



# DEMOGRAPHICS

## REGISTRATION PROJECTIONS AND GOALS

WINTER	2018 Final	2019 Projections
Class Section		
1-1	31	32
1-2	29	31
1st year Total	60	63
2-1	30	24
2-2	36	23
2nd year Total	66	47
3-1	37	27
3-2	38	32
3rd year Total	75	59
4-1	25	35
4-2	22	36
4th year Total	47	71
Winter Total	248	240

SOUTHEAST	2018 Final	2019 Projections
Class Section		
1-1	29	29
1-2	25	29
1-3	26	28
1st yr Total	80	86
2-1	29	23
2-2	32	39
2nd yr Total	61	62
3-1	23	26
3-2	23	29
3rd yr Total	46	55
4-1	28	22
4-2	25	21
4th yr Total	53	43
SE Total	240	246

MIDWEST	2018 Final	2019 Projections
Class Section		
1-1	19	19
1-2	18	19
1st yr Total	37	38
2-1	34	29
2nd yr Total	34	29
3-1	36	31
3rd yr Total	36	31
4-1	40	34
4th yr Total	40	34
MW Total	147	132

WEST	2018 Final	2019 Projections
Class Section		
1-1	31	32
1st yr Total	31	32
2-1	21	24
2nd yr Total	21	24
3-1	21	19
3rd yr Total	21	19
4-1	24	20
4th yr Total	24	20
West Total	97	95

NORTHEAST	2018 Final	2019 Projections
Class Section		
1-1	26	23
1-2	19	23
1st yr Total	45	46
2-1	20	35
2-2	13	----
2nd yr Total	33	35
3-1	37	30
3rd yr Total	37	30
4-1	35	35
4th yr Total	35	35
NE Total	150	146

### First-Year Assumptions\*:

- Winter: -0.07%
- Midwest: -2.91%
- Southeast: 2.20%
- West: -1.48%
- Northeast: -3.46%

\*First-year assumptions are based on overall trends from the past five years. To reach the 2019 projection, a stretch goal of 5% was added.

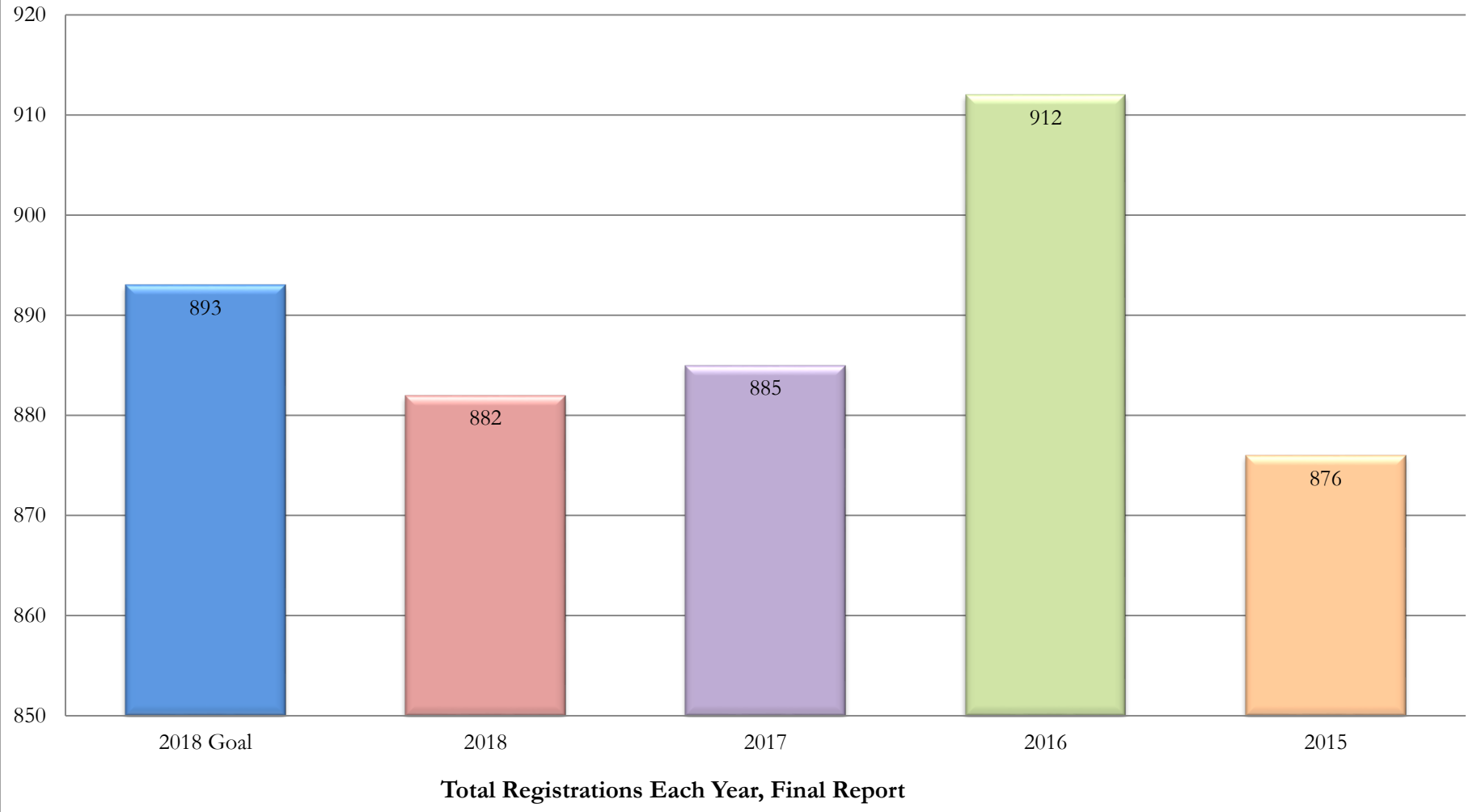
### Retention Rates:

- Second-Year: 77.87%
- Third-Year: 90.01%
- Fourth-Year: 94.20%

### 2019 Projections:

- Overall: 859
- First-Years: 265

## 2015-2018 Final Institute Registrations





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U.S. CHAMBER OF COMMERCE FOUNDATION  
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## 2018 DEMOGRAPHICS BY SITE

Demographic Fact Sheet					
Class Level	Winter 2018	Midwest 2018	Southeast 2018	West 2018	Northeast 2018
1st year	23.79%	25.68%	<b>33.33%</b>	<b>31.96%</b>	<b>30.00%</b>
2nd year	26.61%	22.97%	25.42%	21.65%	22.00%
3rd year	<b>30.24%</b>	24.32%	19.17%	21.65%	24.67%
4th year	18.95%	<b>27.03%</b>	22.08%	24.74%	23.33%
Employer	Winter 2018	Midwest 2018	Southeast 2018	West 2018	Northeast 2018
Association	25.00%	28.38%	9.58%	23.71%	<b>48.67%</b>
Chamber	<b>64.52%</b>	<b>66.22%</b>	<b>86.67%</b>	<b>72.16%</b>	40.67%
Other	10.89%	5.41%	3.75%	4.12%	10.67%
Age	Winter 2018	Midwest 2018	Southeast 2018	West 2018	Northeast 2018
21 – 30	12.90%	16.89%	19.58%	14.43%	14.67%
31 – 40	<b>34.27%</b>	<b>35.14%</b>	30.00%	<b>35.05%</b>	<b>38.67%</b>
41 – 50	29.44%	30.41%	<b>30.83%</b>	29.90%	26.67%
51 +	23.39%	17.57%	19.58%	20.62%	20.00%
Ethnicity*	Winter 2018	Midwest 2018	Southeast 2018	West 2018	Northeast 2018
*Question not required (answers may not total 100%)					
Caucasian	<b>81.45%</b>	<b>91.22%</b>	<b>90.00%</b>	<b>78.35%</b>	<b>82.00%</b>
Other Ethnicity	12.90%	6.76%	7.50%	20.62%	16.00%
Years of Experience in Association/Chamber Field	Winter 2018	Midwest 2018	Southeast 2018	West 2018	Northeast 2018
Less than 2 years	8.06%	9.46%	10.83%	12.37%	2.67%
2 to 5 years	24.60%	30.41%	<b>39.58%</b>	28.87%	27.33%
6 to 10 years	30.24%	25.00%	24.17%	19.59%	26.67%
More than 10 years	<b>37.10%</b>	<b>35.14%</b>	25.42%	<b>39.18%</b>	<b>43.33%</b>
How Did You Learn About Institute?*	Winter 2018	Midwest 2018	Southeast 2018	West 2018	Northeast 2018
*Attendees had opportunity to choose more than one option					
Employer	<b>57.26%</b>	<b>54.05%</b>	<b>69.17%</b>	<b>56.70%</b>	<b>54.67%</b>
Colleague	27.02%	32.43%	22.08%	30.93%	29.33%
State Conference	6.45%	7.43%	5.42%	0.00%	0.00%
Direct Mail	0.00%	0.00%	0.00%	1.03%	0.00%
Email	2.42%	2.03%	1.67%	1.03%	0.00%
Website	3.23%	0.68%	1.67%	2.06%	2.67%
Other	3.63%	3.38%	0.00%	8.25%	0.00%



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## 2018 DEMOGRAPHICS BY SITE

Organization's Budget Size <i>(excluding Public Funds)</i>	Winter 2018	Midwest 2018	Southeast 2018	West 2018	Northeast 2018
Less than \$100,000	4.44%	3.38%	4.58%	1.03%	0.67%
\$100,001 - \$250,000	13.71%	8.78%	17.08%	7.22%	8.00%
\$250,001 - \$500,000	18.15%	18.24%	19.58%	13.40%	12.00%
\$500,001 - \$1,000,000	<b>20.56%</b>	<b>23.65%</b>	<b>24.17%</b>	21.65%	<b>20.67%</b>
\$1,000,001 - \$3,000,000	16.13%	19.59%	15.42%	<b>31.96%</b>	20.00%
\$3,000,001 - \$5,000,000	8.47%	4.05%	7.08%	8.25%	9.33%
\$5,000,001 - \$10,000,000	6.45%	10.14%	7.92%	4.12%	10.67%
Greater than \$10,000,001	12.10%	12.16%	4.17%	12.37%	18.67%
<b>Organization's Staff Size</b>					
	Winter 2018	Midwest 2018	Southeast 2018	West 2018	Northeast 2018
Less than 3	14.92%	12.16%	20.83%	10.31%	14.00%
3 to 10	<b>47.58%</b>	<b>48.65%</b>	<b>48.75%</b>	<b>44.33%</b>	<b>35.33%</b>
11 to 25	17.34%	16.89%	13.75%	25.77%	22.00%
26 to 50	6.45%	9.46%	11.67%	11.34%	6.00%
51 to 100	6.45%	6.08%	1.67%	4.12%	10.00%
More than 100	7.26%	6.76%	3.33%	4.12%	12.67%
<b>Level of Responsibility</b>					
	Winter 2018	Midwest 2018	Southeast 2018	West 2018	Northeast 2018
CEO / Executive Director	35.89%	31.08%	34.58%	23.71%	26.00%
Senior Executive / Department Director	<b>40.32%</b>	<b>37.16%</b>	<b>37.92%</b>	<b>44.33%</b>	<b>41.33%</b>
Manager	13.31%	20.27%	17.50%	12.37%	21.33%
Coordinator / Assistant / Other	10.48%	11.49%	10.00%	19.59%	11.33%
<b>Primary Job Responsibility</b>					
	Winter 2018	Midwest 2018	Southeast 2018	West 2018	Northeast 2018
Membership	16.13%	19.59%	19.58%	18.56%	13.33%
General Management	<b>46.77%</b>	<b>37.84%</b>	<b>41.67%</b>	<b>38.14%</b>	<b>38.00%</b>
Marketing	10.08%	8.78%	9.58%	13.40%	18.67%
Finance	3.63%	5.41%	3.75%	5.15%	4.00%
Government Relations	6.05%	7.43%	5.42%	5.15%	8.00%
Other	17.34%	20.95%	20.00%	19.59%	18.00%