

Web Appendix WX3.1: Sample Details provided by Dynata Inc.

<b>Among age 18+, Fully Employed in a Sales Functional Role</b>	
<b>Current Industry Segment or Sector</b>	<b>Projected Deliverables at 30% IR*</b>
Advertising	18
Aerospace & Defense	12
Agriculture / Livestock	11
Arts, Entertainment & Recreation	24
Automotive	57
Banking / Financial Services	126
Business Services (Staffing, Printing, etc.)	29
Chemicals	20
Computer Hardware	13
Computer Services	22
Computer Software	44
Construction (Contractor, Home Builder, etc.)	37
Consulting	50
Consumer / Personal Services (Child Care, Tax Prep, Hair Salon, etc.)	10
Consumer Products Manufacturing	46
Education / Training	29
Electronics - Manufacturing	23
Energy & Utilities / Oil & Gas	20
Environmental Services & Equipment	6
Food / Beverage / Restaurant	74
Healthcare / Medical	74
Industrial Manufacturing	58
Insurance	127
Legal Services	4
Market Research	3
Media / Publishing	17
Membership Organizations	3
Metals & Mining	9
None of the above	199
Pharmaceuticals	30
Real Estate	129
Religious Organizations	3
Retail	299

<b>Security Products &amp; Services</b>	8
<b>Telecommunications Equipment</b>	10
<b>Telecommunications Services</b>	25
<b>Transport / Transportation Services / Logistics</b>	29
<b>Travel / Tourism / Hospitality</b>	86
<b>No Response</b>	2
<b>TOTAL</b>	<b>1,786</b>

\*IR: Fulfillment Rate (the likely response rate).