



Ipsos Reid

Dose Readership Study

Conducted by Ipsos Reid for Dose

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METHODOLOGY

For the survey, a total of 2232 Ipsos Reid panel respondents from the ages of 12 to 64 were interviewed from November 3rd to November 8th, 2005 via an on-line survey vehicle from the five CMA markets that Dose is distributed. Within each CMA age and gender quotas were adhered to so that the sample reflects the actual composition of these populations according to updated 2001 Canada census data. The total readership projection number has also been weighted by CMA population and age census data.

SUMMARY OF STUDY

According to a recent Ipsos Reid survey conducted on behalf of Dose, Dose's readership projection figures are off to a strong start with approximately a quarter million (249,000) daily readers –which based on daily pick-up numbers of 140,000 translates into about 1.8 readers per copy.

The study also revealed that Dose penetration is strong among young adults, as:

- Thirteen percent of 18-34 year olds say they read Dose on a weekly basis; and
- Nearly one in ten (7%) 18-24 year olds say they read it on a daily basis.

Six in ten (60%) respondents answer “yes” when asked if they have ever seen, read or heard about the magazine Dose - 71% among 18-34 year olds.

Further, many respondents to the survey describe Dose as a “youth-oriented” (43%) and “hip” (32%) publication that “gives readers the information they need” (15%).

Over a third of readers (35%) are reading the publication three or more times per week.

Web site results were also positive, showing that among Dose.ca users, 40% visit the site once a week or more.

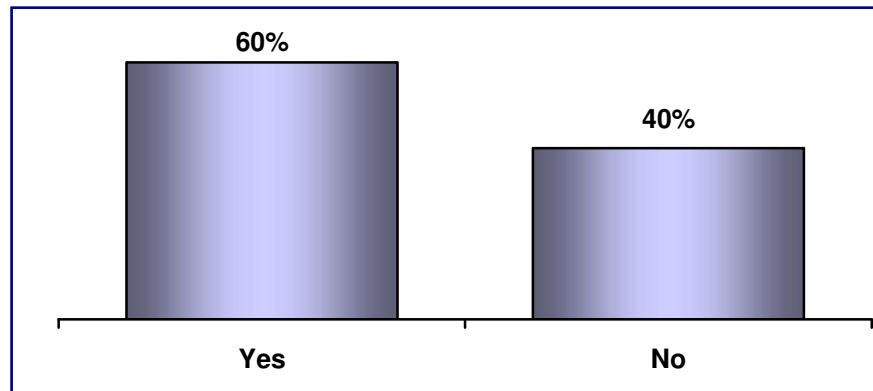
DETAILED FINDINGS

1. AWARENESS OF DOSE...

Six in ten (60%) of all the respondents answer “yes” when asked if they have ever seen, read or heard about the magazine Dose.

1. Awareness Of Dose

Of All Respondents



Question: “Have you ever seen, read, or heard about a daily magazine available in your city called ‘Dose’?”
Base=2232

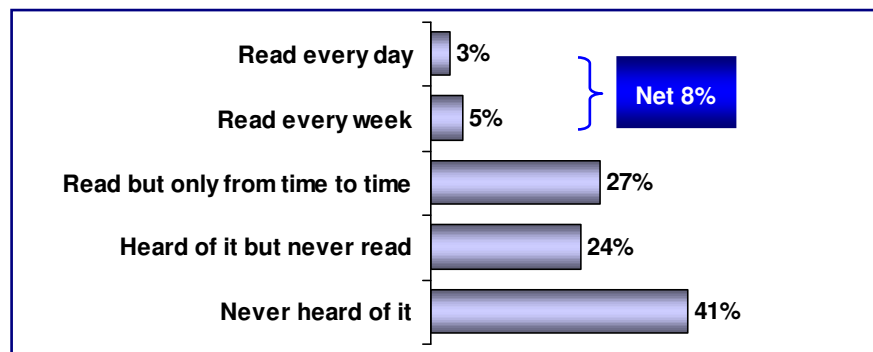
Awareness of Dose is particularly salient among younger adults aged:

- 18-24 years old (76% in this age group indicate awareness of Dose); and
- 18-34 years old (71%).

When asked to rate their familiarity with Dose, 3% claim to read the magazine “every day” and an additional 5% claim to read it “every week”.

2. Familiarity With Dose

Of All Respondents



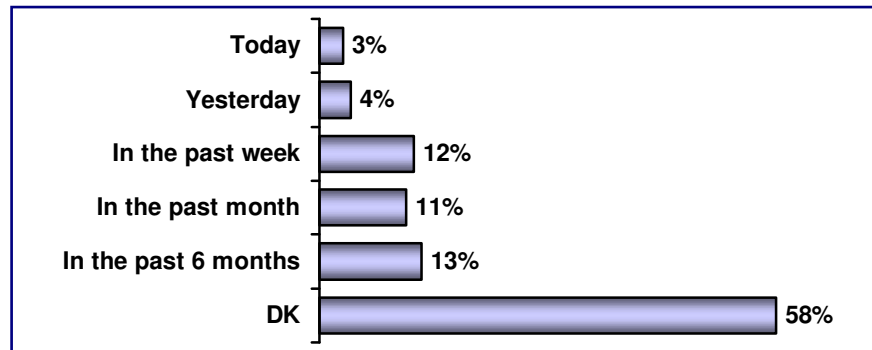
Question: “Which best describes your familiarity with the following newspapers and magazines: Dose?”
Base=2232

- 13% of 18-34 year olds read Dose on a weekly basis; and
- 7% of 18-24 year olds read it on a daily basis.

2. LAST READ OR LOOKED AT DOSE? FOUR PERCENT OF ALL RESPONDENTS SAY "YESTERDAY" – RESULTING READERSHIP PROJECTION OF 249,000...

Four percent of all respondents say that they last read or looked at Dose magazine "yesterday".

3. Readership Of Dose Of All Respondents



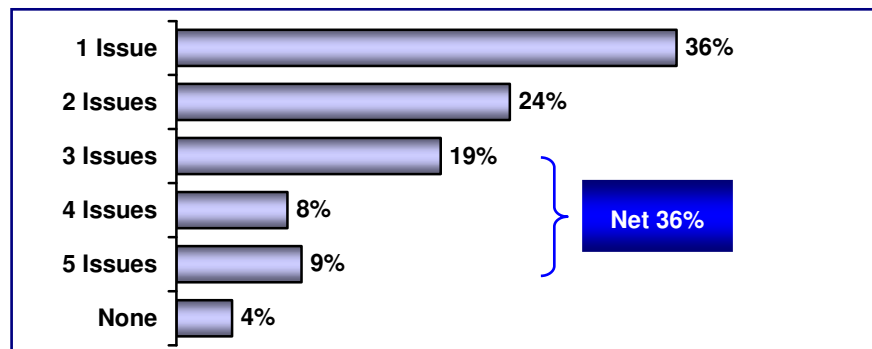
Question: "When did you last read or look at the daily magazine called Dose?"
Base=2232

Based upon the 4% of all respondents that answered they last read Dose "yesterday", readership projections are calculated at approximately 249,000 – with 140,000 issues picked up per day, this translates into approximately 1.8 readers per copy of Dose.

3. READERSHIP AMONG WEEKLY READERS...

Among those who say they have last read Dose within the past week, 36% say they have read three or more of the past five issues.

4. Frequency Of Readership Of Dose Of Weekly Readers Of Dose



Question: "Thinking about the last 5 Monday to Friday issues of Dose magazine. How many of the last five Monday to Friday issues of Dose magazine did you happen to read or look into?"
Base=389

4. MANY DESCRIBE DOSE AS "YOUTH-ORIENTED" (43%) AND "HIP" (32%)...

When those who have heard of Dose are asked to pick from a list of adjectives or descriptors which ones they would use to describe Dose, a strong majority (83%) choose "free". However, good proportions of the respondents also point to other terms, such as: "youth-oriented" (43%); "hip" (32%); "concise" (18%), and "gives readers the information they need" (15%).

Table 1. Dose Brand Associations

Of Those Who Have Heard Of Dose Respondents

Descriptor	%
Free	83
Youth-oriented	43
Hip	32
Concise	18
Gives readers the information they need	15
Connected to its readers	14
Allows readers to contribute to content	13
Well written	12
Reflects its readers' views	11

Q: And from what you may have seen, read or heard, which of the following words or phrases would you choose to describe Dose...

Base: 1329

3. SIX PERCENT HAVE VISITED "DOSE.CA"...

Six percent of respondents say "yes" they have visited the online version of Dose magazine at 'www.dose.ca'.

5. FORTY PERCENT OF DOSE.CA USERS VISIT THE SITE ONCE A WEEK OR MORE...

Of those who have visited Dose.ca, 40% claim to visit the site once a week or more. Fifty-nine percent of users say they visit the site less often than this.

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For more information on this news release, please contact:

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TOP LINE TABLES

Have you ever seen, read, or heard about a daily magazine available in your city called 'Dose'?

	Total	12-17	18-24	25-34	35-44	45-54	55-64
Base: All respondents	2232	268	179	350	390	462	583
Yes	1329 60%	138 52%	137 76%	238 68%	258 66%	267 58%	289 50%
No	903 40%	129 48%	43 24%	111 32%	132 34%	194 42%	294 50%

Which best describes your familiarity with the following newspapers and magazines: Dose?

	AGE						
	Total	12-17	18-24	25-34	35-44	45-54	55-64
Base: All respondents	2232	228	183	357	398	471	595
Read Every Day	61 3%	8 3%	13 7%	7 2%	14 4%	7 1%	12 2%
Read Every Week	116 5%	17 6%	19 10%	29 8%	21 5%	20 4%	12 2%
Read But Only From Time To Time	595 27%	63 23%	58 32%	118 34%	118 30%	116 25%	123 21%
Heard of it but never read	539 24%	49 18%	45 25%	82 23%	106 27%	122 27%	135 23%
Never Heard of It	909 41%	129 48%	44 25%	113 32%	132 34%	194 42%	296 51%
Don't know	11 0%	2 1%	0 -	0 -	0 -	2 0%	7 1%

When did you last read or look at the daily magazine called Dose?

	Total
Base: All respondents	2232
Today	59 3%
Yesterday	81 4%
In the past week	259 12%
In the past month	251 11%
In the past six months	285 13%
Don't know	1296 58%

And from what you may have seen, read or heard, which of the following words or phrases would you choose to describe Dose...

	Total
Base: Those Who Have Heard of Dose	1329
Free	1109 83%
Youth-oriented	566 43%
Hip	423 32%
Concise	237 18%
Gives readers the information they need	202 15%
Connected to its readers	184 14%
Allows readers to contribute to content	177 13%
Well written	164 12%
Reflects its readers' views	151 11%
Other mentions	25 2%
Don't know/ not sure	17 1%

Dose produces an online version of their magazine that people can view at www.dose.ca. Have you ever seen, read or visited this website?

	Total
Base: All respondents	2232
Yes	133 6%
No	2099 94%

In an average week how many days do you visit www.Dose.ca?

	Total
Base: Seen, read or visited website	133
Less than once a week	79 59%
Once a week	21 16%
Twice a week	14 11%
Three days a week	6 5%
Four days a week	4 3%
Five days a week	3 2%
Six days a week	3 2%
Seven days a week	2 1%

Thinking about the last 5 Monday to Friday issues of Dose magazine. How many of the last five Monday to Friday issues of Dose magazine did you happen to read or look into?

	Read In Past week
Base: Read Dose	387
1 Issue	139 36%
2 Issues	95 24%
3 Issues	76 19%
4 Issues	29 8%
5 Issues	35 9%
None	16 4%
Dk/Ns	0 -



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