

BIBLE ENGAGEMENT IN PHILADELPHIA

Who engages with the Bible?

ABS has mapped digital Bible engagement by zip code in the Philadelphia area. Areas of higher use of the Bible digitally are distributed across the market; however, areas in Pennsylvania generally have higher digital Bible engagement.

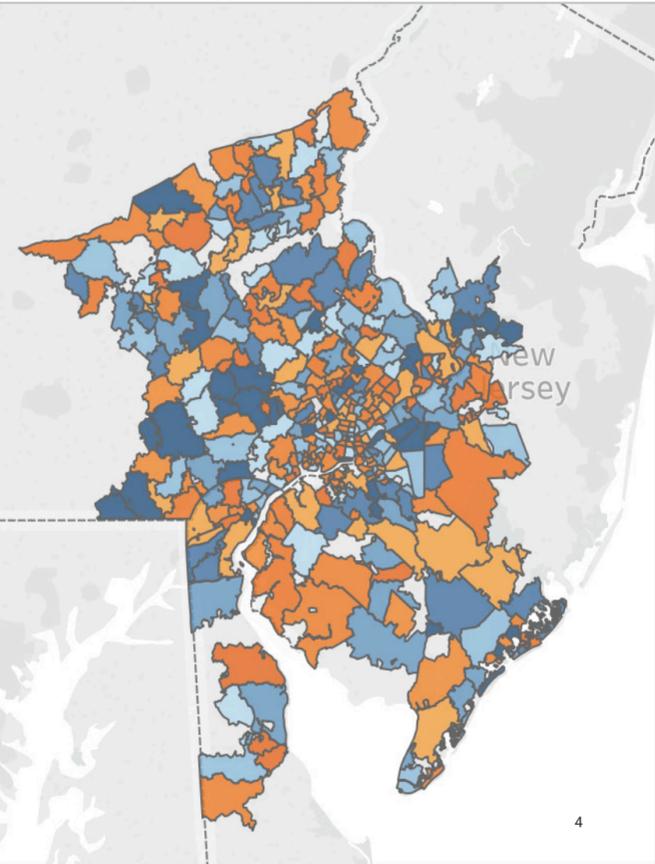
Compared to other cities, Philadelphia is more engaged with the Bible, digitally, than the national average, indexing 130 out of 100 on the digital Bible Engagement Index and ranking 48th out of all US cities.

However, Philadelphia scores lower, 98, in Bible Curiosity, compared to a national average of 100, ranking 103rd 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

	PHL	US
Unemployment Rate	6.5% ▲	5.8%
People on Food Stamps	12%	13%
Poverty Rate	13%	14%
Divorce Rate	9% ▼	17%

Population Economic Health

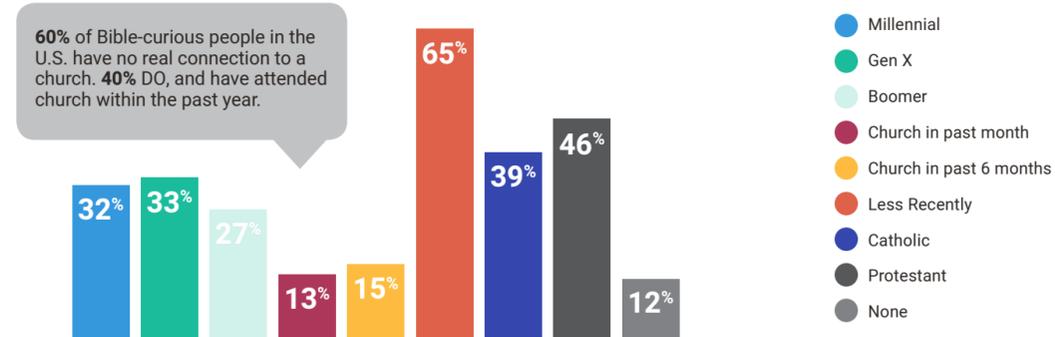
	PHL	US
High School Graduates	89%	88%
Home Ownership	54% ▼	63%
Median Home Value	\$234,000 ▲	\$194,500
Median Household Income	\$52,500 ▼	\$55,775

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

CURIOSITY AND ENGAGEMENT

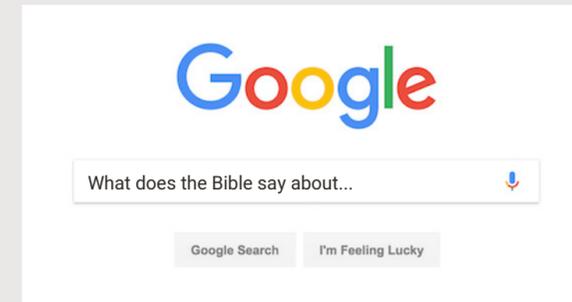
Who is Curious about the Bible?

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:

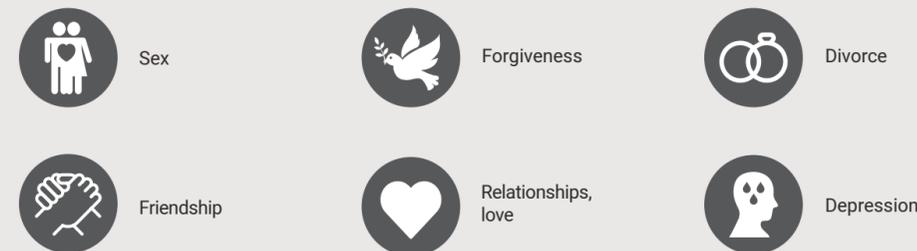


Search the Bible in a digital age

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



Philadelphia wants to know what the Bible says about...?

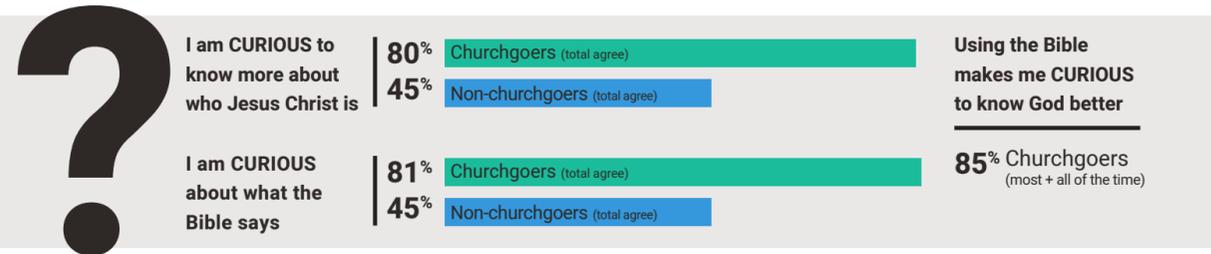
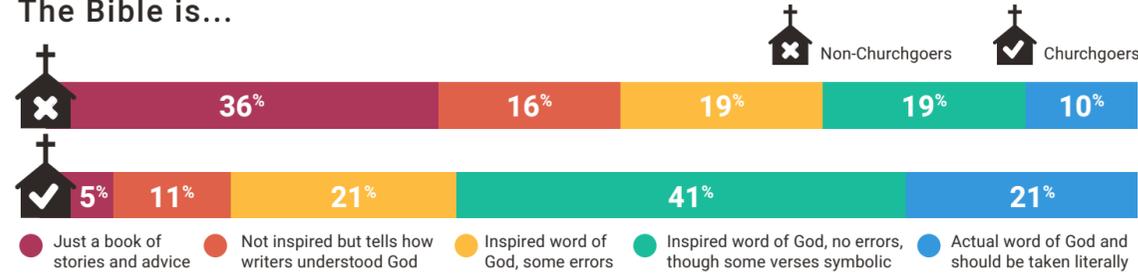


WHAT PEOPLE THINK ABOUT THE BIBLE IN PHILADELPHIA, PA

produced in partnership with Barna Group

PHILADELPHIA'S PERSPECTIVES ON THE BIBLE

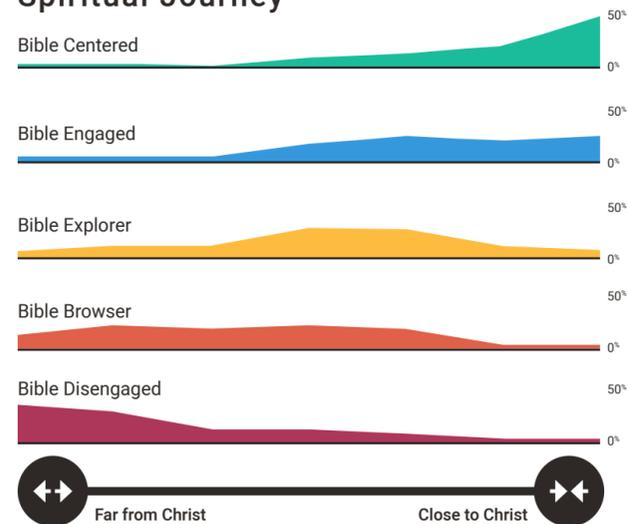
The Bible is...



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 neutral toward the Bible.

Spiritual Journey*



Definitions of these Bible Engagement segments can be found at [Collective.bible/insights](https://collective.bible/insights) © 2018 Renovo. Used by permission. All rights reserved.



The Bible has transformed my life

36% Churchgoers (strongly + very strongly agree)

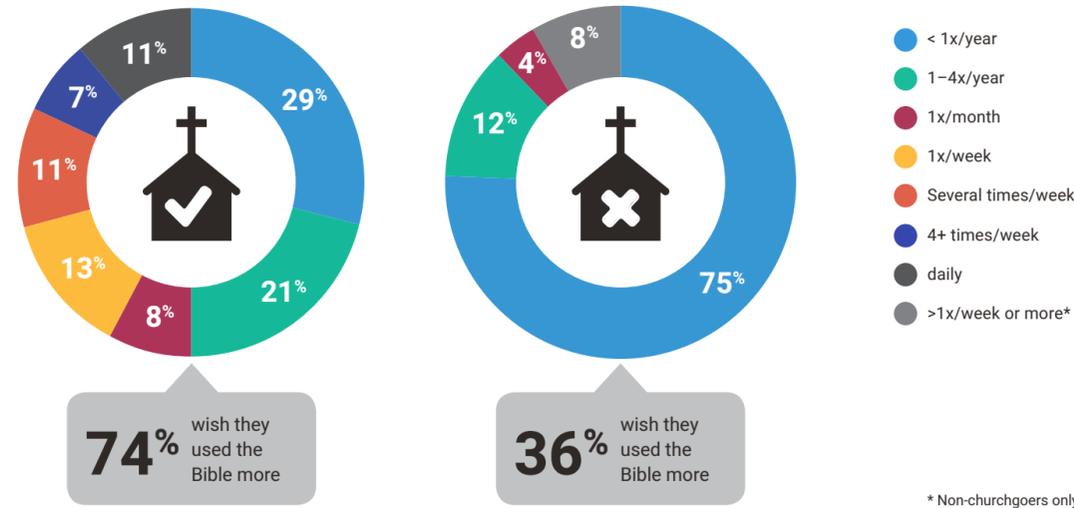
When I read the Bible I always feel a sense of connection to God

50% Churchgoers

PHILADELPHIA'S 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.

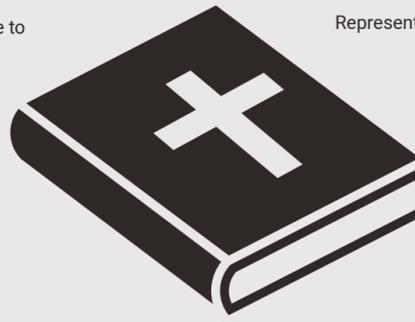
How often use Bible on OWN?



Frustrations when reading the Bible? (all Bible users)

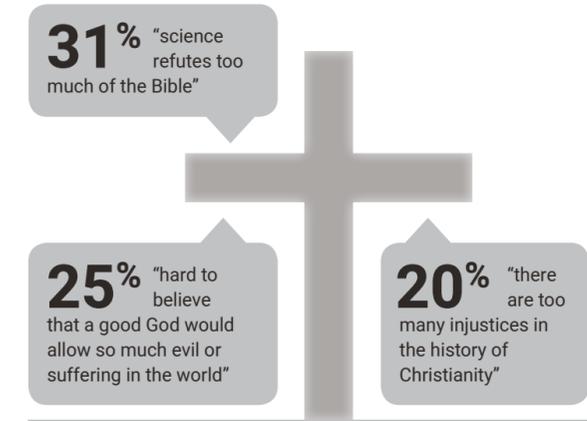


Why do you NOT read the Bible? (all non-users)

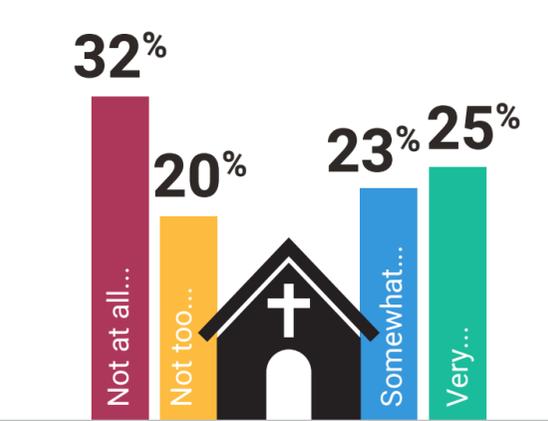


PHILADELPHIA'S PERSPECTIVES ON CHURCH

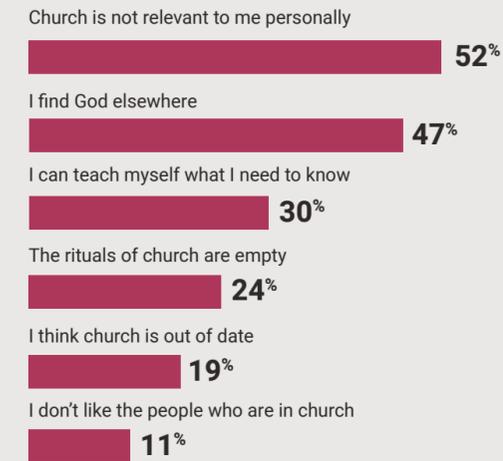
Biggest Objections to Christianity



Important to attend church?



Why not?



Why?



Non-Churchgoers Biggest Objections to Church

