

ATTENDEE DEMOGRAPHICS –2009, 2010, and 2011

Age Breakdown of Attendees

Age	2009	2010	2011
18-24	2.7%	2.0%	3.7%
25-34	18.3%	24.3%	18.4%
35-44	29.0%	29.4%	29.9%
45-54	36.6%	26.3%	31.6%
55+	13.4%	18.0%	16.4%
TOTAL	100%	100%	100%

Attendee Position within Company

Job Position	2009	2010	2011
Middle Management	33.7%	32.6%	24.0%
Owner/Partner; CEO, CFO	18.3%	11.1%	20.2%
Sales & Marketing Professional	21.1%	24.3%	17.7%
Administrative	9.1%	4.8%	6.3%
Other	.3%	9.7%	7.5%
Professional	9.1%	6.9%	11.3%
Human Resources	4.0%	4.8%	5.5%
Consultant	1.7%	5.5%	7.5%
IT Staff	2.7%	.3%	0.0%
TOTAL	100%	100%	100%

Attendee Business Type

Job Position	2009	2010	2011
Education	5.4%	3.4%	13.9%
Engineering	2.7%	3.4%	5.0%
Entrepreneur	n/a	2.7%	3.7%
Finance/Banking	16.3%	29.1%	17.7%
Healthcare	19%	10.4%	8.8%
Hospitality	8.8%	2.0%	0%
Human Resources	4.1%	2.7%	1.2%
Insurance	5.4%	6.2%	1.2%
Manufacturing	5.4%	.3%	0%
Sales & Marketing	8.8%	12.4%	10.0%
Non-Profit	11.6%	8.3%	6.3%
Other	5.2%	17.3%	27.8%
Retail Sales	6.1%	.3%	2.9%
Miscellaneous	1.2%	1.5%	1.5%
TOTAL	100%		

Attendee Location of Organization by County – Compiled from 2011's Event

County	Percentage of Attendee
Adams	1.3%
Cumberland	50.6%
Dauphin	33.3%
Franklin	2.5%
Lancaster	1.2%
Lebanon	1.2%
Perry	0%
Schuylkill	1.2%
York	5.0%
Other	3.7%
TOTAL	100%