

whoa!

2006 demographics

Attendees represent a large, diverse and unique audience.

The right-hand graph illustrates the wide age range of women in attendance at the 2006 event.

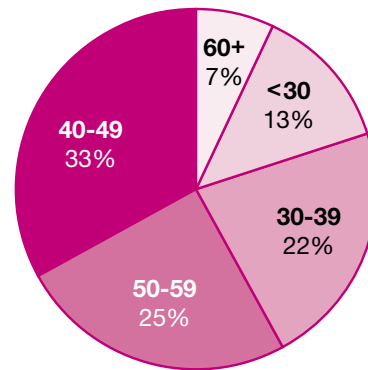
Most women who attend the event are employed full-time.

As women purchase or influence the purchase of 80% of all consumer goods, and the majority of those in attendance are employed full-time, the Titz'n Glitz event presents a unique opportunity for you to showcase your business.

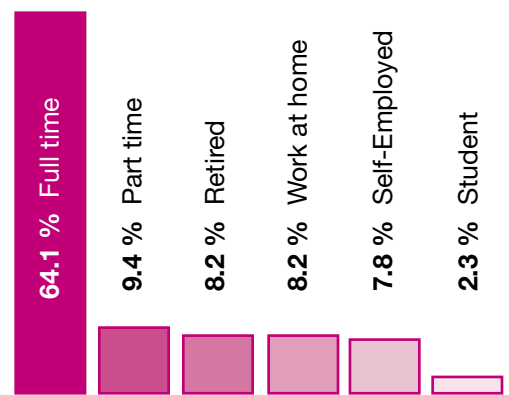
There is a mix of first time attendees and repeat visitors.

Three-quarters (71%) of the women who attended the 2006 gala were first time Titz'n Glitz goers. The remainder (29%) were repeat attendees. This diverse audience provides your organization with the opportunity to showcase your business to new faces and reinforce your commitment to the cause to past attendees.

Age Distribution 2006 Event Attendees



Employment Distribution 2006 Event Attendees



9% of attendees work in the health care sector