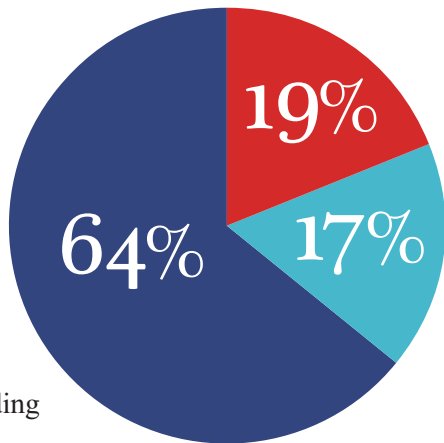




intent to attend
SURVEY RESULTS

The main question:

At this time, are you planning to attend Academy 2021 Boston, November 3-6, 2021?



- Attending
- Not attending
- Unsure

2,047

TOTAL RESPONDENTS

64%

or 1,592 of respondents from the United States vs. 36% or 455 from other countries

241

STUDENTS

174 (72%) from the United States vs. 67 (28%) from other countries

1,187

PRACTITIONERS

922 (78%) from the United States vs. 265 (22%) from other countries

Breaking it Down

Not surprisingly, students trend higher towards attending more than other groups, but the overall trend is all groups are more likely to attend.

	Attending	Not Attending	Not Sure
All Practitioners	69%	20%	20%
North Americans	73%	25%	2%
All Academia	65%	14%	21%
Students	80%	2%	18%

What it Means: 2021 vs. 2020

Compared to 2020's results, all attendee groups regardless of age or gender are more likely to attend with Academia seeing the largest percentage increase of all groups.

	Attending 2021	Attending 2020	Change
All Practitioners	69%	41%	+28%
North Americans	73%	44%	+29%
All Academia	65%	35%	+30%
Students	80%	70%	+10%

Male vs. Female Attendees

Males are currently trending higher on planning to attend than females. Compared to 2020's results, male and female attendees in all age groups are more likely to attend Academy 2021 Boston.

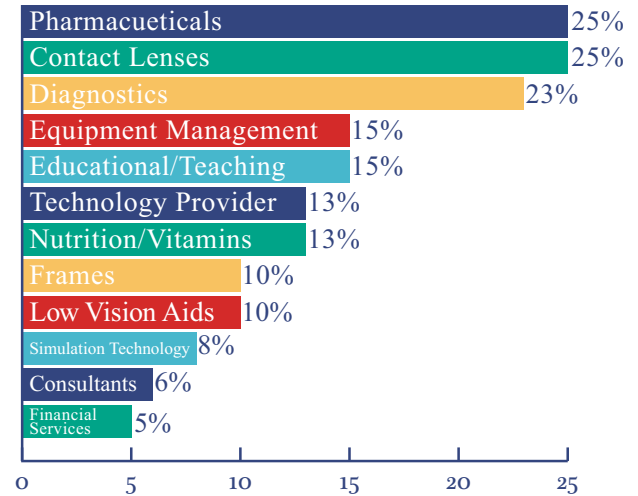
*Plan to attend...	Male	Female
ages 65+	59%	51%
ages 45 – 64	65%	55%
ages 35 – 44	65%	55%
ages 25 – 34	73%	71%
ages 18 – 24	80%	76%

*Male	June 2021	June 2020
ages 65+	59%	36%
ages 45 – 64	65%	43%
ages 35 – 44	65%	48%
ages 25 – 34	73%	64%
ages 18 – 24	80%	71%

*Female	June 2021	June 2020
ages 65+	51%	26%
ages 45 – 64	55%	28%
ages 35 – 44	55%	30%
ages 25 – 34	71%	48%
ages 18 – 24	76%	70%

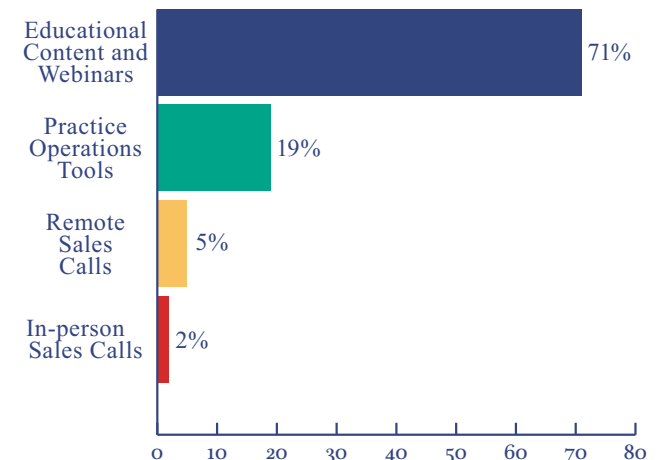
question:

With which categories of industry partners would you like to connect?



question:

What experience would you like from industry partners?





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