

A Reprint from *Tierra Grande*

You Said It!

By Nancy McQuistion and Charles E. Gilliland

Do you like the picturesque *Tierra Grande* covers? Do you find the information in the magazine helpful in your business? Are the magazine's articles too technical?

The Center's researchers and editorial staff work hard to make *Tierra Grande* a valuable resource for Texas licensees. Periodically, we ask your opinion of our work.

Six hundred seventy readers responded to last fall's *Tierra Grande* readership survey. What they told us helps us understand the types of articles and other information our readers value.

How Much You Read

We know real estate professionals are busy people. We wondered how much of the magazine you read. Here's what we found:

- 44 percent of respondents reported that they typically read three to five articles in an issue thoroughly.
- 95 percent of respondents said they find at least one article of interest in each issue.

Bang for the Buck

Our goal is to give licensees information that helps them make better business decisions. So we wondered, do you use what you learn from *Tierra Grande*? On a five-point scale (Poor, Fair, Good, Very Good, Excellent), here's how you rated the magazine's value:

- 45 percent of respondents rated the overall value of *Tierra Grande* as "Very Good" and another 28 percent rated it "Excellent."
- 44 percent of respondents rated the usefulness of subject matter "Very Good" and another 23 percent rated it "Excellent."

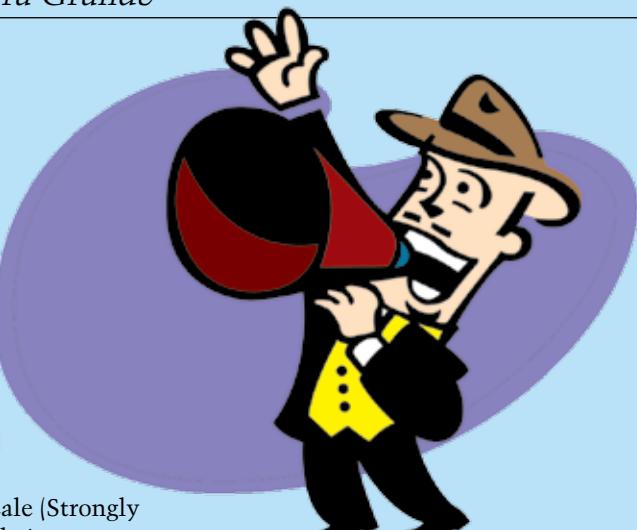
On a slightly different scale (Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree), here's how you rated *Tierra Grande*'s usefulness:

- 55 percent of respondents "Agreed" and 37 percent "Strongly Agreed" that "*Tierra Grande* articles contribute to my knowledge and understanding of real estate."
- 66 percent of respondents "Agreed" and 21 percent "Strongly Agreed" that "articles are clear and easy to understand."
- 59 percent of respondents "Agreed" and an additional 28 percent "Strongly Agreed" that "the magazine is a good resource and reference."
- 57 percent of respondents "Agreed" and 33 percent "Strongly Agreed" that "the legal updates are valuable."

What You Liked

One hundred ninety-one respondents wrote in comments. Of these, 135 were positive, 36 were neutral and 20 were negative. Here are representative examples of the positive comments:

- "Wish you had time and resources to make it three times as thick. Well done!"
- "I recently sold the viability of a project based on the information on rural land price increases found in your publication."
- "This magazine is the only one I make sure to read. Keep up the good work."
- "Congratulations on providing the best professional publication that comes across my desk!"
- "Wonderful magazine. Keep up the good work."
- "By far the best real estate publication available. Thanks!"



- "Look forward to each edition. Always get valuable information and updates to pass on to clients!"

What You Didn't Like

Some of you offered constructive criticism. Here are a few of the negative comments received:

- "Make graphs easier to track/read."
- "Call it something else — it took a year before I knew what this magazine was or who it was from because the name threw me."
- "Don't have time to read it. Much too long and wordy."
- "The magazine has always seemed to be more commercial real estate geared. I would like to not have to pay for it as part of my dues/license. I would not receive it if I didn't have to."
- "I love charts and statistics, but some of them are too technical or difficult to understand. Keep it simple. Need articles comparing Texas real estate to national or hot spots in other states."
- "Living in a small town that is depressed, most of the articles do not pertain to the demographic and economic areas of my service."

Don't Stop Talking

Thanks to all of you who participated in the survey. Your feedback was greatly appreciated. If other readers have comments, feel free to e-mail Associate Editor Nancy McQuistion. ♦

McQuistion (mcq@tamu.edu) is an associate editor and Gilliland (c-gilliland@tamu.edu) is a research economist with the Real Estate Center at Texas A&M University.



MAYS BUSINESS SCHOOL

Texas A&M University
2115 TAMU
College Station, TX 77843-2115

<http://recenter.tamu.edu>
979-845-2031

Director, Gary W. Maler; **Chief Economist**, Dr. Mark G. Dotzour; **Communications Director**, David S. Jones; **Associate Editor**, Nancy McQuistion; **Associate Editor**, Bryan Pope; **Assistant Editor**, Kammy Baumann; **Art Director**, Robert P. Beals II; **Graphic Designer**, JP Beato III; **Graphics Assistant**, Whitney Martin; **Circulation Manager**, Mark Baumann; **Typography**, Real Estate Center.

Advisory Committee

David E. Dalzell, Abilene, chairman; D. Marc McDougal, Lubbock, vice chairman; James Michael Boyd, Houston; Catarina Gonzales Cron, Houston; Tom H. Gann, Lufkin; Jacquelyn K. Hawkins, Austin; Barbara A. Russell, Douglas A. Schwartz, El Paso; Denton; Ronald C. Wakefield, San Antonio; and John D. Eckstrum, Conroe, ex-officio representing the Texas Real Estate Commission.

Tierra Grande (ISSN 1070-0234) is published quarterly by the Real Estate Center at Texas A&M University, College Station, Texas 77843-2115. Subscriptions are free to Texas real estate licensees. Other subscribers, \$20 per year. Views expressed are those of the authors and do not imply endorsement by the Real Estate Center, Mays Business School or Texas A&M University. The Texas A&M University System serves people of all ages, regardless of socioeconomic level, race, color, sex, religion, disability or national origin. Photography/Illustrations: JP Beato III, p. 1.