

# BIBLE ENGAGEMENT IN DENVER

## Who engages with the Bible?

ABS has mapped digital Bible engagement by zip code in the Denver area. Areas of higher use of the Bible digitally are more concentrated in the outer suburbs. Areas of lower digital use are center city and inner suburbs.

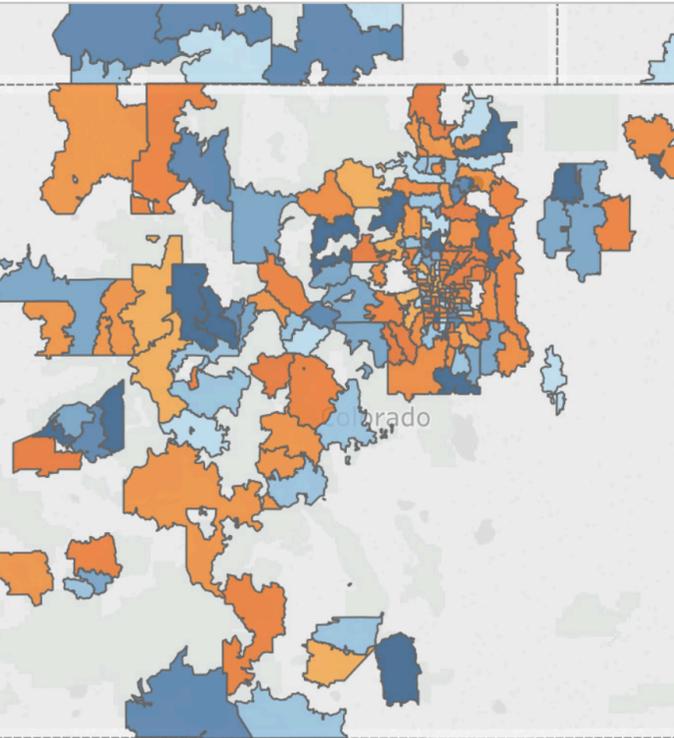
Compared to other cities, Denver is less engaged with the Bible, digitally, than the national average, indexing 80 out of 100 on the digital Bible Engagement Index and ranking 88th out of all US cities.

Similarly, Denver scores 70 in Bible Curiosity, compared to a national average of 100, ranking 158th 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

	DEN	US
Unemployment Rate	3% ▼	5.8%
People on Food Stamps	8% ▼	13%
Poverty Rate	12%	14%
Divorce Rate	12% ▼	17%

## Population Economic Health

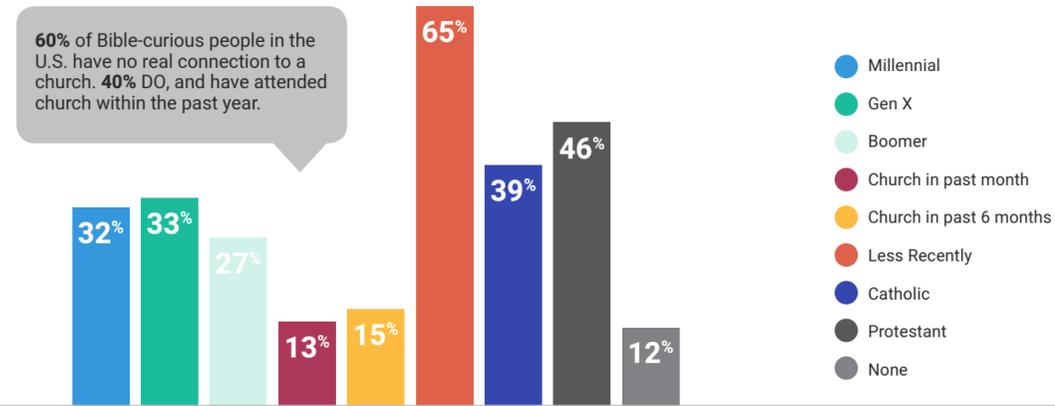
	DEN	US
High School Graduates	90%	88%
Home Ownership	49% ▼	63%
Median Home Value	\$292,700 ▲	\$194,500
Median Household Income	\$56,258	\$55,775

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

# CURIOSITY AND ENGAGEMENT

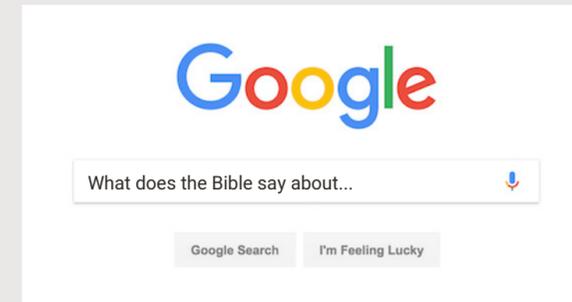
## Who is Curious about the Bible?

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?



## America wants to know what the Bible says about...?

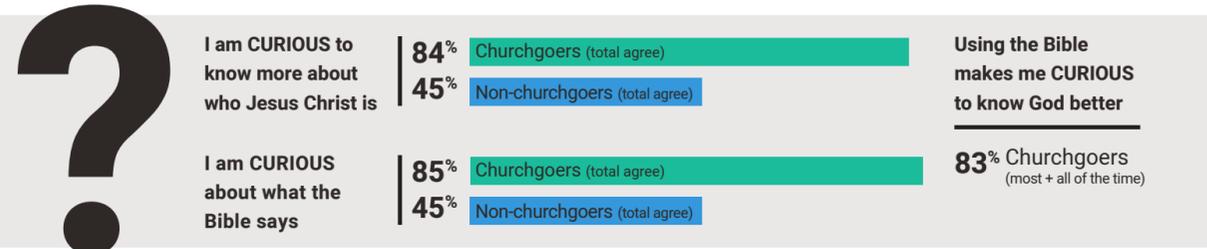
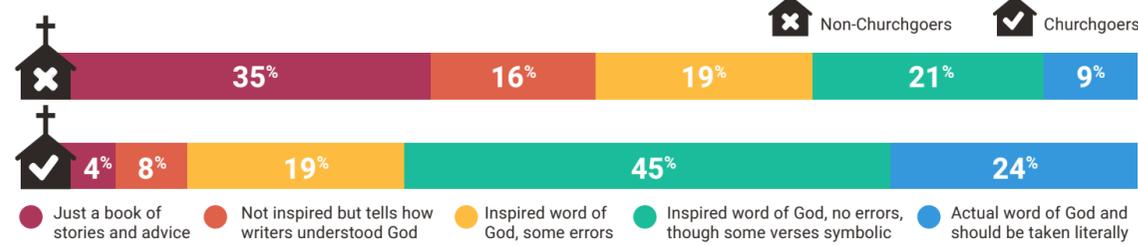


# WHAT PEOPLE THINK ABOUT THE BIBLE IN DENVER, CO

produced in partnership with Barna Group

# PERSPECTIVES ON THE BIBLE\*

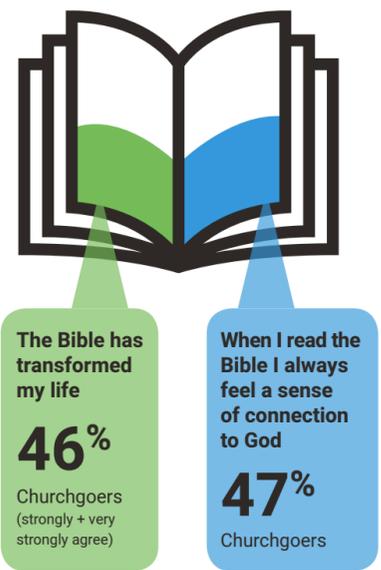
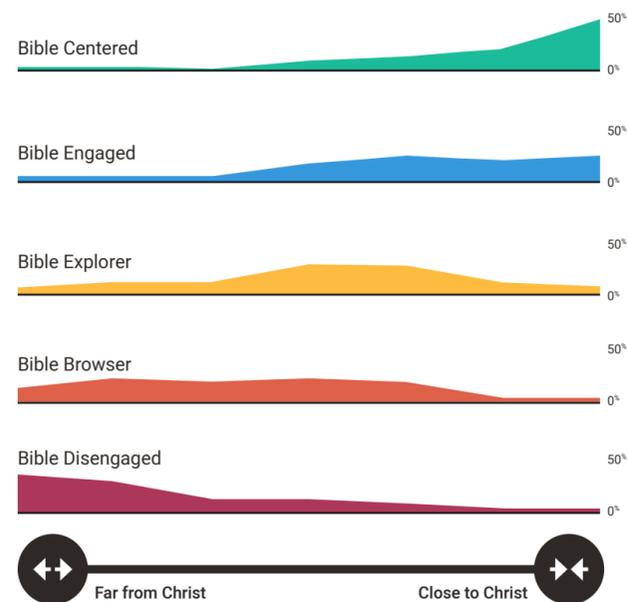
## The Bible is...



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 also exhibit the greatest spiritual maturity and intimacy with Christ, while those who do not consider themselves Christian or who are not close to Christ are disengaged with Scripture.

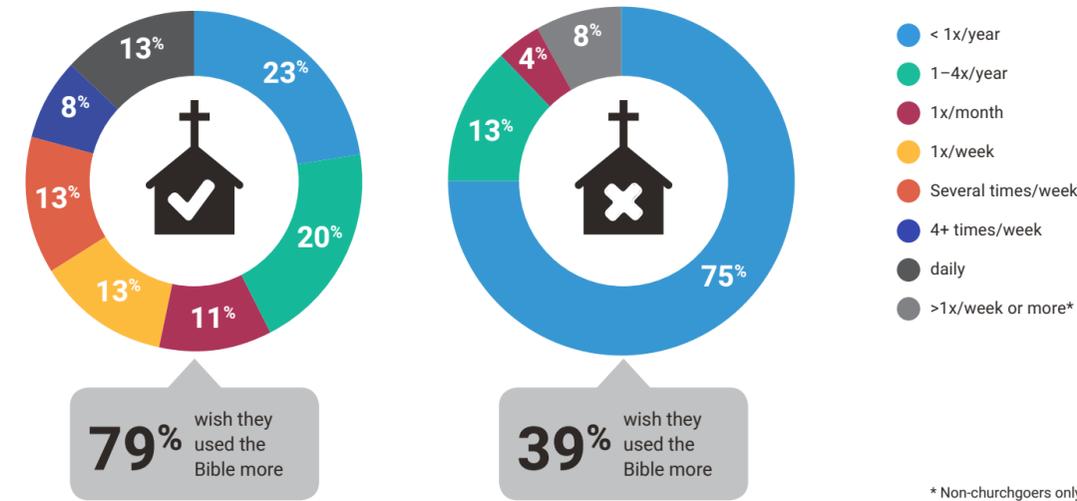
## Spiritual Journey\*



# 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?



## Frustrations when reading the Bible? (all Bible users)



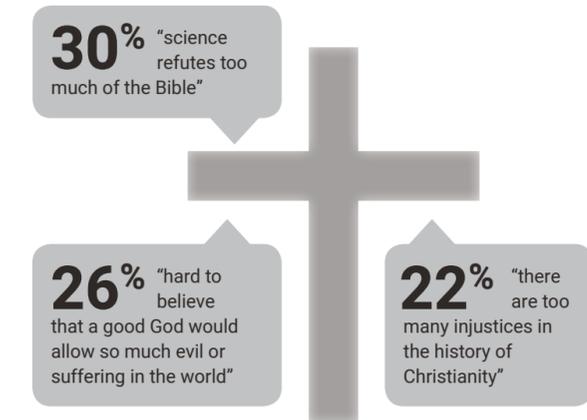
## Why do you NOT read the Bible? (all non-users)



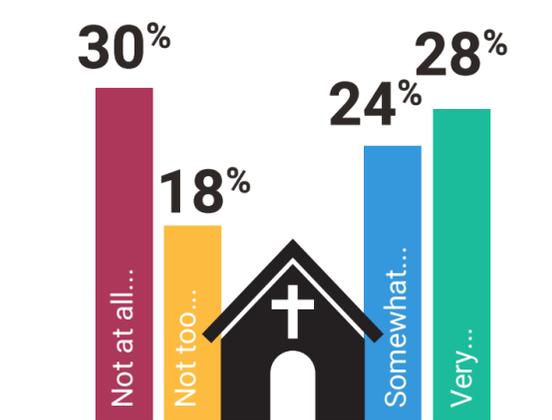
\*Data is an aggregate representing a cross section of cities in terms of Bible engagement and church attendance. Those with higher engagement include Chattanooga, TN and Dallas, TX; moderate engagement: Kansas City, KS/MO and Minneapolis-St. Paul, MN; lower engagement: New York, NY, Philadelphia, PA, 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\*

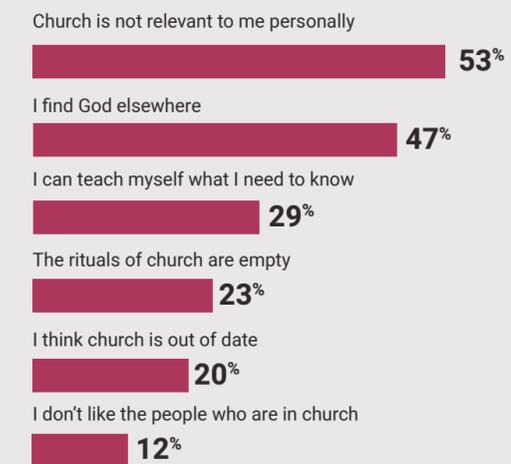
## Biggest Objections to Christianity



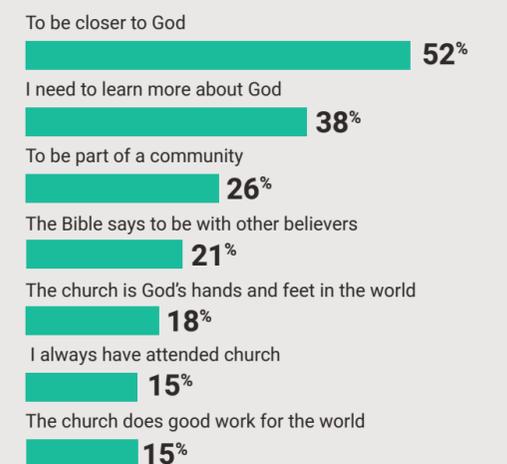
## Important to attend church?



## Why not?



## Why?



## Non-Churchgoers Biggest Objections to Church

