MPI Chapter Demographics

Dallas-Fort Worth Chapter

Total Members: 430

Membership Overview

Type	2020/21	Percentage	
Planner	219		51%
Supplier	177		41%
Student	11		3%
Faculty	2		0%
Charter	0		0%
Retired	8		2%
Lifetime	13		3%
Unknown	0		0%
Total	**430**		

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

Membership Population Maturity

	Membership Population Maturity Total				Membership Renewing or Rejoining				Membership Cancelling		
Maturity (Years)	Planner		Supplier	Maturity (Years)	Planner		Supplier	Maturity (Years)	Planner		Supplier
0		52	58	0		20	21	0		5	10
2		50	30	2		42	24	2		47	53
4		26	18	4		24	16	4		9	13
6		24	9	6		19	6	6		11	11
8		14	11	8		12	10	8		2	2
10		9	5	10		6	5	10		4	4
12		7	5	12		7	5	12		0	3
14		9	4	14		7	4	14		2	2
16		1	4	16		1	4	16		1	1
18		4	7	18		4	7	18		0	1
>=20		23	26	>=20		21	19	>=20		2	2
Total		**219**	**177**	**Total**		**163**	**121**	**Total**		**83**	**102**

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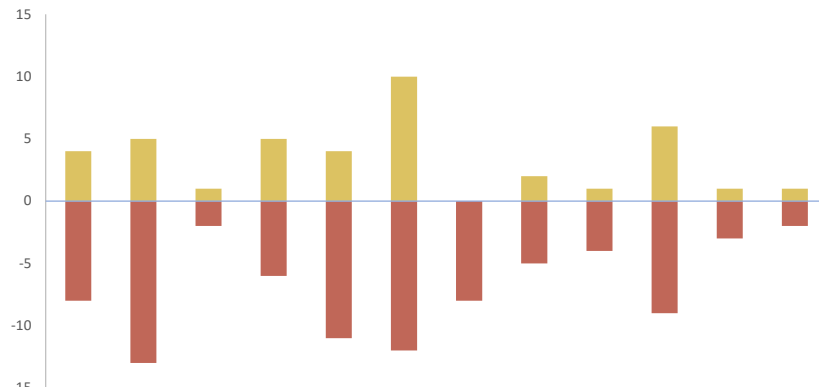
0 = new member - 2 years
2 = 2-4 years
4 = 4-6 years

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.

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.
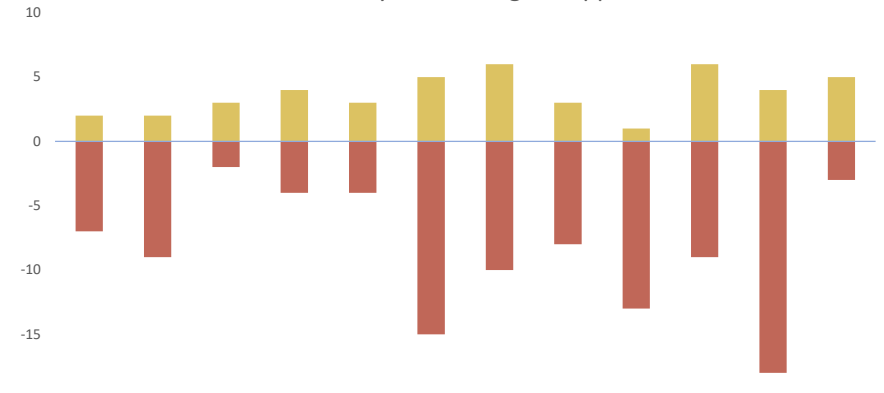
Monthly Change Rate

Monthly Rate Change - Planners

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
New / Rejoin	4	5	1	5	4	10	0	2	1	6	1	1
Cancel	-8	-13	-2	-6	-11	-12	-8	-5	-4	-9	-3	-2

Monthly Rate Change - Suppliers

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
New	2	2	3	4	3	5	6	3	1	6	4	5
Cancel	-7	-9	-2	-4	-4	-15	-10	-8	-13	-9	-18	-3

■ New   ■ 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	Large	Dallas-Fort Worth Chapter	Difference		% Difference
Planner	282	219	▼	-63	-22%
Supplier	156	177	▲	21	13%
Student	26	11	▼	-15	-58%
Faculty	3	2	▼	-1	-33%
Charter	0	0	▬	0	∞
Retired	3	8	▲	5	167%
Lifetime	5	13	▲	8	160%
Unknown	0	0	▬	0	∞
Total	**475**	**430**	▼	**-45**	**-9%**

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	44
Hawaii	75
Midwest*	171
Mountain*	144
Northeast *	160
Northwest*	130
P. Rico/ V. Islands	76
Southeast *	186
Southwest*	293

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	26
Asia	51
Australia	47
Belgium	33
Bermuda	56
Canada	108
Eastern Europe	40
France	59
Germany	51
Italy	56
Mexico	98
Middle East	28
New Zealand	27
Other Europe	40
Russia	25
Scandinavia	19
South America	53
Spain	50
United Kingdom	67

Facility Utilized

Airport Hotel	81
Conference Center	120
Convention Center	96
Convention Hotel	110
Cruise	19
Downtown Hotel	150
Resort	141
Suburban Hotel	94
University Campus	36
Other	26

Meeting Sizes

<= 50	104
51 - 100	97
101 - 250	106
251 - 500	81
501 - 1000	72
1000 - 1500	39
1501 - 2500	37
> 2501	34

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	7	14	38	44	1	9	113	**$233,525,000**
Supplier	13	14	10	9	3	6	55	**$113,675,000**
Student	0	0	0	0	0	0	0	**$0**
Faculty	0	1	0	0	0	0	1	**$150,000**
Charter	0	0	0	0	0	0	0	**$0**
Retired	0	1	2	3	0	0	6	**$8,900,000**
Lifetime	0	0	2	3	0	1	6	**$18,750,000**
Total	**20**	**30**	**52**	**59**	**4**	**16**	**181**	**$375,000,000**

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

Generation	Count
Silent Generation: (Before 1945)	1
Baby Boomers: (1946 to 1964)	45
Gen X (1965 to 1976)	81
Millennials or Gen Y: (1977 to 1995)	66
Gen Z (1996 and later)	0
Prefer not to say	10
Unknown	227
Total	**430**

Ethnicity

Ethnicity	Count
Asian	0
Black / African American	0
Hispanic / Latino	1
White / Caucasian	32
Other	1
Prefer not to say	0
Unknown	396
Total	**430**

Gender

Gender	Count
Male	88
Female	246
Unknown	96
Total	**430**

Unknown = Member has not supplied information on profile page