Global Member Demographics

While member demographics vary depending on Host City, our combined worldwide demographics are as follows:
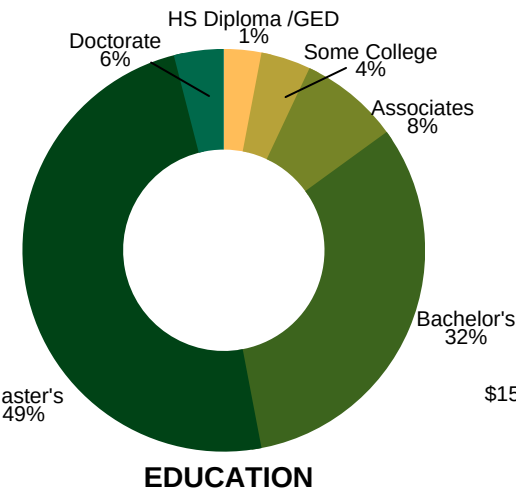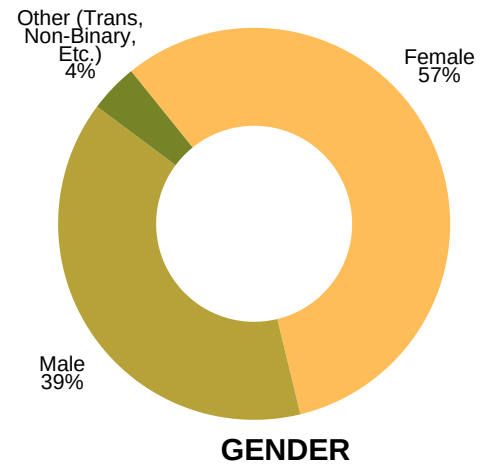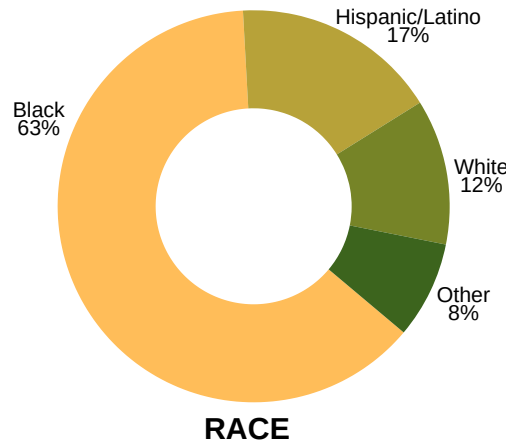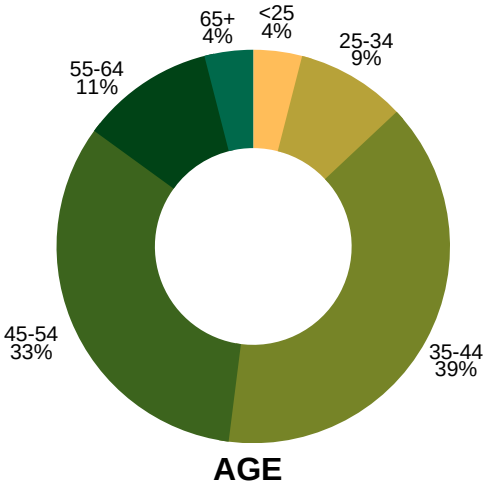
AGE

- 65+ 4%
- <25 4%
- 25-34 9%
- 35-44 39%
- 45-54 33%
- 55-64 11%

RACE

- Hispanic/Latino 17%
- Black 63%
- White 12%
- Other 8%

GENDER

- Other (Trans, Non-Binary, Etc.) 4%
- Female 57%
- Male 39%

EDUCATION

- Doctorate 6%
- HS Diploma /GED 1%
- Some College 4%
- Associates 8%
- Bachelor's 32%
- Master's 49%

INCOME

- <$25K 1%
- $25-$49 9%
- $50-$75 12%
- $75-$99K 10%
- $100-$149K 24%
- $150-$200K 33%
- $200K+ 11%

PROFESSION *

- 7 5%
- 8 4%
- 9 3%
- 10 11%
- 1.1 14%
- 1.2 11%
- 2 24%
- 3 6%
- 4 4%
- 5 12%
- 6 6%
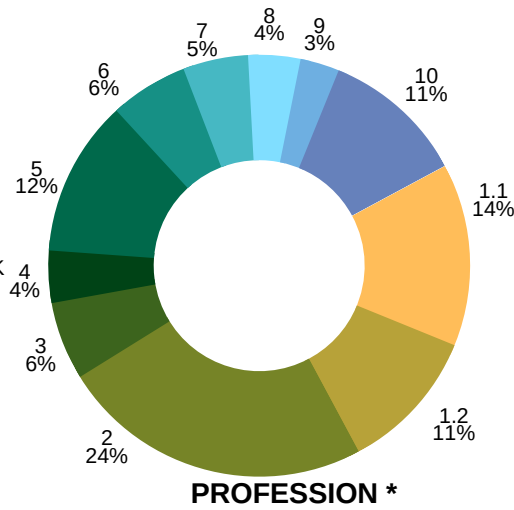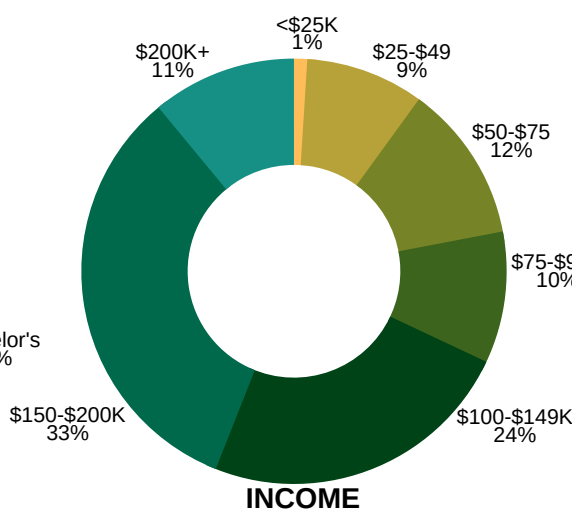
*(1.1) Executive/senior-level officials and managers; (1.2) First/mid-level officials and managers; (2) Professionals; (3) Technicians; (4) Sales Workers; (5) Administrative support workers; (6) Craft workers; (7) Operations; (8) Laborers & helpers; (9) Service workers; (10) Entrepreneur/Consultant

Some interesting details about our members:

- 61.4% own their own homes
- 48.0% plan to buy their own home in the next 2 years
- 47.0% plan to remodel their home in the next 2 years
- 87.0% buy green products
- 46.0% own two vehicles
- 73.0% attended concerts
- 63.0% attended symphony, theater, or opera events
- 68.0% have children at home
- 63.0% shop regularly for their home/garden
- 79.0% have a pet at home
- 71.0% researched real estate/residential properties
- 23.0% are thinking about going back to school
- 51.0% used marijuana/cbd
- 71.0% are foodies
- 41.0% exercise regularly
- 37.0% are book lovers
- 68.0% are travel buffs