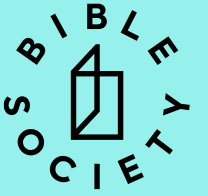


The Quiet Revival

DR RHIANNON MCALEER AND
DR ROB BARWARD-SYMMONS

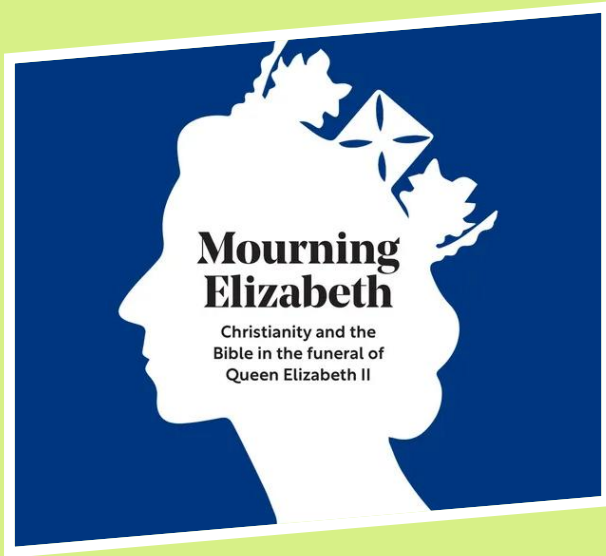
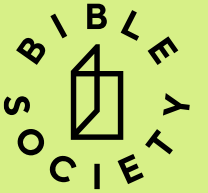


About Bible Society

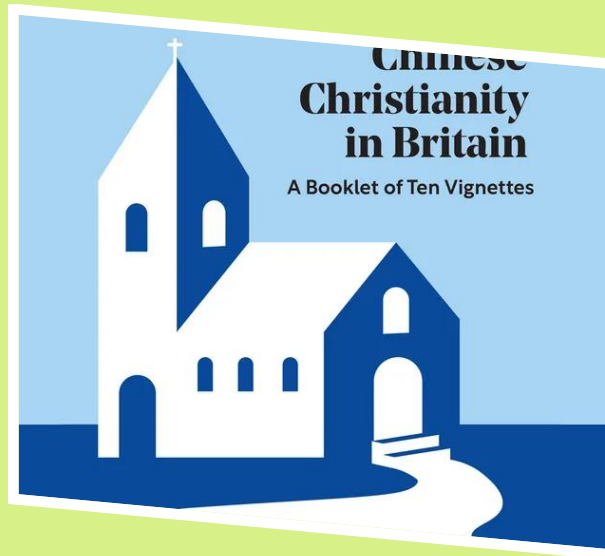
- Founded March 1804 by William Wilberforce and other members of the Clapham Sect
- Royal charter to encourage the wider circulation or use of the Bible
- Christian but non-denominational and inter-confessional
- Seek to invite people to discover the Bible for themselves
- Translation, distribution, engagement
- Part of the United Bible Societies Fellowship



Our research



Mourning Elizabeth



The Bible and the Chinese Community in Britain



Digital Nations

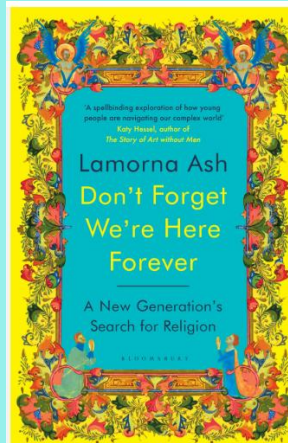


The Patmos Initiative



Spiritual Gen Z drive increase in Bible sales

Books about religion are bucking the trend of falling interest in non-fiction works



33%

of non-Christian students are interested in reading the Bible with a friend



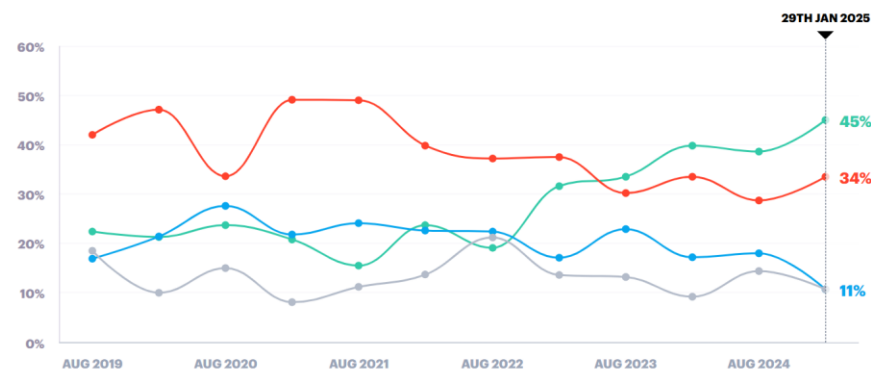
Young men lead the way as adult baptisms in UK surge this Easter

People aged under 25 are the least likely group to call themselves atheists, a study has found

Gen Z half as likely as their parents to identify as atheists

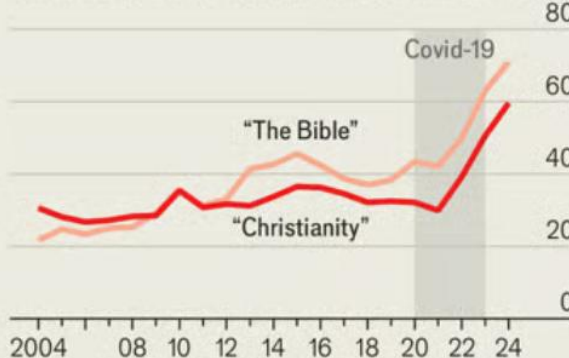
Brits' beliefs about God(s)

- I believe there is a God / there are Gods
- I do not believe in a God / Gods, but do believe there is some sort of spiritual greater power
- I do not believe in any sort of God(s) or greater spiritual power
- Don't know



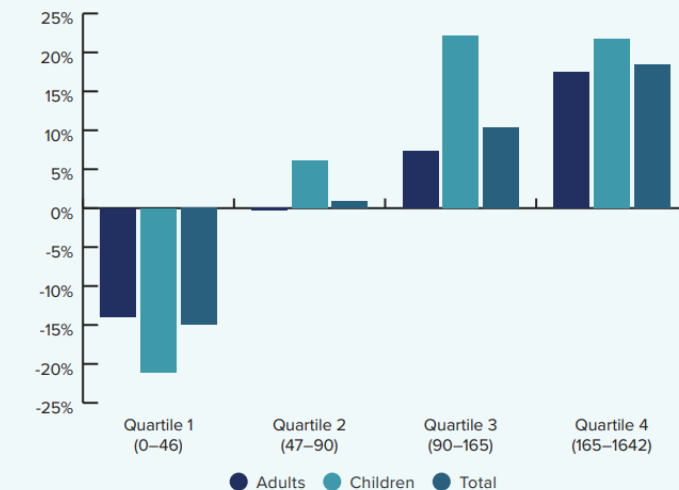
Google and ye shall find

Popularity of Google search terms, average of Western countries*, maximum interest=100



*Australia, Britain, Canada, Denmark, Finland, France, Germany, Netherlands, Norway, Poland, Portugal, Spain and United States
Source: Google Trends

Mean church attendance change



Background to *The Quiet Revival*



2018

19,101 adults in
England and Wales
Eight audience
segments



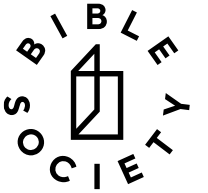
2022

3035 adults in
England and Wales



2024

13,146 adults in
England and Wales



Three key findings

1. The Church is growing and changing
2. The Church is socially and personally impactful
3. Growing spiritual openness

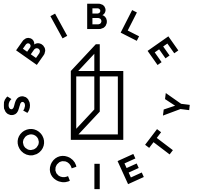
Plus

4. Challenge and opportunity

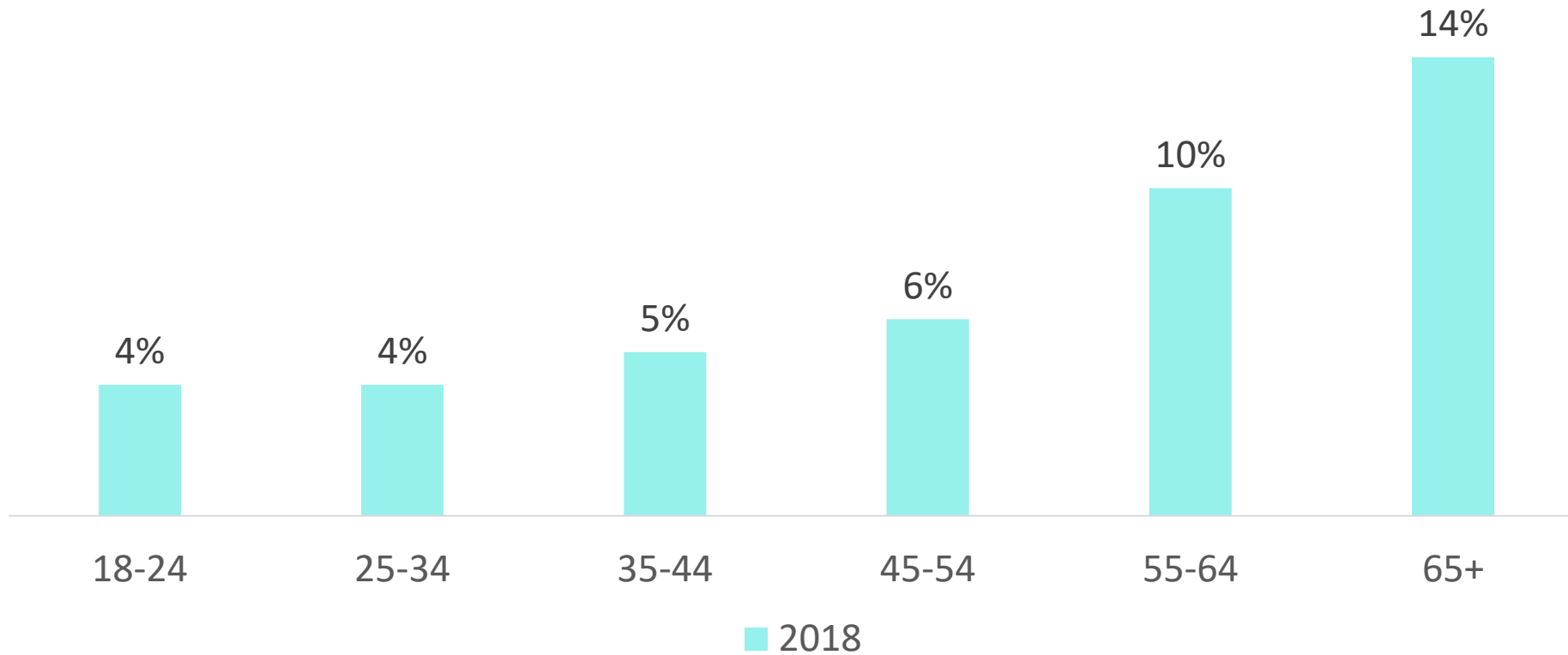


1. The Church is growing and changing

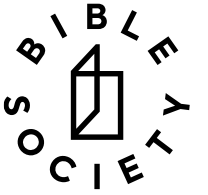
An aging, declining Church



Churchgoing by age

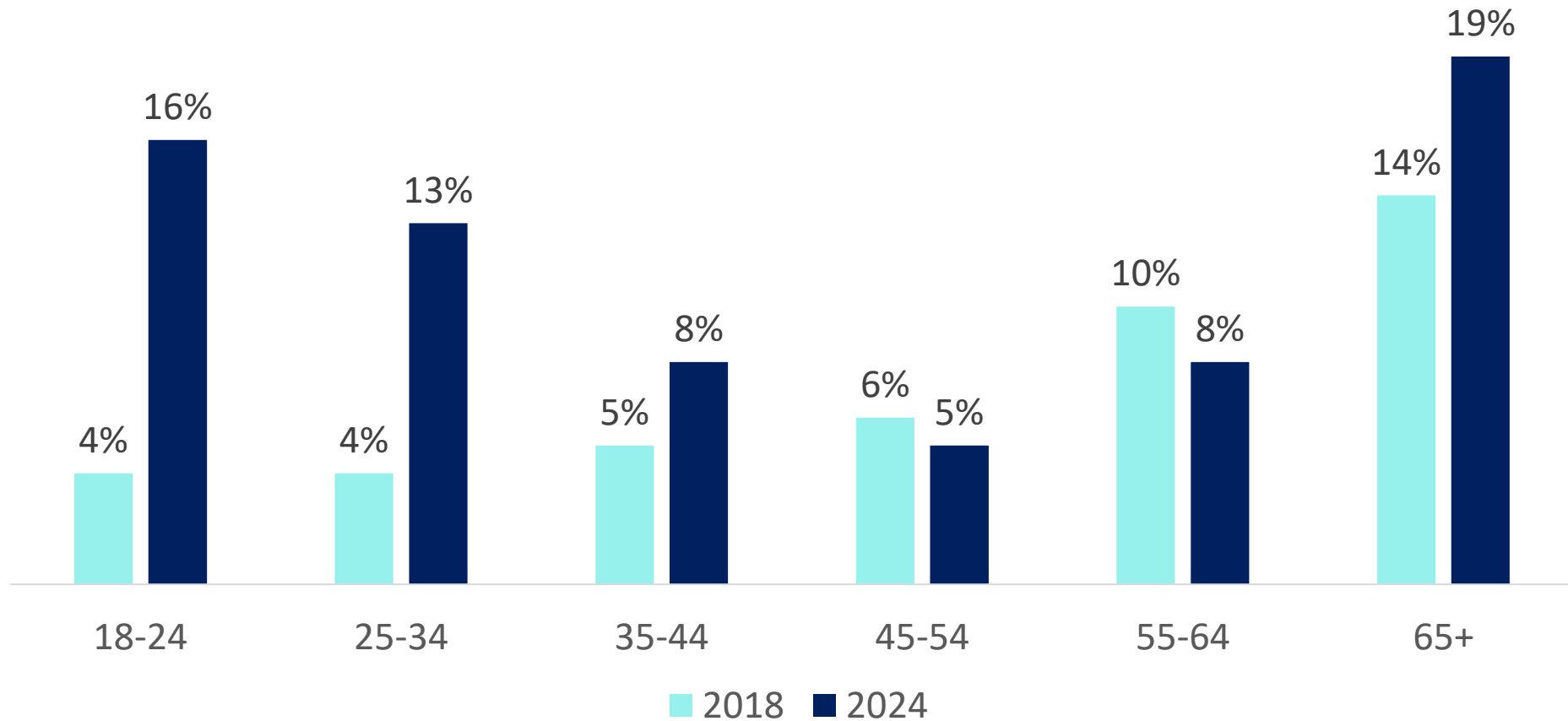


Bible Society/YouGov polling 2018. Base: adults in England & Wales, n=19101



A younger, growing Church

Churchgoing by age



Bible Society/YouGov polling 2024. Base: adults in England & Wales, n=13146
Bible Society/YouGov polling 2018. Base: adults in England & Wales, n=19101

A more diverse Church



32%

of churchgoers aged 18–54 are from an ethnic minority, compared to **6% of churchgoers over 55** (and 16% of the overall population)



Changing shape

Top three traditions

Anglican

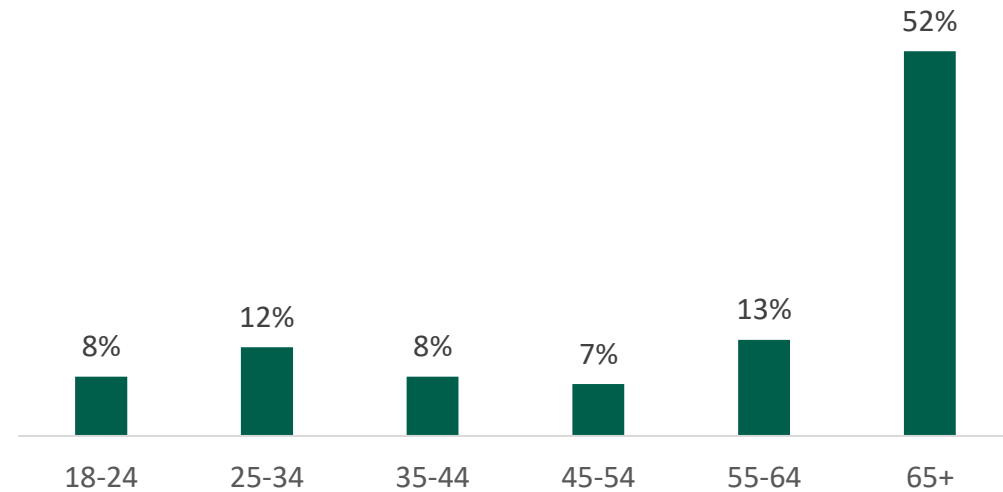
Catholic

Pentecostal

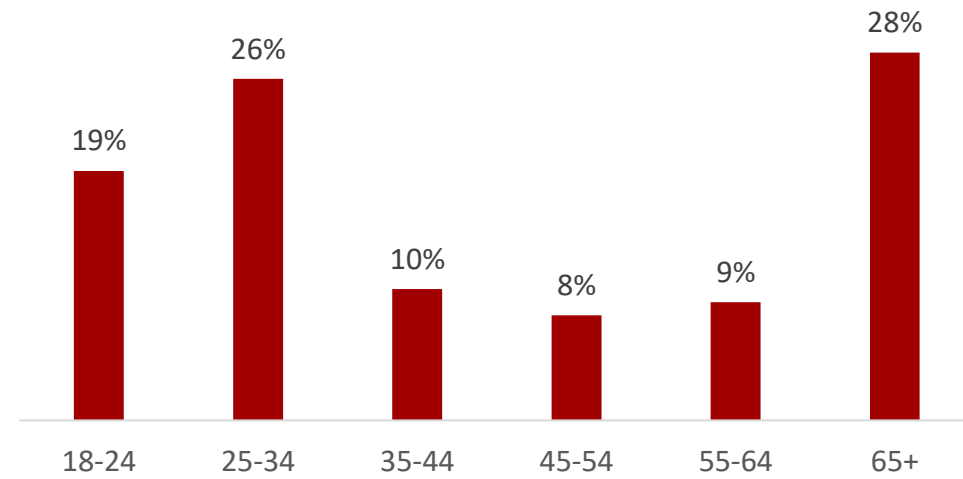
20%

of churchgoers aged 18–34 are Anglican
– **41% are Catholic**, and **18% are Pentecostal.**

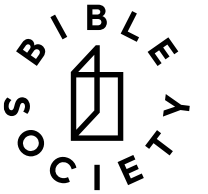
Churchgoing Anglicans by age

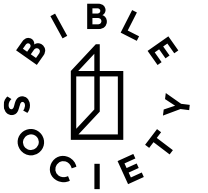


Churchgoing Catholics by age



■ 2024

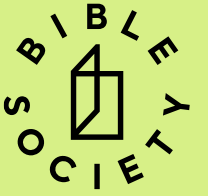




Vibrant faith

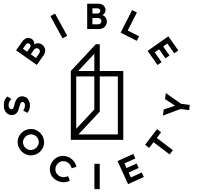
- Weekly Bible reading is up across the board (from 54% to 67% average)
- Rates of belief in God remain high
- Nominal Christianity is decreasing
- High Bible engagement and hunger among young Christians
 - 80% of 18-34s reading at least weekly, 24% reading daily
 - 90% interested in learning more
- Bible Confidence is up overall

Key take home: The Church is **growing** and looks **more engaged**. The young joiners are not belonging without believing

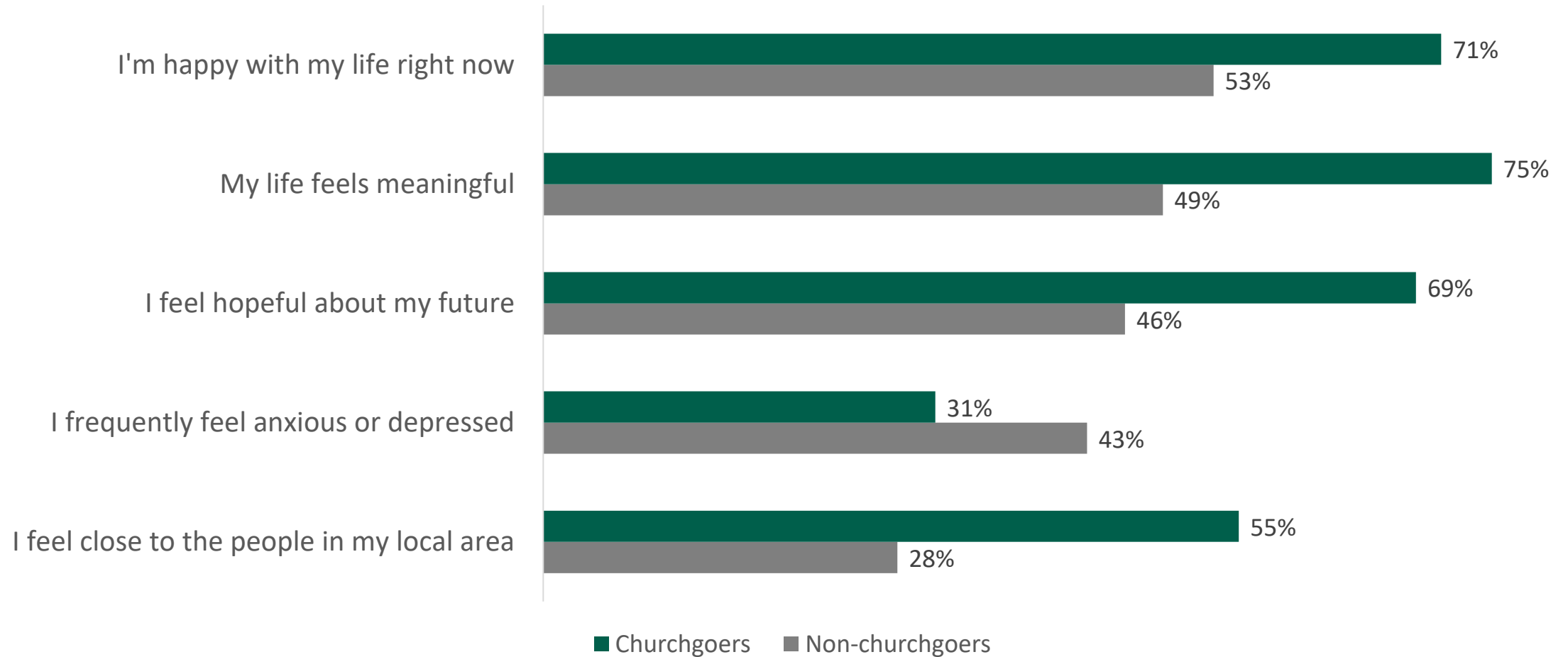


2. The Church is impactful

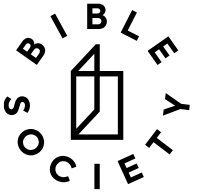
Churchgoing is good for you



Churchgoers show higher rates of wellbeing and life-satisfaction than non-churchgoers



Bible Society/YouGov polling 2024. Base: adults in England & Wales, n=13146



...and others

Give regularly to charity

Volunteer

Donate to a foodbank

Take part in local environmental improvements



3. *A new atmosphere*

79%

of people in England and Wales
hardly every or **never read the Bible**

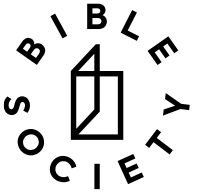


7 in 10

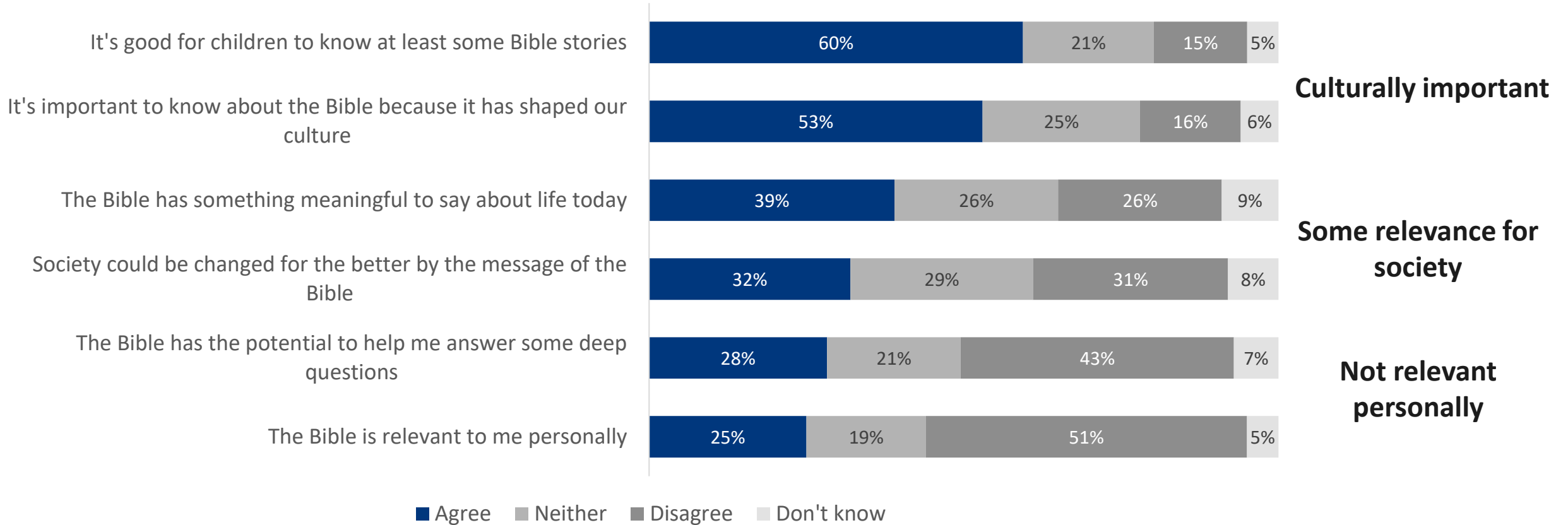
say they're **not interested**
in discovering more about the Bible (67%)



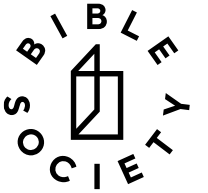
For most, the Bible is still largely irrelevant



To what extent do you agree or disagree...



Bible Society/YouGov polling 2024. Base: adults in England & Wales, n=13146



Spiritual openness

56%

of non-churchgoers would be happy for a Christian friend to pray for them

(63% among 18-24s)

31%

of non-churchgoers* would go to church if invited by a friend

(34% among 18-24s)

18%

of non-churchgoers are interested in learning more about the Bible

(25% among 18-24s)

Bible Society/YouGov polling 2024. Base: adults in England & Wales, n=13146

Relationships matter

19%

of non-churchgoers agree

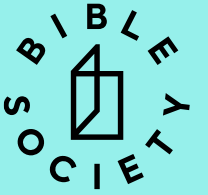
‘if **family or friends** recommended the Bible, I would give it a try’

9%

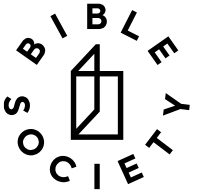
of non-churchgoers agree

‘if **celebrities or thinkers** recommended the Bible, I would give it a try’

Image: Joel Muniz



Bible Society/YouGov polling 2024. Base: adults in England & Wales, n=13146



What would help the spiritually curious?

Something that helps break the Bible down into manageable pieces (31%)

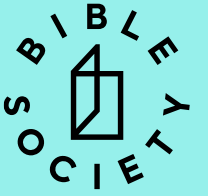
Something that helps relate the Bible to everyday life (28%)

Talking with people who hold similar beliefs to me (22%)

Exploring the Bible through art, films, TV or music (21%)

Opportunity to talk with Bible experts (17%)

Bible Society/YouGov polling 2024. Base: non-churchgoing adults in England & Wales interested in learning more about the Bible, n=1967



4. Moving forward

Two priorities



BIBLE DISCIPLESHIP

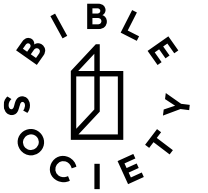


PREPARE FOR SPIRITUAL
CURIOSITY

Curiosity and openness



86% of churchgoing Christians are interested in **knowing more** about the Bible



Bible Confidence: warning signs

Hard to
navigate

32%

of churchgoers say they're **not confident** they could **find** relevant Bible passages

'The difficulty in finding passages which apply to everyday life at that point in life; if experiencing an emotion like **jealousy**, what part should I read?'

Hard to
understand

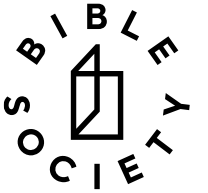
33%

of churchgoers say the Bible is **difficult to understand**

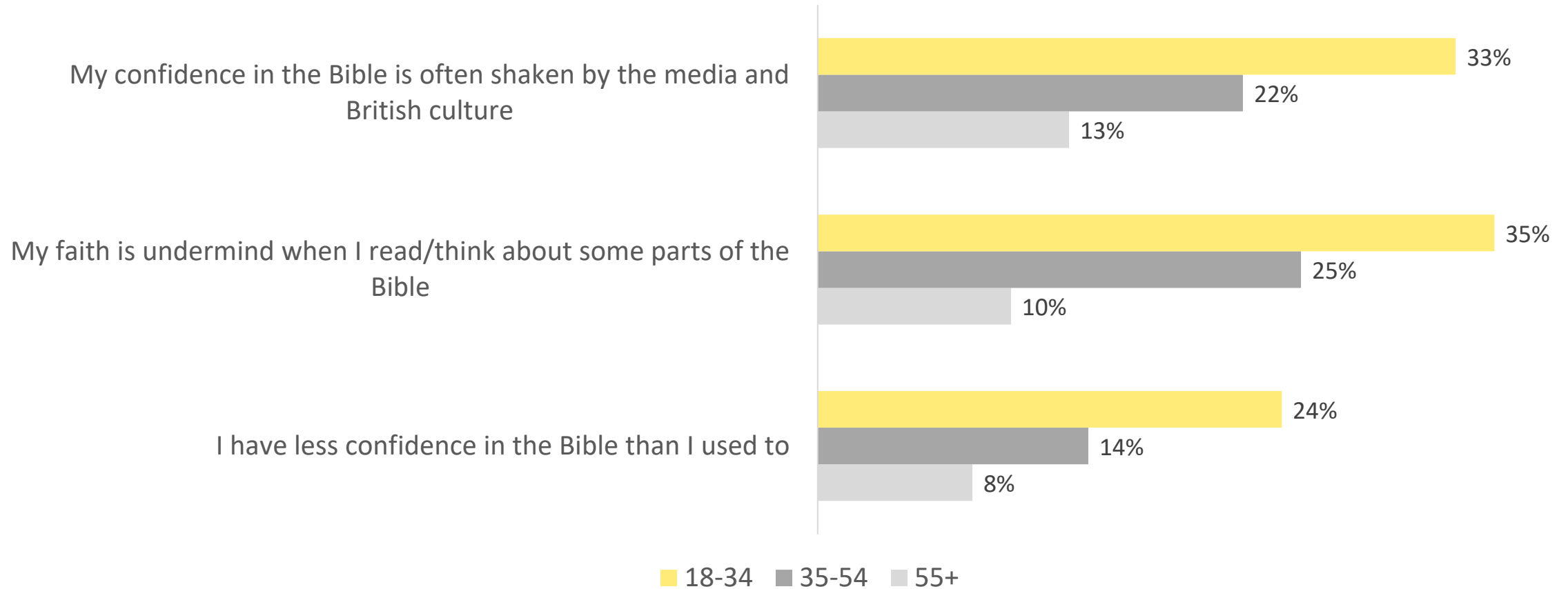
'Lots of the language is heavy and old fashioned; it **does feel like a chore**'

Bible Society/YouGov polling 2024. Base: churchgoing Christians in England & Wales, n=1555

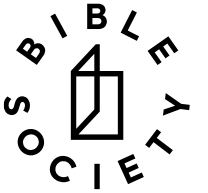
Bible Confidence: warning signs



How does Bible Confidence vary by age? Shown: Agree



Bible Society/YouGov polling 2024. Base: churchgoing Christians in England & Wales, n=1555



Learning and growing

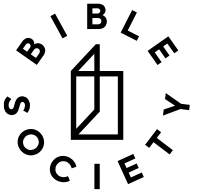
39%

of 18-34 churchgoing christians say
'finding appropriate Bible resources
and guides' is challenging, compared to
22% of over 35s

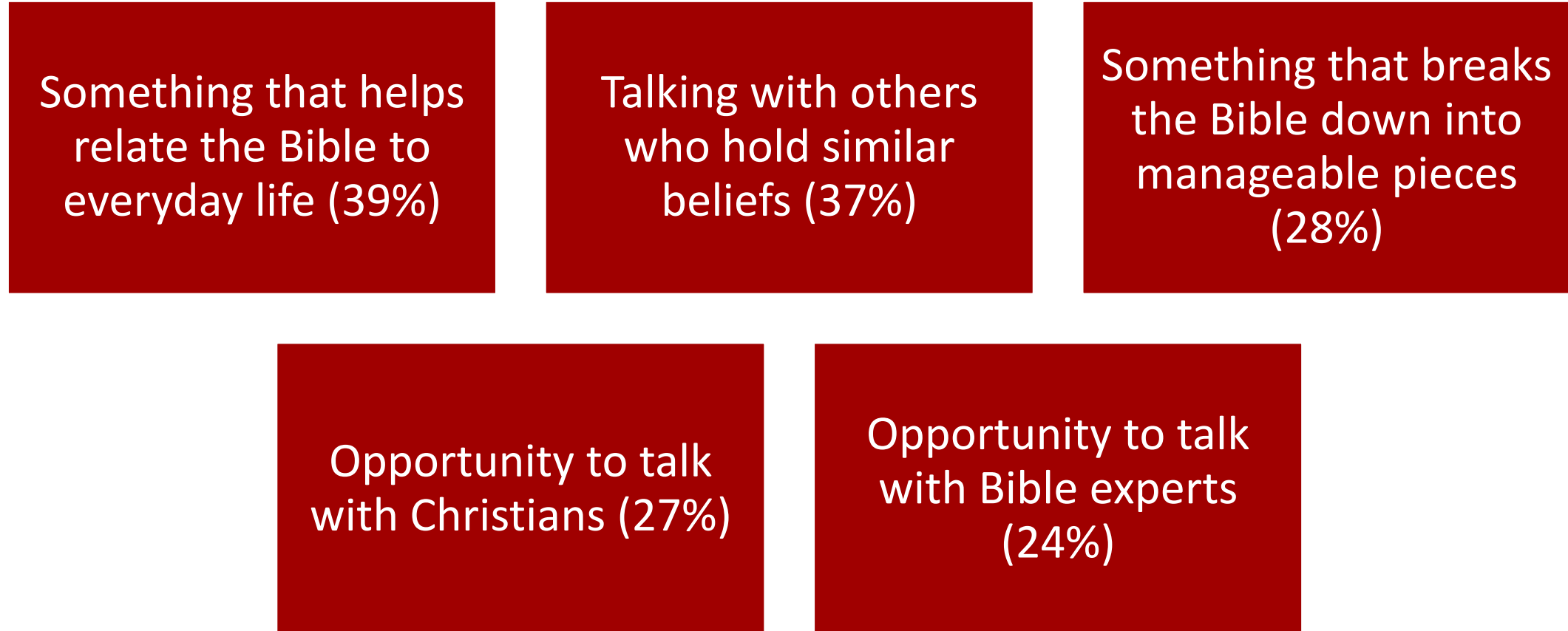
44%

of 18-34 churchgoing christians say
'finding people to learn from' is
challenging, compared to **25% of
over 35s**

Bible Society/YouGov polling 2024. Base: churchgoing Christians in England & Wales, n=1555

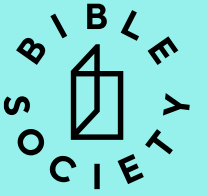


What would help churchgoers?

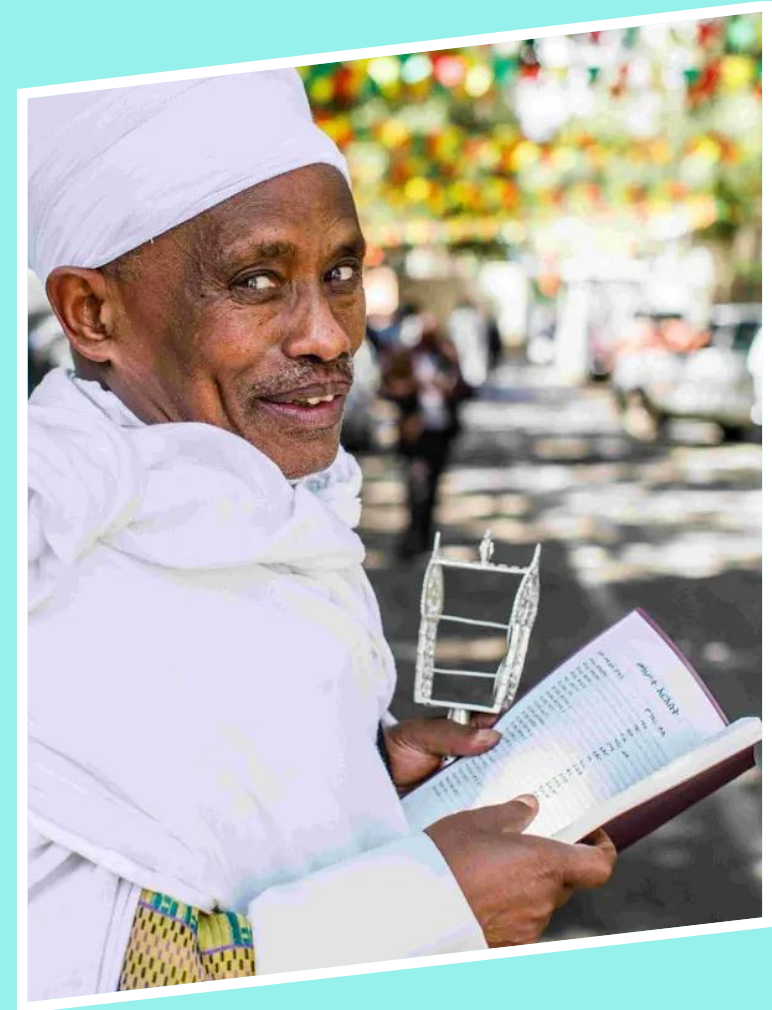


Bible Society/YouGov polling 2024. Base: churchgoing Christians in England & Wales, n=1555

Patmos World Bible Attitudes Survey



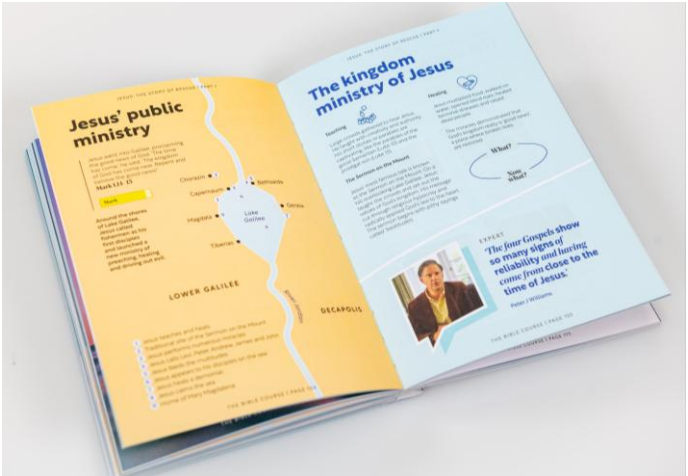
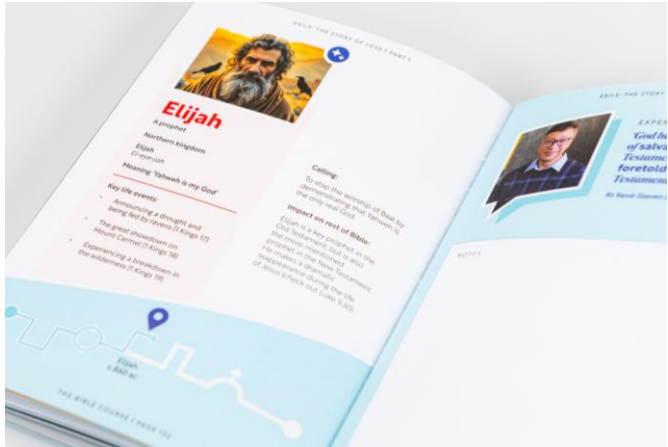
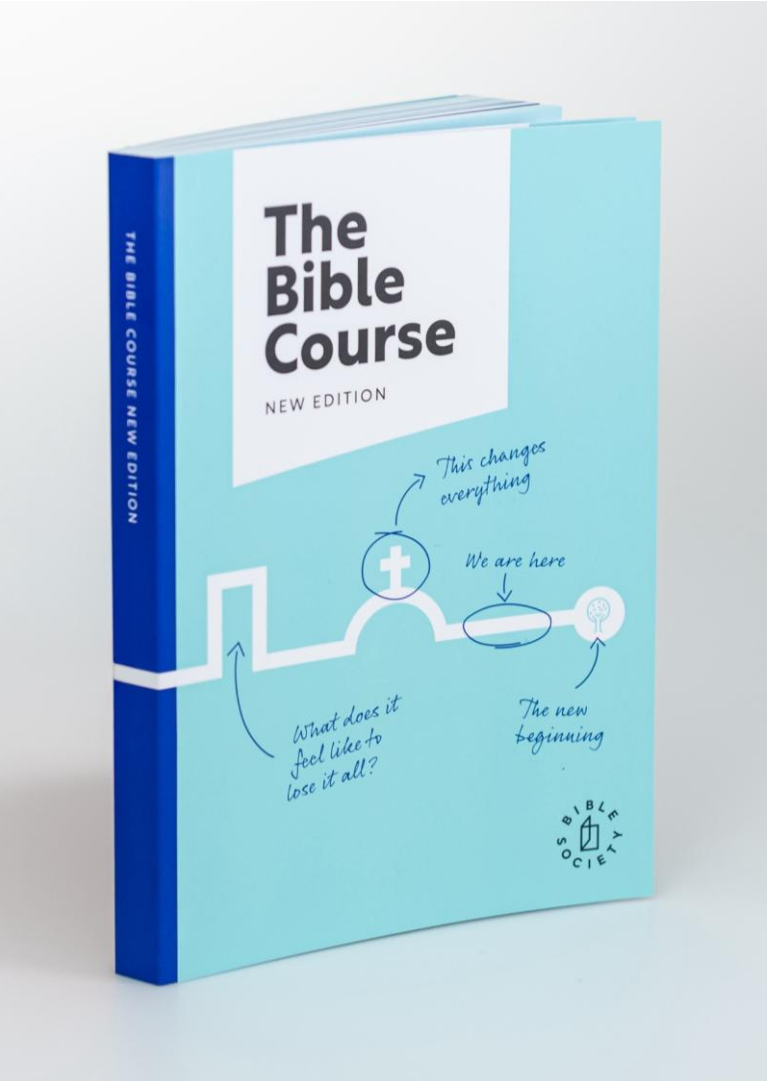
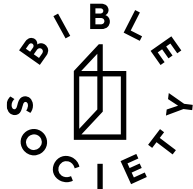
- **Survey of 91,000 people around the world, delivered by Gallup**
- **Fieldwork in 150 countries**
- **89 languages**
- **Identification of seven missiological contexts**
- **22,000 Catholics in the sample**
- **Google: The Patmos Initiative**



The Quiet Revival Podcast



The Bible Course



Download the full report here



Thank you

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