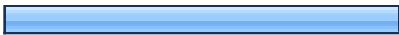
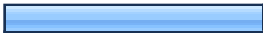





1. Gender

		Response Percent	Response Count
Male		59.2%	221
Female		38.6%	144
Transgender		0.5%	2
Genderqueer		0.8%	3
Prefer not to answer		0.8%	3
Other		0.0%	0
	Other (please specify)		7
		answered question	373
		skipped question	1
















Age

82% of Lightspeed’s readers fall into the coveted 25-54 age demographic. 10% of Lightspeed’s readers are 18-24.






Purchasing Habits

On average, Lightspeed’s readers purchase 1.25 hardcovers, 2.5 paperbacks, and 2 ebooks per month.



2. What country do you live in?

		Response Percent	Response Count
United States		70.2%	262
Canada		5.6%	21
United Kingdom		6.4%	24
Australia		3.8%	14
India		0.0%	0
Philippines		0.8%	3
China		0.0%	0
Germany		1.3%	5
Spain		0.5%	2
France		1.1%	4
Israel		0.3%	1
Russia		0.0%	0
Ireland		0.3%	1
New Zealand		0.8%	3
Sweden		0.3%	1
Japan		0.3%	1
Brazil		0.3%	1
Other		8.0%	30
	Other (please specify)		30
answered question			373
skipped question			1

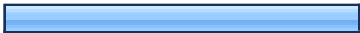



3. Marital Status

		Response Percent	Response Count
married		55.0%	205
single		22.8%	85
unmarried, but in committed relationship		16.4%	61
formerly married		4.3%	16
Other		1.6%	6
	Other (please specify)		5
answered question			373
skipped question			1














4. Do you have children?

		Response Percent	Response Count
Yes		40.8%	152
No		59.2%	221
answered question			373
skipped question			1














5. Living Arrangements:

		Response Percent	Response Count
own home/condo		53.1%	198
live with relatives		8.0%	30
rent		35.9%	134
Other		2.9%	11
	Other (please specify)		8
		answered question	373
		skipped question	1











6. Occupation:

		Response Percent	Response Count
professional		20.4%	76
writer/editor		18.2%	68
civil service		2.4%	9
education		7.8%	29
arts		2.4%	9
office		5.4%	20
student		6.7%	25
computer		11.8%	44
blue collar		2.4%	9
technical		5.1%	19
business		4.3%	16
retired		3.2%	12
other		9.9%	37
answered question			373
skipped question			1










7. Secondary Occupation:

		Response Percent	Response Count
professional		3.9%	8
writer/editor		51.2%	104
civil service		1.0%	2
education		5.9%	12
arts		6.9%	14
office		1.5%	3
student		4.9%	10
computer		7.4%	15
blue collar		1.5%	3
technical		3.0%	6
business		1.5%	3
retired		2.5%	5
other		8.9%	18
answered question			203
skipped question			171











8. Annual Family Income:

		Response Percent	Response Count
\$0-10,000		4.6%	17
\$10,001-20,000		5.4%	20
\$20,001-30,000		7.8%	29
\$30,001-40,000		6.7%	25
\$40,001-50,000		8.0%	30
\$50,001-75,000		13.9%	52
\$75,001-100,000		14.7%	55
\$100,001-150,000		12.3%	46
over \$150,000		6.2%	23
Prefer not to answer		20.4%	76
answered question			373
skipped question			1





9. Please select the highest level of education completed:

		Response Percent	Response Count
none		0.3%	1
high school		3.5%	13
some college		12.6%	47
AA degree		4.8%	18
Bachelors		36.7%	137
some grad school		9.7%	36
Masters		24.1%	90
law or medicine		2.9%	11
PhD		5.4%	20
answered question			373
skipped question			1



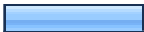



10. Do you own any of the following?

		Response Percent	Response Count
game console (Wii, PS3, etc.)		54.9%	202
dedicated e-book reader (Kindle, Nook, etc.)		44.3%	163
tablet (iPad, etc.)		25.5%	94
plasma/HDTV		51.6%	190
TiVo/DVR		29.6%	109
iPod/MP3 player		75.0%	276
digital camera		85.6%	315
cell phone		67.1%	247
smartphone		52.2%	192
car		68.8%	253
answered question			368
skipped question			6






11. How many computers do you own?

		Response Percent	Response Count
0		0.0%	0
1		16.9%	60
2		36.5%	130
3		18.5%	66
more than 3		28.1%	100
answered question			356
skipped question			18

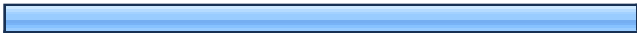

12. What operating systems do your computers run?

		Response Percent	Response Count
Windows (PC)		79.6%	297
OSX (Mac)		37.8%	141
Linux		20.6%	77
iOS (Apple)		18.8%	70
Android		13.7%	51
Other		0.5%	2
	Other (please specify)		3
answered question			373
skipped question			1



13. How many hours per week do you spend online?

		Response Percent	Response Count
less than 1		0.3%	1
1-2		0.0%	0
3-5		2.9%	11
6-9		12.1%	45
10-19		25.2%	94
20+		59.5%	222
answered question			373
skipped question			1








14. Do you have high-speed internet at home?

		Response Percent	Response Count
Yes		95.2%	355
No		4.8%	18
answered question			373
skipped question			1







15. Do you have a website or blog?

		Response Percent	Response Count
Yes		68.1%	254
No		31.9%	119
answered question			373
skipped question			1






16. Which of the following social networking services do you use on a regular basis?

		Response Percent	Response Count
Twitter		68.9%	224
Facebook		74.2%	241
Google +		41.5%	135
Tumblr		13.2%	43
StumbleUpon		3.7%	12
LiveJournal		22.5%	73
Other		10.2%	33
	Other (please specify)		36
answered question			325
skipped question			49











17. What type of video games do you enjoy?

		Response Percent	Response Count
MMORPGs		23.1%	62
computer gaming		54.1%	145
console gaming (Xbox 360, PS3, etc.)		48.9%	131
browser-based gaming (Farmville, etc.)		13.1%	35
iOS/Android gaming		29.5%	79
Other		6.7%	18
	Other (please specify)		27
		answered question	268
		skipped question	106













18. When shopping for entertainment (books, movies, games, etc.), how often do you make your purchases online?

		Response Percent	Response Count
Always / Almost Always (76-100% of the time)		29.6%	106
Frequently (about 51-75% of the time)		40.8%	146
Sometimes (about 26-50% of the time)		23.2%	83
Rarely (about 1-25% of the time)		5.3%	19
Never (0% of the time)		1.1%	4
		answered question	358
		skipped question	16













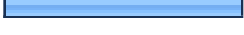

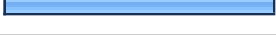
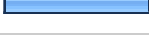



1. If you regularly read ebooks, on what device do you typically read them?

		Response Percent	Response Count
Computer (Mac/PC/Linux)		32.2%	120
Kindle		27.1%	101
Nook		9.9%	37
Sony Reader		6.2%	23
Kobo Reader		1.6%	6
iPad		15.5%	58
iPhone		12.6%	47
smartphone		9.9%	37
I don't read ebooks		20.1%	75
Other		8.3%	31
	Other (please specify)		41
		answered question	373
		skipped question	1

2. Which ebook stores are your preferred venues for purchasing ebooks?

		Response Percent	Response Count
Kindle		46.1%	172
Nook		13.9%	52
iBooks		10.7%	40
Kobo		2.9%	11
Fictionwise		9.1%	34
ReaderStore (Sony)		2.7%	10
Google eBookstore		5.9%	22
Baen Webscriptions		11.5%	43
Weightless Books		15.0%	56
Direct from Publisher		24.1%	90
I don't read ebooks		19.8%	74
Other		13.1%	49
	Other (please specify)		61
answered question			373
skipped question			1

3. Which of the following online publications do you read regularly?













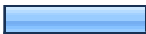





		Response Percent	Response Count
Abyss & Apex		11.5%	37
AE		1.2%	4
Ansible		10.0%	32
Apex Magazine		24.9%	80
Blastr		8.7%	28
Clarkesworld		58.9%	189
Daily SF		29.6%	95
Ideomancer		9.3%	30
io9.com		43.9%	141
Intergalactic Medicine Show		9.3%	30
Redstone SF		11.8%	38
SFRevu		4.7%	15
SF Signal		35.5%	114
SF Site		14.0%	45
Strange Horizons		40.5%	130
Subterranean		21.5%	69
Tangent Online		2.8%	9
Tor.com		58.3%	187
Other		12.1%	39

Other (please specify) 56

answered question 321

skipped question 53

4. Which of the following print magazines do you read regularly?














		Response Percent	Response Count
Analog		33.9%	77
Asimov's		47.6%	108
Black Gate		8.8%	20
Bull Spec		5.3%	12
Cemetery Dance		4.4%	10
Cosmos		1.3%	3
F&SF		41.9%	95
Interzone		16.7%	38
Lady Churchill's Rosebud Wristlet		13.7%	31
McSweeney's		11.9%	27
New York Review of Science Fiction		7.5%	17
The New Yorker		17.6%	40
Realms of Fantasy		21.1%	48
Rosebud		0.0%	0
Shimmer		7.5%	17
Shock Totem		4.0%	9
Tin House		5.3%	12
Weird Tales		16.3%	37
Other		14.5%	33

Other (please specify) 48



answered question 227

skipped question 147





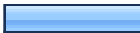


5. What other SF/F podcasts do you listen to?

		Response Percent	Response Count
Clarkesworld		43.5%	87
The Geek's Guide to the Galaxy		18.5%	37
Escape Pod		57.5%	115
PodCastle		41.0%	82
Pseudopod		27.5%	55
DrabbleCast		23.0%	46
SF Signal		23.0%	46
Functional Nerds		11.0%	22
SFF Audio		6.0%	12
Beneath Ceaseless Skies		24.5%	49
StarShipSofa		31.0%	62
Sword and Laser		6.5%	13
Other		17.0%	34
	Other (please specify)		54
answered question			200
skipped question			174

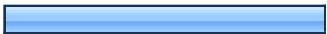




















6. Are you a writer of science fiction/fantasy?

		Response Percent	Response Count
Yes		58.4%	218
No		41.6%	155
answered question			373
skipped question			1

7. How long have you been reading SF/F regularly?

		Response Percent	Response Count
less than 1 year		2.9%	11
1 year		1.9%	7
2-5 years		6.2%	23
6-10 years		6.4%	24
11-20 years		20.1%	75
21-30 years		30.8%	115
31+ years		31.6%	118
answered question			373
skipped question			1















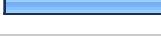

8. What kind of science fiction do you most enjoy? (Select as many as you like.)

		Response Percent	Response Count
cyberpunk		48.1%	178
hard sf		55.9%	207
soft sf		60.0%	222
sociological sf		61.9%	229
interstellar sf		56.5%	209
aliens		46.8%	173
post-apocalyptic		56.5%	209
dystopian sf		53.8%	199
adventure sf		55.4%	205
military sf		26.2%	97
mundane sf		23.2%	86
space opera		57.3%	212
steampunk		44.6%	165
golden age sf		35.9%	133
new wave sf		30.3%	112
near-future sf		56.8%	210
far-future sf		56.8%	210
comedic sf		38.9%	144
superhero fiction		27.8%	103
zombies		25.7%	95
Other		7.3%	27
	Other (please specify)		33

answered question 370

skipped question 4










9. What kind of fantasy do you most enjoy? (Select as many as you like.)

		Response Percent	Response Count
epic fantasy		64.8%	226
sword & sorcery		53.3%	186
contemporary fantasy		52.4%	183
urban fantasy		51.6%	180
paranormal romance		15.2%	53
mythic fantasy		51.3%	179
magic realism		54.4%	190
dark fantasy		60.5%	211
quirky fantasy		43.0%	150
comedic fantasy		41.3%	144
fairy tales		41.3%	144
new weird		42.7%	149
steampunk		46.7%	163
superhero fiction		26.9%	94
zombies		23.5%	82
Other		6.0%	21
	Other (please specify)		28






answered question 349

skipped question 25









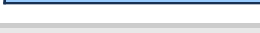
10. Do you collect any of the following?

		Response Percent	Response Count
hardcovers		69.1%	192
paperbacks		73.7%	205
magazines		34.9%	97
comics		32.4%	90
graphic novels		43.5%	121
dvds		41.0%	114
memorabilia		14.7%	41
autographs		12.2%	34
Other		7.2%	20
	Other (please specify)		30
answered question			278
skipped question			96





11. How often are the science fiction and fantasy books you buy purchased new (rather than used)?

		Response Percent	Response Count
Always / Almost Always (76-100% of the time)		30.8%	110
Frequently (51-75% of the time)		29.7%	106
Sometimes (26-50% of the time)		23.2%	83
Rarely (1-25% of the time)		14.3%	51
Never (0% of the time)		2.0%	7
answered question			357
skipped question			17







12. Where do you buy most of your SF/F?

		Response Percent	Response Count
chain stores		34.2%	125
general bookstores		41.9%	153
specialty stores		24.7%	90
online bookstores		74.5%	272
mail order		9.0%	33
newsstands		1.4%	5
wholesale or discount stores		11.8%	43
conventions		15.1%	55
ebook stores		38.4%	140
answered question			365
skipped question			9
























13. How many science fiction conventions do you attend, on average, in any given year?






		Response Percent	Response Count
0		54.4%	203
1-2		36.5%	136
3-5		8.0%	30
6-10		1.1%	4
11+		0.0%	0
answered question			373
skipped question			1

14. Which of the following science fiction/fantasy awards do you regularly vote for?

		Response Percent	Response Count
Hugo Awards		16.4%	61
World Fantasy Awards		5.9%	22
Nebula Awards		7.2%	27
Locus Awards		13.7%	51
None of the above		69.2%	258
Other		6.7%	25
Other (please specify)			27
answered question			373
skipped question			1

15. Which of the following related subjects are you interested in?

		Response Percent	Response Count
movies		73.3%	269
television		61.0%	224
comics		40.3%	148
graphic novels		49.3%	181
manga		18.3%	67
anime		23.4%	86
science, non-fiction		72.5%	266
tabletop gaming		24.0%	88
role-playing games		34.1%	125
video games		40.3%	148
fanzines/small press zines		30.0%	110
cosplay		7.4%	27
renaissance faires		16.9%	62
sword/weapon collecting		10.9%	40
Doctor Who		42.0%	154
Star Trek		36.2%	133
Star Wars		33.0%	121
Halo		7.6%	28
Warhammer 40k		6.3%	23
True Blood		13.4%	49
The Walking Dead		25.6%	94
Twilight		3.5%	13
mainstream fiction		39.8%	146

mystery fiction		36.5%	134
historical fiction		38.1%	140
romance fiction		9.0%	33
young adult fiction		37.9%	139
Other		9.3%	34

Other (please specify) 37

answered question	367
skipped question	7