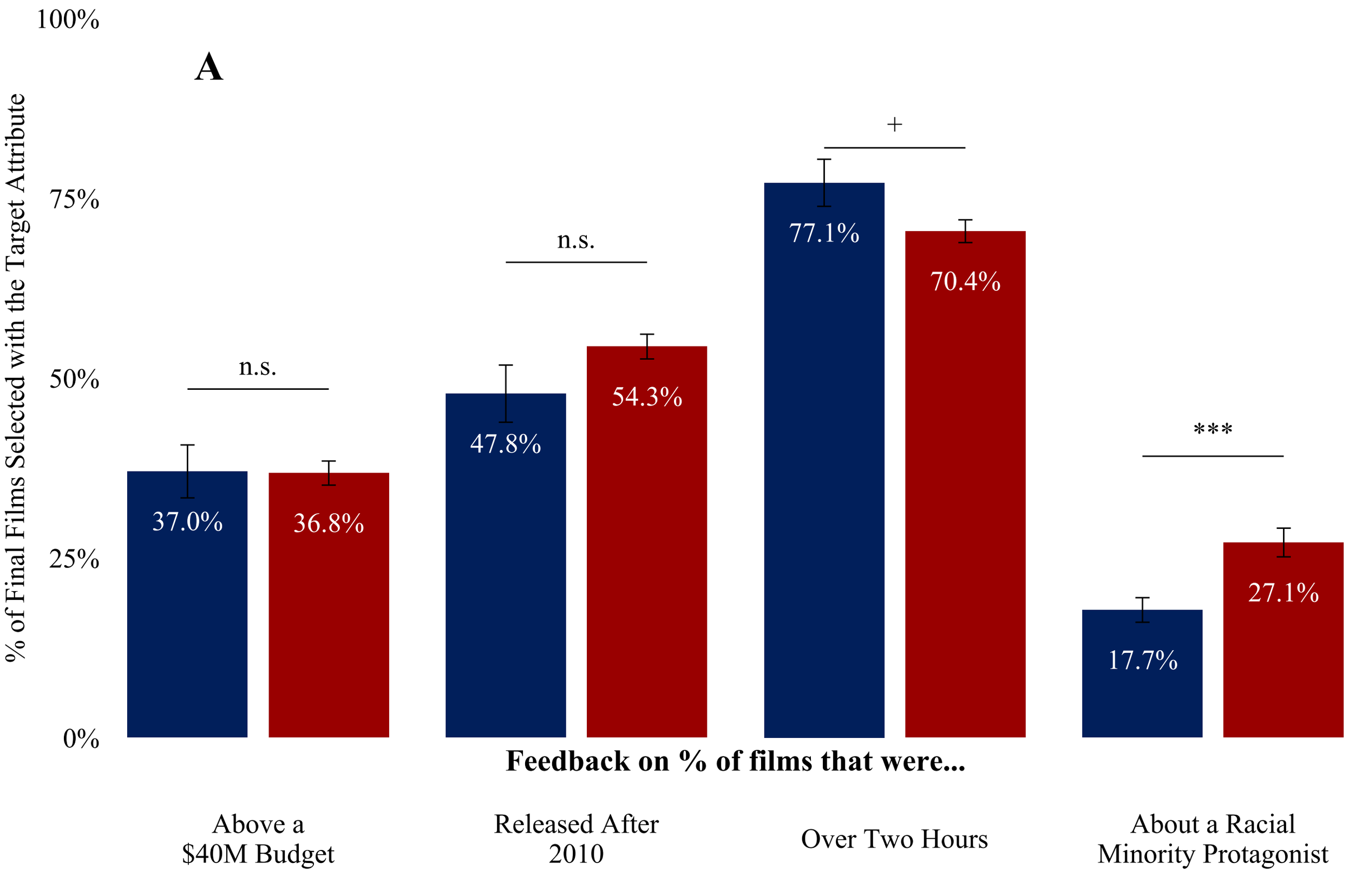
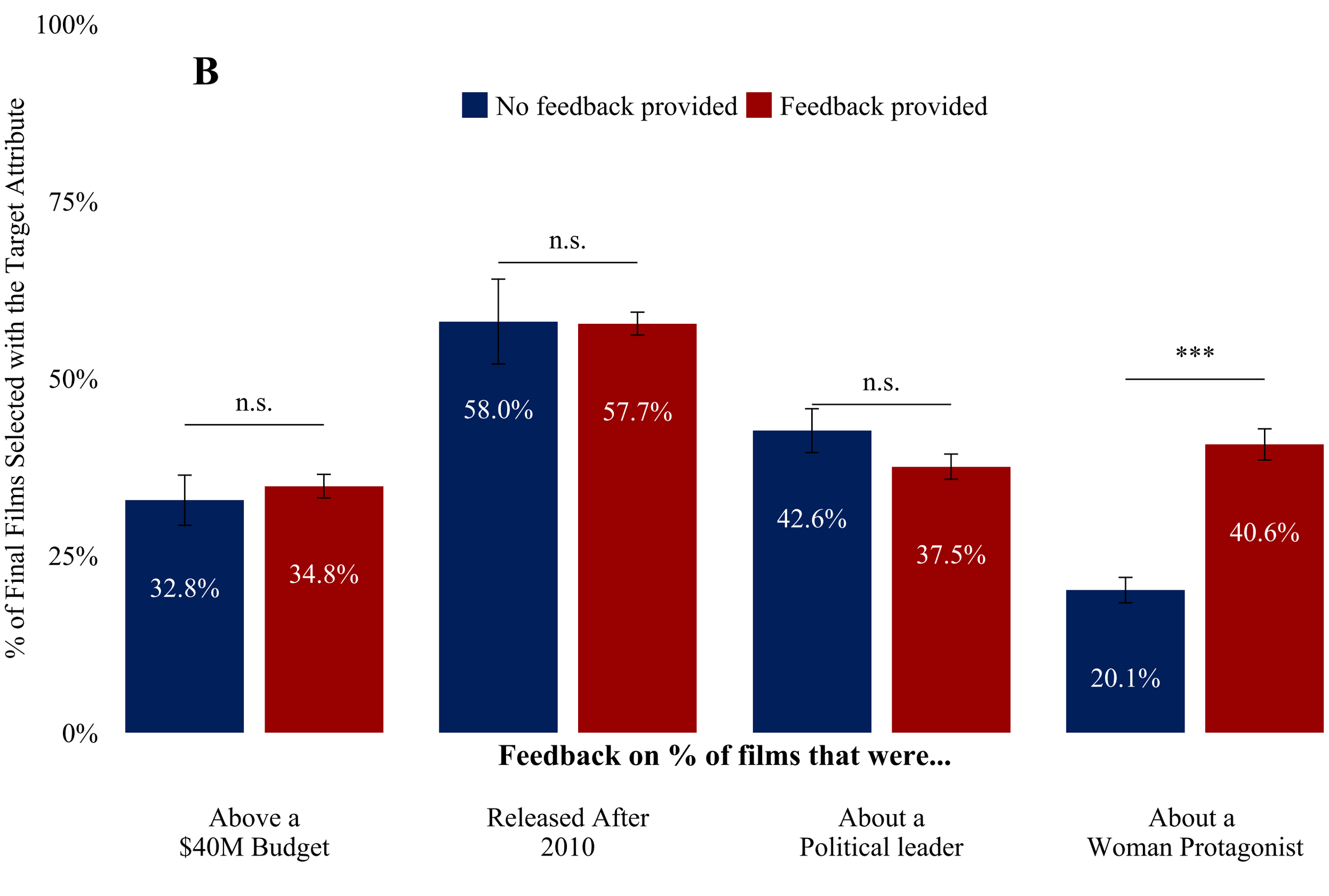
A


100%
75%
50%
25%
0%
% of Final Films Selected with the Target Attribute
n.s.
n.s.
+
***
37.0%
36.8%
47.8%
54.3%
77.1%
70.4%
17.7%
27.1%
Feedback on % of films that were...
Above a $40M Budget
Released After 2010
Over Two Hours
About a Racial Minority Protagonist

B


No feedback provided
Feedback provided
100%
75%
50%
25%
0%
% of Final Films Selected with the Target Attribute
n.s.
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n.s.
***
32.8%
34.8%
58.0%
57.7%
42.6%
37.5%
20.1%
40.6%
Feedback on % of films that were...
Above a $40M Budget
Released After 2010
About a Political leader
About a Woman Protagonist