Reflections on Our Recent Subscriber Survey

In March 2005, we asked subscribers of the Cornell Quarterly (that is, those for whom we had e-mail addresses) to complete a short survey. At the time I am writing this, we had received 97 completed surveys from the 981 subscribers we had polled, for a response rate of 9.9 percent.

In one survey question, almost 60 percent of the respondents said that the articles in the CQ over the past year were “a little” (47.4 percent) or “far” (12.4 percent) too academically oriented. If the CQ tilts a bit toward the academic, that is intentional, even though its articles are meant to be useful for practitioners as well as researchers. That said, I invite CQ readers who would like to read articles that are tilted toward practitioners to check out the CHR Reports series and other material posted by the Center for Hospitality Research—the CHR—at TheCenterForHospitalityResearch.org. In addition to its signature reports, the CHR has a variety of free content targeted directly at people working in the hospitality industry. In previous columns (including November 2004 and February 2005), I have written about the CHR and what it offers the industry, but the survey results warrant that I again address the CHR. In particular, I’m referring to another question on the survey, which asked, “Have you registered to download reports from The Center for Hospitality Research (the publisher of the CQ)?” Close to two-thirds of the respondents (sixty-one of ninety-four who responded to this question) had not registered.

I’d like to draw your attention to Exhibit 1, which lists the fifteen most popular items on the CHR Web site, based on downloads from October 2003 through mid-March 2005. Collectively, these items cover restaurants and lodging, from line-level to high-level issues, and are both prescriptive and descriptive. I would like to emphasize that these items are available free—all you need do is register on the CHR Web site to download any and all of these items and more.
In addition to the items listed in the exhibit, the CHR Web site has more than twenty other reports, nine other case studies, and several other tools. Since the list in the exhibit contains the most popular downloads over the past eighteen months, recent reports and tools are underrepresented. Our 2005 plan calls for the CHR to release two new reports or tools.
per month; so even if you have previously downloaded CHR content, it’s a good idea to check back periodically. Check out the CHR today at TheCenterForHospitalityResearch.org and you, too, can have “Five Star Research at Your Fingertips.” I’m confident that you’ll be glad you did.— G.M.T.