

August 2011

***Catholic Media Use in
the United States, 2011***

**Center for Applied Research in the Apostolate
Georgetown University
Washington, D.C.**

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Executive Summary

In winter 2011, the Catholic Press Association (CPA) of the United States and Canada commissioned the Center for Applied Research in the Apostolate (CARA) at Georgetown University to conduct a national poll of adult Catholics to measure their media use. CARA partnered with Knowledge Networks to conduct the survey in May and June 2011. The survey was completed by 1,239 self-identified Catholics who were 18 years of age or older resulting in a sampling margin of error of ± 2.8 percentage points. Fifty-seven percent of the panel members invited to take the survey completed it. This report includes, where possible, comparisons to a survey conducted by CARA in November and December 2005 for the United States Conference of Catholic Bishops (USCCB) Department of Communications regarding Catholic media use. This 2005 survey was completed by 1,260 self-identified adult Catholics resulting in a sampling margin of error or ± 2.8 percentage points.

As a rule of thumb, every 1 percentage point of the total sample is approximately equivalent to 570,000 Catholic adults.¹

Major Findings

General News Attention

- Although general attention to national news among adult Catholics in 2011 remains consistent with attention levels in 2005, the youngest adult Catholics are least likely to say they pay “a great deal” or “quite a bit” of attention to this. Overall, 52 percent of adult Catholics say they pay this much attention to national news, whereas only 43 percent of Millennial Generation Catholics (those born after 1981) respond as such.
- The percentage of Catholics who say they subscribe to a print copy of a daily newspaper for their local area has dropped from 44 percent in 2005 to 36 percent in 2011. Only 16 percent of Millennial Generation Catholics say they have a print subscription to a local daily newspaper.

Diocesan Newspapers and Magazines

- Twenty-six percent of adult Catholics say they have read a print copy of their diocesan newspaper or magazine in three months prior to being surveyed. There has been no measurable change in readership from 2005. A majority of weekly Mass attenders (55 percent) report readership of a print copy of this in the last three months.

¹ Knowledge Networks panel estimates that 24.5 percent of the adult population in the United States self identifies as Catholic. Taking this proportion of the most recent Census Bureau estimates for the size of the U.S. adult population, 1 percent of adult Catholic population is approximately equivalent to 570,000 persons.

- Only four percent of adult Catholics indicate that they have read their diocesan newspaper or magazine *online* in the last three months. Only one percent of all diocesan newspaper or magazine readers indicate they read exclusively online during this period. It should be noted that not all dioceses provide such content.
- Four in ten adult Catholics (39 percent) have read their diocesan newspaper at some point. Fifty-seven percent of adult Catholics are aware their diocese has a newspaper or magazine but say they have never read it. Four percent are unaware of any publication in their diocese.
- Seven percent of adult Catholics read another diocese’s newspaper or magazine. Most of these individuals, 59 percent, also read their own diocesan news publication.
- Of those who have read the print version of their diocesan newspaper or magazine in the last three months, 42 percent indicate they receive the publication from their parish or diocese at no charge. Nine percent indicate their household pays for a subscription and 7 percent are unaware of how they receive it. More than four in ten recent readers (42 percent) do not receive the publication at home and obtain it by other means (e.g., picking it up at their parish).
- Eight in ten readers (79 percent) of diocesan newspapers or magazines evaluate these as “good” or “excellent” (26 percent ‘excellent’ only) sources of news, information, and dialogue about their diocese and the Catholic faith. One in five provide only a “fair” evaluation and just 1 percent say the publication they read does a “poor” job of this.

National Catholic Publications

- Respondents were provided a list of 28 national Catholic newspapers and magazines (e.g., *Catholic Digest*, *Our Sunday Visitor*, *St. Anthony Messenger*) and asked about their awareness and readership of these. A majority, 56 percent, were *not* aware of any of the publications listed. Seven in ten Millennials (70 percent) were not aware of a single publication. Compared to 2005, there is less awareness of national Catholic publications in general. When presented with this list in 2005 only 46 percent were *not* aware of any of the publications listed.
- Adult Catholics are most aware of the following national Catholic publications (i.e., more than 8 percent or 4.5 million adult Catholics): *Catholic Digest* (32 percent), *Maryknoll* (12 percent), *Liguorian* (9 percent), and *Our Sunday Visitor* (8 percent). Catholics were most likely to be aware of the same four publications in 2005.
- Adult Catholics are most likely to indicate reading the following national publications *in print* in the last three months: *Catholic Digest* (9 percent), *Maryknoll* (3 percent), *Our Sunday Visitor* (2 percent), and *The Family Digest* (2 percent).

- Two-thirds of readers of national Catholic print publications (65 percent) agree “somewhat” or “strongly” that they are very satisfied with the publications they read. Twenty-nine percent “neither agree nor disagree” with this statement and 7 percent indicate dissatisfaction with the publications they read by disagreeing with the statement “somewhat” or “strongly.” Weekly Mass attenders and Pre-Vatican II Generation Catholics (born before 1943) are most likely to express satisfaction.
- A majority of readers (53 percent) agree “somewhat” or “strongly” that having a print version of the Catholic newspaper or magazine they read is important to them. Nearly four in ten (38 percent) express indifference and “neither agree nor disagree” with this statement and 10 percent indicate a print version is not important to them by disagreeing with the statement “somewhat” or “strongly.”
- Economic conditions are affecting decisions about media use. Forty-two percent agree “somewhat” or “strongly” that economic conditions have caused them to reevaluate their spending at that they now buy less reading material. Forty-one percent “neither agree nor disagree” and 18 percent disagree “somewhat” or “strongly” with this statement.
- Respondents were asked in an open-ended question, “How would you feel if print versions of Catholic newspapers and magazines—including your diocesan newspaper or magazine—ceased publication and moved their operations entirely online?” Only 18 percent of those responding to the question provided a response that included a comment that was positive about this hypothetical proposition. Most either expressed a negative opinion (39 percent) or a neutral or mixed opinion (39 percent). Four percent provided a comment that could not be coded as positive, negative, neutral, or mixed. Negative comments often referenced a personal preference for print versus online content or a concern that others—especially the elderly and poor—would be unable to gain access to an online-only publication. Positive and mixed comments often cited an online publication as being more environmentally friendly and cheaper for dioceses to produce.

General Media Use

- Catholics are more likely to report use of traditional media (print publications, television, radio) to access religious or spiritual content than new or electronic media (e.g., Internet, e-reader, podcast) .
- The leading medium for consumption of religious or spiritual content is television. One in five adult Catholics (21 percent) has watched a religious or spiritual program on television in the last three months. Only 3 percent indicate that have watched religious or spiritual video content online.

- Eighteen percent of adult Catholics say they read a print copy of a religious or spiritual magazine or newspaper in the last three months. Fourteen percent say they have read a religious or spiritual book during the same period.
- Only 6 percent of adult Catholics indicate they read content from a religious or spiritual blog in the last three months. Fewer indicate reading a religious or spiritual newspaper or magazine online (3 percent), following religious or spiritual pages or posts on Facebook (2 percent), or following religious or spiritual related tweets on Twitter. Only 13 percent of respondents agree “strongly” or “somewhat” that they prefer participating on Facebook, Twitter, YouTube, or online message boards to reading print publications.
- Adult Catholics are six times more likely to buy a print copy of a religious or spiritual book than to buy one for use on an e-reader (e.g., Kindle, Nook).
- Millennial Catholics are no more or less likely to use new or electronic media to access religious or spiritual content than older generations of Catholics. However, Millennials are less likely than older Catholics to access *any* type of religious or spiritual media content. Two thirds of the youngest adult Catholics (67 percent) reported no religious or spiritual media use in the three months prior to being surveyed. By comparison only 30 percent of Pre-Vatican II Catholics responded as such and overall, 42 percent of all respondents said they did not use any religious or spiritual media in the three months prior to being surveyed.
- The more frequently Catholics attend Mass, the more likely they are generally to report using any type of religious or spiritual media. Because Mass attendance is more likely among older Catholics, religious and spiritual media use is concentrated among older generations of Catholics.
- Many of those who are using new media related to their religion and spirituality do not fit the stereotypical image that might first come to mind. The typical Catholic who uses Facebook for religion and spirituality is not a Millennial at all. It is a non-Hispanic white, divorced, Vatican II Generation (age 51 to 68), woman, living in a home in the Midwest, with an income between \$85,000 and \$99,999 a year.
- Respondents who reported *any* type of religious or spiritual media use were most likely to indicate that watching this content on television as being “most important” to them (26 percent). They were most likely to say reading a religious or spiritual print copy of a magazine or newspaper is what they do “most often” (26 percent).
- Fourteen percent of respondents indicate having visited the website for a Catholic parish in the last three months. By comparison only 5 percent had indicated such a visit in the six months previous to being surveyed in 2005. Respondents do not report an increase in using other religious or spiritual web sites.

- One in four adult Catholics (26 percent) have at least one social network profile (e.g., Facebook, LinkedIn, MySpace) where they self-identify their religion. A similar percentage, 24 percent, has one or more profiles but does not specify their religion on any these. Half of adult Catholics do not have a social network profile.
- One in four Catholics agree “strongly” or “somewhat” that they do not have time to read print magazines or newspapers. Most, 45 percent *disagree* with this statement and 30 percent neither agree nor disagree. Millennial Generation Catholics are most likely to agree that they do not have time for this (38 percent).
- Only about one in ten Catholics (11 percent) agree “somewhat” or “strongly” that they would prefer to get their diocesan news online rather than a print publication and only 15 percent agree “somewhat” or “strongly” that they wish their diocese did more communications online on Facebook, Twitter, YouTube or other sites like these.

Introduction

In winter 2011, the Catholic Press Association (CPA) of the United States and Canada commissioned the Center for Applied Research in the Apostolate (CARA) at Georgetown University to conduct a national poll of adult Catholics to measure their media use. CARA partnered with Knowledge Networks to conduct the survey in May and June 2011. The survey was completed by 1,239 self-identified Catholics who were 18 years of age or older resulting in a sampling margin of error of ± 2.8 percentage points. Fifty-seven percent of the panel members invited to take the survey completed it.

Knowledge Networks maintains a large national sample of households. Its panel (the set of participating households) is updated frequently and has been assembled by regular random telephone and mail survey methods, with attempts to closely approximate known demographic characteristics of the U.S. population.² Panel members receive subsidized Internet access and other incentives. For those who do not own computers, Knowledge Networks provides a television-based Internet system (MSN TV) for free. These steps ensure that the Knowledge Networks panel is as reflective as possible of the national population and that it is not biased towards only those who have pre-existing access to the Internet. At the time of the survey, 17 percent of those invited to be a part of the Knowledge Networks panel, accept this invitation.

Knowledge Networks surveys are conducted “on-screen” and this format allows for the display of longer lists of information than could be used in a telephone poll. This feature was important to this project as it allowed for questions that listed numerous specific media titles. CARA used the geographic county codes for respondents and diocesan publications so that the specific local title of diocesan newspapers and magazines would appear onscreen for respondents. The questionnaire for the survey was developed collaboratively, in a back and forth review process, between CARA and a representative of CPA. This questionnaire and response frequencies are available in Appendix A. In Appendix B the verbatim frequencies to an open-ended question of the survey are provided.

This report includes, where possible, comparisons to a survey conducted by CARA in November and December 2005 for the United States Conference of Catholic Bishops (USCCB) Department of Communications regarding Catholic media use. This 2005 survey was completed by 1,260 self-identified adult Catholics resulting in a sampling margin of error or ± 2.8 percentage points.

As a rule of thumb, every 1 percentage point of the total sample is approximately equivalent to 570,000 Catholic adults.³

²A recent study by Stanford University researchers shows that the Knowledge Networks panel is representative to well within one percentage point of the U.S. Census Current Population Survey (CPS) demographics for gender, age, race and ethnicity, education, and region (Baker et al. 2003. “Validity of the Survey of Health and Internet and Knowledge Networks Panel and Sampling.”).

³ Knowledge Networks panel estimates that 24.5 percent of the adult population in the United States self identifies as Catholic. Taking this proportion of the most recent Census Bureau estimates for the size of the

Part I: Demographics and Background

This section describes background characteristics of respondents to the survey. These characteristics include gender, generation, ethnicity, education, and geographic region as well as past enrollment in Catholic schools and frequency of Mass attendance. These indicators are used in sub-group analyses in later sections.

Gender

Fifty-one percent of respondents are female and 49 percent are male. This distribution is unchanged from 2005.

Gender		
	2011	2005
Female	51%	52%
Male	49	48

Generation

The ages of respondents range from 18 to 89 in 2011. After weighting, the median age is 47 (in other words, half of respondents are 47 or under, and half are 47 or over). For purpose of analysis, CARA categorizes Catholic survey respondents into four generations based on life experiences especially relevant to Catholics:

- *The “Pre-Vatican II Generation,” ages 69 and over in 2011.* The Pre-Vatican II Generation was born in 1942 or earlier. Its members came of age before the Second Vatican Council. After weighting, members of the Pre-Vatican II Generation make up 10 percent of respondents to the survey.
- *The “Vatican II Generation,” ages 51-68 in 2011.* These are the “baby boomers” who were born between 1943 and 1960, a time of great demographic and economic growth. They came of age during the time of the Second Vatican Council and their formative years likely spanned that time of profound changes in the Church. Vatican II Generation parishioners make up 33 percent of respondents.
- *The “Post-Vatican II Generation,” ages 30-50 in 2011.* Born between 1961 and 1981, this generation, sometimes called “Generation X” or “baby busters” by

U.S. adult population, 1 percent of adult Catholic population is approximately equivalent to 570,000 persons.

demographers, has no lived experience of the pre-Vatican II Church. Thirty-eight percent of respondents are members of the Post-Vatican II Generation.

- *The “Millennial Generation,” ages 18-29 in 2011.* This generation, born in 1982 or later (up to 1993 among adults), have come of age primarily under the papacies of John Paul II and Benedict XVI. Because some still live with their parents, their religious practice is often closely related to that of their families of origin. Nineteen percent of respondents belong to the Millennial Generation.

Generation		
	2011	2005
Pre-Vatican II (born 1942 or earlier)	10%	20%
Vatican II (born 1943 to 1960)	33	30
Post-Vatican II (born 1961 to 1981)	38	39
Millennials (born 1982 or later)	19	11

The percentage of the adult Catholic population that is of the Pre-Vatican II Generation declined from 20 percent in 2005 to 10 percent in 2011 as adult Millennials grew from 11 percent to 19 percent. Some of this shift is related to mortality and generational replacement. However, this result also represents a more accurate representation of the Hispanic population—which is on average younger than non-Hispanic Catholics (median age of 41 compared to 50 for non-Hispanic white Catholics)—in the 2011 survey.

Race and Ethnicity

The percentage of adult Catholics self-identifying as non-Hispanic white has decreased by 6 percentage points in the last six years. This change is primarily due to generational replacement.⁴ The percentage of respondents self-identifying as Hispanic increased from 27 percent in 2005 to 33 percent in 2011. For sub-group analysis, only comparisons between Hispanic/Latino(a) respondents and non-Hispanic white respondents are possible.

Race and Ethnicity		
	2011	2005
White, Non-Hispanic	60%	66%
Hispanic	33	27
Black, Non-Hispanic	2	3
Other, Non-Hispanic	5	4

Education

The highest level of educational attainment for respondents in 2011 is relatively unchanged from 2005 with about half having only a high school diploma or less (47 percent), a quarter attending some college without obtaining a bachelor's degree (26 percent), and another quarter having earned a bachelor's degree or more (27 percent).

Education		
	2011	2005
High school diploma or less	47%	50%
Some college	26	25
Bachelor's degree or higher	27	25

⁴ Non-Hispanic white individuals raised Catholic have a retention rate (percentage raised Catholic, remaining Catholic as adults) that is slightly lower than Hispanics raised Catholic. In the 2010 General Social Survey (GSS), the retention rate for non-Hispanic white respondents raised Catholic was estimated to be 65 percent. By comparison, this was 77 percent for Hispanics raised Catholic.

Marital Status

In 2011, 56 percent of respondents are married and 18 percent indicate that they have never married. One in ten is unmarried and living with a partner. About one in ten is separated (2 percent) or divorced (9 percent). Five percent are widowed.

	<i>2011</i>	<i>2005</i>
Married	56%	54%
Single, never married	18	27
Divorced	9	10
Separated	2	7
Widowed	5	2
Living with a partner	10	--

The “living with a partner” response option was not used in the 2005 poll. Data for other response categories have changed little or not at all between 2005 and 2011.

Household Income

A third of respondents (32 percent) have an annual household income ranging from \$40,000 to \$84,999. One in five respondents (20 percent) earns a household income of less than \$25,000 per year. Twenty-one percent reside in households earning combined incomes of \$100,000 or more.

Household Income		
	<i>2011</i>	<i>2005</i>
Less than \$15,000	10%	13%
\$15,000 to \$24,999	10	12
\$25,000 to \$39,999	19	19
\$40,000 to \$59,999	16	23
\$60,000 to \$84,999	16	17
\$85,000 to \$99,999	7	5
\$100,000 to \$124,999	9	6
\$125,000 or more	12	5

Geographic Region

Using their state of residence, respondents are categorized into the four U.S. Census regions.⁵ Some 26 percent of respondents are in the Northeast, 27 percent in the South, 25 percent in the West, and 22 percent in the Midwest. These distributions are similar to those of respondents in 2005.

Geographic Region		
	<i>2011</i>	<i>2005</i>
Northeast	26%	29%
Midwest	22	22
South	27	25
West	25	24

⁵ The *Northeast* region includes Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont. The *Midwest* region includes Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin. The *South* region includes Alabama, Arkansas, Delaware, the District of Columbia, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia. The *West* region includes Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, and Wyoming.

Entrance into the Church

Eight in ten respondents (79 percent) entered the Church as an infant. This is unchanged from 2005. More than one in ten became Catholic as a child (12 percent). Two percent entered the Church as a teenager and 7 percent as an adult.

<i>When did you become a Catholic? As an...</i>		
Percentage responding:		
	<i>2011</i>	<i>2005</i>
Infant (under age of 1)	79%	80%
Child (ages 1 to 12)	12	10
Teenager (ages 13 to 17)	2	1
Adult (age 18 or older)	7	9

Attendance at Catholic Educational Institutions

Some 47 percent of respondents indicate they attended a Catholic elementary school at some point in their youth. One in five attended a Catholic high school (21 percent) and 7 percent attended a Catholic college or university. Half of respondents (48 percent) have never attended a Catholic educational institution. Fewer respondents indicate Catholic high school enrollment at some point in their life in the 2011 survey than in the 2005 study.

<i>Did you ever attend...</i>		
Percentage responding:		
	<i>2011</i>	<i>2005</i>
A Catholic elementary or middle school	47%	45%
A Catholic high school	21	29
A Catholic college or university	7	6
None of the above	48	50

Mass Attendance

Some 24 percent of respondents to the survey say they attend Mass at least once a week. Twenty-five percent attend at least once a month, but not weekly. There is a statistically significant increase in respondents indicating they attend Mass at least monthly in this survey compared to 2005 (49 percent compared to 40 percent).⁶ Significantly fewer respondents indicate attending Mass “rarely or never.”

<i>Aside from weddings and funerals, about how often do you attend Mass?</i>		
Percentage responding:		
	2011	2005
Rarely or never	26%	35%
A few times a year	25	25
At least monthly, not weekly	25	17
Every week (once a week or more)	24	23

Weighting the percentages for each group by their reported frequency of attendance it is estimated that about 33 percent of Catholics are at Mass *in any given week*. This percentage is consistent with what is found in estimates of the attendance of Catholics derived from other methods (such as sample-based head counts).⁷

The Knowledge Networks survey uses methods that do not require a human interviewer—respondents are answering questions as they appear on-screen (either through a computer or television). Self-administered surveys, such as this, are known to reduce over-reports for questions that have socially desirable response sets—producing results that more closely reflect actual behavior than estimates derived from telephone polls.⁸

By comparison, the Pew Forum on Religion and Public Life’s Religious Landscape Survey of 2007, which relied on telephone interview methods, estimated that 42 percent of Catholics attend Mass *every week* and that more than half are attending in *any given week*. Gallup, which also uses telephone polling methods but a slightly different question wording, estimated in 2009 that 45 percent of Catholics were attending Mass *in any given week*. These estimates by pew and Gallup exceed what would be considered realistic based on academic and Church headcount studies.

⁶ This is in part related to the more representative sample of Hispanic/Latino(a) Catholics in the 2011 survey. This sub-group is *less* likely than non-Hispanics to attend once a week or more often (21 percent compared to 26 percent) but is *also* less likely to say they “rarely or never” attend Mass (16 percent compared to 32 percent).

⁷ C. Kirk Hadaway and Penny Long Marler. 2005. “How Many Americans Attend Worship Each Week? An Alternative Approach to Measurement.” *Journal for the Scientific Study of Religion*. 44: pp. 307-322.

⁸ Stanley Presser and Linda Stinson. 1998. “Data Collection Mode and Social Desirability Bias in Self-Reported Religious Attendance.” *American Sociological Review*. 63: pp.137-145.

Parish Registration

Fifty-six percent of respondents indicate that they are registered at a Catholic parish. Nearly six in ten indicated this in 2005. However, this difference is within the margin of error for the surveys.⁹

<i>Are you registered at a Catholic parish?</i>		
Percentage responding:		
	<i>2011</i>	<i>2005</i>
Yes	56%	59%
No	44	41

Financial Giving

Forty-four percent of respondents report that they or their household regularly contributes to the weekly offertory collection at their parish. This is a bit lower than what was observed in 2005 (50 percent) but this difference is just within margin of error. This difference could be real and possibly related to the dramatic differences in the economy of 2011 compared to 2005.

<i>Do you or your household regularly contribute to the weekly offertory collection at your local parish?</i>		
Percentage responding:		
	<i>2011</i>	<i>2005</i>
Yes	44%	50%
No	56	50

⁹ Again, this is related to the more representative nature of the 2011 sample, with Hispanic/Latino(a) respondents being significantly less likely than non-Hispanic Catholics to indicate they are registered with a parish (62 percent compared to 44 percent).

Nearly three in ten (28 percent) say they contributed to an annual financial appeal for their diocese in the last year. This is up slightly from 25 percent in 2005. However, this difference is well within the margin of error.

During the last 12 months, did you or your household contribute to an annual financial appeal of your diocese, for example, a bishop’s or cardinal’s appeal?

Percentage responding:

	2011	2005
Yes	28%	25%
No	52	60
There was no annual appeal in my diocese/ Don’t know ¹⁰	20	15

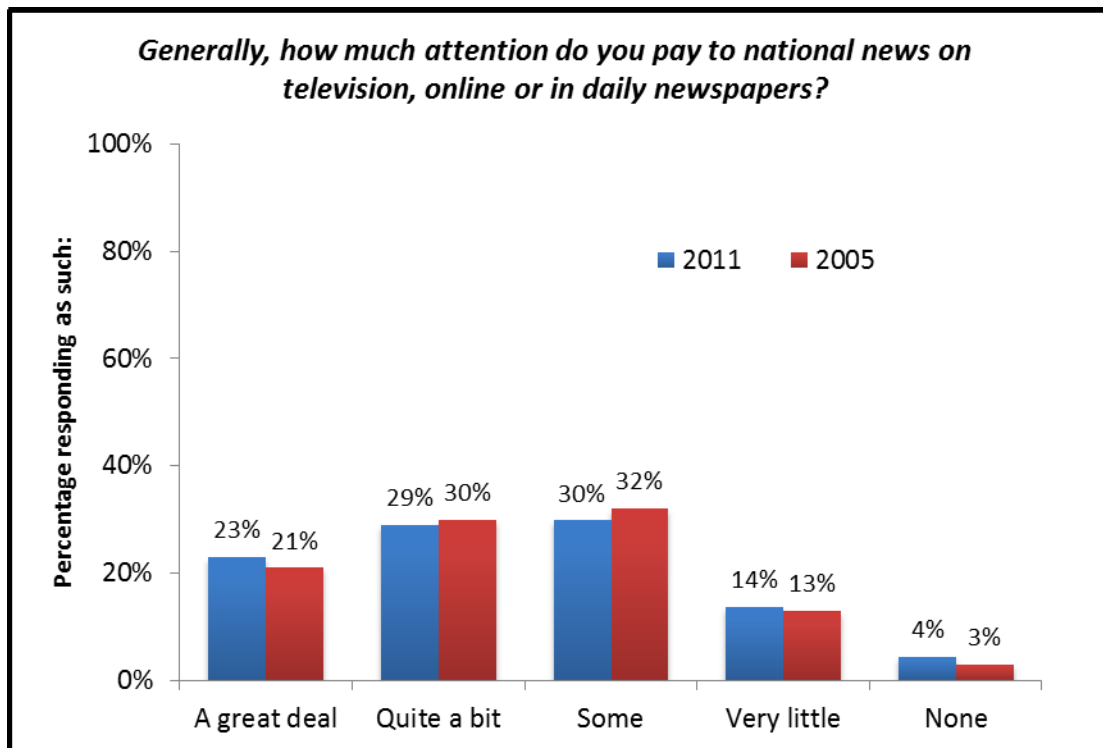
¹⁰ “Don’t know” was a response option in the 2005 poll. However, this was not included as a response in 2011. The results of the 2005 poll presented here combine the “don’t know” with the respondent reporting that there is no annual appeal in their diocese.

Part II: Media Use

This section describes the media use of Catholics. This includes both secular and Catholic media sources on radio, television, the Internet, and in print. The questions described in the previous section are utilized here for sub-group analyses – showing differences among different Catholics according to age, education, Mass attendance, etc.

Attention to National News

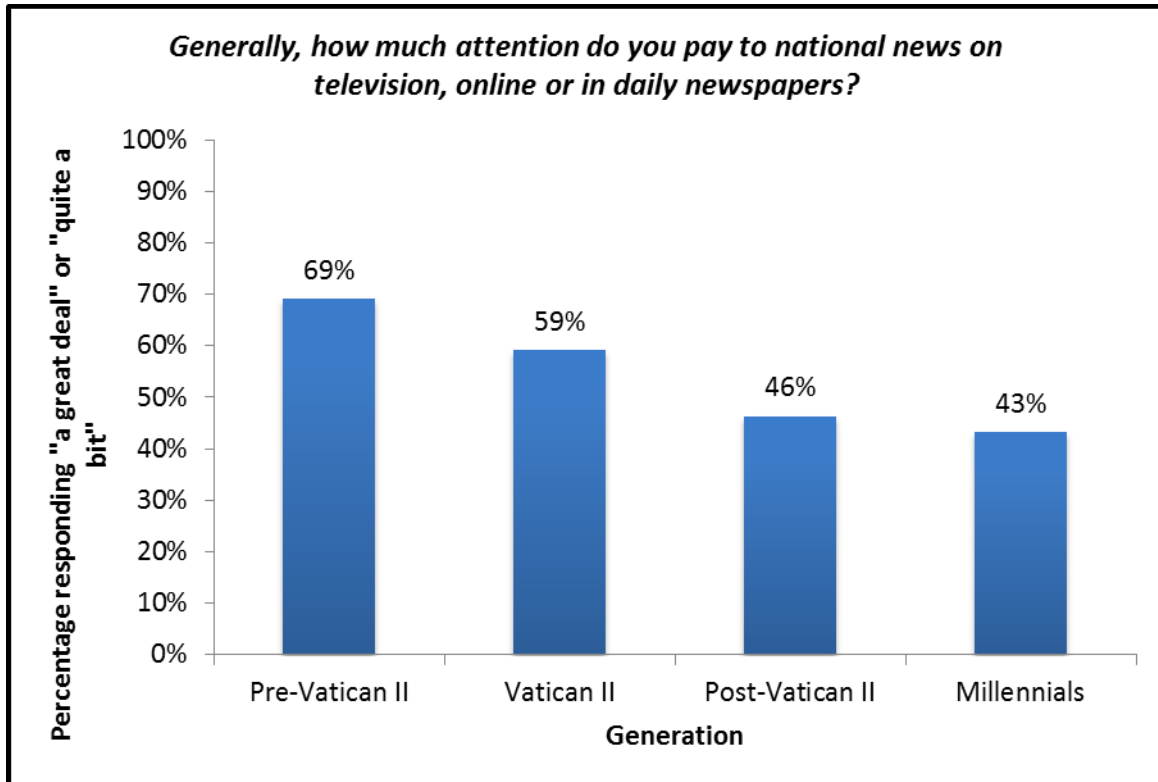
In 2011, more than half of Catholics say they pay at least “quite a bit” of attention to national news on television or in daily newspapers (52 percent). This is unchanged from 2005. More than eight in ten pay at least “some” attention (82 percent).



Sub-Group Differences

The biggest sub-group difference for attention to news is age/generation. Generally, older Americans are more likely to pay attention to news. This is not simply a life-cycle effect such that younger Americans are expected one day to have the attention to news that their grandparents currently have. The dramatic news and entertainment consumption changes brought about through the introduction and widespread use of cable television, the Internet, and digital transmission and recording have led to a more “narrowcasted” world. Pre-Vatican II Catholics came of age during a time when the news environment for most Americans included three network television stations, a handful of AM news radio outlets, and most often between one and three major local

daily newspapers. The news environment of younger Catholics – especially those of the Post-Vatican II Generation – developed in an era with hundreds of television and radio channel choices and the ability to read daily newspapers around the world at the click of a computer mouse. Ironically, it is the ease with which these new media resources became available that has led to lower attention.



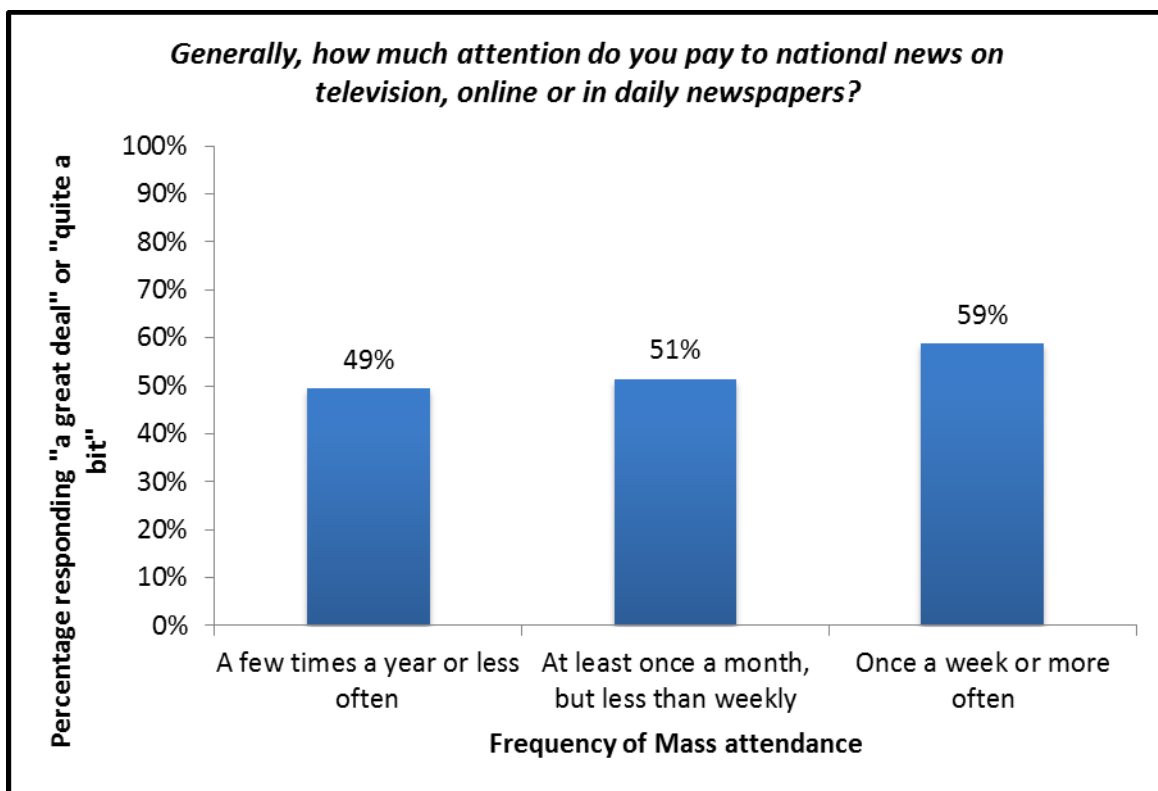
As Kathleen Hall Jamieson, director of the Annenberg Public Policy Center at the University of Pennsylvania, notes, “The bulk of the diffusion of the audience to alternative channels is not to news stations.... You can't force people to pay attention to news.”¹¹ Jamieson cites that an effect of this new narrowcasted world is that people have lost the one time common understandings that they once had. It has become easier to avoid the general news and focus narrowly on those specialized elements that one is most interested in. Many predict that it is unlikely that in such an environment those younger generations will ever have the same attention to national news that older generations currently do.¹² Some have referred to this bifurcation as an analog/digital divide.

¹¹ Kathleen Hall Jamieson quoted in June 16, 2004 *Washington Post* article authored by Paul Farhi, entitled, “Voters Are Harder to Reach As Media Outlets Multiply” (page A01).

¹² In a forthcoming book, *Is Voting for Young People*, political scientist Martin P. Wattenberg shows cross-national evidence that those of younger generations today are less likely to subscribe to, read, or pay attention to national news than older generations were when they were young. He notes, “The decline of newspaper consumption has been almost purely due to generational replacement, with each new cohort of young people being less likely than its elders to read newspapers” (7).

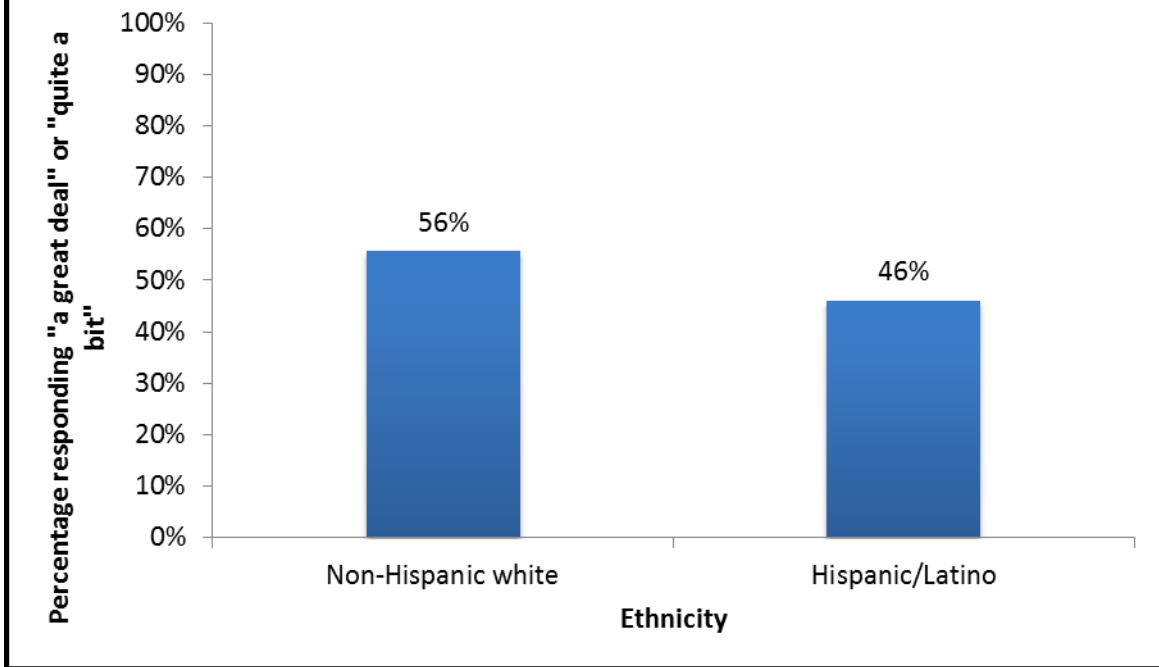
As the graph on the previous page shows, seven in ten Pre-Vatican II Catholics (69 percent) say they pay at least “quite a bit” of attention to national news, whereas 59 percent of Vatican II and 46 percent of post-Vatican II Catholics respond similarly. Millennial Catholics are least likely to indicate that they pay this level attention to national news (43 percent)

Mass attendance is another sub-group difference for news attention that is indirectly related to age. Older Catholics are more likely to attend Mass regularly and thus respondents who attend Mass at least once a week are more likely than those attending less often to pay at least “quite a bit” of attention to national news. Six in ten weekly Mass attenders (59 percent) pay this level of attention to national news compared to fewer than half of those attending Mass a few times a year or less often.



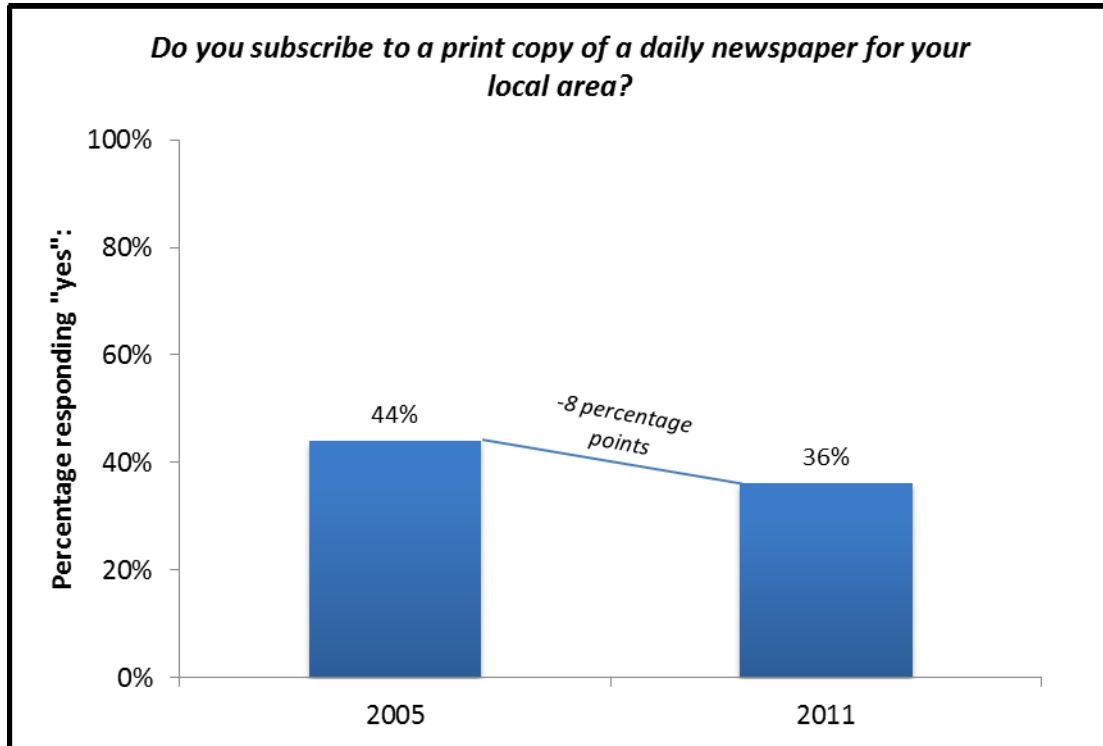
As shown in the graph on the following page, there is also a difference by ethnicity with non-Hispanic white Catholics reporting a higher level of attention to national news than those who self-identify as Hispanic or Latino (56 percent compared to 46 percent).

Generally, how much attention do you pay to national news on television, online or in daily newspapers?



Subscription to a Secular Daily Newspaper

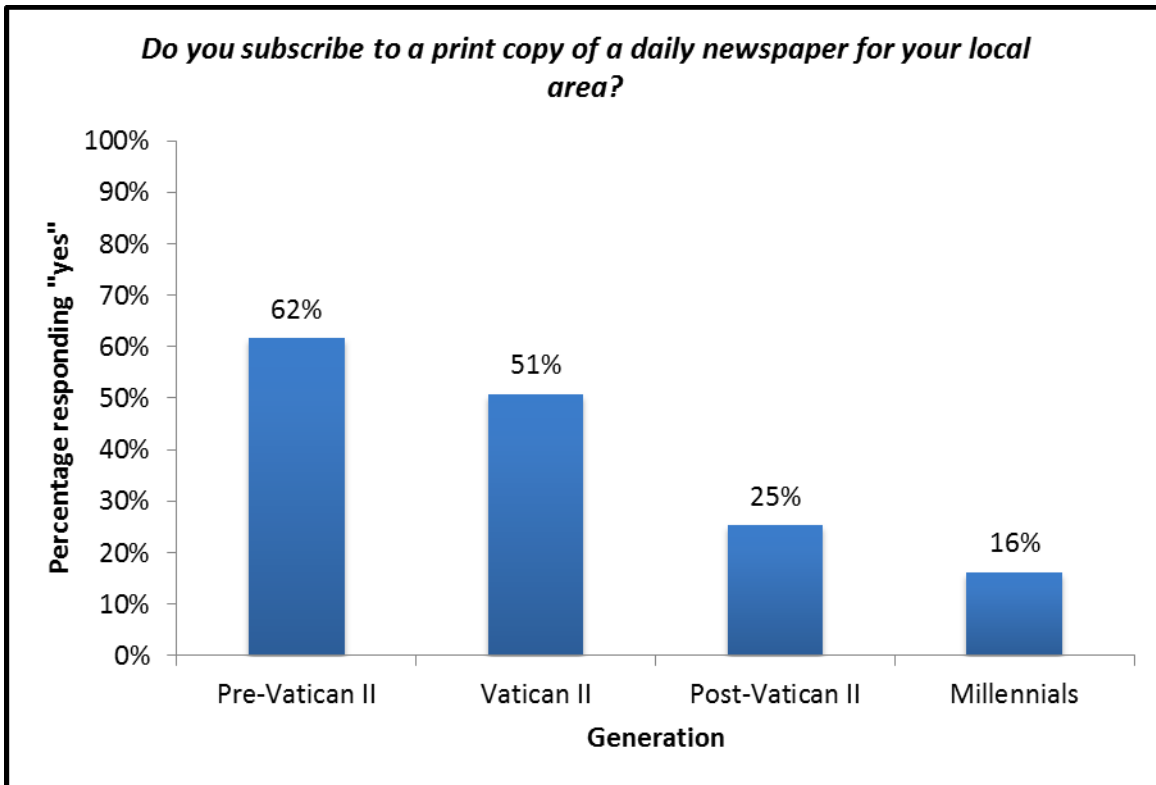
Only 36 percent of adult Catholics subscribe to a print copy of a daily newspaper. Mirroring trends in aggregate subscription statistics for these types of publications, this percentage has declined by 8 percentage points since 2005. This shift is outside the margin of error.



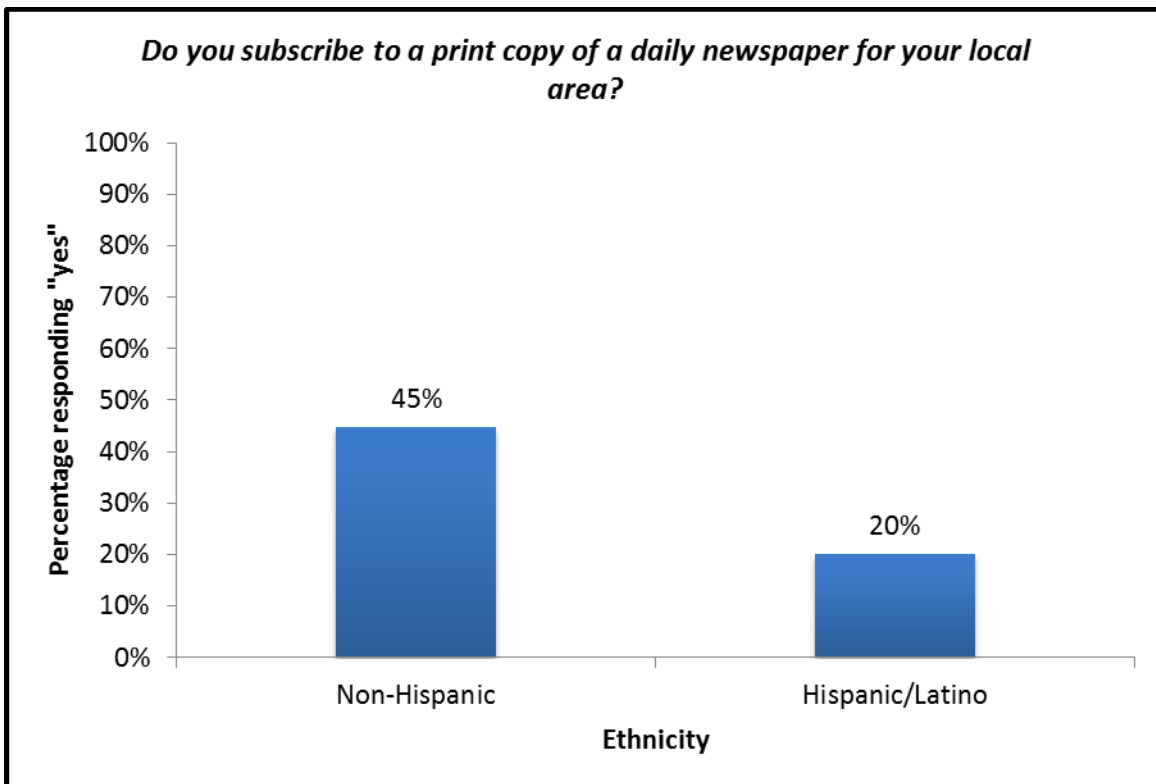
Sub-Group Differences

As the figure on the following page shows, there are significant differences by generation in the likelihood that respondents subscribe to a daily newspaper in their local area. More than six in ten Pre-Vatican II Catholics (62 percent) subscribe compared to only 16 percent of Millennial Generation Catholics. There is a clear generational gap between Vatican II and Post-Vatican II Catholics (51 percent subscribing compared to only 25 percent). Post-Vatican II and Millennial generation Catholics both came of age in the Internet age, unlike older Catholics who did not.¹³

¹³ The oldest Post-Vatican II Catholics were 33 when the Netscape Navigator browser was launched in 1994, rapidly popularizing the World Wide Web.

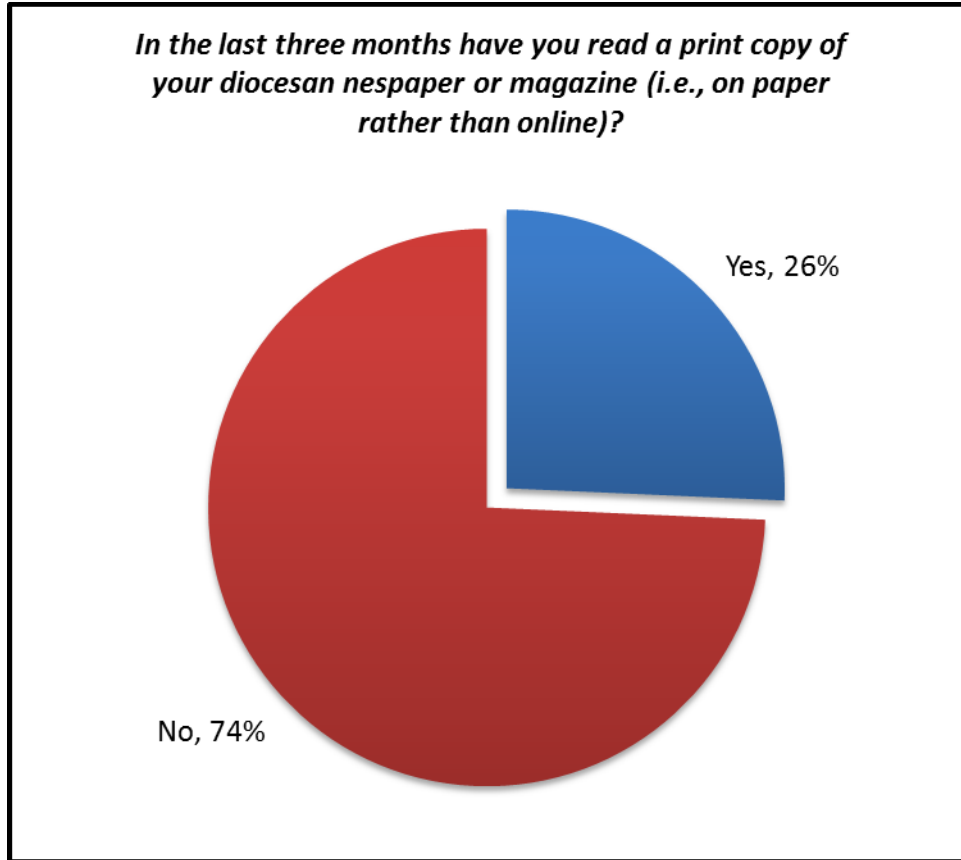


There are also substantial differences by ethnicity as shown below.



Readership of Diocesan Newspapers and Magazines

Twenty-six percent of respondents indicate that they have read a print copy of their diocesan newspaper in the last three months.¹⁴



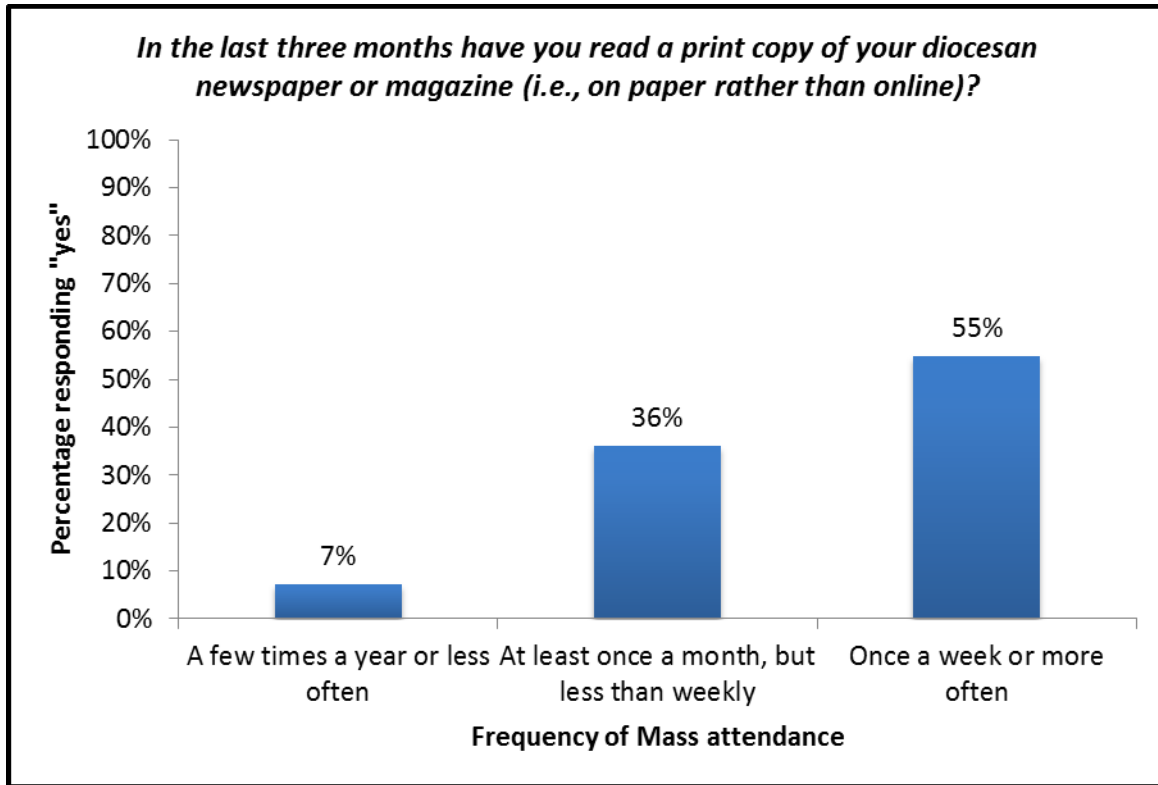
This 2011 result is similar to the 25 percent who indicated reading their diocesan newspaper in 2005. However, in 2005 this question did not specifically identify the print copy, did not include “or magazine” in the description, and asked about readership over six months rather than three. Thus, the 2005 question included a longer time span and theoretically could have included online readership. The fact that the 2011 survey, using a shorter time span and specifying the print version, is similar to the 2005 results suggest that there has been no decline in readership in the last six years nationally.

Sub-group Differences

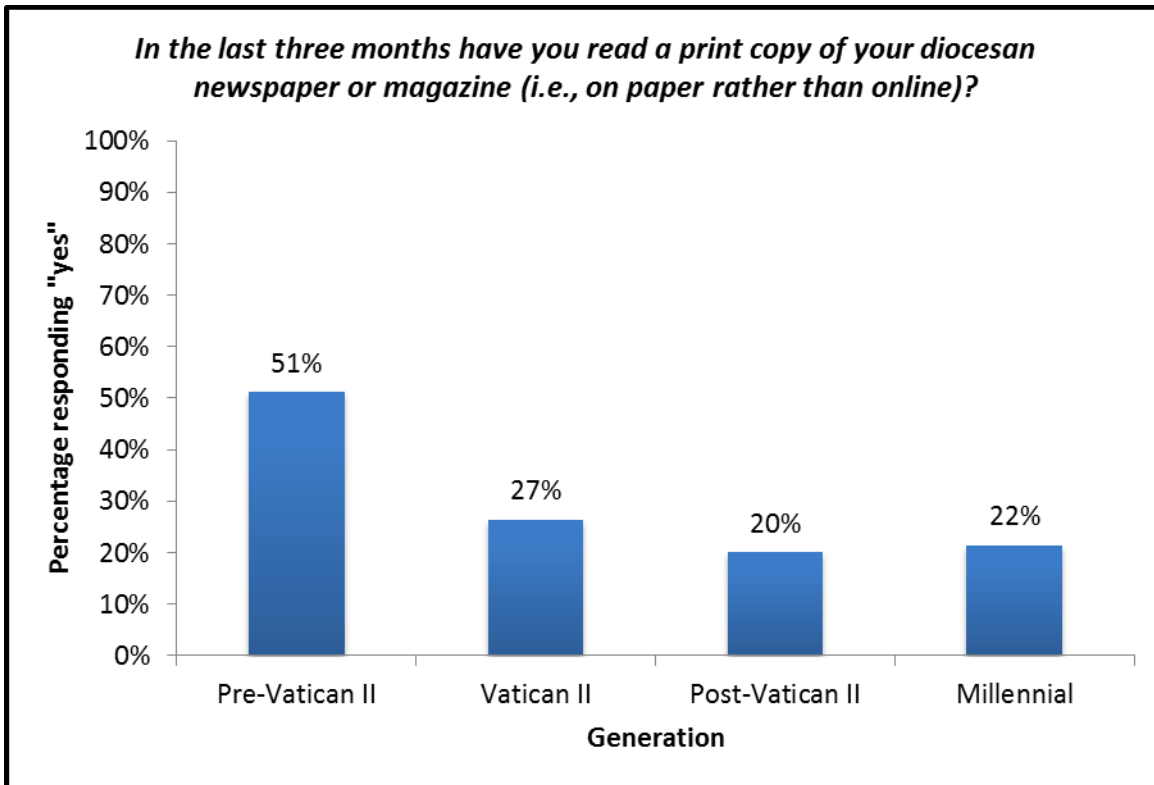
There are substantial differences in readership by frequency of Mass attendance. A majority (55 percent) of Catholics who attend Mass once a week or more often say they have read their diocesan newspaper in the last three months. By comparison, only 36 percent of those attending Mass at least once a month indicate readership. Only 7 percent

¹⁴ Each respondent saw the specific title of their diocese’s publication onscreen as they responded. In dioceses without a publication the phrase “your diocesan newspaper or magazine” appeared. Respondents taking the survey in Spanish saw the title of the diocese’s Spanish language publications where these exist.

of Catholics who attend Mass a few times a year or less often have read their diocesan newspaper during this period.



Yet some of the difference by Mass attendance is a function of age. As the figure on the following page shows, a majority of Pre-Vatican II Catholics (51 percent) report reading their diocesan newspaper in the last three months. However, about a quarter or less of all younger generations report readership in this time span.

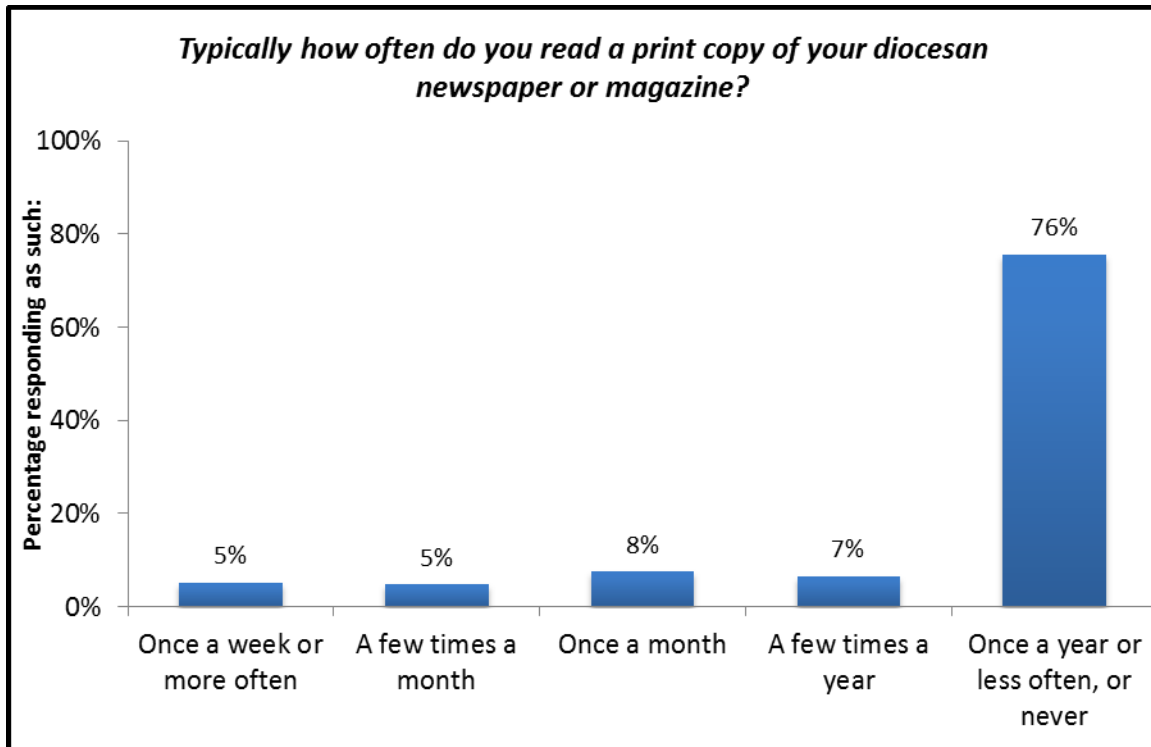


Frequency of Reading

Although 26 percent of all respondents report they have read their diocesan publication in the last three months, only one in 20 adult Catholics (5 percent) reads the print version of their diocesan newspaper or magazine once a week or more often.

It is the case that many diocesan publications are *not* weekly so this statistic in part reflects publication frequency. If we account for the widest publication frequencies (i.e., a quarterly publication) then 24 percent of Catholics indicate reading “a few times a year” or more often.¹⁵

¹⁵ A small percentage who said they had read in the last three months indicated a different “typical” reading pattern in this question that is less frequent than three months. Some of the disparity between these two estimates may relate to publication schedule.



There were an estimated 56.9 million adult Catholics in the United States at the time of the survey. Thus, there are an estimated 2.9 million weekly readers of diocesan print publications and 14.8 million who read have read a diocesan print publication in the last three months.

Online Readership

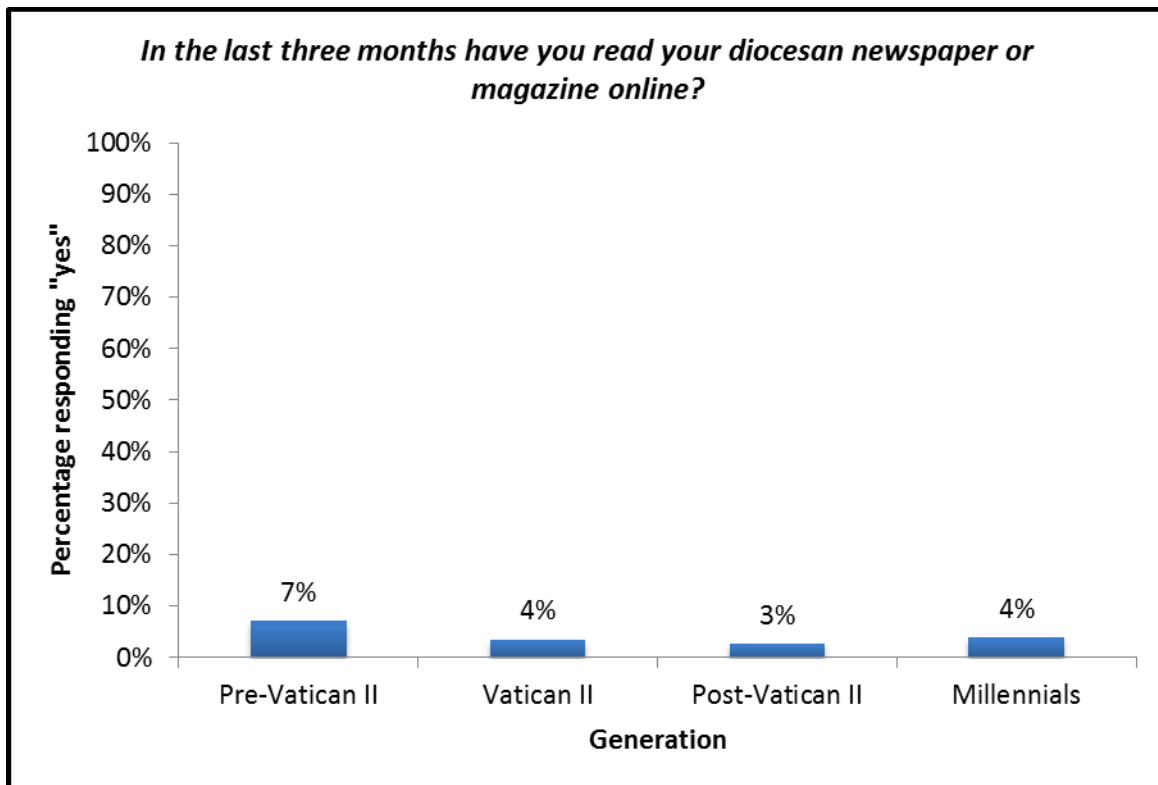
There is no evidence that Catholics are abandoning their print versions of diocesan newspapers or magazines in favor of online versions.¹⁶ Overall, only 4 percent of all adult Catholics report reading an online version of their diocesan newspaper or magazine in the last three months. More than six times as many Catholics read the print version during this period.

As the figure on the following page shows, those most likely to indicate online readership are the *oldest* generation of Catholics. Young Catholics are not shifting online from print as many assume.¹⁷ In comparison to older Catholics they appear to be shifting away from diocesan publications in general in their narrowcasted media environments. Just as Kathleen Hall Jamieson indicated that “you can’t force people to pay attention to

¹⁶ All respondents in the Knowledge Networks sample have Internet access by definition of being a panel member (all take surveys onscreen from a computer or television). Seventy-two percent of respondents had Internet access at home before joining the panel paralleling national Internet access rates. Thus, although all respondents in theory have access to the Internet, few are using this to visit their diocesan newspaper or magazine online. Some of this lack of visitation is likely related to the availability of diocesan publication content online nationally.

¹⁷ Millennials are nearly six times more likely to indicate they have read the print version of their diocesan publication than to have visited this online in the last three months.

the news” (see footnote 9 of this report), it is also true that you cannot force people to seek out or view religious or spiritual material—including diocesan newspapers and magazines—online.



Weekly Mass attenders are slightly more likely than those attending less frequently say they have read their diocesan publication online in the last three months (7 percent compared to 5 percent of those attending at least once a month, but less than weekly, and 1 percent of those attending a few times a year or less often).

Of the small number of Catholics who indicate visiting their diocesan publication’s website in the last three months, only 11 percent indicate they visit this at least once a week. Twenty percent indicate visiting a few times a month and 22 percent visit at least once a month. Thus, more than half of those (53 percent) who visit their diocesan publication’s website do so at least once a month.

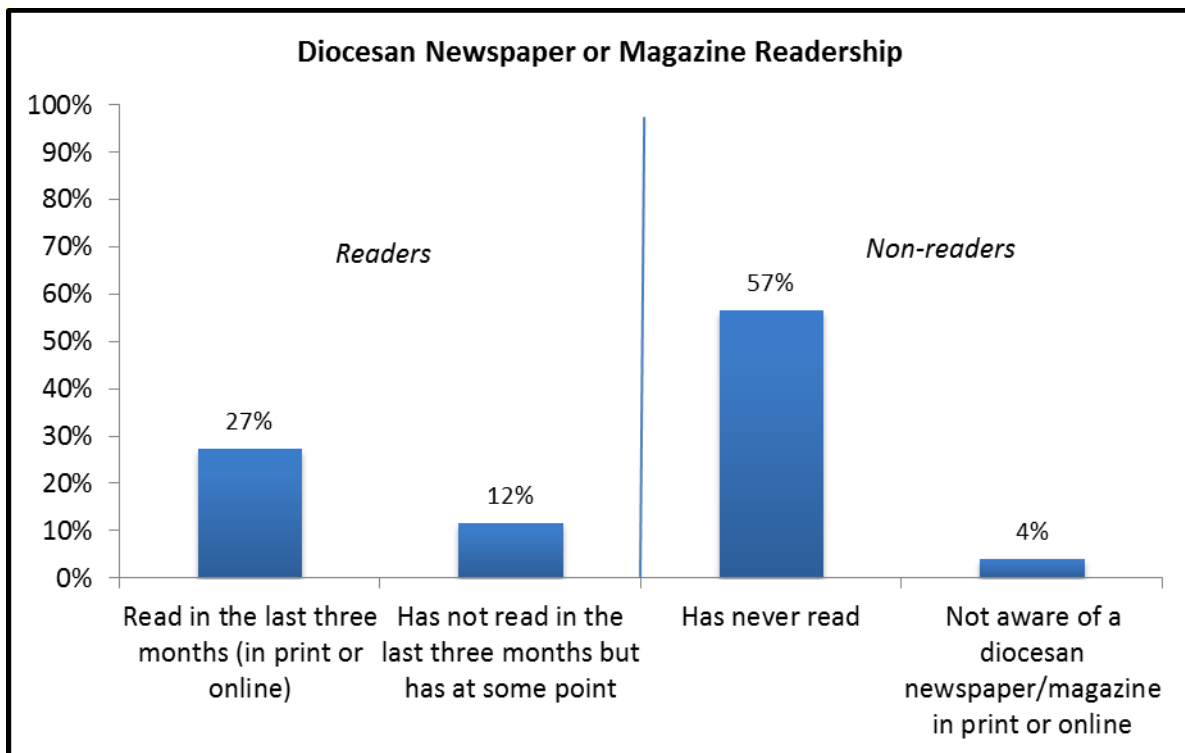
Long-term Readership

Overall, four in ten adult Catholics (39 percent) indicate that they have *ever* read their diocesan newspaper or magazine. Only one percent of readers in the last three months have read exclusively online.¹⁸ Less than 1 percent of those who have not read in

¹⁸ By mailing a copy of the diocesan newspaper or magazine to a household, this paper becomes available to the residents. However, putting up content online does not place this in a respondent’s household. Accessing this requires the respondent to seek and find the diocesan publication online. Dioceses cannot force Catholics to visit their website in the same way that they can deliver this content to their mailboxes and doorsteps.

the last three months but who have done so in the past at some point indicate that they read online. Thus there is no evidence of a substantial, regular reading audience for diocesan newspapers and magazines exclusively online.¹⁹

Most respondents, 57 percent, are aware of a diocesan publication (in print and/or online), but have never read it. Four percent indicate that they are not aware of any publication in their diocese.



Readership of Other Diocese’s Publications

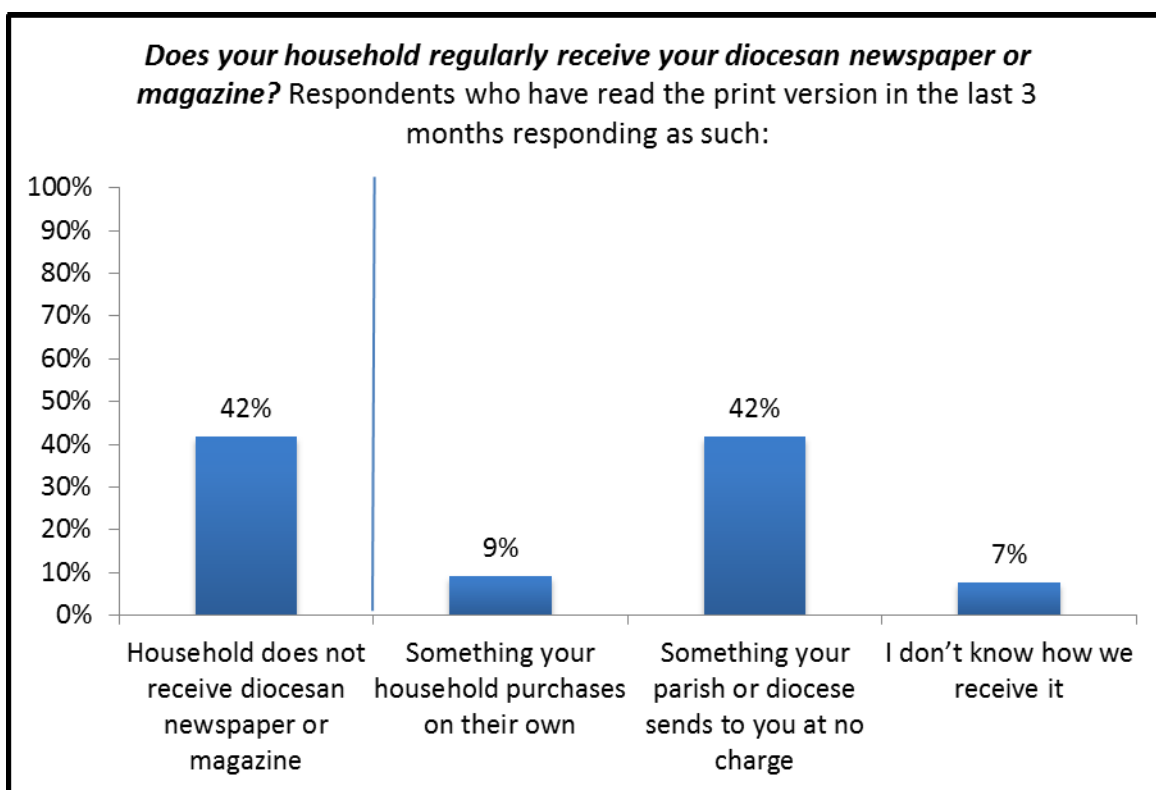
Seven percent of respondents indicate that they read a diocesan newspaper or magazine from outside their diocese instead of or in addition to their own diocese’s publication.

Six in ten of those who read another diocese’s publication (59 percent) indicate that they have read their *own* diocese’s newspaper or magazine in the last three months. Four in ten of these respondents (43 percent) reside in one of four states with many dioceses. One in ten (9 percent) are from Florida, where dioceses share content in *The Florida Catholic*. A similar percentage (14 percent) resides in either New Jersey or New York. Twenty percent reside in California.

¹⁹ It is possible that those who are reading their diocesan newspaper or magazine online are making no distinction between this publication and their diocesan website in general.

Subscriptions to Diocesan Newspapers and Magazines

Of those who have read the print version of their diocesan newspaper or magazine in the last three months, 42 percent do not have a home subscription. The same percentage reports that the newspaper or magazine is sent to their home by their parish or diocese at no cost to them. Nine percent indicate that their household purchases a subscription. Seven percent get the publication at their home but are unsure how.



Sub-group Differences

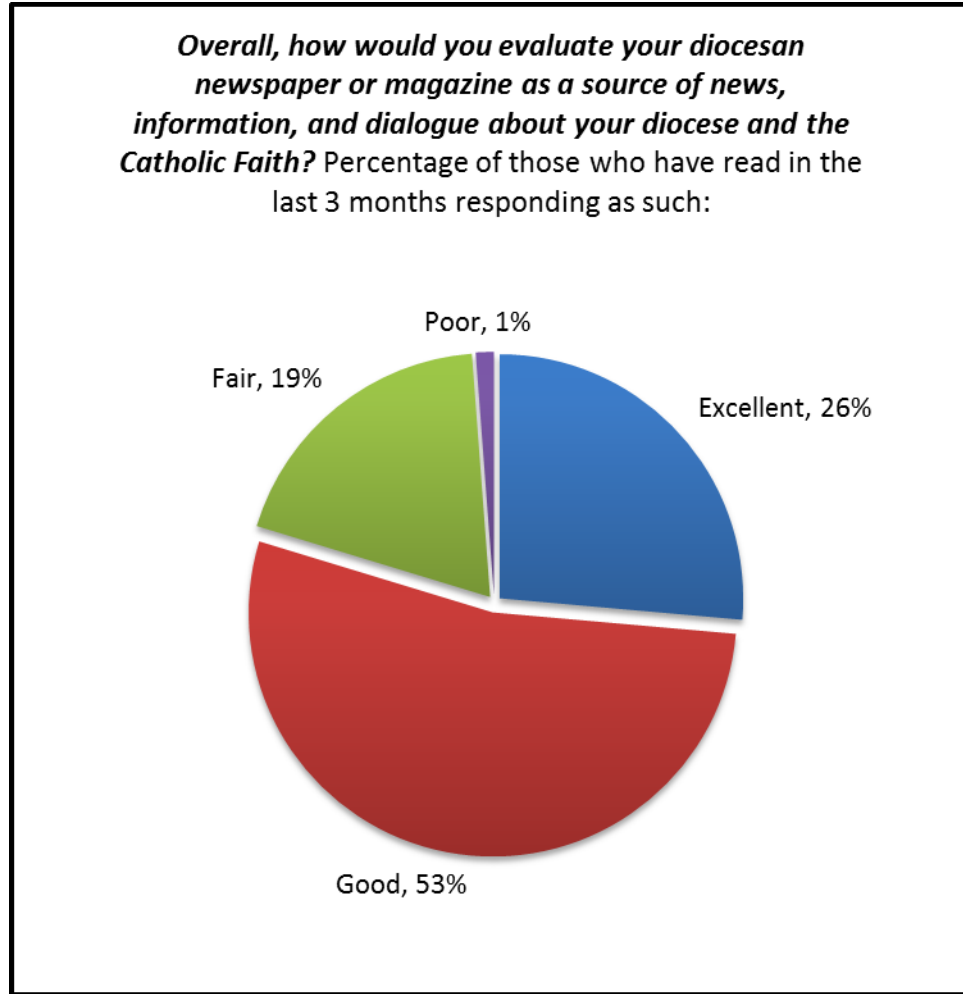
As one might expect, more frequent Mass attenders are more likely than less frequent attenders to indicate they receive their diocesan news publication. Seven in ten weekly Mass attenders who have read the paper in the last three months receive the publication compared to only 44 percent of those attending Mass a few times a year or less often. There are no statistically significant differences by Mass attendance for the way in which recent readers receive the publication.

Readers in the Midwest (69 percent) and South (66 percent) are the most likely to indicate that their household receives a copy of their diocesan news publication. Readers in the West are the least likely to indicate their household receives print copies (44 percent). Fifty-two percent of recent readers in the Northeast receive their diocesan newspaper or magazine at home.

Twenty percent of readers who receive their diocesan newspaper or magazine in the Midwest and South say their household purchases this subscription. By comparison, 13 percent of readers in the West who get their diocesan publication indicate this and only 6 percent of readers in the Northeast respond as such.

Readers' Evaluations of their Diocesan Publication

Seventy-nine percent of readers (i.e., print publications within the last three months) evaluate their diocesan newspaper or magazine as “good” or “excellent” (26 percent “excellent” only) as a source of news, information, and dialogue about their diocese and the Catholic faith.



One in five (19 percent) evaluates their diocesan publication as “fair” and just 1 percent say it is “poor.”

Sub-group Differences

Readers of the Pre-Vatican II Generation (88 percent) and those who attend Mass at least once a week (83 percent) are most likely to evaluate their diocesan publication as “good” or “excellent.”

Awareness and Readership of National Catholic Print Publications

Catholics are most aware of the following national Catholic publications (*i.e.*, more than 8 percent or 4.5 million adult Catholics): *Catholic Digest* (32 percent), *Maryknoll* (12 percent), *Liguorian* (9 percent), and *Our Sunday Visitor* (8 percent).²⁰ Catholics were most likely to be aware of the same four publications in 2005.

Title	Aware of publication	Read <u>in print</u> last 3 mo.	<u>Of those aware of publication</u>		
			Read	Read in print	Read online only
<i>Catholic Digest</i>	31.8%	9.1%	32.0%	27.3%	3.3%
<i>Maryknoll</i>	12.4	2.7	22.7	21.4	1.3
<i>Liguorian</i>	8.5	1.3	17.1	15.2	1.9
<i>Our Sunday Visitor</i>	8.4	2.1	26.9	25.0	1.9
<i>U.S. Catholic</i>	6.9	1.5	30.6	21.2	9.4
<i>The Family Digest</i>	6.8	2.0	32.1	29.8	2.4
<i>My Daily Visitor</i>	5.8	1.2	27.8	20.8	6.9
<i>St. Anthony Messenger</i>	5.2	1.4	30.8	26.2	4.6
<i>MISSION</i>	4.2	1.0	28.8	25.0	3.8
<i>Magnificat</i>	4.0	1.5	44.9	38.8	6.1
<i>Living Faith</i>	3.6	1.3	40.9	36.4	4.5
<i>The Catholic Answer</i>	3.5	1.3	53.5	37.2	16.3
<i>National Catholic Register</i>	3.5	0.9	32.6	25.6	7.0
<i>Faith & Family</i>	3.3	1.7	65.9	51.2	14.6
<i>Catholic Parent</i>	3.1	1.3	53.8	41.0	12.8
<i>America</i>	3.0	0.8	37.8	27.0	10.8
<i>Commonweal</i>	2.6	0.2	15.6	6.3	9.4
<i>Inside the Vatican</i>	2.4	0.4	43.3	16.7	26.7
<i>The Word Among Us</i>	2.4	1.2	60.0	50.0	10.0
<i>Faith</i>	2.3	1.2	72.4	51.7	20.7
<i>The Wanderer</i>	1.9	1.0	58.3	50.0	8.3
<i>National Catholic Reporter</i>	1.9	0.6	47.8	34.8	13.0
<i>L'Obsservatore Romano</i>	1.7	0.2	28.6	14.3	14.3
<i>Leaves</i>	1.3	0.2	31.3	18.8	12.5
<i>In A Word</i>	1.1	0.5	57.1	42.9	14.3
<i>This Rock</i>	1.0	0.2	33.3	16.7	16.7
<i>Spirit</i>	0.6	0.2	57.1	28.6	28.6
<i>Origins</i>	0.4	0.2	80.0	40.0	40.0
None of these	56.3				

²⁰ The table includes tenths of a percent in order to distinguish between rankings and awareness and readership below 1 percent. However, in the discussion results are rounded to a whole number.

Compared to 2005, there is less awareness of national Catholic publications in general.²¹ When presented with this list in 2005, only 46 percent indicated that they were not aware of any of the publications listed. Thus, a majority of respondents were aware of at least one. In 2011, 56 percent of respondents were not aware of any of the publications listed.²² This shift of 10 percentage points is statistically significant. Drops in awareness from 2005 to 2011 are somewhat concentrated among publications that continue to have more recognition than many others (e.g., *Our Sunday Visitor* shifting from 11 percent to 8 percent and *St. Anthony Messenger* falling from 8 percent down to 5 percent).

Respondents are most likely to indicate reading the following national publications *in print* in the last three months: *Catholic Digest* (9 percent), *Maryknoll* (3 percent), *Our Sunday Visitor* (2 percent), and *The Family Digest* (2 percent).

Readership varies among those who are aware of each publication. For example, eight in ten of those who are aware of *Origins* indicate that they have read it in the last three months. But only 0.4 percent of Catholics are aware of this publication. Thus, for this publication and others near the bottom of the table, awareness primarily comes through readership.

Of those publications with awareness of at least 5 percent of adult Catholics, the following are most likely to have been recently read by those who are aware of them: *Catholic Digest* (32 percent), *Family Digest* (32 percent), *St. Anthony Messenger* (31 percent), *U.S. Catholic* (31 percent), *My Daily Visitor* (28 percent), and *Our Sunday Visitor* (27 percent). Of these six publications, readers of *U.S. Catholic* and *My Daily Visitor* are most likely to indicate reading online exclusively rather than in print.

It should be noted that even relatively small percentages represent a large potential audience, given the size of the adult Catholic population. It is also important to take into account the margin of sampling error, which makes it difficult to estimate precise awareness and readership totals from the survey data. However, as a rule of thumb, every 1 percentage point is approximately equivalent to 570,000 Catholic adults.²³

Publications with print readership that is well above circulation totals are often a result of shared copies within institutional settings such as parishes, libraries, offices, or common rooms within community living quarters. Smaller numbers of readers relative to

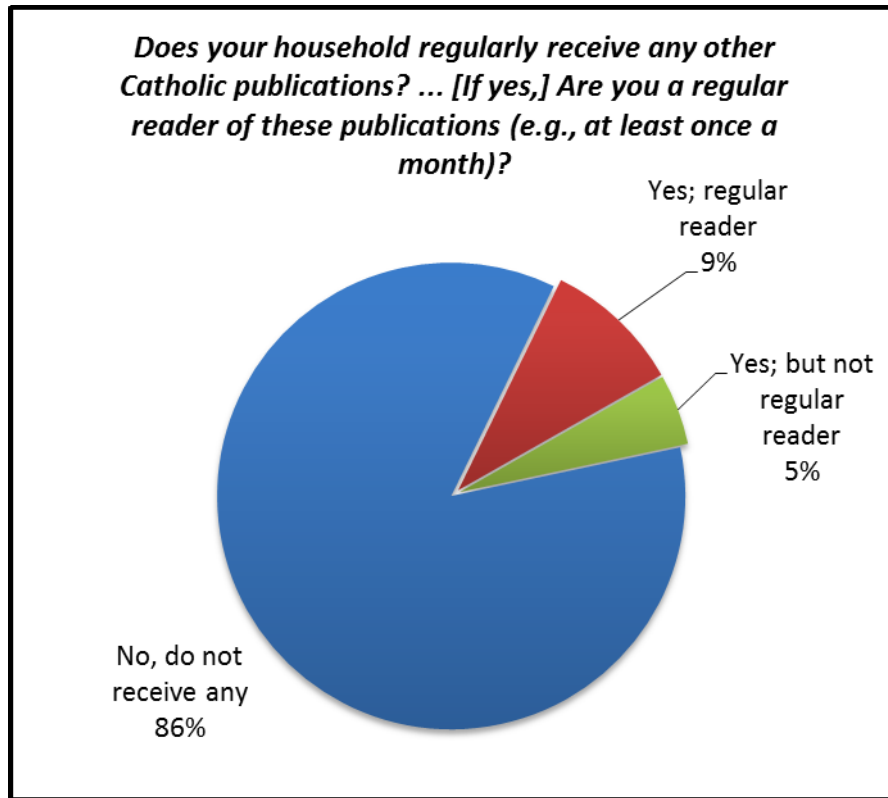
²¹ Awareness is measured with the yes or no question: Which of the following national Catholic newspapers or magazines have you ever seen before (in print or online). It is possible that some have an awareness of a publication without ever having seen a copy of it. However, it would not be possible to have read the publication without seeing it. Thus, awareness is limited here to those who have seen the publication in some form at some point in their life that they can recall.

²² The only publication not listed in 2011 that was listed in 2005 was *Crisis*. This publication was recently revived after this study was conducted. In 2005 only 0.7 percent of respondents were aware of *Crisis*.

²³ Knowledge Networks panel estimates that 24.5 percent of the adult population in the United States self identifies as Catholic. Taking this proportion of the most recent Census Bureau estimates for the size of the U.S. adult population, 1 percent of adult Catholic population is approximately equivalent to 570,000 persons.

circulation may be an indication that the publication is primarily based on subscriptions in single households, single issue sales, or online readership.

In addition to the national publications listed, respondents were also asked, “Does your household regularly receive any other Catholic publications (excluding a parish bulletin or newsletter)? These may be something produced by a religious order or alumni newsletters.” Fourteen percent of respondents indicated that their household does receive one of these Catholic publications, and about two-thirds of those respondents who reside in these households indicate that they are a “regular reader” (i.e., at least once a month) of these publications. This group represents about one in ten adult Catholics (9 percent) overall.



Respondents were asked to provide titles for these other publications. Fifteen percent who receive and regularly read these wrote in a publication from the Knights of Columbus (e.g., *Columbia Magazine*). Ten percent indicates that they cannot recall the title of any publications. Six percent who receive these indicate that they regularly read alumni publications from a Catholic college or university.²⁴

²⁴ Even though the question asked respondents not to include readership of parish bulletins, 13 percent indicated this was among the other Catholic publications they read. Twenty percent also included national or diocesan publications that were on the list provided to them in the previous questions.

Sub-Group Differences

In general, Pre-Vatican II Catholics are more aware than younger Catholics of national Catholic print publications. Only 25 percent of respondents of this generation were *not* aware of any of the titles listed. The lack of awareness of any of the publications listed increases to 50 percent among Vatican II Generation Catholics and 64 percent among Post-Vatican II Catholics. Seven in ten Millennials (70 percent) are unaware of any of the publications shown.

As the table on the following page shows, the only publication with significant levels of awareness among Millennials is *Catholic Digest* at 20 percent. Six percent of respondents from this youngest generation are aware of *The Catholic Answer* and 4 percent are aware of *Faith* and *Catholic Parent*.

The general lack of awareness among young Catholics of most national Catholic publications presents a challenge. How do these publications, even with their content online, reach a population in a narrowcasted media world where their intended audience is unlikely to ever be searching for that publication? To be one of a few publications on a living room coffee table is a much different world than being just a set of web pages in the vastness of the ever-growing Internet.

Catholic print publications, if they are to be successful online, will need to utilize social networks and other new media to spread awareness of their content. It will not be enough just to post content online. Someone who is not aware of the content will be unlikely ever to come across it. Instead one must hope that the few who are aware will tweet and post links to that content in their social media space, which in turn hopefully attracts others in their social network to become more aware.

Publications that may have the most difficulty adjusting to the emerging Catholic adult population include: *Maryknoll*, *Our Sunday Visitor*, *U.S. Catholic*, *My Daily Visitor*, *St. Anthony Messenger*, and *Commonweal*. For these publications, awareness is concentrated among older Catholics and not balanced or growing across age groups toward the youthful direction. More so, these publications have very low levels of awareness (less than 2 percent) among the youngest generation of Catholics. These publications must increase awareness and readership among the youngest generation of Catholics or, *ceteris paribus*, adjust to a dramatically different readership in the future than what they have today.

At the same time, many of the publications noted above also have growing web-based audiences, while others with a lot of awareness—even among young Catholics—have fewer online visitors. Quantcast (www.quantcast.com) estimated web traffic shows that publications like *Commonweal* and *U.S. Catholic* have nearly as many U.S. online visitors per month as its print circulation, whereas the print circulation of *Catholic Digest* is 100 times the size of its estimated online visitors to its website. Many equate online visits with younger people using the web to access content but this is not a conclusion supported by the data. The Quantcast estimated demographics of online visitors to many Catholic publications indicate many of these visitors are age 50 and older.

General Awareness of National Catholic Publications by Generation

	Pre-Vatican II	Vatican II	Post-Vatican II	Millennial
<i>Catholic Digest</i>	56.9%	41.7%	22.1%	20.4%
<i>Maryknoll</i>	28.7	19.1	7.9	1.3
<i>Liguorian</i>	23.1	11.9	4.2	3.4
<i>Our Sunday Visitor</i>	26.4	10.7	5.1	0.9
<i>The Family Digest</i>	11.6	9.7	5.5	1.3
<i>U.S. Catholic</i>	10.1	8.2	6.4	3.8
<i>St. Anthony Messenger</i>	21.5	5.4	2.8	0.8
<i>My Daily Visitor</i>	20.0	7.2	2.8	1.7
<i>MISSION</i>	6.2	4.5	5.3	0.8
<i>Magnificat</i>	4.6	4.5	3.8	3.4
<i>The Catholic Answer</i>	3.8	3.5	1.9	6.4
<i>National Catholic Register</i>	4.7	5.2	2.8	1.3
<i>Living Faith</i>	3.1	5.2	3.0	2.1
<i>Catholic Parent</i>	0.0	4.0	3.0	4.2
<i>Faith & Family</i>	1.5	3.7	4.5	1.7
<i>America</i>	10.1	1.5	2.6	2.5
<i>Commonweal</i>	6.2	3.7	1.5	0.8
<i>The Word Among Us</i>	4.6	3.0	2.1	0.8
<i>Faith</i>	0.8	2.2	1.9	4.3
<i>Inside the Vatican</i>	3.1	2.5	1.9	3.0
<i>The Wanderer</i>	5.4	2.2	1.1	1.3
<i>National Catholic Reporter</i>	3.1	2.5	1.3	1.3
<i>L'Observatore Romano</i>	3.8	1.5	1.9	0.8
<i>Leaves</i>	4.6	2.2	0.0	0.4
<i>In A Word</i>	0.8	1.5	1.3	0.4
<i>This Rock</i>	0.0	1.2	0.9	0.8
<i>Spirit</i>	0.0	1.2	0.2	0.4
<i>Origins</i>	0.0	0.7	0.2	0.4
None of these	24.6	49.9	64.0	69.5

Readers' Evaluations of National Catholic Publications

Two-thirds of readers of national Catholic print publications (65 percent) agree “somewhat” or “strongly” that they are very satisfied with the publications they read (22 percent agree “strongly” only). Twenty-nine percent “neither agree nor disagree” with this statement. Seven percent indicate dissatisfaction with the publications they read by disagreeing with the statement “somewhat” or “strongly” (3 percent disagree “strongly” only).

<i>How much do you agree with the following statements?</i>		
Percentage of those indicating readership of a national Catholic print publication responding as such:		
	Agree “strongly” or “somewhat”	“Neither agree nor disagree”
Overall I am very satisfied with the print copies of the national Catholic newspapers or magazine I read	65%	29%
Having a print version of the national Catholic newspapers or magazines I read is important to me	53	38
Generally, the subscription costs for the national Catholic newspapers and magazines that I receive are affordable	49	42
Economic conditions caused me to reevaluate my spending and I now buy less reading material	42	41
I believe the content you find in print copies of national Catholic newspapers or magazines is more reliable than what you read on Catholic blogs or other online-only sites	36	53
I believe the content you find in print copies of national Catholic newspapers or magazines is of a higher quality than what you read on catholic blogs or other online-only sites	34	56
I may stop reading the print versions of national Catholic newspapers or magazines and switch to reading content online in the near future	16	38

A majority of readers (53 percent) agree “somewhat” or “strongly” that having a print version of the Catholic newspaper or magazine they read is important to them (18 percent agree “strongly” only). Nearly four in ten (38 percent) express indifference and “neither agree nor disagree” with this statement. One in ten (10 percent) indicate a print version is not important to them by disagreeing with the statement “somewhat” or “strongly” (3 percent disagree “strongly” only).

About half of readers (49 percent) agree “somewhat” or “strongly” that the subscription costs for the publications they read are “affordable” (16 percent agree “strongly”). Forty-two percent specifically selected the option for “neither agree nor disagree” for this statement. Nine percent disagree “somewhat” or “strongly” (3 percent disagree “strongly” only).

At the same time, the economy appears to be having some effect on readers. Forty-two percent agree “somewhat” or “strongly” that economic conditions have caused them to reevaluate their spending and that they now buy less reading material (14 percent agree “strongly” only). Forty-one percent “neither agree nor disagree” and 18 percent disagree “somewhat” or “strongly” (8 percent disagree “strongly” only).

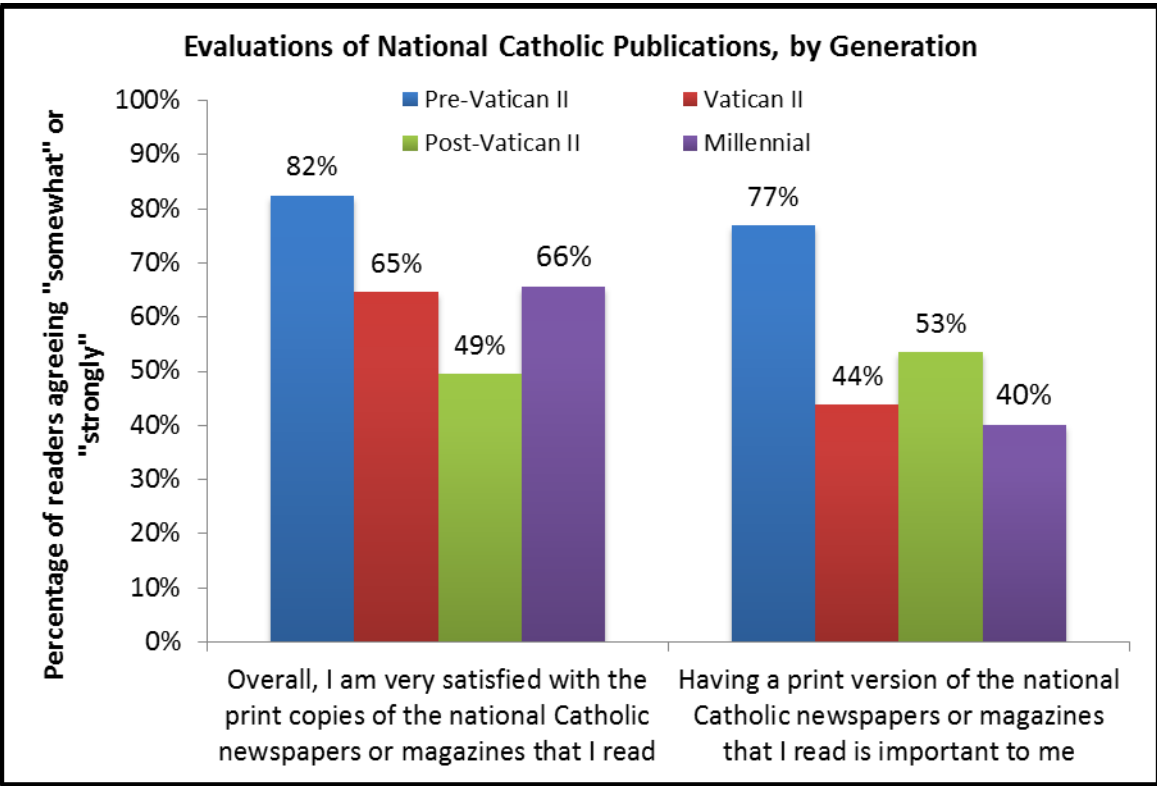
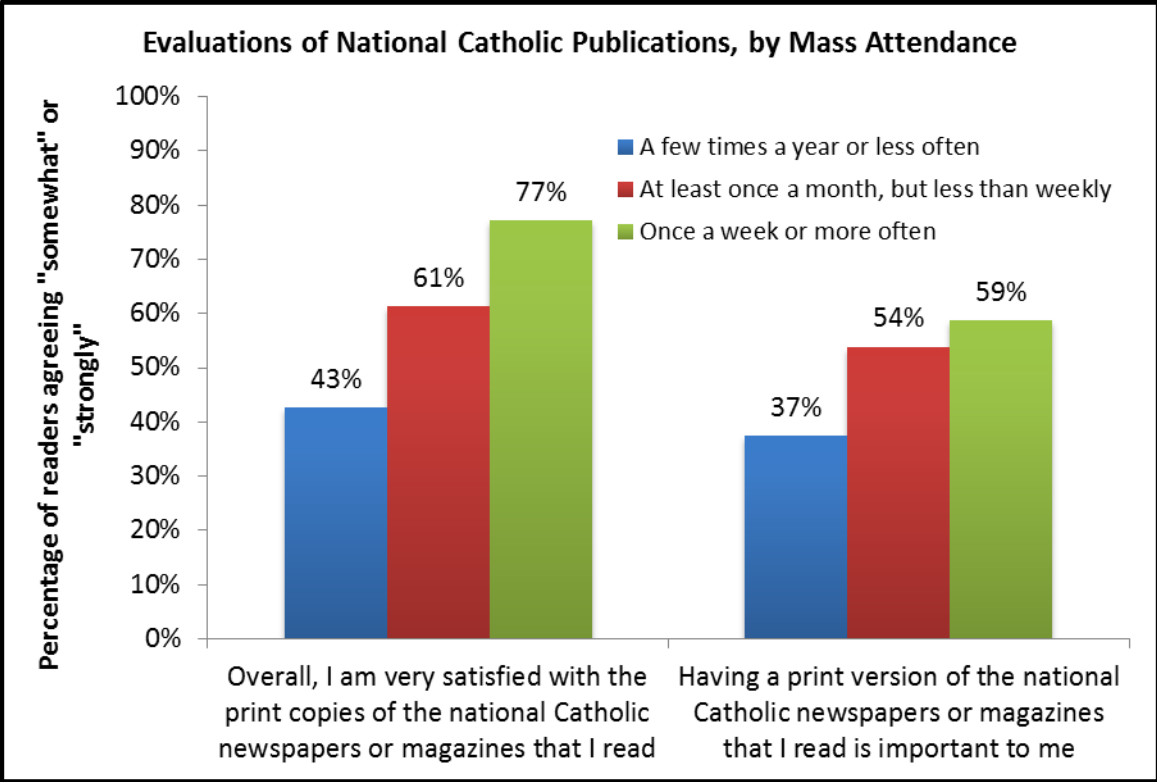
Although generally satisfied with the national Catholic publications they read, respondents are not likely to agree that these sources are more reliable or of a higher quality than content they may read in Catholic blogs or other online sites. Fifty-three percent “neither agree nor disagree” that the content you find in print copies is more reliable and 11 percent disagree “somewhat” or “strongly” with this notion. Fifty-six percent “neither agree nor disagree” that the content you find in print copies is of a higher quality and 10 percent disagree “somewhat” or “strongly” with this notion as well.

Despite economic concerns and many not seeing differences in content between online and national print publications, few say they would consider ditching their print publications for online versions. Just 16 percent agree “somewhat” or “strongly” that they may stop reading their national print Catholic publications and switch to reading online content in the near future (only 4 percent agree “strongly” with this statement). One in four readers (24 percent) disagree “strongly” with this notion and another 22 percent disagrees “somewhat.” Thirty-eight percent say they “neither agree nor disagree.”

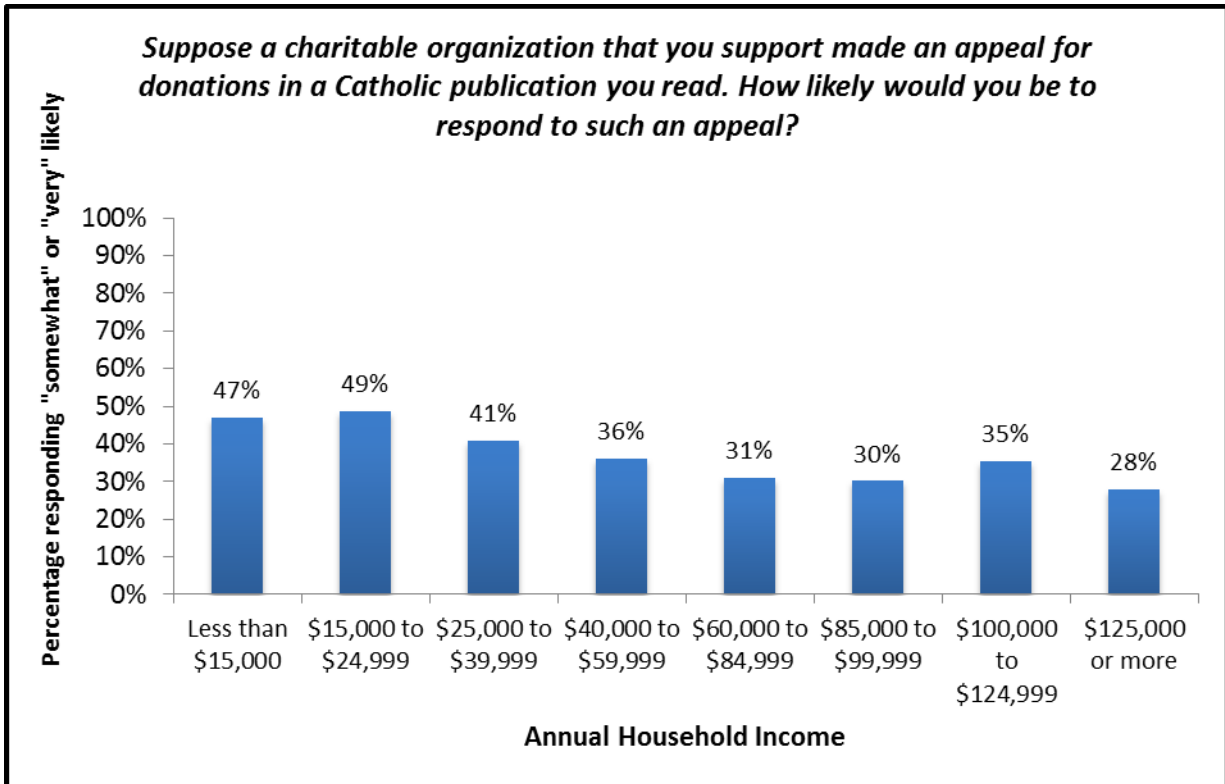
Sub-group Differences

As shown in the first figure on the following page more frequent Mass attenders are more likely to agree that they are satisfied with the Catholic publications they read and also more likely to agree that having a print version of these is important to them.

The second figure shows differences by generation. Readers of the oldest generation of Catholics are most likely to agree that they are satisfied with the Catholic publications they read and that these are important to them. Post-Vatican II Catholics, those between the ages of 30 and 50 in 2011, are the least likely to express satisfaction. Millennials, those under 30 in 2011, are least likely to agree that the print publications they read are important to them.



As the figure below shows, readers in low income households are *less* likely than higher income readers to agree that the subscription costs for national Catholic publications they read are affordable. Lower income readers are also *more* likely than higher income readers to indicate that economic conditions have caused them to reevaluate their spending and buy less reading material.

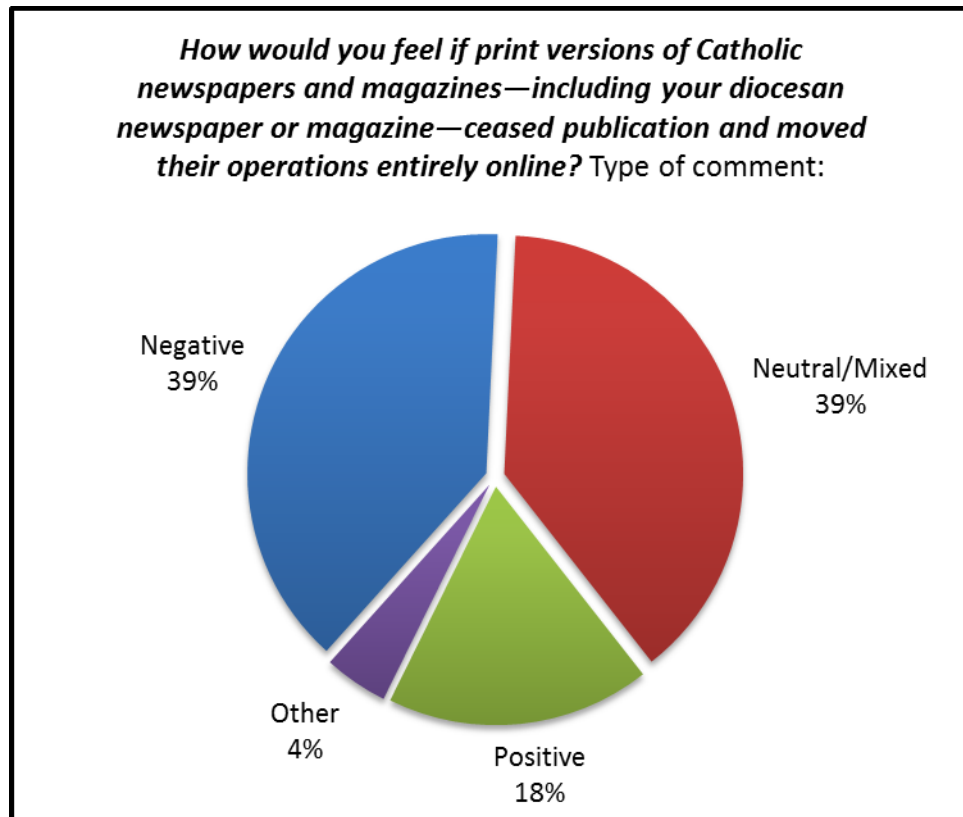


What if Diocesan Newspapers and Magazines Ceased Publication?

The survey included an open-ended question that asked respondents how they would feel if Catholic publications ceased producing print copies and moved their content entirely online. The question used was:

How would you feel if print versions of Catholic newspapers and magazines—including your diocesan newspaper or magazine—ceased publication and moved their operations entirely online?

Some 923 respondents (75 percent) provided an answer in their own words to this question (see Appendix B for verbatim comments). Overall, 39 percent of these respondents indicated that this would be a negative development that they would not prefer. Thirty-nine percent expressed a neutral or mixed opinion that was neither negative nor positive or that included both positives and negatives of equal weight. Eighteen percent commented that this would be something that they would react positively to. Four percent provided a response that could not be classified as positive, negative, or neutral.



Negative Comments

Some representative examples of comments that indicated this would be a negative development are provided below. These have been edited for grammar and readability. Spanish comments have been translated into English.

Many of the negative comments focus on a concern for older and lower income Catholics that may not have access to the Internet or be comfortable using it. Many also state a personal preference for print over online content.

- *A big mistake.*
- *Bad not everyone is online.*
- *Betrayed.*
- *Ceasing print publications would be a mistake.*
- *Disappointed. Not everyone has access to the internet.*
- *I am not sure that everything that could be put into print would be on the website.*
- *I am old school I like things in print.*
- *I believe it would have an adverse effect for our faith.*
- *I feel they would lose readership as people would overlook them as the internet is very distracting. The print is expensive but reaches the greatest number of people and unites us across the Archdiocese.*
- *I do very little on the computer and feel very unsure of myself when surfing on the computer so I wouldn't search for the paper or articles.*
- *I enjoy reading printed materials and find them easier to read than online materials.*
- *I feel the publications would fail to reach many demographics. For example, the elderly, low income or the poor, rural areas and third world regions.*
- *I might not read the newspaper as often.*
- *I prefer the printed version myself and how would people without internet access read these publications?*
- *I think a lot of people would miss it, including me. Too many people do not go on-line for their information.*

- *I think that would not include many Hispanic people who do not have internet access; a print publication would help a lot.*
- *I would be disappointed because reading magazines is one of the ways I relax.*
- *I would be very sad. Today's economic climate makes it harder for many of these publications to stay afloat and I know eventually many will disappear.*
- *I would just feel that a big change has occurred and those newspapers and magazines would now reach less people.*
- *I would not go on line to read this.*
- *It would actually be an inconvenience for me.*
- *It would put me out of touch, somewhat. I don't always go to the internet for info. I guess I would be forced to. Sign of the times?!*
- *Less likely to read.*
- *Loss of a potentially good resource.*
- *Not everyone has a computer and online service. It would leave out a portion of the Catholic population. It would upset a lot of us!*
- *Not happy, would not read.*
- *Probably would never see it.*
- *Terrible! I work on a computer all day. So, when I'm home I only use my home computer for necessary things.*
- *Very uncomfortable.*
- *Would not like it to cease!*

Positive Comments

Many of the positive comments emphasize the perception that a shift online would be less expensive for their diocese and more environmentally friendly. Others state a preference for content online emphasizing convenience.

- *All change has good possibilities. We need to make some changes in the form used to send information and how we get it too.*
- *Be good because it is much easier to read.*

- *Better to get message out less expensive.*
- *Fine by me.*
- *Fine they will save money.*
- *Good. Save money and the environment.*
- *I feel like it would be good for the environment and I might read them more.*
- *I guess that is the way the world is going, and it would save on paper and costs.*
- *I have no problem with it. It would save some trees.*
- *I think it is a good way to spread the happenings of the Church to those who may not attend or know what is going on.*
- *I think it would be smart as it can save tremendous amounts of money, time, and resources.*
- *I would read them online.*
- *I would welcome that change as it would become easier for me to read.*
- *I'd probably read it more often.*
- *It would be better.*
- *It would probably be best, in order to save money for the church.*
- *Just fine to be able to look up back issues.*
- *Ok by me.*
- *Online is very easy for me.*
- *Other than the parish bulletin, I feel that all other publications could move towards being electronic.*
- *People would find a way to access it if they wanted to and more and more is going digital.*
- *Then I would be able to look up and read online at any time.*

- *They would be with the 21st century.*
- *This survey has piqued my interest in online catholic news. I prefer online and as of now will start to read it. Thank you...*

Neutral or Mixed Comments

Many of the neutral comments simply represent that the respondent does not care either way. Some of these respondents indicate a lack of readership as an issue. Others provide mixed comments that provide mentions of both positive and negative effects. These respondents are reacting both positively and negatively to the hypothetical. Some state a preference for having both options—print and online—available to them.

- *Do not care.*
- *Don't know. Not religious.*
- *Don't read much.*
- *Doesn't matter.*
- *I am indifferent about this.*
- *I could care less.*
- *I personally would not object to the switch to online publication, particularly given the fact that it would save money and trees. However, I also know that I am less likely to read a publication that I receive only online, compared to one I receive in print.*
- *I prefer the idea of having a choice.*
- *I still like to receive print versions, but I would be okay if it all went on-line.*
- *I think that is cost effective. I wonder what that would mean for elderly constituents who are not online.*
- *I would feel not so good about it because I would want it in a newspaper or magazine. And I would want it to be online to. I would want it to be both.*
- *I would not have a problem with that.*
- *I would not like it but would not be surprised because it would probably be cost effective, but I think you would lose many older readers who don't use the internet.*

- *I would prefer to have both forms of the news.*
- *I would understand from a financial viewpoint why they would want an online version, but I would be concerned that those parishioners without internet access would not get copies of the publications.*
- *Indifferent.*
- *It might be cheaper to produce them for the church but I don't know if I would prefer it.*
- *Loss of jobs would make me sad. But the saving of dollars is a good thing.*
- *No feelings.*
- *Not sure.*
- *Who cares?*

Other Comments

A small number of comments are not easily classified as positive, negative, or neutral or do not appear to be a direct answer to the question.

- *Am sorry I am legally blind and not able to do much reading.*
- *I do not access news sources online; however my wife does so I assume she would keep me informed.*
- *I don't feel that I'm qualified to answer.*
- *I don't ever read anything of the religious nature, aside from the Bible, which I rarely read.*
- *I don't have time for these.*
- *I have no diocesan newspaper. It ceased to publish due to financial difficulty several years ago.*
- *I would accept it if the funds are needed for other more important things. Saving lives and souls is far more important to me.*
- *No comment.*
- *Not aware that they are published.*

General Religious or Spiritual Media Use

Respondents were also asked about their general religious or spiritual media use. Responses indicate that traditional religious and spiritual media are more widely used than online or electronic options. The leading medium for consumption of religious or spiritual content is television. One in five adult Catholics (21 percent) has watched a religious or spiritual program on television in the last three months. Only 3 percent indicate that have watched religious or spiritual video content online. For each area of content, video, audio, and reading materials—traditional media is more widely used than new media alternatives. Many adult Catholics, 42 percent, did not use any of the religious or spiritual media listed in the last three months.

<i>Which of the following have you done in the last three months?</i>	
	Percentage responding “yes”
Video	
Watched a religious or spiritual television program	21%
Watched a religious or spiritual video content online (e.g., youtube.com)	3
Reading Material	
Read a print copy of a religious or spiritual magazine or newspaper	18
Read a print copy of a religious or spiritual book	14
Read content from a religious or spiritual website or blog	6
Purchased a print copy of a religious or spiritual book	6
Read a religious or spiritual magazine or newspaper online	3
Followed religious or spiritual related pages and/or posts on facebook.com	2
Read a religious or spiritual e-book (e.g., for Kindle, Nook)	1
Purchased a religious or spiritual e-book (e.g., for Kindle, Nook)	1
Followed religious or spiritual related tweets on twitter.com	1
Audio	
Listened to a religious or spiritual programs on the radio or on a CD	12
Listened to a religious or spiritual audio programs online (e.g., podcasts)	2
Other	
Attended a conference or convention on a religious or spiritual topic	5
None of the above	42

Eighteen percent of respondents indicate that they read a print copy of a religious or spiritual magazine or newspaper in the last three months. During this same period, 14

percent say they read a print copy of a religious or spiritual book (6 percent purchased a religious or spiritual book in the last 3 months).

Twelve percent of respondents indicated that they had listened to a religious or spiritual program on the radio or on a CD in the last three months. Five percent say they attended a conference or convention on a religious or spiritual topic during this period.

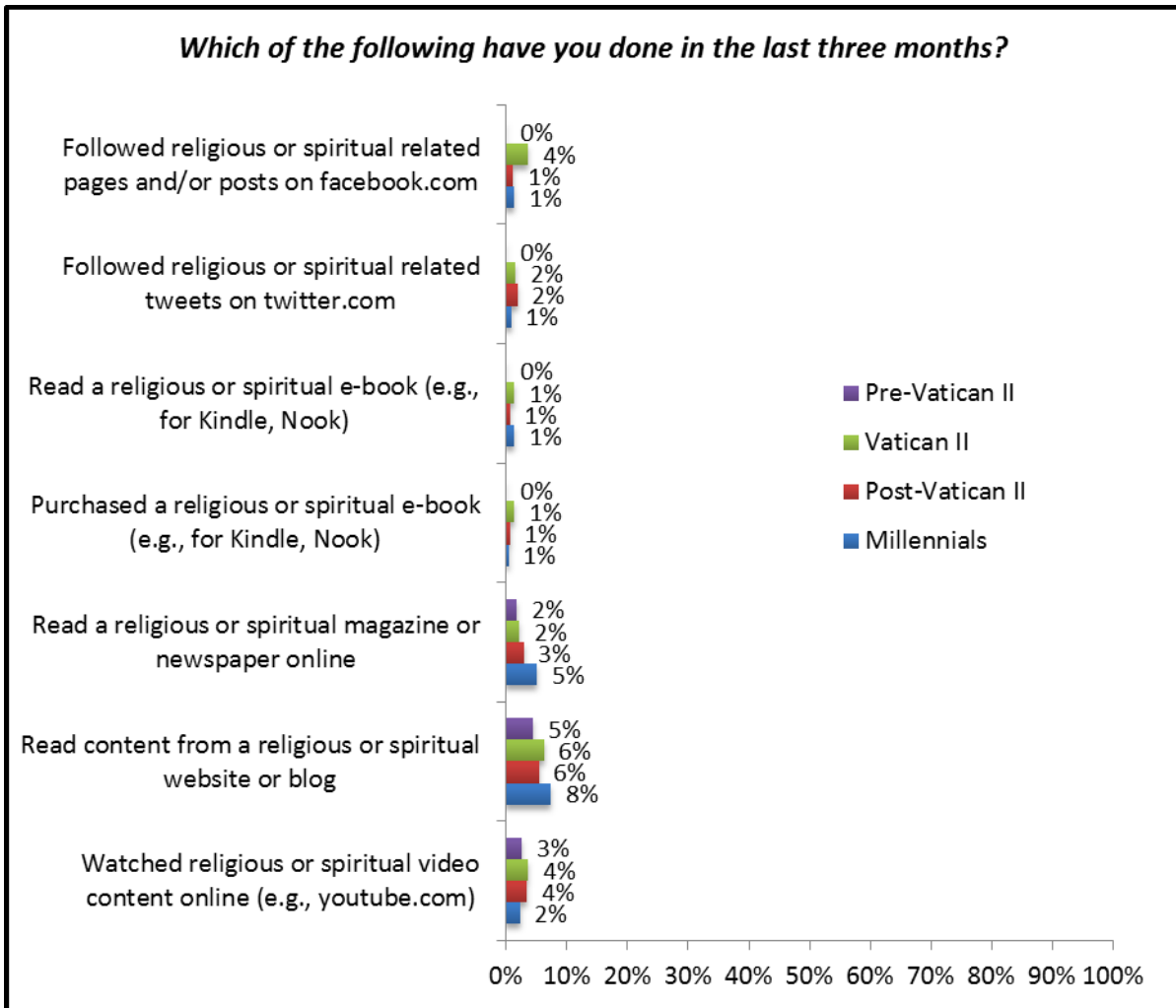
Fewer than one in 15 adult Catholics report using each type of electronic or online media listed in the last three months. Most often, adult Catholics read content from a religious or spiritual website or blog (6 percent). Three percent specifically indicate that they read a religious or spiritual magazine or newspaper online. Two percent say they follow religious or spiritual related pages and/or posts on facebook.com. The same percentage reports listening to religious or spiritual audio programs online.

Only one percent of respondents reported that they did the following in the last three months: read a religious or spiritual e-book, purchased a religious or spiritual e-book, or followed religious or spiritual related tweets on twitter.com.

Sub-Group Differences

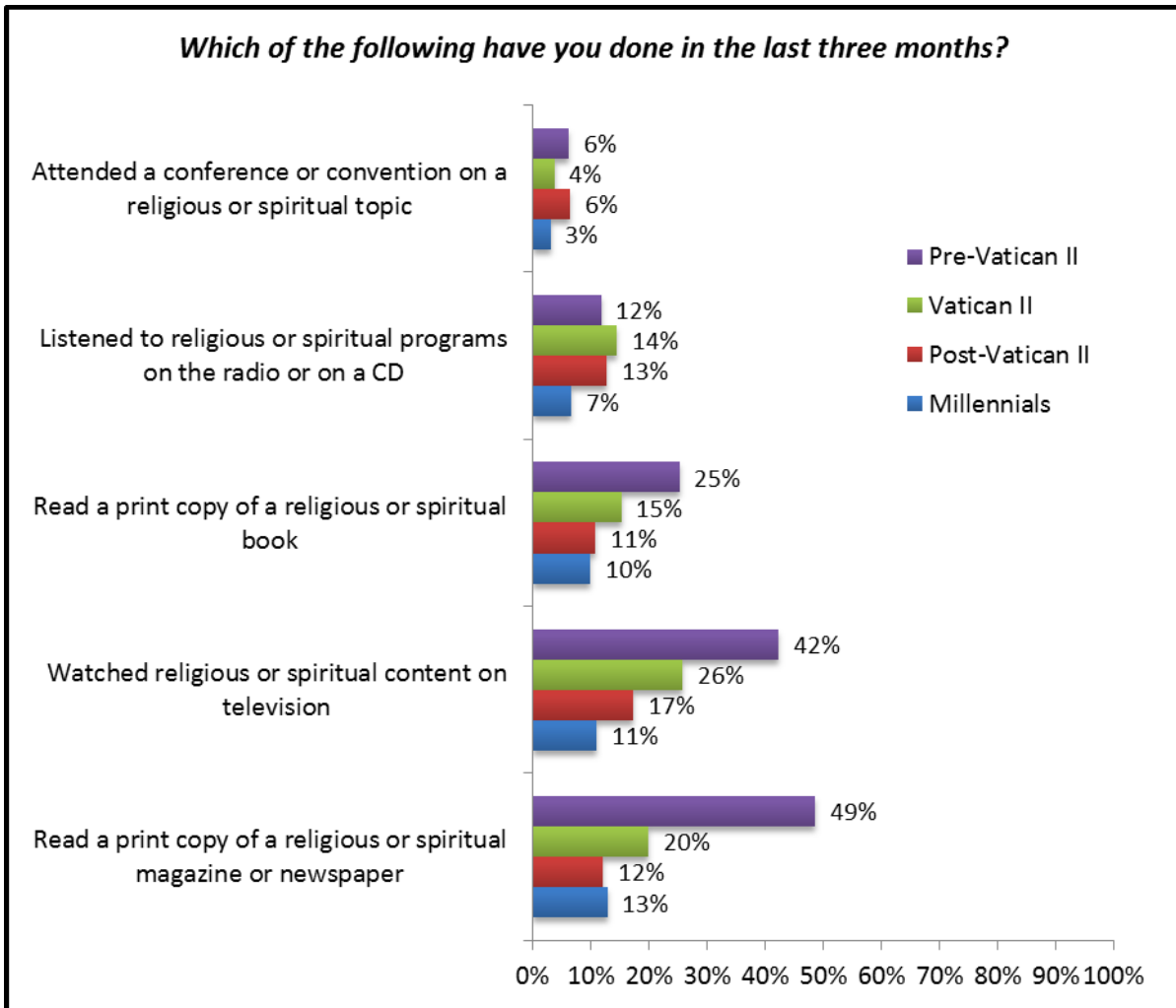
There are some generational differences in the use of religious and spiritual media. However, perhaps the biggest surprise is the lack of difference in use of online and new media—where many just assume these exist.

As the figure on the next page shows, very few Catholics of any generation are doing anything religious or spiritual online. There are two types of media use where a slight increase in use across generations is evident (note, however, these differences are within the margin of error). These include reading a religious or spiritual magazine or newspaper online and reading content from a religious or spiritual blog.

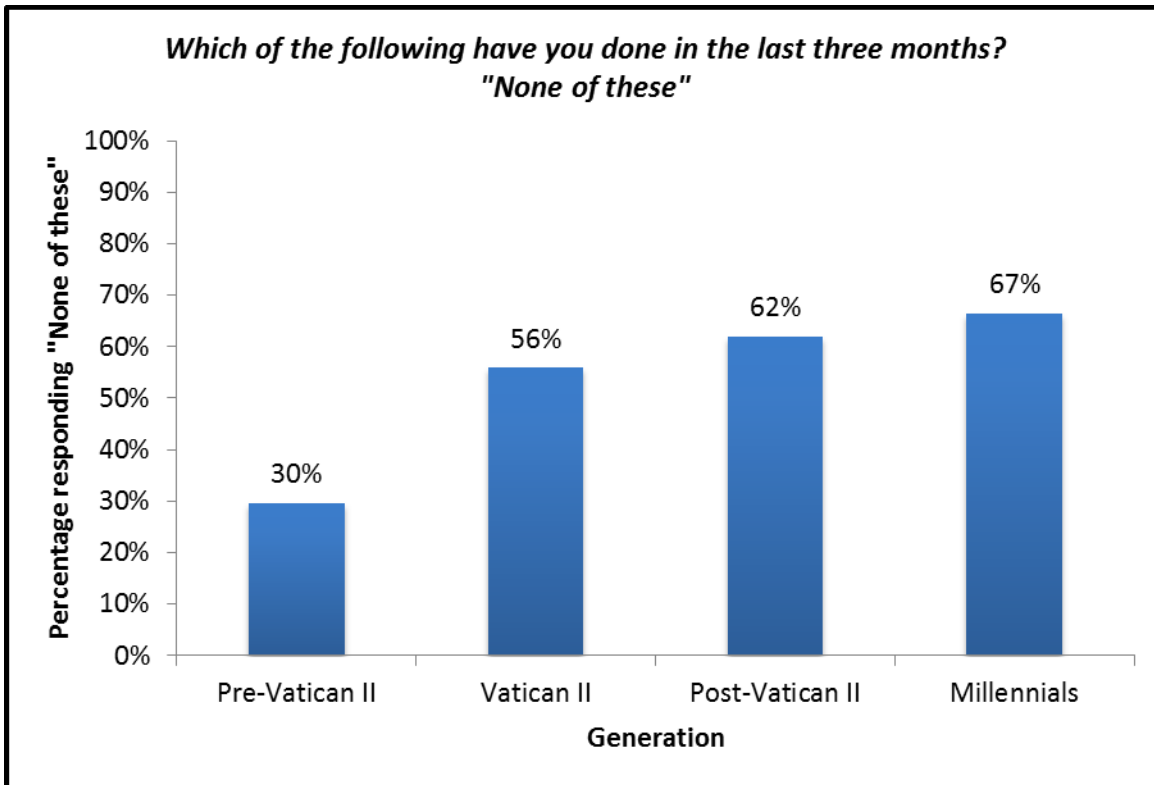


As the figure on the next page shows, there are statistically significant differences by generation in the frequency of use for most traditional media. The oldest Catholics of the Pre-Vatican II Generation are more likely than those of other generations to read a print copy of a religious or spiritual book, read a religious or spiritual print copy of a magazine or newspaper, and to have watched religious or spiritual content on television. Differences across generations in listening to religious or spiritual audio or attending conferences or conventions are less evident.

Of all the options listed, Millennial Catholics, those of the youngest generation, were more likely to say they have read a print copy of a religious or spiritual magazine or newspaper in the last three months (13 percent) than anything else.



The figure on the next page shows the most significant difference by generation. This is simply doing *anything* related to religion and spirituality in media use at all. Only 30 percent of Pre-Vatican II Generation Catholics say they have not done any of the things listed in the question in the last three months. By comparison, two-thirds of Millennials (67 percent) indicate they have not done any of the things listed in the last three months.



The tables that begin on the next page show the distribution of those who have used three prominent types of traditional media and those who have used prominent types of new media in the last three months. In each table, the first column of percentages represents the distribution of the total adult Catholic population among sub-groups (e.g., Mass attendance, generation). The next three columns show the breakdown for those using each type of media. Underlined entries represent significant differences between a media use group and the overall adult Catholic population or where the media users are *over-represented*.

Catholics who have watched religious or spiritual television program in the last three months are more likely than the typical adult Catholic to be a weekly Mass attender. Other than that, there are no significant differences between these media users and the adult Catholic population.

By comparison the typical person who has read a religious or spiritual newspaper or magazine in print is more likely than the average adult Catholic to be registered with their parish, to attend Mass weekly, to be of the Pre-Vatican II Generation, and to have attended Catholic primary and secondary school.

Those who have read religious or spiritual print books in the last three months are more likely than the typical adult Catholic to be female, to be registered with their parish, and to attend Mass weekly.

Demographics of Those Using Selected Traditional Media

	All Respondents	<i>Percentage of those using each media within sub-groups</i>		
		Television	Magazine/ Newspaper	Print Book
Mass Attendance				
Weekly	24%	<u>38%</u>	<u>56%</u>	<u>47%</u>
Monthly	25	29	28	28
Less often	51	33	19	24
Registered with a Parish	56	64	<u>80</u>	<u>72</u>
Sex				
Male	51	47	45	41
Female	49	53	55	<u>60</u>
Generation				
Pre-Vatican II	10	10	<u>26</u>	18
Vatican II	33	33	36	39
Post-Vatican II	38	38	25	31
Millennial	19	19	14	12
Catholic Education				
Elementary/Middle	47	51	<u>57</u>	56
High school	21	21	<u>30</u>	28
College/University	7	7	12	8
Race/Ethnicity				
White, Non-Hispanic	60	54	66	50
Hispanic	33	37	28	39
Black, non-Hispanic	2	4	2	1
Other, non-Hispanic	5	6	4	9

There are no statistically significant differences by region, income, or marital status as shown on the following page.

Demographics of Those Using Selected Traditional Media

	All Respondents	<i>Percentage of those using each media within sub-groups</i>		
		Television	Magazine/ Newspaper	Print Book
Region				
Northeast	26%	24%	24%	20%
Midwest	22	19	26	21
South	27	32	25	33
West	25	25	25	26
Household Income				
Less than \$15,000	10	13	10	15
\$15,000 to \$24,999	10	13	9	10
\$25,000 to \$39,999	19	25	23	20
\$40,000 to \$59,999	16	14	17	14
\$60,000 to \$84,999	16	15	17	20
\$85,000 to \$99,999	7	5	4	4
\$100,000, to \$124,999	9	6	8	9
\$125,000 or more	12	9	12	9
Marital Status				
Married	56	55	61	52
Single, never married	18	8	9	10
Divorced	9	11	8	11
Separated	2	3	2	5
Widowed	5	14	12	13
Living with a partner	10	10	7	10

Turning to new media, Catholics who have read content on a religious or spiritual blog in the last three months are more likely than the average adult Catholic to be registered with their parish, to attend Mass weekly, to have attended Catholic primary and secondary school, to live in the Midwest, and to be widowed.

Catholics who have read a religious or spiritual magazine or newspaper online in the last three months are more likely than the average adult Catholic to be registered with their parish, to attend Mass weekly, to be of the Millennial Generation, to have attended Catholic high school, to self-identify as Hispanic or as something other than white or African American, to reside in the South, and to be in a household with an annual income of less than \$15,000. In other words, these individuals are younger, non-white, and lower income Catholics living in the South who are connected to parish life and have a history of Catholic schooling.

Catholics who are following religious or spiritual pages or posts on Facebook are more likely than the average adult Catholic to be female, of the Vatican II Generation, to have attended a Catholic college or university, to self-identify as non-Hispanic white, to live in the Midwest, to reside in a household earning between \$85,000 and \$99,999 annually, and to be divorced.

Demographics of Those Using Selected New Media				
	All Respondents	<i>Percentage of those using each media within sub-groups</i>		
		Blog/website	Online magazine/ newspaper	Pages/posts on Facebook
Mass Attendance				
Weekly	24%	<u>53%</u>	<u>44%</u>	33%
Monthly	25	28	34	21
Less often	51	19	22	45
Registered with a Parish	56	<u>83</u>	<u>73</u>	56
Sex				
Male	51	52	54	28
Female	49	48	46	<u>72</u>
Generation				
Pre-Vatican II	10	8	5	0
Vatican II	33	37	27	<u>67</u>
Post-Vatican II	38	34	37	21
Millennial	19	22	<u>32</u>	13
Catholic Education				
Elementary/Middle	47	<u>58</u>	54	50
High school	21	<u>41</u>	<u>34</u>	21
College/University	7	12	12	<u>25</u>
Race/Ethnicity				
White, Non-Hispanic	60	65	44	<u>72</u>
Hispanic	33	24	<u>42</u>	12
Black, non-Hispanic	2	3	0	4
Other, non-Hispanic	5	8	<u>15</u>	12

Demographics of Those Using Selected New Media

*Percentage of those using
each media within sub-groups*

	All Respondents	Blog/website	Online magazine/ newspaper	Pages/posts on Facebook
Region				
Northeast	26%	23%	5%	8%
Midwest	22	<u>32</u>	12	<u>50</u>
South	27	30	<u>54</u>	17
West	25	15	29	25
Household Income				
Less than \$15,000	10	8	<u>24</u>	12
\$15,000 to \$24,999	10	8	12	16
\$25,000 to \$39,999	19	12	15	24
\$40,000 to \$59,999	16	23	20	4
\$60,000 to \$84,999	16	19	7	12
\$85,000 to \$99,999	7	6	0	<u>24</u>
\$100,000, to \$124,999	9	8	5	4
\$125,000 or more	12	17	17	4
Marital Status				
Married	56	65	63	40
Single, never married	18	1	3	4
Divorced	9	13	10	<u>28</u>
Separated	2	3	0	12
Widowed	5	<u>15</u>	13	8
Living with a partner	10	4	13	8

Most Important and Frequent Types of Religious or Spiritual Media Use

Respondents who reported any type of religious or spiritual media use were most likely to indicate that watching this content on television as being “most important” to them (26 percent). Twenty-six percent say reading a religious or spiritual print copy of a magazine or newspaper is what they do “most often.” With the exception of reading content on a religious or spiritual website or blog, all other traditional media sources are considered more important than all other new media, online, or electronic media listed. Slightly fewer say that attending conferences on a religious or spiritual topic (3 percent) or purchasing print copies of religious or spiritual books (2 percent) are as important as reading content on a religious or spiritual website or blog (4 percent).

Below is what you have done in the last three months, please indicate which one of these...
Percentage of those having done each responding as such:

	“Is most important to you”	“You do most often”
<i>Traditional Media</i>		
Watched religious or spiritual content on television	26%	25%
Read a print copy of a religious or spiritual magazine or newspaper	24	26
Read a print copy of a religious or spiritual book	17	16
Listened to religious or spiritual programs on the radio or on a CD	16	18
Attended a conference or convention on a religious or spiritual topic	3	2
Purchased a print copy of a religious or spiritual book	2	2
<i>New Media</i>		
Read content from a religious or spiritual website or blog	4	4
Followed religious or spiritual related pages and/or posts on facebook.com	2	2
Listened to religious or spiritual audio programs online (e.g., podcasts)	2	<1
Read a religious or spiritual magazine or newspaper online	2	3
Read a religious or spiritual e-book (e.g., for Kindle, Nook)	1	1
Followed religious or spiritual related tweets on twitter.com	1	1
Watched religious or spiritual video content online (e.g., youtube.com)	1	1
Purchased a religious or spiritual e-book (e.g., for Kindle, Nook)	<1	<1

Sub-group Differences

Among weekly Mass attenders, 33 percent “most often” read a print copy of a religious or spiritual magazine or newspaper. This is also the type of media most likely to be considered “most important” to this group (28 percent).

Catholics who attend Mass less than weekly indicate that they “most often” watch religious or spiritual content on television (27 percent) and this is also the type of media most likely to be considered “most important” to this group (27 percent).

Post-Vatican II Generation Catholics are more likely to indicate they “most often” watch religious or spiritual television programming (25 percent) than any other types of media listed. Members of all other generations—including the younger Millennials (23 percent)—report that they “most often” read religious or spiritual print copies of magazines or newspapers compared to any of other media types listed. Pre-Vatican II Catholics are especially likely to indicate they read these religious and spiritual print publications “most often” (40 percent). This distribution of responses across generations is similar for the media type that is considered “most important” to each group. Post-Vatican II Catholics, ages 30 to 50 in 2011, are exceptional in their connection to religious or spiritual television programming.

Non-Hispanic white Catholics “most often” read religious or spiritual print copies of magazines or newspapers and are most likely to indicate these as being “most important” to them. Among all other racial and ethnic groups, watching religious or spiritual television programming is done “most often” and most likely to be considered “most important.”

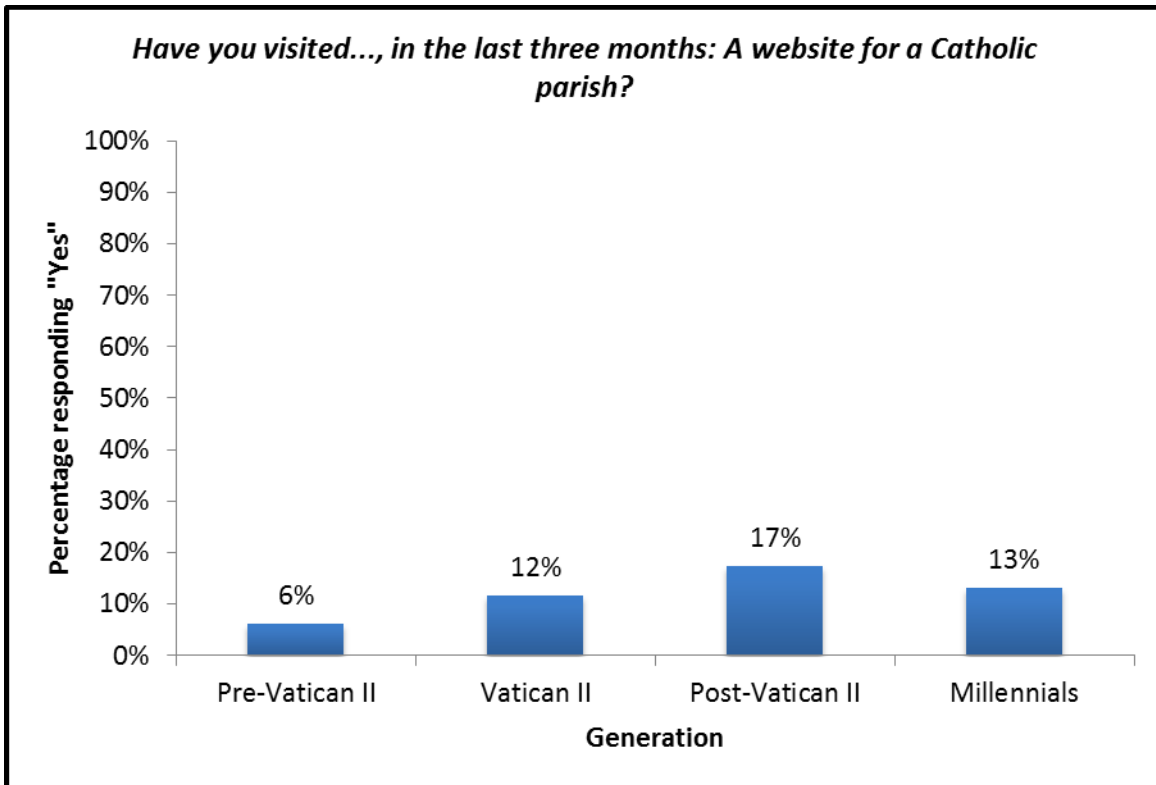
Visits to Specific Websites

There has been significant growth in the number of Catholics saying they visit one particular type of website since 2005. Fourteen percent of respondents indicate that they visited the website for a Catholic parish in the last three months. By comparison only 5 percent had indicated such a visit in the six months previous to being surveyed in 2005. The percentage indicating visits to school websites has doubled from 3 percent to 6 percent in the last six years. However, this shift is within the margin of error and it is possible that no change has occurred. Visits to all other types of sites, such as those for a diocese, the USCCB, or the Vatican, are similar in 2011 to what they were in 2005.

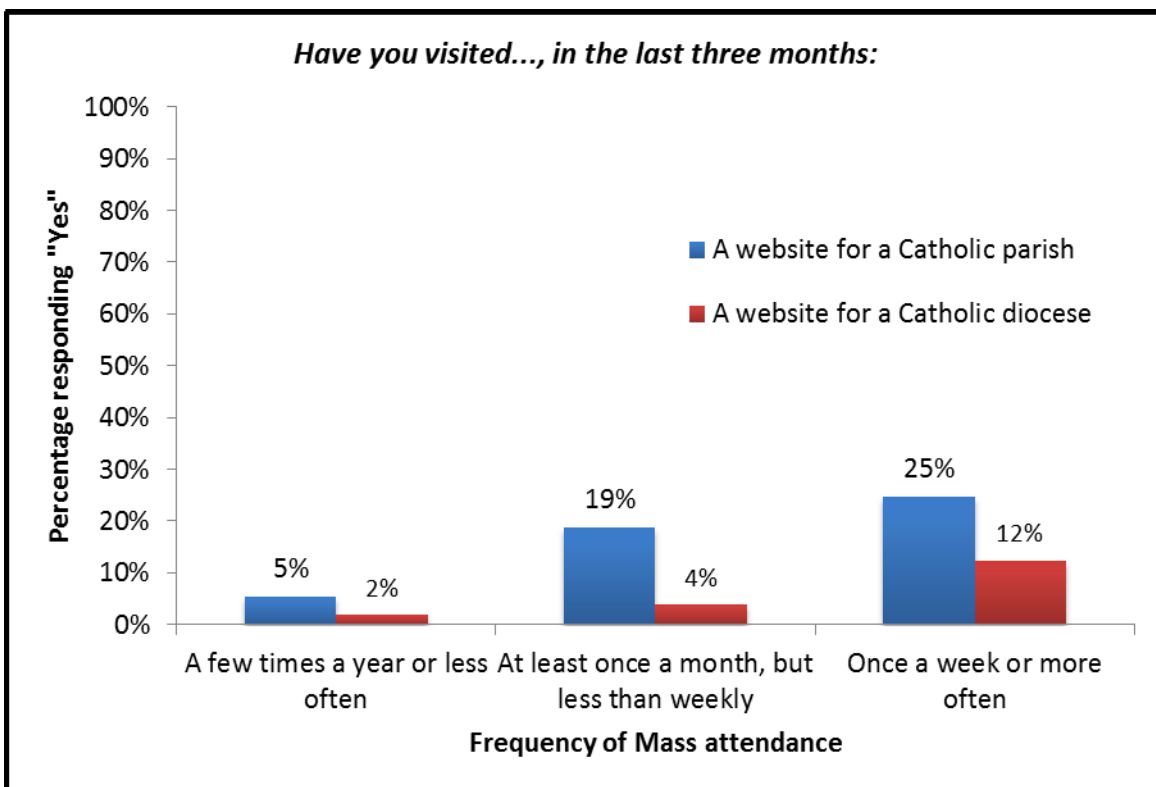
<i>Have you visited any of the sites listed below online in the last three months?</i>		
Percentage responding "Yes"		
	2011	2005
A website of a Catholic parish	14%	5%
A website of a Catholic school	6	3
A website of a Catholic diocese	5	3
The Vatican website	3	2
A website of a Catholic charity or social service agency	2	2
The website for the U.S. Bishops Conference (usccb.org)	2	1
None of these	81	--

Sub-group Differences

There are few generational differences that can be identified because the percentage of respondents indicating a visit to any of these sites is relatively small. However, as shown in the figure on the following page, younger Catholics are more likely than older Catholics to visit parish websites. Post-Vatican II Catholics, those currently in their thirties and forties, are most likely to have visited a parish website in the last three months (17 percent).

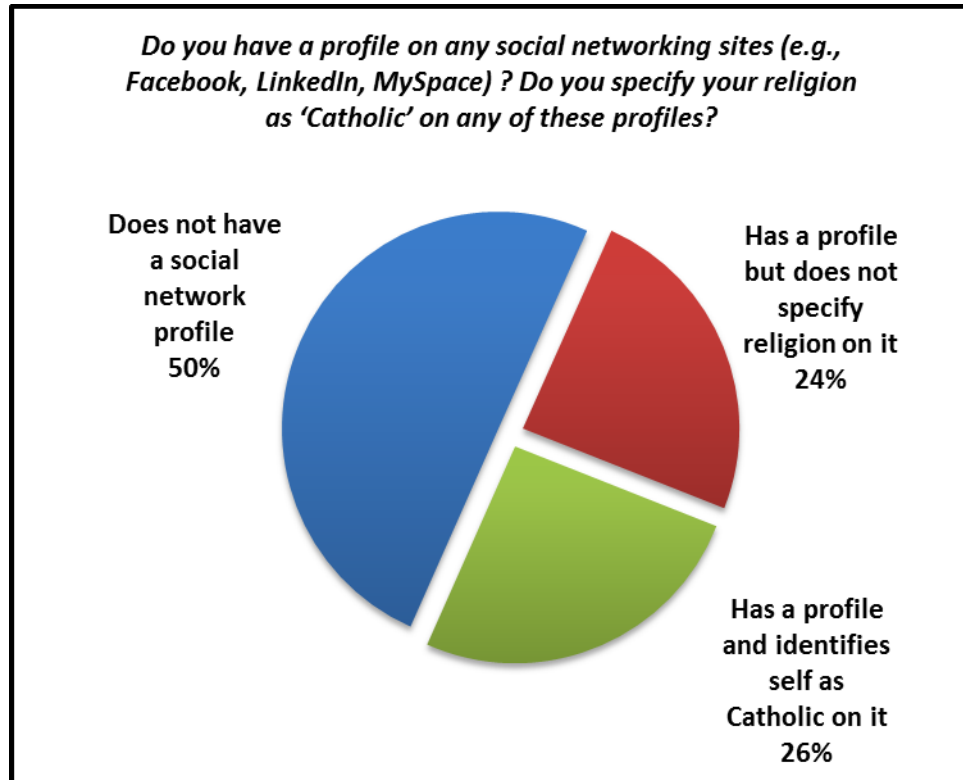


Mass attendance is related to visits to parish and diocesan websites as well. More frequent attenders are more likely to report visits in the last three months.



Faith on Social Network Profiles

One in four adult Catholics (26 percent) have at least one social network profile (e.g., Facebook, LinkedIn, MySpace) where they self-identify their religion. A similar percentage, 24 percent, has one or more profiles but does not specify their religion on any these. Half of adult Catholics do not have a social network profile.

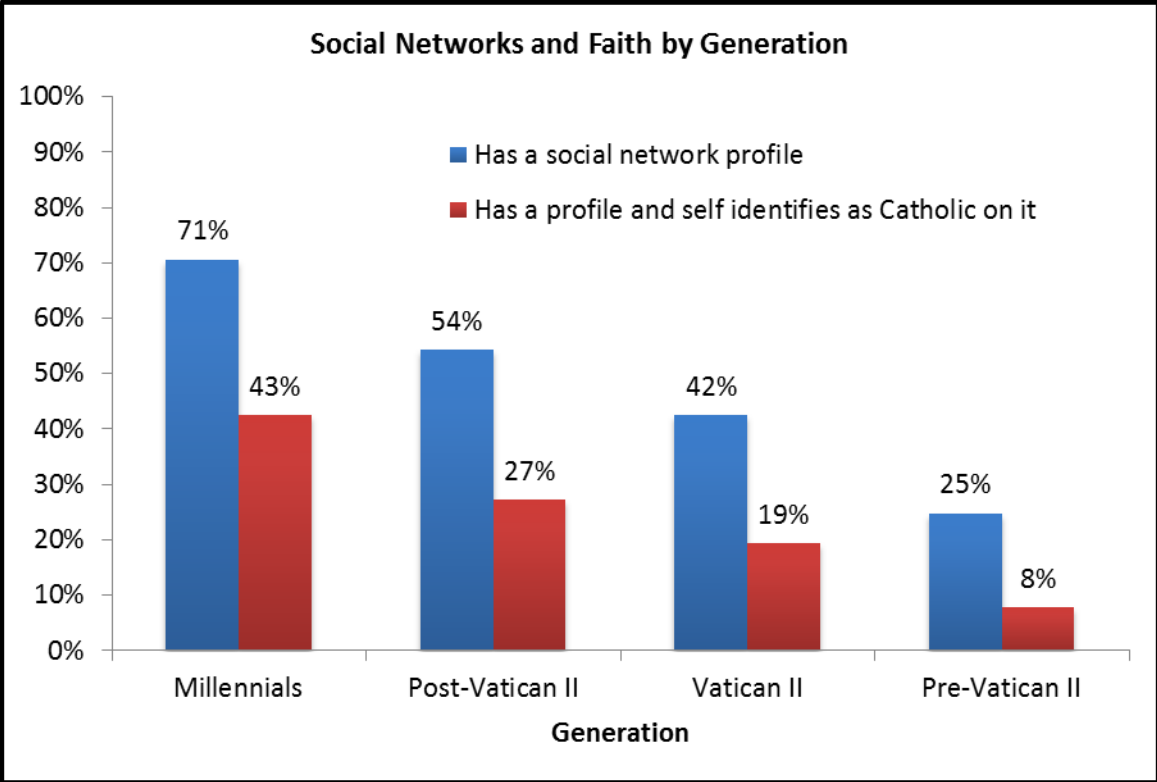


Sub-group Differences

As the figure on the following page shows, there are differences by generation.

Among the youngest generation of Catholics, the Millennials (currently under 30), 71 percent report that they have at least one social network profile. However, only 43 percent have one of these and include their Catholic identity on their profile. This means 60 percent of Millennials with profiles state that they are Catholics on these.

Older Catholics are less likely to have profiles and less likely to identify themselves as Catholic on these profiles.



Attitudes about Print Publications and Online Sources

There is not wide agreement or disagreement about statements gauging print and online preferences for the diocesan communication of news. A third of respondents (32 percent) agrees “strongly” or “somewhat” that the print version of their diocese’s news publication is essential to how the diocese communicates to Catholics. A plurality, 47 percent, “neither agrees nor disagrees.” One in five (21 percent) disagrees “somewhat” or “strongly” (10 percent disagree “strongly” only) with this notion.

<i>How much do you agree with the following statements?</i>		
Percentage responding as such:		
	Agree “strongly” or “somewhat”	“Neither agree nor disagree”
I believe the print version of my diocese’s news publication is an essential part of how the diocese communicates with Catholics here	32%	47%
I do not have time to read print magazines and newspapers	25	30
Having a print version of my diocese’s newspaper or magazine is important to me	25	47
I would like both a print and online version of my diocesan newspaper or magazine to be produced so any interested reader has access to this	24	43
I would be upset by any suggestion that my diocese stop producing a print version news publication	23	51
I generally prefer reading content online rather than in print	19	34
I wish the diocese did more communications online on Facebook, Twitter, YouTube, or other sites like these	15	45
I prefer participating on Facebook, personal blogs, Twitter, YouTube, or online message boards to reading print publications	13	22
I would prefer to get my diocesan news online rather than in a print publication	11	41

One in four (25 percent) agree “somewhat” or “strongly” that they do not have time to read magazines or newspapers (6 percent agree ‘strongly’ only). Three in ten (30 percent) “neither agree nor disagree” with this statement. A plurality, 44 percent, disagrees with the statement “somewhat” or “strongly” (17 percent disagree “strongly” only).

One in four (25 percent) agree “somewhat” or “strongly” that having a print version of their diocese’s newspaper or magazine is important to them (8 percent agree “strongly”). A plurality, 47 percent, specifically selected the option for “neither agree nor disagree” for this statement. Twenty-eight percent disagree “somewhat” or “strongly” (16 percent disagree “strongly” only).

About one in four (24 percent) agree “somewhat” or “strongly” that they prefer both print and online versions of their diocesan newspaper or magazine to provide the widest access to potential readers (8 percent agree “strongly” only). Forty-three percent “neither agree nor disagree” and a third (33 percent) disagree “somewhat” or “strongly” (20 percent disagree “strongly” only) with this statement.

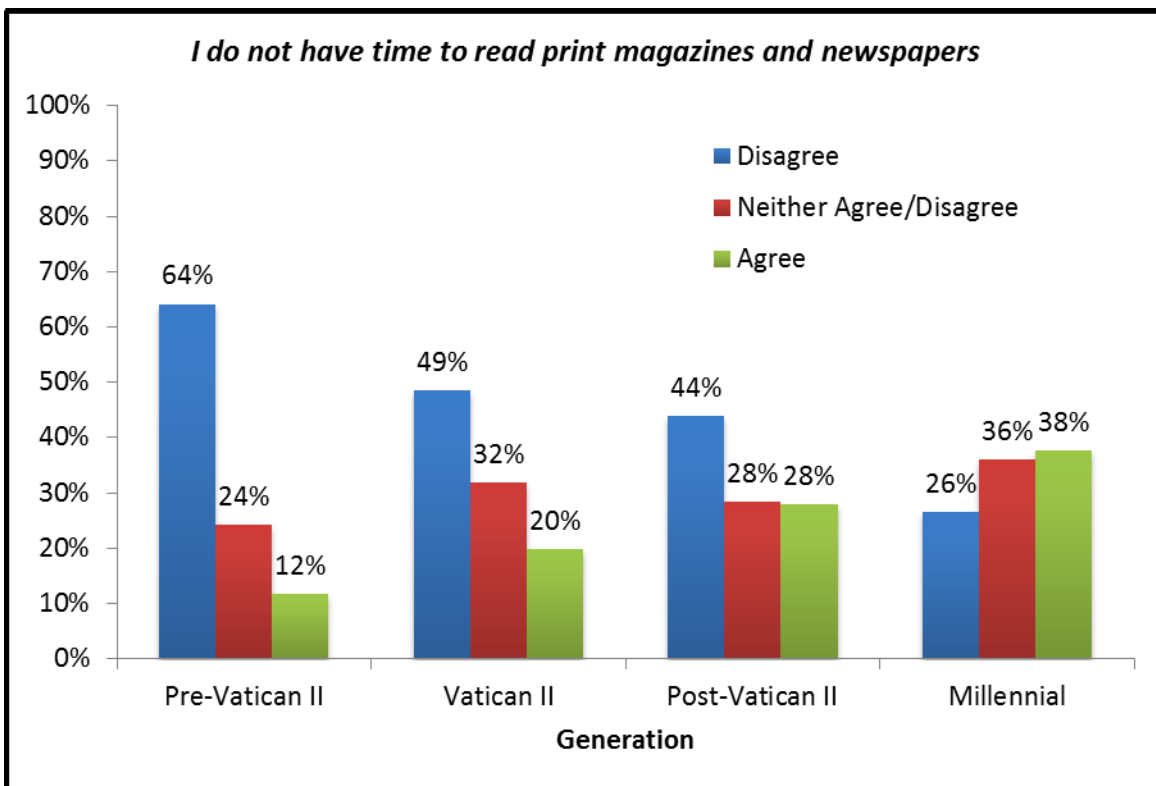
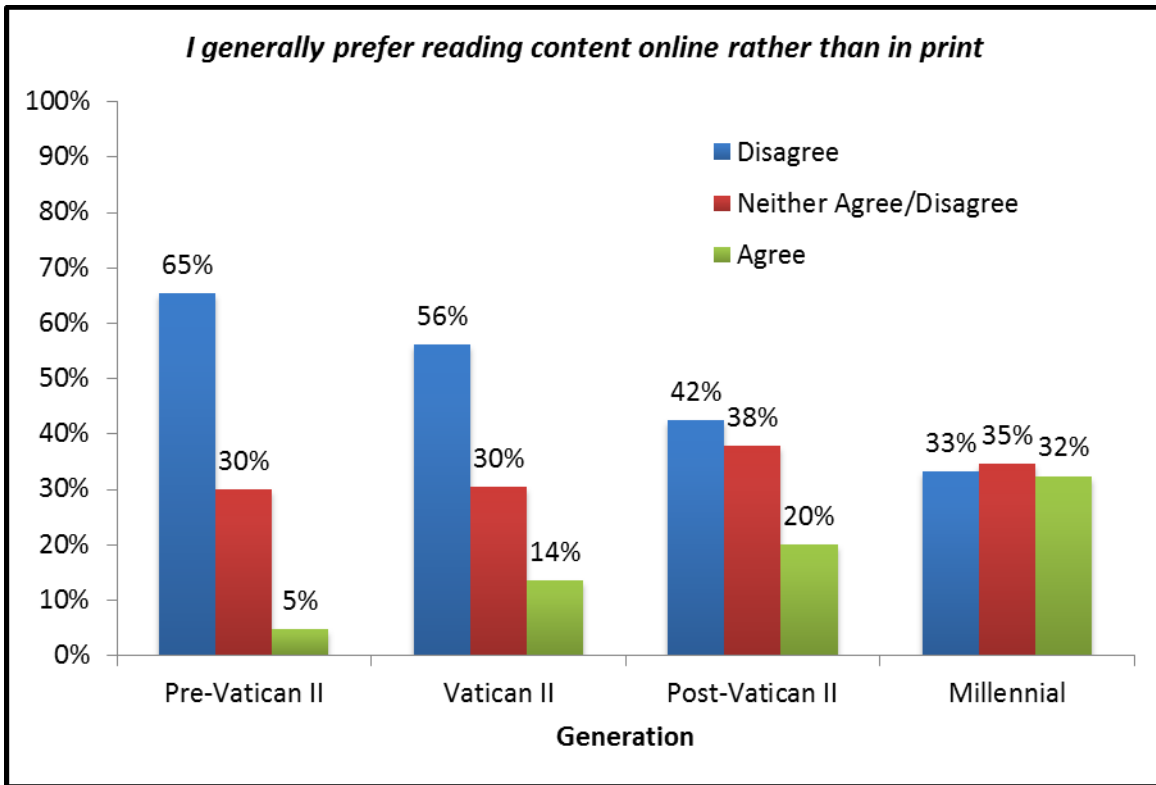
About one in four (23 percent) agree “somewhat” or “strongly” that they would be upset by any suggestion that their diocese stops producing a print version news publication (7 percent agree “strongly” only). Fifty-one percent “neither agree nor disagree” and 26 percent disagree “somewhat” or “strongly” (14 percent disagree “strongly” only) with this statement.

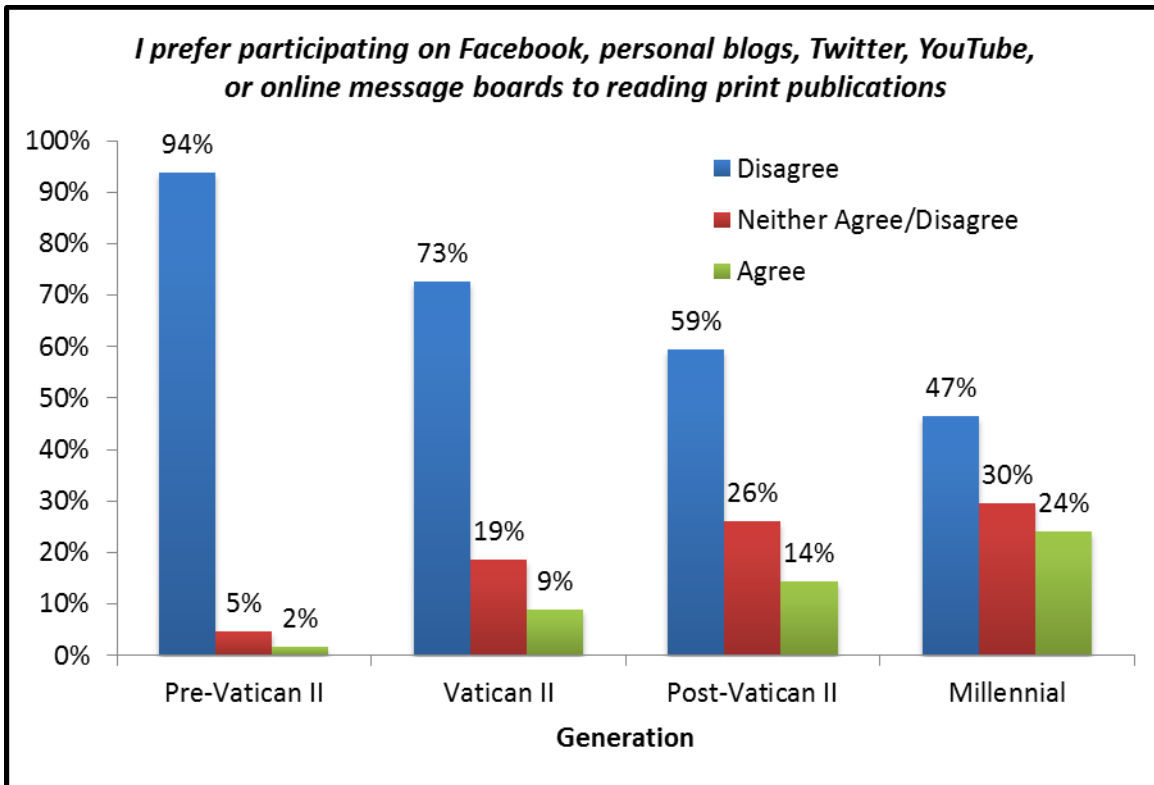
Despite the rather mixed opinions or lack of opinion to the statements above, respondents do not seem to be advocating a preference for online diocesan communications *only*. Only 15 percent agree “somewhat” or “strongly” that they wish their diocese did more communications on Facebook, Twitter, YouTube, or other sites like these. Similarly, only 13 percent say they prefer participating on Facebook, personal blogs, Twitter, YouTube, or online message boards to reading print publications. Only 11 percent agree “somewhat” or “strongly” that they would prefer to get their diocesan news online rather than in a print publication. Nearly half of respondents (48 percent) disagree with this statement “somewhat” or “strongly” (30 percent disagree “strongly” only). Most indicate that they neither agree nor disagree with the statement.

Sub-group Differences

On the next two pages, figures show the generational differences for general preferences for media use. The patterns are similar for all three figures. The Millennials, the youngest generation of Catholics, is more likely than older Catholics to agree that they prefer content online rather than print, that they do not have time to read print magazines and newspapers, and that they prefer participating on Facebook, personal blogs, Twitter, YouTube, or online message boards to reading print publications.

However, it is important to note that even among Millennials, agreement with each of these statements is a *minority* opinion within this generation. Nearly twice as many Millennials disagree (47 percent) than agree (24 percent) that they prefer participating on Facebook, personal blogs, Twitter, YouTube, or online message boards to reading print publications (30 percent neither agree not disagree).

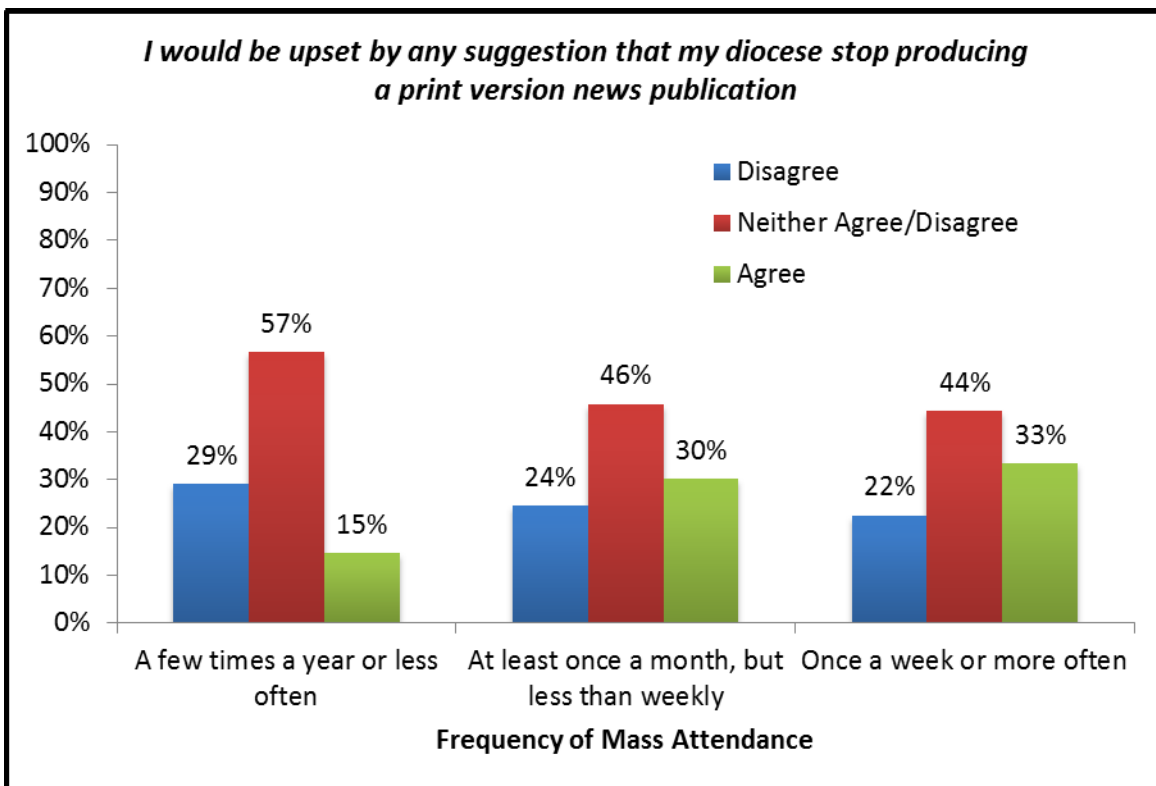
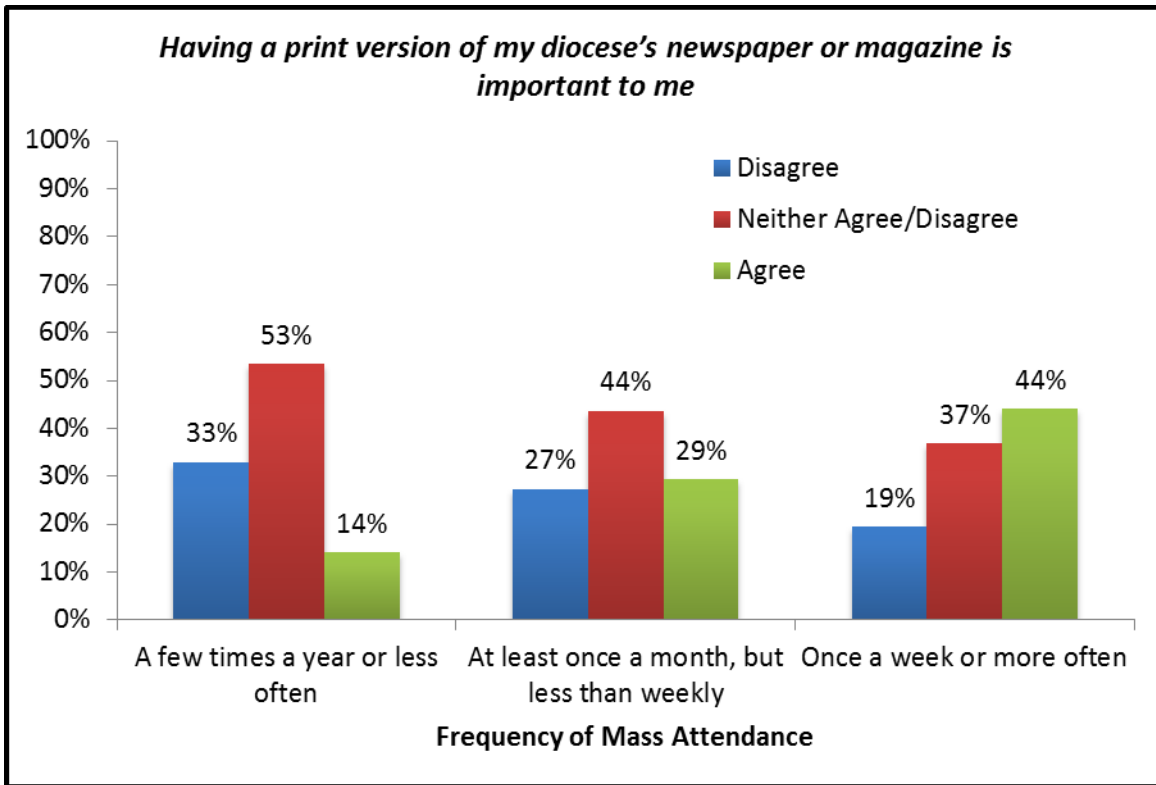




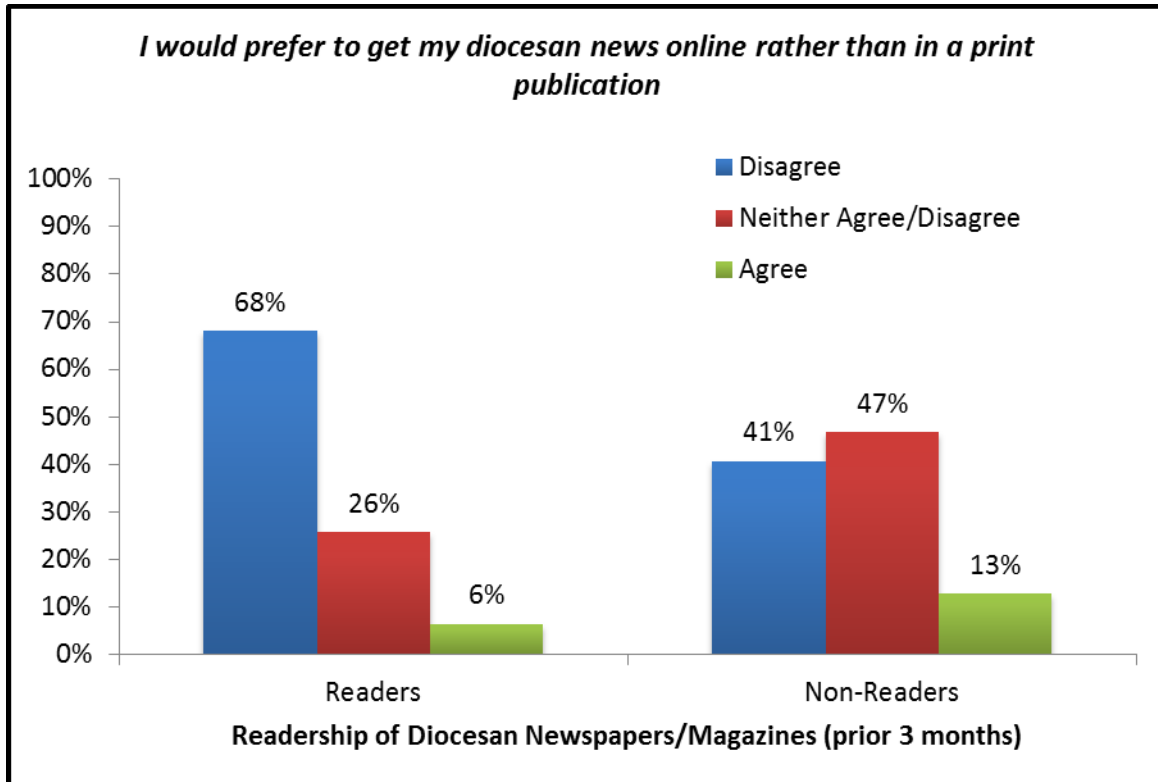
There are no statistically significant differences by frequency of Mass attendance for the questions regarding general online or print preferences. However, there are significant differences evident in the responses to questions that more narrowly ask preferences regarding diocesan publications and content.

As shown in the figures on the following page, the more frequently a respondent attends Mass, the more likely they are to agree that having a print version or their diocese’s newspaper or magazine is important to them and that they would be upset by any suggestion that the diocese stop producing a print version news publication.

There are no differences by Mass attendance (not shown in figures) in the likelihood of respondents agreeing that they would prefer to get their diocesan news online rather than in print. Only about 11 percent of each group agrees “somewhat” or “strongly” with this statement. There are also no differences in agreement regarding a preference for their diocese to do more communications online on Facebook, Twitter, YouTube, or other sites like these.



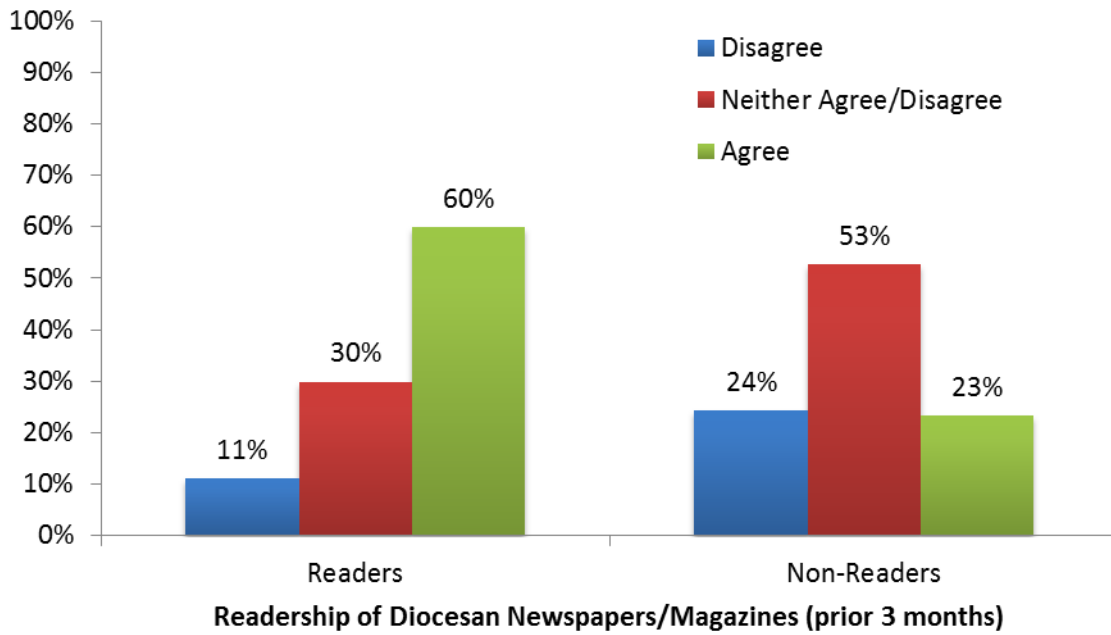
Readers of print copies of diocesan newspapers and magazines (i.e., at least once in the last three months) have different preferences than non-readers. Nearly seven in ten (68 percent) disagree (“somewhat or strongly” combined) that they would prefer to get their diocesan news online rather than in print. By comparison only 41 percent of non-readers disagree with this statement.



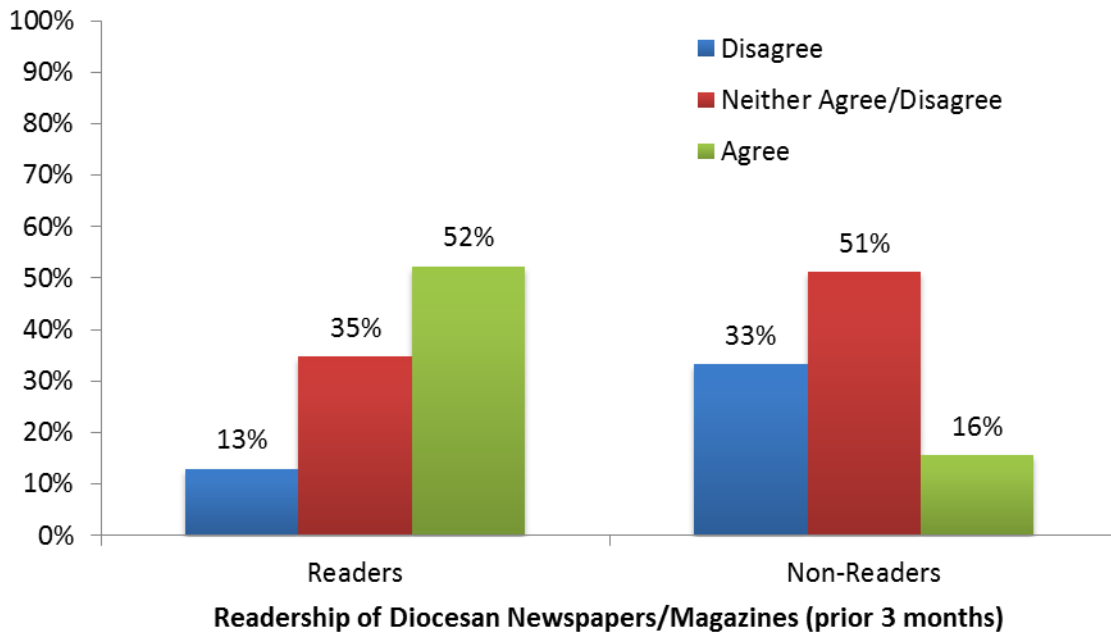
As shown in the figure on the following page, readers are also significantly more likely than non-readers to agree (“somewhat or strongly” combined) that their diocese’s print news publication is an essential part of how the diocese communicates with Catholics. Six in ten readers agree with the statement compared to only 23 percent of non-readers.

Also shown in a figure on the next page, a majority of readers (52 percent) agree that it is important to them to have a print version of their diocese’s newspaper or magazine. Only 16 percent of non-readers agree with this statement.

I believe the print version of my diocese's news publication is an essential part of how the diocese communicates with Catholics here

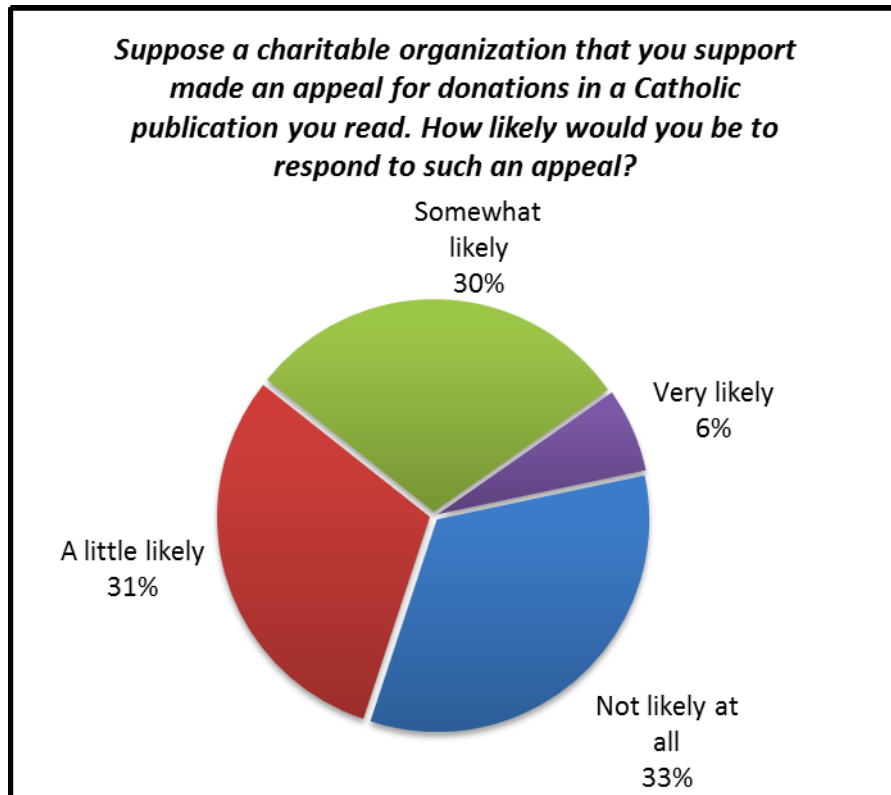


Having a print version of my diocese's newspaper or magazine is important to me



Responsiveness to Advertised Appeals in Publications

Only six percent of respondents say they would be “very likely” to respond to an appeal for donations from a charitable organization they support if it were made in a Catholic publication they read. Three in ten say they would be “somewhat likely” to respond and 31 percent indicate they would be “a little likely to do so.” A third (33 percent) say they would be “not likely at all” to respond to such an appeal.

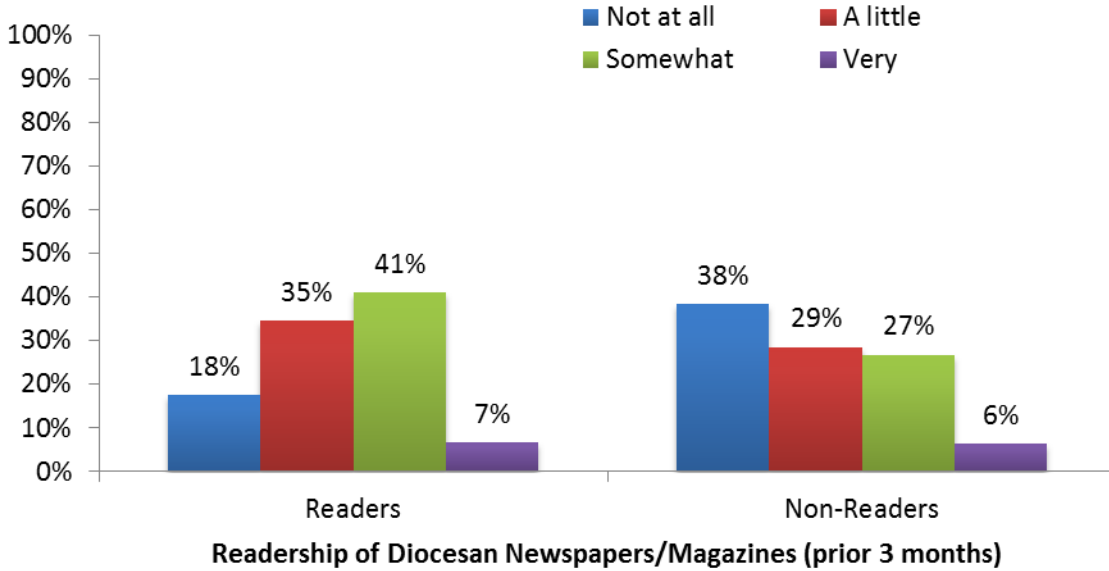


Sub-group Differences

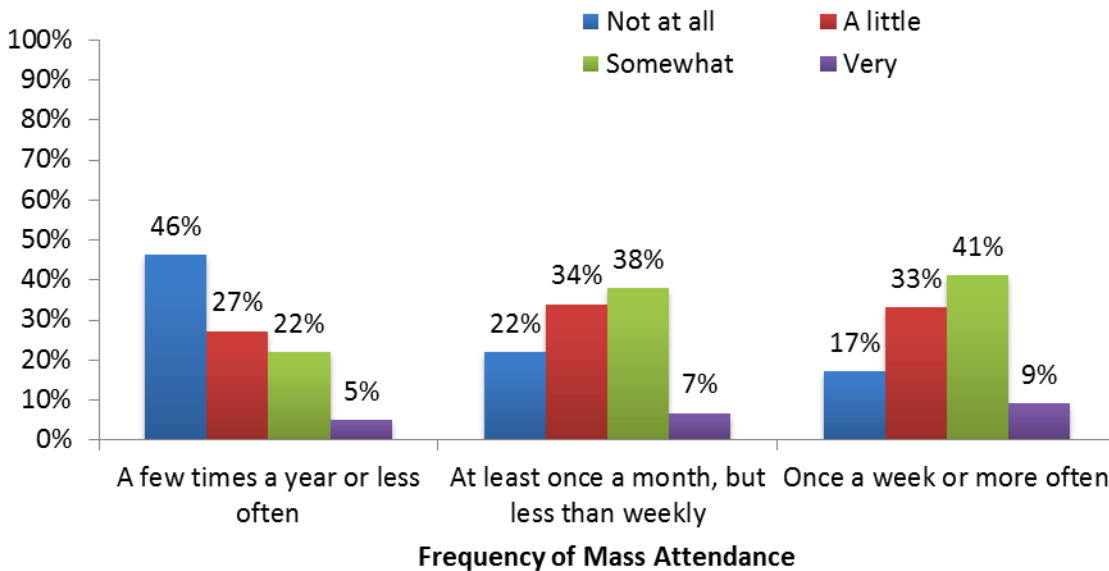
As shown in the first figure on the following page, readers of print diocesan newspapers and magazines are more likely than non-readers to indicate they would be at least “somewhat” likely to respond to an appeal that was made in a publication they read (48 percent compared to 33 percent).

The second figure shows, differences by frequency of Mass attendance. Catholics attending Mass at least once a month are more likely than those attending less often to indicate they would respond to an appeal in a print publication. Half of all weekly attenders say they would be at least “somewhat” likely to do so as do 45 percent of those attending less than weekly but at least once a month. By comparison, only 27 percent of Catholics attending Mass a few times a year or less often indicate they would be at least “somewhat” likely to respond.

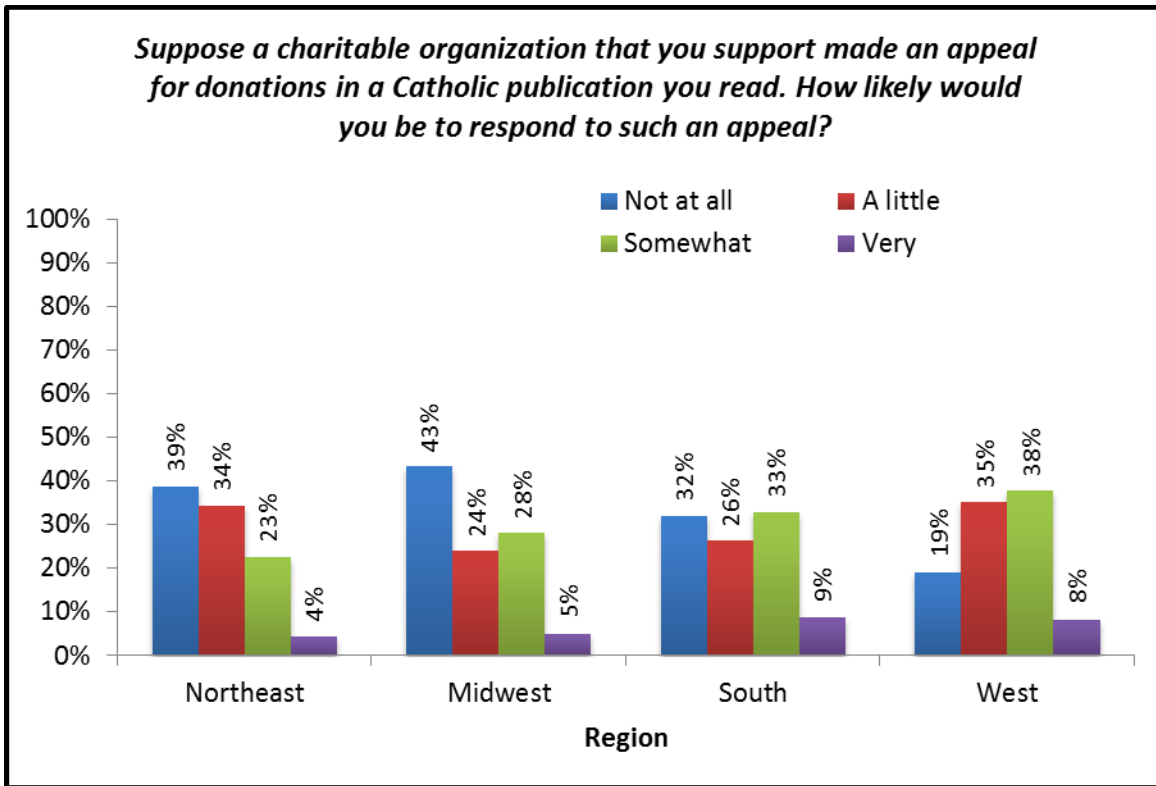
Suppose a charitable organization that you support made an appeal for donations in a Catholic publication you read. How likely would you be to respond to such an appeal?



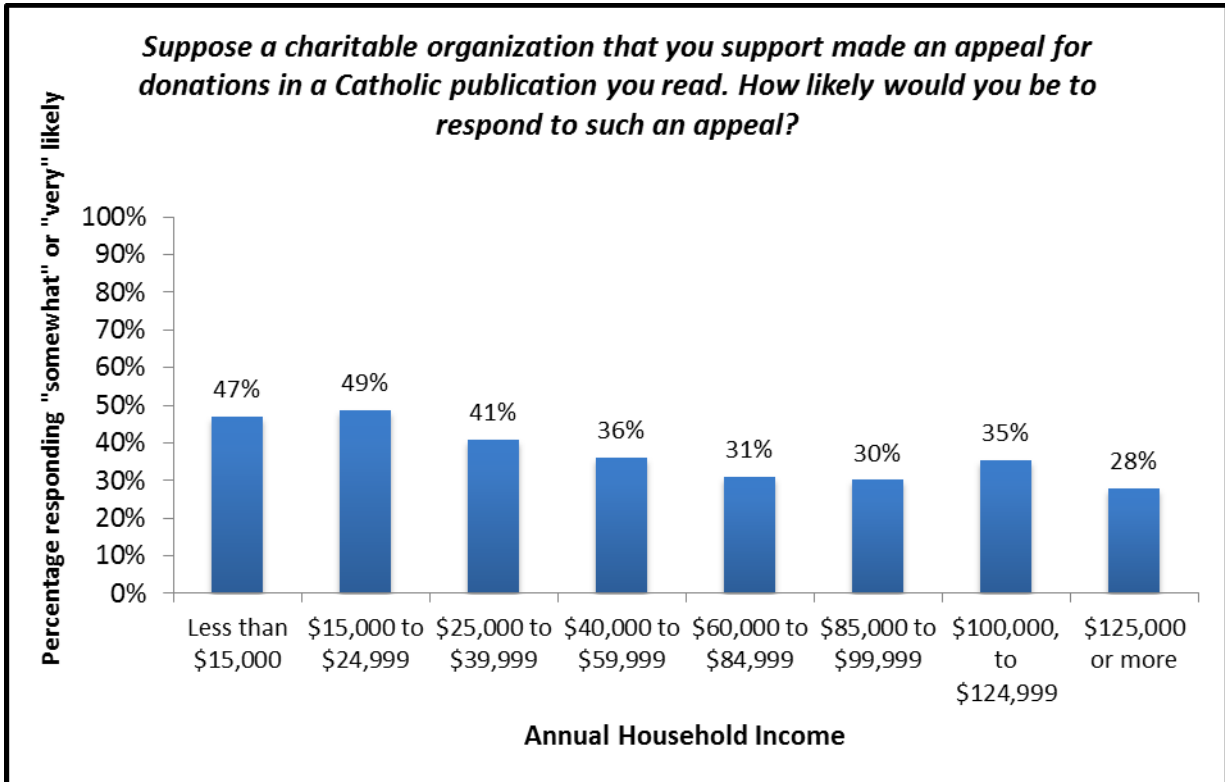
Suppose a charitable organization that you support made an appeal for donations in a Catholic publication you read. How likely would you be to respond to such an appeal?



There are some regional differences in response as well. Respondents in the West are especially *unlikely* say they would be “not at all” likely to respond to an appeal (19 percent). Respondents in the Midwest are most likely to respond as such (43 percent).

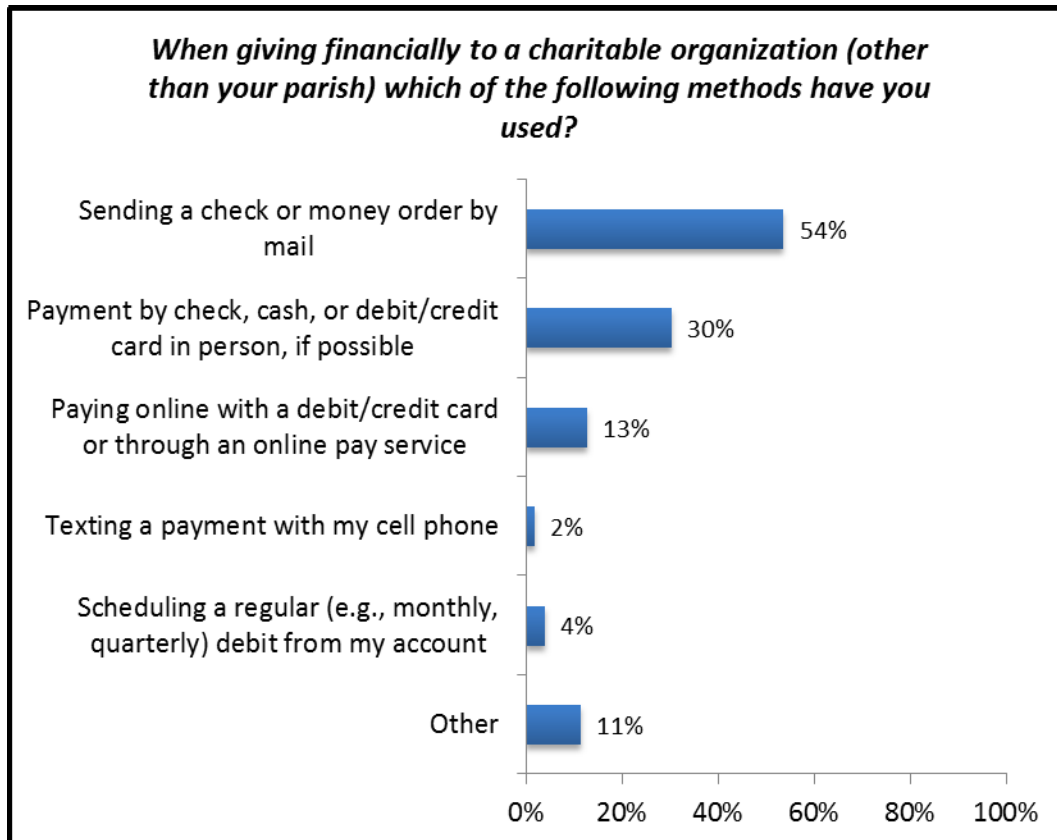


Respondents in households earning *less* than \$25,000 are *more* likely than those in households with higher incomes to indicate they would be at least “somewhat” likely to respond to an appeal for donations made in a Catholic publication they read. Those in homes earning \$125,000 or more per year are the least likely to have responded as such.



Methods of Financial Giving

A majority of respondents (54 percent) indicate that they have sent a check or money order by mail when giving to a charitable organization (other than their parish). Three in ten (30 percent) have paid by check, cash, or card in person. Only 13 percent have made an online payment to give and just 2 percent have texted a payment with their cell phone. Four percent schedule regular giving payments to debit from their account at some interval. Eleven percent indicated that they had given using some “other” method.



Sub-group Differences

The following sub-groups are among the most likely to say they have sent a check or money order by mail to give to a charitable organization:

- Those of the Pre-Vatican II Generation (74 percent)
- Readers of diocesan print newspapers or magazines (71 percent)
- Weekly Mass attenders (67 percent)
- Those residing in the Northeast (67 percent)
- Those in households earning \$125,000 or more per year (65 percent)

The sub-groups that are among the most likely to give in person using a check, cash or credit/debit card includes:

- Those residing in the Midwest (42 percent)
- Those attending Mass less than weekly but at least once a month (37 percent)

The following sub-groups are among the most likely to say they have given online using a credit/debit card or online pay service:

- Those in households earning \$125,000 or more per year (33 percent)
- Those in households earning \$100,000 to \$124,999 per year (24 percent)

Part III: Catholicism and New Media

One in five adult Catholics (19 percent) are under the age of 30 and therefore members of the Millennial Generation. The oldest members of this generation were in elementary school when the Internet began to gain widespread use in the United States. They are sometimes described as the digital or new media generation.

Many in the Church assume that the way to connect with this emergent generation of Catholics is not through traditional print media, television, or radio but online—through blogs, Facebook, YouTube, and Twitter. The thought is that if the Church has a presence on these platforms, they will reach these young Catholics. The hope is often stated that we may be able to use new media to get this generation “back into the real world pews” that are more often populated by their parents and grandparents.

However, putting something online is not the same as getting something on someone’s coffee table, front porch, or even in their mailbox. The Internet is a much more vast space and is navigated by search and social network. You can’t force people to consume your content. You may not even get it on their screen unless they are interested in it and looking for it.

The findings from this survey suggest that the emerging picture for new media use by Catholic adults overall—and especially among the Millennials is *not* promising.

To begin, fewer Catholics (and Americans in general) are reporting that they pay attention to national news. In the new media age, they don’t have to. Instead many have narrowcasted themselves into their interests—whatever these may be—and have tuned out the world that is not of their immediate interest.

Is religion and spirituality, and more specifically Catholicism, a part of adult Catholics’ narrowcasted media interests? Consider the following findings of this study:

- Twenty-two percent of Millennials have read a print copy of their diocesan newspaper in the last three months. Only four percent of those in this generation have sought this out and read it online (where it is available).
- Seventy percent of Millennials have no awareness of any of the major national print Catholic magazines and newspapers. Only one title, *Catholic Digest*, garners more than 7 percent awareness among Catholics under 30 and this publication has among the lowest web traffic of any title listed.²⁵
- Of those Catholics who do read national print publications, most are doing so in print, not online. Catholics are also more likely to watch religious or spiritual

²⁵ *Catholic Digest*’s own tracking by Site Meter estimates global 381 visitors per day. Quantcast (www.quantcast.com) estimates an average of 3,200 monthly visitors from the U.S. to www.catholicdigest.com in the last six months.

video content on television than online and to listen to religious or spiritual audio over the radio or on a CD than in online podcasts.

- Of the new media offerings, Millennials are no more likely than older Catholics to say they have done anything online or through the use of e-readers, for example, related to religion or spiritually. Few Catholics report doing anything with new media that is related to religion and spirituality at all. It's not that Catholics aren't online or using new media. They just aren't using these to do Catholicism in any great number.
- There is some evidence of younger Catholics going to the Web for information on parish, diocesan, or school websites. Yet, there is no evidence of widespread use of Catholic blogs, news, or entertainment media.
- Seventy-one percent of Millennials have a social network profile of some kind (e.g., Facebook, LinkedIn). However, only 43 percent of those in this youngest generation have one of these profiles *and* simply indicate that they are Catholic on them.
- Despite what conventional wisdom or anecdote may suggest, Millennials do not overwhelmingly prefer reading content online compared to print. A third indicate a preference for online content (32 percent), while another third prefers reading print (33 percent). Thirty-five percent do not have a preference either way.²⁶
- Many of those who are using new media related to their religion and spirituality do not fit the stereotypical image that might first come to mind. The typical Catholic who uses Facebook for religion and spirituality is not a Millennial at all. It is a non-Hispanic white, divorced, Vatican II Generation (age 51 to 68), woman, living in a home in the Midwest, with an income between \$85,000 and \$99,999 a year.

More troublesome for the Catholic new media future is evidence of an apparent drop in interest in anything Catholic online in recent years.

As the figure on the following page shows, online searches from the United States for anything with the term "Catholic" in them have dropped significantly in the 2004 to 2011 period (e.g., Catholic school, Catholic Church, Catholic Charities).²⁷ The figure on the following page shows weekly search volumes in Google (which dominates the search industry) for any query containing "Catholic" as well as any query that is related to religion and spirituality.

²⁶ Regardless of preference, one advantage diocesan print publications have is that there is no alternative "free" Catholic news source out there online in the same way free news sources are available for general print news content. I don't have to subscribe to *The New York Times* online. There are lots of other news sources with similar free content. However, for Catholics who are looking for local diocesan or parish community-level news there are few, if any competitors.

²⁷ Data provided by Google Insights for Search (<http://www.google.com/insights/search/>).



While searches for anything regarding religion and spirituality (dark blue line) have remained steady, there is a noticeable drop in search volume for anything containing the word Catholic (light blue line) that departs from the religion and spirituality trend beginning in 2007 and worsening since.

There is also a repetitive pattern in the data. Searches for anything Catholic reach a low point each summer and typically peak in Lent and Advent. The only significant outlier to the pattern is jump in the number of searches surrounding the death of Pope John Paul II and the conclave that elected Pope Benedict XVI. Overall, the data are quite clear. Americans are significantly less likely to search for anything Catholic than they were seven years ago.²⁸ As of July 2011, relative search volume (the popularity of any search for “Catholic” among all searches) for anything containing the term Catholic is down -49 percent from January 2004.

Without doubt there are many Catholic web sites or blogs where traffic has increased dramatically in recent years (from foreign and/or domestic searches/visits). This is no surprise. Each Catholic website has but a small share of the overall population looking for things Catholic online. And just as individual stocks can rise even as the overall stock market falls, some Catholic websites are doing well (and will continue to do so) despite the apparent fall in general interest in anything Catholic related online.

The current discourse surrounding Catholic new media is often very rosy and optimistic. The data do not match this conversation—yet. Traditional media sources continue to be more often used and preferred by Catholics for religious and spiritual content. Although certainly Millennial Catholics are using new media frequently, they have yet to use it for religion and spirituality in any great number. Will they ever? How

²⁸ This is phenomenon does not appear to be limited to the United States. Similar patterns for Catholic search data are evident globally and within the United Kingdom, Germany, France, Australia, and Brazil (i.e., after translating “Catholic” into the predominant local language). For more analysis and information see: “Is Interest in Catholicism falling online?” (<http://nineteensixty-four.blogspot.com/2011/06/is-interest-in-catholicism-falling.html>).

can this be achieved? Those are unanswered and difficult questions. But what can be concluded is that creating content in new media does not mean people will use it. The era of broadcasting is over. In a narrowcasted world, people have to be aware of and want to visit and use your content.

The signs from the research suggest that too few Catholics are aware of and using the religious new media resources that have been developed. When it comes to Catholicism, more often than not, traditional media still have the broader reach in a “new media” age.

Appendix A: Questions and Response Frequencies

Language of Survey

	Frequency	Percent	Valid Percent
English version	1012	81.7	81.7
Spanish version	227	18.3	18.3
Total	1239	100.0	100.0

Diocesan Newspaper from FIPS/DIO

	Frequency	Percent	Valid Percent
[Blank]	70	5.7	5.7
Acadiana Catholic	4	.3	.3
Agua Viva	7	.5	.5
Arkansas Catholic	6	.5	.5
Arlington Catholic Herald	3	.2	.2
Catholic Advance	8	.7	.7
Catholic Chronicle	6	.5	.5
Catholic Courier	17	1.4	1.4
Catholic East Texas	8	.7	.7
Catholic Explorer	9	.7	.7
Catholic Exponent	3	.3	.3
Catholic Herald	28	2.3	2.3
Catholic Key	7	.6	.6
Catholic Light	7	.5	.5
Catholic Messenger	5	.4	.4
Catholic New York	30	2.4	2.4
Catholic News Herald	11	.9	.9
Catholic Post	1	.1	.1
Catholic San Francisco	5	.4	.4
Catholic Sentinel	7	.6	.6
Catholic Standard	11	.9	.9
Catholic Star Herald	9	.7	.7
Catholic Telegraph	5	.4	.4
Catholic Times	11	.9	.9
Catholic Transcript	11	.9	.9
Catholic Universe Bulletin	10	.8	.8
Catholic Voice	13	1.0	1.0
Catholic Week	3	.2	.2
Central Washington Catholic	6	.5	.5
Chicago Catolico	10	.8	.8
Chronicle of Catholic Life	2	.2	.2
Church World	3	.2	.2
Clarion Herald	4	.3	.3
Cross Roads	2	.1	.1
Denver Catholic Register	8	.6	.6
Desert Clarion	14	1.1	1.1
Eastern Oklahoma Catholic	3	.2	.2
El Catolico de Texas	7	.6	.6
El Heraldo Católico	5	.4	.4
El Pueblo Catolico	1	.1	.1
Fairfield County Catholic	7	.6	.6

FAITH Grand Rapids	3	.3	.3
Faith magazine	3	.2	.2
Four County Catholic	2	.2	.2
Good News	2	.1	.1
Hawaii Catholic Herald	2	.1	.1
Idaho Catholic Register	7	.6	.6
Inland Register	2	.2	.2
Intermountain Catholic	1	.1	.1
La Voz Catolico	10	.8	.8
Michigan Catholic	19	1.5	1.5
Mississippi Catholic	0	.0	.0
NC Catholics	5	.4	.4
New Earth	0	.0	.0
North Coast Catholic	3	.3	.3
North Country Catholic	2	.1	.1
North Texas Catholic	6	.5	.5
Northwest Indiana Catholic	1	.1	.1
Northwest Kansas Register	2	.1	.1
One Voice	2	.1	.1
Orange County Catholic	13	1.0	1.0
People of God	8	.6	.6
Pittsburgh Catholic	17	1.3	1.3
Rhode Island Catholic	3	.3	.3
Sooner Catholic	8	.6	.6
South Plains Catholic	1	.0	.0
South Texas Catholic	8	.7	.7
Southern Nebraska Register	2	.1	.1
St. Augustine Catholic	2	.2	.2
St. Louis Review	8	.6	.6
Tennessee Register	5	.4	.4
Texas Catholic	8	.7	.7
The A.D. Times	6	.5	.5
The Anchor	3	.2	.2
The Bayou Catholic	3	.3	.3
The Beacon	11	.9	.9
The Bishop's Bulletin	4	.3	.3
The Boston Pilot	29	2.4	2.4
The Catholic Accent	4	.3	.3
The Catholic Advocate	24	1.9	1.9
The Catholic Commentator	2	.2	.2
The Catholic Free Press	6	.5	.5
The Catholic Lighthouse	2	.2	.2
The Catholic Mirror	3	.3	.3
The Catholic Miscellany	3	.3	.3
The Catholic Missourian	3	.2	.2
The Catholic Moment	0	.0	.0
The Catholic New World	20	1.6	1.6
The Catholic Northwest Progress	11	.9	.9
The Catholic Observer	10	.8	.8
The Catholic Register	2	.2	.2

The Catholic Review	10	.8	.8
The Catholic Spirit	52	4.2	4.2
The Catholic Standard & Times	11	.9	.9
The Catholic Sun	23	1.9	1.9
The Catholic Times	9	.7	.7
The Catholic Virginian	13	1.0	1.0
The Catholic Voice	15	1.2	1.2
The Catholic Weekly	4	.3	.3
The Catholic Witness	4	.4	.4
The Colorado Catholic Herald	3	.2	.2
The Compass	5	.4	.4
The Courier	6	.5	.5
The Criterion	7	.5	.5
The Dialog	5	.4	.4
The East Tennessee Catholic	3	.3	.3
The Evangelist	15	1.2	1.2
The Florida Catholic	77	6.3	6.3
The Georgia Bulletin	12	.9	.9
The Globe	2	.2	.2
The Harvest	4	.3	.3
The Leaven	4	.3	.3
The Long Island Catholic	19	1.6	1.6
The Message	2	.1	.1
The Messenger	4	.3	.3
The Mirror	2	.2	.2
The Monitor	16	1.3	1.3
The New Vision	8	.7	.7
The Observer	10	.8	.8
The Record	4	.3	.3
The Rio Grande Catholic	11	.9	.9
The Southern Cross	19	1.5	1.5
The Southwest Catholic	0	.0	.0
The Tablet	11	.9	.9
The Texas Catholic Herald	26	2.1	2.1
The Tidings	73	5.9	5.9
The U.P. Catholic	5	.4	.4
The Valley Catholic	9	.7	.7
The Vermont Catholic Tribune	3	.3	.3
The Visitor	2	.2	.2
The Voice of the Southwest	0	.0	.0
The West Tennessee Catholic	1	.1	.1
The West Texas Catholic	1	.1	.1
The Witness	6	.5	.5
Today's Catholic	9	.7	.7
West Nebraska Register	1	.1	.1
West Texas Angelus	2	.1	.1
Western Kentucky Catholic	2	.1	.1
Western New York Catholic	16	1.3	1.3
Wyoming Catholic Register	4	.3	.3
Total	1239	100.0	100.0

When did you become Catholic? As an...

	Frequency	Percent	Valid Percent
Infant (under age 1)	972	78.4	78.8
Child (ages 1-12)	153	12.4	12.4
Teenager (ages 13-17)	18	1.5	1.5
Adult (ages 18 or older)	90	7.3	7.3
Total	1233	99.5	100.0
Refused	6	.5	
	1239	100.0	

[A Catholic elementary or middle school] Did you ever attend. . .

	Frequency	Percent	Valid Percent
No	657	53.0	53.0
Yes	582	47.0	47.0
Total	1239	100.0	100.0

[A Catholic high school] Did you ever attend. . .

	Frequency	Percent	Valid Percent
No	985	79.5	79.5
Yes	253	20.5	20.5
Total	1239	100.0	100.0

[A Catholic college or university] Did you ever attend. . .

	Frequency	Percent	Valid Percent
No	1147	92.6	92.6
Yes	92	7.4	7.4
Total	1239	100.0	100.0

Aside from weddings and funerals, about how often do you attend Mass?

	Frequency	Percent	Valid Percent
Rarely or never	325	26.3	26.4
A few times a year	306	24.7	24.8
Once or twice a month	153	12.4	12.4
Almost every week	151	12.2	12.2
Every week	249	20.1	20.2
More than once a week	50	4.1	4.1
Total	1234	99.6	100.0
Refused	5	.4	
	1239	100.0	

Are you registered at a Catholic parish?

	Frequency	Percent	Valid Percent
Yes	691	55.8	56.2
No	539	43.5	43.8
Total	1230	99.3	100.0
Refused	8	.7	
	1239	100.0	

Do you or your household regularly contribute to the weekly offertory collection at your local parish?

	Frequency	Percent	Valid Percent
Yes	540	43.6	44.1
No	686	55.4	55.9
Total	1227	99.0	100.0
Refused	12	1.0	
	1239	100.0	

During the last 12 months, did you or your household contribute to an annual financial appeal of your diocese, for example, a bishop's or cardinal's appeal?

	Frequency	Percent	Valid Percent
Yes	344	27.7	28.0
No	641	51.8	52.2
I am not aware of an annual appeal in my diocese	244	19.7	19.9
Total	1229	99.2	100.0
Refused	10	.8	
	1239	100.0	

Suppose a charitable organization that you support made an appeal for donations in a Catholic publication you read. How likely would you be to respond to such an appeal?

	Frequency	Percent	Valid Percent
Not likely at all	405	32.7	33.0
A little likely	370	29.9	30.1
Somewhat likely	373	30.1	30.4
Very likely	81	6.5	6.6
Total	1229	99.2	100.0
Refused	10	.8	
	1239	100.0	

[Sending a check or money order by mail] When giving financially to a charitable organization (other than your parish) which of the following methods have you used?

	Frequency	Percent	Valid Percent
No	573	46.2	46.2
Yes	666	53.8	53.8
Total	1239	100.0	100.0

[Payment by check, cash, or debit/credit card in person, if possible] When giving financially to a charitable organization (other than your parish) which of the following methods have you used?

	Frequency	Percent	Valid Percent
No	855	69.0	69.0
Yes	384	31.0	31.0
Total	1239	100.0	100.0

[Paying online with a debit/credit card or through an online pay service] When giving financially to a charitable organization (other than your parish) which of the following methods have you used?

	Frequency	Percent	Valid Percent
No	1082	87.3	87.3
Yes	157	12.7	12.7
Total	1239	100.0	100.0

[Texting a payment with my cell phone] When giving financially to a charitable organization (other than your parish) which of the following methods have you used?

	Frequency	Percent	Valid Percent
No	1215	98.1	98.1
Yes	24	1.9	1.9
Total	1239	100.0	100.0

[Scheduling a regular (e.g., monthly, quarterly) debit from my account] When giving financially to a charitable organization (other than your parish) which of the following methods have you used?

	Frequency	Percent	Valid Percent
No	1188	95.9	95.9
Yes	51	4.1	4.1
Total	1239	100.0	100.0

[Other: Codes] When giving financially to a charitable organization (other than your parish) which of the following methods have you used?

	Frequency	Percent	Valid Percent
No	1104	89.2	89.2
Yes	134	10.8	10.8
Total	1239	100.0	100.0

Generally, how much attention do you pay to national news on television, online or in daily newspapers?

	Frequency	Percent	Valid Percent
A great deal	286	23.1	23.3
Quite a bit	357	28.8	29.0
Some	371	29.9	30.1
Very little	165	13.3	13.4
None	51	4.1	4.2
Total	1231	99.3	100.0
Refused	8	.7	
	1239	100.0	

Do you subscribe to a print copy of a daily newspaper for your local area?

	Frequency	Percent	Valid Percent
Yes	440	35.6	35.7
No	793	64.0	64.3
Total	1234	99.6	100.0
Refused	5	.4	
	1239	100.0	

[Watched religious or spiritual content on television] Which of the following have you done in the last three months?

	Frequency	Percent	Valid Percent
No	960	77.5	77.5
Yes	278	22.5	22.5
Total	1239	100.0	100.0

[Watched religious or spiritual video content online (e.g., youtube.com)] Which of the following have you done in the last three months?

	Frequency	Percent	Valid Percent
No	1195	96.4	96.4
Yes	44	3.6	3.6
Total	1239	100.0	100.0

[Listened to religious or spiritual programs on the radio or on a CD] Which of the following have you done in the last three months?

	Frequency	Percent	Valid Percent
No	1085	87.6	87.6
Yes	153	12.4	12.4
Total	1239	100.0	100.0

[Listened to religious or spiritual audio programs online (e.g., podcasts)] Which of the following have you done in the last three months?

	Frequency	Percent	Valid Percent
No	1215	98.1	98.1
Yes	24	1.9	1.9
Total	1239	100.0	100.0

[Read content from a religious or spiritual website or blog] Which of the following have you done in the last three months?

	Frequency	Percent	Valid Percent
No	1160	93.7	93.7
Yes	79	6.3	6.3
Total	1239	100.0	100.0

[Read a print copy of a religious or spiritual magazine or newspaper] Which of the following have you done in the last three months?

	Frequency	Percent	Valid Percent
No	1010	81.5	81.5
Yes	229	18.5	18.5
Total	1239	100.0	100.0

[Read a religious or spiritual magazine or newspaper online] Which of the following have you done in the last three months?

	Frequency	Percent	Valid Percent
No	1198	96.7	96.7
Yes	41	3.3	3.3
Total	1239	100.0	100.0

[Purchased a print copy of a religious or spiritual book] Which of the following have you done in the last three months?

	Frequency	Percent	Valid Percent
No	1163	93.8	93.8
Yes	76	6.2	6.2
Total	1239	100.0	100.0

[Purchased a religious or spiritual e-book (e.g., for Kindle, Nook)] Which of the following have you done in the last three months?

	Frequency	Percent	Valid Percent
No	1227	99.0	99.0
Yes	12	1.0	1.0
Total	1239	100.0	100.0

[Read a print copy of a religious or spiritual book] Which of the following have you done in the last three months?

	Frequency	Percent	Valid Percent
No	1065	86.0	86.0
Yes	174	14.0	14.0
Total	1239	100.0	100.0

[Read a religious or spiritual e-book (e.g., for Kindle, Nook)] Which of the following have you done in the last three months?

	Frequency	Percent	Valid Percent
No	1224	98.8	98.8
Yes	15	1.2	1.2
Total	1239	100.0	100.0

[Followed religious or spiritual related tweets on twitter.com] Which of the following have you done in the last three months?

	Frequency	Percent	Valid Percent
No	1220	98.4	98.4
Yes	19	1.6	1.6
Total	1239	100.0	100.0

[Followed religious or spiritual related pages and/or posts on facebook.com] Which of the following have you done in the last three months?

	Frequency	Percent	Valid Percent
No	1214	98.0	98.0
Yes	24	2.0	2.0
Total	1239	100.0	100.0

[Attended a conference or convention on a religious or spiritual topic] Which of the following have you done in the last three months?

	Frequency	Percent	Valid Percent
No	1179	95.1	95.1
Yes	60	4.9	4.9
Total	1239	100.0	100.0

[None of these] Which of the following have you done in the last three months?

	Frequency	Percent	Valid Percent
No	536	43.3	43.3
Yes	702	56.7	56.7
Total	1239	100.0	100.0

Below is what you have done in the last three months, please indicate which one of these you do most often?

	Frequency	Percent	Valid Percent
Watched religious or spiritual content on television	74	6.0	24.7
Watched religious or spiritual video content online (e.g., youtube.com)	3	.2	.9
Listened to religious or spiritual programs on the radio or on a CD	54	4.4	18.0
Listened to religious or spiritual audio programs online (e.g., podcasts)	0	.0	.1
Read content from a religious or spiritual website or blog	13	1.1	4.4
Read a print copy of a religious or spiritual magazine or newspaper	76	6.2	25.5
Read a religious or spiritual magazine or newspaper online	8	.7	2.7
Purchased a print copy of a religious or spiritual book	5	.4	1.8
Purchased a religious or spiritual e-book (e.g., for Kindle, Nook)	1	.1	.3
Read a print copy of a religious or spiritual book	46	3.7	15.5
Read a religious or spiritual e-book (e.g., for Kindle, Nook)	3	.3	1.0
Followed religious or spiritual related tweets on twitter.com	2	.2	.8
Followed religious or spiritual related pages and/or posts on facebook.com	7	.5	2.2
Attended a conference or convention on a religious or spiritual topic	7	.5	2.2
Total	300	24.2	100.0
Refused	4	.3	
System	936	75.5	
Total	939	75.8	
	1239	100.0	

Below is what you have done in the last three months, please indicate which one of these is most important to you?

	Frequency	Percent	Valid Percent
Watched religious or spiritual content on television	77	6.2	26.0
Watched religious or spiritual video content online (e.g., youtube.com)	2	.2	.7
Listened to religious or spiritual programs on the radio or on a CD	47	3.8	15.8
Listened to religious or spiritual audio programs online (e.g., podcasts)	5	.4	1.6
Read content from a religious or spiritual website or blog	10	.8	3.5
Read a print copy of a religious or spiritual magazine or newspaper	72	5.8	24.4
Read a religious or spiritual magazine or newspaper online	5	.4	1.6
Purchased a print copy of a religious or spiritual book	7	.6	2.4
Purchased a religious or spiritual e-book (e.g., for Kindle, Nook)	1	.0	.2
Read a print copy of a religious or spiritual book	50	4.0	16.9
Read a religious or spiritual e-book (e.g., for Kindle, Nook)	3	.2	.9
Followed religious or spiritual related tweets on twitter.com	2	.2	.8
Followed religious or spiritual related pages and/or posts on facebook.com	5	.4	1.7
Attended a conference or convention on a religious or spiritual topic	10	.8	3.4
Total	296	23.9	100.0
Refused	8	.6	
System	936	75.5	
Total	943	76.1	
	1239	100.0	

In the last three months have you read a print copy of your diocesan newspaper or magazine (i.e., on paper rather than online), {Name of DiocesanNewspaper}?

	Frequency	Percent	Valid Percent
Yes	316	25.5	25.7
No	915	73.8	74.3
Total	1231	99.4	100.0
Refused	8	.6	
	1239	100.0	

Typically how often do you read a print copy of your diocesan newspaper or magazine, {Name of DiocesanNewspaper}?

	Frequency	Percent	Valid Percent
Once a week or more often	64	5.2	20.4
A few times a month	60	4.8	19.0
Once a month	94	7.6	30.0
A few times a year	82	6.6	26.2
Once a year	2	.2	.7
Less often or never	12	.9	3.7
Total	315	25.4	100.0
Refused	2	.1	
System	923	74.5	
Total	924	74.6	
	1239	100.0	

Overall, how would you evaluate your diocesan newspaper or magazine, {Name of DiocesanNewspaper} as a source of news, information, and dialogue about your diocese and the Catholic faith?

	Frequency	Percent	Valid Percent
Excellent	82	6.7	26.4
Good	167	13.4	53.3
Fair	60	4.8	19.1
Poor	4	.3	1.2
Total	312	25.2	100.0
Refused	4	.3	
System	923	74.5	
Total	926	74.8	
	1239	100.0	

Does your household regularly receive your diocesan newspaper or magazine, {Name of DiocesanNewspaper}?

	Frequency	Percent	Valid Percent
Yes	183	14.8	58.8
No	128	10.3	41.2
Total	311	25.1	100.0
Refused	5	.4	
System	923	74.5	
Total	928	74.9	
	1239	100.0	

Is this...

	Frequency	Percent	Valid Percent
Something your household purchases on their own	28	2.3	15.8
Or, is something your parish or diocese sends to you at no charge	128	10.3	71.3
Or, I don't know how we receive it	23	1.9	13.0
Total	179	14.5	100.0
Refused	4	.3	
System	1056	85.2	
Total	1059	85.5	
	1239	100.0	

In the last three months have you read your diocesan newspaper or magazine {Name of DiocesanNewspaper} online?

	Frequency	Percent	Valid Percent
Yes	44	3.6	3.6
No	1182	95.4	96.4
Total	1227	99.0	100.0
Refused	12	1.0	
	1239	100.0	

Typically how often do you read your diocesan newspaper or magazine {Name of DiocesanNewspaper} online?

	Frequency	Percent	Valid Percent
Once a week or more often	5	.4	10.5
A few times a month	9	.7	19.8
Once a month	10	.8	22.2
A few times a year	7	.6	15.7
Once a year	2	.2	4.2
Less often or never	12	1.0	27.6
Total	44	3.6	100.0
Refused	0	.0	
System	1194	96.4	
Total	1195	96.4	
	1239	100.0	

Have you ever read your diocesan newspaper or magazine {Name of DiocesanNewspaper} in print and/or online?

	Frequency	Percent	Valid Percent
Yes, in print	140	11.3	15.6
Yes, online	2	.2	.2
No	707	57.1	78.6
My diocese does not have a newspaper or magazine in print or online that I am aware of	50	4.1	5.6
Total	900	72.6	100.0
Refused	1	.1	
System	338	27.3	
Total	339	27.4	
	1239	100.0	

Do you read any diocesan newspapers or magazines from outside of your arch/diocese instead of or in addition to your diocesan newspaper or magazine (Name of DiocesanNewspaper)?

	Frequency	Percent	Valid Percent
Yes	80	6.5	6.5
No	1146	92.5	93.5
Total	1226	99.0	100.0
Refused	13	1.0	
	1239	100.0	

[I generally prefer reading content online rather than in print.] How much do you agree with the following statements?

	Frequency	Percent	Valid Percent
Disagree strongly	314	25.3	25.6
Disagree somewhat	267	21.6	21.8
Neither agree nor disagree	415	33.5	33.9
Agree somewhat	170	13.7	13.9
Agree strongly	59	4.8	4.8
Total	1225	98.9	100.0
Refused	14	1.1	
	1239	100.0	

[I do not have time to read print magazines and newspapers.] How much do you agree with the following statements?

	Frequency	Percent	Valid Percent
Disagree strongly	201	16.2	16.5
Disagree somewhat	339	27.4	27.8
Neither agree nor disagree	371	30.0	30.4
Agree somewhat	240	19.4	19.7
Agree strongly	69	5.5	5.6
Total	1221	98.5	100.0
Refused	18	1.5	
	1239	100.0	

[I prefer participating on Facebook, personal blogs, Twitter, YouTube, or online message boards to reading print publications.] How much do you agree with the following statements?

	Frequency	Percent	Valid Percent
Disagree strongly	583	47.1	48.0
Disagree somewhat	205	16.5	16.9
Neither agree nor disagree	268	21.6	22.0
Agree somewhat	115	9.3	9.4
Agree strongly	45	3.6	3.7
Total	1215	98.1	100.0
Refused	24	1.9	
	1239	100.0	

[I would prefer to get my diocesan news online rather than in a print publication.] How much do you agree with the following statements?

	Frequency	Percent	Valid Percent
Disagree strongly	372	30.0	30.3
Disagree somewhat	215	17.4	17.6
Neither agree nor disagree	503	40.6	41.1
Agree somewhat	103	8.3	8.4
Agree strongly	33	2.6	2.7
Total	1225	98.9	100.0
Refused	14	1.1	
	1239	100.0	

[I would like both a print and online version of my diocesan newspaper or magazine to be produced so any interested reader has access to this.] How much do you agree with the following statements?

	Frequency	Percent	Valid Percent
Disagree strongly	238	19.2	19.5
Disagree somewhat	157	12.7	13.0
Neither agree nor disagree	528	42.6	43.4
Agree somewhat	200	16.1	16.4
Agree strongly	93	7.5	7.6
Total	1216	98.2	100.0
Refused	23	1.8	
	1239	100.0	

[I believe the print version of my diocese's news publication is an essential part of how the diocese communicates with Catholics here.] How much do you agree with the following statements?

	Frequency	Percent	Valid Percent
Disagree strongly	125	10.1	10.2
Disagree somewhat	132	10.7	10.9
Neither agree nor disagree	568	45.8	46.5
Agree somewhat	279	22.5	22.8
Agree strongly	116	9.4	9.5
Total	1220	98.5	100.0
Refused	19	1.5	
	1239	100.0	

[I wish the diocese did more communications online on Facebook, Twitter, YouTube, or other sites like these.] How much do you agree with the following statements?

	Frequency	Percent	Valid Percent
Disagree strongly	276	22.3	22.7
Disagree somewhat	211	17.0	17.4
Neither agree nor disagree	543	43.8	44.7
Agree somewhat	141	11.3	11.6
Agree strongly	44	3.6	3.6
Total	1216	98.1	100.0
Refused	23	1.9	
	1239	100.0	

**[I would be upset by any suggestion that my diocese stop producing a print version news publication.]
How much do you agree with the following statements?**

	Frequency	Percent	Valid Percent
Disagree strongly	170	13.7	13.9
Disagree somewhat	150	12.1	12.3
Neither agree nor disagree	622	50.2	50.8
Agree somewhat	195	15.7	15.9
Agree strongly	86	6.9	7.0
Total	1223	98.8	100.0
Refused	15	1.2	
	1239	100.0	

[Having a print version of my diocese's newspaper or magazine is important to me.] How much do you agree with the following statements?

	Frequency	Percent	Valid Percent
Disagree strongly	191	15.4	15.7
Disagree somewhat	151	12.2	12.4
Neither agree nor disagree	570	46.0	47.0
Agree somewhat	200	16.1	16.5
Agree strongly	102	8.2	8.4
Total	1214	98.0	100.0
Refused	25	2.0	
	1239	100.0	

[America] Which of the following national Catholic newspapers or magazines have you ever seen before (in print or online)?

	Frequency	Percent	Valid Percent
No	1201	97.0	97.0
Yes	37	3.0	3.0
Total	1239	100.0	100.0

[The Catholic Answer] Which of the following national Catholic newspapers or magazines have you ever seen before (in print or online)?

	Frequency	Percent	Valid Percent
No	1195	96.5	96.5
Yes	43	3.5	3.5
Total	1239	100.0	100.0

[Catholic Digest] Which of the following national Catholic newspapers or magazines have you ever seen before (in print or online)?

	Frequency	Percent	Valid Percent
No	845	68.2	68.2
Yes	394	31.8	31.8
Total	1239	100.0	100.0

[Catholic Parent] Which of the following national Catholic newspapers or magazines have you ever seen before (in print or online)?

	Frequency	Percent	Valid Percent
No	1199	96.8	96.8
Yes	39	3.2	3.2
Total	1239	100.0	100.0

[Commonweal] Which of the following national Catholic newspapers or magazines have you ever seen before (in print or online)?

	Frequency	Percent	Valid Percent
No	1207	97.4	97.4
Yes	32	2.6	2.6
Total	1239	100.0	100.0

[Faith] Which of the following national Catholic newspapers or magazines have you ever seen before (in print or online)?

	Frequency	Percent	Valid Percent
No	1210	97.7	97.7
Yes	29	2.3	2.3
Total	1239	100.0	100.0

[Faith & Family] Which of the following national Catholic newspapers or magazines have you ever seen before (in print or online)?

	Frequency	Percent	Valid Percent
No	1198	96.7	96.7
Yes	41	3.3	3.3
Total	1239	100.0	100.0

[The Family Digest] Which of the following national Catholic newspapers or magazines have you ever seen before (in print or online)?

	Frequency	Percent	Valid Percent
No	1155	93.2	93.2
Yes	84	6.8	6.8
Total	1239	100.0	100.0

[In A Word] Which of the following national Catholic newspapers or magazines have you ever seen before (in print or online)?

	Frequency	Percent	Valid Percent
No	1225	98.9	98.9
Yes	14	1.1	1.1
Total	1239	100.0	100.0

[Inside the Vatican] Which of the following national Catholic newspapers or magazines have you ever seen before (in print or online)?

	Frequency	Percent	Valid Percent
No	1209	97.6	97.6
Yes	30	2.4	2.4
Total	1239	100.0	100.0

[Leaves] Which of the following national Catholic newspapers or magazines have you ever seen before (in print or online)?

	Frequency	Percent	Valid Percent
No	1223	98.7	98.7
Yes	16	1.3	1.3
Total	1239	100.0	100.0

[Liguorian] Which of the following national Catholic newspapers or magazines have you ever seen before (in print or online)?

	Frequency	Percent	Valid Percent
No	1133	91.5	91.5
Yes	105	8.5	8.5
Total	1239	100.0	100.0

[Living Faith] Which of the following national Catholic newspapers or magazines have you ever seen before (in print or online)?

	Frequency	Percent	Valid Percent
No	1195	96.5	96.5
Yes	44	3.5	3.5
Total	1239	100.0	100.0

[Magnificat] Which of the following national Catholic newspapers or magazines have you ever seen before (in print or online)?

	Frequency	Percent	Valid Percent
No	1189	96.0	96.0
Yes	49	4.0	4.0
Total	1239	100.0	100.0

[Maryknoll] Which of the following national Catholic newspapers or magazines have you ever seen before (in print or online)?

	Frequency	Percent	Valid Percent
No	1085	87.6	87.6
Yes	154	12.4	12.4
Total	1239	100.0	100.0

[MISSION] Which of the following national Catholic newspapers or magazines have you ever seen before (in print or online)?

	Frequency	Percent	Valid Percent
No	1187	95.8	95.8
Yes	52	4.2	4.2
Total	1239	100.0	100.0

[My Daily Visitor] Which of the following national Catholic newspapers or magazines have you ever seen before (in print or online)?

	Frequency	Percent	Valid Percent
No	1167	94.2	94.2
Yes	72	5.8	5.8
Total	1239	100.0	100.0

[Origins] Which of the following national Catholic newspapers or magazines have you ever seen before (in print or online)?

	Frequency	Percent	Valid Percent
No	1234	99.6	99.6
Yes	5	.4	.4
Total	1239	100.0	100.0

[L'Osservatore Romano] Which of the following national Catholic newspapers or magazines have you ever seen before (in print or online)?

	Frequency	Percent	Valid Percent
No	1218	98.3	98.3
Yes	21	1.7	1.7
Total	1239	100.0	100.0

[St. Anthony Messenger] Which of the following national Catholic newspapers or magazines have you ever seen before (in print or online)?

	Frequency	Percent	Valid Percent
No	1174	94.8	94.8
Yes	65	5.2	5.2
Total	1239	100.0	100.0

[Spirit] Which of the following national Catholic newspapers or magazines have you ever seen before (in print or online)?

	Frequency	Percent	Valid Percent
No	1232	99.4	99.4
Yes	7	.6	.6
Total	1239	100.0	100.0

[This Rock] Which of the following national Catholic newspapers or magazines have you ever seen before (in print or online)?

	Frequency	Percent	Valid Percent
No	1227	99.1	99.1
Yes	12	.9	.9
Total	1239	100.0	100.0

[U.S. Catholic] Which of the following national Catholic newspapers or magazines have you ever seen before (in print or online)?

	Frequency	Percent	Valid Percent
No	1154	93.2	93.2
Yes	85	6.8	6.8
Total	1239	100.0	100.0

[The Word Among Us] Which of the following national Catholic newspapers or magazines have you ever seen before (in print or online)?

	Frequency	Percent	Valid Percent
No	1208	97.5	97.5
Yes	30	2.5	2.5
Total	1239	100.0	100.0

[National Catholic Register] Which of the following national Catholic newspapers or magazines have you ever seen before (in print or online)?

	Frequency	Percent	Valid Percent
No	1196	96.5	96.5
Yes	43	3.5	3.5
Total	1239	100.0	100.0

[National Catholic Reporter] Which of the following national Catholic newspapers or magazines have you ever seen before (in print or online)?

	Frequency	Percent	Valid Percent
No	1215	98.1	98.1
Yes	23	1.9	1.9
Total	1239	100.0	100.0

[Our Sunday Visitor] Which of the following national Catholic newspapers or magazines have you ever seen before (in print or online)?

	Frequency	Percent	Valid Percent
No	1135	91.6	91.6
Yes	104	8.4	8.4
Total	1239	100.0	100.0

[The Wanderer] Which of the following national Catholic newspapers or magazines have you ever seen before (in print or online)?

	Frequency	Percent	Valid Percent
No	1215	98.1	98.1
Yes	24	1.9	1.9
Total	1239	100.0	100.0

[None of these] Which of the following national Catholic newspapers or magazines have you ever seen before (in print or online)?

	Frequency	Percent	Valid Percent
No	541	43.7	43.7
Yes	698	56.3	56.3
Total	1239	100.0	100.0

[America] [In print] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	516	41.6	98.0
Yes	10	.8	2.0
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[The Catholic Answer] [In print] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	511	41.2	97.0
Yes	16	1.3	3.0
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[Catholic Digest] [In print] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	413	33.3	78.5
Yes	113	9.1	21.5
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[Catholic Parent] [In print] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	510	41.2	97.0
Yes	16	1.3	3.0
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[Commonweal] [In print] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	524	42.3	99.6
Yes	2	.2	.4
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[Faith] [In print] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	511	41.3	97.1
Yes	15	1.2	2.9
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[Faith & Family] [In print] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	505	40.8	96.0
Yes	21	1.7	4.0
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[The Family Digest] [In print] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	502	40.5	95.3
Yes	25	2.0	4.7
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[In A Word] [In print] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	521	42.0	98.9
Yes	6	.5	1.1
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[Inside the Vatican] [In print] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	521	42.1	99.0
Yes	5	.4	1.0
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[Leaves] [In print] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	523	42.2	99.4
Yes	3	.2	.6
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[Liguorian] [In print] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	510	41.2	97.0
Yes	16	1.3	3.0
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[Living Faith] [In print] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	510	41.2	97.0
Yes	16	1.3	3.0
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[Magnificat] [In print] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	507	40.9	96.4
Yes	19	1.5	3.6
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[Maryknoll] [In print] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	493	39.8	93.8
Yes	33	2.6	6.2
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[MISSION] [In print] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	513	41.4	97.6
Yes	13	1.0	2.4
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[My Daily Visitor] [In print] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	512	41.3	97.2
Yes	15	1.2	2.8
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[Origins] [In print] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	524	42.3	99.5
Yes	2	.2	.5
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[L'Osservatore Romano] [In print] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	524	42.3	99.5
Yes	3	.2	.5
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[St. Anthony Messenger] [In print] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	509	41.1	96.8
Yes	17	1.4	3.2
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[Spirit] [In print] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	524	42.3	99.6
Yes	2	.2	.4
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[This Rock] [In print] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	524	42.3	99.7
Yes	2	.1	.3
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[U.S. Catholic] [In print] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	508	41.0	96.6
Yes	18	1.4	3.4
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[The Word Among Us] [In print] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	511	41.3	97.2
Yes	15	1.2	2.8
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[National Catholic Register] [In print] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	515	41.6	98.0
Yes	11	.9	2.0
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[National Catholic Reporter] [In print] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	518	41.8	98.5
Yes	8	.6	1.5
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[Our Sunday Visitor] [In print] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	500	40.4	95.0
Yes	26	2.1	5.0
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[The Wanderer] [In print] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	514	41.5	97.8
Yes	12	.9	2.2
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[America] [Online] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	521	42.0	99.0
Yes	5	.4	1.0
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[The Catholic Answer] [Online] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	518	41.9	98.5
Yes	8	.6	1.5
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[Catholic Digest] [Online] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	512	41.4	97.4
Yes	14	1.1	2.6
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[Catholic Parent] [Online] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	520	42.0	98.8
Yes	6	.5	1.2
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[Commonweal] [Online] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	522	42.2	99.3
Yes	4	.3	.7
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[Faith] [Online] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	519	41.9	98.7
Yes	7	.6	1.3
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[Faith & Family] [Online] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	519	41.9	98.7
Yes	7	.5	1.3
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[The Family Digest] [Online] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	523	42.2	99.4
Yes	3	.3	.6
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[In A Word] [Online] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	523	42.2	99.4
Yes	3	.3	.6
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[Inside the Vatican] [Online] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	517	41.7	98.3
Yes	9	.7	1.7
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[Leaves] [Online] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	523	42.2	99.4
Yes	3	.3	.6
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[Liguorian] [Online] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	523	42.2	99.3
Yes	3	.3	.7
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[Living Faith] [Online] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	523	42.2	99.4
Yes	3	.3	.6
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[Magnificat] [Online] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	521	42.1	99.1
Yes	5	.4	.9
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[Maryknoll] [Online] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	523	42.2	99.3
Yes	3	.3	.7
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[MISSION] [Online] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	523	42.2	99.4
Yes	3	.3	.6
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[My Daily Visitor] [Online] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	520	42.0	98.9
Yes	6	.5	1.1
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[Origins] [Online] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	523	42.2	99.4
Yes	3	.3	.6
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[L'Osservatore Romano] [Online] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	522	42.1	99.2
Yes	4	.3	.8
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[St. Anthony Messenger] [Online] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	522	42.2	99.3
Yes	4	.3	.7
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[Spirit] [Online] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	523	42.2	99.4
Yes	3	.3	.6
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[This Rock] [Online] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	523	42.2	99.4
Yes	3	.3	.6
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[U.S. Catholic] [Online] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	515	41.6	98.0
Yes	11	.9	2.0
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[The Word Among Us] [Online] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	522	42.1	99.2
Yes	4	.4	.8
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[National Catholic Register] [Online] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	522	42.1	99.1
Yes	5	.4	.9
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[National Catholic Reporter] [Online] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	522	42.2	99.3
Yes	4	.3	.7
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[Our Sunday Visitor] [Online] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	523	42.2	99.4
Yes	3	.3	.6
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

[The Wanderer] [Online] In the last three months have you read ... If you have read one, please select whether you have read these in print and/or online at the publication's website (if applicable).

	Frequency	Percent	Valid Percent
No	523	42.2	99.4
Yes	3	.3	.6
Total	526	42.5	100.0
System	713	57.5	
	1239	100.0	

Does your household regularly receive any other Catholic publications (excluding a parish bulletin or newsletter)? These may be something produced by a religious order or alumni newsletters ...

	Frequency	Percent	Valid Percent
Yes	180	14.5	14.6
No	1049	84.7	85.4
Total	1229	99.2	100.0
Refused	10	.8	
	1239	100.0	

Are you a regular reader of these publications (e.g., reading at least once a month)?

	Frequency	Percent	Valid Percent
Yes	117	9.4	66.1
No	60	4.8	33.9
Total	177	14.2	100.0
Refused	3	.3	
System	1059	85.5	
Total	1062	85.8	
	1239	100.0	

[Overall, I am very satisfied with the print copies of the national Catholic newspapers or magazines that I read.] How much do you agree with the following statements?

	Frequency	Percent	Valid Percent
Disagree strongly	8	.7	3.0
Disagree somewhat	10	.8	3.5
Neither agree nor disagree	79	6.4	29.0
Agree somewhat	115	9.3	42.3
Agree strongly	61	4.9	22.2
Total	272	22.0	100.0
Refused	2	.1	
System	965	77.9	
Total	967	78.0	
	1239	100.0	

[Generally, the subscription costs for the national Catholic newspapers or magazines that I read are affordable.] How much do you agree with the following statements?

	Frequency	Percent	Valid Percent
Disagree strongly	7	.6	2.6
Disagree somewhat	18	1.4	6.5
Neither agree nor disagree	113	9.1	41.6
Agree somewhat	91	7.4	33.6
Agree strongly	43	3.5	15.8
Total	271	21.9	100.0
Refused	3	.2	
System	965	77.9	
Total	967	78.1	
	1239	100.0	

[I may stop reading the print versions of national Catholic newspapers or magazines and switch to reading content online in the near future.] How much do you agree with the following statements?

	Frequency	Percent	Valid Percent
Disagree strongly	65	5.2	24.1
Disagree somewhat	58	4.7	21.6
Neither agree nor disagree	102	8.2	38.0
Agree somewhat	34	2.7	12.5
Agree strongly	10	.8	3.9
Total	269	21.7	100.0
Refused	5	.4	
System	965	77.9	
Total	970	78.3	
	1239	100.0	

[I believe the content you find in print copies of national Catholic newspapers or magazines is more reliable than what you read on Catholic blogs or other online-only sites.] How much do you agree with the following statements?

	Frequency	Percent	Valid Percent
Disagree strongly	10	.8	3.7
Disagree somewhat	19	1.5	7.0
Neither agree nor disagree	144	11.6	53.0
Agree somewhat	74	5.9	27.0
Agree strongly	25	2.0	9.3
Total	272	21.9	100.0
Refused	2	.2	
System	965	77.9	
Total	967	78.1	
	1239	100.0	

[I believe the content you find in print copies of national Catholic newspapers or magazines is of a higher quality than what you read on Catholic blogs or other online-only sites.] How much do you agree with the following statements?

	Frequency	Percent	Valid Percent
Disagree strongly	7	.6	2.7
Disagree somewhat	20	1.6	7.5
Neither agree nor disagree	150	12.1	55.9
Agree somewhat	68	5.5	25.2
Agree strongly	24	1.9	8.8
Total	269	21.7	100.0
Refused	5	.4	
System	965	77.9	
Total	970	78.3	
	1239	100.0	

**[Having a print version of the national Catholic newspapers or magazines that I read is important to me.]
How much do you agree with the following statements?**

	Frequency	Percent	Valid Percent
Disagree strongly	6	.5	2.1
Disagree somewhat	20	1.6	7.5
Neither agree nor disagree	103	8.3	37.9
Agree somewhat	95	7.6	34.8
Agree strongly	48	3.9	17.7
Total	272	21.9	100.0
Refused	2	.2	
System	965	77.9	
Total	967	78.1	
	1239	100.0	

**[Economic conditions caused me to reevaluate my spending and I now buy less reading material.] How
much do you agree with the following statements?**

	Frequency	Percent	Valid Percent
Disagree strongly	22	1.7	7.9
Disagree somewhat	26	2.1	9.7
Neither agree nor disagree	110	8.9	40.5
Agree somewhat	76	6.1	27.7
Agree strongly	39	3.1	14.1
Total	272	22.0	100.0
Refused	2	.1	
System	965	77.9	
Total	966	78.0	
	1239	100.0	

**[A website of a Catholic parish] Have you visited any of the sites listed below online in the last three
months?**

	Frequency	Percent	Valid Percent
No	1072	86.5	86.5
Yes	167	13.5	13.5
Total	1239	100.0	100.0

**[A website of a Catholic diocese] Have you visited any of the sites listed below online in the last three
months?**

	Frequency	Percent	Valid Percent
No	1177	95.0	95.0
Yes	62	5.0	5.0
Total	1239	100.0	100.0

**[A website of a Catholic school] Have you visited any of the sites listed below online in the last three
months?**

	Frequency	Percent	Valid Percent
No	1169	94.4	94.4
Yes	70	5.6	5.6
Total	1239	100.0	100.0

[A website of a Catholic charity or social service agency] Have you visited any of the sites listed below online in the last three months?

	Frequency	Percent	Valid Percent
No	1210	97.6	97.6
Yes	29	2.4	2.4
Total	1239	100.0	100.0

[The website for the U.S. Bishops Conference (uscbb.org)] Have you visited any of the sites listed below online in the last three months?

	Frequency	Percent	Valid Percent
No	1220	98.5	98.5
Yes	19	1.5	1.5
Total	1239	100.0	100.0

[The Vatican website] Have you visited any of the sites listed below online in the last three months?

	Frequency	Percent	Valid Percent
No	1204	97.2	97.2
Yes	35	2.8	2.8
Total	1239	100.0	100.0

[None of these] Have you visited any of the sites listed below online in the last three months?

	Frequency	Percent	Valid Percent
No	239	19.3	19.3
Yes	999	80.7	80.7
Total	1239	100.0	100.0

Do you have a profile on any social networking sites (e.g., Facebook, LinkedIn, MySpace) ?

	Frequency	Percent	Valid Percent
Yes	616	49.7	50.3
No	608	49.1	49.7
Total	1224	98.8	100.0
Refused	15	1.2	
	1239	100.0	

Do you specify your religion as 'Catholic' on any of these profiles?

	Frequency	Percent	Valid Percent
Yes	312	25.2	51.4
No	295	23.8	48.6
Total	608	49.1	100.0
Refused	8	.7	
System	623	50.3	
Total	631	50.9	
	1239	100.0	

[My diocesan newspaper or magazine] When seeking information about the Catholic Church's official position, view, or statements on a particular topic, how reliable would you consider the following sources?

	Frequency	Percent	Valid Percent
Not at all reliable	100	8.1	8.5
A little reliable	221	17.8	18.7
Somewhat reliable	485	39.2	41.0
Very reliable	377	30.4	31.8
Total	1183	95.5	100.0
Refused	56	4.5	
	1239	100.0	

[The online version of my diocesan newspaper or magazine] When seeking information about the Catholic Church's official position, view, or statements on a particular topic, how reliable would you consider the following sources?

	Frequency	Percent	Valid Percent
Not at all reliable	118	9.5	10.1
A little reliable	255	20.6	22.0
Somewhat reliable	517	41.7	44.5
Very reliable	271	21.9	23.4
Total	1160	93.7	100.0
Refused	78	6.3	
	1239	100.0	

[My diocesan website] When seeking information about the Catholic Church's official position, view, or statements on a particular topic, how reliable would you consider the following sources?

	Frequency	Percent	Valid Percent
Not at all reliable	120	9.7	10.3
A little reliable	248	20.0	21.3
Somewhat reliable	489	39.5	42.0
Very reliable	308	24.9	26.5
Total	1164	94.0	100.0
Refused	75	6.0	
	1239	100.0	

[The website for the U.S. Bishops (usccb.org)] When seeking information about the Catholic Church's official position, view, or statements on a particular topic, how reliable would you consider the following sources?

	Frequency	Percent	Valid Percent
Not at all reliable	121	9.8	10.5
A little reliable	253	20.5	22.0
Somewhat reliable	450	36.3	39.1
Very reliable	327	26.4	28.4
Total	1151	93.0	100.0
Refused	87	7.0	
	1239	100.0	

[The Vatican website] When seeking information about the Catholic Church's official position, view, or statements on a particular topic, how reliable would you consider the following sources?

	Frequency	Percent	Valid Percent
Not at all reliable	115	9.3	9.8
A little reliable	212	17.1	18.1
Somewhat reliable	407	32.8	34.9
Very reliable	434	35.0	37.2
Total	1167	94.2	100.0
Refused	71	5.8	
	1239	100.0	

[An official Catholic website or blog authorized or sanctioned by a bishop or cardinal] When seeking information about the Catholic Church's official position...how reliable would you consider the following sources?

	Frequency	Percent	Valid Percent
Not at all reliable	122	9.8	10.4
A little reliable	286	23.1	24.6
Somewhat reliable	516	41.7	44.3
Very reliable	240	19.4	20.6
Total	1164	94.0	100.0
Refused	74	6.0	
	1239	100.0	

[An independent website or blog about Catholicism that is not officially recognized by the Catholic Church] When seeking information about the Catholic Church's official position...how reliable would you consider the following sources?

	Frequency	Percent	Valid Percent
Not at all reliable	293	23.7	25.3
A little reliable	448	36.2	38.7
Somewhat reliable	335	27.0	28.9
Very reliable	81	6.5	7.0
Total	1157	93.4	100.0
Refused	82	6.6	
	1239	100.0	

[A secular newspaper or magazine] When seeking information about the Catholic Church's official position, view, or statements on a particular topic, how reliable would you consider the following sources?

	Frequency	Percent	Valid Percent
Not at all reliable	249	20.1	21.2
A little reliable	445	36.0	38.0
Somewhat reliable	389	31.4	33.2
Very reliable	89	7.2	7.6
Total	1172	94.6	100.0
Refused	67	5.4	
	1239	100.0	

[Wikipedia] When seeking information about the Catholic Church’s official position, view, or statements on a particular topic, how reliable would you consider the following sources?

	Frequency	Percent	Valid Percent
Not at all reliable	327	26.4	27.9
A little reliable	414	33.4	35.4
Somewhat reliable	335	27.0	28.6
Very reliable	95	7.7	8.1
Total	1170	94.5	100.0
Refused	69	5.5	
	1239	100.0	

Which of the following do you most trust to provide an accurate and unbiased account of Catholic Church news and information online?

	Frequency	Percent	Valid Percent
The website for the U.S. Bishops (uscgb.org)	181	14.6	15.1
My diocesan website	154	12.4	12.9
The online version of my diocesan newspaper or magazine	49	3.9	4.1
A secular newspaper’s or magazine’s website	53	4.3	4.5
An independent website or blog about Catholicism	47	3.8	4.0
All of the above	164	13.2	13.7
None of the above	548	44.3	45.8
Total	1196	96.5	100.0
Refused	43	3.5	
	1239	100.0	

[Document Catholic news and events] If print versions of Catholic newspapers and magazines...ceased publication would you feel assured that online sources alone would accurately...

	Frequency	Percent	Valid Percent
Yes	429	34.6	35.6
No	156	12.6	12.9
Not sure or don’t know	621	50.2	51.5
Total	1206	97.3	100.0
Refused	33	2.7	
	1239	100.0	

[Provide an official Catholic voice] If print versions of Catholic newspapers and magazines...ceased publication would you feel assured that online sources alone would accurately...

	Frequency	Percent	Valid Percent
Yes	371	30.0	30.8
No	184	14.8	15.2
Not sure or don’t know	650	52.5	54.0
Total	1205	97.3	100.0
Refused	34	2.7	
	1239	100.0	

[Defend Catholic tradition and teachings] If print versions of Catholic newspapers and magazines...ceased publication would you feel assured that online sources alone would accurately...

	Frequency	Percent	Valid Percent
Yes	424	34.2	35.1
No	171	13.8	14.1
Not sure or don't know	613	49.5	50.7
Total	1208	97.5	100.0
Refused	31	2.5	
	1239	100.0	

Age - 7 Categories

	Frequency	Percent	Valid Percent
18-24	110	8.9	8.9
25-34	205	16.6	16.6
35-44	254	20.5	20.5
45-54	231	18.6	18.6
55-64	251	20.2	20.2
65-74	125	10.1	10.1
75+	64	5.1	5.1
Total	1239	100.0	100.0

Age - 4 Categories

	Frequency	Percent	Valid Percent
18-29	236	19.0	19.0
30-44	333	26.9	26.9
45-59	356	28.8	28.8
60+	314	25.3	25.3
Total	1239	100.0	100.0

Education (Highest Degree Received)

	Frequency	Percent	Valid Percent
No formal education	2	.1	.1
1st, 2nd, 3rd, or 4th grade	18	1.5	1.5
5th or 6th grade	53	4.2	4.2
7th or 8th grade	19	1.5	1.5
9th grade	32	2.6	2.6
10th grade	25	2.0	2.0
11th grade	22	1.8	1.8
12th grade NO DIPLOMA	37	3.0	3.0
HIGH SCHOOL GRADUATE - high school DIPLOMA or the equivalent (GED)	378	30.5	30.5
Some college, no degree	225	18.1	18.1
Associate degree	100	8.0	8.0
Bachelors degree	218	17.6	17.6
Masters degree	80	6.4	6.4
Professional or Doctorate degree	33	2.6	2.6
Total	1239	100.0	100.0

Education (Categorical)

	Frequency	Percent	Valid Percent
Less than high school	207	16.7	16.7
High school	378	30.5	30.5
Some college	324	26.2	26.2
Bachelor's degree or higher	330	26.7	26.7
Total	1239	100.0	100.0

Race / Ethnicity

	Frequency	Percent	Valid Percent
White, Non-Hispanic	749	60.4	60.4
Black, Non-Hispanic	21	1.7	1.7
Other, Non-Hispanic	42	3.4	3.4
Hispanic	414	33.4	33.4
2+ Races, Non-Hispanic	13	1.1	1.1
Total	1239	100.0	100.0

Gender

	Frequency	Percent	Valid Percent
Male	607	49.0	49.0
Female	632	51.0	51.0
Total	1239	100.0	100.0

Household Head

	Frequency	Percent	Valid Percent
No	274	22.2	22.2
Yes	964	77.8	77.8
Total	1239	100.0	100.0

Household Size

	Frequency	Percent	Valid Percent
1	190	15.3	15.3
2	407	32.9	32.9
3	223	18.0	18.0
4	224	18.0	18.0
5	134	10.8	10.8
6	28	2.3	2.3
7	21	1.7	1.7
8	7	.6	.6
9	2	.2	.2
10	3	.2	.2
Total	1239	100.0	100.0

Housing Type

	Frequency	Percent	Valid Percent
A one-family house detached from any other house	822	66.3	66.3
A one-family house attached to one or more houses	130	10.5	10.5
A building with 2 or more apartments	229	18.5	18.5
A mobile home	59	4.7	4.7
Total	1239	100.0	100.0

Household Income

	Frequency	Percent	Valid Percent
Less than \$5,000	20	1.6	1.6
\$5,000 to \$7,499	11	.9	.9
\$7,500 to \$9,999	32	2.6	2.6
\$10,000 to \$12,499	21	1.7	1.7
\$12,500 to \$14,999	40	3.2	3.2
\$15,000 to \$19,999	50	4.1	4.1
\$20,000 to \$24,999	70	5.7	5.7
\$25,000 to \$29,999	89	7.2	7.2
\$30,000 to \$34,999	65	5.2	5.2
\$35,000 to \$39,999	87	7.0	7.0
\$40,000 to \$49,999	116	9.4	9.4
\$50,000 to \$59,999	84	6.8	6.8
\$60,000 to \$74,999	118	9.6	9.6
\$75,000 to \$84,999	84	6.8	6.8
\$85,000 to \$99,999	92	7.4	7.4
\$100,000 to \$124,999	115	9.3	9.3
\$125,000 to \$149,999	72	5.8	5.8
\$150,000 to \$174,999	28	2.3	2.3
\$175,000 or more	44	3.6	3.6
Total	1239	100.0	100.0

Marital Status

	Frequency	Percent	Valid Percent
Married	691	55.8	55.8
Widowed	60	4.9	4.9
Divorced	115	9.3	9.3
Separated	27	2.2	2.2
Never married	221	17.9	17.9
Living with partner	125	10.1	10.1
Total	1239	100.0	100.0

MSA Status

	Frequency	Percent	Valid Percent
Non-Metro	129	10.4	10.4
Metro	1109	89.6	89.6
Total	1239	100.0	100.0

Region 4 - Based on State of Residence

	Frequency	Percent	Valid Percent
Northeast	329	26.5	26.5
Midwest	269	21.7	21.7
South	338	27.2	27.2
West	304	24.5	24.5
Total	1239	100.0	100.0

Region 9 - Based on State of Residence

	Frequency	Percent	Valid Percent
New England	86	6.9	6.9
Mid-Atlantic	243	19.6	19.6
East-North Central	168	13.6	13.6
West-North Central	100	8.1	8.1
South Atlantic	164	13.3	13.3
East-South Central	23	1.9	1.9
West-South Central	150	12.1	12.1
Mountain	80	6.5	6.5
Pacific	224	18.1	18.1
Total	1239	100.0	100.0

Ownership Status of Living Quarters

	Frequency	Percent	Valid Percent
Owned or being bought by you or someone in your household	896	72.3	72.3
Rented for cash	320	25.9	25.9
Occupied without payment of cash rent	22	1.8	1.8
Total	1239	100.0	100.0

Presence of Household Members - Children 0-2

	Frequency	Percent	Valid Percent
0	1165	94.1	94.1
1	72	5.8	5.8
2	2	.2	.2
Total	1239	100.0	100.0

Presence of Household Members - Children 2-5

	Frequency	Percent	Valid Percent
0	1068	86.3	86.3
1	137	11.1	11.1
2	33	2.7	2.7
Total	1239	100.0	100.0

Presence of Household Members - Children 6-12

	Frequency	Percent	Valid Percent
0	974	78.6	78.6
1	179	14.4	14.4
2	66	5.3	5.3
3	14	1.2	1.2
4	5	.4	.4
Total	1239	100.0	100.0

Presence of Household Members - Children 13-17

	Frequency	Percent	Valid Percent
0	1066	86.0	86.0
1	131	10.5	10.5
2	39	3.2	3.2
3	2	.2	.2
4	1	.1	.1
Total	1239	100.0	100.0

Presence of Household Members - Adults 18+

	Frequency	Percent	Valid Percent
1	210	17.0	17.0
2	705	56.9	56.9
3	185	14.9	14.9
4	94	7.5	7.5
5	37	3.0	3.0
6	4	.4	.4
7	2	.2	.2
8	1	.1	.1
Total	1239	100.0	100.0

Current Employment Status

	Frequency	Percent	Valid Percent
Working - as a paid employee	656	53.0	53.0
Working - self-employed	75	6.1	6.1
Not working - on temporary layoff from a job	21	1.7	1.7
Not working - looking for work	110	8.9	8.9
Not working - retired	185	15.0	15.0
Not working - disabled	73	5.9	5.9
Not working - other	117	9.4	9.4
Total	1239	100.0	100.0

HH Internet Access

	Frequency	Percent	Valid Percent
No	361	29.2	29.2
Yes	877	70.8	70.8
Total	1239	100.0	100.0

Generation

	Frequency	Percent	Valid Percent
Millennial	236	19.0	19.0
Post-Vatican II	470	38.0	38.0
Vatican II	403	32.5	32.5
Pre-Vatican II	130	10.5	10.5
Total	1239	100.0	100.0

Appendix B: Verbatim Responses to the Open-Ended Question

How would you feel if print versions of Catholic newspapers and magazines—including your diocesan newspaper or magazine—ceased publication and moved their operations entirely online?

- ?
- ?
- A bad move
- A big mistake.
- A bit dissappointed. I prefer print version to on line.
- a little sad
- a loss
- A lot of people would miss out, every one cant go online.
- A shame.. I prefer print
- abandoned
- Acceptable given the financial constraints that the dioceses under with multiple lawsuits and other financial drains.
- Algo de deshubicada, y no por mi sino por tanta persona que no sabe como manipular una computadora
- algo desconfiada
- algo mal porque no todos tenemos tiempo pa entrar al internet
- All changes, has good possibilities We need make some changes in our form to send the information. and how to get it too.
- All people do not have access to internet. It could be available in both forms.
- alot of people do not have a computer and would not be able to read up about there church if there was only internet information
- alot of people now adays can not afford a computer and supscribe to the internet the paper is less expencive way for those on a budget
- Alot of people would not read them, especially older people
- am sorry i am legally blind and not able to do much reading
- am sorry it wouldnt affect me.
- Appalled.
- As long as it is readily accessible
- As long as it keeps people up to date, I would not feel that this is a bad thing.
- As long as it was still free to read.

- As long as reference was made regularly to it in the weekly bulletin to remind us to check it out, it would be okay.
- bad idea
- bad not everyone is online
- Bereft
- betrayed
- betrayed
- Better to get message out less expensive.
- bien
- bien
- bien. igual las leeria
- biencreo que es con fiable
- bummed
- ceasing print publications would be a mistake
- Communicating with people and having interaction with others cannot be replaced online
- Con mayor disposición a leerlas
- confiado contento
- Considero que no se incluiría a mucha gente Hispana que no tiene acceso a internet, lo que una publicación impresa ayudaría mucho.
- Converting to digital sources would lose a human element of reading something in hand versus on a screen
- Could care less since I tend not to read or seek out publications regarding Catholicism
- CREO Q NO PASARA
- creo que es mejor que sigan todabia en con la version inpresa por el momento
- cualquiera podria hacer alteraciones
- difficult to answer I was not even aware that some of these publications are available on line. difficult for those who are not computer literate to access
- disapointed
- disappointed
- disappointed
- disappointed

- disappointed
- disappointed
- disappointed
- disappointed
- disappointed and ill served
- disappointed. not everyone has access to the internet.
- dislike
- dissapointed
- do not care
- do not care
- Do not have any inyerest in the Catholic religion
- do not have one now
- do not know
- do not read it that often to judge
- Do not read solely Catholic publications.
- doesnt make a difference
- Doesn't matter as I am not active
- doesn't really mean much to me
- dont care
- dont care
- dont care
- Dont care
- Don't care
- don't care
- Don't Care
- don't care
- don't care
- don't care
- Don't care
- don't care
- don't care
- Don't care
- don't care
- don't care

- don't care
- Don't care about these types of periodicals
- Don't care, since I seldom read them.
- Dont care.
- Dont care.
- Don't care.
- don't have an opinion
- Dont have an opinion right now
- dont know
- dont know
- dont know
- dont know
- don't know
- don't know
- don't know ...not religious
- Don't know, have no feelings either way
- don't normally read it - wouldn't bother me.
- Don't read any Catholic publications but I prefer print material.
- Don't read enough to care
- Don't read it now so I guess it would not matter.
- don't read it so I would not miss it
- dont read much
- don't read them
- don't read them
- Don't read them anyway
- don't really care. I will not be reading it.
- don't really read them in print -- would probably be less likely to read them online
- dosent bother me at all i dont read it at all print or on line and plan not to.
- DOSENT MATTER
- eh?
- Elderly people might be left out

- en lo que amy respecta no soy estremadamente apasionada de la iglecia ami me gusta ir los domingos amisa con mis hijos y es todo
- En mi opinion ambas son correctas.Considero que las dos son importantes debido a que no todos tienen el acceso a una computadora y al internet.
- es importanye por que meditas mas las cosas ypones cociencia ya que miras fotos yaccines de las personas
- estaria bien pues es mas facil de leer
- estaria mal por que hay personasque no usan el internet
- estarian cuidando el medio ambiente no desperdisiarian tanto papel que al final termina enla basura
- esteare desconsolado porque me gusta leer mucho
- Even less chance of reading them
- even though i consider my self a catholic .that is as far my belief goes.
- Feel they would lose readership as people would overlook them as the internet is very distracting. The print is expensive but reaches the greatest number of people and unites us across the archdiocease.
- feliz
- Fewer older Catholics would have the information.
- Fine
- fine
- Fine
- fine
- fine
- fine
- fine
- Fine
- Fine by me
- fine by me. I don't read them anyway.
- Fine they will save money
- fine with me
- Fine with me
- For me , no problem but I think the elderly especial...a hugr % of the church, may not use internet.

- Generally, if there is a printed version and an online version, I prefer the printed version.
- good
- good
- good
- Good for saving on overhead
- Good method to convince folks to use CMS and have up to date feed on every news sharing site in order to remain timely.
- Good. Save money and the environment.
- hay muchas personas que no tienen acceso al internet me sentiria mal por ellos y tambien si en caso yo no tuviera no tendria la manera como enterarme de acontecimientos catolicos
- i
- I am indifferent about this
- I am not a strong Catholic so it wouldn't bother me.
- i am not intersted in reading the Catholic news
- I am not religious and do not care about this topic.
- I am not sure that everthing that could be put into print would be on the website.
- I am unsure of this and I would not read it online
- I believe it would have an adverse effect for our faith
- I believe it would hurt your elderly less computer litirate and those that cannot afford to be online or own a computer.
- I believe that not everyone uses the computer, especially our older folks. I like to read material in hand. I prefer an actual book to reading something online.
- I believe the Catholic Telegraph is read mostly by older people - my 90-year-old father reads it - and these are people who don't have, or use, computers. If you stop the print version, I think it should be phased out slowly. These older readers would miss it.
- I can handle this fine. I read New Advent every day. I feel that a great number of Catholic families in NC are without access to the web and would be abandoned by the Church if this were to happen. It is about time the Church stopped trying to make a dime on everything it does, i.e., charging for Vacation Bible School, Catechism materials, etc. We don't need to become a church of exclusion.
- i comen front chicago i dont know nothing about lowell
- I could care less

- I could easily make the adjustment if I had to -
- I do not access news sources online however my wife does so i assume she would keep me informed
- i do not care about religion
- i do not enjoy reading
- i do not like to read newspaper or magazines online
- I do not read
- I do not read Catholic news publications.
- I do not read the print version now and i would not read it on-line - these publications have no effect on me one way or another
- I do not read them so It would not mater to me.
- i do not receive a print version at this time
- I do not support going to web only content. While most young and middle aged people have access to the web, my mom and other retired folks often do not. People such as my mom (69 years old), have the time to read the paper, while most of us still working just read a few headlines.
- I do not think it would be good
- I do very little on the computer and feel very unsure of myself when surfing on the computer so I wouldn't search for the paper or articles.
- I don't care
- I don't care because I don't read it.
- I don't care either way
- I don't care.
- I don't consider that a problem
- I don't do that much online,so it would not matter to me.
- I don't ever read anything of the religious nature, aside from the Bible, which I rarely read.
- I don't feel that im qualified to answer
- I don't get to see the print version now so it wouldn't be any different
- I don't have problem with that problem would be for older people who are not online
- I don't have strong feelings one way or another on this subject.
- I don't have time for these.
- I don't know.

- I don't read it anyway
- i don't read it but i would think it would be okay
- I don't read newspapers on line,
- I don't read them so I wouldn't lack anything,
- I don't read them, so no effect on me
- I don't really read Catholic newspapers so it wouldn't make that much difference. I wouldn't mind if it was online only I just don't know if the older generation of devout catholics would have a problem with it.
- I don't see what difference it would make as long as the format and general flavor of the topics are presented in the same manner.
- I don't think a lot of people would read it on line
- I don't think it would impact my life in the least.
- I don't think it would reach the older population.
- I don't think it's a good idea. While it saves paper, there are still many people who do not have access or know how to access things online.
- I enjoy reading printed materials and find them easier to read than online materials.
- i feel it could be corrupted or infiltrated.
- I feel it is the future of group communications. It is the near future for cost, speed, reach & green reasons. I am still more comfortable with paper versions, but then I am of retirement age. My children & grandchildren are quite comfortable with the many rapidly expanding telecommunication versions.
- I feel it would hurt older catholics
- I feel like it would be good for the environment and I might read them more.
- I feel that it would be a disservice to the Catholic community. It would not be available to people who do not have access to the internet or computer.
- I feel that it would be a terrible move since the print version is important to our elders and others that do not have easy access to a computer.
- I feel that the older members would lose a valuable asset
- i feel that you would lose an older demographic
- I feel the publications would fail to reach many demographics. For example, the elderly, low income or the poor, rural areas and third world regions.
- I find it hard to sit at the computer all day, and then come home and get back on the computer. Print editions are more likely to be read because I can do it away from the computer and at my leisure

- I guess I will have to read them on line but I hope they don't ceased publication. I like to read the print version when ever I want or have time.
- I guess I would read it online
- I guess i would'nt feel to bad because,it may turn out better being like that. It sure would make it easier to access.
- i guess it would not be fair to older people or any that do not use the internet
- I guess that is the way the world is going, and it would save on paper and costs.
- i have no diocesan newspaper- it ceased to publish due to financial difficulty several years ago
- I have no opinion because I don not read catholic newspapers or magazines
- I have no opinion on this one way or the other. It would make no difference to me.
- I have no preference
- I have no problem with it. It would save some trees.
- I have no problem with that. I like print material but get most of my regular reading done online.
- I have no problems with online publications
- I haven't missed these publications so far so an online move would make it even more likely to not read them
- I honestly would not notice. I am completely fine with getting useful, meaningful information on the internet
- i like a newspaper or magazine
- I like my Catholic newspaper.I enjoy reading and some times rereading it.also put it down and pick it up later,and I share the paper with two of my friends who don't recieve the paper.
- I like the printed copy; however, I would be disappointed if they stopped/
- I like the printed word but could live it to save money.
- I like to have the option of receiving my information either in print or online. Sometimes I prefer printed material because I can take it with me anywhere to read and share it with other people.
- I might not access the news as often as I do now.
- I might not read the newspaper as often.
- i nwould receive all ineed at mass

- I personally would be find but would worry about the move cutting off lower income or older members of the church who don't have easy access to or familiarity with the internet.
- I personally would not care, but I know it would alienate the older members of the Catholic faith who are not computer-savvy.
- I personally would not like something like this because many Catholics are older and it would prevent them from being able to receive information the old school way
- I personally would not object to the switch to online publication, particularly given the fact that it would save money and trees. However, I also know that I am less likely to read a publication that I receive only online, compared to one I receive in print.
- I prefer handling my reading material. I can set it down when needed and return to it later to continue reading.
- I prefer online publications so I wouldn't be bothered
- I prefer print over online magazines.
- I prefer the idea of having a choice
- I prefer the printed version myself. How would people without internet access read these publications?
- I prefer to have a hard copy which I will look at when it comes but I probably would not go online to see it.
- I prefer to read a hard copy of anything. I really don't enjoy reading online. It's very tiring to my eyes.
- I prefer to read print copies so I would be upset
- I prefer to read print versions, however I would read an online publication if I had to.
- I prefer to receive hard copies, so I would not like it.
- I probably would enquire into which magazine's I felt would interest me, and which I felt was giving the correct info.
- I probably would forget to access them as frequently.
- I probably wouldn't read as much,
- I rarely read the diocesan newspaper because it is more about the social events of parishes than Catholic news. So that would not bother me. However, I think it is important to have a national Catholic voice in print.
- I rather read the print versions
- I really don't care but my mom would because she does not have access to the internet.

- I really don't care. I don't read them anyway.
- I really would miss holding paper and reading
- I really would'nt care !I do not attend CATHolic church any more and haven't in years.
- I so rarely read them that it makes no difference to me.
- I still like to receive print versions, but I would be okay if it all went on-line.
- I suppose that time is arriving soon.
- I think a lot of people would miss it, including me. Too many people do not go on-line for their information.
- I think I would have a better chance to read it at work on a break.
- i think it is a good way to spread the happenings of the church to those who may not attend or know what is going on
- I think it might effect some of the older congregation that are not familiar with this method
- I think it would be a lose to those that do not have a computr or access to the computers. Many Catholics would be left uninformed. This would be a tremendous error on the part of the Catholic newspapers and magazines.
- I think it would be smart as it can save tremendous amounts of money, time and resources.
- I think it would deb effective to those who knew how to use it properly. However older generations may not receive it as well.
- I think it would leave out a majority of the older and poor popualtions that make up the church.
- I think it would make it harder to get information especially for those who do not have a computer.
- I think it would not affect me, but may computer illiterate readers.
- I think it would somewhat detract from the publications credibility because online content is so prolific and the source of the content is very difficult to assess with only an online presence.
- I think many people can survive with online only publication but I would worry about the older, not so tech savy individuals. I know a lot of people use technology in their daily lives but there are some people who do not know how to use the internet to find the answers they are looking for.
- I think that ceasing ALL publications would NOT be a good idea. There are many people, especially the elderly, who do not use the internet so they only rely on the printed version to get their information. An entire market of people would be missing out on current events and important Catholic teachings.

- I think that is cost effective... wonder what that would mean for elderly constituents who are not online?
- I think that it can stay the way it is and people can form their own opinions.
- i think that it should provide both, you have people who have no access or no means for computers or the internet.
- I think that this would greatly harm the communications of the church. There are many members who do not actively participate on the internet and you would close the door for this group of people. I generally do not look for news information online even if that is the only avenue to receive the information.
- I think that will be in the near future with many newspapers, as well as catholic newspapers and magazines. I prefer to read the newspaper, but, I will just have to conform to more online publications. Thank you
- I think that would be fine.
- I think that would be very unfair to the many older Catholics who do not have access to, or even know how to use a computer
- I think that would mean the exclusion of many people who are or do not have computers or equipment to view these sites. Not to mention countries or areas that may only have access to paper versions of these publications.
- i think that's a great option to save costs so the diocese can provide further assistance to their communities.
- I think the newspapers and magazines should continue to be printed. Not everyone has computers or are familiar with computers.
- I think we need both. One is a check upon the other as well. It reaches all people of all ages and cultures and internationally.
- I think you would upset many readers esp the older ones
- i will be fine
- i will say that progress
- I would never read it
- i would accept it if the funds are needed for other more important things. saving lives and souls is far more important to me.
- I would adjust if i wanted to read.
- i would be depriving the older people news
- I would be disappointed
- I would be disappointed
- I would be disappointed because I enjoy physically holding in my hands a newspaper and/or a magazine and picking it up and reading it whenever I want,

which is oftentimes several times during the week. I especially like to flip through the publication again at the end of the month to review the content, be reminded of stories of faith in action that I may continue to keep my faith in the forefront of my everyday life. If it were online, I would easily be distracted by other websites, chores that need to be done (e-mail correspondence, online bill paying, etc.) rather than having the pleasure and enjoyment of holding and reading a worthwhile newspaper or magazine.

- I would be disappointed because reading magazines is one of the ways I relax.
- I would be disappointed.
- I would be fine with it
- I would be fine with it
- I would be fine with that, but many of the parishioners are older. I believe that they would prefer printed copies. Not many of them have computers or can read from the computer very well.
- I would be leery of any on-line publication unless informed by my parish that it is a safe & reliable website.
- i would be less likely to see the content
- i would be less likley to read
- I would be more likely to read it.
- I would be more likely to read online than in a printed paper or magazine.
- I would be ok, but many elderly don't have internet access and rely on printed publications.
- I would be okay with it
- I would be okay with that.
- I would be pleased since funds would be well spent on more important things. Its more environmentally friendly.
- I would be sadden by it because the world is awful right now and not to have have faith or information would make it worse.
- I would be uncomfortable with it at first but then would probably accept it
- I would be unhappy but not heartbroken
- i would be upset
- I would be upset
- I would be upset because everyone doesn't have access to a computer for the information
- I WOULD BE UPSET.

- I would be very disappointed. What about the people who do not have a computer and are too elderly or ill to go to a library etc.
- I would be very sad. Today's economic climate makes it harder for many of these publications to stay afloat and I know eventually many will disappear.
- I would be very unhappy.
- I would be willing to give it a try online.
- I would feel a bit saddened because that is the way it has always been, but I think I would adjust to the change.
- I would feel fine with only an online version; it would save printing costs.
- I would feel lost.
- I would feel not so good about it because I would want it in a newspaper or magazine. And I would want it to be online to. I would want it to be both.
- I would feel that a lot of people would be left behind because technology has not reached the ones who need the most: the poor.
- I would feel that a lot of people would miss out. Not everyone has daily access to the internet so they wouldn't get their news. Also, many people pick up print versions at church and read them. They might not bother to read anything if it wasn't given to them directly.
- I would feel that it would neglect many of the older catholics in the diocese as well as prevent the off chance of younger readers from reading something that is delivered to their door.
- I would for sure not be updated as to what is happening in the Catholic Church
- I would have no choice but to read it on line. As long as I get to read it.
- I would have no choice, but to read it online
- I would have no problem except both my wife and I would probably read it even less than now.
- I would have to accept it - progress goes forward.
- I would have to accept it. Print copy is more convenient as I can read it anytime anywhere. I sit in front of this computer too much as it is.
- I would have to adapt to reading them online, but I ould be very disappointed.
- I would hope I had access to Internet where I live.
- I would just feel that a big change has occurred and those newspapers and magazines would now reach less people.
- I would just read it online.
- I would look at it less frequently

- I would look up information online then.
- I would miss reading it. I don't do computers except to answer surveys. I don't even go on line. Also I have a hard time reading the screen.
- I would miss the print version and I think some people without computers would feel a greater loss
- I would miss the printed copy. I'm comfortable with print. Not yet as comfortable with online. Also online is only available at my computer desk.
- I would much prefer Catholic newspapers
- I would not appreciate it. I'm still quite old-fashioned and like to read the actual newspaper.
- I would not be a reader at all.
- I would not be entirely pleased but, because of the cost, I could see it being done.
- I would not be happy
- i would not be happy
- I would not be happy about this.
- I would not be happy. I do not go on line for information. I am not comfortable going on line.
- I would not be that happy since I like to read articles in print so I can refer back to them without going through numerous dates of articles on line.
- I would not be up to date on information. When I have a newspaper or magazine I take it with me and spend time reading all of it when I get info online I tend to skim
- I would not care
- i would not care
- I would not care. A lot of other people would be offended
- i would not go on line to read this
- I would not have a problem
- I would not have a problem with it
- i would not have a problem with that
- I would not have any feelings about any of the publications.
- I would not like it
- I WOULD NOT LIKE IT
- i would not like it
- i would not like it

- i would not like it but if it was done to save money i would except it
- I would not like it but would not be surprised because it would probably be cost effective,but I think you would lose many older readers who don't use the internet
- I would not like it, I do not enjoy reading text online.
- I would not like it.
- I would not like it.
- I would not like it.
- I would not like it. But if it should happen I would have to deal with it. I get so many magazines in the mail I don't have time to read everything, but i do read the Catholic Exponent and I do go on line to see what my church has on it's website
- i would not like that.
- I would not like the change but I would live with it. Who I worry about are the older Catholics who are not into computers
- I would not mind too much. I could always check online but I don't have the Internet at home so probably would be more apt not to do so.
- I would not mind.
- I would not notice.
- I would not object but it may limit some viewing for some people who don't have access
- I would not read them at all.
- I would not read them.
- I would not subscribe.
- I would not view them anymore
- i would not worry about it.
- I would pefer to read printed versions. Disappointed
- I would prefer print but I would try to go online. I probably would not view it as often as I would print.
- I would prefer the print version continues.
- I would prefer to have both forms of the news.
- I would probably not know
- I would probably not read it anymore. I HATE HAVING TO GET ON A COMPUTER FOR ANYTHING!!!!!!!!!!!!!!!!!!!!!!
- I would probably not read them as often
- I would read online

- I would read them online.
- I would still read and enjoy reading the paper online, but I would prefer a subscription that was sent to my email
- i would think it would be alright as long as it is in agreement with the catholic catechism.
- I would think that would cut out a significant portion of their readership. Especially older readers.
- i would understand
- I would understand from a financial viewpoint why they would want an online version, but I would be concerned that those parishioners without internet access would not get copies of the publications
- I would understand the cost-saving measure but would be disappointed that many people, such as myself, would be less likely or unable to read them.
- i would want it in print
- I would welcome it
- i would welcome that change as it would become easier for me to read
- I would withhold my judgment until I saw the results.
- I would worry that those Catholics who have no access to computers or who are uncomfortable with technology would not benefit from timely and accurate information about the faith.
- I wouldn't be happy.
- i wouldnt care
- i wouldnt care
- I wouldn't care I do not receive it nor read it.
- I wouldn't care.
- i wouldn't like it
- I wouldn't like it
- I wouldn't like it as there are lots of older people that aren't computer savvy and they would miss out on things that they should be hearing about.
- I wouldn't like it at first, but probably get use to it and feel connected later.
- I wouldn't like it, but to remain solvent it may be the only answer.
- I wouldn't like it, nor is it fair to folks who don't have a computer.
- I wouldnt like it.

- i wouldn't like that because not everyone has access to the internet for the daily news.
- I wouldn't prefer it and therefore would not read it as regularly as I do the printed version.
- I wouldn't read them, the internet is a pain in the ass
- I wouldn't really care.
- I wouldn't really like it, but I understand that it would be green to do so.
- I,am old school i like things in print.
- I'd be fine with that, but I'm sure there are older members of the congregation that would object. My father has no access to the internet.
- I'd be OK, however I don't actually read a large amount of this type of print, other than from my own church.
- i'd be okay with that
- I'd get used to it but it would limit when I would be able to read it
- I'd live with it.
- I'd prefer it. Going green is what Jesus would do.
- I'd prefer print, but online would be ok also. I generally make up my own mind, but it's interesting to read "official" views.
- I'd probably read it more often.
- I don't know not everyone uses computers
- If that were the only option it may omit readers that rely solely on the printed version.
- If that were the only source, I would accept it, but there are older people who do not use a computer and that situation would not be good for them.
- If they did that they would loose lots of readers
- ifeel that the catholic people would miss the feeling they get when you hold somrthing in your hand that is proof of what you see and read
- I'm not sure, but I'm always worried there is talk of discontinuing the printed word.
- Incomoda
- incomunicada
- Indifferent
- Indifferent
- indifferent

- Indifferent
- indifferent
- indifferent
- indifferent
- indifferent
- indifferent
- indifferent
- indifferent
- imparcial casi no leeo
- it could be fine with me, i am only a big believer, and very faithful to my own feelings, and believers.
- it doesn't matter to me
- it doesn't really matter to me.
- it is OK
- it is ok
- It is probably a step in the right direction.
- It may be a detriment for the older generations that prefer printed materials.
- it might be cheaper to produce them for the church but i don't know if i would prefer it,
- It might be interesting
- It probably would be economically a preferred way to go, but also, there would be families who would be left out (no internet, computer source).
- It will be great.
- it will be ok since its free
- It would actually be a inconvenience for me.
- It would be a big loss.
- it would be alright
- It would be alright I guess. It would save paper.
- It would be an adjustment, but I realize that it may become a cost effective measure.
- it would be bad for the older generation of catholics who are not internet savvy.
- It would be better

- it would be fine
- It would be fine for me but I would not want to exclude people who do not have Internet access.
- it would be good.
- It would be harder to read the newspaper whenever I wanted as I would need to be my computer to read it. I can take the newspaper wherever I want to read it.
- it would be interesting.
- It would be ok
- It would be OK. It would be even better if they stopped communicating at all.
- It would be sad, because alot of elderly people don't know how to use the computer...As for myself, I would check it out.
- it would be terriable.
- It would be the end of an era, passing away as all things do. Sad.
- It would cease to allow their oldest members the opportunity to read their publications. Many of the oldest members of the church do not have computers or internet, by solely relying on the internet, it would not allow these older members to read or receive information about their Church.
- it would leave out a lot of people. Many people do not have easy access to online versions.
- It would limit the ability of older patrons.
- it would make no difference to me
- It would not affect me a lot.
- It would not affect me at all as I do not receive or read Catholic newspapers and magazines
- It would not affect me, since I do not read them.
- It would not affect me.
- It would not bother me
- It would not bother me.
- It would not impact me greatly.
- It would not make a big difference to me because I am not an avid reader of catholic newspapers & magazines.
- It would not make a difference to me
- It would not make any difference to me.
- It would not matter

- It would not matter to me
- it would not matter to me one way or the other.
- It would not matter to me, I do not read any.
- It would not matter to me.
- It would not matter to me.
- It would probably be best, in order to save money for the church.
- It would put me out of touch, somewhat. I don't always go to the internet for info. I guess I would be forced to. Sign of the times?!
- It would save some trees.
- It would save the church money that they could be putting back into their parishes to help save them.
- it would upset me
- It would work fine for those of us with internet access, but many do not have that. We all have access to printed materials, even if we have to go to some trouble to find what we're looking for.
- It would not affect me that much as I don't read them.
- It wouldn't affect me
- it wouldn't affect me all that much
- It wouldn't affect me either way.
- It wouldn't affect me one way or the other. God is not contained in a building of newsprint. God is everywhere and doesn't cost a dime.
- It wouldn't affect me.
- it wouldn't bother me
- it wouldn't bother me
- It wouldn't bother me at all.
- It wouldn't bother me personally at all so long as it was sent to me via email as often as it is now sent to me via postal mail. If I have to remember to go to the website and get it myself, I won't remember consistently. Could parishes as people who do have Internet to receive it online and keep print copies available for those who don't have internet access? There are many who don't have access.
- It wouldn't effect me.
- It wouldn't matter
- It wouldn't matter
- It wouldn't matter to me

- It wouldn't matter to me. I prefer online print, but in general, I probably still wouldn't spend any time reading the material.
- It would't bother me at all
- It's all in what you get used to. For me it would take sometime but it would be doable. However, my mother in her 80s would find this impossible as she does not have internet access. So on her behalf and perhaps her generation's behalf I would ask for it to continue in print.
- It's no different than other forms of media that is changing
- It's ok with me
- It's okay.
- It's there call
- iwal
- I would not be happy. I do not like reading for a long period of time on line
- jhufuyf76rf
- just fine to be able to look up back issues
- La informacion en la Internet es lo que esta moviendo toda las publicaciones, asi que no veo porque; la Iglesia no haga uso de ello tambien. Ya que quiza pueda llegar a mas fieles, que por medio de los periodicos o revistas.
- left out
- Less likely for me to read it.
- less likely to read
- Less likely to read.
- Lo que hagan o dejen de hacer no me interesa si yo quiero oír pa palabra de dios boy a misa o me pongo a leer la biblia.
- lo que pasa que mucha gente ni siquiera saben usar la internet
- lo sentiria por las personas que leen esas revistas.
- Loss of a potentially good resource
- loss of jobs it would make..is sad..but the saving of dollars is a good thing
- lost
- Makes no difference because I don't read either
- makes no difference to me either way
- makes no difference to me.
- MAL

- mal
- mal
- mal, porque a mi me gusta leer las revistas
- mal porque el periodico siempre se falta porque muncha gente no podrian comunicarse ni star al tanto de lo que pasa
- Many catholics are elderly that do not use the internet and would loose contact with news.
- May not have or take time to look them up online.
- me acostumbraria a leerlas por internet
- Me daria igual pues la informacion por internet es mas amplia y puede ser vista en cualquier lugar pero seria de desventaja para aquellos que no tengan el privilegio de tener computadoras.
- me daria lo mismo, soy catolico solo por estar bautizado en esa religion pero en verdad no practico ni predico ninguna religion por que no soy crellente.
- Me parece muy importante leer algo impreso, creo que uno puede reflexionar sobre lo escrito y no se toma tan a la ligera, como algunas situaciones en la red.
- Me parece que estariamo dejando a lado a personas que necesitan la informacion. Despues de todo, no toda la gente tiene internet
- me sentiria mal
- me sentiria desilusionada porque muchos catolicos no tienen acceso al internet o no saben como usarlo
- me sentiria igual que ahora ya que seguiria teniendo informacion.
- me sentiria muy bien porque ya no abra muchas comunicaciones para que asi la gente se senteria bien porque no sabra nada
- Me sentiria triste, porque me gusta leer esas revistas despues de asistir a misa.
- me tendria que acostumbrar
- me sentiria muy mal.
- muy bien estaria bien que fuera asi
- muy contenta
- muy decepcionado
- muy incomodo
- muy mal
- MUY TRISTE POR QUE EN OCASIONES NO CUENTA UNO CON INTERNET O HAY GENTE K NO CUENTA CON COMPUTADORA

- My family doesn't subscribe to any Catholic periodicals, but other members of my family do (parents, brother). My parents in particular I know prefer the paper version (we have talked about this issue surprisingly). They would rather have the paper version of anything rather than the Web. The Review was in our household when I was growing up & is still a magazine my parents receive to this day.
- n
- no feelings
- n/a
- n/a
- n/a
- n/c
- NA
- na
- NA
- na
- na
- need both
- ni de acuerdo ni en desacuerdo.
- neither favor or unfavor
- ninguna por el momento
- no
- no
- no
- no
- no
- no acostumbro leer periodicos o revistas
- no affect
- no big deal
- no biggie
- no bother
- no comment
- no compro revistas diocesanas

- no different
- No different, I'm still a Catholic...
- No effect
- no estoy acostumbrado a leer las versiones catolicas en internet
- no estubiera seguro de confiar en las versiones por internet mis piensos son estos, como estaria seguro que realmente son las berdaderas personas diosenas y no cualquier persona,que estubiera publicandonoticias sobre las bersiones catolicas.
- no feeling about this
- No issues.
- No las leo, por lo que no me harian falta.
- no lo se
- no lo se
- no lo se
- no lo se porque nunca las he leido
- no lo tomaria en cuenta porque hoy en dia la religion catolica esta llena de mentiras y abusos
- No matter
- no me afectaria
- no me afectaria para nada,soy una persona catolica, y si!! sigo en mi posicion amo a Dios
- No me afectaria solo es acostumbrarse al systema
- No me afectaria.
- no me gustaria
- no me gustaria mucho
- No me gustaria para nada.
- NO ME GUSTARIA POR QUE SE ME HACE UN POCO IMPERSONAL. ME GUSTA LEER LA BLIBIA Y NO LEO MUCHO LAS REVISTA O PERIODOCOS DE NINGUN TIPO.
- no me gustaria porque prefiero mejor leer el periodico
- no me gustaria.
- no me interesa nigung escrito de lo relacionado con la iglesia con esepcion de la Biblia
- no me parece muy buena idea

- no me sentiria agusto
- no me sentiria agusto ya que prefiero leer en revistas
- no muy confiado
- No opinion
- no opinion
- No opinion
- No opinion
- no opinion either way
- No opinion.
- No preference
- no problem
- no problem
- No problem
- no problem
- no problem
- No problem
- no problem but probably would not read it as much as the newspaper
- No problem with it.
- No reaction
- no se
- NO SE
- no se nuca he leido uno, y creo que si estan en sitios accesibles como face book es mas probable que lo lea
- No sentiria nada en particular
- no sentiria porque mi religiony mis ensenansas estan en mi corazon
- no seri lo mismo
- no seria no muy confiable
- no tengo idea
- no tengo ni idea
- noloce
- nome sentiria bien

- none
- none
- none
- none
- nop
- nosabria
- nose
- NOSE
- Not a good idea. Some people just don't want anything to do with a computer or the internet. They would be left out of the loop
- not a problem
- Not a problem
- Not a problem
- not a problem since I don't read much
- Not a problem.
- not affected
- not affected much, but I think print is still important
- Not at all good. I do not use a computer at all. Lot's of these questions are hard to answer because I have never used on-line stuff at all.
- not at this time. thank you.
- not aware that they are published
- Not be a problem
- not bother me in any way
- not bothered
- not bothered by it but I would feel even less inclined to read it unless I was seeking out specific information
- not bothered by that -don't read any often
- Not everyone has a computer and online service. It would leave out a portion of the Catholic population. It would upset a lot of us!
- Not everyone has a computer and that would not be fair
- not everyone has computer access
- Not everyone has easy access to online. I would not be happy with that decision.

- not good
- not good
- not good
- not good
- not good.
- not happy, but would accept it.
- Not happy, would not read.
- Not happy. Not everyone has access to the internet, nor does everyone want to read things on a computer screen. It would leave a lot of people behind.
- Not important
- not important
- Not interested
- not interested in it either way
- not intrested
- Not like it at all.
- not like it, but would read it that way
- not ok.
- not so good especially for old folks who dont have computer
- not sure
- not sure
- Not sure
- not sure
- Not sure
- not sure
- not sure
- not sure but i don't think i would like it
- not sure but would probably read at least part of an e-mailed newsletter
- Not sure if older people would be really interested
- Not sure it would bother me. I could adjust
- not sure probably never happen cuase sundays everybody gets a new copy and alot of parishoners are to old for a pc.
- not sure, I don't think it would affect me.

- Not sure.
- not sure.
- not sure.
- Not sure. Many people dont have access to the internet
- not too comfortable
- not too good, i like print.
- Not too good.
- Not too happy!!!
- not troubled by the idea
- nothing
- nothing
- nothing
- npt a good idea because some people donot like or dont know how to use a computer
- Obviamente , las consultaria en INTERNET..
- Offended
- ok
- ok
- ok
- ok
- OK
- OK
- OK
- ok
- ok
- ok
- ok
- ok
- ok but many like print
- Ok by me
- Ok for me but not good for those not using the Internet . Some print still necessary to reach everyone.
- Ok with it

- ok with it
- OK with Me
- ok with me but not for older people who read them
- OK with me.
- OK with that.
- ok, but may not access often
- Ok. It would not be of great concern. Might increase the chance that I'd read it because of easier access for me.
- Okay
- okay
- okay by me
- Okay by me.
- okay with me
- Okay. No strong feelings either way.
- online is very easy for me
- Only problem is that not everybody is online as yet. Otherwise, it is a good idea.
- Other than the parish bulletin, I feel that all other publications could move towards being electronic.
- paper magazines are important to elderly, print on line is small
- para mi es mas facil el acceso a una revista o al periodico.
- Para mi no tendria ninguna importancia yo soy catolico por conviccion y no necesito tanta informacion solo me basta saber que Dios me ama y que la iglesia deberia ser un sitio de amor y respeto a Dios.
- people like to read it in print
- People that don't have computers wouldn't have access to the online version. Also I like to read something I can hold in my hand.
- people would find a way to access it if they wanted to and more and more is going digital
- Personally, i would have no problem. I would worry that others (elderly, poor) may not have access to it.
- pienso que la informacion impresa es basica para el conocimiento y publicacion catolica.
- PREOCUPADA POR AQUELLAS PERSONAS QUE NO SABEN MANEJAR EL INTERNET, QUE NO TENDRIA ACCESO A NINGUNA INFORMACION

- probably would never see it
- Probably would not read it.
- probably would'nt matter that much
- pues creo que es algo alo que tendria que acostumbrarme
- pues no mesentiria muy bien por el motivo que yo casi no se usar la computadora y no sabria como buscar informacion
- pues sentiria lo mismo, pero q pasa con la gente q no usa las computadoras???
- put out
- qumesentiriaunpocomal.porquehay.personasquenosaven.usarunacomputadora.
- real mente no el leydo nada por periodico solo por folletos que dan en misa
- really doesn,t matter
- Receiving the paper copy and having it visably there reminds me to read it, and read things I normally might not take interest in. I would not do so if it were on-line. Also, using computers often at work gives me no desire to do so at home.
- Right now we have both and I guess I could get along reading it online.
- sad
- sad
- Sad.
- Seria comodo pero para las personas que nno cuentan con internet, no creo que fuera la mejor idea y ademas todavia existe gente que no sabe manejar el internet, y es por eso que estaria mas complicado leer el periodico
- seria favorable porque los jovenes se iteresarian unpocomas en culquier tipo derelijion
- seria mas facil porque no habria que llevar la revista fisicamente. la podria leer en mi smarthphone y seria mas facil y practico
- seria muy bueno hablando aserca de ecologia pero actualmente no todos tenemos acceso a internet.
- seria un error ya que si asi no estamos entrados menos per internet ya que mucha gente no manejamos el aparato o regularmente
- si en periodicos o revistas es muy poco confiable la informacion que dan pienso que en internet es todabia menos confiable.
- siempre debe haber un soporte fisico en este caso papel impreso .
- sin comentario
- Since i am not a regular reader, I would be fine with this change.

- Since I don't read them anyway, fine, but I imagine others might miss the print version.
- Since I don't read any of these publications, I would not be bothered either way.
- Since I don't read these publications, I have no feeling one way or the other.
- Since I rarely read them I would not miss the print version. Diocesan papers are more about people and events that do not affect me. Usually urgent issues are learned about in church. I enjoy a higher level product that is more academic.
- So long as the messages or articles in 'print' were the same messages or articles online...I would be fine with it.
- some individuals do not have internet access or just prefer to read pamphlets or written forms of communication
- some what of a loss
- Somewhat indifferent!
- Sorry, GOOD_BY
- still would not be likely to read
- still would not be interested
- Surprised
- tendria que leerlas
- Tendria que pasar para ver que sucede.
- Terrible! I work on a computer all day. So, when I'm home I only use my home computer for necessary things.
- that I would be able to look up and read online at anytime.
- That would be good save paper, if I want a copy I could print it.
- That would be disappointing to me. I like to read the papers in print form.
- that would be fine
- that would be fine
- that would be fine
- that would be fine
- that would be fine
- that would be fine
- that would be fine - if i needed to find information i could
- THAT WOULD BE FINE WITH ME.
- That would be fine with me.
- That would be fine.

- That would be fine.
- That would be fine. I am more apt to read it on line and get a lot of my news on line.
- That would be OK
- That would be okay with me.
- That would be sad. I don't like to read things on line, I usually don't even think about it, so I would never read these.
- that"s fine
- thats fine
- The diocean newsletter is worthless. Do what you what with it.
- Their choice.
- these days...I know...but some people do not have computers at home...they are not able to access the internet...I would rather read it in writing then on a website...
- They would be with the 21st century
- think it would be a good idea and save money
- This survey has peeked my interest in online catholic news. I perfer online and as of now will start to read it. Thank you...
- This would be detrimental. Both venues are needed.
- This would make obtaining local Catholic news very difficult.
- This would not be a good idea as the digital divide should not extend into religious news as many older Catholics in my own parish do not have access to a computer.
- Those that avidly read it would continue to do so.
- toda la informacion catolica es buena para mi y no es corecto no tener esa informacion
- trataré de adaptarme algún medio.
- trataria de entender y aprender como usar mejor la computadora para estar al dia
- triste
- Un paso adelante
- un poco desinformado pero buscaria mas informacion por otros medios
- un poco feliz
- Un poco incomoda al principio pero lograria acostumbrarme.
- un poco insegura.

- unaffected
- Uncomfortable - a lot of older members wouldnt have access anymore
- understanding
- unfortunate that there would be one less form of access
- unhappy
- unhappy
- unhappy
- uninformed. there is also a need to inform diocesan members of the activities or any important info of the church.
- upset
- upset
- Upset because I don't use online versions to find info and I feel the Catholic population is older and not linked into the web
- Very sad, Not everyone has acomputer.
- Very sad.
- very unhappy
- was an active practicing catholic when i was younger but have not practiced or attended services for many years. i do attend funerals.
- we live miles from a catholic church the closest is San Juan Mission therefore it is hard to answer some of this questions
- we'd get used to it.
- well we are on 2011 I will not be surprise.
- When you cannot beat them, you join them. I think that there would be little choice in the matter, and I would go online.
- Who cares.
- will not affect my reading habits, on this issue.
- Will unwillingly have to adjust.
- with the cost of things, it might be benefical for the diocese, but I probably would not read it very often
- would be disappointed but would except it
- Would be fine
- Would be fine with it
- would be ok with me

- Would be okay with this
- would get my information else where
- would have better access to them if ever did decide to read. I currently have no interest in it.
- Would have nothing to do with me
- Would make it difficult for older parishioners if print versions ceased production.
- would make no difference. I probably still won't read it
- would not affect me
- would not affect me
- Would not affect me one way or another...
- Would not affect me since i don't subscribe
- Would not be bothered by this prospect.
- Would not be happy I am not that big on computers I feel I can pick up a paper faster I do not like that you have to sign up before you can go on many websites I would rather read a paper
- Would not bother me at all
- would not bother me at all.
- would not care
- would not care
- would not care
- would not care
- Would not care i dont read them anyway.
- Would not effect me at all
- would not effect me either way
- Would not even notice
- Would not impact me personally, but for older individuals without access to internet it would exclude them
- Would not like
- would not like
- would not like it
- would not like it
- would not like it

- would not like it a bit. i prefer to spend lunch hours and evenings in my chair reading. tv takes to much of my time.
- would not like it to cease!
- Would not like it.
- would not like it.
- Would not make a difference to me
- Would not matter.
- would not mind
- Would not mind. save money
- would not notice the change
- Would not really care much for it since I do not read any.
- Would probably not read as often
- Would rather have it in print.
- Would support as would save dollars and resources.
- wouldn't affect me.
- Wouldn't be very happy about it! I like being able turn pages rather than rely on a computer. Not everyone has access to a computer - what about all those people????
- Wouldn't bother me at all
- WOULDN'T BOTHER ME AT ALL.
- wouldn't care
- wouldn't care
- Wouldn't care
- wouldn't care - don't read them
- wouldn't care at all; don't read them
- WOULDN'T CARE ONE WAY OR ANOTHER.
- Wouldn't have a problem with this.
- wouldnt like at all
- wouldnt look up.
- wouldn't make me any difference, but i know alot of older people would be upset because they don't use the computer.
- Wouldn't matter to me.

- wouldnt read
- Yo creo que por mucho que usemos el internet nunca debería dejar de producirse informacion en periodicos o revistas ya que estas estan a la mano en cualquier parte inclusive en la sala de espera de un consultorio medico
- Yo no se usar mucho el internet,lo mas seguro es que no buscara esas publicaciones en internet.