

THE COMPASS

The Official Newspaper For The Catholic Diocese of Green Bay

The Compass

Distributed every week January through May, September through December, every-other-week June through August to over 22,000 homes.

The Compass distributes 2,500 copies directly to schools and religious education programs that participate in the **Compass in the Classroom** program.

Over 80% of our readers find *The Compass* to be a valuable publication and feel their regular daily newspaper is not an adequate source of religious news.

Distribution Area

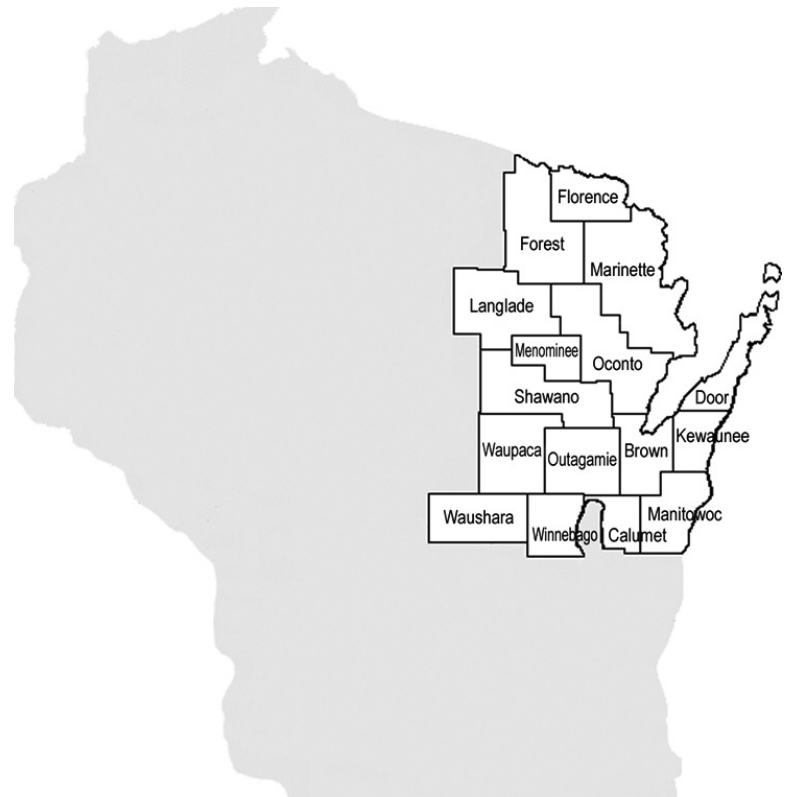
16 Counties in Northeastern Wisconsin

Catholic Population by County

County	Catholics	% of Population
Brown	121,899	50%
Calumet	14,531	32%
Door	8,874	30%
Florence	1,146	22%
Forest	2,871	28%
Kewaunee	11,988	57%
Langlade	6,800	32%
Manitowoc	36,542	44%
Marinette	11,300	26%
Menominee	3,389	73%
Oconto	9,293	24%
Outagamie	76,349	44%
Shawano	8,124	19%
Waupaca	6,359	12%
Waushara	4,704	19%
Winnebago	43,906	27%
Total	359,867	36%

Our Readers...

- 87% own their own home
- 65% female, 35% male
- 67.7% married, 13.4% single
- 91.4% Caucasian
- 74.9% 55 or older
- 51% have read *The Compass* for 10 or more years; 18% for 5-10 years
- 76.1% spend 30 minutes or more reading each issue
- 94.6% attend mass weekly
- At least 2 people in most homes read *The Compass*



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