

# Reader's Survey

The Results are in

- Annual Income**
- 5 50,000 or more
  - 4 40,000 to 49,000
  - 17 30,000 to 39,000
  - 32 20,000 to 29,999
  - 27 10,000 to 19,999
  - 12 5,000 to 9,999
  - 3 Under 5,000



- Are you registered to vote?**
- 97 Yes
  - 2 No
- 67 Democrat**
- 6 Republican
  - 2 Libertarian
  - 14 Independent
  - 0 Other (please specify)



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



## Editorial Content

In addition to asking who you are, we would also like to know if *Just Out* is filling your alternative news needs. On a scale of 1 to 10 (10 highest) give us your opinion on the following:

## Average scores

Out About Town	8.3
Profile	8.8
Health	7.3
Just Entertainment	7.6
Books	7.2
Cinema	7.0

Columns	
Between the Lines	7.6
Tribal Drum	7.3
Amazon Trail	7.4
Roseburg Report	6.9
Music	6.9
Counsel	7.5
What's going on here?	8.0
Just News	
National	7.8
Local	8.0

Balance of content	
Male	47.5
Female	53.0

Numbers shown are percentages

- Sex**
- 33 Male
  - 67 Female

- Age**
- 3 Under 20
  - 48 20 to 29
  - 91 30 to 39
  - 34 40 to 49
  - 4 50 to 59
  - 0 60 to 65
  - 0 66 and over



**Number of people in household**  
1.9 average

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



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



**Primary mode of transportation**

- 82 Car
- 16 Bus
- 5 Bicycle
- 10 Feet

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

**Because of your sexual orientation have you ever experienced**

- 66 Verbal abuse?
- 15 Physical abuse?



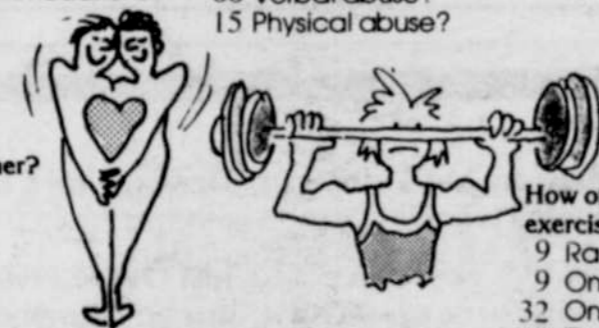
**Have you ever experienced discrimination based on your sexual orientation?**

- 51 Yes
- 46 No
- 19 Employment
- 10 Housing
- 2 Public accommodations

**Do you have a lover/partner?**

- 68 Yes
- 31 No

**How long have you been together?**  
4 yrs. 9 mos. average



**How often do you engage in physical exercise?**

- 9 Rarely or never
- 9 Once or twice per month
- 32 Once or twice per week
- 38 Three to five times per week
- 10 Daily

**How often do you read Just Out**

- 75 Every issue
- 15 Occasionally



**How would you describe your level of "openness" in terms of your sexual orientation?**

- 19 Out to only close personal friends
- 24 Out only to friends and family members
- 23 Out to friends, family and business associates
- 25 Publicly out

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



**Do you belong to any of the following types of gay groups/organization? (Check as many as applicable)**

- 30 Political action groups
- 28 Social organization
- 8 Sports team/group
- 7 Religious organization
- 10 other (please specify)



**Do you consciously patronize businesses which advertise in Just Out**

- 86 Yes
- 10 No

**If yes, do you do so to the extent of switching loyalties?**

- 78 Yes
- 8 No



**If you knew a business was homophobic would you make it a point not to patronize that business?**

- 92 Yes
- 3 No



**Do you, in the next year, plan to purchase any of the following?**

- 15 Video equipment
- 22 Sound equipment
- 50 Furniture
- 46 Home improvement items
- 16 Real Estate
- 2 Stocks and bonds
- 21 Savings certificates
- 18 Autos/recreational vehicles
- 18 Major appliances
- 6 Precious gems/minerals
- 71 Travel/vacations
- 15 Home computer systems
- 40 Major wardrobe purchases
- 12 Other

**If national businesses/brands (airlines, distilleries, clothiers, department stores, etc.) advertised in Just Out, would you be more likely to purchase their product/service?**

- 87 Yes
- 8 No

Find out who reads Just Out!

Illustrations: EAnn Heidt © 1986

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Address Correction Requested

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