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**Authors**

Titus, Kori

Glantz, Stanton, PhD

Polansky, Jonathan R.

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

Kori Titus, MBA  
Jonathan R. Polansky  
Stanton Glantz, PHD

BREATHE CALIFORNIA *of*  
SACRAMENTO-EMIGRANT TRAILS  
and the  
CENTER FOR TOBACCO CONTROL RESEARCH AND EDUCATION  
UNIVERSITY OF CALIFORNIA,  
SAN FRANCISCO



San Francisco, California  
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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.<sup>1</sup> An estimated 52% of adolescent smoking initiation is attributed to this exposure.<sup>2,3</sup>

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,<sup>4</sup> 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.

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## **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.

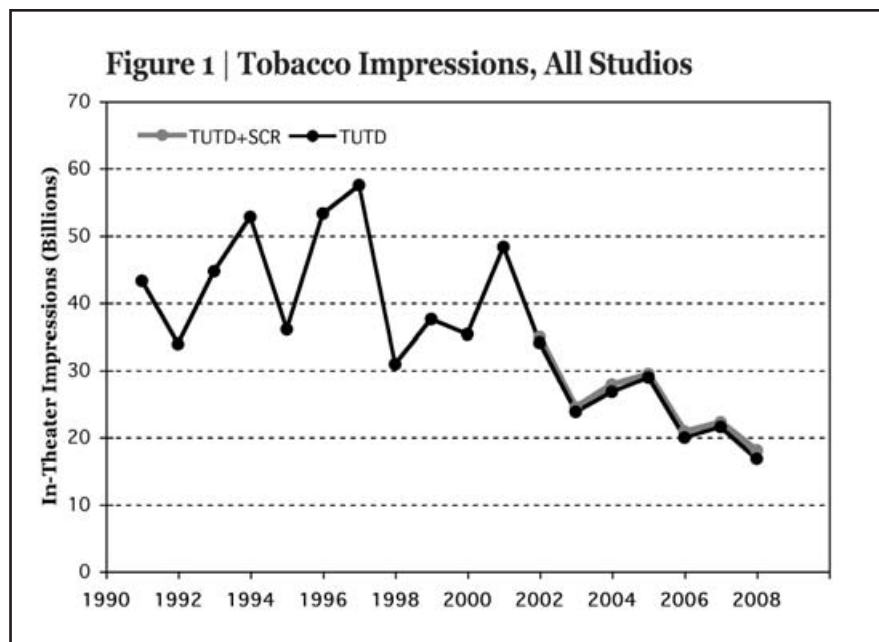
## **CONCLUSION**

- 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

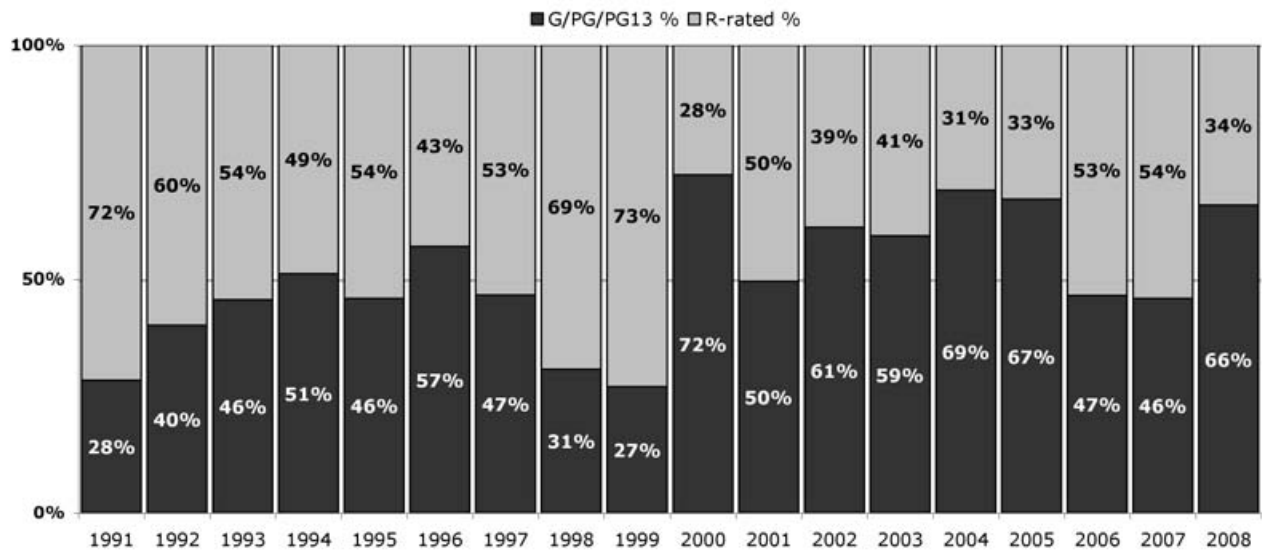
This survey is based on 1,769 films released in U.S. theaters between 1991 and 2008, collected by Breathe California's Thumbs Up! Thumbs Down! (TUTD) project (n = 1566) between 1991 and 2008, supplemented between 2002 and 2008 with information from www.ScreenIt.com for films (n = 203) that did not generate 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.



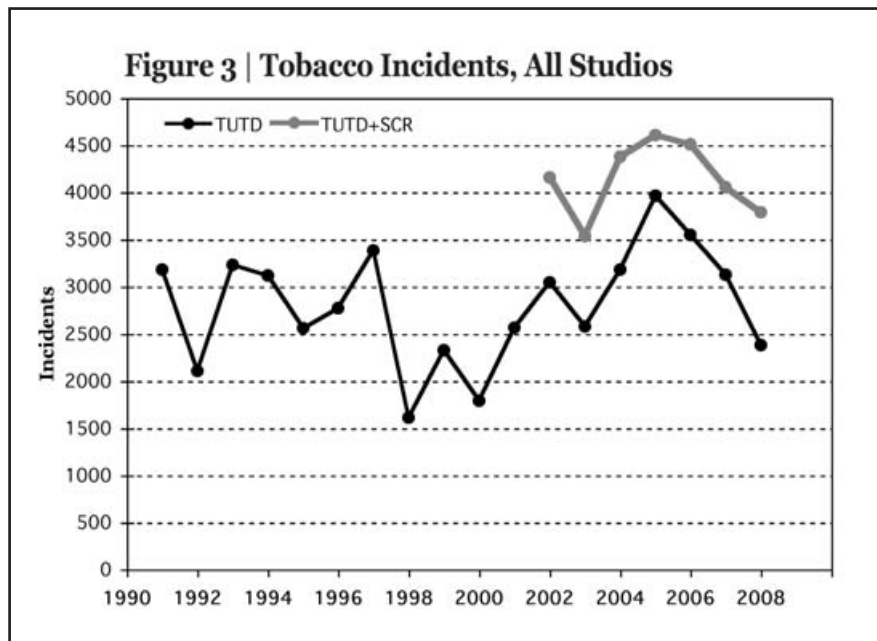
In addition to a drop in in-theater tobacco impressions, a long-term shift has taken place in the rating source of these impressions. In the 1990s, R-rated movies delivered 60% of impressions and youth-rated movies delivered 40%. In this decade, youth-rated movies have delivered 60% and R-rated movies 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).

**Figure 2 | Percent Youth- and R-rated Tobacco Impressions, 1991-2008**



• **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.



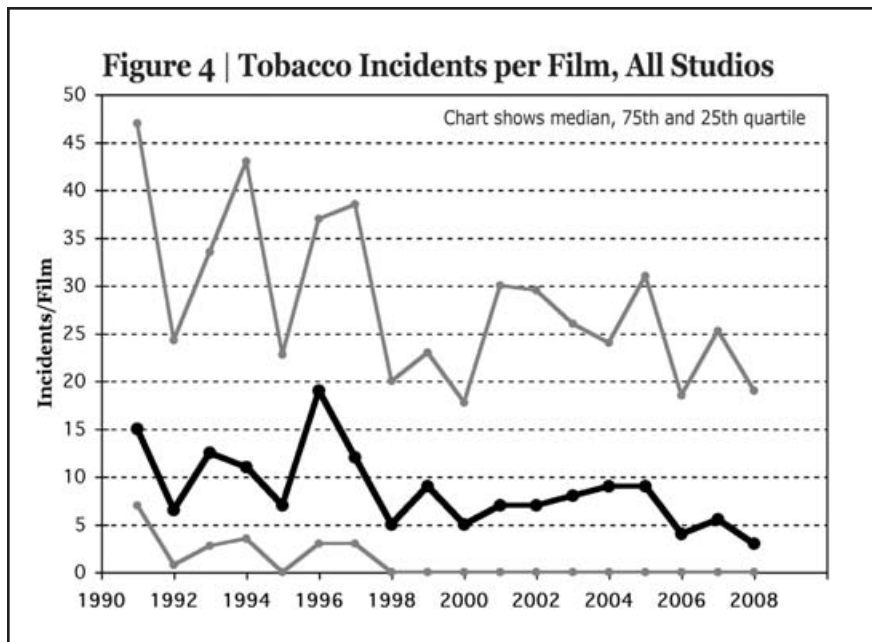
• **SMOKEFREE FILMS**

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).



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/PG) 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.”<sup>5</sup>

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/PG 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.<sup>6</sup>

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.”<sup>7</sup>

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.<sup>8</sup>

	<b>Median</b>	<b>25th Percentile</b>	<b>75th Percentile</b>
<b>1991-98</b>	7.5	6.3	11.3
<b>1999-03</b>	11	6	13.5
<b>2004-08</b>	11	9	18.5

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%).<sup>9</sup>

## 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.

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## ACKNOWLEDGMENTS

The authors thank [www.Screenit.com](http://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](http://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](http://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](http://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](http://www.ScreenIt.com), captures about 96% of the domestic box office reported by the Motion Picture Association of America ([www.mpa.org](http://www.mpa.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).

<b>Year</b>	<b>N</b>
1991	39
1992	48
1993	54
1994	45
1995	54
1996	47
1997	57
1998	47
1999	49
2000	48
2001	47
2002	137
2003	141
2004	144
2005	143
2006	161
2007	158
2008	147

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).

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

<b>Top 50</b>	<b>Mean</b>	<b>SD</b>	<b>SEM</b>	<b>N</b>
Yes	23.0	41.3	2.4	305
No	2.15	36.0	1.5	579

t=0.56, DF=550, P=0.575

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  $2.9 \times (21.5/23.0) = 2.7$ . 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](http://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.

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

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.)

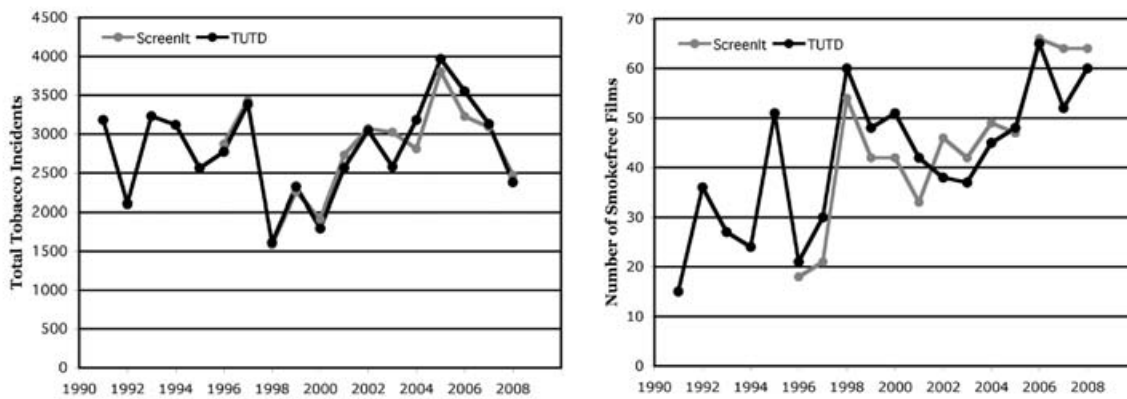
Because of the variability in ScreenIt calibrations for individual films, we did not include the ScreenIt film data when estimating per film values.

- COMPARISON WITH EARLIER REPORTS

The number of incidents (and, as a result, impressions) in this report are higher than in our earlier reports.<sup>1</sup> 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.<sup>2</sup> 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.



**Figure A-1 | Observed and Estimated**



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.

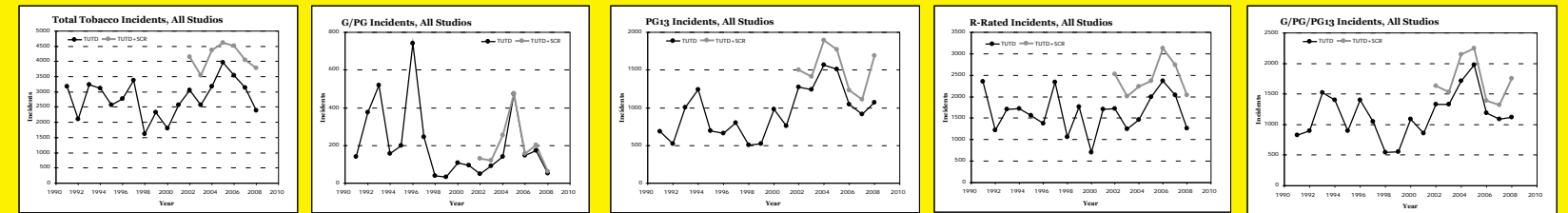
## APPENDIX A | References

1. Polansky, et. al. (2008) Six months later: Are MPAA's tobacco ratings protecting movie audiences? Available at <http://repositories.cdlib.org/ctcre/tcpmus/MPAA2007>; Polansky and Glantz (2007) First-run smoking presentations in U.S. movies 1999-2006. Available at <http://repositories.cdlib.org/ctcre/tcpmus/Movies2006>; Polansky and Glantz (2004) First-run smoking presentations in U.S. movies 1999-2003. Available at <http://repositories.cdlib.org/ctcre/tcpmus/Movies2004>.
2. Sargent, J.D., Worth, K.A., Beach, M., Gerrard, M., Heatherton, T.F. (2008) Population-based assessment of exposure to risk behaviors in motion pictures. *Comm. Methods Measures* 2:134-151.

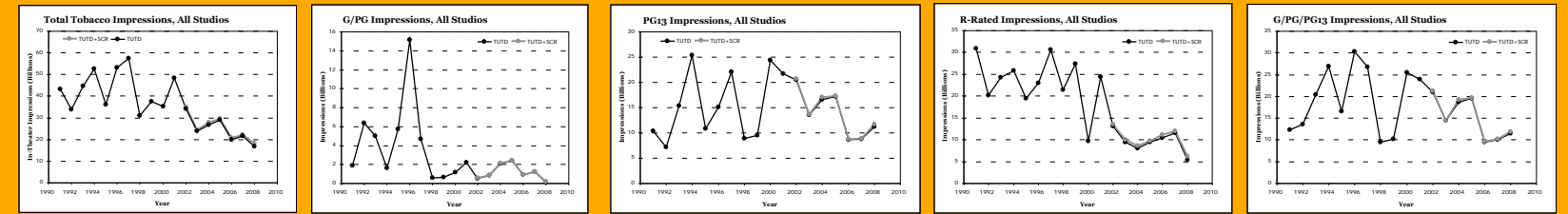
# APPENDIX B | 1

## Charts, All Studios

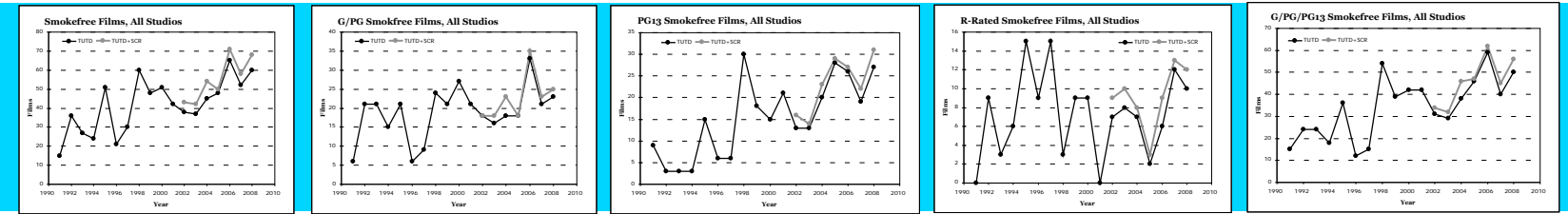
### Tobacco Incidents



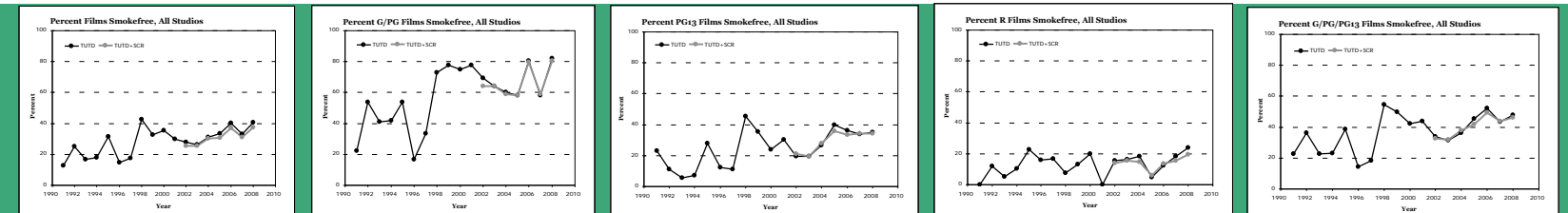
### Tobacco Impressions



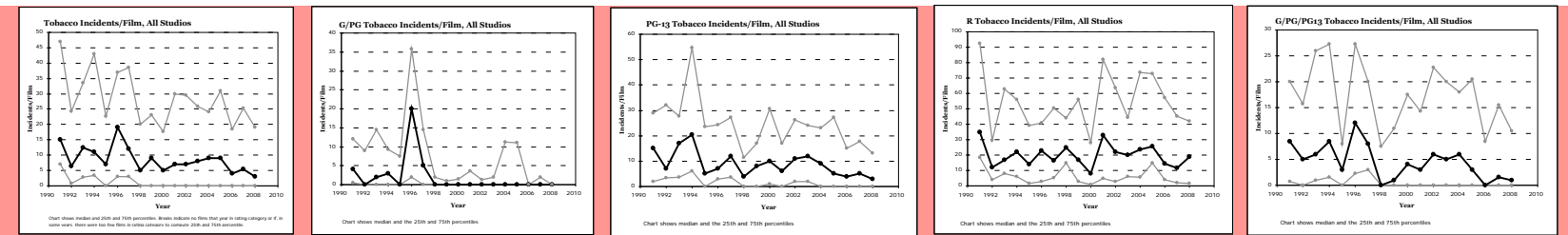
### Smokefree Films



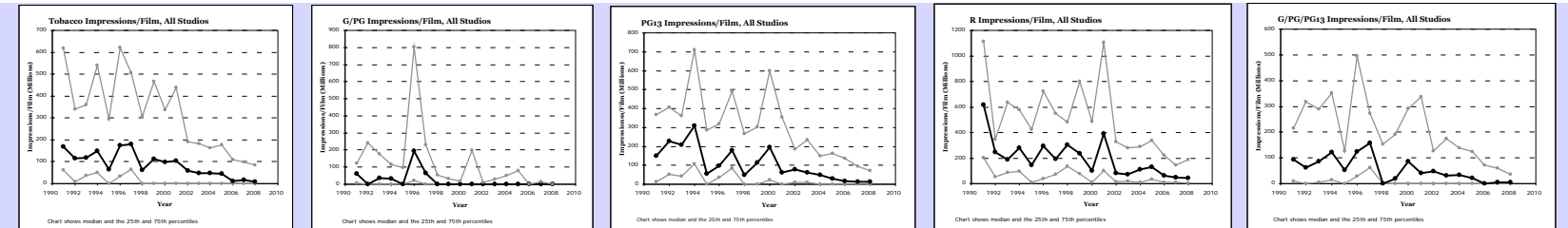
### Percent Films Smokefree



### Incidents/Film



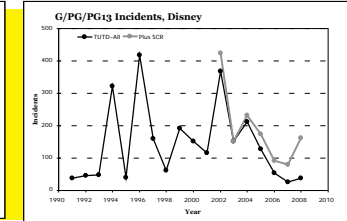
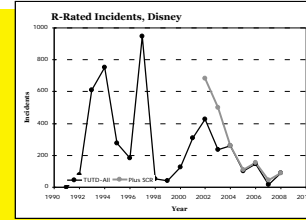
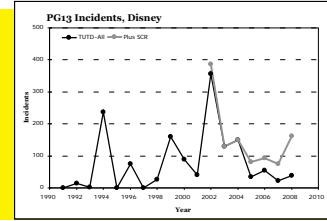
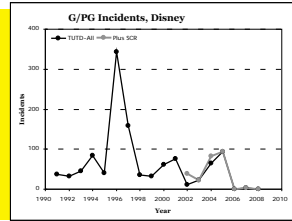
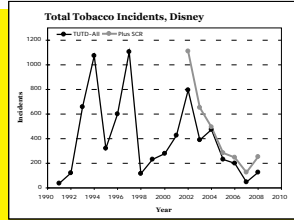
### Impressions/Film



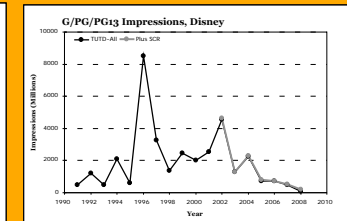
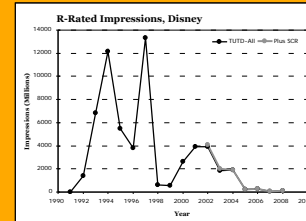
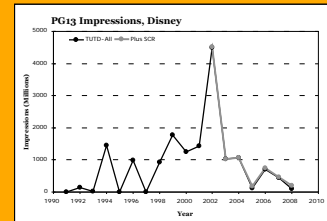
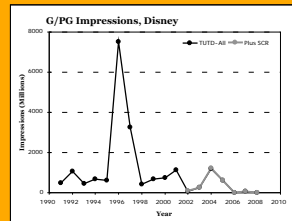
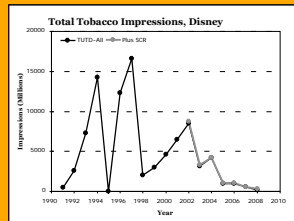
# APPENDIX B | 2

## Charts, Disney

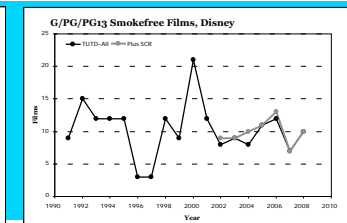
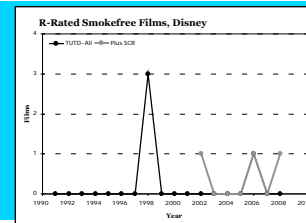
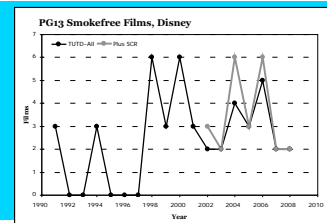
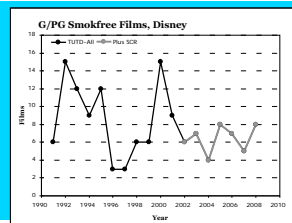
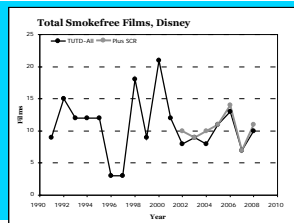
### Tobacco Incidents



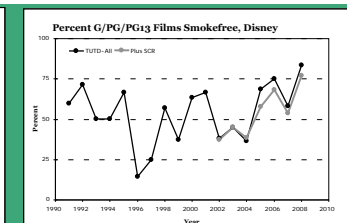
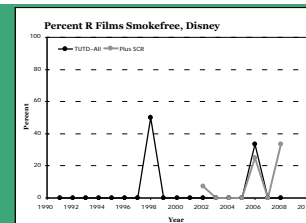
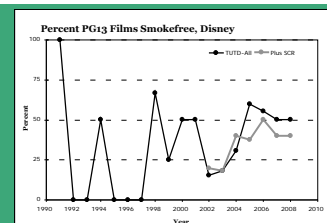
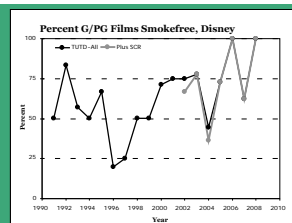
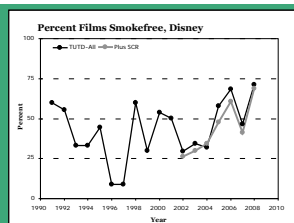
### Tobacco Impressions



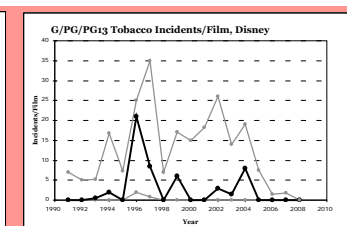
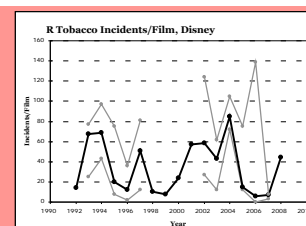
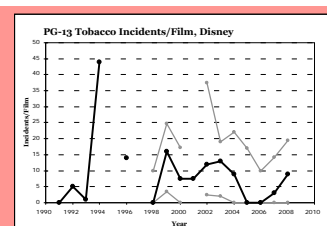
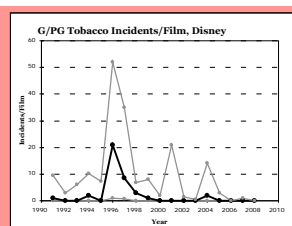
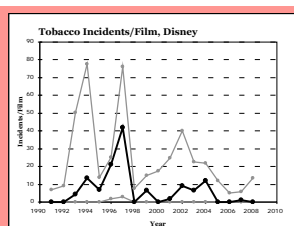
### Smokefree Films



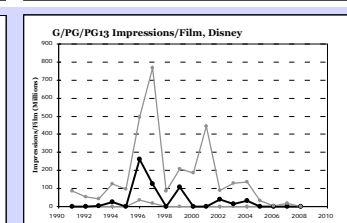
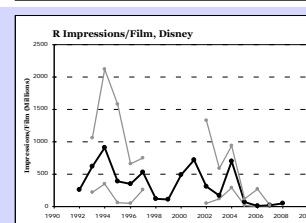
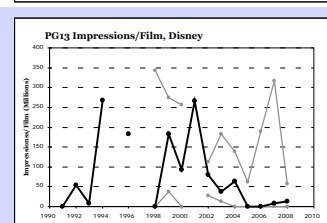
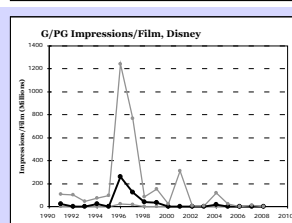
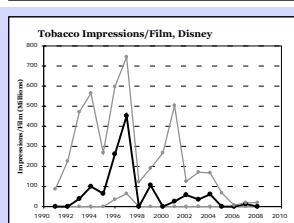
### Percent Films Smokefree



### Incidents/Film



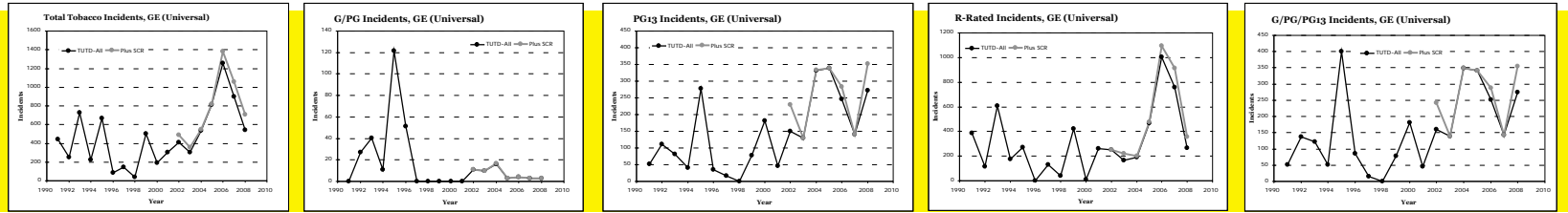
### Impressions/Film



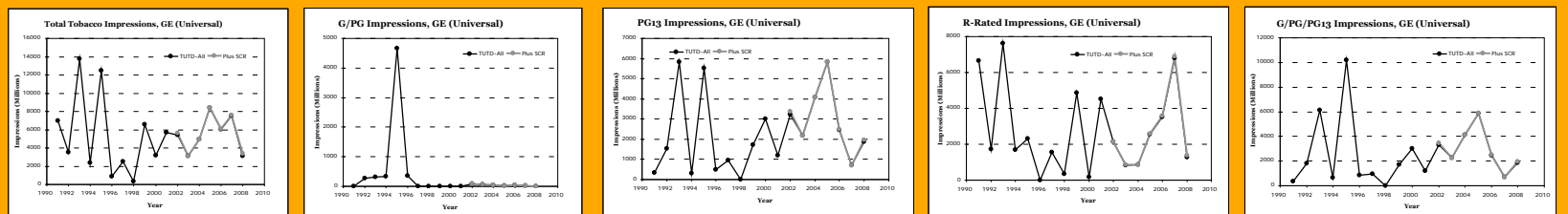
# APPENDIX B | 3

## Charts, General Electric

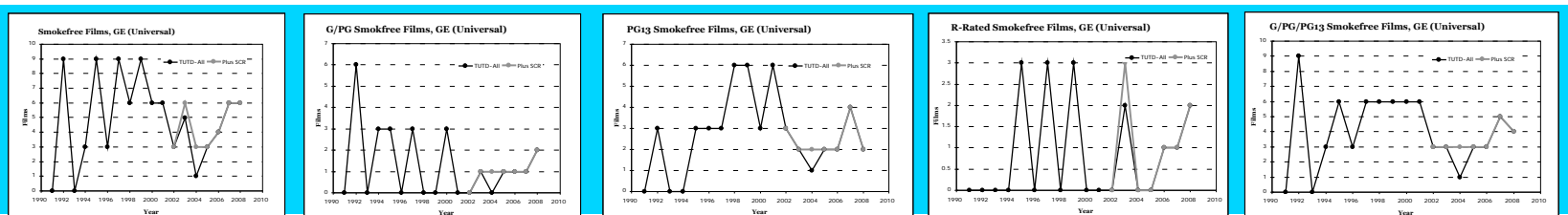
### Tobacco Incidents



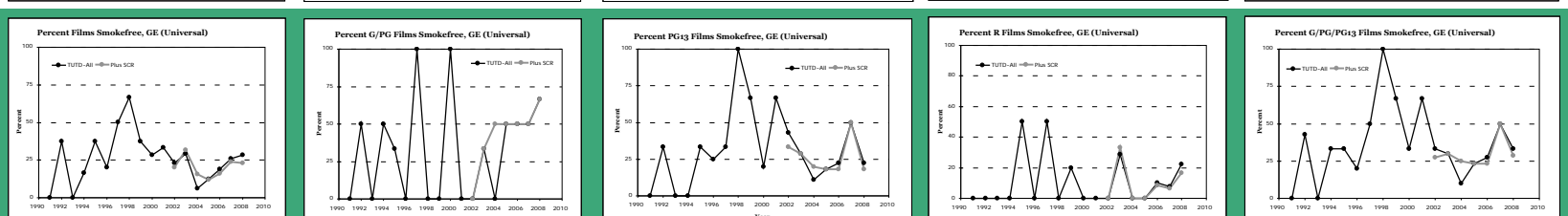
### Tobacco Impressions



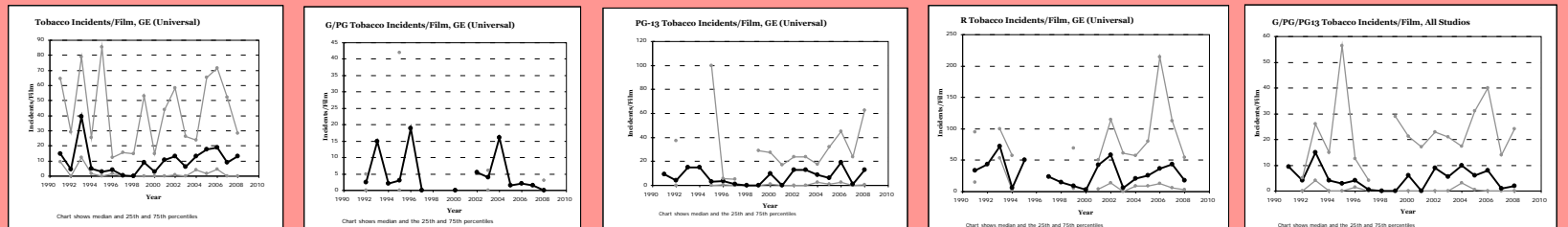
### Smokefree Films



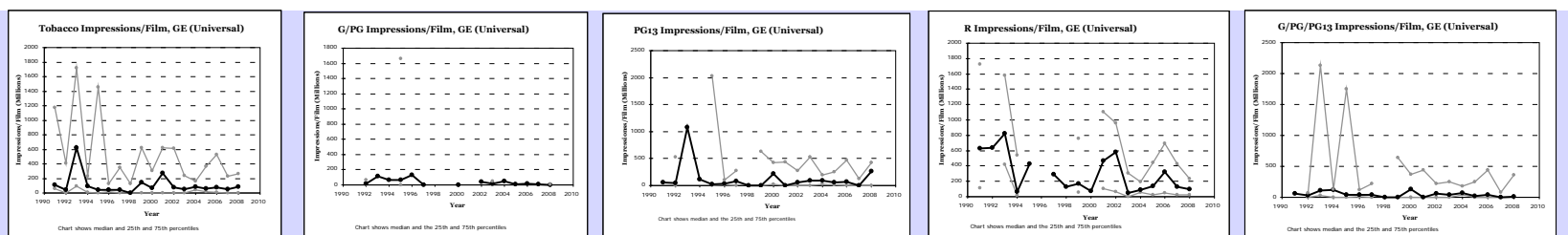
### Percent Films Smokefree



### Incidents/Film

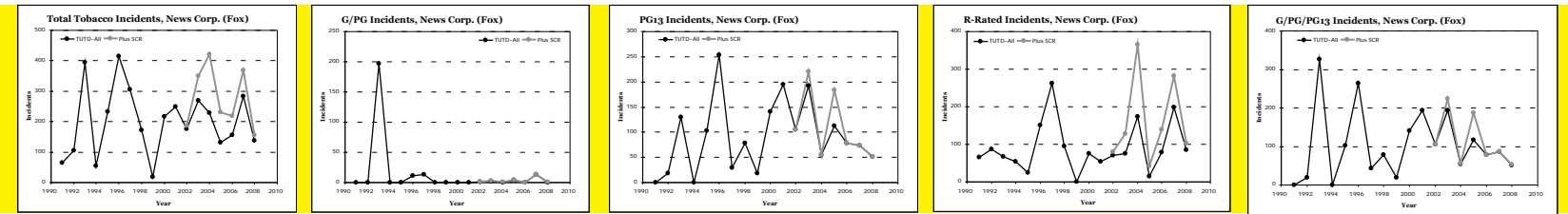


### Impressions/Film

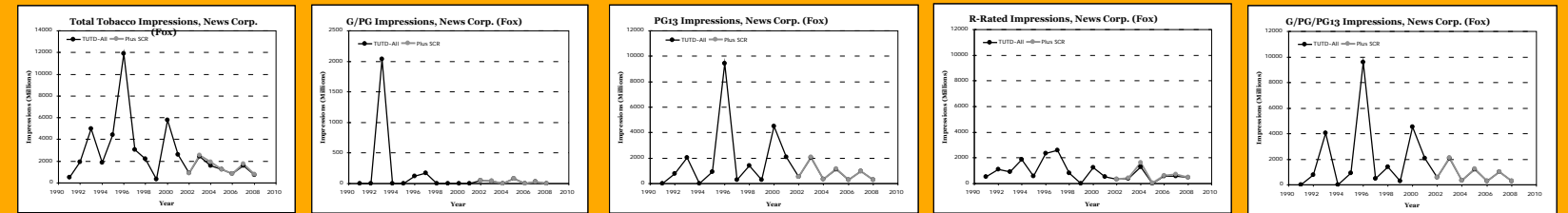


# APPENDIX B | 4 Charts, News Corp.

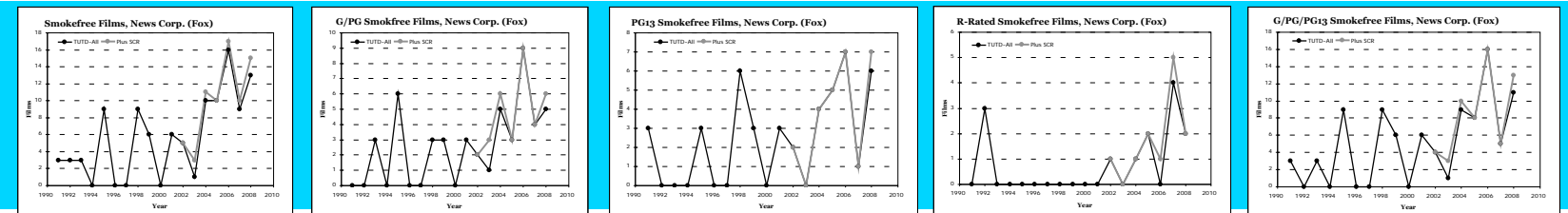
## Tobacco Incidents



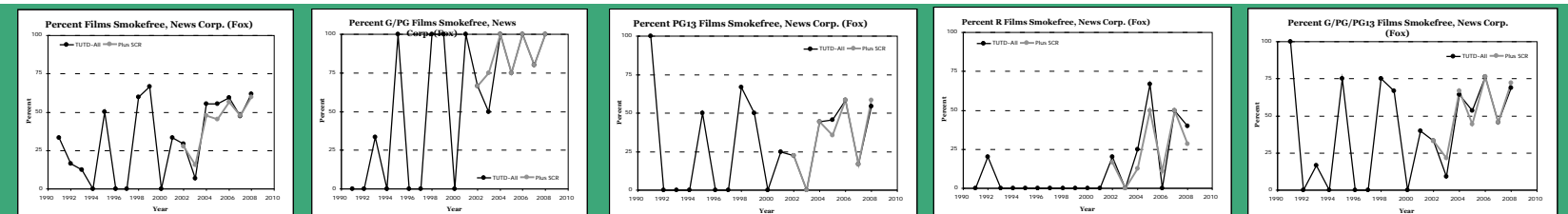
## Tobacco Impressions



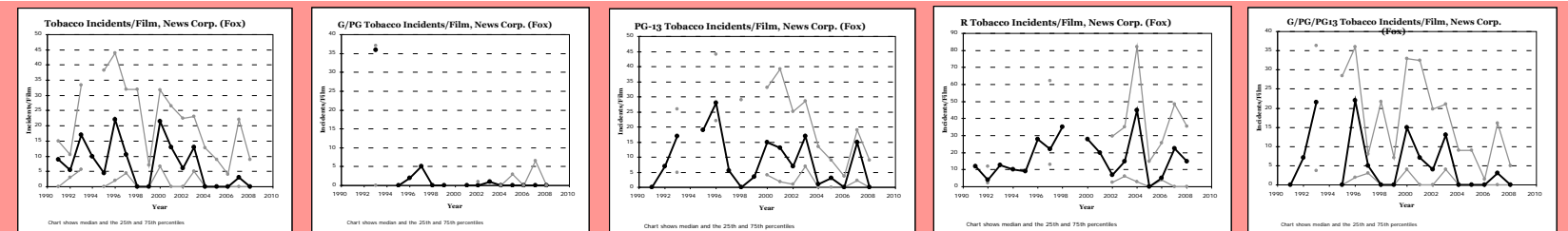
## Smokefree Films



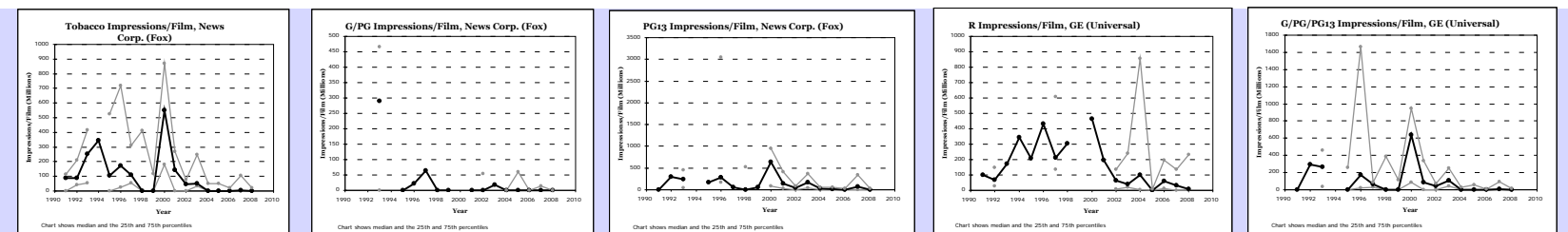
## Percent Films Smokefree



## Incidents/Film

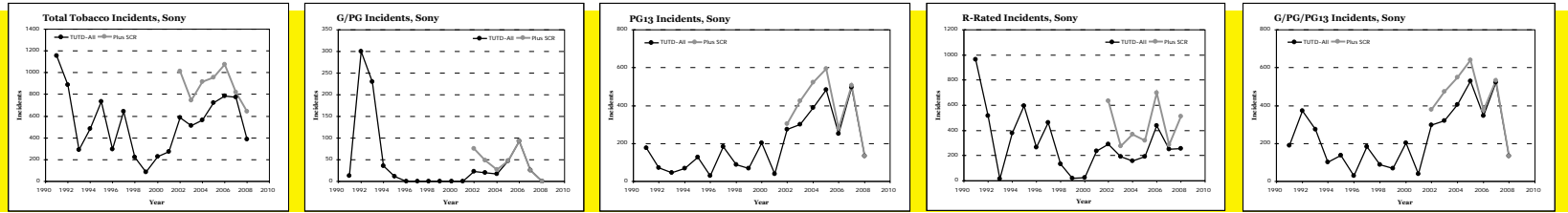


## Impressions/Film

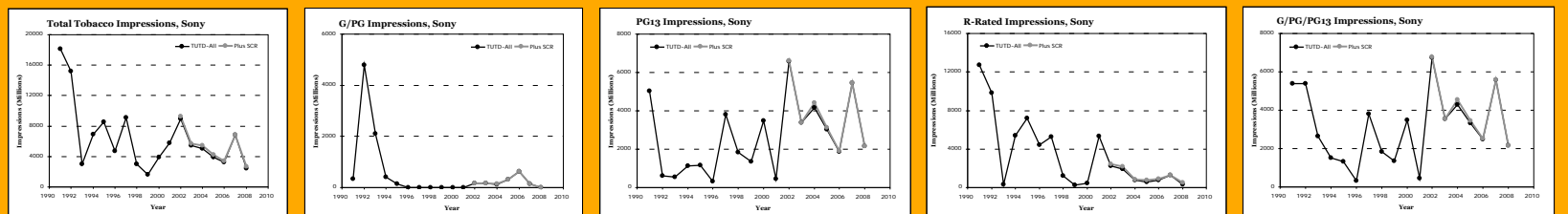


# APPENDIX B | 5 Charts, Sony

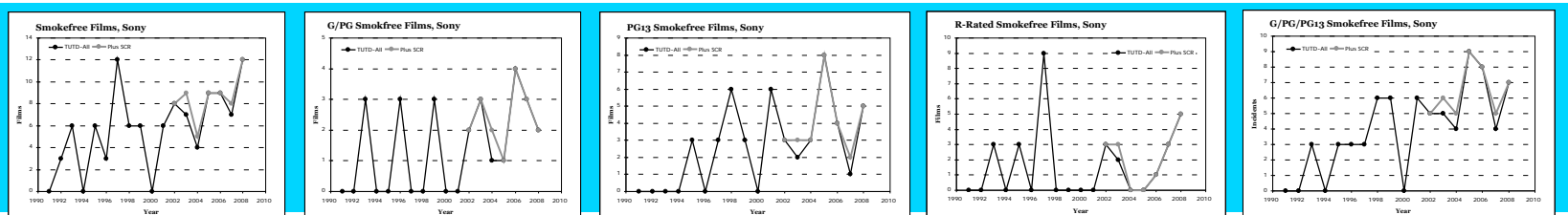
## Tobacco Incidents



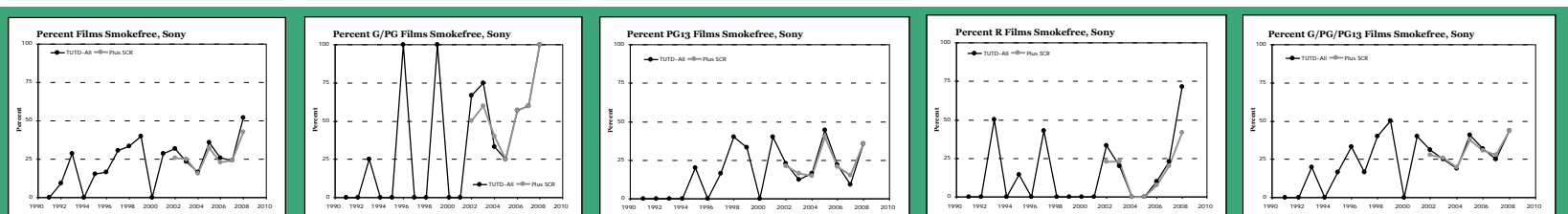
## Tobacco Impressions



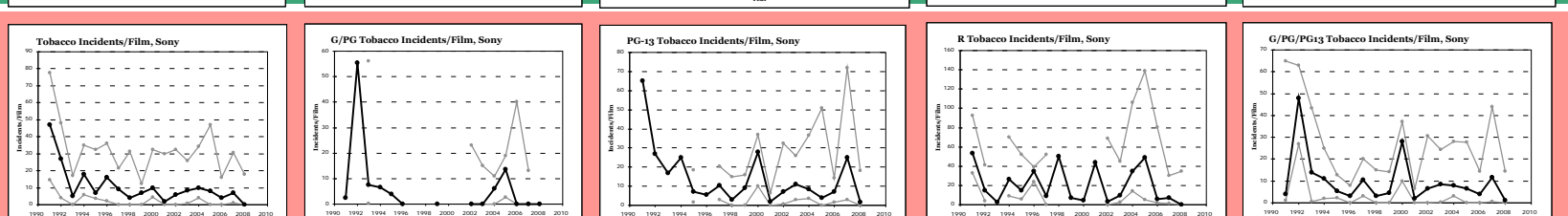
## Smokefree Films



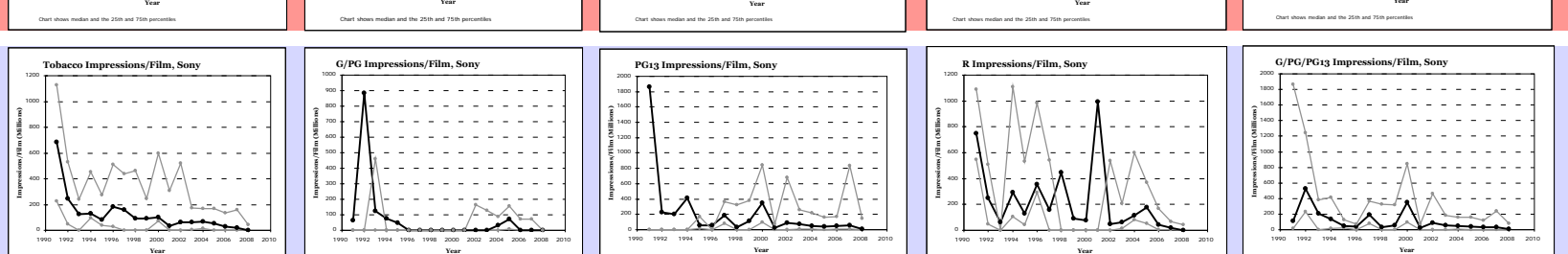
## Percent Films Smokefree



## Incidents/Film

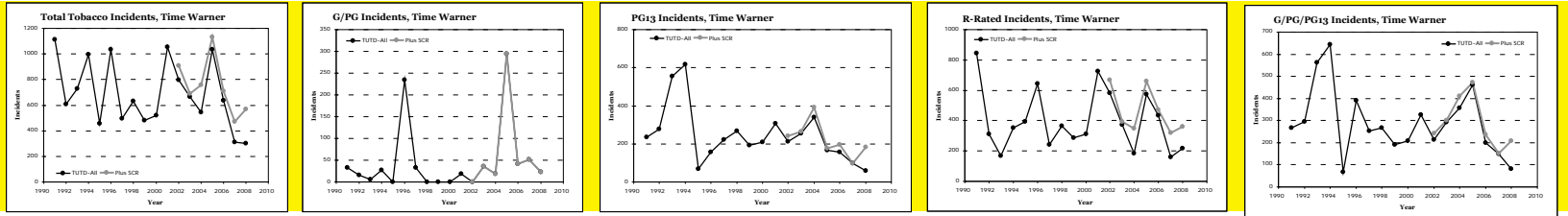


## Impressions/Film

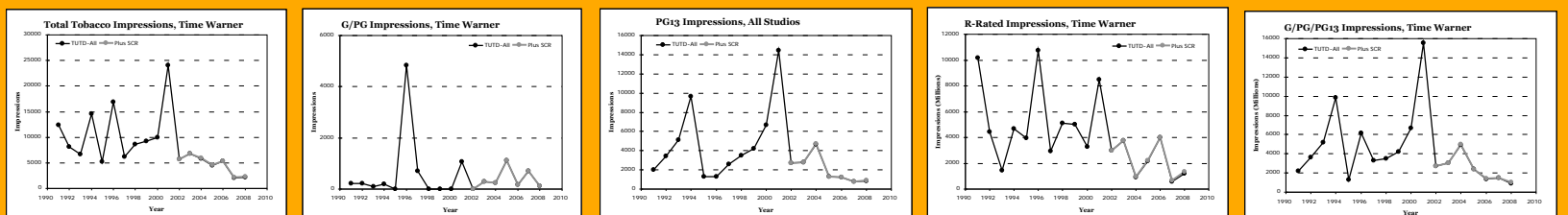


# APPENDIX B | 6 Charts, Time Warner

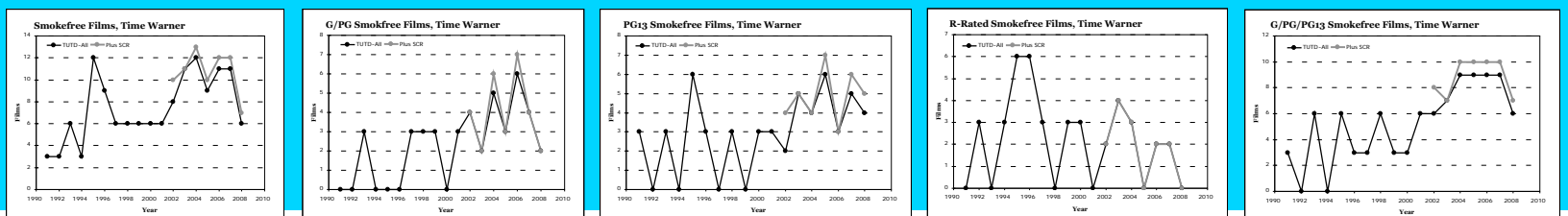
## Tobacco Incidents



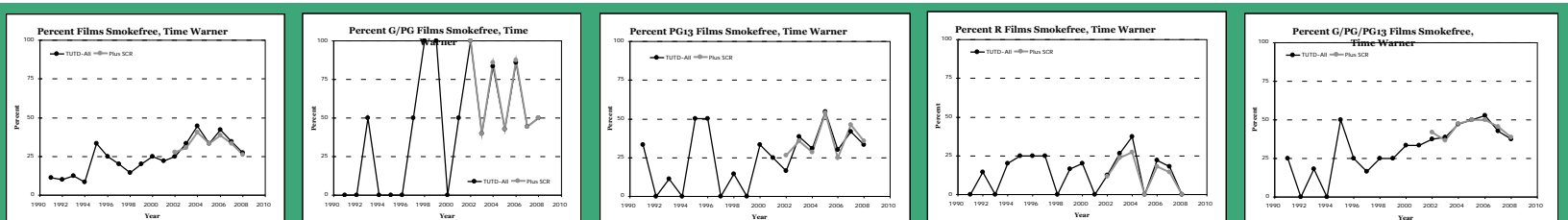
## Tobacco Impressions



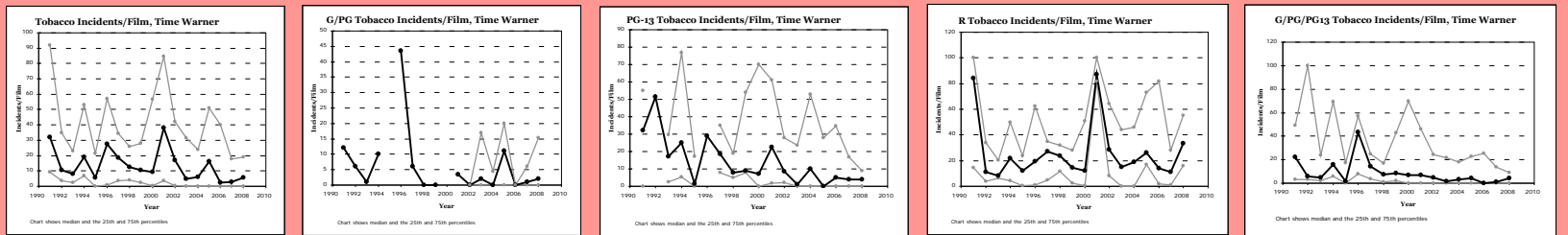
## Smokefree Films



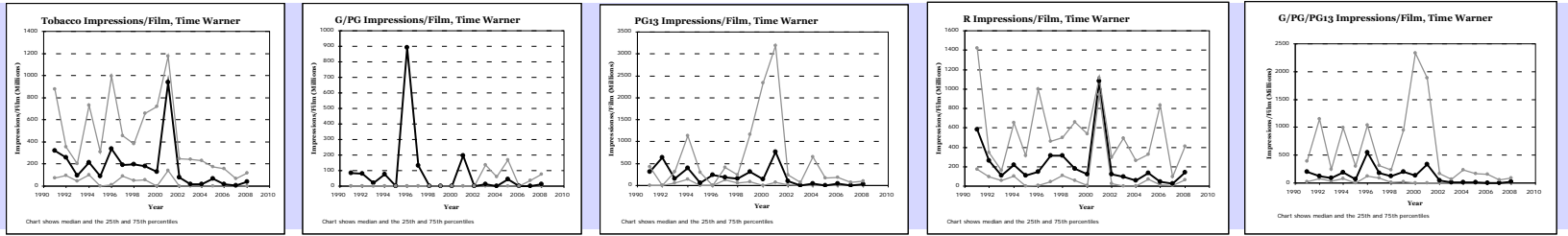
## Percent Films Smokefree



## Incidents/Film

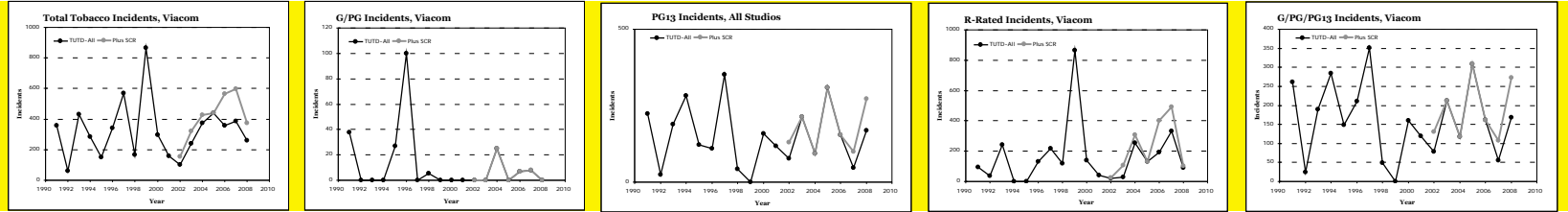


## Impressions/Film

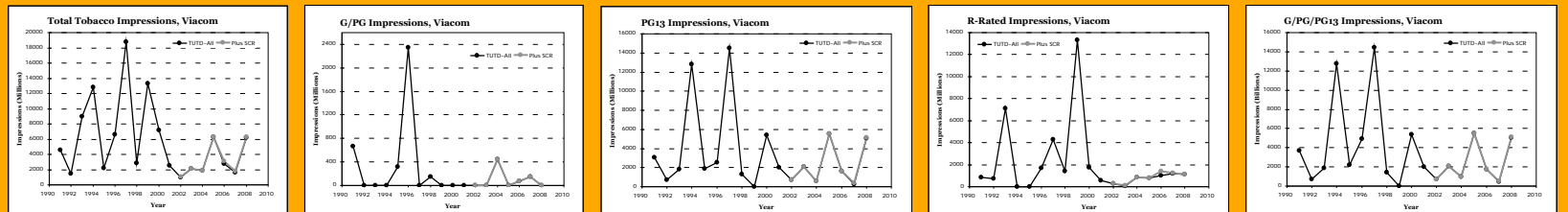


# APPENDIX B | 7 Charts, Viacom

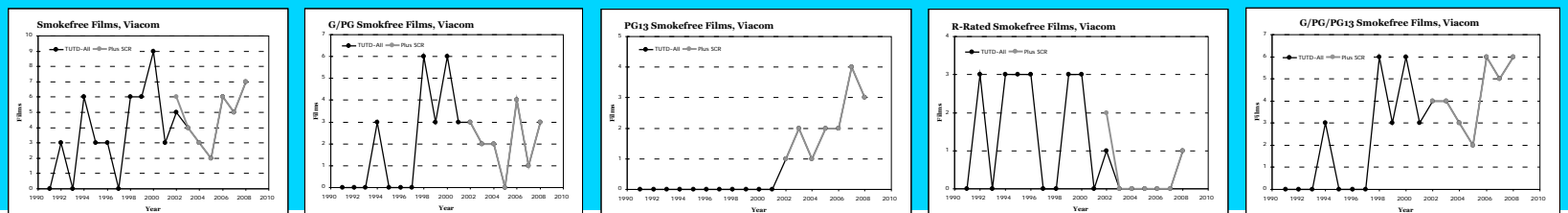
## Tobacco Incidents



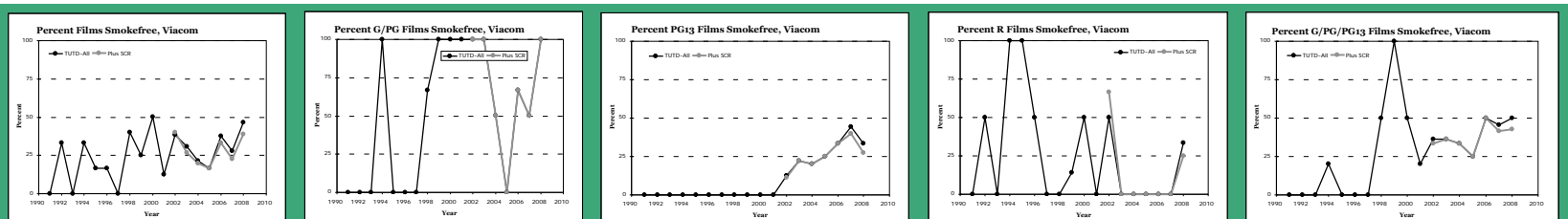
## Tobacco Impressions



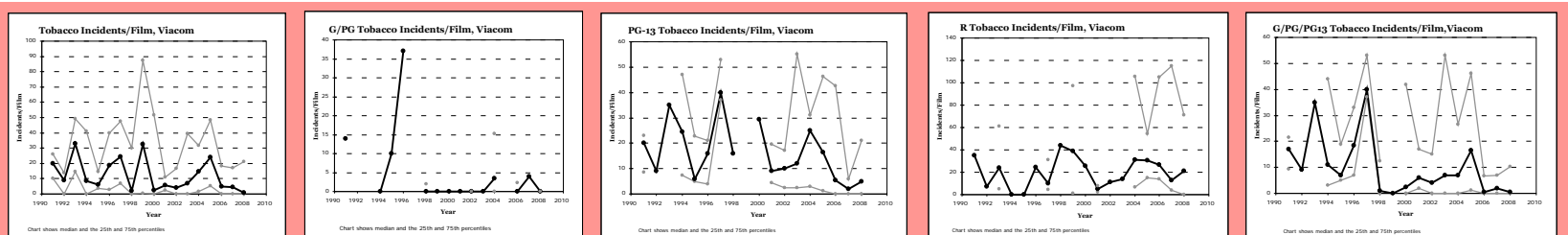
## Smokefree Films



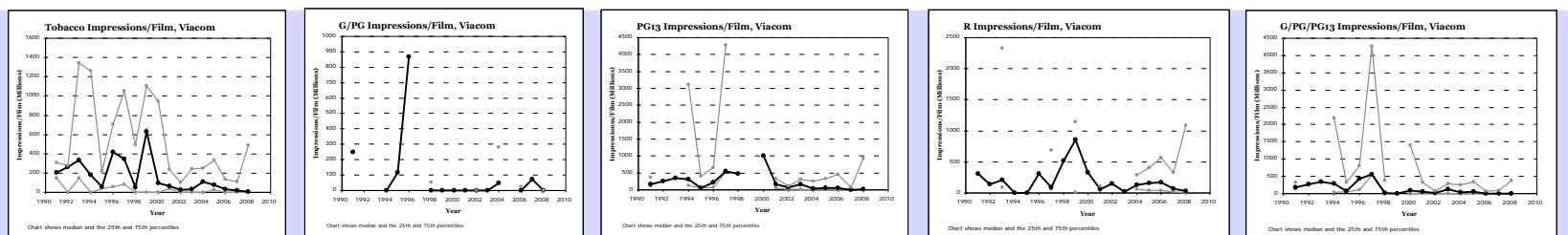
## Percent Films Smokefree



## Incidents/Film



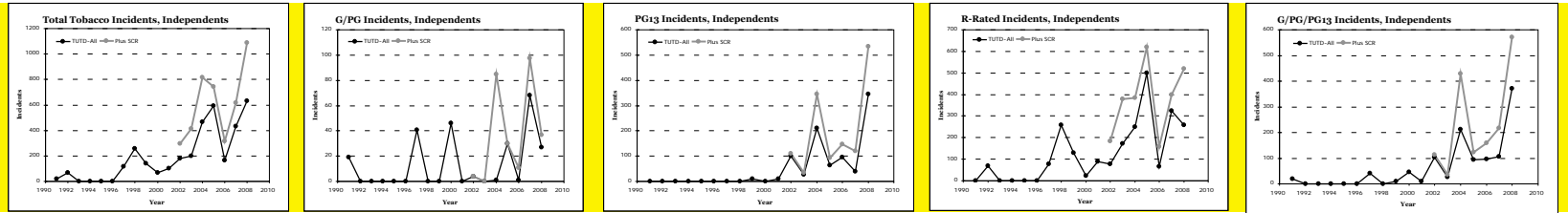
## Impressions/Film



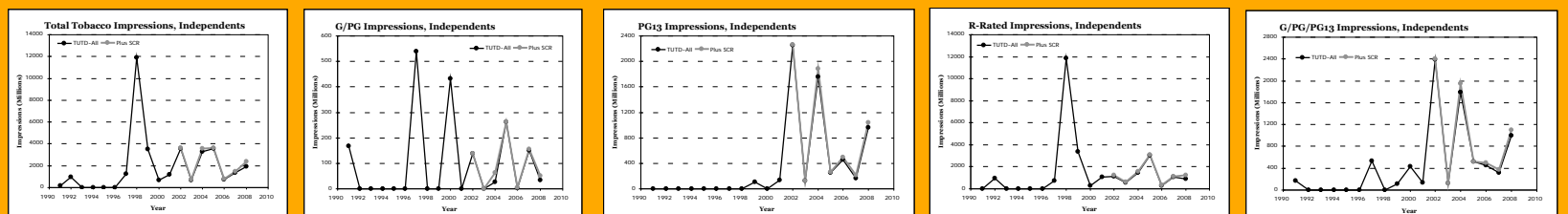


# APPENDIX B | 8 Charts, Independents

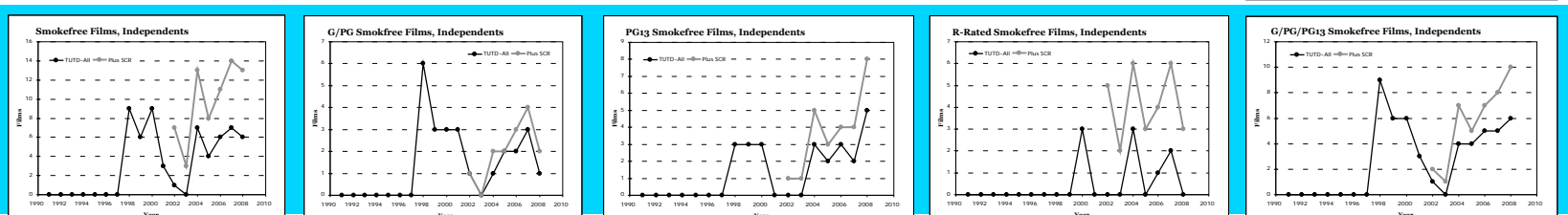
## Tobacco Incidents



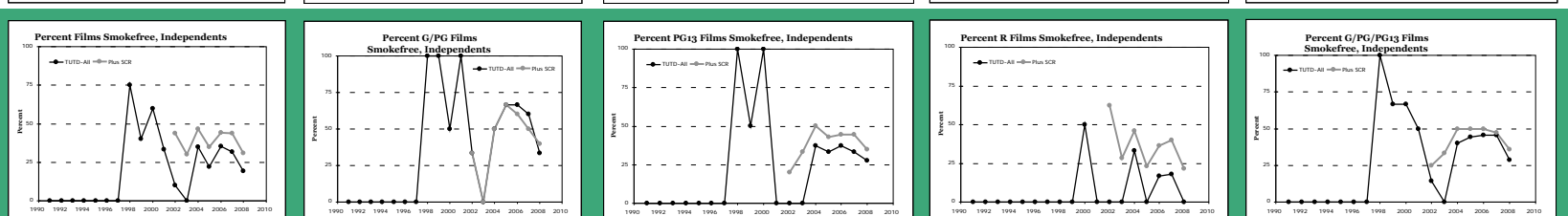
## Tobacco Impressions



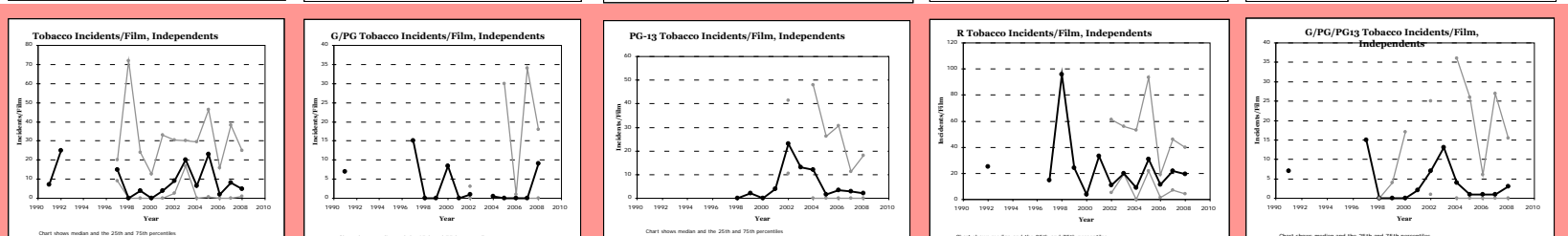
## Smokefree Films



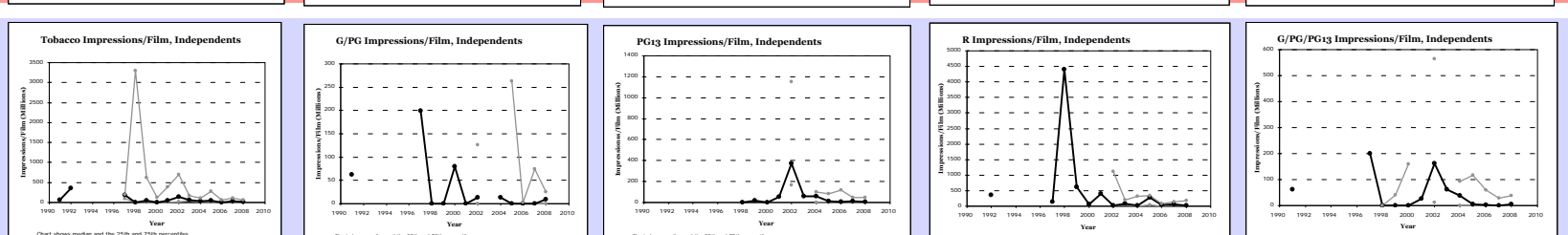
## Percent Films Smokefree



## 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: 33% (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  
Boy in the Striped Pajamas, The (2008) PG-13  
Brideshed Revisited (2008) PG-13  
Chronicles of Narnia: Prince Caspian, The (2008) PG  
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  
Diving Bell and the Butterfly, The (2007) PG-13  
Enchanted (2007) PG  
Game Plan, The (2007) PG  
Invisible, The (2007) PG-13  
Meet the Robinsons (2007) G  
National Treasure: Book of Secrets (PG) PG

Nightmare Before Christmas in 3-D, The (2007) PG  
Pirates of the Caribbean: At Worlds End (2007) PG-13  
Ratatouille (2007) G  
Underdog (2007) PG  
Wild Hogs (2007) PG-13

Gone Baby Gone (2007) R  
Lookout, The (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  
Goal! (2006) PG-13  
The Guardian (2006) PG-13  
Invincible (2006) PG  
Keeping Up with the Steins (2006) PG-13  
Kinky Boots (2006) PG-13  
Pirates of the Caribbean 2 (2006) PG-13  
The Prestige (2006) PG-13 (with Time Warner)  
Santa Clause 3 (2006) G  
The Shaggy Dog (2006) PG  
Stay Alive (2006) PG-13  
Step Up (2006) PG-13  
Stick It (2006) PG-13

Apocalypto (2006) R  
Casanova (2006) R  
Matador, The (2006) R  
The Night Listener (2006) R

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  
An Unfinished Life (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  
Hitchhiker's Guide to the Galaxy (2005) PG  
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

Alamo (2004) PG-13  
Around the World in 80 Days (2004) PG  
Bride & Prejudice (2004) PG-13  
Confessions of a Teenage Drama Queen (2004) PG  
Cursed (2004) PG-13  
Ella Enchanted (2004) PG  
Finding Neverland (2004) PG  
Hidalgo (2004) PG-13  
Jersey Girl (2004) PG-13  
King Arthur (2004) PG-13  
Ladder 49 (2004) PG-13  
Miracle (2004) PG  
Mr. 3000 (2004) PG-13  
My Baby's Daddy (2004) PG-13  
National Treasure (2004) PG  
Raising Helen (2004) PG-13  
Shall We Dance (2004) PG-13  
Teacher's Pet (2004) PG  
The Aviator (2004) PG-13 (with Time Warner)  
The Princess Diaries 2 (2004) G  
The Village (2004) PG-13  
Young Black Stallion (2004) G

Cold Mountain (2004) R  
Kill Bill: Vol. 2 (2004) R  
Life Aquatic (2004) R  
The Ladykillers (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  
My Boss's Daughter (2003) PG-13  
Pirates of the Caribbean (2003) PG-13  
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  
Veronic Guerin (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  
Chicago (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  
Moonlight Mile (2002) PG-13  
Reign of Fire (2002) PG-13  
Rookie (2002) G  
Santa Claus 2 (2002) G  
Signs (2002) PG-13  
Snow Dogs (2002) PG  
Spy Kids 2 (2002) PG  
Sweet Home Alabama (2002) PG-13  
Tadpole (2002) PG-13  
The Hours (2002) PG-13 (with Viacom)  
They (2002) PG-13  
Tuck Everlasting (2002) PG-13

25th Hour (2002) R  
40 Days and 40 Nights (2002) R  
Below (2002) R  
Birthday Girl (2002) R  
Confessions of a Dangerous Mind (2002) R  
Equilibrium (2002) R  
Frida (2002) R  
Full Frontal (2002) R  
Gangs of New York (2002) R  
Halloween: Resurrection (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

Serendipity (2001) PG-13  
Spy Kids (2001) PG  
Texas Rangers (2001) PG-13  
The Others (2001) PG-13  
The Princess Diaries (2001) G

Blow Dry (2001) R  
Captain Corelli's Mandolin (2001) R (with Universal)  
Enigma (2001) R  
In the Bedroom (2001) R  
Jay and Silent Bob Strike Back (2001) R  
Mulholland Dr. (2001) R (with Universal)  
O (2001) R  
Piñero (2001) R  
Scary Movie 2 (2001) R  
The Royal Tenenbaums (2001) R  
The Shipping News (2001) R (with Sony)

YEAR: 2000

SMOKING OVERALL: 85% (22 of 26)  
SMOKING YOUTH-RATED: 88% (14 of 16)  
SMOKING R-RATED: 80% (8 of 10)  
OF SMOKING MOVIES, 64% WERE YOUTH-RATED

102 Dalmatians (2000) G  
All the Pretty Horses (2000) PG-13 (with Sony)  
Bounce (2000) PG-13  
Boys and Girls (2000) PG-13  
Chocolat (2000) PG-13  
Coyote Ugly (2000) PG-13  
Crew (2000) PG-13  
Down to You (2000) PG-13  
Gone in Sixty Seconds (2000) PG-13  
Keeping the Faith (2000) PG-13  
Kid (2000) PG  
Mission to Mars (2000) PG  
O Brother, Where Art Thou? (2000) PG-13 (with Universal)  
Remember the Titans (2000) PG  
Shanghai Noon (2000) PG-13  
Unbreakable (2000) PG-13

Dracula 2000 (2000) R  
Duets (2000) R  
Hamlet (2000) R  
High Fidelity (2000) R  
Highlander: Endgame (2000) R  
Play It to the Bone (2000) R  
Reindeer Games (2000) R  
Scary Movie (2000) R  
Scream 3 (2000) R  
The Yards (2000) R

YEAR: 1999

SMOKING OVERALL: 88% (29 of 33)  
SMOKING YOUTH-RATED: 82% (14 of 17)  
SMOKING R-RATED: 94% (15 of 16)  
OF SMOKING MOVIES, 48% WERE YOUTH RATED

10 Things I Hate About You (1999) PG-13  
A Civil Action (1999) PG-13 (with Viacom)  
An Ideal Husband (1999) PG-13  
Bicentennial Man (1999) PG (with Sony)  
Cider House Rules (1999) PG-13  
Happy, Texas (1999) PG-13  
Inspector Gadget (1999) PG

Mighty Joe Young (1999) PG  
Music of the Heart (1999) PG  
My Favorite Martian (1999) PG  
My Life So Far (1999) PG-13  
Other Sister (1999) PG-13  
Runaway Bride (1999) PG (with Viacom)  
She's All That (1999) PG-13  
Sixth Sense (1999) PG-13  
Straight Story (1999) G  
Teaching Mrs. Tingle (1999) PG-13

A Walk on the Moon (1999) R  
Bringing Out the Dead (1999) R (with Viacom)  
Deuce Bigelow (1999) R  
Guinevere (1999) R  
Holy Smoke (1999) R  
In Too Deep (1999) R  
Instinct (1999) R  
Mumford (1999) R  
Mystery, Alaska (1999) R  
Outside Providence (1999) R  
Playing by Heart (1999) R  
Summer of Sam (1999) R  
The 13th Warrior (1999) R  
The Cradle Will Rock (1999) R  
The Insider (1999) R  
The Talented Mr. Ripley (1999) R (with Viacom)

## GENERAL ELECTRIC

(NBC Universal)

Survey includes: All live-action, English-language, US-produced theatrical features grossing at least \$500,000 produced and/or distributed by General Electric subsidiaries (includes USA Films). Grouped by year, by PG/PG-13 or R rating, alphabetically within groups. Movies with tobacco imagery are boldface.

UNIVERSAL'S 10-YEAR RECORD, 1999-2008

- MOVIES PRODUCED AND/OR DISTRIBUTED: 203
  - YOUTH-RATED (G/PG/PG-13): 108 (53%)
- MOVIES WITH SMOKING: 160 (79%)
  - R-RATED WITH SMOKING: 91% (86 of 95)
  - YOUTH-RATED WITH SMOKING: 69% (74 of 108)
    - PG-13 WITH SMOKING: 73% (66 of 91)
    - PG WITH SMOKING: 50% (7 of 14)
    - G WITH SMOKING: 33% (1 of 3)
- OF UNIVERSAL'S SMOKING MOVIES, 46% WERE YOUTH-RATED

YEAR: 2008

SMOKING OVERALL: 73% (19 OF 26)  
SMOKING YOUTH-RATED: 64% (9 of 14)  
SMOKING R-RATED: 83% (10 OF 12)  
OF SMOKING MOVIES, 47% WERE YOUTH-RATED

Baby Mama (2008) PG-13  
Definitely, Maybe (2008) PG-13  
Express, The (2008) PG  
Flash of Genius (2008) PG-13  
Hellboy II: The Golden Army (2008) PG-13

Incredible Hulk, The (2008) PG-13  
Leatherheads (2008) PG-13  
Mamma Mia! (2008) PG-13  
Miss Pettigrew (2008) PG-13  
Mummy: Tomb...Emperor, The (2008) PG-13  
Other Boleyn Girl, The (2008) PG-13  
Pirates Who Don't Do Anything, The (2008) G  
Tale of Despereaux, The (2008) G  
Welcome Home Roscoe Jenkins (2008) PG-13

Burn After Reading (2008) R  
Changeling (2008) R  
Death Race (2008) R  
Doomsday (2008) R  
Forgetting Sarah Marshall (2008) R  
Frost/Nixon (2008) R  
Hamlet 2 (2008) R  
In Bruges (2008) R  
Milk (2008) R  
Role Models (2008) R  
Strangers, The (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

Balls of Fury (2007) PG-13  
Because I Said So (2007) PG-13  
Bourne Ultimatum, The (2007) PG-13  
Breach (2007) PG-13  
Elizabeth: The Golden Age (2007) PG-13  
Evan Almighty (2007) PG  
Evening (2007) PG-13  
I Now Pronounce You Chuck and Larry (2007) PG-13  
Mr. Bean's Holiday (2007) G  
Sydney White (2007) PG-13

Alpha Dog (2007) R  
American Gangster (2007) R  
Atonement (2007) R  
Charlie Wilson's War (2007) R  
Children of Men (2007) R  
Dead Silence (2007) R  
Eastern Promises (2007) R  
Georgia Rule (2007) R  
Hitcher, The (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: 75% (9 OF 12)  
SMOKING R-RATED: 92% (11 OF 12)  
OF SMOKING MOVIES, 45% WERE YOUTH-RATED

Accepted (2006) PG-13  
American Dreamz (2006) PG-13  
Break-Up, The (2006) PG-13

Catch a Fire (2006) PG-13  
Fast and the Furious 3 (2006) PG-13  
Fearless (2006) PG-13  
Man of the Year (2006) PG-13  
Nanny McPhee (2006) PG  
Return, The (2006) PG-13  
Scoop (2006) PG-13  
Something New (2006) PG-13  
You, Me and Dupree (2006) PG-13

United 93 (2006) R  
The Black Dahlia (2006) R  
Block Party (2006) R  
Brick (2006) R  
The Good Shepherd (2006) R  
Hollywoodland (2006) R  
Idlewild (2006) R  
Inside Man (2006) R  
Let's Go to Prison (2006) R  
Miami Vice (2006) R  
Slither (2006) R  
Waist Deep (2006) R

YEAR: 2005

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  
Connie and Carla (2004) PG-13  
Meet the Fockers (2004) PG-13  
Bourne Supremacy (2004) PG-13

Chronicles of Riddick (2004) PG-13  
Friday Night Lights (2004) PG-13  
In Good Company (2004) PG-13  
Ray (2004) PG-13  
Van Helsing (2004) PG-13  
Vanity Fair (2004) PG-13

Bridget Jones: Edge of Reason (2004) R  
Dawn of the Dead (2004) R  
Door in the Floor (2004) R  
Eternal Sunshine of the Spotless Mind (2004) R  
Seed of Chucky (2004) R

YEAR: 2003

SMOKING OVERALL: 63% (12 OF 19)  
SMOKING YOUTH-RATED: 64% (7 OF 11)  
SMOKING R-RATED: 62% (5 OF 8)  
OF SMOKING MOVIES, 58% WERE YOUTH-RATED

2 Fast 2 Furious (2003) PG-13  
Bruce Almighty (2003) PG-13  
Cat in the Hat (2003) PG  
Honey (2003) PG-13  
How to Deal (2003) PG-13 (with Time Warner)  
Hulk (2003) PG-13  
Intolerable Cruelty (2003) PG-13  
Johnny English (2003) PG  
Master and Commander (2003) PG-13  
Rundown (2003) PG-13 (with Sony)  
Seabiscuit (2003) PG-13

21 Grams (2003) R  
American Wedding (2003) R  
Deliver Us from Eva (2003) R  
House of 1000 Corpses (2003) R  
Life of David Gale (2003) R  
Lost in Translation (2003) R  
Love Actually (2003) R  
Shape of Things (2003)

YEAR: 2002

SMOKING OVERALL: 80% (12 of 15)  
SMOKING YOUTH-RATED: 73% (8 of 11)  
SMOKING R-RATED: 100% (4 of 4)  
OF SMOKING MOVIES, 67% WERE YOUTH-RATED

A Beautiful Mind (2002) PG-13  
About a Boy (2002) PG-13  
Big Fat Liar (2002) PG-13  
Bourne Identity (2002) PG-13  
Blue Crush (2002) PG-13  
Dragonfly (2002) PG-13  
Emperor's Club (2002) PG-13  
Far From Heaven (2002) PG-13  
Possession (2002) PG-13 (with Time Warner)  
Truth About Charlie (2002) PG-13  
Undercover Brother (2002) PG-13

8 Mile (2002) R  
Empire (2002) R  
The Pianist (2002) R  
Red Dragon (2002) R (with MGM)

YEAR: 2001

SMOKING OVERALL: 82% (14 of 17)  
SMOKING YOUTH-RATED: 50% (3 of 6)  
SMOKING R-RATED: 100% (11 of 11)  
OF SMOKING MOVIES, 21% WERE YOUTH-RATED

Head Over Heels (2001) PG-13  
Fast and Furious (2001) PG-13  
Josie and the Pussycats (2001) PG-13  
Jurassic Park 3 (2001) PG-13  
K-Pax (2001) PG-13  
Mummy Returns (2001) PG-13

American Pie 2 (2001) R  
Captain Corelli's Mandolin (2001) R (with Disney)  
Caveman's Valentine (2001) R  
Gosford Park (2001) R  
Hannibal (2001) R (with MGM)  
How High (2001) R  
Man Who Wasn't There (2001) R  
Mulholland Dr. (2001) R (with Disney)  
One Night at McCool's (2001) R  
Spy Game (2001) R  
Traffic (2001) R

YEAR: 2000

SMOKING OVERALL: 81% (17 of 21)  
SMOKING YOUTH-RATED: 75% (9 of 12)  
SMOKING R-RATED: 89% (8 of 9)  
OF SMOKING MOVIES, 53% WERE YOUTH-RATED

Adventures of Rocky & Bullwinkle (2000) PG  
Bring It On (2000) PG-13  
Family Man (2000) PG-13  
Flintstones in Viva Rock Vegas (2000) PG  
How the Grinch Stole Christmas (2000) PG  
Meet the Parents (2000) PG-13 (with DreamWorks)  
Nutty Professor 2 (2000) PG-13  
O Brother, Where Art Thou? (2000) PG-13 (with Disney)  
Screwed (2000) PG-13  
Skulls (2000) PG-13  
U-571 (2000) PG-13  
Where the Money Is (2000) PG-13

Angela's Ashes (2000) R (with Viacom)  
Erin Brockovich (2000) R (with Sony)  
Gladiator (2000) R (with DreamWorks)  
Isn't She Great (2000) R  
Joe Gould's Secret (2000) R  
Nurse Betty (2000) R  
Man on the Moon (2000) R  
Pitch Black (2000) R  
Watcher (2000) R

YEAR: 1999

SMOKING OVERALL: 88% (14 of 16)  
SMOKING YOUTH-RATED: 88% (7 of 8)  
SMOKING R-RATED: 88% (7 of 8)  
OF SMOKING MOVIES, 50% WERE YOUTH RATED

Bowfinger (1999) PG-13  
Dudley Do-Right (1999) PG  
Edtv (1999) PG-13  
For the Love of the Game (1999) PG-13

Mummy (1999) PG-13  
Notting Hill (1999) PG-13  
October Sky (1999) PG  
Snow Falling on Cedars (1999) PG-13

American Pie (1999) R  
Being John Malkovich (1999) R  
Bone Collector (1999) R (with Sony)  
End of Days (1999) R  
Hurricane (1999) R  
Life (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

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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

27 Dresses (2008) PG-13  
Australia (2008) PG-13  
Babylon A.D. (2008) PG-13  
City of Ember (2008) PG  
Day the Earth Stood Still, The (2008) PG-13  
Horton Hears a Who (2008) G  
Jumper (2008) PG-13  
Marley and Me (2008) PG  
Max Payne (2008) PG-13  
Meet Dave (2008) PG  
Meet the Spartans (2008) PG-13  
Nim's Island (2008) PG  
Rocker, The (2008) PG-13  
Secret Life of Bees, The (2008) PG-13  
Shutter (2008) PG-13  
Space Chimps (2008) G  
What Happens in Vegas (2008) PG-13  
X Files: I Want to Believe, The (2008) PG-13

Choke (2008) R  
Deception (2008) R  
Happening, The (2008) R  
Mirrors (2008) R  
Slumdog Millionaire (2008) R  
Street Kings (2008) R  
Wrestler, The (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  
Comebacks, The (2007) PG-13  
Epic Movie (2007) PG-13  
Fantastic Four: Rise of the Silver Surfer (2007) PG  
Firehouse Dog (2007) PG  
Juno (2007) PG-13  
Live Free or Die Hard (2007) PG-13  
Mr. Magorium's Wonder Emporium (2007) G  
Seeker: The Dark Is Rising, The (2007) PG  
Simpsons Movie, The (2007) PG-13  
Waitress (2007) PG-13

28 Weeks Later (2007) R  
AVPR: Alien vs Predator – Requiem (2007) R  
Darjeeling Limited, The (2007) R  
Death Sentence (2007) R  
Hills Have Eyes II, The (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  
John Tucker Must Die (2006) PG-13  
Just My Luck (2006) PG-13  
My Super Ex-Girlfriend (2006) PG-13  
Night at the Museum (2006) PG  
One Night with the King (2006) PG  
Phat Girlz (2006) PG-13  
The Sentinel (2006) PG-13  
Tristan and Isolde (2006) PG-13  
X-Men 3 (2006) PG-13

Grandma's Boy (2006) R  
Thank You for Smoking (2006) R  
Borat (2006) R  
Hills Have Eyes, The (2006) R

Last King of Scotland, The (2006) R  
Little Miss Sunshine (2006) R  
Omen, The (2006) R  
Trust the Man (2006) R  
Turistas (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  
Star Wars: Episode III (2005) PG-13  
Supercross (2005) PG-13  
The Family Stone (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

Alien vs. Predator (2004) PG-13  
Catch That Kid (2004) PG  
Cheaper by the Dozen (2004) PG  
Day After Tomorrow (2004) PG-13  
Dodgeball: A True Underdog Story (2004) PG-13  
Fat Albert (2004) PG  
First Daughter (2004) PG  
Flight of the Phoenix (2004) PG-13  
Garfield (2004) PG  
I, Robot (2004) PG-13  
Johnson Family Vacation (2004) PG-13  
Napoleon Dynamite (2004) PG (with Viacom)  
Paparazzi (2004) PG-13  
Stuck on You (2004) PG-13  
Taxi (2004) PG-13  
Welcome to Mooseport (2004) PG-13

Clearing (2004) R  
Club Dread (2004) R  
Garden State (2004) R  
Girl Next Door (2004) R  
I Heart Huckabees (2004) R  
Kinsey (2004) R  
Man on Fire (2004) R (with Viacom)  
Never Die Alone (2004) R  
Sideways (2004) R

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  
Down with Love (2003) PG-13  
From Justin to Kelly (2003) PG  
Just Married (2003) PG-13  
Le Divorce (2003) PG-13  
League of Ex. Gentlemen (2003) PG-13  
Runaway Jury (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

Antwone Fisher (2002) PG-13  
Brown Sugar (2002) PG-13  
Drumline (2002) PG-13  
High Crimes (2002) PG-13  
Kung Pow: Enter the Fist (2002) PG-13  
Minority Report (2002) PG-13  
Life or Something Like It (2002) PG-13  
Like Mike (2002) PG  
Solaris (2002) PG-13  
Star Wars: Episode 2 (2002) PG  
Swimfan (2002) PG-13  
Transporter (2002) PG-13

Banger Sisters (2002) R  
Good Girl (2002) R  
Kissing Jessica Stein (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



Planet of the Apes (2001) PG-13  
Shallow Hal (2001) PG-13  
Someone Like You (2001) PG-13

Broken Lizard's Super Troopers (2001) R  
Deep End (2001) R  
Don't Say a Word (2001) R  
Freddy Got Fingered (2001) R  
From Hell (2001) R  
Joy Ride (2001) R  
Kiss of the Dragon (2001) R  
Say It Isn't So (2001) R

YEAR: 2000

SMOKING OVERALL: 93% (13 of 14)  
SMOKING YOUTH-RATED: 88% (7 of 8)  
SMOKING R-RATED: 100% (6 of 6)  
OF SMOKING MOVIES, 50% WERE YOUTH-RATED

Bedazzled (2000) PG-13  
Big Momma's House (2000) PG-13  
Cast Away (2000) PG-13 (with DreamWorks)  
Dude, Where's My Car? (2000) PG-13  
Here on Earth (2000) PG-13  
What Lies Beneath (2000) PG-13 (with DreamWorks)  
Where the Heart Is (2000) PG-13  
X-Men (2000) PG-13

Beach (2000) R  
Me, Myself & Irene (2000) R  
Men of Honor (2000) R  
Quills (2000) R  
Titus (2000) R  
Woman on Top (2000) R

YEAR: 1999

SMOKING OVERALL: 74% (14 of 19)  
SMOKING YOUTH-RATED: 70% (7 of 10)  
SMOKING R-RATED: 78% (7 of 9)  
OF SMOKING MOVIES, 50% WERE YOUTH RATED

A Midsummer Night's Dream (1999) PG-13  
Anna and the King (1999) PG-13  
Anywhere But Here (1999) PG-13  
Brokedown Palace (1999) PG-13  
Drive Me Crazy (1999) PG-13  
Entrapment (1999) PG-13  
Never Been Kissed (1999) PG-13  
Simply Irresistible (1999) PG-13  
Star Wars: Episode 1 (1999) PG  
Wing Commander (1999) PG-13 (with Sony)

Boys Don't Cry (1999) R  
Fight Club (1999) R  
Lake Placid (1999) R  
Light It Up (1999) R  
Office Space (1999) R  
Pushing Tin (1999) R  
Revenous (1999) R  
Simpatico (1999) R  
Thin Red Line (1999) R

## 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

SMOKING OVERALL: 54% (15 of 28)  
SMOKING YOUTH-RATED: 50% (8 of 16)  
SMOKING R-RATED: 58% (7 of 12)  
OF SMOKING MOVIES, 53% WERE YOUTH-RATED

21 (2008) PG-13  
First Sunday (2008) PG-13  
Hancock (2008) PG-13  
House Bunny, The (2008) PG-13  
Igor (2008) PG  
Lakeview Terrace (2008) PG-13  
Longshots, The (2008) PG  
Made of Honor (2008) PG-13  
Nick and Norah's Infinite Playlist (2008) PG-13  
Prom Night (2008) PG-13  
Quantum of Solace (2008) PG-13  
Seven Pounds (2008) PG-13  
Superhero Movie (2008) PG-13  
Valkyrie (2008) PG-13  
Vantage Point (2008) PG-13  
You Don't Mess with the Zohan (2008) PG-13

88 Minutes (2008) R  
Cadillac Records (2008) R  
Charlie Bartlett (2008) R  
College (2008) R  
How to Lose Friends (2008) R  
Pineapple Express (2008) R  
Quarantine (2008) R  
Rachel Getting Married (2008) R  
Redbelt (2008) R  
Soul Men (2008) R  
Step Brothers (2008) R  
Untraceable (2008) R

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

1408 (2007 PG-13)  
Across the Universe (2007 PG-13)  
Are We Done Yet? (2007 PG)  
Catch and Release (2007 PG-13)  
Daddy Day Camp (2007 PG)  
Feel the Noise (2007 PG-13)  
Ghost Rider (2007 PG-13)  
Jane Austen Book Club, The (2007 PG-13)  
Lars and the Real Girl (2007 PG-13)  
Messengers, The (2007 PG)  
Premonition (2007 PG-13)  
Spider-Man 3 (2007 PG-13)  
Stomp the Yard (2007 PG-13)  
Surf's Up (2007 PG)  
This Christmas (2007 PG-13)  
Water Horse: Legend of the Deep, The (2007 PG)  
Who's Your Caddy (2007 PG-13)

30 Days of Night (2007) R  
Awake (2007) R  
Brothers Solomon, The (2007) R  
Feast of Love (2007) R  
I Know Who Killed Me (2007) R  
Lions for Lambs (2007) R  
Mist, The (2007) R  
Mr. Brooks (2007) R  
Perfect Stranger (2007) R  
Reign Over Me (2007) R  
Resident Evil: Extinction (2007) R  
Superbad (2007) R  
Vacancy (2007) R  
Walk Hard: The Dewey Cox Story (2007) R  
We Own the Night (2007) R

YEAR: 2006

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  
Benchwarmers (2006) PG-13  
Casino Royale (2006) PG-13  
Click (2006) PG-13  
The Covenant (2006) PG-13  
Crossover (2006) PG-13  
The Da Vinci Code (2006) PG-13  
Flyboys (2006) PG-13  
Gridiron Gang (2006) PG-13  
Grudge 2, The (2006) PG-13  
Holiday, The (2006) PG-13  
Little Man (2006) PG-13  
Marie Antoinette (2006) PG-13  
Material Girls (2006) PG  
The Pink Panther (2006) PG  
Pursuit of Happyness (2006) PG-13  
R.V. (2006) PG  
Rocky Balboa (2006) PG  
School for Scoundrels (2006) PG-13 (with The Weinstein Company)  
Stranger Than Fiction (2006) PG-13  
Talladega Nights (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  
Bobby (2006) R (with The Weinstein Company)  
Freedomland (2006) R  
Friends with Money (2006) R  
Harsh Times (2006) R  
Lucky Number Slevin (2006) R  
Running with Scissors (2006) R  
Silent Hill (2006) R  
Three Burials, The (2006) R  
Underworld: Evolution (2006) R  
Van Wilder 2 (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 Cave (2005) PG-13  
D.E.B.S. (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  
Guess Who (2005) PG-13  
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

13 Going on 30 (2004) PG-13  
50 First Dates (2004) PG-13  
Agent Cody Banks 2 (2004) PG  
Anacondas 2 (2004) PG-13  
Barbershop 2 (2004) PG-13  
Breakin' All the Rules (2004) PG-13  
Christmas with the Kranks (2004) PG  
Company (2004) PG-13  
De-Lovely (2004) PG-13

Forgotten (2004) PG-13  
Grudge (2004) PG-13  
Hellboy (2004) PG-13  
Little Black Book (2004) PG-13  
Peter Pan (2004) PG (with General Electric: Universal)  
Saved! (2004) PG-13  
Secret Window (2004) PG-13  
Sleepover (2004) PG  
Something's Gotta Give (2004) PG-13 (with Time Warner)  
Spanglish (2004) PG-13  
Spider-Man 2 (2004) PG-13  
SuperBabies: Baby Geniuses 2 (2004) PG  
Walking Tall (2004) PG-13  
White Chicks (2004) PG-13  
Wicker Park (2004) PG-13  
You Got Served (2004) PG-13

Being Julia (2004) R  
Closer (2004) R  
Coffee and Cigarettes (2004) R  
Merchant of Venice (2004) R  
Soul Plane (2004) R  
Statement (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

A Guy Thing (2003) PG-13  
Agent Cody Banks (2003) PG  
Anger Management (2003) PG-13  
Big Fish (2003) PG-13  
Bulletproof Monk (2003) PG-13  
Charlie's Angels 2 (2003) PG-13  
Daddy Day Care (2003) PG (with News Corp.)  
Darkness Falls (2003) PG-13  
Good Boy! (2003) PG  
Hollywood Homicide (2003) PG-13  
It Runs in the Family (2003) PG-13 (with Disney)  
Legally Blonde 2 (2003) PG-13  
Masked and Anonymous (2003) PG-13  
Medallion (2003) PG-13  
Mona Lisa Smile (2003) PG-13  
National Security (2003) PG-13  
Nicholas Nickleby (2003) PG  
Out of Time (2003) PG-13  
Pieces of April (2003) PG-13  
Radio (2003) PG-13  
Rundown (2003) PG-13 (with Universal)  
S.W.A.T. (2003) PG-13  
Something's Gotta Give (2003) PG-13  
Uptown Girls (2003) PG-13

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  
Jeepers Creepers 2 (2003) R  
Laurel Canyon (2003) R  
Missing (2003) R

Once Upon a Time in Mexico (2003) R (with Disney)  
Owning Mahowny (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

Barbershop (2002) PG-13  
Crocodile Hunter (2002) PG  
Die Another Day (2002) PG-13  
Enough (2002) PG-13  
Evelyn (2002) PG  
I Spy (2002) PG-13  
Half Past Dead (2002) PG-13  
Maid in Manhattan (2002) PG-13  
Master of Disguise (2002) PG  
Men in Black 2 (2002) PG-13  
Mr. Deeds (2002) PG-13 (with Time Warner)  
Mothman Prophecies (2002) PG-13  
New Guy (2002) PG-13  
Rollerball (2002) PG-13  
Spider-Man (2002) PG-13  
Stealing Harvard (2002) PG-13  
Sunshine State (2002) PG-13  
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  
Punch-Drunk Love (2002) R (with Time Warner)  
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

Saving Silverman (2001) PG-13  
Wedding Planner (2001) PG-13  
What's the Worst That Could Happen? (2001) PG-13

13 Ghosts (2001) R (with Time Warner)  
Ali (2001) R  
Baby Boy (2001) R  
Brother (2001) R  
Formula 51 (2001) R  
Forsaken (2001) R  
Ghosts of Mars (2001) R  
Hannibal (2001) R (with Universal)  
Jeepers Creepers (2001) R  
Not Another Teen Movie (2001) R  
Original Sin (2001) R  
Shipping News (2001) R (with Disney)  
Tailor of Panama (2001) R  
Thirteen Conversations... (2001) R  
Tomcats (2001) R  
Two Can Play That Game (2001) R

YEAR: 2000

SMOKING OVERALL: 93% (28 of 30)  
SMOKING YOUTH-RATED: 88% (15 of 17)  
SMOKING R-RATED: 100% (13 of 13)  
OF SMOKING MOVIES, 54% WERE YOUTH-RATED

6th Day (2000) PG-13  
28 Days (2000) PG-13  
All the Pretty Horses (2000) PG-13 (with Disney)  
Autumn in New York (2000) PG-13  
Center Stage (2000) PG-13  
Charlie's Angels (2000) PG-13  
Crouching Tiger, Hidden Dragon (2000) PG-13  
Drowning Mona (2000) PG-13  
Finding Forrester (2000) PG-13  
Hanging Up (2000) PG-13  
House of Mirth (2000) PG  
I Dreamed of Africa (2000) PG-13  
Loser (2000) PG-13  
Return to Me (2000) PG  
Supernova (2000) PG-13  
Vertical Limit (2000) PG-13  
Whatever It Takes (2000) PG-13

3 Strikes (2000) R  
Bossa Nova (2000) R  
Broken Hearts Club (2000) R  
Erin Brockovich (2000) R (with Universal)  
Ghost World (2000) R  
Groove (2000) R  
Hollow Man (2000) R  
Patriot (2000) R  
Pollock (2000) R  
Snatch (2000) R  
Tao of Steve (2000) R  
Urban Legends: Final Cut (2000) R  
What Planet Are You From (2000) R

YEAR: 1999

SMOKING OVERALL: 81% (29 of 36)  
SMOKING YOUTH-RATED: 80% (12 of 15)  
SMOKING R-RATED: 81% (17 of 21)  
OF SMOKING MOVIES, 41% WERE YOUTH RATED

At First Sight (1999) PG-13  
Baby Geniuses (1999) PG  
Bats (1999) PG-13  
Bicentennial Man (1999) PG (with Disney)  
Big Daddy (1999) PG-13  
Blue Streak (1999) PG-13  
Crazy in Alabama (1999) PG-13  
Deep End of the Ocean (1999) PG-13  
Dick (1999) PG-13  
Jakob the Liar (1999) PG-13  
Muppets from Space (1999) G  
Sweet and Lowdown (1999) PG-13  
Wing Commander (1999) PG-13 (with News Corp.)  
Winslow Boy (1999) G  
World Is Not Enough (1999) PG-13

SMM (1999) R  
Arlington Road (1999) R  
Bone Collector (1999) R (with Universal)  
Cruel Intentions (1999) R  
End of the Affair (1999) R  
Flawless (1999) R  
Girl, Interrupted (1999) R  
Gloria (1999) R  
Go (1999) R  
Idle Hands (1999) R  
Jawbreaker (1999) R  
Limbo (1999) R  
Mod Squad (1999) R  
Rage: Carrie 2 (1999) R  
Random Hearts (1999) R  
Stigmata (1999) R  
Third Miracle (1999) R  
Thirteenth Floor (1999) R  
Thomas Crown Affair (1999) R  
Twin Falls Idaho (1999) R  
Universal Soldier: Return (1999) R

## 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  
Bucket List, The (2008) PG-13  
Dark Knight, The (2008) PG-13  
Fool's Gold (2008) PG-13  
Four Christmases (2008) PG-13  
Get Smart (2008) PG-13  
Journey to the Center of the Earth (2008) PG  
Kit Kittredge: An American Girl (2008) G  
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  
Sisterhood of the Traveling Pants 2, The (2008) PG-13  
Speed Racer (2008) PG  
Star Wars: The Clone Wars (2008) PG  
Women, The (2008) PG-13  
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  
Vince Vaughn's Wild West (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, 54% WERE YOUTH-RATED

Amazing Grace (2007) PG  
Astronaut Farmer, The (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

August Rush (2007) PG-13  
Code Name: The Cleaner (2007) PG-13  
Golden Compass, The (2007) PG-13  
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  
License to Wed (2007) PG-13  
Lucky You (2007) PG-13  
Mr. Woodcock (2007) PG-13  
Music and Lyrics (2007) PG-13  
Ocean's Thirteen (2007) PG-13  
P.S. I Love You (2007) PG-13  
Rush Hour 3 (2007) PG-13

300 (2007) R  
Assassination of Jesse James by the Coward Robert Ford, The (2007) R  
Brave One, The (2007) R  
Fracture (2007) R  
In the Valley of Elah (2007) R  
Invasion, The (2007) R  
Love in the Time of Cholera (2007) R  
Michael Clayton (2007) R  
Number 23, The (2007) R  
Pan's Labyrinth (2007) R  
Reaping, The (2007) R  
Rendition (2007) R  
Rocket Science (2007) R  
Shoot 'em Up (2007) R

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

16 Blocks (2006) PG-13  
ATL (2006) PG-13  
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  
Lady in the Water (2006) PG-13  
The Lake House (2006) PG  
The Nativity Story (2006) PG  
Painted Veil, The (2006) PG-13  
Poseidon (2006) PG-13  
The Prestige (2006) PG-13 (with Disney)  
Superman Returns (2006) PG-13  
Take the Lead (2006) PG-13  
Unaccompanied Minors (2006) PG  
We Are Marshall (2006) PG  
The Wicker Man (2006) PG-13

Beerfest (2006) R  
Blood Diamond (2006) R  
The Departed (2006) R  
Final Destination 3 (2006) R  
Flags of Our Fathers (2006) R  
The Good German (2006) R  
Notorious Bettie Page (2006) R  
Running Scared (2006) R  
A Scanner Darkly (2006) R  
Snakes on a Plane (2006) R  
Tenacious D. (2006) R  
Texas Chainsaw: Beginning (2006) R  
V for Vendetta (2006) R

Little Children (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  
 Harry Potter and the Goblet (2005) PG-13  
 Just Friends (2005) PG-13  
 KIng's Ransom (2005) PG-13  
 Million Dollar Baby (2005) PG-13  
 Miss Congeniality 2 (2005) PG-13  
 Monster-in-Law (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  
 A History of Violence (2005) R  
 Constantine (2005) R  
 Domino (2005) R  
 House of Wax (2005) R  
 Kiss Kiss Bang Bang (2005) R  
 North Country (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  
 Catwoman (2004) PG-13  
 Cellular (2004) PG-13  
 Chasing Liberty (2004) PG-13  
 Cinderella Story (2004) PG  
 Clifford's Really Big Movie (2004) G  
 Harry Potter: Azbakan (2004) PG  
 Love Don't Cost a Thing (2004) PG-13  
 New York Minute (2004) PG  
 The Notebook (2004) PG-13  
 Ocean's Twelve (2004) PG-13  
 Raise Your Voice (2004) PG  
 Something's Gotta Give (2004) PG-13 (with Sony)  
 Starsky & Hutch (2004) PG-13 (with Disney)  
 Torque (2004) PG-13  
 Whole Ten Yards (2004) PG-13

Alexander (2004) R  
 Before Sunset (2004) R  
 Birth (2004) R  
 Blade III (2004) R  
 Butterfly Effect (2004) R  
 Exorcist: The Beginning (2004) R  
 Harold & Kumar Go to White Castle (2004) R  
 Spartan (2004) R  
 Taking Lives (2004) R  
 Troy (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  
 Gods and Generals (2003) PG-13  
 Grind (2003) PG-13  
 How to Deal (2003) PG-13 (with Universal)  
 In-Laws (2003) PG-13  
 Looney Tunes Back in Action (2003) PG  
 Love Don't Cost a Thing (2003) PG-13  
 Kangaroo Jack (2003) PG  
 Malibu's Most Wanted (2003) PG-13  
 Matchstick Men (2003) PG-13  
 Mighty Wind (2003) PG-13  
 Secondhand Lions (2003) PG  
 What a Girl Wants (2003) PG  
 Willard (2003) PG-13

American Splendor (2003) R  
 Cradle 2 the Grave (2003) R  
 Dreamcatcher (2003) R  
 Elephant (2003) R  
 Final Destination 2 (2003) R  
 Freddy vs. Jason (2003) R  
 Gothika (2003) R (with Sony)  
 Last Samurai (2003) R  
 Man Apart (2003) R  
 Matrix Reloaded (2003) R  
 Matrix Revolutions (2003) R  
 Mystic River (2003) R  
 Terminator 3 (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  
 Adventures of Pluto Nash (2002) PG-13  
 Austin Powers Goldmember (2002) PG-13  
 Divine Secrets of Ya-Ya (2002) PG-13  
 Eight-Legged Freaks (2002) PG-13  
 Emperor's Club (2002) PG-13  
 Harry Potter and Chamber (2002) PG-13  
 John Q (2002) PG-13  
 Juwanna Mann (2002) PG-13  
 Lord of the Rings 2 (2002) PG-13  
 Mr. Deeds (2002) PG-13 (with Sony)  
 My Big Fat Greek Wedding (2002) PG  
 Possession (2002) PG-13 (with Universal)  
 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)  
 Two Weeks Notice (2002) PG-13  
 White Oleander (2002) PG-13

About Schmidt (2002) R  
 All About the Benjamins (2002) R  
 Analyze That (2002) R  
 Ballistic (2002) R

Blade II (2002) R  
Blood Work (2002) R  
City by the Sea (2002) R  
Collateral Damage (2002) R  
Death to Smoochy (2002) R  
Fear Dot Com (2002) R  
Femme Fatale (2002) R  
Friday After Next (2002) R  
Ghost Ship (2002) R  
Insomnia (2002) R  
Knockaround Guys (2002) R  
Murder by Numbers (2002) R  
Punch-Drunk Love (2002) R (with Sony)  
Queen of the Damned (2002) R  
Salton Sea (2002) R

YEAR: 2001

SMOKING OVERALL: 77% (27 of 35)  
SMOKING YOUTH-RATED: 67% (10 of 15)  
SMOKING R-RATED: 85% (17 of 20)  
OF SMOKING MOVIES, 37% WERE YOUTH-RATED

AI: Artificial Intelligence (2001) PG-13 (with DreamWorks)  
American Outlaws (2001) PG-13  
Cats & Dogs (2001) PG  
Driven (2001) PG-13  
Harry Potter and Sorcerer's (2001) PG  
Hearts in Atlantis (2001) PG-13  
I Am Sam (2001) PG-13  
Lord of the Rings (2001) PG-13  
Majestic (2001) PG  
Ocean's Eleven (2001) PG-13  
Rush Hour 2 (2001) PG-13  
See Spot Run (2001) PG  
Sugar & Spice (2001) PG-13  
Summer Catch (2001) PG-13  
Sweet November (2001) PG-13

13 Ghosts (2001) R (with Sony)  
15 Minutes (2001) R  
3000 Miles to Graceland (2001) R  
Angel Eyes (2001) R  
Anniversary Party (2001) R  
Blow (2001) R  
Bones (2001) R  
Exit Wounds (2001) R  
Hedwig and the Angry Inch (2001) R  
Heist (2001) R  
Human Nature (2001) R  
Jason X (2001) R  
Life as a House (2001) R  
Pledge (2001) R  
Rock Star (2001) R  
Storytelling (2001) R  
Swordfish (2001) R  
Town & Country (2001) R  
Training Day (2001) R  
Valentine (2001) R

YEAR: 2000

SMOKING OVERALL: 72% (26 of 36)  
SMOKING YOUTH-RATED: 61% (11 of 18)  
SMOKING R-RATED: 83% (15 of 18)  
OF SMOKING MOVIES, 42% WERE YOUTH-RATED

Battlefield Earth (2000) PG-13  
Best in Show (2000) PG-13  
Dungeons & Dragons (2000) PG-13  
Frequency (2000) PG-13  
In Crowd (2000) PG-13  
Little Nicky (2000) PG-13  
Little Vampire (2000) PG  
Love & Basketball (2000) PG-13  
Miss Congeniality (2000) PG-13  
My Dog Skip (2000) PG  
Pay It Forward (2000) PG-13  
Perfect Storm (2000) PG-13  
Price of Glory (2000) PG-13  
Ready to Rumble (2000) PG-13  
Red Planet (2000) PG-13  
Replacements (2000) PG-13  
Space Cowboys (2000) PG-13  
Thirteen Days (2000) PG-13

Art of War (2000) R  
Bait (2000) R  
Bamboozled (2000) R  
Before Night Falls (2000) R  
Boiler Room (2000) R  
Cell (2000) R  
Dancer in the Dark (2000) R  
Final Destination (2000) R  
Get Carter (2000) R  
Gossip (2000) R  
Lost Souls (2000) R  
Next Friday (2000) R  
Proof of Life (2000) R  
Romeo Must Die (2000) R  
Saving Grace (2000) R  
State and Main (2000) R  
Turn It Up (2000) R  
Whole Nine Yards (2000) R

YEAR: 1999

SMOKING OVERALL: 90% (27 of 30)  
SMOKING YOUTH-RATED: 92% (11 of 12)  
SMOKING R-RATED: 89% (16 of 18)  
OF SMOKING MOVIES, 41% WERE YOUTH RATED

A Dog of Flanders (1999) PG  
Austin Powers Spy Who (1999) PG-13  
Bachelor (1999) PG-13  
Blast from the Past (1999) PG-13  
Drop Dead Gorgeous (1999) PG-13  
Lost & Found (1999) PG-13  
Message in a Bottle (1999) PG-13  
Mickey Blue Eyes (1999) PG-13  
Shiloh 2 (1999) PG  
Three to Tango (1999) PG-13  
Tumbleweeds (1999) PG-13  
Wild Wild West (1999) PG-13

Analyze This (1999) R  
Any Given Sunday (1999) R  
Astronaut's Wife (1999) R  
Chill Factor (1999) R  
Corruptor (1999) R  
Deep Blue Sea (1999) R  
Detroit Rock City (1999) R  
Eyes Wide Shut (1999) R  
Goodbye Lover (1999) R

Green Mile (1999) R  
House on Haunted Hill (1999) R  
Liberty Heights (1999) R  
Magnolia (1999) R  
Matrix (1999) R  
Story of Us (1999) R  
Three Kings (1999) R  
Trick (1999) R  
True Crime (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

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### 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  
Madagascar: Escape 2 Africa (2008) PG  
Spiderwick Chronicles, The (2008) PG  
Cloverfield (2008) PG-13  
Eagle Eye (2008) PG-13  
Curious Case of Benjamin Button, The (2008) PG-13  
Drillbit Taylor (2008) PG-13  
Duchess, The (2008) PG-13  
Ghost Town (2008) PG-13  
Indiana Jones and...Chrystal Skull (2008) PG-13  
Iron Man (2008) PG-13  
Love Guru, The (2008) PG-13  
Shine a Light (2008) PG-13  
Son of Rambow (2008) PG-13

Ruins, The (2008) R  
Stop-Loss (2008) R  
Tropic Thunder (2008) R  
Defiance (2008) R  
Strange Wilderness (2008) 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  
Blades of Glory (2007) PG-13  
Disturbia (2007) PG-13  
Freedom Writers (2007) PG-13  
Hot Rod (2007) PG-13  
Kite Runner, The (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  
Heartbreak Kid, The (2007) R  
Into the Wild (2007) R  
Margot at the Wedding (2007) R  
Mighty Heart, A (2007) R  
Shooter (2007) R  
Sweeney Todd: The Demon Barber of Fleet Street (2007) R  
Things We Lost in the Fire (2007) R  
Zodiac (2007) R

### 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

Dreamgirls (2006) PG-13  
Failure to Launch (2006) PG-13  
Last Holiday (2006) PG-13  
Mission: Impossible III (2006) PG-13  
Nacho Libre (2006) PG  
She's the Man (2006) PG-13  
World Trade Center (2006) PG-13

Ask the Dust (2006) R  
Babel (2006) R  
Jackass 2 (2006) R  
Last Kiss, The (2006) R  
Match Point (2006) R

### YEAR: 2005

SMOKING OVERALL: 86% (12 of 14)  
SMOKING YOUTH-RATED: 78% (7 of 9)  
SMOKING R-RATED: 100% (5 of 5)  
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 Honeyymooners (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)



Brokeback Mountain (2005) R (with GE)  
Four Brothers (2005) R  
Get Rich or Die Tryin' (2005) R  
Hustle & Flow (2005) R  
The Weatherman (2005) R

YEAR: 2004

SMOKING OVERALL: 67% (12 of 18)  
SMOKING YOUTH-RATED: 50% (5 of 10)  
SMOKING R-RATED: 88% (7 of 8)  
OF SMOKING MOVIES, 42% WERE YOUTH-RATED

Against the Ropes (2004) PG-13  
Lemony Snicket (2004) PG (with DreamWorks)  
Mean Girls (2004) PG-13  
Napoleon Dynamite (2004) PG (with News Corp.)  
Paycheck (2004) PG-13 (with DreamWorks)  
Perfect Score (2004) PG-13  
Sky Captain and the World of Tomorrow (2004) PG  
Stepford Wives (2004) PG-13 (with DreamWorks)  
The Prince and Me (2004) PG (with Lions Gate)  
Without a Paddle (2004) PG-13

Alfie (2004) R  
Collateral (2004) R (with DreamWorks)  
Man on Fire (2004) R (with News Corp.)  
Mean Creek (2004) R  
Suspect Zero (2004) R  
Team America: World Police (2004) R  
The Manchurian Candidate (2004) R  
Twisted (2004) R

YEAR: 2003

SMOKING OVERALL: 82% (9 of 11)  
SMOKING YOUTH-RATED: 75% (6 of 8)  
SMOKING R-RATED: 100% (3 of 3)  
OF SMOKING MOVIES, 67% WERE YOUTH-RATED

Core (2003) PG-13  
Dickie Roberts (2003) PG-13  
Fighting Temptations (2003) PG-13  
How to Lose a Guy in 10 Days (2003) PG-13  
Lara Croft: Cradle of Life (2003) PG-13  
School of Rock (2003) PG-13  
The Italian Job (2003) PG-13  
Timeline (2003) PG-13

Beyond Borders (2003) R  
Hunted (2003) R  
Marci X (2003) R

YEAR: 2002

SMOKING OVERALL: 62% (10 of 16)  
SMOKING YOUTH-RATED: 67% (7 of 11)  
SMOKING R-RATED: 60% (3 of 5)  
OF SMOKING MOVIES, 70% WERE YOUTH-RATED

Abandon (2002) PG-13  
Clockstoppers (2002) PG  
Crossroads (2002) PG-13  
Extreme Ops (2002) PG-13  
Four Feathers (2002) PG-13 (with Disney)  
K-19: The Widowmaker (2002) PG-13

Orange County (2002) PG-13  
Serving Sara (2002) PG-13  
Star Trek: Nemesis (2002) PG-13  
Sum of All Fears (2002) PG-13  
The Hours (2002) PG-13 (with Disney)

Changing Lanes (2002) R  
Iris (2002) R (with Disney)  
Jackass (2002) R  
Narc (2002) R  
We Were Soldiers (2002) R

YEAR: 2001

SMOKING OVERALL: 94% (15 of 16)  
SMOKING YOUTH-RATED: 100% (9 of 9)  
SMOKING R-RATED: 86% (6 of 7)  
OF SMOKING MOVIES, 60% WERE YOUTH-RATED

Crocodile Dundee in L.A. (2001) PG  
Domestic Disturbance (2001) PG-13  
Down to Earth (2001) PG-13  
Hard Ball (2001) PG-13  
Lara Croft: Tomb Raider (2001) PG-13  
Pootie Tang (2001) PG-13  
Rat Race (2001) PG-13  
Save the Last Dance (2001) PG-13  
Zoolander (2001) PG-13

Along Came a Spider (2001) R  
Enemy at the Gates (2001) R  
My First Mister (2001) R  
Score (2001) R  
Sidewalks of New York (2001) R  
The Gift (2001) R  
Vanilla Sky (2001) R (with Artisan)

YEAR: 2000

SMOKING OVERALL: 93% (13 of 14)  
SMOKING YOUTH-RATED: 80% (4 of 5)  
SMOKING R-RATED: 100% (9 of 9)  
OF SMOKING MOVIES, 31% WERE YOUTH-RATED

Mission: Impossible 2 (2000) PG-13  
Next Best Thing (2000) PG-13  
Passion of Mind (2000) PG-13  
Snow Day (2000) PG  
What Women Want (2000) PG-13

Angela's Ashes (2000) R (with Universal)  
Bless the Child (2000) R  
Lucky Numbers (2000) R  
Rules of Engagement (2000) R  
Shaft (2000) R  
The Ladies Man (2000) R  
Virgin Suicides (2000) R  
Wonder Boys (2000) R  
You Can Count on Me (2000) R

YEAR: 1999

SMOKING OVERALL: 73% (11 of 15)  
SMOKING YOUTH-RATED: 75% (3 of 4)  
SMOKING R-RATED: 73% (8 of 11)  
OF SMOKING MOVIES, 28% WERE YOUTH RATED

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 General's Daughter (1999) R  
The Talented Mr. Ripley (1999) R (with Disney)  
The Wood (1999) R  
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.

LIONSGATE, THE WEINSTEIN COMPANY & OTHER INDIES' 10-YEAR RECORDS, 1999-2008

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: 38% (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

A.I. (2001) PG-13 (with Time Warner)  
Biker Boyz (2003) PG-13  
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  
Envy (2004) PG-13  
Evolution (2001) PG-13  
Forces of Nature (1999) PG-13

Galaxy Quest (1999) PG  
Head of State (2003) PG-13  
Just Like Heaven (2005) PG-13  
Hollywood Ending (2002) 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  
Stepford Wives (2004) PG-13 (with Viacom)  
Surviving Christmas (2004) PG-13  
The Haunting (1999) PG-13  
The Island (2005) PG-13 (with Time Warner)  
The Legend of Bagger Vance (2000) PG-13  
The Love Letter (1999) PG-13  
The Ring (2002) PG-13  
The Ring Two (2005) PG-13  
The Terminal (2004) 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

Almost Famous (2000) R  
American Beauty (1999) R  
Anchorman (2004) R  
Anything Else (2003) R  
Collateral (2004) R  
Eurotrip (2004) 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 House of Sand and Fog (2004) 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  
An American Haunting (2006: Freestyle) PG-13  
Beautiful (2000: Destination) PG-13  
Benji: Off the Leash (2004: Benji Returns) PG  
Bobby Jones: Stroke of Genius (2004: Film Foundry) PG  
Bottle Shock (2008) PG-13  
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  
 Haunting of Molly Hartley, The (2008) PG-13  
 Held Up (1999: Trimark) PG-13  
 Illusionist, The (2006: Yari) 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  
 Muse, The (1999: October) 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  
 Penelope (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  
 Ten Commandments, The (2007: Promenade) 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  
 Visitor, The (2008: Overture) PG-13  
 What the #\$\*! Do We Know!?! (2004: Roadside Attractions) NR  
 World's Fastest Indian (2006: Magnolia) PG-13

Aqua Teen Hunger Force (2007: First Look) R  
 Assassination of Richard Nixon, The (2005: ThinkFilm) R  
 Before the Devil Knows You're Dead (2007: First Look) R  
 BloodRayne (2006: Romar) R  
 Boynton Beach Club (2006: Goldwyn) R  
 Find Me Guilty (2006: Yari) R  
 Flawless (2008: Magnolia) R  
 Love Stinks (1999: Independent Artists) R  
 Memento (2000: Newmarket) R  
 P2 (2007: Summit) R  
 Passion of the Christ, The (2004: Newmarket) R  
 Righteous Kill (2008: Overture) R  
 Sex Drive (2008: Summit) R  
 Squid and the Whale, The (2005: 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  
 Woodsman, The (2004: Newmarket) 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  
 Cookout (2004) PG-13

Daddy's Little Girls (2007) PG-13  
 Delta Farce (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  
 Eye, The (2008) PG-13  
 Family That Preys, The (2008) PG-13  
 Final Cut (2004) PG-13  
 Forbidden Kingdom, The (2008) PG-13  
 Godsend (2004) 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)  
 Shattered Glass (2003) PG-13  
 Sicko (2007) PG-13  
 Songcatcher (2000) PG-13  
 Soul Survivors (2001) PG-13  
 Spirit, The (2008) PG-13  
 Transporter 3 (2008) PG-13  
 Undiscovered (2005) PG-13  
 W. (2008) PG-13  
 What's Cooking (2000) PG-13  
 Why Did I Get Married? (2007) PG-13  
 Witless Protection (2008) PG-13

3:10 To Yuma (2007) R  
 Alone in the Dark (2005) R  
 American Psycho (2000) NC-17  
 Bangkok Dangerous (2008) R  
 Bank Job, The (2008) R  
 Blair Witch 2 (2000) R  
 Blair Witch Project (1999) R  
 Bug (2007) R  
 But I'm a Cheerleader (2000) R  
 Captivity (2007) R  
 Cecil B. DeMented (2000) R  
 Chuck & Buck (2000) R  
 Condemned, The (2007) R  
 Confidence (2003) R  
 Crank (2006) R  
 Crash (2005) R  
 Descent, The (2006) R  
 Devil's Rejects (2005) R  
 Dogma (1999) R  
 Dogville (2004) 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  
 Hard Candy (2006) R  
 Hostel (2006) R  
 Hostel: Part II (2007) R  
 House of the Dead (2003) R  
 Jesus' Son (2000) R  
 Lord of War (2005) R  
 Lovely & Amazing (2002) R  
 Made (2001) R  
 Monster's Ball (2001) R  
 My Best Friend's Girl (2008) R

Nat. Lampoon's Van Wilder (2002) R  
Novocaine (2001) R  
Open Water (2004) R  
Punisher: War Zone (2008) R  
Rambo (2008) R  
Religulous (2008) R  
Requiem for a Dream (2000) NC-17  
Roger Dodger (2002) R  
Rules of Attraction (2002) R  
Saw (2004) R  
Saw 2 (2005) R  
Saw 3 (2006) R  
Saw 4 (2007) R  
Saw V (2008) R  
Secretary (2002) R  
See No Evil (2006) R  
Shadow of the Vampire (2000) R  
Stage Beauty (2004) 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 Golden Bowl (2000) R  
The Limey (1999) R  
The Nineth Gate (1999) R  
The Punisher (2004) R  
The Wash (2001) R  
The Way of the Gun (2000) 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  
My Blueberry Nights (2008) PG-13  
Nanny Diaries, The (2007) PG-13  
Pulse (2006) PG-13  
Scary Movie 4 (2006) PG-13  
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  
Hunting Party, The (2007) R  
Mist, The (2007) R  
Reader, The (2008) R  
Zack and Miri Make a Porno (2008) R

SOURCES: [www.imdbPro.com](http://www.imdbPro.com), [www.ScreenIt.com](http://www.ScreenIt.com), [www.scenesmoking.org](http://www.scenesmoking.org)