

# Readers' Survey

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What new columns or topics would you like to see regularly in **just out**? Please rate your degree of interest in these topics by circling a number, 1 meaning high, 5 meaning low.

Health	1	2	3	4	5
Relationships	1	2	3	4	5
Advice	1	2	3	4	5
Youth	1	2	3	4	5
Politics	1	2	3	4	5
Fashion/Lifestyle	1	2	3	4	5
Gossip	1	2	3	4	5
Spirituality	1	2	3	4	5
Restaurant reviews	1	2	3	4	5

What other topics or columns would you like to see in **just out**?

Do you have any comments about **just out**?

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## THE BASICS

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

- Gender
  - Male  Female
  - Other-identified
- Age
  - Under 21  46-55
  - 21-34  Over 55
  - 35-45
- Ethnic Background:
  - African American
  - European American
  - Latina/Latino
  - Native American
  - Asian/Pacific Islander
  - Other \_\_\_\_\_
- Relationship status
  - Single
  - Committed relationship
  - Other \_\_\_\_\_
- Members of household
  - Number of adults \_\_\_\_\_
  - Number of children \_\_\_\_\_
  - Number of pets \_\_\_\_\_
- How do you describe yourself?
  - Gay  Transgender
  - Lesbian  Transsexual
  - Bisexual  Asexual
  - Other  Heterosexual
- Highest level of education
  - Some high school
  - High school graduate
  - Some college
  - Two-year college degree
  - Bachelor's degree
  - Master's degree
  - Ph.D. or professional degree
- Are you currently employed?
  - Yes  No
- Occupation
  - Professional/Managerial
  - Sales
  - Teacher/Professor
  - Health Care
  - Service/Technical
  - Other (please specify) \_\_\_\_\_

- How often do you read **just out**?
  - Every issue  Often
  - Rarely  Never
- Where would you like to see **just out** available for distribution?
  - \_\_\_\_\_
  - \_\_\_\_\_
- Where do you pick up your issue of **just out**?
  - Subscriber
  - Location: \_\_\_\_\_

## FINANCIAL

- Number of full-time wage earners in your household
  - 1  2
  - 3 or more
- Personal annual income
  - Under \$10,000
  - \$10,000-\$24,999
  - \$25,000-\$39,999
  - \$40,000-\$54,999
  - \$55,000-\$69,999
  - \$70,000-\$84,999
  - \$85,000-\$99,999
  - Over \$100,000
- Do you purchase items on credit?
  - Yes  No
- Do you have a retirement plan?
  - Yes  No
- Do you have a financial adviser?
  - Yes  No
- Do you use a tax adviser?
  - Yes  No
- Do you own or rent your home?
  - Own  Rent
- If you rent, is it a house or apartment?
  - House  Apartment

- What is your home ZIP code?
  - \_\_\_\_\_
- Do you live outside the Portland metro area?
  - Yes  No

Where:

## SOCIAL

- What types of recreational activities do you enjoy?
  - Swimming
  - Bicycling
  - Jogging/running
  - Working out at a gym
  - Team sports
  - Bowling
  - Boating/sailing/kayaking
  - Movies
  - Snowboarding/skiing
  - Dancing
  - Bars/clubs
  - Other (please specify) \_\_\_\_\_
- How often do you attend live theater?
  - Times per week
  - Times per month
  - Times per year
- How often do you go to concerts?
  - Times per week
  - Times per month
  - Times per year
- Which types of gay groups/organizations do you belong to?
  - Political action groups
  - Social organizations
  - Sports teams or groups
  - Religious groups
  - Special interest groups
  - Other (please specify) \_\_\_\_\_
- Do you read the personal ads?
  - Yes  No
- Do you respond to personal ads?
  - Yes  No

## POLITICAL

- Are you registered to vote?
  - Yes  No
- What is your political party affiliation?
  - Democrat
  - Republican
  - Independent
  - Other (please specify) \_\_\_\_\_
- Do you take political endorsements by **just out** into account when you vote?
  - Yes  No
- Do you think gays and lesbians as a group have political clout?
  - Yes  No

## CONSUMER HABITS

- Do you consciously patronize businesses that advertise in **just out**?
  - Yes  No
- Do you switch buying loyalties to support advertisers in **just out**?
  - Yes  No
- Check all the items that you plan to purchase in the next 12 months:
  - House
  - Furniture/home decor
  - Pet care items
  - Cell phone/pager
  - Video/sound equipment
  - Home improvement items
  - Automobile
  - Spas/Swimming pool
  - Major household appliance(s)
  - Precious gems/minerals
  - Travel/vacations
  - Personal computer
  - Clothing
  - Other major purchases (please specify) \_\_\_\_\_

- 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
- What is your favorite type of restaurant?
  - Ethnic
  - Vegetarian
  - Upscale
  - Fast Food
  - Budget
  - Other (please specify) \_\_\_\_\_
- Where would you like to travel in the next year or so?
  - Within Oregon
  - Seattle
  - Alaska
  - San Francisco
  - Palm Springs
  - Europe
  - Hawaii
  - East Coast (U.S.)
  - Canada
  - South America
  - Australia
  - Asia
  - Mexico
  - Africa
  - Other (please specify) \_\_\_\_\_

## THE INTERNET

- Do you use e-mail?
  - Yes  No
- Do you use chat rooms?
  - Yes  No
- Do you make travel arrangements on the Internet?
  - Yes  No
- Do you visit advertised Web sites?
  - Yes  No
- Do you purchase things via the Internet?
  - Yes  No

## AND FINALLY

- Should **just out** accept tobacco ads?
  - Yes  No