



LANGUAGE & DEMOGRAPHICS REPORT

JULY 2014
REPORT & ANALYSIS

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INTRODUCTION

Toastmasters International conducted a quantitative research study analyzing the language preferences and demographics of members and clubs. The results in this report reflect the data collected from a simple random sample that is representative of the entire Toastmasters member population.

Methodology & Sampling

Description of the methodology and sampling used for analysis



Methodology:

- An online survey was conducted using the Qualtrics survey platform.
- The survey was available in eight translated languages.
- A simple random sampling method was implemented to select a representative sample of members.

Response Rate:

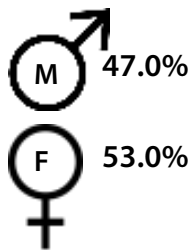
- Overall, 1,927 members were invited to participate in the online survey, of which 486 responded for a total response rate of 25.2%. A total of 454 completed the survey with a completion rate of 93%. This gave the survey results a +/- 4% margin of error with a 95% confidence interval.

DATA & ANALYSIS

Demographics

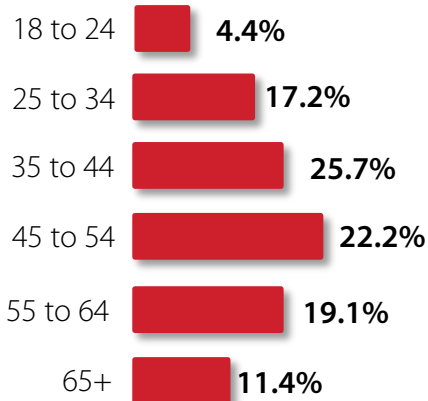
Breakdown of the demographics of survey respondents

Gender:



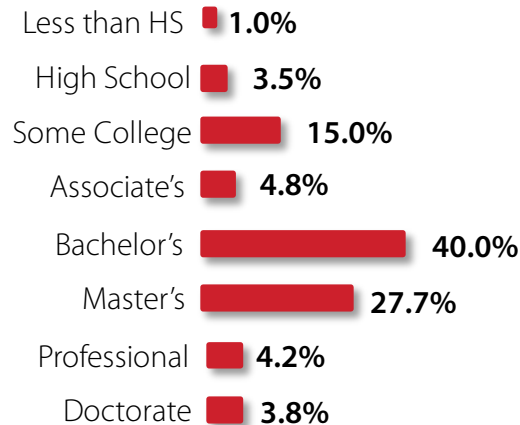
(n=483)

Age:



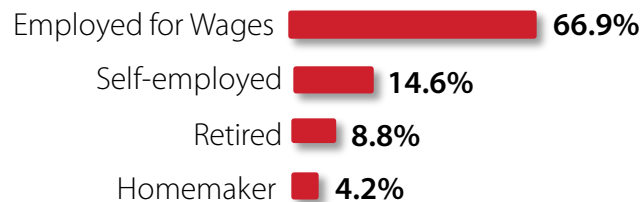
(n=482)

Education:



(n=480)

Employment Status:



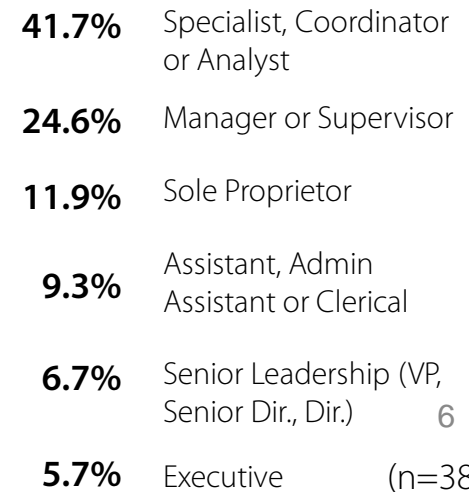
(n=478)

Industry:



(n=381)

Role in Organization:



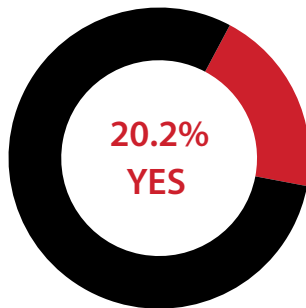
6

(n=386)

Demographics

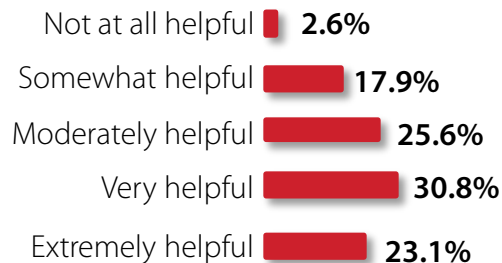
Breakdown of the demographics of survey respondents

Promotion at work
after joining Toastmasters:



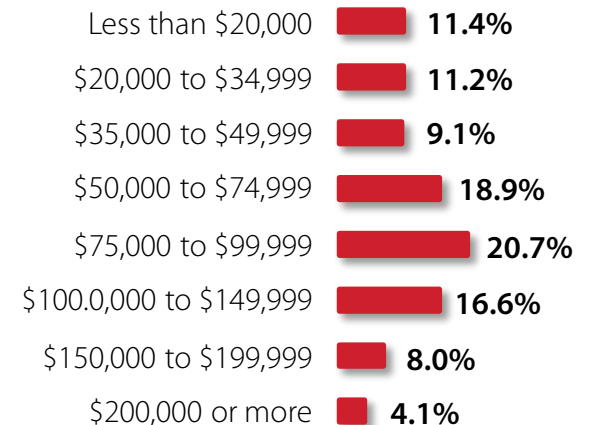
(n=386)

Extent to which Toastmasters program helped
in achieving promotion at work:



(n=78)

Total household income in USD (\$):



(n=439)

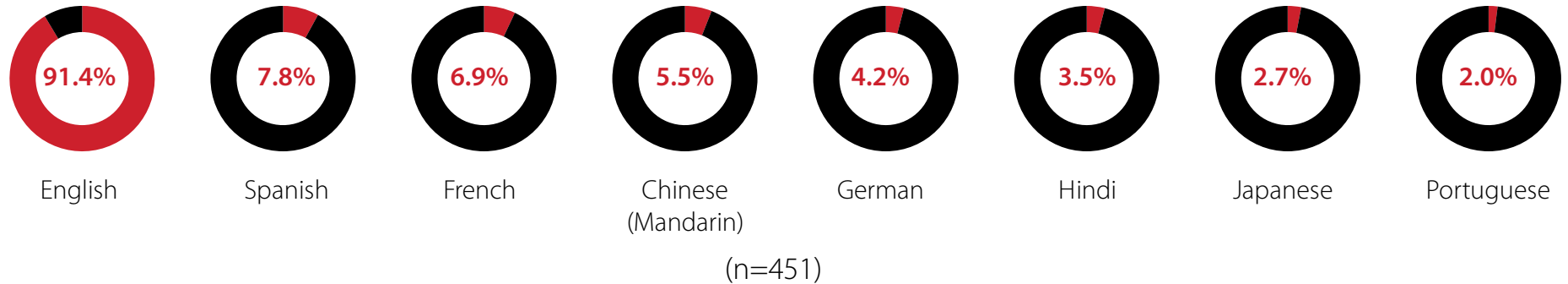
► What it means:

Of members who received a promotion after joining Toastmasters, 53.9% reported that the Toastmasters program was very or extremely helpful in achieving the promotion.

Language Analysis

Breakdown of languages spoken at home, work, socially, etc.

Languages spoken proficiently:



Home:

1. English: **73.9%**
2. Chinese (Mandarin): **4.4%**
3. Spanish: **3.5%**
4. Japanese: **2.2%**
5. French: **1.5%**
6. German: **1.5%**

(n=459)

Social gatherings:

1. English: **84.5%**
2. Spanish: **2.2%**
3. Chinese (Mandarin): **2.0%**
4. Japanese: **2.0%**
5. French: **1.5%**
6. German: **1.1%**

(n=458)

Work:

1. English: **87.9%**
2. Japanese: **2.0%**
3. Chinese (Mandarin): **2.0%**
4. Spanish: **1.5%**
5. German: **1.3%**
6. French: **1.1%**

(n=455)

Reading preference:

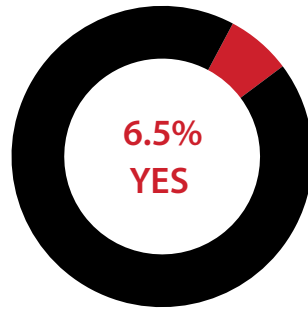
1. English: **87.0%**
2. Chinese (Mandarin): **3.1%**
3. Spanish: **2.2%**
4. Japanese: **2.2%**
5. French: **1.3%**
6. German: **1.1%**

(n=453)

Club Languages

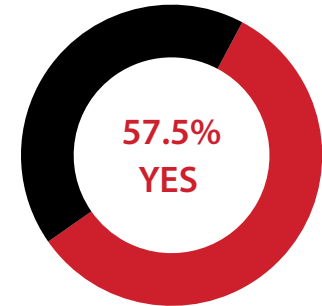
Breakdown of the languages spoken amongst clubs

Does your club conduct meetings in more than one language?



(n=461)

Do members in your club join to learn or practice English?



(n=457)

Primary language:

- ▶ English: **93.8%**
- ▶ Spanish: **1.5%**
- ▶ Chinese (Mandarin): **1.3%**
- ▶ French: **1.1%**
- ▶ German: **0.9%**
- ▶ Japanese: **0.7%**

(n=454)

Secondary language:

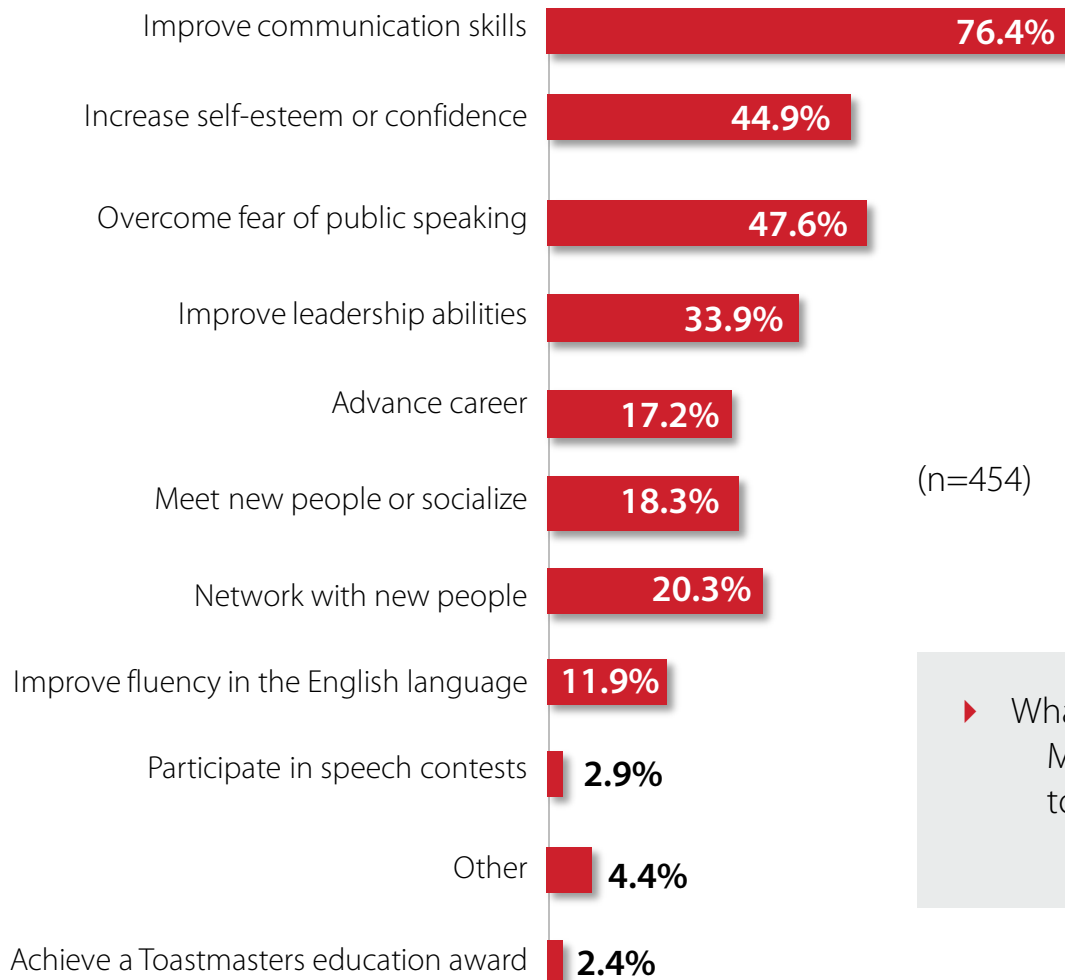
- ▶ English: **41.4%**
- ▶ Spanish: **13.8%**
- ▶ Japanese: **13.8%**
- ▶ Chinese (Mandarin): **10.3%**
- ▶ Taiwanese: **3.4%**
- ▶ Russian: **1.5%**
- ▶ Korean: **1.5%**
- ▶ Swedish: **1.5%**
- ▶ French: **1.5%**

(n=29)

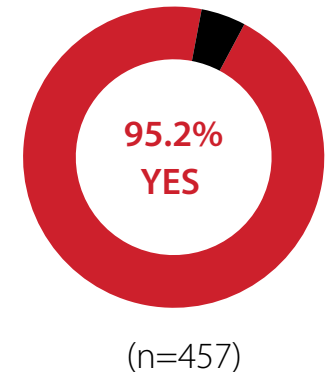
Toastmasters Goals

Breakdown of personal Toastmasters goals

What were your goals when you joined Toastmasters?



Are you progressing towards your personal Toastmasters goals?



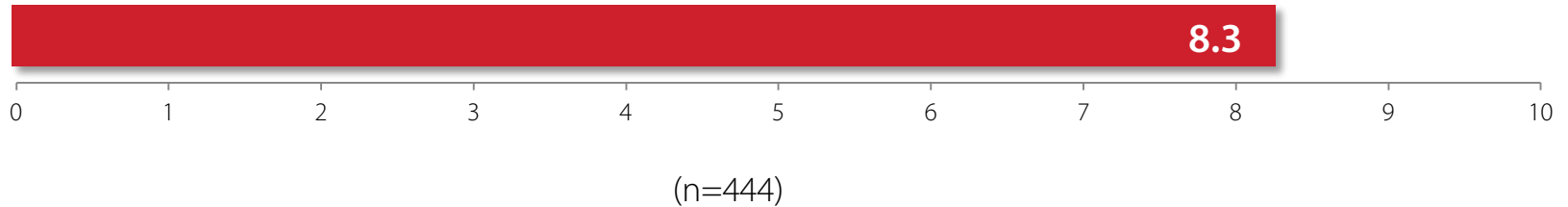
- ▶ What it means:
More than three-fourths (76.4%) of members join to improve their communication skills.

Overall Satisfaction

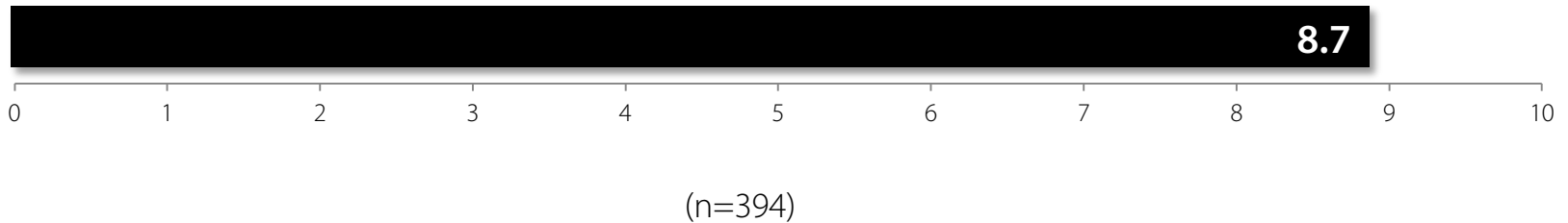
Breakdown of the satisfaction with program and translation of survey



Please rate your satisfaction with the Toastmasters program:



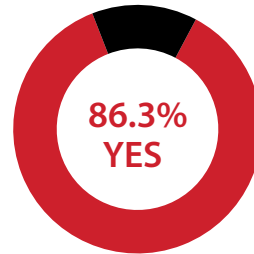
Please rate your satisfaction with the quality of the translation in this survey:



Club Breakdown

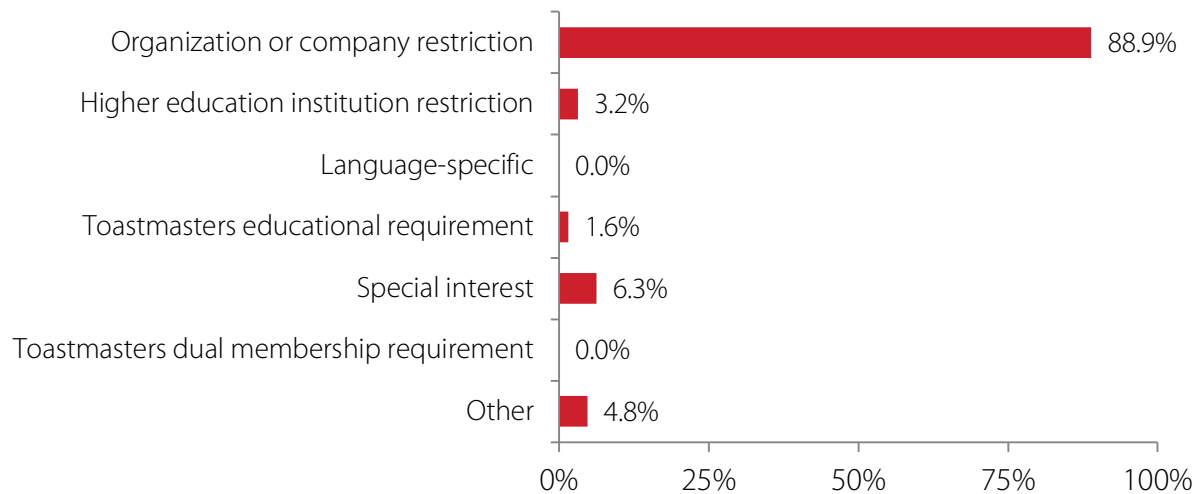
Breakdown of club compilation

Is your club open to anyone who would like to join?



(n=459)

Who is able to join your club?

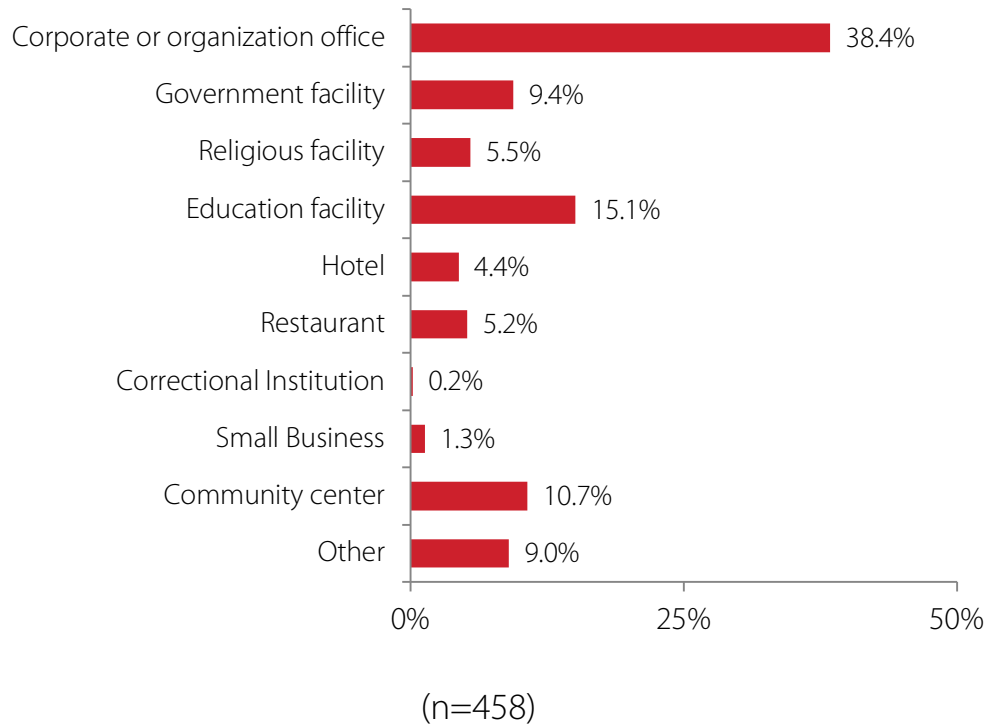


(n=63)

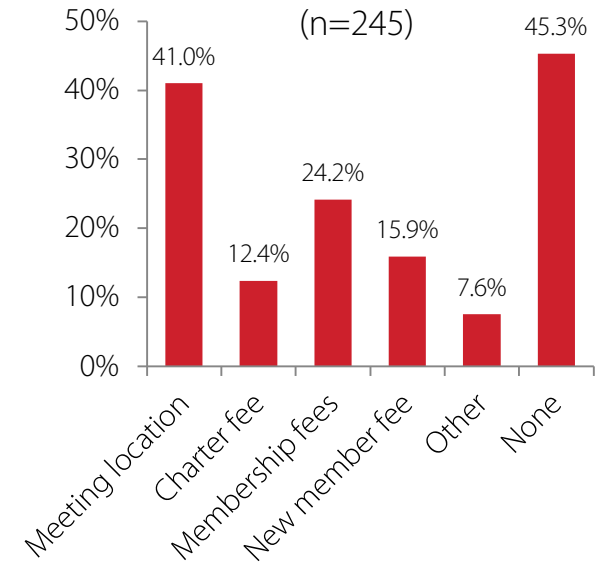
Club Sponsorship

Breakdown of the types of club sponsorships

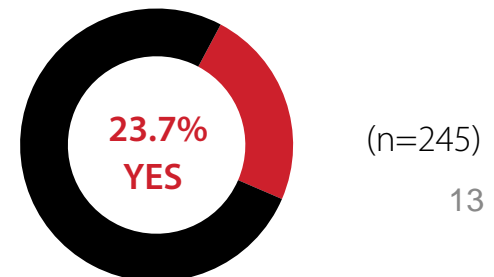
Where does your club meeting take place?



Does an organization provide or pay for any of the following for your club?



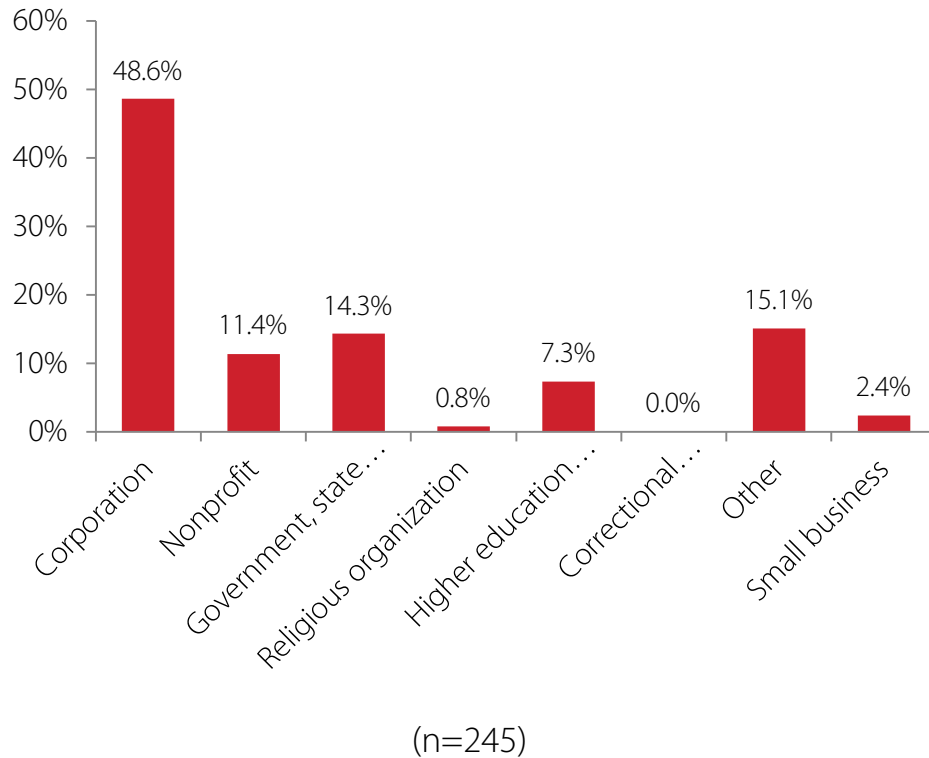
Does the organization provide any incentive to participate in Toastmasters?



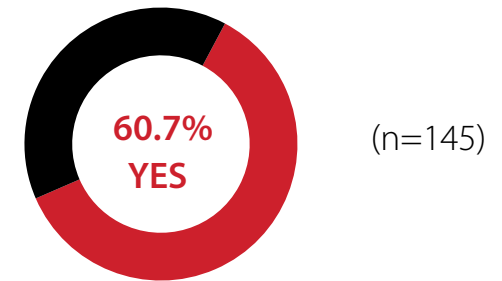
Club Sponsorship

Breakdown of the types of club sponsorships

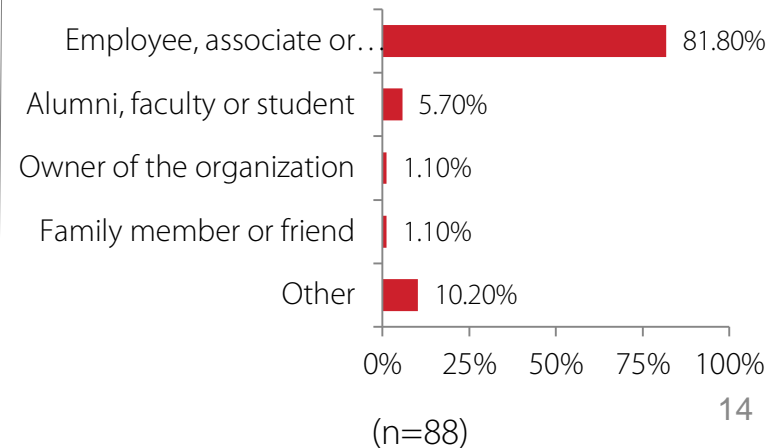
What type of organization provides the sponsorship?



Do any members of your club have an affiliation with the organization that provides or pays for the meeting location for your club?



What is the affiliation that the member(s) has with the organization?



Cross-Tab Club Breakdown

Breakdown of club compilation

Is your club open to anyone who would like to join?

Where
does your
club
meeting
take place?

	Yes	No	Total
Corp. or organization office	33.1%	72.6%	38.4%
Government facility	9.3%	9.7%	9.4%
Religious facility	6.1%	1.6%	5.5%
Education facility	16.2%	8.1%	15.1%
Hotel	5.1%	0.0%	4.4%
Restaurant	5.8%	1.6%	5.2%
Correctional institution	0.0%	1.6%	0.2%
Small business	1.5%	0.0%	1.3%
Community center	11.9%	3.2%	10.7%
Other	10.4%	0%	9.0%
Blank	0.8%	1.6%	0.9%
Total	100.0%	100.0%	100.0%

Chi Square: 48.92

Degrees of Freedom: 10

p-value: 0.00

Cross-Tab Sponsorship

Breakdown of club sponsorships

If your club is open to anyone to join: **YES**

Meeting location:

Sponsorship level:

	Corporate or organization office	Gov't. facility	Religious facility	Education facility	Hotel	Restaurant	Correctional institution	Small business	Community center	Bank	Other	Total
Meeting location	50.3%	10.9%	2.0%	12.2%	4.8%	1.4%	0.0%	2.0%	10.2%	0.0%	6.1%	100.0%
Charter fee	67.7%	8.8%	2.9%	5.9%	0.0%	0.0%	0.0%	0.0%	11.8%	2.9%	0.0%	100.0%
Membership fees	66.3%	4.8%	3.6%	16.9%	2.4%	0.0%	0.0%	0.0%	4.8%	0.0%	1.2%	100.0%
New member fee	66.7%	3.7%	0.0%	16.7%	1.9%	0.0%	0.0%	0.0%	7.4%	0.0%	3.7%	100.0%
Other	50.0%	3.9%	0.0%	26.9%	3.9%	0.0%	0.0%	3.9%	3.9%	0.0%	7.7%	100.0%
None	15.2%	9.1%	9.6%	17.8%	6.1%	10.7%	0.0%	1.5%	14.7%	1.0%	14.2%	100.0%
Total	33.1%	9.3%	6.1%	16.2%	5.1%	5.8%	0.0%	1.5%	11.9%	0.8%	10.4%	100.0%

Chi Square: 180.76

Degrees of Freedom: 105

p-value: 0.00

- ▶ What it means:
If a club is open to anyone who would like to join and meets at a corporate or organization office, they are most likely to be sponsored at some level.

Cross-Tab Sponsorship

Breakdown of types of club sponsorships

If your club is open to anyone to join: NO

Meeting location:

Sponsorship level:

	Corporate or organization office	Gov't. facility	Religious facility	Education facility	Hotel	Restaurant	Correctional institution	Small business	Community center	Bank	Other	Total
Meeting location	82.9%	7.3%	2.4%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	100.0%
Charter fee	91.3%	4.4%	0.0%	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Membership fees	92.9%	3.6%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
New member fee	94.7%	0.0%	5.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Other	88.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.1%	0.0%	100.0%
None	10.0%	20.0%	0.0%	30.0%	0.0%	10.0%	10.0%	0.0%	20.0%	0.0%	0.0%	100.0%
Total	72.6%	9.7%	1.6%	8.1%	0.0%	1.6%	1.6%	0.0%	3.2%	1.6%	0.0%	100.0%

Chi Square: 62.28

Degrees of Freedom: 105

p-value: 1.00

- ▶ What it means:
Closed clubs that meet at a corporate or organization office are extremely likely to be sponsored at the highest level.

Cross-Tab Sponsorship

Breakdown of types of club sponsorships

What type of organization provides the sponsorship?

What is the affiliation the member(s) have with the organization?

	Corporation	Nonprofit	Gov't., state, or local agency	Religious organization	Higher education institution	Correctional Institution	Other	Small business	Total
Employee, associate, or member	97.8%	62.5%	86.7%	0.0%	44.4%	0.0%	50.0%	50.0%	81.6%
Alumni, faculty or student	0.0%	0.0%	0.0%	0.0%	55.6%	0.0%	0.0%	0.0%	5.8%
Owner of the organization	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	1.2%
Family member or friend associated with organization	0.0%	12.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%
Other	2.2%	25.0%	13.3%	0.0%	0.0%	0.0%	50.0%	0.0%	10.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi Square: 118.26

Degrees of Freedom: 28

p-value: 0.00

- ▶ What it means:
For open clubs where members have an affiliation with the sponsor, they are most likely to be employees, associates or members; except in higher education institutions where they are alumni, faculty or students.

Cross-Tab Sponsorship

Breakdown of types of club sponsorships

		Meeting location:											
		Corporate or organization office	Gov't. facility	Religious facility	Education facility	Hotel	Restaurant	Correctional institution	Small business	Community center	Bank	Other	Total
Sponsor provider type:	Corporation	77.1%	0.0%	20.0%	3.3%	37.5%	0.0%	0.0%	0.0%	0.0%	100.0%	9.1%	48.6%
	Nonprofit	8.3%	4.4%	0.0%	3.3%	12.5%	0.0%	0.0%	0.0%	55.6%	0.0%	27.3%	11.4%
	Gov't., state or local agency	7.6%	91.3%	0.0%	6.7%	0.0%	0.0%	0.0%	0.0%	5.6%	0.0%	0.0%	14.3%
	Religious organization	0.0%	0.0%	40.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
	Higher education institution	1.4%	0.0%	0.0%	53.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.4%
	Correctional institution	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other	4.2%	4.4%	40.0%	33.3%	37.5%	100.0%	0.0%	0.0%	38.9%	0.0%	54.5%	15.1%
	Small business	1.4%	0.0%	0.0%	0.0%	12.5%	0.0%	0.0%	100.0%	0.0%	0.0%	9.1%	2.5%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi Square: 541.8

Degrees of Freedom: 70

p-value: 0.00

- ▶ What it means:
Location and sponsor type are highly correlated.

CONCLUSION

- Most clubs are open clubs with no restrictions (86.3%).
- Clubs that are closed meet at a corporation or organization office (82.9%).
- More than half of respondents (57.5%) reported that members in their club join Toastmasters to learn or practice English.
- 76.4% of respondents reported that their goal when joining Toastmasters was to improve their communication skills and 95.2% reported that they feel they are progressing toward their personal Toastmasters goals.
- English is the predominant member language. This finding is reflected in the following statistics: 91.4% speak English proficiently, 73.9% speak English at home, 84.5% speak English in social gatherings, 87.9% speak English at work, and 87.0% prefer to read in English.
- Member satisfaction with the Toastmasters program was rated at 8.3 out of 10.