

10
EVENING
IN THE
MARITIMES

Everything You Need to Know *about our* Event Attendees

ABLE2

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



Our Attendees' Careers



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

80% have post-secondary education

36% have 6-figure incomes

43% attend with work colleagues
(and another 33% say they attend for both work and personal reasons)



80% consider the event to be an excellent business development, client entertaining, or networking opportunity

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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 **ABLE2 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 ABLE2 has on people living with disabilities in Ottawa.

Top 3 Reasons for Attending

1

Networking/Socializing

2

The Lobster

3

Unique Auction Items

