2018 MDRT ANNUAL MEETING MEMBER ATTENDEES

2018-Q3 Research Brief

2018 MDRT ANNUAL MEETING ATTENDEES

PURPOSE AND METHODOLOGY

The purpose of this research brief is to look at the demographics of 2018 members who attended the 2018 Annual Meeting in Los Angeles, California. Taking the *final* attendee list from Experient and merging in background information from Aptify-subscriptions as of September 25, 2018[1] rendered 12,198 current members who had attended the 2018 Annual Meeting. Using the combined file, the following demographic variables will be considered:

1. Location
    - Distribution of total attendees by country
    - Attendees as a percent of total members by country
2. Gender
3. Age
4. Membership level
5. Membership type
6. Total years of membership
7. Company affiliation
8. Production
    - Qualifying commission
    - Qualifying premium

SELECT POINTS OF INTEREST

⇒ China had the biggest representation at the AM; however, among countries with more than 100 members in attendance, Brazil and Mexico had the highest percent of their overall members at the AM (66.0% and 61.3%, respectively).

⇒ Female members outnumbered males at the AM.

⇒ The average age of attendees is 43.4 years. The youngest country at the AM was Macau and the oldest was UK (average ages of 34.4 and 53.8, respectively).

⇒ Just under five percent of members at the AM were Top of the Table. TOT members are always sought after and looked up to by first-time members. Their chances of finding them would've been highest amongst the following five countries which together comprised 63.2% of TOT attendees: China, U.S., Japan, UK and Mexico.

⇒ While the average years of membership among attendees is 4.1 years, 198 attendees have 25 or more years of membership.

⇒ Almost all (95.9%) attendees have a company affiliation in their membership record. Among those with a company affiliation, one out of four were from three companies: Ping An (China), Everpro (China) and AIA (China).

[1] The 2018 Membership Database is being cleaned daily (i.e., merging of duplicate records, production cleanup, status/level upgrades, etc.). Therefore, the demographic information should be considered a "snapshot" as of 9/25/2018.

2018 ANNUAL MEETING MEMBER ATTENDEE DEMOGRAPHICS

Country

The 12,198 member attendees were from 53 countries listed in the table below. At 35.2%, China had the biggest representation among members who attended the 2018 AM. What percentage of all Chinese members attended the meeting? The next table displays attendance in relation to total membership.

Country	Number	Percent	Country- cont.	Number	Percent
China	4295	35.2%	Israel	17	0.1%
Japan	1074	8.8%	Greece	15	0.1%
Thailand	946	7.8%	United Arab Emirates	12	0.1%
India	914	7.5%	Cyprus	10	0.1%
Hong Kong	886	7.3%	Lebanon	10	0.1%
Taiwan	684	5.6%	Lithuania	10	0.1%
Mexico	553	4.5%	Bahamas	9	0.1%
United States	491	4.0%	South Africa	7	0.1%
Philippines	475	3.9%	Peru	6	0.05%
Indonesia	297	2.4%	Russia	4	0.03%
Republic of Korea	254	2.1%	Barbados	3	0.02%
Singapore	230	1.9%	Belize	3	0.02%
Brazil	155	1.3%	Poland	3	0.02%
Malaysia	147	1.2%	Belgium	2	0.02%
Canada	141	1.2%	Bermuda	2	0.02%
Jamaica	77	0.6%	Brunei	2	0.02%
United Kingdom	72	0.6%	Italy	2	0.02%
Sri Lanka	59	0.5%	Bolivia	1	0.01%
Australia	54	0.4%	Cambodia	1	0.01%
Ireland	44	0.4%	Cayman Islands	1	0.01%
Macau	43	0.4%	Colombia	1	0.01%
Hungary	40	0.3%	El Salvador	1	0.01%
Trinidad & Tobago	34	0.3%	Portugal	1	0.01%
Panama	32	0.3%	Saint Kitts & Nevis	1	0.01%
New Zealand	31	0.3%	Uruguay	1	0.01%
Pakistan	25	0.2%	Virgin Islands British	1	0.01%
Argentina	19	0.2%	**Total**	**12198**	**100.0%**

	Total Members (9/25/2018)	2018 AM Attendees	% Attended
China	17649	4295	24.3%
Japan	6576	1074	16.3%
Thailand	2237	946	42.3%
India	2895	914	31.6%
Hong Kong	9991	886	8.9%
Taiwan	2784	684	24.6%
Mexico	902	553	61.3%
United States	7938	491	6.2%
Philippines	2068	475	23.0%
Indonesia	2073	297	14.3%
Korea	3026	254	8.4%
Singapore	1476	230	15.6%
Brazil	235	155	66.0%
Malaysia	1169	147	12.6%
Canada	875	141	16.1%
Jamaica	149	77	51.7%
United Kingdom	114	72	63.2%
Sri Lanka	422	59	14.0%
Australia	130	54	41.5%
Ireland	61	44	72.1%
Macau	472	43	9.1%
Hungary	44	40	90.9%
Trinidad & Tobago	78	34	43.6%
Panama	54	32	59.3%
New Zealand	74	31	41.9%
Pakistan	223	25	11.2%
Argentina	39	19	48.7%
Israel	121	17	14.0%
Greece	41	15	36.6%
United Arab Emirates	78	12	15.4%
Cyprus	20	10	50.0%
Lebanon	20	10	50.0%
Lithuania	11	10	90.9%
Bahamas	30	9	30.0%
South Africa	75	7	9.3%
Peru	7	6	85.7%
Russia	7	4	57.1%
Barbados	11	3	27.3%
Belize	3	3	100.0%
Poland	34	3	8.8%
Belgium	4	2	50.0%
Bermuda	2	2	100.0%
Brunei	14	2	14.3%
Italy	10	2	20.0%
Bolivia	1	1	100.0%
Cambodia	47	1	2.1%
Cayman Islands	1	1	100.0%
Colombia	1	1	100.0%
El Salvador	1	1	100.0%
Portugal	2	1	50.0%
Saint Kitts & Nevis	1	1	100.0%
Uruguay	2	1	50.0%
Virgin Islands British	1	1	100.0%

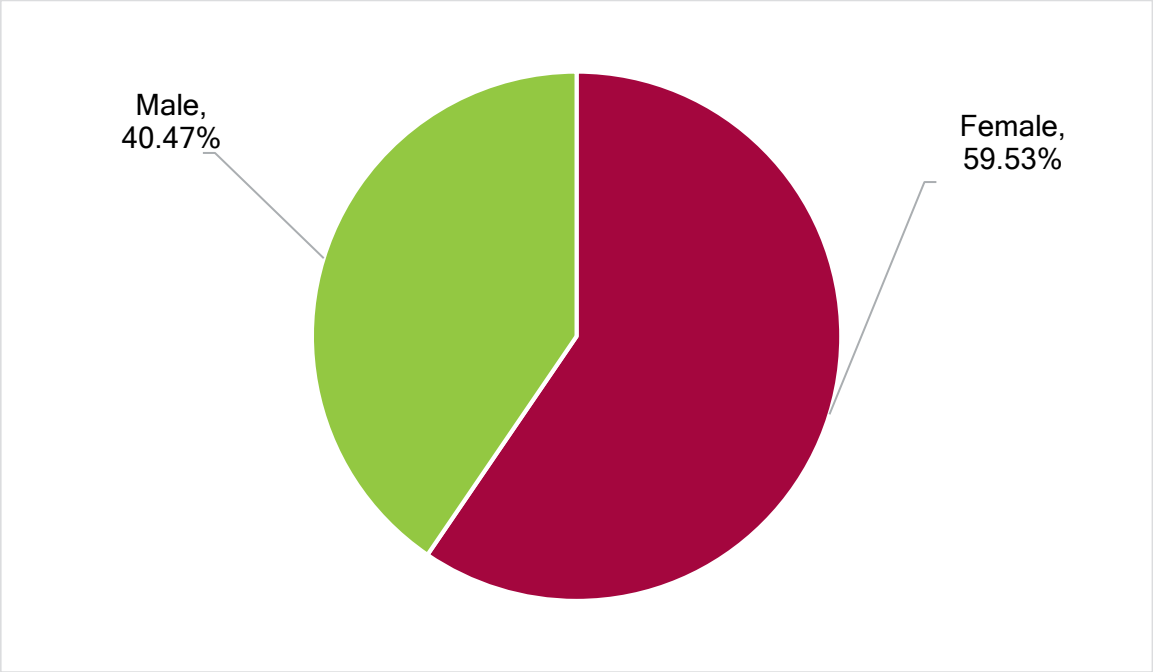
Almost one out of every four Chinese members attended the Annual Meeting.

Considering countries with more than 100 members attending, Brazil, Mexico and Thailand, had the highest percentage of their members attend the Annual Meeting.

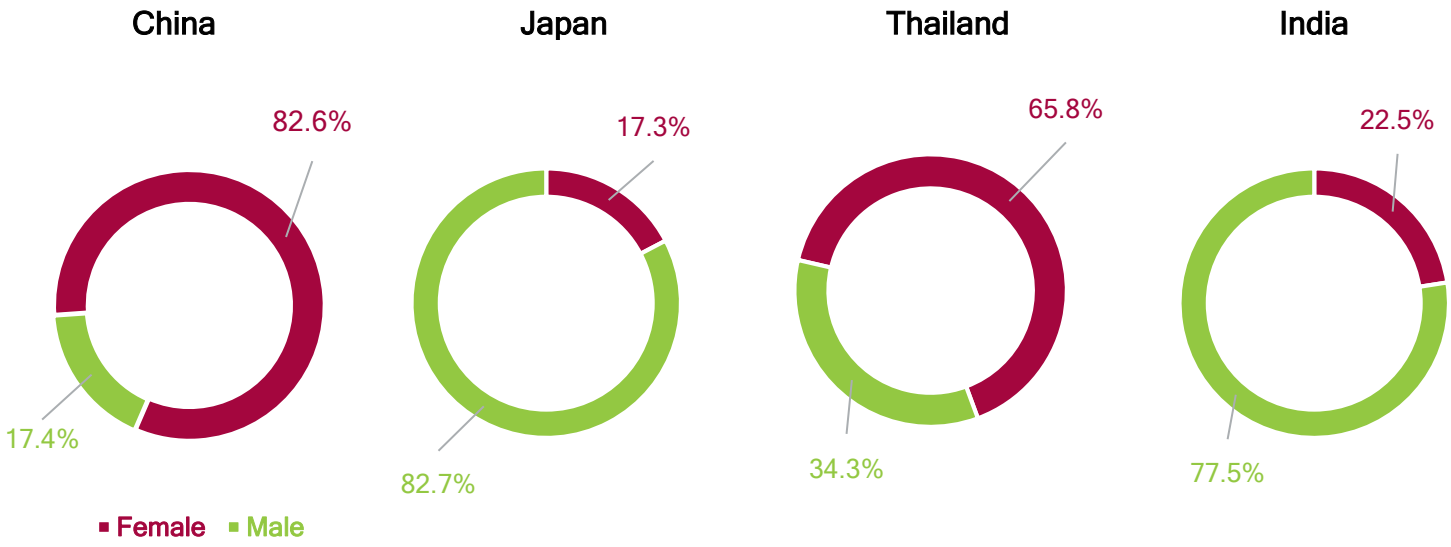
Side note: 40 out of the 44 members from Hungary attended the AM.

Gender

Female attendees outnumbered male attendees – 7,262 and 4,936, respectively. This resembles the overall makeup of membership with a slightly higher percent of Annual Meeting attendees being female (i.e., 59.3% of attendees are female vs 56.6% all members are female).



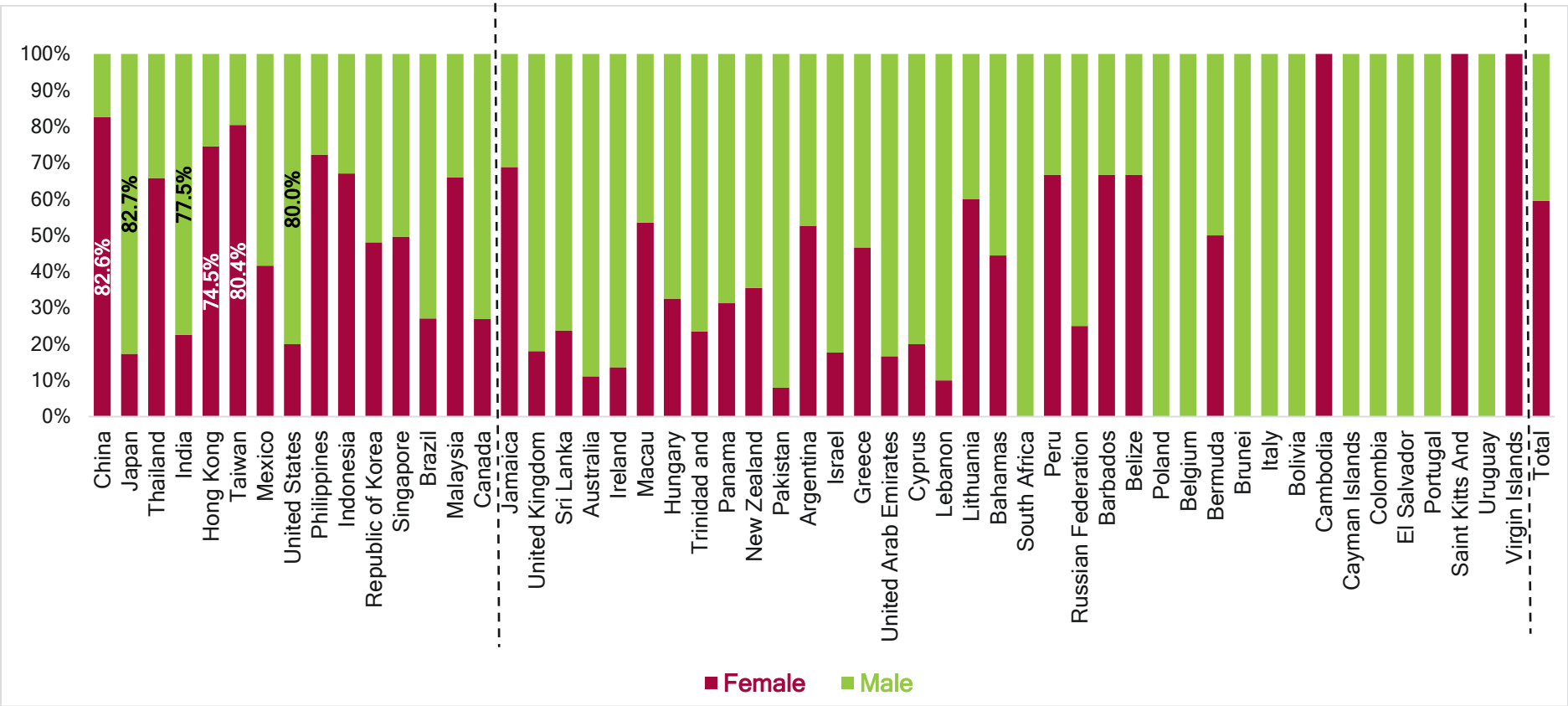
Among the top four countries at 2018 AM, the gender distribution differed. Two of the top four countries (China and Thailand) have predominately female attendees, while the other two countries (Japan and India) have predominantly male attendees.



The percent distribution by gender is displayed for all countries of attendees in the graph below. While at first glance the green portion of the bars representing males is dominant, one has to take into account the total number of attendees (refer to the first table).

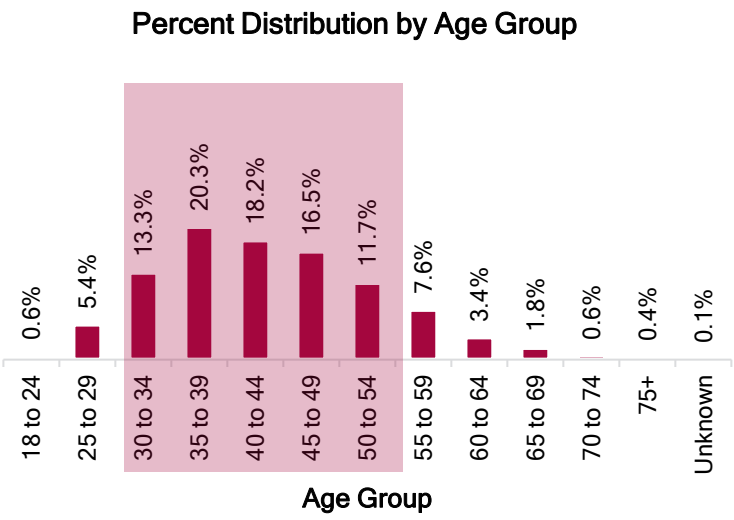
Among countries with greater than 100 member attendees, China, Hong Kong and Taiwan have the highest female distribution. Japan, U.S. and India have the highest male distribution.

These countries had less than 100 members attending the 2018 AM.



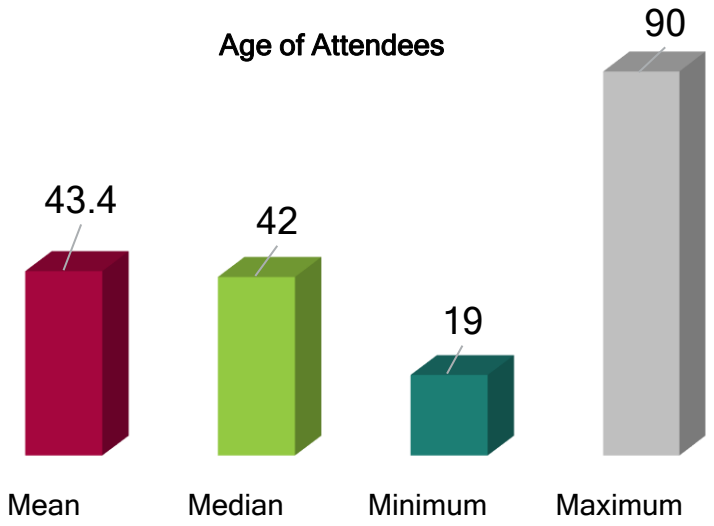
Age

Overall, the majority of attendees are 30-54 years old. However, a sizable number (1,690) of attendees are 55 years or older. The average age is 43.4 years and the median age is 42. (Note that, here, age is calculated by subtracting birth year from 2018 and reflects age at the end of 2018 – therefore, not necessarily the age during AM.)



Age Group	Number	Percent
18 to 24	68	0.56%
25 to 29	656	5.38%
30 to 34	1621	13.29%
35 to 39	2476	20.30%
40 to 44	2223	18.22%
45 to 49	2014	16.51%
50 to 54	1433	11.75%
55 to 59	927	7.60%
60 to 64	414	3.39%
65 to 69	220	1.80%
70 to 74	78	0.64%
75+	51	0.42%
Unknown	17	0.14%
Total	**12198**	**100.00%**

80.1% are 30-54 years old



Age varies by country. Among countries that had more than 30 members attending the 2018 AM, members from Macau had the lowest mean (34.4) and median (31) age, while members from UK had the highest (53.8 and 55).

	Analysis Variable : age2018				
Country	**Mean**	**Median**	**Minimum**	**Maximum**	**N**
China	41.9	41	23	73	4294
Japan	44.7	44.5	24	80	1074
Thailand	42.5	41	20	76	946
India	42.1	40	21	79	898
Hong Kong	39.7	39	22	70	886
Taiwan	46.6	48	24	70	684
Mexico	43.5	43	24	70	553
United States	52.6	53	24	90	491
Philippines	46.2	46	20	76	475
Indonesia	45.1	46	19	72	297
Republic of Korea	41.3	41.5	24	62	254
Singapore	38.8	36.5	23	69	230
Brazil	39.6	38	25	70	155
Malaysia	42.1	41	25	64	147
Canada	50.3	49	28	90	141
Jamaica	47.2	49	26	70	77
United Kingdom	**53.8**	**55**	28	76	72
Sri Lanka	45.5	44	28	69	59
Australia	51.9	50	28	80	54
Ireland	52.9	54	35	74	44
Macau	**34.4**	**31**	24	62	43
Hungary	42.0	42.5	26	64	40
Trinidad & Tobago	46.9	46	25	74	34
Panama	48.1	49	27	77	32
New Zealand	46.5	45	28	60	31

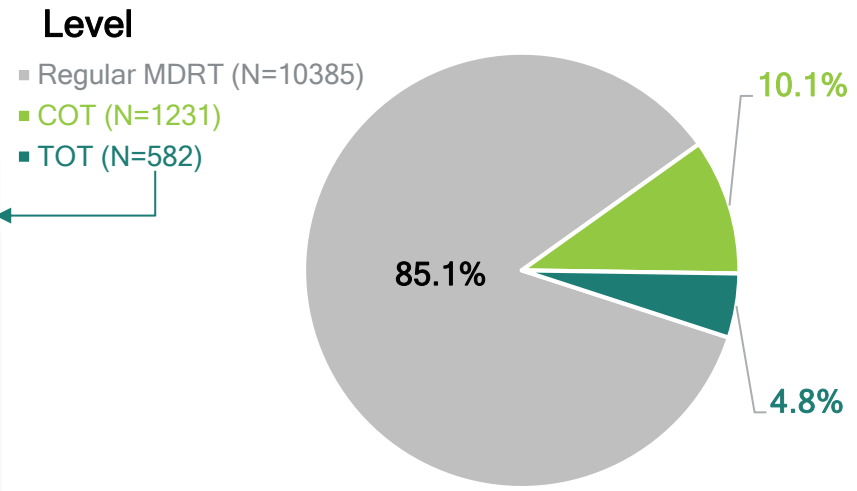
(Among the 28 countries (not shown) with less than 30 members attending, the youngest attendee is 27 and the oldest 75.)

Membership Level

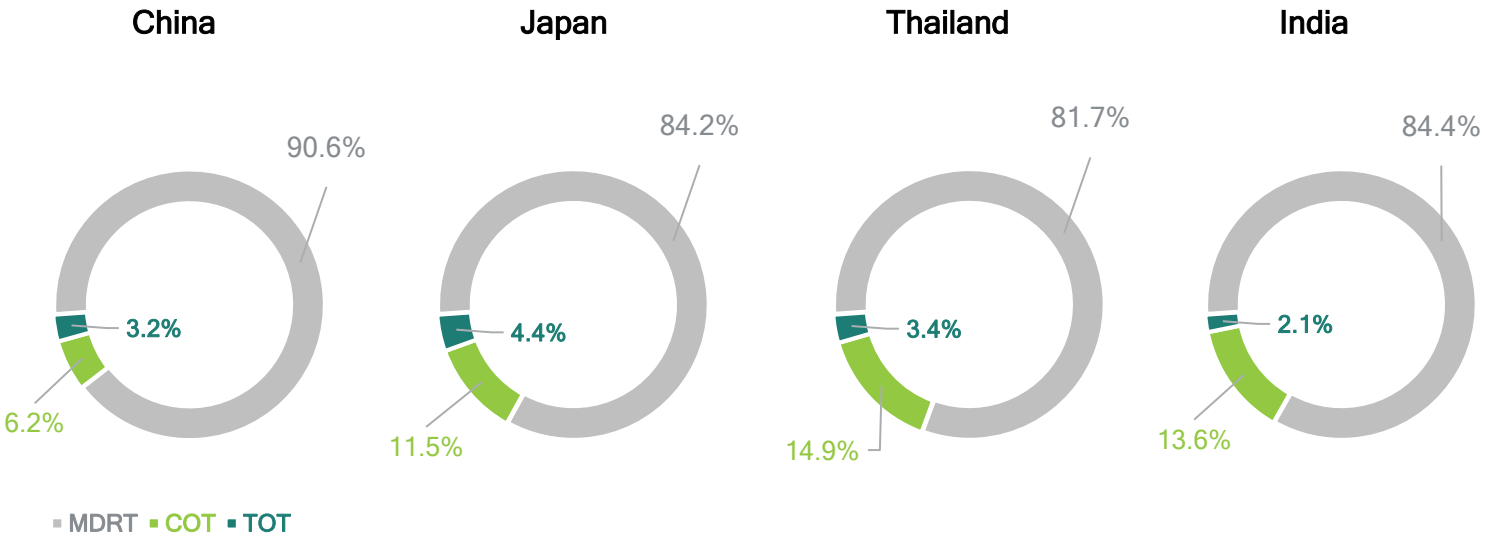
The percent distribution of AM attendees by their membership level resembles that of the whole membership – with slightly higher percentages of COT and TOT members amongst attendees vs. overall membership.

Of the total 582 TOT members at the AM, 368 (or 63.2%) were from five countries:

	TOT members at AM	Total members at AM	% TOT at AM
China	138	4295	3.2%
U.S.	99	491	20.2%
Japan	47	1074	4.4%
UK	43	72	59.7%
Mexico	41	553	7.4%



The distribution by membership level is shown for attendees among the top four (top in terms of total attendees) countries at 2018 AM. For all four, less than 5% of their attendees are TOT. Japan, Thailand and India have a higher percentage of COT members compared to China. (Keep in mind that percent distribution is not necessarily reflective of the highest number, for example: 50% of six is three and 20% of 100 is 20.)



The percent distribution by membership level for all countries of attendees is displayed in the graph below.

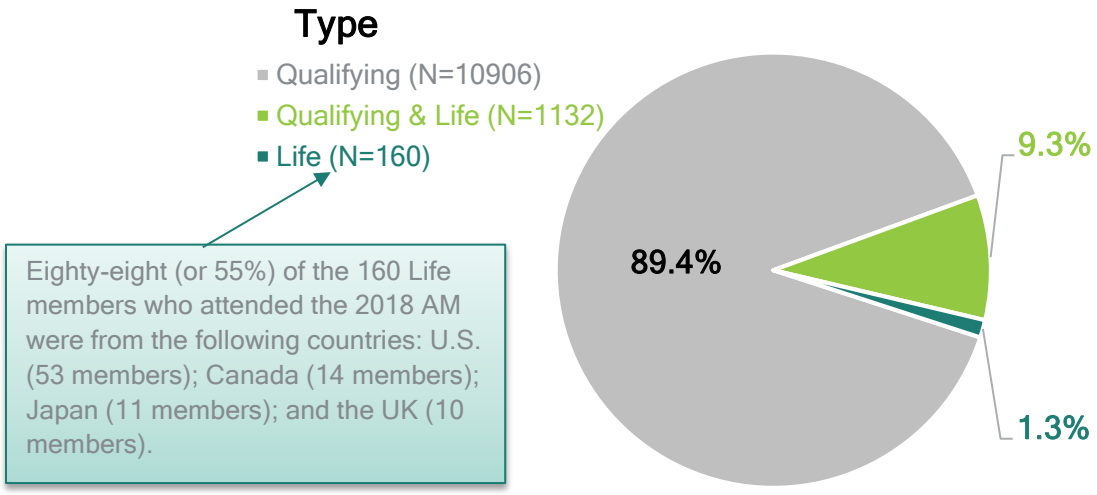
- Considering countries that had 25 or more attendees, the distribution of TOT members from UK is the highest* at 59.7%.
- Australia (25.9%), U.S. (20.2%) and Canada (19.1%) were the next highest.

These countries had less than 25 members attending the 2018 AM.

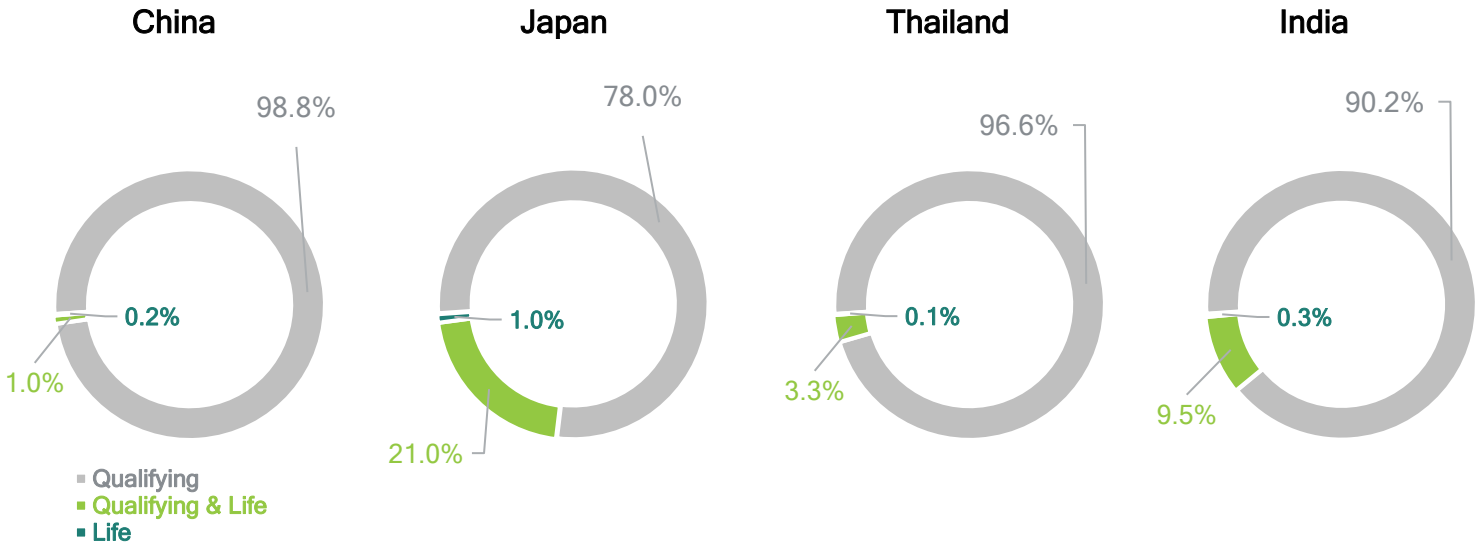
**UK has a total of 114 members. Their TOT members outnumber MDRT and COT members – out of the total of 114 members, 54 are TOT. And of the 54 TOT members, 43 (or 79.6%) attended the 2018 AM and, thereby, makeup a high percentage (59.7%) of their total 72 attendees.*

Membership Type

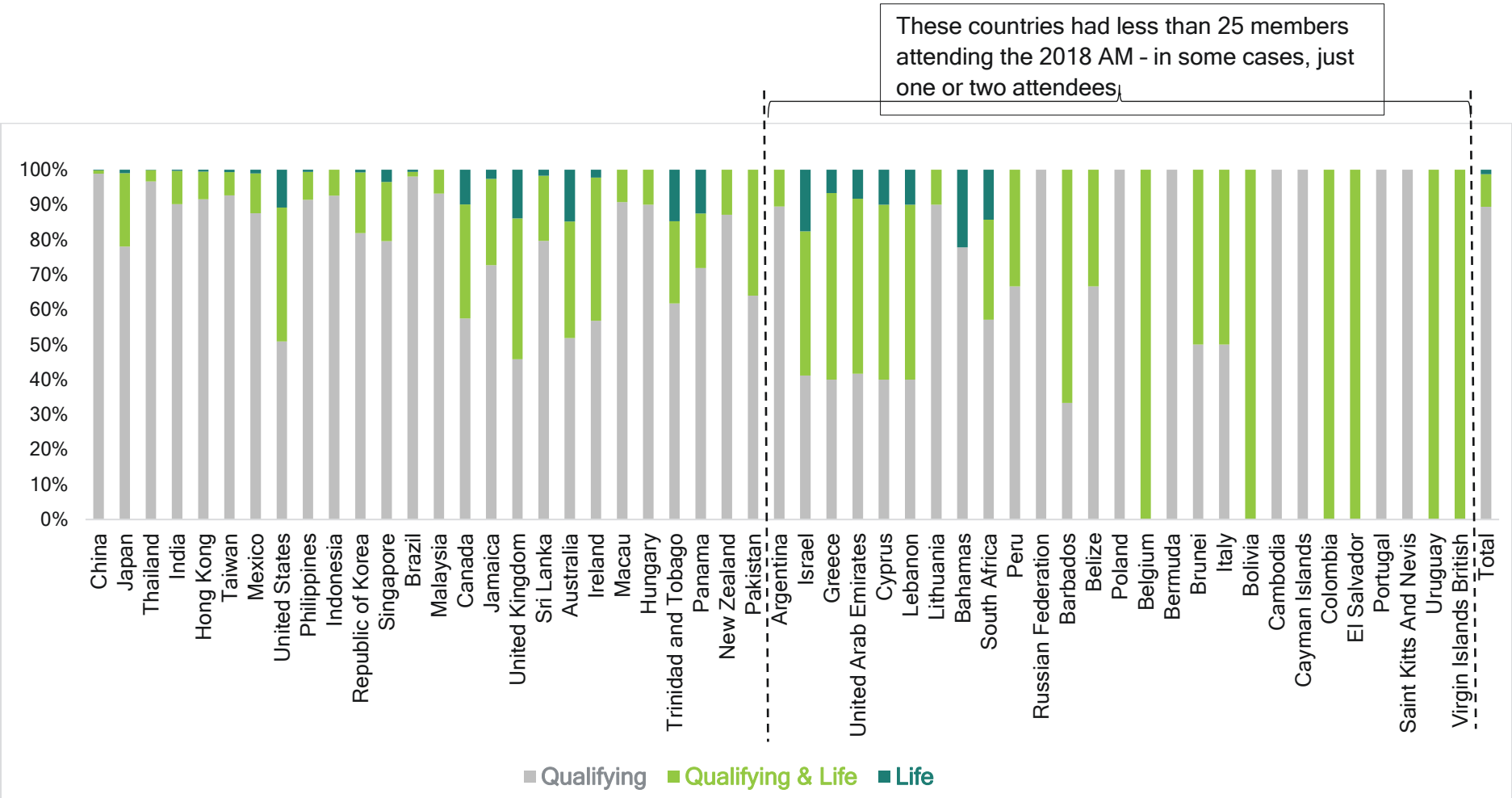
Membership type is associated with longevity (years) of membership. The percent distribution of attendees by their membership type is shown in the pie chart below. Compared to the overall membership, the AM had lower percentages of L and QL members (overall, 5.15% are Life members and 11.34% are Qualifying and Life).



Below, the distribution by membership type is shown for attendees among the top four countries at the 2018 AM. Of the four, Japan has the highest percentage of QL and L attendees.

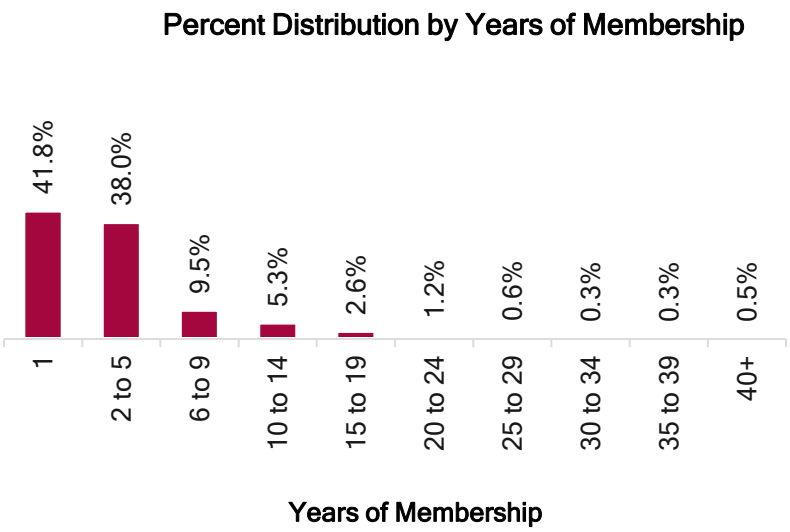


The percent distribution by membership type for countries of all attendees is displayed in the graph below. As shown, Qualifying members (gray portion of the bars) dominate. Countries with more history (years of membership), have higher distributions of QL and L attendees.



Total Years of Membership

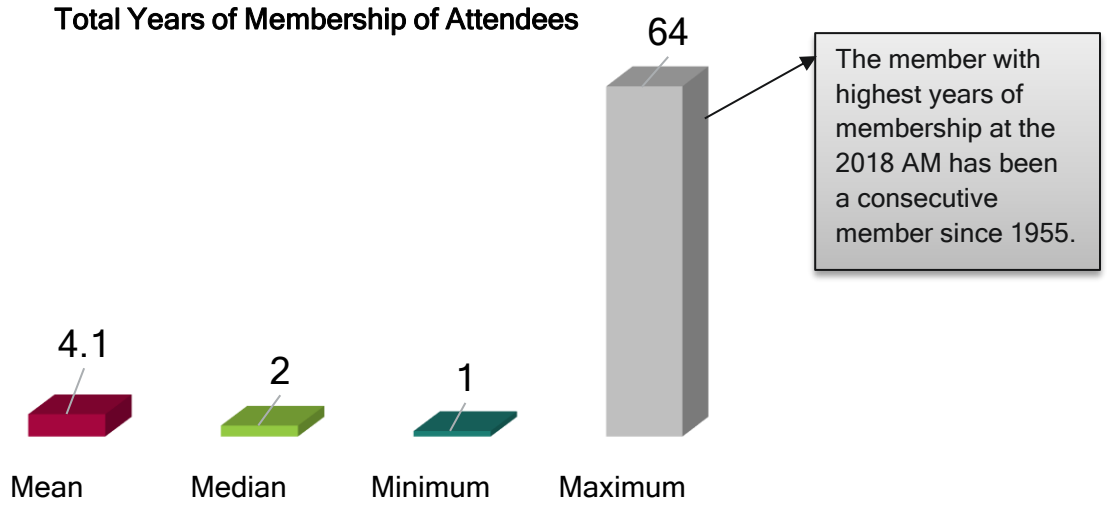
Overall, the majority of attendees have five or less years of membership. The average years of membership is 4.1 years and the median is two. Nevertheless, 198 attendees have 25 or more years of membership.



Total years of membership	Number	Percent
1	5093	41.8%
2 to 5	4637	38.0%
6 to 9	1162	9.5%
10 to 14	644	5.3%
15 to 19	312	2.6%
20 to 24	152	1.2%
25 to 29	74	0.6%
30 to 34	34	0.3%
35 to 39	31	0.3%
40 and over	59	0.5%
Total	**12198**	**100.1%**

79.8% have 1-5 years of membership

198 (or 1.7%) are Quarter Century



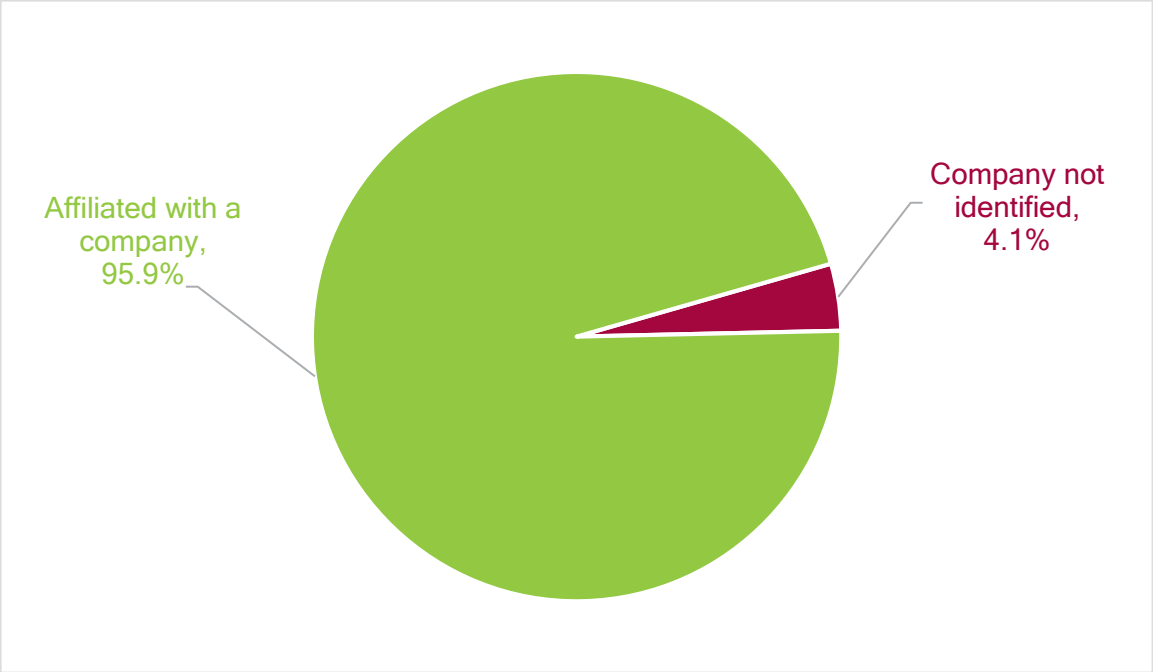
The table below shows the mean, median, minimum and maximum total years of membership for members that attended the 2018 AM by their respective countries. Total years of membership varies widely by country. Among Chinese members attending the 2018 AM, 59.0% (or 2536) are first-time 2018 members – this is evident in the lowest mean membership years for China in the table below (2.0 years).

Among countries with greater than 50 member attendees, U.S. members have the highest mean years of membership (14.1 years), followed by UK members (13.9) and Canada (12.7).

	Analysis Variable : Total Years of Membership				
Country	**Mean**	**Median**	**Minimum**	**Maximum**	**N**
China	2.0	1	1	24	4295
Japan	5.9	4	1	31	1074
Thailand	2.9	2	1	31	946
India	3.8	2	1	28	914
Hong Kong	3.9	2	1	28	886
Taiwan	3.3	2	1	23	684
Mexico	4.1	2	1	21	553
United States	14.1	9	1	64	491
Philippines	4.1	2	1	31	475
Indonesia	3.5	1	1	22	297
Republic of Korea	5.2	4	1	23	254
Singapore	5.8	2	1	36	230
Brazil	2.4	1	1	17	155
Malaysia	3.9	2	1	28	147
Canada	12.7	8	1	62	141
Jamaica	7.5	4	1	33	77
United Kingdom	13.9	11	1	44	72
Sri Lanka	5.5	4	1	15	59
Australia	11.9	9	1	43	54
Ireland	8.9	6	1	31	44
Macau	3.9	3	1	11	43
Hungary	3.7	1	1	18	40
Trinidad & Tobago	9.7	6	1	44	34
Panama	7.3	6	1	14	32
New Zealand	5.4	4	1	26	31
Pakistan	8.5	7	2	18	25
Argentina	3.5	2	1	18	19
Israel	17.9	16	1	39	17
Greece	8.9	10	1	20	15
United Arab Emirates	11.5	11.5	1	26	12
Cyprus	8.8	10.5	3	15	10
Lebanon	9.2	10	1	17	10
Lithuania	4.2	3.5	1	11	10
Bahamas	7.8	5	1	28	9
South Africa	12.4	4	1	36	7
Peru	9.2	8.5	2	17	6
Russia	3.5	3.5	2	5	4
Barbados	9.3	12	1	15	3
Belize	6.0	5	2	11	3
Poland	4.3	4	3	6	3
Belgium	27.5	27.5	27	28	2
Bermuda	3.0	3	2	4	2
Brunei	7.5	7.5	4	11	2
Italy	8.5	8.5	5	12	2
Bolivia	Total years of membership:16				1
Cambodia	Total years of membership: 1				1
Cayman Islands	Total years of membership: 6				1
Colombia	Total years of membership:10				1
El Salvador	Total years of membership: 22				1
Portugal	Total years of membership: 7				1
Saint Kitts & Nevis	Total years of membership: 1				1
Uruguay	Total years of membership: 17				1
Virgin Islands British	Total years of membership:12				1
Total	**4.1**	**2**	**1**	**64**	**12198**

Company Affiliation

Of the 12,198 member attendees, 4.1% (or 499) do not have a company affiliation on record - this is slightly lower than in the overall membership where 5.5% do not have a company affiliation.



First, let's look at the countries of AM attendees who do not have a company affiliation on record.

26.45% of attendees who are not affiliated with a company are U.S. members.

The 499 member attendees who do not have a company affiliation on record were from the following countries:			
United States	132	Belgium	2
Canada	64	Bermuda	2
United Kingdom	63	Greece	2
Japan	46	Mexico	2
Australia	42	Panama	2
New Zealand	30	South Africa	2
China	18	Thailand	2
Hungary	17	Bolivia	1
Ireland	14	Colombia	1
Brazil	9	El Salvador	1
Israel	8	Jamaica	1
Singapore	8	Philippines	1
Cyprus	7	Poland	1
United Arab Emirates	6	Saint Kitts & Nevis	1
Belize	3	Uruguay	1
Republic of Korea	3	Virgin Islands British	1
Russia	3	**Total**	**499**
Taiwan	3		

Next, let's consider member attendees who do have a company affiliation on record.

Among those affiliated with a company, below are the names of the companies and countries where more than 60 attended the 2018 AM:		
Ping An Life Insurance Co of China, Ltd	China	1598
Everpro Ins Brokers Co Ltd-PRC	China	758
AIA-China	China	597
AIA-Thailand	Thailand	535
Prudential Hong Kong Limited	Hong Kong	489
Cathay Life	Taiwan	465
Prudential Life Ins Co Ltd	Japan	450
HDFC Bank Ltd	India	375
LIC India	India	350
AIA International Limited	Hong Kong	314
Seguros Monterrey New York Life SA de CV	Mexico	252
Philippine American Life & General Ins	Philippines	203
Sony Life Insurance Co	Japan	178
Sino-US United Metlife Ins Co Ltd	China	177
CITIC Prudential Life Insurance Co Ltd	China	169
Grupo Nacional Provincial SAB	Mexico	169
Gibraltar Life Insurance Company Ltd	Japan	162
China Life Ins Ltd-China	China	136
AIA Bhd	Malaysia	126
Thai Life Insurance Public Co Ltd	Thailand	120
Great Eastern Life - Singapore	Singapore	111
Pru Life Ins Corp of UK	Philippines	108
Taikang Life Insurance Company	China	105
Bangkok Life Assurance Public Company	Thailand	101
MetLife Korea	Republic of Korea	94
PT Asuransi Jiwa Generali Life	Indonesia	91
China Pacific Life Insurance Co Ltd	China	86
Mingya Insurance Brokers Ltd	China	84
MetLife Mexico SA	Mexico	80
Nan Shan Life Ins Co Ltd	Taiwan	76
Generali China Life Insurance Co Ltd	China	75
Aviva-Cofco Life Insurance Co Ltd	China	72
DaTong Insurance Sales & Services	China	72
New York Life	United States	68
Insular Life Assurance Co Ltd	Philippines	67
Muang Thai Life Assur Co Ltd	Thailand	66
Max Life Insurance Co Ltd	India	63
MetLife Insurance KK	Japan	61
TransGlobe Life Ins Inc (Taiwan)	Taiwan	61
Total of above		**9,164**
Remaining affiliated (all had less than 60)*		2,535
Total "affiliated"		**11,699**

2,953

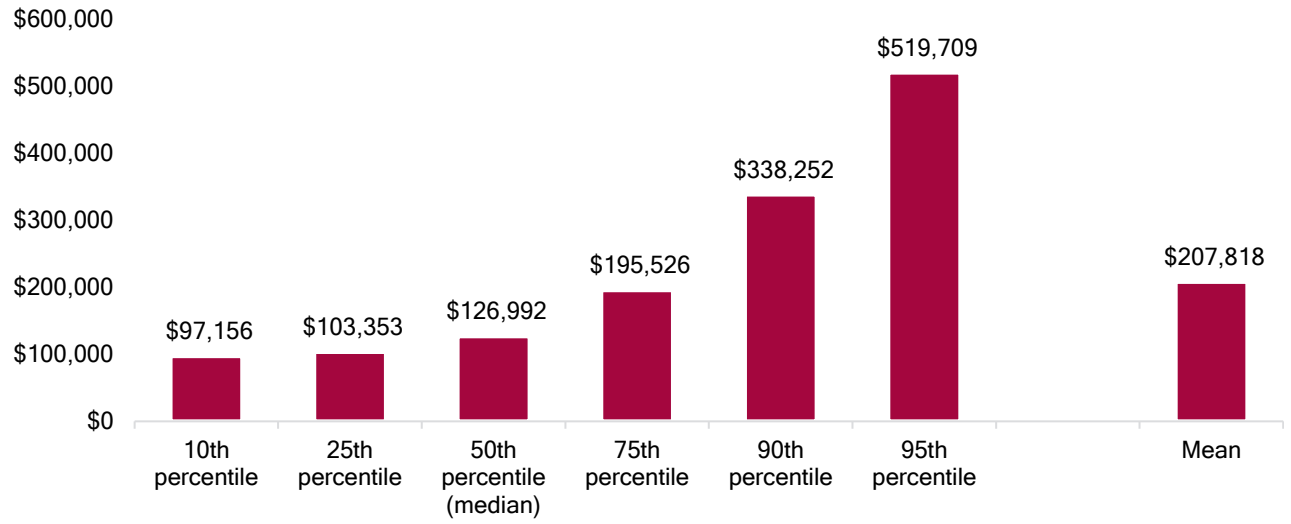
Among 2018 AM attendees who are affiliated with a company (N=11,699), one out of four (25.2%) are from these three companies.

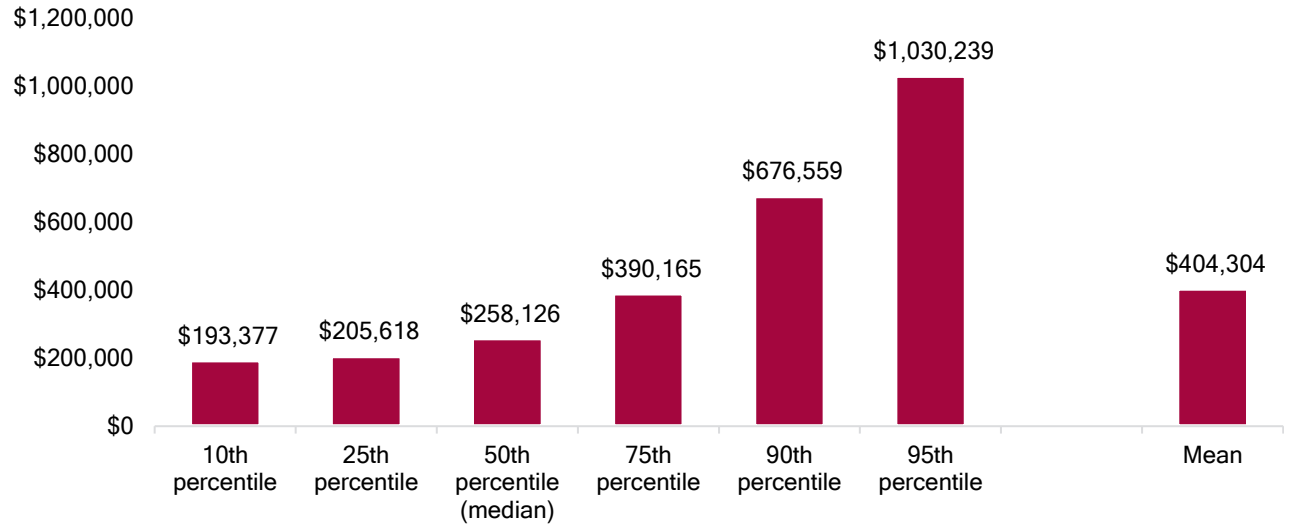
*There's not enough room to list all the companies - let me know if you want to see the full list.

Production

Mean and percentile qualifying commission and premium of 2018 AM attendees are shown below. Among attendees who have qualifying commission, the 10th percentile is $97,156. Given that there's a minimum commission requirement of $95,000, 10% of attendees have commission between $95,000 and $97,156. The median (50th percentile) of $126,992 indicates the midpoint – half are below and half are above this amount.

Qualifying Commission of 2018 AM Attendees (N=6,553)



Given the minimum premium requirement of $190,000, 10% have premium between $190,000 and $193,377. The midpoint for premium is $258,126.

Qualifying Premium of 2018 AM Attendees (N=5,751)