
A keynote for pregnancy-help leaders

Why the Kids Aren't *Buying It*

What Gen Z and Gen Alpha are actually telling us — and the opening it gives the pregnancy-help movement.

60-minute keynote

The stereotype is outdated.

We were told a generation was lost to faith, family, and forming homes. The data tells a more hopeful, more complicated, and more *actionable* story for the work you do every day.

Presented for



Why this topic matters *now*.

01

The narrative has frozen.

Headlines describe a Gen Z that disappeared a decade decade ago. The young adults in front of you today are today are a different group with different signals. signals.

02

The door is not shut.

On faith, marriage, children, and risk-taking, the youngest Americans are quietly moving in directions almost no one predicted.

03

Your work fits the moment.

Pregnancy help and maternity housing answer exactly exactly what this generation says it wants: presence, presence, honesty, evidence, follow-through.

Gen Z is not a *monolith*.

PRRI's national fact sheet shows Gen Z adults split almost evenly across the political spectrum — and across party identity.

Ideology



Party identification

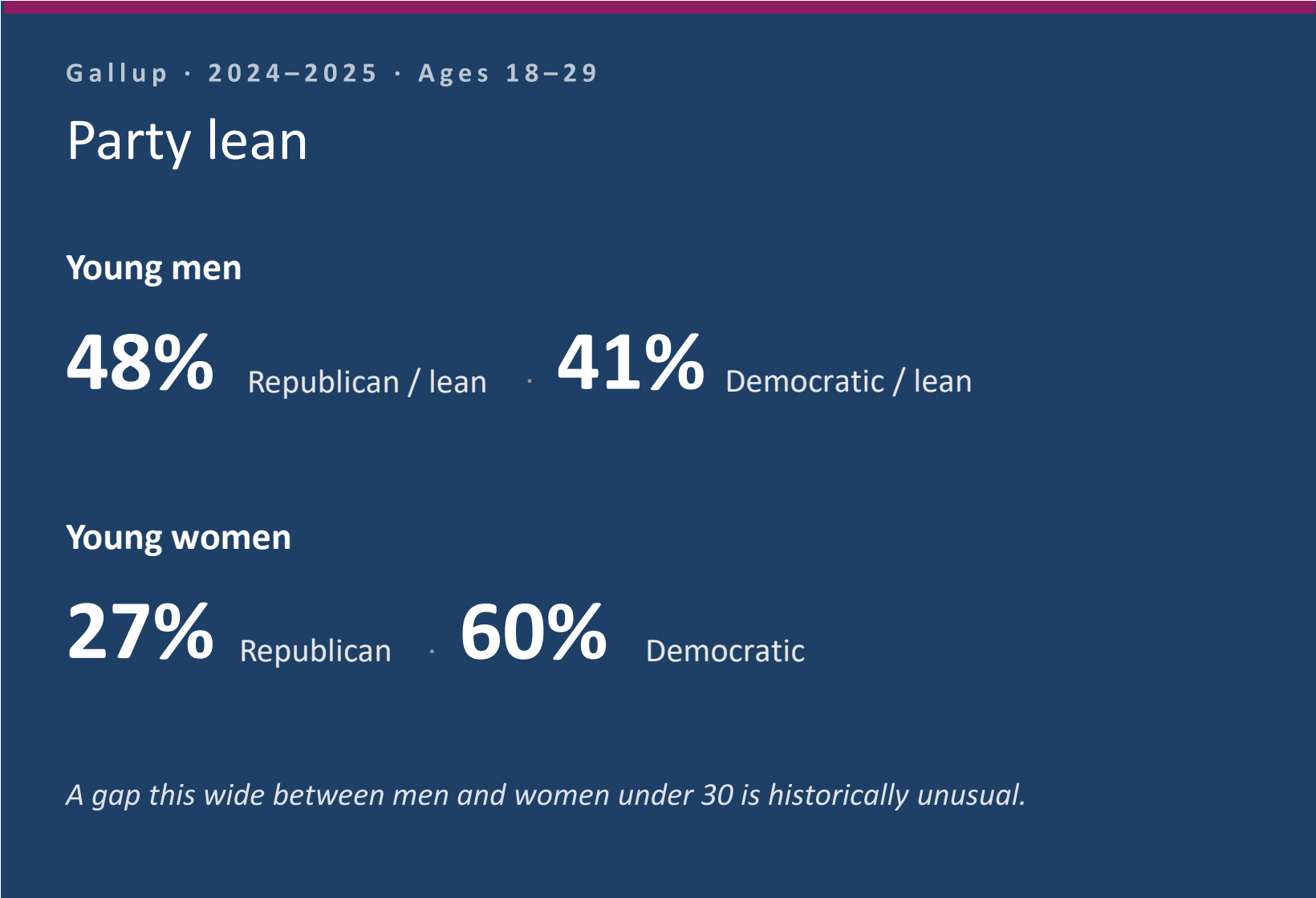
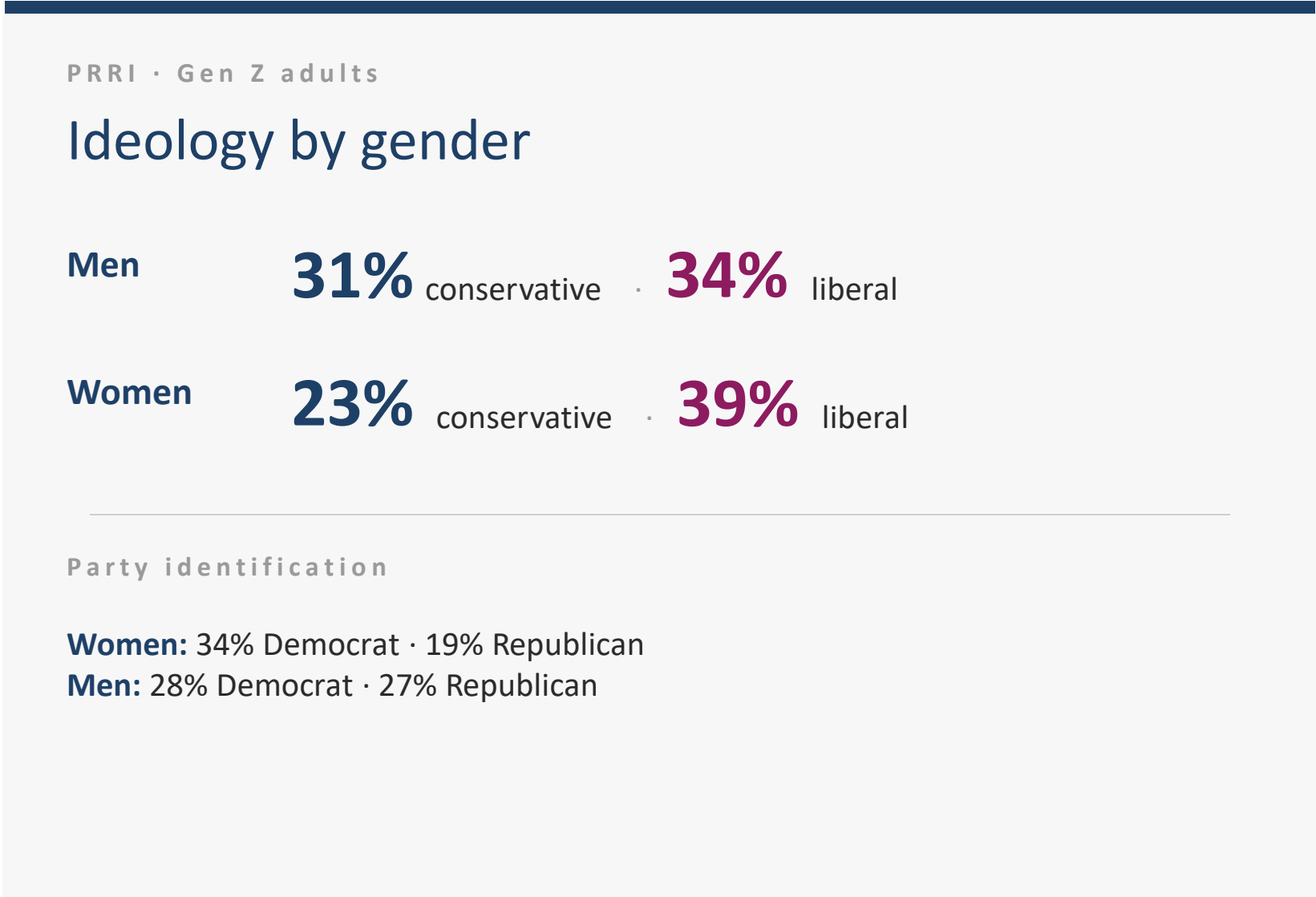


Takeaway

No single label fits this generation. Treat the young woman in your lobby as one person — not as a demographic demographic verdict.

The split is *inside* the generation.

Young men and young women are pulling apart politically — and you will feel it across every conversation in your center.



Younger adults are *going back* to church. church.

Barna tracks weekend attendance among **churched adults** — people who already say a faith community is part of their life. From 2020 to 2025, the youngest cohorts went from showing up near one weekend a month to nearly two.

"Gen Z and Millennials are driving a resurgence in church attendance."

— Barna Group, 2025

Weekend church attendance, churched adults

Weekends per month, 2025

Gen Z

1.9 weekends / month

Millennials

1.8 weekends / month

All churched adults

1.6 weekends / month

2020 → 2025

Younger generations went from *~1 weekend a month* to *~2* to *~2*.

The surge is unique to ages *18–29*.

Religion is "very important"

Young men, ages 18–29

28% → 42%

2022–2023 to 2024–2025

Monthly attendance or more

Young adults, 2024–2025

40% • 39%

Young men • Young women

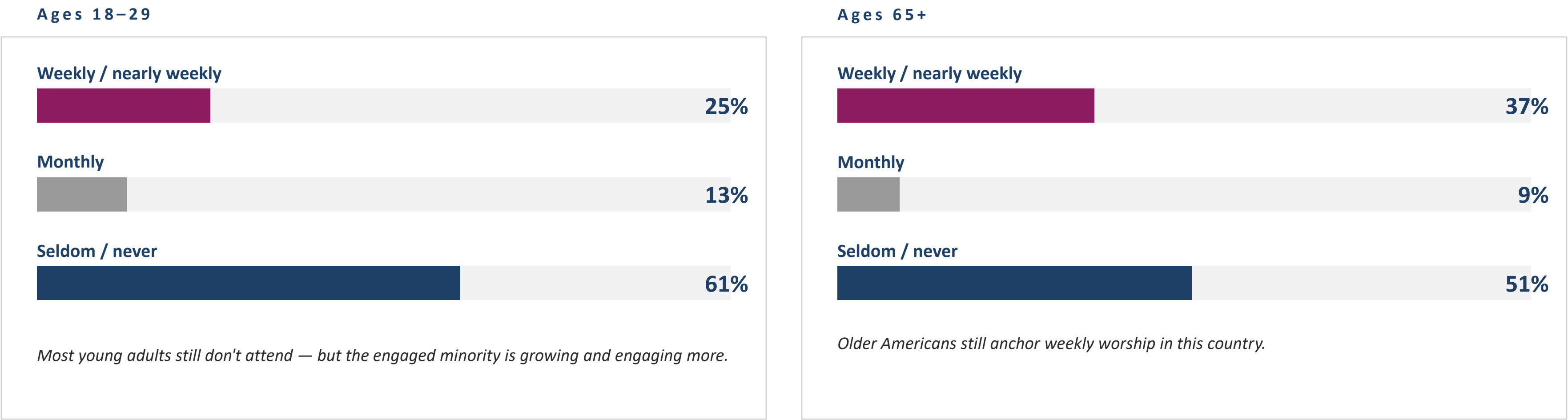
What Gallup says about the moment

For the first time in decades, young men are as religious as young women — and in some measures some measures slightly more so.

Gallup notes the recent religious uptick is concentrated in the 18–29 age band — it is not visible in older Americans.

But let's compare *carefully*.

Gallup's 2025 reading of **all U.S. adults**, by age. Older adults still attend more overall. **The young adult column is the one that's moving.**

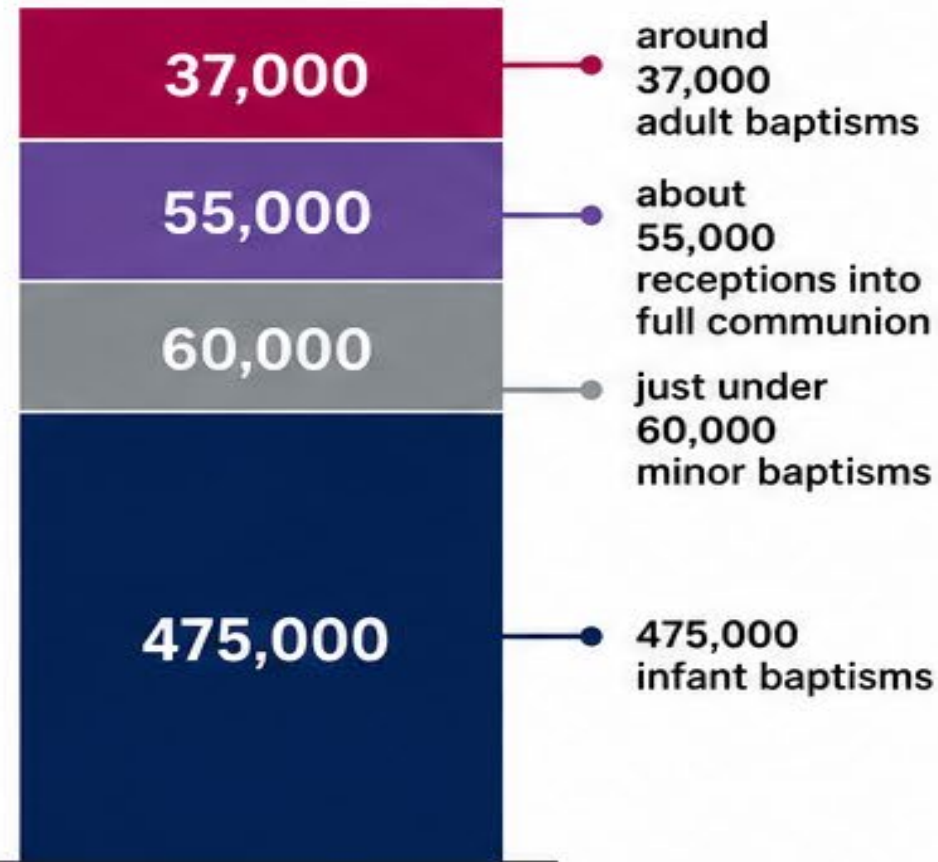


Older adults still attend more overall — *but among the churched, Gen Z and Millennials now attend more frequently.*

U.S. Catholic Entry Growth: What Is Verified

2024 total entries into the Catholic Church

>600,000
total entries



around 37,000 adult baptisms

about 55,000 receptions into full communion

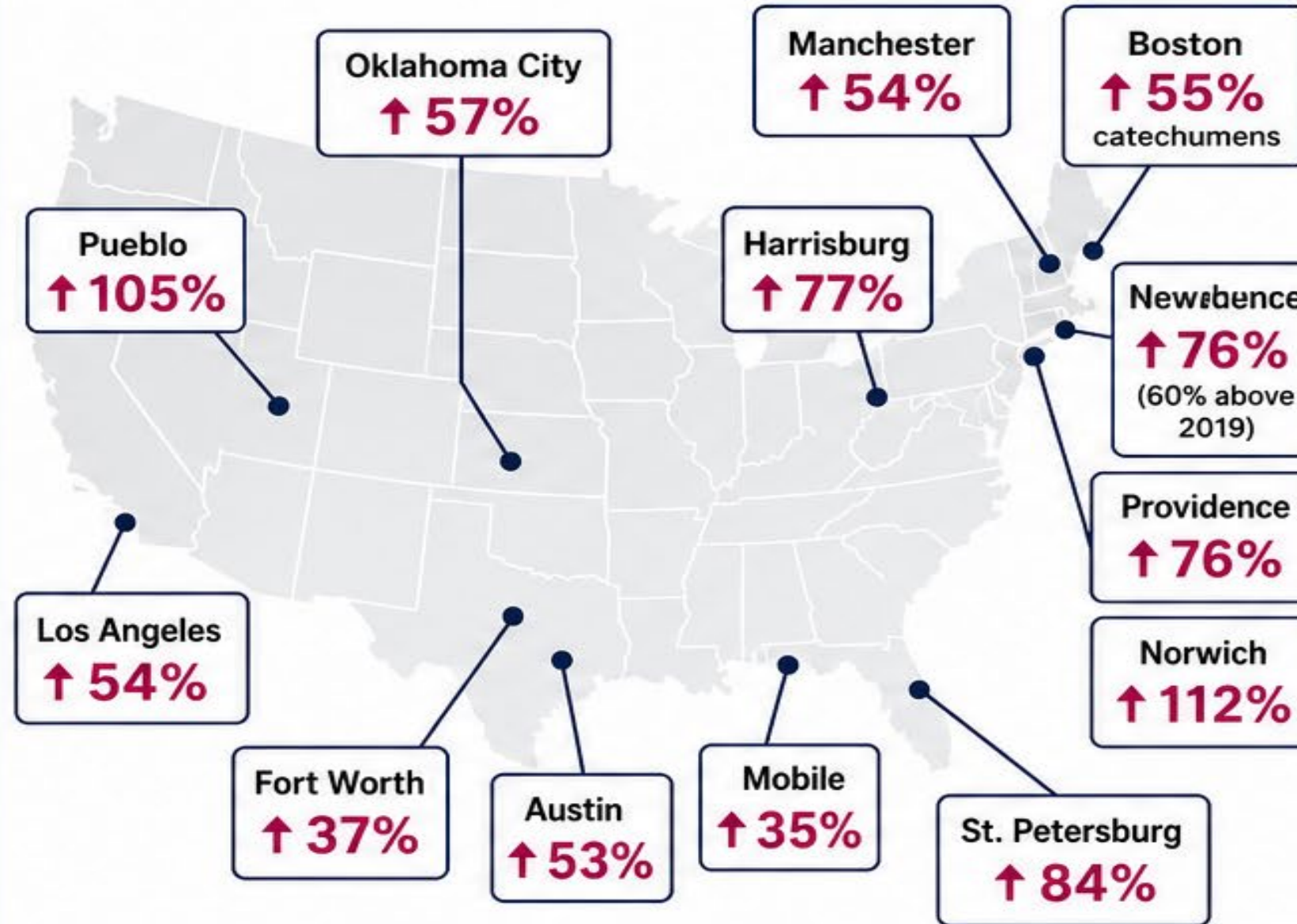
just under 60,000 minor baptisms

475,000 infant baptisms



Minor + adult baptisms and receptions have risen since 2022; infant baptisms declined slightly.

2026 diocesan growth reported



Who is showing up?



Many are in their 20s and 30s, often single

Important caveats

- 71 of 175 dioceses responded
- 2026 figures are provisional
- definitions vary by diocese
- Official Catholic Directory does not record convert ages nationally



NYC signals



- St. Joseph's, Greenwich Village: congregation reportedly 4x usual size



- Pizza to Pews: 100 to 200+ in 3 weeks



- Fox/WSJ describe mostly young adults

Marriage and children: *it's not over yet.*

Pew • never-married, 18–34

69%

want to marry someday

Pew • nonparents

51%

want children someday

Barna • Gen Z priorities, 2024

What Gen Z names first

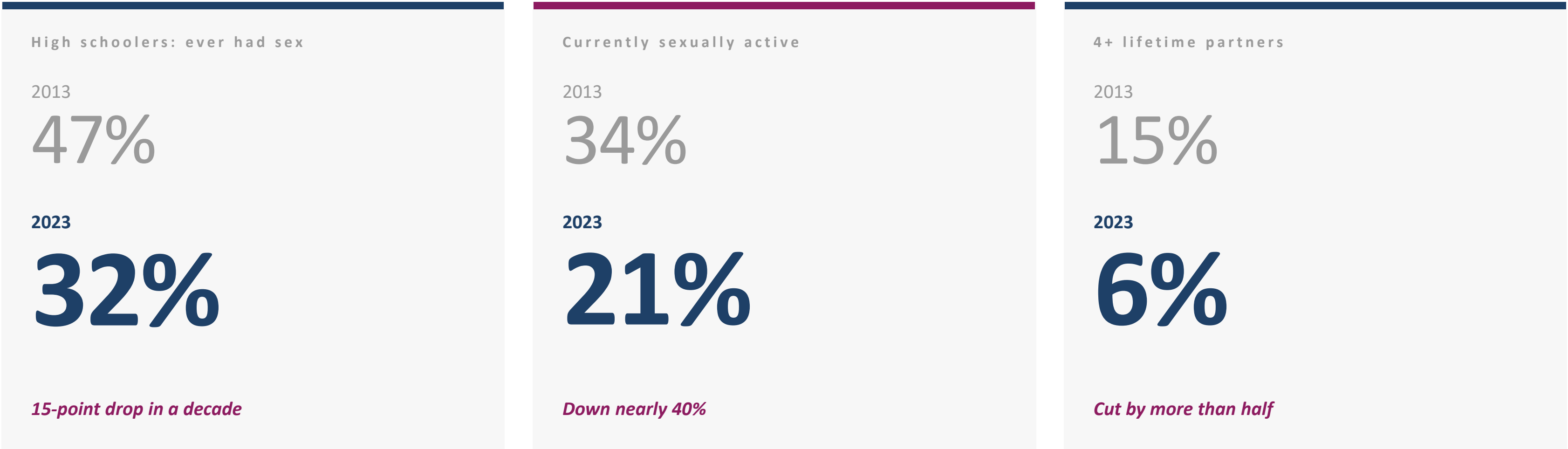
- 65% being happy
- 53% financially stable
- 49% mental / emotional health
- 29% getting married
- 26% having children

The honest reading

A majority still wants the family. They name happiness, stability, and mental health *first*. *Why?*

Teen risk behavior is *falling*.

CDC's national Youth Risk Behavior Survey: a decade of consistent decline in adolescent sexual risk.



The U.S. teen pregnancy rate (ages 15–19) dropped to a historic low—down roughly 75% since its 1990 peak

Truth lands best *through trust.*

Springtide asked young people *which adults they trust*. Five answers, five things you can decide to do this week.

- 87% trust adults who **foster relationships** with them.
- 90%+ trust adults who **listen and remember** what they shared.
- ~80% trust adults who **share honestly** — including their own story.
- 82% trust adults who **do what they say** they will do.
- 83% trust adults who **repair harm** when they get it wrong.

Barna: 66% of Gen Z say they need *evidence* to support their beliefs. Gallup: science is trusted by 71%.

Application 01

Unintended pregnancy conversations.

She's likely already shocked. She's already imagined the worst version of how this conversation will go. Your job is to be the surprise.

"Truth lands best through trust."

01

Begin with relationship, not verdict.

Springtide says 87% trust adults who foster relationships. Sometimes the first 30 seconds matter more than the next 30 minutes. Sit. Soften. Use her name.

02

Bring the evidence she asked for.

66% of Gen Z says they need evidence to support beliefs. Ultrasound, options data, fetal development — not as a weapon, as weapon, as a gift of clarity.

03

Name the family she already wants.

69% of never-married 18–34 want to marry someday; 51% want want kids. Connect today's hardship to the future she's already already named — not to one you invented.

04

Do exactly what you said you'd do.

82% trust adults who keep their word. The follow-up text on on Tuesday is persuasive. Reliability is the argument.

Supporting the woman who chose *life and stayed*.

The data she gave us tells us what she needs next. Read it back to her in actions, not slogans.

She named these first

Stability and mental health

53% financial stability

49% mental / emotional health

65% being happy

*She's already told us what she's measuring her life against.
Build the housing program around her scoreboard, not
ours.*

How she defines trust

Presence over time

Adults who **listen and remember**

Adults who **do what they said**

Adults who **repair** when they miss

*Maternity housing is uniquely positioned to deliver all
three. Length of stay is the intervention.*

What this asks us to add

Three commitments

Financial coaching that builds **stability**, not dependency. Acknowledge the despair and impossibilities of the present economy.

Mental-health partnerships she can actually access and trust.

A faith invitation that is **offered**, never imposed. Independence is precious to Gen Z.

Still forming. *Still reachable.*

Springtide surveyed 1,000+ 13-year-olds in 2024. The headline isn't a verdict — it's an opening.

Springtide / AEI summary • 13-year-olds

41% are unsure of their political ideology • 41% don't know their party.

Liberal

21%

Moderate

20%

Conservative

18%

Party feels closest to identity

1%

For the room

A generation that hasn't picked a tribe yet is a generation an honest adult can still shape.

Be *bold*.

Take this home

“When he saw the crowds, he had compassion for them, because they were harassed and helpless, like sheep without a shepherd. Then he said to his disciples, “The harvest is plentiful, but the laborers are few; therefore, pray earnestly to the Lord of the harvest to send out laborers into his harvest.” Matthew 9: 36-38

The room you're going back to

Tomorrow morning, somebody under
under 30 will walk through your door.
door.

She is more open than the headlines say. Be the surprise
surprise she's already half-hoping for.



Sources.

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