



FocusFamilyINSIGHT

Global Ministry Development – Family Research
Glenn T. Stanton

Helping Families Thrive

Colorado Springs, CO 80995
FocusOnTheFamily.com
800-A-FAMILY
(232-6459)

Date: November 4, 2009
To: FOF colleagues
Re: Very good news for our work from Frank Luntz

For young-adults in America...

- A happy family is their first personal priority!
- They are most concerned for their children's' spiritual growth than any other value.
- They believe two of our most pressing national priorities are "renewing our celebration of the American family" and "reestablishing respect for religion in America."
- If they had the power to fix a national problem, they would first fix the economy. Second would be "restoring values and morality to society" even before "prevent terrorism"!
- Churches are their second most important national institution, after schools.
- *Not so positive...* - "Eventually going to Heaven" was a low priority.

These are some of the key findings in Dr. Frank Luntz's new book:

What Americans Really Want...Really; The Truth About Our Hopes, Dreams and Fears (Hyperion, 2009).

Based on extensive focus groups, it indicates what young people value and what energizes them. American adults, polled from December 2008 – April 2009, say the following are their top priorities for our nation:

- #1 Resetting our expectations about life, opportunity and the American Dream (As a result of things like 9/11, Katrina, both wars, and the financial crisis.)
- #2 Renewing our celebration of the American family**
- #3 Reestablishing respect for religion in America**
- #4 Rebuilding commitment between employee and employer
- #5 Reestablishing accountability in American Government

The high-priority of items 2 & 3 is remarkable!

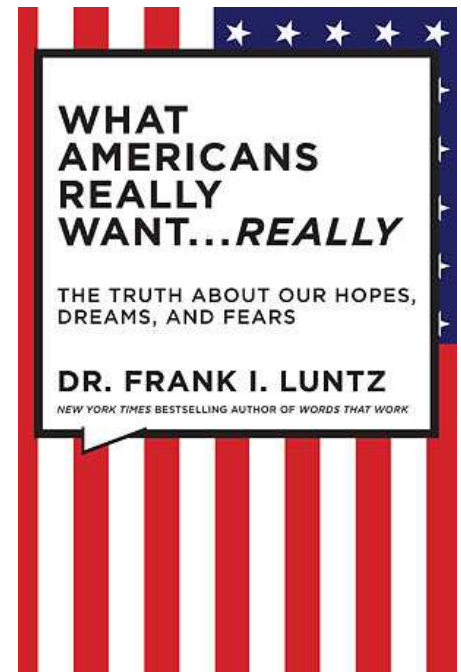
The following percentages of American adults agreed with the following statements:

- 89% - "The Ten Commandments are a good guide to live by"**
- 82% - "In God we trust"**
- 61% - "The best things in life are free"**
- 54% - "If it feels good, do it."
- 35% - "I want it all and I want it now"

2020 Generation - Careful analysis of those born between 1980 and 1991 reveals:

* If the 2020 Generation could "be a teen-ager in any decade," about twice as many said the "1950s" than the 60s, 70s, 80s or "right now." Only 7% said the 1990s, their own decade! *They ARE looking for a better day!*

* 2020s with children said their most important value as a parent was...





MEMO

43% - **"that kids do well spiritually"**

23%- "doing well intellectually"

14%- "doing well professionally"

10%- "doing well financially"

* "Drug Use" was the greatest fear of 2020 parents at 41% followed by "sexual promiscuity" and "academic failure", both at 25%. *Good news for the DPYK!*

* Churches were their second most important national institution after schools and before government, military, hospitals and the media.

* When asked the top three national problems they would fix first if they had the power, the 2020s said the following four in this order:

- 1) Restoring National Economic Stability
- 2) Restoring Values and Morality to Society**
- 3) Preventing Terrorism
- 4) Improving Schools and Education

* Asked if they had the power to fix a second list of problems, which would they fix first?

51% - Restoring Personal Responsibility

37% - Ending the Culture of Entitlement

34% - Loss of Moral Values

22% - Restoring the Work Ethic

20% - Ending Culture of Disrespect

13% - Lack of Pride in America

* Finally, when asked the personal priorities that mattered most to them, the 2020s said...

54% "A Loving Family"

50% "Good Health"

43% "Financial Security"

33% "Happiness"

25% "Eventually Going to Heaven (Are they spiritually callous or more interested in faith for today?)

24% "A Chance to Give something Back"

17% "Getting As Much as I Can Out of Life"

* If offered a surprise day-off, 43% would choose to "spend time with family" (The top answer!) compared to 25% who would choose to spend the time with friends.

* Only 54% were satisfied with their sex life. 46%, not so much. *People so dissatisfied are usually open to help!*

* Luntz also did some research in cooperation with Columbia University, determining which parental habits are most likely to lead to healthy children.

- 1) Have family dinner together at least 5 times a week...no media, no interruptions.
- 2) Attend church or synagogue together weekly
- 3) Check your child's homework nightly
- 4) Know where your children are, what they're doing, demand the truth always.
- 5) Take family vacations away from regular routines and devices for at least a week
- 6) Encourage participation in team sports

* On pages 212-213, Luntz has a list of words key to the language of Gen2020.

Very good reasons indeed to be excited and encouraged about the "felt-needs" for the work we are called to!