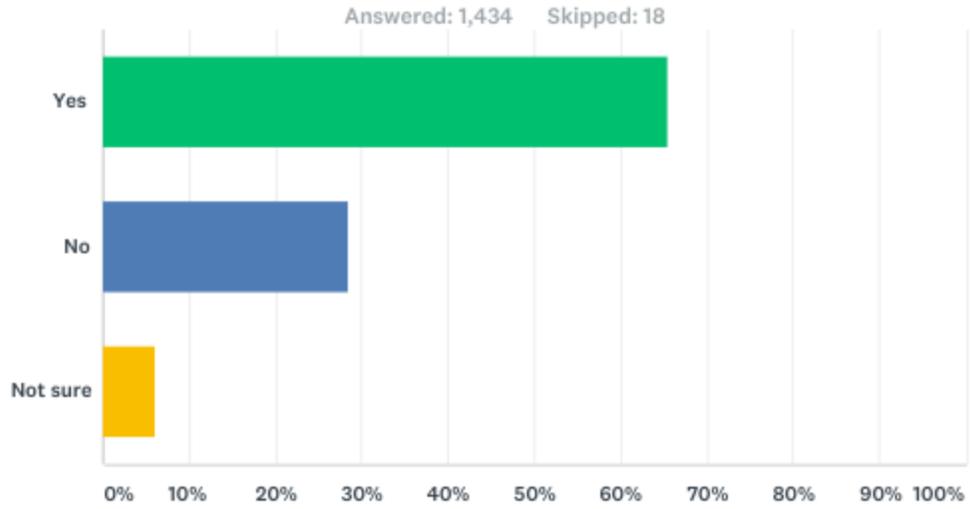
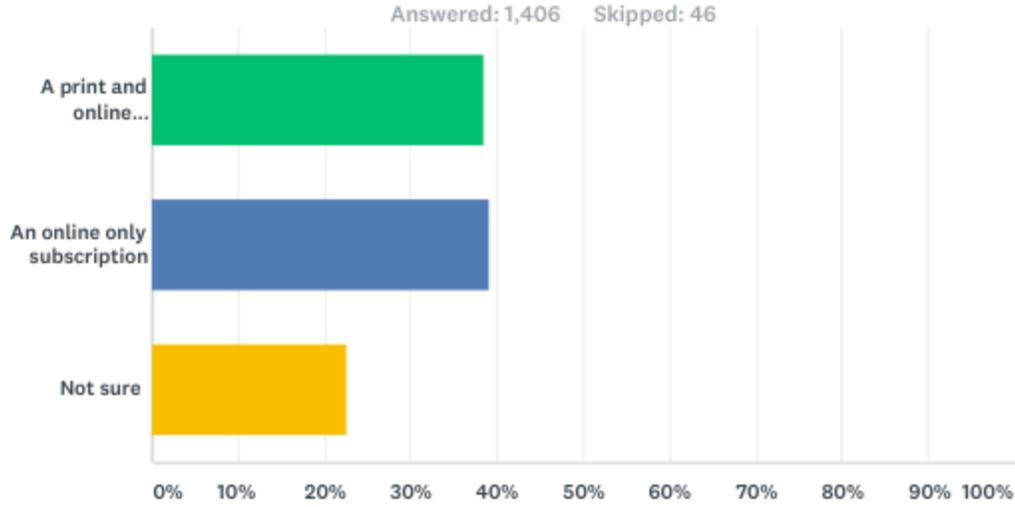


# Q1 Do you currently subscribe to Nautilus?



| Answer Choices | Responses    |
|----------------|--------------|
| Yes            | 65.55% 940   |
| No             | 28.45% 408   |
| Not sure       | 6.00% 86     |
| <b>TOTAL</b>   | <b>1,434</b> |

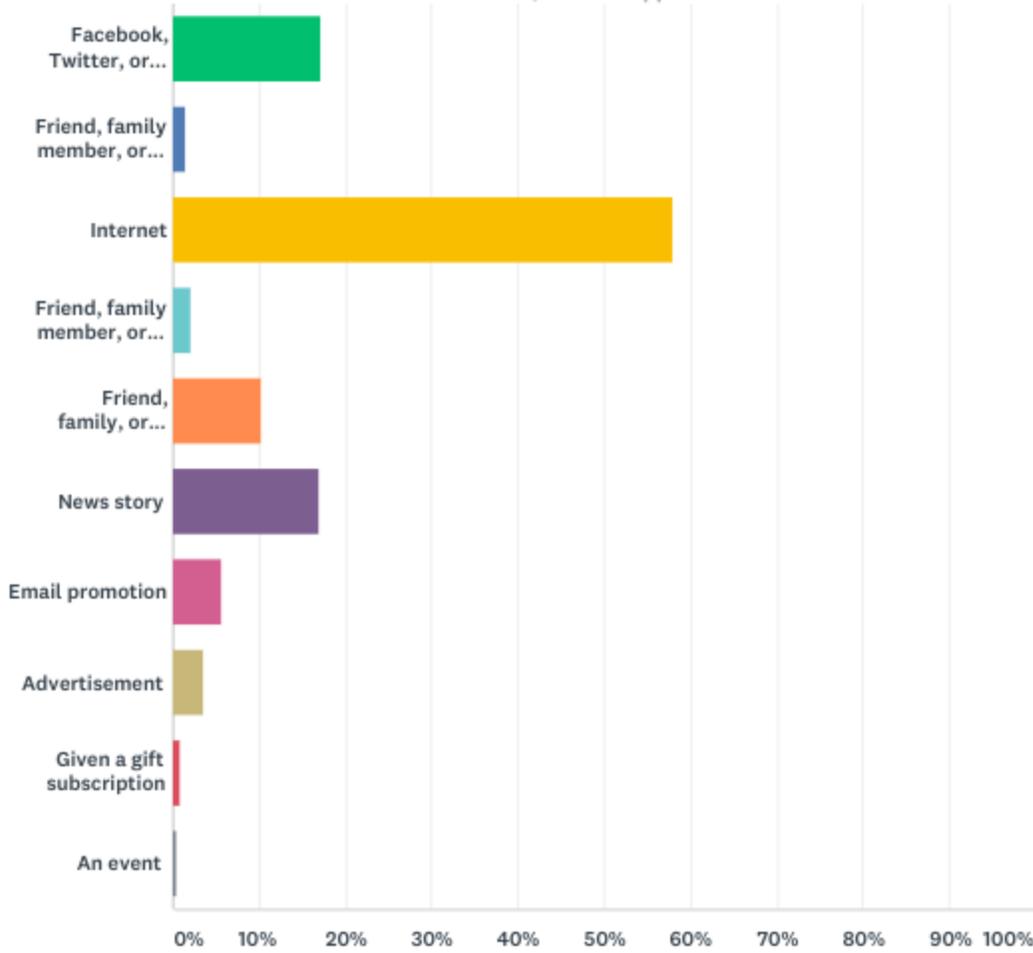
## Q2 What type of subscription do you have?



| Answer Choices                  | Responses |              |
|---------------------------------|-----------|--------------|
| A print and online subscription | 38.41%    | 540          |
| An online only subscription     | 39.05%    | 549          |
| Not sure                        | 22.55%    | 317          |
| <b>TOTAL</b>                    |           | <b>1,406</b> |

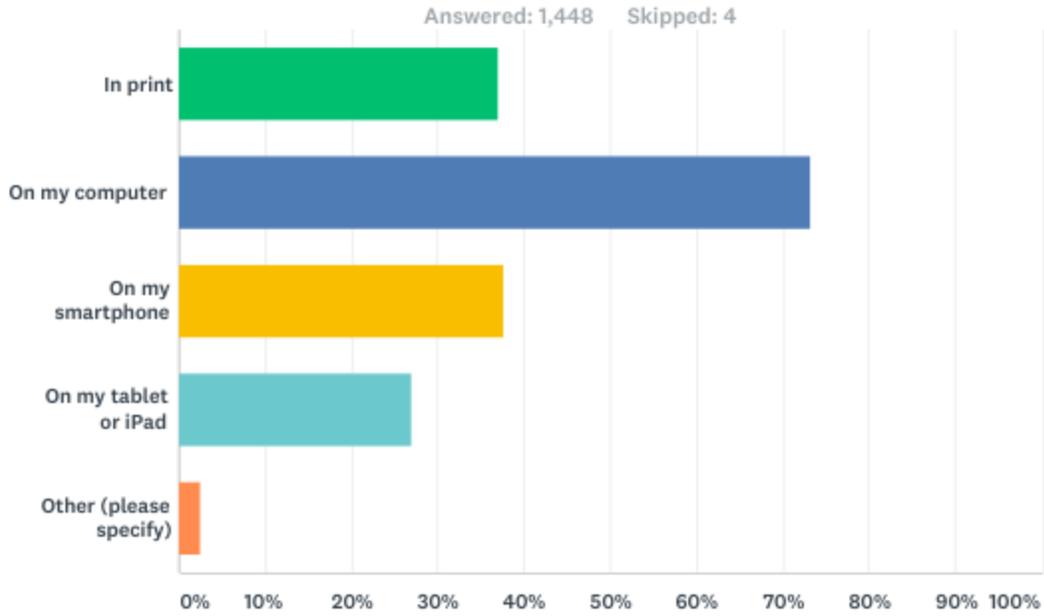
### Q3 How did you first discover Nautilus?

Answered: 1,325 Skipped: 127



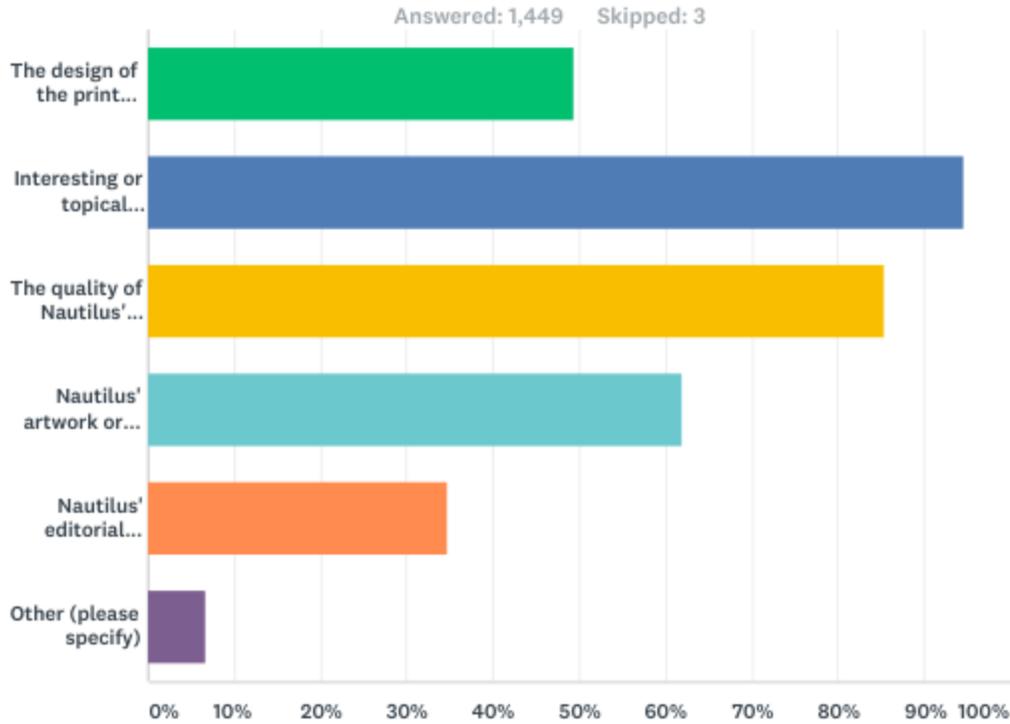
| Answer Choices   | Responses  |
|--|------------|
| Facebook, Twitter, or another social media service           | 17.13% 227 |
| Friend, family member, or coworker gave me a copy            | 1.43% 19   |
| Internet   | 58.04% 769 |
| Friend, family member, or coworker showed me a print copy    | 2.19% 29   |
| Friend, family, or coworker digitally shared a story with me | 10.26% 136 |
| News story   | 16.98% 225 |
| Email promotion  | 5.66% 75   |
| Advertisement  | 3.47% 46   |
| Given a gift subscription                                    | 0.75% 10   |
| An event   | 0.45% 6    |
| <b>Total Respondents: 1,325</b>                              |            |

### Q4 How do you read Nautilus? Check all that apply.



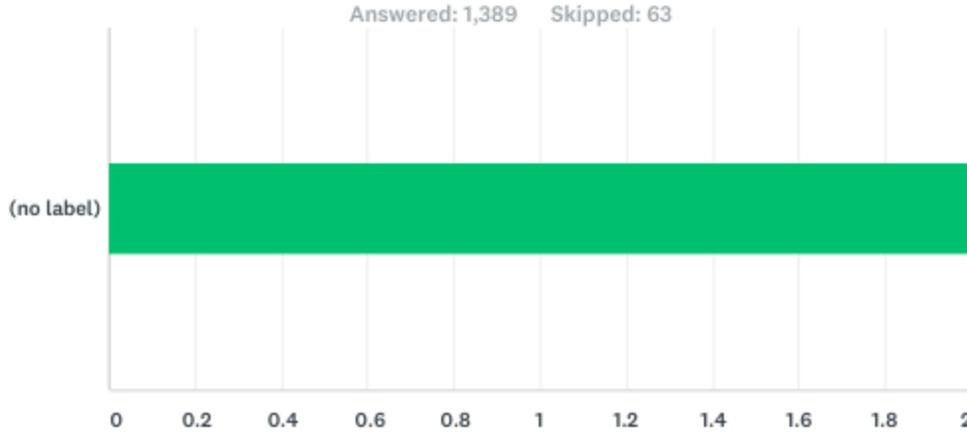
| Answer Choices                  | Responses    |
|---------------------------------|--------------|
| In print                        | 37.02% 536   |
| On my computer                  | 73.20% 1,060 |
| On my smartphone                | 37.64% 545   |
| On my tablet or iPad            | 27.07% 392   |
| Other (please specify)          | 2.49% 36     |
| <b>Total Respondents: 1,448</b> |              |

### Q5 What do you like about Nautilus? Check all that apply.



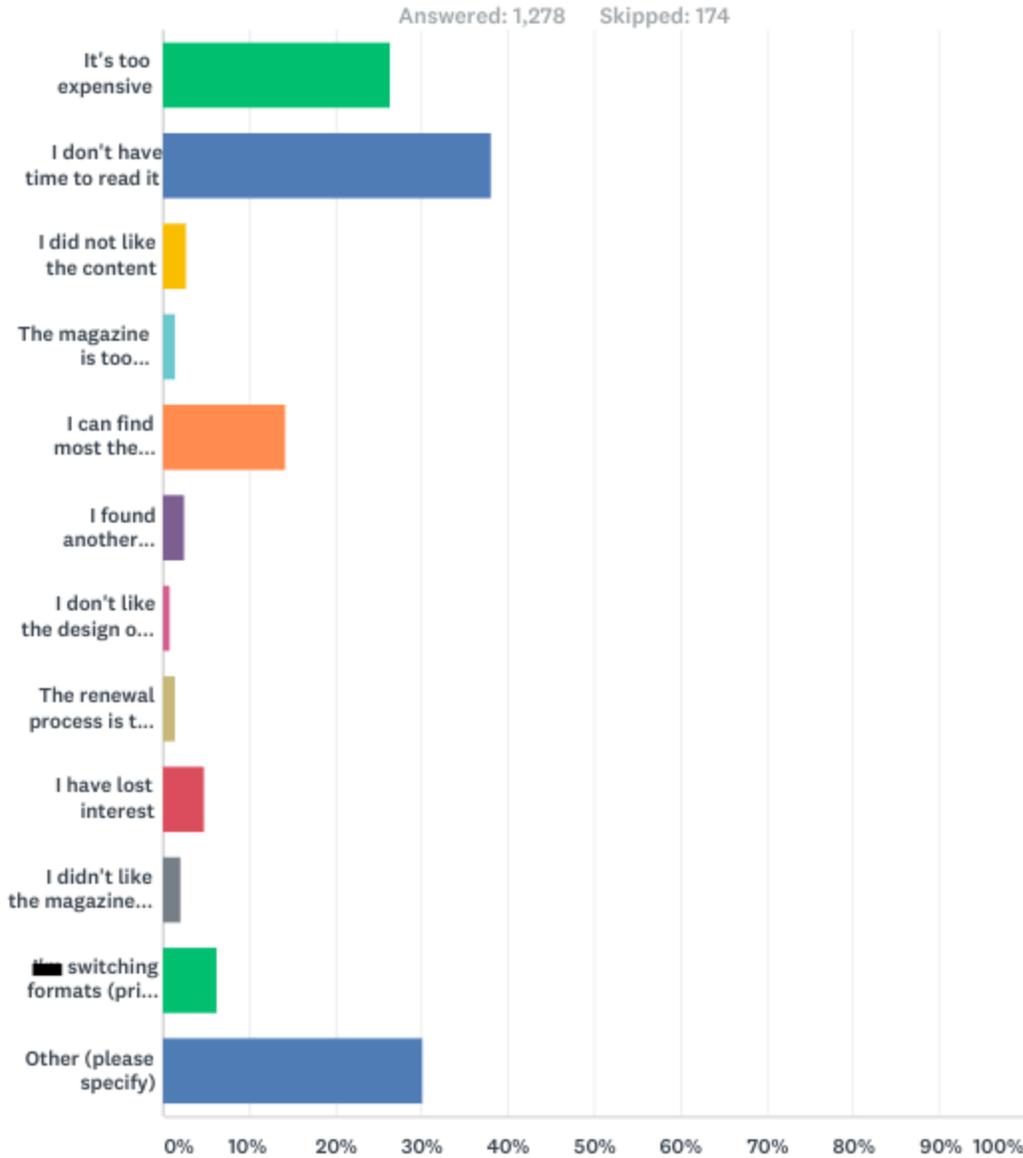
| Answer Choices  | Responses |       |
|---|-----------|-------|
| The design of the print magazine or Nautilus' website | 49.28%    | 714   |
| Interesting or topical articles                       | 94.62%    | 1,371 |
| The quality of Nautilus' writing                      | 85.37%    | 1,237 |
| Nautilus' artwork or illustration                     | 61.90%    | 897   |
| Nautilus' editorial perspective                       | 34.64%    | 502   |
| Other (please specify)                                | 6.69%     | 97    |
| <b>Total Respondents: 1,449</b>                       |           |       |

## Q6 How likely are you to renew your subscription to Nautilus?



|            | Certain I will renew | Likely I will renew | Uncertain     | not very likely to renew | I certainly won't renew | Total | Weighted Average |
|------------|----------------------|---------------------|---------------|--------------------------|-------------------------|-------|------------------|
| (no label) | 34.34%<br>477        | 34.77%<br>483       | 27.72%<br>385 | 2.52%<br>35              | 0.65%<br>9              | 1,389 | 2.00             |

### Q7 Why would you be unlikely to renew your subscription to Nautilus? Or, if you had a subscription in the past, why did you not renew? Check all that apply.

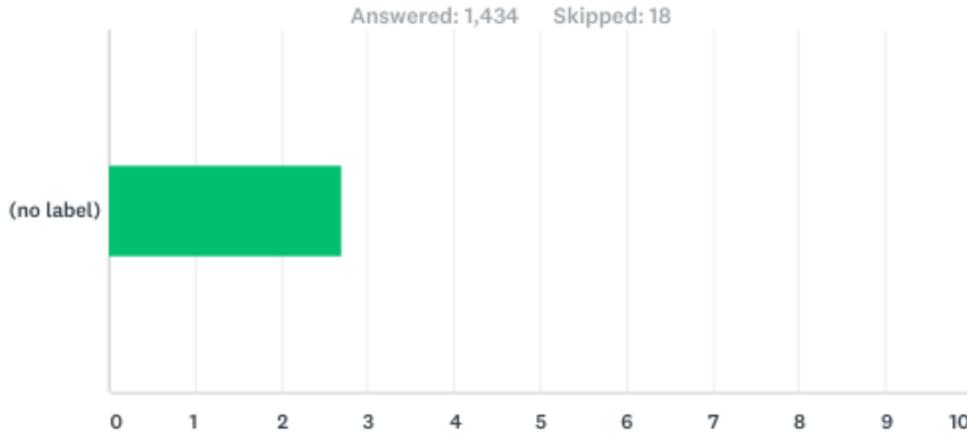


| Answer Choices                                | Responses |     |
|---|-----------|-----|
| It's too expensive                            | 26.29%    | 336 |
| I don't have time to read it                  | 38.03%    | 486 |
| I did not like the content                    | 2.82%     | 36  |
| The magazine is too difficult to read         | 1.56%     | 20  |
| I can find most the articles free online      | 14.32%    | 183 |
| I found another magazine that suits me better | 2.43%     | 31  |
| I don't like the design or format             | 0.86%     | 11  |

## Nautilus Subscriber Survey

|   |        |     |
|---|--------|-----|
| The renewal process is too hard                                 | 1.56%  | 20  |
| I have lost interest  | 4.85%  | 62  |
| I didn't like the magazine's voice                              | 2.03%  | 26  |
| switching formats (print to digital subscription or vice versa) | 6.18%  | 79  |
| Other (please specify)  | 30.20% | 386 |
| <b>Total Respondents: 1,278</b>                                 |        |     |

**Q8 Compared to other magazines you've read or subscribed to, what do you think is a reasonable price to pay for a one year subscription to Nautilus?**



|            | Less than \$20.00 | \$20.00 - \$29.99 | \$30.00 - \$39.99 | \$40.00 - \$49.99 | \$50.00 - \$59.99 | \$60.00 - \$69.99 | More than \$70.00 | Total | Weighted Average |
|------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------|------------------|
| (no label) | 16.81%<br>241     | 35.29%<br>506     | 23.64%<br>339     | 13.81%<br>198     | 7.67%<br>110      | 1.53%<br>22       | 1.26%<br>18       | 1,434 | 2.70             |

**Q9 Are there any other comments  like to share?**

Answered: 767 Skipped: 685