

## Dress for Success and Female Action Heroes: Summary of findings so far

June 2012

Raters were asked to rate 34 female action heroes in films from the last 20 years on how professionally and practically they were dressed and how much the rater liked how they were dressed. ([Study](#))

See raw data and correlations at the bottom of the page.

### Dress for Success and Sexualization

“Professional”, “practical” and “like” are all significantly positively correlated with each other, at  $p < .001$ .

“Professional”, “practical” and “like” are all significantly positively correlated with critic ratings (Metacritic, Rotten Tomatoes, VideoHound), at  $p < .01$  or  $p < .001$ .

“Professional”, “practical” and “like” are all positively correlated with box office, but not this is not statistically significant. The correlations might become statistically significant with a larger sample, but it is harder to know where this larger sample would come from given that this is already 20 years of female action heroes.

Kids In Mind “sex” is negatively correlated with “professional”, “practical” and “like” and with box office, but it’s not statistically significant.

For the most part, Kids In Mind “sex” is more of a negative with respect to box office than “professional”, “practical” and “like” are positives. So it seems that sexualized content in general is more of a problem than sexualized outfits per se.

Estimated budget is the biggest predictor of box office gross. “Professional”, “practical” and “like” have negligible correlations with budget, and are still positively correlated with box office nets. So I don’t see any need to partial out budget to see what happens.

### Casting

[Cfiassurance.com](#) (formerly filmforecasting.com) talks about how actors are either **true hero** types or **anti hero** types, and need to play to type for things to work. True heroes have more altruistic motives and are focussed on helping others and stopping the bad guys, while anti heroes have more worldly motives and are focussed on their own wants and needs, including revenge, personal safety, and personal angst. There are about twice as many anti heroes as there are true heroes, among actors and in the general population. You might think that actors would need to be true hero types for action films, but it depends on the story. There are a lot of one-off anti hero films with female leads. However, the biggest action franchises (*Alien*, *Resident Evil*, *Underworld*) feature true hero types. Also, while villains are most likely to be anti hero types, you can have idealistic true hero villains. (Terrorists come to mind.) One type is not better than the other, but they are different and need to be kept in mind.

It turns out that when you classify female action heroes (actors and characters) as true hero and anti hero types, you get gold.<sup>1</sup> Check out the following charts:

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<sup>1</sup> I have gone back and forth on some of these classifications, and it doesn’t affect the overall patterns much if at all.

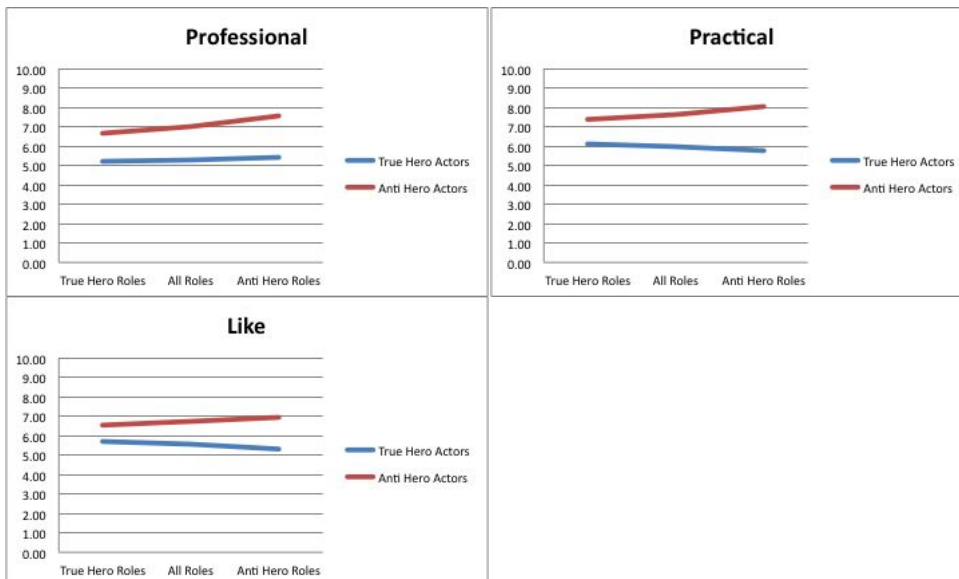
### *Kids in Mind content ratings*

On average, female action actors who are true hero types have more sex, violence and profanity in their films than anti hero types, regardless of how they are cast. There is an interaction with true hero vs anti hero role for each content type.



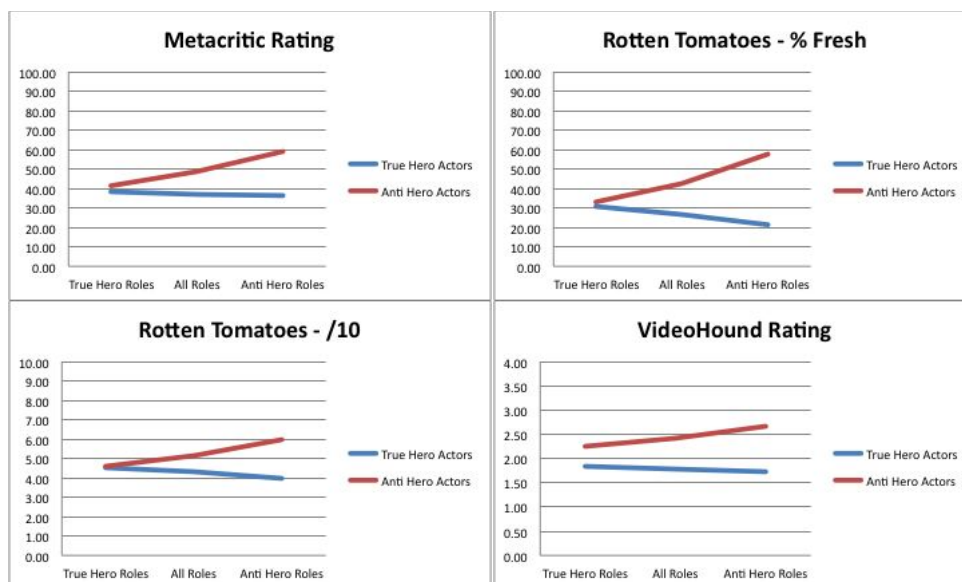
### *Dress for Success ratings*

Female anti hero actors scored higher on “professional”, “practical”, and “like” than true hero actors regardless of how they were cast.



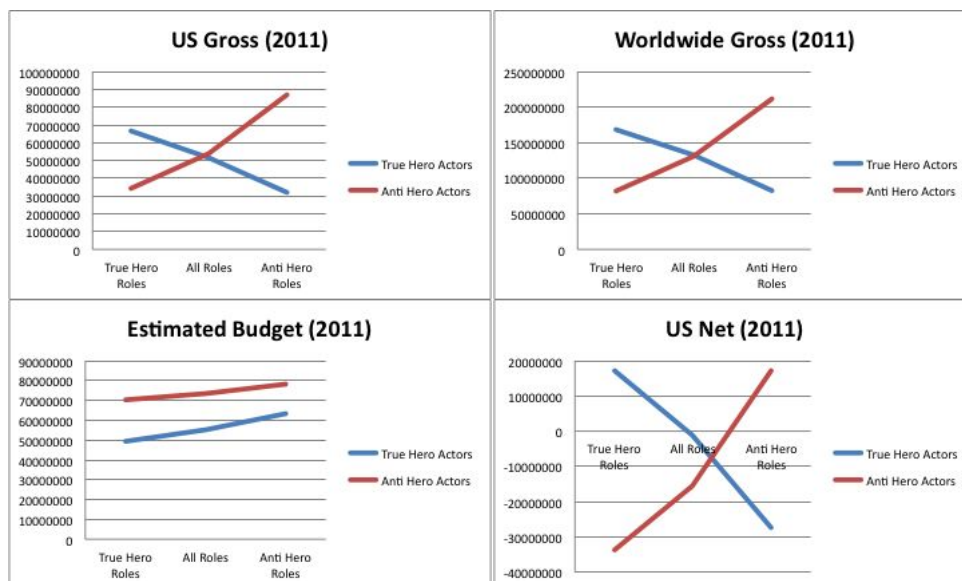
### Critic ratings

Look at this! All anti hero actors need to do is show up and they get higher ratings, even when they're miscast! It's not fair! No wonder I don't think much of critic ratings (I'm a true hero type). (I do think this is funny.) Being cast correctly is also associated with higher critic ratings, moreso for anti hero types.



### Box office

For both true hero types and anti hero types, being cast right pays off at the box office. Anti heroes have bigger average grosses, but they also have bigger average budgets, so true heroes tend to be more profitable. The true hero actors are the ones with the long running franchises (Milla Jovovich in the *Resident Evil* movies, Kate Beckinsale in the *Underworld* movies, Sigourney Weaver in the *Alien* movies).





Note that I am using World Ratio (WR - worldwide box office/budget, something I invented myself for convenience) because I prefer proportions to subtractions, and because you don't need to take inflation into account. The highest individual WR in this study was *Kill Bill Vol. 1* (2003) with a WR of 6.03. In comparison, *Alien* (1979) had a WR of 9.54 and *Aliens* (1986) had a WR of 7.08. You need a WR of at least 2 to make your budget back at the box office. I'd consider anything with a WR less than 2 to be a bomb.

#### *When characters are miscast*

It's not just actors who need to be cast properly. Sometimes the characters themselves get miscast. Think of the second *Lara Croft* movie, in which Ms. Anti hero tries to act like a true hero, and is boring, or the second *Miss Congeniality* movie, in which the true hero spends way too much time worrying about her personal life, and not enough helping others, and is boring. The second *Legally Blonde* film also made this mistake, taking a fun anti hero and having her try to save the world. (I couldn't even get through the first act.)

And then there's *Catwoman*. Catwoman is an anti hero, and Halle Berry is a true hero type. So that didn't work. But the story was a true hero story, so even Catwoman was cast wrong. If you'd taken Catwoman out of the equation, and had Berry's character discover her boss was up to no good and try to stop her, that probably would have worked. But Catwoman has no business trying to save the day. Saying "Hmmm, this could be fun" and playing cat and mouse with her boss until either her boss gives in, she gets bored, or the police show up and take over (or preferably all three at once) would have been far more in character, and far more fun to watch, with the right actor. It's possible the right actor in the right story could even have gotten that outfit to work. Maybe.

Note that I am not saying that *Barb Wire* could have been saved with better casting. I think there are limits to what even good casting can do. Though you never know.

Also as an aside, Christina Hendricks and Joss Whedon appear to be anti hero types, so they should probably stay away from Wonder Woman. But they could probably clean up on Catwoman. Just saying.

#### *A special comment on Tank Girl*

*Tank Girl* has the lowest WR in this sample (though I think *Cutthroat Island* would have an even lower WR if its worldwide gross were available), even though I think the casting was good. As far as I can tell, it's a true hero cast as a true hero. So casting isn't bulletproof. Why didn't *Tank Girl* do well?

*Tank Girl* is set in a post-apocalyptic world. [Cfassurance.com](http://Cfassurance.com) talks about how post-apocalyptic films don't do as well at the box office as films set in the modern world. And I can see how they would have less appeal. Not that many people identify with the post-apocalyptic landscape (and that's a good thing, mental health-wise), though some people will show up just to watch the spectacle. And zombie apocalypses don't seem to be doing too badly these days.

[Cfassurance.com](http://Cfassurance.com) also talks about how films need to take themselves seriously, so audiences will. Spoofs don't do as well, everything else being equal. And *Tank Girl* is definitely a tongue-in-cheek film. The hero loses most of her friends (they're killed at the beginning), must rescue the one survivor from a brothel, and stop the Water & Power Company from hurting anyone else, but she simply refuses to act seriously for any of this. *Tank Girl* is a loving respectful spoof of its genre, the way *Buckaroo Bonzai Across the Eighth Dimension* spoofs comic book heroes and *The Princess Bride* spoofs fairy tale romances. I suppose it qualifies as a cult classic. But unlike *The Princess Bride*, which has a broader appeal because it's a fairy tale romance, *Tank Girl* has a fairly small target audience.

Don't get me wrong. I saw it in theatres and loved it. (And the review in the local paper was so virulent it was funny.) But good casting will not make every film a great success, even relative to budget. Some films are of limited appeal no matter what.

### **Sex differences**

I selected an equivalent number of male action hero films (same criteria) from 2010 and the first part of 2011 (I stopped in July 2011 when I reached the 34th film) for comparison<sup>2</sup>. I don't see any point in rating them for "professional", "practical" and "like" since they mostly all dress the same (*Conan the Barbarian* didn't quite make the sample, being released in August 2011). But I have assembled the rest of the data for them. [If you wanted to compare men and women on this, you could assemble a set of matched pairs (matching for "professional" and "practical" from a larger sample of male action films) then look at box office etc., but that is a project I do not wish to do.]

#### *Similarities*

- Both male and female action heroes come in true hero and anti hero types. Both male and female action actors are more likely to be true hero types than anti hero types and/or cast in true hero roles than in anti hero roles. This is more true for male action leads than female action leads but it is true for both sexes. Action franchises tend to be led by true hero types and true hero actors tend to make more action films, for both sexes.
- Being cast correctly makes a big difference in box office for both sexes.

#### *Differences*

- Male action heroes do better at the box office than female action heroes, even controlling for budget, but there is a considerable amount of variability for both sexes. (And actually, for correctly cast actors, female actors have higher WRs.)
- Unlike for female action heroes, male true hero actors have *less* sex, violence and profanity in their films than anti hero actors.
- Female true hero actors are more likely to be in R rated films than female anti hero actors. The reverse is true for male action actors.
- Unlike for female action heroes, male anti hero actors have *lower* critic ratings than true hero actors.
- Female action hero actors are miscast (true hero for anti hero, anti hero for true hero) for 53% of the sample. In comparison, male action hero actors are miscast only 21% of the time<sup>3</sup>. (This doesn't include subtypes within the two types - there is more miscasting there, too, for both sexes.) This is a big difference and should be taken into account when discussing sex differences in success.

Why are female action actors miscast more often? I can think of three possible answers:

1. It may be due to the year the film was made. The female sample was released from 1992 to 2011, while the male sample was released in 2010 and 2011 only. Filmmakers may have gotten better at casting in that time.
2. It may be because decision makers (who are predominantly male) have an easier time typing men correctly than women. Women are so mysterious and hard to understand, right? Plus "female" is traditionally a personality type, like "jock", "geek", etc. (e.g. the Smurfs), as has been mentioned before on the internet. You don't see multiple women much in action movies, so people don't have as much experience seeing action women as coming in different types.

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<sup>2</sup> I took all male action hero films that met the same criteria as the female action films in the study, starting with all of 2010 and continuing through into 2011 until I had 34 films.

<sup>3</sup> I have gone back and forth on some of these classifications, and it doesn't affect the overall patterns much if at all.

3. The women themselves may be choosing a more diverse selection of roles, in a quest for “balance”, while men may prefer to do the same thing over and over again once they find the winning formula. Balance is appropriate for your personal life, but not for your job, where you should probably concentrate on what you do best to maximize success. This is even more true for underrepresented demographic groups, who need to pay a lot more attention to correct casting than white cis straight abled men do. Of course, when you’re first starting out, you have to take what you can get, so not everyone on the list can be blamed for this. But it’s something more experienced actors should keep in mind whenever they have a choice.

### **Summary**

Dress for Success does seem to help female action heroes succeed at the box office, but avoiding sexualized content is probably even more important, and correct casting appears to be the most important factor of all.

*Correlations for female action heroes*

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
1. MPAA <sup>1</sup>	1.00																	
2. Sex	0.34*	1.00																
3. Violence	0.75***	0.45**	1.00															
4. Profanity	0.66***	0.34*	0.58***	1.00														
5. professional	-0.12	-0.24	-0.12	0.06	1.00													
6. practical	-0.09	-0.25	-0.02	0.16	0.91***	1.00												
7. like	-0.01	-0.18	0.05	0.14	0.91***	0.94***	1.00											
8. Metaartic	0.21	0.01	0.29	0.31	0.58***	0.60***	0.58***	1.00										
9. RT % Fresh	0.34*	-0.05	0.25	0.43**	0.46**	0.45**	0.44**	0.89***	1.00									
10. RT /10	0.28	-0.08	0.20	0.37*	0.56***	0.55***	0.53***	0.92***	0.96***	1.00								
11. VideoHound	0.00	0.10	0.09	0.15	0.54***	0.51**	0.51**	0.77***	0.64***	0.69***	1.00							
12. US Gross	-0.06	-0.26	-0.09	-0.06	0.20	0.17	0.19	0.26	0.24	0.30	0.26	1.00						
13. Non-US Gross	0.23	-0.33	0.18	0.09	0.17	0.18	0.26	0.31	0.31	0.31	0.22	0.78***	1.00					
14. Worldwide Gross	0.15	-0.32	0.07	0.03	0.19	0.18	0.25	0.32	0.32	0.33	0.26	0.91***	0.97***	1.00				
15. Estimated Budget	-0.14	-0.13	-0.11	-0.13	0.04	-0.00	0.11	0.07	0.05	-0.04	0.20	0.43*	0.55***	0.60***	1.00			
16. US Net	0.02	-0.13	-0.02	0.07	0.12	0.14	0.03	0.24	0.15	0.29	0.08	0.58***	0.35	0.46**	-0.48**	1.00		
17. World Net	0.14	-0.30	0.12	0.06	0.28	0.31	0.32	0.33	0.33	0.38*	0.22	0.63***	0.73***	0.74***	-0.10	0.84***	1.00	
18. World Ratio	0.14	-0.27	0.12	0.03	0.19	0.20	0.16	0.35	0.35	0.41*	0.28	0.59***	0.63***	0.66***	-0.11	0.80***	0.92***	1.00

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

Box Office is adjusted for inflation to 2011 values

US Net = US Gross - Budget

World Net = Worldwide Gross - 2\*Budget

## Raw Data — Character Ratings

Film (Year)	Character (Actor)	Archetypes <sup>4</sup>		Dress for Success Ratings <sup>5</sup>		
		Actor	Character	professional	practical	like
<i>Alien 3</i> (1992)	Ellen Ripley (Sigourney Weaver)	True hero	True hero	6.25 (24)	9.39 (23)	7.42 (24)
<i>Point of No Return</i> (1993)	Maggie Hayward/ Claudia Anne Doran/Nina (Bridget Fonda)	Anti hero	Anti hero	6.23 (22)	5.68 (22)	5.41 (22)
<i>The Next Karate Kid</i> (1994)	Julie Pierce (Hilary Swank)	Anti hero	True hero	7.08 (25)	8.96 (25)	7.08 (25)
<i>The River Wild</i> (1994)	Gail Hartman (Meryl Streep)	Anti hero	True hero	7.35 (23)	9.74 (23)	7.39 (23)
<i>Cutthroat Island</i> (1995)	Morgan (Geena Davis)	Anti hero	True hero	7.59 (22)	7.86 (22)	7.82 (22)
<i>Tank Girl</i> (1995)	Tank Girl (Lori Petty)	True hero	True hero	3.54 (24)	4.88 (24)	4.83 (24)
<i>The Net</i> (1995)	Angela Bennett (Sandra Bullock)	True hero	True hero	7.83 (23)	8.13 (23)	6.26 (23)
<i>The Quick and the Dead</i> (1995)	Ellen (Sharon Stone)	Anti hero	True hero	8.29 (24)	8.75 (24)	7.92 (24)
<i>Barb Wire</i> (1996)	Barb Wire (Pamela Anderson)	True hero	Anti hero	2.89 (19)	2.74 (19)	2.63 (19)
<i>The Long Kiss Goodnight</i> (1996)	Samantha Caine/Charly Baltimore (Geena Davis)	Anti hero	True hero	7.86 (21)	7.62 (21)	6.90 (21)
<i>Alien Resurrection</i> (1997)	Ellen Ripley (Sigourney Weaver)	True hero	Anti hero	7.19 (21)	8.38 (21)	7.14 (21)
<i>G.I. Jane</i> (1997)	Jordan O'Neill (Demi Moore)	Anti hero	Anti hero	9.22 (23)	9.61 (23)	7.78 (23)
<i>Miss Congeniality</i> (2000)	Gracie Hart (Sandra Bullock)	True hero	True hero	5.10 (21)	4.57 (21)	4.81 (21)
<i>Lara Croft: Tomb Raider</i> (2001)	Lara Croft (Angelina Jolie)	Anti hero	Anti hero	6.22 (23)	7.09 (23)	6.43 (23)
<i>Resident Evil</i> (2002)	Alice (Milla Jovovich)	True hero	True hero	2.85 (20)	2.95 (20)	4.10 (20)
<i>Kill Bill Vol 1</i> (2003)	The Bride (Uma Thurman)	Anti hero	Anti hero	7.23 (22)	8.55 (22)	6.73 (22)
<i>Lara Croft Tomb Raider: The Cradle of Life</i> (2003)	Lara Croft (Angelina Jolie)	Anti hero	True hero	6.55 (20)	7.37 (19)	6.35 (20)
<i>Underworld</i> (2003)	Selene (Kate Beckinsale)	True hero	True hero	6.11 (19)	6.47 (19)	5.74 (19)
<i>Catch that Kid</i> (2004)	Maddy (Kristen Stewart)	Anti hero	True hero	7.36 (22)	8.55 (22)	6.64 (22)
<i>Catwoman</i> (2004)	Patience Phillips/Catwoman (Halle Berry)	True hero	Anti hero	1.84 (19)	1.95 (19)	2.53 (19)
<i>Resident Evil: Apocalypse</i> (2004)	Alice (Milla Jovovich)	True hero	True hero	4.43 (23)	6.13 (23)	5.43 (23)
<i>Aeon Flux</i> (2005)	Aeon Flux (Charlize Theron)	Anti hero	True hero	2.85 (20)	2.30 (20)	3.05 (20)
<i>Domino</i> (2005)	Domino Harvey (Keira Knightley)	True hero	Anti hero	4.30 (20)	5.60 (20)	5.45 (20)
<i>Elektra</i> (2005)	Elektra (Jennifer Garner)	Anti hero	True hero	5.05 (21)	5.00 (21)	5.24 (21)
<i>Miss Congeniality 2: Armed &amp; Fabulous</i> (2005)	Gracie Hart (Sandra Bullock)	True hero	Anti hero	7.50 (18)	6.32 (19)	5.63 (19)
<i>Ultraviolet</i> (2006)	Ultraviolet (Milla Jovovich)	True hero	Anti hero	4.18 (22)	4.95 (22)	4.00 (22)
<i>Underworld: Evolution</i> (2006)	Selene (Kate Beckinsale)	True hero	True hero	5.29 (21)	6.00 (21)	5.81 (21)
<i>Resident Evil: Extinction</i> (2007)	Alice (Milla Jovovich)	True hero	True hero	4.85 (20)	5.95 (20)	6.00 (20)
<i>Doomsday</i> (2008)	Eden Sinclair (Rhona Mitra)	Anti hero	True hero	6.58 (19)	7.63 (19)	7.00 (19)
<i>Whiteout</i> (2009)	Carrie Stetko (Kate Beckinsale)	True hero	Anti hero	8.39 (18)	8.42 (19)	7.68 (19)
<i>Resident Evil: Afterlife</i> (2010)	Alice (Milla Jovovich)	True hero	True hero	5.90 (20)	6.95 (20)	6.65 (20)
<i>Salt</i> (2010)	Evelyn Salt (Angelina Jolie)	Anti hero	Anti hero	9.05 (21)	8.67 (21)	8.57 (21)
<i>Colombiana</i> (2011)	Catalcya (Zoe Saldana)	True hero	Anti hero	6.86 (22)	7.73 (22)	7.41 (22)
<i>Hanna</i> (2011)	Hanna (Saoirse Ronan)	Anti hero	Anti hero	7.55 (20)	8.80 (20)	6.90 (20)

<sup>4</sup> I have gone back and forth on some of these classifications, and it doesn't affect the overall patterns much if at all.

<sup>5</sup> mean score (number of raters)



Raw Data (Downloaded May 11, 2012 From Filmcontentdatabase) — Film Ratings Off Internet

Film	MPAA	Sex	Violence	Profanity	Metacritic	RT % fresh	RT /10	Videohound
<i>Alien 3</i>	R	2	8	7	na	39	5.1	2.0
<i>Point of No Return</i>	R	5	6	6	na	50	5.5	2.5
<i>The Next Karate Kid</i>	PG	3	5	3	na	5	3.6	2.5
<i>The River Wild</i>	PG-13	2	4	5	na	55	5.8	2.5
<i>Cutthroat Island</i>	PG-13	4	6	3	na	44	4.4	2.5
<i>Tank Girl</i>	R	3	6	5	na	42	4.9	1.5
<i>The Net</i>	PG-13	2	4	5	na	36	5.1	2.5
<i>The Quick and the Dead</i>	R	3	6	3	49	55	5.9	2.5
<i>Barb Wire</i>	R	5	8	7	40	29	3.8	1.5
<i>The Long Kiss Goodnight</i>	R	3	9	9	44	67	6.0	2.5
<i>Alien Resurrection</i>	R	5	9	8	63	55	5.9	3.0
<i>G.I. Jane</i>	R	3	7	7	62	57	6.0	2.5
<i>Miss Congeniality</i>	PG-13	4	4	5	43	42	5.1	2.0
<i>Lara Croft: Tomb Raider</i>	PG-13	3	6	3	33	19	3.9	2.0
<i>Resident Evil</i>	R	5	8	6	33	34	4.5	2.0
<i>Kill Bill Vol 1</i>	R	6	10	6	69	85	7.7	3.5
<i>Lara Croft 2</i>	PG-13	3	5	3	43	24	4.5	2.5
<i>Underworld</i>	R	2	9	5	42	31	4.7	2.0
<i>Catch that Kid</i>	PG	3	3	2	33	11	3.7	2.0
<i>Catwoman</i>	PG-13	4	5	3	27	10	3.1	1.0
<i>Resident Evil: Apocalypse</i>	R	6	9	7	35	21	3.9	1.0
<i>Aeon Flux</i>	PG-13	5	7	0	36	10	3.3	2.5
<i>Domino</i>	R	7	9	10	36	19	3.9	2.5
<i>Elektra</i>	PG-13	3	6	3	34	10	3.7	1.0
<i>Miss Congeniality 2</i>	PG-13	3	4	3	34	15	4.0	1.5
<i>Ultraviolet</i>	PG-13	3	7	4	18	9	2.8	1.0
<i>Underworld: Evolution</i>	R	7	9	5	36	16	3.8	2.5
<i>Resident Evil: Extinction</i>	R	4	9	4	41	22	4.3	1.5
<i>Doomsday</i>	R	6	9	9	51	50	5.1	2.0
<i>Whiteout</i>	R	7	8	5	28	7	3.5	1.5
<i>Resident Evil: Afterlife</i>	R	1	9	5	37	24	4.1	1.5
<i>Salt</i>	PG-13	3	7	4	65	62	6.0	3.0
<i>Colombiana</i>	PG-13	5	7	5	45	27	na	4.8
<i>Hanna</i>	PG-13	4	8	5	65	71	6.9	2.5

na = not available

Raw Data (Downloaded May 11, 2012 From Filmcontentdatabase) — Financial Data (In 2011 Dollars)

Film	US Gross	Non-US	Worldwide	Budget	US Net	World Net	WR
<i>Alien 3</i>	88,463,662	166,392,518	254,856,180	79,735,000	8,728,662	95,386,180	3.20
<i>Point of No Return</i>	46,388,242	na	na	na	-	-	-
<i>The Next Karate Kid</i>	13,428,329	10,411,857	23,840,186	na	-	-	-
<i>The River Wild</i>	70,519,457	71,398,620	141,918,077	67,783,500	2,735,957	6,351,077	2.09
<i>Cutthroat Island</i>	14,677,380	na	na	143,589,600	-128,912,220	-	-
<i>Tank Girl</i>	5,955,298	3,663,000	9,618,298	36,630,000	-30,674,702	-63,641,702	0.26
<i>The Net</i>	74,326,614	87,765,480	162,092,094	32,234,400	42,092,214	97,623,294	5.03
<i>The Quick and the Dead</i>	27,306,254	na	na	46,886,400	-19,580,146	-	-
<i>Barb Wire</i>	5,410,832	na	na	na	-	-	-
<i>The Long Kiss Goodnight</i>	47,706,329	79,885,849	127,592,178	92,709,500	-45,003,171	-57,826,822	1.38
<i>Alien Resurrection</i>	66,158,750	157,218,004	223,376,753	103,815,000	-37,656,250	15,746,753	2.15
<i>G.I. Jane</i>	66,675,746	67,825,800	134,501,546	69,210,000	-2,534,254	-3,918,454	1.94
<i>Miss Congeniality</i>	139,341,282	138,202,870	277,544,153	58,707,000	80,634,282	160,130,153	4.73
<i>Lara Croft 2</i>	164,970,082	180,524,309	345,494,391	144,635,500	20,334,582	56,223,391	2.39
<i>Resident Evil</i>	49,888,858	77,496,622	127,385,480	41,035,500	8,853,358	45,314,480	3.10
<i>Kill Bill Vol 1</i>	84,960,043	134,350,200	219,310,243	36,360,000	48,600,043	146,590,243	6.03
<i>Lara Croft 2</i>	79,580,158	110,104,373	189,684,530	115,140,000	-35,559,842	-40,595,470	1.65
<i>Underworld</i>	62,988,476	53,010,174	115,998,650	26,664,000	36,324,476	62,670,650	4.35
<i>Catch that Kid</i>	19,862,487	269,882	20,132,369	14,269,200	5,593,287	-8,406,031	1.41
<i>Catwoman</i>	47,804,649	49,823,290	97,627,939	118,910,000	-71,105,351	-140,192,061	0.82
<i>Resident Evil: Apocalypse</i>	60,883,648	92,979,751	153,863,398	53,509,500	7,374,148	46,844,398	2.88
<i>Aeon Flux</i>	29,879,684	30,520,976	60,400,660	71,597,600	-41,717,916	-82,794,540	0.84
<i>Domino</i>	11,743,394	14,752,916	26,496,311	57,740,000	-45,996,606	-88,983,689	0.46
<i>Elektra</i>	28,188,347	37,267,525	65,455,872	49,656,400	-21,468,053	-33,856,928	1.32
<i>Miss Congeniality 2</i>	55,982,401	61,106,892	117,089,293	51,966,000	4,016,401	13,157,293	2.25
<i>Ultraviolet</i>	20,585,873	13,920,704	34,506,576	33,318,000	-12,732,127	-32,129,424	1.04
<i>Underworld: Evolution</i>	69,211,343	54,443,751	123,655,094	55,530,000	13,681,343	12,595,094	2.23
<i>Resident Evil: Extinction</i>	55,105,763	105,611,240	160,717,002	48,960,000	6,145,763	62,797,002	3.28
<i>Doomsday</i>	11,485,450	11,687,731	23,173,181	31,299,000	-19,813,550	-39,424,819	0.74
<i>Whiteout</i>	10,717,490	7,890,534	18,608,024	36,505,000	-25,787,510	-54,401,976	0.51
<i>Resident Evil: Afterlife</i>	61,108,662	239,941,414	301,050,076	60,978,000	130,662	179,094,076	4.94
<i>Salt</i>	120,239,843	178,047,615	298,287,459	111,793,000	8,446,843	74,701,459	2.67
<i>Colombiana</i>	36,665,854	24,300,000	60,965,854	40,000,000	-3,334,146	-19,034,146	1.52
<i>Hanna</i>	40,259,119	23,522,959	63,782,078	30,000,000	10,259,119	3,782,078	2.13

na = not available

US Net = US Gross - Budget

Worldwide Net = Worldwide Gross - 2\*Budget

WR = World Ratio = Worldwide Gross/Budget

*Equivalent Sample Of Male Action Heroes — Character Ratings*

Film (Year)	Actor	Actor Archetype <sup>6</sup>	Character Archetype
<i>Clash of the Titans</i> (2010)	Sam Worthington	True Hero	True Hero
<i>Faster</i> (2010)	Dwayne Johnson	True Hero	Anti Hero
<i>Green Zone</i> (2010)	Matt Damon	True Hero	True Hero
<i>Inception</i> (2010)	Leonardo DiCaprio	Anti Hero	Anti Hero
<i>Iron Man 2</i> (2010)	Robert Downey Jr	True Hero	True Hero
<i>Jonah Hex</i> (2010)	Josh Brolin	Anti Hero	True Hero
<i>Legion</i> (2010)	Paul Bettany	Anti Hero	True Hero
<i>Macgruber</i> (2010)	Will Forte	Anti Hero	Anti Hero
<i>Machete</i> (2010)	Danny Trejo	True Hero	True Hero
<i>Predators</i> (2010)	Adrien Brody	Anti Hero	Anti Hero
<i>Prince of Persia: The Sands of Time</i> (2010)	Jake Gyllenhaal	True Hero	True Hero
<i>Repo Men</i> (2010)	Jude Law	Anti Hero	Anti Hero
<i>Robin Hood</i> (2010)	Russell Crowe	True Hero	True Hero
<i>Scott Pilgrim vs. The World</i> (2010)	Michael Cera	Anti Hero	Anti Hero
<i>Super</i> (2010)	Rainn Wilson	Anti Hero	Anti Hero
<i>The Book of Eli</i> (2010)	Denzel Washington	True Hero	True Hero
<i>The Karate Kid</i> (2010)	Jaden Smith	True Hero	True Hero
<i>The Spy Next Door</i> (2010)	Jackie Chan	True Hero	Anti Hero
<i>The Warrior's Way</i> (2010)	Jang Dong Gun	True Hero	True Hero
<i>Tron: Legacy</i> (2010)	Garrett Hedlund	True Hero	True Hero
<i>Season of the Witch</i> (Jan 2011)	Nicholas Cage	True Hero	True Hero
<i>The Mechanic</i> (Jan 2011)	Jason Statham	True Hero	True Hero
<i>Drive Angry</i> (Feb 2011)	Nicholas Cage	True Hero	True Hero
<i>I Am Number Four</i> (Feb 2011)	Alex Pettyfer	Anti Hero	Anti Hero
<i>Sanctum</i> (Feb 2011)	Rhys Wakefield	Anti Hero	Anti Hero
<i>Battle Los Angeles</i> (Mar 2011)	Aaron Eckhart	True Hero	True Hero
<i>Hobo With a Shotgun</i> (Mar 2011)	Rutger Hauer	Anti Hero	True Hero
<i>Source Code</i> (Apr 2011)	Jake Gyllenhaal	True Hero	True Hero
<i>Pirates of the Caribbean: On Stranger Tides</i> (May 2011)	Johnny Depp	Anti Hero	Anti Hero
<i>Priest</i> (May 2011)	Paul Bettany	Anti Hero	True Hero
<i>Thor</i> (May 2011)	Chris Hemsworth	Anti Hero?	True Hero
<i>Green Lantern</i> (June 2011)	Ryan Reynolds	True Hero	True Hero
<i>Transformers: Dark of the Moon</i> (June 2011)	Shia LaBeouf	True Hero	True Hero
<i>Captain America: The First Avenger</i> (July 2011)	Chris Evans	True Hero	True Hero

<sup>6</sup> I have gone back and forth on some of these classifications, and it doesn't affect the overall patterns much if at all.

## Equivalent sample of male action heroes — Film Ratings

Film	MPAA	Sex	Violence	Profanity	Metacritic	RT % fresh	RT /10	Videhound
<i>Clash of the Titans</i>	PG-13	4	7	1	39	28	4.3	1.5
<i>Faster</i>	R	4	8	5	44	42	4.9	2.5
<i>Green Zone</i>	R	1	7	8	63	53	6	3
<i>Inception</i>	PG-13	1	7	4	74	86	8	3.5
<i>Iron Man 2</i>	PG-13	4	6	5	57	74	6.5	3
<i>Jonah Hex</i>	PG-13	4	7	4	33	13	3.4	1.5
<i>Legion</i>	R	2	8	7	32	20	3.8	1
<i>Macgruber</i>	R	8	9	8	43	47	5.1	2
<i>Machete</i>	R	8	10	8	60	73	6.3	2
<i>Predators</i>	R	2	10	8	51	64	5.8	1.5
<i>Prince of Persia</i>	PG-13	3	7	2	50	35	5	na
<i>Repo Men</i>	R	7	8	7	32	23	4.2	2
<i>Robin Hood</i>	PG-13	4	7	3	53	43	5.4	2
<i>Scott Pilgrim vs. The World</i>	PG-13	5	6	6	69	81	7.5	2
<i>Super</i>	R	8	8	10	na	47	5.4	na
<i>The Book of Eli</i>	R	5	9	6	53	48	5.5	2.5
<i>The Karate Kid</i>	PG	2	4	1	61	67	6.2	na
<i>The Spy Next Door</i>	PG	2	5	3	27	13	3.5	1.5
<i>The Warrior's Way</i>	R	5	10	4	45	31	4.4	na
<i>Tron: Legacy</i>	PG	2	5	2	49	50	5.9	2
<i>Season of the Witch</i>	PG-13	3	7	4	28	10	3.6	1
<i>The Mechanic</i>	R	7	8	6	49	53	5.6	2.5
<i>Drive Angry</i>	R	9	8	9	44	45	5.3	1.5
<i>I Am Number Four</i>	PG-13	3	6	4	36	32	4.8	1
<i>Sanctum</i>	R	3	7	8	42	30	4.5	2
<i>Battle Los Angeles</i>	PG-13	2	7	5	37	35	4.9	2
<i>Hobo With a Shotgun</i>	not rated	5	10	10	55	67	5.8	na
<i>Source Code</i>	PG-13	1	5	5	74	91	7.5	na
<i>Pirates of the Caribbean: On Stranger Tides</i>	PG-13	4	6	4	45	34	5.1	na
<i>Priest</i>	PG-13	2	8	5	41	17	4	na
<i>Thor</i>	PG-13	2	7	3	57	77	6.7	na
<i>Green Lantern</i>	PG-13	4	7	4	39	27	4.6	na
<i>Transformers: Dark of the Moon</i>	PG-13	5	7	5	42	35	4.9	na
<i>Captain America</i>	PG-13	3	6	4	66	79	7	na

na = not available

## Equivalent sample of male action heroes —Box Office

Film	US Gross	Non-US	Worldwide	Budget	US Net	World Net	WR
<i>Clash of the Titans</i>	165,875,291	335,379,107	501,254,397	127,037,500	38,837,791	247,179,397	3.95
<i>Faster</i>	23,618,832	12,588,845	36,207,677	24,391,200	-772,368	-12,574,723	1.48
<i>Green Zone</i>	35,625,035	60,804,100	96,429,135	101,630,000	-66,004,965	-106,830,865	0.95
<i>Inception</i>	297,345,187	541,643,761	838,988,948	162,608,000	134,737,187	513,772,948	5.16
<i>Iron Man 2</i>	317,525,994	316,577,450	634,103,444	203,260,000	114,265,994	227,583,444	3.12
<i>Jonah Hex</i>	10,719,035	362,001	11,081,036	47,766,100	-37,047,065	-84,451,164	0.23
<i>Legion</i>	40,822,820	28,202,912	69,025,732	26,423,800	14,399,020	16,178,132	2.61
<i>Macgruber</i>	8,664,567	810,291	9,474,858	10,163,000	-1,498,433	-10,851,142	0.93
<i>Machete</i>	27,027,122	17,784,915	44,812,037	10,671,150	16,355,972	23,469,737	4.20
<i>Predators</i>	52,848,299	76,458,708	129,307,008	40,652,000	12,196,299	48,003,008	3.18
<i>Prince of Persia</i>	92,239,059	248,378,605	340,617,664	203,260,000	-111,020,941	-65,902,336	1.68
<i>Repo Men</i>	14,019,691	4,690,281	18,709,972	32,521,600	-18,501,909	-46,333,228	0.58
<i>Robin Hood</i>	106,985,627	219,927,331	326,912,958	203,260,000	-96,274,373	-79,607,042	1.61
<i>Scott Pilgrim vs. The World</i>	32,038,121	16,403,371	48,441,491	60,978,000	-28,939,879	-73,514,509	0.79
<i>Super</i>	327,716	na	na	2,500,000	-2,172,284	-	-
<i>The Book of Eli</i>	96,380,870	63,287,741	159,668,611	81,304,000	15,076,870	-2,939,389	1.96
<i>The Karate Kid</i>	179,470,061	185,509,715	364,979,776	40,652,000	138,818,061	283,675,776	8.98
<i>The Spy Next Door</i>	24,703,292	21,270,607	45,973,899	na	-	-	-
<i>The Warrior's Way</i>	5,758,701	5,509,595	11,268,296	42,684,600	-36,925,899	-74,100,904	0.26
<i>Tron: Legacy</i>	174,867,386	231,716,400	406,583,786	172,771,000	2,096,386	61,041,786	2.35
<i>Season of the Witch</i>	24,827,228	66,800,000	91,627,228	40,000,000	-15,172,772	11,627,228	2.29
<i>The Mechanic</i>	29,121,498	21,949,309	51,070,807	40,000,000	-10,878,502	-28,929,193	1.28
<i>Drive Angry</i>	10,721,033	18,210,368	28,931,401	50,000,000	-39,278,967	-71,068,599	0.58
<i>I Am Number Four</i>	55,100,437	89,400,000	144,500,437	60,000,000	-4,899,563	24,500,437	2.41
<i>Sanctum</i>	23,209,310	85,400,000	108,609,310	30,000,000	-6,790,690	48,609,310	3.62
<i>Battle Los Angeles</i>	83,552,429	128,266,925	211,819,354	70,000,000	13,552,429	71,819,354	3.03
<i>Hobo With a Shotgun</i>	703,372	na	na	3,000,000	-2,296,628	-	-
<i>Source Code</i>	54,712,227	92,620,470	147,332,697	32,000,000	22,712,227	83,332,697	4.60
<i>Pirates: On Stranger Tides</i>	241,071,802	802,800,000	1,043,871,802	250,000,000	-8,928,198	543,871,802	4.18
<i>Priest</i>	29,136,626	49,172,505	78,309,131	60,000,000	-30,863,374	-41,690,869	1.31
<i>Thor</i>	181,030,624	268,295,994	449,326,618	150,000,000	31,030,624	149,326,618	3.00
<i>Green Lantern</i>	116,601,172	103,250,000	219,851,172	200,000,000	-83,398,828	-180,148,828	1.10
<i>Transformers</i>	352,390,543	771,356,453	1,123,746,996	195,000,000	157,390,543	733,746,996	5.76
<i>Captain America</i>	176,654,505	191,953,858	368,608,363	140,000,000	36,654,505	88,608,363	2.63

na = not available

US Net = US Gross - Budget

Worldwide Net = Worldwide Gross - 2\*Budget

WR = World Ratio = Worldwide Gross/Budget