

Millennials Do Not Want Flashy Worship, Study Shows

Flashy worship services are not attracting the millennial generation to church.

In fact, the authors of the new book, *Growing Young: Six Essential Strategies to Help Young People Discover and Love Your Church*, say the younger generation is exchanging “cool” for “warmth.”

“When we spoke to more than 1,300 young churchgoers, ages 15 to 29, they told us what they want: authenticity and connection. In a word: warmth,” an excerpt from the book reads, published in *The Washington Post*.

Terms that young adults used to describe their ideal place of worship included: welcoming, accepting, belonging, authentic, hospitable and caring.

The findings are called the “warmth cluster” and it’s more important than having a lot of ministry programs, which can be a turnoff. For many Millennials “busyness does not equal warmth,” the authors say.

Young people are not only looking for those in the church that treat them nicely, they are looking for a place that is “like family” where the environment of the church and worship center is more like a family room.

Copyright The Christian Broadcasting Network, Inc., All rights reserved.