

just out READERS' SURVEY



Just Out is your community newspaper, and we need to hear from you. It's been four years since *Just Out* last conducted a readers' survey. It's again time for us to monitor the likes and dislikes of our readership. In order for us to be our best, we need your input. Tastes and interests, as well as buying habits, change all the time. *Just Out* needs to keep pace with these changes. The more we know about you, the better we can serve you.

To that end, here is the 1999 *Just Out* Readers' Survey. Please invest a few minutes and a 33-cent stamp to let us know what you think.

The survey results will be published in a future issue of *Just Out*. We look forward to your comments and thoughts.

Please send your completed survey to *Just Out*, P.O. Box 14400, Portland, OR 97293-0400.

Thanks, and have a great pride experience. Stop by our booths in Portland and Eugene. We'd love to meet you.

—Just Out Staff

RATE US!

Please rate the following segments of **just out** by circling a number, 1 meaning "Love it," 5 meaning "Yuck."

NEWS

- | | | | | | |
|--------------------------|---|---|---|---|---|
| 1. Cover | 1 | 2 | 3 | 4 | 5 |
| 2. Editorial | 1 | 2 | 3 | 4 | 5 |
| 3. Letters to the editor | 1 | 2 | 3 | 4 | 5 |
| 4. Just Asking | 1 | 2 | 3 | 4 | 5 |
| 5. Local news | 1 | 2 | 3 | 4 | 5 |
| 6. National news | 1 | 2 | 3 | 4 | 5 |

- | | | | | | |
|-------------------|---|---|---|---|---|
| 7. World news | 1 | 2 | 3 | 4 | 5 |
| 8. Media watch | 1 | 2 | 3 | 4 | 5 |
| 9. Local profiles | 1 | 2 | 3 | 4 | 5 |
| 10. Cover feature | 1 | 2 | 3 | 4 | 5 |
| 11. Queer Profit | 1 | 2 | 3 | 4 | 5 |

CALENDAR

- | | | | | | |
|------------------------|---|---|---|---|---|
| 12. Calendar of events | 1 | 2 | 3 | 4 | 5 |
| 13. Comics | 1 | 2 | 3 | 4 | 5 |
| 14. Crossword | 1 | 2 | 3 | 4 | 5 |
| 15. Horoscope | 1 | 2 | 3 | 4 | 5 |
| 16. Resource listings | 1 | 2 | 3 | 4 | 5 |

ENTERTAINMENT

- | | | | | | |
|--------------------------|---|---|---|---|---|
| 17. CD reviews | 1 | 2 | 3 | 4 | 5 |
| 18. Book reviews | 1 | 2 | 3 | 4 | 5 |
| 19. Movie reviews | 1 | 2 | 3 | 4 | 5 |
| 20. Theater reviews | 1 | 2 | 3 | 4 | 5 |
| 21. Entertainment news | 1 | 2 | 3 | 4 | 5 |
| 22. Amazon Trail | 1 | 2 | 3 | 4 | 5 |
| 23. I Kid You Not | 1 | 2 | 3 | 4 | 5 |
| 24. Out Loud | 1 | 2 | 3 | 4 | 5 |
| 25. OutWord | 1 | 2 | 3 | 4 | 5 |
| 26. Stonewall Baby | 1 | 2 | 3 | 4 | 5 |
| 27. Eating Out | 1 | 2 | 3 | 4 | 5 |
| 28. Nightspots map/guide | 1 | 2 | 3 | 4 | 5 |

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

How many people usually read your copy of **just out**?

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

Let's be fair...what do you like least 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?

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PEOPLE EXPOSED TO SECONDHAND SMOKE AT WORK ARE 34% MORE LIKELY TO GET LUNG CANCER.



AND YOU THOUGHT THE LONG HOURS WERE KILLING YOU.

Everyone deserves smokefree air!

Our efforts are not about blaming smokers, but are designed to protect the public and employees from secondhand smoke which causes cancer, heart disease, asthma and other preventable health problems.

If you are ready to quit smoking contact the Oregon Tobacco Quit Line at 1-877-270-STOP.

Multnomah County Tobacco Prevention Coalition