

AMA PITTSBURGH - MEMBERSHIP DEMOGRAPHICS

Member Count	#	Gender Profile	%	Member Segments	%	Industry Affiliations	%	Job Levels	%
2005	350	Female	56	Professional	84	Management	19	Owner	40
2004	320	Male	44	Educators	6	Marketing Research		Partner	
2003	225			Students	9	Consulting		CEO	
				Other	1	Financial	16	Senior Mgmt	
						Insurance		Mid Level	39
						Accounting		Manager	
						Legal		Entry Level	7
						Education	11	Self-Employed	14
						Advertising	10		
						MarComm			
						Public Relations			
						Marketing Services			
						Manufacturing	10		
						High Tech	9		
						Healthcare	5		
						Government			
						Media	4		
						Non Profit	3		
						Other	13		

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