



Conrad N. Hilton Foundation

Catholic Sisters Initiative

Detailed Research Results

November 2015

Prepared by:

Anderson Robbins Research

Research Objectives

- This research program, funded by the Conrad N. Hilton Foundation, was designed to understand the general public's attitudes, opinions and experiences with Catholic Sisters in the United States.
- Specifically, this research sought to answer the following key questions:
 - **WHAT** does the general public think about Catholic Sisters? That is, what opinions, beliefs and perceptions (as well as misperceptions) define Catholic Sisters in the minds of the general public today?
 - **WHY** does the general public think as they do about Catholic Sisters?
 - **WHO** (which groups) represent the greatest opportunity for Catholic Sisters in the US? This includes those most likely to:
 - Consider entering religious life
 - Contribute to the work of Catholic Sisters
 - Champion the life and work of Catholic Sisters
 - **HOW** best can the Foundation and its grantees most effectively elevate the profile of Catholic Sisters in the United States, across different groups?



What We Did: Multi-Step Research Program

1. Assembled an Advisory Board

- *Diverse in design*
- *Expert input to shape research design & content*

- 
- Sr. Patricia Wittberg, SC
 - Sr. Julie Vieira, IHM
 - Sr. Mary Soher, OP
 - Mother Almah (CMSWR)
 - Brie Loskota, USC

2. In-person Focus Groups

- *Develop hypotheses to test in survey*
- *Inform message development*

3. National Telephone Survey

- *Accurately measure views towards Catholic Sisters including perceptions, misperceptions and biases in the United States*
- *Identify what ideas, messages and themes do the best job to increase positive feelings toward Catholic Sister overall, and across different segments*



About the Focus Groups

- One online group (via video streaming) with female students attending St. Catherine University in St. Paul, Minnesota
- 10, in-person discussion groups with target audience segments as follows:

Houston, TX	Schaumburg, IL
Millennial Women	Millennial Women
Millennial Men	Millennial Men
Catholic Parents	Catholic Parents
Non-Catholic/Non-Practicing Catholics	Non-Catholic/Non-Practicing Catholics
	Younger Hispanic Catholic Women
	Older Hispanic Catholic Women



All in-person groups were structured to last 2 hours in length, consisted of 5 to 9 participants, and were conducted at a traditional focus group facility. Groups with Hispanics were moderated by a bi-lingual moderator.

About the Survey

Mode: Telephone survey conducted by trained professional interviewers from a central, monitored location.

Interview dates: June 9 – 25, 2015

Interview length: 25 minutes

Base sample: 808 adults nationwide (18+)

Additional interviews: 400 Millennials
200 Hispanic Catholics
200 Non-Hispanic Catholics

**Margin of error
(95% confidence level):** $\pm 3.4\%$ for the base sample
Higher for subgroups



**Note: In this report, the sample of adults surveyed are referred to as Americans for simplicity*

Key Subgroup Definitions

By Generation

Millennials (or Gen Y)
Ages 18 - 33



Gen X
Ages 34 - 50



Baby Boomers
Ages 51 - 69



Silent Generation
Ages 70+



By Religion

Catholic

Includes those who currently identify as Catholic, or Christian/Catholic

Non-Christian Religious

Includes any religion not classified as Christian, Catholic or Protestant



Protestant

Includes those who currently identify as Protestant or Christian/Protestant

Non-Religious

Includes those who do not identify with a specific religion OR those who currently identify as Atheist or Agnostic

Among Catholics

Level of Participation (Self-reported)

Active: Those who said they are very active or somewhat active
Non-Active: Those who said they were not very active or not active



Religious Ideology (Self Reported)

Traditional, Moderate, Liberal

Executive Summary



Research Headlines

1. Catholic Sisters are well-positioned to build their brand in America in a way that benefits both Catholic Sisters AND the Catholic Church.
2. There is a major opportunity to create advocates among moderate Catholics, and female Millennials and Gen Xers, specifically.
3. What's Required?
 - Tell the story! But keep it simple.
 - Focus on communicating information about Catholic Sisters' work outside the Church and their lifestyle.
 - Create opportunities for Catholic Sisters to interact directly with Americans in the real world, particularly young female Catholics.
 - Create a strong online and dynamic presence for people to find information and interact with Catholic Sisters.



Executive Summary: The Good News

- Catholic Sisters, as a group, are highly regarded by Americans of all ages and religious affiliations, nationwide. They also represent a very valuable yet untapped asset for the Catholic Church.
- More specifically:
 - Catholic Sisters are **viewed favorably** and seen as **trustworthy** by nearly **three in four Americans**. (In contrast, significantly fewer Americans feel favorably or trust Catholic Priests.)
 - Less than **1 in 10** Americans associate something negative with Catholic Sisters
 - **More than eight in ten** believe the work of Catholic Sisters is important.
 - Those who have met a Catholic Sister are **two times** more likely to feel knowledgeable than those who have not met a Catholic Sister.

YET....

Executive Summary: The Challenge

- The vast majority of Americans— including Catholics – lack basic knowledge and understanding about Catholic Sisters’ work and lifestyle which is likely due in part to the low profile of Catholic Sisters in America today:
 - Less than one in five (14%) recall hearing something recently about Catholic Sisters. Those who have are most apt to recall the mainstream media’s coverage of current events.
 - Half say they have not interacted with a Catholic Sister in the past 5 years; Millennials are least likely to have met a Catholic Sister in the past.
- Religious life is not being widely considered by Catholic women today. To the extent young women might consider this lifestyle today, they are likely to receive some pushback about their decision from their parents.

Executive Summary: The Opportunity

- Information about Catholic Sisters and the work they do is powerful. After learning more about Catholic Sisters and their work and lifestyle:
 1. Positive views toward Catholic Sisters, Catholic Priests AND the Catholic Church increase; and,
 2. More than half of all Catholics want to learn more about Catholic Sisters in the United States, which includes having access to Catholic Sisters as well as information about them.
- Information about the work Catholic Sisters do to help humanity does the best job increasing positive feelings (and generating excitement) toward Catholic Sisters across a range of different demographic and religious groups.
- Catholic Sisters are seen as the best advocates for religious life, across the board.

Detailed Findings



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American Catholics Today: A Snap Shot



Key Points:

A Snap Shot of American Catholics Today

- The Catholic Church is currently most effective engaging older Americans (Baby Boomers and Silent Gen) with traditional views.
 - Nearly half identify as “active” Catholics, and more women than men.
- That said, Catholics today are as likely to identify as traditional (33%) as moderate (34%).
 - Moderates include an equal mix of “active” and “non-active” Catholics.
- The Church is not currently attracting people outside the Catholic faith
 - Most were “born” Catholic; the Silent Generation has the highest proportion of individuals who converted to Catholicism.

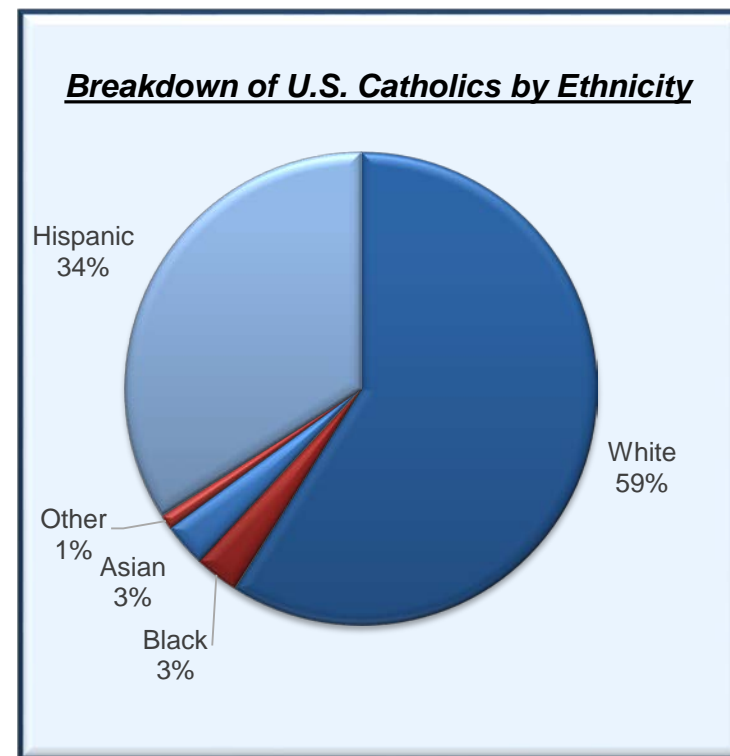
Millennial Catholics represent a break from tradition:

- More women are moderate while more men are traditional.
- More Millennial Hispanics report being Liberal (and more so than Non-Hispanic Millennials)

One in five Americans identify as Catholic today.

Among All Respondents

	<u>All Respondents</u>
Protestantism	48%
Catholicism	20
Mormonism	1
Judaism	3
Islam	1
Buddhism	1
Hinduism	1
Atheism	2
Agnosticism	2
Other / SPECIFY	2
Not sure / Refused	16



Q4: And what religion, if any, do you identify with?

[IF 3 TO Q4] Q6: Would you consider yourself a Catholic, a Protestant, or an evangelical Christian?

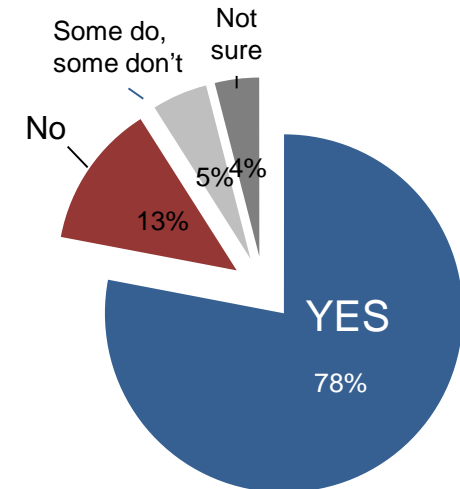


The population of U.S. Catholics skews older; Millennials are least likely to identify with any specific religion.

Among All Respondents

	Millennials	Gen X	Baby Boomers	Silent Gen
Protestantism	37%	48%	53%	49%
Catholicism	17	20	22	25
Mormonism	2	1	2	1
Judaism	2	2	3	5
Islam	1	1	0	0
Buddhism	1	1	0	0
Hinduism	1	1	0	1
Atheism	4	1	1	1
Agnosticism	4	1	1	1
Other / SPECIFY	3	2	2	0
Don't know/Refused	➔ 24	14	15	14

Q5: *[IF KIDS:] Do your children identify with the same religion as you?*



A greater proportion of Hispanics are Catholic than is reported by other ethnicities. That said, a similar proportion of Hispanics are Protestant.

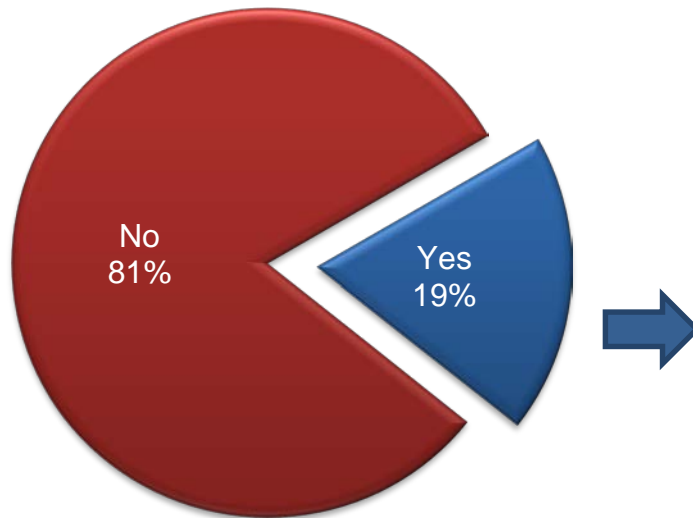
Among All Respondents

	<u>Caucasian</u>	<u>Hispanic</u>	<u>African American</u>
Protestantism	50%	35%	63%
Catholicism	21	31%	6
Mormonism	1	1	0
Judaism	4	2	1
Islam	0	0	5
Buddhism	0	1	0
Hinduism	0	0	0
Atheism	2	2	0
Agnosticism	1	3	3
Other / SPECIFY	2	3	0
None / Not sure / Refused	15	19	16

The greatest decline in Catholicism appears to have occurred among Hispanics in the United States in the past. Those who left the Catholic Church are most apt to be no longer affiliated with a religion.

Among All Non-Catholics

Have you ever considered yourself to be a member of the Catholic faith?

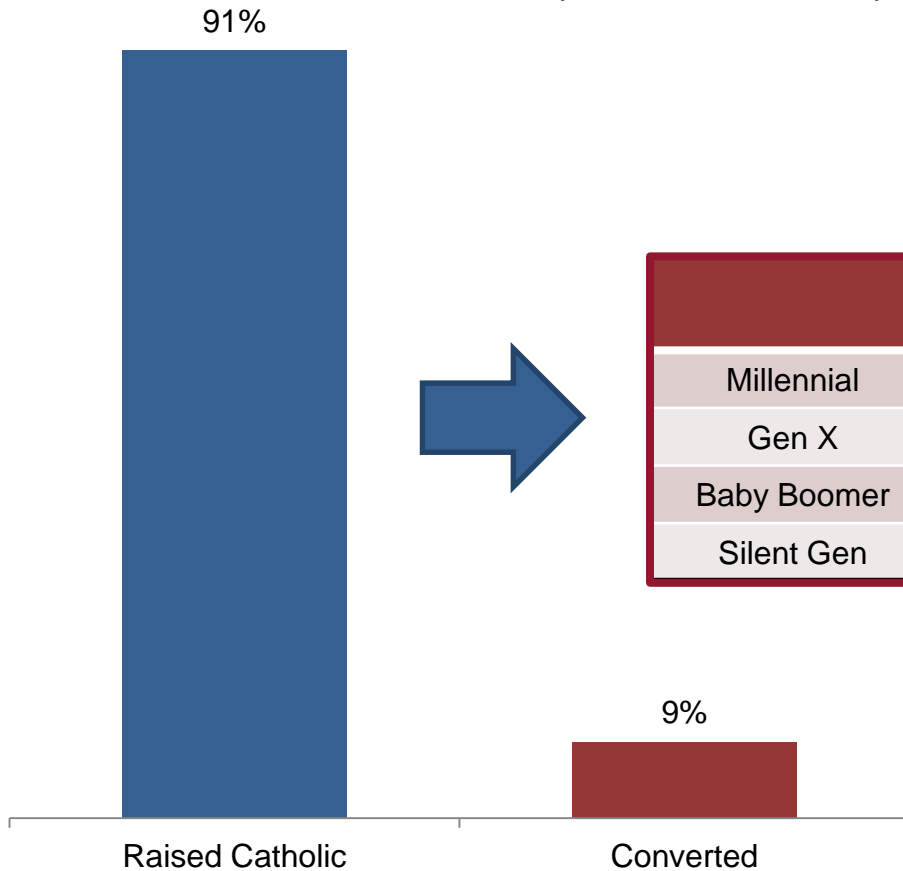


	<u>% Yes</u>
Hispanic	44%
Protestant	14
Non-Christian Religious	19
Non-Religious	29

Today's seniors are considerably more likely to have converted to Catholicism in the past when compared to other generations of Catholics.

Among All Catholics

Were you raised Catholic, or did you convert to Catholicism?

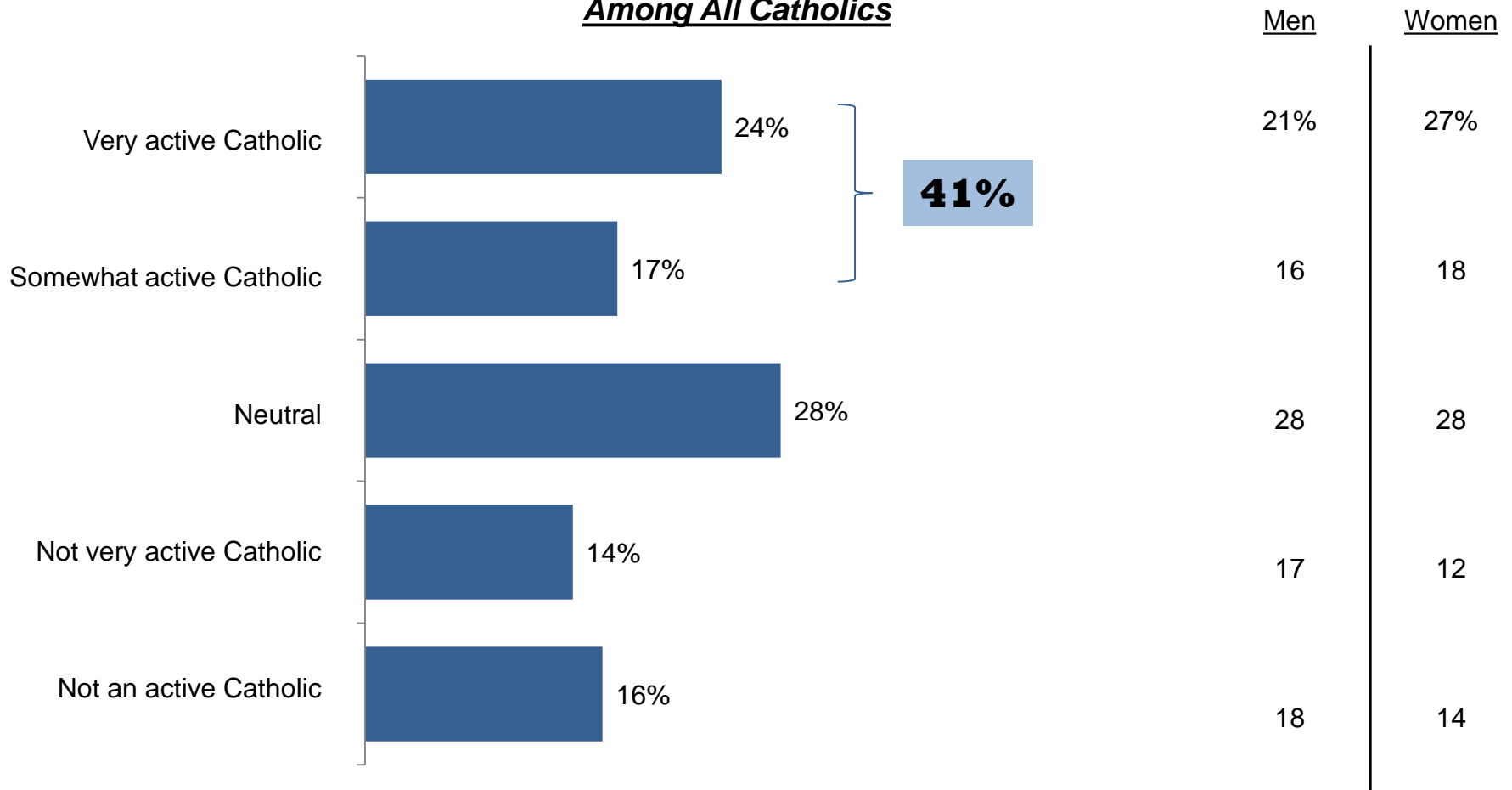


	<u>Raised Catholic</u>	<u>Converted</u>
Millennial	93%	7%
Gen X	91	9
Baby Boomer	91	9
Silent Gen	88	12

Silent Gen Men	8%
Silent Gen Women	16

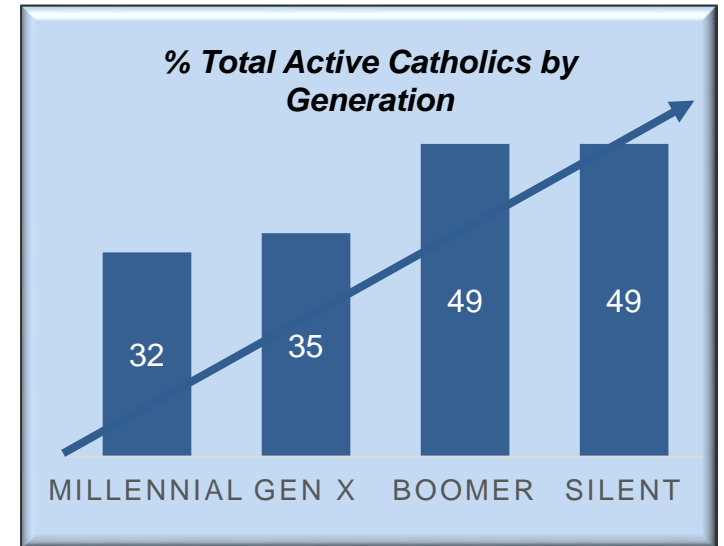
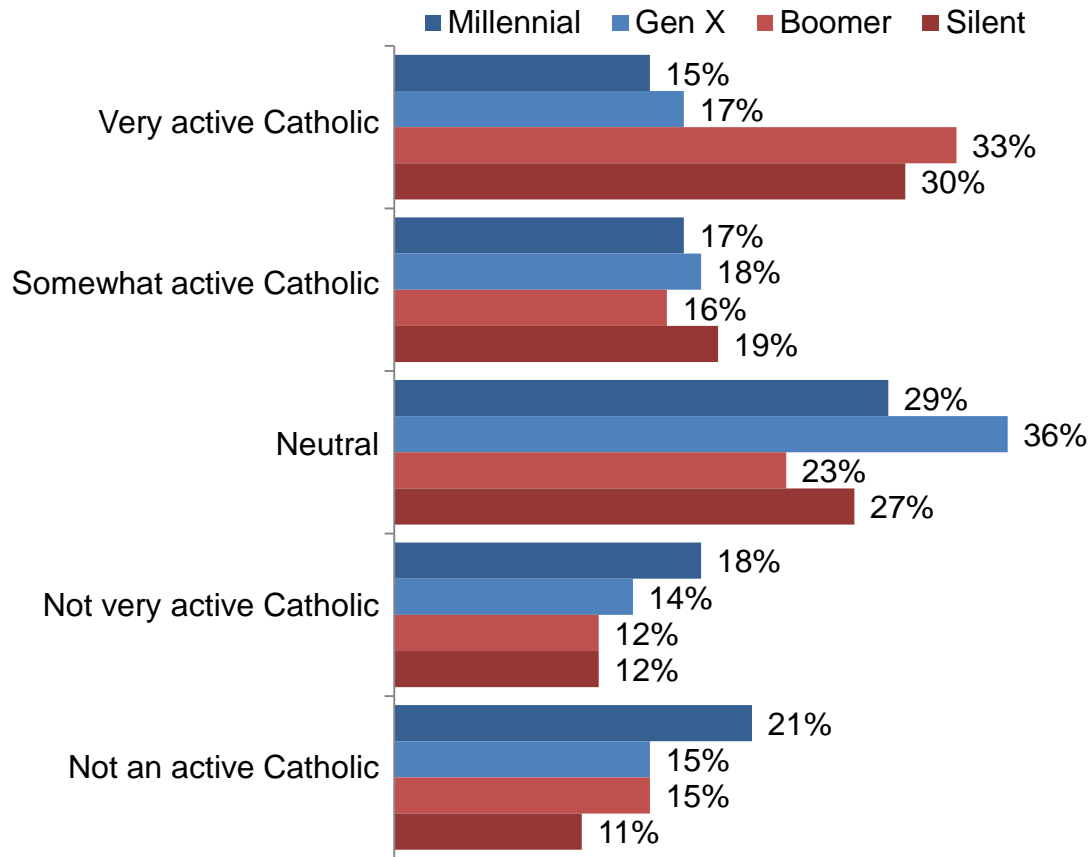
The majority of Catholics describe themselves as an “active” Catholics. Women are slightly more active than men.

Among All Catholics



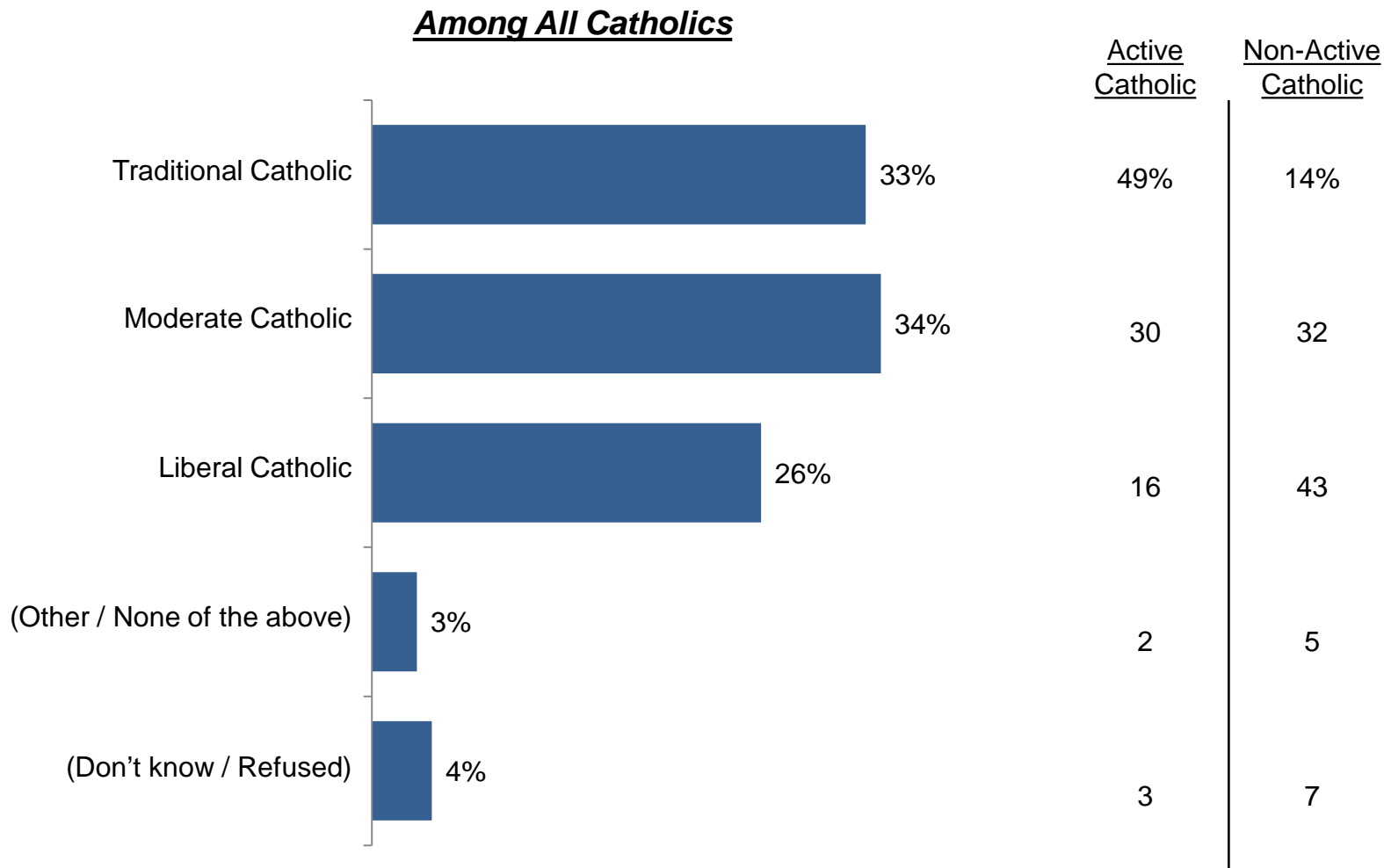
The older, the more active.

Among All Catholics

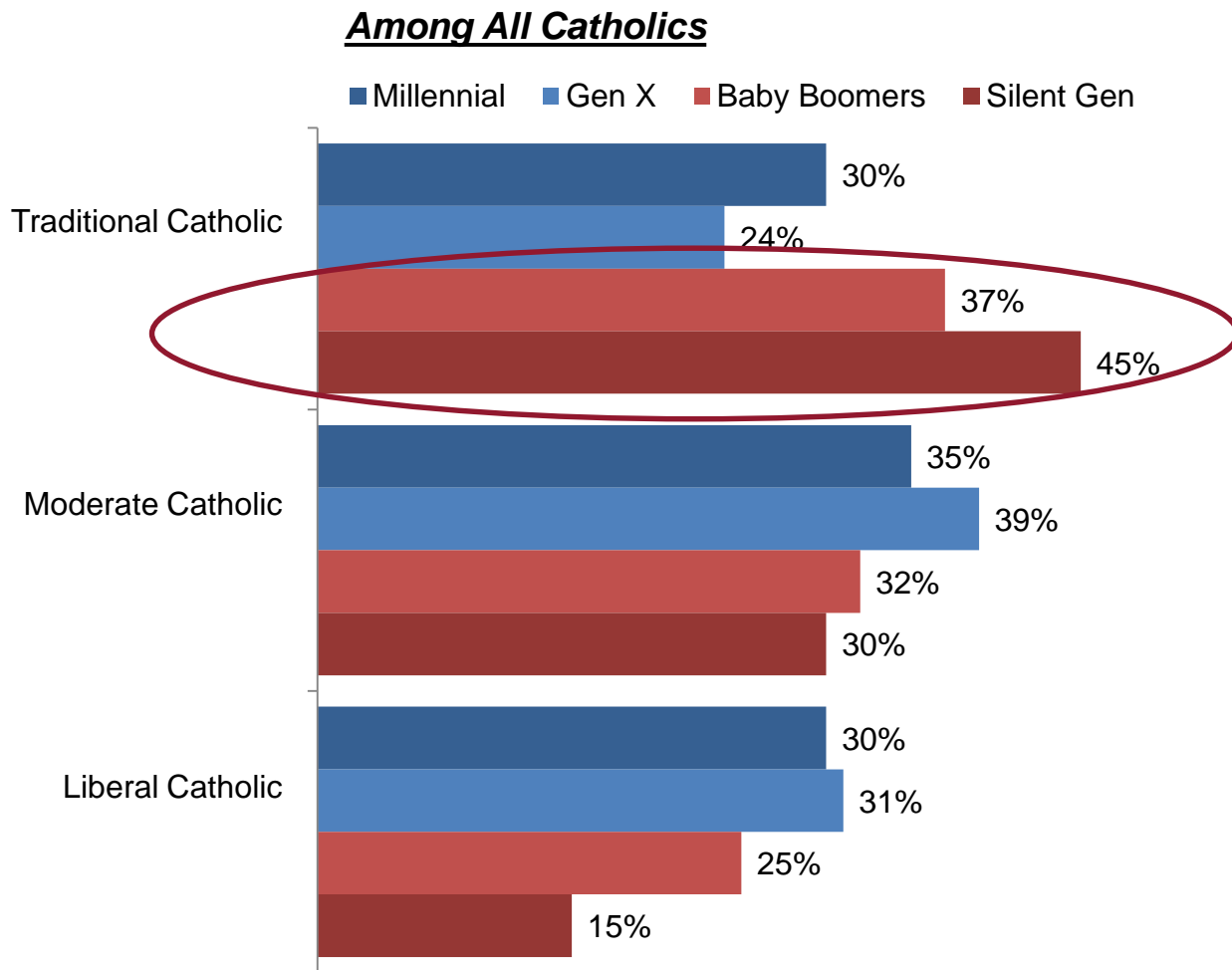


Note: Remainder "Don't know"

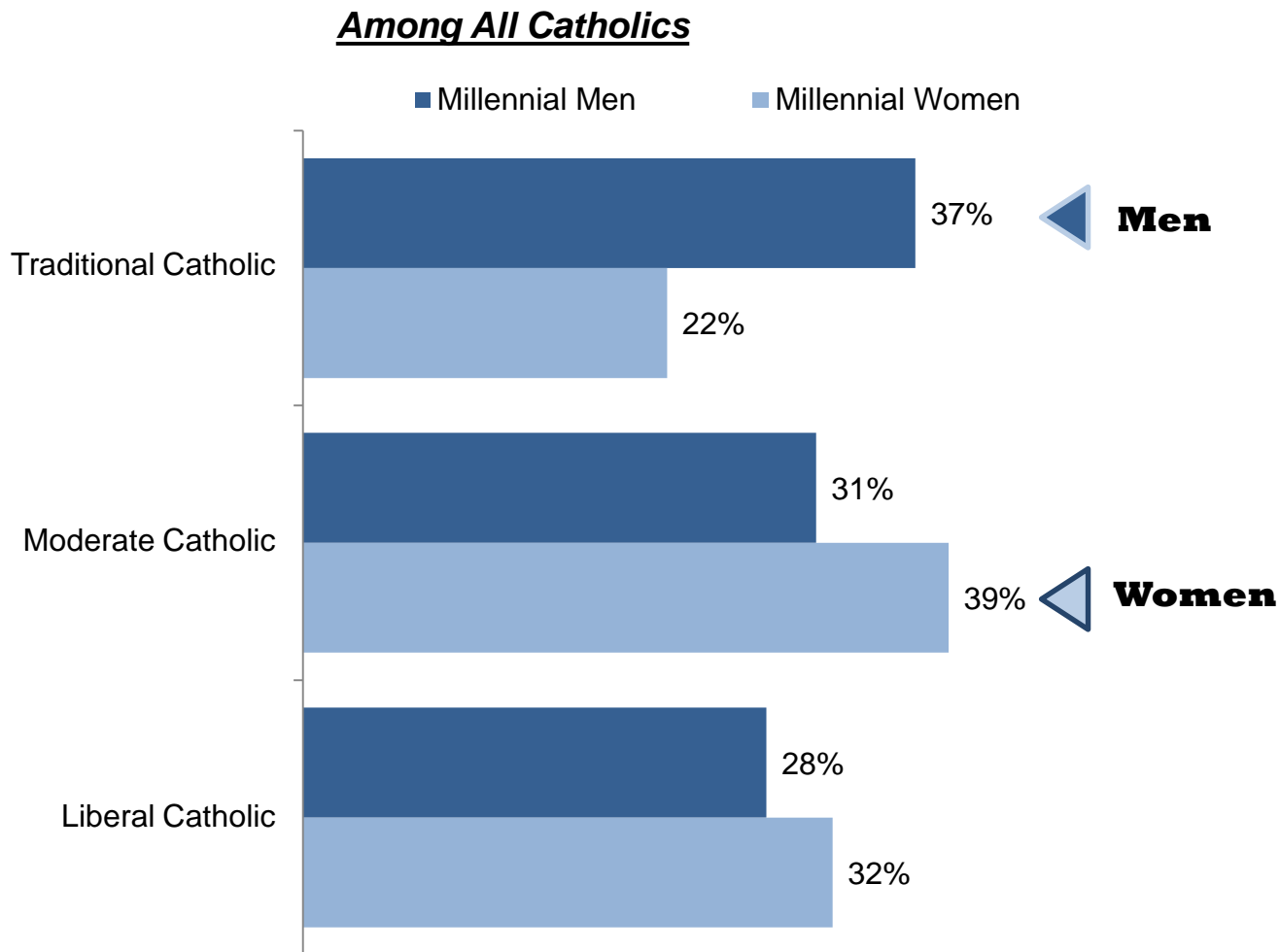
American Catholics are as likely to describe themselves as traditional as they are to describe themselves as moderate. Slightly fewer identify as a liberal Catholic.



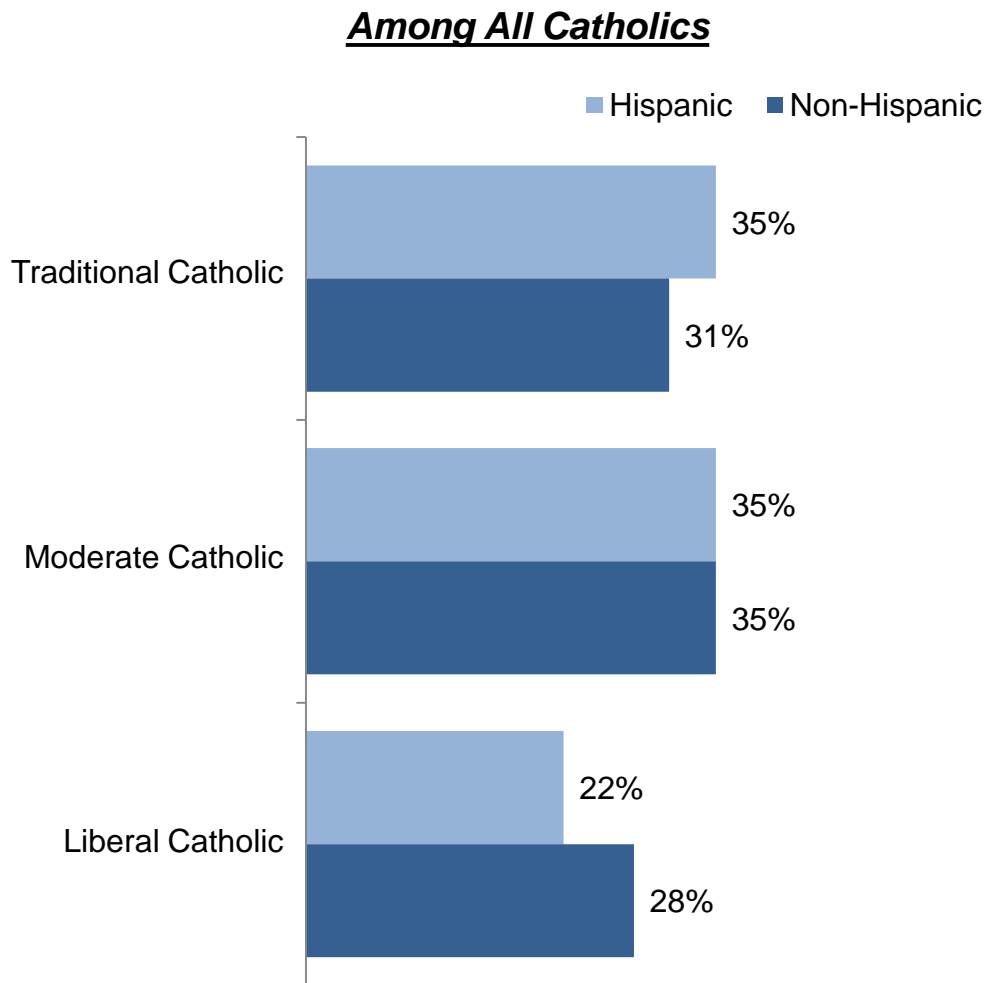
Traditional Catholics skew older, liberals younger.



Interestingly, more Millennial women describe themselves as moderates while more men are traditional.



Hispanic and non-Hispanic Catholics are similar in how they describe their religious ideology.



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Views toward Religion in the US



Key Points:

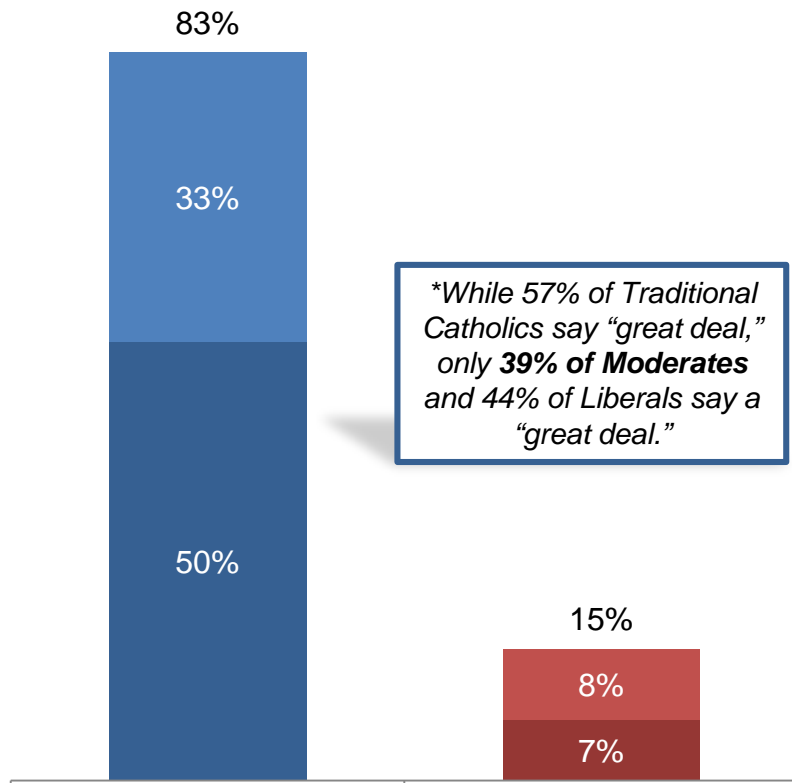
Views toward Religion

- Spirituality (and one's religious faith) is viewed differently than organized religion in America today.
 - 83% describe themselves as spiritual, while 64% report that their religion faith shapes their every day life.
 - Just more than half (56%) believe organized religion is a positive force in America today. The same number express concern about the decline in participation in organized religion today (as compared to the 93% who are concerned about the effectiveness of the nation's government).
- When it comes to religious activities, the greatest gender divide exists among Millennials and the Silent Generation. When compared to their male counterparts, women in these generations are significantly more likely to pray and attend church on a weekly basis.

The vast majority of Americans consider themselves to be spiritual. Strong spiritual feelings are lacking somewhat among Moderates when compared to Traditional and Liberals.

Among All Respondents

■ A great deal ■ Somewhat ■ Not at all ■ Not very much



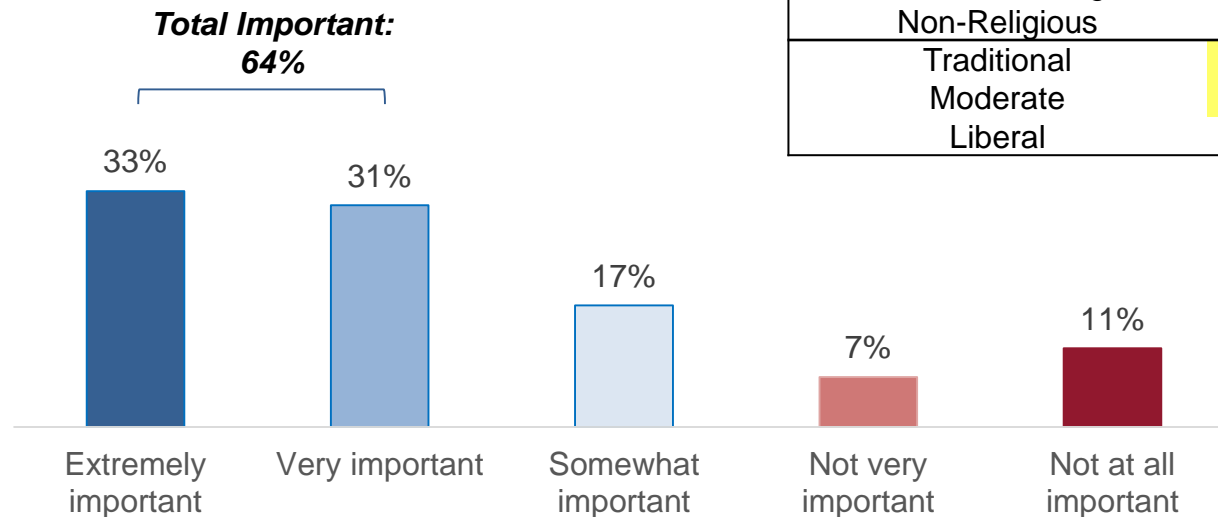
While 57% of Traditional Catholics say "great deal," only **39% of Moderates and 44% of Liberals say a "great deal."*

	<u>Great deal/ Somewhat</u>	<u>Not very much/ Not at all</u>
Catholic	88%	11%
Protestant	91	8
Non-Christian Religious	82	16
Non-Religious	52	45
Traditional	93	7
Moderate	88	13
Liberal	87	12
Active Catholic	93	6
Not Active Catholic	78	22
All Millennials	75	24
All Gen X	85	14
All Baby Boomers	86	13
All Silent	84	15

Two in three say religious faith is important in shaping their daily life. The older, the more important.

Among All Respondents

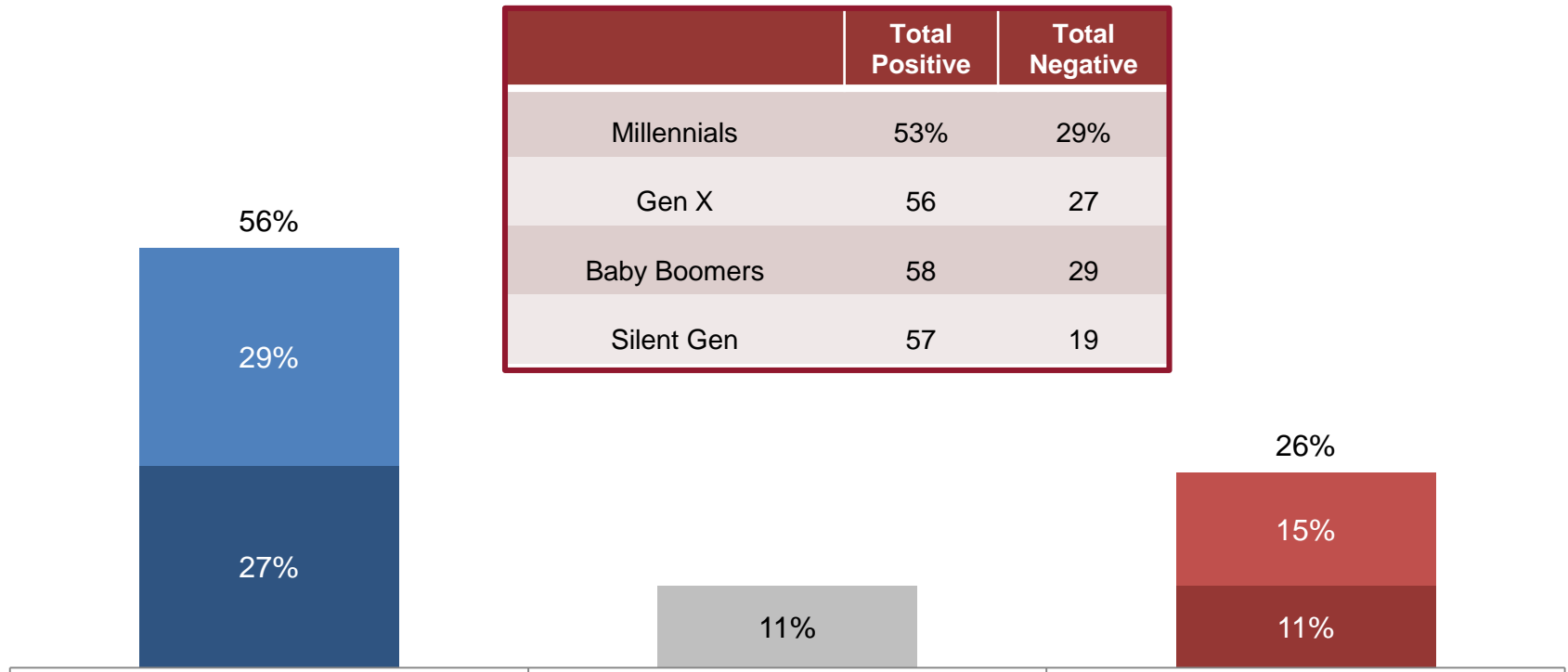
	Important	Not Important
Millennial	51%	28%
Gen X	62	20
Baby Boomers	70	15
Silent Gen	73	13
Male	61	21
Female	67	15
Catholic	71	8
Protestant	79	5
Non-Christian Religious	59	17
Non-Religious	16	70
Traditional	81	5
Moderate	74	5
Liberal	56	13



Just more than half of all Americans consider organized religion to be a positive force in the U.S. today.

Among All Respondents

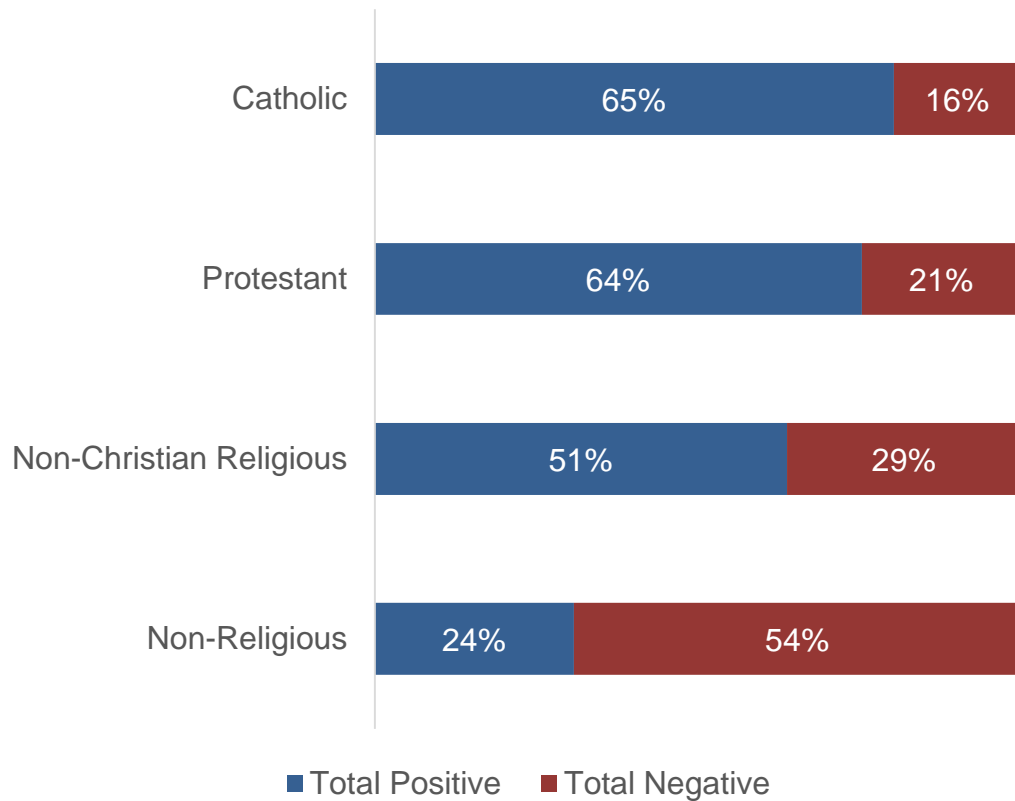
■ Very positive
 ■ Somewhat positive
 ■ Neither
 ■ Very negative
 ■ Somewhat negative



	Total Positive	Total Negative
Millennials	53%	29%
Gen X	56	27
Baby Boomers	58	29
Silent Gen	57	19

Views toward organized religion are more positive among Protestants and Catholics (particularly Moderate Catholics) than other groups.

Among All Respondents

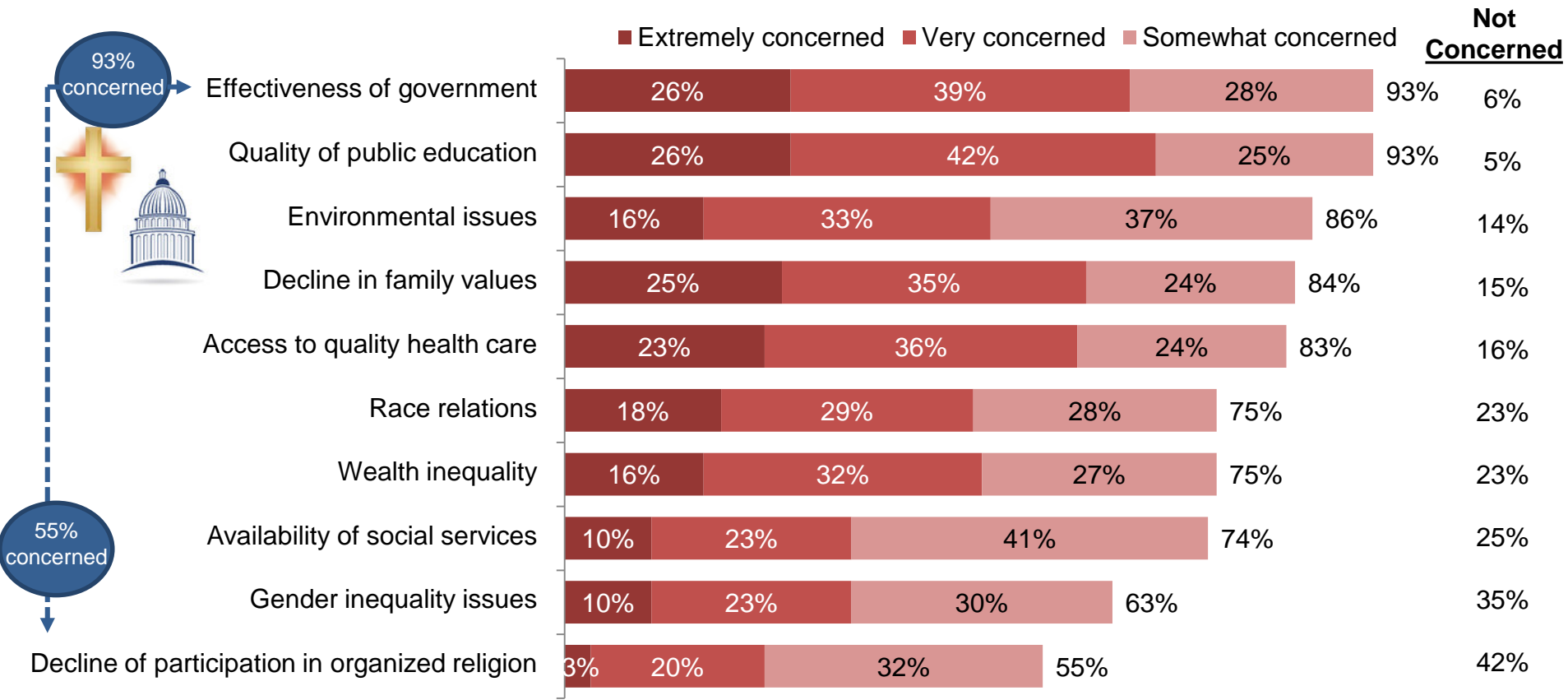


Among Catholics

	Total Positive	Total Negative
Active Catholic	71%	13%
Not Active Catholic	54	20
Traditional Catholic	66	12
Moderate Catholic	72	11
Liberal Catholic	55	28

Americans are significantly more concerned about the current state of the government than the Church.

Among All Respondents



[SPLIT A] Q17-26: I am now going to read you a list of issues in the United States that some people are concerned about. For each, please tell me how concerned you are personally. Here's the first one: [INSERT ITEM.] Extremely concerned, very concerned, somewhat concerned, not very concerned, not at all concerned?

Degree of concern across the different areas varies by generation and gender. Concerns about the quality of public education cuts across nearly all groups.

Among All Respondents

	Total Concerned (Top 2 Box)	Mill. Men	Mill. Women	Gen X Men	Gen X Women	Boomer Men	Boomer Women	Silent Men	Silent Women
Effectiveness of government	64%	58%	55%	72%	74%	73%	55%	60%	47%
Quality of public education	68	65	71	69	77	70	72	48	62
Environmental issues	49	43	49	45	49	49	61	41	53
Decline in family values	60	45	48	57	83	59	65	55	63
Access to quality health care	60	52	59	52	64	64	76	42	59
Race relations	47	39	46	36	50	50	60	35	45
Wealth inequality	48	51	43	45	49	58	54	28	36
Availability of social services	33	24	35	26	31	30	50	29	40
Gender inequality issues	33	32	47	22	33	27	50	27	23
Decline of participation in organized religion	23	17	16	19	22	28	36	13	29

Traditional and Moderate Catholics are more concerned about the decline of participation in organized religion than those who identify as a Liberal Catholic.

Among All Respondents

% Total Concerned

	All Catholics	Traditional Catholics	Moderate Catholics	Liberal Catholics
Effectiveness of government	63%	65%	59%	68%
Quality of public education	59	47	69	65
Environmental issues	45	34	43	59
Decline in family values	65	71	70	50
Access to quality health care	57	54	55	65
Race relations	42	38	44	45
Wealth inequality	38	32	37	48
Availability of social services	33	30	34	38
Gender inequality issues	27	20	27	44
Decline of participation in organized religion	29	38	35	10

Protestants are equally concerned



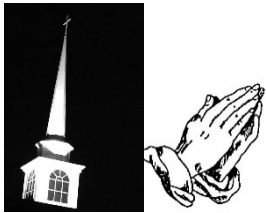
✓ Top ranked concern

Americans pray more often than they attend church or organized worship.

Among All Respondents

■ Daily ■ Weekly ■ Occasionally ■ Never/Almost never

% Weekly
 Pray: 77%
 Attend Church: 50%



Pray

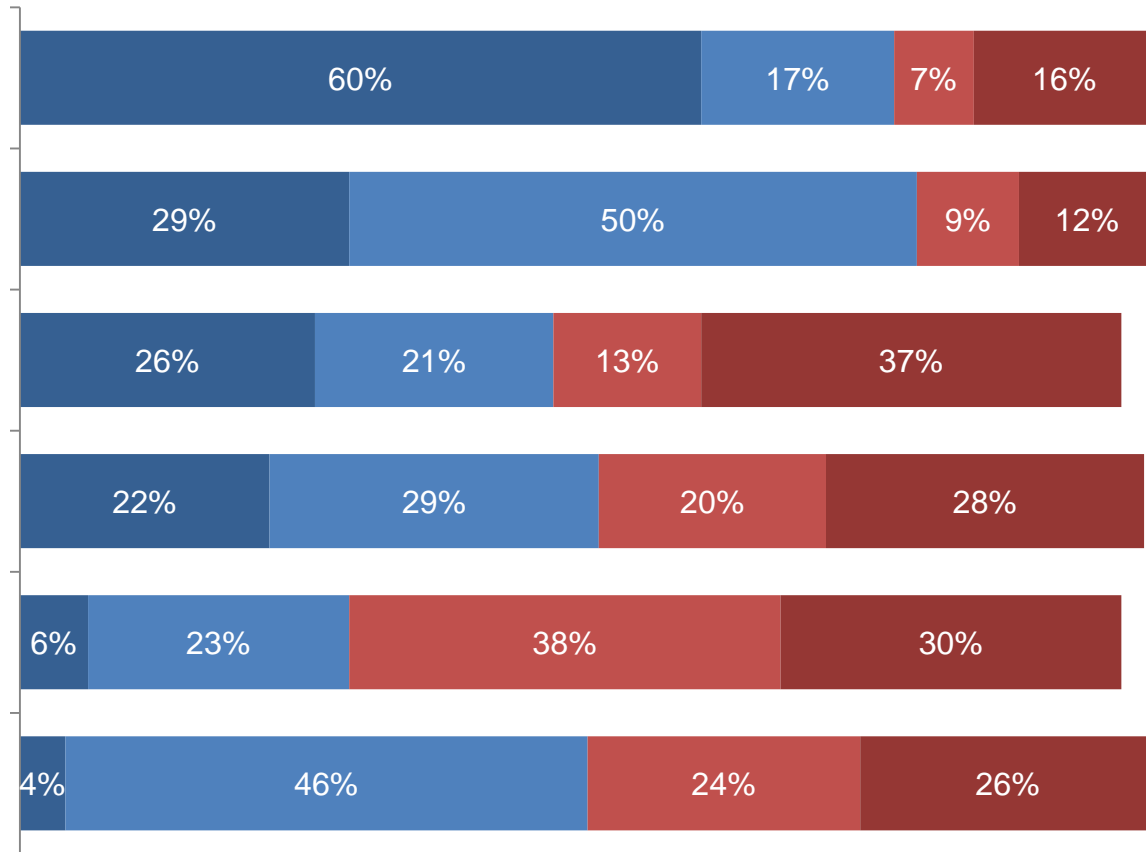
Work out or exercise

Meditate

Read religious texts or sacred writings, such as the Bible or Koran


Volunteer your time to an organization or cause

Attend church, synagogue, or other places of worship.



The younger the American, the less likely they are to participate in a religious activity on a regular (weekly) basis.

Among All Respondents

	<u>Total Weekly</u>	<u>Millennials</u>	<u>Gen X</u>	<u>Baby Boomers</u>	<u>Silent Gen</u>
Work out or exercise	78%	84%	78%	76%	73%
Pray	76	63	73	81	81
Read religious texts or sacred writings, such as the Bible or Koran	50	40	48	54	57
Attend church, synagogue, or other places of worship	49	38	44	54	60
Meditate	48	36	46	53	61
Volunteer your time to an organization or cause	30	25	26	 38	26

Across all generations, women generally participate in these activities more frequently than men. The greatest difference between the genders exist among Millennials and the Silent Generation.

Among All Respondents

	<u>Total Weekly</u>	<u>Mill. Men</u>	<u>Mill. Women</u>	<u>Gen X Men</u>	<u>Gen X Women</u>	<u>Boomer Men</u>	<u>Boomer Women</u>	<u>Silent Men</u>	<u>Silent Women</u>
Work out or exercise	78%	83%	84%	76%	81%	77%	76%	73%	73%
Pray	76	54	+18 72	71	+4 75	76	+9 85	71	+21 92
Read religious texts or sacred writings, such as the Bible or Koran	50	34	+13 47	42	+13 55	57	-4 53	48	+19 67
Attend church, synagogue, or other places of worship	49	30	+16 46	45	-1 44	52	+3 55	50	+22 72
Meditate	48	30	43	42	52	53	53	52	71
Volunteer your time to an organization or cause	30	21	30	23	31	38	38	22	30

Boxes show net difference between the two groups being compared.



Catholics are notably less likely than Protestants (and to some extent other religious) Americans to read a religious text or attend church weekly. Traditional Catholics are more active in those activities than Moderates and Liberals.

	<i>Among All Respondents</i>					<i>Among Catholics</i>		
	<u>Total Weekly</u>	<u>Catholic</u>	<u>Protestant</u>	<u>Non-Christian</u>	<u>Non-Religious</u>	<u>Trad. Catholic</u>	<u>Mod. Catholic</u>	<u>Lib. Catholic</u>
Work out or exercise	78%	71%	80%	75%	88%	69%	70%	77%
Pray	76	87	87	72	36	97	87	77
Read religious texts or sacred writings, such as the Bible or Koran	50	39	+28 67	45	17	52	40	24
Attend church, synagogue, or other places of worship	49	51	+10 61	46	10	73	45	33
Meditate	48	48	49	52	39	58	47	44
Volunteer your time to an organization or cause	30	20	34	29	23	21	23	16

Boxes show net difference between the two groups being compared.

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Catholic Sisters & Nuns: Knowledge & Familiarity

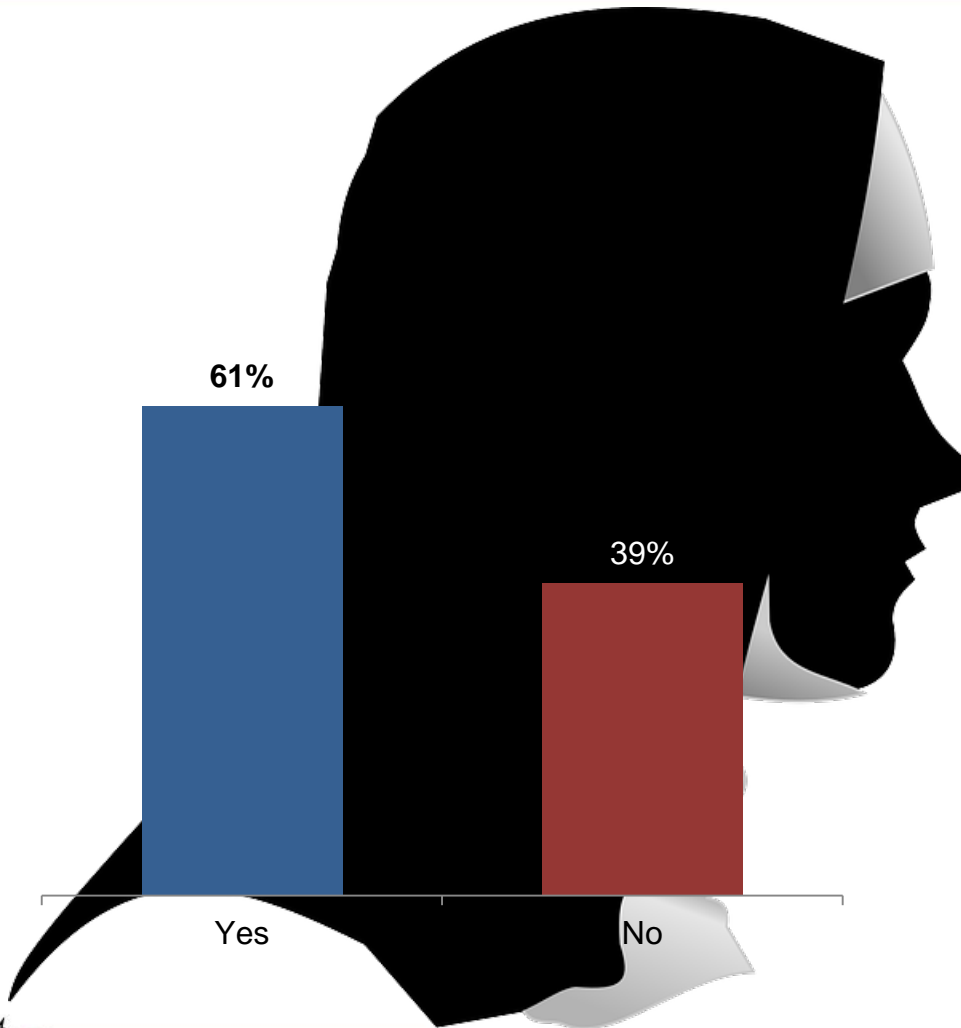


Key Points:

Knowledge & Favorability

- While a majority feel knowledgeable about Catholic Sisters generally, a minority feel strongly knowledgeable.
 - Currently, the more active the Catholic, the more apt they are to feel knowledgeable about Catholic Sisters.
 - Those who have met a Catholic Sister feel more knowledgeable about them than those who have not met one.
- The reality is, however, that even those who feel highly knowledgeable lack basic information about this group of Catholic women. ***Hispanic Catholics feel markedly less knowledgeable than Non-Hispanic Catholics.***
- Americans are currently more than two times more likely to get their information about Catholic Sisters from their family and friends than Catholic Sisters themselves (46% vs. 22%).
- Of the few who recall hearing something about Catholic sisters recently, most have heard about Catholic Sisters being associated with social justice issues or events and/or “disagreements” with the Catholic Church.

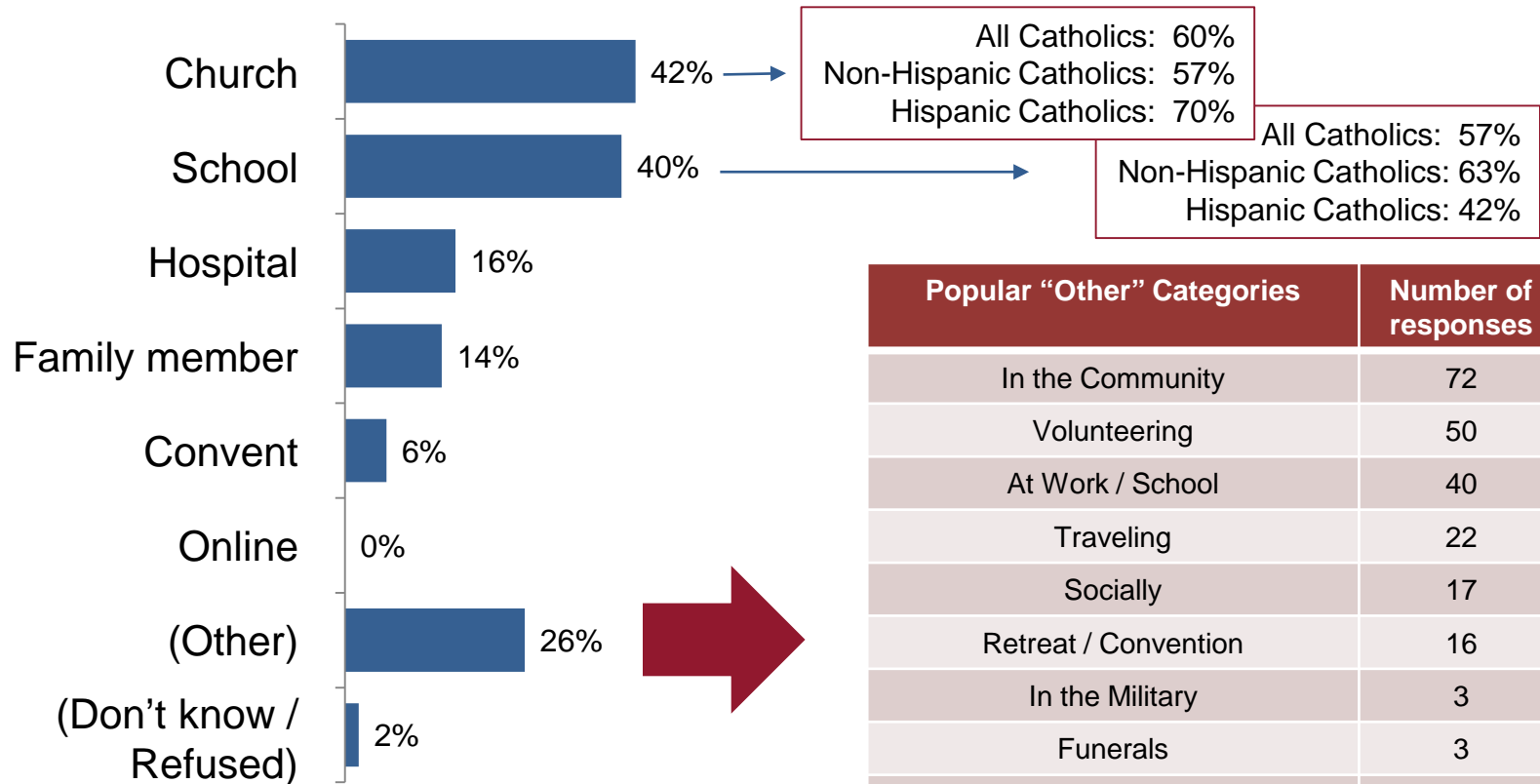
The majority of Americans have met a Catholic Sister in the past. Hispanic Catholics are less likely than Non-Hispanic Catholics.



	<u>Yes</u>
All Millennials	46%
All Gen Xers	62
All Baby Boomers	67
All Silent Gen	71 ✓
Catholic	80 ✓
Protestant	51
Non-Christian Religious	50
Non-Religious	61
Hispanic Catholics	66
Non-Hispanic Catholics	86 ✓

Americans have most likely met a Catholic Sister at Church or school.

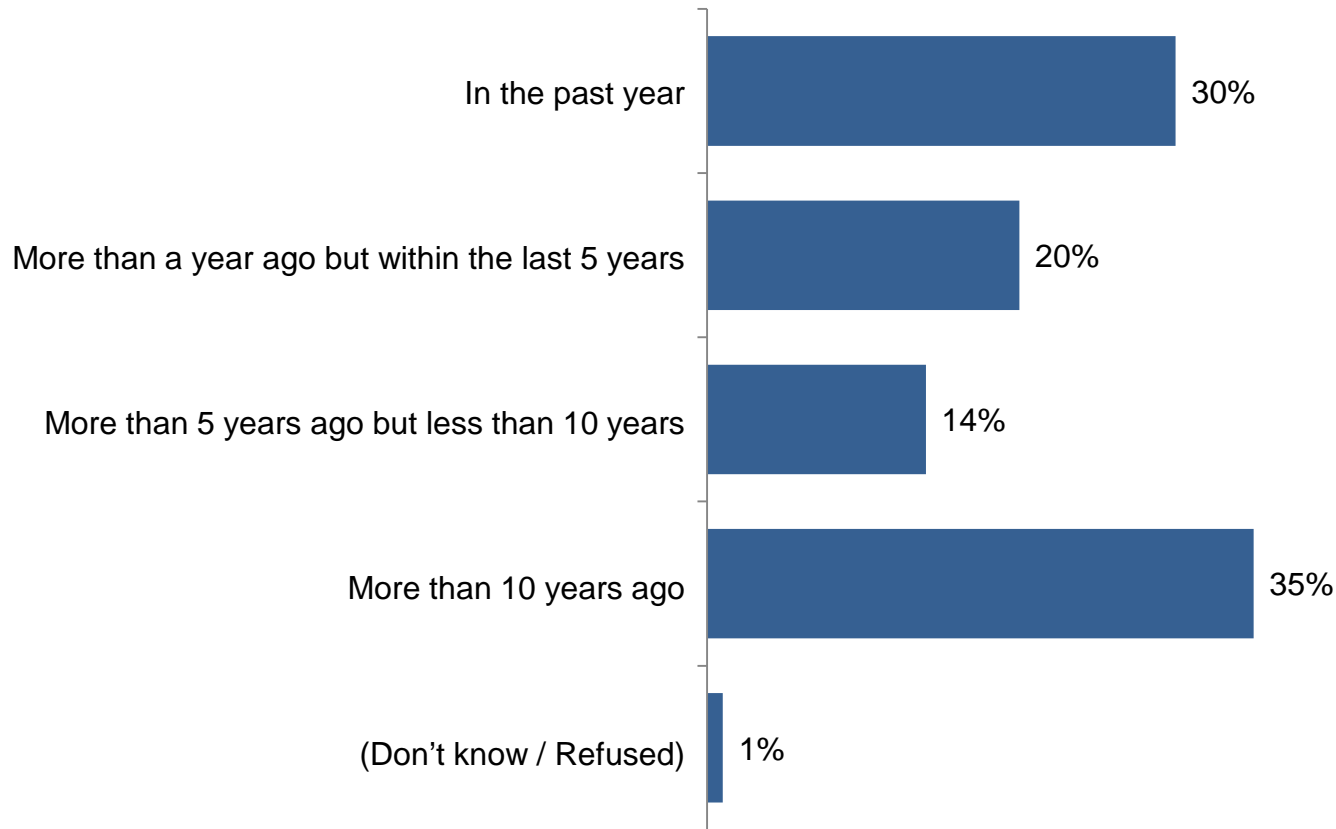
Among All Respondents



NOTE: Some respondents gave more than one answer

Of those who have met a Catholic Sister, half have done so within the last 5 years. For the rest, it has been more than 5 years ago.

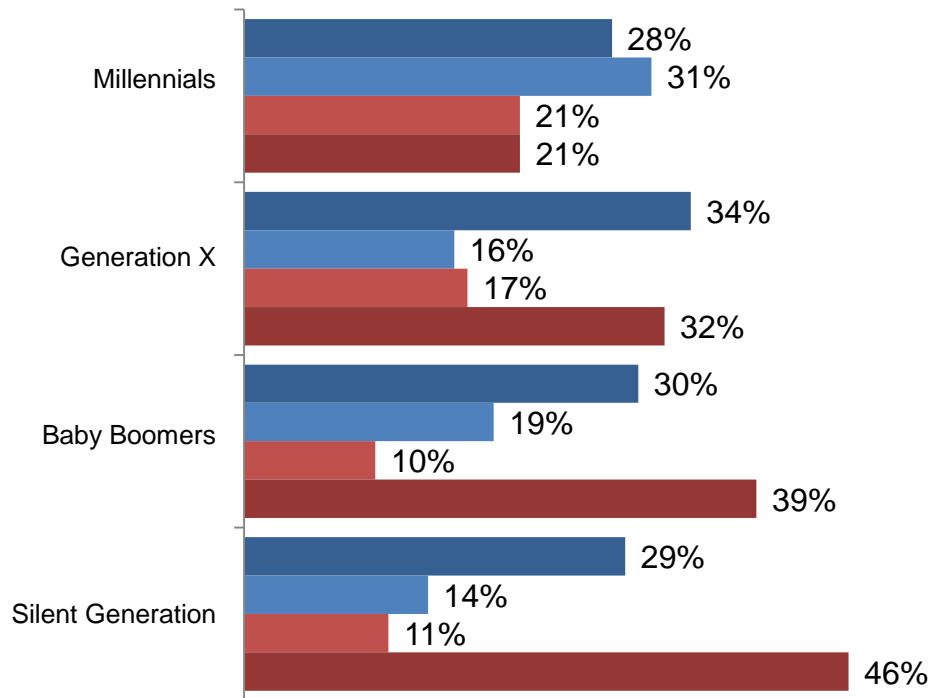
Among All Respondents



The older, the most likely they have met a Catholic Sister more than 5 years ago.

Among All Respondents

- In the past year
- More than a year ago but within the last 5 years
- More than 5 years ago but less than 10 years
- More than 10 years ago

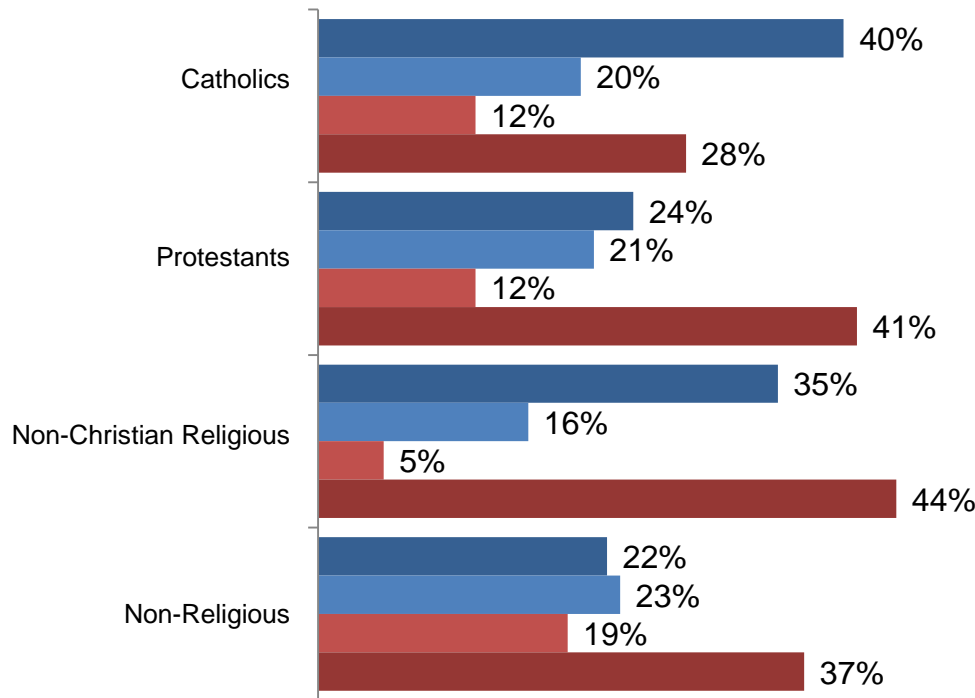


	Within the last 5 years	More than 5 years ago
Millennials	59%	42%
Gen X	50%	49%
Baby Boomers	49%	49%
Silent Gen	43%	57%

Catholics are more apt to have met a Catholic Sister than other religions.

Among All Respondents

- In the past year
- More than a year ago but within the last 5 years
- More than 5 years ago but less than 10 years
- More than 10 years ago



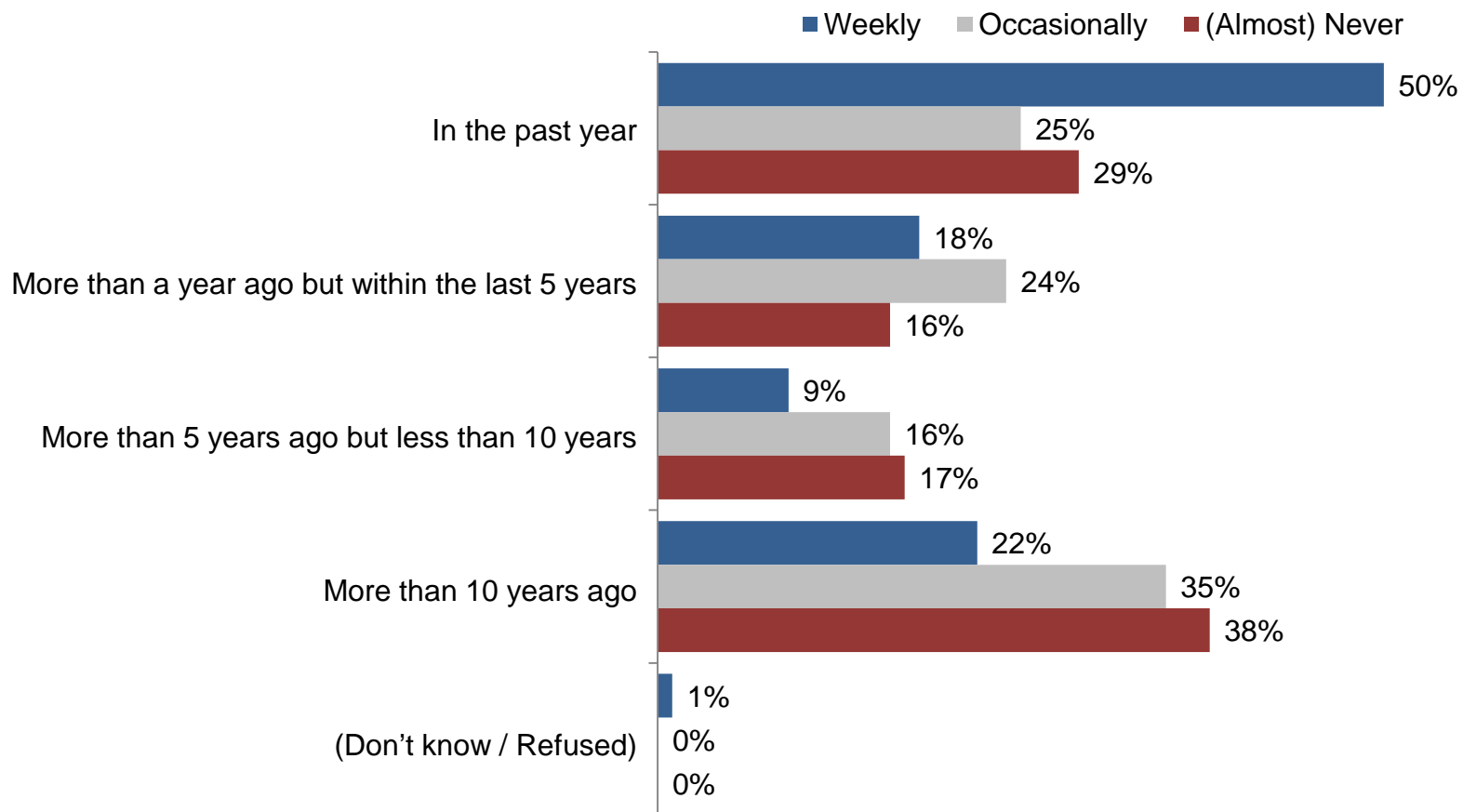
Note: Remainder Not Sure / Refused

	Within the last 5 years	More than 5 years ago
Catholics	60%	40%
Protestants	45%	56%
Non-Christian Religious	41%	49%
Non-Religious	45%	56%

	Within the last 5 years	More than 5 years ago
Active Catholics	73%	27%
Non-Active Catholics	42%	58%

Those who attend Church regularly are most apt to have met a Catholic Sister in the past year.

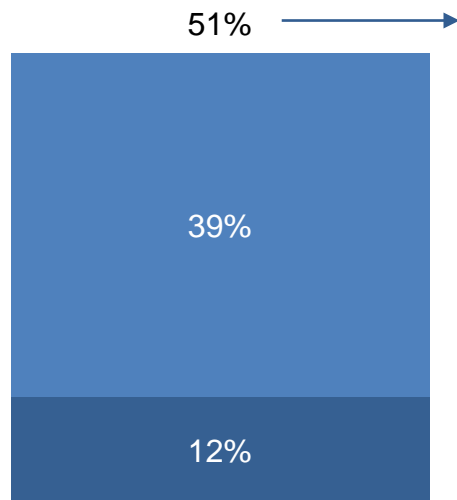
Among Catholics, based on reported Church attendance



Half feel knowledgeable about Catholic Sisters while another half do not.

Among All Respondents

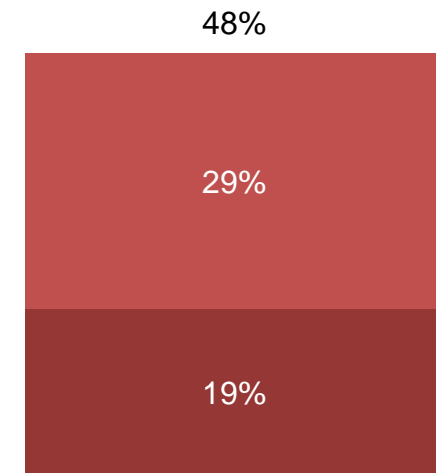
■ Very knowledgeable ■ Somewhat knowledgeable ■ Not at all knowledgeable ■ Not very knowledgeable



Catholics are most knowledgeable (63%).

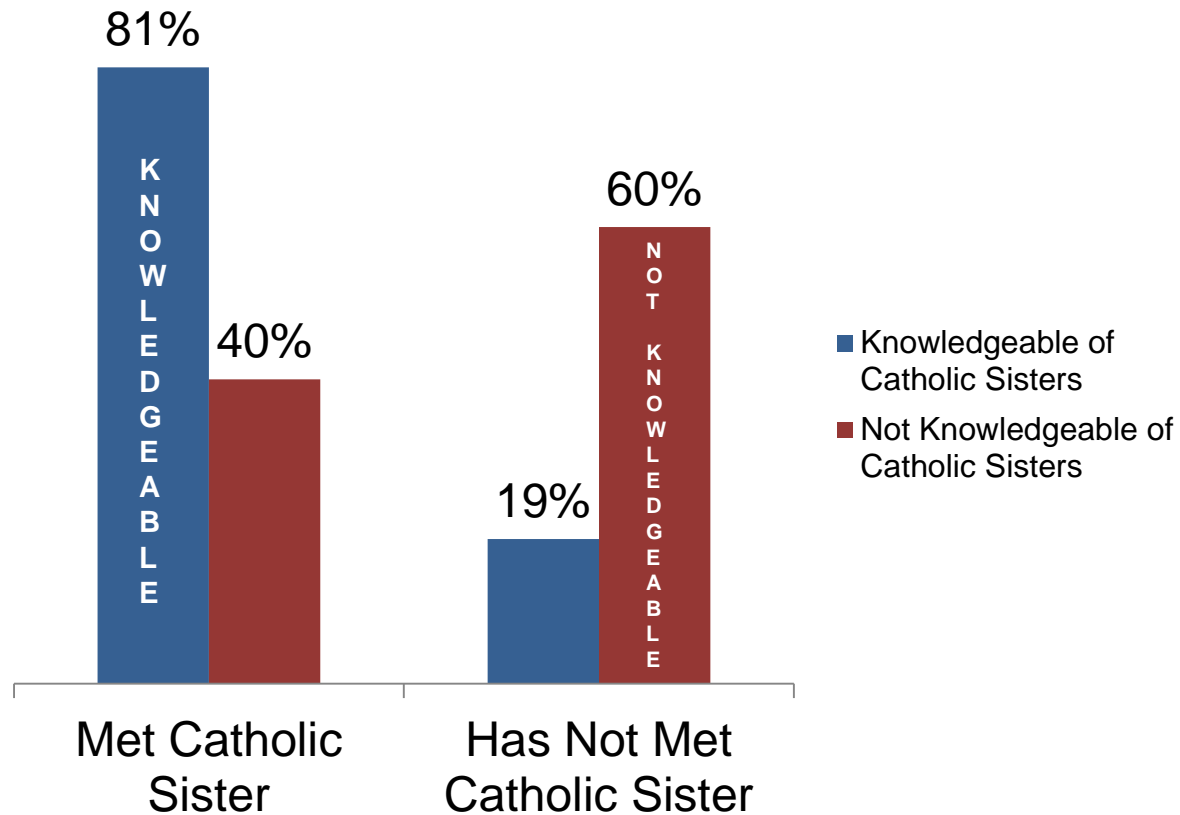
Fewer Hispanic Catholics feel knowledgeable than Non-Hispanic Catholics (52% vs. 69%).

Only **39% of Millennials feel knowledgeable overall**. Female millennials feel more knowledgeable than their male counterparts (43% v. 36%).

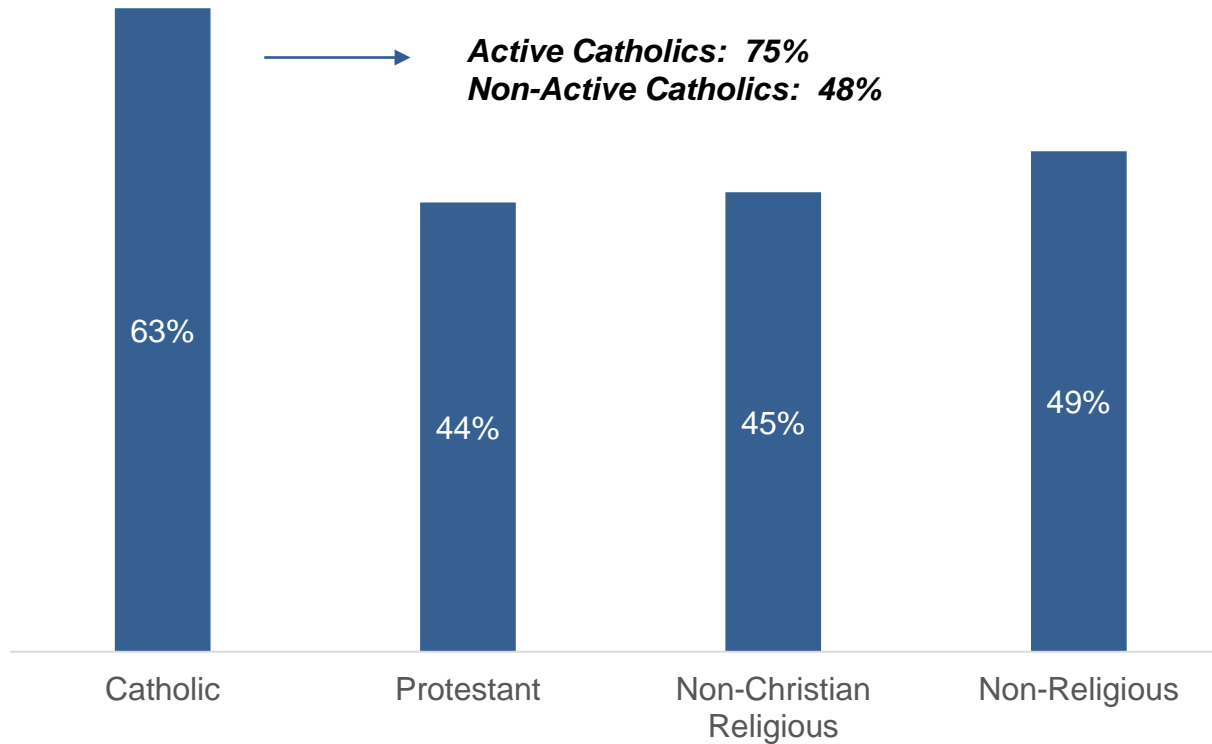


Americans who have met a Catholic sister are more likely to feel knowledgeable of them.

Among All Respondents

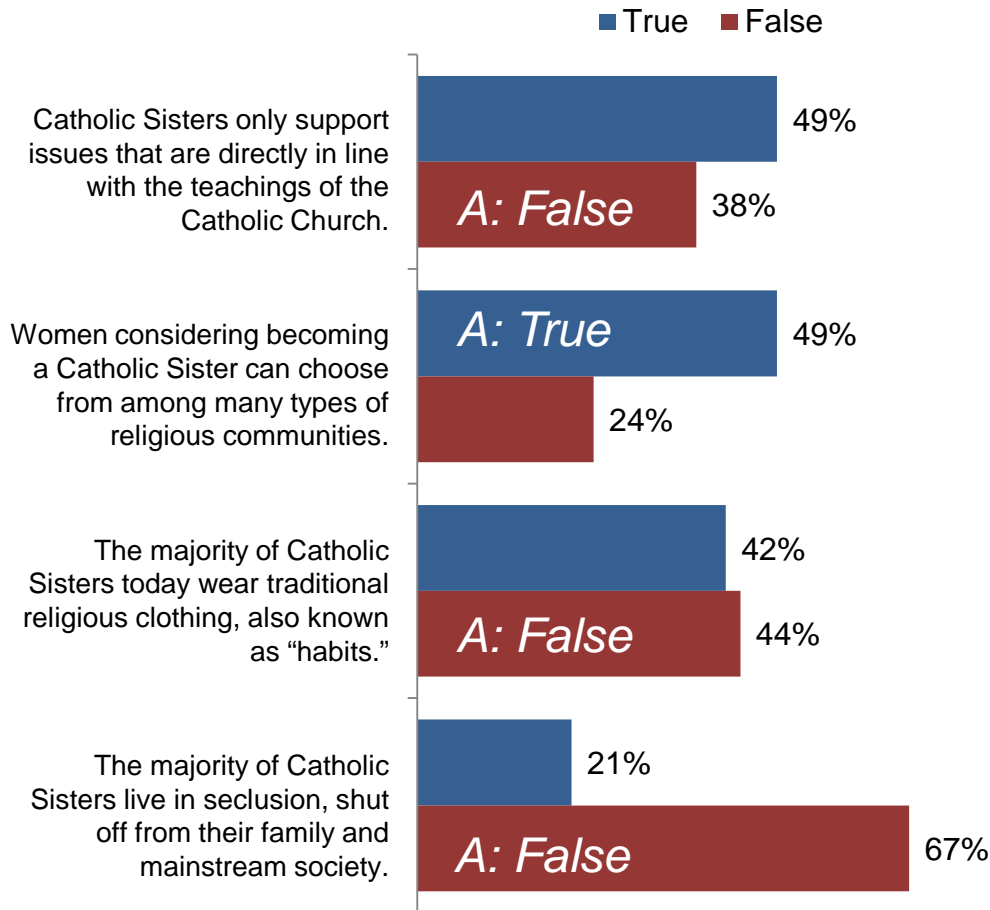


Not surprising, Catholics are most knowledgeable. Active Catholics feel more knowledgeable than Non-Active Catholics.



That said, only 14% of all respondents answered all the four statements about Catholic Sisters correctly. Only 15% of Catholics did the same.

Among All Respondents



% Correct Answer	Catholics	Non-Hispanic Catholic	Hispanic Catholic
% False	42%	46%	33%
% Don't know	10	11	9
% True	62	65	57
% Don't know	19	19	18
% False	48	57	31
% Don't know	9	9	8
% False	66	75	48
% Don't know	6	6	7

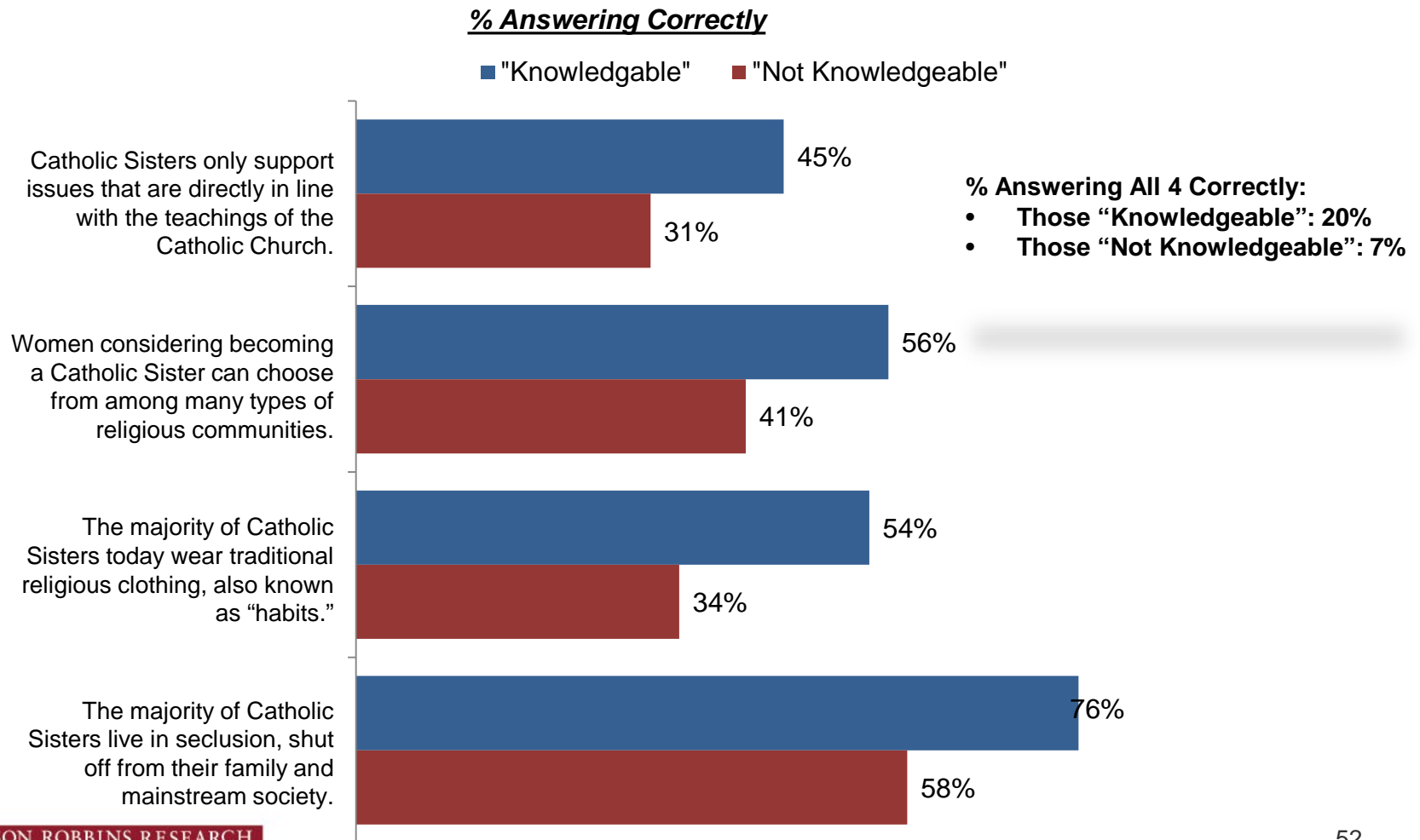
All four generations have varying degrees of knowledge about Catholic Sisters.

Among All Respondents

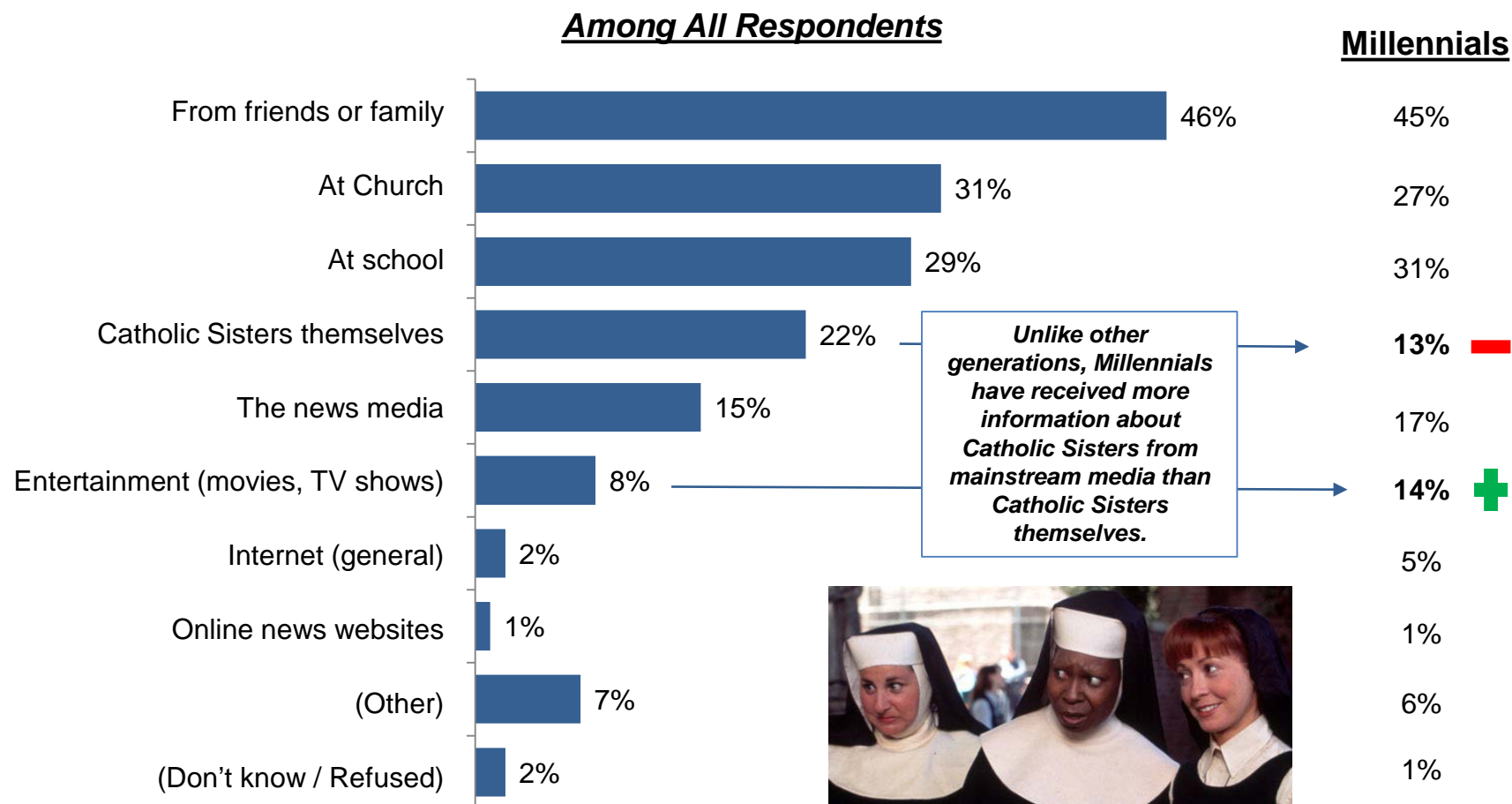
	% Correct Answer	Millennials <i>9% got all 4 correct</i>	Gen X <i>10% got all 4 correct</i>	Boomers <i>14% got all 4 correct</i>	Silent <i>18% got all 4 correct</i>
Catholic Sisters only support issues that are directly in line with the teachings of the Catholic Church.	% False % <i>Don't know</i>	40% 14	36% 11	36% 13	36% 23
Women considering becoming a Catholic Sister can choose from among many types of religious communities.	% True % <i>Don't know</i>	49 22	49 24	46 32	57 23
The majority of Catholic Sisters today wear traditional religious clothing, also known as "habits."	% False % <i>Don't know</i>	30 15	37 13	56 13	44 21
The majority of Catholic Sisters live in seclusion, shut off from their family and mainstream society.	% False <i>Don't know</i>	62 13	69 10	71 12	58 21



The majority of those who claim to be knowledgeable are lacking basic facts about Catholic Sisters.



To date, Americans have received most of their information about Catholic Sisters from friends or family, followed by Church.



Catholics' primary source of info is their Church and school; other groups have received their information mainly from friends and family.

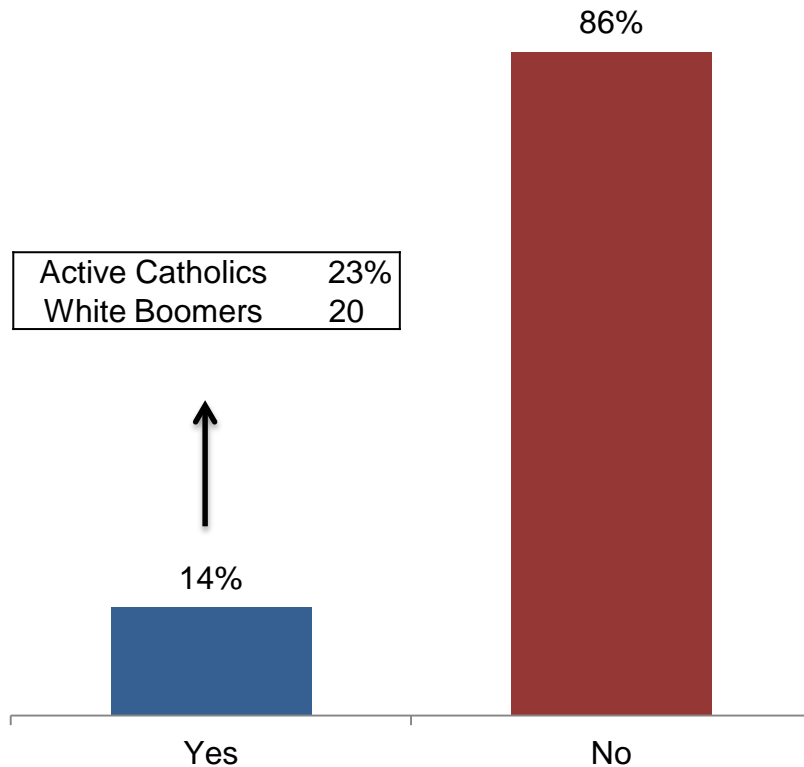
	<i>Among All Respondents</i>					<i>Among Catholics</i>	
	<u>All</u>	<u>Catholic</u>	<u>Protestant</u>	<u>Non-Christian Religious</u>	<u>Non-Religious</u>	<u>Active Catholics</u>	<u>Not Active Catholics</u>
From friends or family	46%	39%	55%	42%	38%	42%	40%
At Church	31	58	22	19	28	59	58
At school	29	49	19	21	27	55	43
Catholic Sisters themselves	22	29	18	19	22	35	20
The news media	15	4	16	24	17	3	7
Entertainment (movies, TV shows)	8	3	9	4	9	3	4
Internet (general)	2	2	1	2	4	2	2
Online news websites	1	1	0	1	3	1	2
(Other)	7	4	7	7	11	5	4
(Don't know / Refused)	2	1	3	4	1	1	1

At School:
 Non-Hispanic Catholics: 57%
 Hispanic Catholics: 31%



Of the small few who recall hearing something recently about Catholic Sisters, they are most apt to recall recently publicized issues and events.

Among All Respondents



Q46: Have you read, heard or seen anything recently about Catholic Sisters in the United States?

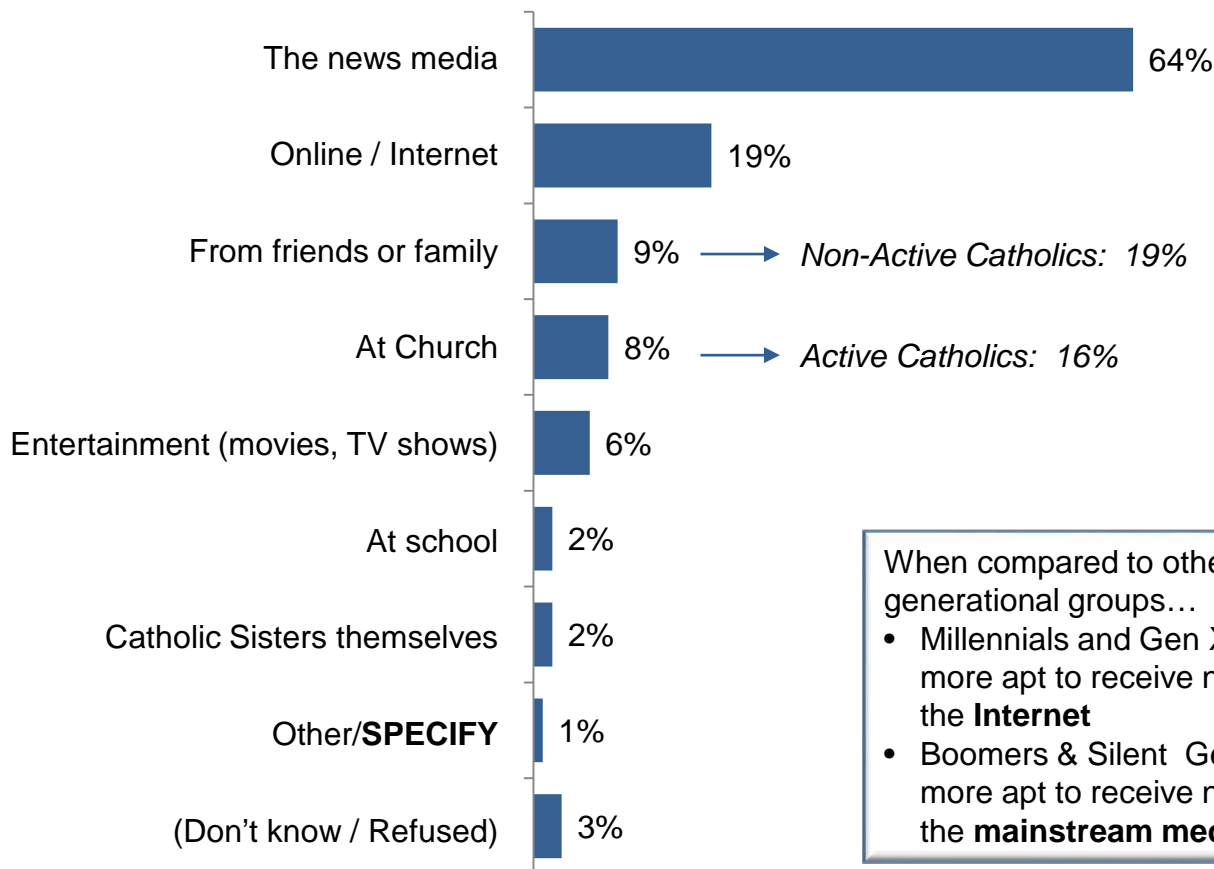
Among % who said "Yes"

Category of responses	% Responding
Social Issues (E.g., Nuns on the Bus, Obama Care, Protests)	24%
Disagreements with the Catholic Church	24
Service in the community	22
Controversy about/around the Sisterhood	13
Role of Catholic Sisters	7
Personal interactions	7
Media portrayals	4
Other	10

[IF YES TO Q46] Q47: And what specifically do you recall seeing, hearing or reading?
(RECORD VERBATIM)

The source of recent information came largely from the mainstream media or the Internet, not Church.

Among All Respondents



When compared to other generational groups...

- Millennials and Gen Xers are more apt to receive news from the **Internet**
- Boomers & Silent Gen are more apt to receive news from the **mainstream media**

Attitudes & Perceptions towards Catholic Sisters



Key Points:

Attitudes & Perceptions

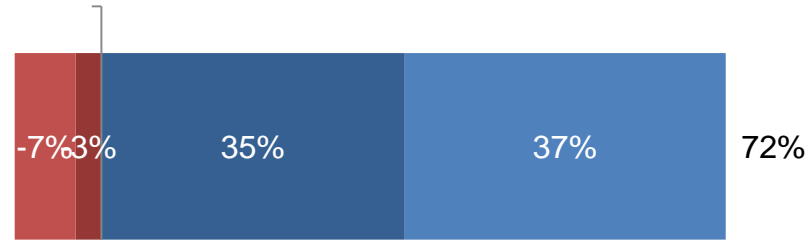
- Catholic Sisters are highly regarded by Americans today:
 - Americans are two times more likely to have “very favorable” views toward Catholic Sisters than Catholic Priests and the Catholic Church overall.
 - Catholic Sisters are also seen as highly trustworthy, achieving intensity scores similar to scientists and school teachers. In contrast, Catholic Priests are trusted by fewer Americans.
- Catholic Sisters are most closely associated with the work they do, primarily outside the Church.
- One in four Catholic women have considered religious life in the past. Women who have considered religious life were drawn most by the opportunity to help others and dedicate themselves to God.
- Women considering religious life today are most likely to receive a degree of pushback from their parents, particularly those who are white.
- The habit/traditional dress remains a powerful icon, particularly for those who are less knowledgeable about this group.

A strong majority of Americans view Catholic Sisters and Nuns favorably.

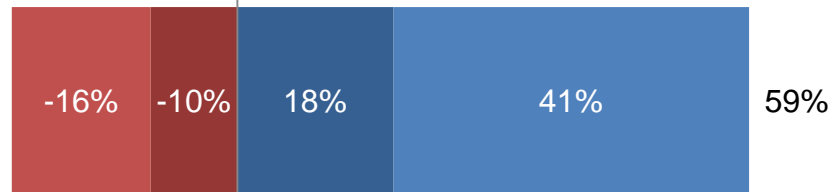
Among All Respondents

■ Somewhat unfavorable ■ Very unfavorable ■ Very favorable ■ Somewhat favorable

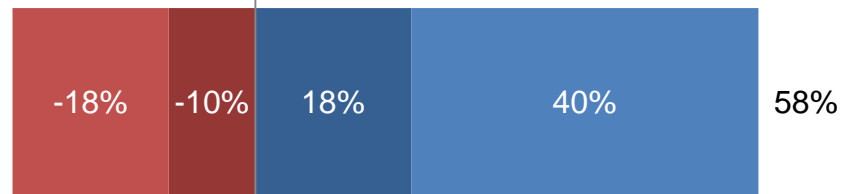
Catholic Sisters and Nuns



Catholic Priests, in general



The Catholic Church, in general

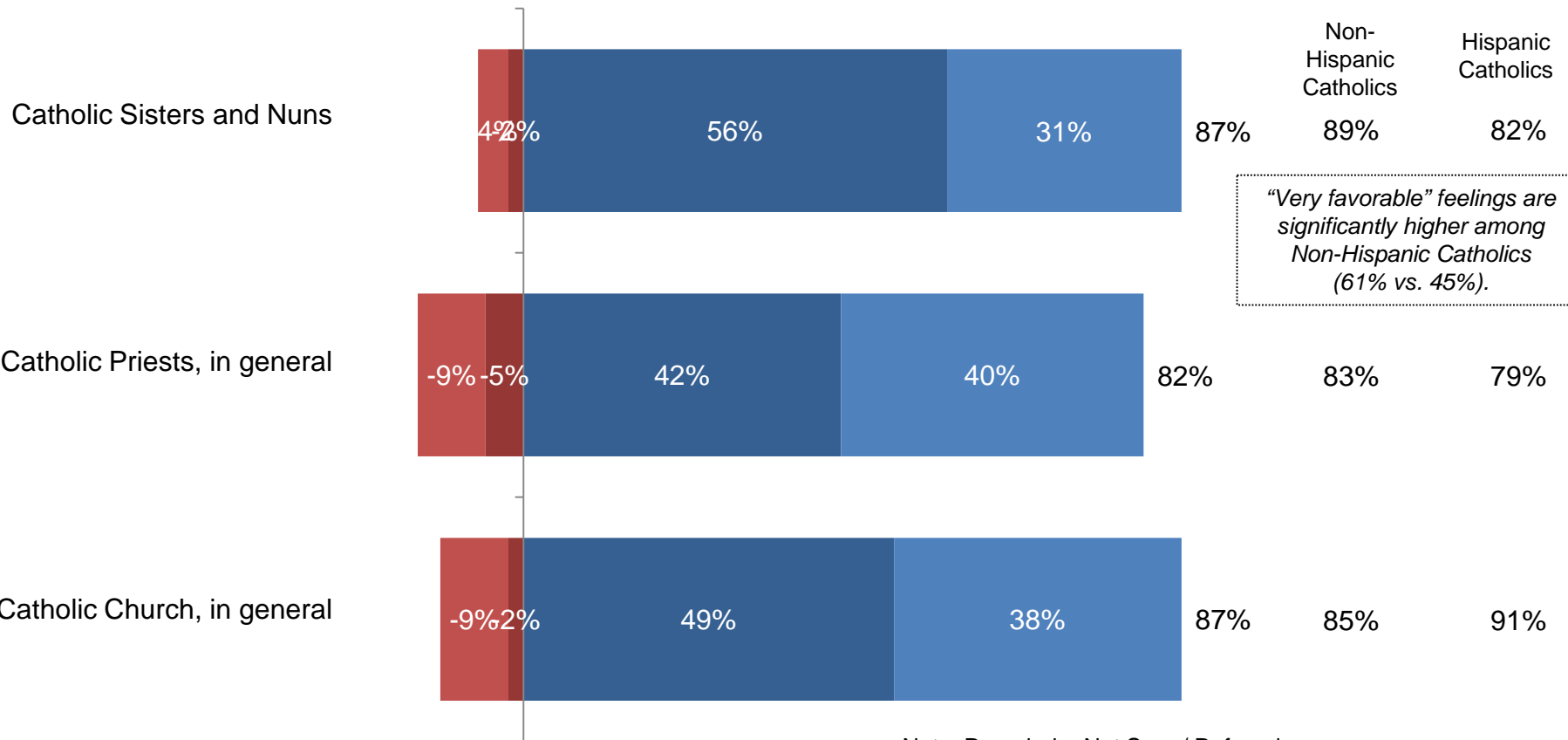


Note: Remainder Not Sure / Refused

While views among Catholics are highly favorable, intensity is strongest for Catholic Sisters.

Among Catholics

■ Somewhat unfavorable ■ Very unfavorable ■ Very favorable ■ Somewhat favorable



Note: Remainder Not Sure / Refused

Catholic Sisters are viewed positively overall regardless of religious affiliation. That said, the more knowledgeable and more familiar, the more favorable.

Among All Respondents

	<u>Very Favorable</u>	<u>Somewhat</u>	<u>Total Favorable</u>	
All	35%	37%	72%	
Catholic	56	31	87	
Protestant	32	41	73	
Non-Christian Religious	32	34	66	
Non-Religious	23	37	60	17% Don't know enough
Knowledgeable of Catholic Sisters	50	36	86	
Not Knowledgeable of Catholic Sisters	20	39	59	24% Don't know enough
Met Catholic Sister	45	38	83	
Have not met Catholic Sister	21	36	57	25% Don't know enough
Traditional Catholic	64	25	89	
Moderate Catholic	58	31	89	
Liberal Catholic	47	38	85	

Top of Mind Associations: In Their Own Words

"When I was growing up in the Catholic Church, they were people that you could turn to for anything. They really took care of us...they were people who you would look up to. And if you saw them in the stores or just on the street or whatever doing different things, you could walk up to them and they would just hug you and make you feel like you were somebody. So that motherly instinct." –Houston, Catholic Parents Focus Group

"Loyal - to commit yourself to the church and not get married or have children. It's somewhat amazing, actually. That's why we're so amazed to see what they do." –Houston, Non-Catholics Focus Group

"A gorgeous profession. A gorgeous lifestyle. And I'm very intrigued by it. I wish I knew more." – Chicago, Hispanics Focus Group

"I think what they do is great. I mean, I think just they're women that walk with their heart. Selflessly and I think it's awesome what they do." – Houston, Millennial Females Focus Group

"I think it's almost like the Amish, you know, where they use candles and not electricity." – Houston, Non-Catholics Focus Group

"I was in Catholic School when I was little and they were strict. They were mean. They used a ruler." – Houston, Catholic Parents Focus Group

"I think that they can be a role model in a lot more ways than I give them credit for." - Chicago, Catholic Focus Group

"I don't think, necessarily, that they're great people because they are nuns. I think they're nuns because they're great people." – Chicago, Hispanics Focus Group



Americans' top of mind associations with Catholic Sisters is widely positive, and centers on Catholic Sisters' vocation. Less than one in 10 responses were negative.

Among All Respondents

Vocation/Lifestyle	51%	Religious	37%
Help / help people / service / do good	19	Godly / holy people / service / do good	10
Committed / dedicated / devoted / loyal / dutiful	18	Religious / orthodox/ Bible / God	8
Education / schools	7	Celibate / chastity / pure / moral / married to the Lord	7
Charity / food banks / hospitals	4	Faith / faithful	7
Sacrifice	3	Catholic / Virgin Mary / crucifix	3
Disposition	42%	Convent / monastery / nunnery	2
Caring / compassionate / kind / loving	18	Appearance	26%
Humble / selfless / giving	9	Habit / hood / black dress / clothing	14
Honest / trust / trustworthy	6	Media portrayals	5
Good / good people	5	Mother Teresa	3
Quiet / reserved / conservative / alone / isolated	3	Older / old women	3
Peaceful	1	Penguins	1
		Negative perceptions	6%
		Stern / strict / mean	5
		Brainwashed / strange / misguided / blindly obedient	1
		Other / Nothing	16%

Americans who are "not-knowledgeable" are not more likely to have a negative impression of Catholic Sisters than those who are "knowledgeable."

Q43: When you think of Catholic Sisters and nuns, what words or images come to mind?
Any others?

Millennials associate Catholic Sisters slightly more with their religious affiliation and their appearance (namely their habits) than Americans overall.

Among All Millennials

Religious	43%	Appearance	38%
Godly / holy / pious / prayer / rosary / church	12	Habit / hood / black dress / clothing	25
Celibate / chastity / pure / moral / married to the Lord	10	Media portrayals	6
Religious / orthodox / Bible / God	8	Mother Teresa	3
Faith / faithful	7	Old / old women	3
Catholic / Virgin Mary / crucifix	3	Penguins	1
Convent / monastery / nunnery	3	Disposition	38%
Vocation/Lifestyle	39%	Caring / compassionate / kind / loving	16
Help / help people / service / do good	13	Humble / selfless / giving	7
Committed / dedicated / devoted / loyal / dutiful	12	Quiet / reserved / conservative / alone / isolated	7
Education / schools	8	Honest / trust / trustworthy	3
Charity / food banks / hospitals	5	Good / good people	3
Sacrifice	1	Peaceful	2
		Negative perceptions	8%
		Stern / strict / mean	7
		Brainwashed / strange / misguided / blindly obedient	1
		Other / Nothing	15%

Positive Associations with Catholic Sisters: In Their Own Words

"I feel honored when they are around. They are beautiful people who have given their life to God."

"Tough and fair. They give their all to the kids that they teach."

"They're very devoted. I would consider them almost holy."

"I think about women who do good deeds. Who sacrifice their lives to help others."

"When I went to private school they were always friendly, except when you were in trouble."

"I think of someone who is a teacher, someone who is a helper, someone who encourages you."



"Trustworthy and helpful."

"People willing to make a tremendous sacrifice for a cause greater than themselves."

"Putting others before themselves. Being an advocate for the sick, poor, and less fortunate."

"The image that they give is that they are married to the Lord and live a holy life."

"The first thing that comes to mind is the habits that they wear."

Negative Associations with Catholic Sisters: In Their Own Words

"Prude and self-righteous."

"I was scared of them as a child. They were mean and tough."

"Not to be trusted."

"Slapping your wrist with a ruler."

"Smacking school aged children."

"A terrible way to live."

"Boring lifestyle."

"Cannot think for themselves."

"Not reasonable, and I feel that they take their anger out on the children they teach."

"Mean old women."

"Mean and spiteful."

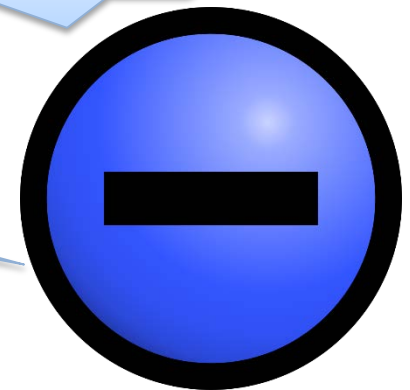
"I imagine them secluded in a convent."

"Very strict."

"Not so friendly."

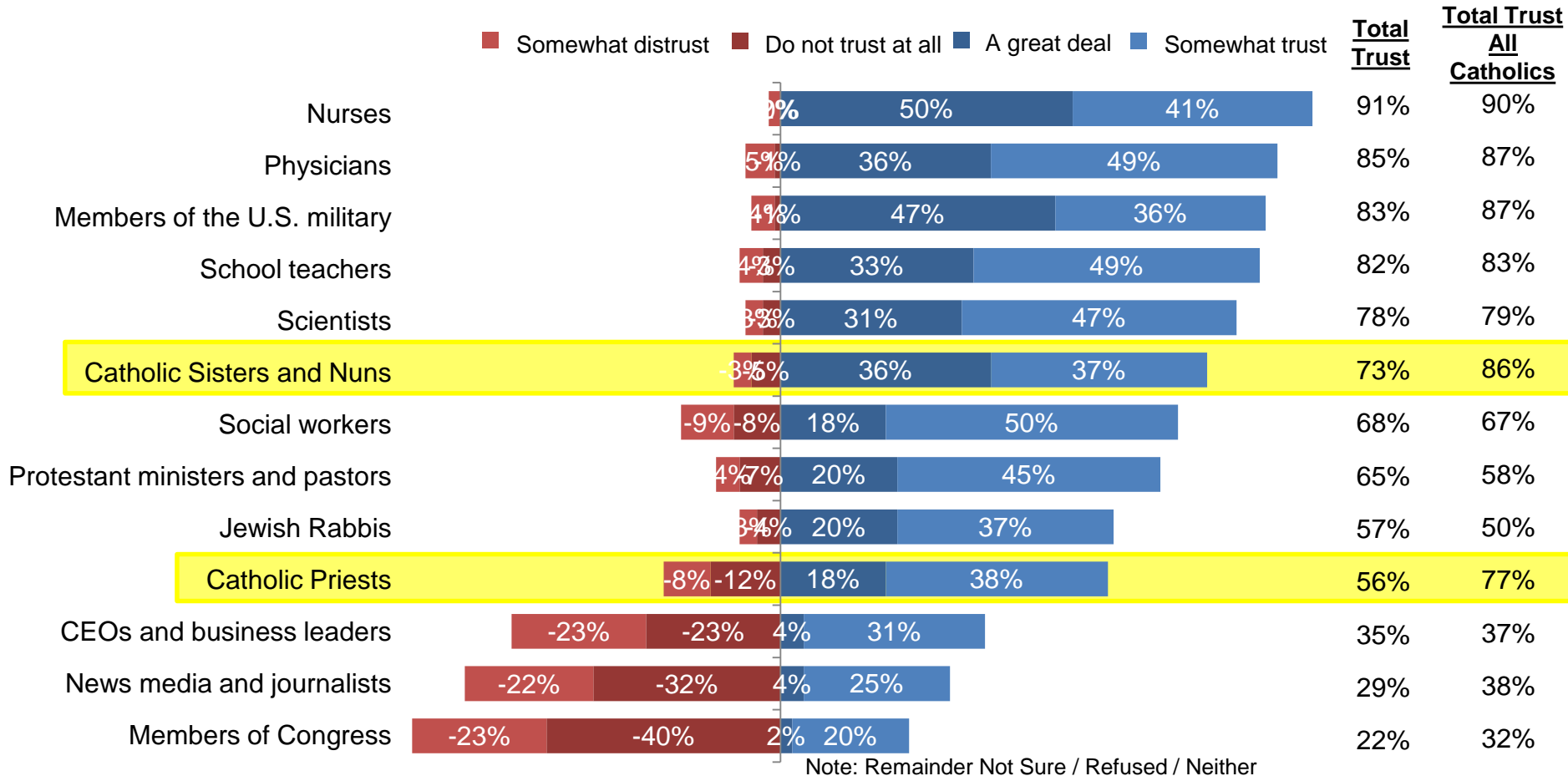
"I think they're slowly dying out."

"They were strong disciplinarians."



Catholic Sisters are trusted more than Catholic Priests by a significant margin.

Among All Respondents



[SPLIT B] Q27-39: I'm now going to read you a list of different types of people and groups of people. For each, please tell me how much you trust them overall, if at all. That is, how much would you generally trust things they say, decisions they make, etc. Here's the first one: **[INSERT ITEM]**. Do you generally trust them a great deal, somewhat trust them, neither trust nor distrust them, somewhat distrust them, or do not trust them at all.

Why Do You Trust Catholic Sisters? In Their Own Words

"It's selfless...the commitment and the commitment to follow the life of Christ and just to know God and to be able to share about love and teaching with the world." – Houston, Millennial Female group

*"The Sisters...it takes a very special person that falls higher on the trust scale if they're going to make that kind of **complete total commitment.**"* – Houston, Catholic Parents group

*"The nuns and priests- all the ones I have ever come across in my entire life...have been **very devout, faithful and just really committed to their church, their school, everything.**"* – Houston, Catholic Parents group

*"**Church leaders are trustworthy people.** I think that they do everything in the name of God, and they do it to educate people and teach, and they are also people who dedicate themselves to God. They are people of faith. They're people that I can trust in."* – Chicago, Hispanic group



"I know how I look at my pastor and my church and I have a lot of respect for him so I'd like to be able to hold them to a higher level and have a lot of trust in them [nuns and priests]..." – Houston, Non-Catholic group

*"My experiences with the nuns have all been that they're more like motherly, **watching out for me.**"* – Chicago, Religious group

*"I have seen firsthand that most Catholic nuns do **have caring hearts and the best interest of others.**"* – Houston, Non-Catholic group

*"I thought for someone to **completely devote their life to following the ways of Christ,** that's really...very trustworthy..."* – Houston, Millennial Female group

Trust levels are lower among Hispanic Catholics. That said, they are more neutral than negative when compared to Non-Hispanic Catholics.

Among Catholics

How much do you trust....

	Catholic Sisters & Nuns			Catholic Priests		
	All Catholics	Non-Hispanic Catholics	Hispanic Catholics	All Catholics	Non-Hispanic Catholics	Hispanic Catholics
Total Trust	86%	93%	75%	77%	80%	71%
Trust a great deal	51	59	36	33	36	28
			15% neither trust nor distrust			13% neither trust nor distrust
Somewhat trust	36	34	39	44	44	43
Somewhat distrust	2	2	4	7	5	9
Do not trust at all	1	0	2	7	6	8

[SPLIT B] Q27-39: I'm now going to read you a list of different types of people and groups of people. For each, please tell me how much you trust them overall, if at all. That is, how much would you generally trust things they say, decisions they make, etc. Here's the first one: [INSERT ITEM]. Do you generally trust them a great deal, somewhat trust them, neither trust nor distrust them, somewhat distrust them, or do not trust them at all. 69

Millennial Catholics trust Catholic Sisters & Nuns (and Priests) more than their older peers.

Among Catholics

How much do you trust....

	Catholic Sisters & Nuns				Catholic Priests			
	Millennials	Gen. X	Baby Boomers	Silent Gen.	Millennials	Gen. X	Baby Boomers	Silent Gen.
Total Trust	93%	86%	88%	75%	80%	75%	83%	64%
Trust a great deal	59% ★	50%	49%	42%	42% ★	27%	35%	26%
Somewhat trust	35%	35%	39%	33%	39%	48%	47%	26%
Somewhat distrust	1%	2%	4%	4%	5%	10%	3%	12%
Do not trust at all	1%	-	2%	-	6%	8%	7%	6%

[SPLIT B] Q27-39: I'm now going to read you a list of different types of people and groups of people. For each, please tell me how much you trust them overall, if at all. That is, how much would you generally trust things they say, decisions they make, etc. Here's the first one: [INSERT ITEM]. Do you generally trust them a great deal, somewhat trust them, neither trust nor distrust them, somewhat distrust them, or do not trust them at all. 70

Trust levels for both Catholic Sisters and Priests are higher among Moderate Catholics.

Among Catholics

How much do you trust....

Catholic Sisters & Nuns

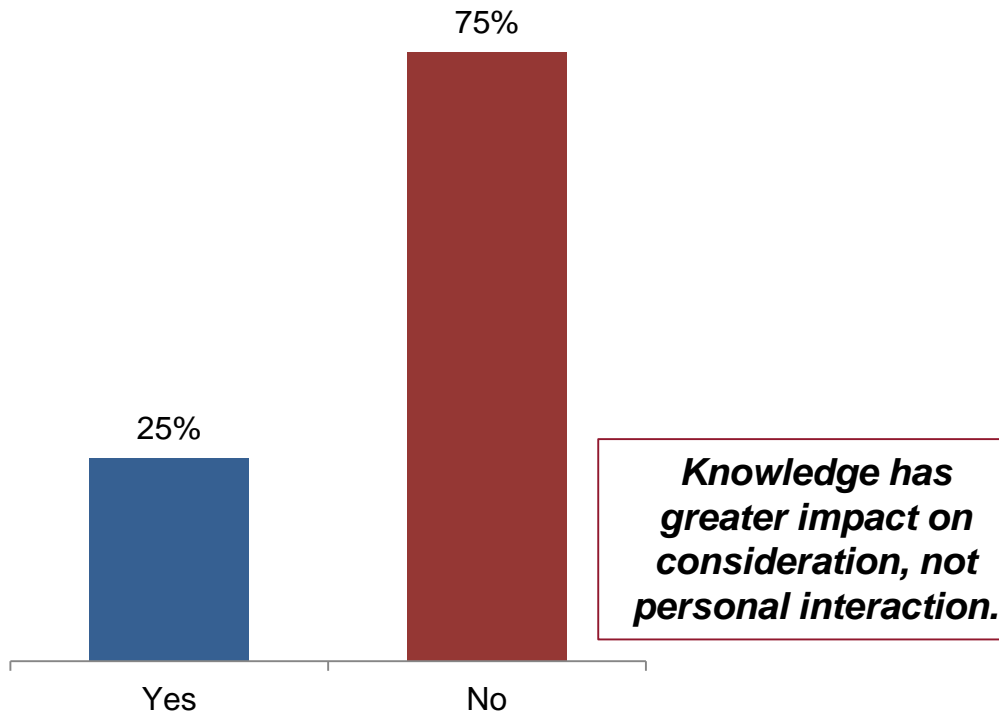
Catholic Priests

	Traditional	Moderate	Liberal	Traditional	Moderate	Liberal
Total Trust	82%	94%	85%	76%	90%	64%
Trust a great deal	51%	58%	44%	46%	30%	25%
Somewhat trust	32%	36%	41%	30%	60%	39%
Somewhat distrust	3%	1%	3%	10%	1%	8%
Do not trust at all	2%	-	1%	5%	1%	15%

[SPLIT B] Q27-39: I'm now going to read you a list of different types of people and groups of people. For each, please tell me how much you trust them overall, if at all. That is, how much would you generally trust things they say, decisions they make, etc. Here's the first one: [INSERT ITEM]. Do you generally trust them a great deal, somewhat trust them, neither trust nor distrust them, somewhat distrust them, or do not trust them at all. 71

One in four Catholic women have considered becoming a Catholic Sister at some point; older generations and traditional Catholics are more apt to have considered this.

Among Catholic Women



	<u>Yes</u>	<u>No</u>
Millennial	13%	87%
Gen X	22	78
Baby Boomers	30	70
Silent Gen	33	66
Traditional Catholic	32	68
Moderate Catholic	16	84
Liberal Catholic	25	74
Knowledgeable of Catholic Sisters	29	71
Not Knowledgeable of Catholic Sisters	16	84
Have met a Catholic Sister	24	26
Has NOT met at Catholic Sister	76	74

Those who have considered becoming a Catholic Sister did so most often for the opportunity to dedicate themselves to God. Many others were influenced by the chance to help others and/or interacting with one or more Catholic Sisters.

Among Catholic Women who have considered becoming a Catholic Sister or are currently a Catholic Sister

What specifically attracted you to the idea of becoming a Catholic Sister?

Religious	38%	Image	6%
Dedication / Serving God / Married to the Lord	29	Uniform / Habit	5
Thought I was called	9	Movies / TV Shows	1
Vocation	27%	Hardships	5%
Helping People / Serving / Teaching	24	Separate from world	3
Peace / Joy	3	Difficulties in Life	2
Interaction with Catholic Sisters	18%	Other	20%
Relationship with Nuns / Admired Nuns / Kind	15		
Sisterhood	3		
Upbringing	18%		
Went to Catholic School	12		
My family encouraged It	6		



"I just wanted to separate myself from the world and serve God as a nun in the Catholic church."

"A life given to teaching others and helping them mature into good Christian People."

"I attended Catholic School and the nuns were every nice."

"The bond that the sisters have with each other. They're very close, it's a community."

"They were women that I looked up to."

"They had so much faith and they were so kind."

The movie The Song of Bernadette and there is something attractive about being a force for good."

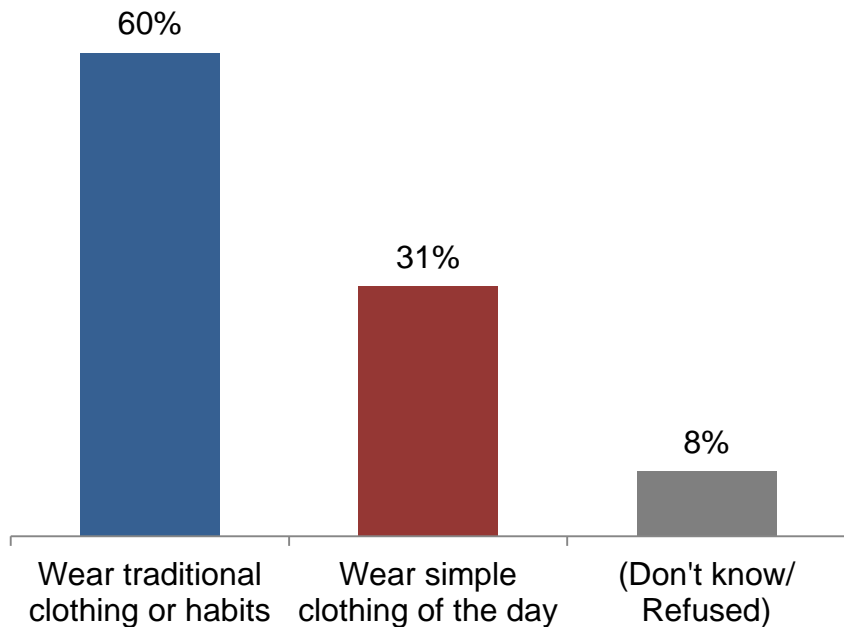
"Giving my life to God and serving others."



Hypothetically, the majority of Catholic women would want to wear habits IF they were to become a Catholic Sister today.

Among Catholic women who have considered becoming a Catholic Sister or are currently a Catholic Sister

Q54: Some Catholic Sisters [A: wear traditional clothing or habits]. Other Catholic Sisters [B: do not wear habits and instead wear simple clothing of the day]. If you became a Catholic Sister, which group would appeal most to you?



	Habits	No Habits
Non-Hispanic (n=65)	59%	30%
Hispanic (n=20)	65	35
Millennial (n=32)	58	34
Gen X (n=13)	67	22
Baby Boomers (n=47)	61	33
Silent Gen (n=25)	52	37

**Please note: Sub group differences in this table have small base sizes and should be treated as only directional in nature.*

Why? The power of the habit is two-fold: to communicate to others the commitment they've made while focusing themselves on their choice.

Among Catholic women who have considered becoming a Catholic Sister or are currently a Catholic Sister

Why they would prefer traditional clothing...

	<u>All</u>	<u>Millennials</u>	<u>Gen X</u>	<u>Baby Boomers</u>	<u>Silent Gen.</u>
Identify me as a nun	32%	32%	25%	35%	33%
Respect	25	8	26	22	39
Remind me of who I am / put me in proper frame of mind	19	11	30	13	26
Tradition	11	32	0	18	0
Don't focus on clothes / fashion	9	7	0	5	34
Shows faith	6	10	9	3	4
Comfort / easier to work	5	7	0	10	0
Modesty	4	9	9	0	5
Other	13	22	9	12	14

**Please note: Sub group differences in this table have small base sizes and should be treated as only directional in nature.*



The habit is a **powerful** symbol of the Sisterhood.

Among Catholic women who have considered becoming a Catholic Sister or are currently a Catholic Sister

Why they would prefer traditional clothing...

"I would want people to know that I am a nun."

"I feel that it has more reverence and it's the traditional style."

"Because you don't have to worry about what you're wearing."

"I think people show more respect to people who wear traditional clothing."

"It would be representative of the modesty of the lifestyle."

"It's a sign of goodness and holiness."

"So you don't focus on your clothes. You focus on your service, it reminds you that you are a nun."

"Just the complete outward expression of one's vocation. It's difficult to be vain when you have one simple outfit to wear."



Those who would prefer clothing of the day worry the habit would act as a barrier to their service to others.

Among Catholic women who have considered becoming a Catholic Sister or are currently a Catholic Sister

Why they would prefer clothing of the day...

	<u>All</u>
[Habits are] uncomfortable / difficult to work / get around	33%
Clothes don't matter / clothes don't make me a nun	12
Fit in better / not stand out	11
Better able to relate to people / more approachable / less intimidating	10
Look better	4
Other	31

"I think the habit would intimidate people and maybe not want to come up and talk to me."

"Because I would want to approach anyone and want to spread the word and not be intimidating."

"I guess in my view I would be more approachable to people."

Most who have not considered becoming a Catholic Sister recognize it as a lifestyle different from the one they want.

Among Catholic Women

Reasons why have not considered becoming a Sister...

	%
Married / have children / want to get married / want to have children / celibacy	44
Not for me / not interested	17
Did not have the calling	13
Never thought about it / never considered it	12
Dedication / commitment	7
Too restricted / isolated	4
Not Catholic / identify as another religion	3
Hard work	2
Not religious / atheist / don't believe in God	2
Nothing / No reason / Just the way I feel	1
No reason	1
Other / Not sure	12

What would draw them to considering becoming a Sister...

	%
Nothing / No reason / NA / just the way I feel	63
Divine intervention / called by God	11
Helping others	6
Major event in life / major changes in the world	5
Allowed to marry / allowed to have children	3
Need to learn more about it	2
Other / Not sure	13

"[To] help. When I see how hard they work for other people I feel like I want to be like that a little."

"I don't think there's anything, I think you have to have a special love for it, a special calling."



Initial reactions to someone's choice to discern are widely positive.

Among All Respondents

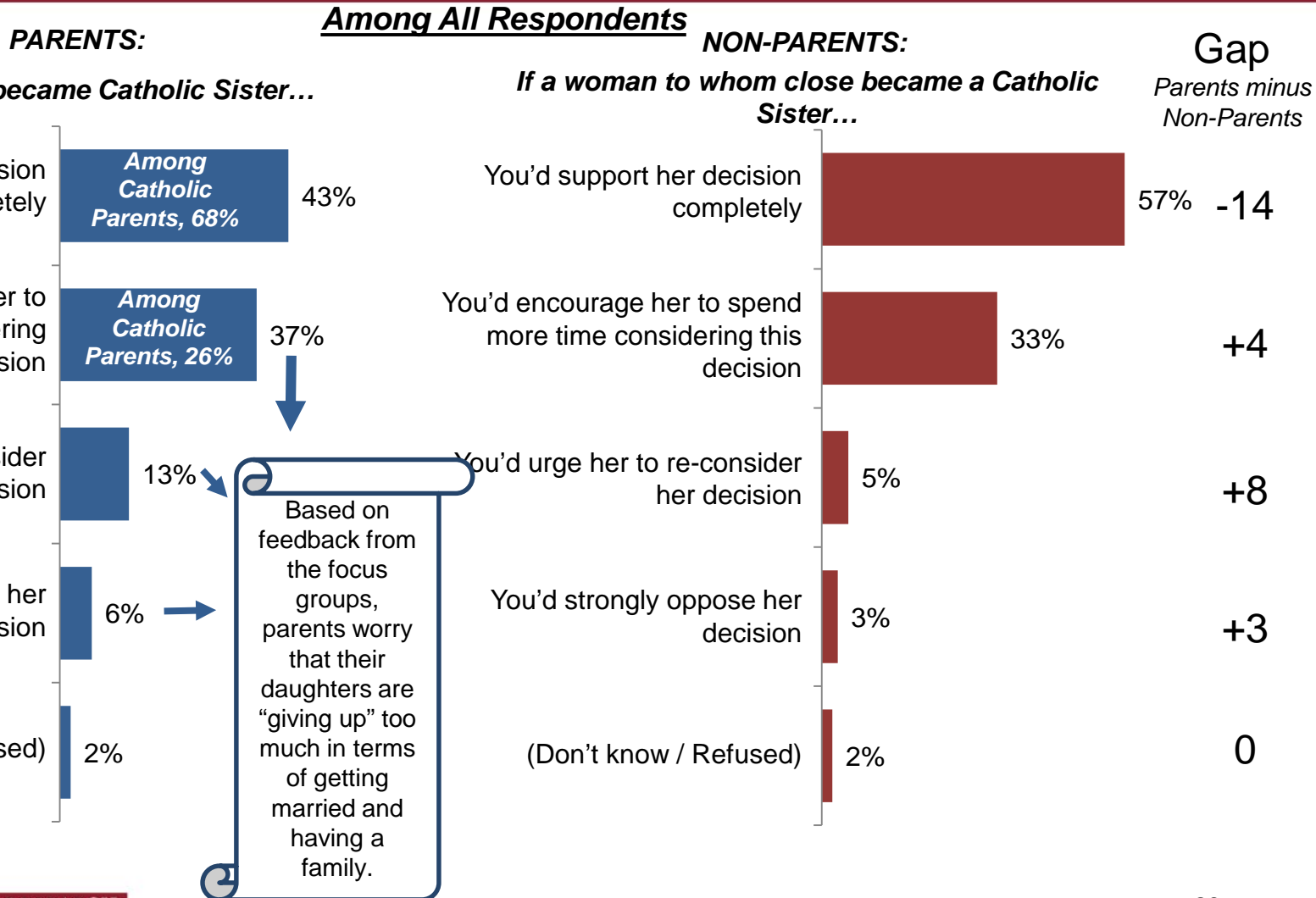
If daughter became Catholic Sister, would feel...

Proud	23%
Supportive / congratulations / good for you	21
Happy / elated / joy / happy for her	18
Amazed / shocked / surprised	16
Good / great / like it	7
Acceptance	5
Blessed / May God bless her efforts	4
Honored / admiration	4
Encourage her / go for it	3
Excited / excited for her	2
General Positive	2
Godly / living for God / doing God's will	2
Refused / No answer	7

If someone else close became a Catholic Sister, would feel...

Supportive / congratulations / good for you	38%
Happy / elated / joy / happy for her	23
Amazed / shocked / surprised	17
Encourage her to go for it	9
Proud	5
Good / great / like it	5
Godly / living for God / doing God's will	4
Excited / excited for her	4
Acceptance	3
Honored / admiration	3
Blessed / May God bless her efforts	1
General positive	1
Refused / No answer	2

Women today who consider becoming a Catholic Sister would be generally supported. That said, parents are somewhat less supportive than others.



Parental support for a woman discerning varies across different groups.

Among Parents

If daughter became Catholic Sister...

	<u>White</u>	<u>AA</u>	<u>Hisp.</u>	<u>Trad. Cath</u>	<u>Mod. Cath</u>	<u>Lib. Cath</u>	<u>Knowl.</u>	<u>Not Knowl.</u>	<u>Fav. Toward Church</u>	<u>Unfav toward Church</u>
You'd support her decision completely	40%	53%	51%	75%	68%	50%	50%	34%	52%	28%
You'd encourage her to spend more time considering this decision	40	21	29	20	27	40	35	39	36	34
You'd urge her to reconsider her decision	12	16	13	1	4	10	10	17	7	23
You'd strongly oppose her decision	7	6	4	0	1	1	4	8	3	14

Generational trends differ when considering Catholic views.

**Among All PARENTS:
If daughter became Catholic Sister...**

	<u>Mill. Men</u>	<u>Mill. Women</u>	<u>Gen X Men</u>	<u>Gen X Women</u>
You'd support her decision completely	48%	40%	46%	42%
You'd encourage her to spend more time considering this decision	28	40	41	40
You'd urge her to reconsider her decision	12	16	11	14
You'd strongly oppose her decision	8	2	2	5

Among Catholic PARENTS*:

	<u>Mill. Men</u>	<u>Mill. Women</u>	<u>Gen X Men</u>	<u>Gen X Women</u>
You'd support her decision completely	68%	48%	65%	81%
You'd encourage her to spend more time considering this decision	27	43	32	15
You'd urge her to reconsider her decision	1	9	0	3
You'd strongly oppose her decision	0	0	2	0

[IF PARENT]Q61: And if your daughter decided to become a Catholic sister, which of the following BEST describes how you'd respond to her?

**Note: Smaller base sizes*

Note: Remainder Not Sure / Refused

Americans are generally more supportive if this decision is not being made by their child.

**Among All NON-PARENTS:
If a woman to whom close became a Catholic Sister...**

	<u>White</u>	<u>AA</u>	<u>Hisp.</u>	<u>Trad. Cath</u>	<u>Mod. Cath</u>	<u>Lib. Cath</u>	<u>Knowl.</u>	<u>Not Knowl.</u>	<u>Fav. Toward Church</u>	<u>Unfav toward Church</u>
You'd support her decision completely	60%	49%	56%	75%	71%	66%	59%	55%	70%	31%
You'd encourage her to spend more time considering this decision	33	38	34	24	22	29	35	33	26	51
You'd urge her to reconsider her decision	4	4	5	0	5	5	3	7	2	12
You'd strongly oppose her decision	2	4	5	0	2	0	2	3	1	6

ANDERSON ROBBINS



The Impact of Catholic Sisters



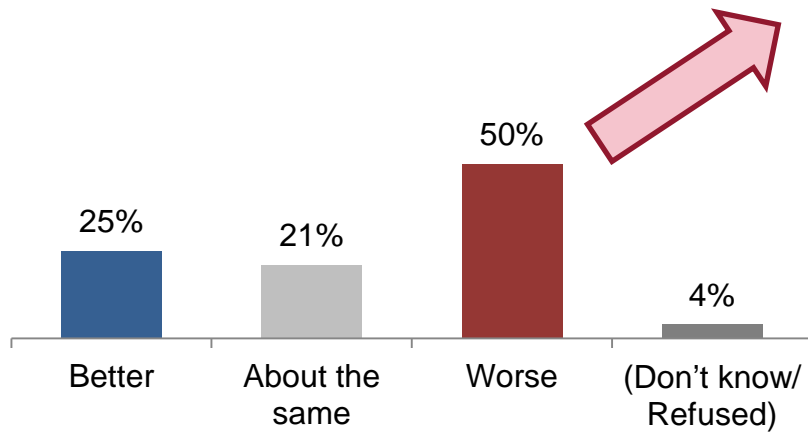
Key Points:

The Impact of (*information about*) Catholic Sisters

- While the work of Catholic Sisters is viewed as important by the vast majority of Americans, more feel it has greater impact on the Catholic community than non-Catholics.
- Positive messages about the work by Catholic Sisters increase positive opinions toward Catholic Sisters AS WELL AS the Catholic Church and Priests.
- The specific messages that do the best job increasing positive feelings across the various target segments focus on the work Catholic Sisters do for humanity (helping the poor and disadvantaged, advancing women, their role in public and private education).
- Among Catholics, messages that address their role providing spiritual counsel (to people of all religions) and describing the sense of community that exists among Catholic Sisters carry an impact across key target groups.

Half of Americans believe we are worse off than we were 20 years ago, a sentiment driven by the belief the quality of life has declined in this country.

Among All Respondents



"People don't have good jobs anymore, taxes are too high, and politician's are not responsive to the people."

"I think a lot of people are getting away from God and Christianity and morals."

"I feel that the work ethic and family values have declined."

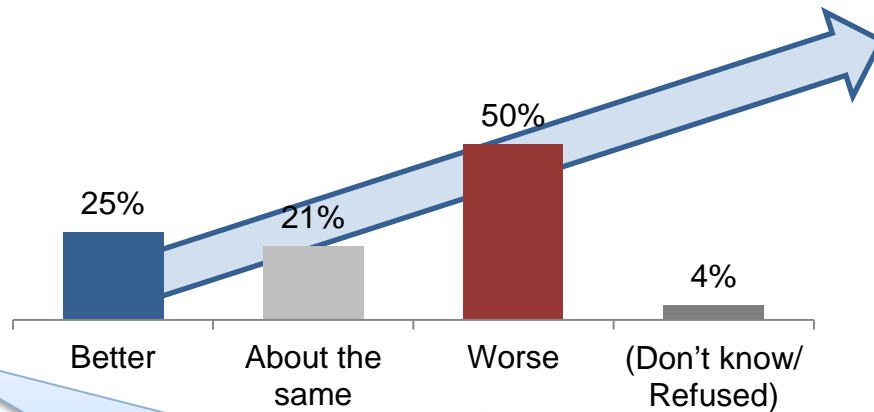
"Your dollar doesn't go as far as it used to."

Reasons for saying "Worse"	
Cost of Living / income inequality	25%
Economy worse	24
Politicians / Obama	21
Morality / Breakdown of Family	19
More crime / Violence / Drugs	14
Jobs / Employment Worse	10
Race relations worse	5
Technology/Lack of Communication	5
Healthcare Worse/Obesity	5
Debt	2
Loss of Rights	2
Other	14
Nothing/No Reason/Just the Way I Feel	5

Note: Remainder Not Sure / Refused

To the minority who feel we are better off, half credit improved technology or economic improvements.

Among All Respondents



"There are more freedoms for more people."

"Advancements in medical technology and awareness of the dangers of tobacco and alcohol usage."

"Healthcare has improved greatly."

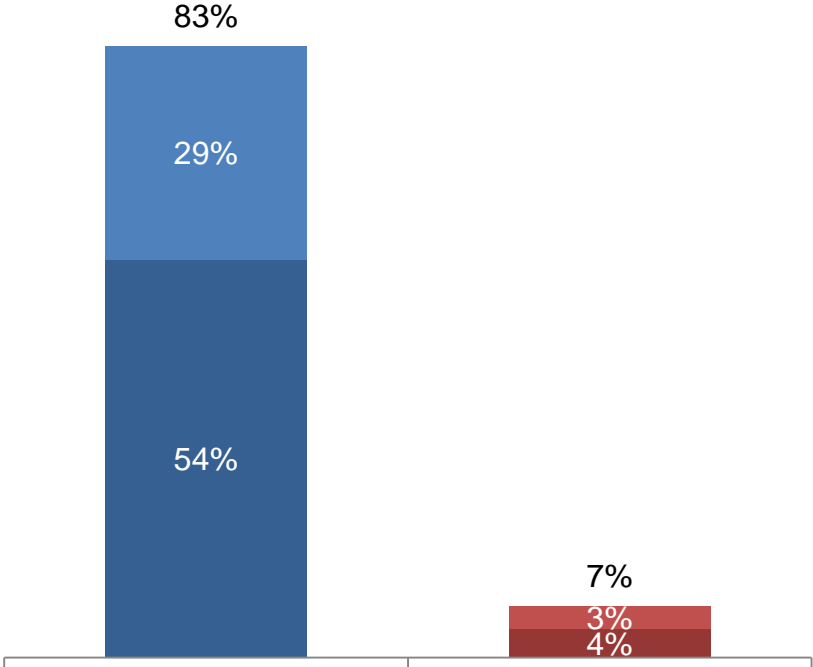
"Technology has made life easier."

Reasons for saying "Better"	
Improved Technology/Communication	33%
Economic Improvements	22
Improved medicine / healthcare	17
Improved standard of living	16
Equality	14
Improved Education	12
Improved Employment	11
Personal Experience	7
More Opportunity	6
Less Crime	2
Other	12
Nothing	5

The work of Catholic Sisters is perceived as important. Millennials are slightly less likely to view the work of Catholic Sisters as important when compared to their older peers.

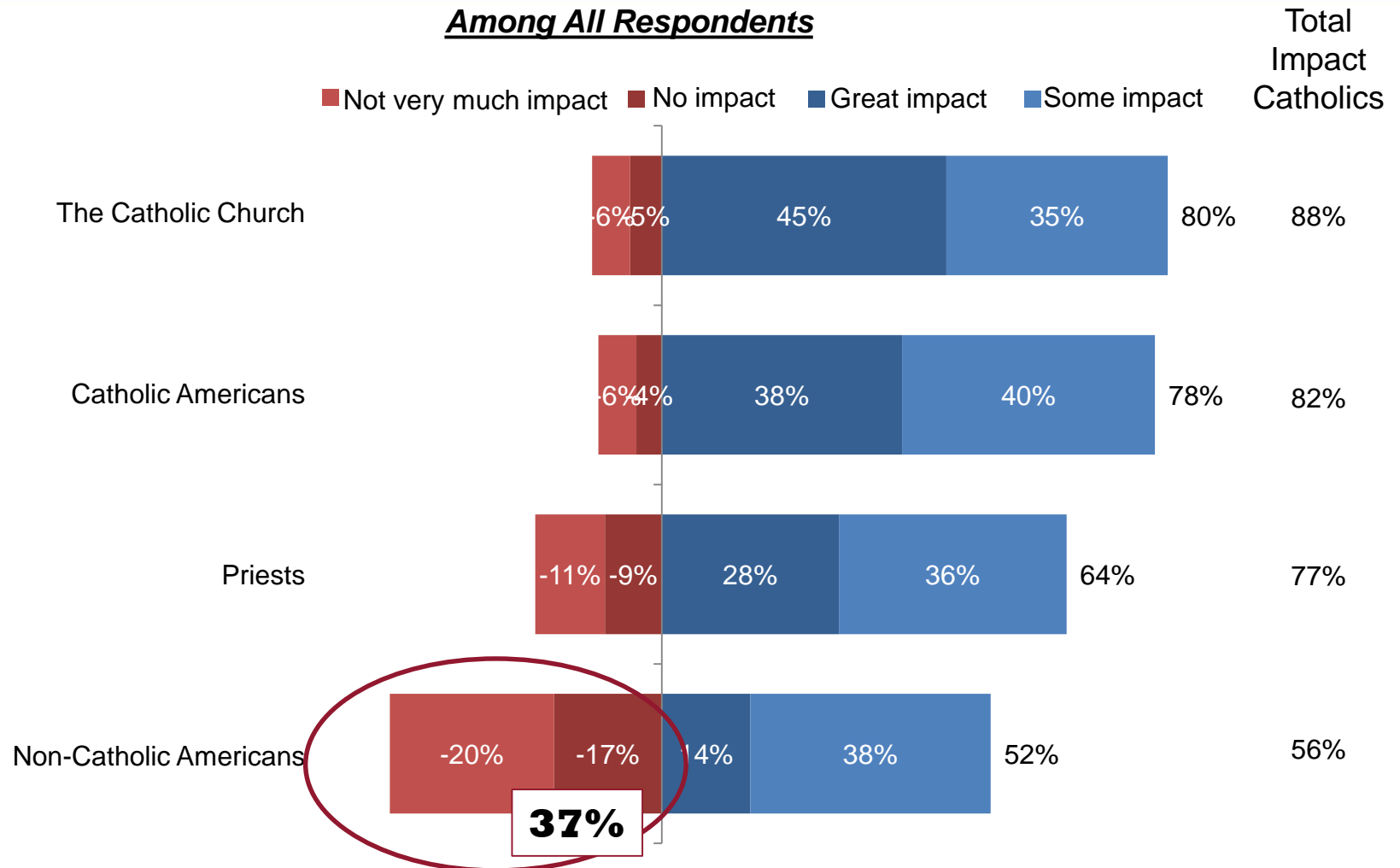
Among All Respondents

- Very important
- Somewhat important
- Not very important
- Not at all important



	<u>Important</u>	<u>Not Important</u>
Millennial	77%	11%
Gen X	84	9
Boomers	86	6
Silent Gen	82	6




While the vast majority believe the work of Catholic Sisters has a wide-impact, Americans are least likely to believe their work has impacted Non-Catholic Americans.



Note: Remainder Not Sure / Refused

The more familiar and favorable Americans are with Catholic Sisters, the more they regard their work.

Among All Respondents

	% Saying Total Impact	 Has MET CS	Has NOT Met CS	 Knowledgeable of CS	NOT Knowledgeable of CS	 Favorable toward CS	Unfavorable toward CS			
The Catholic Church	80%	83%	77%	85%	76%	87%	60%			
Catholic Americans	78	84	70	87	70	87	52			
Priests	64	67	61	71	58	70	44			
Non-Catholic Americans	52	58	-18	40	61	-20	41	59	-29	30



Messages Tested

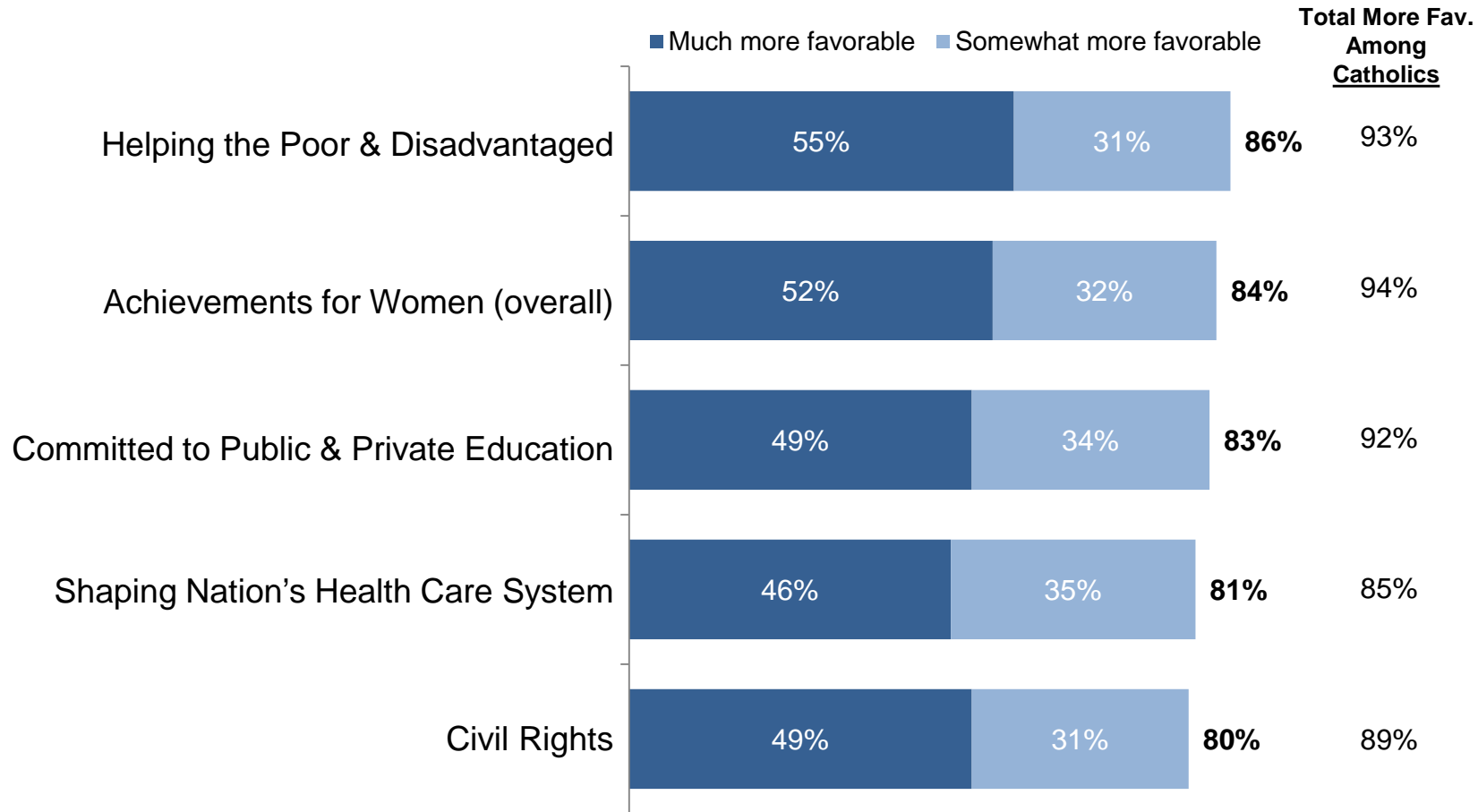
- **Committed to Public & Private Education:** Catholic Sisters are deeply committed to public and private education. They founded the first Catholic elementary school as well as the first Catholic university for African Americans, have been leaders in higher education, educated millions of American children, and created the largest network of private schools in the world.
- **Achievements for Women: [SPLIT C & D:]** Catholic Sisters have played a pioneering role in [SPLIT C: the education and advancement of women /SPLIT D: the women's movement] over the years. For example, Catholic Sisters are credited for being the first female nurses onboard a U.S. Navy Hospital ship, inventing the first life-saving incubator for premature babies and becoming the first female pharmacist.
- **Helping Poor & Disadvantaged:** Catholic Sisters are widely known for helping the poor and disadvantaged. Catholic Sisters today provide ministry and medical resources to HIV/AIDS patients, housing and care for the elderly poor, and assistance to children whose mothers are in jail.
- **Innovative Ministries:** Catholic Sisters have adapted their ministries to the modern world. Today they use the latest online technology and social media to connect and communicate with Americans of all ages.
- **Major roles in Government & Business:** Catholic Sisters have held major roles in government and business. They include presidents and CEOs of hospitals, colleges, and social service and educational agencies. They also include high profile activists who have been credited with major legislative changes in Washington, DC.
- **Providing Spiritual & Life Guidance:** Catholic Sisters work tirelessly to provide spiritual and life guidance to others, including both Catholics and non-Catholics. Catholic Sisters have long been a permanent fixture in parishes, hospitals, social agencies, and retreat centers.
- **Social Justice:** Many Catholic Sisters have committed their lives to promoting social justice. They actively advocate and lobby for peace-building, immigration reform, gender equality, healthcare access, environmental sustainability and economic justice.

- **Founders of Major Support Organizations:** Catholic Sisters have been instrumental in the founding of crucial support organizations such as Alcoholics Anonymous. Their work has had a profound impact on generations of Americans.
- **Shaping National Health Care System:** Catholic Sisters have played a major role in shaping our country's health care system by establishing best practices in nursing, co-founding major hospitals such as the Mayo Clinic, advocating for affordable healthcare coverage, and much more.
- **Sense of Community:** Catholic Sisters are part of a strong network of fellow Catholic Sisters who support and empower each other. They have a strong sense of community and join together for common goals and a shared life.
- **Lifestyle:** Like every day Americans, Catholic Sisters have their own life goals and interests. What differentiates Catholic Sisters from other people is their calling to live in community and within this context, deepen their relationship with God and others.
- **Choice of Ministry:** Religious life offers women a variety of different ways to serve God and others. Some Catholic Sisters choose to live, work and pray in the midst of mainstream society. Others choose to do so from a monastery where their work is to pray for the needs of the world.
- **Civil Rights:** Catholic Sisters played an important role in the civil rights movement. In 1965 Catholic Sisters joined Martin Luther King Jr. in Selma for the historic walk to Montgomery. Today they continue to advocate for racial justice and the rights of minorities nationwide.
- **Core Tenets of Catholic Teaching:** Though Catholic Sisters are ministering to a variety of people and missions, they remain true to the core tenets of Catholic teaching. They are committed to promoting the traditions and ethics that are central to the Catholic Church.
- **Agents of Catholic Church:** Catholic Sisters are important agents for the Catholic Church. They have played a key role advocating for the Church's core values which include maintaining a strong pro-life position and advocating for strong family values.



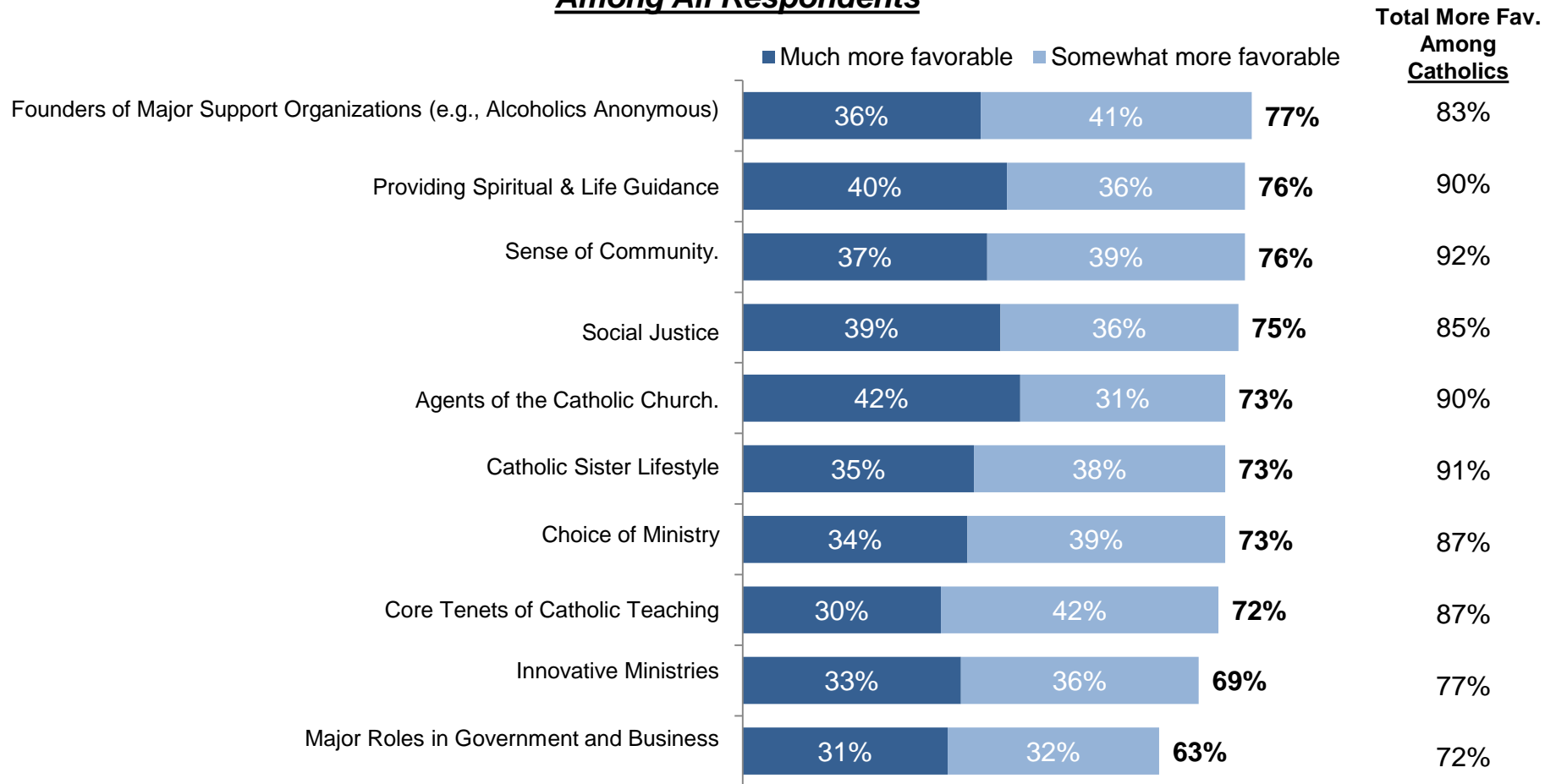
The messages that generated the most intense positive reactions toward Catholic Sisters were those which highlighted areas where they have made a tangible difference in the *future* of others.

Among All Respondents



Messages what were less impactful were those which focused on Catholic Sisters' way of life and religious work.

Among All Respondents



Top Rated Messages Overall by Audience

All Respondents

- 1. Helping the Poor & Disadvantaged**
- 2. Achievements for Women overall**
- 3. Committed to Public & Private Education**
- 3. Civil Rights**

All Catholics

- 1. Helping the Poor & Disadvantaged**
- 2. Providing Spiritual and Life Guidance**
- 3. Sense of Community**
- 4. Committed to Public & Private Education**
- 4. Achievements for Women overall**



Top Rated Messages: Among Catholics by Ideology

Traditional

1. **Sense of Community**
2. **Helping the Poor & Disadvantaged**
3. Achievements for Women overall
4. Agents of the Catholic Church

Moderate

1. Committed to Public & Private Education
2. **Helping the Poor & Disadvantaged**
3. **Providing Spiritual and Life Guidance**
4. Shaping the Nation's Healthcare System

Liberal

1. **Providing Spiritual and Life Guidance**
2. Agents of the Catholic Church
3. **Sense of Community**
4. Social Justice



Top Rated Messages: Among Catholics by Generation

Millennials

1. **Providing Spiritual and Life Guidance**
2. **Agents of the Catholic Church**
3. Founders of Major Support Organizations
4. **Helping the Poor & Disadvantaged**
4. Civil Rights

Gen X

1. **Helping the Poor & Disadvantaged**
2. Sense of Community
3. **Providing Spiritual and Life Guidance**
4. **Committed to Public & Private Education**

Boomer

1. **Committed to Public & Private Education**
2. Achievements for Women overall
2. **Agents of the Catholic Church**
3. **Helping the Poor & Disadvantaged**

Silent

1. Shaping the Nation's Healthcare System
2. **Committed to Public & Private Education**
3. Social Justice
4. Catholic Sister Lifestyle



Among Catholics, messages about Catholic Sisters lifestyle and role in the Church tested particularly well.

% Saying “Much More Favorable” toward Catholic Sisters

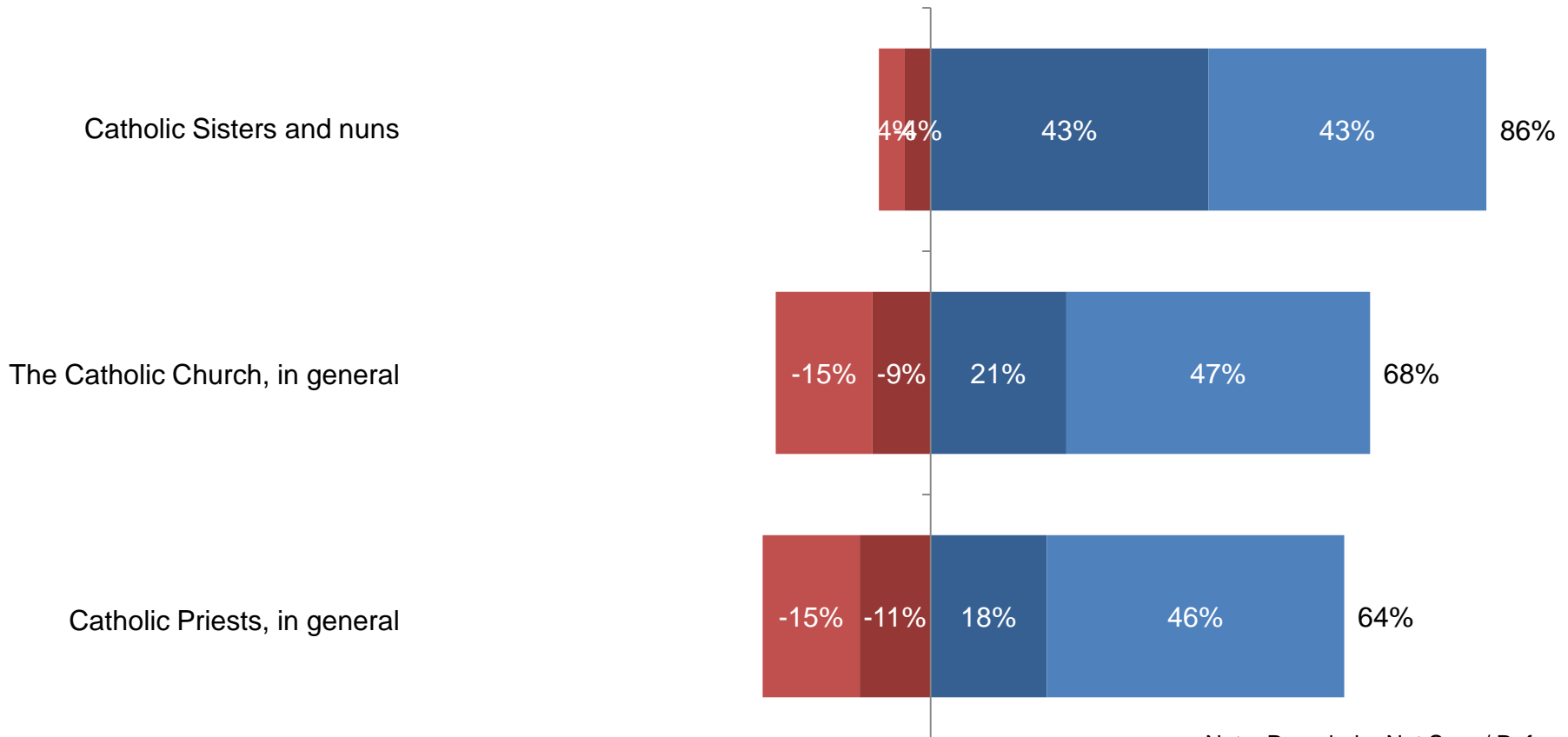
Among Catholics Only

Overall Rank	Rank among Catholics		Active Catholic	Non-Active Catholic	Attends Church Weekly	Attends Church Occasionally	Attends Church (Almost) Never	Non-Hispanic	Hispanic
1	1	Helping the Poor & Disadvantaged	80%	48%	81%	62%	42%	69%	69%
2	4	Achievements for Women (overall)	76	61	73	60	49	68	58
3	4	Committed to Public & Private Education	81	48	74	55	56	65	67
3	7	Civil Rights	68	39	66	55	41	54	66
4	6	Shaping the Nation’s Health Care System	66	42	65	68	30	63	51
5	5	Agents of the Catholic Church	75	43	60	66	65	59	69
6	2	Providing Spiritual & Life Guidance	77	54	65	72	65	69	64
7	11	Social Justice	63	39	60	48	26	46	58
8	3	Sense of Community	71	51	67	67	65	65	68
9	9	Founders of Major Support Organizations	59	42	58	52	33	55	44
10	8	Catholic Sister Lifestyle	64	43	63	55	44	55	61
11	13	Choice of Ministry	64	31	56	48	34	49	52
12	12	Innovative Ministries	50	38	42	57	35	46	47
13	14	Major Roles in Government & Business	51	35	42	44	33	47	33
14	10	Core Tenets of Catholic Teaching	67	26	64	41	28	48	9758

The vast majority of opinions toward Catholic Sisters, the Church and Priests are positive after hearing the messages.

Among All Respondents

■ Somewhat unfavorable ■ Very unfavorable ■ Very favorable ■ Somewhat favorable

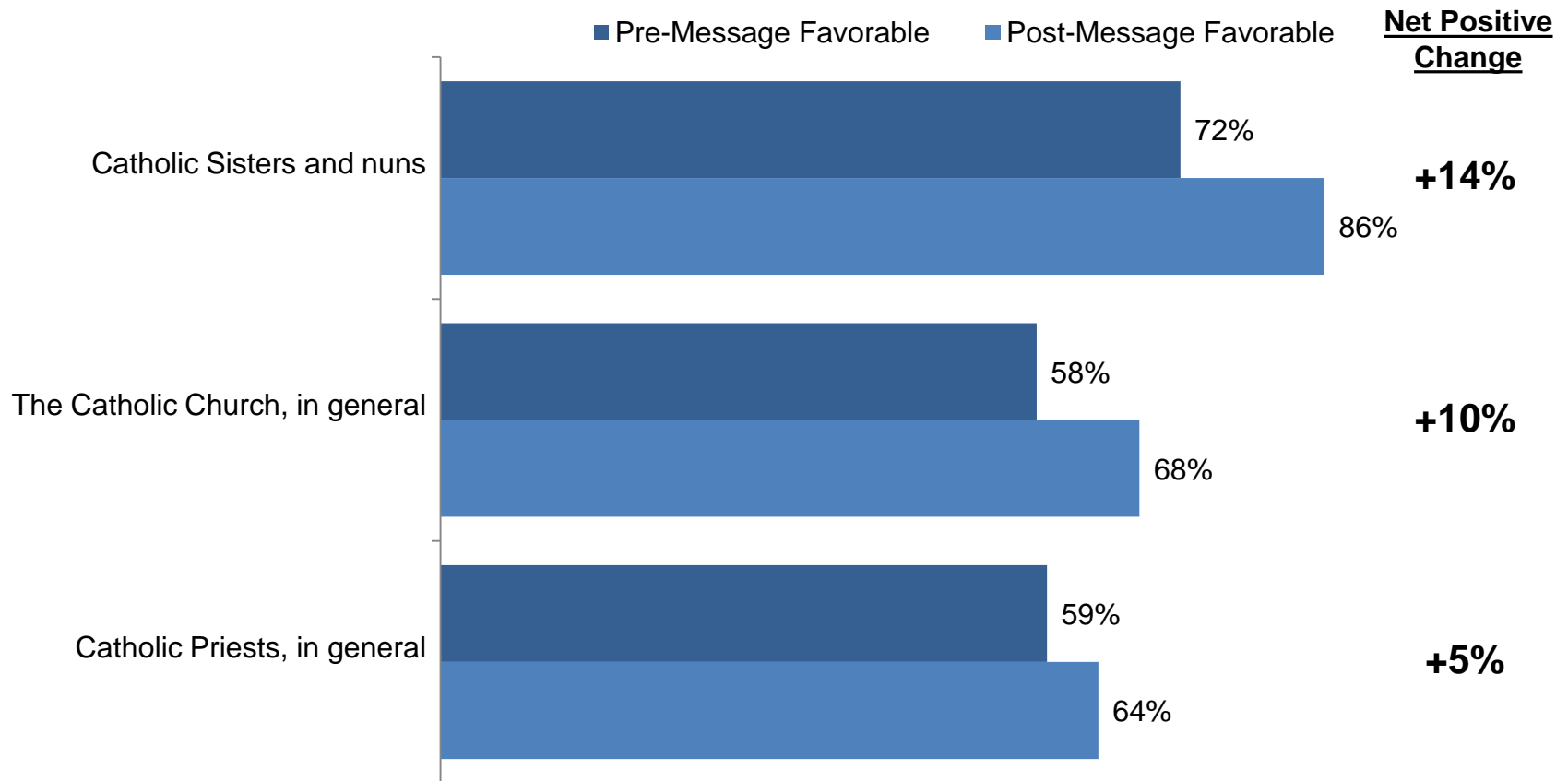


Note: Remainder Not Sure / Refused



The research also suggests that opinions of ALL three groups improved after hearing specific messages about Catholic Sisters.

Among All Respondents



Q87-89: Sometimes during surveys like this people change their minds based on the information discussed. So I'd like to ask you again about your views towards a few different groups or people. For each one I list, please tell me whether your views towards them are very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable.



Information about Catholic Sisters is particularly impactful among Hispanic Catholics.

*Changes in Favorability toward Catholic Sisters
Among Catholics*

	All Catholics		Non-Hispanic Catholics		Hispanic Catholics	
	Pre	Post	Pre	Post	Pre	Post
Very favorable	56%	67%	61%	69%	45% → 64%	
Somewhat favorable	31	29	28	28	37	31
Total	87	96	89	97	82	95
		+9		+8		+13

Q87-89: Sometimes during surveys like this people change their minds based on the information discussed. So I'd like to ask you again about your views towards a few different groups or people. For each one I list, please tell me whether your views towards them are very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable.

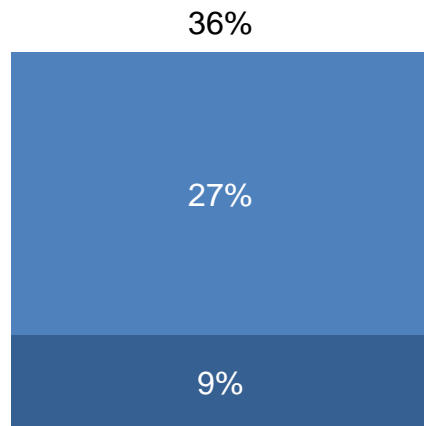
Information about Catholic Sisters is powerful.




Among All Respondents




	% who switched to favorable toward Catholic Sisters
Total	14%
<i>Never met a Catholic Sister</i>	25
<i>Not knowledgeable of Catholic Sisters</i>	24
<i>Unfavorable toward Catholic Church</i>	22
<i>Non-Religious</i>	22
<i>Millennials</i>	21
<i>Those who feel organized religious is negative force</i>	20
<i>Catholics who (almost) never attend church</i>	20

A third of all Americans are interested in learning more about Catholic Sisters. Interest appears highest among Catholics as well as young women generally.

Among All Respondents

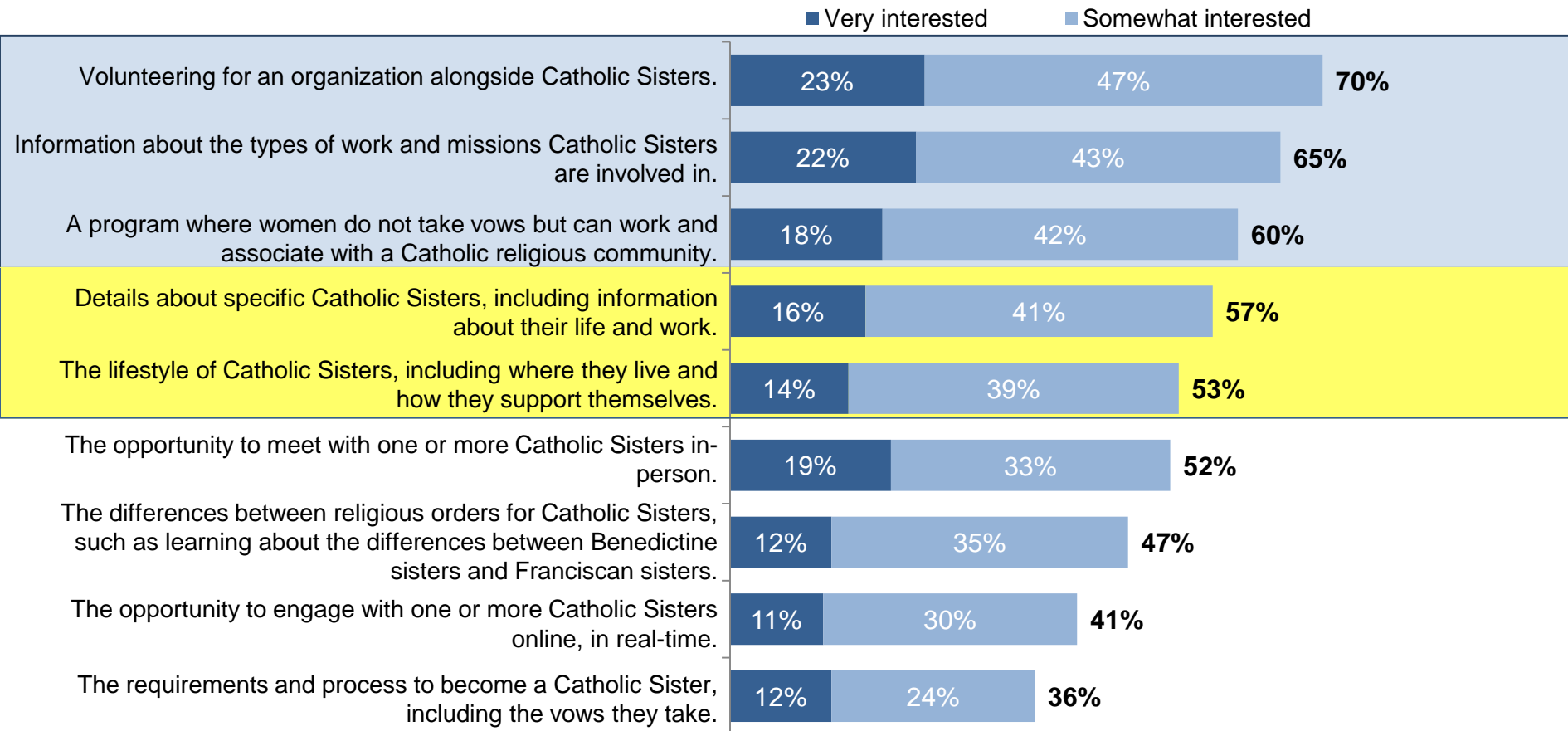


Among All Respondents	% Total Interested
Men	34%
Women	38
Mill. Men	31 
Mill. Women	43 
Gen X Men	34
Gen X Women	46 
Boomer Men	30
Boomer Women	36
Silent Men	41
Silent Women	32

Among All Catholics	% Total Interested
All Catholics	56%
Active Catholics	65% 
Not Active Catholics	38%
Traditional Catholics	65% 
Moderate Catholics	58% 
Liberal Catholics	41%
Non-Hispanic Catholics	52%
Hispanic Catholics	65%

Americans are most interested in volunteering alongside Catholic Sisters and learning more about their vocations.

Among All Respondents



Interest in the opportunity to volunteer is highest among non-Caucasians and Gen X. Hispanics who are interested also want more details about Catholic Sisters way of life and life style.

Among All Respondents

% Total Interest (very or somewhat)

	<u>Total</u>	<u>White</u>	<u>AA</u>	<u>Hisp.</u>	<u>Mill.</u>	<u>GenX</u>	<u>Boom</u>	<u>Silent</u>
Volunteering for an organization alongside Catholic Sisters.	70%	66%	85%	79%	67%	81%	61%	57%
Information about the types of work and missions Catholic Sisters are involved in.	65	59	74	76	59	64	75	63
A program where women do not take vows but can work and associate with a Catholic religious community.	60	55	81	65	61	69	51	57
Details about specific Catholic Sisters, including information about their life and work.	57	51	60	70	50	59	61	60
The lifestyle of Catholic Sisters, including where they live and how they support themselves.	53	50	48	70	57	49	57	66
The opportunity to meet with one or more Catholic Sisters in-person.	52	44	67	68	46	47	56	55
The differences between religious orders for Catholic Sisters, such as learning about the differences between Benedictine sisters and Franciscan sisters.	47	42	58	56	44	55	43	39
The opportunity to engage with one or more Catholic Sisters online, in real-time.	41	37	48	60	39	46	43	35
The requirements and process to become a Catholic Sister, including the vows they take.	36	29	37	54	43	38	33	36

Women and men alike are interested in volunteering and accessing additional information about Catholic Sisters.

Among All Respondents

	<u>Total</u>	<u>Mill. Men</u>	<u>Mill. Women</u>	<u>Gen X Men</u>	<u>Gen X Women</u>	<u>Boomer Men</u>	<u>Boomer Women</u>	<u>Silent Men</u>	<u>Silent Women</u>
Volunteering for an organization alongside Catholic Sisters.	70%	60%	73%	77%	85%	55%	65%	48%	70%
Information about the types of work and missions Catholic Sisters are involved in.	65	54	64	59	68	80	72	69	50
A program where women do not take vows but can work and associate with a Catholic religious community.	60	58	63	68	69	58	48	53	63
Details about specific Catholic Sisters, including information about their life and work.	57	42	57	52	66	61	60	61	58
The lifestyle of Catholic Sisters, including where they live and how they support themselves.	53	54	60	48	49	59	55	61	76
The opportunity to meet with one or more Catholic Sisters in-person.	52	42	50	35	59	62	50	56	53
The differences between religious orders for Catholic Sisters, such as learning about the differences between Benedictine sisters and Franciscan sisters.	47	42	46	70	39	46	41	39	40
The opportunity to engage with one or more Catholic Sisters online, in real-time.	41	34	44	51	40	42	43	30	42
The requirements and process to become a Catholic Sister, including the vows they take.	36	46	39	38	38	43	25	36	36

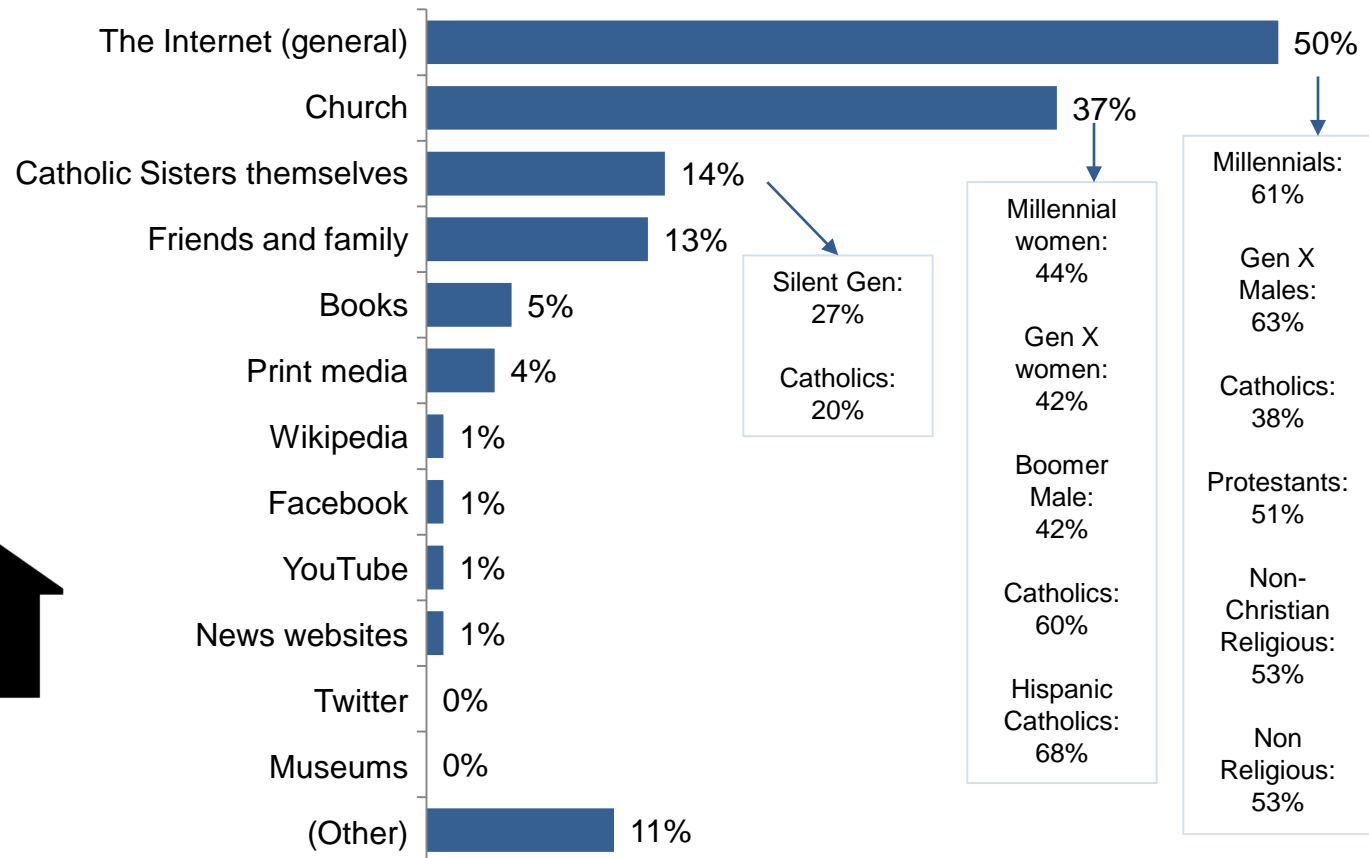
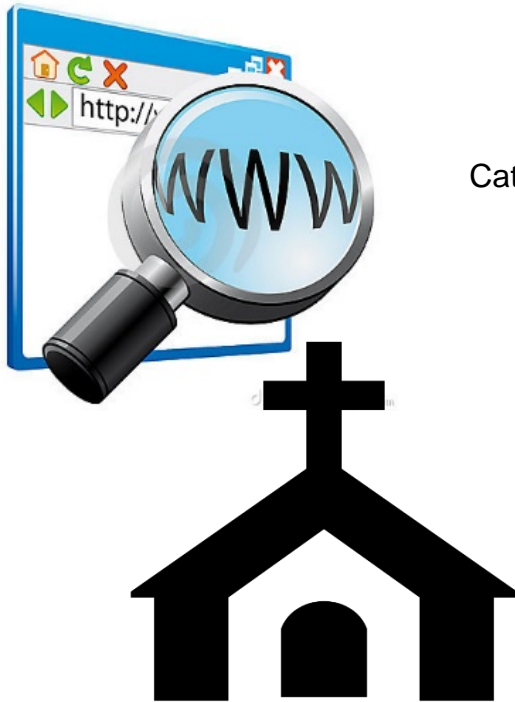
Catholics are slightly more interested in accessing additional information than volunteering, especially Traditional Catholics and Active Catholics.

Among All Catholics

	<u>All Catholics</u>	<u>Traditional Catholics</u>	<u>Moderate Catholic</u>	<u>Liberal Catholic</u>	<u>Active Catholics</u>	<u>Non-Active Catholics</u>	<u>Hispanic Catholics</u>
Information about the types of work and missions Catholic Sisters are involved in.	76%	81%	71%	66%	83%	61%	85
Volunteering for an organization alongside Catholic Sisters.	73	73	71	74	74	61	76
A program where women do not take vows but can work and associate with a Catholic religious community.	73	77	65	74	74	68	77
Details about specific Catholic Sisters, including information about their life and work.	69	80	64	50	79	59	83
The opportunity to meet with one or more Catholic Sisters in-person.	69	75	66	59	75	61	75
The lifestyle of Catholic Sisters, including where they live and how they support themselves.	65	76	55	53	73	56	76
The differences between religious orders for Catholic Sisters, such as learning about the differences between Benedictine sisters and Franciscan sisters.	58	64	58	55	65	44	63
The opportunity to engage with one or more Catholic Sisters online, in real-time.	52	52	54	52	53	40	59
The requirements and process to become a Catholic Sister, including the vows they take.	51	68	34	36	61	34	59

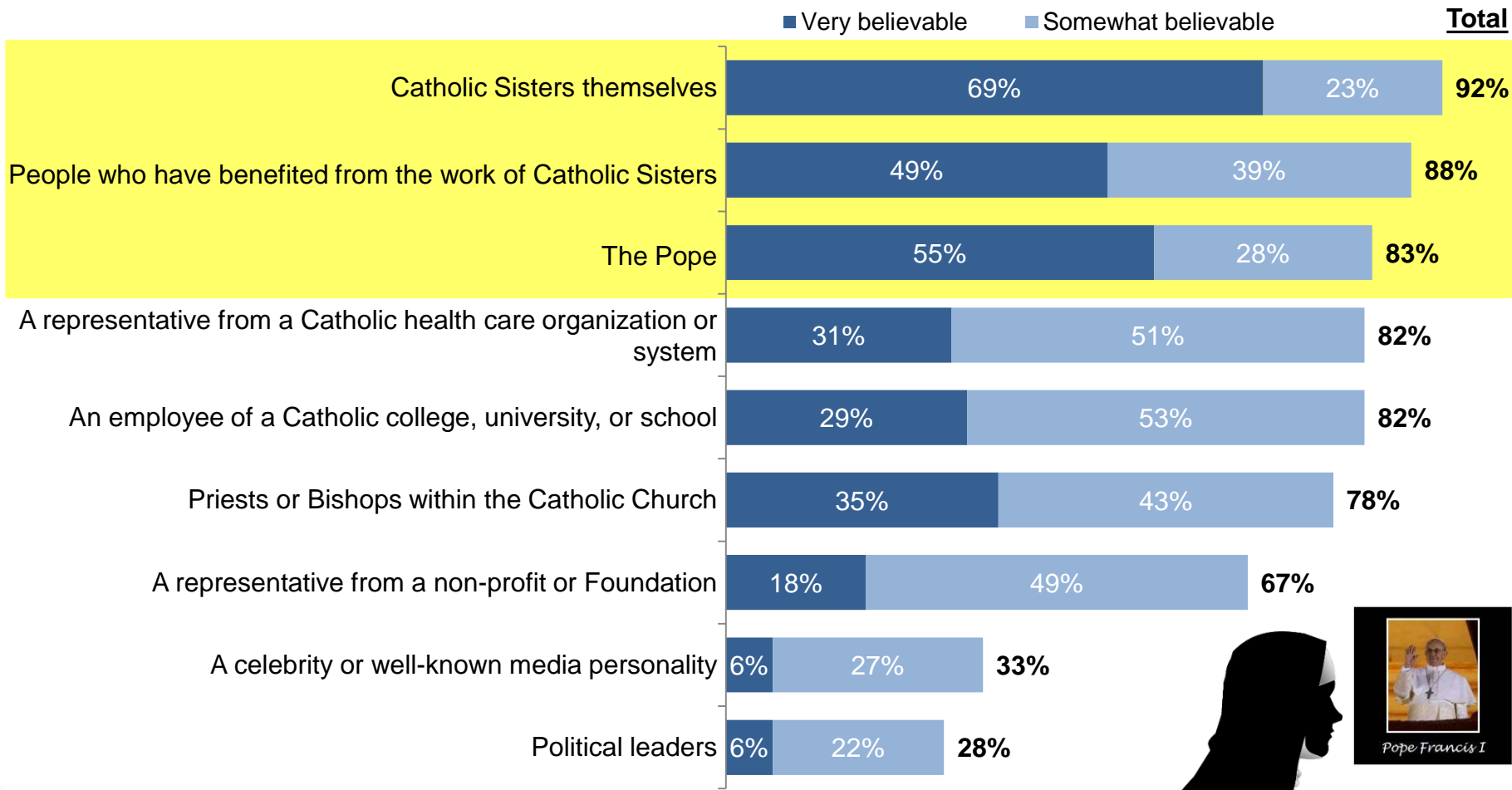
Americans will turn to the Internet first, then their Church for more information about Catholic Sisters.

Among All Respondents



Catholic Sisters are viewed as the most credible spokespeople for their brand. People who have benefited from the work of Catholic Sisters and the Pope fall into second place.

Among All Respondents



Across all religious groups, Catholic Sisters and the people who have benefited from their work are seen as the most credible groups to advocate for Catholic Sisters.

Among All Respondents

	<u>Total Believable</u>	<u>Catholic</u>	<u>Protestant</u>	<u>Non-Christian Religious</u>	<u>Non-Religious</u>
Catholic Sisters themselves	92%	97%	92%	83%	95%
People who have benefited from the work of Catholic Sisters	88	92	89	91	81
The Pope	83	95	78	80	81
A representative from a Catholic health care organization or system	82	90	86	82	66
An employee of a Catholic college, university, or school	82	87	84	72	75
Priests or Bishops within the Catholic Church	78	91	79	65	71
A representative from a non-profit or Foundation	67	72	65	60	73
A celebrity or well-known media personality	33	39	33	35	24
Political Leaders	28	25	26	33	34



The same holds true across the different generations among Catholics.

Among All Catholics

	<u>Total Believable</u>	<u>Millennial</u>	<u>Gen X</u>	<u>Boomer</u>	<u>Silent</u>	<u>Non-Hispanic</u>	<u>Hispanic</u>
Catholic Sisters themselves	92%	100%	98%	95%	99%	99%*	94%
People who have benefited from the work of Catholic Sisters	88	93	91	96	86	94	89
The Pope	83	98	98	98	80	95	93*
A representative from a Catholic health care organization or system	82	93	96	88	79	93	84
An employee of a Catholic college, university, or school	82	91	93	83	82	90	82
Priests or Bishops within the Catholic Church	78	95	94	87	90	92	90
A representative from a non-profit or Foundation	67	78	79	71	55	72	74
A celebrity or well-known media personality	33	29	47	43	35	34	49
Political Leaders	28	25	32	25	15	25	25

Conclusions & Implications



Conclusions

- This research suggests that Catholic Sisters in the United States are well-positioned to elevate the image of women religious nationally.
- More specifically, Catholic Sisters, as a group, possess the foundational requirements to develop a strong brand:
 - Attitudes and perceptions are largely positive;
 - They are trustworthy;
 - They have a distinct story to tell – one that generates interest and strong positive feelings across generations, gender and religions.
- The research also suggests that efforts to increase the profile of Catholic Sisters, if successful, may also positively impact views toward the Catholic Church (and to some extent, Catholic Priests).

Conclusions

- The greatest challenges for Catholic Sisters are:
 1. Catholic Sisters have *quietly* blended into society post-Vatican II.
 2. The dearth of information about the work and lifestyle of Catholic Sisters has fueled misperceptions and inaccuracies nationally (and across generations).
 3. To the extent information is being shared, it is being driven by the news media or the Church, not Catholic Sisters themselves.
- In the immediate term, information about Catholic Sisters' work for humanity outside the Church and their strong sense of community will do the best job generating interest in and excitement across a broad range of target groups.

Implications

- Building upon the momentum of Pope Francis' visit to the United States, this country is primed for Catholic Sisters to bridge the existing information (and perception) gaps and drive the dialogue about Catholic Sisters.
- Aside from traditional Catholics (Catholic Sisters' support base) the three groups that represent the greatest opportunity for elevating the profile of Catholic Sisters includes:
 1. Moderate Catholics—Currently view organized religion and Catholic Sisters more positively than other Catholics but less apt to attend Church; have a strong interest in learning more about Catholic Sisters;
 2. Younger women—Demonstrate a strong interest in interacting with Catholic Sisters;
 3. Hispanic Catholics—Least knowledgeable, yet highly interested.
- There may also be a need to create a visual identity that embodies who Catholic Sisters are today and what they stand for.

Implications: Communications & Media Outreach

- In the short-term, a communications plan should be developed for the release of the data. This could include:
 - Disseminating infographics, animations, blog posts, Op-Ed/thought piece from the Conrad N. Hilton Foundation;
 - Developing a tiered, targeted list of media to pitch; and,
 - Conduct a media tour for TV, radio, influential digital press.
- Media train spokespeople for talking about the results, which could include Sister Rosemarie, members of the Advisory Board and others.
- Create a “BIG idea” for reaching and engaging female Millennials
 - Must be unique, attention-grabbing and authentic.
 - For example: A "Sisters to Sisters" Campaign. This initiative could include the development of a new website, blog, Facebook initiative connecting Catholic Sisters with young college women who do charitable work for their sororities.

Implications: Customized Target Outreach

- It is important to keep in mind that not all target audiences are created equal:
 - Build and enhance support among Catholics, particularly those with traditional views:
 - Emphasize information about their work for humanity (the poor & disadvantage) and their strong sense of community.
 - Make it easier for Catholics to lend support (financial, spiritual and resources).
 - Engage moderate Catholics:
 - Generate interest with information about Catholic Sisters work in education and for humanity (the poor and disadvantaged).
 - Showcase the role they play providing spiritual guidance.
 - Develop opportunities for these individuals to interact with Catholic Sisters.
 - Inspire Millennial women:
 - Provide them with authentic experiences to interact with and work alongside Catholic Sisters.
 - Capture attention with information about what Catholic Sisters stand for, and how they've made their mark (e.g., Founders of Major Organizations, Civil Rights trailblazers).

Next Steps for Consideration

1. The Conrad N. Hilton Foundation should consider engaging a full-service communications team to develop a multi-dimensional communications strategy based on research insights.
2. Conduct attitudinal research globally (in key markets/countries) to develop foundation for developing a unified global brand for Catholic Sisters.



Demographic Profiles



Profile of the Sample: All Respondents

	<u>All</u>
Male	49%
Female	51
Kids	71
No kids	29
Liberal	39
Moderate	9
Conservative	45
Democrat	36
Republican	28
Independent	25
Registered voter	86
Not registered	13
High school or less	24
Some college/Vocational/Tech.	30
College graduate	24
Graduate degree	21

	<u>All</u>
Married	56%
Not married	43
Employed full-time	48
Employed part-time	11
Full time-student	6
Unemployed	6
Stay-at-home parent	6
Retired	22
>\$30K	18
\$30K to under \$50K	18
\$50K to under \$75K	16
\$75K to under \$100K	16
\$100K or more	21

	<u>All</u>
White	68%
Latino / Hispanic	12
Black / African-American	12
American Indian / Alaskan Indian / Native American	1
Asian	3
Native Hawaiian or other Pacific Islander (Biracial or multiracial)	0
Other	2
Latino descent	3
Non-Latino	12
Millennial	87
Generation X	23
Baby Boomer	30
Silent Generation	35
	12

Profile of the Sample: Catholics

	<u>All</u>
Male	46%
Female	54
Kids	70
No kids	29
Liberal	35
Moderate	8
Conservative	46
Democrat	44
Republican	32
Independent	18
Registered voter	79
Not registered	20
High school or less	46
Some college/Vocational/Tech.	27
College graduate	16
Graduate degree	10

	<u>All</u>
Married	54%
Not married	45
Employed full-time	48
Employed part-time	10
Full time-student	4
Unemployed	8
Stay-at-home parent	5
Retired	24
>\$30K	27
\$30K to under \$50K	17
\$50K to under \$75K	15
\$75K to under \$100K	14
\$100K or more	15

	<u>All</u>
White	59%
Latino / Hispanic	34%
Black / African-American	3%
Asian	3%
Other	1%
Latino descent	34
Non-Latino	66
Millennial	25
Generation X	25
Baby Boomer	34
Silent Generation	16

Profile of the Sample: Traditional Catholics

	<u>All</u>
Male	48%
Female	52
Kids	75
No kids	25
Liberal	17
Moderate	8
Conservative	60
Democrat	40
Republican	38
Independent	15
Registered voter	77
Not registered	22
High school or less	57
Some college/Vocational/Tech.	20
College graduate	14
Graduate degree	8

	<u>All</u>
Married	55%
Not married	44
Employed full-time	38
Employed part-time	11
Full time-student	2
Unemployed	12
Stay-at-home parent	7
Retired	29
>\$30K	35
\$30K to under \$50K	14
\$50K to under \$75K	17
\$75K to under \$100K	10
\$100K or more	13

	<u>All</u>
White	55%
Latino / Hispanic	35
Black / African-American	1
Asian	5
Other	2
Latino descent	35
Non-Latino	64

Profile of the Sample: Moderate Catholics

	<u>All</u>
Male	43%
Female	57
Kids	69
No kids	31
Liberal	32
Moderate	9
Conservative	53
Democrat	40
Republican	37
Independent	18
Registered voter	82
Not registered	18
High school or less	41
Some college/Vocational/Tech.	29
College graduate	19
Graduate degree	10

	<u>All</u>
Married	56%
Not married	43
Employed full-time	51
Employed part-time	9
Full time-student	5
Unemployed	5
Stay-at-home parent	6
Retired	22
>\$30K	26
\$30K to under \$50K	18
\$50K to under \$75K	11
\$75K to under \$100K	16
\$100K or more	16

	<u>All</u>
White	59%
Latino / Hispanic	34
Black / African-American	2
Asian	3
Other	2
Latino descent	34
Non-Latino	66

Profile of the Sample: Liberal Catholics

	<u>All</u>
Male	47%
Female	53
Kids	67
No kids	33
Liberal	66
Moderate	6
Conservative	22
Democrat	58
Republican	14
Independent	23
Registered voter	84
Not registered	16
High school or less	39
Some college/Vocational/Tech.	30
College graduate	16
Graduate degree	14

	<u>All</u>
Married	50%
Not married	49
Employed full-time	55
Employed part-time	9
Full time-student	8
Unemployed	8
Stay-at-home parent	1
Retired	19
>\$30K	19
\$30K to under \$50K	17
\$50K to under \$75K	16
\$75K to under \$100K	19
\$100K or more	18

	<u>All</u>
White	64%
Latino / Hispanic	28
Black / African-American	6
Asian	1
Other	1
Latino descent	28
Non-Latino	72

APPENDIX



Messages Rankings

	Rank Overall	Rank among Catholics
Helping the Poor & Disadvantaged	1	1
Achievements for Women (overall)	2	4
Committed to Public & Private Education	3	4
Civil Rights	3	7
Shaping the Nation's Health Care System	4	6
Agents of the Catholic Church	5	5
Providing Spiritual & Life Guidance	6	2
Social Justice	7	11
Sense of Community	8	3
Founders of Major Support Organizations	9	9
Catholic Sister Lifestyle	10	8
Choice of Ministry	11	13
Innovative Ministries	12	12
Major Roles in Government & Business	13	14
Core Tenets of Catholic Teaching	14	10

Messages Rankings by Catholics by Ideology

	Rank among Traditional Catholics	Rank among Moderate Catholics	Rank among Liberal Catholics
Helping the Poor & Disadvantaged	2	2	8
Achievements for Women (overall)	3	6	6
Committed to Public & Private Education	5	1	10
Civil Rights	10	5	9
Shaping the Nation's Health Care System	12	4	7
Agents of the Catholic Church	4	9	2
Providing Spiritual & Life Guidance	8	3	1
Social Justice	13	11	4
Sense of Community	1	5	3
Founders of Major Support Organizations	9	10	13
Catholic Sister Lifestyle	6	7	11
Choice of Ministry	7	12	14
Innovative Ministries	15	13	5
Major Roles in Government & Business	14	14	12
Core Tenets of Catholic Teaching	11	8	15

Messages Rankings among Catholics by Generation

	Rank among Millennials	Rank among Generation X	Rank among Baby Boomers	Rank among Silent Generation
Helping the Poor & Disadvantaged	4	1	3	10
Achievements for Women (overall)	6	5	2	7
Committed to Public & Private Education	9	4	1	2
Civil Rights	4	9	5	8
Shaping the Nation's Health Care System	5	11	6	1
Agents of the Catholic Church	2	6	2	12
Providing Spiritual & Life Guidance	1	3	3	13
Social Justice	6	12	13	3
Sense of Community	5	2	4	6
Founders of Major Support Organizations	3	10	12	11
Catholic Sister Lifestyle	5	7	10	4
Choice of Ministry	8	13	7	9
Innovative Ministries	7	10	11	14
Major Roles in Government & Business	8	14	9	15
Core Tenets of Catholic Teaching	10	8	8	5

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