

# SUMMARY OF SMOKING RATES FOR BC

April 2006 - March 2007



ServiceBC

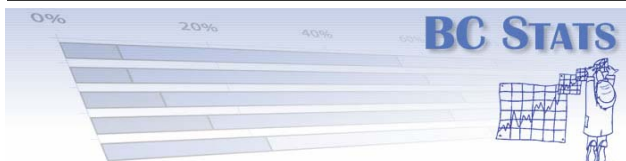


# Summary of Smoking Rates for BC

## April 2006 through March 2007

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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.



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

Region	2005 Calendar Year	2006 Calendar Year	BC STATS Tracking <sup>1</sup> (12 month rolling average)				CV <sup>4</sup>
	Smoker	Smoker	N= (unweighted)	Current	Former	Never	
British Columbia	18%	18%	6,008	17%	29%	54%	1.3
Interior	21%	21%	1,192	20%	33%	46%	2.9
East Kootenay	20%	25%	137	21%	37%	41%	8.5
Kootenay/Boundary	22%	20%	144	18%	40%	42%	8.3
Okanagan	18%	18%	539	16%	33%	51%	4.3
Thompson/Cariboo	24%	25%	372	26%	30%	44%	5.2
Fraser	17%	16%	1,190	16%	28%	56%	2.9
Fraser East	17%	16%	215	21%	36%	44%	6.8
Fraser North	16%	18%	462	15%	27%	58%	4.7
Fraser South	17%	15%	513	15%	26%	59%	4.4
Van Coastal	15%	14%	1,241	13%	24%	63%	2.8
Richmond	14%	11%	205	11%	18%	71%	7.0
Vancouver	15%	15%	730	13%	22%	65%	3.7
N. Shore/Coast Garibaldi	15%	14%	306	13%	34%	53%	5.7
Van Island	18%	20%	1,196	19%	35%	46%	2.9
South Van Island	17%	19%	591	16%	34%	50%	4.1
Central Van Island	19%	23%	415	21%	37%	42%	4.9
North Van Island	21%	20%	190	25%	36%	39%	7.3
Northern Health	24%	26%	1,189	25%	26%	50%	2.9
Northwest	23%	24%	328	22%	28%	50%	5.5
Northern Interior	23%	26%	601	24%	25%	51%	4.1
Northeast	28%	28%	260	28%	24%	47%	6.2

<sup>1</sup>Source: BC STATS, CHESSTwelve (12) month average, surveyed monthly Apr '06 - Mar '07

<sup>2</sup>Source: C.C.H.S. BC Share (Calendar 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:

- \* 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%

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

<b>BC STATS Tracking</b>					
		<b>Male</b>		<b>Female</b>	
<b>Region</b>	<b>2005 Rate</b>	<b>Current Rate<sup>1</sup></b>	<b>2005 Rate</b>	<b>Current Rate<sup>1</sup></b>	
<b>British Columbia</b>	<b>19%</b>	<b>18%</b>	<b>16%</b>	<b>16%</b>	
<b>Interior</b>	<b>22%</b>	<b>23%</b>	<b>20%</b>	<b>18%</b>	
<b>East Kootenay</b>	<b>19%</b>	<b>25%</b>	<b>22%</b>	<b>19%</b>	
<b>Kootenay/Boundary</b>	<b>21%</b>	<b>16%</b>	<b>24%</b>	<b>19%</b>	
<b>Okanagan</b>	<b>21%</b>	<b>18%</b>	<b>17%</b>	<b>14%</b>	
<b>Thompson/Cariboo</b>	<b>26%</b>	<b>30%</b>	<b>23%</b>	<b>22%</b>	
<b>Fraser</b>	<b>18%</b>	<b>16%</b>	<b>16%</b>	<b>16%</b>	
<b>Fraser East</b>	<b>17%</b>	<b>23%</b>	<b>16%</b>	<b>19%</b>	
<b>Fraser North</b>	<b>16%</b>	<b>15%</b>	<b>15%</b>	<b>16%</b>	
<b>Fraser South</b>	<b>19%</b>	<b>14%</b>	<b>16%</b>	<b>16%</b>	
<b>Van Coastal</b>	<b>16%</b>	<b>14%</b>	<b>14%</b>	<b>12%</b>	
<b>Richmond</b>	<b>13%</b>	<b>10%</b>	<b>14%</b>	<b>12%</b>	
<b>Vancouver</b>	<b>18%</b>	<b>16%</b>	<b>12%</b>	<b>11%</b>	
<b>N. Shore/Coast Garibaldi</b>	<b>14%</b>	<b>13%</b>	<b>17%</b>	<b>14%</b>	
<b>Van Island</b>	<b>21%</b>	<b>21%</b>	<b>16%</b>	<b>17%</b>	
<b>South Van Island</b>	<b>21%</b>	<b>19%</b>	<b>14%</b>	<b>13%</b>	
<b>Central Van Island</b>	<b>20%</b>	<b>21%</b>	<b>19%</b>	<b>20%</b>	
<b>North Van Island</b>	<b>25%</b>	<b>25%</b>	<b>18%</b>	<b>26%</b>	
<b>Northern Health</b>	<b>25%</b>	<b>29%</b>	<b>23%</b>	<b>20%</b>	
<b>Northwest</b>	<b>22%</b>	<b>26%</b>	<b>23%</b>	<b>19%</b>	
<b>Northern Interior</b>	<b>23%</b>	<b>28%</b>	<b>22%</b>	<b>20%</b>	
<b>Northeast</b>	<b>34%</b>	<b>32%</b>	<b>22%</b>	<b>24%</b>	

<sup>1</sup> Source: BC STATS, CHES Twelve (12) month average, surveyed monthly

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

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

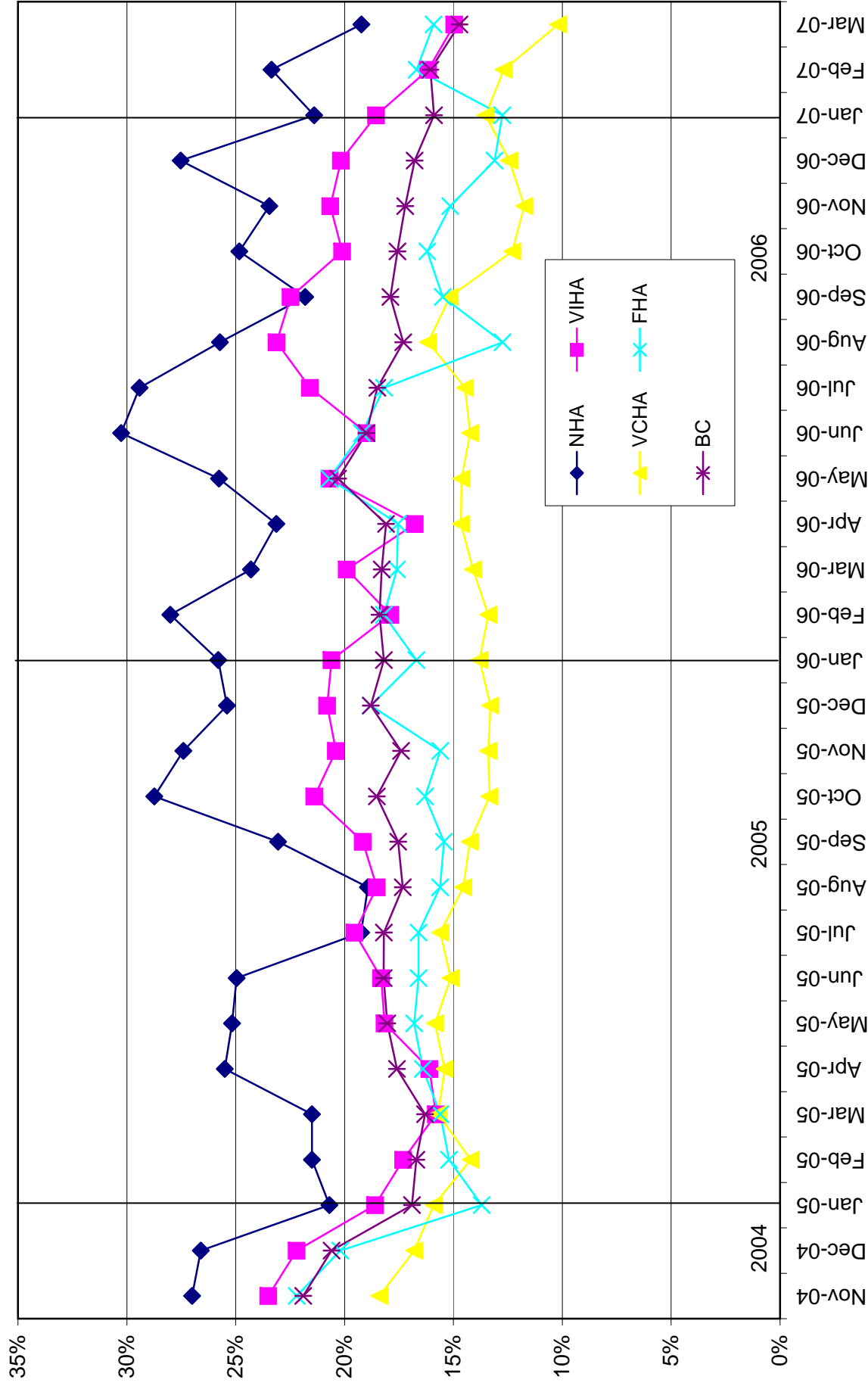
Region	POPULATION 2005			SMOKERS 2005		
	Total	Male	Female	Total	Male	Female
<b>British Columbia</b>	<b>3,559,109</b>	<b>1,751,556</b>	<b>1,807,553</b>	<b>608,727</b>	<b>322,863</b>	<b>285,864</b>
<b>Interior Health Authority</b>	<b>604,901</b>	<b>297,447</b>	<b>307,454</b>	<b>121,960</b>	<b>67,254</b>	<b>54,707</b>
East Kootenay	69,409	34,981	34,428	15,160	8,755	6,406
Kootenay/Boundary	68,517	34,136	34,381	12,207	5,624	6,583
Okanagan	281,282	135,773	145,509	44,736	23,792	20,944
Thompson/Cariboo	185,693	92,557	93,136	47,786	27,645	20,141
<b>Fraser Health Authority</b>	<b>1,201,737</b>	<b>592,970</b>	<b>608,767</b>	<b>191,590</b>	<b>92,769</b>	<b>98,820</b>
Fraser East	212,133	105,129	107,004	44,151	23,973	20,178
Fraser North	469,872	231,219	238,653	70,630	33,625	37,005
Fraser South	519,732	256,622	263,110	77,769	36,568	41,202
<b>Vancouver Coastal Health</b>	<b>894,815</b>	<b>437,645</b>	<b>457,170</b>	<b>116,134</b>	<b>63,450</b>	<b>52,684</b>
Richmond	148,218	71,353	76,865	15,967	6,964	9,003
Vancouver	514,706	253,301	261,405	69,218	41,371	27,847
North Shore/Garibaldi	231,891	112,991	118,900	31,160	15,042	16,118
<b>Vancouver Island Health</b>	<b>614,054</b>	<b>297,546</b>	<b>316,508</b>	<b>117,664</b>	<b>62,593</b>	<b>55,071</b>
South Van Island	302,079	143,819	158,260	48,513	27,869	20,645
Central Van Island	213,291	104,352	108,939	44,606	22,413	22,193
North Van Island	98,684	49,375	49,309	24,940	12,347	12,593
<b>Northern Health Authority</b>	<b>243,602</b>	<b>125,948</b>	<b>117,654</b>	<b>60,127</b>	<b>36,176</b>	<b>23,951</b>
Northwest	66,313	34,586	31,727	15,008	9,079	5,930
Northern Interior	123,556	63,494	60,062	29,885	17,928	11,957
Northeast	53,733	27,868	25,865	15,031	8,949	6,082

**Three Month Rolling Average  
Percent of BC Population who are Current Smokers, /  
(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%
Dec-06	17%	22%	13%	12%	20%	28%
Jan-07	16%	20%	13%	14%	19%	21%
Feb-07	16%	16%	17%	13%	16%	23%
Mar-07	15%	17%	16%	10%	15%	19%

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>408</b>	<b>12%</b>	<b>6.1</b>
<b>Interior Health Authority</b>	<b>67</b>	<b>17%</b>	<b>15.6</b>
<b>Fraser Health Authority</b>	<b>143</b>	<b>9%</b>	<b>14.3</b>
<b>Vancouver Coastal Health Authority</b>	<b>121</b>	<b>9%</b>	<b>11.4</b>
<b>Vancouver Island Health Authority</b>	<b>54</b>	<b>17%</b>	<b>15.2</b>
<b>Northern Health Authority</b>	<b>23</b>	<b>19%</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 Apr '06 - Mar '07

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

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- \* 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%
<b>Dec-06</b>	10%	10%	7%	7%	13%	22%
<b>Jan-07</b>	9%	12%	7%	9%	11%	16%
<b>Feb-07</b>	11%	11%	10%	9%	15%	16%
<b>Mar-07</b>	12%	17%	9%	9%	17%	19%

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
Dec-06	15	15	14	16	14	13
Jan-07	15	15	15	16	14	13
Feb-07	15	15	15	16	14	14
Mar-07	15	14	15	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>345</b>	<b>22%</b>	<b>5.9</b>
<b>Interior Health Authority</b>	<b>59</b>	<b>26%</b>	<b>15.4</b>
<b>Fraser Health Authority</b>	<b>124</b>	<b>18%</b>	<b>12.7</b>
<b>Vancouver Coastal Health Authority</b>	<b>72</b>	<b>15%</b>	<b>13.1</b>
<b>Vancouver Island Health Authority</b>	<b>58</b>	<b>29%</b>	<b>16.4</b>
<b>Northern Health Authority</b>	<b>31</b>	<b>34%</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)

<sup>3</sup>Source: BC STATS, CHES Twelve (12) month average, surveyed monthly Apr '06 - Mar '07

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

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- \* 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>	26%	36%	25%	21%	25%	36%
<b>Jan-06</b>	27%	41%	27%	20%	24%	37%
<b>Feb-06</b>	26%	34%	25%	22%	23%	40%
<b>Mar-06</b>	26%	33%	25%	21%	24%	37%
<b>Apr-06</b>	24%	33%	21%	22%	22%	36%
<b>May-06</b>	28%	35%	25%	23%	30%	34%
<b>Jun-06</b>	27%	34%	24%	22%	31%	33%
<b>Jul-06</b>	27%	31%	25%	22%	29%	38%
<b>Aug-06</b>	27%	31%	24%	22%	31%	39%
<b>Sep-06</b>	27%	29%	24%	20%	36%	36%
<b>Oct-06</b>	23%	26%	18%	18%	32%	36%
<b>Nov-06</b>	24%	30%	18%	19%	31%	39%
<b>Dec-06</b>	25%	32%	17%	22%	33%	40%
<b>Jan-07</b>	25%	30%	19%	19%	34%	36%
<b>Feb-07</b>	24%	30%	18%	16%	34%	33%
<b>Mar-07</b>	22%	26%	18%	15%	29%	34%

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>2233</b>	<b>21%</b>	<b>17%</b>	<b>19%</b>	<b>2.3</b>
<b>Interior Health Authority</b>	<b>339</b>	<b>29%</b>	<b>21%</b>	<b>25%</b>	<b>5.6</b>
<b>Fraser Health Authority</b>	<b>778</b>	<b>19%</b>	<b>20%</b>	<b>20%</b>	<b>5.0</b>
<b>Vancouver Coastal Health Authority</b>	<b>582</b>	<b>18%</b>	<b>10%</b>	<b>14%</b>	<b>4.8</b>
<b>Vancouver Island Health Authority</b>	<b>357</b>	<b>20%</b>	<b>16%</b>	<b>18%</b>	<b>5.7</b>
<b>Northern Health Authority</b>	<b>177</b>	<b>30%</b>	<b>22%</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, CHESS Twelve (12) month average, surveyed monthly Apr '06 - Mar '07

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- \* 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%
<b>Dec-06</b>	21%	28%	20%	16%	23%	27%
<b>Jan-07</b>	20%	27%	20%	15%	20%	26%
<b>Feb-07</b>	20%	26%	20%	15%	21%	26%
<b>Mar-07</b>	19%	25%	20%	14%	18%	26%

Source: BC STATS, CHES 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>2841</b>	<b>16%</b>	<b>15%</b>	<b>15%</b>	<b>1.7</b>
<b>Interior Health Authority</b>	<b>530</b>	<b>19%</b>	<b>14%</b>	<b>16%</b>	<b>3.6</b>
<b>Fraser Health Authority</b>	<b>925</b>	<b>12%</b>	<b>16%</b>	<b>14%</b>	<b>3.9</b>
<b>Vancouver Coastal Health Authority</b>	<b>675</b>	<b>12%</b>	<b>13%</b>	<b>13%</b>	<b>4.1</b>
<b>Vancouver Island Health Authority</b>	<b>543</b>	<b>20%</b>	<b>16%</b>	<b>18%</b>	<b>3.6</b>
<b>Northern Health Authority</b>	<b>168</b>	<b>29%</b>	<b>17%</b>	<b>23%</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, CHESS Twelve (12) month average, surveyed monthly Apr '06 - Mar '07

<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>	15%	17%	15%	13%	15%	22%
<b>Jan-06</b>	16%	19%	15%	13%	16%	22%
<b>Feb-06</b>	16%	18%	16%	13%	14%	23%
<b>Mar-06</b>	16%	20%	15%	12%	16%	21%
<b>Apr-06</b>	16%	20%	16%	13%	16%	21%
<b>May-06</b>	17%	19%	17%	12%	17%	23%
<b>Jun-06</b>	16%	19%	17%	12%	17%	23%
<b>Jul-06</b>	16%	19%	16%	12%	17%	24%
<b>Aug-06</b>	16%	19%	15%	12%	17%	26%
<b>Sep-06</b>	16%	19%	15%	12%	17%	25%
<b>Oct-06</b>	16%	19%	15%	12%	17%	25%
<b>Nov-06</b>	16%	19%	15%	13%	17%	24%
<b>Dec-06</b>	16%	17%	15%	12%	18%	25%
<b>Jan-07</b>	16%	16%	14%	13%	18%	24%
<b>Feb-07</b>	16%	17%	14%	13%	18%	24%
<b>Mar-07</b>	15%	16%	14%	13%	18%	23%

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

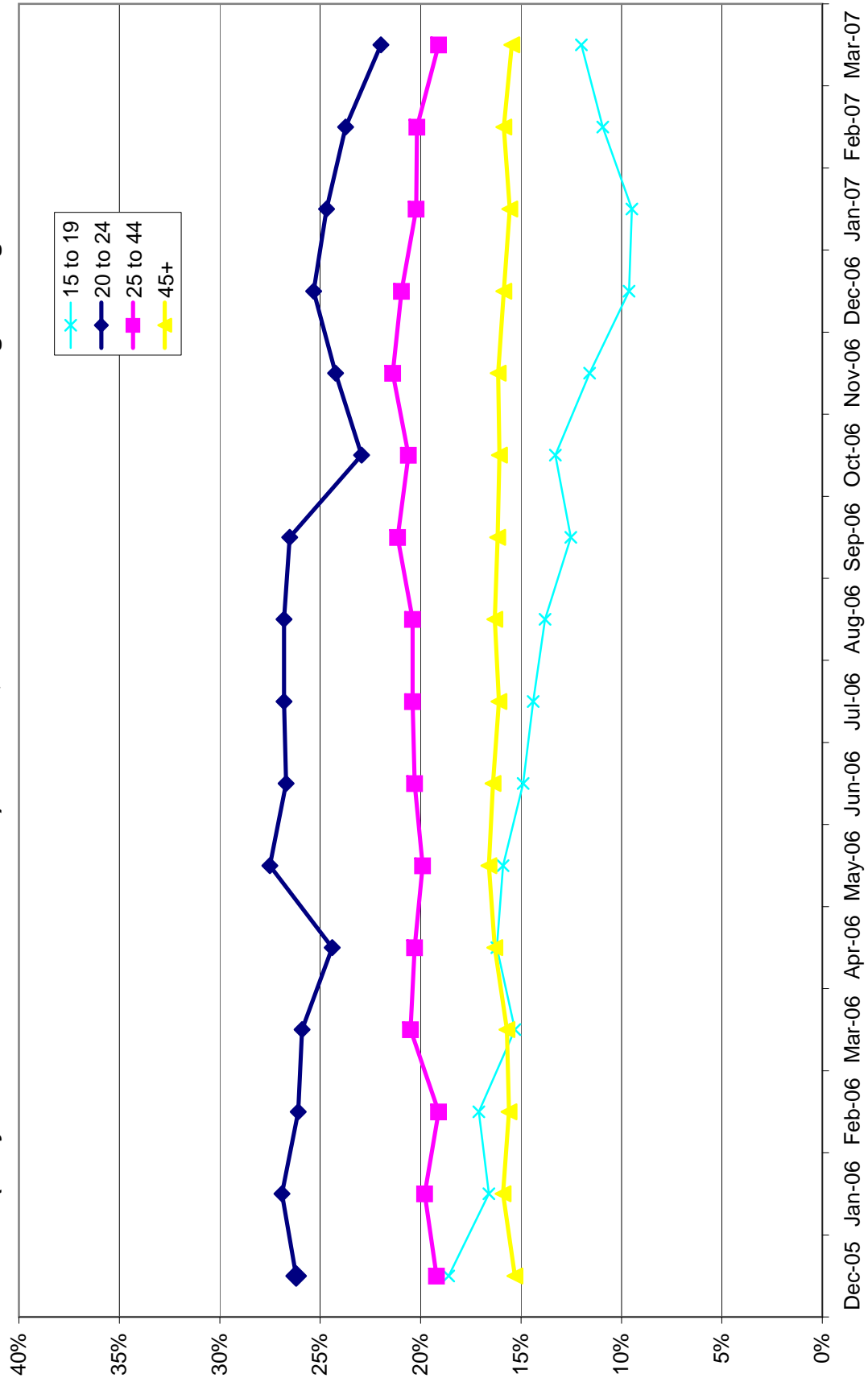


**Percent of BC Population who are Smokers, by Age Group  
(Daily and Occasional Smokers)**

	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%
<b>Dec-06</b>	10%	25%	21%	16%
<b>Jan-07</b>	9%	25%	20%	16%
<b>Feb-07</b>	11%	24%	20%	16%
<b>Mar-07</b>	12%	22%	19%	15%

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
<b>Currently pregnant or pregnant in last year</b>	<b>12%</b>	<b>11%</b>	<b>6.7</b>
<b>Currently trying to become pregnant</b>	<b>2%</b>	<b>2%</b>	<b>13.5</b>
<b>Neither</b>	<b>86%</b>	<b>87%</b>	<b>2.0</b>

<sup>1</sup>Source: BC STATS, CHESS Twelve (12) month average, surveyed monthly Apr '06 - Mar '07

<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>
<b>Aboriginal/First Nations</b>	<b>173</b>	<b>42%</b>	<b>8.1</b>
<b>White/Caucasian</b>	<b>3942</b>	<b>18%</b>	<b>1.5</b>
<b>Chinese</b>	<b>330</b>	<b>5%</b>	<b>7.1</b>
<b>South East Asian (Cambodian, Vietnamese)</b>	<b>80</b>	<b>6%</b>	<b>13.4</b>
<b>South Asian (e.g. East Indian, Pakistani)</b>	<b>168</b>	<b>7%</b>	<b>10.0</b>

<sup>1</sup>Source: BC STATS, CHES Twelve (12) month average, surveyed monthly Apr '06 - Mar '07

<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

empted to quit smoking, Age >=15

	Tried to quit or quit in the last 6 months	Tried to quit or quit in the last 12 months	Have not tried to quit in the last 12 months
Mar-05	32%	20%	49%
Apr-05	34%	20%	47%
May-05	34%	20%	46%
Jun-05	32%	20%	48%
Jul-05	26%	24%	50%
Aug-05	28%	23%	49%
Sep-05	27%	26%	47%
Oct-05	30%	21%	50%
Nov-05	27%	20%	53%
Dec-05	28%	19%	53%
Jan-06	26%	20%	54%
Feb-06	25%	24%	51%
Mar-06	27%	25%	48%
Apr-06	27%	23%	50%
May-06	29%	19%	52%
Jun-06	25%	18%	57%
Jul-06	27%	20%	52%
Aug-06	29%	20%	51%
Sep-06	27%	21%	51%
Oct-06	27%	24%	49%
Nov-06	24%	22%	54%
Dec-06	22%	18%	60%
Jan-07	21%	17%	62%
Feb-07	26%	16%	58%
Mar-07	26%	19%	55%

HESS 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?"

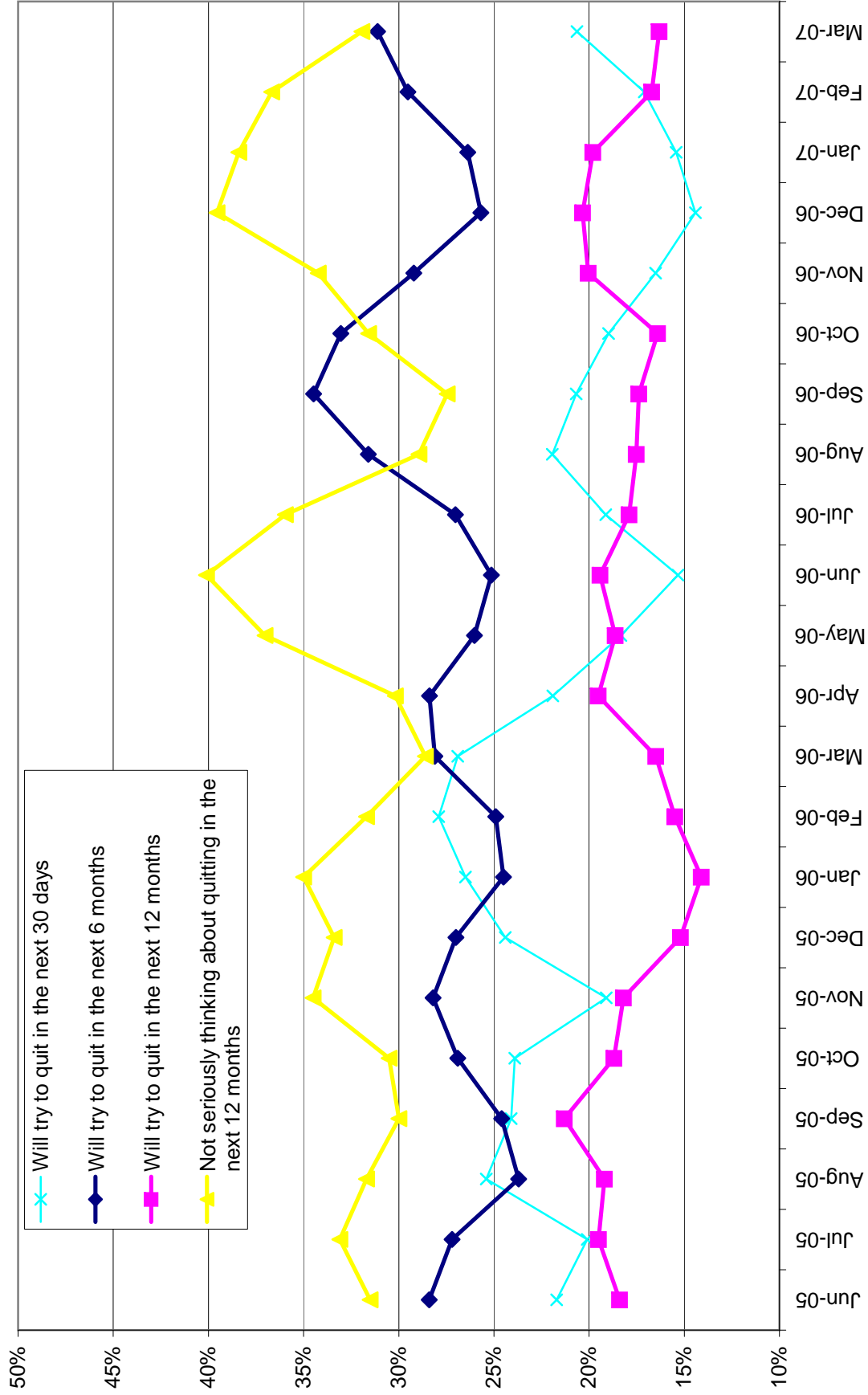
plan to quit smoking, Age >=15

	Will try to quit in the next 30 days	Will try to quit in the next 6 months	Will try to quit in the next 12 months	Not seriously thinking about quitting in the next 12 months
Jun-05	22%	28%	18%	32%
Jul-05	20%	27%	20%	33%
Aug-05	25%	24%	19%	32%
Sep-05	24%	25%	21%	30%
Oct-05	24%	27%	19%	31%
Nov-05	19%	28%	18%	35%
Dec-05	24%	27%	15%	33%
Jan-06	27%	25%	14%	35%
Feb-06	28%	25%	16%	32%
Mar-06	27%	28%	17%	29%
Apr-06	22%	28%	20%	30%
May-06	18%	26%	19%	37%
Jun-06	15%	25%	19%	40%
Jul-06	19%	27%	18%	36%
Aug-06	22%	32%	18%	29%
Sep-06	21%	34%	17%	27%
Oct-06	19%	33%	16%	32%
Nov-06	17%	29%	20%	34%
Dec-06	14%	26%	20%	40%
Jan-07	15%	26%	20%	38%
Feb-07	17%	30%	17%	37%
Mar-07	21%	31%	16%	32%

-HESS 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**



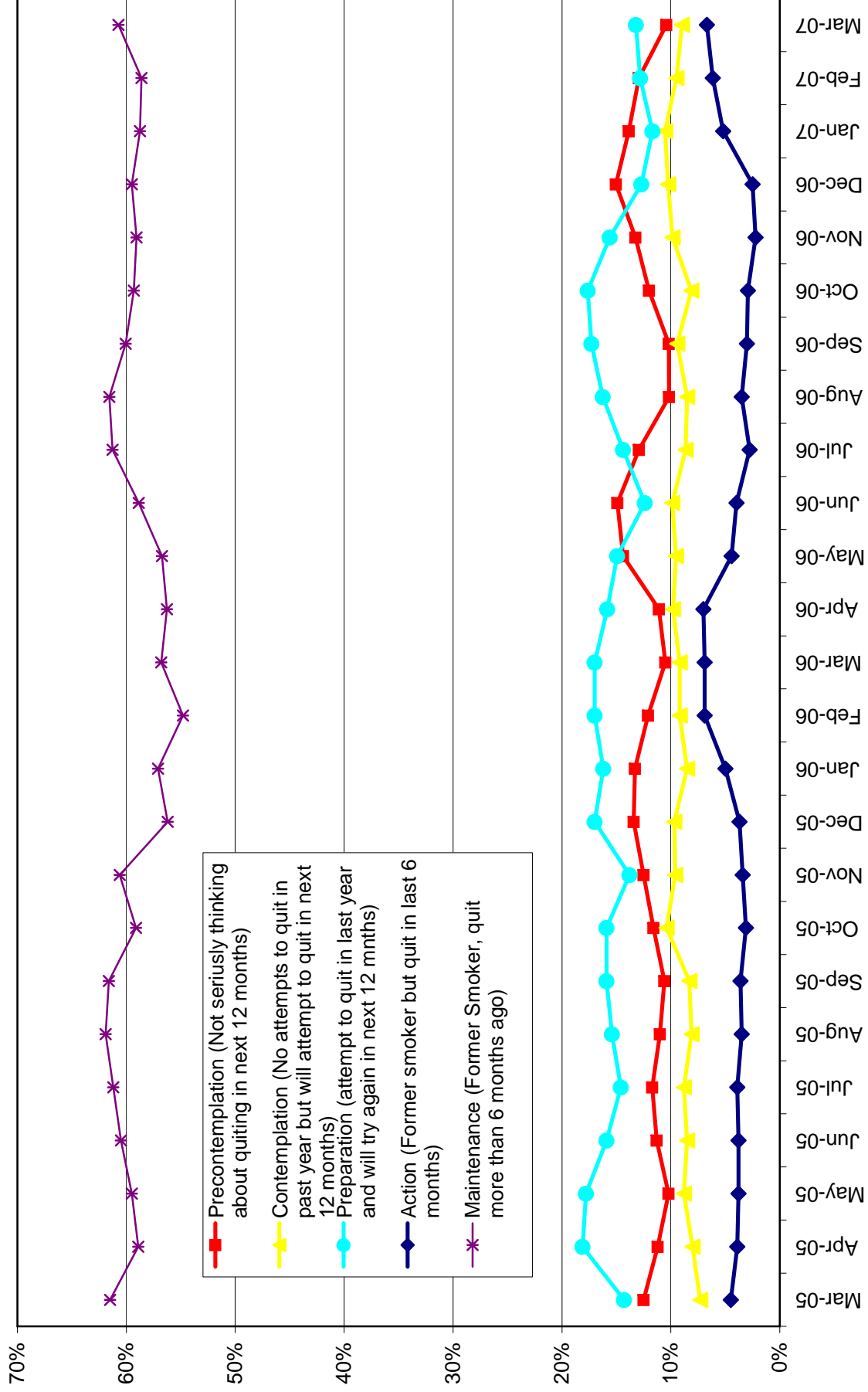


**Change, Age >=15**

	<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>
<b>Mar-05</b>	13%	7%	14%	5%	62%
<b>Apr-05</b>	11%	8%	18%	4%	59%
<b>May-05</b>	10%	9%	18%	4%	60%
<b>Jun-05</b>	11%	9%	16%	4%	61%
<b>Jul-05</b>	12%	9%	15%	4%	61%
<b>Aug-05</b>	11%	8%	15%	4%	62%
<b>Sep-05</b>	11%	8%	16%	4%	62%
<b>Oct-05</b>	12%	10%	16%	3%	59%
<b>Nov-05</b>	13%	10%	14%	3%	61%
<b>Dec-05</b>	13%	10%	17%	4%	56%
<b>Jan-06</b>	13%	9%	16%	5%	57%
<b>Feb-06</b>	12%	9%	17%	7%	55%
<b>Mar-06</b>	11%	9%	17%	7%	57%
<b>Apr-06</b>	11%	10%	16%	7%	56%
<b>May-06</b>	14%	10%	15%	4%	57%
<b>Jun-06</b>	15%	10%	12%	4%	59%
<b>Jul-06</b>	13%	9%	14%	3%	61%
<b>Aug-06</b>	10%	9%	16%	4%	62%
<b>Sep-06</b>	10%	9%	17%	3%	60%
<b>Oct-06</b>	12%	8%	18%	3%	59%
<b>Nov-06</b>	13%	10%	16%	2%	59%
<b>Dec-06</b>	15%	10%	13%	2%	59%
<b>Jan-07</b>	14%	11%	12%	5%	59%
<b>Feb-07</b>	13%	9%	13%	6%	59%
<b>Mar-07</b>	10%	9%	13%	7%	61%

-HESS 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	72%	11%	11%	2%	4%
Smoking is ruining your health	47%	14%	21%	8%	10%
Your cigarette smoke leaves an unpleasant smell	66%	13%	11%	4%	6%
Smoking gives you very bad breath	55%	16%	15%	8%	6%
You spend too much money on cigarettes	64%	9%	11%	7%	10%
Your cigarette smoke bothers other people a great deal	34%	13%	20%	13%	19%
Your second hand smoke is dangerous to those around you	52%	14%	11%	9%	14%
Smoking is bad for your skin	42%	16%	20%	9%	14%

<sup>1</sup>Source: BC STATS, CHESS Twelve (12) month average, surveyed monthly Apr '06 - Mar '07

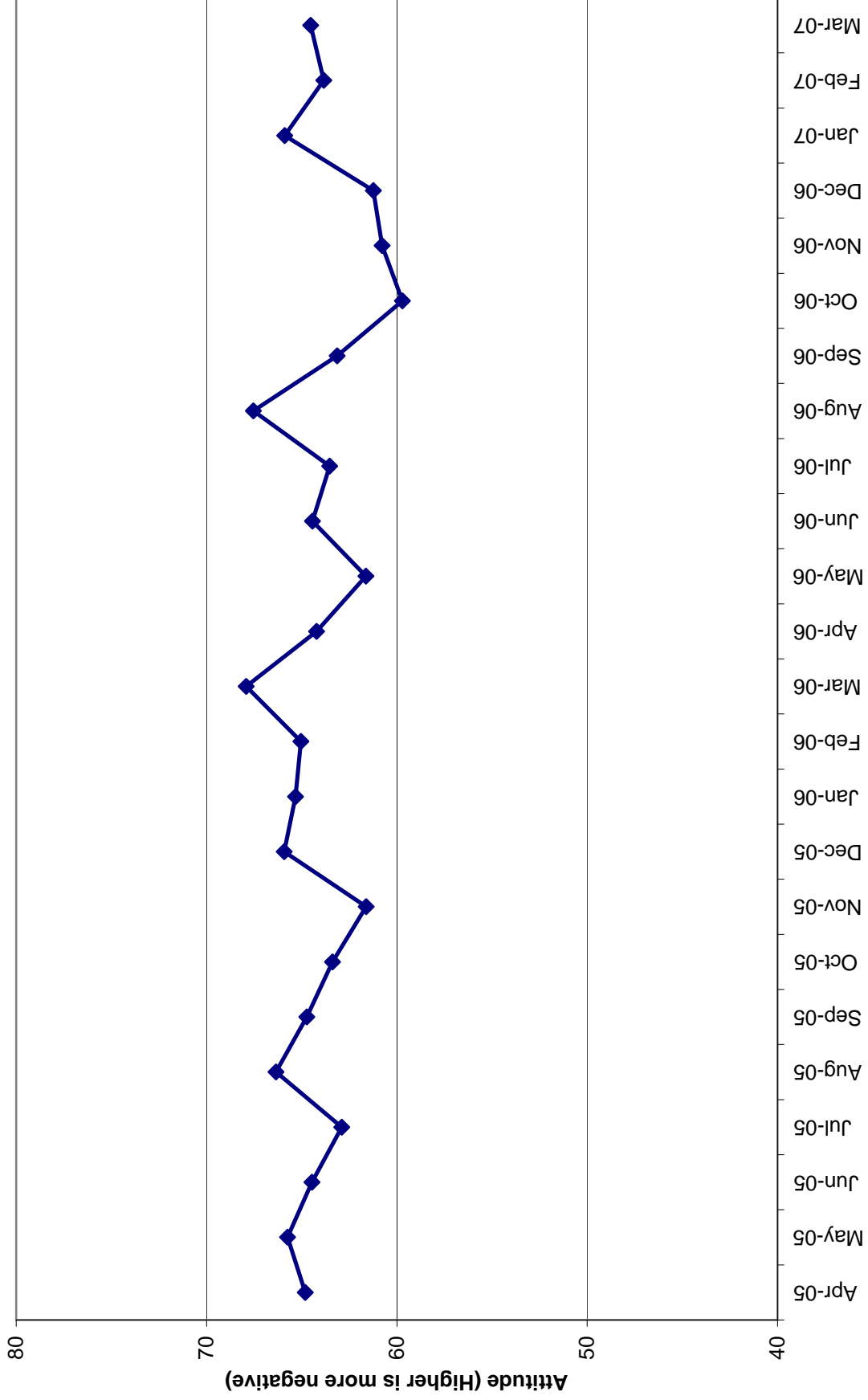
Q On a scale from one to five where one means you strongly disagree and five means you strongly agree, please tell me how strongly you disagree or agree with each of the following statements.

## Attitudes toward smoking, Smokers Age >=15

	<b>ATS 18</b> (Score out of 80)
<b>Apr-05</b>	64.8
<b>May-05</b>	65.7
<b>Jun-05</b>	64.5
<b>Jul-05</b>	62.9
<b>Aug-05</b>	66.3
<b>Sep-05</b>	64.7
<b>Oct-05</b>	63.4
<b>Nov-05</b>	61.6
<b>Dec-05</b>	65.9
<b>Jan-06</b>	65.3
<b>Feb-06</b>	65.0
<b>Mar-06</b>	67.9
<b>Apr-06</b>	64.2
<b>May-06</b>	61.6
<b>Jun-06</b>	64.4
<b>Jul-06</b>	63.5
<b>Aug-06</b>	67.5
<b>Sep-06</b>	63.1
<b>Oct-06</b>	59.7
<b>Nov-06</b>	60.8
<b>Dec-06</b>	61.2
<b>Jan-07</b>	65.9
<b>Feb-07</b>	63.8
<b>Mar-07</b>	64.5

Source: BC STATS, CHESS 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>3.6%</b>	<b>94.2%</b>
<b>In a car or another private vehicle</b>	<b>0.4%</b>	<b>4.4%</b>	<b>95.2%</b>
<b>In a public place (such as bars, restaurants, shopping malls arenas, bingo halls, bowling alleys)</b>	<b>1.7%</b>	<b>16.8%</b>	<b>81.5%</b>
<b>In outdoor public place such as outdoor stadium, field or event</b>	<b>1.9%</b>	<b>17.5%</b>	<b>80.6%</b>
<b>In your place of work<sup>2</sup></b>	<b>3.5%</b>	<b>10.4%</b>	<b>86.1%</b>

<sup>1</sup>Source: BC STATS, CHESSTwelve (12) month average, surveyed monthly Apr '06 - Mar '07

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 >=**  
**(% Exposed Every Day or Almost Every Day)**

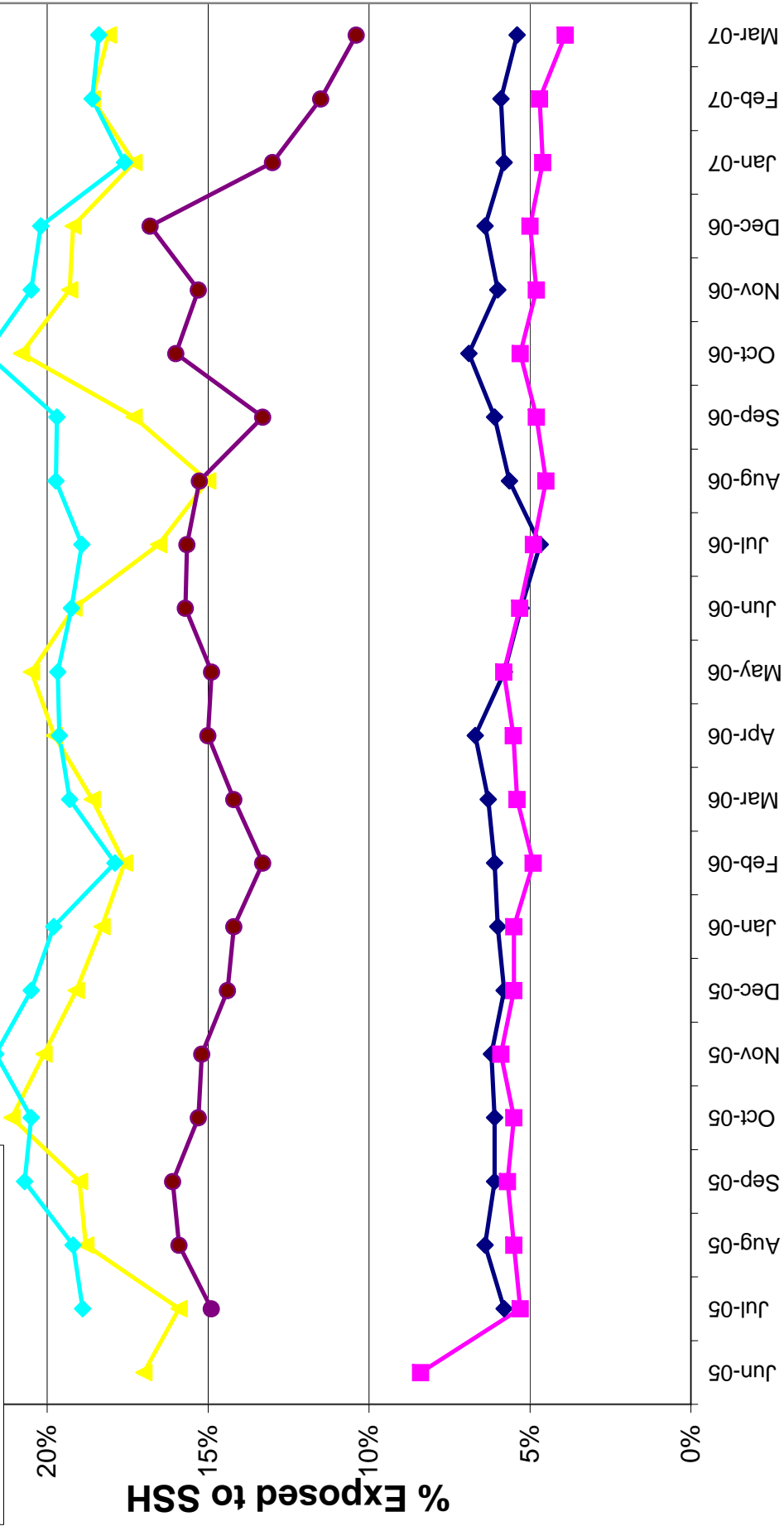
	In your household	In a car or another private vehicle	In a public place	In outdoor public place	In your place of work
<b>Jun-05</b>	-	8.4%	17.0%	-	-
<b>Jul-05</b>	5.8%	5.3%	15.9%	18.9%	14.9%
<b>Aug-05</b>	6.4%	5.5%	18.8%	19.2%	15.9%
<b>Sep-05</b>	6.1%	5.7%	19.0%	20.7%	16.1%
<b>Oct-05</b>	6.1%	5.5%	21.1%	20.5%	15.3%
<b>Nov-05</b>	6.2%	5.9%	20.1%	21.6%	15.2%
<b>Dec-05</b>	5.8%	5.5%	19.1%	20.5%	14.4%
<b>Jan-06</b>	6.0%	5.5%	18.3%	19.8%	14.2%
<b>Feb-06</b>	6.1%	4.9%	17.6%	17.9%	13.3%
<b>Mar-06</b>	6.3%	5.4%	18.6%	19.3%	14.2%
<b>Apr-06</b>	6.7%	5.5%	19.8%	19.6%	15.0%
<b>May-06</b>	5.8%	5.8%	20.5%	19.7%	14.9%
<b>Jun-06</b>	5.3%	5.3%	19.2%	19.2%	15.7%
<b>Jul-06</b>	4.7%	4.9%	16.5%	18.9%	15.7%
<b>Aug-06</b>	5.6%	4.5%	15.0%	19.7%	15.3%
<b>Sep-06</b>	6.1%	4.8%	17.3%	19.7%	13.3%
<b>Oct-06</b>	6.9%	5.3%	20.8%	21.9%	16.0%
<b>Nov-06</b>	6.0%	4.8%	19.3%	20.5%	15.3%
<b>Dec-06</b>	6.4%	5.0%	19.2%	20.2%	16.8%
<b>Jan-07</b>	5.8%	4.6%	17.3%	17.6%	13.0%
<b>Feb-07</b>	5.9%	4.7%	18.6%	18.6%	11.5%
<b>Mar-07</b>	5.4%	3.9%	18.1%	18.4%	10.4%

Source: BC STATS, CHESS 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>	42.1%	14.9%	20.5%	9.2%	13.4%
<b>Smoking is extremely dangerous to people's health</b>	83.9%	8.5%	4.2%	1.4%	2.0%
<b>Smoking is irresponsible given its known social and personal costs</b>	49.6%	16.4%	18.8%	7.0%	8.2%
<b>Second hand smoke is dangerous to those exposed to it</b>	78.4%	10.4%	6.5%	2.1%	2.6%
<b>Non-smokers have a right to a smoke free environment</b>	74.8%	10.2%	8.0%	2.2%	4.7%
<b>Employers should be allowed to deny employment to people who smoke</b>	14.0%	6.8%	17.0%	13.8%	48.4%

<sup>1</sup>Source: BC STATS, CHES Twelve (12) month average, surveyed monthly Apr '06 - Mar '07

<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.

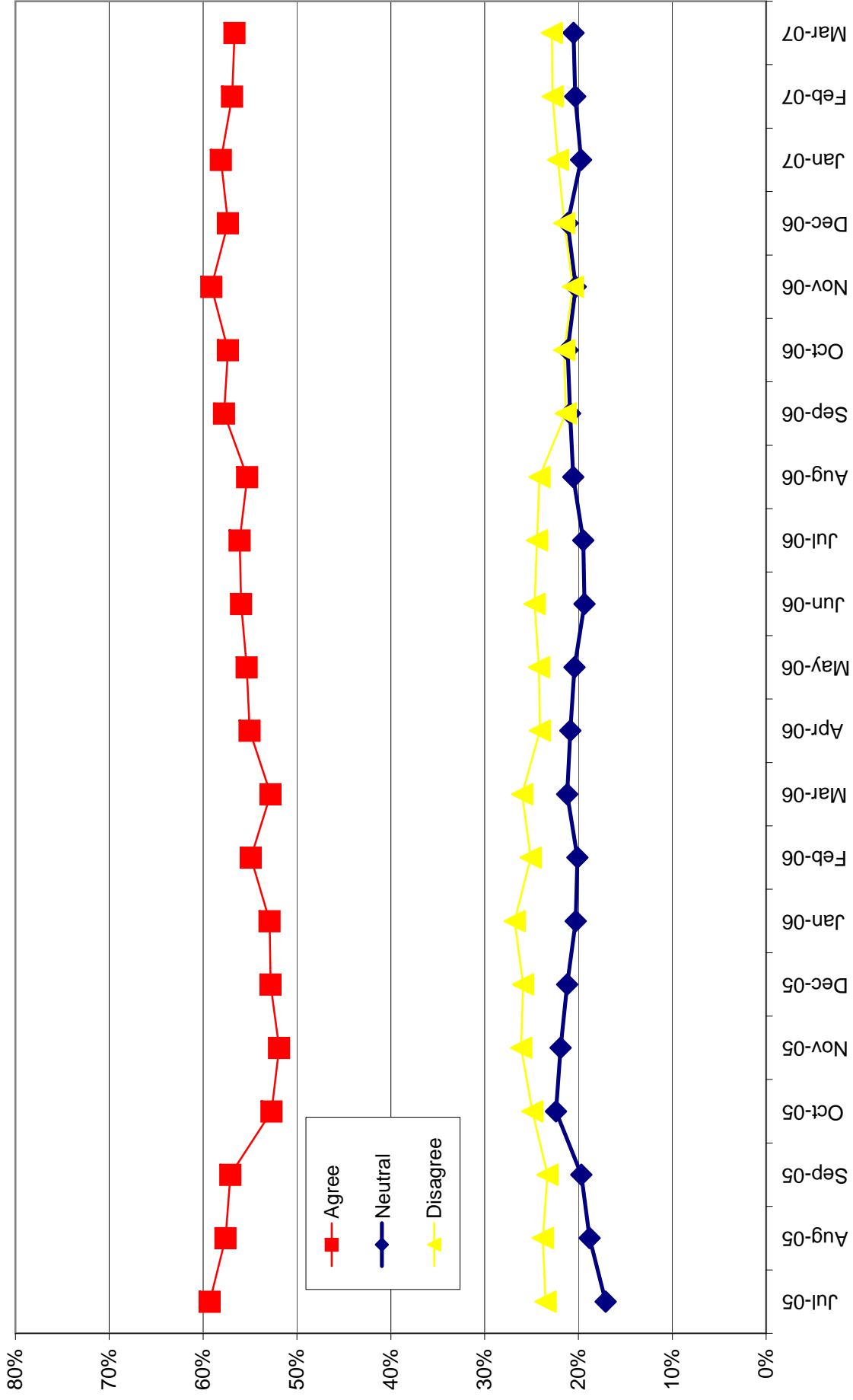
### Attitudes towards smoking in public places, Age >=15

	<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>
<b>Dec-06</b>	<b>42%</b>	<b>15%</b>	<b>21%</b>	<b>7%</b>	<b>15%</b>
<b>Jan-07</b>	<b>44%</b>	<b>14%</b>	<b>20%</b>	<b>8%</b>	<b>14%</b>
<b>Feb-07</b>	<b>43%</b>	<b>14%</b>	<b>20%</b>	<b>10%</b>	<b>13%</b>
<b>Mar-07</b>	<b>42%</b>	<b>14%</b>	<b>21%</b>	<b>11%</b>	<b>12%</b>

<sup>1</sup>Source: BC STATS, CHES 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%	0%	3%
QUITNOW BY PHONE	1%	0%	1%	2%
THE RESOURCES AND SUPPORT AVAILABLE THROUGH DOCTOR OFFICES	10%	6%	3%	18%
NICOTINE REPLACEMENT THERAPY (SUCH AS GUM, PATCH, AND INHALER)	32%	14%	3%	49%
ZYBAN	5%	4%	2%	10%

<sup>1</sup>Source: BC STATS, CHESS Twelve (12) month average, surveyed monthly Apr '06 - Mar '07

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>

	QUITNOW.CA	QUITNOW BY PHONE	DOCTOR OFFICES	NICOTINE REPLACEMENT THERAPY	ZYBAN
Jun-05	3%	2%	23%	49%	10%
Jul-05	2%	1%	21%	43%	11%
Aug-05	5%	4%	18%	41%	13%
Sep-05	3%	4%	17%	39%	13%
Oct-05	2%	7%	20%	43%	12%
Nov-05	0%	6%	19%	46%	12%
Dec-05	2%	6%	22%	49%	15%
Jan-06	3%	2%	20%	52%	16%
Feb-06	5%	2%	23%	52%	18%
Mar-06	6%	2%	22%	51%	15%
Apr-06	6%	3%	24%	50%	15%
May-06	5%	2%	24%	53%	15%
Jun-06	3%	1%	22%	51%	14%
Jul-06	2%	1%	17%	48%	11%
Aug-06	2%	0%	13%	41%	9%
Sep-06	2%		11%	44%	11%
Oct-06	4%	1%	15%	48%	14%
Nov-06	3%	1%	14%	46%	10%
Dec-06	4%	4%	20%	51%	10%
Jan-07	3%	4%	19%	48%	7%
Feb-07	3%	4%	26%	53%	8%
Mar-07	2%	1%	19%	51%	7%

<sup>1</sup>Source: BC STATS, CHES 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	24%	26%	23%	20%	26%	28%
Quitnow by phone a toll free support line for people trying to quit	13%	16%	13%	10%	13%	18%
The resources and support available through doctor offices	59%	62%	58%	53%	64%	63%
Nicotine Replacement Therapy (such as gum, patch, and inhaler)	88%	91%	87%	84%	91%	89%
Zyban	49%	61%	46%	38%	57%	60%
IHA ONLY: Baby's Breath	na	6%	na	na	na	na
NHA ONLY: NIC or the Nicotine Intervention Program	na	na	na	na	na	16%

<sup>1</sup>Source: BC STATS, CHESS Twelve (12) month average, surveyed monthly Apr '06 - Mar '07

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?

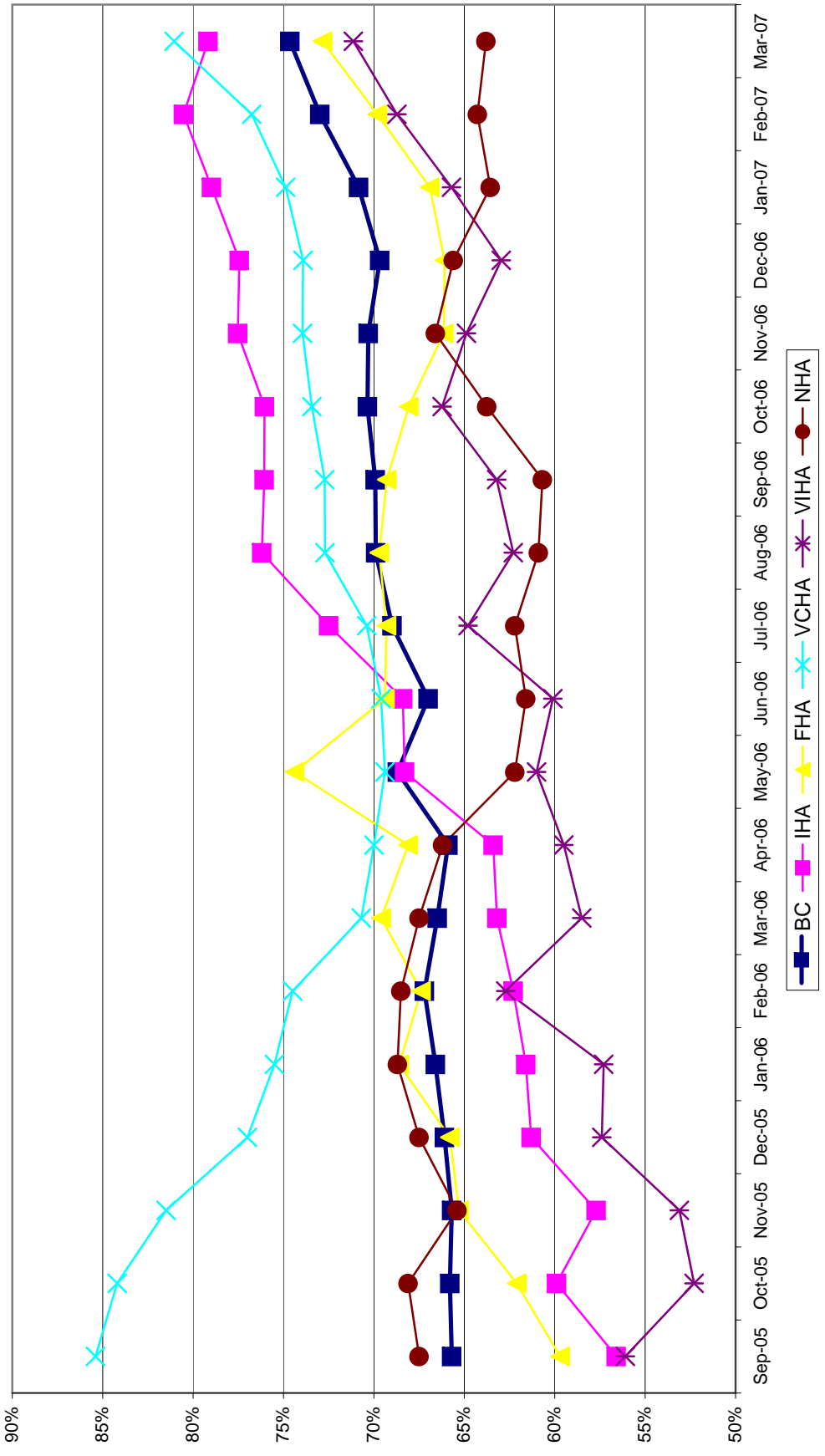
**Percent of Smokers Who Do Not Use Cessation Support Resources  
Smokers Age 15+ who quit in past 12 months**

	<b>BC</b>	<b>IHA</b>	<b>FHA</b>	<b>VCHA</b>	<b>VIHA</b>	<b>NHA</b>
<b>Sep-05</b>	<b>66%</b>	<b>57%</b>	<b>60%</b>	<b>85%</b>	<b>56%</b>	<b>68%</b>
<b>Oct-05</b>	<b>66%</b>	<b>60%</b>	<b>62%</b>	<b>84%</b>	<b>52%</b>	<b>68%</b>
<b>Nov-05</b>	<b>66%</b>	<b>58%</b>	<b>65%</b>	<b>82%</b>	<b>53%</b>	<b>65%</b>
<b>Dec-05</b>	<b>66%</b>	<b>61%</b>	<b>66%</b>	<b>77%</b>	<b>57%</b>	<b>68%</b>
<b>Jan-06</b>	<b>67%</b>	<b>62%</b>	<b>69%</b>	<b>76%</b>	<b>57%</b>	<b>69%</b>
<b>Feb-06</b>	<b>67%</b>	<b>62%</b>	<b>67%</b>	<b>75%</b>	<b>63%</b>	<b>69%</b>
<b>Mar-06</b>	<b>67%</b>	<b>63%</b>	<b>70%</b>	<b>71%</b>	<b>59%</b>	<b>68%</b>
<b>Apr-06</b>	<b>66%</b>	<b>63%</b>	<b>68%</b>	<b>70%</b>	<b>60%</b>	<b>66%</b>
<b>May-06</b>	<b>69%</b>	<b>68%</b>	<b>74%</b>	<b>69%</b>	<b>61%</b>	<b>62%</b>
<b>Jun-06</b>	<b>67%</b>	<b>68%</b>	<b>69%</b>	<b>70%</b>	<b>60%</b>	<b>62%</b>
<b>Jul-06</b>	<b>69%</b>	<b>73%</b>	<b>69%</b>	<b>70%</b>	<b>65%</b>	<b>62%</b>
<b>Aug-06</b>	<b>70%</b>	<b>76%</b>	<b>70%</b>	<b>73%</b>	<b>62%</b>	<b>61%</b>
<b>Sep-06</b>	<b>70%</b>	<b>76%</b>	<b>69%</b>	<b>73%</b>	<b>63%</b>	<b>61%</b>
<b>Oct-06</b>	<b>70%</b>	<b>76%</b>	<b>68%</b>	<b>73%</b>	<b>66%</b>	<b>64%</b>
<b>Nov-06</b>	<b>70%</b>	<b>78%</b>	<b>66%</b>	<b>74%</b>	<b>65%</b>	<b>67%</b>
<b>Dec-06</b>	<b>70%</b>	<b>77%</b>	<b>66%</b>	<b>74%</b>	<b>63%</b>	<b>66%</b>
<b>Jan-07</b>	<b>71%</b>	<b>79%</b>	<b>67%</b>	<b>75%</b>	<b>66%</b>	<b>64%</b>
<b>Feb-07</b>	<b>73%</b>	<b>81%</b>	<b>70%</b>	<b>77%</b>	<b>69%</b>	<b>64%</b>
<b>Mar-07</b>	<b>75%</b>	<b>79%</b>	<b>73%</b>	<b>81%</b>	<b>71%</b>	<b>64%</b>

<sup>1</sup>Source: BC STATS, CHESS Twelve (12) month average, surveyed monthly Apr '06 - Mar '07  
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 aged 18-24 years in need of 40 weeks





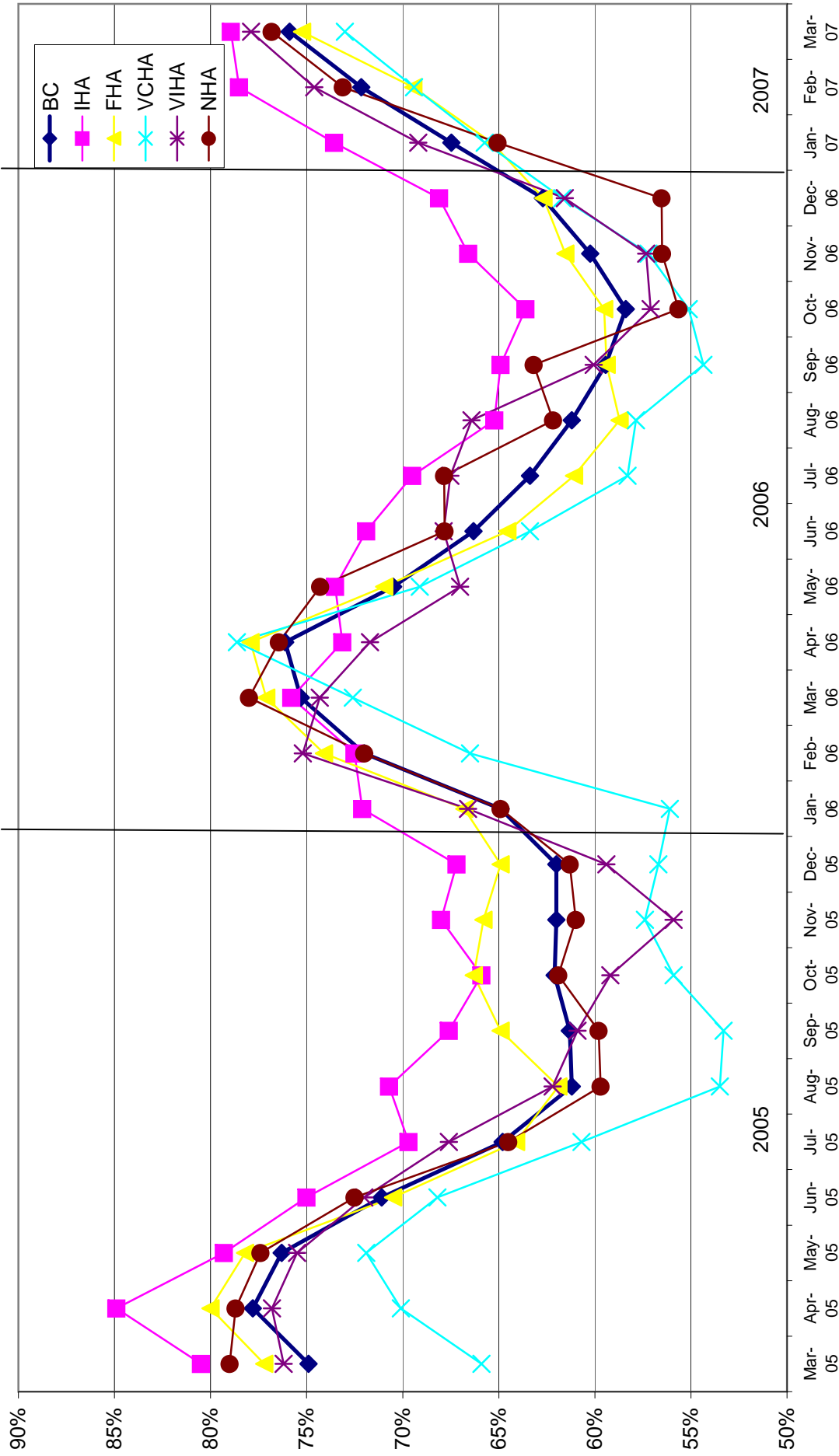
**BC Population who have you seen, read or heard any advertisement about quitting smoking or the benefits of quitting smoking, All Respondents, Age 15+**

	<b>BC</b>	<b>IHA</b>	<b>FHA</b>	<b>VCHA</b>	<b>VIHA</b>	<b>NHA</b>
<b>Mar-05</b>	<b>75%</b>	<b>81%</b>	<b>77%</b>	<b>66%</b>	<b>76%</b>	<b>79%</b>
<b>Apr-05</b>	<b>78%</b>	<b>85%</b>	<b>80%</b>	<b>70%</b>	<b>77%</b>	<b>79%</b>
<b>May-05</b>	<b>76%</b>	<b>79%</b>	<b>78%</b>	<b>72%</b>	<b>76%</b>	<b>77%</b>
<b>Jun-05</b>	<b>71%</b>	<b>75%</b>	<b>71%</b>	<b>68%</b>	<b>72%</b>	<b>73%</b>
<b>Jul-05</b>	<b>65%</b>	<b>70%</b>	<b>64%</b>	<b>61%</b>	<b>68%</b>	<b>65%</b>
<b>Aug-05</b>	<b>61%</b>	<b>71%</b>	<b>62%</b>	<b>54%</b>	<b>62%</b>	<b>60%</b>
<b>Sep-05</b>	<b>61%</b>	<b>68%</b>	<b>65%</b>	<b>53%</b>	<b>61%</b>	<b>60%</b>
<b>Oct-05</b>	<b>62%</b>	<b>66%</b>	<b>66%</b>	<b>56%</b>	<b>59%</b>	<b>62%</b>
<b>Nov-05</b>	<b>62%</b>	<b>68%</b>	<b>66%</b>	<b>57%</b>	<b>56%</b>	<b>61%</b>
<b>Dec-05</b>	<b>62%</b>	<b>67%</b>	<b>65%</b>	<b>57%</b>	<b>59%</b>	<b>61%</b>
<b>Jan-06</b>	<b>65%</b>	<b>72%</b>	<b>67%</b>	<b>56%</b>	<b>67%</b>	<b>65%</b>
<b>Feb-06</b>	<b>72%</b>	<b>73%</b>	<b>74%</b>	<b>67%</b>	<b>75%</b>	<b>72%</b>
<b>Mar-06</b>	<b>75%</b>	<b>76%</b>	<b>77%</b>	<b>73%</b>	<b>74%</b>	<b>78%</b>
<b>Apr-06</b>	<b>76%</b>	<b>73%</b>	<b>78%</b>	<b>79%</b>	<b>72%</b>	<b>76%</b>
<b>May-06</b>	<b>70%</b>	<b>74%</b>	<b>71%</b>	<b>69%</b>	<b>67%</b>	<b>74%</b>
<b>Jun-06</b>	<b>66%</b>	<b>72%</b>	<b>65%</b>	<b>63%</b>	<b>68%</b>	<b>68%</b>
<b>Jul-06</b>	<b>63%</b>	<b>69%</b>	<b>61%</b>	<b>58%</b>	<b>68%</b>	<b>68%</b>
<b>Aug-06</b>	<b>61%</b>	<b>65%</b>	<b>59%</b>	<b>58%</b>	<b>66%</b>	<b>62%</b>
<b>Sep-06</b>	<b>59%</b>	<b>65%</b>	<b>59%</b>	<b>54%</b>	<b>60%</b>	<b>63%</b>
<b>Oct-06</b>	<b>58%</b>	<b>64%</b>	<b>60%</b>	<b>55%</b>	<b>57%</b>	<b>56%</b>
<b>Nov-06</b>	<b>60%</b>	<b>67%</b>	<b>62%</b>	<b>57%</b>	<b>57%</b>	<b>56%</b>
<b>Dec-06</b>	<b>63%</b>	<b>68%</b>	<b>63%</b>	<b>62%</b>	<b>62%</b>	<b>57%</b>
<b>Jan-07</b>	<b>67%</b>	<b>74%</b>	<b>65%</b>	<b>66%</b>	<b>69%</b>	<b>65%</b>
<b>Feb-07</b>	<b>72%</b>	<b>79%</b>	<b>69%</b>	<b>69%</b>	<b>75%</b>	<b>73%</b>
<b>Mar-07</b>	<b>76%</b>	<b>79%</b>	<b>75%</b>	<b>73%</b>	<b>78%</b>	<b>77%</b>

Source: BC STATS, CHES 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**

**% Who Recall Hearing, Seeing or Reading Message<sup>1</sup>**

Top of Mind - Media Message Recalled <sup>2</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-06	Oct-06	Nov-06	Dec-06	Jan-07	Feb-07	Mar-07	
TV Commercials - Dangers of Second Hand Smoke	4%	4%	4%	4%	3%	2%	2%	2%	2%	2%	3%	4%	4%	4%	2%	2%	2%	2%	2%	5%	7%	8%
TV Commercials - Quitting Smoking	17%	18%	16%	13%	9%	7%	6%	8%	9%	10%	9%	9%	9%	9%	10%	11%	13%	11%	12%	13%	12%	
Ad about Nicotin Replacement Therapy to Quit Smoking	20%	18%	19%	18%	21%	22%	23%	19%	16%	18%	18%	20%	20%	20%	20%	20%	22%	25%	29%	29%	26%	
TV Commercial - Help Line to Quit Smoking	3%	3%	3%	3%	3%	2%	1%	0%	0%	1%	1%	1%	1%	1%	0%	1%	1%	1%	2%	3%	3%	
Ad about Zyban	1%	3%	3%	2%	2%	2%	2%	1%	1%	1%	1%	2%	2%	2%	2%	2%	2%	2%	2%	1%	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%	18%	18%	15%	14%	11%	
TV Commercial - Do not smoke/start smoking	3%	3%	4%	5%	5%	4%	2%	1%	1%	2%	3%	3%	3%	3%	3%	3%	4%	4%	4%	3%	3%	
Just an ad (unspecified)	19%	19%	17%	17%	19%	20%	16%	13%	12%	13%	16%	19%	23%	23%	21%	18%	19%	19%	18%	17%	23%	
Ad where lady/woman turns into a devil/monster	-	-	-	-	-	2%	3%	5%	4%	6%	6%	7%	6%	5%	4%	2%	5%	6%	6%	3%	2%	
Website to help quit/Quitnow.ca	-	-	-	-	-	-	1%	3%	5%	5%	6%	5%	4%	3%	3%	2%	3%	4%	6%	7%	7%	
Ads about the benefits of quitting	-	-	-	-	-	-	3%	9%	11%	10%	5%	4%	3%	3%	2%	2%	2%	2%	2%	1%	1%	
Other	3%	2%	3%	5%	5%	7%	7%	9%	6%	5%	4%	4%	3%	5%	5%	6%	3%	3%	3%	2%	3%	
Nothing	-	-	-	-	-	-	1%	1%	2%	1%	1%	0%	0%	1%	1%	1%	0%	0%	0%	0%	0%	
Don't know	20%	20%	20%	19%	19%	18%	18%	17%	18%	19%	19%	17%	17%	15%	17%	20%	19%	16%	13%	13%	12%	

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

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

**Awareness 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%
<b>Dec-06</b>	9%	13%	8%	9%	6%	12%
<b>Jan-07</b>	8%	10%	6%	8%	7%	13%
<b>Feb-07</b>	8%	8%	7%	6%	8%	13%
<b>Mar-07</b>	8%	7%	8%	6%	9%	11%

<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+

