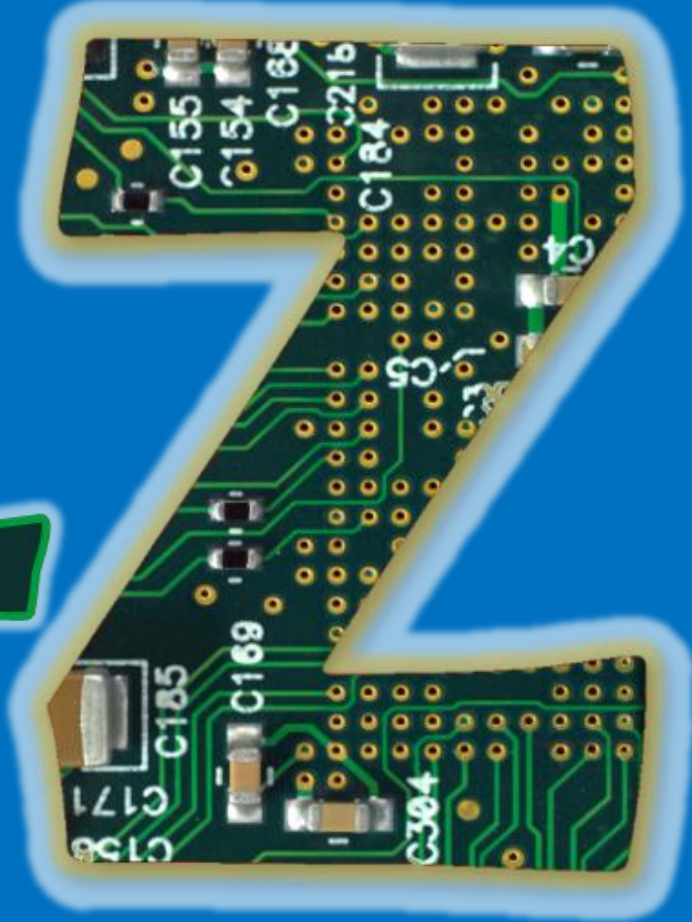


Who is

Gen-Z



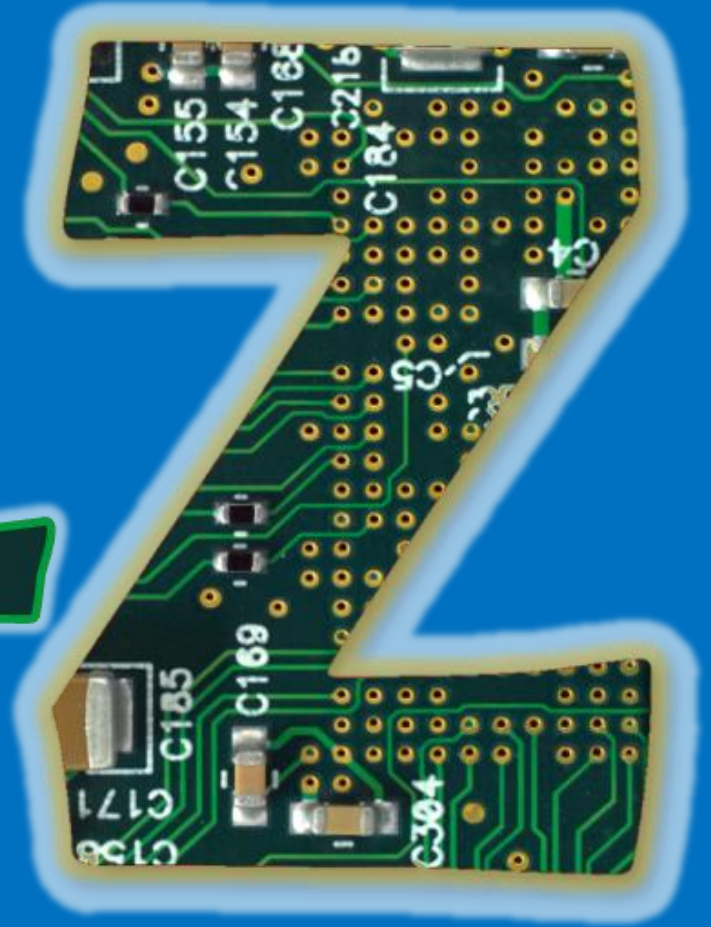
Who
are

YOU?



Who is

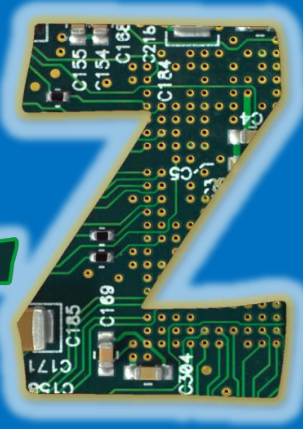
Gen-Z



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 ? ? ?

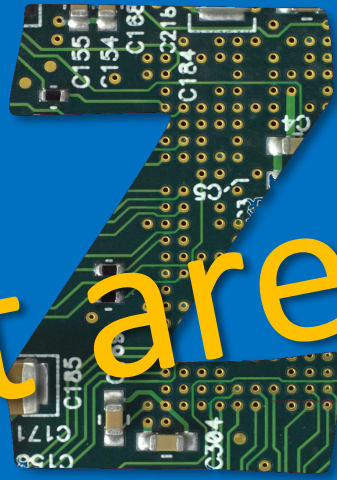
Digital Reality

- 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 you 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 you 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

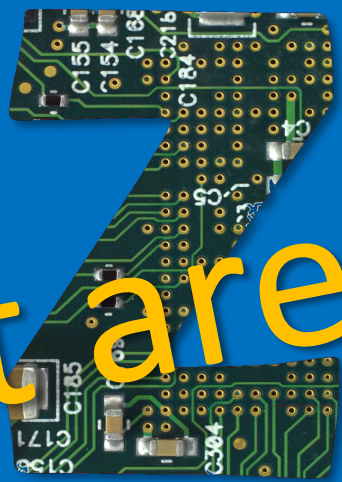
What are you like?

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 you like?



What are you 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 legal, Christians should not use marijuana.

Z = 21% **B's = 23%** **WW2 = 44%**

1% change

21% change

What are you 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 you 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 you like?



Maturity



Maturity

- **Mark of Adulthood**

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



What are you like?

Learning



Learning

- Collaborative
- Immersive / Participating
- Multiple Venues / Sources

Learning

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

What are you like?

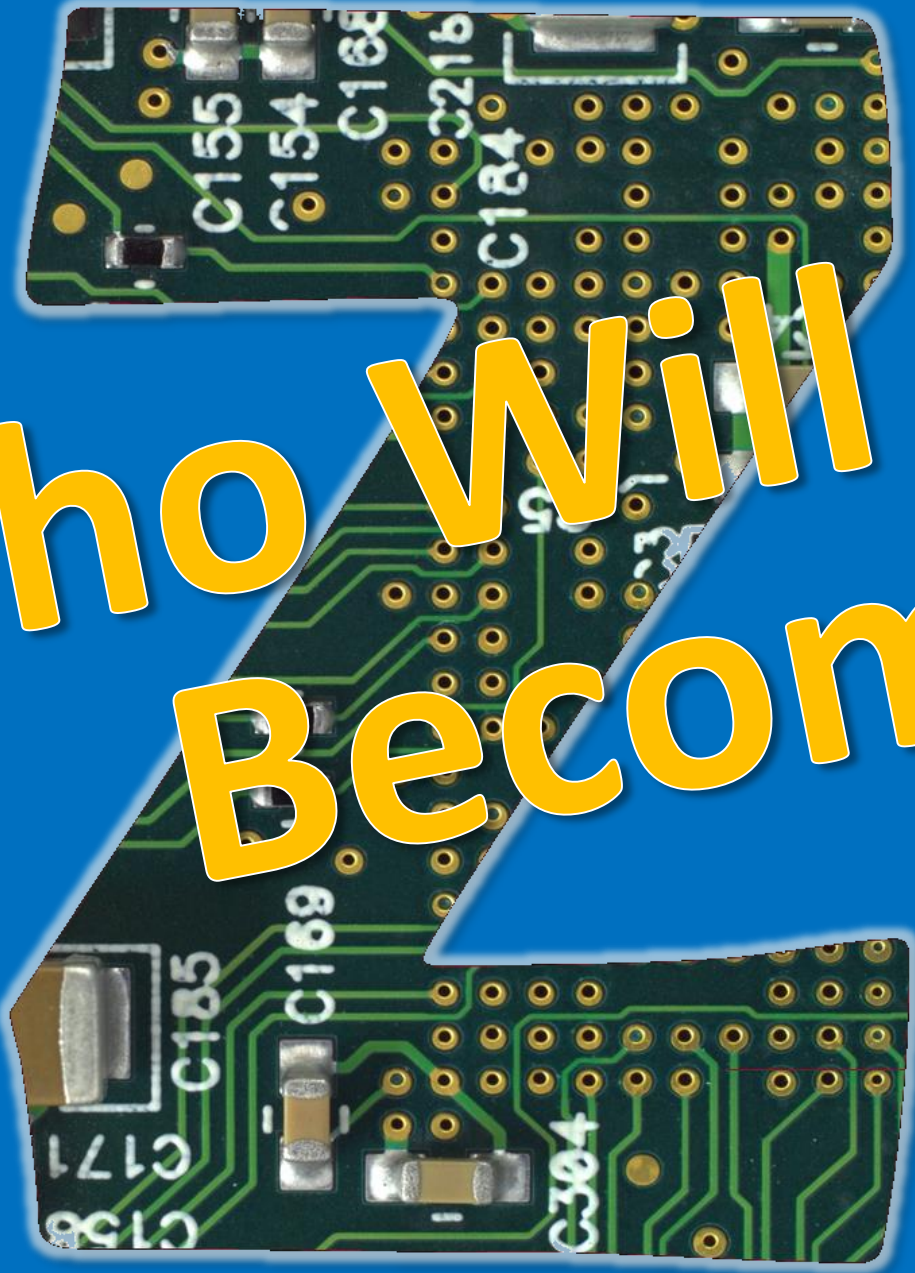


Learning



- * Share and listen – learning from others organically (still not fans of assigned groups)
- * Learning digitally – allows video to be a primary tool
- * More savvy about navigating digital culture's issues (fake news) than others

Who Will you
Become?



Interfaith Leaders

Interfaith **L**eaders
Financial **P**lanners

Interfaith **L**eaders

Financial **P**lanners

Creation **D**efenders

Interfaith **L**eaders

Financial **P**lanners

Creation **D**efenders

Ethics **N**egotiators

Interfaith **L**eaders

Financial **P**lanners

Creation **D**efenders

Ethics **N**egotiators

Rights **A**dvocates

Church Architects

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

Church Leaders

- You decide **how**.
- You decide **now**.
- *What do you see Alexis?*