

Surprising Surge: Americans Are Turning Back to the Bible

A recent report from the American Bible Society found that more Americans are reading Bibles than last year.

According to the report, the number of people engaging with the Bible has increased from 38% to 41%, or 10 million more U.S. adults reading Scripture. The greatest increase of 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. 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.

“This is a milestone year for State of the Bible. We are delighted to be celebrating 15 years of seeing how Americans engage with, receive, and are changed by the Word of God,” said President and CEO of American Bible Society Jennifer Holloran. “It’s our prayer that this research continues to be a meaningful, informative, and encouraging resource for pastors, churches and ministries who want to help others on their faith journey. We also hope the report will help equip the Church to thoughtfully respond to those who are searching and point people toward Christ and toward Scripture.”

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Similarly, the number of Americans who consider themselves “nonreligious” has plateaued, according to the Harvard-

affiliated 2024 CES Common Content Dataset.

Baby boomers saw the greatest decrease in “nonreligious” identification, down to 24% from 28% between 2023 and 2024. Generation X had a similar decrease, dropping from 34% to 31%. Millennial religious “nones” did not change.

Generation Z, however, increased in nonreligious identification, rising 46% from 42% between 2023 and 2024.

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