

The Rialto

Findings from the 2012 Subscriber Survey
(223 printed questionnaires returned by post, 133 submitted online)

Where direct comparisons with the 2007 survey are available, the higher figure has been highlighted by boldface type.

1. Length of subscription

2012		2007	
1-3 years	39%	1-3 years	45%
4-6 years	21%	4-6 years	21%
6-10 years	13%	6-10 years	18%
Over 10 years	27%	Over 10 years	15%

61% have subscribed for four years or longer in 2012.

54% had subscribed for four years or longer in 2007.

2. Other poetry magazines

In 2012 (printed questionnaires), 82% of respondents reported subscribing to other poetry magazines (98 titles mentioned). 23% of respondents reported buying other poetry magazines. This is slightly down from 2007, when **84%** of respondents reported buying or subscribing to **128** other poetry magazines. Magazines mentioned more than 10 times for subscription are as follows:

2012 (print)	97	2012 (web)	43	2007	109
<i>Poetry Review</i>	97	<i>Poetry Review</i>	43	<i>Poetry Review</i>	109
<i>Smiths Knoll</i>	50	<i>The Rialto</i>	33	<i>Smiths Knoll</i>	75
<i>Poetry London</i>	45	<i>Poetry London</i>	28	<i>Poetry London</i>	58
<i>The North</i>	40	<i>Magma</i>	24	<i>The North</i>	47
<i>Magma</i>	39	<i>Mslexia</i>	21	<i>Acumen</i>	38
<i>Acumen</i>	20	<i>The North</i>	19	<i>Magma</i>	38
<i>Mslexia</i>	19	<i>PN Review</i>	18	<i>Envoi</i>	27
<i>The Interpreter's House</i>	15	<i>Smiths Knoll</i>	11	<i>Mslexia</i>	27
	15			<i>Ambit</i>	25
<i>PN Review</i>	15			<i>PN Review</i>	21
<i>Tears in the Fence</i>	15				
<i>Agenda</i>	14				
<i>The Dark Horse</i>	14				

Magazines mentioned most frequently for buying (not subscribing) in 2012 are:

<i>Magma</i>	6	<i>Iota</i>	4
<i>The North</i>	6	<i>Poetry London</i>	4
<i>Ambit</i>	4		

3. Writing and publishing poetry

In 2012 (printed questionnaire), 94% of subscribers indicated that they write poetry themselves, and 83% of them have published poetry. In the web questionnaire, 96% were writers, but only 81% of them have been published. Both of these contrast with 2007, when only 92% of subscribers wrote poetry themselves, but 87% of them had published their work. The places in which they have published poetry are as follows:

2012 (print)		2012 (web)		2007	
Magazines	76%	Magazines	83%	Magazines	87%
Anthologies	56%	Anthologies	58%	Anthologies	65%
Collections	32%	Pamphlets	25%	Pamphlets	33%
Pamphlets	27%	Collections	22%	Collections	31%

4. Where subscribers read poetry

In 2012 (print questionnaire), given the choice between 'In Print', 'On a tablet', and 'On your computer', subscribers overwhelmingly chose 'In Print' (94%).

First choice:	In print (books, magazines, and pamphlets)	94% (217)
First choice:	On your computer (websites, etc.)	5% (12)
First choice:	On a tablet (Kindle, iPad, etc.)	1% (3)

In total, 71% (159 people) read poetry on a computer, while 31% (70 people) read poetry on a tablet. Reading on a computer was by far the second most popular way of reading poetry (55%, 129 people). Even amongst the 70 people who read poetry on a tablet, approximately 75% still preferred to read on a computer.

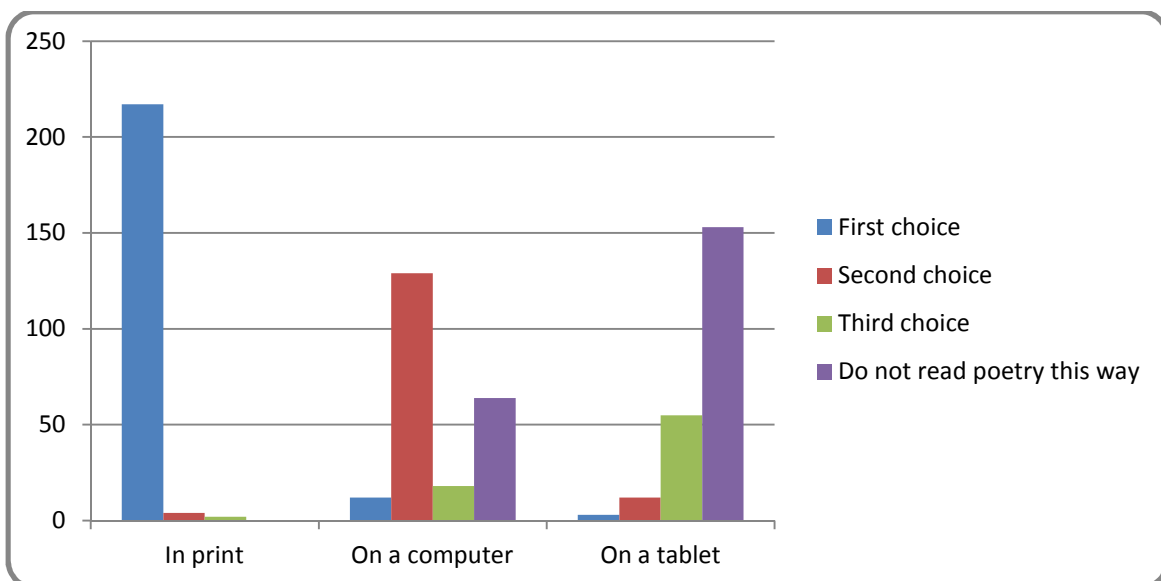


Figure 1. 2012 printed questionnaire

Results from the 2012 web questionnaire were calculated differently, because respondents were not asked to rank the three choices—they were simply asked “How do you read poetry?” **99%** of them chose ‘In print’, **74%** chose ‘On your computer’, and **22%** read ‘On a tablet’. While it is unsurprising that people who answered the internet version of a survey are more likely to read poetry on a computer, there were also three respondents who wrote that they use their mobile phones as well.

5. How subscribers keep in touch with current events in poetry

Respondents to both the print and web survey of 2012 could choose any number of the eight options below. As might be expected from the responses in section 4 above, print sources heavily outweigh electronic sources (apart from email newsletters) for the paper version of the survey. On the other hand, Twitter and Blogs jumped to second and third place for the web respondents, and Facebook is more popular than both email and printed newspapers.

2012 (print)		2012 (web)	
Poetry magazines	89%	Poetry magazines	74%
Literary magazines	57%	Twitter	67%
Newspapers	53%	Blogs	66%
Email newsletters	50%	Literary magazines	64%
Facebook	24%	Facebook	59%
Blogs	19%	Email newsletters	49%
Twitter	8%	Newspapers	44%
RSS feeds	3%	RSS feeds	7%

6. How subscribers purchase poetry

Respondents to the 2012 printed questionnaire were asked to rank seven purchasing options in order. Amazon.co.uk was the clear first-choice winner, but the combined second and third choices for other options show that independent book stores and poetry readings are also popular sources for poetry purchases.

Option	First choice
www.amazon.co.uk	26%
Independent book stores	20%
At poetry readings and events	20%
Online direct from publisher	13%
Waterstone’s and other chains	13%
Other book websites	7%
www.inpress.co.uk	1%

10% of subscribers wrote in PBS as an alternative option.

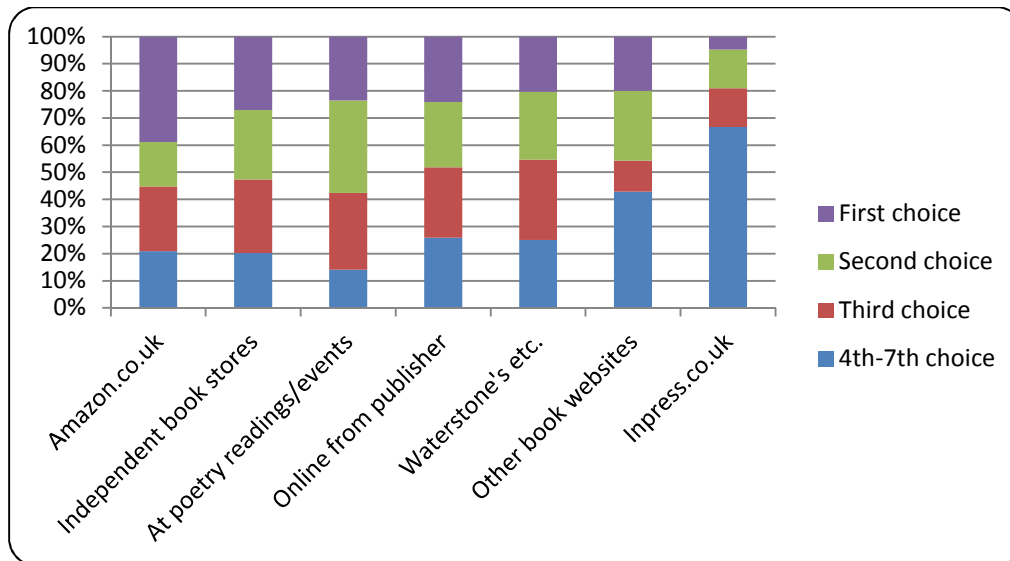


Figure 2. 2012 printed questionnaire

As in Section 4 above, results for the 2012 web survey are calculated differently because respondents were simply asked to tick all relevant options as appropriate. The percent of respondents who use each of the methods is as follows:

Option	Percentage
www.amazon.co.uk	71%
Independent book stores	61%
At poetry readings and events	57%
Online direct from publisher	49%
Waterstone's and other chains	45%
Other book websites	18%
www.inpress.co.uk	7%

7. Which newspapers subscribers read

84% of subscribers also read newspapers. Of the 34 newspapers mentioned, the titles listed by more than ten subscribers include:

<i>The Guardian</i>	140
<i>The Observer</i>	38
<i>The Times</i>	33
<i>The Independent</i>	24
<i>The Telegraph</i>	17

8. Opinions about *The Rialto*

On a scale of 1 to 6, where 1 is 'Agree' and 6 is 'Disagree', 76% of subscribers agree that *The Rialto* gives a good overview of poetry today (1-2), 21% are neutral (3-4), and 3% disagree with the statement (5-6). This question was not asked in 2007 or on the web.

In 2012, **91%** of subscribers agreed that *The Rialto* is good value for money (1-2), 8% were neutral (3-4), and 1% disagreed with the statement (5-6). This is an improvement on the 2007 survey, where 85% of respondents agreed or agreed strongly with the same statement.

In 2012, 135 respondents (61%) left a comment. 79% were positive, with the majority of subscribers expressing their delight with the layout and production values of the magazine.

9. Demographics

Age:

2012 (print)		2012 (web)		2012 (combined)		2007	
						Under 16	1 person
16-24	2%	16-24	12%	16-24	6%	16-24	1 person
25-44	11%	25-44	50%	25-44	25%	25-44	21%
45-64	47%	45-64	33%	45-64	42%	45-64	45%
65+	40%	65+	5%	65+	27%	65+	33%

Comparing the 2012 print questionnaire with the data from 2007, it appears that the magazine's readership is growing older (fewer '25-44's, more '65+'s). However, the inclusion of 2012 web responses alongside the print responses suggests that this is not actually the case. In aggregate, the 2012 respondents are in fact slighter younger than those from 2007.

Ethnic origin (2012 print)

White British	183	(82%)
White Other	16	(7%)
Abstentions	15	(7%)
White Irish	6	(3%)
Mixed other	2	(1%)
Other	1	

N.B. Ethnic origin was not recorded in the 2012 web survey.

Ethnic origin (2007)

White British	254	(85%)
White Other	23	(8%)
White Irish	9	(3%)
Abstentions	7	(2%)
Mixed White/Asian	1	
Indian	1	
Pakistani	1	
Asian or Asian British Other		1
Mixed White/Black Caribbean		1

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