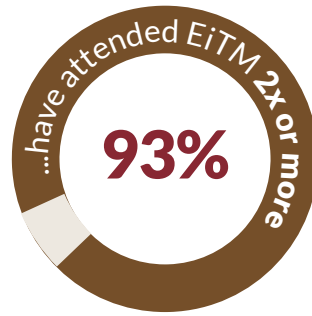
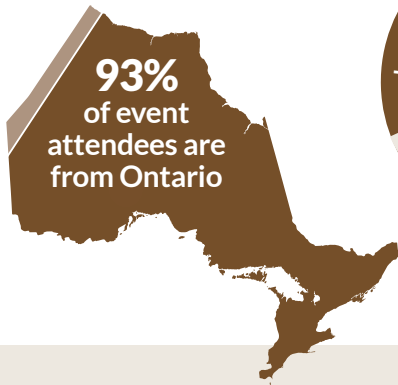




Everything You Need to Know about our Event Attendees



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

70% are decision-makers in their job
(they manage staff, manage \$, and make purchase decisions)

36% have 6-figure incomes

43% attend with work colleagues

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





Everything You Need to Know about our Event Attendees



Travel Preferences



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



87% say supporting **Citizen Advocacy Ottawa** 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 CAO has on people living with disabilities in Ottawa.

Top 3 Reasons for Attending

1

Networking/Socializing

2

The Lobster

3

Unique Auction Items

