



Asking Big Questions: Targeting a Christian Apologetics Film Series Using Market Research

Grenville J. R. Kent

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What do educated urban people think about God, and why? What factors-logical, emotional, experiential, or intuitive-incline them towards belief or towards unbelief? How do they balance these factors? Why do many seem to be "swing voters" comfortable sitting on the fence, unmotivated to move far either way? What common ground do they share with Christianity? What are their objections to Christian belief and practice, and their misunderstandings? Why do many people describe intuitive and emotional attraction to believing in God, but resist it intellectually? What apologetic approaches would make most sense, specifically to educated urban Australians? What media products do they enjoy and trust? And how should these insights influence apologetics? Grenville Kent asks these questions in one Australian demographic to help target Big Questions, a documentary film series for Christian apologetics. Anyone interested in apologetics, evangelical media, and the application of marketing research to evangelism will be interested in this study.

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