

# Reader's Survey

Every month **Just Out** is sent to more than 100 sites in the Portland metro area. **Just Out** may be found in the near Northeast in businesses bordering on Lloyd Center, in the Southeast along Hawthorne Boulevard, in Multnomah Village, in many buildings and businesses in the downtown core area, and on 23rd and 21st Avenues in the Northwest. **Just Out** is also distributed to many businesses scattered in outlying areas of all sections of the city.

Who reads **Just Out**? In the business of getting all those **Just Outs** there, advertisers play a big part. And advertisers frequently inquire about **Just Out's** readership. In order for **Just Out** to accurately answer its advertisers' questions, **Just Out** is asking you, **Just Out's** readers, for assistance.

Please complete the survey and mail it to **Just Out**, PO Box 15117, Portland, OR 97215, or deposit the completed survey at Phoenix Rising, Suite 412, 408 SW 2nd and Stark on the Westside and at the new A Woman's Place Bookstore, 1431 NE Broadway on the Eastside.

- Sex**  
 Male  
 Female
- Age**  
 Under 20  
 20 to 29  
 30 to 39  
 40 to 49  
 50 to 59  
 60 to 65  
 66 and over



- What is your sexual orientation?**  
 Gay  
 Lesbian  
 Heterosexual  
 Bisexual  
 Other (please specify)



- Have you ever experienced discrimination based on your sexual preference?**  
 Yes  
 No  
 If Yes:  
 Employment  
 Housing  
 Public accommodations

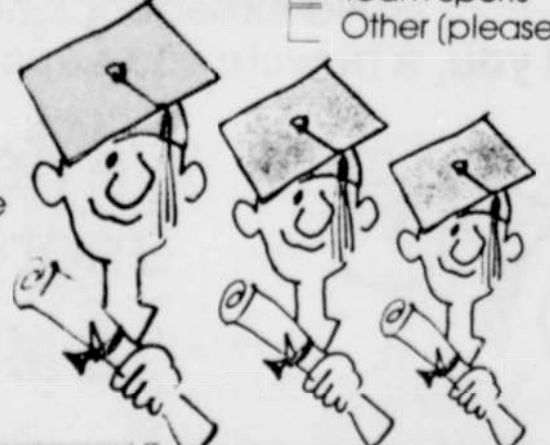
- Do you have a lover/partner?**  
 Yes  
 No

**How long have you been together?**  
 \_\_\_\_\_ yrs. \_\_\_\_\_ mos.



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

- Highest level of education**  
 Did not complete high school  
 High School Graduate  
 Some college, did not graduate  
 Technical/associate degree  
 Bachelor's degree  
 Master's degree  
 Ph.D. or professional degree



- Annual Income**  
 Under 5,000  
 5,000 to 9,999  
 10,000 to 19,999  
 20,000 to 29,999  
 30,000 to 39,000  
 40,000 to 49,000  
 50,000 or more



- Do you have any of the following?**  
 Visa  
 Mastercard  
 American Express  
 Major department store card



- Number of people in household**  
 1  
 2  
 3 or more

**Number of full-time wage earners?**



- Primary mode of transportation**  
 Car  
 Bus  
 Bicycle  
 Feet

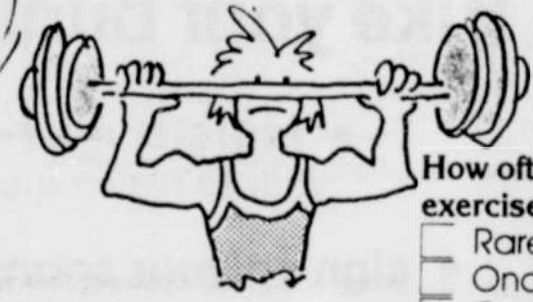
**How many in your household own cars?**



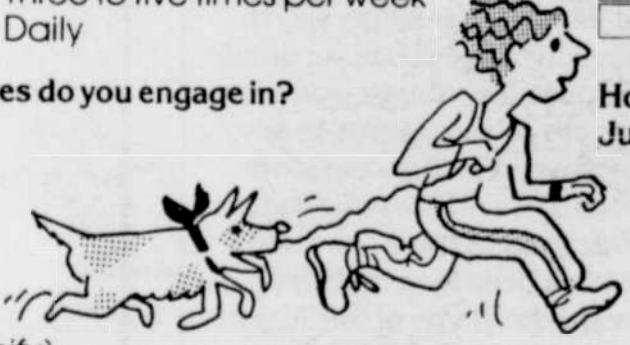
- Because of your sexual preference have you ever experienced**  
 Verbal abuse?  
 Physical abuse?



- How often do you engage in physical exercise?**  
 Rarely or never  
 Once or twice per month  
 Once or twice per week  
 Three to five times per week  
 Daily



- Which type(s) of activities do you engage in?**  
 Swimming  
 Bicycling  
 Jogging/Running  
 Gym  
 Health Spa  
 Team Sports  
 Other (please specify)



- Are you registered to vote?**  
 Yes  
 No  
 If Yes:  
 Democrat  
 Republican  
 Libertarian  
 Independent  
 Other (please specify)

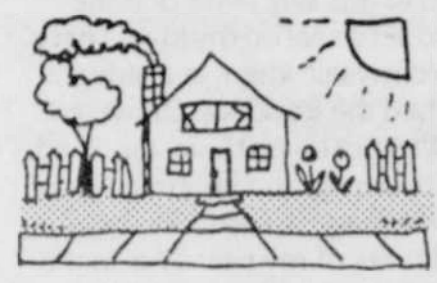


- Did you vote in the last election?**  
 Yes  
 No



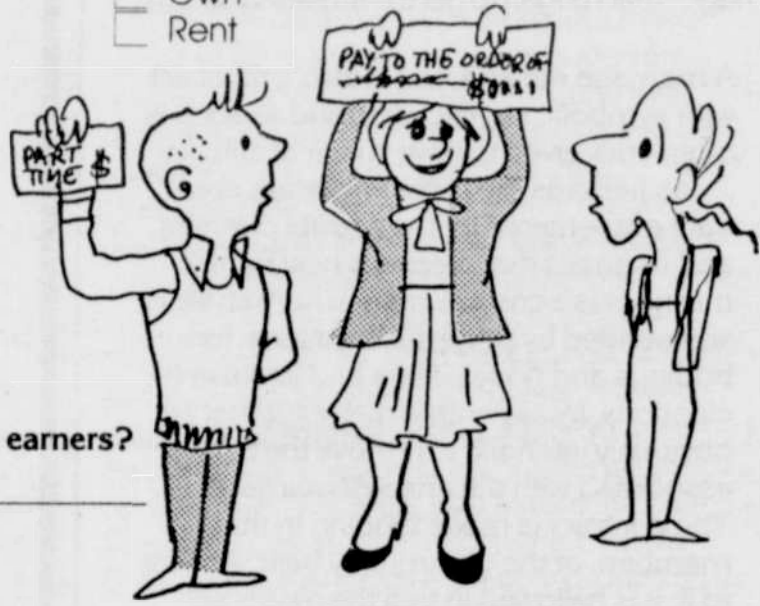
- Did you contribute to a political campaign within the last year?**  
 Yes  
 No

- Are political endorsements by Just Out taken into account when you vote?**  
 Yes  
 No



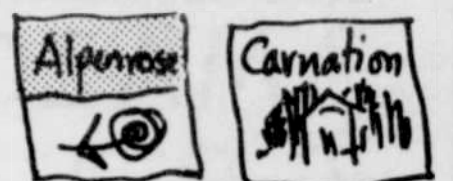
**What is your home ZIP Code?**

- Do you own or rent home?**  
 Own  
 Rent



- Do you consciously patronize businesses which advertise in Just Out?**  
 Yes  
 No

- If yes, do you do so to the extent of switching loyalties?**  
 Yes  
 No

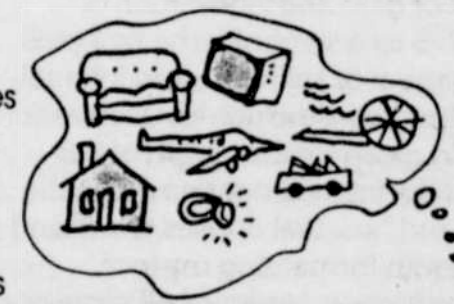


- If you knew a business was homophobic would you make it a point not to patronize that business?**  
 Yes  
 No



- Do you, in the next year, plan to purchase any of the following?**  
 Video equipment  
 Sound equipment  
 Furniture  
 Home improvement items  
 Real Estate  
 Stocks and bonds  
 Savings certificates  
 Autos/recreational vehicles  
 Major appliances  
 Precious gems/minerals  
 Travel/vacations  
 Home computer systems  
 Major wardrobe purchases  
 Other

- If yes, would you do so to the extent of switching loyalties?**  
 Yes  
 No

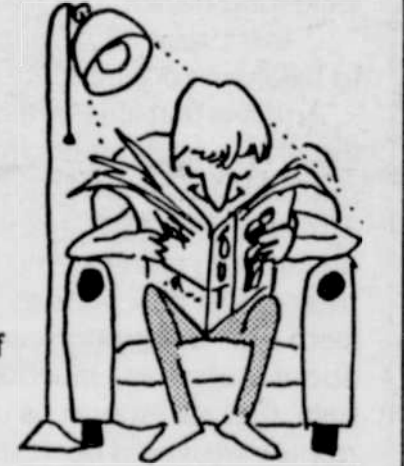


- If national businesses/brands (airlines, distilleries, clothiers, department stores, etc.) advertised in Just Out, would you be more likely to purchase their product/service?**  
 Yes  
 No



- How often do you read Just Out?**  
 Every issue  
 Occasionally

**How many other people read your copy of Just Out?**



- Where do you pick up your copy of Just Out?**  
 Subscriber

Now that you have completed the survey, please tell **Just Out** how we're doing in the news, views and blues departments. What should **Just Out** be doing more of? Less of? Do you like **Just Out** just as it is? Thank you.

- Do you belong to any of the following types of gay groups/organization? (Check as many as applicable)**  
 Political action groups  
 Social organization  
 Sports team/group  
 Religious organization  
 Other (please specify)

