



Generation X & **Millennials** Fact Sheet

"The 'Whatever' Generations" - Time Magazine

Reaching this Generation



SOURCES :

Christianity Today: November 2002

US Census Bureau: 2002 Estimates

"Not Your Mom's Book Club" Seth Mnookin:
Newsweek – March 3, 2003

Demographics USA®: 2003

The New York Times: May 16, 2004

Merriam-Webster's Collegiate Dictionary & Thesaurus: 2004

Connecting with X'ers – Generational Marketing and Advertising:
Chuck Underwood – 2004

Zondervan/Harris Interactive National Consumer Poll: May 2004

Barna Research Group

FIND Insight Consumer Group

GENERATIONAL RELEVANT RESOURCES :

American Demographics Magazine

Generation Ex: Jen Abbas – Waterbrook Press

The Emerging Church: Dan Kimball – Zondervan

The New Faithful: Colleen Carroll – Loyola Press

The Generational Imperative, Inc: www.genimperative.com

The Unchurched Next Door: Thom Rainier – Zondervan

ISBN: 0-310-93073-1

ZONDERVAN BIBLES – ENGAGING TODAY'S GENERATIONS :

At Zondervan, we recognize the need to engage today's generations in new ways, and we have committed resources to reaching this audience with relevant products that will satisfy their spiritual hunger. As a result, we have reorganized our Bible Group along generational lines – including a team dedicated to meeting the needs of spiritually-intrigued 18- to 34-year-olds, providing resources that engage them in the Bible and, ultimately, reaching them for Christ. We need a new way of doing business and ministry – and a new focus on this generation.

"It's tempting to write off my generation as unreachable. After all, we're cynical, selfish, and spiritually apathetic – right? Wrong. This generation is hungry to experience God. Only we're not going to settle for the status quo or pat answers. We need resources that will engage our hearts, minds, and our imaginations – resources that connect our faith to our culture instead of isolating us within a religious bubble.

"You can reach today's generation – but you have to be absolutely authentic. You have to meet us where we are. It's about being relevant, building relationships, and inviting people into a new experience of God. That's our passion and mandate at Zondervan."

Ben Irwin, 27

*Zondervan Bible Group
Product Development Manager, 18- to 34-year-old Team*

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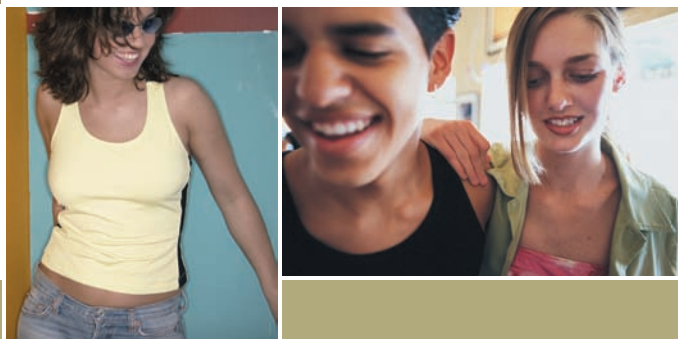
The Challenge Ahead

Barna Research Group | November 2001

- 20% of teens who attended church growing up said they learned nothing of value.
- 80% of unchurched children don't attend church as adults – the 20% that do, however, are generally attracted to smaller churches.

“As we approach ministry to the emerging culture – a post-Christian mission field – we need to use the same approach we would employ entering a foreign culture. We cannot go on seeing ourselves as simply pastors and teachers; we need to see ourselves as a new kind of missionary. And we must train people in our churches to do the same.”

Dan Kimball – Author
The Emerging Church: Vintage Christianity for New Generations



40 MILLION INDIVIDUALS RIPE TO BE REACHED :

- 32 million spiritually-intrigued 18- to 34-year-olds
- 8 million churched 20-somethings on the verge of disengaging

Equals twice the total population of . . .

New York + Los Angeles + Chicago + Houston + Philadelphia + Phoenix + San Diego

TODAY'S GENERATIONS HAS A VOICE OF THEIR OWN :

The language of Generation X and Millennials is changing every day, and those in their teens, 20s and 30s are on the Internet all the time, creating and adapting words from pop culture in their emails and Web logs.

In 2003, Merriam-Webster updated its collegiate dictionary. The dictionary's lexicographers made more than 100,000 changes and added more than 10,000 new words and phrases that did not appear in 1993.

According to a 2004 nationwide Harris Interactive poll, 80% of people surveyed preferred more readable language in their Bible when given the choice. While younger generations long for timeless truth, they want it in today's language.



“This generation is looking for an alternative to this world and many are finding it in Jesus. They are extremely informed, but witness no solutions – leading to their apathy. It's almost a backlash to the world. A growing number are finding Jesus and we are witnessing an underground movement of kids and adults on fire for the Lord; many are tattooed and pierced, hard-core looking, but on fire for Jesus. Christian stores must strive to take market share away from the secular industry. We are called to be in this world, but not of this world. The Christian of today is an alternative lifestyle to this world. Lukewarm, tolerant Christian stores are not relevant and thus mean nothing to this generation.”

Aurelio F. Barreto III
 Founder and CEO, C28

California-based C28 is a chain of Christian retail stores dedicated to reaching Generation X and Millennials through outreach retail sales, generational authentic products and organizational partnerships.

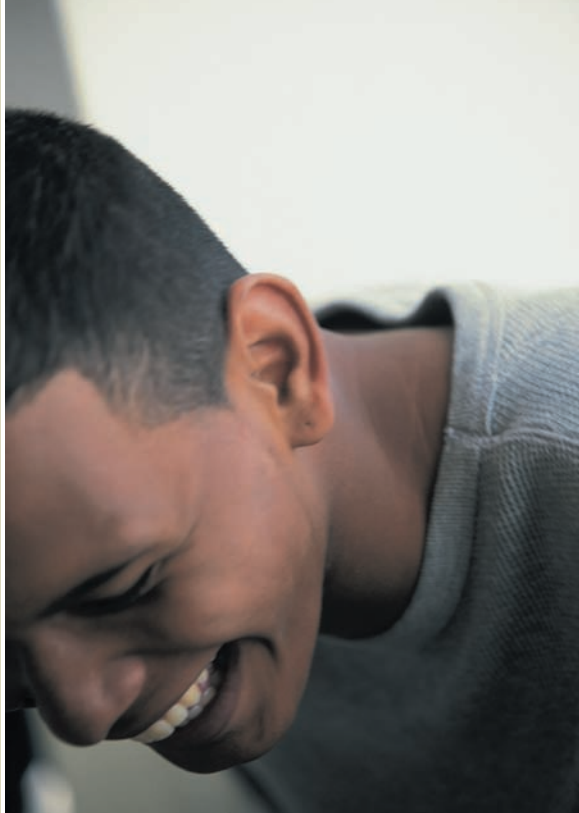


The New York Times | May 16, 2004

“My generation is discontent with dead religion. We don't want to show up on Sunday, sing two hymns, hear a sermon and go home. The Bible says we're supposed to die for this thing. If I'm going to do that, this has to be worth something. Our generation wants a tangible experience of God who is there.”

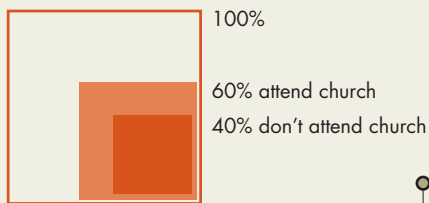
Cameron Strang – Founder, Relevant Media

Generational Focus

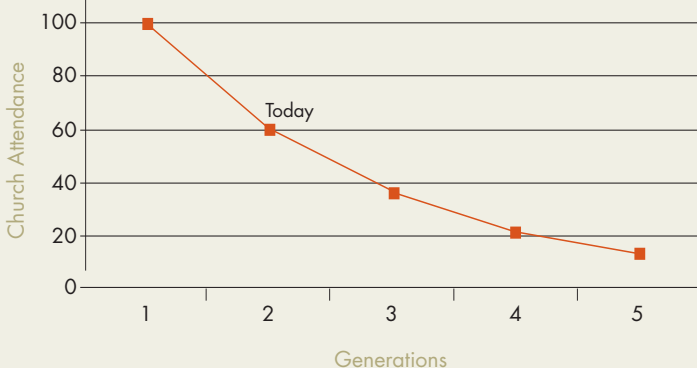


Reaching Generation X and Millennials is a growing challenge for marketers and churches alike. The preferences, traits and opinions of the estimated **67.1 million 18- to 30-somethings** in the U.S. are having a profound impact on the way product information must be presented and where and how content is delivered in order to effectively reach them. These generations see the world differently than past generations have. Unlike their parents and grandparents, they were born into a post-Christian culture. But like their parents and grandparents, they long to experience God in a fresh and relevant way. We must give them information that is tailored to meet their needs and speak their language. If we don't, someone else will.

ATTENDANCE OF CHURCHED CHILDREN WHEN THEY REACH ADULTHOOD :



PROJECTION OF ADULT CHURCH ATTENDANCE :
(by churched children)



GENERATION X

Born 1965 – 1981
Age in 2004 : 23 - 39

TRAITS :

Members of Generation X can smell hype from a million miles away.

They are streetsmart and ad-savvy. They need to be convinced.

They grew up in a time of broken promises (i.e. divorce).

They take pride in their individuality and see themselves as millions of diverse individuals – not as a unified generation.

PREFERENCES :

Prefer options, addicted to choices.

Multiple media is important – mixing and matching them in unique ways.

Limited brand loyalties.

Emphasize pragmatism - they view life as a series of sound, ordinary decisions – one decision at a time.

Use Internet primarily as a research tool and will shop for anything anywhere.

KEYS :

Arouse a sense of adventure and passion.

Be quality conscious – Generation X is cynical and street savvy when it comes to commercialism. Insincere messages don't cut it – so avoid such messages with them.

Attitude is very important – the attitude with which information is delivered.

Celebrate the pride that Generation X takes in its diversity and eclectic taste.

MILLENNIALS

Born 1982 – Present
Age in 2004 : Birth - 22

TRAITS :

They are ethnically diverse – about half are minorities.

They are noticeably tolerant of divorced households, gay lifestyles, but traditional values and parental approval are still important to them.

9/11 has molded this generation and instilled a long list of core values: Giving, patriotism, an appreciation for heroism, selflessness and an interest in spirituality.

Millennials are team-oriented and optimistic.

PREFERENCES :

Peer-to-peer recommendations and approval are enormously important.

91% of today's Millennial teens value companies and products that support good causes.

18- to 24-year-olds are the second largest age group for book club participation.

KEYS :

"Hip" is essential – go where the kids go – the mall, the concert, the skateboard park.

Assemble a team of peers to influence behavior.

Use viral marketing and consider assembling a team of teen peers.

Use grandparents and traditional values to reach Millennials.

HOW THESE GENERATIONS IMPACT THE CHURCH :

A growing number of 18- to 34-year-olds are disengaging from the church when they reach adulthood. According to a *Barna Research Group* poll conducted in 2001, only 60% of churched children continue attending church as adults.

Most religious resources are geared toward adults and children, while young adults are virtually ignored or addressed in ways that seem irrelevant to them. As a result, many 18- to 34-year-olds are becoming increasingly fed up with religion.

Still, 59% of 18- to 34-year-olds believe that the Bible is relevant to their life, according to a 2004 nationwide Harris Interactive poll. They desire spirituality, just not in traditional ways.