

The Facts: **Tobacco's Negative Influence** **on Youth in The Movies**

1. Tobacco Companies spend more than \$11.22 billion in marketing their products each year.²
2. Half of new young smokers in the U.S. are recruited by their exposure to smoking in movies. These 390,000 kids are nearly enough to replace every adult smoker killed by tobacco each year.³
3. Non-smoking teens who watch their favorite stars frequently smoke on screen are 16 times more likely to have positive attitudes toward smoking in the future.⁶
4. The American Lung Association studied the top 50 U.S. box office hits for 1997/1998 and found that 88% contained tobacco use.¹
5. The average PG movie for 1997/1998 showed smoking 18 separate times and the average PG-13 movie showed smoking 13 separate times.¹
6. Teens exposed to the greatest amount of smoking in movies are 2.6 times more likely to start smoking than teens who watched the least amount of smoking in movies.⁴
7. Approximately 60% of youth exposure to smoking is in G-, PG- or PG-13 rated movies.⁵
8. Young people in the United States watch an average of three movies a week, which adds up 15 exposures to smoking a week. Young people may be exposed to more smoking in movies than in real life.⁷

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