

# BUSINESS IN CALGARY

## 2019 Readership Survey



19-12-11

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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.

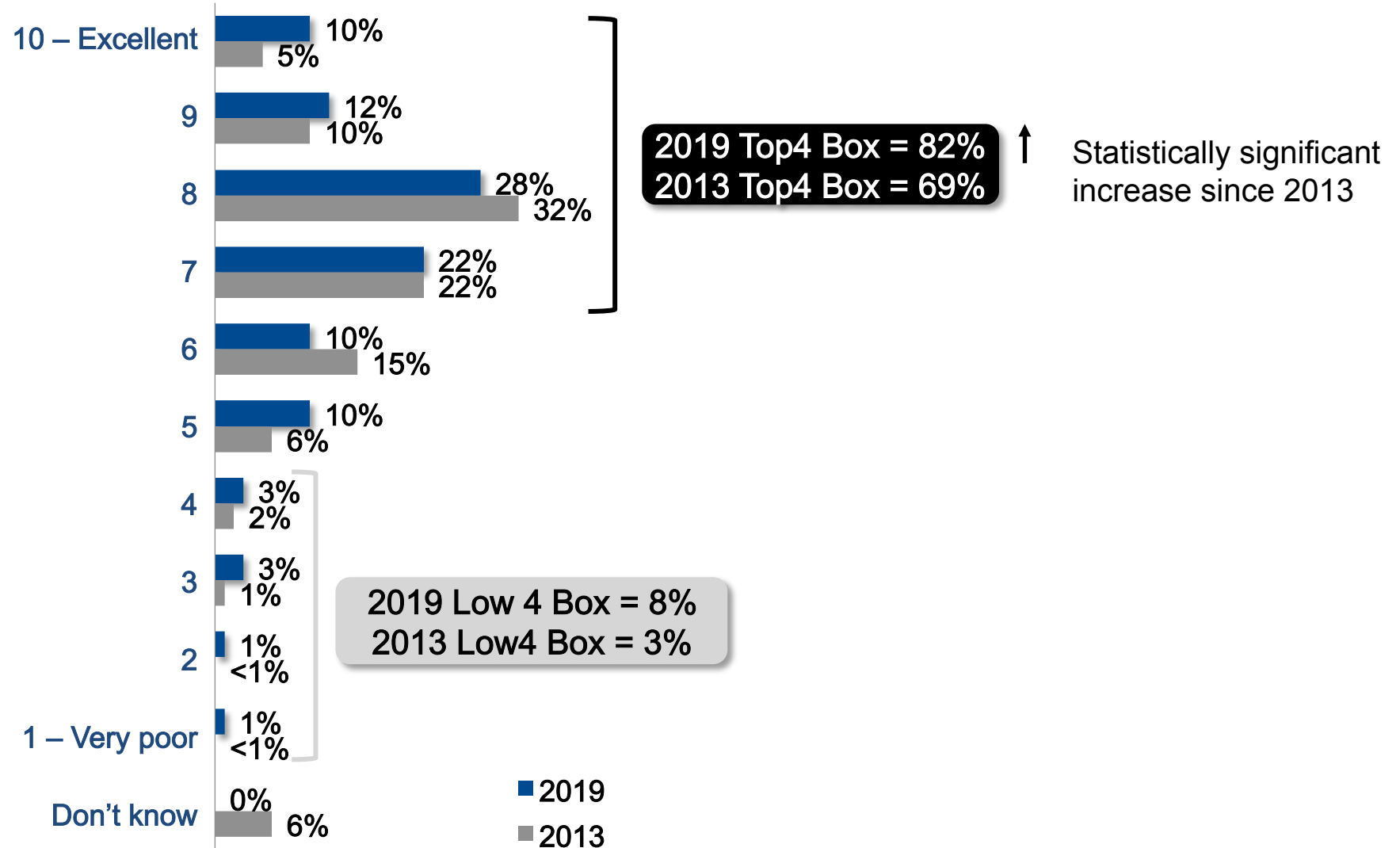
The associated margin of error with a sample size of n=346 is +/-5.2% at the 95% confidence interval.

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.



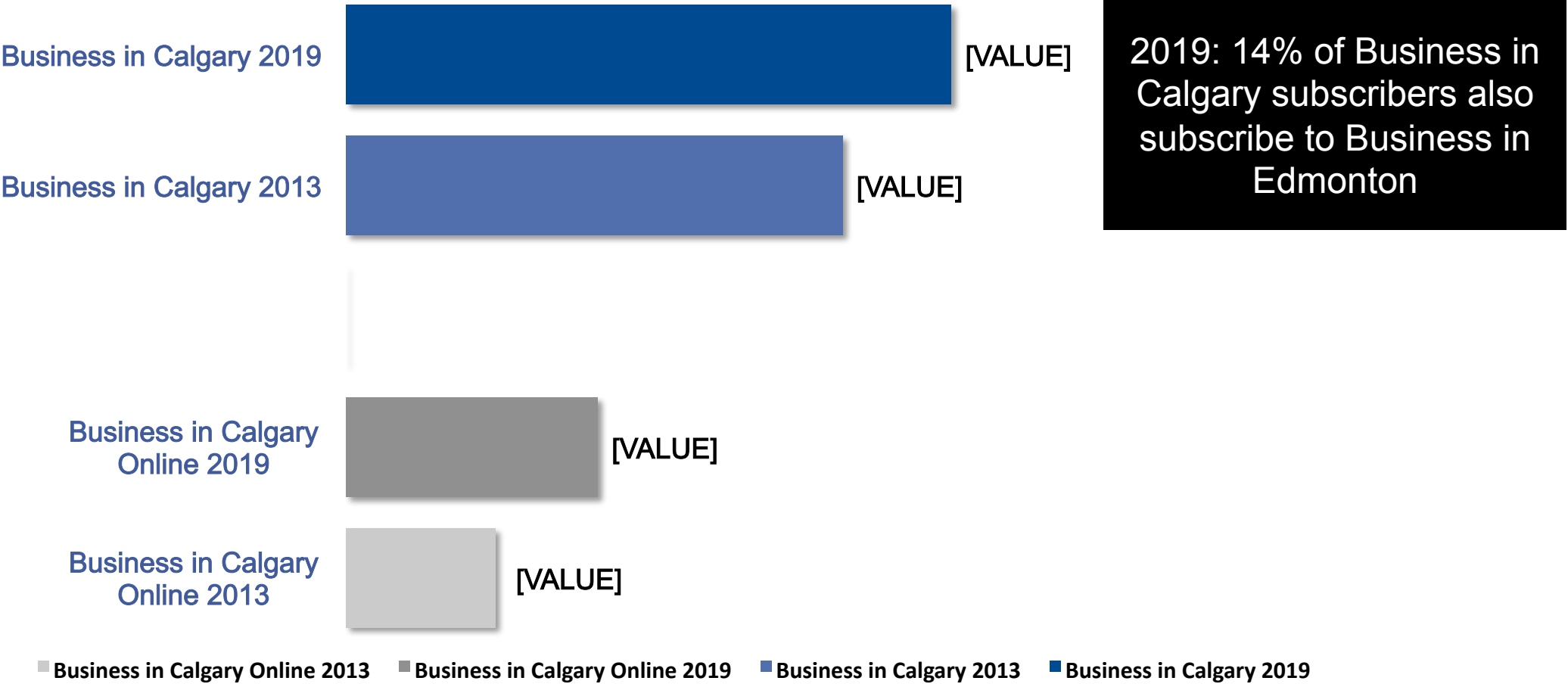
# Overall Rating for Business in Calgary



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



# Magazine Readership

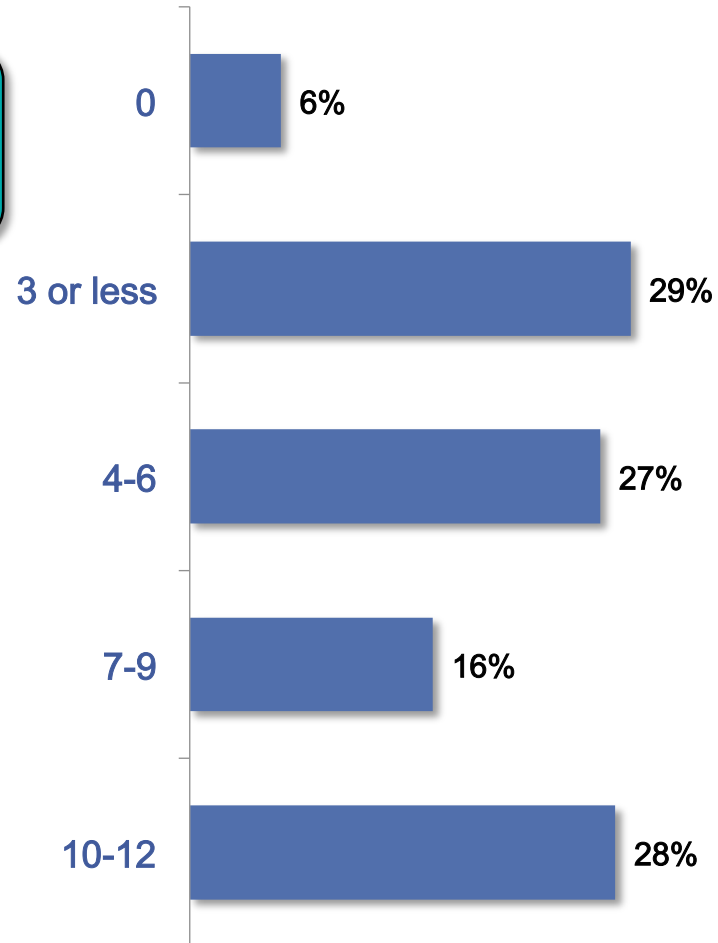


Base: All respondents (2019 n=346) (2013 n=200)  
S2. Do you, or does your organization receive 'Business in Calgary'? / ...receive either of the following magazines?



## Number of Issues Read in Past Year

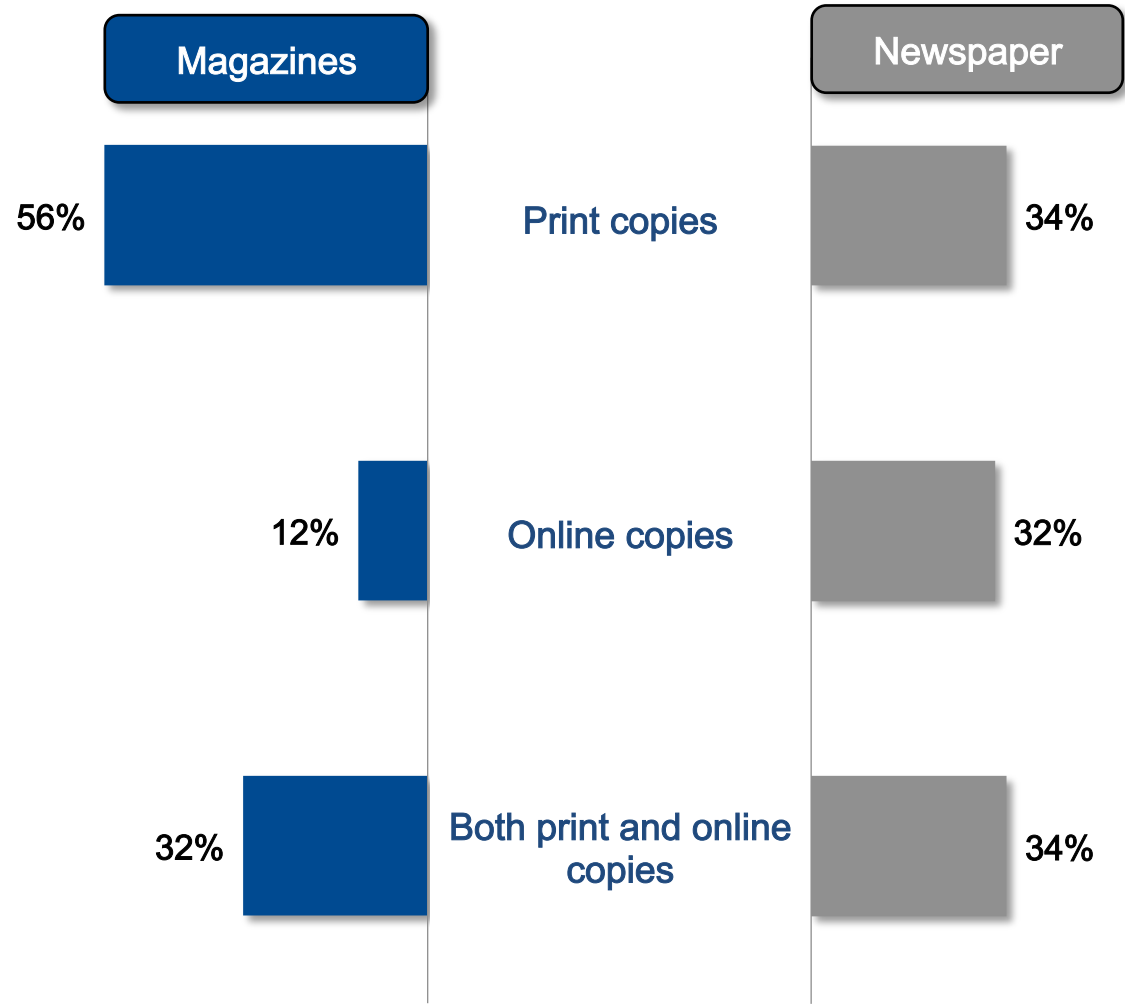
2019 Mean: 6.5 Issues



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

S4. In the past 12 months, how many monthly issues of Business in Calgary have you read or looked through?

# Preference for Print vs. Digital Readership



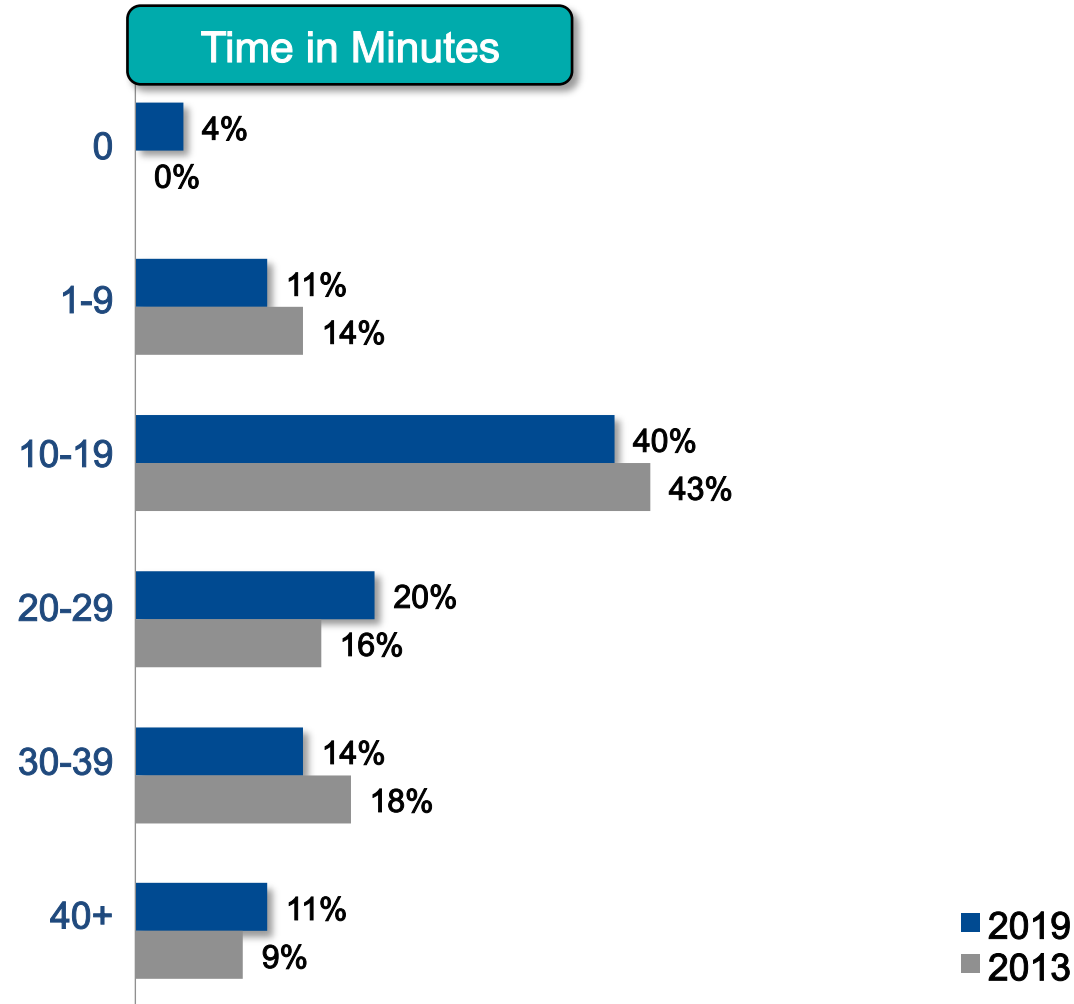
Base: All respondents (2019 n=346)

*O1. Do you prefer to read print copies or digital copies of each of the following or do you use both?*

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# Time Spent Reading

2019 Mean: 20.0 Minutes  
2013 Mean: 19.4 Minutes



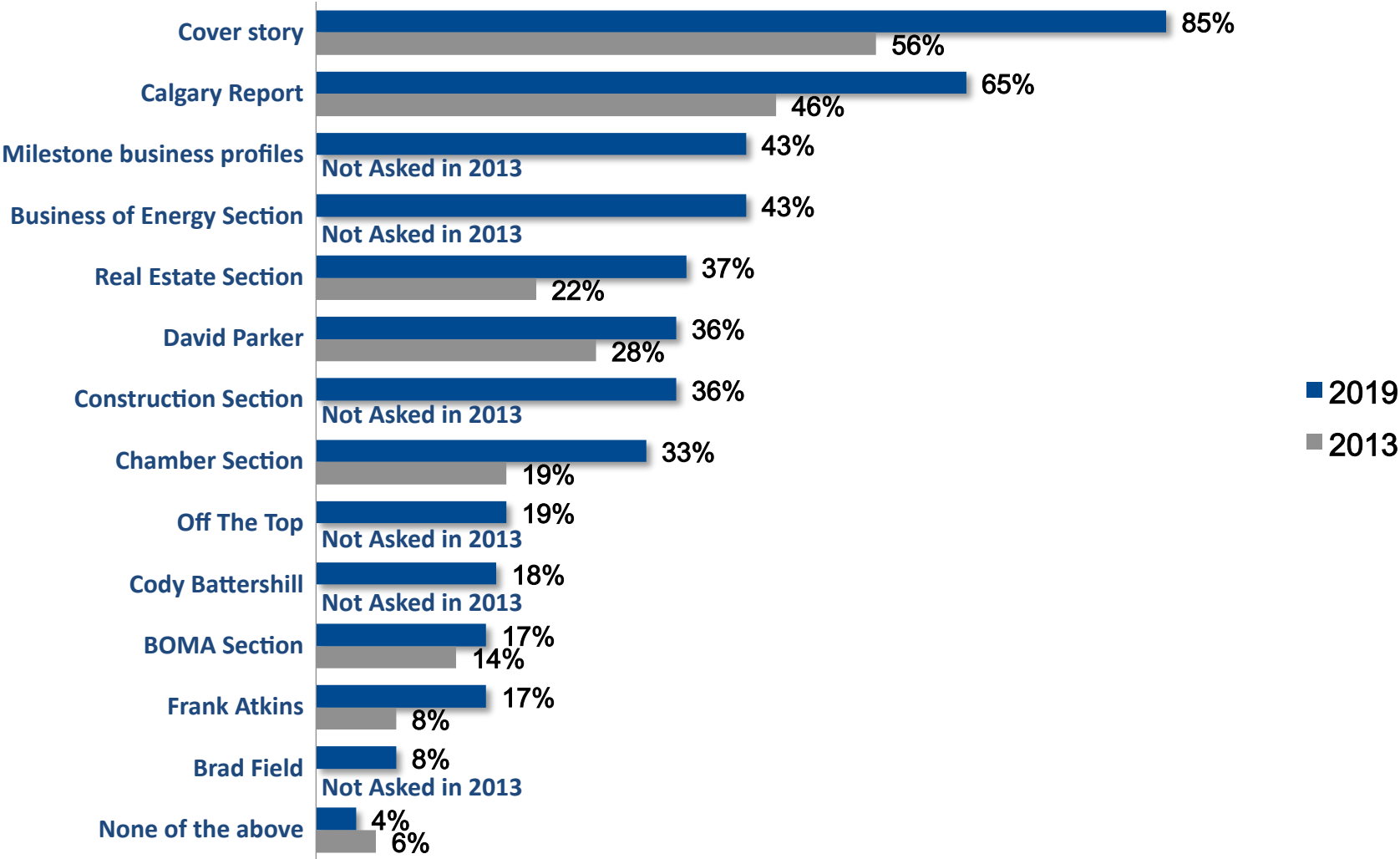
Base: All respondents (2013 n=200) (2019 n=346)

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



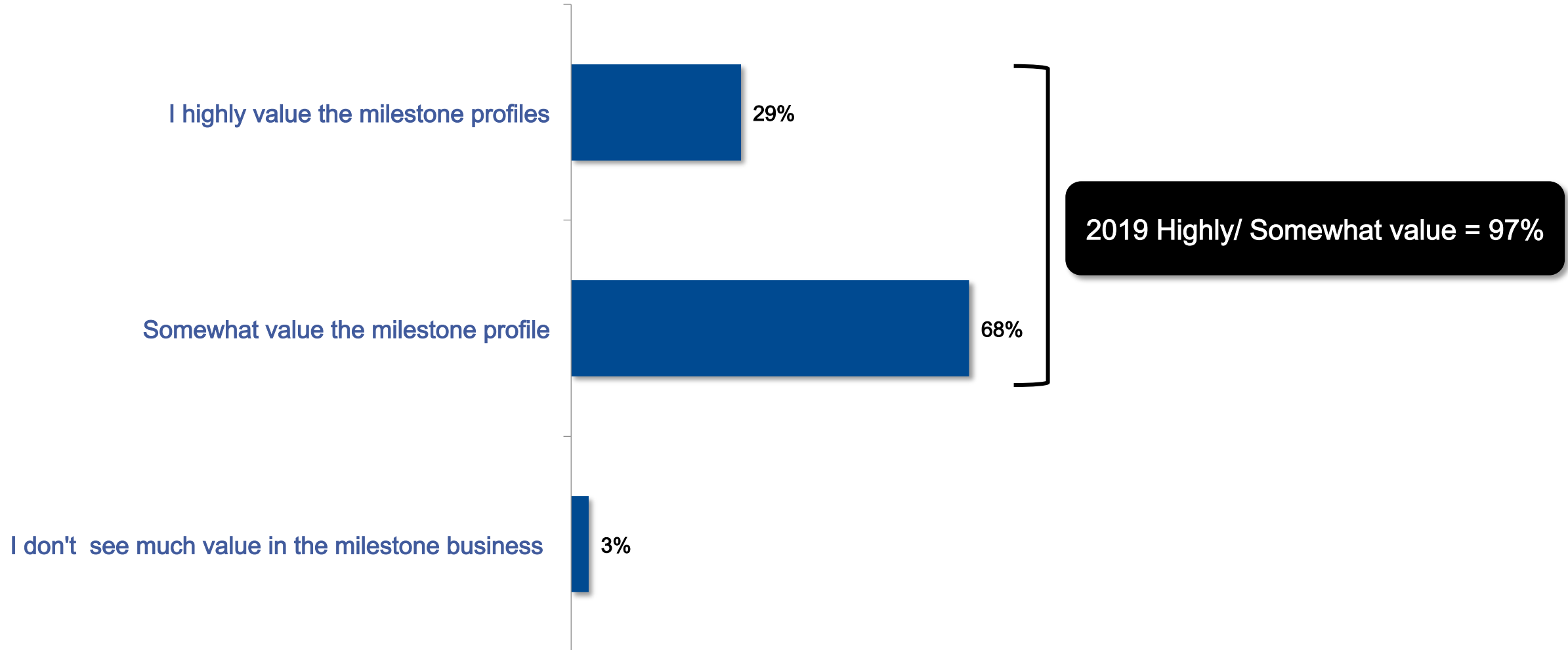


# Sections Normally Read



Base: Respondents who read Business in Calgary (2013 n=195) (2019 n=346)  
R4. What sections of the magazine do you usually read?

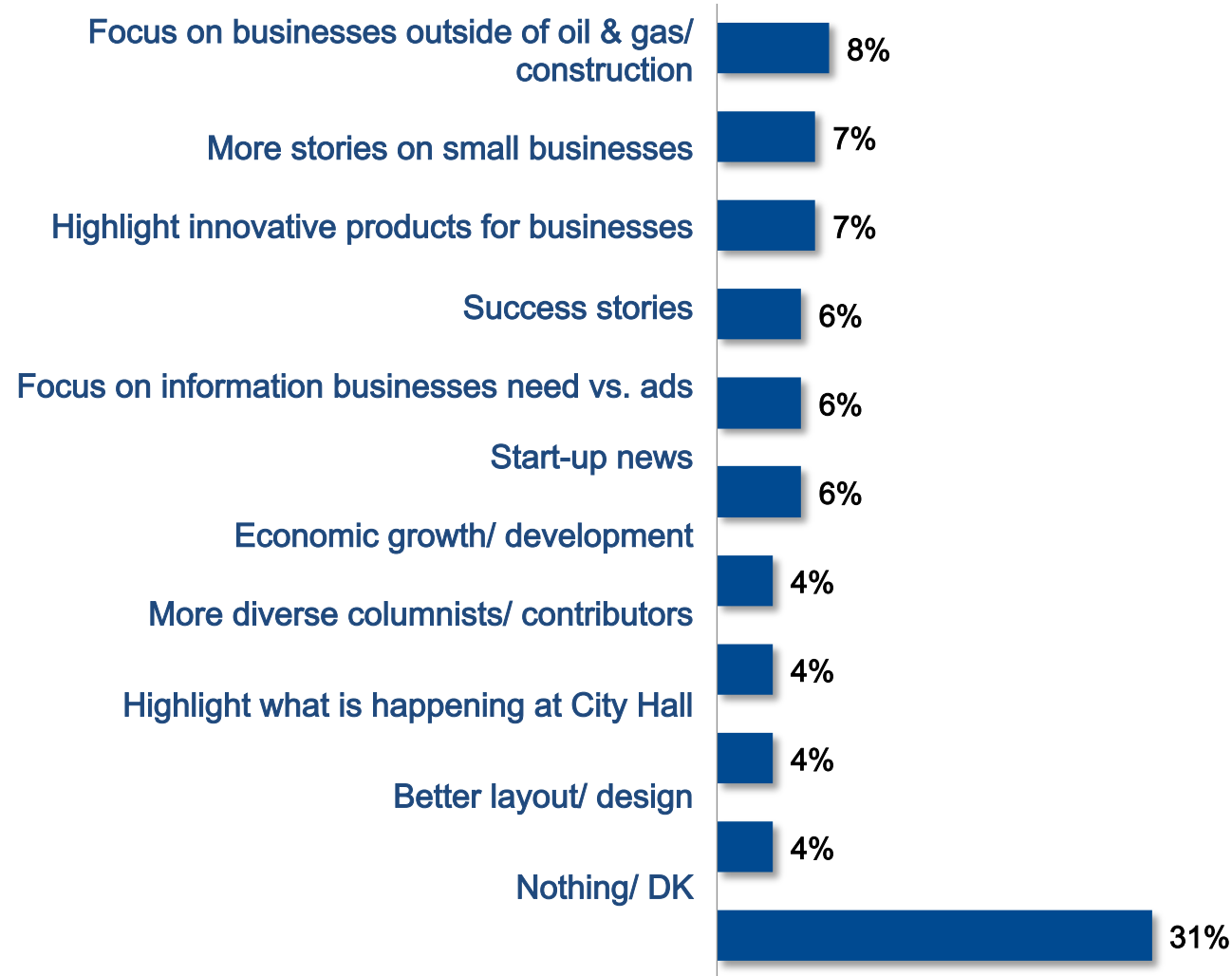
# Value of the Milestone Business Profiles



Base: Those who read milestone business profiles 2019 (n=149)  
R5A. To what extent do you value the milestone business profiles?



# Suggestions for Future Business in Calgary Content



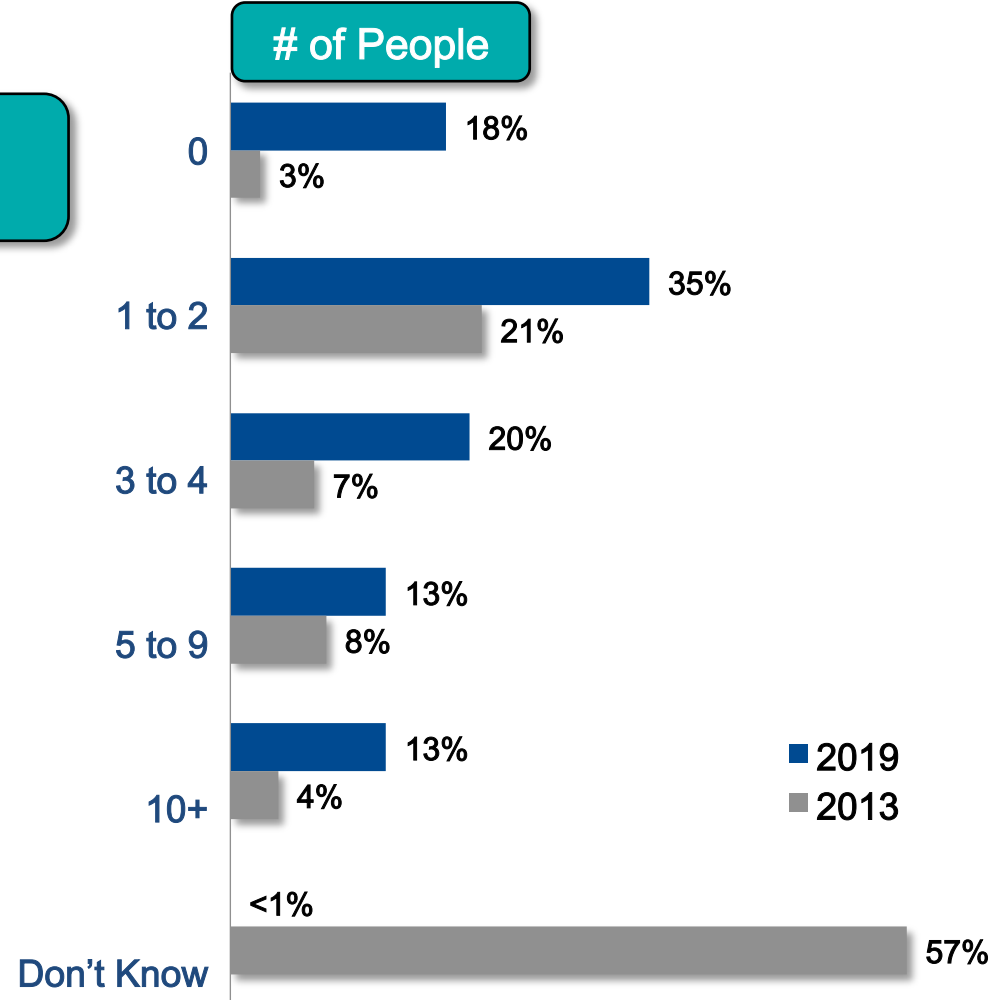
Base: Valid respondents (n=141) | Main mentions shown

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

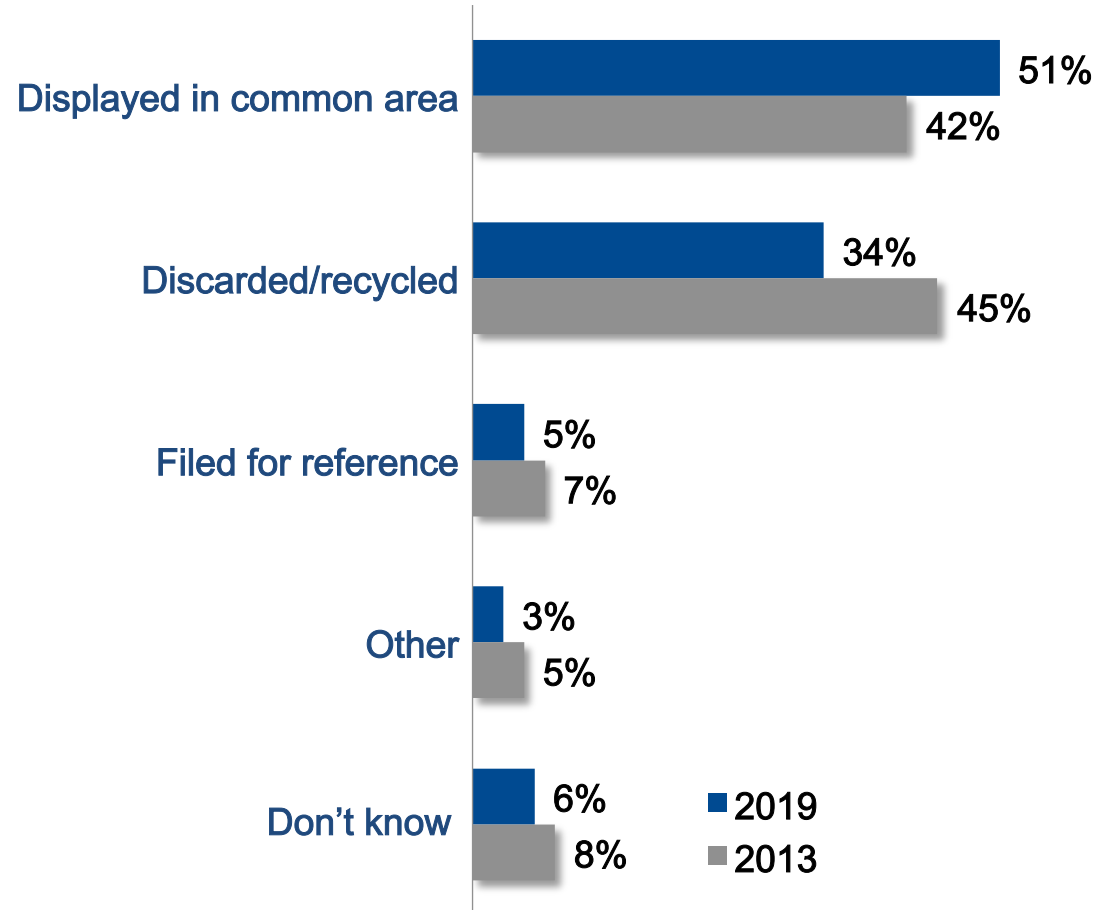


Base: All respondents (2013 n=200) (2019 n=346)

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

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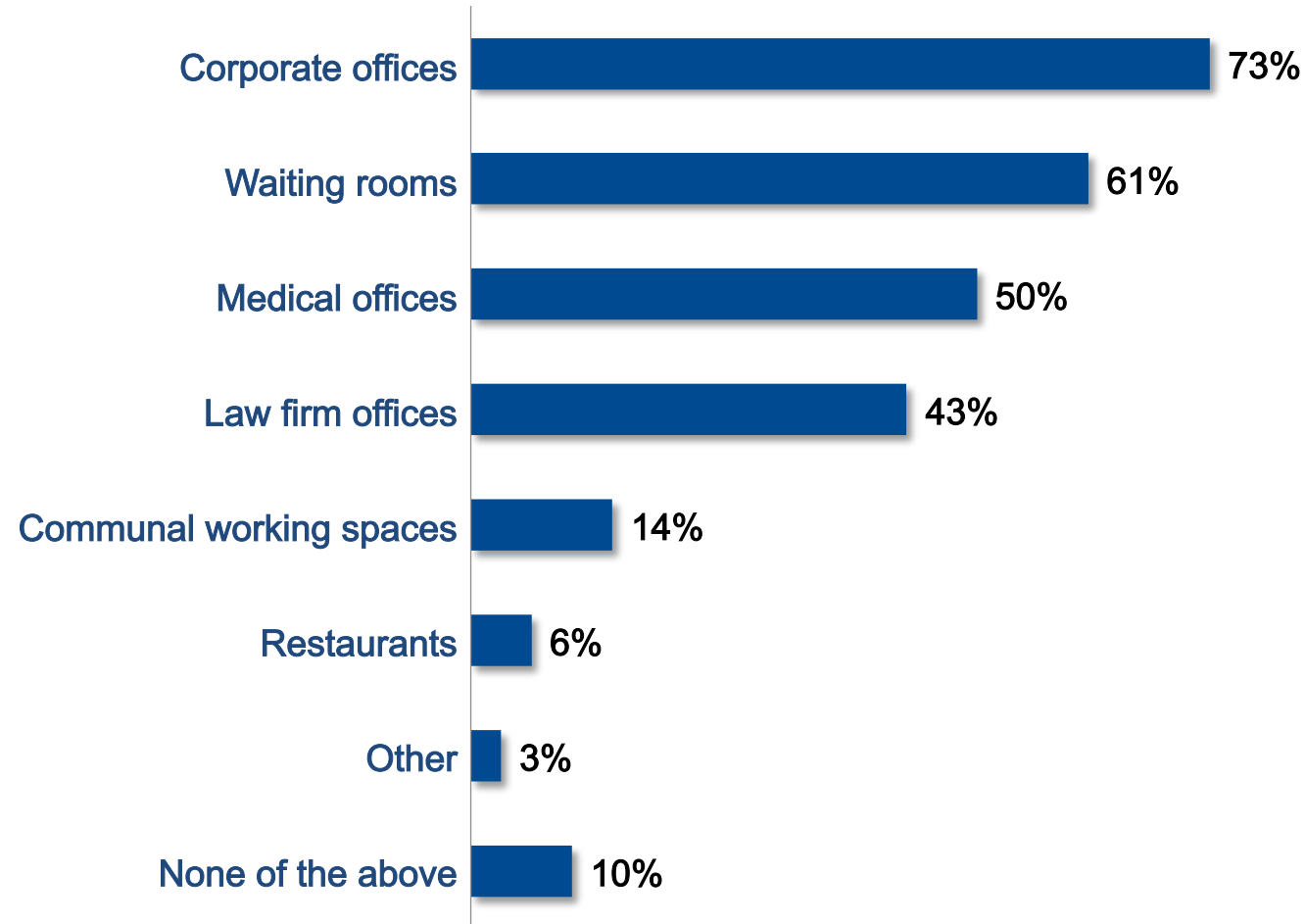
## Distribution After Reading Business in Calgary



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

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?

## Other Environments in Which Business in Calgary is Noticed



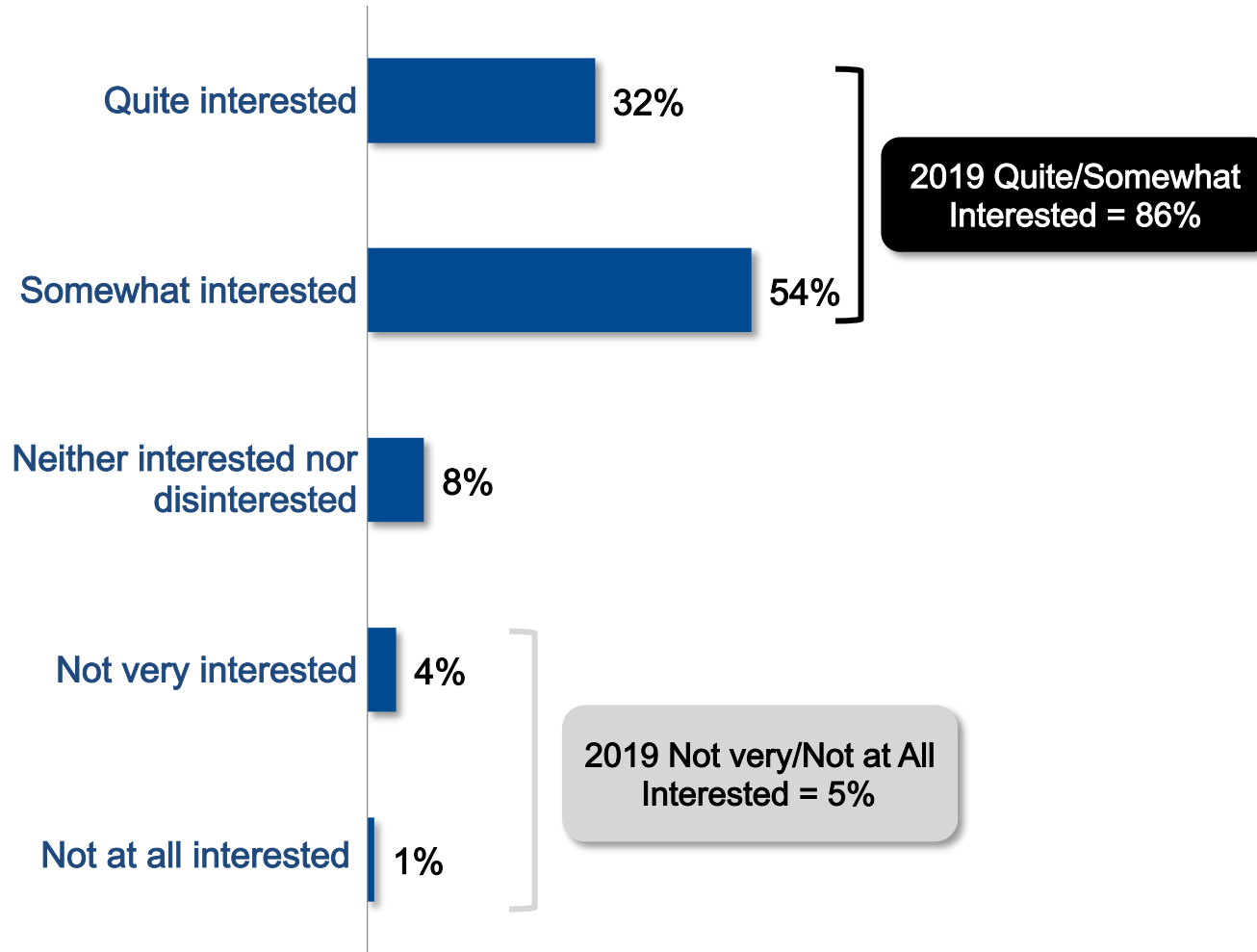
Base: All respondents (2019 n=346)

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



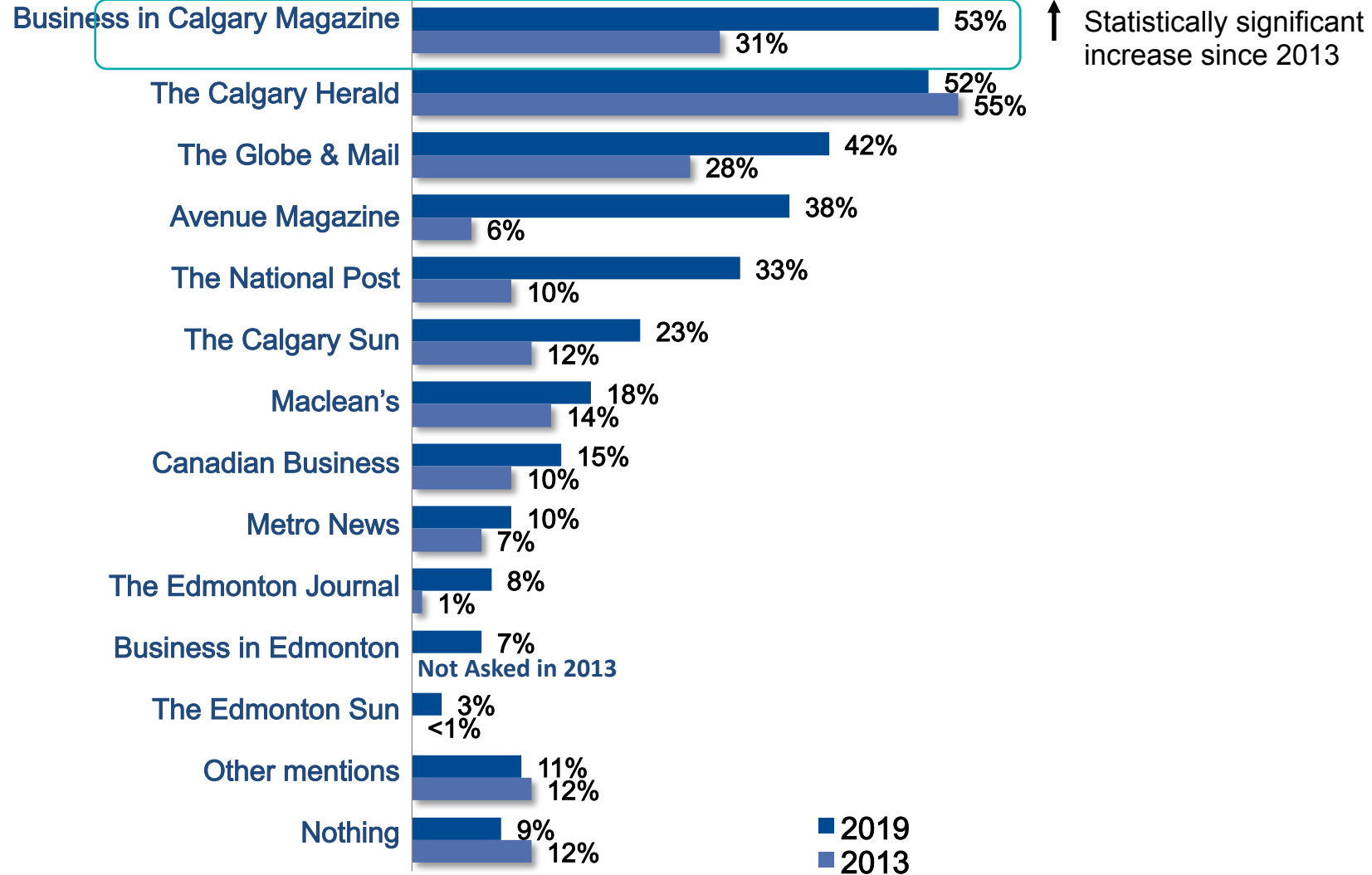
Base: All respondents (2019 n=346)

R9. Overall, how interested are you in the content included in the magazine?



Multiple Mentions

# Publications Read Regularly



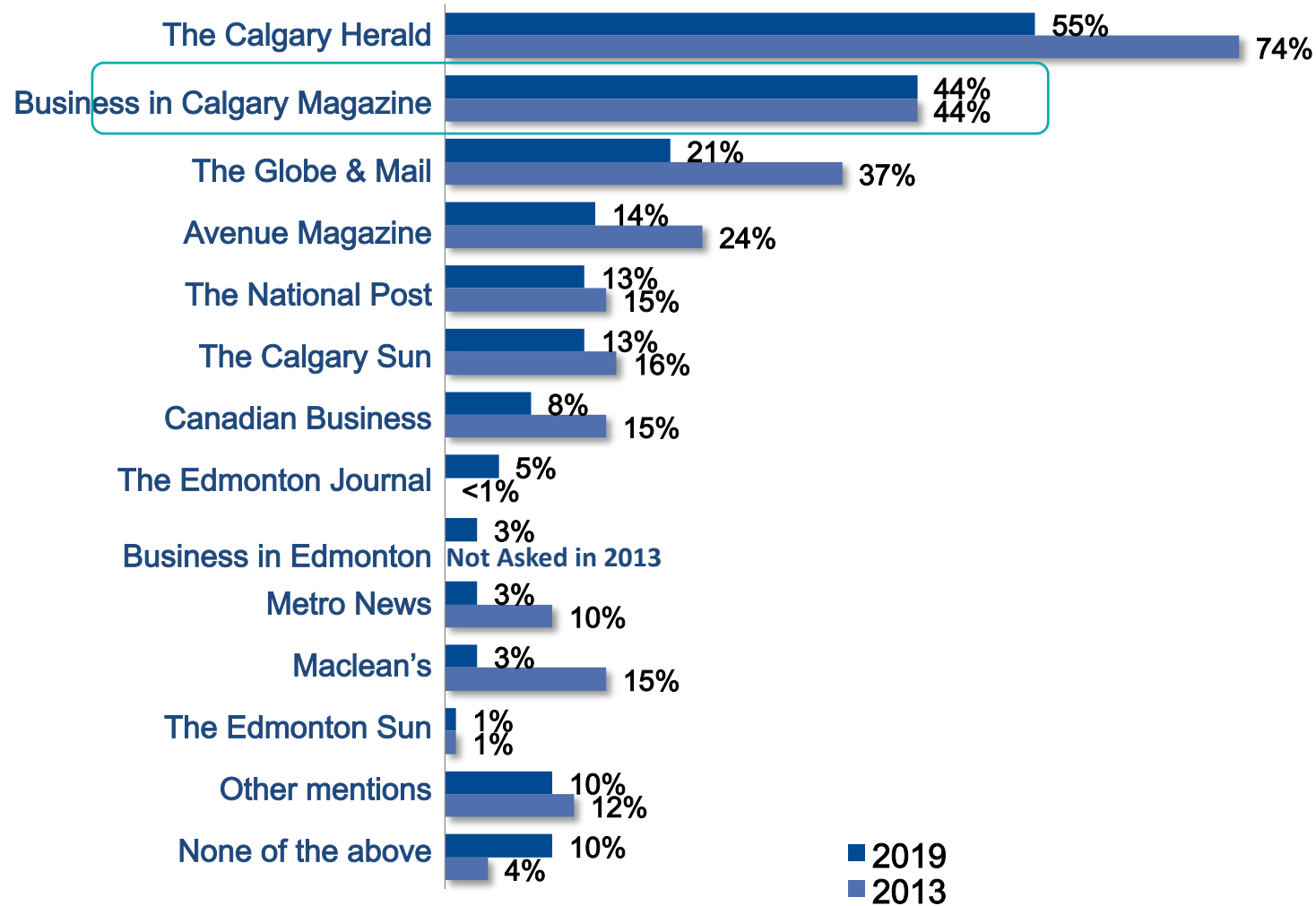
Base: All respondents (2013 n=200) (2019 n=346)





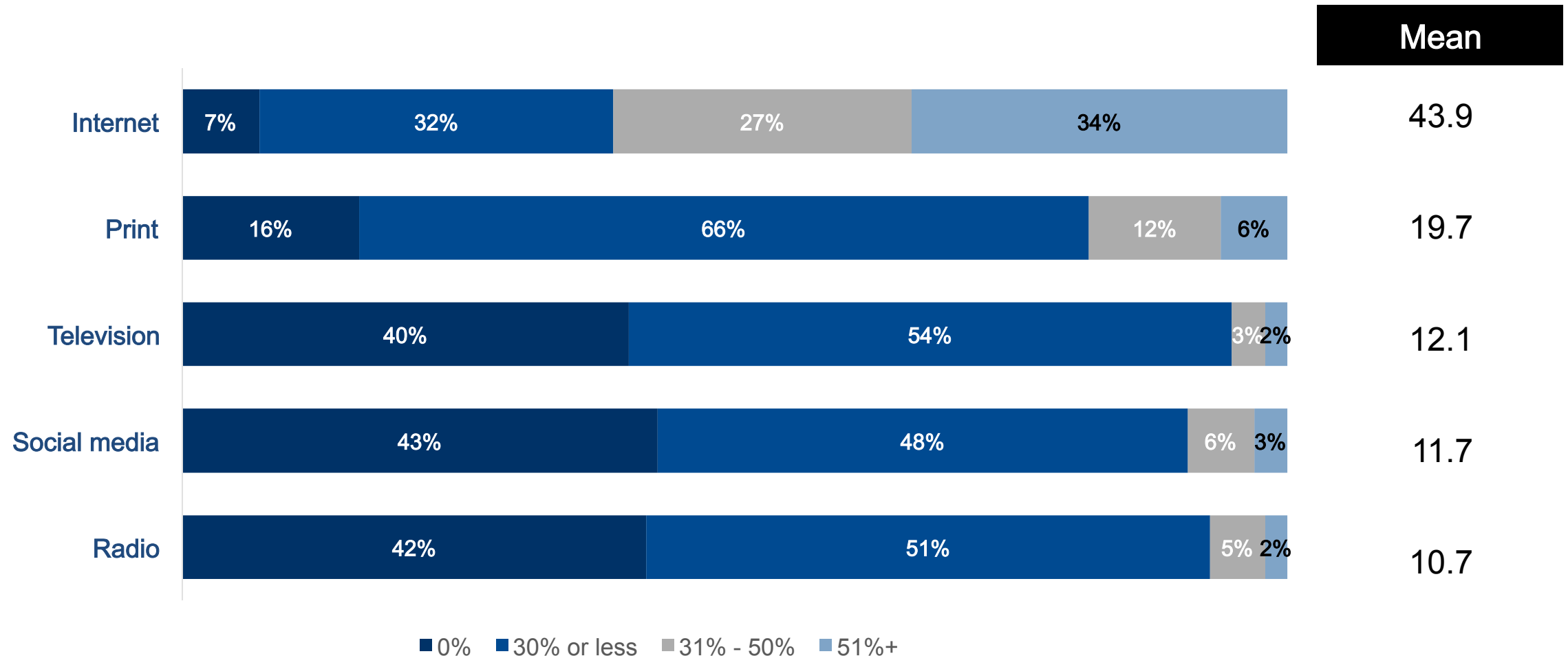
# Primary Print Source for Regional Business Information

## Multiple Mentions



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

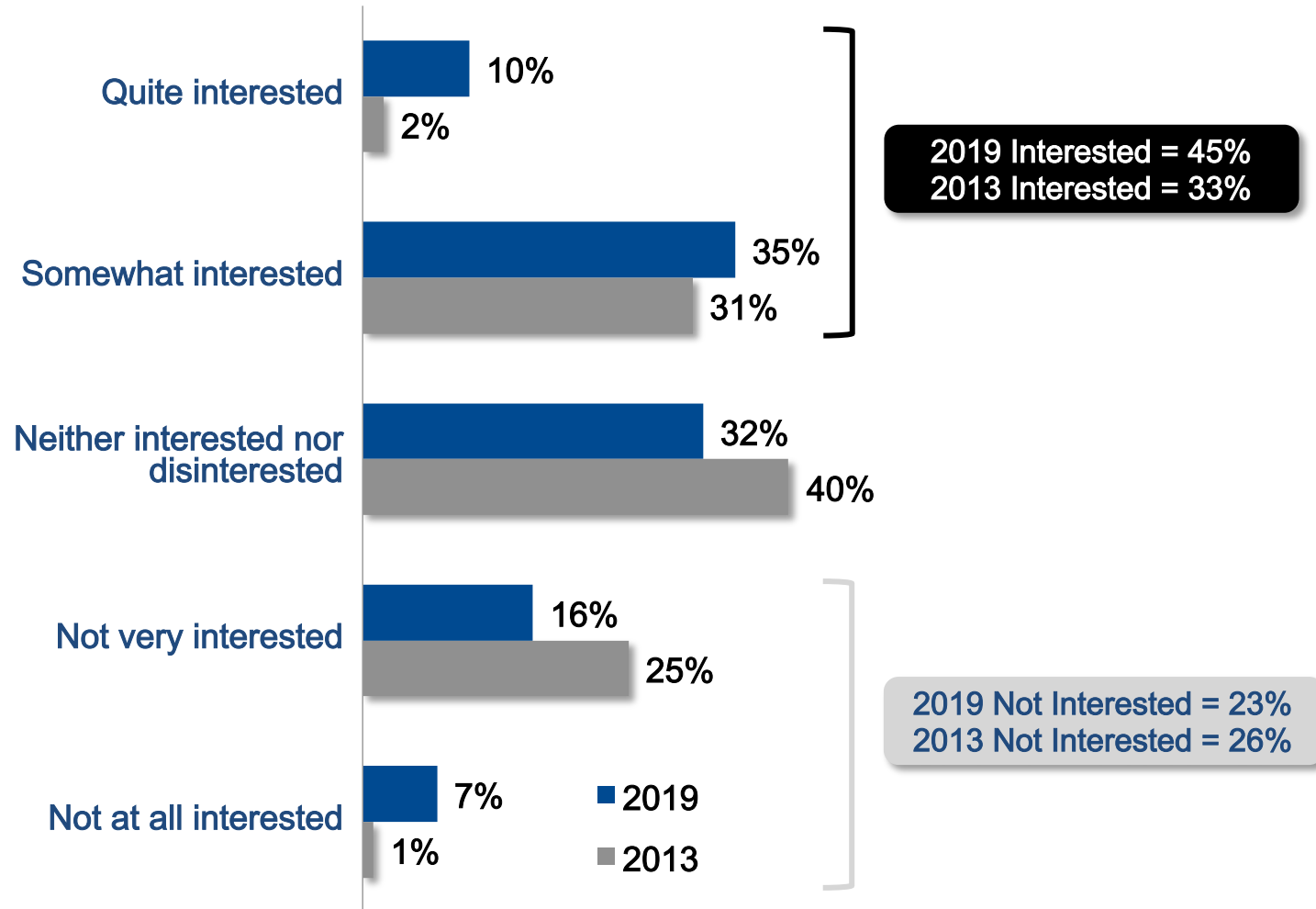
# Channels of Business Information



Base: All respondents 2019 (n=346)

R12. What proportion of your regional business information comes from the following types of media? Your responses must total 100%.

# Interest in Magazine Advertisements



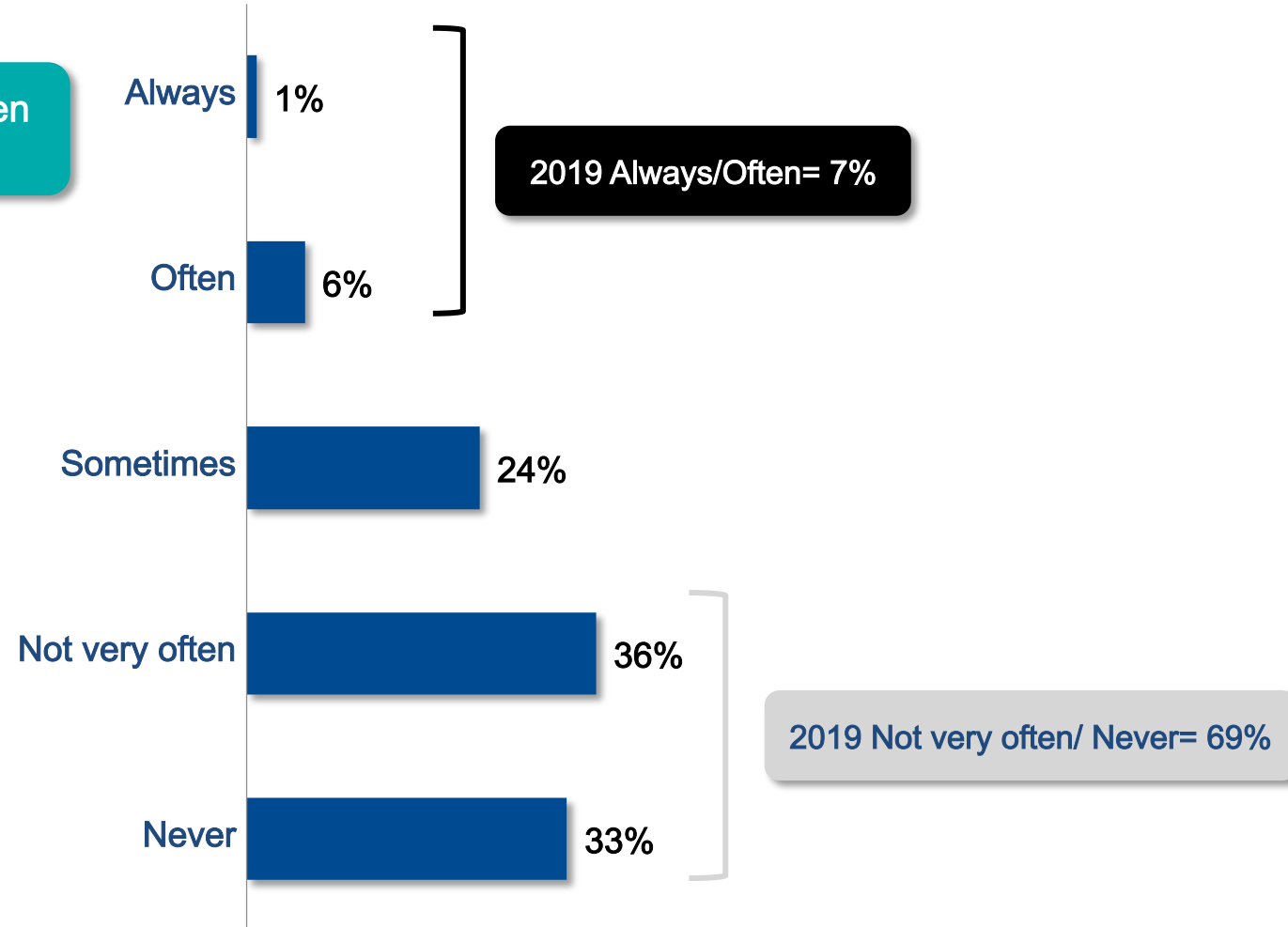
Base: All respondents (2013 n=200) (2019 n=346)

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



# Accessing Advertisers' Websites via Business in Calgary

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

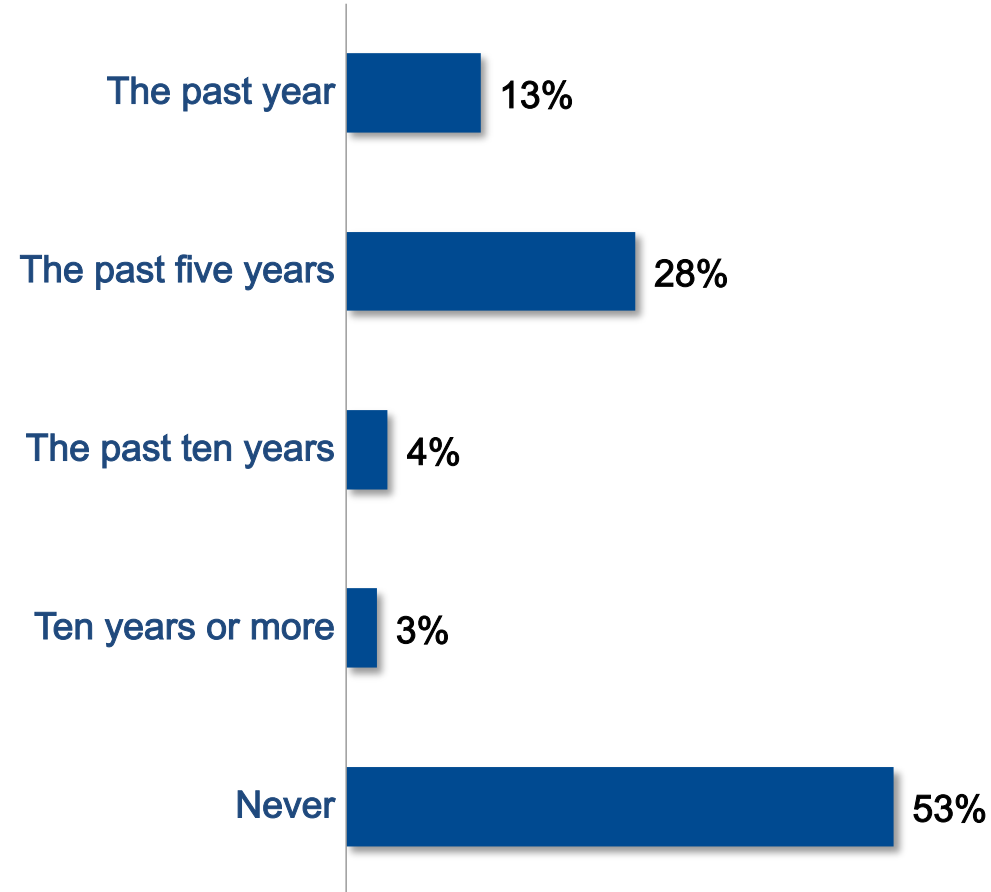


Base: All respondents 2019 (n=346)

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

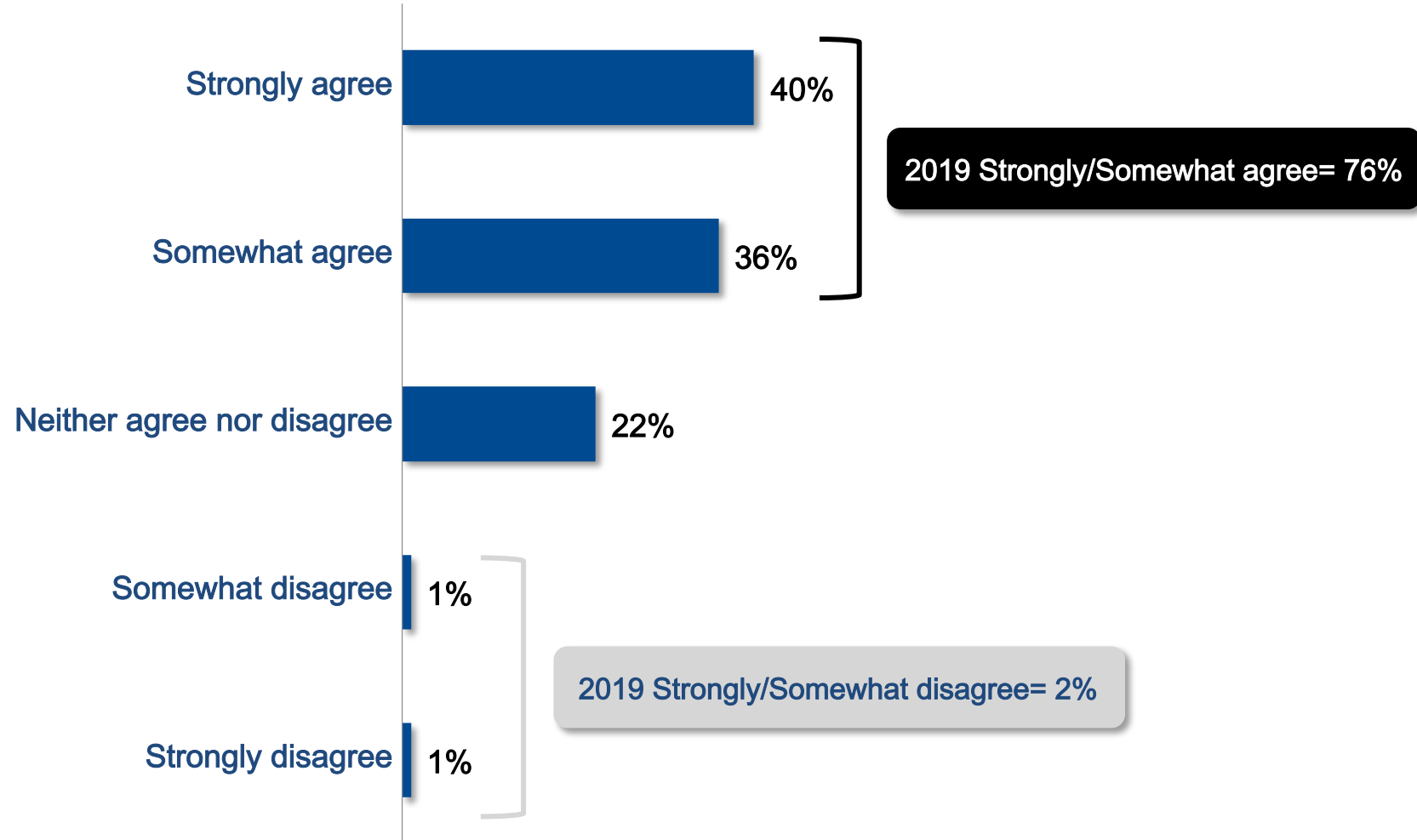


Base: All respondents 2019 (n=346)

A3. Have you made purchases from advertisers featured in the Business in Calgary or Business in Edmonton magazine within...?

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# Print Ads Are Less Intrusiveness Than Digital Ads

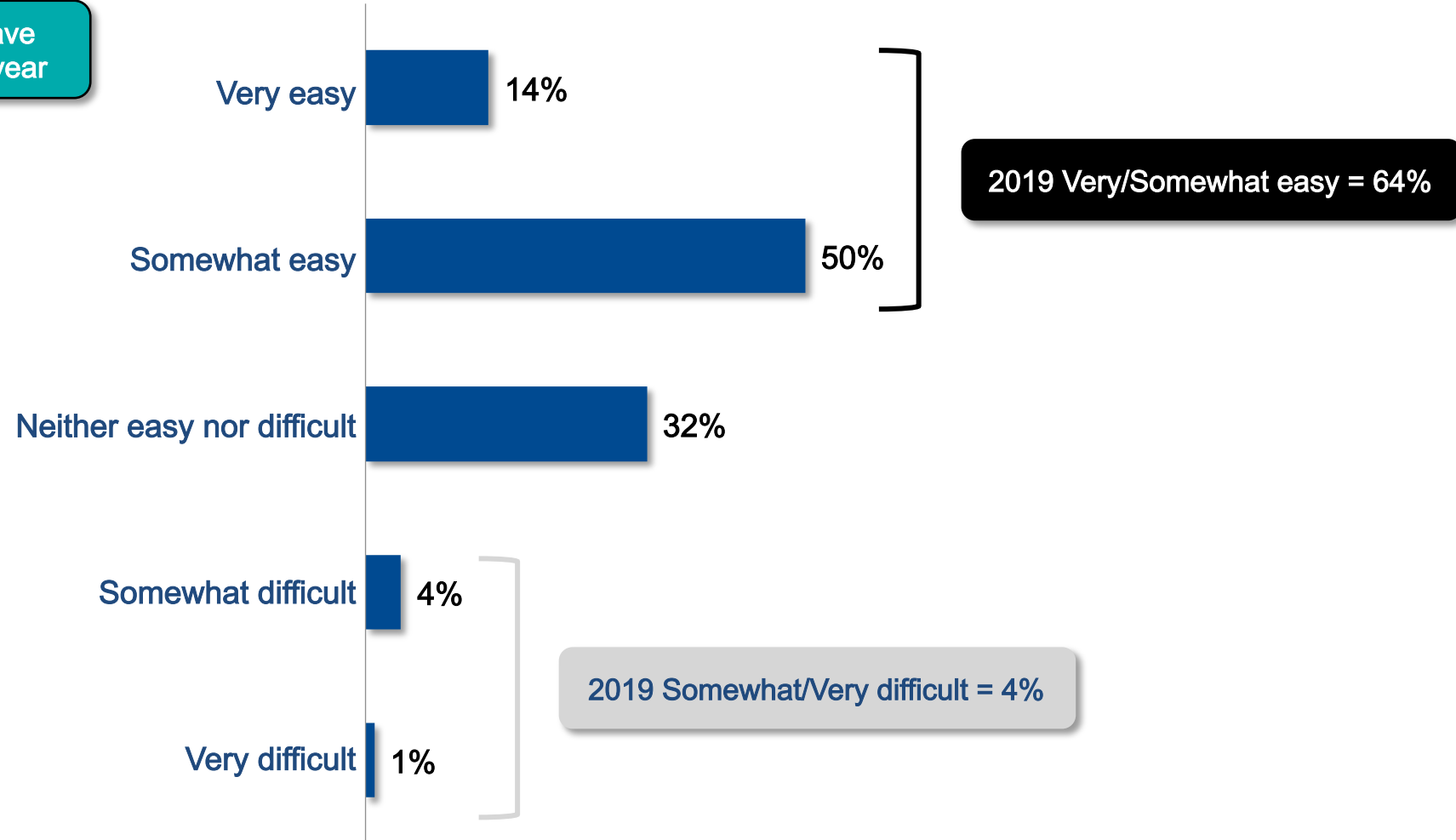


Base: All respondents 2019 (n=346)

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.

# Ease of Navigation of Business in Calgary's Website

Among those who have visited the website < year



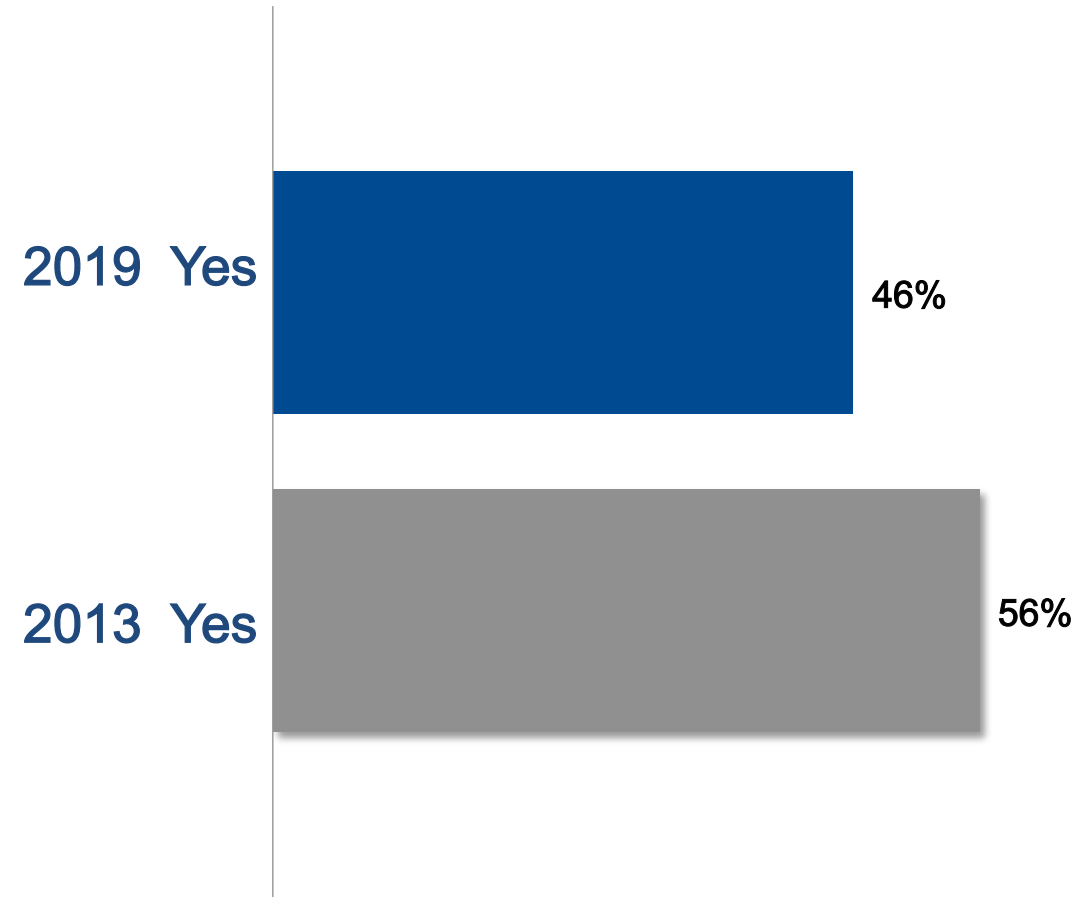
Base: Those who have been to the website (n=168)

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



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

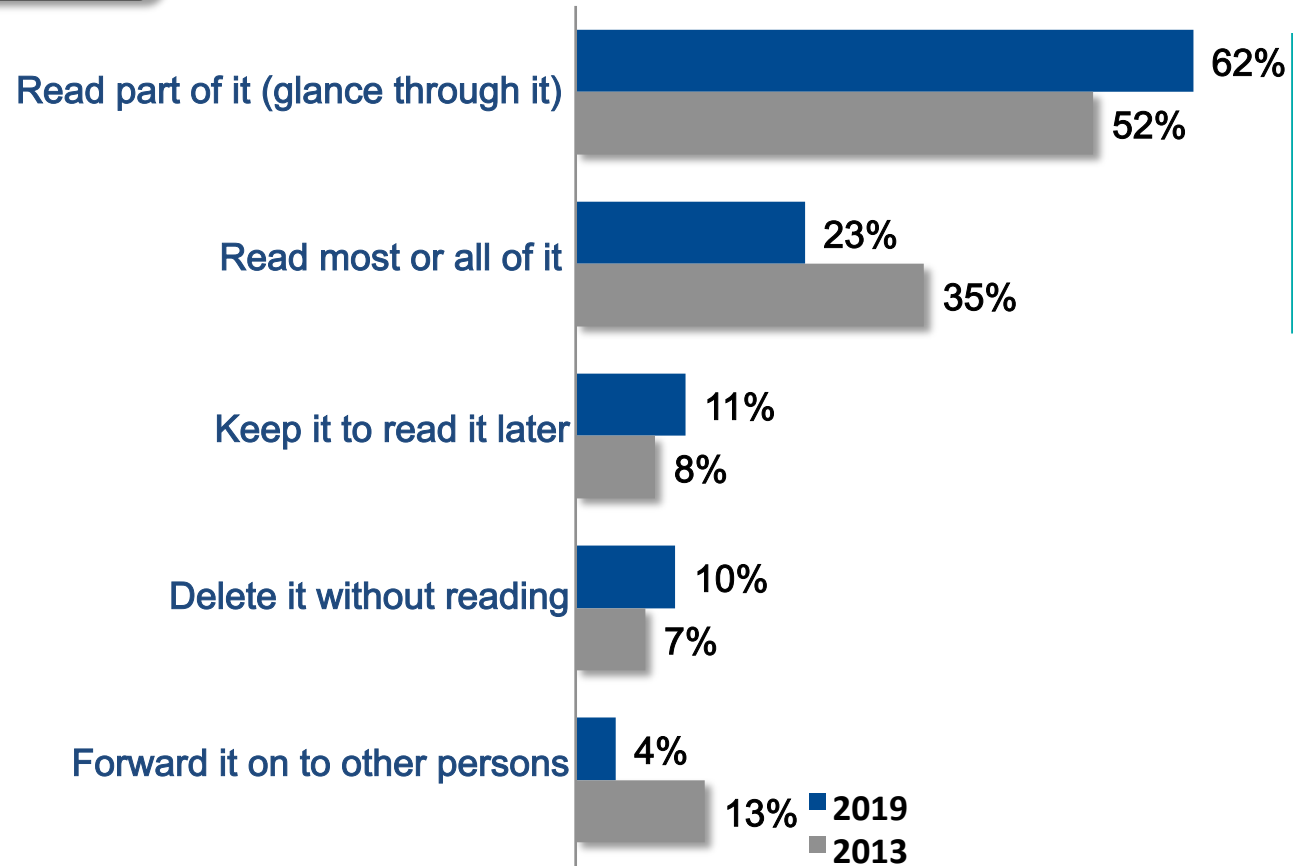
C2. Do you recall receiving the upcoming event email newsletters from Business in Calgary?.

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# Behaviours Following Receipt of Event Emails

Among those who have received event emails

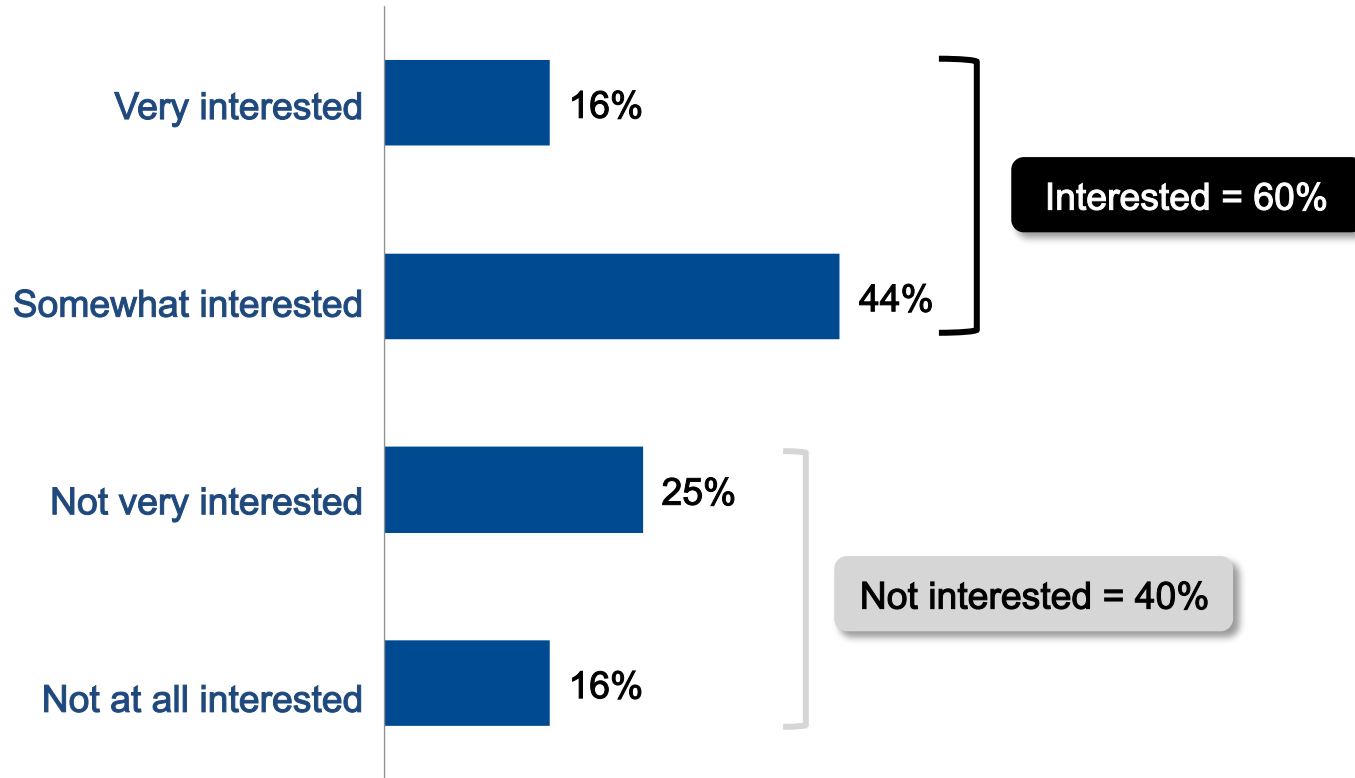


85% Read part of /most of the magazine

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



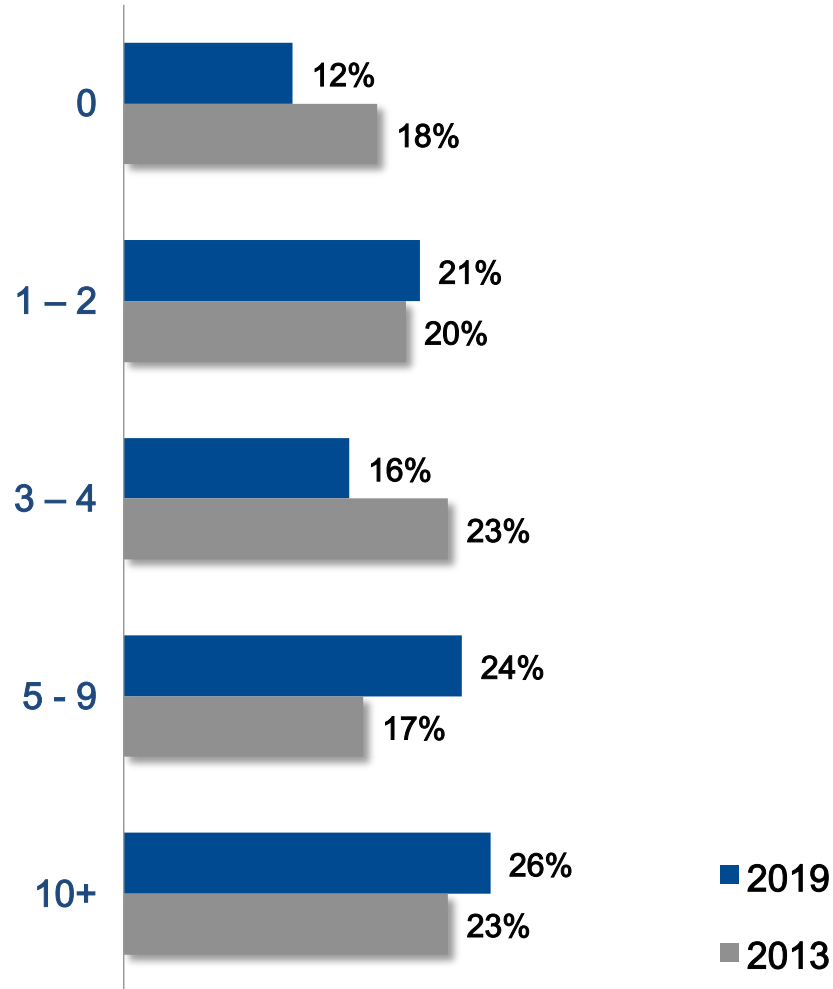
Base: All Respondents n=346

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



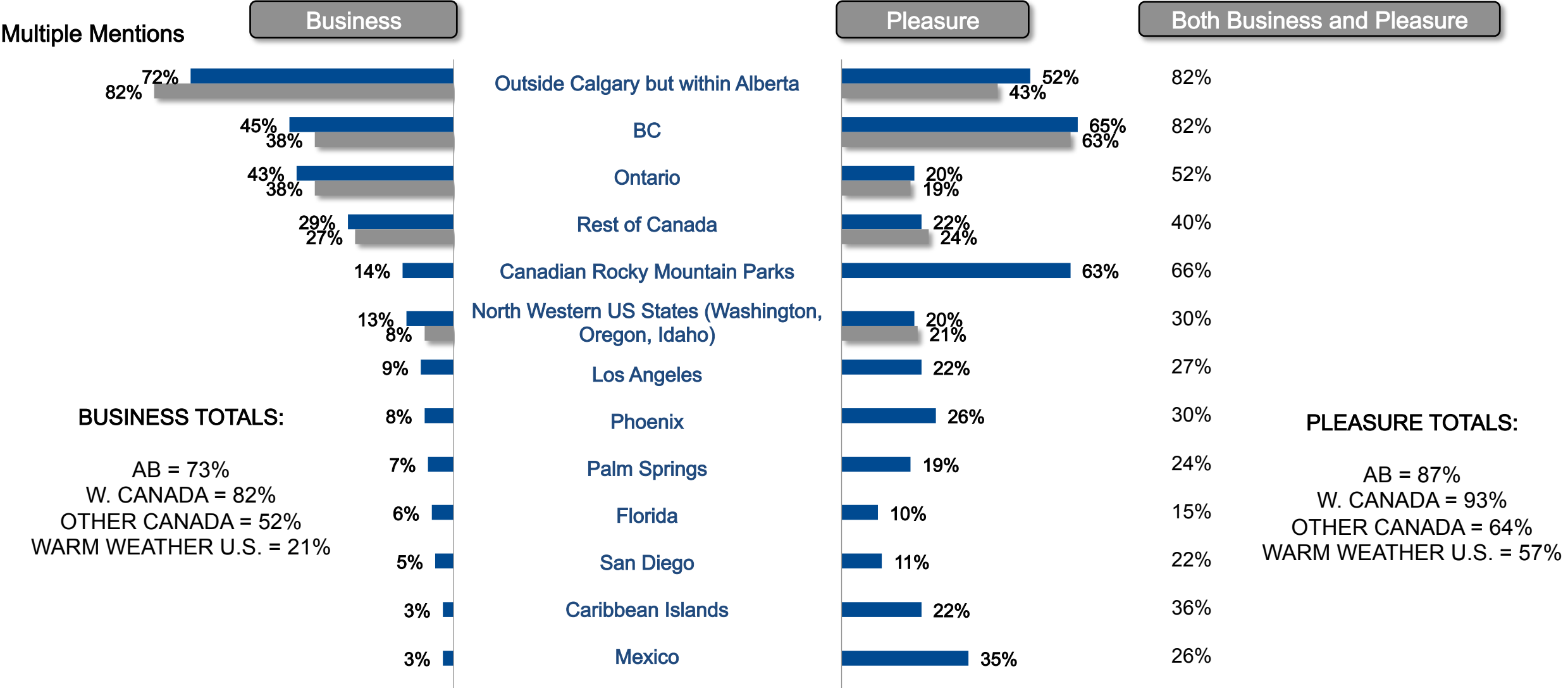
Base: All respondents (2013 n=200) (2019 n=346)

T1. In the past 12 months, how many out of town trips have you taken for business purposes?



# Destination of Travel

Multiple Mentions



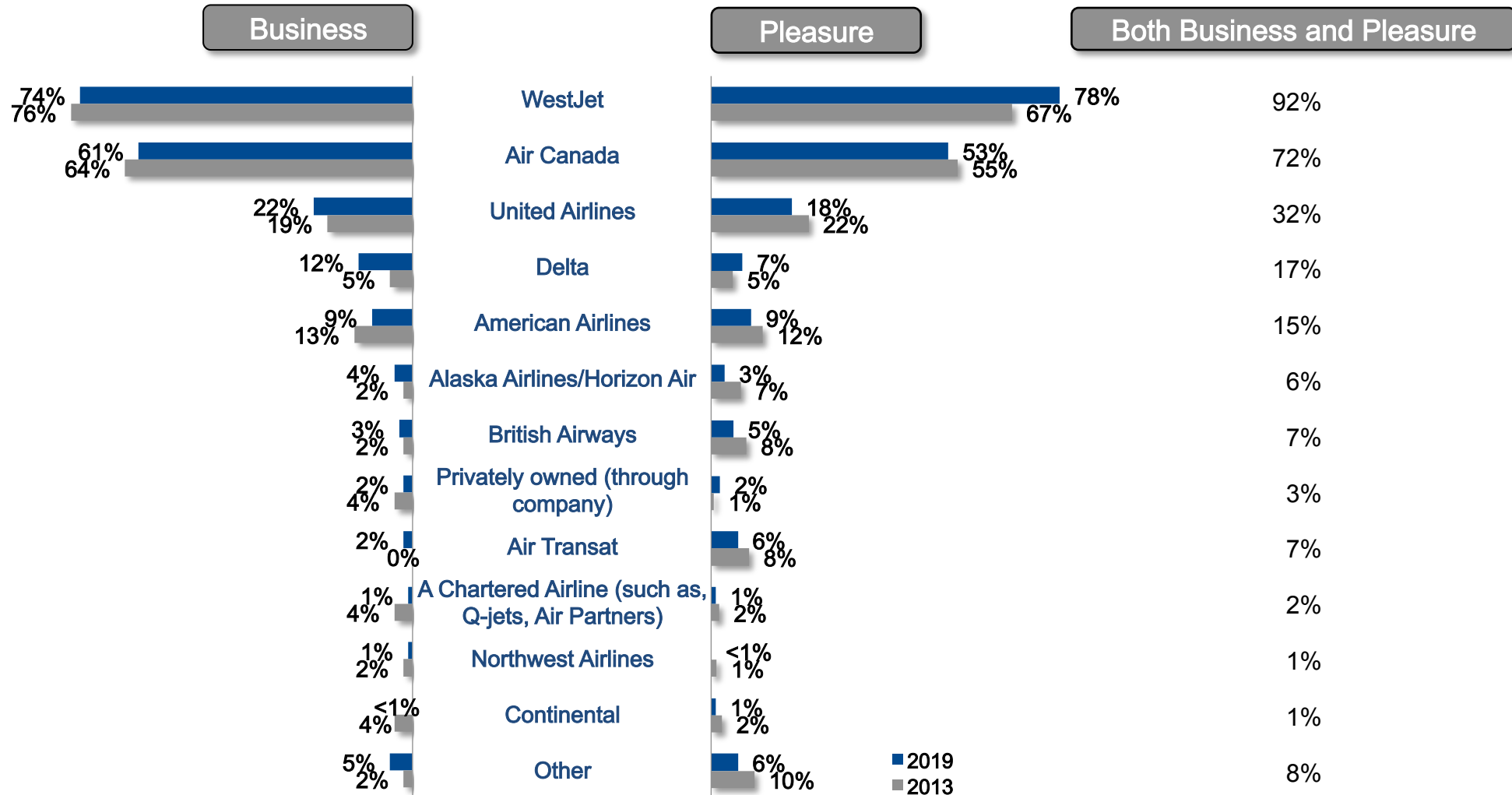
PLEASURE TOTALS:

AB = 87%  
W. CANADA = 93%  
OTHER CANADA = 64%  
WARM WEATHER U.S. = 57%

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

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

# Airlines Used for Travel

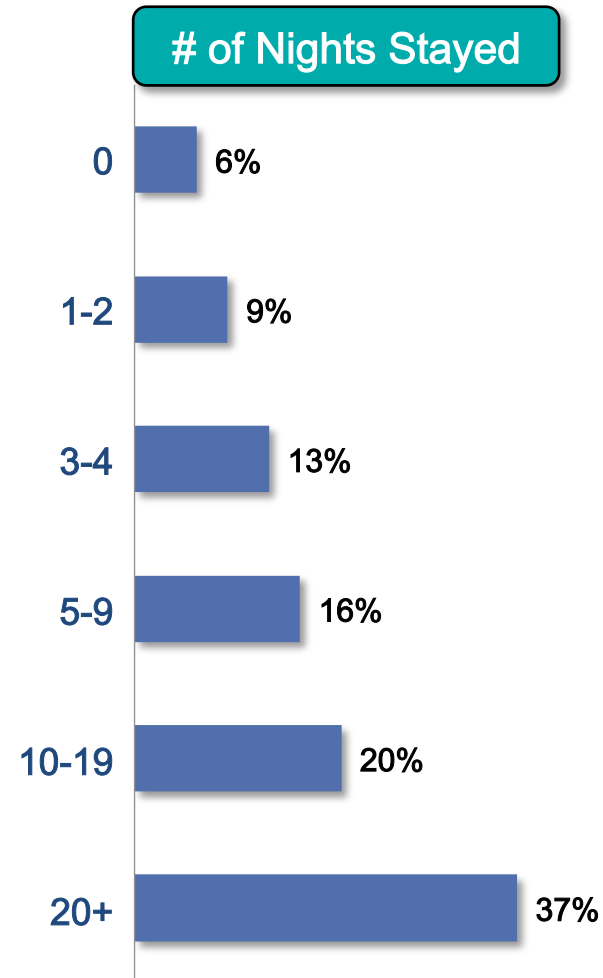


Base: Respondents who travel (2013 n=165) (2019 n=303)

T3. In the past 12 months, which airlines have you used for business or pleasure?

# Number of Hotel Nights for Business in Past Year

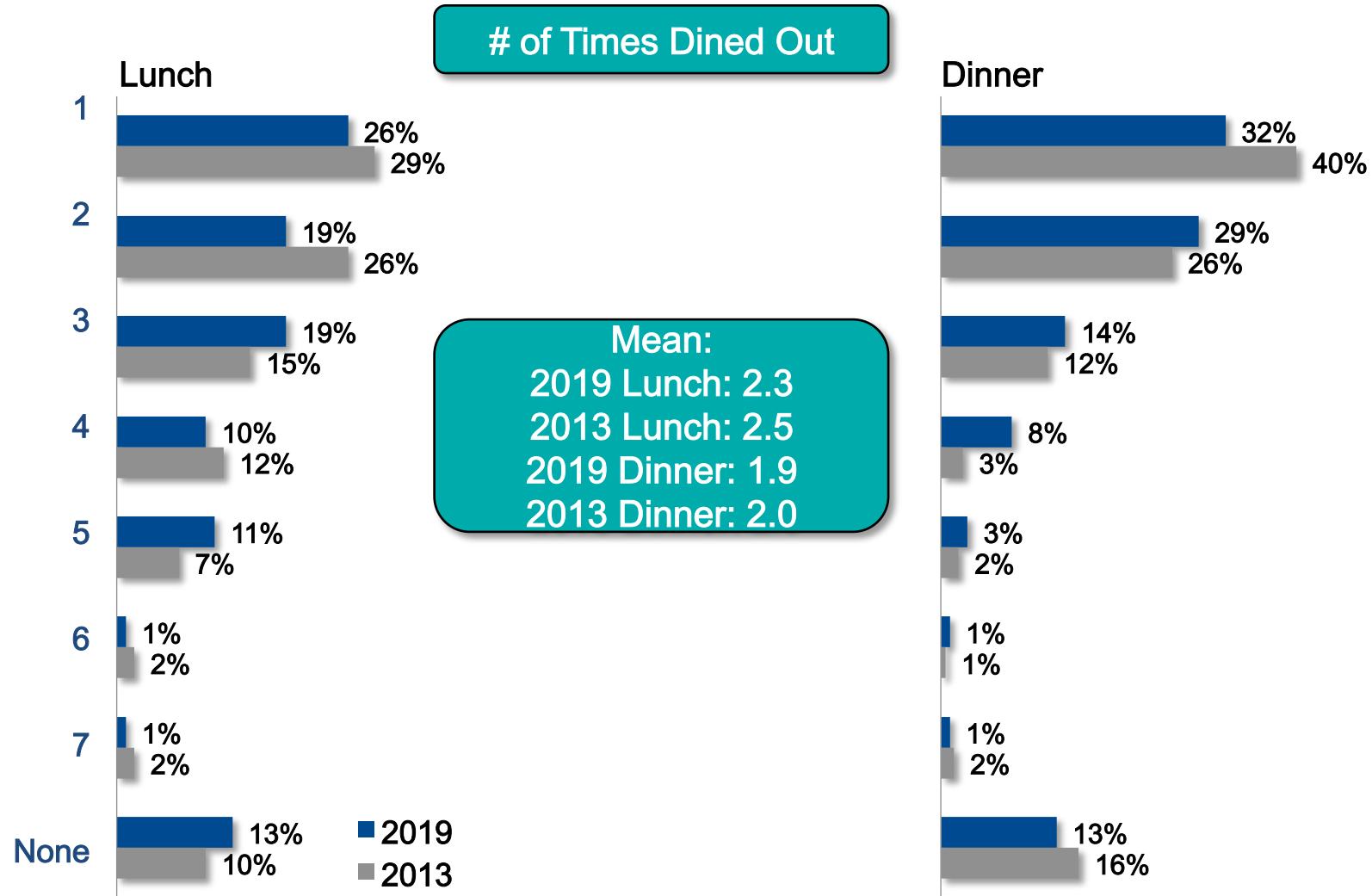
2019 Mean: 17.2 Nights  
2013 Mean: 16 Nights



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

T4. In your business trips over the past 12 months, approximately how many nights have you spent in a hotel?

# Dining Out Weekly

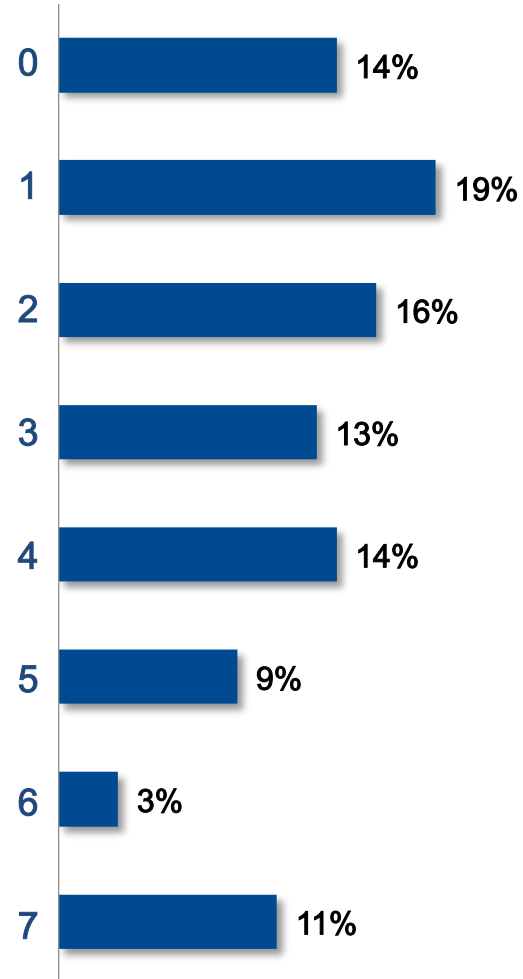


Base: All respondents (2013 n=200) (2019 n=346)

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



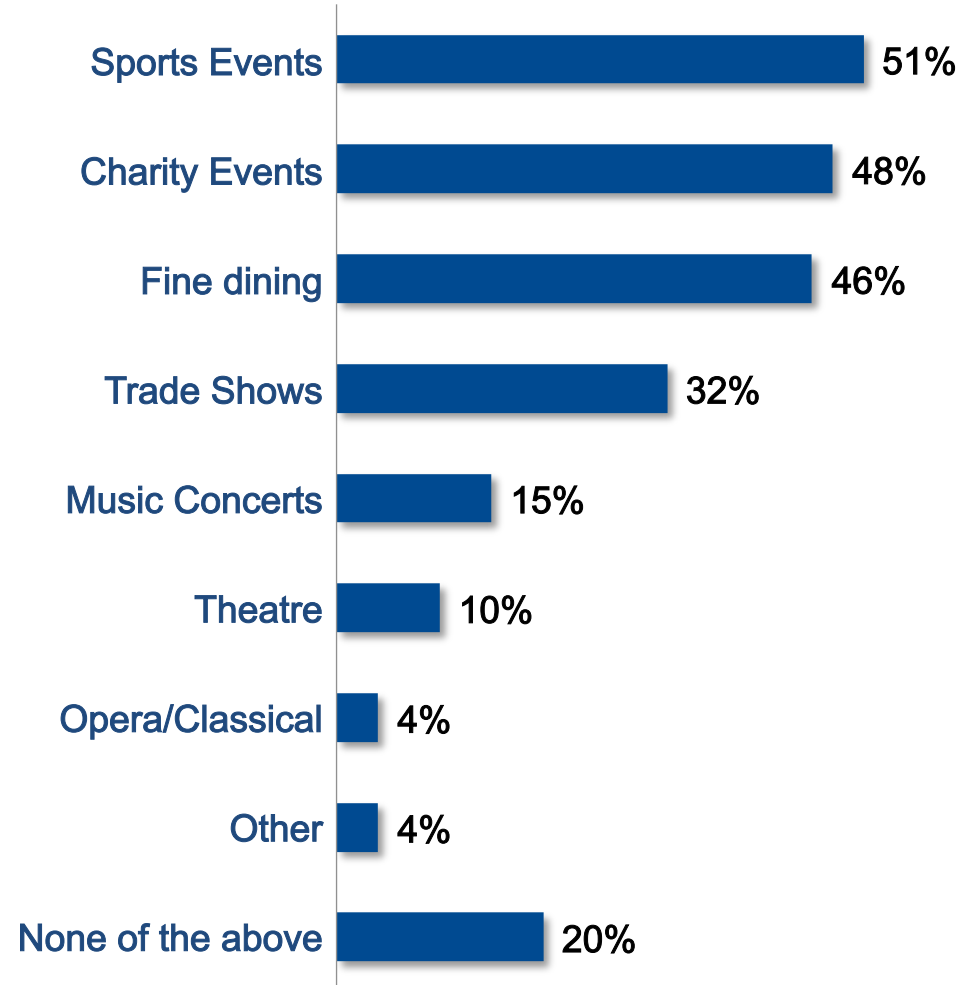
Base: All respondents (2013 n=200) (2019 n=346)

E2. How many times a month do you go out for lunch or dinner where you spend \$50 per person or more?



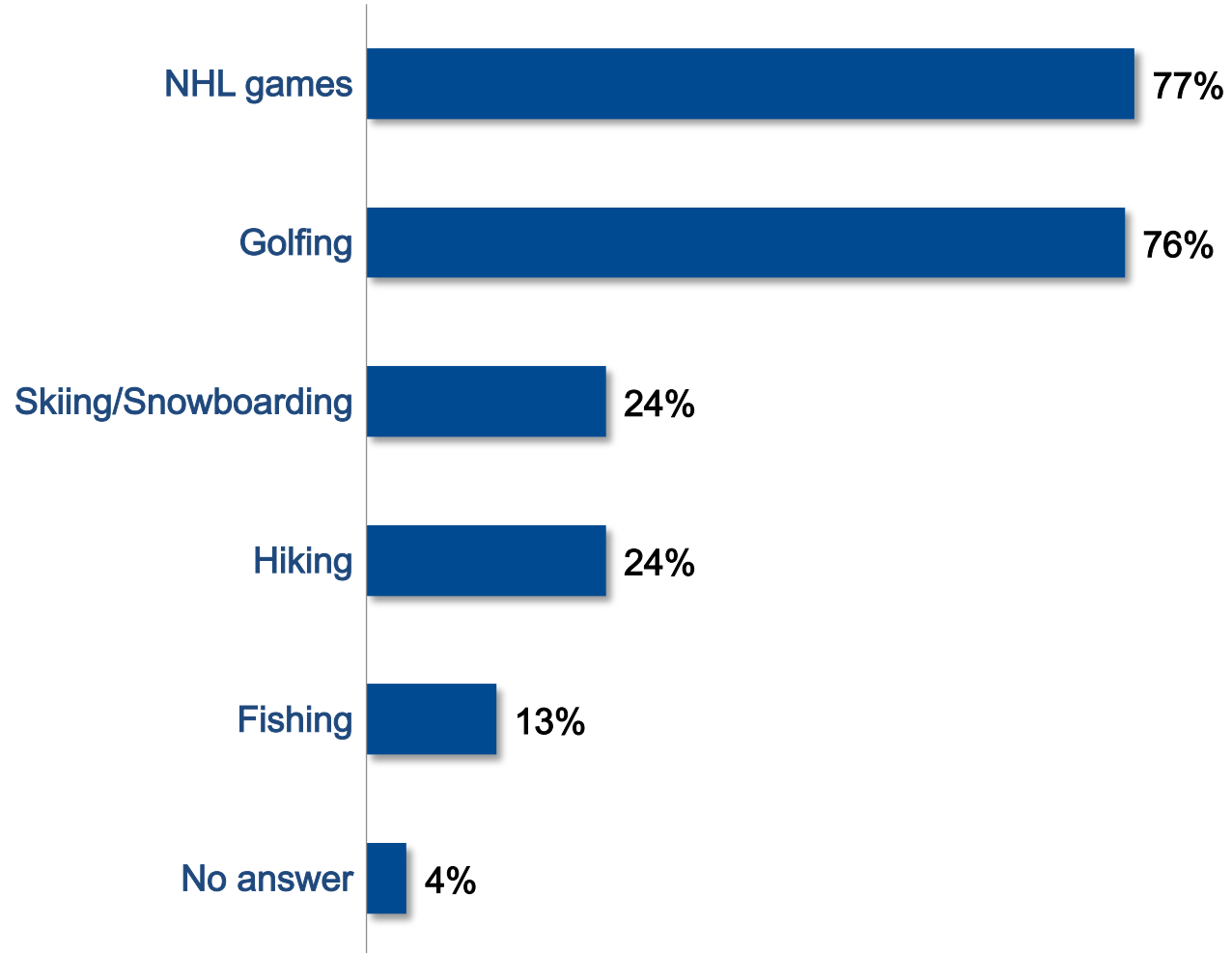
# Activities to Entertain Clients

Multiple responses allowed



Base: All qualified respondents (2019 n=346)

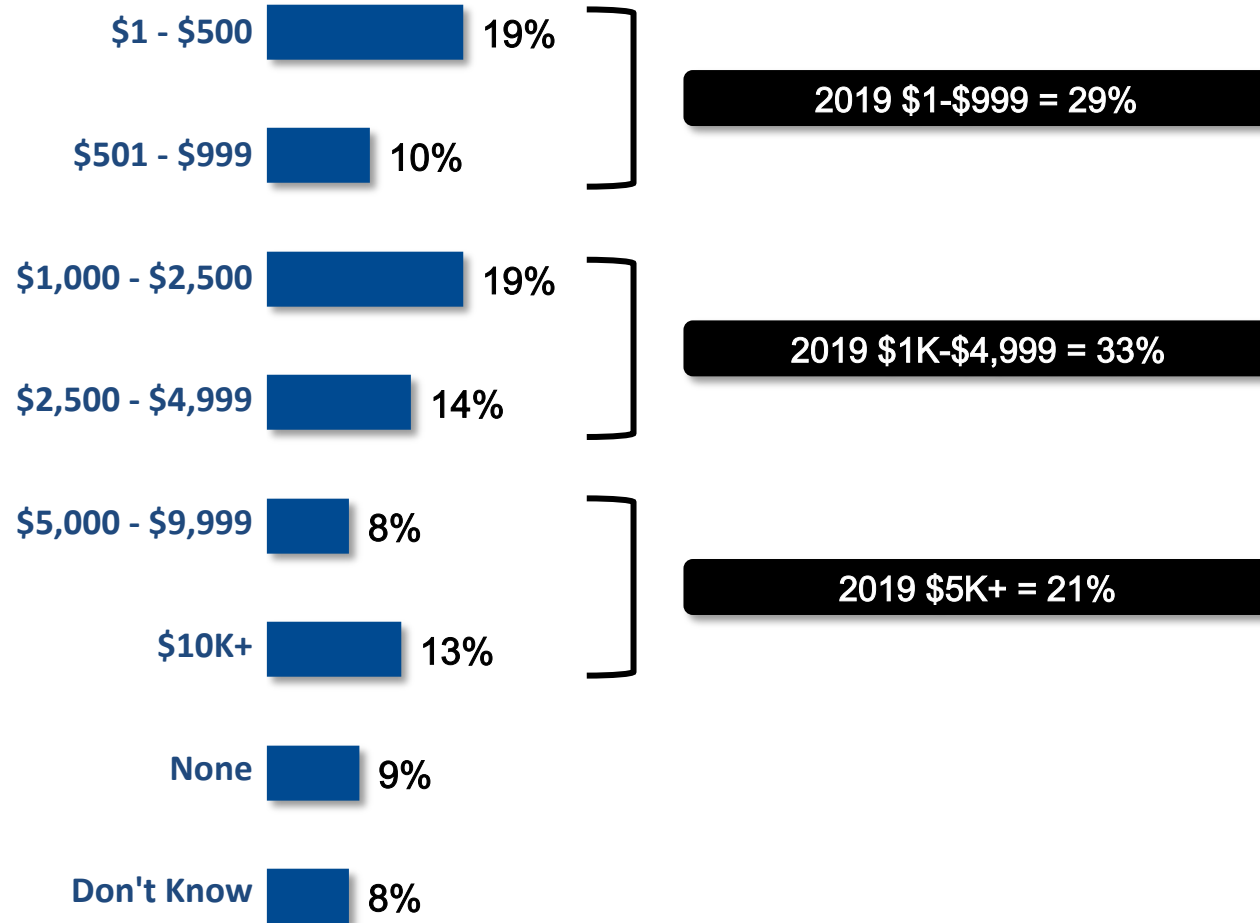
# Sports Activities to Entertain Clients



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?.

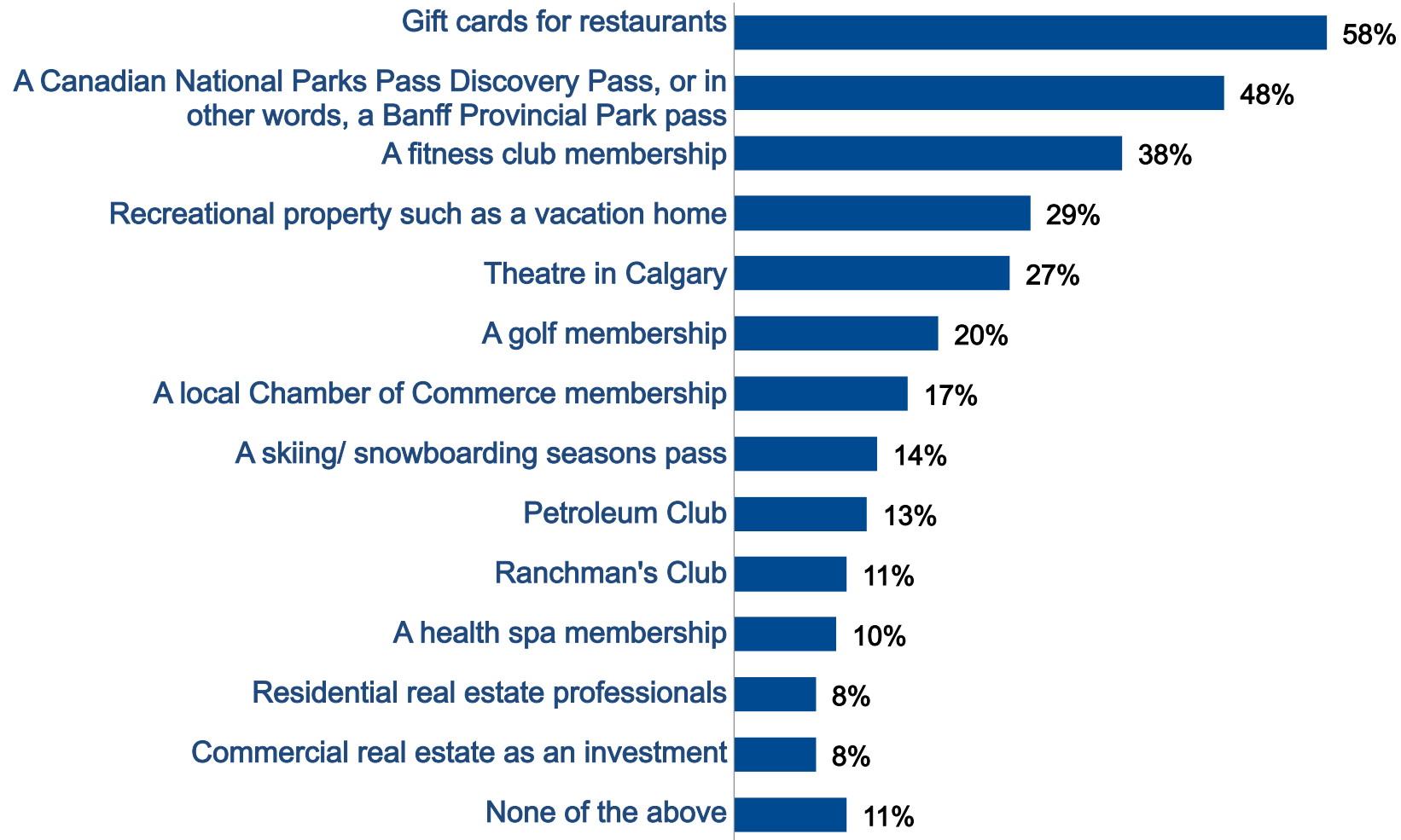
# Client Entertainment Expenditures



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?

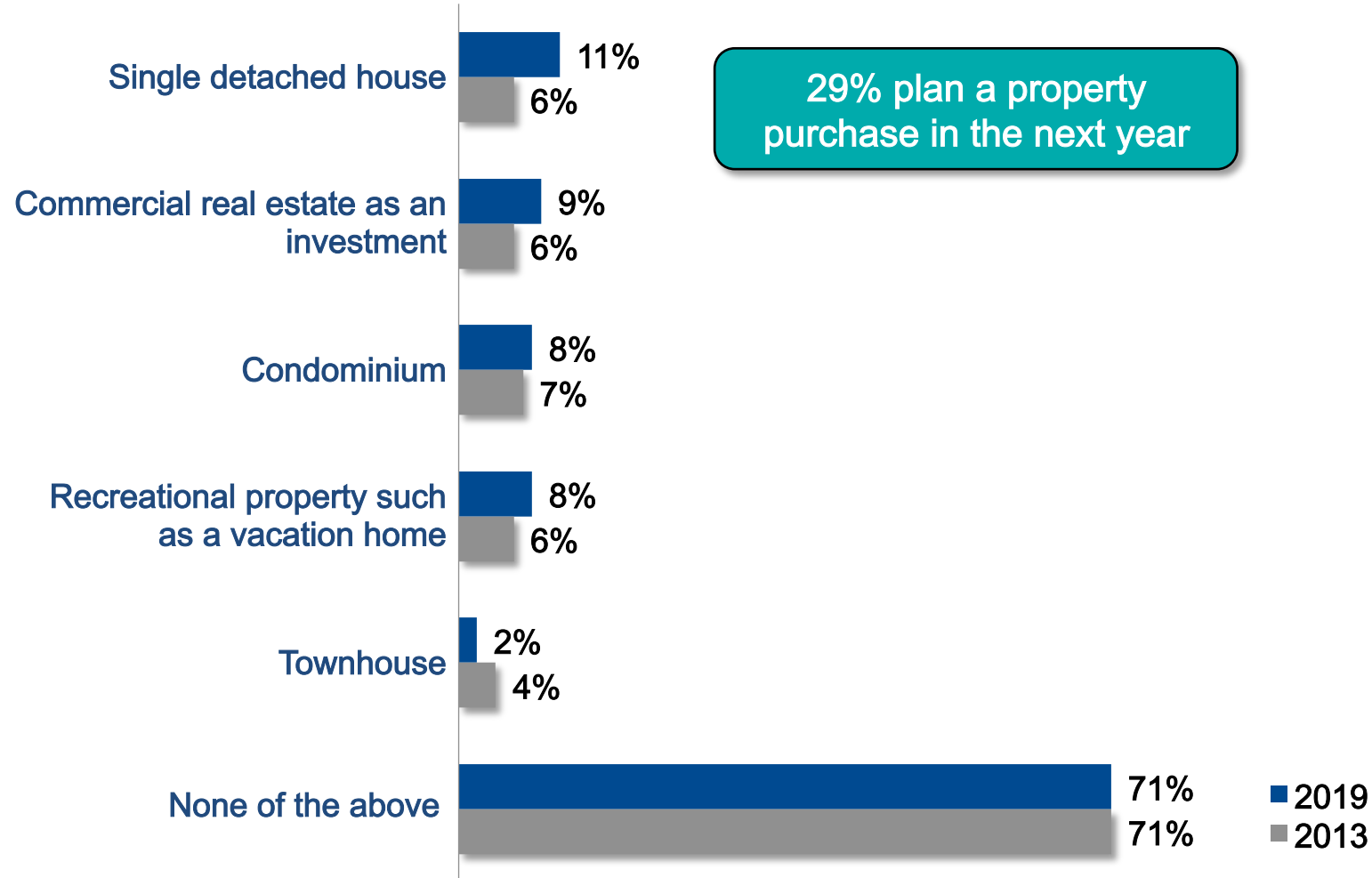
# Memberships and Purchases



Base: All respondents (2019 n=346)

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

# Property Purchase Intent

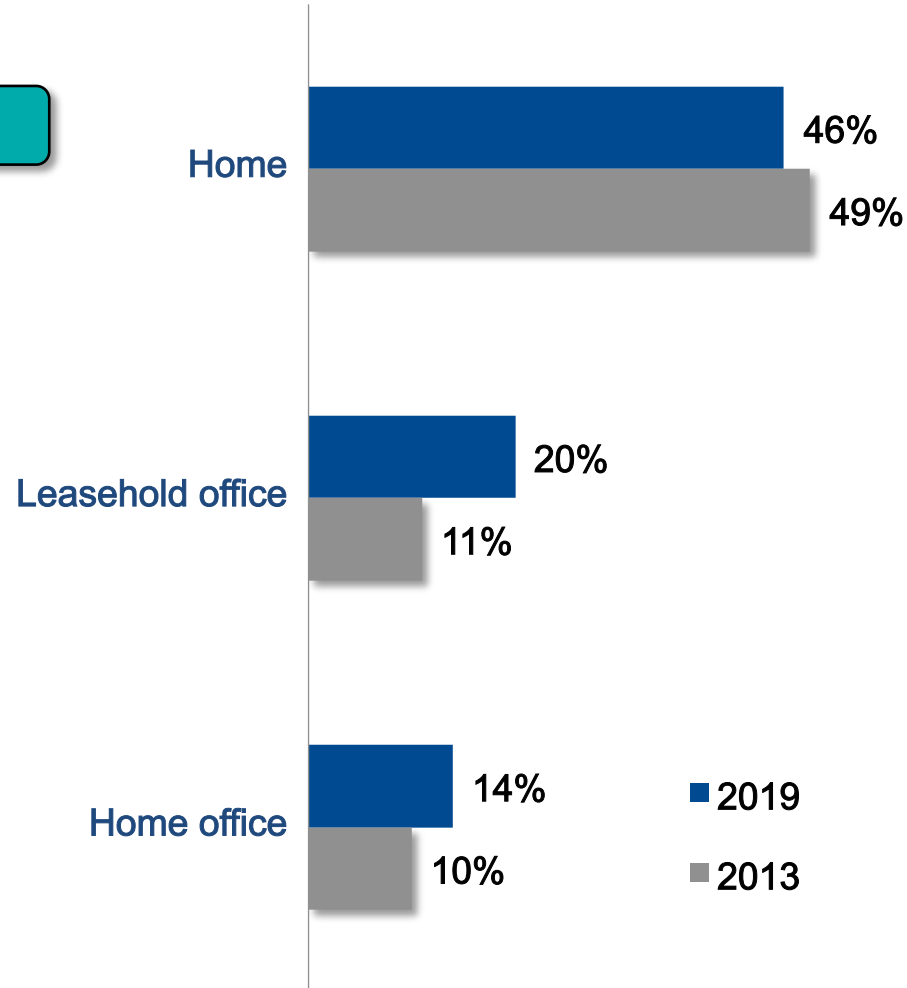


Base: All qualified respondents (2013 n=200) (2019 n=346)

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

# Planned Renovations

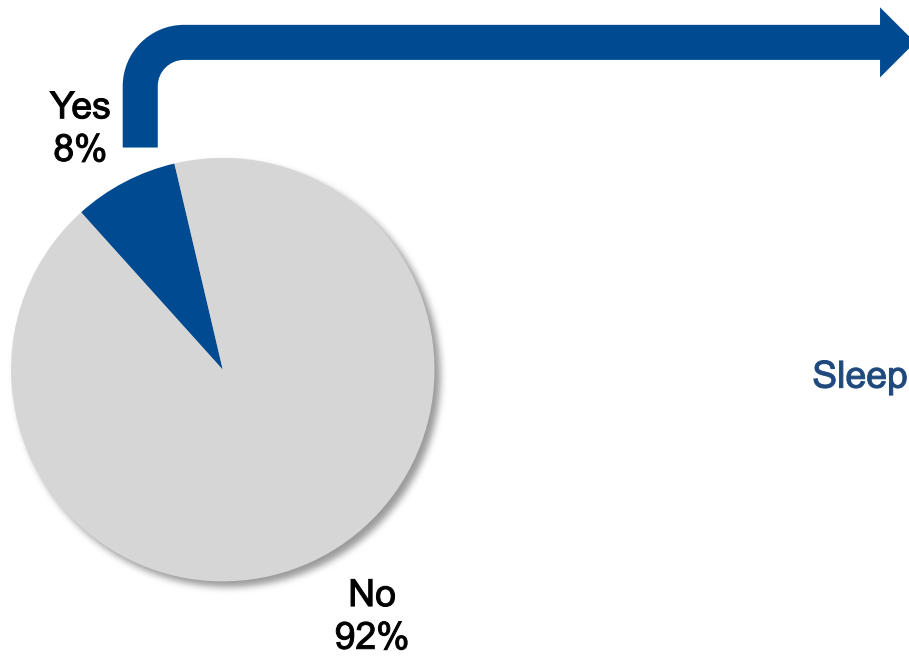
Yes to any = 57%



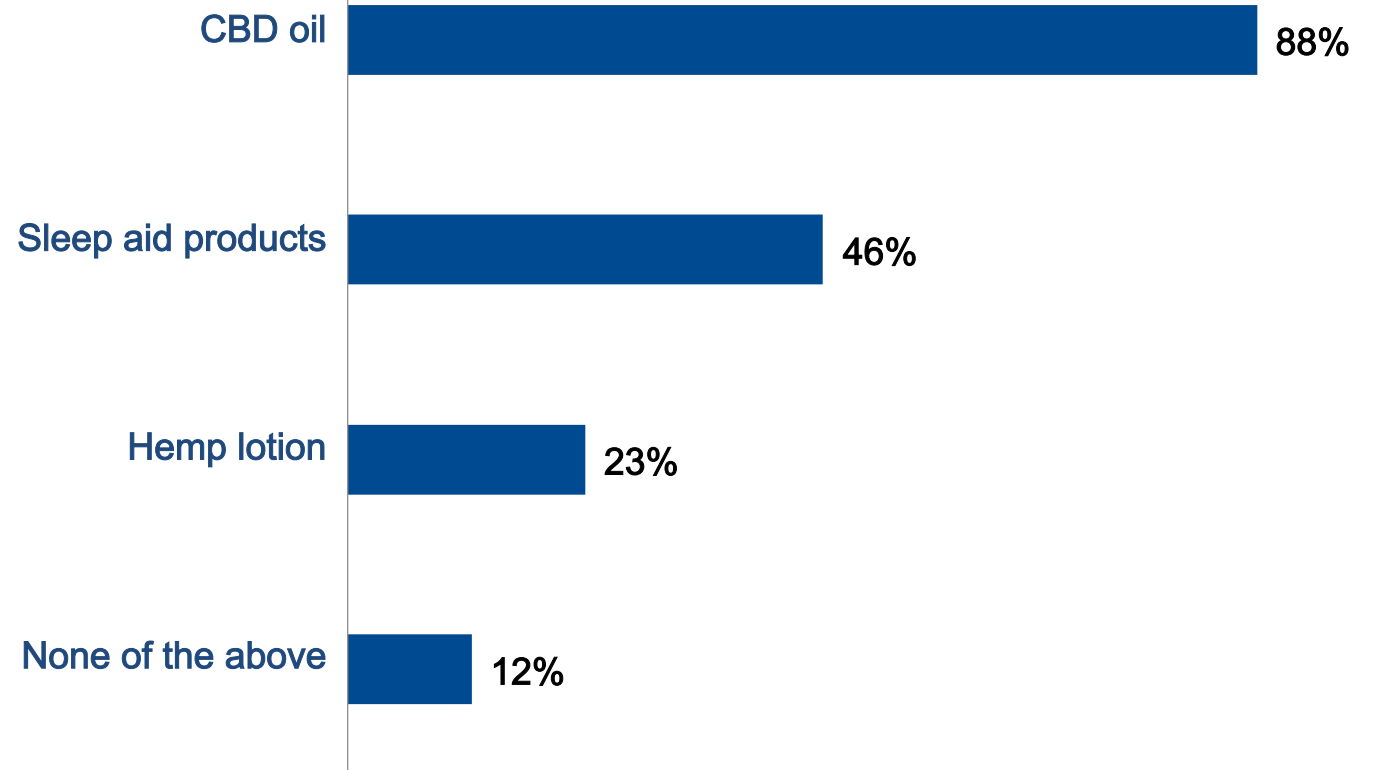
Base: All respondents (2013 n=200) (2019 n=346)

P3. Are you planning to do any of the following renovations?

# Medicinal Cannabis Usage



## Type of Medical Cannabis Usage\*



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

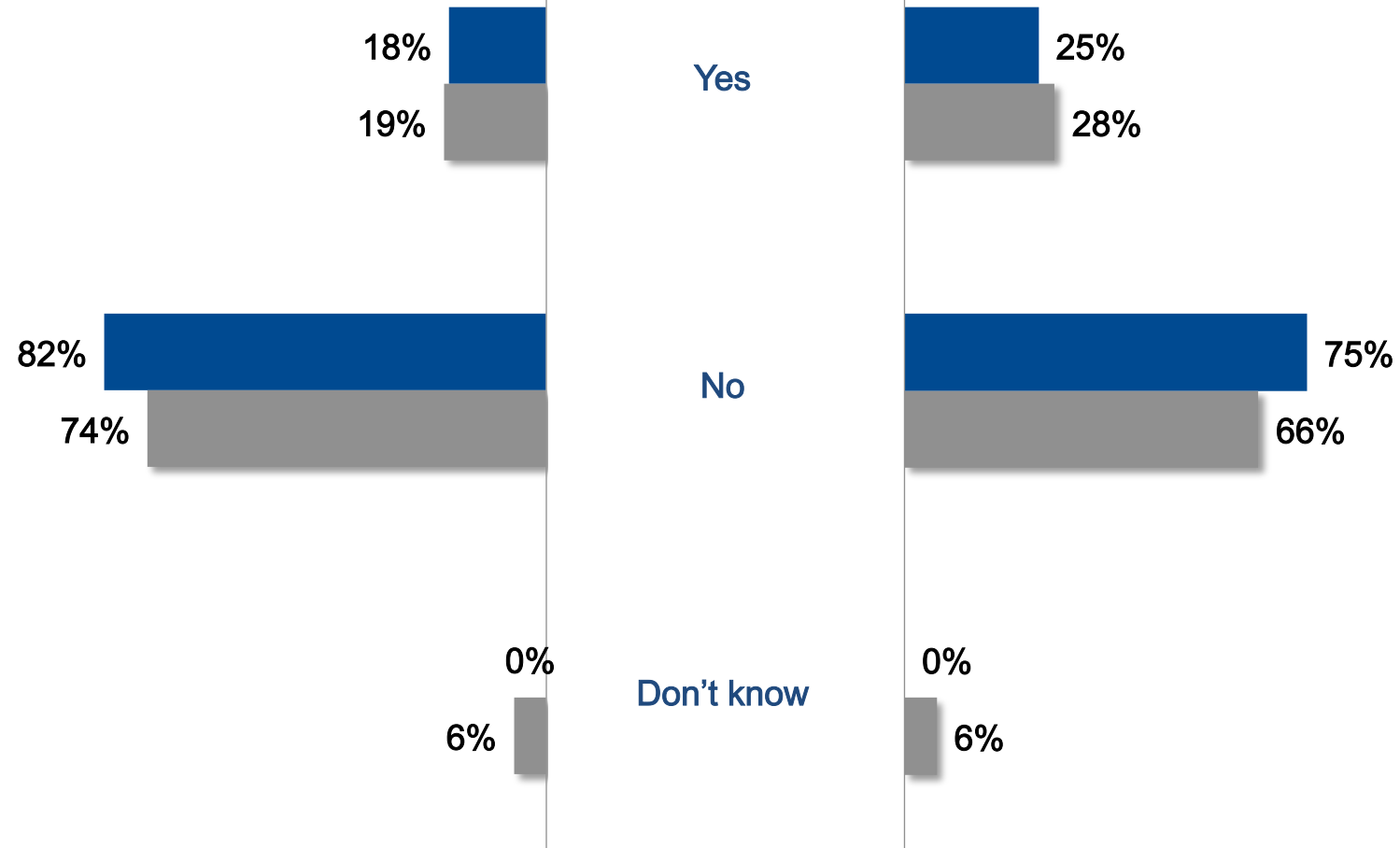
P4. Do you use cannabis for medical purposes? / P5. And which types of cannabis products do you use?

# Vehicle Purchase Intent

Yes to any = 36%

Corporate

Personal

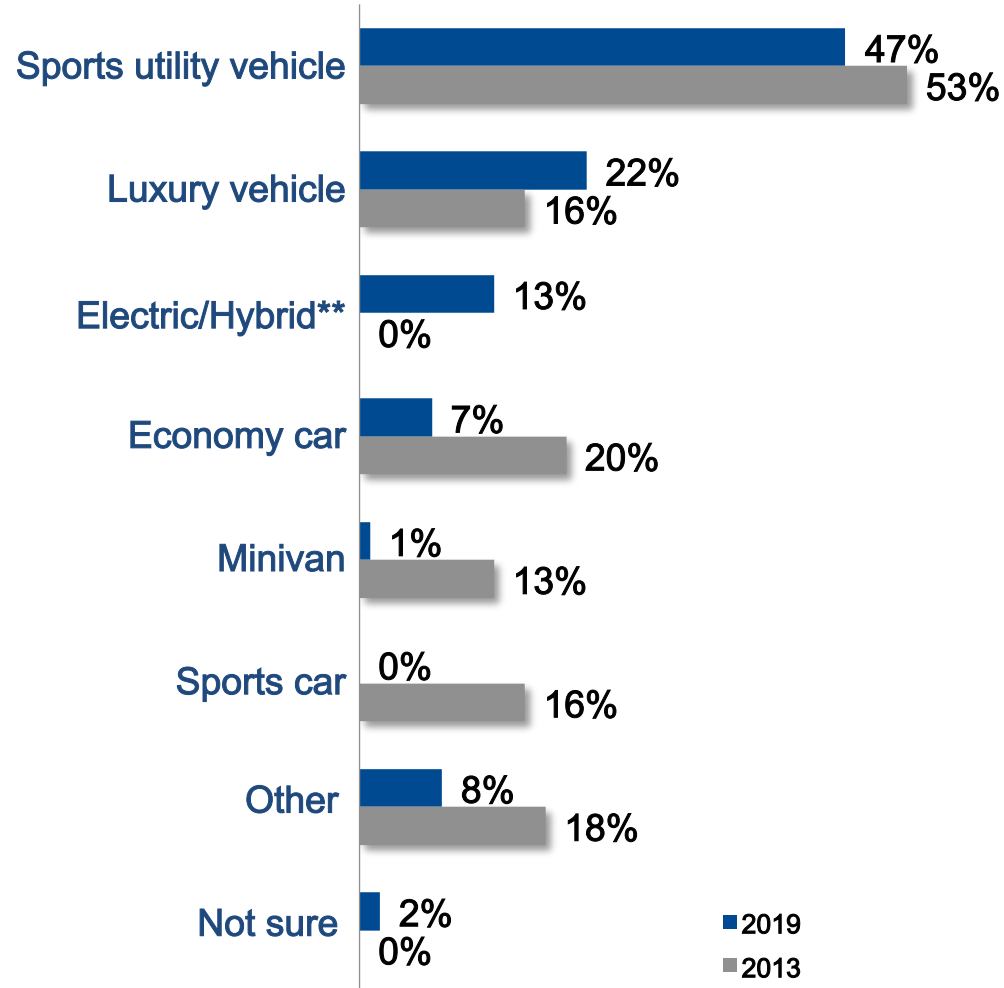


Base: All qualified respondents (2013 n=200) (2019 n=346)

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



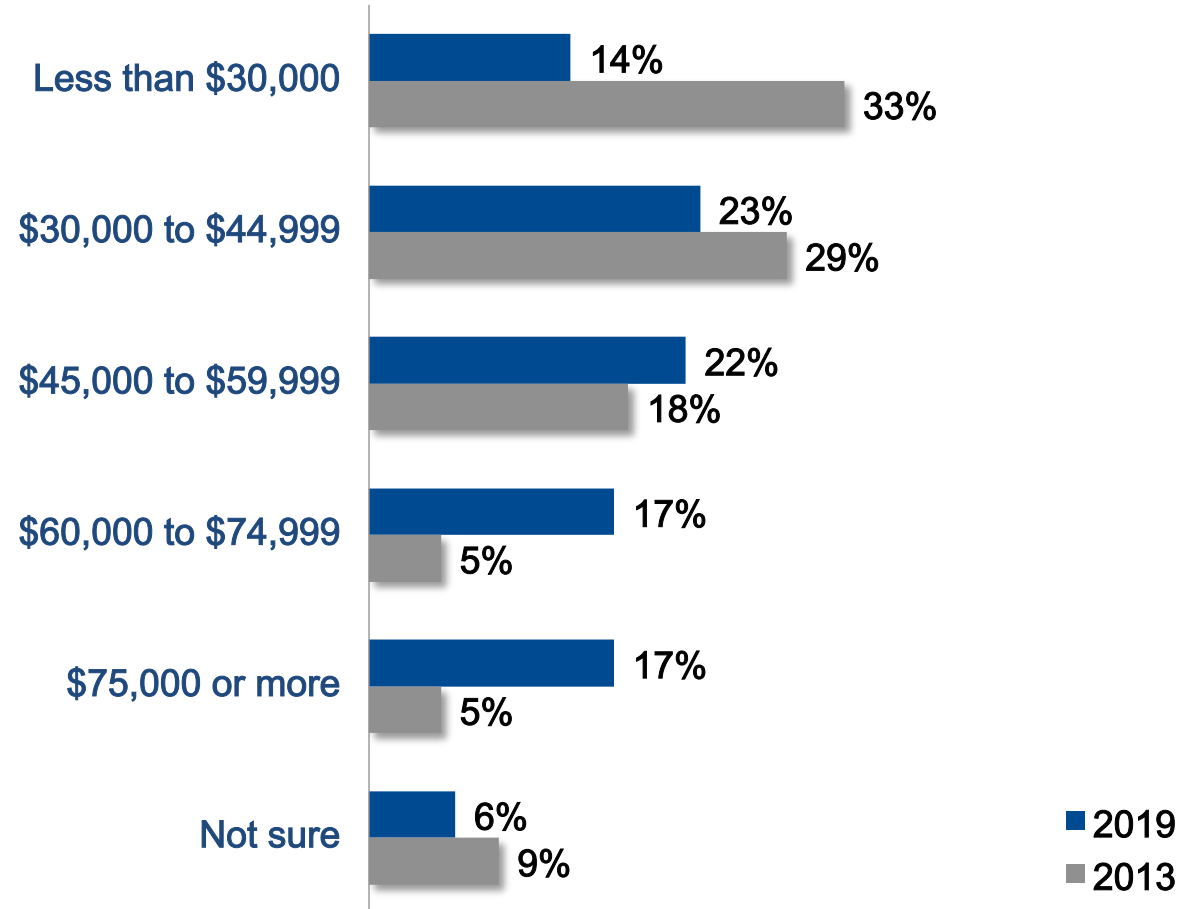
# Vehicle Purchase Type



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?

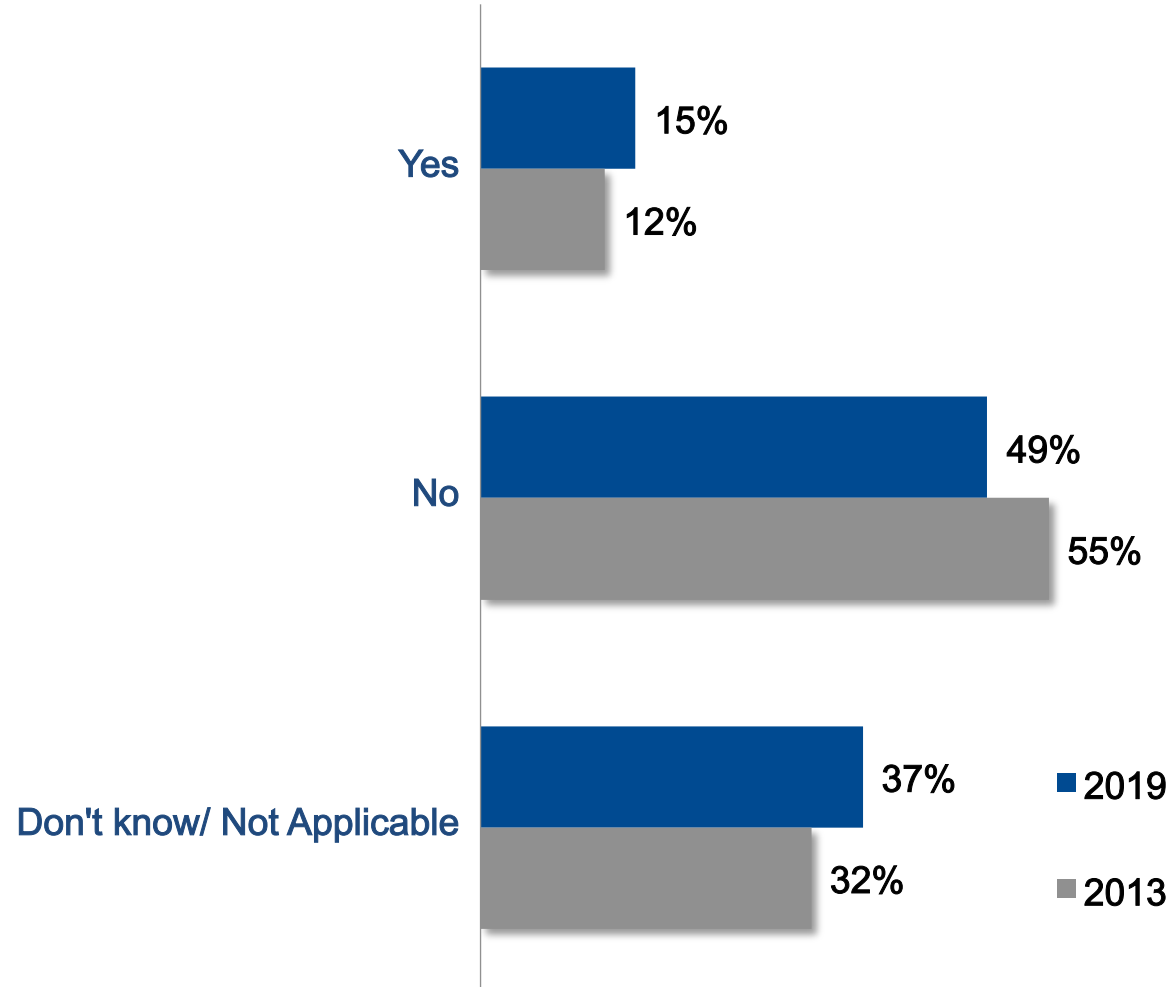
## Planned Vehicle Purchase Price



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?

# Corporate Plan for Fleet of Vehicles



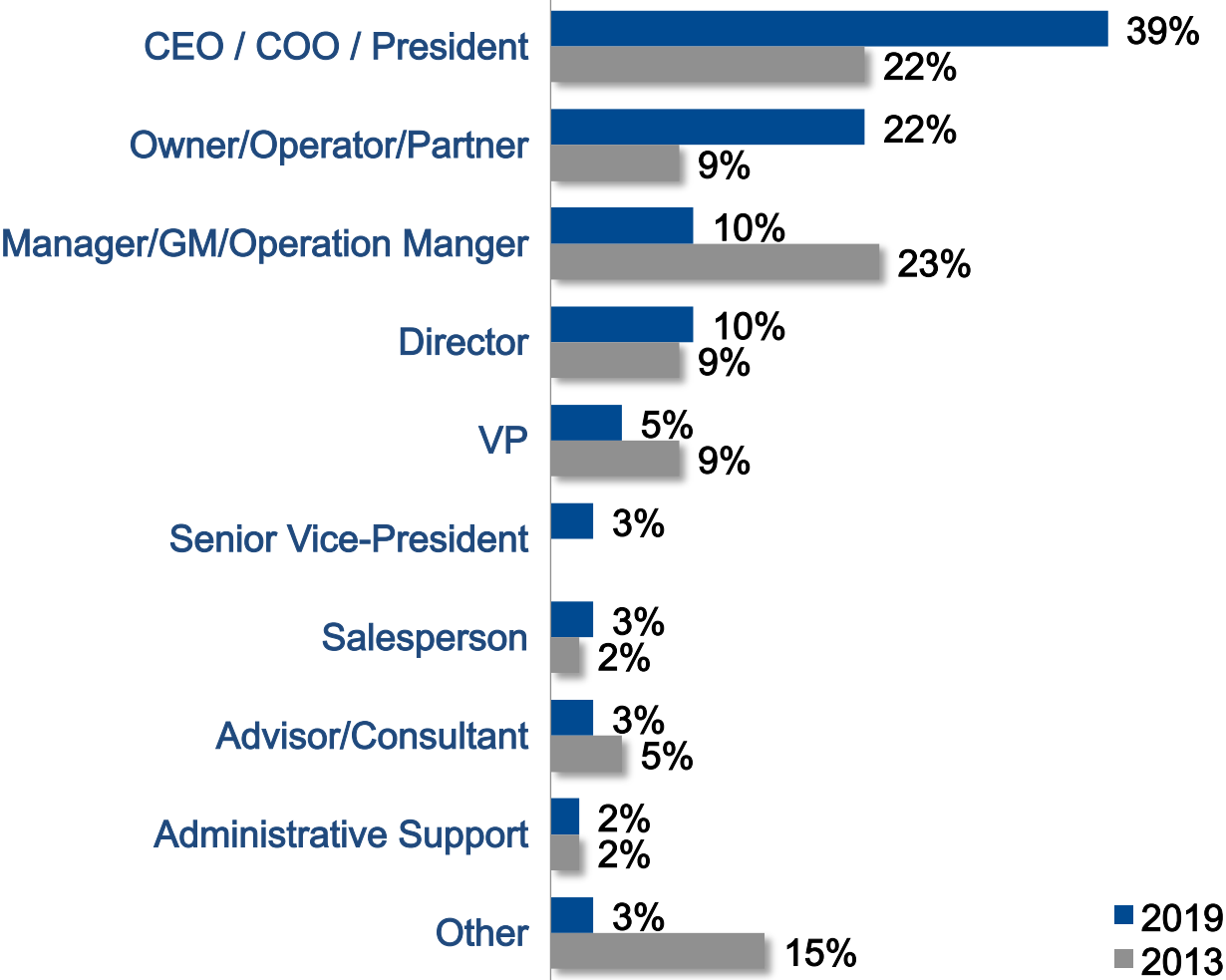
Base: All qualified respondents (2013 n=200) (2019 n=346)

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



# Job Title

79% are senior management

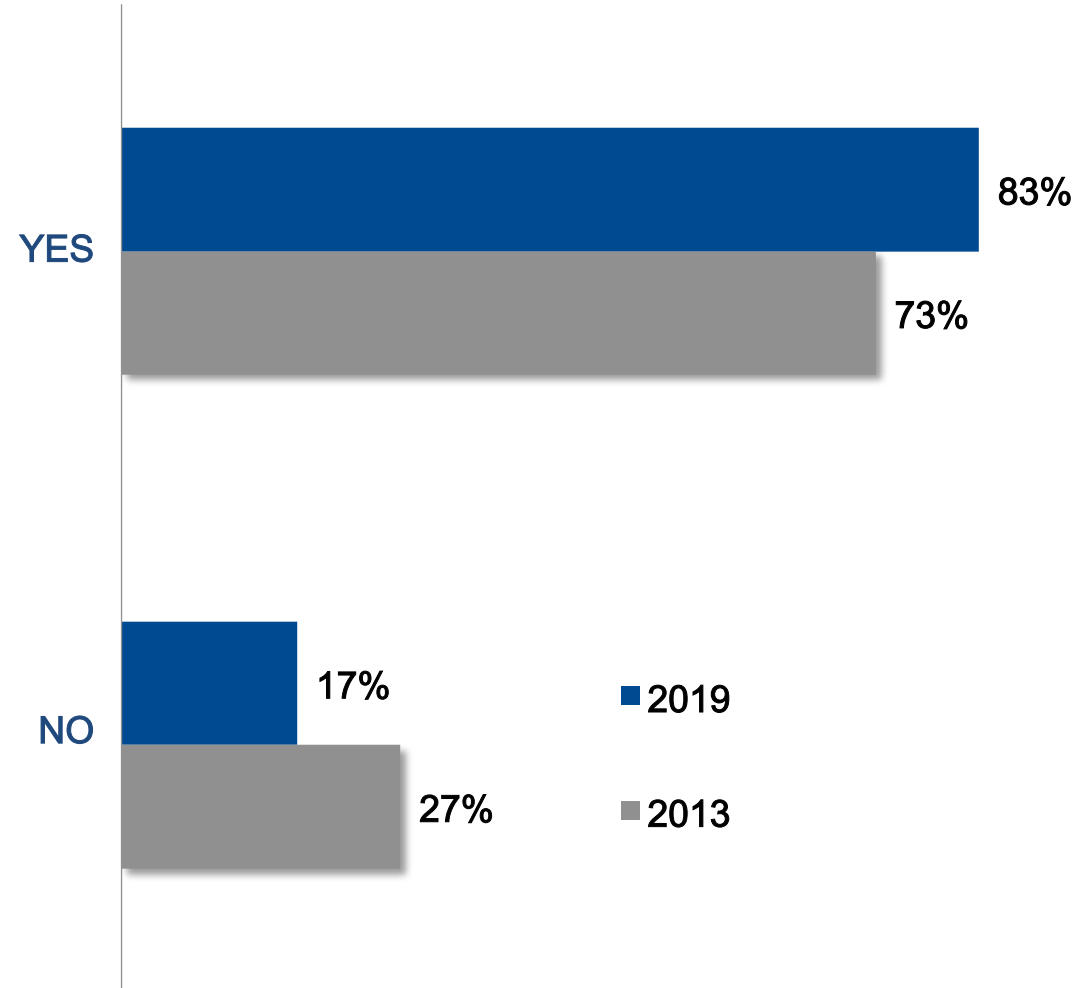


Base: All qualified respondents (2013 n=200) (2019 n=346)

F1. What is your job title?

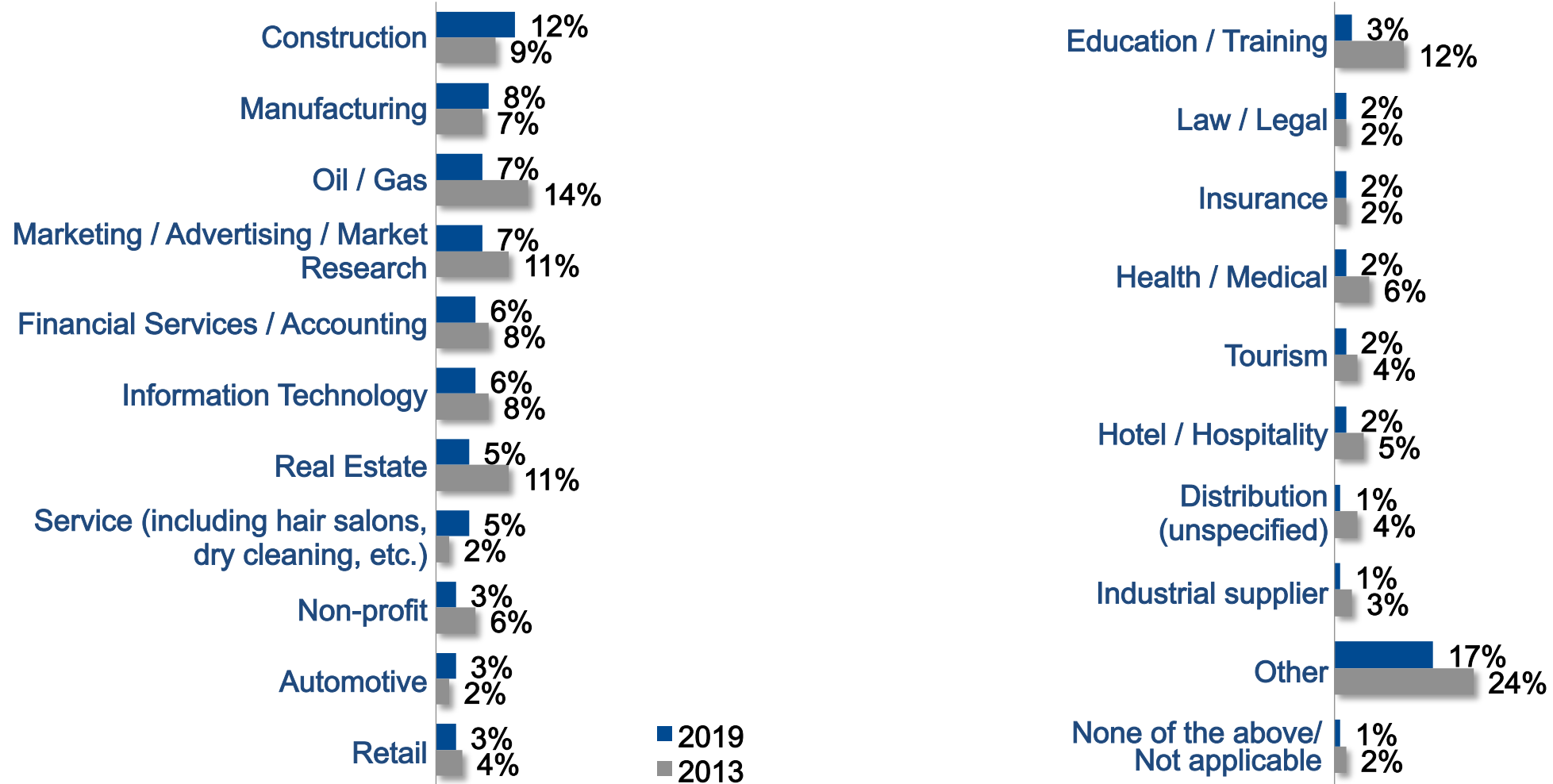


# Company Head Office Located in Calgary



Base: All respondents (2013 n=200) (2019 n=346)  
F2. Is your company's head office located in Calgary?

# Industry Sector



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

F3. In which industry sector does your company operate?



# Company Size

2019 Mean = 229.3

20 or fewer

56%

21 - 75

20%

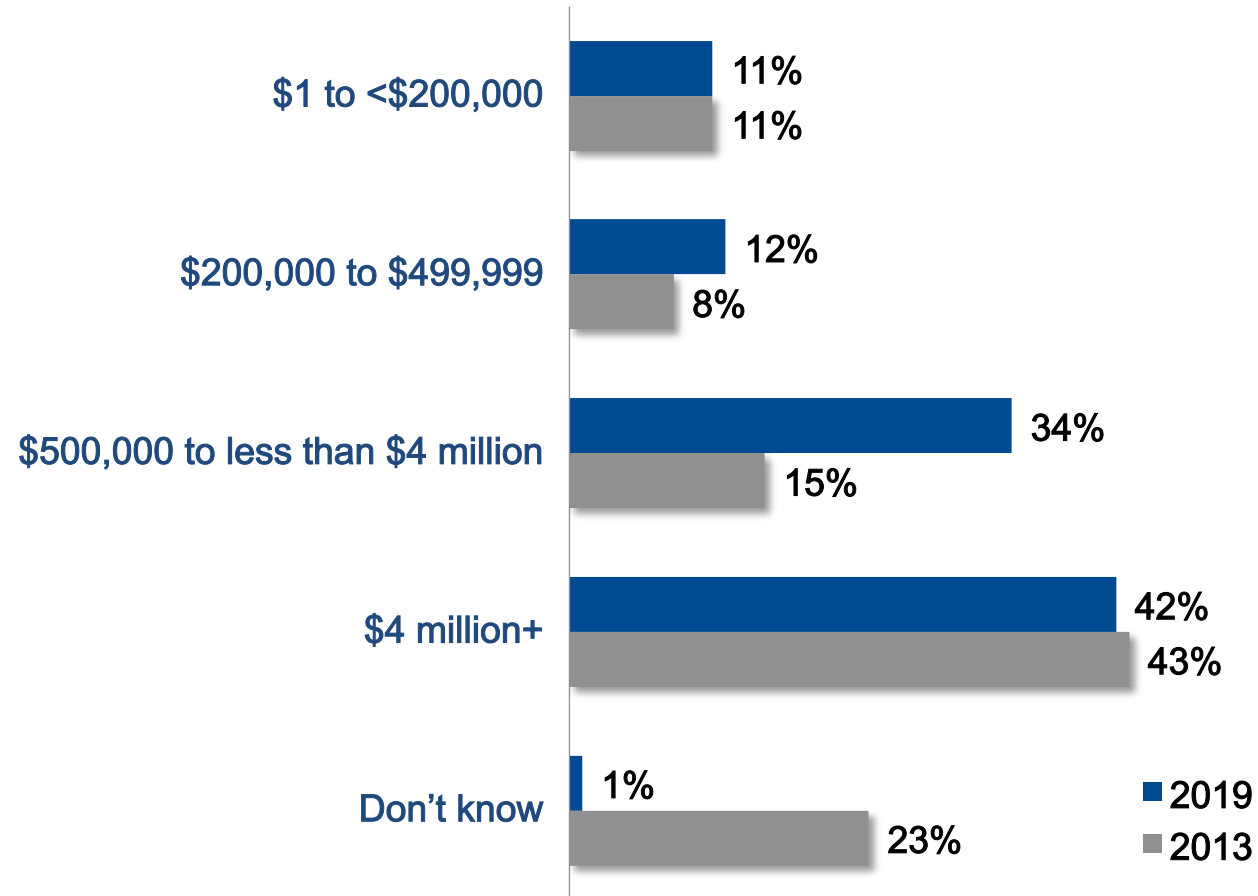
>75

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

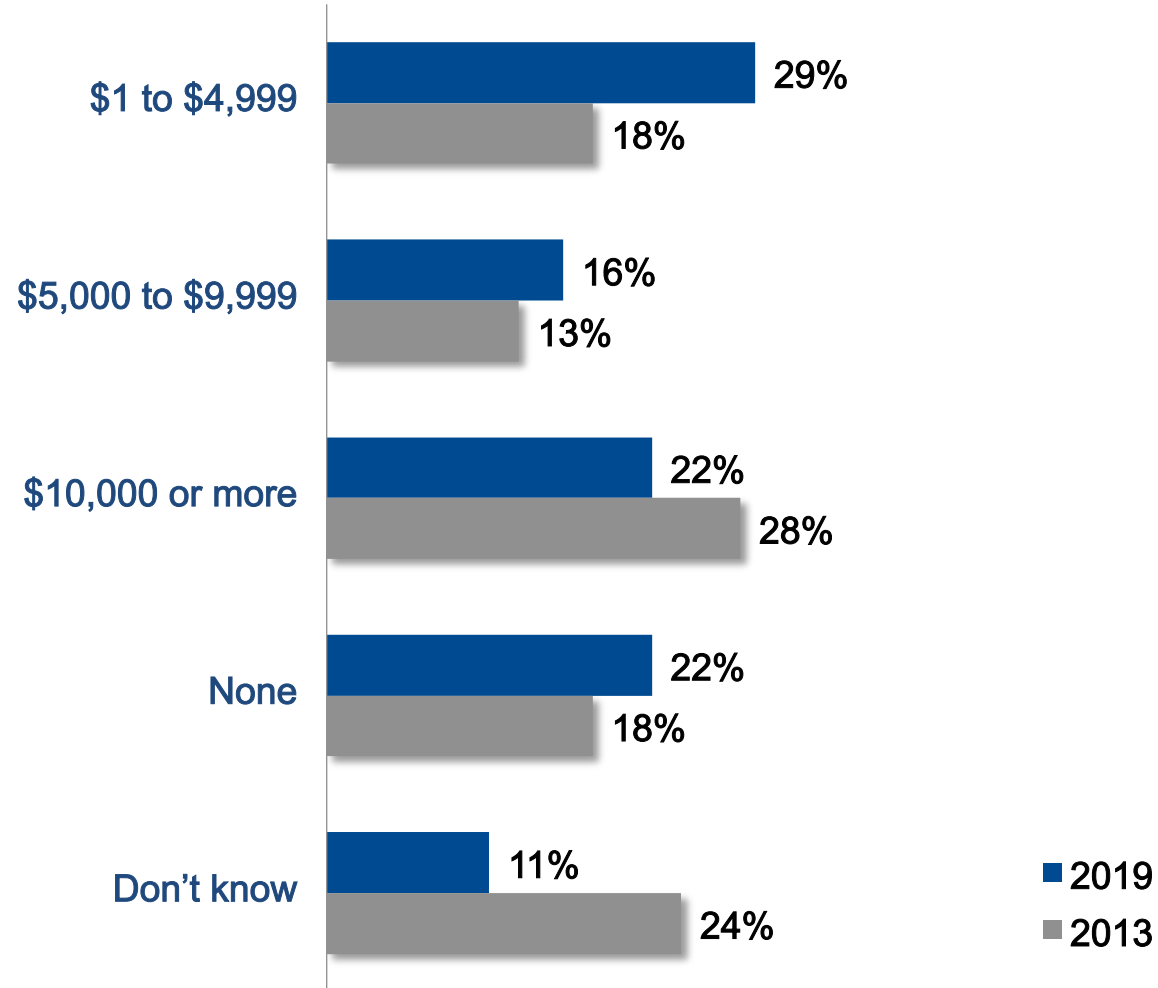


Base: All qualified respondents (2013 n=200) (2019 n=346)

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



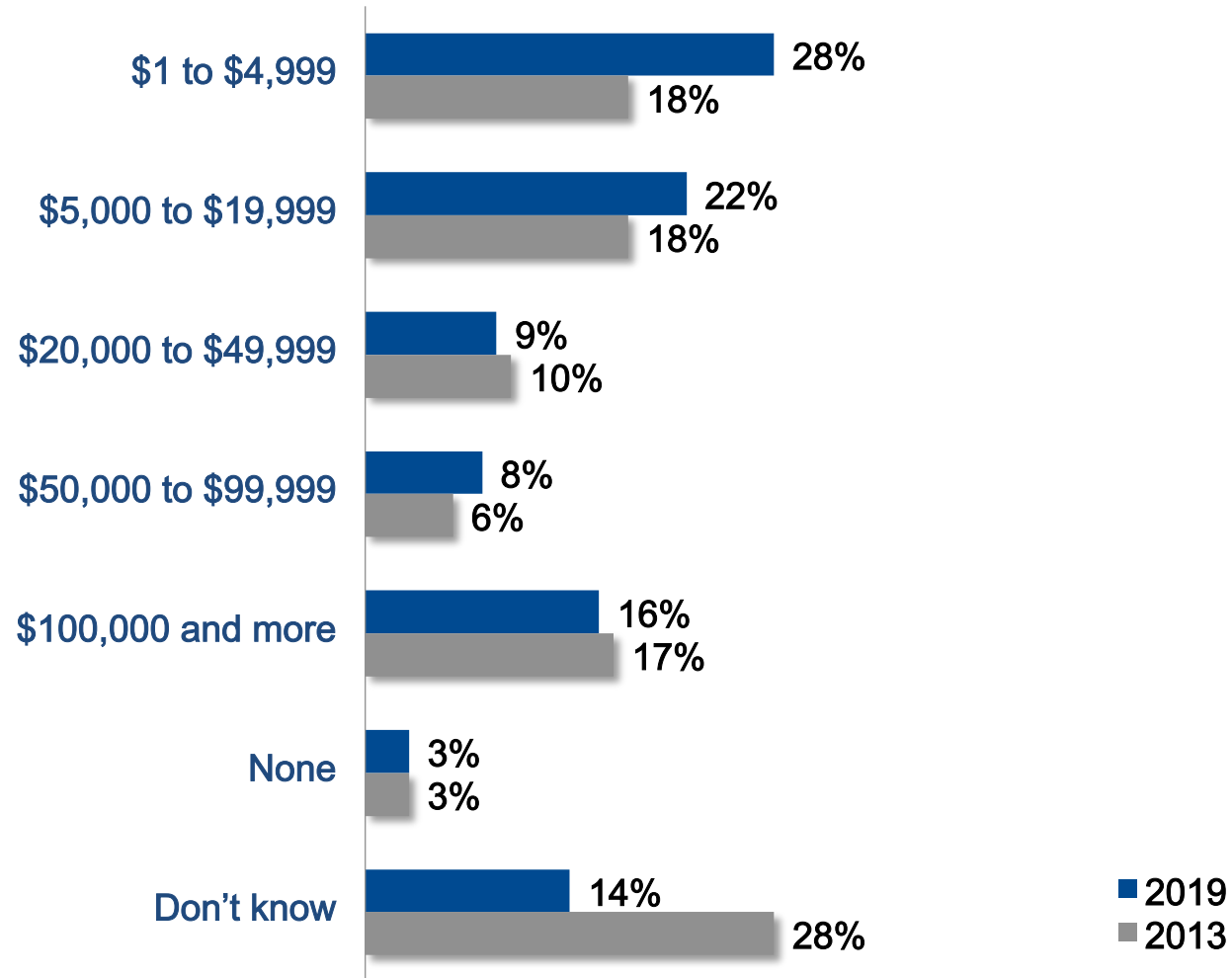
# Investment in Event Planning and Trade Shows



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

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

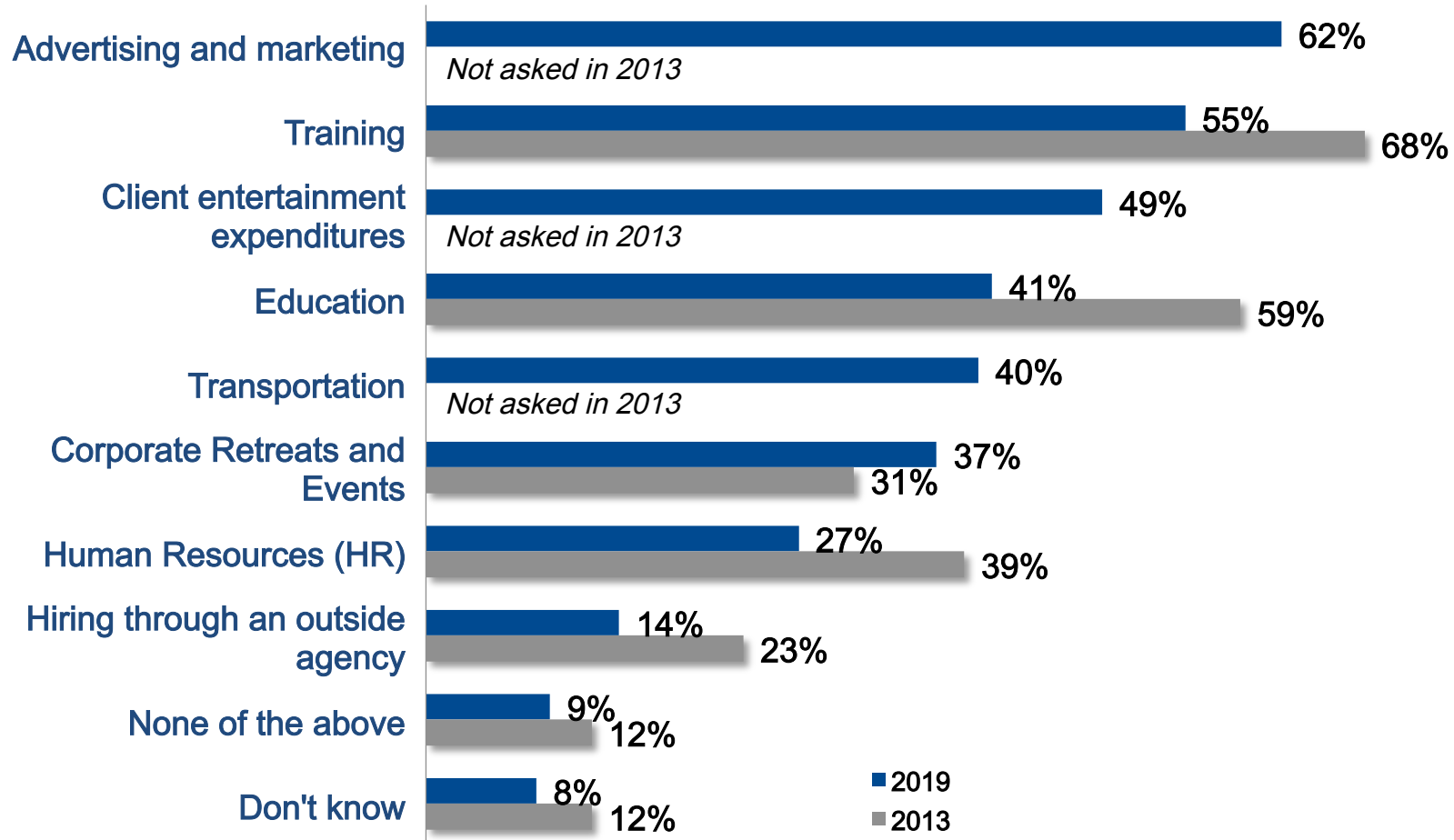
# Investment in Technology



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

F8. What is your company's annual investment in technology products and services?

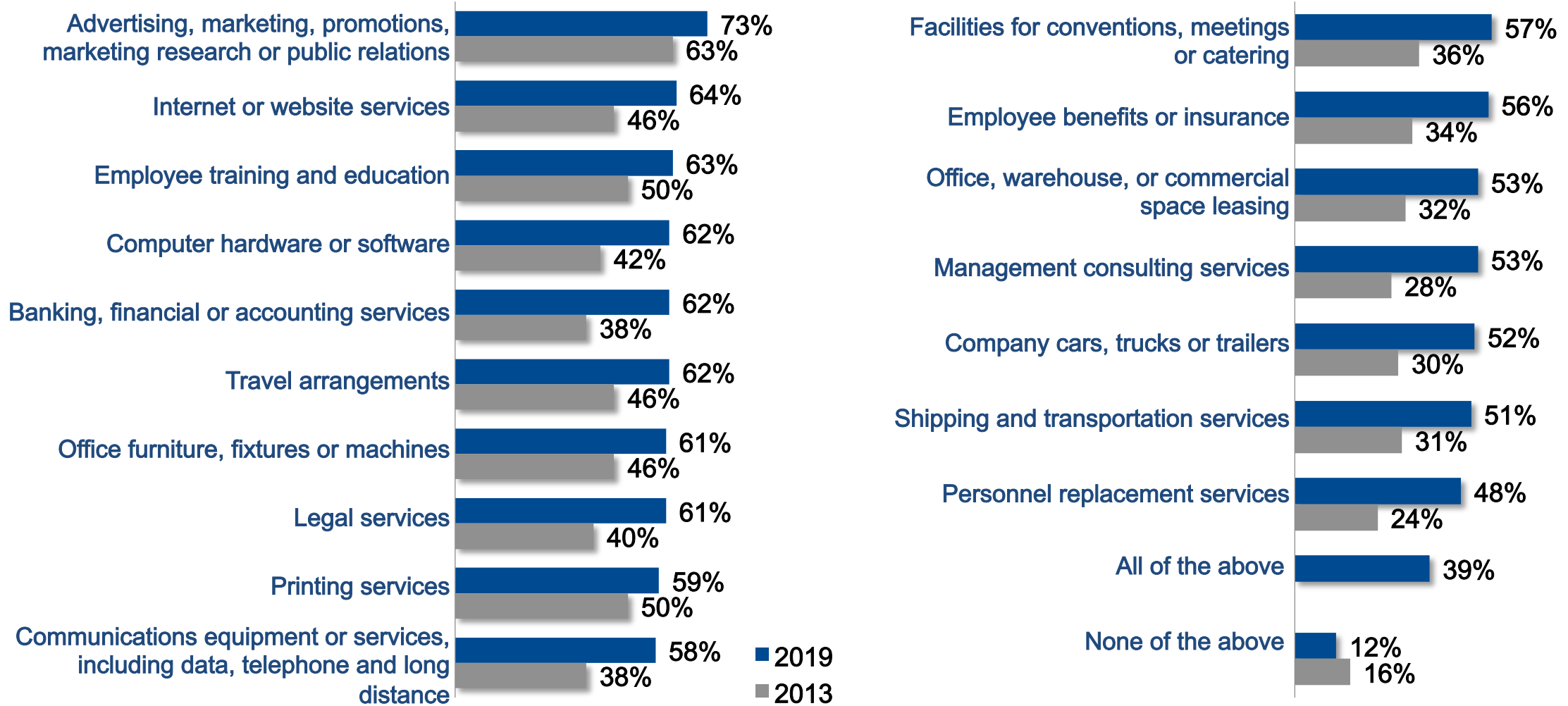
# Company Budgeting



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

F9. Which of the following does your company budget for?

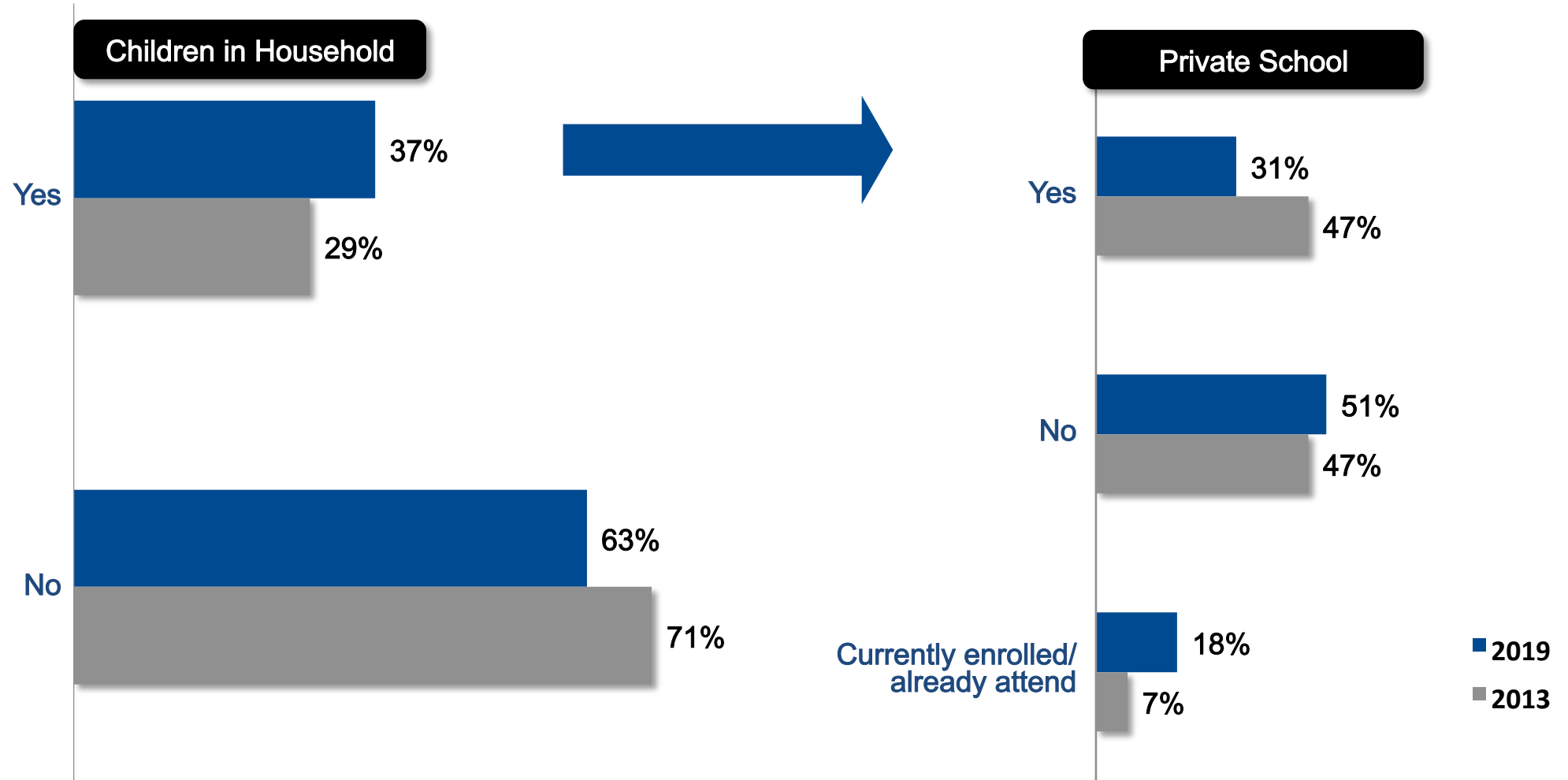
# Involvement in Decision Making



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

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

# Children in Household and Private School Consideration

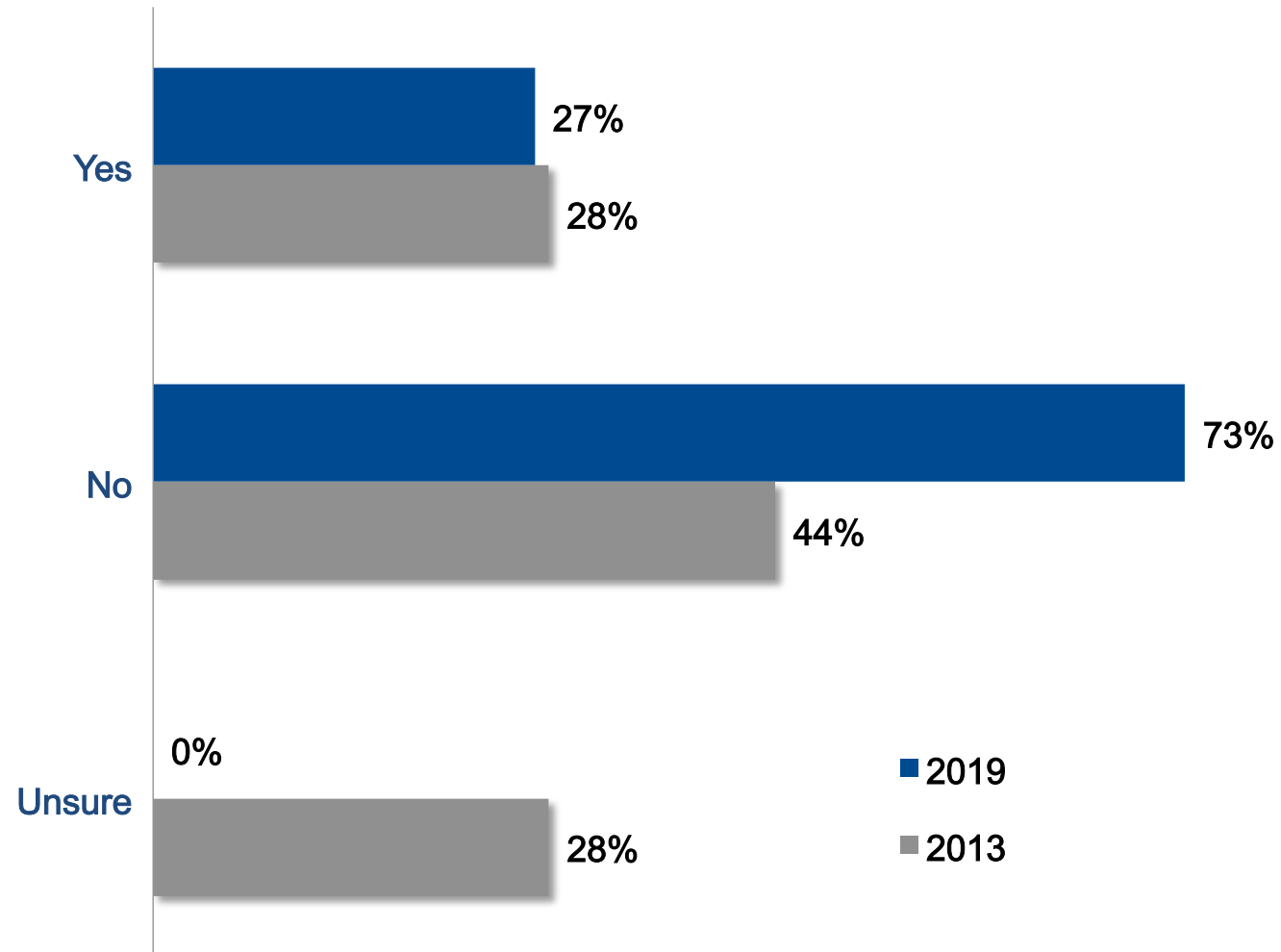


Base: All qualified respondents (2013 n=200) (2019 n=302)

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?

Base: Respondents with dependent children under 18 (2013 n=56\*) (2019n=113) / \*Small base – interpret with caution. D7. Would you consider a private school for your children(s) education?

## Plans to Enroll in Educational Programs



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

D6. Are you planning to enroll in any educational programs in the next 12 months?



# Demographics

## GENDER

Male	65%
Female	35%

## EDUCATION

Completed high school or less	8%
Technical/trade diploma/certificate	12%
Some college or university	16%
Completed college or university degree	44%
Post-graduate degree	20%

## AGE

18 to 28	1%
29 to 38	10%
39 to 48	25%
49 to 58	34%
59 to 68	22%
69 or older	8%
Mean	52 years

## HOUSEHOLD SIZE

1	12%
2	40%
3	18%
4	18%
5 or more	10%
Mean	2.8

## INCOME

Less than \$50,000	<1%
\$50,000 to <\$75,000	4%
\$75,000 to <\$100,000	6%
\$100,000 to <\$125,000	8%
\$125,000 to <\$150,000	10%
\$150,000 to <\$200,000	12%
\$200,000 to <\$250,000	13%
\$250,000 or more	27%
Prefer not to answer	20%



# 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 professional fashion."*

*"I don't often read your magazine but it is pretty good at representing the city. I would like to compliment you and encourage you to continue publishing."*

*"Try and expand your reach."*

*"It may be interesting to some but contrary to the general consensus, I don't think it contributes to the Business in Calgary. I'm interested in trying to understand how it can possibly justify their predominately 'left' 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 Alberta. Feature B corporations like us."*

*"...getting world wide recognition and BIC is not doing them nearly enough!"*

*"...Alberta businesses who are selling... keeps me in touch with the community. Restaurants that advertise with you and...*

*"...all 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."*

To be sorted BiC/BiE  
Will update

Base: All respondents (n=346)



# About Ipsos

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Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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[www.ipsos.com](http://www.ipsos.com)

# Game Changers

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In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder.  
Ultimately, success comes down to a simple truth:  
**You act better when you are sure.**

**BE  
SURE.  
ACT  
SMARTER.**

