

# Ap

## Audience Profile

ASTD has a global membership of more than 44,000 business professionals throughout 104 countries.

More than 43% of *T+D* readers visited an advertiser's website or made a purchase in the last year. Our customers have the resources and influence to support growth—55% control training budgets greater than \$100,000, with 24% of those greater than \$1 million.

# Ap

**Continually searching for supplier solutions, members know that in order to stay competitive in today's marketplace they need to grow their workplace learning and performance programs.**

## ASTD MEMBER HIGHLIGHTS

- 39% have direct purchasing authority
- 44% specify or recommend purchases
- 24% have an annual training budget of more than \$1 million
- 55% have an annual training budget of \$100,000+
- 79% are responsible for training more than 250 employees

## REASONS PROFESSIONALS JOIN ASTD

- Professional content
- Networking opportunities
- Industry news
- Access to and connection with industry-savvy suppliers
- Professional development opportunities
- CPLP™ (Certified Professional in Learning and Performance) credentialing



## INDUSTRY REPRESENTATION

Finance and Insurance	19%
Colleges, Universities, and Professional Schools	11%
Manufacturing	9%
Healthcare and Social Assistance	8%
Transportation and Warehousing	6%
Management Consulting Services	6%
Utilities	4%
Software Publishers	4%
Real Estate	4%
Wholesale Trade	2%
Retail Trade	2%
Arts, Entertainment, and Recreation	2%
Public Administration (Government)	2%
National Security	2%
Other	19%

## LEVEL WITHIN ORGANIZATION

Manager	26%
Individual Contributor	23%
Director	22%
Supervisor	9%
Independent Consultant	8%
Team Leader	6%
University Professor or Instructor	3%
Other	3%

## INTERNATIONAL MEMBERSHIP

ASTD has more than 3,500 international members from more than 100 countries.

## AREAS OF EXPERTISE

Managing the Learning Function	27%
Delivering Training	22%
Designing Learning	20%
Facilitating Organizational Change	9%
Improving Human Performance	9%
Managing Organizational Knowledge	4%
Career Planning and Talent Management	4%
Coaching	2%
Measuring and Evaluating	1%
Other	2%