

Table 1: Average US domestic box office gross, 2001-2005 (not including documentaries or stand-up comedy routines)

Animated films

Classification				Sex/nudity	Mean	SD	# films	Violence	Mean	SD	# films
	Mean	SD	# films								
				none	\$77,412,226	\$104,667,938	14	none	\$0		0
G	\$76,190,692	\$94,263,630	18	minor	\$61,587,478	\$64,052,970	14	minor	\$55,149,116	\$81,430,498	4
PG	\$104,273,514	\$109,470,355	22	mild	\$141,293,098	\$125,037,717	12	mild	\$75,743,847	\$102,069,644	5
PG-13	\$20,859,070	\$12,762,519	3	moderate	\$39,755,836	\$23,069,658	2	moderate	\$97,240,936	\$110,442,018	25
R	\$32,774,834		1	heavy	\$7,002,255		1	heavy	\$93,449,200	\$95,042,892	7
NC-17				extreme	\$32,774,834		1	extreme	\$25,439,436	\$12,152,678	3
total	\$85,472,768	\$99,728,634	44	total	\$85,472,768	\$99,728,634	44	total	\$85,472,768	\$99,728,634	44

Live films

Classification				Sex/nudity	Mean	SD	# films	Violence	Mean	SD	# films
	Mean	SD	# films								
				none	\$110,273,934	\$100,164,863	19	none	\$27,944,777	\$36,789,743	19
G	\$60,924,213	\$46,441,557	10	minor	\$75,186,663	\$93,536,568	55	minor	\$30,416,961	\$37,159,543	81
PG	\$60,795,747	\$68,259,268	104	mild	\$71,055,033	\$78,522,794	85	mild	\$36,629,423	\$41,437,160	145
PG-13	\$57,139,586	\$66,952,444	383	moderate	\$50,373,682	\$57,911,356	205	moderate	\$42,002,143	\$50,352,566	168
R	\$27,587,810	\$38,508,760	375	heavy	\$36,878,053	\$41,800,784	313	heavy	\$45,162,832	\$54,684,907	156
NC-17	\$5,211,842		1	extreme	\$25,650,600	\$37,722,820	196	extreme	\$55,129,439	\$73,387,549	304
total	\$44,864,951	\$58,326,123	873	total	\$44,864,951	\$58,326,123	873	total	\$44,864,951	\$58,326,123	873

All films

Classification				Sex/nudity	Mean	SD	# films	Violence	Mean	SD	# films
	Mean	SD	# films								
				none	\$96,332,603	\$101,814,550	33	none	\$27,944,777	\$36,789,743	19
G	\$70,738,378	\$79,806,568	28	minor	\$72,427,408	\$88,105,119	69	minor	\$31,580,827	\$39,744,854	85
PG	\$68,387,103	\$78,276,199	126	mild	\$79,744,278	\$87,902,954	97	mild	\$37,933,237	\$44,595,201	150
PG-13	\$56,857,613	\$66,773,672	386	moderate	\$50,271,094	\$57,661,358	207	moderate	\$49,157,427	\$63,841,806	193
R	\$27,601,606	\$38,458,311	376	heavy	\$36,782,908	\$41,767,998	314	heavy	\$47,236,479	\$57,377,732	163
NC-17	\$5,211,842		1	extreme	\$25,686,764	\$37,629,889	197	extreme	\$54,839,309	\$73,092,093	307
total	\$46,813,418	\$61,488,385	917	total	\$46,813,418	\$61,488,385	917	total	\$46,813,418	\$61,488,385	917

box office data from <http://www.imdb.com>

classification, sex/nudity and violence ratings from <http://www.screenit.com>

calculations by Anemone Cerridwen, 2007/09/10; updated 2007/11/17