

COMCAST: NBC UNIVERSAL

Survey includes: English-language, US-produced theatrical features grossing at least \$500,000 produced and/or distributed by Universal Studios and its subsidiary Focus Features. As of 2011, Comcast holds 51% interest in NBC Universal while GE retains 49%. Grouped by year, by G/PG/PG-13 or R rating, alphabetically within groups. Movies with tobacco imagery are **boldface**.

UNIVERSAL'S 12-YEAR RECORD, 1999-2010

- MOVIES PRODUCED AND/OR DISTRIBUTED: 237
 - YOUTH-RATED (G/PG/PG-13): 129 (54%)
 - MOVIES WITH SMOKING: 175 (74%)
 - R-RATED WITH SMOKING: 88% (95 of 108)
 - YOUTH-RATED WITH SMOKING: 62% (80 of 129)
 - PG-13 WITH SMOKING: 67% (72 of 107)
 - PG WITH SMOKING: 37% (7 of 19)
 - G WITH SMOKING: 33% (1 of 3)
 - OF UNIVERSAL'S SMOKING MOVIES, 46% WERE YOUTH-RATED
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YEAR: 2010

SMOKING OVERALL: 35% (6 of 17)
SMOKING YOUTH-RATED: 10% (1 of 10)
SMOKING R-RATED: 66% (5 of 7)
OF SMOKING MOVIES, 17% WERE YOUTH-RATED

Babies (2010) PG
Charlie St. Cloud (2010) PG-13
Despicable Me (2010) PG
Devil (2010) PG-13
Leap Year (2010) PG
Little Fockers (2010) PG-13
Nanny McPhee Returns (2010) PG
Robin Hood (2010) PG-13
Scott Pilgrim vs. The World (2010) PG-13
Skyline (2010) PG-13

It's Complicated (2010) R
Get Him to the Greek (2010) R
The Wolfman (2010) R
Green Zone (2010) R
Repo Men (2010) R
MacGruber (2010) R
The American (2010) R

YEAR: 2009

SMOKING OVERALL: 53% (9 of 17)
 SMOKING YOUTH-RATED: 45% (5 of 11)
 SMOKING R-RATED: 66% (4 of 6)
 OF SMOKING MOVIES, 56% WERE YOUTH-RATED

Coraline (2009) PG
 9 (2009) PG-13
 Cirque du Freak: The Vampire's Assistant (2009) PG-13
 Couples Retreat (2009) PG-13
 Drag Me to Hell (2009) PG-13
Duplicity (2009) PG-13
Fast and Furious (2009) PG-13
 Fourth Kind, The (2009) PG-13
Land of the Lost (2009) PG-13
Love Happens (2009) PG-13
State of Play (2009) PG-13

Away We Go (2009) R
Bruno (2009) R
Funny People (2009) R
 It's Complicated (2009) R
Public Enemies (2009) R
Taking Woodstock (2009) R

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

SOURCES: IMDbPro.com, screenit.com, scenesmoking.org