

AJLI Demographic Profile

The Association of Junior Leagues International Inc. (AJLI) is a charitable nonprofit organization of women committed to promoting voluntarism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers. What began as 80 young women traveling to Manhattan's Lower East Side to volunteer at a settlement house has blossomed into a growing movement of trained volunteers improving their communities through advocacy, direct service, public education, fundraising and sheer hard work. Today there are 160,000 Junior League members in 293 Junior Leagues in four countries – Canada, Mexico, the United Kingdom and the United States. The large majority of Junior Leagues – 285 – are in the United States.

Beyond accolades for more than a century of substantial community service, the 160,000 Junior League members are a desirable audience for corporate sponsors seeking marketing opportunities as well as corporate citizenship initiatives. The following is a statistical profile of Junior League membership derived from surveys compiled by Roper Starch Worldwide (now GfK NOP) in 1999 and 2005.

Age:

18 - 34	25%
35 - 54	47%
55+	28%

Household Income / Investments:

HHI \$50,000	+ 91%
HHI \$100,000	+ 54%
HHI \$200,000	+ 23%
Mean HHI	\$161,800
Mean Investable Portfolio	\$783,900

Highly Educated:

% Attended College	98%
% College Grads	88%
% Post Grads	46%

Employment:

Work Outside the Home	
Actives & Provisionals	71%
Total Membership	57%

Marital Status:

Married	79%
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Children:

Under 18 at Home	45%
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Junior League Members Entertain:

At Least Once/Month	75%
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Junior League Members Travel:

Mean # Trips / 12 Months	
Business	7
Personal	4
Both Business and Personal	5

Junior League Members are INFLUENTIAL CITIZENS:

Forty-one percent of Junior League members are “**Roper Influentials**” – political and social trendsetters. These women are a commanding force in the marketplace in terms of their purchasing habits, as well as those of the wide circle of friends and associates to whom they provide advice and guidance.

Junior League Members are Renaissance Women:

Using GfK NOP's LifeMatrix System, 37 percent of Junior League members are Renaissance Women, 25 points higher than women on average. They are affluent, married, high-energy moms. They are able to balance work, family and a myriad of cultural and educational activities. Digital products and services play a central role in the day-to-day management of their households.

Junior League Members Give Back:

Average hours per week in Junior League activities	5.3
Junior League members who are involved in other voluntary organizations	80%
Junior League members who have donated money to a charity in the past year	98%