

# ON EVANGELISM:

## Five Things You May Not Know About Gen Z in the U.S.

### 1. American teens are growing out of being Christian.

Though almost all Christian U.S. teens identified as Christian in childhood (94%) and Christianity remains the most common affiliation for teens (70%), about a quarter now claims no organized religion. This includes the one in ten (12%) who describe their faith identity as “nothing in particular.”

### 2. Christian U.S. teens are talking about their faith.

Seventy-eight percent have had a conversation about their faith identity with a non-Christian in the past year. Over one in three (35%) had one or two conversations. Twenty-one percent had more than five. For this generation, these conversations are happening naturally and take place in calm, comfortable, relational environments.

### 3. Faith-sharing teens become more spiritually confident and are eager for more faith conversations.

Sixty percent of Christian teens who have had faith conversations with non-Christians in the past year followed up with the non-believer to ask more questions about their faith journey; the same percentage (60%) say the non-Christian initiated a follow-up to ask more questions. Furthermore, as a result of the conversations they took part in, teens feel more confident in their faith (85%) and eager to share their faith again (65%).

### 4. Face-to-face conversations remain the favorite.

U.S. teens are far more likely to say they would be open to in-person spiritual conversations than digital ones (58% vs. 23%). For Christian Gen Z, this preference for in-person environments is even more notable (66%). Similarly, unchurched teens are significantly more likely to express openness to in-person one-on-one spiritual conversations than to digital ones (27% vs. 17%).

### 5. There is opportunity for evangelism, especially in the household.

Sixty-four percent of non-Christian teens openly admit to having unanswered questions about faith. When seeking answers for these questions, they are most likely to turn to a family member (40%), though a small percentage will also turn to the internet (15%) or a friend whose faith they respect (8%). Nearly half of non-Christian teens (47%) goes so far as to say that they are especially interested in Christianity and what it could mean for their life.

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