

Millennials Relying on Traditional Media for Faith Content

Millennial Catholics (those born after 1981) may be a part of the “New Media Generation” but not so much when it comes to their religion. Results from

the Center for Applied Research in the Apostolate’s most recent CARA Catholic Poll (CCP), fielded in May and June 2011, show that

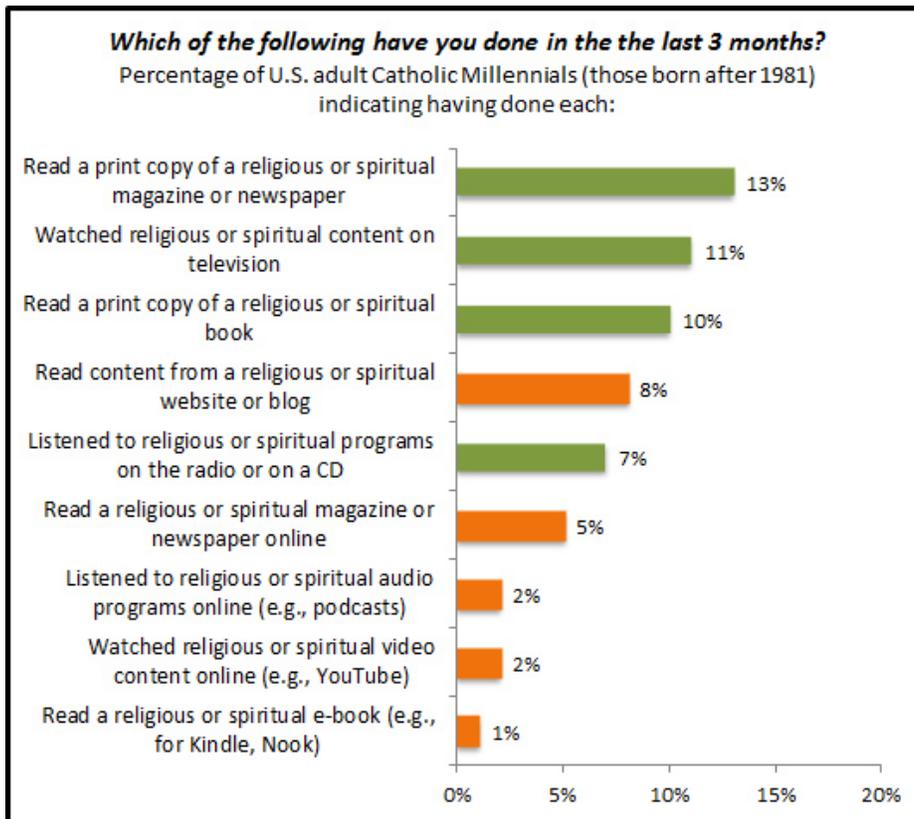
young Catholics are more likely to rely on traditional media sources for religious and spiritual content. Print magazines and newspapers are the most widely used.

CARA, a non-profit, Georgetown University-affiliated research center that conducts social scientific studies about the Catholic Church, has three dimensions to its mission:

- to increase the Church's self understanding
- to serve the applied research needs of Church decision-makers
- to advance scholarly research on religion, particularly Catholicism

Founded in 1964, CARA offers a range of research and consulting services for dioceses, parishes, religious institutes, and other Catholic organizations.

cara.georgetown.edu



Need to Know What Catholics Are Thinking and Doing Today?

CARA is now accepting submissions for questions to be included in the upcoming CARA Catholic Poll (CCP) for 2012.

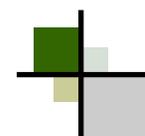
This omnibus survey gives organizations and individuals the chance to purchase and design questions that will be asked of a national sample of adult Catholics.

Clients receive the results for their items along with the results for the demographics (e.g., age, gender, race and ethnicity) and core Catholic background questions (e.g., frequency of Mass attendance, sacramental background).

Since 2000, CARA has conducted 21 of these

national surveys of self-identified Catholic adults, which have included more than 24,000 respondents.

The CCP typically includes a sample of at least 1,000 adult self-identified Catholics nationally, resulting in a margin of sampling error for all respondents of ± 3.1 percentage points.

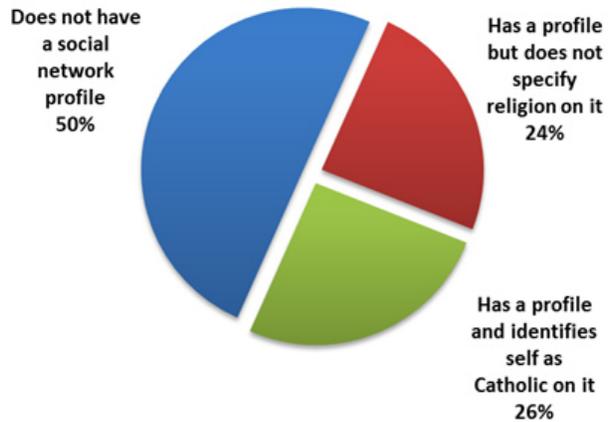


One in Four Catholics Leaves Religion Off Social Network Profiles

One in four adult Catholics (26%) have at least one social network profile (e.g., Facebook, LinkedIn, MySpace) where they self-identify their religion. A similar percentage, 24%, has one or more profiles but does *not* specify their religion on any of these. Half do not have a social network profile.

Among Millennials (currently under age 30), 71% have at least one social network profile. Sixty percent with profiles state that they are Catholics on these.

Do you have a profile on any social networking sites (e.g., Facebook, LinkedIn, MySpace)? Do you specify your religion as 'Catholic' on any of these profiles?



“Sixty percent of American Catholics – even those who seldom attend church – abstain from meat on Fridays during Lent, according to Mark Gray, senior research associate at Georgetown University's Center for Applied Research in the Apostolate.”

CCP results quoted in *The Washington Post*, March 5, 2011

CCP Methodology

CARA samples from Knowledge Networks' national household panel, a large national random probability sample of U.S. households.

Knowledge Networks was founded by academic social scientists and is widely used in peer-reviewed academic research and government studies.

Knowledge Networks panel members are contacted initially by phone (i.e., through random digit dialing) or mail (i.e., through random address-based sampling), and each participating household in the panel agrees to be available for surveys that they take on-screen with a computer or through their television.

Thus, the panel is not restricted to existing computer and/or Internet users and includes

households with cell-phones only (i.e., those without land line phones who are invited by mail). Those persons who are sampled by Knowledge Networks and asked to join the panel are supplied with subsidized Internet access or a MSN TV appliance to take the self-administered on-screen surveys.

Surveys are presented to respondents in English or Spanish and other language options are available. These methods ensure that the panel is reflective as possible of the national population and the research is not biased towards only those who have pre-existing access to the Internet or who own a computer.

CARA's experience with this type of data collection also indicates that the self-administered on-screen methods lead to a substantially beneficial

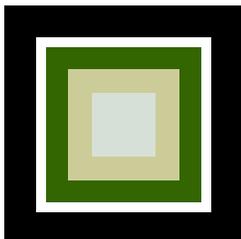
reduction in social desirability response bias. Many questions asked by pollsters are known to generate over-reports such as questions about voting, giving to charity, and attending religious services. Respondents often exaggerate about how often they do things that they know they “should” do to be a good citizen or good member of their faith when they are responding to a person interviewing them to avoid embarrassment or shame.

Because self-administered surveys do not involve interaction with a person for data collection (rather, responses are made on-screen) questions with social desirability issues end up eliciting more honest responses. Evidence of this this can be seen in CARA's Mass attendance estimates that closely match diocesan headcount estimates.



Follow CARA research up to the minute on twitter at **caracatholic** and on our research blog:

nineteensixty-four.blogspot.com



Almost Half of U.S. Catholics Have No Catholic School Experience

In the 2011 CCP, some 47% of adult Catholics indicate they attended a Catholic elementary school at some point in their youth. One in five attended a Catholic high school (21%) and 7% attended a Catholic college or university.

Nearly half of respondents (48%) though have never attended a Catholic educational institution.

Fewer respondents indicated Catholic high school enrollment at some point in their life in the 2011 survey than in a 2005 CCP study.

In 2005, 29% indicated attending a Catholic high school in their youth. This fell to 21% in the 2011 CCP.

CARA's surveys have found that Catholics

attending a Catholic high school or Catholic college are much more likely to say they have ever considered a religious vocation.

This effect is particularly strong for Catholic college attendance. About four in ten men (40%) and women (41%) who have attended a Catholic college, report having considered a vocation at some point.

CCP Continues to Shows Stability in Mass Attendance since 2000

The CCP estimates that 24% of adult Catholics attend Mass weekly or more often. Twenty-five percent do not attend weekly but attend at least once a month. Twenty-five percent attend a few times a year, and 26% rarely or never attend.

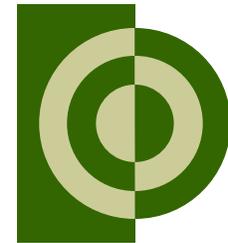
Given that those who attend less than weekly

have some probability of attending Mass in any given week, CARA estimates that about 33% of Catholic adults attend Mass in *any given week*.

As shown in the figure below, there has been little change over time in the percentage attending Mass every week. The first CCP estimate for weekly

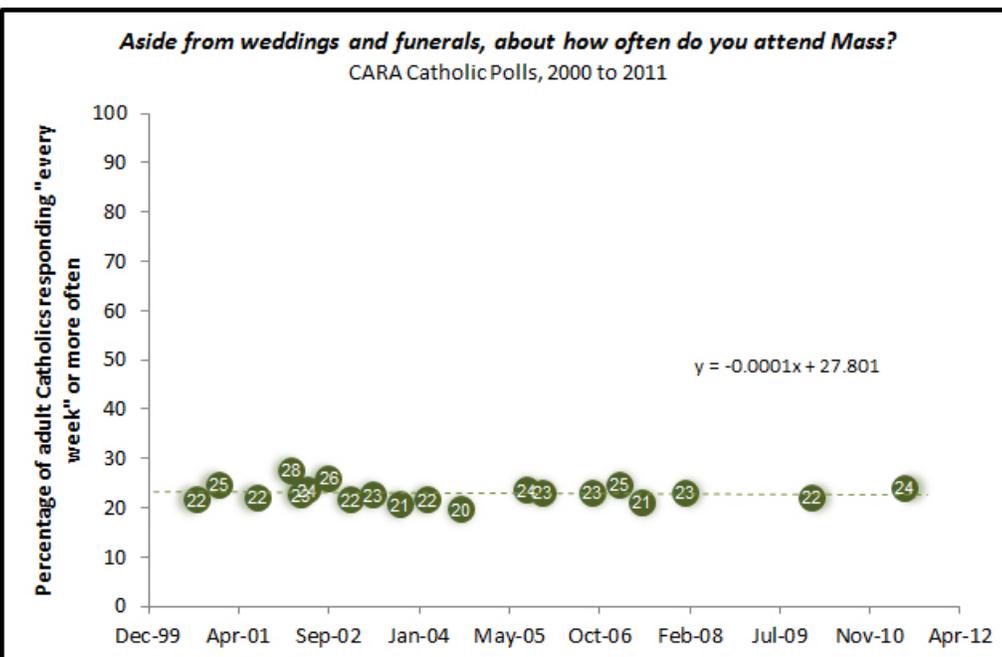
attenders was 21% in September 2000. In the most recent survey (May-June, 2011) this was 24%.

Although there has been no increase in the number of Catholics attending every week, the percentage of Catholics who say they "rarely or never" attend has dropped from 35% in 2005 to 26% in 2011.



“Catholics have overwhelmingly supported a government guarantee of healthcare access for all citizens – regardless of cost. More than 70 percent of US Catholics supported such a guarantee in 2002 and again in 2006, according to the Center for Applied Research in the Apostolate (CARA).”

CCP results quoted in *The Christian Science Monitor*, Dec. 11, 2009.



CCP Costs and Deliverables

CARA works with each client to design questions typically utilizing 4- or 5-point response scales (e.g., “strongly agree” to “strongly disagree.”). Other question types are possible (e.g., open-ended). Questions may include skip patterns so they are asked only within selected sub-groups. The cost per question depends on the deliverables needed. For example, academic researchers may prefer a survey data set only. Most other CARA clients prefer the results of the survey in a report with CARA conducting the analysis of the survey data. The cost of questions includes all aspects of the research from question design, sampling, data collection, data cleaning and set up, analysis, and reporting. CARA’s survey reports follow a standard style and include the following sections:

- An executive summary highlighting major findings
- An introduction describing the background and methodology of the study
- Tables, charts, graphs, and maps for results
- Narrative description of all findings
- Comparisons of responses among pertinent sub-groups of survey respondents
- An appendix presenting the questionnaire, with top-line response frequencies

Projects requiring especially complex statistical analysis (e.g., segmentation, regression analyses) can be completed at additional cost. Call to ask about special pricing.

Number of Questions	Data and Analysis: Cost per Question	Data Only: Cost per Question
1 to 2	\$2,500	\$1,250
3 to 9	\$1,900	\$950
10 or more	\$1,500	\$750

CCP Director: Mark M. Gray, Ph.D.

Mark M. Gray is the Director of the CCP and is a Senior Research Associate at CARA. Dr. Gray has a Ph.D. in Political Science and a M.A. in Social Sciences from the University of California, Irvine.

Dr. Gray has been a primary investigator for 14 national surveys of adult Catholics at CARA ranging from media use to sacramental practice. In addition to his research, he teaches Introduction to the Social Sciences at Georgetown University. As a graduate student he worked as

a journalist for *The Orange County Register*.

Dr. Gray’s research has appeared in the following journals and magazines: *America Magazine, Our Sunday Visitor, CHURCH Magazine, Catholic Education Journal, Presidential Studies Quarterly, International Organization, PS: Political Science & Politics, Comparative Political Studies, Journal for the Scientific Study of Religion, and Review of Religious Research.*



He has been quoted or cited in: *The New York Times, The Washington Post, The Wall Street Journal, USA Today, TIME, Boston Globe, Chicago Tribune, The Los Angeles Times, and U.S. News & World Report.*

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 Center for Applied Research in the Apostolate

*A National Omnibus
 Survey of Adult
 Catholics in the U.S.*



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CARA has more than 45 years of experience in quality social science research on the Catholic Church. CARA’s longstanding policy is to let research findings stand on their own and never take an advocacy position or go into areas outside its social science competence. All CARA researchers have advanced degrees in relevant academic disciplines. CARA researchers are active in the academic community publishing and presenting research about the Catholic Church.