**Goal**

Find consequential relationships between movie box office data and census data

**Use Cases**

Marketing Campaigns
Production and distribution analytics
Product placement

**Methods**

Choropleth Visualization
Hierarchical Clustering
Heat maps

**Geography**

Horror Preference Highest Decile

**Ethnicity & Race**

Genre Preferences Vary with Ethnicities & Race

Asian:
- Action: 0.8
- Comedy: -0.5
- Drama: 1
- Sci-Fi: -1.3
- Thriller: -1.6
- Other: -0.6
- Romance: -1.2
- Adventure: 0.3
- Animation: -1.1
- Family: -0.4
- Mystery: -1.4
- History: -1.7
- Documentary: 1.1
- National Mean for Genre: -1.0

Hispanic:
- Action: 1.5
- Comedy: 0.4
- Drama: -0.4
- Sci-Fi: 0.6
- Thriller: -1.1
- Other: 1.2
- Romance: -1.4
- Adventure: 1.4
- Animation: -0.8
- Family: -1.1
- Mystery: -1.5
- History: -0.6
- Documentary: -0.4
- National Mean for Genre: -1.0

Black:
- Action: 0.6
- Comedy: -1.6
- Drama: -1.8
- Sci-Fi: -1.4
- Thriller: -1.7
- Other: -1.7
- Romance: -1.2
- Adventure: -1.8
- Animation: -0.9
- Family: -0.9
- Mystery: -1.5
- History: -0.6
- Documentary: -0.4
- National Mean for Genre: -1.0

White:
- Action: -1
- Comedy: 1.3
- Drama: 1.8
- Sci-Fi: 0.9
- Thriller: 0.2
- Other: 1.8
- Romance: 0.7
- Adventure: -0.8
- Animation: 0.7
- Family: 1.5
- Mystery: -1.7
- History: -0.9
- Documentary: -0.9
- National Mean for Genre: -1.0

**Politics**

Counties with Highest Action Movie Preferences Voted Republican

Counties with Highest Fantasy Movie Preferences Voted Democratic

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