

**COMCAST: NBC UNIVERSAL**

Survey includes: Feature films ranking among top ten in domestic box office gross in any week of first-run theatrical release, produced and/or distributed by Universal Studios and its subsidiary Focus Features. Grouped by year, by G/PG/PG-13 or R rating, alphabetically within groups. Movies with tobacco imagery are **boldface**.

**UNIVERSAL'S 13-YEAR RECORD, 1999-2011**

- MOVIES PRODUCED AND/OR DISTRIBUTED: 256
  - YOUTH-RATED (G/PG/PG-13): 141 (55%)
- MOVIES WITH SMOKING: 185 (72%)
  - R-RATED WITH SMOKING: 88% (101 of 115)
  - YOUTH-RATED WITH SMOKING: 60% (84 of 141)
    - PG-13 WITH SMOKING: 65% (76 of 117)
    - PG WITH SMOKING: 33% (7 of 21)
    - G WITH SMOKING: 33% (1 of 3)
- OF UNIVERSAL'S SMOKING MOVIES, 45% WERE YOUTH-RATED

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**YEAR: 2011**

SMOKING OVERALL: 53% (10 of 19)  
SMOKING YOUTH-RATED: 33% (4 of 12)  
SMOKING R-RATED: 86% (6 of 7)  
OF SMOKING MOVIES, 40% WERE YOUTH-RATED

Hop (2011) PG  
Johnny English Reborn (2011) PG  
Adjustment Bureau, The (2011) PG-13  
**Cowboys & Aliens (2011) PG-13**  
Dilemma, The (2011) PG-13  
**Dream House (2011) PG-13**  
Eagle, The (2011) PG-13  
Fast Five (2011) PG-13  
**Hanna (2011) PG-13**  
**Larry Crowne (2011) PG-13**  
One Day (2011) PG-13  
Tower Heist (2011) PG-13

**Bridesmaids (2011) R**  
Change-Up, The (2011) R  
**Debt, The (2011) R**  
**Paul (2011) R**  
**Sanctum (2011) R**  
**Thing, The (2011) R**  
**Your Highness (2011) R**

**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