



**Ipsos Reid**

## Dose Readership Study Wave 2, February 2006

*Conducted by Ipsos Reid for Dose*

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## **SUMMARY OF STUDY**

Dose has shown strong readership growth, boosting its total readership figures among 12-64 year olds 8% compared to last quarter.

With an estimated daily readership of 292,000 Canadians aged 12 and over, this study shows that Dose is reaching its core demographic of youth across Canada, with 72% of 18-34 year olds stating they were aware of the magazine and 8% stating they read the magazine just yesterday.

And it appears that Dose is reaching a urban-minded audience, as strong majorities of Dose readers say they consider themselves open minded, intelligent, and educated.

## **METHODOLOGY**

For the survey, a total of 2369 Ipsos Reid panel respondents from the ages of 12 and over were interviewed from January 24<sup>th</sup> to January 28<sup>th</sup>, 2006 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.

## DETAILED FINDINGS

### 1. AWARENESS OF DOSE BY AGE GROUP...

Awareness of Dose is highest among those age 18-24, as eight in ten (79%) in this age group say they have either read or are aware of the publication. Among 18-34 year olds, cumulative awareness sits at 72%.

### 2. DAILY READERSHIP OF DOSE...

When asked if they had happened to read or look into yesterday's issue of Dose magazine either at home or somewhere else, 4% of all respondents answered "yes".

- Among 18-34 year olds, 8% answered they had either read or looked into yesterday's issue of Dose.
- Readership is slightly higher among men than women (6% vs. 3%).

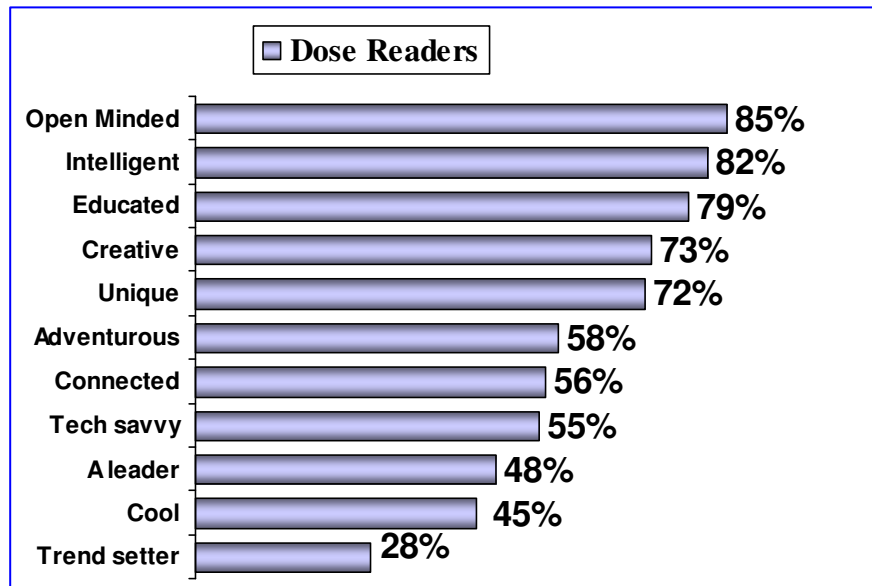
In order to calculate daily readership projections, the incidence of "read yesterday" was applied to the population of each city accounting for age and gender, and an aggregate overall number was generated. According to this survey, estimated daily readership is 292,000 age 12 and over.

Among those age 12-64, readership has risen 8% from the November 2005 readership study and now sits at 270,423.

### 3. HOW DOSE READERS DESCRIBE THEMSELVES...

When asked a series of characteristic questions, strong majorities of Dose readers say they consider themselves open minded, intelligent, and educated.

**Figure 1. Dose Readers Self-Described Characteristics**  
(Answering “4” or “5” on a 1-5 Scale)



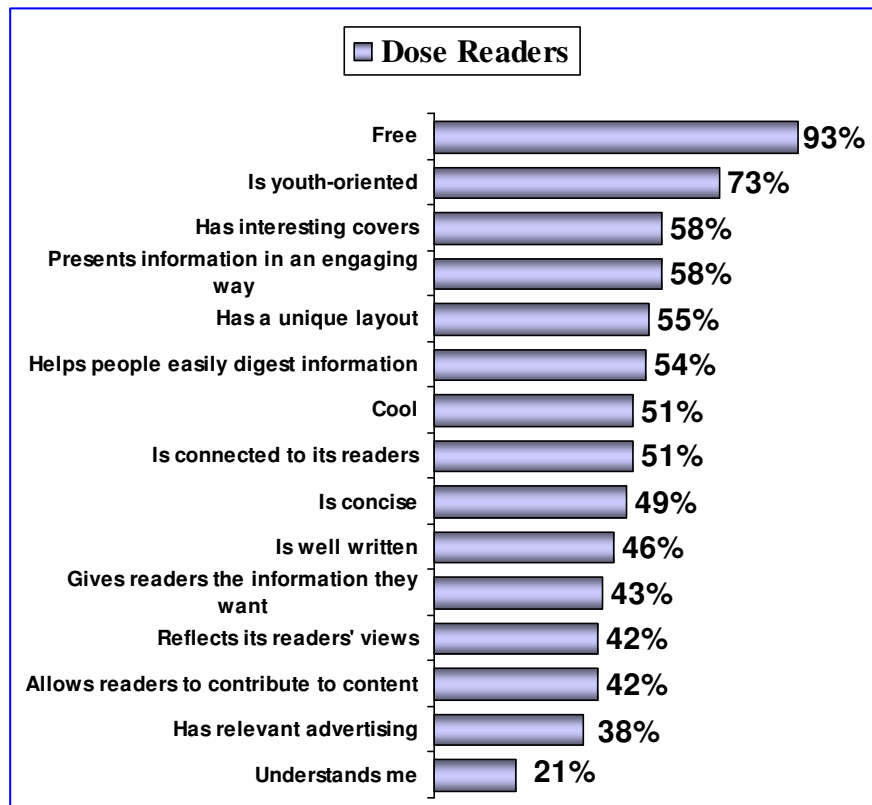
How well does each of the following words or phrases describe you, where 1 means not at all and 5 means describes completely

Base: Read Dose in past week n = 189

#### 4. AND HOW THEY DESCRIBE DOSE

The top two characteristics with which Dose readers would use to describe Dose are “free” and “youth-oriented”.

**Figure 2. How Dose Readers Describe Dose**  
(Answering “4” or “5” on a 1-5 Scale)



And from what you may have seen, read or heard, please indicate how much each of the following words or phrases describes Dose where 1 means not at all and 5 means describes completely.

Base: Read Dose in past week n = 189

## 5. DOSE READERS TEND TO SPEND MORE TIME ON-LINE AND LESS TIME WATCHING TV THAN OTHERS...

In an week, Dose readers tend to spend more time, on average, using the Internet or taking public transit than do respondents as a whole. And Dose readers tend to spend less time watching TV than others.

**Table 1. Behavioural Traits Of Dose Readers**

	Mean In Minutes (Excl. 0)		
	All Respondents	Dose Readers	Difference
Online/On the Internet	971	1066	95
Watching TV	962	829	-133
Listening to the radio	696	711	15
Taking public transit	349	496	147
Reading News Papers	233	238	5
Reading Magazines	152	204	52

In an average week home much time do you spend...

-30-

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For full tabular results, please visit our website at [www.ipsos.ca](http://www.ipsos.ca). News Releases are available at: <http://www.ipsos-na.com/news/>

**Did you, yourself happen to read or look into yesterday's issue of Dose magazine either at home or somewhere else?**

	Total
Base: All respondents	2369
Weighted	2369
Yes	92 4%
No	392 17%
(Dk/Ns)	1885 80%

**(Dose) Which best describes your familiarity with the following newspapers and magazines?**

	Total	12-17	18-24	25-34	35-44	45-54	55-64	65+
Base: All respondents	2369	250	179	357	431	477	491	184
Weighted	2369	284	174	349	424	473	482	183
<b>Dose</b>								
Read in the past week	187 8%	22 8%	35 20%	37 11%	44 10%	22 5%	24 5%	3 2%
Read in the past 3 months	297 13%	27 10%	39 22%	55 16%	69 16%	63 13%	34 7%	10 5%
Read more than 3 months ago	218 9%	12 4%	27 15%	44 13%	53 12%	39 8%	35 7%	8 5%
Heard of it but never read it	592 25%	67 24%	38 22%	99 28%	104 25%	128 27%	111 23%	45 24%
Never heard of it	963 41%	141 49%	25 14%	101 29%	143 34%	197 42%	250 52%	107 58%
Don't know	112 5%	16 6%	11 6%	14 4%	10 2%	24 5%	28 6%	10 6%
<b>Summary</b>								
Read in the past 3 months	484 20%	49 17%	73 42%	92 26%	114 27%	85 18%	58 12%	13 7%
Read more than 3 months ago/Heard but never read	810 34%	79 28%	65 37%	143 41%	157 37%	167 35%	146 30%	53 29%

**Not including today's issue, how many of the last five Monday to Friday issues of Dose magazine did you happen to read or look into?**

	Total	AGE						
		12-17	18-24	25-34	35-44	45-54	55-64	65+
Base: All respondents	2369	250	179	357	431	477	491	184
Weighted	2369	284	174	349	424	473	482	183
1 Issue	124 5%	12 4%	17 10%	26 7%	26 6%	26 5%	15 3%	1 1%
2 Issues	78 3%	7 2%	11 6%	14 4%	16 4%	19 4%	12 3%	0 -
3 Issues	53 2%	9 3%	12 7%	8 2%	13 3%	8 2%	3 1%	1 1%
4 Issues	20 1%	6 2%	2 1%	4 1%	3 1%	1 0%	3 1%	1 1%
5 Issues	23 1%	1 0%	4 2%	7 2%	7 2%	2 0%	3 1%	0 -
None	187 8%	14 5%	28 16%	34 10%	49 12%	30 6%	22 5%	10 5%
(Dk/Ns)	1885 80%	235 83%	101 58%	257 74%	310 73%	388 82%	424 88%	170 93%

**How well does each of the following words or phrases describe you, where 1 means not at all and 5 means describes completely.**

	Answering 4 or 5	
	Total	Dose Readers
Base: All respondents	2369	189
Weighted	2369	187
Cool	765 32%	85 45%
Adventurous	1023 43%	108 58%
A leader	1022 43%	89 48%
Tech savvy	812 34%	102 55%
Intelligent	1770 75%	153 82%
Educated	1676 71%	148 79%
Trend setter	368 16%	51 28%
Connected	979 41%	105 56%
Creative	1334 56%	136 73%
Unique	1309 55%	135 72%
Open Minded	1763 74%	159 85%
(Dk/Ns)	186 8%	11 6%



**And from what you may have seen, read or heard, please indicate how much each of the following words or phrases describes Dose where 1 means not at all and 5 means describes completely.**

Answering 4 or 5		
	Total	Dose
Base: Aware of Dose	1304	189
Weighted	1294	187
Cool	293 23%	96 51%
Is youth-oriented	556 43%	136 73%
Has interesting covers	368 28%	109 58%
Free	868 67%	174 93%
Understands me	104 8%	40 21%
Has a unique layout	319 25%	103 55%
Has relevant advertising	214 17%	71 38%
Is well written	231 18%	87 46%
Gives readers the information they want	239 18%	80 43%
Allows readers to contribute to content	233 18%	79 42%
Presents information in an engaging way	320 25%	109 58%
Is connected to its readers	268 21%	95 51%
Reflects its readers' views	243 19%	78 42%
Helps people easily digest information	329 25%	101 54%
Is concise	299 23%	92 49%
None of the above	369 29%	6 3%