

Readership Study

Contractor Statement

Contractor: Marketing Analysis Associates
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Applicable Year: 2001

Methodology

The Tablet has a subscription rate of approximately 80,000 homes. In addition, there are approximately 600 priests who are assigned to the Diocese. We selected 1,500 households on the basis of random (probability) sampling, providing each household with an equal opportunity of being selected. In addition questionnaires were sent to a random sample of 300 priests.

Prior to receiving questionnaires, each potential respondent received a post card signed by the Associate Publisher of **THE TABLET** advising that a questionnaire was forthcoming, assuring anonymity and requesting cooperation.

Questionnaire: The questionnaire used in this survey was designed by Marketing Analysis Associates in collaboration with the staff of **THE TABLET**.

Distribution: Questionnaires and cover letters were sent to potential respondents by U.S. mail from the offices of Marketing Analysis Associates. A self-addressed, postage-paid envelope was included. The cover letter indicated an opportunity to participate in a drawing for a number of prizes. Completed questionnaires were returned to the offices of Marketing Analysis Associates. Names of respondents desiring to participate in the opportunity drawing were removed from the completed questionnaires. At the time of cut-off, completed questionnaires were received from 29 percent of the parish members and 61 percent of the clergy. Considering the length of the questionnaire, this is an excellent rate of return.

Data Analysis: Data entry and analysis were completed by Marketing Analysis Associates. Analysis was conducted separately for parish members and priests for most responses. Significant comparisons and cross tabulations are provided.

Reporting: The following report contains charts detailing the findings of this research study. Readers are urged to note the base numbers on which percentages are derived.

Readership Study 2001 (A)

Income:	\$100,000 - \$300,000	15%	(12,000 HH)
	\$ 40,000 - \$ 99,000	46%	(36,800 HH)
	Under \$40,000	41%	(32,800 HH)
Home Ownership:	\$150,000 - \$300,000	58%	(46,400 HH)
	\$300,000 - \$700,000:	25%	(20,000 HH)
		83%	(66,400 HH)
Employed		42%	(33,600 HH)
Self employed/Professional		21%	(16,800 HH)
Financial Instruments:	Checking Accounts:	95%	(76,000 HH)
	Savings Accounts:	85%	(68,000 HH)
	Stocks & Bonds:	42%	(33,600 HH)
	Certificates of Deposit:	40%	(32,000 HH)
	Mutual funds:	38%	(30,400 HH)
	Money Markets:	37%	(29,600 HH)
Insurance Carried:	Health:	79%	(63,200 HH)
	Home:	77%	(61,600 HH)
	Life:	73%	(58,400 HH)
	Automotive:	72%	(57,600 HH)

Readership Study 2001 (B)

Lived in Home:	10+ Years:	99%	(79,200 HH)
Children at Home:	Ages 1 through 16+	41%	(32,800 HH)
Race:	White (Ethnically Diverse)	94%	(75,200 HH)
	Afro-American	3%	(2,400 HH)
	Hispanic	2%	(1,600 HH)
	Asian	1%	(800 HH)
Church:	Regular (Weekly)	70%	(56,000 HH)
	Daily	20%	(16,000 HH)
	All Other	10%	(8,000 HH)
Gender:	Female	67%	(53,600 HH)
	Male	33%	(26,400 HH)
Marital Status:	Married:	49%	(39,200 HH)
	Widowed:	20%	(16,000 HH)
	Single:	24%	(19,200 HH)
	Other:	7%	(5,600 HH)

Readership Study 2001 (C)

Primary Source of Catholic News:

Tablet:	83%	(66,400 HH)
Other:	17%	(13,600 HH)

Reader Frequency:

Tablet: every week	91%	(72,800 HH)
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Purchasing Plans:

(Next 6 to 12 months)

Cellphones	12%	(9,600 HH)
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Computer Device:	18%	(14,400 HH)
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Automobile, Truck, Vans:	18%	(14,400 HH)
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Appliances, TV, Stereos:	26%	(20,800 HH)
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Home Improvement:	35%	(28,000 HH)
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Business by Air: Once	5%	(4,000 HH)
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2-4	4%	(3,200 HH)
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5+	2%	(1,600 HH)
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Pleasure by Air: Once	20%	(20,000 HH)
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2 - 4	17%	(13,600 HH)
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5+	2%	(1,600 HH)
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Hotels: 1 - 2	21%	(16,800 HH)
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3 - 5	21%	(16,800 HH)
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6-10	11%	(8,800 HH)
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10+	7%	(5,600 HH)
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Readership Study 2001 (D)

Want Information About:	Retirement Facilities:	40%	(32,000 HH)
	Estate Planning:	27%	(21,600 HH)
	U.S. Savings Bonds:	26%	(20,800 HH)
	Stocks & Bonds:	20%	(16,000 HH)
	Mutual funds:	19%	(15,200 HH)
	Banking & Savings:	19%	(15,200 HH)
	CD's / Money Mkt:	19%	(15,200 HH)
	IRA or Keogh	13%	(10,400 HH)
	Insurance:	10%	(8,000 HH)
	Real Estate:	9%	(7,200 HH)
	Mortgage Loans:	5%	(4,000 HH)
Yearly Donations:	Church and Catholic issues:		\$1,242.00
	Other:		\$1,394.00