

Summary of Results

Clergy Respondents

Basic Demographics

- The median age of the clergy answering the survey was 50.
- More than four in ten pictured themselves as being "moderately liberal." Another 34% described themselves as "middle of the road." 13% felt they were "moderately conservative." The balance were either "very liberal" or "very conservative."

Involvement with the Courier-Journal

- 87% of the clergy respondents indicated they had read or looked through three or four out of last four issues of the Courier-Journal. Slightly over three-quarters of those respondents had read or looked through all four of the last four issues of the newspaper.

Number of Issues	Clergy Respondents
4 out of 4 issues	76%
3 out of 4 issues	11
Total 3-4 issues	87%
2 out of 4 issues	6
1 out of 4 issues	5
Base: Total Respondents	(237)

- The clergy who responded to the survey have been reading the Courier-Journal for an average of 25 years.
- The clergy spent an average of 29.7 minutes reading a typical issue of the Courier-Journal.
- When asked to indicate how many others read their copy of the Courier-Journal, 51% said no one else read their copy. 22% indicated one other person read their copy, while 17% passed their copy along to two others. Only 9% of the clergy passed their copy along to three or more others.
- Almost three-fourths of the clergy usually received their copy of the Courier-Journal on Wednesday. 22% usually received their copy on Thursday, while the balance reported that their copy was delivered on Friday or later in the week.
- On average, the clergy respondents indicated that they read 3.8 other Catholic publications on a regular basis.

Clergy's Interest in Features/Departments

- The clergy respondents were asked to rate how interested they were in selected sections and/or departments appearing in the Courier-Journal. The table below summarizes the percent of the clergy who gave a "very interesting" rating.

The sections or departments rated "very interesting" most often by the clergy were: Bishop Matthew H. Clark, Along The Way (35%), Vatican News (30%), News in Brief (28%), Page One (27%), Father Louis Hohman, The Open Window (26%), Letters to the Editor (25%), and Father Albert Shamon, Word for Sunday (24%).

The sections or departments of least interest to the clergy were: Classified Advertising (less than one-half of 1%), Speaking Out (1%), Winner's Circle (2%), Equal Time (3%), Sisters Reflect (3%), and RapAround (3%).

Sections/Departments	Total Clergy	
	Very Interesting	Never Read/No Answer
Bishop Matthew H. Clark, Along the Way	35%	13%
Vatican News	30	13
News in Brief	28	14
Page One	27	5
Father Louis Hohman, The Open Window	26	15
Letters to The Editor	25	8
Father Albert Shamon, Word for Sunday	24	23
Father Paul Cuddy, On the Right Side	19	18
Sullivan Cartoon	19	19
Local Photography	15	17
Insights in Liturgy	15	18
News Service Photography	12	16
Editorials	12	14
Courier Calendar	8	31
Movie Reviews	8	41
Movie Ratings	7	41
Graphic Design	7	20

At Your Parish	5	27
Sarah Child, All in the Family	4	50
RapAround	3	41
Sisters Reflect	3	37
Equal Time	3	48
Winner's Circle	2	45
Speak Out	1	42
Classified Advertising	*	55

Base: Total Respondents (237)

*Less than one-half of 1%.

Rating the Courier-Journal on Specific Criteria

- The clergy 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.

The clergy most often agreed with the following statements:

- Articles in the Courier-Journal are well written 72%
- The Courier-Journal is informative 70
- Is an excellent source for local diocesan news 68
- The Courier-Journal keeps me up-to-date 66

To a much lesser degree the clergy felt that the Courier-Journal gave sufficient information about continuing changes in the Church (55%). Slightly less than half agreed with the statement that the Courier-Journal presented an acceptable balance of local and national news (49%). 34% rated the Courier-Journal as being a challenging newspaper.

Nearly two-thirds of the clergy disagreed with the statement that controversial issues appearing in the Courier-Journal should be kept off page one.

In terms of advertising appearing in the Courier-Journal tending to be more believable than the same advertising appearing in other newspapers, the majority either had no opinion or did not answer the statement. Looking at those who did rate the statement, 20% agreed and 23% disagreed with it.

	Percent Agreeing	Percent Disagreeing	Percent No Opinion/No Answer
Articles in the Courier-Journal are well written	72%	14%	14%
The Courier-Journal is informative	70	24	6
Is an excellent source for local diocesan news	68	24	8
The Courier-Journal keeps me up-to-date	66	27	7
It gives sufficient information about continuing changes in the Church	55	37	9
It presents an acceptable balance of local and national news	49	42	9
The Courier-Journal is a challenging newspaper	34	54	12
Controversial issues appearing in the Courier-Journal should be kept off page one.....	24	64	13
Compared to other newspapers, advertising in the Courier-Journal tends to be more believable	20	23	57

- 42% of the clergy felt that the Courier-Journal was "middle of the road," 29% rated the newspaper as being "moderately liberal," while 18% categorized it as being "moderately conservative." A very small percentage saw it as being "very conservative" (4%) or "very liberal" (3%).