

Gen Z Christians: Where do they engage?

Audience: U.S Gen Z Christians who are, born between **1997** and **2012** who actively identify with historic, orthodox Christianity and show meaningful digital signs of personal faith practice.

Includes: Committed Catholic, Protestant, Orthodox, non denominational, evangelical, and charismatic/Pentecostal Christians, etc.

Excludes: Jehovah's Witnesses, Latter-day Saints, purely cultural Christians, non-Christian spiritual seekers, and Millennials (and older).

Content Sections

Too much to read?
Click and skip to your
preferred section.

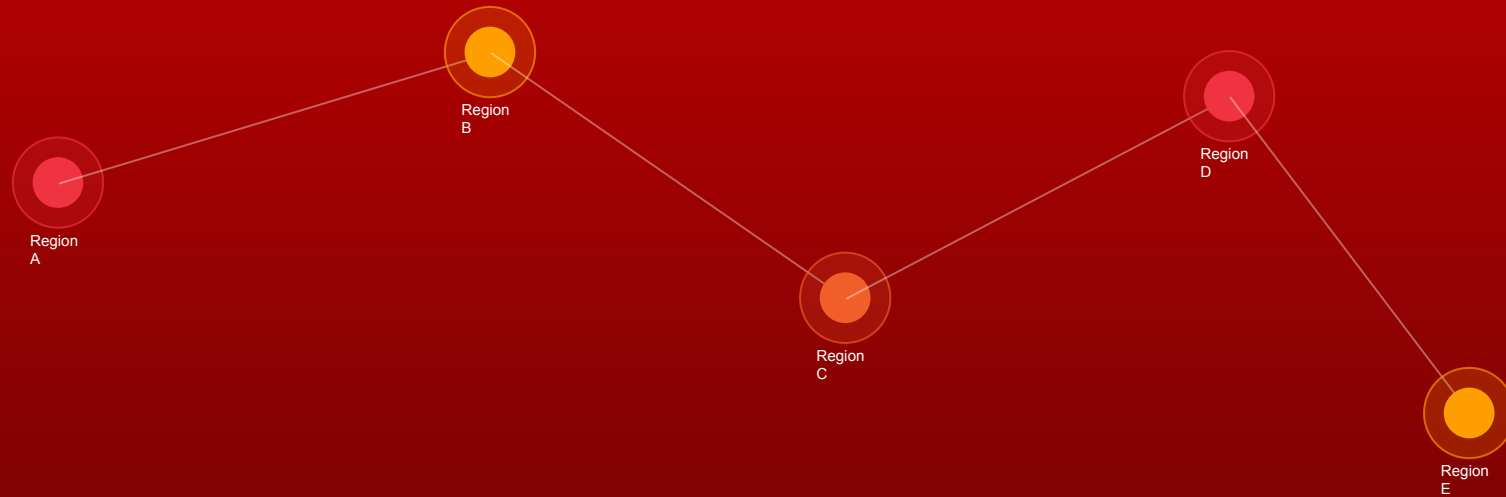
[1. Findings and Analysis](#)

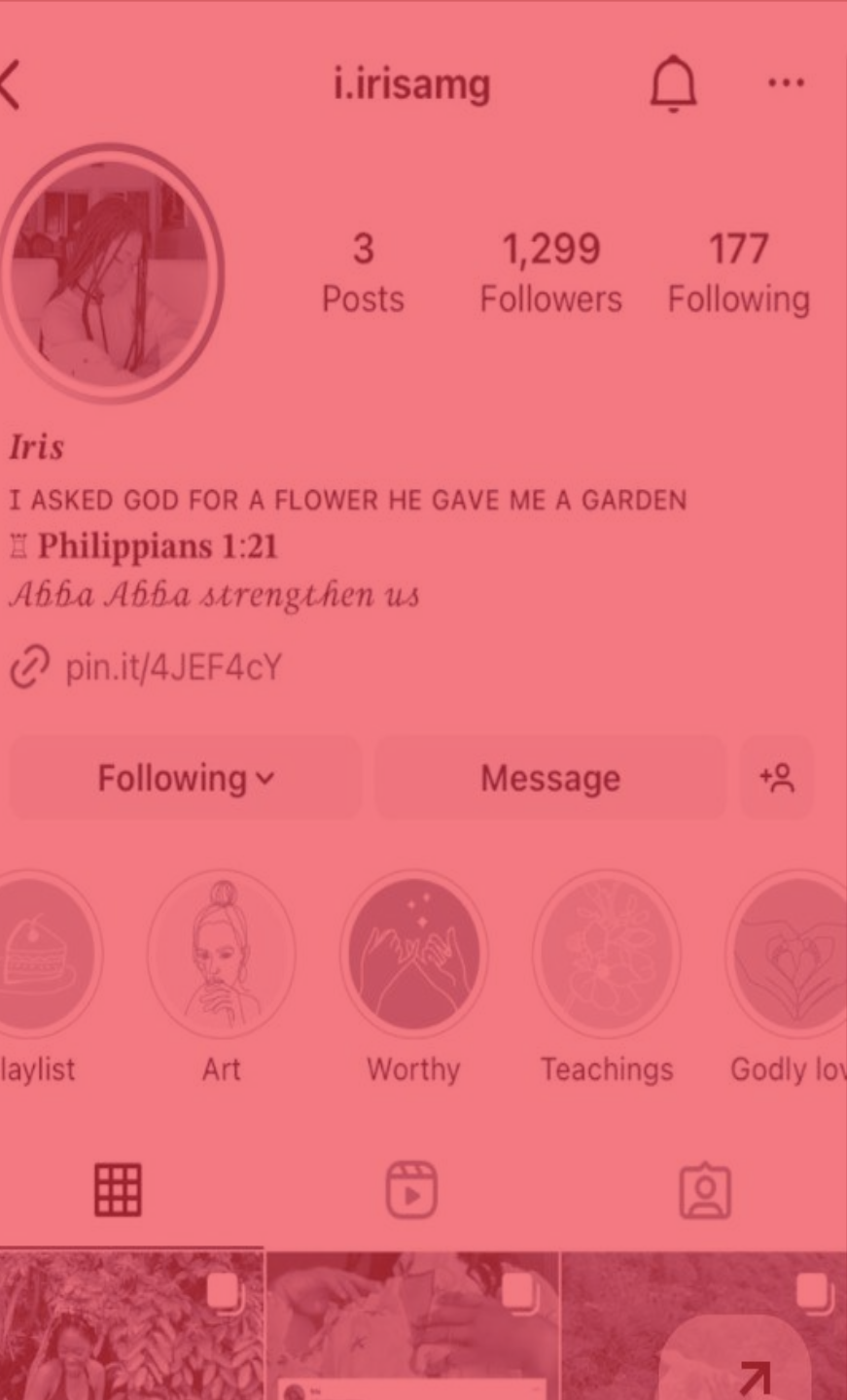
[2. Potential Strategic Initiatives](#)

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Part 1 of Gen Z Audience Research: Findings and Analysis





Social Profile & Biographies

Bio/profile terms reveal how the Gen Z audience describes themselves publicly.

Find shared identities, interests, roles, affiliations, and language patterns—useful for persona development, messaging, targeting, content ideas, influencer discovery, and building campaigns that feel more relevant to the audience.

Bio Keywords

☐ SELECT ALL		AFFINITY	VOLUME
☐ graphic designer	     	21 _{/100}	58,000
☐ marketing	     	19 _{/100}	159,000
☐ worship	     	13 _{/100}	39,000
☐ customer	     	12 _{/100}	110,000
☐ intern	     	12 _{/100}	97,000
☐ worship leader	     	12 _{/100}	2,500
☐ customer service	     	10 _{/100}	206,000
☐ web designer	     	10 _{/100}	56,000
☐ development	     	10 _{/100}	118,000
☐ coordinator	     	10 _{/100}	51,000

The young professional segment appears creative, digital, and communications-oriented.

Top bio keywords include **graphic designer, marketing, web designer, development, and coordinator**. This suggests that among the young professional portion of the audience, many may see themselves as creators, communicators, builders, or digital workers.

This audience may not only consume content — they may help spread it. They could be valuable as creators, volunteers, ministry communicators, designers, and digital advocates.

“Marketing” has high volume, which points to an audience that understands messaging and media.

The keyword **marketing** has one of the largest volumes at **159,000**, even though it's affinity score is modest. This may indicate that many people in or adjacent to this audience are involved in content, promotion, social media, campaigns, or communications work.

JFP should consider equipping this audience with highly shareable digital assets, campaign kits, and evangelism content they can easily adapt and distribute.

Worship is a clear faith-expression signal.

Both **worship** and **worship leader** appear in the bio keywords. Even though worship leader has lower volume, it is a more specific signal of active ministry involvement.

Worship may be an important gateway into this audience's spiritual life. Music, worship moments, testimony, and Jesus-centered creative storytelling could resonate strongly.

Early-career and service-oriented roles are visible.

Keywords like **intern**, **customer service**, **coordinator**, and **development** suggest this audience includes people in early-career, entry-level, support, and administrative roles.

Messaging should speak to young adults who are forming their adult identity — not senior leaders. Content around purpose, calling, workplace faith, confidence, and sharing Jesus in everyday life could be especially relevant.

These bio signals are useful, but not the full audience picture.

The affinity scores are relatively modest compared with the earlier Christian media and YouTube affinity charts. That means these keywords should be treated as **supporting context**, not the primary definition of the audience.

The strongest audience signal remains faith engagement. But within that audience, there appears to be a meaningful subset of young Christian creators, communicators, worshipers, and early-career professionals who could help amplify the mission.



Gender & Age Distribution

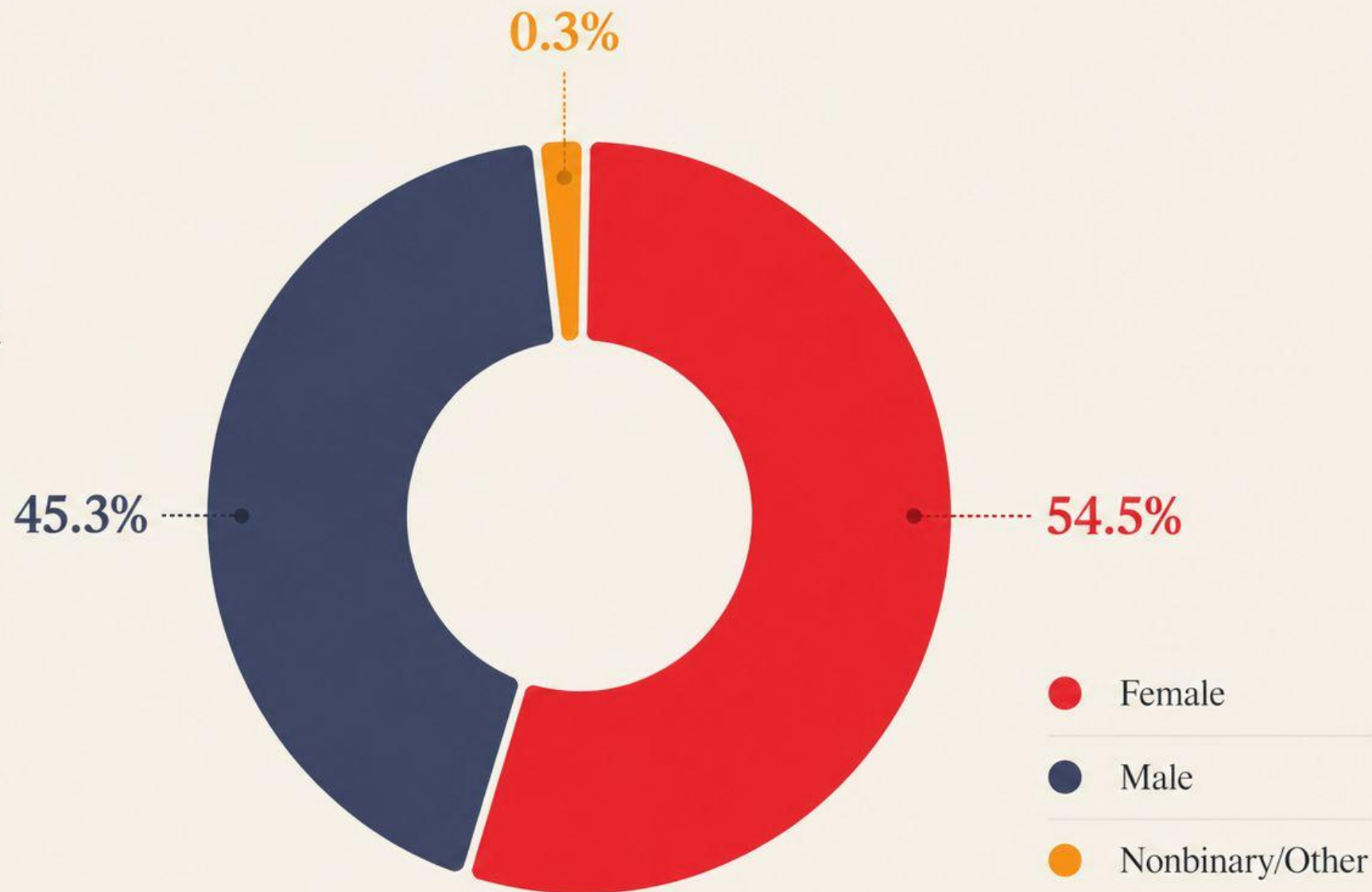
Gender and age distribution helps us to understand who makes up the Gen Z audience.

This helps us shape messaging, creative, media choices, content topics, and channel strategy around the people most likely to engage, convert, or influence decisions.

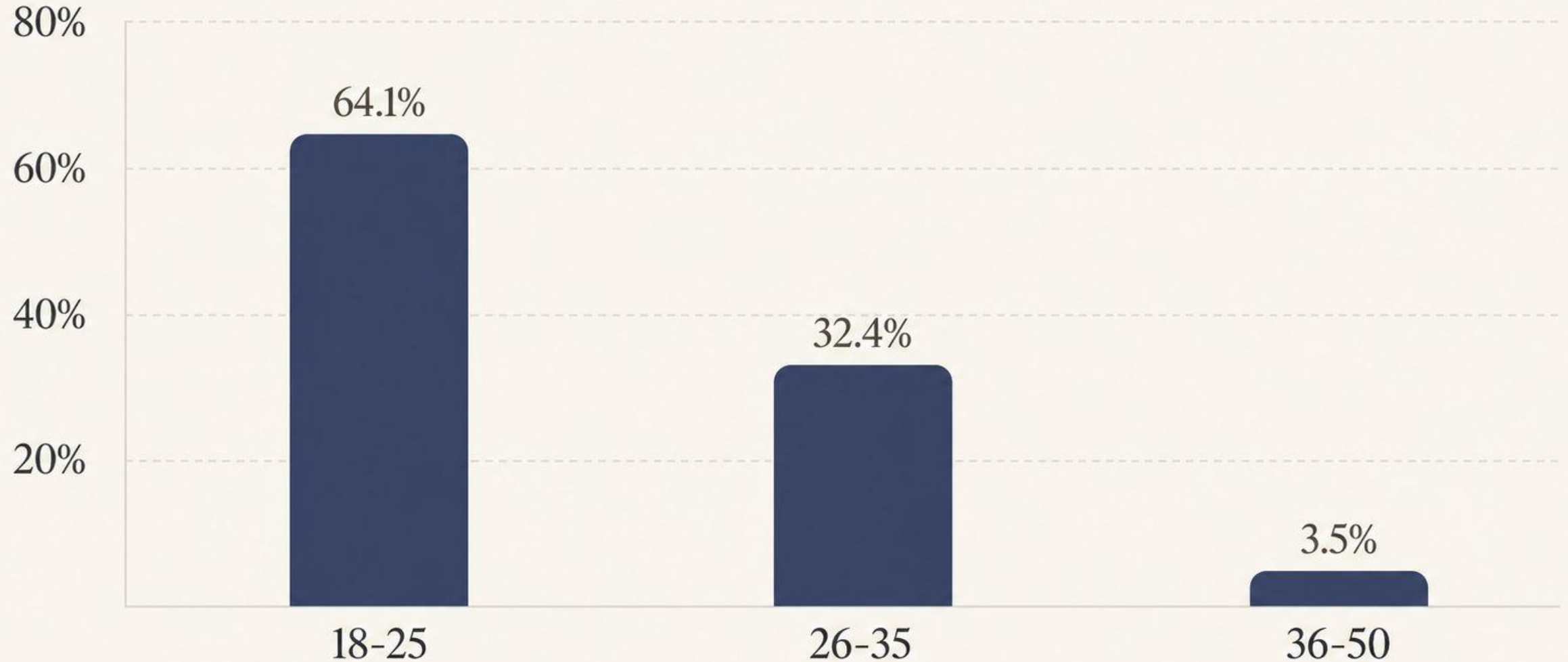


Gender Distribution

The majority of respondents identify as female, followed by male, with a small percentage identifying as nonbinary or other.



Age Range Distribution



Age & Gender

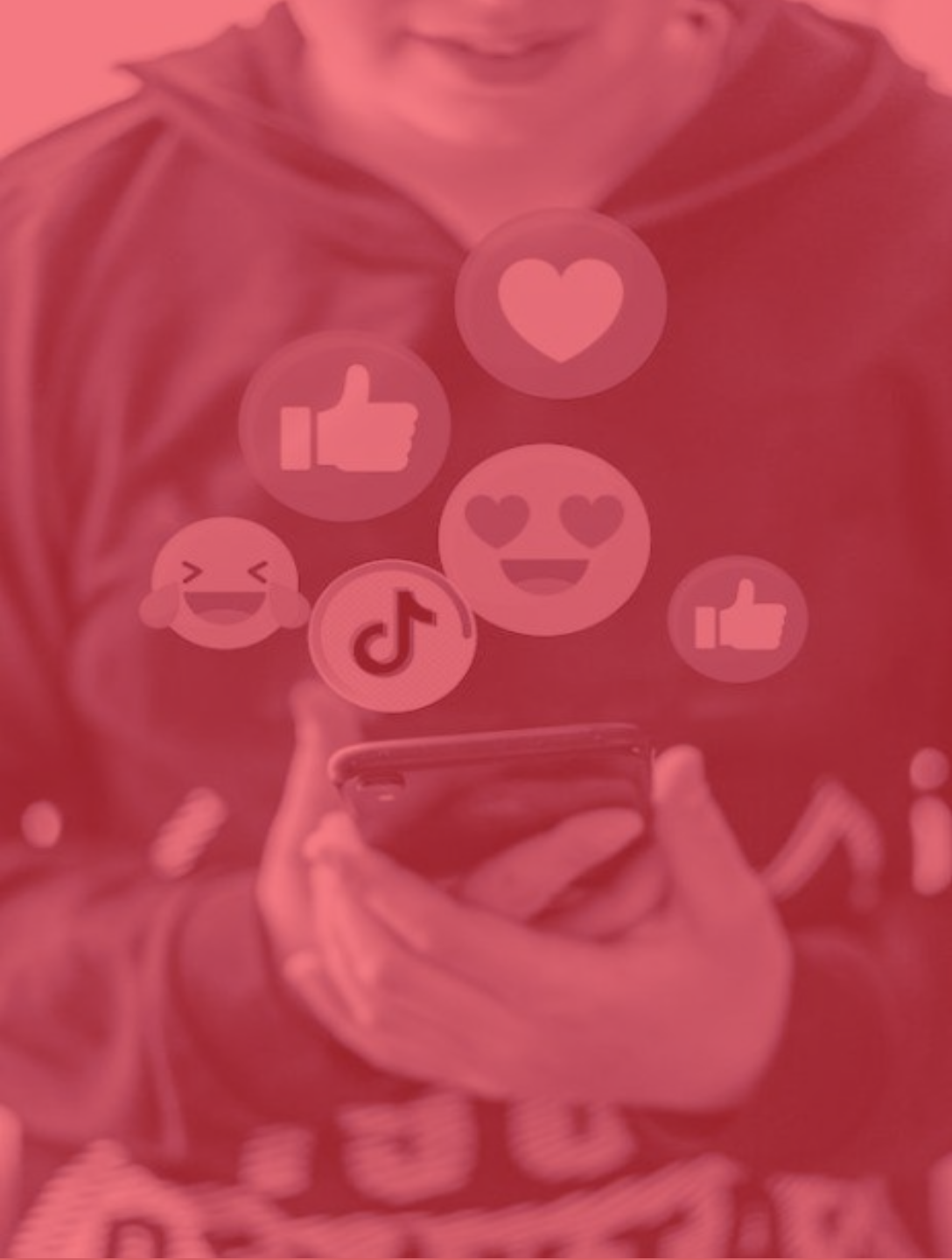
Reflective of college students, recent graduates, and early young adults navigating faith, identity, relationships, calling, and sharing Jesus in real life.

The opportunity is to reach young Christians in a highly formative life stage.

High school Gen Z is likely underrepresented or missing (for legal reasons). That matters because high school students may have different behaviors, platforms, pressures, and spiritual questions than college students or young adults.

Messaging, creative, and content strategy should feel broadly relevant to both young Christian men and women. Avoid designing the audience strategy around only one gender.

Given the young age concentration and balanced gender mix, this audience is well-positioned for content around Bible engagement, Christian identity, cultural pressure, evangelism, worship, apologetics, and sharing faith with friends.

A person is shown from the chest up, holding a smartphone. The image is overlaid with a semi-transparent red filter. Several social media icons are floating around the phone: a heart, a thumbs up, a laughing face, a heart-eyed face, and a TikTok logo.

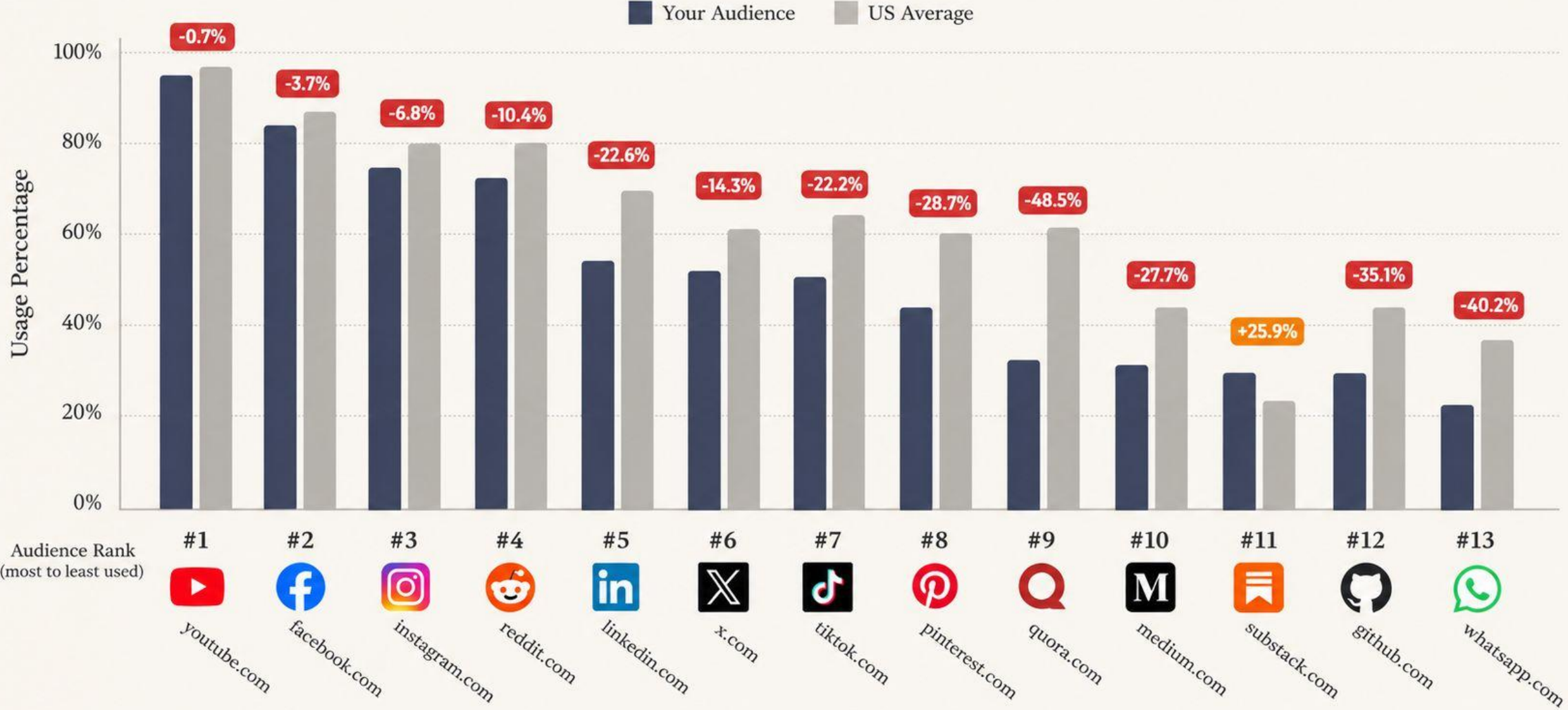
Social Networks

Social network data shows where your audience is most active.

This helps us to prioritize social channels, tailor content formats, plan paid and organic campaigns, identify community-building opportunities, and avoid wasting time on platforms where the audience has little presence.

Networks Usage

% who visited these networks in the prior month by
Committed Gen Z Bible-focused young Christians



YouTube is the clearest “must-win” platform.

This audience is nearly universal on **YouTube**, ranking #1 and almost equal to the U.S. average. For committed Gen Z Christians, YouTube should be treated as a primary channel for **Bible engagement, evangelism training, testimony content, apologetics, worship, and short-form clips**.

If we want scalable reach with this audience, YouTube should be one of the core platforms, not a secondary channel.

This audience is not as TikTok-heavy as many people may assume.

TikTok ranks #7 and under-indexes compared to the U.S. average by **-22.2%**. That does not mean TikTok is irrelevant, but it suggests this particular Christian audience may not be as TikTok-dependent as the broader Gen Z stereotype.

We should not build the strategy around “*Gen Z equals TikTok*.” This audience appears more reachable through YouTube, Instagram, Reddit, and possibly Facebook than expected.

Reddit is surprisingly important for research and listening.

Reddit ranks #4, ahead of LinkedIn, X, TikTok, Pinterest, and Substack. Even though it under-indexes against the U.S. average, it is still one of the top-used networks by this audience.

Reddit may be less valuable as a polished brand channel, but very valuable for understanding real questions, doubts, objections, language, and felt needs around Bible reading, evangelism, faith, and culture.

Substack is the only major platform where this audience over-indexes.

Substack usage is **+25.9% above the U.S. average**, which is one of the most interesting findings in the chart. This may suggest that committed young Christians are more open to thoughtful, long-form, creator-led, newsletter-style content than the general population.

There may be an opportunity for deeper discipleship content, essays, devotionals, cultural commentary, or creator-driven newsletters — especially for the most engaged segment.

Facebook still matters more than expected.

Facebook ranks #2, only slightly behind YouTube and ahead of Instagram. For a Gen Z-focused audience, this is notable and may reflect **church groups, family networks, ministry communities, events, FB Marketplace**, or the older end of the audience (* *see external data points below*).

Facebook should not be dismissed, but it should be used strategically — likely for groups, community, event distribution, and ministry partner amplification rather than youth-culture branding.

Strategic Guidance

- YouTube for reach and teaching
- Instagram for identity and shareable faith content
- Substack for deeper discipleship and high-intent engagement
- Reddit for listening and insight mining
- Facebook for community and distribution

* *External Data Points of Gen Z on Facebook (not exclusive to Christians only)*

- **Daily and Monthly Reach:** Approximately 33% of Gen Z log into Facebook daily, while 18% of them use it as a core monthly touchpoint. ([Ignite](#))
- **Time Spent:** When Gen Z does use Facebook, they spend an average of over two hours daily on the platform, often tying with Millennials for highest per-user time spent. ([Partner Centric](#))

Search & AI Tools

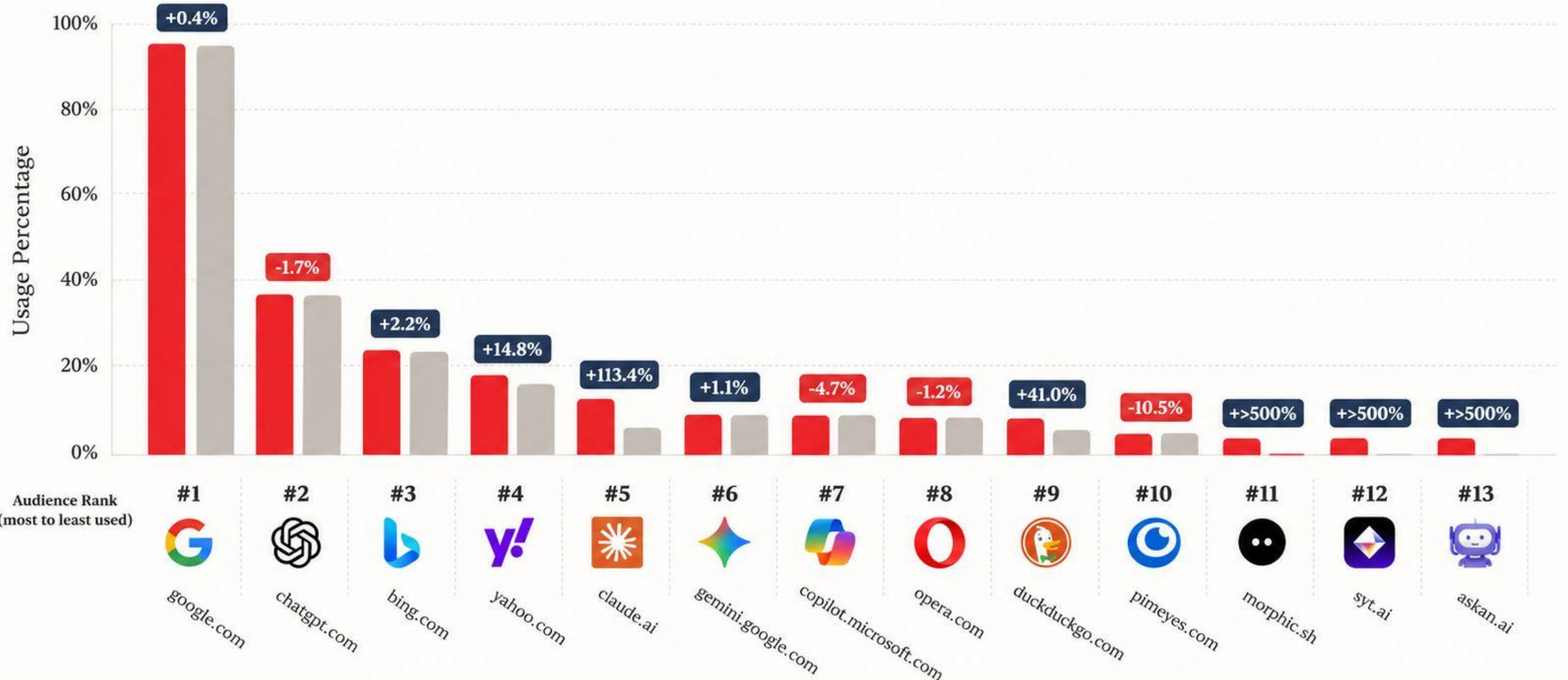
Search and AI tools shows us how our audience discovers information and answers.

This helps us to understand whether to prioritize SEO, AI visibility, paid search, content optimization, or answer-focused messaging so the brand can show up where people are actively researching.



% who searched/prompted these properties 1X+ /mo by committed Gen Z Bible-focused young Christians

■ Your Audience ■ US Average



Google still dominates discovery for this audience.

Nearly the entire audience uses **Google** monthly, and usage is essentially equal to the U.S. average. Even with the rise of AI tools, Google remains the primary place this audience goes to search, learn, compare, and ask faith-related questions.

We should not de-prioritize SEO. For committed Gen Z Christians, Google is still a core discovery channel for Bible questions, evangelism questions, Christian content, and ministry resources.

ChatGPT is already a major behavior, not a niche trend.

ChatGPT ranks #2, well ahead of every other AI/search property besides Google. Even though this audience slightly under-indexes against the U.S. average, the raw usage is high enough to matter strategically.

AI discovery is now part of the audience journey. We need to think beyond traditional search results and make sure our content is clear, structured, trustworthy, and likely to be referenced or summarized by AI tools.

This audience shows signs of being “thoughtful-search” users, not just quick-scroll users.

The audience over-indexes on **Claude.ai** by more than **+100%** and **DuckDuckGo** by **+41%**. While the total usage of these tools is smaller, the over-indexing is meaningful. It may suggest a segment that values deeper answers, privacy, careful thinking, or less mainstream search environments.

There is likely a highly engaged subgroup that wants thoughtful, credible, well-explained Christian content — not just short inspirational posts.

AI search is fragmented, but only a few platforms matter right now.

Beyond ChatGPT, usage is spread across Bing, Yahoo, Claude, Gemini, Copilot, DuckDuckGo, Perplexity, and smaller AI tools. Some smaller tools show huge percentage lifts, but their actual usage is still very low.

We should not chase every new AI platform. The practical priority should be Google, ChatGPT, Bing/Copilot, Gemini, Claude, and possibly Perplexity — with content built to be understandable, authoritative, and easy for AI tools to interpret.

Search and AI should be treated as discipleship and evangelism channels.

For this defined audience, search behavior likely includes questions about Bible reading, faith, culture, doubt, evangelism, identity, relationships, and how to talk about Jesus with others. These are high-intent moments where people are actively seeking answers, not passively consuming content.

This is a strategic opportunity: create content that answers the real questions young Christians are asking and prompts AI/search tools to surface JFP as a trusted guide for Bible engagement and sharing faith.



Entertainment Web & App Usage

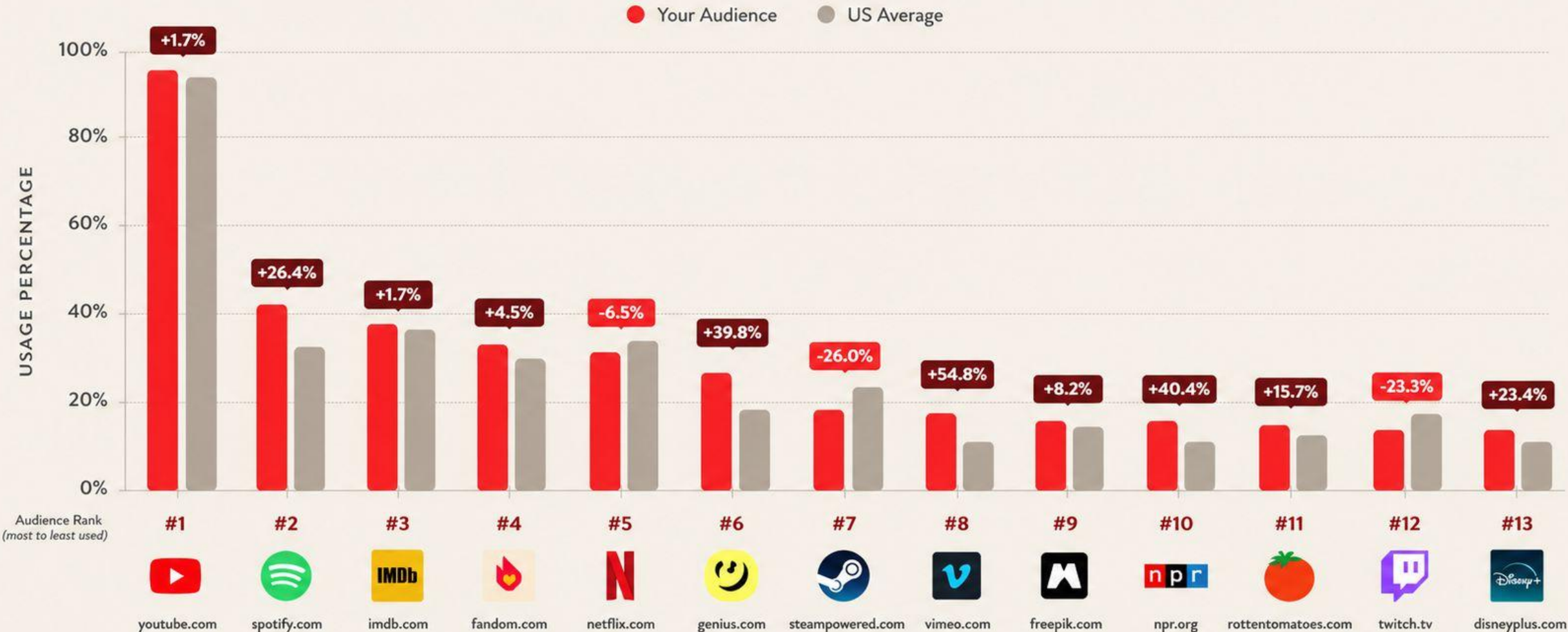
Entertainment web and app usage shows what media, platforms, and content environments the Gen Z audience enjoys.

This helps us to understand attention habits, shape creative direction, identify sponsorship or ad placement opportunities, and create campaigns that connect with the audience's real interests.



Entertainment Apps/Websites Usage

Use of entertainment apps/websites by
Committed Gen Z Bible-focused young Christians



YouTube is still the dominant entertainment and learning platform.

YouTube ranks **#1** and is nearly universal for this audience. For committed Gen Z Christians, YouTube is not just entertainment — it is likely a place for **music, sermons, testimonies, Bible teaching, apologetics, culture commentary, and creator-led discipleship**.

YouTube should be treated as a primary strategic channel for reaching and forming this audience.

Spotify strongly over-indexes, making audio a major opportunity.

Spotify ranks **#2** and is **+26.4% above the U.S. average**. This suggests this audience is especially reachable through **music, podcasts, worship, devotional audio, sermon podcasts, and Christian culture conversations**.

Audio should be part of the Gen Z strategy, especially for ongoing discipleship and habit formation.

This audience is culturally aware, not culturally detached.

High usage of **IMDb**, **Fandom**, **Genius**, **Rotten Tomatoes**, **Netflix**, and **Disney+** suggests this audience is actively engaging with entertainment, music, movies, stories, lyrics, and pop culture.

CEO takeaway: Messaging should not assume these young Christians are separated from culture. They are likely trying to follow Jesus while actively navigating mainstream entertainment and media.

Music and meaning matter.

The strong over-index on **Genius.com** suggests this audience may be more likely to explore lyrics, meaning, artists, and cultural interpretation. Combined with Spotify usage, this points to a highly music-aware audience.

Gaming/live-streaming may be less central than expected.

Both **Steam** and **Twitch** under-index against the U.S. average. That does not mean gaming is irrelevant, but it suggests gaming may not be the strongest first-place strategy for this particular audience.

A computer monitor is shown on the left side of the image, displaying a website. The website has a light-colored background with several small images and text. A red semi-transparent overlay covers the entire image. The text 'A guide for first-time entrepreneurs' is visible on the screen. The right side of the image is a dark gray background with white text.

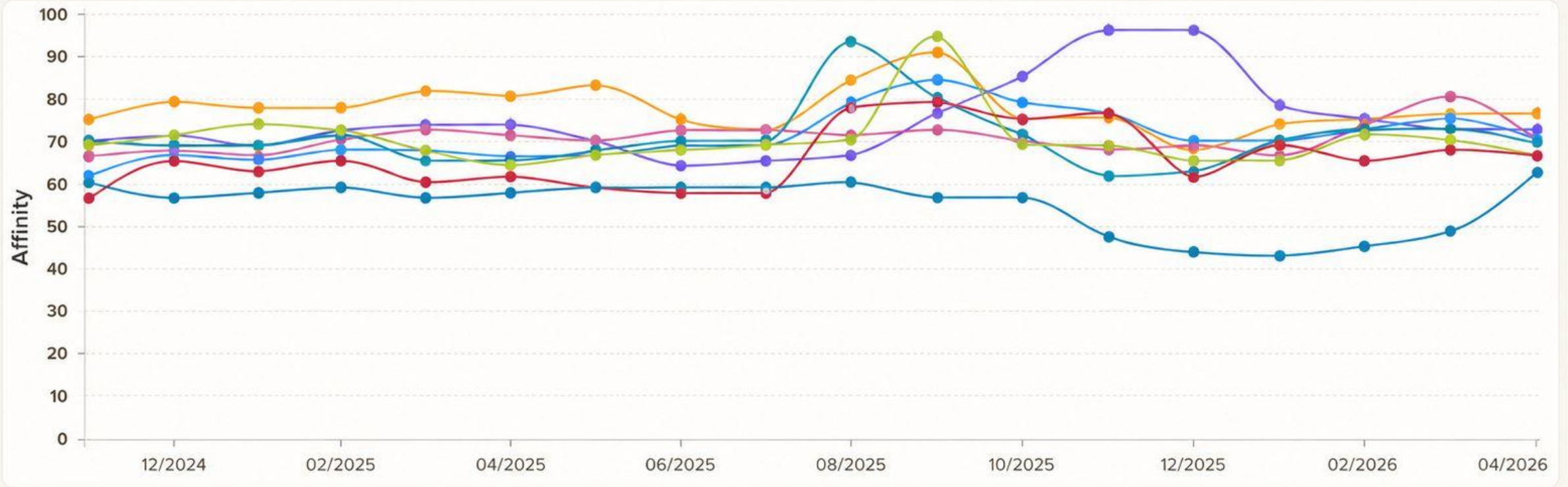
High Affinity Websites

High-affinity websites show which sites your audience visits more often than average.

This helps us to discover partnership opportunities, media placements, backlink targets, audience interests, content ideas, and trusted online spaces where the brand may need stronger visibility.

High Affinity Websites

Audience Affinity from Nov 2024 to Apr 2026



bibleproject.com

Audience Affinity: **74**/100

relevantmagazine.com

Audience Affinity: **71**/100

thegospelcoalition.org

Audience Affinity: **69**/100

desiringgod.org

Audience Affinity: **69**/100

crosswalk.com

Audience Affinity: **68**/100

focusonthefamily.com

Audience Affinity: **66**/100

christianitytoday.com

Audience Affinity: **66**/100

lifeway.com

Audience Affinity: **63**/100

This audience is highly aligned with trusted Christian teaching and discipleship brands.

The top affinity sites are all recognizable Christian content brands: **BibleProject, Relevant, The Gospel Coalition, Desiring God, Crosswalk, Focus on the Family, Christianity Today, and Lifeway**. This suggests the audience is not casually Christian; they are actively consuming faith-based content.

BibleProject is the strongest signal for how this audience wants to learn.

BibleProject ranks highest at 74/100 affinity, which is important because BibleProject combines biblical depth with modern visuals, clear explanations, and accessible teaching.

The audience is not tied to one narrow Christian lane.

The list includes a mix of Bible teaching, theology, cultural commentary, devotional content, family/values content, Christian journalism, and church resources. That variety matters.

A winning strategy should not be only “sermon content” or only “youth culture content.” This audience wants a blend of **Bible clarity, cultural relevance, theological depth, and practical Christian living.**

Relevant Magazine’s high affinity points to a strong faith-and-culture appetite.

Relevant Magazine ranks #2 at 71/100 affinity, which signals that this audience is likely interested in how Christianity intersects with culture, media, identity, justice, relationships, and everyday life.

To reach Gen Z Christians, content should help them connect faith to the real world they live in — not just explain doctrine in isolation.

These sites are a roadmap for partnerships, SEO, and content positioning.

The high-affinity websites show where this audience already places trust. They are useful for identifying potential content gaps, partnership opportunities, influencer/creator ecosystems, backlink opportunities, podcast/media targets, and SEO topics.

These websites should be treated as a strategic audience map. Study what they rank for, what content formats perform well, what questions they answer, and where JFP can offer a distinct contribution around Jesus, Scripture, evangelism, and global mission.



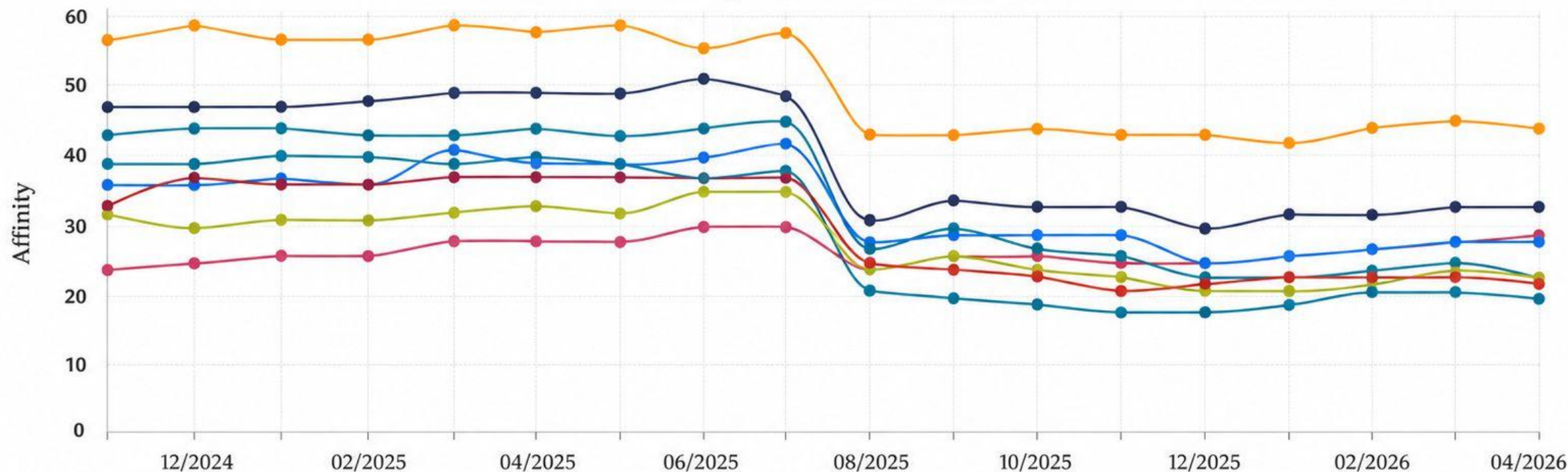
Press & Media Sites

Press and media websites show which news, publications, and media outlets your audience pays attention to.

This helps marketers identify PR opportunities, trusted sources, media placement targets, partnership ideas, and topics that may earn credibility with the audience.

Press & Media

Audience Affinity from Nov 2024 to Apr 2026



yahoo.com

Audience Affinity: **44** /100



nytimes.com

Audience Affinity: **33** /100



substack.com

Audience Affinity: **29** /100



bbc.com

Audience Affinity: **28** /100



cnn.com

Audience Affinity: **23** /100



theguardian.com

Audience Affinity: **23** /100



msn.com

Audience Affinity: **22** /100



forbes.com

Audience Affinity: **20** /100

Press and media are secondary influence channels for this audience.

The strongest affinity site is **Yahoo at 44/100**, followed by **The New York Times at 33/100**, **Substack at 29/100**, and **BBC at 28/100**. Compared with the Christian affinity websites, these scores are noticeably lower.

This audience is not primarily shaped by traditional news brands. Christian content, YouTube, search, audio, and creator-led platforms likely matter more for direct engagement.

Yahoo's top position may signal utility behavior, not deep media loyalty.

Yahoo leads the category, but that may reflect general browsing, homepage, email, sports, finance, or headline-checking behavior rather than deep trust in Yahoo as a news authority.

Do not interpret Yahoo as a premium editorial influence channel. It is more likely a broad-reach, low-depth touchpoint.

Substack is more strategically interesting than its rank suggests.

Substack ranks #3 among press/media sources with **29/100 affinity**, which supports the earlier finding that this audience may be open to thoughtful, long-form, creator-led content.

The opportunity may not be traditional PR alone. It may be **newsletter partnerships, Christian writers, creator essays, faith-and-culture commentary, and deeper discipleship content.**

For earned media, faith-and-culture framing will likely outperform institutional news angles.

The presence of NYTimes, BBC, CNN, The Guardian, Forbes, and Substack suggests this audience is aware of mainstream cultural conversation, but not deeply dependent on it.

If JFP pursues press, the most relevant angles are likely stories connected to **Gen Z faith, Bible engagement, Jesus, digital discipleship, culture, entertainment, and global mission** — not generic organizational announcements.

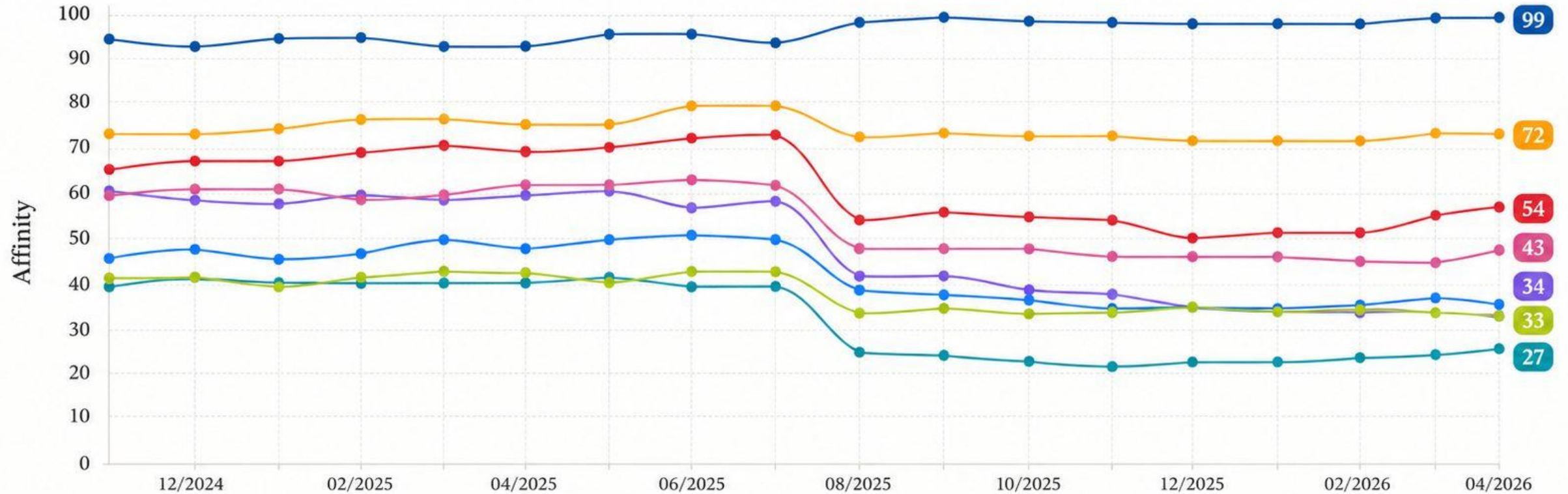


Top Visited Websites

Most visited websites show where your audience spends time online.

This helps marketers understand browsing habits, prioritize digital placements, find partnership opportunities, shape content strategy, and identify trusted online environments where the brand should be visible.

Top Visited Sites



reddit.com

72/100



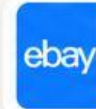
quora.com

32/100



pinterest.com

43/100



ebay.com

34/100



bing.com

27/100



walmart.com

33/100



apple.com

54/100



google.com

99/100

Google is the dominant digital gateway for this audience.

Google has an affinity score of **99/100**, making it the strongest site by far. This reinforces that committed Gen Z Christians still rely heavily on traditional search and web discovery.

SEO, search visibility, and AI-search readiness should remain core strategic priorities. If this audience is asking questions about faith, Bible reading, evangelism, or Jesus, Google is still one of the first places they go.

Reddit is unusually important and should be treated as an audience-listening engine.

Reddit has a strong affinity score of **72/100**, making it the second-highest site in this chart. That is highly valuable because Reddit often reveals unfiltered questions, doubts, language, objections, and peer-to-peer conversations.

Reddit may be one of the best places to understand what Gen Z Christians are actually wrestling with — especially around faith, culture, evangelism, doubt, relationships, and Scripture.

Apple's high affinity suggests mobile-first, app-based behavior.

Apple scores **54/100**, which may indicate strong engagement with the Apple ecosystem: iPhones, apps, podcasts, music, app discovery, subscriptions, and mobile-first content consumption.

Any strategy for this audience should assume a mobile-first experience. Apps, podcasts, short videos, notifications, and frictionless mobile journeys matter.

Pinterest, Quora, and Bing show secondary discovery behavior.

Pinterest, Quora, and Bing are not as strong as Google or Reddit, but they still appear in the top visited set. These platforms may represent more specific discovery moments: inspiration, question-answer research, visual planning, or alternate search behavior.

Google is the main discovery engine, but this audience also finds ideas and answers through niche discovery platforms. Content should be structured to answer real questions clearly and visually.

This audience is best reached through a combination of **search, community listening, and mobile-first content experiences**. Google tells us where they search. Reddit tells us what they are really asking. Apple suggests how they consume. Together, the data points toward a strategy built around **SEO, question-led content, mobile-friendly discipleship resources, and deep audience research from real conversations**.

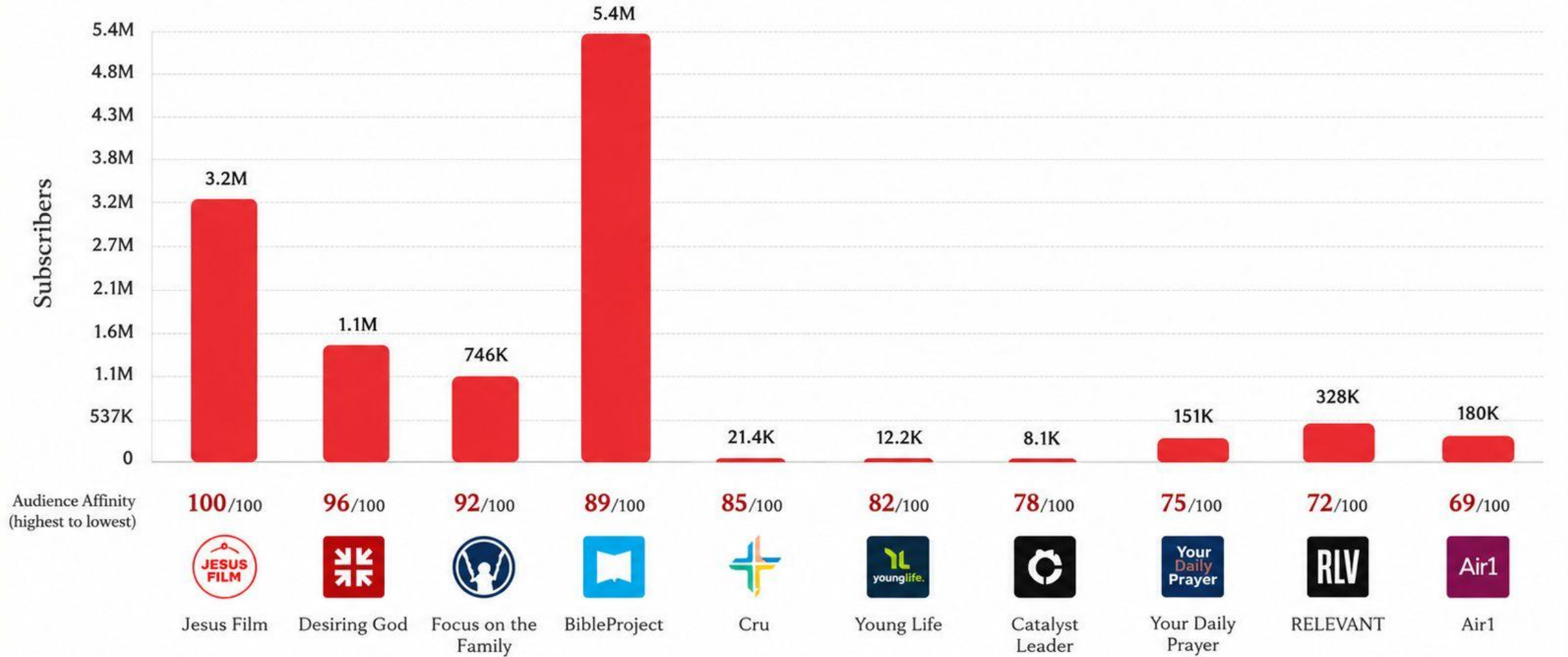


YouTube Channels

YouTube channel data shows which creators and topics your audience watches.

This helps marketers identify influencer partnerships, video content ideas, ad placement opportunities, audience interests, and channels where the brand can earn attention through trusted voices.

Use of YouTube channels by Committed Gen Z Bible-focused young Christians



Jesus Film has unusually strong permission with this audience.

That means this audience is not merely adjacent to JFP — they already appear highly aligned with the brand and content category.

JFP has a strong starting position with committed Gen Z Christians. The opportunity is not just awareness; it is turning existing affinity into deeper engagement, discipleship, and evangelism action.

BibleProject is the clearest content benchmark.

BibleProject has the largest subscriber base at 5.4M and still has very high audience affinity at **89/100**. This suggests the audience strongly values content that makes Scripture visual, understandable, thoughtful, and accessible.

This audience leans toward serious Christian formation, not shallow inspiration.

High affinity with **Desiring God**, **Focus on the Family**, **Cru**, **Young Life**, and **Catalyst Leader** suggests this audience is drawn to orthodox, discipleship-oriented, mission-minded Christian content.

Gen Z Christian content should not be dumbed down. This audience can handle depth, but it needs to be clear, practical, and relevant to everyday faith.

Campus and youth ministry brands are strategically important.

Cru and **Young Life** have much smaller YouTube subscriber counts, but strong affinity scores of **85/100** and **82/100**. That means these brands may not be huge YouTube channels, but they are highly relevant to the audience's real-life faith environment.

Partnerships with campus ministries, youth ministries, and young adult networks could be just as valuable as pure media reach.

The audience wants both Bible content and culture-connected content.

The presence of **RELEVANT** and **Air1** shows that this audience is not only looking for sermons or Bible teaching. They also engage with Christian culture, music, media, and lifestyle content.

A strong Gen Z strategy should combine **Jesus-centered storytelling, Bible clarity, worship/music culture, and practical help for living and sharing faith.**

Bottom-line Strategic Read

This audience is highly reachable through YouTube, but the winning content cannot be generic. The data points toward a strategy built around **biblical depth, visual storytelling, evangelism, culture relevance, and partnerships with trusted youth/campus ministry ecosystems.**



Podcasts

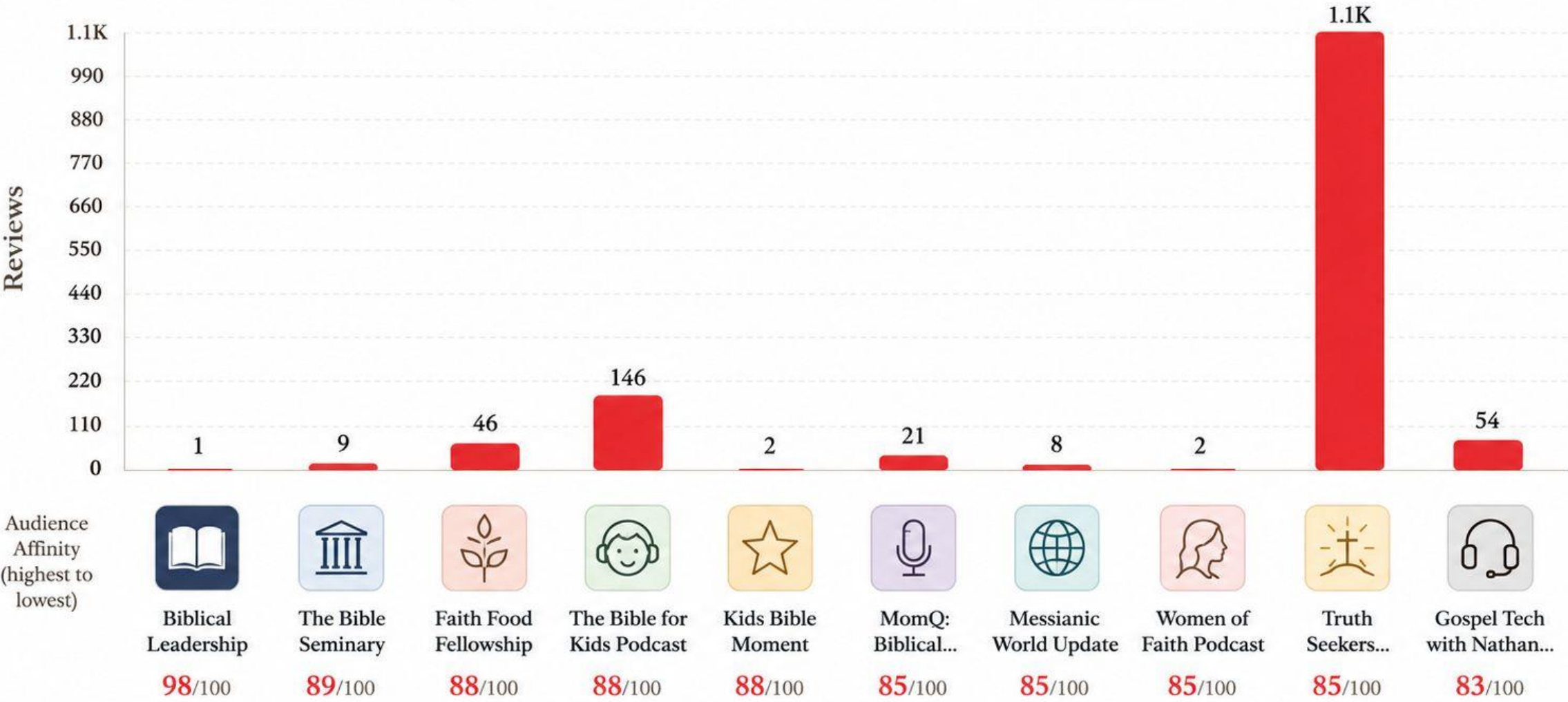
Podcast data shows which shows and hosts your audience listens to.

This helps marketers identify sponsorship opportunities, guest interview targets, trusted voices, content themes, audience interests, and audio channels where the brand can build awareness and credibility.



Podcasts

Use of Podcasts by Committed Gen Z Bible-focused young Christians



Podcast affinity is strong, but podcast scale appears niche.

The audience shows very high affinity for several Christian podcasts, but many have low review counts. This suggests podcasts may not be the broadest reach channel, but they can reach a **highly committed, spiritually engaged segment**.

Podcasts are likely better for depth, trust, and discipleship than mass awareness.

This audience is drawn to Bible-centered and formation-focused content.

Top-affinity podcasts include themes like **Biblical Leadership, Bible Seminary, Faith Food Fellowship, Kids Bible Moment, and Gospel Tech**. These are not lightweight entertainment signals. They point toward people who want faith to shape how they think, lead, parent, use technology, and live.

Gen Z Christians are open to serious Christian formation when it feels relevant and practical.

Family and next-generation themes are showing up more than expected.

Several top-affinity podcasts lean toward kids, parenting, women of faith, and family discipleship. For a Gen Z audience, this could reflect older Gen Z young professionals, young parents, ministry volunteers, or people interested in discipling younger believers.

The audience is not only asking, “How do I grow in faith?” They may also be asking, “How do I help others grow in faith?”

“Truth seeking” and apologetics-style content may be a meaningful entry point.

Truth Seekers has by far the largest review count on the chart, even though its affinity score is not the highest. That suggests content around truth, evidence, belief, doubt, and spiritual questions may have broader pull.

Content that helps young Christians understand and explain their faith could be especially valuable for evangelism and confidence-building.

Podcast strategy should prioritize partnerships before production-heavy expansion.

Because podcast audiences are often fragmented, JFP may get more immediate value from **guest appearances, sponsorships, collaborations, and content partnerships** with trusted Christian podcasts rather than launching a large new podcast initiative from scratch.

Use podcasts as a trust-building channel: place JFP voices, stories, and resources inside the shows this audience already trusts.

I'm looking for recommendations for Bible apps that include both audio and text options for studying scripture, especially with additional commentary features. Could you list a few and explain their strengths?

I'll compare a handful of current Bible study apps against the features you named: readable scripture text, audio Bible support, and commentary/study tools.

Thought for 27s >

Here are a few strong Bible app options for **text + audio + commentary/study features**:

App	Best for	Strengths
YouVersion Bible App	Daily Bible reading and listening	Best for simple Scripture e audio, offline access, high version comparison, reading community features. Its co than the others, but it is ex
YouVersion +1		
Bible Gateway	Easy reading, audio, and	Strong all-around option. T translations and audio Bib

AI Prompts

AI prompts reveal the questions, tasks, and language your audience may use with AI tools.

This helps marketers understand intent, improve answer-focused content, shape messaging, identify content gaps, and increase the chances of being recommended or referenced in AI-generated responses.

Best Bible Apps For Study

Examples of prompts around this topic users are likely to use in AI tools

- 1 What are the top Bible study apps available today, and how do they compare in terms of features like reading plans, devotionals, and community engagement?
- 2 Can you provide a detailed analysis of the best Bible apps for in-depth study, focusing on their tools for original language insights and cross-referencing?
- 3 I'm looking for recommendations for Bible apps that include both audio and text options for studying scripture, especially with additional commentary features. Could you list a few and explain their strengths?
- 4 Which Bible study apps offer the best integration with online resources and study materials, and how do they enhance the learning experience compared to traditional methods?
- 5 Can you create a comparison table of popular Bible apps, highlighting their unique features, pricing options, and overall user experience for someone who is serious about Bible study?

This audience is not just looking for Bible access — they are looking for Bible study depth.

The prompts focus on **study tools, commentary, original language insights, cross-referencing, reading plans, and learning experience**. That suggests committed Gen Z Christians are not only asking, “Where can I read the Bible?” They are asking, “Which tool will help me understand the Bible better?”

The opportunity is not simply to provide Scripture content. The opportunity is to help young Christians understand, study, and apply Scripture with confidence.

AI is becoming a comparison engine for Christian resources.

Several prompts ask AI to compare apps by **features, pricing, user experience, integrations, and strengths**. This means audiences may increasingly discover Christian tools through ChatGPT, Gemini, Claude, Perplexity, and Google AI responses before they ever visit a ministry website.

FP needs to think about “answer engine optimization,” not just SEO. Our resources should be described clearly online so AI tools can accurately understand, compare, and recommend them.

Audio + text is a major expectation, not a bonus feature.

One prompt specifically asks for Bible apps that include **both audio and text options**, plus commentary. For Gen Z Christians, study may happen while commuting, exercising, working, multitasking, or spending time away from a traditional desk.

Bible engagement for this audience should be mobile-first, multimodal, and flexible: read, watch, listen, save, share, and resume easily.

They want guided learning, not just a content library.

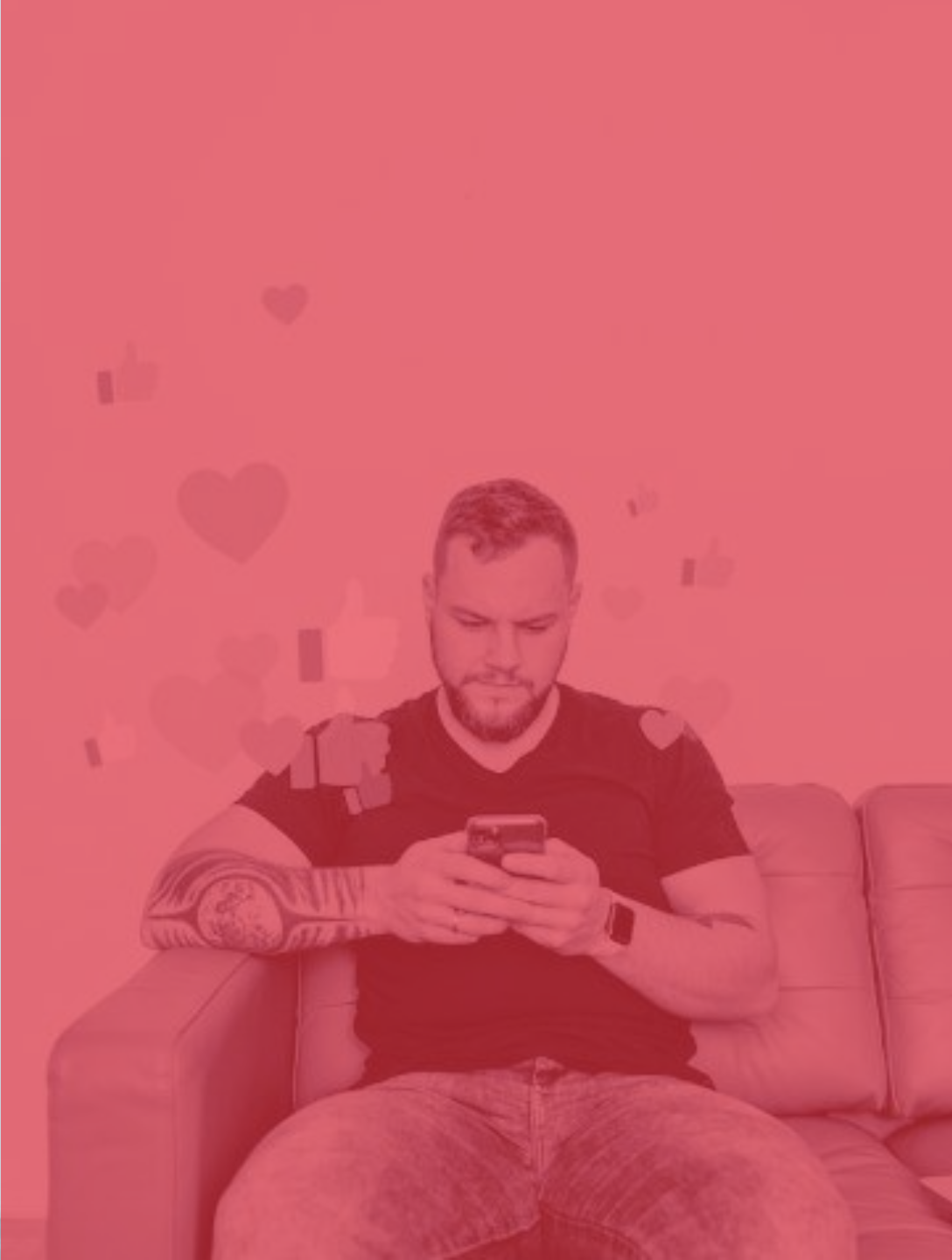
The prompts mention **reading plans, devotionals, community engagement, study materials, and traditional vs. digital learning methods**. That points to a desire for structure and guidance.

A strong digital Bible strategy should not only offer resources. It should guide users through a pathway: “Start here, learn this, go deeper, discuss it, and share it.”

This is a high-intent audience with evangelism and discipleship potential.

Someone asking these questions is likely already motivated to grow spiritually. They are comparing tools because they want to take Bible study seriously.

This is a strategically valuable audience segment. They are not passive consumers; they are young believers actively looking for tools that can shape their faith, deepen their Bible understanding, and potentially equip them to help others.



All Social Media Accounts

Social media accounts show which people, brands, creators, and organizations your audience follows.

This helps marketers identify influencers, partnership opportunities, audience interests, content inspiration, competitive context, and trusted voices that already have attention with the people they want to reach.

Social Accounts

Account	Affinity	SparkScore	Est. Social Followers
 John Piper Senior Teacher, Desiring God. Chancellor, Bethlehem College and Seminary. Advocate for serious ...	65 _{/100}	91 _{/100}	3–4M
 Christianity Today Christianity Today is the source for those eager to engage the world for Christ and curious abo...	65 _{/100}	55 _{/100}	679–986K
 Desiring God God is most glorified in us when we are most satisfied in him.	64 _{/100}	73 _{/100}	2.7–3.3M
 Rick Warren Loves strugglers, skeptics, seekers, & critics. Served Saddleback for free for 43 years. Wrote ...	62 _{/100}	90 _{/100}	10–13M
 Max Lucado Pastor and NYT bestselling author.	62 _{/100}	71 _{/100}	3–3.7M
 Lee Strobel Follower of Jesus. Author of 40+ books, including Case for Christ & Case for Heaven. Leader of ...	61 _{/100}	68 _{/100}	223–317K
 C. S. Lewis Inspiring Quotes From C. S. Lewis	60 _{/100}	62 _{/100}	1.4–1.9M
 The Gospel Coalition TGC supports the church by providing resources that are trusted and timely, winsome and wise, a...	60 _{/100}	53 _{/100}	864K–1.2M
 The Christian Post The Christian Post is the most comprehensive source of news for Christians around the world, wi...	58 _{/100}	55 _{/100}	702–953K
 Matt Chandler Grace addict, husband to @laurenchandler, father of three, Lead Pastor @villagechurchtx, Presid...	58 _{/100}	58 _{/100}	331–451K

This audience trusts established Christian voices more than trendy creators.

The top-affinity accounts are **John Piper, Christianity Today, Desiring God, Rick Warren, Max Lucado, Lee Strobel, C.S. Lewis, The Gospel Coalition, The Christian Post, and Matt Chandler**. These are established Christian thinkers, publishers, pastors, and apologetics voices — not primarily Gen Z lifestyle influencers.

Committed Gen Z Christians may be young, but they are not only looking for youth-oriented content. They still value trusted, serious, biblically grounded voices.

The audience leans strongly toward Bible-centered, evangelical/orthodox formation.

Many of the top accounts are connected to theology, Bible teaching, apologetics, church leadership, and Christian worldview. This supports earlier findings that this audience is spiritually engaged and looking for depth.

Content for this audience should not be watered down. They appear open to substantive teaching if it is clear, relevant, and digitally accessible.

Apologetics and “defending the faith” are meaningful signals.

The presence of **Lee Strobel** and **C.S. Lewis** suggests this audience cares about truth, evidence, belief, doubt, and explaining Christianity to others.

Evangelism content should include confidence-building resources: “How do I explain Jesus?”, “How do I answer hard questions?”, and “How do I share my faith without sounding forced?”

There is a strong opportunity for partnerships and amplification.

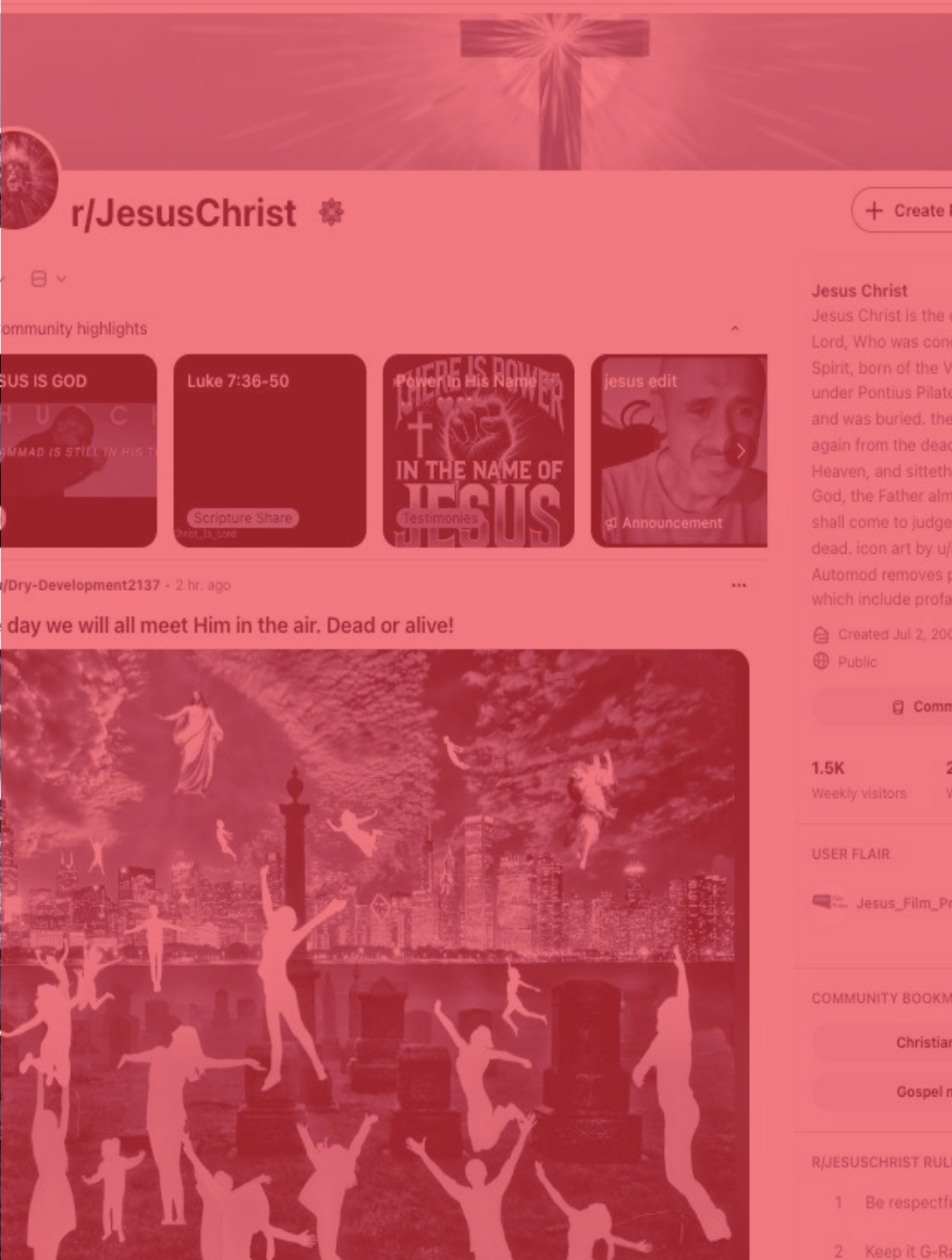
Several accounts have large estimated follower bases, especially **Rick Warren, John Piper, Desiring God, Max Lucado, C.S. Lewis-related accounts, and The Gospel Coalition**. These are not just affinity signals; they are potential partnership, PR, podcast, YouTube, newsletter, and social amplification paths.

JFP should map these accounts into a partnership ecosystem for content distribution, credibility, and campaign amplification.

The data may skew Protestant/evangelical, so broaden carefully.

Although the defined audience includes Catholic, Protestant, Orthodox, nondenominational, evangelical, and charismatic/Pentecostal Christians, this chart is heavily weighted toward Protestant and evangelical voices.

These insights are highly useful, but they should not be treated as the full picture of committed Gen Z Christianity. If Catholic or Orthodox Gen Z audiences matter strategically, they may need a separate research cut.



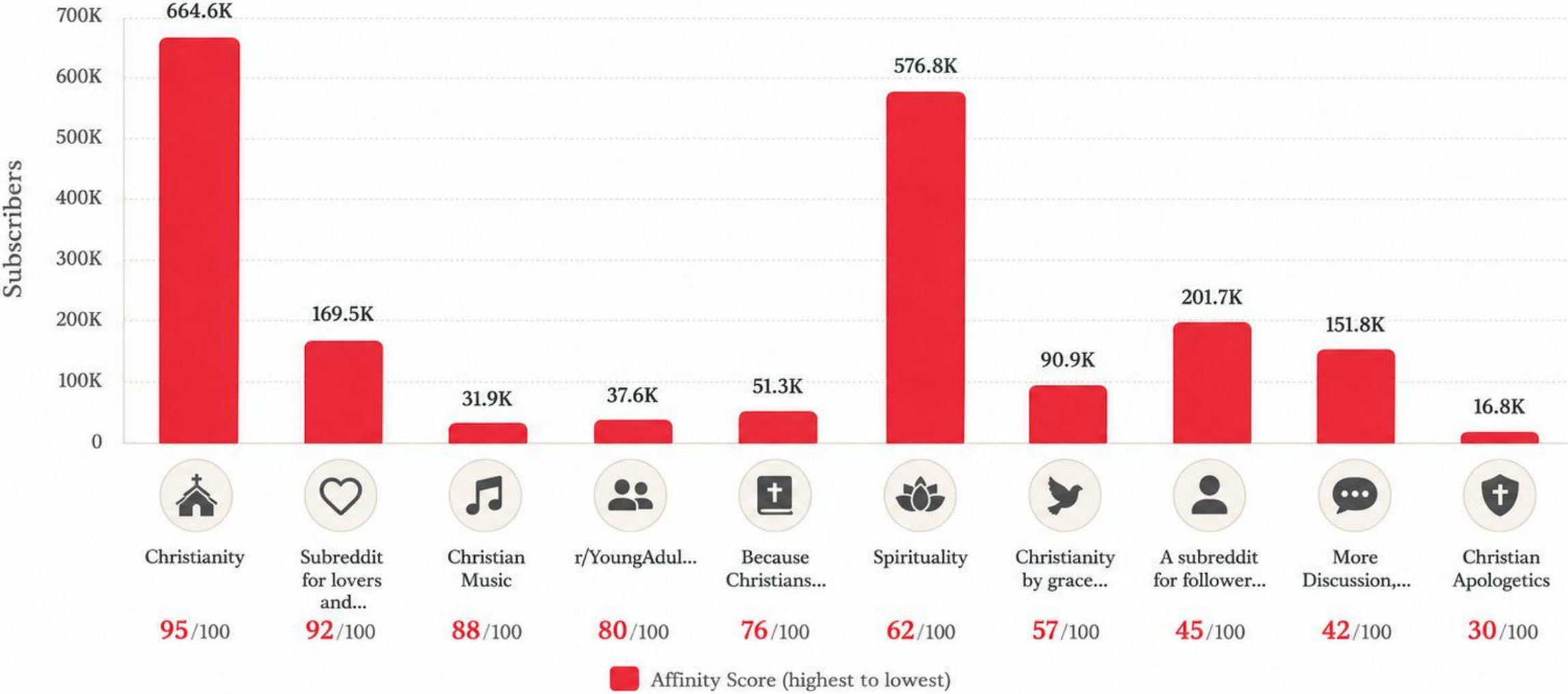
Subreddits

Reddit data shows where your audience gathers for honest discussions, questions, opinions, and recommendations.

This helps us discover pain points, content ideas, language patterns, community trends, product feedback, and niche conversations that may not appear in traditional keyword research.

SubReddits

Use of SubReddits by Committed Gen Z Bible-focused young Christians



Reddit is a strong window into this audience's real questions.

The highest-affinity subreddit is **Christianity**, with a **95/100 affinity score** and **664.6K subscribers**. This suggests Reddit is a meaningful place to study how young committed Christians — and people around them — talk about faith, questions, culture, doubt, church, and belief.

Reddit should be used primarily as an audience-listening tool to understand real language, questions, objections, and felt needs.

Faith discussion is happening in broad spaces, not only niche ministry spaces.

The chart includes large communities like **Christianity** and **Spirituality**, along with more specific Christian communities. This shows that faith conversations are happening in both explicitly Christian spaces and broader spiritual/religious discussion environments.

Young Christians are likely encountering mixed-faith conversations online. Content should help them understand, articulate, and share their faith clearly in pluralistic digital spaces.

Christian music shows up as a strong affinity signal.

Christian Music has an **88/100 affinity score**, even though the subreddit size is smaller. This supports earlier findings from Spotify, Genius, and YouTube that music is an important part of this audience's spiritual and cultural life.

Worship, music, soundtrack-style storytelling, and artist partnerships may be useful entry points for engagement.

Young adult faith formation is a distinct opportunity.

The presence of a **young adult-focused subreddit** with strong affinity suggests this audience is actively navigating faith during transitional life stages: college, early career, relationships, identity, and independence.

JFP should consider content that speaks directly to young adult discipleship: “following Jesus in college,” “sharing faith at work,” “Christian friendships,” “dating,” “calling,” and “purpose.”

Apologetics is present, but not the highest-affinity behavior.

Christian Apologetics appears on the list, but with lower affinity than broader Christian discussion, music, and young adult communities. That suggests apologetics matters, but it may not be the primary doorway for the whole audience.

Evangelism content should include apologetics, but it should not feel like debate-first content. The stronger opportunity may be practical, relational, and confidence-building: helping young Christians talk about Jesus naturally.



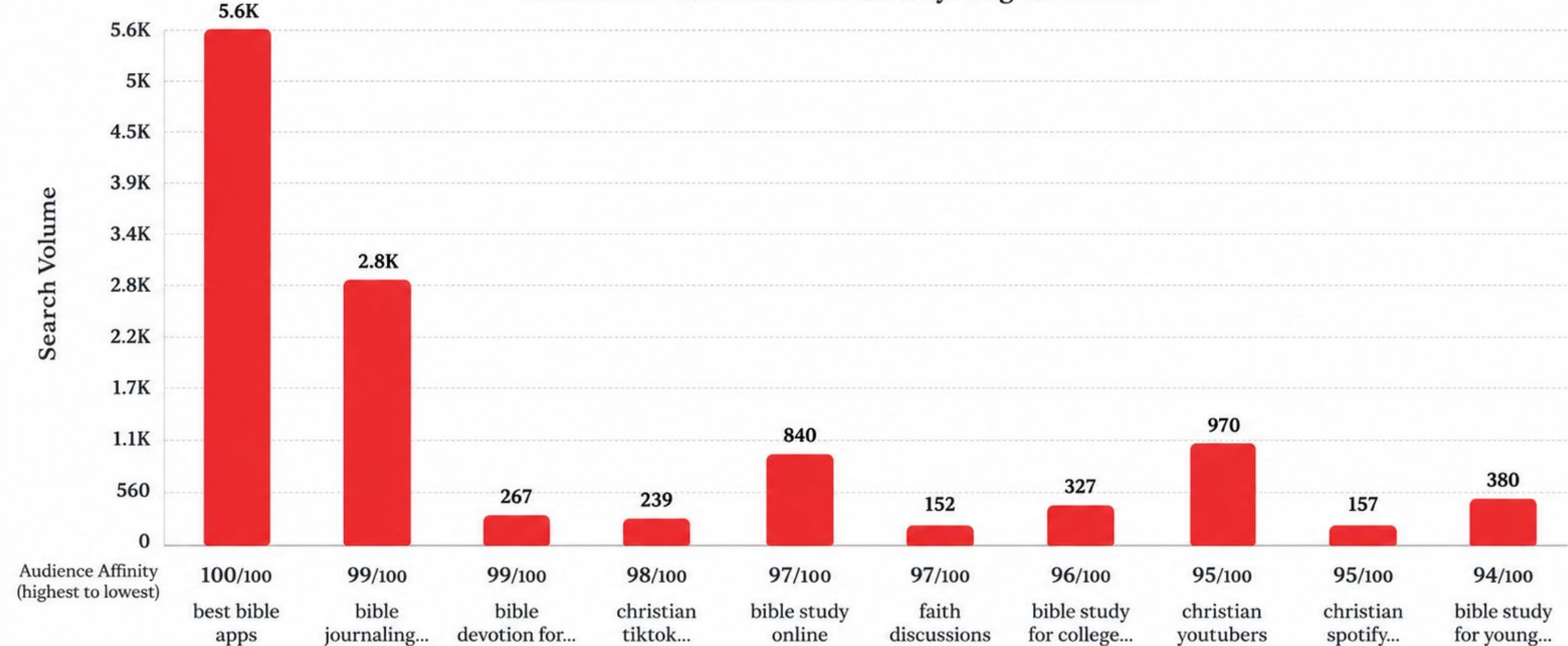
Topics & Keywords

Keywords and topics reveal what your audience searches for, talks about, and cares about.

This helps marketers shape SEO strategy, content planning, messaging, ad copy, and campaign themes around the language and interests already connected to audience demand.

Keywords

Use of keywords by
Committed Gen Z Bible-focused young Christians



“Best Bible apps” is the clearest high-intent opportunity.

Best Bible apps has the highest search volume at **5.6K** and the strongest audience affinity at **100/100**. This signals that committed Gen Z Christians are actively comparing tools to help them study Scripture.

Bible engagement is not just a spiritual need — it is a digital product-discovery behavior. JFP should consider how its Bible-centered resources show up when young Christians search for apps, tools, study guides, and Scripture help.

Bible study is the dominant theme, not generic Christian content.

Multiple keywords point to Scripture engagement: **best Bible apps**, **Bible journaling**, **Bible devotion**, **Bible study online**, **Bible study for college**, and **Bible study for young...** This is a strong pattern.

The audience is actively looking for help understanding and practicing the Bible. A Gen Z strategy should prioritize Bible clarity, guided study, devotionals, visual explainers, and practical application.

The audience is looking for faith formation through digital habits.

Keywords like **Bible journaling**, **Bible devotion**, and **Bible study online** suggest recurring spiritual practices, not one-time curiosity. These are people looking for rhythms, tools, and formats that fit into daily life.

JFP has an opportunity to move beyond single content interactions and create repeatable digital pathways: study plans, devotion series, video journeys, prompts, and shareable Scripture-based content.

Creator and platform discovery matter.

Searches around **Christian YouTubers**, **Christian TikTok**, and **Christian Spotify** show that this audience discovers faith through creators, music, short-form video, and platform-native content.

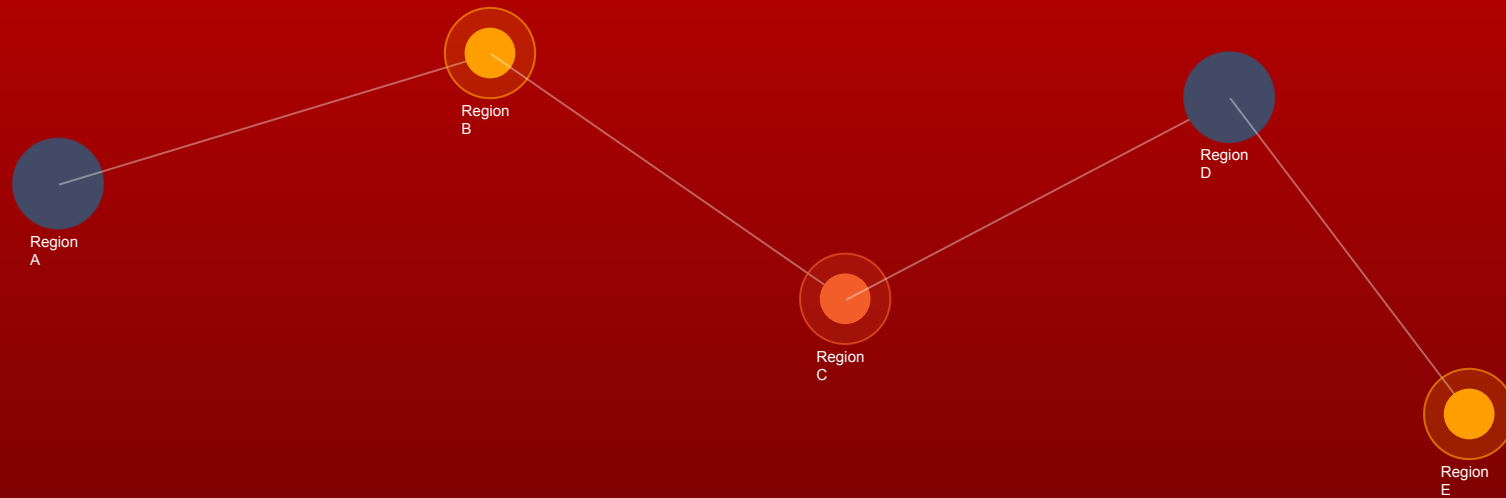
Gen Z Christians are not only searching for ministries; they are searching for trusted voices and content ecosystems. JFP should think in terms of creators, playlists, channels, and shareable series — not just web pages.

College and young-adult specificity is a strategic content gap.

Terms like **Bible study for college...** and **Bible study for young...** have lower volume than “best Bible apps,” but very high affinity. That makes them strategically important because they align directly with the defined audience.

Content tailored to life stage — college, early adulthood, identity, faith at school/work, friendships, and evangelism — may be especially effective even if the raw search volume is smaller. This is where JFP can be more precise and relevant.

Part 2 of Gen Z Audience Research: Potential Strategic Initiatives



Strategic Application

The report points to a formation-seeking audience that can become a distribution engine for Jesus-centered content.

1. Formation first

This audience is not only looking for inspiration. They consistently show interest in Bible clarity, apologetics, worship, study depth, and Christian culture.

2. YouTube + search are the spine

YouTube, Google, and AI-assisted discovery should anchor the strategy. Instagram, Facebook, Reddit, audio, and partners each play supporting roles.

3. Sharing is the opportunity

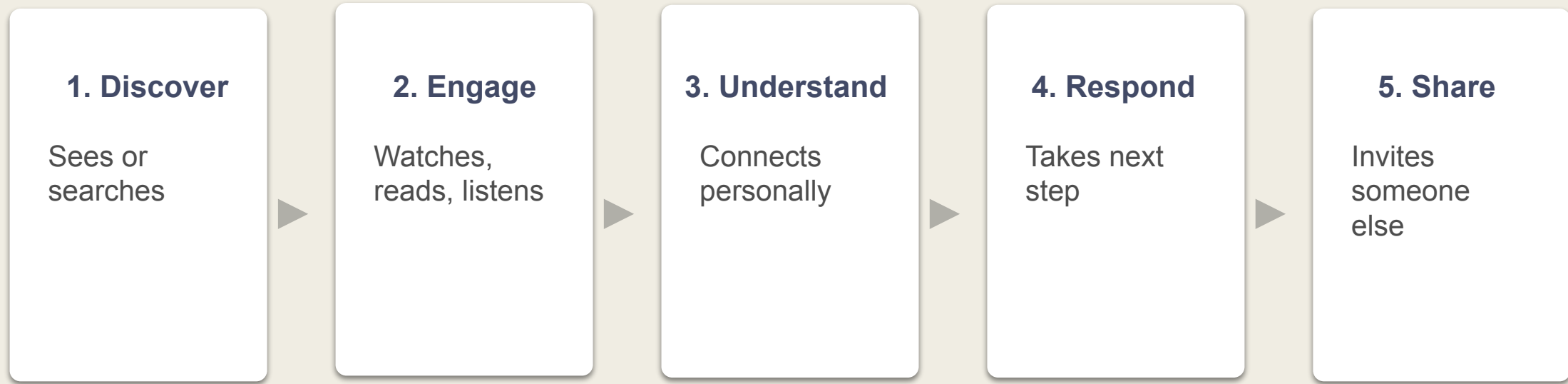
Bio and behavior signals suggest a subset of creators, worshipers, marketers, communicators, and ministry-minded young adults who can help spread content.

Potential Long-term direction

Build a content ecosystem that helps young Christians understand Jesus, encounter Scripture, and confidently share faith in the places they already learn, listen, search, and discuss.

Audience Journey Map: How They Think

This show how someone/Gen Z moves from first contact to meaningful response

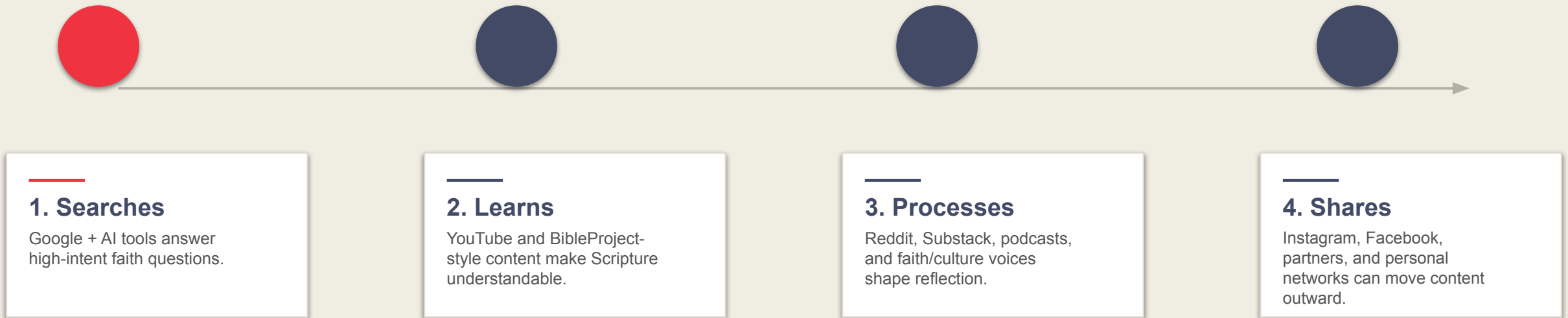


Audience Journey Map: How They Navigate

The audience behaves less like “**Gen Z equals TikTok**” and more like **digitally native Christians seeking formation, clarity, and confidence.**

Gen Z Journey

The Gen Z audience journey varies and is nuanced. However, there is a “typical” that is seen frequently.



Marketing implication

Build for a journey, not a single platform: answer their questions, deepen their faith, then give them content worth sharing.

Question set 1: Audience & Motivation

We can use these questions to move from observed behavior to actionable audience hypotheses.

Questions we should ask

- 1 What spiritual “jobs to be done” are most urgent: Bible understanding, identity, doubt, evangelism confidence, culture pressure, or community?
- 2 Which life-stage needs differ between college students, early-career young adults, and young parents/ministry volunteers?
- 3 Where are they already motivated to share faith, and where do they feel hesitant or under-equipped?
- 4 What content would make sharing Jesus feel relational, natural, and less forced?
- 5 Does the Protestant/evangelical skew hide Catholic, Orthodox, or charismatic sub-audiences we need to research separately?

Question set 2: Channels, content & conversion

These questions help translate the report into a long-term marketing operating model.

Channel role

What is each channel's job: reach, trust, listening, activation, retention, or sharing?

YouTube behavior

What formats earn both views and action: clips, explainers, testimonies, Scripture journeys, creator collabs, or playlists?

Search / AI intent

What questions should JFP become the trusted answer for in Google, ChatGPT, Gemini, Claude, and Perplexity?

Reddit listening

Which repeated questions, doubts, objections, and phrases should shape our content calendar?

Share pathway

What makes a young Christian share a Jesus Film clip with a friend: topic, format, timing, emotion, or social proof?

Partner leverage

Which trusted brands and creators can transfer credibility faster than paid reach alone?

Audio opportunity

Where can Spotify, podcasts, worship, and devotional audio help create repeated engagement?

Measurement

How do we track movement from awareness to viewing, saving, sharing, and evangelistic action?

Channel Strategy: Assign a Job to Every Channel

Use channel roles to prevent scattered activity and connect media to watching and sharing Jesus Film content.

Reach

YouTube
Paid video
Instagram reels

Large-scale discovery and
visual storytelling

Intent

Google SEO
Blog
AI answers

Win high-intent questions
about Jesus, Bible,
evangelism, and faith

Listening

Reddit
Search queries
Social comments

Mine language, doubts,
objections, and content gaps

Depth

Email
Substack-style content
Podcasts / Spotify

Build repeated engagement
and discipleship pathways

Distribution

Partners
Facebook groups
Creator collabs

Move trusted content into
existing ministry networks

Unifying goal: make every channel either create a view, deepen trust, or make sharing easier.

Channels, Roles & Opportunities

Channel	Primary Role	Best Use	Avoid
YouTube	Reach + teaching	Bible explainers, testimony, apologetics, evangelism training, clips	Treating it as only a content archive
Instagram	Identity + sharing	Reels, carousels, quote cards, short Jesus-centered clips	Overly institutional posts
Reddit	Listening + insight mining	Questions, objections, doubts, language research	Heavy-handed brand posting
Facebook	Community + distribution	Groups, ministry partners, events, church networks	Youth-culture branding
Substack/email	Depth + high-intent discipleship	Essays, devotionals, cultural commentary, creator-led series	Mass-awareness expectations
Google/Search/AI	High-intent discovery	Answer-led content, SEO, AI-friendly explainers	Ignoring because “Gen Z doesn’t search”

Content Topical Territories to Own

The strongest opportunity is not generic “Christian content.” It is Jesus-centered content that is clear, practical, visual, and shareable.

Bible clarity

Visual explainers, Bible study paths, “what this means” clips, and audio/text study experiences.

Faith + culture

Help young Christians interpret entertainment, lyrics, identity, relationships, and cultural pressure through a Jesus lens.

Evangelism & confidence sharing faith

How to talk about Jesus naturally, answer hard questions, and share a clip without making it awkward.

Worship + story

Music-aware storytelling, testimonies, worship moments, and emotional short-form clips that invite sharing.

Campaign Opportunities: Turn Affinity into Action

The objective is not just reach. It is to move this audience from content discovery to Jesus Film viewing and personal sharing.

“Share Jesus naturally” kit

Short clips + captions + conversation prompts + prayer guide designed for Instagram, DMs, group chats, and campus ministries.

BibleProject-style Jesus explainers

Visual YouTube series that connects scenes from Jesus Film content to Scripture, context, and life application.

Reddit-listening content sprint

Monthly mining of real questions from Christian, young adult, spirituality, and apologetics subreddits; turn into blog, YouTube, social, and email.

Worship / music entry points

Pair Jesus-centered clips with worship themes, testimonies, soundtrack moments, and Spotify/audio distribution.

Trusted partner launch paths

Coordinate with Cru, Young Life, churches, campus ministries, Christian creators, and publishers for campaigns and share kits.

AI-answer-ready resource hub

Create pages that clearly compare resources, answer Bible study questions, and explain how JFP content helps people encounter Jesus.

Partnership Strategy: Borrow Trust, then Create Action

Trusted Christian ecosystems matter: Bible teaching, campus ministry, worship, apologetics, and culture voices.

Hypothesis *A partner-led distribution model will outperform brand-only campaigns because this audience already trusts formation-oriented Christian voices and ministry ecosystems.*

Trusted voices

Established Christian teachers, publishers, worship/music, and apologetics voices.

Partner channels

Campus ministries, churches, Facebook groups, newsletters, podcasts, YouTube collaborations.

JFP content

Jesus Film clips, Scripture context, testimonies, share prompts, and landing pages.

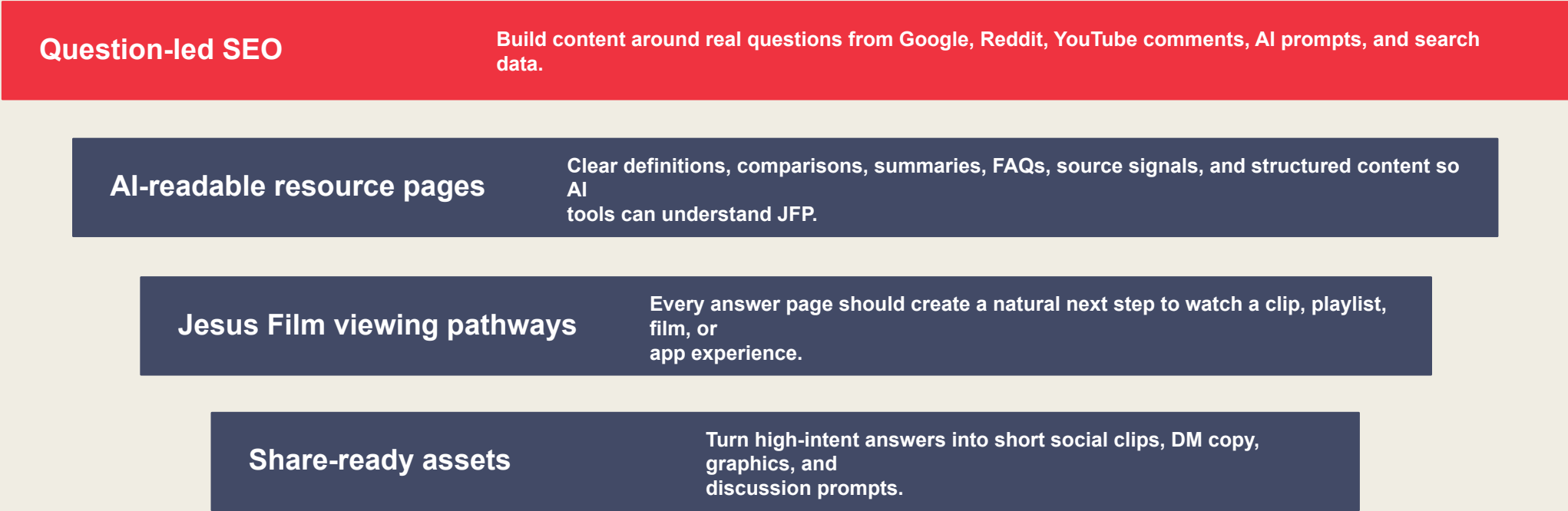
Audience action

Watch, save, discuss, share with a friend, invite a group, or join a pathway.

Build a partner map: content partners, campus/youth ministries, worship/audio partners, apologetics voices, newsletter writers, and church networks.

Search + AI strategy: Become the Trusted Answer

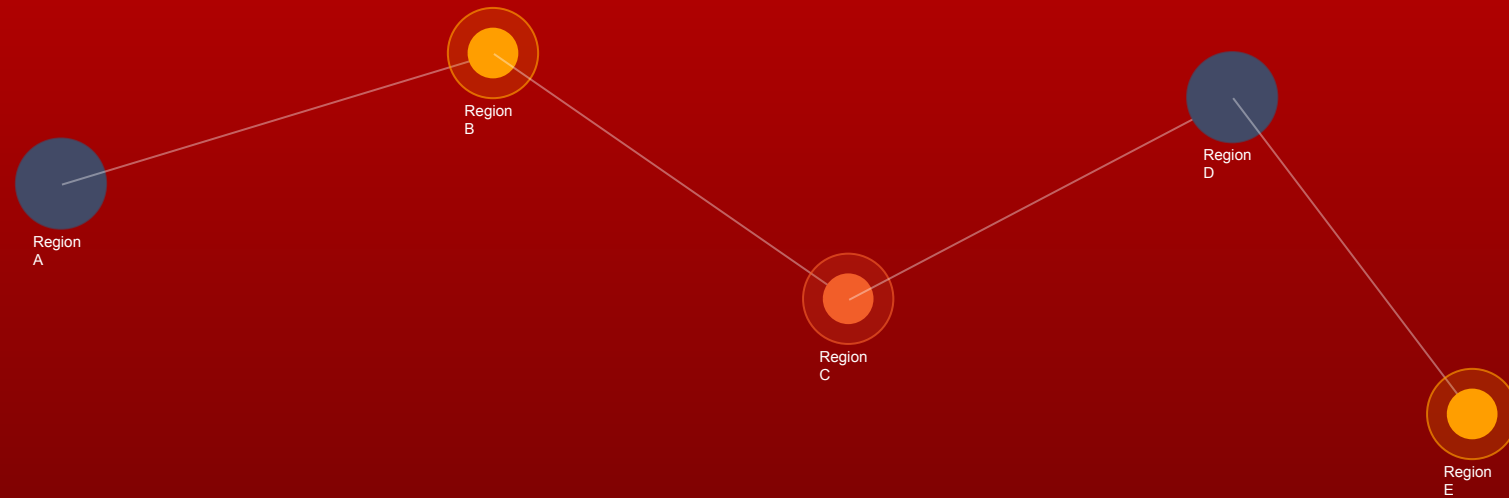
This audience uses Google broadly and AI tools meaningfully. Discovery increasingly happens before a user reaches a ministry website.



High-value content questions

“How do I explain Jesus?” · “Where should I start reading the Bible?” · “How do I share faith with a friend?” · “What does Jesus say about identity, purpose, doubt, and relationships?”

Part 3 of Gen Z Audience Research: Raw Data



Raw Data

[Demographics](#)

[Platforms](#)

[Websites](#)

[YouTube](#)

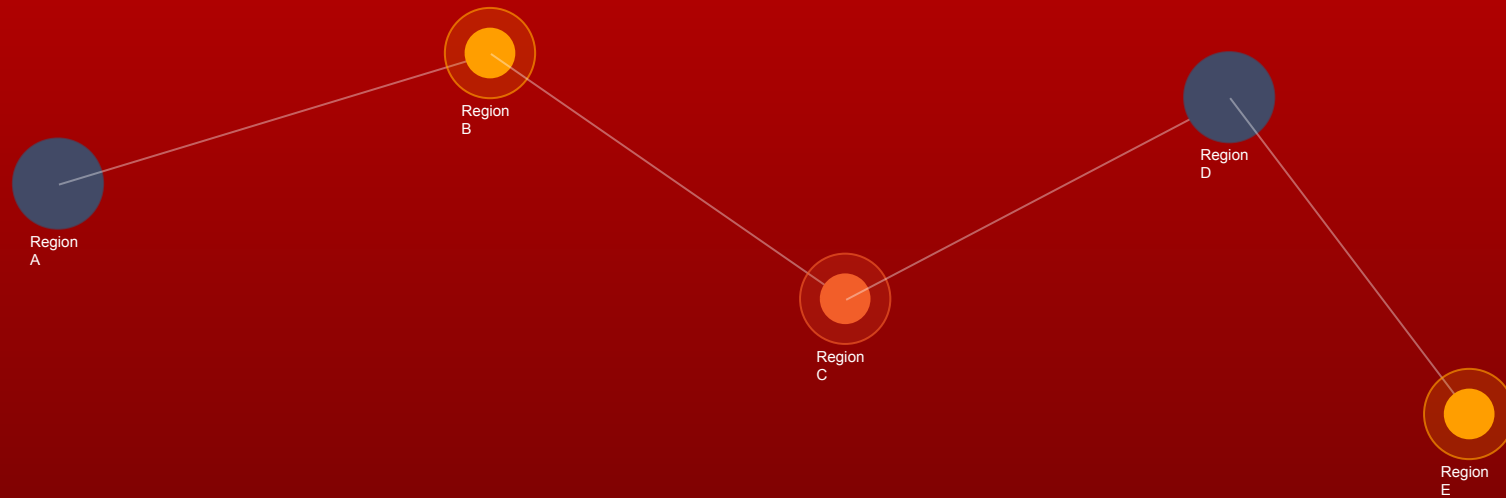
[Podcasts](#)

[Keywords](#)

[AI Prompts](#)

[Social Accounts](#)

Part 4 of Gen Z Audience Research: Research Limitations & How to Interpret This Data



Research Limitations & How to Interpret This Data

Audience intelligence VS Survey Data

This report should be used as directional audience intelligence, not a representative survey of all U.S. Gen Z Christians. This data identifies patterns from observable digital behavior, including browsing, search, public social profiles, and crawled web data. These signals are useful for channel strategy, content planning, partnership discovery, and hypothesis generation, but they do not verify personal belief, theology, church involvement, or spiritual maturity.

Audience Underrepresentation

High school Gen Z is likely underrepresented because under-18 users are excluded or limited (due to legal reasons). The data may also skew toward older Gen Z, young professionals, and Protestant/evangelical digital ecosystems. Catholic, Orthodox, charismatic, high school, less digitally active, offline, rural, lower-income, and non-English-speaking Gen Z Christians may require separate research cuts.

Affinity does not equal validation

Affinity scores show relative audience alignment, not necessarily total reach, trust, motivation, or conversion likelihood. Strategic decisions should be validated with JFPs own analytics, campaign tests, surveys, interviews, partner feedback, and platform-specific performance data.

Shared devices

Data may be slightly skewed if multiple users in the same household are sharing devices. E.g. Millennial parents computer may be being used by younger Gen Z kids.
