



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 previously by the Minnesota Christian Chronicle. We are a member of the Christian Newspaper Association.

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%
Identify with conservative Political causes.....70%

Our daily 6:00pm-6:30pm M-F radio program 'InterMountain Christian News Hour' is an internet radio program that can be downloaded from our web site at:

<http://www.imcnews.org/paper/intermountainchristiannewshour.php>

In addition, our radio program can be heard 24/7 by calling the telephone number 712-432-5888.

We print 4,000 copies of our newspaper 5-6 times a year and it is distributed online at:

<http://www.imcnews.org/paper/support.php>. Our printed paper is also distributed at book stores, churches, doctor offices & other businesses in the InterMountain areas of Colorado, South Dakota, Southern Idaho, Montana, Nevada, Southeast Oregon, Utah and Wyoming with a pass on readership of between 6,000-7,000. Our web site receives approximately 1,200 unique visits per month and about 100+ downloads of our current newspaper per month. We also have a voice at the White House and in Israel - more info. at our web site. For more info., call our office in Boise, Idaho at (208) 703-8688 or E-Mail to: goodnews127@gmail.com