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## Context and Methodology

### Context

Business in Calgary magazine conducted a readership survey with its subscribers in 2013 to learn more about readers’:

- Behaviours when reading the magazine;
- Overall evaluation of the magazine;
- Interest in the magazine’s content and advertising;
- Sources of regional business information;
- Purchases from magazine advertisers;
- Travel behaviours;
- Purchase behaviours; and,
- Corporate profiling.

In 2019, Business in Calgary magazine sought to update this information with its current subscribers.

### Methodology

An online survey was conducted with n=346 subscribers of Business in Calgary magazine, aged 18 years of age or older. Business in Calgary magazine supplied Ipsos with a list of subscribers’ emails in order to invite individuals to participate.

The associated margin of error with a sample size of n=346 is +/-5.2% at the 95% confidence interval.

The survey was completed between August 23 and September 23, 2019 and the average interview duration was 16 minutes.

Where possible, results are compared to survey results gleaned in the 2013 Business in Calgary research.
R1. Overall, how would you rate Business in Calgary on a scale of 1 to 10, where 1 means it is a ‘Very Poor’ magazine and 10 means it is an ‘Excellent’ magazine?

Base: All respondents (2013 n=200) (2019 n=346)

2019 Top4 Box = 82%
2013 Top4 Box = 69%

2019 Low 4 Box = 8%
2013 Low4 Box = 3%

Statistically significant increase since 2013
S2. Do you, or does your organization receive 'Business in Calgary'? / …receive either of the following magazines?

Base: All respondents (2019 n=346) (2013 n=200)

2019: 14% of Business in Calgary subscribers also subscribe to Business in Edmonton
S4. In the past 12 months, how many monthly issues of Business in Calgary have you read or looked through?

Base: Those who receive Business in Calgary magazine (2019 n=309)

2019 Mean: 6.5 Issues
Preference for Print vs. Digital Readership

Base: All respondents (2019 n=346)

Q1. Do you prefer to read print copies or digital copies of each of the following or do you use both?

© Ipsos
**Time Spent Reading**

2019 Mean: 20.0 Minutes  
2013 Mean: 19.4 Minutes

**Base:** All respondents (2013 n=200) (2019 n=346)

**R1. Approximately how many minutes do you normally spend reading or looking through an issue of Business in Calgary?**

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Sections Normally Read

85% Cover story 65% Calgary Report
43% Milestone business profiles 43% Business of Energy Section
37% Real Estate Section 36% David Parker
28% Construction Section 36% Chamber Section
19% Off The Top 18% Cody Battershill
14% BOMA Section 17% Frank Atkins
8% Brad Field 4% None of the above

R4. What sections of the magazine do you usually read?
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R5A. To what extent do you value the milestone business profiles?

- I highly value the milestone profiles: 29%
- Somewhat value the milestone profile: 68%
- I don't see much value in the milestone business: 3%

2019 Highly/ Somewhat value = 97%

Base: Those who read milestone business profiles 2019 (n=149)
Suggestions for Future Business in Calgary Content

- Focus on businesses outside of oil & gas/construction: 8%
- More stories on small businesses: 7%
- Highlight innovative products for businesses: 7%
- Success stories: 6%
- Focus on information businesses need vs. ads: 6%
- Start-up news: 6%
- Economic growth/development: 6%
- More diverse columnists/contributors: 4%
- Highlight what is happening at City Hall: 4%
- Better layout/design: 4%
- Nothing/DK: 31%

Base: Valid respondents (n=141)  |  Main mentions shown
R6. What suggestions, if any, do you have for content for future issues of the magazine?
Others Reading Business in Calgary Magazine

- 2019 Mean: 5.1 people
- 2013 Mean: 5.0 people

Options:
- 0: 18% (2019) vs 3% (2013)
- 1 to 2: 35% (2019) vs 21% (2013)
- 3 to 4: 20% (2019) vs 7% (2013)
- 5 to 9: 13% (2019) vs 8% (2013)
- 10+: 13% (2019) vs 4% (2013)
- Don’t Know: 57% (2019)
- <1% (2013)

Base: All respondents (2013 n=200) (2019 n=346)

R7. How many other people in your organization read or look at Business in Calgary?

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Distribution After Reading Business in Calgary

R8. Once everyone has had an opportunity to read or look at an issue of Business in Calgary, what is typically done with the magazine?

- Displayed in common area: 51% (2019) vs 42% (2013)
- Discarded/recycled: 34% (2019) vs 45% (2013)
- Filed for reference: 5% (2019) vs 7% (2013)
- Other: 3% (2019) vs 5% (2013)
- Don't know: 6% (2019) vs 8% (2013)

Base: All respondents (2013 n=200) (2019 n=346)
Other Environments in Which Business in Calgary is Noticed

- Corporate offices: 73%
- Waiting rooms: 61%
- Medical offices: 50%
- Law firm offices: 43%
- Communal working spaces: 14%
- Restaurants: 6%
- Other: 3%
- None of the above: 10%

Base: All respondents (2019 n=346)

R13. In what other environments do you see Business in Calgary magazine or Business in Edmonton magazine?

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Interest in Content of Business in Calgary Magazine

- Quite interested: 32%
- Somewhat interested: 54%
- Neither interested nor disinterested: 8%
- Not very interested: 4%
- Not at all interested: 1%

2019 Quite/Somewhat Interested = 86%
2019 Not very/Not at All Interested = 5%

Base: All respondents (2019 n=346)
R9. Overall, how interested are you in the content included in the magazine?
R10. Which of the following publications do you read regularly (i.e. you read most of the issues published)? Please select all that apply.

- Business in Calgary Magazine
- The Calgary Herald
- The Globe & Mail
- Avenue Magazine
- The National Post
- The Calgary Sun
- Maclean's
- Canadian Business
- Metro News
- The Edmonton Journal
- Business in Edmonton
- The Edmonton Sun
- Other mentions
- Nothing

Base: All respondents (2013 n=200) (2019 n=346)
R11. Which of the following publications is/are your primary print source(s) for regional business information? Please select up to three choices.

- The Calgary Herald
- Business in Calgary Magazine
- The Globe & Mail
- Avenue Magazine
- The National Post
- The Calgary Sun
- Canadian Business
- The Edmonton Journal
- Business in Edmonton
- Metro News
- Maclean's
- The Edmonton Sun
- Other mentions
- None of the above

Base: All respondents (2013 n=200) (2019 n=346)
R12. What proportion of your regional business information comes from the following types of media? Your responses must total 100%.

- **Internet**: 7% (0%) - 32% (30% or less) - 27% (31% - 50%) - 34% (51%+)
- **Print**: 16% (0%) - 66% (30% or less) - 12% (31% - 50%) - 6% (51%+)
- **Television**: 40% (0%) - 54% (30% or less) - 3% (31% - 50%) - 2% (51%+)
- **Social media**: 43% (0%) - 48% (30% or less) - 6% (31% - 50%) - 3% (51%+)
- **Radio**: 42% (0%) - 51% (30% or less) - 5% (31% - 50%) - 2% (51%+)

Mean:
- Internet: 43.9
- Print: 19.7
- Television: 12.1
- Social media: 11.7
- Radio: 10.7

Base: All respondents 2019 (n=346)

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Interest in Magazine Advertisements

A1. Overall, how interested are you in the advertisements included in the magazine?

<table>
<thead>
<tr>
<th>Response</th>
<th>2019</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quite interested</td>
<td>10%</td>
<td>2%</td>
</tr>
<tr>
<td>Somewhat interested</td>
<td>35%</td>
<td>31%</td>
</tr>
<tr>
<td>Neither interested nor disinterested</td>
<td>32%</td>
<td>40%</td>
</tr>
<tr>
<td>Not very interested</td>
<td>16%</td>
<td>25%</td>
</tr>
<tr>
<td>Not at all interested</td>
<td>7%</td>
<td>1%</td>
</tr>
</tbody>
</table>

2019 Interested = 45%
2013 Interested = 33%

2019 Not Interested = 23%
2013 Not Interested = 26%

Base: All respondents (2013 n=200) (2019 n=346)
Accessing Advertisers’ Websites via Business in Calgary

67% of subscribers have been to an advertiser’s website

- **Always**: 1%
- **Often**: 6%
- **Sometimes**: 24%
- **Not very often**: 36%
- **Never**: 33%

2019: 7% of subscribers have gone to an advertiser’s website

2019: 69% of subscribers have not gone to an advertiser’s website or have never done so

Base: All respondents 2019 (n=346)

A2. Within the past year, how frequently have you gone to advertisers’ websites from the magazine?
Purchases from Advertisers’ Websites via Business in Calgary

47% of subscribers have made purchases from an advertiser’s website

- **The past year**: 13%
- **The past five years**: 28%
- **The past ten years**: 4%
- **Ten years or more**: 3%
- **Never**: 53%

Base: All respondents 2019 (n=346)

A3. Have you made purchases from advertisers featured in the Business in Calgary or Business in Edmonton magazine within…?
**Print Ads Are Less Intrusiveness Than Digital Ads**

**Base:** All respondents 2019 (n=346)

A4. Please indicate the extent to which you agree or disagree with the following statement about Business in Calgary magazine: Print advertisements are less intrusive than digital ads when reading a magazine.

- **Strongly agree:** 40%
- **Somewhat agree:** 36%
- **Neither agree nor disagree:** 22%
- **Somewhat disagree:** 1%
- **Strongly disagree:** 1%

- **2019 Strongly/Somewhat agree:** 76%
- **2019 Strongly/Somewhat disagree:** 2%
Ease of Navigation of Business in Calgary’s Website

Among those who have visited the website (< year)

- Very easy: 14%
- Somewhat easy: 50%
- Neither easy nor difficult: 32%
- Somewhat difficult: 4%
- Very difficult: 1%

2019 Very/Somewhat easy = 64%
2019 Somewhat/Very difficult = 4%

Base: Those who have been to the website (n=168)
C1. How easy or difficult is it to navigate through the magazine’s website?
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Receipt of Event Emails from Business in Calgary

<table>
<thead>
<tr>
<th>Year</th>
<th>Yes</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>Yes</td>
<td>46%</td>
</tr>
<tr>
<td>2013</td>
<td>Yes</td>
<td>56%</td>
</tr>
</tbody>
</table>

Base: All respondents (2013 n=200) (2019 n=309)

C2. Do you recall receiving the upcoming event email newsletters from Business in Calgary?
Behaviours Following Receipt of Event Emails

Among those who have received event emails:

- **Read part of it (glance through it)**: 62% (2019) vs. 52% (2013)
- **Read most or all of it**: 23% (2019) vs. 35% (2013)
- **Keep it to read it later**: 11% (2019) vs. 8% (2013)
- **Delete it without reading**: 10% (2019) vs. 7% (2013)
- **Forward it on to other persons**: 4% (2019) vs. 13% (2013)

85% Read part of/most of the magazine

Base: Respondents who recall receiving event emails (2013 n=113) (2019 n=141)

C3. What do you typically do with these emails?
Interest in Receiving a Weekly Event Reminder Email

Very interested: 16%
Somewhat interested: 44%
Not very interested: 25%
Not at all interested: 16%

Interested = 60%
Not interested = 40%

Base: All Respondents n=346
R11. How interested would you be in receiving a weekly email from Business in Calgary with a listing of all business events for the coming week?
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Trips Taken for Business in Past Year

2019 Mean: 8.1 Trips
2013 Mean: 8.0 Trips

Base: All respondents (2013 n=200) (2019 n=346)
T1. In the past 12 months, how many out of town trips have you taken for business purposes?
Destination of Travel

Multiple Mentions

Business

Pleasure

Both Business and Pleasure

Outside Calgary but within Alberta

- BC: 43% (2019), 63% (2013)
- Ontario: 22% (2019), 24% (2013)
- Rest of Canada: 63% (2019), 66% (2013)

Canadian Rocky Mountain Parks

- Alberta: 87% (2019), 93% (2013)
- Western Canada: 93% (2019), 82% (2013)
- Other Canada: 64% (2019), 52% (2013)

Base: Respondents who travel (2013 n=165) (2019 n=303)

T2. Where do you usually travel for business or pleasure?

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Airlines Used for Travel

**Business**
- WestJet: 76%
- Air Canada: 64%
- United Airlines: 22%
- Delta: 12%
- American Airlines: 9%
- Alaska Airlines/Horizon Air: 4%
- British Airways: 3%
- Privately owned (through company): 2%
- Air Transat: 2%
- A Chartered Airline (such as, Q-jets, Air Partners): 1%
- Northwest Airlines: 1%
- Continental: 4%
- Other: 5%

**Pleasure**
- WestJet: 78%
- Air Canada: 59%
- United Airlines: 18%
- Delta: 7%
- American Airlines: 9%
- Alaska Airlines/Horizon Air: 3%
- British Airways: 5%
- Privately owned (through company): 2%
- Air Transat: 6%
- A Chartered Airline (such as, Q-jets, Air Partners): 1%
- Northwest Airlines: 2%
- Continental: 4%
- Other: 6%

**Both Business and Pleasure**
- 92%
- 72%
- 32%
- 17%
- 15%
- 6%
- 7%
- 3%
- 7%
- 2%
- 1%
- 1%
- 8%

Base: Respondents who travel (2013 n=165) (2019 n=303)

T3. In the past 12 months, which airlines have you used for business or pleasure?
T4. In your business trips over the past 12 months, approximately how many nights have you spent in a hotel?

Base: Business travel respondents (2013 n=165) (2019 n=303)

2019 Mean: 17.2 Nights
2013 Mean: 16 Nights

# of Nights Stayed

- 0: 6%
- 1-2: 9%
- 3-4: 13%
- 5-9: 16%
- 10-19: 20%
- 20+: 37%
Dining Out Weekly

# of Times Dined Out

**Lunch**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>2019</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>26%</td>
<td>29%</td>
</tr>
<tr>
<td>2</td>
<td>19%</td>
<td>26%</td>
</tr>
<tr>
<td>3</td>
<td>19%</td>
<td>15%</td>
</tr>
<tr>
<td>4</td>
<td>10%</td>
<td>12%</td>
</tr>
<tr>
<td>5</td>
<td>11%</td>
<td>7%</td>
</tr>
<tr>
<td>6</td>
<td>1%</td>
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<tr>
<td>7</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>None</td>
<td>13%</td>
<td>10%</td>
</tr>
</tbody>
</table>

**Dinner**

<table>
<thead>
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<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>32%</td>
<td>40%</td>
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<tr>
<td>2</td>
<td>29%</td>
<td>26%</td>
</tr>
<tr>
<td>3</td>
<td>14%</td>
<td>12%</td>
</tr>
<tr>
<td>4</td>
<td>8%</td>
<td>3%</td>
</tr>
<tr>
<td>5</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>6</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>7</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>None</td>
<td>13%</td>
<td>16%</td>
</tr>
</tbody>
</table>

Mean:
- 2019 Lunch: 2.3
- 2013 Lunch: 2.5
- 2019 Dinner: 1.9
- 2013 Dinner: 2.0

Base: All respondents (2013 n=200) (2019 n=346)

E1. In an average week, how often do you dine out for…?
Frequency of Dining Out Monthly at $50+ Per Person

2019 Mean: 2.9 Times

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>0</td>
<td>14%</td>
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<tr>
<td>1</td>
<td>19%</td>
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<tr>
<td>2</td>
<td>16%</td>
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<td>4</td>
<td>14%</td>
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<tr>
<td>5</td>
<td>9%</td>
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<tr>
<td>6</td>
<td>3%</td>
</tr>
<tr>
<td>7</td>
<td>11%</td>
</tr>
</tbody>
</table>

Base: All respondents (2013 n=200) (2019 n=346)

E2. How many times a month do you go out for lunch or dinner where you spend $50 per person or more?
E3. In the past 12 months, which of the following activities have you or your company participated in to entertain clients?

- Sports Events: 51%
- Charity Events: 48%
- Fine dining: 46%
- Trade Shows: 32%
- Music Concerts: 15%
- Theatre: 10%
- Opera/Classical: 4%
- Other: 4%
- None of the above: 20%

Base: All qualified respondents (2019 n=346)
Sports Activities to Entertain Clients

Base: Respondents who have participated in sports entertainment events 2019 (n=178)

R4. Within the past 12 months, which of the following sports events have you or your organization participated in?

- NHL games: 77%
- Golfing: 76%
- Skiing/Snowboarding: 24%
- Hiking: 24%
- Fishing: 13%
- No answer: 4%
Client Entertainment Expenditures

E3. In the past 12 months, not including dining out, how much in total have you spent on entertaining clients?

- $1 - $500: 19% (2019 $1-$999 = 29%)
- $501 - $999: 10%
- $1,000 - $2,500: 19% (2019 $1K-$4,999 = 33%)
- $2,500 - $4,999: 14%
- $5,000 - $9,999: 8%
- $10K+: 13% (2019 $5K+ = 21%)
- None: 9%
- Don’t Know: 8%

Base: All respondents (2013 n=200) (2019 n=346)

E3. In the past 12 months, not including dining out, how much in total have you spent on entertaining clients?
Memberships and Purchases

P1. Within the past 12 months, which of the following have you used or purchased?

- Gift cards for restaurants: 58%
- A Canadian National Parks Pass Discovery Pass, or in other words, a Banff Provincial Park pass: 48%
- A fitness club membership: 38%
- Recreational property such as a vacation home: 29%
- Theatre in Calgary: 27%
- A golf membership: 20%
- A local Chamber of Commerce membership: 17%
- A skiing/ snowboarding seasons pass: 14%
- Petroleum Club: 13%
- Ranchman’s Club: 11%
- A health spa membership: 10%
- Residential real estate professionals: 8%
- Commercial real estate as an investment: 8%
- None of the above: 11%

Base: All respondents (2019 n=346)
**Property Purchase Intent**

- **Single detached house**
  - 2019: 11%
  - 2013: 6%

- **Commercial real estate as an investment**
  - 2019: 9%
  - 2013: 6%

- **Condominium**
  - 2019: 8%
  - 2013: 7%

- **Recreational property such as a vacation home**
  - 2019: 8%
  - 2013: 6%

- **Townhouse**
  - 2019: 2%
  - 2013: 4%

- **None of the above**
  - 2019: 71%
  - 2013: 71%

---

**Base:** All qualified respondents (2013 n=200) (2019 n=346)

*P2. Within the next 12 months, which of the following types of real estate do you plan on purchasing, if at all?*
Planned Renovations

Yes to any = 57%

Home
- 46% (2019)
- 49% (2013)

Leasehold office
- 20% (2019)
- 11% (2013)

Home office
- 14% (2019)
- 10% (2013)

Base: All respondents (2013 n=200) (2019 n=346)

P3. Are you planning to do any of the following renovations?
**Medicinal Cannabis Usage**

**Base:** P4. All respondents n=346 / P5. Those who use medicinal cannabis n=26*  
*Small sample size. Interpret with caution.

**P4. Do you use cannabis for medical purposes?**

<table>
<thead>
<tr>
<th>Yes</th>
<th>8%</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>92%</td>
</tr>
</tbody>
</table>

**P5. And which types of cannabis products do you use?**

- **CBD oil** 88%
- **Sleep aid products** 46%
- **Hemp lotion** 23%
- **None of the above** 12%

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*P4. Do you use cannabis for medical purposes? / P5. And which types of cannabis products do you use?
**Vehicle Purchase Intent**

Yes to any = 36%

### Corporate
- Yes: 18%
- No: 82%
- Don't know: 0%

### Personal
- Yes: 25%
- No: 75%
- Don't know: 0%

Base: All qualified respondents (2013 n=200) (2019 n=346)

V1. Are you, or is any member of your household, planning to buy or lease a vehicle during the next 12 months?
Vehicle Purchase Type

Sports utility vehicle: 47% (2019) vs. 53% (2013)
Luxury vehicle: 22% (2019) vs. 16% (2013)
Electric/Hybrid**: 0% (2019) vs. 13% (2013)
Economy car: 7% (2019) vs. 20% (2013)
Minivan: 1% (2019) vs. 13% (2013)
Sports car: 0% (2019) vs. 16% (2013)
Other: 8% (2019) vs. 18% (2013)
Not sure: 2% (2019) vs. 0% (2013)

Base: Planning to buy/lease a vehicle (personal) 2013 (n=38*) 2019 (n=86*) *Very small base size, interpret with caution. **New item in 2019 V2. What type of vehicle do you or the household member plan to buy or lease?
Planned Vehicle Purchase Price

Base: Plan to buy/lease vehicle (personal) (2013 n=38*) 2019 (n=86*) / *Very small base size, interpret with caution.
V3. And, approximately how much do you or anyone in the household expect to spend on your next vehicle purchase or lease, before taxes?

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Corporate Plan for Fleet of Vehicles

F10. Is your company planning to buy, lease, or upgrade a fleet of vehicles in the next 12 months?

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>15%</td>
<td>49%</td>
</tr>
<tr>
<td>No</td>
<td>12%</td>
<td>55%</td>
</tr>
<tr>
<td>Don't know/ Not Applicable</td>
<td>32%</td>
<td>37%</td>
</tr>
</tbody>
</table>

Base: All qualified respondents (2013 n=200) (2019 n=346)
F1. What is your job title?

- **CEO / COO / President**: 39% (2019), 22% (2013)
- **Owner/Operator/Partner**: 22% (2019), 9% (2013)
- **Manager/GM/Operation Manager**: 23% (2019), 10% (2013)
- **Director**: 9% (2019), 10% (2013)
- **VP**: 9% (2019), 5% (2013)
- **Senior Vice-President**: 3% (2019), 3% (2013)
- **Salesperson**: 2% (2019), 3% (2013)
- **Advisor/Consultant**: 5% (2019), 3% (2013)
- **Administrative Support**: 2% (2019), 2% (2013)
- **Other**: 15% (2019), 3% (2013)

79% are senior management
Company Head Office Located in Calgary

Base: All respondents (2013 n=200) (2019 n=346)

F2. Is your company's head office located in Calgary?

- **Yes**: 83% (2019) vs 73% (2013)
- **No**: 17% (2019) vs 27% (2013)
### Industry Sector

**F3. In which industry sector does your company operate?**

<table>
<thead>
<tr>
<th>Industry Sector</th>
<th>2019</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Construction</td>
<td>12%</td>
<td>9%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td>Oil / Gas</td>
<td>7%</td>
<td>14%</td>
</tr>
<tr>
<td>Marketing / Advertising / Market Research</td>
<td>7%</td>
<td>11%</td>
</tr>
<tr>
<td>Financial Services / Accounting</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td>Information Technology</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td>Real Estate</td>
<td>5%</td>
<td>11%</td>
</tr>
<tr>
<td>Service (including hair salons, dry cleaning, etc.)</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>Non-profit</td>
<td>3%</td>
<td>6%</td>
</tr>
<tr>
<td>Automotive</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Retail</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Education / Training</td>
<td>3%</td>
<td>12%</td>
</tr>
<tr>
<td>Law / Legal</td>
<td>2%</td>
<td>2%</td>
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<tr>
<td>Insurance</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Health / Medical</td>
<td>2%</td>
<td>6%</td>
</tr>
<tr>
<td>Tourism</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>Hotel / Hospitality</td>
<td>2%</td>
<td>5%</td>
</tr>
<tr>
<td>Distribution (unspecified)</td>
<td>1%</td>
<td>4%</td>
</tr>
<tr>
<td>Industrial supplier</td>
<td>1%</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>17%</td>
<td>24%</td>
</tr>
<tr>
<td>None of the above/ Not applicable</td>
<td>1%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Base: All qualified respondents (2013 n=200) (2019 n=346)
Company Size

2019 Mean = 229.3

- 20 or fewer: 56%
- 21 - 75: 20%
- >75: 24%

Base: All qualified respondents (2013 n=200) (2019 n=346)

F4. Approximately how many people are employed by your entire company, including all locations and divisions?
Corporate Revenue

F5. What was the gross revenue of your company last year?

Base: All qualified respondents (2013 n=200) (2019 n=346)

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Investment in Event Planning and Trade Shows

- $1 to $4,999: 29% (2019) vs 18% (2013)
- $5,000 to $9,999: 16% (2019) vs 13% (2013)
- $10,000 or more: 22% (2019) vs 28% (2013)
- None: 22% (2019) vs 18% (2013)
- Don't know: 11% (2019) vs 24% (2013)

Base: All qualified respondents (2013 n=200) (2019 n=346)

F7. What is your company’s annual investment in event planning and trade shows?
Investment in Technology

$1 to $4,999
- 2019: 28%
- 2013: 18%

$5,000 to $19,999
- 2019: 22%
- 2013: 18%

$20,000 to $49,999
- 2019: 9%
- 2013: 10%

$50,000 to $99,999
- 2019: 8%
- 2013: 6%

$100,000 and more
- 2019: 16%
- 2013: 17%

None
- 2019: 3%
- 2013: 3%

Don’t know
- 2019: 14%
- 2013: 28%

Base: All qualified respondents (2013 n=200) (2019 n=346)

F8. What is your company's annual investment in technology products and services?
F9. Which of the following does your company budget for?

- Advertising and marketing: 62% (Not asked in 2013)
- Training: 55% (68%)
- Client entertainment expenditures: 49% (68%)
- Education: 41% (59%)
- Transportation: 40% (59%)
- Corporate Retreats and Events: 31% (37%)
- Human Resources (HR): 27% (39%)
- Hiring through an outside agency: 14% (23%)
- None of the above: 9% (12%)
- Don't know: 8% (12%)
Involvement in Decision Making

F9. Please indicate which of the following you are involved in deciding to purchase:

- Advertising, marketing, promotions, marketing research or public relations: 73% (2019), 63% (2013)
- Internet or website services: 64% (2019), 46% (2013)
- Employee training and education: 63% (2019), 50% (2013)
- Computer hardware or software: 62% (2019, 2013)
- Banking, financial or accounting services: 62% (2019), 38% (2013)
- Travel arrangements: 62% (2019), 46% (2013)
- Office furniture, fixtures or machines: 61% (2019), 46% (2013)
- Legal services: 61% (2019), 40% (2013)
- Printing services: 59% (2019), 50% (2013)
- Communications equipment or services, including data, telephone and long distance: 58% (2019), 38% (2013)
- Facilities for conventions, meetings or catering: 57% (2019), 36% (2013)
- Employee benefits or insurance: 56% (2019), 34% (2013)
- Office, warehouse, or commercial space leasing: 53% (2019), 32% (2013)
- Management consulting services: 53% (2019), 28% (2013)
- Company cars, trucks or trailers: 52% (2019), 30% (2013)
- Shipping and transportation services: 51% (2019), 31% (2013)
- Personnel replacement services: 48% (2019), 24% (2013)
- All of the above: 39% (2019)
- None of the above: 12% (2019), 16% (2013)

Base: All qualified respondents (2013 n=200) (2019 n=346)
Children in Household and Private School Consideration

**Children in Household**
- Yes: 37%
- No: 63%

**Private School**
- Yes: 31%
  - 2019: 47%
  - 2013: 47%
- No: 51%
  - 2019: 47%
  - 2013: 7%

**Currently enrolled/already attend**
- 2019: 18%
- 2013: 7%

Base: All qualified respondents (2013 n=200) (2019 n=302)

D3. Do you have any dependent children under the age of 18 who are currently living with you, that is living in the household all or most of the time?

D7. Would you consider a private school for your children(s) education?

*Small base – interpret with caution.
D6. Are you planning to enroll in any educational programs in the next 12 months?

Yes: 27% (2019) vs. 28% (2013)
No: 73% (2019) vs. 44% (2013)
Unsure: 0% (2019) vs. 28% (2013)

Base: All respondents (2013 n=200) (2019 n=346)
# Demographics

<table>
<thead>
<tr>
<th>GENDER</th>
<th></th>
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<tbody>
<tr>
<td>Male</td>
<td>65%</td>
<td></td>
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<tr>
<td>Female</td>
<td>35%</td>
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<table>
<thead>
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<th>EDUCATION</th>
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<td>Completed high school or less</td>
<td>8%</td>
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<tr>
<td>Technical/trade diploma/certificate</td>
<td>12%</td>
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<tr>
<td>Some college or university</td>
<td>16%</td>
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<tr>
<td>Completed college or university degree</td>
<td>44%</td>
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<tr>
<td>Post-graduate degree</td>
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<th>AGE</th>
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<tr>
<td>18 to 28</td>
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<td>29 to 38</td>
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<td>39 to 48</td>
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<td>49 to 58</td>
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<td>59 to 68</td>
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<td>69 or older</td>
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<tr>
<td>Mean</td>
<td>52 years</td>
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<th>INCOME</th>
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<td>Less than $50,000</td>
<td>&lt;1%</td>
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<td>$50,000 to &lt;$75,000</td>
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<td>$75,000 to &lt;$100,000</td>
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<td>$100,000 to &lt;$125,000</td>
<td>8%</td>
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<td>$125,000 to &lt;$150,000</td>
<td>10%</td>
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<td>$150,000 to &lt;$200,000</td>
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<td>$200,000 to &lt;$250,000</td>
<td>13%</td>
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<td>$250,000 or more</td>
<td>27%</td>
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<tr>
<td>Prefer not to answer</td>
<td>20%</td>
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<th>HOUSEHOLD SIZE</th>
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<tr>
<td>1</td>
<td>12%</td>
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<td>3</td>
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<td>4</td>
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<td>5 or more</td>
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<tr>
<td>Mean</td>
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Suggestions for Business in Calgary Magazine: Selected Verbatim Commentary

9% offered comments

“Consider other industries and businesses than oil and gas.”

“Keep using good quality materials, photos and journalistic materials and continue to deliver the magazine in a timely fashion.”

“I don’t often read your magazine because you are pretty good at representing the businesses in the community, I would like to compliment you on the effort you have put into and continue publishing.”

“Try and expand your horizon.”

“It may be interesting to contribute to the Business in Canada magazine and contribute to the Business in Calgary magazine. I am interested in trying to understand how companies can possibly justify their predominately left-wing thinking as it affects Alberta so directly.”

“Offer a non-profit subscription rate.”

“Target millennials too.”

“I’m surprised I haven’t heard more of/from you via reaching out like this; thank you.”

“Keep relevant to the types of businesses that are growing in Edmonton and Calgary. Highlight stories of relevance and courage. Focus on culture and purpose driven businesses. Create a climate to help support and propel businesses in Alberta. Feature B corporations like us.”

“Companies are getting world wide recognition and BIC and BIE are not covering them nearly enough!”

“Showcase interesting Alberta businesses who are selling outside of Alberta.”

“Good magazine, it keeps me in touch with the community. I try to support the restaurants that advertise with you and other services.”

“The email content is scarce. More diversity in contributors. Generally I want to know what’s new in business in Calgary, what companies are growing, starting up, having success. Business advice from local experts.”

“Keep up the good work... bringing the business community together through the focus on businesses, their ownership and the value they bring the community is important.”

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