Demographic Profile of Active Professional ACM Members*

- Higher Income ($100K+): 36%
- Employed: 87%
- Age:
  - 31-45: 36%
  - 46-59: 34%
- Hold Advanced Degrees: 72%
- Member Dues: Self-Paid: 80%
- ACM Member for 11+ Years: 45%
- Age: 31-45: 36%
- Employed: 87%
- Hold Advanced Degrees: 72%
- Member Dues: Self-Paid: 80%
- ACM Member for 11+ Years: 45%

70% of ACM Members are involved with purchasing, specifying and/or evaluating computer hardware and software products for their organization.**

Determine Business Need: 31%
Determine Technology Requirements: 43%
Evaluate Products & Services: 40%
Recommend and Select Vendors: 34%
Authorize and Approve: 16%
All of the Above: 20%

About ACM Media

The Association for Computing Machinery (ACM) is the world’s largest and most influential computing society, serving nearly 100,000 members at companies and research institutions in both established and emerging areas of the software, hardware, and IT industries.

The ACM Media audience includes decision makers at the highest levels and those making recommendations regarding current and future technology purchasing.

Top decision makers and developers depend on ACM’s portfolio of products when researching and making their purchasing decisions. You can make your brand a part of that process that accounts for the oversight of billions of dollars in expenditures across the software, hardware, and IT industries.

For additional information, contact acmmediasales@acm.org or call +1 212-626-0686.

* 2017 ACM Membership Research - Clarion Research
** 2016 Communication of the ACM Readership Survey
Job Responsibilities of Active Professional ACM Members*
(Based on multiple job responsibilities selected.)

<table>
<thead>
<tr>
<th>Role</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRACTITIONER</td>
<td></td>
</tr>
<tr>
<td>Software/Applications Designer/Developer/Engineer</td>
<td>37%</td>
</tr>
<tr>
<td>Systems Architect/Designer/Engineer</td>
<td>18%</td>
</tr>
<tr>
<td>Systems Administrator</td>
<td>7%</td>
</tr>
<tr>
<td>Other Practitioner</td>
<td>3%</td>
</tr>
<tr>
<td>RESEARCHER</td>
<td></td>
</tr>
<tr>
<td>Academia</td>
<td>23%</td>
</tr>
<tr>
<td>Industry</td>
<td>9%</td>
</tr>
<tr>
<td>Government</td>
<td>4%</td>
</tr>
<tr>
<td>EDUCATOR</td>
<td></td>
</tr>
<tr>
<td>4-year College or University Professor/Instructor</td>
<td>30%</td>
</tr>
<tr>
<td>2-year College Professor/Instructor</td>
<td>2%</td>
</tr>
<tr>
<td>Pre-College Teacher (Kindergarten – 12th Grade)</td>
<td>0%</td>
</tr>
<tr>
<td>MANAGER</td>
<td></td>
</tr>
<tr>
<td>Technical (including project management)</td>
<td>17%</td>
</tr>
<tr>
<td>Corporate</td>
<td>7%</td>
</tr>
<tr>
<td>OTHER</td>
<td></td>
</tr>
<tr>
<td>Consultant, Other</td>
<td>17%</td>
</tr>
</tbody>
</table>

Geographic Profile of Active Professional Members*

- Latin America & the Caribbean, 4%
- USA, 48%
- Asia/Pacific Rim, 27%
- Europe/Africa/Mid East, 18%
- Canada, 3%
- Other, 4%

ACM Publications are the Most Important Member Benefit**

- 72% read at least 3 out of 4 issues of Communications of the ACM
- 43% spend over an hour reading each issue
- 67% read at least ¼ or more editorial content

Primary Technical Interest***
(Multiple areas can be selected)

- 49% - Computer Applications
- 45% - Computer Systems Organization
- 59% - Computing Methodologies
- 48% - Computing Milieux
- 48% - Data
- 26% - Hardware
- 52% - Information Systems
- 35% - Mathematics of Computing
- 63% - Software
- 32% - Theory of Computation

* 2017 ACM Membership Research - Clarion Research
** 2016 Communication of the ACM Readership Survey
*** November 2017 Membership Data