

# Summary of Smoking Rates for BC December 2005 through November 2006

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**Note** - Ministry of Health performance measures reporting framework requires updates three times annually. March, August and November results from this report are used to update Cycle 1 (April), Cycle 2 (September) and Cycle 3 (December) performance measures respectively.



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**Smoking Status - Percent of Population who are Current (Daily and Occasional Smokers), Former and Never Smokers, Age >=15**

Region	Statistics Canada				BC STATS 2005	BC STATS Tracking <sup>1</sup> (12 month rolling average)				
	CCHS 2003 <sup>2</sup>		CCHS 2005 <sup>2</sup>			N= (unweighted)	Current	Former	Never	CV <sup>4</sup>
	N=	Smoker	N=	Smoker	Smoker					
<b>British Columbia</b>	<b>14,187</b>	<b>21%</b>	<b>14,935</b>	<b>18%</b>	<b>18%</b>	<b>6,000</b>	<b>18%</b>	<b>29%</b>	<b>53%</b>	<b>1.3</b>
<b>Interior</b>	<b>3,115</b>	<b>21%</b>	<b>2,970</b>	<b>21%</b>	<b>21%</b>	<b>1,190</b>	<b>23%</b>	<b>34%</b>	<b>44%</b>	<b>2.9</b>
<b>East Kootenay</b>	<b>562</b>	<b>23%</b>	<b>555</b>	<b>22%</b>	<b>20%</b>	<b>138</b>	<b>25%</b>	<b>39%</b>	<b>36%</b>	<b>8.5</b>
<b>Kootenay/Boundary</b>	<b>580</b>	<b>18%</b>	<b>550</b>	<b>22%</b>	<b>22%</b>	<b>144</b>	<b>26%</b>	<b>37%</b>	<b>38%</b>	<b>8.3</b>
<b>Okanagan</b>	<b>1,080</b>	<b>21%</b>	<b>997</b>	<b>20%</b>	<b>18%</b>	<b>537</b>	<b>20%</b>	<b>33%</b>	<b>48%</b>	<b>4.3</b>
<b>Thompson/Cariboo</b>	<b>893</b>	<b>22%</b>	<b>834</b>	<b>23%</b>	<b>24%</b>	<b>371</b>	<b>25%</b>	<b>33%</b>	<b>43%</b>	<b>5.2</b>
<b>Fraser</b>	<b>3,512</b>	<b>19%</b>	<b>3,715</b>	<b>17%</b>	<b>17%</b>	<b>1,202</b>	<b>17%</b>	<b>27%</b>	<b>56%</b>	<b>2.9</b>
<b>Fraser East</b>	<b>924</b>	<b>20%</b>	<b>914</b>	<b>19%</b>	<b>17%</b>	<b>216</b>	<b>15%</b>	<b>38%</b>	<b>47%</b>	<b>6.8</b>
<b>Fraser North</b>	<b>1,287</b>	<b>19%</b>	<b>1,332</b>	<b>15%</b>	<b>16%</b>	<b>468</b>	<b>18%</b>	<b>24%</b>	<b>58%</b>	<b>4.6</b>
<b>Fraser South</b>	<b>1,301</b>	<b>17%</b>	<b>1,422</b>	<b>18%</b>	<b>17%</b>	<b>518</b>	<b>16%</b>	<b>27%</b>	<b>57%</b>	<b>4.4</b>
<b>Van Coastal</b>	<b>2,911</b>	<b>17%</b>	<b>3,042</b>	<b>17%</b>	<b>15%</b>	<b>1,219</b>	<b>14%</b>	<b>25%</b>	<b>61%</b>	<b>2.9</b>
<b>Richmond</b>	<b>718</b>	<b>14%</b>	<b>757</b>	<b>13%</b>	<b>14%</b>	<b>206</b>	<b>13%</b>	<b>26%</b>	<b>61%</b>	<b>7.0</b>
<b>Vancouver</b>	<b>1,320</b>	<b>20%</b>	<b>1,491</b>	<b>18%</b>	<b>15%</b>	<b>710</b>	<b>14%</b>	<b>22%</b>	<b>64%</b>	<b>3.8</b>
<b>N. Shore/Coast Garibaldi</b>	<b>873</b>	<b>15%</b>	<b>881</b>	<b>17%</b>	<b>15%</b>	<b>303</b>	<b>14%</b>	<b>34%</b>	<b>52%</b>	<b>5.7</b>
<b>Van Island</b>	<b>2,652</b>	<b>21%</b>	<b>2,864</b>	<b>18%</b>	<b>18%</b>	<b>1,202</b>	<b>21%</b>	<b>33%</b>	<b>46%</b>	<b>2.9</b>
<b>South Van Island</b>	<b>1,108</b>	<b>19%</b>	<b>1,329</b>	<b>17%</b>	<b>17%</b>	<b>594</b>	<b>19%</b>	<b>32%</b>	<b>49%</b>	<b>4.1</b>
<b>Central Van Island</b>	<b>781</b>	<b>21%</b>	<b>1,114</b>	<b>19%</b>	<b>19%</b>	<b>417</b>	<b>22%</b>	<b>35%</b>	<b>43%</b>	<b>4.9</b>
<b>North Van Island</b>	<b>763</b>	<b>23%</b>	<b>417</b>	<b>21%</b>	<b>21%</b>	<b>191</b>	<b>21%</b>	<b>34%</b>	<b>45%</b>	<b>7.2</b>
<b>Northern Health</b>	<b>1,997</b>	<b>27%</b>	<b>1,775</b>	<b>26%</b>	<b>24%</b>	<b>1,187</b>	<b>26%</b>	<b>26%</b>	<b>48%</b>	<b>2.9</b>
<b>Northwest</b>	<b>626</b>	<b>28%</b>	<b>592</b>	<b>22%</b>	<b>23%</b>	<b>327</b>	<b>23%</b>	<b>32%</b>	<b>45%</b>	<b>5.5</b>
<b>Northern Interior</b>	<b>750</b>	<b>26%</b>	<b>705</b>	<b>26%</b>	<b>23%</b>	<b>600</b>	<b>26%</b>	<b>24%</b>	<b>50%</b>	<b>4.1</b>
<b>Northeast</b>	<b>621</b>	<b>26%</b>	<b>483</b>	<b>31%</b>	<b>28%</b>	<b>260</b>	<b>28%</b>	<b>24%</b>	<b>48%</b>	<b>6.2</b>

<sup>1</sup>Source: BC STATS, CHES Twelve (12) month average, surveyed monthly Dec '05 - Nov '06

<sup>2</sup>Source: C.C.H.S. BC Share (Calander Year)

<sup>4</sup>As a measure of the sampling error, estimated coefficients of variation (CV) are calculated.

The quality of the estimates are classified as follows:

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- \* Acceptable CV is 15.00% to 24.99%
- \* Caution CV is 25.00% to 34.99%
- \* Unreliable CV is larger than 35.00%

Estimates for Smokers, by Gender and HSDA Age >=15

BC STATS Tracking						
Region	Male			Female		
	2005 Rate	Current Rate <sup>1</sup>	% Change	2005 Rate	Current Rate <sup>1</sup>	% Change
<b>British Columbia</b>	19%	20%	1%	16%	17%	1%
<b>Interior</b>	22%	24%	1%	20%	21%	2%
<b>East Kootenay</b>	19%	23%	4%	22%	26%	5%
<b>Kootenay/Boundary</b>	21%	23%	2%	24%	28%	4%
<b>Okanagan</b>	21%	21%	0%	17%	19%	2%
<b>Thompson/Cariboo</b>	26%	29%	2%	23%	21%	-2%
<b>Fraser</b>	18%	17%	-1%	16%	17%	1%
<b>Fraser East</b>	17%	18%	0%	16%	13%	-3%
<b>Fraser North</b>	16%	15%	-1%	15%	15%	0%
<b>Fraser South</b>	19%	18%	-1%	16%	18%	2%
<b>Van Coastal</b>	16%	16%	0%	14%	12%	-1%
<b>Richmond</b>	13%	15%	2%	14%	11%	-4%
<b>Vancouver</b>	18%	17%	0%	12%	11%	-1%
<b>N. Shore/Coast Garibaldi</b>	14%	12%	-2%	17%	15%	-1%
<b>Van Island</b>	21%	24%	3%	16%	18%	2%
<b>South Van Island</b>	21%	23%	2%	14%	16%	2%
<b>Central Van Island</b>	20%	25%	6%	19%	20%	1%
<b>North Van Island</b>	25%	22%	-3%	18%	20%	2%
<b>Northern Health</b>	25%	30%	5%	23%	22%	-1%
<b>Northwest</b>	22%	27%	4%	23%	19%	-4%
<b>Northern Interior</b>	23%	29%	6%	22%	23%	1%
<b>Northeast</b>	34%	35%	1%	22%	22%	-1%

<sup>1</sup> Source: BC STATS, CHES Twelve (12) month average, surveyed monthly Dec '05 - Nov '06

<sup>2</sup> Population estimates (1986-2004) and projections (2004-2031) by BC STATS

Population Projection 15+ who are Current (Daily and Occasional Smokers) by Gender

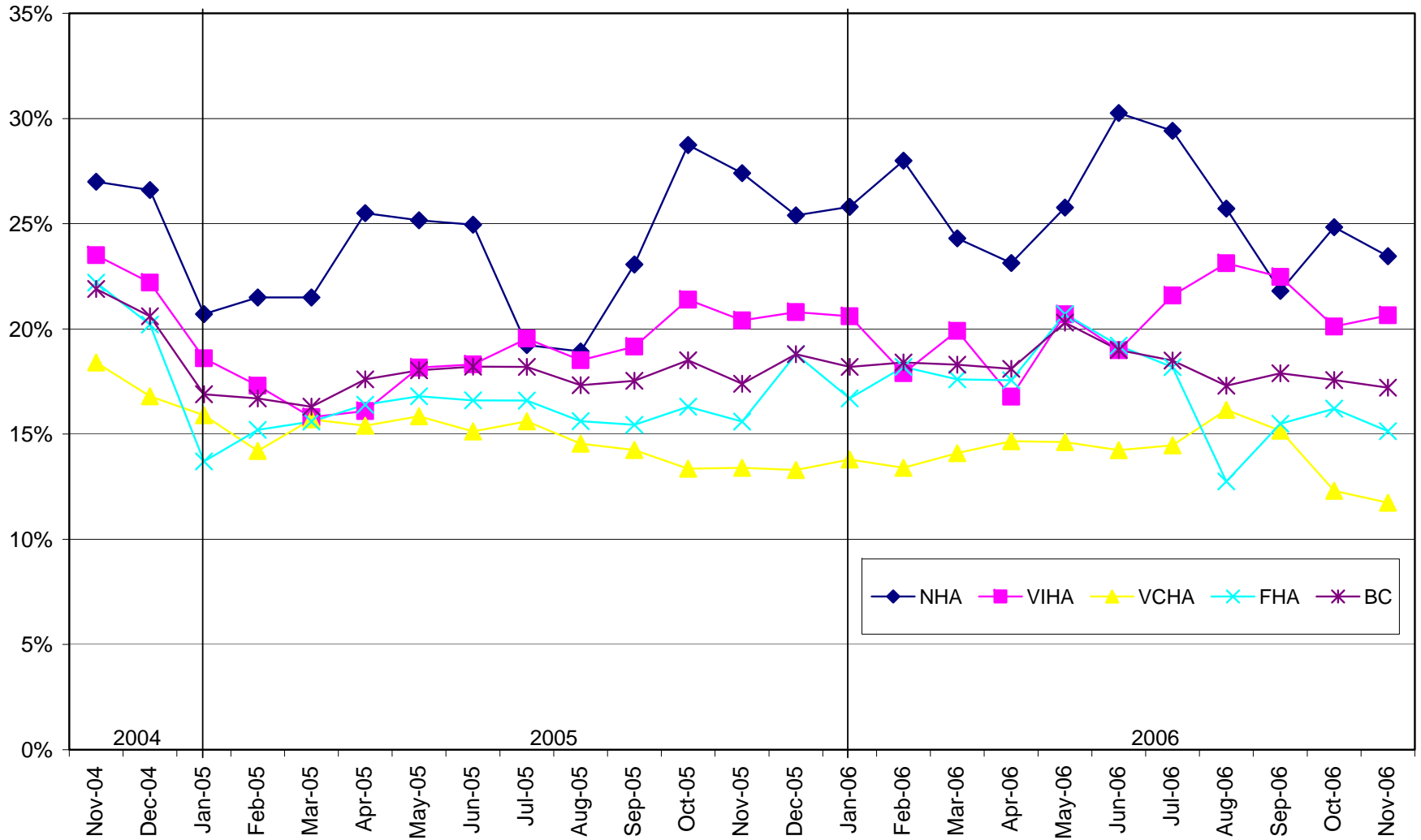
Region	POPULATION 2005			SMOKERS 2005		
	Total	Male	Female	Total	Male	Female
<b>British Columbia</b>	<b>3,559,109</b>	<b>1,751,556</b>	<b>1,807,553</b>	<b>653,078</b>	<b>346,792</b>	<b>306,285</b>
<b>Interior Health Authority</b>	<b>604,901</b>	<b>297,447</b>	<b>307,454</b>	<b>136,619</b>	<b>70,635</b>	<b>65,984</b>
<b>East Kootenay</b>	<b>69,409</b>	<b>34,981</b>	<b>34,428</b>	<b>17,016</b>	<b>7,990</b>	<b>9,026</b>
<b>Kootenay/Boundary</b>	<b>68,517</b>	<b>34,136</b>	<b>34,381</b>	<b>17,421</b>	<b>7,730</b>	<b>9,691</b>
<b>Okanagan</b>	<b>281,282</b>	<b>135,773</b>	<b>145,509</b>	<b>55,125</b>	<b>27,839</b>	<b>27,286</b>
<b>Thompson/Cariboo</b>	<b>185,693</b>	<b>92,557</b>	<b>93,136</b>	<b>45,961</b>	<b>26,442</b>	<b>19,519</b>
<b>Fraser Health Authority</b>	<b>1,201,737</b>	<b>592,970</b>	<b>608,767</b>	<b>201,311</b>	<b>98,659</b>	<b>102,653</b>
<b>Fraser East</b>	<b>212,133</b>	<b>105,129</b>	<b>107,004</b>	<b>32,837</b>	<b>18,433</b>	<b>14,404</b>
<b>Fraser North</b>	<b>469,872</b>	<b>231,219</b>	<b>238,653</b>	<b>71,906</b>	<b>35,384</b>	<b>36,522</b>
<b>Fraser South</b>	<b>519,732</b>	<b>256,622</b>	<b>263,110</b>	<b>91,685</b>	<b>45,270</b>	<b>46,415</b>
<b>Vancouver Coastal Health</b>	<b>894,815</b>	<b>437,645</b>	<b>457,170</b>	<b>125,021</b>	<b>69,623</b>	<b>55,399</b>
<b>Richmond</b>	<b>148,218</b>	<b>71,353</b>	<b>76,865</b>	<b>18,942</b>	<b>10,599</b>	<b>8,343</b>
<b>Vancouver</b>	<b>514,706</b>	<b>253,301</b>	<b>261,405</b>	<b>73,287</b>	<b>44,286</b>	<b>29,001</b>
<b>North Shore/Garibaldi</b>	<b>231,891</b>	<b>112,991</b>	<b>118,900</b>	<b>32,239</b>	<b>14,042</b>	<b>18,197</b>
<b>Vancouver Island Health</b>	<b>614,054</b>	<b>297,546</b>	<b>316,508</b>	<b>126,617</b>	<b>70,263</b>	<b>56,354</b>
<b>South Van Island</b>	<b>302,079</b>	<b>143,819</b>	<b>158,260</b>	<b>58,381</b>	<b>33,033</b>	<b>25,348</b>
<b>Central Van Island</b>	<b>213,291</b>	<b>104,352</b>	<b>108,939</b>	<b>47,946</b>	<b>26,448</b>	<b>21,498</b>
<b>North Van Island</b>	<b>98,684</b>	<b>49,375</b>	<b>49,309</b>	<b>20,457</b>	<b>10,796</b>	<b>9,661</b>
<b>Northern Health Authority</b>	<b>243,602</b>	<b>125,948</b>	<b>117,654</b>	<b>63,058</b>	<b>37,598</b>	<b>25,460</b>
<b>Northwest</b>	<b>66,313</b>	<b>34,586</b>	<b>31,727</b>	<b>15,336</b>	<b>9,230</b>	<b>6,106</b>
<b>Northern Interior</b>	<b>123,556</b>	<b>63,494</b>	<b>60,062</b>	<b>32,367</b>	<b>18,592</b>	<b>13,774</b>
<b>Northeast</b>	<b>53,733</b>	<b>27,868</b>	<b>25,865</b>	<b>15,260</b>	<b>9,666</b>	<b>5,594</b>

**Three Month Rolling Average  
Percent of BC Population who are Current Smokers, Age 15+  
(Daily and Occasional Smokers)**

	BC	IHA	FHA	VCHA	VIHA	NHA
Nov-04	22%	22%	22%	18%	24%	27%
Dec-04	21%	22%	20%	17%	22%	27%
Jan-05	17%	17%	14%	16%	19%	21%
Feb-05	17%	17%	15%	14%	17%	22%
Mar-05	16%	14%	16%	16%	16%	22%
Apr-05	18%	19%	16%	15%	16%	26%
May-05	18%	21%	17%	16%	18%	25%
Jun-05	18%	23%	17%	15%	18%	25%
Jul-05	18%	24%	17%	16%	20%	19%
Aug-05	17%	23%	16%	15%	19%	19%
Sep-05	18%	23%	15%	14%	19%	23%
Oct-05	19%	23%	16%	13%	21%	29%
Nov-05	17%	20%	16%	13%	20%	27%
Dec-05	19%	24%	19%	13%	21%	25%
Jan-06	18%	22%	17%	14%	21%	26%
Feb-06	18%	23%	18%	13%	18%	28%
Mar-06	18%	22%	18%	14%	20%	24%
Apr-06	18%	24%	18%	15%	17%	23%
May-06	20%	26%	21%	15%	21%	26%
Jun-06	19%	21%	19%	14%	19%	30%
Jul-06	19%	17%	18%	14%	22%	29%
Aug-06	17%	18%	13%	16%	23%	26%
Sep-06	18%	20%	15%	15%	22%	22%
Oct-06	18%	22%	16%	12%	20%	25%
Nov-06	17%	23%	15%	12%	21%	23%

Source: BC STATS, CHES Three (3) Month Rolling Averages  
Health Authorities sample size n=300, BC sample size n=1,500

**Percent of BC Population who are Current (Daily and Occasional Smokers) Age 15 +**  
**BC Stats, C.H.E.S.S. 3 Month Rolling Average, BC n=1,500 HA n=300**



**Percent of BC Population who are Smokers, Age 15 to 19  
(Daily and Occasional Smokers)**

Region	BC STATS <sup>3</sup>		
	N= (weighted)	% Total	CV <sup>4</sup>
<b>British Columbia</b>	<b>407</b>	<b>12%</b>	<b>6.1</b>
<b>Interior Health Authority</b>	<b>67</b>	<b>14%</b>	<b>15.6</b>
<b>Fraser Health Authority</b>	<b>126</b>	<b>7%</b>	<b>14.3</b>
<b>Vancouver Coastal Health Authority</b>	<b>121</b>	<b>8%</b>	<b>11.4</b>
<b>Vancouver Island Health Authority</b>	<b>65</b>	<b>18%</b>	<b>15.2</b>
<b>Northern Health Authority</b>	<b>28</b>	<b>26%</b>	<b>18.6</b>

<sup>1</sup>Source: C.C.H.S. 2.1 BC Share

<sup>2</sup>Annual results (11 months February to December)

<sup>3</sup>Source: BC STATS, CHES Twelve (12) month average, surveyed monthly Dec '05 - Nov '06

<sup>4</sup>As a measure of the sampling error, estimated coefficients of variation (CV) are calculated.

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- \* Acceptable CV is 15.00% to 24.99%
- \* Caution CV is 25.00% to 34.99%
- \* Unreliable CV is larger than 35.00%

**Percent of BC Population who are Smokers, Age 15 to 19  
(Daily and Occasional Smokers)**

	<b>BC</b>	<b>IHA</b>	<b>FHA</b>	<b>VCHA</b>	<b>VIHA</b>	<b>NHA</b>
<b>Dec-05</b>	19%	28%	19%	10%	20%	18%
<b>Jan-06</b>	17%	27%	11%	9%	23%	23%
<b>Feb-06</b>	17%	29%	12%	10%	22%	24%
<b>Mar-06</b>	15%	23%	10%	8%	22%	25%
<b>Apr-06</b>	16%	24%	10%	9%	23%	27%
<b>May-06</b>	16%	18%	12%	11%	22%	29%
<b>Jun-06</b>	15%	14%	12%	10%	23%	29%
<b>Jul-06</b>	14%	11%	10%	10%	26%	29%
<b>Aug-06</b>	14%	10%	9%	11%	25%	28%
<b>Sep-06</b>	13%	9%	8%	11%	23%	23%
<b>Oct-06</b>	13%	11%	10%	11%	21%	25%
<b>Nov-06</b>	12%	14%	7%	8%	18%	26%

Source: BC STATS, CHES Twelve (12) month rolling averages



### Age of first whole cigarette, Smokers Age <=20

	BC	IHA	FHA	VCHA	VIHA	NHA
Dec-05	14	14	15	13	14	13
Jan-06	14	14	15	13	13	13
Feb-06	14	14	15	13	14	13
Mar-06	14	14	15	13	13	13
Apr-06	14	14	15	13	14	13
May-06	14	14	15	13	14	13
Jun-06	14	14	14	15	14	13
Jul-06	14	14	14	15	15	13
Aug-06	14	14	14	15	15	13
Sep-06	14	14	14	15	15	13
Oct-06	14	15	15	15	14	13
Nov-06	15	15	14	15	14	13

Source: BC STATS, CHESS Twelve (12) month rolling averages

**Percent of BC Population who are Smokers, Age 20 to 24  
(Daily and Occasional Smokers)**

Region	BC STATS <sup>2</sup>		
	N= (weighted)	% Total	CV <sup>3</sup>
<b>British Columbia</b>	<b>370</b>	<b>24%</b>	<b>5.9</b>
<b>Interior Health Authority</b>	<b>60</b>	<b>30%</b>	<b>15.4</b>
<b>Fraser Health Authority</b>	<b>134</b>	<b>18%</b>	<b>12.7</b>
<b>Vancouver Coastal Health Authority</b>	<b>80</b>	<b>19%</b>	<b>13.1</b>
<b>Vancouver Island Health Authority</b>	<b>65</b>	<b>31%</b>	<b>16.4</b>
<b>Northern Health Authority</b>	<b>31</b>	<b>39%</b>	<b>19.6</b>

<sup>1</sup>Source: C.C.H.S. 2.1 BC Share

<sup>2</sup>Annual results (11 months February to December)

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The quality of the estimates are classified as follows:

- \* Excellent CV is 0.01% to 4.99%
- \* Very good CV is 5.00% to 9.99%
- \* Good CV is 10.00% to 14.99%
- \* Acceptable CV is 15.00% to 24.99%
- \* Caution CV is 25.00% to 34.99%
- \* Unreliable CV is larger than 35.00%

**Percent of BC Population who are Smokers, Age 20 to 24  
(Daily and Occasional Smokers)**

	<b>BC</b>	<b>IHA</b>	<b>FHA</b>	<b>VCHA</b>	<b>VIHA</b>	<b>NHA</b>
<b>Dec-05</b>	<b>26%</b>	<b>36%</b>	<b>25%</b>	<b>21%</b>	<b>25%</b>	<b>36%</b>
<b>Jan-06</b>	<b>27%</b>	<b>41%</b>	<b>27%</b>	<b>20%</b>	<b>24%</b>	<b>37%</b>
<b>Feb-06</b>	<b>26%</b>	<b>34%</b>	<b>25%</b>	<b>22%</b>	<b>23%</b>	<b>40%</b>
<b>Mar-06</b>	<b>26%</b>	<b>33%</b>	<b>25%</b>	<b>21%</b>	<b>24%</b>	<b>37%</b>
<b>Apr-06</b>	<b>24%</b>	<b>33%</b>	<b>21%</b>	<b>22%</b>	<b>22%</b>	<b>36%</b>
<b>May-06</b>	<b>28%</b>	<b>35%</b>	<b>25%</b>	<b>23%</b>	<b>30%</b>	<b>34%</b>
<b>Jun-06</b>	<b>27%</b>	<b>34%</b>	<b>24%</b>	<b>22%</b>	<b>31%</b>	<b>33%</b>
<b>Jul-06</b>	<b>27%</b>	<b>31%</b>	<b>25%</b>	<b>22%</b>	<b>29%</b>	<b>38%</b>
<b>Aug-06</b>	<b>27%</b>	<b>31%</b>	<b>24%</b>	<b>22%</b>	<b>31%</b>	<b>39%</b>
<b>Sep-06</b>	<b>27%</b>	<b>29%</b>	<b>24%</b>	<b>20%</b>	<b>36%</b>	<b>36%</b>
<b>Oct-06</b>	<b>23%</b>	<b>26%</b>	<b>18%</b>	<b>18%</b>	<b>32%</b>	<b>36%</b>
<b>Nov-06</b>	<b>24%</b>	<b>30%</b>	<b>18%</b>	<b>19%</b>	<b>31%</b>	<b>39%</b>

Source: BC STATS, CHES Twelve (12) month rolling averages

**Percent of BC Population who are Smokers, Age 25 to 44  
(Daily and Occasional Smokers)**

Region	BC STATS <sup>2</sup>				
	N= (weighted)	% Male	% Female	% Total	CV <sup>3</sup>
<b>British Columbia</b>	<b>2217</b>	<b>23%</b>	<b>20%</b>	<b>21%</b>	<b>2.3</b>
<b>Interior Health Authority</b>	<b>338</b>	<b>27%</b>	<b>28%</b>	<b>28%</b>	<b>5.6</b>
<b>Fraser Health Authority</b>	<b>789</b>	<b>20%</b>	<b>21%</b>	<b>20%</b>	<b>5.0</b>
<b>Vancouver Coastal Health Authority</b>	<b>578</b>	<b>20%</b>	<b>12%</b>	<b>16%</b>	<b>4.8</b>
<b>Vancouver Island Health Authority</b>	<b>340</b>	<b>29%</b>	<b>20%</b>	<b>24%</b>	<b>5.7</b>
<b>Northern Health Authority</b>	<b>172</b>	<b>30%</b>	<b>21%</b>	<b>26%</b>	<b>4.8</b>

<sup>1</sup>Source: C.C.H.S. 2.1 BC Share

<sup>2</sup>Annual results (11 months February to December) are not published for 25 to 44 years of age

<sup>3</sup>Source: BC STATS, CHES Twelve (12) month average, surveyed monthly Dec '05 - Nov '06

<sup>4</sup>As a measure of the sampling error, estimated coefficients of variation (CV) are calculated.

The quality of the estimates are classified as follows:

- \* Excellent CV is 0.01% to 4.99%
- \* Very good CV is 5.00% to 9.99%
- \* Good CV is 10.00% to 14.99%
- \* Acceptable CV is 15.00% to 24.99%
- \* Caution CV is 25.00% to 34.99%
- \* Unreliable CV is larger than 35.00%

**Percent of BC Population who are Current, Age 25 to 44  
(Daily and Occasional Smokers)**

	<b>BC</b>	<b>IHA</b>	<b>FHA</b>	<b>VCHA</b>	<b>VIHA</b>	<b>NHA</b>
<b>Dec-05</b>	19%	23%	17%	16%	22%	26%
<b>Jan-06</b>	20%	24%	17%	17%	25%	27%
<b>Feb-06</b>	19%	23%	17%	16%	23%	26%
<b>Mar-06</b>	21%	25%	18%	17%	26%	26%
<b>Apr-06</b>	20%	27%	17%	17%	26%	25%
<b>May-06</b>	20%	26%	18%	16%	23%	26%
<b>Jun-06</b>	20%	26%	18%	17%	23%	27%
<b>Jul-06</b>	20%	26%	18%	16%	24%	27%
<b>Aug-06</b>	20%	25%	18%	17%	24%	26%
<b>Sep-06</b>	21%	26%	21%	16%	24%	25%
<b>Oct-06</b>	21%	26%	20%	16%	22%	25%
<b>Nov-06</b>	21%	28%	20%	16%	24%	26%

Source: BC STATS, CHESS Twelve (12) month rolling averages

**Percent of BC Population who are Smokers, Age 45+  
(Daily and Occasional Smokers)**

Region	BC STATS <sup>2</sup>				
	N= (weighted)	% Male	% Female	% Total	CV <sup>3</sup>
<b>British Columbia</b>	<b>2838</b>	<b>17%</b>	<b>15%</b>	<b>16%</b>	<b>1.7</b>
<b>Interior Health Authority</b>	<b>530</b>	<b>22%</b>	<b>17%</b>	<b>19%</b>	<b>3.6</b>
<b>Fraser Health Authority</b>	<b>925</b>	<b>14%</b>	<b>15%</b>	<b>15%</b>	<b>3.9</b>
<b>Vancouver Coastal Health Authority</b>	<b>674</b>	<b>12%</b>	<b>14%</b>	<b>13%</b>	<b>4.1</b>
<b>Vancouver Island Health Authority</b>	<b>541</b>	<b>19%</b>	<b>15%</b>	<b>17%</b>	<b>3.6</b>
<b>Northern Health Authority</b>	<b>168</b>	<b>29%</b>	<b>20%</b>	<b>24%</b>	<b>4.0</b>

<sup>1</sup>Source: C.C.H.S. 2.1 BC Share

<sup>2</sup>Annual results (11 months February to December) are not published for 45+ years of age

<sup>3</sup>Source: BC STATS, CHES Twelve (12) month average, surveyed monthly Dec '05 - Nov '06

<sup>4</sup>As a measure of the sampling error, estimated coefficients of variation (CV) are calculated.

The quality of the estimates are classified as follows:

- \* Excellent CV is 0.01% to 4.99%
- \* Very good CV is 5.00% to 9.99%
- \* Good CV is 10.00% to 14.99%
- \* Acceptable CV is 15.00% to 24.99%
- \* Caution CV is 25.00% to 34.99%
- \* Unreliable CV is larger than 35.00%

**Percent of BC Population who are Smokers, Age 45+  
(Daily and Occasional Smokers)**

	<b>BC</b>	<b>IHA</b>	<b>FHA</b>	<b>VCHA</b>	<b>VIHA</b>	<b>NHA</b>
<b>Dec-05</b>	<b>15%</b>	<b>17%</b>	<b>15%</b>	<b>13%</b>	<b>15%</b>	<b>22%</b>
<b>Jan-06</b>	<b>16%</b>	<b>19%</b>	<b>15%</b>	<b>13%</b>	<b>16%</b>	<b>22%</b>
<b>Feb-06</b>	<b>16%</b>	<b>18%</b>	<b>16%</b>	<b>13%</b>	<b>14%</b>	<b>23%</b>
<b>Mar-06</b>	<b>16%</b>	<b>20%</b>	<b>15%</b>	<b>12%</b>	<b>16%</b>	<b>21%</b>
<b>Apr-06</b>	<b>16%</b>	<b>20%</b>	<b>16%</b>	<b>13%</b>	<b>16%</b>	<b>21%</b>
<b>May-06</b>	<b>17%</b>	<b>19%</b>	<b>17%</b>	<b>12%</b>	<b>17%</b>	<b>23%</b>
<b>Jun-06</b>	<b>16%</b>	<b>19%</b>	<b>17%</b>	<b>12%</b>	<b>17%</b>	<b>23%</b>
<b>Jul-06</b>	<b>16%</b>	<b>19%</b>	<b>16%</b>	<b>12%</b>	<b>17%</b>	<b>24%</b>
<b>Aug-06</b>	<b>16%</b>	<b>19%</b>	<b>15%</b>	<b>12%</b>	<b>17%</b>	<b>26%</b>
<b>Sep-06</b>	<b>16%</b>	<b>19%</b>	<b>15%</b>	<b>12%</b>	<b>17%</b>	<b>25%</b>
<b>Oct-06</b>	<b>16%</b>	<b>19%</b>	<b>15%</b>	<b>12%</b>	<b>17%</b>	<b>25%</b>
<b>Nov-06</b>	<b>16%</b>	<b>19%</b>	<b>15%</b>	<b>13%</b>	<b>17%</b>	<b>24%</b>

Source: BC STATS, CHES Twelve (12) month rolling averages

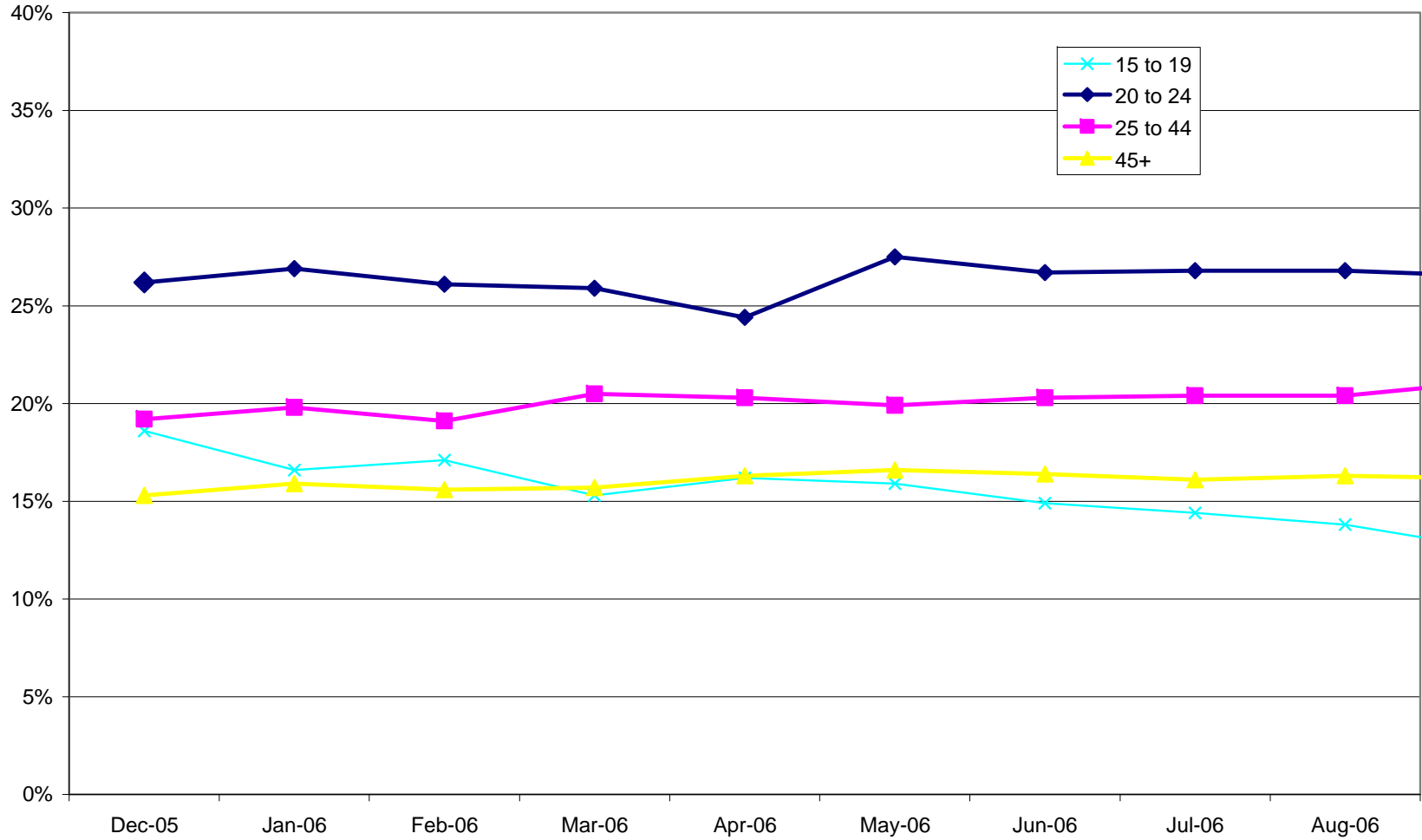
**Percent of BC Population who are Smokers, by Age Group  
(Daily and Occasional Smokers)**

	15 to 19	20 to 24	25 to 44	45+
<b>Dec-05</b>	19%	26%	19%	15%
<b>Jan-06</b>	17%	27%	20%	16%
<b>Feb-06</b>	17%	26%	19%	16%
<b>Mar-06</b>	15%	26%	21%	16%
<b>Apr-06</b>	16%	24%	20%	16%
<b>May-06</b>	16%	28%	20%	17%
<b>Jun-06</b>	15%	27%	20%	16%
<b>Jul-06</b>	14%	27%	20%	16%
<b>Aug-06</b>	14%	27%	20%	16%
<b>Sep-06</b>	13%	27%	21%	16%
<b>Oct-06</b>	13%	23%	21%	16%
<b>Nov-06</b>	12%	24%	21%	16%

Source: BC STATS, CHES Twelve (12) month rolling averages



**Percent of BC Population in different age groups who are Smokers  
(Daily and Occasional Smokers) BC Stats, C.H.E.S.S. 12 Month Rolling Average**



**Percent Women of child bearing age who are Smokers (Women 15 to 50 years of age)  
(Daily and Occasional Smokers)**

Women 15+ <sup>2</sup>	BC STATS <sup>1</sup>		
	% of Women 15 to 50yrs	% Female Smokers 15 to 50 yrs	CV
Currently pregnant or pregnant in last year	10%	9%	6.7
Currently trying to become pregnant	2%	3%	13.5
Neither	88%	88%	2.0

<sup>1</sup>Source: BC STATS, CHESSTwelve (12) month average, surveyed monthly Dec '05 - Nov '06

<sup>2</sup> Which of the following statements describes your recent experience with pregnancy (respondent may select more than one)

<sup>4</sup>As a measure of the sampling error, estimated coefficients of variation (CV) are calculated.

The quality of the estimates are classified as follows:

- \* Excellent CV is 0.01% to 4.99%
- \* Very good CV is 5.00% to 9.99%
- \* Good CV is 10.00% to 14.99%
- \* Acceptable CV is 15.00% to 24.99%
- \* Caution CV is 25.00% to 34.99%
- \* Unreliable CV is larger than 35.00%

**Smoking & Pregnancy - Percent Women who are Smokers (15 to 45 years of age)  
(Daily and Occasional Smokers)**

	Pregnant or pregnant in last year	Trying to become pregnant	Neither
Aug-05	3.2%	1.5%	95.3%
Sep-05	3.2%	1.2%	95.5%
Oct-05	2.7%	1.0%	96.3%
Nov-05	3.2%	0.9%	95.9%
Dec-05	3.3%	0.8%	95.9%
Jan-06	3.0%	0.8%	96.2%
Feb-06	4.8%	1.0%	94.2%
Mar-06	4.5%	1.4%	94.0%
Apr-06	5.1%	1.5%	93.4%
May-06	5.2%	1.7%	93.0%
Jun-06	6.0%	1.7%	92.3%
Jul-06	6.6%	2.1%	91.3%
Aug-06	7.5%	2.2%	90.3%

**Percent of BC Pop. who are Smokers (Daily and Occasional), Ethnicity Age >=15**

Ethnicity <sup>3,5</sup>	BC STATS <sup>2</sup>		
	N= (weighted)	%	CV <sup>4</sup>
Aboriginal/First Nations	135	44%	8.1
White/Caucasian	4027	19%	1.5
Chinese	296	8%	7.1
South East Asian (Cambodian, Vietnamese)	73	12%	13.4
South Asian (e.g. East Indian, Pakistani)	151	6%	10.0

<sup>1</sup>Source: BC STATS, CHESS Twelve (12) month average, surveyed monthly Dec '05 - Nov '06

<sup>3</sup> D10. How do you describe your ethnic background?

<sup>4</sup>As a measure of the sampling error, estimated coefficients of variation (CV) are calculated.

The quality of the estimates are classified as follows:

\* Excellent CV is 0.01% to 4.99%

\* Very good CV is 5.00% to 9.99%

\* Good CV is 10.00% to 14.99%

\* Acceptable CV is 15.00% to 24.99%

\* Caution CV is 25.00% to 34.99%

\* Unreliable CV is larger than 35.00%

<sup>5</sup> Only % of ethnicity groups for bases > than 30 shown

**Current Smokers who attempted to quit smoking, Age >=15**

	<b>Tried to quit or quit in the last 6 months</b>	<b>Tried to quit or quit in the last 12 months</b>	<b>Have not tried to quit in the last 12 months</b>
<b>Mar-05</b>	<b>32%</b>	<b>20%</b>	<b>49%</b>
<b>Apr-05</b>	<b>34%</b>	<b>20%</b>	<b>47%</b>
<b>May-05</b>	<b>34%</b>	<b>20%</b>	<b>46%</b>
<b>Jun-05</b>	<b>32%</b>	<b>20%</b>	<b>48%</b>
<b>Jul-05</b>	<b>26%</b>	<b>24%</b>	<b>50%</b>
<b>Aug-05</b>	<b>28%</b>	<b>23%</b>	<b>49%</b>
<b>Sep-05</b>	<b>27%</b>	<b>26%</b>	<b>47%</b>
<b>Oct-05</b>	<b>30%</b>	<b>21%</b>	<b>50%</b>
<b>Nov-05</b>	<b>27%</b>	<b>20%</b>	<b>53%</b>
<b>Dec-05</b>	<b>28%</b>	<b>19%</b>	<b>53%</b>
<b>Jan-06</b>	<b>26%</b>	<b>20%</b>	<b>54%</b>
<b>Feb-06</b>	<b>25%</b>	<b>24%</b>	<b>51%</b>
<b>Mar-06</b>	<b>27%</b>	<b>25%</b>	<b>48%</b>
<b>Apr-06</b>	<b>27%</b>	<b>23%</b>	<b>50%</b>
<b>May-06</b>	<b>29%</b>	<b>19%</b>	<b>52%</b>
<b>Jun-06</b>	<b>25%</b>	<b>18%</b>	<b>57%</b>
<b>Jul-06</b>	<b>27%</b>	<b>20%</b>	<b>52%</b>
<b>Aug-06</b>	<b>29%</b>	<b>20%</b>	<b>51%</b>
<b>Sep-06</b>	<b>27%</b>	<b>21%</b>	<b>51%</b>
<b>Oct-06</b>	<b>27%</b>	<b>24%</b>	<b>49%</b>
<b>Nov-06</b>	<b>24%</b>	<b>22%</b>	<b>54%</b>

<sup>1</sup>Source: BC STATS, CHESS Three (3) month rolling average

Q "Which of the following best describes your attempts to quit smoking---you have tried to quit or quit in the past six months, you have tried to quit or quit in the past 12 months, or you have not tried to quit in the last 12 months?"

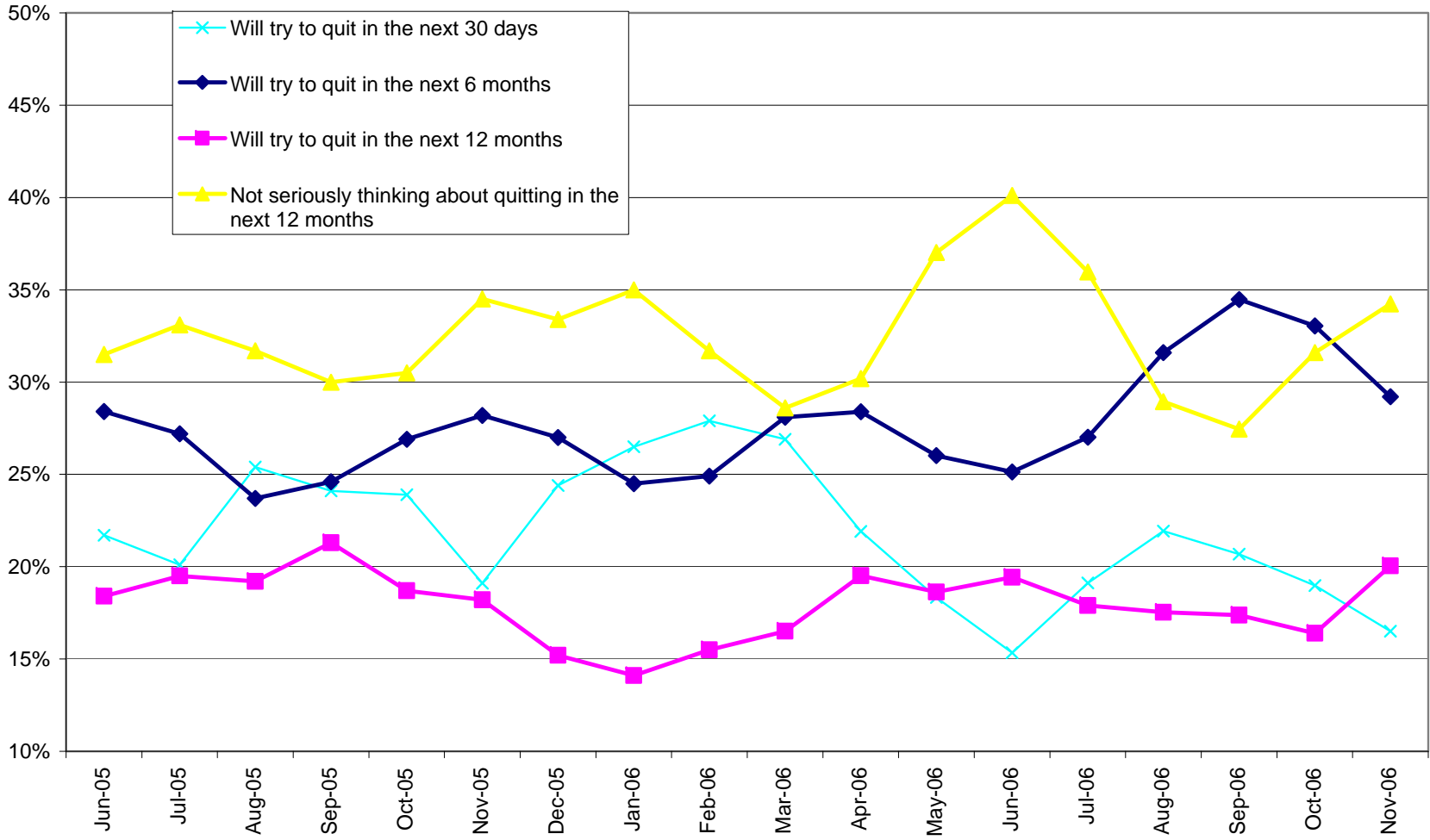
**Current Smokers who plan to quit smoking, Age >=15**

	<b>Will try to quit in the next 30 days</b>	<b>Will try to quit in the next 6 months</b>	<b>Will try to quit in the next 12 months</b>	<b>Not seriously thinking about quitting in the next 12 months</b>
<b>Jun-05</b>	22%	28%	18%	32%
<b>Jul-05</b>	20%	27%	20%	33%
<b>Aug-05</b>	25%	24%	19%	32%
<b>Sep-05</b>	24%	25%	21%	30%
<b>Oct-05</b>	24%	27%	19%	31%
<b>Nov-05</b>	19%	28%	18%	35%
<b>Dec-05</b>	24%	27%	15%	33%
<b>Jan-06</b>	27%	25%	14%	35%
<b>Feb-06</b>	28%	25%	16%	32%
<b>Mar-06</b>	27%	28%	17%	29%
<b>Apr-06</b>	22%	28%	20%	30%
<b>May-06</b>	18%	26%	19%	37%
<b>Jun-06</b>	15%	25%	19%	40%
<b>Jul-06</b>	19%	27%	18%	36%
<b>Aug-06</b>	22%	32%	18%	29%
<b>Sep-06</b>	21%	34%	17%	27%
<b>Oct-06</b>	19%	33%	16%	32%
<b>Nov-06</b>	17%	29%	20%	34%

<sup>1</sup>Source: BC STATS, CHESS Three (3) month rolling average

Q "Which of the following best describes your plans to quit smoking, would you say you will try to quit smoking within the next 30 days, will try to quit within the next 6 months, will try to quit in the next 12 months, or that you are not seriously thinking of quitting in the next 12 months?"

**Plan to Quit Smoking (Smoker, Age 15 +)  
BC Stats, C.H.E.S.S. 3 Month Rolling Average**



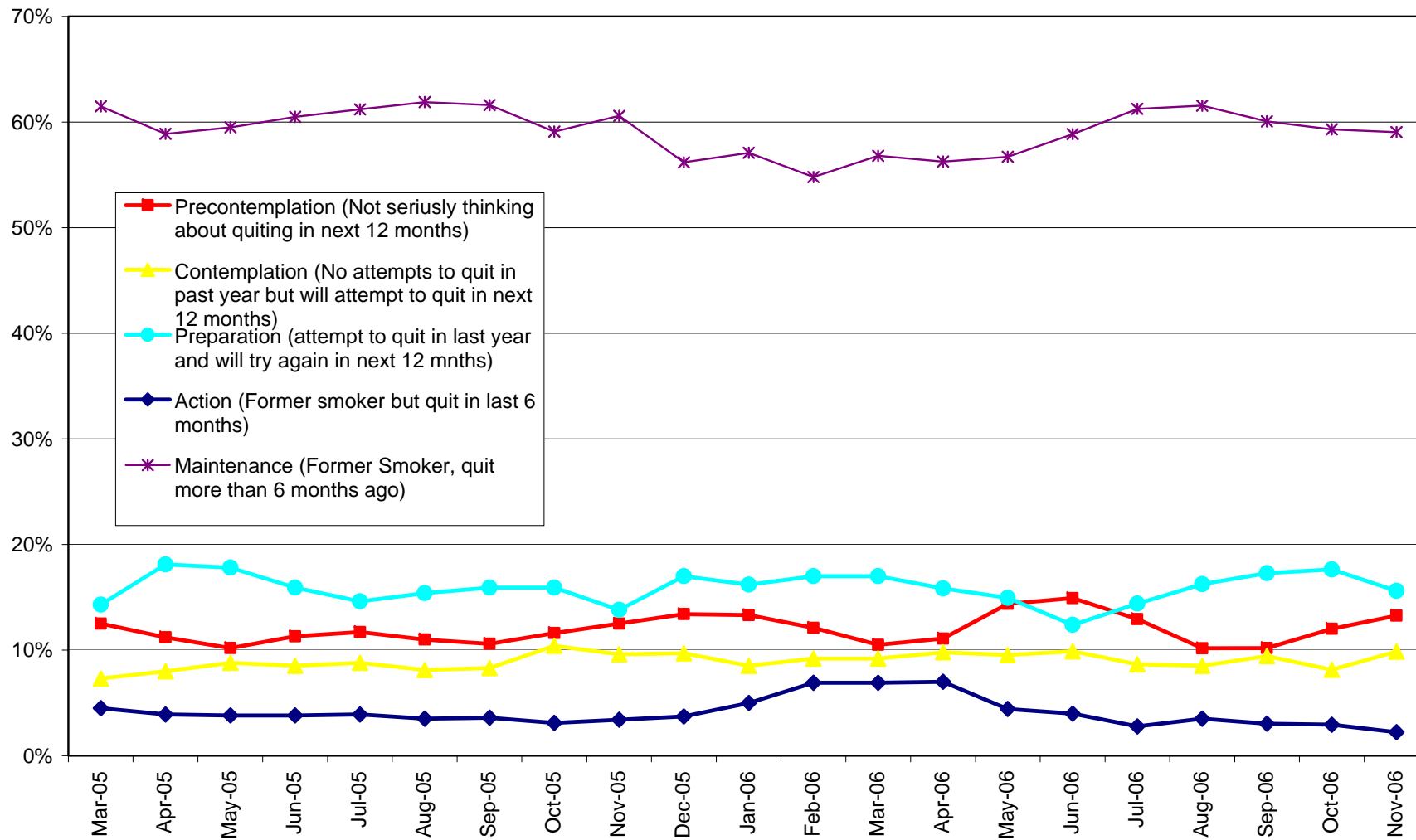
**Stage of Change, Age >=15**

	<b>Precontemplation (Not seriously thinking about quitting in next 12 months)</b>	<b>Contemplation (No attempts to quit in past year but will attempt to quit in next 12 months)</b>	<b>Preparation (attempt to quit in last year and will try again in next 12 mnths)</b>	<b>Action (Former smoker but quit in last 6 months)</b>	<b>Maintenance (Former Smoker, quit more than 6 months ago)</b>
Mar-05	13%	7%	14%	5%	62%
Apr-05	11%	8%	18%	4%	59%
May-05	10%	9%	18%	4%	60%
Jun-05	11%	9%	16%	4%	61%
Jul-05	12%	9%	15%	4%	61%
Aug-05	11%	8%	15%	4%	62%
Sep-05	11%	8%	16%	4%	62%
Oct-05	12%	10%	16%	3%	59%
Nov-05	13%	10%	14%	3%	61%
Dec-05	13%	10%	17%	4%	56%
Jan-06	13%	9%	16%	5%	57%
Feb-06	12%	9%	17%	7%	55%
Mar-06	11%	9%	17%	7%	57%
Apr-06	11%	10%	16%	7%	56%
May-06	14%	10%	15%	4%	57%
Jun-06	15%	10%	12%	4%	59%
Jul-06	13%	9%	14%	3%	61%
Aug-06	10%	9%	16%	4%	62%
Sep-06	10%	9%	17%	3%	60%
Oct-06	12%	8%	18%	3%	59%
Nov-06	13%	10%	16%	2%	59%

<sup>1</sup>Source: BC STATS, CHES Three (3) month rolling average



### Quit Smoking (Stage of Change) Smoker, Age 15 + BC Stats, C.H.E.S.S., 3 Month Rolling Average



Attitudes towards smoking in public places, Smokers Age >=15

Location <sup>2</sup>	BC STATS <sup>1</sup>				
	% Strongly Agree	% Agree	% Neutral	% Disagree	% Strongly Disagree
Smoking is extremely dangerous to your health	74%	11%	10%	2%	3%
Smoking is ruining your health	52%	14%	19%	7%	8%
Your cigarette smoke leaves an unpleasant smell	67%	12%	11%	3%	6%
Smoking gives you very bad breath	58%	16%	14%	8%	5%
You spend too much money on cigarettes	63%	8%	10%	7%	11%
Your cigarette smoke bothers other people a great deal	35%	13%	20%	12%	20%
Your second hand smoke is dangerous to those around you	55%	13%	10%	9%	13%
Smoking is bad for your skin	44%	16%	19%	8%	13%

<sup>1</sup>Source: BC STATS, CHES Twelve (12) month average, surveyed monthly Dec '05 - Nov '06

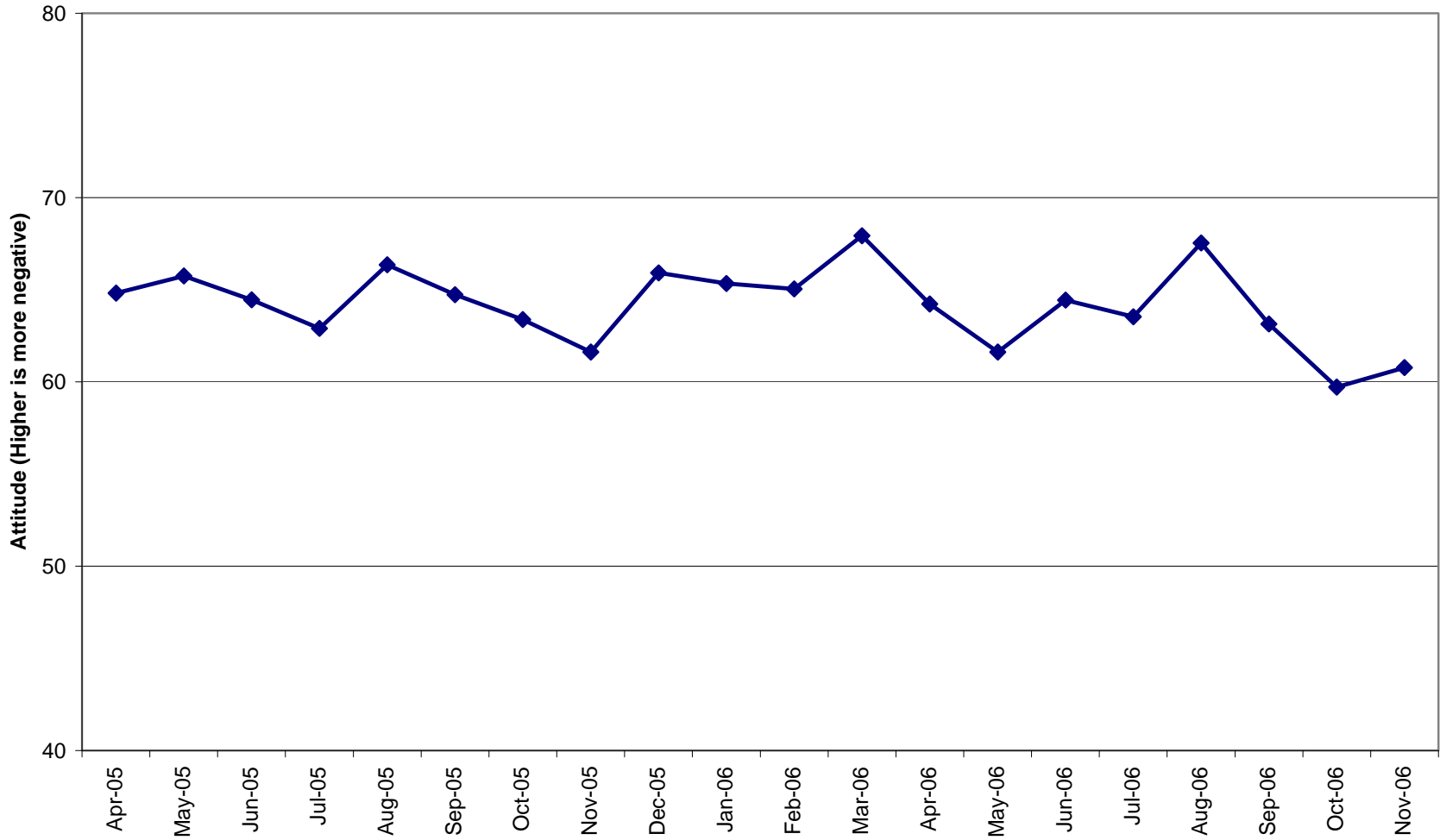
Q On a scale from one to five where one means you strongly disagree and five means you strongly agree, please tell me how strongly you disagree or agree with each of the following statements.

### Attitudes toward smoking, Smokers Age $\geq 15$

	<b>ATS 18</b> <b>(Score out of 80)</b>
<b>Apr-05</b>	<b>64.8</b>
<b>May-05</b>	<b>65.7</b>
<b>Jun-05</b>	<b>64.5</b>
<b>Jul-05</b>	<b>62.9</b>
<b>Aug-05</b>	<b>66.3</b>
<b>Sep-05</b>	<b>64.7</b>
<b>Oct-05</b>	<b>63.4</b>
<b>Nov-05</b>	<b>61.6</b>
<b>Dec-05</b>	<b>65.9</b>
<b>Jan-06</b>	<b>65.3</b>
<b>Feb-06</b>	<b>65.0</b>
<b>Mar-06</b>	<b>67.9</b>
<b>Apr-06</b>	<b>64.2</b>
<b>May-06</b>	<b>61.6</b>
<b>Jun-06</b>	<b>64.4</b>
<b>Jul-06</b>	<b>63.5</b>
<b>Aug-06</b>	<b>67.5</b>
<b>Sep-06</b>	<b>63.1</b>
<b>Oct-06</b>	<b>59.7</b>
<b>Nov-06</b>	<b>60.8</b>

Source: BC STATS, CHES three (3) Month Rolling Average

**Attitudes Towards Smoking  
BC Stats, C.H.E.S.S. 3 Month Rolling Average**



**Percent of Non-Smoking Population who are Exposed to Second Hand, Non-Smokers Age >=15**

Location	BC STATS <sup>1</sup>		
	% Everyday	% Almost Everyday	% Not at all
<b>In your household</b>	<b>2.2%</b>	<b>3.7%</b>	<b>94.1%</b>
<b>In a car or another private vehicle</b>	<b>0.6%</b>	<b>4.4%</b>	<b>95.0%</b>
<b>In a public place (such as bars, restaurants, shopping malls, arenas, bingo halls, bowling alleys)</b>	<b>1.4%</b>	<b>16.7%</b>	<b>81.9%</b>
<b>In outdoor public place such as outdoor stadium, field or event</b>	<b>1.6%</b>	<b>17.8%</b>	<b>80.5%</b>
<b>In your place of work<sup>2</sup></b>	<b>4.6%</b>	<b>10.2%</b>	<b>85.3%</b>

<sup>1</sup>Source: BC STATS, CHES Twelve (12) month average, surveyed monthly Dec '05 - Nov '06

Q "In the past month, were you exposed to second-hand smoke in [location], every day, almost every day, or not at all?"

<sup>2</sup> Those people 15+ who work outside the home for pay

**Percent of Non-Smoking Population who are Exposed to Second Hand, Non-Smokers Age >=15  
(% Exposed Every Day or Almost Every Day)**

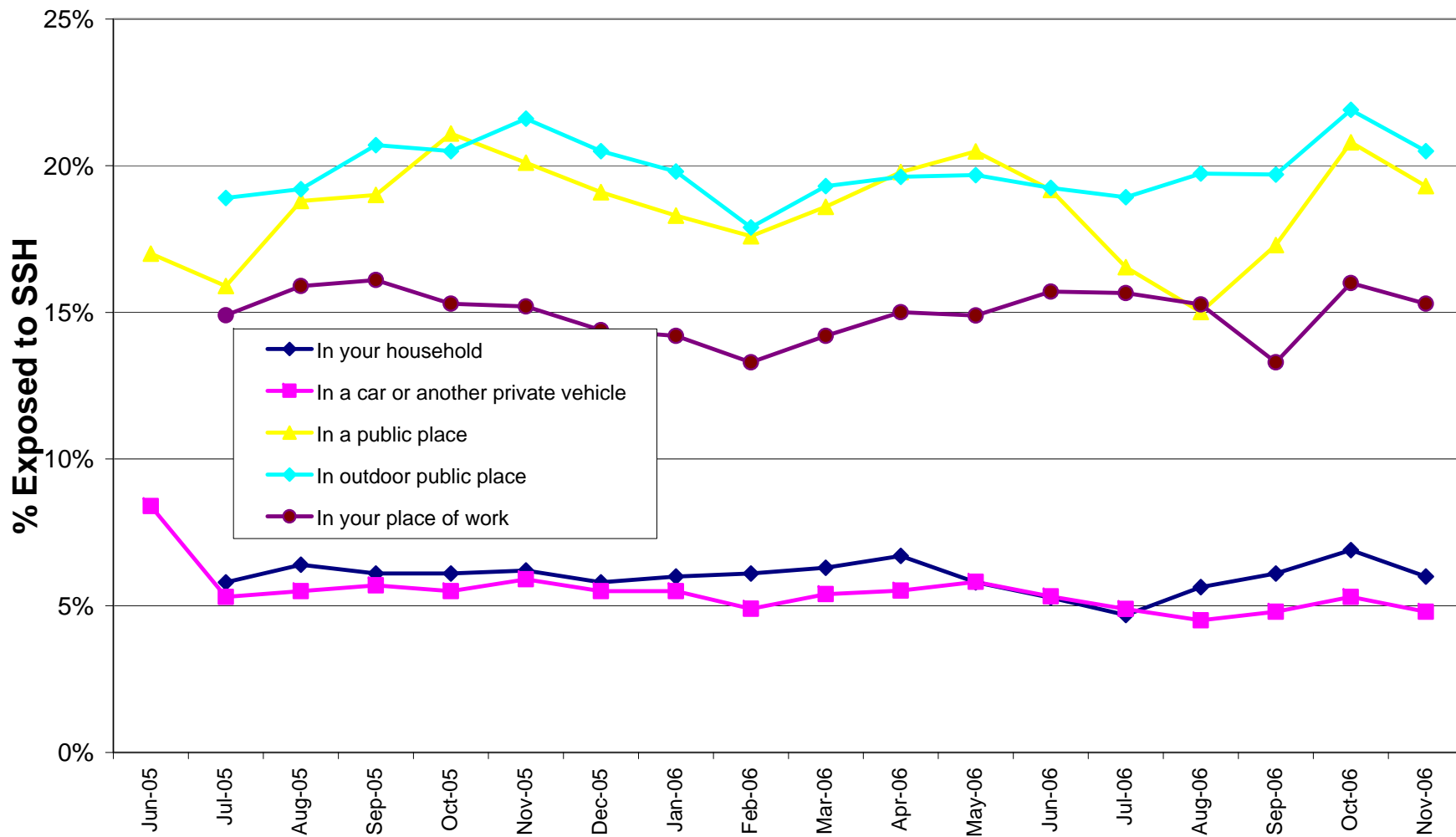
	In your household	In a car or another private vehicle	In a public place	In outdoor public place	In your place of work
Jun-05	-	8.4%	17.0%	-	-
Jul-05	5.8%	5.3%	15.9%	18.9%	14.9%
Aug-05	6.4%	5.5%	18.8%	19.2%	15.9%
Sep-05	6.1%	5.7%	19.0%	20.7%	16.1%
Oct-05	6.1%	5.5%	21.1%	20.5%	15.3%
Nov-05	6.2%	5.9%	20.1%	21.6%	15.2%
Dec-05	5.8%	5.5%	19.1%	20.5%	14.4%
Jan-06	6.0%	5.5%	18.3%	19.8%	14.2%
Feb-06	6.1%	4.9%	17.6%	17.9%	13.3%
Mar-06	6.3%	5.4%	18.6%	19.3%	14.2%
Apr-06	6.7%	5.5%	19.8%	19.6%	15.0%
May-06	5.8%	5.8%	20.5%	19.7%	14.9%
Jun-06	5.3%	5.3%	19.2%	19.2%	15.7%
Jul-06	4.7%	4.9%	16.5%	18.9%	15.7%
Aug-06	5.6%	4.5%	15.0%	19.7%	15.3%
Sep-06	6.1%	4.8%	17.3%	19.7%	13.3%
Oct-06	6.9%	5.3%	20.8%	21.9%	16.0%
Nov-06	6.0%	4.8%	19.3%	20.5%	15.3%

Source: BC STATS, CHES Three (3) Month Rolling Average

Q "In the past month, were you exposed to second-hand smoke in [location], every day, almost every day, or not at all?"

<sup>2</sup> Those people 15+ who work outside the home for pay

### Non-Smoking Population who are Exposed to Second Hand, Non-Smokers Age >=15



**Attitudes towards smoking in public places, Age >=15**

Location <sup>2</sup>	BC STATS <sup>1</sup>				
	% Strongly Agree	% Agree	% Neutral	% Disagree	% Strongly Disagree
<b>Smoking in public should not be tolerated</b>	41.1%	15.0%	20.4%	8.7%	14.8%
<b>Smoking is extremely dangerous to people's health</b>	84.9%	7.6%	4.2%	1.5%	1.8%
<b>Smoking is irresponsible given its known social and personal costs</b>	49.4%	16.8%	18.9%	6.5%	8.3%
<b>Second hand smoke is dangerous to those exposed to it</b>	78.1%	10.2%	6.8%	2.3%	2.6%
<b>Non-smokers have a right to a smoke free environment</b>	74.3%	10.9%	7.4%	2.4%	5.1%
<b>Employers should be allowed to deny employment to people who smoke</b>	15.1%	6.7%	16.1%	13.1%	49.0%

<sup>1</sup>Source: BC STATS, CHESS Twelve (12) month average, surveyed monthly Dec '05 - Nov '06

<sup>2</sup>On a scale from one to five where one means you strongly disagree and five means you strongly agree, please tell me how strongly you disagree or agree with each of the following statements.



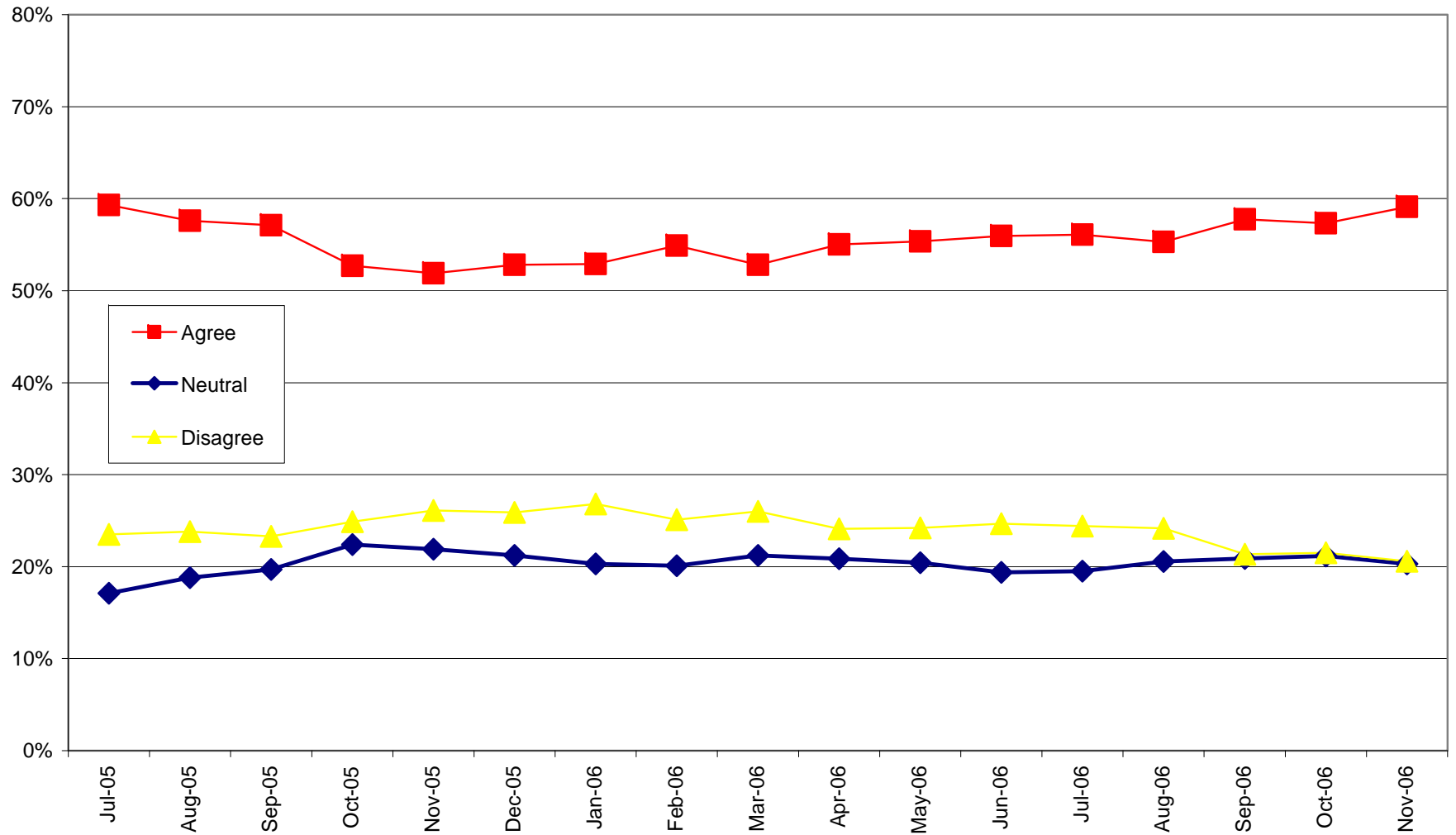
**Attitudes towards smoking in public places, Age >=15**

	<b>% Strongly Agree</b>	<b>% Agree</b>	<b>% Neutral</b>	<b>% Disagree</b>	<b>% Strongly Disagree</b>
<b>Jul-05</b>	<b>47%</b>	<b>12%</b>	<b>17%</b>	<b>8%</b>	<b>16%</b>
<b>Aug-05</b>	<b>46%</b>	<b>12%</b>	<b>19%</b>	<b>9%</b>	<b>15%</b>
<b>Sep-05</b>	<b>44%</b>	<b>13%</b>	<b>20%</b>	<b>8%</b>	<b>15%</b>
<b>Oct-05</b>	<b>38%</b>	<b>15%</b>	<b>22%</b>	<b>9%</b>	<b>16%</b>
<b>Nov-05</b>	<b>37%</b>	<b>15%</b>	<b>22%</b>	<b>9%</b>	<b>17%</b>
<b>Dec-05</b>	<b>39%</b>	<b>14%</b>	<b>21%</b>	<b>9%</b>	<b>17%</b>
<b>Jan-06</b>	<b>39%</b>	<b>14%</b>	<b>20%</b>	<b>9%</b>	<b>18%</b>
<b>Feb-06</b>	<b>41%</b>	<b>14%</b>	<b>20%</b>	<b>8%</b>	<b>17%</b>
<b>Mar-06</b>	<b>37%</b>	<b>15%</b>	<b>21%</b>	<b>9%</b>	<b>17%</b>
<b>Apr-06</b>	<b>40%</b>	<b>15%</b>	<b>21%</b>	<b>9%</b>	<b>15%</b>
<b>May-06</b>	<b>40%</b>	<b>16%</b>	<b>20%</b>	<b>9%</b>	<b>15%</b>
<b>Jun-06</b>	<b>40%</b>	<b>16%</b>	<b>19%</b>	<b>10%</b>	<b>15%</b>
<b>Jul-06</b>	<b>40%</b>	<b>16%</b>	<b>19%</b>	<b>10%</b>	<b>14%</b>
<b>Aug-06</b>	<b>40%</b>	<b>15%</b>	<b>21%</b>	<b>11%</b>	<b>13%</b>
<b>Sep-06</b>	<b>43%</b>	<b>14%</b>	<b>21%</b>	<b>9%</b>	<b>12%</b>
<b>Oct-06</b>	<b>43%</b>	<b>14%</b>	<b>21%</b>	<b>9%</b>	<b>13%</b>
<b>Nov-06</b>	<b>44%</b>	<b>15%</b>	<b>20%</b>	<b>7%</b>	<b>14%</b>

<sup>1</sup>Source: BC STATS, CHESS Three (3) month average

<sup>2</sup> On a scale from one to five where one means you strongly disagree and five means you strongly agree, please tell me how strongly you disagree or agree smoking in public should not be tolerated

**Attitudes towards smoking in public places, Age >=15**  
**% Agree, Neutral, Disagree - Smoking in public should not be tolerated**



**Top-of-Mind Cessation Resources, Current Smoker Age 15+**

Cessation Resource <sup>2</sup>	BC STATS 2005 <sup>1</sup>			
	% First Mentions	% Second Mentions	% Third Mentions	% Total Mentions
QUITNOW.CA	1%	1%	1%	4%
QUITNOW BY PHONE	0%	1%	1%	1%
THE RESOURCES AND SUPPORT AVAILABLE THROUGH DOCTOR OFFICES	10%	6%	3%	19%
NICOTINE REPLACEMENT THERAPY (SUCH AS GUM, PATCH, AND INHALER)	32%	13%	4%	49%
ZYBAN	6%	5%	2%	13%

<sup>1</sup>Source: BC STATS, CHES Twelve (12) month average, surveyed monthly Dec '05 - Nov '06

Q "When you think of resources or support that you might use to help you quit smoking what is the first type of resource or support that comes to mind? And what comes to mind next? Third?"

**Top-of-Mind Cessation Resources, Current Smoker Age 15+**  
 (Total Mentions) BC STATS 2005 <sup>1</sup>

	<b>QUITNOW.CA</b>	<b>QUITNOW BY PHONE</b>	<b>DOCTOR OFFICES</b>	<b>NICOTINE REPLACEMENT THERAPY</b>	<b>ZYBAN</b>
<b>Jun-05</b>	3%	2%	23%	49%	10%
<b>Jul-05</b>	2%	1%	21%	43%	11%
<b>Aug-05</b>	5%	4%	18%	41%	13%
<b>Sep-05</b>	3%	4%	17%	39%	13%
<b>Oct-05</b>	2%	7%	20%	43%	12%
<b>Nov-05</b>	0%	6%	19%	46%	12%
<b>Dec-05</b>	2%	6%	22%	49%	15%
<b>Jan-06</b>	3%	2%	20%	52%	16%
<b>Feb-06</b>	5%	2%	23%	52%	18%
<b>Mar-06</b>	6%	2%	22%	51%	15%
<b>Apr-06</b>	6%	3%	24%	50%	15%
<b>May-06</b>	5%	2%	24%	53%	15%
<b>Jun-06</b>	3%	1%	22%	51%	14%
<b>Jul-06</b>	2%	1%	17%	48%	11%
<b>Aug-06</b>	2%	0%	13%	41%	9%
<b>Sep-06</b>	2%		11%	44%	11%
<b>Oct-06</b>	4%	1%	15%	48%	14%
<b>Nov-06</b>	3%	1%	14%	46%	10%

<sup>1</sup>Source: BC STATS, CHESS 3 month average

<sup>2</sup>When you think of resources or support that you might use to help you quit smoking what is the first type of resource or support that comes to mind? And what comes to mind next? Third?

**Aided Recall of Cessation Resources, Current Smoker Age 15+**

Cessation Resource <sup>2</sup>	BC STATS 2005 <sup>1</sup>					
	BC	IHA	FHA	VCHA	VIHA	NHA
Quitnow.ca a free internet based service to support smokers who what to quit	22%	26%	23%	18%	21%	28%
Quitnow by phone a toll free support line for people trying to quit	13%	17%	12%	10%	13%	18%
The resources and support available through doctor offices	59%	61%	59%	54%	64%	66%
Nicotine Replacement Therapy (such as gum, patch, and inhaler)	87%	90%	86%	84%	89%	89%
Zyban	48%	60%	45%	37%	54%	60%
IHA ONLY: Baby's Breath	na	5%	na	na	na	na
NHA ONLY: NIC or the Nicotine Intervention Program	na	na	na	na	na	18%

<sup>1</sup>Source: BC STATS, CHESS Twelve (12) month average, surveyed monthly Dec '05 - Nov '06

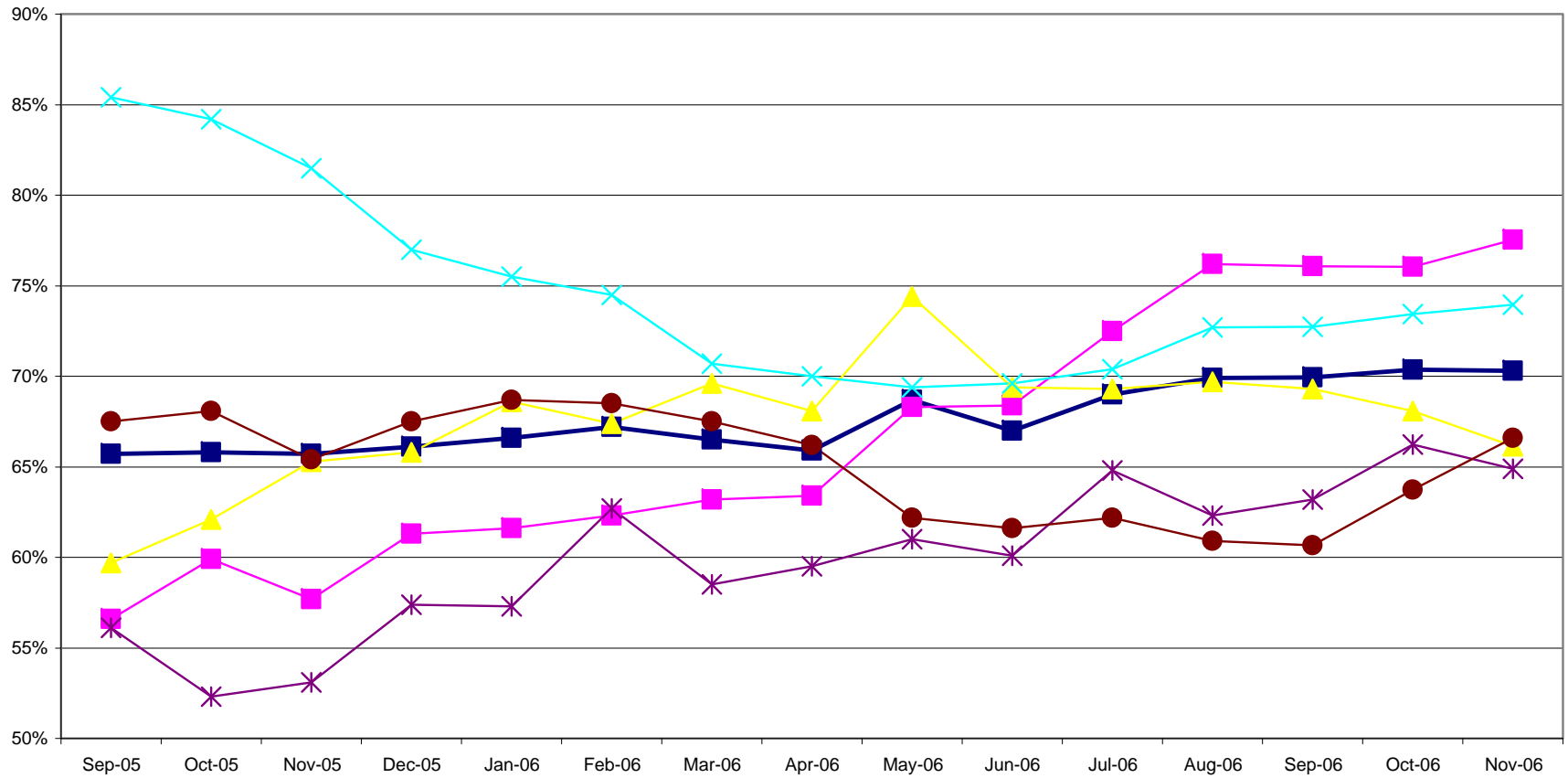
Q I am going to read you a list of resources used by smokers to quit? Could you please tell us which of the following resources you are aware of?

**Percent of Smokers Who Do Not Use Cessation Support Resources  
Smokers Age 15+ who quit in past 12 months**

	<b>BC</b>	<b>IHA</b>	<b>FHA</b>	<b>VCHA</b>	<b>VIHA</b>	<b>NHA</b>
<b>Sep-05</b>	66%	57%	60%	85%	56%	68%
<b>Oct-05</b>	66%	60%	62%	84%	52%	68%
<b>Nov-05</b>	66%	58%	65%	82%	53%	65%
<b>Dec-05</b>	66%	61%	66%	77%	57%	68%
<b>Jan-06</b>	67%	62%	69%	76%	57%	69%
<b>Feb-06</b>	67%	62%	67%	75%	63%	69%
<b>Mar-06</b>	67%	63%	70%	71%	59%	68%
<b>Apr-06</b>	66%	63%	68%	70%	60%	66%
<b>May-06</b>	69%	68%	74%	69%	61%	62%
<b>Jun-06</b>	67%	68%	69%	70%	60%	62%
<b>Jul-06</b>	69%	73%	69%	70%	65%	62%
<b>Aug-06</b>	70%	76%	70%	73%	62%	61%
<b>Sep-06</b>	70%	76%	69%	73%	63%	61%
<b>Oct-06</b>	70%	76%	68%	73%	66%	64%
<b>Nov-06</b>	70%	78%	66%	74%	65%	67%

<sup>1</sup>Source: BC STATS, CHESSTwelve (12) month average, surveyed monthly Dec '05 - Nov '06  
Q "Did you try to quit smoking on your own without special preparation or help?"

**Percent of Smokers Who Do Not Use Cessation Support Resources**  
**Smokers Age 15+ who quit in past 12 months**



**BC Population who have you seen, read or heard any advertisement about quitting smoking or the benefits of quitting smoking, All Respondents, Age 15+**

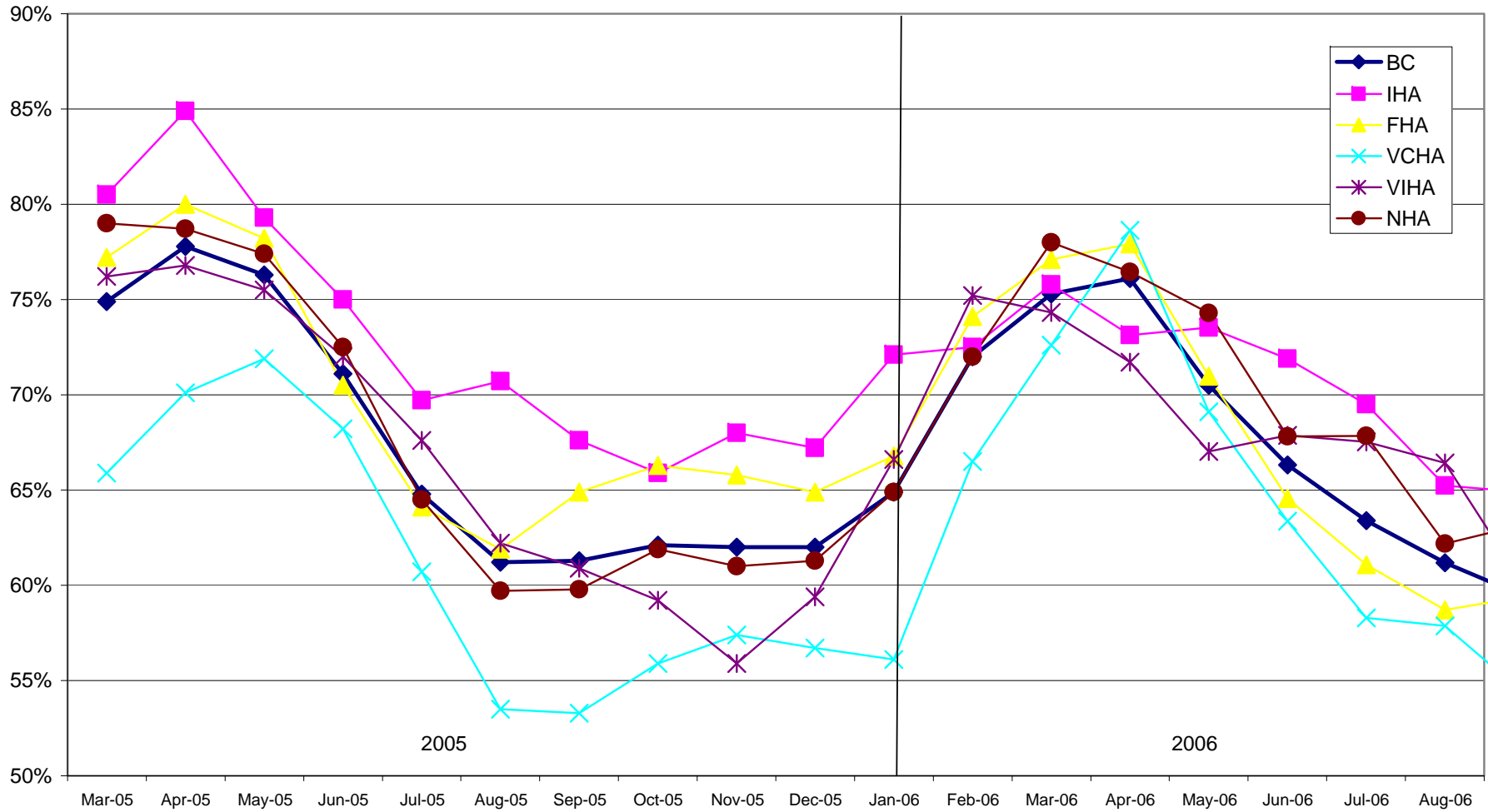
	<b>BC</b>	<b>IHA</b>	<b>FHA</b>	<b>VCHA</b>	<b>VIHA</b>	<b>NHA</b>
<b>Mar-05</b>	75%	81%	77%	66%	76%	79%
<b>Apr-05</b>	78%	85%	80%	70%	77%	79%
<b>May-05</b>	76%	79%	78%	72%	76%	77%
<b>Jun-05</b>	71%	75%	71%	68%	72%	73%
<b>Jul-05</b>	65%	70%	64%	61%	68%	65%
<b>Aug-05</b>	61%	71%	62%	54%	62%	60%
<b>Sep-05</b>	61%	68%	65%	53%	61%	60%
<b>Oct-05</b>	62%	66%	66%	56%	59%	62%
<b>Nov-05</b>	62%	68%	66%	57%	56%	61%
<b>Dec-05</b>	62%	67%	65%	57%	59%	61%
<b>Jan-06</b>	65%	72%	67%	56%	67%	65%
<b>Feb-06</b>	72%	73%	74%	67%	75%	72%
<b>Mar-06</b>	75%	76%	77%	73%	74%	78%
<b>Apr-06</b>	76%	73%	78%	79%	72%	76%
<b>May-06</b>	70%	74%	71%	69%	67%	74%
<b>Jun-06</b>	66%	72%	65%	63%	68%	68%
<b>Jul-06</b>	63%	69%	61%	58%	68%	68%
<b>Aug-06</b>	61%	65%	59%	58%	66%	62%
<b>Sep-06</b>	59%	65%	59%	54%	60%	63%
<b>Oct-06</b>	58%	64%	60%	55%	57%	56%
<b>Nov-06</b>	60%	67%	62%	57%	57%	56%

Source: BC STATS, CHESS Three (3) Month Rolling Averages

Q "Over the past few weeks or so, have you seen, read or heard any advertisement or communication material about quitting smoking or the benefits of quitting smoking?"



Percent of BC Population who recall anti-tobacco advertising, Age 15 +  
 BC Stats, C.H.E.S.S. 3 Month Rolling Average, BC n=1,500/HA n=300



**Top-of-Mind Media Message, Age 15+ who recall hearing a message**

Top of Mind - Media Message Recalled <sup>2</sup>	% Who Recall Hearing, Seeing or Reading Message <sup>1</sup>																
	Jul-05	Aug-05	Sep-05	Oct-05	Nov-05	Dec-05	Jan-06	Feb-06	Mar-06	Apr-06	May-06	Jun-06	Jul-06	Aug-06	Sep-05	Oct-05	Nov-05
TV Commercials - Dangers of Second Hand Smoke	4%	4%	4%	4%	3%	2%	2%	2%	2%	2%	3%	4%	4%	4%	2%	2%	2%
TV Commercials - Quitting Smoking	17%	18%	16%	13%	9%	7%	6%	8%	9%	10%	9%	9%	9%	9%	10%	11%	9%
Ad about Nicotin Replacement Therapy to Quit Smoking	20%	18%	19%	18%	21%	22%	23%	19%	16%	16%	18%	20%	20%	20%	20%	20%	12%
TV Commercial - Help Line to Quit Smoking	3%	3%	3%	3%	3%	2%	1%	0%	0%	1%	1%	1%	1%	1%	0%	1%	1%
Ad about Zyban	1%	3%	3%	2%	2%	2%	2%	1%	1%	1%	1%	2%	2%	2%	2%	2%	1%
Ad about Health Risks/Negative Effects of Tobacco	19%	19%	21%	18%	18%	16%	18%	21%	22%	24%	22%	20%	18%	18%	20%	21%	14%
TV Commercial - Do not smoke/start smoking	3%	3%	4%	5%	5%	4%	2%	1%	1%	2%	3%	3%	3%	3%	3%	3%	3%
Just an ad (unspecified)	19%	19%	17%	17%	19%	20%	16%	13%	12%	13%	16%	19%	23%	23%	21%	18%	11%
Ad where lady/woman turns into a devil/monster	-	-	-	-	-	2%	3%	5%	4%	6%	6%	7%	6%	5%	4%	2%	1%
Website to help quit/Quitnow.ca	-	-	-	-	-	-	1%	3%	5%	5%	6%	5%	4%	3%	3%	2%	1%
Ads about the benefits of quitting	-	-	-	-	-	-	3%	9%	11%	10%	5%	4%	3%	3%	2%	2%	1%
Other	3%	2%	3%	5%	5%	7%	7%	9%	6%	5%	4%	4%	3%	5%	5%	6%	33%
Nothing	-	-	-	-	-	-	1%	1%	2%	1%	1%	0%	0%	1%	1%	1%	0%
Don't know	20%	20%	20%	19%	19%	18%	18%	17%	18%	19%	19%	17%	17%	15%	17%	20%	19%

<sup>1</sup>Source: BC STATS, CHES, Three (3) Month rolling average

Q "Please tell me everything you can remember about the material or advertisements you recall. [PROBE] Anything else?"

**Awariness BC's Tobacco Free Sports Program, Age 15+**

	BC	IHA	FHA	VCHA	VIHA	NHA
<b>Jul-05</b>	8%	13%	8%	5%	10%	6%
<b>Aug-05</b>	8%	14%	7%	6%	10%	6%
<b>Sep-05</b>	8%	15%	6%	7%	8%	6%
<b>Oct-05</b>	7%	14%	6%	6%	6%	8%
<b>Nov-05</b>	8%	15%	6%	7%	7%	7%
<b>Dec-05</b>	7%	16%	4%	6%	7%	6%
<b>Jan-06</b>	7%	15%	4%	6%	7%	6%
<b>Feb-06</b>	7%	13%	4%	6%	7%	9%
<b>Mar-06</b>	7%	12%	4%	7%	7%	10%
<b>Apr-06</b>	8%	14%	4%	7%	9%	11%
<b>May-06</b>	9%	17%	5%	9%	7%	10%
<b>Jun-06</b>	9%	12%	6%	11%	10%	9%
<b>Jul-06</b>	9%	10%	7%	12%	9%	7%
<b>Aug-06</b>	7%	8%	5%	9%	8%	7%
<b>Sep-06</b>	7%	13%	5%	8%	4%	8%
<b>Oct-06</b>	8%	16%	7%	8%	4%	10%
<b>Nov-06</b>	10%	15%	9%	10%	6%	10%

<sup>1</sup>Source: BC STATS, CHES, Three (3) Month rolling average

Q "There is a program in BC that provides anti-smoking resources and materials to sporting events. Have you seen, read or heard anything about BC's tobacco free sports program?"

## Awareness BC's Tobacco Free Sports Program All Respondents Age 15+

