

Non-Renewing Member Report

July 2015



Research & Analysis

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INTRODUCTION

Toastmasters International conducted a quantitative research study analyzing the responses of non-renewing members. The results in this report reflect the data collected from a stratified sample by Toastmasters district, and are representative of the non-renewing Toastmasters member population.

Methodology & Sampling

Description of the methodology and sampling

Methodology:

- An online survey was conducted using the Qualtrics survey platform. The survey targeted the average non-renewing member.

Sampling:

- A stratified sampling method was implemented to select a representative sample of members at the district level. Only non-renewing members were invited to participate.

Response Rate:

- Overall, 47,752 members were invited to participate in the online survey, of which 3,817 responded for a total response rate of 8.0%. Of those who responded, 3,399 completed the survey for a completion rate of 89.0%. This gave the survey results a +/-2.1% margin of error with 99% confidence. The margin of error for each district ranges between 10% and 30%.

DATA & ANALYSIS

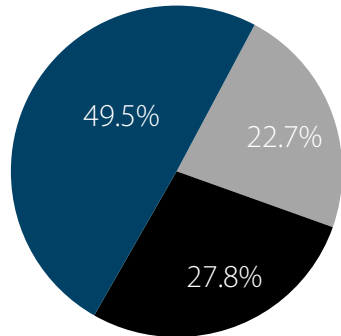
“

Everyone should join, participate, and experience the euphoria of beginning to conquer the apprehension we feel about public speaking. Everyone! Toastmasters makes it easy, relatively painless (we didn't develop this unease overnight and it won't be cured overnight), and pretty darn fun. Tremendous support and celebration as well as positive help.

”

Toastmasters Membership

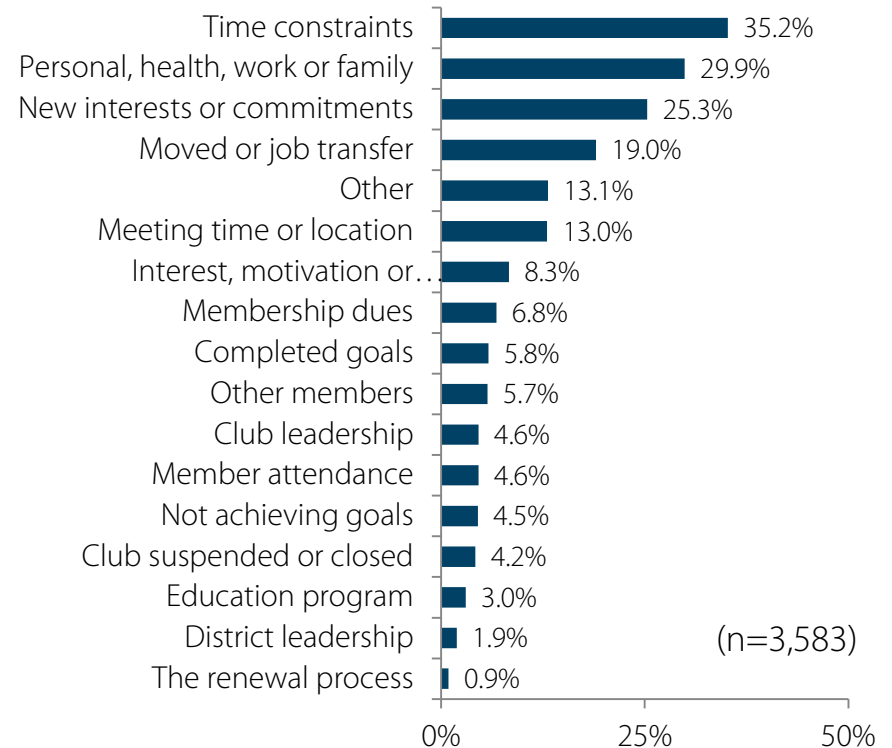
What is the status of your Toastmaster membership?



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

(n=3,711)

What are your top reasons for not renewing your Toastmasters membership?



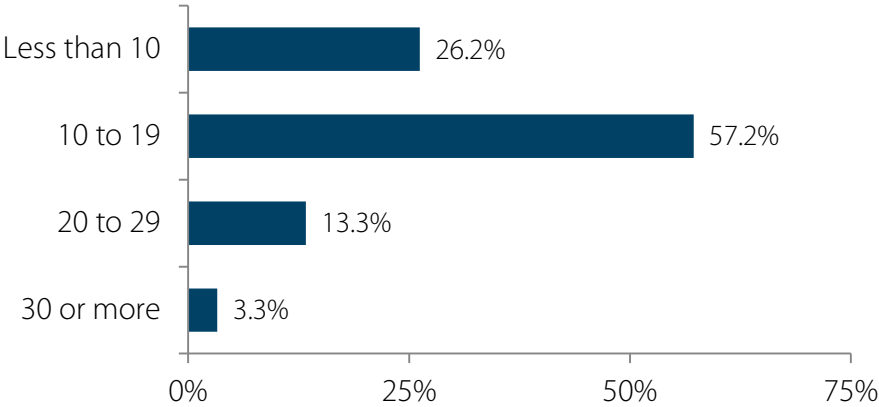
(n=3,583)

Please explain why you selected membership dues as a reason for non renewal

- Lack of money or unable to pay dues (n=210)
- Dues are expensive and high for many
- Student in school, can't afford to pay dues
- Unemployed or unable to find work and cannot afford dues

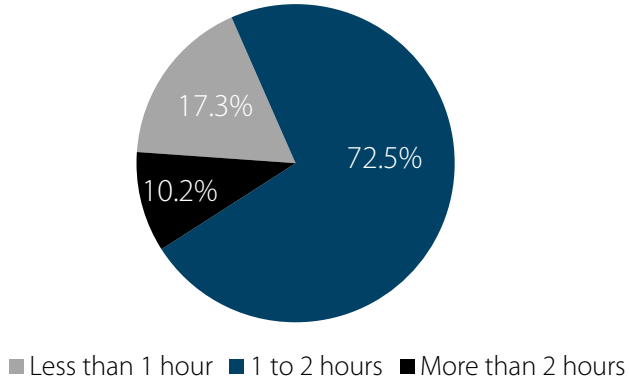
Club Meeting Information

How many people would typically attend your club meeting?



(n=3,532)

What was the duration of your club meetings?



(n=3,518)

Non-Renewal versus Club Size

Chart of reasons for non-renewal versus club size:

Reason	19 or less	20 or more
Time constraints	36.0%	31.9%
Personal, health, work or family	29.4%	32.9%
New interests or commitments	25.1%	26.1%
Moved or job transfer	18.3%	23.7%
Meeting time or location	13.7%	9.4%
Other	12.5%	14.5%
Interest, motivation or encouragement	8.6%	7.7%
Membership dues	6.8%	5.8%
Completed goals	6.2%	3.7%
Other members	5.9%	4.9%
Member attendance	5.4%	0.9%
Club leadership	5.0%	2.9%
Club suspended or closed	5.0%	0.5%
Not achieving goals	4.6%	4.3%
Education program	3.0%	3.2%
District leadership	2.1%	1.2%
The renewal process	1.1%	0.5%

- Members that belong to clubs that had 19 members or less are more likely to report time constraints, meeting time or location, completed goals, member attendance, and club suspended or closed as reasons for non-renewal
- Members that belong to clubs that had 20 members or more are more likely to report moved job or transfer as reason for non-renewal

Non-Renewal versus Status of Membership

- ▶ The members who did not renew for the following reasons *do not plan* to renew:
 - New interests or commitments
 - Interest, motivation or encouragement
 - Completed goals
 - Other members
 - Club leadership
 - Not achieving goals
 - Member attendance
 - District leadership

- ▶ The members who did not renew for the following reasons *intend* to renew soon:
 - Moved or job transfer
 - Membership dues
 - Education program
 - The renewal process

- ▶ The members who did not renew for the following reasons *may* renew in the future
 - Time constraints
 - Personal, health, work or family
 - Club suspended or closed

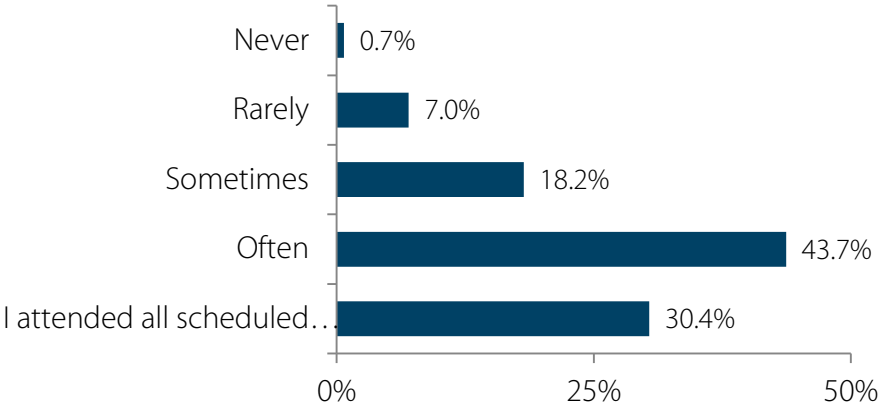
Status of your membership:

	I do not plan to renew	I intend to renew soon	I may renew in the future
New interests or commitments	31.6%	16.8%	26.9%
Personal, health, work or family	18.7%	31.2%	34.4%
Completed goals	12.5%	2.6%	4.4%
Club leadership	9.2%	3.0%	3.3%
District leadership	4.5%	1.5%	1.0%
Time constraints	29.1%	33.7%	38.8%
Meeting time or location	7.9%	15.1%	14.1%
Moved or job transfer	10.8%	24.4%	19.9%
Other members	10.0%	3.0%	5.2%
Membership dues	6.8%	6.9%	6.7%
Club suspended or closed	4.5%	3.3%	4.7%
Interest, motivation or encouragement	13.5%	5.1%	7.6%
Education program	3.1%	3.3%	2.8%
The renewal process	1.0%	1.6%	0.6%
Member attendance	5.7%	3.6%	4.7%
Not achieving goals	8.5%	2.6%	3.7%

Reasons for not renewing:

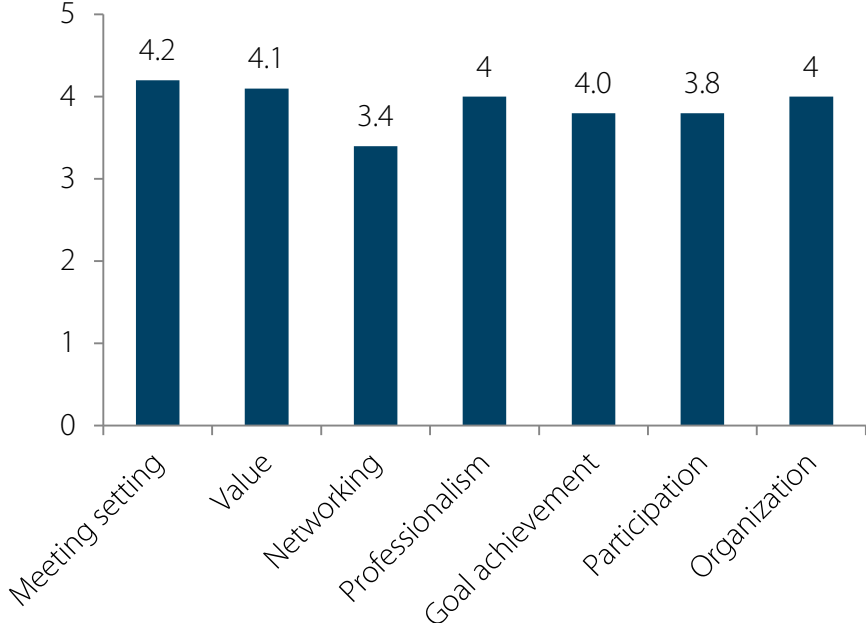
Club Attendance and Ratings

How often did you attend your club meetings?



(n=3,519)

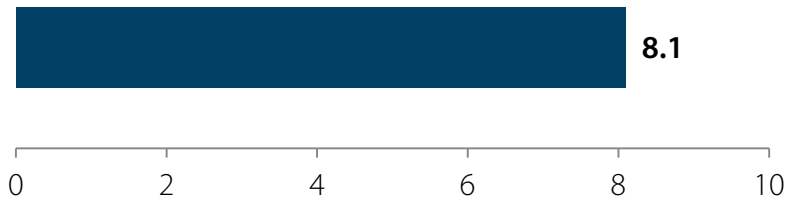
Please rate your club in the following areas. Five is the highest possible rating.



(n=3,386)

Membership Renewal

What is the likelihood that you would recommend Toastmasters to a friend, family member or colleague?



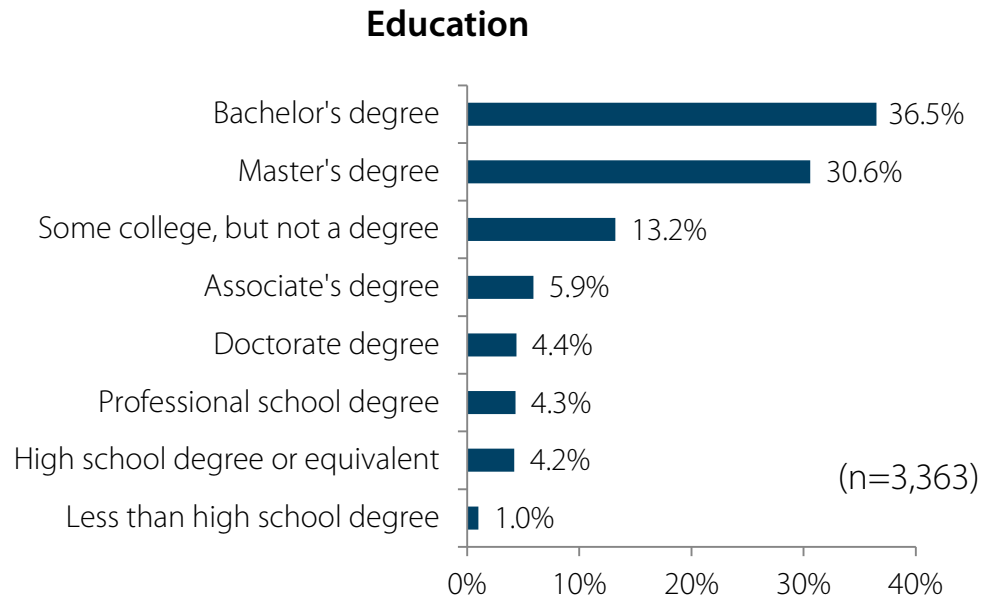
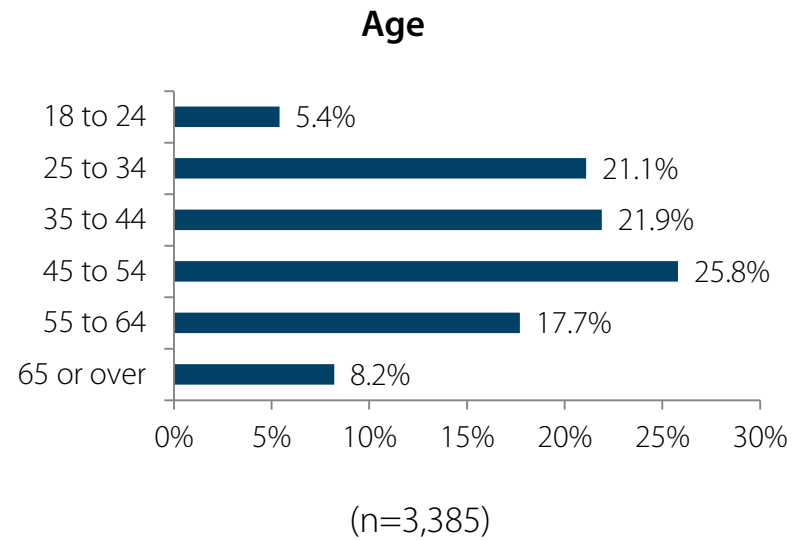
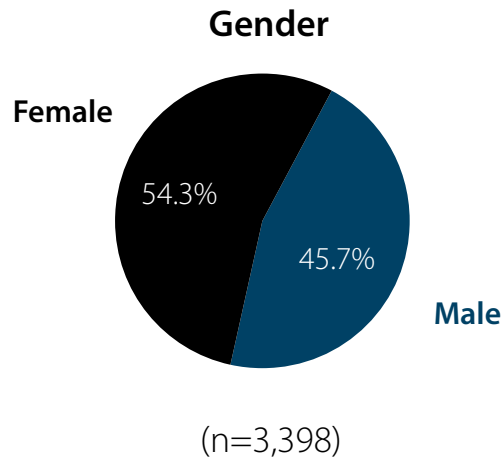
(n=3,453)

Is there any feedback that you would like to share about your Toastmasters experience?

Text analysis of open-end responses

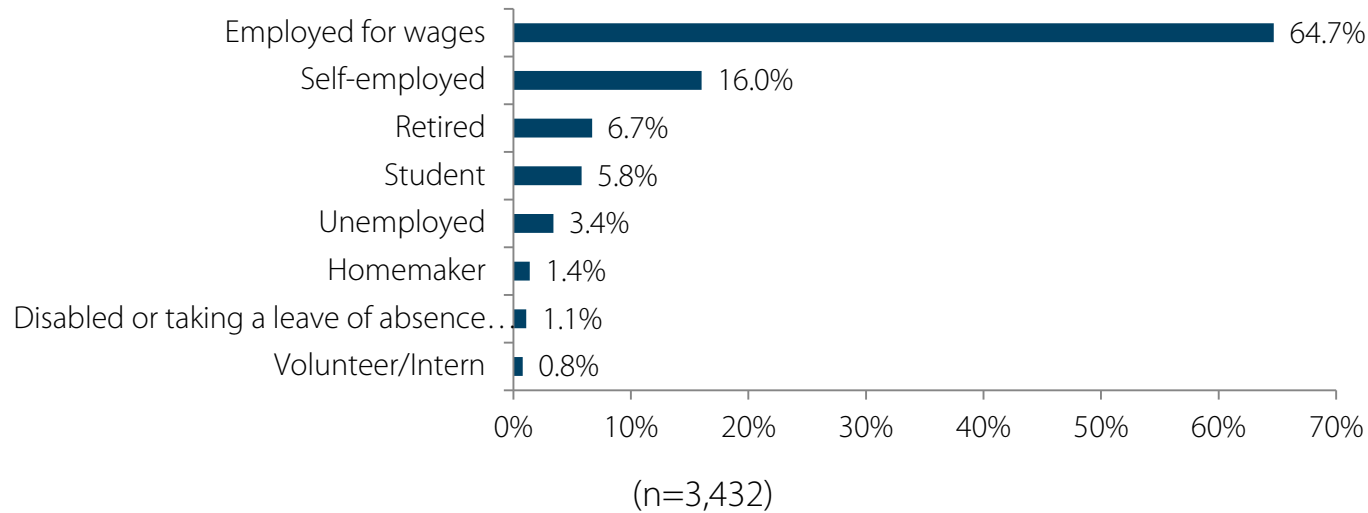


Respondent Demographics

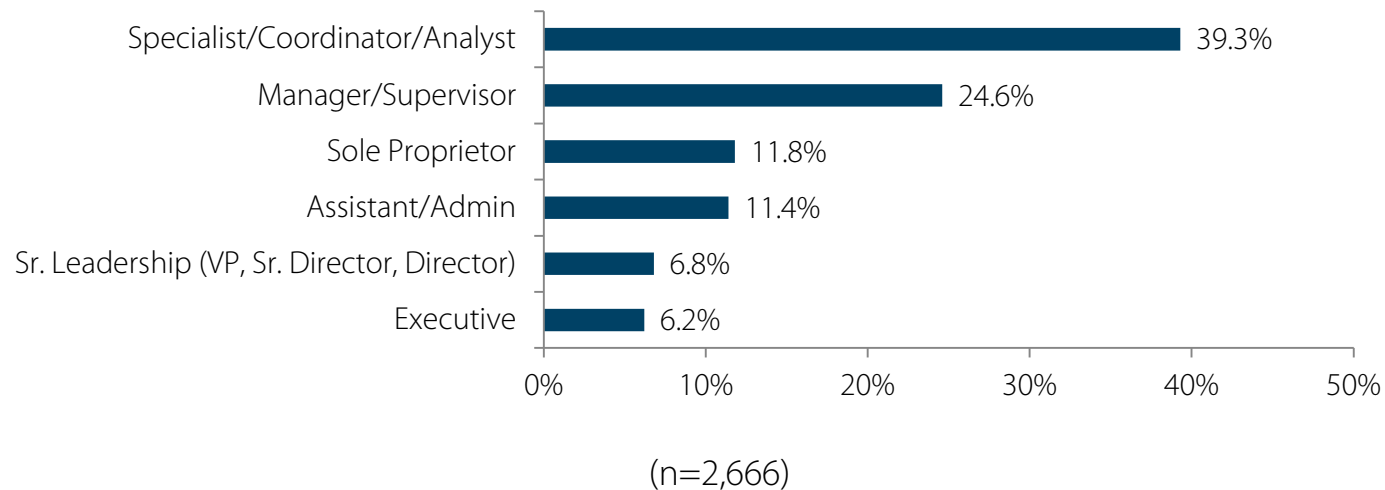


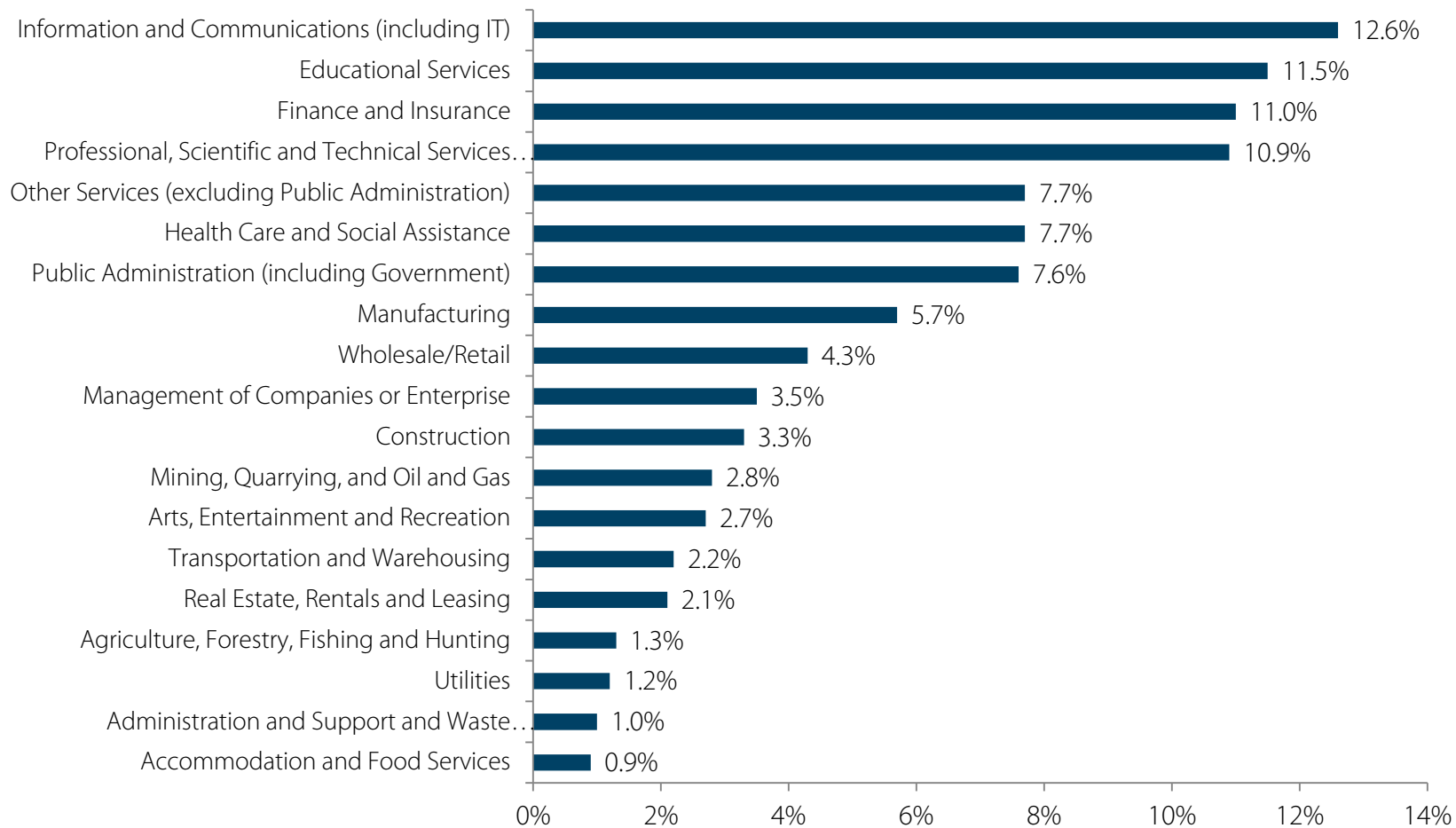
Respondent Demographics

Employment Status



Role in Organization



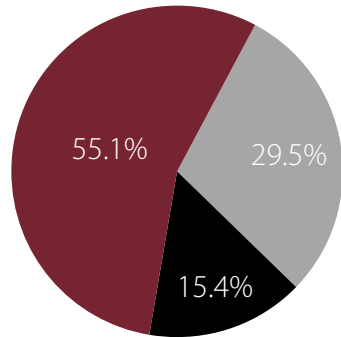


2014 TO 2015 COMPARISON

Toastmasters Membership

What is the status of your Toastmaster membership?

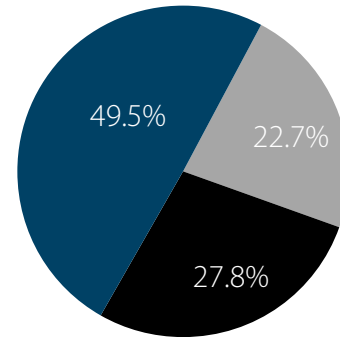
2014



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

(n=501)

2015



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

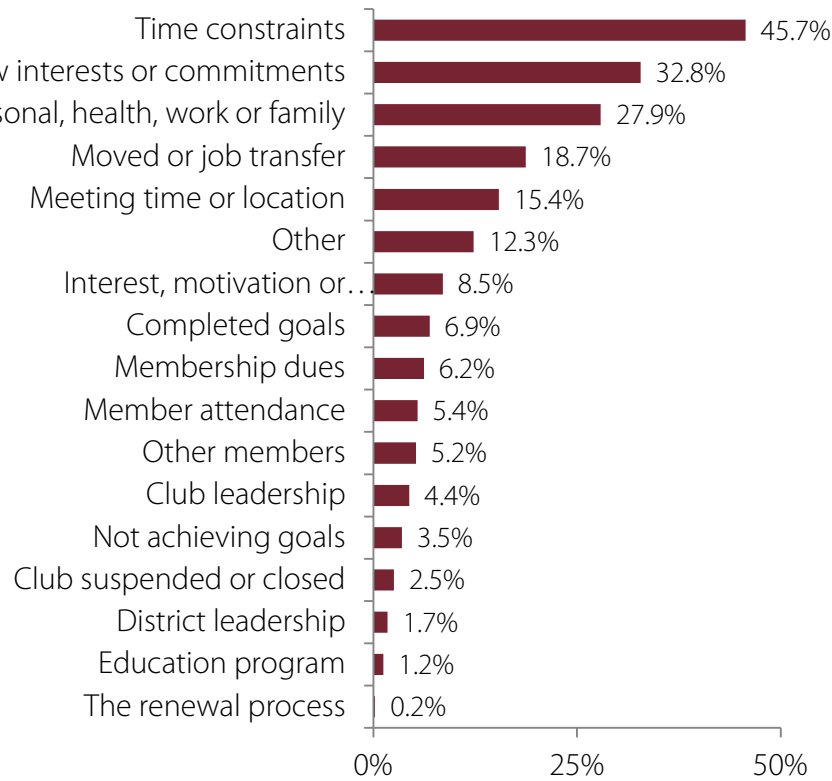
(n=3,711)

Toastmasters Membership

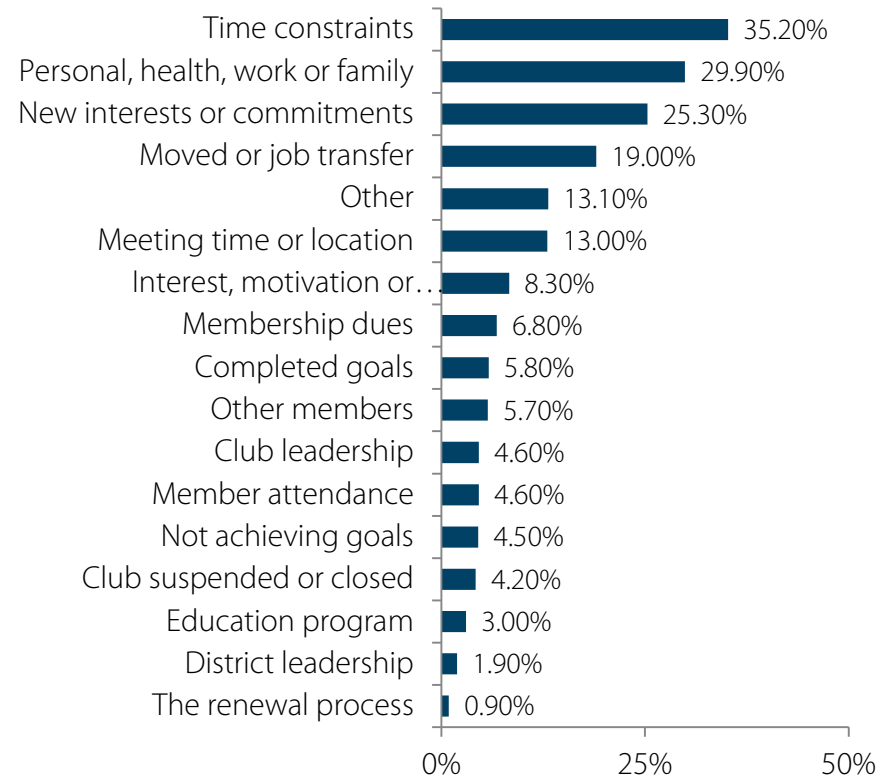
What are your top reasons for not renewing your Toastmasters membership?

2014

2015



(n=481)

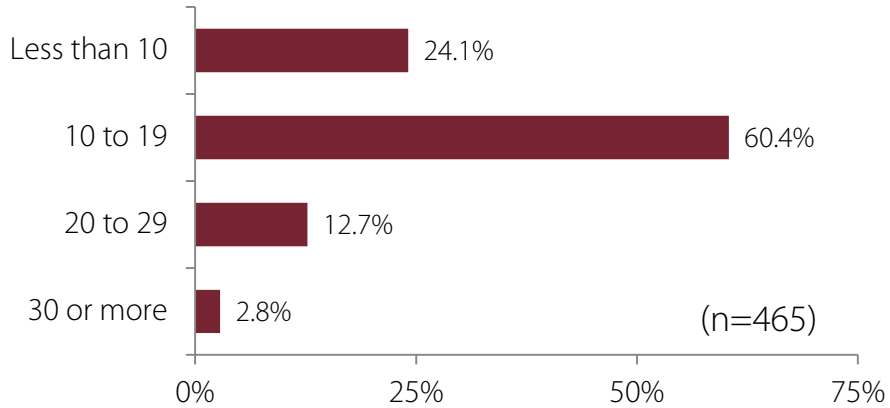


(n=3,583)

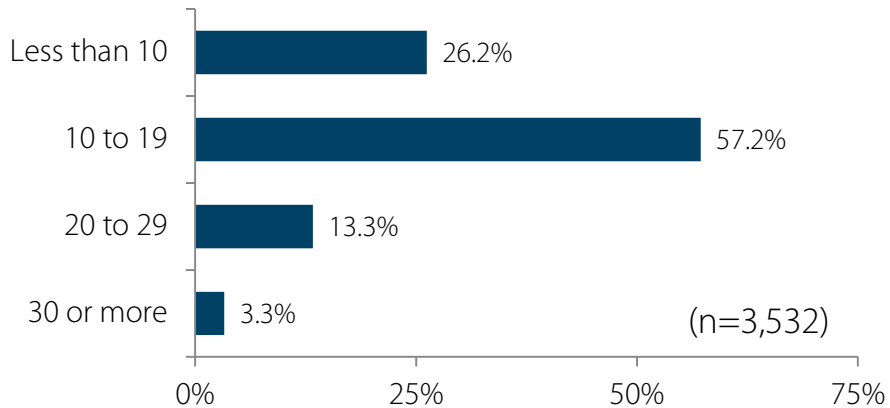
Club Meeting Information

How many people would typically attend your club meeting?

2014

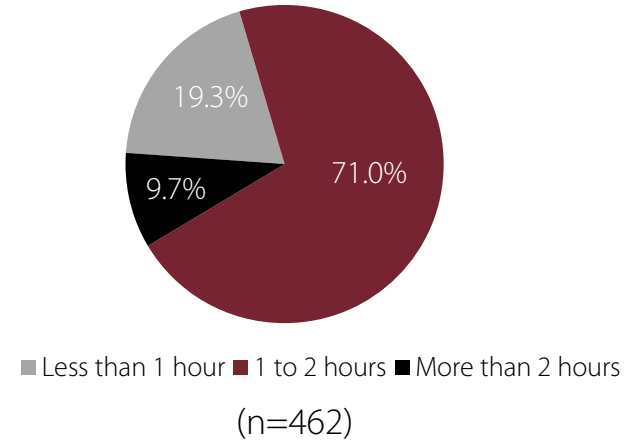


2015

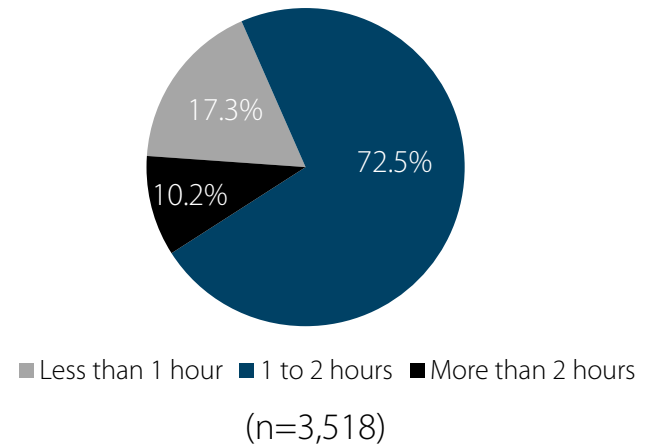


What was the duration of your club meetings?

2014

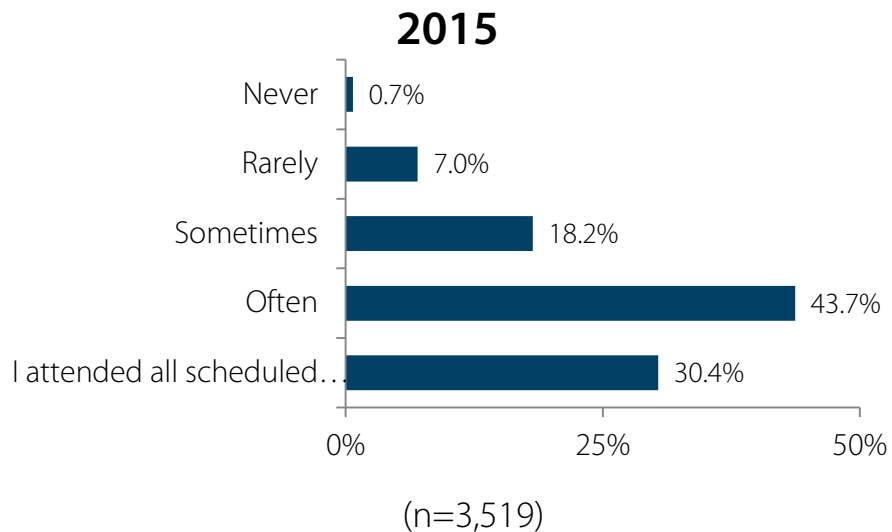
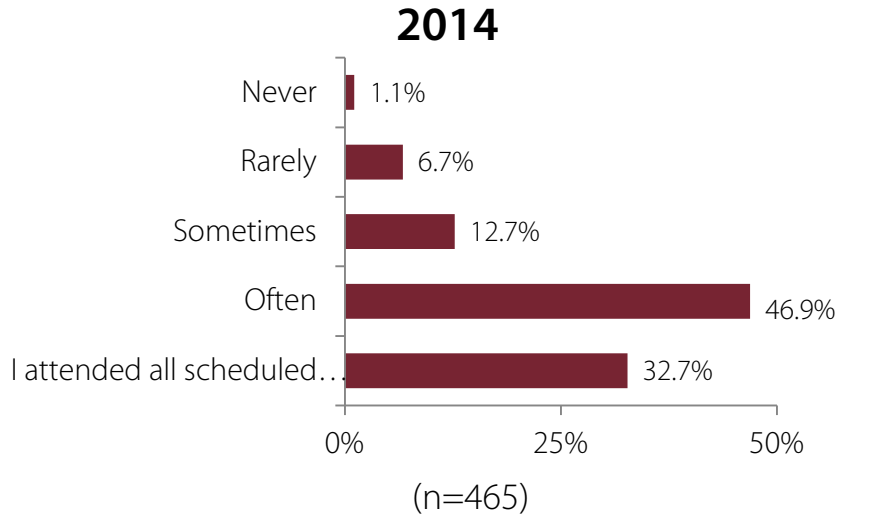


2015

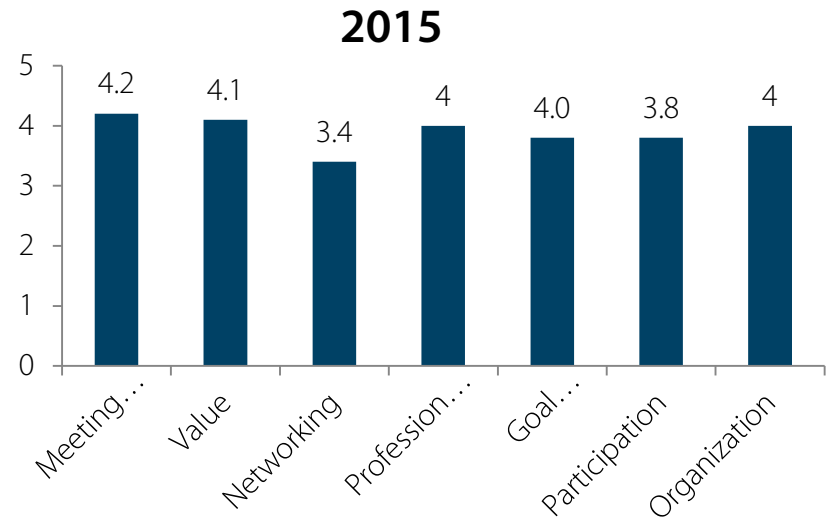
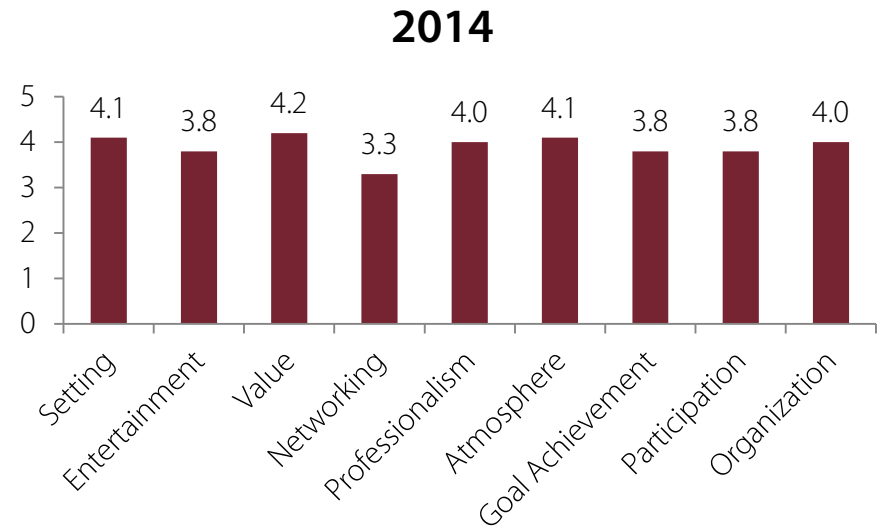


Club Attendance and Ratings

How often did you attend your club meetings?

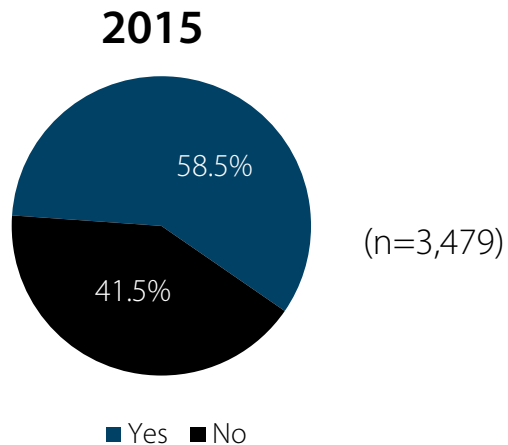
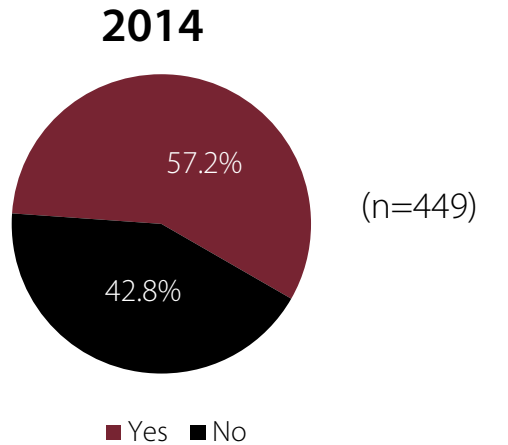


Please rate your club in the following areas. Five is the highest possible rating.

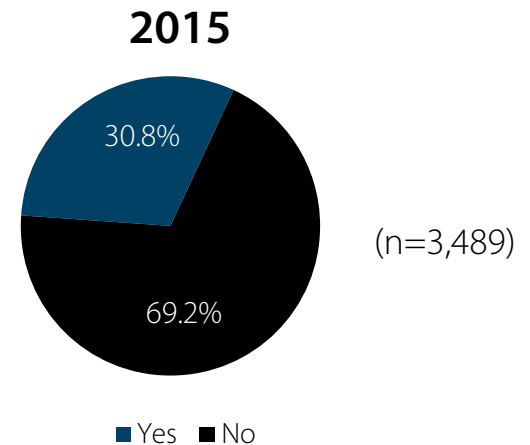
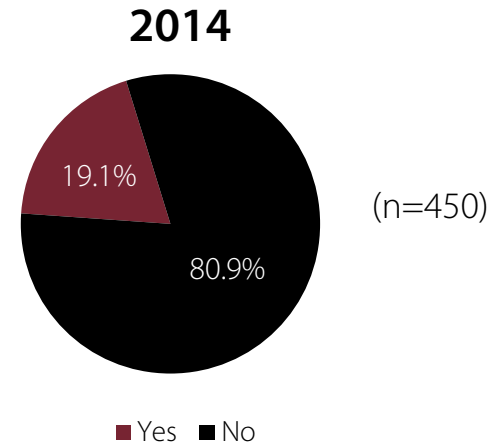


Membership Renewal

Did anyone from Toastmasters ever contact you about renewing your membership?



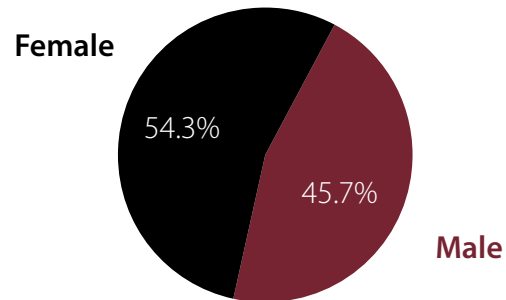
Is there something that could have been done to convince you to renew your membership?



Respondent Demographics

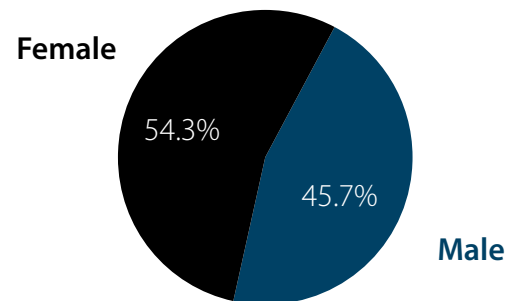
Gender

2014



(n=446)

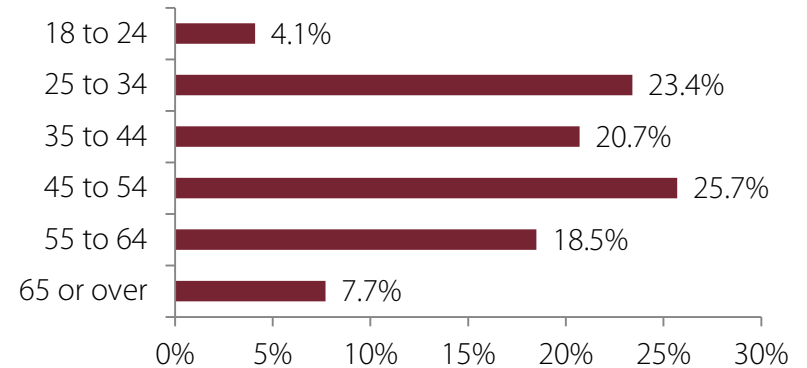
2015



(n=3,398)

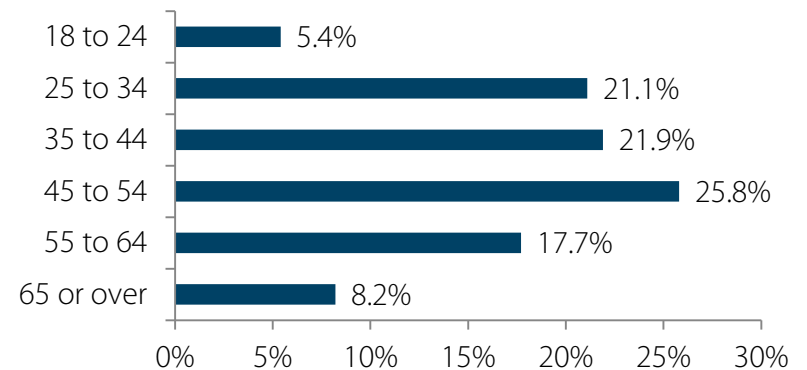
Age

2014



(n=444)

2015

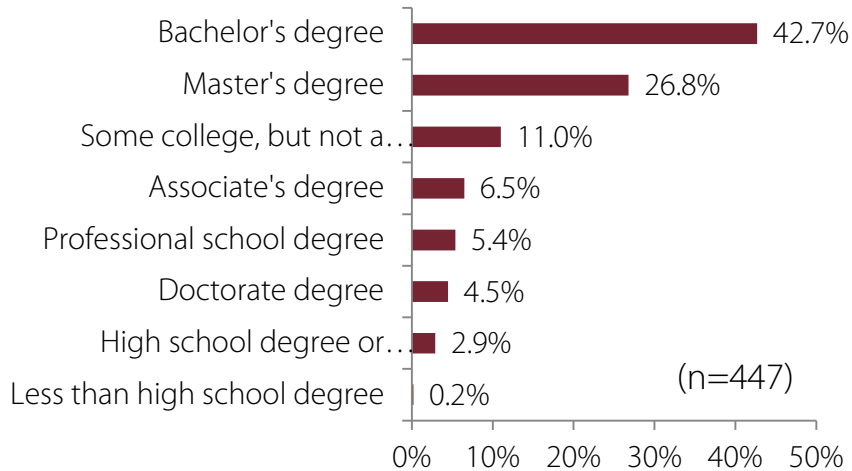


(n=3,385)

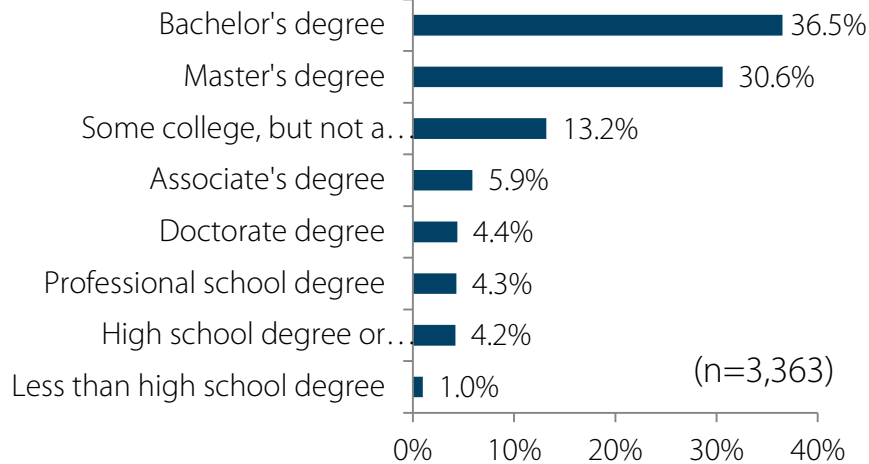
Respondent Demographics

Education

2014

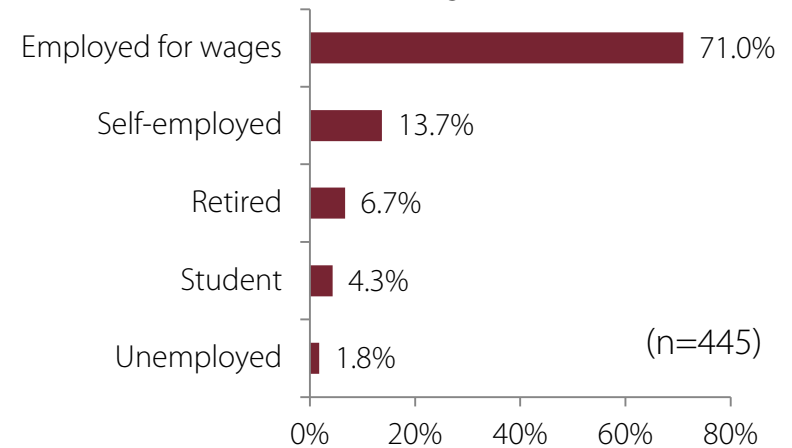


2015

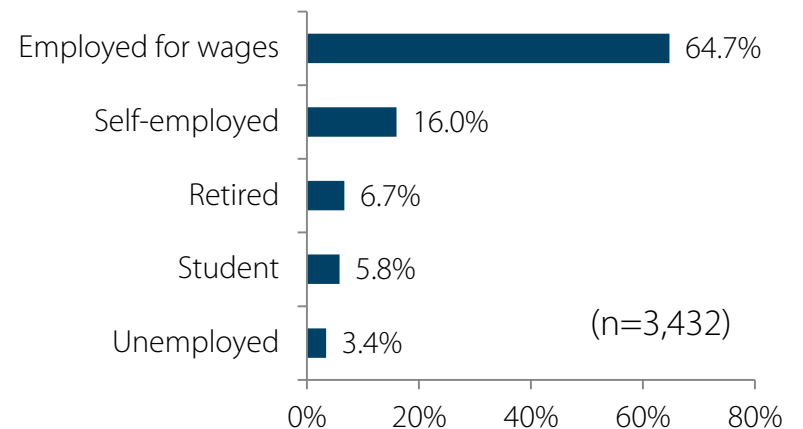


Employment Status

2014



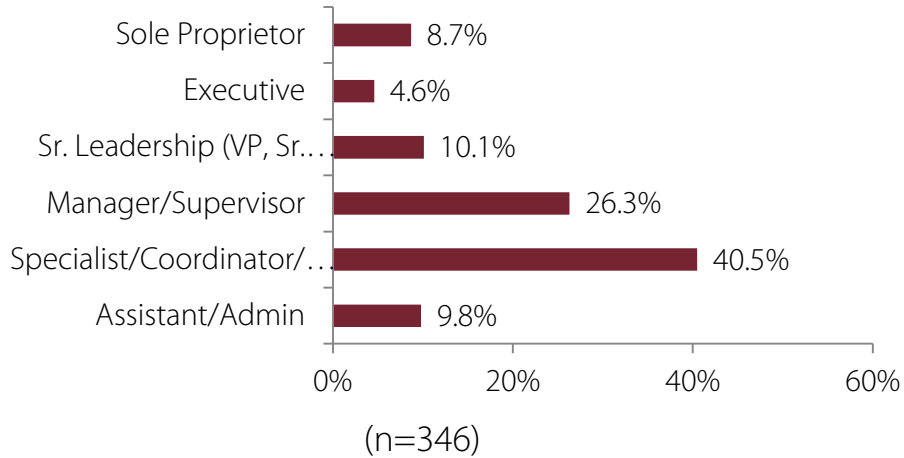
2015



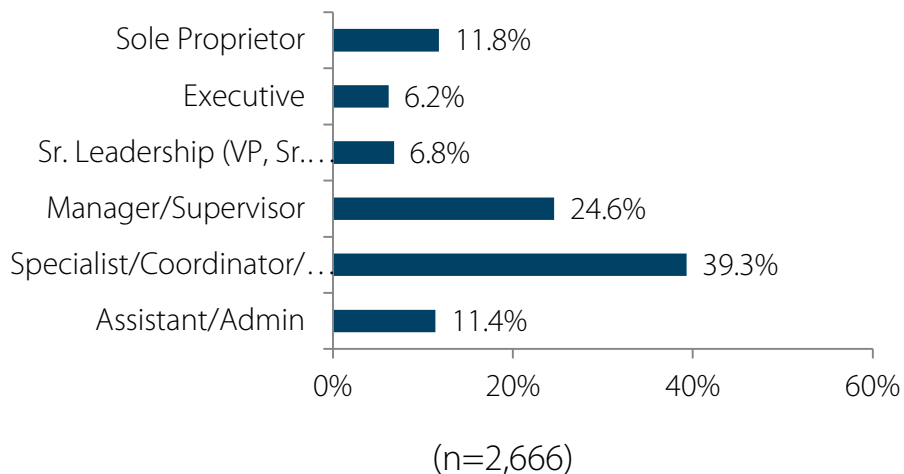
Respondent Demographics

Role in Organization

2014

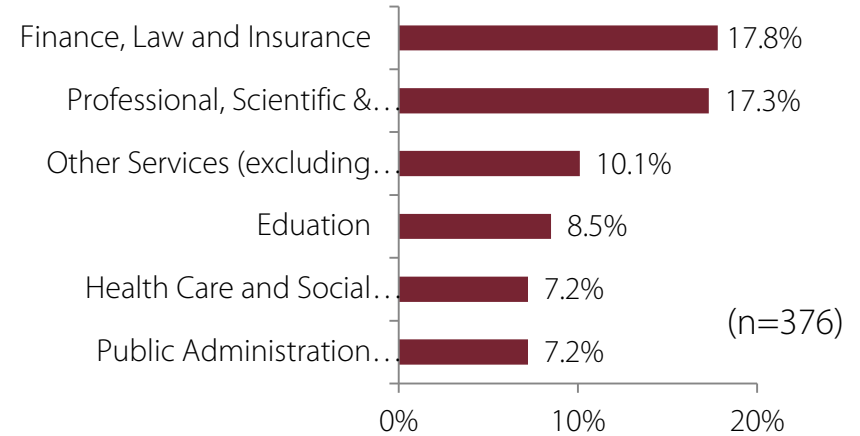


2015



Industry

2014



2015

