

Title	Concept	Genre	Rating	Budget	Demographics	Comments
Don't Breathe	Another depraved horror flick	Horror	R	\$ 10,000,000		
Suicide Squad	Depraved comic book villains	Action	PG-13	\$ 175,000,000		
Kubo and the Two Strings	New older kids animation flick	Adventure	PG	\$ 55,000,000		
Sausage Party	Depraved adult animation	Adult comedy	R	\$ 19,000,000		
War Dogs	Another adult comedy contrivance	Adult comedy	R	\$ 50,000,000		
Ben-Hur	Remake of classic Ben Hur	Drama	PG-13	\$ 95,000,000	1 & 2	High cost, poor remake of a classic impairs its cinematic & financial potential
Pete's Dragon	Remake of kids dragon animation	Adventure	PG	\$ 65,000,000		
Mechanic: Resurrection	Another low concept Statham flick	Action	R	\$ 40,000,000		\$76 million global box office on the previous Mechanic
Bad Moms	Depraved adult comedy contrivance	Adult comedy	R	\$ 20,000,000		
Jason Bourne	Bourne sequel after 9 years	Action/Thriller	PG-13	\$ 120,000,000	1	Too much of the same as the earlier movies to reach the previous revenues
The Secret Life of Pets	New older kids animation flick	Adventure	PG	\$ 75,000,000		
Southside with You	The Obama love story	Drama	PG-13	\$ 1,500,000		
Hands of Stone	The Roberto Duran story	Drama	R	\$ 20,000,000		
Star Trek Beyond	Another Star Trek contrivance	Adventure	PG-13	\$ 185,000,000		Looks like it may be the end for Star Trek on this big budget miss.
Lights Out	Another depraved horror flick	Horror	PG-13	\$ 4,900,000		
Nine Lives	Older kids comedy	Comedy	PG	\$ 30,000,000		
Nerve	Teenage thriller	Thriller/Suspens	PG-13	\$ 20,000,000		
Ice Age: Collision Course	Another ICE Age animation sequel	Adventure	PG	\$ 105,000,000		
Ghostbusters	A Ghostbusters sequel after 27 years	Comedy	PG-13	\$ 144,000,000		Who thought this was a good bet at this budget level?
Finding Dory	Another Finding Nemo sequel	Adventure	PG	\$ 200,000,000		
America 2.0	Very high concept action/thriller	Action/Thriller	PG-13	\$ 30,000,000	1 & 2	
Divided We Fall	High concept action/thriller	Action/Thriller	PG-13	\$ 30,000,000	1 & 2	
1. How many of the above movies might appeal to the 80% of the adult movie market that are not inspired by gratuitous action, violence, horror, depravity or crude humor?						
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2. How many of the above movies might appeal to the adult female demographic that makes up 40% of the movie market that are not inspired by gratuitous action, violence, horror, depravity or crude humor?						
3						
3. How many of the above movies would inspire you or your significant other to go to the theater?						
4. Which films offer something for all age demographics above age 13?						
5. Which films offer something for both gender demographics above age 13?						