



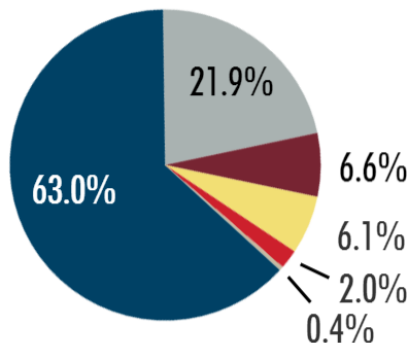
# FACT SHEET

July 1, 2015 to June 30, 2016

## MEMBERS

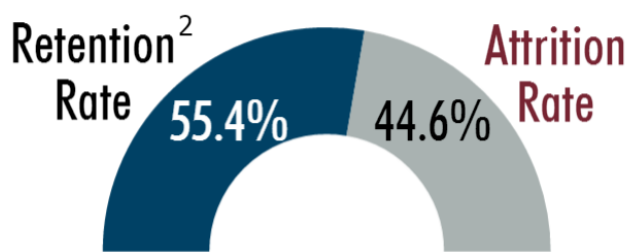
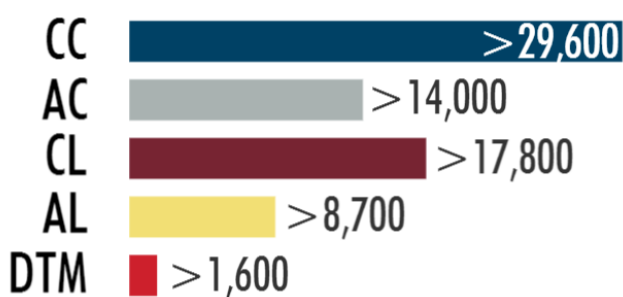
**>345,000**  
Members<sup>1</sup>

**+3.9%**  
Growth



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

### AWARDS:



New Members<sup>3</sup> >198,400

Non-Renewing<sup>4</sup> >90,500

Member Tenure >2.5 Years

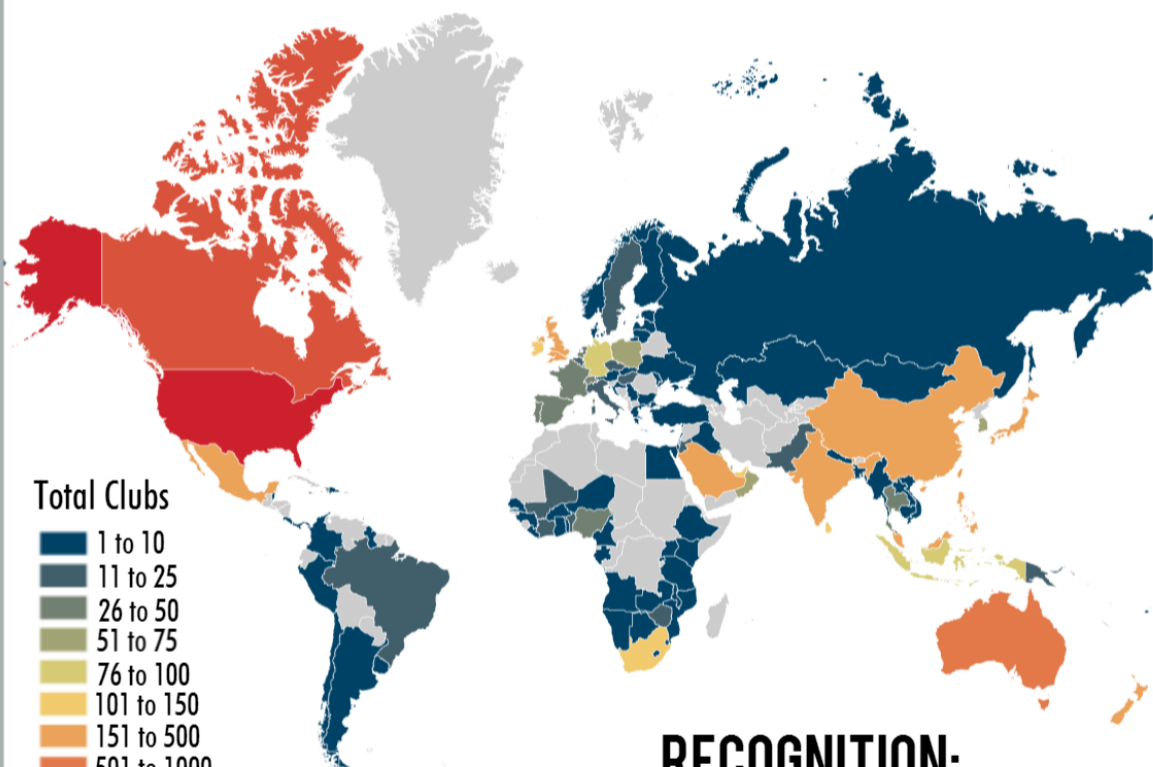
### Top Reasons For Joining:

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

### Top Reasons For Not Renewing:

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

## CLUBS



- Total Clubs
- 1 to 10
  - 11 to 25
  - 26 to 50
  - 51 to 75
  - 76 to 100
  - 101 to 150
  - 151 to 500
  - 501 to 1000
  - 1001 to 2000
  - 2001 or more
  - None

**142**  
Countries

**+3.7%**  
Growth

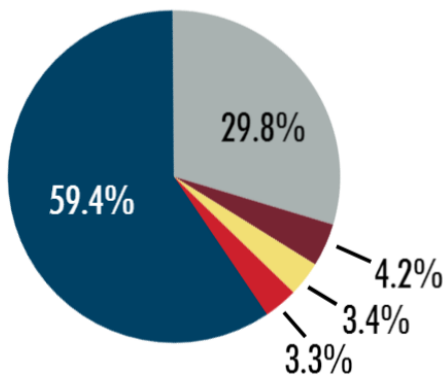
**>15,900**  
Clubs

**>1,400**  
New Clubs

### RECOGNITION:



### TYPE:



- Community
- Company
- Government
- Other
- College

**54.4%**  
Achieved Distinguished

**5.3%**  
Distinguished Growth<sup>5</sup>

## STATS

**Age:**  
**46.6**  
Average Age

**Education:**  
**38.8%**  
Master's Degree or Higher

**76.9%**  
Bachelor's Degree or Higher

**Profession:**  
**40.1%**  
Specialist Coordinator Analyst



**48.5%**

**51.5%**

WHERE LEADERS ARE MADE

<sup>1</sup> Total membership for the October 2015 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 2015 to 2016 program year.  
<sup>4</sup> Non-renewing member total is for the October 2015 renewal period.  
<sup>5</sup> Distinguished club growth is relative to the increase in paid clubs.