# Michigan 3-Year Membership Comparison as of September, 30

## Renewals



**Traditional New Members** 



**Death Rate** 



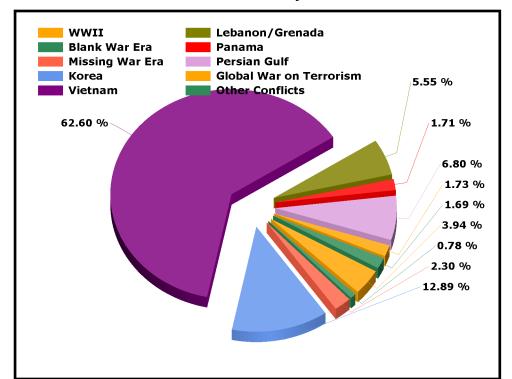
## **Market Penetration**



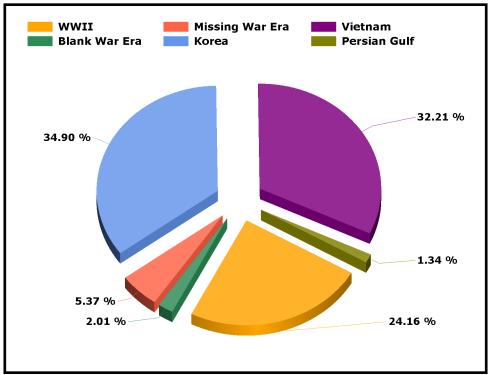
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## War Era Breakdown

## **Active Members by War Era**



## **Deceased Members by War Era**



# Michigan 3-Year Summary

| Member Yr | AsOf       | *Renewals | *Renew% | *#Deceased | *Deceased% | Dept Total | *DMS  | *Grand Total | *Yr End 12/31 |
|-----------|------------|-----------|---------|------------|------------|------------|-------|--------------|---------------|
| 2019      | 09/30/2018 | 35,232    | 50.87   | 1,502      | 2.17       | 34,869     | 2,154 | 37,023       | 66,764        |
| 2020      | 09/30/2019 | 34,708    | 51.99   | 1,464      | 2.19       | 34,226     | 2,282 | 36,508       | 64,980        |
| 2021      | 09/30/2020 | 35,711    | 54.96   | 1,369      | 2.11       | 34,707     | 2,923 | 37,630       | NA            |

\*Includes New DMS & Encumbered HQ Renewals

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