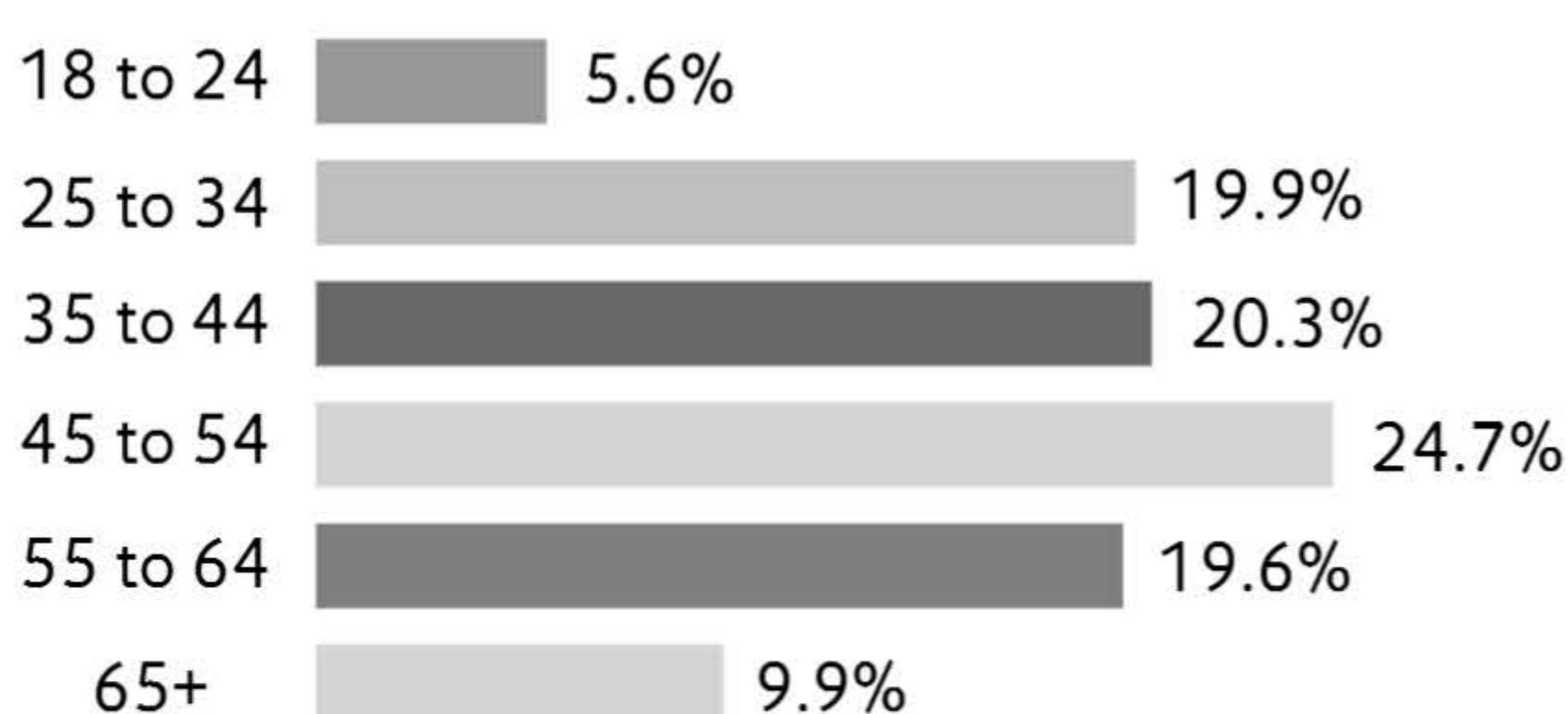


TOASTMASTERS DEMOGRAPHICS

November 2013 Member Survey Results

AGE

(n=6,048)



Sampling

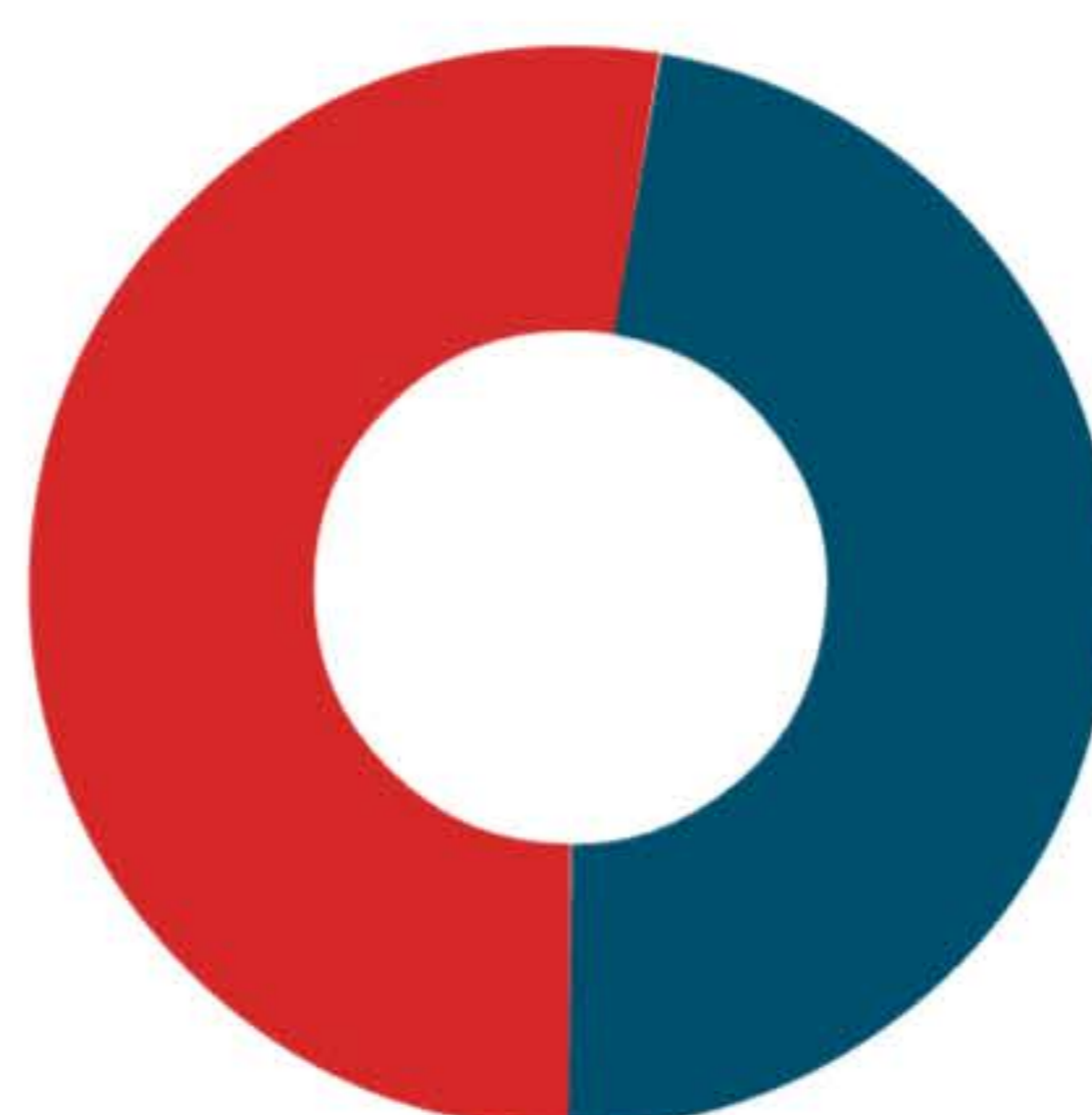
A simple random sampling method was implemented to select a representative sample of Toastmasters members for the online survey.

A total of n=6,095 members completed the survey, giving the results a +/-1.2% margin of error with a 95% confidence interval.

GENDER

(n=6,044)

Female
52.7%



Male
47.3%

15%

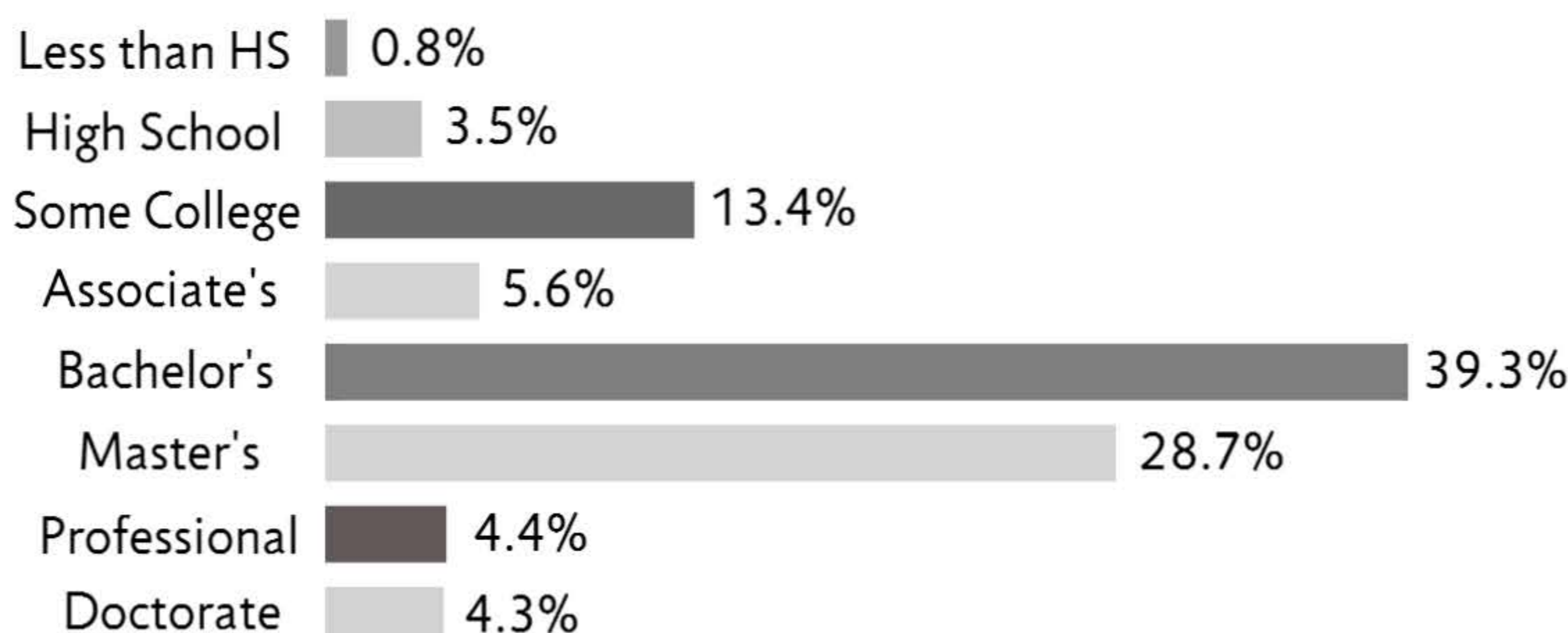
Survey Response Rate

93

Countries Participated

EDUCATION

(n=6,026)



Highly Educated

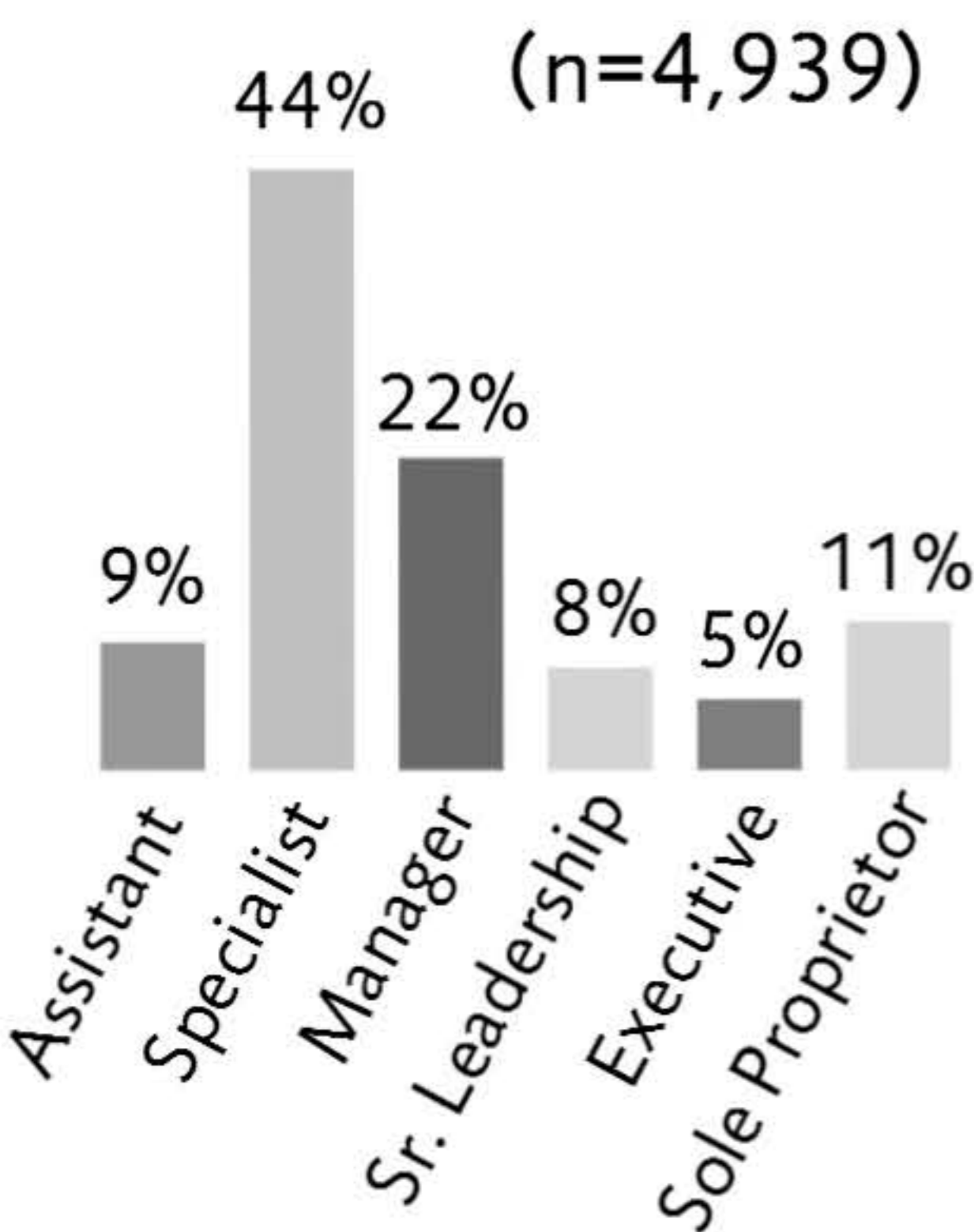
Toastmasters members are a highly educated population. Over 80% have at least an Associate's degree or higher and nearly all members (95.7%) have attended college.



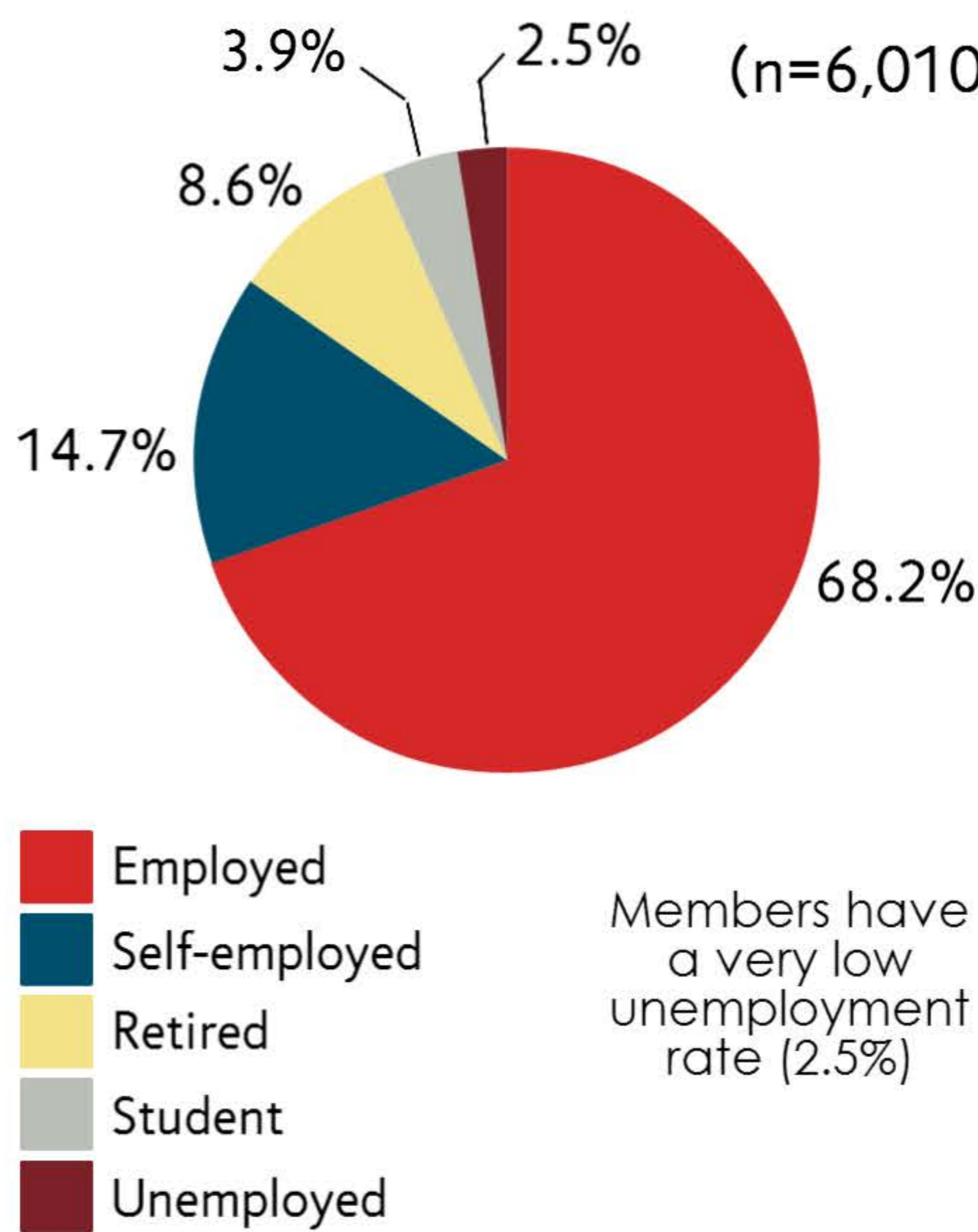
EMPLOYMENT

Position

(n=4,939)



(n=6,010)



Members have a very low unemployment rate (2.5%)

Industry

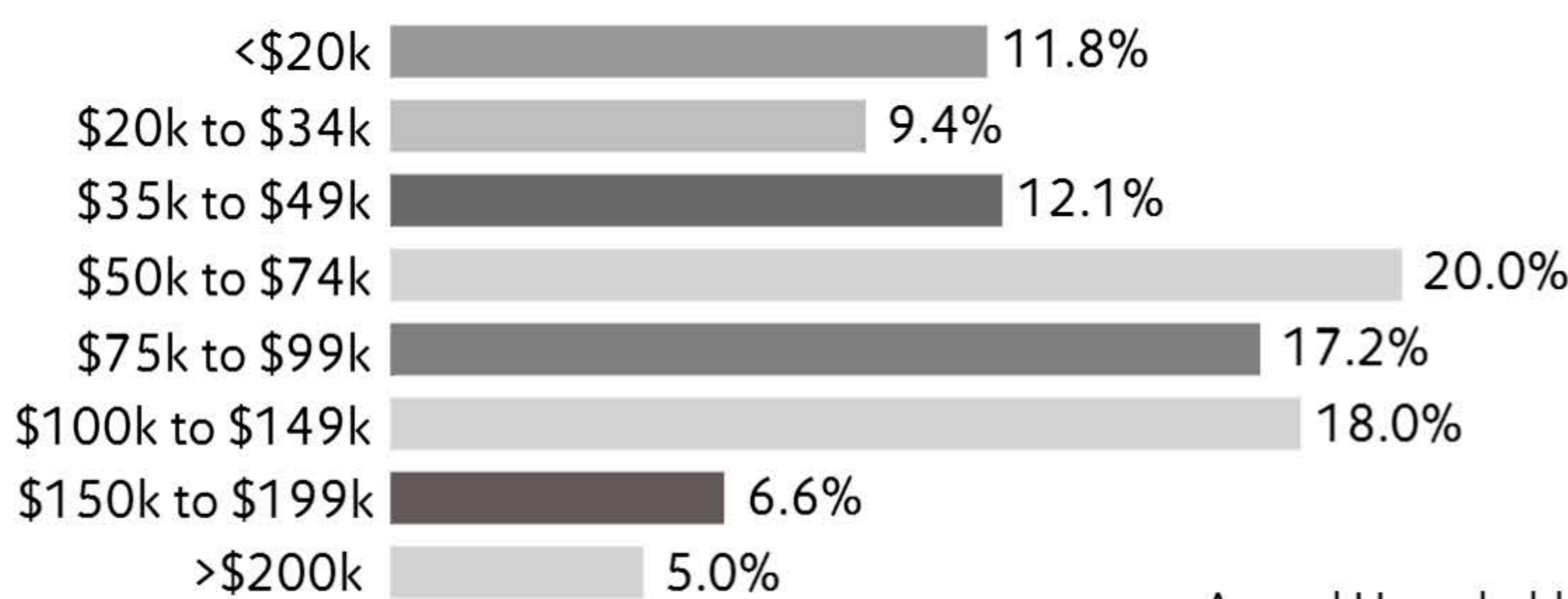


2.7

Average Household Size

INCOME

(n=5,584)



Annual Household Income in \$USD

High Earners

Approximately 30% of members earn \$100,000 or more and nearly half (47%) earn more than \$75,000 per year.



LANGUAGES

Hello!

94%

English

¡Hola!

8%

Spanish

Bonjour!

6%

French

नमस्ते!

5%

Hindi

你好!

5%

Chinese (Mandarin)

Multilingual

Approximately 28% of members speak more than one language proficiently.

(n=5,849)

WHERE LEADERS ARE MADE