



# Help us grow — by answering our survey!

The *Catholic Courier* is currently gathering readership information that will enable our staff to increase advertising revenues and, in turn, the size and quality of *Catholic Courier* publications.

To assist us in this effort, readers may choose to complete the printed form appearing on this and the next three pages — or to take an online questionnaire at [www.pulseresearch.com/catholiccourier](http://www.pulseresearch.com/catholiccourier). Those who complete the

survey online will be entered in drawings for such valuable prizes as theater and restaurant gift certificates. Unfortunately, due to the greater cost of processing printed survey forms, those who complete the survey by mail will not be included in the prize drawings.

To respond by mail, complete these four pages and mail to:

**Pulse Research**  
P.O. Box 230693  
Portland, OR 97281-9905

Please DO NOT complete both a printed and online survey as this will skew results. Multiple responses will not increase the odds of winning a prize.

Respondents may remain completely anonymous. E-mail addresses (needed to enter the prize drawings) will be used only to notify winners.

Deadline is December 23, 2003.

Thank you!

## CONTENT

### 1. How long have you received the Catholic Courier? (Check one only)

- Less than 1 Year 1 5 to 10 Years 4  
1 to 2 Years 2 11 Years or More 5  
3 to 4 Years 3

### 2. How many people, including yourself, read your copy of the Catholic Courier?

Number who read #: \_\_\_\_\_

### 3. Overall, on a scale of 1 to 10, with 10 meaning Extremely Satisfied and 1 meaning Not At All Satisfied, how satisfied are you with the Catholic Courier? (write in response)

Satisfaction level (1-10) # \_\_\_\_\_

### 4. How frequently do you read the following features in the Catholic Courier? (Check ONE each row)

- |                         | Always                     | Frequently                 | Occasionally               | Never                      |
|-------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Diocesan News           | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 |
| World & Nation news     | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 |
| Faith & Family features | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 |
| Commentary/Columns      |                            |                            |                            |                            |
| Letters to the Editor   | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 |
| Classified ads          | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 |
| Retail ads              | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 |
| Ad inserts (liers)      | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 |

### 5. Do you have any suggestions about how we can improve the content of our paper?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### 6. Please check one box per row to indicate if you would like to see more coverage on this subject, less coverage, or if the current level of coverage is appropriate. (Check ONE in each row)

- |  | More Coverage              | Less Coverage              | The Same                   |
|--|----------------------------|----------------------------|----------------------------|
| Vatican and the international church     | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| Bishop Clark and Diocesan administration | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| Issues facing the church and society     | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| Catholic teaching and doctrine           | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| Spirituality and prayer                  | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| Human-interest stories                   | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| Catholic schools                         | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| Sports                                   | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| Material for children under 12           | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| Material for young adults (under 35)     | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| Material for senior citizens             | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| Topics related to raising children       | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| Activities in your own parish/region     | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| Activities in other parishes/regions     | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| Book reviews                             | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| Movie/Video reviews                      | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |

## MEDIA

### 7. Which of these publications have you read in the past WEEK? (Check all that apply)

- Catholic Courier   
The Citizen, Auburn   
Democrat and Chronicle   
Finger Lakes Times, Geneva   
The Messenger, Canandaigua   
Messenger-Post Newspapers (e.g. Greece Post, Penfield Post)   
Shopping Bag/Community News/Pennysaver   
Star-Gazette, Elmira   
None of the above

### 8. Which of these radio stations have you listened to in the past WEEK? (Check all that apply)

- 92.5 FM - WBEE - The Bee   
93.3 FM - WBBF   
100.5 FM - WVOR - The Mix   
101.3 FM - WRMM - "Warm"   
1180 AM - WHAM   
1370 AM - WXXI   
1460 AM - WHIC - The Station of the Cross   
None of the above

### 9. Which of the following broadcast television stations have you watched in the past WEEK? (Check all that apply)

- ABC - WORK-TV - Channel 13   
CBS - WROC-TV - Channel 8   
NBC - WHEC-TV - Channel 10   
FOX - WUHF-TV - Channel 31/Cable 7   
UPN - WBTG-TV - Channel 26/40, Cable 18   
WB - WRWB - Channel 16   
PBS - WXXI-TV - Channel 21/Cable 11   
None of the above

### 10. Which of these cable television channels have you watched in the past WEEK? (Check all that apply)

- |                            |                          |                             |                          |
|----------------------------|--------------------------|-----------------------------|--------------------------|
| ABC Family (FAM)           | <input type="checkbox"/> | HGTV                        | <input type="checkbox"/> |
| Arts & Entertainment (A&E) | <input type="checkbox"/> | Lifetime                    | <input type="checkbox"/> |
| CNN                        | <input type="checkbox"/> | MSNBC                       | <input type="checkbox"/> |
| Discovery Channel          | <input type="checkbox"/> | Nickelodeon                 | <input type="checkbox"/> |
| ESPN                       | <input type="checkbox"/> | Pax                         | <input type="checkbox"/> |
| EWTN                       | <input type="checkbox"/> | RNews                       | <input type="checkbox"/> |
| Food TV                    | <input type="checkbox"/> | TLC                         | <input type="checkbox"/> |
| Fox News                   | <input type="checkbox"/> | Turner Classic Movies (TCM) | <input type="checkbox"/> |
| Hallmark                   | <input type="checkbox"/> | None of the above           | <input type="checkbox"/> |

### 11. Which of these newspapers does your household subscribe to? (Check all that apply)

- Catholic Courier   
The Citizen, Auburn   
City Newspaper   
Democrat and Chronicle   
Finger Lakes Times, Geneva   
Ithaca Journal   
The Messenger, Canandaigua   
Messenger-Post Newspapers (e.g. Greece Post, Penfield Post)   
New York Times   
Star-Gazette, Elmira   
None of the above

### 12. Has any member of your household placed a classified ad in the Catholic Courier in the last 12 months?

- Yes 1 No 2

### 13. If yes, what was the response to the ad? (Check one only)

- Excellent (sold item or service advertised) 1  
Satisfactory (received many calls) 2  
Poor (received very few calls) 3

### 14. Which of the following products or services has anyone in your household bought in the last 30 days in response to an ad in the Catholic Courier? (Check all that apply)

- |                                       |                          |                                      |                          |
|---------------------------------------|--------------------------|--------------------------------------|--------------------------|
| Air conditioning (buy/repair)         | <input type="checkbox"/> | Kitchen cabinets                     | <input type="checkbox"/> |
| Apparel accessories (jewelry, etc)    | <input type="checkbox"/> | Lawn & garden items                  | <input type="checkbox"/> |
| Auto parts                            | <input type="checkbox"/> | Major appliance                      | <input type="checkbox"/> |
| Auto repair                           | <input type="checkbox"/> | Medical services (dentist, etc)      | <input type="checkbox"/> |
| Building materials/hardware           | <input type="checkbox"/> | Men's clothing                       | <input type="checkbox"/> |
| Business products                     | <input type="checkbox"/> | Movie rental                         | <input type="checkbox"/> |
| Children's clothing                   | <input type="checkbox"/> | New residence                        | <input type="checkbox"/> |
| Children products (not clothing)      | <input type="checkbox"/> | New vehicle                          | <input type="checkbox"/> |
| Computer accessories/software         | <input type="checkbox"/> | Nursing home care                    | <input type="checkbox"/> |
| Personal care (beauty shop, etc)      | <input type="checkbox"/> | Prof. services (lawyer, etc)         | <input type="checkbox"/> |
| Education - classes                   | <input type="checkbox"/> | Recreation products                  | <input type="checkbox"/> |
| Electronics (video camera, PDA, etc)  | <input type="checkbox"/> | Recreational vehicle                 | <input type="checkbox"/> |
| Entertainment (movies, concerts, etc) | <input type="checkbox"/> | Rent apartment                       | <input type="checkbox"/> |
| Financial/banking (investments, etc)  | <input type="checkbox"/> | Restaurant dining                    | <input type="checkbox"/> |
| Found a job                           | <input type="checkbox"/> | Senior residence                     | <input type="checkbox"/> |
| Furnace (buy/repair/clean)            | <input type="checkbox"/> | TV, Stereo, DVD, VCR                 | <input type="checkbox"/> |
| Furniture                             | <input type="checkbox"/> | Tires                                | <input type="checkbox"/> |
| Grocery or food items                 | <input type="checkbox"/> | Travel (tickets, cruise, hotel, etc) | <input type="checkbox"/> |
| Home computer                         | <input type="checkbox"/> | Used vehicle (car/truck/SUV/van)     | <input type="checkbox"/> |
| Home repair (plumber, etc)            | <input type="checkbox"/> | Women's clothing                     | <input type="checkbox"/> |
| Insurance (home, auto, etc)           | <input type="checkbox"/> | None of the above                    | <input type="checkbox"/> |

Or answer online questionnaire at  
[www.pulseresearch.com/catholiccourier](http://www.pulseresearch.com/catholiccourier).