Readership Strong ... Paper Seen Necessary

Continued from Page 1

In addition, the research center conducted a companion survey through the newspaper, with the same questionnaire available to the total readership. This drew 855 additional questionnaires and serves as a check on the random survey.

The random sampling accounted for 4,725 surveys, with 1,175 responding. Of the 489 priests in the diocese, 251 answered (a very high 51 per cent). Of the 1,140 religious, 539 answered. A hundred parish council presidents were surveyed and 44 answered.

Eighty-four of the paper's direct subscribers were surveyed and 33 made returns.

Thus the highest percentage of returns (62 per cent) came from laymen, with 26 per cent from religious and 12 per cent from priests.

The newspaper survey substantiated the findings of the

NEWSPAPER RESPONDENTS

2. What level of education have you completed?

3. How frequently do you read the COURIER- 🗡

5. Generally, how many other persons read your

copy of the COURIER-JOURNAL?

6. Check the county in which you live

JOURNAL?

read regularly?

d. college grad

a. every week b. twice a month

> one two or three

> > Cayuga hemung Monroe Ontario

Livingston Steuben Tioga

random survey. For instance, on the question How frequently do you read the Courier-Journal? 93 per cent of the random survey said regularly. Ninety-six per cent of the in-newspaper survey answered regularly, with 91 per cent reading it every week.

Sister Helen explained that the figures for the newspaper segment should run a little higher than the random survey because people would only see it as they were actively reading the newspaper, thus already evincing their interest.

Readership, of course; is what the survey is all about. And the 93 per cent figure means that the newspaper is well-read. There were other questions aimed at gleaning information on, this same point.

For instance, those surveyed were asked to respond in one of the following ways, agree strongly, agree somewhat, disagree stongly, disagree

somewhat to the statement: It is important to the Church for people to read a diocesan newspaper Eighty-seven per cent agreed (53 per cent strongly) while only 2 per cent disagreed strongly and 5 per cent disagreed somewhat.

Another question in the same area: Enough information about the Church can be learned through radio and TV. Eighty-three per cent disagreed, 63 per cent strongly. Only 1 per cent agreed strongly and 7 per cent somewhat: Used in conjunction with the previous question, it is important to the Church for the people to read a diocesan newspaper, which drew 83 per cent affirmative, it can be seen that readers believe in a diocesan newspaper and do not see radio and television as an alternative.

Yet another question was geared to the aspect of readership. The statement, A Catholic paper should be the voice of all the people of the diocese, drew a percentage of 82 affirmative. Fifty-five per cent agreed strongly while only 10 per cent disagreed.

One more question explored the field of general readership and readers' sentiment towards the diocesan newspaper — The Catholic press is not a luxury but an essential, particularly as an instrument of adult education. Eighty-four per cent agreed (56 strongly) while 8 per cent disagreed.

The separate in-newspaper survey confirmed the results on each of these questions.

The questions at the beginning of the survey provided other valuable data. For instance, number five asked, Generally how many other persons read your copy of the Courier-Journal? Twenty-eight per cent replied one other; 24 per cent said two or three others; 24 per cent said four more. So 76 per cent of the Couriers are read by more than one person, meaning that readership in figures is far higher than the some 70,000 official circulation.

Another important fact is that 53 per cent of the laify read no other Catholic publication than the Courier-Journal. It is the only source of religious reading; for those in this category. In addition, 6 per cent of the priests read no other religious publications, and 15 per cent of the religious.

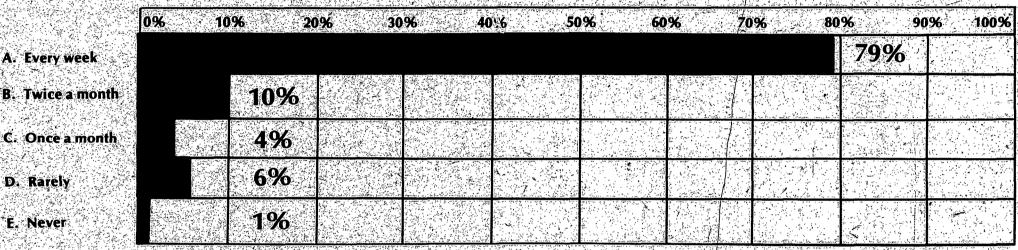
Another 25 per cent of the laity read only one other religious publication.

We will continue to brief our readers in the survey in the coming weeks

Many of the questions discussed this week relate to the Catholic press and the diocesan newsaper in general. Next week we will report on questions concerned directly with the Courier-Journal. Do readers see the newspaper as liberal or conservative? For what purpose do people read the Courier? How do you judge featuring of newsitems? Etc., etc.

COURIER SURVEY REPORT /

Question No. 3 How Frequently Do You Réad the Courier Journal



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It is important to the Church for people to read a Diocesan Newspaper

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Positive Agree somewhat & Agree strongly				879
Negative				
Disagree strongly & Disagree	7%			
somewhat				
NO	2%			
OPINION	270			

Choose the phrase that comes closest to your thinking about each of the following: Indicate by placing letter in ap propriate space.

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