



### Demographic Info for our Sponsors

- 80% of our members are female
- Age:
  - 38% of our members are 46 – 55
  - 28% of our members are 36 – 45
  - 24% of our members are 56 – 65
  - 10% of our members are 35 & younger
- Annual pre-tax income:
  - 40% earn an annual pre-tax income between \$50,000 – \$99,750
  - 41% earn an annual pre-tax income between \$100,000 – \$135,000
  - 18 % earn an annual pre-tax income between \$140,00 – \$542,000
- Number of children living at home:
  - 52% have 0 children living at home
  - 30% have 2 or more children living at home
  - 18% have 1 child living at home
- Highest Level of Education completed:
  - 7% Master's Degree
  - 28% Bachelor's Degree
  - 34% Diploma
  - 31% Certificate
- Job Title:
  - 44% of Respondents are Production Accountants
  - 10% of Respondents are Senior Production Accountants
  - 14 % of Respondents are Team Leads, Supervisor of Production Accountants
  - 32% of Respondents have another job title
- 65% of our members play at sport. Top activities are:
  - Golf
  - Cycling
  - Hockey
- 61% of our members have children that play sport. Top activities are:
  - Hockey
  - Soccer
  - Swimming
- 77% of our members watch sport. Top choices are:
  - Hockey
  - Football
  - Basketball
- Top hobbies of our members:

- Reading
  - Baking/Cooking
  - Travel
- Members time working in the O&G industry:
  - 17% of respondents haven been working less than 10 years
  - 31% of respondents haven been working 11 to 20 years
  - 26% of respondents haven been working 21 to 30 years
  - 26% of respondents haven been working over 30 years
- Types of business purchases made independently:
  - Computers
  - Social events
  - Telecom, Banking etc.
- Types of business purchases that members contribute to the decision making:
  - Software
  - Production Accounting Systems
  - Education
- Business travel of our members:
  - 1-3 times a year
- Personal travel of our members:
  - 23% of respondents travel 1 – 2 times a year
  - 35% of respondents travel 3 – 4 times a year
  - 19% of respondents travel 5 – 7 times a year
  - 19% of respondents travel more than 10 times a year
- Number of staff managed by members:
  - 29% of respondents are responsible for managing 1 – 15 staff
  - 1% of respondents are responsible for managing staff greater that 15
  - 70% of respondents do not manage any staff
- Top concerns of our members:
  - Downturn in economy
  - Government Issues
  - Job Security
- What members wish they could spend more money on at their business:
  - Acquisitions
  - Staff
  - Team Building
  - Training
- Types of business products or services members would like to know more about:
  - Software
  - Systems
  - Land Systems
- Types of personal products or services members would like to know more about:
  - Travel
  - Stress Management
  - Insurance
- Members work for organizations that are:
  - 57% of respondents work for an organization that is publicly traded
  - 31% of respondents work for an organization that is privately traded

- 4% of respondents work for a government agency
- Members are considering in the next 12 months to personally make a purchase or change a contract of the following:

