

Top-grossing, youth-rated movies with tobacco imagery, with incident ranges & domestic in-theater tobacco impressions

COMCAST (UNIVERSAL, FOCUS)

2015			
Self/Less	PG-13	1 - 9	3 million
Terminator Genisys	PG-13	1 - 9	55 million
The Visit	PG-13	1 - 9	32 million
2014			
Dumb and Dumber To	PG-13	1 - 9	63 million
Get On Up	PG-13	50+	337 million
Non-Stop	PG-13	10 - 29	303 million
Ride Along	PG-13	1 - 9	33 million
The Theory of Everything*	PG-13	1 - 9	18 million
Unbroken*	PG-13	30 - 49	623 million

SONY (COLUMBIA, SONY, SCREEN GEMS)

2015			
Aloha	PG-13	1 - 9	5 million
The Perfect Guy	PG-13	1 - 9	14 million
Spectre	PG-13	10 - 29	265 million
The Walk*	PG	50+	102 million
2014			
The Amazing Spider-Man 2	PG-13	10 - 29	486 million
Mom's Night Out	PG	1 - 9	3 million
The Monuments Men*	PG-13	50+	1.3 billion
No Good Deed	PG-13	10 - 29	154 million
RoboCop	PG-13	1 - 9	22 million
Think Like a Man Too	PG-13	1 - 9	40 million
When the Game Stands Tall*	PG	10 - 29	37 million

INDEPENDENTS

2015				
The 33*	PG-13	10 - 29	15 million	Alcon
Love the Coopers	PG-13	1 - 9	3 million	CBS
The Transporter Refueled	PG-13	1 - 9	14 million	Europa
The Age of Adaline	PG-13	10 - 29	124 million	Lionsgate
The Last Witch Hunter	PG-13	10 - 29	87 million	Lionsgate
Love & Mercy*	PG-13	50+	128 million	Lionsgate
Mr. Holmes	PG	1 - 9	6 million	Lionsgate
Black or White	PG-13	1 - 9	21 million	Relativity
The Lazarus Effect	PG-13	10 - 29	44 million	Relativity
The Woman in Black 2	PG-13	1 - 9	23 million	Relativity
Paddington	PG	1 - 9	19 million	Weinstein
Woman in Gold*	PG-13	1 - 9	24 million	Weinstein
2014				
And So It Goes	PG-13	30 - 49	78 million	Clarius
God's Not Dead	PG	10 - 29	112 million	Freestyle
The Expendables 3	PG-13	30 - 49	149 million	Lionsgate
The Quiet Ones	PG-13	50+	152 million	Lionsgate
The Single Moms Club	PG-13	10 - 29	35 million	Lionsgate
Step Up All In	PG-13	1 - 9	2 million	Lionsgate
3 Days to Kill	PG-13	10 - 29	109 million	Relativity
Brick Mansions	PG-13	30 - 49	97 million	Relativity
The Imitation Game*	PG-13	50+	1.9 billion	Weinstein
St. Vincent	PG-13	50+	810 million	Weinstein

* Film has a biographical element.

Definitions:	Top-grossing	Ranked among top 10 in box office gross in any week of their domestic theatrical release
Youth-rated	G, PG or PG-13	
Tobacco imagery	Appearance or use of tobacco product or branding/promotion material	
Incident ranges	Count of tobacco incidents (appearances in film frame, per shot; there may be multiple shots in a single scene)	
Domestic	Film industry treats US and English-speaking Canada as a single "territory." For US only, multiply by 0.90.	
Tobacco impressions	Number of times tobacco incidents were viewed by theater audience members: an index of total audience exposure, including on video. Impressions = Incidents X Paid admissions, per film.	
	Impression counts for some late-2015 movies are preliminary, as they will remain in theaters through early 2016.	

DISNEY (DISNEY, TOUCHSTONE)

2015			
Ant-Man	PG-13	1 - 9	22 million
Bridge of Spies*	PG-13	50+	1 billion
2014			
None			
2013			
Iron Man 3	PG-13	50+	2.8 billion
Saving Mr. Banks*	PG-13	1 - 9	10 million

TIME WARNER (WARNER BROS.)

2015			
Creed	PG-13	1 - 9	38 million
In the Heart of the Sea	PG-13	1 - 9	20 million
The Man from U.N.C.L.E.	PG-13	10 - 29	55 million
Point Break	PG-13	10 - 29	27 million
2014			
The Hobbit...Five Armies	PG-13	10 - 29	468 million
Winter's Tale	PG-13	1 - 9	2 million

FOX

2015			
Brooklyn	PG-13	50+	261 million
Far from the Madding Crowd	PG-13	10 - 29	31 million
Me and Earl and the Dying Girl	PG-13	10 - 29	13 million
Taken 3	PG-13	10 - 29	109 million
2014			
Dawn of the Planet of the Apes	PG-13	1 - 9	102 million
The Fault in Our Stars	PG-13	50+	1.3 billion
The Other Woman	PG-13	1 - 9	21 million
X-Men: Days of Future Past	PG-13	10 - 29	342 million

VIACOM (PARAMOUNT)

2015			
Daddy's Home	PG-13	1 - 9	11 million
Mission Impossible - Rogue Nation	PG-13	1 - 9	47 million
2014			
Selma*	PG-13	1 - 9	51 million
Transformers: Age of Extinction	PG-13	50+	1.7 billion

Company film lists and movie profiles can be found at <http://smokefreemovies.ucsf.edu/whos-accountable>

Movie tobacco content data: Thumbs Up! Thumbs Down!, a project of Beathe California of Sacramento-Emigrant Trails

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