

# ON EVANGELISM:

## Five Things You May Not Know About Gen Z in Canada

### 1. Canadian teens are growing out of being Christian in name only.

Though almost all Christian Canadian teens identified as Christian in childhood (92%) and Christianity remains the most common affiliation for teens (48%), four in 10 now claim no organized religion. This includes the one-fifth of teens (21%) who describe their faith identity as “nothing in particular.”

### 2. Canadian Christian teens are talking about their faith.

Seventy percent have had a conversation about their faith identity with a non-Christian in the past year. Over one in three (36%) had at least one or two conversations. Fifteen 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.

Forty-seven 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; nearly the same percentage (46%) 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 (73%) and eager to share their faith again (52%).

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

Canadian teens are far more likely to say they would be open to in-person spiritual conversations than digital ones (46% vs. 20%). For Christian Gen Z, this preference for in-person environments is even more notable (54%). Similarly, unchurched teens are twice as likely to express openness to in-person one-on-one spiritual conversations than to digital ones (20% vs. 11%).

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

Fifty-three 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 (45%), though a small percentage will also turn to the internet (12%) or a friend whose faith they respect (8%). One in four non-Christian teens (23%) 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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