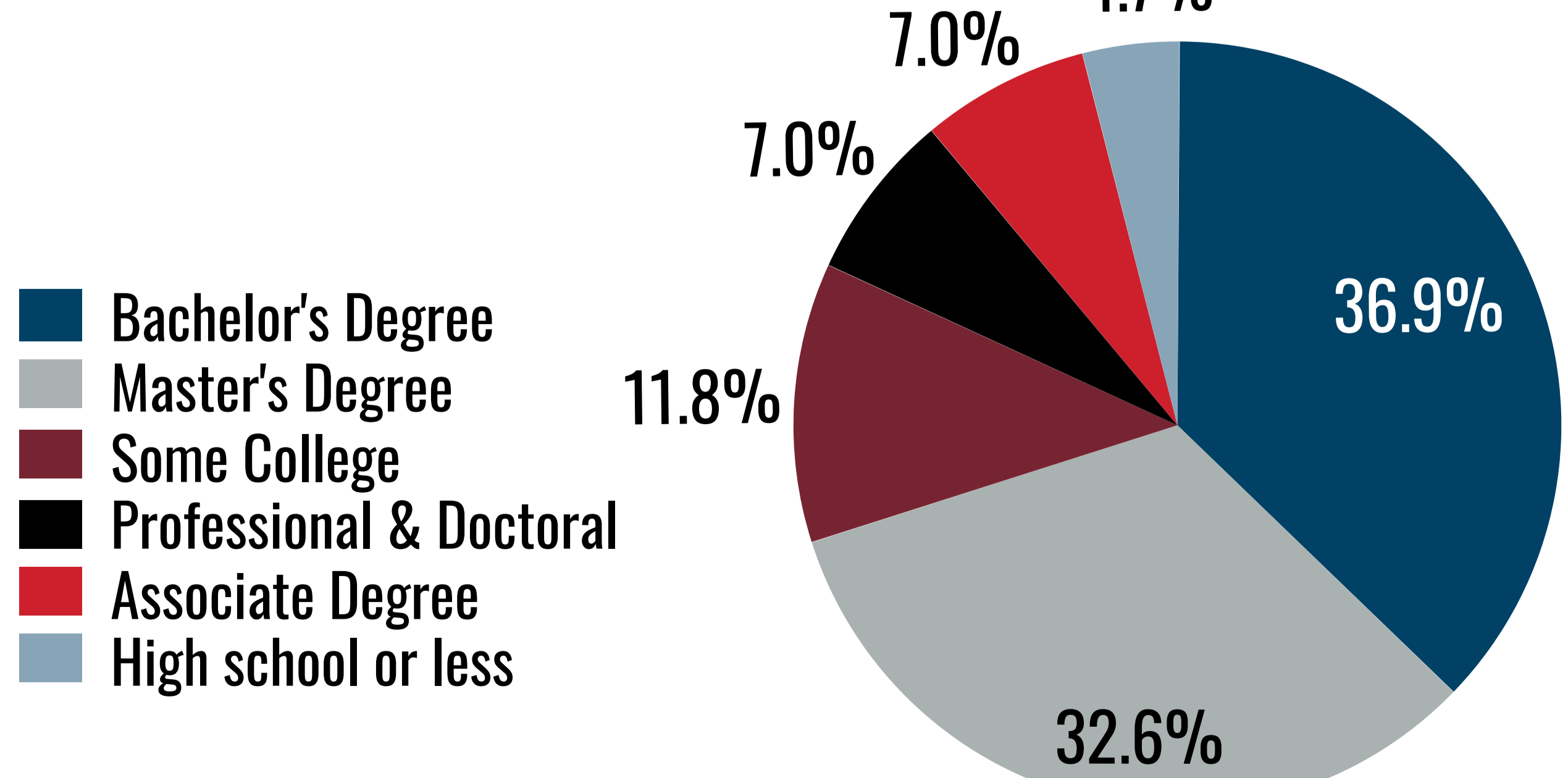


46.5%

Top Industries



Education Level



+/- 4.2%
Margin of Error

95%
Confidence Interval

5.6%
Response Rate

87.2%
Completion Rate