

BIBLE ENGAGEMENT IN ATLANTA

Who engages with the Bible?

ABS has mapped digital Bible engagement by zip code in the Atlanta area. Areas of higher use of the Bible digitally are well distributed, with some concentration in the northeast area of town.

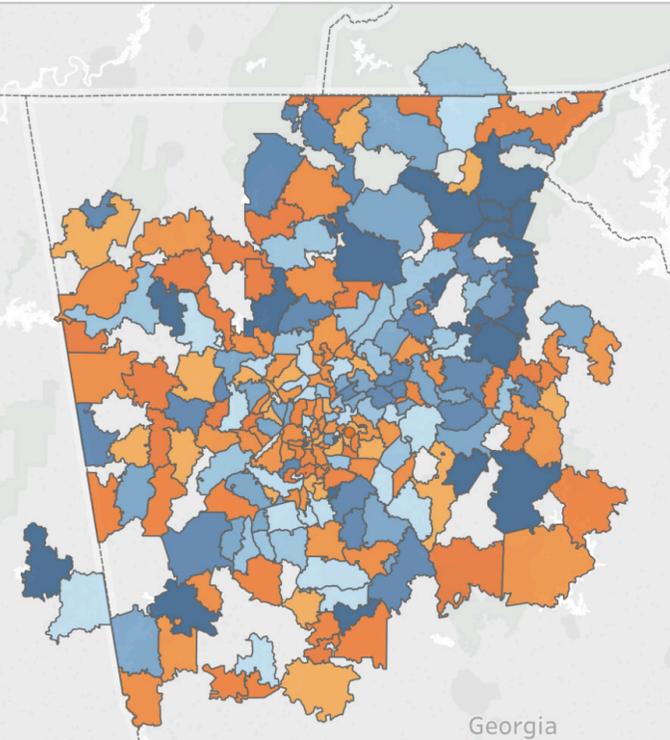
Compared to other cities, Atlanta is much more engaged with the Bible, digitally, than the national average, scoring 170 out of 100 on the digital Bible Engagement Index and ranking 27th out of all US cities.

Similarly, Atlanta scores 149 in Bible Curiosity, compared to a national average of 100, ranking 16th in the nation for Bible Curiosity, as indicated by interaction with the Scripture API.*

Bible Engagement Index:



*Contact American Bible Society for more information on how the Scripture Application Programming Interface (API) helps us understand digital Bible interactions across the country and in your community.



Population in Need

| | ATL | US |
|-----------------------|--------|------|
| Unemployment Rate | 6.2% ▲ | 5.8% |
| People on Food Stamps | 13% | 13% |
| Poverty Rate | 15% | 14% |
| Divorce Rate | 11% ▼ | 17% |

Population Economic Health

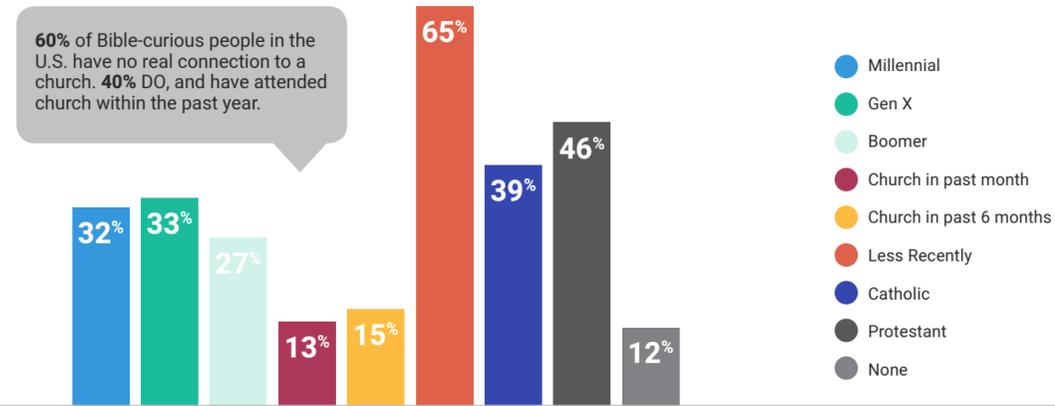
| | ATL | US |
|-------------------------|-------------|-----------|
| High School Graduates | 88% | 88% |
| Home Ownership | 43% ▼ | 63% |
| Median Home Value | \$222,300 ▲ | \$194,500 |
| Median Household Income | \$49,398 ▼ | \$55,775 |

Data from U.S. Census Bureau statistics for metropolitan area, 2015 and 2016.

CURIOSITY AND ENGAGEMENT

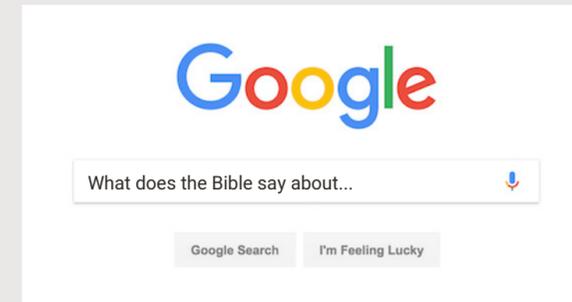
Who is Curious about the Bible?

Those who do not read the Bible or attend church often are still searching for answers and meaning and trying to connect with God. Through research across the U.S., Barna and American Bible Society have learned that those who are most curious about the Bible, yet not currently engaged with it (reading, listening to it), are:



Search the Bible in a digital age

By monitoring Google searches about the Bible, ABS has learned what types of questions the Curious are pondering. What are the Top 10 topics searched?



Americans want to know what the Bible says about...?

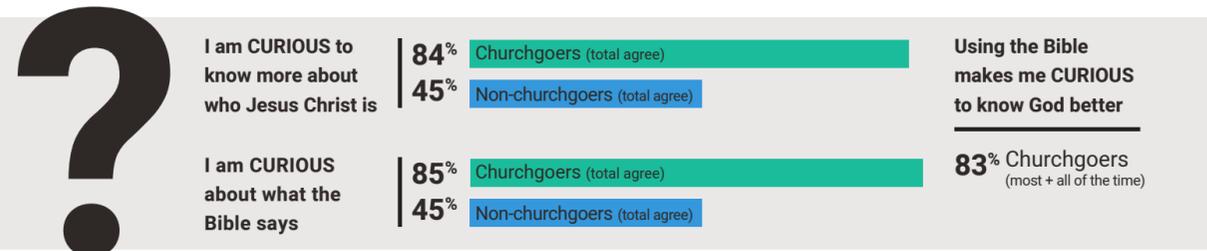
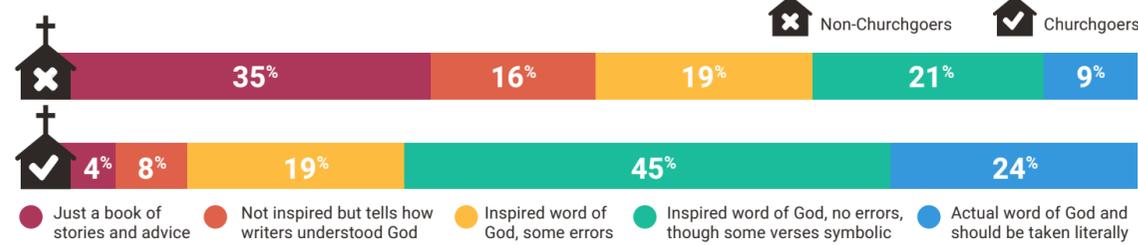


WHAT PEOPLE THINK ABOUT THE BIBLE IN ATLANTA, GA

produced in partnership with Barna Group

PERSPECTIVES ON THE BIBLE*

The Bible is...



Beliefs about the Bible and acceptance of Christianity go hand in hand. Churchgoers have more positive opinions about the Bible, while non-churchgoers are skeptical of the Bible's authenticity and authority.

Data shows that those who most actively engage with the Bible are also most likely to exhibit spiritual maturity ('Christ is the most important relationship in my life'), while nominal Christians are most likely to be disengaged with Scripture.

Spiritual Journey*



The Bible has transformed my life

46% Churchgoers (strongly + very strongly agree)

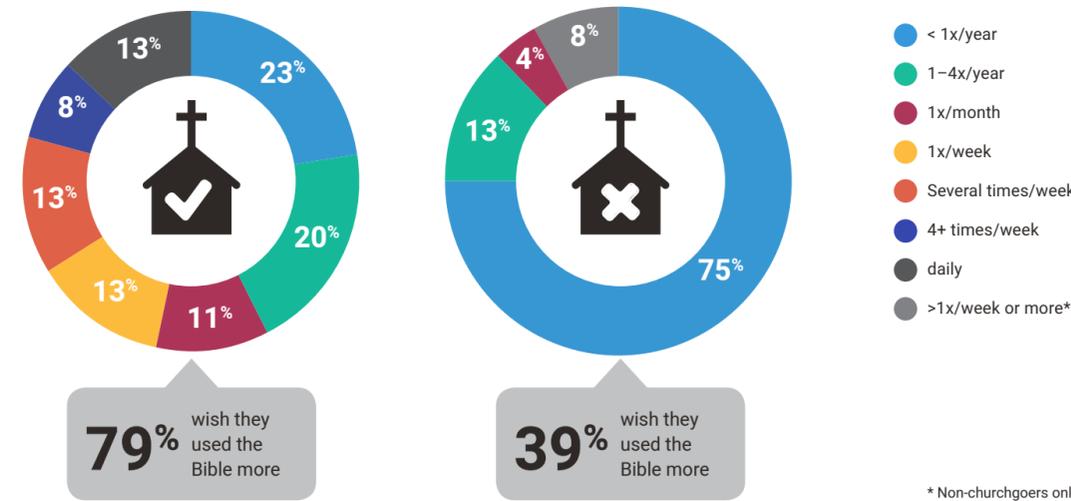
When I read the Bible I always feel a sense of connection to God

47% Churchgoers

EXPERIENCES WITH THE BIBLE*

Even though non-churchgoers read the Bible irregularly, nearly half wish they used it more. In fact, lack of time to read the Bible is the greatest frustration for churchgoers as well. The primary deterrent for those who don't read the Bible? Irrelevance.

How often use Bible on OWN?

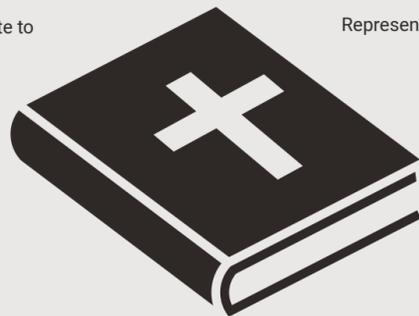


* Non-churchgoers only

Frustrations when reading the Bible? (all Bible users)



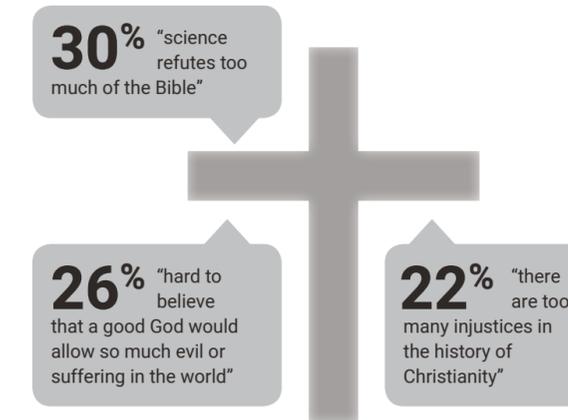
Why do you NOT read the Bible? (all non-users)



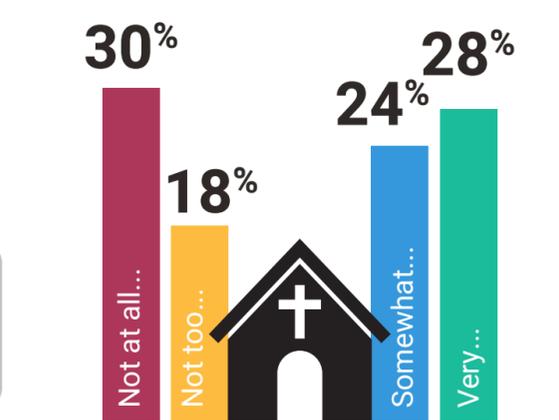
*Data is an aggregate representing a cross section of cities in terms of Bible engagement and church attendance. Those with higher engagement include Chattanooga, TN and Dallas, TX; moderate engagement: Kansas City, KS/MO and Minneapolis-St. Paul, MN; lower engagement: New York, NY, Philadelphia, PA, Phoenix, AZ and San Diego, CA. Ask American Bible Society about conducting research in your city to see how perspectives differ in your area.

PERSPECTIVES ON CHURCH*

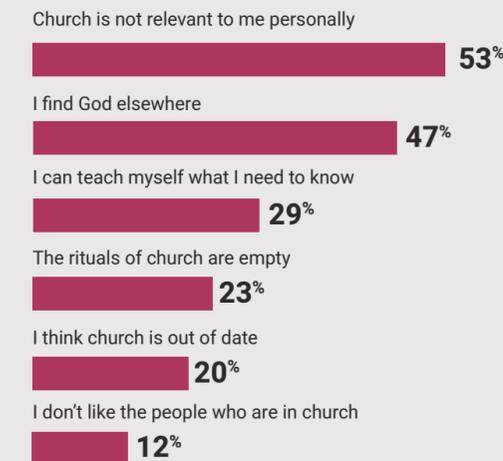
Biggest Objections to Christianity



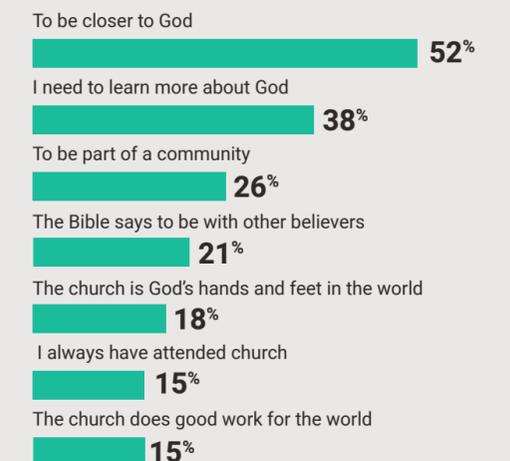
Important to attend church?



Why not?



Why?



Non-Churchgoers Biggest Objections to Church



Definitions of these Bible Engagement segments can be found at [Collective.bible/insights](https://collective.bible/insights)
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