

just out Reader's Survey

Please rate each item by circling 1, 2, 3 or 4. Circling 1 means "Love it, simply fab;" 2 means "Pretty good;" 3 means "It passes the time;" 4 means "not worth reading."

- 1. Editorial 1 2 3 4
- 2. Letters 1 2 3 4
- 3. Comics 1 2 3 4
- 4. Profiles 1 2 3 4
- 5. Local news 1 2 3 4
- 6. National news 1 2 3 4
- 7. World news 1 2 3 4
- 8. Inside feature 1 2 3 4
- 9. Music 1 2 3 4
- 10. Theater 1 2 3 4
- 11. Books 1 2 3 4
- 12. Cinema 1 2 3 4
- 13. Spirituality 1 2 3 4
- 14. Amazon Trail 1 2 3 4
- 15. It's a Queer Thing 1 2 3 4
- 16. Calendar 1 2 3 4
- 17. Classifieds 1 2 3 4
- 18. Phone Sex ads 1 2 3 4
- 19. Media Watch 1 2 3 4

What makes you want to pick up a copy of **just out**?

What do you like most about **just out**?

In what areas do you think **just out** can improve? Please be specific and give examples.

If you aren't a regular reader of **just out**, what would make you read it on a regular basis?

What new columns or topics would you like to see regularly in **just out**? Please rate each item by circling 1, 2, 3 or 4. Circling 1 means "Love it, great idea;" 2 means "Pretty good idea;" 3 means "Might be interesting;" 4 means "don't waste the space."

money management. About investment programs for people with a little money or a lot.

taxes and accounting 1 2 3 4

health 1 2 3 4
A holistic approach to health issues that lesbians or gay men might face.

youth 1 2 3 4
A regular column written by or about queer youth.

politics 1 2 3 4
Updates on efforts against the OCA and civil rights for sexual minorities, as well as queer and queer-friendly politicians.

people of color. 1 2 3 4
A column that regularly addresses issues of racism.

legal 1 2 3 4
A column about legal issues that face sexual minorities, such as job discrimination or partnerships.

horoscopes 1 2 3 4

gossip 1 2 3 4

What other column ideas do you have?

Please check the appropriate box(es) for each question.

THE BASICS

- 1. Gender: male female
- 2. Age: under 20 20-29 30-39 40-49 50-59 over 60
- 3. Number of people in household: 1 2 3 or more
- 4. Which of the following best describes yourself? gay lesbian heterosexual bisexual transgender
other _____
- 5. Highest level of education: some high school high school graduate some college 2 yr college degree bachelor's degree master's degree PhD or professional degree
- 6. Are you currently employed? yes no
- 7. Occupation: Professional/Managerial Sales Teacher/Professor Health Care Service/Technical other (please specify) _____

8. How often do you read **just out**?

- every issue sometimes never

9. How many other people read your copy of **just out**?

- 1 2 3 4 or more

10. Where do you pick up your copy of **just out**?

- subscriber location _____

Financial

11. Number of full-time wage earners in your household:

- 1 2 3 or more

12. Personal income:

- under \$7,000 \$7,000 to 9,999 \$10,000 to 19,999 \$20,000 to 29,999 \$30,000 to 39,999 \$40,000 to 49,999 \$50,000 or more

13. Household income:

- under \$7,000 \$7,000 to 9,999 \$10,000 to 19,999 \$20,000 to 29,999 \$30,000 to 39,999 \$40,000 to 49,999 \$50,000 or more

14. Which credit cards do you possess?

- Visa Mastercard American Express Discover Card Major department store

- Gasoline company card other (please specify) _____

15. Do you own or rent your home? own rent

16. What is your home ZIP code? _____

Social

17. Which types of activities do you engage in? (check as many as applicable)

- swimming bicycling jogging/running work out at a gym team sports bowling boating/sailing/kayaking other (please specify) _____

18. Which types of gay groups/organizations do you belong to?

- political action group social organization(s) sports team or group religious group other (please specify) _____

Political

19. Are you registered to vote?

- yes no

20. What is your political party preference?

- Democrat Republican Independent other (please specify) _____

21. Did you vote in the last election? yes no

22. Did you contribute time or money to a political campaign during the last election?

- yes no

23. Did you contribute time or money to help oppose Ballot Measure 9 or 13? yes no

24. Do you take political endorsements by **just out** into account when you vote?

- yes no

Consumer Habits

25. Do you consciously patronize businesses which advertise in **just out**? yes no

26. Do you switch buying loyalties to support advertisers in **just out**? yes no

27. Check all the items that you plan to purchase in the next 12 months:

- video equipment sound equipment furniture home improvement items real estate stocks and bonds savings certificates automobile recreational vehicle spas swimming pools major household appliance(s) precious gems/minerals travel/vacations personal computer clothing

28. How often do you dine out? less than twice a month twice a month once a week twice a week more than twice a week

29. Besides **just out**, what periodicals/newspapers do you subscribe to/read regularly?

30. Check all the places you plan to travel to in the next three years:

- within Oregon Seattle San Francisco Palm Springs Europe Hawaii East Coast (US) Canada South America Australia Asia Deep Space Nine

31. Do you subscribe to any online information services? yes no

32. Do you surf the net? yes no no, and I don't understand this question

Return your survey by July 31.
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