

DID YOU KNOW?

- Only 40% of Americans know that Jesus delivered the Sermon on the Mount.
- Fewer than half of American adults can name all four Gospels.
- Adults under the age of 30 and people who attend small churches express greater difficulties with Bible knowledge than older adults.
- People who attend small churches express greater difficulties with Bible knowledge than members of large churches.
- 43% of American adults function at or below basic literacy levels – making them incapable of meaningful Bible reading.
- People who are functionally illiterate process information differently than people who are literate – they require story telling and dialog, not exposition, to understand and retain information.
- Only 54% of Protestant adults read the Bible each week.
- 65% of adults who identified themselves as Bible readers have never read the entire New Testament.
- In a survey of more than 500 pastors, 47% cited “lack of time” as the main reason more Christians don’t read the Bible.
- Americans spend, on average, 2 ½ hours in the car each day.
- There are now 75 million unchurched Americans.
- More than half of unchurched people consider themselves Christian.
- By the year 2010, an estimated 10% to 20% of Americans will obtain religious information exclusively or primarily through the Internet.
- 85% of American adults own at least one type of personal computer.
- Apple Computer Inc. has sold over 42.2 million iPods since introducing the product in October 2001.
- By 2009, total iPods sales in the U.S. are expected to top 65 million.
- 40% of people born between 1984 and 2002 own mobile music players such as iPods.