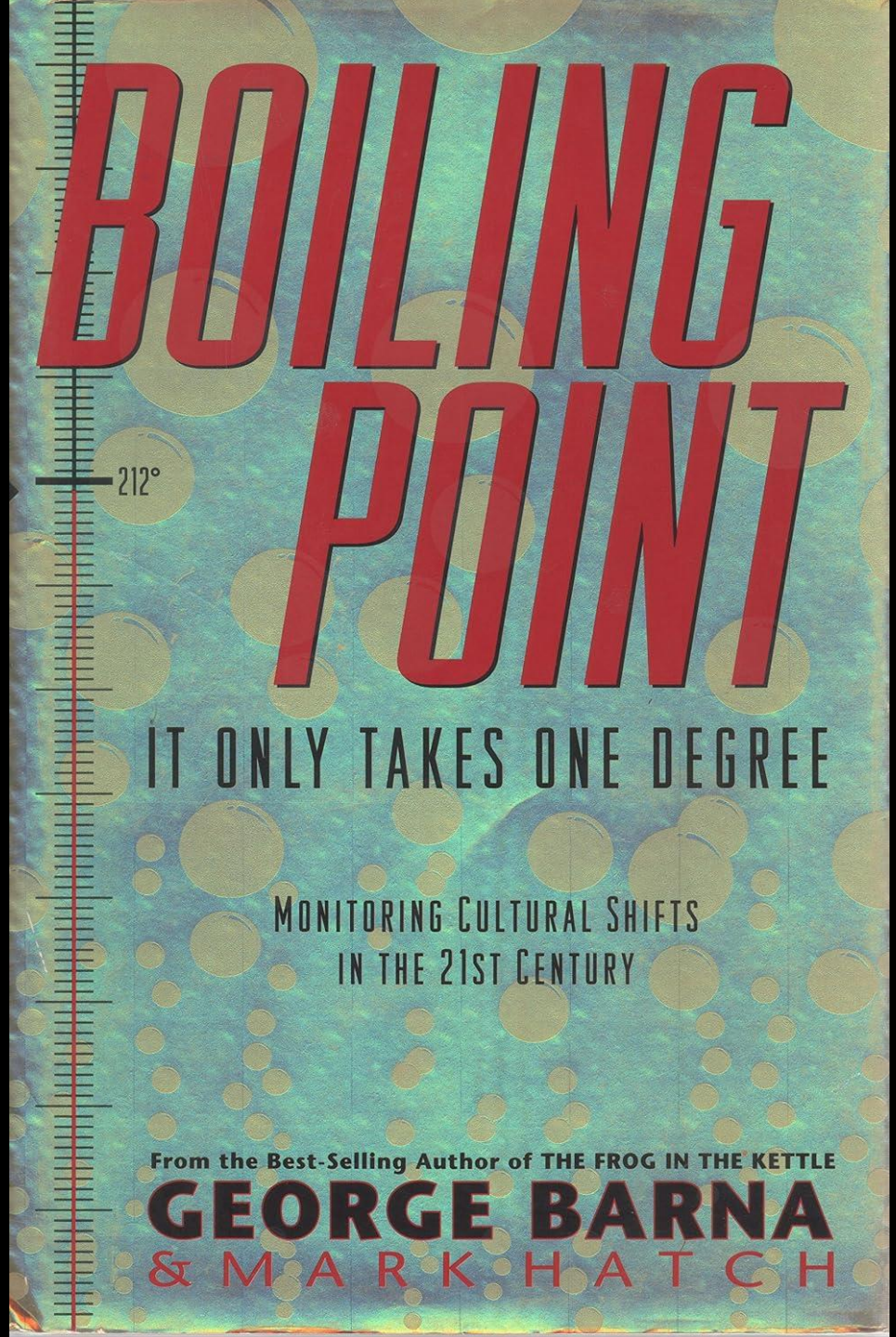

BOILING
POINT

The Overton Window




BOILING POINT
212°
IT ONLY TAKES ONE DEGREE
MONITORING CULTURAL SHIFTS
IN THE 21ST CENTURY
From the Best-Selling Author of THE FROG IN THE KETTLE
GEORGE BARNA
& MARK HATCH

Romans 12:2

“And do not be conformed to this world [any longer with its superficial values and customs], but be transformed and progressively changed [as you mature spiritually] by the renewing of your mind [focusing on godly values and ethical attitudes], so that you may prove [for yourselves] what the will of God is, that which is good and acceptable and perfect [in His plan and purpose for you].”

Matthew 16:3

“And in the morning, ‘It will be stormy today, for the sky is red and has a threatening look.’ You know how to interpret the appearance of the sky, but cannot interpret the signs of the times?”

The Pool of Adults Who Draw from Various Truth Sources

Source of Moral Truth	Users
Feelings, personal emotions	74%
The Bible	44%
Law, public policy, political leaders	41%
Scientific/mathematical claims	40%
Societal norms, majority beliefs, cultural traditions	39%
Philosophical/religious views, other than the Bible	24%
Personal experience, trial and error	21%
Family, friends, peers	18%

Source: *American Worldview Inventory 2025*; nationally representative sample of 2,100 adults 18 or older; conducted by the Cultural Research Center at Arizona Christian University

Demographic Portrait of Those Who Consistently Seek Moral Truth Based on the Bible Rather Than Other Sources

Demographic Segment		Consistently Rely on Bible
Generation:	Generation Z	9%
	Millennials	12%
	Gen X	20%
	Baby Boomers	26%
Sex:	Men	16%
	Women	20%
Ethnicity:	White	19%
	Hispanic	17%
	Black	13%
	Asian	21%

Source: *American Worldview Inventory 2025*; nationally representative sample of 2,100 adults 18 or older; conducted by the Cultural Research Center at Arizona Christian University

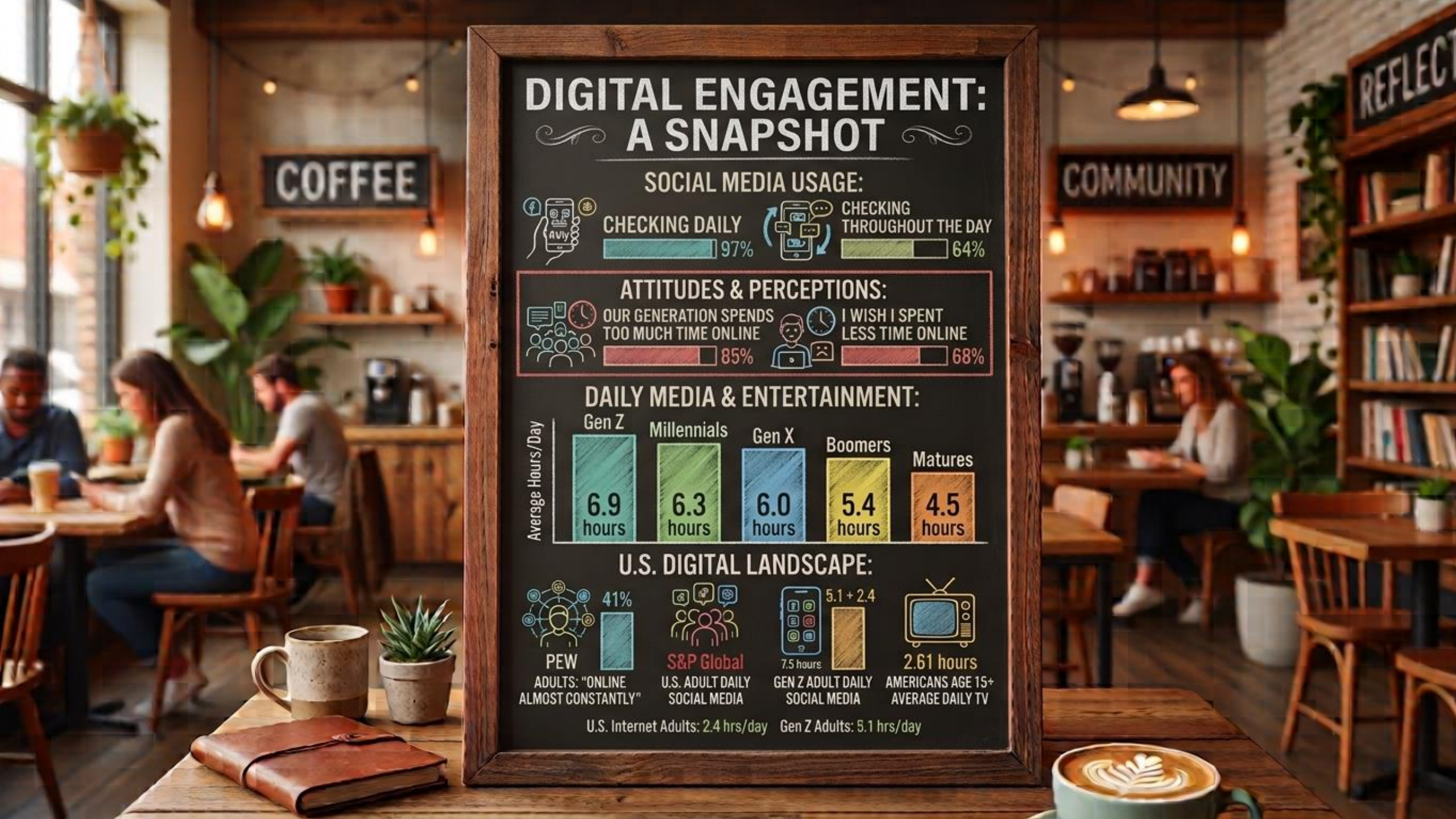

COFFEE
COMMUNITY
VIEWS ON TRUTH
OVERALL PEOPLE WHO REJECT OR DOUBT ABSOLUTE MORAL TRUTH (66%)
NON-CHRISTIANS WHO REJECT ABSOLUTE MORAL TRUTH (77%)
PROTESTANTS WHO REJECT ABSOLUTE MORAL TRUTH (61%)
CATHOLICS WHO REJECT ABSOLUTE MORAL TRUTH (69%)
PEOPLE WHO SAY THEIR FEELINGS ARE A BASIS FOR DETERMINING MORAL TRUTH. (74%)
PEOPLE WHO USE GOD AND THE BIBLE AS THEIR BASIS OF TRUTH. (44%)
PEOPLE WHO CONSISTENTLY RELY ON THE BIBLE TO DISCERN MORAL/SPIRITUAL TRUTH. (18%)
SOURCE: UPDATED RESEARCH

Ecclesiastes 1:2

“Vanity of vanities,” says the Preacher. “Vanity of vanities! All [that is done without God’s guidance] is vanity [futile, meaningless—a wisp of smoke, a vapor that vanishes, merely chasing the wind].”

Revelation 3:15-16

“I know your deeds, that you are neither cold (invigorating, refreshing) nor hot (healing, therapeutic); I wish that you were cold or hot. So because you are lukewarm (spiritually useless), and neither hot nor cold, I will vomit you out of My mouth [rejecting you with disgust].”


COFFEE
COMMUNITY
DIGITAL ENGAGEMENT: A SNAPSHOT
SOCIAL MEDIA USAGE:
CHECKING DAILY
97%
CHECKING THROUGHOUT THE DAY
64%
ATTITUDES & PERCEPTIONS:
OUR GENERATION SPENDS TOO MUCH TIME ONLINE
85%
I WISH I SPENT LESS TIME ONLINE
68%
DAILY MEDIA & ENTERTAINMENT:
Average Hours/Day
Gen Z
6.9 hours
Millennials
6.3 hours
Gen X
6.0 hours
Boomers
5.4 hours
Matures
4.5 hours
U.S. DIGITAL LANDSCAPE:
41%
PEW
ADULTS: "ONLINE ALMOST CONSTANTLY"
S&P Global
U.S. ADULT DAILY SOCIAL MEDIA
5.1 + 2.4
7.5 hours
GEN Z ADULT DAILY SOCIAL MEDIA
2.61 hours
AMERICANS AGE 15+ AVERAGE DAILY TV
U.S. Internet Adults: 2.4 hrs/day
Gen Z Adults: 5.1 hrs/day

Matthew 28:19-20

*“Go therefore and make **disciples** of all the nations [**help the people to learn of Me, believe in Me, and obey My words**], baptizing them in the name of the Father and of the Son and of the Holy Spirit, **teaching them to observe everything that I have commanded you**; and lo, I am with you always [remaining with you perpetually—regardless of circumstance, and on every occasion], even to the end of the age.”*


SEVEN SIGNS OF GENUINE
SPIRITUAL REVIVAL
1. ACCEPTANCE OF THE AUTHORITY OF SCRIPTURE
2. BELIEF IN THE CENTRALITY OF THE DEATH AND RESURRECTION OF CHRIST
3. INCREASED DEVOTIONAL LIFE AND PERSONAL HOLINESS
4. EXTENSIVE AND INTENSIVE EVANGELISM AND DISCIPLESHIP
5. CULTURAL CHANGE THROUGH INDIVIDUAL TRANSFORMATION
6. WICKEDNESS GRIEVES AND HUMBLES CHRISTIANS
7. THE CHURCH PURSUES GREATER SPIRITUAL DEPTH
COFFEE
COMMUNITY


WHEN YOU START THIS
CHURCH


COFFEE
COMMUNITY
Application
1. KNOW YOUR CULTURE
2. KNOW YOUR BIBLE BETTER THAN YOUR CULTURE
3. SHARE THE GOSPEL AND BUILD RELATIONSHIPS WITH THE UNCHURCHED
4. PURSUE PERSONAL HOLINESS AGGRESSIVELY
5. PRAY FOR AND PREPARE FOR REVIVAL

Global Bible Engagement Report

Digital Bible App Engagement

1.1 BILLION+ DOWNLOADS

- **+18%** YEAR-OVER-YEAR GROWTH IN DAILY USAGE



United States Bible Sales

- Approx. **19 MILLION** Bibles sold in the US (2025)
- **+12%** ANNUAL GROWTH (US)
- HIGHEST US VOLUME IN 21 YEARS!

UK Bible Sales Surge (2019-2024)

- Between 2019 and 2024, Bible sales surged by **87%** in the UK.
- In 2025, UK Bible sales were **19% HIGHER** than in 2024.
- 2025 UK sales were **134% HIGHER** than in 2019.

Russia: Significant Growth (2024)

RUSSIAN SALES RISE:

+52% GROWTH RATE

(2024 VS 2023)

SOURCE: YOUVERSION, INDUSTRY REPORTS

American Bible Trends Report

Scripture Engagement & Reading Habits

- **17%** Considered Scripture Engaged
- **28%** Bible Curious
- **17%** Read All of the Bible

Daily Bible Reading Frequency

- **9%** of Americans read their Bibles daily.

Bible Truth & Literalism Views

- **48%** Adults believe Bible is helpful myths, but not literally true.
- **49%** Adults believe Bible is 100% accurate in all that it teaches.
- **6%** Were unsure.

Protestant Christian Bible Literacy Survey (Stories)

- Favorite Story: **11%** New Testament Story, **7%** None, **3%** Don't Know
- Total **21%** of respondents showed lack of biblically literate behavior.

American Bible Trends Report

RECENT STATISTICAL DECK

U.S. CHRISTIAN POPULATION & WORLDVIEW

- **72%** of Adults identified as Christian in 2020.
- In **2025**, this dropped to **66%**.
- **4%** of American adults hold a **BIBLICAL WORLDVIEW**, a decrease from 6% in 2020.



BIBLICAL WORLDVIEW BY AGE

- **Less than 1%** of adults under 30 adhere to a Biblical worldview.
- **8%** of adults aged 65 and older maintain a Biblical worldview.



BORN-AGAIN POPULATION

- Born-again Christians went from **19% in 2020** to **13% in 2023.**





CHRISTIAN BELIEFS & TRUTH BASIS
(self-identified Christians)

- **44%** cite God & the Bible as their basis of truth.
- **60%** believe there is only one God who created everything.
- **47%** don't believe God exists or affects lives.




COFFEE
TRADITION A
TRADITION B
FAITH 1
PRACTICE 2
OUR HOUSE BLEND:
SYNCRETISM COFFEE
A Creative Mix of Beliefs & Traditions.

COFFEE & CONVICTION

A Look at Belief, Behavior & Biblical Worldview

~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~

92%

of adults identify syncretism as their dominant philosophy.

54%

of practicing Christians consume pornography at least occasionally.

62%

of practicing Christians who use pornography feel comfortable with their usage.

53%

of evangelicals affirm that “everyone sins a little, but most people are good by nature.”

29%

of Christians believe that human life is sacred.

ALSO MISSING: A BIBLICAL WORLDVIEW ON

Sexual immorality • Homosexuality & same-sex marriage • Divorce • Gluttony • Demons • Heaven • Hell • Truth

Set your mind on things above,
not on things on the earth.

COLOSSIANS 3:2

Walking in the Spirit requires a mind-set, a preoccupation with truth. The battle begins not with the temptation to do something but with the temptation to dwell on anything that conflicts with what is true.... Walking in the Spirit requires that we become hypersensitive to any thought that conflicts with truth. Anything that clashes with what is true is not of the Spirit. Anything that is not of the Spirit only gets in the way of our ability to follow the lead of the Spirit. Therefore, to walk in the Spirit, we must get serious about guarding our minds.

OCTOBER 15

Ephesians 4:14-15

“So that we are no longer children [spiritually immature], tossed back and forth [like ships on a stormy sea] and carried about by every wind of [shifting] doctrine, by the cunning and trickery of [unscrupulous] men, by the deceitful scheming of people ready to do anything [for personal profit]. But speaking the truth in love [in all things—both our speech and our lives expressing His truth], let us grow up in all things into Him [following His example] who is the Head—Christ.”

Matthew 7:15

“Beware of the false prophets, [teachers] who come to you dressed as sheep [appearing gentle and innocent], but inwardly are ravenous wolves.”


Those who read the
BIBLE
AT LEAST 4 TIMES A WEEK
have these effects:
FEELING LONELY DROPS 30%
ANGER ISSUES DROPS 32%
BITTERNESS IN RELATIONSHIPS DROPS 40%
ALCOHOLISM DROPS 57%
SEXUAL SINS DROP 60%
PORN
61% LESS LIKELY TO ENGAGE IN PORNOGRAPHY
68% LESS LIKELY TO HAVE SEX OUTSIDE OF MARRIAGE
74% LESS LIKELY TO ENGAGE IN GAMBLING
SHARING YOUR FAITH JUMPS TO 200%
DISCIPLING OTHERS JUMPS TO 230%
More time in God's Word...
a healthier, stronger, freer you.
HOLY BIBLE

Joshua 1:8

“This Book of the Law shall not depart from your mouth, but you shall read [and meditate on] it day and night, so that you may be careful to do [everything] in accordance with all that is written in it; for then you will make your way prosperous, and then you will be successful"

“Christianity, if false, is of no importance, and if true, of infinite importance. The only thing it cannot be is moderately important.”

- CS Lewis