



DEMOGRAPHICS

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

2020 WINTER INSTITUTE

2020 Winter Institute

254 Attendees from 41 states and the District of Columbia

State, Number of Attendees, %

Alabama	2,	0.79%	Minnesota	7,	2.76%
Alaska	6,	2.36%	Missouri	7,	2.76%
Arizona	13,	5.12%	Montana	4,	1.57%
Arkansas	10,	3.94%	Nebraska	7,	2.76%
California	11,	4.33%	Nevada	1,	0.39%
Colorado	7,	2.76%	New Hampshire	1,	0.39%
Connecticut	1,	0.39%	New Mexico	3,	1.18%
District of Columbia	19,	7.48%	North Carolina	5,	1.97%
Florida	4,	1.57%	Ohio	6,	2.36%
Georgia	2,	0.79%	Oklahoma	12,	4.72%
Idaho	4,	1.57%	Oregon	3,	1.18%
Illinois	10,	3.94%	Pennsylvania	3,	1.18%
Indiana	5,	1.97%	South Carolina	4,	1.57%
Iowa	8,	3.15%	Tennessee	2,	0.79%
Kansas	5,	1.97%	Texas	32,	12.60%
Kentucky	3,	1.18%	Utah	2,	0.79%
Louisiana	2,	0.79%	Vermont	2,	0.79%
Maine	2,	0.79%	Virginia	10,	3.94%
Maryland	3,	1.18%	Washington	4,	1.57%
Massachusetts	1,	0.39%	Wisconsin	3,	1.18%
Michigan	19,	3.94%	Wyoming	8,	3.15%

Top Increase Since 2019:

Oklahoma +5

Most Attendees in 2019, Texas with 28

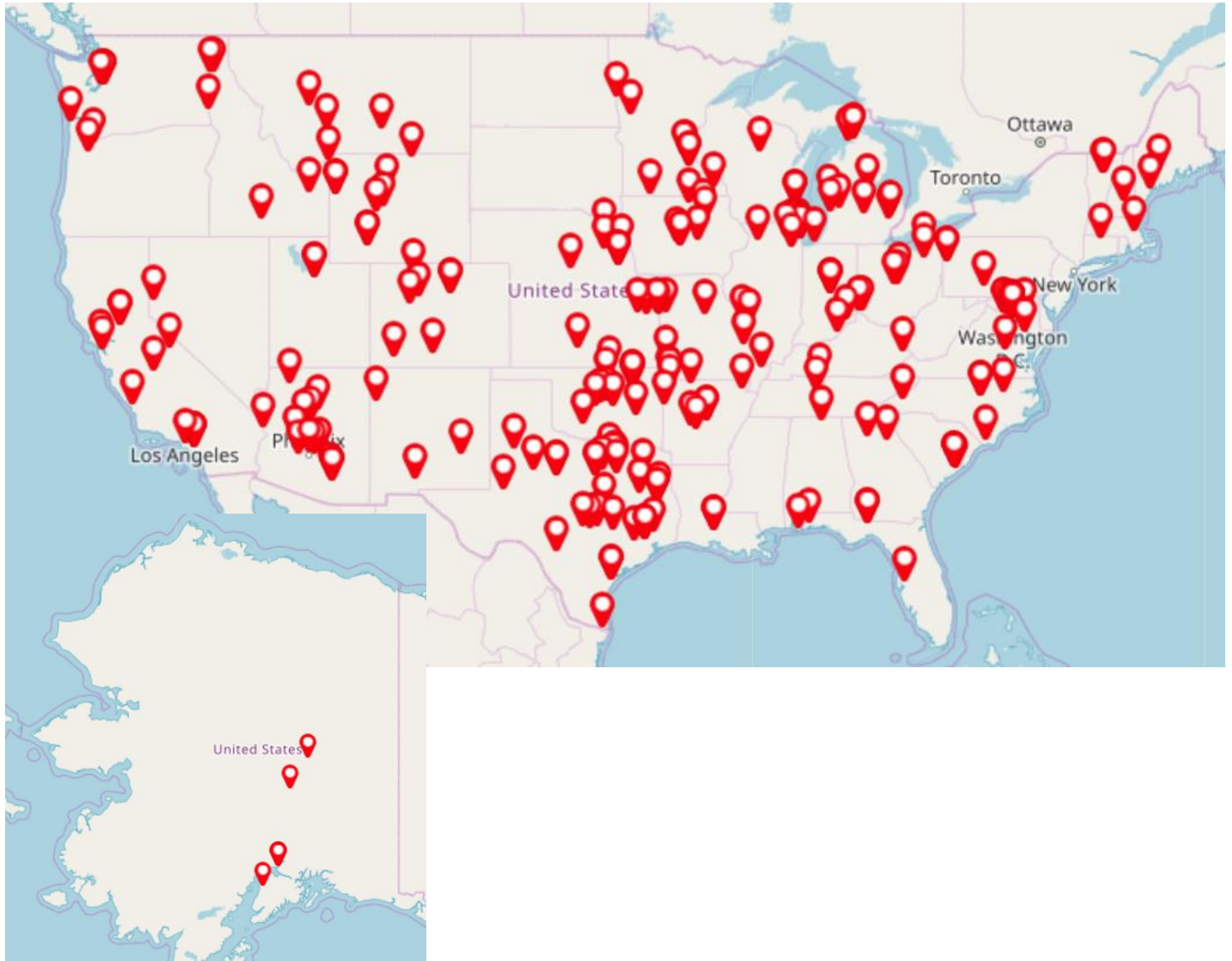
Most Attendees in 2020, Texas with 32



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DEMOGRAPHICS BY SITE

Class Level	Midwest 2019	Southeast 2019	West 2019	Northeast 2019	Winter 2020
1st year	29.45%	29.41%	32.69%	30.77%	32.68%
2nd year	22.60%	29.41%	22.12%	30.77%	22.83%
3rd year	26.03%	22.27%	19.23%	18.46%	23.23%
4th year	21.92%	18.91%	25.96%	20.00%	21.26%

Employer	Midwest 2019	Southeast 2019	West 2019	Northeast 2019	Winter 2020
Association	24.66%	8.82%	17.31%	43.85%	25.20%
Chamber	64.38%	88.24%	72.12%	44.62%	68.50%
Other	10.96%	2.94%	10.58%	11.54%	6.30%

Age	Midwest 2019	Southeast 2019	West 2019	Northeast 2019	Winter 2020
21 – 30	10.96%	18.07%	20.19%	16.92%	12.99%
31 – 40	40.41%	31.51%	24.04%	33.08%	31.89%
41 – 50	32.19%	31.09%	35.58%	25.38%	29.92%
51 +	16.44%	19.33%	20.19%	24.62%	25.20%

Ethnicity*	Midwest 2019	Southeast 2019	West 2019	Northeast 2019	Winter 2020
*Question not required (answers may not total 100%)					
Caucasian	86.30%	83.61%	67.31%	75.38%	81.89%
Other Ethnicity	6.16%	10.50%	19.23%	10.00%	9.45%

Years of Experience in Association/Chamber Field	Midwest 2019	Southeast 2019	West 2019	Northeast 2019	Winter 2020
Less than 2 years	6.85%	9.66%	9.62%	9.23%	9.84%
2 to 5 years	31.51%	34.87%	35.58%	26.15%	28.35%
6 to 10 years	25.34%	28.15%	21.15%	18.46%	29.92%
More than 10 years	36.30%	27.31%	33.65%	46.15%	31.89%

How Did You Learn About Institute?*	Midwest 2019	Southeast 2019	West 2019	Northeast 2019	Winter 2020
*Multiple Responses Possible					
Employer	47.26%	64.29%	63.46%	48.46%	48.82%
Colleague	38.36%	19.75%	24.04%	37.69%	33.46%
State Conference	6.85%	7.98%	1.92%	4.62%	6.69%
Direct Mail	0.00%	0.00%	0.00%	0.00%	0.00%
Email	1.37%	2.52%	3.85%	3.85%	1.57%
Website	0.00%	0.00%	0.00%	0.00%	1.18%
Other	6.16%	5.46%	6.73%	5.38%	8.27%



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Organization's Budget Size <i>(excluding Public Funds)</i>	Midwest 2019	Southeast 2019	West 2019	Northeast 2019	Winter 2020
Less than \$100,000	3.42%	4.20%	1.92%	0.77%	5.51%
\$100,001 - \$250,000	12.33%	14.71%	5.77%	6.15%	11.81%
\$250,001 - \$500,000	22.60%	21.85%	16.35%	10.77%	18.90%
\$500,001 - \$1,000,000	16.44%	21.85%	14.42%	20.77%	17.72%
\$1,000,001 - \$3,000,000	16.44%	18.07%	30.77%	23.08%	20.87%
\$3,000,001 - \$5,000,000	6.85%	7.56%	6.73%	12.31%	9.06%
\$5,000,001 - \$10,000,000	9.59%	7.14%	10.58%	9.23%	5.51%
Greater than \$10,000,001	12.33%	4.62%	13.46%	16.92%	10.63%

Organization's Staff Size	Midwest 2019	Southeast 2019	West 2019	Northeast 2019	Winter 2020
Less than 3	19.86%	18.91%	11.54%	8.46%	19.29%
3 to 10	43.84%	52.10%	47.12%	44.62%	47.64%
11 to 25	11.64%	13.45%	16.35%	20.77%	14.17%
26 to 50	9.59%	11.76%	13.46%	7.69%	7.87%
51 to 100	8.22%	1.68%	5.77%	9.23%	4.33%
More than 100	6.85%	2.10%	5.77%	9.23%	6.69%

Level of Responsibility	Midwest 2019	Southeast 2019	West 2019	Northeast 2019	Winter 2020
CEO / Executive Director	36.30%	34.03%	25.96%	21.54%	37.01%
Senior Executive / Department Director	34.93%	35.29%	42.31%	43.08%	35.43%
Manager	19.86%	17.65%	19.23%	25.38%	16.54%
Coordinator / Assistant / Other	8.90%	13.03%	12.50%	10.00%	11.02%

Primary Job Responsibility	Midwest 2019	Southeast 2019	West 2019	Northeast 2019	Winter 2020
Membership	17.12%	20.59%	16.35%	16.15%	16.54%
General Management	47.26%	39.92%	34.62%	34.62%	45.28%
Marketing	13.70%	11.76%	34.62%	11.54%	10.24%
Finance	1.37%	4.62%	7.69%	5.38%	3.94%
Government Relations	4.11%	4.20%	7.69%	10.77%	7.87%
Other	16.44%	18.91%	22.12%	21.54%	16.14%