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 $79,999 ....................... 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.