



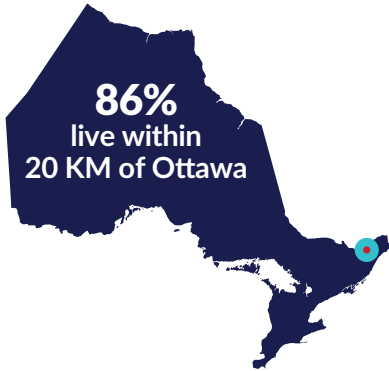
Everything You Need to Know about our Event Attendees

2024 Audience Data Report



ABLE2

The Audience



49% of attendees are first-timers



51% have attended at least twice before



76% of attendees are homeowners



53% Male
47% Female
78% of attendees are age 45+



The Maritime Connection

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

35% come for the delicious Nova Scotia lobster



85% consider the event to be an excellent business development, client entertaining, or networking opportunity

Our Attendees' Careers



71% have completed post-secondary education

31% attend with a work colleague

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

70% are decision-makers in their job
(they manage staff, finances, and/or make purchase decisions)

Over 40% earn over \$110k a year





Everything You Need to Know about our Event Attendees

2024 Audience Data Report



ABLE2

Audience Spending Preferences

46% report that travel is the #1 way to spend their disposal income, with Air Canada being their preferred airline



75% love outdoor activities and exercise

Connection to the Cause

ABLE2

68% 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

