

In Ministry with Barry Warren

Introducing people to Jesus through creativity and compassion



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Researching Generation Z

Though I've worked on Cru's Research and Development team for over seven years, I don't often mention the research side of our work. This is because I don't spend as much time researching as I do developing. However, research definitely improves the resources I create. God has made me to make things, that's what I love doing, and that's what I'm good at.

Recently, my team has been researching generation Z. This is the latest generation to enter college and I thought I would share a bit about them with you. Understanding today's students helps us equip youth workers and missionaries so they can communicate the gospel clearly and disciple effectively.



- Generation Z was born between 1995 and 2005.
- They make up a quarter of the population of the US, 65 million.
- They are the first truly digital generation, never knowing a time without the internet.
- 96% of them have a smartphone.
- They are the most diverse and multicultural generation ever seen in the US.
- Their parents tend to be their most prominent role models.
- Most want to make a positive impact on the world and are motivated to serve others.
- Almost half of them will be connected online for ten or more hours a day.
- They have an attention span of 8 seconds.
- A quarter of them will constantly check Facebook everyday.
- They are twice as likely to be diagnosed with anxiety and depression compared to previous generations.
- 78% believe some sort of God exists.
- They are largely "post-christian" having no religious affiliation of any kind.
- Most are ignorant of the Bible and most don't have a Biblical worldview.

It will be interesting to see how this next generation searches for truth, comes to faith in Christ and follows Jesus. This group of teens tends to be afraid to take risks. The positive side of this is that the percentage of teens having sex and using drugs and alcohol has gone down. As a ministry we are wondering if their risk aversion might also mean less students will be willing to attend Christian conferences, go on summer missions and go into full-time ministry, etc.

Please pray for this generation of young people. Pray they would see their need for Jesus and would follow Him passionately. Pray for our R&D team as we research and seek to equip believers with the best information and resources to effectively reach this incredibly influential and lost generation.

We must reach this generation for Christ. Thank you for partnering with our ministry to do that!