

Readership

Statistics for Business in Calgary



Who We Are

We are one of the world's leading survey-based marketing research firms. We live and work in the largest markets and do business anywhere we're called on.

What We Do

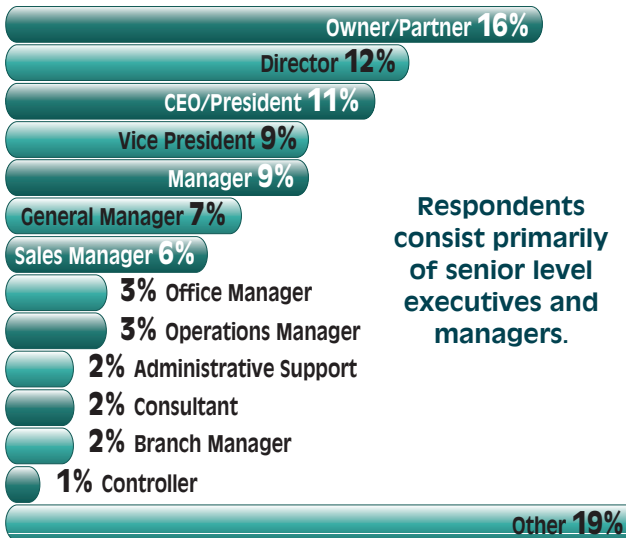
We know brands, how to develop them and how to build them. We assess market potential and interpret market trends. We help our clients build long-term relationships with their customers. We test advertising and study audience responses to various media. We measure public opinion around the globe. Visit www.angusreidstrategies.ca for more information.

Business in Calgary Readership Profile

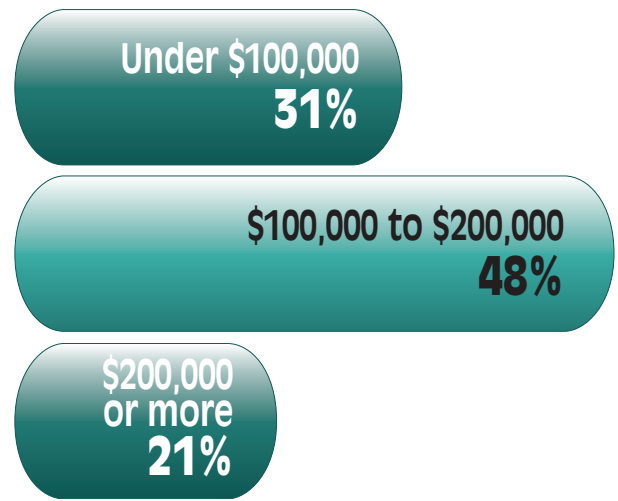
The November 2006 Angus Reid stats indicate our readers shape the corporate community. They are top ranking owners and executives, highly educated, with a higher than average income. They enjoy excellent quality products in life and don't mind spending for an active lifestyle.



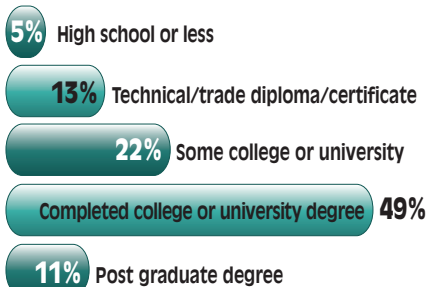
Job Title of Readers



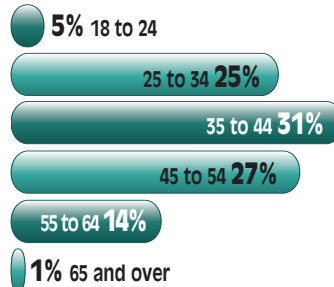
Household Income of Readers



Education of Readers



Age of Readers



Company Size



Primary Sources for Business Information

The Calgary Herald **71%**

Business in Calgary magazine **69%**

Alberta Venture **44%**

Globe and Mail **36%**

Business Edge **36%**

Calgary Inc. **36%**

Calgary Sun **30%**

National Post **23%**

Canadian Business **23%**

7% Other

Business in Calgary is the Number One Read Business Magazine.



- Business in Calgary Circulation is 33,500 monthly.
- Blanketing the business community in Calgary, Canmore and Banff.
- Direct mail to Chamber of Commerce members.
- Distributed quarterly to BOMA Members (Dec, March, June & Sept)
- Audited by CCAB Audit, a division of BPA Worldwide – 32,623 to date
- Cost per 1,000 - \$98.

Readership Survey Fast Facts

Real Estate

Just over one-third of respondents plan to purchase real estate in the next 12 months.

- 15% Recreational property such as a vacation home
- 12% Single detached house
- 11% Commercial real estate as an investment
- 9% Condominium
- 4% Townhouse

The remainder have no plans to purchase.

Travel

Over the past 12 months, Business in Calgary readers took an average of 8 business trips. The most frequently traveled destinations are (multiple mentions):

- 66% Outside Calgary but within Alberta
- 49% B.C.
- 38% Ontario
- 31% Rest of Canada
- 51% United States
- 22% other

Dining & Entertainment

- On average, readers dine out three times a week for lunch and twice a week for dinner.
- Readers fine dine for lunch or dinner, spending \$50 per person on average three times a month.
- In the past 12 months sports or charity events and trade shows have been the most popular forms of client entertainment
- 48% Sports events
- 40% Charity events
- 40% Tradeshows

Automobiles

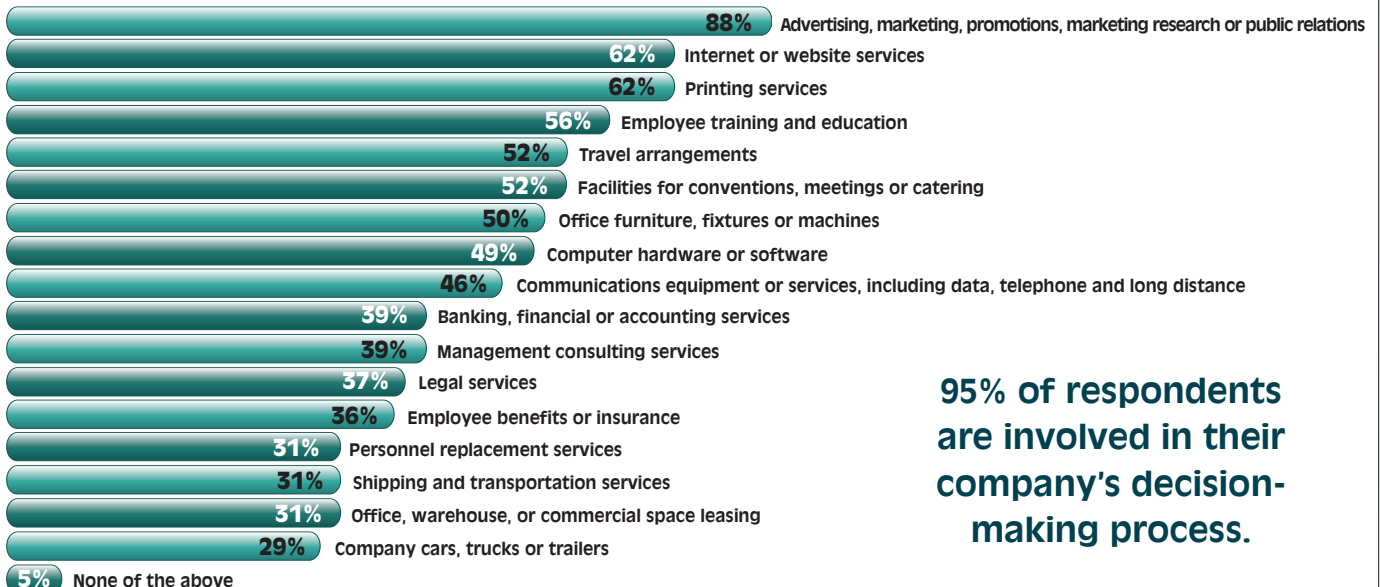
- One-third of readers plan to buy or lease a vehicle in the next 12 months
- 49% intend to purchase a sports utility vehicle
- 25% intend to purchase a luxury vehicle or sports car
- Among those planning to purchase or lease a luxury, sports car or SUV, readers expect to spend between \$30,000 and \$60,000 on their vehicle.

Golf and Fitness

Golfing and use of fitness club facilities are the services most popular among readers

- 53% participate in golfing
- 49% use fitness club facilities or services
- 32% use health spa facilities or services
- 29% participate in skiing/snowboarding

Readers Involved in the Decision-Making of the Following:



95% of respondents are involved in their company's decision-making process.