INTERMOUNTAIN Christian News
(208) 703-8688
imcnews.org
'A Voice of Truth'
An Outreach Ministry Of:
Treasure Valley Christian News

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.

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%

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