

# 2023 MPI Wisconsin Demographic and Purchasing Power Data

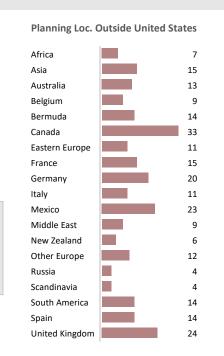
#### **Planner Demographics**

Southwest

Planning Loc. Within the United States

Alaska	10		
Hawaii	25		
Midwest*	139		
Mountain*	41		
Northeast *	53		
Northwest*	42		
P. Rico/ V. Islands	23		
Southeast *	55		
Southwest*	58		
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)		

(CA, NV, AZ, NM, TX)



Facility Utilized	
Airport Hotel	32
Conference Center	66
Convention Center	60
Convention Hotel	59
Cruise	7
Downtown Hotel	76
Resort	64
Suburban Hotel	44
University Campus	26
Other	12
 Other Meeting Sizes	12
 	12 70
 Meeting Sizes	
 Meeting Sizes	70
 Meeting Sizes <= 50 51 - 100	70 62
 Meeting Sizes <= 50 51 - 100 101 - 250	70 62 69
 Meeting Sizes <= 50 51 - 100 101 - 250 251 - 500	70 62 69 51
Meeting Sizes <= 50 51 - 100 101 - 250 251 - 500 501 - 1000	70 62 69 51 47
Meeting Sizes <= 50 51 - 100 101 - 250 251 - 500 501 - 1000 1000 - 1500	70 62 69 51 47 23

## **Buying Power**

Туре	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
Total	8	23	30	20	2	3	86	\$117,400,000

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	
Silent Generation: (Before 1945) Baby Boomers (1946 to 1964) Gen X (1965 to 1976) Millennials or Gen Y (1977 to 1995) Gen Z (1996 and later) Prefer not to say Unknown Total	

	Ethnicity	
0	African American / African / Black	1
6	Asian	0
52	First Nations/Indigenous People/Aboriginal People	0
55	Hispanic / Latino	2
5	Native American	1
4	Native Hawaiian / Pacific Islander	1
91	Other	131
213	Prefer not to answer	8
	Self Identify	0
	White / Anglo Saxon / European descent	69
	Total	213

### 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
Total	213
Unknown = Member ha	s not supplied information

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