

Correlations From the Film Content Database Data, November 2011

The following is for fiction films released wide in North America in the last couple of decades. (914 of these films were released 2001–2005 and make a complete set for that period.)

Summary

1. The single biggest predictor of box office is budget.
2. When you control for budget (partial it out, as done here in the second table), the negatives¹ — 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.)
 - 2b. When you control for budget, having more men in the cast becomes a slight negative rather than a slight positive. 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).

¹ 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	926	1.00							
<i>Screenit ratings</i>									
2. Alcohol/Drugs	917	0.49***	1.00						
3. Blood/Gore	917	0.51***	0.14***	1.00					
4. Disrespectful/Bad Attitude	917	0.42***	0.21***	0.53***	1.00				
5. Frightening/Tense Scenes	917	0.13***	-0.19***	0.61***	0.39***	1.00			
6. Guns/Weapons	917	0.28***	0.03	0.63***	0.58***	0.57***	1.00		
7. Imitative Behavior	917	0.05	0.21***	0.02	0.10**	-0.18***	0.01	1.00	
8. Jump Scenes	917	0.13***	-0.11***	0.46***	0.18***	0.59***	0.28***	-0.15***	1.00
9. Music (Scary/Tense)	917	0.00	-0.29***	0.54***	0.37***	0.78***	0.60***	-0.13***	0.59***
10. Music (Inappropriate)	917	0.17***	0.28***	0.02	0.05	-0.21***	-0.02	0.31***	-0.14***
11. Profanity	917	0.80***	0.53***	0.40***	0.32***	0.03	0.19***	0.15***	0.11***
12. Sex/Nudity	917	0.66***	0.57***	0.23***	0.24***	-0.19***	0.05	0.19***	-0.07*
13. Smoking	917	0.45***	0.44***	0.22***	0.26***	0.06	0.20***	-0.01	-0.08*
14. Tense Family Scenes	917	0.10**	0.08*	0.05	0.05	0.15***	-0.09**	-0.14***	0.07*
15. Topics To Talk About	917	0.22***	0.19***	0.09**	0.13***	0.11**	-0.04	0.01	-0.01
16. Violence	917	0.32***	0.00	0.73***	0.63***	0.69***	0.83***	0.05	0.38***
<i>Kids in Mind ratings</i>									
17. Sex	811	0.64***	0.55***	0.24***	0.20***	-0.18***	0.02	0.18***	-0.08*
18. Violence	811	0.53***	0.12***	0.85***	0.54***	0.67***	0.70***	0.00	0.50***
19. Profanity	811	0.76***	0.52***	0.43***	0.34***	0.08*	0.25***	0.18***	0.10**
<i>Critic ratings</i>									
20. Metacritic	931	0.10**	0.03	0.00	-0.01	0.09**	-0.03	-0.19***	-0.10**
21. Rotten Tomatoes % Fresh	915	0.10**	0.03	0.00	-0.05	0.08*	-0.05	-0.17***	-0.09**
22. Rotten Tomatoes /10	915	0.10**	0.02	0.00	-0.04	0.11**	-0.04	-0.19***	-0.09**
23. Halliwell (0-4)	792	0.12***	0.08*	0.05	0.05	0.10**	0.01	-0.16***	-0.09**
24. Leonard Maltin (bomb-4)	911	0.00	-0.03	-0.08*	-0.08*	0.09**	-0.09**	-0.16***	-0.10**25.
VideoHound (woof-4)	920	0.04	0.00	-0.01	-0.02	0.09**	-0.03	-0.16***	-0.09**
<i>Cast and crew</i>									
26. Directors % male	921	0.02	-0.04	0.13***	0.07*	0.15***	0.18***	-0.01	0.12**
27. Writers % male	921	0.11**	-0.02	0.22***	0.13***	0.20***	0.25***	0.06	0.14***
28. Cast % male	921	0.05	-0.08*	0.33***	0.23***	0.35***	0.46***	0.02	0.11***
29. Producers % male	921	0.12***	-0.01	0.25***	0.21***	0.15***	0.26***	0.07*	0.12***
30. Stunts % male	810	0.13***	0.04	0.06	0.06	0.02	0.09**	-0.02	-0.10**
<i>Box office</i>									
31. US Gross (USD)	932	-0.26***	-0.22***	0.03	-0.01	0.19***	0.11***	0.02	0.09**
32. US Gross (2011)	932	-0.25***	-0.22***	0.03	-0.01	0.19***	0.11***	0.02	0.09**
33. UK Gross (£)	677	-0.21***	-0.21***	-0.04	-0.03	0.14***	0.05	-0.09*	0.03
34. UK Gross (2011)	677	-0.21***	-0.21***	-0.04	-0.03	0.14***	0.05	-0.09*	0.03
35. Non-US Gross (USD)	303	-0.25***	-0.26***	-0.01	0.05	0.16**	0.16**	-0.05	-0.02
36. Non-US Gross (2011)	303	-0.25***	-0.27***	-0.01	0.05	0.16**	0.15**	-0.05	-0.02
37. Worldwide Gross (USD)	222	-0.33***	-0.30***	-0.05	0.04	0.16*	0.16*	0.02	-0.02
38. Worldwide Gross (2011)	222	-0.32***	-0.31***	-0.05	0.04	0.16*	0.15*	0.02	-0.02
39. Estimated Budget (USD)	751	-0.20***	-0.22***	0.09*	0.07	0.25***	0.29***	-0.08*	0.04
40. Estimated Budget (2011)	751	-0.20***	-0.23***	0.09*	0.07	0.25***	0.29***	-0.08*	0.04

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

Table 1. First Order Correlations

First order correlations	9	10	11	12	13	14	15	16	17
9. Music (Scary/Tense)	1.00								
10. Music (Inappropriate)	-0.22***	1.00							
11. Profanity	-0.08*	0.25***	1.00						
12. Sex/Nudity	-0.27***	0.30***	0.63***	1.00					
13. Smoking	-0.11**	0.09**	0.42***	0.32***	1.00				
14. Tense Family Scenes	-0.05	-0.13***	0.07*	0.05	0.09**	1.00			
15. Topics To Talk About	-0.12***	0.09**	0.20***	0.18***	0.16***	0.45***	1.00		
16. Violence	0.68***	-0.03	0.20***	0.04	0.17***	-0.03	0.00	1.00	
<i>Kids in Mind ratings</i>									
17. Sex	-0.26***	0.34***	0.60***	0.85***	0.33***	0.03	0.14***	0.02	1.00
18. Violence	0.61***	-0.02	0.39***	0.16***	0.26***	0.07*	0.10***	0.80***	0.19***
19. Profanity	-0.05	0.30***	0.86***	0.59***	0.45***	0.04	0.18***	0.26***	0.60***
<i>Critic ratings</i>									
20. Metacritic	-0.07*	-0.11***	0.01	-0.01	0.23***	0.21***	0.27***	-0.05	-0.01
21. Rotten Tomatoes % Fresh	-0.07*	-0.11**	0.03	-0.02	0.21***	0.18***	0.23***	-0.07*	-0.02
22. Rotten Tomatoes / 10	-0.06	-0.12***	0.02	-0.03	0.23***	0.22***	0.27***	-0.06	-0.03
23. Halliwell (0-4)	-0.07*	-0.08*	-0.01	0.00	0.23***	0.20***	0.25***	0.01	0.00
24. Leonard Maltin (bomb-4)	-0.04	-0.13***	-0.05	-0.08*	0.13***	0.25***	0.26***	-0.10**	-0.09*
25. VideoHound (woof-4)	-0.05	-0.09**	-0.04	-0.09*	0.16***	0.21***	0.22***	-0.03	-0.06
<i>Cast and crew</i>									
26. Directors % male	0.18***	-0.08*	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*	0.31***	-0.02
28. Cast % male	0.37***	-0.04	0.01	-0.20***	0.12***	-0.18***	-0.09**	0.44***	-0.20***
29. Producers % male	0.19***	0.03	0.10**	0.02	0.04	-0.07*	-0.09**	0.28***	0.03
30. Stunts % male	-0.01	0.02	0.10**	0.01	0.09**	0.03	0.05	0.06	0.01
<i>Box office</i>									
31. US Gross (USD)	0.24***	-0.08*	-0.30***	-0.31***	-0.21***	-0.01	-0.07*	0.12***	-0.20***
32. US Gross (2011)	0.24***	-0.08*	-0.30***	-0.31***	-0.21***	-0.02	-0.08*	0.12***	-0.20***
33. UK Gross (£)	0.16***	-0.05	-0.29***	-0.26***	-0.14***	-0.05	-0.06	0.04	-0.22***
34. UK Gross (2011)	0.16***	-0.05	-0.29***	-0.26***	-0.14***	-0.06	-0.06	0.05	-0.22***
35. Non-US Gross (USD)	0.21***	-0.03	-0.40***	-0.33***	-0.17**	-0.01	-0.01	0.14*	-0.30***
36. Non-US Gross (2011)	0.21***	-0.03	-0.40***	-0.33***	-0.17**	-0.02	-0.02	0.14*	-0.29***
37. Worldwide Gross (USD)	0.21**	-0.05	-0.47***	-0.42***	-0.16*	-0.06	-0.03	0.14*	-0.36***
38. Worldwide Gross (2011)	0.21**	-0.05	-0.47***	-0.41***	-0.16*	-0.06	-0.04	0.14*	-0.36***
39. Estimated Budget (USD)	0.34***	-0.17***	-0.30***	-0.29***	-0.14***	-0.06	-0.10**	0.26***	-0.28***
40. Estimated Budget (2011)	0.34***	-0.18***	-0.30***	-0.29***	-0.14***	-0.07	-0.11**	0.26***	-0.28***

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

Table 1. First Order Correlations

First order correlations	18	19	20	21	22	23	24	25	26
<i>Kids in Mind ratings</i>									
18. Violence	1.00								
19. Profanity	0.42***	1.00							
<i>Critic ratings</i>									
20. Metacritic			1.00						
21. Rotten Tomatoes % Fresh	-0.01	0.00	0.94***	1.00					
22. Rotten Tomatoes / 10	0.00	0.02	0.96***	0.98***	1.00				
23. Halliwell (0-4)	0.03	-0.02	0.73***	0.71***	0.73***	1.00			
24. Leonard Maltin (bomb-4)	-0.07*	-0.07*	0.66***	0.66***	0.69***	0.51***	1.00		
25. VideoHound (woof-4)	-0.02	-0.03	0.78***	0.75***	0.78***	0.61***	0.61***	1.00	
<i>Cast and crew</i>									
26. Directors % male	0.16***	0.05	-0.03	-0.03	-0.03	-0.02	-0.09**	-0.03	1.00
27. Writers % male	0.25***	0.13***	-0.07*	-0.06	-0.06	-0.03	-0.12***	-0.05	0.45***
28. Cast % male	0.38***	0.06	0.02	0.03	0.04	0.03	0.01	0.05	0.18***
29. Producers % male	0.25***	0.13***	-0.13***	-0.11***	-0.12***	-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	0.11**	0.01
<i>Box office</i>									
31. US Gross (USD)	0.05	-0.27***	0.21***	0.24***	0.26***	0.17***	0.18***	0.26***	0.09**
32. US Gross (2011)	0.05	-0.27***	0.21***	0.24***	0.26***	0.17***	0.18***	0.26***	0.09*
33. UK Gross (£)	-0.01	-0.26***	0.26***	0.27***	0.29***	0.28***	0.18***	0.28***	0.00
34. UK Gross (2011)	-0.01	-0.26***	0.26***	0.27***	0.29***	0.28***	0.18***	0.28***	0.00
35. Non-US Gross (USD)	-0.02	-0.34***	0.32***	0.32***	0.35***	0.33***	0.22***	0.34***	0.12*
36. Non-US Gross (2011)	-0.02	-0.34***	0.31***	0.32***	0.35***	0.33***	0.21***	0.34***	0.12*
37. Worldwide Gross (USD)	-0.04	-0.42***	0.37***	0.37***	0.40***	0.38***	0.25***	0.38***	0.12
38. Worldwide Gross (2011)	-0.04	-0.41***	0.37***	0.37***	0.40***	0.38***	0.25***	0.38***	0.12
39. Estimated Budget (USD)	0.13***	-0.31***	0.08**	0.05	0.09*	0.06	0.12**	0.15***	0.09*
40. Estimated Budget (2011)	0.13***	-0.31***	0.08**	0.05	0.09*	0.06	0.11**	0.14***	0.09*

*= $p < .05$ **= $p < .01$ ***= $p < .001$ **Table 1. First Order Correlations**

First order correlations	27	28	29	30	31	32	33	34	35
<i>Cast and crew</i>									
27. Writers % male	1.00								
28. Cast % male	0.36***	1.00							
29. Producers % male	0.26***	0.20***	1.00						
30. Stunts % male	0.18***	0.23***	0.16***	1.00					
<i>Box office</i>									
31. US Gross (USD)	0.03	0.12***	0.05	0.01	1.00				
32. US Gross (2011)	0.03	0.12***	0.06	0.01	1.00***	1.00			
33. UK Gross (£)	-0.06	0.07	0.01	0.03	0.82***	0.82***	1.00		
34. UK Gross (2011)	-0.06	0.07	0.01	0.03	0.82***	0.82***	1.00***	1.00	
35. Non-US Gross (USD)	0.02	0.13*	0.04	0.08	0.84***	0.85***	0.90***	0.90***	1.00
36. Non-US Gross (2011)	0.02	0.13*	0.05	0.08	0.84***	0.84***	0.90***	0.90***	1.00***
37. Worldwide Gross (USD)	-0.02	0.16*	0.08	0.09	0.96***	0.96***	0.93***	0.93***	0.97***
38. Worldwide Gross (2011)	-0.02	0.16*	0.08	0.09	0.95***	0.95***	0.94***	0.94***	0.97***
39. Estimated Budget (USD)	0.11**	0.30***	0.06	0.05	0.63***	0.62***	0.55***	0.54***	0.60***
40. Estimated Budget (2011)	0.11**	0.30***	0.06	0.06	0.63***	0.63***	0.55***	0.55***	0.61***

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

Table 1. First Order Correlations

First order correlations	36	37	38	39	40
<i>Box office</i>					
36. Non-US Gross (2011)	1.00				
37. Worldwide Gross (USD)	0.97***	1.00			
38. Worldwide Gross (2011)	0.97***	1.00***	1.00		
39. Estimated Budget (USD)	0.60***	0.68***	0.67***	1.00	
40. Estimated Budget (2011)	0.60***	0.68***	0.68***	1.00***	1.00

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

Table 2. Correlations with Estimated Budget Partialled Out

Budget partialled out	N	1	2	3	4	5	6	7	8
1. MPAA Rating	926	1.00							
<i>Screenit ratings</i>									
2. Alcohol/Drugs	917	0.46***	1.00						
3. Blood/Gore	917	0.54***	0.17***	1.00					
4. Disrespectful/Bad Attitude	917	0.44***	0.23***	0.52***	1.00				
5. Frightening/Tense Scenes	917	0.19***	-0.14***	0.61***	0.38***	1.00			
6. Guns/Weapons	917	0.37***	0.10**	0.63***	0.58***	0.53***	1.00		
7. Imitative Behavior	917	0.04	0.20***	0.03	0.11**	-0.17***	0.03	1.00	
8. Jump Scenes	917	0.14***	-0.10**	0.46***	0.18***	0.60***	0.28***	-0.14***	1.00
9. Music (Scary/Tense)	917	0.08*	-0.23***	0.54***	0.36***	0.77***	0.56***	-0.11**	0.62***
10. Music (Inappropriate)	917	0.14***	0.25***	0.04	0.07*	-0.17***	0.04	0.30***	-0.14***
11. Profanity	917	0.79***	0.50***	0.45***	0.36***	0.12***	0.30***	0.13***	0.13***
12. Sex/Nudity	917	0.64***	0.54***	0.27***	0.27***	-0.12***	0.15***	0.18***	-0.06
13. Smoking	917	0.43***	0.43***	0.24***	0.28***	0.10**	0.25***	-0.02	-0.08*
14. Tense Family Scenes	917	0.09**	0.06	0.05	0.06	0.17***	-0.07*	-0.14***	0.07*
15. Topics To Talk About	917	0.21***	0.17***	0.10**	0.14***	0.14***	-0.01	0.00	0.00
16. Violence	917	0.39***	0.06	0.73***	0.63***	0.67***	0.81***	0.08*	0.39***
<i>Kids in Mind ratings</i>									
17. Sex	811	0.62***	0.52***	0.27***	0.23***	-0.12***	0.11**	0.17***	-0.07*
18. Violence	811	0.57***	0.15***	0.85***	0.54***	0.67***	0.70***	0.01	0.50***
19. Profanity	811	0.75***	0.48***	0.50***	0.38***	0.17***	0.38***	0.16***	0.11**
<i>Critic ratings</i>									
20. Metacritic	931	0.12***	0.05	-0.01	-0.02	0.08*	-0.06	-0.18***	-0.10**
21. Rotten Tomatoes % Fresh	915	0.11**	0.04	-0.01	-0.05	0.07*	-0.07*	-0.16***	-0.10**
22. Rotten Tomatoes /10	915	0.12***	0.05	0.00	-0.04	0.09**	-0.07*	-0.19***	-0.10**
23. Halliwell Score (0-4)	792	0.14***	0.10**	0.04	0.05	0.09*	-0.01	-0.16***	-0.10**
24. Leonard Maltin (bomb-4)	911	0.02	-0.01	-0.09**	-0.09**	0.07*	-0.13***	-0.16***	-0.11**
25. VideoHound (woof-4)	920	0.07*	0.03	-0.02	-0.03	0.06	-0.08*	-0.16***	-0.10**
<i>Cast and crew</i>									
26. Directors % male	921	0.04	-0.02	0.12***	0.07*	0.14***	0.16***	0.00	0.12***
27. Writers % male	921	0.14***	0.00	0.22***	0.12***	0.18***	0.23***	0.07*	0.14***
28. Cast % male	921	0.11***	-0.01	0.32***	0.22***	0.30***	0.40***	0.04	0.11***
29. Producers % male	921	0.14***	0.00	0.25***	0.20***	0.14***	0.25***	0.07*	0.12***
30. Stunts % male	810	0.14***	0.05	0.06	0.06	0.01	0.08*	-0.01	-0.10**
<i>Box office</i>									
31. US Gross (USD)	932	-0.17***	-0.10**	-0.03	-0.07*	0.04	-0.10**	0.09**	0.09**
32. US Gross (2011)	932	-0.17***	-0.11**	-0.03	-0.07*	0.04	-0.10**	0.09*	0.08*
33. UK Gross (£)	677	-0.13**	-0.10**	-0.10**	-0.08*	0.00	-0.14***	-0.06	0.01
34. UK Gross (2011)	677	-0.12**	-0.11**	-0.10*	-0.08*	0.00	-0.14***	-0.06	0.01
35. Non-US Gross (USD)	303	-0.17**	-0.16**	-0.08	0.01	0.01	-0.03	0.00	-0.05
36. Non-US Gross (2011)	303	-0.16**	-0.16**	-0.08	0.01	0.01	-0.03	0.00	-0.05
37. Worldwide Gross (USD)	222	-0.27***	-0.21**	-0.15*	-0.01	-0.02	-0.06	0.10	-0.06
38. Worldwide Gross (2011)	222	-0.25***	-0.21**	-0.15*	-0.01	-0.02	-0.06	0.10	-0.06

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

Table 2. Correlations with Estimated Budget Partialled Out

Budget partialled out	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	0.02	0.21***	1.00						
12. Sex/Nudity	-0.19***	0.26***	0.59***	1.00					
13. Smoking	-0.07*	0.07*	0.40***	0.29***	1.00				
14. Tense Family Scenes	-0.03	-0.14***	0.05	0.03	0.08*	1.00			
15. Topics To Talk About	-0.08*	0.07*	0.18***	0.15***	0.15***	0.44***	1.00		
16. Violence	0.65***	0.02	0.30***	0.12***	0.22***	-0.01	0.03	1.00	
<i>Kids in Mind ratings</i>									
17. Sex	-0.19***	0.30***	0.57***	0.83***	0.31***	0.01	0.11**	0.10**	1.00
18. Violence	0.61***	0.00	0.45***	0.21***	0.28***	0.08*	0.11**	0.80***	0.23***
19. Profanity	0.07	0.27***	0.84***	0.55***	0.43***	0.02	0.16***	0.37***	0.56***
<i>Critic ratings</i>									
20. Metacritic	-0.10**	-0.10**	0.03	0.02	0.24***	0.22***	0.28***	-0.07*	0.02
21. Rotten Tomatoes % Fresh	-0.09**	-0.10**	0.04	-0.01	0.22***	0.18***	0.24***	-0.08*	0.00
22. Rotten Tomatoes /10	-0.10**	-0.11**	0.05	0.00	0.24***	0.23***	0.28***	-0.08*	0.00
23. Halliwell (0-4)	-0.10**	-0.07*	0.00	0.02	0.24***	0.20***	0.26***	-0.01	0.01
24. Leonard Maltin (bomb-4)	-0.09**	-0.11**	-0.02	-0.05	0.15***	0.26***	0.27***	-0.13***	-0.06
25. VideoHound (woof-4)	-0.10**	-0.07*	0.01	-0.05	0.19***	0.23***	0.24***	-0.07*	-0.02
<i>Cast and crew</i>									
26. Directors % male	0.16***	-0.06	0.03	-0.03	0.00	-0.08*	-0.10**	0.17***	-0.03
27. Writers % male	0.24***	0.04	0.14***	0.02	0.06	-0.11***	-0.06	0.29***	0.02
28. Cast % male	0.30***	0.02	0.11**	-0.13***	0.17***	-0.16***	-0.06	0.39***	-0.12***
29. Producers % male	0.18***	0.05	0.12***	0.04	0.05	-0.06	-0.08*	0.27***	0.04
30. Stunts % male	-0.03	0.03	0.13***	0.02	0.10**	0.03	0.05	0.05	0.03
<i>Box office</i>									
31. US Gross (USD)	0.03	0.04	-0.15***	-0.17***	-0.15***	0.03	0.00	-0.05	-0.15***
32. US Gross (2011)	0.03	0.04	-0.15***	-0.17***	-0.15***	0.03	-0.01	-0.05	-0.15***
33. UK Gross (£)	-0.03	0.06	-0.16***	-0.13***	-0.08*	-0.02	0.00	-0.12**	-0.09*
34. UK Gross (2011)	-0.03	0.06	-0.16***	-0.13***	-0.08*	-0.03	0.00	-0.12**	-0.09*
35. Non-US Gross (USD)	0.01	0.09	-0.29***	-0.20***	-0.11	0.03	0.07	-0.02	-0.16**
36. Non-US Gross (2011)	0.01	0.09	-0.29***	-0.20***	-0.11	0.03	0.06	-0.02	-0.16**
37. Worldwide Gross (USD)	-0.03	0.10	-0.38***	-0.31***	-0.09	-0.02	0.07	-0.05	-0.24***
38. Worldwide Gross (2011)	-0.03	0.10	-0.38***	-0.31***	-0.09	-0.03	0.05	-0.05	-0.24***

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

Table 2. Correlations with Estimated Budget Partialled Out

Budget partialled out	18	19	20	21	22	23	24	25	26
<i>Kids in Mind ratings</i>									
18. Violence	1.00								
19. Profanity	0.49***	1.00							
<i>Critic ratings</i>									
20. Metacritic Score	-0.02	0.03	1.00						
21. Rotten Tomatoes % Fresh	-0.02	0.05	0.94***	1.00					
22. Rotten Tomatoes / 10	-0.02	0.05	0.96***	0.98***	1.00				
23. Halliwell Score (0-4)	0.03	0.00	0.73***	0.71***	0.73***	1.00			
24. Leonard Maltin (bomb-4)	-0.09*	-0.04	0.66***	0.65***	0.69***	0.51***	1.00		
25. VideoHound (woof-4)	-0.04	0.01	0.78***	0.76***	0.78***	0.61***	0.61***	1.00	
<i>Cast and crew</i>									
26. Directors % male	0.15***	0.08*	-0.04	-0.03	-0.04	-0.03	-0.10**	-0.05	1.00
27. Writers % male	0.24***	0.17***	-0.08*	-0.06	-0.07*	-0.03	-0.14***	-0.07*	0.44***
28. Cast % male	0.36***	0.17***	0.00	0.01	0.01	0.01	-0.02	0.01	0.16***
29. Producers % male	0.24***	0.15***	-0.14***	-0.12***	-0.13***	-0.09*	-0.13***	-0.13***	0.21***
30. Stunts % male	0.06	0.15***	0.09*	0.09**	0.09**	0.11**	0.02	0.10**	0.00
<i>Box office</i>									
31. US Gross (USD)	-0.04	-0.11**	0.21***	0.27***	0.26***	0.17***	0.15***	0.22***	0.03
32. US Gross (2011)	-0.04	-0.10**	0.21***	0.27***	0.26***	0.17***	0.14***	0.22***	0.03
33. UK Gross (£)	-0.10*	-0.11**	0.26***	0.29***	0.29***	0.30***	0.14***	0.24***	-0.06
34. UK Gross (2011)	-0.10*	-0.11**	0.26***	0.29***	0.28***	0.30***	0.14***	0.24***	-0.06
35. Non-US Gross (USD)	-0.13*	-0.21***	0.34***	0.36***	0.37***	0.37***	0.19**	0.32***	0.08
36. Non-US Gross (2011)	-0.13*	-0.20***	0.34***	0.36***	0.37***	0.37***	0.18**	0.31***	0.08
37. Worldwide Gross (USD)	-0.18**	-0.29***	0.44***	0.45***	0.47***	0.47***	0.24***	0.39***	0.08
38. Worldwide Gross (2011)	-0.18**	-0.29***	0.44***	0.45***	0.47***	0.46***	0.24***	0.39***	0.08

*= $p < .05$ **= $p < .01$ ***= $p < .001$ **Table 2. Correlations with Estimated Budget Partialled Out**

Budget partialled out	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	0.26***	0.19***	1.00						
30. Stunts % male	0.17***	0.22***	0.16***	1.00					
<i>Box office</i>									
31. US Gross (USD)	-0.05	-0.09**	0.02	-0.03	1.00				
32. US Gross (2011)	-0.05	-0.09**	0.02	-0.03	1.00***	1.00			
33. UK Gross (£)	-0.14***	-0.12**	-0.02	-0.01	0.73***	0.73***	1.00		
34. UK Gross (2011)	-0.14***	-0.12**	-0.02	0.00	0.73***	0.73***	1.00***	1.00	
35. Non-US Gross (USD)	-0.06	-0.07	0.01	0.05	0.75***	0.75***	0.85***	0.85***	1.00
36. Non-US Gross (2011)	-0.07	-0.07	0.01	0.06	0.74***	0.75***	0.85***	0.85***	1.00***
37. Worldwide Gross (USD)	-0.13	-0.06	0.06	0.08	0.93***	0.93***	0.91***	0.91***	0.96***
38. Worldwide Gross (2011)	-0.13	-0.06	0.06	0.08	0.92***	0.92***	0.92***	0.92***	0.96***

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

Table 2. Correlations with Estimated Budget Partialled Out

Budget partialled out	36	37	38
<i>Box office</i>			
36. Non-US Gross (2011)	1.00		
37. Worldwide Gross (USD)	0.96***	1.00	
38. Worldwide Gross (2011)	0.96***	1.00***	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 subtracting it, 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 and do your own number crunching!