

### Rating the Courier-Journal on Specific Criteria

The respondents were asked whether they agreed or disagreed with a number of statements. The table below details the percent of respondents who agreed with, disagreed with, or had no opinion/no answer on the particular subject.

A very high proportion of the respondents agreed that the Courier-Journal was informative (83%), well written (82%), and was an excellent source for local diocesan news (80%). More than three-quarters of the respondents felt that the Courier-Journal gave sufficient information about continuing changes in the Church. In addition, 77% agreed that it kept them up to date. On the subject of presenting an acceptable balance between local and national news, 69% agreed that such a balance existed.

Slightly over half of the respondents thought the Courier-Journal was a challenging newspaper.

When asked whether controversial issues should be kept off page one, 45% disagreed, while only 29% of the respondents agreed. Slightly over a quarter had no opinion or did not give an answer.

Even though 40% of the respondents agreed that advertising in the Courier-Journal as compared to other newspapers tended to be more believable, a slightly higher percent had no opinion on the matter or did not offer an answer. Only 16%, however, thought advertising appearing in the Courier-Journal was less believable.

Rating on Specific Criteria

	Percent Agreeing	Percent Disagreeing	Percent No Opinion/No Answer
The Courier-Journal is informative .....	83%	5%	13%
Articles in the Courier-Journal are well written .....	82	4	13
Is an excellent source for local diocesan news .....	80	9	10
It gives sufficient information about continuing changes in the Church .....	79	8	12
The Courier-Journal keeps me up-to-date .....	77	6	16
It presents an acceptable balance of local and national news .....	69	13	19
The Courier-Journal is a challenging newspaper .....	53	16	32
Compared to other newspapers, advertising in the Courier-Journal tends to be more believable .....	40	16	43
Controversial issues appearing in the Courier-Journal should be kept off page one .....	29	45	26

#### Categorizing the Courier-Journal

- How did the respondents categorize the Courier-Journal? Four out of ten pictured the newspaper as being "middle of the road." Twenty-one percent rated it "moderately liberal"; and 18% categorized it as being "moderately conservative".

#### Banking and Credit

- VISA (53%) and MasterCard (42%) were the two bank credits cards most frequently held by the respondents and/or members of their household.
- When asked to indicate the bank with which they had their checking accounts, Lincoln First Bank (14%), Marine Midland Bank (12%) and Security Trust Bank (9%) were mentioned most frequently.
- In terms of the banks used to hold their savings, Rochester Community Savings Bank (20%) and First Federal Savings (12%) were most often mentioned.

#### Shopping and Other Expenditures

- The average amount spent weekly for food or groceries was \$68.

When asked where they and other members of their household usually shopped for food or groceries, Wegmans (57%), Tops (23%), Star (13%), and Bell's (10%) were the stores most frequently mentioned by the respondents.

Department store shopping were most often done at Sibley's Department Store (57%), McCurdy's and Company (45%), J.C. Penney Company (39%), and Sears Roebuck and Company (34%).

- Excluding fast food establishments, 29% of the respondents indicated that they or other members of their household had dinner at a restaurant once a week. Slightly over a quarter of the respondents or other household members dined at a restaurant a couple of times a month, while 38% had dinner out a few times a year in other than fast food establishments.

On average, the respondents or other household members dined in fast food establishments 2.5 times per month.

#### Automobile Ownership

- The average number of automobiles owned by the respondents or other household members was 1.6.

#### Vacation Travel

- 64% of the respondents indicated that they or other household members had taken a vacation away from home in the past twelve months.

Among these respondents, 85% took at least one vacation trip within the United States. 34% took at least one vacation trip outside of the United States.

Within the U.S., the states most often visited on these vacation trips were: Florida (28%), New York (17%), Massachusetts (13%), California (11%), and South Carolina (10%). The one area most often visited outside the U.S. was Canada (19%).