

# We Invite Your Participation in the 1974 COURIER JOURNAL READERSHIP SURVEY

Excerpts from a message by Bishop Joseph L. Hogan accompanying this questionnaire in the Courier-Journal mail survey.

Have you got a few minutes?  
Your cooperation and participation in this readership survey will help the Courier-Journal in its constant goal to improve.

Your signature is not necessary, as all replies are anonymous.

The questions are self-explanatory. Just place a check or write the appropriate letter in the space provided. Your comments and suggestions are needed and welcomed. We have provided space for this purpose.

Please complete your form and return it no later than one week after the day you receive it.

May I extend my sincere thanks for your cooperation.

With gratitude and every blessing, I remain  
devotedly yours in Christ,

*Joseph L. Hogan*  
Bishop of Rochester

### THE COURIER-JOURNAL QUESTIONNAIRE

Important: Please read each question carefully and place a check [  ] or a letter (if requested) in the appropriate space. If comment is necessary, please print or write clearly.

1. Please check your age group.

- |                 |                    |
|-----------------|--------------------|
| a. 14 to 20 ( ) | d. 41 to 50 ( )    |
| b. 21 to 30 ( ) | e. 51 to 60 ( )    |
| c. 31 to 40 ( ) | f. 61 or older ( ) |

2. What level of education have you completed?

- a. Elementary ( )
- b. High School ( )
- c. Some College ( )
- d. College Grad ( )

3. How frequently do you read the COURIER-JOURNAL?

- a. Every week ( )
- b. About twice a month ( )
- c. About once a month ( )
- d. Rarely ( )
- e. Never ( )

4. How many other Catholic publications do you read regularly?

- a. None ( )
- b. One ( )
- c. Two or more ( )

5. Generally how many other persons read your copy of the COURIER-JOURNAL?

- a. None ( )
- b. One ( )
- c. Two or three ( )
- d. Four or more ( )

6. Check the county in which you live.

- |                 |                   |
|-----------------|-------------------|
| a. Cayuga ( )   | g. Livingston ( ) |
| b. Chemung ( )  | h. Steuben ( )    |
| c. Monroe ( )   | i. Tioga ( )      |
| d. Ontario ( )  | j. Tompkins ( )   |
| e. Seneca ( )   | k. Wayne ( )      |
| f. Schuyler ( ) | l. Yates ( )      |
|                 | m. Other ( )      |

7. In Comparison to other newspapers, do you consider the advertising in the COURIER-JOURNAL to be:

- a. More believable ( )
- b. Less believable ( )
- c. Same as other newspapers ( )

8. How would you categorize yourself?

- a. Very liberal ( )
- b. Moderate liberal ( )
- c. Middle of road ( )
- d. Moderate conservative ( )
- e. Very conservative ( )

How would you categorize the COURIER-JOURNAL?

- a. Very liberal ( )
- b. Moderate liberal ( )
- c. Middle of road ( )
- d. Moderate conservative ( )
- e. Very conservative ( )

9. On what day of the week is your COURIER-JOURNAL delivered?

- a. Wednesday ( )
- b. Thursday ( )
- c. Friday ( )
- d. Later ( )

10. Please check your answers to the questions in Panel A or Panel B — whichever is appropriate.

**Panel A**

I read the COURIER-JOURNAL because:

- a. To keep up with what's happening in the Church ( )
- b. For local diocesan news ( )
- c. It is interesting ( )
- d. It is informative ( )
- e. It is available ( )
- f. It is challenging ( )
- g. Other ( )

**Panel B**

I don't read the COURIER-JOURNAL because:

- a. It is uninteresting ( )
- b. It is too churchy or preachy ( )
- c. I prefer another Catholic periodical ( )
- d. It is too liberal ( )
- e. It is too conservative ( )
- f. It is not available ( )
- g. Other ( )

11. For the following columns and departments, choose the one response that comes closest to your evaluation of each: Indicate by placing letter in appropriate space: a. Excellent b. Good c. Fair d. Poor e. No opinion f. Do not read

- |                                    |                             |
|------------------------------------|-----------------------------|
| Page One ( )                       | Pat Costa: As I See It ( )  |
| Business in the Diocese ( )        | Father Paul Cuddy: ( )      |
| Vatican News ( )                   | On the Right Side ( )       |
| Classified Ads ( )                 | John Doser: ( )             |
| Editorials ( )                     | Scholastic Notebook ( )     |
| Letters to the Editor ( )          | Father Andrew Greeley: ( )  |
| Sullivan cartoon ( )               | Church Today ( )            |
| Centerfold ( )                     | Bishop Joseph L. Hogan: ( ) |
| Courier Calendar ( )               | Pastoral Perspectives ( )   |
| Good News on the Air ( )           | Father Louis Hohman: ( )    |
| Movies in Brief ( )                | The Open Window ( )         |
| At Home with the Movies ( )        | Nancy Murphy: ( )           |
| Regional News Reports ( )          | Life, Liberty and Law ( )   |
| Bishop's Public Ap- ( )            | Father Albert Shamon: ( )   |
| pointments ( )                     | The Word for Sunday ( )     |
| Father Henry Atwell: ( )           | Bernard Lyons: ( )          |
| Toward Tomorrow ( )                | Our Parish Council ( )      |
| George Beahon: ( )                 | Carmen Viglucci: ( )        |
| In This Corner ( )                 | The Slot Man ( )            |
| Sarah Child: All in the Family ( ) | Crossword ( )               |
| Bob Considine: On the Line ( )     |                             |