
BOILING
POINT


TURNING
BOILING
POINT

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:

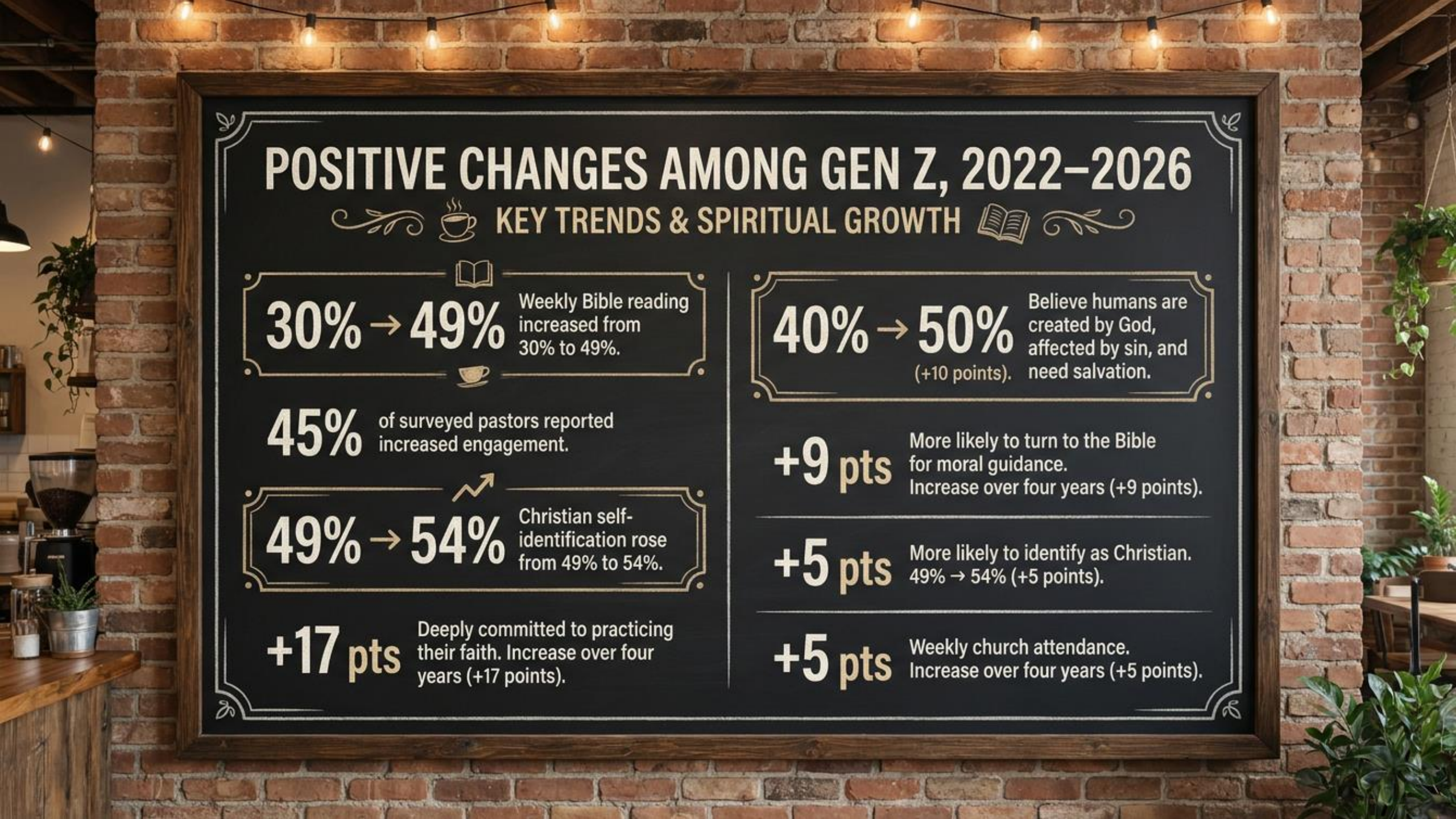
+52% GROWTH RATE

(2024 VS 2023)

SOURCE: YOUVERSION, INDUSTRY REPORTS


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


FAITH & COMMUNITY TRENDS
CURRENT STATS & INSIGHTS
86% - of Christians pray weekly.
73% - of all adults pray weekly.
66% - report that a personal commitment to Jesus remains important.
50% - of Millennials read the Bible weekly.
45% - of young adults cited prayer as a reason for attending church.
42% - of surveyed pastors reported increased Millennial engagement.
42% - of American adults read the Bible weekly in 2025 (up from 30% in 2024).
40% - of senior pastors report increased engagement among men ages 18–35.
38% - of young adults cited worshiping Jesus with others as a reason for attending church.
34% - of young adults said they attended church more often than a year earlier.


POSITIVE CHANGES AMONG GEN Z, 2022–2026
KEY TRENDS & SPIRITUAL GROWTH
30% → 49%
Weekly Bible reading increased from 30% to 49%.
45%
of surveyed pastors reported increased engagement.
49% → 54%
Christian self-identification rose from 49% to 54%.
+17 pts
Deeply committed to practicing their faith. Increase over four years (+17 points).
40% → 50%
(+10 points).
Believe humans are created by God, affected by sin, and need salvation.
+9 pts
More likely to turn to the Bible for moral guidance. Increase over four years (+9 points).
+5 pts
More likely to identify as Christian. 49% → 54% (+5 points).
+5 pts
Weekly church attendance. Increase over four years (+5 points).

John 12:32

“And I, if and when I am lifted up from the earth [on the cross], will draw all people to Myself [Gentiles, as well as Jews].”

Acts 2:36–39

36 *Therefore let all the house of Israel recognize beyond all doubt that God has made Him both Lord and Christ (Messiah, Anointed)—this Jesus whom you crucified.”*

37 *Now when they heard this, they were cut to the heart [with remorse and anxiety], and they said to Peter and the rest of the apostles, “Brothers, what are we to do?”*

38 *And Peter said to them, “Repent [change your old way of thinking, turn from your sinful ways, accept and follow Jesus as the Messiah] and be baptized, each of you, in the name of Jesus Christ because of the forgiveness of your sins; and you will receive the gift of the Holy Spirit.*

Acts 2:39–41

39 *For the promise [of the Holy Spirit] is for you and your children and for all who are far away [including the Gentiles], as many as the Lord our God calls to Himself.”*

40 *And Peter solemnly testified and continued to admonish and urge them with many more words, saying, “Be saved from this crooked and unjust generation!”*

41 *So then, those who accepted his message were baptized; and on that day about 3,000 souls were added [to the body of believers].”*

THE PROGRESSION

1. The message about Jesus was proclaimed.
2. People responded to the message.
3. They were called to repentance.
4. They identified publicly with Christ through baptism.
5. They became part of a community of believers.

1 Corinthians 3:6–7

“I planted, Apollos watered, but God [all the while] was causing the growth. So neither is the one who plants nor the one who waters anything, but [only] God who causes the growth.”

2 Timothy 3:16–17

*“All Scripture is God-breathed [given by divine inspiration] and is profitable for **instruction**, for **conviction** [of sin], for **correction** [of error and restoration to obedience], for **training in righteousness** [learning to live in conformity to God’s will, both publicly and privately—behaving honorably with personal integrity and moral courage]; so that the man of God may be complete and proficient, outfitted and thoroughly equipped for every good work.”*

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].”







HOW (NOT) TO READ THE BIBLE

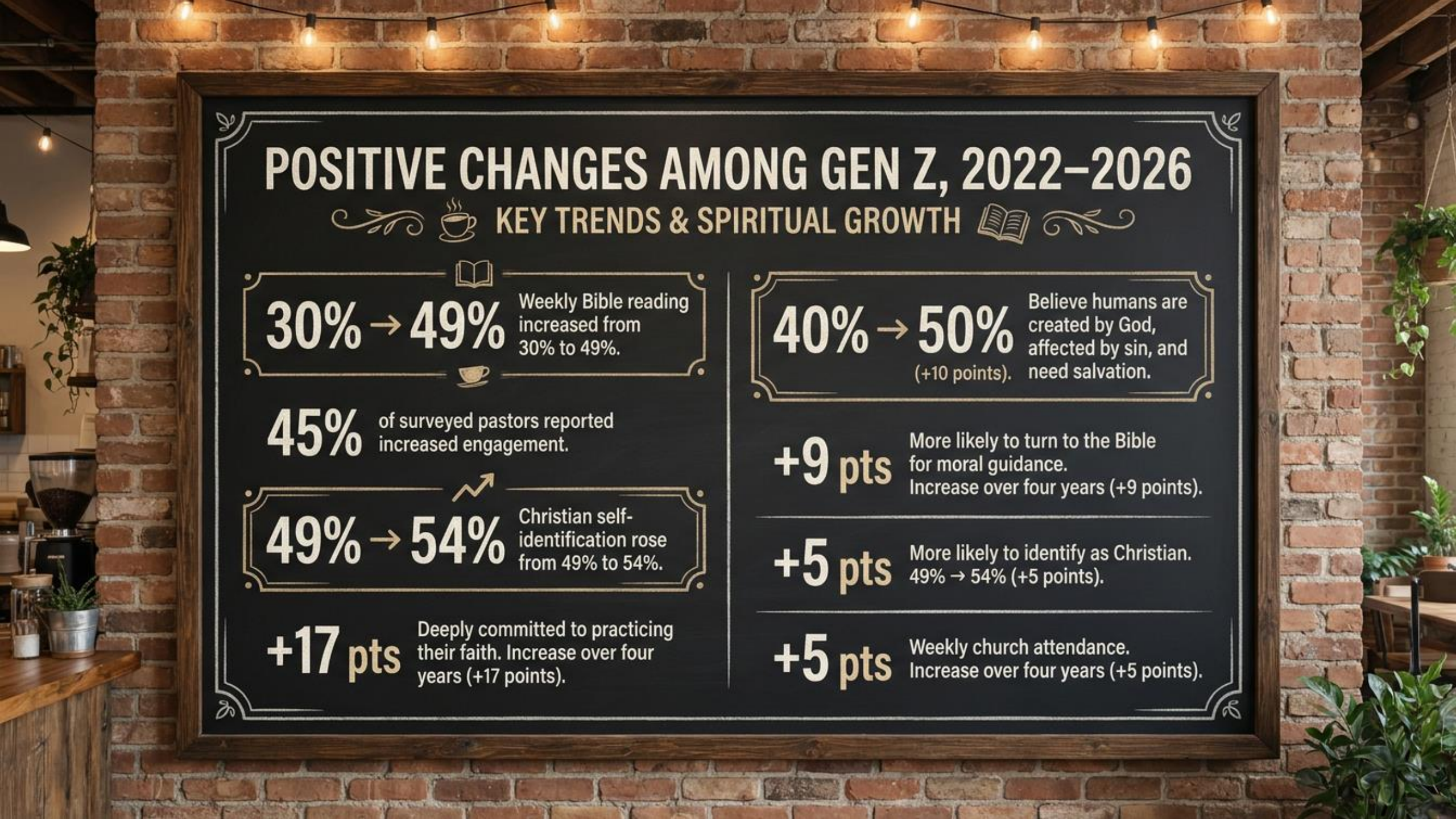
Making Sense of the
ANTI-WOMEN, ANTI-SCIENCE, PRO-VIOLENCE, PRO-SLAVERY
and Other Crazy Sounding Parts of Scripture

DAN KIMBALL








POSITIVE CHANGES AMONG GEN Z, 2022–2026
KEY TRENDS & SPIRITUAL GROWTH
30% → 49%
Weekly Bible reading increased from 30% to 49%.
45%
of surveyed pastors reported increased engagement.
49% → 54%
Christian self-identification rose from 49% to 54%.
+17 pts
Deeply committed to practicing their faith. Increase over four years (+17 points).
40% → 50%
(+10 points).
Believe humans are created by God, affected by sin, and need salvation.
+9 pts
More likely to turn to the Bible for moral guidance. Increase over four years (+9 points).
+5 pts
More likely to identify as Christian. 49% → 54% (+5 points).
+5 pts
Weekly church attendance. Increase over four years (+5 points).

1 Timothy 4:12

“Let no one look down on [you because of] your youth, but be an example and set a pattern for the believers in speech, in conduct, in love, in faith, and in [moral] purity.”

Matthew 9:37–38

“Then He said to His disciples, ‘The harvest is [indeed] plentiful, but the workers are few. So pray to the Lord of the harvest to send out workers into His harvest.”

Acts 2:42

*"They were continually and faithfully devoting themselves to the **instruction** of the apostles, and to **fellowship**, to **eating meals together** and to **prayers**."*

Hebrews 10:24–25

“and let us consider [thoughtfully] how we may encourage one another to love and to do good deeds, not forsaking our meeting together [as believers for worship and instruction], as is the habit of some, but encouraging one another; and all the more [faithfully] as you see the day [of Christ’s return] approaching.”


TURNING
BOILING
POINT