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Click on Resources, then “GenZ” Button

Who is

Gen-Z



Who is

Gen-Z



Born 1995 - 2015

Who is

Gen-



iGen

Swipers @Generation

Screeners Plurals

Digital Natives

Who is

Gen-



iGen

Who is

Gen-



iGen

Swipers

Who is

Gen-



iGen

Swipers @Generation

Who is

Gen-



iGen

Swipers @Generation
Screeners

Who is

Gen-



iGen

Swipers @Generation

Screeners

Plurals

Who is

Gen-



iGen

Swipers @Generation

Screeners 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

WHAT DO WE KNOW ? ? ?

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**

WHAT DO WE KNOW ? ? ?

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

WHAT DO WE KNOW ? ? ?

Digital Reality

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

WHAT DO WE KNOW ? ? ?

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

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?



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 borders

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 already know

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

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?



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% B's = 23% WW2 = 44%

1% change

21% change

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?



What are they 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 they like?

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.
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What are they like?



Learning



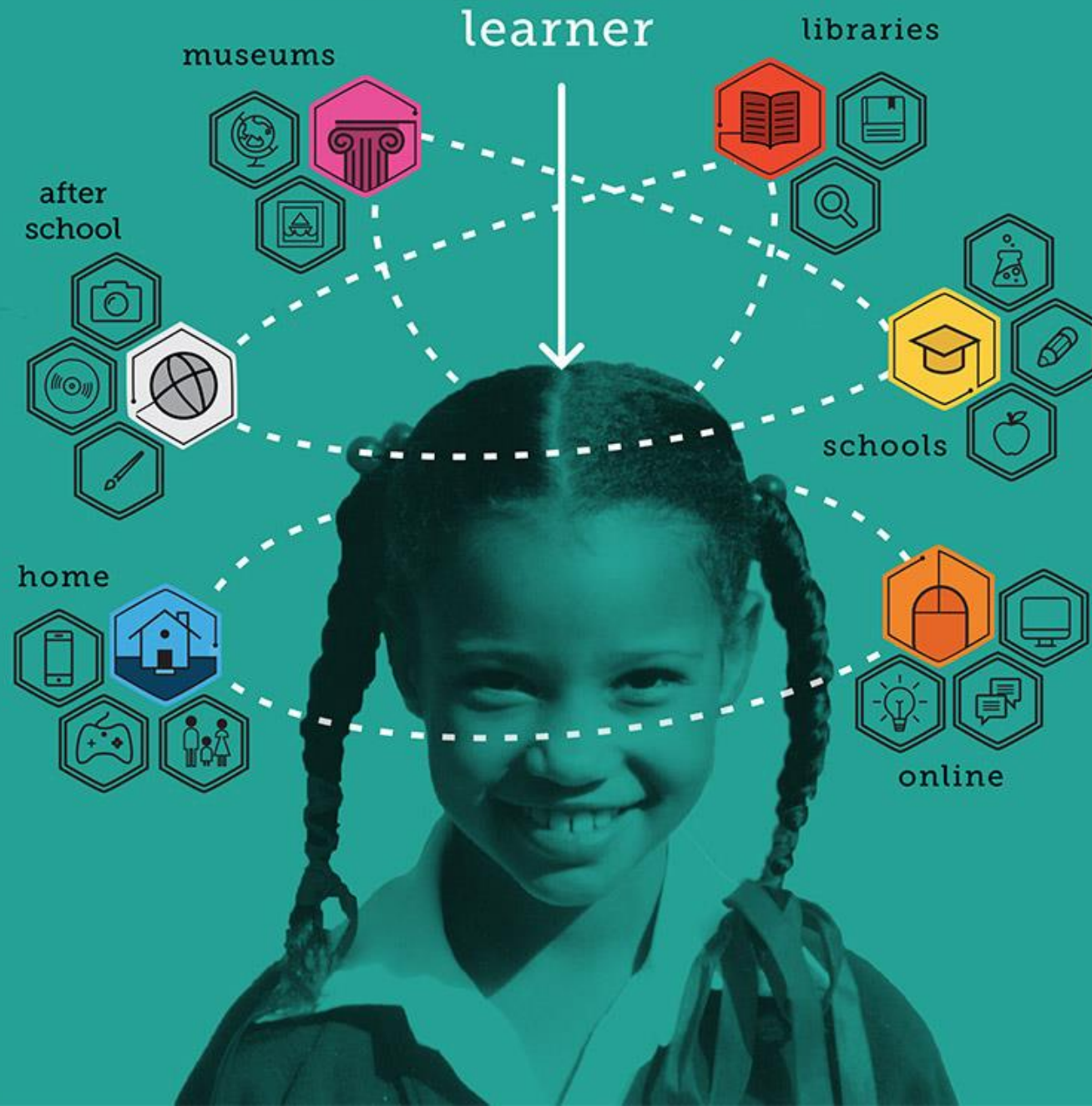
Learning

- Collaborative
- Immersive / Participating
- Multiple Venues / Sources

Learning

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

LEARNING NETWORKS



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) than others

What are they like?



Ethics



Ethics

- Stuff
- Things
- Info

Ethics

Comment 1

Comment 2

Comment 3



What are they like?





Who Will they
Become?

Interfaith Leaders

Interfaith Leaders Financial Planners

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

DID YOU
KNOW

