



# AORE Membership Demographics

**PURPOSE:** AORE gathers this information during member registration and membership renewal to gauge the current make up of the membership on a quarterly basis.

**INTENTION:** We want to understand who we currently serve, as well as to track where we are as time passes to assess if the DE&I work the association engages in and leads, lends to a more diverse membership.

## **NOTES:**

- The member profile has not been completed by every AORE member, this accounts for the "No Response" data.
- Not all response options are represented in this information. If an option had no data, it was not included (ex: option to select Native American for race/ethnicity is available, but no AORE members chose it).
- Timeline: This initiative launched in January of 2021. Our hope is to have every current member complete their profile by January 2022 and to have all new member complete upon registering.

# Demographic Prompts & Options

## GENDER

- Man or Male or Masculine
- Woman or Female or Feminine
- Transgender Man or Male or Masculine
- Transgender Woman or Female or Feminine
- Gender non-conforming or Genderqueer
- Intersex
- I do not identify with one of the identities listed above
- My gender identity is not listed here
- Prefer not to answer

## RACE/ETHNICITY

- African American/Black
- American Indian/Native American
- Asian
- Hispanic/Latino/Latina
- Middle Eastern or North African
- Native Hawaiian or other Pacific Islander
- White/Caucasian
- My Race/ethnicity Is Not Listed Here
- Other
- Prefer not to answer

## DECISION MAKING AUTHORITY

- I have no purchase decision authority.
- I provide information on purchases to decision makers.
- I make recommendations on purchase decisions.
- I make the final decision on all purchase decisions.

## AORE AUDIENCE

- I work for the military.
- I work for the state or federal government.
- I work in a college/university.
- I work with/as a for-profit educator.
- I work with/as a non-profit educator.
- Other

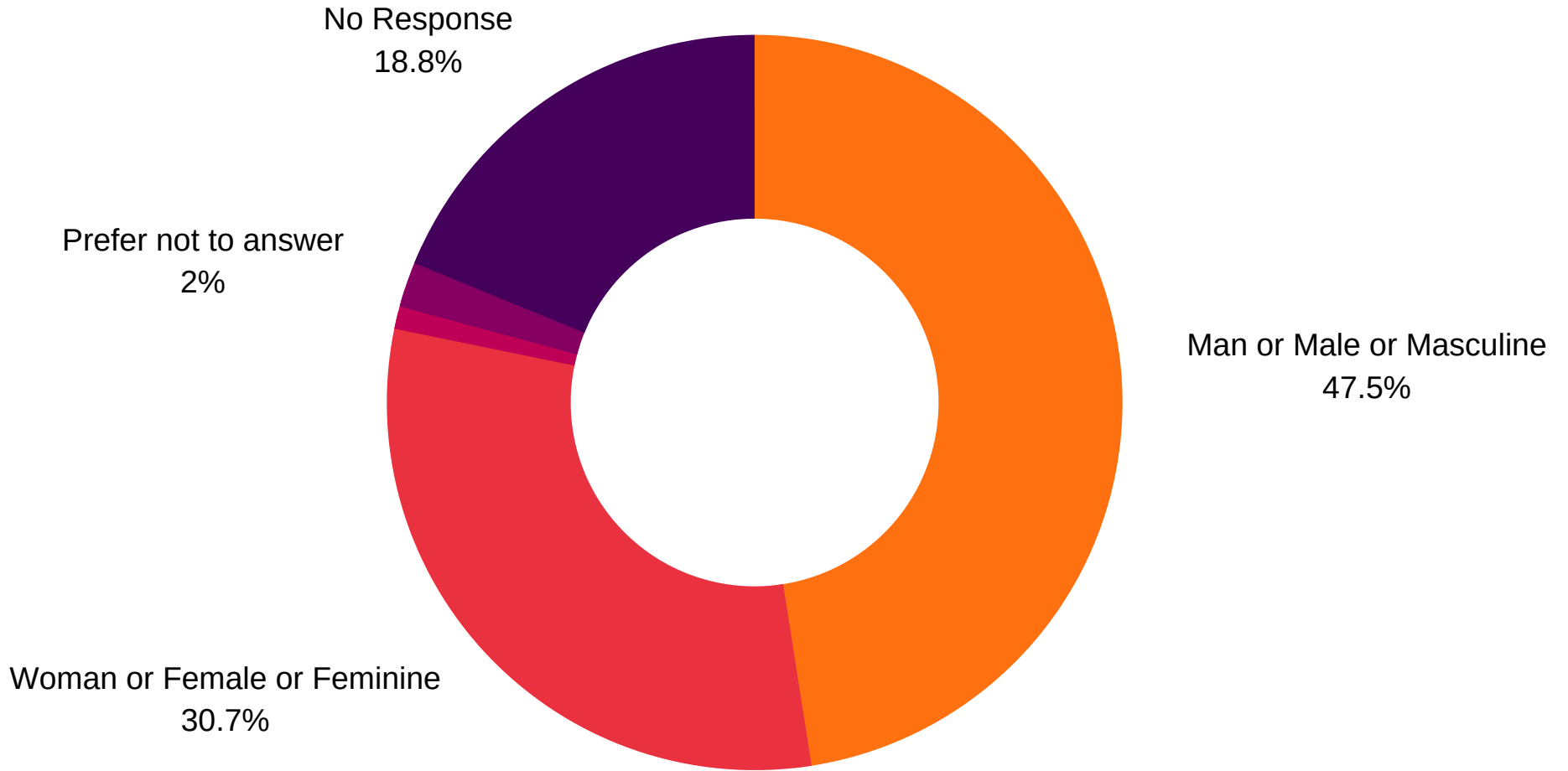
## AGE RANGE

- 18-24
- 25-34
- 35-44
- 45-54
- 55+
- Prefer not to answer

## YEARS IN THE PROFESSION

- <1
- 1-5
- 6-10
- 10+
- Prefer not to answer

# AORE Membership - Gender



## Responses in Numbers

Man or Male or Masculine: 275

Woman or Female or Feminine: 181

Transgender Man or Male or Masculine: 1

Gender non-conforming or Genderqueer: 4

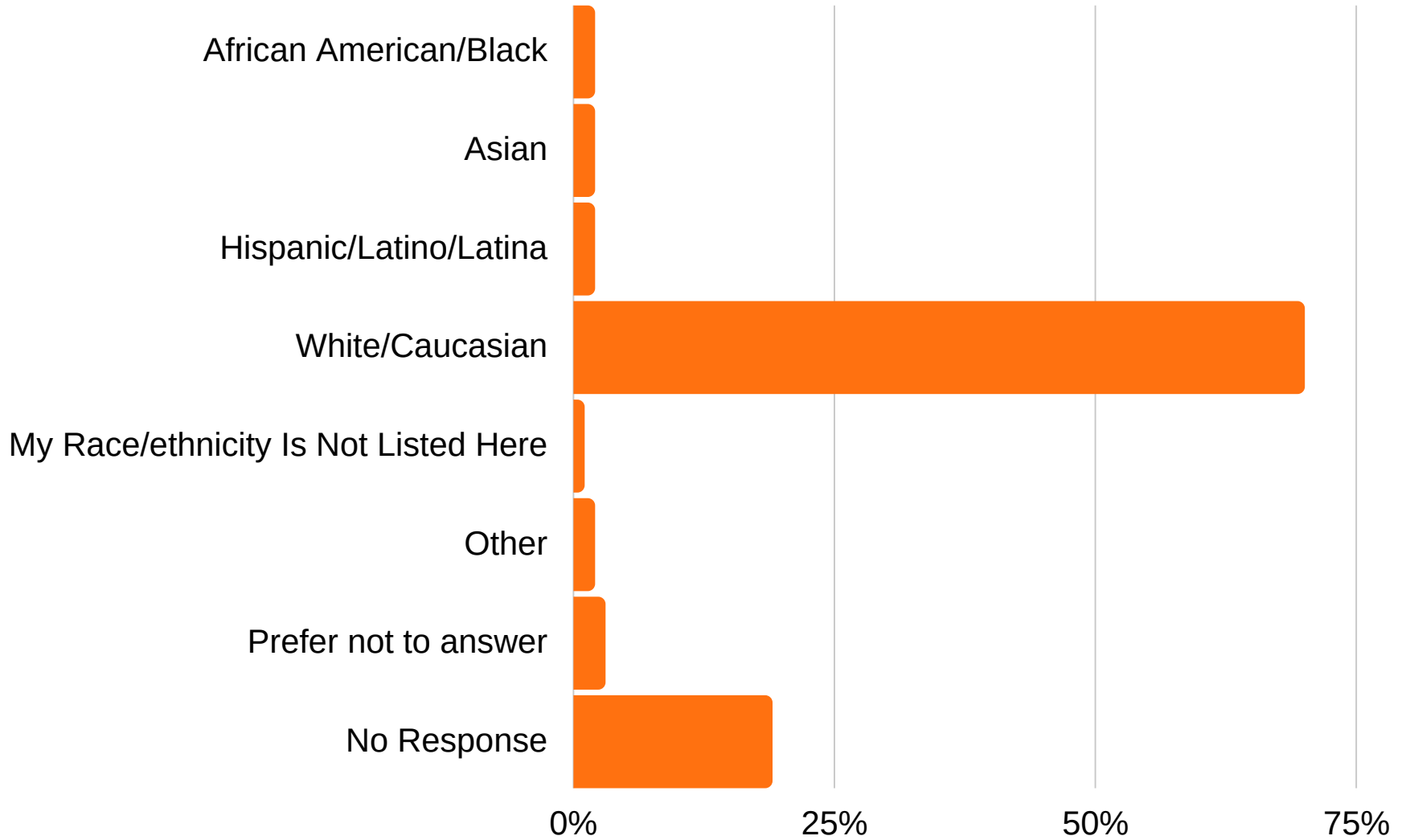
My gender identity is not listed here: 0

Prefer not to answer: 10

No Response: 107

As of 12.01.21

# AORE Membership - Race/Ethnicity



## Responses in Numbers

African American/Black: 9

Asian: 11

Hispanic/Latino/Latina: 11

White/Caucasian: 406

My Race/ethnicity Is Not Listed Here: 4

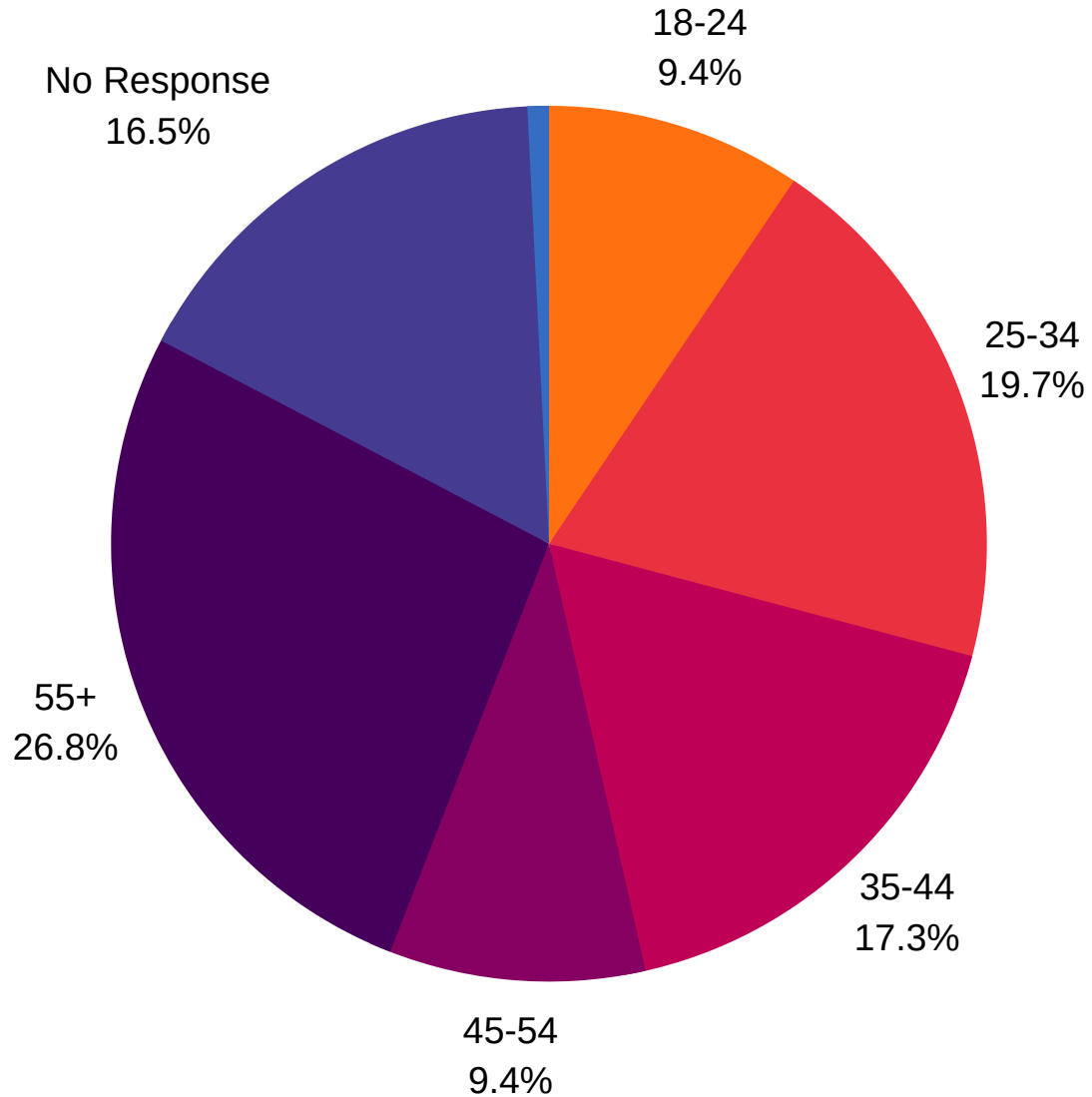
Other: 10

Prefer not to answer: 20

No Response: 107

As of 12.01.21

# AORE Membership - Age Range



## Responses in Numbers

18-24: 70

25-34: 146

35-44: 129

45-54: 72

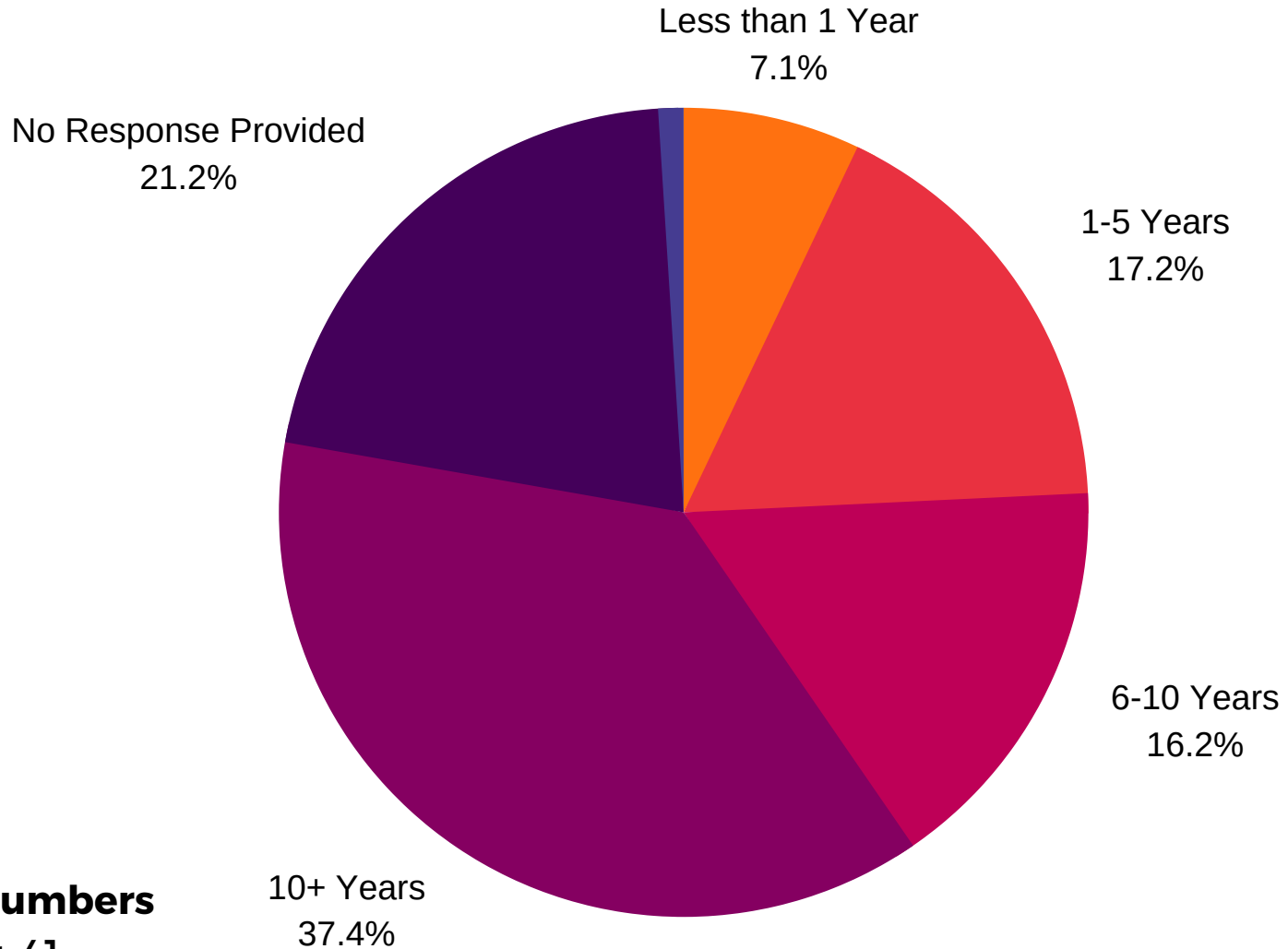
55+: 34

Prefer not to answer: 3

No Response: 124

As of 12.01.21

# AORE Membership - Years in Profession



## Responses in Numbers

Less than 1 Year: 41

1-5 Years: 99

6-10 Years: 91

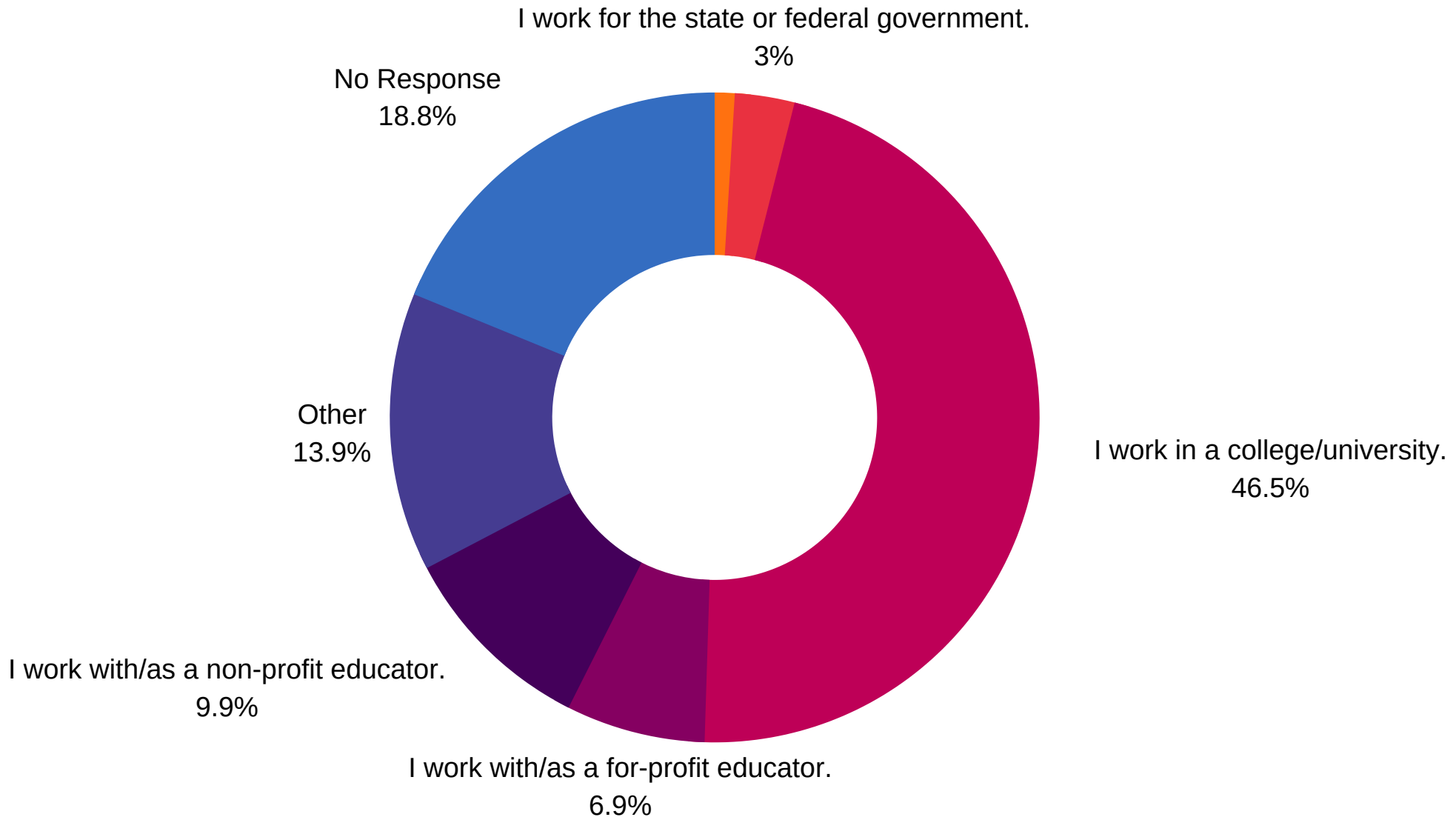
10+ Years: 215

Prefer not to answer: 8

No Response: 124

As of 12.01.21

# AORE Membership - Audience Bucket



## Responses in Numbers

I work for the military: 3

I work for the state or federal government: 17

I work in a college/university: 271

I work with/as a for-profit educator: 38

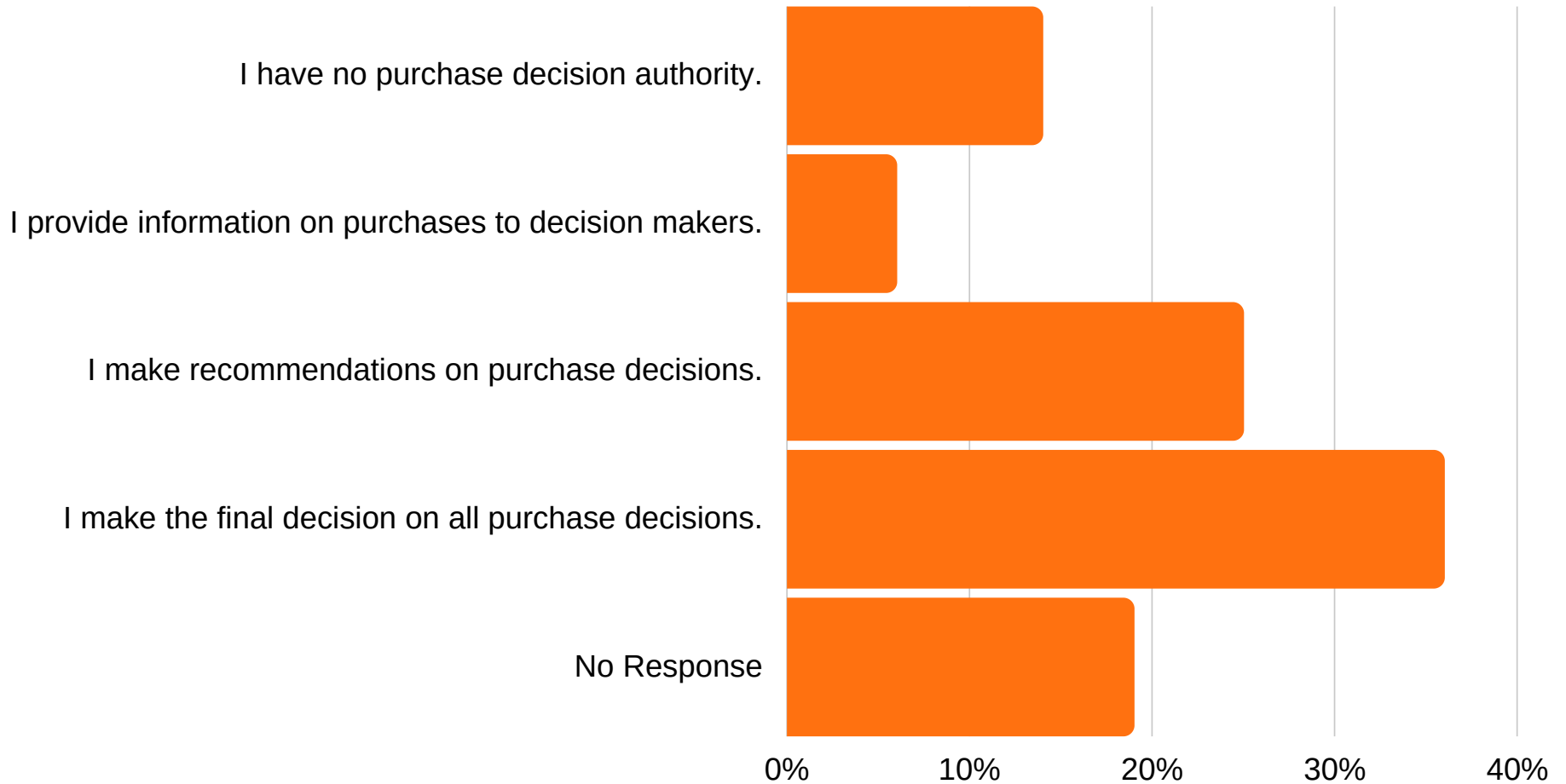
I work with/as a non-profit educator: 60

Other: 80

No Response: 109

As of 12.01.21

# AORE Membership - Decision Making Authority



## Responses in Numbers

I have no purchase decision authority: 82

I provide information on purchases to decision makers: 36

I make recommendations on purchase decisions: 144

I make the final decision on all purchase decisions: 207

No Response: 109

As of 12.01.21