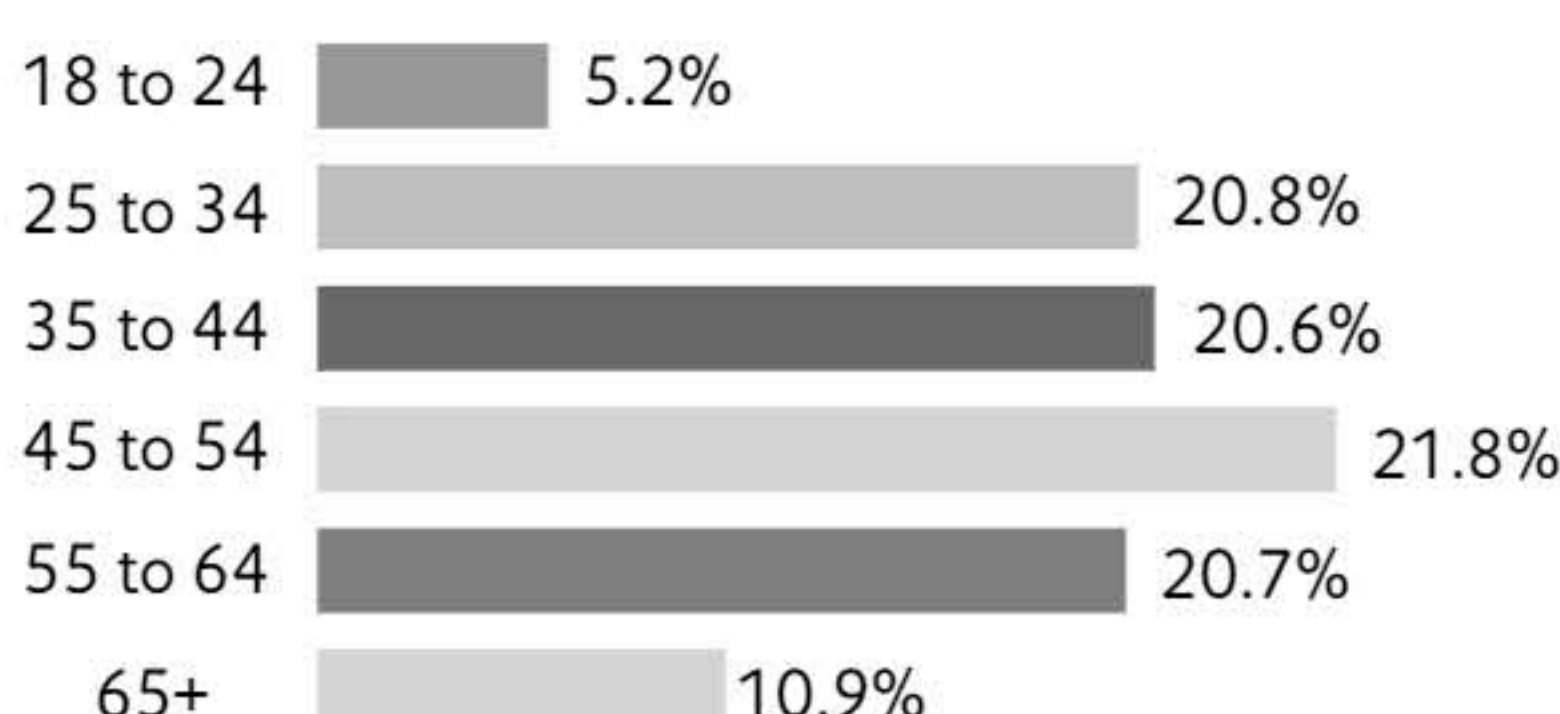


TOASTMASTERS DEMOGRAPHICS

November 2015 Member Survey Results

AGE

(n=6,361)



Sampling

A simple random sampling method was implemented to select a representative sample of Toastmasters members for the online survey.

A total of n=6,150 members completed the survey, giving the results a +/-1.2% margin of error with a 95% confidence interval.

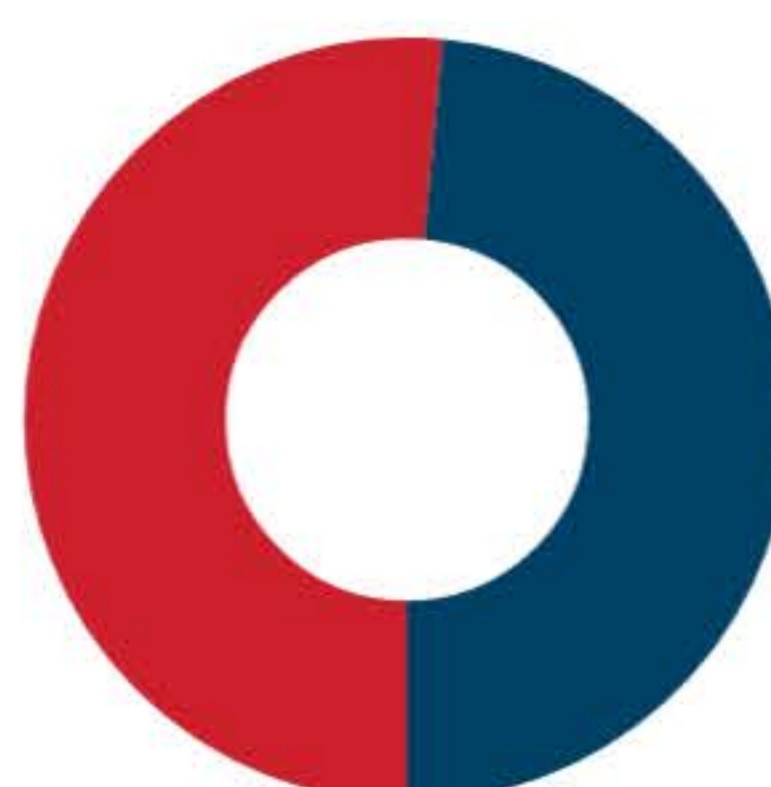
GENDER

(n=6,369)

21.6%

Survey Response Rate

Female 51.5%



Male 48.5%

101

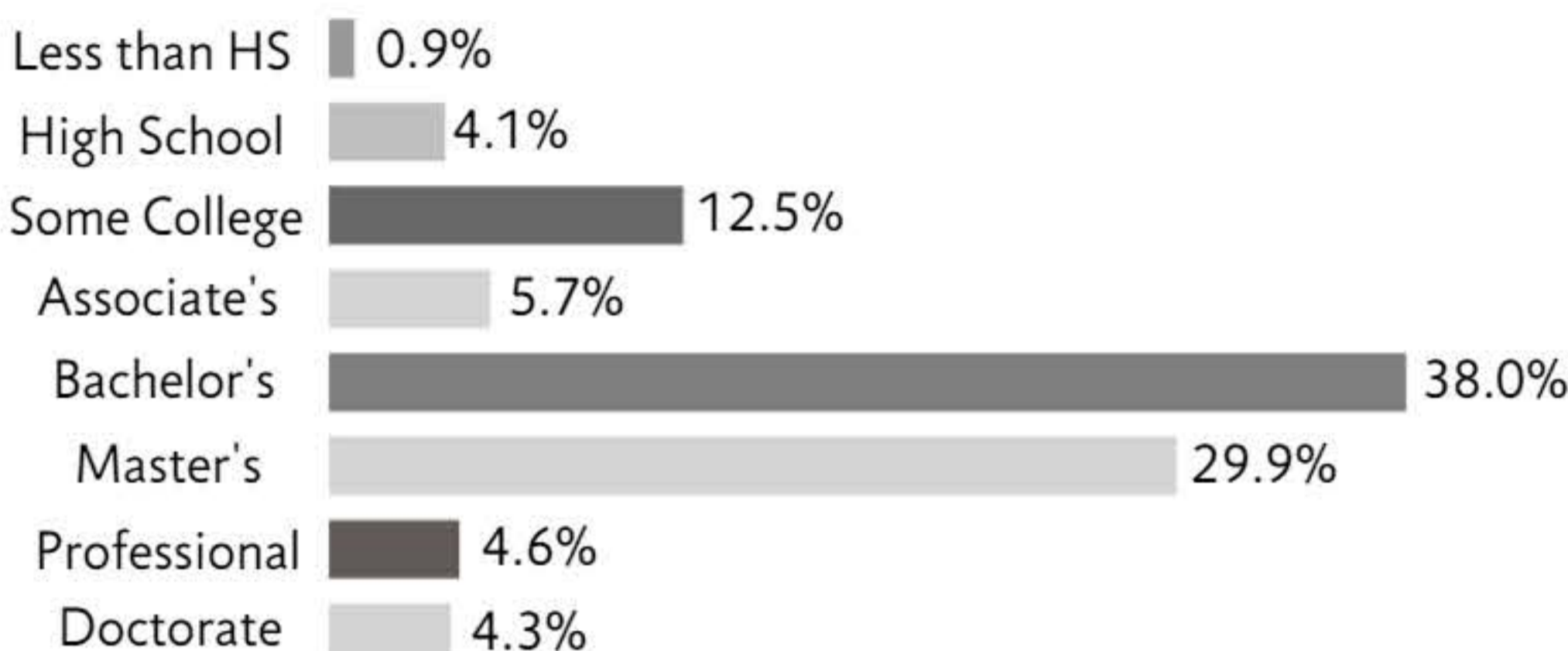
Countries Participated

EDUCATION

(n=6,345)

Highly Educated

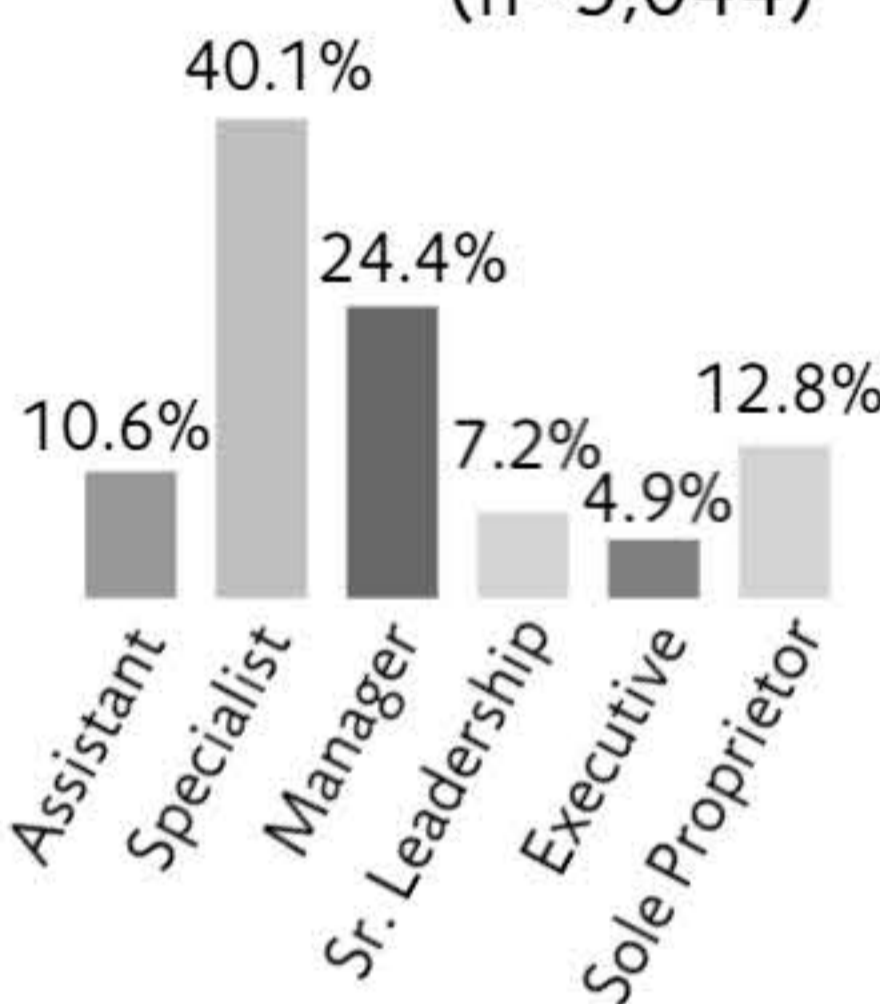
Toastmasters members are a highly educated population. Over 75% have at least a Bachelor's degree or higher and nearly all members (95.0%) have attended college.



EMPLOYMENT

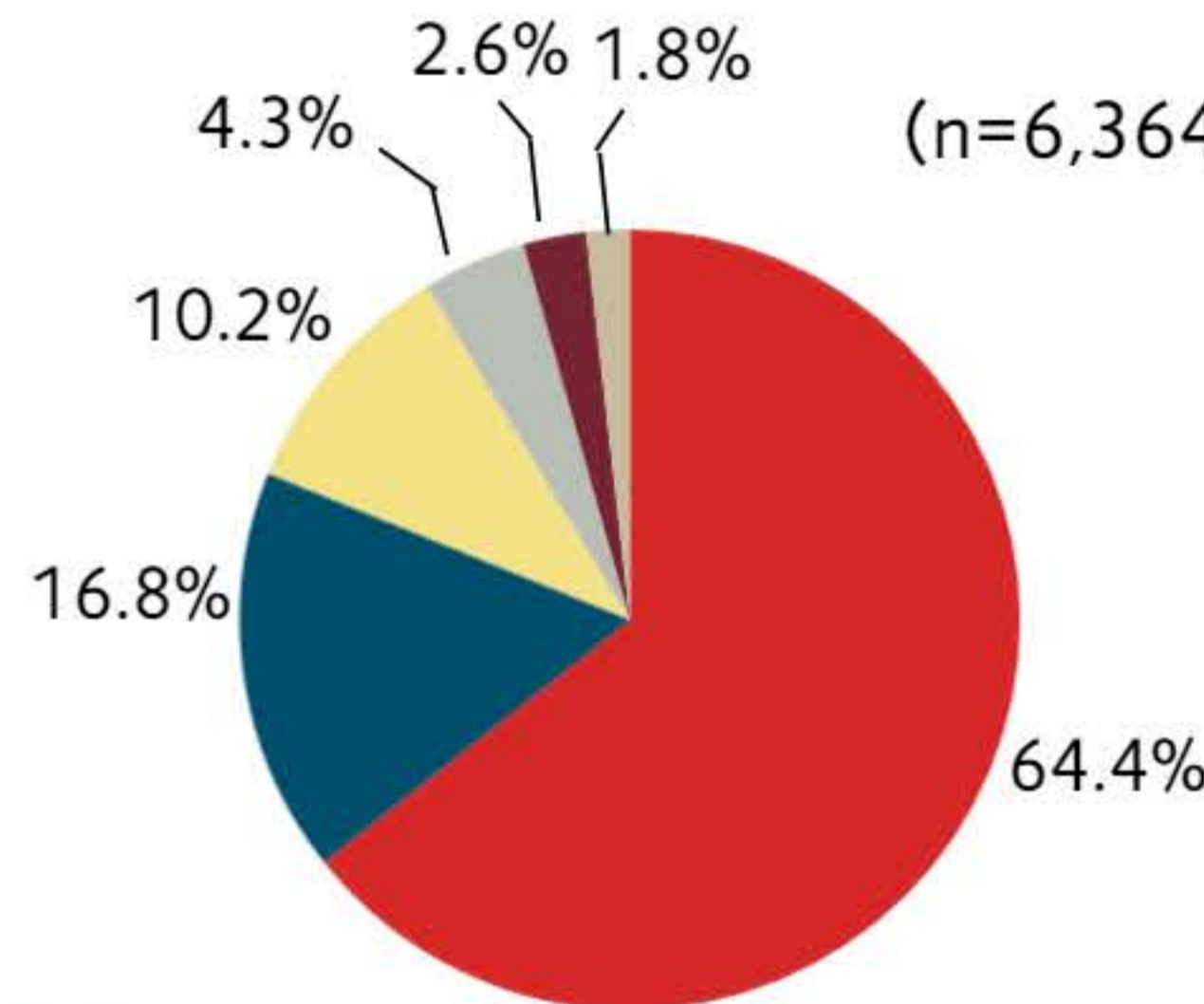
Position

(n=5,044)



Industry

(n=6,364)



Members have a very low unemployment rate (1.8%)

14.9% Information and Communication

12.9% Finance and Insurance

10.2% Professional, Scientific and Technical Services

(n=4,975)

2.8

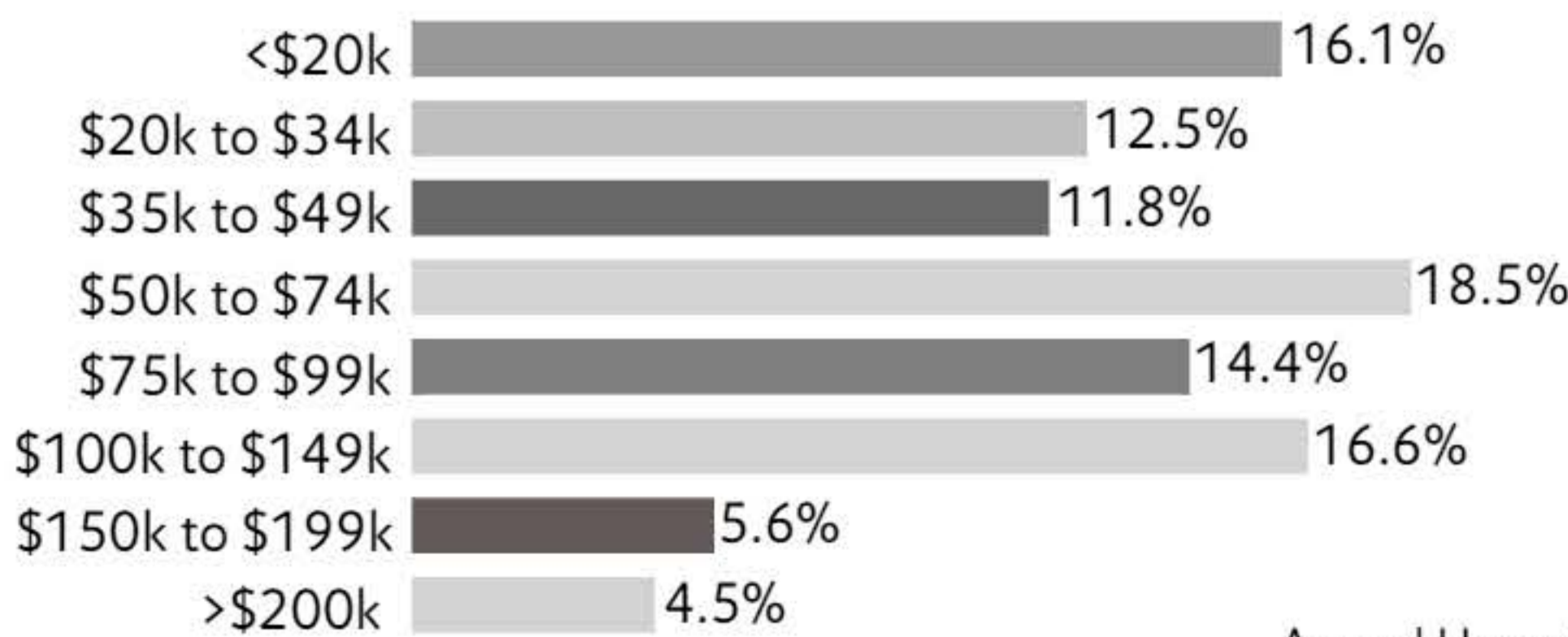
Average Household Size

INCOME

(n=5,793)

High Earners

Approximately 26.7% of members earn \$100,000 or more and 41.1% earn more than \$75,000 per year.



Annual Household Income in \$USD



LANGUAGES

Hello!

¡Hola!

你好!

नमस्ते!

Bonjour!

Multilingual

Approximately 24.1% of members speak more than one language proficiently.

83.7%

5.6%

4.9%

4.6%

4.4%

English

Spanish

Chinese (Mandarin)

Hindi

French

(n=6,108)

WHERE LEADERS ARE MADE