

**TOBACCO ON TELEVISION AND MOVIES  
SELECTED DATA FROM ALL SAMPLES****CONTENTS OF THIS 14-PAGE FILE:**

(Table numbers are from the set edited by Coimbra and submitted to JAMA. With the exception of a few, all tables are edited to reflect only tobacco data.)

**GENERAL**

**FIGURE: Scenes of Tobacco ALL SAMPLES (number per hour)**

**FIGURE: Proportion of Movies with Scenes of Addictive Substances**

**PRIME TIME**

**FIGURE: Proportion of Users Who Suffer No Ill Effects, Prime Time**

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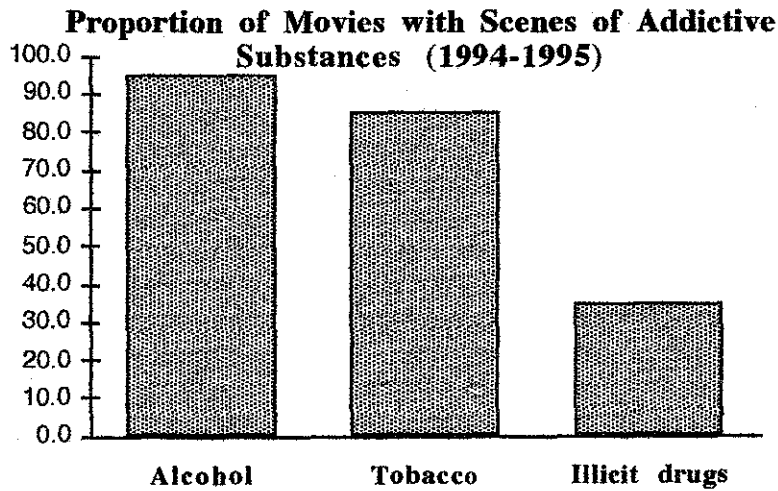
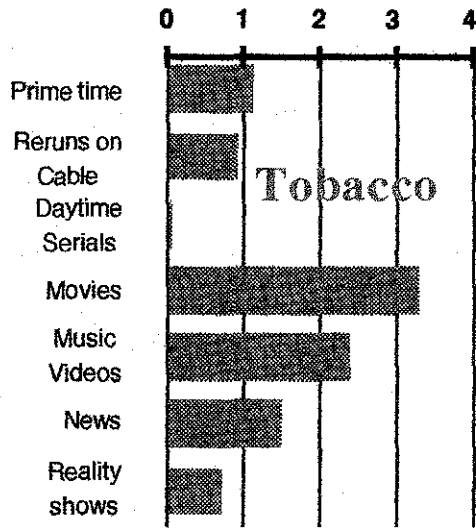
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**TABLE 42: Commercials with Tobacco on Prime Time**

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**Scenes of Tobacco on Television and in the Movies (number per hour)**



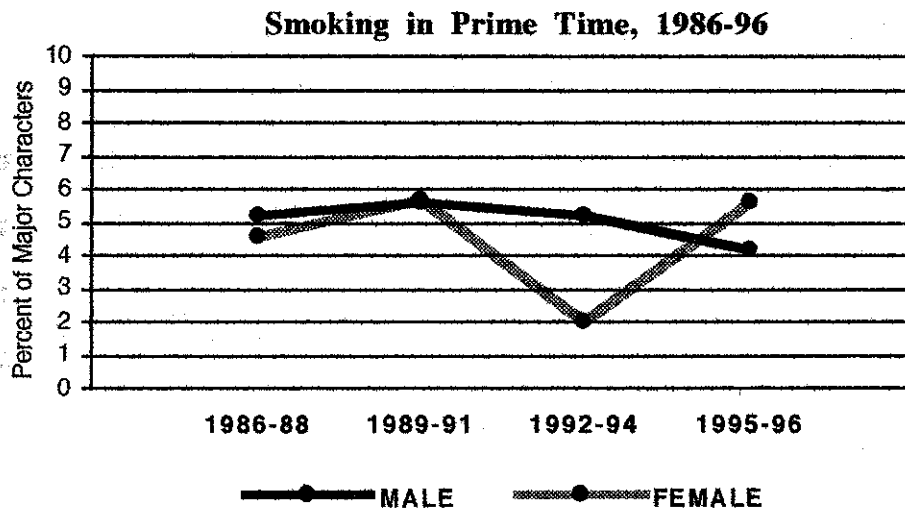
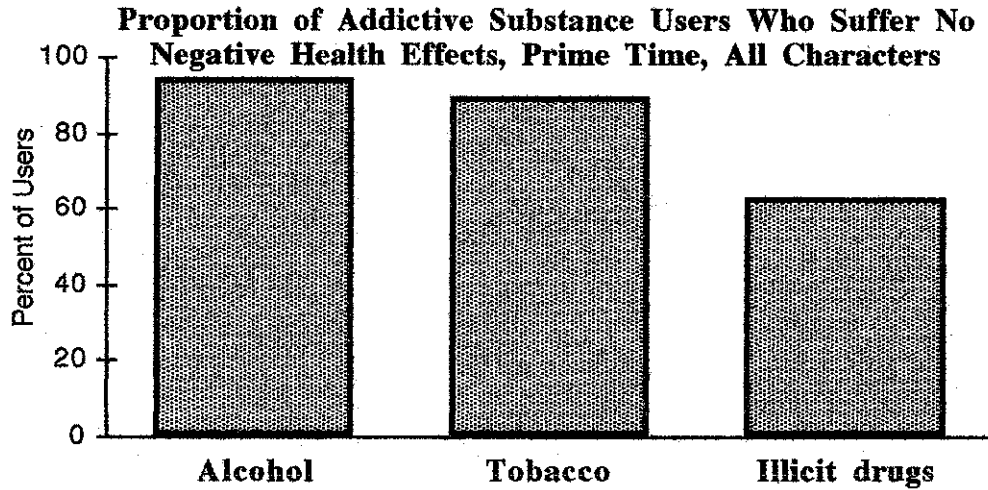


CHART CORRESPONDS TO THE FOLLOWING TABLE

**TABLE 6: Proportion of Major Characters Who Smoke in Prime Time, 1986-1997**

	Male	Female
1986-88	5.2%	4.6
1989-91	5.6	5.7
1992-94	5.2	2.0
1995-97	4.2	5.6



**Tobacco Data Summary, All Samples**

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% Villains	1.7	5.6	% Failure	15.9	27.8	% Victims	23.8	38.9
						% Involved in Viol	32.5	38.9
Villains per 10 Heroes	1	10	Failures per 10 Success	3	8	% Involved in Killing	5.0	16.7

**TABLE 12: Health Consequences of Tobacco Casual, Regular, and Addicted Users, Prime Time, All Characters**

<b>OBSERVED HEALTH</b>	<u>CASUALUSER</u>	<u>REGULARUSER</u>	<u>ADDIC</u> <u>TED</u> <u>USER</u>	<u>ALLUSERS</u>
<b>CONSEQUENCE FOR USERS</b>				
<b>TOBACCO</b>				
N*	71	25	3	99
	%	%	%	%
None	94.4	76.0	66.7	88.9
Negative	2.8	20.0	0.0	7.1
Mixed	2.8	4.0	33.3	4.0
Positive	-	-	-	-

\* N's are smaller than the overall frequencies reported in other tables. Health consequences were coded selectively when the character was a user of more than one substance.

**TABLE 13: Alcohol, Tobacco and Illicit Drugs in Prime Time Intoxication and Relief**

	ALCOHOL	TOBACCO	ILLICIT DRUGS	Total Number of Programs
<b>Percent of Programs in which INTOXICATION by substance is present</b>				
Percentage of ALL programs	19.9	1.3	6.5	306
Percentage of programs that present the substance	28.9	3.8	40.0	-
<b>Percent of Programs in which INSTANT RELIEF by substance is present</b>				
Percentage of ALL programs	8.5	3.3	1.0	306
Percentage of programs that present the substance	12.3	9.5	6.0	-
<b>Both INTOXICATION and INSTANT RELIEF present (PROGRAMS)</b>				
Percentage of ALL programs	4.9	0.3	0.7	306
Percentage of programs that present the substance	7.1	<0.1	4.0	-

**TABLE 49: Summary Comparison of Tobacco In Prime Time Drama, Nickelodeon,\* Daytime Soaps, Movies,\*\* and Music Videos**

	PRIME TIME DRAMATIC SHOWS	DAYTIME NIKELODEON SERIALS	MOVIES	MUSIC VIDEOS MTV***	BET***
<b>PROGRAMS</b>					
Number of Programs (100%)	306	156	164	1,080	653
Total duration (Hours)	245	77	147	80 54 (102)	33 (66)
<b>SCENES****</b>					
Number of SCENES of Tobacco	266	72	7	263	240 127
<b>DISTRIBUTION OF SCENES INTO PROGRAMS</b>					
Percent of programs with scenes of Tobacco	% 34.3	% 28.8	% 4.3	% 85.0	% 22.2 19.4

**DISTRIBUTION OF SCENES IN TIME**

Scenes PER HOUR Tobacco	1.1	0.9	0.05	3.3	2.4	1.9
TOTAL RUNTIME OF PGMS	245.5	77.4	146.5	80		
Average TIME (in minutes) BETWEEN EVERY REPETITION of a scene with Tobacco	55	65	1,256	18	25	31

\* Nickelodeon: Programs aired between 8 p.m. — 12 a.m.  
 \*\* MOVIES: Top 20 box office hits released during 1994 and 1995 each.  
 \*\*\* The figures that measure time distribution and concentration of ATID in music videos are based on the programming hours that correspond to the video runs analyzed (102 hours and 66 hours)  
 \*\*\*\* Entire music video is counted as a scene.

**TABLE 50: Tobacco  
 Significance, Setting, and the Nature of Depiction  
 COMPARISON OF SAMPLES**

	<b>TOBACC O</b>	<b>Total Number of Programs</b>
Percent of Programs in which substance is presented		
<b>Prime time</b>	34.3	306
<b>Nikelodeon</b>	28.8	209
<b>Daytime Serials</b>	4.3	164
<b>Movies</b>	85.0	40
Percent of Programs in which substance is SIGNIFICANT		
<b>Prime time</b>	16.0	306
<b>Nikelodeon</b>	4.3	209
<b>Daytime Serials</b>	0.6	164
<b>Movies</b>	55.0	40
Percent of Programs in which substance is SHOWN		
<b>Prime time</b>	28.4	306
<b>Nikelodeon</b>	21.5	209
<b>Daytime Serials</b>	1.8	164
<b>Movies</b>	85.0	40
Percent of Programs in which substance is USED (drunk, smoked, injected)		
<b>Prime time</b>	25.2	306
<b>Nikelodeon</b>	17.2	209
<b>Daytime Serials</b>	1.8	164
<b>Movies</b>	80.0	40

**TABLE 51: Tobacco Users**  
**Comparison of All Samples, 1995-96**

	<u>Number of Characters</u>			<u>Proportion that use substance</u>		
	<u>I</u>	<u>M</u>	<u>F</u>	<u>Total %</u>	<u>Male %</u>	<u>Female %</u>
<b>MAJOR CHARACTERS</b>						
<b>TOBACCO</b>						
Prime Time	797	477	320	4.8	4.2	5.6
Nikelodeon	383	238	145	5.7	6.3	4.8
Daytime Serials				<.05		
Movies	131	97	34	31.3	34.0	23.5
<b>ALL CHARACTERS</b>						
<b>TOBACCO</b>						
Prime Time	4,904	3,094	1,810	2.5	2.8	2.0
Nikelodeon	1,389	910	479	3.3	3.8	2.3
Daytime Serials				<.05		
Movies	1,747	1,316	431	6.4	7.2	3.7

**TABLE 22: Tobacco Users**  
**MAJOR Characters, In MOVIES, 1994-95**

	<u>Number of Characters</u>			<u>Proportion that use substance</u>		
	<u>I</u>	<u>M</u>	<u>F</u>	<u>Total %</u>	<u>M%</u>	<u>F%</u>
<b>TOBACCO</b>						
Total	131	97	34	31.3	34.0	23.5
<b>AGE</b>						
Under 18	7	4	3	28.6	50.0	0.0
18 - 44	88	62	26	31.8	35.5	23.1
45 - 64	22	21	1	40.9	42.9	0.0
65 & over	2	2	-	0.0	0.0	-
<b>RACE</b>						
White	112	81	31	31.3	34.6	22.6
Hisp.&People of color	15	13	2	33.3	38.5	0.0

TABLE 25: FATE OF SMOKERS, MOVIES, 1994, 1995

HEROES & VILLAINS			FAILURES AND SUCCESSES			VIOLENTS & VICTIMS		
	Non-Smoker	Smoker		Non-Smoker	Smoker		Non-Smoker	Smoker
<b>Major Characters</b>								
N	90	41	N	90	41	N	90	41
% Heroes	32.2	24.4	% Successful	55.6	43.9	% Perpetrators	78.9	68.3
% Villains	21.1	19.5	% Failure	24.4	29.3	% Victims	83.3	80.5
Villains per 10 Heroes	7	8	Failures per 10 Success	4	7	% Involved in Viol	88.9	80.5
						% Involved in Killing	46.7	41.5
						Victims per 10 Violents	11	12

**GENDER DIFFERENCES**

<b>MALE</b>			<b>MALE</b>			<b>MALE</b>		
	Non-Smoker	Smoker		Non-Smoker	Smoker		Non-Smoker	Smoker
<b>Major Characters</b>								
N	64	33	N	64	33	N	64	33
% Heroes	31.3	27.3	% Successful	46.9	45.5	% Perpetrators	87.5	69.7
% Villains	29.7	18.2	% Failure	31.3	27.3	% Victims	89.1	81.8
Villains per 10 Heroes	9	7	Failures per 10 Success	7	6	% Involved in Viol	93.8	81.8
						% Involved in Killing	57.8	42.4
						Victims per 10 Violents	10	12
<b>FEMALE</b>								
N	26	8	N	26	8	N	26	8
% Heroes	34.6	12.5	% Successful	76.9	37.5	% Perpetrators	57.7	62.5
% Villains	0.0	25.0	% Failure	7.7	37.5	% Victims	69.2	75.0
Villains per 10 Heroes	-	20	Failures per 10 Success	1	10	% Involved in Viol	76.9	75.0
						% Involved in Killing	19.2	37.5
						Victims per 10 Violents	12	12

**TABLE 27: COMPARISON OF TOBACCO IN MUSIC VIDEOS  
ON MTV & BET  
SIGNIFICANCE, SETTING, AND THE NATURE OF  
DEPICTION**

	<b>TOBACCO</b>	
<b>Total number of videos on MTV</b>		1,080
<b>Total number of videos on BET</b>		653
Percent of Videos in which substance is presented		%
	<b>MTV</b>	22.2
	<b>BET</b>	19.4
Percent of Videos containing scenes in which substance is SIGNIFICANT		
	<b>MTV</b>	3.1
	<b>BET</b>	0.0
Percent of Videos containing scenes in which substance is SHOWN		
	<b>MTV</b>	17.3
	<b>BET</b>	15.3
Percent of Videos containing scenes in which substance is USED (drunk, smoked, injected)		
	<b>MTV</b>	12.1
	<b>BET</b>	10.3
<b>Total number of videos with substance on MTV</b>		240
<b>Total number of videos with substance on BET</b>		127
		%
Type of occurrence of the substance in context*	<b>MTV</b>	
	<b>In lyrics</b>	42.5
	<b>In action or background only</b>	57.5
	In the background, as part of atmosphere, setting	10.4
	In the lyrics	22.1
	As part of the action of the characters or performers	47.1
	Both in the lyrics and in action	20.4
	<b>BET</b>	
	<b>In lyrics</b>	37.7
	<b>In action or background only</b>	62.2
	In the background, as part of atmosphere, setting	15.0
	In the lyrics	22.0
	As part of the action of the characters or performers	47.2
	Both in the lyrics and in action	15.7

\* Percentages below this line are of those videos

where the substance is present, as given in the preceding line

**TABLE 28: ASSOCIATION OF SOME THEMES WITH TOBACCO  
IN MUSIC VIDEOS ON MTV AND BET**

TOBACCO	MTV		BET	
	Videos with Tobacco	Videos with No ATID	Videos with Tobacco	Videos with No ATID
<b>Total number of videos</b>	240	504	127	339
Percent of Videos with theme*	%	%	Percent of Videos with theme*	%
			MTV	
FUN	30.0	4.5	FUN	23.6
MUSIC BUSINESS	16.3	2.5	MUSIC BUSINESS	28.3
CRIME	14.6	0.0	CRIME	21.3
GROWING UP, WISDOM	28.3	20.8	GROWING UP	15.0
SEXUALITY, LUST	50.8	32.9	SEXUALITY, LUST	37.8
LOVE	31.3	55.8	LOVE	48.0

**TABLE 29: TOBACCO USERS  
IN MUSIC VIDEOS ON MTV, 1995-96**

	CHARACTERS			
	N		Male	Female
Total characters	N 3,363		2,066	1,297
	% 100.0		61.4	38.6
White characters	N 1,729		1,146	583
	% 52.0		66.3	33.7
Hisp.&People of color	N 1,596		906	690
	% 48.0		56.8	43.2
	N	Percent using		
<b>TOBACCO</b>				
<b>Total</b>	3,363	4.0	4.0	3.9
<b>AGE</b>				
Under 18	248	0.0	0.0	0.0
18 - 44	3,027	3.0	2.6	3.7
45 - 64	80	53.8	75.6	25.7
65 & over	8	0.0	0.0	-
<b>RACE</b>				
White	1,729	3.1	3.0	3.3
Hisp.&Color	1,596	5.1	5.4	4.6

**TABLE 31: Alcohol, Tobacco and Illicit Drugs  
In Local and Network Evening Newscasts, The Sample**

Newscasts searched  
for Alcohol, Tobacco,  
and Illicit Drugs (ATID) Stories

	Number of Newscasts			Number of Stories	Duration (Hours)
	Local	National	Total		
	TOTAL	70	54		

Distribution of analyzed  
ATID Stories in Newscasts

	News Stories with ATID	ATID Scenes		# of ATID scenes Per Hour of Newscast
		N*	%*	
Any ATID	151	278		3.9
	%*	N*	%*	
Alcohol	28.5	45	16.2	0.6
Tobacco	28.5	107	38.5	1.5
Illicit drugs	50.3	130	46.8	1.8

\* Sum of Ns and percentages below are larger than totals indicated in the top row. This is due to the occurrence of multiple substances in the same story and in the same scene.

**TABLE 33: Tobacco Users  
in ATID News, 1995-96\***

Users, as percent of the total of the category

	Total		Males		Females	
	N*	%	N*	%	N*	%
<b>TOBACCO</b>						
<b>Total</b>	29	4.8	18	3.8	11	9.9
<b>AGE</b>						
Under 18	7	22.6	4	19.0	3	30.0
18 - 44	12	3.6	8	2.9	4	7.1
45 - 64	9	7.0	6	5.8	3	12.0
65 & over	0	0.0	0	0.0	0	0.0
Not known	1	1.1	0	0.0	1	6.7
<b>RACE-ETHNICITY</b>						
White	28	9.0	17	6.6	11	21.2
Black	0	0.0	0	0.0	0	0.0
Hisp/Latino & other	1	2.3	1	2.7	0	0.0
Not known	0	0.0	0	0.0	0	0.0

\* Only the 602 "newsmakers" or the direct participants to the event are represented in this table.

Experts, bystanders, and others excluded. N's are the number of users, and the percents are the proportion of these N's within the total of users and non-users within that demographic category

**TABLE 42: Commercials On Prime Time, 1995-96 Summary**

	Programs		Commercials		# per Hour of programming	
	N	Duration	N	Duration	All Progs.	Only Progs with ATID comms.
All Programs	293	234 hrs	1,116	6.9 hrs		
Programs that contained comms. with TOBACCO	18	16.5 hrs	21	8 min	0.09	1.3

**Total Prime Time Tobacco rates per hour**

	Dramatic Programs	Commercials	TOTAL
TOBACCO	1.1	0.1	1.2

**TABLE 43: Product Orientation in Commercials, Prime Time, 1995-96**

PRODUCT-ORIENTATION:		No-tobacco Present	Tobacco Present
			N
GENDER		1,090	21
			%
	Male	8.3	0.0
	Female	14.9	4.8
	Both M&F	75.8	95.2
AGE GROUP		1,094	21
			%
	Adolescent	3.7	0.0
	Young Adult	23.0	38.1

Settled Adult	31.2	33.3
Elderly	1.3	4.8
Other, mixed	39.3	23.8

TABLE 44: Gender, Race and Age in Commercials, 1995-96

		TOBACCO			
		Characters in Commercials with no Tobacco	Not shown Smoking	Shown Smoking	Characters in Commercials with Tobacco
		-----	-----	-----	-----
	N				Total
GENDER	N	1,431	17	6	23
		%	%	%	%
Male		57.2	64.7	50.0	60.9
Female		42.8	35.3	50.0	39.1
AGE	N	1,375	17	6	23
		%	%	%	%
Under 18		10.9	11.8	-	8.7
18 - 44		69.2	64.7	66.7	65.2
45 - 64		17.4	23.5	33.3	26.1
65 & over		2.5	-	-	-
RACE-ETHNIC	N	1,397	17	6	23
		%	%	%	%
White		84.8	58.8	83.3	65.2
Hisp & People of color		15.2	41.2	16.7	34.8