BY THE NUMBERS – DEMOGRAPHICS

155,000 Members Total
With 64% IT Buyers/Users
BY THE NUMBERS – DEMOGRAPHICS

Line of Business
42%
(With 34% Exec, Dir, Sr Mgmt)

Information Systems/Information Technology
23%

Information Management (RM/CM/DM)
35%

Role
BY THE NUMBERS – DEMOGRAPHICS

Vertical

- Government and Public Services: 23%
- Financial Services (Banking and Insurance): 24%
- Healthcare / Pharmaceutical: 9%
- Education: 8%
- Manufacturing: 6%
- Energy, Oil & Gas, & Mining: 3%
- Construction & Engineering: 4%
- Legal & Professional Services: 4%
- Charity and Non-Profit: 4%
- Telecoms, Utilities, & Water: 5%
- Transportation: 2%
- Retail: 1%
- Other: 5%
- Arts, Entertainment, Media, & Publishing: 2%
- Other: 5%
BY THE NUMBERS – DEMOGRAPHICS

Employees

- 1000+ employees: 52% (half over 10,000)
- 100-1000 employees: 24%
- 1-100 employees: 24%
BY THE NUMBERS – DEMOGRAPHICS

Location

North America 62% (with 52% in USA)
Europe 24% (with 12% in UK)
Asia & Pacific 7%
Latin America 3%
Arab States 1%
Africa 3%

North America
62%
(with 52% in USA)

Europe
24%
(with 12% in UK)

Asia & Pacific
7%

Latin America
3%

Arab States
1%

Africa
3%
Community
12,808 new subscribers to our community.

Events
2,004 registered for an event.

Downloads
47,178 downloaded our content.

Webinars
17,340 registered for a webinar.

Training
1,567 took our training.

Engagements
18,276 new followers on social media.