

# Smoking in the Movies



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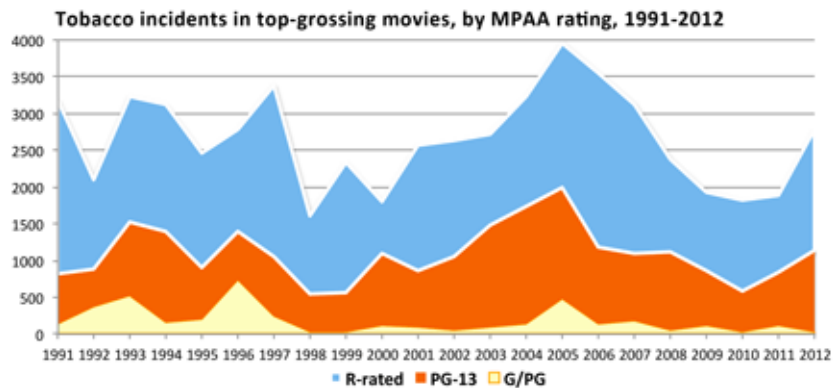
2012		TOBACCO in YOUTH-RATED (G/PG/PG-13) MOVIES			
<b>INCIDENTS PER MOVIE</b>  <b>54%</b> ABOVE 2011	<b>PG-13 MOVIES WITHOUT TOBACCO</b> <b>52%</b>  ▼ 2% BELOW 2011	<b>MOVIE COMPANY RANKINGS</b>			
		▲ ABOVE 2011 ▼ BELOW 2011	<b>TOBACCO INCIDENTS per MOVIE</b>	<b>SHARE of TOBACCO IMPRESSIONS</b>	<b>TOBACCO POLICY before 2012?</b>
<b>IN-THEATER TOBACCO IMPRESSIONS DELIVERED BY YOUTH-RATED FILMS</b> <b>14,800,000,000</b> ▲ 33% ABOVE 2011. Youth-rated films delivered 56% of all impressions.		Time Warner	26.5 ▲	38% ▲	<input checked="" type="checkbox"/>
		News Corp.	18.8 ▲	19% ▲	<input type="checkbox"/>
		Sony	13.8 ▲	14% ▲	<input type="checkbox"/>
		Independents	12.2 ▲	6% ▲	<input type="checkbox"/>
		Viacom	11.5 ▼	5% ▼	<input type="checkbox"/>
		Disney	8.5 ▼	15% ▼	<input checked="" type="checkbox"/>
		Comcast	4.3 ▼	3% ▼	<input checked="" type="checkbox"/>

## Background

- In 2012, the Surgeon General concluded that there is a causal relationship between depictions of smoking in the movies and smoking initiation among young people<sup>1</sup>.
- Almost one-half (45%) of top-grossing films in the United States between 2002 and 2012 were rated PG-13, making them easily accessible to youth.
- Recent content analysis of tobacco imagery in movies showed a decline in the appearance of tobacco incidents in PG-13 movies from 2005 to 2010<sup>2</sup>. However, in 2011, incidents increased<sup>3</sup> and this increase continued in 2012.

## 2012 Findings

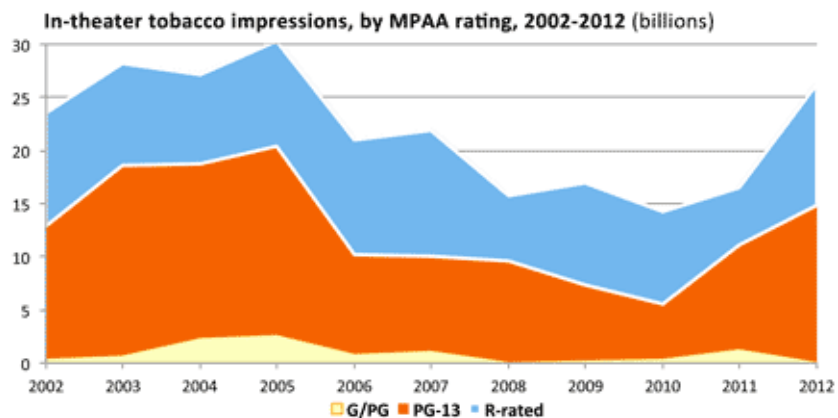
- In 2012, there were a total of 2,818 tobacco incidents in top-grossing movies, compared to 1,880 in 2011 and 1,819 in 2010, when the total number of incidents reached its lowest level since 20024.
  - This included 1,155 tobacco incidents in PG-13 movies (vs. 565 in 2010)
  - Tobacco incidents in R rated films also increased, from 1,220 in 2010 to 1,640 in 2012.
- Despite the low amount of smoking in G and PG movies (30 incidents in 2010 and 23 in 2012), total tobacco incidents in youth-rated movies and incidents per youth-rated movie doubled between 2010 and 2012.



- In 2012, tobacco incidents per youth-rated movie ranged from 4.3 (Comcast: Universal) to 26.5 (Time Warner: Warner Bros.). The percent of youth-rated movies without tobacco incidents ranged from 46% (Sony) to 92% (Disney).
- By January 2013, five studios had policies in place to discourage smoking in youth-rated movies. However, all allow exceptions.
  - Between 2010 and 2011, companies with policies in place had an increase in tobacco incidents per youth-rated film<sup>3</sup>.
  - While Comcast and Disney had slightly fewer incidents in 2012, Time Warner incidents increased. Most companies without policies in place continued to show an increase in 2012.

Explanation: Viacom, a non-policy company before 2013, went down in 2012, while Time Warner, a policy company, went up.

- In 2012, youth-rated movies delivered 14.8 billion tobacco impressions (paid admissions X tobacco incidents), an increase of 33% over 2011.



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## Conclusions

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- The data suggest that current movie studio policies are not sufficient to maintain reductions in on-screen tobacco incidents, as studios with policies had more incidents in 2012 than in 2010.
- Several strategies have been identified to reduce youth exposure to on-screen tobacco incidents<sup>1,2</sup>.
- The 2012 Surgeon General's Report concluded that an industry-wide standard to rate movies with tobacco imagery R, would result in reductions in youth smoking.<sup>3</sup>
- States and local jurisdictions could also work towards reducing tobacco imagery in movies through business incentive programs.<sup>2</sup>

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## References

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1. U.S. Department of Health and Human Services. **Preventing Tobacco Use Among Young Adults** ([/web/20130515100540/http://www.cdc.gov/tobacco/data\\_statistics/sgr/2012/index.htm](http://www.cdc.gov/tobacco/data_statistics/sgr/2012/index.htm)). Atlanta: U.S. Department of Health and Human Services, CDC, 2012 [accessed 2013 Mar 25].
2. Glantz S, Mitchell S, Titus K, Polansky JR, Kaufmann R, Bauer U (2011) **Smoking in Top-Grossing Movies—United States, 2010** ([/web/20130515100540/http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6027a1.htm?s\\_cid=mm6027a1\\_w](http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6027a1.htm?s_cid=mm6027a1_w)) MMWR 60:909–913. [accessed 2013 Mar 25]
3. Glantz SA, Iaccopucci A, Titus K, Polansky JR. **Smoking in top-grossing US movies, 2011** ([/web/20130515100540/http://dx.doi.org/10.5888/pcd9.120170](http://dx.doi.org/10.5888/pcd9.120170)) [↗](#). Prev Chronic Dis 2012;9:120170. [accessed 2013 Mar 25].
4. Polansky JR, Titus K, Lanning N, Glantz SA (2013). **Smoking in top-grossing US movies, 2012** ([/web/20130515100540/http://escholarship.org/uc/item/3j69r912](http://escholarship.org/uc/item/3j69r912)) [↗](#). University of California, San Francisco, Center for Tobacco Control Research and Education. [accessed 2013 Mar 25].

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## For Further Information

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