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

Catholic Media Use, 2023

June 2023



Mark M. Gray, Ph.D.

Executive Summary

Research Methods

The Center for Applied Research in the Apostolate (CARA) surveyed 1,019 self-identified Catholics from April 21 to May 5. The survey was taken online and was available in English and Spanish (97% responded in English and 3% in Spanish). This survey was commissioned by a generous contribution from FAITH Catholic. However, FAITH Catholic was not involved in the research process or the writing of this report. They gave complete research independence to CARA for the study and asked CARA to release all results from the study.

CARA programmed and hosted the online survey. The sample was provided by Qualtrics from actively managed, double-opt-in survey research panels. Self-identified Catholics were sampled randomly from these panels. Quotas and weighting for generation and ethnicity are used to ensure representativeness of the sample to the adult Catholic population relative to the most recent estimates in the General Social Survey (GSS). The religion of selected respondents was verified with the first survey question. Respondents received incentives for their participation. Responses were screened and quality checked for those who did not complete the survey or who responded too quickly without considering questions. Because the survey did not use probability-based sampling a traditional margin of error cannot be calculated. When opt-in panels are used a credibility interval is used. For this survey this is 3.5 percentage points.

This report provides the frequency of response to all survey questions as well as statistically significant sub-group differences by gender, age, ethnicity, and frequency of Mass attendance.

Where possible, this report includes cross-time comparisons to previous CARA surveys. The first was conducted in November and December 2005 and included 1,260 self-identified Catholics using probability based sampling. The second was conducted in May and June 2011 and included 1,239 respondents using probability-based sampling.

Major Findings

- Twenty-one percent of adult Catholics in the United States attend Mass at least once a week. This is similar to the share attending prior to the COVID-19 pandemic in early 2020. However, 3% are still watching Mass at home due to the pandemic. Twenty-three percent attends Mass less than weekly, but at least once a month. Twenty-seven percent attends Mass a few times a year, likely Christmas and Easter. Twenty-six percent rarely or never attends Mass. Fewer than 1% are homebound and unable to attend Mass.
- Respondents reported slightly higher frequencies of Mass attendance prior to the COVID-19 pandemic with 23% reporting weekly attendance. The share currently watching Mass on television is the same as it was for respondents in 2019 (3%). The biggest difference is in those reporting attending Mass a few times a year with 21% reporting this for 2019 compared to 27% now.

- Eighty-five percent of adult Catholics pay "a great deal" or "some" attention to national news. Twelve percent pay "very" little attention and 3% pay no attention at all to national news.
- Thirty-four percent of adult Catholics said they prefer Fox News for cable news. CNN is the second most preferred (25%). Fifteen percent did not have a preference and 14% would not prefer any cable news network. The fewest, 13%, prefer MSNBC.
- Thirty-two percent of adult Catholics subscribe to a daily newspaper for their local area. Subscription rates have declined over the years from 44% in 2005.
- Forty-five percent of adult Catholics had watched a religious or spiritual video in the three months before they were surveyed. Other common forms of media use include listening to religious or spiritual content on an audio device (29%), reading a religious or spiritual website or blog (26%), reading a religious or spiritual print copy of a magazine or newspaper (18%), and following religious or spiritual related pages or posts online (16%). Significantly more Catholics have been watching and listening to religious or spiritual content compared to previous surveys conducted in 2011 and 2005. In 2005, 18% had watched religious or spiritual videos and 12% had listened to religious or spiritual content.
- Sixty-one percent of adult Catholics said they found ways to practice their faith online during the pandemic. Fifty-eight percent of those who found ways to practice their faith online during the pandemic say that they continue to do these things online now (representing 35% of all respondents).
- During the pandemic, adult Catholics were most likely to use videos of Mass, their parish website, and their parish bulletin (in print and/or online) to remain connected to their parish, the Church, and their faith in general. Also utilized were parish social media, Zoom sessions with other Catholics, their diocesan newspaper or magazine (in print and/or online).
- In the three months prior to being surveyed, 49% of respondents indicated they had read their diocesan newspaper or magazine. Seventeen percent had read this in print, 21% online and 10% in print and online. Shares reading their diocesan newspaper or magazine have increased significantly since CARA's 2011 and 2005 surveys.
- Forty-seven percent of respondents are not aware of their diocesan publication's form. Recall, 51% do not read a diocesan publication. Twenty-three percent say their publication is online, 19% say it is a print newspaper and 16% say it is a print magazine.
- Forty-one percent of adult Catholics would prefer a print publication from their diocese. Twenty one percent wants this in a magazine form and 20% in a newspaper form. Three in ten would prefer only an online offering. Eleven percent would prefer something in print and online. Eighteen percent would not prefer any type of diocesan publication and 14% are unsure.
- Eighty-nine percent of recent readers of diocesan publications evaluate the content of these as being excellent (33%) or good (56%). One in ten say the content is fair and 2% say it is poor.

- Sixty-one percent of respondents had read their parish bulletin in the three months prior to being interviewed. Twenty-five percent read this in print only. The same share only viewed it online. Eleven percent read both print and online versions. Thirty-nine percent did not read it.
- Ninety percent of weekly attenders read their parish bulletin—most often in print only (46%). Eighty-seven percent of monthly Mass attenders read their bulletin—most often online only (37%). Forty percent on those who attend Mass a few times a year or less often read their bulletin—most often online only (19%). Thus, by far the best way to reach Catholics in the pews or outside of them is the parish bulletin.
- Forty-nine percent agrees that they believe the print version of my diocese's news publication is an essential part of how the diocese communicates with Catholics here. Eighteen percent disagree with this. Forty-one percent agree that they would be upset by any suggestion that my diocese stop producing a print version its publication(s). Twenty-four percent disagree with this.
- Thirty-one percent of respondents said that they receive Catholic publications at their home other than their parish bulletin or diocesan publication. Twenty-eight percent of respondents receive these and are regular readers of this publication or publications.
- Respondents are most likely to have visited the website for their Catholic parish in the three months prior to being surveyed. There has been a substantial increase in the share of Catholics using their parish website (44% compared to 5% in 2005). Smaller increases are evident in the use of websites for dioceses, schools, and charities.
- Respondents were asked about the social media sites they have a profile on. They were most likely to have a profile on Facebook (77%) followed by Instagram (44%), Twitter (32%), TikTok (27%), Pinterest (23%), LinkedIn (21%), and Snapchat (20%). Six percent indicated having a profile on some other site or application. Two percent of respondents did not indicate they have any social media profile.
- Ninety-eight percent of respondents have a social media profile of some sort. Forty-six percent of these Catholics indicate that they are Catholic on a profile. A third of respondents with social media profiles say they share things about Catholicism on their profile(s).
- Respondents tend to trust their local diocesan sources to provide accurate and unbiased Catholic Church content (31% diocesan website, 21% diocesan publication). They also trust the site for the USCCB (21%). They are less trusting of secular sources (11%).
- Respondents are more likely to say the internet and social media (23%) as well as word of mouth (21%) are their primary sources for religious content. Nineteen percent prefer print publications, 14% television, and 4% radio. Nineteen percent consider none of the sources listed as their primary source.
- Eighty-four percent of respondents use a smartphone at least once a day (70% multiple times a day). Nearly half, 49%, use a laptop computer daily. Thirty-six percent use a desktop computer daily. Thirty percent use a daily computer daily. Eighteen percent use an e-book reader daily. Seventeen percent use a gaming system daily.

- About three in ten, 31%, have an app related to the Catholic Church or Catholicism on their electronic devices.
- Sixty-eight percent of respondents visit their most frequently used social media site at least once a day (41% multiple times a day). Twenty-eight percent of respondents share something on social media daily (13% multiple times a day). One in five never shares something on social media.
- Nearly nine in ten respondents, 88%, have visited YouTube. A third of respondents visits YouTube multiple times a day. An additional 16% visit once a day. One in five, 19%, visits a few times per week. Twelve percent have never visited YouTube. The most common type of content regularly watched by adult Catholics on YouTube is music videos (51%), followed by comedy content (36%), educational content (34%), and religious content (30%). One in five respondents have posted a video on YouTube.
- Thirty-six percent of adult Catholics read or follow blogs. One in ten respondents has a personal blog themselves.
- Twenty-two percent of adult Catholics follow specific Catholic influencers.
- The most frequently used sources for information about Catholics' parishes, dioceses, and the faith are their parish bulletin (45%), word of mouth with others (22%), diocesan publications (21%), and Catholic television (20%).

Demographics and Background

Twenty-nine percent of adult self-identified Catholics reside in the South. A quarter lives in the Northeast. Slightly fewer, 24%, resides in the West. Twenty-two percent live in the Midwest.

What region of the United States do you live in?			
Northeast	25%		
Midwest	22%		
South	29%		
West	24%		

Thirty-two percent of adult self-identified Catholics is of Spanish, Hispanic, or Latino descent.

	Are you of Spanish, Hispanic, or Latino descent?	
Yes	36%	
No	64%	

Fifty-three percent of adult self-identified Catholics are female and 47% are male.

	Are you male or female?
Male	47%
Female	53%

Thirty-nine percent of adult self-identified Catholics are age 55 or older. Thirty-six percent are ages 35 to 54. A quarter are ages 18 to 34. This variable is used for sub-group analysis.

	In what age group are you?
18 to 34	25%
35 to 54	36%
55 or older	39%

Religious Behavior

Twenty-one percent of respondents attend Mass at least once a week. This is similar to the share attending prior to the COVID-19 pandemic in early 2020. However, 3% are still watching Mass at home due to the pandemic. Twenty-three percent attends Mass less than weekly, but at least once a month. Twenty-seven percent attends Mass a few times a year, likely Christmas and Easter. Twenty-six percent rarely or never attends Mass. Fewer than 1% are homebound and unable to attend Mass. This variable is used for sub-group analysis.

Aside from Weddings and funerals, about how often do yo	ou attend mass currently?
More than once a week	3%
Every week	18%
Almost every week	10%
Once or twice a month	13%
A few times a year	27%
Rarely or never	26%
Currently, watching Mass online or television due to the COVID-19 pandemic	3%
Homebound, shut-in, sick, unable to get out	<1%

Respondents reported slightly higher frequencies of Mass attendance prior to the COVID-19 pandemic with 23% reporting weekly attendance. The share currently watching Mass on television is the same as it was for respondents in 2019. The biggest difference is in those reporting attending Mass a few times a year with 21% reporting this for 2019 compared to 27% now.

Prior to the COVID-19 pandemic about how often dia	you attend Mass in 2019?
More than once a week	4%
Every week	19%
Almost every week	13%
Once or twice a month	12%
A few times a year	21%
Rarely or never	27%
Watched Mass online or television	3%
Homebound, shut-in, sick, unable to get out	<1%

A majority of respondents, 55%, say they reside in a house that regularly contributes to the weekly offertory collection at their parish.

Do you or your household regularly contribute to the weekly offertory collection at your local parish?		
Yes	55%	
No	45%	

One in ten are very involved with parish activities or ministries other than attending Mass. Forty-two percent are not involved in these at all.

Besides attending Mass, how involved are you in parish activities or ministries currently?				
Very involved	10%			
Somewhat involved	24%			
Involved a little	24%			
Not involved at all	42%			

Similar to Mass attendance, involvement in parish activities or ministries was slightly higher prior to the pandemic than it is now. At that time 14% were very involved in these and 39% were not involved in these at all.

٦

Prior to the COVID-19 pandemic how involved are you in parish activities or ministries currently?			
Very involved	14%		
Somewhat involved	24%		
Involved a little	23%		
Not involved at all	39%		

Media and Technology Use

Eighty-five percent of adult Catholics pay "a great deal" or "some" attention to national news. Only 3% pay no attention at all to national news. Although previous CARA surveys included a "quite a bit" response and the current survey did not, there does appear to be a heightened level of news attention in 2023 compared to previous surveys.

Г

Generally, how much attention do you pay to national news on television, online, or in daily newspapers?			
	2023	2011	2005
A great deal	43%	23%	21%
Quite a bit		29%	30%
Some	42%	30%	32%
Very little	12%	14%	13%
None	3%	4%	3%

Catholics ages 55 and older are more likely than younger Catholics to pay a great deal of attention to national news (53% compared to 36%). Weekly Mass attenders are more likely than those who attend Mass a few times a year or less often to pay a great deal of attention to national news (50% compared to 39%).

Thirty-four percent of respondents said they prefer Fox News for cable news. CNN is the second most preferred (25%). Fifteen percent did not have a preference and 14% would not prefer any cable news network. The fewest, 13%, prefer MSNBC.

If you were to watch news on a cable television channel, which of these three networks would you most prefer? Choose one:			
Fox News	34%		
CNN	25%		
MSNBC	13%		
No preference	15%		
None of the above	14%		

Thirty-two percent of adult Catholics subscribe to a daily newspaper for their local area. Subscription rates have declined over the years from 44% in 2005.

Do you subscribe to a print copy of a daily newspaper for your local area?			
	2023	2011	2005
Yes	32%	36%	44%
No	68%	64%	56%

Catholics attending Mass at least monthly or more often are more likely than those attending a few times a year or less often to subscribe to a print copy of their local daily newspaper (44% compared to 21%).

Forty-five percent of adult Catholics had watched a religious or spiritual video in the three months before they were surveyed. Other common forms of media use include listening to religious or spiritual content on an audio device (29%), reading a religious or spiritual website or blog (26%), reading a religious or spiritual print copy of a magazine or newspaper (18%), and following religious or spiritual related pages or posts online (16%). Three in ten had done none of the things listed in the three months prior to being surveyed.

Which of the following have you done in the last three months? Check all that apply				
Percentage having done ea	cn:			
	2023	2011	2005	
Watched religious or spiritual video content on any device	45%	24%	28%	
Listened to religious or spiritual audio content on any				
device	29%	13%	12%	
Read content from a religious or spiritual website or blog	26%			
Read a religious or spiritual print copy of a magazine or				
newspaper	18%	18%	28%	
Followed religious or spiritual related pages and/or posts				
on Facebook	16%			
Read a print copy of a religious or spiritual book	14%	6%	23%	
Read a religious or spiritual magazine or newspaper online	13%	3%		
Purchased a print copy of a religious or spiritual book	10%	6%	10%	
Read a religious or spiritual e-book	9%	1%		
Purchased a religious or spiritual e-book	8%	1%		
Followed religious or spiritual related discussions on				
Twitter	8%	1%		
None of these	30%			

Significantly more Catholics have been watching and listening to religious or spiritual content compared to previous surveys conducted in 2011 and 2005.

There are a number of sub-group differences regarding religious media use.

- Catholics ages 18 to 34 and those ages 35 to 54 are more likely than those who are 55 and older to have watched religious or spiritual video content (59% and 51% compared to 30%).
- Catholics ages 18 to 34 and those ages 35 to 54 are more likely than those who are 55 and older to have listened to religious or spiritual audio content (50% and 34% compared to 11%).
- Catholics ages 18 to 34 and those ages 35 to 54 are more likely than those who are 55 and older to have read religious or spiritual content on a website or blog (36% and 31% compared to 16%).
- Catholics ages 18 to 34 and those ages 35 to 54 are more likely than those who are 55 and older to have followed religious or spiritual related pages or posts on Facebook (21% and 22% compared to 9%).
- Monthly or more Mass attenders are more likely than those who attend a few times a year or less often to have watched religious or spiritual video content (58% compared to 33%).
- Monthly or more Mass attenders are more likely than those who attend a few times a year or less often to have listened to religious or spiritual audio content (39% compared to 21%).
- Monthly or more Mass attenders are more likely than those who attend a few times a year or less often to have read religious or spiritual content on a website or blog (37% compared to 17%).
- Monthly or more Mass attenders are more likely than those who attend a few times a year or less often to have read religious or spiritual print copy of a magazine (28% compared to 10%).
- Monthly or more Mass attenders are more likely than those who attend a few times a year or less often to have read religious or spiritual print copy of a magazine (28% compared to 10%).
- Weekly Mass attenders are more likely than those attending a few times or year or less often to read a print copy of a religious or spiritual book (24% compared to 7%).

As shown below, respondents are generally more likely to do these things now than before the pandemic. This is especially the case with watching religious or spiritual video content (45% compared to 28% prior to the pandemic).

Which of the following did you do in the three months before the COVID-19 pandemic in 2020? Check all that apply Percentage having done each:

		Before
	2023	pandemic
Watched religious or spiritual video content on any device	45%	28%
Listened to religious or spiritual audio content on any device	29%	22%
Read content from a religious or spiritual website or blog	26%	19%
Read a religious or spiritual print copy of a magazine or newspaper	18%	17%
Followed religious or spiritual related pages and/or posts on Facebook	16%	12%
Read a print copy of a religious or spiritual book	14%	13%
Read a religious or spiritual magazine or newspaper online	13%	12%
Purchased a print copy of a religious or spiritual book	10%	9%
Read a religious or spiritual e-book	9%	8%
Purchased a religious or spiritual e-book	8%	6%
Followed religious or spiritual related discussions on Twitter	8%	8%
None of these	30%	37%

Sixty-one percent of adult Catholics said they found ways to practice their faith online during the pandemic.

During the pandemic, did you find ways to practice your faith online?		
Yes	61%	
No	39%	

Catholics ages 18 to 34 and 35 to 54 were more likely than those 55 or older to find ways o practice their faith online during the pandemic (72% and 67% compared to 49%). Monthly or more Mass attenders are more likely than those who attend a few times a year or less often to have found ways to practice their faith online during the pandemic (84% compared to 41%).

Respondents were asked to provide examples of what they did. Below are examples of the most numerous types of comments:

- Attended Church services online
- Attended Mass via television
- Attending Mass by video on Facebook
- Bible app

- Catholic websites
- Church website
- Discussions forums
- Doing online classes and sermons
- EWTN website
- Facebook religious groups
- Formed, Word on Fire, YouTube Mass
- Found some special prayers
- In charities websites
- Listening to podcasts online and following worship online
- Online through Zoom
- Rosary podcast
- Share good news
- Video chat

Fifty-eight percent of those who found ways to practice their faith online during the pandemic say that they continue to do these things online now (representing 35% of all respondents).

	Do you continue to do these things online now?
Yes	58%
No	42%

As shown below, during the pandemic, adult Catholics were most likely to use videos of Mass, their parish website, and their parish bulletin (in print and/or online) to remain connected to their parish, the Church, and their faith in general. Also utilized were parish social media, Zoom sessions with other Catholics, their diocesan newspaper or magazine (in print and/or online).

How much did you use the following during the pandemic to remain connected to your parish, the Church, and the Catholic faith in general?				
	Very much	Somewhat	Only a little	Not at all
Videos of Mass on television or online	32%	24%	15%	30%
My parish website	19%	26%	18%	37%
My parish bulletin in online	19%	21%	17%	43%
My parish bulletin in print	18%	20%	16%	46%
Parish social media	16%	19%	16%	49%
Zoom sessions with other Catholics	12%	14%	13%	61%
My diocesan newspaper of magazine in print	12%	19%	15%	54%
My diocesan newspaper of magazine in online	12%	18%	12%	58%

• Catholics ages 18 to 34 and those ages 35 to 54 are more likely than those who are 55 and older to have used their parish website during the pandemic very much (24% and 24% compared to 10%).

- Catholics ages 18 to 34 and those ages 35 to 54 are more likely than those who are 55 and older to have used Zoom sessions with other Catholics during the pandemic very much (19% and 17% compared to 3%).
- Catholics ages 18 to 34 and those ages 35 to 54 are more likely than those who are 55 and older to have used parish social media during the pandemic very much (25% and 23% compared to 5%).
- Catholics ages 18 to 34 and those ages 35 to 54 are more likely than those who are 55 and older to have used their parish website during the pandemic very much (32% and 31% compared to 8%).
- Weekly and monthly Mass attenders are more likely than those attending a few times or year or less often to use videos of Mass during the pandemic very much (60% and 43% compared to 14%).
- Weekly and monthly Mass attenders are more likely than those attending a few times or year or less often to have used Zoom sessions with other Catholics during the pandemic very much (22% and 19% compared to 6%).
- Weekly and monthly Mass attenders are more likely than those attending a few times or year or less often to have used their parish bulletin in print during the pandemic very much (33% and 25% compared to 8%). Similar shares reported this with their online parish bulletin.
- Weekly and monthly Mass attenders are more likely than those attending a few times or year or less often to have used their diocesan newspaper or magazine in print during the pandemic very much (22% and 17% compared to 7%). Similar shares reported this with their online diocesan newspaper or magazine.
- Weekly and monthly Mass attenders are more likely than those attending a few times or year or less often to have used parish social media during the pandemic very much (27% and 22% compared to 10%).

In the three months prior to being surveyed, 49% of respondents indicated they had read their diocesan newspaper or magazine. Seventeen percent had read this in print, 21% online and 10% in print and online. Shares reading their diocesan newspaper or magazine have increased significantly since CARA's 2011 and 2005 surveys.

In the last three months have you read a copy of your diocesan newspaper or magazine?			
	2023	2011	2005
Yes, in print	17%		
Yes, online	21%	} 26%	} 25%
Yes, in print and online	10%		
No, did not read	51%	74%	75%

Catholics ages 18 to 34 and those ages 35 to 54 are most likely to have read their diocesan newspaper or magazine online only (27% and 25%). Those ages 55 or older are most likely to read their publication in print only (21%). Seventy-five percent of weekly Mass attenders read their diocesan newspaper or magazine in print and/or online. Fifty-seven percent of those who attend Mass less than weekly but at

least once a month read their publication in print and/or online. By comparison, a third of those who attend Mass a few times a year or less often read their diocesan publication.

Forty-seven percent of respondents are not aware of their diocesan publication's form. Recall, 51% do not read a diocesan publication. Twenty-three percent say their publication is online, 19% say it is a print newspaper and 16% say it is a print magazine.

Is your diocesan publication	
A newspaper sent to your home as a print publication	19%
A magazine sent to your home as a print publication	16%
An online offering	23%
I don't know	47%

Those who attend Mass a few times a year or less often are more likely than monthly or weekly attenders to not know the type of publication they receive (65% compared to 25% and 22%).

Forty-one percent of adult Catholics would prefer a print publication from their diocese. Twenty one percent wants this in a magazine form and 20% in a newspaper form. Three in ten would prefer only an online offering. Eleven percent would prefer something in print and online. Eighteen percent would not prefer any type of diocesan publication and 14% are unsure.

What type of publication would you prefer to receive from y Check all that apply	our diocese?
A magazine sent to your home as a print publication	21%
A newspaper sent to your home as a print publication	20%
An online offering	30%
All of the above	11%
None of the above	18%
I don't know	14%

Those who attend Mass a few times a year or less often are more likely than monthly or weekly attenders to not prefer any type of publication (29% compared to 4% and 5%).

Nearly a quarter of respondents who had read their diocesan newspaper in the last three months say they read their diocesan publication once a week or more often. A third reads this a few times a month and 28% read it once a month. One in ten reads a few times a year and 2% once a year. Three percent read it less often or never.

Typically how often do you read your diocesan newspaper or magazine?				
	Among those who have read their publication within the last three months	Among all respondents		
Once a week or more often	24%	12%		
A few times a month	33%	16%		
Once a month	28%	14%		
A few times a year	10%	5%		
Once a year	2%	1%		
Less often or never	3%	1%		
Non-reader		51%		

Among readers of diocesan publications, those attending weekly are more likely than those who attend Mass a few times a year or less often to read their diocesan newspaper or magazine at least once a week (30% compared to 17%).

Eighty-nine percent of recent readers of diocesan publications evaluate the content of these as being excellent (33%) or good (56%). One in ten say the content is fair and 2% say it is poor.

Overall, how would you evaluate the content provided in your diocesan newspaper or magazine?			
Among those who have read	d their publication within the last three m	nonths	
	2023	2011	
Excellent	33%	26%	
Good	56%	53%	
Fair	10%	19%	
Poor	2%	1%	

Twenty-one percent say their household subscribes to the diocesan publication. Twenty-nine percent say their subscription in made by their parish. Half do not know about their subscription.

Is this diocesan newspaper or magazine	
Something you or your household subscribes to	21%
Or, is it a subscription made by your parish	29%
Or, I don't know	50%

Catholics who attend Mass a few time a year or less often are more likely not to know about their diocesan subscription method than those who attend at least once a month or weekly (65% compared to 43% and 35%).

Respondents were asked in an open-ended question about what they would like to see in their diocesan newspaper or magazine. Responses primarily concern providing information but also faith content. The comments also reference a free publication. Below are examples of the most common responses:

- A little more on politics, as in who is doing what for or against my beliefs
- A little of everything that's going on in our religion
- A monthly piece on Catholic families in the diocese who practice their faith
- A welcoming message, the opposite of what I got the first two times I went to my local church
- About Catholicism and the morals of Christianity
- About life
- Activities of the Church
- Area catholic functions and Masses
- Bible study
- Bible verses
- Births, deaths, parish happenings
- Charity opportunities and more parish news
- Daily prayers
- Diocesan news
- Events
- Everything
- Faith content
- General information
- Happenings in the Church
- I like to hear about outreach
- Information about events, new churches, priests who are being moved to new parishes
- Inspirational content
- Local classified sections
- Local community news
- More charity services
- More thoughts on world events
- News from the Vatican
- people helping other people
- Positive affirmations
- Real life content
- Spiritual growth
- Updates
- Volunteering information

Adult Catholics are most interested in seeing content about prayer and current events in their diocesan publications (72% and 71% at least "somewhat" interested, respectively). This content is followed by Church history, Bible study, theology, and apologetics. The next most favored content is Bible study, Christian advice for daily living, Catholic culture and theology. Respondents show the least interest in apologetics and their Bishop's schedule.

How interested are you in see the following types of content in your diocesan publication?				
	Very	Somewhat	Only a little	Not at all
Prayer	43%	29%	16%	12%
Current events	43%	28%	16%	13%
Church history	30%	37%	18%	15%
Bible study	27%	27%	23%	24%
Christian advice for daily living	27%	30%	21%	22%
Catholic culture	27%	31%	23%	19%
Theology	24%	34%	23%	19%
Apologetics	15%	26%	26%	33%
Bishop's schedule	14%	23%	26%	36%

Younger respondents report that they are very interested in prayer related content. Half of those ages 18 to 54 reported this compared to 33% of those ages 55 and older. A similar difference is evident for Bible study with 34% of those ages 18 to 54 being very interested in this compared to 14% of those ages 55 and older. Generally more frequent Mass attenders are more interested in all of the content types listed than more infrequent attenders. For example, 57% of weekly Mass attenders are interested in prayer content compared to 52% of monthly attenders and 33% of those who attend Mass a few times a year or less often. Weekly attenders are most likely to be very interested in current events (60%), prayer (57%), Church history (46%), Bible study (45%), theology (42%), Catholic culture (42%), and Christian advice for daily living (42%). Those attending Mass a few times a year or less often are very interested the most in prayer (33%).

Sixty-one percent of respondents had read their parish bulletin in the three months prior to being interviewed. Twenty-five percent read this in print only. The same share only viewed it online. Eleven percent read both print and online versions. Thirty-nine percent did not read it.

In the last three months have you bulletin	
Yes, in print	25%
Yes, online	25%
Yes, in print and online	11%
No, did not read	39%

Ninety percent of weekly attenders read their parish bulletin—most often in print only (46%). Eightyseven percent of monthly Mass attenders read their bulletin—most often online only (37%). Forty percent on those who attend Mass a few times a year or less often read their bulletin—most often online only (19%). Thus, by far the best way to reach Catholics in the pews or outside of them is the parish bulletin.

Respondents were asked what they liked best about their parish bulletin. Representative comments include:

- A list of the weeks services
- Activities
- Advertisements
- All the information
- An order of service
- Bible Study
- Births
- Church events
- Church history
- Current parish news
- Daily prayer
- Deaths
- Everything
- Free stuff
- Good news
- Hometown feel
- I like the weekly verses
- Information about events, mass times
- Information about masses
- Information about my community
- It's free
- It's informative
- It's interesting
- It's uplifting
- Local events
- Local news
- Parish news
- Pastoral care
- Prayers
- Schedule of activities
- The ads
- The images
- The mood of things
- The songs
- Upcoming events
- What is happening

	u ugree with	the johowing	stutement	.57	
	Disagree strongly	Disagree somewhat	Neither	Agree somewhat	Agree strongly
I generally prefer reading content					
online rather than in print	10%	17%	27%	29%	17%
I do not have time to read print					
magazines and newspapers	21%	26%	28%	17%	9%
I prefer participating on Facebook,					
personal blogs, Twitter, YouTube,					
TikTok, or online discussion boards to					
reading print publications	27%	15%	23%	24%	12%
I would prefer to get my diocesan					
content online rather than in a print					
publication	13%	15%	32%	25%	14%
I would like both a print and online					
version of my diocesan newspaper or					
magazine to be produced so any					
interested reader has access to this	11%	13%	34%	26%	16%
I believe the print version of my					
diocese's news publication is an					
essential part of how the diocese					
communicates with Catholics here	8%	10%	33%	32%	17%
I wish the diocese did more					
communications online on Facebook,					
Twitter, YouTube, or other sites like					
these	17%	14%	31%	25%	13%
I would be upset by any suggestion that					
my diocese stop producing a print					
version its publication(s)	11%	13%	35%	25%	16%
Having a print version of my diocese's					
newspaper or magazine is important to					
me	13%	13%	31%	26%	17%

How much do you agree with the following statements?

As shown above, respondents were asked to agree or disagree about statements regarding their media use and preferences.

- Forty-nine percent agrees that they believe the print version of my diocese's news publication is an essential part of how the diocese communicates with Catholics here. Eighteen percent disagree with this.
- Forty-six percent agree that they prefer reading content online rather than in print. Twentyseven percent disagree with this.
- Forty-three percent agree that having a print version of my diocese's newspaper or magazine is important to them. Twenty-six percent disagree with this.
- Forty-two percent agree that they would like both a print and online version of their diocesan newspaper or magazine to be produced so any interested reader has access to this. Twenty-four percent disagrees with this.

- Forty-one percent agree that they would be upset by any suggestion that my diocese stop producing a print version its publication(s). Twenty-four percent disagree with this.
- Thirty-nine percent agrees that they would prefer to get their diocesan content online rather than in a print publication. Twenty-eight percent disagree with this.
- Thirty-eight percent agrees that they wish the diocese did more communications online on Facebook, Twitter, YouTube, or other sites like these. Thirty-one percent disagrees with this.
- Thirty-six percent agree that they prefer participating on Facebook, personal blogs, Twitter, YouTube, TikTok, or online discussion boards to reading print publications. Forty-two percent disagrees with this.
- Twenty-six percent agree that they don't have time to read print newspapers and magazines. Forty-seven percent disagree with this.

Two sub-group differences with these questions are related to Mass attendance. These include:

- Sixty-two percent of weekly Mass attenders agree that they believe the print version of their diocesan newspaper or magazine is an essential part of how the diocese communicates. Sixty percent of monthly Mass attenders responded similarly. By comparison, 37% of those who attends Mass a few times or less often indicated this.
- Fifty-four percent of weekly attenders agree that they would be upset by any suggestion that their diocese stop producing a print version of its publication. Fifty-three percent of monthly attenders responded as such. By comparison, 31% of those who attend a few times or less often responded as such.

Thirty-one percent of respondents said that they receive Catholic publications at their home other than their parish bulletin or diocesan publication. Twenty-eight percent of respondents receive these and are regular readers of this publication or publications.

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

[if yes,] Are you a regular reader of these publications (e.g., reading at least once in three months)?

Yes, regular reader	28%	
Yes, not regular reader	3%	
No	69%	

Forty-one percent of weekly Mass attenders and 45% of monthly attenders receive other Catholic publications regularly. Seventeen percent of those attending Mass a few times a year or less often receive these.

Respondents were asked to share what these publications were. The list below shows responses that represent publications:

- Alumni newsletters
- America
- Bible.org
- Boston College Alumni Magazine
- Catholic daily devotional
- Catholic Digest
- Catholic Exponet
- Catholic Herald
- Catholic Journal
- Catholic News Agency
- Catholic Week
- Catholic World
- Catholics Today
- Church for Life
- Columbia
- Commonweal
- Connect with God
- Crusade Channel newsletter
- Daily bread
- Daily Wednesday
- Daily Mailbox
- De La Salle newsletter
- Domingo de Luz
- Faith Across Borders
- Fe y Paz
- Flock Notes
- Franciscan Life
- Jesuit Missions
- Keeper of the Light
- Knights of Columbus Magazine
- La Catholics
- Liturgy of the Hours
- Living Faith
- Loyola College Prep
- Magis Center for Catholics
- Magnificat
- Maryknoll
- Missouri Catholic
- Mornings with Joseph
- My Catholic Life
- National Catholic Register
- Notre Dame Magazine,
- Our Daily Bread

- Our Lady of the Rosary ٠
- Our Sunday Visitor
- Religious Today
- *Resurrection high school newsletter*
- Saint of the Day
- Salesian News Bulletin,
- St, Anthony's Messenger
- St. Anthony's Weekly
- St. Benedict alumni news •
- St. Joseph's Academy newsletter
- St. Mary's High School alumni newsletter •
- Steps Back to Christ •
- The Catholic Free Press •
- The Catholic Telegraph
- The Catholic Virginian •
- The Columbia •
- The daily believer
- The Franciscan •
- The Tablet •
- US Catholic •
- Watchtower •
- Way to Faithful Living
- Way to life

Weekly Evangelical •

Respondents are most likely to have visited the website for their Catholic parish in the three months prior to being surveyed. There has been a substantial increase in the share of Catholics using their parish website (44% compared to 5% in 2005). Smaller increases are evident in the use of websites for dioceses, schools, and charities.

Have you visited any of the sites listed below online in the last three months? Check all that apply Percentage having done each:					
	2023	2011	2005		
A website of a Catholic parish	44%	14%	5%		
A website of a Catholic diocese	18%	5%	3%		
A website of a Catholic school	13%	6%	3%		
A website of a Catholic charity or social service agency	15%	2%	2%		
The website for the U.S. Bishops Conference (usccb.org)	6%	2%	1%		
The Vatican website	7%	3%	2%		
Other Catholic site	1%				
None of these	39%	81%			

Currently, 18% had visited their diocesan website, 13% the website for a Catholic school, 15% website for a Catholic charity or social agency. Seven percent had visited the Vatican website and 6% the website for the United States Conference of Catholic Bishops (USCCB). One percent indicted visiting some other Catholic website. Thirty-nine percent had not visited a Catholic website in the three months prior to being surveyed.

Weekly and monthly Mass attenders are more likely than those who attend a few times a year or less often to visit any of the sites listed. The biggest difference is for the parish website. Sixty two percent of those attending at least once a month have visited their parish website recently. Three in ten of those attending a few times a year or less often had done so.

Respondents were asked about the social media sites they have a profile on. They were most likely to have a profile on Facebook (77%) followed by Instagram (44%), Twitter (32%), TikTok (27%), Pinterest (23%), LinkedIn (21%), and Snapchat (20%). Six percent indicated having a profile on some other site or application. Two percent of respondents did not indicate they have any social media profile

Do you have a profile on any of the following social media sites? Check all that apply Percentage selecting each:		
Facebook	77%	
Instagram	44%	
Twitter	32%	
TikTok	27%	
Pinterest	23%	
LinkedIn	21%	
Snapchat	20%	
Other	6%	
Did not indicate having a social media profile	2%	

Sixty-nine percent of those ages 18 to 34 have a profile on Instagram, compared to 52% of those ages 35 to 54 and 22% of those ages 55 or older. Fifty percent of those ages 18 to 34 have a profile on TikTok compared to 33% of those ages 35 to 54 and 7% of those ages 55 or older. Forty-nine percent of those ages 18 to 34 have a profile on Twitter compared to 39% of those ages 35 to 54 and 14% of those ages 55 or older. Thirty-nine percent of those ages 18 to 34 have a profile on Snapchat compared to 22% of those ages 35 to 54 and 6% of those ages 55 or older.

Ninety-eight percent of respondents have a social media profile of some sort. Forty-six percent of these Catholics indicate that they are Catholic on a profile.

[if yes,] Do you specify that you are Catholic on any of these profiles? Among those with a social media profile(s)				
	2023	2011		
Yes	46%	52%		
No	54%	48%		

Fifty-seven percent of Catholics who are 54 or younger and have social media profiles indicate they are Catholic on these compared to 27% of those ages 55 and older with profiles. Fifty-seven percent of those who attend Mass at least once a month specify they are Catholic on their profiles compared to 27% of those who attend Mass a few times a year or less often.

A third of respondents with social media profiles say they share things about Catholicism on their profile(s).

[if yes,] Do you share anything about Catholicism on any of these profiles?			
Among those with a social media profile(s)			
Yes	33%		
No	67%		

Forty-seven percent of Catholics who are 54 or younger and have social media profiles share Catholic content on these compared to 11% of those ages 55 and older with profiles. Forty-five percent of those who attend Mass at least once a month share Catholic content on their profiles compared to 23% of those who attend Mass a few times a year or less often.

Respondents tend to trust their local diocesan sources to provide accurate and unbiased Catholic Church content (31% diocesan website, 21% diocesan publication). They also trust the site for the USCCB (21%). They are less trusting of secular sources (11%). Twenty-nine percent would not trust any of the sources listed.

Which of the following do you trust to provide an accurate and Catholic Church content? Check all that appl Percentage selecting each:	-
My diocesan website	31%
The website for the U.S. Bishops (usccb.org)	21%
The online version of my diocesan newspaper or magazine	21%
An independent website or blog about Catholicism	14%
A secular newspaper's or magazine's website	11%
All of the above	18%
None of the above	29%

Generally, weekly and monthly Mass attenders are more trusting of each source (including all of the above) compared to those who attend Mass a few times a year or less often.

Respondents are more likely to say the internet and social media (23%) as well as word of mouth (21%) are their primary sources for religious content. Nineteen percent prefer print publications, 14% television, and 4% radio. Nineteen percent consider none of the sources listed as their primary source.

What would you say is your primary source for the religious content you consume?				
Internet/Social Media	23%			
Word of mouth (i.e., friends, family)	21%			
Print publications (i.e., newspapers, magazines)	19%			
Television	14%			
Radio	4%			
None of the above	19%			

Among those ages 18 to 34, the most popular primary source for religious content is internet and social media (33%). This is the same for those ages 35 to 54 (31%). Among those ages 55 and older, the most popular primary source is print publications (24%).

Eighty-four percent of respondents use a smartphone at least once a day (70% multiple times a day). Nearly half, 49%, use a laptop computer daily. Thirty-six percent use a desktop computer daily. Thirty percent use a daily computer daily. Eighteen percent use an e-book reader daily. Seventeen percent use a gaming system daily.

How frequently do you use these?							
	Multiple, daily	Once a day	Few per week	Once a week	Once a month	Less often	Never
Smartphone	70%	14%	6%	2%	2%	1%	5%
Laptop computer	28%	21%	14%	7%	5%	8%	17%
Desktop computer	22%	14%	11%	7%	5%	8%	33%
Tablet computer	16%	14%	14%	9%	5%	8%	35%
E-book reader	7%	11%	9%	8%	5%	7%	53%
Gaming system	7%	10%	14%	8%	5%	7%	50%

The most frequent users of smartphones are those ages 35 to 54 (75% multiple times daily) and those ages 18 to 34 (74% multiple times daily). Those ages 55 and older are slightly less likely to use a smartphone multiple times a day (64%). Older Catholics, ages 55 and older, are more likely than younger Catholics to use a desktop computer multiple times a day (29% compared to 17%). Younger Catholics, under the age of 54, are more likely than older Catholics to use a gaming system at least once per day (26% compared to 3%).

About three in ten, 31%, have an app related to the Catholic Church or Catholicism on their electronic devices.

Do you have any apps related Catholicism on y	
Yes	31%
No	68%
I don't have any devices	2%

Catholics ages 18 to 34 are more likely than those who are 35 to 54 and those ages 55 and older to have apps related to Catholicism on their devices (47% compared to 39% and 12%). Monthly mass attenders are more likely than those attending less frequently to have Catholic apps on their devices (44% compared to 19%).

Sixty-eight percent of respondents visit their most frequently used social media site at least once a day (41% multiple times a day).

About how often do you visit your most frequently used social media site?				
Multiple times every day	41%			
At least once a day	27%			
At least a few times per week	12%			
At least once a week	7%			
At least once a month	2%			
Less than once a month	2%			
Never	9%			

Twenty-eight percent of respondents share something on social media daily (13% multiple times a day). One in five never shares something on social media.

About how often do you share things (e.g., posts, comments, pictures, articles, videos) with others using social media?			
Multiple times every day	13%		
At least once a day	15%		
At least a few times per week	17%		
At least once a week	10%		
At least once a month	11%		
Less than once a month	14%		
Never	20%		

Nearly nine in ten respondents, 88%, have visited YouTube. A third of respondents visits YouTube multiple times a day. An additional 16% visit once a day. One in five, 19%, visits a few times per week. Twelve percent have never visited YouTube.

Do you ever visit YouTube? [if yes,] How often do you visit YouTube?		
Multiple times every day	32%	
At least once a day	16%	
At least a few times per week	19%	
At least once a week	11%	
At least once a month	6%	
Less than once a month	5%	
Never visited YouTube	12%	

Catholics under 55 are more likely than those who are older to have visited YouTube (96% compared to 79%). Younger Catholics who have visited are also more likely than older visitors to say they go to YouTube multiple times a day (48% compared to 14%).

The most common type of content regularly watched by adult Catholics on YouTube is music videos (51%), followed by comedy content (36%), educational content (34%), and religious content (30%).

What type of content do you regularly watch on YouTube? Check all that apply		
Music videos	51%	
Comedy content	36%	
Educational content	34%	
Religious content	30%	
Content from movies and television	29%	
Viral videos	27%	
Vlogs (video blogs or commentary)	22%	
Other	7%	

Catholics ages 18 to 34 who visit YouTube are most often regular watchers of music videos (64%), comedy content (54%), religious content (42%), content from movies and television (40%), vlogs (40%), and educational content (38%). By comparison among those ages 55 and older who have visited YouTube the most frequently used content includes: music videos (33%), educational content (27%), comedy content (18%), content from movies and television (16%), and religious content (14%). Weekly and monthly Mass attenders who visit YouTube are more likely than those who attend lass often to regularly view religious content on the platform (44% compared to 20%).

One in five respondents have posted a video on YouTube.

Have you ever posted a	video on YouTube?
Yes No	20% 67%
Never visited YouTube	13%

YouTube visitors ages 18 to 34 are most likely to have posted a video on the site (40%) followed by those ages 35 to 54 (30%). Four percent of those ages 55 and older have posted a video on YouTube.

The most important aspects of social media and YouTube for respondents is controlling who has access to their content, staying connected with family, staying connected with friends, and being entertained by content. Majorities of all respondents say all of the features listed are at least "somewhat" important to them with the exception of meeting new people (41% at least "somewhat" important).

How important to you are the following features of social networks sites and other content sites like YouTube that you visit?				
	Very much	Somewhat	Only a little	Not at all
Controlling who has access to my content	46%	28%	15%	11%
Staying connected with family	45%	26%	15%	14%
Staying connected with friends	40%	30%	16%	14%
Being entertained by content	37%	36%	17%	10%
Being informed by content	34%	40%	16%	10%
Being inspired by content	31%	36%	21%	12%
Reading what others have shared	30%	40%	19%	11%
Viewing videos that others have shared	30%	40%	20%	11%
Posting my own content	23%	26%	22%	29%
Staying connected professionally with others	21%	29%	23%	27%
Viewing images that others have shared	20%	39%	20%	12%
Sharing other people's content	19%	34%	27%	20%
Meeting new people	17%	24%	26%	34%

Those ages 18 to 34 and 35 to 54 are more likely than those 55 and older to say they use social media to meet new people (29% and 21% compared to 5%).

Thirty-six percent of adult Catholics read or follow blogs.

	Do you read or follow any blogs?
Yes	36%
No	64%

A majority of Catholics ages 18 to 34 read blogs (55%) compared to 42% of those ages 35 to 54 and 19% of those ages 55 and older.

One in ten respondents has a personal blog themselves.

	Do you have a blog yourself?
Yes	10%
No	90%

Nineteen percent of Catholics ages 18 to 34 have personal blogs compared to 14% of those ages 35 to 54 and 2% of those ages 55 and older.

Twenty-two percent of adult Catholics follow specific Catholic influencers.

	Catholic influencers in the media consume?
Yes	22%
No	78%

Thirty-seven percent of Catholics ages 18 to 34 follow Catholic influencers online compared to 30% of those ages 35 to 54 and 6% of those ages 55 and older. Thirty-three of weekly Mass attenders follow Catholic influencers online compared to 30% of monthly attenders and 14% of those who attend mass a few times a year or less often.

Respondents were asked to list any influencers they follow. The list below includes substantive responses although not all are Catholic. Some are referenced by multiple respondents but listed here only once.

- Ali Lohrasbi
- Alyssa Aguis
- Amber Rose (yescatholic.com)
- Anne Barnhardt
- Bishop Barron
- Blessed is she
- Brant Pitre
- Breaking in the Habit
- Cardinal Cupich
- Cardinal Dolan
- Cash Luna
- Catholic Answers
- Catholic Stand
- Catholicfoodie
- Chris Stefanick
- Church with Joel
- Dani Austin
- Daniel Habib

- Danny Perez
- Darell Williams
- David Stram
- EWTN
- Father Badillo
- Father Chris Alar
- Father Mike Schmitz
- Father Rippenger
- Father Rob Galea
- Father Shawn
- Father Thomas
- Father Tim
- Fernando Marroquí
- Fr Ciano Ubod
- Fr Rob Galea
- Fr. Rob Galea
- FRG Ministry
- Goodcatholicmedia
- Hihn Davis
- Ibraham Gant
- James Martin
- Jeannie Gaffigan
- Jeff Young
- Jennifer Fulwier
- Joe Melendez
- John Martin
- John Talye
- Jonathan Murry
- Joyce Meyer
- justinakopp
- Justine Cumbo
- Kash Vegan
- Kingdom hall
- Makaela Canchola
- Maristas
- mexicandudepraying
- Monk George
- Msgr Stephen Rossetti
- Muscle priest
- My Catholic Life
- My Catholic Times
- Oscar Cuevas
- Padre Adam
- Padre Alberto Linero
- Padre Arturo Cornejo
- Padre Gómez

- Pope Francis
- Pope John Paul
- Religion hippie
- Richard Sontag
- Roma
- Samuel thoughts
- Sr. Helena Burns
- Steven Furtic
- Swissguardwife
- Taylor Marshall
- Terry Anne
- The Catholic Files
- The Jungle
- The Vatican news
- Todd Worner
- What Liz is loving

The most frequently used sources for information about Catholics' parishes, dioceses, and the faith are their parish bulletin (45%), word of mouth with others (22%), diocesan publications (21%), and Catholic television (20%). Fewer than one in five use the other sources listed. Twenty-three percent do not regularly use any of the sources listed.

Which of the following do you regularly use to get content and information about your parish, diocese, and/or Catholic faith? Check all that apply	
My parish bulletin (print or online copies)	45%
Word of mouth/discussions with others	22%

22%
21%
20%
17%
17%
11%
8%
7%
1%
23%

Catholics under age 55 are more likely than older Catholics to use Catholic-related Facebook accounts (23% compared to 8%). Generally, more frequent Mass attenders are more likely than less frequent attenders to use all sources listed. For example, Weekly attenders are more likely than monthly or less frequent attenders to rely on their parish bulletin (72% compared to 62% and 28%). Weekly attenders are also more likely to rely on their diocesan publication (35% compared to 28% and 14%).