

COURIER-JOURNAL

Courier-Journal — McGraw-Hill Readership Survey Results

INTRODUCTION

This survey was conducted by McGraw-Hill Research at the request of the management of the Courier-Journal.

Purpose

The primary purpose of the survey was to determine among a sample of the Courier-Journal's subscribers and a sample of the clergy (priests) their readership of the Courier-Journal. In addition, the survey was undertaken to measure each group's interest in specific sections and departments appearing in the publication. Basic attitudes and opinions (as well written, is informative, etc.) towards the Courier-Journal were also investigated.

From a marketing standpoint, the survey was conducted to determine shopping habits and associated expenditures, use of bank credits and other financial instruments. The survey was developed and executed to identify demographic characteristics of the Courier-Journal's subscribers.

Sample

The survey was mailed to a cross section sample of 714 individuals who were currently subscribing to the Courier-Journal. In addition, the survey was conducted among a sample of 354 priests. The samples were supplied to McGraw-Hill Research by the Courier-Journal.

Methodology

An initial mailing was made to both sample groups on January 16, 1984. A dollar bill was included in all questionnaires sent to the Courier-Journal's subscribers. The clergy was not sent an incentive. On February 6, 1984, a follow-up mailing was sent to all non-respondents. The cover letter used the McGraw-Hill Research letterhead. The survey was closed on February 20, 1984. The table below summarizes the number mailed and the percent returned for each of the sample groups.

	Subscribers	Clergy
Number Mailed	714	354
Number Returned	435	237
Percentage	61%	67%

Response Rate

Based on 435 responses from subscribers, the response rate is accurate within plus or minus one percentage point at the 95% confidence level.

Based on 237 responses from the clergy sample, the response rate is accurate within plus or minus one percentage point at the 95% confidence level.

Subscribers to the Courier-Journal

Basic Demographics

- Median age of the respondents was 56. The head of household's median age was 57.
- 61% of those responding indicated they were the head of their household.
- 50% were female and 42% were male.
- Average household income of those responding to the survey was \$33,200.
- 73% of the respondents were married, 12% were widowed and 9% indicated they were single.
- In terms of education, 81% of the respondents have graduated from at least high school. Over a third have graduated from college, while 12% graduated from a graduate school.
- The median number of years of formal religious education achieved by the respondents was 8.9.
- The majority of the respondents lived in Monroe County.
- The average number of children still living at home was one.
- The largest proportion of the respondents described themselves as being "middle of the road" (37%). 27% felt they were "moderately conservative," while 22% indicated they were "moderately liberal." A very small percentage described themselves as either "very liberal" (4%) or "very conservative" (6%).

Involvement with the Courier-Journal

- The respondents were asked to indicate how many of the last four issues of the Courier-Journal they have read or looked through. The Courier-Journal enjoys a very high degree of regular readership among those subscribing to the newspaper. 87% of the respondents indicated they had read or looked through three or four of the last four issues. The vast majority of these individuals had read all four of the last four issues of the Courier-Journal.

As can be seen from the table below, degree of readership is directly related to age. Subscribers under 40 (75%) had the lowest regular readership score. As the age of respondents increased, so did their readership of the Courier-Journal. Consequently, the highest degree of regular readership existed among respondents 65 and over (92%).

Number of Issues	Total Subscribers	Age of Respondents			
		Under 40	40-54	55-64	65 and Over
4 out of 4 issues	73%	60%	67%	75%	84
3 out of 4 issues	14	15	15	15	8
Total 3-4 issues	87%	75%	82%	90%	92%
2 out of 4 issues	5	10	5	3	3
1 out of 4 issues	4	3	7	4	3
0 out of 4 issues	4	12	6	1	3
Base: Total Respondents	(455)	(68)	(137)	(118)	(119)

- On average, subscribers have been reading the Courier-Journal for 14.6 years.
- Subscribers indicated they spent an average of 43.5 minutes reading a typical issue of the Courier-Journal.
- 42% of those responding to the survey said that one other individual read their copy of the Courier-Journal.
- Seven out of ten indicated that their copy of the Courier-Journal was delivered to them on Wednesday, while another 25% received their copy of the newspaper on Thursday.
- When asked how many other Catholic publications they read regularly, 60% mentioned they did not read any others. 17% said they read one other and 10% indicated they read two other Catholic publications besides the Courier-Journal. Under 10% read three or more other Catholic publications.

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