

Member Satisfaction Report

July 2015



Research & Analysis

Table of Contents

- 03 Introduction
- 04 Methodology & Sampling
- 05 Data & Analysis

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.

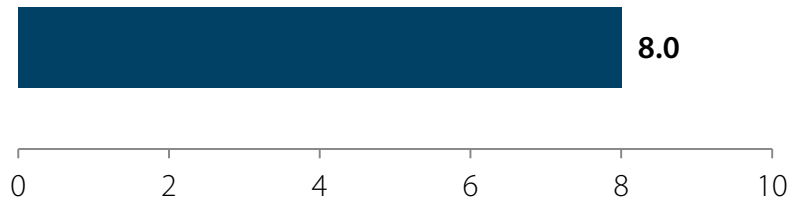
Response Rate:

- 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?

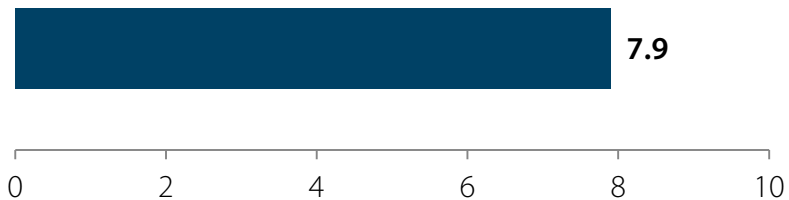
Most commonly reported words in text analysis



(n=1,013)

Progress Toward Goals

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



(n=10,675)

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

Most commonly reported words in text analysis



(n=1,127)

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



(n=1,358)

Public Speaking Skills

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



(n=10,356)

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

Most commonly reported words in text analysis



(n=413)

Leadership Skills

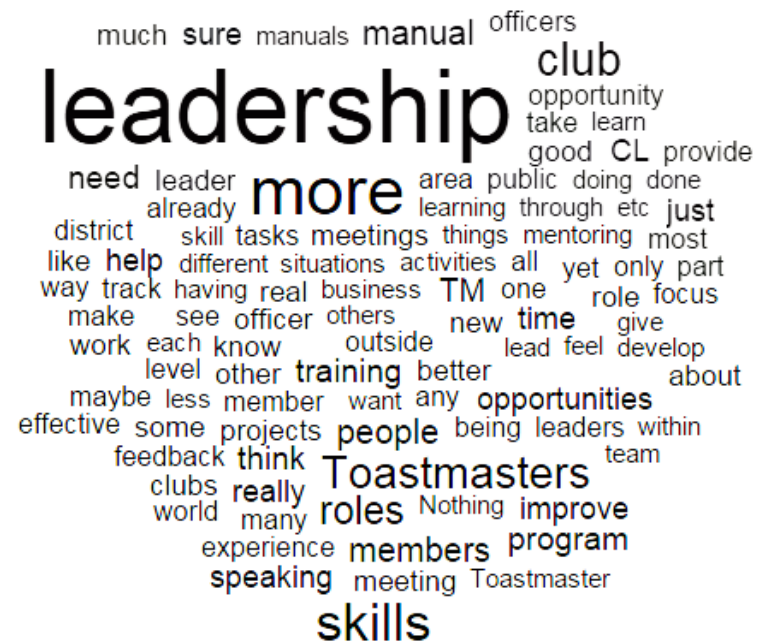
How effective is Toastmasters at helping you improve your leadership skills?



(n=10,324)

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

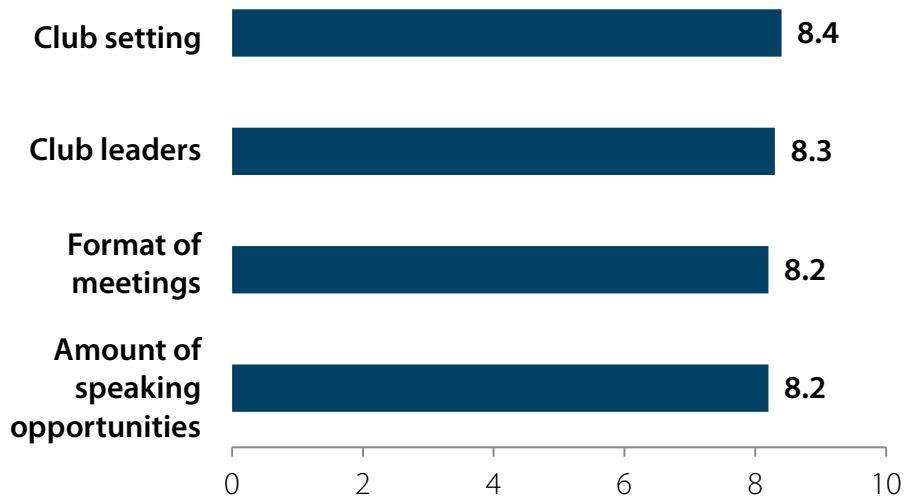
Most commonly reported words in text analysis



(n=1,373)

Satisfaction with Your Club

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



(n=10,264)

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?



(n=10,233)

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



(n=712)