

DISCOVER WHO MAKES UP NAWIC'S DIVERSE MEMBERSHIP. LEARN WHY SUPPORTING NAWIC THROUGH SPONSORSHIPS AND ADVERTISING CAN GIVE YOU THE BEST BANG FOR YOUR BUCK.

## BUYING POWER

**62 percent** of NAWIC members directly influence the buying decisions at their companies.

**41 percent** of members are directly responsible for purchasing equipment, supplies and services at work.

**84 percent** of our members hold management, administrative or office-related positions in a construction-related business.

**47 percent** of NAWIC's members pass along their copy *The NAWIC IMAGE* to at least one person.

NAWIC's membership is comprised of women employed in all areas of the construction industry.

## NAWIC MEMBERSHIP BREAKDOWN\*

### **By Industry**

Construction of Buildings (Residential and Non-Residential): 41%  
Specialty Trades, Building Equipment, Finishing and Other Trade Contractors: 23%  
Construction Materials and Suppliers: 12%  
Business Owners and/or Managers: 8%  
Engineers, Lawyers and Architects: 8%  
Heavy and Civil Engineering: 7%  
Accounting and Insurance: 6%

### **By Occupation**

Office Management/Support: 18%  
Owner/CEO: 13%  
Project Coordinator/Manager/Engineer: 13%  
Accounting/Payroll: 11%  
Sales/Marketing/Customer Service: 9%  
Architect/Engineering: 4%  
Estimating/Purchasing/Finance: 4%

*\* Because of NAWIC's diverse membership, totals do not add up to 100 percent. All numbers are approximate.*