



2025 American Worldview Inventory – Report #4

Millions Admit They Could Be Persuaded That God Exists—Under the Right Conditions

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(GLENDALE, AZ) – In the wake of research showing that massive numbers of American adults either do not believe that any god, deity, or supernatural authority that exists, or believe that such spirits or forces exist but do not include the God of the Bible—a new report from the Cultural Research Center at Arizona Christian University indicates that millions of those deity-doubters are open to being persuaded that the God of the Bible does, in fact, exist and influence people’s lives.

Millions Reject God’s Existence

With [previous reports from the research](#) showing that six out of 10 adults do not believe that the God of the Bible exists, the new report reveals that when those non-believers were pressed to explain the reasons behind their lack of belief, one-quarter of the skeptics (27%) retracted their doubt, claiming they were wrong, that they do believe in the existence and influence of the God of the Bible, after all.

In total, then, about one-quarter of all adults (27%) wind up claiming the God of the Bible does not exist. That totals an estimated 72 million adults.

Among the adults who maintained their disbelief, there is a range of doubt represented. The largest segment is the 26% who say they are “completely certain” the God of the Bible does not exist. They are joined by another 16% who are “mostly” certain” and 15% who said they are “somewhat certain” that the God of the Bible is non-existent. When calculated as a percentage of the total national adult population, these confident doubters constitute one out of every six adults (16%), or roughly 43 million Americans.

Who Rejects God?

The survey revealed some surprising facts about the background of the Americans who reject the existence and influence of the God of the Bible.

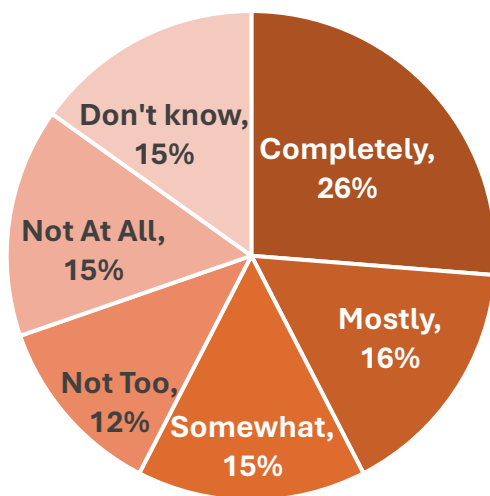
Perhaps most unexpected is that four out of 10 (40%) describe themselves as Christians. In fact, one out of every seven adults (14%) who do not believe in the God of the Bible nevertheless qualify theologically as born-again Christians! That segment is comprised of people who claim that when they die, they will go to Heaven for eternity, but only because they have confessed their sins to Jesus Christ and asked Him to be their Savior.

Church-wise, about one out of every five (19%) attend a Protestant church and another one-sixth (16%) are associated with a Catholic church. Among those attending a Protestant church, half of the God-rejectors (47%) are aligned with a mainline Protestant congregation.

One-quarter of those who reject God are 18-to-29 years old, with 38% in the 30-to-49 age bracket. In total, three-quarters of the God rejectors (73%) are either from the Millennial or Gen X segments.

Of the God rejectors, 13% are recovering addicts, while three times as many of the God rejectors (39%) admit that they often struggle with anxiety, depression, or fear.

**Levels of Certainty That the God of the Bible Does Not Exist
(Base: Do Not Believe the God of the Bible Exists, Influences Lives)**



Source: *American Worldview Inventory 2025*, Cultural Research Center at Arizona Christian University; N=952 God-rejecting adults; conducted January 2025.

Most Rejectors Admit They Are Persuadable

Most Christians rely upon their church to do whatever is necessary to dispel the spiritual doubts of those who reject the existence of God. However, based upon the ongoing discipleship research being conducted by the Cultural Research Center, the most effective persuasion tactic for generating belief in God among doubters is also the most biblical: person-to-person ministry based on conversations and behavioral modeling conveyed through a solid relationship between the doubter and the believer.

In fact, the current *American Worldview Inventory 2025* revealed that among people who dismissed the existence of the God of the Bible, one-third (34%) said they would be “completely open” to accepting His existence if they received a “credible and persuasive” explanation from someone they personally know and trust. Another four out of 10 disbelievers (38%) said they “might be open” to changing their God-view based upon such a trusted-peer-based explanation.

In fact, discounting the one out of 10 who did not know how they might react to such an explanation, the research noted that only one-sixth of the God rejectors (17%) said they would not be open at all to reconsidering their position.

For those interested in targeting people who deny or doubt God’s existence, several population segments are most open to transitioning their anti-God view. Those included people who consider themselves to be Christian despite rejecting God’s existence (a group harboring many who believe in the existence and influence of Jesus Christ but not God the Father); God deniers who nevertheless read the Bible on a daily basis; blacks; people who attend a Protestant or Catholic church; individuals who are theologically-identified born-again Christians; and recovering addicts.

Segments Most and Least Open to Persuasion about the Existence and Influence of the God of the Bible

(Base: Do not believe the God of the Bible exists and influences lives)

Completely Open to Persuasion		Least Open to Persuasion	
Read the Bible daily	71%	Gen X	20%
Theologically-identified born-again	64%	College grad (no graduate degree)	21%
Attend a Protestant church	57%	LGBTQ	25%
Self-identified Christian	53%	Not a self-identified Christian	25%
Black	51%	Gen Z	26%
Attend a Catholic church	50%	Earned a graduate degree	29%
Recovering addict	47%	Not aligned with any religious faith	29%

Source: *American Worldview Inventory 2025*, Cultural Research Center at Arizona Christian University; N=952 God-rejecting adults; conducted January 2025.

Understanding the Hard-Core Doubters

Overall, one out of every six adults (16%) contends that there are no supernatural authorities of any type that exist. A majority of those people—53% of those who reject not just the God of the Bible, but all supernatural forces—admit that there had been a time in their life when they did believe that some spiritual powers existed.

Upon examining the dynamics of their faith reversal, the CRC study showed that nearly two-thirds of them (62%) made that choice before they reached the age of 22.

Age at Which God Rejectors Decided To Depart from Their Belief in the Existence and Influence of the God of the Bible

Age When Rejected God	Percentage
Under 13	20%
13 to 17	27%
18 to 21	15%
22 to 29	14%
30 to 49	8%
50 or older	5%
Don't remember age	11%

Source: *American Worldview Inventory 2025*, Cultural Research Center at Arizona Christian University; N=952 God-rejecting adults; conducted January 2025.

What causes people who believe in the existence and impact of God to reverse course and decide the God of the Bible is non-existent? More than seven out of 10 of the God-deniers cited either their personal experiences (mentioned by 39%) or their personal reflections about life (32%) as the driver in their transition. The third most-cited reason was their perception of world conditions (18%).

Some of the forces that are frequently railed against for their corrosive spiritual effect on young people seem to have had a much smaller impact on young people's turning away from God than would be expected. Just five percent or fewer of the God-deniers attributed their rejection of God to the influence of college professors (5%), social media (5%), content in movies, television, or music (4%), celebrities (3%), or elementary or secondary school teachers (2%).

Returning to the Fold

Upon reviewing the findings, researcher George Barna, who directed the study, pointed out that it may be culturally fashionable in some circles to deny the existence of God, but people inevitably face challenges that transcend their capabilities—challenges that point them back to the God of the Bible.

“Having an established relationship in place with people facing a crisis goes a long way toward helping them to know God and place their trust in Him,” Barna explained. “Those special, faith-building moments tend to happen according to God’s schedule, not ours, so maintaining strong connections with non-believers, modeling a God-trusting relationship, demonstrating patience, and always being prepared to explain the reasons for our faith and trust in God are crucial factors in the faith restoration of friends and family.”

Barna, whose past research has demonstrated that a person’s worldview is typically developed before age 13, also underscored how this research points to the importance of having conversations about God with young children.

“Most young people conclude that God exists and possesses many of the traits the Bible ascribes to Him, but then that faith is shaken or challenged by life circumstances,” the best-selling author explained.

“Being aware of those faith crisis moments, and addressing the faith questions of young people would help many of them from departing from biblical faith. Creating solid faith is not a one-and-done experience; it is a continual conversation supported by behavioral modeling,” Barna said. “That is not just the job of religious institutions; it is first and foremost the responsibility of parents and spiritual coaches who have good connections and conversations with our young people.”

About the *American Worldview Inventory*

The data in this report are part of the *American Worldview Inventory (AWVI)*, an annual nationwide survey that examines a wide variety of aspects of the worldview of U.S. adults. The current worldview research was generated in two waves of surveys fielded during the first quarter of 2025. *American Worldview Inventory 2025* is the sixth of the annual surveys.

The data reported in this report were collected via the first of those two waves, conducted in January 2025, among a national, demographically-representative sample of 2,100 adults (age 18 or older). The survey contained 82 questions and the average duration of the survey experience for respondents was 18 minutes. The sample was constructed from among the members of a national research panel managed by Braun Research and Fulcrum as part of the Lucid national panel of survey respondents. A probability sample of this size would

have an estimated maximum sampling error of approximately plus or minus 2 percentage points, based on the 95% confidence interval. Additional levels of indeterminable error may occur in surveys based upon both sampling and non-sampling activity.

The American Worldview Inventory 2025: A National Study for Strengthening the Worldview of Americans from Dr. George Barna is designed to examine concerning trends in American beliefs about God, truth, sin, and salvation. It seeks to understand why these key aspects of American faith are weak and to provide practical insights for rebuilding a strong biblical worldview in our nation. This major research from the Cultural Research Center at Arizona Christian University is essential for understanding the nation's current worldview landscape and for guiding future improvements, with approximately 12 reports planned for release in 2025.

Begun as an annual tracking study in 2020, the *American Worldview Inventory (AWVI)* is based on several dozen worldview-related questions that fall within eight categories of worldview application, measuring both beliefs and behavior. The same questions are asked in each of the worldview incidence studies conducted by the Cultural Research Center (CRC), facilitating reliable tracking data from year to year. Additional worldview-related research is part of the *AWVI* project, allowing researchers at CRC to look beyond incidence data, digging deeper into an array of worldview components toward understanding the genesis of existing worldview and how to more effectively move people toward a biblical worldview.

The *American Worldview Inventory* is the first-ever national survey conducted in the United States measuring the incidence of both biblical and competing worldviews. Each year's reports, released to the public at no cost via CRC's website (www.CulturalResearchCenter.com), are also compiled in book form and produced at the beginning of each subsequent year, published by Arizona Christian University Press. Those books are available at CRC's [Publications page](#) or on Amazon.

About the ACU Worldview Assessment

The [ACU Worldview Assessment](#) is a quick, powerful online tool designed to measure and strengthen your biblical worldview. Developed by Dr. George Barna and based on 40+ years of research, this 15-minute assessment reveals how your beliefs and behaviors align with biblical truth—and where you can grow.

The ACU Worldview Assessment measures worldview beliefs and behaviors in five basic categories (Bible, Truth, and Morals; God, Creation, and History; Faith Practices; Sin, Salvation, and God Relationship; and Lifestyle, Behavior, and Relationships). It also evaluates the "Seven Cornerstones" of the Biblical Worldview. Dr. Barna's exhaustive

worldview research shows that if these seven basic worldview concepts—or cornerstones—are in place, a person is far more likely to possess or develop a biblical worldview. Only the ACU Worldview Assessment identifies and measures these worldview-building basics.

The ACU Worldview Assessment is a *practical tool* for evaluating and improving worldview. And there's a specifically tailored version of the ACU Worldview Assessment for every need:

- **The ACU Worldview Assessment for Individuals** -Designed specifically for adults to identify their worldview and discover areas for spiritual growth and personal worldview development.
- **The ACU Worldview Assessment for K-12 Schools** – Created by Dr. Barna in collaboration with ACU professors and other educational experts, to measure the worldview of students in grades 4, 8, and 12, using a pre- and post-test format. The student assessments are specifically designed for each grade level, making the questions age-appropriate and easier to understand, while maintaining the integrity of the results. Dr. Barna's extensive research into childhood worldview development shows that an individual's worldview is essentially formed by age 13. This highlights the importance of strategic worldview training in Christian K-12 schools, using the ACU Worldview Assessment to measure worldview development along the way.
- **The ACU Worldview Assessment for Churches, Ministries, and Groups** – This version of the assessment is designed for use by churches, ministries, and other groups of adults.
- **The ACU Worldview Assessment for Colleges and Universities** – Designed in a pre- and post-test format tailored for Christian colleges and universities to use each academic year to assess the worldview of their students, and understand the effect of their university's teaching and community on their student's worldview development.

Visit www.ACUWorldview.com and experience the ACU Worldview Assessment for yourself.

And learn more about the new assessment in our full report, [“Arizona Christian University Unveils Groundbreaking Worldview Assessment from Dr. George Barna and the Cultural Research Center.”](#)

About the Cultural Research Center

The Cultural Research Center at Arizona Christian University in Glendale, Arizona, conducts the annual *American Worldview Inventory* as well as other nationwide surveys regarding worldview and cultural transformation. National studies completed by the Cultural Research Center (CRC) have investigated topics related to family, values, lifestyle, spiritual practices, and recent election-related activity and political views.

One of the groundbreaking efforts by CRC has been the worldview-related surveys conducted among the ACU student population. The first-of-its-kind *ACU Student Worldview Inventory* is administered to every ACU student at the start of each academic year, and a final time just prior to graduation. The results of that student census enable the University to track and address the worldview development of its students from a longitudinal perspective.

Research studies conducted by CRC are led by Dr. George Barna. Barna is a veteran of more than 40 years of national public opinion research, having previously guided the Barna Group (which he sold in 2009), and the American Culture and Faith Institute. His research findings have been the subject of more than 60 books he has authored or co-authored, many of which have become national bestsellers. His most recent bestseller is *Raising Spiritual Champions: Nurturing Your Child's Heart, Mind and Soul* (Arizona Christian University Press, 2023).

Like ACU, CRC embraces biblical Christianity. The Center works in cooperation with a variety of Bible-centric, theologically conservative Christian ministries and remains politically non-partisan. Further information about Arizona Christian University is available at www.ArizonaChristian.edu.