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INTERMOUNTAIN Christian News

Uniting Christians in Service to our Communities

Demographics - Who Reads Christian Newspapers? Demographic information varies from one member publication to another, but because Christian newspapers have similar purposes and editorial philosophies, they attract similar audiences. The following information is drawn from research done by the Minnesota Christian Chronicle: www.mcchronicle.com

Gender:

Female.....55%

Male..... 45%

Age:

Under 35.....20%

35-44..... 27%

45-54..... 19%

55-64..... 16%

65 and older.....18%

Annual Income:

\$75,000 and up.....14%

\$55,000-\$74,999..... 07%

\$25,000-\$54,999..... .63%

Under \$25,000.....16%

Family Status:

Married.....80%

Single, never married.....11%

Children living at home.....41%

Education:

College degree or higher.....49%

Some post-secondary education.....42%

Attended a Christian college.....35%

Denominational Background:

Baptist..... 22%

Evangelical.....21%

Charismatic.....17%

Lutheran.....12%

Purchases in last three months:

Christian books.....75%

Christian music recordings...59%

Christian videos.....26%

Mail order purchases:

Within the last 12 months.....77%

Clothing.....49%

Books.....41%

Tapes, CDs, videos.....23%

Other Information:

Use newspaper coupons.....79%

Prefer to do business with Christian news advertisers.....74%

I identify with conservative Political causes.....70%

We print 12,000 copies of our free paper 5-6 times a year and distribute it online at www.imcnews.org and at over 400 Intermountain Christian Churches, book stores, schools, airports; doctor offices and other businesses in southern Idaho and eastern Oregon (with expansion to Utah and Wyoming beginning late September 2008). Our paper is also available by subscription.

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