



WITI DEMOGRAPHICS
(103,000 REGISTERED USERS)
(demographics as of July 2005)

GENDER BREAKDOWN:

Female: 94.2%
 Male: 5.8%

EDUCATIONAL BREAKDOWN:

Bachelors Degree: 42.63%
 Masters Degree: 34.41%
 Ph.D.: 3.54%
 Some College/AA: 11.62%
 Other: 7.79%

LEVEL OF RESPONSIBILITY BREAKDOWN:

Business Owner/Entrepreneur/Self-employed	14.20%
Executive	36.90%
Manager	26.94%
Staff	15.80%
Student	1.90%
Retired	0.07%
Other	4.20%

INDUSTRY BREAKDOWN:

Information Technology	22.03%
Computers, Semiconductors, Software	17.78%
Consulting, Education/Training, Recruitment	13.48%
Other Industries: Agriculture, Architecture/Engineering, Associations/Organizations/Non-Profits, Chemical, Construction, Miscellaneous, Real Estate, Services, Transportation, Utilities/Gas/Electric	9.05%
Banking/Finance, Financial, Insurance, Legal/Mediation	8.41%
Internet Services, Telecommunications	6.49%
Automotive, Consumer Goods, Electronics, Food, Manufacturing, Wholesale, Oil	4.89%
Advertising, Marketing, Public Relations	3.38%
Biomedical, Biotech/Pharmaceuticals, Healthcare	4.02%
Entertainment, Communications/Media, Publishing	3.89%
Federal Government/Military, Government, Public Administration, State & Local Government	2.02%
Academia, Research/Development	2.01%
Aerospace, Security	1.84%
Hospitality, Restaurant, Retail, Tourism	0.74%

TITLE BREAKDOWN:

Engineer, Hardware, IT, Programmer, Software Developer, Systems, Web Developer/Producer, Database Admin	27.21%
Business Development, Corporate Communications, International Business, Marketing, Public Relations, Sales	17.23%
Board of Directors/Advisory Board, Chairwoman/ Chairman, CEO, CFO, CIO, COO, CTO, CSO, CMO, VP, President	18.11%
Consultant	9.12%
Other: Environment, Professional Association/ Grant Distribution, Manufacturing, Professor/ Teacher, Student, Miscellaneous	6.04%
Product Development, Quality, Research	6.49%
Administration, Facilities, Operations, Contracts, Procurement, Public Affairs	4.47%
Human Resources, Training, Ethics	5.13%
Customer Service, Tech Support, Tech Writing	3.39%
Attorney, Mediator	1.02%
Accounting, Finance, Stocks	1.79%

SALARY BREAKDOWN:

Over 300K	1.62%
\$150K - \$300K	9.60%
\$110K - \$149K	23.76%
\$96K - \$110K	12.06%
\$71K - \$ 95K	21.17%
\$56K - \$ 70K	10.40%
\$41K - \$ 55K	10.19%
\$25K - \$ 40K	7.14%
Under \$25	4.05%