**THE CROODS**



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| **Kids and Family Movie:** | **HIS** | **HER** | **AVG** |
| **1. Is it a “Kids Friendly” movie? (eg. not scary, no cursing, sexuality)** | 9 | 8 | 8.5 |
| **2. Entertainment value for children 12 and under?** | 8.5 | 8.5 | 8.5 |
| **3. Entertainment value for teenagers?** | 8 | 6 | 7 |
| **4. Entertainment value for parents?** | 7 | 6 | 6.5 |
| **5. Entertainment value for males?** | 7.5 | 7.5 | 7.5 |
| **6. Entertainment value for females?** | 7.5 | 7 | 7.25 |
| **7. Teaching moments, role models, moral of story?** | 0 | 0 | 0 |
| **8. Is it a “classic”? (Replay value?)** | 8 | 6 | 7 |
| **9. Audio/Visual effects?** | 7.5 | 7.5 | 7.5 |
| **10. Not too cliché (unique and witty, not too slapstick or potty)?** | 7 | 7 | 7 |
| **GRAND TOTALs:** |  |  | 66.75% |

**His Thoughts:** It feels like to me that there really are at least two different groups out there pushing for “children movie screen time”. The one group sits down when trying to come up with a movie and focuses on making a gender neutral conservative movie (not in their political views, but rather in their staying true in their storylines with what has always worked; romance, action, humor that is universally funny without a political spin) and the other group sits down with a political progressive agenda and asks “how can we turn this into a children’s movie?” Examples of the first group being Up, Lion King, Bolt, Dragon 3D, etc. Examples of the second group being Wall-E, Monsters vs Aliens, Fern Gully, etc. The Croods is the latter. I feel like someone had the agenda of “conservatives are living like it is the stone age, wanting to keep their kids safe but not allowing them to use their brains because they don’t have any themselves, and we want the kids to not listen to their parents anymore so how do we make that?” and making a movie about “cave men” came out naturally and without much original thought. The movie is simply that: a father trapped in the past trying to keep his family safe vs the young charming progressive “new guy” who is turning the family against the father and the father must either progress as well and change his views on the world or 1. His family will leave him, 2. He will (and needs) to die. I really felt uncomfortable with such a blatant attempt to hide such an obvious progressive message in a children’s movie; brain washing and indoctrination at its best. If you really don’t care about what gets shoved into your children’s heads or even don’t believe that things such as movies, music, and the schools have that much of an effect on your kids- THEN you might actually enjoy said film.  If not this movie will taste sour the whole way through and end with a kick in the face.

**Her Thoughts:** I would not recommend this movie. As Micah described above, there was a very strong political message running through it that made me feel uncomfortable. I did not like how the family wanted to leave the dad because they thought he had old or "cave man" ideas. Little kids may like the movie because of their lack of understanding, but it was not enjoyable for adults.