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Smoking Presentation Trends in U.S. Movies 1991-2008

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Smoking Presentation Trends in U.S. Movies 1991-2008

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EXECUTIVE SUMMARY

Tobacco presentations in commercial motion pictures are of serious public health concern because cumulative exposure to this imagery causes large numbers of adolescents to start smoking.\(^1\) An estimated 52% of adolescent smoking initiation is attributed to this exposure.\(^2,3\)

To examine trends in the number of tobacco presentations over time, by Motion Picture Association of America age-classification and North American distributor, we surveyed a large sample of films released to U.S. theaters 1991-2008 to trace the proportion of smoking and smokefree films, incidence of tobacco imagery in films with smoking, tobacco impressions (incidents times paid admissions) delivered to theater audiences, and tobacco brand display.

Policy advocacy aimed at reducing adolescent exposure to tobacco in youth-rated (G, PG and PG13) films by modernizing the rating system to rate smoking movies R, with some specific exceptions,\(^4\) has been directed at the major studio distributors and their parent corporations since 2001. Some companies have adopted public stances that reflect growing public concern over the issue of smoking in youth-rated films. We pay particular attention to smoking trends in youth-rated films over recent years.

KEY FINDINGS

Analysis of 1,769 films released over the past 18 years established that:

- Most youth exposure to on-screen smoking occurs in youth-rated films, particularly PG13. In 2008, PG13 films delivered 65% of tobacco impressions (11.7 billion of the 18.1 billion impressions) and G/PG films delivered another 1% (200 million).

- The fraction of all films that are smokefree has been growing since the late 1990s, yet still remains below 50% even for youth-rated (G/PG/PG13) films.

- Tobacco incidents per film have fallen by about half since 2005, led by youth-rated films. The total number of tobacco incidents on screen remains above levels seen in the late 1990s.

- The number of films with tobacco brands has, if anything, increased. Marlboro, the brand most frequently chosen by adolescent smokers, was displayed most often — accounting for 75% of brand display in 2008, for example.
**BY MEDIA COMPANY**

- Tobacco incidents have nearly disappeared from Disney’s G and PG films.

- In recent years, around 75% of films released by GE (Universal) have featured tobacco — more than from any other major studio. In 2008, tobacco incidents per PG13 film (on the rise) were as high as incidents per R-rated film (on the decline).

- Tobacco incidents in News Corp. (Fox) films have been relatively few in recent years. In three out of the last five years, 66% or more of News Corp.’s youth-rated films have been smokefree, a record rivaled only by Disney.

- Sony, one of the largest film producer-distributors, has shown no sustained change in tobacco content since the mid-1990s. No more than 40% of Sony’s PG13 films were smokefree in any year.

- At Warner Bros., the prolific studio owned by Time Warner, tobacco incidents in youth-rated films declined between 2005 and 2007, but the trend reversed in 2008. Over the last three years, the percentage of Time Warner’s youth-rated films that were smokefree dropped below 50% to 39%.

- Viacom’s Paramount films have ranged between 25% and 50% smokefree since the late 1990s, displaying no real change.

- Independent producer-distributors (large and small) account for a growing number of theatrical releases. In 2008, indies included a record number of tobacco incidents in their youth-rated films: twice as many as in 2007 and nearly four times as many as in 2006. By last year, only about one in three youth-rated films released by independents was smokefree.

**CONCLUSION**

- This film survey’s evidence of limited progress at some companies, and none at others, suggests that an industry wide solution, including R-rating future smoking, is needed to achieve substantial, permanent reductions in dangerous youth exposure to on-screen smoking.
1. General Observations

This survey is based on 1,769 films released in U.S. theaters between 1991 and 2008, collected by Breathe California’s Thumbs Up! Thumbs Down! (TUTD) project (n = 1566) between 1991 and 2008, supplemented between 2002 and 2008 with information from www.ScreenIt.com for films (n = 203) that did not generate enough box office to be included in the TUTD sample (See APPENDIX A for details of the methodology; detailed results appear in APPENDIX B).

The results show that the motion picture industry delivered an estimated 650 billion tobacco impressions to moviegoers over that time period, peaking at 58 billion per year in 1996. In-theater tobacco impressions (number of tobacco incidents times paid admissions) have fallen by about half since 2002, from 35 billion to 18 billion per year (Figure 1). In-theater impressions are a useful scale of tobacco exposures generated by films, and by different companies, but a limitation of in-theater impressions is that they do not account for additional audience exposure through new, and increasingly popular, channels for viewing films including DVD, cable, on-demand and broadband.

In addition to a drop in in-theater tobacco impressions, a long-term shift has taken place in the rating source of these impressions. In the 1990s, R-rated movies delivered 60% of impressions and youth-rated movies delivered 40%. In this decade, youth-rated movies have delivered 60% and R-rated movies 40% (Figure 2). In 2008, PG13 films delivered 65% of tobacco impressions (11.7/18.1 billion) and G/PG films delivered another 1% (0.2/18.1 billion).
- **TOBACCO INCIDENTS**

Tobacco incidents display a different path than tobacco impressions (Figure 3). Incidents of tobacco use portrayed in movies more than doubled between 1998 and 2005. They have fallen by 18% (816/4607) over the past four years, but remain higher than at the end of the 1990s.
• **SMOKEFREE FILMS**

The percentage of films released each year without tobacco imagery has been growing slowly since 1991. Films rated G and PG tend to have the lowest tobacco content; about 70% of these films have been smokefree since 1998. The smokefree share of PG13 films, which adolescents prefer to G/PG films, has sunk as low as 20% in 2002-3, and has remained about 35% since 2005.

The number of smokefree films released each year has increased by half, to 68, since 2003. Typically, more than one-third of smokefree films were rated G or PG in 2008 (25/68). Another 45% (31/68) were rated PG13, and 20% were R-rated.

• **INCIDENTS PER FILM**

Because the number of film releases, their rating mix (G, PG, PG13 and R), and theater admissions all change from year to year, we calculated the median number of incidents per film released (both smoking and non-smoking), by rating, in an effort to control for these market factors. Again a peak is observed in 1996 and a substantial decline is seen after 2005 (Figure 4).

![Figure 4 | Tobacco Incidents per Film, All Studios](image)

Only recently have moviegoers been able to expect that a movie rated G or PG will be smokefree or nearly so. Tobacco incidents per PG13 film have been declining since 2003; after years of hovering around 10 incidents per film, PG13 films now show a median of 3-5 incidents (interquartile range: 0 to about 12 incidents per film). R-rated movies are unchanged at around a median of 20 tobacco incidents per film (interquartile range: about 5-50 incidents per film).
2. TRENDS BY MEDIA COMPANY

Individual companies in alphabetical order. Detailed charts for each company and the for the independent film sector appear in APPENDIX B; film lists in APPENDIX C.

- DISNEY

In October 2004, The Disney Company adopted a corporate policy on movie smoking pledging to make future Disney-label movies (G/P) smokefree and to “discourage” smoking in its PG13 movies, which commonly carry the Touchstone label. Disney’s R-rated, Miramax-labeled films are not covered; exceptions are also reserved for “creative vision.”

From the mid-1990s to 2004, Disney films were a major contributor of tobacco impressions. From 1999 to 2004, for example, its PG13 movies delivered more than a billion tobacco impressions each year, while its R-rated movies delivered another 2-4 billion annually. Starting in 2004, more Disney Company PG13 films were released smokefree: the percentage climbed from 18% in 2003 to 40% in 2008. Its G/P films, 75% of which were already smokefree for several years before the policy was adopted, were all smokefree in 2006 and 2008. However, tobacco incidents per film have not fallen substantially in Disney’s PG13 films or R-rated films from 2004 levels.

Under a revised business strategy, in recent years the company cut its annual film production (particularly of R-rated films) and this cutback has sharply reduced the company’s “tobacco footprint.” R-rated tobacco impressions have dropped 95% (1.8/1.9 billion) since 2004, almost equaling in number the 91% decline (2.1/2.3 billion) in PG13 impressions. Together, The Disney Company’s production cutbacks and a modest boost in the percentage of PG13 films released smokefree account for 36% (4.0/11.1 billion) of the drop in total tobacco impressions delivered to moviegoers in the last four years, industry wide.

- GENERAL ELECTRIC

Tobacco incidents in films from GE’s NBC Universal subsidiary have dropped 61% (842/1382) in the last two years, the first two-year decline at Universal since we started collecting data in 1991. The incident reduction was in the studio’s R-rated films, not in its youth-rated releases. In 2008, Universal’s PG13 tobacco incidents reached their highest point since 1991 and PG13 tobacco impressions, at nearly 2 billion, were equal to Sony’s and double Time Warner’s. Tobacco incidents per Universal film trended upward for the last ten years, overall, but have recently declined in G/PG films.

Universal’s films, including its PG13 films, are about 25% smokefree, matching Time Warner for the lowest smokefree percentage in the industry. Universal’s R-rated movies are around 20% smokefree, also one of the lowest rates.
Like Disney and Time Warner, Universal Pictures, the studio division of GE’s NBC Universal, has published a policy on tobacco depictions. It covers films starting production after April 16, 2007 and states, in part:

As a baseline, Universal Pictures presumes that no smoking incidents should appear in any youth-rated film produced by Universal or any wholly-owned Universal Pictures film label and released in the United States. Smoking incidents may be permitted in a youth-rated film only when there is substantial reason for doing so.6

In 2006, the year before its policy went into effect, Universal released 13 youth-rated films in the United States; 10 of them (77%) depicted tobacco use. In 2008, the year after its policy went into effect, Universal released 14 youth-rated films to theaters in the United States; 10 of them (71%) depicted tobacco use.

**NEWS CORPORATION**

News Corp.’s Fox Filmed Entertainment unit has shown little change in regard to tobacco since 1991, but its releases have also been relatively low in tobacco content and impact. Its G/PG films were smokefree in five of the past ten years and nearly 60% of its PG13 films were smokefree in 2008. Together, Fox’s youth-rated films have been 65-75% smokefree since 2004.

Tobacco incidents per PG13 film at Fox are 43% lower than for the industry overall (10.2/17.8). Still, News Corp.’s youth-rated films have delivered an average of 630 million tobacco impressions annually since 2004, comparable to its R-rated films’ 690 million impressions.

**SONY**

Sony Pictures and its other labels, such as Columbia and M-G-M, have contributed a large and steady share of tobacco incidents and impressions: 20% (11,500/57,700) of tobacco incidents and 18% (117/651 billion) of tobacco impressions between 1991 and 2008.

As this persistence would suggest, tobacco content has also remained mostly unchanged. In the 1990s, about 20% of Sony’s youth-rated films were smokefree; in this decade, 28%. No trends are apparent in Sony’s incidents per film, at any rating level.

**TIME WARNER**

Like Disney and General Electric, Time Warner has a published corporate policy on movie smoking. Dated July 2007, it declares that “Warner filmed entertainment companies” do not make deals with tobacco companies, but does not extend this to the production companies involved in Warner projects. The policy also declares that Warner
companies “endeavor to reduce or eliminate depictions of smoking,” except in R-rated productions where there are “compelling creative reasons for such depictions.”

Since 1991, Warner film units have delivered 24% (156/651 billion) of all tobacco impressions to moviegoers, more than any other producer-distributor. Its 2008 share was 20% (3.5/18.1 billion), second to Viacom’s 35% (6.2/18.1 billion). A two-year decline in tobacco incidents, from a record 1130 incidents in 2005 to a low of 471 incidents in 2007, rebounded upward to 650 incidents in 2008.

The percentage of Time Warner’s films that are smokefree has also fallen recently, from 40% in 2004 to 26% in 2008. The smokefree share of Warner’s youth-rated films reached 50% in 2005; in 2008, it was 39% (7/18). Tobacco incidents per youth-rated film have been essentially unchanged since 2002.

• **Viacom**

Viacom’s Paramount unit has not shown a change in total tobacco impressions delivered since 2000. In 2008, impressions soared to match the more than 6 billion tobacco impressions the company’s films delivered in 2000 and 2005, ranking Viacom first in that category.

Even more remarkable is the share of these impressions consistently delivered by Viacom’s PG13 films: around 80% (2008: 5.1/6.2 billion). Tobacco incidents per PG13 film and per R-rated film have both increased in the last year, after a decline beginning in 2004.

• **Independents**

Independents include any film operation that is not classed as a major nor represented on the board of directors of the Motion Picture Association of America. “Indies” include Lionsgate, The Weinstein Company, DreamWorks (except when it was merged with Viacom in 2006-8), start-ups backed by high-worth individuals, and ephemeral niche producer-distributors.

Since 1999, the independent film sector has launched nearly 240 films that grossed at least $500,000 in theatrical box office — a collective output surpassing that of major studios Disney, Universal, Fox or Paramount.

These independent films were split equally between youth-rated and R-rated films. In 2007 and 2008, independents supplied 20% of films in US theaters and attracted 16% of the box office. Of all youth-rated films released in 2008, more than one in five (28/131) was from the independent film sector, surpassing the output of any major studio.
Coincident with this explosion in the number of youth-rated independent releases was a jump in total PG13-rated tobacco incidents from 100 or fewer in 2005-7 to more than 350 in 2008. As the percentage of youth-rated independent films dropped to 36% last year, the tobacco impressions delivered by these films climbed above a billion.

3. BRAND DISPLAY

Product placement need not involve brand display. Tobacco brands with the greatest market share among adolescents stand to benefit the most from un-branded tobacco depictions as well.

Over the past ten years, the number of films with brand display has, if anything, slightly increased (Table 1). Tobacco brand display has consistently favored Marlboro. Of the 156 movies in the 1991-2008 TUTD sample that include brand display, 88 (56%) featured Marlboro, a Philip Morris brand. Reynolds brands Camel, Kool and Winston appeared in a total of 47 films (30%). As reported by the US Centers for Disease Control and Prevention, Marlboro is the leading brand among US adolescent smokers and Camel is third.8

Since 1991, 37% (68/183) of films known to include tobacco brand display have been youth-rated. Over the same period, the media companies whose films had the most tobacco brand display were Time Warner and Sony (more than 20% share each) followed by Viacom, Disney and GE (> 10%), then News Corp. and the independent film sector (10% each). The three media companies with the highest share of brand display occurring in their youth-rated films were News Corp., Viacom and Sony (nearly 50%).9

<table>
<thead>
<tr>
<th>Table 1</th>
<th>Films with Brand Display, 1991-2008</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Median</td>
</tr>
<tr>
<td>1991-98</td>
<td>7.5</td>
</tr>
<tr>
<td>1999-03</td>
<td>11</td>
</tr>
<tr>
<td>2004-08</td>
<td>11</td>
</tr>
</tbody>
</table>
4. DISCUSSION

This survey of movie smoking trends 1991-2008 finds a substantial reduction in tobacco incidents in movies released to theaters and tobacco impressions delivered to US theater audiences and identifies several factors that contribute to these developments. Some are market-driven and may reverse:

• a shift by producer-distributors away from R-rated movies, which are more likely to depict tobacco use and include more tobacco incidents, toward youth-rated movies, which are less likely to depict smoking and include fewer incidents when they do, on average;

• substantial reductions in film production (particularly R-rated) by Disney, accounting for more than one-third of the drop in tobacco content in recent years;

• declines in tobacco incidents per film at some studios since 2005;

• increases in the percentage of G/PG and of PG13 films that are smokefree, with G/PG percentages approaching 100% and PG13 percentages approaching, and in some cases surpassing, 50%.

Substantial drops in tobacco impressions observed here may not represent the changes in total exposure because these estimates do not include impressions delivered through DVD, television or the Internet. Actual change in total impressions delivered depends on the relationship between viewing films in theaters and through these other media and whether, and how, that relationship changes over time. In addition, while there has been some progress, 12 billion tobacco impressions still were delivered by youth-rated movies in theaters alone in 2008, nearly twice as many impressions as were delivered by R-rated films.

The growing number of smokefree youth-rated films released by the motion picture industry — approaching 50% of all youth-rated movies for the first time in 10 years — and reductions in incidents in some studios’ films demonstrate that it is possible to make successful films without tobacco imagery and unnecessary to include tobacco imagery in youth-rated films in order to attract large audiences.

Heterogeneity of response to this public health challenge by the major studios, regression by independent producer-distributors, and uneven progress among the companies that have declared some support for change all suggest that a permanent industry-wide policy solution — the R rating — is still needed to eliminate youth-rated films as an important promoter of smoking among young people.
REFERENCES


4. Films that show smoking by actual historical figures who actually smoked (e.g., Winston Churchill or Edward R. Murrow) or that clearly and unambiguously reflect the dangers and consequences of tobacco use would be excluded from the R-rating. See: http://www.smokefreemovies.ucsf.edu/solution/r_rating.html.


ACKNOWLEDGMENTS

The authors thank www.Screenit.com for their helpful tobacco ratings; Jim Sargent at Dartmouth; and Thumbs Up! Thumbs Down!’s youth volunteers for eye-witnessing on-screen smoking trends.
APPENDIX A | METHODOLOGY

Thumbs Up! Thumbs Down! (TUTD) sends trained observers into theaters every week to count the number of tobacco incidents and other characteristics (such as the presence of a specific tobacco brand) in the films ranked among the top 10 in national box office sales the previous week. The results (and an archive of all films analyzed) are available at www.scenesmoking.org.

The number of tobacco impressions delivered to theatrical audiences is estimated by multiplying the number of incidents per film by its total paid admissions. Admissions are computed by dividing the film’s US box office gross, as reported at www.imdbpro.com, by the average ticket price for the year in which the film was released. Ticket prices are obtained from the National Association of Theatre Owners at www.natoonline.org/ticketprices. The TUTD film sample beginning in 2002, supplemented by films not in the top 10, whose tobacco content data was obtained from www.ScreenIt.com, captures about 96% of the domestic box office reported by the Motion Picture Association of America (www.mpaa.org).

**ADJUSTMENT FOR CHANGE IN SAMPLING SIZE**

Between 1991 and 2001, the TUTD sample of films consisted of the top grossing 50 films each year (with the year defined as May 1 through April 30). Beginning in 2002, TUTD included any film that was among the top 10 grossing films for any week. As a result, starting in 2002, the sample increased from around 50 films per year to around 150 per year (Table A-1). There are not 50 films in the sample each calendar year in the early years because the top 50 list was for films released May to April and the distribution of months including the top 50 films varied from year to year. To use these data to examine long-term trends, we need to adjust total incidents and numbers of smokefree films, for earlier years, for this difference in sampling frame. (Per film results do not need any adjustment.)

The first question is whether there is any systematic difference in the average number of incidents per film in the early sample (1991-2001) based on the top 50 films per year and the later sample (2002-2008) based on the top 10 films per week. Because, at the time of this procedure, final ticket sales for 2008 were not available, we dropped 2008 from the comparison. For each calendar year, we identified the films that would have been in the Top 50 list (using the April start of year, as in the early sample).

<table>
<thead>
<tr>
<th>Year</th>
<th>N</th>
</tr>
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<tbody>
<tr>
<td>1991</td>
<td>39</td>
</tr>
<tr>
<td>1992</td>
<td>48</td>
</tr>
<tr>
<td>1993</td>
<td>54</td>
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<td>1994</td>
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<td>1998</td>
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<td>2003</td>
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<td>2004</td>
<td>144</td>
</tr>
<tr>
<td>2005</td>
<td>143</td>
</tr>
<tr>
<td>2006</td>
<td>161</td>
</tr>
<tr>
<td>2007</td>
<td>158</td>
</tr>
<tr>
<td>2008</td>
<td>147</td>
</tr>
</tbody>
</table>
We then compared the average number of incidents in films that would have been in the top 50 list with those that would not have been during the 2002-7 years using a t-test. There were slightly fewer incidents in the films not in the top 50 list than in it (mean of 21.5 incidents vs. 23.0 incidents), but this difference was not statistically significant ($p=0.575$, Table A-2).

<table>
<thead>
<tr>
<th></th>
<th>Top 50</th>
<th>Mean</th>
<th>SD</th>
<th>SEM</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>23.0</td>
<td>41.3</td>
<td>2.4</td>
<td>305</td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>2.15</td>
<td>36.0</td>
<td>1.5</td>
<td>579</td>
<td></td>
</tr>
</tbody>
</table>

$t=0.56$, DF=550, $p=0.575$

We also investigated whether there was a systematic difference between films in and out of the top 50 after adjusting for time (in a linear regression) and rating (in an ANOVA); neither analysis revealed a significant difference in incidents in and out of the top 50 ($p=0.552$ and 0.497, respectively). Thus, we can conclude that there was no systematic difference in the appearance of smoking and other tobacco incidents associated with the change in sampling frame.

We also need to adjust for differences in sample size when computing total number of incidents (and impressions) per year. There was no systematic difference in the fraction of Top 10 films in the Top 50 list from year to year ($p=0.579$ by chi-square). Of the 884 films from 2002-7, 305 (34.5%) were in the top 50 list. Therefore, on average there were 884/305 = 2.9 times as many films in the sample in the later years than the earlier years.

Therefore, to adjust for differences in the size of the sample and the fact that there were slightly fewer incidents on average in films outside the top 50, we multiplied total incident counts in 1991-2001 by 2.9 x (21.5/23.0) = 2.7. In order to maintain whole numbers for counts of smokefree films, we used a multiplier of 3 in the early years.

The fact that the sample is smaller in the 1991-2001 years means that the estimates are correspondingly less precise than in the later years. In particular, in several of the early years, no independent film made it into the top 50 list, so our estimates of the amount of smoking in these films is 0, which is certainly not the case. The small numbers of films with a given rating for a given studio sometimes mean that it is not possible to estimate interquartile ranges for the number of incidents and impressions, for that year, for that rating and studio.

- **Calibration of ScreenIt Data**

The TUTD data set captures the films that people are most likely to see, but there are many other films that reach smaller audiences, either because they are specialty films or because they flop. In order to provide a more comprehensive assessment of studio output, we used www.ScreenIt.com, a web site that provides detailed assessment.
of the content of films for parents. ScreenIt rates smoking in films on a 6 point scale (none to extreme). There were ScreenIt ratings for 1308 films in the TUTD sample. Table A-3 shows the number of incidents for each ScreenIt score.

<table>
<thead>
<tr>
<th>ScreenIt</th>
<th>Mean Incidents</th>
<th>SEM</th>
<th>25th Percentile</th>
<th>Median</th>
<th>75th Percentile</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td>0.58</td>
<td>0.13</td>
<td>0.0</td>
<td>0.0</td>
<td>0.00</td>
<td>448</td>
</tr>
<tr>
<td>Minor</td>
<td>9.00</td>
<td>0.45</td>
<td>3.0</td>
<td>6.0</td>
<td>12.00</td>
<td>388</td>
</tr>
<tr>
<td>Mild</td>
<td>28.02</td>
<td>1.41</td>
<td>15.0</td>
<td>22.0</td>
<td>33.50</td>
<td>245</td>
</tr>
<tr>
<td>Moderate</td>
<td>52.23</td>
<td>2.56</td>
<td>30.0</td>
<td>47.0</td>
<td>67.00</td>
<td>139</td>
</tr>
<tr>
<td>Heavy</td>
<td>83.12</td>
<td>5.02</td>
<td>60.0</td>
<td>76.5</td>
<td>100.75</td>
<td>42</td>
</tr>
<tr>
<td>Extreme</td>
<td>124.44</td>
<td>10.57</td>
<td>76.5</td>
<td>106.0</td>
<td>144.50</td>
<td>45</td>
</tr>
</tbody>
</table>

While there is substantial variation in these calibration factors for individual films, the Central Limit Theorem indicates that the variation should tend to cancel out when summing (or averaging) over many films. To investigate whether one could use the mean ScreenIt incident counts as calibration factors, we used those calibration factors to estimate the total number of incidents and smokefree films in the TUTD films over time. Figure A-1 shows that this procedure provides a reasonable estimates of these variables.

Based on this result, we used the mean calibration factors in Table A-3 to estimate the number of incidents and smokefree films during 2002-8 that were delivered in the 203 films that had ScreenIt ratings but were not in the TUTD sample. (We started in 2002 because that was the first year for the top 10 TUTD sample.)

Because of the variability in ScreenIt calibrations for individual films, we did not include the ScreenIt film data when estimating per film values.

- **Comparison with Earlier Reports**

The number of incidents (and, as a result, impressions) in this report are higher than in our earlier reports.\(^1\) The reason for this difference is that the earlier reports were employed estimates based on ScreenIt scores calibrated against the number of smoking incidents reported by Dartmouth’s film coding group.\(^2\) The Dartmouth group uses a different set of rules to record smoking incidents than TUTD. If a scene cuts back and forth between shots of two people, one of whom is smoking, Dartmouth counts the entire scene as one smoking incident; TUTD counts each cut as a separate incident.
Total number of tobacco incidents per year (LEFT) directly observed in TUTD data and estimated based on ScreenIt scores, and total number of smokefree films per year (RIGHT), observed and estimated.

APPENDIX A | References


APPENDIX B | Charts, Disney

Tobacco Incidents

Tobacco Impressions

Smokefree Films

Percent Films Smokefree

Incidents/Film

Impressions/Film
APPENDIX B | 3
Charts, General Electric

Tobacco Incidents

Tobacco Impressions

Smokefree Films

Percent Films Smokefree

Incidents/Film

Impressions/Film
APPENDIX B | 6
Charts, Time Warner

Tobacco Incidents

Tobacco Impressions

Smokefree Films

Percent Films Smokefree

Incidents/Film

Impressions/Film
Appendix C | Film Roster, 1999-2008

The Disney Company

Survey includes: All live-action, English-language, US-produced theatrical features grossing at least $500,000 produced and/or distributed by The Disney Company subsidiaries. Listed by year, by G/PG/PG-13 or R rating, alphabetically within groups. Movies with tobacco imagery are boldface.

Disney’s 10-Year Record, 1999-2008

• Movies produced and/or distributed: 249
  • Youth-rated (G/PG/PG-13): 164 (66%)

• Movies with smoking: 176 (71%)
  • R-rated with smoking: 92% (78 of 85)
    • Youth-rated with smoking: 60% (98 of 164)
      • PG-13 with smoking: 77% (79 of 102)
      • PG with smoking: 23% (33 of 15 of 46)
      • G with smoking: 25% (4 of 16)

• Of Disney’s smoking movies, 56% were youth-rated

Year: 2008

Smoking overall: 31% (5 of 16)
Smoking youth-rated: 23% (3 of 13)
Smoking R-rated: 66% (2 of 3)
Of smoking movies, 60% were youth-rated

Bedtime Stories (2008) PG
Beverly Hills Chihuahua (2008) PG
Bolt (2008) PG
Brideshead Revisited (2008) PG-13
College Road Trip (2008) G
Doubt (2008) PG-13
Hannah Montana/Miley Cyrus (2008) G
High School Musical 3 (2008) G
Step Up 2 the Streets (2008) PG-13
Swing Vote (2008) PG-13
Wall-E (2008) G

Blindness (2008) R
Miracle at St. Anna (2008) R
Smart People (2008) R

Year: 2007

Smoking overall: 59% (10 of 17)
Smoking youth-rated: 46% (6 of 13)
Smoking R-rated: 100% (4 of 4)
Of smoking movies, 60% were youth-rated

Bridge to Terabithia (2007) PG
Dan in Real Life (2007) PG-13
Enchanted (2007) PG
Game Plan, The (2007) PG
Meet the Robinsons (2007) G
National Treasure: Book of Secrets (PG) PG
Ratatouille (2007) G
Underdog (2007) PG
Gone Baby Gone (2007) R
No Country for Old Men (2007) R
Primeval (2007) R

Year: 2006

Smoking overall: 45% (9 of 20)
Smoking youth-rated: 38% (6 of 16)
Smoking R-rated: 75% (3 of 4)
Of smoking movies, 67% were youth-rated

Annapolis (2006) PG-13
Déjà Vu (2006) PG-13
Eight Below (2006) PG
Glory Road (2006) PG
Invincible (2006) PG
Keeping Up with the Steins (2006) PG-13
The Prestige (2006) PG-13 (with Time Warner)
Santa Clause 3 (2006) G
The Shaggy Dog (2006) PG
Stick It (2006) PG-13


Year: 2005

Smoking overall: 66% (16 of 22)
Smoking youth-rated: 53% (9 of 15)
Smoking R-rated: 100% (7 of 7)
Of smoking movies, 56% were youth-rated

A Lot Like Love (2005) PG-13
Brothers Grimm (2005) PG-13
Cinderella Man (2005) PG-13
Cursed (2005) PG-13
Dark Water (2005) PG-13
Flightplan (2005) PG-13
Greatest Game Ever Played (2005) PG
Herbie: Fully Loaded (2005) G
Ice Princess (2005) G
Proof (2005) PG-13
Sky High (2005) PG
The Chronicles of Narnia (2005) PG
The Pacifier (2005) PG

Derailed (2005) R
The Great Raid (2005) R
Hostage (2005) R
Mindhunters (2005) R
Shopgirl (2005) R
Sin City (2005) R
Venom (2005) R

YEAR: 2004

SMOKING OVERALL: 65% (17 of 26)
SMOKING YOUTH-RATED: 59% (13 of 22)
SMOKING R-RATED: 100% (4 of 4)
OF SMOKING MOVIES, 76% WERE YOUTH-RATED

Confessions of a Teenage Drama Queen (2004) PG
Ella Enchanted (2004) PG
Miracle (2004) PG
Mr. 3000 (2004) PG-13
My Big Fat Greek Wedding (2004) PG
National Treasure (2004) PG
Shall We Dance (2004) PG-13
Teacher's Pet (2004) PG
The Village (2004) PG-13
Young Black Stallion (2004) G

Cold Mountain (2004) R
Life Aquatic (2004) R

YEAR: 2003

SMOKING OVERALL: 76% (19 of 25)
SMOKING YOUTH-RATED: 62% (10 of 16)
SMOKING R-RATED: 100% (9 of 9)
OF SMOKING MOVIES, 53% WERE YOUTH-RATED

Bringing Down the House (2003) PG-13
Duplex (2003) PG-13
Freaky Friday (2003) PG
Haunted Mansion (2003) PG
Holes (2003) PG
It Runs in the Family (2003) PG-13 (with MGM)
Lizzie McGuire Movie (2003) PG
Recruit (2003) PG-13
Scary Movie 3 (2003) PG-13
Shanghai Knights (2003) PG-13
Spy Kids 3-D (2003) PG
The Quiet American (2003) PG-13
Under the Tuscan Sun (2003) PG-13
View from the Top (2003) PG-13

Bad Santa (2003) R
Cold Creek Manor (2003) R
Kill Bill (2003) R
Master and Commander (2003) R (with News Corp.)

Once Upon a Time In Mexico (2003) R (with Sony)
Open Range (2003) R
The Human Stain (2003) R
The Station Agent (2003) R

YEAR: 2002

SMOKING OVERALL: 77% (27 of 35)
SMOKING YOUTH-RATED: 65% (13 of 20)
SMOKING R-RATED: 93% (14 of 15)
OF SMOKING MOVIES, 48% WERE YOUTH-RATED

Bad Company (2002) PG-13
Big Trouble (2002) PG-13
Count of Monte Cristo (2002) PG-13
Four Feathers (2002) PG-13 (with Viacom)
Hot Chick (2002) PG-13
Imp of Being Earnest (2002) PG
Imposter (2002) PG-13
Rookie (2002) G
Santa Claus 2 (2002) G
Signs (2002) PG-13
Snow Dogs (2002) PG
Spy Kids 2 (2002) PG
Tadpole (2002) PG-13
The Hours (2002) PG-13 (with Viacom)
They (2002) PG-13

25th Hour (2002) R
40 Days and 40 Nights (2002) R
Below (2002) R
Frida (2002) R
Full Frontal (2002) R
Heaven (2002) R
Iris (2002) R (with Viacom)
Paid in Full (2002) R
Sorority Boys (2002) R
Undisputed (2002) R

YEAR: 2001

SMOKING OVERALL: 77% (20 of 26)
SMOKING YOUTH-RATED: 67% (10 of 15)
SMOKING R-RATED: 91% (10 of 11)
OF SMOKING MOVIES, 50% WERE YOUTH-RATED

Bubble Boy (2001) PG-13
Corky Romano (2001) PG-13
Crazy/Beautiful (2001) PG-13
Double Take (2001) PG-13
Get Over It (2001) PG-13
Just Visiting (2001) PG-13 (with Sony)
Max Keeble's Big Move (2001) PG
On the Line (2001) PG
Out Cold (2001) PG-13
Pearl Harbor (2001) PG-13
<table>
<thead>
<tr>
<th>Year</th>
<th>PG-13 Movies</th>
<th>PG Movies</th>
<th>R Movies</th>
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</table>
Leatherheads (2008) PG-13
Mamma Mia! (2008) PG-13
Miss Pettigrew (2008) PG-13

Burn After Reading (2008) R
Changeling (2008) R
Death Race (2008) R
Doomsday (2008) R
Hamlet 2 (2008) R
In Bruges (2008) R
Milk (2008) R
Role Models (2008) R
Wanted (2008) R

YEAR: 2007
SMOKING OVERALL: 77% (20 OF 26)
SMOKING YOUTH-RATED: 50% (5 OF 10)
SMOKING R-RATED: 94% (15 OF 16)
OF SMOKING MOVIES, 25% WERE YOUTH-RATED

Because I Said So (2007) PG-13
Breach (2007) PG-13
Evan Almighty (2007) PG
Evening (2007) PG-13
Mr. Bean's Holiday (2007) G
Sydney White (2007) PG-13

Alpha Dog (2007) R
Atonement (2007) R
Children of Men (2007) R
Dead Silence (2007) R
Eastern Promises (2007) R
Georgia Rule (2007) R
Hot Fuzz (2007) R
Illegal Tender (2007) R
Kingdom, The (2007) R
Kingdom, The (2007) R
Knocked Up (2007) R
Smokin' Aces (2007) R

YEAR: 2006
SMOKING OVERALL: 83% (20 OF 24)
SMOKING YOUTH-RATED: 94% (9 OF 12)
SMOKING R-RATED: 100% (12 OF 12)
OF SMOKING MOVIES, 45% WERE YOUTH-RATED
Accepted (2006) PG-13

SMOKING OVERALL: 76% (13 OF 17)
SMOKING YOUTH-RATED: 62% (8 OF 12)
SMOKING R-RATED: 100% (5 OF 5)
OF SMOKING MOVIES, 62% WERE YOUTH-RATED
Thunderbirds (2004) PG
Peter Pan (2004) PG (with Sony)
Along Came Polly (2004) PG-13
Meet the Fockers (2004) PG-13

YEAR: 2005

Cinderella Man (2005) PG-13
Cry_Wolf (2005) PG-13
In Good Company (2005) PG-13
Kicking & Screaming (2005) PG
King Kong (2005) PG-13
Prime (2005) PG-13
Serenity (2005) PG-13
The Interpreter (2005) PG-13
The Perfect Man (2005) PG
The Skeleton Key (2005) PG-13
The Wedding Date (2005) PG-13
White Noise (2005) PG-13

40 Year Old Virgin (2005) R
Assault on Precinct 13 (2005) R
Brokeback Mountain (2005) R (with Viacom)
Broken Flowers (2005) R
Doom (2005) R
Jarhead (2005) R
Land of the Dead (2005) R
The Ice Harvest (2005) R
Two for the Money (2005) R
Unleashed (2005) R

YEAR: 2004

Hollywoodland (2006) R
Idlewild (2006) R
Inside Man (2006) R
Let's Go to Prison (2006) R
Miami Vice (2006) R
Slither (2006) R

YEAR: 2007

SMOKING OVERALL: 86% (19 OF 22)
SMOKING YOUTH-RATED: 75% (9 OF 12)
SMOKING R-RATED: 100% (10 OF 10)
OF SMOKING MOVIES, 47% WERE YOUTH-RATED

Cinderella Man (2005) PG-13
Cry_Wolf (2005) PG-13
In Good Company (2005) PG-13
Kicking & Screaming (2005) PG
King Kong (2005) PG-13
Prime (2005) PG-13
Serenity (2005) PG-13
The Interpreter (2005) PG-13
The Perfect Man (2005) PG
The Skeleton Key (2005) PG-13
The Wedding Date (2005) PG-13
White Noise (2005) PG-13

40 Year Old Virgin (2005) R
Assault on Precinct 13 (2005) R
Brokeback Mountain (2005) R (with Viacom)
Broken Flowers (2005) R
Doom (2005) R
Jarhead (2005) R
Land of the Dead (2005) R
The Ice Harvest (2005) R
Two for the Money (2005) R
Unleashed (2005) R

YEAR: 2004

SMOKING OVERALL: 76% (13 OF 17)
SMOKING YOUTH-RATED: 62% (8 OF 12)
SMOKING R-RATED: 100% (5 OF 5)
OF SMOKING MOVIES, 62% WERE YOUTH-RATED

Thunderbirds (2004) PG
Peter Pan (2004) PG (with Sony)
Along Came Polly (2004) PG-13
Meet the Fockers (2004) PG-13
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<th>YEAR: 2004</th>
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<td>Door in the Floor (2004) R</td>
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<td>OF SMOKING MOVIES, 58% WERE YOUTH-RATED</td>
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<td>Bruce Almighty (2003) PG-13</td>
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<td>Cat in the Hat (2003) PG</td>
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<td>Honey (2003) PG-13</td>
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<td>How to Deal (2003) PG-13 (with Time Warner)</td>
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<td>Johnny English (2003) PG</td>
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<td>Master and Commander (2003) PG-13</td>
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<td>Rundown (2003) PG-13 (with Sony)</td>
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<td>Deliver Us from Eva (2003) R</td>
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<td>Lost in Translation (2003) R</td>
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<td>Shape of Things (2003)</td>
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<td>OF SMOKING MOVIES, 67% WERE YOUTH-RATED</td>
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<tr>
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<td>About a Boy (2002) PG-13</td>
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<td>Big Fat Liar (2002) PG-13</td>
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<td>Blue Crush (2002) PG-13</td>
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<td>Dragonfly (2002) PG-13</td>
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<td>Emperor’s Club (2002) PG-13</td>
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<td>Far From Heaven (2002) PG-13</td>
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<td>Possession (2002) PG-13 (with Time Warner)</td>
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<td>Undercover Brother (2002) PG-13</td>
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<td>8 Mile (2002) R</td>
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<td>Empire (2002) R</td>
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<td>The Pianist (2002) R</td>
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<td>Red Dragon (2002) R (with MGM)</td>
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<td>Head Over Heels (2001) PG-13</td>
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<td>Fast and Furious (2001) PG-13</td>
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<td>Josie and the Pussycats (2001) PG-13</td>
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<td>Jurassic Park 3 (2001) PG-13</td>
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<td>K-Pax (2001) PG-13</td>
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<td>Mummy Returns (2001) PG-13</td>
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<td>American Pie 2 (2001) R</td>
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<td>Captain Corelli’s Mandolin (2001) R (with Disney)</td>
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<td>Caveman’s Valentine (2001) R</td>
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<td>Gosford Park (2001) R</td>
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<td>Hannibal (2001) R (with MGM)</td>
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<td>How High (2001) R</td>
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<td>Man Who Wasn’t There (2001) R</td>
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<td>Mulholland Dr. (2001) R (with Disney)</td>
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<td>One Night at McCool’s (2001) R</td>
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<td>Spy Game (2001) R</td>
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<td>Traffic (2001) R</td>
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<tr>
<td></td>
<td>Adventures of Rocky &amp; Bullwinkle (2000) PG</td>
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<td>Bring It On (2000) PG-13</td>
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<td>Family Man (2000) PG-13</td>
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<td>Flintstones in Viva Rock Vegas (2000) PG</td>
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<td>How the Grinch Stole Christmas (2000) PG</td>
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<td>Meet the Parents (2000) PG-13 (with DreamWorks)</td>
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<td>Nutty Professor 2 (2000) PG-13</td>
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<td>Screwd (2000) PG-13</td>
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<td>Angela’s Ashes (2000) R (with Viacom)</td>
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<td>Erin Brockovich (2000) R (with Sony)</td>
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<td>Gladiator (2000) R (with DreamWorks)</td>
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<td>Isn’t She Great (2000) R</td>
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<td>Man on the Moon (2000) R</td>
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<td>Watcher (2000) R</td>
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<td></td>
<td>OF SMOKING MOVIES, 50% WERE YOUTH RATED</td>
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<tr>
<td></td>
<td>Bowfinger (1999) PG-13</td>
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<td>Dudley Do-Right (1999) PG</td>
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<td>Edtv (1999) PG-13</td>
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Mummy (1999) PG-13
October Sky (1999) PG
Snow Falling on Cedars (1999) PG-13
American Pie (1999) R
Bone Collector (1999) R (with Sony)
End of Days (1999) R
Hurricane (1999) R
Ride with the Devil (1999) R
Virus (1999) R

**NEWS CORPORATION**

Survey includes: All live-action, English-language, US-produced theatrical features grossing at least $500,000 produced and/or distributed by News Corp. subsidiaries. Listed by year, by G/PG/PG-13 or R rating, alphabetically within groups. Movies with tobacco imagery are boldface.

Units: 20th Century Fox, Fox Searchlight, Fox 2000, FoxFaith

**NEWS CORPORATION’S 10-YEAR RECORD, 1999-2008**

- MOVIES PRODUCED AND/OR DISTRIBUTED: 202
  - YOUTH-RATED (G/PG/PG-13): 131 (65%)
- MOVIES WITH SMOKING: 125 (62%)
  - R-RATED WITH SMOKING: 80% (57 of 71)
  - YOUTH-RATED WITH SMOKING: 52% (68 of 131)
    - PG-13 WITH SMOKING: 68% (65 of 96)
    - PG WITH SMOKING: 9% (3 of 32)
    - G WITH SMOKING: 0% (0 of 3)
- OF NEWS CORP.’S SMOKING MOVIES, 54% WERE YOUTH-RATED

**YEAR: 2008**

SMOKING OVERALL: 40% (10 of 25)
SMOKING YOUTH-RATED: 28% (5 of 18)
SMOKING R-RATED: 71% (5 of 7)
OF SMOKING MOVIES, 50% WERE YOUTH-RATED

Australia (2008) PG-13
City of Ember (2008) PG
Horton Hears a Who (2008) G
Marley and Me (2008) PG
Meet Dave (2008) PG
Meet the Spartans (2008) PG-13
Nim’s Island (2008) PG
Shutter (2008) PG-13
Space Chimps (2008) G

Choke (2008) R
Deception (2008) R
Mirrors (2008) R
Slumdog Millionaire (2008) R
Street Kings (2008) R

**YEAR: 2007**

SMOKING OVERALL: 52% (11 of 21)
SMOKING YOUTH-RATED: 55% (6 of 11)
SMOKING R-RATED: 50% (5 of 10)
OF SMOKING MOVIES, 42% WERE YOUTH-RATED

Alvin and the Chipmunks (2007) PG
Epic Movie (2007) PG-13
Fantastic Four: Rise of the Silver Surfer (2007) PG
Firehouse Dog (2007) PG
Juno (2007) PG-13
Mr. Magorium’s Wonder Emporium (2007) G
Waitress (2007) PG-13

Death Sentence (2007) R
Hitman (2007) R
I Think I Love My Wife (2007) R
Pathfinder (2007) R
Reno 911!: Miami (2007) R
Sunshine (2007) R

**YEAR: 2006**

SMOKING OVERALL: 46% (12 of 26)
SMOKING YOUTH-RATED: 29% (5 of 17)
SMOKING R-RATED: 78% (7 of 9)
OF SMOKING MOVIES, 42% WERE YOUTH-RATED

A Good Year (2006) PG-13
Aquamarine (2006) PG
Big Momma’s House 2 (2006) PG-13
Date Movie (2006) PG-13
Deck the Halls (2006) PG
The Devil Wears Prada (2006) PG-13
Eragon (2006) PG
Flicka (2006) PG
Night at the Museum (2006) PG
One Night with the King (2006) PG
Tristan and Isolde (2006) PG-13

Grandma’s Boy (2006) R
Little Miss Sunshine (2006) R
Trust the Man (2006) R

YEAR: 2005

SMOKING OVERALL: 53% (10 of 19)
SMOKING YOUTH-RATED: 53% (9 of 17)
SMOKING R-RATED: 50% (1 of 2)
OF SMOKING MOVIES, 90% WERE YOUTH-RATED

Because of Winn Dixie (2005) PG
Bee Season (2005) PG-13
Cheaper by the Dozen 2 (2005) PG
Elektra (2005) PG-13
Fantastic Four (2005) PG-13
Fever Pitch (2005) PG-13
In Her Shoes (2005) PG-13
Melinda and Melinda (2005) PG-13
Mr. and Mrs. Smith (2005) PG-13
Rebound (2005) PG
Roll Bounce (2005) PG-13
Supercross (2005) PG-13
The Ringer (2005) PG-13
Transporter 2 (2005) PG-13
Walk the Line (2005) PG-13

Hide and Seek (2005) R
Stay (2005) R

YEAR: 2004

SMOKING OVERALL: 52% (13 of 25)
SMOKING YOUTH-RATED: 31% (5 of 16)
SMOKING R-RATED: 89% (8 of 9)
OF SMOKING MOVIES, 38% WERE YOUTH-RATED

Catch That Kid (2004) PG
Cheaper by the Dozen (2004) PG
Fat Albert (2004) PG
First Daughter (2004) PG
Garfield (2004) PG
Napoleon Dynamite (2004) PG (with Viacom)


YEAR: 2003

SMOKING OVERALL: 81% (13 of 16)
SMOKING YOUTH-RATED: 73% (8 of 11)
SMOKING R-RATED: 100% (5 of 5)
OF SMOKING MOVIES, 62% WERE YOUTH-RATED

Chasing Papi (2003) PG
Daddy Day Care (2003) PG (with Sony)
Daredevil (2003) PG-13
From Justin to Kelly (2003) PG
Just Married (2003) PG-13
Le Divorce (2003) PG-13
Stuck on You (2003) PG-13
X2 (2003) PG-13
Master and Commander (2003) R (with Disney)
Order (2003) R
Phone Booth (2003) R
Thirteen (2003) R
Wrong Turn (2003) R

YEAR: 2002

SMOKING OVERALL: 67% (12 of 18)
SMOKING YOUTH-RATED: 58% (7 of 12)
SMOKING R-RATED: 83% (5 of 6)
OF SMOKING MOVIES, 58% WERE YOUTH-RATED

High Crimes (2002) PG-13
Kung Pow: Enter the Fist (2002) PG-13
Life or Something Like It (2002) PG-13
Like Mike (2002) PG
Star Wars: Episode II (2002) PG

Good Girl (2002) R
One Hour Photo (2002) R
Road to Perdition (2002) R (with DreamWorks)
Unfaithful (2002) R

YEAR: 2001

SMOKING OVERALL: 89% (17 of 19)
SMOKING YOUTH-RATED: 82% (9 of 11)
SMOKING R-RATED: 100% (8 of 8)
OF SMOKING MOVIES, 53% WERE YOUTH-RATED

Behind Enemy Lines (2001) PG-13
Black Knight (2001) PG-13
Dr. Dolittle 2 (2001) PG
Glitter (2001) PG-13 (with Sony)
Joe Somebody (2001) PG
Kingdom Come (2001) PG
Monkeybone (2001) PG-13
Moulin Rouge (2001) PG-13
| Year: 2001 |
|------------------|------------------|------------------|------------------|

**SONY**

Survey includes: All live-action, English-language, US-produced theatrical features grossing at least $500,000 produced and/or distributed by Sony subsidiaries, including MGM. Listed by year, by G/PG/PG-13 or R rating, and alphabetically within groups. Movies with smoking are boldface.

**SONY’S 10-YEAR RECORD, 1999-2008**

- **MOVIES PRODUCED AND/OR DISTRIBUTED:** 326
  - **YOUTH-RATED (G/PG/PG-13):** 197 (60%)

- **MOVIES WITH SMOKING:** 254 (78%)
  - **R-RATED WITH SMOKING:** 84% (109 of 129)
    - **YOUTH-RATED WITH SMOKING:** 74% (145 of 197)
      - PG-13 WITH SMOKING: 79% (128 of 163)
      - PG WITH SMOKING: 50% (16 of 32)
      - G WITH SMOKING: 100% (2 of 2)

- **OF SONY’S SMOKING MOVIES, 57% WERE YOUTH-RATED**

| Year: 2008 |
|------------------|------------------|------------------|------------------|

**YEAR: 2007**

- **SMOKING OVERALL:** 75% (24 of 32)
- **SMOKING YOUTH-RATED:** 71% (12 of 17)
- **SMOKING R-RATED:** 80% (12 of 15)
- **OF SMOKING MOVIES, 50% WERE YOUTH-RATED**
YEAR: 2007

SMOKING OVERALL: 83% (30 of 36)
SMOKING YOUTH-RATED: 75% (18 of 24)
SMOKING R-RATED: 100% (12 of 12)

OF SMOKING MOVIES, 60% WERE YOUTH-RATED

All the King's Men (2006) PG-13
Click (2006) PG-13
Crossover (2006) PG-13
Little Man (2006) PG-13
The Pink Panther (2006) PG
R.V. (2006) PG
Rocky Balboa (2006) PG
Stranger Than Fiction (2006) PG-13
Ultraviolet (2006) PG-13
When a Stranger Calls (2006) PG-13
Zoom (2006) PG

Art School Confidential (2006) R
Basic Instinct 2 (2006) R
Freedomland (2006) R
Friends with Money (2006) R
Harsh Times (2006) R
Lucky Number Slevin (2006) R
Running with Scissors (2006) R

YEAR: 2005

SMOKING OVERALL: 72% (21 of 29)
SMOKING YOUTH-RATED: 68% (17 of 25)
SMOKING R-RATED: 100% (4 of 4)

OF SMOKING MOVIES, 81% WERE YOUTH-RATED

Are We There Yet? (2005) PG
Be Cool (2005) PG-13
Beauty Shop (2005) PG-13
Bewitched (2005) PG-13
Boogeyman (2005) PG-13
The Caves (2005) PG-13
Exorcism of Emily Rose (2005) PG-13
The Fog (2005) PG-13
Fun with Dick and Jane (2005) PG-13
The Gospel (2005) PG
Hitch (2005) PG-13
Hotel Rwanda (2005) PG-13 (with Lions Gate)
Into the Blue (2005) PG-13
Lords of Dogtown (2005) PG-13
Man of the House (2005) PG-13
Memoirs of a Geisha (2005) PG-13 (with Dreamworks)
Rent (2005) PG-13
Stealth (2005) PG-13
The Longest Yard (2005) PG-13 (with Viacom)
XXX 2 (2005) PG-13
Yours, Mine and Ours (2005) PG (with Paramount)
Zathura (2005) PG
Legend of Zorro (2005) PG

Amityville Horror (2005) R
Capote (2005) R
Deuce Bigalow: European Gigolo (2005) R
Mindhunters (2005) R

YEAR: 2004

SMOKING OVERALL: 83% (26 of 31)
SMOKING YOUTH-RATED: 79% (20 of 25)
SMOKING R-RATED: 100% (6 of 6)

OF SMOKING MOVIES, 77% WERE YOUTH-RATED

Agent Cody Banks 2 (2004) PG
Breakin’ All the Rules (2004) PG-13
Christmas with the Kranks (2004) PG
Peter Pan (2004) PG (with General Electric: Universal)  
Sleepover (2004) PG  
Merchant of Venice (2004) R  
YEAR: 2003  
SMOKING OVERALL: 79% (31 of 39)  
SMOKING YOUTH-RATED: 75% (18 of 24)  
SMOKING R-RATED: 87% (13 of 15)  
OF SMOKING MOVIES, 58% WERE YOUTH-RATED  
Agent Cody Banks (2003) PG  
Angrer Management (2003) PG-13  
Big Fish (2003) PG-13  
Daddy Day Care (2003) PG (with News Corp.)  
Good Boy! (2003) PG  
It Runs in the Family (2003) PG-13 (with Disney)  
Medallion (2003) PG-13  
Nicholas Nickleby (2003) PG  
Pieces of April (2003) PG-13  
Rundown (2003) PG-13 (with Universal)  
Assassination Tango (2003) R  
Bad Boys 2 (2003) R  
Basic (2003) R  
Dark Blue (2003) R  
Gigli (2003) R  
Gothika (2003) R (with Time Warner)  
Identity (2003) R  
In the Cut (2003) R  
Laurel Canyon (2003) R  
Once Upon a Time in Mexico (2003) R (with Disney)  
Owning Mahowly (2003) R  
Tears of the Sun (2003) R  
Underworld (2003) R  
YEAR: 2002  
SMOKING OVERALL: 76% (25 of 33)  
SMOKING YOUTH-RATED: 78% (14 of 18)  
SMOKING R-RATED: 73% (11 of 15)  
OF SMOKING MOVIES, 56% WERE YOUTH-RATED  
Crocodile Hunter (2002) PG  
Evelyn (2002) PG  
I Spy (2002) PG-13  
Maid in Manhattan (2002) PG-13  
Master of Disguise (2002) PG  
Mr. Deeds (2002) PG-13 (with Time Warner)  
XXX (2002) PG-13  
Adaptation (2002) R  
Auto Focus (2002) R  
Deuces Wild (2002) R  
Hart’s War (2002) R  
Igby Goes Down (2002) R  
Black Hawk Down (2002) R  
Panic Room (2002) R  
Red Dragon (2002) R (with Universal)  
Resident Evil (2002) R  
Slackers (2002) R  
Sweetest Thing (2002) R  
Swept Away (2002) R  
Trapped (2002) R  
Windtalkers (2002) R  
YEAR: 2001  
SMOKING OVERALL: 78% (25 of 32)  
SMOKING YOUTH-RATED: 69% (11 of 16)  
SMOKING R-RATED: 88% (14 of 16)  
OF SMOKING MOVIES, 44% WERE YOUTH-RATED  
A Knight’s Tale (2001) PG-13  
America’s Sweethearts (2001) PG-13  
Animal (2001) PG-13  
Antitrust (2001) PG-13  
Bandits (2001) PG-13  
Glass House (2001) PG-13  
Glitter (2001) PG-13 (with News Corp.)  
Heartbreakers (2001) PG-13  
Joe Dirt (2001) PG-13  
Just Visiting (2001) PG-13 (with Disney)  
Legally Blonde (2001) PG-13  
One (2001) PG-13  
Riding in Cars with Boys (2001) PG-13
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<tr>
<th>Year</th>
<th>Total Movies</th>
<th>Youth-Rated</th>
<th>Smoking Movies</th>
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<td>321</td>
<td>175 (55%)</td>
<td>226 (70%)</td>
<td>101 (51%)</td>
<td>125 (55%)</td>
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<td>36</td>
<td>17 (47%)</td>
<td>29 (76%)</td>
<td>12 (41%)</td>
<td>17 (58%)</td>
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**TIME WARNER**

Survey includes: All live-action, English-language, US-produced theatrical features grossing at least $500,000 produced and/or distributed by Time Warner subsidiaries. Listed by year, by G/PG/PG-13 or R rating, alphabetically within groups. Movies with tobacco imagery are boldface.

**TIME WARNER'S 10-YEAR RECORD, 1999-2008**

- MOVIES PRODUCED AND/OR DISTRIBUTED: 321
  - YOUTH-RATED (G/PG/PG-13): 175 (55%)
- MOVIES WITH SMOKING: 226 (70%)
  - R-RATED WITH SMOKING: 86% (125 of 146)
  - YOUTH-RATED WITH SMOKING: 58% (101 of 175)
    - PG-13 WITH SMOKING: 63% (81 of 128)
    - PG WITH SMOKING: 41% (18 of 44)
    - G WITH SMOKING: 0% (0 of 2)
- OF TIME WARNER'S SMOKING MOVIES, 45% WERE YOUTH-RATED
YEAR: 2008

SMOKING OVERALL: 71% (20 of 28)
SMOKING YOUTH-RATED: 56% (10 of 18)
SMOKING R-RATED: 100% (10 of 10)
OF SMOKING MOVIES, 50% WERE YOUTH-RATED

10,000 B.C. (2008) PG-13
Be Kind Rewind (2008) PG-13
Dark Knight, The (2008) PG-13
Four Christmases (2008) PG-13
Get Smart (2008) PG-13
Journey to the Center of the Earth (2008) PG
 Nights at Rodanthe (2008) PG-13
One Missed Call (2008) PG-13
Over Her Dead Body (2008) PG-13
Run, Fat Boy, Run (2008) PG-13
Speed Racer (2008) PG
Star Wars: The Clone Wars (2008) PG
Yes Man (2008) PG-13
Appaloosa (2008) R
Body of Lies (2008) R
Funny Games (2008) R
Gran Torino (2008) R
Harold & Kumar...Guantanamo Bay (2008) R
Pride and Glory (2008) R
Rocknrolla (2008) R
Semi-Pro (2008) R
Sex and the City (2008) R

YEAR: 2007

SMOKING OVERALL: 66% (24 of 36)
SMOKING YOUTH-RATED: 57% (13 of 23)
SMOKING R-RATED: 85% (11 of 13)
OF SMOKING MOVIES, 44% WERE YOUTH-RATED

Amazing Grace (2007) PG
Fred Claus (2007) PG
HairSpray (2007) PG
Last Mimzy, The (2007) PG
Martian Child (2007) PG
Nancy Drew (2007) PG
No Reservations (2007) PG
TMNT (2007) PG
Gracie (2007) PG-13
Harry Potter and the Order of the Phoenix (2007) PG-13
I Am Legend (2007) PG-13
In the Land of Women (2007) PG-13
Lucky You (2007) PG-13
Mr. Woodcock (2007) PG-13
Ocean's Thirteen (2007) PG-13
Rush Hour 3 (2007) PG-13

YEAR: 2006

SMOKING OVERALL: 61% (19 of 31)
SMOKING YOUTH-RATED: 44% (8 of 18)
SMOKING R-RATED: 85% (11 of 13)
OF SMOKING MOVIES, 44% WERE YOUTH-RATED

Firewall (2006) PG-13
For Your Consideration (2006) PG-13
The Fountain (2006) PG-13
Hoot (2006) PG
How to Eat Fried Worms (2006) PG
The Lake House (2006) PG
The Nativity Story (2006) PG
The Prestige (2006) PG-13 (with Disney)
Take the Lead (2006) PG-13
Unaccompanied Minors (2006) PG
We Are Marshall (2006) PG
Beerfest (2006) R
The Departed (2006) R
Final Destination 3 (2006) R
The Good German (2006) R

YEAR: 2005

SMOKING OVERALL: 64% (18 of 28)
SMOKING YOUTH-RATED: 44% (8 of 18)
SMOKING R-RATED: 100% (10 of 10)
OF SMOKING MOVIES, 44% WERE YOUTH-RATED

A Sound of Thunder (2005) PG-13
Batman Begins (2005) PG-13
Charlie and the Chocolate Factory (2005) PG
Dukes of Hazzard (2005) PG-13
Good Night, and Good Luck (2005) PG
Just Friends (2005) PG-13
King’s Ransom (2005) PG-13
Million Dollar Baby (2005) PG-13
Miss Congeniality 2 (2005) PG-13
Must Love Dogs (2005) PG-13
Phantom of the Opera (2005) PG-13
Racing Stripes (2005) PG
Sisterhood of the Traveling Pants (2005) PG
Son of the Mask (2005) PG
The Island (2005) PG-13 (with Dreamworks)
The Man (2005) PG-13
Constantine (2005) R
Domino (2005) R
House of Wax (2005) R
Kiss Kiss Bang Bang (2005) R
Syriana (2005) R
The Jacket (2005) R
The Upside of Anger (2005) R
The Wedding Crashers (2005) R

YEAR: 2004

SMOKING OVERALL: 64% (18 of 28)
SMOKING YOUTH-RATED: 53% (9 of 17)
SMOKING R-RATED: 82% (9 of 11)
OF SMOKING MOVIES, 50% WERE YOUTH-RATED

Aviator (2004) PG-13 (with Disney)
Big Bounce (2004) PG-13
Cinderella Story (2004) PG
Clifford’s Really Big Movie (2004) G
Ocean’s Twelve (2004) PG-13
Raise Your Voice (2004) PG
Something’s Gotta Give (2004) PG-13 (with Sony)
Starstruck & Hutch (2004) PG-13 (with Disney)

Harold & Kumar Go to White Castle (2004) R
We Don’t Live Here Anymore (2004) R

YEAR: 2003

SMOKING OVERALL: 67% (20 of 30)
SMOKING YOUTH-RATED: 56% (9 of 16)

SMOKING R-RATED: 79% (11 of 14)
OF SMOKING MOVIES, 45% WERE YOUTH-RATED

Alex and Emma (2003) PG-13
Dumb and Dumberer (2003) PG-13
Elf (2003) PG
Grind (2003) PG-13
How to Deal (2003) PG-13 (with Universal)
Love Don’t Cost a Thing (2003) PG-13
Kangaroo Jack (2003) PG
Malibu’s Most Wanted (2003) PG-13
Mighty Wind (2003) PG-13
Secondhand Lions (2003) PG
What a Girl Wants (2003) PG

Cradle 2 the Grave (2003) R
Dreamcatcher (2003) R
Elephant (2003) R
Final Destination 2 (2003) R
Gothika (2003) R (with Sony)
Last Samurai (2003) R
Man Apart (2003) R
Matrix Revolutions (2003) R
Mystic River (2003) R
Texas Chainsaw Massacre (2003) R

YEAR: 2002

SMOKING OVERALL: 69% (27 of 39)
SMOKING YOUTH-RATED: 60% (12 of 20)
SMOKING R-RATED: 79% (15 of 19)
OF SMOKING MOVIES, 44% WERE YOUTH-RATED

A Walk to Remember (2002) PG
Emperor’s Club (2002) PG-13
Harry Potter and Chamber (2002) PG-13
Juwanna Mann (2002) PG-13
Mr. Deeds (2002) PG-13 (with Sony)
My Big Fat Greek Wedding (2002) PG
Possession (2002) PG-13 (with Sony)
Real Women Have Curves (2002) PG-13
Scooby-Do (2002) PG
Showtime (2002) PG-13
Simone (2002) PG-13
Time Machine (2002) PG-13 (with DreamWorks)

About Schmidt (2002) R
All About the Benjamins (2002) R
Analyze That (2002) R
Ballistic (2002) R
<table>
<thead>
<tr>
<th>Year</th>
<th>R-Rated</th>
<th>R-Rated YR</th>
<th>Overall</th>
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<td>67% (10 of 15)</td>
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<td>83% (15 of 18)</td>
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<td>90% (27 of 30)</td>
<td>92% (11 of 12)</td>
<td>41%</td>
</tr>
</tbody>
</table>
Green Mile (1999) R
Liberty Heights (1999) R
Magnolia (1999) R
Matrix (1999) R
Story of Us (1999) R
Three Kings (1999) R
Trick (1999) R

VIACOM

Survey includes: All live-action, English-language, US-produced theatrical features grossing at least $500,000 produced and/or distributed by Viacom subsidiaries. (Includes DreamWorks in 2006-7.) Listed by year, by G/PG/PG-13 or R rating, alphabetically within groups. Movies with tobacco imagery are boldface.

VIACOM'S 10-YEAR RECORD, 1999-2008

• MOVIES PRODUCED AND/OR DISTRIBUTED: 156
  • YOUTH-RATED (G/PG/PG-13): 89 (57%)

• MOVIES WITH SMOKING: 120 (77%)
  • R-RATED WITH SMOKING: 88% (59 of 67)
  • YOUTH-RATED WITH SMOKING: 69% (61 of 89)
    • PG-13 WITH SMOKING: 77% (58 of 75)
    • PG WITH SMOKING: 21% (3 of 14)
    • [No G-rated live-action releases in survey period.]

• OF VIACOM'S SMOKING MOVIES, 51% WERE YOUTH-RATED

YEAR: 2005

SMOKING OVERALL: 86% (12 of 14)
SMOKING YOUTH-RATED: 58% (7 of 12)
SMOKING R-RATED: 100% (9 of 9)
OF SMOKING MOVIES, 58% WERE YOUTH-RATED

Aeon Flux (2005) PG-13
Bad News Bears (2005) PG-13
Coach Carter (2005) PG-13
Elizabethtown (2005) PG-13
Sahara (2005) PG-13
The Honeymooners (2005) PG-13
The Longest Yard (2005) PG-13 (with Sony)
War of the Worlds (2005) PG-13
Yours, Mine and Ours (2005) PG-13 (with Sony)

YEAR: 2006

SMOKING OVERALL: 75% (9 of 12)
SMOKING YOUTH-RATED: 57% (4 of 7)
SMOKING R-RATED: 100% (5 of 5)
OF SMOKING MOVIES, 44% WERE YOUTH-RATED

Failure to Launch (2006) PG-13
Last Holiday (2006) PG-13
Nacho Libre (2006) PG
She's the Man (2006) PG-13

Ask the Dust (2006) R
Babel (2006) R
Match Point (2006) R

YEAR: 2007

SMOKING OVERALL: 76% (16 of 21)
SMOKING YOUTH-RATED: 58% (7 of 12)
SMOKING R-RATED: 100% (9 of 9)
OF SMOKING MOVIES, 44% WERE YOUTH-RATED

Bee Movie (2007) PG
Beowulf (2007) PG-13
Disturbia (2007) PG-13
Hot Rod (2007) PG-13
Next (2007) PG-13
Norbit (2007) PG-13
Shrek the Third (2007) PG
Stardust (2007) PG-13
Transformers (2007) PG-13

Black Snake Moan (2007) R
Into the Wild (2007) R
Margot at the Wedding (2007) R
Mighty Heart, A (2007) R
Shooter (2007) R
Things We Lost in the Fire (2007) R
Zodiac (2007) R

YEAR: 2008

SMOKING OVERALL: 68% (13 of 19)
SMOKING YOUTH-RATED: 64% (9 of 14)
SMOKING R-RATED: 80% (4 of 5)

OF SMOKING MOVIES, 69% WERE YOUTH-RATED

Kung Fu Panda (2008) PG
Spiderwick Chronicles, The (2008) PG
Cloverfield (2008) PG-13
Eagle Eye (2008) PG-13
Drillbit Taylor (2008) PG-13
Ghost Town (2008) PG-13
Indiana Jones and...Christal Skull (2008) PG-13
Iron Man (2008) PG-13
Shine a Light (2008) PG-13
Son of Rambow (2008) PG-13
Stop-Loss (2008) R
Defiance (2008) R
Strange Wilderness (2008) R

YEAR: 2009

SMOKING OVERALL: 80% (15 of 19)
SMOKING YOUTH-RATED: 58% (9 of 16)
SMOKING R-RATED: 100% (6 of 6)
OF SMOKING MOVIES, 42% WERE YOUTH-RATED

Bad News Bears (2005) PG-13
Bad Santa (2003) PG-13
Big Fish (2003) PG-13
Brad Pitt, Mr. (2005) PG-13
Captain America (2004) PG-13
Dreamer: Inspired by a True Story (2005) PG-13
Fate (2005) PG-13
Ghost Rider (2007) PG-13
High School Musical (2006) PG
Hugo (2008) PG
In The Search of (2005) PG-13
Kung Fu Panda 2 (2011) PG
Leatherheads (2008) PG
Life As We Know It (2010) PG-13
Miracle at St. Anna (2008) PG-13
Mud (2012) PG-13
New Year's Eve (2011) PG-13
Pirates of the Caribbean: On Stranger Tides (2011) PG-13
Planes (2013) PG
Planes: Fire & Rescue (2014) PG
Rango (2011) PG
Resident Evil: Retribution (2012) PG-13
Rise of the Planet of the Apes (2011) PG-13
Soul Surfer (2011) PG
Tangled (2010) PG
The Adjustment Bureau (2011) PG
The Cleveland Show Movie (2012) PG-13
The King of Queens: The movie (2000) PG
The King's Speech (2010) PG
The Lorax (2012) PG
The Princess Diaries 3: Rain Pieds or the Swamp Princess (2004) PG
The Purple Rose (2010) PG-13
Thor (2011) PG-13
Up (2009) PG
Water for Elephants (2011) PG
World War Z (2013) PG-13

A Civil Action (1999) PG-13 (with Disney)  
The Out-of-Towners (1999) PG-13  
Runaway Bride (1999) PG (with Disney)  
Superstar (1999) PG-13  

200 Cigarettes (1999) R  
Bringing Out the Dead (1999) R (with Disney)  
Double Jeopardy (1999) R  
Election (1999) R  
Payback (1999) R  
Sleepy Hollow (1999) R  
Sunshine (1999) R  
The Talented Mr. Ripley (1999) R (with Disney)  
Varsity Blues (1999) R

INDEPENDENTS

Survey includes: All live-action, English-language, US-produced theatrical features grossing at least $500,000 produced and/or distributed by DreamWorks, Lions Gate, and other so-called independents. Listed by year, by G/PG/PG-13 or R/NC-17 rating, alphabetically within groups. Movies with tobacco imagery are boldface.


Note: DreamWorks was acquired by Viacom (Paramount) in 2006 and became independent again in 2008. Viacom sold DreamWorks SKG’s film library to a group headed by George Soros. This film library is reported here. DreamWorks’ 2006 and 2007 releases are reported in the Viacom studio survey.

• MOVIES PRODUCED AND/OR DISTRIBUTED: 235  
  • YOUTH-RATED (G/PG/PG-13): 120 (51%)  

• MOVIES WITH SMOKING: 174 (74%)  
  • R/NC-17 RATED WITH SMOKING: 84% (97 of 115)  
  • YOUTH-RATED WITH SMOKING: 63% (76 of 120)  
    • PG-13 WITH SMOKING: 70% (66 of 94)  
    • PG WITH SMOKING: 58% (8 of 22)  
    • G-RATED WITH SMOKING: 25% (1 of 4)  

• OF INDEPENDENTS’ SMOKING MOVIES, 44% WERE YOUTH-RATED

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• DREAMWORKS (Film library 1999-2005)

SMOKING OVERALL: 73% (35 of 48)  
SMOKING YOUTH-RATED: 67% (22 of 33)  
SMOKING R-RATED: 87% (13 of 15)  
OF SMOKING MOVIES, 63% WERE YOUTH-RATED

Cast Away (2000) PG-13 (with News Corp.)  
Catch Me If You Can (2002) PG-13  
Curse of the Jade Scorpion (2001) PG-13  
Dreamer (2005) PG  
Evolution (2001) PG-13  
Galaxy Quest (1999) PG  
Head of State (2003) PG-13  
Just Like Heaven (2005) PG-13  
Lemony Snicket (2004) PG (with Viacom)  
Meet the Fockers (2004) PG-13 (with Universal)  
Meet the Parents (2000) PG-13 (with Universal)  
Memoirs of a Geisha (2005) PG-13 (with Sony)  
Paycheck (2004) PG-13 (with Viacom)  
Red Eye (2005) PG-13  
Small Time Crooks (2000) PG  
The Haunting (1999) PG-13  
The Island (2005) PG-13 (with Time Warner)  
The Legend of Bagger Vance (2000) PG-13  
The Ring (2002) PG-13  
The Ring Two (2003) PG-13  
The Time Machine (2002) PG-13 (with Time Warner)  
The Tuxedo (2002) PG-13  
What Lies Beneath (2000) PG-13 (with News Corp.)
Win a Date with Tad Hamilton! (2004) PG-13  
Anything Else (2003) R  
Gladiator (2000) R (with Universal)  
In Dreams (1999) R  
Lucky Numbers (2000) R (with Viacom)  
Old School (2003) R  
Road to Perdition (2002) R (with News Corp.)  
Road Trip (2000) R  
The Contender (2000) R  
The Mexican (2001) R

• DREAMWORKS (2008)

SMOKING OVERALL: 100% (1 of 1)  
SMOKING YOUTH-RATED: 0% (0 of 0)  
SMOKING R-RATED: 100% (1 of 1)  
OF SMOKING MOVIES, 0% WERE YOUTH-RATED

Revolutionary Road (2008) R

• INDIES

SMOKING OVERALL: 58% (37 of 64)  
SMOKING YOUTH-RATED: 53% (23 of 43)  
SMOKING R-RATED: 74% (14 of 19)  
OF SMOKING MOVIES, 62% WERE YOUTH-RATED

American Carol, An (2008: Vivendi) PG-13  
Beautiful (2000: Destination) PG-13  
Benji: Off the Leash (2004: Benji Returns) PG  
Bobby Jones: Stroke of Genius (2004: Film Foundry) PG  
Catfish in Black Bean Sauce (1999: Phaedra) PG-13  
Cookie’s Fortune (1999: October) PG-13  
Dragon Wars: D-War (2007: First Look) PG-13  
End of the Spear (2006: AV Pictures) PG-13
Expelled: No Intelligence Allowed (2008: Rocky Mtn) PG
Facing the Giants (2006: Goldwyn) PG
Final Season, The (2007: Yari) PG
Fireproof (2008) PG
Fly Me to the Moon (2008: Summit) G
Held Up (1999: Trimark) PG-13
In the Name of the King (2008) PG-13
Kickin It Old Skool (2007: Yari) PG-13
Last Chance Harvey (2008: Overture) PG-13
Left Behind (2000: Cloud Ten) PG-13
Mad Money (2008: Overture) PG-13
Marine, The (2006: Think Film) PG-13
MVP: Most Valuable Primate (2000: Keystone) PG
Never Back Down (2008: Summit) PG-13
Nothing Like the Holidays (2008: Overture) PG-13
Omega Code (1999: Providence) PG-13
Peneleope (2008: Summit) PG
Perfect Holiday, The (2007: Yari) PG
Prairie Home Companion (2006: GreeneStreet) PG-13
Redline (2007: Chicago) PG-13
Resurrecting the Champ (2007: Yari) PG-13
Sarah Landon and the Paranormal Hour (2007: First Look) PG
Thomas and the Magic Railroad (2000: Destination) G
Three Seasons (1999: October) PG-13
Traitor (2008: Overture) PG-13
Twilight (2008: Summit) PG-13
U2 3D (2008: National Geo) G
What the #$*! Do We Know!? (2004: Roadside Attractions) NR
Akeelah and the Bee (2006) PG
Beyond the Devil Knows You’re Dead (2007: First Look) R
Boynton Beach Club (2006: Goldwyn) R
Find Me Guilty (2006: Yari) R
Flawless (2008: Magnolia) R
Memento (2000: Newmarket) R
P2 (2007: Summit) R
Righteous Kill (2008: Overture) R
Sex Drive (2008: Summit) R
Squid and the Whale, The (2009: Goldwyn) R
Then She Found Me (2008: ThinkFilm) R
Transamerica (2006: IFC) R
Trippin’ (1999: October) R
Whipped (2000: Destination) R
Woman Thou Art Loosed (2004: Magnolia) R

• LIONSGATE

SMOKING OVERALL: 83% (84 of 101)
SMOKING YOUTH-RATED: 71% (24 of 34)
SMOKING R-RATED: 88% (60 of 68)
OF SMOKING MOVIES, 29% WERE YOUTH-RATED

Akeelah and the Bee (2006) PG
Beyond the Sea (2004) PG-13
Bratz: The Movie (2007) PG
Daddy’s Little Girls (2007) PG-13
Diary of a Mad Black Woman (2005) PG-13
Dirty Dancing 2 (2004) PG-13 (With Disney)
Disaster Movie (2008) PG-13
Employee of the Month (2006) PG-13
Happily N’Ever After (2007) PG
Hotel Rwanda (2005) PG-13 (with Sony)
In the Mix (2005) PG-13
Larry the Cable Guy: Health Inspector (2006) PG-13
Madea’s Family Reunion (2006) PG-13
Meet the Browns (2008) PG-13
Pride (2007) PG
Prince and Me, The (2004) PG (with Viacom)
Sicko (2007) PG-13
Songcatcher (2000) PG-13
Soul Survivors (2001) PG-13
Transporter 3 (2008) PG-13
Undiscovered (2005) PG-13
What’s Cooking (2000) PG-13
3:10 To Yuma (2007) R
Alone in the Dark (2005) R
American Psycho (2000) NC-17
Bangkok Dangerous (2008) R
Blair Witch Project (1999) R
But I’m a Cheerleader (2000) R
Captivity (2007) R
Chuck & Buck (2000) R
Confidence (2003) R
Crank (2006) R
Crash (2005) R
Devil’s Rejects (2005) R
Dogma (1999) R
Dr. T & the Women (2000) R
Foolish (1999) R
Frailty (2001) R
Ghost Dog (1999) R
Good Luck Chuck (2007) R
Grey Zone (2001) R
Hostel (2006) R
Jesus’ Son (2000) R
Lord of War (2005) R
Made (2001) R
Monster’s Ball (2001) R
Novocaine (2001) R
Punisher: War Zone (2008) R
Rambo (2008) R
Religulous (2008) R
Requiem for a Dream (2000) NC-17
Roger Dodger (2002) R
Saw 2 (2005) R
Secretary (2002) R
See No Evil (2006) R
State Property (2002) R
State Property 2 (2005) R
Stir of Echoes (1999) R
The Big Kahuna (2000) R
The Center of the World (2001) NC-17
The Limey (1999) R
The Ninth Gate (1999) R
The Wash (2001) R
Vanilla Sky (2001) R (with Viacom)
Waiting... (2005) R
War (2007) R
Wonderland (2003) R

• THE WEINSTEIN COMPANY

SMOKING OVERALL: 83% (15 of 18)
SMOKING YOUTH-RATED: 46% (6 of 13)
SMOKING R-RATED: 100% (9 of 9)
OF SMOKING MOVIES, 40% WERE YOUTH-RATED

Doogal (2006) G
Hoodwinked (2006) PG
Lassie (2006) PG
School for Scoundrels (2006) PG-13 (with Sony)
Under the Same Moon (2008) PG-13
Vicky Cristina Barcelona (2008) PG-13

Bobby (2006) R (with Sony)
Clerks II (2006) R
Grindhouse (2007) R
Halloween (2007) R
Hannibal Rising (2007) R
Zack and Miri Make a Porno (2008) R