Member Satisfaction Report July 2015



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INTRODUCTION

Toastmasters International conducted an online survey to benchmark overall member satisfaction, gather statistics, track changes in responses and monitor for actionable feedback to improve satisfaction. The survey includes questions related to member's satisfaction with their club, the education program, real-world application of learning, accomplishment of personal goals, and their likelihood to recommend Toastmasters to a friend, family member or colleague.

Methodology & Sampling

Description of the methodology and sampling

Methodology:

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

Sampling:

• A stratified sampling method was implemented to select a representative sample of members at the district level.

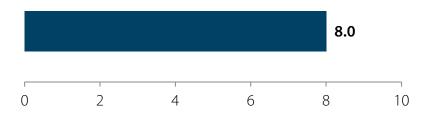
Response Rate:

• Overall, 41,953 members were invited to participate in the online survey, of which 11,194 responded for a total response rate of 26.7%. Of those who responded, 10,218 completed the survey for a completion rate of 91.3%. This gave the survey results a +/-1.1% margin of error with 99% confidence. The margin of error ranges for each district between 5 to 20%.

DATA & ANALYSIS

Satisfaction with Toastmasters

Please rate your satisfaction with the Toastmasters program.



(n=10,929)

What could be done to increase your satisfaction with the Toastmasters program?

Most commonly reported words in text analysis

speakers participation many
leadership emphasis educational support know skills
mentor NeW membership each after etc manual feedback speeches good about just over evaluation clubs quality different mentoring officer well manuals information member roles current much better advanced rules goals lot keep find give still little make sure level done become needs like use learning time people only really one public focus Toastmasters feel organization area group Club help role increase think leaders communication same want meeting other officers

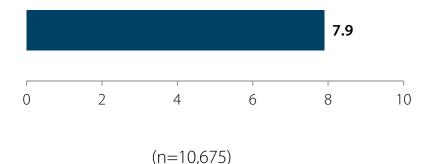
members program
Toastmaster being speaking training need

more

(n=1,013)

Progress Toward Goals

How effective is Toastmasters at helping you progress toward your personal goals?



What would make Toastmasters more effective at helping you progress toward your personal goals?

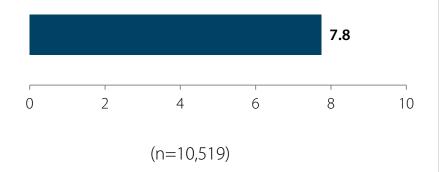
Most commonly reported words in text analysis



(n=1,127)

Real-World Learning Opportunities

Please rate the effectiveness of Toastmasters in providing real-world learning opportunities that are applicable outside of the club.



What would make Toastmasters more effective in providing real-world opportunities that are applicable outside of the club?

Most commonly reported words in text analysis

```
professional clubs
project others give encourage member Club speakers question programs
level meetings real-world speak opportunity
about experience focus communication just program really learning help manuals many environment activities sure other roles

Toastmaster real like business life know find time etc well see social people work need learn world different think pood topics projects new only effective all leadership much situations any less advanced outside meeting way events

Toastmasters presentations presentations members

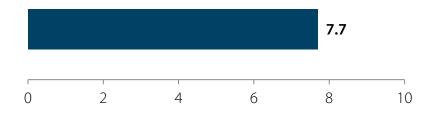
Toastmasters

Toastmasters
```

(n=1,395)

Educational Materials

How effective are the Toastmasters educational materials?



$$(n=10,423)$$

What could be done to make the education materials more effective?

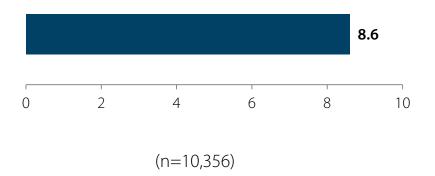
Most commonly reported words in text analysis

world available include speeches many speaker projects presentations clubs know advanced manuals project video skills content training see only Most use just think tips about much better work improve different sure etc lot being focus really new speaking Update videos example meeting roles one need all make time real people books other used online yet evaluation give specific through CL like public program club little Maybe provide any add learning updated examples speech information each education same read materials manual CC good effective helpful member some members educational material leadership Toastmasters

(n=1,358)

Public Speaking Skills

How effective is Toastmasters at helping you improve your public speaking skills?



What would make Toastmasters more effective at helping you improve your public speaking skills?

Most commonly reported words in text analysis

practice Table opportunities being mentors member evaluation audience

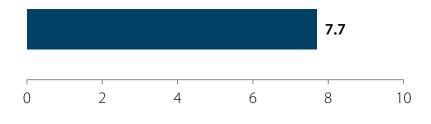
feedback one meeting speakers advanced help others speak goals opportunity think like level topics good only mentor really see group now available previous program yet N/A new given attend quality just take able front learning clubs before TM much make people great sure meetings well better about way all improve feel projects work each other speaking know Maybe because manuals leadership public workshops many individual personal evaluations evaluators Nothing

TORE speech
Toastmasters

(n=413)

Leadership Skills

How effective is Toastmasters at helping you improve your leadership skills?



(n=10,324)

What would make Toastmasters more effective at helping you improve your leadership skills?

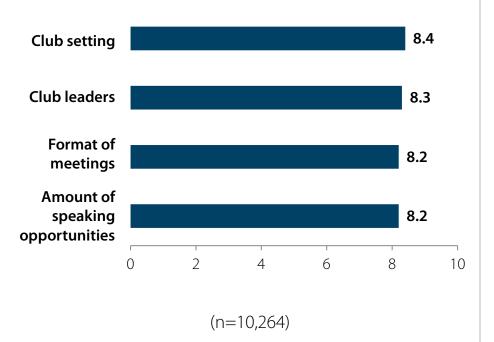
Most commonly reported words in text analysis

much sure manuals manual officers. leadershi need leader more area public doing done learning through etc just district skill tasks meetings things mentoring most like help different situations activities all vet only part way track having real business TM one see officer others new time work each know outside lead feel develop level other training better about maybe less member want any opportunities effective some projects people being leaders within feedback think Toastmasters clubs really roles Nothing improve experience members program speaking meeting Toastmaster skills

(n=1,373)

Satisfaction with Your Club

Please rate your satisfaction with the following aspects of your club.



What could be done to increase your satisfaction with your club?

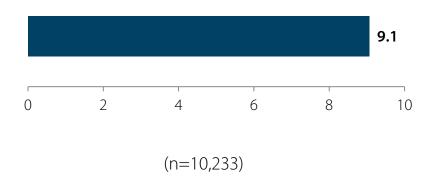
Most commonly reported words in text analysis



(n=2,086)

Likelihood to Recommend Toastmasters

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



Net Promoter Score

Net Promoter Score is calculated by taking the percentage of Promoters (those who rated a 9 or 10) and subtracting the percentage of Detractors (those who rated a 0 to 6)

+68.8

What could be done to increase your likelihood to recommend Toastmasters to a friend, family member or colleague.

Most commonly reported words in text analysis

```
member work activities about opportunity opportunities really learning N/A leaders
     family public leadership organization come first already skills others after
rirst already skills others after personal speeches join still experience like goals different
  friend likely all
     end likely all Toastmasters meetings
anyone help depends level speaking fun TM new
      anything sure less better speech
                                               good most
     great just only interested time
             want someone membership
                                           many find way
                                  members promote
                                 see because know
          clubs benefit needs quality having
     environment speakers program speak increase
           make toastmaster meeting
                      Nothing
       people
                        recommend
```

(n=712)