2019 Readership Survey

October 9, 2019
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## Context and Methodology

### Context

Business in Edmonton magazine sought to conduct a readership survey with its subscribers in 2019 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.

### Methodology

An online survey was conducted with n=142 subscribers of Business in Edmonton magazine, aged 18 years of age or older. Business in Edmonton 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=142 is +/-8.2% at the 95% confidence interval.

The survey was completed between August 23 and September 23, 2019 and the average interview duration was 16 minutes.
Overall Rating for Business in Edmonton

- 10 – Excellent: 8%
- 9: 15%
- 8: 27%
- 7: 24%
- 6: 12%
- 5: 8%
- 4: 1%
- 3: 3%
- 2: 2%
- 1: 1%

Don’t know: 0%

2019 Top4Box = 85%
2019 Low 4 Box = 7%

Base: All respondents (2019 n=142)

R1. Overall, how would you rate Business in Edmonton on a scale of 1 to 10, where 1 means it is a 'Very Poor' magazine and 10 means it is an 'Excellent' magazine?
**Magazine Readership**

- **Business in Edmonton 2019**: 93%
- **Business in Edmonton Online 2019**: 25%

35% of Business in Edmonton subscribers also subscribe to Business in Calgary.

7% are exclusively reading Business in Edmonton online.

Base: All respondents (2019 n=142 / 2013 n=200)

S2. Do you, or does your organization receive 'Business in Edmonton'? / read 'Business in Edmonton' online?
S4. In the past 12 months, how many monthly issues of Business in Edmonton have you read or looked through?

2019 Mean: 6.5 Issues

- 0: 8%
- 1-5: 39%
- 6-10: 24%
- 11+: 29%

Base: Respondents reading the print version (2019 n=132)
Preference for Print vs. Digital Readership

Base: All respondents (n=142)

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

- **Magazines**
  - Print copies: 58%
  - Online copies: 12%
  - Both print and online copies: 30%

- **Newspapers**
  - Print copies: 32%
  - Online copies: 33%
  - Both print and online copies: 34%
Time Spent Reading Business in Edmonton

2019 Mean: 19.2 Minutes

Time in Minutes

- 0: 10%
- 1-9: 9%
- 10-19: 34%
- 20-29: 24%
- 30-39: 15%
- 40+: 9%

Base: All respondents (2019 n=142)

R1. Approximately how many minutes do you normally spend reading or looking through an issue of Business in Edmonton?
R4. What sections of the magazine do you usually read?

- Cover story: 82%
- Milestone business profiles: 58%
- Construction Section: 46%
- Business of Energy Section: 46%
- Real Estate Section: 45%
- Chamber Section: 39%
- BOMA Section: 30%
- Calgary Report: 25%
- Off The Top: 23%
- David Parker: 18%
- Frank Atkins: 11%
- Cody Battershill: 10%
- Brad Field: 8%
- None of the above: 4%

Base: Respondents who read Business in Edmonton (2019 n=142)
Value of the Milestone Business Profiles

I highly value the milestone profiles: 37%

Somewhat value the milestone profile: 61%

I don’t see much value in the milestone business profile: 2%

2019 Highly/ Somewhat value = 98%

Base: Those who read milestone business profiles (n=82)

R5A. To what extent do you value the milestone business profiles?
Suggestions for Future Business in Edmonton Content

- Highlight innovative products for businesses: 11%
- More current/relevant content: 9%
- Focus on businesses outside of oil & gas, construction: 7%
- Focus on information businesses need vs. ads: 7%
- Success stories: 5%
- Stories focused on business challenges: 5%
- Economic growth/development: 5%
- More diverse columnists/contributors: 5%
- Start-up news: 4%
- More stories on small businesses: 4%
- Nothing/DK: 31%

Base: All respondents (n=55)  |  Main mentions shown

R6. What suggestions, if any, do you have for content for future issues of the magazine?
**Others Reading Business in Edmonton Magazine**

2019 Mean: 7.1 people

<table>
<thead>
<tr>
<th># of People</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>6%</td>
</tr>
<tr>
<td>1 to 2</td>
<td>34%</td>
</tr>
<tr>
<td>3 to 4</td>
<td>16%</td>
</tr>
<tr>
<td>5 to 9</td>
<td>19%</td>
</tr>
<tr>
<td>10+</td>
<td>24%</td>
</tr>
<tr>
<td>No answer</td>
<td>1%</td>
</tr>
</tbody>
</table>

Base: All respondents (2019 n=142)

*R7. How many other people in your organization read or look at Business in Edmonton?*
R8. Once everyone has had an opportunity to read or look at an issue of Business in Edmonton, what is typically done with the magazine?

- Displayed in common area: 58%
- Discarded/recycled: 35%
- Filed for reference: 4%
- Don’t know: 4%

Base: All respondents (2019 n=142)
Environments in Which Business in Edmonton is Noticed

- Corporate offices: 74%
- Waiting rooms: 56%
- Law firm offices: 45%
- Medical offices: 37%
- Communal working spaces: 15%
- Restaurants: 5%
- Other: 2%
- None of the above: 9%

Base: All respondents (2019 n=142)
R13. In what other environments do you see Business in Edmonton magazine?
Interest in Content of Business in Edmonton Magazine

- Quite interested: 41%
- Somewhat interested: 45%
- Neither interested nor disinterested: 8%
- Not very interested: 5%
- Not at all interested: 1%

2019 Quite/Somewhat Interested = 86%

Base: All respondents (2019 n=142)

R9. Overall, how interested are you in the content included in the magazine?
### Publications Read Regularly

#### Multiple Mentions

<table>
<thead>
<tr>
<th>Publication</th>
<th>Read Regularly (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business in Edmonton</td>
<td>51%</td>
</tr>
<tr>
<td>Edmonton Journal</td>
<td>48%</td>
</tr>
<tr>
<td>Avenue Magazine</td>
<td>42%</td>
</tr>
<tr>
<td>The Globe &amp; Mail</td>
<td>40%</td>
</tr>
<tr>
<td>The National Post</td>
<td>36%</td>
</tr>
<tr>
<td>Canadian Business</td>
<td>25%</td>
</tr>
<tr>
<td>Business in Calgary</td>
<td>22%</td>
</tr>
<tr>
<td>Calgary Herald</td>
<td>20%</td>
</tr>
<tr>
<td>Maclean's</td>
<td>18%</td>
</tr>
<tr>
<td>The Edmonton Sun</td>
<td>15%</td>
</tr>
<tr>
<td>Star Metro News</td>
<td>11%</td>
</tr>
<tr>
<td>Calgary Sun</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>11%</td>
</tr>
<tr>
<td>None of the above</td>
<td>6%</td>
</tr>
</tbody>
</table>

**Base:** All respondents (2019 n=142)

*R10. Which of the following publications do you read regularly (i.e. you read most of the issues published)? Please select all that apply*
R11. Which of the following publications is/are your primary print source(s) for regional business information? Please select up to three choices.

- Edmonton Journal: 44%
- Business in Edmonton: 35%
- The Globe & Mail: 20%
- Avenue Magazine: 18%
- Calgary Herald: 17%
- Business in Calgary: 17%
- Canadian Business: 12%
- The National Post: 10%
- The Edmonton Sun: 7%
- Star Metro News: 6%
- Maclean’s: 1%
- Calgary Sun: 1%
- Other: 10%
- None of the above: 11%
R12. What proportion of your regional business information comes from the following types of media? Your responses must total 100%.

<table>
<thead>
<tr>
<th>Media</th>
<th>0%/N/A</th>
<th>30% or less</th>
<th>31% - 50%</th>
<th>51%+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet</td>
<td>8%</td>
<td>35%</td>
<td>22%</td>
<td>35%</td>
</tr>
<tr>
<td>Print</td>
<td>20%</td>
<td>63%</td>
<td>11%</td>
<td>6%</td>
</tr>
<tr>
<td>Television</td>
<td>36%</td>
<td>56%</td>
<td>6%</td>
<td>2%</td>
</tr>
<tr>
<td>Social media</td>
<td>43%</td>
<td>50%</td>
<td>6%</td>
<td>1%</td>
</tr>
<tr>
<td>Radio</td>
<td>45%</td>
<td>53%</td>
<td>11%</td>
<td></td>
</tr>
</tbody>
</table>

Base: All respondents (n=142)

R12. What proportion of your regional business information comes from the following types of media? Your responses must total 100%.
A1. Overall, how interested are you in the advertisements included in the magazine?

- Quite interested: 7%
- Somewhat interested: 40%
- Neither interested nor disinterested: 25%
- Not very interested: 18%
- Not at all interested: 10%

2019 Interested = 47%
2019 Not Interested = 27%

Base: All respondents (2019 n=142)
60% of subscribers have been to an advertiser’s website.

- Always: 1%
- Often: 6%
- Sometimes: 23%
- Not very often: 30%
- Never: 40%

Base: All respondents (n=142)

A2. Within the past year, how frequently have you gone to advertisers’ websites from the magazine?
A3. Have you made purchases from advertisers featured in the Business in Calgary or Business in Edmonton magazine within…?

- **The past year**: 17%
- **The past five years**: 25%
- **The past ten years**: 8%
- **Ten years or more**: 1%
- **Never**: 50%

Base: All respondents (n=142)

50% of subscribers have made purchases from an advertiser’s website.
Intrusiveness of Print vs. Digital Ads

Strongly agree: 37%
Somewhat agree: 33%
Neither agree nor disagree: 25%
Somewhat disagree: 2%
Strongly disagree: 2%

Base: All respondents (n=142)

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

2019 Agree = 70%
2019 Disagree = 4%
Ease of Navigation of Business in Edmonton’s Website

- Very easy: 16%
- Somewhat easy: 52%
- Neither easy nor difficult: 23%
- Somewhat difficult: 8%

2019 Very/Somewhat easy = 69%

Base: Business in Edmonton subscribers who have been to the website (2019 n=55)

C1. How easy or difficult is it to navigate through the magazine’s website?
Trip Taken for Business in Past Year

2019 Mean: 9.6 Trips

0
7%

1-4
34%

5-9
25%

10+
35%

Base: All respondents (2019 n=142)

71. In the past 12 months, how many out of town trips have you taken for business purposes?
T2. Where do you usually travel for business or pleasure?

**Business**
- Outside of Edmonton but within Alberta: 64%
- Ontario: 47%
- British Columbia: 43%
- Other destinations in Canada outside of BC and ON: 27%
- Canadian Rocky Mountain Parks: 13%
- Phoenix: 10%
- North Western US States: 10%
- Los Angeles: 8%
- Palm Springs: 8%
- Florida: 6%
- Mexico: 5%
- San Diego: 4%
- Caribbean Islands: 3%

**Pleasure**
- Outside of Edmonton but within Alberta: 41%
- Ontario: 15%
- British Columbia: 64%
- Other destinations in Canada outside of BC and ON: 19%
- Canadian Rocky Mountain Parks: 64%
- Phoenix: 27%
- North Western US States: 14%
- Los Angeles: 20%
- Palm Springs: 12%
- Florida: 36%
- Mexico: 12%
- San Diego: 25%
- Caribbean Islands: 13%

**Both Business and Pleasure**
- Outside of Edmonton but within Alberta: 73%
- Ontario: 55%
- British Columbia: 80%
- Other destinations in Canada outside of BC and ON: 39%
- Canadian Rocky Mountain Parks: 68%
- Phoenix: 32%
- North Western US States: 22%
- Los Angeles: 25%
- Palm Springs: 27%
- Florida: 17%
- Mexico: 39%
- San Diego: 15%
- Caribbean Islands: 26%

**TOTALS:**
- AB = 84%
- W. CANADA = 92%
- OTHER CANADA = 65%
- WARM WEATHER U.S. = 23%

**TOTALS:**
- AB = 71%
- W. CANADA = 82%
- OTHER CANADA = 30%
- WARM WEATHER U.S. = 45%

Base: Respondents who travel (2019 n=132)
Airlines Used for Travel

*Base: Respondents who travel (2019 n=132)*

**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?

- 0 nights: 5%
- 1-2 nights: 10%
- 3-4 nights: 9%
- 5-9 nights: 11%
- 10-19 nights: 23%
- 20+ nights: 42%

2019 Mean: 24.4 Nights
95% are using hotels

Base: Business travel respondents (2019 n=132)
Dining Out Weekly

Base: All respondents (2019 n=142)

E1. In an average week, how often do you dine out for...

# of Times Dined Out

- **Lunch**
  - 0 times: 7%
  - 1 time: 11%
  - 2 times: 21%
  - 3 times: 23%
  - 4 times: 12%
  - 5 times: 10%
  - 6 times: 2%
  - 7 times: 1%

- **Dinner**
  - 0 times: 0%
  - 1 time: 7%
  - 2 times: 23%
  - 3 times: 32%
  - 4 times: 25%
  - 5 times: 2%
  - 6 times: 2%
  - 7 times: 0%

Mean:
- 2019 Lunch: 2.4
- 2019 Dinner: 2.0
Frequency of Dining Out Monthly @ $50+ Per Person

2019 Mean: 3.1 Times

<table>
<thead>
<tr>
<th>Number of Times</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>8%</td>
</tr>
<tr>
<td>1</td>
<td>19%</td>
</tr>
<tr>
<td>2</td>
<td>18%</td>
</tr>
<tr>
<td>3</td>
<td>14%</td>
</tr>
<tr>
<td>4</td>
<td>16%</td>
</tr>
<tr>
<td>5</td>
<td>8%</td>
</tr>
<tr>
<td>6</td>
<td>6%</td>
</tr>
<tr>
<td>7</td>
<td>11%</td>
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</tbody>
</table>

Base: All respondents (2019 n=142)

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

- Sports Events: 64%
- Charity Events: 57%
- Fine dining: 46%
- Trade Shows: 39%
- Music Concerts: 15%
- Theatre: 7%
- Opera/Classical: 3%
- Other: 5%
- None of the above: 16%

Multiple responses allowed

Base: All qualified respondents (2019 n=142)
R4. Within the past 12 months, which of the following sports events have you or your organization participated in?

- Golfing: 81%
- NHL games: 80%
- Skiing/Snowboarding: 21%
- Fishing: 20%
- Hiking: 14%
- No answer: 5%

Base: Respondents who have participated in sports entertainment events (n=91)
E3. In the past 12 months, not including dining out, how much in total have you spent on entertaining clients?

- $1 - $500: 13%
- $501 - $999: 9%
- $1,000 - $2,500: 15%
- $2,500 - $4,999: 15%
- $5,000 - $9,999: 13%
- $10K+: 18%
- None: 6%
- Don't Know: 11%

Base: All respondents (2019 n=142)

2019 $1-$999 = 22%
2019 $1K-$4,999 = 30%
2019 $5K+ = 31%
Memberships and Purchases

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

- Gift cards for restaurants: 61%
- A Canadian National Parks Pass Discovery Pass, or in other words, a Banff National Park pass: 44%
- A fitness club membership: 36%
- Recreational property such as a vacation home: 32%
- A local Chamber of Commerce membership: 25%
- A golf membership: 21%
- A skiing/snowboarding seasons pass: 15%
- A health spa membership: 14%
- Theatre in Calgary: 11%
- Residential real estate professionals: 11%
- Commercial real estate as an investment: 8%
- None of the above: 11%

Base: All respondents n=142
P2. Within the next 12 months, which of the following types of real estate do you plan on purchasing, if at all?

- Commercial real estate as an investment: 12%
- Single detached house: 8%
- Recreational property/vacation home: 7%
- Condominium: 6%
- Townhouse: 1%
- None of the above: 75%

Base: All qualified respondents (2019 n=142)

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

- Home: 48%
- Leasehold office: 26%
- Home office: 13%

Yes to any = 62%

Base: All respondents (2019 n=142)

© Ipsos
Medicinal Cannabis Usage

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

- **CBD oil**: 80%
- **Sleep aid products**: 40%
- **Hemp lotion**: 10%
- **None of the above**: 10%

Base: P4. All respondents n=142 / P5. Those who use medicinal cannabis n=10* Caution: very small sample size – directional in nature
Vehicle Purchase Intent

Yes to any = 47%

Corporate

Yes: 25%
No: 74%
Don't know: 0%

Personal

Yes: 32%
No: 68%
Don't know: 0%

Base: All respondents (2019 n=142)

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: 43%
Luxury vehicle: 24%
Electric/Hybrid: 13%
Sports car: 2%
Economy car: 2%
Other: 11%
Don't know: 4%

Base: Planning to buy/lease a vehicle (personal) 2019 (n=46) *Very small base size, interpret with caution.

V2. What type of vehicle do you or the household member plan to buy or lease?
Planned Vehicle Purchase Price

- Less than $30,000: 11%
- $30,000 to $44,999: 20%
- $45,000 to $59,999: 11%
- $60,000 to $74,999: 22%
- $75,000 or more: 26%
- Not sure: 11%

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

- Yes: 19%
- No: 48%
- Do not have fleet vehicles: 33%

Base: All respondents (2019 n=142)

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

75% are senior management

- President/CEO/COO: 37%
- Director: 17%
- Manager: 13%
- Owner/Operator/Partner: 13%
- Vice-President: 7%
- Senior Vice-President: 1%
- Advisor/Consultant: 2%
- Administrative Support: 2%
- Salesperson: 1%
- Other: 6%

Base: All qualified respondents (2019 n=142)

F1. What is your job title?
F2. Is your company’s head office located in Edmonton?

Base: All respondents (2019 n=142)
F3. In which industry sector does your company operate?

- Construction: 18%
- Marketing / Advertising/Market Research: 9%
- Manufacturing: 9%
- Real Estate: 8%
- Financial Services / Accounting: 6%
- Distribution (unspecified): 5%
- Service (including hair salons, dry cleaning, etc.): 4%
- Retail: 4%
- Education / Training: 4%
- Information Technology: 4%
- Non-profit: 3%
- Insurance: 3%
- Automotive: 2%
- Law / Legal: 1%
- Oil / Gas: 1%
- Hotel / Hospitality: 1%
- Health / Medical: 1%
- Industrial supplier: 1%
- Other: 17%

Base: All respondents (2019 n=142)
Approximately how many people are employed by your entire company, including all locations and divisions?

2019 Mean = 678.2

- 20 or fewer: 39%
- 21 - 75: 22%
- >75: 39%

Base: All respondents (2019 n=142)
F5. What was the gross revenue of your company last year?

- $1 to <$200,000: 6%
- $200,000 to $499,999: 7%
- $500,000 to less than $4 million: 29%
- $4 million+: 58%
- Don't know: 1%
Investment in Event Planning and Trade Shows

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

- $1 to $4,999: 23%
- $5,000 to $9,999: 11%
- $10,000 or more: 35%
- None: 14%
- Don’t know: 16%

Base: All respondents (2019 n=142)
F8. What is your company’s annual investment in technology products and services?

- $1 to $4,999: 11%
- $5,000 to $19,999: 23%
- $20,000 to $49,999: 9%
- $50,000 to $99,999: 11%
- $100,000 and more: 23%
- None: 3%
- Don’t know: 20%

Base: All respondents (2019 n=142)
Company Budgeting

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

- Advertising and marketing: 73%
- Training: 62%
- Client entertainment expenditures: 54%
- Education: 49%
- Corporate Retreats and Events: 44%
- Transportation: 42%
- Human Resources (HR): 40%
- Hiring through an outside agency: 24%
- None of the above: 4%
- Don't know: 8%

Base: All respondents (2019 n=142)
F9. Please indicate which of the following you are involved in deciding to purchase:

- Advertising, marketing, promotions, marketing research or public relations: 73%
- Employee training and education: 63%
- Travel arrangements: 63%
- Office furniture, fixtures or machines: 61%
- Printing services: 59%
- Computer hardware or software: 58%
- Internet or website services: 57%
- Banking, financial or accounting services: 57%
- Legal services: 55%
- Employee benefits or insurance: 54%
- Communications equipment or services, including data, telephone and long distance: 54%
- Facilities for conventions, meetings or catering: 53%
- Shipping and transportation services: 52%
- Management consulting services: 51%
- Company cars, trucks or trailers: 49%
- Facilities for conventions, meetings or catering: 48%
- Office, warehouse, or commercial space leasing: 48%
- Personnel replacement services: 47%
- All of the above: 35%
- None of the above: 12%

Base: All respondents (2019 n=142)
Children in Household and Private School Consideration

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: All respondents (2019 n=142)

No 63%
Yes 37%

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

Base: Respondents with dependent children under 18 (2019 n=47) / *Small base – interpret with caution. D7. Would you consider a private school for your children(s) education?

Yes 30%
No 64%
Currently enrolled/ already attend 6%
D6. Are you planning to enroll in any educational programs in the next 12 months?

- Yes: 34%
- No: 66%

Base: All respondents (2019 n=142)
### Demographics

#### GENDER
- Male: 65%
- Female: 35%

#### EDUCATION
- Completed high school or less: 8%
- Technical/trade diploma/certificate: 11%
- Some college or university: 18%
- Completed college or university degree: 40%
- Post-graduate degree: 23%

#### AGE
- 19 to 28: 1%
- 29 to 38: 13%
- 39 to 48: 19%
- 49 to 58: 42%
- 59 to 68: 20%
- 69 or older: 5%
- Mean: 52.0

#### HOUSEHOLD SIZE
- 1: 10%
- 2: 36%
- 3: 18%
- 4: 28%
- 5 or more: 7%
- Mean: 2.9

#### INCOME
- Less than $50,000: 0%
- $50,000 to <$75,000: 1%
- $75,000 to <$100,000: 3%
- $100,000 to <$125,000: 8%
- $125,000 to <$150,000: 8%
- $150,000 to <$200,000: 16%
- $200,000 to <$250,000: 9%
- $250,000 or more: 34%
- Prefer not to answer: 21%
Base: All respondents (n=142)

D1a. Please provide any other suggestions or comments you may have for Business in Edmonton.

11% offered comments

“There’s more to business in Alberta than oil/gas and construction. Showcase interesting Alberta businesses who are selling to outside of Alberta.”

“Embrace the digital age!”

“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.”

“Should showcase up and coming businesses.”

“Cycling, both Mountain Biking and Road Cycling has become a very popular activity for business networking and could be worth having these activities included in surveys like this.”

“Move more to online.”

“Community involvement and networking events are great to connect local businesses.”

“When you asked about charter aircraft in this survey, you listed q-jets, a charter operating company that went bankrupt about 6 years ago. you should update your records there.”
About Ipsos

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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Game Changers

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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.

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