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Smoking in top-grossing US movies

2015

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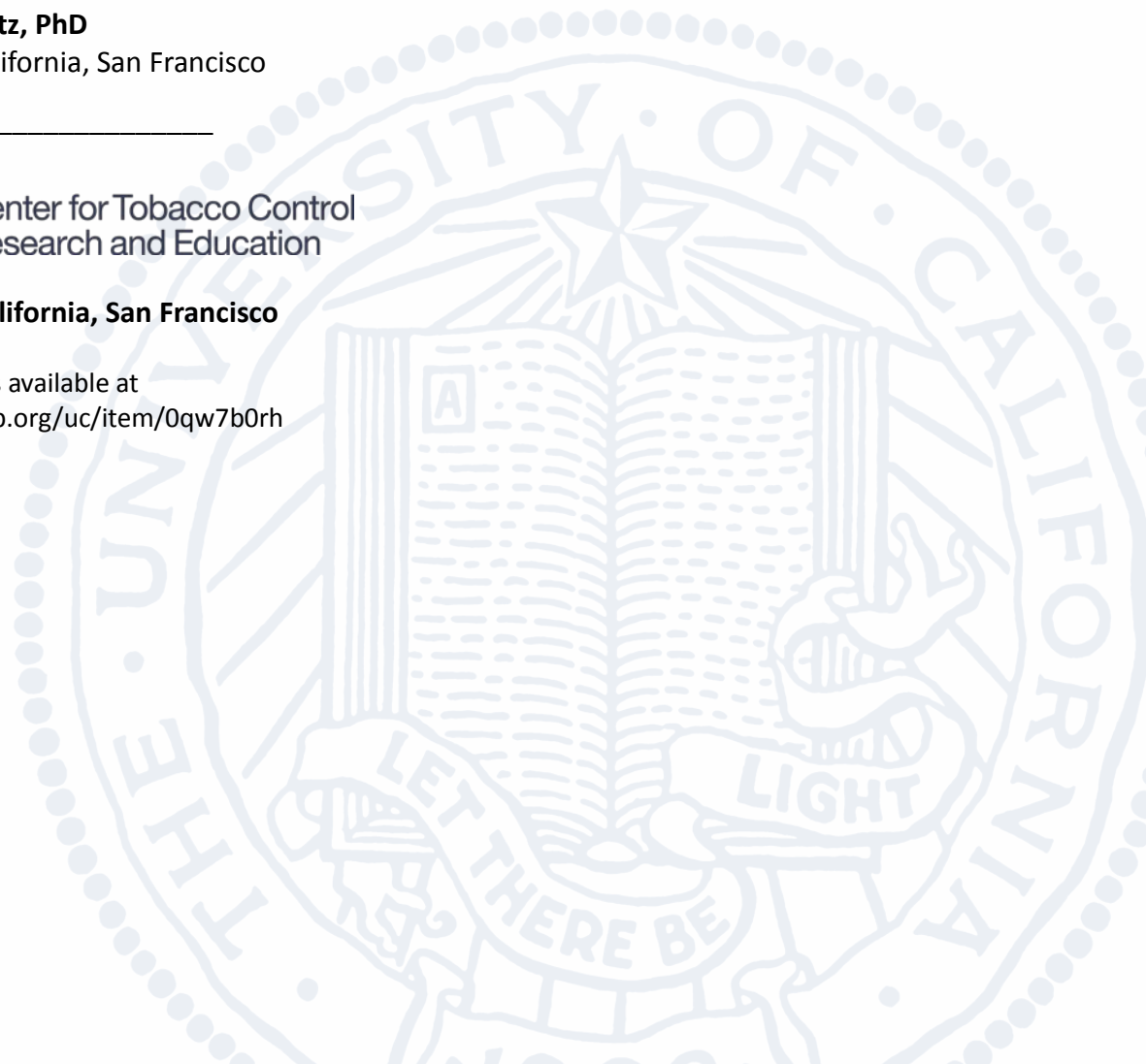
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SUMMARY of FINDINGS

- Exposure to on-screen smoking will recruit 6.4 million smokers from among today's children. Two million of those recruited to smoke by films will die prematurely from tobacco-induced diseases.
- The number of PG-13 films with smoking declined by half between 2002 and 2010, rebounded, and returned to historically low levels in 2015.
- Despite declines in 2015 on-screen smoking, levels of smoking in youth-rated films remain substantial and most metrics are unimproved over the levels in 2010.
- Because the number of youth-rated films with tobacco imagery declined among the six major studios that own the MPAA, from 2005 to 2010, the share of smoking films released by independent film companies has doubled, from 23 percent in 2002 to 39 percent in 2015.
- Only 8 percent of top-grossing youth-rated films with smoking released 2012-2015 showed smoking only by an actual historical figure who actually smoked or depicted the real dangers of smoking and secondhand smoke.
- Only a fraction — 11 percent — of all top-grossing, youth-rated films with smoking released 2007-2015 carry so-called “smoking” descriptors in their MPAA ratings. As yet, there is no evidence of any youth-rated film with smoking being rated “R” because of its tobacco content.
- Only the proposed R-rating can cover all companies and all films, and protect all children and adolescents by making the films they see most smokefree.

BACKGROUND

In the last two decades, health researchers in more than a dozen countries have repeatedly confirmed what US tobacco companies have known since the late 1920s: movies sell smoking.¹ In 2012, after reviewing the scientific evidence, the US Surgeon General concluded that exposure to smoking on screen *causes* kids to smoke.²

Harm from film smoking | Exposure to on-screen smoking is a major factor in smoking initiation. Based on large-scale US studies of exposure effects,³ the U.S. CDC estimates that films will recruit 6.4 million new US smokers from among today's children.⁴ Almost 90 percent of those recruited to smoke by on-screen exposure will start smoking before age 18.⁵ Two million of them will ultimately die from tobacco-induced diseases, including heart disease, lung cancer, stroke, and emphysema.⁶

The encouraging news is that reducing kids' exposure to on-screen smoking will reduce kids' risk of smoking. In January 2014, the U.S. Surgeon General reported that eliminating smoking from youth-rated films by R-rating future films with tobacco imagery would reduce teen smoking rates by 18 percent;⁷ doing so would avert one million of the 5.6 million projected future tobacco deaths among children alive today.⁸

Widely-endorsed policy solutions | A modernized R-rating is based on the Surgeon General's conclusion that on-screen smoking causes youth smoking. The rating for a film is routinely determined as part of the marketing plan for a film before it is made and film producers already calibrate screenplays, film direction, and editing to achieve the rating that is desired for marketing purposes.

An R-rating for smoking would supply the same market incentive as today's R-rating exerts on strong language, grisly violence, and sexualized nudity. Just as producers include these elements in films knowing they will trigger an R-rating, the R-rating for smoking will keep tobacco imagery out of films that media companies make accessible to kids. At the same time, filmmakers will remain free to include smoking in any film they want.

The proposed R-rating for tobacco could exempt films that portray tobacco use by actual people who actually used tobacco, such as the subject of a biographical drama or documentary. (This exception does not extend to tobacco use by composite or wholly invented characters, or by uncredited extras.) Any genre of film that realistically depicts the health consequences of tobacco use could also be exempted from the R-rating.

Evidence-based policy solutions complementary to the R-rating include:

- (1) strong anti-tobacco spots before films with smoking, in any medium
- (2) producers' certifying that no one associated with their film production entered into any agreement related to tobacco's on-screen presence;

(3) ending all tobacco brand display on screen;

(4) making media productions with smoking ineligible for public subsidies.

Such policies have been endorsed by the U.S. Centers for Disease Control and Prevention, the World Health Organization, the New York State and Los Angeles County health departments, and leading national health and medical organizations.

Hollywood's response | Put on notice by health experts as early as 2003, including experts from the Harvard School of Public Health that the studio's trade association, the Motion Picture Association of America (MPAA) commissioned to advise it in 2007, the major Hollywood studios or their parent companies have responded to the problem of on-screen smoking in modest ways:

- At their own expense, most MPAA-member companies add State of California-produced anti-tobacco spots to their youth-rated DVDs with smoking, distributed in the United States and sometimes Canada;*
- Between 2005 and 2007, three MPAA-member companies — Disney, Warner Bros. and Universal — published corporate policies related to tobacco depictions. In 2012 and 2013, the three other MPAA-member companies — Fox, Sony and Paramount — followed.
- Most of these policies prohibit tobacco product placement deals with the companies themselves; none extend that stipulation to, or require certification of no payoffs from, the production companies contracted to make the films that the studios develop, finance, promote, and distribute.
- Subjective language in most policies allows any youth-rated film to justify inclusion of tobacco imagery.† None of the policies prohibits tobacco brand display in films they produce or distribute.
- Since 2007, the MPAA has added small-print “smoking” labels to 11 percent of top-grossing, youth-rated films with smoking (Table 3).

What is the US film industry really doing? | Since 2002, the University of California, San Francisco has collaborated with Thumbs Up! Thumbs Down! (TUTD), a project of Breathe California of Sacramento-Emigrant Trails, to analyze data that TUTD has methodically collected on tobacco incidents in films (shots of tobacco use or implied

* Time Warner (Warner Bros.) has not had an agreement with the State of California since 2011.

† For example, the policy of Paramount (Viacom) says: “Paramount discourages the depiction of smoking or tobacco in youth-rated films. Paramount will communicate this policy to its filmmakers, but also will take into account the creative vision of the filmmakers recognizing that there may be situations where a filmmaker believes that the depiction of smoking or tobacco is important to a film.” Effective 1 January 2016, Disney stated that it was “determined not to depict cigarette smoking” in Disney-produced and distributed movies. Disney’s strengthened policy does not cover other forms of tobacco use nor any of the youth-rated films with tobacco distributed under the company’s Touchstone label.

use within each scene) since 1991. TUTD also reports tobacco brand appearances and identifies who uses tobacco in films.

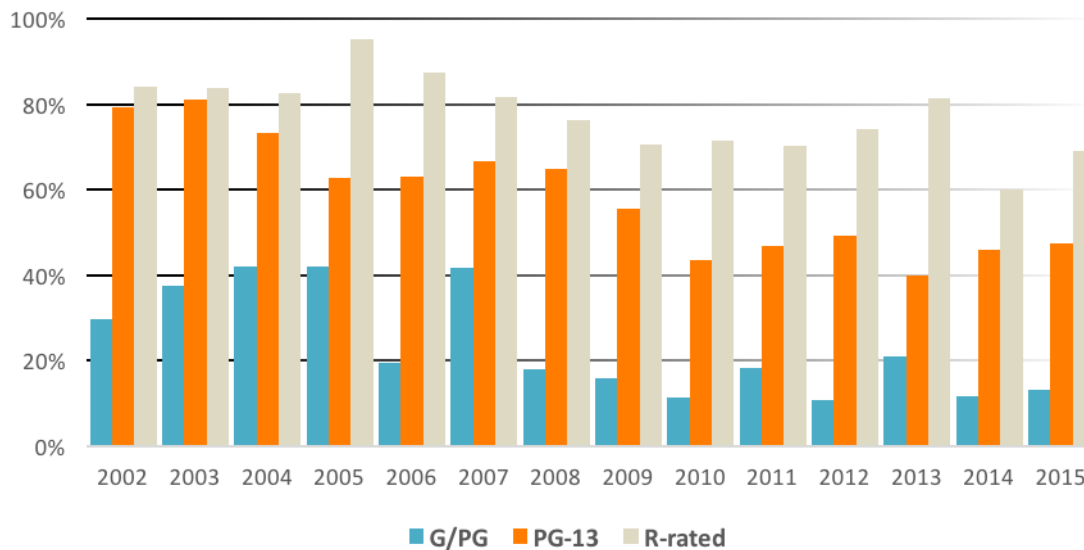
This report analyzes data from the 2,018 top-grossing films in the domestic market from 2002 to 2015. Top-grossing films are those that ranked among the top ten films in box office gross in any week of their first-run theatrical release. With particular attention to changes since 2010, when smoking in youth-rated (G/PG/PG-13) films hit its lowest level, this analysis addresses four questions, by film rating and by the company responsible for producing and distributing these films:

- 1) What percentage of films feature tobacco imagery? (Fig 1)
- 2) How many tobacco incidents are included in films? (Figs 2-4)
- 3) How much exposure do moviegoers receive? (Fig 5, Table 1)
- 4) Do some companies perform differently than others? (Figs 6-7, Table 2)

This report also presents an analysis of the effects of applying the proposed R-rating's to 2012-2015 films, to estimate the effect of the policy's two categorical exceptions.

1 | What percentage of films feature tobacco imagery?

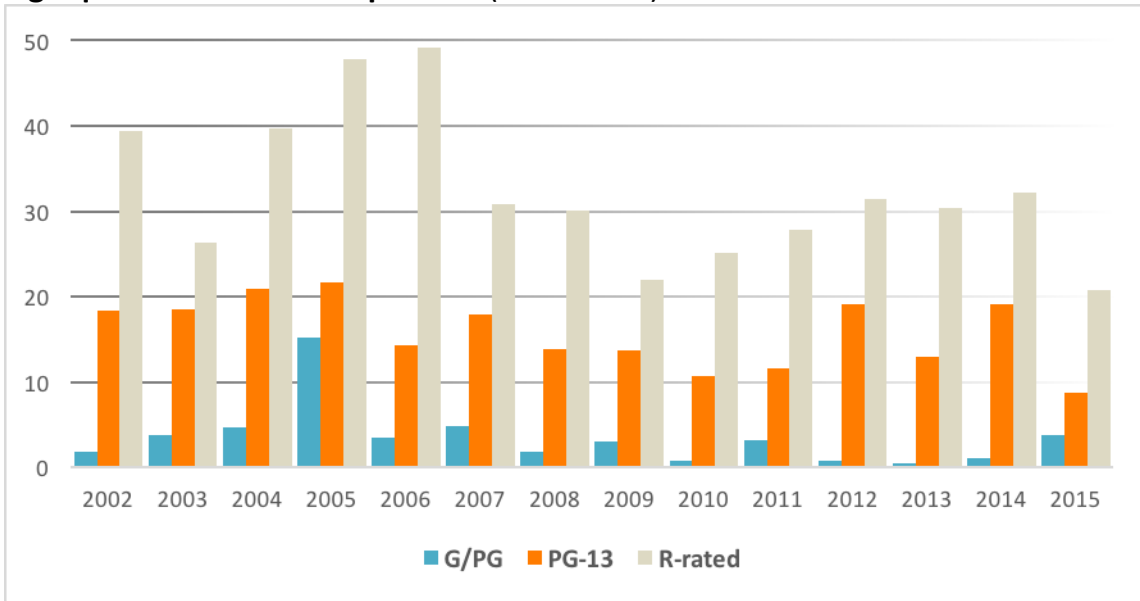
Fig 1 | Share of films with tobacco imagery, by MPAA rating (2002-2015)



Observation: From 2002 to 2015, the share of G/PG and PG-13 films with tobacco imagery fell more than 25 percent (from 65% to 38%). However, almost half of PG-13 films (47%, 28/59) still featured tobacco imagery in 2015. There has been no substantial change in the percentage of youth-rated (G/PG/PG-13) films with smoking since 2010.

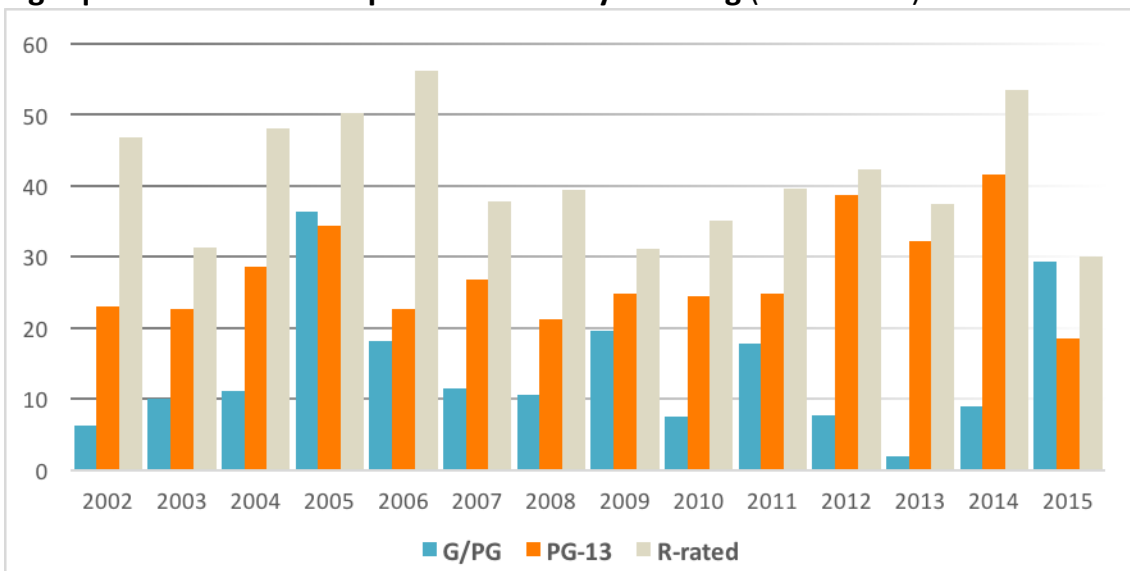
2 | How many tobacco incidents are included in films?

Fig 2 | Tobacco incidents per film (2002-2015)



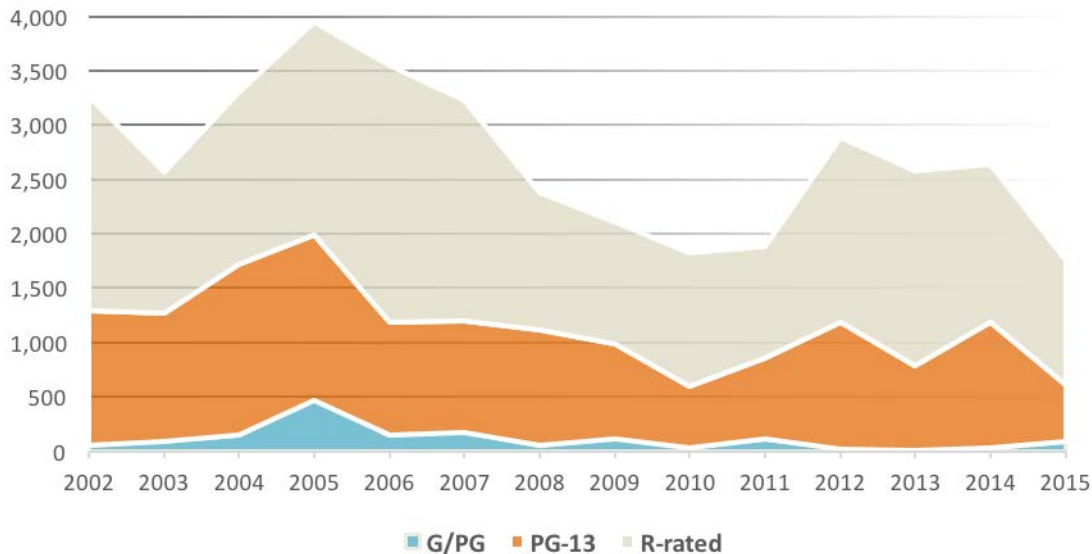
Observation: To account for fluctuations in the numbers of films released annually, tobacco incidents are divided by the total number of films (smoking and smokefree) in each rating class. From 2002 to 2015, smoking in G/PG films, which comprise about one-fifth of top-grossing films, was very low, averaging four incidents per film in 2015. PG-13 films comprise 45 percent of top-grossing films. Tobacco incidents per PG-13 and R films were at the lowest level since 2002.

Fig 3 | Tobacco incidents per film with any smoking (2002-2015)



Observation: To track the annual average amount of smoking in films that feature any smoking, tobacco incidents are divided by the total number of films with smoking in each rating class. While the share of PG-13 films with any smoking has decreased (Fig 1), tobacco incidents per PG-13 film with smoking increased from 2008 to 2014. Incidents per PG-13 film with smoking declined by more than half from 2014 to 2015 (42/19); at the same time, incidents in G/PG-rated films with smoking more than tripled (9/29).

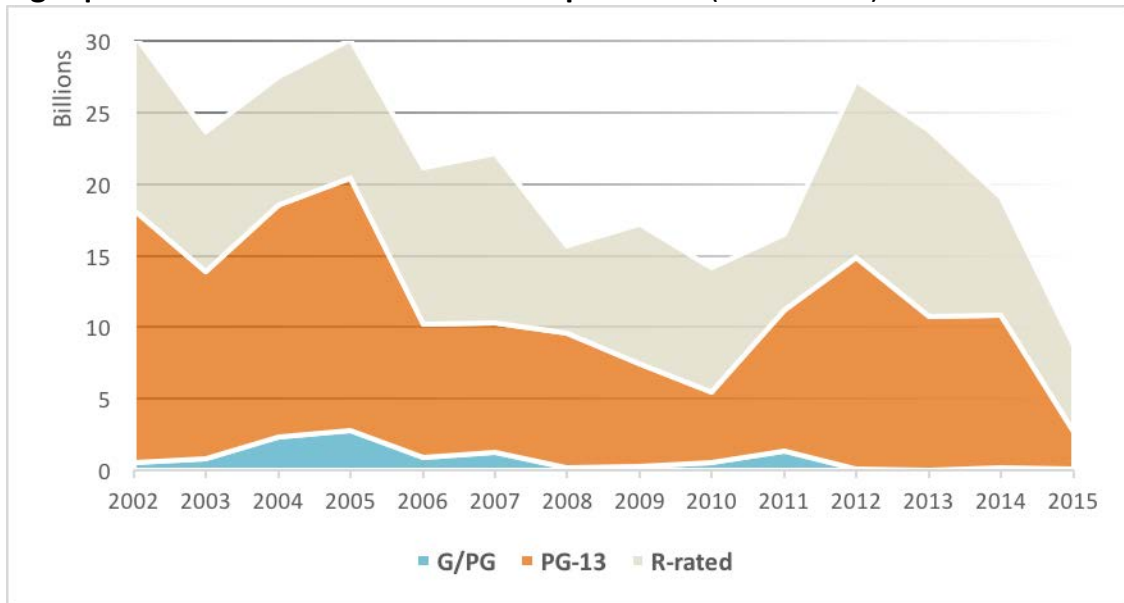
Fig 4 | Total tobacco incidents (2002-2015)



Observation: From 2002 to 2010, total tobacco incidents in youth-rated, top-grossing films decreased by more than half (54%, 1,296/594) before rebounding nearly to 2002 levels (2012: 1,186 incidents; 2014: 1,192 incidents). In 2015, youth-rated films contained 35 percent of all tobacco incidents, below average for the 2002-2015 survey period (42%). From 2014 to 2015, youth-rated incidents returned to 2010 levels and the total amount of smoking in films of all ratings was at an historic low.

3 | How much exposure do moviegoers receive?

Fig 5 | Billions of in-theater tobacco impressions (2002-2015)



Observation: Tobacco impressions multiply tobacco incidents in a film by the number of viewings (paid admissions).* Youth-rated tobacco impressions decreased 75 percent from 2014 to 2015, from 10.8 billion to 2.8 billion.

PG-13 tobacco impressions declined sharply in 2015 | From 2010 to 2015, theater audiences received half (51%, 56/110 billion) of their tobacco impressions from youth-rated films. In 2015, the youth-rated share was substantially less. G/PG films delivered 1 percent (124 million/8.7 billion), PG-13 movies delivered 29 percent (2.5 billion), and R-rated movies delivered 69 percent (6.0 billion).

The sharp decline in PG-13 tobacco impressions from 2014 and 2015 (76%, 10.7/2.5 billion) reversed the sharp rise in PG-13 impressions from 2010 to 2012 (196%, 4.9/14.8 billion). This 2014-2015 decline has two components: (a) PG-13 films with any smoking averaged 55 percent fewer tobacco incidents than their 2014 counterparts and (b) 2015 PG-13 films with smoking attracted smaller audiences for reasons not directly related to their tobacco content: the size of their production budgets and the attraction of their stories.

Production budgets are highly correlated with audience size: the higher a film's production budget, the more prominent the stars, the higher the production values, and the larger the advertising budget. Since at least 2002, the production budgets and paid admissions to both PG-13 films with smoking and R-rated films

* Only in-theater impressions can be calculated because in-home viewership data for individual films are not publicly available. According to a Nielsen survey, in 2015 U.S. consumers spent ten times as many hours watching movies on home media as in theaters.

with smoking have averaged 20 percent smaller than for their smokefree PG-13 and R-rated counterparts. In 2015, however, PG-13 films with smoking averaged one-third smaller budgets than smokefree PG-13 films and attracted nearly 60 percent smaller audiences. The drop in ticket sales for these films with smoking was not reflected in the rest of the industry, which saw total paid admissions per PG-13 film grow from 10.5 million per film in 2014 to 11.4 million in 2015. The collapse in youth-rated tobacco impressions in 2015, is not solely due to the decline in tobacco incidents; ten PG-13 films with smoking did unusually poorly at the box office in 2015.* The film industry is high-risk but does not plan any film to fail: only smokefree films can guarantee that fewer tobacco impressions will be delivered to young audiences over time.

Impressions vary by company | A handful of companies account for all top-grossing films released each year. Some of the companies are more prolific than others, but the amount of tobacco exposure their youth-rated films deliver to theater audiences also depends on the amount of smoking in each film, the film's production and advertising budget, and the size of the audience that stars and ads attract. Table 1 lists the six major film companies that control the Motion Picture Association of America and, as a group, the independent companies whose youth-rated films were top-grossing from 2010 to 2015.

Table 1 | Youth-rated, in-theater tobacco impressions delivered by MPAA-member and Independent film companies (2010-2015)

Company	Impressions (in millions)	Percent
Comcast (Universal)	2,711	5%
Disney	9,480	17%
Fox	7,537	14%
Sony	7,708	14%
Time Warner (Warner Bros.)	13,176	24%
Viacom (Paramount)	7,333	13%
Independents	7,857	14%
TOTAL	55,802	100%

Observation: Overall, from 2010 to 2015, films from MPAA-member companies delivered 86 percent (48/56 billion) of all youth-rated tobacco impressions. Independent films delivered 14 percent (8/56 billion).

* In 2015, the average top-grossing PG-13 film returned 155 percent of its reported production cost at the theater box office. These ten films returned nearly two-thirds less: 54 percent, on average.

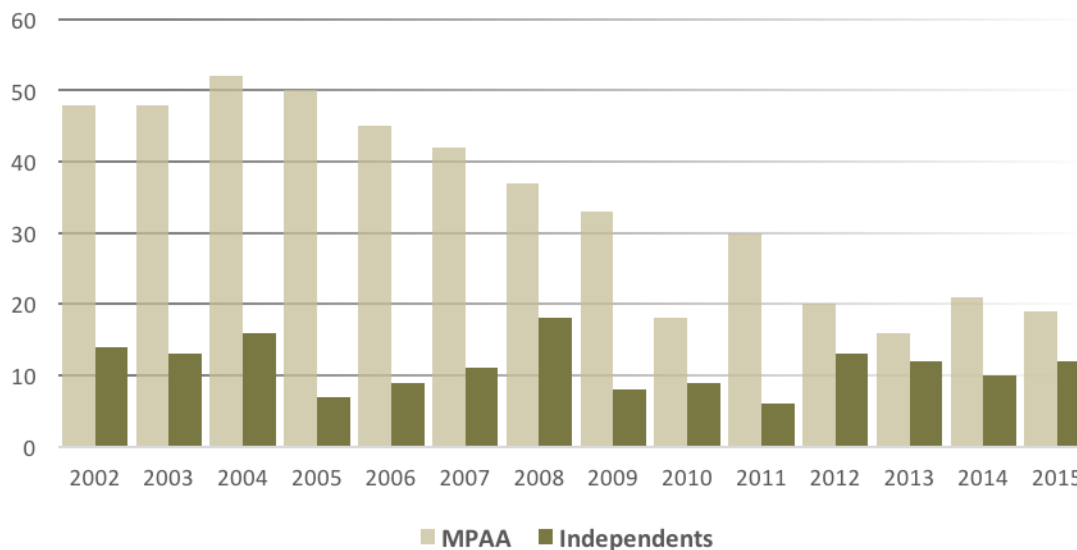
4 | Independents account for a growing share of on-screen smoking

So-called independent (“indie”) film companies, including Lionsgate, Relativity, and Weinstein, do not belong to the MPAA. While not as large as the six major studios that own the MPAA, the most prolific independent film companies are substantial operations: they access hundreds of millions of dollars in capital and credit from Wall Street, hedge funds, and investment banks. Independents account for a sizable share of the PG-13 and R-rated film market. From 2002 to 2015, one in four top-grossing films (499/2,018) was released by an independent. Over the same period, independents sold more tickets to PG-13 films (1.4 billion) than either Paramount (1.2 billion) or Universal (1.2 billion), and nearly as many as Fox (1.6 billion).

One difference between the major studios and independents is that no independent film company is known to have published a corporate policy on tobacco depictions. Between 2004 and 2007, three of the major studios — Comcast (Universal), Disney, and Time Warner (Warner Bros.) — published individual corporate policies on tobacco depictions in their movies. Between 2012 and 2013, the three other major studios — Fox, Sony, and Viacom (Paramount) — published similar corporate policies.

Figure 6 shows that, while there has been variation among MPAA-member companies, the number of top-grossing, youth-rated films with tobacco imagery they released declined by more than half between 2004 and 2010. Meanwhile, the number of youth-rated films with tobacco released by independent film companies has showed no substantial change for more than a decade.

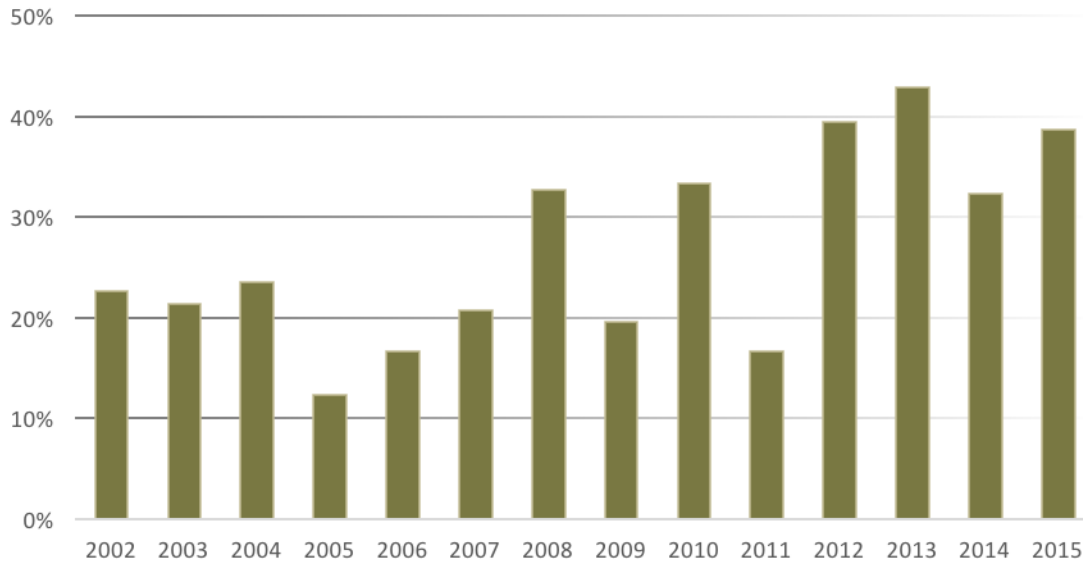
Fig 6 | Number of youth-rated films with tobacco, by company type (2002-2015)



Observation: While the number of top-grossing, youth-rated films with tobacco declined by half from 2002 to 2015 (from 62 to 31), neither MPAA-

member companies, as a group, nor independents, as a group, have decreased their output of these films since 2010, even though all MPAA-member companies have tobacco depiction policies in effect and no independent film company does.

Fig 7 | Indies' share of youth-rated films with tobacco has grown (2002-2015)



Observation: As the number of youth-rated films with tobacco released annually by MPPA-member companies declined from 2002 to 2015 with the number of independent films with smoking remaining stable, the share of films with smoking released by independents nearly doubled, from 23 percent in 2002 to 39 percent in 2015.

The low number of tobacco incidents in some cells of Table 2 (highlighted in yellow) show that it is feasible for both MPAA-member companies and independents to eliminate nearly all tobacco imagery from their PG-13 films, as they have done from their other (G/PG) youth-rated films. However, tobacco incidents per PG-13 film have frequently rebounded after companies adopted tobacco depiction policies; this indicates that these policies cannot be relied upon to protect young audiences on a continuing basis.

Table 2 | Tobacco incidents per PG-13 film, by company (2010-2015)

	2010	2011	2012	2013	2014	2015
Comcast Universal	3	8	7	8	19	1
Disney	0	30	34	11	0	31
Fox	12	29	41	1	14	14
Sony	17	14	18	4	26	3
Time Warner	0	9	29	28	2	4
Viacom Paramount	29	8	18	3	8	1
MPAA	10	14	23	12	13	8
Independents	12	2	12	16	33	11
TOTAL	11	12	19	13	19	9

Observation: The average number of tobacco incidents per PG-13 film differed little between MPAA-member and independent film companies from 2010 to 2015: tobacco content rebounded after the 2010 low point and returned to near-2010 levels in 2015. Independent films featured more than half (54%, 640/1,192) of PG-13 tobacco incidents in 2014, twice their share (26 percent (4,186/15,969) for the 2002-2015 survey period; in 2015 it was 36 percent (data not shown).

5] HOW MANY FILMS WOULD QUALIFY FOR AN R-RATING EXCEPTION?

Leading public health authorities, civic bodies, parents, and youth groups worldwide have endorsed an evidence-based proposal to adult-rate future films with tobacco imagery (R in the U.S., 18 in other countries' film classification schemes).

From 2002 to 2015, about one in three (34%, 688/2,018) top-grossing films in the U.S. was assigned an R-rating because of language, violence, drug use, or sexual imagery. Between 2012 and 2015, the share of films that were R-rated was greater: 39 percent (213/550).

Producers and studios plan film projects to earn a rating desired for marketing purposes. If the rating rules assigned an R-rating to a film with tobacco imagery, it is expected that film projects designed to be released to a larger audience with a PG-13 rating would omit the tobacco imagery. Thus, the R-rating would serve as an incentive to keep future youth-rated films smokefree, rather than cause more films to be R-rated. The following analysis lists the films that would be expected to have been smokefree had the R rating for smoking been in effect, as well as which films would have qualified for exemptions to the R-rating based on the two categorical exceptions:

(1) films in which any tobacco use is by actual historical people who actually used tobacco (as in a documentary or biographical drama), or

(2) films that realistically depict the serious health consequences of tobacco use.*

Exceptional films | From 2012 to 2015, 123 top-grossing, youth-rated films with smoking were released in the United States (13 PG, 110 PG-13). Among these were two documentaries, fifteen films with at least one actual historical person who smoked in real life, and four films that realistically depicted the serious health consequences of tobacco use. Eleven of the biographical films also showed fictional/composite characters or uncredited extras smoking, so they would not qualify for an exception. Three biographical films with an actual historical smoker also depicted the serious health consequences of tobacco use; one purely fictional film also depicted these consequences. An unaltered re-release of a film previously rated (*The Wizard of Oz*, 1939) would not be re-rated because of its tobacco content.

To summarize, 10 of the 123 films (8%) met the criteria for an exception from the proposed R-rating. These films earned \$528 million at the U.S. box office (in 2015 \$): 6 percent of the \$8.3 billion earned by all top-grossing, youth-rated films with tobacco imagery between 2002 and 2015. The ten exceptional films featured about 350 tobacco incidents (9% of the 3,770 total) and delivered 2.3 billion youth-rated tobacco impressions to U.S. moviegoers (6% of the 36.1 billion total). Over the four years surveyed, parents and children spent \$7.8 billion to see youth-rated movies with smoking in U.S. theaters — films that would have been made smokefree or else R-rated under the adult-rating proposal. (Appendix A)

6] MPAA “SMOKING” DESCRIPTORS

In a 2007 press release and a letter to state Attorneys General, the MPAA stated that it might label films with smoking to ensure “specific information is front and center for parents as they make decisions for their kids.”[†] Table 3 presents data on the application of these labels (“descriptors”) to top-grossing films through 2015. On average, the MPAA only applied smoking descriptors to 11% of youth-rated films with tobacco.

* Serious health consequences of tobacco use are rare in films. Forty percent of America’s 40 million adult smokers live with a smoking-related disease and the 480,000 die from smoking each year. In contrast, only five smokers out of the 4,000 smokers appearing in top-grossing films between 2002 and 2015 was depicted with heart failure or lung cancer (0.125%). Two of the stricken smokers were in youth-rated movies: *When the Game Stands Tall* (PG, 2015) and *Love & Mercy* (PG-13, 2015). One each appeared in the R-rated films *Constantine* (2005), *The Constant Gardener* (2005), and *Crazy Heart* (2009).

[†] For details of this initiative, see Polansky JR, Mitchell S, Glantz SA (2010) [Film-Flam: How MPAA/NATO movie labels hide the biggest media risk to kids](#). [UCSF Center for Tobacco Control Research and Education](#).

Table 3 | MPAA “smoking” labels on top-grossing films (2007-2015)

	Youth-rated films with tobacco	Tobacco incidents	Audience impressions (billions)	Labeled films	% of films	% of incidents	% of impressions
2007	53	1,195	10.3	1	2%	2%	1%
2008	55	1,119	9.6	6	11%	39%	34%
2009	41	985	7.5	6	15%	45%	28%
2010	27	594	5.5	6	22%	18%	17%
2011	36	851	11.2	4	11%	22%	17%
2012	33	1,186	14.9	7	21%	29%	17%
2013	28	783	10.8	2	7%	12%	13%
2014	31	1,192	10.8	4	13%	38%	31%
2015	31	607	2.7	2	6%	14%	4%
	335	8,512	83.2	38	11%	26%	19%

CONCLUSION

The US film industry has known for more than a decade that their films with smoking put young audiences at substantial risk of addiction, disease and premature death. So far, the industry’s response has been temporizing and inadequate. Progress overall has been moderate at best and has frequently reversed. With the decline in youth-rated films with smoking from MPAA-member companies, between 2005 and 2010, independent film companies’ share of such films has nearly doubled. Updating the existing rating system to R-rate tobacco imagery is the only evidence-based method to set a transparent, enforceable, uniform standard that covers all film producers and distributors and protects young people from toxic tobacco exposure on screen.

Funding

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³ Attributable risk 0.37 (95% CI 0.25-0.52). Glantz SA. Updated attributable risk for smoking due to movies: 37%. Blog entry, August 19, 2012. UCSF Center for Tobacco Control Research and Education. Available at www.tobacco.ucsf.edu/updated-attributable-risk-smoking-due-movies-37

⁴ 0.37 attributable risk applied to 17,371,900 projected smokers among Americans 0-17 today. Source for projected smokers: U.S. Department of Health and Human Services. The health consequences of smoking — 50 years of progress: A report of the Surgeon General. Table 12.2.1 Prevalence of current smoking among adults, 18–30 years of age, and projected number of persons, 0–17 years of age, who will become smokers and die prematurely as adults because of a smoking-related illness, by state — United States, 2012. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health. 2014. Available at www.surgeongeneral.gov/library/reports/50-years-of-progress/

⁵ U.S. Department of Health and Human Services (2012)

⁶ PSAM 0.32. Centers for Disease Control and Prevention. Projected smoking-related deaths among youth—United States. *Morbidity and Mortality Weekly Report* 1996;45(44): 971–4. Available at www.cdc.gov/mmwr/preview/mmwrhtml/00044348.htm

⁷ U.S. Department of Health and Human Services (2014)

⁸ U.S. Department of Health and Human Services (2014)

Appendix A

Youth-rated films that would have been subject to an R-rating for tobacco, 2012-2015

Movie	Year	Company	MPAA rating	Domestic Box Office (2015\$, millions)	Tobacco incident bracket	Tobacco impressions (millions)
Pirates!, The: Band of Misfits	2012	Sony	PG	\$32	1 - 9	8
Parental Guidance	2012	Fox	PG	\$75	1 - 9	18
Woman in Black, The	2012	CBS	PG-13	\$56	1 - 9	20
Ghost Rider: Spirit of Vengeance	2012	Sony	PG-13	\$53	1 - 9	33
Good Deeds	2012	Lionsgate	PG-13	\$36	1 - 9	31
Think Like a Man	2012	Sony	PG-13	\$94	1 - 9	11
Rock of Ages	2012	Time Warner	PG-13	\$40	1 - 9	5
Step Up Revolution	2012	Lionsgate	PG-13	\$36	1 - 9	31
Bourne Legacy, The	2012	Comcast	PG-13	\$117	1 - 9	57
Cold Light of Day, The	2012	Lionsgate	PG-13	\$4	1 - 9	4
Perks of Being a Wallflower, The	2012	Lionsgate	PG-13	\$18	1 - 9	18
Jack Reacher	2012	Viacom	PG-13	\$81	1 - 9	10
Les Misérables	2012	Comcast	PG-13	\$153	1 - 9	168
Iron Lady, The [1]	2012	Weinstein	PG-13	\$31	10 - 29	98
One for the Money	2012	Lionsgate	PG-13	\$27	10 - 29	93
Salmon Fishing in the Yemen	2012	CBS	PG-13	\$9	10 - 29	11
Men in Black 3	2012	Sony	PG-13	\$184	10 - 29	630
Moonrise Kingdom	2012	Comcast	PG-13	\$47	10 - 29	148
Premium Rush	2012	Sony	PG-13	\$21	10 - 29	43
Skyfall	2012	Sony	PG-13	\$313	10 - 29	1,032
Man on a Ledge	2012	Lionsgate	PG-13	\$19	30 - 49	84
Dark Shadows	2012	Time Warner	PG-13	\$82	30 - 49	471
Words, The	2012	CBS	PG-13	\$12	30 - 49	50
Red Tails	2012	Fox	PG-13	\$51	50+	414
Artist, The	2012	Weinstein	PG-13	\$46	50+	337
Titanic (3D)	2012	Viacom	PG-13	\$60	50+	661
Lockout	2012	Open Road	PG-13	\$15	50+	97
Sparkle	2012	Sony	PG-13	\$25	50+	307
Trouble with the Curve	2012	Time Warner	PG-13	\$37	50+	418
Taken 2	2012	Fox	PG-13	\$144	50+	2,441
Lincoln [1]	2012	Disney	PG-13	\$188	50+	2,335
Hobbit, The: An Unexpected...	2012	Time Warner	PG-13	\$312	50+	4,720
Escape from Planet Earth	2013	Weinstein	PG	\$58	1 - 9	7

Pulling Strings	2013	Weinstein	PG	\$6	1 - 9	1
Dark Skies	2013	Weinstein	PG-13	\$18	1 - 9	6
Peeples	2013	Lionsgate	PG-13	\$9	1 - 9	10
White House Down	2013	Sony	PG-13	\$75	1 - 9	9
Grown Ups 2	2013	Sony	PG-13	\$136	1 - 9	33
Wolverine, The	2013	Fox	PG-13	\$135	1 - 9	16
Blue Jasmine	2013	Sony	PG-13	\$34	1 - 9	25
Instructions Not Included	2013	Lionsgate	PG-13	\$45	1 - 9	22
Last Vegas	2013	CBS	PG-13	\$65	1 - 9	55
Philomena	2013	Fox	PG-13	\$38	1 - 9	9
Scary Movie 5	2013	Weinstein	PG-13	\$33	10 - 29	59
Oblivion	2013	Comcast	PG-13	\$91	10 - 29	230
Red 2	2013	Lionsgate	PG-13	\$54	10 - 29	72
Jobs	2013	Open Road	PG-13	\$16	10 - 29	36
Hobbit, The: The Desolation of...	2013	Time Warner	PG-13	\$264	10 - 29	445
Anchorman 2: The Legend...	2013	Viacom	PG-13	\$129	10 - 29	187
Jurassic Park (3D)	2013	Comcast	PG-13	\$27	30 - 49	105
Snitch	2013	Lionsgate	PG-13	\$44	50+	285
42 [1]	2013	Time Warner	PG-13	\$97	50+	1,437
Mud	2013	Lionsgate	PG-13	\$22	50+	266
Iron Man 3	2013	Disney	PG-13	\$417	50+	2,817
Great Gatsby, The	2013	Time Warner	PG-13	\$148	50+	3,062
Lee Daniels' The Butler	2013	Weinstein	PG-13	\$119	50+	1,349
Moms' Night Out	2014	Sony	PG	\$10	1 - 9	3
God's Not Dead	2014	Freestyle	PG	\$61	10 - 29	112
Ride Along	2014	Comcast	PG-13	\$134	1 - 9	33
Winter's Tale	2014	Time Warner	PG-13	\$13	1 - 9	2
RoboCop	2014	Sony	PG-13	\$59	1 - 9	22
Other Woman, The	2014	Fox	PG-13	\$84	1 - 9	21
Think Like a Man Too	2014	Sony	PG-13	\$65	1 - 9	40
Dawn of the Planet of the Apes	2014	Fox	PG-13	\$209	1 - 9	102
Step Up All In	2014	Lionsgate	PG-13	\$15	1 - 9	2
Dumb and Dumber To	2014	Comcast	PG-13	\$86	1 - 9	63
Theory of Everything, The	2014	Comcast	PG-13	\$36	1 - 9	18
Selma [1]	2014	Viacom	PG-13	\$52	1 - 9	51
3 Days to Kill	2014	Relativity	PG-13	\$31	10 - 29	109
Non-Stop	2014	Comcast	PG-13	\$92	10 - 29	303
Single Moms Club, The	2014	Lionsgate	PG-13	\$16	10 - 29	35
Amazing Spider-Man 2, The	2014	Sony	PG-13	\$198	10 - 29	486
X-Men: Days of Future Past	2014	Fox	PG-13	\$233	10 - 29	342

No Good Deed	2014	Sony	PG-13	\$53	10 - 29	154
Hobbit, The: The Battle of...Armies	2014	Time Warner	PG-13	\$255	10 - 29	468
Brick Mansions	2014	Relativity	PG-13	\$20	30 - 49	97
And So It Goes	2014	Clarius	PG-13	\$15	30 - 49	78
Expendables 3, The	2014	Lionsgate	PG-13	\$39	30 - 49	149
Monuments Men, The [1]	2014	Sony	PG-13	\$78	50+	1,261
Quiet Ones, The	2014	Lionsgate	PG-13	\$9	50+	152
Transformers: Age of Extinction	2014	Viacom	PG-13	\$245	50+	1,742
Get on Up	2014	Comcast	PG-13	\$31	50+	337
St. Vincent	2014	Weinstein	PG-13	\$44	50+	810
Imitation Game, The [1]	2014	Weinstein	PG-13	\$91	50+	1,885
Paddington	2015	Weinstein	PG	\$76	1 - 9	18
Mr. Holmes	2015	Lionsgate	PG	\$18	1 - 9	6
Woman in Black 2, The: Angel of...	2015	Relativity	PG-13	\$27	1 - 9	22
Black or White	2015	Relativity	PG-13	\$22	1 - 9	20
Woman In Gold [1]	2015	Weinstein	PG-13	\$33	1 - 9	24
Aloha	2015	Sony	PG-13	\$21	1 - 9	5
Terminator Genisys	2015	Comcast	PG-13	\$90	1 - 9	53
Self/less	2015	Comcast	PG-13	\$12	1 - 9	3
Ant-Man	2015	Disney	PG-13	\$180	1 - 9	21
Mission: Impossible - Rogue Nation	2015	Viacom	PG-13	\$195	1 - 9	46
Transporter Refueled, The	2015	EuropaCorp	PG-13	\$16	1 - 9	13
Visit, The	2015	Comcast	PG-13	\$65	1 - 9	31
Perfect Guy, The	2015	Sony	PG-13	\$57	1 - 9	14
Love the Coopers	2015	CBS	PG-13	\$26	1 - 9	3
Creed	2015	Time Warner	PG-13	\$109	1 - 9	39
In the Heart of the Sea	2015	Time Warner	PG-13	\$25	1 - 9	21
Daddy's Home	2015	Viacom	PG-13	\$145	1 - 9	17
Taken 3	2015	Fox	PG-13	\$89	10 - 29	106
Lazarus Effect, The	2015	Relativity	PG-13	\$26	10 - 29	43
Age of Adaline, The	2015	Lionsgate	PG-13	\$43	10 - 29	121
Far from the Madding Crowd	2015	Fox	PG-13	\$12	10 - 29	30
Me and Earl and the Dying Girl	2015	Fox	PG-13	\$7	10 - 29	13
Man from U.N.C.L.E., The	2015	Time Warner	PG-13	\$45	10 - 29	54
Last Witch Hunter, The	2015	Lionsgate	PG-13	\$27	10 - 29	84
Spectre	2015	Sony	PG-13	\$200	10 - 29	261
33, The [1]	2015	Alcon	PG-13	\$12	10 - 29	15
Point Break	2015	Time Warner	PG-13	\$29	10 - 29	34
Bridge of Spies [1]	2015	Disney	PG-13	\$72	50+	1,043
Brooklyn	2015	Fox	PG-13	\$34	50+	421

SUBTOTAL	113	films		\$8,486	3,421	36,803
US only (92%)				\$7,807		33,858
Percent of total	92%			94%	91%	94%
Top-grossing, youth-rated films with tobacco imagery meeting R-exemption criteria (i.e., would not have been R-rated although they include smoking)						
2016: Obama's America [2]	2012	Rocky Mtn	PG	\$34	10 - 29	80
One Direction: This Is Us [2]	2013	Sony	PG	\$29	1 - 9	4
Captain Phillips [3]	2013	Sony	PG-13	\$109	10 - 29	224
Saving Mr. Banks [3,4]	2013	Disney	PG-13	\$85	1 - 9	10
When the Game Stands Tall [3,4]	2014	Sony	PG	\$30	10 - 29	37
Unbroken [3]	2014	Comcast	PG-13	\$116	30 - 49	623
Fault in Our Stars, The [4]	2014	Fox	PG-13	\$125	50+	1,269
Walk, The [3]	2015	Sony	PG	\$10	50+	100
Love & Mercy [3,4]	2015	Lionsgate	PG-13	\$13	50+	125
Wizard of Oz (1939), The [5]	2013	Time Warner	PG	\$23	1 - 9	14
SUBTOTAL	10	films		\$574	347	2,484
US only (92%)				\$528		2,285
Percent of total	8%			6%	9%	6%
TOTAL	123	films		\$9,060	3,768	39,287
US only (92%)				\$8,336		36,144

R-rating exemption details:

- 1 Actual historical person + others
- 2 Documentary
- 3 Actual historical person
- 4 Realistic negative depiction
- 5 Re-release of film previously rated

Definitions:

Documentaries are assumed to depict actual historical people who smoked.
 Biographical dramas that include fictional/composite characters and extras using tobacco are not exempt.
 Realistic negative depictions of tobacco's health consequences may include actual people or fictional characters.
 A tobacco incident is any show or mention in dialogue of a tobacco product or tobacco use.
 A tobacco impression is a tobacco incident in a film X the paid admissions to that film.
 US only = US fraction of so-called domestic film market (US + English-speaking Canada), estimated on population.

Tobacco content: Thumbs Up! Thumbs Down!, a project of Breathe California of Sacramento-Emigrant Trails.

Download this table at smokefreemovies.ucsf.edu/policy-r-eligible-films-2012-2015.