

Gen-Z: The Generation That Ends Christian Influence in America?

In order to grow the number of Gen-Z Christians, we need an understanding of ways to build bridges from their pluralistic, secular worldview to seriously contemplating the unique grace of God. Steve Cable draws upon the wisdom of two pastors who are making a real difference in the lives of young adults to address this important topic.

What Are Gen-Zs Like?

In this article we look beyond the Millennials to consider the latest generation and what they tell us about the future of Evangelicals in America. Gen-Z is the generation born between 1995 and 2010.



This year, half of the Gen-Z generation are 18 or older. By the time they are all at least 18, the Millennials and Gen-Zs will make up almost 50% of the adult population. We will consider how this generation compares with previous generations. We want to understand this generation to truly communicate the good news of the gospel to them; to help them “to walk in a manner worth of the Lord.”[\[1\]](#)

In their book, *So the Next Generation Will Know*[\[2\]](#), Sean McDowell and J. Warner Wallace identified some key traits common among Gen-Zs. They are:

1. Digital Multitaskers – “spending nearly every waking hour interacting with . . . digital technology,” often while watching television
2. Impatient – quickly moving from thing to thing with an attention span of around 8 seconds

3. Fluid – constantly blurring the lines; making truth, genders, and family structures personal choices
4. Lonely – swamped in social media where personal relationships are minimized while personal troubles follow them everywhere. Sean points to “the availability of endless counterfeits that claim to be able to fill their hearts with meaning.”[\[3\]](#)
5. Individualistic – individual feelings more important than facts while judging the choices of others is avoided. As James White points out in *Meet Generation Z*[\[4\]](#), “the ability to find whatever they’re after without the help of intermediaries . . . has made them more independent. . . . Like no other generation before, Gen-Z faces a widening chasm between wisdom and information.”[\[5\]](#)

Most importantly, most of these young Americans are thoroughly secular with little exposure to Christian theology. As White opines, “They are lost. They are not simply living in and being shaped by a post-Christian cultural context. They do not even have a memory of the gospel. . . . They have endless amounts of information but little wisdom, and virtually no mentors.”[\[6\]](#)

As they enter adulthood, the culture around them will not encourage them to consider the claims of Christ. In fact, the Millennials going before them are already seen leaving any Christian background behind as they age into their thirties.

Gen-Z: How Are They Trending?

What can we truly know about the religious thinking of Gen-Zs age 11 to 25? Pew Research surveyed teens and their parents giving us a glimpse into both[\[7\]](#).

They found *one third* of American teens are religiously Unaffiliated.[\[8\]](#) In contrast, their parents were less than *one quarter* Unaffiliated. Another Pew survey[\[9\]](#) found more than

half of young adult Gen-Zs are unaffiliated. This group is easily the largest religious group among Gen-Zs.

Teens attend church services with their parents, but lag behind in other areas. Less than *one fourth* of teens consider religion very important. And on an absolute belief in God and praying daily, the teens trail their parents significantly.

Using an index of religious commitment^{10}, almost *half* of the parents but only *one third* of teens rated high. In fact, almost half of teenagers with parents who rated high did not rate high themselves.^{11}

Perhaps the minds of teenagers are mush. Their views will firm up as they age. In reality, older Gen-Zs and Millennials also trail older adults by more than 20 points in believing in God and praying daily.^{12} Also, church attendance drops dramatically among these young adults who are no longer attending with parents.

If religion were important to teens, they would look to religious teaching and beliefs to help make decisions about what is right and wrong. But less than *one third* of teens affiliated with a religion turned to its teachings to make such decisions.

As George Barna reports,^{13} “The faith gap between Millennials and their predecessors is the widest intergenerational difference identified at any time in the last seven decades.” It seems that Gen-Z will increase this gap.

Gen-Z: Worldview and Apologetics

Why have the Unaffiliated been growing dramatically over the last 25 years while doctrinally consistent Christians have been declining? At one level, we recognize the watered-down gospel taught in many churches encourages people to pursue other things and not waste time on church. That may have been

the primary issue at one time. But in this decade, we are seeing a real reduction in the number of Evangelicals as well. The self-professed Evangelicals{14} among those ages 18 to 29 has reduced from 29% down to 20%, a reduction of almost one third.

One major driver is the dominant worldview of our young adult society. The worldview promoted by our schools, media, and entertainment industry has changed from a Christian inspired worldview to a worldview which is secular and specifically anti-Christian. As James White observes, "It's simply a cultural reality that people in a post-Christian world are genuinely incredulous that anyone would think like a Christian—or at least, what it means in their minds to think like a Christian." {15}

Almost all Gen-Zs have been brought up hearing the worldview of Scientism espoused. This worldview teaches "that all that can be known within nature is that which can be empirically verified . . . If something cannot be examined in a tangible, scientific manner, it is not simply unknowable, it is meaningless." {16} At the same time, most Gen-Zs have not even been exposed to an Evangelical Christian worldview. Consequently, apologetics is critical for opening their minds to hear the truth of the gospel. Many of them need to understand that the basic tenets of a Christian worldview can be true before they will consider whether these tenets are true for them. Answering questions such as: "Could there be a creator of this universe?" and "Could that creator possibly be involved in this world which has so much pain and suffering?" is a starting point to opening their minds to a Christian view.

Encouraging Gen-Zs to understand the tenets of their worldview and comparing them to a Christian worldview begins the process of introducing them to the gospel. As White points out, "I have found that discussing the awe and wonder of the universe,

openly raising the many questions surrounding the universe and then positing the existence of God, is one of the most valuable approaches that can be pursued.”[\[17\]](#) The Christian worldview is coherent, comprehensive and compelling as it explains why our world is the way it is and how its trajectory may be corrected into one that honors our Creator and lifts up people to a new level of life.

Gen-Z: Removing the Isolation of Faith

What will it take to reach Gen-Z? James White says, “. . . the primary reason Gen-Z disconnects from the church is our failure to equip them with a biblical worldview that empowers them to understand and navigate today’s culture.”[\[18\]](#) If we want to equip Gen-Zs to embrace faith, we must directly discuss worldview issues with them.

The challenge is exacerbated as most Gen-Zs are taught a redefined tolerance: to not only accept classmates with different worldviews, e.g. Muslims and the Unaffiliated, but to believe that it is as true for them as your parents’ worldview is for them. As Sean McDowell states, “Gen-Zs are exposed to more competing worldviews—and at an earlier age—than any generation in history.”[\[19\]](#)

The new tolerance leads directly to a pluralistic view of salvation. Christ stated, “No one comes to the Father except through me,”[\[20\]](#) and Peter preached that “There is salvation in no one else, for there is no other name under heaven . . . by which we must be saved.”[\[21\]](#) Yet the survey of American teens[\[22\]](#) finds *less than one third* believe that only one religion is true, broken up into *two-thirds* of Evangelicals and *less than one-third* of Mainlines and Catholics.

Compounding these issues is the growing practice of limiting the impact of religious beliefs on real life. Sean points out, “The biggest challenge in teaching worldview to young people is the way our increasingly secular culture fosters the

compartmentalization of faith.”{23} We need to help them see how a consistent Christian worldview applies to all issues. It is foolish to segregate your spiritual beliefs from your life decisions.

As an example, many Gen-Zs are enamored by a socialist view that the government should provide everything we need, equally distributing goods and services to all. Those who work hard and excel will have their productivity redistributed equally. It sounds like a possibly good approach and yet it has destroyed the economies of many countries including Russia, Cuba, and Venezuela. It fails because it is based on a worldview that “assumes greed comes from inequality in the distribution of material goods in society.”{24} In contrast, the Bible is clear that greed is part of the fallenness of the human heart. As a result, any centralized function with no competition discourages productivity and becomes an inefficient bureaucracy.

Reaching Gen-Zs

Today, most Gen-Zs move into adulthood with little exposure to the gospel. The majority are either Unaffiliated, another religion, or have a nominal Christian background. Current surveys find that 98% of young Americans do not have a Christian worldview.{25}

This sobering data does not mean giving up on reaching Gen-Z. But if we are not intentional about it, we are not going to stem the tide. As James White observes, “What is killing the church today is (focusing) on keeping Christians within the church happy, well fed, and growing. The mission . . . must be about those who have not crossed the line of faith.”

And Sean McDowell points out that we need “to teach the difference between subjective and objective truth claims and make sure they understand that Christianity falls in the latter category.”{26}

Sean encourages a focus on relationships saying, “Relationships are the runway on which truth lands. Take the time to listen with empathy, monitor from a place of wisdom, and demonstrate your concern.”[{27}](#) White agrees, saying, “If we want (them) to know the faith, we have to teach, model and incarnate truth in our relationship with them.”[{28}](#) From a place of relationship, we can address challenges keeping them from truly hearing the gospel.

One key challenge is the role of media. As Sean notes, “Media shapes their beliefs, and it also shapes the orientation of their hearts.”[{29}](#) To counter this pervasive influence, he suggests engaging them in a skeptic’s blog. Help them consider 1) what claim is being made, 2) is the claim relevant if true, and 3) decide how to investigate the claim.[{30}](#) By learning to investigate claims, they are examining the truth of the gospel. We should never fear the gospel coming up short when looking for the truth.

Key ways White’s church is connecting with the Unaffiliated include:

1. Rethinking evangelism around Paul’s message in Athens. Tantalizing those with no background to search for truth in Christ.
2. Teaching the grace/truth dynamic in quick segments consistent with their learning styles.
3. Being cultural missionaries – learning from those who have not been Christians.
4. Cultivating a culture of invitation by creating tools to invite friends all the time.

If we focus on growing the number of Gen-Z Christians, we could change the trajectory of American faith. If we devote ourselves to prayer, the leadership of the Holy Spirit, and reaching the lost in America rather than continuing church as usual, God can use us to turn the tide.

Notes

1. Colossians 1:9.
2. Josh McDowell and J. Warner Wallace, *So the Next Generation Will Know*, 2019, David C. Cook.
3. McDowell and Wallace, p. 66.
4. James White, *Meet Generation Z: Understanding and Reaching the New Post-Christian World*, Baker Books, 2017.
5. White, p. 44.
6. White, p. 64-65.
7. Pew Research Center, U.S. Teens Take After Their Parents Religiously, Attend Services Together and Enjoy Family Rituals, September 10, 2020.
8. These are people who self-identify as atheist, agnostic or nothing in particular. In previous surveys, we referred to them as the Nones. Calling them the “unaffiliated” helps us avoid the confusion between “Nones” and “nuns.”
9. Call out Pew survey from 2019.
10. The index of religious commitment looks at the answers to questions on church attendance, belief in God, prayer, and importance of religion and rates a respondents commitment from high to low based on their answers.
General Social Survey, 2018.
11. 42% of the teenagers with parents with a high index had a medium or low index.
12. General Social Survey, 2018
13. American Worldview Inventory 2020, Cultural Research Center at Arizona Christian University.
14. Pew Research surveys 2007, 2014, 2019.
15. White, p. 130.
16. White, p. 141.
17. White, p. 139.
18. White, p. 80.
19. McDowell and Wallace, p. 81.
20. John 14:6b.
21. Acts 4:12.
22. Pew Research Center, U.S. Teens.
23. McDowell and Wallace, p. 87.

24. Ibid, p. 93.
25. American Worldview Inventory 2020.
26. McDowell and Wallace, p. 113.
27. McDowell and Wallace, p. 78.
28. White, p. 64.
29. McDowell and Wallace, p. 164.
30. Ibid, p. 173-4.

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The Millennial Generation – The Future of Christianity in America

Millennials are the largest generation in American history and also the least religious generation. Kerby Anderson examines what they believe, how media and technology has affected them, and how pastors and Christian leaders can reach this generation.

The Millennial generation is a group of young people whose birth years range from 1980 to 2000. This generation is actually just slightly larger than the Baby Boom generation (born from 1946 to 1964). Nearly 78 million Millennials were born between 1980 and 2000.

Millennials are already having an impact on business, the workplace, churches, and other organizations. They certainly are having an impact on politics. The 18- to 29-year-old Millennials voted for Barack Obama in 2008 by an significant margin. Because of their impact in business, politics, and the church, they are simply too large and too influential to

ignore.

For this article I will be using much of the data from an excellent book by Thom and Jess Rainer, *The Millennials: Connecting to America's Largest Generation*.^{1} Their survey of 1,200 older Millennials (born between 1980 and 1991) provides a detailed look at this generation.

We should begin by noting that not only are Millennials the largest generation, they are also one of the most diverse. That means that for every trend we identify in this generation, there are also lots of exceptions. But that doesn't mean we can't learn some key facets of the Millennials. Here are just a few characteristics.

First, they are on track to become America's most educated generation. "In 2007, the first year the twenty-five- to twenty-nine-year-old age group was entirely comprised of Millennials, 30 percent had attained a college degree. That is the highest rate ever recorded for that age group."^{2}

Second, Millennials view marriage differently than previous generations. They are marrying later, if at all. The average age for first marriage has increased approximately five years since 1970 for both men and women. "About 65 percent of young adults cohabit at least once prior to marriage, compared to just 10 percent in the 1960s."^{3}

Finally, Millennials are the least religious generation in American history. They may say that they are spiritual, but only a small fraction of them say that is important in their lives. The sad reality is that most Millennials don't think about religion at all.

Perhaps the most amazing response from the survey of Millennials was that they are hopeful. Consider their response to the simple statement: "I believe I can do something great." About 60 percent agreed strongly with this statement, and another 36 percent agreed somewhat. That was almost every

respondent, 96 percent in total.[{4}](#)

Marriage and Family

How does the Millennial generation view marriage and family? One way to answer that question is to look at the characteristics of their parents.

Baby Boomers wanted the best for themselves. They had a level of self-centeredness that eventually shifted toward meeting the needs of their children. They wanted everything to be perfect for the Millennial children.

There was a high level of parental involvement. Hence, the parents of Millennials are often called “helicopter parents.” When Millennials were asked about parental involvement, 89 percent responded that they received guidance and advice from their parents.[{5}](#) It turns out that the Boomers are helping Millennials make decisions about work and life. Sometimes the parents sit in on job interviews and even try to negotiate salaries. While previous generations might have rejected such advice, 87 percent of Millennials view their parents as a positive source of influence.[{6}](#)

This positive view Millennials have of parents extends to the older generation as a whole. While Baby Boomers tended to be antiauthoritarian, Millennials have a very positive attitude towards those who are older. Of the Millennials interviewed, 94 percent said they have great respect for older generations.[{7}](#)

When it comes to marriage, Millennials are still optimistic about it even though they grew up in a world where divorce was common. They were asked to respond to the following statement: “It is likely that I will marry more than one time in my life.” For those who responded, 86 percent disagreed that they will marry more than once.[{8}](#) Apparently most Millennials plan to marry once or not at all. It is also worth noting that

Millennials are marrying much later than any generation that had preceded them.

Millennials also view marriage differently in part because of the political battles concerning same-sex marriage and the definition of marriage. In the survey of Millennials, they were asked to respond to this statement: "I see nothing wrong with two people of the same gender getting married." Six in ten agree with the statement (40 percent strongly agreed, 21 percent agreed somewhat).[{9}](#) Put simply, a significant majority of Millennials see nothing wrong with same-sex marriage.

The impact of technology on marriage and family is significant. The Millennial generation has grown up with the Internet, cell phones, and social media. It is easier than ever to call on a cell phone or send a text to other members of one's extended family. Posting pictures on Facebook allows family members to immediately see what is happening to their children and grandchildren. Millennials are introducing their families to a variety of ways to stay connected.

Motivating the Millennials

How can we motivate the Millennial generation? The answer to that question is easy: build relationships. Thom and Jess Rainer put it this way. "The best motivators in the workplace for this generation are relationships. The best connectors in religious institutions are relationships. The best way to get a Millennial involved in a service, activity, or ministry is through relationships."[{10}](#)

Relationships are important because of their connection to their family. Millennials also see the world as a much smaller place since they can visit anywhere in the world (either in person or on the Internet). And they are connected to people through the new media in ways that no other generation was able to do.

Education is a high priority for Millennials. This generation is on pace to have significantly more college degrees than the rest of the nation as a whole. About a quarter of the current U.S. population over 25 years old has a college degree, but nearly four in ten of Millennials will probably receive a degree.[{11}](#)

Millennials do want to make money, but they are not driven by money. Their motivation for education and career are motivated more by family and friends. One word that often surfaces is the word “flexibility.” They see money as a means to do what they want to do. At the same time, they reject the “keeping up with the Jones’ mentality” that often drives their parents.

Religion is not much of a motivating factor for Millennials. Spiritual matters are not important to them. Only 13 percent of them viewed religion and spirituality as important. And even among those who described themselves as Christian, only 18 percent said their religion was important to them.[{12}](#)

Only one group in the study said their faith was important to them. This was the subgroup identified as “Evangelicals” because of their orthodox biblical beliefs. Nearly two thirds (65 percent) said their faith was important to them.[{13}](#)

The political orientation of Millennials will no doubt influence elections. Millennials voted for Barack Obama over John McCain in the 2008 election by a two-to-one margin (66 percent to 32 percent). It is also worth noting that only half of the Millennials were eligible to vote that year. A greater percentage of that generation will become eligible to vote in each new election cycle.

Various polls, including exit polls, showed that this generation wanted more centralized power in government. And by more than a two-to-one margin (71 percent to 29 percent) they thought the federal government should guarantee health-care coverage for all Americans. More than six out of ten felt that

government should be responsible for providing for their retirement.{14}

Millennials and Media

The Millennial generation has been influenced by media and technology like no other generation. Social commentators made much of the influence of television on the Baby Boomers but the proliferation of Internet, smart phones, and social media has had an even greater impact on Millennials.

When technology first comes on the scene, there are early adopters, then a significant majority, and finally laggards. Millennials fit into the category of early adopters. In the survey they were asked if they agree with the following statement: "I am usually among the first people to acquire products featuring new technology." About half agreed with the statement, and half disagreed with the statement.{15} And even for those who disagreed, it is safe to say they did not fit into the category of laggards. Millennials are quick to embrace new technology.

There is one technology that Millennials always have in their hands: video games. "Video-game consoles are part of the industry that pulled in more than twenty billion dollars in revenue in 2008."{16} If there was one form of technology that is easily identifiable with Millennials it is video games.

When asked how they most frequently communicate when not actually with the other person, they rated phone first (39 percent), then texting (37 percent), and then e-mail (16 percent). At the bottom was by letter (1 percent). The survey also noticed a difference between older and younger Millennials. Put simply, the younger you are, the more likely you are to communicate by texting.

Social media is also a significant part of the lifestyle of a Millennial. Not surprisingly, the most popular social media

site was Facebook (73 percent), followed by MySpace (49 percent) as a distant second. They also like to read blogs (30 percent) and write blogs (13 percent). But since blogs require more time and energy than other social media, they do not draw in the large numbers like Facebook and MySpace.

Although social media can be accessed in many ways, still the most pervasive is through the computer. Millennials use computers both for work and for personal use. Most Millennials (83 percent) use a computer for work and spend about 17 hours on it each week. One out of five Millennials use their computer for work for 40 or more hours per week.^{17} And Millennials spend time on computers for personal use. The responses ranged from 5 hours per week to 30 hours per week. The average was 17 hours per week.

If you put these numbers together, you find something shocking. The average Millennial spends 17 hours per week on a computer for work, and spends the same amount of time on a computer for personal use. That totals 34 hours per week on a computer. "That means that roughly one-third of Millennials' waking lives are spent on a computer."^{18}

Millennials and Religion

The Millennial generation is the least religious generation in American history. The survey found that they are likely to have a syncretistic belief system. In other words, he or she will take portions of belief from various faiths and non-faiths and blend them together in to a unique spiritual system.

Thom and Jess Rainer found that this generation is less likely to care about religion or spiritual matters than previous generations. When they were asked in an open-ended question what was important to them, spiritual matters were sixth on the list. Preceding them in importance were family, friends,

education, career, and spouse/partner.

When asked to describe themselves, two-thirds (65 percent) used the term Christian. Interestingly, nearly three in ten (28 percent) picked either atheism, agnosticism, or no preference. In other words, they have moved completely away from certain belief in God.

When asked if they were “born-again Christians”, using a precise definition provided by the interviewers, only 20 percent affirmed this definition of belief and experience. And when presented with seven statements about orthodox Christian belief, the researchers found that only 6 percent of Millennials could affirm them and thus could be properly defined as Evangelical.[{19}](#)

A third (34 percent) of Millennials said that no one can know what will happen when they die. But more than one-fourth (26 percent) said they believe they will go to heaven when they die because they have accepted Christ as their Savior.[{20}](#)

Church attendance has been decreasing with each generation. The Millennial generation illustrates that trend. Nearly two-thirds (65 percent) rarely or never attend religious services.[{21}](#) About one-fourth (24 percent) are active in church (meaning they attend at least once a week). This might suggest that a number of Millennials who attend church do so as seekers. In other words, they are at least spiritually interested enough to visit a church even though they may not be saved.

The Millennial generation presents a significant challenge for us as Christians. The largest and least religious generation in American history is here and making an impact. If the church and Christian organizations are to be vibrant and effective in the twenty-first century, pastors and Christian leaders need to know how to connect to the Millennials. The first step is understanding them and their beliefs. That is

why I recommend the book by Thom and Jess Rainer and encourage you to visit our Web site (www.probe.org) for other information on this generation.

Notes

1. Thom Rainer and Jess Rainer, *The Millennials: Connecting to America's Largest Generation* (Nashville, B&H Publishing Group, 2011).
2. Ibid., 3.
3. Ibid.
4. Ibid., 16.
5. Ibid., 55.
6. Ibid., 56.
7. Ibid., 59.
8. Ibid., 63.
9. Ibid., 66.
10. Ibid., 105.
11. Ibid., 108.
12. Ibid., 111.
13. Ibid., 112.
14. Ibid., 115.
15. Ibid., 188.
16. Ibid.
17. Ibid., 197.
18. Ibid., 198.
19. Ibid., 232.
20. Ibid., 233.
21. Ibid., 236.