



**Membership Overview**

Type	2020/21	Percentage
Planner	28	56%
Supplier	21	42%
Student	1	2%
Faculty	0	0%
Charter	0	0%
Retired	0	0%
Lifetime	0	0%
Unknown	0	0%
<b>Total</b>	<b>50</b>	

The Membership overview shows a breakdown of the chapter's members numbers By Membership Type.

**Membership Population Maturity**

Membership Population Maturity Total			
Maturity (Years)	Planner	Supplier	
0	7	5	
2	9	7	
4	3	5	
6	4	0	
8	1	0	
10	2	0	
12	1	1	
14	0	2	
16	0	1	
18	0	0	
>=20	1	0	
<b>Total</b>	<b>28</b>	<b>21</b>	

The Maturity (Years) column represents the number of years your members have been in the chapter by supplier or planner. For example,  
 0 = new member - 2 years  
 2 = 2-4 years  
 4 = 4-6 years

Membership Renewing or Rejoining			
Maturity (Years)	Planner	Supplier	
0	3	0	
2	8	7	
4	2	5	
6	4	0	
8	1	0	
10	2	0	
12	1	1	
14	0	2	
16	0	1	
18	0	0	
>=20	1	0	
<b>Total</b>	<b>22</b>	<b>16</b>	

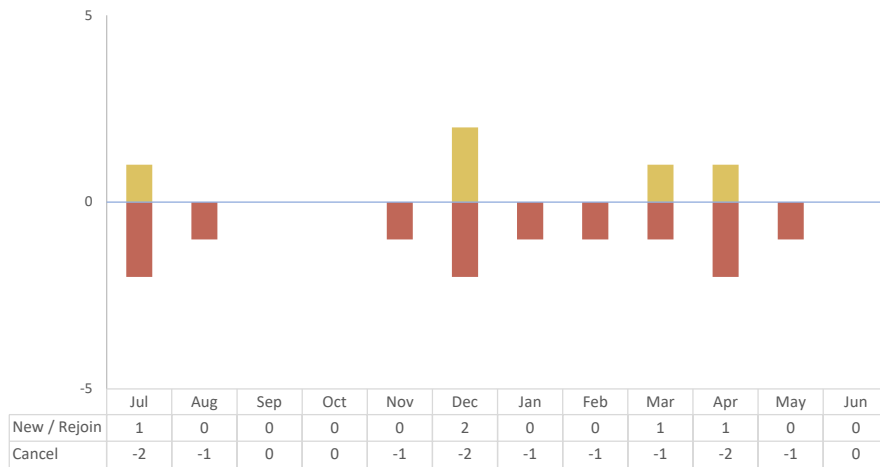
Shows the number of planners and suppliers that are renewing or rejoining based on the number of years they have been members. This will give the chapter a better idea if they are retaining newer members vs. those that have been members for a longer period of time.

Membership Cancelling			
Maturity (Years)	Planner	Supplier	
0	0	0	
2	9	8	
4	1	3	
6	1	0	
8	1	1	
10	0	0	
12	0	0	
14	0	0	
16	0	0	
18	0	0	
>=20	0	0	
<b>Total</b>	<b>12</b>	<b>12</b>	

Shows the number of planners and suppliers that are cancelling based on the number of years they have been members. This will give the chapter a better idea if they are losing newer members vs. those that have been members for a longer period of time.

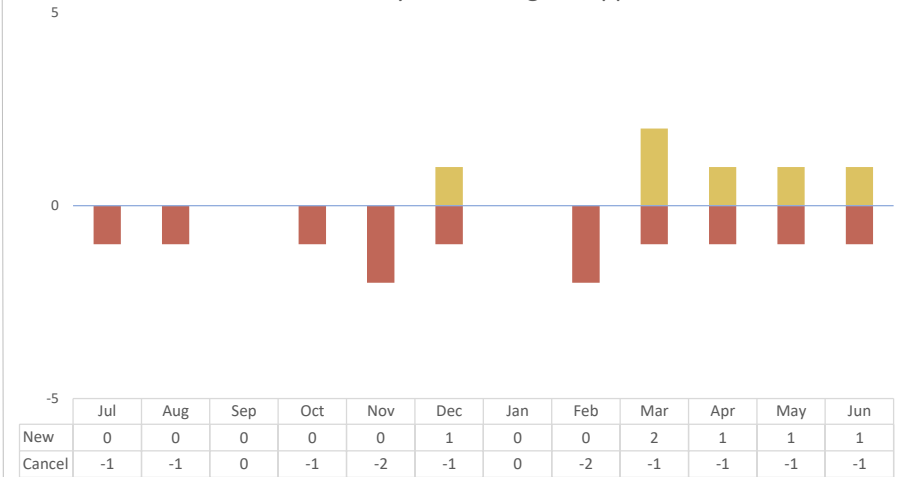
## Monthly Change Rate

Monthly Rate Change - Planners



■ New

Monthly Rate Change - Suppliers



■ Cancel

This bar graph provides a monthly breakdown of planner and supplier new/renewals and cancellations. This information is helpful to show those months where you have the strongest and weakest growth. Also, a chapter can look to see what trends have been taking place in membership increases and decreases over the past months.

Key	Description
New/Rejoin	New Members added or Rejoined MPI
Cancel	Members who cancelled or chose not to renew.

## Total Membership Benchmarking

Total Membership Bench Marking Comparison

Type	Small	Oklahoma Chapter	Difference	% Difference
Planner	33	28	▼ -5	-15%
Supplier	28	21	▼ -7	-25%
Student	9	1	▼ -8	-89%
Faculty	2	0	▼ -2	-100%
Charter	0	0	▬ 0	∞
Retired	0	0	▬ 0	∞
Lifetime	0	0	▬ 0	∞
Unknown	0	0	▬ 0	∞
<b>Total</b>	<b>72</b>	<b>50</b>	<b>▼ -22</b>	<b>-31%</b>

Shows a comparison of how the chapter is doing compared to the averages of other chapters with similar chapter size. Bench Mark #'s are calculated by averaging the chapter members size based on which category (*key below*) the chapter fits in

Key	Description
Large:	400+ Members
Medium:	150-399 Members
Small:	0-149 Members

## Planner Demographics

### Planning Loc. Within the United States

Alaska	2
Hawaii	4
Midwest*	23
Mountain*	10
Northeast *	8
Northwest*	8
P. Rico/ V. Islands	3
Southeast *	10
Southwest*	18

Midwest	(IL, IN, OH, MI, MN, WI, IA, MO, KS, OK, NE, SD, ND)
Mountain	(UT, CO, WY, MT)
Northeast	(ME, NH, VT, MA, RI, CT, NY, NJ, PA, DE, MD)
Northwest	(WA, OR, ID)
Southeast	(FL, GA, SC, NC, LA, AL, MS, AK, TN, KY, WV, VA, DC)
Southwest	(CA, NV, AZ, NM, TX)

### Planning Loc. Outside United States

Africa	2
Asia	4
Australia	2
Belgium	3
Bermuda	4
Canada	5
Eastern Europe	3
France	4
Germany	4
Italy	4
Mexico	5
Middle East	4
New Zealand	2
Other Europe	4
Russia	1
Scandinavia	1
South America	5
Spain	3
United Kingdom	4

### Facility Utilized

Airport Hotel	6
Conference Center	12
Convention Center	10
Convention Hotel	10
Cruise	2
Downtown Hotel	14
Resort	7
Suburban Hotel	10
University Campus	5
Other	4

### Meeting Sizes

<= 50	13
51 - 100	12
101 - 250	10
251 - 500	8
501 - 1000	6
1000 - 1500	4
1501 - 2500	1
> 2501	1

## Buying Power

Type	0-50,000	50,001-250,000	250,001-1,000,000	1,000,001-5,000,000	5,000,001-10,000,000	10,000,001+	Grand Total	Estimated Buying Power
Planner	3	2	3	2	2	0	12	\$22,250,000
Supplier	1	0	0	1	1	0	3	\$10,025,000
Student	0	0	0	0	0	0	0	\$0
Faculty	0	0	0	0	0	0	0	\$0
Charter	0	0	0	0	0	0	0	\$0
Retired	0	0	0	0	0	0	0	\$0
Lifetime	0	0	0	0	0	0	0	\$0
<b>Total</b>	<b>4</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>0</b>	<b>15</b>	<b>\$32,275,000</b>

Estimated buying power is calculated by averaging the range. Then multiplying the averaged range by the number of members in that range.

Range	Multiplier
0-50,000	25,000
50,001-250,000	150,000
250,001-1,000,000	625,000
1,000,001-5,000,000	250,000
5,000,001-10,000,000	750,000
10,000,001+	10,000,000

## General Demographics

### Generation

Silent Generation: (Before 1945)	0
Baby Boomers: (1946 to 1964)	0
Gen X (1965 to 1976)	6
Millennials or Gen Y: (1977 to 1995)	14
Gen Z (1996 and later)	0
Prefer not to say	0
Unknown	30
<b>Total</b>	<b>50</b>

### Ethnicity

Asian	0
Black / African American	0
Hispanic / Latino	0
White / Caucasian	1
Other	0
Prefer not to say	0
Unknown	49
<b>Total</b>	<b>50</b>

### Gender

Male	6
Female	30
Unknown	14
<b>Total</b>	<b>50</b>

Unknown = Member has not supplied information on profile page