

Membership Development Report – August 2013 Europe, Middle East, Africa (Region 8)



This membership development report is issued on behalf of your IEEE Region, and the IEEE Member & Geographic Activities Board.



Dear MD officers, August 15th marked the end of the membership year. Now we are in the beginning of the renewal process for 2014. At the end of 2013 membership year, R8 membership was quite in sync with the global IEEE trend, showing a small increase of 0.5% with respect to August 2012. It is significant that this increase is driven mainly by GSMs, as the number of higher-grade members is smaller than last year.

The retention rate, especially in first-year members is a place to improve. From now, we should focus on finding members who should renew, contact them, helping in the process, and explaining why they should stay with IEEE in 2014.

-Antonio Luque, Membership Development Chair, Region 8

Regional Snapshot	Total this Month	'13 vs. '12		% Change	Aug 2013 40 Goa	2013 New Members (AUG)	
Total Membership	71,641		359	0.5%	97.3%	Total	17,890
Higher-Grade	54,645	~	- 688	- 1.2%	83.3%	Higher Grade	4,716
 Students 	16,996	\wedge	1,047	6.5%	144.7%	Students	13,174
IEEE Worldwide - Total	395,256		2.030	0.5%	408,000		98,344

2013 Retention	Cumulative – Through This Month										
Dashboard / Benchmark	Professionals	Graduate Students	Undergraduate Students	Total							
Region – Total Members	76.1%	72.6%	30.1%	70.8%							
Region – 1 st -Year Members	34.4%	59.1%	23.7%	37.3%							
IEEE – Total Members	80.1%	65.5%	25.5%	71.3%							
IEEE – 1 st Year Members	34.6%	48.5%	20.5%	30.9%							

First-Year Member Engagement	2013-2014 Men	nbership Cycle
Recruitment	Member-Get-a-Member program: www.ieee.org/mgm, e-Membership option, visit web at www.ieee.org/emember	Showcase new membership programs including MentorCentre, Resume Lab, GoogleApps@IEEE
MGA Operations	First Year Member page available: http://www.ieee.org/start , register for the new member orientation.	Renewal opportunity to reach out to new members, those joined last year
Section / Chapter Operations	Invite first year members to activities and events.	Use the Correspondence templates located on www.ieee.org/md
SAMIEEE Analyses	Each month new Member Alert message goes to Section and Section MD Chairs with report of new joined members	(MD) All Members Joining since Beginning of Membership Year (MD) First Year Active Members (MD) Members Joining in Past 30 Days (MD) New Member Interest Information for Active IEEE Members
Volunteer Resources	Visit the MD Archive Guide for 2013 for MD Well held in June, http://www.ieee.org/about/volunteers/membersh	



Membership Development Report – August 2013 – Page 2 Europe, Middle East, Africa (Region 8)



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5 (0 ()	85.8% - Switzerland Section	82.8% - Finland Section
Best Section Total Retention	83.9% - Croatia Section	82.7% - Serbia & Montenegro Section
Total Notolition	83.5% - Slovenia Section	82.5% - Latvia Section

T 0 ()	Percentage Growth	Numeric Growth
Top Section	146.67% – Lithuanian Section	490 - Turkey Section
Recruitment Year over Year	105.43% - Croatia Section	471 – U.K. & Republic of Ireland Section
real Over real	100.27% - Tunisia Section	375 - Tunisia Section

Upcoming MD Opportunities	Monitor the renewal rate from now till December. Have updated lists of members who haven't renewed yet and understand why.	Click here to download from SAMIEEE an updated list of active members who have not renewed yet.
Opportunities	Focus on first year member, try to know how was their experience, and try to explain the reasons for renewing.	Click here to download from SAMIEEE a list of active first-year members

	IEEE Region 8	www.ieee.org/r8					
	Benefits of Membership	www.ieee.org/benefits					
	First Year Member Experience	<u>www.ieee.org/start</u>					
	Online Supply Form	www.ieee.org/md					
MD Resource	IEEE Contact Center & Support	www.ieee.org/about/contact_center/index.html					
Links	Membership Statistics	www.ieee.org/md					
	mylĖEE	www.ieee.org/membership_services/membership/my_ieee.h					
	MD Manual, Membership Presentations	www.ieee.org/md					
	Member-get-a-Member	www.ieee.org/mgm					
	MD Webcast Archive Guide for	www.ieee.org/md					
	2013 to 2009	<u></u>					

Visit the MGA News web page for the latest news articles, including:

- * IEEE Day 2013 will be held on Tuesday, 1 October
- * IEEE launches new mentoring program
- * New global insurance marketplace for Regions 8, 9, and 10
- * New Student Member Webinar Series focuses on student offerings and involvement
- * Join a new member orientation webinar
- * Call for student project entries for 2013 Smarter Planet Challenge: Student Projects Changing the World
- * New video provides insights on Open Access Publishing

Additional IEEE news can be found at links on the right side of the page.

- Visit MGA News at http://www.ieee.org/societies_communities/geo_activities/mga_news.html
- E-mail MGA staff <mailto:scoop@ieee.org> to submit feedback, subscribe, or unsubscribe



Membership Development Report: August 2013 – Page 3 Europe, Middle East, Africa (Region 8)



IEEE GOLD Membership Data

GOLD Status Indicator

The table below shows the current month with GOLD membership data. We are now able to begin showing the comparison of year-over-year.

	Geog	graphic IEI	EE Gold Me	embership	o - Augu	st 2013					
Region	High	er Grade w/c	GSM		GSM		Total				
	2013	2012	% change	2013	2012	% change	2013	2012	% change		
1	3,357	3,394	-1.1%	379	392	-3.3%	3,736	3,786	-1.3%		
2	2,900	3,059	-5.2%	369	391	-5.6%	3,269	3,450	-5.2%		
3	3,182	3,245	-1.9%	477	434	9.9%	3,659	3,679	-0.5%		
4	2,650	2,639	0.4%	380	379	0.3%	3,030	3,018	0.4%		
5	3,256	3,238	0.6%	341	353	-3.4%	3,597	3,591	0.2%		
6	5,841	5,825	0.3%	603	637	-5.3%	6,444	6,462	-0.3%		
R 1-6	21,186	21,400	-1.0%	2,549	2,586	-1.4%	23,735	23,986	-1.0%		
7	2,647	2,494	6.1%	407	438	-7.1%	3,054	2,932	4.2%		
8	11,486	11,138	3.1%	1,536	1,506	2.0%	13,022	12,644	3.0%		
9	2,269	2,021	12.3%	225	201	11.9%	2,494	2,222	12.2%		
10	12,575	11,566	8.7%	923	827	11.6%	13,498	12,393	8.9%		
R 7-10	28,977	27,219	6.5%	3,091	2,972	4.0%	32,068	30,191	6.2%		
TOTAL	50,163	48,619	3.2%	5,640	5,558	1.5%	55,803	54,177	3.0%		



Membership Development Report: August 2013 – Page 4 Europe, Middle East, Africa (Region 8)



IEEE Membership Information

IEEE Membership Development Team!

Join us for the MD Webcast scheduled for Friday, 20 September 2013 offered at 10:00am Eastern (New York) or 14:00:00 UTC for one hour.



You may now register for the Friday, 20 September 2013 MD Monthly Webcast at: https://cc.readytalk.com/r/teh1dcgr25ar&eom

The July MD Webcast presentation and recording are now posted to the 2013 Webcast Archive page at http://www.ieee.org/about/volunteers/membership_development/md2013archivequide.html.

New MD Officer Orientation Sessions held in June 2013

If you missed any of the orientation webcast sessions held during June 2013 for New MD Officers, the presentation is now available on the MD portal page at http://www.ieee.org/about/volunteers/membership development/index.html Its link is in the right side column, 3rd item in the list.

IEEE Day is 1 October 2013 at locations around the globe!

IEEE Day is a celebration of the first time IEEE members gathered to share their technical ideas in 1884. The IEEE Day 2013 theme is "Leveraging Technology for a Better Tomorrow". Want more information on how to get involved, enter the photo contest or submit your event, visit the webpage at http://www.ieeeday.org/. Follow or connect with us on our social media sites: Facebook and Twitter.



Membership Development Report - Region 8 - August 2013 - Page 5



Section Performance > Retention

Year-over-Year - Renewal: 2013 Membership Year - August 2013

	HIGHER GR	ADE MEMBER	RS w/o GSM	GRADUAT	E STUDENT N	IEMBERS	UNDERGRADI	UNDERGRADUATE STUDENT MEMBE			TAL MEMBER	s
REGION 8	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Switzerland Section	2461	2154	87.5%	415	330	79.5%	40	18	45.0%	2,916	2502	85.8%
Croatia Section	489	424	86.7%	180	149	82.8%	40	22	55.0%	709	595	83.9%
Slovenia Section	265	231	87.2%	33	22	66.7%	11	5	45.5%	309	258	83.5%
Finland Section	807	683	84.6%	212	174	82.1%	53	31	58.5%	1,072	888	82.8%
Serbia And Montenegro Section	506	427	84.4%	154	135	87.7%	46	22	47.8%	706	584	82.7%
Latvia Section	87	73	83.9%	26	22	84.6%	13	9	69.2%	126	104	82.5%
Norway Section	898	745	83.0%	108	84	77.8%	14	5	35.7%	1,020	834	81.8%
Italy Section	3794	3173	83.6%	550	412	74.9%	112	57	50.9%	4,456	3642	81.7%
Germany Section	5801	4836	83.4%	1508	1178	78.1%	233	126	54.1%	7,542	6140	81.4%
Sweden Section	1698	1398	82.3%	448	364	81.3%	37	12	32.4%	2,183	1774	81.3%
Spain Section	2996	2494	83.2%	527	405	76.9%	269	156	58.0%	3,792	3055	80.6%
Austria Section	953	781	82.0%	282	225	79.8%	77	50	64.9%	1,312	1056	80.5%
Denmark Section	701	568	81.0%	116	90	77.6%	11	6	54.5%	828	664	80.2%
Benelux Section	2761	2269	82.2%	643	509	79.2%	139	60	43.2%	3,543	2838	80.1%
Zambia Section	113	91	80.5%	3	1	33.3%	0	0	#DIV/0!	116	92	79.3%
Malta Section	111	83	74.8%	43	38	88.4%	11	8	72.7%	165	129	78.2%
Poland Section	817	669	81.9%	104	73	70.2%	68	29	42.6%	989	771	78.0%
Romania Section	862	672	78.0%	103	76	73.8%	30	14	46.7%	995	762	76.6%
Hungary Section	333	272	81.7%	68	48	70.6%	43	20	46.5%	444	340	76.6%
Belarus Section	29	26	89.7%	11	8	72.7%	6	1	16.7%	46	35	76.1%
Czechoslovaki a Section	475	385	81.1%	75	41	54.7%	21	6	28.6%	571	432	75.7%

Membership Development Report - Region 8 - August 2013 - Page 6



Section Performance > Retention

Year-over-Year – Renewal: 2013 Membership Year – August 2013

	HIGHER GR	ADE MEMBER	S w/o GSM	GRADUA'	TE STUDENT M	EMBERS	UNDERG	RADUATE ST MEMBERS	UDENT	TOTAL MEMBERS			
REGION 8	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	
Israel Section	1034	805	77.9%	95	55	57.9%	17	2	11.8%	1,146	862	75.2%	
U.K.& Rep Of Ireland Section	8084	6290	77.8%	1365	937	68.6%	344	132	38.4%	9,793	7359	75.1%	
Cyprus Section	192	148	77.1%	60	52	86.7%	34	12	35.3%	286	212	74.1%	
Portugal Section	772	606	78.5%	304	230	75.7%	183	83	45.4%	1,259	919	73.0%	
Bulgaria Section	237	175	73.8%	30	24	80.0%	24	13	54.2%	291	212	72.9%	
Bosnia And Herzegovina Section Lithuanian	134	92	68.7%	65	53	81.5%	18	13	72.2%	217	158	72.8%	
Section	77	56	72.7%	10	9	90.0%	4	1	25.0%	91	66	72.5%	
Russia (Siberia) Section	185	137	74.1%	36	24	66.7%	8	4	50.0%	229	165	72.1%	
France Section	3267	2431	74.4%	362	233	64.4%	153	59	38.6%	3,782	2723	72.0%	
Greece Section	1297	996	76.8%	301	249	82.7%	425	208	48.9%	2,023	1453	71.8%	
Republic Of Macedonia Section	108	84	77.8%	42	38	90.5%	29	6	20.7%	179	128	71.5%	
Russia Section	576	422	73.3%	39	27	69.2%	36	14	38.9%	651	463	71.1%	
South Africa Section	937	701	74.8%	157	123	78.3%	107	30	28.0%	1,201	854	71.1%	
Ukraine Section	336	237	70.5%	100	61	61.0%	35	15	42.9%	471	313	66.5%	
Russia (Northwest) Section	183	135	73.8%	32	19	59.4%	61	20	32.8%	276	174	63.0%	
Kenya Section	96	65	67.7%	6	5	83.3%	11	1	9.1%	113	71	62.8%	
Estonia Section	93	62	66.7%	21	14	66.7%	13	2	15.4%	127	78	61.4%	
Iceland Section	60	46	76.7%	12	8	66.7%	33	10	30.3%	105	64	61.0%	
Saudi Arabia Section	682	438	64.2%	37	28	75.7%	72	16	22.2%	791	482	60.9%	
Bahrain Section	74	52	70.3%	1	1	100.0%	18	3	16.7%	93	56	60.2%	



Membership Development Report – Region 8 – August 2013 – Page 7



Section Performance > Retention

Year-over-Year – Renewal: 2013 Membership Year – August 2013

	HIGHER GRA	ADE MEMBER	RS w/o GSM	GRADUAT	E STUDENT M	MEMBERS	UNDERG	RADUATE ST	UDENT	TOTAL MEMBERS		
REGION 8	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Morocco Section	97	64	66.0%	28	20	71.4%	24	5	20.8%	149	89	59.7%
Turkey Section	1114	723	64.9%	380	256	67.4%	590	184	31.2%	2,084	1163	55.8%
Oman Section	113	75	66.4%	2	1	50.0%	25	2	8.0%	140	78	55.7%
Qatar Section	170	107	62.9%	11	10	90.9%	50	8	16.0%	231	125	54.1%
Western Saudi Arabia Section	263	144	54.8%	39	23	59.0%	56	8	14.3%	358	175	48.9%
Tunisia Section	263	147	55.9%	204	118	57.8%	188	49	26.1%	655	314	47.9%
Kuwait Section	146	90	61.6%	9	5	55.6%	52	2	3.8%	207	97	46.9%
Ghana Section	167	80	47.9%	18	13	72.2%	29	7	24.1%	214	100	46.7%
United Arab Emirates Section	864	471	54.5%	88	63	71.6%	519	113	21.8%	1,471	647	44.0%
Lebanon Section	341	162	47.5%	43	36	83.7%	416	152	36.5%	800	350	43.8%
Iraq Section	119	54	45.4%	31	13	41.9%	6	0	0.0%	156	67	42.9%
Nigeria Section	963	441	45.8%	117	75	64.1%	226	38	16.8%	1,306	554	42.4%
Egypt Section	859	494	57.5%	290	205	70.7%	1034	170	16.4%	2,183	869	39.8%
Iran Section	1250	354	28.3%	728	352	48.4%	511	79	15.5%	2,489	785	31.5%
Jordan Section	253	135	53.4%	15	11	73.3%	382	44	11.5%	650	190	29.2%
Reg 8-Countries Outside Sections	672	398	59.2%	96	49	51.0%	327	47	14.4%	1,095	494	45.1%
Region 8 - Apo/Fpo	99	75	75.8%	12	8	66.7%	14	6	42.9%	125	89	71.2%





Section Performance > Recruitment

Year-over-Year – Recruitment: 2013 Membership Year

	Hig	gher Gr	ade w/o	GSMs		Graduat	te Students	6	Un	dergradu	iate Stude	ents			Total	
Section Name	2013	2012	# Change	% Change	2013	2012	# Change	% Change	2013	2012	# Change	% Change	2013	2012	# Change	% Change
Lithuanian Section	17	6	11	183.33 %	8	4	4	100.00 %	12	5	7	140.00 %	37	15	22	146.67%
Croatia Section	21	22	-1	-4.55%	76	38	38	100.00 %	92	32	60	187.50 %	189	92	97	105.43%
Tunisia Section	79	40	39	97.50%	166	120	46	38.33%	504	214	290	135.51 %	749	374	375	100.27%
Morocco Section	16	17	-1	-5.88%	22	20	2	10.00%	80	24	56	233.33 %	118	61	57	93.44%
Oman Section	17	21	-4	-19.05 %	6	6	0	0.00%	73	27	46	170.37 %	96	54	42	77.78%
Cyprus Section	11	10	1	10.00%	17	17	0	0.00%	72	30	42	140.00 %	100	57	43	75.44%
Malta Section	3	4	-1	-25.00 %	11	7	4	57.14%	31	17	14	82.35%	45	28	17	60.71%
Turkey Section	123	139	-16	-11.51 %	196	162	34	20.99%	989	517	472	91.30%	1308	818	490	59.90%
Zambia Section	18	12	6	50.00%	0	1	-1	-100.00 %	5	2	3	150.00 %	23	15	8	53.33%
Bosnia And Herzegovina Section	13	14	-1	-7.14%	22	24	-2	-8.33%	49	23	26	113.04 %	84	61	23	37.70%
Bahrain Section	30	12	18	150.00 %	3	1	2	200.00	13	21	-8	-38.10 %	46	34	12	35.29%
Russia Section	128	113	15	13.27%	53	25	28	112.00	45	33	12	36.36%	226	171	55	32.16%
Kenya Section	28	30	-2	-6.67%	15	3	12	400.00	18	15	3	20.00%	61	48	13	27.08%
U.K.& Rep Of Ireland Section	658	566	92	16.25%	1166	803	363	45.21%	442	426	16	3.76%	2266	1795	471	26.24%
Israel Section	83	94	-11	-11.70 %	89	59	30	50.85%	40	26	14	53.85%	212	179	33	18.44%
Saudi Arabia Section	109	109	0	0.00%	45	25	20	80.00%	99	83	16	19.28%	253	217	36	16.59%
France Section	397	366	31	8.47%	279	272	7	2.57%	278	186	92	49.46%	954	824	130	15.78%
Denmark Section	60	73	-13	-17.81 %	85	71	14	19.72%	39	17	22	129.41 %	184	161	23	14.29%
Poland Section	114	90	24	26.67%	30	45	-15	-33.33 %	68	51	17	33.33%	212	186	26	13.98%
Portugal Section	46	33	13	39.39%	119	116	3	2.59%	184	158	26	16.46%	349	307	42	13.68%

Membership Development Report - Region 8 - August 2013 - Page 9



Section Performance > Recruitment

Year-over-Year - Recruitment: 2013 Membership Year

	Hi	gher Gr	ade w/o	GSMs		Graduat	e Students	5	Un	dergradu	ate Stude	ents	Total			
Section Name	2013	2012	# Change	% Change	2013	2012	# Change	% Change	2013	2012	# Change	% Change	2013	2012	# Change	% Change
Republic Of Macedonia Section	9	5	4	80.00%	19	13	6	46.15%	15	20	-5	-25.00 %	43	38	5	13.16%
Belarus Section	1	1	0	0.00%	5	2	3	150.00 %	3	5	-2	-40.00 %	9	8	1	12.50%
Benelux Section	182	170	12	7.06%	310	229	81	35.37%	102	130	-28	-21.54 %	594	529	65	12.29%
Kuwait Section	23	24	-1	-4.17%	15	7	8	114.29 %	54	53	1	1.89%	92	84	8	9.52%
Russia (Siberia) Section	36	34	2	5.88%	24	25	-1	-4.00%	11	7	4	57.14%	71	66	5	7.58%
Greece Section	41	56	-15	-26.79 %	81	103	-22	-21.36 %	409	335	74	22.09%	531	494	37	7.49%
Czechoslova kia Section	35	33	2	6.06%	45	42	3	7.14%	30	28	2	7.14%	110	103	7	6.80%
Qatar Section	50	35	15	42.86%	11	2	9	450.00 %	26	45	-19	-42.22 %	87	82	5	6.10%
Estonia Section	7	3	4	133.33 %	8	10	-2	-20.00 %	22	22	0	0.00%	37	35	2	5.71%
Russia (Northwest) Section	31	25	6	24.00%	16	20	-4	-20.00 %	57	56	1	1.79%	104	101	3	2.97%
Finland Section	45	54	-9	-16.67 %	78	64	14	21.88%	45	46	-1	-2.17%	168	164	4	2.44%
Switzerland Section	127	146	-19	-13.01 %	190	167	23	13.77%	62	57	5	8.77%	379	370	9	2.43%
Hungary Section	36	33	3	9.09%	20	18	2	11.11%	29	34	-5	-14.71 %	85	85	0	0.00%
Ukraine Section	52	55	-3	-5.45%	52	51	1	1.96%	39	37	2	5.41%	143	143	0	0.00%
Germany Section	340	363	-23	-6.34%	628	619	9	1.45%	229	234	-5	-2.14%	1197	1216	-19	-1.56%
Nigeria Section	309	295	14	4.75%	135	83	52	62.65%	194	278	-84	-30.22 %	638	656	-18	-2.74%
Romania Section	78	61	17	27.87%	26	47	-21	-44.68 %	29	30	-1	-3.33%	133	138	-5	-3.62%
South Africa Section	130	134	-4	-2.99%	83	89	-6	-6.74%	105	111	-6	-5.41%	318	334	-16	-4.79%





Section Performance > Recruitment

Year-over-Year – Recruitment: 2013 Membership Year

	Hi	gher Gr	ade w/o	GSMs	Graduate Students				Un	dergradu	ate Stude	ents	Total			
Section Name	2013	2012	# Change	% Change	2013	2012	# Change	% Change	2013	2012	# Change	% Change	2013	2012	# Change	% Change
Italy Section	218	278	-60	-21.58 %	314	297	17	5.72%	149	146	3	2.05%	681	721	-40	-5.55%
Slovenia Section	12	10	2	20.00%	13	15	-2	-13.33 %	7	9	-2	-22.22 %	32	34	-2	-5.88%
Lebanon Section	29	23	6	26.09%	22	26	-4	-15.38 %	348	377	-29	-7.69%	399	426	-27	-6.34%
Spain Section	125	143	-18	-12.59 %	174	221	-47	-21.27 %	216	186	30	16.13%	515	550	-35	-6.36%
Iraq Section	32	49	-17	-34.69 %	14	28	-14	-50.00 %	36	11	25	227.27 %	82	88	-6	-6.82%
Sweden Section	107	123	-16	-13.01 %	192	186	6	3.23%	38	55	-17	-30.91 %	337	364	-27	-7.42%
United Arab Emirates Section	117	125	-8	-6.40%	65	52	13	25.00%	462	528	-66	-12.50 %	644	705	-61	-8.65%
Iceland Section	4	6	-2	-33.33 %	1	5	-4	-80.00 %	35	34	1	2.94%	40	45	-5	-11.11%
Norway Section	48	68	-20	-29.41 %	52	42	10	23.81%	11	17	-6	-35.29 %	111	127	-16	-12.60%
Serbia And Montenegro Section	39	51	-12	-23.53 %	46	64	-18	-28.13 %	41	33	8	24.24%	126	148	-22	-14.86%
Latvia Section	3	9	-6	-66.67 %	8	10	-2	-20.00 %	10	6	4	66.67%	21	25	-4	-16.00%
Austria Section	44	63	-19	-30.16 %	99	95	4	4.21%	59	91	-32	-35.16 %	202	249	-47	-18.88%
Egypt Section	65	67	-2	-2.99%	84	115	-31	-26.96 %	738	965	-227	-23.52 %	887	1147	-260	-22.67%
Western Saudi Arabia Section	40	53	-13	-24.53 %	17	33	-16	-48.48 %	55	67	-12	-17.91 %	112	153	-41	-26.80%
Jordan Section	26	27	-1	-3.70%	9	8	1	12.50%	268	384	-116	-30.21 %	303	419	-116	-27.68%
Bulgaria Section	18	31	-13	-41.94 %	14	18	-4	-22.22 %	20	29	-9	-31.03 %	52	78	-26	-33.33%
Ghana section	48	71	-23	-32.39 %	9	9	0	0.00%	28	51	-23	-45.10 %	85	131	-46	-35.11%
Iran Section	29	95	-66	-69.47 %	196	531	-335	-63.09 %	187	601	-414	-68.89 %	412	1227	-815	-66.42%
Reg 8-Countries	195	184	11	5.98%	82	87	-5	-5.75%	296	316	-20	-6.33%	573	587	-14	-2.39%

Outside Sections																
Region 8 - Apo/Fpo	14	14	0	0.00%	2	7	-5	-71.43 %	9	11	-2	-18.18 %	25	32	-7	-21.88%

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