

Readership Strong... Paper Seen Necessary

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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

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 gleaned information on this same point.

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

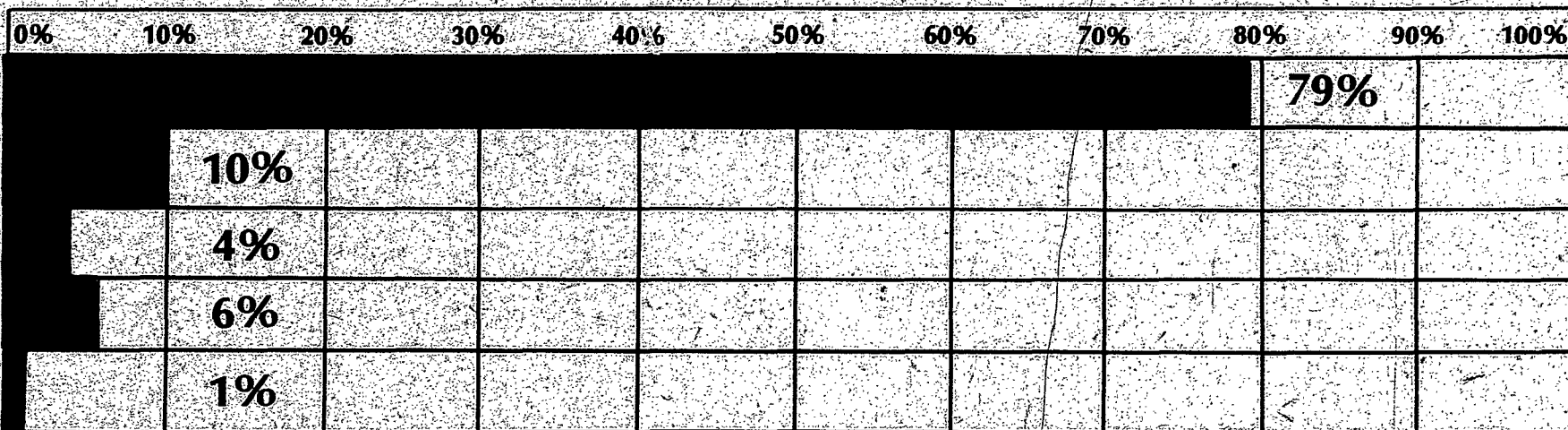
Another 25 per cent of the laity read only one other religious publication.

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 newspaper 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 news items? Etc., etc.

COURIER SURVEY REPORT

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



COURIER-JOURNAL

READERSHIP SURVEY

OCTOBER, 1974

	Total Distributed	No. of Respondents	% Return of Dist.	% of Total Return
Circulation Sampling	4,725	1,175	25%	58%
Priests	489	251	51%	12%
Religious	1,140	539	47%	26%
Parish Council Pres.	100	44	44%	2%
Direct Subscribers	84	33	39%	2%
TOTAL	6,538	2,042	31%	100%

NEWSPAPER RESPONDENTS

855

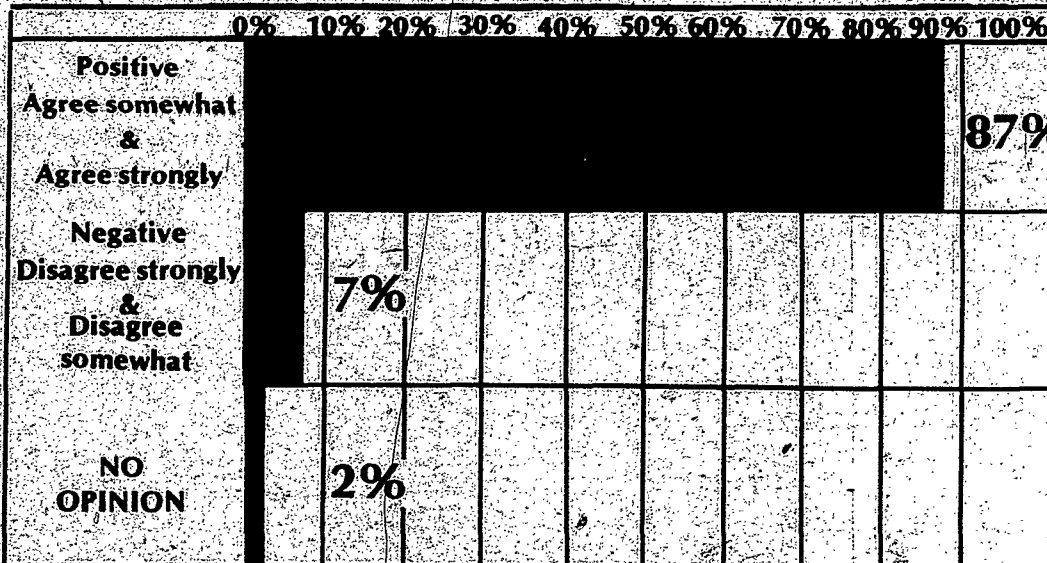
AGE GROUPINGS OF RESPONDENTS

Years of Age	TOTALS SAMPLE		NEWSPAPER	
	Per Cent	Number	Per Cent	Number
14-20	1	8	1	12
21-30	8	159	7	59
31-40	19	389	18	156
41-50	22	440	22	190
51-60	23	475	21	175
61 or older	27	543	30	259
No age given	1	25	1/4	3

PER-CENTS (Rounded)

	Random	Priests	Religious	Laity	Newspaper
2. What level of education have you completed?					
a. elementary	8	1	2	13	8
b. high school	26	—	4	40	30
c. some college	12	4	6	16	22
d. college grad.	53	98	87	29	38
3. How frequently do you read the COURIER-JOURNAL?					
a. every week	79	83	78	78	91
b. twice a month	10	8	11	9	5
c. once a month	4	4	4	4	1
d. rarely	6	4	6	6	1
e. never	1	—	—	1	0
4. How many other Catholic publications do you read regularly?					
a. none	37	6	15	53	39
b. one	22	12	19	25	27
c. two or more	39	81	65	19	33
5. Generally, how many other persons read your copy of the COURIER-JOURNAL?					
a. none	22	32	4	28	36
b. one	28	19	3	41	37
c. two or three	24	32	15	26	23
d. four or more	24	16	74	3	3
6. Check the county in which you live					
Cayuga	5	6	2	6	6
Chemung	7	5	10	6	7
Monroe	64	59	77	59	57
Ontario	5	6	4	6	6
Seneca	1	2	1	1	2
Schuyler	(3)	(6)	(1)	(3)	1
Livingston	(3)	(6)	(1)	(3)	3
Steuben	5	6	3	5	5
Tioga	2	3	—	4	3
Tompkins	3	3	1	3	3
Wayne	2	3	—	1	1
Yates	1	—	—	2	3
Other	2	1	1	—	—

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



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

	Agree Strongly	Agree Somewhat	Disagree Somewhat	Disagree Strongly	No Opinion
It is important to the Church for people to read a Diocesan Newspaper?					
Random Total	53	34	5	2	2
Circulation Sampling	51	33	5	1	3
Priests	53	35	7	3	—
Religious	54	35	4	2	1
Parish Council Presidents	55	39	2	2	—
Direct Subscribers	64	27	6	—	3
In Paper Survey	60	28	5	2	1
Enough information about the Church can be learned through Radio and TV					
Random Total	1	7	20	63	2
Circulation Sampling	1	8	20	60	2
Priests	2	6	19	69	—
Religious	1	5	21	68	1
Parish Council Presidents	—	5	23	71	—
Direct Subscribers	—	9	27	64	—
In Paper Survey	1	3	18	72	1
A Catholic paper should be the voice of all the people of the Diocese					
Random Total	55	27	7	3	3
Circulation Sampling	58	24	6	2	3
Priests	47	29	12	5	4
Religious	51	32	6	2	3
Parish Council Presidents	64	21	9	2	2
Direct Subscribers	70	18	3	3	6
In Paper Survey	57	24	8	4	2
The Catholic Press is not a luxury but an essential, particularly as an instrument of Adult Education					
Random Total	56	28	6	2	3
Circulation Sampling	52	29	6	2	3
Priests	54	30	7	4	2
Religious	65	24	5	1	1
Parish Council Presidents	66	32	—	—	—
Direct Subscribers	64	24	6	—	6
In Paper Survey	64	20	6	3	2