

# PROFILE

## Just Out Readers' Survey: Who reads Just Out?

Our thanks to all of you who returned Just Out's readers' survey; we are delighted with the results.

Here's what you told us.

Most of you are women (64%), between the ages of 20 and 40. You live on the east side of the Willamette River. The largest percentage live between Burnside and Division in zip 97214; slightly smaller percentages live in zip 97232 and 97212, the inner Northeast.

Almost half of you (37%) are completely out of the closet. You are a registered voter who votes; 95% of you voted in the last election and half contributed to a political campaign in the past year. Almost three-fourths of you are registered Democrats (72%), with 17% Independents and 9% Republican.

Slightly more than half of you (55%) have been in a relationship with the same lover/partner for about three years. With one exception, you are college educated and almost one-third have advanced degrees.

You are healthy, most of you exercise regularly, and a lot of you swim, bicycle and jog or run on a regular basis.

As for sexual orientation, slightly less than half are lesbian, about a third (29%) are gay, a fifth (21%) of you are heterosexual, and 11% are bisexual. Most of you read Just Out every issue and you share your copy with more than three other people.

**Sex**  
Female ..... 64%  
Male ..... 36%

**Age**  
Under 20 ..... 0  
20-29 ..... 33%  
30-39 ..... 36%  
40-49 ..... 14%  
50+ ..... 3%

**What is your sexual orientation?**  
Gay ..... 30%  
Lesbian ..... 49%  
Heterosexual ..... 21%  
Bisexual ..... 11%

**Highest level of education**  
Did not complete high school ..... 1%  
High school graduate ..... 0  
Some college, did not graduate .. 30%  
Technical/associate degree ..... 10%  
Bachelor's degree ..... 28%  
Master's degree ..... 21%  
Ph.D. or professional degree ..... 10%

**How would you describe your level of "openness" in terms of your sexual orientation?**  
Out only to close personal friends ..... 18%  
Out only to friends and family members ..... 18%  
Out to friends, family and business associates ..... 34%  
Publicly out ..... 39%

**Do you have a lover/partner?**  
Yes ..... 55%  
No ..... 45%

**How long have you been together?**  
The average was 3 years.

**Annual income**  
Under 5000 ..... 16%  
5,000-9999 ..... 30%  
10,000-19,999 ..... 25%  
20,000-29,000 ..... 17%  
30,000-39,000 ..... 7%  
40,000-49,000 ..... 2%  
50,000+ ..... 4%

**Do you have any of the following?**  
Visa ..... 14%  
Mastercard ..... 5%  
American Express ..... 4%  
Major department store card ..... 14%

**Do you own your own home?**  
Yes ..... 39%  
No ..... 61%

**Monthly Payments**  
Under 200 ..... 5%  
200-399 ..... 6%  
400-599 ..... 13%  
600-799 ..... 4%  
800+ ..... 4%

**Value of Home**  
Under 50,000 ..... 6%  
50,000-64,999 ..... 5%  
65,000-79,999 ..... 11%  
80,000-99,999 ..... 5%  
100,000+ ..... 6%

**Do you rent?**  
Yes ..... 61%  
No ..... 39%

**Monthly rent?**  
Under 150 ..... 25%  
150-249 ..... 37%  
250-399 ..... 19%  
400-599 ..... 3%  
600+ ..... 0%

**Number of people in household**  
1 ..... 44%  
2 ..... 39%  
3 or more ..... 20%

**Number of full-time wage earners**  
1 ..... 46%  
2 ..... 34%  
3 ..... 5%

**What is your total annual household income?**  
Under 10,000 ..... 25%  
10,000-30,000 ..... 28%  
30,000-50,000 ..... 16%  
50,000+ ..... 12%

**Primary mode of transportation?**  
Car ..... 7%  
Bus ..... 26%  
Bicycle ..... 18%  
Feet ..... 20%

**Do you own a car?**  
Yes ..... 78%  
No ..... 22%

**How many in your household own cars?**  
1 ..... 40%  
2 ..... 32%  
3 ..... 8%

**How often do you engage in physical exercise?**  
Rarely or never ..... 5%  
Once or twice per month ..... 19%  
Once or twice per week ..... 29%  
Three to five times per week ..... 37%  
Daily ..... 17%

**Which type(s) of activities do you engage in?**  
Swimming ..... 41%  
Bicycling ..... 52%  
Jogging/Running ..... 30%  
Gym ..... 17%  
Health Spa ..... 10%  
Team Sports ..... 13%  
Other ..... 40%  
*Other responses included walking, yoga, hiking, dancing, martial arts, and others.*

**Do you belong to any of the following types of gay groups organizations? (Check as many as applicable)**  
Political action groups ..... 27%  
Social organizations ..... 22%  
Sports team/group ..... 3%  
Religious organization ..... 3%  
Other ..... 16%  
*Other responses included Lesbian Forum, GALA, Women's Musicians Network, and others.*

**Have you ever experienced discrimination based on your sexual preference?**  
Yes ..... 52%  
No ..... 41%

**Are you registered to vote?**  
Yes ..... 99%  
No ..... 1%

**Did you vote in the last election?**  
Yes ..... 95%  
No ..... 5%

**Did you contribute to a political campaign within the last year?**  
Yes ..... 50%  
No ..... 50%

**What is your party affiliation?**  
Democrat ..... 72%  
Republican ..... 9%  
Libertarian ..... 0  
Independent ..... 17%  
Other ..... 2%

**Are political endorsements by Just Out taken into account when you vote?**  
Yes ..... 76%  
No ..... 24%

**How often do you read Just Out?**  
Every issue ..... 80%  
Every other ..... 11%  
Occasionally ..... 9%

**How many other people read your copy of Just Out?**  
An average of 3.5 people read each copy of Just Out.

**Do you consciously patronize businesses which advertise in Just Out**  
Yes ..... 84%  
No ..... 16%

**If yes, do you do so to the extent of switching loyalties?**  
Yes ..... 69%  
No ..... 21%

**If you knew a business was homophobic would you make it a point not to patronize that business?**  
Yes ..... 90%  
No ..... 10%

**If national businesses/brands (airlines, distilleries, clothiers, department stores, etc.) advertised in Just Out, would you be more likely to purchase their product/service?**  
Yes ..... 91%  
No ..... 9%

**If yes, would you do so to the extent of switching loyalties?**  
Yes ..... 91%  
No ..... 9%

**Do you, in the next year, plan to purchase any of the following?**  
Video equipment ..... 16%  
Sound equipment ..... 34%  
Furniture ..... 41%  
Home improvement items ..... 42%  
Real Estate ..... 12%  
Stocks and bonds ..... 16%  
Savings certificates ..... 17%  
Autos/recreational vehicles ..... 26%  
Major appliances ..... 21%  
Precious gems/minerals ..... 5%  
Travel/vacations ..... 70%  
Home computer systems ..... 16%  
Major wardrobe purchases ..... 44%

**Do you read any other gay/lesbian regional/national publications?**  
Yes ..... 81%  
No ..... 19%

**Have you ever placed or responded to a Classified Ad in Just Out**  
Placed ..... 6%  
Responded ..... 5%  
Both ..... 6%  
Neither ..... 76%

**What is your home zip code?**  
The majority of respondents live in 97214, 97212, 97232, 97210, 97206, 97209, 97219.