



2024 - 2026 Winter Demographics

Winter Site Attendee Totals – 2024: 256, 2025: 259, 2026: 252

Class Level	2024	2025	2026	Average
First Year	34.00%	23.94%	35.71%	31.22%
Second Year	28.20%	21.24%	22.62%	24.02%
Third Year	22.20%	26.25%	21.03%	23.16%
Fourth Year	15.60%	28.57%	20.63%	21.60%

Organization Type	2024	2025	2026	Average
Chamber	67.58%	67.57%	74.60%	69.92%
Association	24.61%	24.71%	21.43%	23.58%
Other	7.81%	7.72%	3.97%	6.50%

Registrant Type	2024	2025	2026	Average
Member of the U.S. Chamber of Commerce	64.00%	73.75%	82.54%	73.43%
Non-Member of the U.S. Chamber of Commerce	15.50%	19.31%	15.87%	16.89%
Employee of the USCC, USCCF, or CIPE	4.70%	5.41%	1.59%	3.90%
Coalition to Back Black Businesses Scholarship	15.8%	1.93%	0.00%	5.91%

Ethnicity	2024	2025	2026	Average
American Indian & Alaska Native	1.30%	1.86%	1.59%	1.58%
Asian	3.90%	2.23%	1.59%	2.57%
Black or African American	6.50%	4.83%	3.17%	4.83%
Hispanic or Latino	3.60%	2.97%	5.16%	3.91%
Native Hawaiian & Other Pacific Islander	0.30%	0.00%	0.40%	0.23%
Other	0.30%	1.12%	1.19%	0.87%
Prefer not to answer	2.60%	2.97%	2.38%	2.65%
White	81.40%	84.01%	88.10%	84.50%

Age	2024	2025	2026	Average
21-30	12.11%	10.81%	7.54%	10.15%
31-40	32.42%	32.82%	29.37%	31.54%
41-50	34.38%	37.07%	36.11%	35.85%
51+	21.09%	19.31%	24.21%	21.54%

Gender	2024	2025	2026	Average
Male	26.95%	27.80%	27.38%	27.38%
Female	73.05%	71.84%	71.83%	72.24%
Other	0.00%	0.00%	0.00%	0.00%
Prefer not to answer	0.00%	0.39%	0.79%	0.39%