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

Our newspaper is the only non denominational comprehensive Christian newspaper serving our InterMountain areas of Colorado, southern Idaho, eastern Oregon, Utah & Wyoming. We print 3,000 copies of our paper 4-6 times a year & distribute it online at www.imcnews.org and at Christian book stores. Our paper is also available by electronic subscription at \$19 per year (1 archive CD), for home subscription at \$36 per year (1 printed copy + archive CD) & business/ministry subscription for \$120 (12 copies + archive high quality DVD). We have an average of 1,200 unique visits to our web site monthly. To view our web site traffic, click on this following link: <http://www.sitemeter.com/?a=stats&s=s49imcnews> For more information, call our office in Boise, Idaho at (208) 703-8688 or EMail to: imcnews@afo.net