

CIRCULATION

12. Which of the following applies to you? (check all that apply)

- Get paper delivered to my home (dorm, sorority, fraternity, etc.) 1
- Get paper on the racks located on campus 2
- Get paper from friend 3
- Get paper left behind from previous reader 4
- Get paper from racks located off campus 5
- Other 6

CLASSIFIED

13. How frequently do you refer to the Oregon Daily Emerald classified?

- Every issue 1
- 2-3 times a week 2
- Once a week 3
- Couple times a month 4
- Couple times a term 5
- Never 6

14. I would like to see more advertising information in the classified section on the following products or services: (check all that apply)

- New cars/trucks 1
- Used cars/trucks 2
- Tutoring services 3
- Financial services 4
- Typing services 5
- Furniture 6
- Cable television 7
- Personal ads 8
- Real estate to buy 9
- Real estate to rent 10
- Travel 11
- Vacation rentals 12

15. Have you ever placed a classified ad in the Oregon Daily Emerald?

- Yes 1
- No 2

16. If yes, how would you rate the response to your ad?

- Excellent (sold item or service advertised) 1
- Satisfactory (received calls) 2
- Poor (received very few calls) 3

17. Which paper would you look to first for the following ads?

	Oregon Daily Emerald	Register Guard	Oregonian
Help wanted/employment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personal ads	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New cars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Used cars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Real estate for rent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Real estate for sale	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Misc. for sale	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Computer/electronic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Coupons	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

READER SHOPPING

The following information about your shopping plans will help us place advertising useful to you in the paper.

18. Do you read the advertisements in the Oregon Daily Emerald?

- Yes, always 1
- Yes, most of the time 2
- Yes, sometimes 3
- Rarely 4

19. Do ads in the Oregon Daily Emerald influence your shopping?

- Yes, frequently 1
- Yes, sometimes 2
- Seldom 3
- Never 4

20. Do you use coupons when you shop?

- All the time 1
- Sometimes 2
- Never 3

21. Do you read advertising sections (Football, Career Tracks, Valley Folk Festival, etc.) inserted into the Oregon Daily Emerald?

- Always 1
- Most of the time 2
- Sometimes 3

22. Do you use ads in the Oregon Daily Emerald to make shopping decisions or plan your weekly shopping?

- Always 1
- Most of the time 2
- Sometimes 3
- Rarely 4

23. What types of ads would you like to see more of in the Oregon Daily Emerald? (check all that apply)

- Computer technology 1
- Automotive 2
- Children's products 3
- Clothing 4
- Department store 5
- Entertainment 6
- Financial services 7
- Grocery 8
- Home related products/services 9
- Stereo/electronics 10
- Medical/health care 11
- Pet products/service 12
- Professional services 13
- Real estate 14
- Sport/recreation/hobby 15
- Restaurant 16
- Retail store 17
- Self improvement/career 18
- Travel 19
- Local events/entertainment 20
- Cable television 21

24. Which of the following items do you or your family plan to buy in the next 12 months? (check all that apply)

- Real estate 1
- Furniture 2
- Artwork 3
- Appliance (major) 4
- Bicycle 5
- Camera equipment 6
- Car stereo 7
- (Personal) computer 8
- Jewelry 9
- Lawn, garden supplies 10
- Musical instrument 11
- Phone equipment 12
- Portable radio/cassette 13
- Stereo equipment 14
- Television/VCR 15
- Tuxedo rental/purchase 16
- Video camera 17
- Wedding supplies 18

25. Which of the following do you or your family plan to buy in the next 12 months? (check all that apply)

- New car 1
- Used car 2
- New pickup 3
- Used pickup 4

26. Within \$1,000, how much do you plan on paying for the vehicle checked above?

Amount will probably pay \$ _____

27. Which of these products do you or your family plan to buy in the next 3 months?

- Art supplies 1
- Auto parts 2
- Baby clothes 3
- Beer 4
- Books (not textbooks) 5
- Computer software 6
- Film 7
- Greeting cards 8
- Health food/vitamins 9
- Kitchen items 10
- Electronic equipment 11
- Pet food/supplies 12
- Pharmacy prescription 13
- Records/CD's/tapes 14
- Sporting goods 15
- Blank recording tape 16
- Toys 17
- VCR movies 18
- Wine 19

28. Which of the following recreational items do you plan to buy in the next 12 months? (check all that apply)

- All-terrain vehicle 1
- Power boat 2
- Sail boat 3
- Camping equipment 4
- Jet ski 5
- Roller blades 6
- Skateboard 7
- Motorcycle/moped 8
- Pickup with camper 9
- Snowmobile 10
- Tent trailer 11
- Travel trailer 12
- Windsurfing board 13
- Snowboard 14

29. Which of the following services do you plan to use or buy in the next 12 months? (check all that apply)

- Resume/typesetting 1
- Automotive repair 2
- Beauty/styling salon 3
- Pizza delivery 4
- Child care 5
- Continuing education/classes (non-college) 6
- Exercise/aerobic class 7
- Film processing 8
- Loan/finance 9
- Florist 10
- Medical 11
- Health club 12
- Counseling/mental health 13
- Lawyer 14
- Long distance carrier 15
- Housecleaning 16
- Pet grooming 17
- Realtor 18
- Tanning salon 19
- Bicycle repair 20
- Travel agency 21
- Veterinarian 22
- Apt. locater service 23
- Church 24

30. In the next year, which of the following insurance needs will you shop for? (check all that apply)

- Auto 1
- Dental 2
- Homeowner 3
- Life 4
- Medical (health) 5
- Renter 6

31. Where do you shop? Which of the following shopping areas, towns, or shopping centers have you shopped in in the last 3 months? (check all you have shopped in the last 3 months)

- 13th Avenue area 1
- Oakway Mall/Coburg Rd. 2
- Eugene downtown 3
- 5th Street Public Market 4
- Gateway Mall 5
- Valley River Center 6
- Springfield Mall 7
- Portland 8
- Florence 9
- Other Oregon Coast 10

32. Do you plan to vacation in any of the places listed below in the next 12 months? (check all that apply)

- Oregon Coast 1
- Bend area 2
- Southern Oregon 3
- Portland area 4
- Washington (State) 5
- Southern California 6
- Mexico 7
- Europe 8
- Asia 9
- Canada 10
- Hawaii 11
- The Caribbean 12

33. Where does your household buy most of your groceries? (check one only)

- Albertson's 1
- Costco 2
- Food Value 3
- Fred Meyer 4
- Friendly Foods 5
- Oasis Natural Foods 6
- Safeway 7
- Shop N' Save 8
- Sundance 9
- Waremart 10
- Other 11