

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 762 E. 13th.
- "Tub & Rub" (hot tub soak and massage) for two at the **HARWYLER CENTER**—call 687-2650 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 _____

Dear Reader:

MEMORIAL DAY BREAK

The *What's Happening* office will be closed Friday, May 23 through Wednesday, May 28. It will be open again Thursday, May 29, at 9 am. We are taking a Memorial Day Break.

SUMMER SCHEDULE

The next double (two-week) issue of *What's Happening* will be on July 3. It will cover events from July 3-July 16. And on August 28 we will publish a three-week issue covering August 28-September 17. We will let you know our fall and winter schedule later.

June 11-14



Help us find community people who carpool, vanpool, bicycle, bus or walk to work!

ENTRY FORM

The City of Eugene and area businesses are sponsoring the first **EUGENE IN MOTION** festival to encourage the use of alternative transportation and to thank those people who contribute to the health and livability of Eugene by using alternative modes of transportation.

If you or your friends use an alternative mode to commute to work, fill out the entry form. Outstanding individuals will be recognized at the Awards Ceremony on June 11.

*Use 3x5 Cards for extra entries

Deadline for entries is May 30, 1986. Call 687-5074 for event information.

Name of commuter _____	
Address _____	
Phone No. _____	(H) _____ (W) _____
Age _____ How long commuted _____	
Commute distance (round trip) _____	
Transportation used _____	
Return to: Eugene Public Works/Administration 858 Pearl Street Eugene, OR 97401	

Hypnosis & Creative Visualization



Focus your personal inner strength on getting what you want out of life.

- lose weight
- stop smoking
- manage stress
- create new directions

You have the power, I have the tools!

Rosemarie Eisenberg

Call or write for free brochure:
1257 High Street, Suite 7, Eugene, Oregon 97401 484-1969



Guide to Local Arts, Entertainment and Events

Published Every Thursday

Publishers
Elisabeth Lyman
Lucia McKelvey
Sonja Ungemach
Editor/Business Manager
Lucia McKelvey
Editor/Advertising Manager
Elisabeth Lyman
Editor/Production Manager
Sonja Ungemach
Office Manager/Production
Sheri Longobardo
Ad Design/Production
Tim Jordan
Advertising Representatives
Susan Brooks
Martha Wagner
Kathleen Sheehan
Carol Berg

Contributing Writers

Larry Deckman
Kate Gessert
Deborah McGee
Michael Sussman
Lois Wadsworth
Martha Wagner
Proofreader
Deborah McGee
Distribution
Daybreak News Co.
Typesetting
ProtoType
Camera Work
Graphics Unlimited
Chimera & Company
Printing
Springfield News

335 West 20th Avenue
Eugene, Oregon 97405
(503) 484-0519

Copyright 1986 What's Happening. All rights reserved.