

# DEMOGRAPHICS

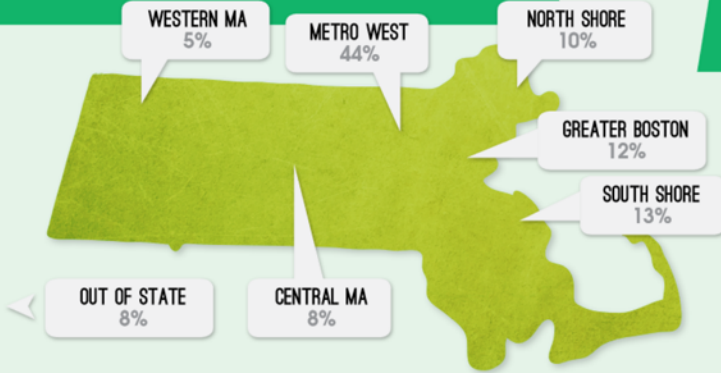
Advertising, sponsoring or exhibiting at an MSCPA event can be key marketing tools for your company.

## Member Distribution by...

### Region

#### Did You Know?

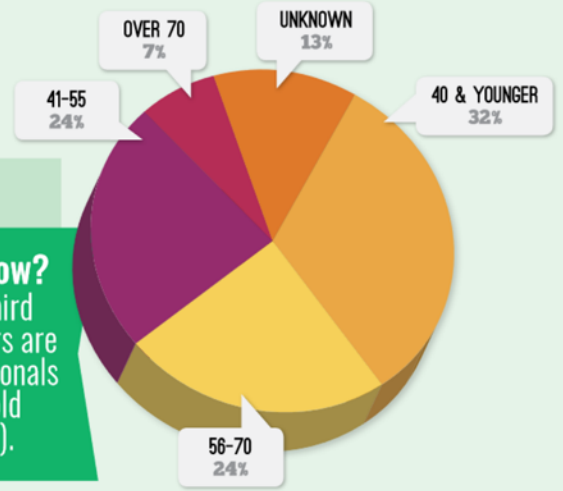
The majority of our members reside in the eastern part of Massachusetts. Only 13% of members live west of the Greater Metro area.



### Age

#### Did You Know?

About one third of our members are young professionals (40 years old or younger).



### Gender

#### Did You Know?

A large majority of older members (>56) are male, while younger members (<55) are almost equally male and female.

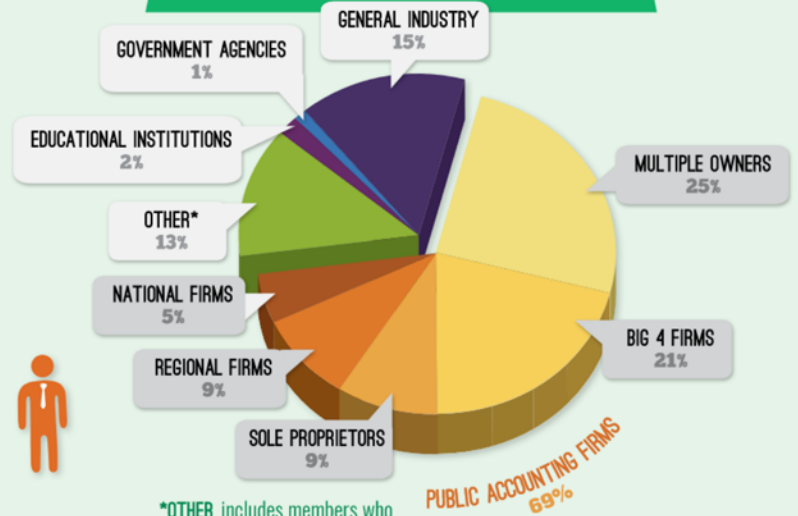


**63% MALE**    **37% FEMALE**

### General Business

#### Did You Know?

More than half of our members hold decision-making positions in their firm.



\*OTHER includes members who are retired, unemployed, taking a leave-of-absence, no firm affiliation, etc.