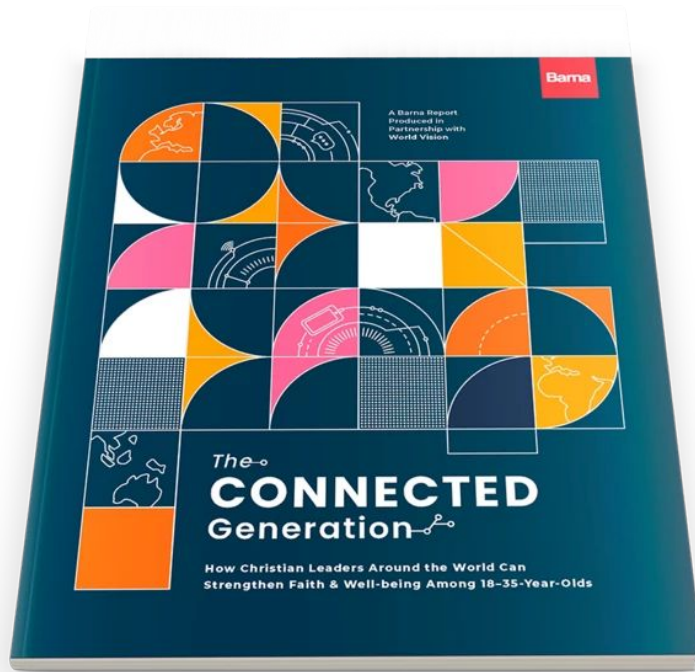


The Connected Generation

The Barna Group

The Barna Group



“The Connected Generation is the largest study Barna has ever done, featuring 15,000 respondents in 25 countries and 9 languages, facilitated through a partnership with World Vision. Throughout, we’ve had three key objectives in mind—three main ways we hope Christian leaders benefit from the project. Through this report, you’ll be equipped to develop healthy partnerships across generations and to bring needed change to your church, organization or business.”

-The Barna Group

Get more information about The Connected Generation project and related resources at theconnectedgeneration.com.

Three Research Objectives:

1. Explore effective ministry in the age of anxiety

- a. Understand cultural trends and the new demographic context for young adults; learn how and why emotional connection matters to 18-35-year-olds around the world

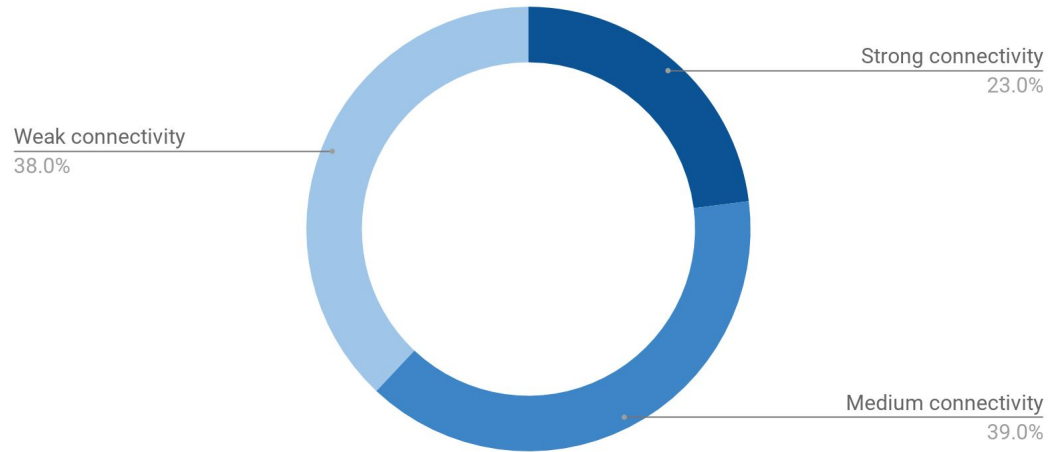
2. Learn about resilient faith and church engagement

- a. Discover what the future of faith looks like, what we're learning from resilient disciples, and what the connected generation expects to give and receive from Christian churches

3. Empower the connected generation

- a. Find out the leadership development pathways and causes that resonate most with today's Gen Z and Millennials

Connectivity Index



Neary two out of five young adults globally are dealing with weak levels of connection.

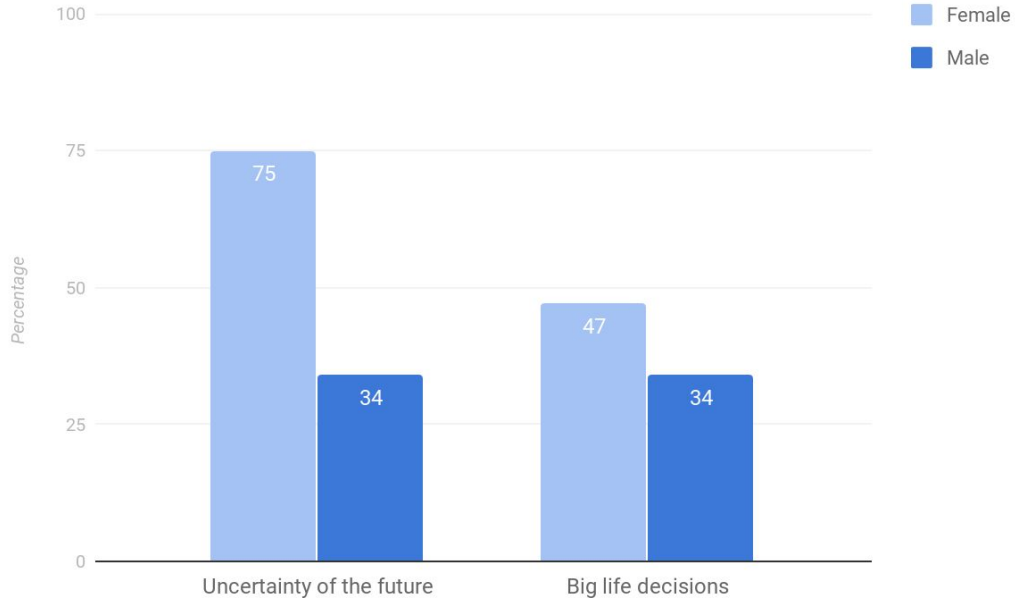
Digital Isolation



- 1/5 in this generation experience anxiety of some kind and are less likely to feel connection
- This generation prioritizes education and careers while delaying marriage and family. In this isolation during youth, they come to believe lies of themselves based on what they learn through their digital devices.
- They are mostly concerned with professional and financial security

Anxiety and Gender

There is a gendered difference in terms of anxiety sources:



We feel security when we know the path we're supposed to walk down. With the unlimited options given to us in this life, we are overwhelmed.

The group of people who was the least optimistic of the future were mothers without full time jobs.

Pressures Facing Young Adults

Searching for Identity: *Who am I, really?*

Fighting Anxiety: *How should I live in today's world?*

Experiencing Loneliness: *Am I loved?*

Harnessing Ambition: *What's my purpose?*

Feeling Entitled: *What matters beyond me?*

Characteristics of the Connected Gen



- Most adults say that they experience loneliness
- Microwave generation - but discipleship isn't quick
- We need to find out how to bring the unchanging truth of the Gospel to a rapidly changing generation
- They are mostly concerned with professional and financial security
- People are looking for a stable place to stand
- Increasing skepticism of institutions and religious authorities
- Young people have a deep yearning for community
- This generation wants to practice something that engages their whole lives
- Value authenticity
- Passionate about justice
- Main hesitation: the church cannot/will not answer my questions.

“I Often Feel...”

Anxious about important decisions 40%

Uncertain about the future 40%

Afraid to fail 40%

Pressure to be successful 36%

A need to be perfect 30%

Sad or depressed 28%

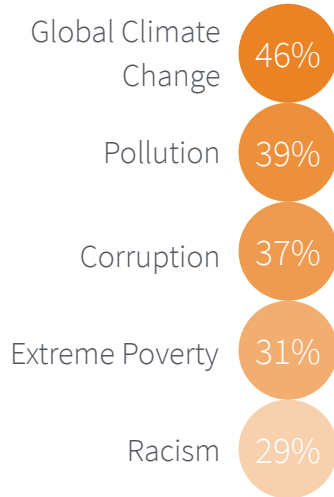
Insecure in who I am 22%

Afraid of violence 21%

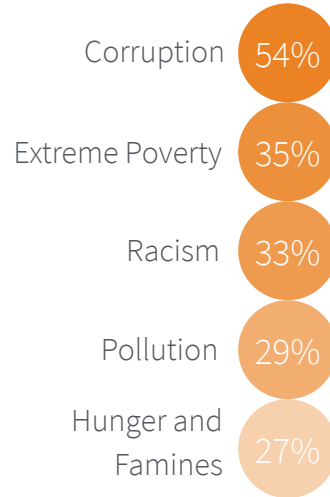
This generation needs an emotionally connected church.

What Young Adults Are Concerned About:

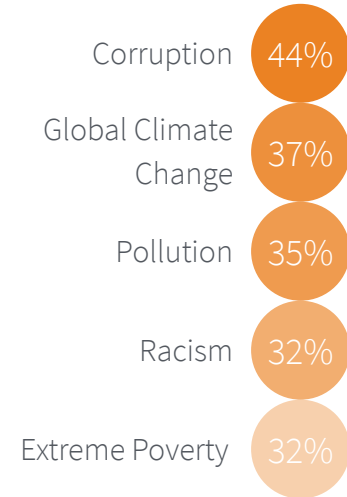
No Faith



Practicing Christians



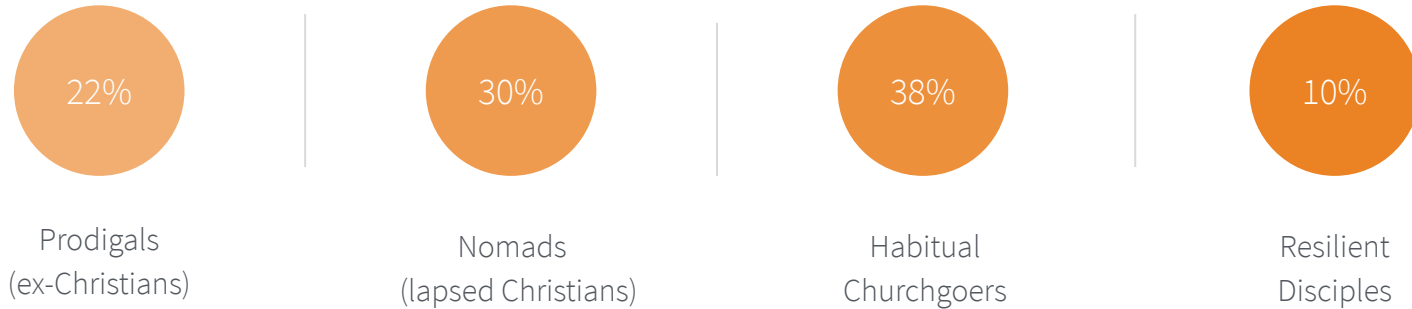
Total



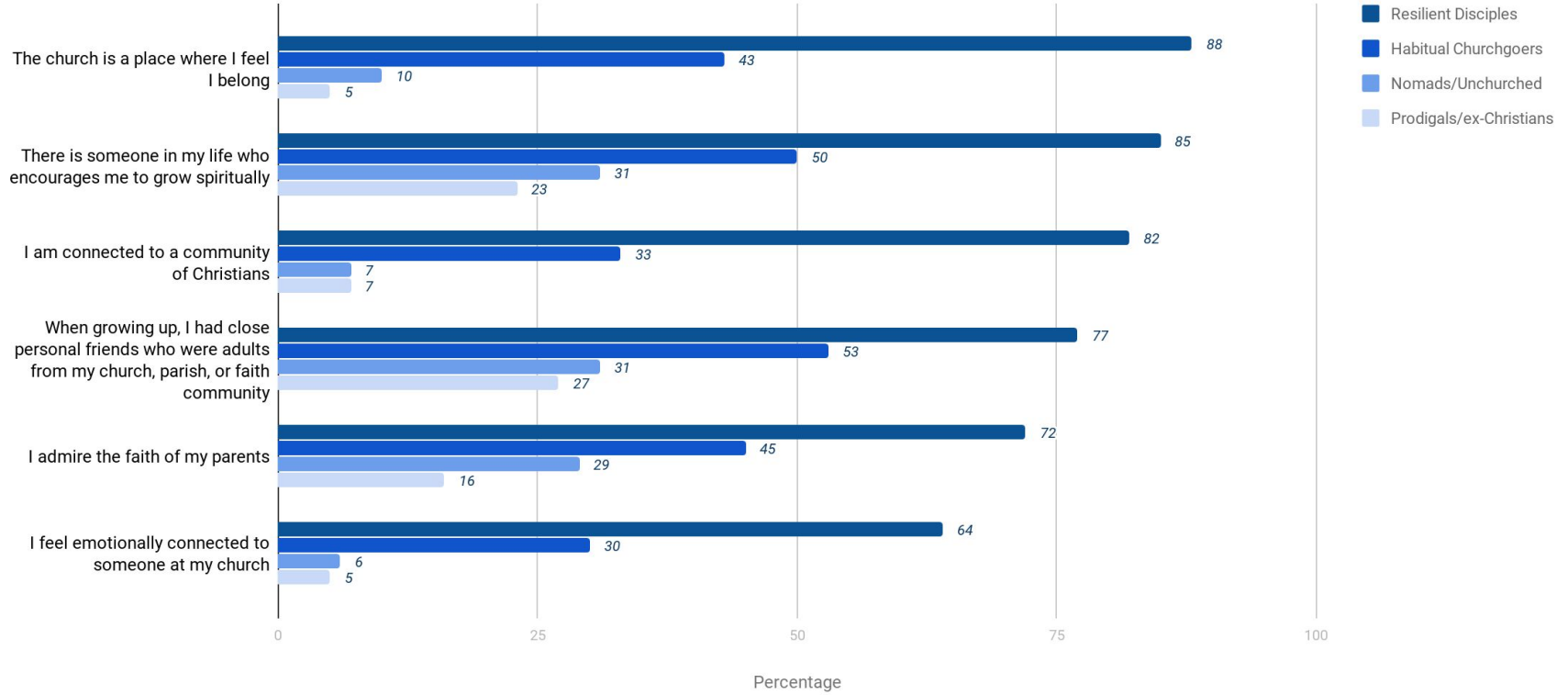
*The connected generation doesn't want to be mere consumers;
they want to be **contributors**.*

What happens to the faith of young Christians?

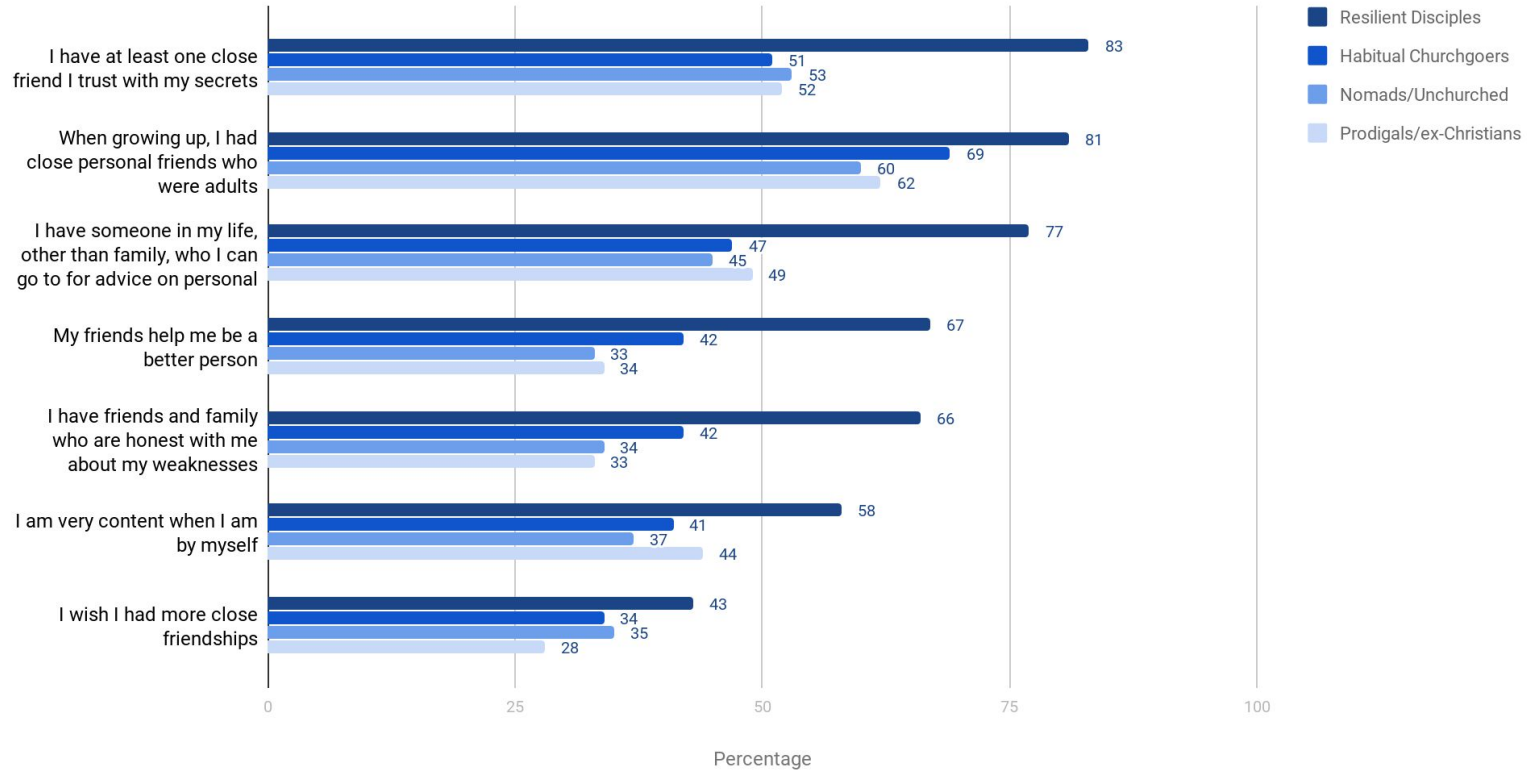
18- to 29-year-olds who grew up as Christians; US research



Meaningful Relationships



Resilient Disciples Have Strong Networks



Top 6 Reasons for Participating in Church

63%

To grow in
my faith

61%

To learn
about God

40%

It's how I live
out my faith

40%

Teachings
relevant to my life

39%

Wisdom for
living faithfully

37%

Worship
and music

Nurturing Faith

Monthly, among practicing Christians

Attend small group/Bible study **39%**

Tell others about their beliefs **50%**

Volunteer their time **39%**

86% Pray on their own

70% Pray with others

65% Read Scripture on their own

59% Read other books about faith

Screens Disciple

- “*Siloed reality of our digital Babylon.*”
- Those ages 15-23 consume up to 20x more content from their screen than they do spiritual content
- If you have resources and a platform, give them. To battle a culture of entitlement, *give it all away.*



Thank you

For questions about this report, please email marketinghelp@cru.org