



HIS LIFE. HIS DEATH. OUR HOPE.

JESUS FILM PROJECT
MEASURING GLOBAL IMPACT
JANUARY 2017

 **masterworks**
your mission. our innovation. His purpose.



CHAPTER 1

Introduction

Over thirty-seven years, the Jesus Film has brought hope to billions of people throughout the world.

We are going to count them.

Objectives of the Research

The Jesus Film Project has engaged the Masterworks research team to help it quantify the total global impact of The Jesus Film – both the classic film and other titles – from 2006 to the present.

While The Jesus Film Project team hears many stories of how the films are changing lives around the world, it has been 10 years since The Jesus Film Project has undertaken a comprehensive process to count the total number of lives impacted, through exposures to its films, decisions to follow Christ, churches planted, and multiplying disciples created. This research project is the beginning of an on-going process by The Jesus Film Project to measure the impact God is creating through its work.

In addition to quantifying the work directly undertaken by The Jesus Film Project or work being done through funding other evangelism partners, this research also estimates the total reach of The Jesus Film Project titles around the world, through the work of the many denominational ministries, missionaries, full-time kingdom workers, and individual servants of Christ using The Jesus Film titles to share the gospel.

Why is this important? Because all believers rejoice when one lost soul is reached with the gospel, and un-

derstanding the scope of the work that God is doing through this film ministry is encouraging to the entire body of believers.

CHAPTER 2

Purpose of this Report

The primary purpose of this document is to provide an in-depth report of the process and data used by the research team to complete the estimate of the global impact of The Jesus Film titles.

In this report we will share:

- A. An overview of the process by which the research team compiled and analyzed all of the available data, including data sources, assumptions used, and validation strategies.
- B. Detailed data that was used to arrive at the estimate of global impact.
- C. A list of additional data sources that can be incorporated in on-going estimates of global impact. The research team used all relevant, currently available data to arrive at the estimate provided in this report. In addition, through the research process, the team identified a number of what we are calling “emerging” data sources. In some cases these sources are being developed, and relevant data is not yet available. In other cases the research team did not get responses to requests for information. In particular, some potential sources of data were identified too late in the process to include them in the estimates.
- D. A template for The Jesus Film Project to use to update the estimates in future years. Our goal for this project was to create a process that Jesus Film staff can continue to use for years to come, without the need for on-going outside assistance.
- E. The research team’s professional conclusions and recommendations for how to improve the data collection and estimation process in future years, to increase the accuracy of the estimate, as well as specific learnings from the process and recommended changes to the ways in which data is used strategically within the organization.
- F. A statement of counsel that certifies the results of the research based on tests of validity.

CHAPTER 3

Overview of the Process

The objective of the research is to quantify the total global impact of The Jesus Film Project titles. To accomplish this objective, the Masterworks research team employed a mixed methods approach to the research.

The research consisted of four phases of activity:

Exploration

The first phase of work consisted of several exploratory research steps which provided the team with a fuller picture of how the films are used in ministry, and all of the possible scenarios by which people view the films, and decisions for Christ and discipleship happen. We conducted 40 in-depth interviews with a combination of The Jesus Film Project staff, Cru staff, and a selection of ministry representatives who use The Jesus film titles in their work. We then presented the results and insights from this exploratory phase to The JESUS Film team.

Sampling

In the second phase of work we began collecting data using The Jesus Film Project internal data sources, and quantitative primary research (surveying) with a sample of customers of The Jesus Film Project store, and with a sample of individuals who have downloaded titles from JesusFilmMedia.org. A complete list of internal data sources is included in this report. Store purchasers from 2010 through 2015 were invited to participate in a web-based sur-

vey via an email invitation. A total of 385 individuals responded to the survey of store purchasers. In addition, a total of 68 individuals responded to the digital media survey. Copies of both survey instruments are included in the Appendix of this report.

Measurement

After the primary and secondary data were collected, we conducted data analysis to project data findings onto the global population. In this phase we identified viewing assumptions by media which were agreed upon by the Executive Team and used to estimate the total number of viewings by product. We tested these estimates with the Executive Team.

Validation

The final step in the process was to validate our initial findings with JFP leadership. We conducted additional in-depth interviews with members of the Executive Team, as well as others within The Jesus Film Project. We also tested our assumptions by comparing to impact reports from other ministries using The Jesus Film Project titles, field reports from funded partners, and in-depth interviews of additional ministry leaders. In addition, we validated the impact findings using data on global growth in Christianity from the World Christian Database. We presented our findings to the Executive Team of The Jesus Film Project.

Through the research process, we identified four stages in the life of a “title” to be measured.

Production and Availability

- Full-length Jesus film expressed in store sales, equipment shipped and television contracts.
- Short features and conversation starters expressed in three digital formats: video, episodes and segments.
- Marketplace availability scores provided by World Christian Database.

Discipleship Impact

- Groups formed and churches planted from ministry field reports.
- Groups formed and churches planted from online field survey.
- Denominational growth estimates from collaboration experience.
- Growth in Christian denominations as reported by World Christian Database.

Distribution and Viewership

- DVDs distributed through ministry partners with 11 viewings per DVD
- Online digital media, mobile app downloads and ebook embeds viewed by individual users.
- Projectors distributed by JFP and partners with viewership of 30,000
- Television Broadcast with undetermined audiences.
- New media (tablets, Lightstream) with viewership between 1000 to over 98,000.

Evangelism Impact

- Decisions from ministry field reports.
- Decisions from partner field reports
- Decisions from online field surveys of store customer and digital users.
- Worldwide and area-wide Christian population as reported by World Christian Database.

The following chart illustrates the sources of data used in estimating global impact, and the department within The Jesus Film Project from which these data originated. It is interesting to note the variety of places within The Jesus Film Project that collect production data: A total of 14 positions in 8 departments. In addition, there is no direct connection from these data sources to Donor Reporting, and in some cases, the research team identified data sources that have not previously been used by Donor Reporting. In some cases, an individual's position is not technically aligned with the information they are collecting. This often happens when an organization experiences turnover, or an individual moves from one position to another, and a staff member continues to collect a set of information because, "they have always done it." Or staff members compile data for use by their own department without seeing the bigger picture of how those data could be useful across the organization. These types of legacy information practices make it challenging for an organization to make effective, strategic use of its internal data.

FIGURE 3.1



CHAPTER 4

Production and Availability

Production. Real world production is defined as Gross International Distribution expressed as units shipped, funded by The Jesus Film Project, or digital downloads. Real world production captures media on its way to being viewed. Because this report is concerned with ministry impact, any media outlet will be included in production, whether originating from the Jesus Film Project, or funded activity of its ministry partners.

Sources: Numerous departments within The Jesus Film Project provided data for calculation of Gross International Distribution, including Store Sales statistics from January, 2006 to December, 2015; Digital Downloads from January, 2012 to September, 2016; Projection Equipment, Blue-Ray sales through Wal-Mart in 2015, Broadcast licenses in place, and Partner Production (SPQs). Availability statistics for 2015 come from the World Christian Database.

Tabulation: Store sales data come from point-of-sale proprietary software, which enters one record for each item in an order. Since real-world distribution is the focus of this study, items shipped were used as the upstream driver of worldwide distribution. Therefore, store sales data were filtered to unique orders with items shipped as the measure of distribution. Unique orders were sorted into year shipped and WESS region, and then tabulated and summarized in table format for ease of viewing. Digital downloads record an event between a digital provider and an end user. Several providers host digital Jesus film media, including the Jesus Film Media

website, the Jesus Film mobile app, Youversion Bible ebook, Faith Comes by Hearing Audio Bible and Days with Jesus Project. Each provider tracks digital events through online analytics software. All events are warehoused through digital services at the Jesus Film headquarters. The rate of interaction with digital media is limited by bandwidth and time constraints, Jesus Film media provides three different assets to optimize viewer experience: full-length videos (30 minutes or longer), episodes (average 15-minutes duration) and segments (average 2-minutes duration). Total events for all digital media assets were tabulated according to year and WESS country region. Production numbers for ministry partners, equipment and broadcast have different base rates of distribution. Equipment shipments are reported by region and year, while blue-ray and broadcast results are worldwide or time limited. Results were tabulated for each distribution channel as they were reported.

Accessibility is defined as the ability to obtain Jesus Film Media in the language of each people group within every nation, and it is expressed as a ratio between people groups with Jesus Film Media access in their language versus people groups without access to Jesus Film Media for each nation within a WESS region. Accessibility takes account of obstacles to distribution arising from cultural and linguistic barriers.

Formats for Media players

Videos recorded on digital video disks (DVDs) or USB thumb drives in the Motion Picture Expert Group (MPEG4) format occupy a unique channel in the distribution of Jesus Film products. Disks or thumb drives can be used for projection to large audiences or given away to individual viewers. Both media are tangible objects, making them an ideal source for ministry partners in contact with new or underserved groups. Ministry partners range from large entities with world-wide distribution to individuals handing out DVDs on a street corner. The following production numbers combine counts from Jesus Film Store sales, production studios and allocated distributors.



DVD and MPEG4



SHOW



GIVE AWAY

Multiple languages to choose from
1,490,000 DVD's or MPEG4's produced since 2006

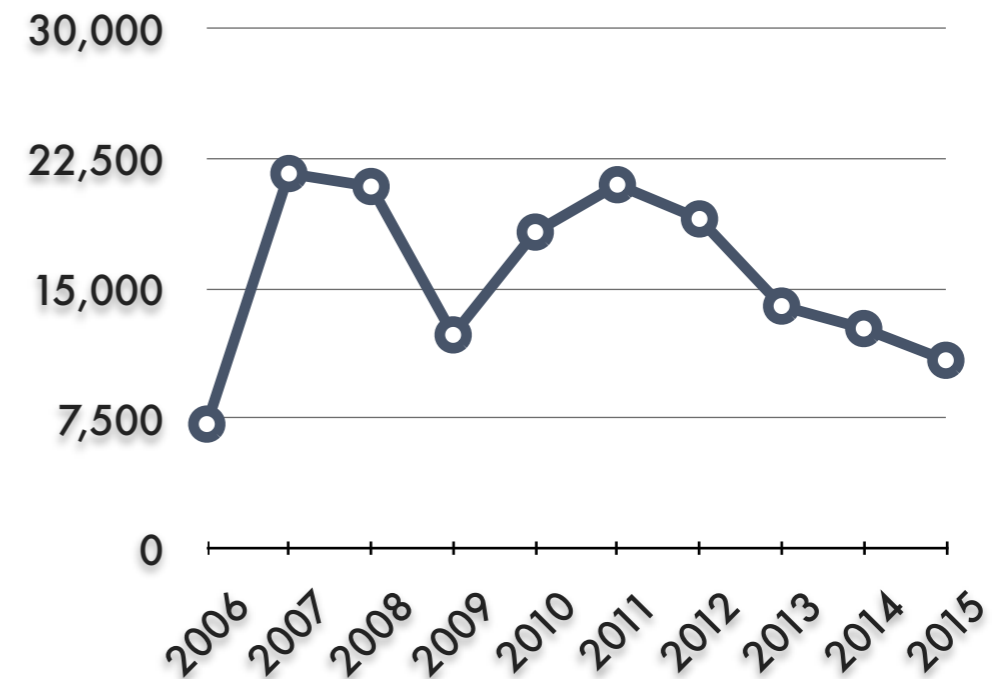
Store Sales

Sales of DVDs peaked in 2007 at 21,639 units, followed by downward trend toward 10,000 units in 2015. This trend may reflect ascending online digital distribution as an alternative to optical media in the same time period. A small downward inflection in 2008-9 may mirror economic conditions.

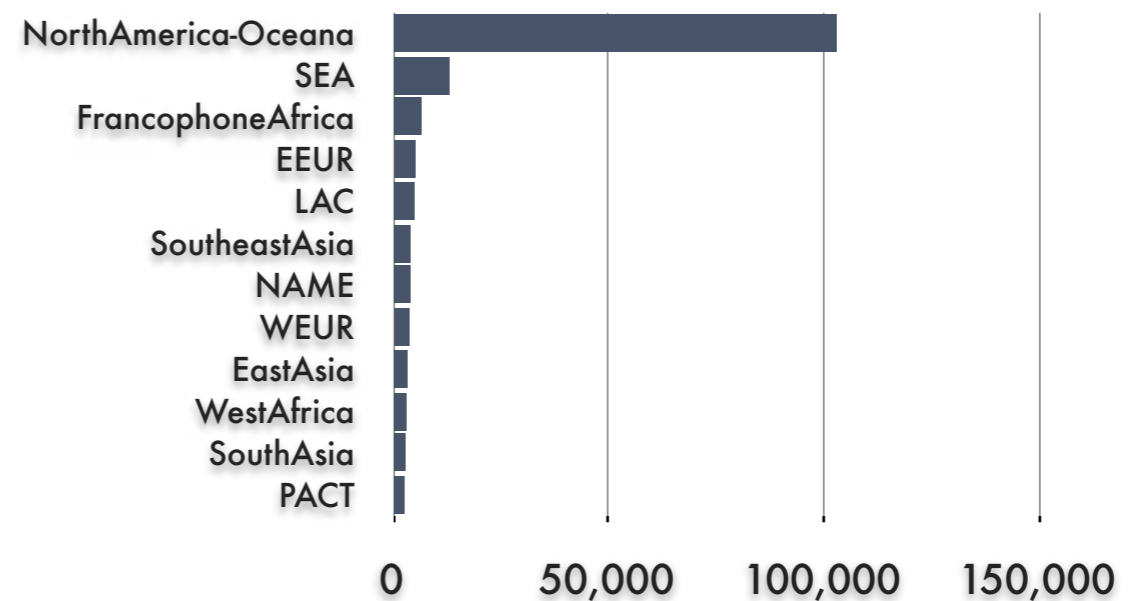
Regional sales were dominantly in North America between 2006 and 2015. Down market from the regional leader were nations in South and East Africa and Francophone Africa.

Year	Store Sales
2006	7187
2007	21639
2008	20891
2009	12332
2010	18262
2011	20995
2012	19021
2013	13995
2014	12698
2015	10868
Totals	157888

Annual Sales



Regional Sales 2006-2015



Production

Master Studios reported stable worldwide distribution numbers between 2010 and 2015 of about 22,500 DVDs and MPEG4 yearly. No regional data are available.

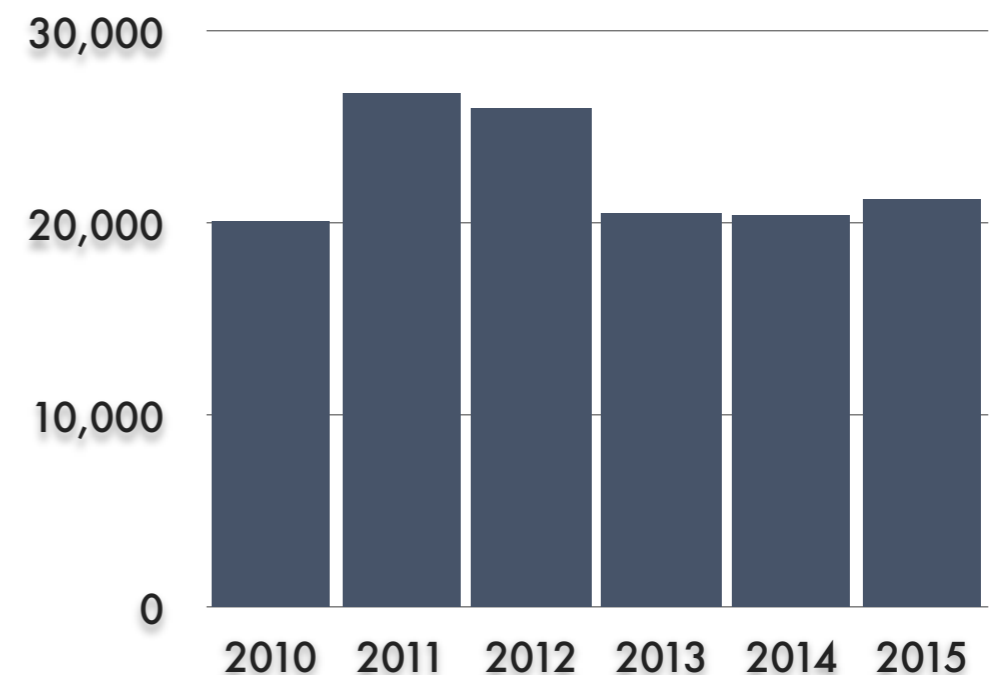
Walmart distributed classic media on Blu-ray optical discs for playback on high definition monitors. They report sales of 60,000 Blu-ray discs. in 2014 and 2015.

Year	Master Studios*		Walmart Blu-ray*
	DVD	MPEG4	
2010	20146	1	
2011	22710	4100	
2012	20395	5642	
2013	14774	5786	
2014	13772	6677	60000
2015	11139	10156	60000
Totals	102936	32362	120000

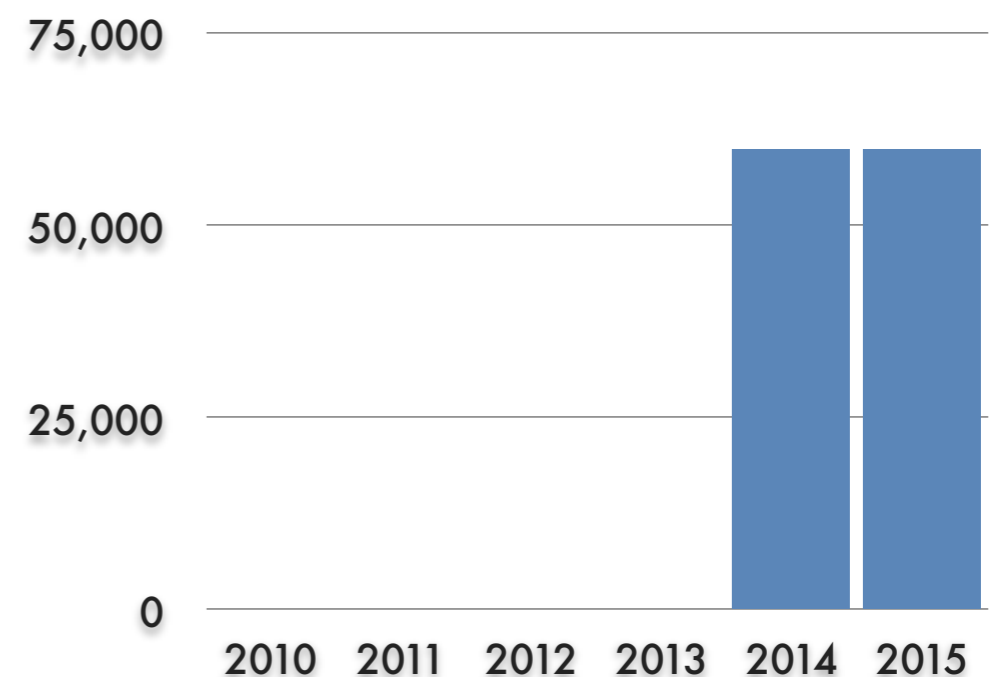
*Source: Master Studios

*Source: Marketing & Communications

Master Studios (DVD+MPEG4)



Walmart (Blu-ray)



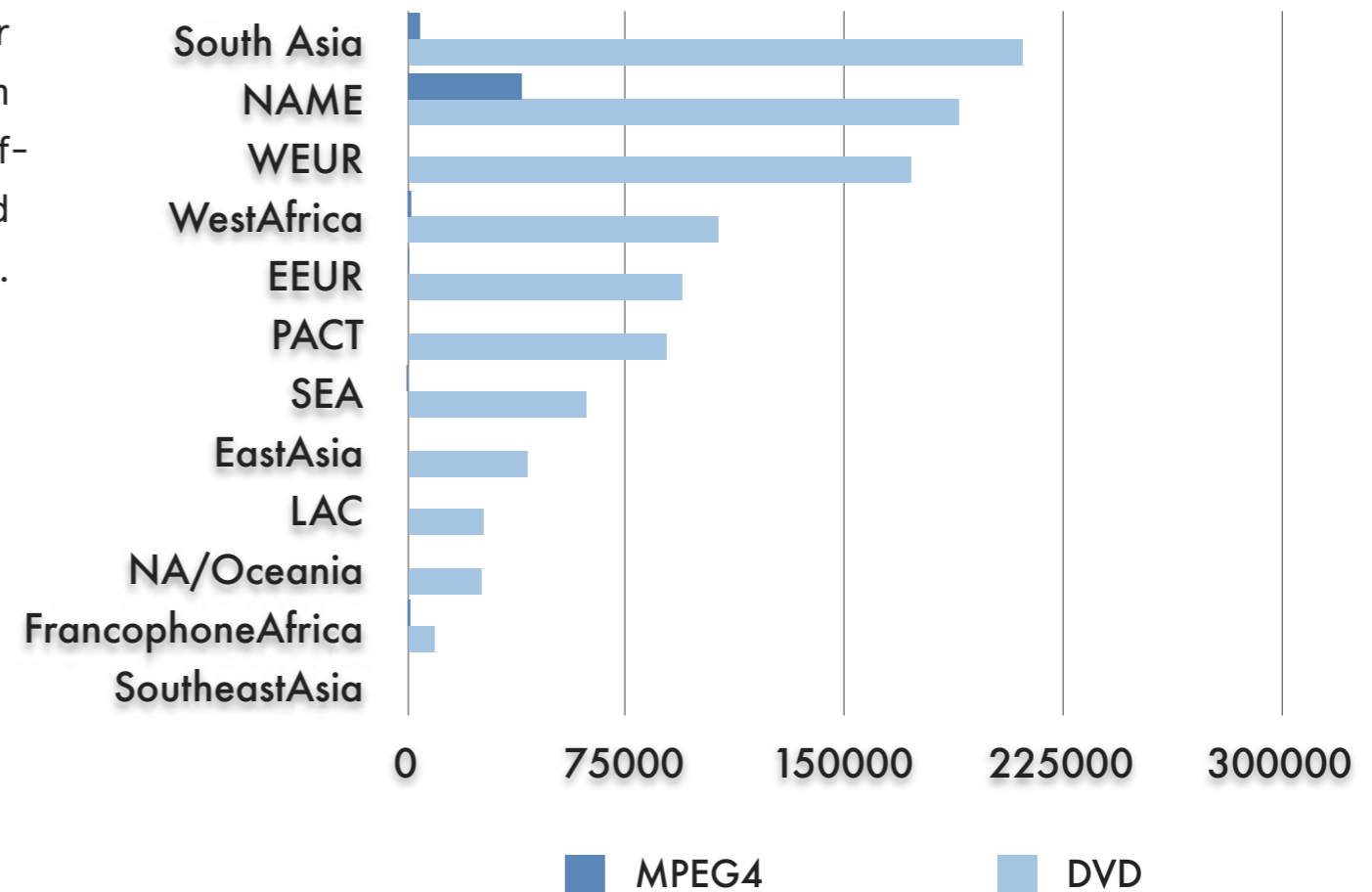
Allocated Resources (SPQ, Youtube)

Offsite production simplifies distribution by providing resources for duplication rather than finished product. Jesus Film distribution penetrates underserved regions through resources allocated to off-site production. In addition, Youtube hosts a Jesus Film channel, and Youtube subscribers post versions of the film for local consumption. Views for 2011-2016 are tabulated below.

YouTube*		
Year	Jesus Film Channel	Content ID
2011	49,157	
2012	327,823	
2013	762,262	
2014	837,937	
2015	1,044,038	
2016	1,274,030	29,165,876
Totals	4,295,247	29,165,876

*Source: Jesus Film Media

SPQ Production by Area (2015)



MPEG4*	DVDs*
49,426	1,027,480

*Source: SPQ

Digital

Demand for digital media favors new production values. Short film clips or snappy conversation starters suit online viewing or multimedia presentations. The table and figures below summarize digital media into Videos, Episodes and Segments. Videos are full length productions thirty minutes or longer, while an episode is one installment of a series of multiple videos designed to be watched in sequential order, with an average length of thirty minutes. Segments appear in short clips lasting two minutes. Digital media also serve new audiences. Regions with more on-line access have more digital downloads. Jesusfilm.org provides these data, as stated in the Methodology.



Digital



SHOW



FORWARD

22,808,938 digital plays between 2012-2016

Digital Downloads

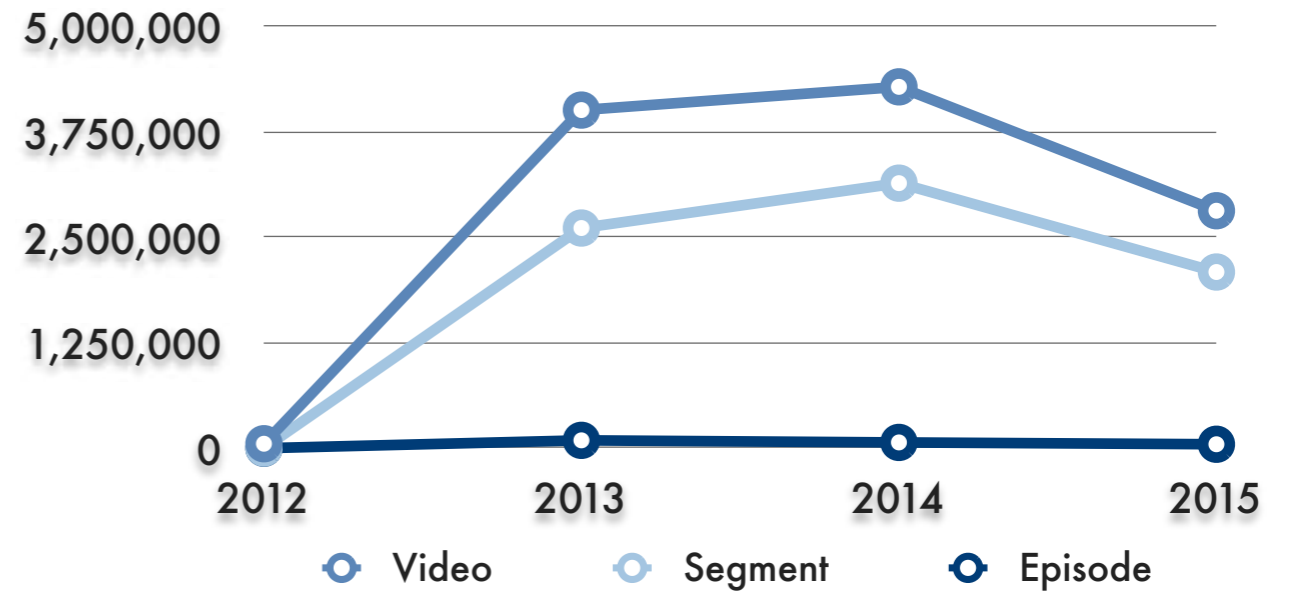
Accumulated downloads increased sharply from 2012-2014 and then declined in 2015. Whether the decline represents a long-term trend or only technical or linguistic barriers is yet to be determined. Regional downloads disclosed emerging markets in Latin America and East Asia for digital media.

The table below separates Jesus Film media downloads from partner downloads for purposes of analysis in the next chapter on viewership. MentorLink digital downloads will be reported separately along with their account of evangelistic responses.

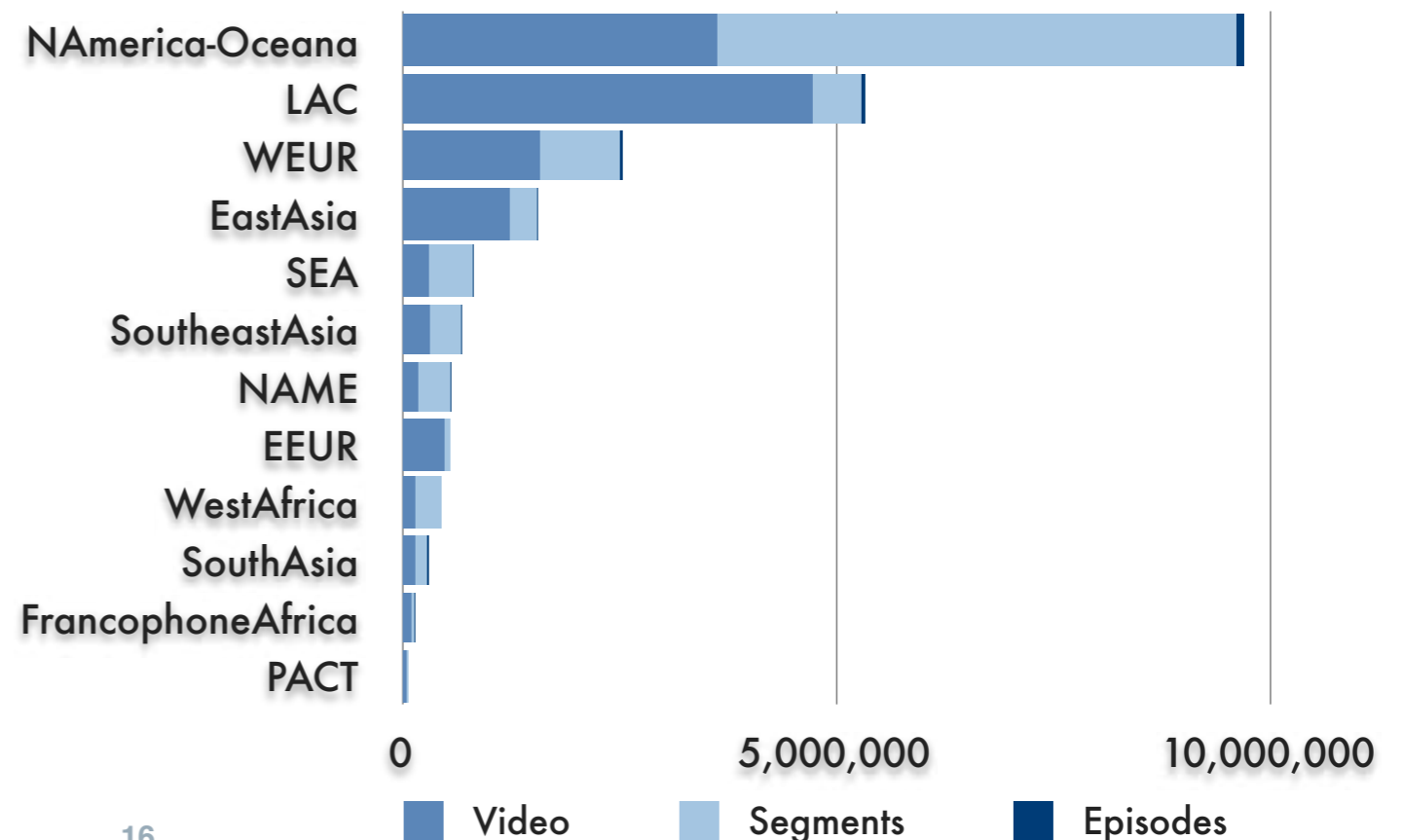
Year	Affiliates*	Jesus Film Media
2012	13,313	44,702
2013	5,489,066	1,126,127
2014	5,736,087	1,767,369
2015	3,919,090	1,044,801
Totals	15,157,556	3,982,999

*YouVersion and other non-funded Jesus Film media, excluding MentorLink Titles.

Digital Downloads



Regional Downloads (2012-2016)



Examples of Digital Assets

Top Ten Videos		Top Five Episodes		Top Ten Segments	
Title	Plays	Title	Plays	Title	Plays
Jesus	12,356,925	Who is God?	38,046	The Beginning	1,907,482
The Story of JESUS for Children	249,369	Assurance Of Salvation	34,564	The Devil Tempts Jesus	465,235
Magdalena	205,496	In the Family	19,805	Jairus's Daughter Brought Back to Life	246,537
My Last Day	166,904	The Holy Spirit	12,000	Miraculous Catch of Fish	233,189
A Practical Digital Training	44,583	Fellowship Of Believers	10,524	Angels at the Tomb	191,687
La Búsqueda - The Search	40,123			Jesus is Crucified	190,458
Venia	26,237			Jesus Proclaims Fulfillment of the Scriptures	185,834
Cabernet	25,008			Parable of the Pharisee and Tax Collector	175,742
La Liberté De L'Interieur - Freedom Within	22,016			Resurrected Jesus Appears	156,522
Coffee Shop	14,374			The Transfiguration	137,537

Broadcast

Television brings Jesus Film media to untold numbers of viewers. Real world production involves religious programming through contracted outlets. Licenses for television broadcast expire at different intervals. New contracts signed each year are reported in these tables. Since contractors do not provide broadcast information or audience size, only contracts are reported here.



2,169 Broadcast Licenses Granted Between 2006-2015

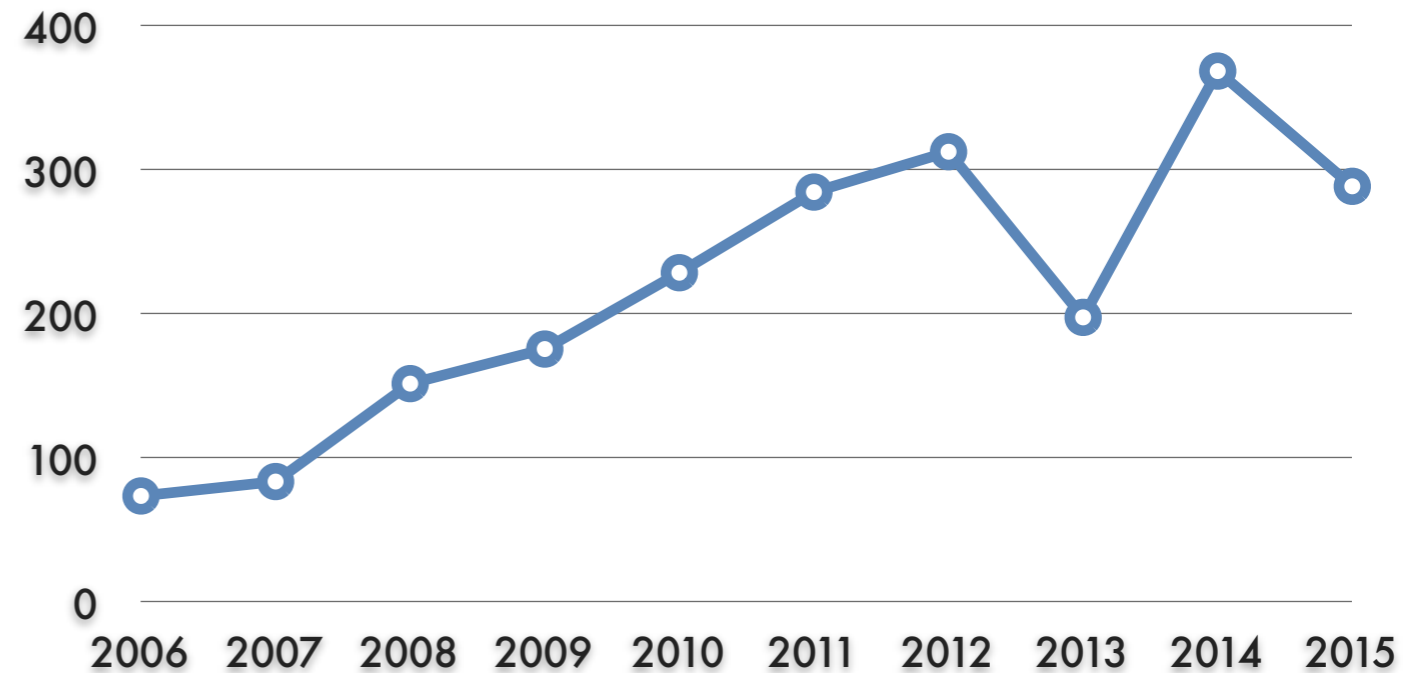
Licensed Broadcasts

Television broadcasts trend upwards over the ten-year period from 2006 to 2015 as reflected in new licenses. Regional differences suggest different mission strategies or cultural and linguistic barriers guide license agreements.

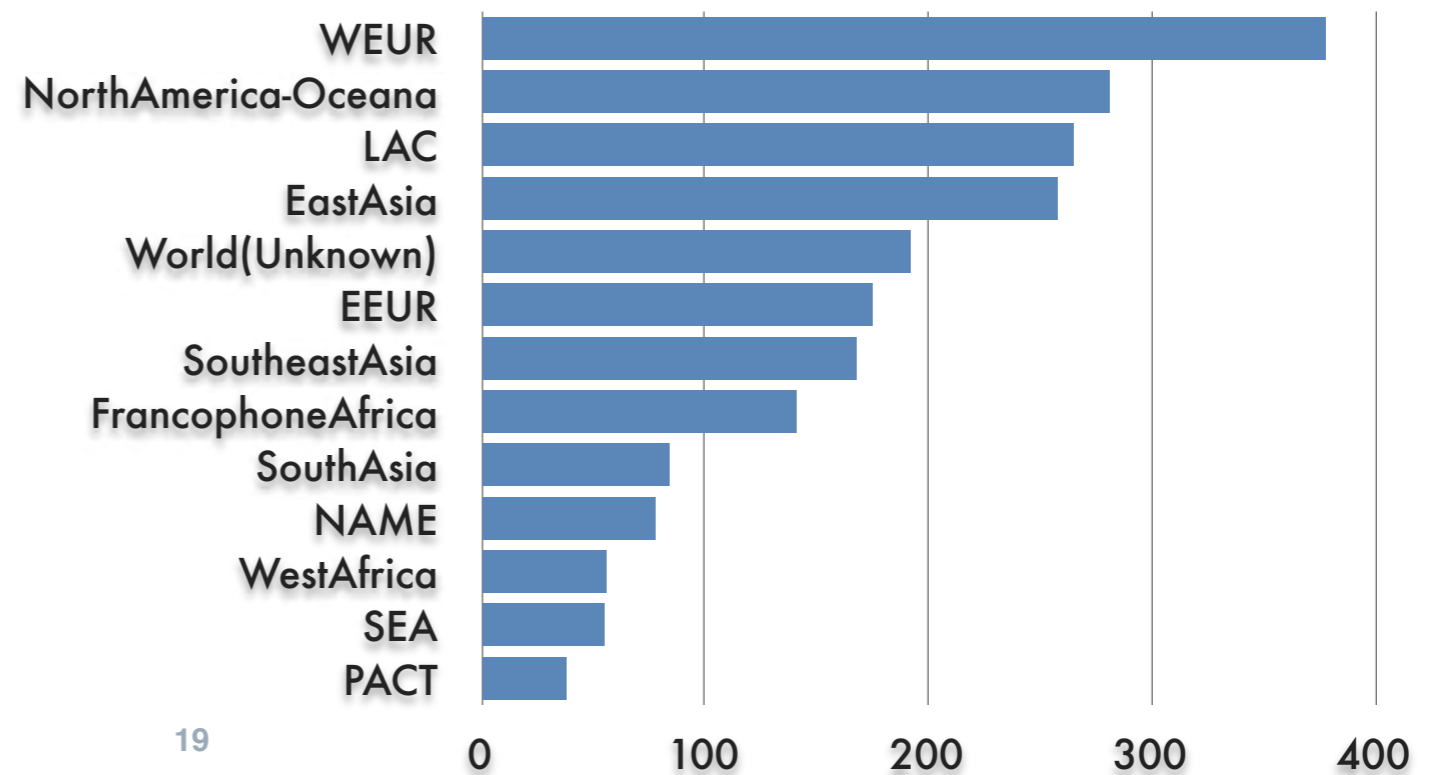
Year	Licenses *
2006	74
2007	84
2008	152
2009	176
2010	229
2011	285
2012	313
2013	198
2014	369
2015	289

*Source: JF Access database

Broadcast Licenses



Regional Broadcast Licenses (2006-2012)



Equipment

Equipment sales provide tools for crossing technical and economic barriers in nations without reliable energy resources or access to the internet. Strategies to meet these needs include projectors with mobile power sources, Lightstream portable media distribution systems, personal media players or tablets.



Equipment



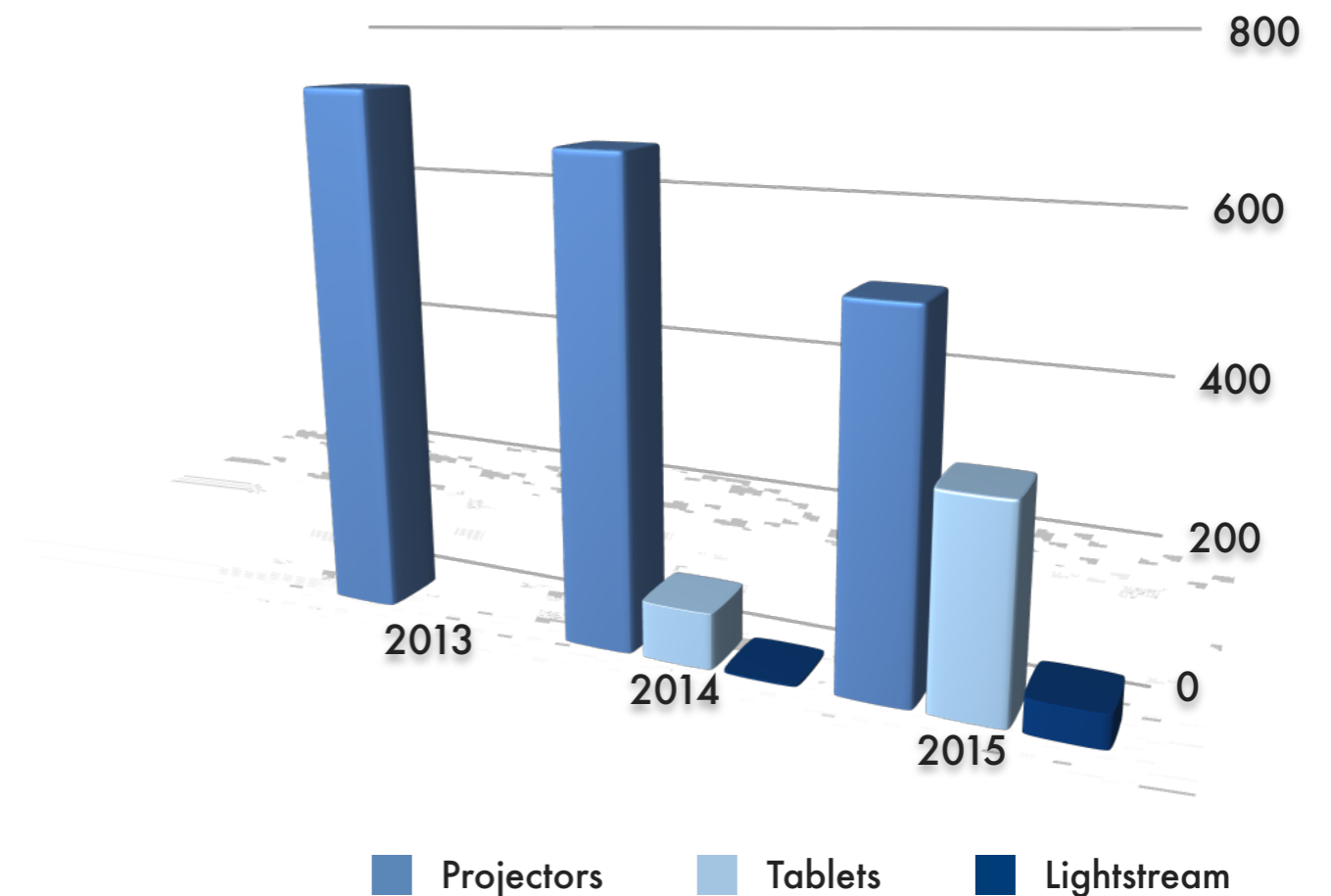
SHOW

Equipment Distribution

This chart shows total equipment distribution from 2013 to 2015, indicating a decrease in total number of projectors, and an increase in tablets and lightstream devices.

Equipment*			
Year	Projectors	Tablets	Lightstream
2013	723		
2014	657	77	3
2015	501	285	45

*Source: Operations - Equipping



Gross International Distribution (GID)



Gross International Distribution

Jesus Film media are a family of creative visual depictions of the Gospel. The advent of online delivery, personal media players and smart phones has presented new challenges and opportunities for producers and distributors of Jesus Film Media. New films have been produced for shorter exposures, and new channels opened for distribution. The record of these forays into new media has gaps. This section provides a snapshot of current activity from 2015, the year with the most complete record.



DVD and MPEG4



SHOW



GIVE AWAY

Multiple languages to choose from
1,490,000 DVD's or MPEG4's produced since 2006



Equipment



SHOW



Digital



SHOW



FORWARD

22,808,938 digital plays between 2012-2016

Television



2,169 Broadcast Licenses Granted Between 2006-2016

Production and Distribution

Direct sales to ministry partners, digital distribution through the Jesus Film media website (jesusfilm.org), videos embedded in digital Bibles or Youtube, equipment for under-sourced audiences, production studios and affiliated outlets yield the following distribution:

FIGURE 4.1 Gross International Distribution (2015)

Source	2015
Store Sales	10,868
Digital Downloads JFM*	1,044,801
Projectors	501
Tablets	285
Lightstream	45
Broadcast Licenses	289
Production (DVD)	11,139
Production (MP4)	10,156
Allocation (SPQ MP4)	97,701
Allocation (SPQ DVD)	2,045,511
Walmart Blu-ray	60,000
Youtube JF channel	30,439,906
Youtube JF identified posts	29,165,876
Total	62,887,078

* MentorLink, YouVersion and other non-funded partner downloads, see Figure 5.3

Accessibility

Accessibility takes account of obstacles to distribution arising from cultural and linguistic barriers. The following chart plots production against accessibility. Accessibility expresses the availability of Jesus Media in the language of people groups in the countries within each WESS region. Production depicts the cumulative distribution of media in that region in terms of DVDs, digital downloads, equipment shipped, or broadcast licenses. The relationship between production and accessibility affects impact. High production with low accessibility impedes impact among unreached groups, whereas low production and high accessibility may impede impact through limited showings in groups with access to the Jesus Film media.



DVD and MPEG4



SHOW



GIVE AWAY

Multiple languages to choose from
1,490,000 DVD's or MPEG4's produced since 2006



Equipment



SHOW

Accessibility

Television



Digital



SHOW



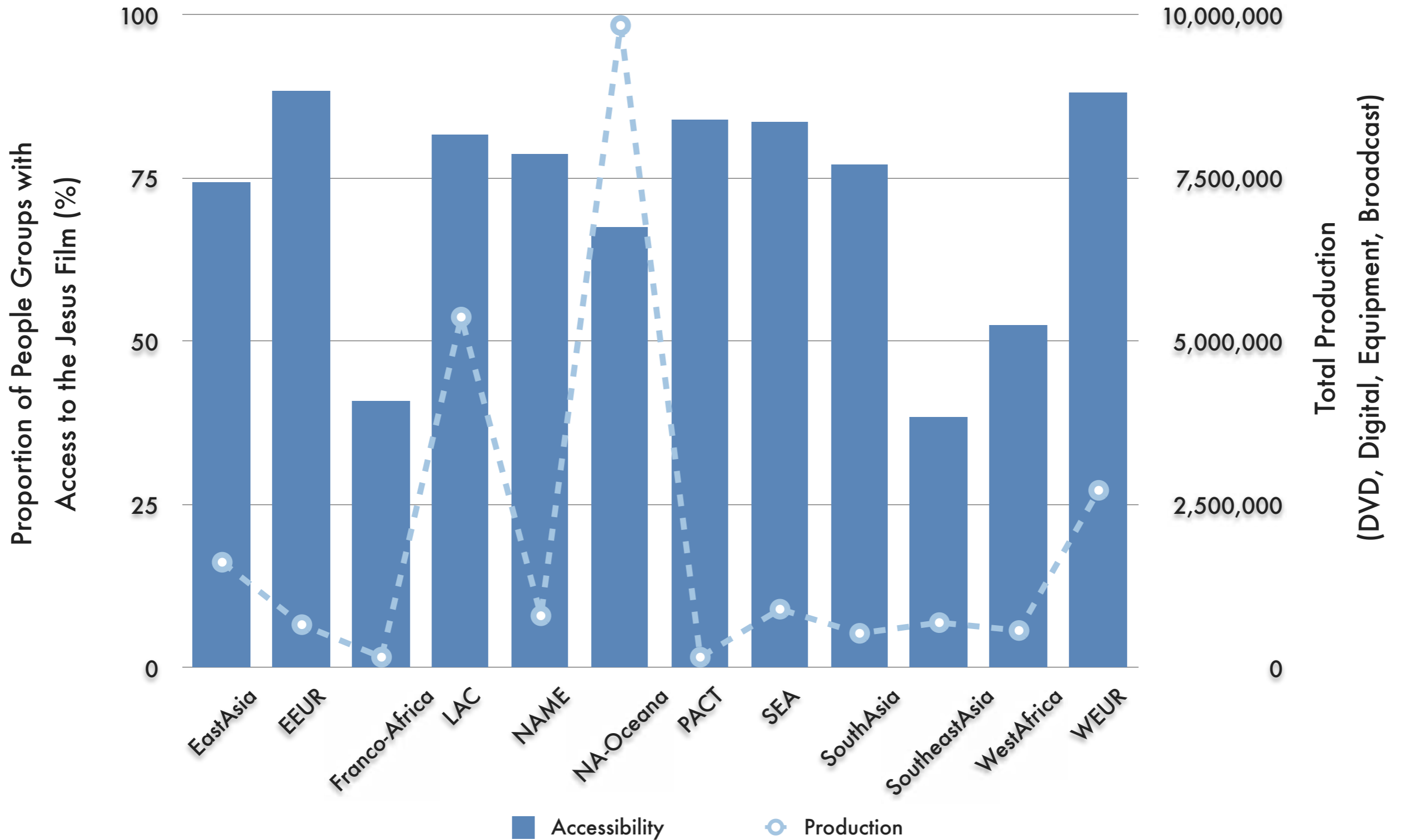
FORWARD

22,808,938 digital plays between 2012-2016



2,169 Broadcast Licenses Granted Between 2006-2016

Cultural-Linguistic Barriers to Production



Throughout the project, the research team encountered a variety of what we would call “Emerging Data Sources.” These are sources of impact data which are not yet part of The Jesus Film Project’s sources of information on global impact. But they have the potential to be added in the future.

In some cases other organizations are collecting data, and The Jesus Film Project has not yet connected or built relationships that would enable it to share data with these external organizations or data sources. In other cases the data sources are being newly developed, and will be added as they become available.

Online/Mobile Reporting. By creating an online version of the SPR form, one that is mobile friendly, The Jesus Film Project will likely increase response rates from funded ministries because it will be much easier for them to input data. In addition, this will save significant data entry time and free up resources for in-depth data analysis. This type of form is easily set up using Google Forms or a similar online tool, and once the form is set up, it can be embedded in a secure website. It can also be shared with unfunded partners who can be encouraged to share their data as well. The benefit to all ministries using The Jesus Film Project is the ability to see the global impact of the work being done by ministries using the film titles. These impact data, collected over time, can also serve as a learning tool and benchmark for ministry effectiveness.

Social Media Platforms. The Jesus Film Project is just beginning to explore ways to quantify usage of its title on social media platforms, such as YouTube and Facebook. The challenge in counting these is that the content posted on these sites is beyond the scope of control of The Jesus Film Project, and therefore difficult to quantify how viewers are seeing it. The Jesus Film digital team is working to address this challenge, and has provided initial YouTube viewing numbers that can be verified for 2016. In the future, these numbers will also include Facebook pages and other social media platforms not directly controlled by The Jesus Film Project.

Sampling. As part of this year’s process, the research team sampled those who have purchased from the Jesus Film store in the past five years, and those who have downloaded a title from the Jesus-Film Media website, using online surveys. This is an effective way to add to the estimate of unfunded viewing activity happening around the world, as well as to check the validity of viewing-to-decision ratios. Sampling film users through surveys can be an important emerging strategy for The Jesus Film Project.

Viewer Engagement Strategies. Viewers can be encouraged to provide feedback on their experience of watching the Jesus Film titles. The simplest way to do this is to publish a unique URL at the end of each title, and encourage viewers to go to the site and provide feedback, ask questions, connect to other viewers, and share their stories, all of which data will provide important learning for The Je-

sus Film Project, including measures of impact by film title and geographic area.

Area Reps. As The Jesus Film Project implements its plan to install a representative in each of the 13 areas around the world, this office can also provide intelligence on activity that is happening within the area and the impact of titles. This will be particularly helpful in the area of television broadcast, which has been difficult to measure in this project.

Partner Ministries. Organizations that are using The Jesus Film titles to share the gospel, disciple, and plant churches are important partners for The Jesus Film Project. While the Jesus Film has strong relationships with these partners, data reporting has been sporadic. Some partners report the impact of their use of the titles, and some do not. This is an emerging data source because more can be done to encourage partners to share data, and make it easy for them to do so.

Ishare. This Cru initiative is a global system of field data reporting focusing on church planting activity. While all of the data being collected is not relevant to The Jesus Film Project, this initiative does collect data on growth in multiplying disciples and church plants, and will be helpful as The Jesus Film Project continues to measure the impact of its titles. Donor Reporting now has access to this database, and will incorporate this into its measurement system as the database becomes populated.

Catholic Networks. The Jesus Film Network leadership reports numerous instances of the film titles being distributed through branches of the Catholic church. We were unable to verify these reports directly, but have identified several avenues that may be able to provide additional information. In addition, we have connected to the Midwest Province of the Society of Jesus, which has shared contact information for individuals within the Eastern African Province, and other globally-connected Jesuits who may be able to share data on usage of The Jesus Film titles within the Catholic church. As The Jesus Film leverages these and other relationship connections, we expect that more information will be available to incorporate in its impact estimates.

CHAPTER 5

Distribution and Viewership

Audience Assumptions



Each type of media reaches a different size audience in different ways. In order to measure the total global impact of The Jesus Film titles, we must first make assumptions about the potential reach for each media type. These assumptions are based on the experience of Jesus Film field staff, and have been reviewed and agreed-upon by the executive team.

It is important to note that these assumptions represent a global average. From experience, we know that viewings will vary by global region.

DVD's: 11 viewings over the life of the DVD

Projectors: 30,000 viewings over the life of the equipment

Digital: 1 viewing for every online view

Tablets: 1,000 viewings over the life of the equipment

Lightstream - 30,000 viewings over the life of the equipment

Note: There is no consensus, and very little available data, on the average viewings per Broadcast license in place. Broadcast license holders vary widely, from cable TV stations to Cru chapters, and there is no tracking mechanism in place to measure viewings. Most cable TV stations do not have the capacity to measure viewership. Therefore, we have not estimated viewings for Broadcast licenses, but simply counted licenses in place.

FIGURE 5.1 Online Ministry and Survey Findings

**SPR
DVD**

Year	Showings	Viewings	Average views/show
2,013	2,800	92,294,107	32,962.2
2,014	702,448	102,858,917	146.4
2,015	1,256,885	8,146,574	6.5

**SPR
Digital**

Year	Showings	Viewings	Average views/show
2014	10055	19420	1.9
2015	1162054	7806940	6.7

**Survey
DVD**

Film Category	Showings	Viewings	Average views/show
Jesus	50408	3662456	72.7
Jesus for Children	13185	52805	4.0
Magdalena	340	26294	77.3
Discipleship	181	10066	55.6
Shorts	42657	2265	0.1

**Survey
Digital**

Activity	Count
Downloaded a video from the Jesus Film® website	49
Installed the Jesus Film iOS or Android app	18
Watched one of the Jesus Film videos myself	50
Showed a Jesus Film video to one or more people	40

Ratios of viewings to showing from field reports and surveys. SPR field reports summarized for all film types and digital plays, while survey data expressed as viewings for each film type. Digital survey responses show that one play and almost one shared play were experienced for each download. Year-to-year changes in viewership reflect similar trends in distribution shown above. These ratios validate the assumptions used to calculate viewership. Indeed they suggest our assumptions under estimate viewership.

Direct Audience Viewership

Jesus Film Project viewership based on validated assumptions portrays the estimated audience from direct distribution.



Jesus Film
Project

Direct Audience Viewership

The following is a calculation of the total viewings for Gross Domestic Production, based on the estimated viewership for each media type, using all production data available to the research team.

FIGURE 5.2 Direct Audience Viewership Based on Field-Tested Assumptions (2015)

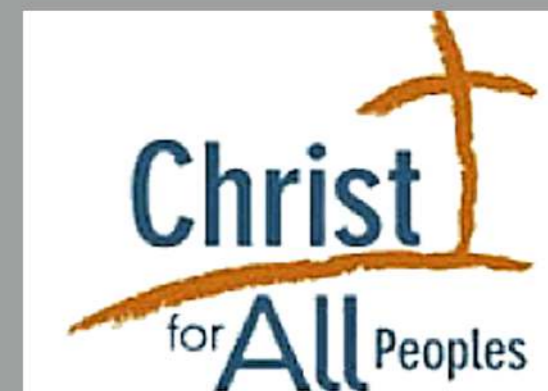
Source	Production *	Audience Assumptions (Views/medium)	Viewings
Store Sales	10,868	11	119,548
Digital Downloads JFM	1,044,801	1	1,044,801
Projectors	501	30,000	15,030,000
Tablets	285	1,000	285,000
Lightstream	45	30,000	1,350,000
Broadcast Licenses	289	1	289
Production (DVD)	11,139	11	122,529
Production (MP4)	10,156	500	5,078,000
Allocation (SPQ MP4)	97,701	500	48,850,500
Allocation (SPQ DVD)	2,045,511	11	22,500,621
Walmart Blu-ray	60,000	11	660,000
Youtube JF channel	30,439,906	1	30,439,906
Youtube JF identified posts	29,165,876	1	29,165,876
Total	62,887,078		154,647,070

* Source: Figure 4.1. Digital Downloads for YouVersion Bible MentorLink and other non-JFM sources see Figure 5.3.

Partner Viewership

Partners bring their own production and distribution resources to support their ministry strategy. They amplify the Jesus Film audience through active engagement with clearly defined mission strategies or ecclesial identities. Partner audience size is therefore not interpolated from distribution assumptions. Partners provide their own audience size estimates.

DAYS WITH JESUS



Partner Audience Estimates

FIGURE 5.3 Partner Viewing (2015)

Partner (Media)	Viewings
All Nations (DVD)	7,684,123
Days with Jesus (DVD, Digital)	10,287,396
Hope International (DVD)	2,695
International School Project (DVD)	20,273
Jesus Film Harvest Partners (DVD)	4,213,338
All Peoples (DVD, broadcast)	1,487
Rusty's Corner (DVD, backpacks, solar)	3,591,089
Wesleyan Church (DVD)	375,000
American Bible Society (DVD)	264,000
MentorLink	252,055
Renew World Outreach (Lightstream)	1,080,000
Youversion Bible and other embeds	3,919,090
Totals	31,690,546

Total Known Viewings



Equipment



Projection



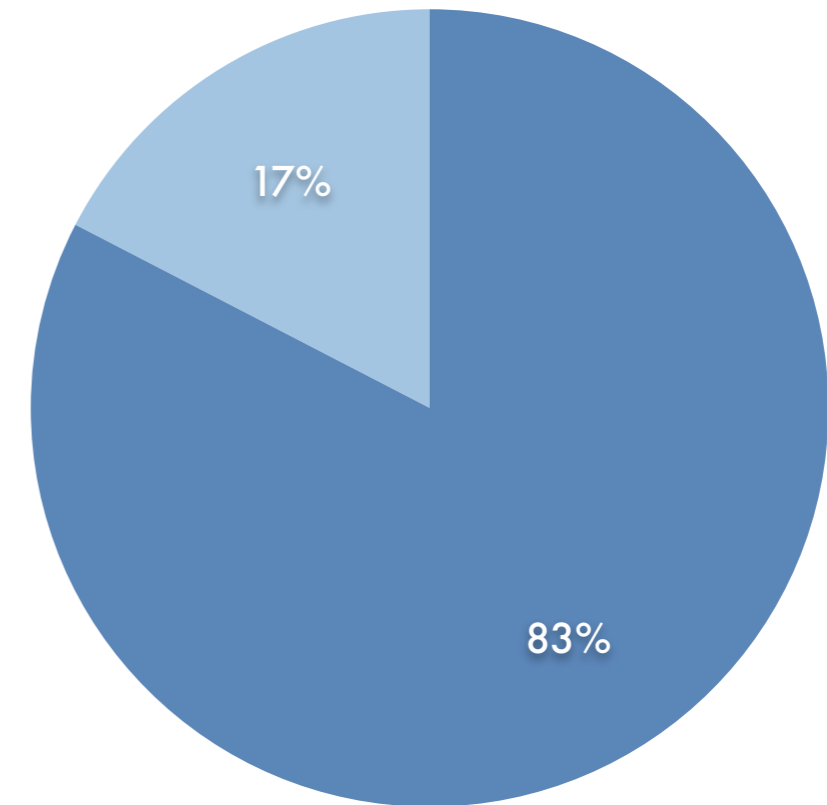
Digital

Known Viewings

Combined viewings for Jesus Film Project direct distribution and Partner distribution are the benchmark for impact measurements. Only 2015 viewings reported, since they are the most complete.

2015 Audience Size

FIGURE 5.4 Known Viewings



● Jesus Film Project ● Partners

Source	Audience
Partners	31,690,546
Jesus Film Project	154,647,070
Total	186,337,616

CHAPTER 6

Evangelism Impact

Estimated Impact from Field Reports

Once we know the total number of viewings calculated from Gross International Production, we can begin to estimate the total global impact from those viewings.

The most reliable source of impact ratios comes from reports from funded activities, in other words, data from SPR reports. These are reliable primarily because these data are more complete than any other source of field data, and SPR's represent the highest response rate of any of the data sources used for this project.

Based on SPR reports from 2015, we see the following impact ratios:



SPR Reported Decisions/View

FIGURE 6.1 Field Reports of Decisions for DVD media

Year	Viewings	Decisions	Decisions/View
2012	82,575,947	13,768,777	0.17
2013	92,387,877	17,819,159	0.19
2014	103,859,784	18,977,246	0.18
2015	8,146,574	2,821,112	0.35
Totals	286,970,182	53,386,294	0.19

FIGURE 6.2 Field Report of Decision for Digital media

Year	Viewings	Decisions	Decisions/View
2014	20120	455	0.02
2015	84445	22142	0.26
Totals	104565	22597	0.22

Note: From the 2014 study conducted by Masterworks for Film Production, 29% of survey respondents indicated they had accepted Christ as a result of viewing one of the film titles, including both the classic (35%) and short films (14%)

SPR Reported Decisions/View

FIGURE 6.3 Field Reports of Decisions for Broadcast TV

Year	Viewings	Decisions	Decisions/View
2014	75000	750	0.01
2015	25000	250	0.01
Totals	100000	1000	0.01

FIGURE 6.4 Field Reports of Decisions for Equipment

Year	Showings*	Decisions	Decisions/View
2015	21	80	3.81
Totals	21	80	3.81

SPR Decisions/View by Region

FIGURE 6.5 Regional Impact from Field Reports

Region	Viewings	Decisions	Decisions/View
East Asia	1421077	357481	0.25
EEUR	1325880	107284	0.08
Francophone Africa	335571	37951	0.11
LAC	363737	47279	0.13
NAME	558036	181421	0.33
North America-Oceania	274421170	46800658	0.17
PACT	3695416	76222	0.02
SEA	1313333	329672	0.25
South Asia	2527385	404934	0.16
Southeast Asia	5074	2144	0.42
West Africa	50796	12360	0.24
WEUR	1363072	5824	0.004
Totals	287380547	48363230	0.17

Ministry Survey Ratios

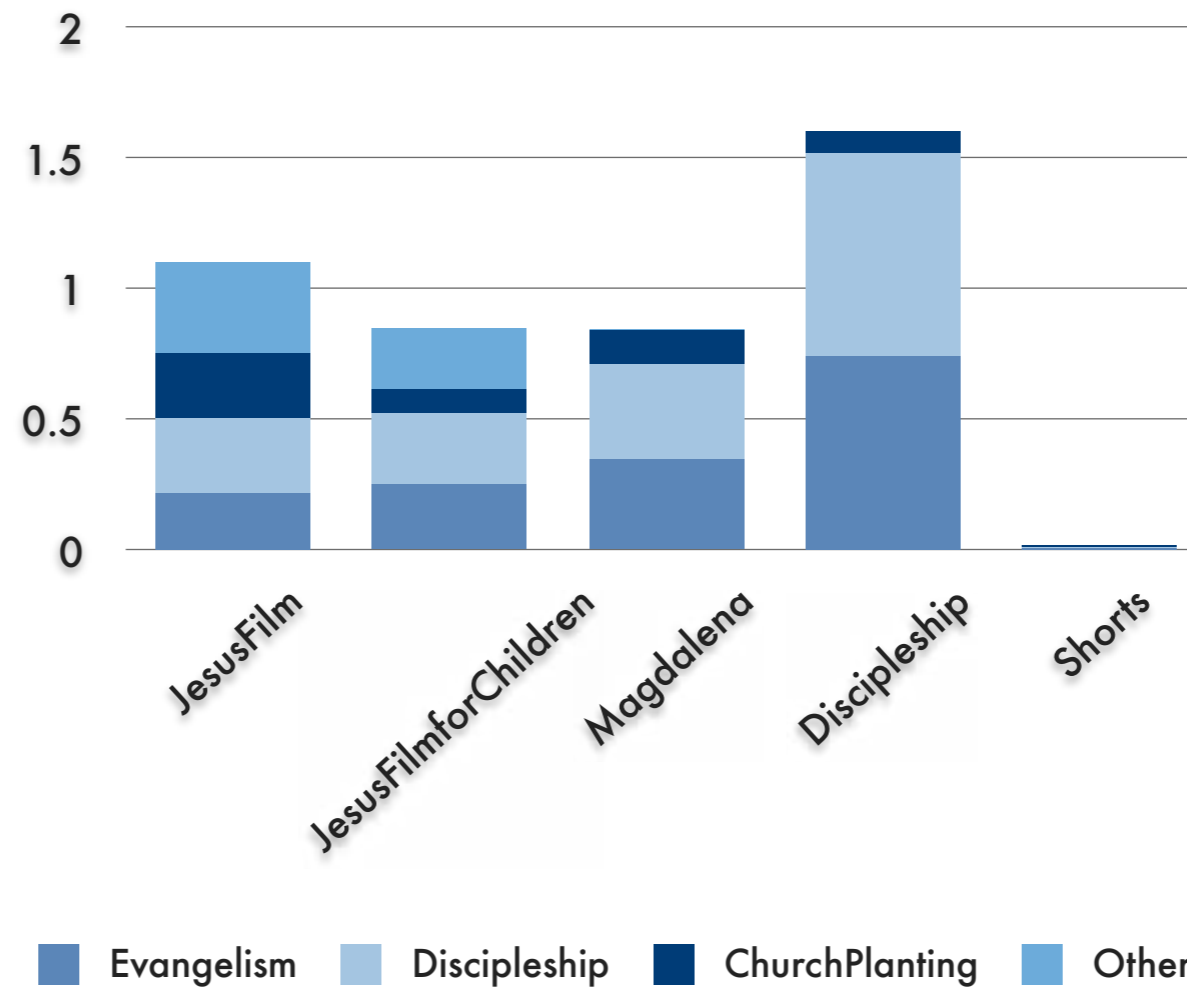
Ministry Survey Ratios

FIGURE 6.6 Ministry Survey Decisions/View

Film Type	Viewings	Decisions	Decisions/View
Jesus Film	3662456	799404	0.22
Jesus Film for Children	52805	13228	0.25
Magdalena	26294	9107	0.35
Discipleship	10066	7301	0.73
Shorts	2265	220	0.10
Total	3753886	829260	0.22

Difference by Ministry Types

FIGURE 6.7 Reported Decisions/View for Ministry Types



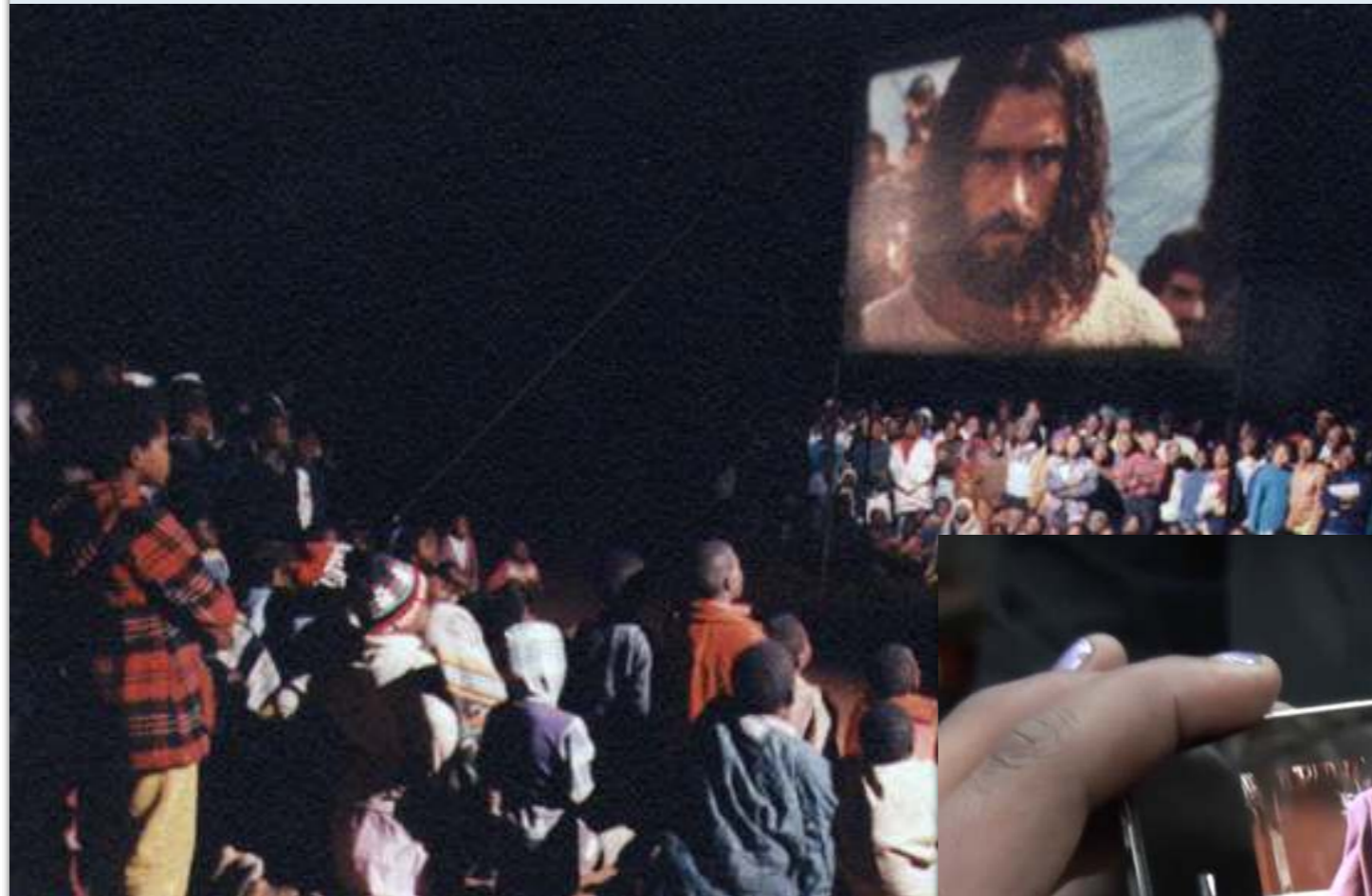
Ministry type	Jesus Film	Jesus Film for Children	Magdalena	Discipleship	Shorts
Evangelism	0.22	0.25	0.35	0.74	0.009
Discipleship	0.28	0.27	0.37	0.78	0.005
Church Planting	0.25	0.09	0.13	0.09	0.005
Other	0.35	0.24	0.01	0.00	0.0

Partner Ratios.

Partner Ratios

FIGURE 6.8 Partner Reported Decisions/View

Partner Ratios (2015)	Viewings	Decisions	Decisions/View
All Nations	11,106,089	869,543	0.107
Days with Jesus	10,287,396	268	0.003
International School Project	20,273	13	0.007
Jesus Film Harvest Partners	4,213,338	813,869	0.193
Rusty's Corner	3,591,089	820,895	0.229
Wesleyan Church	375,000	125,000	0.333



Groups

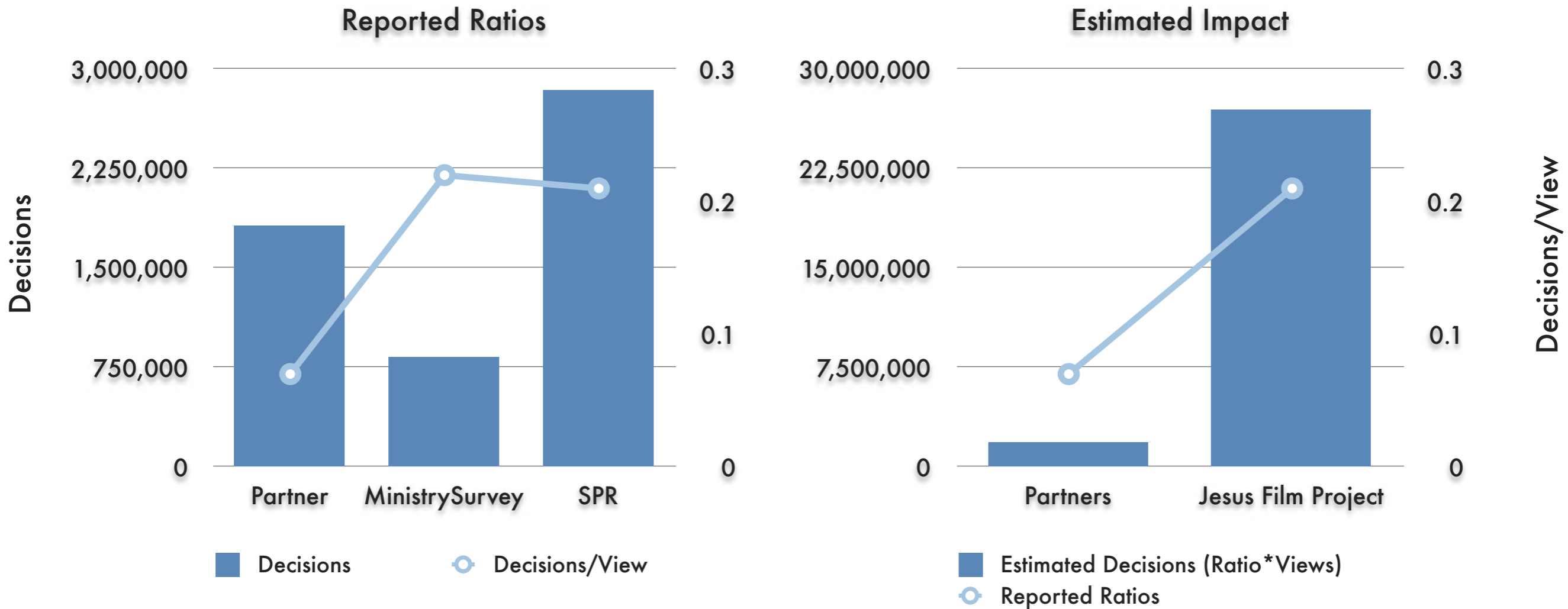
Estimated impact is derived from the ratio of decisions/view applied to viewership interpolated from distribution figures. The number of decisions reported may differ between reporting groups, but the ratio of decisions/view is remarkably similar for ministry field reports and ministry surveys. All data are for 2015.



Individuals

FIGURE 6.9 Estimated Impact

Estimated Known Worldwide Impact (2015)



Source	Viewings*	Decisions/View [#]	Estimated Decisions
Partners	31,690,546	0.15	4,595,129
Jesus Film Project	154,647,070	0.21	32,475,885
Total	186,337,616		37,071,014

* Figure 5.4

[#]Reported

FIGURE 6.10 New Churches and Cell Groups

Year	Decisions	Churches and Groups	Churches/Decision
2012	13,768,777	24,567	0.002
2013	17,819,159	26,297	0.001
2014	18,977,701	526,891	0.028
2015	5,642,224	12,383	0.002
Totals	56,207,861	590,138	0.010

Churches and Groups

Field reports include data on church plants and new cell groups. As a result of over 56,000,000 decisions from 2012-2015, almost 600,00 new churches or cell groups have been planted to disciple new followers of Jesus.

SPR Regional Decisions/View

Region	Viewings	Decisions	Decisions/View
East Asia	1,371,384	378,844	0.28
EEUR	923,362	82,556	0.09
FFAfrica	329,017	37,341	0.11
LAC	2,473,006	626,422	0.25
NAME	5,557,112	314,559	0.06
NA-Oceania	462,943	62,982	0.14
PACT	2,594,820	74,212	0.03
SEA	1,347,614	326,503	0.24
South Asia	3,370,935	430,276	0.13
Southeast Asia	144,368	15,943	0.11
West Africa	97,396	12,193	0.13
WEUR	211,635	1,355	0.01

INTERACTIVE 6.1 Regional Response (2015)



CHAPTER 7

Adding Unknown Impact



World Christian Database

CENTER FOR THE STUDY OF GLOBAL CHRISTIANITY
at GORDON-CONWELL THEOLOGICAL SEMINARY

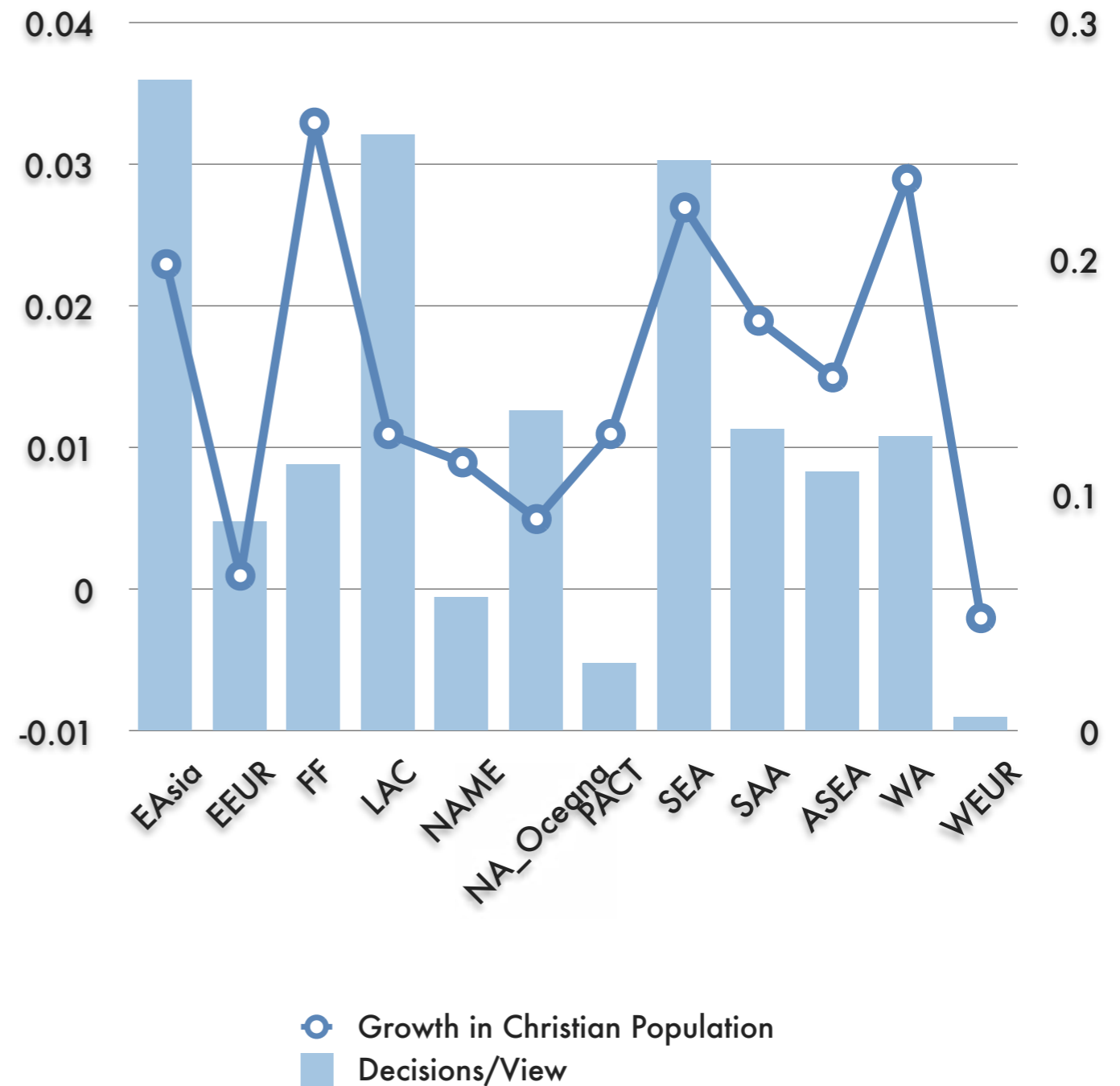
Evangelism in the Context of Christian Population

Comparing estimated decisions and churches planted from the Jesus Film Project to growth in Christian population and growth in Christian Denominations gives context to evangelistic outreach. The World Christian Database provides population growth and denominational growth every five years. Overall growth in Christian population is not always consistent with growth in Christian Denominations. This is because non-affiliated or doubly affiliated Christians may exceed Denominational affiliation in nations where church membership is culturally defined. Nevertheless, rates of growth in Christian Denominations can be used to add collateral growth from unreported sources.

Population

Reported rates of decisions per view are about tenfold higher across all regions than growth in Christian population. However, decision rates between regions are similar to growth in Christian population between regions.

FIGURE 7.1 Growth in Christian Population Compared to Decisions/View



Growth in Christian Traditions and Congregations

Growth in Christian Tradition and Congregations within those traditions use Jesus Film media for evangelism and church planting. The table below estimates JFP collateral contribution based on institutional collaboration between JFP and churches. Jesus Film media contribute an estimated 0.5% to Orthodox and Roman Catholic traditions. The contribution to Protestant and Independent traditions is calculated by subtracting known decisions and church plants from SPR and Partner reports from worldwide growth between 2010-2015, and assessing 1% of the remainder as JFP contribution.

Traditions	Affiliated growth 2010-15	Congregational growth 2010-15	JFP contribution to affiliated growth	JFP contribution congregational growth
Orthodox	6,552,774	3,771	32,764	19
Roman Catholics	55,786,370	11,122	278,932	56
Protestants+Independents +Unaffiliated Christians	81,818,365	758,457	714,242	5,916

CHAPTER 8

Validating the Model

Model Tests

With so many modalities of ministry operating in cross-cultural contexts, it is hard to accept the reliability of field reports. Figure 8.1 plots ratios of Decisions/View for all reports in 2014 and 2015. In addition a 'seed' dataset was chosen to represent the ideal ministry report. From 2011-2013, Every Home for Christ used the Jesus Film extensively in its worldwide evangelistic ministry with good results. All three datasets coalesce around 0.2 decisions/view with an almost flat slope. This pattern indicates the presence of a signal within the noise. Further evidence for the reliability of this model comes from Partner data. Ratios for all Partner reports for 2015 are plotted against annual ratios for an ideal set. Christ for All Nations has thoroughly reported year-to-year ratios for decisions/view across a wide, cross-cultural ministry. Both datasets converge at around 0.07 decisions/view, in line with our summary findings for this model shown in Figure 6.1

FIGURE 8.1 Ratios for Three Ministry Datasets Compared

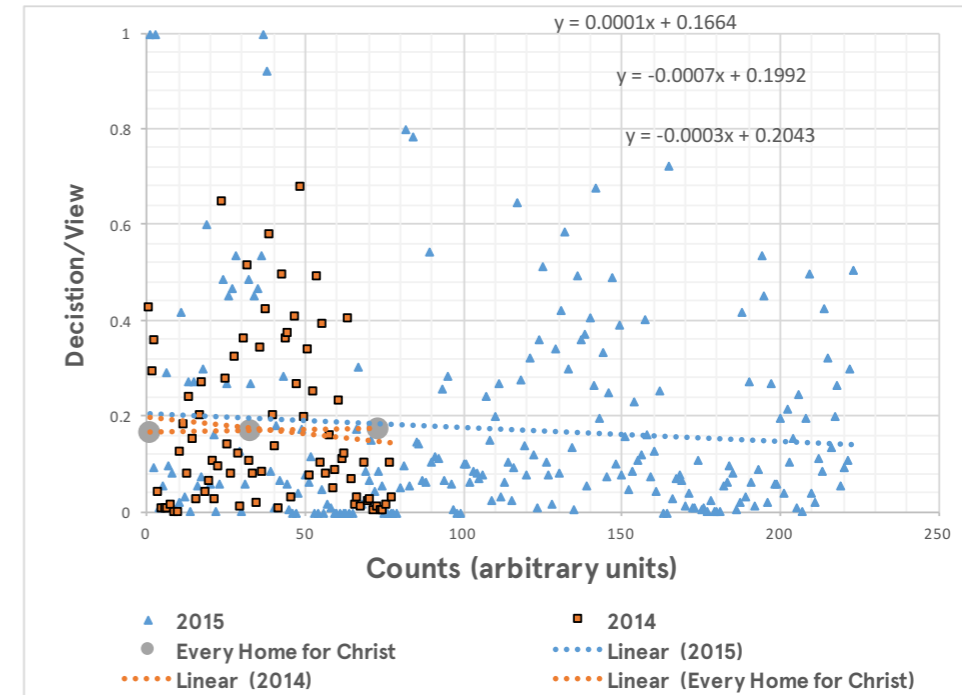
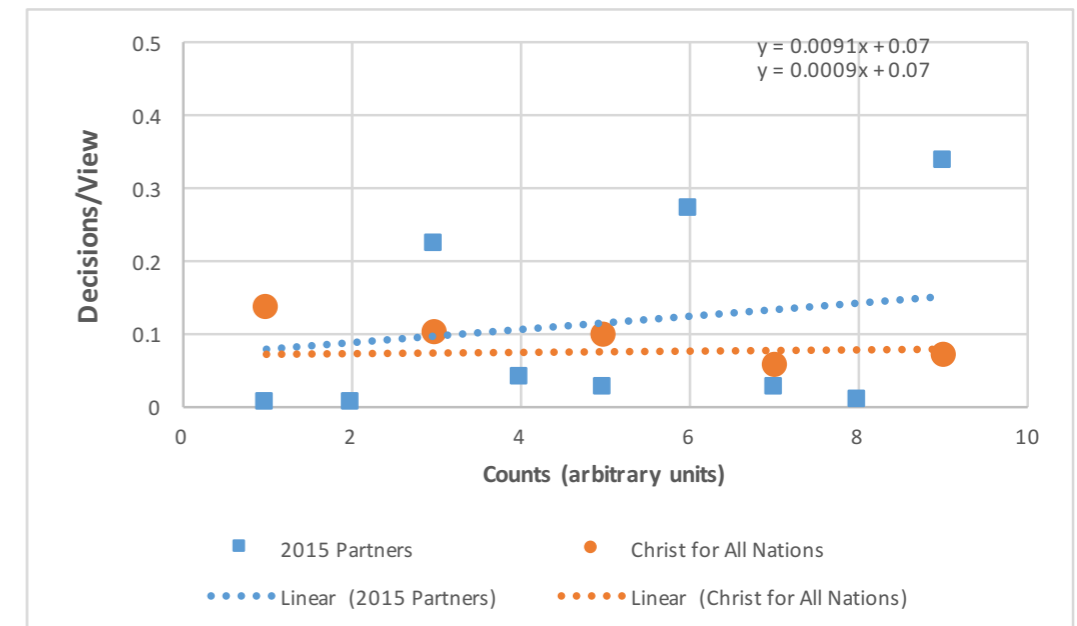


FIGURE 8.2 Ratios for Two Partner Reports



CHAPTER 9

Estimating Growth Since 2006

Growth in Jesus Film Viewings

To estimate growth since 2006 in viewings, we begin with the official ministry statistics from January 1, 2006, which report the total viewing audience of the Jesus Film since 1979 as 5,430,510,000. This includes only known viewings, thus it is prudent to use these figures to apply to our estimate of known viewings, before adding in estimates of unknown activity around the world. The following table shows these data.

Cumulative Viewings as of 12-31-2005	Average Viewings Per Year 1979-2005	Estimated Annual Decrease in Known Viewings 2006 - 2015	2015 Estimated Known Viewings	Cumulative Known Viewings Since 1979
5,430,510,000	201,130,000	1,479,238	186,337,616	7,360,451,902

To this estimate of cumulative known viewings since 1979, we can add the impact of unknown viewings that we have attributed to The Jesus Film Project through the growth of affiliated believers in Catholic, Orthodox, Protestant, Independent populations around the world. We do this by applying the total attributed decisions (roughly 2,051,876 between 2005 and 105) and our decisions/view ratio of .17, we arrive at a total of 12,069,859 additional viewings over the 10-year period, as seen in the table below

Cumulative Known Viewings since 1979	Estimated Decisions from WCD attributed to Jesus Film	Times Decision/Viewing Ratio of .17	Total Estimated Viewings Since 1979
7,360,451,902	2,051,876	12,069,859	7,372,521,761

In estimating growth in Jesus Film viewership since 2006, it is important to remember that the world has changed significantly in the last 10 years. This is particularly true of media and the way it is consumed in all parts of the world.

Significant technology advances have changed the way the media is distributed as well. Prior to 2006, based on statistical reports from The Jesus Film Project, television broadcast accounted for a large portion of film viewership, as television stations around the world likely showed the film more often, in some cases multiple times every to celebrate holidays. Now, broadcast viewership is decreasing around the world as more households use streaming media exclusively.

The growth of digital forms of media means that individual viewers represent a much larger audience for The Jesus Film Titles. Rather than group showings being the norm, more and more people see the films on tablets, smartphones, or online, and pass it along to others on SD cards.

Younger audiences view media in very different ways, and interact with it differently, including modifying it and reposting it to social media channels.

As all of these changes have taken place, The Jesus Film Project has also developed new media that is being used to start conversations about Christ. Some of these shorter films are thought-provoking and effective, yet do not present the direct gospel message in the same way as the classic film. Therefore, they play a different role in the process of creating gospel impact.

All of these factors, combined with the very real practical challenge of collecting data that are up to 10 years old from data storage systems that have likely changed significantly in this time frame, mean that it is a challenge to compare 2006 statistics to 2015, and fill in the blanks.

However, we believe that the cumulative estimate of global viewings is realistic, given everything we have gathered through this process.

CHAPTER 11

Recommendations

The following are recommendations based on our work to-date on measuring the impact of The Jesus Film Project's titles around the world from 2006 to 2016. These recommendations fall into two primary categories:

1. The role of data as a support to the strategic direction of the organization, and
2. How impact data is collected and reported within the organization.

The Role of Data in Strategic Direction

Our observation of data collection and management practices at The Jesus Film Project through this project suggests that the organization could significantly enhance its stewardship of this important resource. Currently, there is no single function at the executive team level charged with the strategic collection, analysis, and application of learnings from organization-wide strategic data. As a result, data is being collected at multiple levels in the organization, depending on the individual information needs of different departments, meaning that often the "right hand doesn't know what the left hand is doing." This means that strategic learning opportunities are probably being missed, as evidenced by this project for Donor Reporting.

Our recommendation is that The Jesus Film Project create a strategic function for data collection at the executive team level of the organization. This does not necessarily need to be a new position, but a function embedded within the current ET structure, i.e. a single role to pay attention to the strategic information needs of the

organization that crosses departmental lines. The primary benefit of this type of structure lies in its ability to integrate data from multiple functions within the organization so that it drives three key areas of the organization:

- Donor reporting
- Program evaluation
- Future planning and strategy

How Data is Collected and Reported

As we outlined in the "Emerging Data Sources" section of this report, there are many ways in which The Jesus Film Project can increase the amount and reliability of the data through which it measures its global impact. We recommend the following steps to improve data collection and reporting.

- Access additional and newly emerging sources of data to enhance current data collection systems.
- Incorporate data collection from Ishare, which will collect key variables of interest to The Jesus Film Project. While these data are not yet complete, this Cru initiative will increasingly provide global information on impact. Donor Reporting has been given access to this database.

- Continue to pursue initiatives that will enable auto-reporting from SD cards on total number of plays of titles on the cards. The Digital team is working to implement this.
- Continue to pursue digital media initiatives to count YouTube, Facebook and other social media views. The Digital team is also working to implement this initiative.
- Embed a viewer engagement experience in all film titles to encourage feedback and sharing. This will become increasingly valuable as more distribution of the films moves to digital platforms. This could be as simple as including a URL at the end of all films and inviting viewers to share their feedback.
- Create a function within Areas responsible for data collection and create a linkage from this function to data collection at the executive team level. As Area Reps are brought on board, they represent the best source of information on what is happening their area. This will be particularly helpful for broadcast viewing data, which has been difficult to collect.
- Regularly sample unfunded partners, including store purchasers, to validate viewing assumptions and continue learning about the impact these organizations are having in the field.
- Sample general populations in key countries on a rotating basis to validate assumptions about viewership and impact. The goal is to identify what percentage of the general population has seen one of the Jesus Film titles, as well as the impact it has had on viewers' lives. Using a research panel is a cost-effective way to sample a general population, but is likely more effective in urban areas

than rural parts of a country. This methodology can be combined with qualitative sampling to provide a more complete picture of what is happening in specific countries and regions.

Streamline data collection and reporting

- Create an on-line, mobile-friendly SPR form to make field collection more efficient and save time processing data manually from SPR forms. This form can also be used to encourage non-funded partners to report their impact statistics.
- Consolidate in-house production data sources to make these data more readily available at the executive team level.
- Focus on building relationships with partners that will facilitate impact-data sharing. The relationships that the Executive Team is building can be supported and enhanced at the data collection level, i.e. the Statistical Research Coordinator should also be connecting to statisticians at partner organizations.
- Create a key indicators dashboard reporting system for the executive team to provide real-time (or regularly-updated) impact information.

Appendix

Masterworks certifies this estimate of global impact prepared for The Jesus Film Project

We have reviewed all of the data collected and the methodology applied to arrive at the estimate of global impact, and examined them for thoroughness of approach and acceptable levels of validity.

The Jesus Film Project has provided a detailed set of internal production data that validates the total number of titles produced by The Jesus Film Project, by media type. In addition, we have included in the impact estimates reports from a selection of global evangelization partners using The Jesus Film titles. We have accepted these reports at face value, but have not examined source data from these partners.

In our opinion, these estimates meet acceptable levels of both face validity and convergent validity.

Face Validity. We have tested the estimates with thought leaders, both internal and external to The Jesus Film Project and have found that the the results are not counterintuitive. In other words, the research findings do not contradict what a reasonably informed individual would predict to be true.

Convergent Validity. We have tested the estimates by comparing conclusions from this project with data reported by others. Specifically, we have tested our model compared with findings from Christ for All Peoples, and the World Christian Database. In addition, reports from funded and unfunded ministries provide important comparison data points. Through these comparisons we have found that the data meet the requirements for convergent validity, mean-

ing that three or more sets of data report roughly the same conclusions.

Throughout this document we have reported that both accessibility and impact vary from one region of the world to another. While we have based our estimates on global averages of viewership and impact, it is important to remember that these global estimates will not be applicable regionally. The validity of future estimates can be increased by sampling of the general population in selected countries, as well as by increasing the reach and reliability of field reporting.

It has been an honor to work with The Jesus Film Project on this important process.

The Masterworks Research Team

January 2017

Ministry Survey Questions



JFP Impact Measurement Survey

Ministry

1. What is the name of your ministry?

2. Which of the following does your ministry do? Please check all that apply.

- Evangelism
- Discipleship
- Church Planting
- Other

3. If your ministry does church planting, approximately how many new churches were planted in 2015?

4. In which of the following regions of the world does your ministry work? Please check all that apply. Please note we understand the importance of confidentiality in some areas. This info will not be shared.

- East Asia (China, Hong Kong, Japan, North Korea, South Korea, Macau, Mongolia, Pakistan, Singapore, Taiwan)
- Eastern Europe (Albania, Belarus, Bosnia-Herzegovina, Bulgaria, Croatia, Czech Republic, Georgia, Hungary, Israel, Kosovo, Macedonia, Moldova, Montenegro, Poland, Romania, Russia, Serbia, Slovakia, Slovenia, Ukraine)
- Francophone Africa (Angola, Benin, Burkina Faso, Burundi, Cameroon, Central African Republic, Chad, Congo, Cote D'Ivoire, Democratic Republic of Congo, Gabon, Guinea, Mali, Niger, Senegal, Togo)
- Latin / Central America (Anguilla, Antigua, and Barbuda, Argentina, Aruba, Bahamas, Barbados, Belize, Bermuda, Bolivia, Brazil, Caribbean Netherlands, Cayman Islands, Chile, Colombia, Costa Rica, Cuba, Curacao, Dominica, Dominican Republic, Ecuador, El Salvador, Falkland Islands, French Guiana, Grenada, Guadeloupe, Guatemala, Guyana, Haiti, Honduras, Jamaica, Martinique, Mexico, Montserrat, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, Saint Barthelmy, Saint Kitts and Nevis, Saint Lucia, Saint Martin, Saint Vincent and the Grenadines, Saint Maarten, Suriname, Trinidad and Tobago, Turks and Caicos Islands, Uruguay, Venezuela, Virgin Islands (British), Virgin Islands (United States))
- North America / Oceania (American Samoa, Australia, Canada, Christmas Island, Cocos (Keeling) Islands, Cook Islands, Fiji, French Polynesia, Guam, Kiribati, Marshall Islands, Micronesia, Nauru, New Caledonia, New Zealand, Niue, Norfolk Island, Northern Mariana Islands, Palau, Papua New Guinea, Pitcairn Islands, Samoa, Solomon Islands, St. Pierre and Miquelon, Tokelau, Tonga, Tuvalu, United States, Vanuatu, Wallis and Futuna Islands)
- NAME (Algeria, Bahrain, Egypt, Iraq, Jordan, Kuwait, Lebanon, Libya, Mauritania, Morocco, Oman, Palestine, Qatar, Saudi Arabia, Sudan, Syria, Tunisia, United Arab Emirates, Western Sahara, Yemen)
- PACT (Afghanistan, Armenia, Azerbaijan, Iran, Kazakhstan, Kyrgyzstan, Tajikistan, Turkey, Turkmenistan, Uzbekistan)
- Southern / Eastern Africa (Botswana, Comoros, Djibouti, Eritrea, Ethiopia, Kenya, Lesotho, Madagascar, Malawi, Mauritius, Mayotte, Mozambique, Namibia, Reunion, Rwanda, Seychelles, Somalia, South Africa, South Sudan, Swaziland, Tanzania, Uganda, Zambia, Zimbabwe)
- South Asia (Bangladesh, Bhutan, India, Maldives, Nepal, Sri Lanka)
- Southeast Asia (Brunei, Cambodia, East Timor, Indonesia, Laos, Malaysia, Myanmar, Philippines, Thailand, Vietnam)
- West Africa (Cape Verde, Equatorial Guinea, Gambia, Ghana, Guinea-Bissau, Liberia, Nigeria, Sao Tome and Principe, Sierra Leone, Saint Helena)
- Western Europe (Andorra, Austria, Belgium, British Indian Ocean Territory, Cyprus, Denmark, Estonia, Faroe Islands, Finland, France, Germany, Gibraltar, Greece, Greenland, Iceland, Ireland, Isle of Man, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Monaco, Netherlands, Norway, Portugal, San Marino, Spain, Svalbard, Sweden, Switzerland, United Kingdom, Vatican City State)

Comments

5. Approximately what percentage of your ministry happens in each of the following types of geography? Please note, your total must equal 100%. Again, your best estimate is fine.

Urban

Rural

Suburban



JFP Impact Measurement Survey

Media

For each of the following Jesus Film Project titles, please estimate, off the top of your head, the following numbers for 2015. Please do not spend any time collecting these numbers. Your best estimate is fine.

6. *Jesus*

Estimated number of times you showed the film

Estimated number of people who viewed the film

Estimated number of people who made a decision for Christ

Estimated number of people trained

Estimated number of groups formed

Estimated number of churches planted

Estimated number of duplicates of the film you've distributed

Clarifying Comments

7. *The Story of Jesus for Children*

Estimated number of times you showed the film

Estimated number of people who viewed the film

Estimated number of people who made a decision for Christ

Estimated number of people trained

Estimated number of groups formed

Estimated number of churches planted

Estimated number of duplicates of the film you've distributed

Clarifying Comments

8. *Magdalena*

Estimated number of times you showed the film

Estimated number of people who viewed the film

Estimated number of people who made a decision for Christ

Estimated number of people trained

Estimated number of groups formed

Estimated number of churches planted

Estimated number of duplicates of the film you've distributed

Clarifying Comments

9. Discipleship Films (*Rivka, Walking with Jesus Africa, or Following Jesus India*)

Estimated number of times you showed the film

Estimated number of people who viewed the film

Estimated number of people who made a decision for Christ

Estimated number of people trained

Estimated number of groups formed

Estimated number of churches planted

Estimated number of duplicates of the film you've distributed

Clarifying Comments

10. Any Jesus Film Media short film

Number of times you showed the film

Number of people who viewed the film

Number of people you engaged in a spiritual conversation

Number of people who made a decision for Christ

Number of people trained to use short films

Number of times you shared or emailed the film

If you can remember the film title(s) or the basic premise of the short film, please type that here

Clarifying Comments

11. Overall, for each of the film titles, would you say you are using it more, less or about the same as last year?

- JESUS
- The Story of Jesus for Children
- Discipleship Films (Rivka, Walking with Jesus Africa, or Following Jesus India)
- Any Jesus Film Media short film



JFP Impact Measurement Survey

Distribution

How likely are you to use each of the following?

12. The Jesus Film app online, which provides all of the Jesus Film language tools at no cost

- Very Likely
- Somewhat Likely
- Not At All Likely
- Already Use This Tool

13. Solar powered sets of Jesus Film equipment that your teams can use 50-100 times.

- Very Likely
- Somewhat Likely
- Not At All Likely
- Already Use This Tool

14. Impact data report back to The Jesus Film that you can complete in five minutes or less using a mobile device.

- Very Likely
- Somewhat Likely
- Not At All Likely
- Already Use This Tool

15. What additional languages of the Classic film and other Jesus Film products would your ministry use?

Thank you for your input. Your confidential feedback will help us continue to share the Jesus Film around the world.

Digital Survey Questions



Jesus Film Project Impact Measurement Survey

1. Please indicate the country you live in.

* 2. I have done the following . . .
(Please check all that apply.)

- Downloaded a video from the Jesus Film® website
- Installed the Jesus Film iOS or Android app
- Watched one of the Jesus Film videos myself
- Showed a Jesus Film video to one or more people
- Shared a link to a Jesus Film video
- Used Jesus Film content to explain to another person how he/she could begin a personal relationship with Jesus
- None of the Above

* 3. I would be interested in helping Jesus Film by telling others about . . .
(Please check all that apply.)

- The Jesus Film apps
- The Jesus Film website
- None of the above

* 4. I would like to learn more about how to . . .
(Please check all that apply.)

- Tell others about Jesus
- Help others grow in Christ
- None of the above

* 5. Have you posted Jesus Film content online?
(Please check all that apply.)

- Blog
- Website
- Video-sharing site
- Social network (such as Facebook or Twitter)
- None of the above

Name of blog(s), website(s), video-sharing site(s), or social network(s):

6. In which of the following age groups are you?

- Under 25
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+
- Prefer not to answer

7. What is your gender?

- Male
- Female
- Prefer not to answer

8. Any additional comments, suggestions or questions?

Thank you for your input. Your confidential feedback will help us continue to share the JESUS Film around the world.