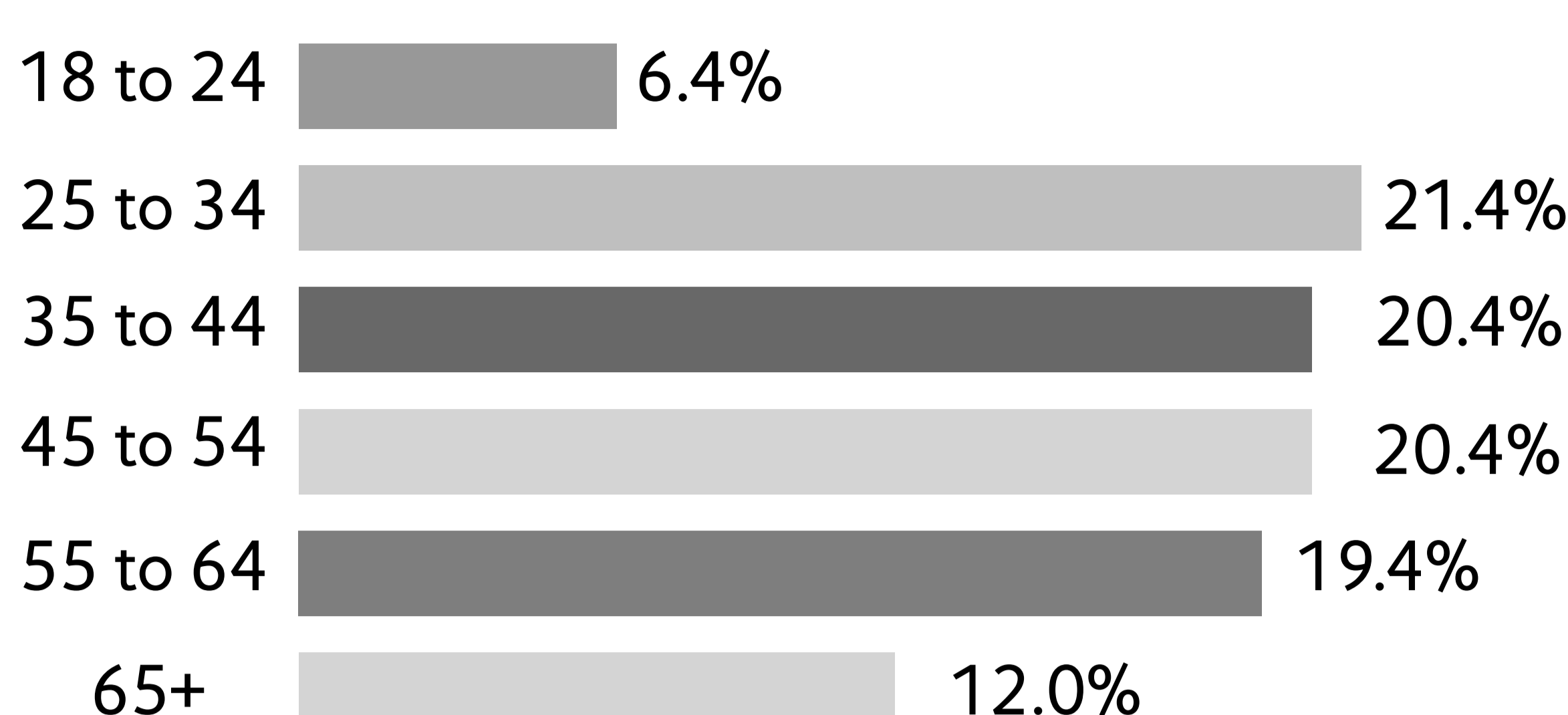


# TOASTMASTERS DEMOGRAPHICS

## November 2017 Member Survey Results

### AGE

(n=5,499)



### Sampling

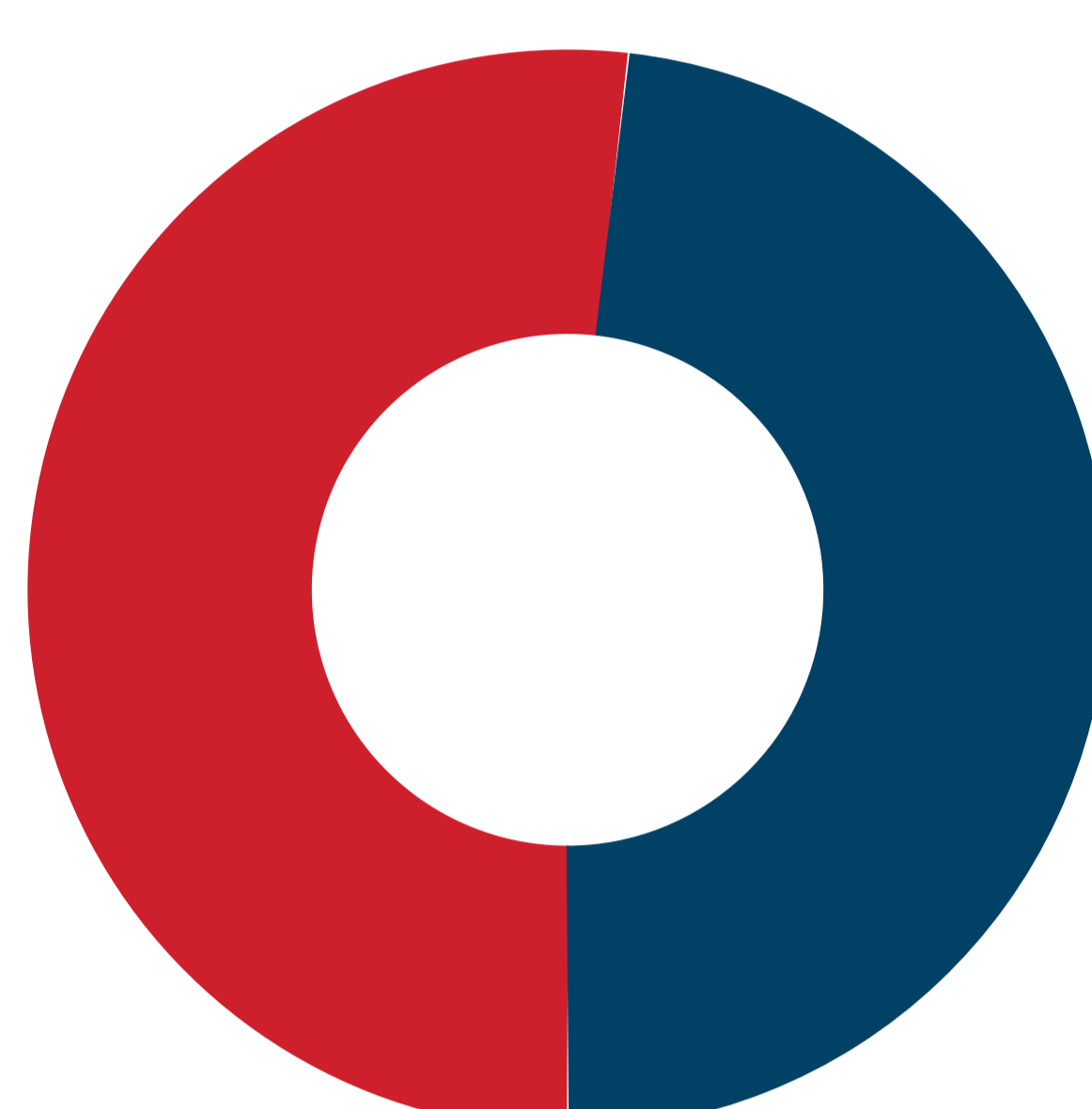
A stratified sampling method was implemented to select a representative sample of Toastmasters members for the online survey.

A total of n=5,510 members completed the survey, giving the results a +/-1.3% margin of error with a 95% confidence interval.

### GENDER

(n=5,510)

Female  
51.8%



Male  
48.2%

18.9%

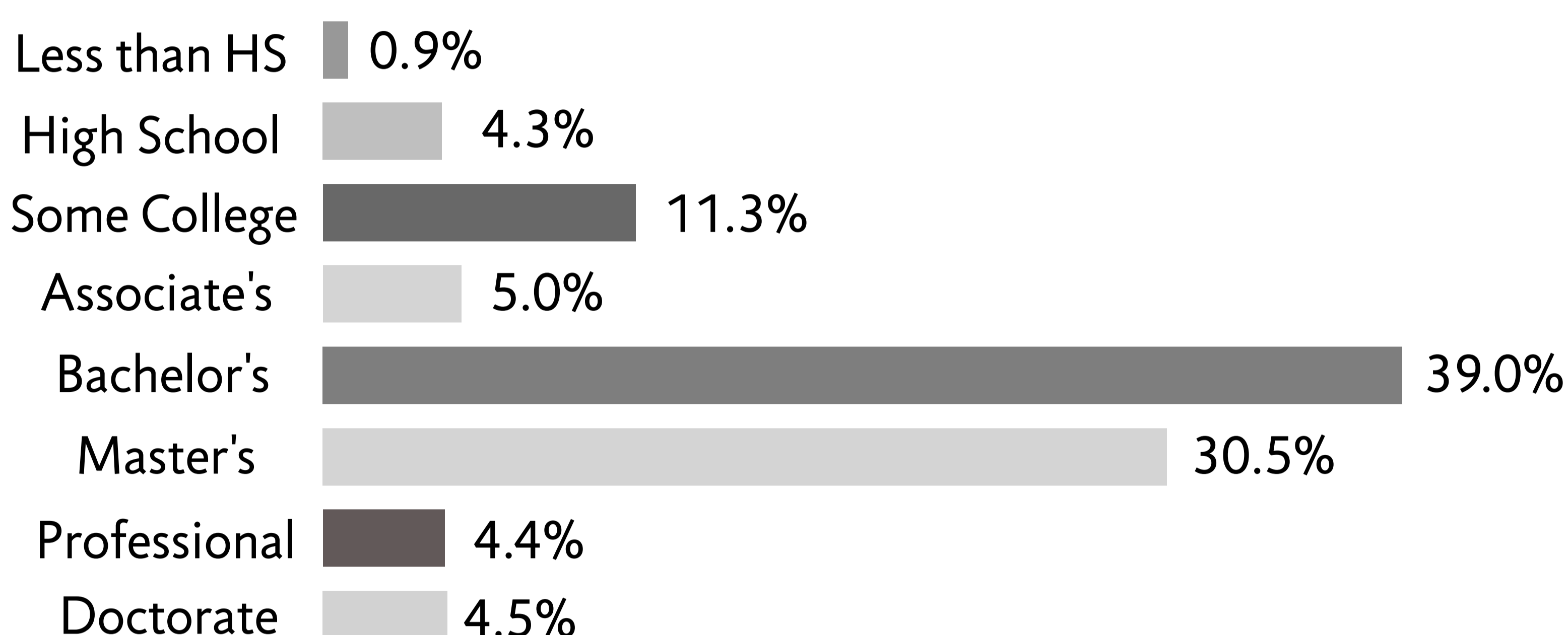
Survey Response Rate

101

Countries Participated

### EDUCATION

(n=5,475)



### Highly Educated

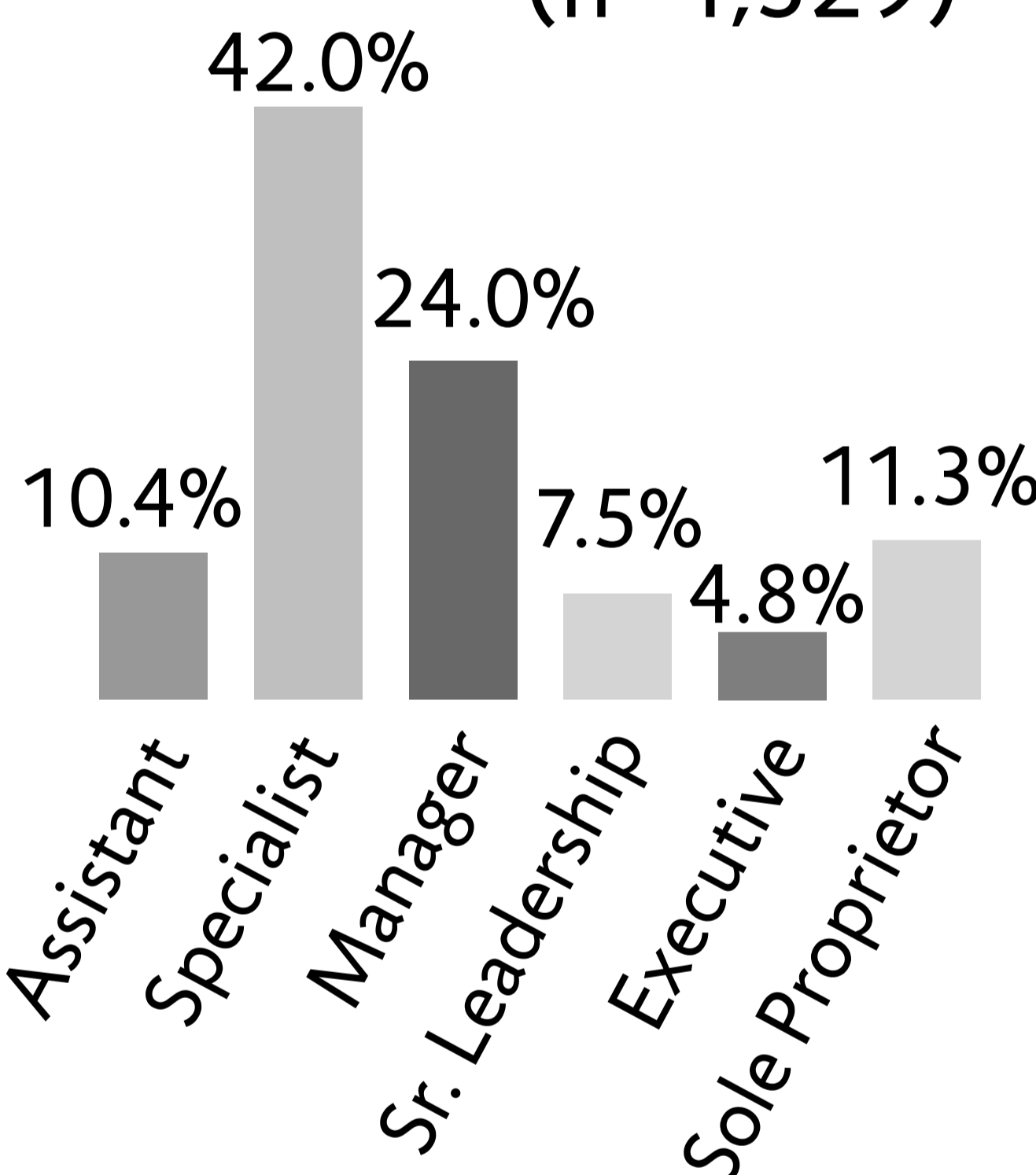
Toastmasters members are a highly educated population. Over 75% have at least a Bachelor's degree or higher and nearly all members (94.7%) have attended college.



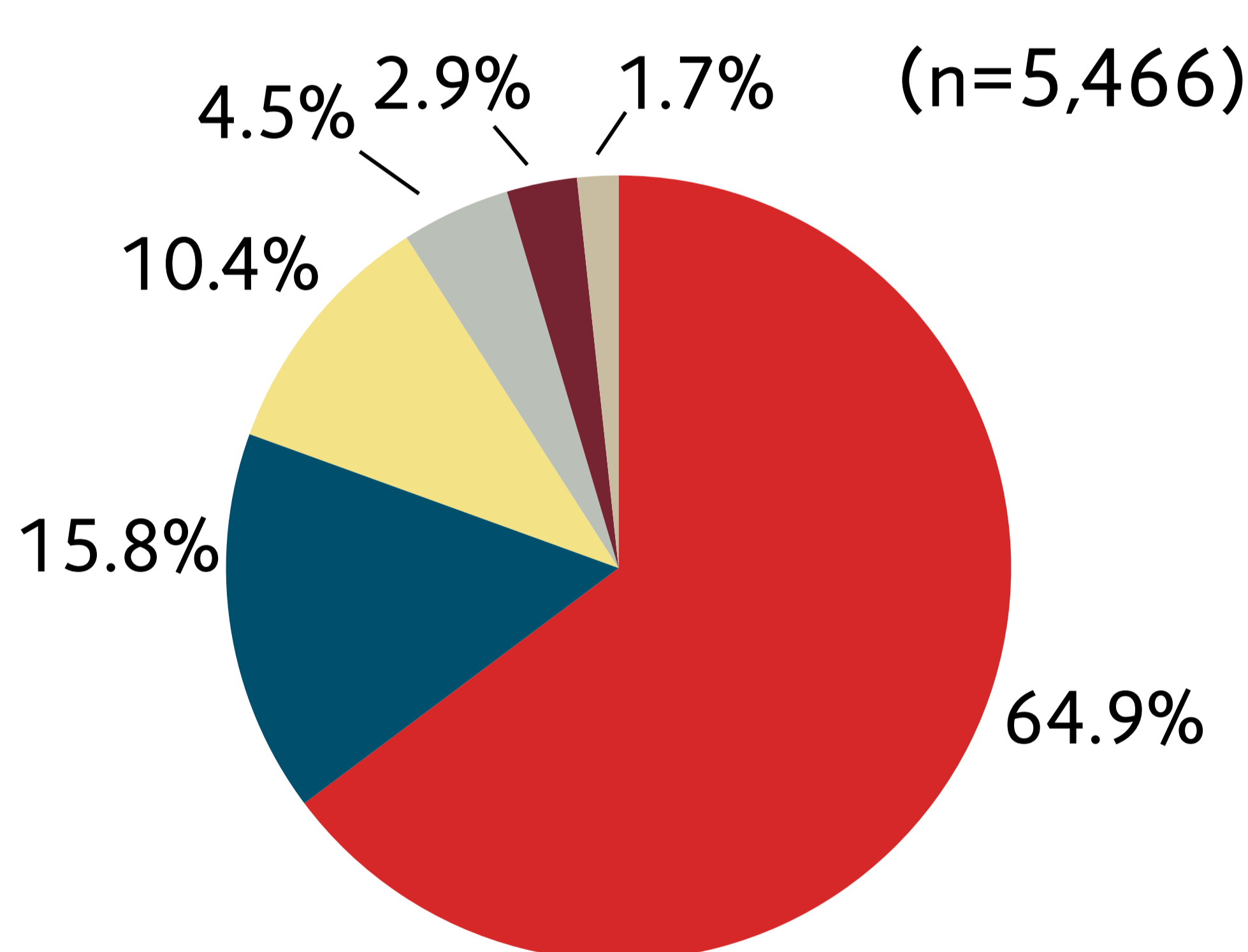
## EMPLOYMENT

### Position

(n=4,329)



(n=5,466)



Members have a very low unemployment rate (1.7%).

### Industry

15.9% Information and Communication

13.6% Finance and Insurance

10.5% Professional, Scientific and Technical Services

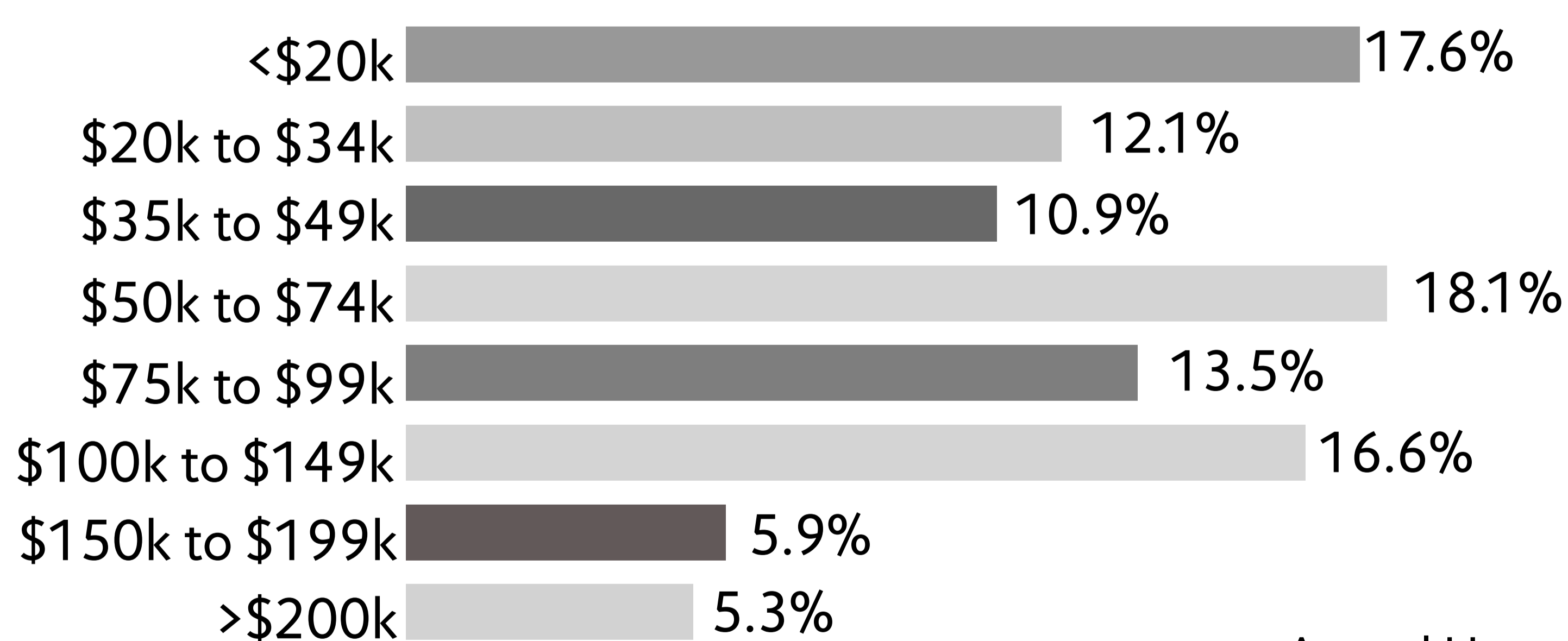
(n=4,312)

2.8

Average Household Size

### INCOME

(n=4,999)



Annual Household Income in USD

### High Earners

Approximately 27.8% of members earn \$100,000 or more and 41.3% earn more than \$75,000 per year.



## LANGUAGES

Hello!

¡Hola!

नमस्ते!

你好!

Bonjour!

Hallo!

82.5%

5.6%

5.6%

4.5%

4.0%

2.2%

English

Spanish

Hindi

Mandarin

French

German

(n=5,268)

## WHERE LEADERS ARE MADE