

# LCP 1.5 DEMOGRAPHIC MAKEUP

GENDER	PERCENTAGE
Female	31%
Male	68%
Prefer not to answer	1%

MANAGEMENT LEVEL	PERCENTAGE
Board Member	1%
Chief Executive Officer (CEO)	7%
Chief Financial Officer (CFO)	3%
Chief Operational Officer (COO)	1%
C-suite Other	3%
President	3%
Senior Vice President	2%
Vice President	10%
Executive Director	6%
Director	23%
General Manager	5%
Manager	23%
Other or Unknown	13%

INDUSTRY	PERCENTAGE
<p><b>Advertising &amp; Marketing</b> – Leaders who work in establishments primarily engaged in promoting a product, service, or idea. This includes Ad agencies, Marketing companies, PR firms, and Media Services (responsible for placing ad campaigns in periodicals, newspapers, radio, television, or other media).</p>	3%
<p><b>Agriculture</b> – Leaders who work in establishments involved in the science, art, and practice of cultivating the soil, producing crops, and raising livestock and in varying degrees the preparation and marketing of the resulting products. This category also includes Organic Farming.</p>	1%
<p><b>Arts, Entertainment, &amp; Recreation</b> – Leaders who work in establishments that operate facilities or provide services to meet varied cultural, entertainment, and recreational interests of their patrons. These establishments comprise those that (1) are involved in producing, promoting, or participating in live performances, events, or exhibits intended for public viewing; (2) preserve and exhibit objects and sites of historical, cultural, or educational interest; or (3) enable patrons to participate in recreational activities or pursue amusement, hobby, and leisure-time interests.</p>	1%
<p><b>Banking &amp; Finance</b> – Leaders who work in establishments primarily engaged in financial transactions (transactions involving the creation, liquidation, or change in ownership of financial assets) and/or in facilitating financial transactions. Establishments include among others banking facilities and credit unions.</p>	5%
<p><b>Communications &amp; Media</b> – Leaders who work in establishments that create, edit, translate, and disseminate information through a variety of different platforms. Establishments include among others Newspapers, Television, and Radio broadcasting.</p>	2%
<p><b>Construction</b> – Leaders who work in establishments primarily involved in increasing the efficiency of resource uses such as energy, water, and materials while also reducing building impacts on human health and the environment during the building's life cycle. This includes both residential and commercial construction.</p>	2%
<p><b>Consumer Products &amp; Services</b> – Leaders who work in establishments that produce merchandise or other items of common or daily use or daily services, ordinarily purchased by individuals or households for private consumption. Examples include Apparel and Delivery Services.</p>	1%
<p><b>Education</b> – Leaders who work in establishments dedicated to education and training at any level, public, or private. These establishments include elementary, secondary, and postsecondary institutions, as well as libraries.</p>	6%
<p><b>Energy</b> – Leaders who work in establishments primarily engaged in finding and responsibly using energy resources. This includes establishments in solar, wind, biomass, geothermal, and hydro-electric energy.</p>	3%

INDUSTRY	PERCENTAGE
<p><b>Engineering</b> – Leaders who work in establishments primarily engaged in applying science and technology to design, build, and use structures, machines, or other products that are useful to people.</p>	2%
<p><b>Food Service</b> – Leaders who work in establishments primarily engaged in the practice of making, transporting, serving, and dispensing prepared foods.</p>	2%
<p><b>Government / Municipalities / Military</b> – Leaders who work in administrative units of government, including entities possessing corporate existence and usually its own local government (National, City, State, County, or Town, or the Military, including all branches and military suppliers.</p>	6%
<p><b>Healthcare</b> – Leaders who work in establishments primarily engaged in providing healthcare services and equipment. These establishments include hospitals, private medical practices, and medical equipment suppliers.</p>	8%
<p><b>Information Technology &amp; Services</b> – Leaders who work in establishments primarily engaged in planning, coordinating, and directing computer-related activities and data management for organizations. This includes establishments that provide data storage and security and that manufacture data systems hardware or software.</p>	4%
<p><b>Insurance</b> – Leaders who work in establishments that manage risk for individual health and property by underwriting insurance and annuities. The industry is divided into three distinct segments: life insurance, health insurance, and liability insurance.</p>	3%
<p><b>Manufacturing</b> – Leaders who work in establishments involved in the making of goods by manual labor, machinery, and robotics, particularly on a large scale. An example would be an automotive factory.</p>	10%
<p><b>Non-Profit / Charity</b> – Leaders who work in establishments formed to provide public benefit without a focus on profit or gain. These establishments include community foundations and private charitable organizations.</p>	3%
<p><b>Pharmaceutical</b> – Leaders who work in establishments engaged in the discovery, development, and manufacture of drugs and medications.</p>	6%
<p><b>Food Service</b> – Leaders who work in establishments primarily engaged in the practice of making, transporting, serving, and dispensing prepared foods.</p>	5%
<p><b>Real Estate / Property Management</b> – Leaders who work in establishments primarily engaged in renting or leasing real estate to others; managing real estate for others; selling, buying, or renting real estate for others; and providing other real estate related services, such as appraisal services. This includes management of unimproved land, residential, commercial, and industrial properties.</p>	1%

INDUSTRY	PERCENTAGE
<b>Research &amp; Scientific Technology</b> – Leaders who work in establishments that specialize in performing scientific and technical activities and experimentation that produce new ideas and products that others can use. Examples of these establishments include biotechnology firms and telecom laboratories.	7%
<b>Retail</b> – Leaders who work in establishments that sell goods and products directly to the end consumer. These establishments include retail chains as well and independently owned stores.	4%
<b>Service &amp; Consulting</b> – Leaders who work in establishments primarily engaged in serving the needs of others outside of business/financial needs. These establishments engage in consulting services and social services.	10%
<b>Transportation</b> – Leaders who work in establishments that provide services moving people, goods, or the infrastructure to do so. These establishments include, but are not limited to, air freight and logistics, airlines, marine, railroads, trucking, airport services, highways, rail tracks, and marine ports and services.	2%
<b>Telecommunications &amp; Utilities</b> – Leaders who work in establishments that offer phone service, sewage removal services, as well as delivery of electric power, steam supply, natural gas, and water.	2%
<b>Other or Unknown</b>	7%

CONTINENT / COUNTRY	PERCENTAGE
Asia	18%
Central America & Caribbean	3%
Eastern Europe	3%
Middle East and North Africa	4%
North America	33%
Oceania	4%
South America	5%
Sub-Saharan Africa	2%
Western Europe	28%