

STATES AWARDING SUBSIDIES TO TOP-GROSSING FILMS WITH SMOKING, 2010-2014

STATE	SMOKING FILMS	STATE	TOBACCO IMPRESSIONS millions	STATE	FILM SUBSIDY millions	FOR SMOKING FILMS	TOBACCO CONTROL millions
California (1)	52	California (1)	12,199	New York	\$563	\$330	\$275
New York	33	Massachusetts	8,615	California (1)	\$458	\$297	\$349
Louisiana	24	New York	8,005	Louisiana	\$449	\$165	\$40
Georgia	18	Louisiana	4,125	Massachusetts	\$220	\$127	\$21
New Mexico	14	North Carolina (4)	3,669	New Mexico	\$204	\$112	\$34
Massachusetts	13	Georgia	3,554	Georgia	\$288	\$104	\$9
Pennsylvania	11	New Mexico	3,441	Pennsylvania	\$187	\$79	\$68
Michigan	6	Mississippi	2,902	Michigan	\$120	\$64	\$10
Florida	5	Virginia	2,335	North Carolina (4)	\$95	\$50	\$55
Connecticut (2)	4	Michigan	2,037	Florida	\$45	\$29	\$320
Nevada (3)	3	Pennsylvania	1,893	Nevada (3)	\$26	\$25	\$4
North Carolina (4)	3	Alabama	1,440	Puerto Rico	\$45	\$20	N/A
Puerto Rico	3	Nevada (3)	814	Connecticut (2)	\$83	\$19	\$16
Texas	3	Puerto Rico	751	Texas	\$43	\$19	\$46
Alabama	2	Oklahoma (5)	608	Virginia	\$13	\$13	\$48
Mississippi	2	Texas	511	Mississippi	\$11	\$11	\$51
Arkansas	1	Florida	324	Alabama	\$10	\$9	\$2
Hawaii	1	Arkansas	266	New Jersey	\$8	\$8	\$9
New Jersey	1	Connecticut (2)	160	Oklahoma (5)	\$5	\$5	\$105
Oklahoma (5)	1	Rhode Island	148	South Carolina	\$5	\$5	\$22
Oregon	1	South Carolina	101	Hawaii	\$8	\$4	\$45
Rhode Island	1	Oregon	77	Oregon	\$29	\$4	\$39
South Carolina	1	New Jersey	61	Rhode Island	\$3	\$3	\$3
Tennessee	1	Hawaii	42	Tennessee	\$3	\$3	\$6
Virginia	1	Tennessee	41	Arkansas	\$2	\$2	\$73

FILM SAMPLE: All feature films achieving top 10 box office status in any week of their domestic theatrical release, 1 Jan 2010 - 15 Dec 2014

TOP 15 STATES | THEIR FILMS' SHARE OF ON-SCREEN SMOKING, 2010-2014

NUMBER OF SMOKING FILMS	193	60% of all smoking films released in the US
NUMBER OF TOBACCO IMPRESSIONS	52.44 billion	58% of all impressions delivered to US moviegoers
SPENT ON SMOKING FILM SUBSIDIES	\$1.46 billion	96% of all US subsidies for smoking films
SPENT ON TOBACCO CONTROL	\$1.30 billion	89% as much as they spent to subsidize smoking films

Notes | (1) Counts only films eligible for CA subsidy, not all productions. Both eligibility and funding expand in 2015. (2) CT suspended feature film subsidies only 7/13 - 7/15. (3) Nevada's film subsidy launched 1/14. (4) NC converted to \$10mm in grants for 2015. (5) OK unfunded in 2014.

References | Tobacco content data: Thumbs Up! Thumbs Down!, a project of Breathe California of Sacramento-Emigrant Trails (www.scenesmoking.org). Production locations and budgets: www.IMDbPro.com and other film industry sources. State film subsidy status: National Conference of State Legislatures (www.ncsl.org/Portals/1/Documents/fiscal/2014FilmIncentivePrograms.pdf). Tobacco control spending: Campaign for Tobacco-Free Kids (www.tobaccofreekids.org/research/factsheets/pdf/0209.pdf).

Limitations | Because some states do not publicly report the value of subsidies awarded to individual film productions, this analysis estimates the net value of all films' subsidies as 20% of each film's published production budget, an estimate supported by data from states whose film subsidy programs are transparent. Gross subsidy rates and eligible production costs are factors in states' net subsidy rates, which are generally competitive. Because the sample is of top-grossing films, it does not include the amounts that states spend on other films and on TV productions with smoking.