

October Membership Committee Report

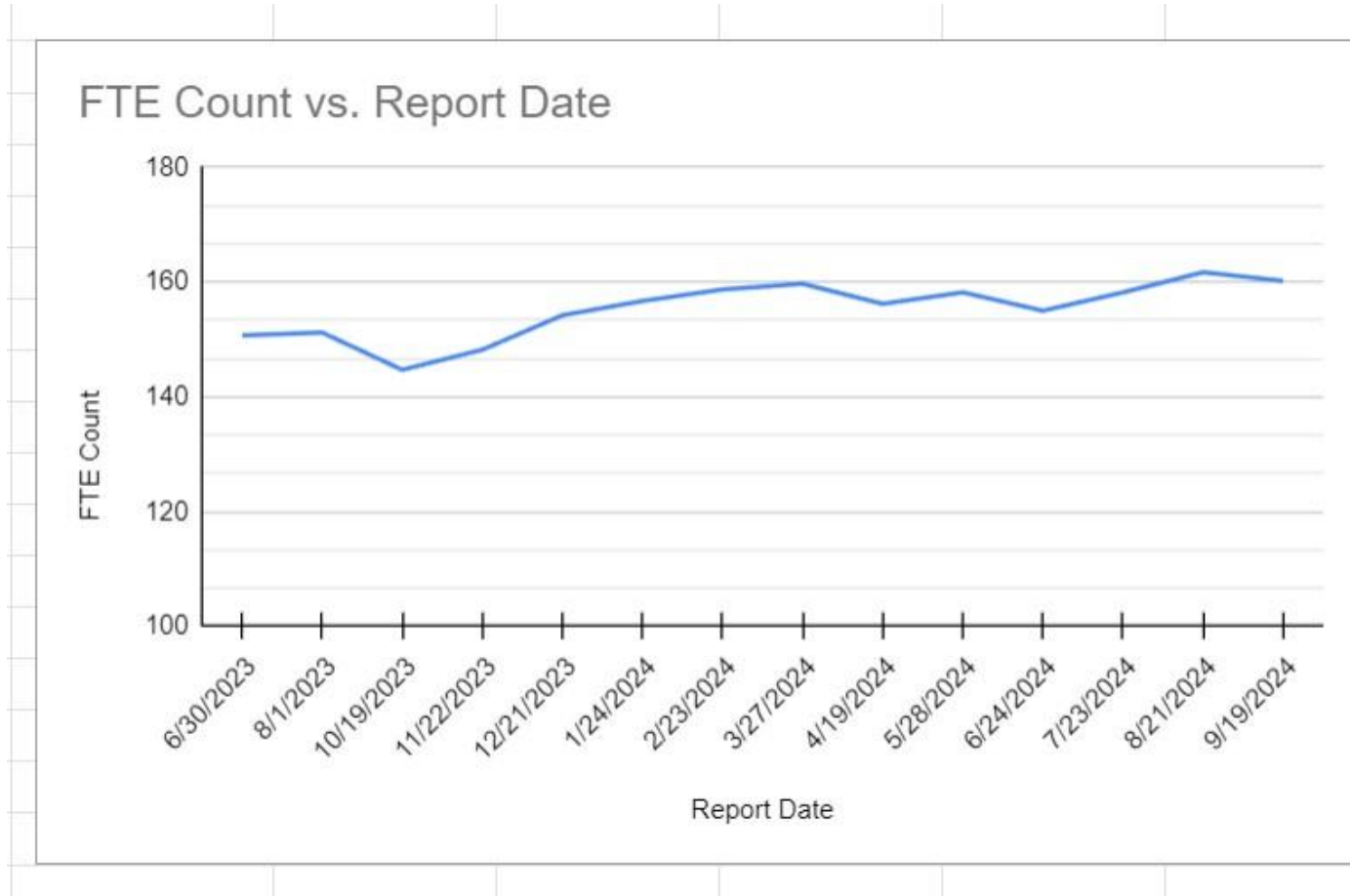


October Membership Raw Data

Level	Total (Bundles)	Active	Renewal overdue	Lapsed	Pending			New in last	
					New	Renewal	Level change	7 days	30 days
Complimentary Member - Monthly	- (0)	-	-	-	-	-	-	-	-
Corporate Member - Annual	21 (2)	21	-	-	-	-	-	-	-
Hidden	1	1	-	-	-	-	-	-	-
Household Member - Annual	2 (1)	2	-	-	-	-	-	-	-
Household Membership - Monthly - Recurring	94 (41)	94	-	-	-	-	-	-	2
Household Membership - Semiannual - Recurring	5 (1)	5	-	-	-	-	-	-	-
Individual - Monthly - Recurring	208 (208)	204	3	-	1	3	-	2	8
Individual Member Gift Card - Semiannual	2	2	1	-	-	-	-	-	-
Total	333 (253)	329	4	-	1	3	-	2	10



October FTE Momentum Chart



Current FTE: 160.2 (vs 161.7 last month)



October Churn Report

Monthly Churn Report

As of September 20th - October 22nd

Membership levels	Active members				Monthly Recurring Revenue (\$,USD)			
	Start	End	Diff #	Diff %	Start	End	Diff #	Diff %
Individual - Monthly - Recurring	211	207	-4	-1.9	10,550	10,350	-200	-1.9
Household Membership - Monthly - Recurring	42	41	-1	-2.38	4,200	4,100	-100	-2.38
Individual Member Gift Card - Semiannual	2	2	0	—	100	0	-100	-100
Corporate Member - Annual	2	2	0	—	833	833	0	—
Hidden	1	1	0	—	0	0	0	—
Household Membership - Semiannual - Recurring	1	1	0	—	83	100	17	20
Household Member - Annual	1	1	0	—	83	100	17	20
TEST3-Individual - Monthly - Recurring (deleted)	0	0	0	—	0	0	0	—
Complimentary Member - Monthly	0	0	0	—	0	0	0	—
Full Member - Semiannual	0	0	0	—	0	0	0	—
Summary	260	255	-5	-1.92	15,850	15,483	-367	-2.31

