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BibleStudyTools.com Study Finds Young Adults Are the Largest Group Reading the Bible Online

CAMARILLO, Calif., Aug. 26, 2026 (GLOBE NEWSWIRE) -- Salem Media, Inc. (OTCQX: SALM) today released new findings from BibleStudyTools.com, the largest free online Bible study resource and part of Salem Web Network. The data shows that young adults remain the most active generation reading Scripture online, countering a widely held assumption that they are disengaging from the Bible.

Using first-party analytics from millions of readers, the Young Adults and the Bible study found that adults ages 25 to 34 are the single largest age group using BibleStudyTools.com, a position they have held for years. Nearly four in ten of the site's readers are under the age of 35.

The data also revealed a notable shift in what young adults are searching for, with the most-visited topics pointing to a generation increasingly turning to Scripture in seasons of difficulty rather than only in moments of celebration.

“What stands out in this visitor data is not simply that young adults are coming to the Bible online, but how they are engaging with it on a deeper level,” said David Bingham, Senior Vice President at Salem Media. “They are turning to Scripture for answers to difficult questions and making use of study resources along the way. That gives us a meaningful picture of a generation that is not walking away from God’s Word but seeking to understand it in the context of everyday life. They are hungry for biblical knowledge.”

How young adults read is just as notable. More than eight in ten young adults access Scripture from a mobile device, reflecting a broader shift toward reading the Bible in the ordinary moments of a busy day. The study found that tools like translations and classic commentaries such as Matthew Henry’s now rank among the most-visited resources for this age group, suggesting a growing appetite for deeper understanding and biblical wisdom rather than quick reference alone.

The complete analysis, including the full generational breakdown and the changing list of most-searched topics, is available on BibleStudyTools.com: 82% of Young Adults Read the Bible on Their Phones – Here's What They Look Up Most

About BibleStudyTools.com
BibleStudyTools.com is the largest free online destination for Bible study, helping Christians of every age and stage read, study, understand, and apply Scripture. The site offers the Bible in more than 30 translations and languages, alongside commentaries, dictionaries, concordances, lexicons, devotionals, reading plans, and Bible study articles. A part of Salem

Web Network, BibleStudyTools.com serves millions of readers each month across web and mobile. Learn more at www.biblestudytools.com.

About Salem Media
Salem Media is America's premier multimedia company specializing in Christian and conservative content. Through its national radio network, digital platforms, and publishing brands, Salem reaches millions daily with powerful content that drives the national conversation. Learn more at salemmedia.com.

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