



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

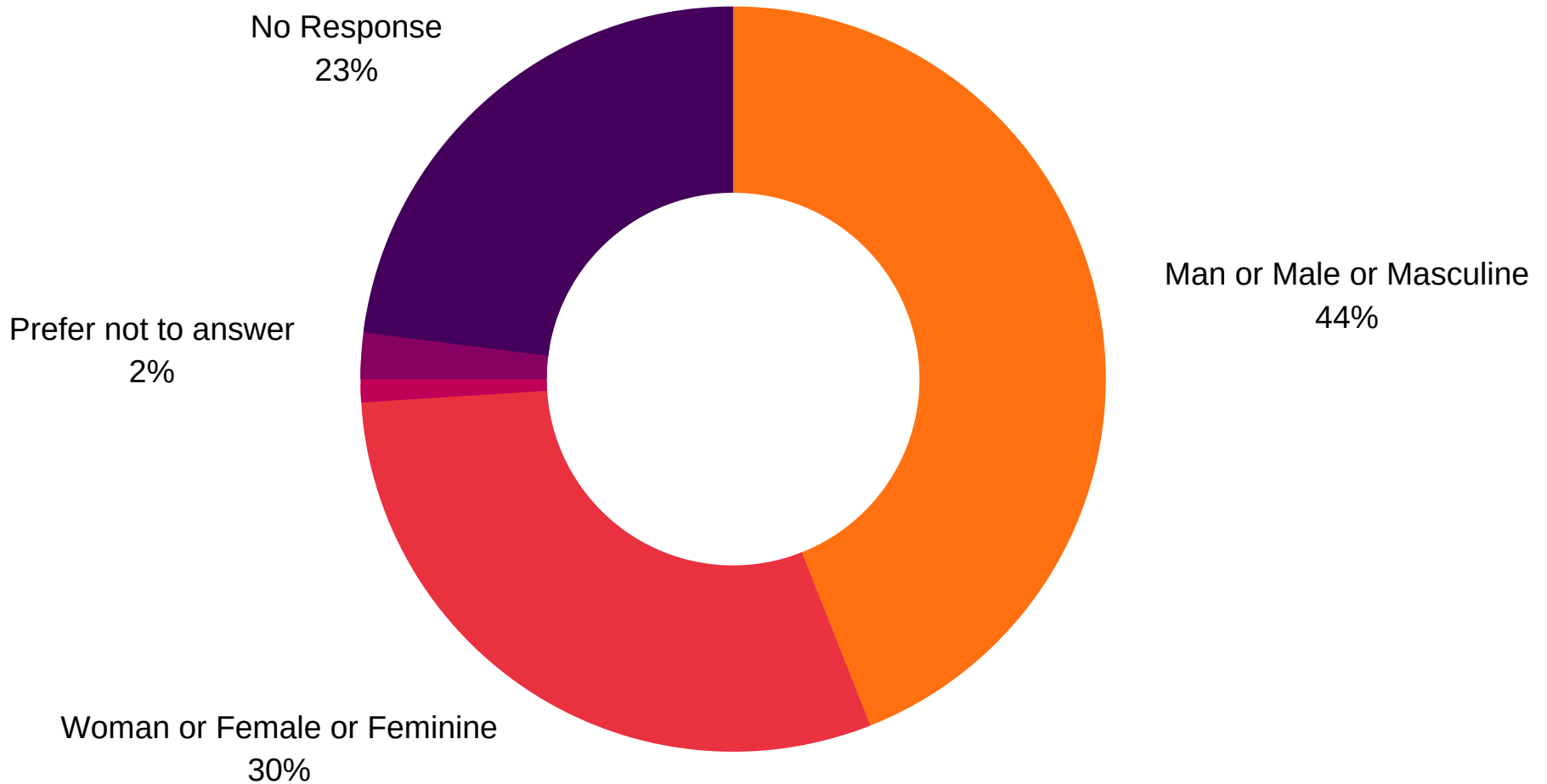
AGE RANGE

- 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: 295

Woman or Female or Feminine: 197

Transgender Man or Male or Masculine: 1

Gender non-conforming or Genderqueer: 4

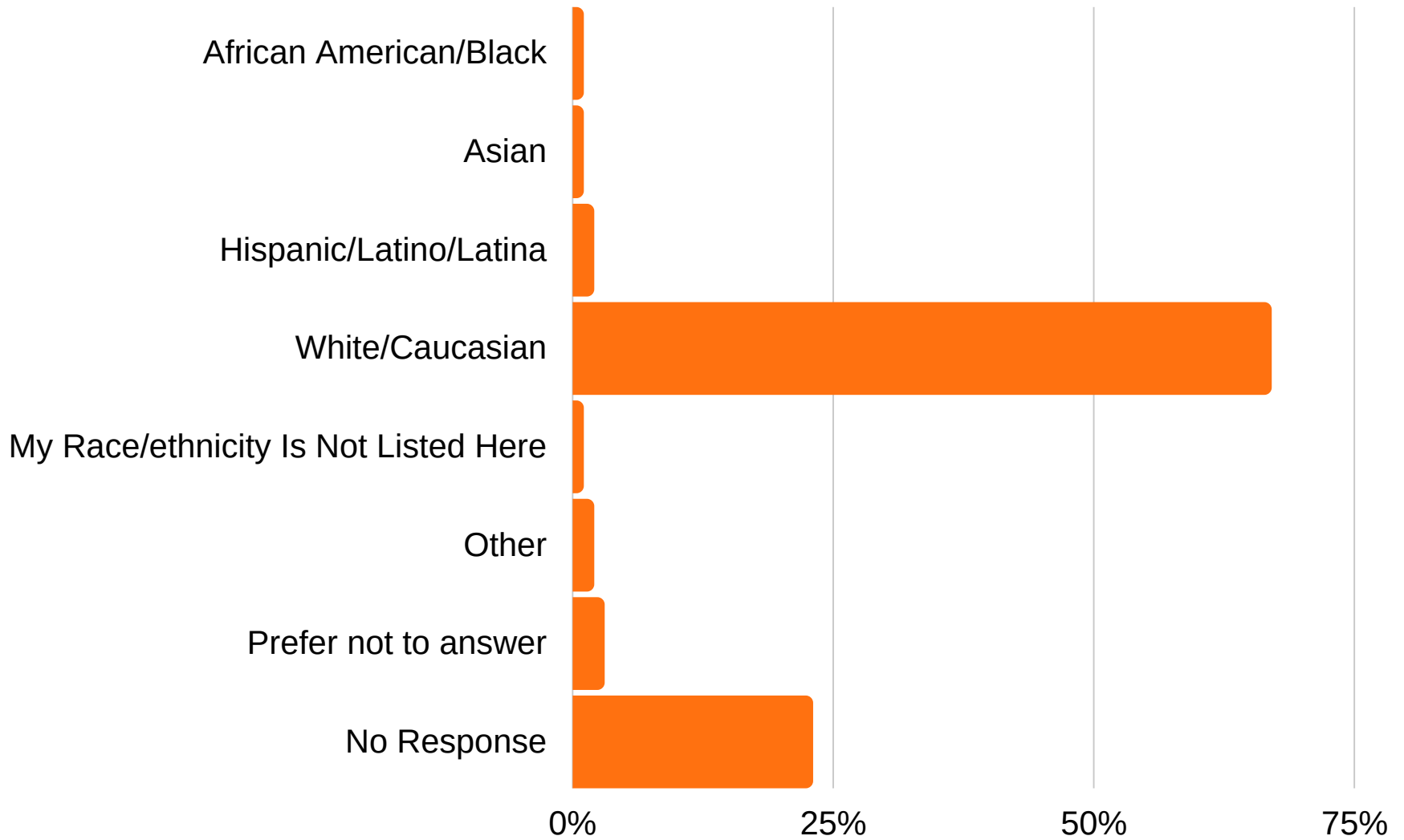
My gender identity is not listed here: 1

Prefer not to answer: 14

No Response: 152

As of 07.01.21

AORE Membership - Race/Ethnicity



Responses in Numbers

African American/Black: 9

Asian: 6

Hispanic/Latino/Latina: 12

White/Caucasian: 447

My Race/ethnicity Is Not Listed Here: 6

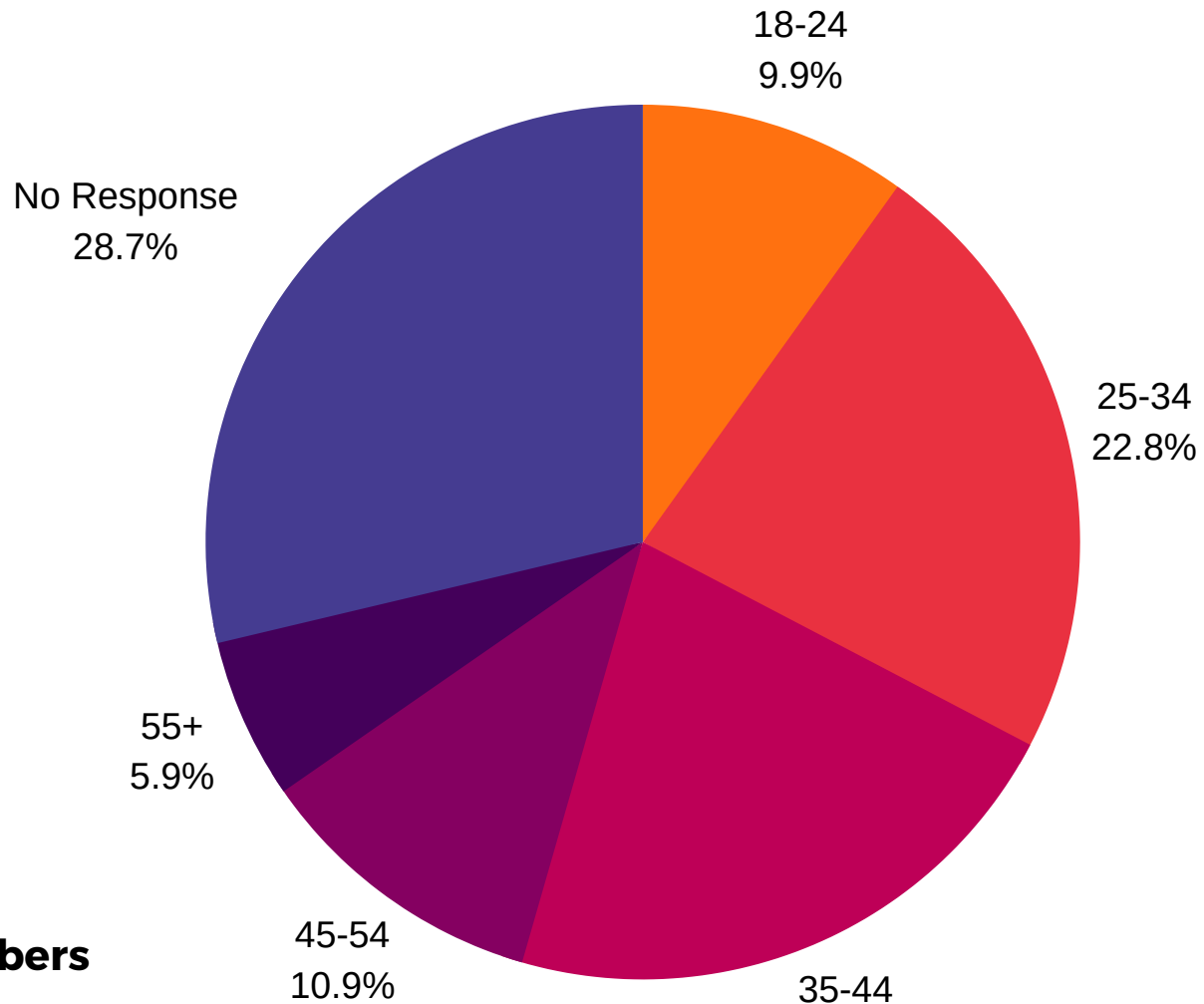
Other: 13

Prefer not to answer: 19

No Response: 152

As of 07.01.21

AORE Membership - Age Range



Responses in Numbers

18-24: 66

25-34: 154

35-44: 143

45-54: 70

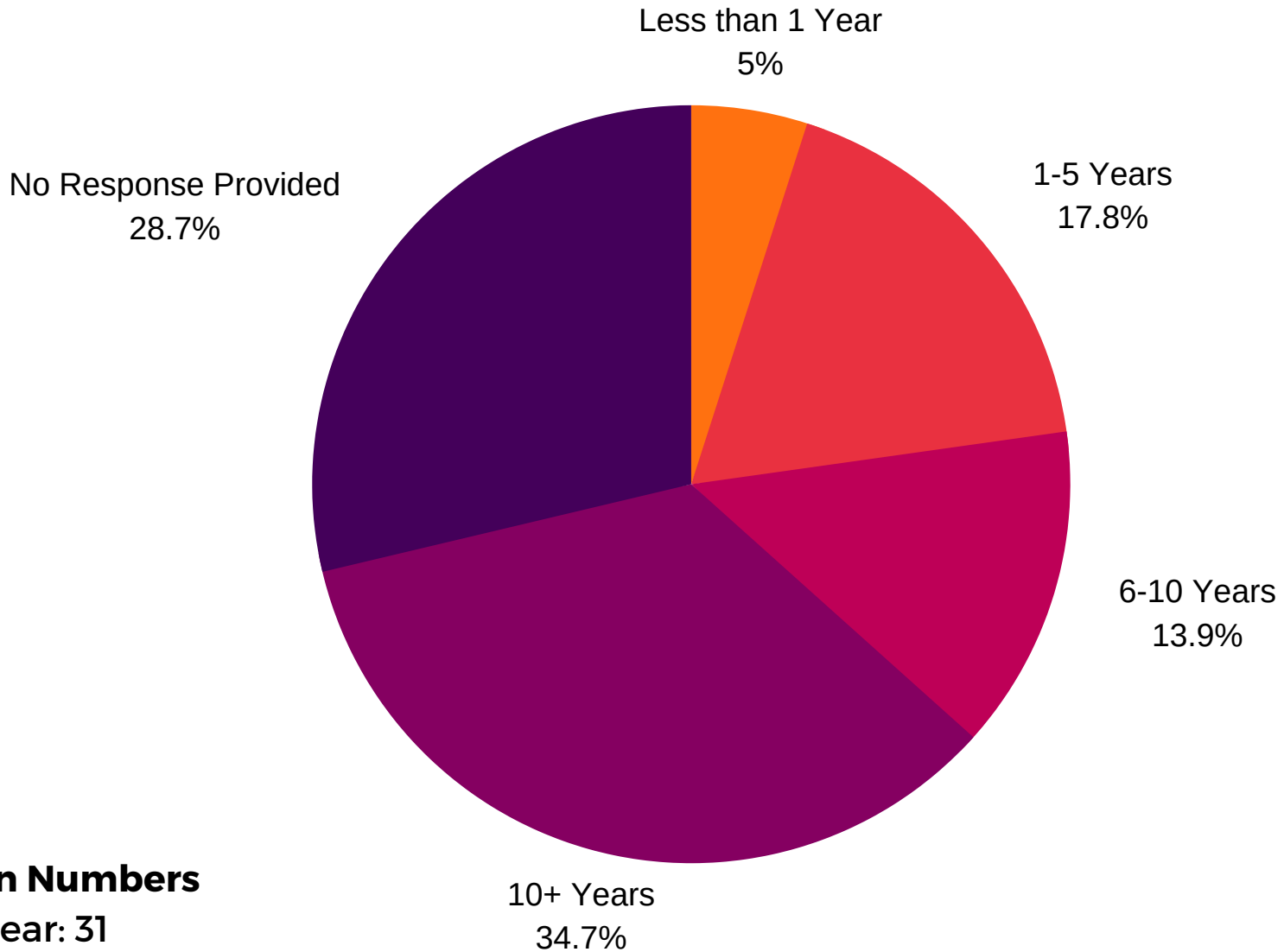
55+: 37

Prefer not to answer: 2

No Response: 192

As of 07.01.21

AORE Membership - Years in Profession



Responses in Numbers

Less than 1 Year: 31

1-5 Years: 117

6-10 Years: 91

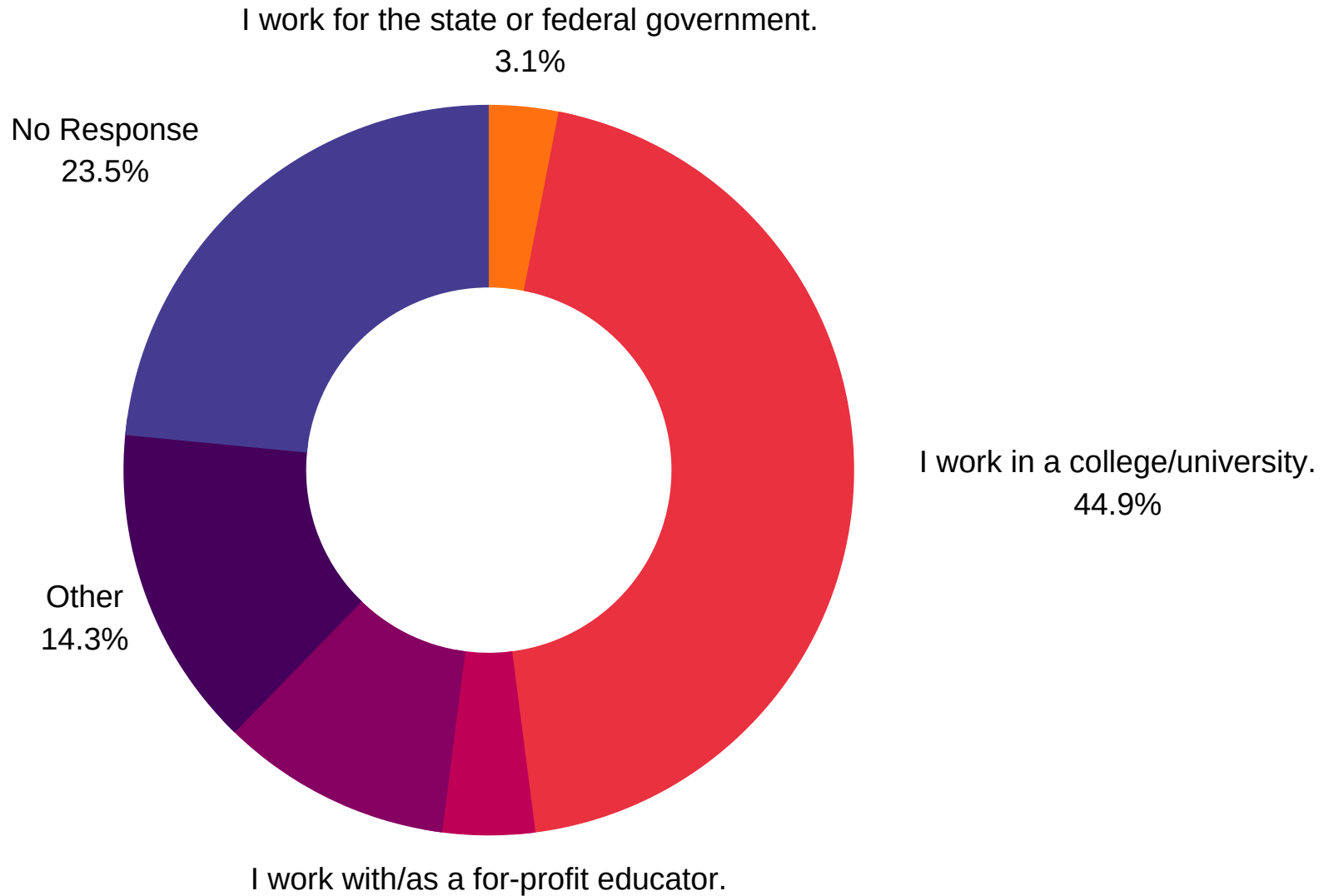
10+ Years: 230

Prefer not to answer: 2

No Response: 192

As of 07.01.21

AORE Membership - Audience Bucket

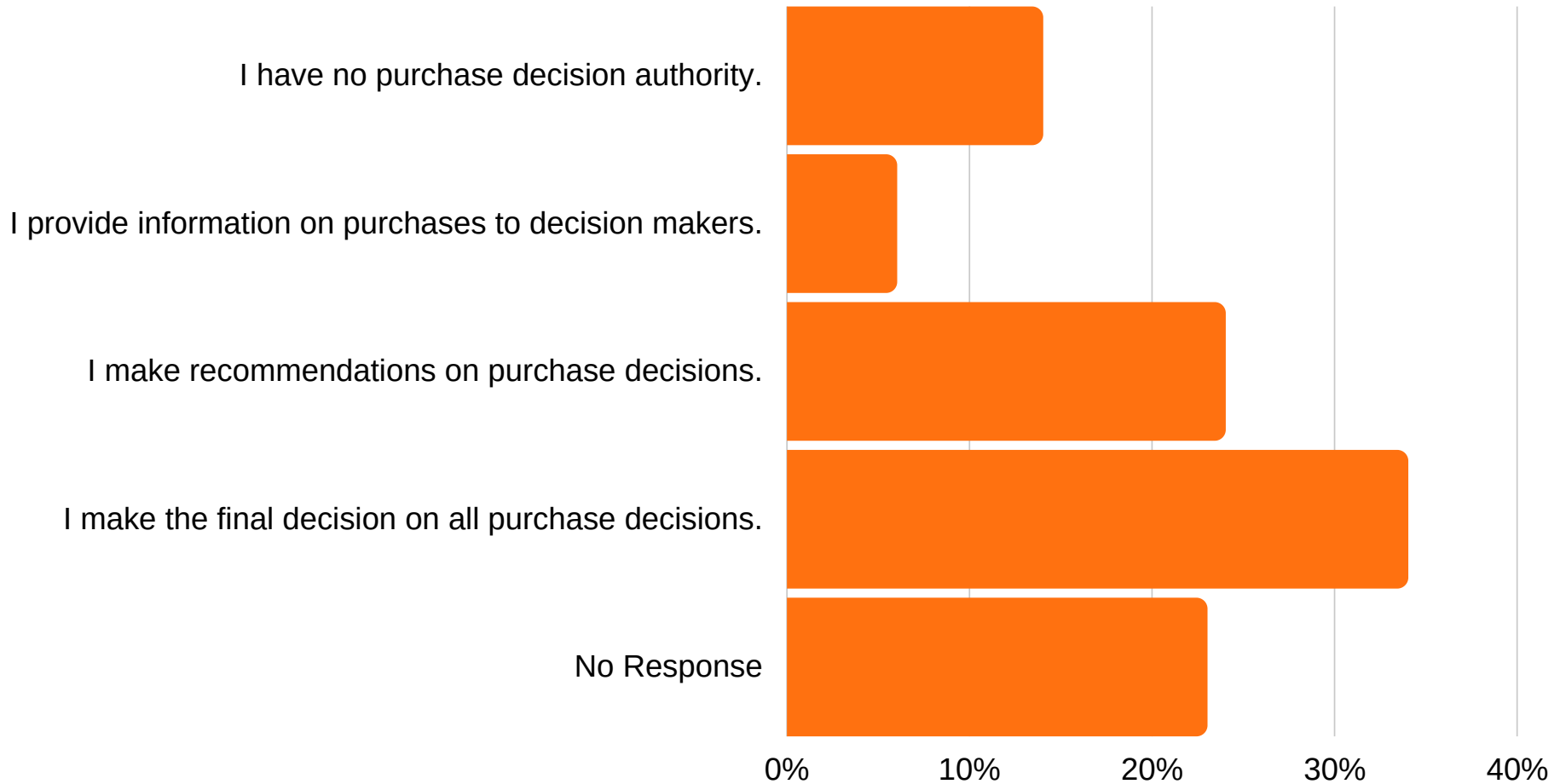


Responses in Numbers

- I work for the military: 3
- I work for the state or federal government: 22
- I work in a college/university: 295
- I work with/as a for-profit educator: 29
- I work with/as a non-profit educator: 66.
- Other: 94
- No Response: 155

As of 07.01.21

AORE Membership - Decision Making Authority



Responses in Numbers

I have no purchase decision authority: 91

I provide information on purchases to decision makers: 37

I make recommendations on purchase decisions: 158

I make the final decision on all purchase decisions: 223

No Response: 155

As of 07.01.21