



Adult & Teen Challenge
March 2023



AMERICAN BIBLE SOCIETY COLLABORATIVE PROJECT

MINISTRY INTELLIGENCE

BIBLE

ENGAGEMENT

November 2022 Results



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INTRODUCTION

About Our Project

In November 2022, a unique survey link was sent to participating ATC USA corporations as a pilot study to understand a variety of components related to scripture engagement, human flourishing, stress, and persevering hope. We received 522 responses, which is a wonderful first response rate. The 522 responses represent 10 different corporations with 6 corporations having enough responses to provide customized reports to each corporation detailing their results. This project will continue into future years as we hope to tell the testimonies of the Holy Spirit's transformative work in a new way.

QUICK STATS

Participants: 522 people

Gender: 57% Male, 43% Female

Age: 39 Avg age; Range 14-73 years

Generation: 46% Millennials; 32% Generation X; 14% Generation Z, 8% Boomers

Status: 275 Current Students; 189 Graduates; 58 Staff/Interns

Race: 67% White; 10% Black; 23% Hispanic and Other

Education: >50% with HS diploma or less; 10% with BS degree or higher

Primary Drugs: Amphetamines, Alcohol, & Cocaine

GRADUATES REPORTED:

91% of the 189 graduates report no or rare addiction issues with **67%** reporting no issues as of November 2022.

Top 5 challenges:

Tobacco or Nicotine, Sexual addiction, Alcohol, Marijuana, Street drugs





PRIMARY DRUG OF CHOICE AT ENTRY

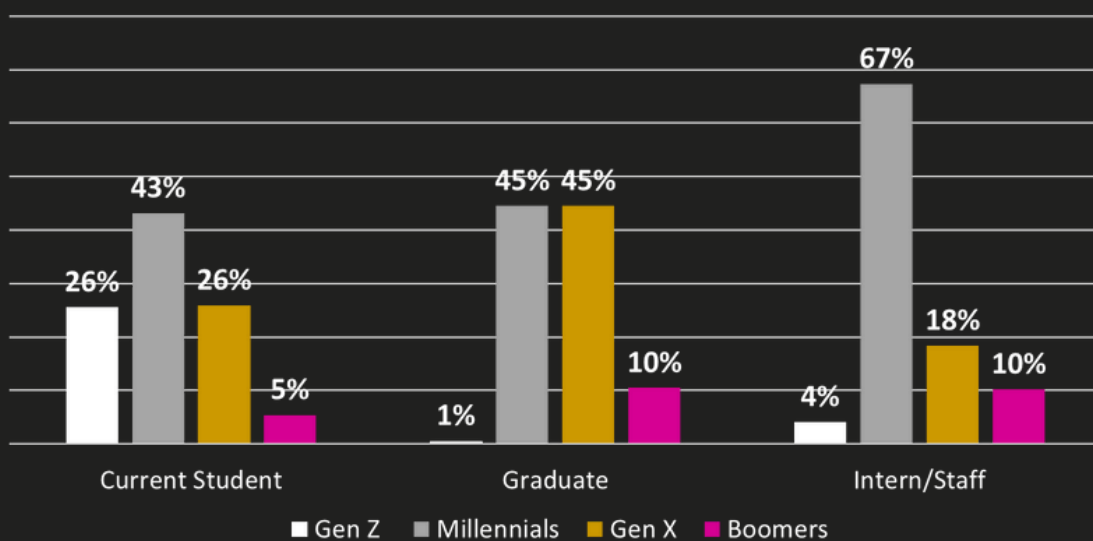
Primary Drug	N
Prescription anxiety medications	11
Heroin	30
Amphetamines	97
Cocaine	59
Fentanyl	36
Alcohol	69
Prescription pain medications	14
Other drug of choice	8
Marijuana	16
Club drugs	2
Total	344

Above is a summary of the drugs reported by the respondents at the time of their entry into a program. This information is not broken down by current student versus graduates, but does provide an excellent and interesting overview of the drugs of choice from this respondent group when they entered a program. The information is worth noting as it provides us more information about the types of drugs students entering our programs used.



DEMOGRAPHICS

Participant Status by Generation



The American Bible Society (ABS) examines data from different generational groups in its *State of the Bible*¹ document each year. Over the last dozen years, ABS noticed a downward trend in scripture engagement among Millennials and Generation Z. Millennials are those born 1981-1996. Generation Z are those born 1997-2012. Previous generations such as Elders (pre 1946), Boomers (1946-1964), and Generation X (1965-1980) were not only more engaged in Bible reading, but in other peri-scripture engagement activities such as church attendance, prayer, financial generosity in the church, and volunteerism in and outside of the church.

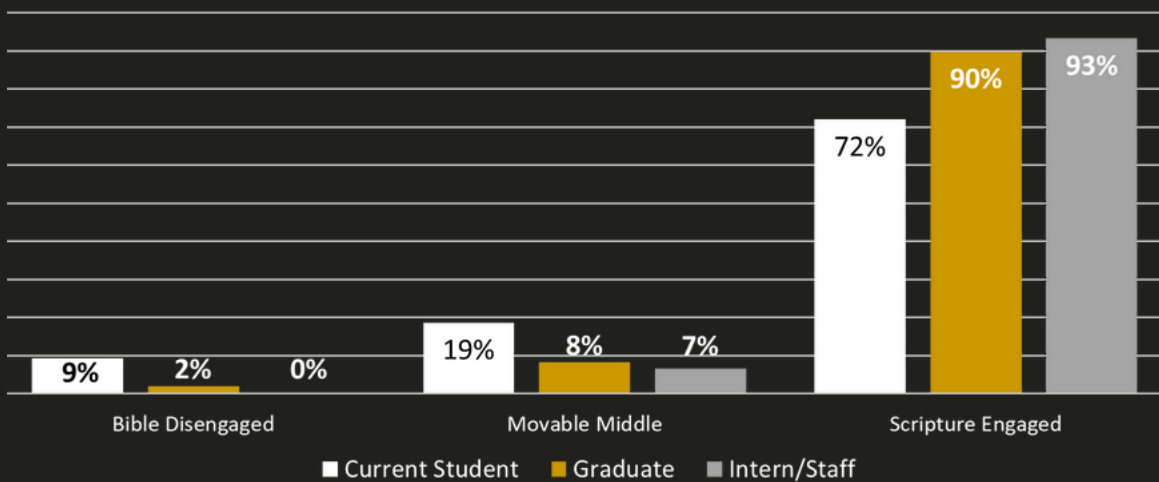
This is important for us to ponder as we consider how we can grow and expand our ministries. Jesus met people where they were when He was here on earth, and the Holy Spirit renews our minds and gives us fresh ideas as we better understand new generations.

¹ See <https://sotb.research.bible/>



SCRIPTURE ENGAGEMENT

Scripture Engagement by Category



Scripture Engagement refers to *consistent interaction with the Bible that quantifiably shapes people's choices and transforms their relationships with God and with others!* People with scores above 100 are classified as Scripture Engaged. People in the Movable Middle have scores ranging from the mid-40's to 100 and typically interact with the Bible sporadically and are generally considered open to the Bible as a source of spiritual insight and wisdom. The Scripture Engaged are described as people who interact with the Bible regularly and the values and principles of Scripture influence life choices and their relationships. The higher a score, the more central the influence of Scripture on their life choices and godly relationships with others.

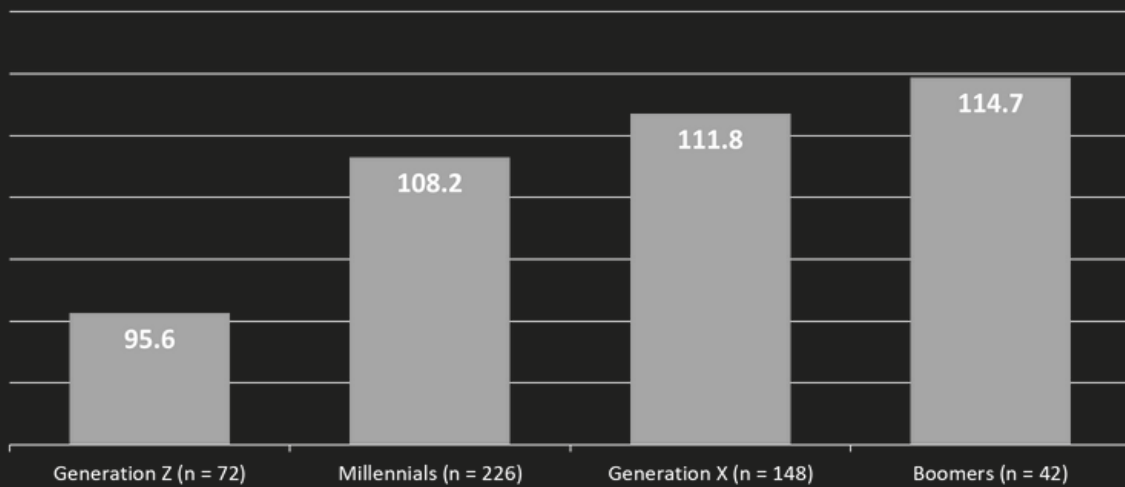
¹ See <https://sotb.research.bible/>



SCRIPTURE ENGAGEMENT

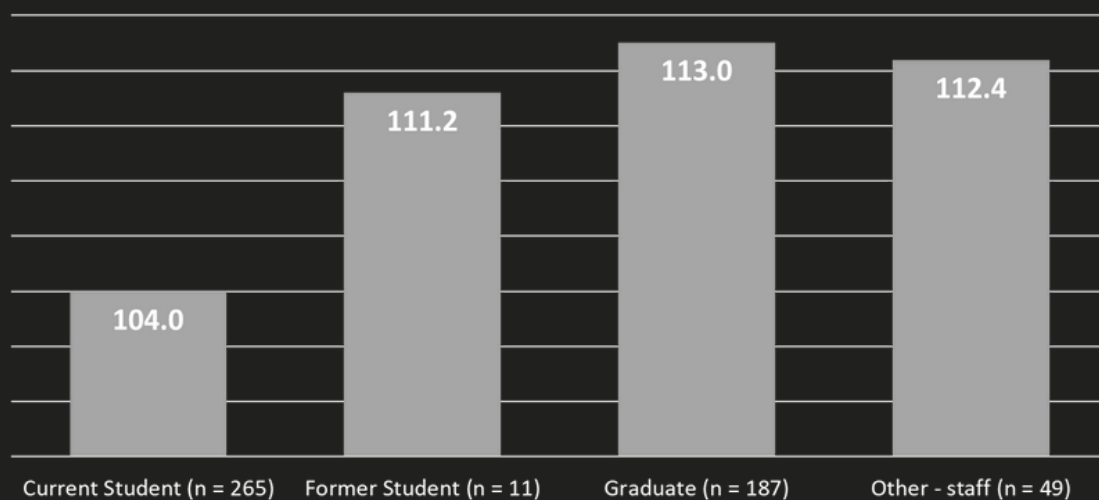
Scripture Engagement by Generation Group

N= 488 Avg Score =108



Scripture Engagement by Student Status

N= 488 Avg Score =108





SCRIPTURE ENGAGEMENT

As you can see from the graphs regardless of the generation or status, students and graduates are scripturally engaged. Our numbers align with those of the *State of the Bible* report. Generation Z is the least scripturally engaged generation yet even when you look at the national average for this generation, they are at the very high end of the Movable Middle (95.6). This is great news as it means, this generation is seeking an encounter with the Holy Spirit whether they realize it or not. The numbers show Generation Z's souls are hungry for something more, and we are offering them the food they are looking for- The saving power of Jesus' blood! The responsibility is on us to guide them as best we can toward the life transforming power of the Holy Spirit.

Another point of interest is the very high scripture engagement score for the graduate group. When we partner with God, we become a conduit for the Holy Spirit to work through. The labor in your center is not in vain. ***IT IS MAKING A DIFFERENCE!*** Graduates stay scripturally engaged after finishing the program. This is exactly what we hope to see. It's evidence of the Holy Spirit's transformational work.

We can use this information as we engage with key stakeholders to help them see the "numbers" as clear evidence of the change happening in our students and graduates.



HUMAN FLOURISHING

N= 512



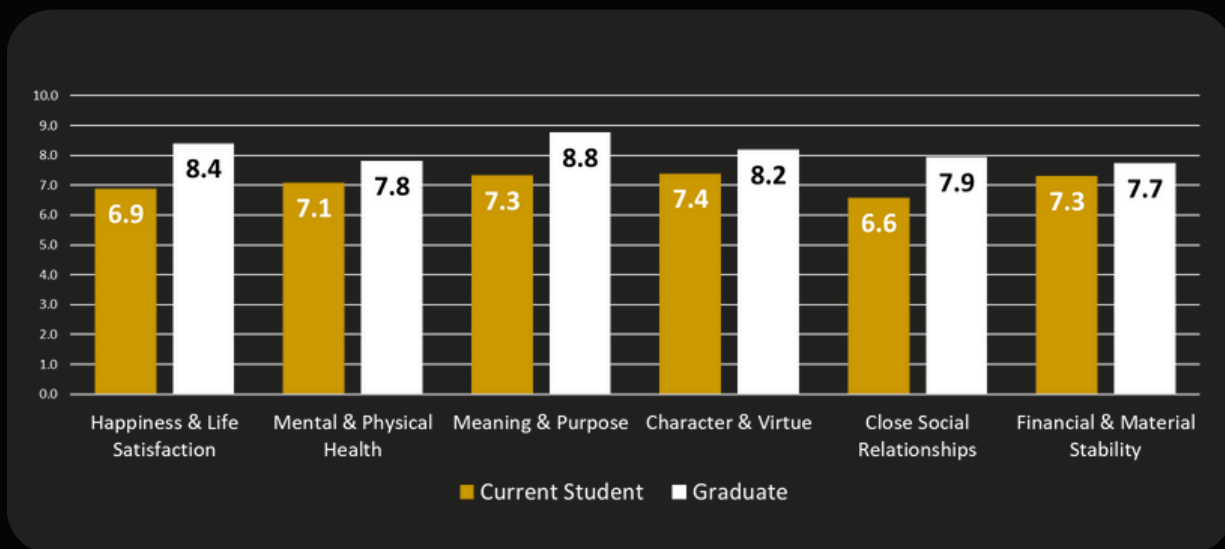
For many decades, we used a variety of ways to describe our needs as humans. Maslow suggests a pyramid approach to human growth and development. While we may or may not agree on the most basic level with Maslow's hierarchy, Human Flourishing is a way to complement Maslow's work and incorporates more categories and rather than build a pyramid, says each category works concurrently to more broadly capture all areas of a person's life that are related to the values of ATC.

As you can see in the chart above, in almost every category, ATC scored above the American Bible Society's known national average of 7.2. The first score (Human Flourishing) is the national average for our organization as a whole. The second score (Secure Flourishing) is a combination of Human Flourishing with Financial and Material stability added. It is likely this score is lower because of how small our sample size is and this group of respondents included more students than graduates. The larger our group of respondents, the more accurate our information will be. Please encourage your centers to participate by recruiting students and graduates to help us capture the work of the Holy Spirit!

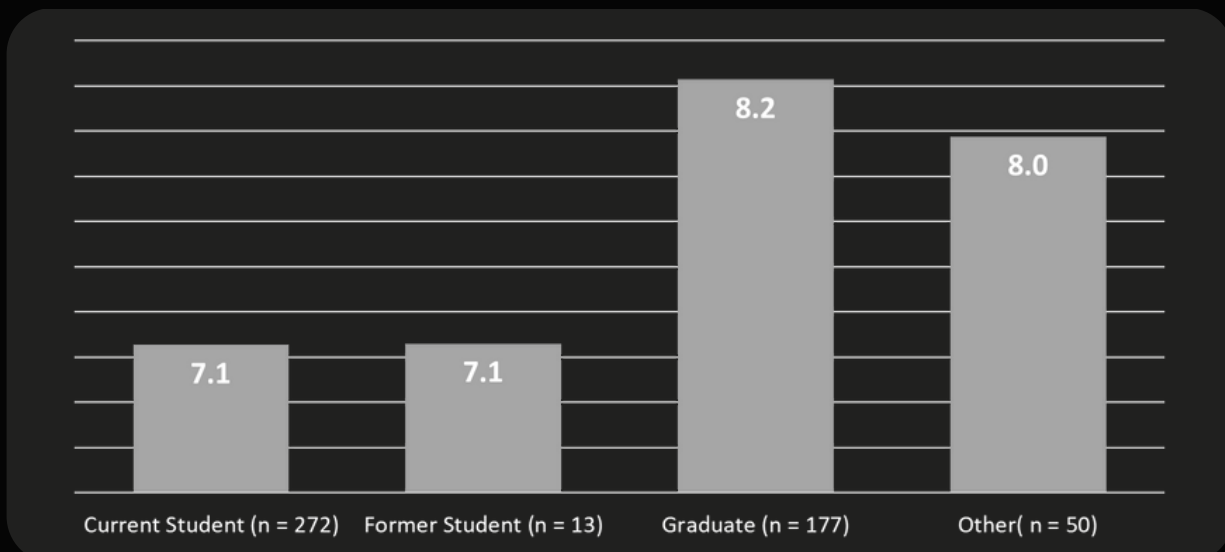


HUMAN FLOURISHING

Human Flourishing Domains by Student Status



Human Flourishing by Student Status
N= 512 Avg. ATC Score=7.6

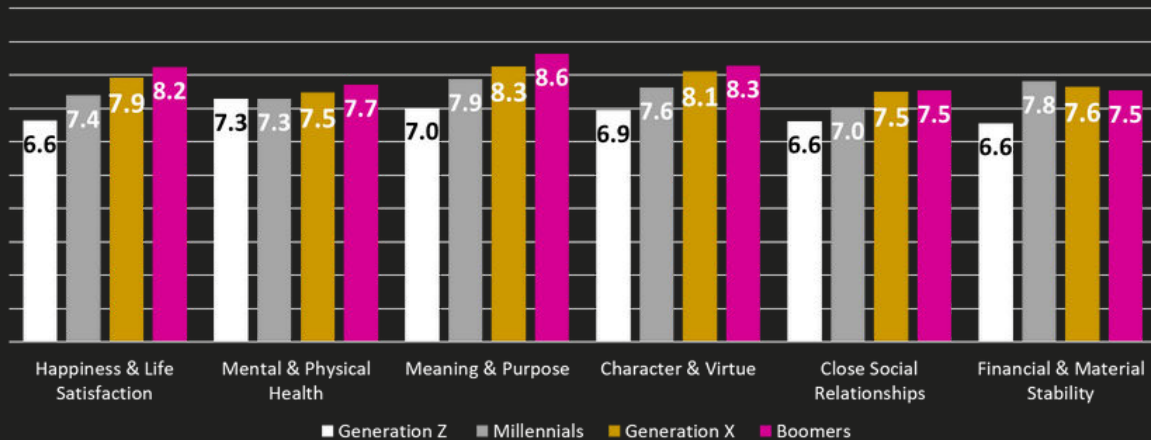


The former student category represents those who may not have finished a program but participated in the study.



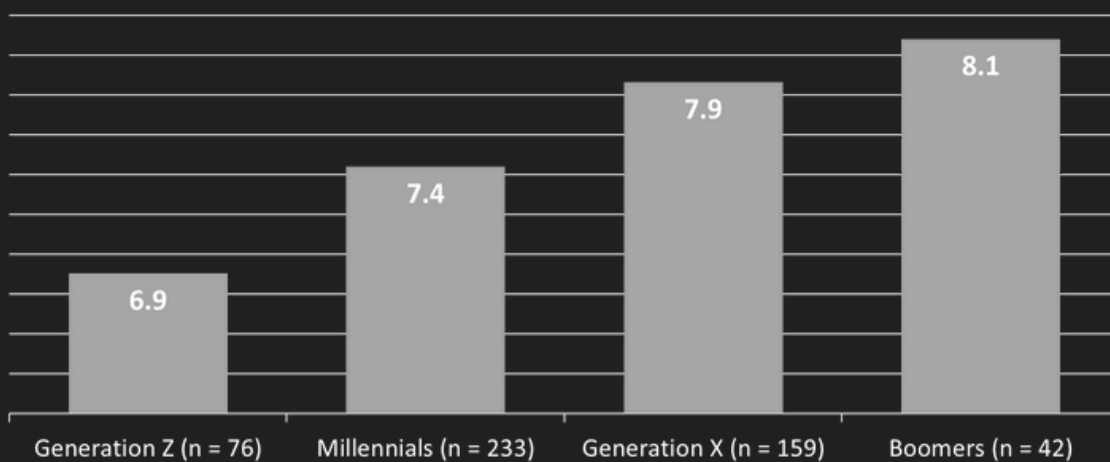
HUMAN FLOURISHING

Human Flourishing Domains by Generation



Human Flourishing by Generation Group

N= 512 Avg. Score 7.6



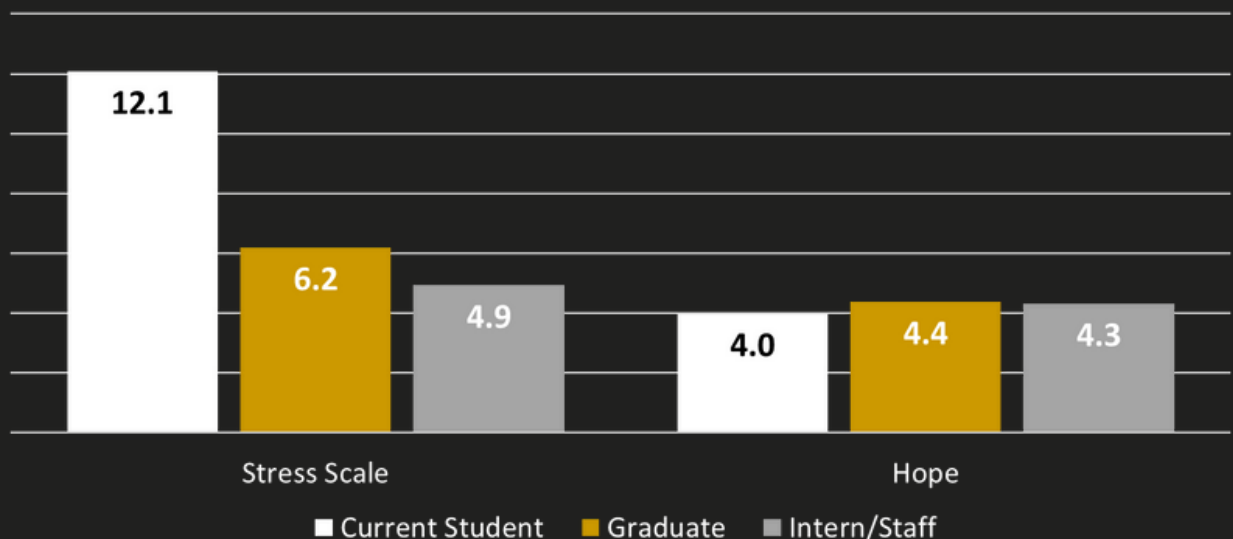


FUTURE IMPLICATIONS

As a part of this research American Bible Society measured other factors known to be influenced by Scripture Engagement according to the ABS known national data. These factors include stress and persevering hope. Each participant responded to 10 items asking how often they experience symptoms of stress. These items address anxiety, depression, and somatoform experiences. Scores on the scale could range from 0 – 40.

Persevering hope is a measure of how students may respond to life challenges. Higher scores suggest they are likely to persevere until they achieve their goal. We have seen a significant relationship between persevering hope, Scripture Engagement, and Human Flourishing. Scores on this scale may range from 1 to 5.

Below you can see the average scores of stress and hope categorized by student status. Keep in mind, we want the stress score to be low and the hope score to be high.



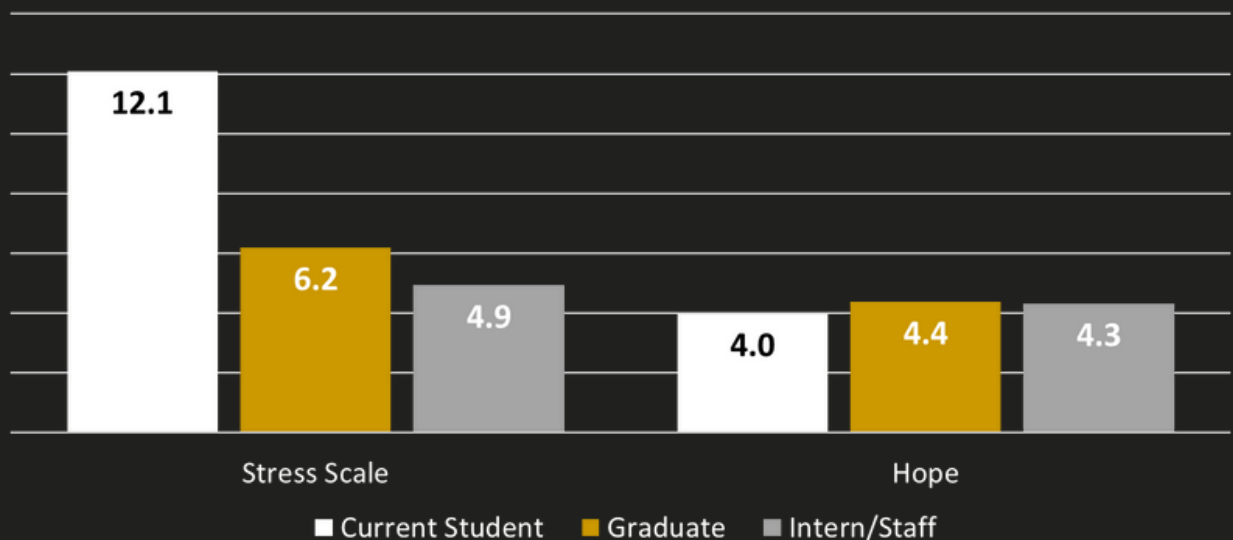


FUTURE IMPLICATIONS

This initial research with ABS suggests as students go through the program, their stress decreases and ATC centers are doing an excellent job teaching students how to manage their stress post-graduation.

We also have some preliminary data showing a positive relationship between the number of months a student is in the program and factors such as Scripture Engagement, Human Flourishing, and Persevering Hope. This means the longer a student is in the program, the higher their scores in each of the aforementioned areas. There is a negative relationship between the number of months a student is in the program and Stress. This is what we want, the longer a student stays in the program, the less stress they experience.

Initial reports of the data suggest Stress/Hope + Scripture Engagement could also be considered predictors of Human Flourishing. To be able to fully understand these relationships, we need more participants to complete the surveys. Please encourage your students and graduates to complete the surveys!

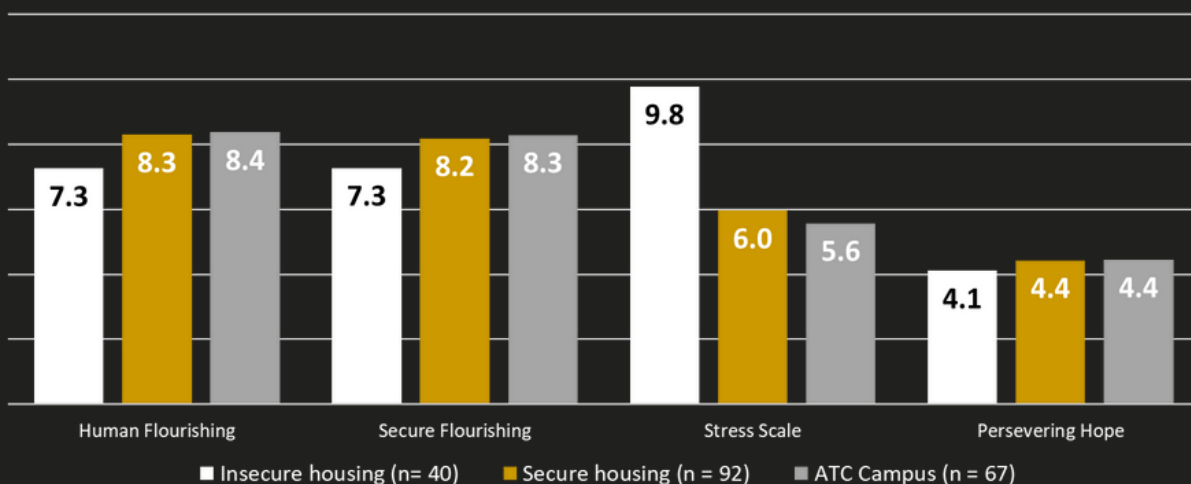




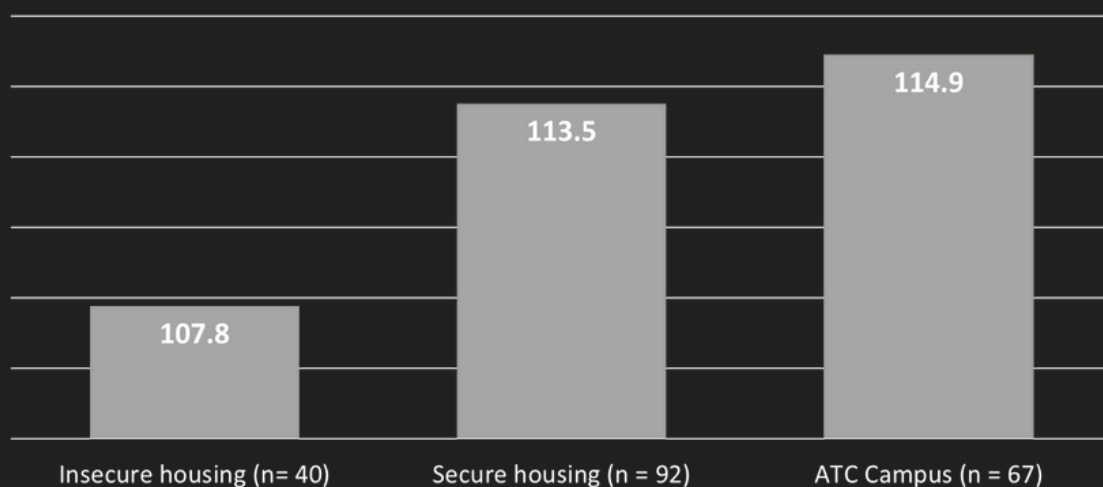
OTHER INTERESTING TOPICS

As a part of this research we gathered information about graduates including housing, employment, and income. From the 189 graduates who responded, those with secure housing have strong levels of Scripture Engagement, Human Flourishing, Persevering Hope and lower levels of Stress.

Overview of Responses by Housing Category



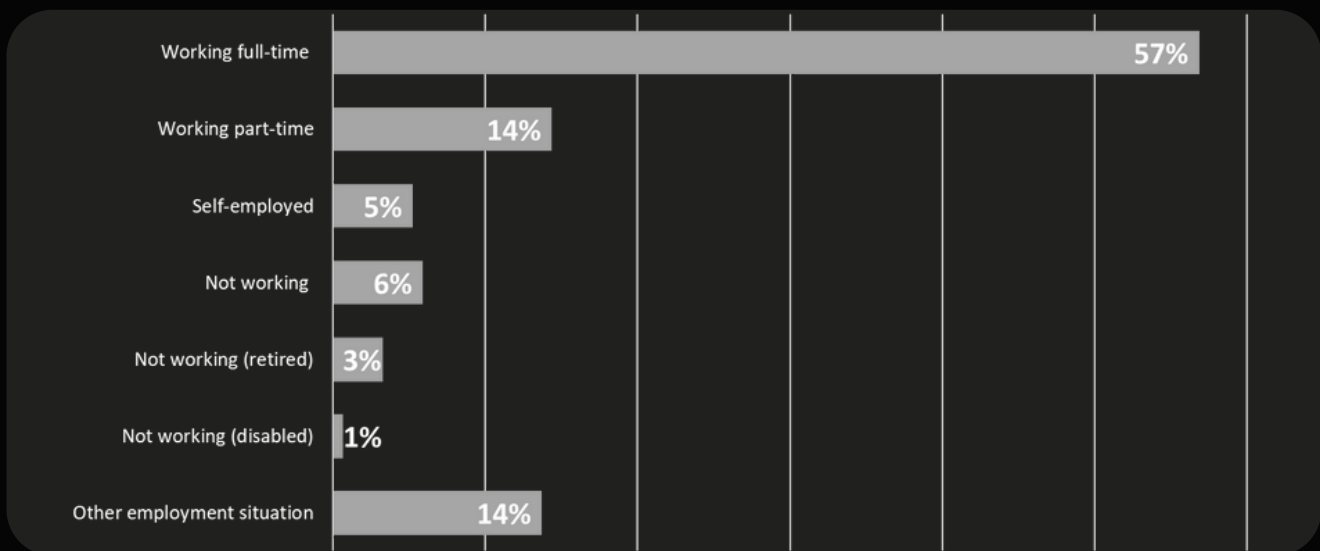
Graduate Housing and Avg. Score of Scripture Engagement





OTHER INTERESTING TOPICS

Employment Status of Graduates



Employment & Income of Graduates

