



BRITISH COLUMBIA BUSINESS INDICATORS

August 1996

British Columbia Highlights of the Youth Smoking Survey

The following article contains excerpts from a report released last month by BC STATS on the British Columbia highlights from the youth smoking survey. The full report is available from the BC STATS web page <http://www.bcstats.gov.bc.ca> or by calling BC STATS at 387-0327.

Description of the Survey

Health Canada, in conjunction with Statistics Canada, conducted a survey in 1994 to collect information on the smoking behaviour of Canadian youth. Previous surveys have typically collected information on the smoking behavior of adults 15 years of age and older. The information gained from this survey will help fill a data gap with respect to smoking behaviors and the knowledge and attitudes toward smoking among the youth of British Columbia and Canada.

The survey covered two age groups, 10-14 year olds and 15-19 year olds. Data for youth 10-14 years of age were collected from a sample of students in randomly selected schools across Canada. Data for youth 15-19 years of age were collected as a supplement to the Labour Force Survey. The data collection period was from September to December 1994.

HIGHLIGHTS

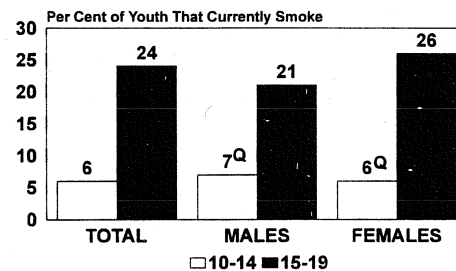
Prevalence and Amount Smoked

Fifteen per cent of British Columbia youth (10-19 year olds) smoke.

Twenty-six per cent of young adult (15-19 year old) females smoke compared to 21 per cent of

males. Among those who smoke daily, males smoke an average of 14.6 cigarettes per day, while females smoke a lower average of 10.2 cigarettes per day.

Female Youth In B.C. Are More Likely To Smoke Than Males - 1994

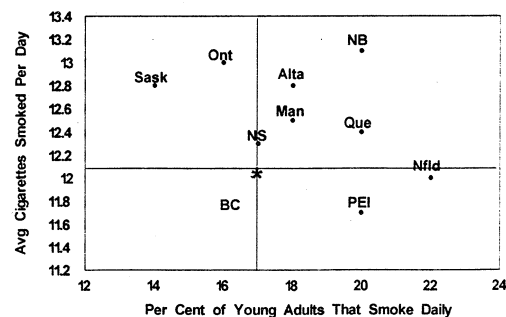


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BC Comparisons to Rest of Canada

Seventeen per cent of young adults in British Columbia smoke on a daily basis and they smoke an average of 12.1 cigarettes per day. In the following chart British Columbia is shown by the intersection of the lines in the chart. The five provinces in the upper right-hand quadrant have a higher per centage of daily smokers, and they smoke more than the young adults in British Columbia

Young Adults in BC Smoke Less Per Day and Not As Many Smoke Daily

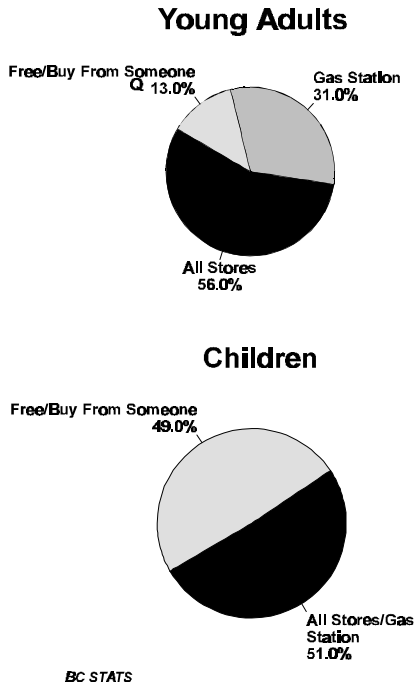


BC STATS

Accessibility of Cigarettes

Almost half of children smokers get their cigarettes free or buy them from friends or family members compared to approximately 13 per cent of young adults.

Where Do Youth Get Their Cigarettes?

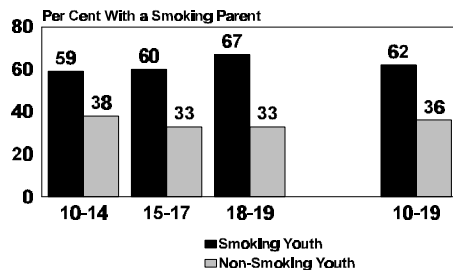


Parents Smoking & Smoking at Home

The influence that the smoking behavior of parents have on their children tends to be more pronounced for females than males. Seventy per cent of female youth smokers have a parent that smokes, while 54 per cent of male smokers live in a smoking family.

Sixty-two per cent of smoking youth have at least one parent that smokes compared to 36 per cent of non-smoking youth.

Parent Smoking Habits Have a Strong Influence on Their Children - 1994



Smoking Restrictions at School

Thirty-seven per cent of student youth stated that there is a total ban on smoking at school and 36 per cent say there is a partial ban (i.e. smoking is restricted to certain areas). In those schools that have a total or partial ban, 50 per cent of students feel that the rule is generally obeyed.

Reasons For Starting

Sixty-nine per cent of British Columbia children (10–14 year olds) believe that children their age begin to smoke because their friends smoke/peer pressure.

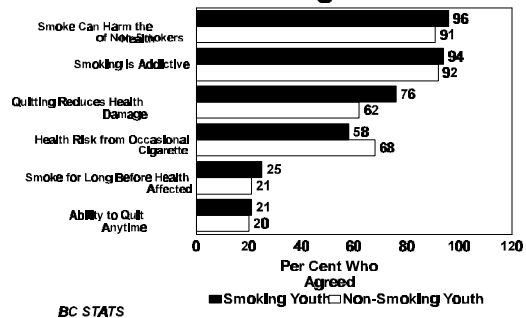
Attempts to Quit

Over eighty per cent of current smoking youths say that they have thought about quitting. Approximately two thirds say that they have tried to quit (65% of males and 71% of females).

Beliefs about the Health Effects of Smoking

Ninety-six per cent of smoking youth believe that tobacco smoke can be harmful to the health of non-smokers but only 58 per cent believe that there is danger to their own health from smoking an occasional cigarette.

Youth Beliefs About Health Effects and Smoking - 1994

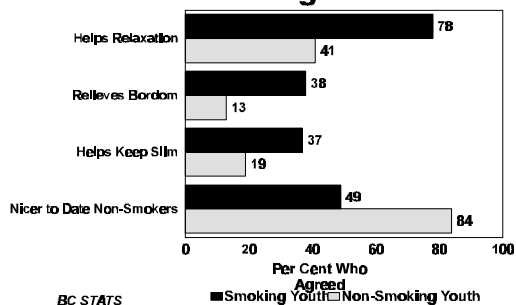


Perceived Benefits of Smoking

More than three quarters of smoking youth believe that smoking helps people relax. Thirty-eight per cent of smokers (42 per cent of males and 35 per cent of females) also believe that smoking relieves boredom.

Fifty-eight per cent of male smokers believe it is nicer to date people who don't smoke compared to 42 per cent of female smokers.

Youth Beliefs On Perceived Benefits of Smoking - 1994



Terminology

Age Groups—The following names have been given to the age groups covered in the survey:

- **Youth:** Total survey population 10–19 years old.
- **Children:** 10–14 year old population.
- **Young Adults:** 15–19 year old population.

Current smoke— has smoked at least 100 cigarettes in his/her lifetime, and includes the following:

- **Current Daily:** a current smoker who has smoked at least one cigarette per day for each of the 30 days preceding the survey
- **Current non-daily:** a current smoker who has smoked at least one cigarette during the past 30 days, but has not smoked every day

Sampling Variability—Any data in this report superscripted with a 'Q' carry a warning of a high sampling variability associated with the estimate. These data should be accompanied by a warning if used in any other report.