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Click on Resources, then “GenZ” Button
Who is Gen-Z?
Who is Gen-Z

Born 1995 - 2015
Who is Z

iGen
Swipers
@Generation
Screeners
Plurals
Digital Natives
Who is Gen-Z

iGen
Who is Gen-Z
Swipers
iGen
Who is Gen-Z

iGen

Swipers @Generation
Who is Gen-Z

iGen

Swipers

@Generation

Screeners
Who is Gen-Z

Swipers

Screeners

@Generation

iGen

Plurals
Who is Gen-Z

iGen

Swipers

Screeners

@Generation

Plurals

Digital Natives
What do we know? ? ?

Size
What do we know??

Size

• 69-70 Million children & youth
What do we know?

Size

- 69-70 Million children & youth
- Largest American generation
What do we know???

Parents
What do we know? ? ?

Parents

- Gen X
WHAT DO WE KNOW ?? ??

Parents

• Gen X
• Older Millennials
Parents

• Gen X
• Older Millennials
• Some Gen X are Grand-parents!
What do we know??

Ethnicity
What do we know? ?

**Ethnicity**

- Most diverse American generation
What do we know???

Ethnicity

• Most diverse American generation
• 22% Latinx
Ethnicity

• Most diverse American generation
• 22% Latinx
• 15% African-American
WHAT DO WE KNOW ?? ?

Ethnicity

• Most diverse American generation
• 22% Latinx
• 15% African-American
• 9% Asian-American
What do we know???

Digital Reality
What do we know ??

Digital Reality

• 50% are on a screen 4+ hrs. daily
Digital Reality

- 50% are on a screen 4+ hrs. daily
- Grandparents have smart-phones
Digital Reality

- 50% are on a screen 4+ hrs. daily
- Grandparents have smart-phones
- Schools give computers like books
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.
What are they like?
What are they like?

Post-Christian
Post-Christian

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

No Real Safety

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.
No Real Safety

• Grown up with school shootings
• Active Shooter drills in public
• Church has emergency plan
• Climate change makes world unsafe
• War on terror has no boarders
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 known.
Desire for “Safe Space” in tension with anxious normality.
What are they like?
What are they like?

Identity
Identity

- 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

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

- 34% Religion
Identity

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

- 23% Race / Ethnicity
- 21% Geographic Region

-Both are similar with previous generations
Identity

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

-Both are similar with previous generations
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?
Z

Relative Truth

What are they like?
Relative Truth

• Right and wrong change over time
  \[ Z = 24\% \quad \text{Boomers} = 12\% \]

• Homosexual behavior is wrong
  \[ Z = 20\% \quad \text{Boomers} = 41\% \]
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%  
B’s = 23%  
WW2 = 44%

1% change  
21% change
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”.
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? Z Maturity
Maturity

• Mark of Adulthood

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

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?
What are they like?
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**
LEARNING NETWORKS

learner

museums

libraries

after
school

home

schools

online
21st Century Approaches

1. Create **immersive environments** for faith growth
2. Create **personalized pathways** for faith formation
3. Design **episodic engagements** & **micro-learning** experiences
4. Provide an **abundance of content & experiences** developed around the needs and lives of all ages and generations available on demand, 24x7
5. Use **multiple formats**: independent, mentored, at home/daily life, small group, large group, church-wide, in the world
6. Build a **digital platform** that integrates all faith formation content and experiences seamlessly
7. Use **digitally-connected** strategies to enhance and expand all faith formation programming
What are they 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) that others
What are they like?
What are they like?

Ethics
Ethics

- Stuff
- Things
- Info
What are they like?

Ethics

Comment 1
Comment 2
Comment 3
What are they like?
Who Will they Become?
Interfaith Leaders
Interfaith Leaders
Financial Planners
Creation Defenders
Interfaith Leaders
Financial Planners
Creation Defenders
Ethics Negotiators
Interfaith Leaders
Financial Planners
Creation Defenders
Ethics Negotiators
Rights Advocates
Church Architects

• Retelling the story
• Restructuring institutions
• Reclaiming faith and reason
• Reordering sources of authority
• Resurrecting the teachings of Jesus
DID YOU KNOW?