



# Speaking the Language of the Next Generation

Using media to minister to Gen Xers and Yers

National Religious Broadcasters – Nashville, TN

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**PewResearchCenter**

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**pew pew pew**

# Language arts with Millennials



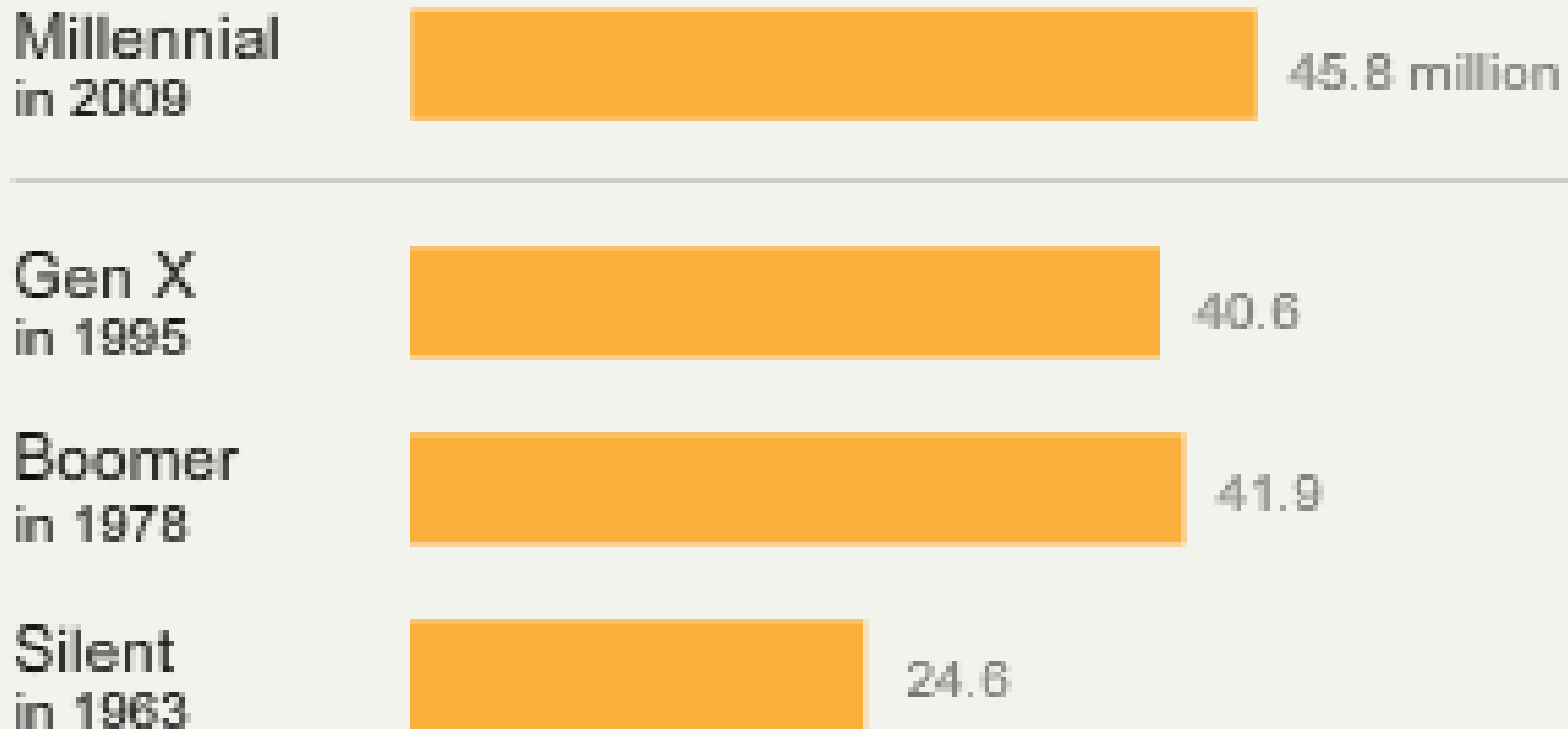
- Words – a language of inclusiveness and social tolerance
- Frame of mind – search and doubt
- Tone of the exchange – conversational, humor-inflected
- Pathways – digital technology ... Entry points are mediated through social networks, social media, and trusted partners
- Influence – organizations and message makers can be “nodes” in people’s social networks



# Basic demographics

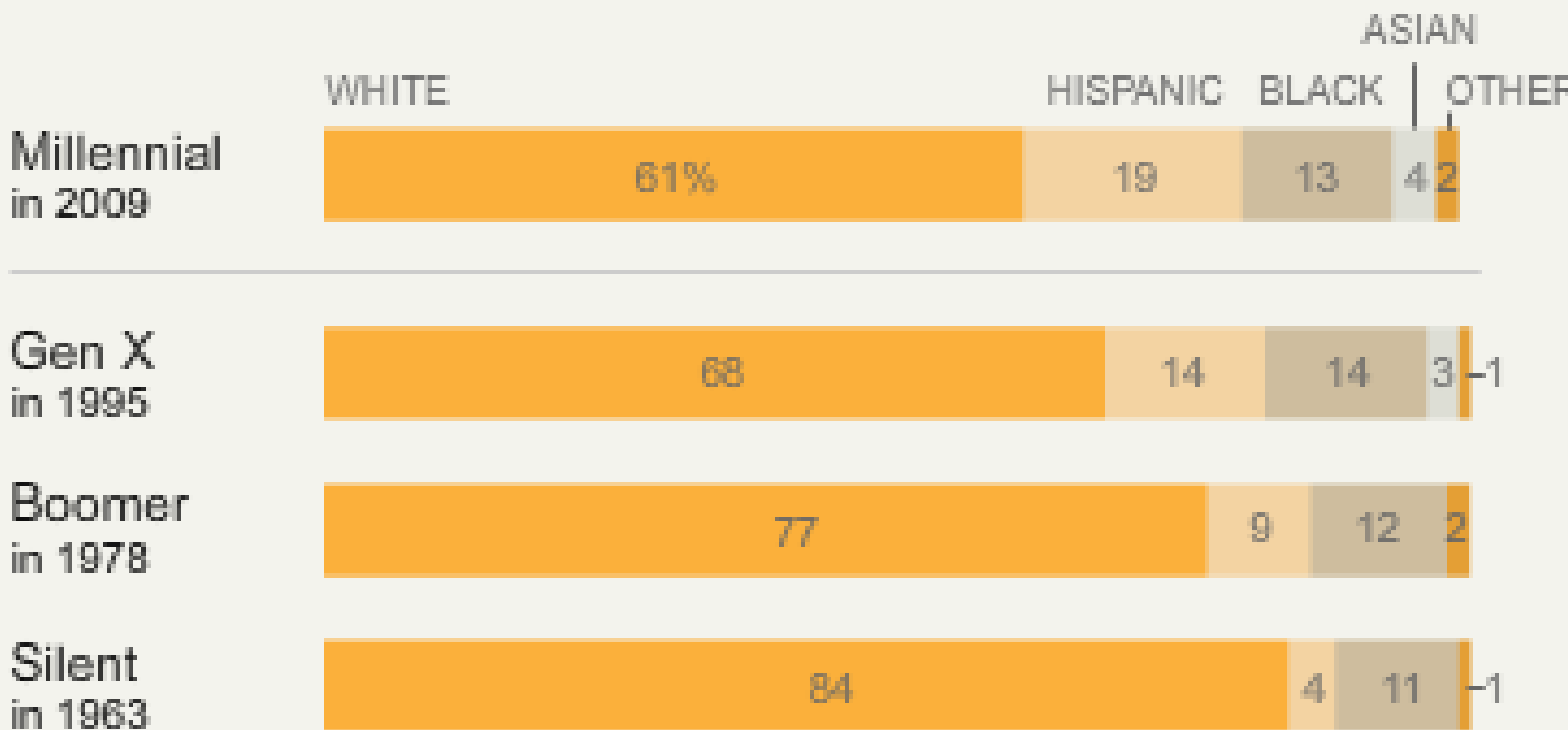
# Population - bigger

## Population, ages 18-28



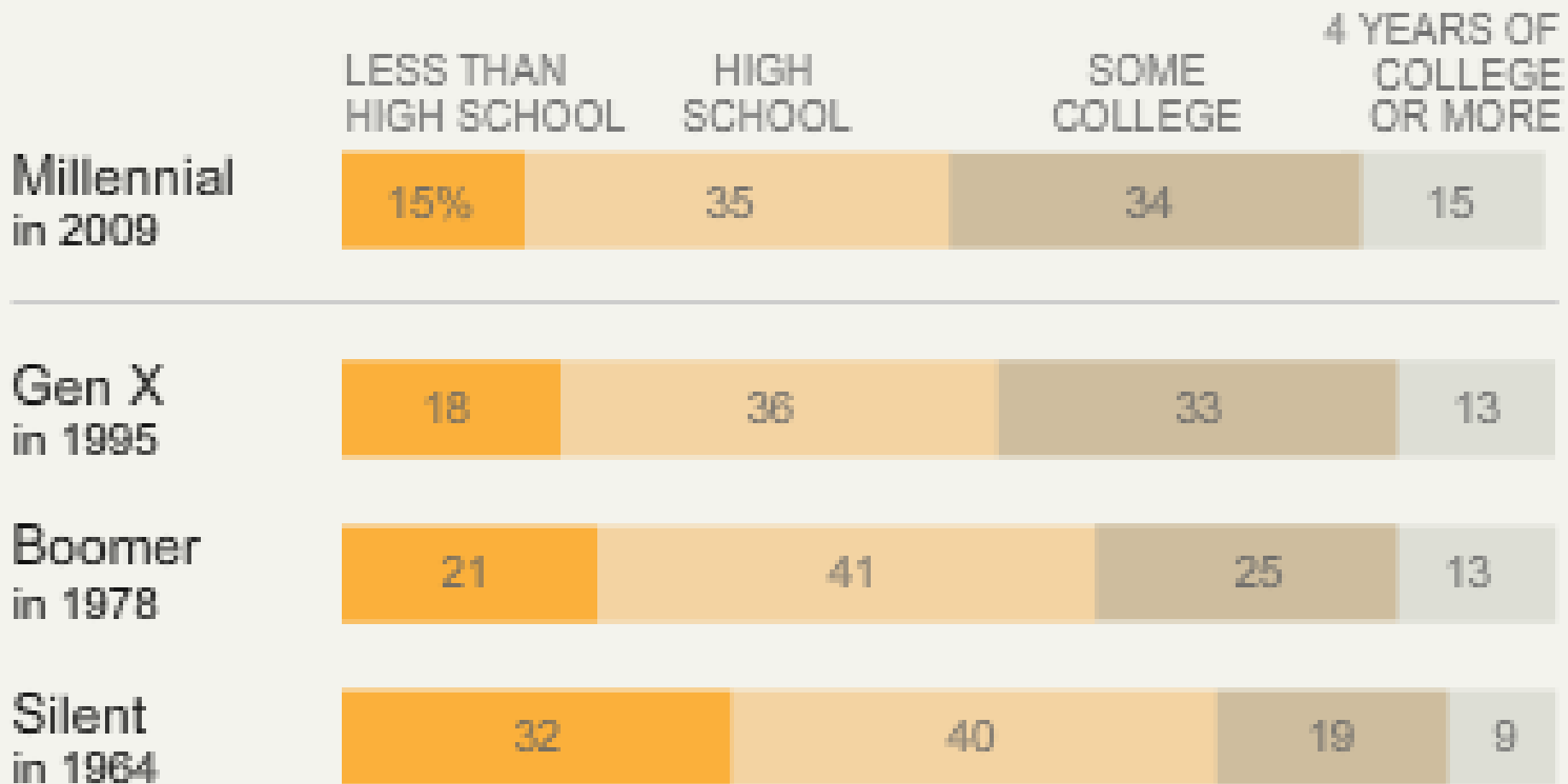
# Race and ethnicity – more diverse

## Race/Ethnicity, ages 18-28



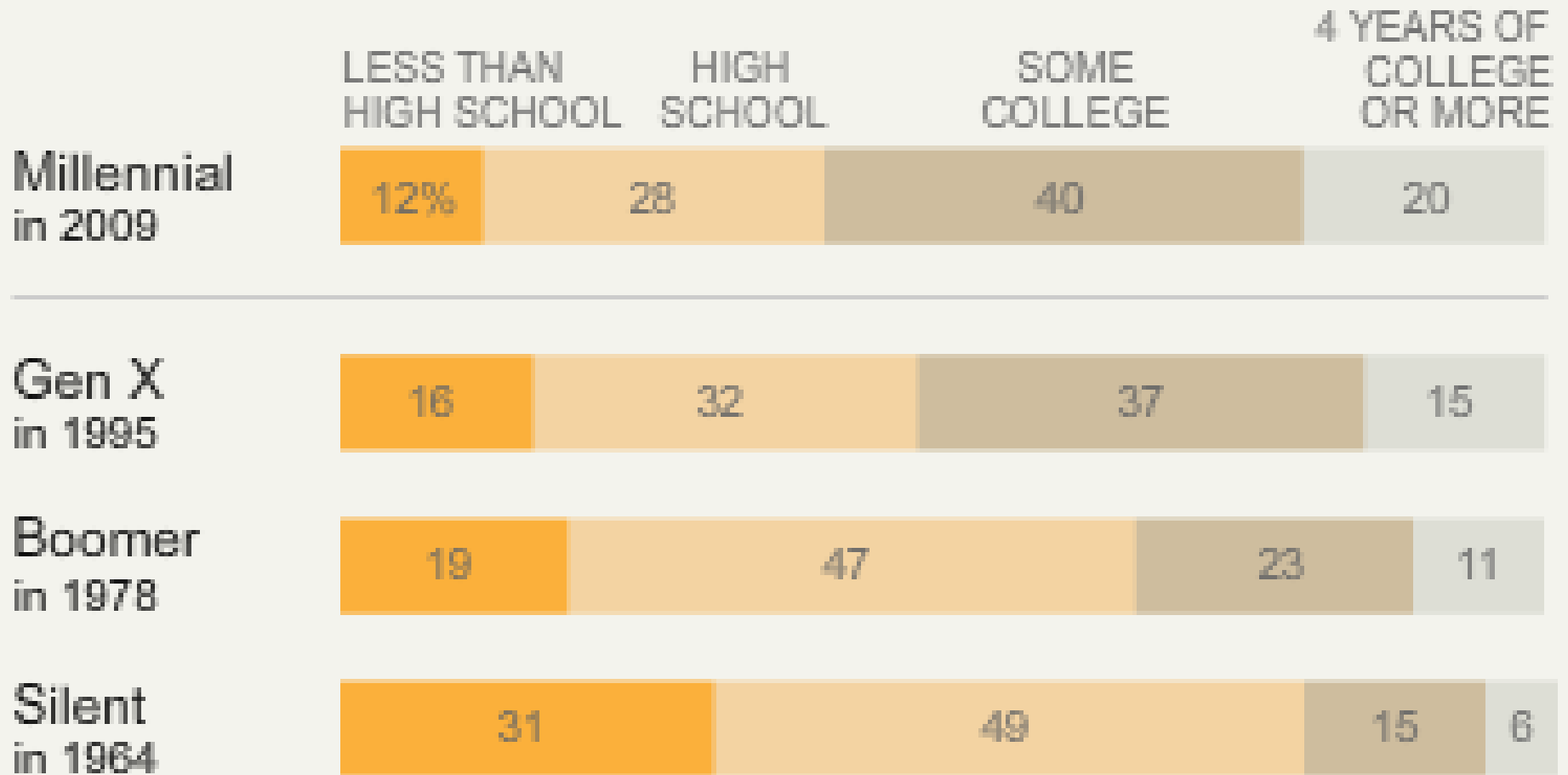
# Male education level – better educated

## Male Education, ages 18-28



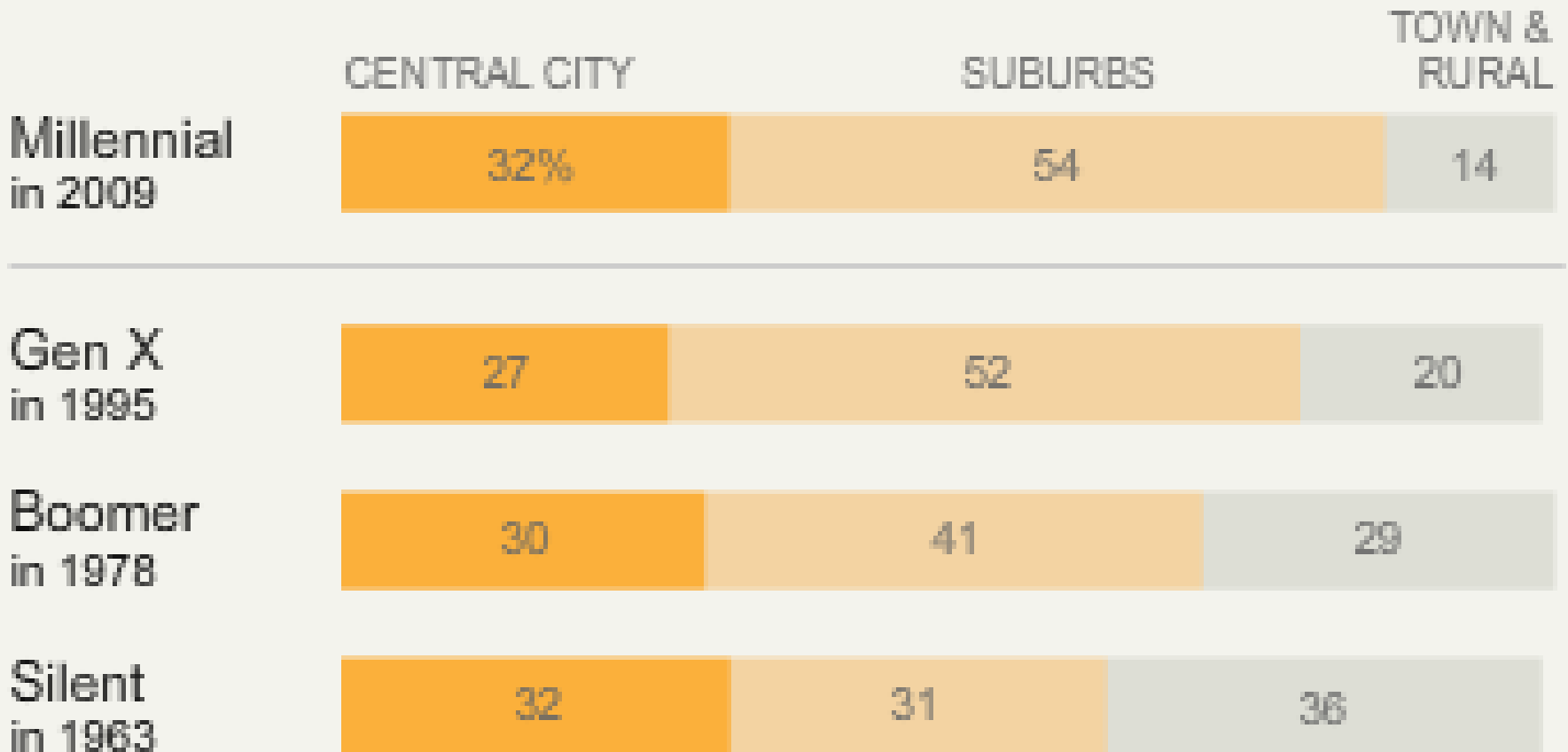
# Female education level – better educated

## Female Education, ages 18-28



# Community type – less rural

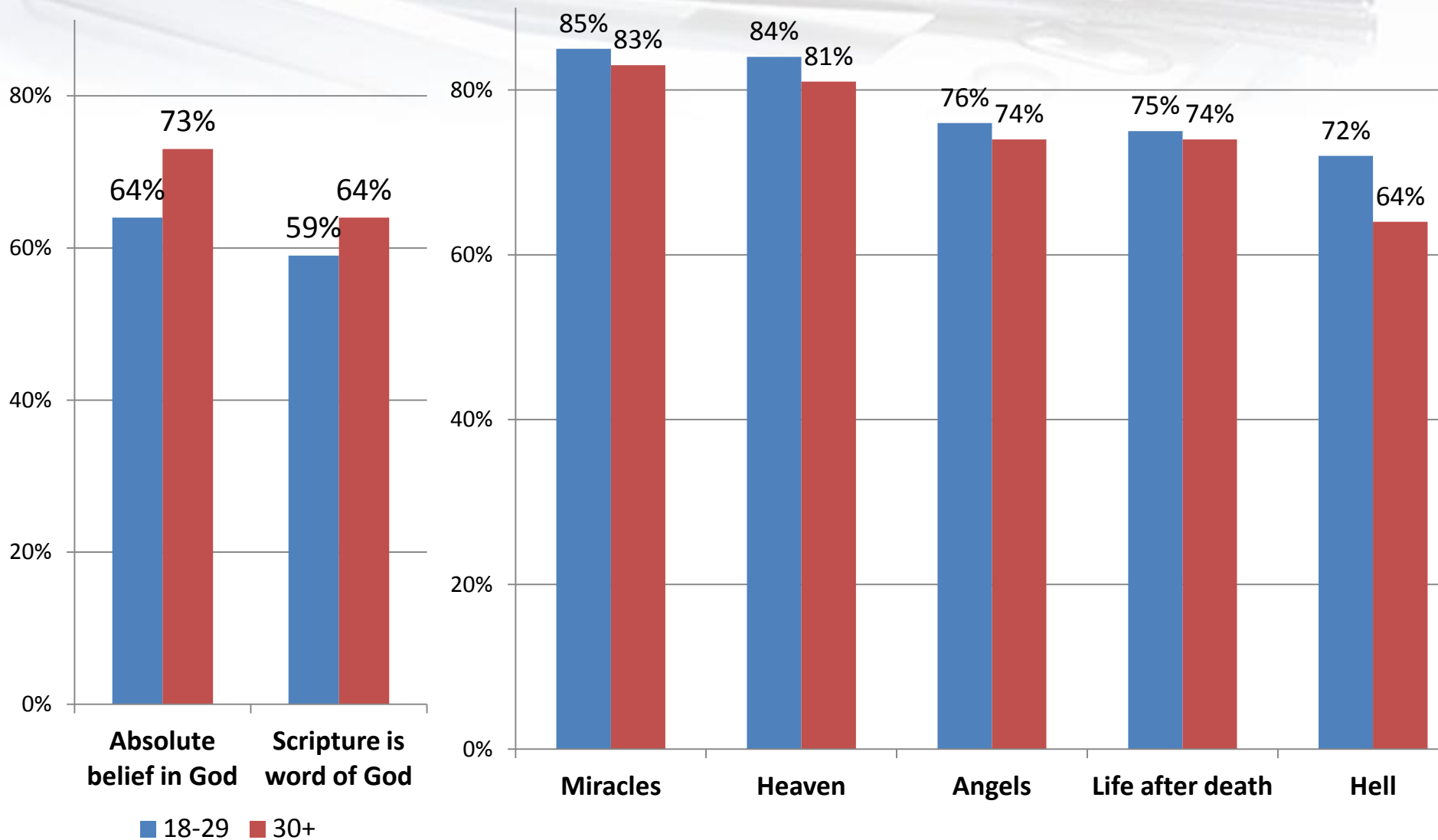
## Community Type, ages 18-28





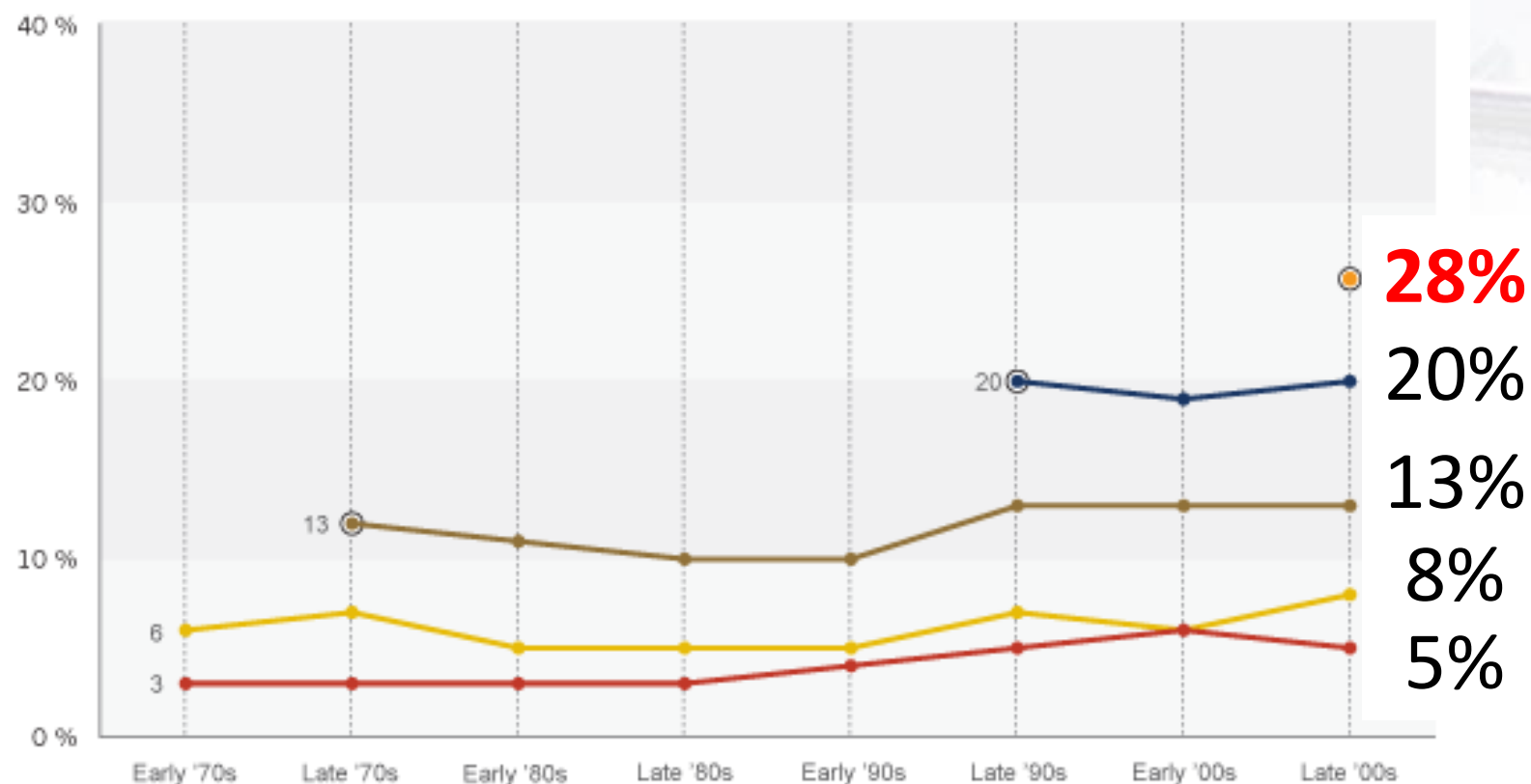
# Religious and spiritual lives

# Basic beliefs



# Young People Less Religiously Affiliated

Percent unaffiliated with a religion, by generation



**Source:** General Social Surveys.

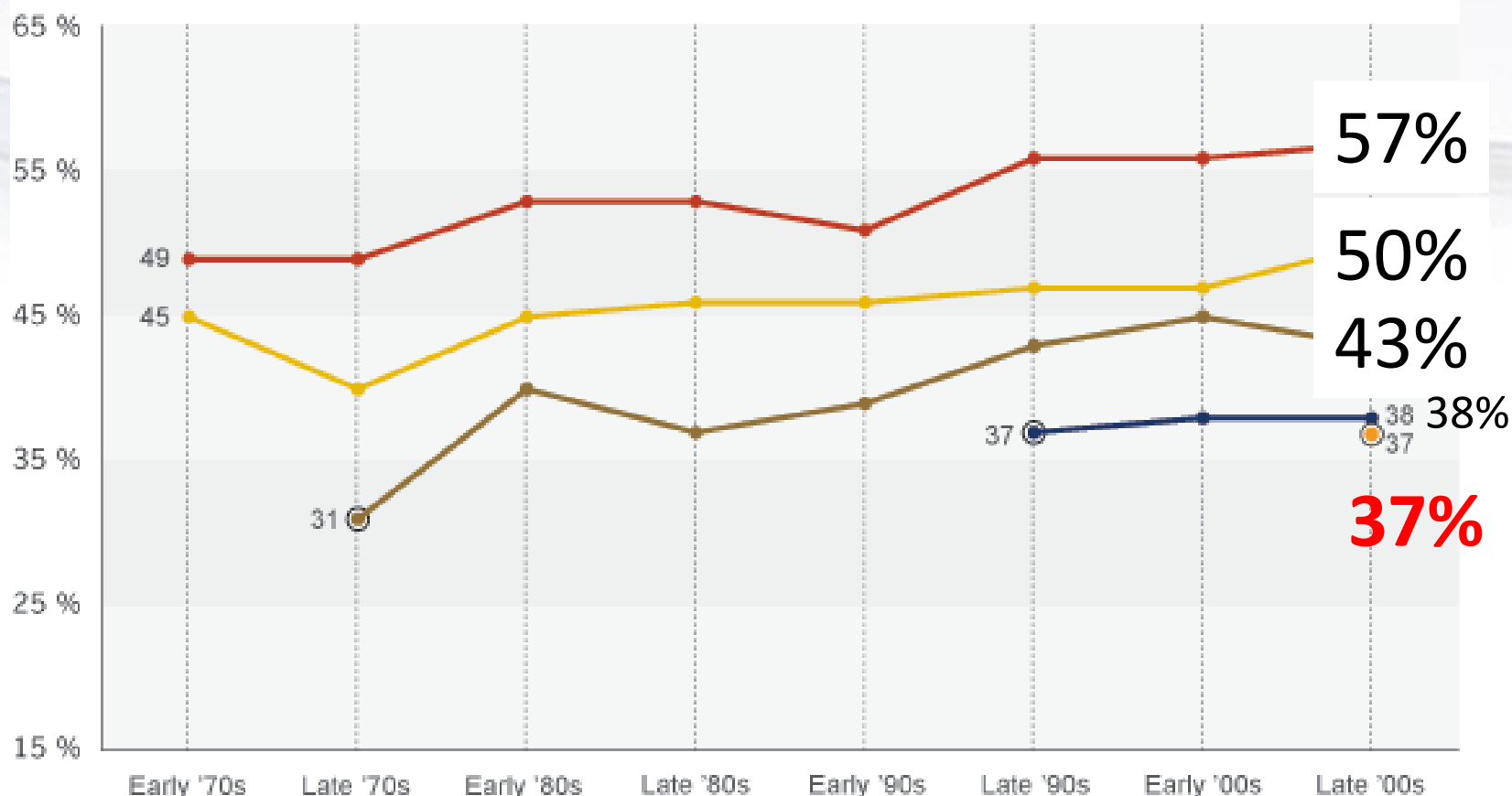
**Question Wording:** What is your religious preference?

Is it Protestant, Catholic, Jewish, some other religion or no religion?

- Millennial (born 1981 or later)
- Gen X (born 1965-80)
- Boomer (born 1946-64)
- Silent (born 1928-45)
- Greatest (born before 1928)
- ⊙ Indicates point when generations were at comparable ages

# Intensity of Religious Affiliation, by Generation

Percent saying they are a "strong" member of their religion



**Source:** General Social Surveys.

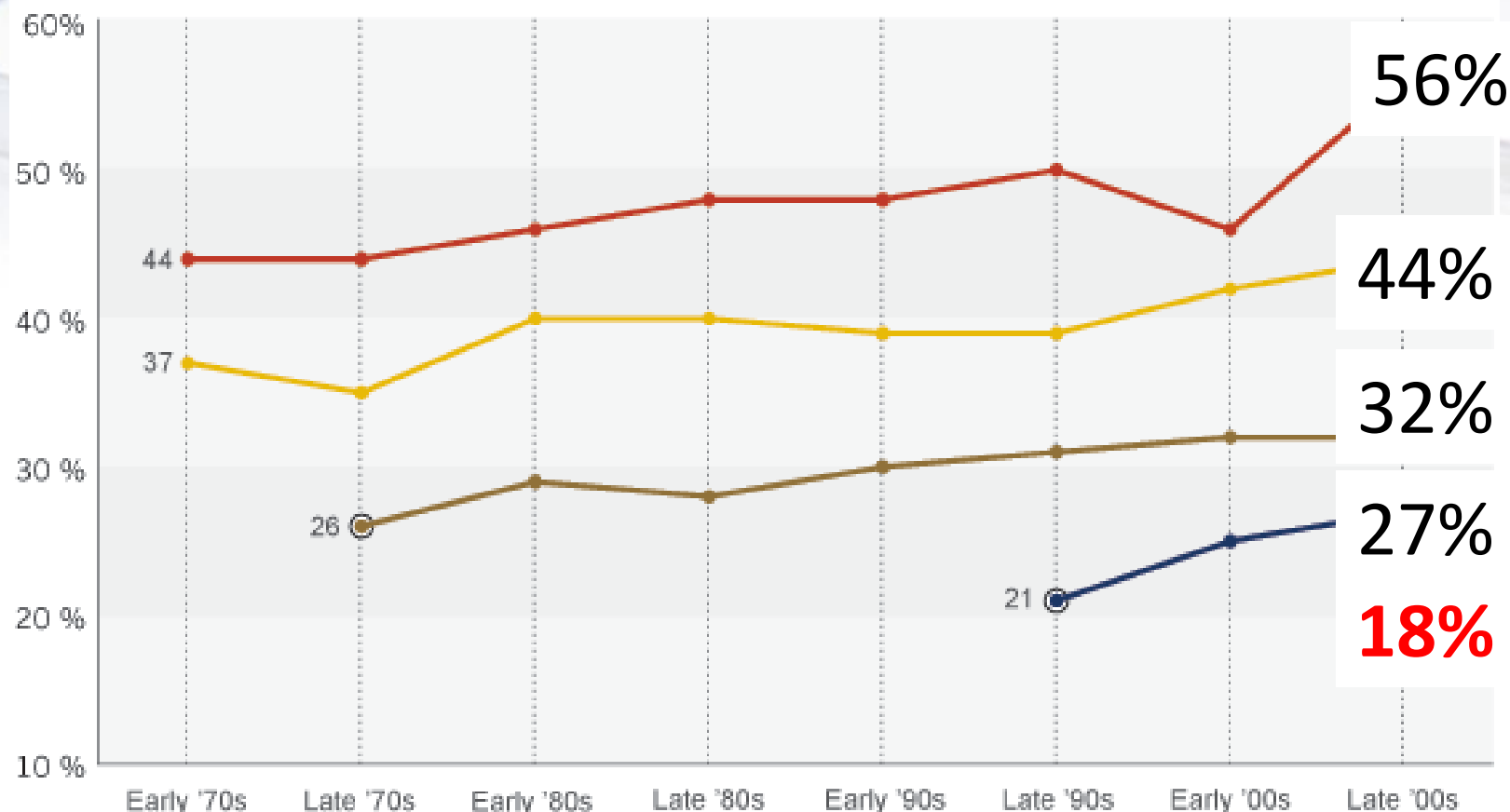
Based on those affiliated with a religion.

**Question wording:** Would you call yourself a strong [INSERT RELIGIOUS PREFERENCE] or a not very strong [INSERT RELIGIOUS PREFERENCE]?

- Millennial (born 1981 or later)
- Gen X (born 1965-80)
- Boomer (born 1946-64)
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# Attendance at Religious Services, by Generation

Percent saying they attend several times a week, every week or nearly every week



**Source:** General Social Surveys.

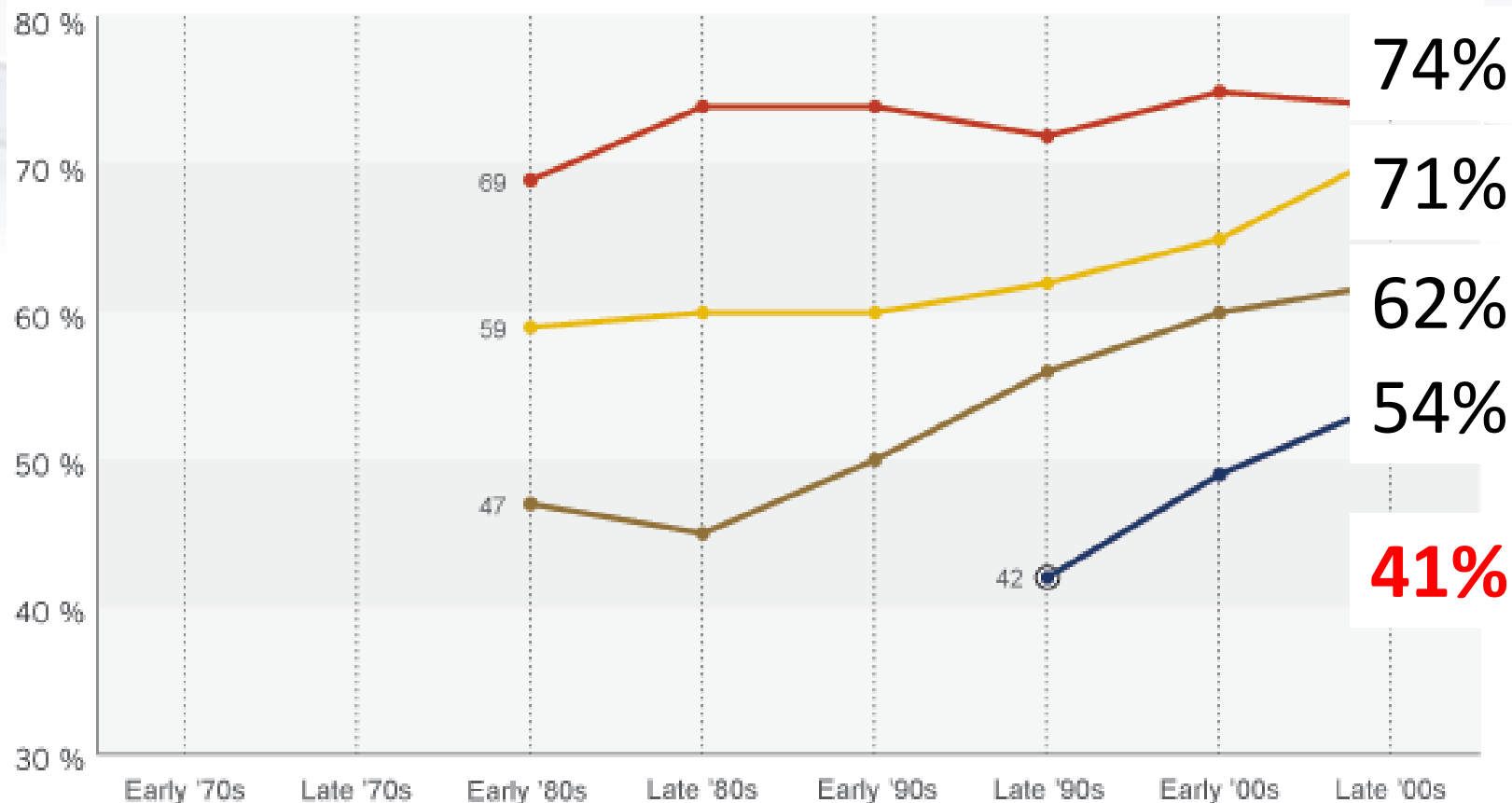
**Question wording:** How often do you attend religious services?

[RESPONSE CATEGORIES, USED AS PROBES AS NECESSARY: Never, less than once a year, about once or twice a year, several times a year, about once a month, two to three times a month, nearly every week, every week, several times a week.]

- Millennial (born 1981 or later)
- Gen X (born 1965-80)
- Boomer (born 1946-64)
- Silent (born 1928-45)
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# Daily Prayer, by Generation

Percent saying they pray daily



Source: General Social Surveys.

Question wording: About how often do you pray?

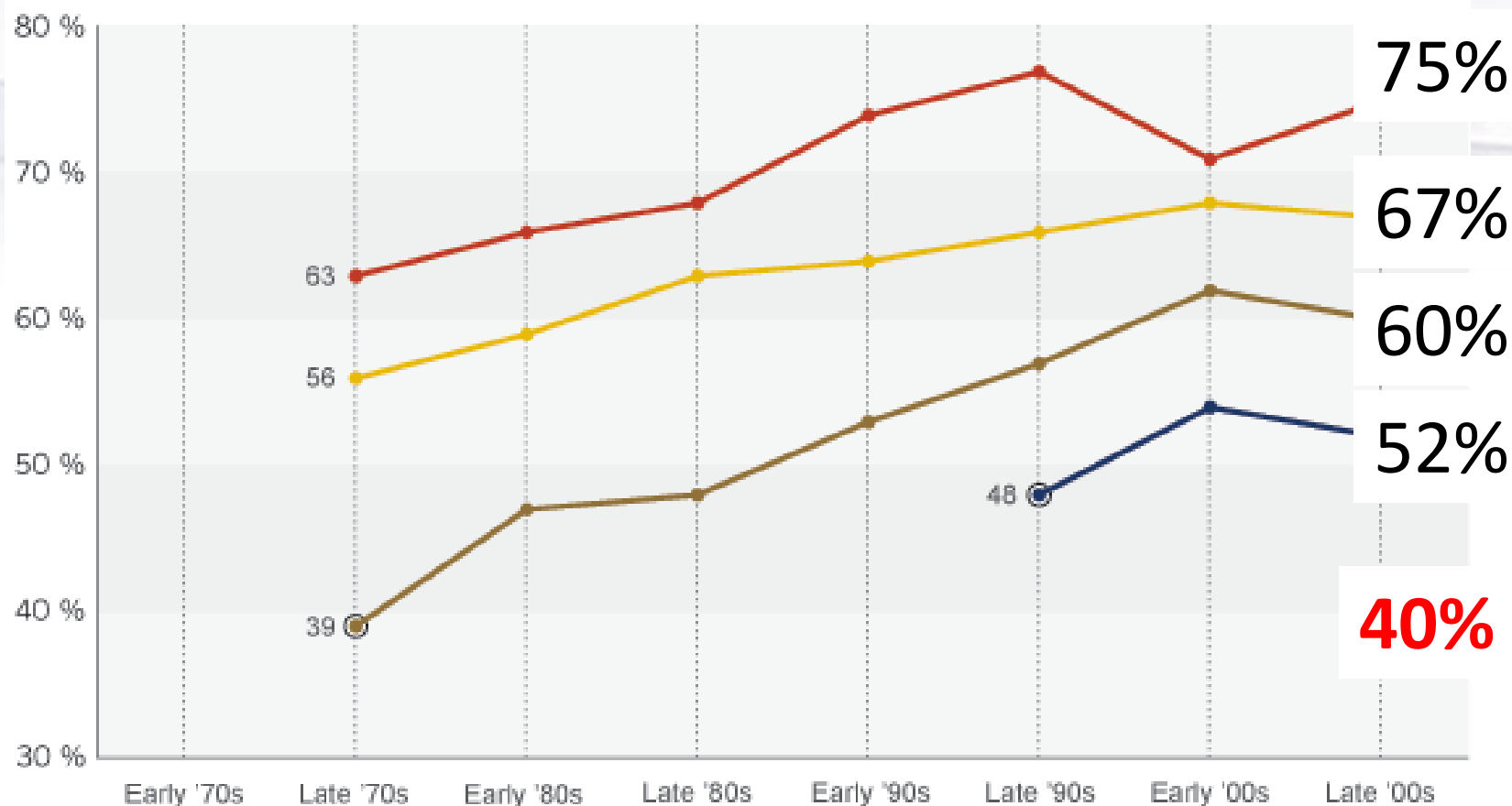
[RESPONSE CATEGORIES, USED AS PROBES AS NECESSARY:

Several times a day, once a day, several times a week, once a week, less than once a week, never.]

- Millennial (born 1981 or later)
- Gen X (born 1965-80)
- Boomer (born 1946-64)
- Silent (born 1928-45)
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# Importance of Religion, by Generation

Percent saying religion is very important in their lives



Source: Gallup Surveys.

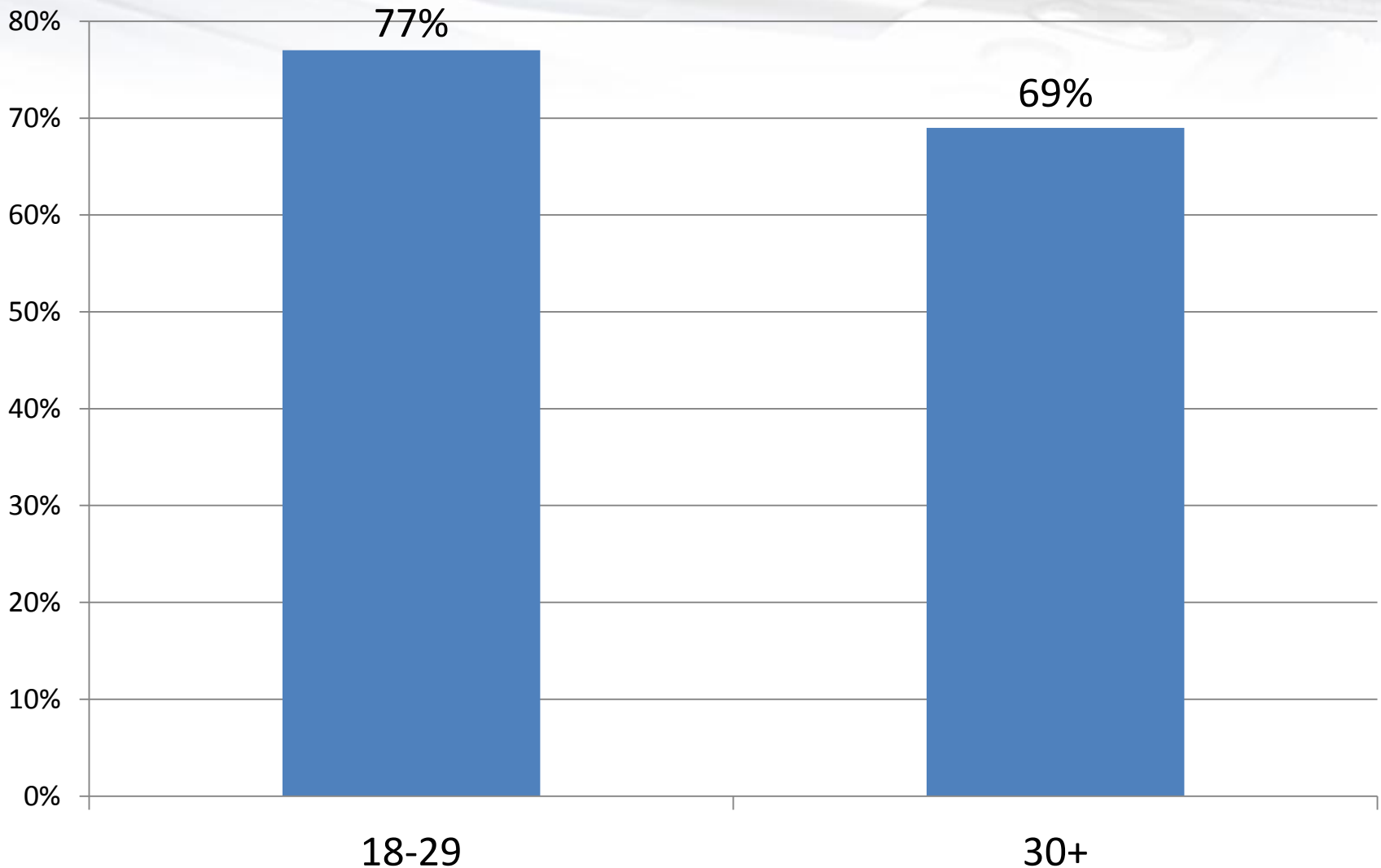
Question wording: How important would you say religion is in your own life - very important, fairly important, or not very important?

- Millennial (born 1981 or later)
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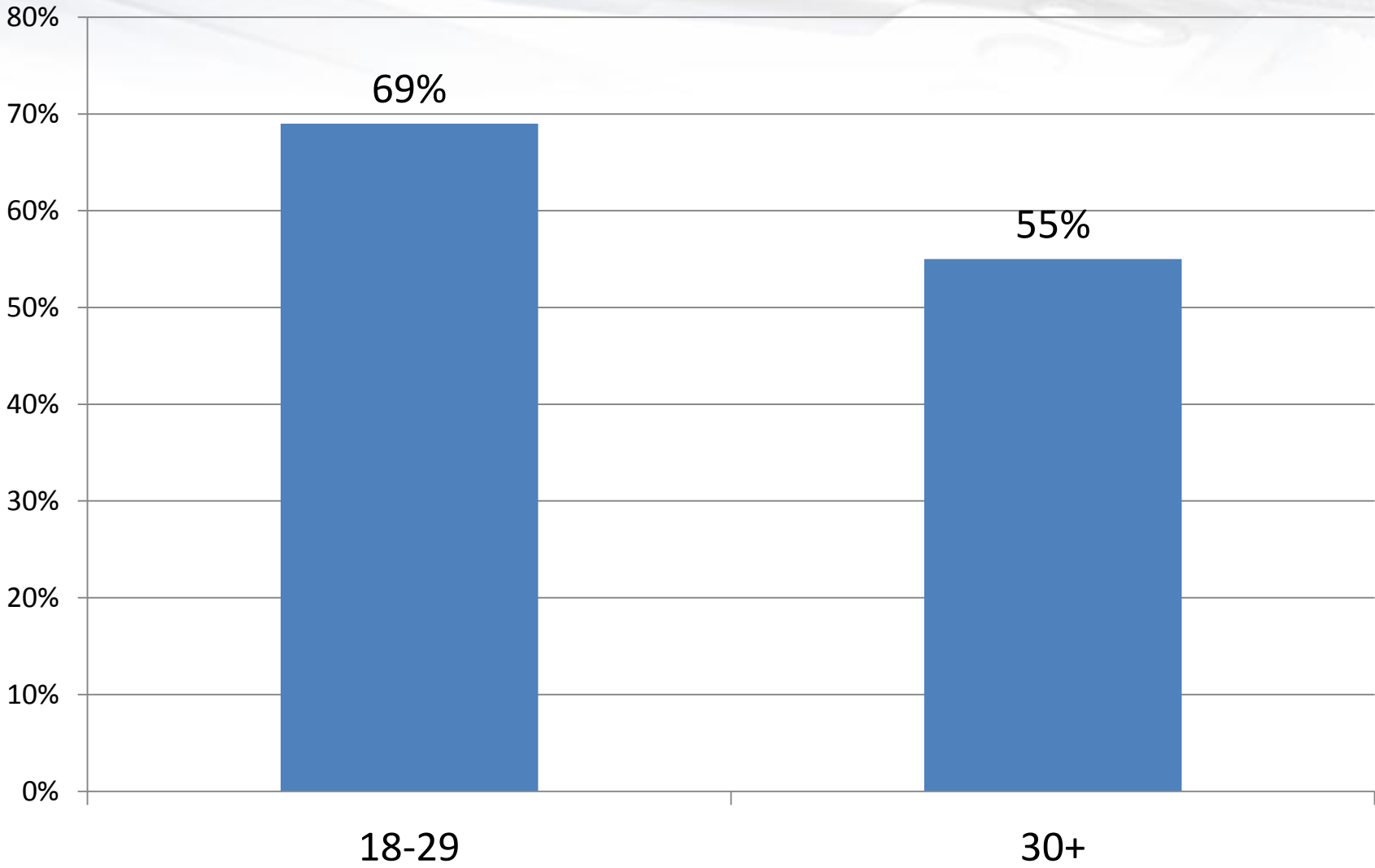


# Distinctive values

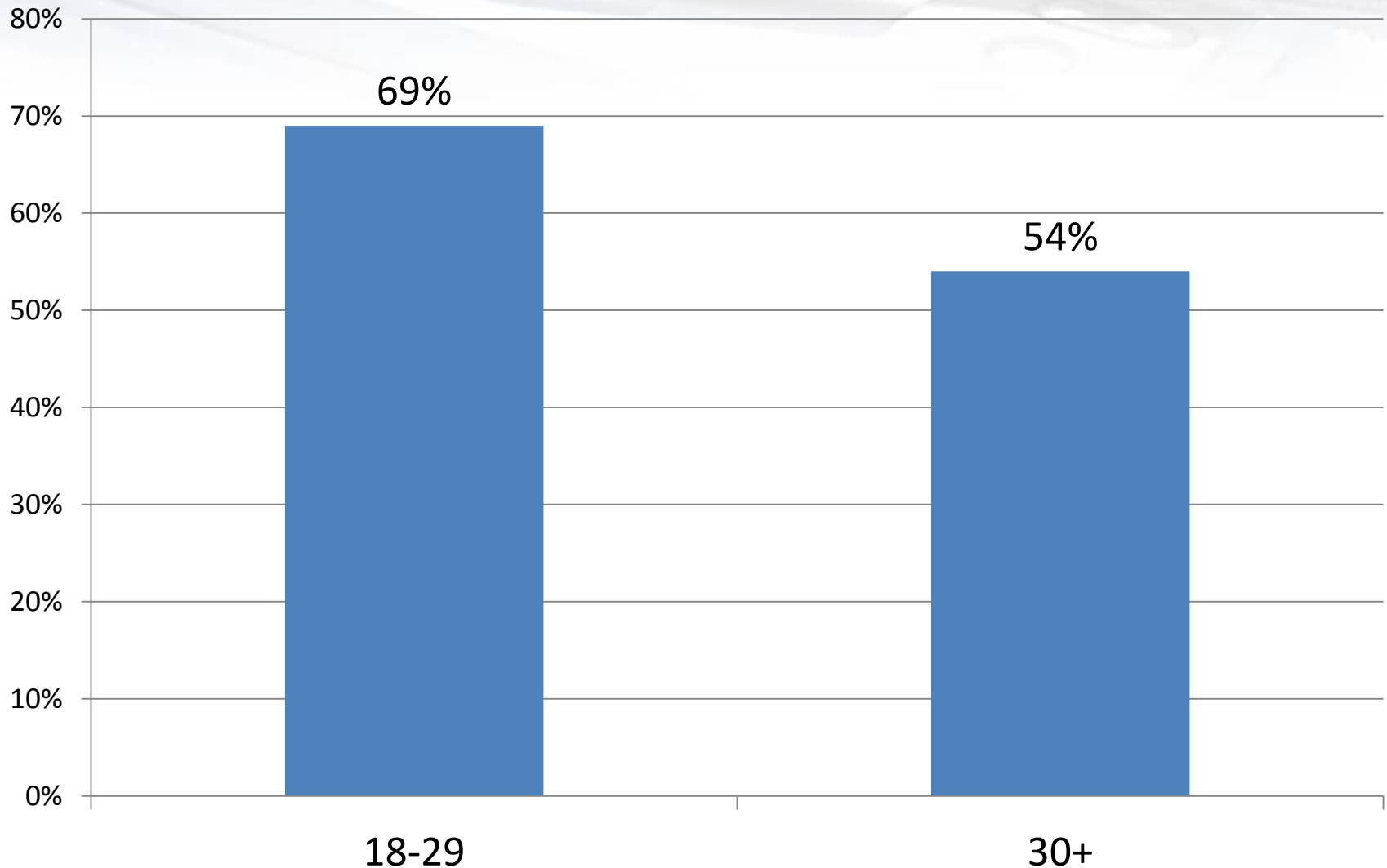
# This country should do whatever it takes to protect the environment



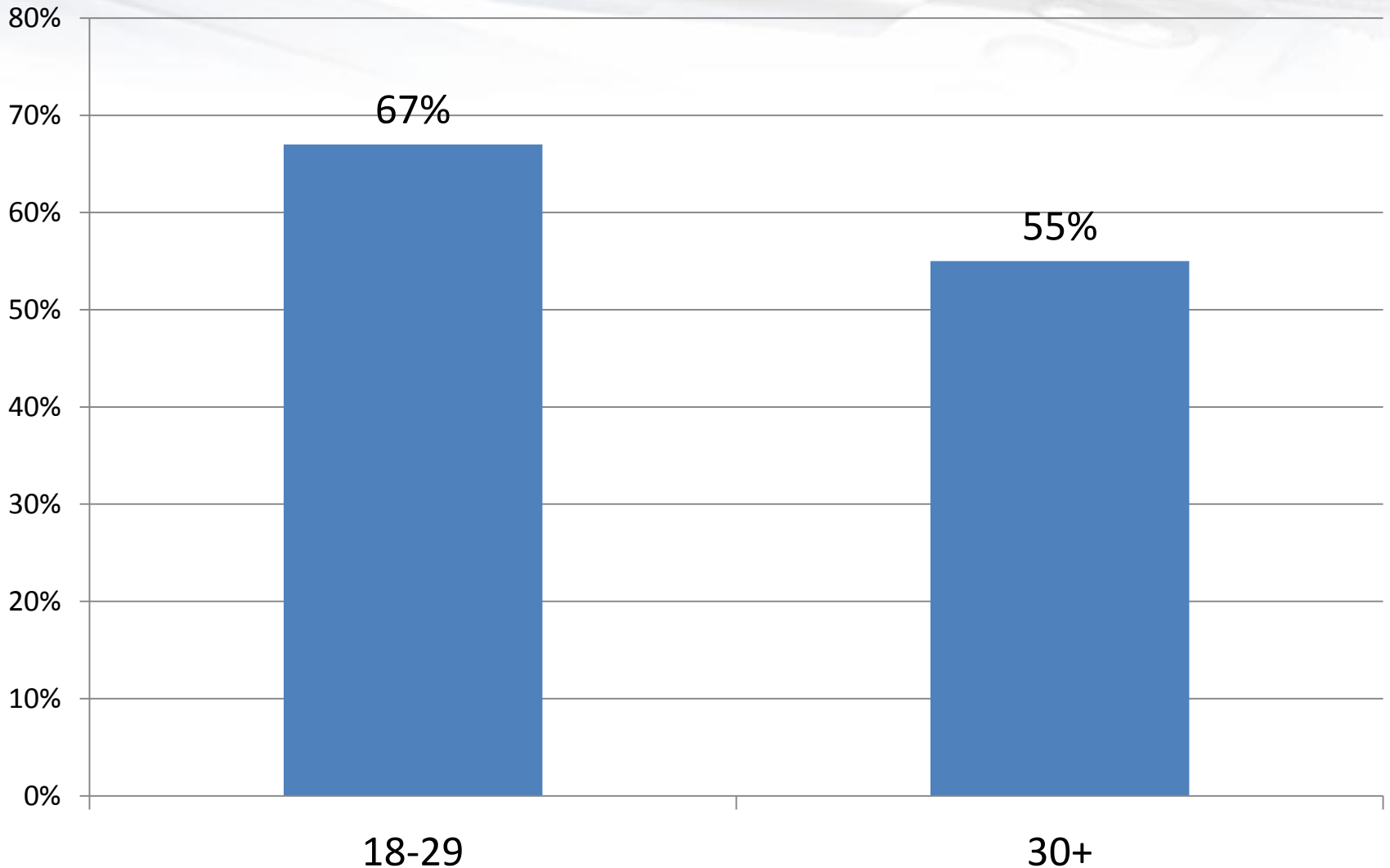
# Homosexuality should be accepted by society



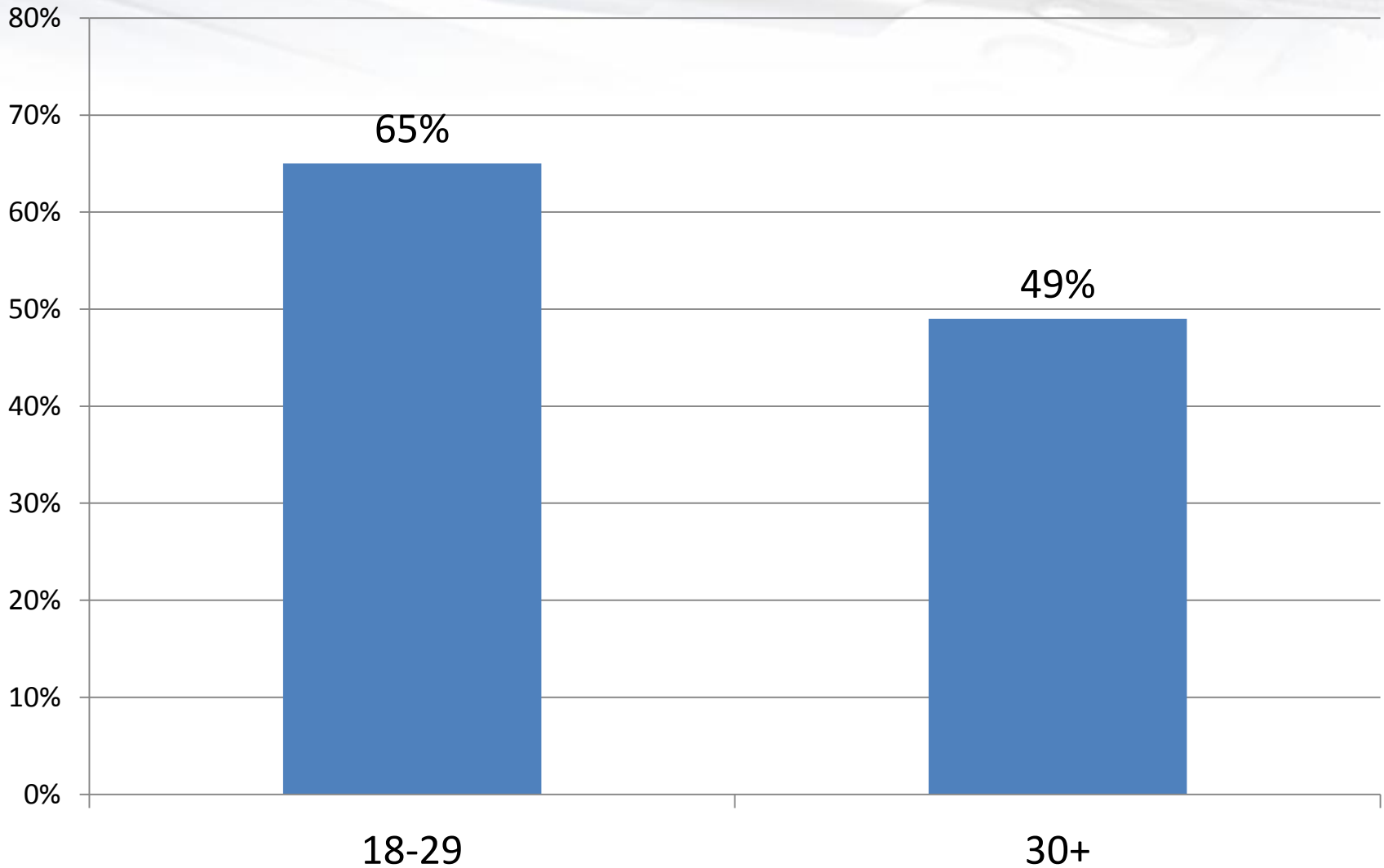
# The government should play a significant role in reducing obesity among children



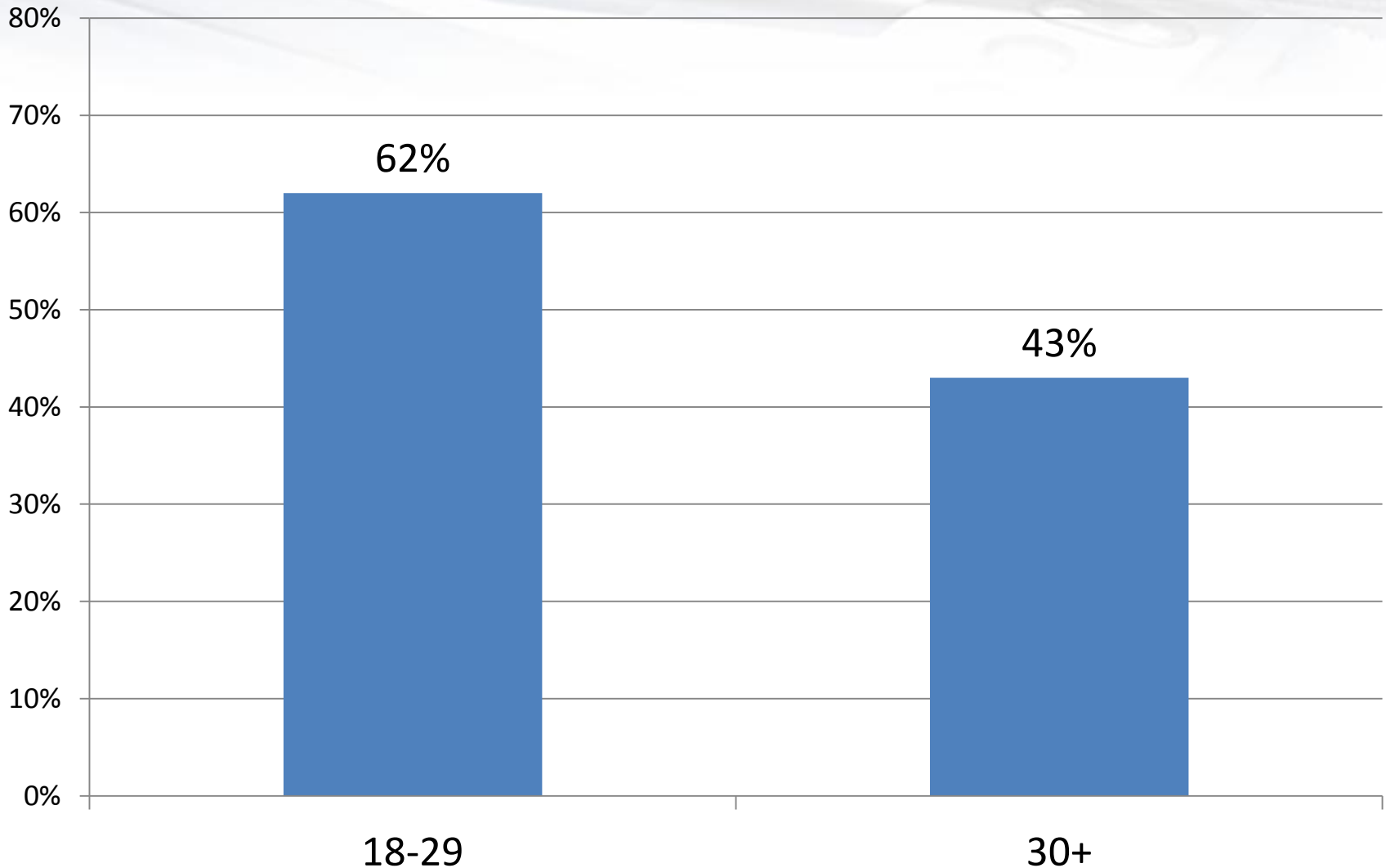
# Public school libraries should be allowed to carry any books they want



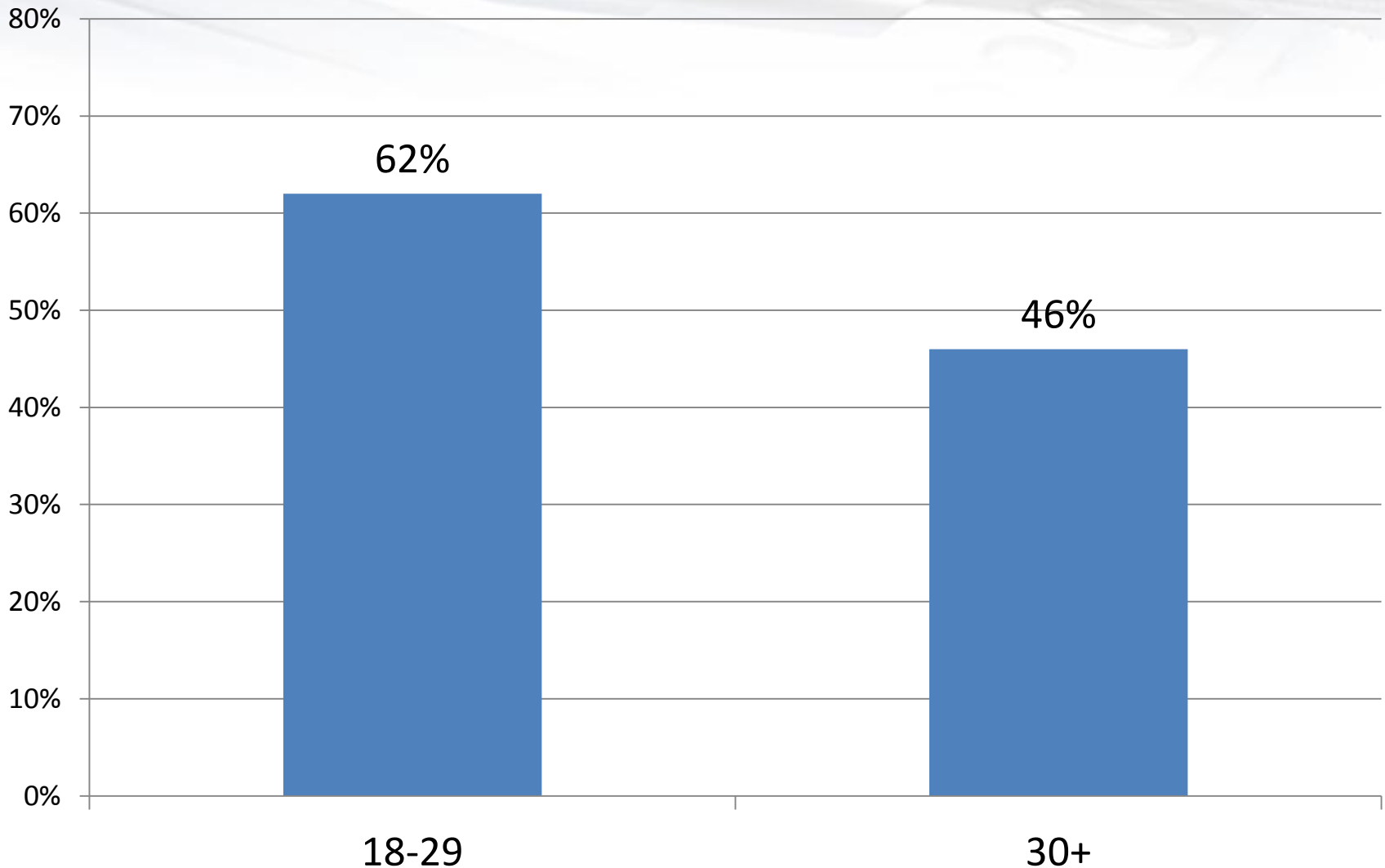
# Relying too much on military force to defeat terrorism creates hatred that leads to more terrorism



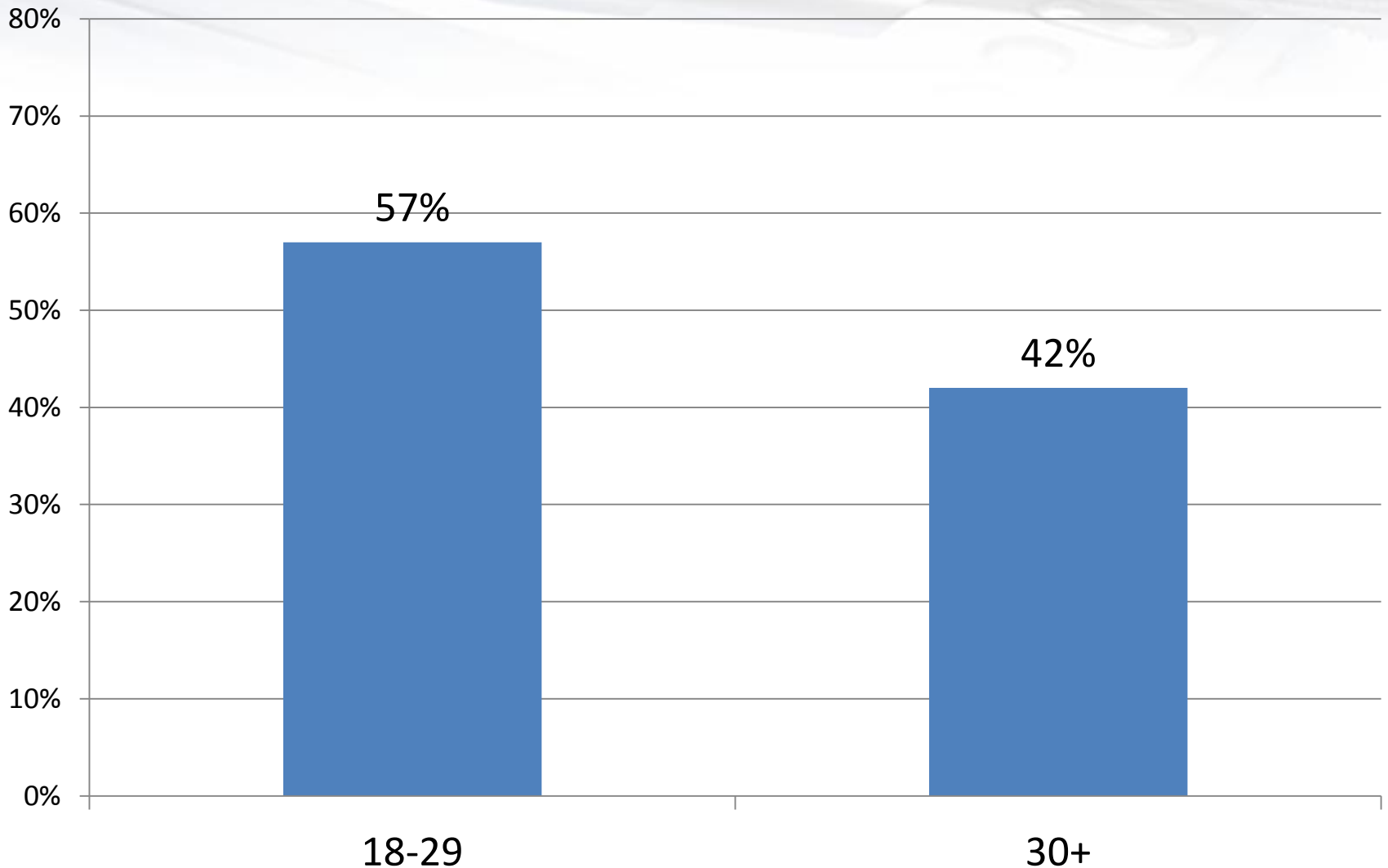
# It's acceptable to refuse to fight in a war you believe is morally wrong



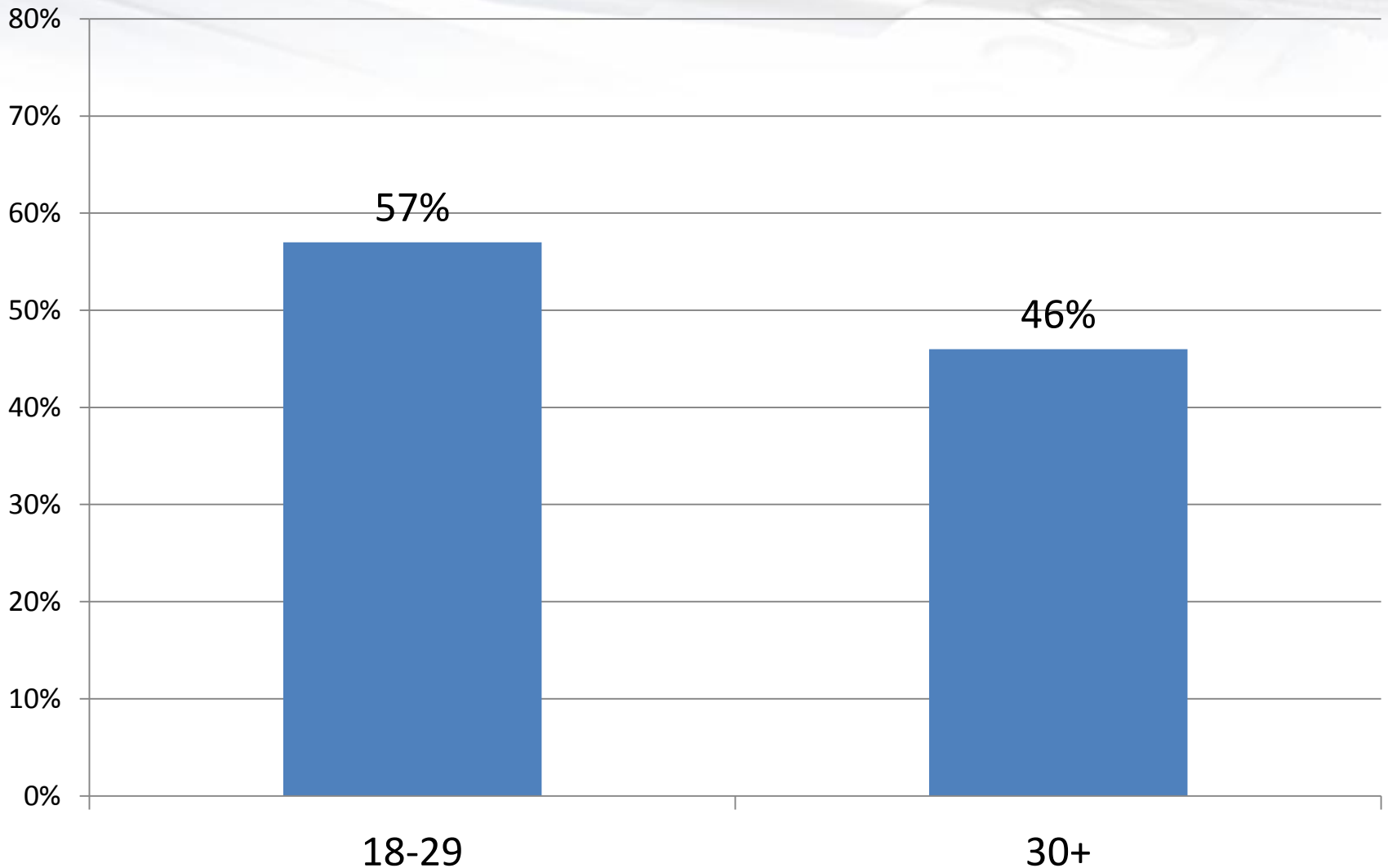
# The Supreme Court should base its rulings on its understanding of what the US Constitution means in current times



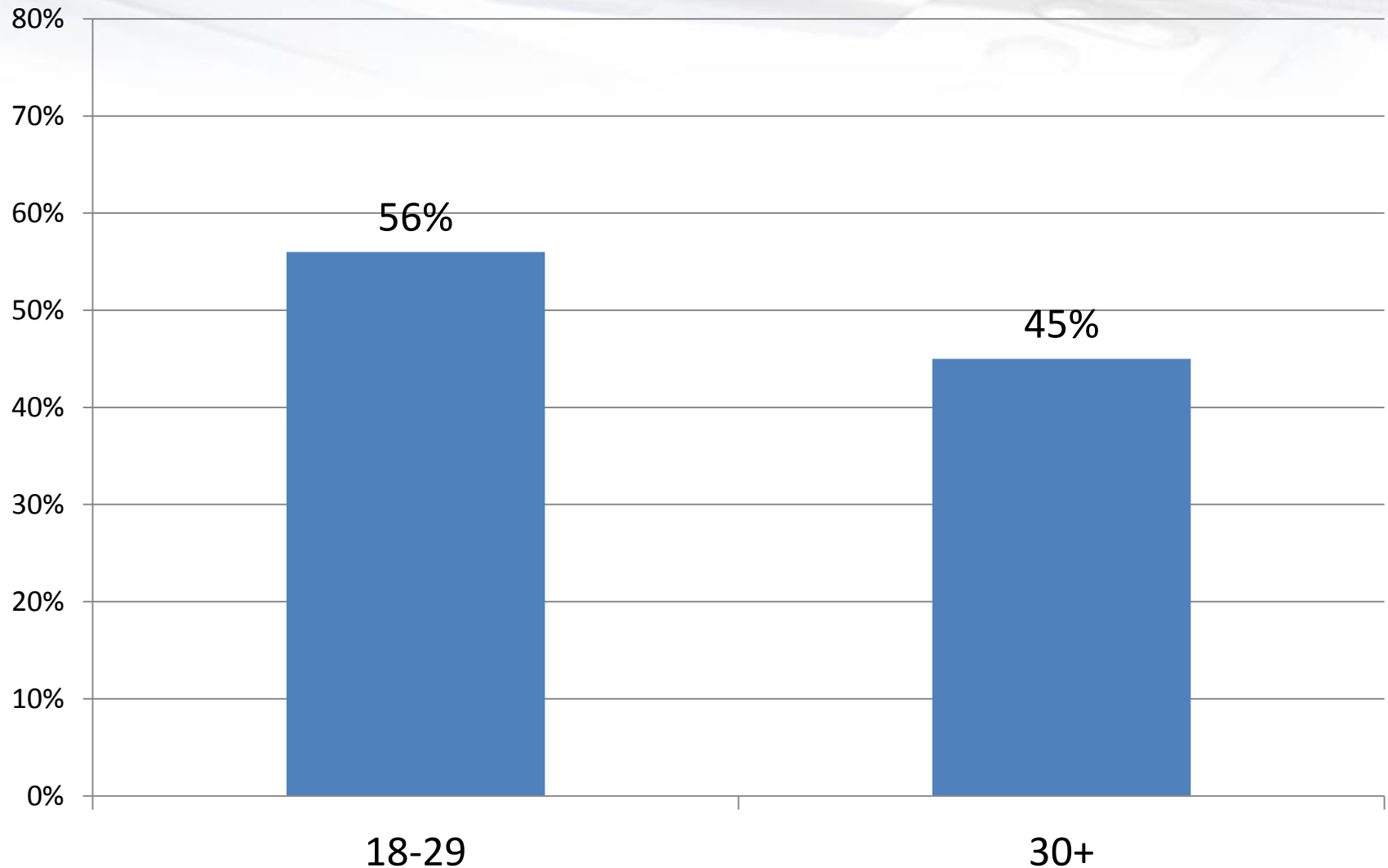
# Immigrants today strengthen our country because of their hard work and talents



# It is not necessary to believe in God in order to be moral and have good values



# Poor people have hard lives because government benefits don't go far enough to help them



## Millennials vs. Gen X When They Were Young

% saying each is one of the most important things in their life



Source: Data from 1997 are from the Washington Post/Henry J. Kaiser Family Foundation/Harvard University Gender Survey, conducted August 14-27, 1997.

PewResearchCenter

A white tablet is shown in the upper left corner, with a silver pen and a stylus resting on its surface. The background is a light, neutral color.

# Technology and media

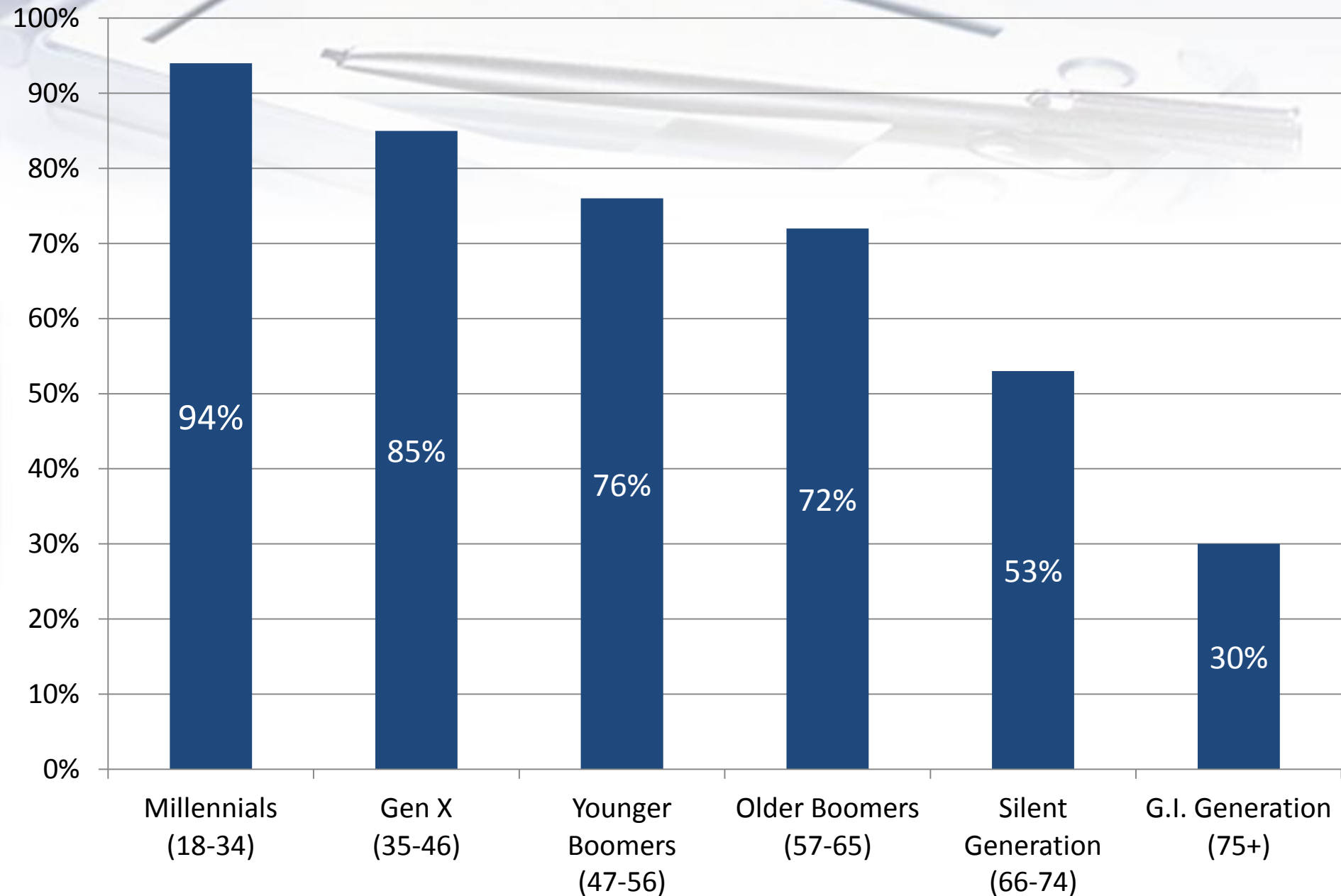
# Self-definition = technology aptitude

## What Makes Your Generation Unique?

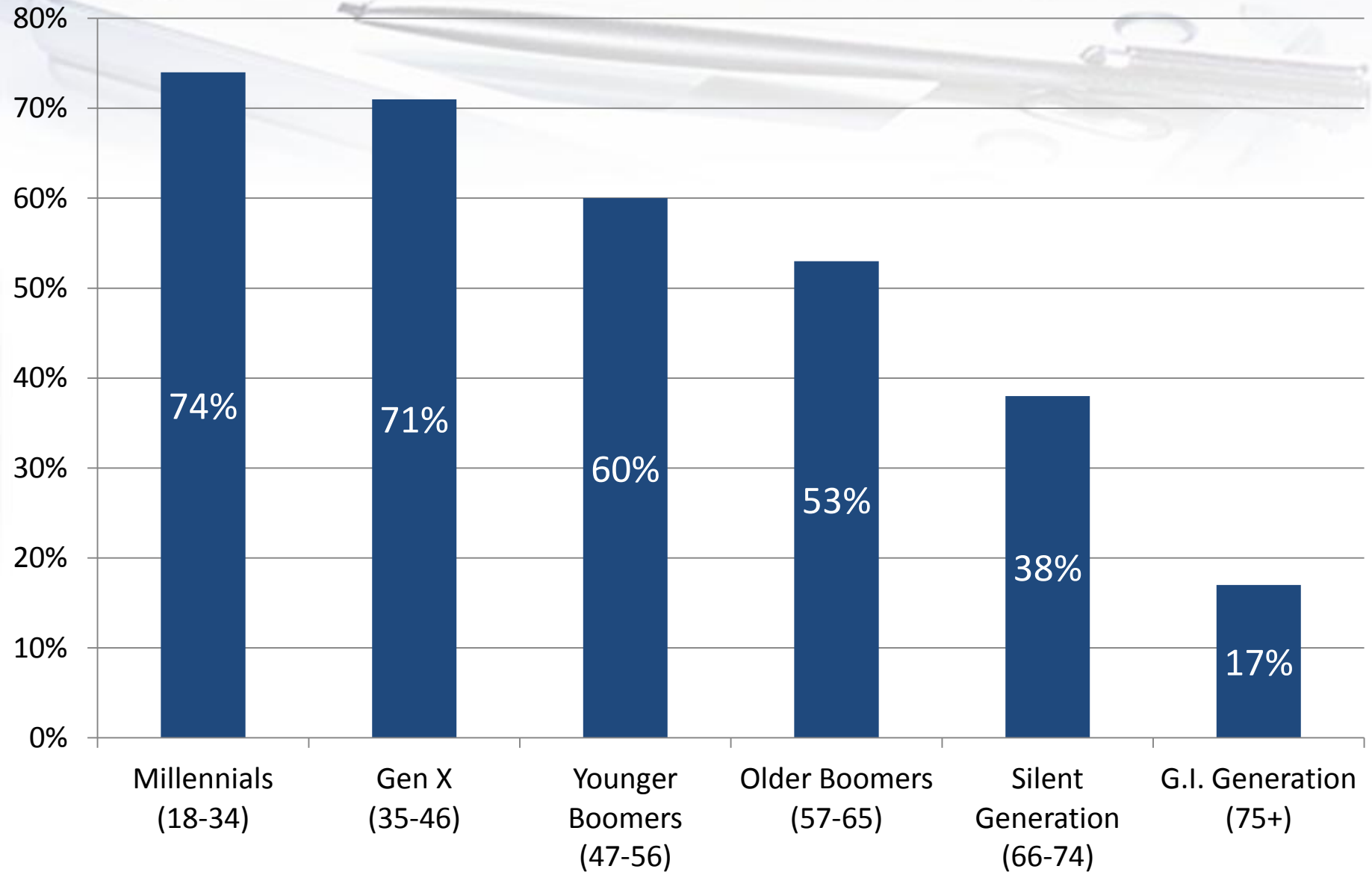
<u>Millennial</u>	<u>Gen X</u>	<u>Boomer</u>	<u>Silent</u>
1. Technology use (24%)	Technology use (12%)	Work ethic (17%)	WW II, Depression (14%)
2. Music/Pop culture (11%)	Work ethic (11%)	Respectful (14%)	Smarter (13%)
3. Liberal/tolerant (7%)	Conservative/Trad'l (7%)	Values/Morals (8%)	Honest (12%)
4. Smarter (6%)	Smarter (6%)	"Baby Boomers" (6%)	Work ethic (10%)
5. Clothes (5%)	Respectful (5%)	Smarter (5%)	Values/Morals (10%)

Note: Based on respondents who said their generation was unique/distinct. Items represent individual, open-ended responses. Top five responses are shown for each age group. Sample sizes for sub-groups are as follows: Millennials, n=527; Gen X, n=173; Boomers, n=283; Silent, n=205.

# Internet users – 78% of adults



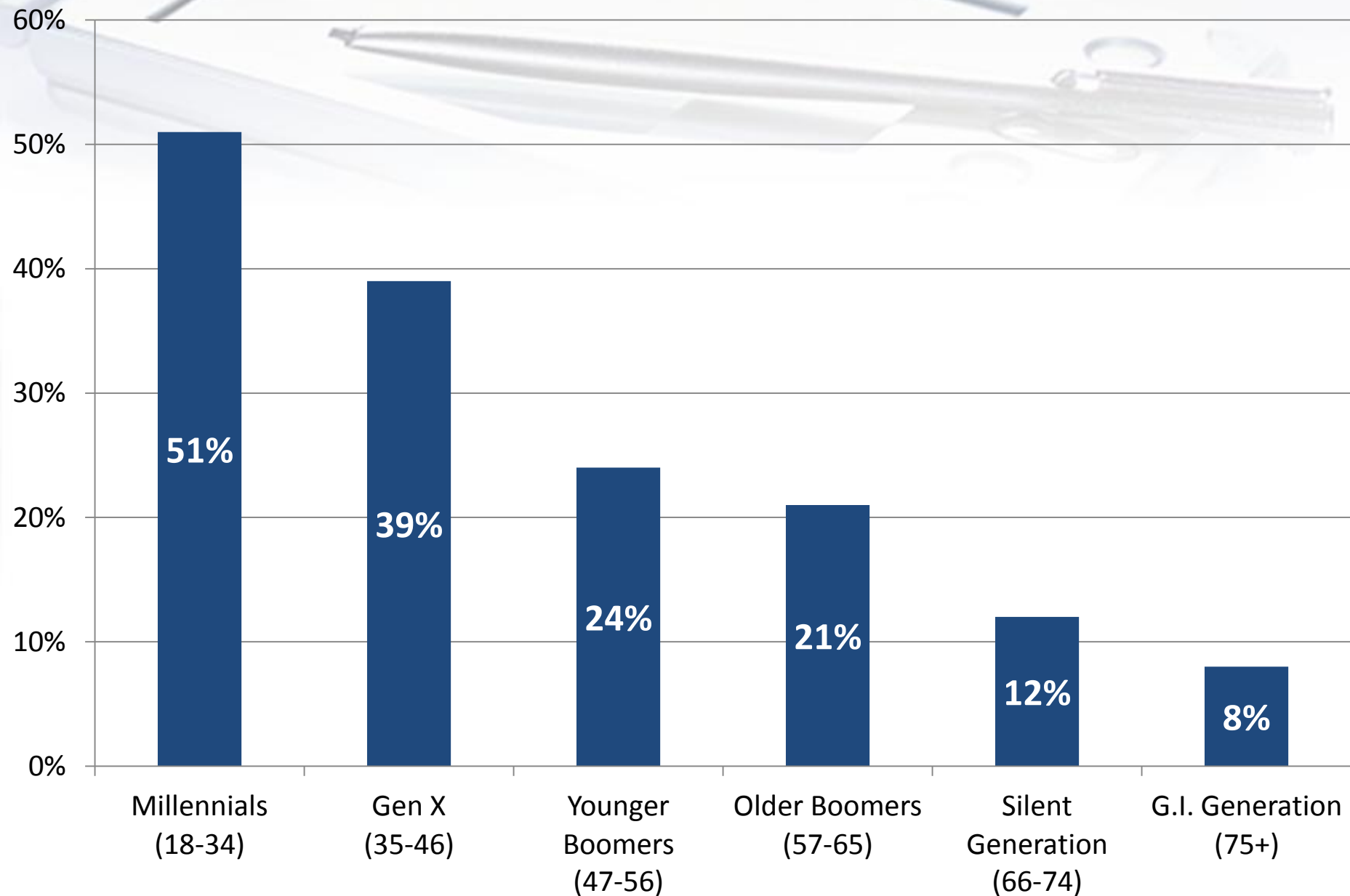
# Broadband at home – 61% of adults



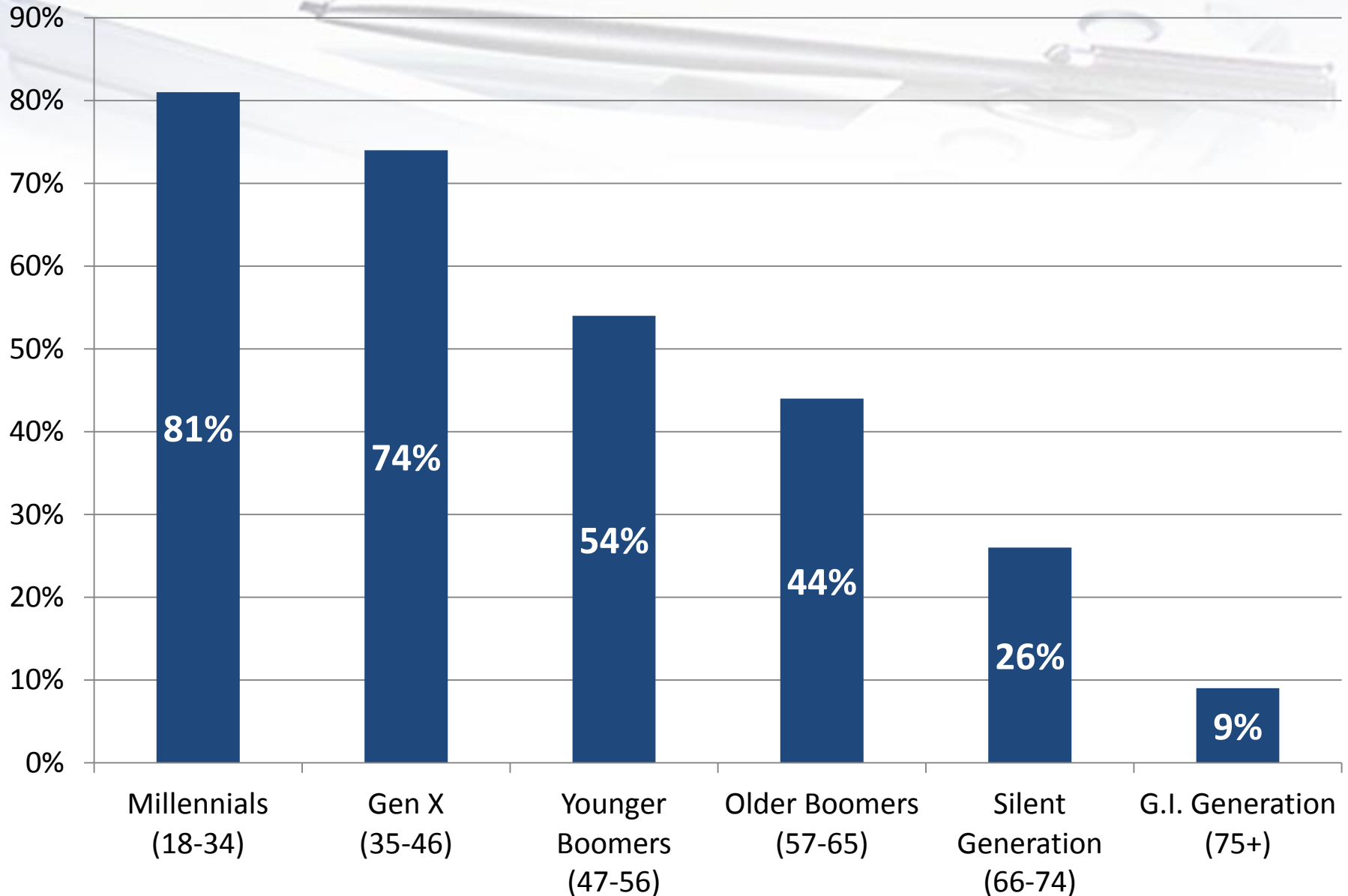
# Digital devices

	Millennials (18-34)	Gen X (35-46)	Younger Boomers (47-56)	Older Boomers (57-65)	Silent Generation (66-74)	G.I. Generation (75+)	All online adults (18+)
Cell phone	94%	89%	86%	77%	70%	41%	83%
Desktop computer	55%	67%	62%	61%	48%	29%	57%
Laptop computer	70%	63%	58%	49%	32%	14%	56%
iPod or MP3 player	69%	57%	36%	24%	10%	5%	44%
Game console	63%	63%	38%	19%	8%	3%	42%
e-Book reader	19%	25%	18%	12%	9%	5%	19%
Tablet, like iPad	23%	23%	16%	14%	8%	3%	19%

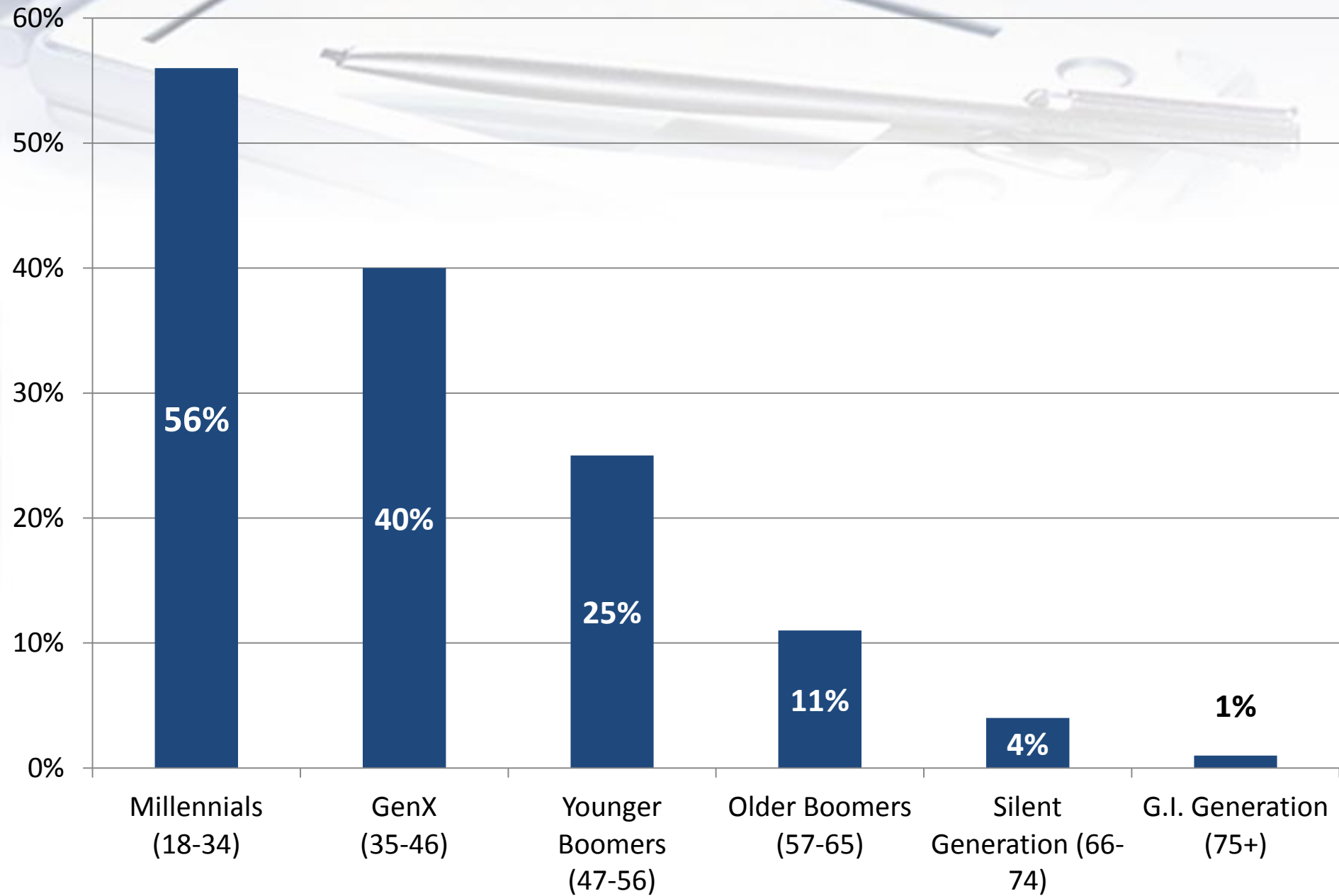
# Smartphones - 35% of adults



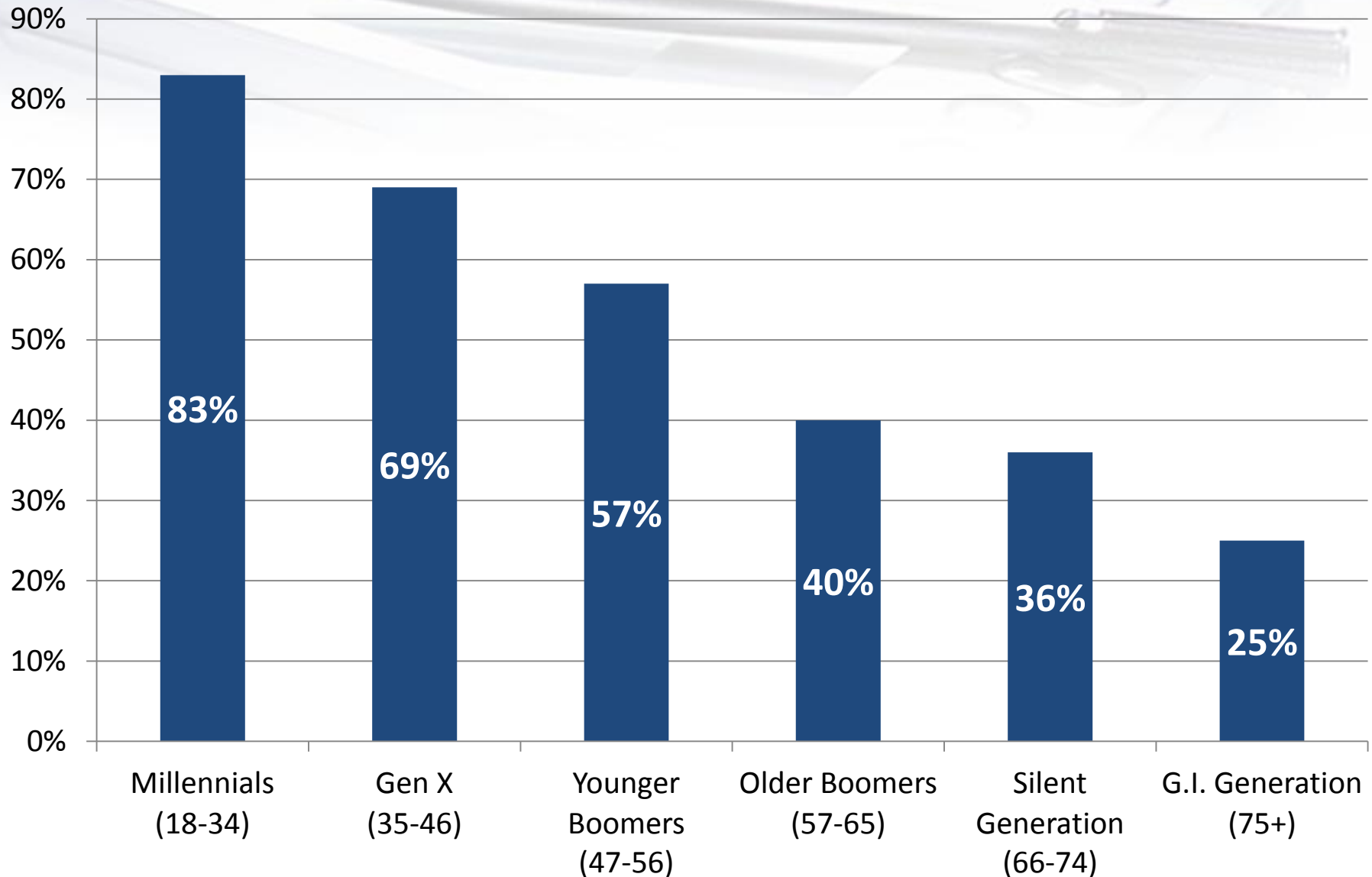
# Wireless connectors - smartphone and/or laptop and/or tablet - 63% of all Americans



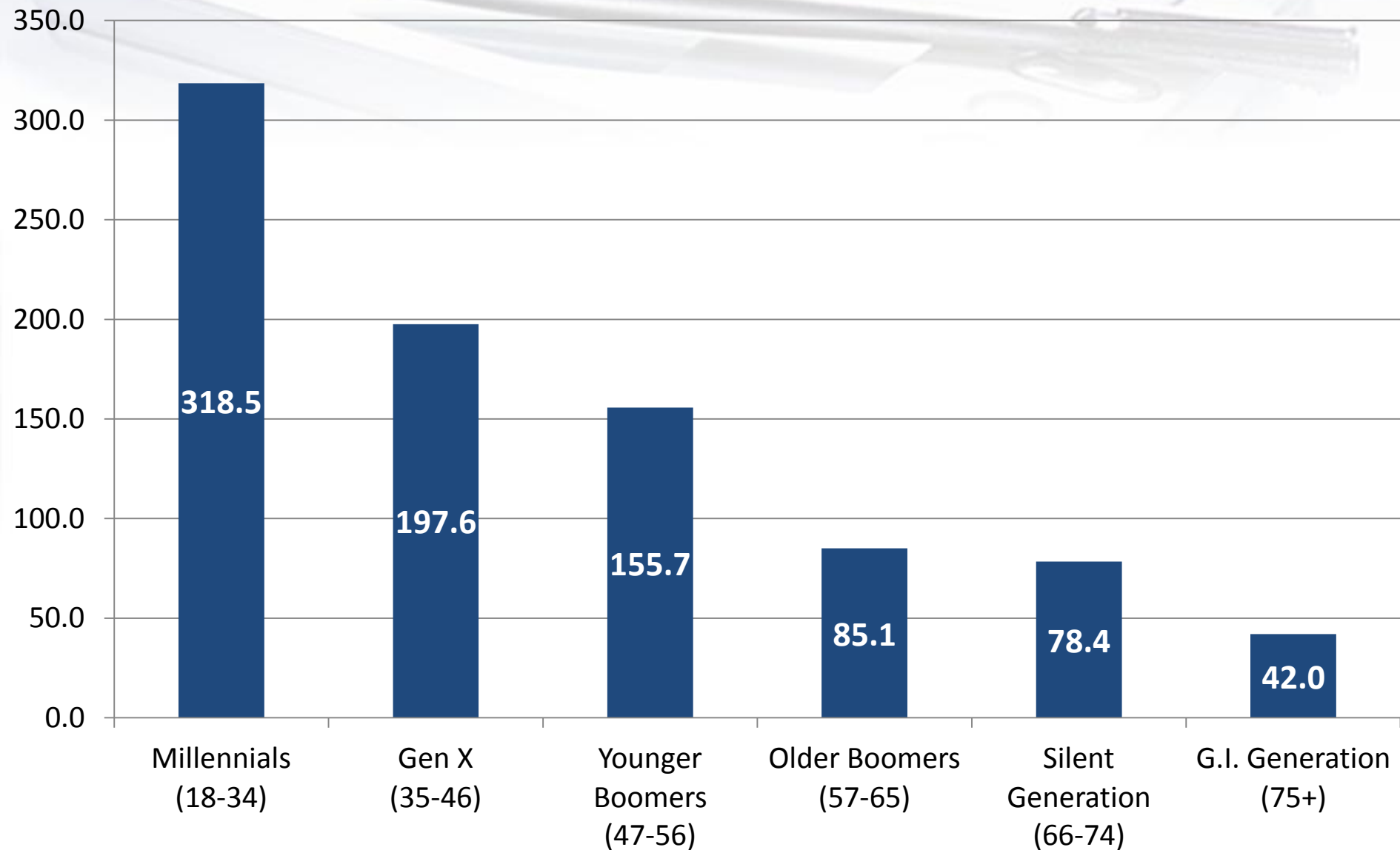
# Download apps



# **% of internet users in each generation who use social networking sites – 65% of int. users**



# Mean size of Facebook friends network



# Big changes in messaging environment

- Users are in charge of the media “playlist”
- Attention zones are fracturing
- Influencers are different – “amateur experts”
- Feedback and participation are assumed aspects of “media” encounters
- Transparency is a new marker of trust and trust is eroding in big institutions – including the church and media enterprises
- Social networks are more important than ever

# What does this mean?

Social networks are more influential - 1

## Sentries



# What does this mean?

Social networks are more influential - 2

## Evaluators



# What does this mean?

Social networks are more influential - 3

Audience = New  
media are the  
new  
neighborhood



# Language arts with Millennials

- Words – a language of inclusiveness and social tolerance
- Frame of mind – search and doubt
- Tone of the exchange – conversational, humor-inflected
- Pathways – digital technology ... Entry points are mediated through social networks, social media, and trusted partners
- **Influence – organizations and message makers can be “nodes” in people’s social networks**



Be not  
afraid



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**Thank you!**