



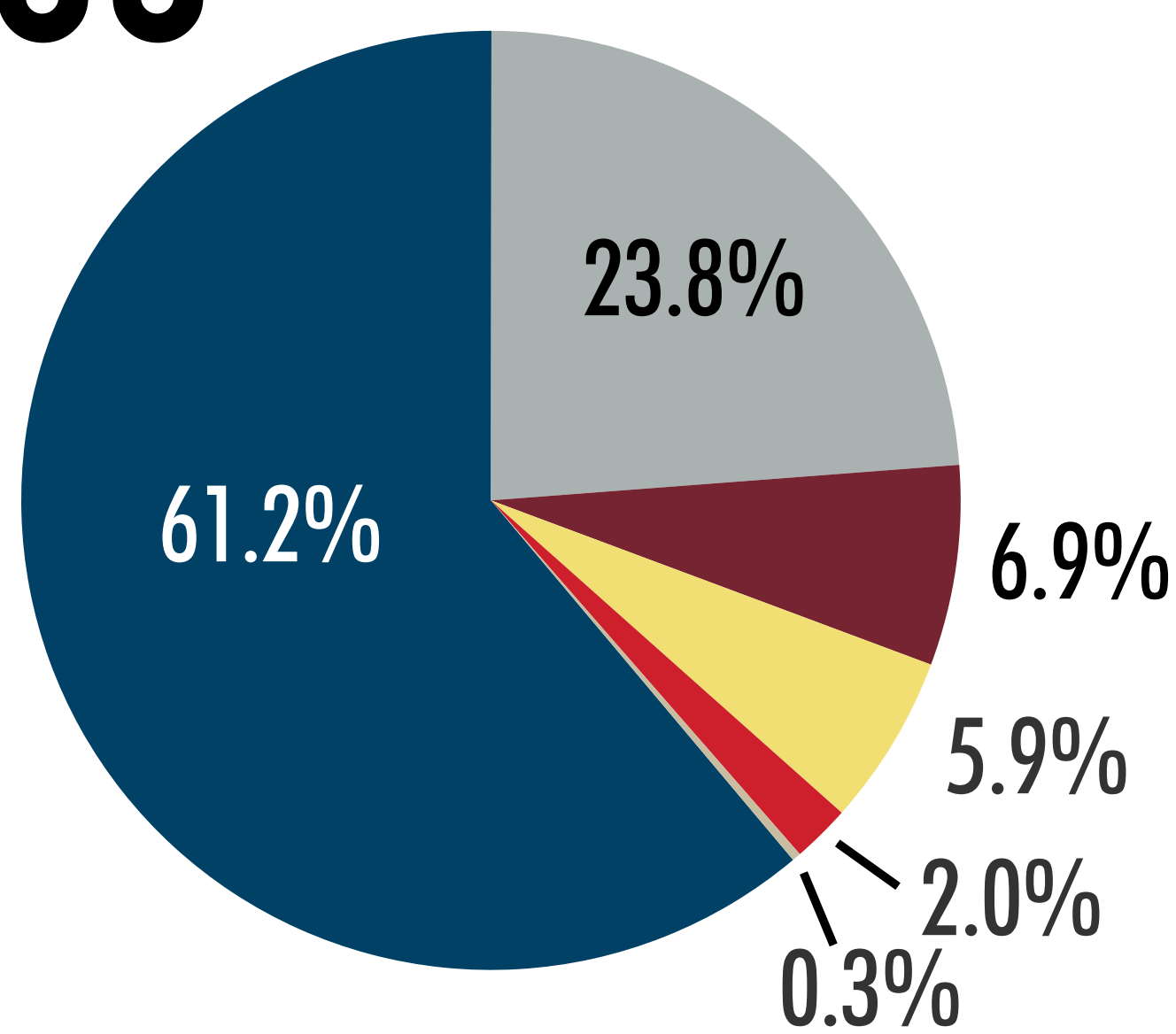
# FACT SHEET

July 1, 2016 to June 30, 2017

## MEMBERS

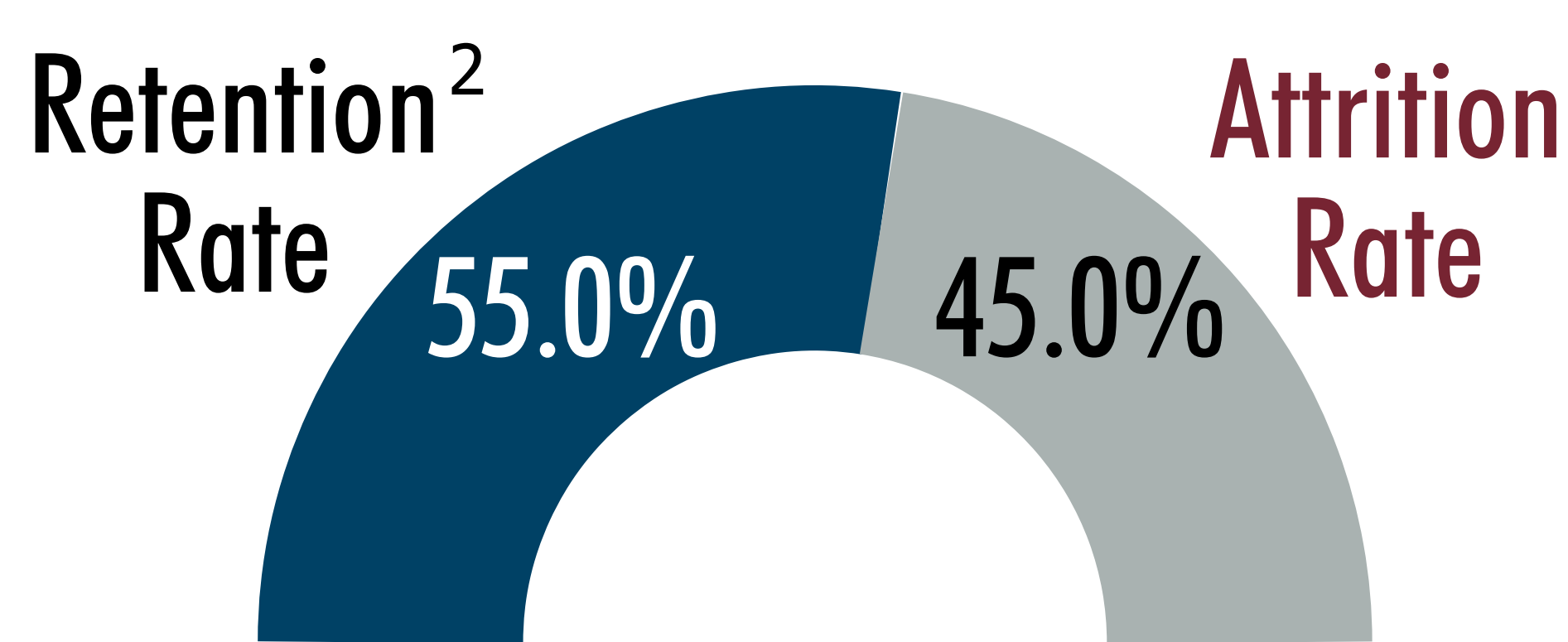
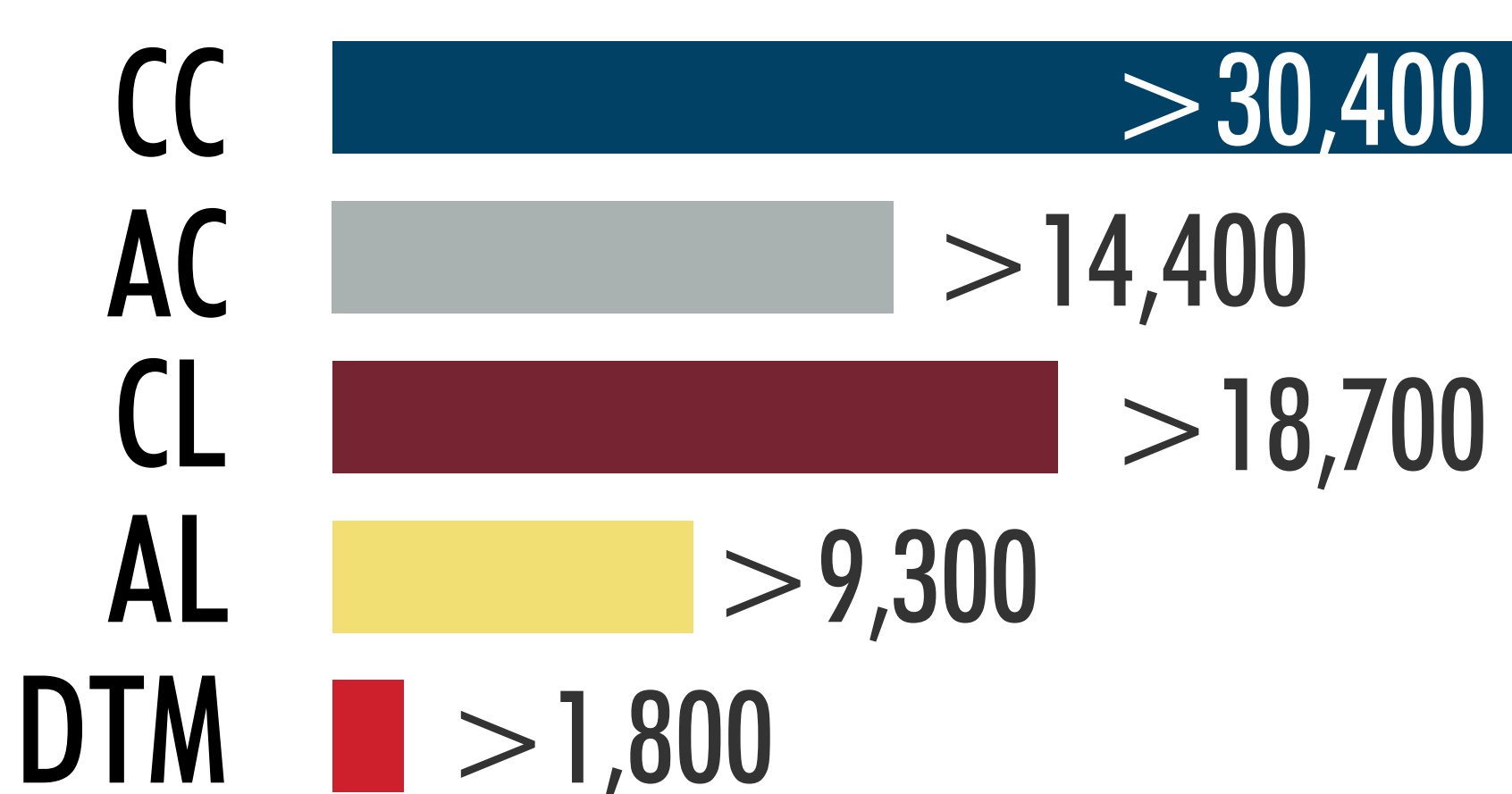
**>352,000**  
Members<sup>1</sup>

**+2.1%**  
Growth



- North America
- Asia
- Europe
- Australia/Oceania
- Africa
- South America

### AWARDS:



New Members<sup>3</sup> >200,400

Non-Renewing<sup>4</sup> >94,600

Member Tenure >2.6 Years

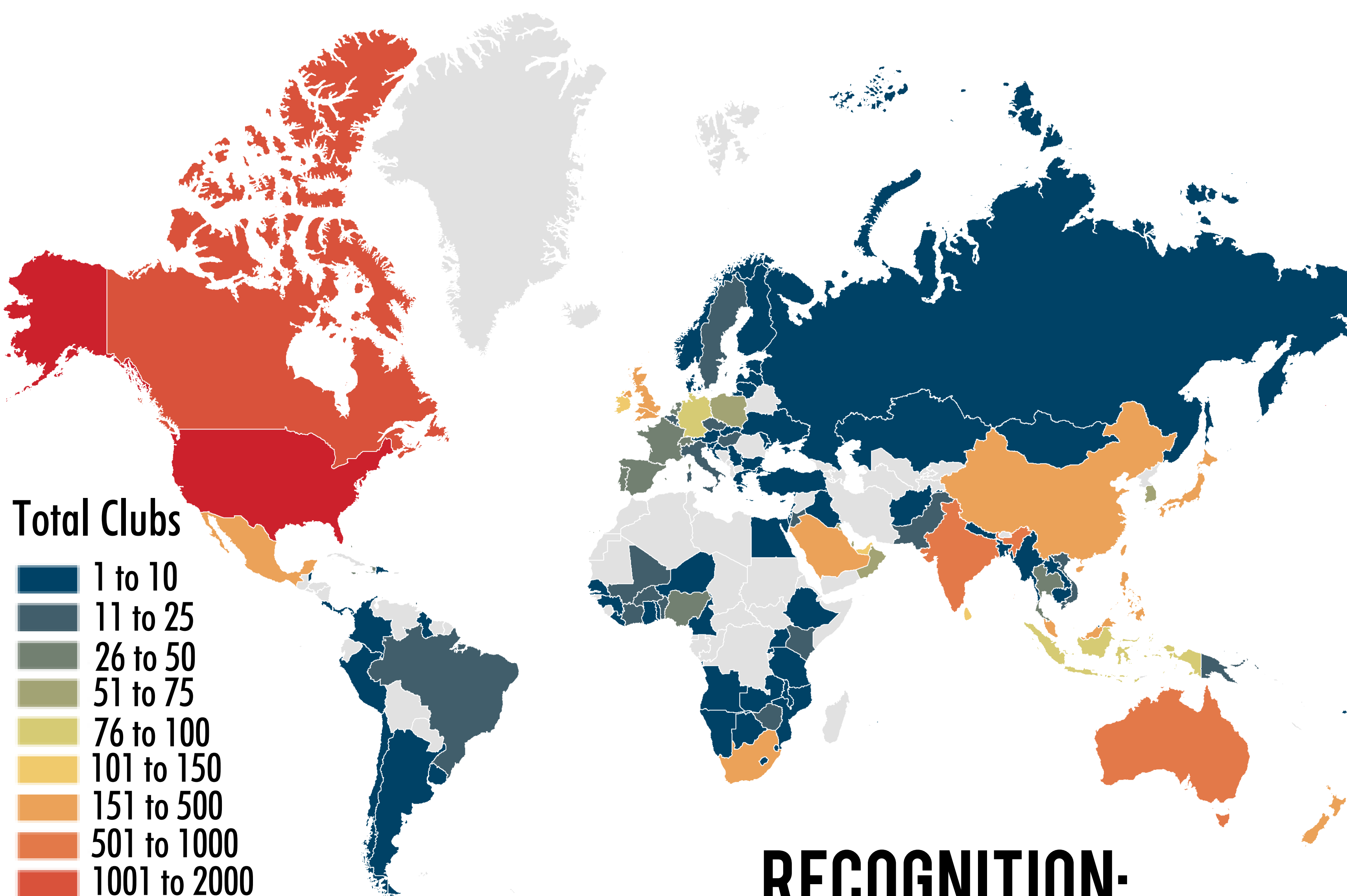
### Top Reasons For Joining:

- ✓ Improve Communication
- ✓ Overcome Fear
- ✓ Increase Confidence

### Top Reasons For Not Renewing:

- ✗ Time Constraints
- ✗ Personal Issues
- ✗ Relocation
- ✗ New Interests

## CLUBS



**141**  
Countries

**+3.1%**  
Growth

**>16,400**  
Clubs

**>1,500**  
New Clubs

### RECOGNITION:

President's >4,200

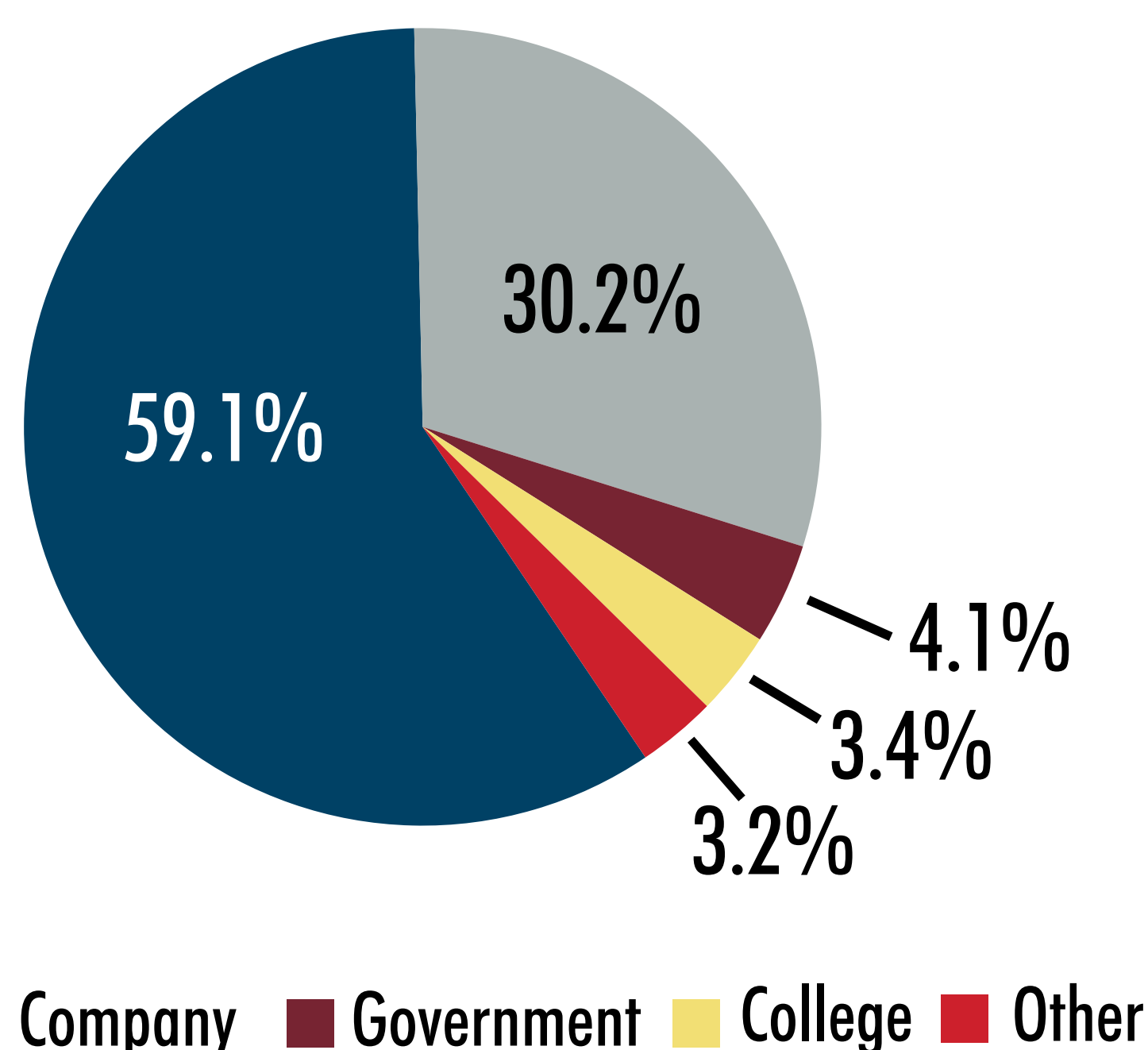
Select >2,100

Distinguished >2,100

**51.7%**  
Achieved Distinguished

**-2.0%**  
Distinguished Growth<sup>5</sup>

### TYPE:



- Community
- Company
- Government
- College
- Other

## STATS

### Age:

**45.7**  
Average Age

### Education:

**39.4%**  
Master's Degree or Higher

**78.4%**  
Bachelor's Degree or Higher

### Profession:

**42.0%**  
Specialist Coordinator Analyst



**48.2%**

**51.8%**

**WHERE LEADERS ARE MADE**

<sup>1</sup> Total membership for the October 2016 renewal period (includes dual memberships).  
<sup>2</sup> Retention calculations based upon renewing members in two consecutive renewal periods.  
<sup>3</sup> New member total includes new and chartered for the 2016 to 2017 program year.  
<sup>4</sup> Non-renewing member total is for the October 2016 renewal period.  
<sup>5</sup> Distinguished club growth is relative to the increase in paid clubs.