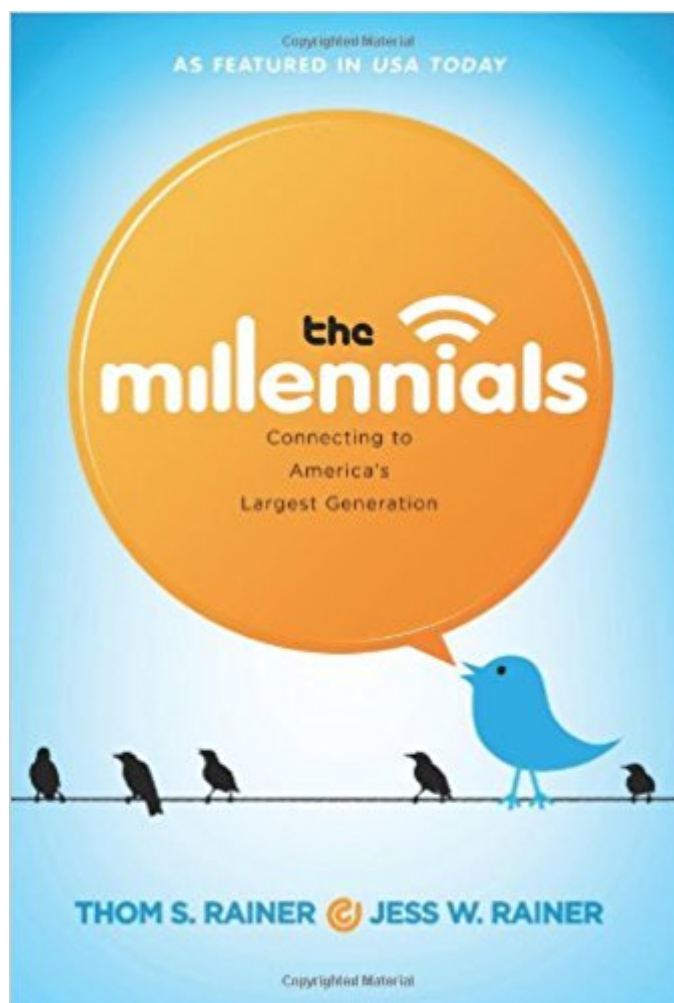


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The Millennials: Connecting To America's Largest Generation



Synopsis

At more than 78 million strong, the Millennials—those born between 1980 and 2000—have surpassed the Boomers as the larger and more influential generation in America. Now, as its members begin to reach adulthood, where the traits of a generation really take shape, best-selling research author Thom Rainer (Simple Church) and his son Jess (a Millennial born in 1985) present the first major investigative work on Millennials from a Christian worldview perspective. Sure to interest even the secularists who study this group, *The Millennials* is based on 1200 interviews with its namesakes that aim to better understand them personally, professionally, and spiritually. Chapters report intriguing how-and-why findings on family matters (they are closer-knit than previous generations), their desire for diversity (consider the wave of mixed race and ethnic adoptions), Millennials and the new workplace, their attitude toward money, the media, the environment, and perhaps most tellingly, religion. The authors close with a thoughtful response to how the church can engage and minister to what is now in fact the largest generation in America's history.

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Customer Reviews

Thom S. Rainer is the president and CEO of LifeWay Christian Resources, one of the largest Christian resource companies in the world. Also a respected pastor and researcher, he has written more than twenty books and coauthored the No. 1 best seller *Simple Church*. Rainer and his wife, Nellie Jo, have three grown sons, are proud new grandparents, and live in Nashville, Tennessee.

Jess Rainer is the Administration and Outreach Pastor of Grace Church in Hendersonville, TN. He is the co-author of *The Millennials: Connecting to America's Largest Generation*. He is currently pursuing a Master of Arts from Southeastern Seminary. Jess and his wife, Rachel, have two sons.

Can you learn something about the Millennials thru this book? Yes, Father and Son team Rainer attempt to provide insight into the titled generation and in many ways succeed. However, their success is not a result of the research as such, it come more from the thoughts they share. The research is flawed in regards to how they apply the foundational information; is flawed in that their presuppositions influence their interpretations; is flawed in their apparent lack of understanding of one of the comparison groups. The Father attempts to understand his generation without realizing that his knowledge is severely limited into major influences on that generation (he was in diapers AFTER the major events that affected the Boomers attitudes and outlooks occurred, and became aware of his surroundings in a narrow location and time. The Son is a product of the Fathers rearing and a Millennial that appears to see his generation through those glasses. One thought seems to prevail through the book and is repeated ad nasium: The Millennials want to have babies! Surprised? (neither was I). Oh, and for the first time in history "they will be better parents than any previous generation" (or so they believe, so it is therefore fact). The Boomers were self serving and self-centered (guess Daddy was too young to have ever heard about the Peace Corp). Additionally, reading this in 2017 proves interesting in that from this historical perspective we can see that, contrary to the young authors point of view, Racism is alive and well in the Millennial Generation (or perhaps there some other cause for the deaths of persons of color at the hand of young LEO's in the last 24 months). I have already recommended it to friends as a way to pear into the mind of a Millennial and the causative force behind their attitudes (just have to wade through the flawed data).

Too much repetition and too much focus on church. The authors are Evangelical Christians and I felt like too much emphasis was put on church and religion. I want to learn more about the millennial generation from a broader sense. Not enough depth and details.

Thom and Jess Rainer did a great job in collaborating on a timely book. This book has helped me to understand the Millennial Generation and the state they are in. I believe this will help anyone understand this rising generation that is shaping the future faster than any generation of the past. This book shed some light on how the Millennial Generation looks not just at church but the whole

world.

I manage millennials and I didn't find this book too helpful. The 1200 people they 'interviewed' didn't match my interaction with this generation. I struggled to finish this book as I didn't really think it was my experience with this generation.

As usual, Rainer does a great job of practically applying a huge amount of statistics. Very eye opening. Definitely worth the read.

I have enjoyed everyone of Rainer's books that I have read and found the to be very helpful and insightful and well written. This book was no different. My upbringing as a Millennial was not typical of most and so I have always had a bit of trouble understand and relating to my generation. I appreciate the work that produced this book.

Insightful, research-based information about what motivates Millennials. Especially appreciated the categories of faith. The authors repeat stats and information quite often, however it makes it helpful as a reader to remember those key points and stats. I'd highly recommend to anyone working with these young adults.

Love!

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