

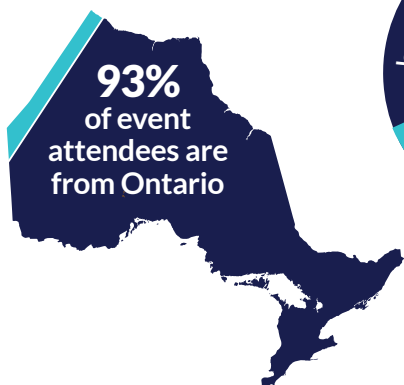


# Everything You Need to Know about our Event Attendees

2022 Audience Data Report

**ABLE2**

## The Audience



**73%** of  
attendees  
have children



**Typical Event Split:**  
**60% Male**  
**40% Female**

**Majority Attendees**  
**Male aged 55+**

## The Maritime Connection

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

**31%** come for the  
delicious lobster



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

## Our Attendees' Careers



**80%** have 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)

**36%** have 6-figure  
incomes





# Everything You Need to Know about our Event Attendees

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## The Audience



AIR CANADA

Favourite Airline:  
Air Canada

83% have spent  
more than \$500 on  
personal travel or  
vacation packages  
in the last year



## Connection to the Cause

**ABLE2**

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

Networking/Socializing

2

The Lobster

3

Unique Auction Items



All data as of November 2019 (ABLE2 Audience Survey)