

**ATTENDEE DEMOGRAPHICS – 2007, 2008, and 2009**

**Age Breakdown of Attendees**

Age	2007	2008	2009
18-24	4.3%	4.1%	2.7%
25-34	23%	24.4%	18.3%
35-44	29.7%	27.9%	29.0%
45-54	31.5%	28.2%	36.6%
55+	11.5%	15.4%	13.4%
TOTAL	100%	100%	100%

**Attendee Position within Company**

Job Position	2007	2008	2009
Middle Management	32.1%	26.2%	33.7%
Owner/Partner; CEO, CFO	24.2%	17.6%	18.3%
No Response	9.8%	n/a	n/a
Sales & Marketing	9.7%	19.0%	21.1%
Administrative	8.5%	8.8%	9.1%
Other	6.1%	6.1%	.3%
Professional	3.6%	14.0%	9.1%
Human Resources	3%	3.9%	4.0%
Consultant	1.8%	2.2%	1.7%
IT Staff	1.2%	2.2%	2.7%
TOTAL	100%	100%	100%

**Attendee Business Type**

Job Position	2008	2009
Education	4.9%	5.4%
Engineering	3.6%	2.7%
Finance/Banking	15.3%	16.3%
Healthcare	11.3%	19%
Hospitality	4.9%	8.8%
Human Resources	1.9%	4.1%
Insurance	5.8%	5.4%
Manufacturing	2.7%	5.4%
Marketing	7.9%	8.8%
Non-Profit	6.6%	11.6%
Other	27.4%	5.2%
Retails Sales	5.2%	6.1%
Miscellaneous	2.5%	1.2%
TOTAL	100%	100%

**Attendee Location of Organization by County – Compiled from 2009's Event**

County	Percentage of Attendee
Adams	1.1%
Cumberland	62.0%
Dauphin	28.9%
Franklin	.5%
Lancaster	3.3%
Lebanon	1.1%
Perry	.5%
Schuylkill	.5%
York	2.1%
TOTAL	100%