

BOILING POINT



The Overton Window



BOILING POINT

IT ONLY TAKES ONE DEGREE

MONITORING CULTURAL SHIFTS
IN THE 21ST CENTURY

From the Best-Selling Author of *THE FROG IN THE KETTLE*

GEORGE BARN
& MARK HATCH

Romans 12:2

“And do not be conformed to this world [any longer with its superficial values and customs], but be transformed and progressively changed [as you mature spiritually] by the renewing of your mind [focusing on godly values and ethical attitudes], so that you may prove [for yourselves] what the will of God is, that which is good and acceptable and perfect [in His plan and purpose for you].”

Matthew 16:3

“And in the morning, ‘It will be stormy today, for the sky is red and has a threatening look.’ You know how to interpret the appearance of the sky, but cannot interpret the signs of the times?”

The Pool of Adults Who Draw from Various Truth Sources



Source of Moral Truth	Users
Feelings, personal emotions	74%
The Bible	44%
Law, public policy, political leaders	41%
Scientific/mathematical claims	40%
Societal norms, majority beliefs, cultural traditions	39%
Philosophical/religious views, other than the Bible	24%
Personal experience, trial and error	21%
Family, friends, peers	18%



Source: *American Worldview Inventory 2025*; nationally representative sample of 2,100 adults 18 or older; conducted by the Cultural Research Center at Arizona Christian University

Demographic Portrait of Those Who Consistently Seek Moral Truth Based on the Bible Rather Than Other Sources



Demographic Segment		Consistently Rely on Bible
Generation: Generation Z		9%
Millennials		12%
Gen X		20%
Baby Boomers		26%
Sex:	Men	16%
	Women	20%
Ethnicity:	White	19%
	Hispanic	17%
	Black	13%
	Asian	21%



Source: *American Worldview Inventory 2025*; nationally representative sample of 2,100 adults 18 or older; conducted by the Cultural Research Center at Arizona Christian University

VIEWS ON TRUTH



OVERALL PEOPLE WHO REJECT
OR DOUBT ABSOLUTE MORAL TRUTH (66%)



NON-CHRISTIANS WHO REJECT
ABSOLUTE MORAL TRUTH (77%)



PROTESTANTS WHO REJECT
ABSOLUTE MORAL TRUTH (61%)



CATHOLICS WHO REJECT
ABSOLUTE MORAL TRUTH (69%)



PEOPLE WHO SAY THEIR FEELINGS
ARE A BASIS FOR DETERMINING
MORAL TRUTH. (74%)



PEOPLE WHO USE GOD AND THE
BIBLE AS THEIR BASIS OF TRUTH. (44%)



PEOPLE WHO CONSISTENTLY
RELY ON THE BIBLE TO DISCERN
MORAL/SPIRITUAL TRUTH. (18%)

SOURCE: UPDATED RESEARCH

Ecclesiastes 1:2

- *“Vanity of vanities,” says the Preacher. “Vanity of vanities! All [that is done without God’s guidance] is vanity [futile, meaningless—a wisp of smoke, a vapor that vanishes, merely chasing the wind].”*

Revelation 3:15-16

- *“I know your deeds, that you are neither cold (invigorating, refreshing) nor hot (healing, therapeutic); I wish that you were cold or hot. So because you are lukewarm (spiritually useless), and neither hot nor cold, I will vomit you out of My mouth [rejecting you with disgust].”*

DIGITAL ENGAGEMENT: A SNAPSHOT

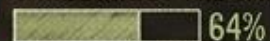
SOCIAL MEDIA USAGE:



CHECKING DAILY



CHECKING
THROUGHOUT THE DAY



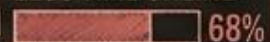
ATTITUDES & PERCEPTIONS:



OUR GENERATION SPENDS
TOO MUCH TIME ONLINE



I WISH I SPENT
LESS TIME ONLINE



DAILY MEDIA & ENTERTAINMENT:

Average Hours/Day

Gen Z



Millennials



Gen X



Boomers



Matures



U.S. DIGITAL LANDSCAPE:



41%

PEW

ADULTS: "ONLINE
ALMOST CONSTANTLY"



S&P Global

U.S. ADULT DAILY
SOCIAL MEDIA



5.1 + 2.4

7.5 hours

GEN Z ADULT DAILY
SOCIAL MEDIA



2.61 hours

AMERICANS AGE 15+
AVERAGE DAILY TV

U.S. Internet Adults: 2.4 hrs/day Gen Z Adults: 5.1 hrs/day

Matthew 28:19-20

- “Go therefore and make disciples of all the nations [help the people to learn of Me, believe in Me, and obey My words], baptizing them in the name of the Father and of the Son and of the Holy Spirit, teaching them to observe everything that I have commanded you; and lo, I am with you always [remaining with you perpetually—regardless of circumstance, and on every occasion], even to the end of the age.”

SEVEN SIGNS OF GENUINE SPIRITUAL REVIVAL

1. ACCEPTANCE OF THE
AUTHORITY OF SCRIPTURE
2. BELIEF IN THE CENTRALITY OF THE
DEATH AND RESURRECTION OF CHRIST
3. INCREASED DEVOTIONAL LIFE
AND PERSONAL HOLINESS
4. EXTENSIVE AND INTENSIVE
EVANGELISM AND DISCIPLESHIP
5. CULTURAL CHANGE THROUGH
INDIVIDUAL TRANSFORMATION
6. WICKEDNESS GRIEVES
AND HUMBLER CHRISTIANS
7. THE CHURCH PURSUES
GREATER SPIRITUAL DEPTH

Application

1. KNOW YOUR CULTURE
2. KNOW YOUR BIBLE BETTER THAN YOUR CULTURE
3. SHARE THE GOSPEL AND BUILD RELATIONSHIPS WITH THE UNCHURCHED
4. PURSUE PERSONAL HOLINESS AGGRESSIVELY
5. PRAY FOR AND PREPARE FOR REVIVAL