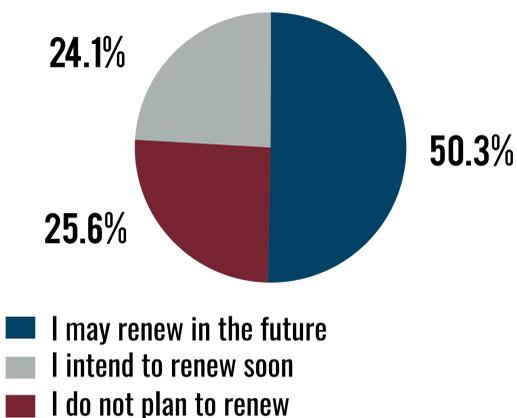


NON-RENEWING MEMBER SURVEY

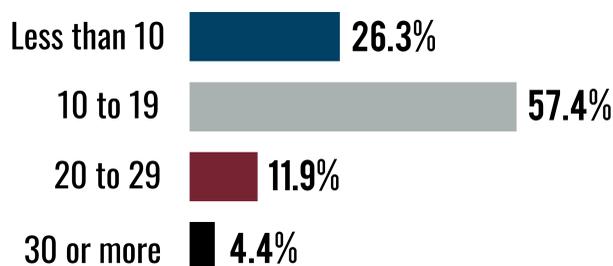


December 2017
n=349

Membership Status



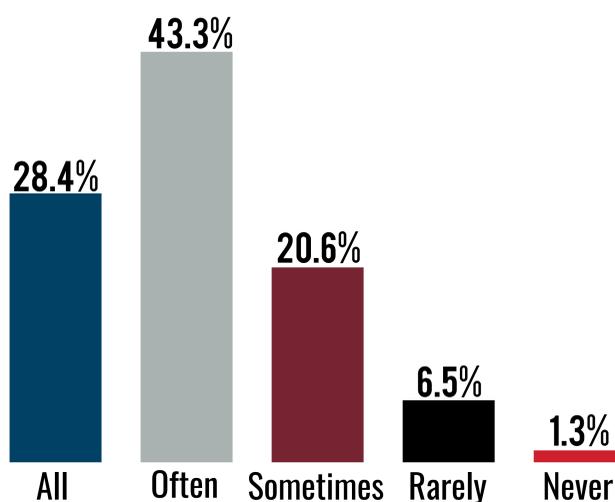
Club Size (Members)



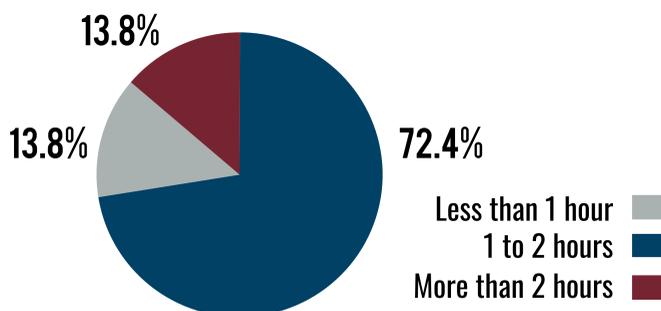
Willingness to Recommend Toastmasters (Out of 7)

5.7

Club Attendance



Duration of Club Meetings



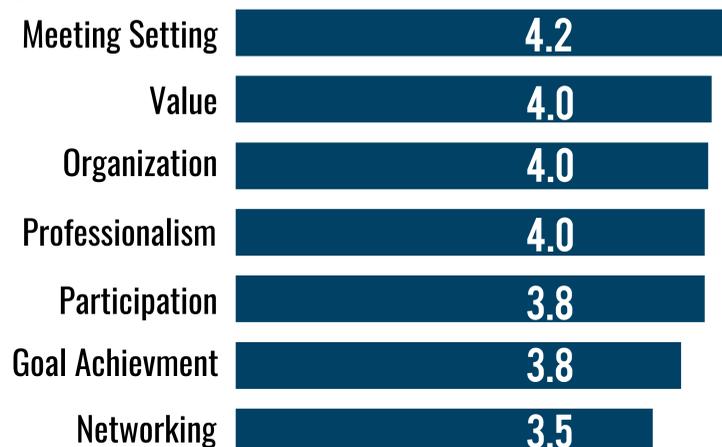
Contacted for Renewal



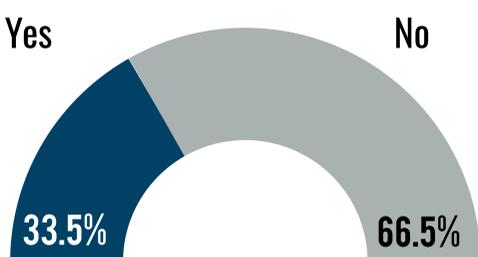
Top Reasons for Not Renewing



Rate your Club (Out of 5)

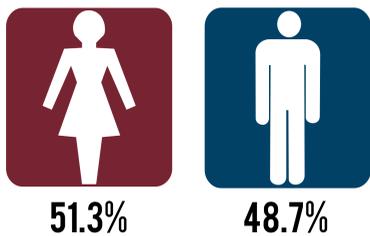


Is there something that could have been done to convince you to renew?

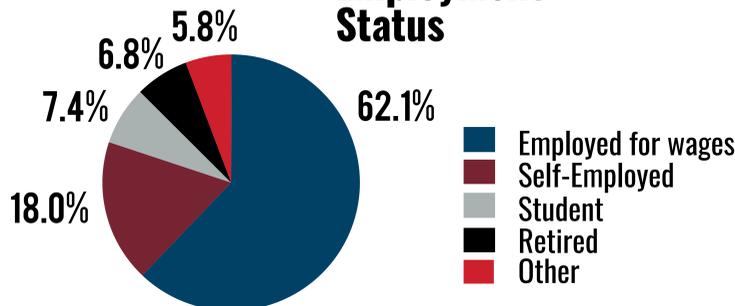


Non-Renewing Member Demographics

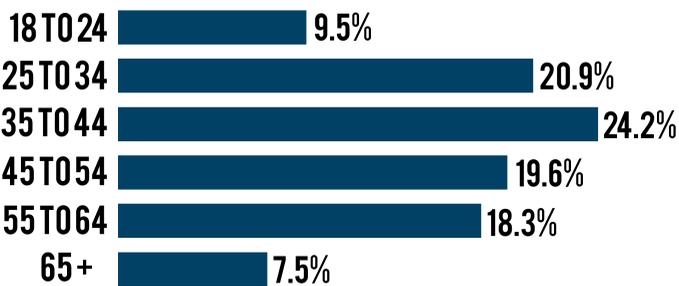
Gender



Employment Status



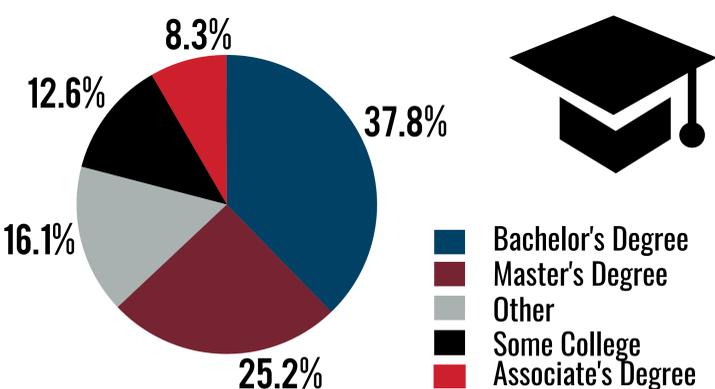
Age



Top Industries



Education Level



Role in Organization



+/- 5.2%
Margin of Error

95%
Confidence Interval

6.0%
Response Rate

88.0%
Completion Rate