

APPENDIX B

Canada - British Columbia

Market Potential

			<u>Estimate</u>
Total population ('86)	2,849,000	'89	3,000,000-
Chinese	112,605		
Cambodian	530		
Laotian	860		
Vietnamese	5,740		
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	119,735	'89	131,700-
	('86)		

65% of Oriental population over 18 years = 85,600
 Approximately 55% male/45% female
 50/50 1st/2nd generation.

	<u>Males 55%</u>	<u>Females 45%</u>
	47,080	38,520
1st generation	23,540	19,260
2nd generation	23,540	19,260

Incidence of Smoking

1st generation	40% male	9,416
	20% female	3,852
2nd generation	30% male	7,062
	28% female	5,393

Oriental Smoking Population 25,723

3 1 pack per day 514,460 per day
 3,601,220 per week
 187,265,440 per year (1989)
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