

BUSINESS IN CALGARY

2019 Readership Survey



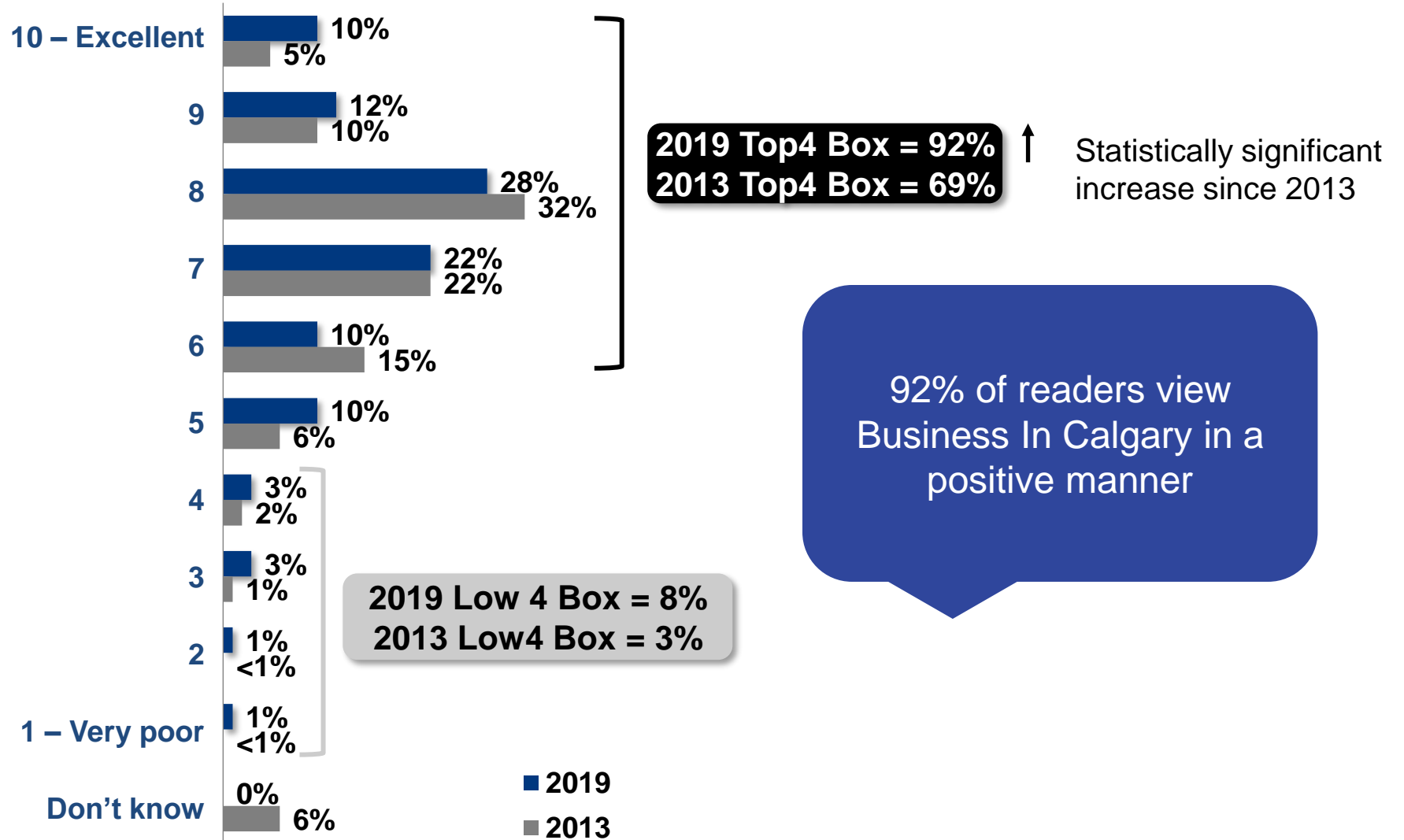
3/15/2024

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Overall Rating for Business in Calgary



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



Magazine Readership

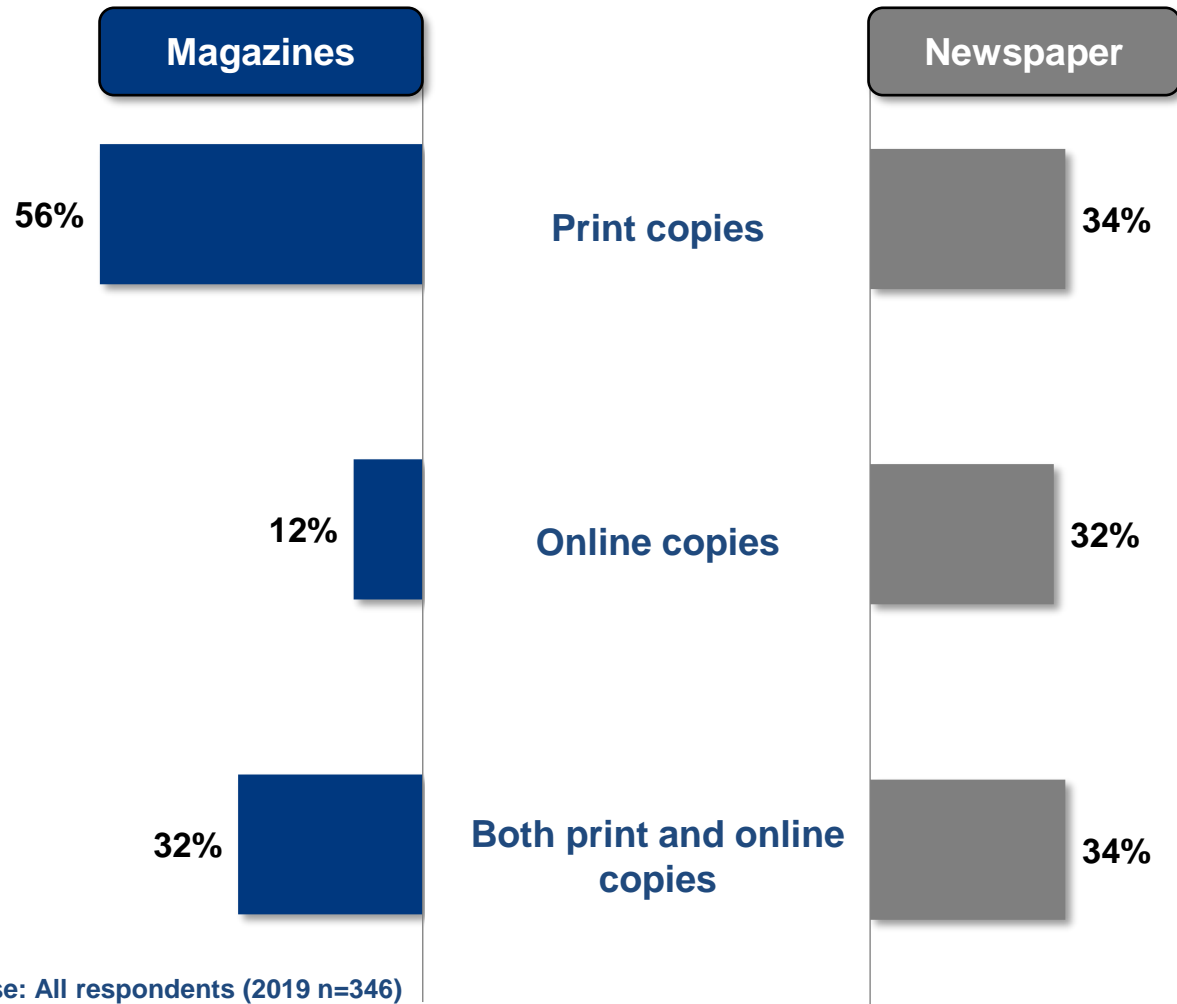


**Distributed to
33,500
businesses
monthly**

89% of our readership receives a physical copy.
11% of our readers view the magazine online

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

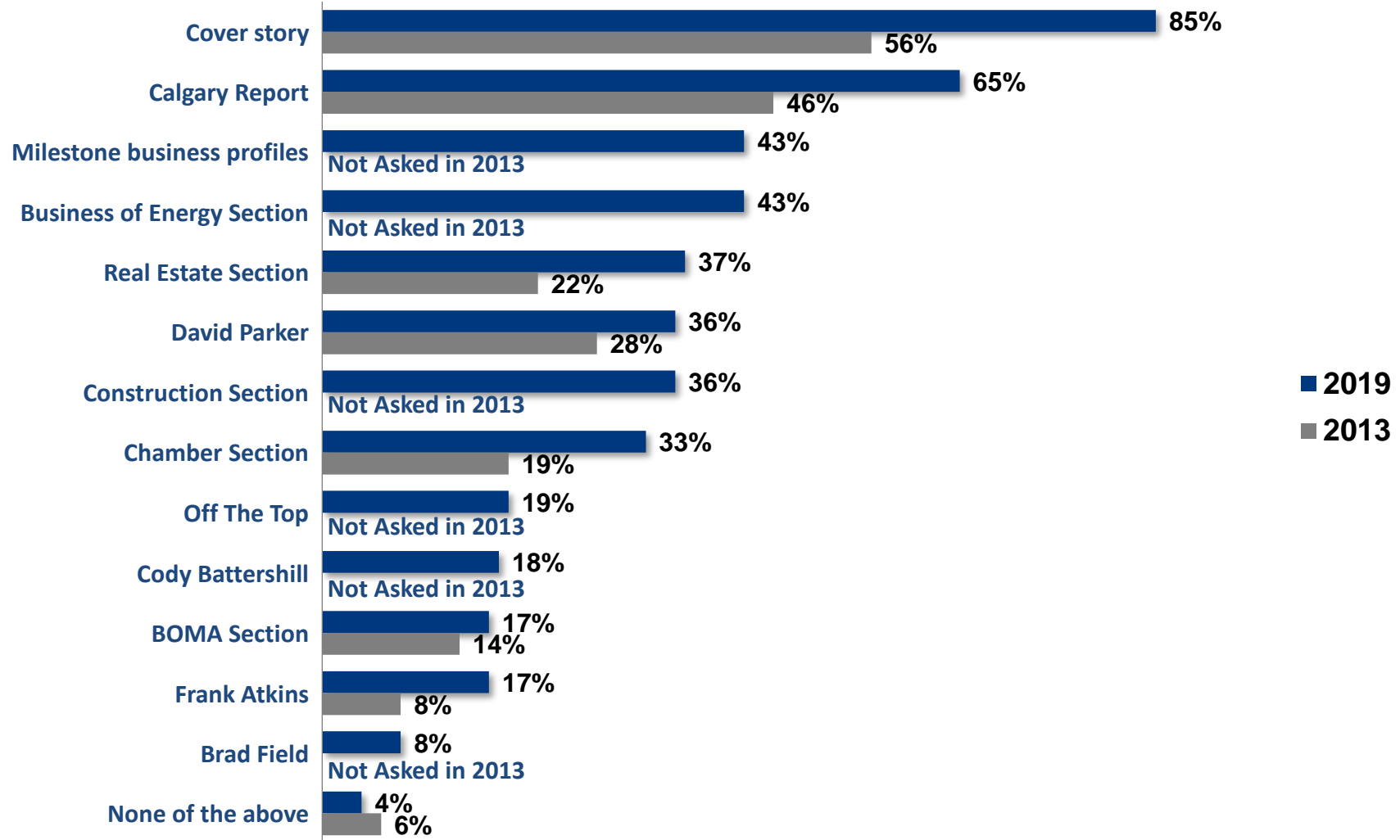
Preference for Print vs. Digital Readership



56% of readers prefer to view a physical copy of the magazine



Section of Business In Calgary that readers gravitate to the most



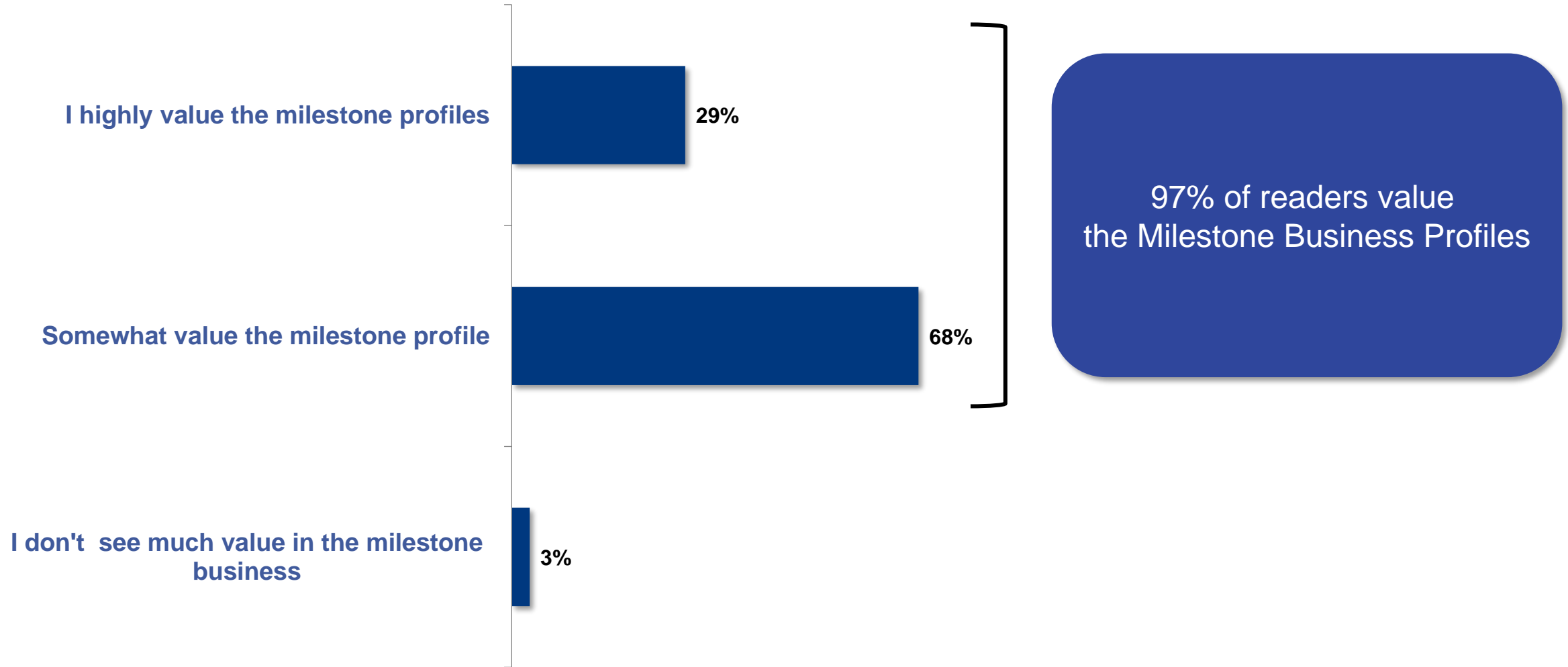
Base: Respondents who read Business in Calgary (2013 n=195) (2019 n=346)

R4. What sections of the magazine do you usually read?

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Value of the Milestone Business Profiles

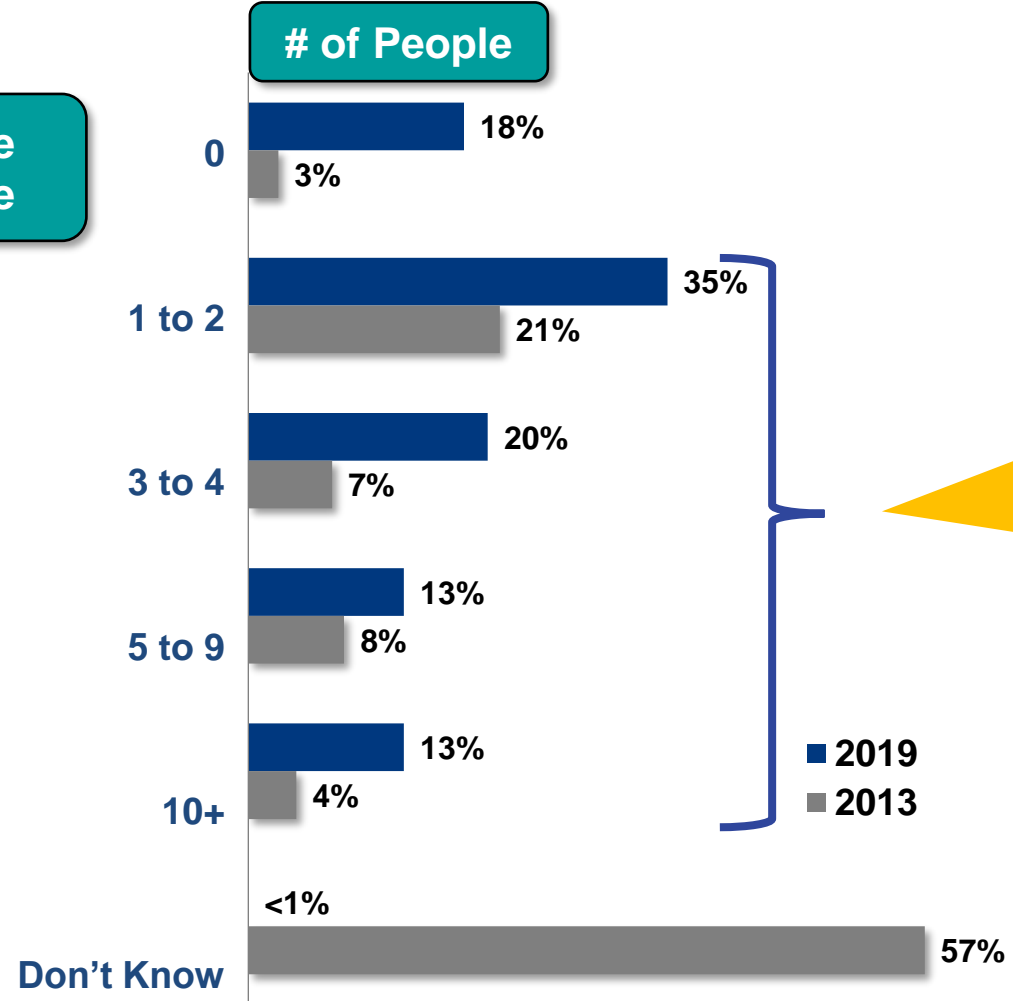


Base: Those who read milestone business profiles 2019 (n=149)
R5A. To what extent do you value the milestone business profiles?



Others Reading Business in Calgary Magazine

2019 Mean: 5.1 people
2013 Mean: 5.0 people



Our magazine gets passed around!

Total readership is 170,850

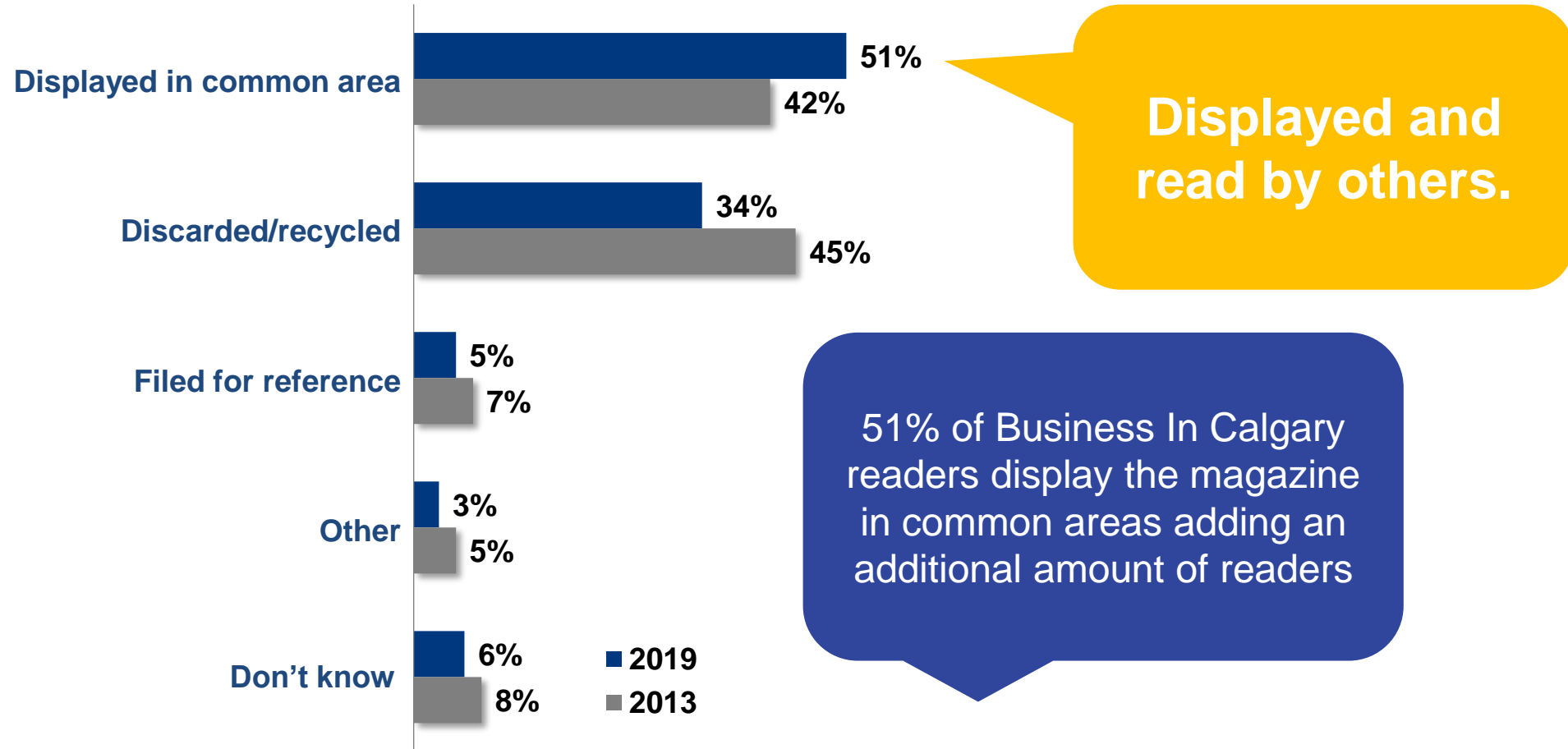
Base: All respondents (2013 n=200) (2019 n=346)

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



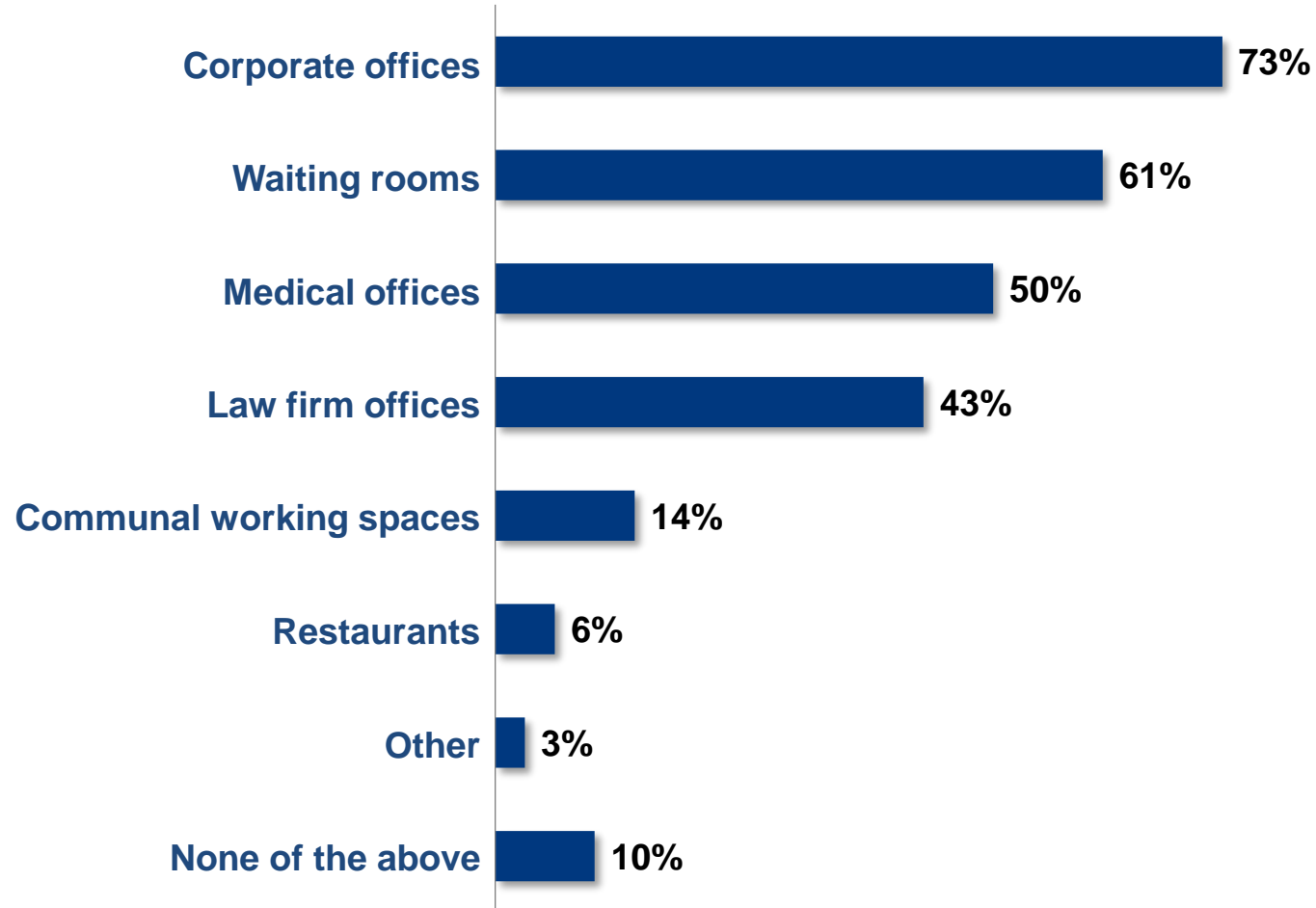
Base: All respondents (2013 n=200) (2019 n=346)

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?

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Other Environments in Which Business in Calgary is Noticed



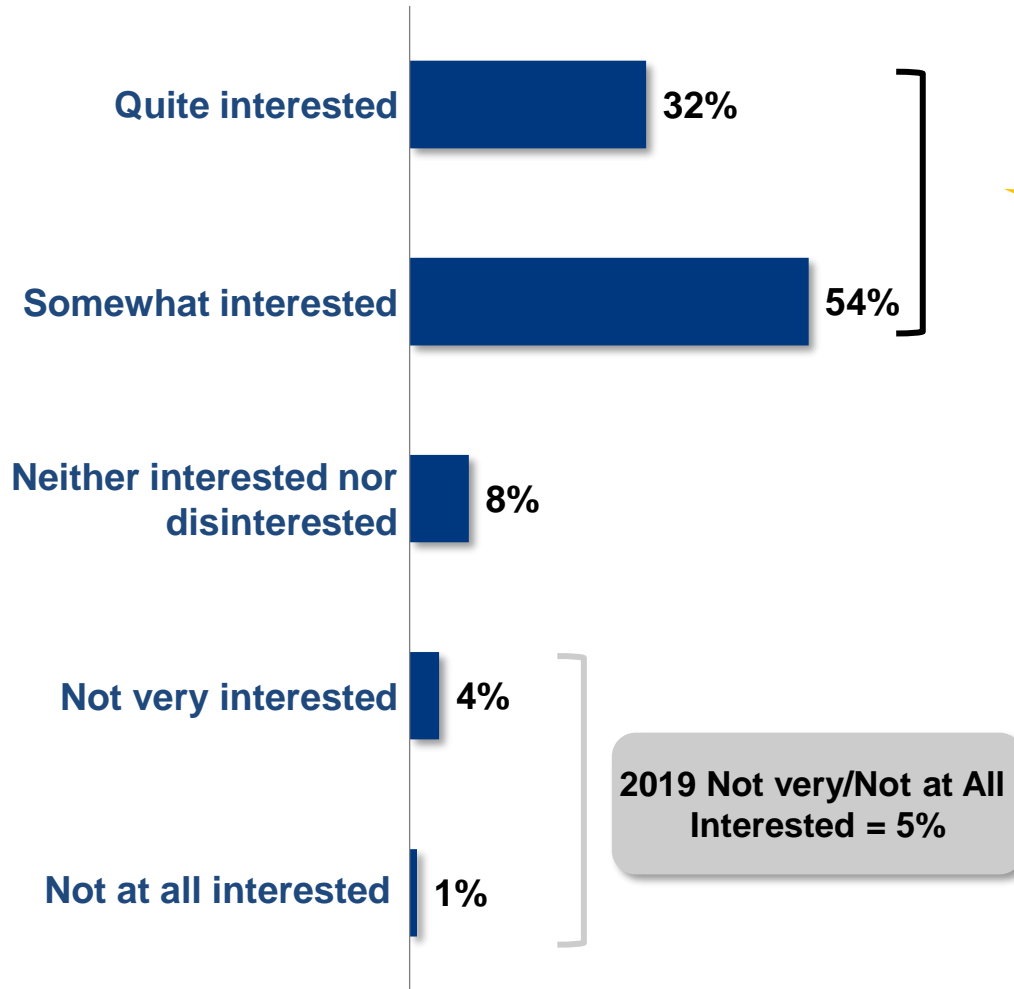
Base: All respondents (2019 n=346)

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



86% of readers are interested in Business In Calgary's content

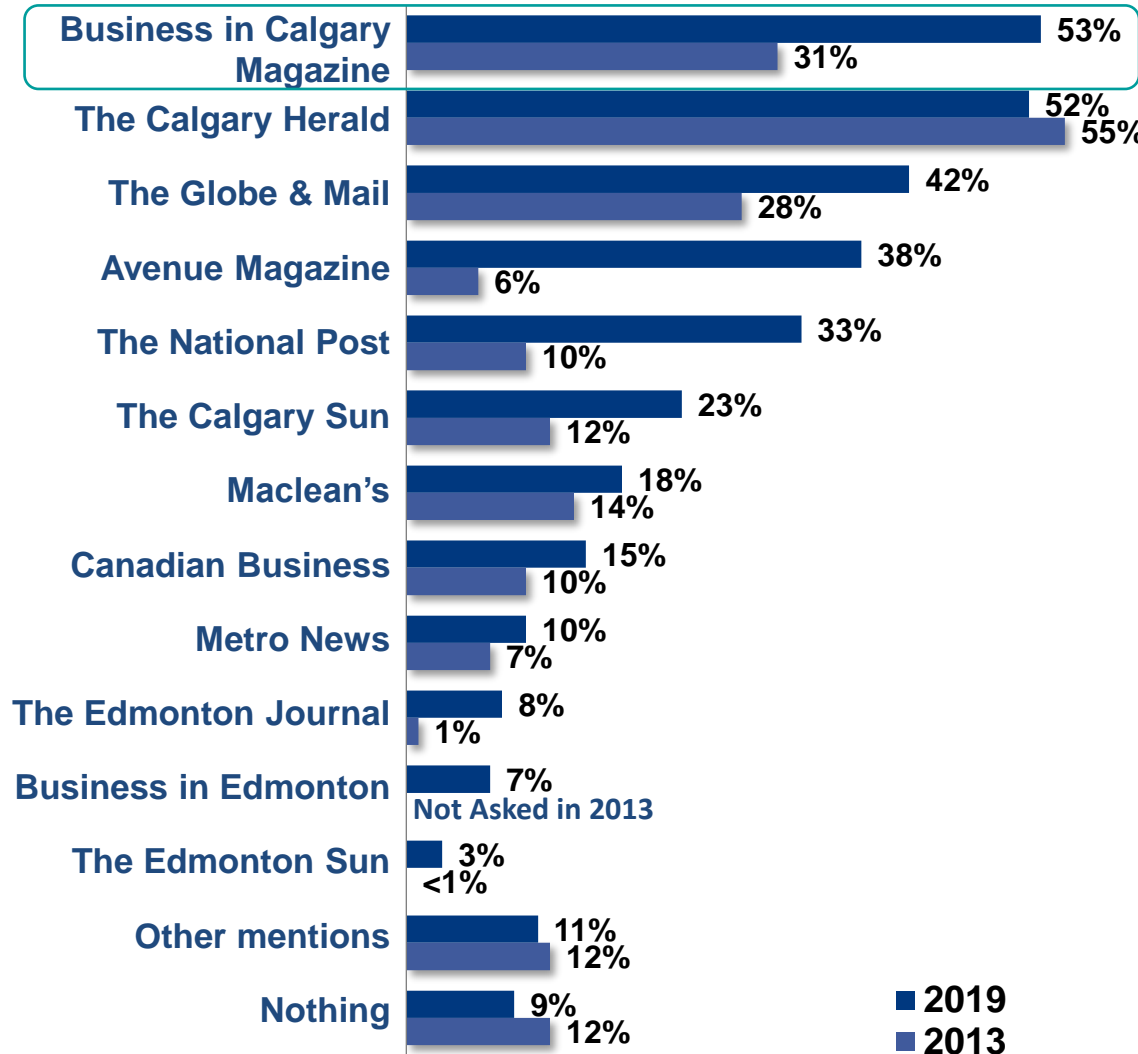
Base: All respondents (2019 n=346)

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



Multiple Mentions

Publications Read Regularly



↑ Statistically significant increase since 2013

Business In Calgary leads the list of regularly read publications by business leaders

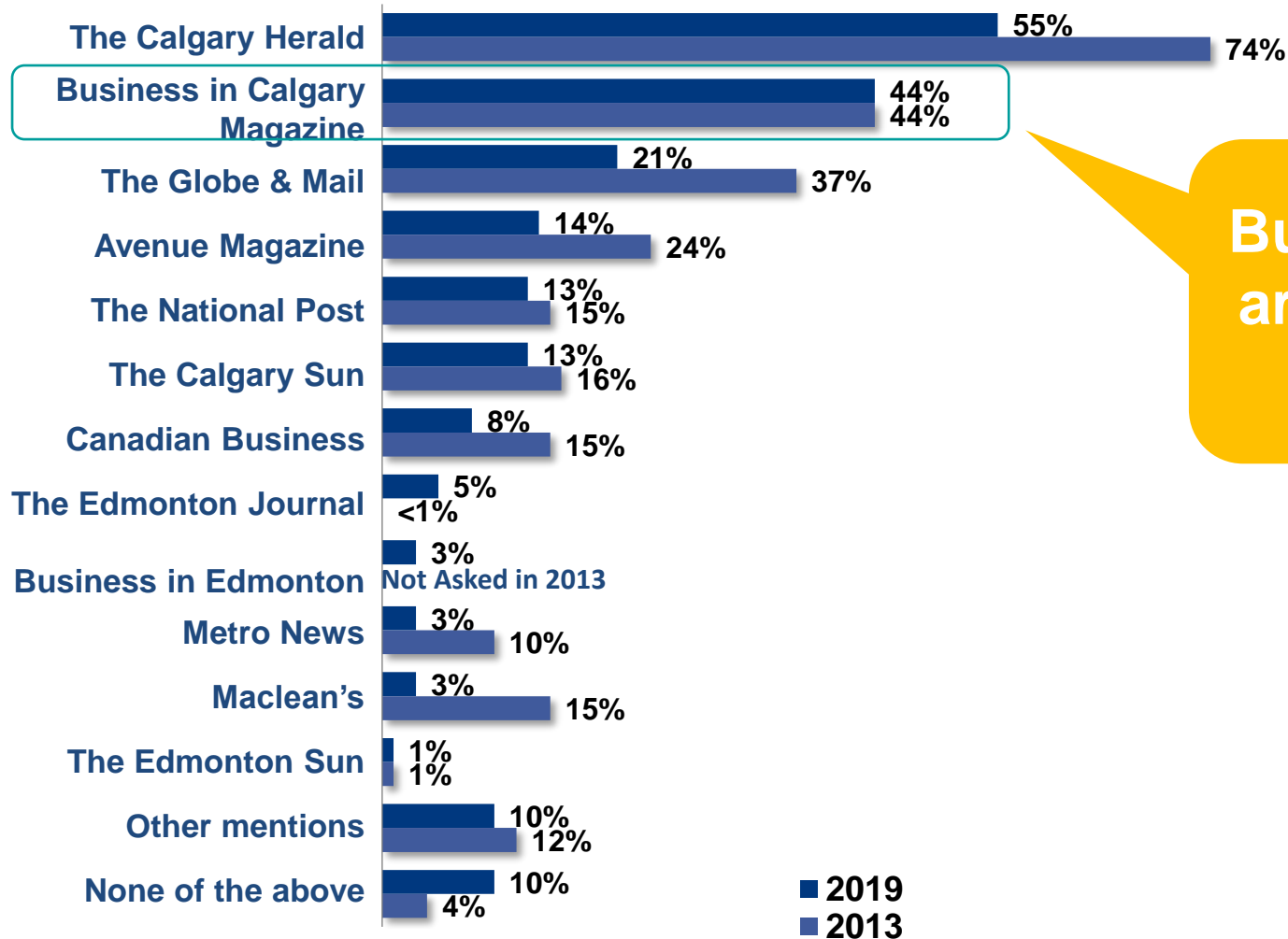
Base: All respondents (2013 n=200) (2019 n=346)

R10. Which of the following publications do you read regularly (i.e. you read most of the issues published)? Please select all that apply



Primary Print Source for Regional Business Information

Multiple Mentions

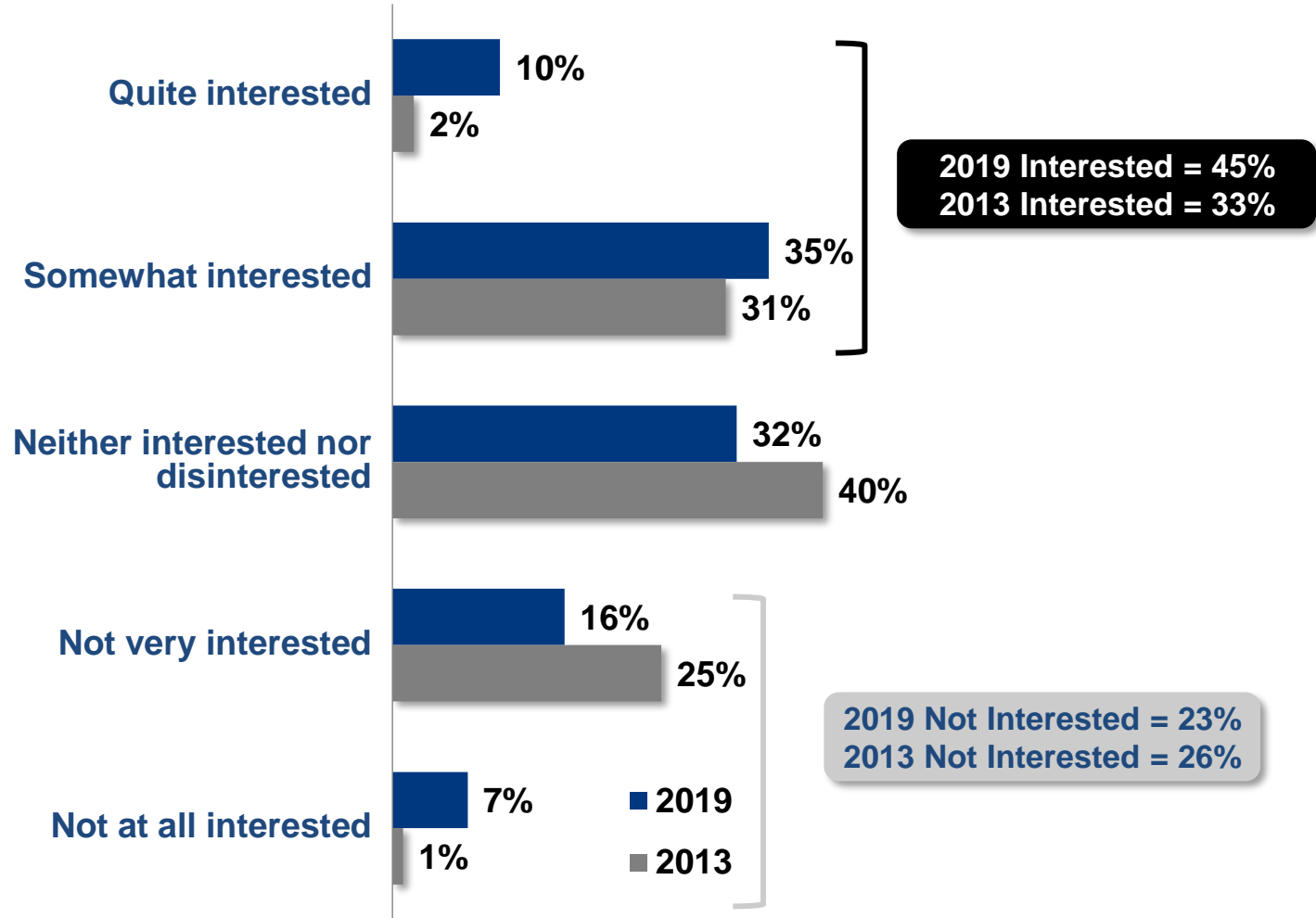


Business leaders are sourcing our magazine

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.

Interest in Magazine Advertisements



Print ads are tangible and trigger cognitive thinking

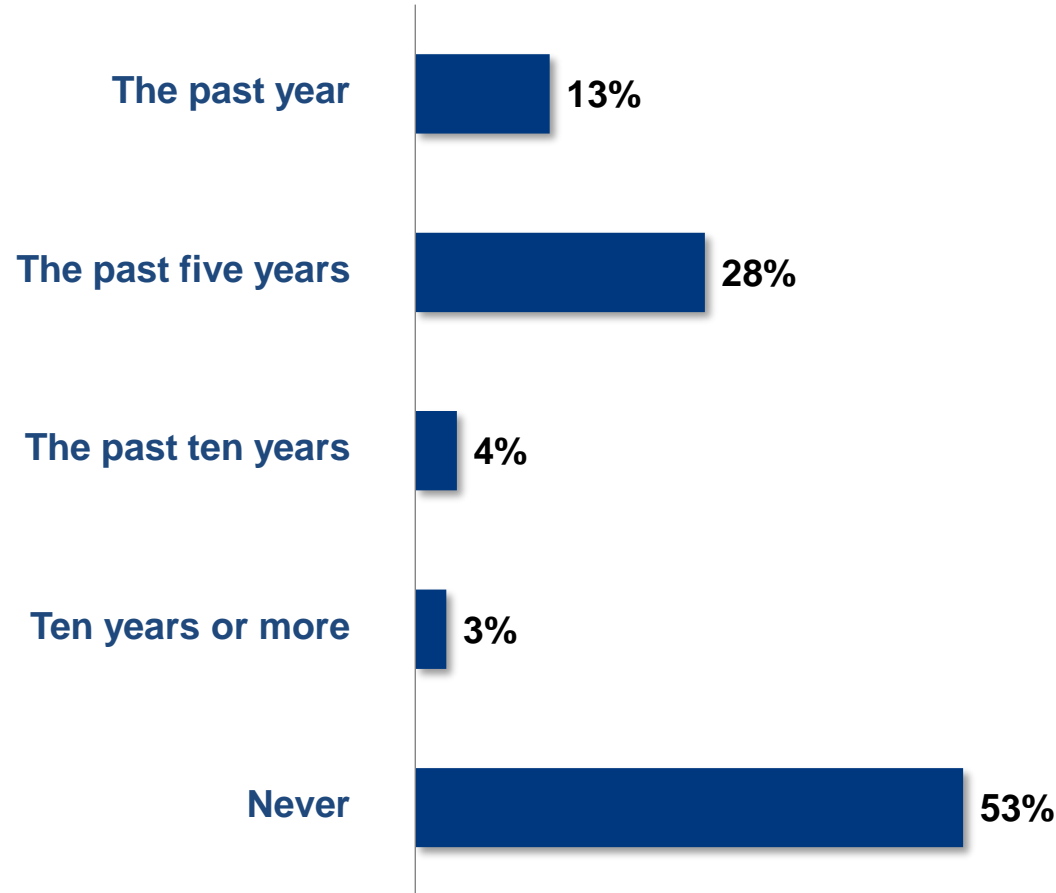
45% of readers are interested in the advertisements included in Business In Calgary

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

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



Business In Calgary Drives readers to an Advertisers Website



47% of readers have made purchases from an advertiser's website

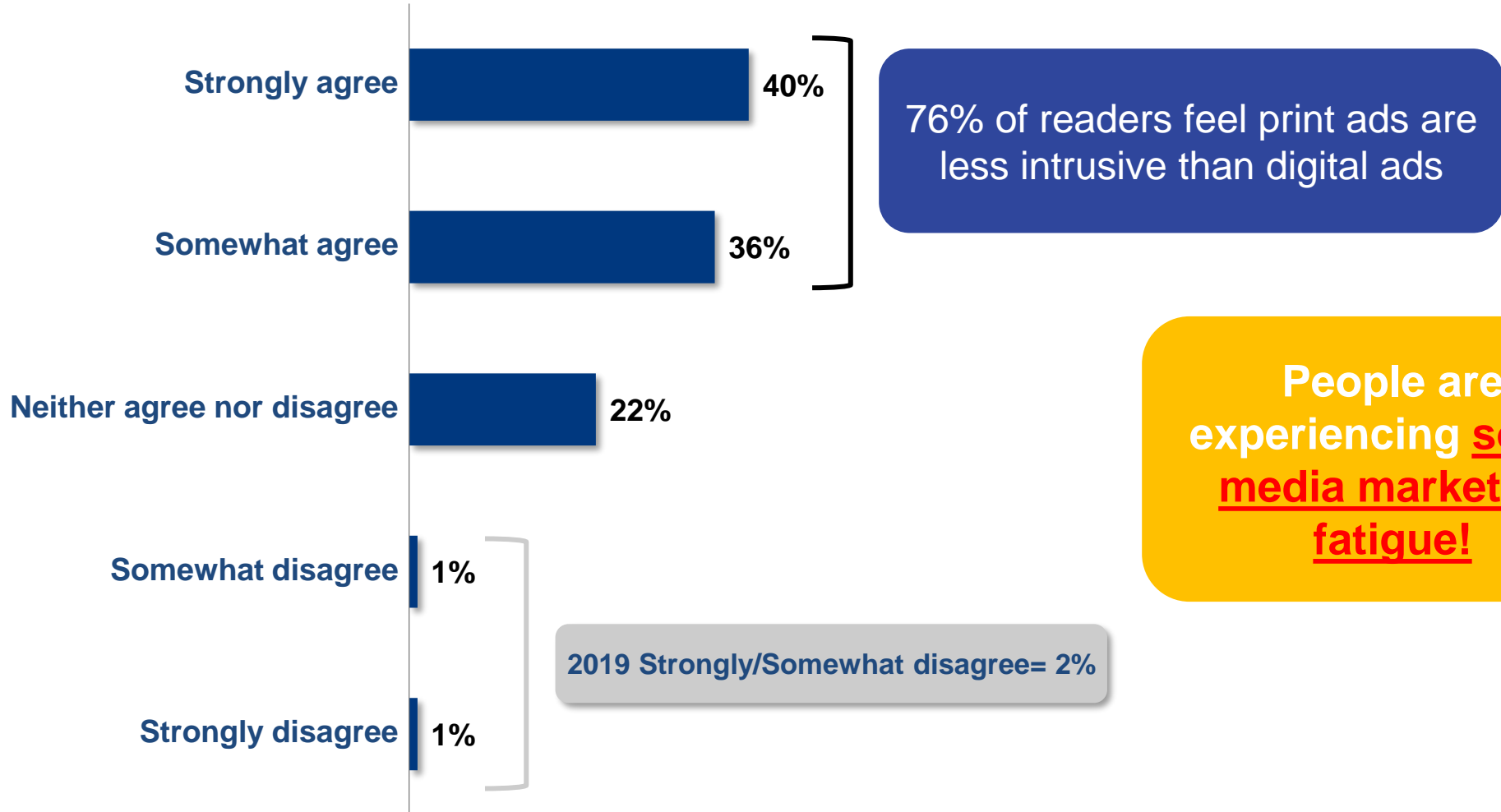
Base: All respondents 2019 (n=346)

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

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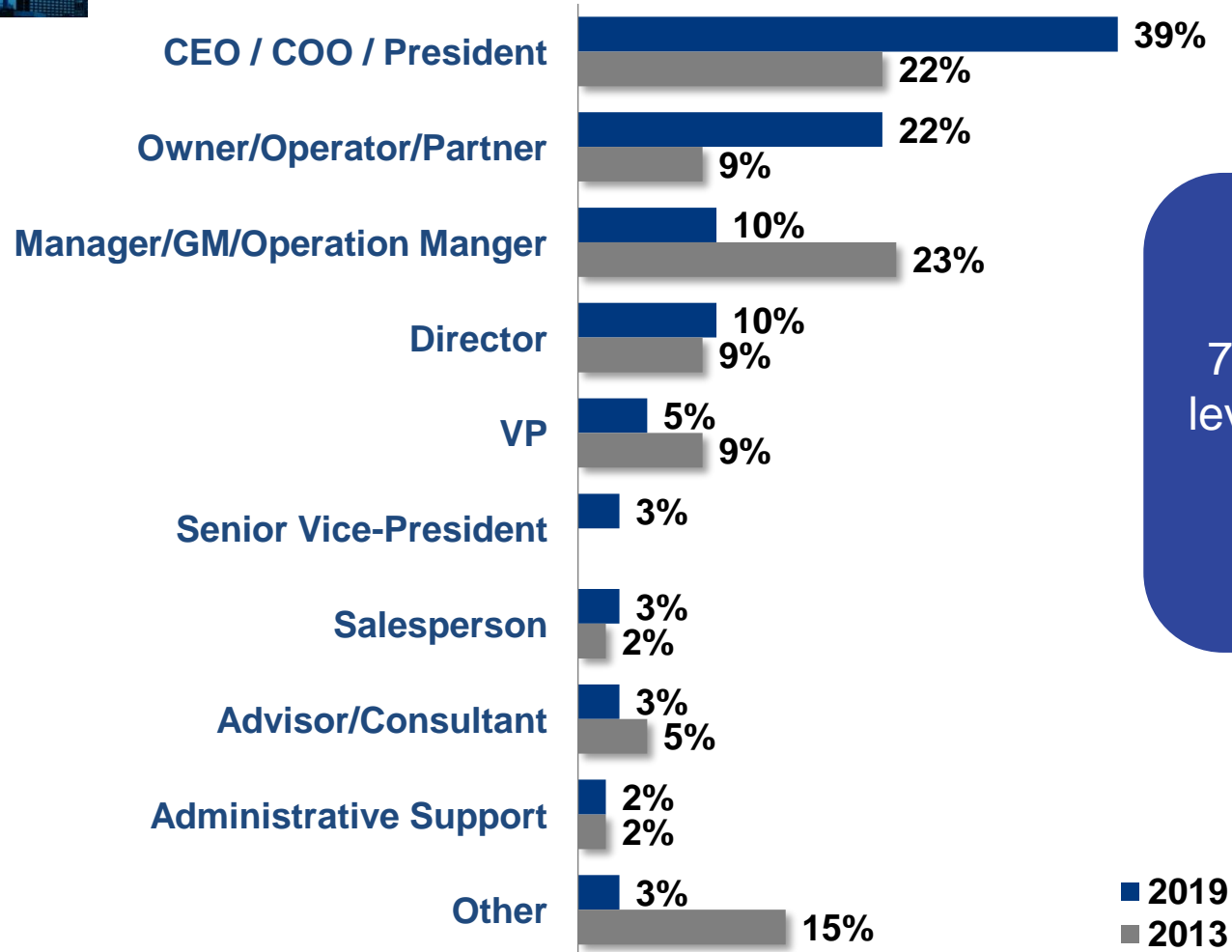
Print Ads Are Less Intrusiveness Than Digital Ads



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.

Job Title



79% of readers are C-Suite level executives and decision makers

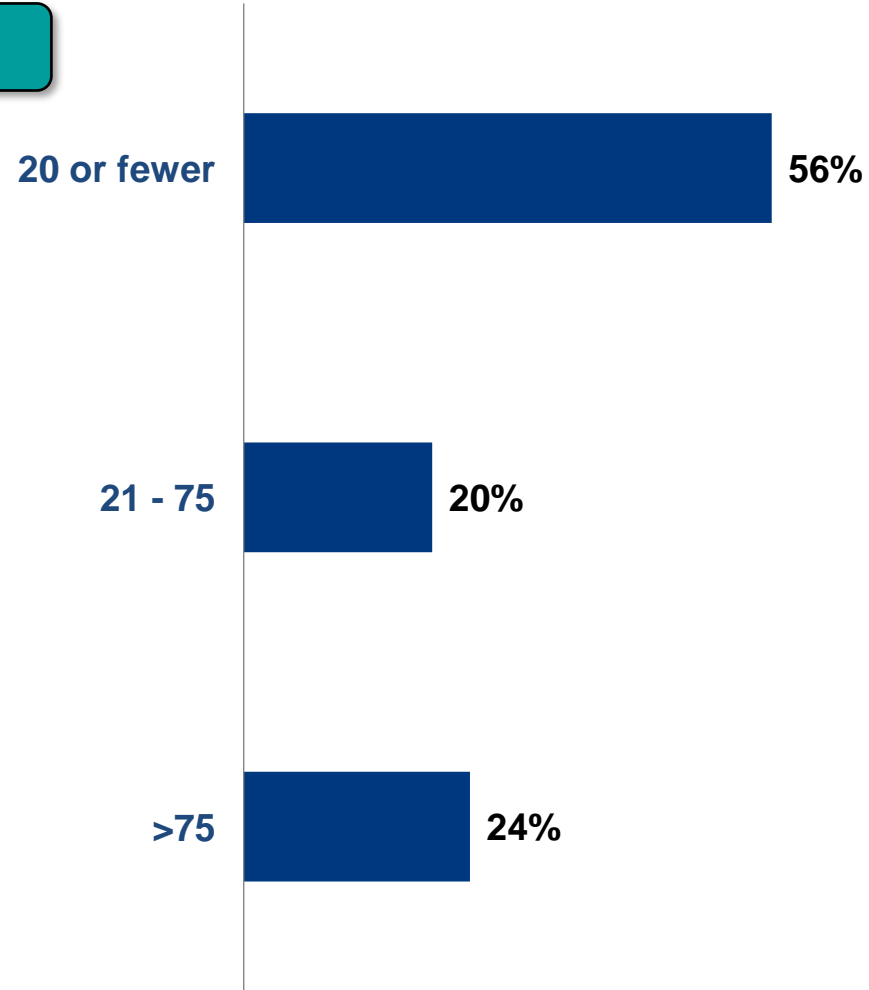
Base: All qualified respondents (2013 n=200) (2019 n=346)

F1. What is your job title?



Company Size

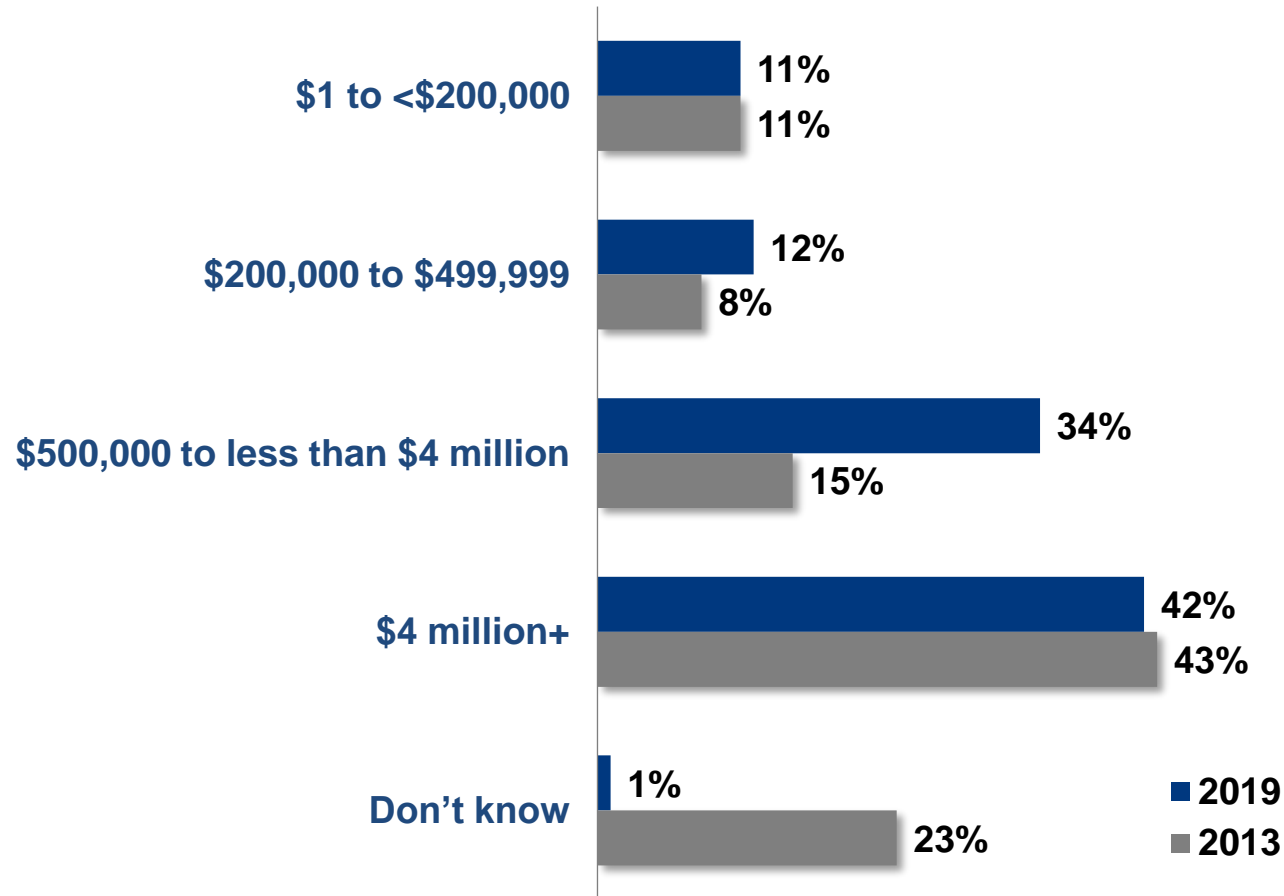
2019 Mean = 229.3



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?



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%

92% have formal education.

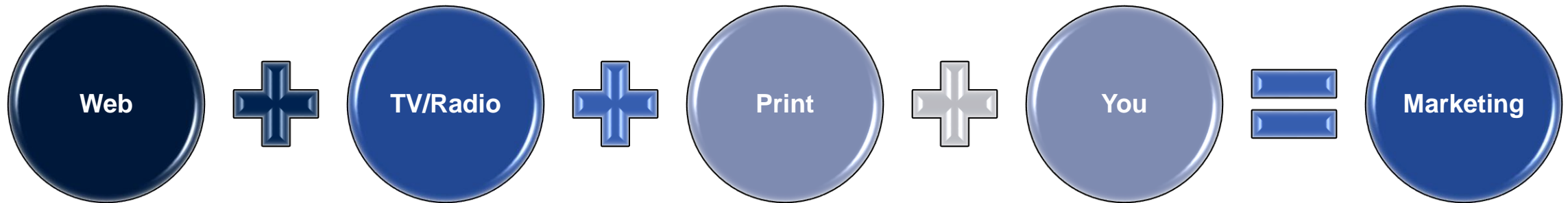
AGE	
18 to 28	1%
29 to 38	10%
39 to 48	25%
49 to 58	34%
59 to 68	22%
69 or older	8%
Mean	52 years

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%

72% are high income earners.

An Effective Marketing and Advertising Strategy (BIC Insert)



Print is trusted

Print drives decision makers to businesses and websites

Print is an integral part of a strong marketing strategy

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Game Changers

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

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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.**

