

**A STUDY OF THE READERSHIP OF *THE CATHOLIC STANDARD*
IN NAVRONGO-BOLGATANGA CATHOLIC DIOCESE**

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DEDICATION

I humbly dedicate this dissertation to the blessed memory of my father, Mr Adazebra Atigituure Jacob.

I also dedicate this work to my spiritual fathers who are Very Rev. Fr Charles H. Akabote, Most Rev. Alfred Agyenta (Bishop of Navrongo-Bolgatanga Diocese) and Most Rev. Lucas Abandamloora of blessed memory.



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May the Lord continue to bless you.

ABSTRACT

This study aims at finding out the variables of the patrons of The Catholic Standard that has existed for more than seven-five years. There has not been a national scientific study of the readership of The Catholic Standard. Hence, qualities of readers are assumed in each diocese. This readership study of The Catholic Standard took place in Navrongo-Bolgatanga Catholic Diocese which happens to be the furthest from the printing press. The purpose was to unravel characteristics of readers and their reading culture. The study revealed that the readership of The Catholic Standard was male dominated. In terms of age, three out of ten were above fifty-five years. It implied that the paper was mostly read by the aged. By and large, readers of The Catholic Standard of Navrongo-Bolgatanga Diocese were satisfied with the content. They acknowledged high interest for the regular sections of the paper. However, they spent less time reading an issue. When the reading time spent on an issue was examined, an average of thirty minutes was recorded. Most readers skimmed or scanned for information. The ratio of heavy readers to light readers was one to fifteen. How come that a newspaper's content is preferred yet little time would be spent reading it? The Catholic Standard has to adopt modern and innovative ways of capturing and sustaining young and future readers.

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CHAPTER ONE

INTRODUCTION

1.0 Introduction

This chapter gives the background of the study by providing a historical perspective of *The Catholic Standard*. It is followed by the problem statement of the research. The research was problematized in order to seek solutions. The research objectives are stated followed by the research questions. The rationale and significance of the study are also highlighted to move the work to literature review.

1.1 Background of Study

Cage and Rueda (2014) state that the printing press in sub-Saharan Africa has its origin in the Protestant missionary activity in the 19th Century. The missionaries needed to print Bibles and other educational materials for the purposes of evangelisation. This was as a result of the declaration of *Sola Scriptura* by Martin Luther in 1517. The establishment of printing press in sub-Saharan Africa also brought about the opening of schools for formal education. Newspaper readership became a long term effect of printing press established in sub-Saharan Africa. It also enlightened the public about governance and served as a catalyst in the struggle for independent Africa. Proximity to printing press therefore stimulated newspaper readership and political participation.

Jones-Quartey (1974) catalogues some Christian missionary newspapers in the Gold Coast as: *Church Missionary Gleaner* (1850-1856), *Church Missionary Intelligencer* (1859-1906), and *Church Missionary Review* (1906-1927). Others were: *Church Overseas* (1928-1934), *Gold Coast Methodist Times* (1886? -1898), and *Gold Coast Catholic Voice* (1926-1927?). Some other Christian missionary newspapers in Ghana acknowledged by Gadzekpo (2007) were: The

Christian Messenger and Examiner (1859), and *Christian Messenger* (1883). *The Presbyterian* in 1985, the *Watchman* in 1986, *Gospel News* in 2000, and *The Vinefield* (2011) were also registered as Christian newspapers. Just a few of these newspapers have survived up to date. Economic management became a big challenge to newspaper production in sub-Saharan Africa. Meanwhile, challenges from the political powers also affected the Ghanaian press in the late 1980s. Gadzekpo (2007: 96) underscores that the Provisional National Defence Council (PNDC) era (1981-1993) considered the private press as opponent.

The private press came under particular pressure, with some being attacked by angry supporters of the revolution, closed down and their journalists and editors jailed, or hounded into exile.

The history of *The Catholic Standard* is traced back to 1903 when the Society for African Missions' (SMA) priests started a printing press in Cape Coast with a paper named *The Dux* (Isaac Fritz Andoh, *personal communication*, October 9, 2015). *The Dux* was a bi-weekly newspaper publishing catechetical, social and devotional information with Rev. Fr Piet Derickx, an SMA Priest as the founder. *The Dux* was transformed into *The Standard* in 1938 and still published by the Catholic Mission Press at Cape Coast. However, the paper was only registered as a weekly newspaper in 1940. In 1976, the Standard Newspapers and Magazines (SNAM) Limited took over the publication of *The Standard* under a new name, *The Catholic Standard*, and moved the printing press to Accra in 1977.

The Catholic Standard in the 1980s was one of the newspapers that were closed down. It was banned from 1985 to 1992 for alleged political interference during the military rule led by Jerry John Rawlings. The PNDC government banned *The Catholic Standard* on December 13, 1985.

A statement from the Ministry of Information banning the paper claimed that it was "writing in a manner that jeopardises the national interest and also in a manner that undermined the

people's confidence in themselves" (Isaac Fritz Andoh, *personal communication*, October 9, 2015). Mr Kofi Totobi Quakyi, the then Secretary of Information was concerned about Ghanaian journalists not being contributors to development but instead, being watchdogs (Rockson, K. 1990). It is against this backdrop that Thomas Jefferson (1757) was on point talking on government and newspapers.

The basis of our governments being the opinion of the people, the very first object should be to keep that right; and were it left to me to decide whether we should have a government without newspapers, or newspapers without a government, I should not hesitate a moment to prefer the latter.

Hasty (2006) discusses the government influence, and for that matter political interference in the practice of journalism in Ghana. The political environment determined the kind of journalism through censorship and that had an impact on professionalism because journalists were not the gate keepers. Thus, journalistic discourse was determined by political figures such as Kwame Nkrumah and Jerry John Rawlings. J.J. Rawlings for instance relied on the state media to project his personality and authority (Hasty, 2001). In effect, state journalists became the mouthpiece of government and private journalists were for the opposition. This is how Gadzekpo (2007:97) describes private newspapers as, "Private newspapers, commonly referred to as 'opposition papers', enjoyed public legitimacy as a counterbalance to state-owned media".

However, independent journalism is naturally inclined to pursue and speak the truth about the state and society. *The Catholic Standard* as a private newspaper might have been critical of the government which led to its ban. Though, the 1992 Constitution gave power for press freedom, it was not until 1995 that the paper resumed publication to date. The period between 1992 and 1995 was characterised by attempted publications and folding up due to financial constraints. It took the instrumentality of the then Archbishop of Cape Coast and the Episcopal Chairman of the Department of Social Communications of the National Catholic Secretariat, Most Rev.

Peter Appiah Turkson for the paper to be recapitalised and commenced publication in 1995.

Jacob Yirerong, former Chairman of SNAM was quoted by Ghana Web on 17 October, 2008:

The Mission of ‘The Standard’ is [to] serve as the voice of the voiceless reflecting the truth and at the same time, committing itself to socio-economic development and civil education of Ghanaians while fostering unity and promoting evangelism.

So how is the paper faring in achieving this mission? It is against this backdrop that this research sought to find out about the state of *The Catholic Standard* from the readers’ point of view.

1.2 Problem Statement

The Catholic Standard is Ghana’s only national Catholic weekly. The national Catholic population according to Ghana Statistical Service (2012) is 3,230,996 representing 13.1% of the Ghanaian population of 24,658,823. The Catholic population of Upper East region is 208,471 out of 1, 046,545. That is about 20% of the entire population of Upper East region. The Navrongo-Bolgatanga Diocese covers the entire Upper East Region and the upper north of Northern Region. In effect, the Diocesan Catholic population is certainly more than the Upper East Catholic population.

Isaac Fritz Andoh, the current Managing Editor of *The Catholic Standard* said in an in-depth interview that the growth of the paper is “static” and blamed it on the low readership culture.

Survival techniques have thereby been adopted by the management of the paper with emphasis on delivery. *The Catholic Standard* is distributed to subscribers and sold throughout the Catholic parishes and institutions in Ghana. However, there seems to be regular subscribers to the paper with no growth of new subscribers or readers. Beatrice Anderson Ayinbisah, a vendor from Our Lady of Africa (OLA) Parish in Bolgatanga affirmed that many subscribers do not collect their copies and certainly do not read. Apparently, some subscribers believe that *The*

Catholic Standard is being imposed on them. So, it is one thing to subscribe for the paper and it is another thing to read the issue. Thompson (2013:19) quoted Richard Kluger, a former journalist and Pulitzer Prize winning author as saying that:

Every time a newspaper dies, even a bad one, the country moves a little closer to authoritarianism; when a great one goes, like the New York Herald Tribune, history itself is denied a devoted witness.

The research investigated the readership of *The Catholic Standard* in Navrongo-Bolgatanga Catholic Diocese. The diocese is the farthest from the printing press. It sought to answer the following question: “What was the readers’ perspective as far as the mission statement of *The Catholic Standard* was concerned?”

1.3 Objectives and Research Questions

The methods used namely quantitative survey questionnaire, content analysis and qualitative interview stem from the objectives of the research. The readership survey focused on the following objectives:

- i. The characteristics of readers of *The Catholic Standard* in Navrongo-Bolgatanga Diocese,
- ii. The reading habits of the patrons of *The Catholic Standard* in Navrongo-Bolgatanga Diocese,
- iii. The content preference of readers of *The Catholic Standard*.

The content analysis was aimed at getting right the content of *The Catholic Standard* to contrast with the readers’ preferences. This catered for the last objective namely;

- iv. Whether readers’ preferred stories were adequately covered by *The Catholic Standard*.

The qualitative interview was meant to grasp the communicative intentionality of the chief editor. The purpose was to find out whether editorial content corresponded to readers’ preferences.

The research questions were therefore:

RQ1: What were the characteristics of readers of *The Catholic Standard* in Navrongo-Bolgatanga Diocese?

RQ2: What were some of the reading habits of patrons of *The Catholic Standard* in Navrongo-Bolgatanga Diocese?

RQ3: What type of stories mostly satisfied readers?

RQ4: What quantity of readers' preferred stories did *The Catholic Standard* cover?

1.4 Rationale and Significance

Media content is meant for the audience and it is only through research that the audience becomes visible (Webster, Phalen and Lichty, 2006). We are in the era of changing media environment vis-à-vis readership trends. Kent (1994) also states that various groups and institutions need audience information. Editors need information to address potential audience or improve market quality, while media owners need knowledge of the audience to capture buyers and advertisers. Advertising agencies, media consultants and market research agencies have similar reasons for prospective advertisers. Academic researchers and analysts need to test and develop theories on audience behaviour and media consumption.

Media audience cannot be regarded as faceless mass (Ivala, 2007). Newspaper articles are aimed at meeting the preferences of readers. Consequently, it would enable editors to strategize in targeting particular readers with specific messages for their consumption. The demographic characteristics of its readers would aid editors in determining the kind of content. Knowing the characteristics of *The Catholic Standard* readers in Navrongo-Bolgatanga Diocese as well as their reading habits and preferences would be relevant material for editorial, marketing and academic purposes. The readership survey of *The Catholic Standard* discovered the variables

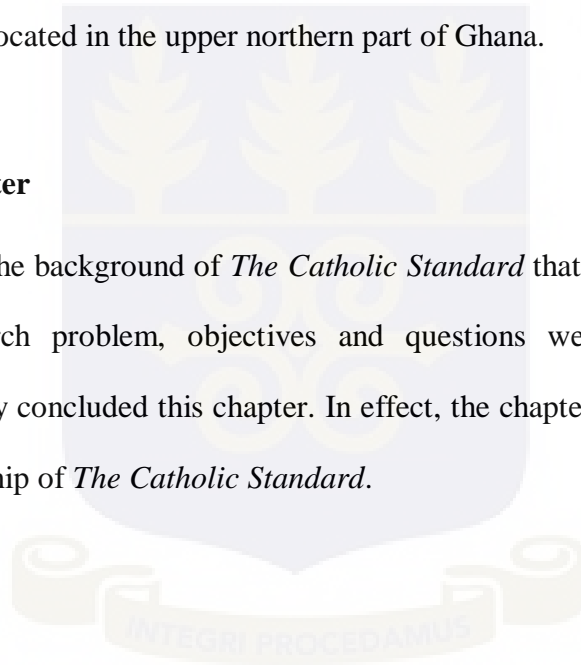
of readers and their preferences. The demographic, geographic, behavioural and psychographic variables are relevant scientific data of knowing newspaper readership in Ghana.

1.5 Operationalisation of Research

The research under the theme: A study of the readership of *The Catholic Standard* in Navrongo-Bolgatanga Catholic Diocese, was operationalised. It was a readership study of the variables of readers of *The Catholic Standard*. *The Catholic Standard* is the only National Catholic weekly newspaper. It serves the entire local Catholic Church in Ghana. However, the study was only conducted in Navrongo-Bolgatanga Catholic Diocese. Navrongo-Bolgatanga Diocese is located in the upper northern part of Ghana.

1.6 Summary of Chapter

The chapter contained the background of *The Catholic Standard* that was studied to know its readership. The research problem, objectives and questions were clearly stated. The significance of the study concluded this chapter. In effect, the chapter laid the foundation for the study of the readership of *The Catholic Standard*.



CHAPTER TWO

REVIEW OF LITERATURE

2.0 Introduction

This scientific research has to be underpinned with theories and related intellectual works. The study was guided by a theoretical framework as well as selected related works. In this chapter, the chosen communication model or theory is expounded and a critique given. The interrelatedness of the theory and the intellectual works to the case under study are explained. The purpose is to place the research in an intellectual perspective and to set the focus in achieving the objectives.

2.1. Theoretical Perspectives

Many researchers have studied the uses of the mass media by their audiences since the 20th Century. Johnstone (1974) argues that a particular mass medium is chosen because it serves a purpose for the user. In this light, when one chooses a medium then there is a purpose.

The Uses and Gratifications theory (UGT) was formulated under the limited-effects paradigm. Katz, Blumler and Gurevitch (1959) initiated the uses and gratifications theory. They argued that the media audience was not passively affected by media messages but are rather actively involved in the choice and consumption. In effect, the audience had the power to choose and utilise media content according to their relevance.

Elihu Katz coined the term uses and gratifications in 1959 from a research about media effects. Katz (1959) was concerned about what people did with the media instead of what the media did to people. This called for a study on media usage by audience. Meanwhile, uses and gratification went through further research by McQuail, Blumler, and Brown (1972). Katz

(1974) later revealed different perspectives of UGT that were founded on its social and psychological origins, needs and expectations from the mass media. Other factors included media exposure and gratifications sought as well as unintended consequences. Proponents of UGT catalogued a list of social and psychological needs that audience sought to be satisfied by exposure to mass media (Katz, 1973). Ruggiero (200:18) gives its tenet:

... a chief tenet of U&G theory of audience behaviour is that media use is selective and motivated by rational self-awareness of the individual's own needs and an expectation that those needs will be satisfied by particular types of media and content...

Rubin (1994) analysed five assumptions of the UGT which are paraphrased below:

- i. The communication behaviour that includes media selection and use is 'goal-directed, purposive and motivated'.
- ii. Media selection and usage are initiated by consumers to satisfy their needs or desires.
- iii. The communication behaviour is determined by a number of social and psychological factors.
- iv. The mass media are in competition to gratify users.
- v. The people are mostly more influential in relation to the media but not always.

Cummings (2008) briefly describes uses and gratifications as a research model that studies why people use media and what they derive. Demographic, psychological and contextual variables were the three basic predictors identified as the origin of audience needs. Examples of demographic factors were age, education level, and ethnicity while psychological variables included desires sought and received. Contextual and environmental variables consisted of the internal and external environment of the audience. For that matter, life conditions whether pleasant or frustrating could determine the gratification one seeks from a particular medium.

By implication, there were various kinds of gratifications sought. Gratifications sought by media consumers are categorised into three according to Schkade (2004). These are; content gratifications, process gratifications and social gratifications. Content gratifications refer to the consumption of media content while process gratifications consist of the fulfilment obtained from media content. Social gratifications come to effect when consumers use media information for social interaction.

2.1.1 A Critique of UGT

Ruggiero (2000) argues that UGT is a rigorous mass communication theory. UGT was developed from the hypothesis of media effects according to McQuail (1994). Contemporary critics of UGT challenge its assumptions that include; media selection, expectations sought within a context, and goal-oriented audience as Wimmer and Dominick (1994) explained. They question the maturity or capacity of some media users in their selection and whether they could discern the relevant content before consumption.

UGT does not give a coherent approach to media use. The relation between media uses and gratifications is complementary or competitive. Rosengren (1974) tries to modify UGT by correlating consumer needs to their personal characteristics as well as social and environmental factors that resulted in perceived problems and solutions. In further research, McLeod (1982) analyses audience satisfaction to the effect that gratifications sought and gratifications obtained were not necessarily related. Palmgreen (1979) argues similarly. Building on such foundation, Nnamdi (1995) analyses and discovers some weaknesses of UGT. Related studies that were underpinned by UGT only elicited answers from respondents by research instruments without a correlation to their anthropological origins. Hence, the theory only revealed the uses and gratifications of media users but their anthropological and psychological details could not be

explored. It was only good at cataloguing the gratifications without grading them. The assumption by UGT that media users are active rather than passive could be belittled or disregarded without adequate interpretations of people's use of media content. In a similar vein, utility, intentionality and selectivity were the basic ingredients for "activeness" and must be fully explored before identifying uses and gratifications. The effect is that UGT cannot be used to measure which medium induces "audience activeness" more than the others and to what extent. Moreover, uses and gratifications measurements have showed inconsistencies about what exactly are gratification, need, and media use. Most importantly, message content and need satisfaction were not always directly related when using UGT.

Another critic, Becker (1979) does not agree with UGT as a research theory because it only identifies the needs and values of media users but does not make the correlation with their gratifications. In a similar vein, Blumer (1979) criticised UGT as "an accounting system".

However, UGT cannot be relegated to the background in media research. Nnamdi (1995:108) states:

Even when it is fraught with imperfections, the theory has some practical relevance in both media management and development communication, especially in developing nations.

2.1.2 Relevance of UGT to the Study

Uses and gratifications theory was relevant in this research. It shaped the objectives of the study to achieve the purposes of finding out uses and gratifications of the readers of *The Catholic Standard*. Katz (1974) applied UGT in studying media users and their social and psychological origins, needs, expectations, and preferences. This research used UGT to unravel the needs, preferences and expectations of the readers of *The Catholic Standard* in Navrongo-Bolgatanga Diocese.

Rosengren (1974) used UGT to find out demographic and lifestyles of media users and the context in which their needs were fulfilled. UGT has also been proposed by Wimmer and Dominick (1994) for mass communication research as they analysed audience behaviour such as listening or reading. The theory has guided the researcher in discovering the demographic characteristics and reading styles about the readers of *The Catholic Standard* in Navrongo-Bolgatanga Diocese.

2.2 Review of Related Research

Previous researchers used UGT to measure demographic traits of media audiences, their preferences, and behaviour among others. In this study, the objectives were to measure the three factors mentioned above. For that matter, the literature review reflected these thematic areas.

Nnamdi (1995) states that people utilised the media for their needs more than media having effects on them. He studied the functions of the media to users in Nigeria. Berelson (1954) studied the functions of newspaper reading in Nigeria and identified a number of reasons. The identified reasons were information about public issues and their interpretations, getting principles for practical living, escapism and sensationalism.

Atkin (1972) and Wang (1977) identified the principle of utilitarianism among media users. Media users tended to choose and consume the contents according to their utility. Jeffers (1975) categorises media behaviour into media seeking goal, content seeking and non-seeking. In his research, he discovered that television viewers were content seeking while newspaper readers were media seekers in the sense that they did so for the sake of newspaper reading.

Chaffe and Choe (1981) identify three “dynamic” factors for media behaviour instead of the traditional structural factors. The traditional structural factors that came as a result of the individual’s location (income and education), transitional factors concerning life cycles of individuals (marital status) and self-imposed factors emanating from individual personality and interest were classified by Chaffe and Choe (1981). In a related research, Cobb (1986) investigated environmental factors that determined media usage especially among young newspaper readers. Perception of time to read, newspaper availability, and exposure to other media among others were factors identified among young readers. The UGT and the methodologies used by these researchers were applied in this research too to obtain similar factors. Nnamdi (1995:109) states that UGT is still relevant to measure media audience despite its limitations:

Finally, even if it is largely a listing of audience preference for media, contents, needs felt, gratifications sought for, deprivations suffered, uses and gratifications research, at least created the awareness that how messages and media are used constitutes an intervening variable in the process of effects.

Gicheru (2014) aims at finding out the factors for the struggling newspaper industry in sub-Saharan Africa and remedies to develop private or independent newspapers. The report acknowledged that private newspapers were considered successful in Kenya, Nigeria and Ghana; the reason being the liberal democracy practised in such countries. However, Kenya and Ghana were yet to pass the access to information bill (Gicheru, 2014). The press cannot triumph without information. Now that Ghana has consistently practised liberal democracy for more than twenty years, there is the need to pass the information bill for it to strengthen press freedom and encourage media patronage by the citizenry. Apart from the governing structures, social media have an impact on the choice of mass media. Prof. Fackson Banda observes in (Gicheru, 2014: 9) that:

Citizen journalists are the latest frontier for journalistic communication and will force print and other traditional media to 'revise their business model' if they want to retain their audience.

It is against this background that researchers sought for possible solutions to the imminent crisis. Gicheru, (2014:40) gives the following suggestions on the sustainability of the print industry:

Not only those with high circulation but they must also be functionally sustainable, have well structured, well presented content which is not only interactive and engaging, but also gives the readers the news and information they require to make informed decisions in a fair and objective manner. Editorial independence, professionalism, quality content, trustworthiness, credibility of newspapers and plurality of news top the list of measures.

Gicheru, (2014) strongly underscores that knowledge produced through audience measurement practises should be enriched by being embedded within theoretical paradigms. Hence, results of audience measurement could never be regarded as the full and final quest for knowledge about media audiences.

Readership survey is generally meant for knowing the social characteristics of the readers so as to respond well to audience needs (Park, 1986). This was because to identify the audience was tantamount to identifying a communication situation. Ayepekum (1982) further argues that information contained in newspapers served as enlightenment to policy makers in making policies according to the context and preference of the people.

Researchers have identified problems such as ownership related issues, electronic competition, sheer apathy to read, economic status, newspaper aesthetics and content as affecting readership (Onyeka, 2012). The American Society of Newspaper Editors (1990) reported the readership decline of young adults under the age of 30. This had implication on newspaper production and

circulation as indicated by Schlagheck (1998). A drastic fall of readership percentage occurred when the study was repeated after eighteen years (Schlagheck, 2008).

Other studies also showed that young readers preferred online news instead of flipping through newspapers (Sondeen, 2009). The research revealed the innovations of newspapers in style and content to meet the interest of their target audience especially the young readers who would eventually become adult readers.

Bornman (2012:2) discusses the relevance of readership survey in terms of editorial and marketing purposes observing that, “Without the audience, all media-related activities become completely senseless.” Bornman (2012) agrees with Vanasuntakul Ruj (2008) that the more a newspaper knows about its current readers, the better that paper would be able to showcase its advantages to potential readers. In measuring audience according to Bornman (2012), the questions often asked are about the audience size, how much time the audience spends on the media (frequency of usage), and who are the audience (demographic, behaviour, geographic, and psychographic variables). These similar questions were investigated in this research.

Salawu (2004) focuses on the extent of readership, the characteristics of readers and how important the readership is to development. The objective of the research was to find out the content of the newspaper that stimulated human and societal development. The research instrument used was a self-administered questionnaire. Respondents’ knowledge and attitudes to the newspaper were measured using the survey method. The social and behavioural characteristics of the readers were discovered in the research. Unlike radio or television, the print media have an enduring characteristic in the sense that the newspaper can be read and re-read at convenience (Moemeka, 1990). This ensures fuller and better understanding of

messages. The newspaper is also for keeps, thus becoming relevant material for personal libraries meant for future references. All these imply that the benefits of the print media as a repository of knowledge calls for its sustainability.

In related research, Wolswinkel (2008) studies the factors of newspaper reading behaviour among young adults by comparing paid newspapers readership with that of free newspapers. Though the free newspapers gathered many young readers, the readership behaviour was not consistent. Free newspapers cost young readers their time. Additionally, obstacles against reading such as reading difficulties and text complexity were observed. There were personal, behavioural and environmental factors that contributed to the general readership behaviour as well. In order to satisfy young readers, some researchers have studied the kind of newspaper content that appeal to them (Jeffres & Atkin, 1995; 2002; Kohut, 2002).

Bryant and Zillman (1994) categorises newspaper reading habits as ritual, diversion or instrumental for informational purposes. Ritualised reading describes the routine habit developed by some readers. Those who read to shift their attention away from life issues were categorised as diversion readers. However, instrumental readers sought information to serve a purpose whether personal or social. In Wolswinkel (2008), respondents who were served with a questionnaire indicated little time dedicated to reading newspapers in a typical week. They further gave their preference of reading the various sections of the paper that included; editorial, sports, national and international news, ads, etc.

On newspaper performance, Bakker (2013) categorises a typical life cycle pattern of free newspapers as moving from growth to maturity and from saturation to decline. A newspaper at the point of saturation employs ways to survive instead of declining states Picard (2008).

Picard (2008) also discusses two broad categories of diversification by newspapers namely content and distribution diversifications. Diversification strategies such as home-delivery, weekend release, addition of sports, financial news, and others were employed by some newspapers to survive.

Meyer (2004) predicts that there would be no newspaper read in America come 2043. But Bakker (2013) gathers from the World Association of Newspapers (WAN) that the decline is not so alarming for people to be pessimistic. Newspapers of late have changed in style and content. They now model their form and content according to economic, social, cultural and technological situations.

Thorson (2008) using indices of news quality underscores that the newspaper business is in trouble in many dimensions namely; loss of support for its business model, loss of audience and loss of quality. The crisis is embedded in the question about newspaper readership and whether it is affected by news quality. Additionally, Mersey (2010) identifies online news, blogging and social media as sources that have brought down the popularity of newspapers. So, it is not only *The Catholic Standard's* patronage that social media have affected. The study however, found out how social media could promote *The Catholic Standard*.

Brown (2005) reveals that respondents below the age of 35 had only 8.0% preferring newspapers, 39% for the Internet and 53% for others. The Internet has been a factor affecting the growth of newspapers because: it is a faster source of news than newspapers; it shapes public opinion quickly; it is up to date and interacts with the audience more frequently. So, some critics are still pessimistic of the future of newspapers (Thompson, 2013). However, Bakker (2011) believes that newspapers are not dead yet for they still play a significant role in

society. Newspapers should be known because of the first word, news and not just because it is a paper, states Arthur Sulzberger Jr, a *New York Times* publisher who was quoted in Gates (2002).

Brown (1994) states that readership measurement focused on two issues namely average issue readership and frequency of reading. Readership research too has also encountered problems related to the definition of “reading”. A reading filter to study newspaper readers was developed by Holmqvist (2005: 3):

Reading is a well-defined movement of the eye from left to right, with approximately one stop at each word and small jumps called saccades between them. It is assumed that readers process the text when they do this.

Defining “reading” is difficult, highly controversial and often differs from study or method. This study therefore adopted the definition of reading stated above by Holmqvist (2005). The intensity of reading is determined by factors such as source of copy, context of reading, time and circumstances of reading, and the total time spent with an issue. Readership surveys take a number of techniques. These are “Through-the-Book” (TTB), “Recent reading” (RR), and “First reading Yesterday” (FRY). Readership estimates speak of “issue readership” and not just general readership (Brown 1994). Reading event is casual and not particularly memorable. It should, therefore, be noted that audience is complex and audience measurement is often criticised within cultural studies and critical traditions. Added to the complexity of the problem is the issue of “readership”, that is how much of reading qualifies one as a reader.

Readership Institute (April, 2001) identifies categories of readers such as heavy readers, skimmers, selective, light readers, and so on. By studying the behaviour of readers in terms of satisfaction it came out with eight imperatives to grow readership. The various imperatives that would help improve readership behaviour according to Readership Institute (2001) included

excellent service, preferred kinds of content, greater value for local news, and newspaper form that makes reading easier. The rest were by promoting ads, positive rebranding, advertising and promoting its own content, and placing the reader within an adaptive and constructive culture.

Thorson (2008) adopts the Reader Behaviour Score (RBS) formulated by the Readership Institute (2001). The Readership Institute (2001) found that areas such as focus on local people, lifestyle news, politics, movies, weather, business, science, environment, sports, were features of positive relationship to Reader Behaviour Score. While those of negative relationship with RBS were disasters, accident, crime, police or judicial system. Thorson and Duffy (2008) proposed another dimension of readership measurement. This deals with proximity, safety, utility, government, education, support, spirituality and empowerment.

Readership Institute (2001:14) adds:

The research also makes it clear that improving RBS-and the subsequent performance measurements of readership and circulation-must be a strategic imperative that has meaning and relevance to everyone who works for the newspaper.

In a related study, The Readership Institute (2002) also revealed four elements of readers' satisfaction namely appeal, relevance, information, and readability. Bankole and Babalola (2011) further underscores the fact that readers have different reasons for reading newspapers. Some of them are for recreation, public affairs, for information, entertainment, and for socialisation (Berelson, 1949). This research used the categories of readers suggested by Readership Institute (2001) and elements of readers' satisfaction by the same institute in 2002. These categories were appropriate in measuring the variables earmarked in this study.

Ansu-Kyeremeh and Gadzekpo (1996) examine newspapers people read, reasons for their favourite newspapers and how they accessed them. Some other objectives were what readers looked for and whether they ever felt never reading a newspaper. The findings indicated that the *Daily Graphic* was the most commonly read newspaper in Ghana. Other papers read by a cross-section of Ghanaians were the *Chronicle*, *Ghanaian Times*, *Free Press*, and *The Statesman*. Respondents gave avenues where they could access a copy of a newspaper as workplaces, schools, libraries, through co-tenant and friend when they could not purchase their own.

Most respondents, according to the research, bought a particular newspaper because of the headline. Other factors that induced readers to buy a newspaper were design and layout, print quality, credibility of the paper, quality of articles and feature articles. Pictures, ads and cartoons also propelled some people to buy a newspaper. When it came to the content of a newspaper, politics topped the list with 66.7%. Other features with fair consumption by readers were; current affairs, business news, editorials, sports, ads, and women affairs.

The respondents who ever felt never reading a newspaper were 30% while the rest of the 70% never felt so. One striking result was that almost 50% of the respondents chose newspaper as their main source of news as against radio and television (Ansu-Kyeremeh, 1996). Readers therefore still valued newspapers and would wish to have more colourful newspapers in form and content. In sum, newspaper's quality and credibility were recommended by the researchers.

Easman (1999) researched on newspapers read at the REDCO community at Madina in Accra, for what content and for what purpose. The researcher concluded that the content of the newspapers was relevant to the readers. News articles became the first of readers' preference

with education following. Readers also looked for fair, factual and balanced articles with appropriate headlines, entertainment news and other interesting societal issues. Limitations of the research included low female response, questions not well understood by some respondents, and the exclusion of *Graphic Sports* as options of the newspapers. She recommended that future research should include more open-ended questions to gather reasons from readers.

Lee and Lewis, (2012, April 21) observed that journalists who did not consider audience preference now acknowledge the reader's desire that manifest in purchase and consumption.

There was the need for writers to personalise their experiences with readers on their articles if they were to make an impact (Thurman, 2011). Readers registered their preference according to their choice and consumption of articles. This implied that the audience set the agenda of the paper instead of the editors (Anderson, 2011b). It gave a paradigm shift from the traditional view of gatekeeping and agenda setting functions of the press (Singer, 2011). Journalists need to factor audiences' preferences into their work as Lee (2012:5) emphasises:

Historically, journalists have neither understood nor truly cared to understand their audiences' desires for certain varieties of news content, preferring instead to trust their own professional instincts and the cues provided by peer institutions in making news judgments.

In a particular case, Dor (2003: 696) explains the functions of headlines. He states that:

Newspaper headlines are relevance optimizers: They are designed to optimize the relevance of their stories for their readers.

Dor (2003) expressed the rationale behind a successful formulation of a headline that requires the world view of the readers for easier digestion and assimilation. Thus, it answered the quest by editors to achieve the communicative intentionality through the headline. According to Dor (2003), there are two main functions of headline namely providing the reader with the crux of

the story and guides the reader to the particular story. Finally, Dor (2003) hypothesised that successful newspapers are those that maintain a steady and well-focused readership.

Chyi (2012) content analysed three newspapers in the US, *the Wall Street Journal*, *USA Today*, and *the New York Times*, about their coverage of the newspaper financial crisis from 2008 to 2010. In summary, the study revealed that the so-called newspaper crisis lacked sufficient context, used “death” imagery as a sensational strategy, shifted blame from newspapers management, and tried to paint a general picture of newspaper troubles.

It was indeed true that the U.S newspaper industry in 2009 declined drastically in circulation and market value (Pérez-Peña, 2010). As a result, many papers reduced production and circulation, some suffered bankruptcy, yet others resorted to redeployment. However, only a few went online or closed up. Conclusions gathered from the research indicated that the media economic statistics were not put into a long term perspective and the said newspapers in decline were not contextual enough. In addition, the blame game went to external sources to the neglect of newspaper management and the tone of death imagery was too alarming (Chyi, 2012). In effect, the newspapers reacted without scientific study into the issues and rather induced negative public perceptions about newspapers in general. The research recommended that newspapers could do better in reporting their own stories to instil public confidence and patronage. This can be so if and only if the newspapers know the reality of factors causing the decline of purchase and readership. However, the subject currently under study did not consider the marketing decline of *The Catholic Standard*. The aim was to get readership data that could be used for marketing purposes.

Madianou (2009) confirms that although the interpretation of the behaviour of media users and the communication content could not be predetermined, it is constrained by a number of factors including the text itself and the ideological climate which has shaped it. Moreover, comprehension and the educational capital that the content implied, the pre-existing beliefs and tastes and the social class and other demographic determinants influenced the interpretation of the content by media users. The existence of alternative sources, and the degree of exposure to and dependence on the news media must also be considered in the analysis and interpretation. Madianou (2009) concludes from the analysis of media content that news should be associated with cultural and social phenomena to make an impact or else the people themselves would be alternative producers of news. The research was carried out in the context of Navrongo-Bolgatanga diocese. The author suggested that a triangulation approach could produce rich results. Madianou's (2009) recommendations were considered in the methodology and interpretation of data collected. A replication of a similar study in the context of the readership of *The Catholic Standard* in Navrongo-Bolgatanga Diocese brought to light some personal, cultural and social perspectives.

2.3 Summary

The uses and gratifications theory was utilised in this research in finding our readers' characteristics, behaviour and preferences. The related works gave insights to the methodological approach in this research.

CHAPTER THREE

METHODOLOGY

3.0 Introduction

The design and methodology of this research was informed by the related literature captured in chapter two. A considerable number of studies that were reviewed recommended a triangulation method for comprehensive results. Consequently, this study has a triangulated methodology. Thus, both quantitative and qualitative approaches were employed to gather data for analysis.

3.1 Overall Approach and Rationale

The overall approach to the research was descriptive in nature. Triangulation was used. That meant an integration of quantitative survey and content analysis, with qualitative interview and secondary research. Morse (1991) recommends triangulation not only because it gives strength to the approach but it also strengthens the credibility and reliability of the results. He argues that the quantitative and qualitative approaches were different but complementary when integrated.

Moreover, Ruggiero (2000) recommends that researchers using UGT should employ qualitative methodologies that are triangulated with quantitative ones.

These quantitative and qualitative approaches were used to gather data for analysis and interpretation. The quantitative approach was applied using the methods of content analysis and survey while an in-depth interview was the method used from a qualitative approach.

Pasad (2008) describes content analysis as the method of drawing out meanings, contexts and intentions of messages from a communication content. Content analysis is a scientific method of observing and analysing in a systematic, objective and quantitative manner, the

communication content through the measurement of variables (Kerlinger, 1986; Berelson, 1952). It originated from Lasswell (1927) who analysed the communication content that contained propaganda messages during World War I. Lasswell's (1927) classical formulation –'Who says What to Whom with What effect?'- contained the questions meant for the objectives and purposes of content analysis. According to Lasswell (1927), the purpose of content analysis is to examine messengers and messages in a communication content. Additionally, it is used to make inferences of the communication effect. The psychological characteristics of the messengers could also be analysed. In brief, content analysis is aimed at identifying the messengers, the message and the impact of the content.

In content analysis, the scientific principles of objectivity, systematic procedure and generalisability of results must be respected and applied. These principles were applied by the researcher. Lincoln and Guba (1985) set the criteria for the trustworthiness of content analysis as credibility, dependability, transferability, and confirmability. These principles were ensured by the use of member checking and peer review thereby making the content analysis trustworthy.

In this research, content analysis was meant to reveal the kind of content published by *The Catholic Standard* for the past year and whether such content corresponded to readers' preferences from the survey results. The most prominent and less-prominent contents were identified through the content analysis. The quantitative survey gave a descriptive picture of the study of the readership of *The Catholic Standard* in Navrongo-Bolgatanga Diocese. Hocking (2003: 239) describes survey:

When we speak about surveying people, we are talking about questioning individuals about their attitudes, emotions, beliefs, intentions, and behaviors. We are interested in how they *perceive or evaluate* some issue, event, or message.

Quantitative survey is a scientific approach that measures the demographic variables and other factors involving a social phenomenon. The readership of *The Catholic Standard* was thereby surveyed. The instrument for the survey was a survey questionnaire. A survey questionnaire was distributed among the selected population and opinions of readers about *The Catholic Standard* were collected. The survey was aimed at discovering readers' characteristics in Navrongo-Bolgatanga Diocese as well as their readership culture and preferences. Park (1986:479) advances the relevance of audience survey:

In a broad sense, the purpose of audience analysis is obvious enough: to aid the writer or speaker in understanding a social situation. The advice to "know your audience" carries much of the social meaning of "know" as in knowing who another person is or what that person is like. The advice to "consider your audience" suggests a deliberate weighing of the characteristics of the audience with a view to an appropriate shaping of the discourse.

Finally, an in-depth interview was conducted with the editor of *The Catholic Standard* to obtain reasons to enrich the research. According to Duffy (1987), a qualitative approach is an instrument for surveying the empirical world from the angle of the subject and not the researcher. In this case, since the chief editor of *The Catholic Standard* was the principal subject and he determined the content for the other subjects to consume, he was interviewed. Studying the subjective views was supposed to assist understanding of the perspectives of the editor and the readers.

3.2 Site and Subject Selection

The project site was Navrongo-Bolgatanga Diocese. The Diocese covers the geographical area of the entire Upper East Region and the northern part of Northern Region. The White Volta that cuts across Nasia in the Northern Region serves as the boundary with the Tamale Archdiocese. The international boundaries to the Diocese are Burkina Faso to the north and Togo to the east. The Missionaries of Africa who came from Burkina Faso began evangelisation in the Diocese in 1906. The Diocese was first created as Navrongo Diocese in

1956 but later became Navrongo-Bolgatanga Diocese in 1977. Agriculture is the predominant socio-economic activity of the people. In a population of 15 years and older for the Upper East Region, the literacy status is 41.00%, that is 250,602 people out of a total of 611,926 (Ghana Statistical Service, 2012: 42).

3.3 Sampling

The research design was cross-sectional. This implied that a population was selected and studied within a given time. Cluster sampling was used to determine the population. A total of 200 questionnaire copies were distributed across the diocese between the periods of 6th September to 4th October, 2015. The Navrongo-Bolgatanga Diocese consists of three deaneries namely Navrongo, Bolgatanga and Bawku. The distribution of questionnaire was done through the assistance of some vendors of *The Catholic Standard*. Respondents were obtained from the congregation members of the various parishes in the deaneries by purposive sampling. Parishes within the Navrongo deanery that were sampled included: Our Lady of Seven Sorrows Minor Basilica (Navrongo), Martyrs of Uganda (Sirigu), Saint Teresa (Paga), Christ the King (Chiana), Sandeman's Christ the King Parish, and Saint Francis Xavier (Wiaga). Bolgatanga Deanery consisted of Sacred Heart Cathedral (Bolgatanga), Saint Joseph Parish (Bolga-Soe), Our Lady, Queen of Africa (Bolga-Tendama), Saint Theresa (Tongo), Saint Paul (Walewale), Saint Martin de Porres (Zuruangu), and Saint Anne (Bongo). Bawku deanery comprised Saint Anthony (Bawku) and Saint Charles Lwanga (Zebila). Readers of *The Catholic Standard* from other parishes within the diocese apart from the above list were not sampled. These were Holy Angels (Garu), Our Lady of Hope (Bunkpurugu) and Saints Peter and Paul (Fumbisi). Information obtained from the Catholic Bishop Secretariat of Navrongo-Bolgatanga Diocese of the Catholic population as at 26th February, 2015 was 115,247.

Table 1: Catholic Population of Navrongo-Bolgatanga Diocese as at 26th February, 2015

Parish	2014
Sacred Heart Cathedral Parish, Bolga	20,318
OLSS Minor Basilica, Navrongo	22,613
St. Paul's Parish, Walewale	3,643
Sts. Peter & Paul Parish, Fumbisi	897
St. Anne's Parish, Bongo	14,957
St. Francis Xavier Parish, Wiaga	1,480
Our Lady Queen of Africa Parish, Bolga	6,011
Our Lady of Hope Parish, Bunkpurugu	2,878
St. Anthony of Padua Parish, Bawku	4,785
St. Charles L'Wanga Parish, Zebilla	1,867
St. Theresa Parish, Tongo	531
Holy Angels Parish, Garu	8,211
Christ the King Parish, Chiana	11,311
Martyrs of Uganda Parish, Sirigu	4,402
St. Martin's de Porres Rectorate, Zuarungu	3,114
St. Joseph's Rectorate, Bolga Soe	1,300
Christ the King Rectorate, Sandema	675
St. Theresa Rectorate, Paga	622
Total	109,615

Number newly baptised in 2014=5632

Total Number of Catholics=109,615 + 5632
=115,247

The total population of the number of people who read The Catholic Standard was not categorically stated. However, based on estimations of sales of The Catholic Standard in Navrongo-Bolgatanga Diocese, it was observed that about 1,441 people are active readers. Therefore, using this total population estimation, the fisher et al formula:

$$nf = \frac{n}{1+nN}$$

Where:

nf = the desired sample size (when population is less than 10,000).

n = the desired sample size (when the population is greater than 10,000) N= the estimate of the target population.

In order to get 'n' fisher et al., (1998) provided another formula:

$$n = \frac{z^2 pq}{d^2}$$

Where:

n=the desired sample size when the population is more than 10,000.

z=the normal standard deviation, usually set at 1.96 which corresponds 95% confident level. p=the proportion of the population that has similar characteristics (0.85).

q=1-p

d=the margin of error which is equal to 0.05

Therefore to obtain 'n':

$$n = \frac{(1.96)^2(0.85)}{(0.15)(0.05)^2}$$

$$n = 199.7$$

To obtain n_f :

$$n_f = \frac{199.7}{1 + \frac{199.7}{1,441}}$$

$$n_f = 175$$

A sample size of 175 was estimated. However, fieldwork challenges may lead to bias in responses, missing questionnaire copies and inappropriate responses. To cater for these projected challenges, an additional 25 respondents were added at the researcher's discretion hence making the total sample size 200.

3.4 Data Collection Methods

The survey questionnaire was used to collect readers' views of *The Catholic Standard*. It was self-administered. Scholars such as Ivala (2007), Kent (1994), Mytton (1999) and Webster (2006) agree that the questionnaire is the oldest instrument used to investigate social phenomena. The questionnaire contained both closed-ended and open-ended questions. The closed-ended questions took the form of multi-choice questions while the open-ended ones were follow up questions to solicit reasons. Hocking (2003:164) states:

Open-ended questions can be extremely useful. They allow the researcher the potential to identify respondent view that may not have been anticipated when the questionnaire was designed.

There were instructions to specify any other option that was not included. Moreover, a space for respondents to give their suggestions or recommendations about *The Catholic Standard* was provided.

Kent (1994) and Webster (2006) discuss sampling, nonresponse, response and interviewer's errors as challenges facing data collection and analysis. These challenges were critically observed to ensure the authenticity and reliability of the results. The research used probability

sampling methods. These were cluster sampling of the parishes under the deaneries and purposive sampling of respondents therein. That meant readers of *The Catholic Standard* were purposively contacted without discrimination to answer the questionnaire. Most readership surveys also focus on two issues namely the audience size of a newspaper and the frequency of readership (regular, not regular, when accessible). These techniques were applied in the formulation of the research instrument. Brown (1994) regards the aids used to promote readers as critical to quality of data obtained in readership interviews. The readership survey technique was by ‘recent reading’ (RR) that is respondents recalling an issue read recently.

The content analysis covered issues from September 2014 to August 2015. The purpose was to get the most current content of the paper under study. A study of the content published throughout the year gave a general picture of the content of *The Catholic Standard*. The content categories were developed in line with the categories of readers’ preferences in the quantitative survey. *The Catholic Standard* is at least a 12-page newspaper or at most 16-pages depending on the content covered by an issue. All the issues from September, 2014 to August, 2015 that summed up to fifty-one were collected for analysis. An overall of 1,068 stories were therefore analysed. The content analysis covered variables that included headline size, placement of story, and story enhancement by picture as well as type of story and editorial content.

Categories under headline size included banner, prominent, less prominent and obscure. Type of story and editorial content had categories such as evangelisation, spirituality, morality, socio-economic, education, health, politics and others.

3.4.1 Operational Definitions

In terms of headline size, the following prescriptions were used as guide.

- i. Banner stands for a headline with a size of 2.5 x 27 upwards.
- ii. Prominent for 1.4 x 27 upwards
- iii. Less Prominent for 0.3 x 27 upwards
- v. Obscure for less than 0.3 x 27.

The placement of story described whether a story was published on the front, inside, centre or back pages. Each story was counted as yes or no in terms of enhancement by picture. Other operational definitions on the type of story included:

- a. Evangelisation that defined an article concerning the proclamation of God's Word or the Christian message with a call to conversion.
- b. Spirituality comprised of a story covering a spiritual activity aimed at seeking grace and living holy lives.
- c. Morality included an article about ethics or moral values.
- d. Socio-economic described a story written about socio-economic impact and meant to instil generosity or developmental spirit.
- e. Education defined a story covering educational activity or a story written with the purpose to enlighten the reader on secular issues.
- f. Health comprised of any health related story.
- g. Politics stood for an article pertaining to governmental issues; and
- h. Other covered any other article that did not fall into the above categories. For instance, sports, journalism, death news, etc.

The type of editorial was also categorised according to the type of story described above. A coding schedule was prepared and tested before its application. The data obtained from the content analysed was entered into the Statistical Package for the Social Sciences (SPSS).

The content of the in-depth interview was analysed qualitatively. Qualitative analysis is an empirical approach and a subjective interpretation of content by data reduction and inference (Zhang, 2009). Thus, it was basically an inductive approach of scientific research.

3.5 Methods of Data Analyses

The quantitative content and survey data were analysed using the Statistical Package for the Social Sciences (SPSS). The data was thoroughly cleaned and input into the SPSS software. Out of the 200 questionnaire copies sent out, 156 were retrieved representing a response rate of 78.0%. The various variables under study were thus measured. Hocking, Stacks and McDermott (2003:189) recommend the computer system for analysing data in that the computer content analysis makes it possible to measure many variables that were not thought of thirty years ago. The independent variables were measured against the dependent variable namely, the readership of *The Catholic Standard*. Analyses were done according to uni-variant and bi-variant levels. Statistical tables were obtained from the SPSS and charts generated using the Microsoft office excel system. The qualitative interview content was used to complement the analysis of the quantitative data. Messages from the in-depth interview were similarly drawn to affirm or explain the propositions of *The Catholic Standard*. The opinions of the managing editor were used to complement those of the respondents.

3.6 Summary

This chapter described the quantitative and qualitative approaches to the research. It explained the use of survey questionnaire and content analysis as appropriate instruments of measuring the readership of *The Catholic Standard*. An in-depth interview was used to supplement the quantitative results.

CHAPTER FOUR

FINDINGS

4.0 Introduction

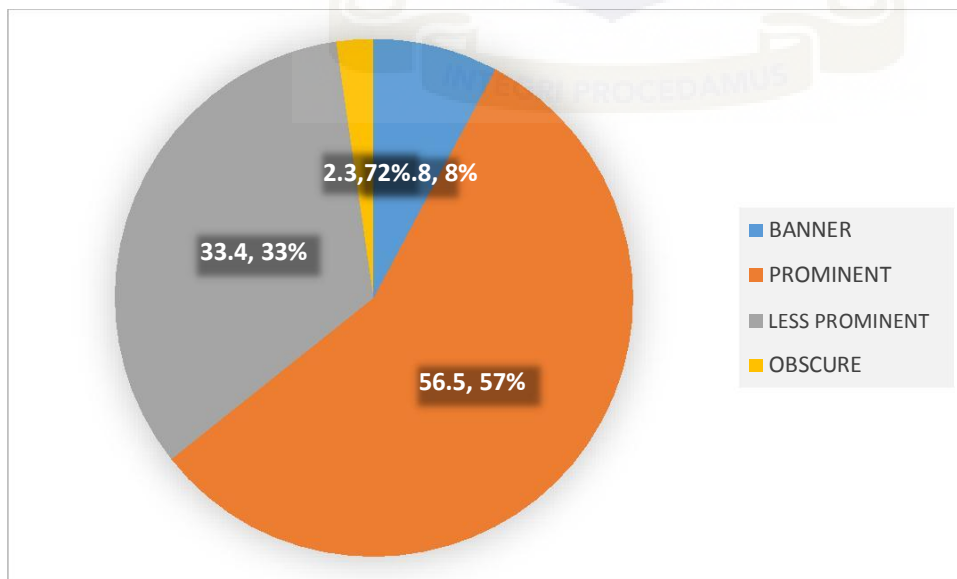
In this chapter, the research results are presented with the findings and analyses. Discussions of the results in respect of UGT and similar works characterised this chapter. Tables and charts were employed to give graphic presentations.

4.1 Findings

The content analysis established the background for the interpretations and discussions of results. The analyses and discussions ensued from the results captured in tables and charts. All the types of measurement scales were applied in the analysis and interpretation. Some of the tables from the SPSS analysis were added to the appendix. The analyses were done by unit-variant and bi-variant basis.

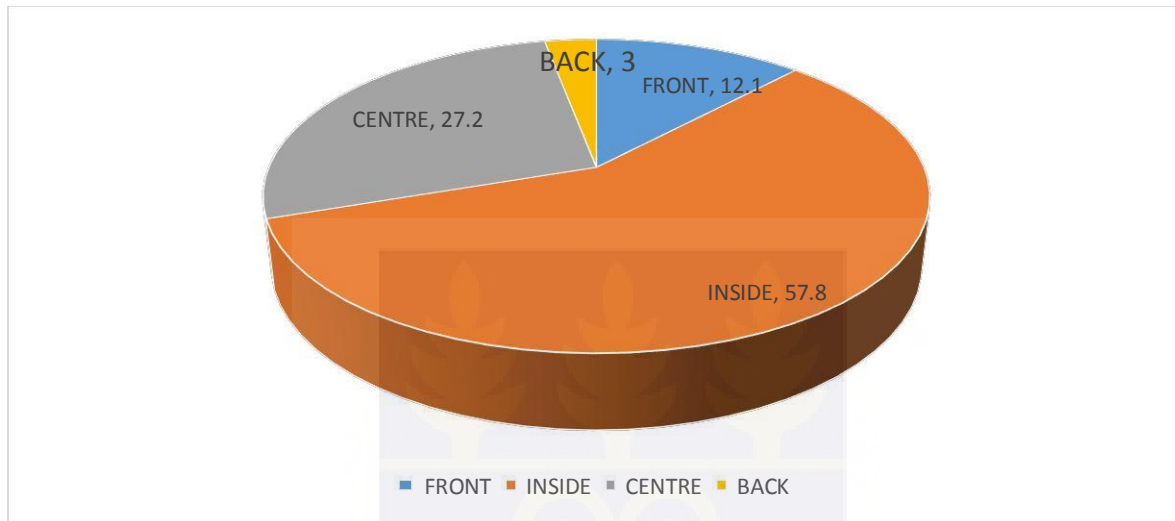
4.1.1 Content Analysis Results

Chart1: Headline size



Headline sizes were more prominent. The obscure headlines were very insignificant. The obscure headlines represented 2.0 % leaving 98% for prominence. In effect, *The Catholic Standard* showed prominence to headlines. It indicated that nine out of ten stories had prominent headlines.

Chart 2: Story Placement



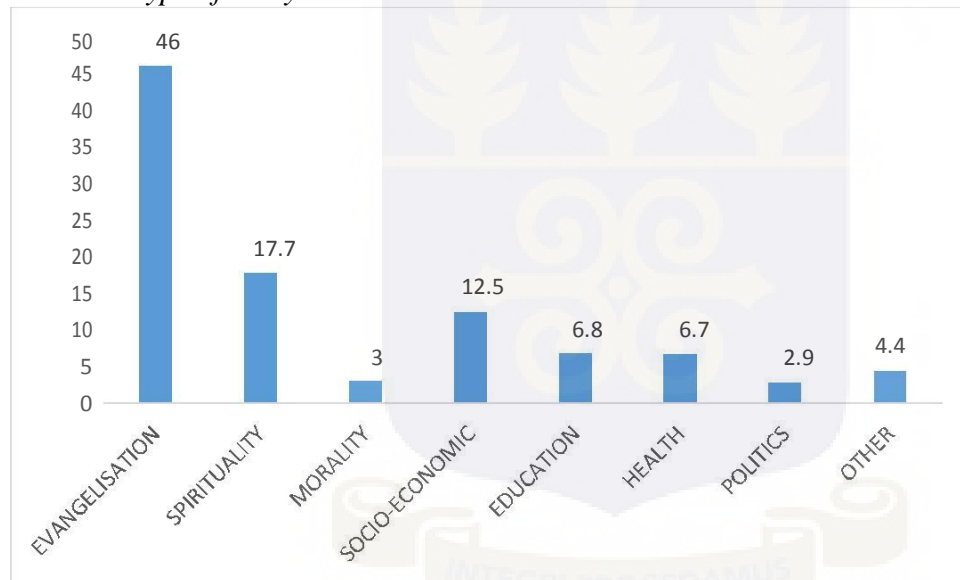
It is not uncommon that a newspaper has more stories in the inside pages than the three prominent places namely; front, centre and back. What is striking, however, for *The Catholic Standard* was that there were few stories at the back page of the paper. It was observed that some of the front page stories were continued at the back page thereby reducing the number of stories for the front and back pages. Considering the fact that the front and back pages represent the most prominent places of a newspaper, it is imperative to have more stories there and rather continue them inside. This would compel readers to read the inside stories after having read the story either at the front or back. Another striking observation is the number of stories at the centre spread. About 27% of stories were published at the centre. This implied three out of ten stories were found on the centre spread. Readers were therefore served with more stories at the centre pages as compared with the front and back pages.

Table 2: Story Enhancement by picture

Picture	Frequency (n)	Percentage (%)
Yes	877	82.1
No	191	17.9
Total	1068	100.0

As far as picture enhancement is concerned, *The Catholic Standard* is doing fairly well. A total of 877 stories representing over 80% were enhanced by pictures or images. The significance is that four out of five stories got pictures to enhance the content.

Chart 3: Type of Story



Evangelisation topped the bars representing the type of stories. It recorded more than 45% - that is, almost half of the entire content was on evangelisation. Evangelisation does not only mean preaching the ‘Word of God’ but applying it to the lives of the people. This implied that stories concerning spirituality, morality, and socio-economic development were also evangelistic. In effect, adding the first four categories would result to 79.2%. By interpretation, almost 80% of the entire content of *The Catholic Standard* analysed was on evangelisation. Thus, four out of every five articles focused on evangelisation. It is indeed true that *The Catholic Standard* is on mission to complement the Catholic Church in the course of evangelisation.

About 7.0% of the content was for both education and health while 3% represented politics. Other aspects of life consisting of sports, entertainment, and business constituted less than 5%.

Table 3: Type of editorial

Editorial category	Frequency (n)	Percentage (%)
Evangelisation	4	7.8
Morality	6	11.8
Socio-economic	16	31.4
Education	2	3.9
Health	19	37.3
Politics	1	2.0
Others	3	5.9
Total	51	100.0

From the table above, the editorial of *The Catholic Standard* for the period of September, 2014 to August, 2015 focused on health and socio-economic development. The sum of the scores for health and socio-economic is 69% implying that seven out of ten editorial matter were either on health or socio-economic development. The interpretation here is that the editorial as a mouthpiece of the paper concentrated on educating the readers on health and socio-economic development. This corresponded with the editorial policy stated by the managing editor as reflecting the truth by being the voice of the voiceless and meant to foster unity with a commitment to evangelisation for socio-economic development (Andoh, *personal communication*, 9 October 2015).

However, it was rather surprising that only 2.0% of editorial content was on politics since it is the vehicle that drives health and social development. Morality scored about 12%. It is a significant score that can enhance the editorial agenda for health and socio-economic development. Meanwhile, education recorded a low figure of 4.0%. The implication is that

readers are less enlightened on educational matters which can affect potential readers. The bi-variant analyses of the content took the following form.

Table 4: Type of story and story placement

Type of story	Story placement				Total
	Front	Inside	Centre	Back	
	129	358	4	0	491
Evangelisation	100.0%	58.0%	1.4%	0.0%	46.0%
	0	169	20	0	189
Spirituality	0.0%	27.4%	6.9%	0.0%	17.7%
	0	20	12	0	32
Morality	0.0%	3.2%	4.1%	0.0%	3.0%
	0	58	75	0	133
Socio-economic	0.0%	9.4%	25.9%	0.0%	12.5%
	0	9	63	1	73
Education	0.0%	1.5%	21.7%	3.1%	6.8%
	0	3	63	6	72
Health	0.0%	0.5%	21.7%	18.8%	6.7%
	0	0	27	4	31
Politics	0.0%	0.0%	9.3%	12.5%	2.9%
	0	0	26	21	47
Others	0.0%	0.0%	9.0%	65.6%	4.4%
	129	617	290	32	1068
Total	100.0%	100.0%	100.0%	100.0%	100.0%

When the type of story was related to the placement of story, it revealed that the front page had 100% evangelisation. This showed that *The Catholic Standard* gave prominence to its mission on evangelisation. The back page recorded more than 65% coverage on other stories. These were stories either than evangelisation since such stories from the front page continued to the back page. The centre pages had a cross-section of the stories covered, meaning any category of stories could be found there. Evangelisation was insignificantly covered at the centre spread.

The inside contained more of evangelisation than any other type of story. Mr Andoh (2015, October 9) summarised the content of *The Catholic Standard*:

The paper covers all subjects-social, economic, political and religious issues.

4.2 Survey Results

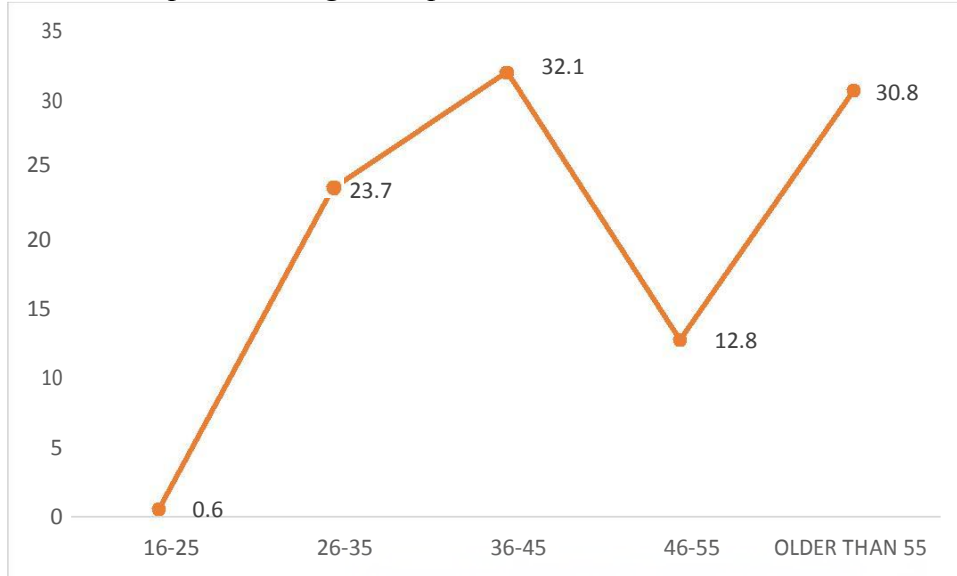
The survey data was obtained from answers to the questionnaire that was structured according to the three thematic areas of the literature review that consisted audiences' knowledge, reading culture and content preference. This was done deliberately to measure the objectives set.

Table 5: Respondents' gender

Gender	Frequency (n)	Percentage (%)
Male	119	76.3
Female	37	23.7
Total	156	100.0

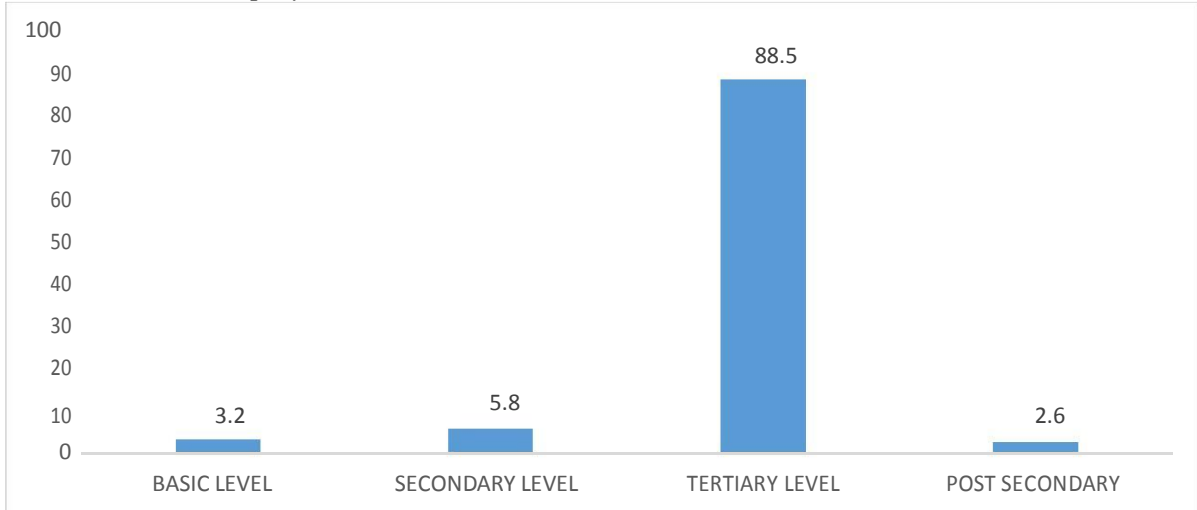
The study revealed that the males showed a significant gap of 53% in readership than females. The ratio of female to male readership was three to eight. Thus, female readership was dramatically low and had negative impact on readership since the majority of the parishioners were females.

Chart 4: Respondents' Age Group



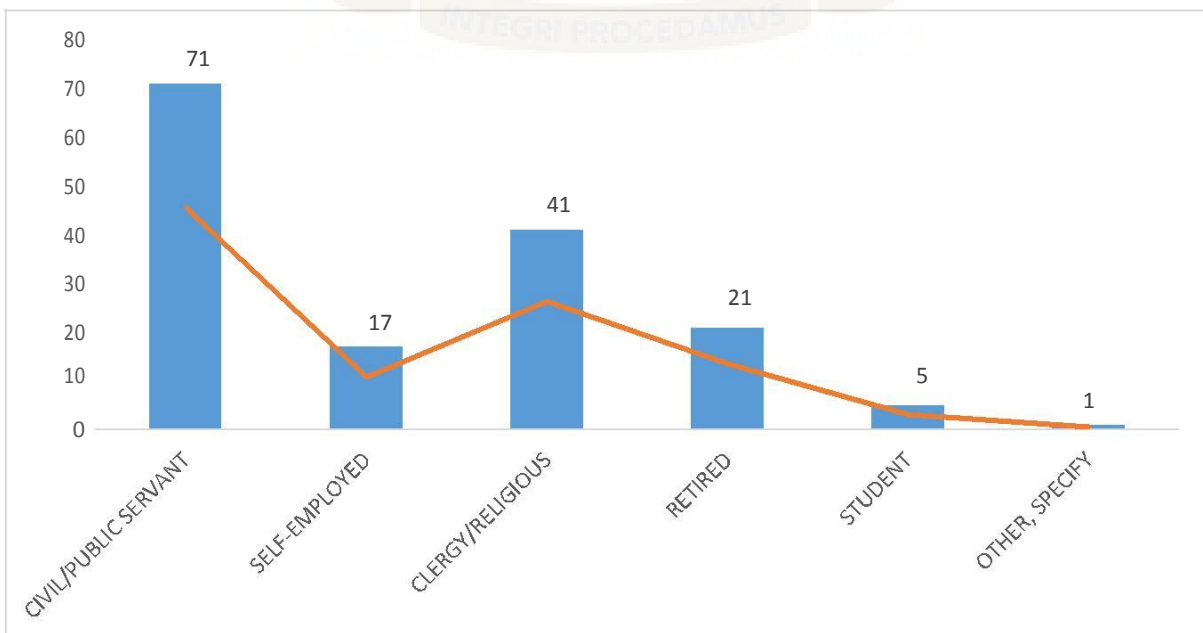
Readership by age shown a possible decline in younger readers. There should have been a continuous growth of readership between age groups of 36-45 and 46-55 instead of a fall. Readers older than fifty-five recorded the highest score of more than 30%. It signified that three out of ten who read *The Catholic Standard* were aged. Meanwhile, an insignificant number of readers fell within 16-25 years of age. By interpretation, the readership culture grows between the ages of 26-45 and falls drastically after forty-five years. The implication is that when the aged readers fall out there would be no young readership to take over. The assertion made by Kohut (2002) that young people are reading everything but newspapers was reflected in this study. Meanwhile, the ratio of older readers (above 45 years) to younger readers (45 years or below) was one to twenty. The proposition is that there is high potential for readership growth if something could be done to capture the youth.

Chart 5: Readership by Education Level



When it came to education level, readers at the tertiary level recorded the highest. It recorded 90%. That means, nine out of ten readers were of tertiary education level. The remaining levels indicated little interest in readership. The non-tertiary levels summed up to 12% which indicated a very low interest in readership. The basic level had a very low score implying a cause of great concern in terms of readership growth. This might have to do with the content of the paper that might be of higher intellectual standard. The editor testified to the fact that the columnists were intellectuals.

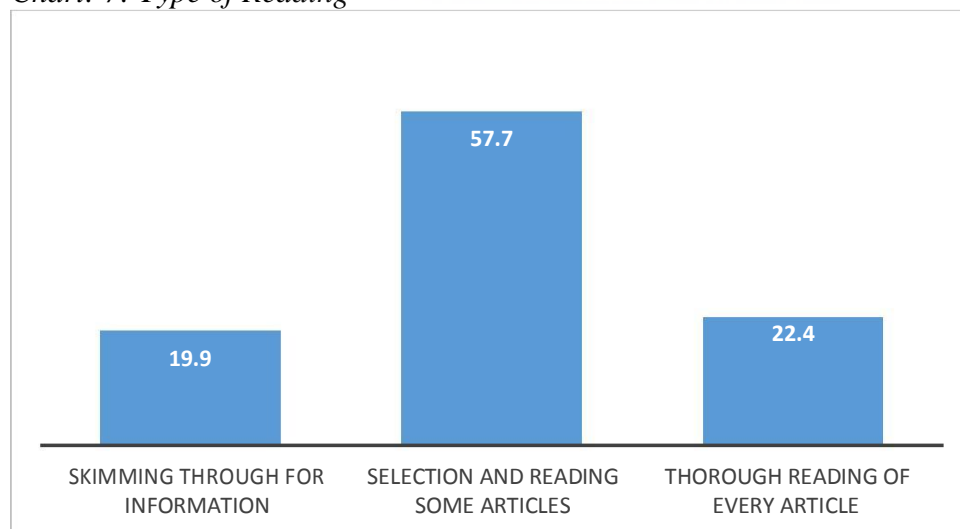
Chart 6: Readership by Occupation



The majority of the readers were retired workers, civil/public servants and the clergy/religious. It indicated that readers mostly came from the intellectual class and among those who had the capital to purchase the paper.

In terms of deaneries, Bawku recorded low readership at 10% while Navrongo and Bolgatanga competed at 45% (see supplementary table 15 in the appendix). Possible reasons such as equal number of questionnaire copies distributed with the same response rate or perhaps equally competitive in readership might explain the equal mark for Navrongo and Bolgatanga deaneries. The tables of the current readership of *The Catholic Standard* plus its reading frequencies were presented in the appendix (see supplementary tables 4 to 14). It is interesting to note that more than 30% of readers of *The Catholic Standard* could not remember when they last read the paper. By implication, such readers would be lost eventually. In terms of frequency in reading, more than four out of five were regular readers. Meanwhile, one in two rarely read the paper. A little more than 50% were regular readers while more than 30% were non-regular readers. The wavering readers were more than 15%. The current readership and frequency in reading served as background to the type of readership.

Chart: 7: Type of Reading



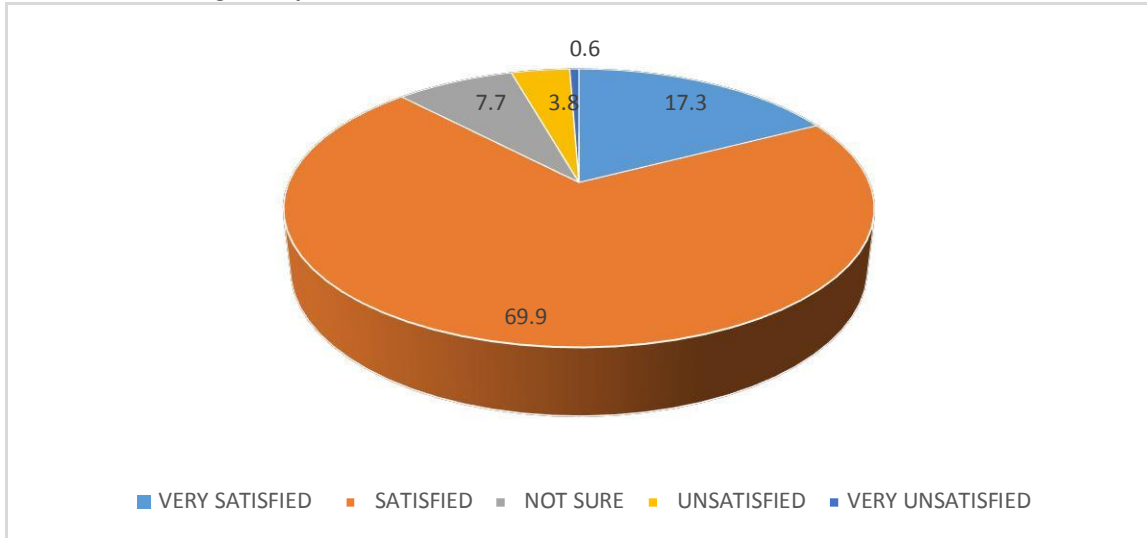
There were more selective readers of *The Catholic Standard* than heavy readers. The total percentage of readers who skimmed and selected content was 77.6%. That is to say, four out of five readers were selective. Meanwhile, less than 25% read thoroughly. In effect, less than a quarter of the sampled population were heavy readers leaving the rest to fall into light readers.

Table 6: How much time overall do you spend reading an issue

Time	Frequency (n)	Percentage (%)
Less than 15 minutes	34	21.8
15-30 minutes	80	51.3
Approximately 1 hour	21	13.5
More than 1 hour	16	10.3
Cannot estimate	4	2.6
More than 24 hours	1	0.6
Total	156	100.0

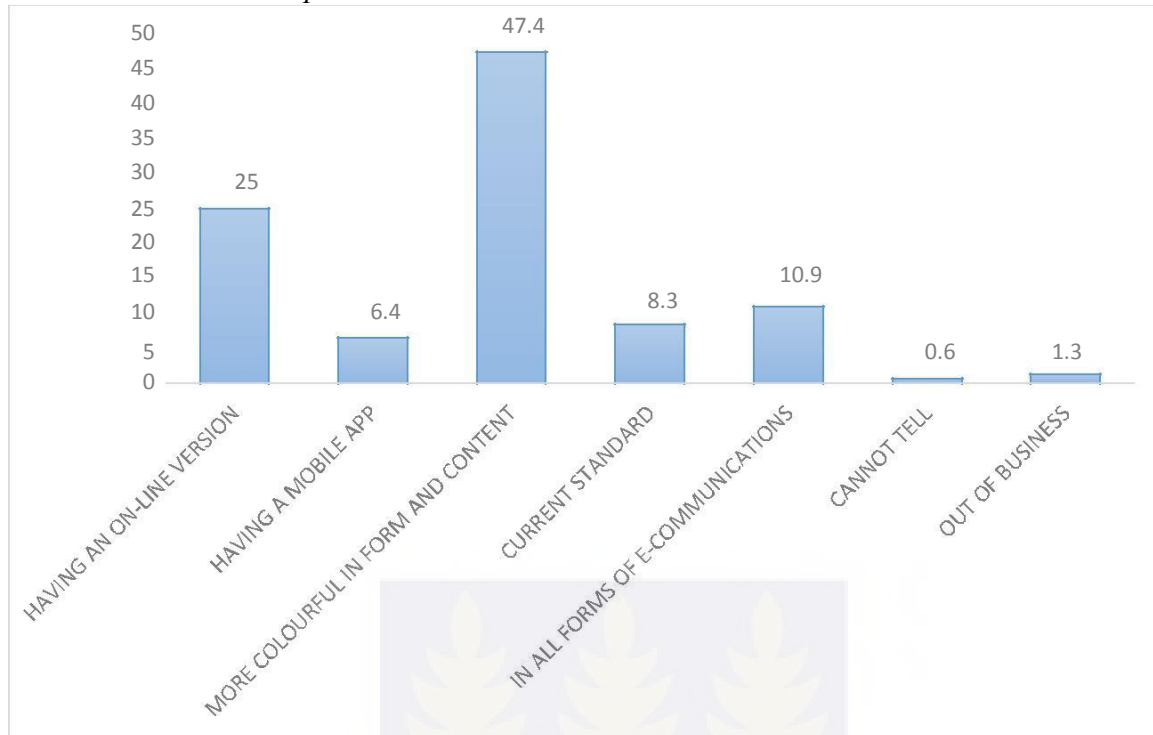
Considering the type of readership, it is not surprising that many readers spent less than thirty minutes on an issue. However, about 25% spent more than one hour reading the paper. If reading for more than one hour is classified as heavy reading and less than one hour is seen as light reading then the ratio was one to fifteen. This again showed poor readership culture.

Chart 8: Reading Satisfaction



Relating the readership behaviour to the reading satisfaction, the indication is that readers spent less time yet were satisfied with the content. The implication is that the reading culture did not correspond to the readership satisfaction; implying that the readership culture was low though there was high interest for content. Readers were satisfied with the content which reflected in their interest in reading the various sections of the paper. The sections examined included the editorial, headlines, feature articles, and scripture. The remaining areas consisted of pictures, Church news, and local community news. All the variables except local community news under content preference had above 60% of readers who strongly preferred them (see supplementary tables 6-13 from appendix). An average percentage of 35% of readers were recorded under light preference. By deduction, less than 5.0% neither preferred nor disliked any of the sections measured. However, readers of *The Catholic Standard* underscored the fact there was low coverage of local community news. Respondents had expectations of *The Catholic Standard*.

Chart 9: Readers' Expectations



From the diagram above, many readers had high expectations for *The Catholic Standard* to be more innovative in the near future. They expected the paper to be more colourful in form and content while meeting the standards in the era of social media and citizen journalism. Meanwhile, a number of respondents were pessimistic about the growth of the paper.

Bi-variant analysis of the survey data revealed the following findings. Sex did not matter in terms of readership by time and purposes. The only striking difference came from readership by occupation.

Table 7: Main purpose for reading *The Catholic Standard* and Occupation

Main purpose for reading the standard	Occupation						total
	Civil/public servant	Self-employed	Clergy/religious	Retired worker	Student	Other	
Information	25	10	23	0	2	0	60
	41.7%	16.7%	38.3%	0.0%	3.3%	0.0%	100.0%
Spiritual nourishment	40	4	16	20	2	1	83
	48.2%	4.8%	19.3%	24.1%	2.4%	1.2%	100.0%
Religious identity	6	2	2	1	0	0	11
	54.5%	18.2%	18.2%	9.1%	0.0%	0.0%	100.0%
Recreation	0	1	0	0	1	0	2
	0.0%	50.0%	0.0%	0.0%	50.0%	0.0%	100.0%
Total	71	17	41	21	5	1	156
	45.5%	10.9%	26.3%	13.5%	3.2%	0.6%	100.0%

The retired workers mostly depended on the paper for their spiritual nourishment. The clergy and religious mostly looked for information in *The Catholic Standard*. The qualitative interview with the current managing editor of *The Catholic Standard*, Isaac Fritz Andoh brought to light a demand for more readership in the culture of readership decline (Andoh, *personal communication*, 9 October, 2015):

We suggest that as many Ghanaians as possible, not only Catholics, should read the paper since it covers all aspects of human endeavours.

For Catholics in particular, they should read the paper to know more about the Church, its teachings, doctrines and other issues. They are reminded that it is only through the reading of the paper that they will know what the Ghana Catholic Bishops are saying in their Pastoral Letters, Statements and Communiques.

In the same vein, they would get to know the Pope's talks about religious and other issues.

4.3 Summary

The study of *The Catholic Standard* revealed factors that might be militating against its readership and growth. The content seem to suggest that *The Catholic Standard* analysed contained more articles on evangelisation than other articles. The paper also enhanced many stories with pictures or images. The survey results revealed the characteristics of readers including their reading behaviour and desires. The results indicate that the content have met the interest and desires of readers but the same content was not adequately consumed as revealed by the reading habits.



CHAPTER FIVE SUMMARY, SUGGESTIONS AND CONCLUSION

5.0 Introduction

The summary of the research findings, concluding remarks and suggestions are contained in this chapter.

5.1 Summary of Research Findings

The study revealed the characteristics of the patrons of *The Catholic Standard* in Navrongo - Bolgatanga Catholic Diocese as predominantly male of ages above 55 years and had attained tertiary education. The clergy and religious brothers and sisters as well as the civil and public servants made up the regular readership population.

On readership culture, readers spent an average time of thirty minutes reading an issue and did so by selective reading. By and large, readers of *The Catholic Standard* in Navrongo-Bolgatanga Catholic Diocese were predominantly light readers with few thorough readers. The fact of light readers was drawn from the categories of skimmers and selective measured in the readership survey. However, readers were generally satisfied with the content of *The Catholic Standard*. Navrongo-Bolgatanga Diocesan readers studied did prefer spiritual content from *The Catholic Standard* for their spiritual nourishment. The various sections of the paper consisting of editorial, headlines, feature articles, Church news and pictures recorded more than 60% marks in terms of readers' preference.

The results above suggest that the research has achieved the set objectives, namely: discovering characteristics of readers, identifying their reading habits and revealing readers' preferences.

In sum, the content of *The Catholic Standard* seems to have been well appreciated or valued by readers in Navrongo-Bolgatanga Diocese but with low readership culture. The content

preference and the readership culture were indirectly proportional. The striking news is that few females read *The Catholic Standard*.

The presumption of this study was that readers of *The Catholic Standard* in the Navrongo-Bolgatanga Catholic Diocese were satisfied with the content of the paper. The thesis confirmed the assumption. The anti-thesis was that the readership behaviour did not correspond with the content preference. It is therefore evident that *The Catholic Standard* was not read religiously. Readers shopped for content and were satisfied through light reading. Therefore, *The Catholic Standard* has to strategize in order to meet its readership market.

5.3 Limitations

It must be acknowledged that the research took a broad perspective to the extent that there was no particular focus. The study sought to answer general objectives instead of specific ones. Future research should therefore limit the focus for a more comprehensive analysis. The survey was done within a short period that affected the response rate. There were limitations to the content analysis. The content analysed could not reveal the causal effect between the variables under study. For that matter, content analysis was used to supplement other research designs. That is why this study was triangulated.

5.3 Suggestions

In the light of the study of the readership of *The Catholic Standard* in Navrongo-Bolgatanga Catholic Diocese, the following suggestions are given for consideration:

- i. The Standard Newspaper and Magazines Limited (SNAM) should publish different editions of the paper to meet the quest of group readers with similar interest. Editions

should consider age groups and education levels. Moreover, the paper has to grow readership by catching them young to replace the aged.

- ii. The paper's goal of an extensive coverage should be intensified. Readers suggested more columns or articles on youth formation, Church history, the social teaching of the Church, inculturation, business, sports, politics and national news. This could mean increasing the pages of the paper.
- iii. More innovations should be put into the paper for rebranding. Readers expect the paper to adopt all forms of modern communication platforms to meet the age of technology and innovations. This will capture social media readers and encourage citizen journalism.
- iv. Rebranding of the paper should include progressive marketing strategies to sell it. The youth of the Church should be the primary target audiences. When these become model readers, the readership will grow faster.
- v. Community based articles are the popular demand by readers. This demands diocesan reporters for community balanced stories.
- vi. The articles should be contextual: That is written to meet the standard of the audience as well as reflecting their environment. SNAM has to adopt modern innovations to transform the content of *The Catholic Standard*. The socio-economic, political and religious content of the paper must be contextualised for easy assimilation by the reader.

In this regard, readers should be given the chance to set the agenda for feature articles.

However, *The Catholic Standard* should further analyse the results and critique every conclusion for their editorial purposes. The recommendation by Gicheru (2014) that included content quality with the ingredients of persuasiveness and interactivity, newsworthiness and plurality should be reflected in stories to increase the paper's market and readership values.

The Catholic Standard needs to affirm the identity of the reader by reflecting community based

stories. A strategic plan must be set to recapture readership under the age of thirty to grow readership culture and secure potential readers. Notwithstanding the fact that instrumental readership was identified among many readers, it appears ritualised reading accompanied it. In effect, less time was spent for relevant content. Hence, the desire for the content of the paper is dwindling.

5.4 Conclusion

The data collected supported the application of the uses and gratifications theory to the readership survey of *The Catholic Standard* in Navrongo-Bolgatanga Catholic Diocese. The research showed that gratifications sought by readers of *The Catholic Standard* were gratifications obtained. Readers sought and obtained information in *The Catholic Standard* with satisfaction. This is similar to the study by Nnamdi (1995). Readers sought basically for information and spiritual nourishment from the content of *The Catholic Standard*. However, readers were simply satisfied by skimming or scanning through the content of the paper as observed by Holmqvist (2003). The main motive of readers was for surveillance. Meanwhile, less time spent in reading might only obtain content gratification but not process and social gratifications (Schkade, 2004). It is imperative, therefore, to recommend a study on the process and social gratifications of readers of *The Catholic Standard*. Guided by the uses and gratifications theory, the researcher established the readership perspective of *The Catholic Standard* vis-à-vis its content. The research reflected that reader-preferred content was adequately presented in *The Catholic Standard*. The demographic characteristics from the quantitative survey compared with the content analysed brought about some contrasting relevance.

In summary, the readership survey was comprehensive in discovering demographic and behavioural variables but could not give a complete understanding of the audience. The research is relevant material for *The Catholic Standard* newspaper editors and users. Academics would likewise see the study as material for critical analysis in developing further propositions.



APPENDIXES

Appendix 1: Content Analysis Coding Guide Sheet

Population: All issues of *The Catholic Standard* from September, 2014 to August 2015

Units of analysis: Editorials and Articles (news stories and feature articles)

All coding were done by entering numbers from 1 through to 8 (1,2,3,4,5,6,7,8).

1. Date: the date that begun the weekend of the issue. It was coded as dd/mm/yy
2. Total Number of Stories: this is obtained by counting and totalling all the articles whether news, feature or columns.
3. Headline Size: the size of the headline are quantified and graded as banner, prominent, less prominent and obscure.
 1. Banner 2.5 x 27 upwards
 2. Prominent 1.4 x 27 upwards
 3. Less Prominent 0.3 x 27 upwards
 4. Obscure Less than 0.3 x 27
4. Story Placement: the page on which the story was placed.
 1. Front 3. Centre
 2. Inside 4. Back
5. Picture Enhancement: indicating presence or absence of picture as an enhancement to the story.
 1. Yes
 2. No
6. Type of Story: the theme of the article. That is the kind of content contained in the article.
 1. Evangelisation 5. Education
 2. Spirituality 6. Health
 3. Morality 7. Politics
 4. Socio-Economic 8. Other
7. Type of Editorial: the central message of the editorial that is representing the mouthpiece of the paper for the edition. The same categories as in question six above.

Appendix 2: Survey Questionnaire

Dear respondent,

This questionnaire was prepared by Jonas Richmond Awinibingya Atarah, a student of the Department of Communication Studies, University of Ghana, Legon. The thesis is under the supervision of Prof. Kwasi Ansu-Kyeremeh. Kindly provide your honest comments about your readership of *The Catholic Standard* for academic purposes. They will be treated strictly as confidential.

INSTRUCTION: Mark [] where appropriate and specify when needed.

1. When was the last time you read *The Catholic Standard*?
 1. Last week []
 2. Two weeks ago []
 3. A month ago []
 4. Can't remember []
 5. Other, specify.....
2. How often do you read *The Catholic Standard*?
 1. Every week []
 2. More than two times in a month []
 3. Once a month []
 4. Rarely []
 5. Other, specify.....
3. How do you read the Catholic Standard?
 1. Skimming through for information []
 2. Selection and reading some articles []
 3. Thorough Reading of every article []
 4. Other, explain.....
4. How much time overall do you spend reading an issue?
 1. Less than 15 minutes []
 2. 15- 30 minutes []
 3. Approximately 1 hour []
 4. More than 1 hour []
 5. Other (state).....

5. Other, state.....

16. If you have any comments or alternatives, please state them.

.....
.....

Demographic data: Finally, tell me a little about yourself just for analysis.

D1 Indicate your gender:

1. Male []

2. Female []

D2 Mark your age group.

1. 16-25 []

2. 26-35 []

3. 36-45 []

4. 46-55 []

5. Older than 55 []

D3 Please, indicate your education background.

1. Basic level []

2. Secondary level []

3. Tertiary level []

4. Other, specify.....

D4 Kindly tell me about your marital status?

1. Married []

2. Clergy/Religious []

3. Single []

4. Other, specify.....

D5 What is your occupation?

1. Civil/public servant []

2. Self-employed []

3. Clergy/Religious []

4. Other, specify.....

D6 Indicate your deanery..... and Parish.....

Thank you for your attention and contribution. May the Lord richly bless you.

Appendix 3: In-Depth Interview with Mr Isaac Fritz Andoh, Managing Editor of The Catholic Standard

Dear Editor,

I am Jonas Richmond Awinibingya Atarah, a student of the Department of Communication Studies, University of Ghana, Legon. I am writing my thesis titled, *A Study of the Readership of The Catholic Standard in Navrongo-Bolgatanga Catholic Diocese*.

Kindly answer the following questions to enrich my research on your paper.

1. How did *The Catholic Standard* Newspaper come about?
2. Briefly state and explain the mission of *The Catholic Standard* Newspaper?
3. What is the editorial policy of *The Catholic Standard*?
4. What are your intended readers?
5. What kind of content do you intend to feed your readers?
6. What is the feedback from your readers?
7. As the only newspaper that serves the local Catholic Church in Ghana, how do you meet the challenges?
8. What are your main challenges in the production, marketing and distribution of the paper?
9. How will you describe the growth of *The Catholic Standard*?
10. Kindly give suggestions and recommendations for a brighter future of the paper?

Thank you for your immeasurable contribution.

Appendix 4: Supplementary tables

Table 1: Headline Size

Headline size	Frequency(n)	Percent (%)
Banner	83	7.8
Prominent	603	56.5
Less Prominent	357	33.4
Obscure	25	2.3
Total	1068	100.0

Table 2: Story placement

Placement	Frequency(n)	Percent (%)
Front	129	12.1
Inside	617	57.8
Centre	290	27.2
Back	32	3.0
Total	1068	100.0

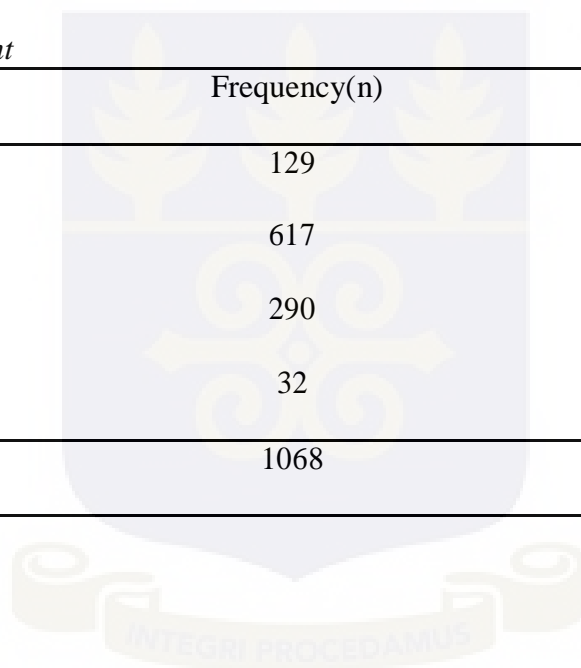


Table 3: Type of Story

Type of Story	Frequency (n)	Percent (%)
Evangelisation	491	46.0
Spirituality	189	17.7
Morality	32	3.0
Socio-Economic	133	12.5
Education	73	6.8
Health	72	6.7
Politics	31	2.9
Other	47	4.4
Total	1068	100.0

Table 4: Reading pattern

Regularity	Frequency (n)	Percent (%)
Every week	81	51.9
More than two times in a month	11	7.1
Once a month	11	7.1
Rarely	51	32.7
When available	2	1.3
Total	156	100.0

Table 5: Type of Reading

Type of Reading	Frequency (n)	Percent (%)
Skimming through for Information	31	19.9
Selection and Reading some articles	90	57.7
Thorough Reading of every Article	35	22.4
Total	156	100.0

Table 6: Reading satisfaction

Satisfaction	Frequency (n)	Percent (%)
Very Satisfied	27	17.3
Satisfied	110	70.5
Not Sure	12	7.7
Unsatisfied	6	3.8
Very Unsatisfied	1	0.6
Total	156	100.0

Table 7: Editorial Preference

Preference	Frequency (n)	Percent (%)
Very Strongly Preferred	28	17.9
Strongly Preferred	79	50.6
Lightly Preferred	37	23.7
Very Lightly Preferred	7	4.5
Neither Prefer Nor Dislike	5	3.2
Total	156	100

Table 8: Headlines preference

Preference	Frequency (n)	Percent (%)
Very Strongly Preferred	56	35.9
Strongly Preferred	74	47.4
Lightly Preferred	20	12.8
Very Lightly Preferred	2	1.3
Neither Prefer Nor Dislike	4	2.6
Total	156	100

Table 9: Feature Articles Preference

Preference	Frequency (n)	Percent (%)
Very Strongly Preferred	23	14.7
Strongly Preferred	84	53.8
Lightly Preferred	38	24.4
Very Lightly Preferred	9	5.8
Neither Prefer Nor Dislike	2	1.3
Total	156	100.0

Table 10: Reflection on God's Word

Preference	Frequency (n)	Percent (%)
Very Strongly Preferred	99	63.5
Strongly Preferred	39	25.0
Lightly Preferred	16	10.3
Very Lightly Preferred	1	0.6
Neither Prefer Nor Dislike	1	0.6
Total	156	100.0

Table 11: Church News Preference

Preference	Frequency (n)	Percent (%)
Very Strongly Preferred	54	34.6
Strongly Preferred	73	46.8
Lightly Preferred	18	11.5
Very Lightly Preferred	9	5.8
Neither Prefer Nor Dislike	2	1.3
Total	156	100.0

Table 12: Pictures/Images preference

Preference	Frequency (n)	Percent (%)
Very Strongly Preferred	48	30.8
Strongly Preferred	49	31.4
Lightly Preferred	37	23.7
Very Lightly Preferred	16	10.3
Neither Prefer Nor Dislike	6	3.8
Total	156	100.0

Table 13: Community News Preference

Rate	Frequency (n)	Percent (%)
High	13	8.3
Average	32	20.5
Low	100	64.1
Not Sure	11	7.1
Total	156	100.0

Table 14: Respondents' Expectations

Expectation	Frequency (n)	Percent (%)
Having an On-Line version	39	25.0
Having a mobile App	10	6.4
More colourful in form and content	74	47.4
Current Standard	13	8.3
In all forms of E-communications	17	10.9
Cannot Tell	1	.6
Out of Business	2	1.3
Total	156	100.0

Table 15: Indicate your Deanery

Deanery	Frequency (n)	Percent (%)
Bawku	12	7.7
Bolgatanga	72	46.2
Navrongo	72	46.2
Total	156	100.0

Table 16: Age Group Versus Reading The Catholic Standard

Age Group	How Do You Read <i>The Catholic Standard</i>			Total
	Skimming through for information	Selection and reading some articles	Thorough reading of every article	
16-25	0 0.0%	1 1.1%	0 0.0%	1 0.6%
26-35	9 29.0%	25 27.8%	3 8.6%	37 23.7%
36-45	17 54.8%	28 31.1%	5 14.3%	50 32.1%
46-55	3 9.7%	12 13.3%	5 14.3%	20 12.8%
Older Than 55	2 6.5%	24 26.7%	22 62.9%	48 30.8%
Total	31 100.0%	90 100.0%	35 100.0%	156 100.0%

Table 17: Education Background Versus Reading The Catholic Standard

Education Background	How Do You Read <i>The Catholic Standard</i>			Total
	Skimming through for information	Selection and reading some articles	Thorough reading of every article	
Basic Level	2 6.5%	0 0.0%	3 8.6%	5 3.2%
Secondary Level	0 0.0%	7 7.8%	2 5.7%	9 5.8%
Tertiary Level	28 90.3%	81 90.0%	29 82.9%	138 88.5%
Post-Secondary	1 3.2%	2 2.2%	1 2.9%	4 2.6%
Total	31 100.0%	90 100.0%	35 100.0%	156 100.0%

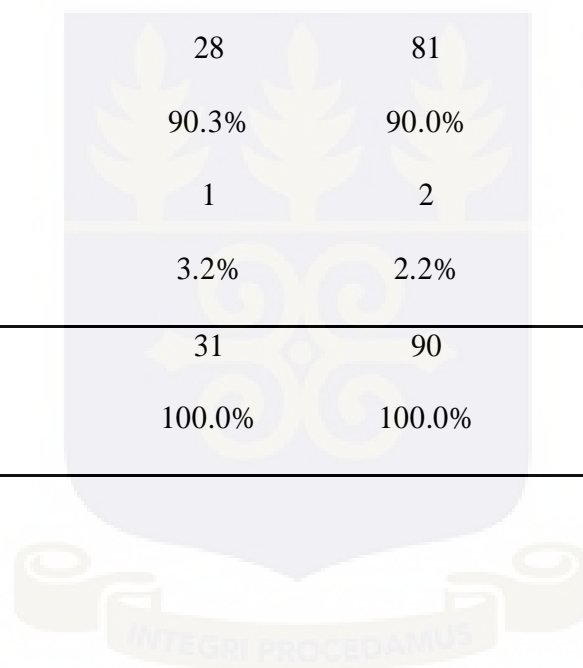


Table 18: Occupation Versus Main Purpose For Reading

Occupation	What Is Your Main Purpose For Reading The Standard				Total
	Information	Spiritual	Religious	Recreation	
		Nourishment	Identity		
Civil/Public Servant	25	40	6	0	71
	35.2%	56.3%	8.5%	0.0%	100.0%
Self-Employed	10	4	2	1	17
	58.8%	23.5%	11.8%	5.9%	100.0%
Clergy/Religious	23	16	2	0	41
	56.1%	39.0%	4.9%	0.0%	100.0%
Retired	0	20	1	0	21
	0.0%	95.2%	4.8%	0.0%	100.0%
Student	2	2	0	1	5
	40.0%	40.0%	0.0%	20.0%	100.0%
Other, Specify	0	1	0	0	1
	0.0%	100.0%	0.0%	0.0%	100.0%
Total	60	83	11	2	156
	38.5%	53.2%	7.1%	1.3%	100.0%

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