

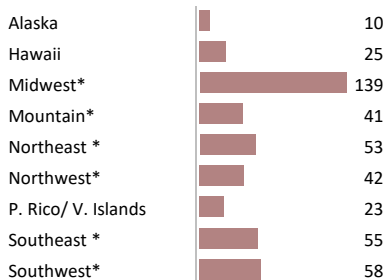


**WISCONSIN**  
CHAPTER

# 2023 MPI Wisconsin Demographic and Purchasing Power Data

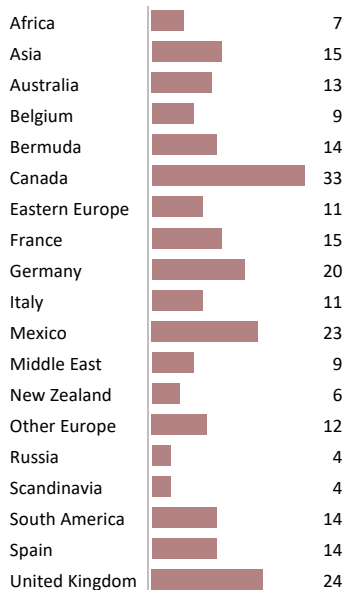
## Planner Demographics

### Planning Loc. Within the United States

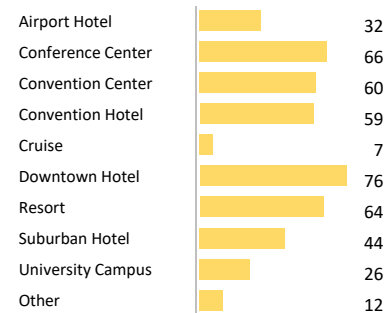


|           |  |
|-----------|--|
| Midwest   | (IL, IN, OH, MI, MN, WI, IA, MO, KS, OK, NE, SD, ND) |
| Mountain  | (UT,CO,WY,MT)  |
| Northeast | (ME, NH, VT, MA, RI, CT, NY, NJ, PA, DE, MD)         |
| Northwest | (WA, OR, ID)   |
| Southeast | (FL,GA, SC, NC, LA, AL, MS, AK, TN, KY, WV, VA, DC) 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

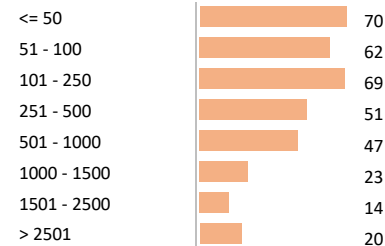
### Planning Loc. Outside United States



### Facility Utilized



### Meeting Sizes



## 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      | 6        | 17             | 25                | 16                  | 1                    | 2           | 67          | \$85,825,000           |
| Supplier     | 2        | 4              | 5                 | 3                   | 1                    | 0           | 15          | \$18,775,000           |
| Student      | 0        | 0              | 0                 | 0                   | 0                    | 0           | 0           | \$0                    |
| Faculty      | 0        | 2              | 0                 | 0                   | 0                    | 0           | 2           | \$300,000              |
| Charter      | 0        | 0              | 0                 | 0                   | 0                    | 0           | 0           | \$0                    |
| Retired      | 0        | 0              | 0                 | 1                   | 0                    | 1           | 2           | \$12,500,000           |
| Lifetime     | 0        | 0              | 0                 | 0                   | 0                    | 0           | 0           | \$0                    |
| <b>Total</b> | <b>8</b> | <b>23</b>      | <b>30</b>         | <b>20</b>           | <b>2</b>             | <b>3</b>    | <b>86</b>   | <b>\$117,400,000</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)         | 6          |
| Gen X (1965 to 1976)                | 52         |
| Millennials or Gen Y (1977 to 1995) | 55         |
| Gen Z (1996 and later)              | 5          |
| Prefer not to say                   | 4          |
| Unknown                             | 91         |
| <b>Total</b>                        | <b>213</b> |

### Ethnicity

|   |            |
|---|------------|
| African American / African / Black                | 1          |
| Asian   | 0          |
| First Nations/Indigenous People/Aboriginal People | 0          |
| Hispanic / Latino                                 | 2          |
| Native American                                   | 1          |
| Native Hawaiian / Pacific Islander                | 1          |
| Other   | 131        |
| Prefer not to answer                              | 8          |
| Self Identify                                     | 0          |
| White / Anglo Saxon / European descent            | 69         |
| <b>Total</b>                                      | <b>213</b> |

### Gender

|                                    |            |
|------------------------------------|------------|
| Male                               | 22         |
| Female                             | 123        |
| Trans Male / Trans Man             | 0          |
| Trans Female / Trans Woman         | 0          |
| Genderqueer / Gender Nonconforming | 0          |
| Gender Non Conforming / Non Binary | 0          |
| Self Identify                      | 0          |
| Prefer not to answer               | 1          |
| Unknown                            | 67         |
| <b>Total</b>                       | <b>213</b> |

Unknown = Member has not supplied information on profile page