

SUMMARY OF SMOKING RATES FOR BC

SEPTEMBER 2006 – AUGUST 2007



BCStats



Summary of Smoking Rates for BC

Sept 2006 through Aug 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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Victoria, BC V8W 9V1

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

	2005 Calendar Year	2006 Calander Year	BC STATS Tracking ¹ (12 month rolling average)				
Region	Smoker	Smoker	N= (unweighted)	Current	Former	Never	CV ⁴
British Columbia	18%	18%	6,066	16%	28%	55%	1.3
Interior	21%	21%	1,196	19%	31%	50%	2.9
East Kootenay	20%	25%	141	19%	39%	42%	8.4
Kootenay/Boundary	22%	20%	146	20%	29%	52%	8.3
Okanagan	18%	18%	540	16%	31%	53%	4.3
Thompson/Cariboo	24%	25%	369	23%	30%	47%	5.2
Fraser	17%	16%	1,198	16%	26%	58%	2.9
Fraser East	17%	16%	215	22%	28%	50%	6.8
Fraser North	16%	18%	467	13%	28%	59%	4.6
Fraser South	17%	15%	516	16%	24%	60%	4.4
Van Coastal	15%	14%	1,270	14%	24%	63%	2.8
Richmond	14%	11%	203	12%	17%	72%	7.0
Vancouver	15%	15%	752	13%	22%	64%	3.6
N. Shore/Coast Garibaldi	15%	14%	315	15%	33%	52%	5.6
Van Island	18%	20%	1,204	17%	35%	48%	2.9
South Van Island	17%	19%	593	15%	34%	51%	4.1
Central Van Island	19%	23%	420	17%	36%	47%	4.9
North Van Island	21%	20%	191	23%	37%	41%	7.2
Northern Health	24%	26%	1,198	23%	27%	50%	2.9
Northwest	23%	24%	335	21%	27%	52%	5.5
Northern Interior	23%	26%	599	25%	27%	48%	4.1
Northeast	28%	28%	264	23%	26%	51%	6.2

¹Source: BC STATS, CHESS Twelve (12) month average, surveyed monthly Sept '06 - Aug '07

²Source: C.C.H.S. BC Share (Calander Year)

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

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- * 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 (daily and occasional), by Gender and HSDA Ag

	Smokers (Daily & Occasional)		
	Total	Male	Female
British Columbia	16%	17%	16%
Interior	19%	21%	17%
East Kootenay	19%	18%	20%
Kootenay/Boundary	20%	15%	22%
Okanagan	16%	19%	14%
Thompson/Cariboo	23%	27%	18%
Fraser	16%	15%	16%
Fraser East	22%	20%	23%
Fraser North	13%	9%	16%
Fraser South	16%	18%	14%
Van Coastal	14%	16%	12%
Richmond	12%	13%	10%
Vancouver	13%	15%	11%
N. Shore/Coast Garibaldi	15%	18%	13%
Van Island	17%	17%	16%
South Van Island	15%	16%	13%
Central Van Island	17%	16%	17%
North Van Island	23%	22%	24%
Northern Health	23%	24%	23%
Northwest	21%	24%	18%
Northern Interior	25%	26%	24%
Northeast	23%	22%	25%

¹ Source: BC STATS, CHES Twelve (12) month average, surveyed monthly Sept '06

² Population estimates (1986-2004) and projections (2004-2031) by BC STATS

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

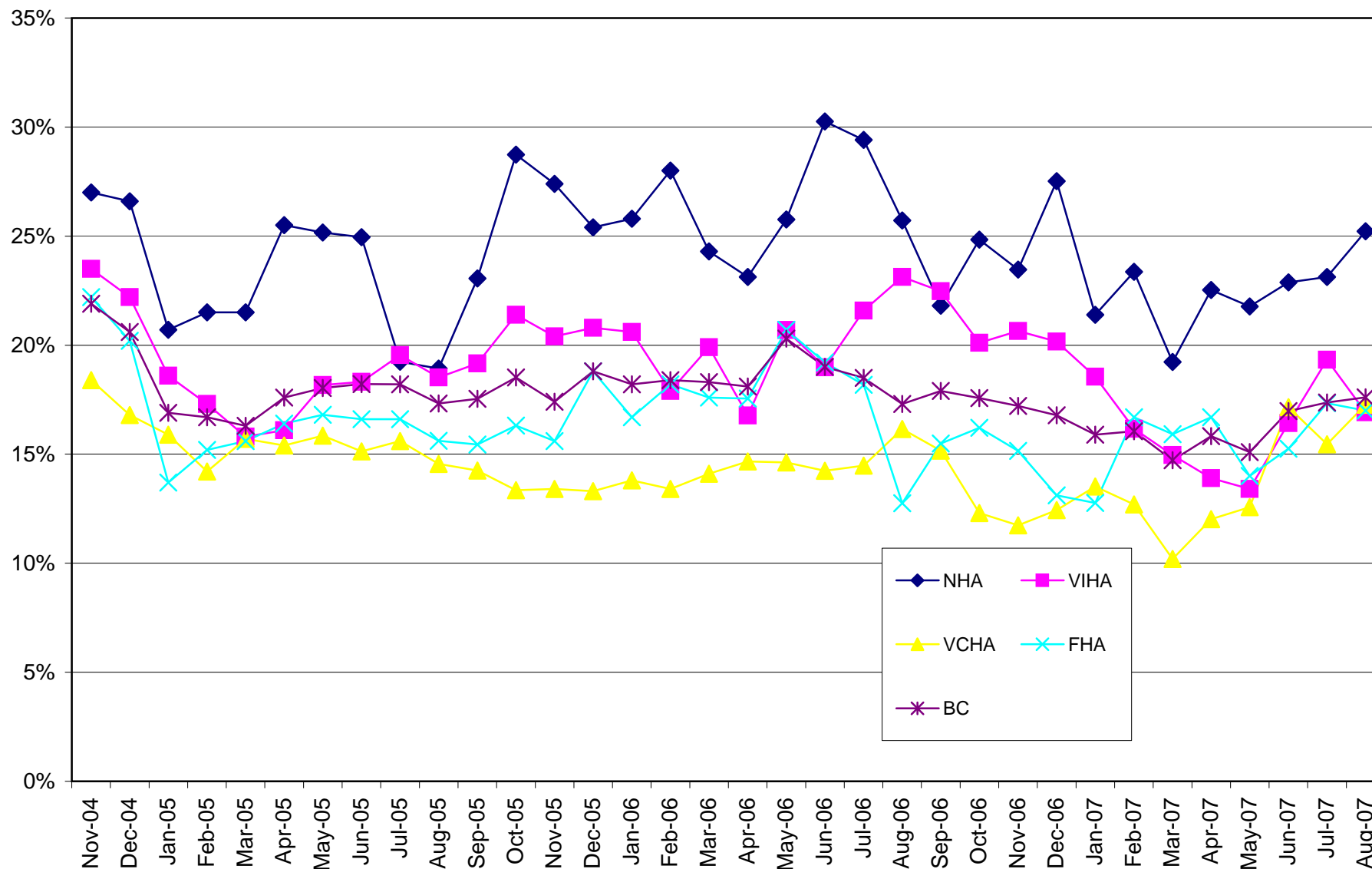
	POPULATION 2006			SMOKERS 2006		
Region	Total	Male	Female	Total	Male	Female
British Columbia	3,620,215	1,781,748	1,838,467	597,234	307,471	289,763
Interior Health Authority	600,014	295,847	304,167	114,350	62,456	51,893
East Kootenay	65,841	33,256	32,585	12,665	6,134	6,531
Kootenay/Boundary	65,960	32,860	33,100	12,473	5,092	7,381
Okanagan	284,380	137,958	146,422	46,246	25,650	20,596
Thompson/Cariboo	183,833	91,773	92,060	41,211	24,525	16,687
Fraser Health Authority	1,229,531	606,337	623,194	192,875	90,346	102,528
Fraser East	216,562	107,554	109,008	47,338	21,872	25,466
Fraser North	477,276	235,316	241,960	60,638	21,314	39,324
Fraser South	535,693	263,467	272,226	83,880	46,702	37,177
Vancouver Coastal Health	927,794	454,125	473,669	126,112	70,999	55,113
Richmond	155,371	74,894	80,477	18,016	9,760	8,256
Vancouver	541,980	266,995	274,985	72,298	41,286	31,012
North Shore/Garibaldi	230,443	112,236	118,207	36,161	20,383	15,778
Vancouver Island Health	631,309	306,171	325,138	106,094	52,880	53,214
South Van Island	312,720	149,162	163,558	46,476	24,466	22,010
Central Van Island	219,479	107,397	112,082	36,714	17,684	19,030
North Van Island	99,110	49,612	49,498	22,461	10,742	11,719
Northern Health Authority	231,567	119,268	112,299	54,323	29,043	25,280
Northwest	61,440	31,764	29,676	13,014	7,691	5,323
Northern Interior	117,088	59,876	57,212	29,354	15,499	13,855
Northeast	53,039	27,628	25,411	12,227	5,992	6,235

**Three Month Rolling Average
Percent of BC Population who are Current Smokers, A
(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%
Apr-07	16%	19%	17%	12%	14%	23%
May-07	15%	20%	14%	13%	13%	22%
Jun-07	17%	18%	15%	17%	16%	23%
Jul-07	17%	16%	17%	15%	19%	23%
Aug-07	18%	17%	17%	17%	17%	25%

Source: BC STATS, CHESS 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 ³		
	N= (weighted)	% Total	CV ⁴
British Columbia	410	14%	6.1
Interior Health Authority	54	26%	15.6
Fraser Health Authority	155	15%	14.3
Vancouver Coastal Health Authority	116	7%	11.4
Vancouver Island Health Authority	58	11%	15.2
Northern Health Authority	27	21%	18.6

¹Source: C.C.H.S. 2.1 BC Share

²Annual results (11 months February to December)

³Source: BC STATS, CHESS Twelve (12) month average, surveyed monthly Sept '06 - Aug '07

⁴As 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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- * 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 15 to 19
(Daily and Occasional Smokers)

	BC	IHA	FHA	VCHA	VIHA	NHA
Dec-05	19%	28%	19%	10%	20%	18%
Jan-06	17%	27%	11%	9%	23%	23%
Feb-06	17%	29%	12%	10%	22%	24%
Mar-06	15%	23%	10%	8%	22%	25%
Apr-06	16%	24%	10%	9%	23%	27%
May-06	16%	18%	12%	11%	22%	29%
Jun-06	15%	14%	12%	10%	23%	29%
Jul-06	14%	11%	10%	10%	26%	29%
Aug-06	14%	10%	9%	11%	25%	28%
Sep-06	13%	9%	8%	11%	23%	23%
Oct-06	13%	11%	10%	11%	21%	25%
Nov-06	12%	14%	7%	8%	18%	26%
Dec-06	10%	10%	7%	7%	13%	22%
Jan-07	9%	12%	7%	9%	11%	16%
Feb-07	11%	11%	10%	9%	15%	16%
Mar-07	12%	17%	9%	9%	17%	19%
Apr-07	12%	16%	9%	9%	14%	18%
May-07	11%	18%	9%	8%	13%	10%
Jun-07	11%	18%	12%	7%	13%	12%
Jul-07	11%	18%	12%	5%	10%	16%
Aug-07	14%	26%	15%	7%	11%	21%

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
Apr-07	14	15	15	14	14	13
May-07	14	15	15	14	14	14
Jun-07	14	15	15	14	14	14
Jul-07	14	15	15	14	13	13
Aug-07	14	14	16	14	13	14

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 ²		
	N= (weighted)	% Total	CV ³
British Columbia	271	18%	5.9
Interior Health Authority	47	21%	15.4
Fraser Health Authority	82	16%	12.7
Vancouver Coastal Health Authority	68	8%	13.1
Vancouver Island Health Authority	45	19%	16.4
Northern Health Authority	29	42%	19.6

¹Source: C.C.H.S. 2.1 BC Share

²Annual results (11 months February to December)

³Source: BC STATS, CHES Twelve (12) month average, surveyed monthly Sept '06 - Aug '07

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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 20 to 24
(Daily and Occasional Smokers)

	BC	IHA	FHA	VCHA	VIHA	NHA
Dec-05	26%	36%	25%	21%	25%	36%
Jan-06	27%	41%	27%	20%	24%	37%
Feb-06	26%	34%	25%	22%	23%	40%
Mar-06	26%	33%	25%	21%	24%	37%
Apr-06	24%	33%	21%	22%	22%	36%
May-06	28%	35%	25%	23%	30%	34%
Jun-06	27%	34%	24%	22%	31%	33%
Jul-06	27%	31%	25%	22%	29%	38%
Aug-06	27%	31%	24%	22%	31%	39%
Sep-06	27%	29%	24%	20%	36%	36%
Oct-06	23%	26%	18%	18%	32%	36%
Nov-06	24%	30%	18%	19%	31%	39%
Dec-06	25%	32%	17%	22%	33%	40%
Jan-07	25%	30%	19%	19%	34%	36%
Feb-07	24%	30%	18%	16%	34%	33%
Mar-07	22%	26%	18%	15%	29%	34%
Apr-07	23%	26%	20%	16%	30%	40%
May-07	19%	19%	14%	13%	22%	41%
Jun-07	21%	24%	18%	13%	23%	42%
Jul-07	19%	24%	16%	9%	23%	41%
Aug-07	18%	21%	16%	8%	19%	42%

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

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

Region	BC STATS ²				
	N= (weighted)	% Male	% Female	% Total	CV ³
British Columbia	2294	20%	17%	19%	2.3
Interior Health Authority	364	24%	18%	21%	5.6
Fraser Health Authority	801	17%	21%	19%	5.0
Vancouver Coastal Health Authority	590	20%	11%	15%	4.8
Vancouver Island Health Authority	363	22%	14%	18%	5.7
Northern Health Authority	175	25%	22%	24%	4.8

¹Source: C.C.H.S. 2.1 BC Share

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

³Source: BC STATS, CHESS Twelve (12) month average, surveyed monthly Sept '06 - Aug '07

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

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- * 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)**

	BC	IHA	FHA	VCHA	VIHA	NHA
Dec-05	19%	23%	17%	16%	22%	26%
Jan-06	20%	24%	17%	17%	25%	27%
Feb-06	19%	23%	17%	16%	23%	26%
Mar-06	21%	25%	18%	17%	26%	26%
Apr-06	20%	27%	17%	17%	26%	25%
May-06	20%	26%	18%	16%	23%	26%
Jun-06	20%	26%	18%	17%	23%	27%
Jul-06	20%	26%	18%	16%	24%	27%
Aug-06	20%	25%	18%	17%	24%	26%
Sep-06	21%	26%	21%	16%	24%	25%
Oct-06	21%	26%	20%	16%	22%	25%
Nov-06	21%	28%	20%	16%	24%	26%
Dec-06	21%	28%	20%	16%	23%	27%
Jan-07	20%	27%	20%	15%	20%	26%
Feb-07	20%	26%	20%	15%	21%	26%
Mar-07	19%	25%	20%	14%	18%	26%
Apr-07	19%	24%	20%	14%	18%	24%
May-07	19%	25%	18%	15%	19%	24%
Jun-07	19%	23%	19%	16%	19%	23%
Jul-07	19%	22%	20%	15%	20%	23%
Aug-07	19%	21%	19%	15%	18%	24%

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 ²				
	N= (weighted)	% Male	% Female	% Total	CV ³
British Columbia	2869	15%	15%	15%	1.7
Interior Health Authority	530	18%	15%	16%	3.6
Fraser Health Authority	930	12%	15%	13%	3.9
Vancouver Coastal Health Authority	695	14%	13%	14%	4.1
Vancouver Island Health Authority	544	14%	16%	15%	3.6
Northern Health Authority	170	23%	20%	21%	4.0

¹Source: C.C.H.S. 2.1 BC Share

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

³Source: BC STATS, CHESS Twelve (12) month average, surveyed monthly Sept '06 - Aug '07

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- * 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)**

	BC	IHA	FHA	VCHA	VIHA	NHA
Dec-05	15%	17%	15%	13%	15%	22%
Jan-06	16%	19%	15%	13%	16%	22%
Feb-06	16%	18%	16%	13%	14%	23%
Mar-06	16%	20%	15%	12%	16%	21%
Apr-06	16%	20%	16%	13%	16%	21%
May-06	17%	19%	17%	12%	17%	23%
Jun-06	16%	19%	17%	12%	17%	23%
Jul-06	16%	19%	16%	12%	17%	24%
Aug-06	16%	19%	15%	12%	17%	26%
Sep-06	16%	19%	15%	12%	17%	25%
Oct-06	16%	19%	15%	12%	17%	25%
Nov-06	16%	19%	15%	13%	17%	24%
Dec-06	16%	17%	15%	12%	18%	25%
Jan-07	16%	16%	14%	13%	18%	24%
Feb-07	16%	17%	14%	13%	18%	24%
Mar-07	15%	16%	14%	13%	18%	23%
Apr-07	15%	16%	14%	13%	17%	24%
May-07	15%	15%	13%	13%	17%	23%
Jun-07	15%	16%	13%	13%	17%	22%
Jul-07	15%	17%	13%	13%	16%	22%
Aug-07	15%	16%	13%	14%	15%	21%

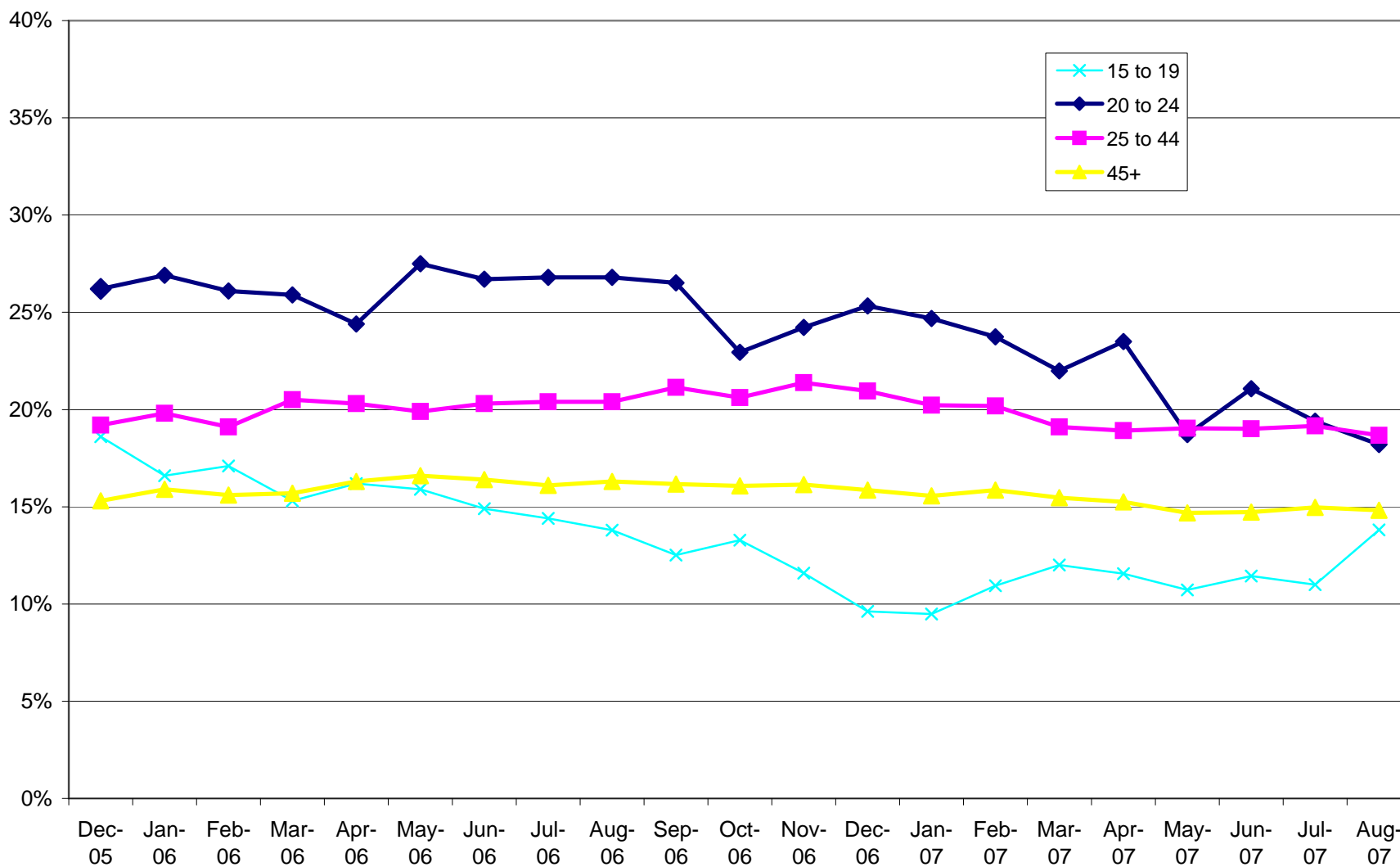
Source: BC STATS, CHESS Twelve (12) month rolling averages

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

	15 to 19	20 to 24	25 to 44	45+
Dec-05	19%	26%	19%	15%
Jan-06	17%	27%	20%	16%
Feb-06	17%	26%	19%	16%
Mar-06	15%	26%	21%	16%
Apr-06	16%	24%	20%	16%
May-06	16%	28%	20%	17%
Jun-06	15%	27%	20%	16%
Jul-06	14%	27%	20%	16%
Aug-06	14%	27%	20%	16%
Sep-06	13%	27%	21%	16%
Oct-06	13%	23%	21%	16%
Nov-06	12%	24%	21%	16%
Dec-06	10%	25%	21%	16%
Jan-07	9%	25%	20%	16%
Feb-07	11%	24%	20%	16%
Mar-07	12%	22%	19%	15%
Apr-07	12%	23%	19%	15%
May-07	11%	19%	19%	15%
Jun-07	11%	21%	19%	15%
Jul-07	11%	19%	19%	15%
Aug-07	14%	18%	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+ ²	BC STATS¹		
	% of Women 15 to 50yrs	% Female Smokers 15 to 50 yrs	CV
Currently pregnant or pregnant in last year	12%	9%	6.7
Currently trying to become pregnant	3%	1%	13.5
Neither	85%	90%	2.0

¹Source: BC STATS, CHES Twelve (12) month average, surveyed monthly Sept '06 - Aug '07

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

⁴As 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 ^{3,5}	BC STATS ²		
	N= (weighted)	%	CV ⁴
Aboriginal/First Nations	252	35%	8.1
White/Caucasian	3822	16%	1.5
Chinese	331	4%	7.1
South East Asian (Cambodian, Vietnamese)	72	4%	13.4
South Asian (e.g. East Indian, Pakistani)	168	8%	10.0

¹Source: BC STATS, CHESS Twelve (12) month average, surveyed monthly Sept '06 - Aug '07

³ D10. How do you describe your ethnic background?

⁴As 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%

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

Current Smokers who attempted 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%
Apr-07	28%	19%	53%
May-07	26%	22%	52%
Jun-07	26%	21%	54%
Jul-07	26%	18%	56%
Aug-07	22%	19%	59%

¹Source: 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?"

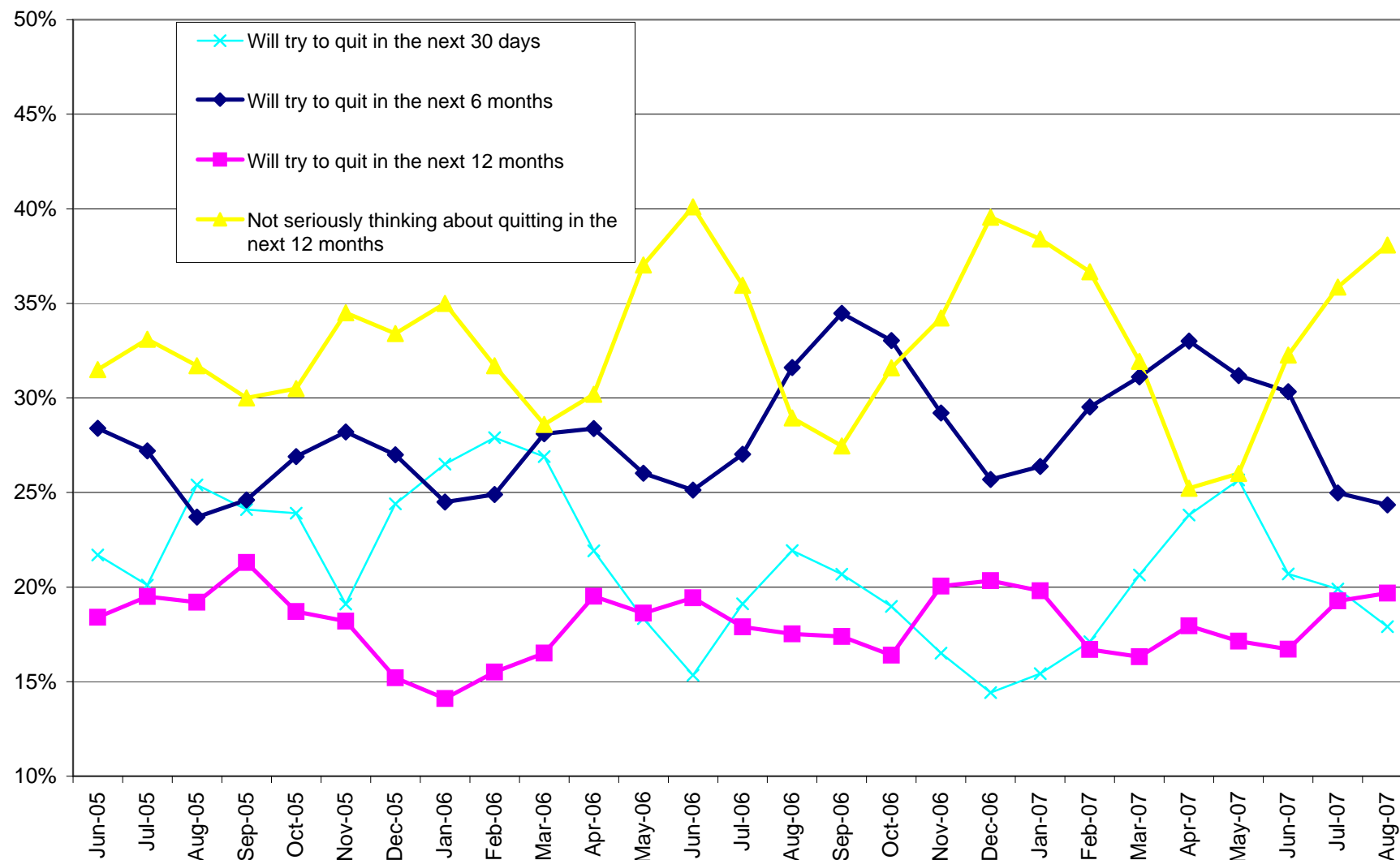
Current Smokers who plan to quit smoking, Age >=15

	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%
Apr-07	24%	33%	18%	25%
May-07	26%	31%	17%	26%
Jun-07	21%	30%	17%	32%
Jul-07	20%	25%	19%	36%
Aug-07	18%	24%	20%	38%

¹Source: 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**

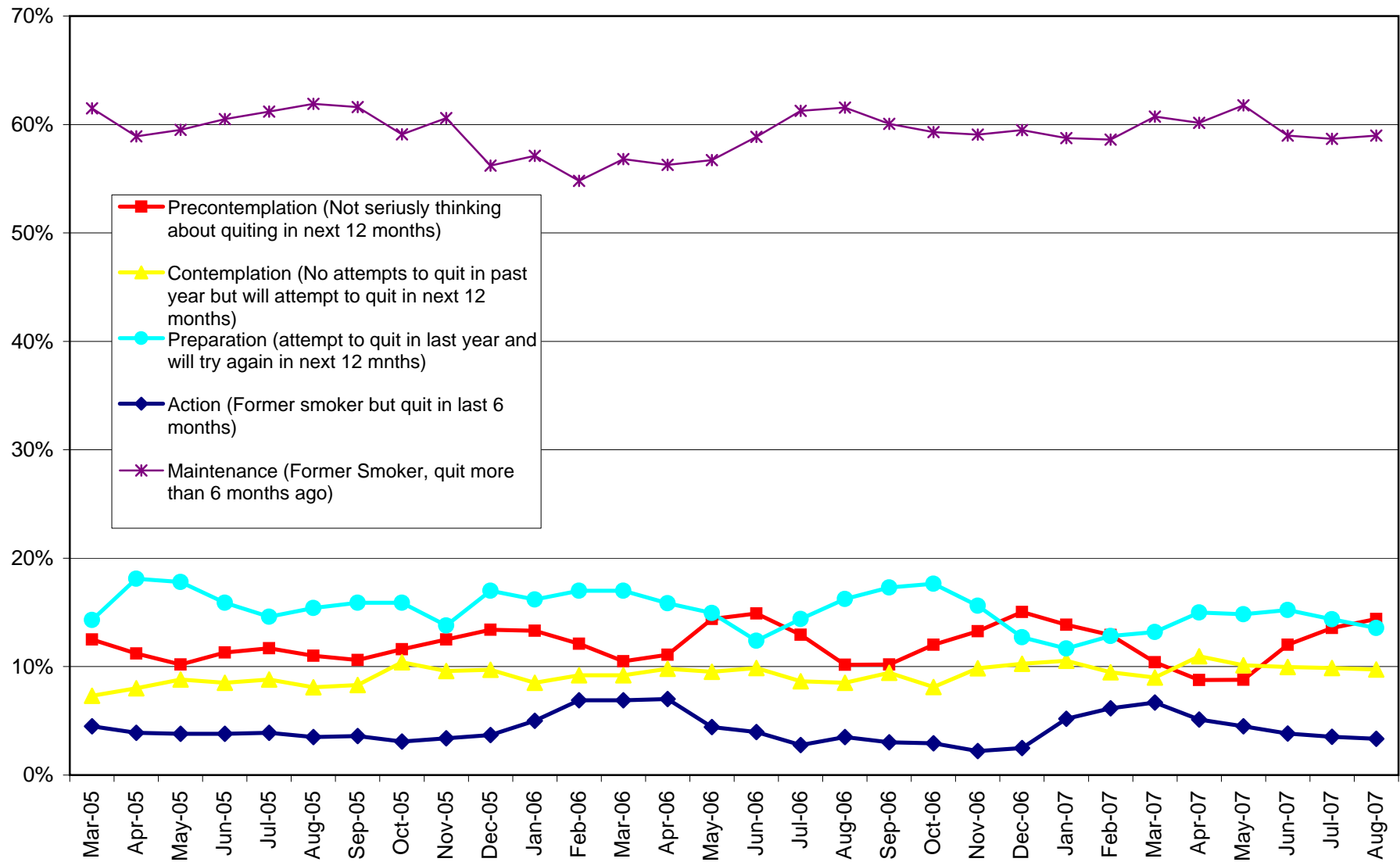


Stage of Change, Age >=15

	Precontemplation (Not seriously thinking about quitting in next 12 months)	Contemplation (No attempts to quit in past year but will attempt to quit in next 12 months)	Preparation (attempt to quit in last year and will try again in next 12 mnths)	Action (Former smoker but quit in last 6 months)	Maintenance (Former Smoker, quit more than 6 months ago)
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%
Dec-06	15%	10%	13%	2%	59%
Jan-07	14%	11%	12%	5%	59%
Feb-07	13%	9%	13%	6%	59%
Mar-07	10%	9%	13%	7%	61%
Apr-07	9%	11%	15%	5%	60%
May-07	9%	10%	15%	5%	62%
Jun-07	12%	10%	15%	4%	59%
Jul-07	14%	10%	14%	4%	59%
Aug-07	14%	10%	14%	3%	59%

¹Source: BC STATS, CHESS 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 ²	BC STATS ¹				
	% Strongly Agree	% Agree	% Neutral	% Disagree	% Strongly Disagree
Smoking is extremely dangerous to your health	73%	12%	11%	2%	3%
Smoking is ruining your health	48%	14%	20%	9%	10%
Your cigarette smoke leaves an unpleasant smell	66%	12%	12%	4%	7%
Smoking gives you very bad breath	56%	16%	16%	7%	5%
You spend too much money on cigarettes	66%	7%	10%	7%	11%
Your cigarette smoke bothers other people a great deal	34%	13%	21%	14%	18%
Your second hand smoke is dangerous to those around you	52%	13%	13%	8%	14%
Smoking is bad for your skin	42%	15%	21%	8%	13%

¹Source: BC STATS, CHES Twelve (12) month average, surveyed monthly Sept '06 - Aug '07

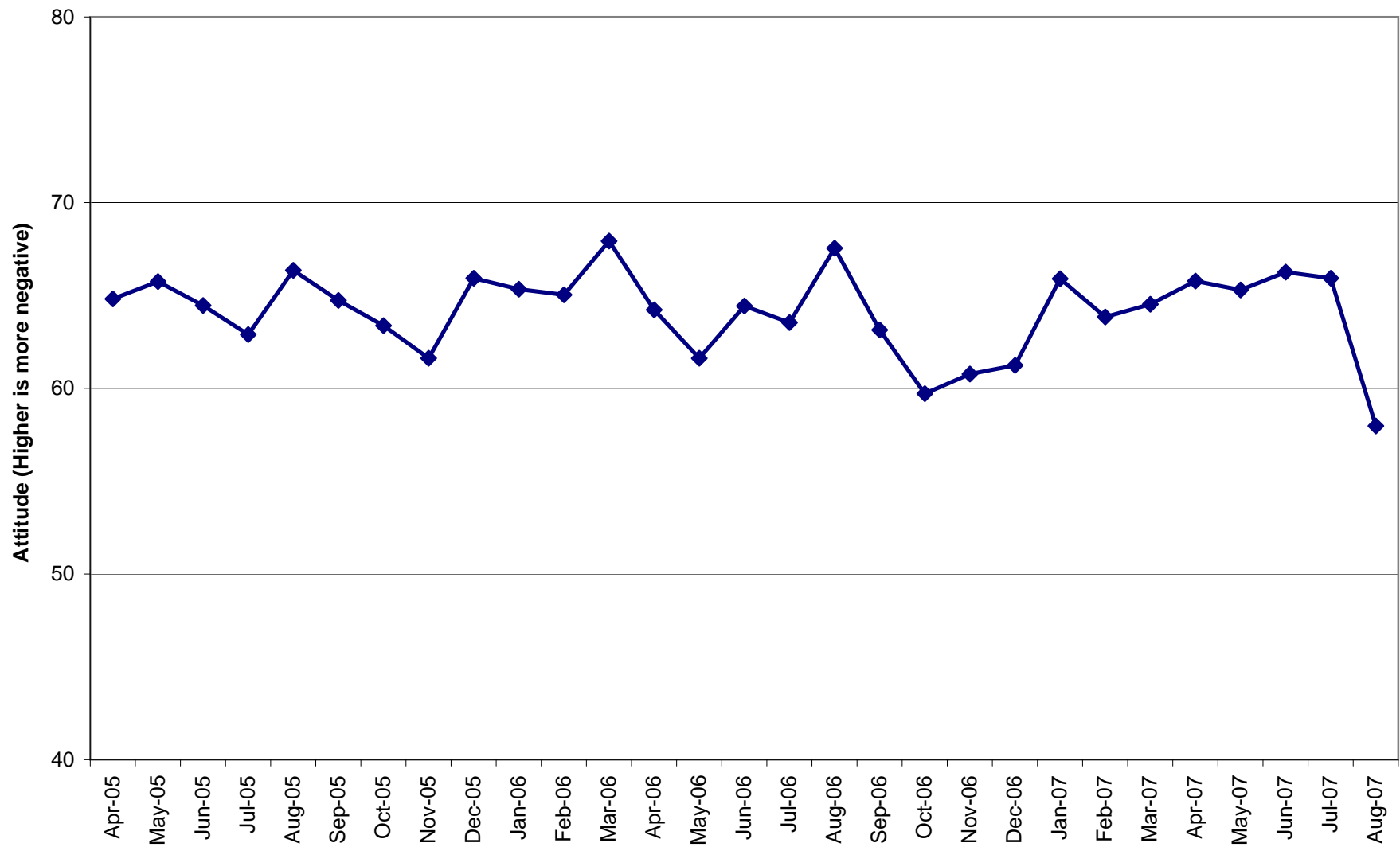
Q On a scale from one to five where one means you strongly disagree and five means you strongly agree, please tell me how strongly you disagree or agree with each of the following statements.

Attitudes toward smoking, Smokers Age >=15

	ATS 18 (Score out of 80)
Apr-05	64.8
May-05	65.7
Jun-05	64.5
Jul-05	62.9
Aug-05	66.3
Sep-05	64.7
Oct-05	63.4
Nov-05	61.6
Dec-05	65.9
Jan-06	65.3
Feb-06	65.0
Mar-06	67.9
Apr-06	64.2
May-06	61.6
Jun-06	64.4
Jul-06	63.5
Aug-06	67.5
Sep-06	63.1
Oct-06	59.7
Nov-06	60.8
Dec-06	61.2
Jan-07	65.9
Feb-07	63.8
Mar-07	64.5
Apr-07	65.8
May-07	65.3
Jun-07	66.2
Jul-07	65.9
Aug-07	58.0

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 ¹		
	% Everyday	% Almost Everyday	% Not at all
In your household	2.1%	3.5%	94.3%
In a car or another private vehicle	0.5%	4.0%	95.5%
In a public place (such as bars, restaurants, shopping malls, arenas, bingo halls, bowling alleys)	1.8%	15.9%	82.3%
In outdoor public place such as outdoor stadium, field or event	2.0%	16.8%	81.3%
In your place of work²	3.6%	10.2%	86.2%

¹Source: BC STATS, CHES Twelve (12) month average, surveyed monthly Sept '06 - Aug '07

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

²Those people 15+ who work outside the home for pay

**Percent of Non-Smoking Population who are Exposed to Second Hand, Non-Smoker
(% Exposed Every Day or Almost Every Day)**

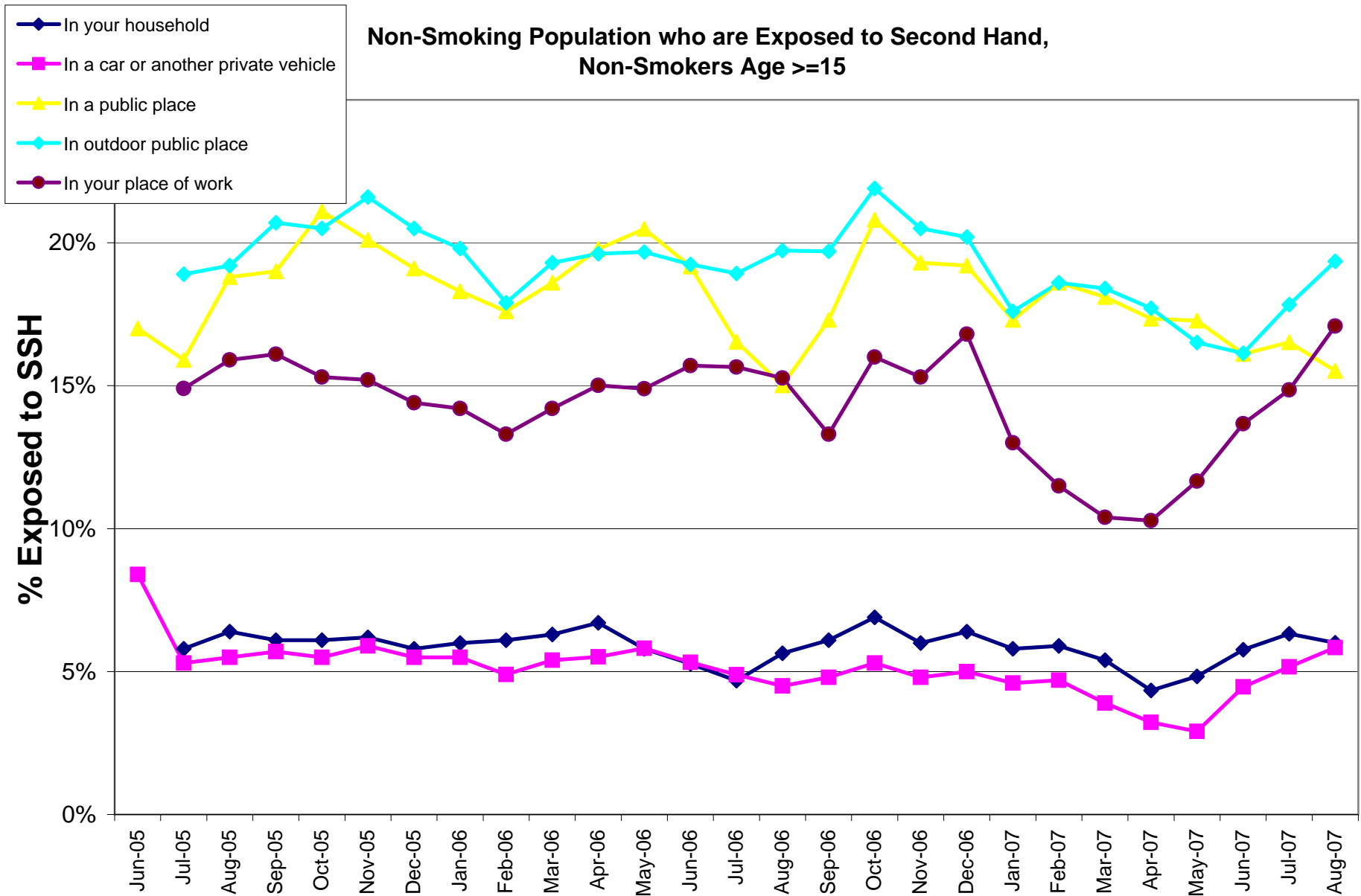
	In your household	In a car or another private vehicle	In a public place	In outdoor public place	In your place of work
Jun-05	-	8.4%	17.0%	-	-
Jul-05	5.8%	5.3%	15.9%	18.9%	14.9%
Aug-05	6.4%	5.5%	18.8%	19.2%	15.9%
Sep-05	6.1%	5.7%	19.0%	20.7%	16.1%
Oct-05	6.1%	5.5%	21.1%	20.5%	15.3%
Nov-05	6.2%	5.9%	20.1%	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%
Dec-06	6.4%	5.0%	19.2%	20.2%	16.8%
Jan-07	5.8%	4.6%	17.3%	17.6%	13.0%
Feb-07	5.9%	4.7%	18.6%	18.6%	11.5%
Mar-07	5.4%	3.9%	18.1%	18.4%	10.4%
Apr-07	4.3%	3.2%	17.3%	17.7%	10.3%
May-07	4.8%	2.9%	17.3%	16.5%	11.7%
Jun-07	5.8%	4.5%	16.1%	16.1%	13.7%
Jul-07	6.3%	5.2%	16.5%	17.8%	14.9%
Aug-07	6.0%	5.8%	15.5%	19.4%	17.1%

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

² 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 ²	BC STATS ¹				
	% Strongly Agree	% Agree	% Neutral	% Disagree	% Strongly Disagree
Smoking in public should not be tolerated	43.3%	14.7%	19.9%	8.9%	13.3%
Smoking is extremely dangerous to people's health	83.4%	7.7%	4.9%	1.6%	2.4%
Smoking is irresponsible given its known social and personal costs	49.9%	15.7%	18.6%	7.1%	8.6%
Second hand smoke is dangerous to those exposed to it	78.2%	10.0%	6.5%	2.5%	2.8%
Non-smokers have a right to a smoke free environment	75.4%	9.1%	8.3%	2.4%	4.9%
Employers should be allowed to deny employment to people who smoke	13.7%	7.0%	17.8%	13.9%	47.6%

¹Source: BC STATS, CHESS Twelve (12) month average, surveyed monthly Sept '06 - Aug '07

² 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.

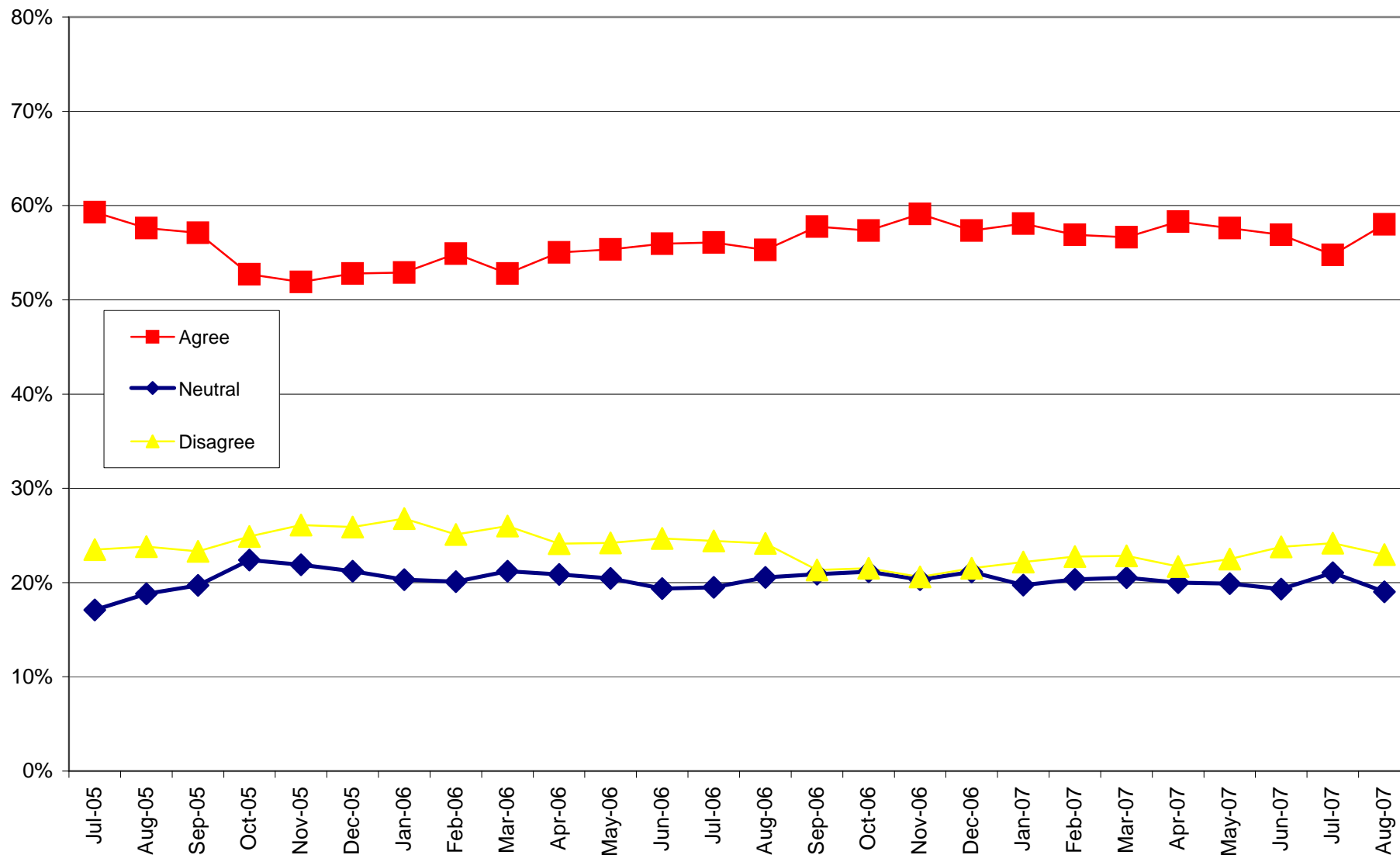
Attitudes towards smoking in public places, Age >=15

	% Strongly Agree	% Agree	% Neutral	% Disagree	% Strongly Disagree
Jul-05	47%	12%	17%	8%	16%
Aug-05	46%	12%	19%	9%	15%
Sep-05	44%	13%	20%	8%	15%
Oct-05	38%	15%	22%	9%	16%
Nov-05	37%	15%	22%	9%	17%
Dec-05	39%	14%	21%	9%	17%
Jan-06	39%	14%	20%	9%	18%
Feb-06	41%	14%	20%	8%	17%
Mar-06	37%	15%	21%	9%	17%
Apr-06	40%	15%	21%	9%	15%
May-06	40%	16%	20%	9%	15%
Jun-06	40%	16%	19%	10%	15%
Jul-06	40%	16%	19%	10%	14%
Aug-06	40%	15%	21%	11%	13%
Sep-06	43%	14%	21%	9%	12%
Oct-06	43%	14%	21%	9%	13%
Nov-06	44%	15%	20%	7%	14%
Dec-06	42%	15%	21%	7%	15%
Jan-07	44%	14%	20%	8%	14%
Feb-07	43%	14%	20%	10%	13%
Mar-07	42%	14%	21%	11%	12%
Apr-07	43%	16%	20%	10%	12%
May-07	42%	16%	20%	10%	13%
Jun-07	41%	15%	19%	10%	14%
Jul-07	41%	14%	21%	10%	14%
Aug-07	44%	14%	19%	9%	14%

¹Source: BC STATS, CHESS Three (3) month average

² 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 ²	BC STATS 2005 ¹			
	% First Mentions	% Second Mentions	% Third Mentions	% Total Mentions
QUITNOW.CA	2%	1%	1%	4%
QUITNOW BY PHONE	1%	0%	1%	2%
THE RESOURCES AND SUPPORT AVAILABLE THROUGH DOCTOR OFFICES	9%	6%	2%	17%
NICOTINE REPLACEMENT THERAPY (SUCH AS GUM, PATCH, AND INHALER)	35%	13%	3%	51%
ZYBAN	4%	4%	2%	10%

¹Source: BC STATS, CHESS Twelve (12) month average, surveyed monthly Sept '06 - Aug '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 2005¹

	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%
Apr-07	2%	0%	21%	56%	6%
May-07	3%	1%	15%	55%	8%
Jun-07	4%	3%	17%	55%	11%
Jul-07	3%	3%	14%	50%	13%
Aug-07	7%	2%	15%	49%	12%

¹Source: BC STATS, CHESS 3 month average

²When 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 Resource²	BC STATS 2005¹					
	BC	IHA	FHA	VCHA	VIHA	NHA
Quitnow.ca a free internet based service to support smokers who want to quit	25%	29%	24%	22%	27%	29%
Quitnow by phone a toll free support line for people trying to quit	13%	17%	11%	10%	14%	19%
The resources and support available through doctor offices	58%	62%	57%	54%	61%	61%
Nicotine Replacement Therapy (such as gum, patch, and inhaler)	87%	90%	87%	84%	90%	90%
Zyban	49%	60%	45%	40%	52%	61%
IHA ONLY: Baby's Breath	na	5%	na	na	na	na
NHA ONLY: NIC or the Nicotine Intervention Program	na	na	na	na	na	17%

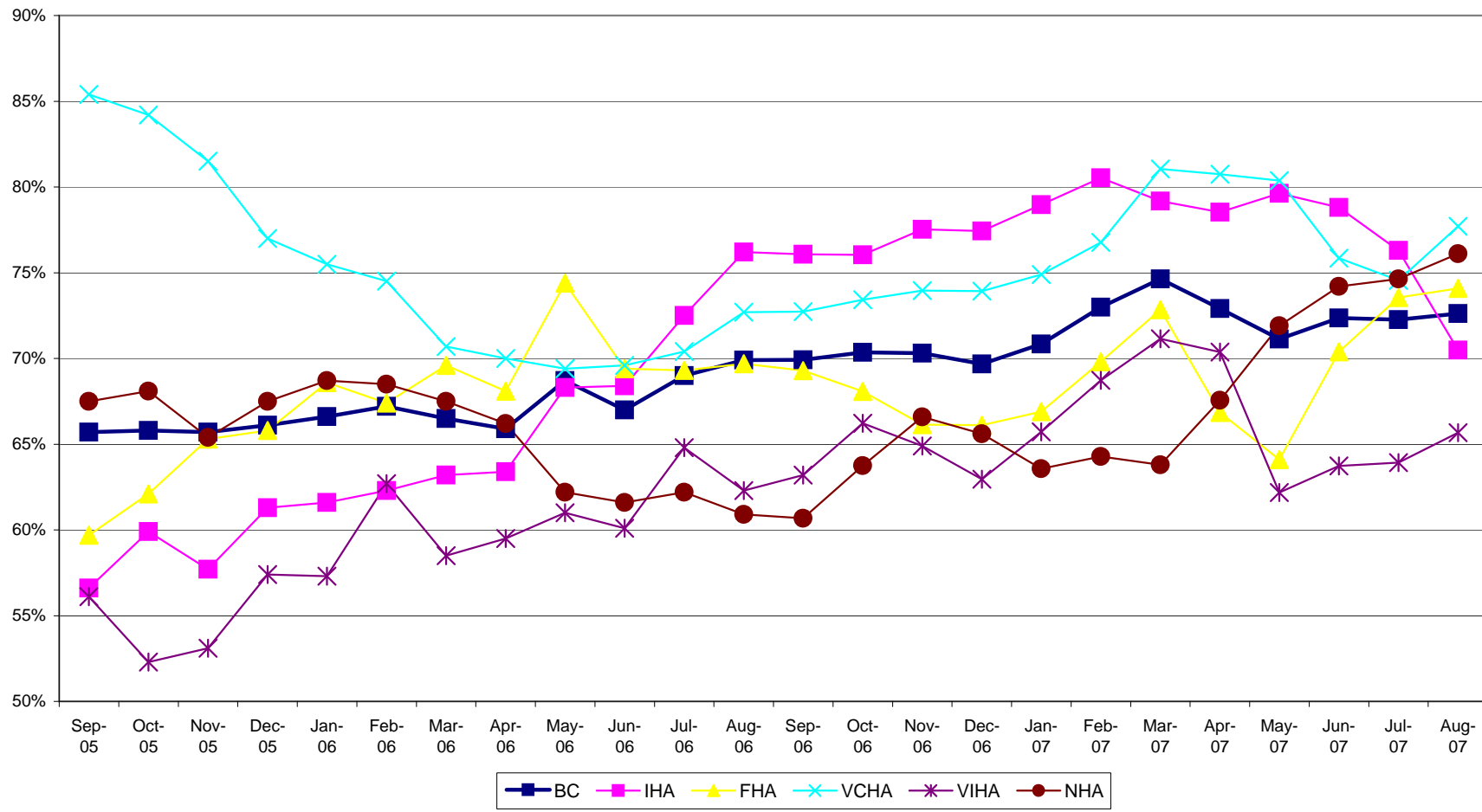
¹Source: BC STATS, CHESS Twelve (12) month average, surveyed monthly Sept '06 - Aug '07

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**

	BC	IHA	FHA	VCHA	VIHA	NHA
Sep-05	66%	57%	60%	85%	56%	68%
Oct-05	66%	60%	62%	84%	52%	68%
Nov-05	66%	58%	65%	82%	53%	65%
Dec-05	66%	61%	66%	77%	57%	68%
Jan-06	67%	62%	69%	76%	57%	69%
Feb-06	67%	62%	67%	75%	63%	69%
Mar-06	67%	63%	70%	71%	59%	68%
Apr-06	66%	63%	68%	70%	60%	66%
May-06	69%	68%	74%	69%	61%	62%
Jun-06	67%	68%	69%	70%	60%	62%
Jul-06	69%	73%	69%	70%	65%	62%
Aug-06	70%	76%	70%	73%	62%	61%
Sep-06	70%	76%	69%	73%	63%	61%
Oct-06	70%	76%	68%	73%	66%	64%
Nov-06	70%	78%	66%	74%	65%	67%
Dec-06	70%	77%	66%	74%	63%	66%
Jan-07	71%	79%	67%	75%	66%	64%
Feb-07	73%	81%	70%	77%	69%	64%
Mar-07	75%	79%	73%	81%	71%	64%
Apr-07	73%	79%	67%	81%	70%	68%
May-07	71%	80%	64%	80%	62%	72%
Jun-07	72%	79%	70%	76%	64%	74%
Jul-07	72%	76%	74%	75%	64%	75%
Aug-07	73%	70%	74%	78%	66%	76%

¹Source: BC STATS, CHESS Twelve (12) month average, surveyed monthly Sept '06 - Aug '07
Q "Did you try to quit smoking on your own without special preparation or help?"



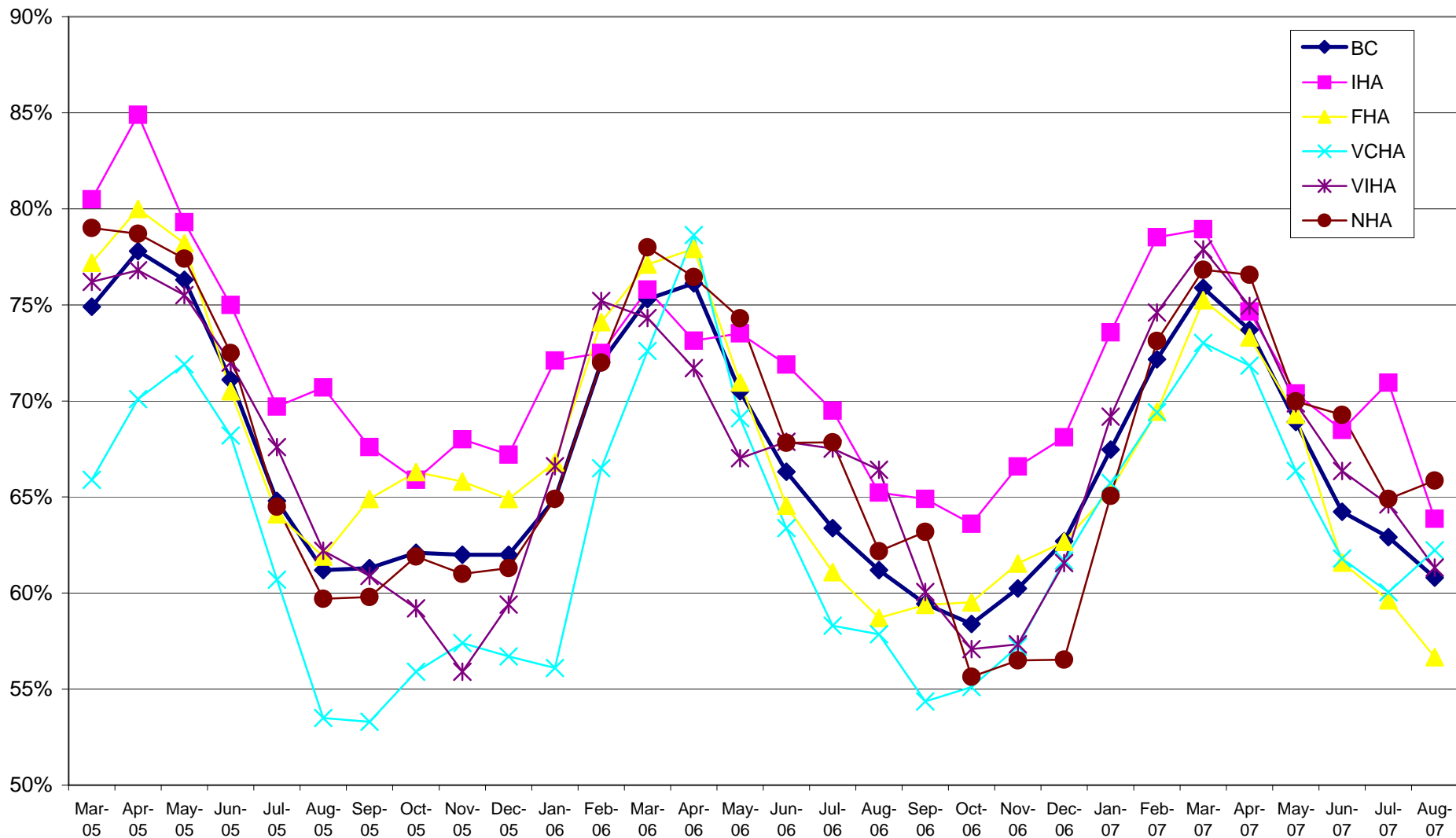
BC Population who have you seen, read or heard any advertisement about quitting smoking or the benefits of quitting smoking, All Respondents, Age 15+

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

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 ¹																				
Top of Mind - Media Message Recalled ²	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%	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%	16%	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%
Don't know	20%	20%	20%	19%	19%	18%	18%	17%	18%	19%	19%	17%	17%	15%	17%	20%	19%	16%	13%	13%	12%

¹Source: 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?"

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

	BC	IHA	FHA	VCHA	VIHA	NHA
Jul-05	8%	13%	8%	5%	10%	6%
Aug-05	8%	14%	7%	6%	10%	6%
Sep-05	8%	15%	6%	7%	8%	6%
Oct-05	7%	14%	6%	6%	6%	8%
Nov-05	8%	15%	6%	7%	7%	7%
Dec-05	7%	16%	4%	6%	7%	6%
Jan-06	7%	15%	4%	6%	7%	6%
Feb-06	7%	13%	4%	6%	7%	9%
Mar-06	7%	12%	4%	7%	7%	10%
Apr-06	8%	14%	4%	7%	9%	11%
May-06	9%	17%	5%	9%	7%	10%
Jun-06	9%	12%	6%	11%	10%	9%
Jul-06	9%	10%	7%	12%	9%	7%
Aug-06	7%	8%	5%	9%	8%	7%
Sep-06	7%	13%	5%	8%	4%	8%
Oct-06	8%	16%	7%	8%	4%	10%
Nov-06	10%	15%	9%	10%	6%	10%
Dec-06	9%	13%	8%	9%	6%	12%
Jan-07	8%	10%	6%	8%	7%	13%
Feb-07	8%	8%	7%	6%	8%	13%
Mar-07	8%	7%	8%	6%	9%	11%
Apr-07	9%	9%	10%	6%	10%	9%
May-07	9%	16%	9%	6%	8%	8%
Jun-07	10%	17%	8%	8%	8%	11%
Jul-07	9%	14%	7%	7%	8%	11%
Aug-07	8%	8%	6%	8%	8%	14%

¹Source: BC STATS, CHESS, 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?"

