

Record Shattered Amid Growing Fears of the End Times

Last Sunday was a big day for the YouVersion Bible app.

The faith-based app's founder, Bobby Gruenewald, told The Christian Post the YouVersion team "saw 18.2 million people engage in the Bible and more than 798,000 installs" on Sunday Jan. 5.

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"We tend to see a seasonal uptick in Bible engagement at the beginning of the year as people start new habits and are interested in reading the Bible for the first time," he said. "What's interesting to us is that this year's increase is even higher than this same time last year, and it's a trend we're seeing globally."

The number of downloads at the beginning of the week set a new record, besting the record set on the first Sunday of last year. What's most interesting, though, is where in the world YouVersion saw the greatest increase in downloads.

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To name a few, the Scripture-reading app saw a 198% increase in Ethiopia, a 94% increase in Egypt, a 74% increase in Turkey, a 65% increase in Ghana and a 48% increase in Pakistan. North Africa saw an overall engagement increase of 297% while the Middle East saw an uptick of 166%.

These trends are in keeping with how YouVersion has seen its app grow over time. According to CBN News, the app saw more

engagement in 2024 than in any year prior, revealing Philippians 4:6 was its most-searched passage.



To purchase your MEV Bible, visit .

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