



**imcnews.org**  
**Christian News**  
*'A Voice of Truth'*

An Outreach Ministry Of:



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: <http://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%

Our daily 4:30pm-5:00pm M-F radio program 'InterMountain Christian News Hour' is heard on KSPD (790AM) in Boise, Idaho serving approximately 496,200 people in total coverage area reaching approximately 700 churches. In addition, our radio program is streaming on the internet at <http://www.790kspd.com> by clicking on the 'Listen Live!' link and 24/7 over the telephone number 712-432-5888 reaching a much larger total coverage area. Beginning with our October/November 2013 issue, 4,000 copies of our newspaper will be printed 5-6 times a year and is distributed at book stores, churches, doctor offices & other businesses in the InterMountain areas of Colorado, Southern Idaho, Montana, Nevada, North Dakota, Southeast Oregon, Utah and Wyoming. In addition, our newspaper is distributed online at <http://www.imcnews.org> with approximately 1,000 unique visits and 800 downloads of our current newspaper per month. For more information, call our office in Boise, Idaho at (208) 703-8688 or E-Mail to: [imcnews@afo.net](mailto:imcnews@afo.net).