

The 2004-2005 **Thumbs Up! Thumbs Down!** Analysis of Tobacco Use in Movies

By the American Lung Association of Sacramento-Emigrant-Trails

1. Top 50 Movies: May 1, 2004 - April 30, 2005

2. Top 50 Movie Multi-Year Summaries

3. Top 50 Movies in Previous Years

Incidents of Tobacco Use by Movie & Hour	2004-05	11 Years 1994-2005	2003-04	2002-03	2001-02	2000-01	1999-00	1998-99	1997-98	1996-97	1995-96	1994-95
	Total Number of Movies	50	548	50	50	50	50	49	49	50	50	50
Total Number with Tobacco	33	389	34	38	33	32	32	30	44	40	34	39
Percentage with Tobacco	66%	71%	68%	76%	66%	64%	65%	61%	88%	80%	68%	78%
Total Number of Hours	96.2	1034.4	94.9	93.9	95.1	91.9	91.4	92.4	96.0	94.3	91.6	96.7
Total Number of Incidents	1236	10911.0	831	1124	1009	705	837	706	1123	1072	1076	1192
Average Number of Incidents per Hour	12.8	10.5	8.8	12.0	10.6	7.7	9.2	7.6	11.7	11.4	11.7	12.3

Type of Tobacco Used by Number & Percent of Incidents	2004-05 Top 50	11 Years 1994-2005	2003-04	2002-03	2001-02	2000-01	1999-00	1998-99	1997-98	1996-97	1995-96	1994-95
	Total Cigarette Incidents	916	7685	530	628	718	520	547	606	863	822	884
Percent of All Incidents	74%	70%	64%	56%	71%	74%	65%	86%	77%	77%	82%	55%
Average Incidents per Hour	9.5	7.4	5.6	6.7	7.5	5.7	6.0	6.6	9.0	8.7	9.7	6.7
Total Cigar Incidents	224	2689	229	395	191	155	288	96	250	204	177	480
Percent of All Incidents	18%	25%	28%	35%	19%	22%	34%	14%	22%	19%	16%	40%
Average Incidents per Hour	2.3	2.6	2.4	4.2	2.0	1.7	3.2	1.0	2.6	2.2	1.9	5.0
Total Pipe Incidents	86	513	69	101	100	30	0	1	10	44	15	57
Percent of All Incidents	7%	5%	8%	9%	10%	4%	0%	0%	1%	4%	1%	5%
Average Incidents per Hour	0.9	0.5	0.7	1.1	1.1	0.3	0.0	0.0	0.1	0.5	0.2	0.6
Total Smokeless Incidents	2	16	3	0	0	0	2	3	0	2	0	4

Percent of All Incidents	0.2%	0.1%	0.4%	0.0%	0.0%	0.0%	0.2%	0.4%	0.0%	0.2%	0.0%	0.3%
Average Incidents per Hour	0.002	0.001	0.004	0.000	0.000	0.000	0.002	0.004	0.000	0.002	0.000	0.003

Tobacco Use by Movie Rating	11 Years											
	2003-04	1994-2005	2003-04	2002-03	2001-02	2000-01	1999-00	1998-99	1997-98	1996-97	1995-96	1994-95

G Rated Movies	1	27	2	1	4	5	3	3	2	2	4	2
% of Movies	2%	5%	4%	2%	8%	10%	6%	6%	4%	4%	8%	4%
Number of Movies with Tobacco	0	7	0	1	0	1	1	0	2	2	0	0
% of All Movies with Tobacco	0%	2%	0%	3%	0%	3%	3%	0%	5%	5%	0%	0%
% of G Rated Movies	0%	26%	0%	100%	0%	20%	33%	0%	100%	100%	0%	0%
Number of Incidents	0	114	0	1	0	21	2	0	8	82	0	0
Number of Hours	1.9	40.6	3.1	1.4	6.9	6.9	4.3	4.4	3	3.1	5.9	2.8
Average Incidents per Hour	0.0	2.8	0.0	0.7	0.0	3.0	0.5	0.0	2.7	26.5	0.0	0.0

PG Rated Movies	12	93	10	9	7	6	8	8	4	11	8	10
% of Movies	24%	17%	20%	18%	14%	12%	16%	16%	8%	22%	16%	20%
Number of Movies with Tobacco	7	46	5	2	2	1	2	3	3	8	7	6
% of All Movies with Tobacco	21%	12%	15%	5%	6%	3%	6%	10%	7%	20%	21%	15%
% of PG Rated Movies with Tobacco	58%	49%	50%	22%	29%	17%	25%	38%	75%	73%	88%	60%
Number of Incidents	70	595	45	4	35	17	12	15	69	187	85	56
Number of Hours	20.7	159.9	16.4	15.6	11.5	9.7	14.1	14.5	6.9	19.4	13.9	17.2
Average Incidents per Hour	3.4	3.7	2.7	0.3	3.0	1.8	0.9	1.0	10.0	9.6	6.1	3.3

PG 13 Rated Movies	28	235	24	31	24	25	14	21	18	17	17	16
% of Movies	56%	43%	48%	62%	48%	50%	29%	43%	36%	34%	34%	32%
Number of Movies with Tobacco	19	176	18	27	16	19	8	12	16	14	13	14
% of All Movies with Tobacco	58%	45%	53%	71%	48%	59%	25%	40%	36%	35%	38%	36%
% of PG 13 Movies	68%	75%	75%	87%	67%	76%	57%	57%	89%	82%	76%	88%
Number of Incidents	763	4414	444	786	357	390	159	191	287	261	299	477
Number of Hours	53.8	451	47.3	58.9	46.8	47.6	25.9	41.2	35.4	30.6	32.1	31.4

Average Incidents per Hour	14.2	9.8	9.4	13.3	7.6	8.2	6.1	4.6	8.1	8.5	9.3	15.2
R Rated Movies	9	188	14	9	15	14	24	16	25	20	20	22
% of Movies	18%	34%	28%	18%	30%	28%	49%	33%	50%	40%	40%	44%
Number of Movies with Tobacco	7	160	11	8	15	11	21	15	23	16	14	19
% of All Movies with Tobacco	21%	41%	32%	21%	45%	34%	66%	50%	52%	40%	41%	49%
% of R Rated Movies	78%	85%	79%	89%	100%	79%	88%	94%	92%	80%	70%	86%
Number of Incidents	403	5835	342	417	617	277	664	502	759	542	653	659
Number of Hours	19.8	377.1	28.2	18.1	29.8	27.7	47.2	31.5	50.7	41.2	37.7	45.2
Average Incidents per Hour	20.4	15.5	12.1	23.0	20.7	10.0	14.1	15.9	15.0	13.2	17.3	14.6

An Three Year Perspective on Tobacco Brand Exposure		3 Years		
	2004-05	2002-05	2003-04	2002-03

Total Number of Brand Exposures by Movies*	8	22	10	4
Camel	0	3	2	1
% of Total Exposures	0%	14%	20%	25%
Chesterfield	2	2	0	0
% of Total Exposures	25%	9%	0%	0%
Dunhill	0	0	0	0
% of Total Exposures	0%	0%	0%	0%
GPC	1	1	0	0
% of Total Exposures	13%	5%	0%	0%
Kool	1	2	1	0
% of Total Exposures	13%	9%	10%	0%
Lucky Strikes	0	0	0	0
% of Total Exposures	0%	0%	0%	0%
Marlboro	3	8	2	3
% of Total Exposures	38%	36%	20%	75%
Newport	0	1	1	0

% of Total Exposures	0%	5%	10%	0%
Pall Mall	0	1	1	0
% of Total Exposures	0%	5%	10%	0%
Parliament	1	1	0	0
% of Total Exposures	13%	5%	0%	0%
Winston	0	3	3	0
% of Total Exposures	0%	14%	30%	0%
Virginia Slims	0	0	0	0
% of Total Exposures	0%	0%	0%	0%

<i>A Three Year Perspective on Who Smokes in Movies*</i>	2004-05	3 Years 2002-05	2003-04	2002-03
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Total Number of Actors who Smoked	116	350	125	109
Total Number of Movies Reviewed	50	150	50	50
Total Number of Movies Reviewed with Tobacco	33	105	34	38

Leading Actors**	75	202	71	56
% of all actors who smoked	65%	58%	57%	51%
Number of movies leads smoked in	25	84	29	30
% of all Movies	50%	56%	58%	60%
% of Movies with Tobacco	76%	80%	85%	79%
Non Leading Actors	41	148	54	53
% of all actors who smoked	35%	42%	43%	49%
Number of movies non-leads smoked in	22	76	24	30
% of all Movies	44%	51%	48%	60%
% of Movies with Tobacco	67%	72%	71%	79%

Child	0	2	1	1
% of all actors who smoked	0.0%	0.6%	0.8%	0.9%
Teen	1	10	6	3

% of all actors who smoked	1%	3%	5%	3%
Adult 20-29	25	84	26	33
% of all actors who smoked	22%	24%	21%	30%
Adult 30 +	90	254	92	72
% of all actors who smoked	78%	73%	74%	66%
African American	18	44	17	9
% of all actors who smoked	16%	13%	14%	8%
Asian	1	12	8	3
% of all actors who smoked	1%	3%	6%	3%
Caucasian	81	262	93	88
% of all actors who smoked	70%	75%	74%	81%
Hispanic	8	13	0	5
% of all actors who smoked	7%	4%	0%	5%
Other	8	19	7	4
% of all actors who smoked	7%	5%	6%	4%
Male	94	274	101	79
% of all actors who smoked	81%	78%	81%	72%
Female	22	76	24	30
% of all actors who smoked	19%	22%	19%	28%

<i>A Three Year Perspective on Perceived Messages*</i>	2004-05	3 Years 2002-05	2003-04	2002-03
Total Number of Movies	50	150	50	50
Total Number of Movies with Tobacco	33	105	34	38
Movies with Anti-Tobacco Messages	11	39	13	15
% of all Movies	22%	26%	26%	30%
% of Movies with Tobacco	33%	37%	38%	39%

Movies with Pro-Tobacco Messages	26	82	27	29
% of all Movies	52%	55%	54%	58%
% of Movies with Tobacco	79%	78%	79%	76%
Movies with Neutral Tobacco Messages	9	34	12	13
% of all Movies	18%	23%	24%	26%
% of Movies with Tobacco	27%	32%	35%	34%
Total Pro Messages by Type	61	211	73	77
Celebration	6	23	9	8
% of Pro Messages	10%	10%	12%	10%
Cool	8	29	6	15
% of Pro Messages	13%	12%	8%	19%
Fun	8	28	9	11
% of Pro Messages	13%	12%	12%	14%
Independent	4	16	8	4
% of Pro Messages	7%	7%	11%	5%
Rebellious	1	20	9	10
% of Pro Messages	2%	9%	12%	13%
Relaxation	12	33	11	10
% of Pro Messages	20%	14%	15%	13%
Sexy	3	12	2	7
% of Pro Messages	5%	5%	3%	9%
Wealth/Power	19	50	19	12
% of Pro Messages	31%	21%	26%	16%

<i>A Three Year Perspective on Indoor Smoking</i>		3 Years		
	2004-05	2002-05	2003-04	2002-03
Total Number of Movies	50	150	50	50
Total Number of Movies with Tobacco	33	105	34	38

Number of Movies with Indoor Smoking	22	80	26	32
% of all Movies	44%	53%	52%	64%
% of Movies with Tobacco	67%	76%	76%	84%

Total Incidents by Location	54	168	47	67
Bar/Nightclub	9	28	10	9
% of Indoor Incidents	17%	17%	21%	13%
Home	12	45	14	19
% of Indoor Incidents	22%	27%	30%	28%
Hotel/Motel	4	9	0	5
% of Indoor Incidents	7%	5%	0%	7%
K-12 School	1	3	0	2
% of Indoor Incidents	2%	2%	0%	3%
Medical Facility	4	7	0	3
% of Indoor Incidents	7%	4%	0%	4%
Restaurant	6	17	5	6
% of Indoor Incidents	11%	10%	11%	9%
Vehicle	5	17	6	6
% of Indoor Incidents	9%	10%	13%	9%
Workplace	13	42	12	17
% of Indoor Incidents	24%	25%	26%	25%