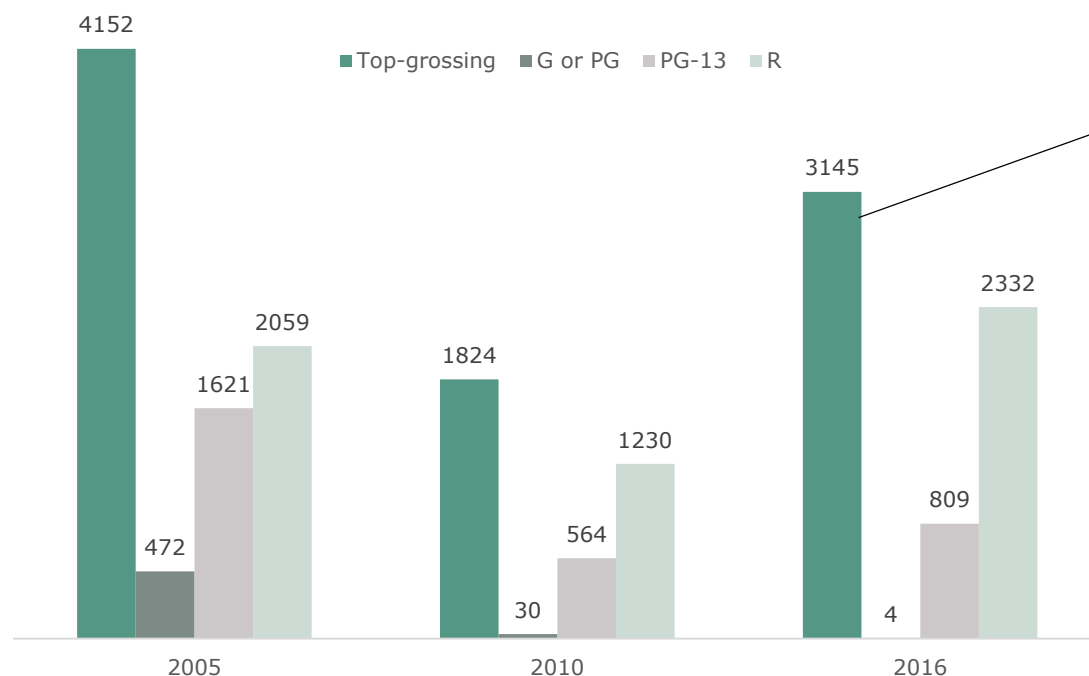


# Tobacco makes more appearances in films, but cigarette use continues to decline across most age groups in the U.S.

The number of times tobacco appeared in different types of films decreased from 2005 to 2010, but saw a resurgence in 2016



Viewing onscreen tobacco use has been linked to an increased probability of beginning smoking

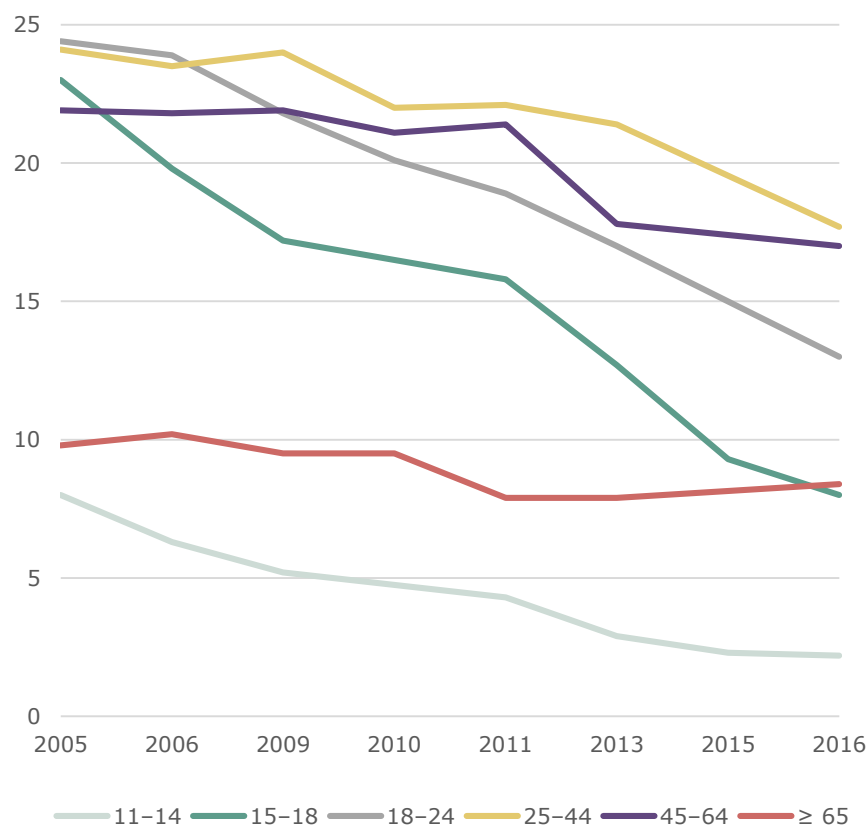
Youths who were heavily exposed to onscreen tobacco use were **two to three times more likely** to begin smoking than those who hadn't

- Studies show that adolescents who are heavily exposed to onscreen smoking account for **37%** of all new adolescent smokers
- The total number of **tobacco incidents** (individual occurrences of tobacco) in films increased by **72%** from 2010 to 2016

Sources: CDC MMWR 56, 59, 60, 61, 65, 66; Mendez & Warner "Adult Cigarette Smoking Prevalence: Declining as expected (Not as Desired)," NIH 2014; WHO 2016.

# Cigarette use among most age groups has declined since 2005

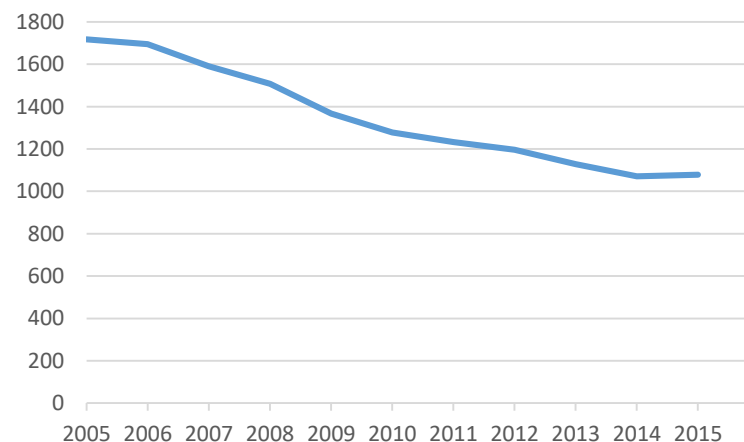
The percentage of people in most age groups who self identify as “current smokers” has decreased steadily since 2005



**An increase in the number of onscreen tobacco incidences has not caused an increase in smoking as well**

Research has shown that a loose connection exists between viewing onscreen tobacco use and smoking, but cigarette consumption has declined despite increase in the number of onscreen tobacco incidences

**U.S. per capita consumption of cigarettes, all combustible tobacco, non-cigarette combustible tobacco and smokeless tobacco products**



Sources: CDC MMWR 56, 59, 60, 61, 65, 66; Mendez & Warner “Adult Cigarette Smoking Prevalence: Declining as expected (Not as Desired),” NIH 2014; WHO 2016.