

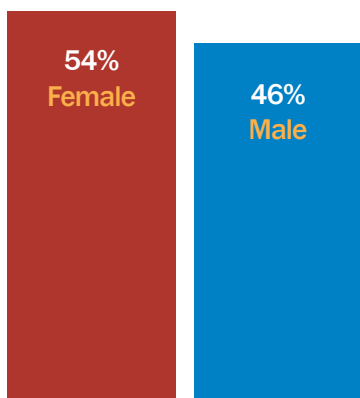
U.S. Catholic

Reader Circulation & Demographics Fall 2014

U.S. Catholic readers are educated and have disposable income.

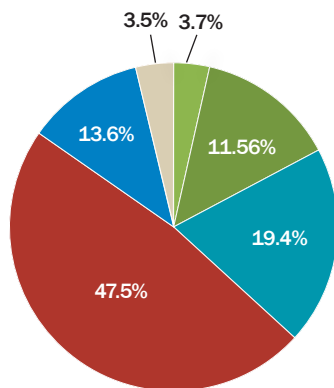
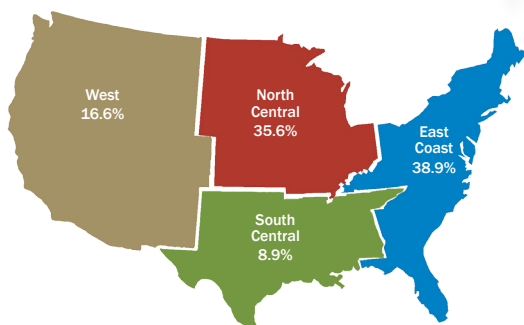
Gender of Subscribers

Female 54%
Male 46%



Geographic Distribution

East Coast: 38.9%
North Central: 35.6%
South Central: 8.9%
West: 16.6%



Circulation

Paid circulation.....**18,880**
Distribution**19,330**
Readership**60,000**

Education

High School Diploma.....**3.5%**
Some College/Assoc. Degree..... **13.6%**
Bachelor's Degree..... **19.4%**
Master's Degree..... **47.5%**
Doctorate **11.5%**
Other **3.7%**
96.5% have some college or greater
79.1% have college degree or greater
62.7% have a master's degree or greater

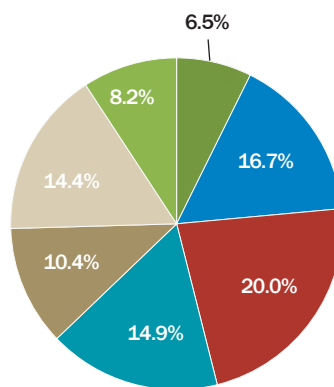
Continuing Education

79.1% attend seminars, retreats, or conferences each year.

Household Income Range

\$20,000 **6.5%**
\$20,000 to \$39,999 **14.4%**
\$40,000 to \$59,999 **20.0%**
\$60,000 to \$79,000 **14.9%**
\$80,000 to \$99,000 **10.4%**
\$100,000 to \$149,000..... **14.4%**
\$150,000 **8.2%**

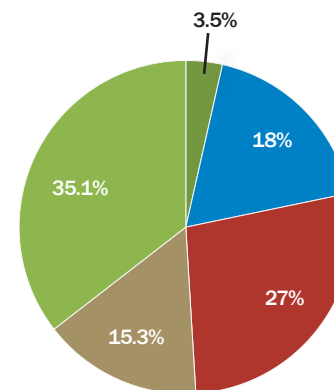
67.9% have greater than \$40,000 annual income
47.9% have greater than \$60,000 annual income
33% have greater than \$80,000 annual income



Book-Buying Habits

Quantity of books purchased by our readers in the past year?

None.....**3.5%**
1 to 3.....**18%**
4 to 7.....**27%**
8 to 10 **15.3%**
more than 10 **35.1%**



77.4% purchase 4 or more books per year
50.4% purchase 8 or more books per year
60.3% have purchased books after seeing them advertised in *U.S. Catholic*

Study Criteria:

A readership study of *U.S. Catholic* subscribers was conducted from August 21-28, 2014. The study utilized a web survey hosted by Constant Contact.

Study Summary:

U.S. Catholic subscribers are engaged and actively read the magazine. They are highly educated, have disposable income, travel, read, and attend continuing education programs.

Who reads and follows *U.S. Catholic*:

- *U.S. Catholic* subscribers show strong engagement in the magazine by their 23% survey response rate.
- 54% are female, 46% male.
- 71% have been married.
- *U.S. Catholic* subscribers are highly educated with 59% holding advanced degrees (graduate and doctorate degrees).
- *U.S. Catholic* subscribers are loyal readers with 70% having been subscribers for more than 3 years and 52% have been subscribers for more than 5 years.
- Pass-along rate: 3 readers per copy = 57,990 readers per issue.
- 67% spend between 1 and 3 hours per month reading *U.S. Catholic*.
- 68% own/use a tablet or smart phone.
- 85% are active parishioners;
 - 12% are clergy
 - 46% are lay ministers (paid) or parish volunteers
 - 92% attend mass on a regular basis
- 33% have an annual household income of \$80,000 or higher.
- 79% visit uscatholic.org
- 75% consume *U.S. Catholic* content through weekly e-newsletter
- 75% attend seminars, retreats, or conferences each year.
- 92% travel at least once per year.
- 16% travel more than 6 times per year.
- 35% purchased more than 10 books in the past year.
- 65% gave more than \$1000 in charitable contributions in the past year.