

# Bible Sales Soar in Aftermath of Charlie Kirk's Assassination

Bible sales across the United States soared following the assassination of Charlie Kirk, adding to the surge of Americans returning to church.

According to a report from The Wall Street Journal, 2.4 million Bibles were sold across the country in September, a 36% increase from September 2024. Brenna Connor, an analyst at Circana BookScan, told the publication, "September brought a wave of troubling events—violence, geopolitical tensions and economic uncertainty—underscoring a pattern: In times of crisis, more people turn to faith for comfort and support."

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Sentiments of an awakening were expressed by Cornerstone Christian Bookstore owner James Borrero, who stated, "Ever since the Charlie Kirk shooting there has been an awakening, not only with Bibles but with all Christian-related items."

Bibles also saw an 11% increase in sales in the first nine months of 2025.

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An April report from the American Bible Society found that more Americans are engaging with Scripture than last year.

According to the report, the number of people reading the Bible has increased from 38% to 41%, or 10 million more U.S. adults reading Scripture. The greatest increase in Bible reading came from Millennials, who had a 29% rise in engagement.

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More than half of all Americans said they wish they read the Bible more, the report noted. Interestingly, one-third of those who read the Bible only engage with it in a print format, while 66% of users also utilize a digital version.

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