

READER SURVEY & DRAWING

THE RULES

Complete the survey and be entered in the drawing. All responses will be *strictly confidential*. Your name and phone number will be removed *before* survey is tallied. Only completed surveys are eligible for the drawing. One entry per individual, please. Drawing will be held JUNE 12.

THE PRIZES

- Dinner for two (\$30) at the EXCELSIOR CAFE, at 754 E. 13th.
- Gift Certificate (\$20) towards a poster, print or framing from ARTWORKS, at 291 East Fifth Ave.
- Two tickets to the Eugene Festival of Musical Theatre's production of "GUYS & DOLLS."
- Gift Certificate (\$15) from FOLKWAYS IMPORTS, at 5th Street, Public Market and 782 E. 13th.
- "Tub & Rub" (hot tub soak and massage) for two at the HARTLEY CENTER—call 687-2850 for appointments.
- Haircut at PANACHE, at 1491 Pearl.

DEMOGRAPHICS

- 1) Annual family income? ☐ Under \$10,000 ☐ \$10-20,000 ☐ \$20-40,000
☐ \$40-60,000 ☐ Over \$60,000
- 2) Your field of work? _____ 3) Age? _____ 4) ☐ Male or ☐ Female
- 5) What year of school did you complete? ☐ less than 12 ☐ high school grad
☐ some college ☐ college grad ☐ post grad. degree
- 6) Are there children in your home? ☐ None ☐ Ages 0-12 ☐ Ages 13-18
- 7) Are you or anyone in your family enrolled in college? ☐ Yes ☐ No
- 8) How often do you read *What's Happening*? ☐ Weekly ☐ 2-3 times a month
☐ Once a month or less
- 9) How many people generally read your copy of *What's Happening*? _____

LEISURE TIME

- 1) On an average, how many times a *month* do you—
a) go out to dinner? _____ b) lunch? _____ c) breakfast? _____
d) bring "take out" dinners home? _____ e) go to the movies? _____
f) go to a theatre or dance performance? _____ g) opera/symphony/ballet? _____
h) go out to hear or dance to music? _____ i) go to the Hult Center? _____
j) rent a VCR or video tape? _____
- 2) What are your favorite radio stations? _____
- 3) On an average, how many times a *year* do you travel out of town? _____
a) By what means? ☐ air ☐ train ☐ auto ☐ other

FITNESS

- 1) What are your most frequent activities (number 1, 2, 3, etc.)?
_____ running _____ weight training _____ yoga
_____ exercise class _____ biking _____ other _____
_____ swimming _____ team sport _____
- 2) How many times a *week* do you exercise? _____
- 3) Do you belong to a health club? ☐ Yes ☐ No ☐ Would like to

HOBBIES

- 1) What are your favorite hobbies (number 1, 2, 3, etc.)?
_____ gardening _____ rafting _____ reading _____ cooking
_____ camping _____ fishing _____ self-improvement _____ sailing
_____ skiing _____ arts, crafts _____ travel _____ other _____

FOOD

- 1) Where do you do most of your food shopping (number 1, 2, 3)?
_____ supermarkets _____ natural food stores _____ neighborhood markets
- 2) How much does "nutrition" figure in your food buying decisions?
☐ greatly ☐ moderately ☐ not much
- 3) How much does "organically grown" figure in your food buying decisions?
☐ greatly ☐ moderately ☐ not much
- 4) How much do food ads influence your buying decisions or where you shop?
☐ greatly ☐ moderately ☐ not much

SHOPPING

- 1) Where do you do most of your non-food shopping (number 1, 2, 3, etc.)?
_____ Downtown Eugene _____ Springfield _____ Other _____
_____ Valley River Center _____ neighborhood shopping centers
- 2) Do you own (mark "o") or plan to buy (mark "p") a—
VCR? _____o_____p Stereo/tape rec? _____o_____p Car? _____o_____p
Home computer? _____o_____p Hot tub? _____o_____p RV? _____o_____p
Microwave oven? _____o_____p Bicycle? _____o_____p

READER PREFERENCE

- 1) What do you like most about *What's Happening*? _____
- 2) What changes or additions (if any) would you like to see in *WH*? _____
- 3) Would you pay a quarter for *WH*? ☐ yes ☐ no ☐ with above changes, yes
- 4) Do you subscribe to the *Register-Guard*? ☐ yes ☐ no
- 5) Do you read the *Oregon Daily Emerald* (UO paper)? ☐ yes ☐ no
- 6) Do advertisements in *WH* influence your buying decisions or entertainment choices? ☐ greatly ☐ moderately ☐ not much

ENTER ME IN THE DRAWING

If you wish to enter the drawing, you *must* complete the following. Send to WHAT'S HAPPENING SURVEY, 335 W. 20th, Eugene, OR 97405. Drawing will be held June 12.

Your name _____ Phone _____
Your address _____

LETTERS

Remember Ed Fadeley

For several months the media has been reporting a gubernatorial general election campaign between Democrat Neil Goldschmidt and Republican Norma Paulus, more or less ignoring the fact that Democrats have a people's candidate in State Senator Ed Fadeley, due to face Goldschmidt in the May 20th Primary Election. In recent weeks Fadeley has come along from 15% to 26% in public opinion polls against his highly advertised opponent. The *real* general election campaign is to begin May 21.

Having served 25 years in state government, Ed Fadeley has developed expertise in state budgeting and education finance. In business partnership with his son, Fadeley cares about Oregon and the people who live here. He continues to oppose any sales tax, including the one the Oregon Education Association intends to place on

our November ballot.

Both Goldschmidt and Paulus supported last year's sales tax and both are committed to the megabucks corporate structure in Portland, the interstate banks, the private utilities and the phone company. Those interests are contributing heavily to the campaigns of Goldschmidt and Paulus, "the sales tax twins."

In Ed Fadeley, Oregonians have a gubernatorial candidate who promises "a new revolution in the spirit of Oregon," so the majority of voters regain control of state government in their best interest, the best interest of all wage earners and small business people. Democrats should wake up and learn about Fadeley; his campaign office on High St. in Eugene has information. Let's have a populist candidate for Governor of Oregon.

—Constance P. Brown

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Entertainment and Events

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