

BIBLE ENGAGEMENT IN KANSAS CITY

Who engages with the Bible?

ABS has mapped digital Bible engagement by zip code in the Kansas City area. Areas of higher use of the Bible digitally are more concentrated in the outskirts of the city. Areas of lower digital use are in the inner suburbs, primarily.

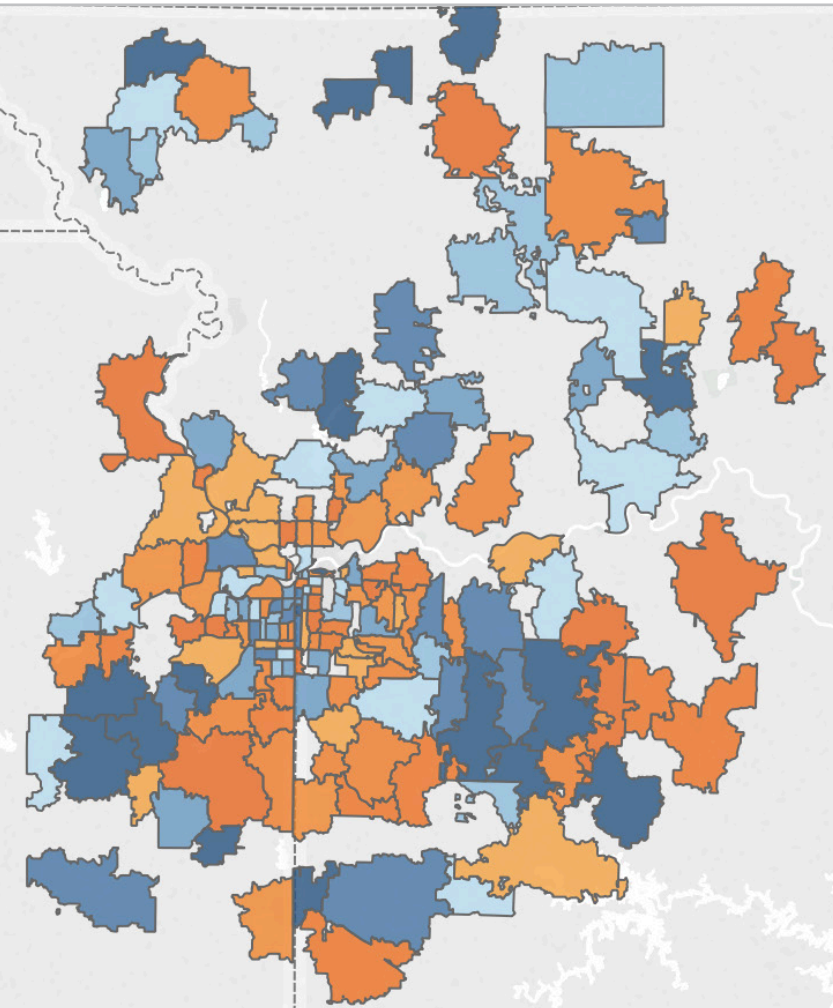
Compared to other cities, Kansas City is slightly more engaged with the Bible, digitally, than the national average, indexing 119 out of 100 on the digital Bible Engagement Index and ranking 92nd out of all US cities.

Similarly, Kansas City scores 112 in Bible Curiosity, compared to a national average of 100, ranking 69th 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

	KC	US
Unemployment Rate	4.7% ▼	5.8%
People on Food Stamps	10% ▼	13%
Poverty Rate	13%	14%
Divorce Rate	12% ▼	17%

Population Economic Health

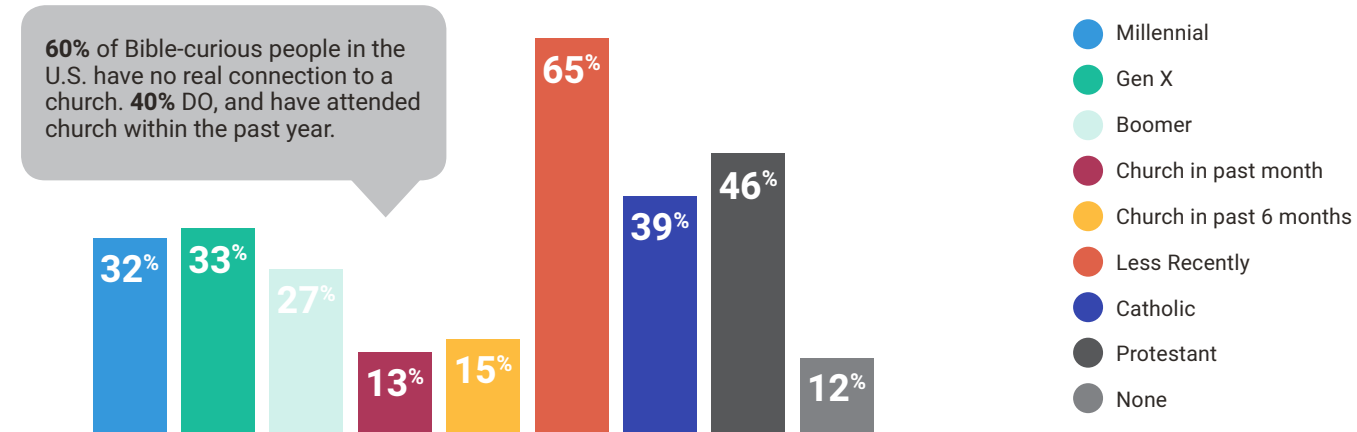
	KC	US
High School Graduates	92% ▲	88%
Home Ownership	54% ▼	63%
Median Home Value	\$135,900 ▼	\$194,500
Median Household Income	\$47,489 ▼	\$55,775

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

CURIOSITY AND ENGAGEMENT

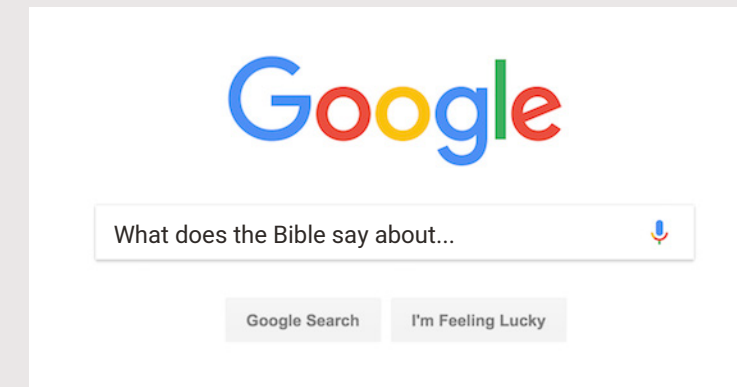
Who is Curious about the Bible?

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?



Kansas City wants to know what the Bible says about...?

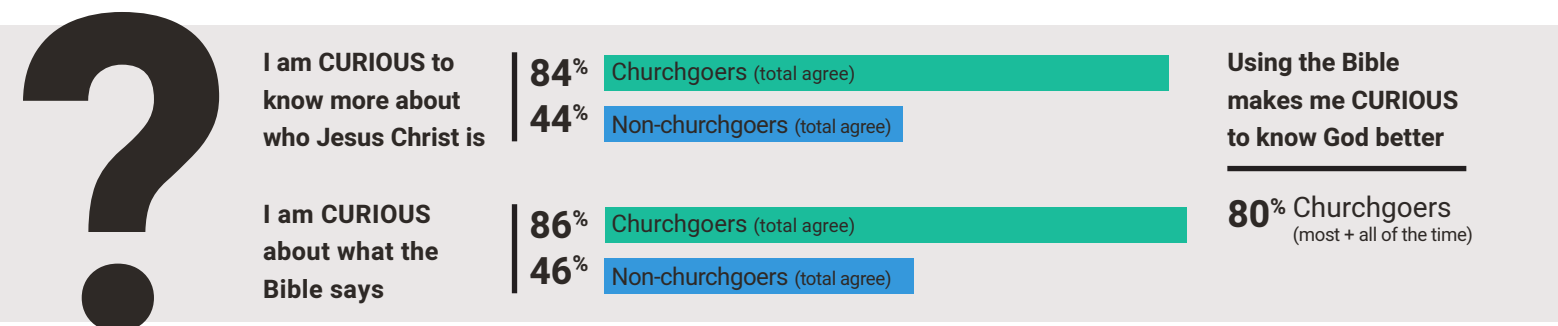
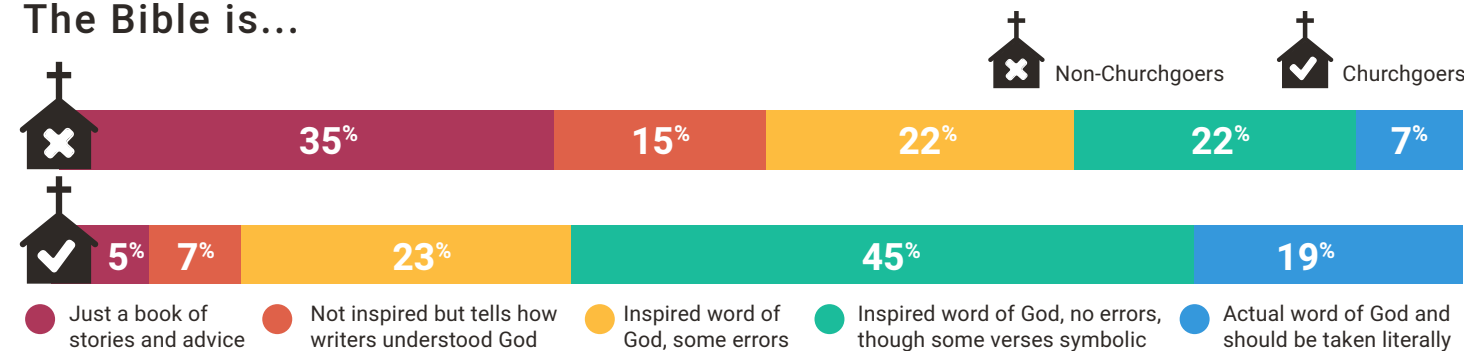


WHAT PEOPLE THINK ABOUT THE BIBLE IN KANSAS CITY

produced in partnership with Barna Group

KANSAS CITY'S PERSPECTIVES ON THE BIBLE

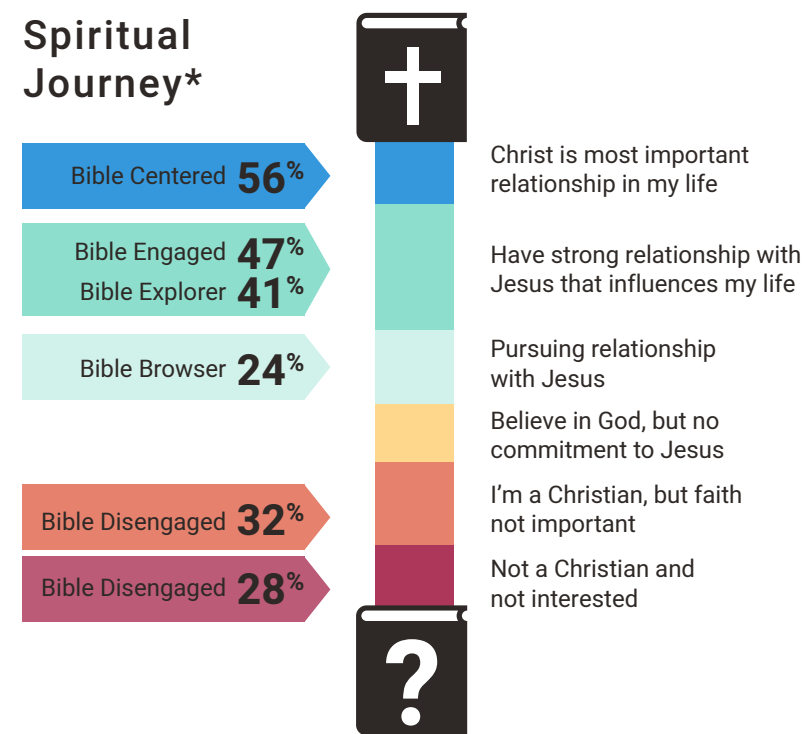
The Bible is...



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 disengaged with Scripture.

Spiritual Journey*

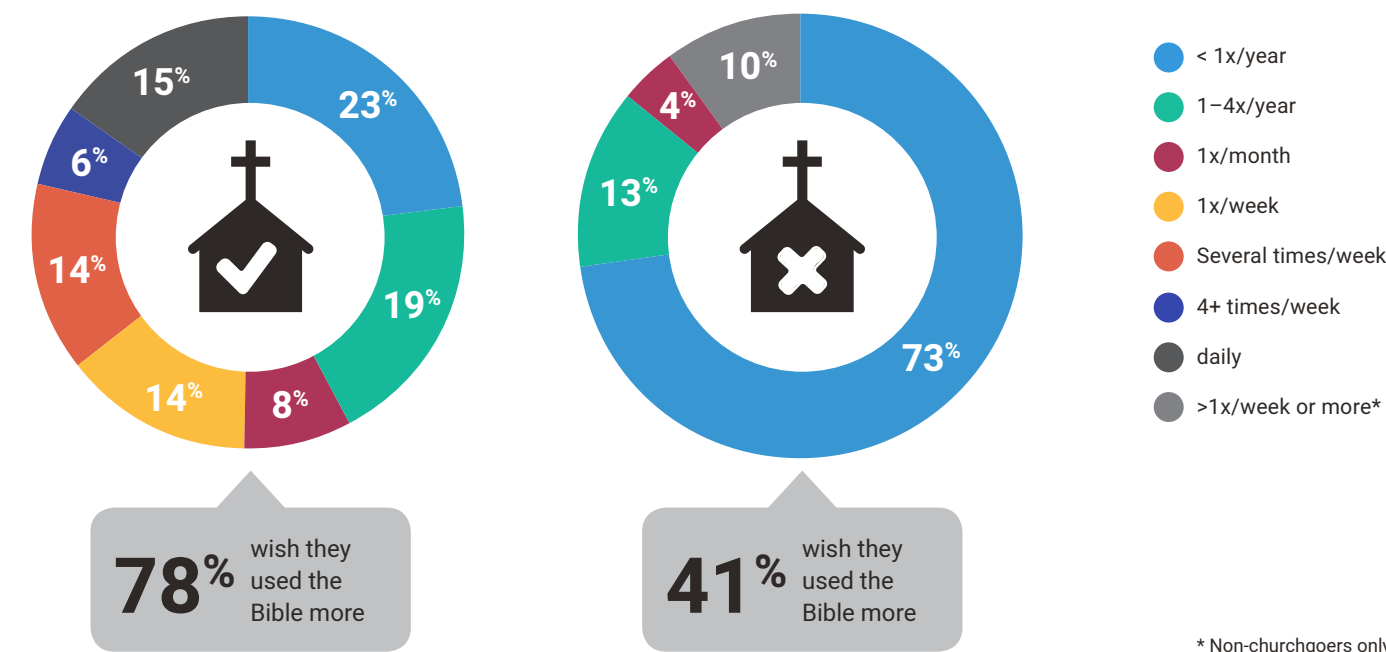


Definitions of these Bible Engagement segments can be found at [Collective.bible/insights](https://collective.bible/insights)
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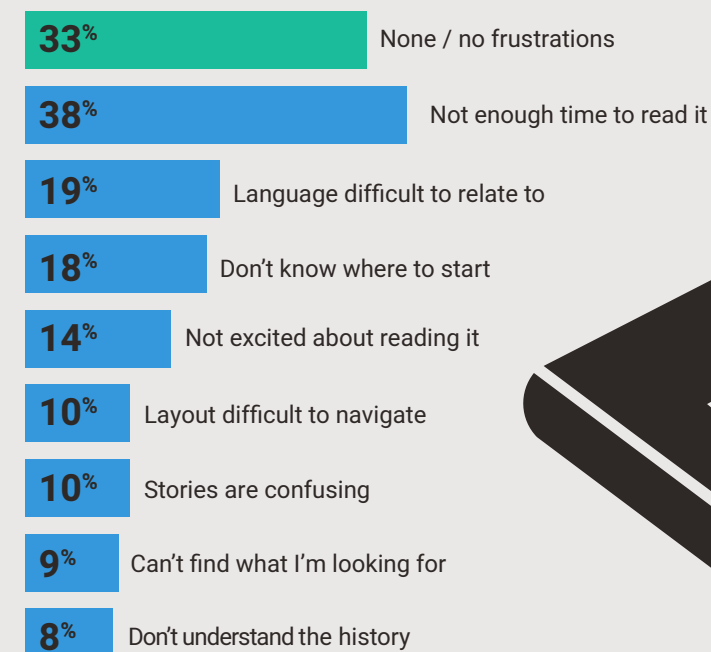
KANSAS CITY'S EXPERIENCES WITH THE BIBLE

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.

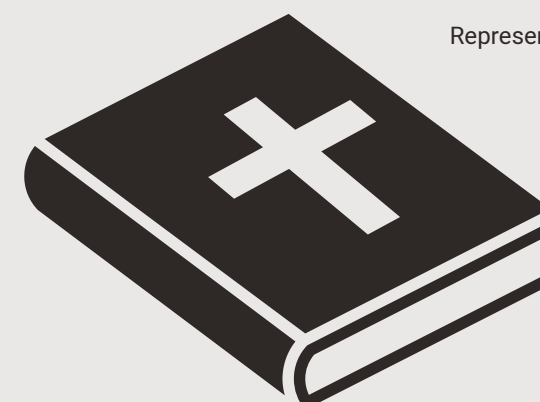
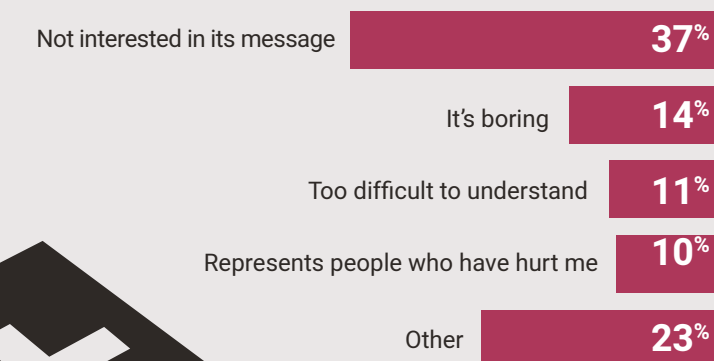
How often use Bible on OWN?



Frustrations when reading the Bible? (all Bible users)

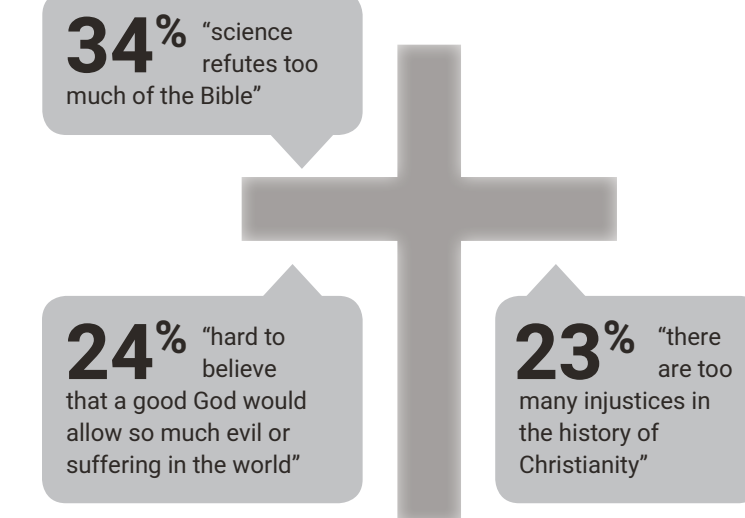


Why do you NOT read the Bible? (all non-users)

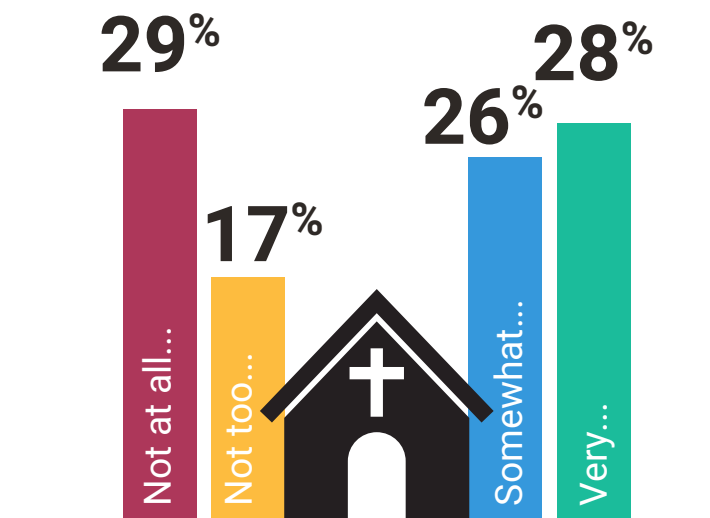


KANSAS CITY'S PERSPECTIVES ON CHURCH

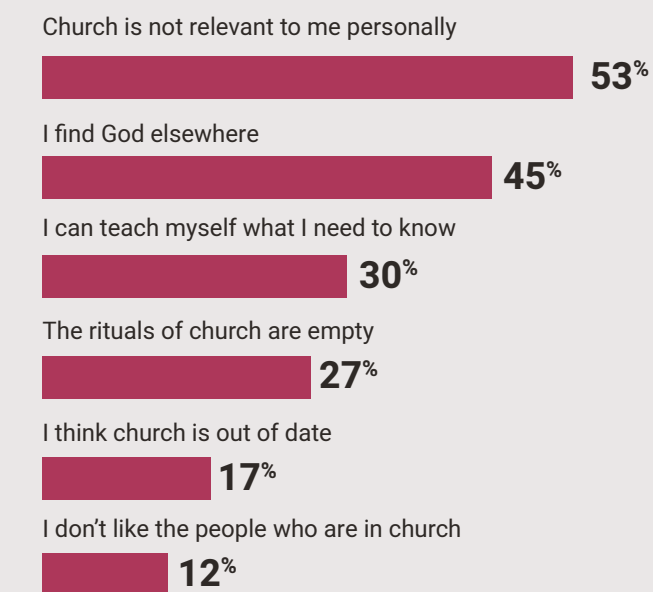
Biggest Objections to Christianity



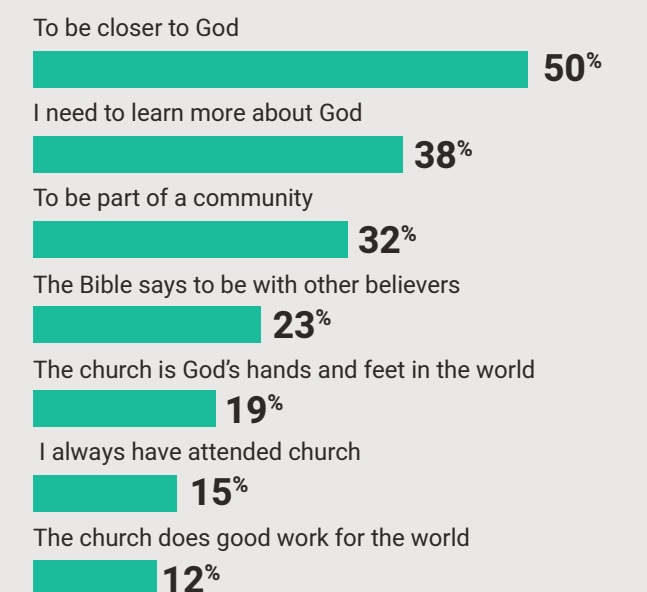
Important to attend church?



Why not?



Why?



Non-Churchgoers Biggest Objections to Church

