



DEMOGRAPHICS

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

2019 WINTER INSTITUTE

2019 Winter Institute

238 Attendees from 39 states and the District of Columbia

State, Number of Attendees, %

Alabama	2,	0.81%	Mississippi	1,	0.81%
Alaska	7,	2.80%	Missouri	10,	4.03%
Arizona	12,	4.83%	Montana	3,	1.21%
Arkansas	7,	3.25%	Nebraska	4,	1.61%
California	10,	4.20%	New Hampshire	1,	0.41%
Colorado	4,	1.61%	New Mexico	6,	2.42%
District of Columbia	22,	8.87%	North Carolina	4,	1.61%
Florida	3,	1.21%	Ohio	3,	1.21%
Georgia	1,	0.81%	Oklahoma	7,	2.82%
Idaho	6,	2.82%	Oregon	2,	0.81%
Illinois	11,	4.43%	Pennsylvania	1,	0.40%
Indiana	9,	3.63%	South Carolina	5,	2.02%
Iowa	6,	2.42%	South Dakota	1,	0.41%
Kansas	6,	2.42%	Tennessee	3,	1.21%
Kentucky	2,	0.81%	Texas	28,	11.70%
Louisiana	2,	0.81%	Utah	2,	0.81%
Maine	4,	1.61%	Virginia	11,	4.03%
Maryland	3,	1.21%	Washington	3,	1.21%
Michigan	8,	3.23%	Wisconsin	2,	0.81%
Minnesota	7,	2.82%	Wyoming	9,	3.63%

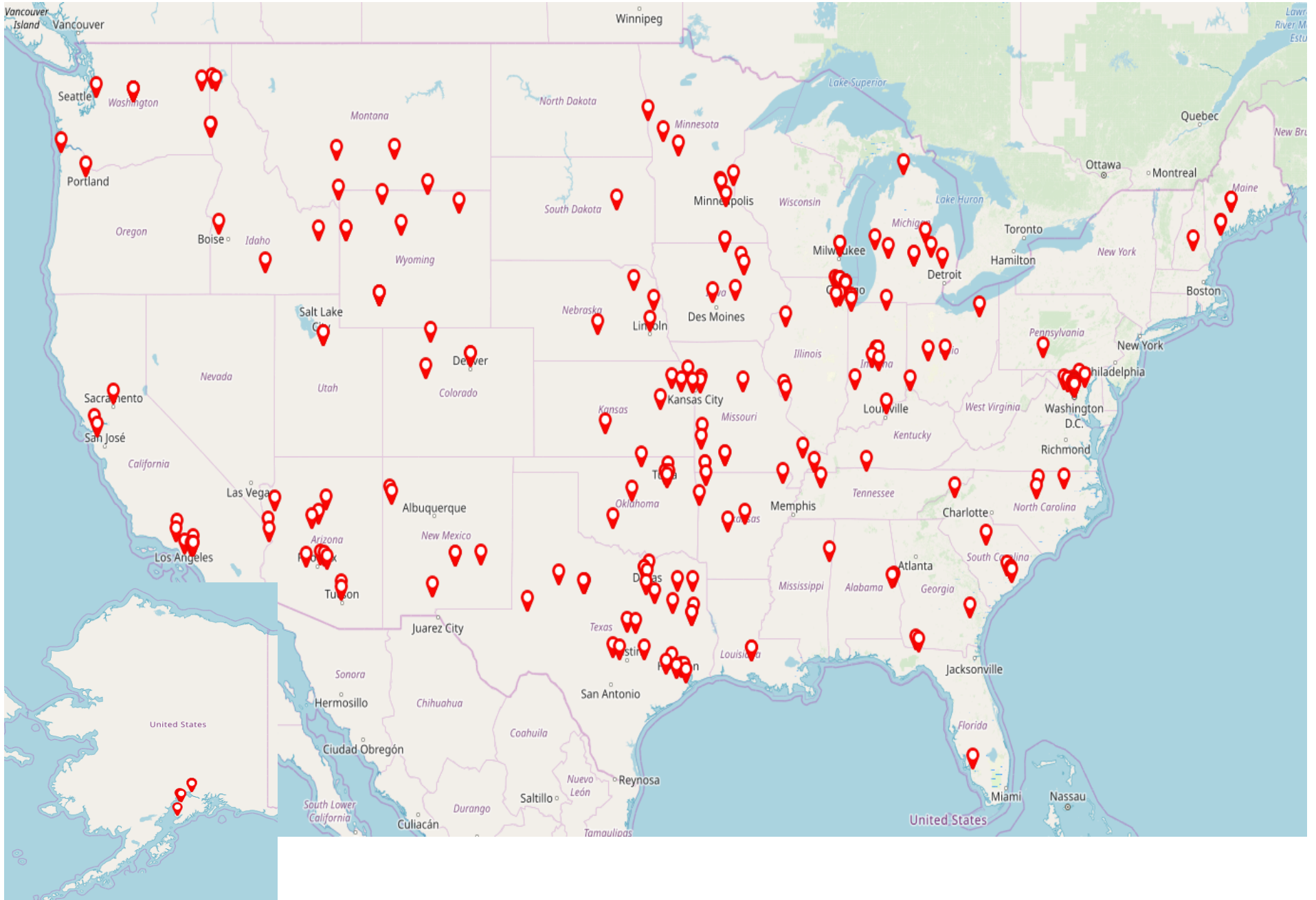
Top Increase Since 2018:

Maine	+4
South Carolina	+4

Most Attendees in 2018, Texas with 31

Most Attendees in 2019, Texas with 28

2019 Winter Institute Attendees





DEMOGRAPHICS

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

DEMOGRAPHICS BY SITE

Class Level	Midwest 2018	Southeast 2018	West 2018	Northeast 2018	Winter 2019
	1st year	25.68%	33.33%	31.96%	30.00%
2nd year	22.97%	25.42%	21.65%	22.00%	26.05%
3rd year	24.32%	19.17%	21.65%	24.67%	21.37%
4th year	27.03%	22.08%	24.74%	23.33%	23.79%

Employer	Midwest 2018	Southeast 2018	West 2018	Northeast 2018	Winter 2019
	Association	28.38%	9.58%	23.71%	48.67%
Chamber	66.22%	86.67%	72.16%	40.67%	61.69%
Other	5.41%	3.75%	4.12%	10.67%	10.08%

Age	Midwest 2018	Southeast 2018	West 2018	Northeast 2018	Winter 2019
	21 – 30	16.89%	19.58%	14.43%	14.67%
31 – 40	35.14%	30.00%	35.05%	38.67%	29.83%
41 – 50	30.41%	30.83%	29.90%	26.67%	28.99%
51 +	17.57%	19.58%	20.62%	20.00%	25.63%

Ethnicity*	Midwest 2018	Southeast 2018	West 2018	Northeast 2018	Winter 2019
	*Question not required (answers may not total 100%)				
Caucasian	91.22%	90.00%	78.35%	82.00%	81.51%
Other Ethnicity	6.76%	7.50%	20.62%	16.00%	13.03%

Years of Experience in Association/Chamber Field	Midwest 2018	Southeast 2018	West 2018	Northeast 2018	Winter 2019
	Less than 2 years	9.46%	10.83%	12.37%	2.67%
2 to 5 years	30.41%	39.58%	28.87%	27.33%	34.45%
6 to 10 years	25.00%	24.17%	19.59%	26.67%	24.37%
More than 10 years	35.14%	25.42%	39.18%	43.33%	32.35%

How Did You Learn About Institute?*	Midwest 2018	Southeast 2018	West 2018	Northeast 2018	Winter 2019
	*Multiple Responses Possible				
Employer	54.05%	69.17%	56.70%	54.67%	55.46%
Colleague	32.43%	22.08%	30.93%	29.33%	33.19%
State Conference	7.43%	5.42%	0.00%	0.00%	5.46%
Direct Mail	0.00%	0.00%	1.03%	0.00%	0.00%
Email	2.03%	1.67%	1.03%	0.00%	1.68%
Website	0.68%	1.67%	2.06%	2.67%	0.00%
Other	3.38%	0.00%	8.25%	0.00%	4.20%



DEMOGRAPHICS

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

DEMOGRAPHICS BY SITE

Organization's Budget Size <i>(excluding Public Funds)</i>	Midwest 2018	Southeast 2018	West 2018	Northeast 2018	Winter 2019
Less than \$100,000	3.38%	4.58%	1.03%	0.67%	3.36%
\$100,001 - \$250,000	8.78%	17.08%	7.22%	8.00%	14.29%
\$250,001 - \$500,000	18.24%	19.58%	13.40%	12.00%	19.33%
\$500,001 - \$1,000,000	23.65%	24.17%	21.65%	20.67%	14.71%
\$1,000,001 - \$3,000,000	19.59%	15.42%	31.96%	20.00%	18.91%
\$3,000,001 - \$5,000,000	4.05%	7.08%	8.25%	9.33%	7.98%
\$5,000,001 - \$10,000,000	10.14%	7.92%	4.12%	10.67%	10.50%
Greater than \$10,000,001	12.16%	4.17%	12.37%	18.67%	10.92%

Organization's Staff Size	Midwest 2018	Southeast 2018	West 2018	Northeast 2018	Winter 2019
Less than 3	12.16%	20.83%	10.31%	14.00%	13.87%
3 to 10	48.65%	48.75%	44.33%	35.33%	49.16%
11 to 25	16.89%	13.75%	25.77%	22.00%	15.13%
26 to 50	9.46%	11.67%	11.34%	6.00%	10.50%
51 to 100	6.08%	1.67%	4.12%	10.00%	3.78%
More than 100	6.76%	3.33%	4.12%	12.67%	7.56%

Level of Responsibility	Midwest 2018	Southeast 2018	West 2018	Northeast 2018	Winter 2019
CEO / Executive Director	31.08%	34.58%	23.71%	26.00%	34.87%
Senior Executive / Department Director	37.16%	37.92%	44.33%	41.33%	38.24%
Manager	20.27%	17.50%	12.37%	21.33%	15.55%
Coordinator / Assistant/ Other	11.49%	10.00%	19.59%	11.33%	11.34%

Primary Job Responsibility	Midwest 2018	Southeast 2018	West 2018	Northeast 2018	Winter 2019
Membership	19.58%	18.56%	13.33%	16.13%	15.13%
General Management	41.67%	38.14%	38.00%	46.77%	42.44%
Marketing	9.58%	13.40%	18.67%	10.08%	11.34%
Finance	3.75%	5.15%	4.00%	3.63%	2.94%
Government Relations	5.42%	5.15%	8.00%	6.05%	8.40%
Other	20.00%	19.59%	18.00%	17.34%	19.75%