

Readers of *Rangelands* Survey Results

By Gary Frasier

In May and June 2006, a survey (see sidebar table) was sent to the Society for Range Management readers of *Rangelands* to gain an assessment of how *Rangelands* was being perceived. The survey was conducted by the *Rangelands* publishing service, Alliance Communications Group, Allen Press Inc. Over 3,000 surveys were sent via e-mail and 500 copies via *Member Resource News*. A total of 847 responses were returned through the online version of the survey and 24 paper copies for an overall 26% response rate.

Demography by Profession

The demography by profession or work setting as reported by the respondents was compared to the SRM membership by profession reported in the article by Sam Albrecht in the June 2003 issue of *Rangelands*.

	Survey Respondents (%)	Membership (2002) (%)
Federal agency	36	33
State/provincial/tribal	7	6
Rancher	5	11
Retired	6	16
University researcher/professor	21	16
University student	6	5
Consultant/private	14	9
Other	5	4

This comparison shows the respondents were a reasonably good cross section of the SRM membership with only the

rancher and retired members a possible lower representation in the survey.

Question 1. Types of Articles Being Read

(% of 871 respondents)

Feature	98
Technology	94
Viewpoints	90
Listening to the Land	79
Browsing the Literature	76
Ask the Expert	72
Section News	71
Letters to the Editor	70
Book Reviews	67
REM Highlights	61
Charter Members	56
Frasier's Philosophy	54
Youth Forum	52
Poetry	39
Recipes	37

Question 2

Each respondent could list up to 3 issues of concern or interest that they would like to have covered in *Rangelands*. Over 1,800 separate items were listed on the returns. The most frequently mentioned issue was grazing (11%) followed by ecology (7%) and success stories/case studies (7%). These were followed by drought/water/climate (6%), invasive/noxious weeds (5%), livestock (4%) and wildlife (4%). Other topics

This article has been peer reviewed.

The following questions appeared on the survey.

- The following columns appear regularly in *Rangelands*. Please check "I read the column" or "I never read the column."
 - Ask the Expert
 - Book Reviews
 - Browsing the Literature
 - Charter Member Insights
 - Feature Articles
 - Frasier's Philosophy
 - Highlights of REM
 - Letters to the Editor
 - Listening to the Land
 - Poetry
 - Recipe Corner
 - Section News
 - Viewpoints
 - Youth Forum
 - Technology/Methods
- Please list the top 3 issues of concern or interest you would like to have covered in *Rangelands*.
- What types of articles would you be most interested in (check all that apply)?
 - Profiles (e.g., SRM members, personalities, youth forum)
 - SRM News (meeting reports, etc.)
 - How-to (e.g., control burns, manage invasive plants, manage a ranch/finances)
 - Lifestyle (e.g., personal stories, history, ranch/rangeland culture)
 - Multicultural (e.g., international range issues, Native American lands)
 - Government/Association (e.g., BLM lands, legislation, lobbying)
 - Research (scientific findings)
 - Opinions/Editorial/Essays
- The scope of *Rangelands* is to provide a forum for presenting and discussing facts, ideas, and philosophies pertaining to the study, management, and use of rangelands. *Rangelands* is nontechnical and provides readers with scientifically correct information in a user-friendly format. Please let us know if you think the scope should change.
 - I think the scope is fine.
 - I think the scope should be BROADER by adding the following:
 - I think the scope should be NARROWER by eliminating the following:
- Please rank *Rangelands* in the following areas (1 for excellent, 4 for unsatisfactory):
 - Article relevance
 - Article timeliness
 - Article science
 - Layout and design
 - Online functionality
- Rangelands* currently comes out 6 times a year. Do you think the frequency of the journal should change? Yes ___ No ___. If you think the number of issues should change, how often should *Rangelands* come out (e.g., 2 times a year, 4 times a year): ___.
- If placing the journal online would reduce costs, would you be willing to (check all that apply)
 - ___ subscribe to an electronic version that is only online
 - ___ subscribe to a print version and have access to the online
 - ___ I would not use an electronic version and would be willing to pay the extra to receive a print version
- Please check the geographic area that best describes your location:

U.S. Northwest	U.S. Southwest	U.S. Midwest
U.S. South	U.S. Northeast	Canada East
Canada West	Latin America	Europe
Asia-Pacific		
- How would you characterize the type of setting in which you work?
 - University researcher/professor
 - University student
 - Nonprofit conservation organization
 - For-profit company or firm
 - Federal agency
 - State/provincial/tribal agency
 - Other

that were frequently mentioned were fire/burning, monitoring, and restoration.

Question 3. Types of Articles Most Interested In

	(% of 871 respondents)
How-to	92
Research	78
Opinions/Editorial/Essays	58
Government/Association	57

Lifestyle	57
Multicultural	48
SRM News	44
Profiles	29

Question 4. Scope of *Rangelands*

	(% of 871 respondents)
Fine the way it is	85
Should be narrower	15
Should be broader	8

Question 5. Rank of Areas of *Rangelands*

(Scale—1, excellent; 2, good; 3, fair; 4, poor) Rankings (combining excellent and good).

(% of 871 respondents who answered
“excellent” or “good”)

Layout and design	90
Article relevance	89
Article timeliness	87
Article science	82
Online functionality	78

Question 6. Publication Frequency of *Rangelands*


Almost 90% of the responders would not change the frequency of publication.


Question 7. Publication method of *Rangelands*

According to the responses, 58% of the members prefer access to the journal in both print and online. One-third use the journal online only, and 20% prefer to continue receiving the printed version only.

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