



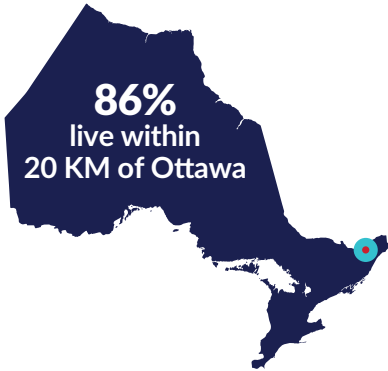
Everything You Need to Know about our Event Attendees

2023 Audience Data Report



ABLE2

The Audience



66% of attendees are first-timers



22% have attended 2-4 times previously



73% of attendees have children



Typical Event Split:
60% Male
40% Female

41% of attendees are age 46-59.
33% are age 60+

The Maritime Connection

63% are either from the Maritimes or have a special kinship with the east coast

74% come for the fresh Nova Scotia lobster



80% consider the event to be an excellent business development, client entertaining, or networking opportunity

Our Attendees' Careers



83% have completed post-secondary education

43% attend with work colleagues

(and another 33% say they attend for both work and personal reasons)

70% are decision-makers in their job

(they manage staff, manage \$, and make purchase decisions)

37% earn between \$100k & \$199k

29% earn over \$200k





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Audience Spending Preferences

The #1 thing that attendees like to spend their disposable income on is **travel** (83% spend more than \$1000 on personal travel or vacation packages per year)



The second most popular way for attendees to spend their disposable income is on **entertainment**



Connection to the Cause



87% say supporting ABLE2 is a very important reason for attending the event

Note: The majority of attendees love the stories that are shared during dinner about the impact ABLE2 has on people living with disabilities in Ottawa

Top 3 Reasons for Attending

1

The Cause

2

Fun Night Out with an East Coast Theme

3

Networking

