



# DEMOGRAPHICS

U.S. CHAMBER OF COMMERCE FOUNDATION  
Institute for Organization Management

## AN OVERVIEW OF THE 2015 SUMMER AND 2016 WINTER DEMOGRAPHICS BY SITE

Class Level	Midwest 2015	Southeast 2015	West 2015	Northeast 2015	Winter 2016
	1st year	35.51%	36.36%	31.53%	35.76%
2nd year	26.09%	21.07%	25.23%	23.64%	24.39%
3rd year	23.19%	21.49%	25.23%	18.79%	18.70%
4th year	15.22%	21.07%	18.02%	21.82%	21.95%

Employer	Midwest 2015	Southeast 2015	West 2015	Northeast 2015	Winter 2016
	Association	28.99%	8.26%	21.62%	40.00%
Chamber	63.04%	88.84%	74.77%	52.73%	71.14%
Other	7.97%	2.89%	3.60%	7.27%	10.98%

Age	Midwest 2015	Southeast 2015	West 2015	Northeast 2015	Winter 2016
	21 – 30	18.84%	19.42%	20.72%	20.00%
31 – 40	36.23%	36.36%	28.83%	35.15%	36.59%
41 – 50	24.64%	25.21%	35.14%	25.45%	27.24%
51 +	20.29%	19.01%	15.32%	18.79%	22.76%

Gender	Midwest 2015	Southeast 2015	West 2015	Northeast 2015	Winter 2016
	Male	37.00%	18.00%	34.00%	25.00%
Female	63.00%	82.00%	66.00%	75.00%	71.54%

Ethnicity*	Midwest 2015	Southeast 2015	West 2015	Northeast 2015	Winter 2016
	*Question not required (answers may not total 100%)				
Caucasian	89.86%	92.15%	80.18%	83.64%	89.17%
Other Ethnicity	3.62%	6.20%	17.12%	9.70%	10.83%

Years of Experience in Association/Chamber Field	Midwest 2015	Southeast 2015	West 2015	Northeast 2015	Winter 2016
	Less than 2 years	12.32%	11.98%	10.81%	9.09%
2 to 5 years	29.71%	30.99%	36.04%	29.70%	29.67%
6 to 10 years	23.91%	31.82%	22.52%	27.88%	33.74%
More than 10 years	34.06%	25.21%	30.63%	33.33%	28.46%



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How Did You Learn About Institute?*					
*Attendees had opportunity to choose more than one option	Midwest 2015	Southeast 2015	West 2015	Northeast 2015	Winter 2016
Employer	61.59%	66.53%	64.86%	61.82%	61.79%
Colleague	23.19%	25.62%	25.23%	31.52%	26.42%
State Conference	10.14%	4.55%	8.11%	0.00%	7.72%
Direct Mail	1.45%	0.83%	0.90%	0.00%	0.00%
Email	1.45%	1.65%	0.00%	0.61%	0.81%
Website	0.72%	0.83%	0.90%	0.61%	1.63%
Other	2.17%	0.00%	0.00%	5.45%	1.63%

Organization's Budget Size					
<i>(excluding Public Funds)</i>	Midwest 2015	Southeast 2015	West 2015	Northeast 2015	Winter 2016
Less than \$100,000	4.35%	2.89%	0.90%	4.85%	4.88%
\$100,001 - \$250,000	9.42%	17.36%	9.01%	10.91%	15.85%
\$250,001 - \$500,000	21.01%	21.90%	18.02%	18.18%	21.14%
\$500,001 - \$1,000,000	15.22%	28.10%	21.62%	14.55%	16.67%
\$1,000,001 - \$3,000,000	21.74%	12.81%	27.93%	16.36%	16.67%
\$3,000,001 - \$5,000,000	5.80%	6.20%	7.21%	6.67%	7.32%
\$5,000,001 - \$10,000,000	7.25%	5.79%	6.31%	8.48%	5.69%
Greater than \$10,000,001	15.22%	4.96%	9.01%	20.00%	11.79%

Organization's Staff Size					
	Midwest 2015	Southeast 2015	West 2015	Northeast 2015	Winter 2016
Less than 3	12.32%	16.12%	10.81%	14.55%	18.70%
3 to 10	48.55%	51.65%	44.14%	37.58%	45.93%
11 to 25	15.22%	16.12%	30.63%	18.18%	15.04%
26 to 50	7.97%	11.98%	4.50%	8.48%	6.91%
51 to 100	11.59%	2.07%	1.80%	8.48%	7.72%
More than 100	4.35%	2.07%	8.11%	12.73%	5.69%

Level of Responsibility					
	Midwest 2015	Southeast 2015	West 2015	Northeast 2015	Winter 2016
CEO / Executive Director	28.26%	29.75%	27.03%	26.06%	37.80%
Senior Executive / Department Director	39.13%	34.71%	38.74%	41.21%	32.52%
Manager	20.29%	23.14%	25.23%	27.27%	19.11%
Coordinator / Assistant	12.32%	12.40%	9.01%	5.45%	10.57%



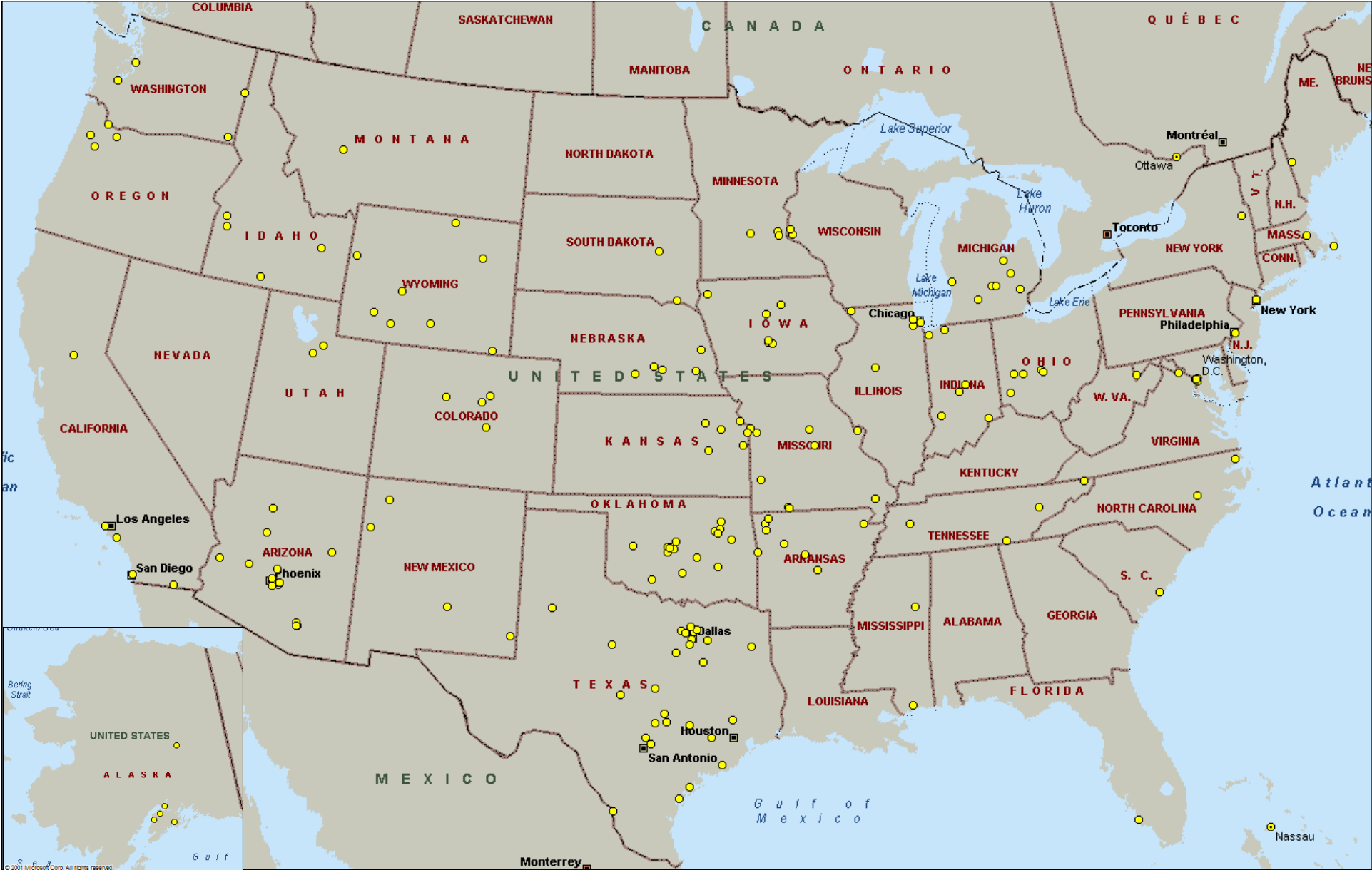
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Primary Job Responsibility					
	Midwest 2015	Southeast 2015	West 2015	Northeast 2015	Winter 2016
Membership	16.67%	21.49%	14.41%	13.94%	14.63%
General Management	<b>39.13%</b>	<b>42.56%</b>	<b>44.14%</b>	<b>42.42%</b>	<b>46.75%</b>
Marketing	8.70%	10.33%	10.81%	10.30%	9.76%
Finance	5.07%	4.55%	3.60%	3.03%	3.66%
Economic Development (asked in registration for Winter 2016)	_____	_____	_____	_____	5.28%
Government Relations (asked in registration for Summer 2015)	9.42%	2.89%	10.81%	9.09%	_____
Other	21.01%	18.18%	16.22%	21.21%	19.92%

# 2016 Winter Institute





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## 2016 WINTER INSTITUTE ATTENDEE STATE BREAKDOWN

### 2016 Winter Institute

246 Attendees from 35 states and the District of Columbia

### State, Number of Attendees, %

Alaska,	9,	3.66%	Missouri,	10,	4.07%
Arizona,	15,	6.10%	Montana,	1,	0.41%
Arkansas,	12,	4.88%	Nebraska,	5,	2.03%
California,	5,	2.03%	New Mexico,	6,	2.44%
Colorado,	4,	1.63%	New York,	2,	0.81%
District of Columbia,	27,	10.98%	North Carolina,	3,	1.22%
Florida,	1,	0.41%	Ohio,	7,	2.85%
Idaho,	4,	1.63%	Oklahoma,	17,	6.91%
Illinois,	9,	3.66%	Oregon,	3,	1.22%
Indiana,	7,	2.85%	Pennsylvania,	1,	0.41%
Iowa,	7,	2.85%	South Dakota,	3,	1.22%
Kansas,	7,	2.85%	Tennessee,	5,	2.03%
Maine,	1,	0.41%	Texas,	28,	11.38%
Maryland,	1,	0.41%	Utah,	2,	0.81%
Massachusetts,	2,	0.81%	Virginia,	10,	4.07%
Michigan,	7,	2.85%	Washington,	7,	2.85%
Minnesota,	3,	1.22%	Wisconsin,	2,	0.81%
Mississippi,	3,	1.22%	Wyoming,	10,	4.07%

### Top Increase Since 2015:

District of Columbia +7

Missouri +6

Oklahoma +6

Virginia +6

Most Attendees in 2015, Texas with 26

Most Attendees in 2016, Texas with 28