

## **Correlations From the Film Content Database Data, part 2, March 2012**

The following is for fiction films released wide in North America in the last couple of decades. This is the same database I used in the previous correlations exercise but this time box office/budget data is close to complete for the years 1998-2011 and as complete as possible for films released from late 1991 to 1997 (not including UK data which is only for 2001-2005), there are six years of Screenit data (2001-2006), and about 20 years of MPAA and Kids In Mind data (late 1991 to late 2011). The critic data and cast/crew data is still only for the five years 2001-2005 (with a very small amount of critic data for a few releases from 2011). Metacritic critic ratings are complete for late 1990s to the present and partial for before that, VideoHound critic ratings are complete to early 2011, Rotten Tomatoes are complete for the entire 20 years worth of films, and Halliwell and Leonard Maltin ratings are available for 2001-2005.

I have added in three new values: US "Net" (US Gross - Estimated Budget), World "Net" (Worldwide Gross - 2\*Estimated Budget), and World Ratio (Worldwide Gross/Estimated Budget). I haven't seen World Ratio (WR) used anywhere before<sup>1</sup>, but I like it because it's proportional, so it gives you a better measure of your bang for your buck than subtracting does (plus you don't have to worry about inflation). After all, there are other expenses (e.g. advertising) and income (DVDs, TV rentals), which tend to be proportionate to gross and budget, so it's possible that WR will change less with this new data added in than the nets would.

### **Summary**

The findings are more or less the same as last time.

1. The single biggest predictor of box office is still budget.
2. When you control for budget (partial it out, as done here in the second table), the negatives<sup>2</sup> - profanity, sex/nudity, alcohol/drugs, smoking - are still negatives. You are most likely to benefit from taking them out before you film. (Yes, I know there are exceptions - this is a general trend.) Violence is positive with respect to gross, but negative for gross once budget is partialled out. It's negative with respect to net box office and WR.
- 2b. Having more men as directors, writers, cast, producers, and stunt people is positively correlated with box office gross, but sometimes negatively correlated with net. When you control for budget, they become negative. Men are associated with higher box office returns because they get bigger budgets, not because they sell better everything else being equal. (And if women do poorly it may also be due to being sexualized, which is a negative, as well as to smaller budgets.)
3. After budget and the negatives, the best predictor of success is critic ratings - in other words, how good a film is (something you can't reduce to statistics, but you know it when you see it).
4. In general, partialling out budget doesn't really affect net box office correlations much if at all.
5. Correlations appear to be smaller in general for World Ratio than for net box office. I'm still playing around with WR, so I'm not always sure how to interpret it.
6. And need it still be said? Sex still doesn't sell, at least in mainstream movies from the last 20 years.

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<sup>1</sup> It turns out RentRak uses proportions, too, to track the industry. Common sense I guess.

<sup>2</sup> Specific content variables like those from Screenit or Kids in Mind work better for analysis than the more general MPAA rating does.

**Table 1. First Order Correlations**

First Order Correlations	N	1	2	3	4	5	6	7	8
1. MPAA Rating	3570	1.00							
<i>Screenit ratings</i>									
2. Alcohol/ Drugs	1161	0.51***	1.00						
3. Blood/ Gore	1161	0.51***	0.15***	1.00					
4. Disrespectful/Bad Attitude	1161	0.44***	0.23***	0.51***	1.00				
5. Frightening/Tense Scenes	1161	0.13***	-0.16***	0.62***	0.39***	1.00			
6. Guns/Weapons	1161	0.32***	0.06*	0.64***	0.59***	0.57***	1.00		
7. Imitative Behavior	1161	0.07*	0.21***	0.02	0.13***	-0.17***	0.01	1.00	
8. Jump Scenes	1161	0.13***	-0.07*	0.45***	0.18***	0.57***	0.27***	-0.12***	1.00
9. Music (Scary/Tense)	1161	0.02	-0.24***	0.54***	0.37***	0.78***	0.59***	-0.11***	0.58***
10. Music (Inappropriate)	1161	0.19***	0.27***	0.02	0.03	-0.21***	-0.01	0.32***	-0.12***
11. Profanity	1161	0.80***	0.54***	0.38***	0.32***	0.02	0.21***	0.16***	0.11***
12. Sex/ Nudity	1161	0.67***	0.57***	0.24***	0.28***	-0.15***	0.09**	0.21***	-0.04
13. Smoking	1161	0.45***	0.44***	0.21***	0.24***	0.06	0.19***	-0.02	-0.07*
14. Tense Family Scenes	1161	0.11***	0.08**	0.10**	0.13***	0.19***	-0.02	-0.14***	0.09**
15. Topics To Talk About	1161	0.21***	0.18***	0.11***	0.15***	0.12***	-0.02	0.01	0.00
16. Violence	1161	0.33***	0.02	0.74***	0.63***	0.70***	0.82***	0.06*	0.38***
<i>Kids in Mind ratings</i>									
17. Sex	3434	0.58***	0.54***	0.25***	0.22***	-0.15***	0.06*	0.18***	-0.06
18. Violence	3434	0.50***	0.12***	0.85***	0.55***	0.68***	0.71***	0.00	0.49***
19. Profanity	3434	0.76***	0.52***	0.42***	0.33***	0.06	0.25***	0.19***	0.09**
<i>Critic ratings</i>									
20. Metacritic Score	2918	0.09***	0.02	-0.01	-0.06	0.07*	-0.03	-0.19***	-0.12***
21. Rotten Tomatoes % Fresh	3583	0.09***	0.01	-0.01	-0.09**	0.06*	-0.05	-0.17***	-0.12***
22. Rotten Tomatoes /10	3583	0.08***	0.03	-0.02	-0.06*	0.05	-0.05	-0.17***	-0.10***
23. Halliwell (0-4)	798	0.12***	0.07	0.05	0.03	0.10**	0.00	-0.17***	-0.10**
24. Leonard Maltin (bomb-4)	913	0.00	-0.03	-0.08*	-0.08*	0.09**	-0.09**	-0.16***	-0.10**
25. VideoHound (woof-4)	3367	0.01	-0.03	-0.03	-0.06*	0.07*	-0.03	-0.18***	-0.12***
<i>Cast and crew</i>									
26. Directors % male	925	0.02	-0.04	0.13***	0.07*	0.15***	0.17***	-0.01	0.12***
27. Writers % male	925	0.11**	-0.02	0.22***	0.13***	0.20***	0.25***	0.06	0.14***
28. Cast % male	925	0.05	-0.08*	0.32***	0.23***	0.34***	0.45***	0.02	0.11***
29. Producers % male	925	0.12***	-0.01	0.25***	0.21***	0.15***	0.26***	0.07*	0.12***
30. Stunts % male	812	0.13***	0.04	0.06	0.06	0.02	0.09**	-0.02	-0.10**
<i>Box Office</i>									
31. US Gross (2011)	3591	-0.19***	-0.19***	0.02	0.02	0.19***	0.11***	0.03	0.08**
32. UK Gross (2011)	684	-0.20***	-0.20***	-0.03	-0.02	0.14***	0.05	-0.09*	0.03
33. Non-US Gross (2011)	2667	-0.16***	-0.18***	0.06	0.06	0.23***	0.15***	-0.06*	0.08*
34. Worldwide Gross (2011)	2667	-0.19***	-0.19***	0.04	0.04	0.22***	0.13***	-0.03	0.08*
35. Estimated Budget (2011)	2682	-0.23***	-0.21***	0.07*	0.10**	0.25***	0.27***	-0.06	0.04
36. US "Net" (2011)	2681	-0.12***	-0.11***	-0.08*	-0.10**	0.02	-0.09**	0.06	0.03
37. Worldwide "Net" (2011)	2230	-0.13***	-0.13***	-0.02	-0.04	0.10**	-0.01	-0.02	0.05
38. World Ratio	2230	0.03	-0.06	-0.01	-0.14***	-0.04	-0.07*	-0.02	0.01

\*= $p < .05$

\*\*= $p < .01$

\*\*\*= $p < .001$

**Table 1. First Order Correlations**

First Order Correlations	9	10	11	12	13	14	15	16	17
<i>Screenit ratings</i>									
9. Music (Scary/Tense)	1.00								
10. Music (Inappropriate)	-0.22***	1.00							
11. Profanity	-0.08**	0.26***	1.00						
12. Sex/ Nudity	-0.21***	0.30***	0.63***	1.00					
13. Smoking	-0.10**	0.09**	0.42***	0.33***	1.00				
14. Tense Family Scenes	0.00	-0.13***	0.06*	0.05	0.07*	1.00			
15. Topics To Talk About	-0.10**	0.10***	0.19***	0.16***	0.15***	0.43***	1.00		
16. Violence	0.68***	-0.05	0.19***	0.08**	0.16***	0.04	0.02	1.00	
<i>Kids in Mind ratings</i>									
17. Sex	-0.21***	0.33***	0.60***	0.85***	0.34***	0.02	0.13***	0.06	1.00
18. Violence	0.62***	-0.03	0.38***	0.19***	0.23***	0.12***	0.12***	0.81***	0.24***
19. Profanity	-0.05	0.31***	0.86***	0.59***	0.44***	0.02	0.17***	0.24***	0.55***
<i>Critic ratings</i>									
20. Metacritic Score	-0.08**	-0.09**	0.02	-0.04	0.20***	0.17***	0.26***	-0.08**	-0.03
21. Rotten Tomatoes % Fresh	-0.09**	-0.09**	0.04	-0.04	0.19***	0.13***	0.21***	-0.10***	0.00
22. Rotten Tomatoes /10	-0.08**	-0.05	0.03	-0.03	0.17***	0.16***	0.20***	-0.09**	0.02
23. Halliwell (0-4)	-0.08*	-0.08*	-0.01	0.00	0.23***	0.19***	0.25***	0.00	0.00
24. Leonard Maltin (bomb-4)	-0.04	-0.12***	-0.05	-0.08*	0.13***	0.25***	0.26***	-0.10**	-0.09*
25. VideoHound (woof-4)	-0.06*	-0.10**	-0.03	-0.12***	0.15***	0.17***	0.21***	-0.06	-0.09***
<i>Cast and crew</i>									
26. Directors % male	0.18***	-0.07*	0.00	-0.05	-0.01	-0.08*	-0.11***	0.19***	??-0.05
27. Writers % male	0.26***	0.02	0.10**	-0.02	0.04	-0.12***	-0.07*	0.30***	-0.02
28. Cast % male	0.37***	-0.03	0.01	-0.20***	0.12***	-0.18***	-0.09**	0.43***	-0.19***
29. Producers % male	0.19***	0.04	0.10**	0.02	0.04	-0.07*	-0.09**	0.28***	0.03
30. Stunts % male	-0.01	0.02	0.10**	0.00	0.10**	0.03	0.05	0.06	0.01
<i>Box Office</i>									
31. US Gross (2011)	0.23***	-0.08**	-0.25***	-0.24***	-0.17***	-0.02	-0.10**	0.12***	-0.16***
32. UK Gross (2011)	0.16***	-0.05	-0.29***	-0.26***	-0.14***	-0.05	-0.06	0.05	-0.22***
33. Non-US Gross (2011)	0.25***	-0.11***	-0.23***	-0.19***	-0.11***	-0.01	-0.06*	0.15***	-0.19***
34. Worldwide Gross (2011)	0.24***	-0.11***	-0.24***	-0.22***	-0.14***	-0.02	-0.08**	0.14***	-0.22***
35. Estimated Budget (2011)	0.34***	-0.18***	-0.28***	-0.25***	-0.11***	-0.07*	-0.13***	0.24***	-0.23***
36. US "Net" (2011)	0.00	0.01	-0.15***	-0.17***	-0.15***	0.02	-0.03	-0.07*	-0.07***
37. Worldwide "Net" (2011)	0.08*	-0.04	-0.17***	-0.16***	-0.12***	0.03	-0.02	0.00	-0.12***
38. World Ratio	-0.05	0.02	0.00	-0.04	-0.06	-0.04	0.01	-0.10**	-0.01

\*= $p < .05$   
 \*\*= $p < .01$   
 \*\*\*= $p < .001$

**Table 1. First Order Correlations**

<b>First Order Correlations</b>	18	19	20	21	22	23	24	25	26
<i>Kids in Mind ratings</i>									
18. Violence	1.00								
19. Profanity	0.40***	1.00							
<i>Critic ratings</i>									
20. Metacritic Score	-0.06**	0.04	1.00						
21. Rotten Tomatoes % Fresh	-0.04*	0.06***	0.93***	1.00					
22. Rotten Tomatoes /10	-0.04*	0.06**	0.66***	0.71***	1.00				
23. Halliwell (0-4)	0.03	-0.02	0.74***	0.71***	0.73***	1.00			
24. Leonard Maltin (bomb-4)	-0.07*	-0.07*	0.66***	0.65***	0.69***	0.51***	1.00		
25. VideoHound (woof-4)	-0.07***	-0.01	0.76***	0.72***	0.54***	0.62***	0.61***	1.00	
<i>Cast and crew</i>									
26. Directors % male	0.15***	0.05	-0.04	-0.04	-0.04	-0.02	-0.09**	-0.04	1.00
27. Writers % male	0.25***	0.13***	-0.07*	-0.07*	-0.07*	-0.03	-0.12***	-0.05	0.45***
28. Cast % male	0.37***	0.07	0.03	0.03	0.04	0.04	0.01	0.06	0.17***
29. Producers % male	0.24***	0.13***	-0.13***	-0.12***	-0.13***	-0.09*	-0.12***	-0.12***	0.22***
30. Stunts % male	0.07	0.12**	0.09**	0.10**	0.10**	0.11**	0.03	0.10**	0.01
<i>Box Office</i>									
31. US Gross (2011)	0.08***	-0.17***	0.15***	0.18***	0.14***	0.16***	0.18***	0.22***	0.08*
32. UK Gross (2011)	-0.01	-0.25***	0.25***	0.25***	0.27***	0.27***	0.18***	0.27***	0.00
33. Non-US Gross (2011)	0.08***	-0.21***	0.18***	0.18***	0.13***	0.27***	0.20***	0.23***	0.06
34. Worldwide Gross (2011)	0.06**	-0.22***	0.18***	0.19***	0.14***	0.24***	0.20***	0.24***	0.07*
35. Estimated Budget (2011)	0.12***	-0.25***	0.02	0.01	0.02	0.03	0.08***	0.09***	0.11**
36. US "Net" (2011)	-0.04*	-0.08***	0.25***	0.29***	0.20***	0.23***	0.22***	0.27***	0.03
37. Worldwide "Net" (2011)	-0.01	-0.14***	0.28***	0.30***	0.19***	0.33***	0.25***	0.29***	0.02
38. World Ratio	0.00	0.04	0.03	0.04	0.02	0.12**	0.15***	0.02	-0.02
<b>First Order Correlations</b>	27	28	29	30	31	32	33	34	35
<i>Cast and crew</i>									
27. Writers % male	1.00								
28. Cast % male	0.34***	1.00							
29. Producers % male	0.27***	0.21***	1.00						
30. Stunts % male	0.17***	0.23***	0.16***	1.00					
<i>Box Office</i>									
31. US Gross (2011)	0.03	0.13***	0.05	0.01	1.00				
32. UK Gross (2011)	-0.06	0.08*	0.01	0.03	0.82***	1.00			
33. Non-US Gross (2011)	-0.01	0.14***	0.02	0.03	0.85***	0.91***	1.00		
34. Worldwide Gross (2011)	0.01	0.14***	0.04	0.03	0.95***	0.91***	0.97***	1.00	
35. Estimated Budget (2011)	0.12***	0.31***	0.08*	0.06	0.63***	0.52***	0.64***	0.66***	1.00
36. US "Net" (2011)	-0.07	-0.07	0.00	-0.02	0.81***	0.66***	0.62***	0.72***	0.06**
37. Worldwide "Net" (2011)	-0.09*	-0.01	-0.01	-0.01	0.85***	0.85***	0.87***	0.89***	0.25***
38. World Ratio	-0.08*	-0.08*	-0.04	0.04	0.02	0.05	0.01	0.02	-0.03
<b>First Order Correlations</b>	36	37	38						
<i>Box Office</i>									
36. US "Net" (2011)	1.00								
37. Worldwide "Net" (2011)	0.90***	1.00							
38. World Ratio	0.06**	0.04	1.00						

\*= $p < .05$   
 \*\*= $p < .01$   
 \*\*\*= $p < .001$

**Table 2. Correlations with Estimated Budget Partialled Out**

<b>Budget Partialled Out</b>	N	1	2	3	4	5	6	7	8
1. MPAA Rating	3570	1.00							
<i>Screenit ratings</i>									
2. Alcohol/Drugs	1161	0.48***	1.00						
3. Blood/Gore	1161	0.54***	0.17***	1.00					
4. Disrespectful/Bad Attitude	1161	0.47***	0.26***	0.50***	1.00				
5. Frightening/Tense Scenes	1161	0.20***	-0.11***	0.62***	0.38***	1.00			
6. Guns/Weapons	1161	0.41***	0.13***	0.65***	0.59***	0.53***	1.00		
7. Imitative Behavior	1161	0.06*	0.20***	0.02	0.14***	-0.16***	0.03	1.00	
8. Jump Scenes	1161	0.15***	-0.07*	0.45***	0.18***	0.58***	0.27***	-0.11***	1.00
9. Music (Scary/Tense)	1161	0.11***	-0.18***	0.55***	0.36***	0.76***	0.55***	-0.09**	0.60***
10. Music (Inappropriate)	1161	0.15***	0.25***	0.03	0.05	-0.17***	0.04	0.31***	-0.12***
11. Profanity	1161	0.79***	0.51***	0.42***	0.36***	0.10**	0.30***	0.15***	0.13***
12. Sex/Nudity	1161	0.65***	0.54***	0.27***	0.32***	-0.09**	0.17***	0.20***	-0.03
13. Smoking	1161	0.44***	0.43***	0.22***	0.26***	0.09**	0.23***	-0.03	-0.06*
14. Tense Family Scenes	1161	0.10***	0.06*	0.10***	0.14***	0.21***	-0.01	-0.15***	0.09**
15. Topics To Talk About	1161	0.19***	0.16***	0.12***	0.17***	0.16***	0.02	0.00	0.01
16. Violence	1161	0.41***	0.08**	0.74***	0.63***	0.68***	0.81***	0.08*	0.39***
<i>Kids in Mind ratings</i>									
17. Sex	3434	0.56***	0.52***	0.27***	0.26***	-0.10**	0.13***	0.17***	-0.05
18. Violence	3434	0.55***	0.15***	0.85***	0.54***	0.68***	0.71***	0.00	0.49***
19. Profanity	3434	0.74***	0.49***	0.46***	0.36***	0.13***	0.34***	0.18***	0.11***
<i>Critic ratings</i>									
20. Metacritic	2918	0.10***	0.02	-0.01	-0.06	0.07*	-0.04	-0.19***	-0.12***
21. Rotten Tomatoes % Fresh	3583	0.09***	0.01	-0.01	-0.09**	0.06*	-0.05	-0.17***	-0.12***
22. Rotten Tomatoes /10	3583	0.08***	0.03	-0.02	-0.07*	0.05	-0.06	-0.16***	-0.11***
23. Halliwell (0-4)	798	0.13***	0.08*	0.05	0.03	0.10**	0.00	-0.17***	-0.10**
24. Leonard Maltin (bomb-4)	913	0.02	-0.02	-0.09**	-0.09**	0.08*	-0.11***	-0.16***	-0.11**
25. VideoHound (woof-4)	3367	0.03	-0.01	-0.01	-0.07*	0.05	-0.05	-0.17***	-0.12***
<i>Cast and crew</i>									
26. Directors % male	925	0.04	-0.02	0.12***	0.12	0.13***	0.13***	0.00	0.12***
27. Writers % male	925	0.14***	0.00	0.22***	0.12***	0.18***	0.23***	0.07*	0.14***
28. Cast % male	925	0.13***	-0.01	0.32***	0.21***	0.29***	0.40***	0.40	0.11**
29. Producers % male	925	0.14***	0.00	0.24***	0.20***	0.13***	0.25***	0.08*	0.12***
30. Stunts % male	812	0.15***	0.05	0.06	0.06	0.06	0.08*	-0.01	-0.10**
<i>Box Office</i>									
31. US Gross (2011)	3591	-0.06***	-0.07*	-0.03	-0.06*	0.04	-0.09**	0.09**	0.07*
32. UK Gross (2011)	684	-0.10**	-0.11**	-0.08*	-0.08*	0.01	-0.11**	-0.07	0.02
33. Non-US Gross (2011)	2667	-0.02	-0.05	0.02	0.00	0.09**	-0.04	-0.03	0.07*
34. Worldwide Gross (2011)	2667	-0.05**	-0.06*	0.00	-0.03	0.07*	-0.06*	0.01	0.07*
[35. Budget]									
36. US "Net" (2011)	2681	-0.11***	-0.10**	-0.08*	-0.11***	0.01	-0.11***	0.06*	0.03
37. Worldwide "Net" (2011)	2230	-0.08***	-0.08*	-0.04	-0.06	0.04	-0.09**	0.00	0.05
38. World Ratio	2230	0.02	-0.06*	-0.01	-0.14***	-0.03	-0.07*	-0.03	0.01

\*= $p < .05$

\*\*= $p < .01$

\*\*\*= $p < .001$

**Table 2. Correlations with Estimated Budget Partialled Out**

<b>Budget Partialled Out</b>	9	10	11	12	13	14	15	16	17
<i>Screenit ratings</i>									
9. Music (Scary/Tense)	1.00								
10. Music (Inappropriate)	-0.17***	1.00							
11. Profanity	0.01	0.22***	1.00						
12. Sex/Nudity	-0.14***	0.26***	0.60***	1.00					
13. Smoking	-0.06*	0.07*	0.41***	0.31***	1.00				
14. Tense Family Scenes	0.02	-0.14***	0.04	0.04	0.07*	1.00			
15. Topics To Talk About	-0.06	0.08**	0.16***	0.13***	0.13***	0.42***	1.00		
16. Violence	0.65***	-0.01	0.28***	0.15***	0.20***	0.06	0.06	1.00	
<i>Kids in Mind ratings</i>									
17. Sex	-0.14***	0.30***	0.57***	0.84***	0.32***	0.01	0.10**	0.12***	1.00
18. Violence	0.62***	-0.01	0.43***	0.23***	0.25***	0.13***	0.14***	0.81***	0.28***
19. Profanity	0.04	0.28***	0.85***	0.56***	0.42***	0.01	0.15***	0.32***	0.52***
<i>Critic ratings</i>									
20. Metacritic	-0.10**	-0.09**	0.03	-0.03	0.20***	0.18***	0.26***	-0.09**	-0.03
21. Rotten Tomatoes % Fresh	-0.10***	-0.09**	0.05	-0.04	0.20***	0.13***	0.24***	-0.11***	0.00
22. Rotten Tomatoes /10	-0.10**	-0.05	0.04	-0.03	0.17***	0.17***	0.20***	-0.09**	0.02
23. Halliwell (0-4)	-0.09*	-0.08*	0.00	0.00	0.23***	0.19***	0.26***	-0.01	0.00
24. Leonard Maltin (bomb-4)	-0.07*	-0.11***	-0.03	-0.07*	0.14***	0.26***	0.27***	-0.12***	-0.07*
25. VideoHound (woof-4)	-0.10***	-0.08**	-0.01	-0.10**	0.16***	0.17***	0.17***	-0.08**	-0.07***
<i>Cast and crew</i>									
26. Directors % male	0.12***	-0.06	0.03	-0.03	0.00	-0.08*	-0.10**	0.17***	-0.03
27. Writers % male	0.23***	0.04	0.14***	0.01	0.05	-0.11***	-0.06	0.29***	0.01
28. Cast % male	0.11***	0.03	0.11**	-0.13***	0.17***	-0.16***	-0.06	0.39***	-0.12***
29. Producers % male	0.17***	0.05	0.12***	0.05	0.05	-0.06	-0.08*	0.27***	0.05
30. Stunts % male	-0.04	0.03	0.12***	0.02	0.10**	0.04	0.06	0.05	0.02
<i>Box Office</i>									
31. US Gross (2011)	0.02	0.04	-0.11***	-0.11***	-0.13***	0.02	-0.02	-0.04	-0.01
32. UK Gross (2011)	-0.01	0.05	-0.18***	-0.15***	-0.09*	-0.02	0.00	-0.09*	-0.12**
33. Non-US Gross (2011)	0.05	0.00	-0.07*	-0.04	-0.05	0.04	0.02	-0.01	-0.06**
34. Worldwide Gross (2011)	0.03	0.01	-0.08**	-0.07*	-0.08**	0.03	0.01	-0.03	-0.09***
[35. Budget]									
36. US "Net" (2011)	-0.03	0.02	-0.14***	-0.16***	-0.14***	0.02	-0.02	-0.08*	-0.05**
37. Worldwide "Net" (2011)	0.00	0.01	-0.11***	-0.10**	-0.09**	0.04	0.01	-0.06	-0.07**
38. World Ratio	-0.04	0.01	-0.01	-0.05	-0.06	-0.04	0.01	-0.09**	-0.02

\*= $p < .05$

\*\*= $p < .01$

\*\*\*= $p < .001$

**Table 2. Correlations with Estimated Budget Partialled Out**

<b>Budget Partialled Out</b>	18	19	20	21	22	23	24	25	26
<i>Kids in Mind ratings</i>									
18. Violence	1.00								
19. Profanity	0.45***	1.00							
<i>Critic ratings</i>									
20. Metacritic	-0.06**	0.04*	1.00						
21. Rotten Tomatoes % Fresh	-0.04*	0.06***	0.93***	1.00					
22. Rotten Tomatoes /10	-0.04*	0.06***	0.66***	0.71***	1.00				
23. Halliwell (0-4)	0.03	-0.01	0.74***	0.71***	0.73***	1.00			
24. Leonard Maltin (bomb-4)	-0.08*	-0.05	0.66***	0.66***	0.69***	0.51***	1.00		
25. VideoHound (woof-4)	-0.08***	0.01	0.76***	0.72***	0.54***	0.62***	0.61***	1.00	
<i>Cast and crew</i>									
26. Directors % male	0.14***	0.08*	-0.04	-0.04	-0.04	-0.03	-0.10**	-0.05	1.00
27. Writers % male	0.23***	0.17***	-0.08*	-0.07*	-0.07*	-0.03	-0.13***	-0.06	0.45***
28. Cast % male	0.35***	0.16***	0.03	0.02	0.03	0.03	-0.01	0.03	0.15***
29. Producers % male	0.24***	0.16***	-0.14***	-0.12***	-0.13***	-0.09*	-0.13***	-0.13***	0.22***
30. Stunts % male	0.06	0.14***	0.09**	0.10**	0.10**	0.11**	0.02	0.10**	0.00
<i>Box Office</i>									
31. US Gross (2011)	0.00	-0.01	0.17***	0.22***	0.17***	0.18***	0.17***	0.21***	0.02
32. UK Gross (2011)	-0.09*	-0.14***	0.28***	0.30***	0.31***	0.30***	0.16***	0.26***	-0.06
33. Non-US Gross (2011)	0.01	-0.06**	0.22***	0.23***	0.16***	0.33***	0.19***	0.22***	-0.02
34. Worldwide Gross (2011)	-0.02	-0.07***	0.22***	0.25***	0.17***	0.29***	0.20***	0.25***	0.00
[35. Budget]									
36. US "Net" (2011)	-0.05**	-0.06**	0.25***	0.29***	0.20***	0.23***	0.21***	0.26***	0.02
37. Worldwide "Net" (2011)	-0.04	-0.09***	0.28***	0.31***	0.19***	0.33***	0.23***	0.28***	-0.01
38. World Ratio	0.00	0.03	0.03	0.04	0.02	0.12**	0.15***	0.02	-0.02
<hr/>									
<b>Budget Partialled Out</b>	27	28	29	30	31	32	33	34	35
<i>Cast and crew</i>									
27. Writers % male	1.00								
28. Cast % male	0.33***	1.00							
29. Producers % male	0.26***	0.19***	1.00						
30. Stunts % male	0.17***	0.22***	0.15***	1.00					
<i>Box Office</i>									
31. US Gross (2011)	-0.06	-0.09**	0.01	-0.03	1.00				
32. UK Gross (2011)	-0.14***	-0.11**	-0.03	0.00	0.74***	1.00			
33. Non-US Gross (2011)	-0.11**	-0.08*	-0.04	-0.01	0.75***	0.88***	1.00		
34. Worldwide Gross (2011)	-0.10**	-0.09**	-0.02	-0.01	0.91***	0.88***	0.95***	1.00	
[35. Budget]									
36. US "Net" (2011)	-0.08*	-0.09*	-0.01	-0.02	1.00***	0.74***	0.76***	0.91***	-
37. Worldwide "Net" (2011)	-0.12**	-0.10**	-0.03	-0.03	0.92***	0.87***	0.95***	1.00***	-
38. World Ratio	-0.07*	-0.07	-0.04	0.04	0.06**	0.08	0.04	0.05*	-
<hr/>									
<b>Budget Partialled Out</b>	36	37	38						
<i>Box Office</i>									
36. US "Net" (2011)	1.00								
37. Worldwide "Net" (2011)	0.91***	1.00							
38. World Ratio	0.06**	0.05**	1.00						

\*= $p < .05$   
 \*\*= $p < .01$   
 \*\*\*= $p < .001$

Specifics: I didn't bother ranking data (I converted Screenit to a 1-6 scale, and MPAA to a 1-5 scale) or using log(box office data). I just used raw data. You'd get similar results using purer methods. Also, I partialled out budget instead of just subtracting it (though this round I did both), as so many do, because I think correlations scale better than subtraction does. (Income also includes DVD sales/rentals, TV rentals and other stuff (games, merchandising), while costs also include advertising and distribution, and when you add them in, you won't likely get the same net result (though I suppose it could be proportionate).) You don't like my results, download the raw data from [www.filmcontentdatabase.com](http://www.filmcontentdatabase.com) and do your own number crunching!

Also, UK data is now corrected for inflation using UK rates instead of US rates. Everything else is still corrected for inflation using US inflation rates, since the data is reported in US dollars.