

# American Millennials Value Family

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# Introduction

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- A representative sample of American adults born between 1980 and 1991 was surveyed.
- National sample size was 1,200 people.
- A demographically balanced online panel was used for the interviewing.
- Respondents were not informed the research was being conducted on behalf of LifeWay Research.
- Surveys were conducted during August 2009.
- At a 95% confidence level and a 50% response distribution, the potential sampling error on this national sample is 2.8 percentage points.

# Religious Definitions

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- *“Christ as Savior” are those whose belief about life after death is that they will go to heaven because they have accepted Jesus Christ as Savior.*
- *“Other than Christ” are those whose belief about life after death is something other than going to heaven because they have accepted Jesus Christ as Savior.*

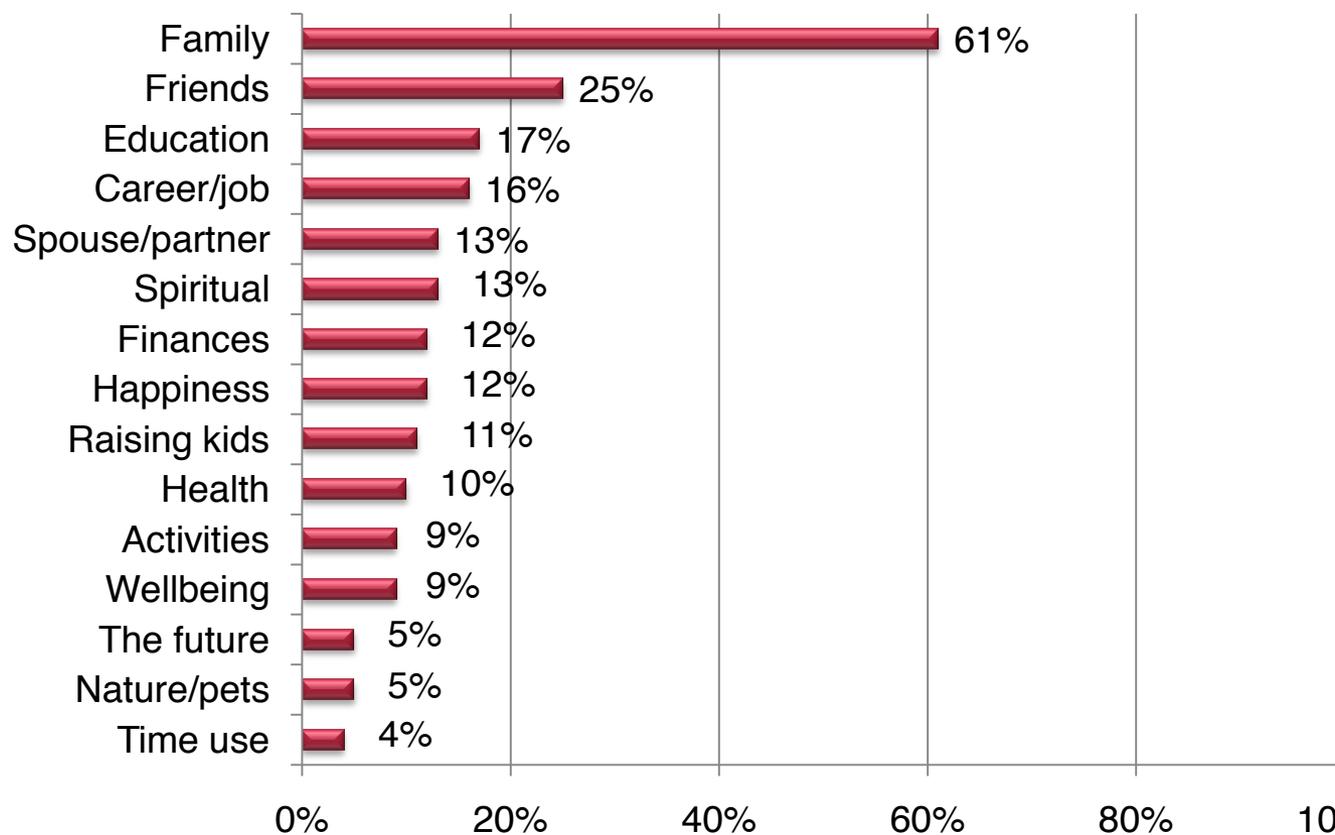
# What's Important in Life

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Family is an important part of life to by far the largest proportion of Millennials; it was the only element mentioned by a majority of respondents. Friends, education, and job were also toward the top of the list. Only 13% mentioned religion, faith or spirituality – although this was 32% among those who trust Jesus Christ as Savior.

# What Is Really Important in Life?

By far, the most important thing to Millennials was family. This was followed by friends, education, and career. Only 13% mentioned anything about spirituality or religion in this open-ended question.



# What's Important to Different Groups

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- There were major differences in what different population groups named as important:
  - Family: More important to Whites, the more educated, married, and those who were broadly Christian.
  - Raising kids: More important to women, older Millennials, the less educated, and those who were already married or with a domestic partner.
  - Spouse/partner: More important to older Millennials, and those who were already married or with a domestic partner.
  - Friends: More important to younger Millennials, higher income, Whites and Asians, those with more than a high school degree, and singles.
  - Activities/interests: More important to men, younger Millennials, and those without a graduate degree.

# What's Important to Different Groups

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- There were major differences in what different population groups named as important:
  - Health: More important to older Millennials, mid and higher income, more educated, and from a non-Christian religion.
  - Spirituality: More important to those with a graduate degree, and who trust Christ as Savior.
  - Career/job: More important to higher income, more educated, and currently employed, less important to Blacks.
  - Education: More important to younger Millennials, singles, those with some college, and those who were not currently employed.
  - Happiness: More important to higher income, Westerners, and those who were not trusting Christ as Savior, or even broadly Christian.
  - The future: More important to Blacks and those not already married.

# Quotes of What's Really Important in Your Life

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- “My family is important in my life because without them I wouldn't be alive.”
- “Living life to the fullest.”
- “Family, friends, and happiness. Vacationing and enjoying free time with the people I love. Music and being spontaneous.”
- “The safety and stability of my wife and children.”
- “My PlayStation 3. I love video games. I can't live without it.”
- “To reach all my goals. To get a great education so when my kids are born they live a happy life.”
- “My family and dreams. These two things kept me motivated to thrive in this dark life.”
- “To make music and be content.”

# Quotes of What's Really Important in Your Life

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- “Finding a career, my friends, my family, my health.”
- “Happiness and soul wealth.”
- “Maintaining my independence as an individual by earning my own money and continuing college to ensure a better future.”
- “My girlfriend and family. Outside of that, my career is the most important thing to me, and financial success.”
- “My children are first, then my health and financial living.”
- “My religion, my family, continually working on self-improvement, serving people, living a fulfilling life.”
- “My children...my family in general...nothing else compares.”
- “Time. Time to myself, time to finish the projects I need to do, and time to spend with friends and family.”

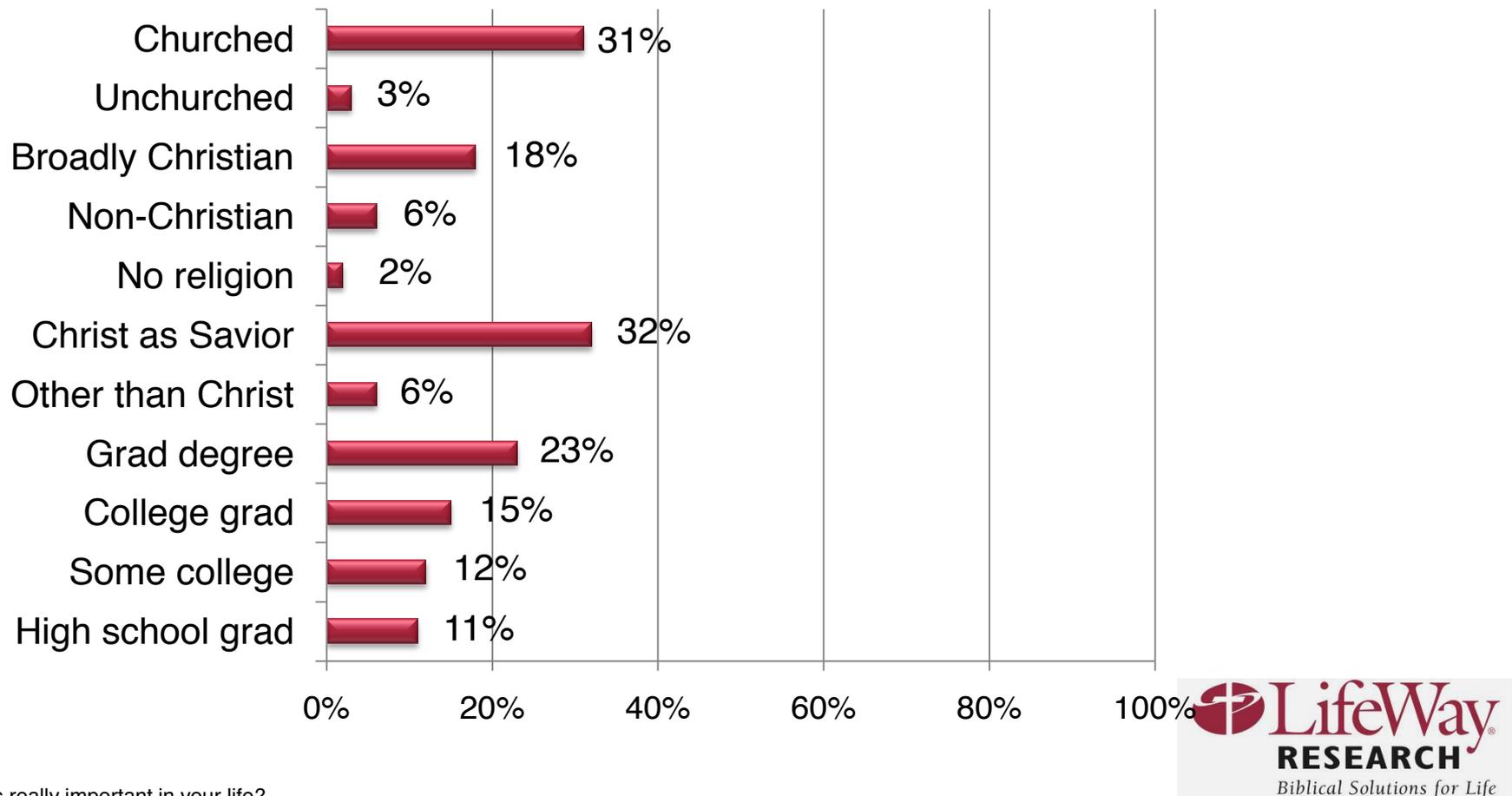
# Quotes of What's Really Important in Your Life

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- “Having a goal in my life is very important and travelling around is the most current one. This is why I wake up every day and go to work.”
- “My family, husband and 2 little girls. Being healthy and feeling good about myself.”
- “Relationship with Jesus Christ. Close relationships with family/friends. College/Work success. Having time to do activities for pleasure.”
- “My daughter is my world.”
- “my parents and brother, my husband, my dog, my friends, saving money, having an established career, my health, my spiritual needs (going to church, being faithful to God).”
- “My boyfriend, being financially comfortable, video gaming.”

# Who Called Religion / Spirituality Really Important

Two-thirds of those who trust Christ as Savior mentioned nothing about faith, religion, or spirituality when asked to name what was really important in their life.



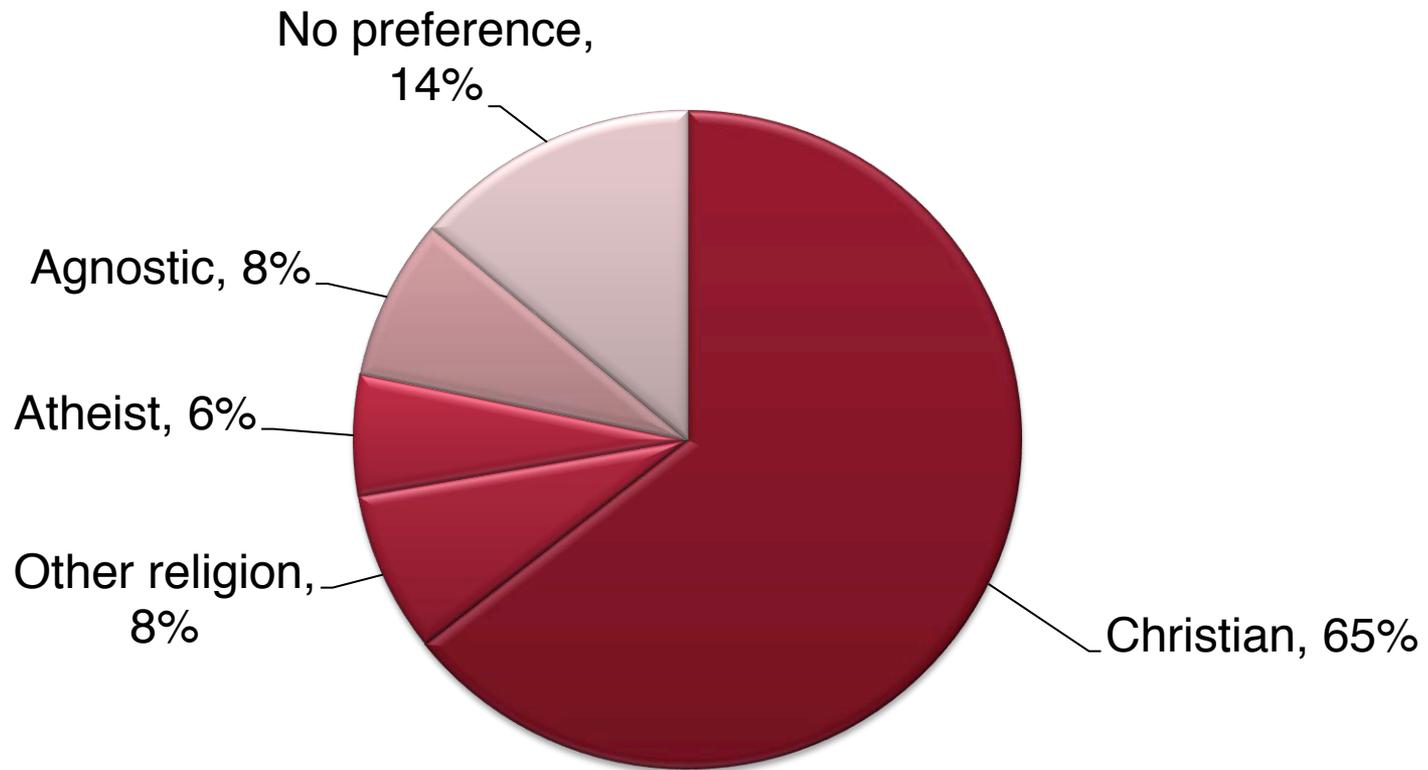
# Spiritual Attitudes and Practices

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About two-thirds called themselves Christian, with 14% atheist or agnostic, and 14% having no religious preference. Religious involvement is somewhat uncommon; half pray by themselves once a week or more, but one-quarter or fewer read sacred texts, attend worship services, pray corporately, or study sacred texts in a small group setting this frequently. Only 26% trust Jesus Christ as Savior.

# Religious Preference

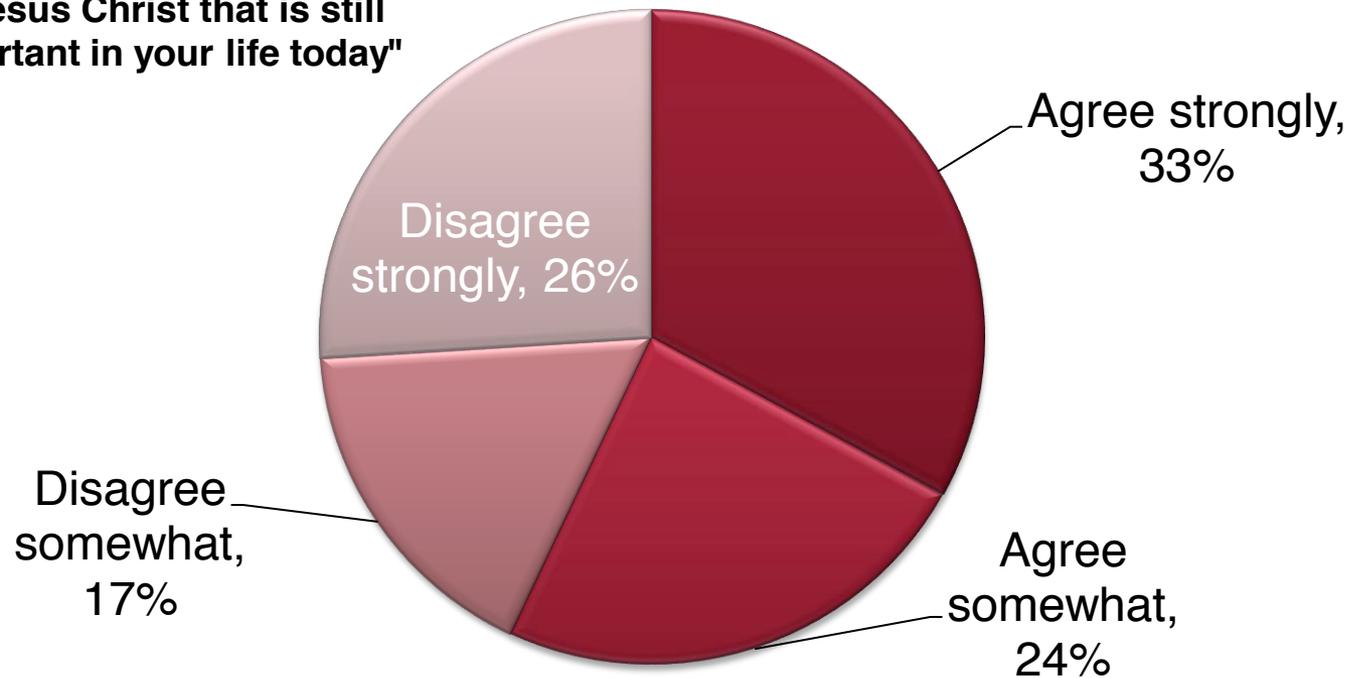
Only 65% of Millennials were willing to call themselves Christian in even the broadest sense.



# Making a Commitment to Christ

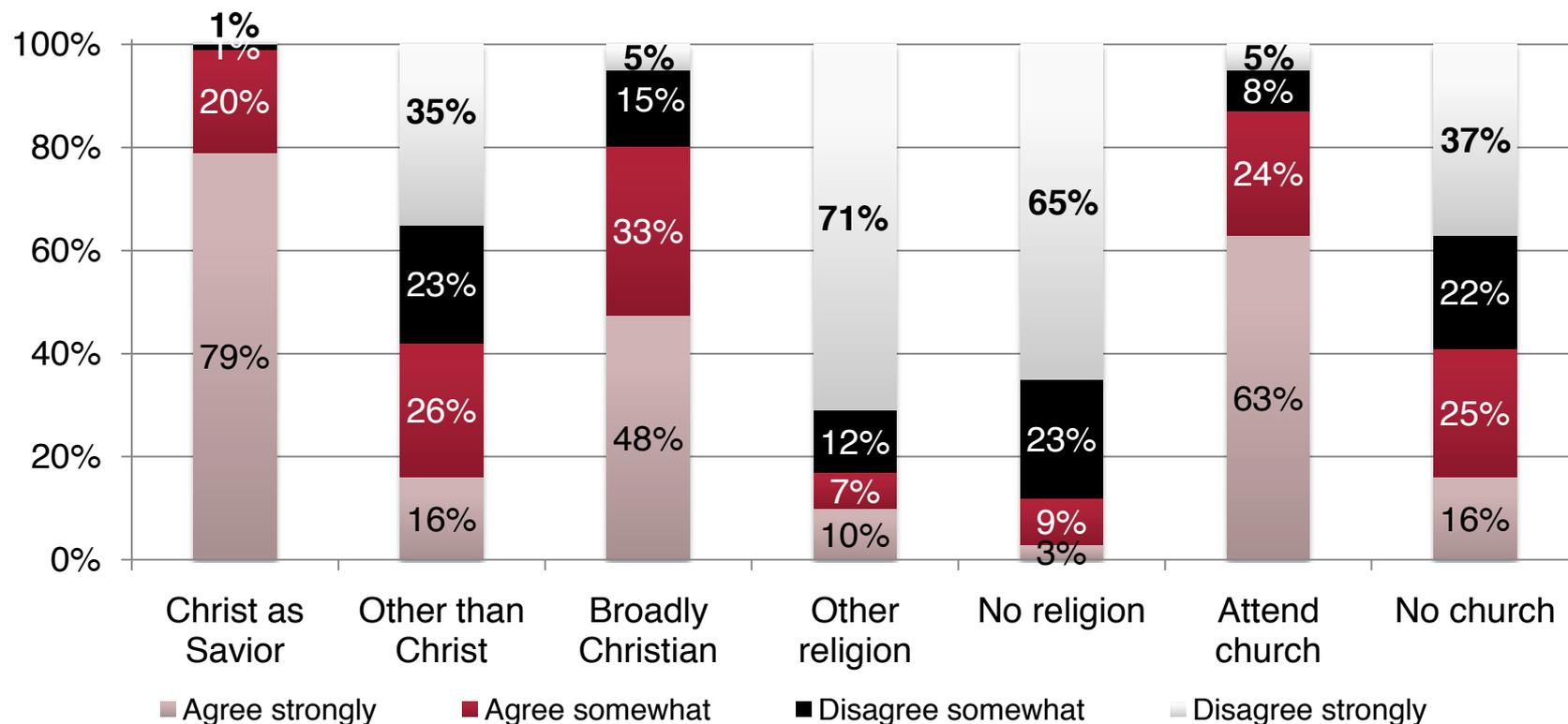
One-third of all Millennials agreed strongly that they have made a personal commitment to Jesus Christ; another 24% agreed somewhat with this.

**"You have made a personal commitment to Jesus Christ that is still important in your life today"**



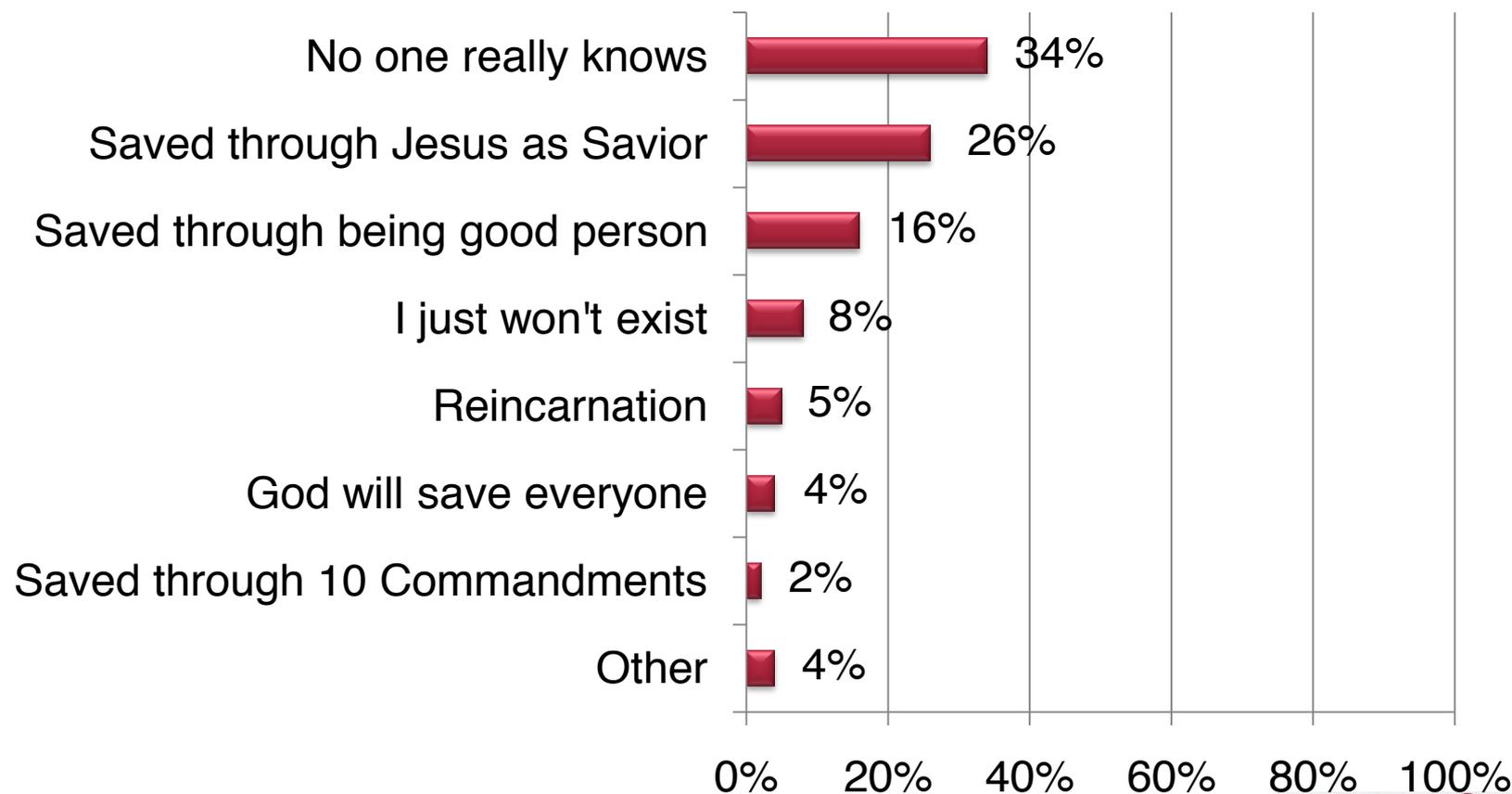
# Making a Commitment to Christ

Sixteen percent of those who do not trust Christ as Savior still strongly claimed a personal commitment to Christ, as did 10% of those who affiliated with a non-Christian religion (demonstrating how much syncretism there is).



# Beliefs about Life after Death

The most common belief about life after death is that no one really knows.



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