

Who is

Gen-Z



Who  
are

YOU?



Who is

Gen-Z



Born 1995 - 2015

Who is

Gen-Z



iGen

Swipers @Generation

Screeners Plurals

Digital Natives

What do we know ? ? ?

# Size

- **69-70 Million children & youth**
- **Largest American generation**

What do we know ? ? ?

# Ethnicity

- **Most diverse American generation**
- **22% Latinx**
- **15% African-American**
- **9% Asian-American**

What do we know ? ? ?

# Digital Reality

- 50% are on a screen 4+ hrs. daily
- Grandparents have smart-phones
- Schools give computers like books
- 73% have streaming video service

*-Netflix, Prime, etc.*

# Post-Christian

- 9% Engaged / Active in Church
- 33% Attend Church some
- 16% Unchurched – identify Christian
- 7% Other Faith
- 34% No Affiliation



What are they like?



# Post-Christian

Can't assume anyone knows the stories we assume everyone knows.  
Can't assume the Church holds authority for community, families, or individuals  
Formation starts with a blank slate as often as it starts with firm foundation

What are they like?



# No Real Safety

Can't pretend everything is OK when they know it is not.

Can be more honest about problems in the world because they are already know

Desire for "Safe Space" in tension with anxious normality

# Identity Shapers

- 43% Prof / Ed Achievement
- 42% Hobbies / Pastimes
- 37 % Gender / Sexuality
- 35% Friends

*-Top 2 are almost double Boomers*

*-Gender is only 4% different from Boomers*

# Identity Shapers

- **34%**      **Family / Upbringing**
  - Millennials      40%
  - Gen X            40%
  - Boomers        46%
- **34%**      **Religion**

# Identity Shapers

- **34%**      **Family / Upbringing**
- **34%**      **Religion**
  - *Millennials*      **32%**
  - *Gen X*            **34%**
  - *Boomers*        **43%**

# Identity Shapers

- 23% Race / Ethnicity
- 21% Geographic Region

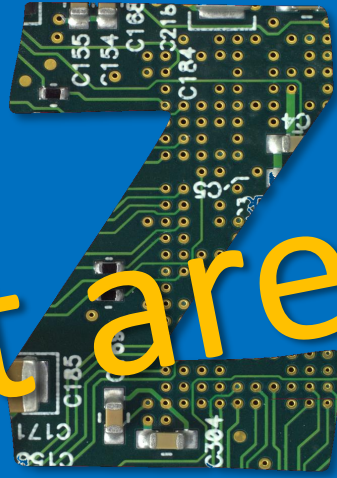
*-Both are similar with previous generations*

# Identity Shapers

- **13%**      **Social / Economic Class**
- **13%**      **Political Affiliation**

*-Both are similar with previous generations*

What are they like?



# Identity

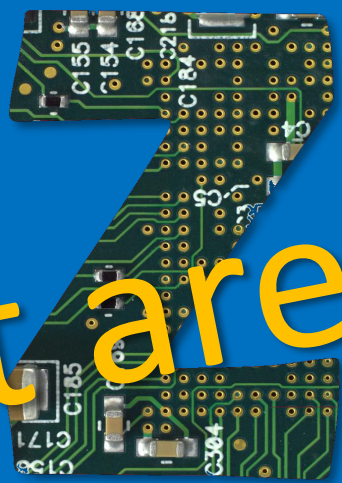


All previous generations listed Family at #1 identify marker  
1 in 8 (12%) Describe themselves as non-gender conforming / 7% - Bisexual  
Ethnicity, Geography, and Economics are fairly static across generations





What are they like?



Relative Truth

# Relative Truth

- Right and wrong change over time  
Z = 24%      Boomers = 12%
- Homosexual behavior is wrong  
Z = 20%      Boomers = 41%

# Relative Truth

- Sex before marriage is wrong

Z = 21%      B's = 22%      WW2 = 22%

- Marriage as lifetime commitment

Z = 38%      B's = 47%      WW2 = 66%

*9% change*

*59% change*

# Relative Truth

- Even if it were legal, Christians should not use marijuana.

Z = 21%

*1% change*

B's = 23%

*21% change*

WW2 = 44%

What are they like?



# Relative Truth

Affirm the beliefs of others as equally valid as their own, even when different.  
Less different from previous generations than Boomers from WW2 generation.  
Perceived as dramatically different – defined mostly by evangelical “truths”.

What are they like



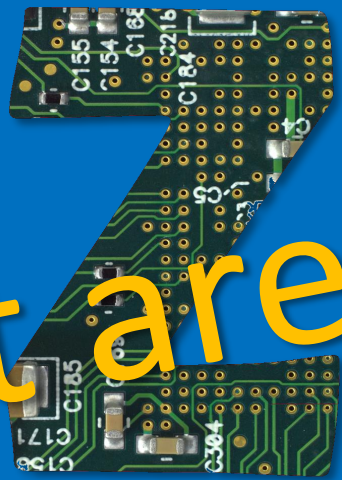
# Relative Truth

Affirm the beliefs of **OTHERS** and stand up for them.

Comfortable with **DIFFERENCE** without seeing someone as OTHER

This scares the **Ba-Geebers** out of Evangelicals!

What are they like?



**M**aturity



# Maturity

- **Mark of Adulthood**

<b>42%</b>	<b><i>Financial Independence</i></b>
<b>23%</b>	<b><i>Emotional Maturity</i></b>
<b>17%</b>	<b><i>Legally an adult (18)</i></b>
<b>6%</b>	<b><i>Career Stability</i></b>
<b>0%</b>	<b><i>Married</i></b>
<b>2%</b>	<b><i>Parenthood</i></b>



What are they like?

Learning




# Learning

- Collaborative
- Immersive / Participating
- Multiple Venues / Sources

# Learning

- Personalized / Exploring
- Focus on Network over Institution
- More about **How** than **What**





Who Will they  
Become?

# Interfaith Leaders

**I**nterfaith **L**eaders  
**F**inancial **P**lanners



**I**nterfaith **L**eaders

**F**inancial **P**lanners

**C**reation **D**efenders

**I**nterfaith **L**eaders

**F**inancial **P**lanners

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**E**thics **N**egotiators

**I**nterfaith **L**eaders

**F**inancial **P**lanners

**C**reation **D**efenders

**E**thics **N**egotiators

**R**ights **A**dvocates

# Church Architects

- Retelling the story
- Restructuring institutions
- Reclaiming faith and reason
- Reordering sources of authority
- Resurrecting the teachings of Jesus

