

BUSINESS

IN EDMONTON

2019 Readership Survey



October 9, 2019

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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.

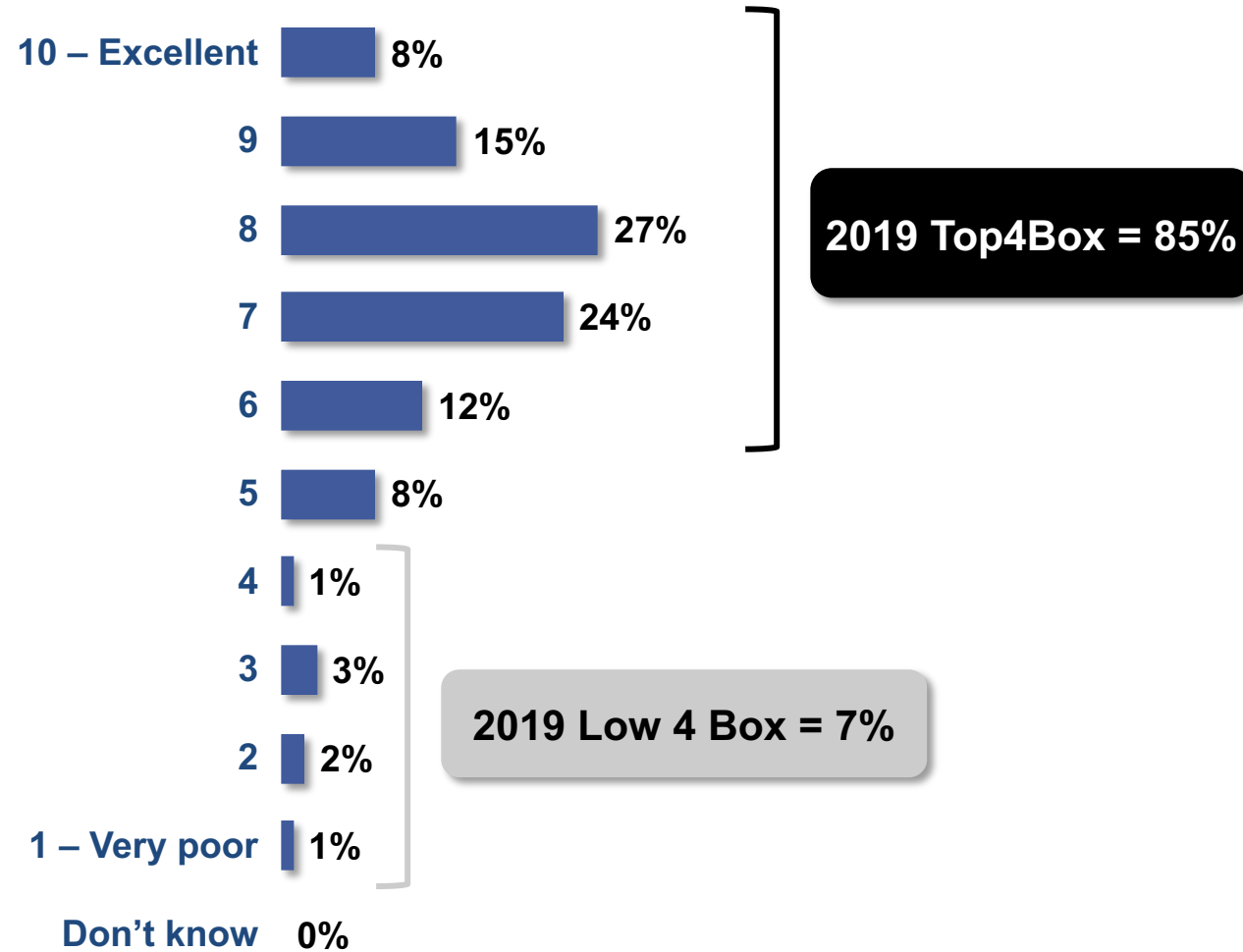
Methodology

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



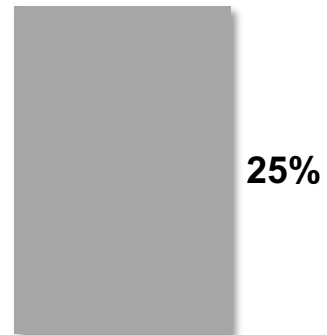
Base: All respondents (2019 n=142)

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?

**Business in Edmonton
2019**



**Business in Edmonton
Online 2019**



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

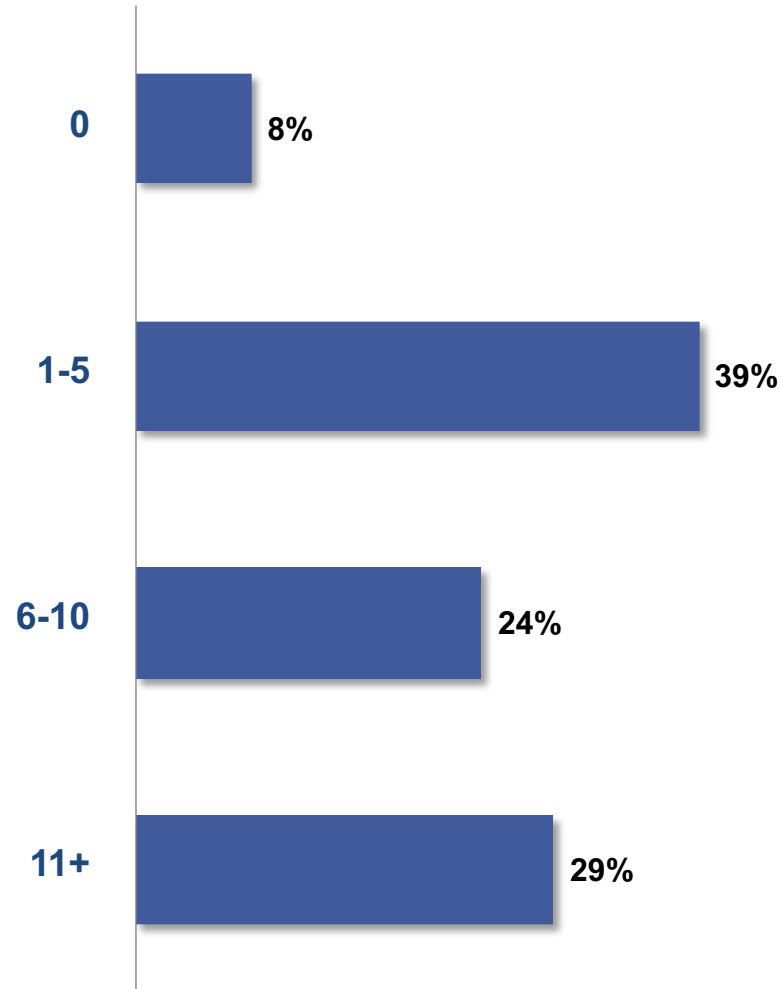
7% are exclusively reading Business in Edmonton online

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?

Number of Issues Read in Past Year

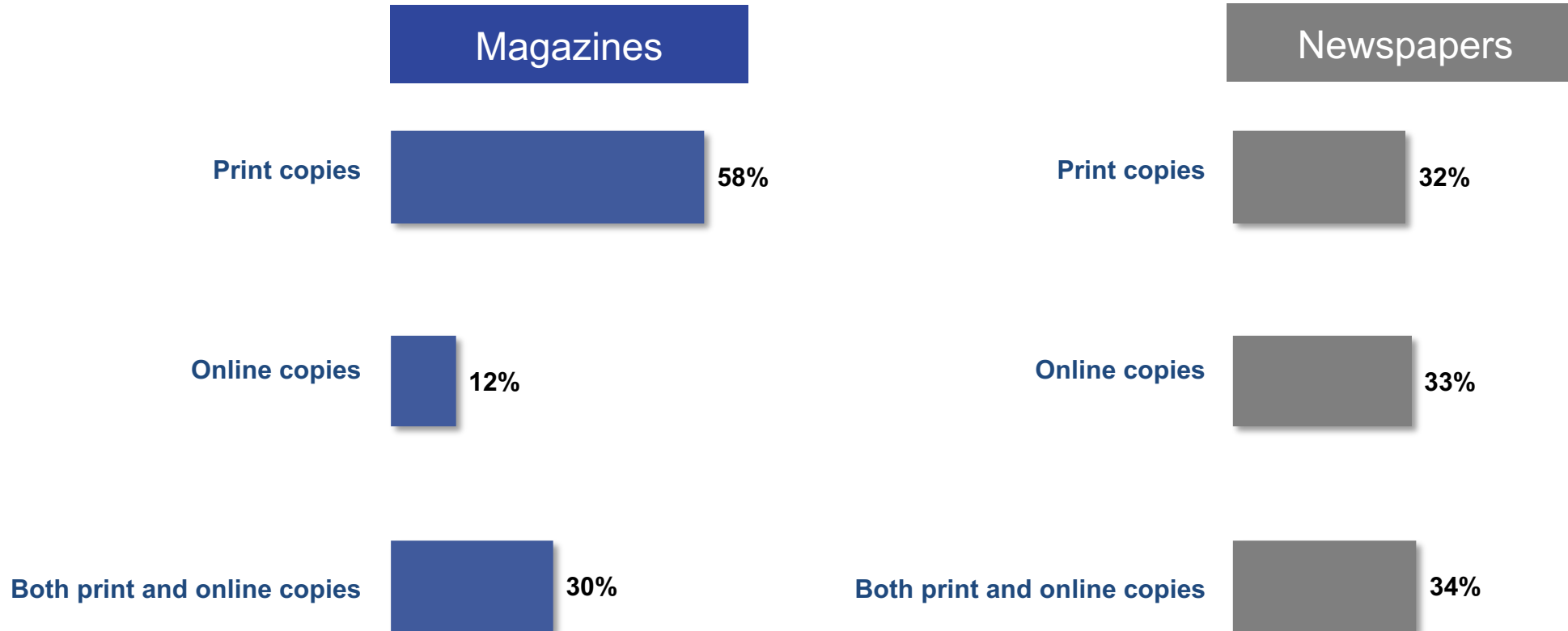
2019 Mean: 6.5 Issues



Base: Respondents reading the print version (2019 n=132)

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

Preference for Print vs. Digital Readership

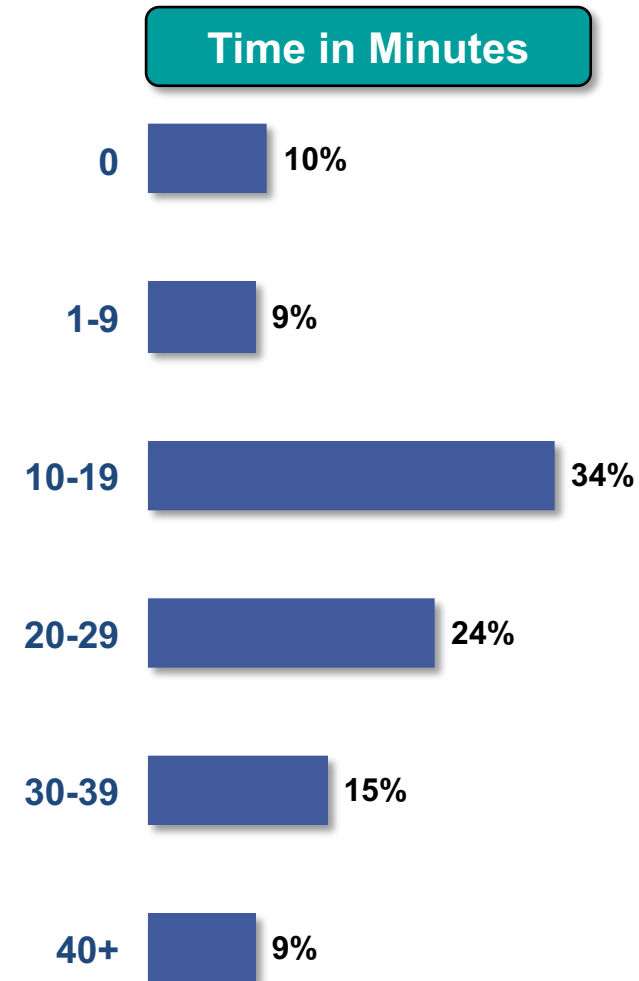


Base: All respondents (n=142)

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

Time Spent Reading Business in Edmonton

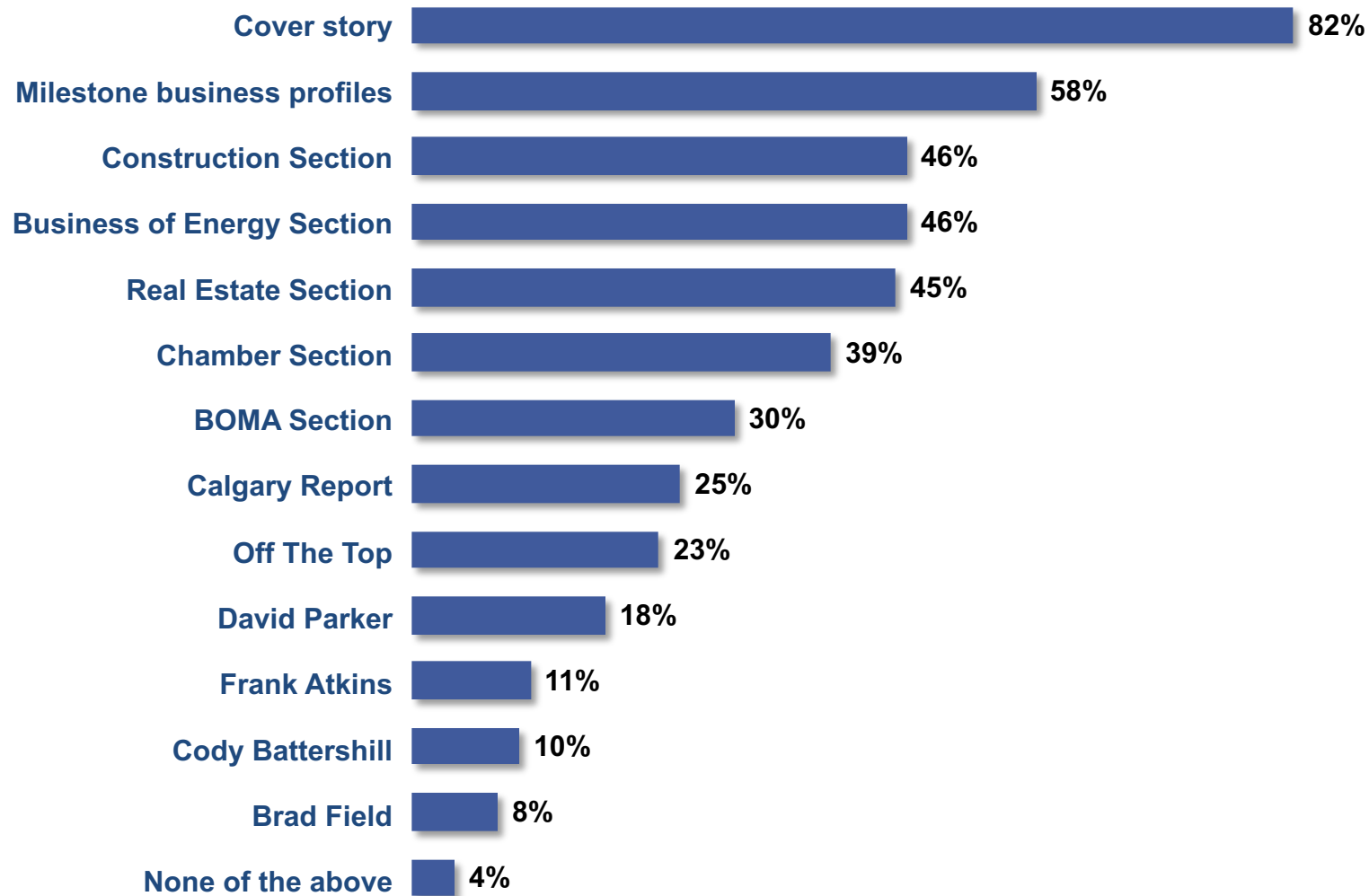
2019 Mean: 19.2 Minutes



Base: All respondents (2019 n=142)

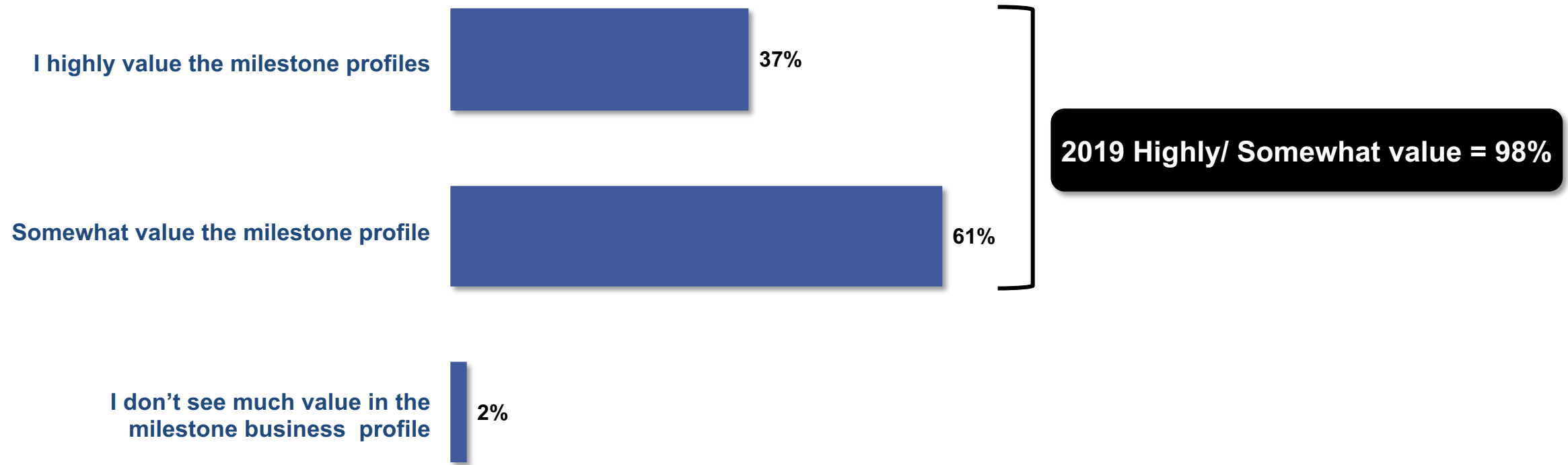
R1. Approximately how many minutes do you normally spend reading or looking through an issue of Business in Edmonton?

Sections Normally Read



Base: Respondents who read Business in Edmonton (2019 n=142)

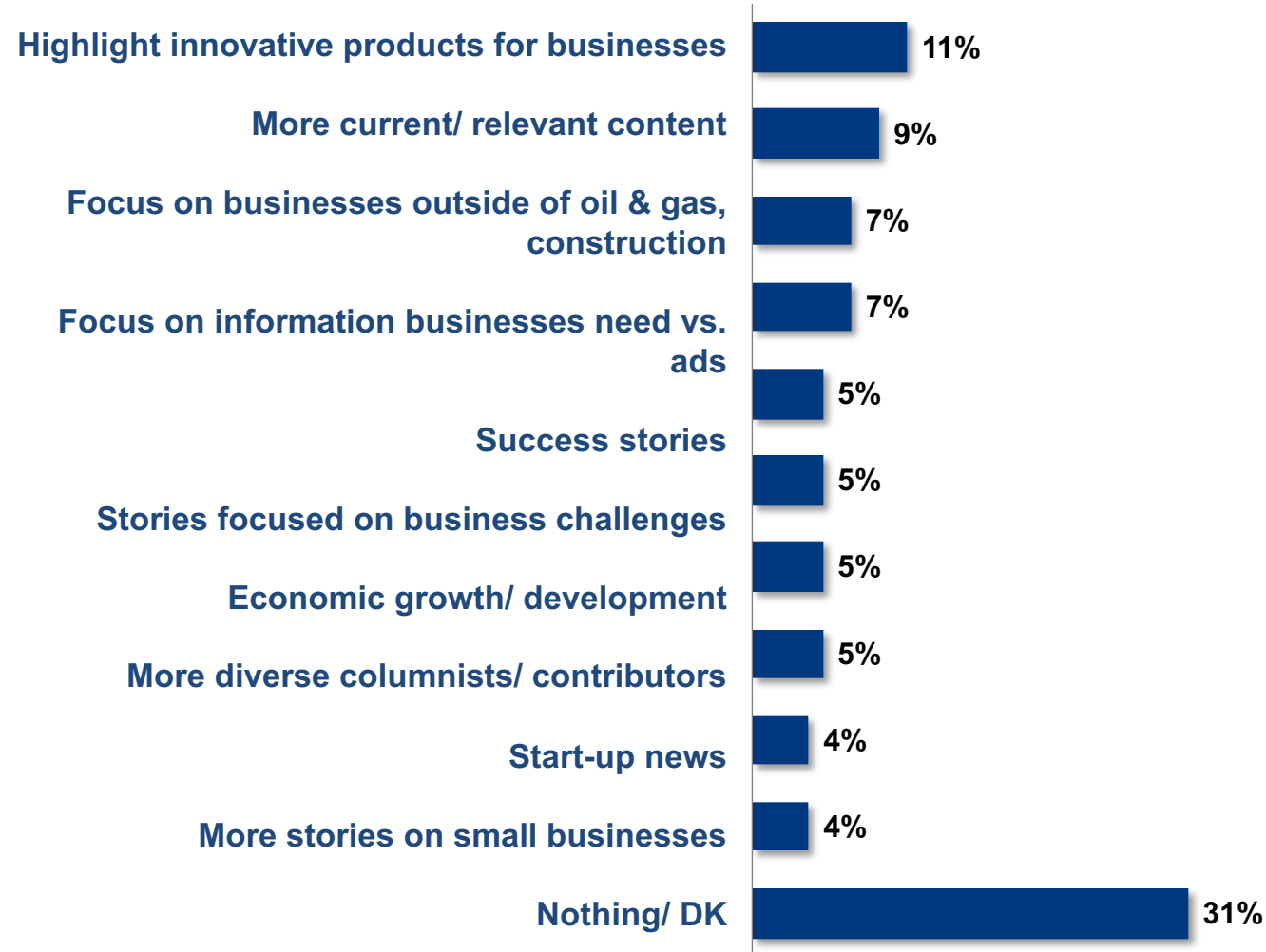
Value of the Milestone Business Profiles



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

R5A. To what extent do you value the milestone business profiles?

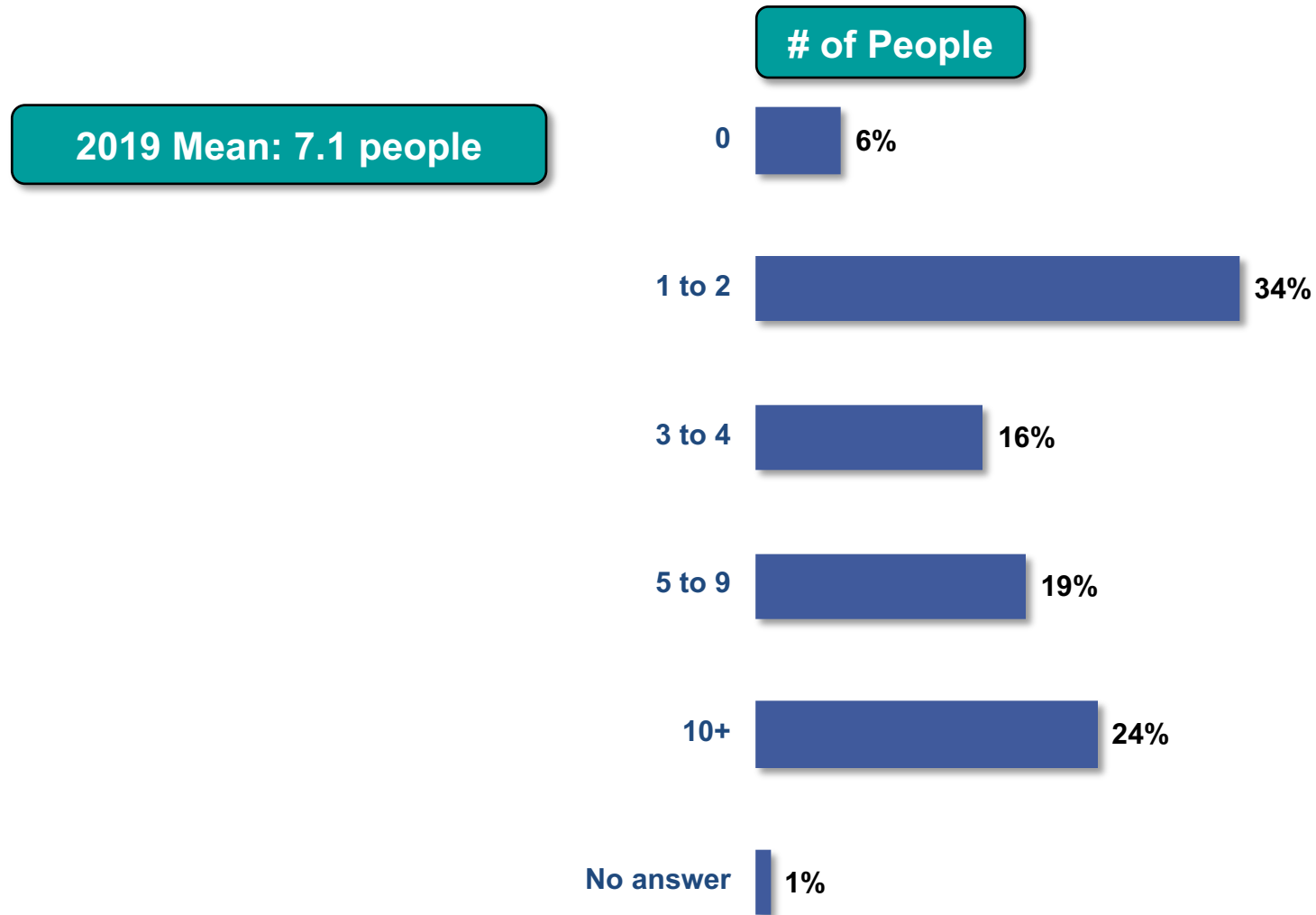
Suggestions for Future Business in Edmonton Content



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

R6. What suggestions, if any, do you have for content for future issues of the magazine?

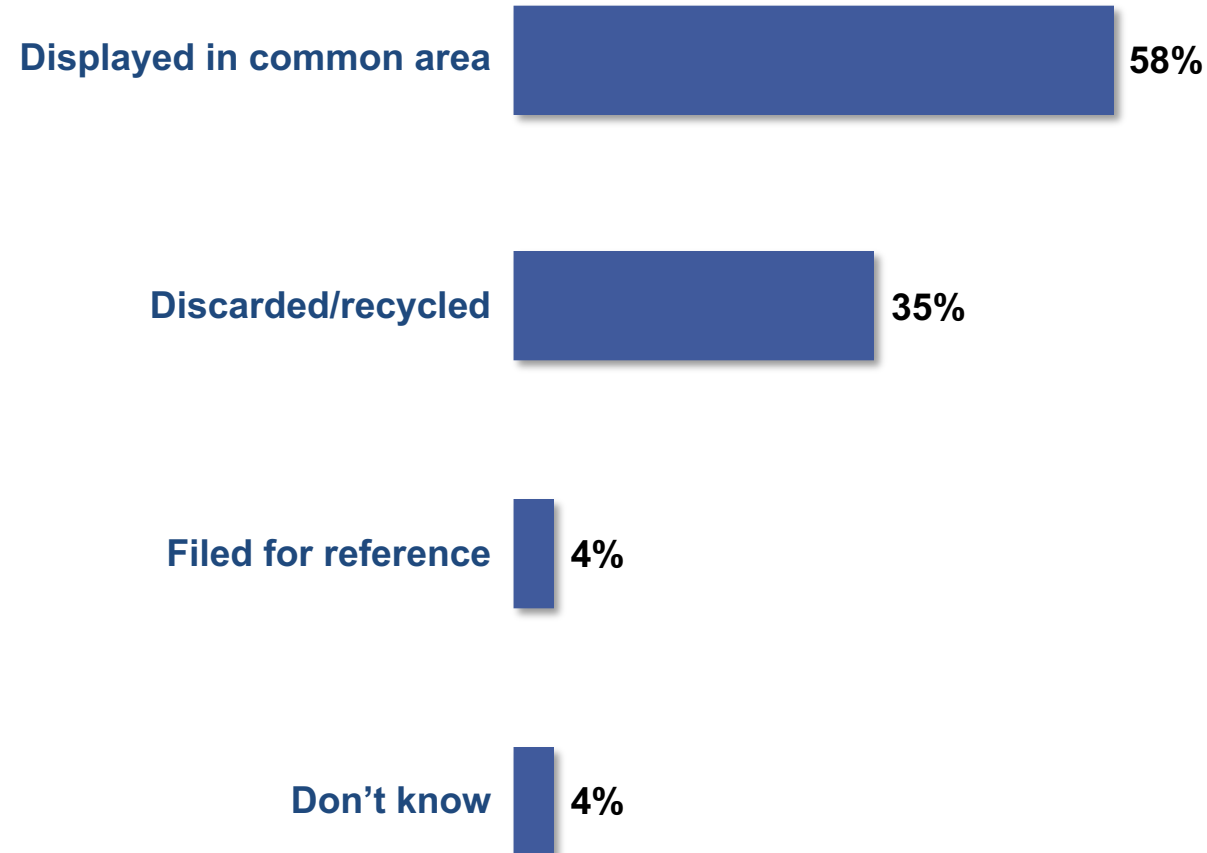
Others Reading Business in Edmonton Magazine



Base: All respondents (2019 n=142)

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

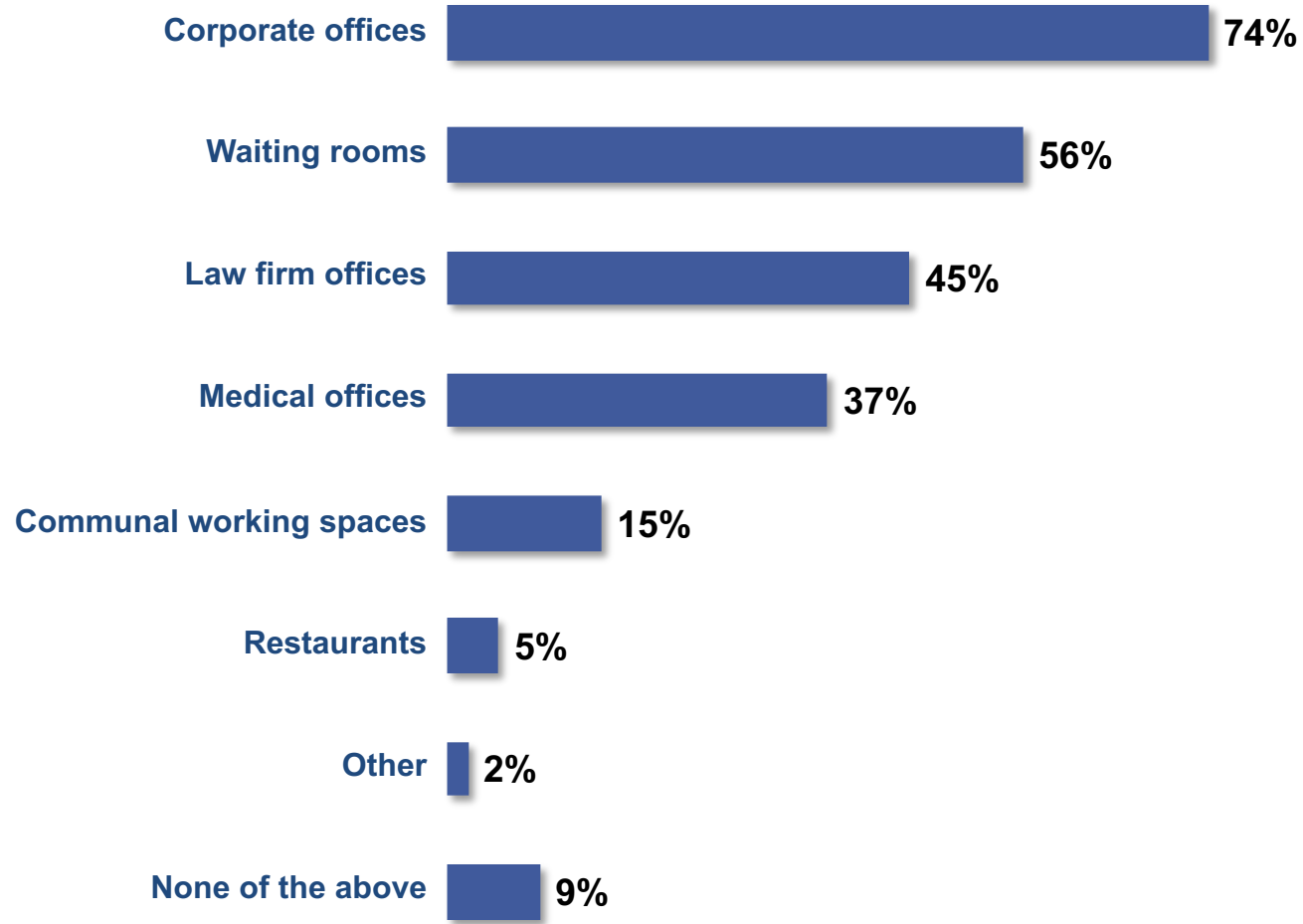
Distribution After Reading Business in Edmonton



Base: All respondents (2019 n=142)

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?

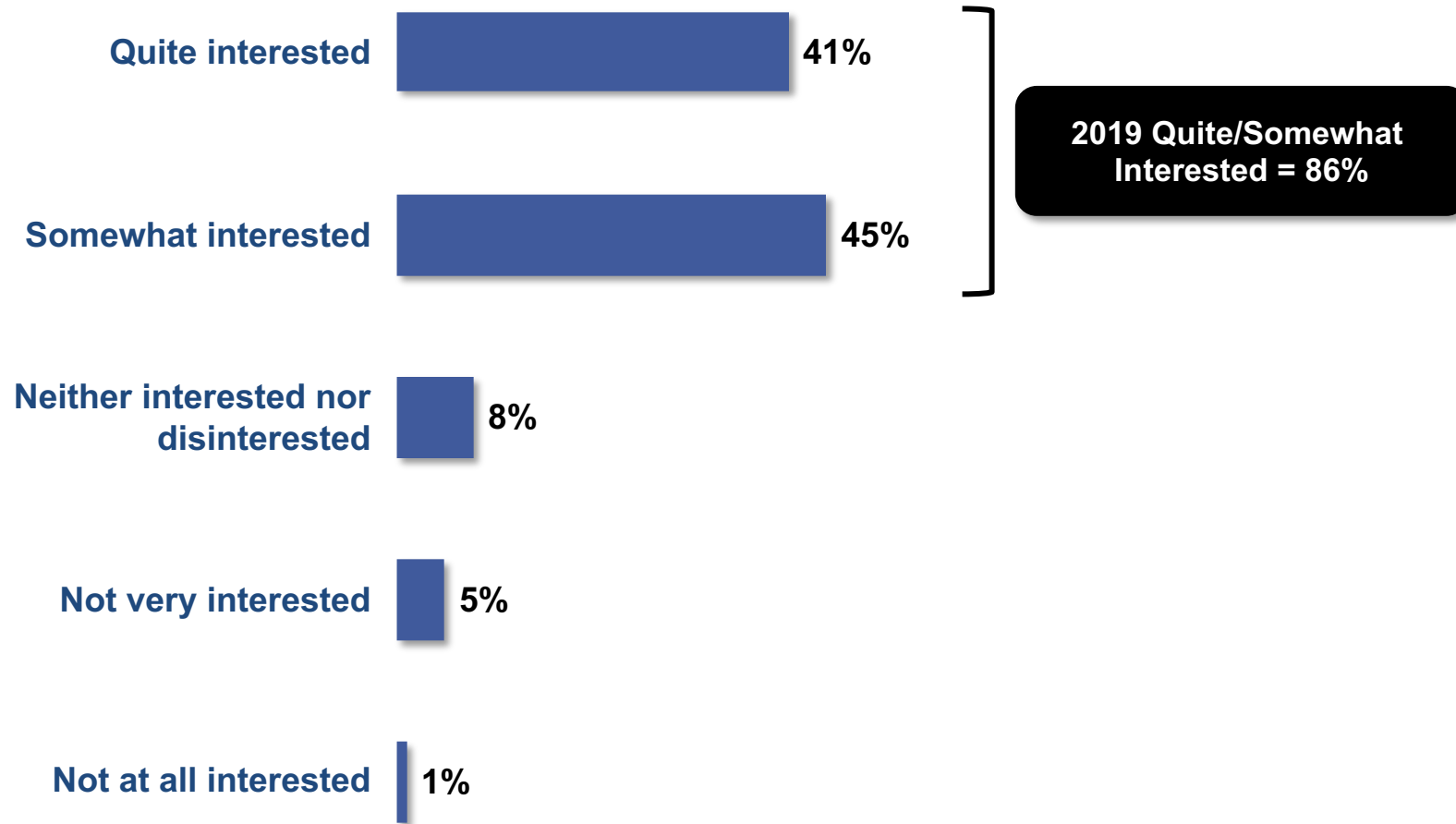
Environments in Which Business in Edmonton is Noticed



Base: All respondents (2019 n=142)

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

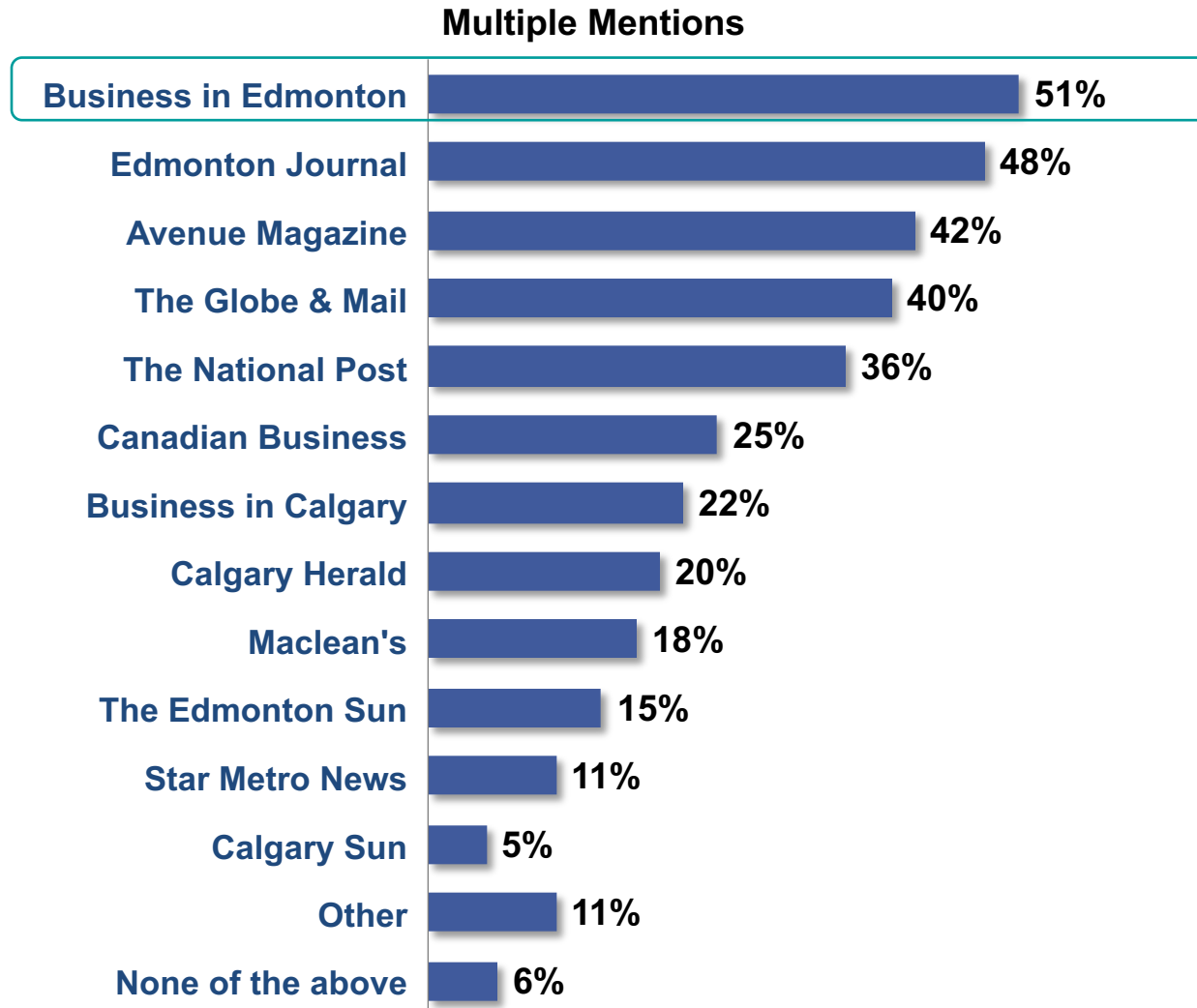
Interest in Content of Business in Edmonton Magazine



Base: All respondents (2019 n=142)

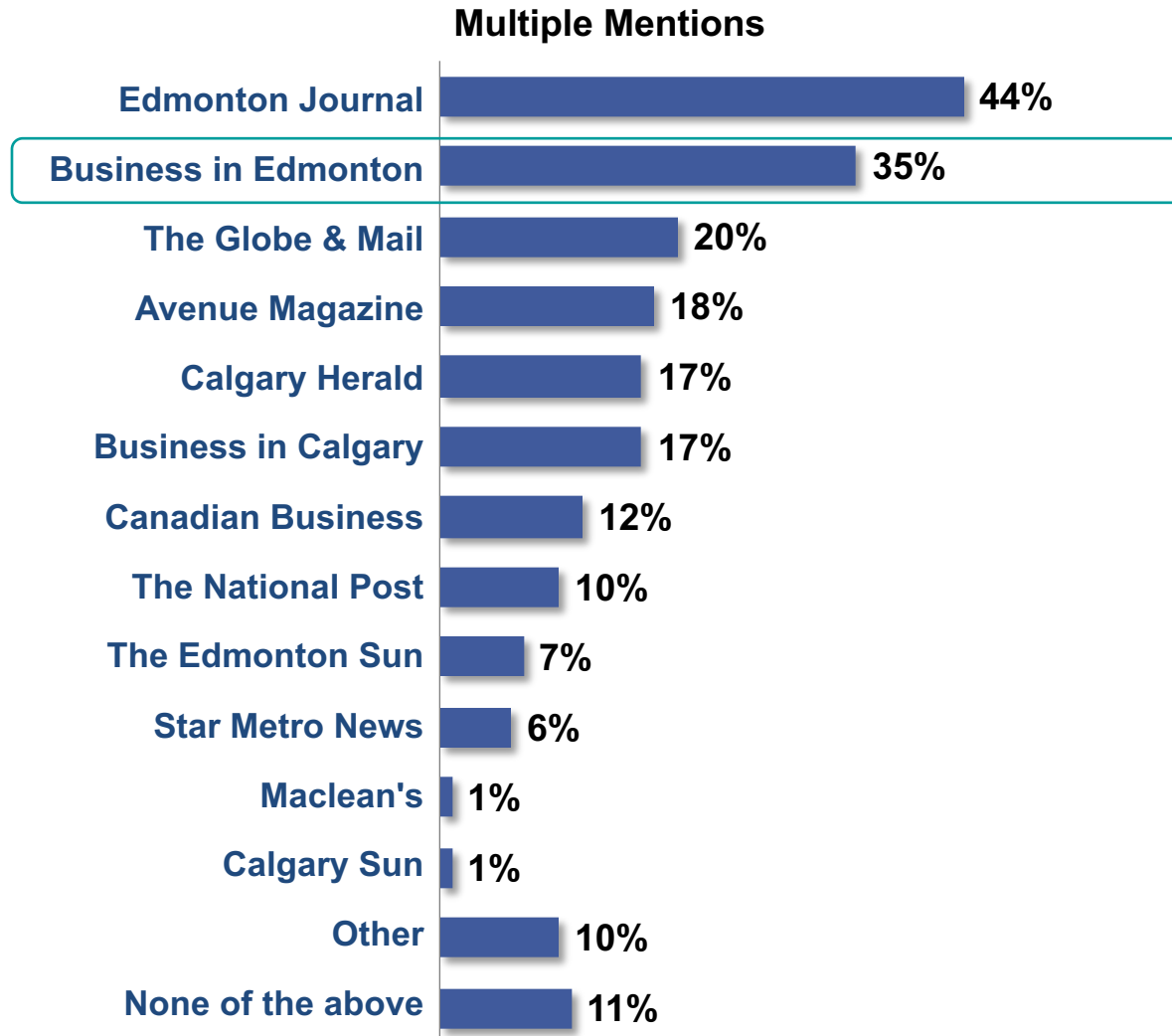
R9. Overall, how interested are you in the content included in the magazine?

Publications Read Regularly



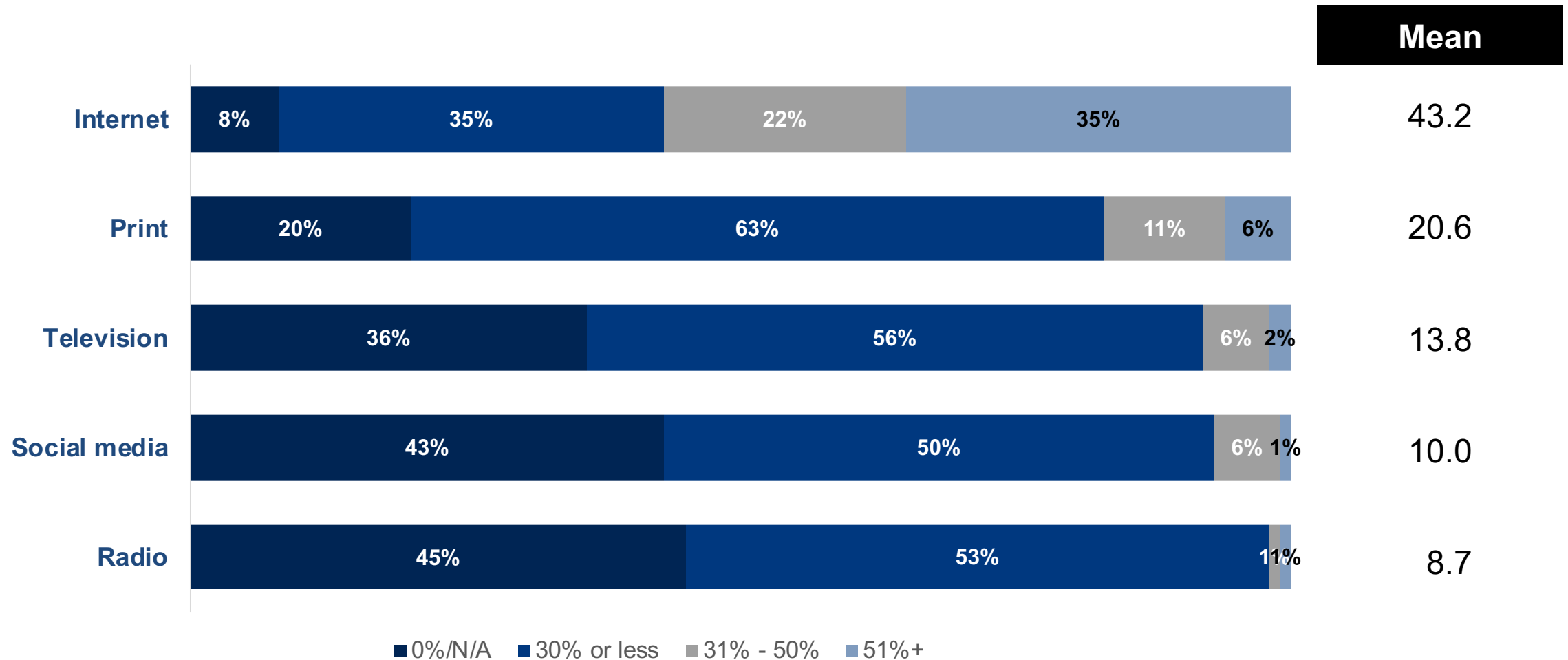
Base: All respondents (2019 n=142)

Primary Print Source for Regional Business Information



Base: All respondents (2019 n=142)

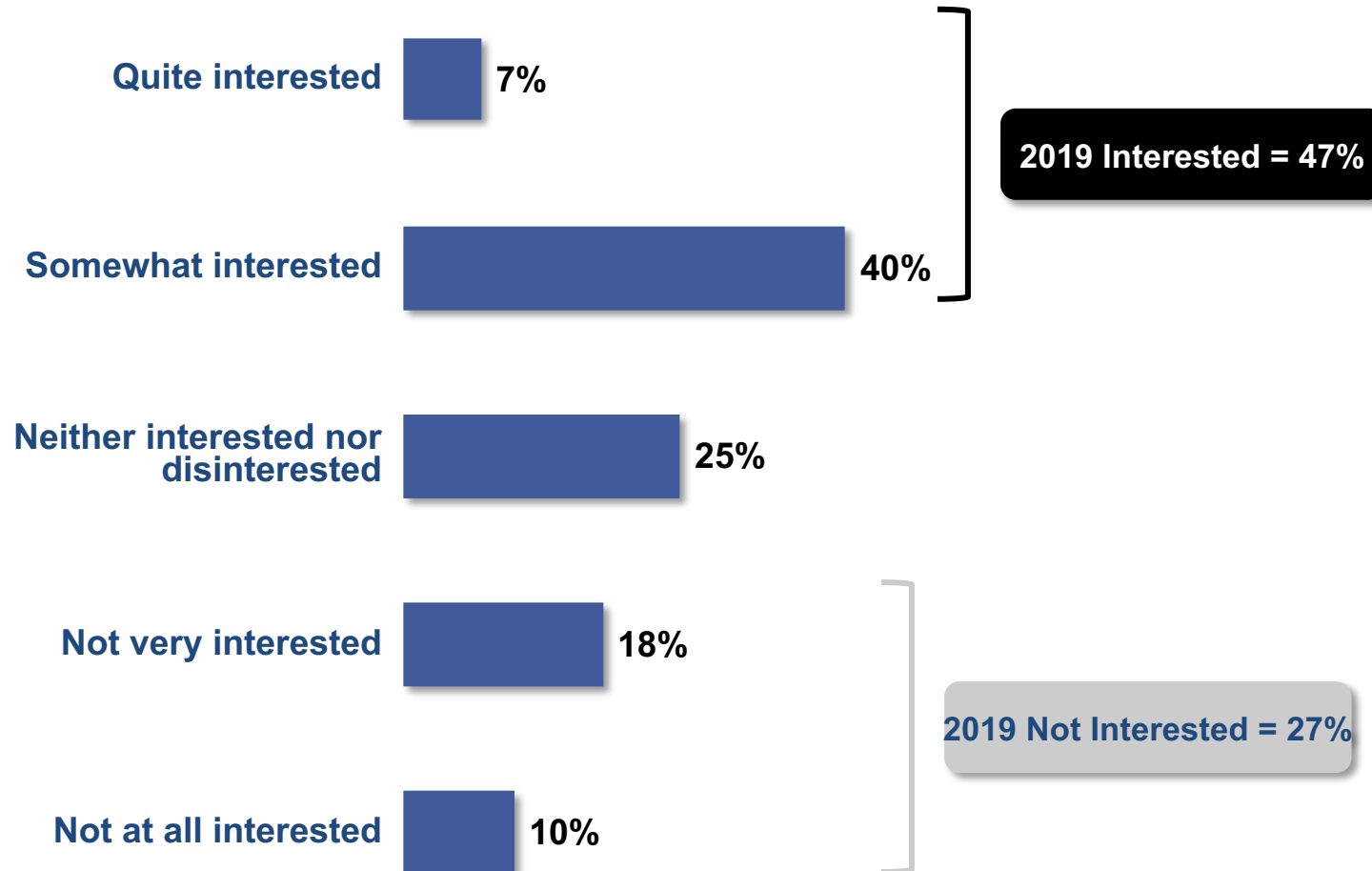
Channels of Business Information



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%.

Interest in Magazine Advertisements

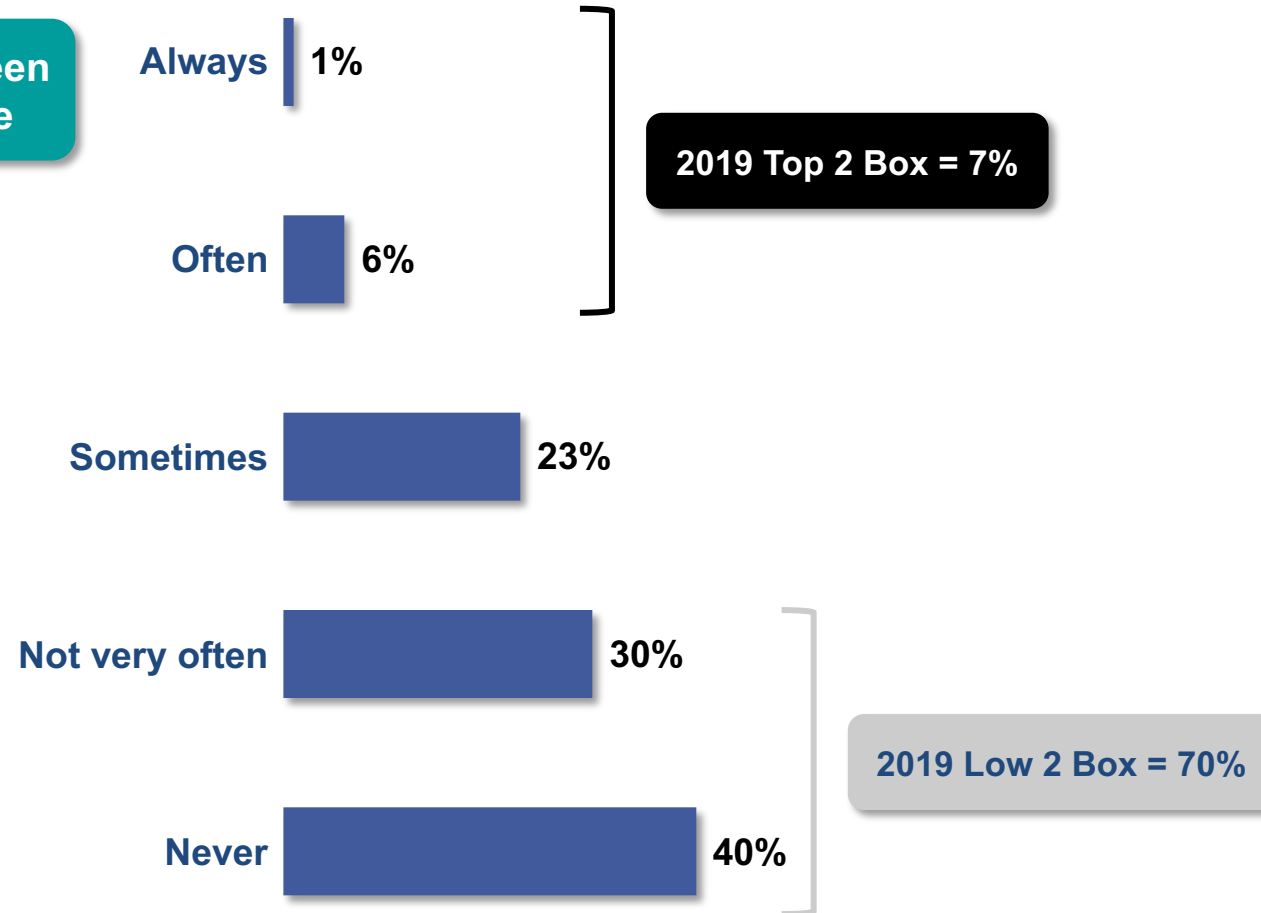


Base: All respondents (2019 n=142)

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

Accessing Advertisers' Websites via Business in Edmonton

60% of subscribers have been to an advertiser's website

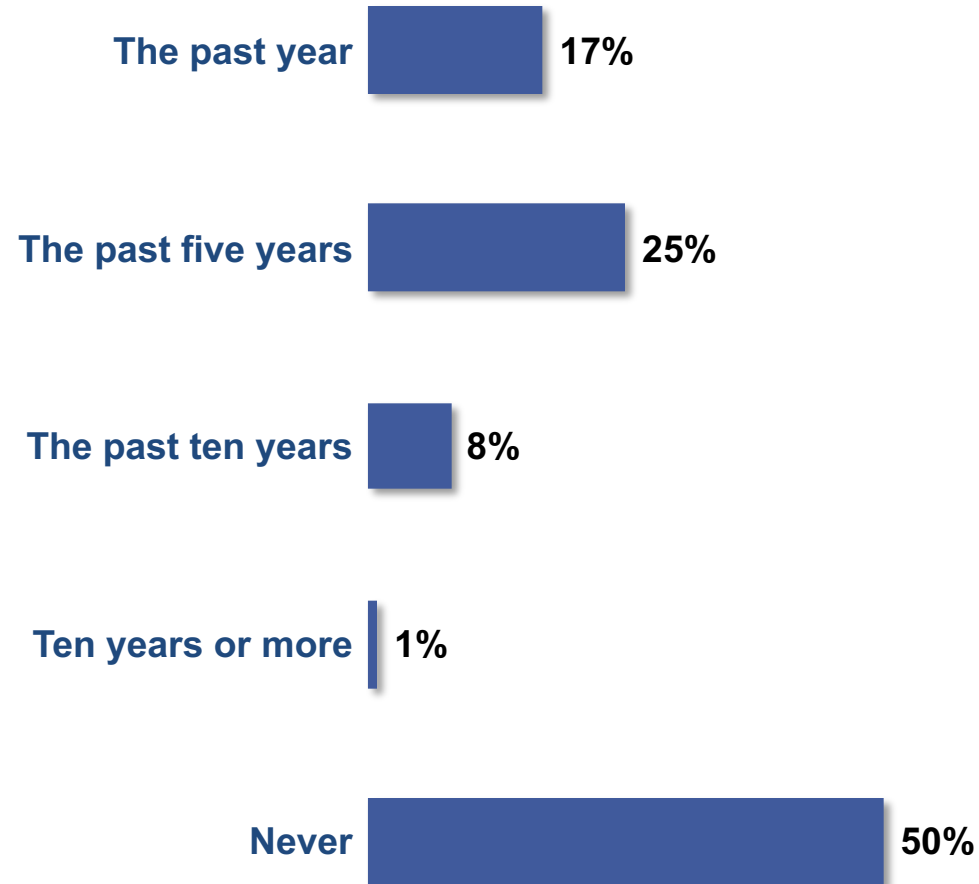


Base: All respondents (n=142)

A2. Within the past year, how frequently have you gone to advertisers' websites from the magazine?

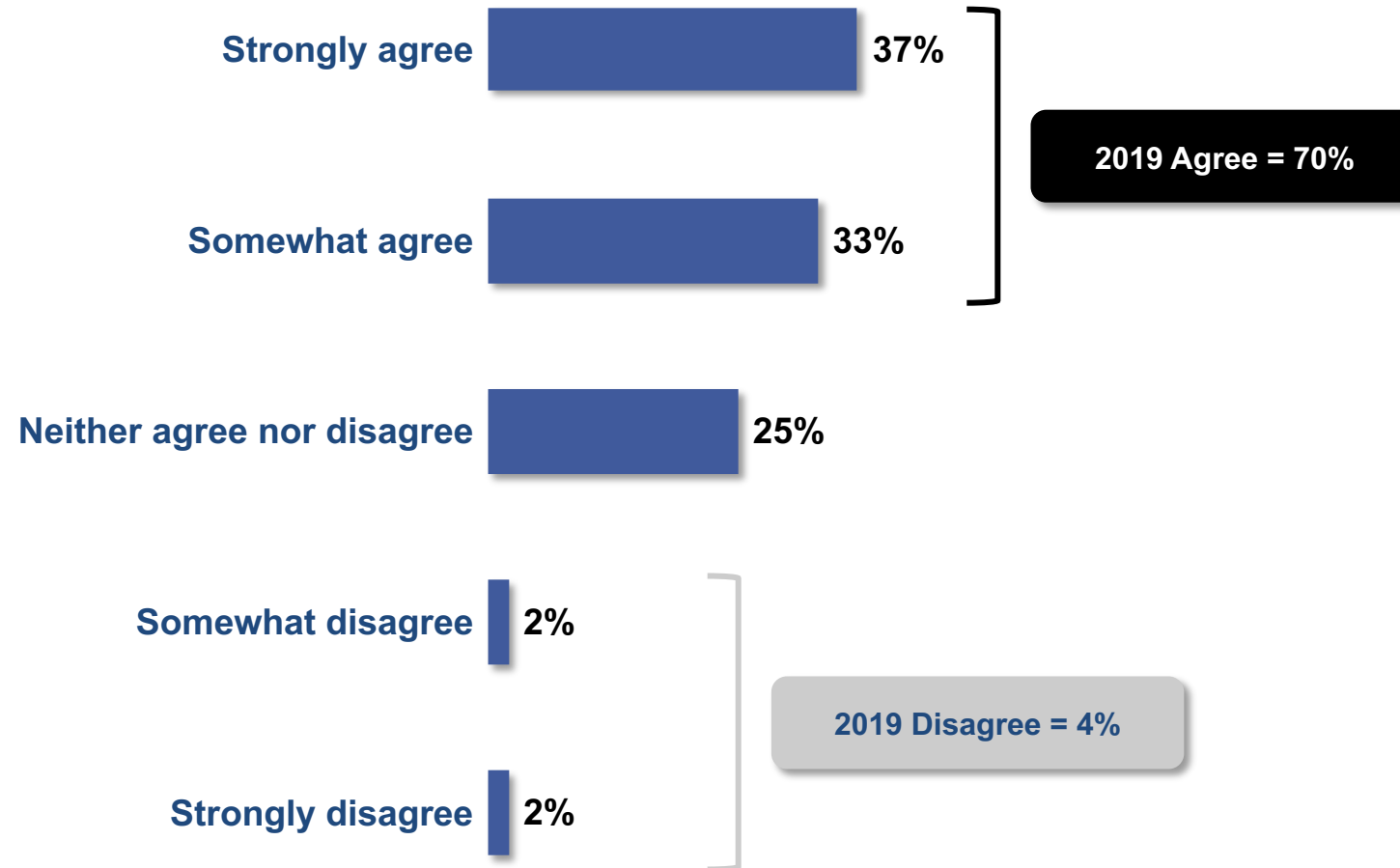
Purchases from Advertisers' Websites

50% of subscribers have made purchases from an advertiser's website



Base: All respondents (n=142)

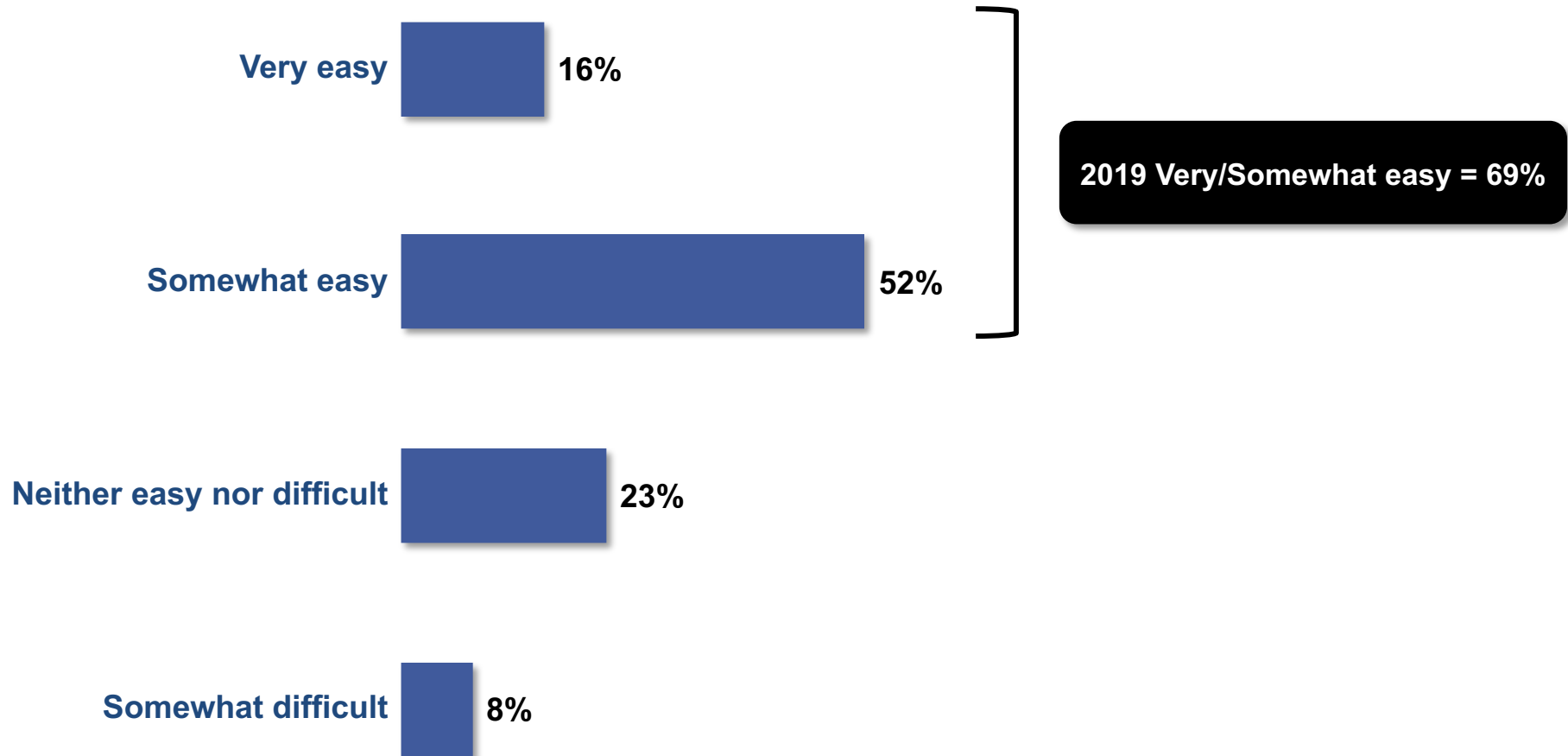
Intrusiveness of Print vs. Digital Ads



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.

Ease of Navigation of Business in Edmonton's Website

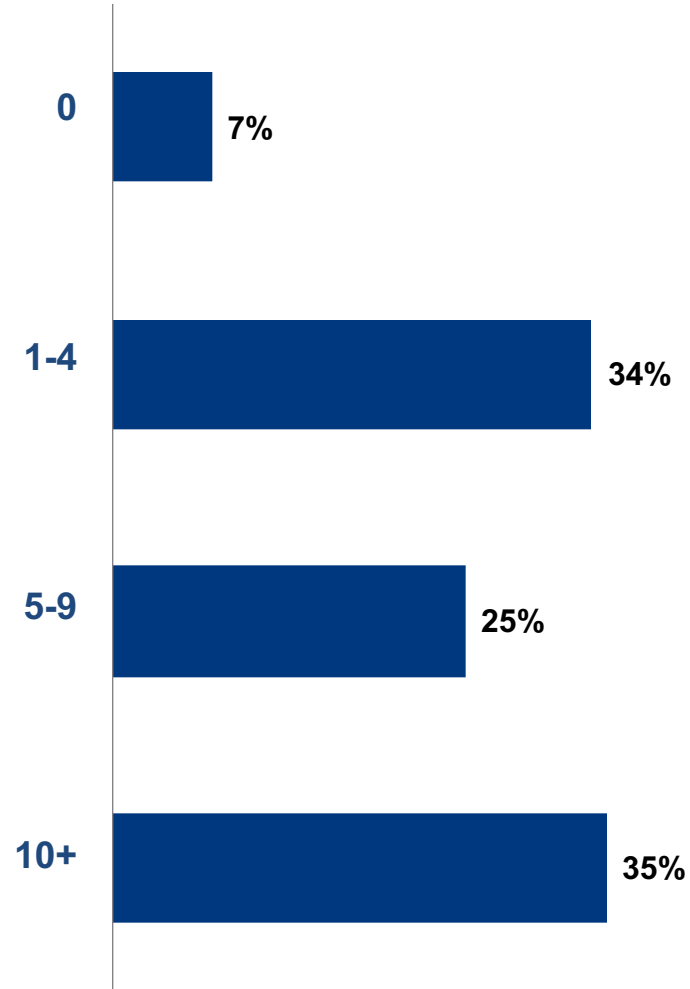


Base: Business in Edmonton subscribers who have been to the website (2019 n=55)

C1. How easy or difficult is it to navigate through the magazine's website?.

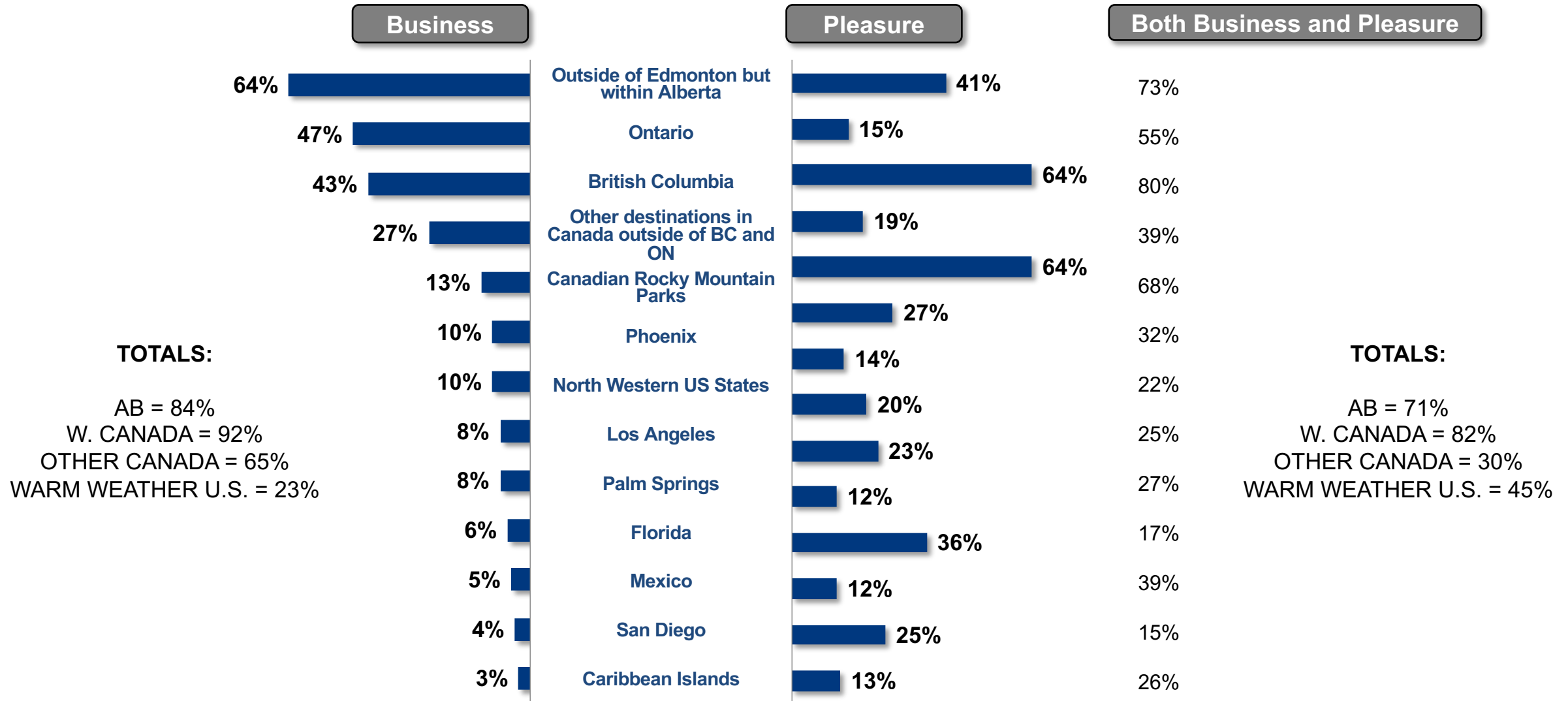
Trips Taken for Business in Past Year

2019 Mean: 9.6 Trips



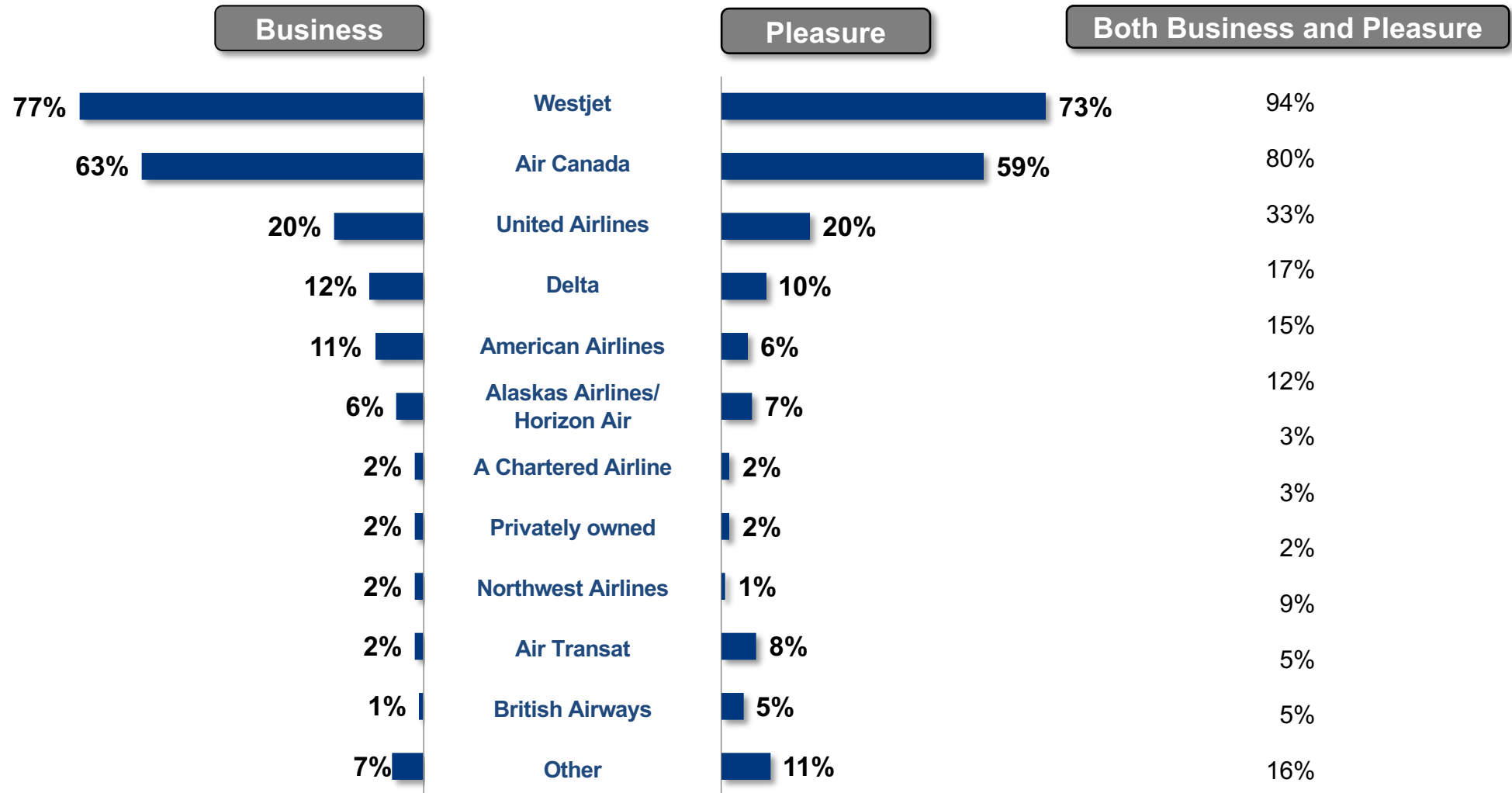
Base: All respondents (2019 n=142)

Destination of Travel



Base: Respondents who travel (2019 n=132)

Airlines Used for Travel

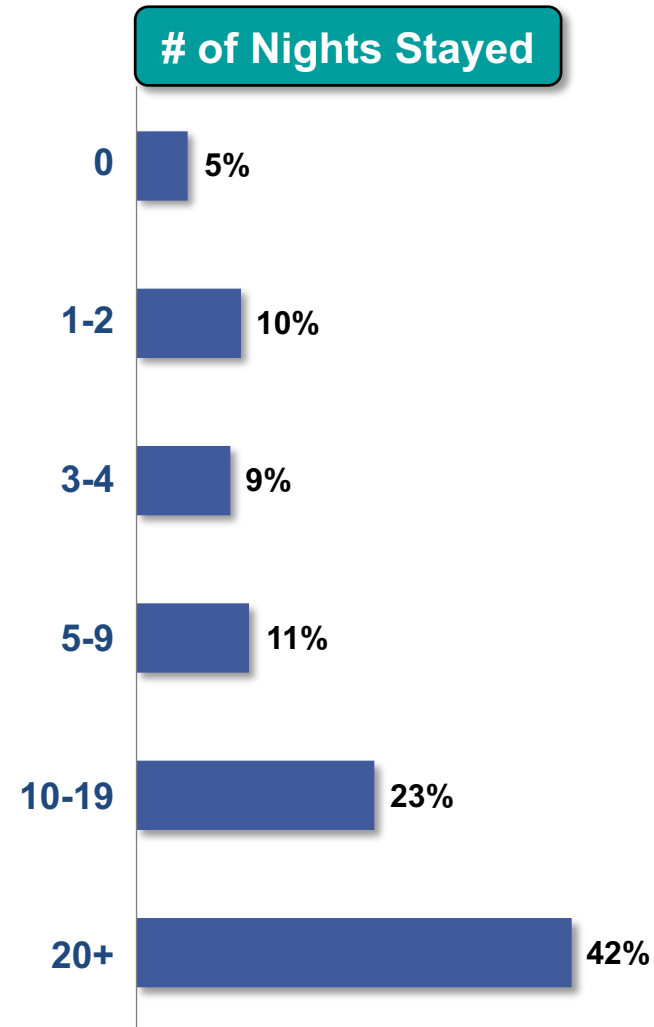


Base: Respondents who travel (2019 n=132)

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

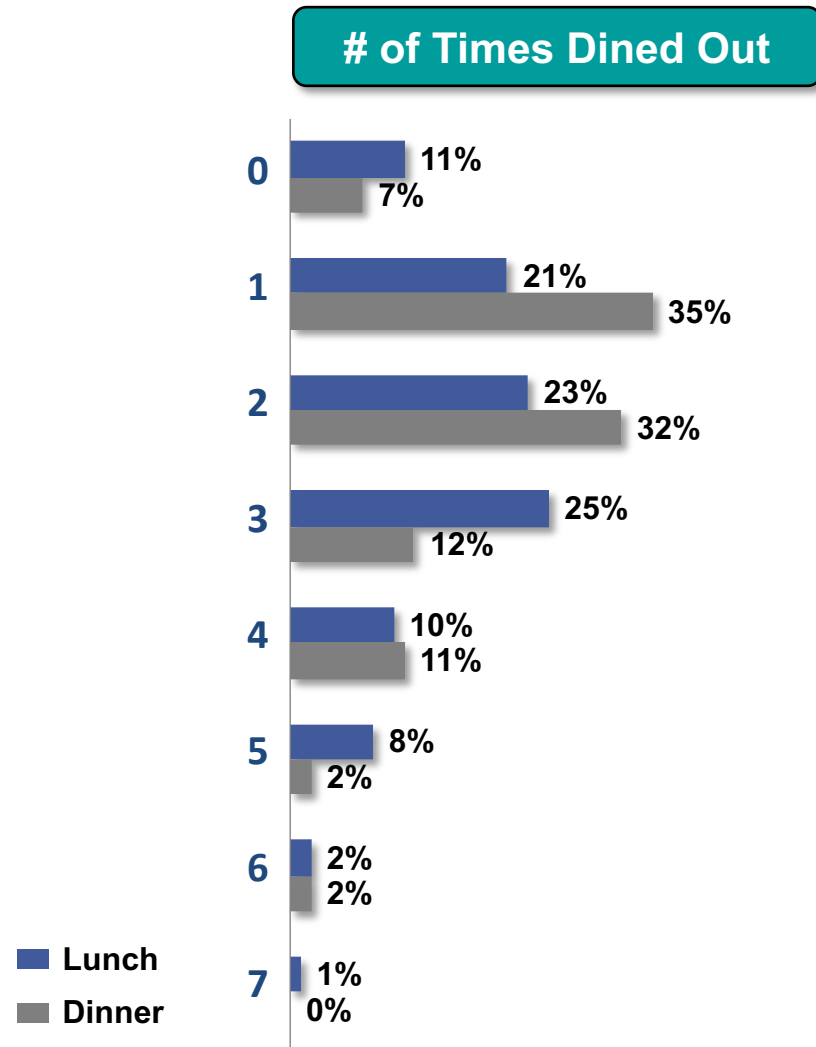
Number of Hotel Nights for Business in Past Year

2019 Mean: 24.4 Nights
95% are using hotels



Base: Business travel respondents (2019 n=132)

Dining Out Weekly



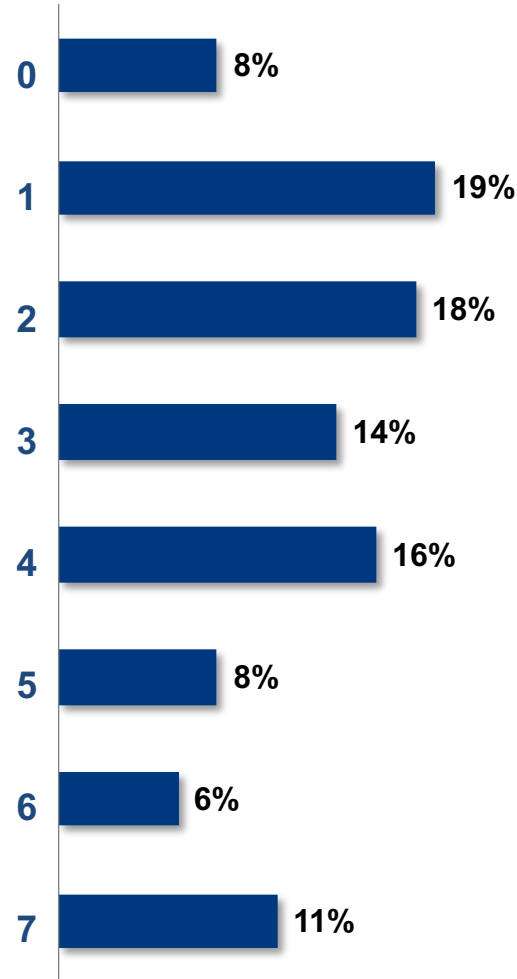
Mean:
2019 Lunch: 2.4
2019 Dinner: 2.0

Base: All respondents (2019 n=142)

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

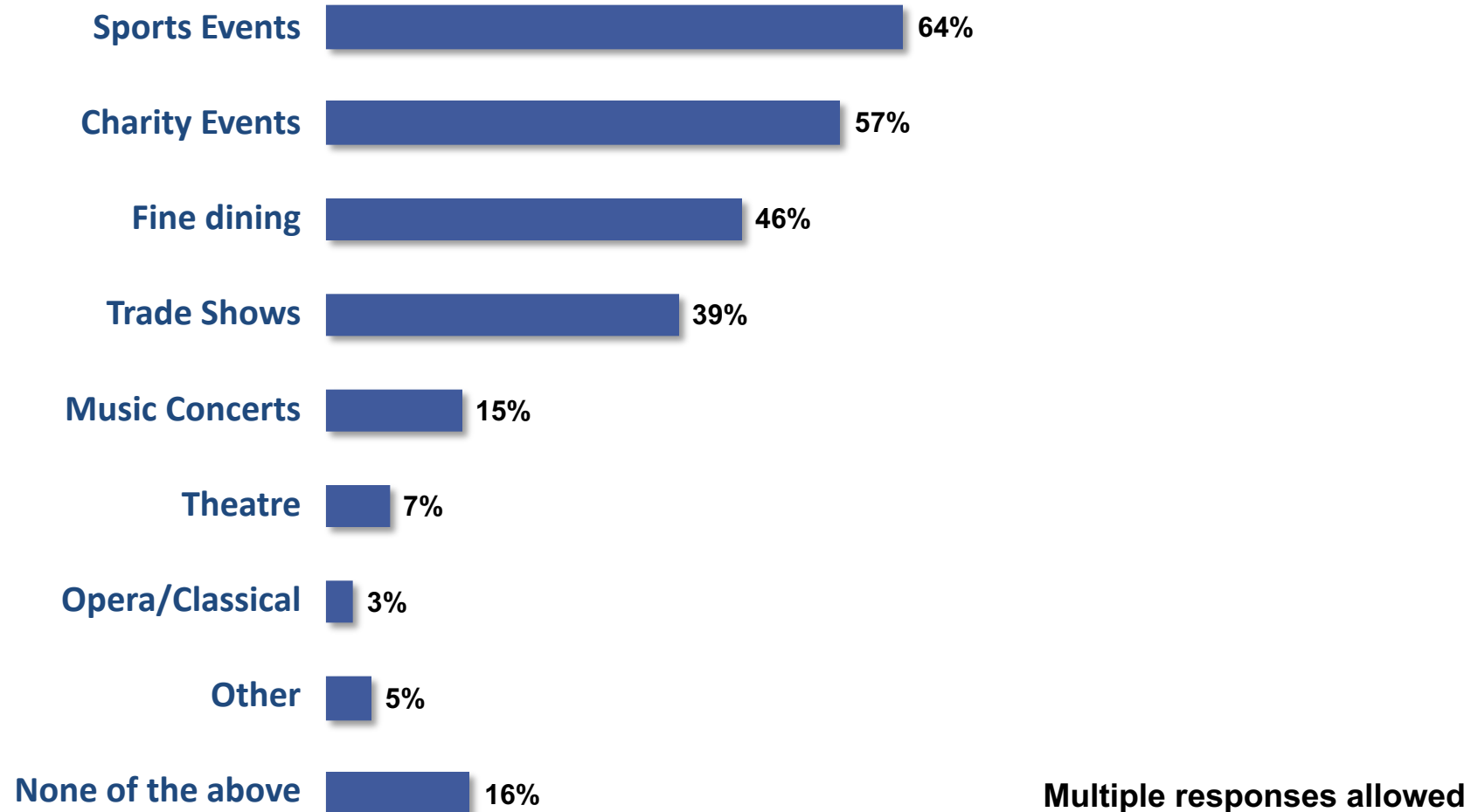
Frequency of Dining Out Monthly @ \$50+ Per Person

2019 Mean: 3.1 Times



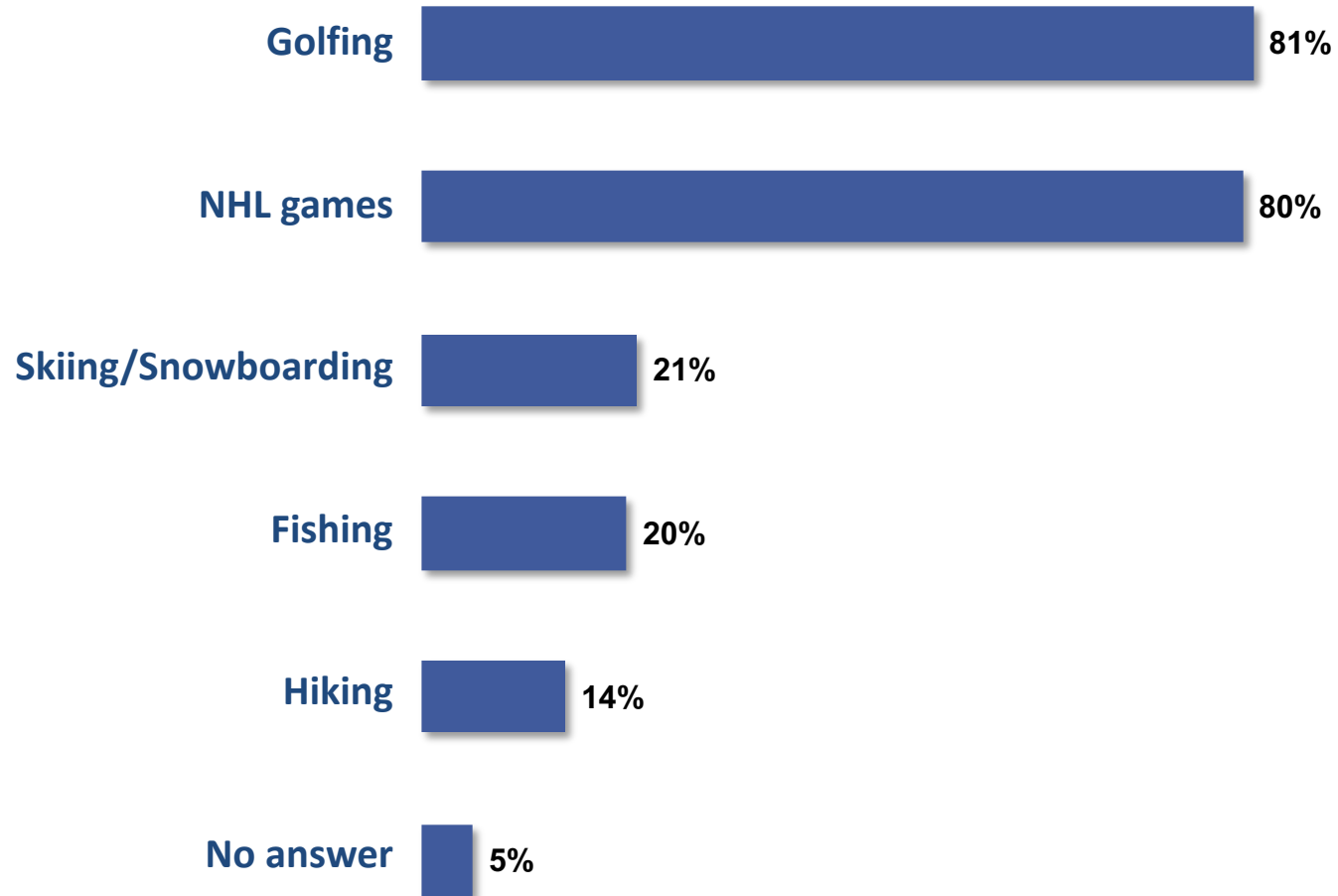
Base: All respondents (2019 n=142)

Activities to Entertain Clients



Base: All qualified respondents (2019 n=142)

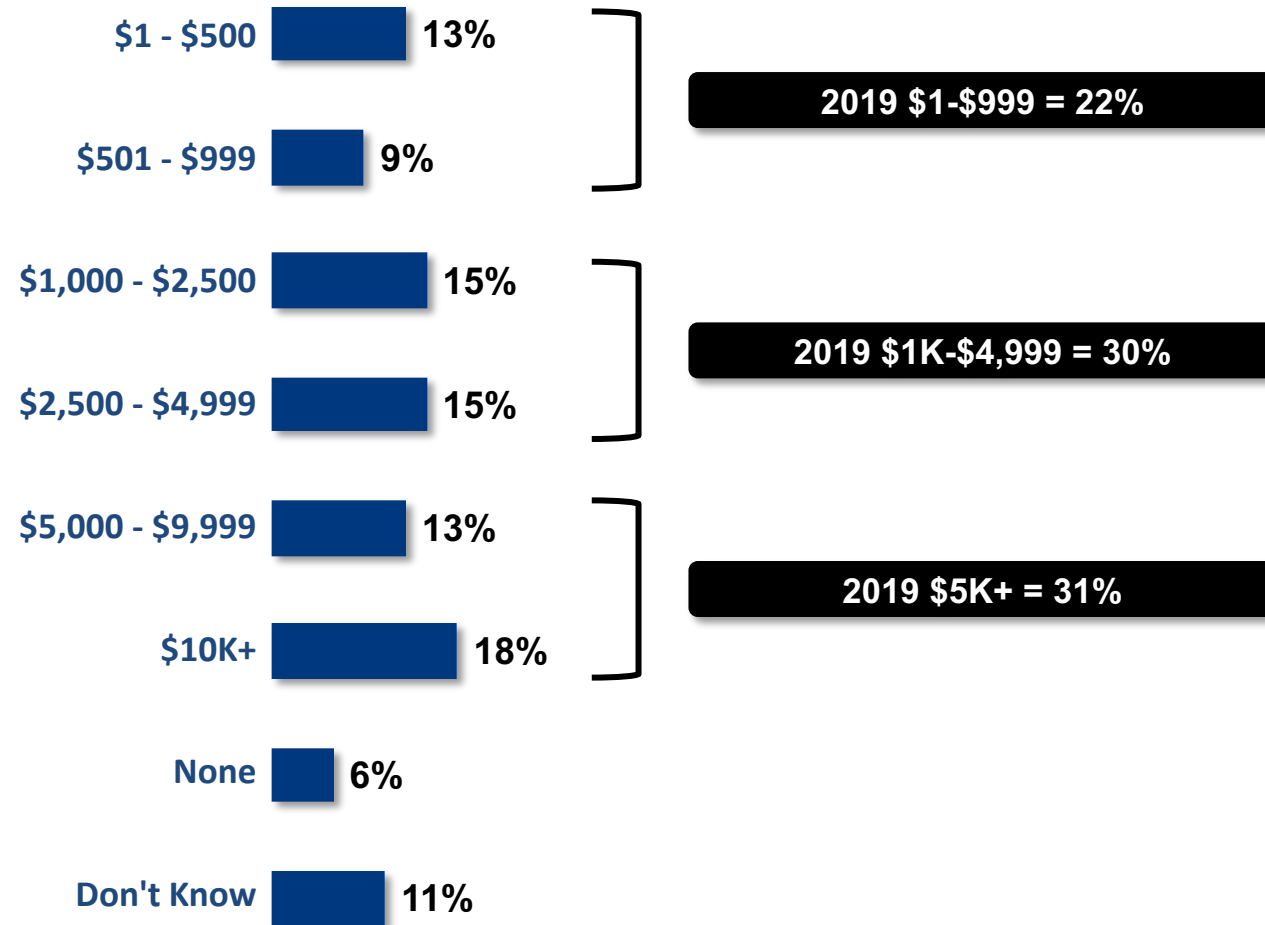
Sports Events Participation



Base: Respondents who have participated in sports entertainment events (n=91)

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 (2019 n=142)

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

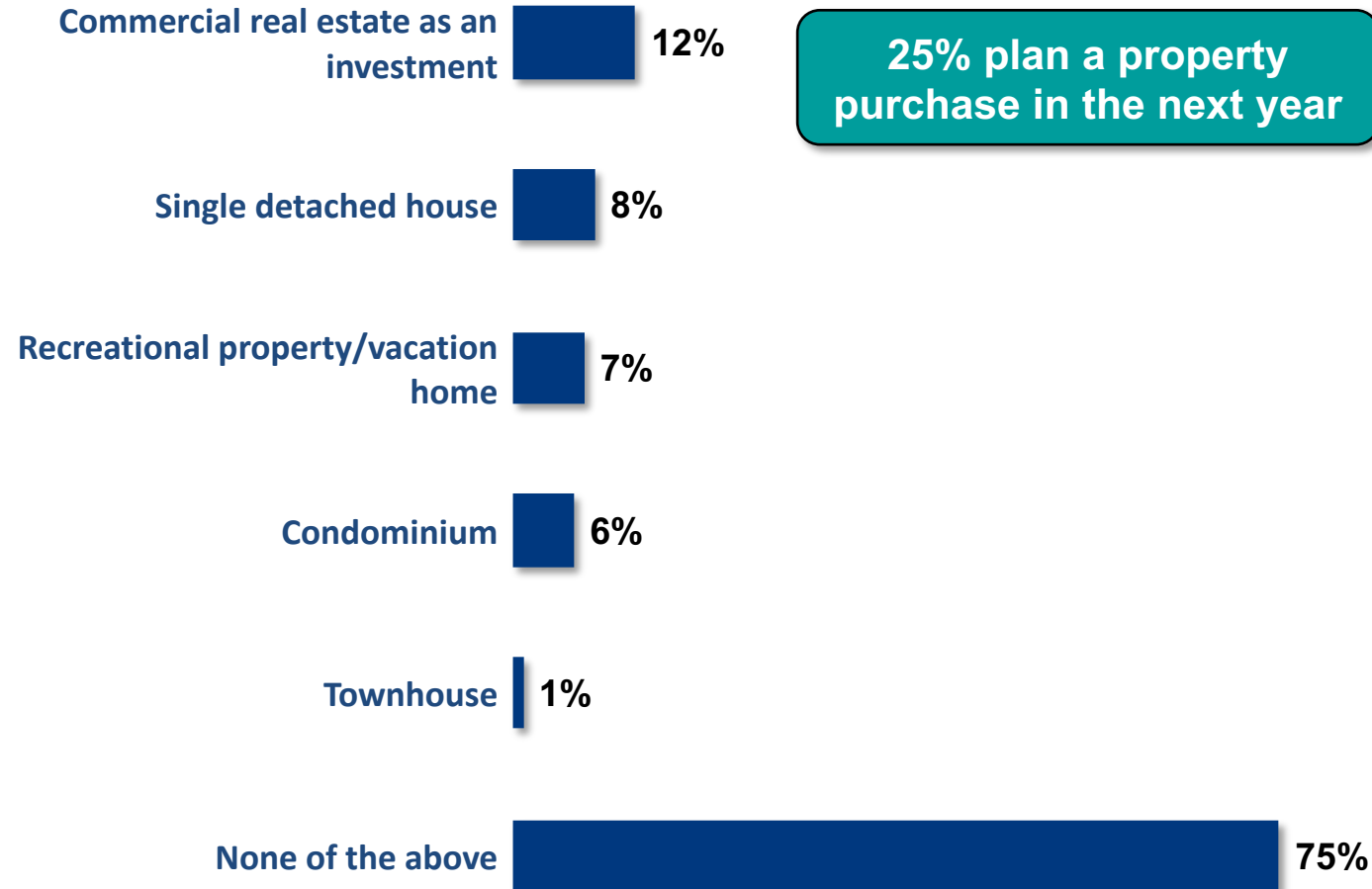
Memberships and Purchases



Base: All respondents n=142

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

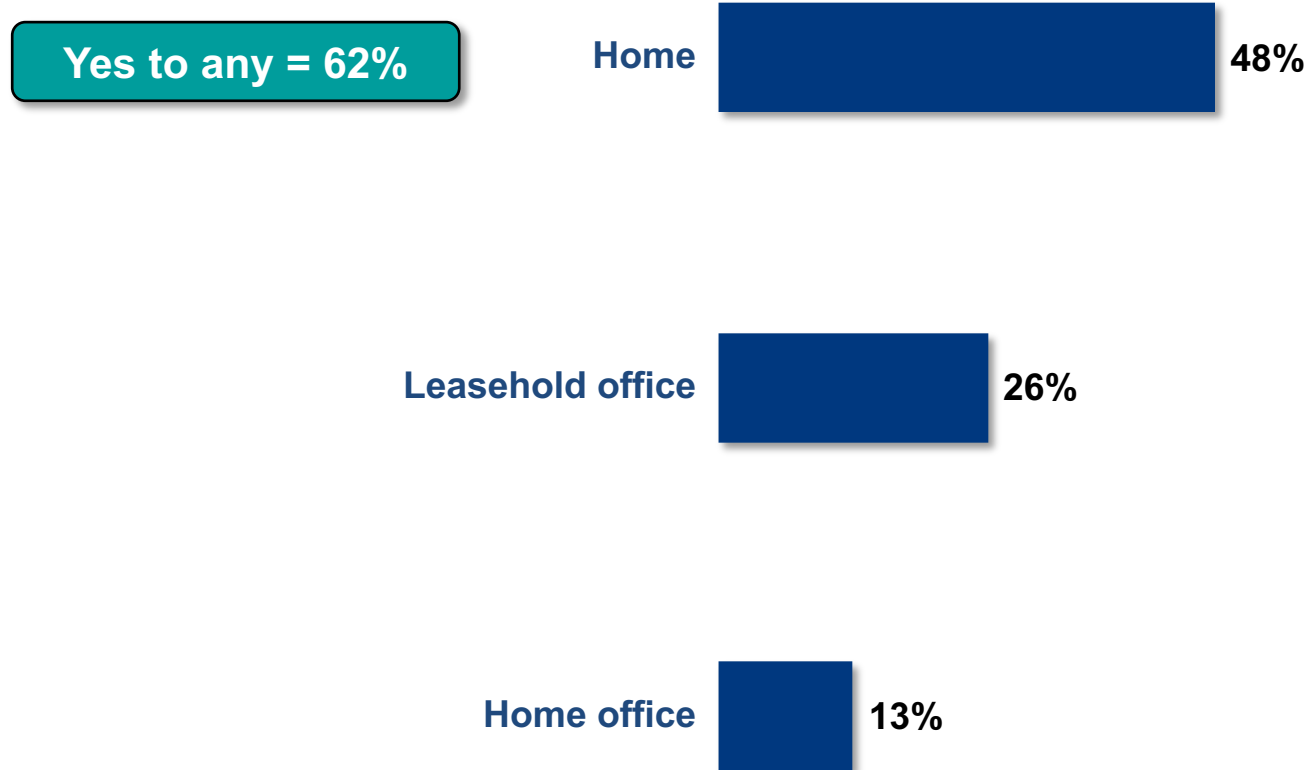
Property Purchase Intent



Base: All qualified respondents (2019 n=142)

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

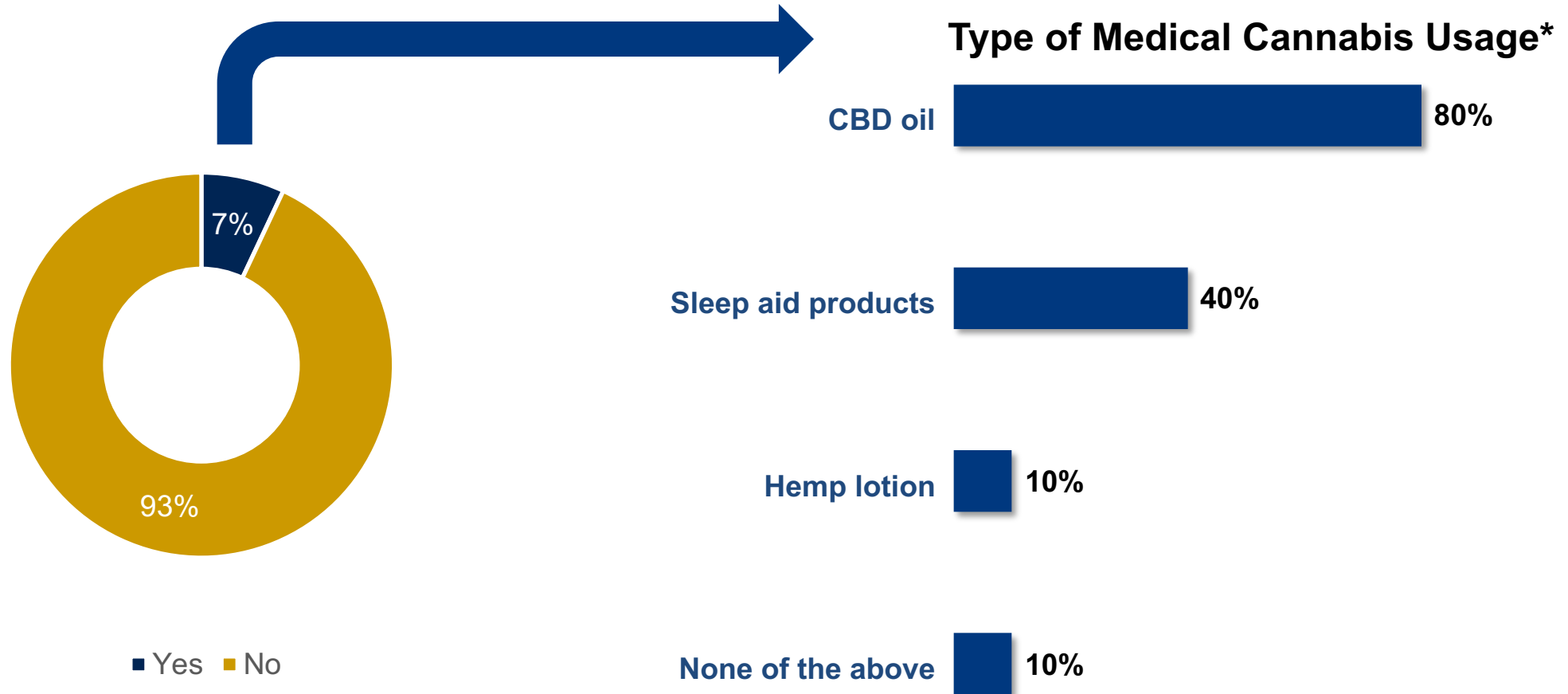
Planned Renovations



Base: All respondents (2019 n=142)

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

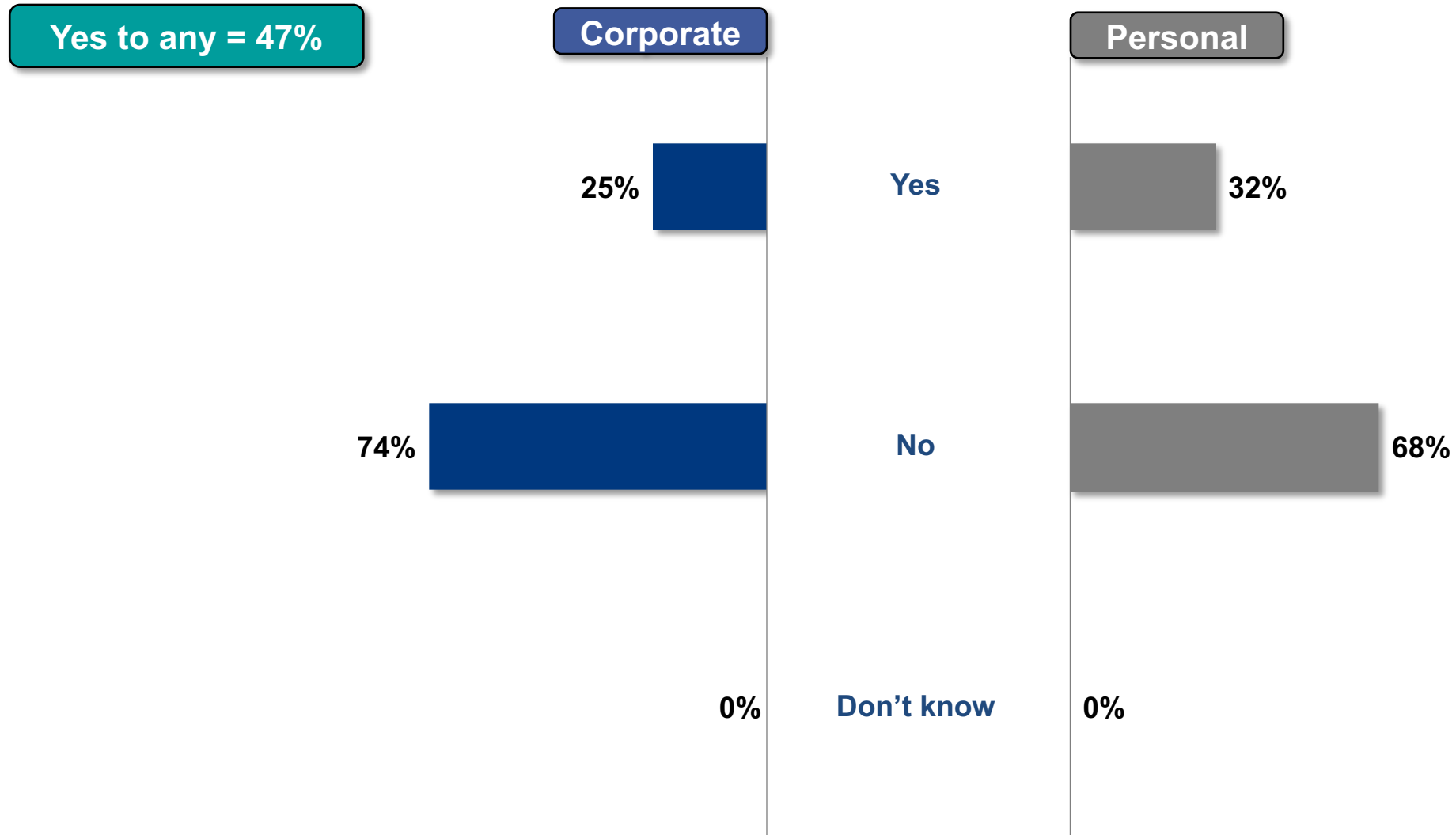
Medicinal Cannabis Usage



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

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

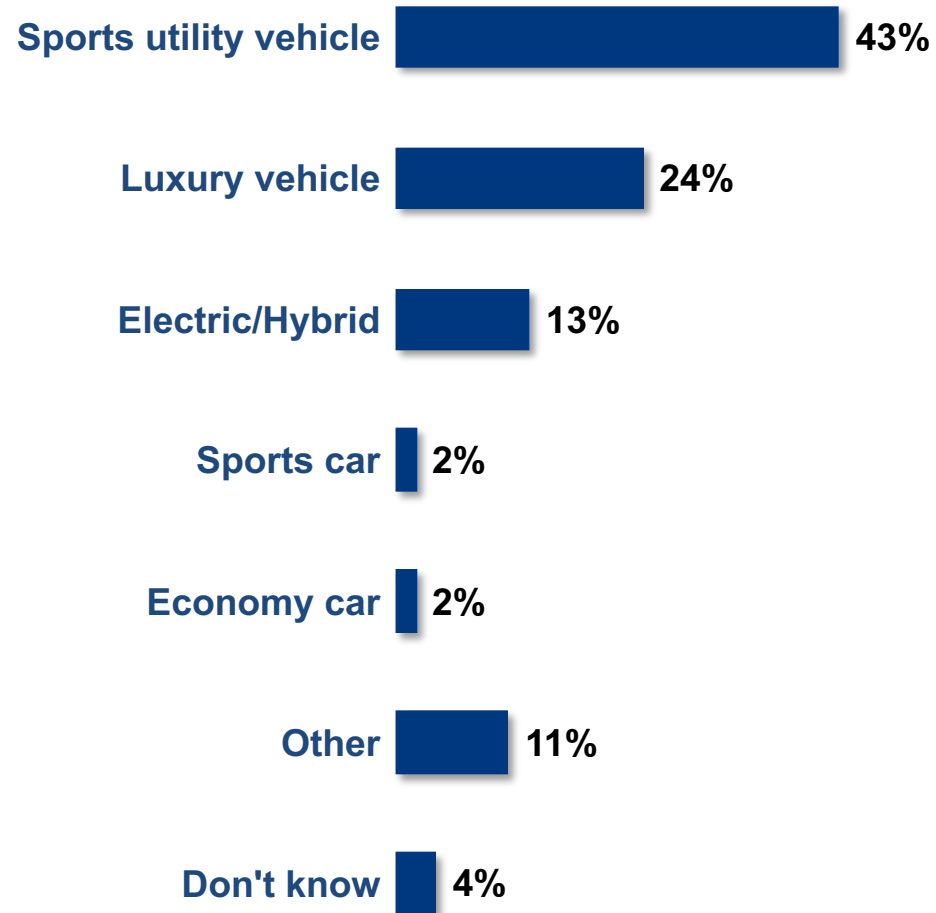
Vehicle Purchase Intent



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?

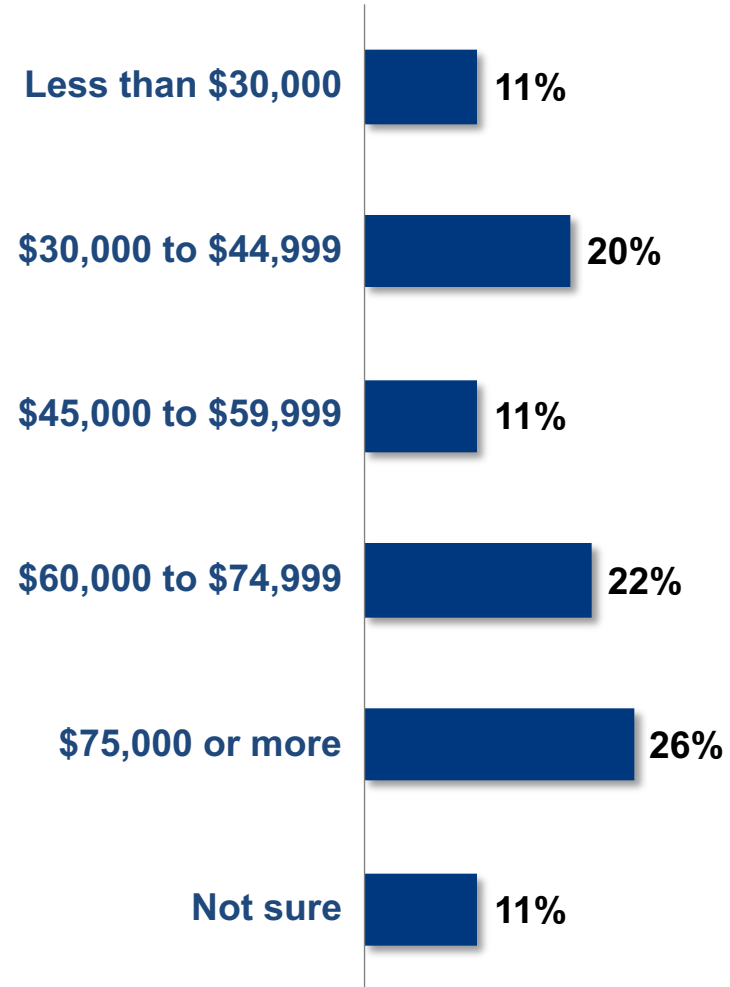
Vehicle Purchase Type



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?

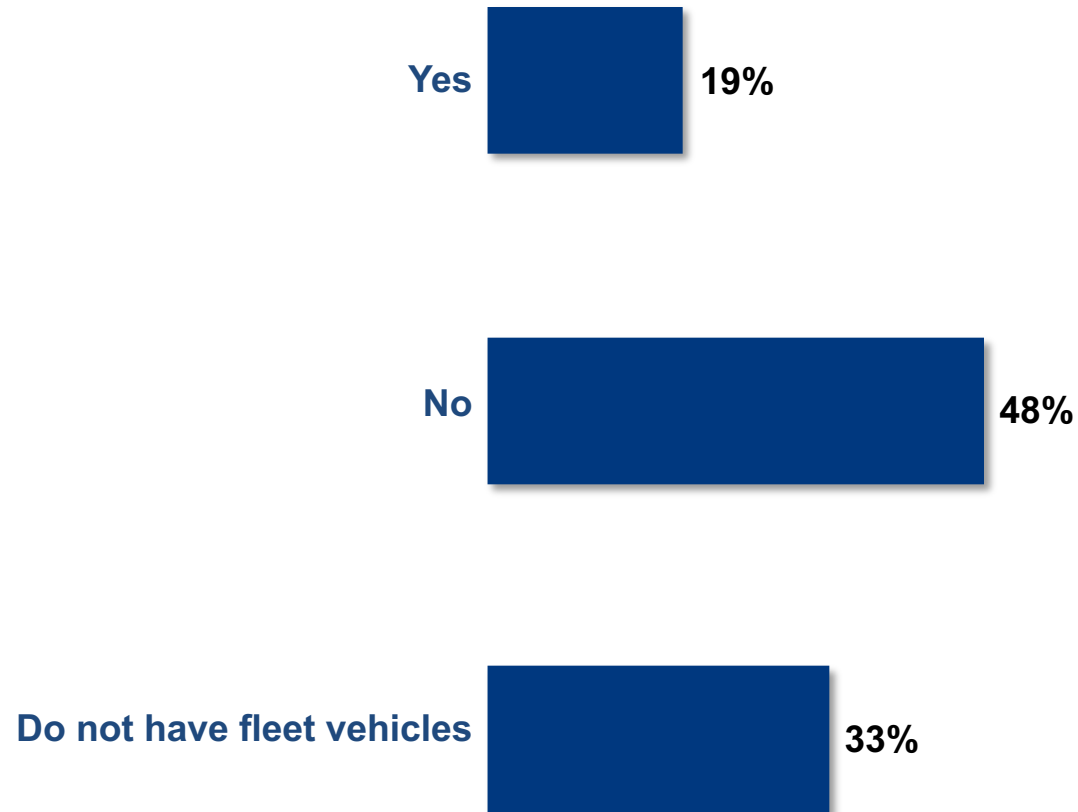
Planned Vehicle Purchase Price



Base: Plan to buy/lease vehicle (personal) (2019 n=46) / *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 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

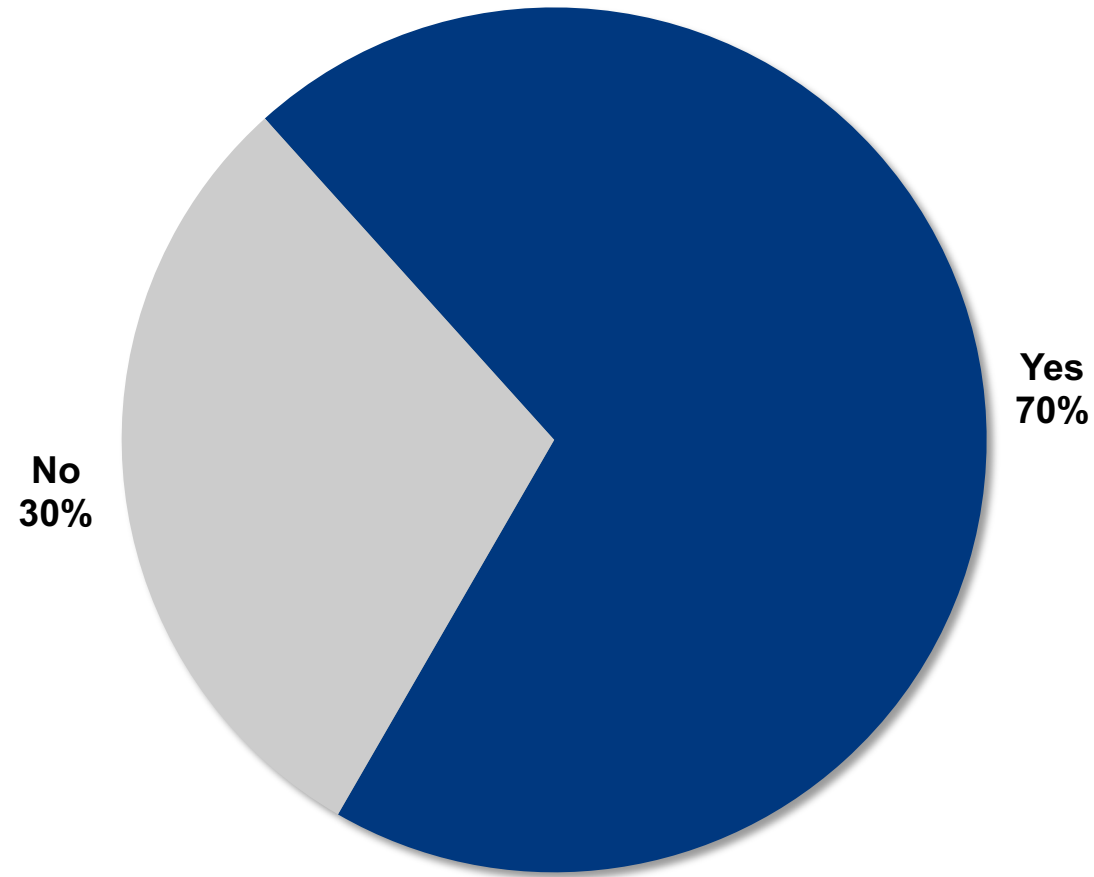
75% are senior
management



Base: All qualified respondents (2019 n=142)

F1. What is your job title?

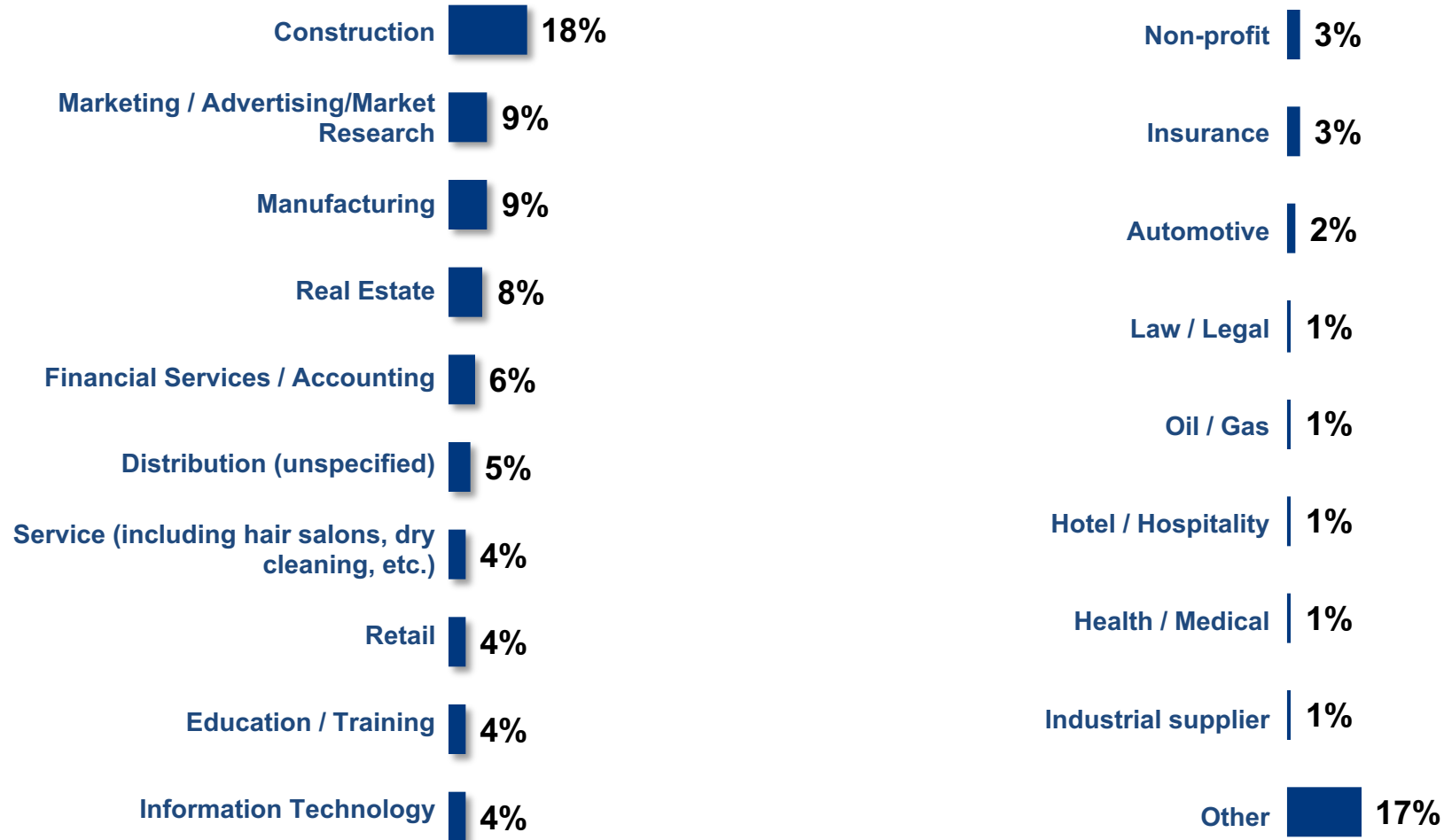
Company Head Office Located in Edmonton



Base: All respondents (2019 n=142)

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

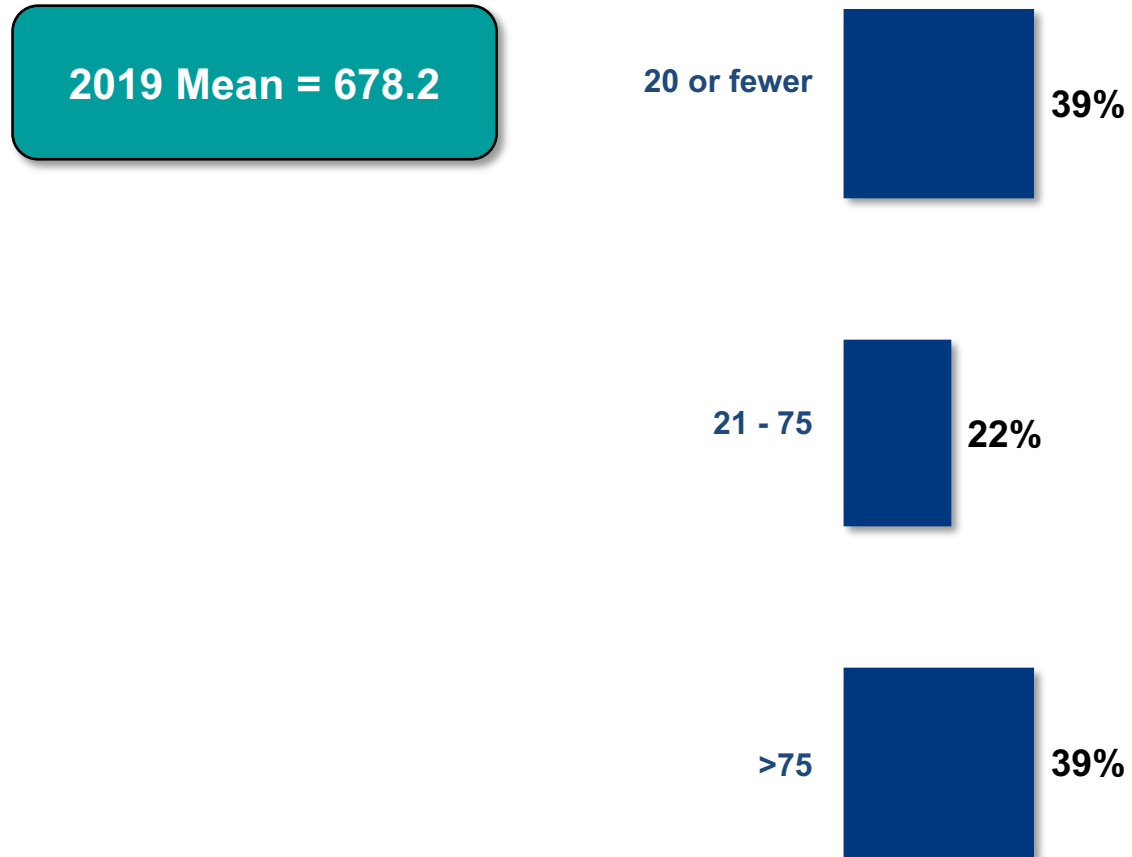
Industry Sector



Base: All respondents (2019 n=142)

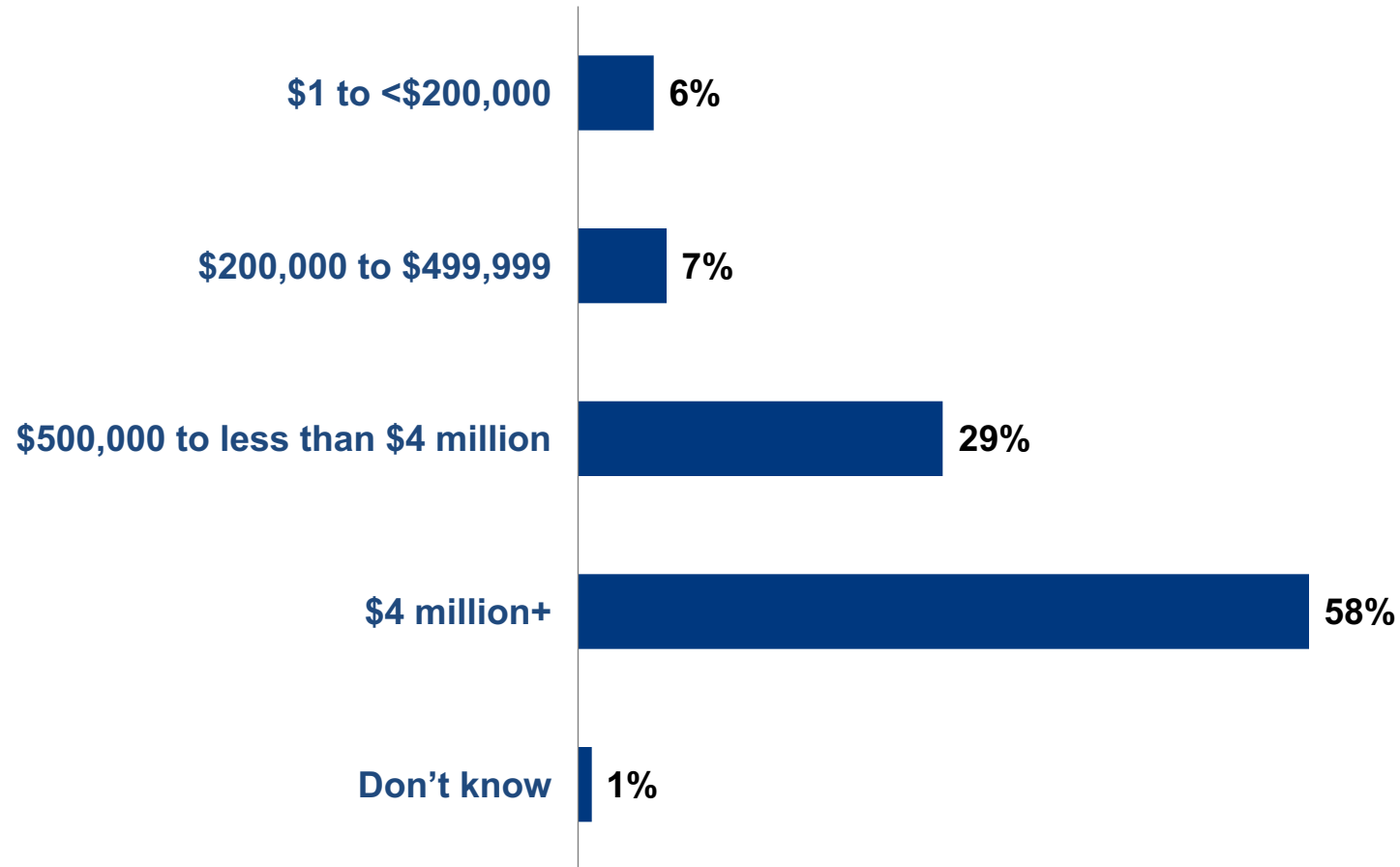
F3. In which industry sector does your company operate?

Company Size



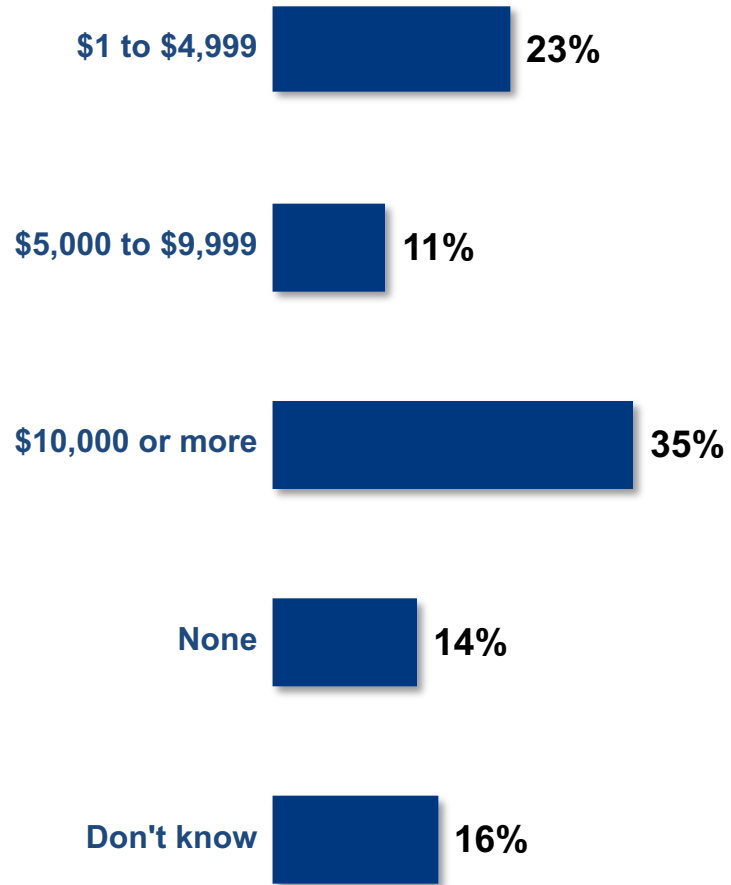
Base: All respondents (2019 n=142)

Corporate Revenue



Base: All respondents (2019 n=142)

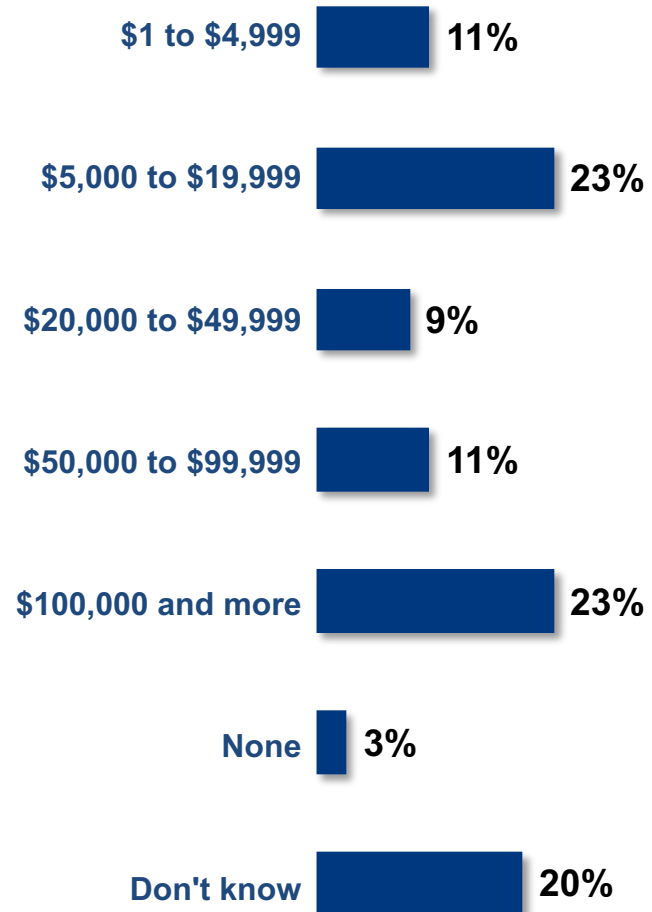
Investment in Event Planning and Trade Shows



Base: All respondents (2019 n=142)

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

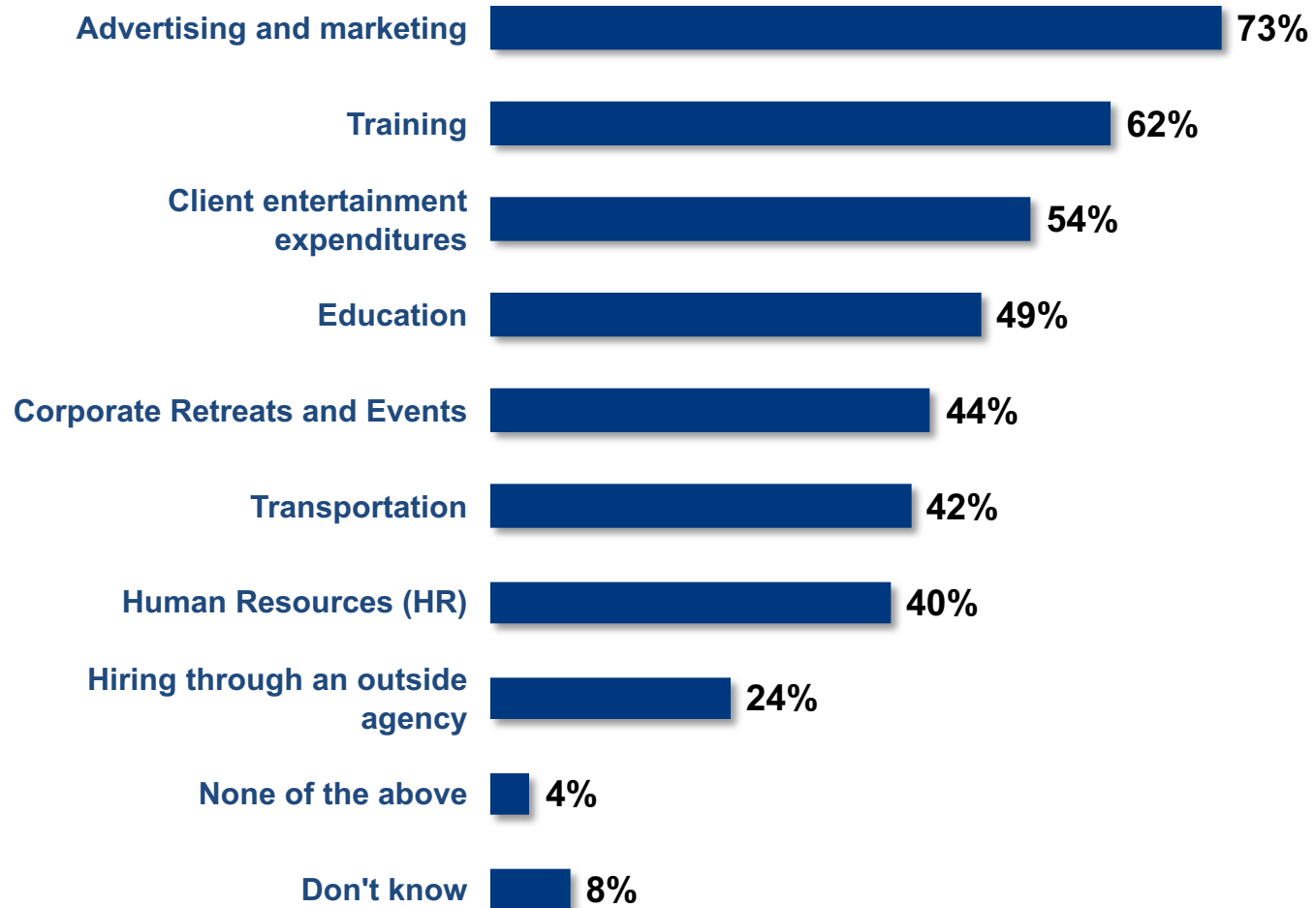
Investment in Technology



Base: All respondents (2019 n=142)

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

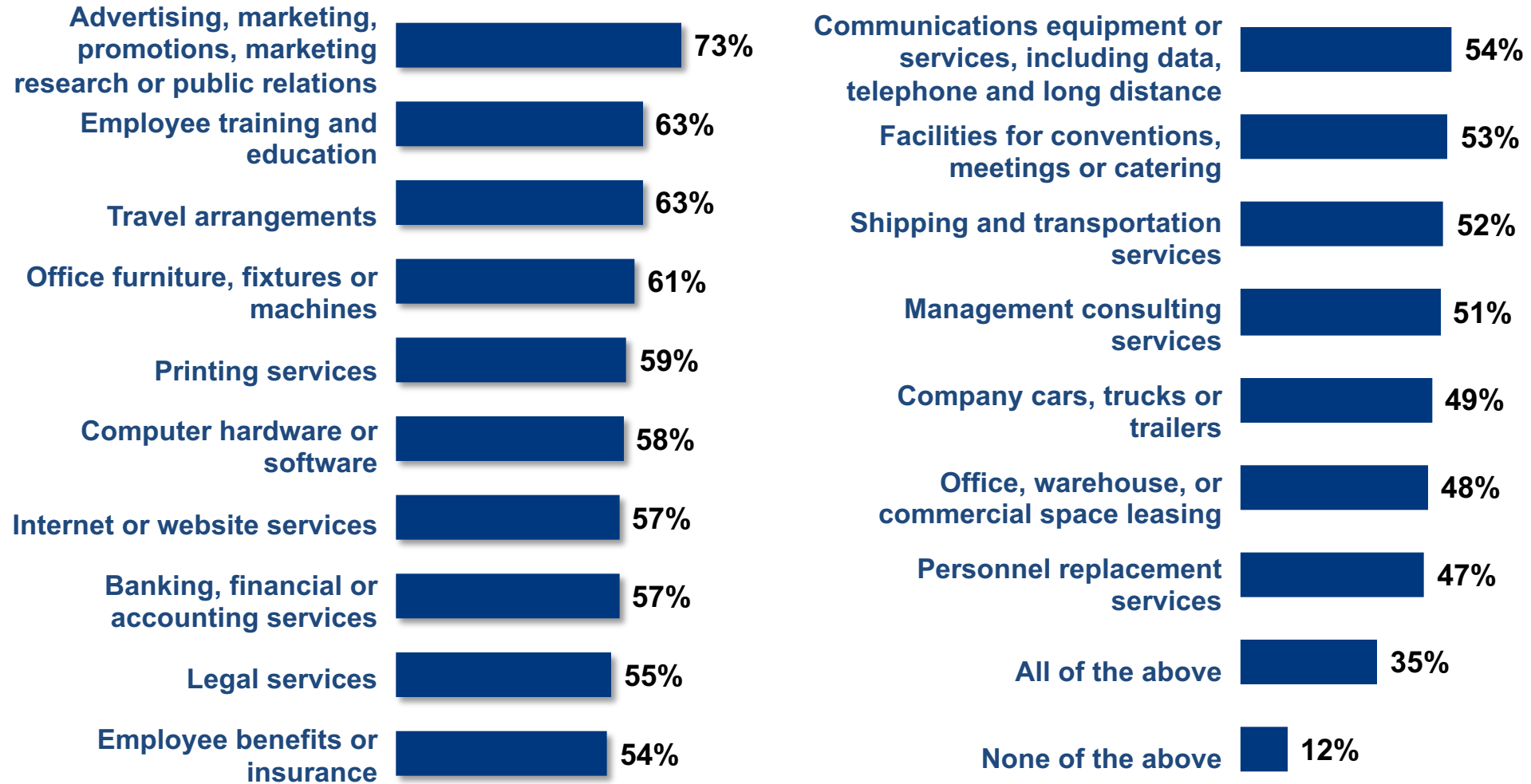
Company Budgeting



Base: All respondents (2019 n=142)

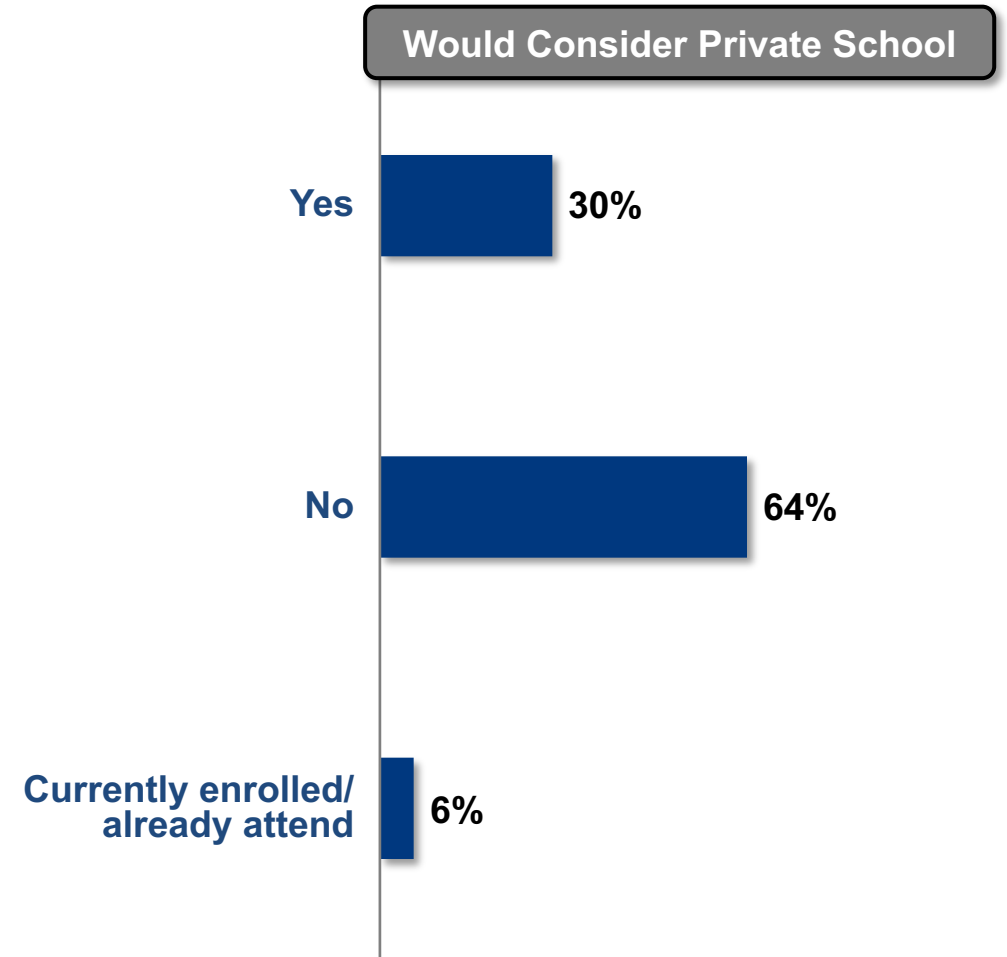
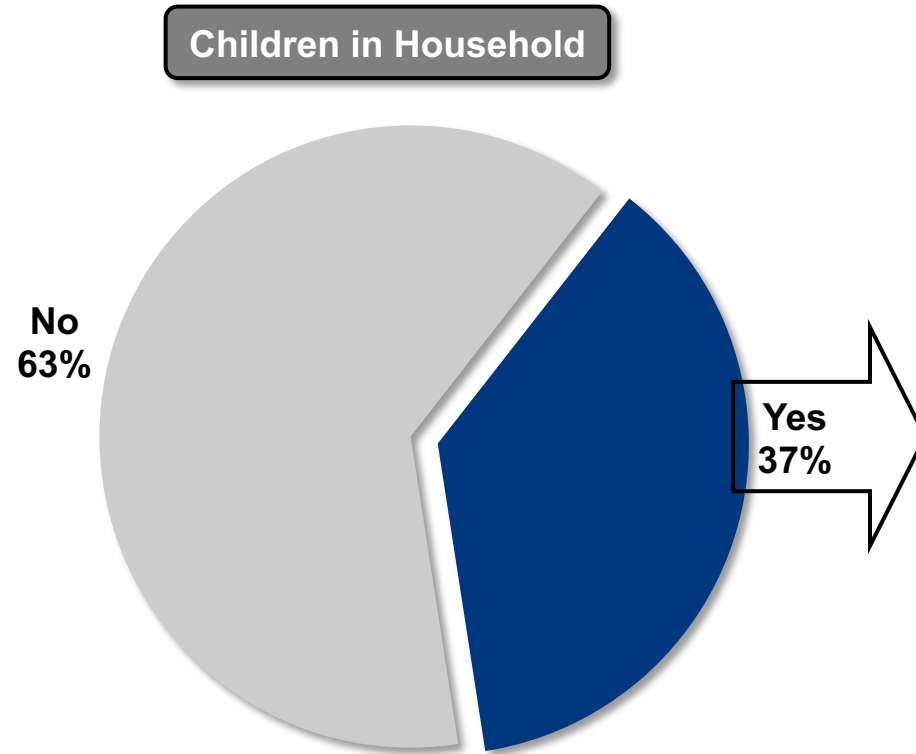
F9. Which of the following does your company budget for?

Involvement in Decision Making



Base: All respondents (2019 n=142)

Children in Household and Private School Consideration



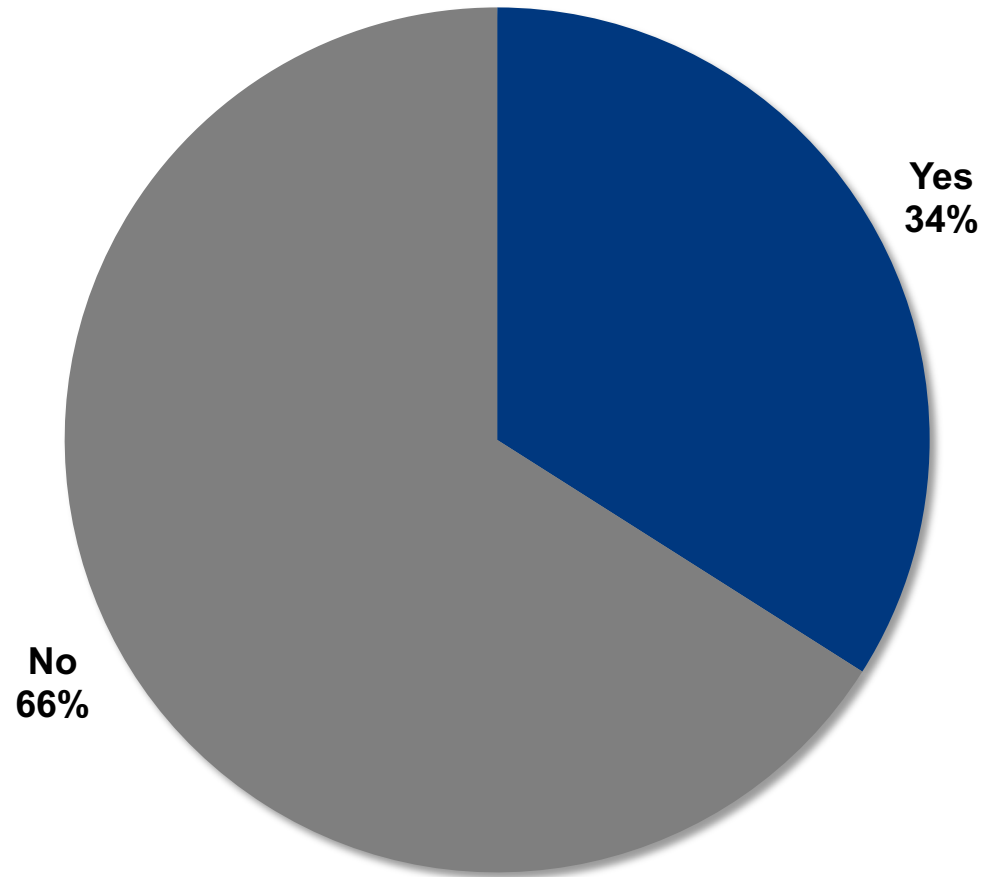
Base: All respondents (2019 n=142)

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?

© Ipsos

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?*

Plans to Enroll in Educational Programs



Base: All respondents (2019 n=142)

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

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%

Suggestions for Business in Edmonton Magazine: Selected Verbatim Commentary

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."

Base: All respondents (n=142)

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

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Game Changers

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You act better when you are sure.

**BE
SURE.
ACT
SMARTER.**

