

NatGeo Misses Point With “Killing Jesus,” Says Faith Driven Consumer

Faith Driven Consumer™—the consumer advocacy organization representing 41 million Christian consumers who spend \$2 trillion annually, has earned wide recognition for rating the faith compatibility of Hollywood films, measuring how they will resonate with faith-driven audiences, and predicting box office performance. The group’s Faith-Friendly Film Review system serves as a key resource for consumers to evaluate entertainment choices.

The National Geographic/Scott Free Productions television movie *Killing Jesus*—which examines the life of Jesus Christ from three different perspectives—rates 3 out of 5 stars.

Chris Stone, founder of Faith Driven Consumer and Certified Brand Strategist, has issued the following statement:

“Killing Jesus failed to earn more than three stars because it largely ignores the divinity of Jesus Christ—a non-negotiable for the faith audience. This offering from Ridley Scott and National Geographic has strong production values and is entertaining, but its humanistic depiction of the Son of God—void of the divine essence of His life—lacks appeal to audiences who hold this as the pivotal and most important story in all of history and in their personal lives.”

See Faith Driven Consumer’s review of *Killing Jesus* here:

Faith Driven Consumers and Christians overall: What they want in entertainment

- 96 percent of Faith Driven Consumers (FDCs) say that their faith has a major influence on their entertainment

choices, compared to 47 percent of Christians overall. Sixty-one percent of FDCs rate faith's influence as a 10, compared to 18 percent of Christians overall.

- 87 percent of Faith Driven Consumers are much more likely—58 percent very much more likely—to choose entertainment options that promote Christian-compatible values, compared to 54 percent of Christians overall, while 73 percent of Faith Driven Consumers avoid watching television and films that conflict with their Christian worldview, compared to 41 percent of Christians at large.
- 81 percent of Faith Driven Consumers are likely to recommend a movie to others, compared to 79 percent of Christians overall. Forty-nine percent of FDCs are very likely to recommend a movie, compared to 39 percent of Christians overall, while 61 percent of Faith Driven Consumers are likely to discourage others from seeing a movie, compared to 49 percent of Christians overall. Thirty-one percent of FDCs are very likely to discourage a movie, compared to 17 percent of Christians overall.
- 78 percent of Faith Driven Consumers say it would have a significant influence on their decision to see a film if their church encouraged it, compared to 55 percent of Christians overall, and 57 percent of Faith Driven Consumers' churches encourage members to see specific faith-based films, compared to 36 percent of Christians overall.

Faith Driven Consumers and Christians overall: Importance of specific attributes

On a scale of 1 to 5, Faith Driven Consumers rate biblical accuracy as the No. 1 factor in considering a film. Below is how all factors were rated.

- 60 percent gave “how accurately the movie reflects the Bible” a 5 (4-5: 84 percent), compared to 28 percent of Christians overall.
- 59 percent gave “compatibility with Christian values” a 5 (4-5: 89 percent), compared to 23 percent of Christians overall.
- 56 percent gave “how appropriate the film is for children” a 5 (4-5: 78 percent), compared to 30 percent of Christians overall.
- 51 percent gave “faith-compatible characters and relationships” a 5 (4-5: 83 percent), compared to 21 percent of Christians overall.
- 51 percent gave “faith-compatible situations” a 5 (4-5: 83 percent), compared to 20 percent of Christians overall.
- 50 percent gave “entertainment value” a 5 (4-5: 83 percent), compared to 36 percent of Christians overall.

For further details on the poll, please go to: