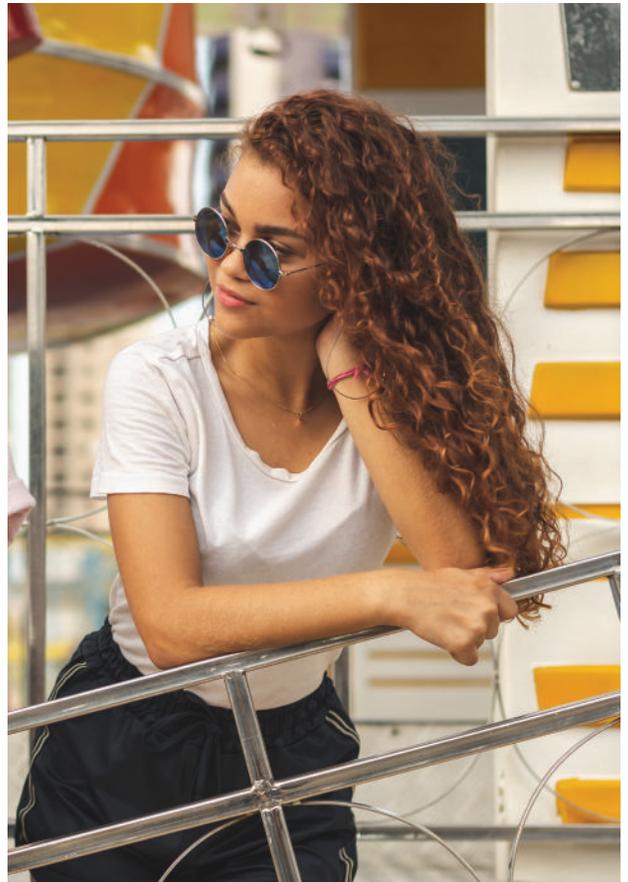


*ANATOMY OF
GENERATION Z*



ROB HOSKINS



ANATOMY OF GENERATION Z

The top emotion adults feel for today's youth is concern (46%).¹ But while most adults fear the future for this generation, we can turn the tide by taking the time to understand their nature and values. Then, we can coach them to play to their strengths. Take a look; Gen Z is typically...

GEN Z
born between
1997-
2012



EXPERIENTIAL

Gen is experiential. They want to see and know your experience, then experience it themselves: *If God is real, don't try to prove it or argue me into believing it. Show me.*²



GLOBAL

Gen Z is the most diverse generation in history, and just over half of them non-Hispanic whites.³ Gen Z is the youngest, most ethnically-diverse, and largest generation in American history, comprising 27% of the US population.⁴



ANXIOUS & DEPRESSED

3 million adolescents, ages 12-17, have had a "major depressive episode" in the past year. There has been an increase in anxiety and depression among high school students since 2012. And this upsurge cuts across virtually all demographics—suburban, urban, and rural.⁵

68% feel overwhelmed by everything they need to do each week⁶; more than 80% consider finances to be their biggest stressor, compared to just 64% of those in older generations.⁷

I Thessalonians 4:13 commands us not to take on the same worries as the culture around us, like those who have no hope. This generation, more than any other, needs to know that in the end, God wins; love reigns, and truth trumps feelings.



¹ P. 11 Gen Z Unfiltered, Tim Elmore

² <https://factsandtrends.net/genz/>

³ <https://www.pewsocialtrends.org/2018/11/15/early-benchmarks-show-post-millennials-on-track-to-be-most-diverse-best-educated-generation-yet/>

⁴ <https://www.businessinsider.com/generation-z>

⁵ Susanna Schrobsdorff, "The Kids Are Not All Right," Time (Nov 7, 2016): 47.

⁶ Erin Anderssen, "Through the eyes of Generation Z" (June 28, 2016).

⁷ <https://genguru.com/generation-z-statistics>



TECH SAVVY & DEPENDENT

Gen Z has a deep understanding of how technology can transform the way we work and live. That's why **80%** said they aspire to work with cutting-edge technology: **91%** said technology would influence job choice among similar employment offers, and **80%** said they believe technology and automation will create a more equitable work environment.

However, over half (55%) of Gen Z use their smartphones five or more hours a day, and more than a quarter (26%) use their phones **10 or more hours a day.**⁹

Proverbs 27:19 is a powerful piece of wisdom, *“As water reflects the face, so one's life reflects the heart.”*

Have a conversation with Gen Z about how the wisdom of this verse applies to their lives today. Challenge them to consider how they are spending their time reveals what they deem important.



ENTREPRENEURIAL

88% of Gen Z said they are optimistic about their personal future.¹⁰ **72%** of older members of Gen Z want to start their own business.¹¹



CO-CREATORS

This “post-internet generation” doesn't simply consume entertainment—they help create and shape it.¹² “Every day the average person produces **six newspapers** worth of information compared with just two and a half pages 24 years ago--nearly a 200-fold increase.”¹³



LAZY?

Gen Z is entering the workforce with less job experience than previous generations. Only **19%** of 15- to 17-year-olds in 2018 reported working during the previous calendar year,

⁸ <https://www.delltechnologies.com/en-us/perspectives/gen-z.htm>

⁹ <https://genhq.com/top-10-ways-gen-z-is-shaping-the-future/>

¹⁰ <https://www.visioncritical.com/blog/generation-z-statistics>

¹¹ “6 Trends Among Gen Z in 2016” (Nov 23, 2016)

¹² <https://www.visioncritical.com/blog/generation-z-infographics>

¹³ p. 257 Gen Z Unfiltered, Tim Elmore

compared with **30%** of millennials in the same age range in 2002. In 1968, nearly half of Baby Boomers (48%) reported working in the previous year when they were that age.¹⁴

Help Gen Z prove this stereotype wrong by instilling in them a biblical work ethic like Colossians 3:23 (NKJV) shares, “And whatever you do, do it heartily, as to the Lord and not to men.”



CAUSE-ORIENTED

Gen Z grew up with technology, the internet, and social media, which sometimes causes them to be stereotyped as tech-addicted, anti-social, or “social justice warriors.”¹⁵

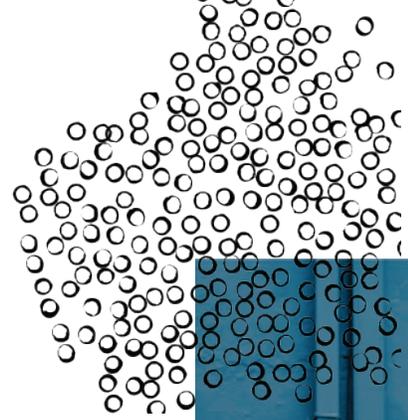
As part of the most ethnically and gender aware cohort, teens are exposed to more, asked to understand more, and driven to fight for more. It’s only natural that teens are passionate about equality and justice of every kind. They fight for themselves, their friends, their classmates, and others they see treated unfairly, whether due to issues of gender, sexuality, race, pay, or environment.¹⁶

In Acts 8:31, we see the need for an older, wiser person to sit with and explain what the young person was reading. It’s our job to make sure Gen Z understands the timely and timeless applicable truths set forth in Scripture.

¹⁴ <https://knowledge.wharton.upenn.edu/article/make-room-generation-z-workplace/>

¹⁵ <https://www.businessinsider.com/generation-z>

¹⁶ <https://www.forbes.com/sites/marymeehan/2016/08/11/the-next-generation-what-matters-to-gen-we/#5eb2b9c37350>



Like Paul, if we are going to minister to Gen Z, we must strive to understand their felt needs. “Though I am free and belong to no one, I have made myself a slave to everyone, to win as many as possible.” (1 Corinthians 9:19 NIV)

“To the Jews I became like a Jew, to win the Jews. ... To the weak I became weak, to win the weak. I have become all things to all men so that by all possible means I might save some. I do all this for the sake of the Gospel, that I may share in its blessings” (1 Cor. 9:20-23 NIV).

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