Diocese of Arlington Online Survey Results
By Age Demographic, Respondent Type

Demographic information about respondents

Frequency of Mass Attendance

- Weekly: 75%
- Daily: 16%
- Occasionally: 4%
- Monthly: 3%
- Prefer not to answer: 2%

Marital status

- Married: 76%
- Single: 13%
- Widowed: 6%
- Divorced: 5%

Sex of respondents

- Male: 41%
- Female: 59%
How important are the following as sources of information to you about the Catholic Church and/or the Diocese?

**Print Edition of the Catholic Herald**

- (Blank): 4%
- N/A: 4%
- Not at all Important: 8%
- Not Very Important: 12%
- Somewhat Important: 33%
- Very Important: 39%

**Catholic Herald website**

- (Blank): 7%
- N/A: 15%
- Not at all Important: 15%
- Not Very Important: 15%
- Somewhat Important: 19%
- Very Important: 28%

**Catholic Herald eNewsletter**

- (Blank): 8%
- N/A: 30%
- Not at all Important: 16%
- Not Very Important: 20%
- Somewhat Important: 18%
- Very Important: 9%
Diocese of Arlington Online Survey Result
By Age Demographic, Respondent Type, and Mass Attendance

How important are the following as sources of information to you about the Catholic Church and/or the Diocese?

- **Diocese of Arlington website**
  - (Blank): 5%
  - N/A: 11%
  - Not at all Important: 9%
  - Not Very Important: 14%
  - Somewhat Important: 26%
  - Very Important: 35%

- **Email communications from diocesan lead...**
  - (Blank): 6%
  - N/A: 16%
  - Not at all Important: 10%
  - Not Very Important: 14%
  - Somewhat Important: 32%
  - Very Important: 22%

- **Diocesan social media**
  - (Blank): 6%
  - N/A: 16%
  - Not at all Important: 22%
  - Not Very Important: 14%
  - Somewhat Important: 21%
  - Very Important: 21%

- **Staff working for the Diocese**
  - (Blank): 6%
  - N/A: 17%
  - Not at all Important: 12%
  - Not Very Important: 15%
  - Somewhat Important: 25%
  - Very Important: 24%
How important are the following as sources of information to you about the Catholic Church and/or the Diocese?

- My pastor
- Parish staff and/or parish website
- Fellow parishioners
- My parish bulletin
Diocese of Arlington Online Survey Result
By Age Demographic, Respondent Type, and Mass Attendance

How important are the following as sources of information to you about the Catholic Church and/or the Diocese?

- Parish social media
- Secular media (local newspaper, radio, tv)
- Word of mouth
- Non-diocesan Catholic media

Microsoft Power BI
How important are news and information about each of the following to you?

- **The Diocese**
  - (Blank): 6%
  - N/A: 0%
  - Not at all Important: 1%
  - Not Very Important: 0%
  - Somewhat Important: 4%
  - Very Important: 51%

- **Vatican news**
  - (Blank): 6%
  - N/A: 0%
  - Not at all Important: 1%
  - Not Very Important: 6%
  - Somewhat Important: 41%
  - Very Important: 45%

- **Other parishes**
  - (Blank): 8%
  - N/A: 2%
  - Not at all Important: 5%
  - Not Very Important: 14%
  - Somewhat Important: 8%
  - Very Important: 49%
How important are news and information about each of the following to you?

**Profiles of Catholics in the Diocese**
- (Blank): 7%
- N/A: 2%
- Not at all Important: 7%
- Not Very Important: 26%
- Somewhat Important: 43%
- Very Important: 15%

**Diocesan events**
- (Blank): 7%
- N/A: 1%
- Not at all Important: 2%
- Not Very Important: 11%
- Somewhat Important: 48%
- Very Important: 31%

**National Catholic issues**
- (Blank): 48%
- N/A: 48%
- Not at all Important: 7%
- Not Very Important: 1%
- Somewhat Important: 7%
- Very Important: 37%

**Inspiring faith articles**
- (Blank): 7%
- N/A: 1%
- Not at all Important: 1%
- Not Very Important: 1%
- Somewhat Important: 4%
- Very Important: 26%
How important are news and information about each of the following to you?

### Entertainment media/news
- (Blank): 7%
- N/A: 2%
- Not at all Important: 17%
- Not Very Important: 34%
- Somewhat Important: 31%
- Very Important: 9%

### Catholic Church views on societal issues
- (Blank): 7%
- N/A: 1%
- Not at all Important: 2%
- Not Very Important: 6%
- Somewhat Important: 28%
- Very Important: 57%

### New clergy bios
- (Blank): 7%
- N/A: 1%
- Not at all Important: 2%
- Not Very Important: 8%
- Somewhat Important: 35%
- Very Important: 49%
How do you prefer to receive information?

- Bulletin announcements: 16%
- E-mail: 15%
- Communications from parish pastor or staff: 12%
- Websites: 11%
- Newspaper: 11%
- Fliers or handouts at church: 10%
- Print materials sent by mail: 10%
- Social media (Facebook, Twitter, etc.): 7%
- Multimedia (e.g. videos, podcasts, etc.): 4%
- Text messages: 3%
Diocese of Arlington Online Survey Result
By Age Demographic, Respondent Type, and Mass Attendance

Weekly time spent reading Catholic news, information, and teachings

- 60 minutes or more: 26%
- 16 – 29 minutes: 24%
- 30 – 59 minutes: 24%
- Less than 15 minutes: 17%
- (Blank): 7%
- I do not read/look through such material: 2%

Of the last four issues of the Arlington Catholic Herald, how many have you read?

- None: 25%
- four: 40%
- one: 12%
- three: 11%
- two: 12%
Arlington Catholic Herald and Media Preferences

Average time spent reading each issue of the Herald:
- Do not read it: 20%
- 1-9 minutes: 17%
- 10-29 minutes: 40%
- 30-59 minutes: 19%
- 60 minutes or more: 4%

Reading Preferences in the Arlington Catholic Herald:
- Local: 22%
- Vatican/Papal News: 17%
- Religious (bishop's columns, gospe...: 15%
- National: 15%
- Stories about people and their fait...: 13%
- International: 9%
- Opinions: 8%
Arlington Catholic Herald and Media Preferences

The newspaper format of the Arlington Catholic Herald...

- 47% is effective
- 25% No opinion
- 16% is effective, but should invest in more digital media/online news (web, video, podcast, etc.)
- 7% should be replaced by digital media/online news (web, video, podcast, etc.)
- 4% should be replaced by a magazine and digital media/online news

General Media Preferences

- Newspaper: 30%
- Website: 22%
- Weekly e-Newsletter: 13%
- Magazine: 13%
- Social Media: 11%
- Videos: 6%
- Podcasts: 5%
Diocese of Arlington Online Survey Result
By Age Demographic, Respondent Type, and Mass Attendance

Arlington Catholic Herald and Media Preferences

Would you like to see more Spanish content in the Herald?
- No: 44%
- Yes: 10%
- Blank: 12%
- I’m not sure: 34%

The Herald e-newsletter (currently weekly) should be delivered...
- Same: 45%
- More often: 10%
- Less often: 5%
- N/A: 40%
Diocese of Arlington Online Survey Result
By Age Demographic, Respondent Type, and Mass Attendance

Areas of Interest on the Catholic Diocese of Arlington website

- Church news and events: 23%
- Stories of Faith and Inspiration: 17%
- Adult faith formation: 13%
- Social justice: 10%
- Pro-life ministry: 10%
- Catholic schools: 9%
- Vocations: 7%
- Young adult (college age-35): 5%
- Youth (Kindergarten-high school age): 5%
- Post-abortion healing: 2%

I don’t visit the website, but I would if it had...

- Daily inspirational content: 31%
- Practical information to help me get through my day: 30%
- N/A (regular site visitor): 19%
- Podcasts: 10%
- Videos: 10%