

303541921

BATCo document for Province of British Columbia 16 April 1999

<u>MEAN 7-1</u>	<u>IMAGE OF:</u>		
	<u>SMOKERS</u>	<u>QUITTERS</u>	<u>NEVER SMOKERS</u>
	<u>1988</u>	<u>1988</u>	<u>1988</u>
STRONG-WILLED - WEAK-WILLED	3.8	5.4	4.9
RESPECTFUL OF OTHERS - DISRESPECTFUL OF OTHERS	4.0	5.0	4.8
RELAXED - TENSE	3.8	4.4	4.8
IRRESPONSIBLE - RESPONSIBLE	3.8	3.0	3.1
UNREALISTIC - REALISTIC	3.9	3.2	3.2
NOT EASILY ADDICTED - EASILY ADDICTED	3.1	4.3	5.0
LOW HEALTH CONSCIOUSNESS - HIGH HEALTH CONSCIOUSNESS	4.6	2.8	2.8

303541927

ITL CORPORATE SHARE

	<u>15 - 25 YEARS</u>	<u>25 -34 YEARS</u>	<u>35 + YEARS</u>
.980	56	44	41
.981	59	44	36
.982	59	45	36
.983	61	44	36
.98	58	48	38
.985	62	51	39
.986	63	54	43
.987	65	58	43
.988	65	61	46
YEAR-TO-DATE 1989	64	62	47

303541941