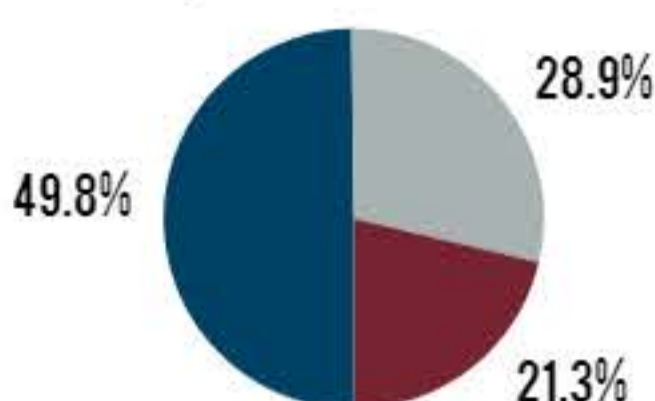


NON-RENEWING MEMBER SURVEY



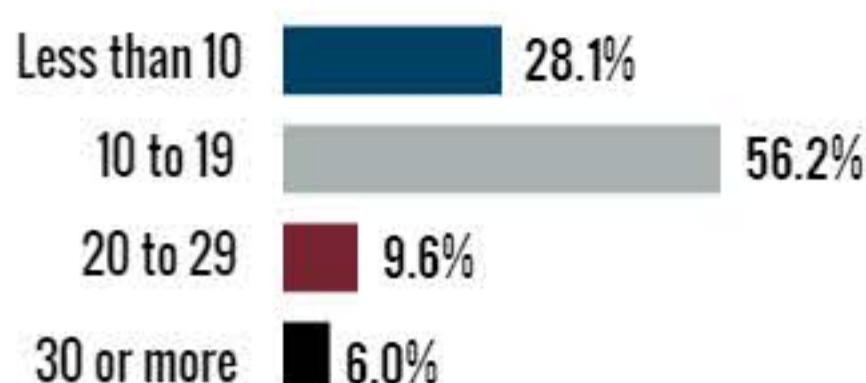
December 2016
n=298

Membership Status



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

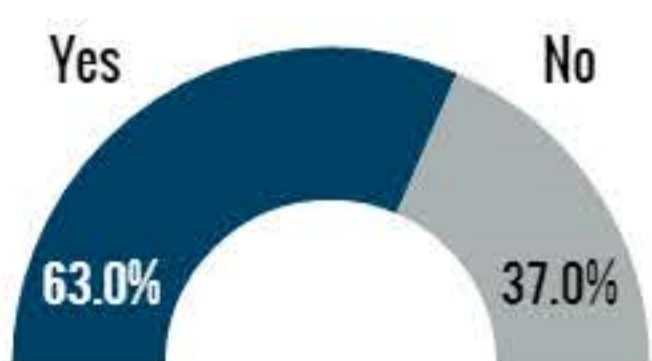
Club Size (Members)



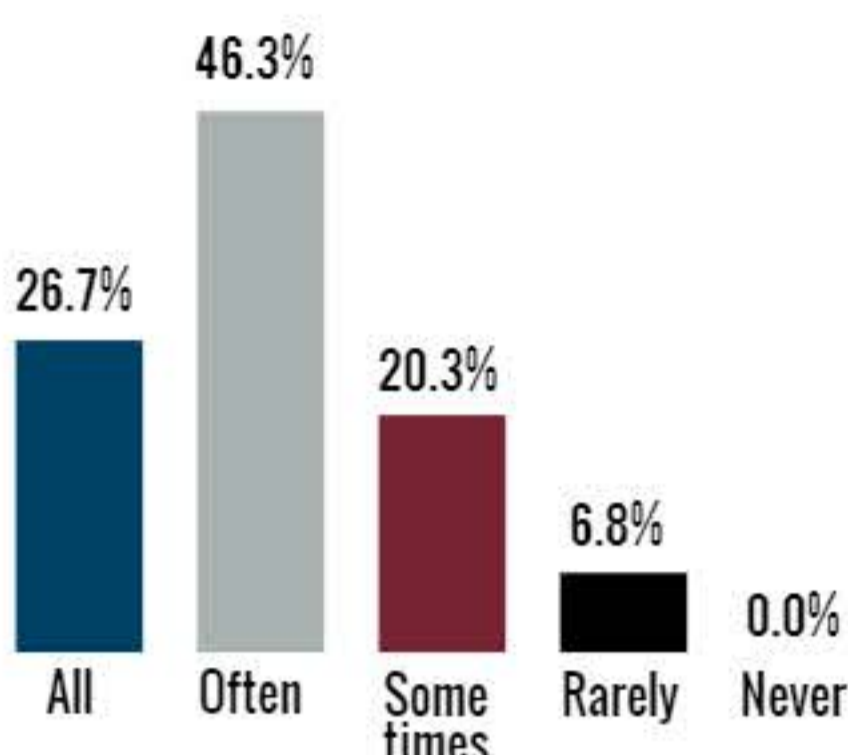
Likelihood of Recommending Toastmasters (Out of 10)

8.0

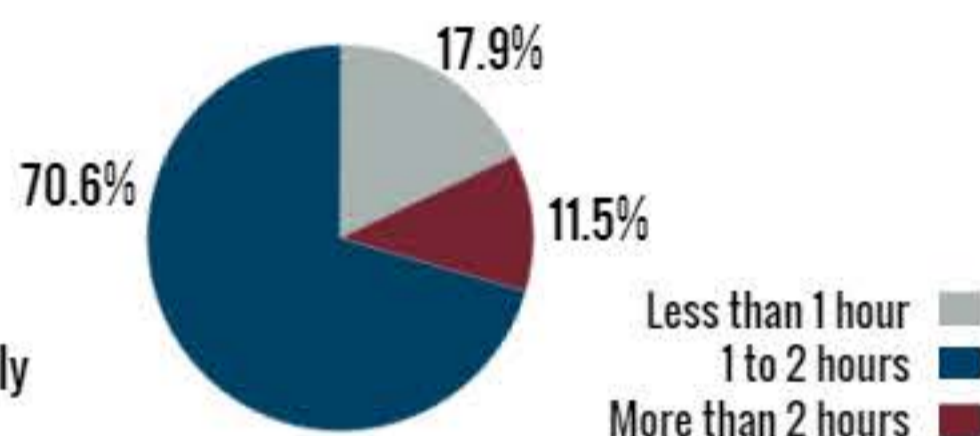
Contacted for Renewal



Club Attendance



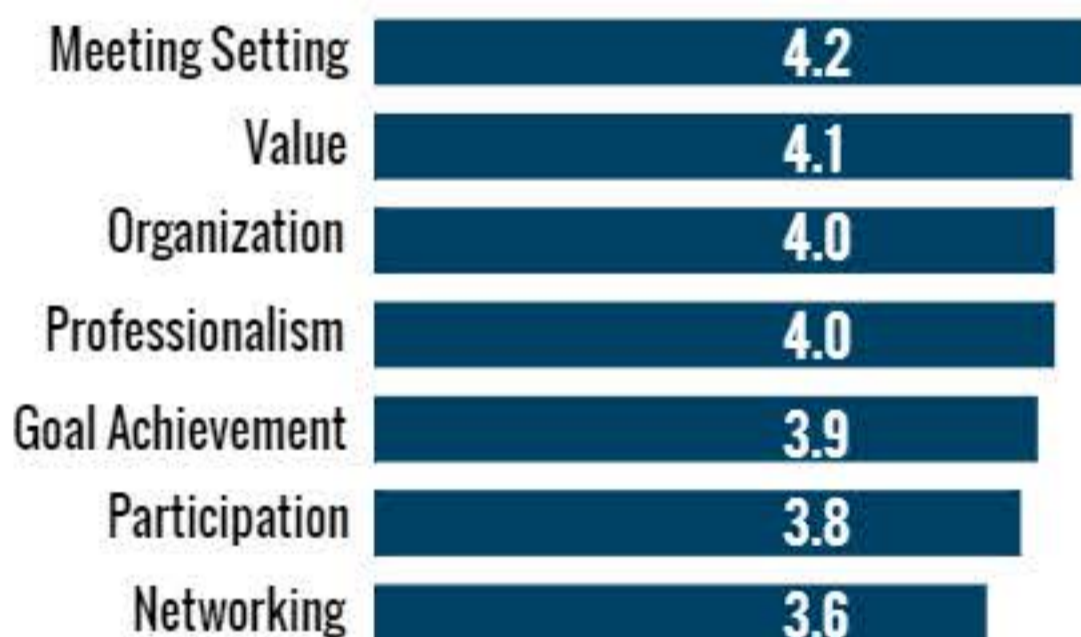
Duration of Club Meetings



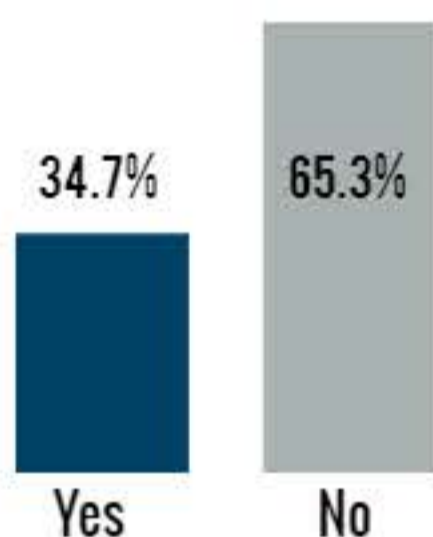
Top Reasons for Not Renewing



Rate your Club (Out of 5)

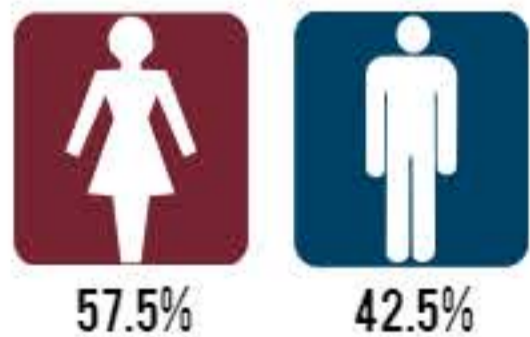


Is there something that could have been done to convince you to renew?

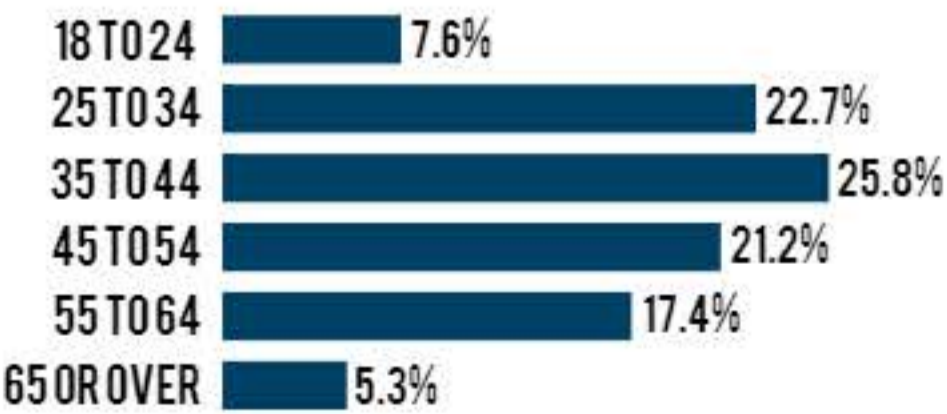


Non-Renewing Member Demographics

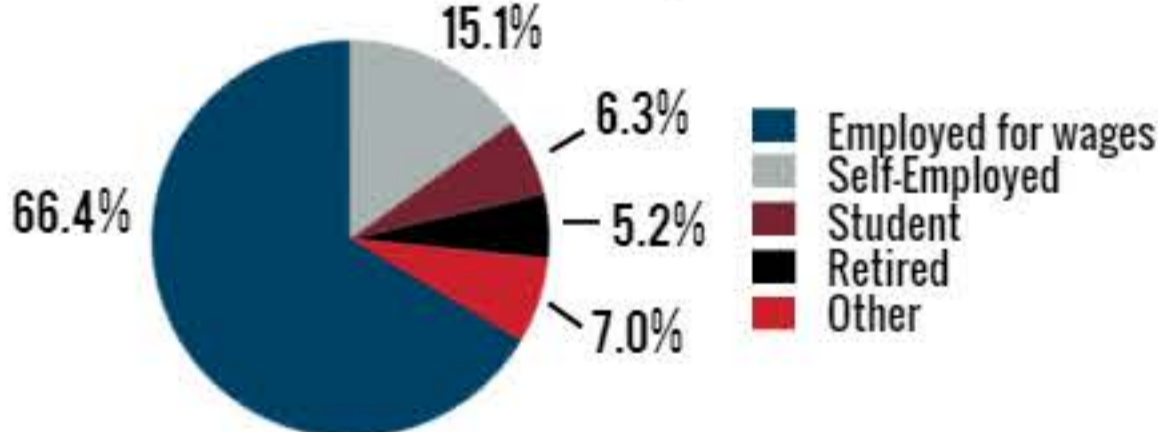
Gender



Age



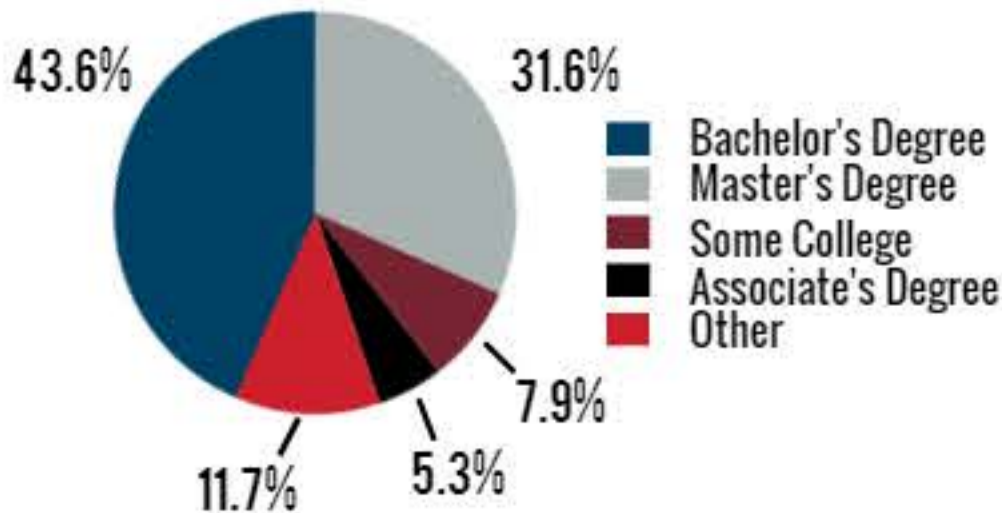
Employment Status



Top Industries



Education Level



Role in Organization



+/-5.7%
Margin of Error

95%
Confidence Interval

7.1%
Response Rate

90.0%
Completion Rate