







All these men
understood the signs of the times
and knew the best course for
Israel to take.

- 1 Chronicles 12:32



1. RECESSION MARKED

51% of young people said that War & Terrorism was the thing they were most concerned about in the world.

(Youth for Christ - Gen Z, Rethinking Culture Research, 2017)

*"Young people are rising up. We've had enough of backwards politics, extortionate student fees and the facilitation of mass shootings in schools. We don't want our futures to be dictated by elite elders who patronise us, contradict themselves and basically just keep f**king up."*

- Brittany Dawson, Facebook Editor at Dazed and Confused



1. RECESSION MARKED

"The adults have failed us, this in our hands now, and if any elected official gets in our way we will vote them out and replace them ourselves."

- Matt Post, National Walkout Day



2. WI-FI ENABLED

Watching YouTube Videos - 81%

TV & Films - 77%

Using Social Media - 74%

(Youth for Christ - Gen Z, Rethinking Culture Research, 2017)

*92% of young people said they go online daily.
25% say they are online "almost constantly."*

(Amanda Lenhart, "Teens, Social Media and Technology Overview 2015," Pew Research Centre, April 9 2015)

91% go to bed with their devices.

(Sparks and Honey Culture Forecast, "Gen Z 2025," 25)

69% never attend a youth group

(Youth for Christ - Gen Z, Rethinking Culture Research, 2017)



2. WI-FI ENABLED The Dangers

1. Stunted Brain and Personal Development
2. Unlimited Information but Little Wisdom
3. Lack of Inter-Personal Skills
4. Comparison and Competition Impacts Mental Health

4/5 of the most popular forms of social media harm young people's mental health, with Instagram being the most damaging.

(The Young Health Movement & Royal Society for Public Health (RSPH), May 2017)



2. WI-FI ENABLED The Dangers

1. Stunted Brain and Personal Development
2. Unlimited Information but Little Wisdom
3. Lack of Inter-Personal Skills
4. Comparison and Competition Impacts Mental Health

67% said Social media was the main negative influence on their lives

(Youth for Christ - Gen Z, Rethinking Culture Research, 2017)





2. WI-FI ENABLED The Dangers

- 1. Stunted Brain and Personal Development
- 2. Unlimited Information but Little Wisdom
- 3. Lack of Inter-Personal Skills
- 4. Comparison and Competition Impacts Mental Health

71% of 10-16 year olds who use social media believe it makes people think about how they look all the time, and 44% said selfies make people less likely to be happy with the way they look.

(YouGov research for the #MyTrueSelfie Campaign, July 2017)

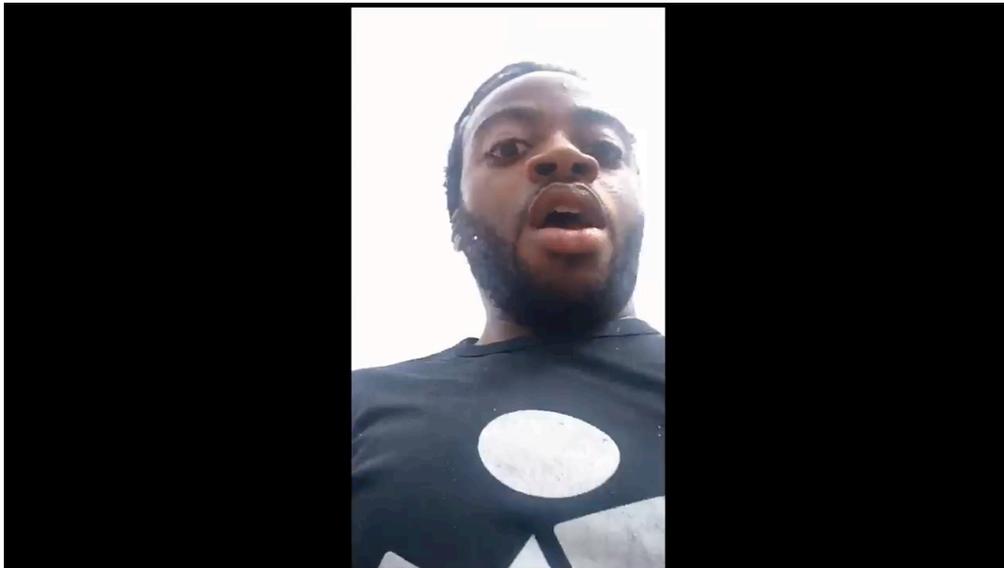
3. PASSIONATE ABOUT MAKING A DIFFERENCE

78% of young people engage in activism.

(Voxburner Youth Trends)

76% of young people agreed “achieving something that matters” was a top priority for them

(Youth for Christ - Gen Z, Rethinking Culture Research, 2017)



807

£42,390 of £30,000 goal

Raised by 799 people in 4 months

[Donate Now](#)

[Share on Facebook](#)

Created September 19, 2017

Mica McNeill

Sports
Consett, GB

Get Team McNeill to the Olympics!

Top Supporters



“[Gen Z] want to take an active role in their communities and their futures. It’s an upbeat group that’s full of passion” - **Sejal Makheja**

4. FAMILY INFLUENCED

- 59% said family was the number one thing that made them feel good about themselves.
- 82% said that making their family proud was their number one priority.
- 73% of young people who believed in God said their family was main influence on their faith.

(Youth for Christ - Gen Z, Rethinking Culture Research, 2017)

- 54% are increasingly embracing traditional values.
- 98% marriage is important to them.

(2016 Voxburner Youth Trends Report)

4. FAMILY INFLUENCED

“Imagine the ‘family values’ of the 1950s combined with the liberalism of the 1970s: that’s today’s young people. It is partly a search for meaning in a post-shopaholic world, partly a reaction against the values of their - as many see them - damaged parents, a partly a post recession realisation of the need to ‘knuckle down’ and provide for themselves, their family and their friends.”

William Hingham, Consumer Futurist, Strategist and Speaker, CEO The Next Big Thing.

5. VISUALLY ORIENTED



6. SEXUALLY FLUID

59% feel negative towards labels when it comes to sexual orientation.

(2016 Voxburner Youth Trends Report)



"I think in three or four years, there are going to be a whole lot more people who don't think it's necessary to figure out if you're gay or straight. It's like, just do your thing." - Kirsten Stewart

6. SEXUALLY FLUID

"What is being revealed is an increasing sexual fluidity that refuses either the homosexual or heterosexual label. The idea is that both labels are repressive. Sexuality should be set free from any and all restrictions, and people should be allowed to follow their desires, moment by moment."

(Emery-White, J. Meet Generation Z. Baker Books, 2017, p.47)

"[I don't] relate to boy or girl, and I don't have to have my partner relate to boy or girl." - Miley Cyrus



6. SEXUALLY FLUID

"Personal choice, individualism, non-conformity: the thread connecting them all is liberation, the ultimate new value. How does a child of the post-war generation know he is all right? He is free: socially, personally, intellectually, ideologically, materially, sexually. But this 'freedom' is narcissistic, and its sacraments are abortion and divorce. This 'freedom' does not bring happiness, but isolation, loneliness, heartache and despair."

- Dr. Edgar De Blicck

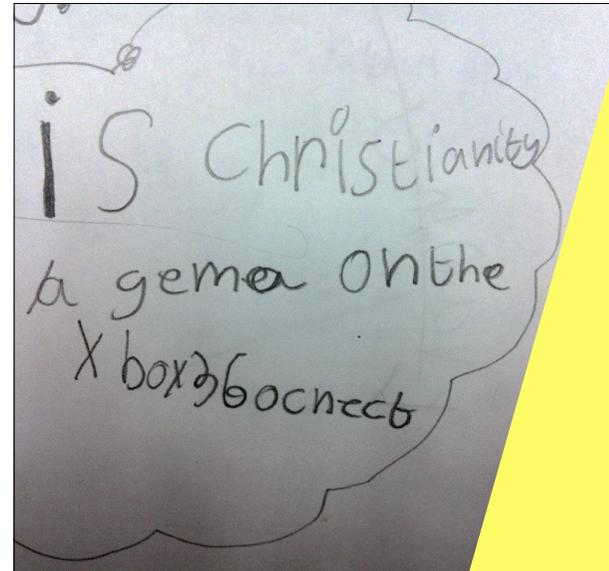


MEET GENERATION



- They are eager to start working.
- They are mature and in control.
- They intend to change the world.
- They've learned that traditional choices don't guarantee success.
- Entrepreneurship is in their DNA.
- They seek education and knowledge, and they use social media as a research tool.
- They multitask across five screens, and their attention spans are getting shorter.
- They think spatially and in 4D but lack situational awareness.
- They communicate with symbols, speed, and images.
- Their social circles are global.
- They are hyperaware and concerned about humanity's impact on the planet.
- They are less active and frequently obese.
- They live stream and co-create.

(*Meet Generation Z," Sparks and Honey Marketing Research)



7. POST - CHRISTIAN

“For Gen Z, “atheist” is no longer a dirty word: The percentage of teens who identify as such is double that of the general population (13% vs. 6% of all adults).”

<https://www.barna.com/research/atheism-doubles-among-generation-z/>

MEET GENERATION

