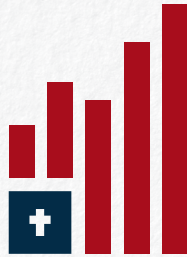




AMERICAN BIBLE SOCIETY



State of the Bible

THE BAY AREA

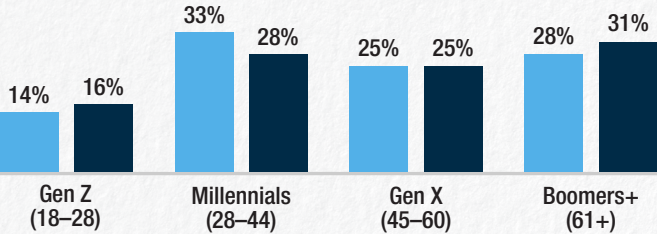


DEMOGRAPHICS AND WELL-BEING

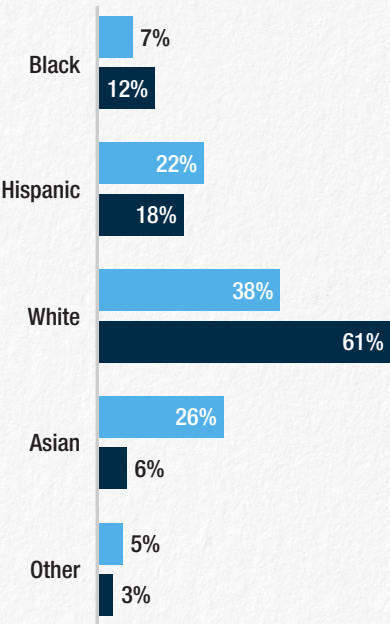
As home to Silicon Valley and Stanford, it's no surprise that the Bay Area skews younger, smarter, and wealthier than the United States as a whole. What might be more surprising is that despite all this, and the sunny California weather, the overall well-being of Bay Area dwellers is subpar compared to the rest of the country. People here experience higher levels of stress and anxiety and report lower levels of Human Flourishing.



Age/Generation

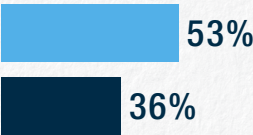


Race/Ethnicity

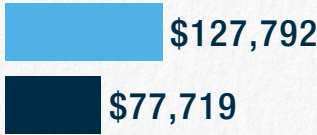


Education

Bachelor's Degree or Higher



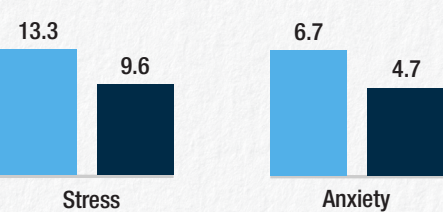
Median Income



Source: U.S. Census Bureau, American Community Survey, 2023

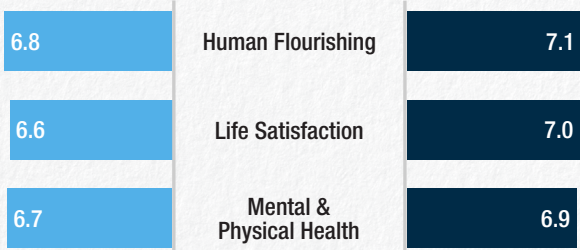
U.S. Census Bureau, U.S. Department of Commerce. "Educational Attainment." American Community Survey, ACS 1-Year Estimates Subject Tables, Table S1501, 2023, <https://data.census.gov/table/ACSST1Y2023.S1501?t=Educational+Attainment&g=310XX00US41860>. Accessed on March 27, 2025.

Stress/Anxiety



Stress Score Range: 0–40; Anxiety Score Range: 0–20

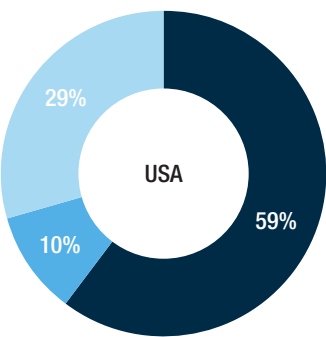
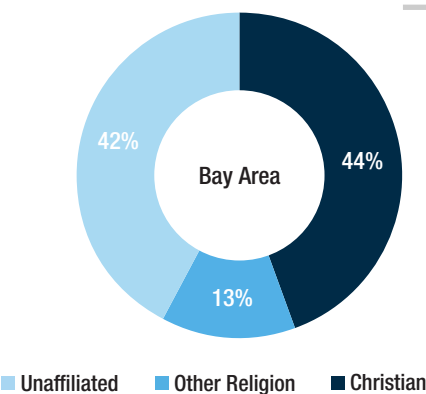
Human Flourishing



RELIGIOSITY AND FAITH PARTICIPATION

Unlike the rest of the United States, the majority of people in the Bay Area do not identify as Christian. Those who do are more likely to be Catholic. There are almost as many “Nones” in the Bay Area as Christians and more than twice as many Atheists compared to the rest of the country. Practicing Christians make up just 12 percent of the population.

Religious Affiliation

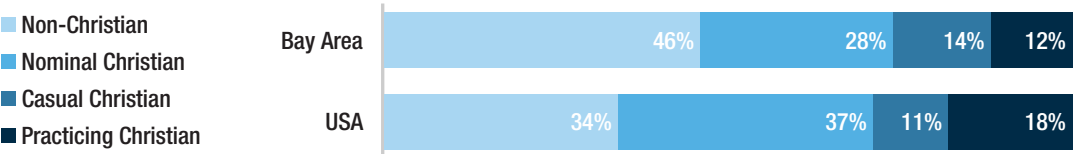


Unaffiliated		
	Bay Area	USA
Atheist	12%	5%
Agnostic	9%	6%
Nothing in particular	21%	19%

Christian		
	Bay Area	USA
Evangelical Protestant	7%	23%
Mainline Protestant	9%	11%
Historically Black Protestant	3%	5%
Catholic	24%	19%
Orthodox	1%	1%

Source: Pew Research Center, Religious Landscape Study, 2024 (Jehovah's Witnesses and Mormons were moved to "Other Religion")

Faith Participation



BIBLE USE AND SCRIPTURE ENGAGEMENT

Though we see lower Bible use in the Bay Area compared to the United States as a whole, younger generations are surprisingly just as likely to pick up the Bible as their peers across the country. Men are significantly more likely to be Bible users than women and more young people are Scripture Engaged than Boomers in the Bay Area.

Bible Users

■ Not a Bible User
■ Bible User

Bay Area

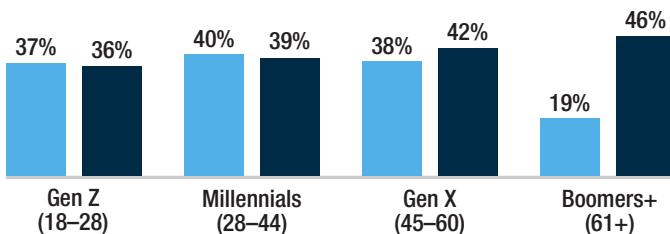


USA



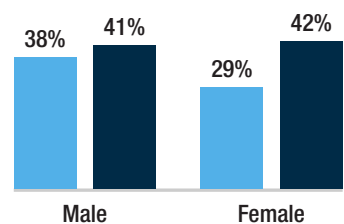
Bible Use by Generation

■ Bay Area ■ USA



Bible Use by Gender

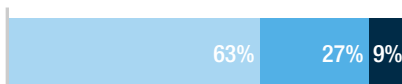
■ Bay Area ■ USA



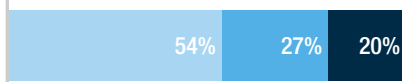
Scripture Engagement

■ Bible Disengaged ■ Movable Middle ■ Scripture Engaged

Bay Area



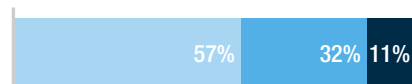
USA



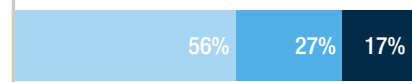
Scripture Engagement Among Gen Z, Millennials, and Gen X

■ Bible Disengaged ■ Movable Middle ■ Scripture Engaged

Bay Area



USA



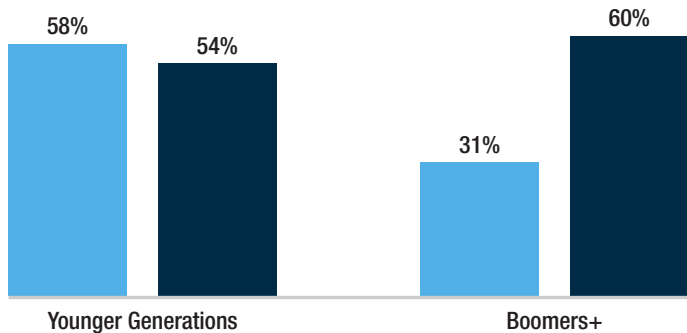
INTEREST AND OPENNESS

Younger generations in the Bay Area are actually **MORE** curious about the Bible and/or Jesus than their U.S. peers and also more likely to say they wish they read the Bible more.

Curiosity

■ Bay Area

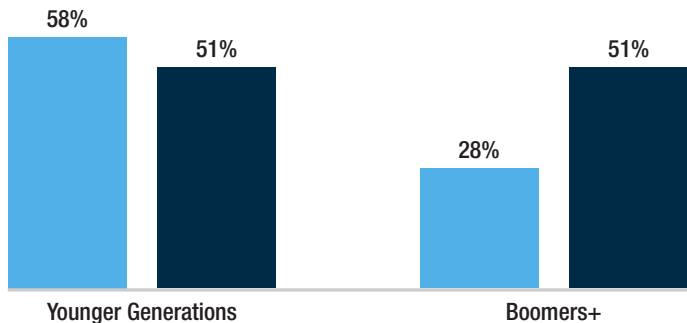
■ USA



Wish They Used Bible More

■ Bay Area

■ USA



Though the Bay Area is home to fewer Christians and more atheists than the United States as a whole, it is teeming with opportunity. The majority of people in the younger generations are curious, open, and even wish they read the Bible more. ***How can you engage the curious in your community with the Bible?***



*You have known the Holy Scriptures, which
are able to give you the wisdom that leads to
salvation through faith in Christ Jesus.
All Scripture is inspired by God and is useful for
teaching the truth, rebuking error, correcting
faults, and giving instruction for right living ...*

2 Timothy 3:15b–16 GNT

Data were collected via a web-based survey conducted from February 21 to March 5, 2025, with a total of 518 anonymous respondents. Age and race/ethnicity quotas were applied to ensure demographic representation within the San Francisco-Oakland-Fremont Metropolitan Statistical Area.



To learn more about our methodology
and definitions, or to download the
latest *State of the Bible* report, visit
StateoftheBible.org