

Demographics:

They are 48% males and 52% female
82% are over 55 years-old
63% are retired
34% identify their current or former vocation as a “professional (like a doctor/lawyer, engineer)”,
16% identify their current or former vocation as an “academic/educator”
Their mean household income is \$89,759.59 (based on an upper limit of \$250,000)

They use (and keep) the magazine to help them make informed choices:

As a result of something we published: 36% visited a museum or gallery, 21% contacted a politician, 23% attended a lecture, seminar, conference or course, 18% attended a festival, 36% attended a dance, theatre or music performance, 4% purchased art, and 51% bought a book. Again, all as a result of something we published.
88% of our readers said that as a result of something we published, they discussed issues with friends and relatives.
72% keep issues for future reference. Of those, 20% keep them for a year or more.

Well-educated... phenomenally well-educated:

91% have completed some form of post-secondary education
72% have completed an undergraduate university degree and
36% have completed a post-graduate degree

Their families will also be:

29% say that someone in their immediate family will pursue post-secondary education within the next year.

They enjoy upscale incomes:

Their mean household income is \$89,759.59 (with an upper limit of \$250,000 based on the professions of our readers and Service Canada data about incomes in Alberta)
32% with incomes over \$100,000, 14 % have incomes over \$150,000.

They are well-connected word of mouthers:

88% of our readers said that as a result of something we published, they discussed issues with friends and relatives.

They are cultural consumers:

36% visited a museum or gallery, 51% bought a book as a result of something we published.
52% attend more than 6 cultural performances per year, 25% attend more than 10
70% buy more than 6 books per year
19% buy more than 20 books per year

They are conscientious consumers:

72% indicated that whether a product is produced locally influences their purchasing decision.
66% indicated that a company demonstrating social responsibility influences their purchasing decision.

But more than anything, they care about quality and price:

90% indicated the quality of the product influences their purchasing decision. 74% indicated the price of the product influences their purchasing decision

They are fiercely loyal to the magazine:

91% have been reading Alberta Views for at least 1 year, 50% have been reading Alberta Views for over 6 years, 17% have been reading the magazine 11 to 18 years!
77% spend over an hour reading each issue of the magazine. 19% spend more than 3 hours reading each issue.
72% keep issues for future reference. Of those, 33% keep them for a year or more.
92% rate Alberta Views as either “very good” or “excellent.”
51% think we’re “excellent.”

They are avid readers:

93% listed reading as a leisure pursuit
51% bought a book as a result of something we published.
70% buy more than 6 books per year
19% buy more than 20 books per year

They lead active lives:

51% list gardening as a leisure pursuit
54% list exercise
45% list the outdoors and hiking
56% list travel
45% list volunteer work

They travel a lot:

They take an average of 8 trips within Alberta every year
They take an average of 3 trips elsewhere in Canada
They take an average of 2 trips elsewhere in the world

Our reader survey was conducted in January 2016. We mailed out 2,500 surveys to a random sample of subscribers through our bonded mail house. We received 832 responses for a 33.3% response rate and a 90% confidence and a 2.5 per cent margin of error.

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