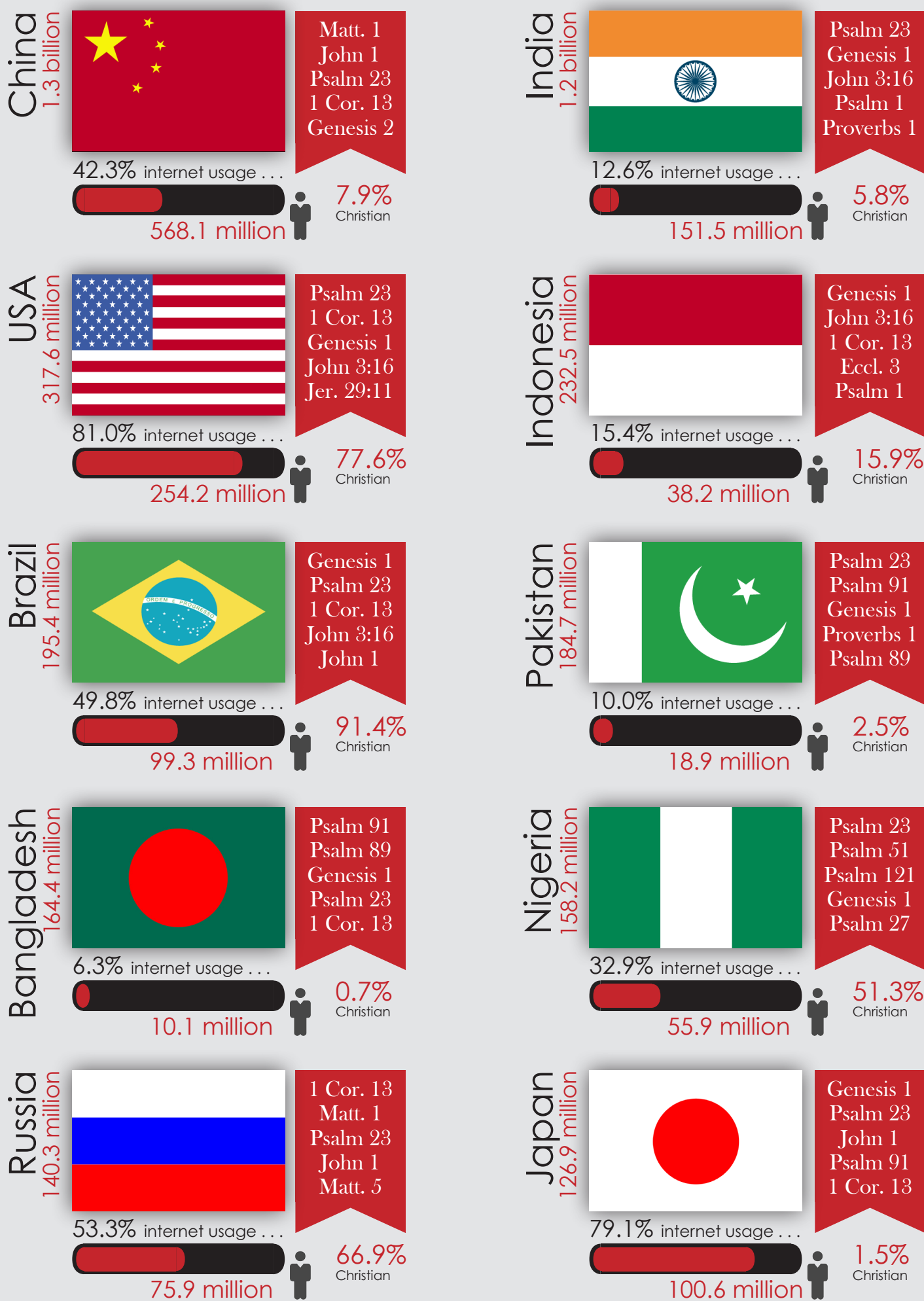


What are people searching for?

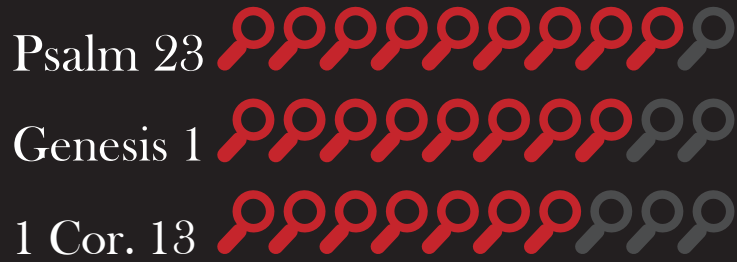
Now that people anywhere in the world are able to search the Bible on-line and these searches can be tracked by country, we have a new glimpse into how people think about the Bible. Though we cannot tell how many of the searchers already follow Jesus, the country by country overview still presents a fascinating picture to ponder and discuss.

Indicates Top Web Searches



Bible verses searched online from the 10 most populous countries in the world show that people are looking in Psalms, Genesis, the Gospels, and 1 Corinthians 13.

Psalm 23 shows up in the top 5 searches in 9 of the 10 most populous countries, Genesis 1 in 8 of the 10, and 1 Corinthians 13 in 7 of the 10.



17 of the 50 searches are for Chapter 1 of a book of the Bible.

In Pakistan & Nigeria all of the top 5 searches are from the Old Testament.

people are searching for



Implications of the search for truth:

Target
If many searches in your country of interest are Old Testament searches, how are you weaving the Old Testament into your presentation of the gospel?

Light
Are people in your country of interest looking for the chapters you would expect? If not, what do the surprises tell you? How could you capitalize on something they are looking for?

Lightbulb
1 Cor. 13 is the only chapter from any Pauline epistle that made the top five in any country. Are you using Pauline epistles too much in your evangelistic message and/or your training of pastors?

Puzzle
Missionaries, does your presentation of the gospel relate more closely to the chapters listed for your own country than for the country where you are working? If so, how might you adjust better?

Sources: Bible Gateway, Operation World 2010 and Percentage of Individuals using the Internet 2000-2012 (International Telecommunications Union)



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