

# Room Magazine Readers' Survey 2016 RESULTS

Number of respondents (N) = 246

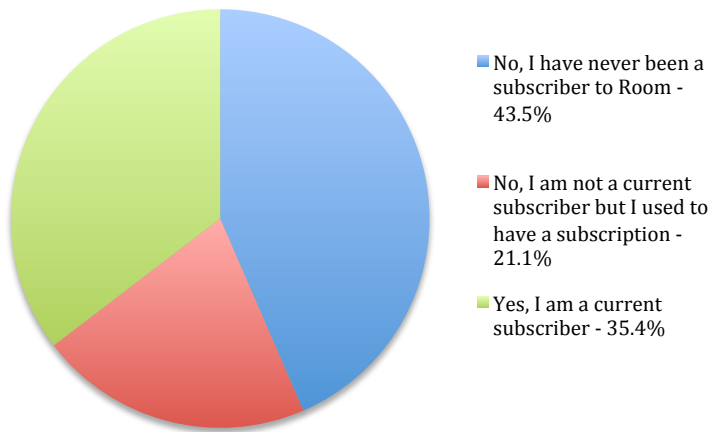
Subscribers (past and current): n=139 / Non-Subscribers: n=107

Prepared by Meghan Bell, Publisher, May 2016  
 publisher@roommagazine.com

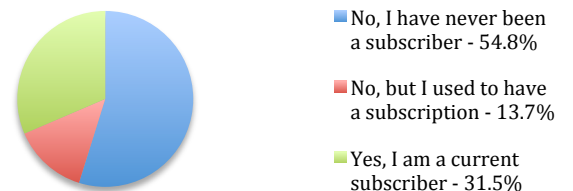
In some cases, we split the data into subscribers and non-subscribers, and into two groups based on age (due to calls for more age diversity later in the survey). This is in order to better understand our readership and take steps to improve.

## PART ONE – Subscribers / Print Magazine

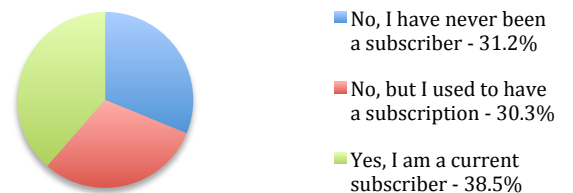
### 1. Do You Subscribe to Room? N=246



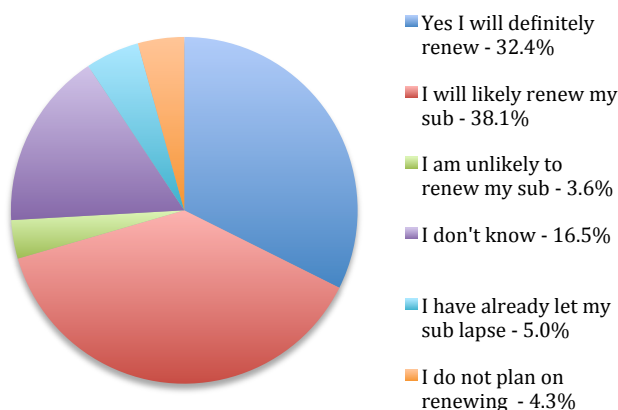
### 1a. Do You Subscribe to Room? 39 & Younger, N=124



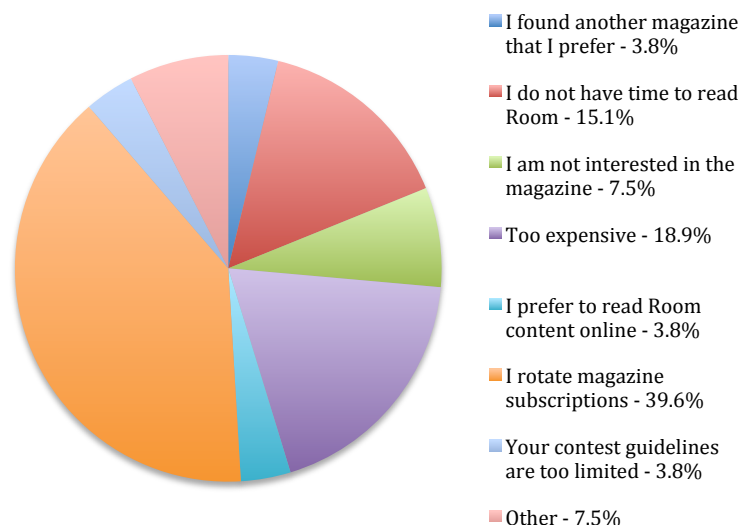
### 1b. Do You Subscribe to Room? 40 And Older, N=109



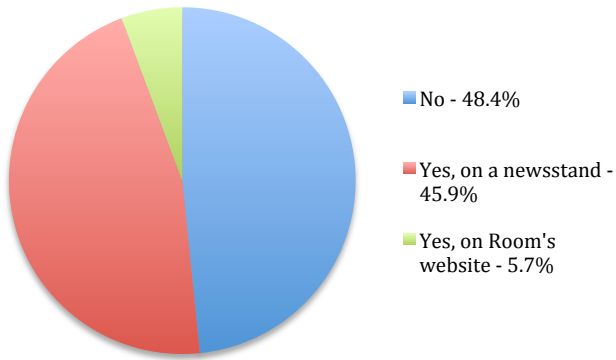
### 2. Will you renew your subscription? (Including via a contest). N = 139



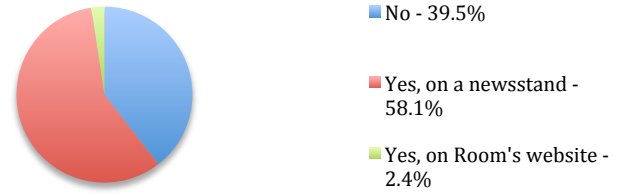
### 3. Why are you unlikely to renew your subscription, or why did you let it lapse? N=53



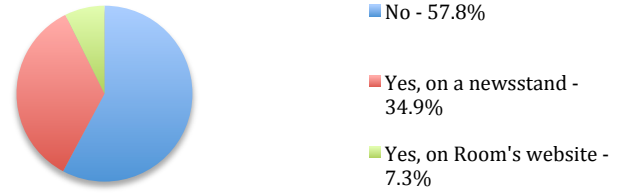
**4. Have you ever purchased a single issue / back issue of Room? N=246**



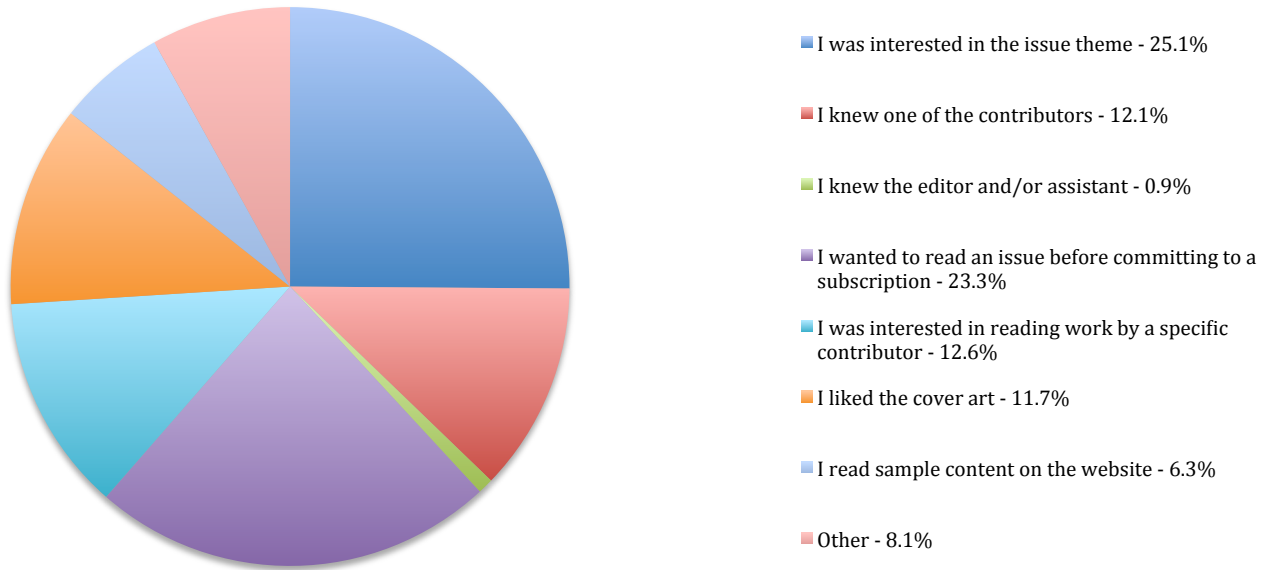
**4a. Have you ever purchased a single issue / back issue? 39 And Younger, N=124**



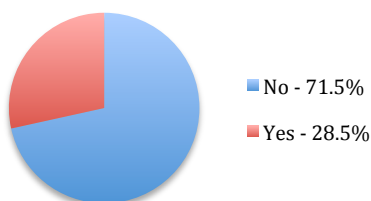
**4b. Have you ever purchased a single issue / back issue? 40 And Older, N=109**



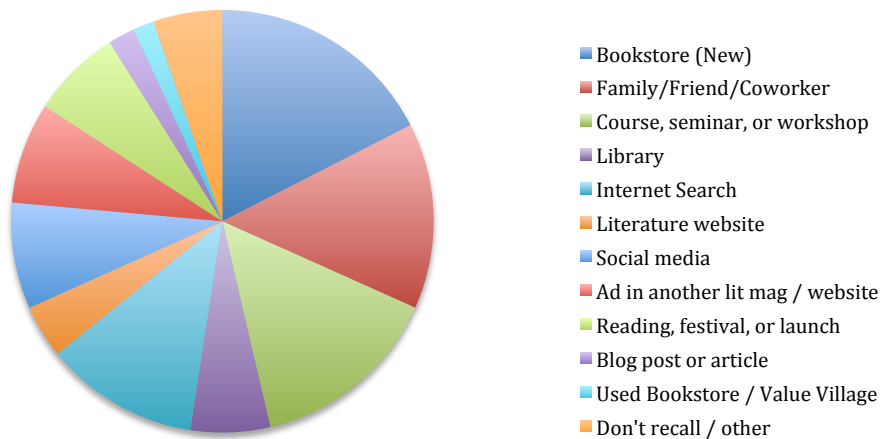
**5. What were your reasons for buying a single issue?**



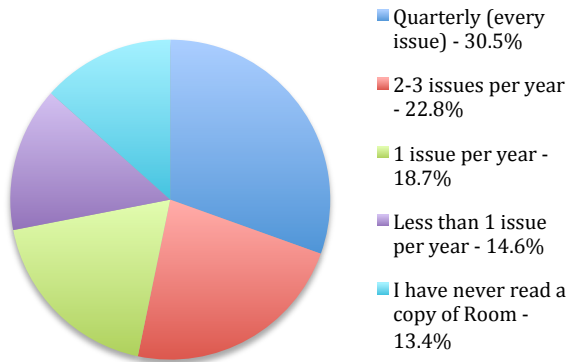
**6. Have you ever read an issue of Room at a library? N=246**



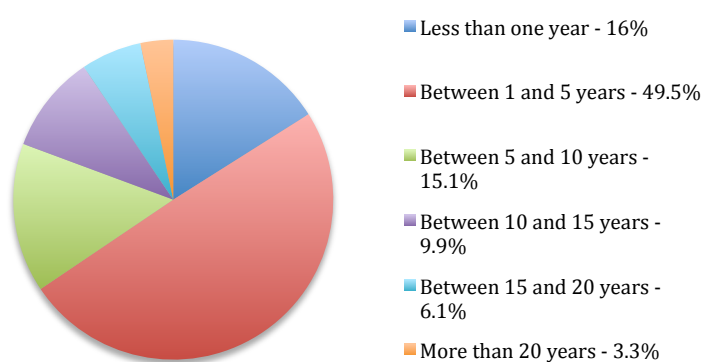
**7. Where did you first discover Room? N=246**



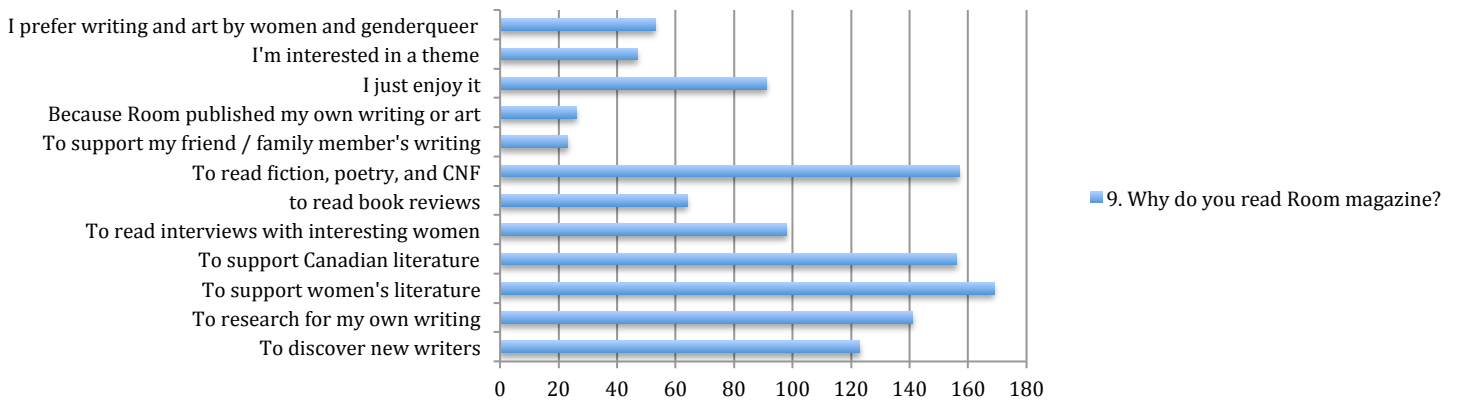
### 8. How frequently do you read print copies of Room?



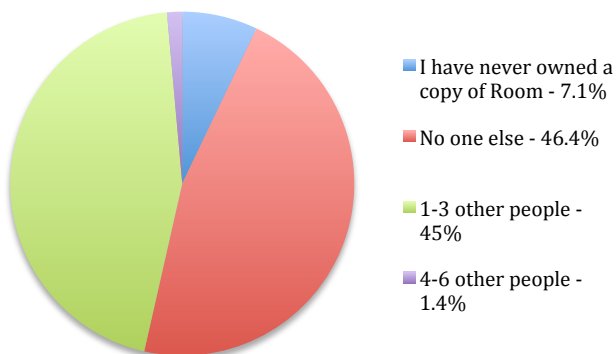
### 10. How long have you been reading Room magazine? N=212



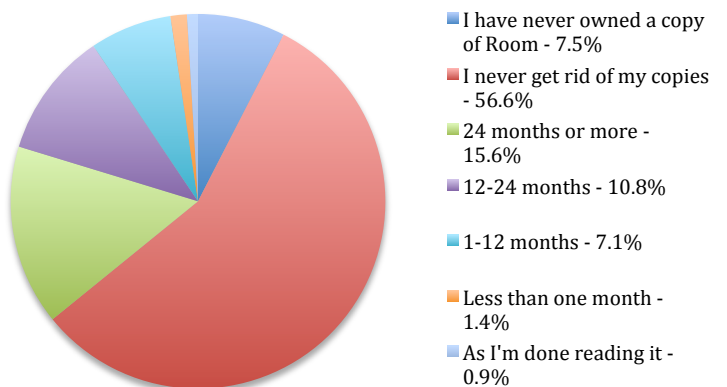
### 9. Why do you read Room magazine?



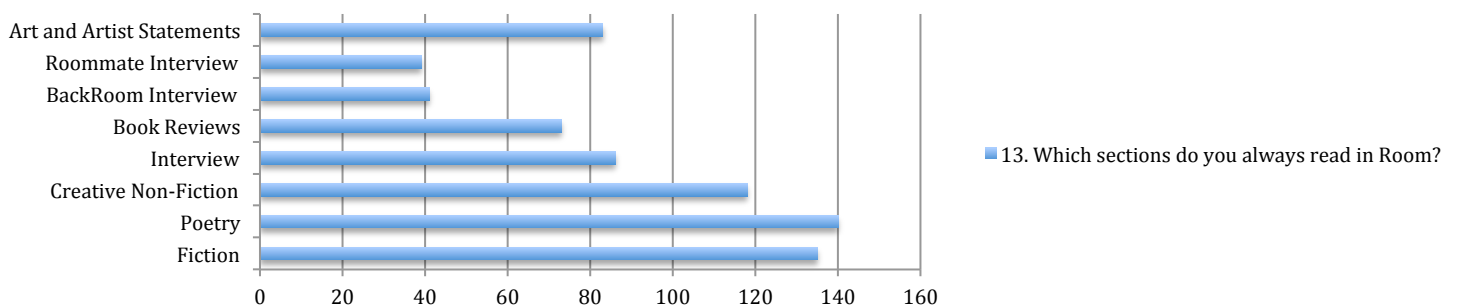
### 11. Typically how many people read your copies of Room besides you? N=211



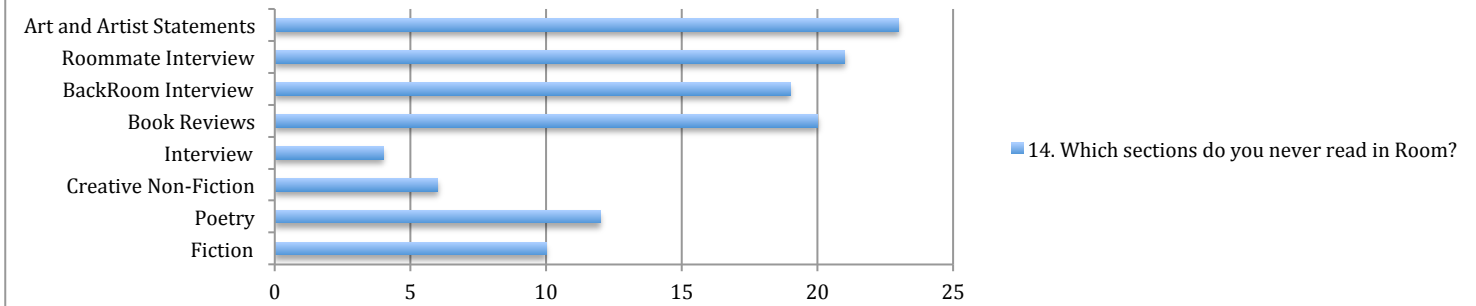
### 12. How long do you save a copy of Room? N=212



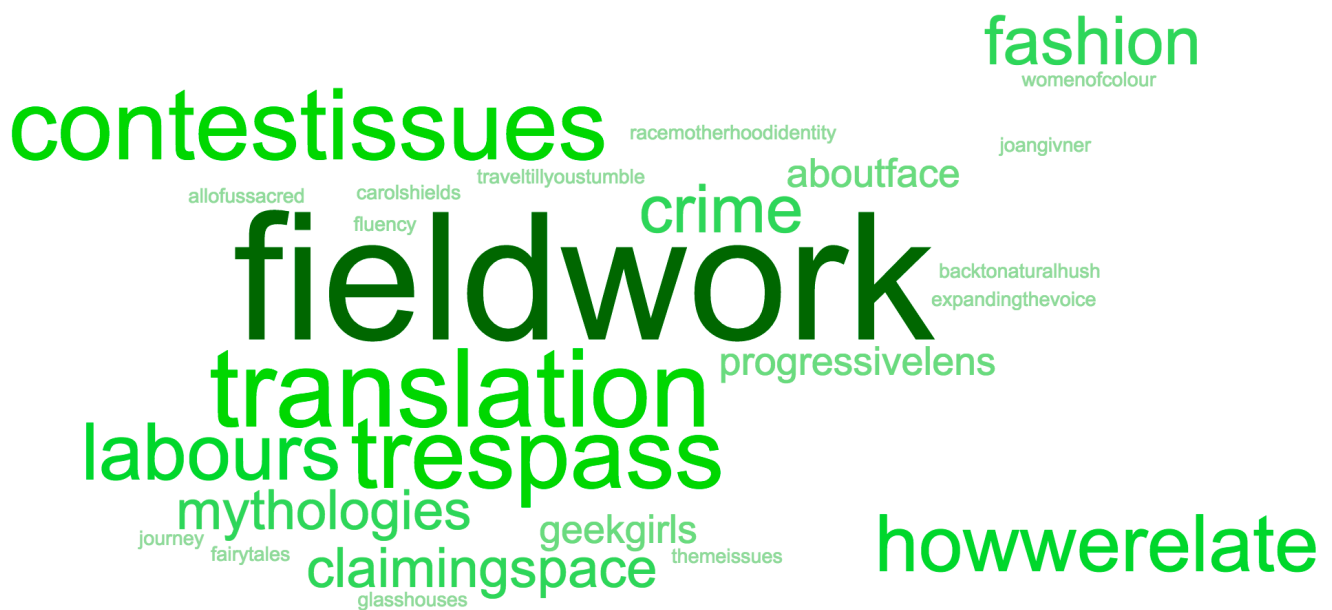
### 13. Which sections do you always read in Room?



#### 14. Which sections do you never read in Room?



15. Of all the issues you've read, which one did you enjoy the most? (Note that the survey was conducted when Fieldwork was on newsstands and the most recently mailed issue)



16. Is there a piece of writing from a recent issue that you particularly enjoyed or that you found particularly memorable? Please name it below.

*Drowning Not Waving* by M NourbeSe Philip (x7)  
*Best Practices for Time Travel* by Doretta Lau (x5)  
*Elliptical Narrations* by Canisia Lubrin (x2)  
*Fishing* by Serena Shipp (x2)  
*Reel* by Laura Legge (x2)  
 Match by Diana Swennes Smith  
 Interview with Emily Carroll  
 Interview with Marie Annharte Baker  
 My Mother's House by Sharon Butala  
 She Done Me Wrong Song by Catherine McNeil  
 Horizon-ed by Chelsey Clammer  
 Interview with Joy Kogawa  
 miscackanis by Cara-Lyn Morgan  
 Love You, Bye by Sharon Bala  
 Yak Meditations: A Traveller's Burden  
 Honest Work by Marilyn Gear Pilling  
 Interview with Cecily Nicholson  
 Bunny-Lover by Nadja Hazard

The Undefended Border by Abby Paige  
 Waiting by Clara Kumagai  
 Interview with Harsha Walia  
 Sanctus, Sanctus, Sanctus by Eliza Robertson  
 Northern Bling by Annie Law  
 Five Full-Colour Dreams of Marie Curie  
 The River Phoenix Social Club by Monica Pacheco  
 Mama Omidia by Sarah Christina Brown  
 Tangerine by Amy Roher  
 The Party by Tania Hershman  
 Artist, Artist, Judas, Saint by E Kristin Anderson  
 Saturday Family Picnics by Shoshanna Wingate  
 Covalent Bond by Hiromi Goto  
 Lament by Eden Robinson  
 Everybody Out of the Pool by Naoko Kumagai  
 Wolves, Cigarettes, Gum by Amy Jones  
 What Grows by Rebecca Fisseha  
 The Whole Animal by Corinna Chong



I always enjoy the content in Room. I always read a couple of the stories and usually read all of the poems. There are always at least a few things I've read in every issue of Room that stay in my mind for a while after I read it--which is always a sign of engaging, thoughtful writing.

I still find it 'favours' west coast writers which is a shame - this wide country has such diverse cultures

I stopped buying my subscription because I didn't feel the magazine related to me. I submitted my work in the past to your contests but I realized they don't fit the style of writing you are looking for. I am older (age 76) than the age group Room caters to and often find the stories have little appeal for me. I do like Room and was happy to support it and read it. I found it exciting many years ago but no longer feel the same way.

While it's nice to have fresh new writing, it would be nice if it felt like the magazine also catered to those of us over 40, and published something that we might like to read.

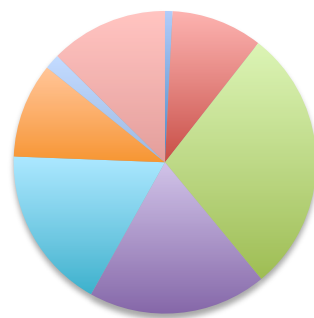
Your word limit is too low. I don't send my best work to Room because most of my best pieces are around 4K words.

more working class (white) women, poc and indigenous writers, but don't be tokenistic, really move over and share space. it's a wonderful magazine with a respected history and can lead the way. :)

I think you should include more diverse writers in all editions, not just women of colour but also people with disabilities. I think it's important to not just have creative non-fiction from diverse writers because we are all human & we can write stories & poetry as well as able bodied people, perhaps giving a whole new perspective. Also I think you should include a young adult genre because I think there are a lot of different concepts whether non-fiction, fiction or poetry that could be new & different. I think it would set your magazine apart from some of the others in vancouver & open your magazine up to a host of amazing talent from women writers.

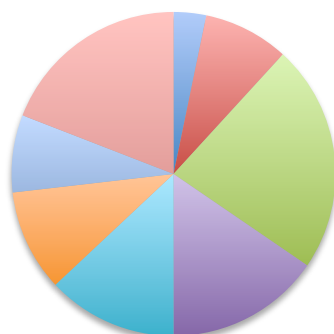
## PART TWO – Website & Online Magazine

**20. How frequently do you visit our website? N=246**



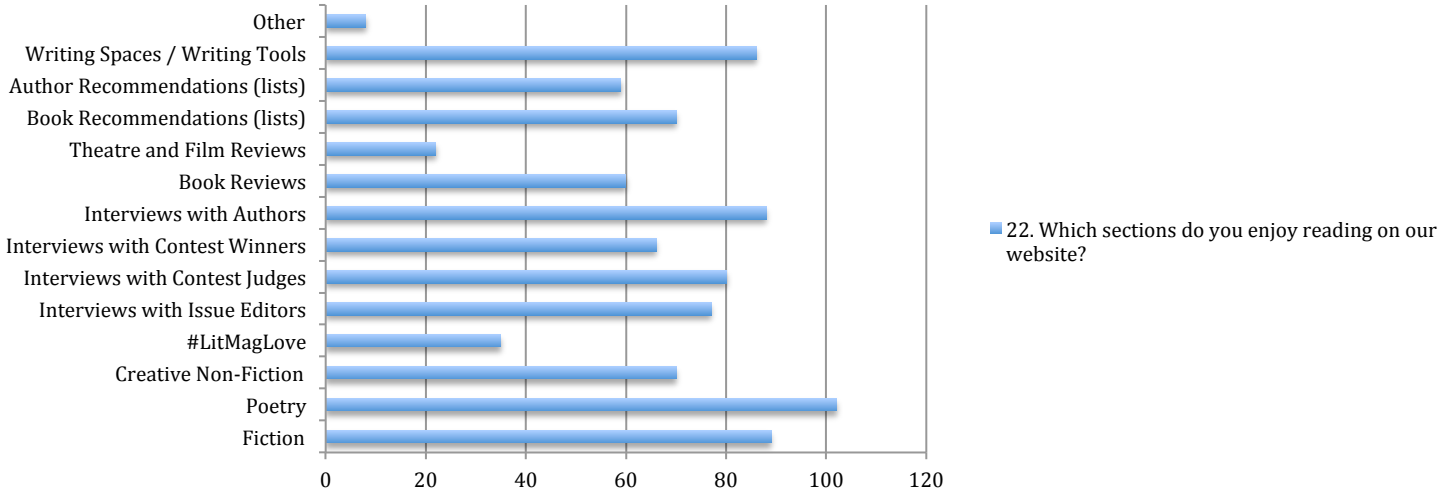
- At least once a day - 0.8%
- At least once a week - 9.8%
- At least once a month - 28.5%
- At least once every 3 months - 19.1%
- At least once every 6 months - 17.5%
- At least once per year - 10.2%
- Less than once per year - 1.6%
- This is my first time visiting - 12.6%

**21. How frequently do you read content on our website? N=246**

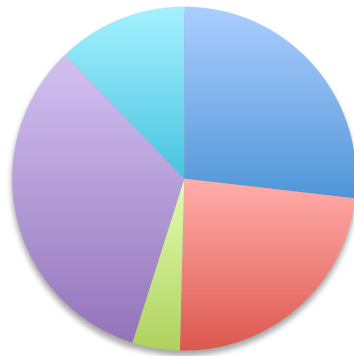


- Whenever new content is added - 3.3%
- At least one post per week - 8.5%
- At least one post per month - 22.8%
- At least one post every 3 months - 15.4%
- At least one post every 6 months - 13.0%
- At least one post per year - 10.2%
- Less than one post per year - 7.7%
- I have never read online content - 19.1%

## 22. Which sections do you enjoy reading on our website?



## 23. Does the fact that you can read a small selection from each issue of the print magazine online for free affect your decision to subscribe? N=246



- Yes! I like to read examples of work from a magazine before I commit to a subscription - 26.8%
- Yes! I like to read examples of work from a magazine before I submit to a contest - 23.6%
- Yes, I'm less likely to subscribe because I can read writing online for free - 4.5%
- No, this has no impact on my decision to subscribe - 32.9%
- No, I have never read writing from the print magazine online - 12.2%

## 24. As you may have noticed, we recently redesigned our website. We're still looking to improve the site, and your feedback is greatly appreciated. In the box below, please let us know what you like or dislike about our new website.

*Most of the feedback was brief and positive (variations of "looks great" and "user-friendly"). Three people requested a larger navigation bar, and three people said the home page was cluttered. A handful of additional comments are included below:*

I like how easily I can navigate through content on my phone.

Nice, clean interface. I appreciate that there is nothing overtly/stereotypically ""feminine"" about the website.

The new site is clean, fresh, and easy to navigate. I find the colours easier on the eyes than Room's previous website, and that's very welcome. The one suggestion I have is to move the search function closer to the top of the page--I keep forgetting it's lurking down there at the bottom!

It is unclear, once clicked on, when issues are from. I would like to have an idea of when an issue was published. I like that you list all the contributors. The options at the top of the page are easily navigated. The site looks good.

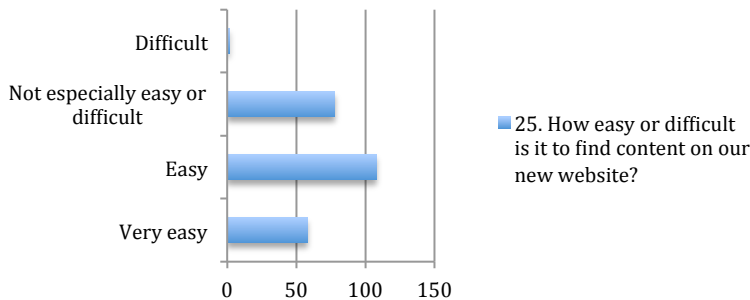
I love that I can read pieces online and that you have photos of writers, this somehow makes them more accessible and makes it feel like Room values the whole writer, not just this one piece. The interviews of upcoming judges is very helpful and informative. I find it easy to navigate the site.

I did just go onto the site and found the layout very effective. I like the way in which different categories of topics were displayed and the colour drew my eye as well.

In some ways, it would be nice to have a link directly to web-exclusive content without having to search -- or a list of tags -- in addition to a couple of columns of what has recently been posted.

I think the website look better now but it's still not very user-friendly. It's hard to navigate through the new and older content. The different categories on the main page aren't distinguished from each other enough.

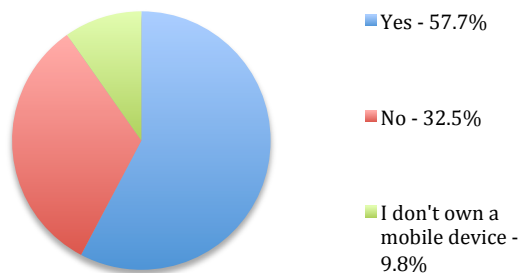
**25. How easy or difficult is it to find content on our new website?**



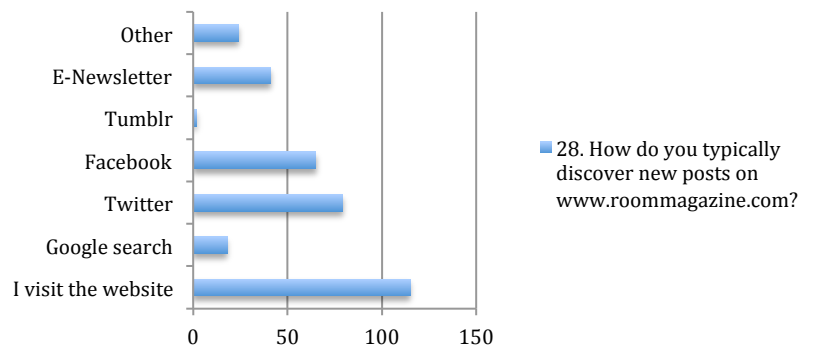
**26. Have you ever read an article on www.roommagazine.com on a mobile device? N=199**



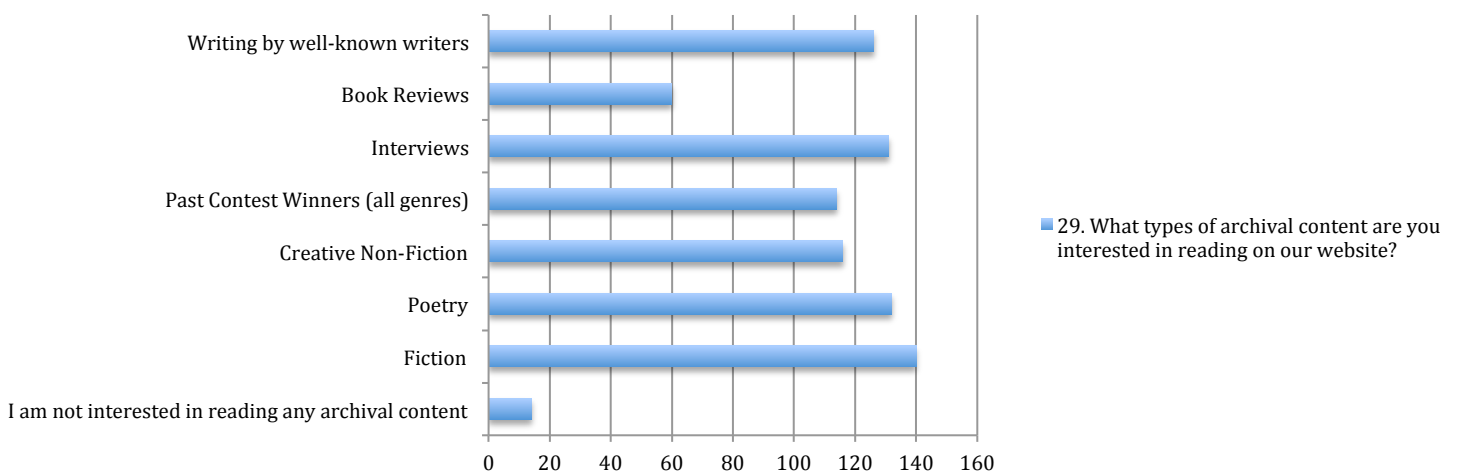
**27. Now that our website is mobile-optimized, do you think you are more likely to read our content on your mobile device? N=246**



**28. How do you typically discover new posts on www.roommagazine.com?**



**29. What types of archival content are you interested in reading on our website?**





### 30. Do you have any recommendations for ways we can improve the new website?

For book reviews, I would link the book's title the first time it appears in the text to the publisher's website.

You've done a lovely job with the new website--kudos to all involved in the redesign.

Audio interviews might be cool...

I like the idea of archival content, as you've mentioned. I know this is a tremendous amount of work. I hope the collective has support in such a big undertaking. Good luck.

Consider doing a podcast?

The home page is very busy. The menu options are clear, but when I scroll down on the home page, I get a little confused/overwhelmed. I'm never sure what to click on first and I don't understand how the home page is organized. Especially for poetry, you have a real opportunity to experiment with form. Think about the placement of the text on the page and how you scroll through a poem. Or any interactive opportunities with poems, that could be really neat!

### 31. Are there any other types of content you would like to see on our website?

*A handful of responses were generically positive ("keep doing what you're doing!") Four respondents requested a podcast and/or video content. Additional comments are below:*

News updates on established writers

Interviews & writing from diverse writers (including people with disabilities)

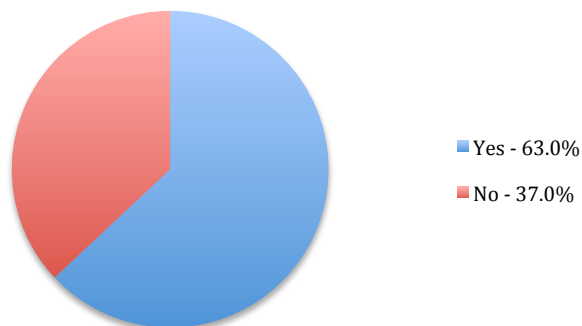
Perhaps a special issue on women and health and another on women and mental health. Mental health especially including PTSD from child abuse. I also wish Room had a reading service. I just received a very promising rejection but don't know what about it "wasn't quite ready".

A list of contributors to each issue or a list of titles from each issue. It is hard to track down which one I want to buy based on haphazard research notes from the library

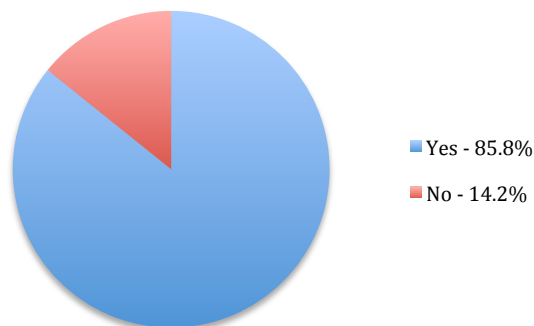
Next step for website and social media: encourage readers to participate in Reimer / Duffy resolutions with a reading club for any of the formats featured in Room -- a welcome complement to existing book clubs

### PART THREE - Submitting to Room

**32. Have you ever submitted writing to Room?**  
N=246

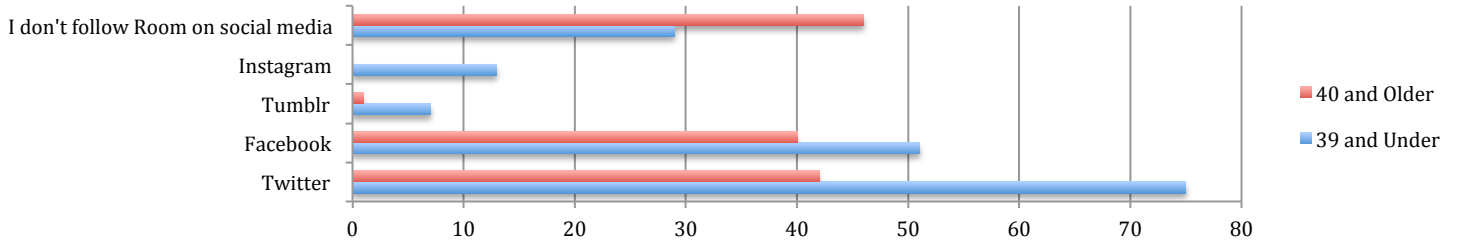
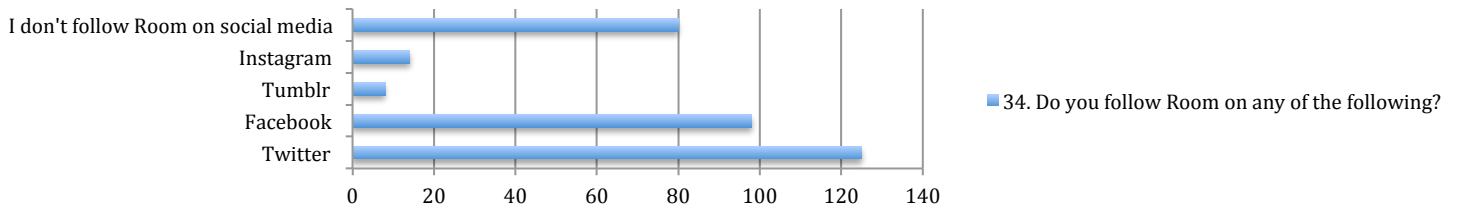


**33. Would you submit work to Room again?**  
N=246

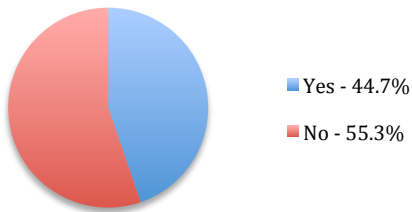


**PART FOUR – Social Media**

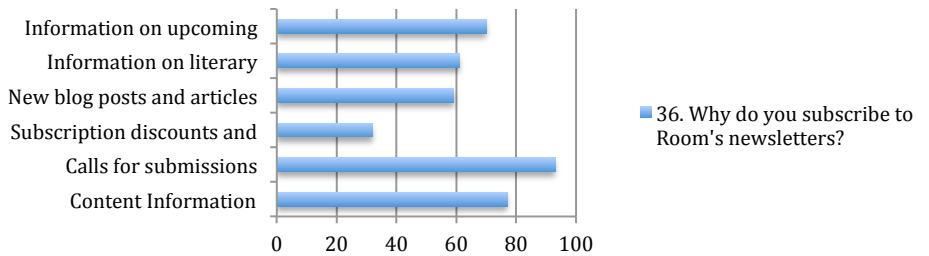
**34. Do you follow Room on any of the following?**



**35. Do you subscribe to Room's newsletter? N=246**



**36. Why do you subscribe to Room's newsletters?**



**PART FIVE – 37. Please list up to five magazines that you read most frequently.**

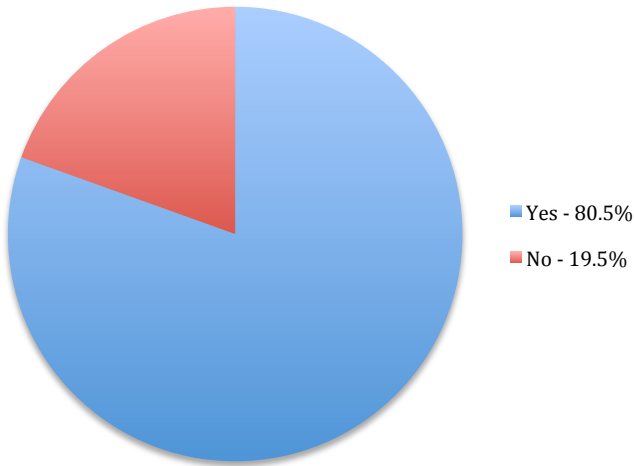
The majority of respondents listed other Canadian literary magazines, although a handful of US magazines also appeared on the list.

The three most popular answers were:

- Geist Magazine*
- The Malahat Review*
- The Walrus*

**PART SIX – Diversity**

**38. Is the fact that Room only publishes authors and artists who identify as women or genderqueer important to you? N=246**



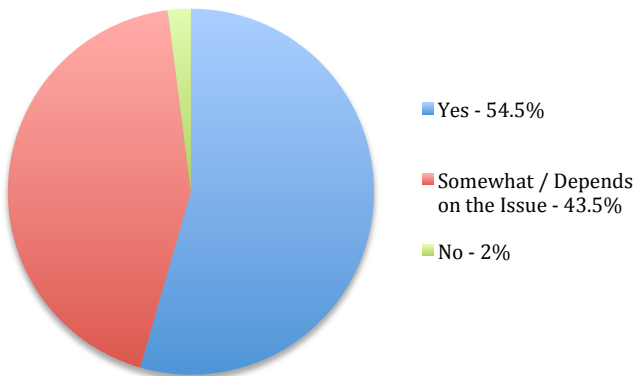
**38a. Is the fact that Room only publishes authors and artists who identify as women or genderqueer important to you? 39 and Under, N=124**



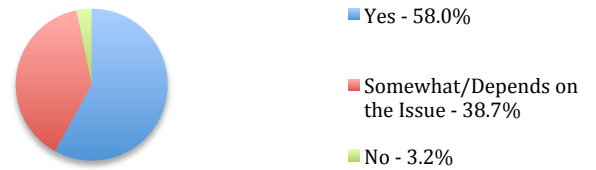
**38b. Is the fact that Room only publishes authors and artists who identify as women or genderqueer important to you? 40 and Older, N=109**



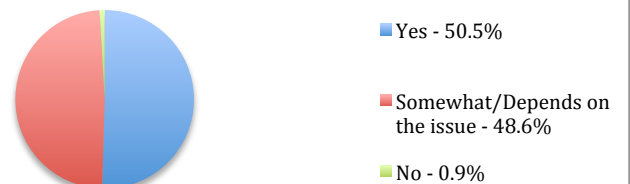
**39. In your opinion, does Room Magazine represent diverse groups of women (including trans\* persons, gender-variant and two-spirit women, and women of non-binary sexual orientations?) N=246**



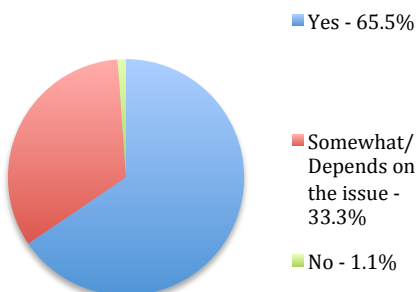
**39a. Does Room Magazine represent diverse groups of women? 39 and Under, N=124**



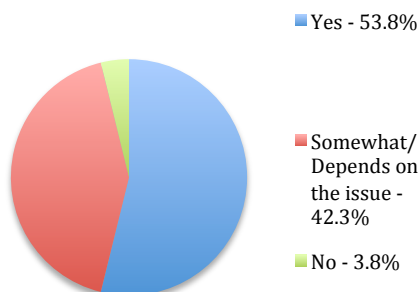
**39b. Does Room Magazine represent diverse groups of women? 40 and Older, N=109**



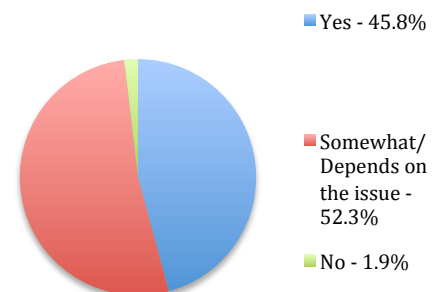
**39c. Subscribers, N=87**



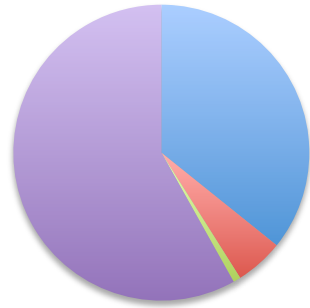
**39d. Former Subscribers, N=52**



**39e. Non-Subscribers, N=107**



**40. In the last five years, do you think Room has become more representative of diverse groups of women? N=246**



- Yes, I think Room is more diverse than five years ago - 35.8%
- No, I think Room is equally diverse compared to five years ago - 5.3%
- No, I think Room is less diverse compared to five years ago - 0.8%
- I don't have enough information to answer this question - 58.1%

**41. Please tell us more about why you do or do not find Room representative of diverse groups of women. We welcome all feedback, including suggestions for how we can improve representation in our pages.**

*A significant number of comments on our diversity were positive (N=14):*

I like the fact that Room specifically seeks work by diverse groups of women who are underrepresented in Canadian literature. The specific calls for submission are important (i.e. 'women of colour' issues), as is having editors who are representative of diversity.

Room is the only magazine that I read that has a well-defined goal of addressing the issue of diversity through its content, contributors and volunteers.

In my limited exposure thus far, I have read work by women of varying ethnic backgrounds. As a woman who identifies as both aboriginal and queer, I feel welcomed by the content I've seen so far and feel encouraged by Room writers to explore themes in my writing that I might not otherwise consider.

*Several respondents noted areas where Room could improve its diversity, in particular inclusion of older women, trans\*/non-binary contributors, and women of colour. A selection of comments are included below:*

I'd like to read more writing by non-white women who don't just write about being non-white.

I think the diversity and quality of the work is as or more important than the diversity of the writers...

It would be cool to see more intersecting identities represented.

Perhaps if you have more WOC/trans/non binary individuals amongst your readers who read initial pieces, the chances of works written by individuals who are woc/trans etc. would be higher. There needs to a diversity among your readers so that such diversity can reflect in the magazine.

diversity isn't about 'inviting more people in to a white space'. that's tokenism. it's about giving over the space completely and letting the social norms and assumptions and aesthetics etc because determined by folks who haven't traditionally had that power in that space. there've been some good moves and I'm hoping to see more! this includes not just poc and indigenous writers but also white working class/poor writers.

You do not mention women of colour, older women, immigrant women, etc. in the questions above. I am interested in hearing the whole spectrum of women's voice/experience/age etc. To my mind "diverse groups of women" is not limited to sexual orientation (as your previous question seems to indicate), which is why my answer was "somewhat / depends".

So many women experience trauma. I would appreciate it if Room was able to include more of this and get away from the notion that all stories must have a happy ending. It just isn't real life.

This is a hard question to answer since there are themed issues. As such it is difficult to represent all groups of women and genderqueer when the topic of the issue is focused on something that can exclude others.

I don't think I've had enough exposure to properly answer this question -- Room is a fairly new magazine for me. However, as a writer it was incredibly wonderful to have a magazine specifically include the broad category of genderqueer author in a magazine for feminism -- it's very easy to get lost as a female-performing individual who identifies as genderqueer, and that inclusivity was one of the first environments where I felt my identity was being acknowledged as "existing". Thank you. However, since I didn't know you were inclusive of genderqueer until I got to the submissions page, possibly including something re: being inclusive of genderqueer individuals (and not just cis women) on the "About Room" page would be really wonderful. You include it as a question on your faq, so I'm just suggesting you make it obvious enough that it doesn't have to be a part of the faq. (Also in the faq you include queer but not genderqueer/nonbinary -- queer is often associated with sexuality more than gender, so it might be good to explicitly mention gender, since that's what you're dealing with)

I believe Room's collective model and guest editors is solid in terms of ensuring diversity. More guest editors that are trans women and WoC would excite me, and I would certainly promote Room more and more the more diversity I see. If Room had unlimited resources, I would suggest a mentorship program to engage emerging or brand new WoC and trans women writers.

Very representative of different races and cultures, somewhat of different genders and orientations, almost non-representative of different abilities

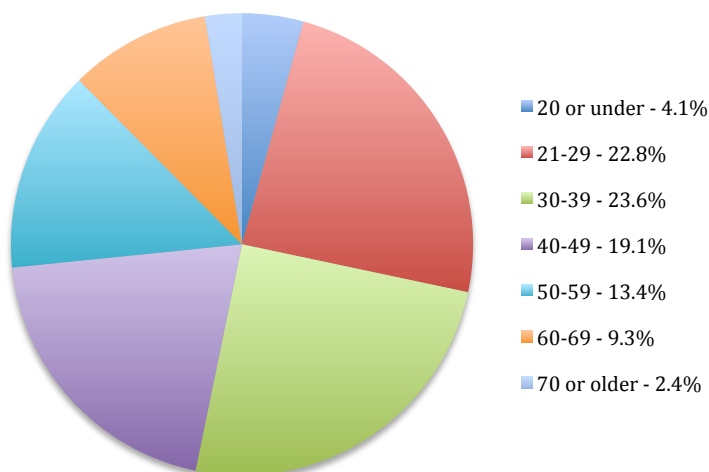
*While other comments expressed concern that we've become too focused on diversity (N=4):*

I think that diversity is important, but think that fine writing is more important. Sometimes originality is sacrificed at the altar of diversity. Give me writing that explodes, makes me tingle, makes the hair on my arm stand on end. Whoever the author is.

Regarding this last question, it is great that Room strives to be so diverse, but what it did for me is that it went a little overboard. What happened to female writers living a more "standard" experience? Has this become boring to Room?

## PART SEVEN - Demographics (Optional Questions)

**42. How old are you? Survey Answers, N=233**



**Facebook - Age Statistics (N=2,795 Likes)**

13-17:	0.14%	18-24:	9.4%
25-34:	28.5%	35-44:	22.3%
45-54:	16.7%	55-64:	10.7%
65+:	8.5%	??:	3.8%

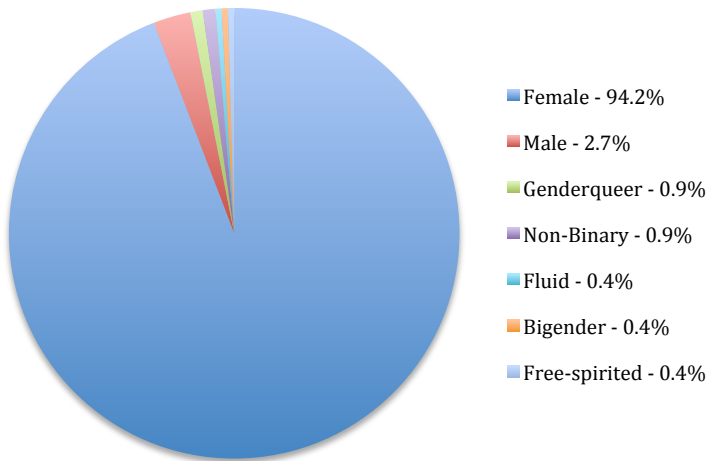
**Google Analytics - Age Statistics**

**May 26, 2015 - May 26, 2016**

**N=83,527 sessions (out of 139,981 total sessions)**

18-24:	20.08%
25-34:	27.69%
35-44:	17.80%
45-54:	14.74%
55-64:	11.65%
65+:	8.04%

**43. What is your gender? N=224**



**Facebook - Age Statistics (N=2,795 Likes)**

Female: 86%    Male: 10%    Other/Unknown: 4%

**Twitter - Gender Statistics (N=5,778)**

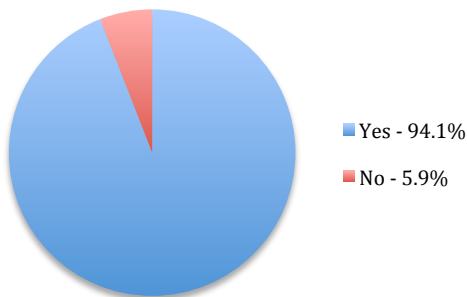
Female: 80%    Male: 20%

**Google Analytics - Gender Statistics  
May 26, 2015 - May 26, 2016**

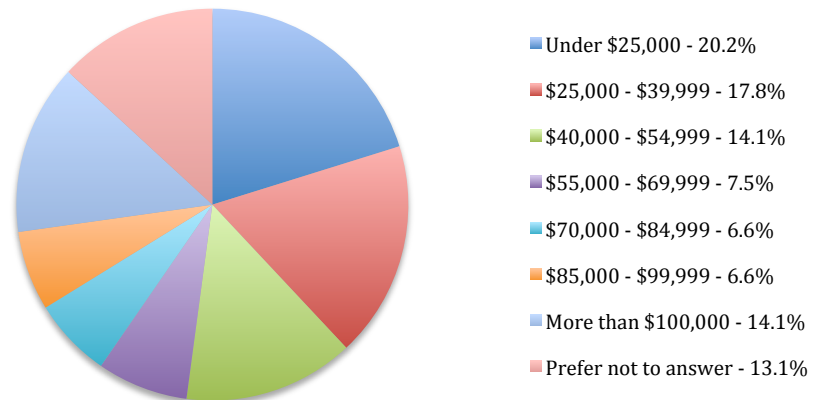
**N=92,639 sessions (out of 139,981 total sessions)**

Female: 73.42%    Male: 26.58%

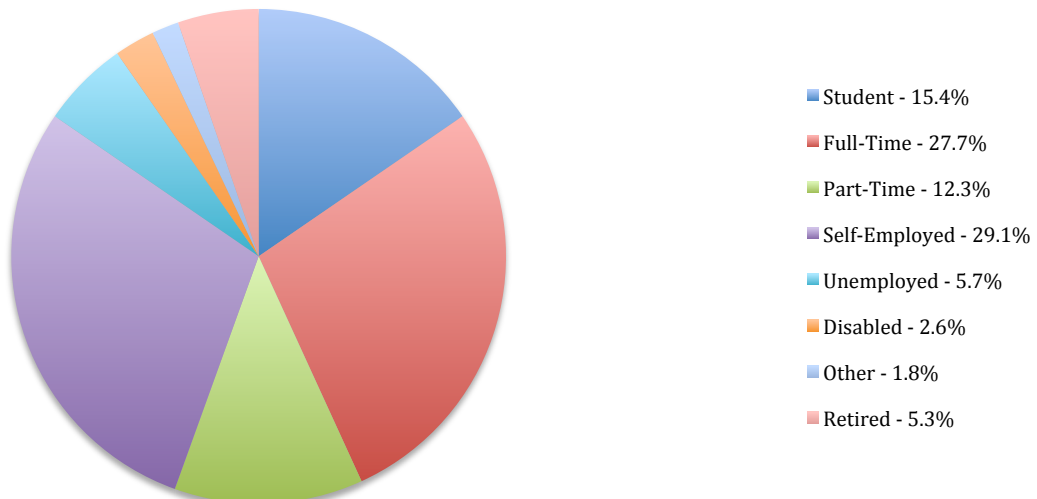
**44. Do you consider yourself a feminist? N=237**



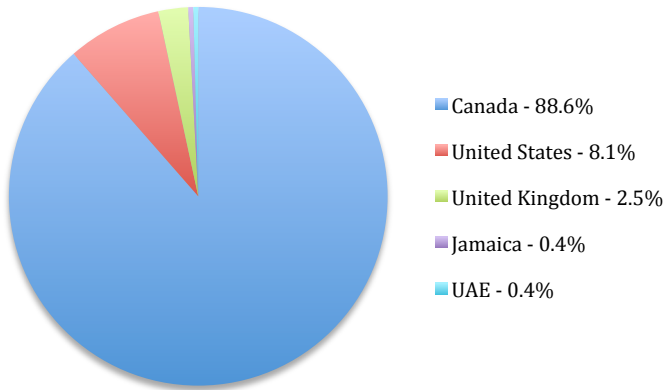
**45. Which of the following best describes your annual household income? N=213**



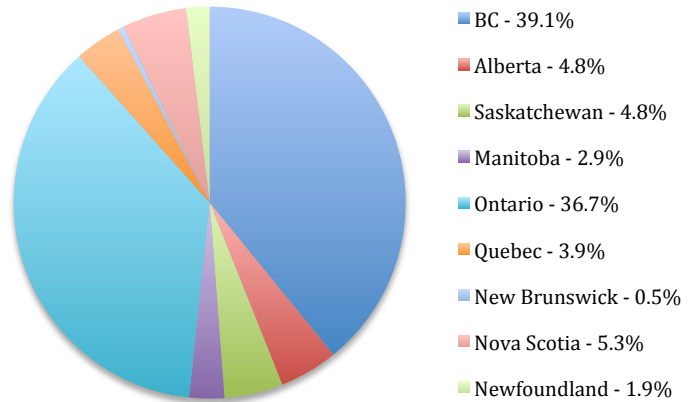
**46. Which of the following best describes your employment status? N=227**



**47. Where do you live? N=236**



**48. Which province or territory do you live in? N=207**



**Location Statistics  
Twitter (N=5,778)**

Canada: 63%  
 Ontario: 27%  
 Toronto: 9%  
 BC: 21%  
 Vancouver: 9%  
 Alberta: 5%  
 Quebec: 4%  
 United States: 24%  
 California: 4%  
 New York: 3%  
 United Kingdom: 6%  
 Other: 7%

**Location Statistics  
Facebook (N=2,795)**

Canada: 64.2%  
 Vancouver: 11.5%  
 Toronto: 9.8%  
 United States: 16.8%  
 Thailand: 5.1%  
 United Kingdom: 1.7%  
 Other: 12.2%

**Location Statistics  
Google Analytics  
(N=139,981)**

Canada: 46.82%  
 Toronto: 9.03%  
 Vancouver: 6.71%  
 Montreal: 2.01%  
 Calgary: 1.85%  
 United States: 30.40%  
 United Kingdom: 11.49%  
 Other: 11.29%

**Location Statistics  
Based on 38.4, 39.1, 39.2  
Subscribers (N=1,181)**

Canada: 86.88%  
 BC: 34.58%  
 Ontario: 30.41%  
 Alberta: 5.72%  
 Quebec: 4.20%  
 United States: 11.63%  
 United Kingdom: 0.62%  
 Other: 0.87%

**Location Statistics  
Jan 2014-April 2017  
Submissions (N=4,843)**

Canada: 50.61%  
 Ontario: 21.74%  
 BC: 15.14%  
 Alberta: 4.54%  
 Quebec: 3.49%  
 United States: 39.71%  
 Other: 9.68%

**49. Are there any other comments you would like to add?**

*The majority of comments were positive ("Great work" / "I love Room" / "Thank you"), however there were a few suggestions and criticisms. A selection of comments are included below:*

I only discovered the magazine in the fall and I LOVE it!

Wow - I live in the Yukon Territory, & it doesn't even make it onto your list!  
*(Embarrassed look, did we really forget a territory? We're so sorry!)*

I am glad that Room offers a forum for diverse women. However, gender is not something that is on my radar when I'm choosing what to read. My favourite authors happen to be women - not because I specifically seek out women to read, but simply because they are outstanding writers and I enjoy their books and stories.

I will always be grateful to Room magazine for giving me the opportunity to publish my work. It has been such a validating experience to have even just one story published.

I think your magazine does a great job promoting emerging writers, while also celebrating and encouraging more established authors to continue to write and publish.

Room seems classist/exclusionary at times inaccessible to women with disabilities and those who are under educated due to poverty.

Writing is a whole to world to me, I feel that you and your magazine were very helpful in looking at my work critically as well as being really supportive. It made a difference from being turned on or turned off, thank you

I love Room. Simple as that. Because it supports women and their passion to write, it eliminates a large portion of the writing world that can often make it difficult for women of diversity to have their voices heard and their writing read.

I have to say that I hate some of the artwork in your magazine. Again, I don't find it to be anything that would appeal to most of us over 40.

I love Room! Proud to be a subscriber. I think it'd be fun to find other subscribers in my city.. it could be an interesting way to connect with other like-minded people. It'd be wonderful if Room hosted some events in major cities, like poetry/book readings or networking nights.

High quality of content is better than theme. The fact that the journal has been so consistently high quality draws readers who want to be in this good company.

Thank you for championing women's voices in the Canadian literary landscape!

Keep up the excellent work! I always look forward to receiving my latest issue of Room. Thanks for all your hard work and coming up with interesting themes that inspire writers (I'm especially excited to read the upcoming Gothic issue!)

I look forward to reading more from your magazine. Sometimes I forget about it because there are many reading options out there. When I am reminded of you, it is because of a post from a previous teacher or student in Feminist/Queer/Decolonial studies.

I love Room magazine. I think your magazine seeks to be inclusive and to give voice to a number of experiences and perspectives. More importantly it showcases amazing pieces from writers at all stages of our craft.

The print version is what drew me to Room. I hope that the start of a website with content will not take away from the print version of Room. Nothing can replace the feeling of holding a book and turning the page.

Room has championed the way for other women-centered publications and if money were not an object, I'd have subscribed a long time ago.

Yes, I believe older women are seldom portrayed either in fiction or nonfiction. We are a huge, but invisible, audience.

Carry on. We need Room in the national literary conversation.

Thanks for employing a social justice model as you continue to grow as a lit mag. You are helping to disrupt the white and male dominated literary mainstream. I will read Room for life.

I went to school in New York City and learned that your magazine is well respected within literary circles there