Who Reads Christian Newspapers? Treasure Valley CHRISTIAN NEWS BOISE, IDAHO

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%

We print 12,000 copies of our free paper 5-6 times a year and distribute it online at **www.tvcnews.org**; to over 300 Treasure Valley Churches, book stores (Borders Books and Red Letter Books & Café – Boise, ID; Vineyard Book Cellar, Garden City, ID; Idaho Living Water Bookstore & Coffee House - Nampa, ID; The Aspen Grove - Ontario, Oregon) schools (at Boise State University – Boise, ID and Northwest Nazarene University – Nampa, ID); Boise and Caldwell, ID airports; doctor offices and other businesses (area Kmart stores; Caldwell, Idaho WalMart store; select Les Schwab Tire stores) in the Treasure Valley Idaho/Oregon area. Our paper is also available by subscription. **Call our office for more distribution locations.**