NON-RENEWING MEMBER SURVEY

July 2020
n=594

**Top Reasons for Not Renewing**
- COVID-19 pandemic: 37.6%
- Time constraints: 29.9%
- Other: 21.9%
- Personal, health, work, or family: 17.5%

**Desired Incentives to Rejoin**
- Ability to meet in person: 35.0%
- Discounted membership: 27.0%
- More mentoring available to me: 21.2%
- Less pressure to pursue leadership positions: 21.1%

**Non-Renewing Member Demographics**

- **Membership Status**
  - I may renew in the future: 46.4%
  - I intend to renew soon: 20.4%
  - I do not plan to renew: 33.2%

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- **Top Personal Goals Met**
  - Built effective speaking skills: 6.5 years
  - Built public speaking confidence: 28.9 years
  - Improve presentation skills: 34.7 years

- **Willingness to recommend Toastmasters**
  - 89.9% Feel Toastmasters helped them reach personal goals
  - 76.5% Members attend most or all meetings
  - 69.0% Have between 10 and 29 members
  - 67.0% Club meetings last between 1 and 2 hours

- **Gender**
  - Male: 52.4%
  - Female: 47.6%

- **Employment Status**
  - Employed: 67.5%
    - 12.2% Self-employed
    - 8.2% Retired
    - 6.3% Student
    - 5.9% Other
  - Unemployed: 32.5%

- **Education Level**
  - Bachelor's Degree: 41.3%
  - Master's Degree: 11.6%
  - Some College: 10.0%
  - Professional & Doctoral: 4.5%
  - Associate Degree: 6.1%
  - High school or less: 26.4%

- **Age Breakdown**
  - 18-24: 6.3%
  - 25-34: 23.0%
  - 35-44: 23.3%
  - 45-54: 21.1%
  - 55-64: 15.2%
  - 65+: 10.5%

- **Average Age**
  - 44.7 years

- **Gender Distribution**
  - Male: 52.4%
  - Female: 47.6%

- **Average Age**
  - 44.7 years

- **Margin of Error**
  - +/- 4.5%

- **Confidence Interval**
  - 95%

- **Response Rate**
  - 77.6%

- **Completion Rate**
  - 77.6%