Demographic and Psychographic Data on the Field of Speech Language Pathology
Target Market

Understanding the people that are involved in the field of speech pathology allows you to better define our current customers and the potential customers for product ideas.

Population studies can be largely divided into demographic and psychographic information. Demographic information is defined by concrete data such as location, occupation, gender, and race. Psychographic information is largely gathered through surveys and quantifies personal beliefs about what is important or why a person may make a decision.

This data can help tailor your marketing message so that your audience sees your message as relevant and important.

Demographic Study of Profession

Current number of speech-language pathologists: 120,000 (140,000 in 2018)
Median age: 45.8
Median number of years in the field: 18

Gender

- Female: 93%
- Male: 7%

Ethnicity

- White Only: 95%
- African American Only: 1%
- Asian Only: 1%
- Hispanic: 1%

Employment Status

- Employed full-time: 76%
- Employed part-time: 22%
- Retired: 2%

Median Annual Wages

- Nursing facilities: $79,120
- Home health care: $77,030
- Hospitals: $68,430
- Medical offices: $67,910
- Schools: $58,140
Psychographic Study of Profession

**Place of Employment**
- School: 48%
- College/university: 23%
- Hospital: 13%
- Residential health care facility: 6%

**SLP role**
- Service Provider: 78%
- Educator: 9%
- Researcher: 23%
- Consultant: 3%
- Administrator: 3%
- Other: -1%

**Geographical Location**
- Northeast: 11%
- Middle Atlantic: 8%
- New England: 4%
- Midwest: 13%
- East North Central: 9%
- West North Central: 4%
- South: 16%
- West South Central: 5%
- South Atlantic: 4%
- Mountain: 4%
- Pacific: 5%

**Geographical Site Density**
- Metropolitan/urban area: 36%
- Suburban area: 44%
- Rural area: 2%

**Career Satisfaction**
- Very satisfied: 56%
- Satisfied: 34%
- Neutral: 5%
- Dissatisfied: 3%
- Very dissatisfied: 2%

**Flexibility to balance life and work**
- Very unimportant: 0%
- Unimportant: 0%
- Neither important nor unimportant: 26%
- Important: 72%
How important is each of the following to your professional career?

**Administration’s support of my work**
- Very Unimportant: 2%
- Unimportant: 1%
- Neither Important nor Unimportant: 4%
- Important: 37%
- Very Important: 56%

**Benefits: health care, retirement, etc.**
- Very Unimportant: 2%
- Unimportant: 2%
- Neither Important nor Unimportant: 8%
- Important: 28%
- Very Important: 60%

**Career advancement opportunities**
- Very Unimportant: 2%
- Unimportant: 8%
- Neither Important nor Unimportant: 18%
- Important: 33%
- Very Important: 39%

**Challenging work**
- Very Unimportant: 7%
- Unimportant: 37%
- Neither Important nor Unimportant: 55%
- Important: 0%
- Very Important: 1%
How important is each of the following to your professional career?

**Communication with management**
- Very Unimportant: 2%
- Unimportant: 14%
- Neither Important nor Unimportant: 35%
- Important: 48%
- Very Important: 1%

**Commute**
- Very Unimportant: 3%
- Unimportant: 25%
- Neither Important nor Unimportant: 44%
- Important: 24%
- Very Important: 4%

**Job security**
- Very Unimportant: 0%
- Unimportant: 7%
- Neither Important nor Unimportant: 35%
- Important: 57%
- Very Important: 1%

**Independence**
- Very Unimportant: 1%
- Unimportant: 2%
- Neither Important nor Unimportant: 37%
- Important: 59%
- Very Important: 1%

**Meaningfulness of job**
- Very Unimportant: 1%
- Unimportant: 2%
- Neither Important nor Unimportant: 25%
- Important: 72%
- Very Important: 1%

**Networking**
- Very Unimportant: 17%
- Unimportant: 7%
- Neither Important nor Unimportant: 29%
- Important: 46%
- Very Important: 1%
How important is each of the following to your professional career?

**Personal work space**
- Very Unimportant: 1%
- Unimportant: 3%
- Neither Important nor Unimportant: 18%
- Important: 24%
- Very Important: 54%

**Professional development opportunities**
- Very Unimportant: 0%
- Unimportant: 1%
- Neither Important nor Unimportant: 7%
- Important: 36%
- Very Important: 56%

**Recognition of job performance**
- Very Unimportant: 1%
- Unimportant: 2%
- Neither Important nor Unimportant: 14%
- Important: 26%
- Very Important: 57%

**Relationship with co-workers**
- Very Unimportant: 1%
- Unimportant: 0%
- Neither Important nor Unimportant: 1%
- Important: 44%
- Very Important: 50%

**Type of clients/patients/setting**
- Very Unimportant: 1%
- Unimportant: 1%
- Neither Important nor Unimportant: 12%
- Important: 38%
- Very Important: 48%

**Variety of work**
- Very Unimportant: 1%
- Unimportant: 0%
- Neither Important nor Unimportant: 13%
- Important: 34%
- Very Important: 52%
How important is each of the following to your professional career?

**Most influential factor in choosing this career**

- Knew someone with a communication disorder (3%)
- High school teacher (17%)
- Desire to work with people (40%)
- College faculty member (15%)
- Family member’s encouragement (14%)
- Wanting to make an impact on my community/society (15%)
- Desire to use technology (10%)

**How much respect does the public have for your career?**

- A minimal amount of respect (13%)
- A moderate amount of respect (62%)
- A great deal of respect (25%)

**Where will you be 5 years from now?**

- I’ll be in the same career as now (82%)
- I’ll have changed to a different career (5%)
- I’ll be pursuing a doctoral degree (3%)

**Which of the following do you find useful or important?**

<table>
<thead>
<tr>
<th></th>
<th>ASHA publications (e.g., journals, The ASHA Leader)</th>
<th>ASHA Research Reports</th>
<th>ASHA Website content</th>
<th>ASHA’s advocacy/lobbying efforts</th>
<th>ASHA CE self-study</th>
<th>ASHA Convention</th>
<th>ASHA-related volunteer experiences</th>
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<td><strong>Order of Importance</strong></td>
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*Order of Importance (sum of 4s and 5s)*