

March 2006

*Catholic Media Use
in the United States*

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

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Executive Summary

In fall 2005, the United States Conference of Catholic Bishops (USCCB) Department of Communications 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 and awareness of the Catholic Communications Campaign. CARA partnered with Knowledge Networks to conduct the survey in November and December 2005. The survey was completed by 1,260 self-identified Catholics who were 18 years of age or older resulting in a sampling margin of error of ± 2.76 percentage points.

Major Findings

- More than half of adult Catholics say they pay at least “quite a bit” of attention to national news on television or in daily newspapers. More than eight in ten pay at least “some” attention. Some 44 percent of adult Catholics subscribe to a daily newspaper for their local area.
- Pre-Vatican II Generation Catholics (born before 1943) are most likely to read newspapers and other print publications – both secular and Catholic. Pre-Vatican II and Vatican II Generation Catholics (born 1943 to 1960) are more likely than Post-Vatican II Generation Catholics (born 1961 or later) to watch religious or spiritual television programming. Vatican II and Post-Vatican II Catholics are more likely than Pre-Vatican II Catholics to use online media.
- Generally, Catholics who attend Mass at least once a month are more likely than those attending less frequently to use religious or spiritual media.
- Ninety-one percent of adult Catholics in the United States live in dioceses with a diocesan news publication. Both within these dioceses and among all dioceses, a quarter of adult Catholics say they have read their diocesan newspaper in the last six months. Additionally, five percent of Catholics report that they read a diocesan newspaper from outside of their diocese.
- Those respondents who say they had not read their diocesan newspaper in the last six months were asked if they had *ever* read their diocesan newspaper. About a quarter of those who have not recently read their paper say that they have at some point in the past. This proportion is unaffected when excluding those dioceses that do not currently have publications.
- Nearly three in ten adult Catholics have watched a religious or spiritual television program or read a religious or spiritual magazine or newspaper in the last six months. Nearly a quarter read a religious or spiritual book during the last six months. About one in ten have listened to a religious or spiritual radio program,

visited a religious or spiritual website, purchased a religious or spiritual book, or watched a religious or spiritual video or DVD.

- Catholics are most aware of the following national Catholic publications (10 percent or more say they have *seen* a copy of the publication before): *Catholic Digest* (33 percent), *Maryknoll* (14 percent), *Our Sunday Visitor* (11 percent), and *Liguorian* (10 percent).
- Respondents were asked, “Have you ever visited the website of the United States Conference of Catholic Bishops (USCCB)?” Some 3.3 percent of Catholics responded “yes.” More than four in ten visitors to the site said they were looking for the Catholic catechism or Church teachings or Church news.
- One in 20 adult Catholics has visited a website of a Catholic parish in the last six months. The same percentage has visited a religious or spiritual site providing inspirational content such as prayers, Bible readings, or spiritual reflection.
- Some 14 percent of adult Catholics have watched Sunday Mass on television in the last six months. About one in ten has watched a documentary on Catholic religious television.
- Some 7 percent of Catholics have watched non-Catholic worship services in the last six months.
- Five percent of adult Catholics say they have listened to Catholic religious music or hymns on the radio in the last six months.
- More than one in ten adult Catholics had heard of the CCC collection before reading a description of it. Nearly seven in ten of those who are aware of the CCC collection before reading a description of it remember first hearing about it at their parish.
- Some 16 percent said they were at least “somewhat” willing to give generously to the CCC collection compared to other needs in the Catholic Church that they support. Some 28 percent said they were “a little willing” and nearly three in ten said they were “not willing at all.”

Introduction

In fall 2005, the United States Conference of Catholic Bishops (USCCB) Department of Communications 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 and awareness of the Catholic Communications Campaign.

CARA partnered with Knowledge Networks to conduct the survey in November and December 2005. Knowledge Networks has assembled a large national sample of households. Its panel (the set of participating households) has been assembled by regular random telephone survey methods, with attempts to closely approximate known demographic characteristics of the U.S. population.¹ The panel is updated on a quarterly basis. Those persons who are sampled and asked to join the Knowledge Networks panel receive subsidized Internet access and other incentives. For those who do not own computers, Knowledge Networks provides a television-based Internet system (WebTV) for free. These services are supplied in exchange for an agreement that panel members will take part in a number of different Knowledge Networks surveys. 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.

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. The questionnaire for the survey was developed collaboratively by CARA and the Department of Communications and consists of 50 questions. Additionally Knowledge Networks provided previously collected information about the socio-demographics of respondents. The survey was completed by 1,260 members of the Knowledge Networks panel who were 18 years of age or older and self-identified as Catholic, resulting in a sampling margin of error of ± 2.76 percentage points.

After completion of the survey, CARA used the geographic county codes for each respondent to identify the availability of different types of diocesan communications. This was done with information from the *Inventory of Catholic Electronic Media and Communications*, which was created by CARA for the USCCB Department of Communications in 2005. This guide details the availability of radio, television, and websites for each diocese in the United States. Prior to fielding the survey, CARA created a code for each potential respondent that identified the title of their diocesan news publication (for those dioceses that had one) using the *2005 Catholic Press Directory*. Throughout this report, we present results for media use that encompasses all adult Catholics nationally, as well as those Catholics in dioceses that have a particular type of Catholic media – radio, television, or newspaper – available.

¹A 2003 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.”).

Part I: Demographics and Background

This section describes background characteristics of respondents to the survey. These characteristics include gender, race and ethnicity, generation, 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

Unlike telephone polls, which typically under-sample men, the Knowledge Networks panel is more balanced and both the weighted and un-weighted estimates for gender are identical. Fifty-two percent of respondents are female and 48 percent are male.

Gender	
Female	52%
Male	48

Race and Ethnicity

Knowledge Networks provides a summary of race and ethnicity that distinguishes Hispanic ethnicity from race. Two-thirds of respondents are non-Hispanic White, more than a quarter are Hispanic, and 3 percent are non-Hispanic Black. Four percent are of some other race and/or ethnicity.

Race and Ethnicity	
Non-Hispanic White	66%
Hispanic	27
Non-Hispanic Black	3
Other Non-Hispanic	4

Knowledge Networks panel respondents include larger numbers of interviews with Hispanic respondents than are typically found in telephone polls (in the October 2005 telephone poll 20 percent of respondents self-identified as Hispanic).²

² Telephone polls are typically known to undercount some segments of the population including those who self-identify as Hispanic or Latino/a.

Generation

The ages of respondents range from 18 to 94 in 2005. After weighting, the median age is 44 (in other words, half of respondents are 44 or under, and half are 44 or over). For purpose of analysis, CARA categorizes Catholic survey respondents into several generations based on life experiences especially relevant to Catholics:

- The World War II Generation includes those who were born before 1925 and thus are age 81 or over in 2005. The worldview and attitudes of members of this generation were affected primarily by the experience of the Great Depression and World War II. Members of this generation played an instrumental role in building many of the institutions of twentieth century Catholic life.
- Silent Generation members were born between 1925 and 1942 and are between the ages of 63 and 80 in 2005. This generation came of age primarily during the 1950s, prior to Vatican II. Generational researchers refer to them as “silent” because they largely conformed to the world built for them by the World War II Generation. Compared to the generations that followed, they can be described as “loyalists” because they exhibit high levels of institutional loyalty, including loyalty to the institutional Church.

Note that because there are relatively few surviving members of the World War II Generation, CARA generally combines these respondents with the Silent Generation. The combined group is referred to as the Pre-Vatican II Generation because it includes all Catholics who came of age prior to Vatican II.

- Members of the Vatican II Generation were born between 1943 and 1960 and are between the ages of 45 and 62 in 2005. They came of age during or around the time of the Second Vatican Council and their formative years spanned the time of profound changes in the Church. To a large extent, though not perfectly, this Catholic generation overlaps with the “Baby Boomers.” They were reared in a time of economic growth and social stability and came of age in a time of great questioning of civic and cultural institutions.
- The Post-Vatican II Generation, born after 1960, includes those who are age 44 or younger in 2005. This generation includes all those with no lived experience of the Second Vatican Council or of a Church before the changes brought by the Council.

As the figures in the table below show, roughly one in five Catholics is a member of the Pre-Vatican II Generation (i.e., the World War II and Silent Generations combined). Half of all Catholics are of the Post-Vatican II Generation.

Generation	
Pre-Vatican II (born 1942 or earlier)	20%
Vatican II (born 1943 to 1960)	30
Post-Vatican II (born 1961 or later)	50

Education

Highest level of educational attainment is measured in four categories ranging from a high school degree or less to post-graduate study.

Education	
High school degree or less	50%
Some college	25
College graduate	18
Post-graduate	7

Half of respondents have a high school degree or less. Slightly more than one-quarter have some college education. One-quarter have a college degree and 7 percent have gone on to attain a graduate-level degree.

Marital Status

Fifty-four percent of respondents are married and more than a quarter have never married. One in ten is divorced and fewer are separated or widowed.

Marital Status	
Married	54%
Single, never married	27
Divorced	10
Separated	7
Widowed	2

Household Income

Nearly a quarter of respondents have an annual household income ranging from \$40,000 to \$59,999. By comparison, the median household income in the U.S. is in the mid-\$40,000 range. A quarter or respondents earn a household income of less than \$25,000 per year. Sixteen percent earn incomes of \$85,000 or more.

Household Income	
Less than \$15,000	13%
\$15,000 to \$24,999	12
\$25,000 to \$39,999	19
\$40,000 to 59,999	23
\$60,000 to 84,999	17
\$85,000 to \$99,999	5
\$100,000, to 124,999	6
\$125,000 or more	5

Geographic Region

Using their state of residence, respondents are categorized into the four U.S. Census regions.³ Some 29 percent of respondents are in the Northeast, 25 percent in the South, 24 percent in the West, and 22 percent in the Midwest.

Region	
Northeast	29%
Midwest	22
South	25
West	24

Entrance into the Church

Eight in ten respondents entered the Church as an infant.

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

One in ten became Catholic as a child. One percent entered the Church as a teenager and 9 percent as an adult.

³ 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.

Attendance at Catholic Educational Institutions

Some 45 percent of respondents indicate they attended a Catholic elementary school at some point in their youth. About three in ten attended a Catholic high school and 6 percent attended a Catholic college or university. Half of respondents have never attended a Catholic educational institution.

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

On average, respondents who attended a Catholic elementary, middle, and/or high school spent 7.5 years enrolled at these schools. Four percent of respondents have attended a Catholic educational institution during primary and secondary school as well as college.

Religious Education and Ministry Programs

Fifty-three percent of respondents say they attended a parish-based religious education program as a young person (such as CCD).

<i>Were you ever involved in...</i>	
Percentage responding:	
A parish-based Catholic religious education program as a young person	53%
A youth ministry program	9
Catholic campus ministry in a college or university campus	4
None of the above	43

About one in ten was involved in a youth ministry program. And 4 percent say they were a participant in a Catholic campus ministry program on a college or university campus. Some 43 percent say they were not involved with any of the programs listed.

Faith Discussion as a Youth

Nearly four in ten respondents say their parents “frequently” or “very frequently” discussed the Catholic faith with them when they were growing up. More than a third says this occurred “occasionally” and about a quarter say discussions of the Catholic faith occurred “rarely” or “never”

<i>When you were growing up, how often did your parents talk to you about the Catholic faith?</i>	
Percentage responding:	
Never	8%
Rarely	18
Occasionally	35
Frequently	25
Very Frequently	14

Mass Attendance

Some 23 percent of respondents to the survey say they attend Mass at least once a week.⁴ Seventeen percent attend at least once a month, but not weekly.

Frequency of Mass Attendance		
	Respondents	Telephone Poll October 2005
Rarely or never	35%	19%
A few times a year	25	19
At least monthly, not weekly	17	29
Every week (once a week or more)	23	33

A national random-sample telephone poll of adult Catholics conducted in October 2005 for the Department of Communications estimated that a third of Catholics attend Mass once a week or more often. Discrepancies between the results from the Knowledge Networks survey and the telephone poll are related to the methods used. CARA has conducted surveys with Knowledge Networks in the past, and in each the Mass

⁴ The question wording used is: *Aside from weddings and funerals, about how often do you attend Mass? Rarely or never, a few times a year, once or twice a month, almost every week, every week, more than once a week.* The telephone poll uses the same question wording. Response categories are collapsed in the table above.

attendance results indicate lower levels of attendance than what is exhibited typically in telephone polls. Telephone polls involve a personal interaction between respondent and interviewer. Survey researchers have long understood that this can create over-reports of certain activities (such as voting or giving to charity) that are considered socially desirable. Responses to questions regarding attendance at religious services are known to be biased toward estimates higher than actual attendance as measured by head counts.⁵

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.⁶ The percentage of Catholic weekly Mass attenders⁷ estimated using the responses to the Knowledge Networks survey are consistent with what is found in estimates of the attendance of Catholics derived from other methods (such as sample-based head counts).⁸

Attendance at Parish Closest to Home

Nearly eight in ten adult Catholics who attend Mass at least a few times a year report that they attend at the parish closest to their home.

<i>Do you usually attend weekend Mass at the Catholic church closest to where you live? Or do you usually attend somewhere else?</i>	
Percentage of those who attend Mass at least “a few times a year” responding:	
Parish closest to home	78%
Somewhere else	22

⁵ Mark Chaves and James C. Cavendish. 1994. “More Evidence on U.S. Catholic Church Attendance.” *Journal for the Scientific Study of Religion*. 33: pp.376-381.

⁶ 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.

⁷ Weighting the percentages for each group by their reported frequency of attendance it is estimated that about 29 percent of Catholics are at Mass in any given week.

⁸ 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.

Sacrament of Reconciliation

About four in ten respondents say they never participate in the Sacrament of Reconciliation. A third do so less than once a year and about a quarter go to Confession at least once a year.

How often, if ever, do you participate in the Sacrament of Reconciliation or Confession – either privately with a priest or at a group penance service?

Percentage responding:

Never	42%
Less than once a year	32
Once a year	14
Several times a year	10
Once a month or more	2

Parish Registration

Nearly six in ten respondents indicate that they are registered at a Catholic parish.

Are you registered at a Catholic parish?

Percentage responding:

Yes	59%
No	41

Financial Giving

Half of all respondents indicate that they or their family regularly contributes to the weekly offertory collection at their local parish.

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

Responses to this question, like the question about Mass attendance, are subject to some level of bias due to social desirability. Typically in CARA's telephone surveys where an interviewer asks this question nearly three-quarters respond "yes." Once again, the lower proportion reporting this in the Knowledge Networks survey is likely a more realistic estimation of the actual behavior of Catholics.

A quarter of Catholics say they contributed to an annual financial appeal for their diocese in the last year. About three in ten Catholics respond as such in CARA's telephone polls.

<i>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?</i>	
Percentage responding:	
Yes	25%
No	60
Don't know	9
There was no annual appeal in my diocese	6

Religious Items at Home

Some 56 percent of respondents say they have a statue or picture of Mary on display in their homes.

<i>Some people have religious objects in their homes. Is there a statue or picture of Mary, the mother of Jesus, on display in your home?</i>	
Percentage responding:	
Yes	56%
No	44

Eighty-seven percent of adult Catholics report that there is a Bible in their home.

<i>Is there a Bible in your home?</i>	
Percentage responding:	
Yes	87%
No	13

However, 54 percent respondents say that outside of Mass, they “never” read the Bible in the last 12 months. Nearly three in ten say they read it “less than once a month” during this period. Fewer than one in five say they read the Bible “once a month” or more often.

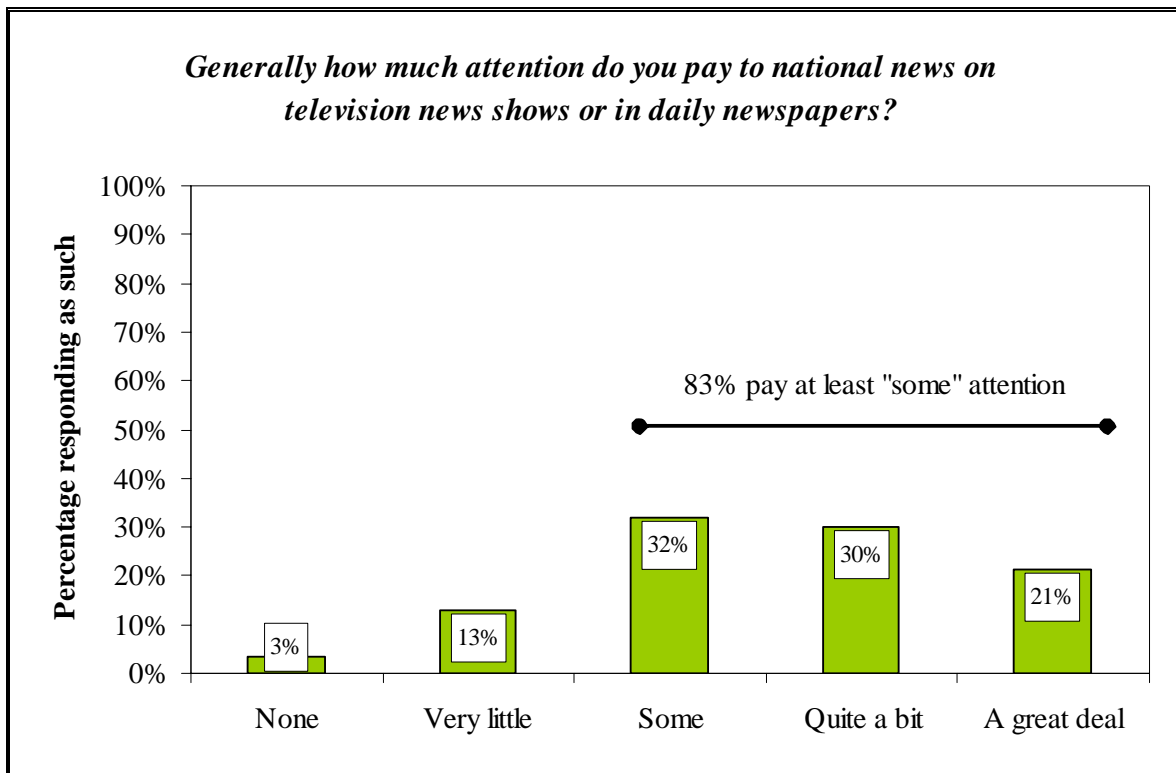
<i>Other than at Mass, about how often did you read the Bible during the last twelve months?</i>	
Percentage responding:	
Never	54%
Less than once a month	28
Once a month	4
A few times a month	6
Once a week	2
A few times a week	4
Every day	2

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

More than half of Catholics say they pay at least “quite a bit” of attention to national news on television or in daily newspapers. More than eight in ten pay at least “some” attention.



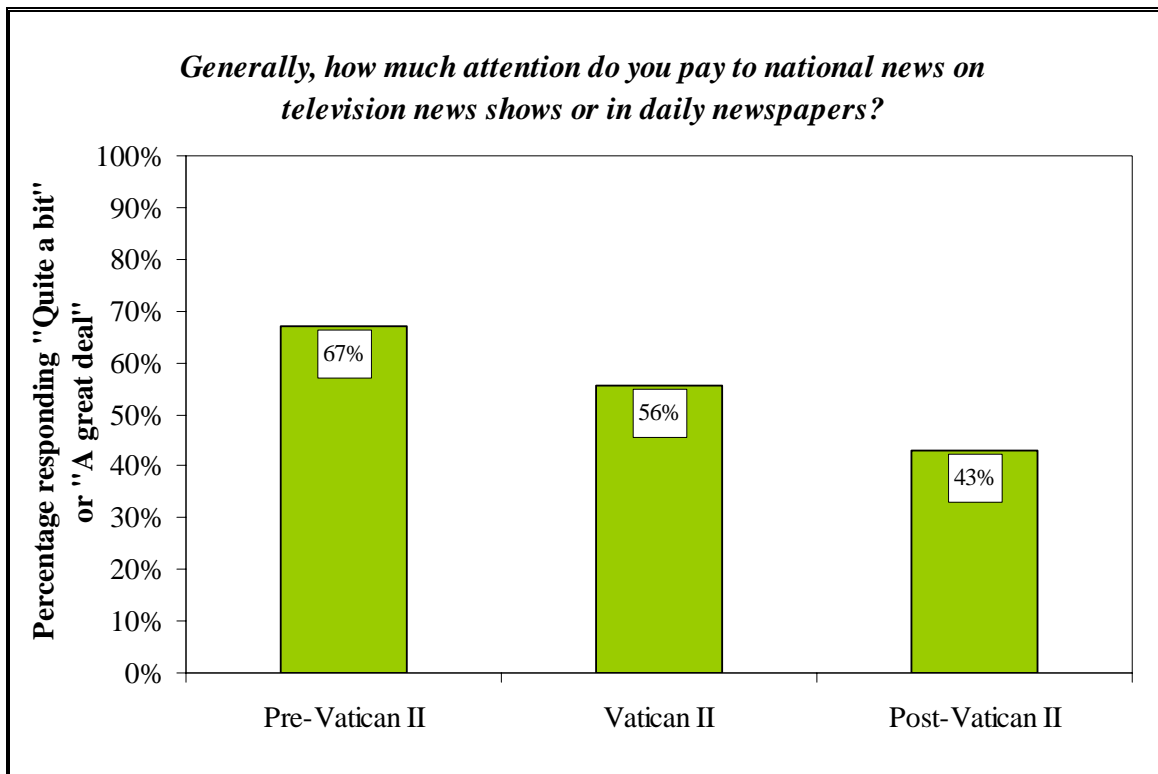
This question is designed to measure general attention to news media and will be used for important sub-group comparisons throughout the report. However, there are many demographic sub-group differences related to responses to this question.

Sub-Group Differences

The biggest difference is with age. 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.”⁹ 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.¹⁰ Some have referred to this bifurcation as an analog/digital divide.



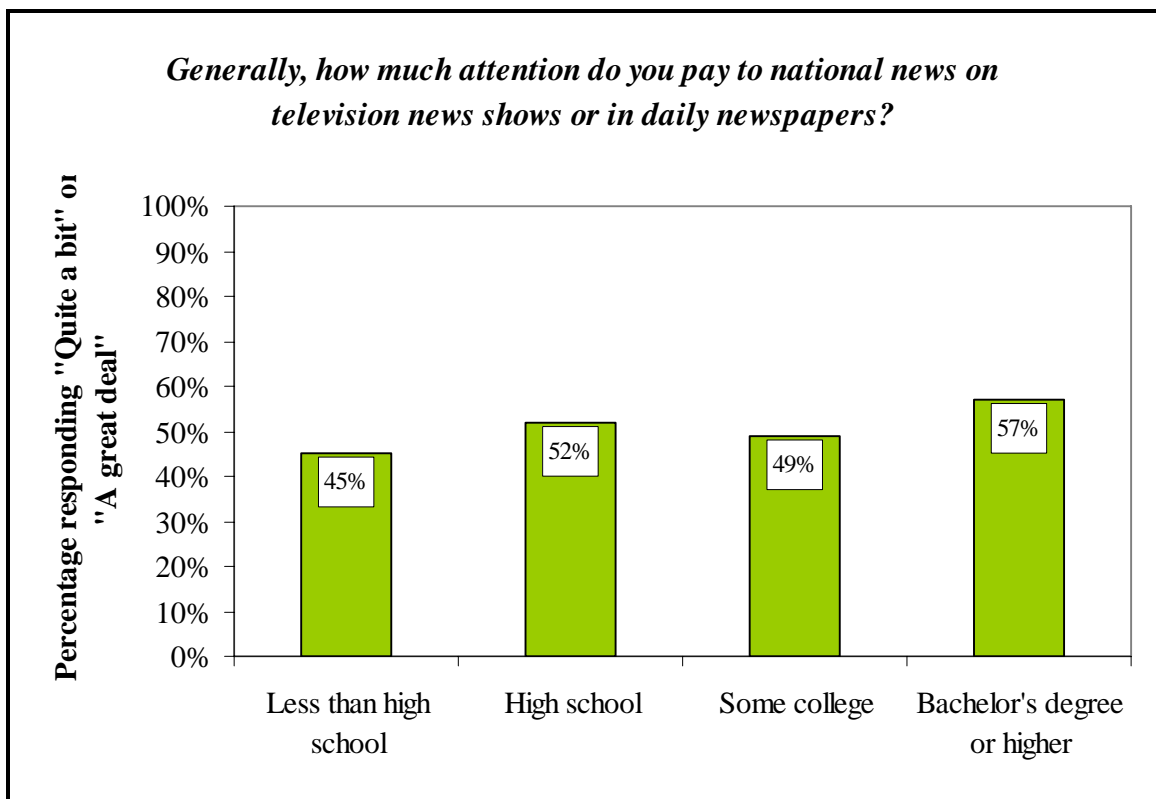
⁹ Kathleen Hall Jamieson quoted in June 16, 2004 *Washington Post* article authored by Paul Farhi, entitled, “Voters Are Harder to Reach As Media Outlets Multiply” (page A01).

¹⁰ 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, more than two-thirds of Pre-Vatican II Catholics say they pay at least “quite a bit” of attention to national news, whereas 56 percent of Vatican II and 43 percent of post-Vatican II Catholics respond similarly.

Many of the other sub-group differences for news attention are indirectly related to age. For example, 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 (58 percent compared to 49 percent).

One important sub-group that has a clear effect independent of age is education. As the graph below indicates, Catholics who have earned a bachelor’s degree are more likely than those who have not to pay “quite a bit” or a “great deal” of attention to national news.



These patterns of attention related to age and having earned a college degree are related to many other media use patterns described throughout the rest of this report.

Subscription to a Secular Daily Newspaper

Some 44 percent of adult Catholics subscribe to a daily newspaper for their local area. Among non-subscribers a third buys a newspaper off the rack or in a store with some frequency. Twenty-three percent of respondents do not subscribe nor purchase a newspaper in some other way.

Subscription to a Secular Daily Newspaper	
Percentage of respondents in each category	
Subscribes to a daily newspaper for their local area	44%
Non-subscriber but buys a paper off the rack or in a store	
<i>Everyday</i>	4
<i>A few times a week</i>	5
<i>Once a week</i>	6
<i>A few times a month</i>	7
<i>Once a month</i>	2
<i>Less frequently</i>	8
Non-subscriber, non-purchaser	23

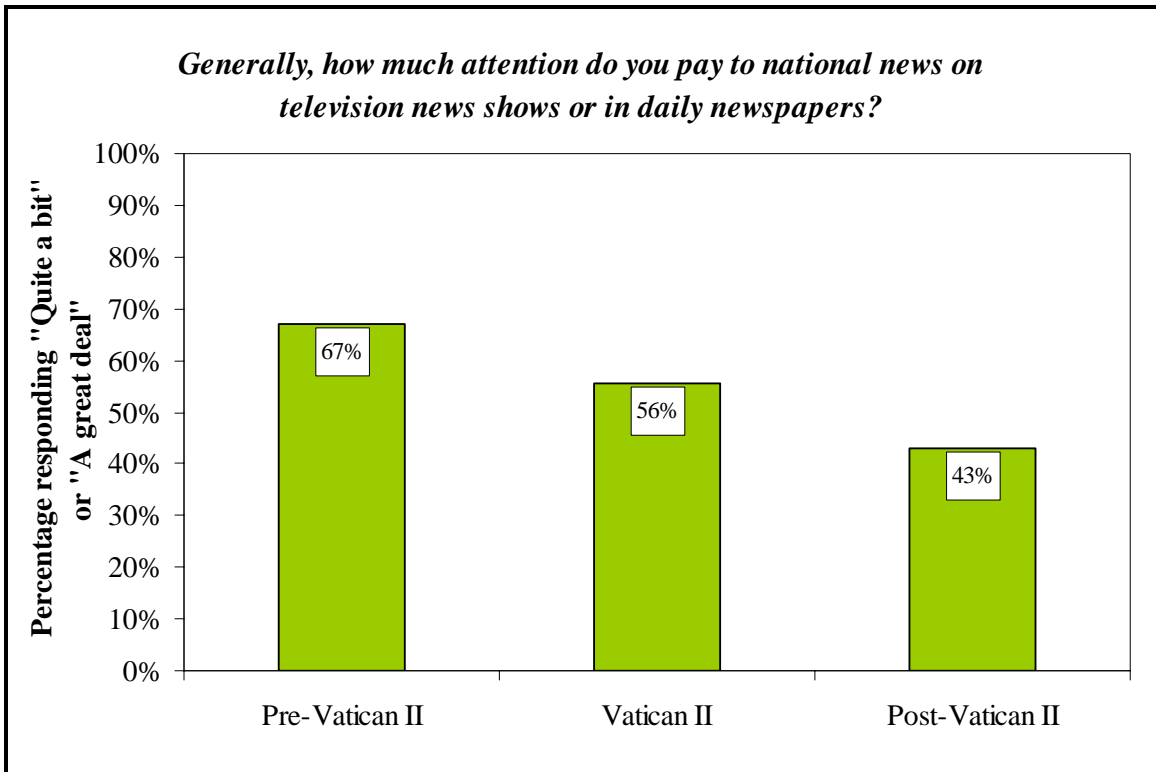
Sub-Group Differences

As might be expected, those adult Catholics who pay at least “quite a bit” of attention to national news are more likely than those who pay less attention to subscribe to a daily newspaper. Some 57 percent of Catholics who pay “quite a bit” or “a great deal” of attention to national news subscribe, compared to 34 percent of those who pay at least “some” attention, and 25 percent who pay “very little” attention or “none.”

Income is also an important factor. Fifty-two percent of adult Catholics in households earning \$60,000 or more per year subscribe, compared to 45 percent of those living in households with incomes of \$25,000 to \$59,999, and 33 percent of those earning less than \$25,000 per year.

Non-Hispanic White respondents are more likely to subscribe than Catholics of other races and ethnicities. Fifty-one percent of non-Hispanic Whites subscribe, compared to 35 percent of non-Hispanic Black respondents and 32 percent of respondents self-identifying as Hispanic.

The biggest differences, as shown on the next page, are again related to generation. Seven in ten Pre-Vatican II Catholics subscribe to a newspaper, compared to about half of Vatican II Catholics and about a third of Post-Vatican II Catholics.



Along with these large differences in age there are also indirect associations between levels of Mass attendance and parish registration. Six in ten Catholics who attend Mass at least once a week subscribe, compared to four in ten who attend less frequently. Fifty-two percent of respondents who are registered at a parish subscribe, as compared to a third of non-registrants.

There is one regional difference of note. Fifty-four percent of Midwest Catholics subscribe to a daily newspaper compared to 42 percent of Catholics living in other regions.

Diocesan Newspaper Readership

Ninety-one percent of adult Catholics live in dioceses with a diocesan news publication.¹¹ As shown below, both within these dioceses and among all dioceses, a quarter of adult Catholics say they have read their diocesan newspaper in the last six months.

<i>In the last six months have you read your diocesan newspaper?</i>		
Percentage responding:		
	All Respondents	Respondents in dioceses with publications¹²
Yes	25%	25%
No	75	75
 <i>Do you read any diocesan newspapers from outside your arch/diocese instead of or in addition to your diocesan newspaper?</i>		
Percentage responding:		
	All Respondents	Respondents in dioceses with publications
Yes	5%	5%
No	95	95

Additionally, five percent of Catholics report that they read a diocesan newspaper from outside their diocese.

¹¹ Technically, these are not all in a traditional newspaper format. Some are more of a newsmagazine style and some are published as often as every week, while some others are produced every two months.

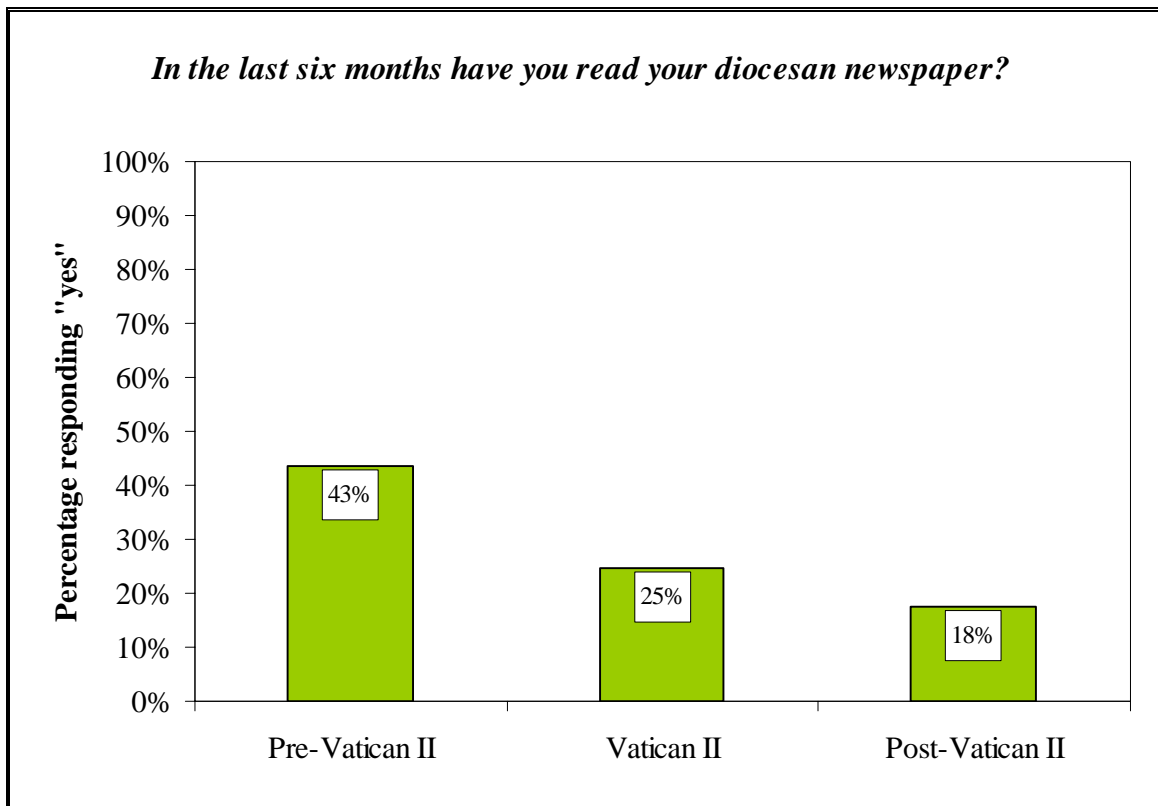
¹² As listed in the *2005 Catholic Press Directory*. County FIPS codes for each respondent were converted to diocesan location by CARA and then matched to this source. Respondents were shown the question above and the title of their diocesan newspaper, where applicable.

Sub-Group Differences

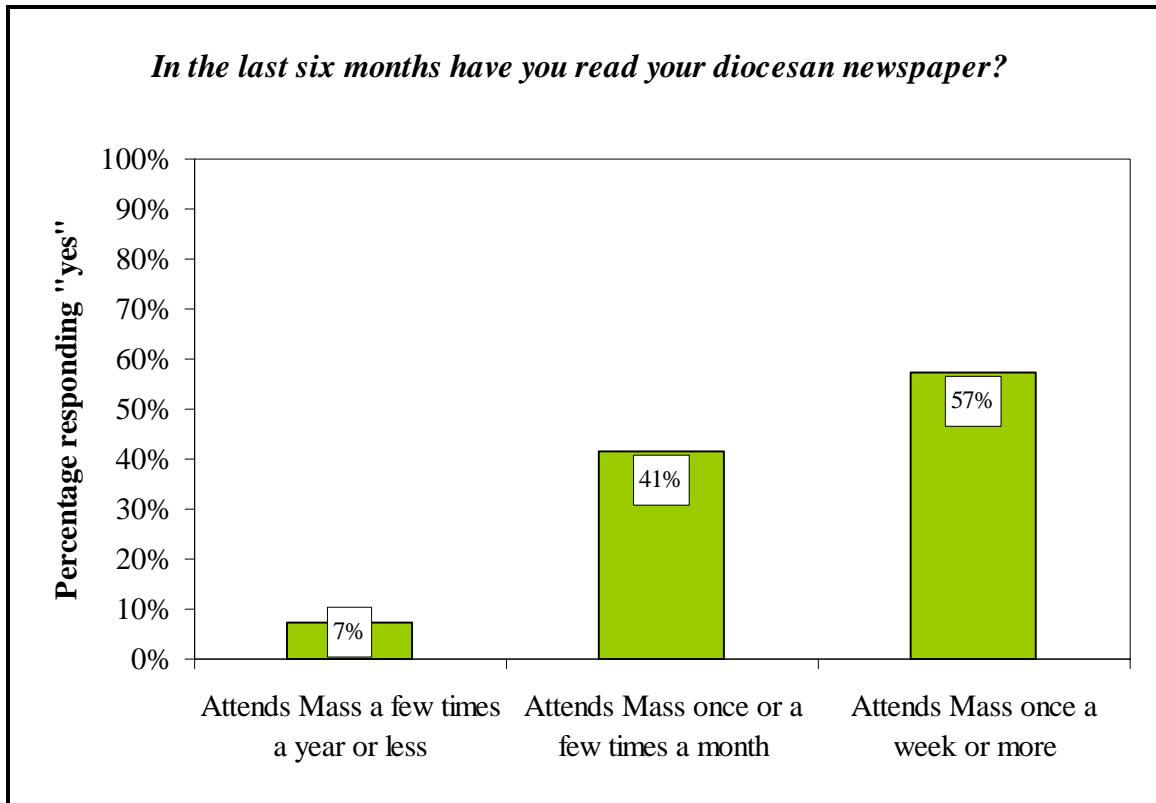
Sub-group differences in readership of diocesan newspapers are strongly related to general attention to national news, generation, and Mass attendance.

Three in ten adult Catholics who pay at least “quite a bit” of attention to national news say they have read their diocesan newspaper in the last six months. By comparison 23 percent of those who pay “some” attention to national news have read their diocesan paper during this period, as have 12 percent of Catholics who only pay “very little” or less attention to national news.

More than four in ten Pre-Vatican II Catholics have read their diocesan newspaper in the last six months. Only a quarter of Vatican II Catholics have read their paper during this period, as have fewer than one in five Post-Vatican II Catholics.



As shown in the graph on the next page, Catholics who attend Mass at least once a month are much more likely than those attending less frequently to have read their diocesan paper in the last six months. Nearly six in ten of those attending Mass once a week or more have read their paper in the last six months. Four in ten of those attending one or a few times a month have done the same. Just 7 percent of those Catholics who attend Mass a few times a year or less often have read their diocesan newspaper in the last half year.



Parish registration is also important. Four in ten of those registered with a parish have read their diocesan newspaper in the last six months, compared to 4 percent of those who are not registered with a parish. There are several other sub-group differences of note. These include:

- Catholics who subscribe to a secular daily newspaper are more likely than those who do not to have read their diocesan newspaper in the last six months (34 percent compared to 18 percent).
- Non-Hispanic Black Catholics are more likely than those of other races and ethnicities to have read their diocesan paper during this period (45 percent compared to 24 percent).
- Female respondents are more likely than males to have read their paper (29 percent compared to 21 percent).
- Catholics in the Midwest and South are more likely to have read than those in the Northeast and West (29 percent compared to 21 percent).
- Catholics who have attended a Catholic high school are more likely than those who have not to read their diocesan newspaper (33 percent compared to 23 percent).
- Similarly those attending a Catholic college or university are more likely to have read this in the last six months than those who did not attend a Catholic college or university (41 percent compared to 25 percent).

Frequency of Reading Diocesan Newspaper

Overall, three in ten adult Catholics who have read their diocesan newspaper in the last six months, say they have done so on a weekly basis. However, many diocesan newspapers publish less frequently. This does not preclude the possibility that some Catholics are reading bi-weekly or monthly publications over the span of more than one week. About seven in ten Catholic readers of diocesan newspapers say they read their paper at least once a month.

Typically how often do you read your diocesan newspaper?
 Percentage among those who have read at least once in the last six months responding as such:

	All Respondents	In dioceses with weekly papers	In dioceses with bi-weekly papers	In dioceses with monthly or less frequently published papers
Once a week	31%	44%	29%	5%
Few times a month	15	14	21	8
Once a month	23	13	15	48
Few times a year	27	24	29	39
Once a year	2	3	3	0
Less often or never	3	2	3	0

Some 44 percent of Catholics who have read their diocesan newspaper in the last six months, have done so weekly, in those dioceses that publish weekly (43 percent of Catholics live in dioceses with weekly publications).

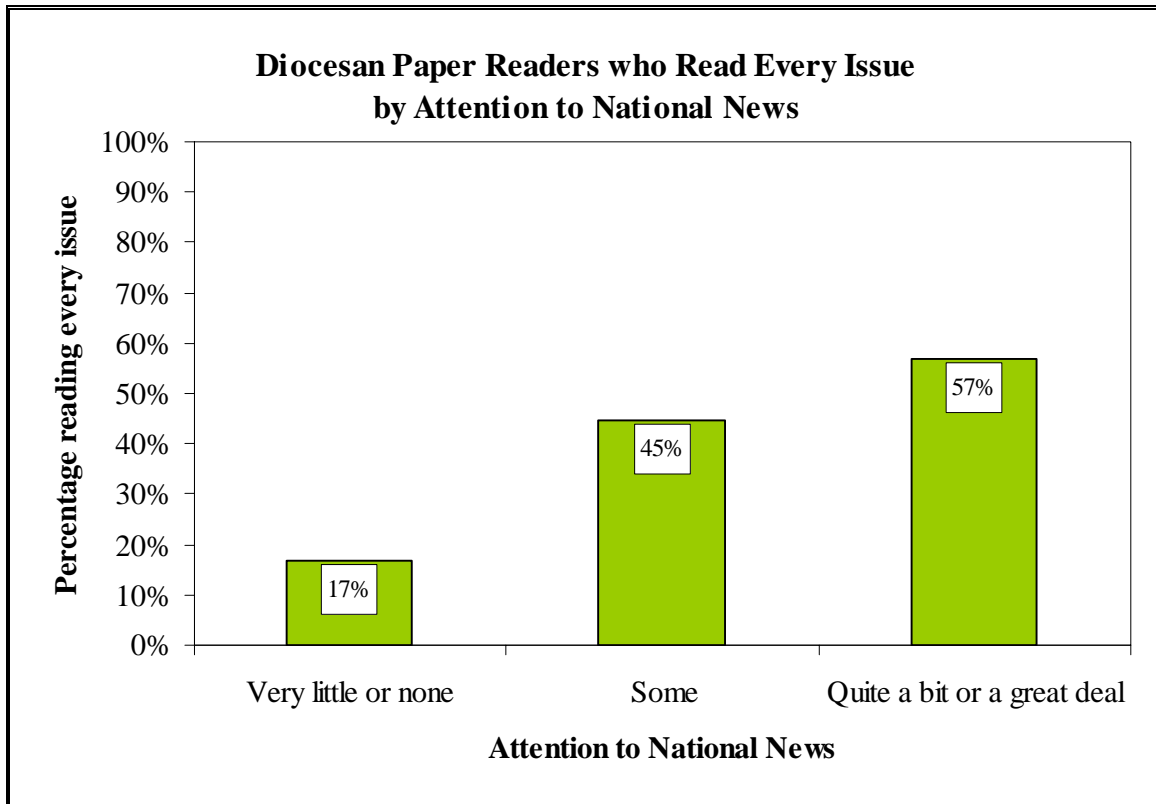
Nearly three in ten Catholic readers in dioceses with bi-weekly publications say they read this paper weekly. This may be Catholics revisiting this publication multiple times over the span of two weeks. About one in five report reading the bi-weekly papers a few times a month. Thus, overall half of Catholics readers of diocesan newspapers in dioceses with bi-weekly papers read this publication every time it is published (31 percent of Catholics live in dioceses with a bi-weekly publication).

Some 48 percent of readers in dioceses that have publications that are produced once a month or less frequently say they read these once a month. Thirteen percent report more frequent readership. Thus, overall six in ten Catholic readers of diocesan newspapers in dioceses with papers produced monthly or less frequently say they read this publication every time it is published (17 percent of Catholics live in dioceses with publications that are monthly or bi-monthly).

Sub-Group Differences

For sub-group differences we compare those reader respondents who report that they read every issue as compared to those who read their diocesan publication but not every issue.

Readers of diocesan newspapers who pay “quite a bit” or “a great deal” of attention to national news are more likely than those who pay less attention to read every issue of their diocesan paper.

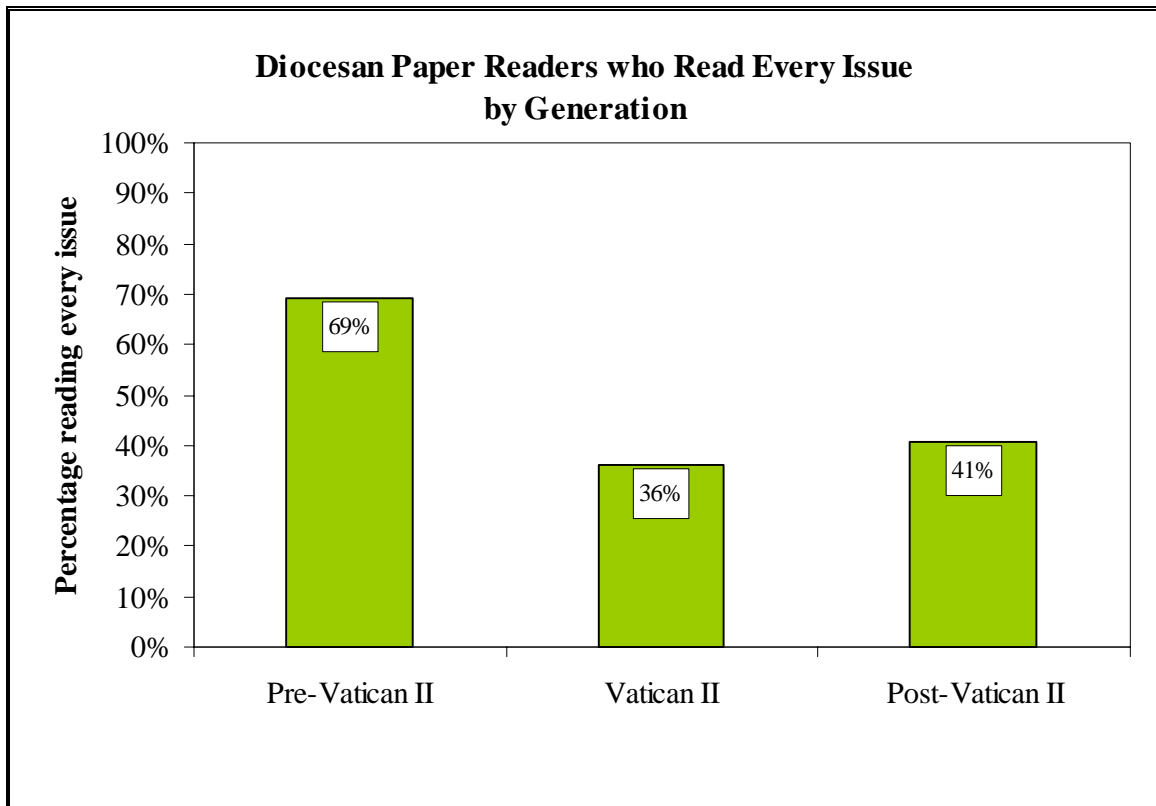


As one might expect, Mass attendance is also an important factor. Some 64 percent of readers of diocesan newspapers who attend Mass once a week or more read every issue of their diocesan paper, compared to 44 percent of those who attend once or a few times a month, and 17 percent of those who rarely or never attend Mass. Readers who are registered at a parish are much more likely than those who are not to read every issue (52 percent compared to 7 percent).

Catholic readers of diocesan newspapers with the lowest levels of household income and educational attainment are more likely to read every issue of their diocesan paper. For example, 61 percent of those in households earning less than \$25,000 read every issue, as compared to 44 percent of those in households earning \$60,000 or more. Similarly, 56 percent of those who only have a high school education read every issue as compared to 46 percent of those with some college and 39 percent of those with a four-year college degree or higher level of education.

Non-Hispanic Black readers are more likely than non-Hispanic White readers and Hispanic readers to read every issue of their diocesan paper (67 percent compared to 49 percent and 45 percent, respectively).

About seven in ten readers of the Pre-Vatican II Generation read every issue of their diocesan paper, whereas about four in ten of those readers born after 1942 read every issue.



There are three other sub-group differences of note. Female readers are more likely than male readers to read every issue of their diocesan paper (54 percent compared to 43 percent). Readers in the West are more likely than those in other regions to read every issue (58 percent compared to 48 percent). Readers who attended a Catholic elementary school are more likely than those who did not to read each issue of their diocesan publication (50 percent compared to 40 percent).

Recent Non-Readers

Those respondents who say they had not read their diocesan newspaper in the last six months were asked if they had *ever* read their diocesan newspaper. About a quarter of those who have not recently read their paper say that they have at some point in the past. This proportion does not change when excluding those dioceses that do not currently have publications are excluded from the comparison.¹³

¹³ In some dioceses that currently do not have a publication, a respondent could have read a publication in the past that is no longer printed.

Have you ever read your diocesan newspaper?

Percentage of those having not read their diocesan paper in the last six months responding:

	All Respondents	Respondents in dioceses with publications
Yes	26%	26%
No	62	64
My diocese does not have a newspaper I am aware of	12	10

Even when excluding those respondents in dioceses without publications, 10 percent of non-recent readers are unaware that their diocese has a newspaper.

Sub-Group Differences

Even among those who have not read their diocesan paper in the past six months, Mass attendance is an important factor in the likelihood that they have ever read it. Some 48 percent of non-recent readers who attend Mass once a week or more say they have read their diocese’s publication at some point compared to 45 percent of those who attend at least once a month, but not weekly, and 18 percent of those who attend Mass less often. Thirty seven percent of non-recent readers who are registered at a Catholic parish have read their diocesan paper at some point compared to 16 percent of those who are not registered.

Generational differences are also important, but there are not the steep differences noted in previous sections. Thirty-eight percent of non-recent readers of the Pre-Vatican II Generation have read their diocese’s news publication at some point, compared to 29 percent of the Vatican II Generation, and 21 percent of the Post-Vatican II Generation.

Results by news attention and household income also exhibit some sub-group differences. Some 28 percent of those who are not recent readers of their paper but who pay at least “some” attention to national news have read their diocesan paper at some point compared to 17 percent of those who pay “very little” or no attention to national news. Some 32 percent of non-recent readers in households earning \$60,000 or more a year have read their diocese’s news publication at some point, compared to 23 percent of those with lower household incomes.

Subscriptions to Diocesan Newspapers

Fewer than one in five adult Catholics who say they are aware of a newspaper published by their dioceses has a subscription to this publication. When restricting the sample to those respondents in dioceses with publications, 18 percent say they subscribe. Breaking this out by type of subscription, 6 percent report having a subscription paid for by their household, 10 percent have a subscription made thorough their parish, and 2 percent are unsure of how their household is subscribed.

<i>Do you have a home subscription to your diocesan newspaper?</i>		
Percentage of those aware of a diocesan newspaper responding:		
	All Respondents	Respondents in dioceses with publications
Yes	17%	18%
<i>If yes, is this something you or your household subscribes to...</i>	5	6
<i>Or is it a subscription made by your parish</i>	10	10
<i>Don't know</i>	2	2
No	83	82

Sub-Group Differences

As might be expected, Mass attendance and parish registration are important sub-group factors. Among Catholics in dioceses with publications (who are aware of these papers), 47 percent of weekly Mass attenders are subscribers, compared to 19 percent of those who attend Mass at least once a month but not weekly, and just 7 percent of those attending less often. Some 29 percent of Catholics registered with a parish are subscribers, compared to only 1 percent of those who are not registered.

Generation is also an important factor. Some 41 percent of Pre-Vatican II Catholics in dioceses with publications subscribe, compared to 15 percent of Vatican II Catholics and 11 percent of Post-Vatican II Catholics. Other important sub-group differences include:

- Those in the Midwest are much more likely than those in other regions to have a subscription (27 percent compared to 15 percent).
- Hispanics are much *less* likely to subscribe than those of other races and ethnicities (9 percent compared to 21 percent).
- Those who attended a Catholic college or university are more likely to subscribe than those who did not (29 percent compared to 18 percent).
- Those paying at least “quite a bit” of attention to national news are more likely than those only paying “some” attention or paying “very little” or no attention to subscribe (22 percent compared to 15 percent and 12 percent, respectively).

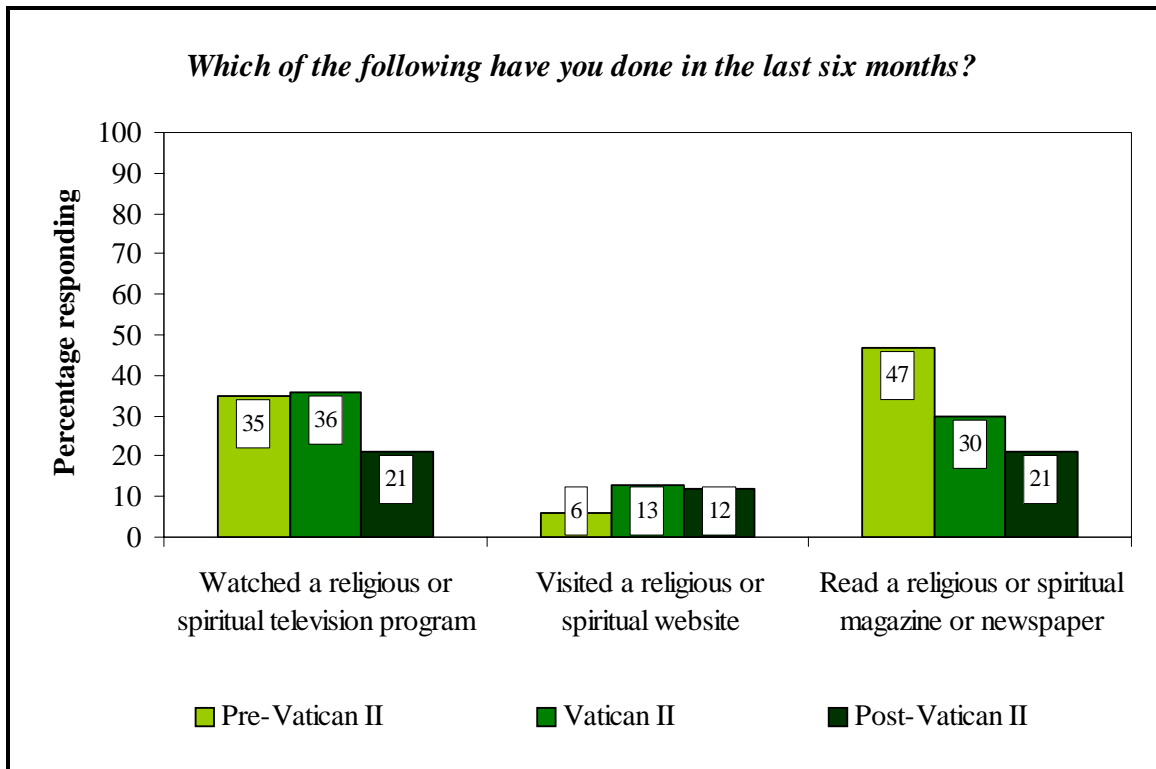
General Religious or Spiritual Media Use

Nearly three in ten adult Catholics have watched a religious or spiritual television program or read a religious or spiritual magazine or newspaper in the last six months. Nearly a quarter read a religious or spiritual book during the last six months. About one in ten have listened to a religious or spiritual radio program, visited a religious or spiritual website, purchased a religious or spiritual book, or watched a religious or spiritual video or DVD.

<i>Which of the following have you done in the last six months?</i>	
Percentage responding:	
Watched a religious or spiritual television program	28%
Read a religious or spiritual magazine or newspaper	28
Read a religious or spiritual book	23
Listened to a religious or spiritual radio program	12
Visited a religious or spiritual website	11
Purchased a religious or spiritual book	10
Watched a religious or spiritual video or DVD	9

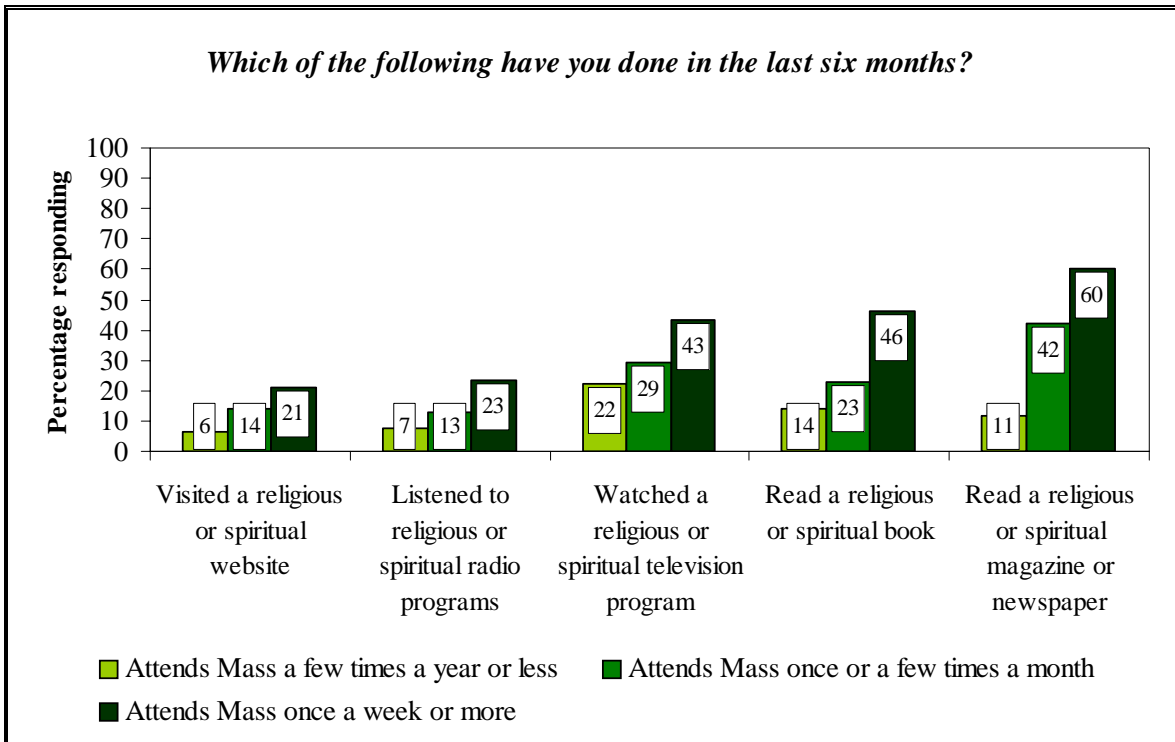
Sub-Group Differences

There are generational differences in the use of religious and spiritual media.



Pre-Vatican II and Vatican II Generation Catholics are more likely than younger Catholics to have watched a religious or spiritual television program in the last six months. Post-Vatican II and Vatican II Generation Catholics are more likely than older Catholics to have visited a religious or spiritual website. Pre-Vatican II Catholics are more likely than younger Catholics to have read a religious or spiritual magazine or newspaper.

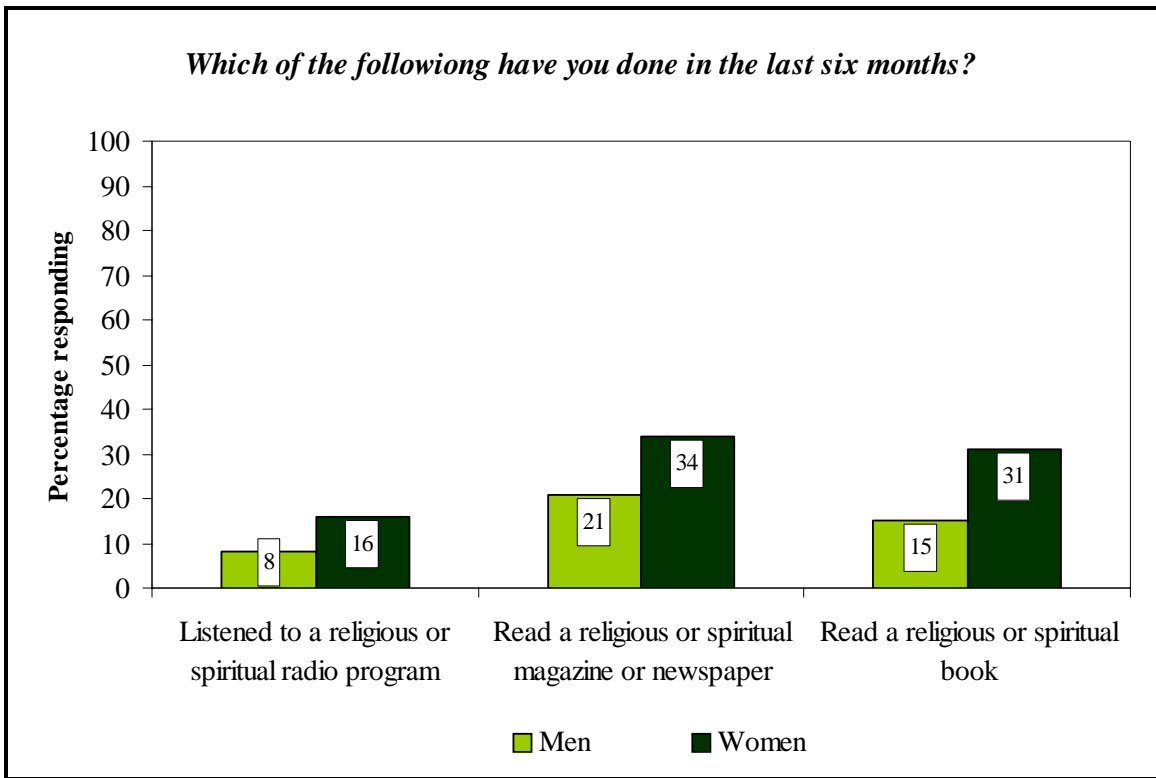
As one might expect there are differences in religious and spiritual media use by Mass attendance. In general, Catholics who attend weekly are the most likely to use all forms of religious or spiritual media in the last six months. Those attending Mass with the least frequency are the least likely to use these media.



Similar patterns are evident among those who are or are not registered at a Catholic parish. In general, those who are registered are about twice as likely than those who are not to have used all the listed media in the last six months.

Catholics who say they pay at least “some” attention to national news on television or in newspapers are more likely than those paying less attention to have watched a religious or spiritual television program (31 percent compared to 16 percent) or read a religious or spiritual newspaper or magazine (32 percent compared to 11 percent) in the last six months.

Female Catholics are more likely than male Catholics to have listened to a religious or spiritual radio program or read a religious or spiritual magazine, newspaper, or book.



One in five Catholics that have earned a bachelor’s degree have visited a religious or spiritual website in the last six months, as have one in ten Catholics that have attended some college. By comparison, just 6 percent of Catholics that have not attended college have visited such a website during this period.

Midwest Catholics are more likely than those in other regions to have read a religious or spiritual magazine or newspaper in the last six months (37 percent compared to 26 percent).

Awareness and Readership of National Catholic Print Publications

Catholics are most aware of the following national Catholic publications (10 percent or more say they have *seen* a copy of the publication before): *Catholic Digest* (33 percent), *Maryknoll* (14 percent), *Our Sunday Visitor* (11 percent), and *Liguorian* (10 percent).¹⁴

<u>Title (reported circulation)</u>	Catholics aware of publication	Catholics reading the publication	Catholics aware of publication who read it
<i>Catholic Digest</i> (350,000)	32.8%	7.5%	22.8%
<i>Maryknoll</i> (600,000)	14.4	2.5	17.6
<i>Our Sunday Visitor</i> (64,000)	11.2	2.8	24.8
<i>Liguorian</i> (190,000)	9.8	1.7	17.9
<i>St. Anthony Messenger</i> (301,000)	8.2	3.1	37.9
<i>U.S. Catholic</i> (40,000)	8.0	1.7	21.8
<i>The Family Digest</i> (150,000)	6.7	0.7	10.6
<i>Living Faith</i> (750,000)	6.1	2.0	32.5
<i>My Daily Visitor</i> (33,000)	5.8	0.5	8.2
<i>Catholic Parent</i> (24,000)	4.8	0.8	16.7
<i>Magnificat</i> (170,000)	3.9	1.3	34.7
<i>The Word Among Us</i> (375,000)	3.5	1.1	31.8
<i>America</i> (46,609)	3.3	0.5	14.3
<i>National Catholic Register</i> (37,000)	3.3	0.8	23.8
<i>MISSION</i> (1,000,000)	2.9	0.3	11.1
<i>The Catholic Answer</i> (34,000)	2.8	0.7	25.7
<i>National Catholic Reporter</i> (45,000)	2.7	1.1	41.2
<i>Faith & Family</i> (30,000)	2.6	1.0	36.4
<i>Commonweal</i> (21,000)	2.3	0.6	27.6
<i>Inside the Vatican</i> (15,000)	2.3	0.6	27.6
<i>Faith</i> (78,905)	1.9	0.8	41.7
<i>This Rock</i> (16,420)	1.5	0.2	10.5
<i>L'Observatore Romano</i> (5,211)	1.3	0.3	23.5
<i>The Wanderer</i> (38,000)	1.3	0.5	35.3
<i>In A Word</i> (38,000)	1.2	0.2	13.3
<i>Origins</i> (8,300)	0.8	0.3	40.0
<i>Crisis</i> (32,000)	0.7	0.1	11.1
<i>Spirit</i> (27,228)	0.7	0.0	0.0
<i>Leaves</i> (49,776)	0.6	0.0	0.0
Other	2.7	1.7	--
None of the Above	46.3	--	--

¹⁴ The table includes tenths of a percent in order to distinguish between rankings and awareness and readership below 1 percent. However, in the discussion of results we round to a whole number.

More than 5 percent but less than 10 percent have seen an issue of the following publications:

- *St. Anthony Messenger*
- *U.S. Catholic*
- *The Family Digest*
- *Living Faith*
- *My Daily Visitor*
- *Catholic Parent*

Publications that have between 2 percent and 5 percent awareness among Catholics include:

- *Magnificat*
- *The Word Among Us*
- *America*
- *National Catholic Register*
- *Mission*
- *The Catholic Answer*
- *National Catholic Reporter*
- *Faith & Family*
- *Commonweal*
- *Inside the Vatican*
- *Faith*
- *This Rock*

Less than 2 percent of Catholics have seen the following publications:

- *L'Obsservatore Romano*
- *The Wanderer*
- *In A Word*
- *Origins*
- *Crisis*
- *Spirit*
- *Leaves*

Nearly 3 percent of adult Catholics say they have seen a national Catholic magazine or newspaper that was not listed and nearly 2 percent indicate having read a publication that was not listed in the last six months.

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 readership totals from the survey data. However, as a rule of thumb, every 1 percentage point is approximately equivalent to 500,000 Catholic adults.¹⁵

Each respondents was asked the following regarding the publications that they indicated they had seen before: “*In the last six months have you read any of the following national Catholic newspapers or magazines?*”

The second column of the table reports the percentage of Catholics that have read each of these publications in the last six months. Some 7.5 percent of Catholics have read *Catholic Digest* at least once in the last six months. That is equivalent to 3.75 million Catholics for a publication with an estimated circulation of 350,000.

Other Catholic publications with large numbers of readers (read by at least 1 percent of the adult Catholic population) include:

- *St. Anthony Messenger* – 3.1 percent (1.55 million readers)
- *Our Sunday Visitor* – 2.8 percent (1.4 million readers)
- *Maryknoll* – 2.5 percent (1.25 million readers)
- *Living Faith* – 2.0 percent (1 million readers)
- *Liguorian* – 1.7 percent (850,000 readers)
- *U.S. Catholic* – 1.7 percent (850,000 readers)
- *Magnificat* – 1.3 percent (650,000 readers)
- *The Word Among Us* – 1.1 percent (550,000 readers)
- *National Catholic Reporter* – 1.1 percent (550,000 readers)
- *Faith & Family* – 1.0 percent (500,000 readers)

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

Sub-Group Differences

On the next page we present a table reporting the differences in awareness of publications by generation. Generally Pre-Vatican II Catholics are more likely than younger Catholics to be aware of most publications – especially those that have the highest overall awareness among Catholics in general such as *Catholic Digest*, *Maryknoll*, *Our Sunday Visitor*, *Liguorian*, *St. Anthony Messenger*, and *America*. There are some exceptions, however. For example, Vatican II and Post-Vatican II Catholics are more likely than Pre-Vatican II Catholics to be aware of *U.S. Catholic*, *Catholic Parent*, *National Catholic Register*, and *Faith & Family*.

¹⁵ CARA Catholic Polls consistently estimate that between 22 and 23 percent of the adult population in the U.S. self identifies as Catholic. Taking this proportion of the most recent Census Bureau estimates for the size of the U.S. adult population we estimate that 1 percent of adult Catholic population is approximately equivalent to 500,000 persons.

Awareness of National Catholic Print Publications by Generation

<u>Title (reported circulation)</u>	Pre-Vatican II Generation	Vatican II Generation	Post-Vatican II Generation
<i>Catholic Digest</i> (350,000)	48.3%	40.8%	24.1%
<i>Maryknoll</i> (600,000)	24.1	18.1	9.5
<i>Our Sunday Visitor</i> (64,000)	24.0	12.5	6.1
<i>Liguorian</i> (190,000)	17.4	12.2	5.9
<i>St. Anthony Messenger</i> (301,000)	20.7	8.9	3.2
<i>U.S. Catholic</i> (40,000)	5.8	10.6	7.9
<i>The Family Digest</i> (150,000)	6.2	7.0	7.2
<i>Living Faith</i> (750,000)	5.8	7.2	5.9
<i>My Daily Visitor</i> (33,000)	8.3	7.8	4.0
<i>Catholic Parent</i> (24,000)	2.5	6.7	4.8
<i>Magnificat</i> (170,000)	4.1	2.8	4.7
<i>The Word Among Us</i> (375,000)	6.6	2.2	3.2
<i>America</i> (46,609)	7.0	1.4	3.2
<i>National Catholic Register</i> (37,000)	1.7	5.6	3.1
<i>MISSION</i> (1,000,000)	6.2	1.7	2.6
<i>The Catholic Answer</i> (34,000)	2.5	4.2	2.3
<i>National Catholic Reporter</i> (45,000)	3.3	2.8	2.4
<i>Faith & Family</i> (30,000)	0.8	3.9	2.6
<i>Commonweal</i> (21,000)	2.1	2.2	2.6
<i>Inside the Vatican</i> (15,000)	2.5	3.1	1.9
<i>Faith</i> (78,905)	2.1	1.1	2.4
<i>This Rock</i> (16,420)	0.0	1.7	2.1
<i>L'Obssevatore Romano</i> (5,211)	1.2	2.5	0.8
<i>The Wanderer</i> (38,000)	0.8	1.7	1.4
<i>In A Word</i> (38,000)	1.2	1.7	1.0
<i>Origins</i> (8,300)	0.0	0.6	1.3
<i>Crisis</i> (32,000)	0.4	0.3	1.1
<i>Spirit</i> (27,228)	0.4	0.6	1.0
<i>Leaves</i> (49,776)	1.2	0.6	0.5
Other	4.1	1.4	3.2
None of the Above	31.0	45.7	55.3

Only about three in ten Pre-Vatican II Catholics say they have never seen any of the publications listed. By comparison, 46 percent of Vatican II Catholics say they have never seen any of these and 55 percent of Post-Vatican II Generation Catholics responded similarly.

Catholics who attend Mass at least once a week are most likely to be aware of most of the publications. Overall, only two in ten Catholics who attend Mass weekly or more often say they have never seen any of the publications listed, compared to 35 percent of those attending Mass once or a few times a month and 62 percent of those

attending a few times a year or less often. Similar differences are evident among those who are and who are not registered at a Catholic parish (38 percent compared to 62 percent) and those who do and do not read their diocesan newspaper (21 percent compared to 57 percent).

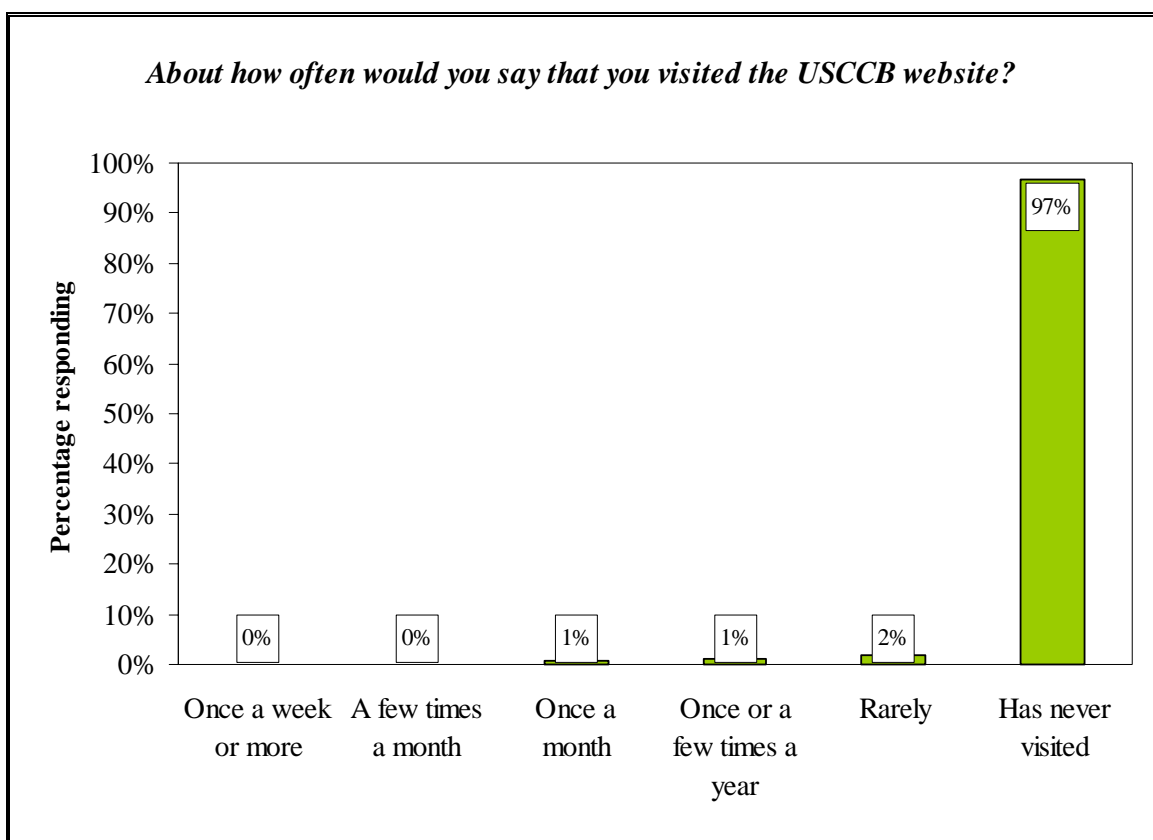
Other important factors for awareness include attention to national news, highest level of education, gender, and region. Catholics who pay at least “quite a bit” of attention to national news, who have college or graduate degrees, who live in the Midwest, and who are female are among the least likely to say they have never seen any of the publications listed. Those who have attended a Catholic high school or college are also less likely than those who have not to say they have never seen any of the publications listed.

Below are profiles of the readers of the most widely read publications. Overall, their average readers are in their 50s or 60s, more likely female than male, about one in five have a college degree, and have a median household income between \$35,000 and \$49,999 per year. *Maryknoll* has the most male readers, and *Liguorian* has the youngest readership of the top five publications.

Profile of Readers for Top Publications					
	<i>Catholic Digest</i>	<i>Maryknoll</i>	<i>Our Sunday Visitor</i>	<i>Liguorian</i>	<i>St. Anthony Messenger</i>
Average age	55	59	62	51	60
Female	62%	49%	65%	54%	87%
College degree	18%	31%	20%	21%	24%
Attending Mass at least once a week	48%	63%	85%	63%	54%
Median household income	\$35,000 to \$39,999	\$35,000 to \$39,999	\$40,000 to \$49,999	\$40,000 to \$49,999	\$40,000 to \$49,999

Use of the USCCB Website

Respondents were asked, “Have you ever visited the website for the United States Conference of Catholic Bishops (USCCB)?” Some 3.3 percent of Catholics responded “yes.” These respondents were then asked, “About how often would you say that you visit the USCCB’s website?” The graph below summarizes the responses to these two questions.



It is important to note again that even the small percentage of respondents indicating usage of the site represents millions of users (approximately 1.65 million).

Sub-Group Differences

Five percent of Post-Vatican II Catholics have visited the USCCB website compared to 2 percent of Vatican II Catholics and 1 percent of Pre-Vatican II Catholics. Some 7 percent of Catholics who attend Mass at least once a month have visited the site compared to one percent of those attending Mass less frequently. Among those Catholics who attended college, those that went to a Catholic college or university are more likely than those who attended a college that was not affiliated with the Catholic Church to have visited the USCCB website (9 percent compared to 4 percent).

Those that had visited the USCCB website were asked about the information and features they looked for.¹⁶ More than four in ten visitors said they were looking for the Catholic catechism or Church teachings or Church news.

Which types of information or features have you looked for on the USCCB website?¹⁷
 Percentage of Catholics who have visited the USCCB website responding:

The Catholic catechism or Church teachings	48%
Church news	43
Bible readings	33
Church documents, books, or other publications	31
The Church's pro-life, social service, or social justice activities	21
Catholic schools or religious education	19
Movie reviews	17
Church ministries (e.g., Hispanic ministry, ministry to family and children, etc.)	14
Streaming video	2
“Other”	12

A third of visitors were looking for Bible readings and three in ten sought Church documents, books, or other publications. One in five was looking for information on the Church’s activities related to pro-life, social service, or social justice. A similar number sought information about Catholic schools or religious education. Some 17 percent used the movie reviews. Fourteen percent were looking for information or content about specific Church ministries. Just 2 percent sought streaming video. Some 12 percent indicated they were seeking or using some information or feature not listed.

¹⁶ There are too few such respondents to analyze sub-group differences.

¹⁷ Respondents were instructed to check all that apply.

Visits to Religious or Spiritual Websites

One in 20 adult Catholics has visited a website of a Catholic parish in the last six months. The same percentage has visited a religious or spiritual site providing inspirational content such as prayers, Bible readings, or spiritual reflection.

<i>Which of these types of websites have you visited in the last six months?</i> ¹⁸	
Percentage responding:	
The website of a Catholic parish	5%
An inspirational religious or spiritual website (for example a website that provides prayers, Bible readings, or spiritual reflections)	5
The website of a Catholic diocese	3
The website of a Catholic school	3
The Vatican website	2
The website of a Catholic charity or social service agency	2
<i>Catholic Online</i> (www.catholic.org)	2
A religious news website (other than a newspaper or magazine website)	2
A message board, bulletin board, or chat room dedicated to religion or spirituality	2
The website of a religious newspaper or magazine	2
<i>MassTimes</i> (www.masstimes.org)	1
<i>CatholicWeb</i> (www.catholicweb.com)	1

- Three percent of adult Catholics have visited websites for a Catholic diocese or a Catholic school in the last six months.
- Two percent of adult Catholics have visited the Vatican website, a website for a Catholic charity or social service agency, *Catholic Online*, a religious news website, a message/bulletin board/chartroom devoted to religion or spirituality, or a website for a religious newspaper or magazine in the last six months.
- Just one percent of adult Catholics have visited *MassTimes* or *CatholicWeb* in the last six months.

Sub-Group Differences

For each of the websites listed Post-Vatican II and Vatican II Generation Catholics are more likely than Pre-Vatican II Catholics to have visited in the last six months. Similarly, Catholics attending Mass at least once a month are more likely than those attending less frequently to have visited each website listed in the last six months.

¹⁸ Respondents were instructed to check all that apply. This question was asked of those who responded “yes” to an earlier question about having visited a religious or spiritual website in the last six months. However, the table includes the percentages based on all respondents.

Use of Video on the Internet

One in five adult Catholics watches video on the Internet for entertainment purposes. Slightly fewer, 14 percent, watch news programming video on the Internet. However, just 1 percent of adult Catholics watch religious or spiritual programming video on the Internet. Some 7 percent say they watch Internet video for other purposes. Nearly three in four do not watch video on the Internet.

<i>Do you ever watch video on the Internet?</i> ¹⁹	
Percentage responding:	
Yes, for entertainment programming	20%
Yes, for news programming	14
Yes, for religious or spiritual programming	1
Yes, for other purposes	7
No	73

Sub-Group Differences

Four in ten Post-Vatican II Generation Catholics watch video on the Internet for some purpose. By comparison just 20 percent of Vatican II Catholics do the same, as do just 5 percent of Pre-Vatican II Catholics. Post-Vatican II Catholics are much more likely than their older counterparts to use Internet video to view entertainment programming (31 percent compared to 9 percent) and news programming (20 percent compared to 7 percent). However, all three generations are about equally likely to use it for viewing religious or spiritual programming.

The Catholic sub-groups most likely to use Internet video for religious or spiritual programming are: weekly Mass attenders (4 percent), those who attended a Catholic college or university (4 percent), those who have earned at least a bachelor's degree (3 percent), those living in the South (2 percent), and those with household incomes of \$60,000 or more (2 percent).

¹⁹ Respondents were instructed to check all that apply.

Catholic Religious or Spiritual Television Programming

Some 14 percent of adult Catholics have watched Sunday Mass on television in the last six months. About one in ten has watched a documentary on Catholic religious television.

<i>Which of these types of Catholic religious television programming have you watched during the last six months?</i> ²⁰	
Percentage responding:	
Sunday Mass	14%
Documentary	9
Preaching or inspirational	8
Talk or discussion	7
Religious drama	5
Prayer or devotions	4
Religious news program about the Catholic Church	4
Weekday Mass	3
Religious education (besides Bible study)	2
Bible study	2
Children's religious programming	2
Viewer call-in	1

Between 5 percent and 8 percent of adult Catholics watched the following types of Catholic religious television programming in the last six months: preaching or inspirational (8 percent), talk or discussion (7 percent), and religious drama (5 percent).

Fewer than 5 percent of respondents have watched the following Catholic religious programming: prayer or devotions (4 percent), religious news program about the Catholic Church (4 percent), weekday Mass (3 percent), religious education besides Bible study (2 percent), children's religious programming (2 percent), and viewer call-in shows (1 percent).

Sub-Group Differences

Pre-Vatican II and Vatican II Generation Catholics are slightly more likely than Post-Vatican II Catholics to have watched each type of Catholic television programming except religious education and children's religious programming.

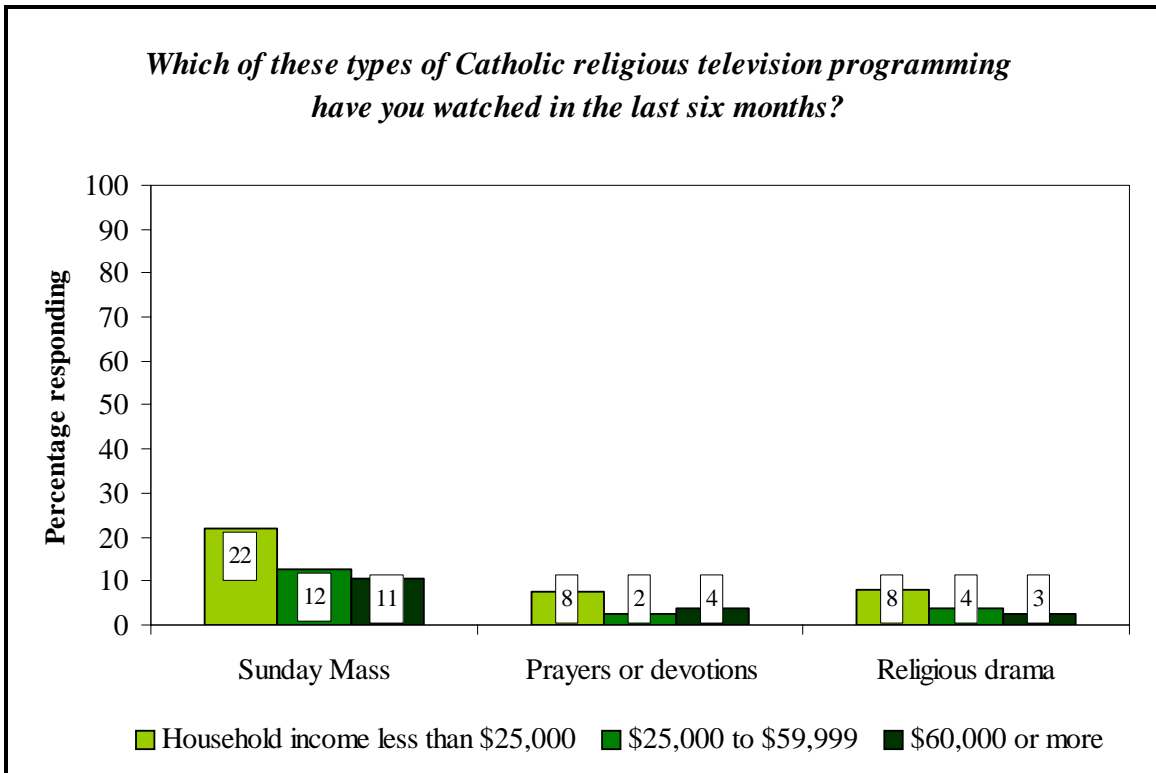
Catholics attending Mass at least once a month are more likely than those attending Mass less frequently to have watched all types of Catholic television

²⁰ This question was asked of those who responded "yes" to an earlier question about having watched a religious or spiritual television program in the last six months. However, the table includes the percentages based on all respondents.

programming listed. Some 26 percent of those Catholics who attend Mass weekly have watched Sunday Mass on television compared to 19 percent of Catholics who attend Mass once or a few times a month and 9 percent of Catholics who attend Mass less frequently. Thus, those not regularly attending Mass are not the most likely to be watching it on television.

Catholics who pay “quite a bit” or “a great deal” of attention to national news on television or in newspapers are more likely than those paying less attention to have watched a Catholic television documentary in the last six months (13 percent compared to 5 percent).

Adult Catholics living in households with combined incomes of less than \$25,000 are more likely than those in households earning more income to have watched Catholic television programming including Sunday Mass, prayers or devotions, or religious drama.



Viewership of Specific Television Content

About one in ten adult Catholics have watched Eternal World Television Network (EWTN) or television programming produced by EWTN in the last six months. Some 2 percent have watched religious television programming produced by *Faith and Values Media* during this period.

Viewership of Specific Television Content	
Percentage responding “yes”:	
During the last six months have you watched the cable television station EWTN (Eternal World Television Network) or any religious programming produced by EWTN?	9%
During the last six months have you watched religious television programming produced by <i>Faith and Values Media</i> ?	2
Have you ever seen these religious television programs?	
“Personally Speaking with Monsignor Jim Lisante”	2
“Faith Works: Across the USA” (a program about Catholics in Ministry)	2
“The Face: Jesus in Art”	1

Two percent of Catholics have, at some point, watched “Personally Speaking with Monsignor Jim Lisante” and “Faith Works: Across the USA.” One percent has seen “The Face: Jesus in Art.”

Sub-Group Differences

Post-Vatican II Generation Catholics are *less* likely than older Catholics to have watched EWTN in the last six months (6 percent compared to 13 percent). Catholics in households earning less than \$25,000 a year are more likely than those in households earning more to have watched EWTN during this period (14 percent compared to 8 percent).

Viewership of Diocesan Television

Nearly six in ten Catholics live in a diocese that has television broadcast capabilities (either through their own station or use of other channels). Two percent of Catholics in these dioceses, and two percent of Catholics overall say they have watched a diocesan television station in the last six months.²¹ Additionally, three percent are unsure whether they have watched such a station.

<i>If your diocese has a television station, have you watched it during the last six months?</i>		
Percentage responding:		
	All Respondents	Respondents in dioceses with broadcast television programming²²
Yes	2%	2%
No	95	95
Don't Know	3	3
 <i>About how often do you watch your diocesan television station?</i>		
Percentage of those who have watched in the last six months responding:		
Once a week or more		27%
A few times a month		20
Once a month		13
Once or a few times a year		23
Rarely		17

Of those who say they have watched a diocesan television station in the last six months, more than a quarter say they watch weekly, one in five say they watch a few times a month, and 13 percent say they watch once a month. Four in ten viewers watch less than monthly.

Sub-Group Differences

Catholics who attend Mass at least once a month are more likely than those attending less frequently to have watched a diocesan television station (5 percent compared to 1 percent). Catholics in households earning less than \$25,000 a year are

²¹ These questions were only asked of those who said they'd watched a religious or spiritual television program in the last six months. However, the table includes all respondents with those not having watched in the "no" category.

²² As listed in the *Inventory of Catholic Electronic Media and Communications* that was created by CARA for the USCCB Department of Communications in 2005. County FIPS codes for each respondent were converted to diocesan location by CARA.

more likely than those in households earning more to have watched a diocesan television station during this period (5 percent compared to 1 percent). Catholics with no more than a high school degree are slightly more likely than those with more education to have watched as well (4 percent compared to 1 percent). Viewership is highest among adult Catholics in the West (4 percent).

Non-Catholic Religious or Spiritual Television Programming

More than one in ten adult Catholics say they have watched non-Catholic preaching or inspirational television programming in the last six months. By comparison, only 8 percent of Catholics say they watched Catholic television programming of this same type during this period (see page 40).

Which of these types of non-Catholic religious television programming have you watched during the last six months?²³

Percentage responding:

Preaching or inspirational	11%
Documentary	9
Worship services	7
A religious news program	2
Religious education	2

Nine percent have watched non-Catholic religious documentaries (the same percentage of Catholics said they have watched Catholic religious documentaries). Some 7 percent of Catholics have watched non-Catholic worship services in the last six months. Two percent of Catholics have watched non-Catholic religious news program or a religious education program in the last six months.

Sub-Group Differences

Post-Vatican II Catholics are less likely than older Catholics to have watched non-Catholic preaching or inspirational television programming (8 percent compared to 15 percent). Catholics who attend Mass at least once a month are more likely than those attending less frequently to have watched non-Catholic worship services (10 percent compared to 5 percent) and non-Catholic religious documentaries (13 percent compared to 6 percent) on television in the last six months.

Catholics who pay at least “some” attention to national news on television or in newspapers are more likely than those who pay less attention to have watched non-Catholic preaching or inspirational (13 percent compared to 3 percent) or documentary (10 percent compared to 2 percent) television programming in the last six months. Female Catholics are more likely than males to have watched non-Catholic preaching or inspirational television programming in the last six months (14 percent compared to 8 percent).

²³ This question was asked of those who responded “yes” to an earlier question about having watched a religious or spiritual television program in the last six months. However, the table includes the percentages based on all respondents.

Catholic Religious or Spiritual Radio Programming

Five percent of adult Catholics say they have listened to Catholic religious music or hymns on the radio in the last six months. This is the most popular type of radio programming listed.

<i>Which of these types of Catholic religious radio programming have you listened to during the last six months?</i> ²⁴	
Percentage responding:	
Religious music or hymns	5%
Talk or discussion	4
Preaching or inspirational	3
Sunday Mass	3
Listener call-in	1
Any Radio programming produced by EWTN	1
Prayers or devotion	1
Weekday Mass	1
Religious education (besides Bible study)	1
Religious news program about the Catholic Church	1
"Catholic Radio Weekly"	1
Bible study	1
Children's religious programming	1
Religious drama	<1

Some 4 percent say they have listened to Catholic talk or discussion programming during this period. Three percent have listed to Catholic preaching or inspirational programming or Sunday Mass. One percent or fewer adult Catholics have listened to all other types of programming listed.

Sub-Group Differences

Catholics attending Mass at least once a month are more likely than those attending less frequently to say they have listened to Sunday Mass on the radio in the last six months (5 percent compared to 1 percent). Some 11 percent of Catholics attending Mass at least once a week have listened to Catholic religious hymns or music on the radio in the last six months. By comparison 7 percent of those attending Mass once or a few times a month have listened and 2 percent of those attending Mass less frequently has listed to religious music or hymns on the radio in the last six months.

²⁴ This question was asked of those who responded “yes” to an earlier question about having listened to a religious or spiritual radio program in the last six months. However, the table includes the percentages based on all respondents.

Weekly Mass attendees are also more likely than those attending less frequently to have listened to Catholic preaching or inspirational programming (8 percent compared to 2 percent) or Catholic talk or discussion programs (11 percent compared to 2 percent) on the radio.

Catholics in households earning less than \$25,000 per year are more likely than those in households earning more to have listened to preaching or inspirational programming on the radio (7 percent compared to 2 percent).

Female Catholics are more likely than male Catholics to have listened to Catholic religious hymns or music on the radio in the last six months (7 percent compared to 3 percent).

Non-Catholic Religious or Spiritual Radio Programming

Five percent of Catholics say they have listened to non-Catholic preaching or inspirational radio programming in the last six months. By comparison 3 percent say they have listened to Catholic programming of the same type (see page 46).

Which of these types of non-Catholic religious radio programming have you listened to during the last six months?²⁵

Percentage responding:

Preaching or inspirational	5%
Worship services	2
A religious news program	2
Religious education	1

Two percent of Catholics say they have listened to non-Catholic worship services or a religious news program on the radio in the last six months. One percent have listened to a non-Catholic religious education program during this period.

Sub-Group Differences

Female Catholics are more likely than male Catholics to say they have listened to non-Catholic preaching or inspirational programming on the radio in the last six months (8 percent compared to 3 percent).

²⁵ This question was asked of those who responded “yes” to an earlier question about having listened to a religious or spiritual radio program in the last six months. However, the table includes the percentages based on all respondents.

Listening to Diocesan Radio Station

Fifty-eight percent of adult Catholics are in a diocese that broadcasts radio programming on a diocesan station or some other outlet. Two percent of Catholics in these dioceses say they have listened to a diocesan radio station in the last six months (1 percent of Catholics nationally).

<i>If your diocese has a radio station, have you listened to it during the last six months?</i>		
Percentage responding:		
	All Respondents	Respondents in dioceses with broadcast radio programming²⁶
Yes	1%	2%
No	98	97
Don't Know	1	1
 <i>About how often do you listen to your diocesan radio station?</i>		
Percentage of those who have watched in the last six months responding:		
Once a week or more		42%
A few times a month		18
Once a month		18
Once or a few times a year		22

Of those Catholics who have listened in the last six months, more than four in ten do so once a week or more often. Thirty-six percent listen once or a few times a month and more than one in five listeners tune in once or a few times a year.

²⁶ As listed in the 2005 USCCB Communications Inventory produced by CARA. County FIPS codes for each respondent were converted to diocesan location by CARA.

Part III: Catholic Communication Campaign

This section describes adult Catholic awareness of the Catholic Communication Campaign (CCC) and willingness to give to the CCC Collection.

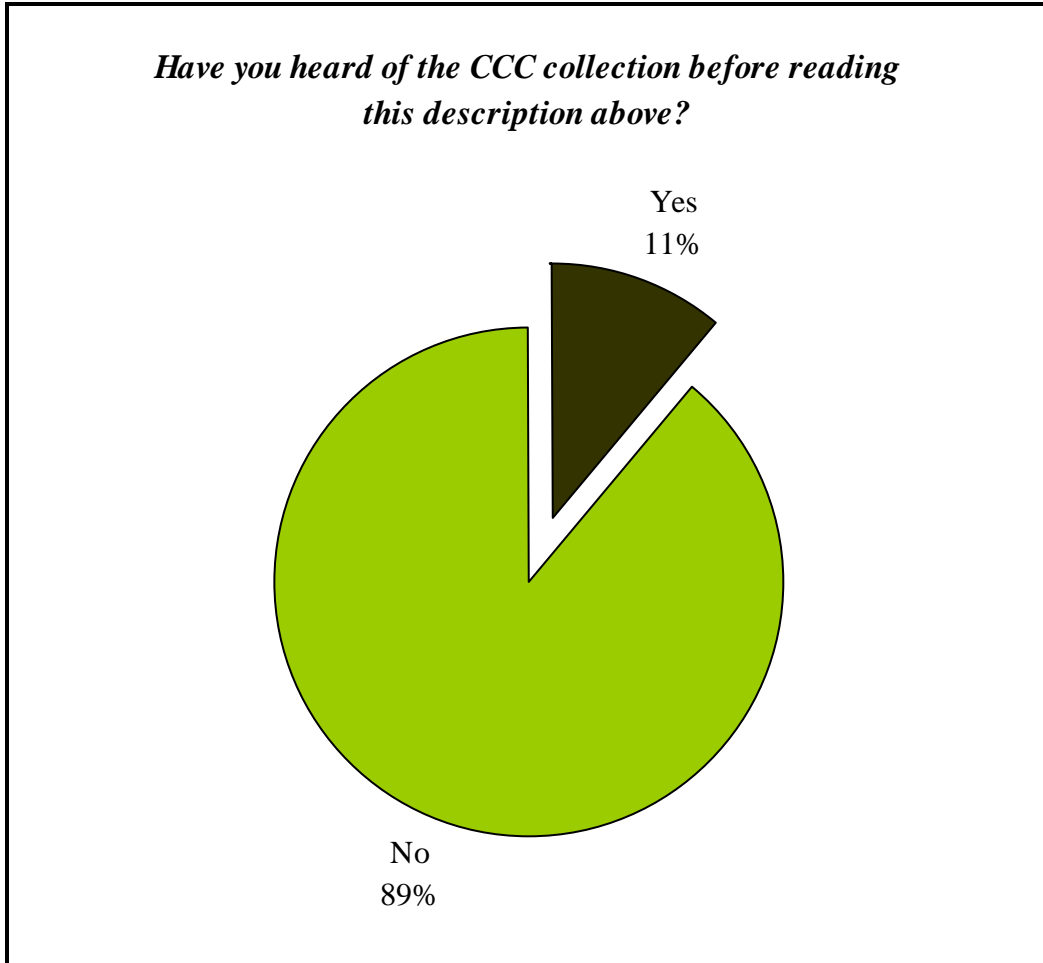
Before respondents answered questions in this section they were provided the following description onscreen:

For more than 25 years, the Catholic Church has had a Catholic Communication Campaign (called the CCC) which takes up an annual collection (the CCC collection) for developing media programming, projects, and resources that promote Gospel values. The collection is taken up in parishes across the country. Half the collection received in each diocese goes back to that diocese to support local communications efforts such as televised Masses and diocesan newspapers. On the national level, CCC funds support the development and production of a wide range of media programming.

This text allows those who may be aware of the campaign but not sure of its exact title to answer the questions that follow and it also provides those who are completely unaware of the campaign some information that can be used to gauge their willingness to give to the CCC collection.

Awareness of the CCC Collection

More than one in ten adult Catholics had heard of the CCC collection before reading a description of it.



Sub-Group Differences

One in five Pre-Vatican II Generation Catholics have heard of the collection compared to 12 percent of Vatican II Catholics and 7 percent of Post-Vatican II Catholics.

Catholics who attend Mass once a week are most likely to have heard of the collection. Some 23 percent of weekly attenders had heard compared to 16 percent of those who attend Mass once or twice a month and 5 percent who attend Mass less frequently.

Some 15 percent of Catholics registered with a Catholic parish are aware of the CCC collection compared to 4 percent of those who are not registered.

Recall of How One Heard of the CCC Collection

Nearly seven in ten of those who are aware of the CCC collection before reading a description of it remember first hearing about it at their parish.

<i>How do you recall first hearing of this collection?</i>	
Percentage of those who have heard responding:	
At my parish	69%
Can't remember	15
A newspaper or magazine article	5
Promotional materials such as posters or brochures	5
From a family member or friend	2
A website	2
Other	2

Some 15 percent can't recall how they first heard of it. One in ten heard about it in a newspaper or magazine article or some promotional materials. Two percent heard of it from a family member or friend and another 2 percent became aware of it from a website.

Sub-Group Differences

Female respondents who knew of the collection were more likely than male respondents who knew of it to say they heard about it at their parish (73 percent compared to 65 percent). Males were more likely than females to say they read about it in a newspaper or magazine article (13 percent compared to 0 percent).

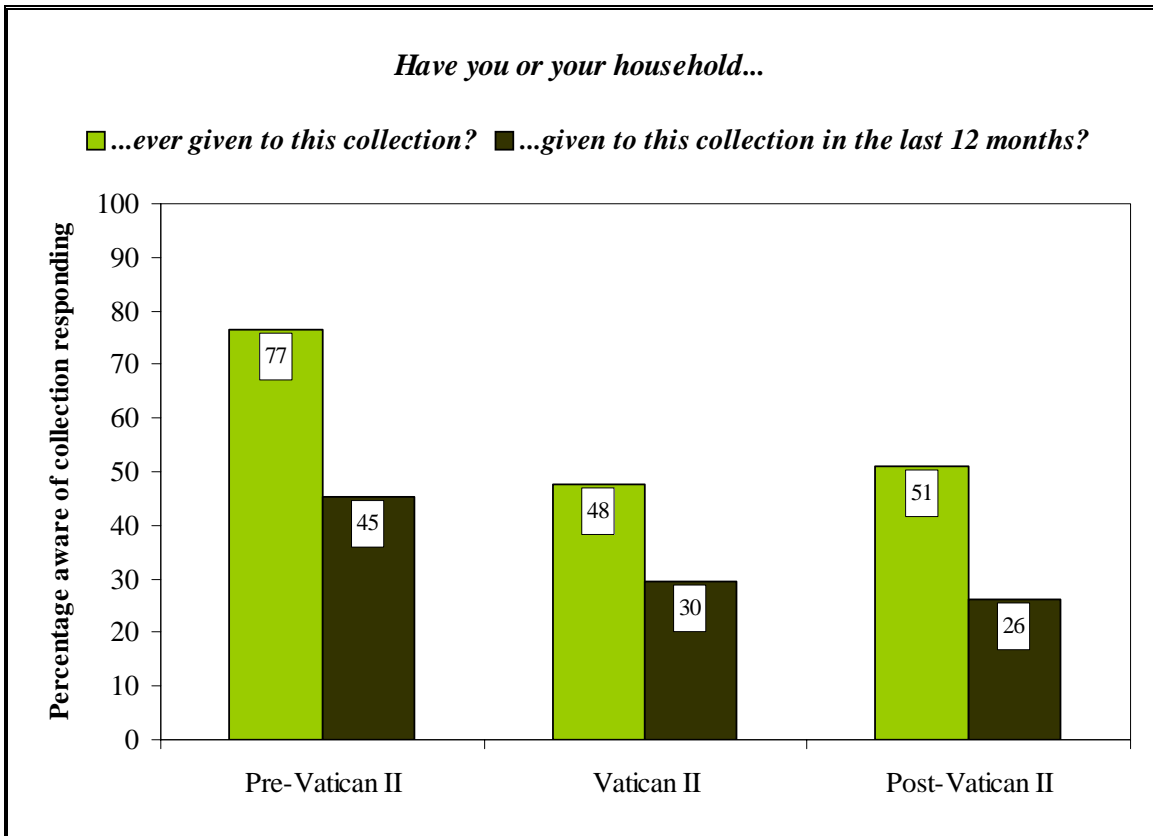
History of Giving to the CCC Collection

Six in ten adult Catholics who are aware of the CCC collection say that they or their household have given to this collection at some point. A third indicates they or their household has done so in the last 12 months. One in five is unsure about their history of giving to this collection.

<i>Have you or your household...</i>		
Percentage of Catholics aware of the CCC collection responding:		
	<i>...ever given to this collection?</i>	<i>...given to this collection in the last 12 months</i>
Yes	59%	33%
No	22	47
Don't Know	19	20

Sub-Group Differences

Older Catholics that are aware of the CCC collection are more likely than younger Catholics who are aware of it to indicate a recent or longer-term history of giving to it.



Catholics attending Mass weekly who have heard of the CCC collection are more likely to have given than those who are aware of it but who attend Mass less often (73 percent compared to 46 percent). Those Catholics aware of the collection who attend Mass at least once a month are more likely than those who are aware but attend Mass less often to have given to the CCC collection in the last year (42 percent compared to 10 percent).

Among those Catholics aware of the collection, those in households earning the lowest incomes have been the most likely to give. For example, nine in ten of those in households earning \$25,000 or less per year have given to the collection at some point compared to 60 percent of those in households earning \$25,000 to \$59,999 per year and 38 percent of those in households with combined incomes exceeding \$60,000 per year.

Catholics in the South who are aware of the collection have been most likely to give (73 percent) at some point. Among those aware in the Northeast, only 47 percent have given to the CCC collection at some point. Some 64 percent of those in the West have given and 60 percent of those in the Midwest report the same.

Four in ten of those who are aware and who are registered with a Catholic parish have given to the collection in the last year, whereas none of those who are aware of the CCC collection who are not registered with a parish have given to it in the last 12 months.

Recall of Diocesan Structure of the CCC Collection

Even among Catholics who knew of the CCC collection few can recall how their diocese structures the appeal. Six in ten don't know. Twelve percent say their diocese combines the CCC collection with other national Church collections and 28 percent says their diocese does not do this.

<i>Some dioceses combine the CCC collection with other national Church collections.</i>	
<i>Does your diocese do this?</i>	
Percentage of Catholics aware of the CCC collection responding:	
Yes	12%
No	28
Don't Know	60

At least 75 percent of respondents in the following dioceses indicated that they believe the CCC collection is combined with other national Church collections:

- Brownsville
- Burlington
- Charlotte
- Galveston-Houston
- Newark
- San Diego
- Springfield, MA

At least 75 percent of respondents in the following dioceses indicated that they believe the CCC collection is *not* combined with other national Church collections:

- Charleston
- Erie
- Fresno
- Kalamazoo
- Las Vegas
- Portland, OR
- Rockville Centre
- Syracuse
- Trenton
- Tucson
- Tyler
- Wilmington

Comparative Willingness to Give to the CCC Collection

All respondents were asked the question in the table below. Some 16 percent said they were at least “somewhat” willing to give generously to the CCC collection compared to other needs in the Catholic Church that they support. Some 28 percent said they were “a little willing” and nearly three in ten said they were “not willing at all.”

Compared to other needs in the Catholic Church which you support, how willing are you to give generously to support the Catholic Communication Campaign collection?

Percentage responding:

Very willing	4%
Somewhat willing	12
A little willing	28
Not willing at all	29
Don't know	27

More than a quarter of respondents said they did not know if they were willing to give. This group likely represents those who would need to know more information about the collection to make an evaluation.²⁷

Sub-Group Differences

A third of Catholics attending Mass weekly say they are at least “somewhat” willing to give generously to the CCC collection compared to a quarter of those attending Mass once or a few times a month and just 8 percent of those attending Mass less often.

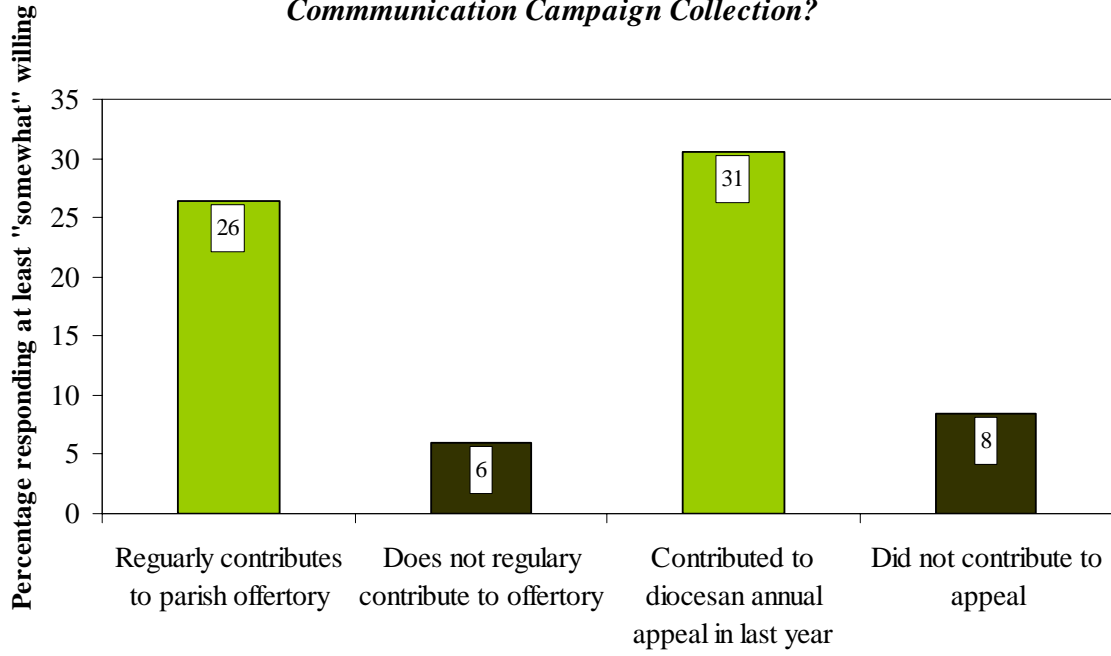
Catholics in the West (21 percent) are most likely to be willing to give at least “somewhat” generously to the CCC collection, followed by those in the South (19 percent), Midwest (13 percent), and Northeast (12 percent).

Twenty-three percent of Catholics registered at a parish are at least “somewhat” willing to give generously compared to 7 percent of those who are not registered.

Catholics in households that regularly contribute to their parish offertory and to their diocese’s financial annual appeal in the last year are more likely than those who did not to be willing to give at least “somewhat” generously to the CCC collection (graph on next page).

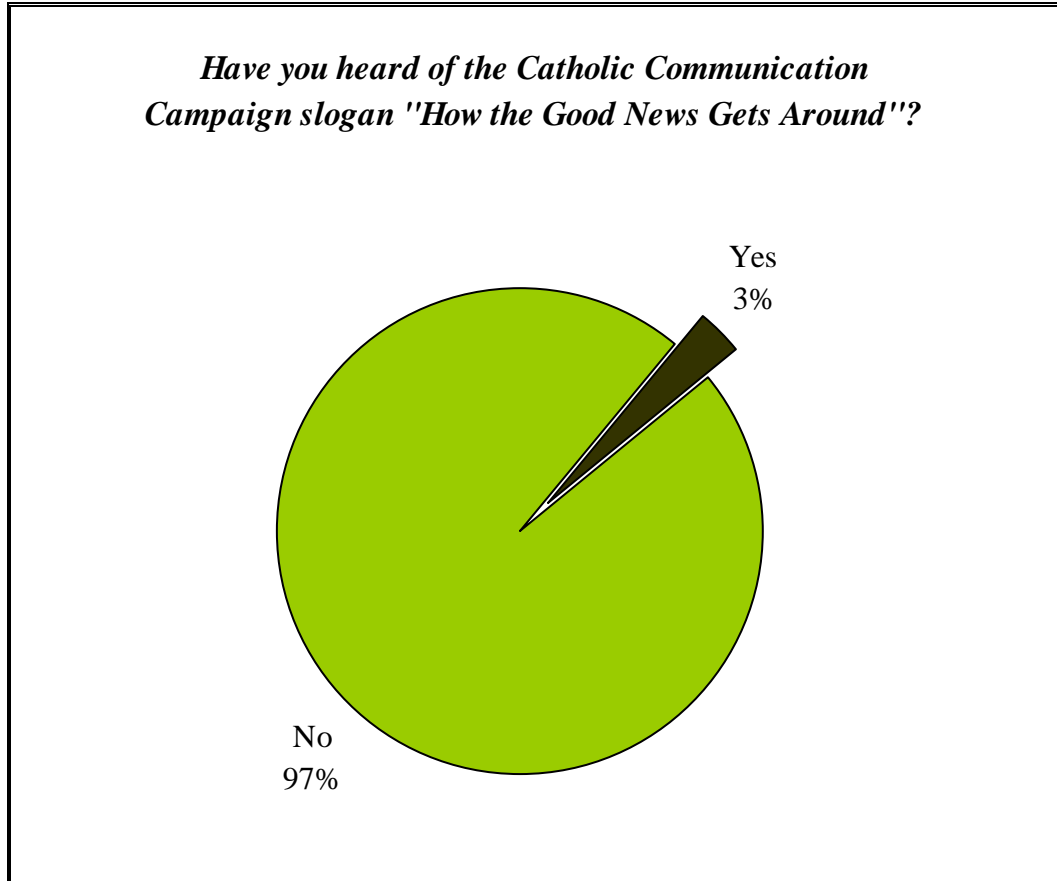
²⁷ Some 28 percent of those who had not heard about the CCC collection before responded “don’t know” compared to 15 percent of those who had heard of the collection.

*Compared to other needs in the Catholic Church which you support,
how willing are you to give generously to support the Catholic
Communication Campaign Collection?*



Awareness of “How the Good News Gets Around” Slogan

Three percent of adult Catholics are aware of the Catholic Communication Campaign slogan, “How the Good News Gets Around.”

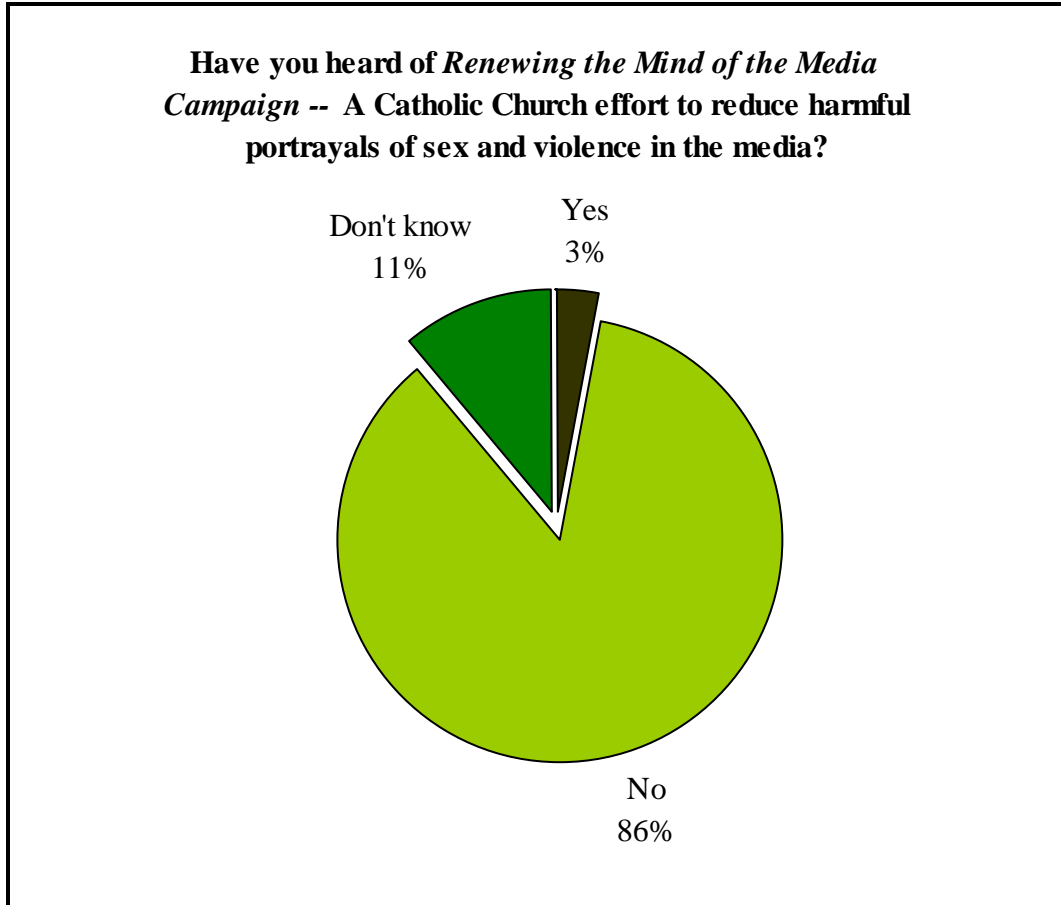


Sub-Group Differences

Catholics most aware of the slogan are those: that have heard of the CCC collection (9 percent), that attend Mass at least once a month (4 percent), that are in households earning less than \$25,000 a year (4 percent), that do not have a high school diploma (5 percent), that are female (4 percent), and that are registered at a Catholic parish (4 percent).

Awareness of *Renewing the Mind of the Media Campaign*

Three percent of adult Catholics are aware of the *Renewing the Mind of the Media Campaign*. About one in ten don't know if they have ever heard of this and 86 percent are sure they have not.



Sub-Group Differences

Catholics most aware of the campaign are those: of the Vatican II Generation (4 percent), that attend Mass once or a few times a month (5 percent), that pay “quite a bit” or “a great deal” of attention to national news (4 percent), that live in the West (4 percent), that attended a Catholic college or university (8 percent), that are registered at a parish (4 percent), and those that have heard of the CCC collection (10 percent).

Appendix: Questionnaire and Response Frequencies

Questions and Responses

This survey is being conducted as part of a Georgetown University research project about ways in which Catholics get their news and use religious media. All of your responses are completely confidential and will only be reported in aggregate statistics.

Please answer the following questions about your background.

Questions asked of all respondents

When did you become Catholic? As an...

	Frequency	Percent
Infant (under age 1)	1011	80.3
Child (ages 1-12)	131	10.4
Teenager (ages 13-17)	11	0.9
Adult (ages 18 or older)	106	8.4
Total qualified:	1260	100.0

Did you ever attend. . .

	Frequency	Percent
A Catholic elementary or middle school	571	45.3
A Catholic high school	362	28.7
A Catholic college or university	79	6.3
Total qualified:	1260	100.0

If attended a Catholic school:

How many years total did you attend Catholic elementary, middle or high schools (not including college or university)?

RECORD NUMBER: Average=7.5 years

Note: If response is more than 15, please prompt to make sure the response is correct.

Were you ever involved in... (Check all that apply)

	Frequency	Percent
A parish-based Catholic religious education program as a young person (such as CCD)	667	52.9
A youth ministry program	117	9.3
Catholic campus ministry on a college or university campus	46	3.7
None of the above	540	42.9
Total qualified:	1260	--

Do not ask if respondent became Catholic after childhood:

When you were growing up, how often did your parents talk to you about the Catholic faith?

	Frequency	Percent
Very frequently	180	14.3
Frequently	317	25.5
Occasionally	437	34.7
Rarely	222	17.6
Never	103	8.2
(DO NOT READ) Refused	1	0.1
Total qualified:	1260	100.0

The following questions are about your life in the Catholic Church today.

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

	Frequency	Percent
Rarely or never	438	34.8
A few times a year	312	24.8
Once or twice a month	94	7.5
Almost every week	123	9.8
Every week	237	18.8
More than once a week	52	4.1
(DO NOT READ) Refused	4	0.3
Total qualified:	1260	100.0

Do you usually attend weekend Mass at the Catholic church closest to where you live?
Or do you usually attend somewhere else?

	Frequency	Percent
Parish closest to home	632	50.2
Somewhere else	181	14.4
(DO NOT READ) Not asked	442	35.1
(DO NOT READ) Refused	5	0.4
Total qualified:	1260	100.0

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

	Frequency	Percent
Yes	624	49.5
No	626	49.7
(DO NOT READ) Refused	10	0.8
Total qualified:	1260	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
Yes	312	24.8
No	753	59.8
There was no annual appeal in my diocese	74	5.9
Don't know	117	9.3
(DO NOT READ) Refused	4	0.3
Total qualified:	1260	100.0

Are you registered at a Catholic parish?

	Frequency	Percent
Yes	748	59.4
No	509	40.4
(DO NOT READ) Refused	3	0.2
Total qualified:	1260	100.0

How often, if ever, do you participate in the Sacrament of Reconciliation or Confession – either privately with a priest or at a group penance service?

	Frequency	Percent
Never	526	41.7
Less than once a year	399	31.7
Once a year	177	14.0
Several times a year	129	10.2
Once a month or more	25	2.0
(DO NOT READ) Refused	4	0.3
Total qualified:	1260	100.0

Some people have religious objects in their homes. Is there a statue or picture of Mary, the mother of Jesus, on display in your home?

	Frequency	Percent
Yes	711	56.4
No	548	43.5
(DO NOT READ) Refused	1	0.1
Total qualified:	1260	100.0

Is there a Bible in your home?

	Frequency	Percent
Yes	1090	86.4
No	168	13.3
(DO NOT READ) Refused	3	0.2
Total qualified:	1260	100.0

Other than at Mass, about how often did you read the Bible during the last twelve months?

	Frequency	Percent
Never	682	54.1
Less than once a month	351	27.9
Once a month	51	4.0
A few times a month	80	6.3
Once a week	21	1.7
A few times a week	43	3.4
Every day	27	2.1
(DO NOT READ) Refused	5	0.4
Total qualified:	1260	100.0

The next series of questions are about your media use.

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

	Frequency	Percent
A great deal	269	21.3
Quite a bit	377	29.9
Some	402	31.9
Very little	164	13.0
None	43	3.4
(DO NOT READ) Refused	5	0.4
Total qualified:	1260	100.0

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

	Frequency	Percent
Yes	557	44.2
No	701	55.6
(DO NOT READ) Refused	2	0.2
Total qualified:	1260	100.0

If non-subscriber:

Do you ever buy a daily newspaper off the rack or in a store?

	Frequency	Percent
Yes	409	58.4
No	290	41.4
(DO NOT READ) Refused	1	0.1
Total qualified:	700	100.0

If non-subscriber:

About how often do you buy a newspaper this way?

	Frequency	Percent
Every day	51	12.4
A few times a week	68	16.6
Once a week	79	19.3
A few times a month	84	20.5
Once a month	31	7.6
Less frequently	97	23.7
Total qualified:	410	100.0

Which of the following have you done in the last *six months*? (Check all that apply)

	Frequency	Percent
Watched a religious or spiritual television program	357	28.3
Watched a religious or spiritual video or DVD	114	9.0
Listened to a religious or spiritual radio program	151	12.0
Visited a religious or spiritual website	138	11.0
Read a religious or spiritual magazine or newspaper	353	28.0
Purchased a religious or spiritual book	121	9.6
Read a religious or spiritual book	291	23.1
Total qualified:	1260	--

In the last *six months* have you read your diocesan newspaper, [Generate Name of Diocesan Newspaper from FIPS/DIO]?

(As you may know, a diocese is the territory headed by a bishop or cardinal.)

	Frequency	Percent
Yes	311	24.7
No	944	74.9
(DO NOT READ) Refused	4	0.3
Total qualified:	1259	100.0

If recent reader

Typically how often do you read your diocesan newspaper, [Generate Name of Diocesan Newspaper from FIPS/DIO]?

	Frequency	Percent
Once a week	96	30.9
A few times a month	46	14.8
Once a month	71	22.8
A few times a year	83	26.7
Once a year	7	2.3
Less often or never	8	2.6
Total qualified:	311	100.0

If not recent reader:

Have you *ever* read your diocesan newspaper, [Generate Name of Diocesan Newspaper from FIPS/DIO]?

	Frequency	Percent
Yes	242	25.6
No	586	62.1
My diocese does not have a newspaper that I am aware of	112	11.9
(DO NOT READ) Refused	4	0.4
Total qualified:	944	100.0

If respondents does not indicate that they are unaware of diocesan newspaper

Do you have a home subscription to your diocesan newspaper, [Generate Name of Diocesan Newspaper from FIPS/DIO]?

	Frequency	Percent
Yes	198	17.4
No	941	82.5
(DO NOT READ) Refused	1	0.1
Total qualified:	1140	100.0

If subscriber:

Is this...

	Frequency	Percent
Something you or your household subscribes to	62	31.2
Or, is it a subscription made by your parish	111	55.8
Don't know	26	13.1
Total qualified:	199	100.0

Do you read any diocesan newspapers from outside of your arch/diocese instead of or in addition to your diocesan newspaper, [Generate Name of Diocesan Newspaper from FIPS/DIO]?

	Frequency	Percent
Yes	65	5.2
No	1194	94.8
Total qualified:	1259	100.0

Which of the following national Catholic newspapers or magazines have you ever seen before?

(Check all that apply)

	Frequency	Percent
America	42	3.3
The Catholic Answer	35	2.8
Catholic Digest	413	32.8
Catholic Parent	60	4.8
Commonweal	29	2.3
Crisis	9	0.7
Faith	24	1.9
Faith & Family	33	2.6
The Family Digest	85	6.7
In A Word	15	1.2
Inside the Vatican	29	2.3
Leaves	8	0.6
Liguorian	123	9.8
Living Faith	77	6.1
Magnificat	49	3.9
Maryknoll	182	14.4
MISSION	36	2.9
My Daily Visitor	73	5.8
Origins	10	0.8
L'Osservatore Romano	17	1.3
St. Anthony Messenger	103	8.2
Spirit	9	0.7
This Rock	19	1.5
U.S. Catholic	101	8.0
The Word Among Us	44	3.5
National Catholic Register	42	3.3
National Catholic Reporter	34	2.7
Our Sunday Visitor	141	11.2
The Wanderer	17	1.3
Other	34	2.7
None of these	583	46.3
Total qualified:	1260	--

In the last *six months* have you read any of the following national Catholic newspapers or magazines?

(Check all that apply)

[Show only the responses checked in previous question]

	Frequency	Percent ¹
America	6	14.3
The Catholic Answer	9	25.7
Catholic Digest	94	22.8
Catholic Parent	10	16.7
Commonweal	8	27.6
Crisis	1	11.1
Faith	10	41.7
Faith & Family	12	36.4
The Family Digest	9	10.6
In A Word	2	13.3
Inside the Vatican	8	27.6
Leaves	0	0.0
Liguorian	22	17.9
Living Faith	25	32.5
Magnificat	17	34.7
Maryknoll	32	17.6
MISSION	4	11.1
My Daily Visitor	6	8.2
Origins	4	40.0
L'Osservatore Romano	4	23.5
St. Anthony Messenger	39	37.9
Spirit	0	0.0
This Rock	2	10.5
U.S. Catholic	22	21.8
The Word Among Us	14	31.8
National Catholic Register	10	23.8
National Catholic Reporter	14	41.2
Our Sunday Visitor	35	24.8
The Wanderer	6	35.3
Other	22	64.7

Have you ever visited the website for the United States Conference of Catholic Bishops (USCCB)?

	Frequency	Percent
Yes	41	3.3
No	1212	96.2
(DO NOT READ) Refused	7	0.6
Total qualified:	1260	100.0

¹ Percent represents the share of those aware of each publication (previous question) who say they have read it in the last six months.

If visited USCCB website:

About how often would you say that you visit the USCCB's website?

	Frequency	Percent
Once a week or more	0	0.0
A few times a month	0	0.0
Once a month	8	19.0
Once or a few times a year	12	28.6
Rarely	22	52.4
Total qualified:	42	100.0

If visited USCCB website:

Which types of information or features have you looked for on the USCCB website?

(Check all that apply)

	Frequency	Percent
The Catholic catechism or Church teachings	20	47.6
Bible readings	14	33.3
Church documents, books, or other publications	13	31.0
Church news	18	42.9
Church ministries (e.g. Hispanic ministry, ministry to family and children, etc.)	6	14.3
Catholic schools or religious education	8	19.0
The Church's pro-life, social service, or social justice activities	9	21.4
Movie reviews	7	16.7
Streaming video	1	2.4
Other	5	11.9
Total qualified:	42	--

If visited a religious or spiritual website:

Earlier, you told us you have visited a religious or spiritual web site in the last six months. Which of these types of websites have you visited in the last *six months*?

(Check all that apply)

	Frequency	Percent
The website of a Catholic parish	61	44.2
The website of a Catholic diocese	43	31.2
The website of a Catholic school	36	26.1
The website of a Catholic charity or social service agency	28	20.3
The Vatican website	31	22.5
The website of a religious newspaper or magazine	20	14.5
A religious news website (other than a newspaper or magazine website)	22	15.9
An inspirational religious or spiritual website (for example a website that provides prayers, Bible readings, or spiritual reflections)	58	42.0
A message board, bulletin board, or chat room dedicated to religion or spirituality	21	15.2
<i>Catholic Online</i> (www.catholic.org)	27	19.6
<i>CatholicWeb</i> (www.catholicweb.com)	7	5.1
<i>MassTimes</i> (www.masstimes.org)	13	9.4
None of these	16	11.6
Total qualified:	138	--

Do you ever watch video on the Internet?

(Check all that apply)

	Frequency	Percent
No	916	72.7
Yes, for entertainment programming	248	19.7
Yes, for news programming	170	13.5
Yes, for religious or spiritual programming	13	1.0
Yes, for other purposes	85	6.7
Total qualified:	1260	--

If watched a religious or spiritual television program:

Earlier, you told us you have watched a religious or spiritual television program in the last six months. Which of these types of *Catholic* religious television programming have you watched during the last *six months*?
(Check all that apply)

	Frequency	Percent
Sunday Mass	179	50.1
Weekday Mass	33	9.2
Prayers or devotions	53	14.8
Preaching or inspirational	101	28.3
Talk or discussion	91	25.5
Viewer call-in	7	2.0
Religious news program about the Catholic Church	46	12.9
Bible study	20	5.6
Religious education (besides Bible study)	31	8.7
Religious drama	58	16.2
Children's religious programming	19	5.3
Documentary	114	31.9
None of these	42	11.8
Total qualified:	357	--

If watched a religious or spiritual television program:

Which of these types of *non-Catholic* religious television programming have you watched during the last *six months*?
(Check all that apply)

	Frequency	Percent
Worship services	88	24.6
Preaching or inspirational	141	39.5
Religious education	24	6.7
A religious news program	29	8.1
Documentary	113	31.7
None of these	103	28.9
Total qualified:	357	--

If watched a religious or spiritual television program:

During the last *six months* have you watched the cable television station EWTN (Eternal Word Television Network) or any religious programming produced by EWTN?

	Frequency	Percent
Yes	117	32.8
No	187	52.4
Don't know	53	14.8
Total qualified:	357	100.0

If watched a religious or spiritual television program:

During the last six months have you watched religious television programming produced by *Faith and Values Media*?

	Frequency	Percent
Yes	22	6.2
No	235	65.8
Don't know	99	27.7
(DO NOT READ) Refused	1	0.3
Total qualified:	357	100.0

If watched a religious or spiritual television program:

If your diocese has a television station, have you watched it during the last six months?

	Frequency	Percent
Yes	30	8.4
No (or no diocesan television station)	289	81.0
Don't know	36	10.1
(DO NOT READ) Refused	2	0.6
Total qualified:	357	100.0

If respondent watched diocesan television station:

About how often do you watch your diocesan television station?

	Frequency	Percent
Once a week or more	8	26.7
A few times a month	6	20.0
Once a month	4	13.3
Once or a few times a year	7	23.3
Rarely	5	16.7
Total qualified:	30	100.0

Have you ever seen these religious television programs?

(Check all that apply)

	Frequency	Percent
"The Face: Jesus in Art"	17	1.3
"Personally Speaking with Monsignor Jim Lisante"	23	1.8
"Faith Works: Across the USA" (a program about Catholics in Ministry)	28	2.2
None of these	1184	94.0
Total qualified:	1260	--

If listened to a religious or spiritual radio program:

Earlier, you told us you have listened to a religious or spiritual radio program in the last six months. Which of these types of *Catholic* religious radio programming have you listened to during the last six months?

(Check all that apply)

	Frequency	Percent
Sunday Mass	33	21.9
Weekday Mass	11	7.3
Prayers or devotion	16	10.6
Religious music or hymns	63	41.7
Preaching or inspirational	44	29.1
Talk or discussion	56	37.1
Listener call-in	18	11.9
Religious news program about the Catholic Church	9	6.0
Bible study	8	5.3
Religious education (besides Bible study)	10	6.6
Religious drama	3	2.0
Children's religious programming	7	4.6
"Catholic Radio Weekly"	9	6.0
Any radio programming produced by EWTN (Eternal Word Television Network)	17	11.3
None of these	26	17.2
Total qualified:	151	--

If listened to a religious or spiritual radio program:

Which of these types of *non-Catholic* religious radio programming have you listened to during the last six months?

(Check all that apply)

	Frequency	Percent
Worship services	30	29.9
Preaching or inspirational	69	45.7
Religious education	16	10.6
A religious news program	29	19.2
None of these	61	40.4
Total qualified:	151	--

If listened to a religious or spiritual radio program:

If your diocese has a radio station, have listened to it during the last *six months*?

	Frequency	Percent
Yes	16	10.6
No (or no diocesan radio station)	117	77.5
Don't know	17	11.3
(DO NOT READ) Refused	1	0.7
Total qualified:	151	100.0

If listened to diocesan radio station:

About how often do you listen to your diocesan radio station?

	Frequency	Percent
Once a week or more	7	41.2
A few times a month	3	17.6
Once a month	3	17.6
Once or a few times a year	4	23.5
Total qualified:	17	100.0

For more than 25 years, the Catholic Church has had a Catholic Communication Campaign (called the CCC) which takes up an annual collection (the CCC collection) for developing media programming, projects, and resources that promote Gospel values. The collection is taken up in parishes across the country. Half the collection received in each diocese goes back to that diocese to support local communications efforts such as televised Masses and diocesan newspapers. On the national level, CCC funds support the development and production of a wide range of media programming.

Have you heard of the CCC collection before reading the description above?

	Frequency	Percent
Yes	137	10.9
No	1120	89.0
(DO NOT READ) Refused	2	0.2
Total qualified:	1260	100.0

If heard of CCC collection:

How do you recall *first* hearing about this collection?

	Frequency	Percent
At my parish	95	68.8
From a family member or friend	3	2.2
A newspaper or magazine article	7	5.1
A website	2	1.4
Promotional materials such as posters or brochures	6	4.3
Other	3	2.2
Can't remember	21	15.2
(DO NOT READ) Refused	1	0.7
Total qualified:	137	100.0

If heard of CCC collection:

Have you or your household *ever* given to this collection?

	Frequency	Percent
Yes	81	59.1
No	30	21.9
Don't know	26	19.0
Total qualified:	137	100.0

If heard of CCC collection:

Have you or your household given to this collection in the *last 12 months*?

	Frequency	Percent
Yes	45	32.6
No	65	47.1
Don't know	26	18.8
(DO NOT READ) Refused	2	1.4
Total qualified:	138	100.0

If heard of CCC collection:

Some dioceses combine the CCC collection with other national church collections. Does your diocese do this?

	Frequency	Percent
Yes	17	12.4
No	38	27.7
Don't know	82	59.9
Total qualified:	137	100.0

Compared to other needs in the Catholic Church which you support, how willing are you to give generously to support the Catholic Communication Campaign collection?

	Frequency	Percent
Very willing	55	4.4
Somewhat willing	150	11.9
A little willing	355	28.2
Not willing at all	359	28.5
Don't know	333	26.4
(DO NOT READ) Refused	8	0.6
Total qualified:	1260	100.0

Have you heard of the Catholic Communication Campaign slogan "How the Good News Gets Around"?

	Frequency	Percent
Yes	34	2.7
No	1225	97.2
(DO NOT READ) Refused	1	0.1
Total qualified:	1260	100.0

Have you heard of *Renewing the Mind of the Media Campaign* – a Catholic Church effort to reduce harmful portrayals of sex and violence in the media?

	Frequency	Percent
Yes	34	2.7
No	1081	85.8
Don't know	139	11.0
(DO NOT READ) Refused	6	0.5
Total qualified:	1260	100.0