Smoking Prevalence in
British Columbia
— Final Report —

September 2, 2003
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1.0 EXECUTIVE SUMMARY

1.1. Background and Methodology

In February 2003, the Ministry of Health Planning commissioned survey research to identify prevalence rates for tobacco use among British Columbians 15 years of age and older. The survey research is intended to assist the Ministry and Regional Health Authorities in determining the effectiveness of tobacco-reduction programs in British Columbia.

This information is provided at a provincial level, as well as by Regional Health Authority. Questionnaire design was based entirely on Health Canada’s Canadian Tobacco Use Monitoring Survey (CTUMS) to ensure consistency with past and future CTUMS research in British Columbia. The definitions used to classify respondents into cigarette smoking classifications were taken directly from the CTUMS. (Please see Background and Methodology section in the Detailed Report for a more complete comparison to the CTUMS research)

Ipsos-Reid completed a total of 2,900 telephone interviews with a sample of British Columbians aged 15 years and older. All respondents under the age of 17 years required parental permission to take part in the survey.

The 2,900 interviews were completed in a disproportionate sample across the five Regional Health Authorities. A base sample of 400 interviews was completed in each Health Authority. Three Health Authorities—Interior, Fraser, Vancouver Island—requested an oversample of 300 interviews for a total of 700 interviews in their region. The purpose of the oversample was to have a larger sample size, and hence greater reliability, with younger residents (15 to 24 years). This higher degree of reliability for younger residents is important because of the focus on preventing and reducing tobacco use among children and young adults. The larger sample allows the three Health Authorities to more accurately measure the success of tobacco reduction programs within younger age groups.

The sample sizes by Health Authority and per age group are as follows:

♦ Fraser Health Authority
  (Total n=700; 15-19 years n=200, 20-24 years n=200, 25+ years n=300)

♦ Interior Health Authority
  (Total n=700; 15-19 years n=200, 20-24 years n=200, 25+ years n=300)

♦ Northern Health Authority
  (Total n=400; 15-19 years n=80, 20-24 years n=80, 25+ years n=240)

♦ Vancouver Coastal Health Authority
  (Total n=400; 15-19 years n=80, 20-24 years n=80, 25+ years n=240)

♦ Vancouver Island Health Authority
  (Total n=700; 15-19 years n=200, 20-24 years n=200, 25+ years n=300)

All data have been weighted to accurately reflect the actual age and gender distribution within each Health Authority according to 2001 Census figures. In addition, the aggregate results have been weighted to reflect the relative population (15+ years) of each Health Authority. The margin of error for the total sample of 2,900 interviews is ±2.6 percent, 95 times out of 100. The margin of error is wider for subgroups of the overall sample.
1.2. Smoking Behaviour Inside the Home

Three-in-ten (29%) British Columbians reside in a household where at least one person smokes cigarettes, cigars or pipes. The household smoking rate is much higher in the Northern Health Authority (43%) than in any in any region of the province.

Roughly one-in-six (16%) British Columbians report that at least one person smokes inside their home every day or almost everyday. Northern residents (30%) are much more likely than residents of other Health Authorities to have daily smoking inside their home.

Only one-in-five (21%) British Columbians say that smoking cigarettes is allowed inside their home. Northern Health Authority residents are much more permissive, with nearly four-in-ten (37%) allowing smoking inside the home.

Three-in-ten British Columbians (31%) who allow smoking inside their home place at least some restrictions on smoking behaviours. The most common restrictions on smoking inside the home include restricting smoking to certain rooms (41%) and asking smokers to abstain from smoking in the home (37%).

1.3. Cigarette Smoking Prevalence

All respondents were classified into one of five different cigarette smoking classifications based on their answers to a set of four CTUMS questions. The five cigarette smoking classifications and their definitions are as follows:

♦ Daily Smoker – Smokes cigarettes every day or smoked cigarettes every day of the past thirty days.
♦ Occasional Smoker – Smokes cigarettes occasionally or smoked at least one cigarette in past thirty days.
♦ Former Smoker – Has not smoked a cigarette in past thirty days and has smoked at least 100 cigarettes in lifetime.
♦ Non Smoker – Does not smoke cigarettes at all and has not smoked a cigarette in past thirty days.
♦ Not Determined – Does not fall into any of the above categories due to non-response to one or more questions.

Overall, one-in-five (20.2%) British Columbians are classified as Current Smokers. Current Smokers include both Daily Smokers (15.5%) and Occasional Smokers (4.7%). Another three-in-ten (30.9%) British Columbians are classified as Former Smokers, while half (48.8%) of BC residents are Never Smokers. Only a very small proportion (0.1%) of British Columbians falls into the Not Determined classification.
Our current survey prevalence rate (20.2%) is higher than the prevalence rate found in either the Annual 2002 CTUMS (16%) or the Annual 2001 CTUMS (17%). The prevalence rate from this survey is very close, however, to CTUMS Annual 2000 (20%) and Annual 1999 (20%) results. The Ipsos-Reid prevalence rate is also very close to the 21.6 percent prevalence rate found for British Columbia (15+ years) in the 2000 Canadian Community Health Survey (CCHS).

The Northern Health Authority has by far the highest prevalence of Current Smokers of any health authority. Three-in-ten (31.2%) Northern residents are current smokers, compared to approximately two-in-ten residents of the Vancouver Coastal (19.6%), Fraser (18.0%), Interior (22.5%) and Vancouver Island (18.9%) health authorities.

By age group, the highest prevalence of cigarette smoking in British Columbia occurs amongst 20 to 24 year olds. Three-in-ten (29.1%) members of this young age group are Current Smokers, much higher than the overall population rate of 20.2 percent. Cigarette smoking is less prevalent among 15 to 19 year olds (18.3%) and those aged 25 years and older (19.6%). The lowest rate of Current Smokers in British Columbia is found among those aged 55 years and older (15.3%).

Cigarette Smoking Classifications: By Region

- **Regional Breakdown** -

<table>
<thead>
<tr>
<th>Region</th>
<th>Current Smoker</th>
<th>Former Smoker</th>
<th>Never Smoker</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total (n=2,900)</td>
<td>20.2%</td>
<td>30.9%</td>
<td>48.8%</td>
</tr>
<tr>
<td>Vancouver Coastal (n=400)</td>
<td>19.6%</td>
<td>27.4%</td>
<td>52.8%</td>
</tr>
<tr>
<td>Fraser (n=700)</td>
<td>18.0%</td>
<td>29.5%</td>
<td>52.5%</td>
</tr>
<tr>
<td>Interior (n=700)</td>
<td>22.5%</td>
<td>32.2%</td>
<td>45.3%</td>
</tr>
<tr>
<td>Vancouver Island (n=700)</td>
<td>18.9%</td>
<td>37.9%</td>
<td>43.2%</td>
</tr>
<tr>
<td>Northern (n=400)</td>
<td>31.2%</td>
<td>29.7%</td>
<td>39.1%</td>
</tr>
</tbody>
</table>

* Base: All respondents

Cigarette Smoking Classifications: By Age

- **Age Breakdown** -

<table>
<thead>
<tr>
<th>Age</th>
<th>Current Smoker</th>
<th>Former Smoker</th>
<th>Never Smoker</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total (n=2,900)</td>
<td>20.2%</td>
<td>30.9%</td>
<td>48.8%</td>
</tr>
<tr>
<td>15 to 19 (n=760)</td>
<td>18.3%</td>
<td>7.2%</td>
<td>78.4%</td>
</tr>
<tr>
<td>20 to 24 (n=760)</td>
<td>29.1%</td>
<td>12.2%</td>
<td>58.8%</td>
</tr>
<tr>
<td>25 to 39 (n=460)</td>
<td>22.7%</td>
<td>19.4%</td>
<td>57.9%</td>
</tr>
<tr>
<td>40 to 54 (n=460)</td>
<td>20.9%</td>
<td>36.8%</td>
<td>42.3%</td>
</tr>
<tr>
<td>55+ (n=460)</td>
<td>15.3%</td>
<td>48.6%</td>
<td>35.8%</td>
</tr>
<tr>
<td>15 to 24 (n=1,520)</td>
<td>23.4%</td>
<td>7.5%</td>
<td>69.1%</td>
</tr>
<tr>
<td>25+ (n=1,380)</td>
<td>19.6%</td>
<td>35.4%</td>
<td>45.0%</td>
</tr>
</tbody>
</table>

* Base: All respondents
The survey also finds a distinct relationship between cigarette smoking and education and household income in British Columbia.

- In terms of education, the highest prevalence of Current Smokers is found among those with less than a high school education (27.2%) and high school graduates (25.0%). The prevalence rate drops among those with some post-secondary education (19.5%) and college graduates (21.2%). By far the lowest prevalence of Current Smokers is among university graduates (12.4%).
- While there is very little difference in Current Smoking rates between lower income residents (26.5%, <$30K) and middle income residents (23.6%, $30-$59K) the prevalence of cigarette smoking drops dramatically among higher income residents (16.5%, $60K+).

The survey finds no statistical difference between overall Current Smoking rates for males and females in British Columbia. This finding extends to all age groups with the exception of 40 to 54 year olds where males are more likely than females to be Current Smokers (26.0%, males vs. 16.0%, females).

1.4. Quitting and Reducing Smoking

**Former Smokers**

Nearly eight-in-ten (77%) Former Smokers say they quit smoking more than five years ago. Health concerns are the number one and number two reasons why Former Smokers quit cigarette smoking. Three-in-ten (31%) mention concerns about their future health, while one-quarter (24%) mention concerns about their current health. The increased cost of cigarettes (19%) is the next most common motivator, followed by loss of interest/enjoyment in smoking (12%).

Four-in-ten (43%) Former Smokers say they managed to quit smoking for good on their first attempt. The majority (56%), however, took more than one attempt to quit for good. On average, Former Smokers in British Columbia made 5.6 attempts to quit before quitting for good.

Nearly nine-in-ten (85%) Former Smokers say they have tried to quit smoking “cold turkey” or using “no formal assistance.” No other method is mentioned by more 9 percent of Former Smokers.

**Current Smokers**

Roughly half (49%) of Current Smokers say that within the past three months they have reduced the number of cigarettes that they smoke in a typical day or week. Younger Current Smokers are much more likely to have cut back than older Current Smokers (64%, 15 to 24 years vs. 46%, 25+ years). Concern over future health (43%) and cost (32%) are the two main reasons mentioned by Current Smokers for cutting back.

Three-in-ten (28%) Current Smokers say they are seriously considering quitting within the next 30 days and two-thirds (63%) say they are seriously considering quitting within the next six months. Younger Current Smokers are more likely than older Current Smokers to be considering quitting within the next 30 days (35%, 15 to 24 years vs. 26%, 25+ years) and within the next six months (73%, 15 to 24 years vs. 61%, 25+ years).

Current Smokers cite a multitude of motivations for quitting, with no single reason standing out from the rest. The top two motivators are having more willpower (19%) and getting a smoke-related illness (18%). Thirteen percent say that nothing short of their own death would make them quit.
2.0 DETAILED REPORT

2.1. Background and Methodology

In February 2003, the Ministry of Health Planning commissioned survey research to identify prevalence rates for tobacco use in British Columbia. The survey research is intended to assist the Ministry and Regional Health Authorities in determining the effectiveness of tobacco-reduction programs in British Columbia.

The main purpose of this survey is to provide information about the prevalence of cigarette smoking among British Columbians 15 years of age and older. This information is provided at a provincial level, as well as by Health Authority. Specifically, this research is designed to provide British Columbia’s Health Authorities with the following information:

- The prevalence of cigarette smoking categorized by Daily Smokers, Occasional Smokers, Former Smokers and Never Smokers;
- Restrictions on smoking in homes;
- Motivations for quitting or reducing smoking;
- Number of attempts to quit smoking;
- Intentions to quit smoking;
- The incidence of other tobacco behaviours (e.g. cigars, pinch/snuff, chewing tobacco); and
- A regional and demographic profile of each of the above variables.

Questionnaire Design

The questionnaire for this research was based entirely on Health Canada’s Canadian Tobacco Use Monitoring Survey (CTUMS). This ensures consistency with past and future CTUMS research in British Columbia. The definitions used to classify respondents into cigarette smoking classifications were taken directly from the CTUMS.

The questionnaire consists of five main sections. The first section focuses on smoking among household members and smoking within the home. The second section focuses on the four questions used by CTUMS to define cigarette smoking classifications. The third section focuses on quitting and reducing smoking and the fourth section focuses on other tobacco behaviours such as cigar smoking. The fifth and final section asks a series of demographic questions.

A copy of the final questionnaire instrument is contained in the Appendix.
Data Collection

Ipsos-Reid completed a total of 2,900 telephone interviews with a sample of British Columbians aged 15 years and older. The interviews were conducted between March 31st and April 14th, 2003 by trained interviewers in the Ipsos-Reid call centre in Winnipeg. All interviews were completed in English.

A two-stage sampling procedure was utilized with households selected using a random digit dialling (RDD) procedure and the individual respondent selected using the most recent birthday method. The RDD sampling ensures that all households, including those with unlisted numbers, had an equal chance of being interviewed. In order to improve response rates, up to 6 callbacks were completed per telephone number.

All respondents under the age of 17 years required parental permission to take part in the survey. This permission was obtained from a parent or guardian at the time of the interview.

Sample Design and Weighting

The 2,900 interviews were completed in a disproportionate sample across the five Regional Health Authorities. A base sample of 400 interviews was completed in each Health Authority. Three Health Authorities—Interior, Fraser, Vancouver Island—requested an oversample of 300 interviews for a total of 700 interviews in their region. The purpose of the oversample was to have a larger sample size, and hence greater reliability, with younger residents (15 to 24 years). This higher degree of reliability for younger residents is important because of the focus on preventing and reducing tobacco use among children and young adults. The larger sample allows the three Health Authorities to more accurately measure the success of tobacco reduction programs within younger age groups.

The sample sizes by Health Authority and per age group are as follows:

<table>
<thead>
<tr>
<th>Health Authority</th>
<th>15-19 years</th>
<th>20-24 years</th>
<th>25-39 years</th>
<th>40-54 years</th>
<th>55+ years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fraser</td>
<td>n=200</td>
<td>n=200</td>
<td>n=100</td>
<td>n=100</td>
<td>n=100</td>
</tr>
<tr>
<td>Interior</td>
<td>n=200</td>
<td>n=200</td>
<td>n=100</td>
<td>n=100</td>
<td>n=100</td>
</tr>
<tr>
<td>Northern</td>
<td>n=80</td>
<td>n=80</td>
<td>n=80</td>
<td>n=80</td>
<td>n=80</td>
</tr>
<tr>
<td>Vancouver Coastal</td>
<td>n=80</td>
<td>n=80</td>
<td>n=80</td>
<td>n=80</td>
<td>n=80</td>
</tr>
<tr>
<td>Vancouver Island</td>
<td>n=200</td>
<td>n=200</td>
<td>n=100</td>
<td>n=100</td>
<td>n=100</td>
</tr>
</tbody>
</table>

Quotas were established to interview an equal number of males and females in each region.

All data have been weighted to accurately reflect the actual age and gender distribution within each Health Authority according to 2001 Census figures. In addition, the aggregate results have been weighted to reflect the relative population (15+ years) of each Health Authority.
The final weighted sample is summarized in the table.

<table>
<thead>
<tr>
<th>Health Authority</th>
<th>Percentage of Weighted Provincial Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fraser</td>
<td>34%</td>
</tr>
<tr>
<td>Interior</td>
<td>17%</td>
</tr>
<tr>
<td>Northern</td>
<td>7%</td>
</tr>
<tr>
<td>Vancouver Coastal</td>
<td>26%</td>
</tr>
<tr>
<td>Vancouver Island</td>
<td>17%</td>
</tr>
</tbody>
</table>

**Age**

- 15 to 19 years: 8%
- 20 to 24 years: 8%
- 25 to 39 years: 26%
- 40 to 54 years: 29%
- 55+ years: 29%

**Gender**

- Males: 49%
- Females: 51%

**Margin of Error**

The margin of error for the total sample of 2,900 interviews is ±2.5 percent, 95 times out of 100. This margin of error is calculated at the maximum variance (test statistic = 50%). For example, when the sample mean is 50 percent, we can be reasonably certain (95 times out of 100) that the true population mean will fall between 47.5 percent (50% minus 2.5%) and 52.5 percent (50% plus 2.5%).

The margin of error narrows as survey means approach either 0 percent or 100 percent. For example, a sample mean of 5 percent has a margin of error of just ±1.1 percent, 95 times out of 100, meaning that we can be reasonably certain (95 times out of 100) that the true population mean will fall between 3.9 percent (5% minus 1.1%) and 6.1 percent (5% plus 1.1%).

The margin of error is wider for subgroups of the overall sample. For example, the margin of error in the Fraser, Interior and Vancouver Island Health Authorities (n=700) is ±5.0 percent, 95 times out of 100. The margin of error in the Northern and Vancouver Coastal Health Authorities (n=400) is ±5.6 percent, 95 times out of 100.

The margins of error by Health Authority and per age group are shown in the table on the next page. Please note the improved reliability of results, especially in the younger age segments, for the three oversample regions of Fraser, Interior and Vancouver Island.
Refusal Rate

The table that follows summarizes the call dispositions for this project. A total of 16,433 cooperative contacts agreed to take part in the survey. Of these, 2,900 qualified and completed the survey and another 13,533 were screened out. The vast majority of potential respondents were screened out because we were over quota. This means that we had already completed our quota of interviews with respondents in their age and sex category within their Health Authority. The high number of over quota respondents reflects the difficulty in finding the substantial oversample of 15 to 24 year olds at home.

A total of 15,476 potential respondents refused to take part in the survey. Nearly all of these refusals took place before the interview began. This makes the overall Refusal Rate for this project 49 percent. This is calculated by taking the total number of refusals (15,476) and dividing it by the sum of the total refusals and total cooperative contacts (31,909 = 16,433 + 15,476).

This 49 percent refusal rate is much better than the 2000 Professional Market Research Society (PMRS) survey of national response rates. This PMRS survey of major market research and public opinion polling firms reported an average refusal rate of 77 percent on national omnibus surveys. It also reported that national refusal rates on custom studies varied between 68 percent and 77 percent, depending on the length and topic. The lower refusal rate on the smoking prevalence survey is likely due to its very short length and interesting topic.
**Comparison to CTUMS Methodology**

This study was designed to ensure consistency with past and future CTUMS research in British Columbia. As previously mentioned, the questions and definitions used to classify respondents into cigarette smoking classifications were taken directly from the CTUMS. Other similarities include the following:

- Both surveys are completed by telephone
- Both surveys select households using a Random Digit Dialling (RDD) procedure
- Both surveys have a target population of 15+ years
- Both surveys use a disproportionate sample design. Our survey interviews an equal number of residents in each Regional Health Authority (plus an oversample in some regions) regardless of the population in each region. The CTUMS interviews an approximately equal number of residents in each province, regardless of the population in each province. Both surveys also weight data to accurately reflect the age, sex and gender characteristics of their target populations.

The two studies differ on sample size and opportunities for regional analysis. The Ipsos-Reid survey has a sample size of 2,900 respondents, including a base sample of 2,000 plus an oversample of 900 respondents across three Regional Health Authorities. The annual sample size for the CTUMS is 2,335 in 2002 and 2,189 in 2001.

In addition, the Ipsos-Reid survey allows for the analysis of results by Regional Health Authority, including a base sample size of 400 respondents per health authority. The CTUMS does not allow for any analysis by Regional Health Authority.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total 15+ years</td>
<td>n=2,900</td>
<td>n=2,335</td>
<td>n=2,189</td>
</tr>
<tr>
<td>15 to 19 years</td>
<td>n=760</td>
<td>n=670</td>
<td>n=596</td>
</tr>
<tr>
<td>20 to 24 years</td>
<td>n=760</td>
<td>n=550</td>
<td>n=424</td>
</tr>
<tr>
<td>25 to 44 years</td>
<td>n=614</td>
<td>n=427</td>
<td>n=516</td>
</tr>
<tr>
<td>45+ years</td>
<td>n=766</td>
<td>n=688</td>
<td>n=653</td>
</tr>
<tr>
<td>Males 15+ years</td>
<td>n=1,450</td>
<td>n=1,089</td>
<td>n=1,005</td>
</tr>
<tr>
<td>Females 15+ years</td>
<td>n=1,450</td>
<td>n=1,246</td>
<td>n=1,184</td>
</tr>
</tbody>
</table>
2.2. Smoking Behaviour Inside the Home

Smoking Among Household Members

Three-in-ten (29%) British Columbians reside in a household where at least one person smokes cigarettes, cigars or pipes. The household smoking rate is much higher in the Northern Health Authority (43%) than in any in any region of the province. In contrast, Vancouver coastal residents (24%) are the least likely to have a smoker in the household.

The level of household smoking is somewhat higher in lower-middle income households (33% <$60K vs. 26% $60K+).

Number of People Smoking Inside the Home

Roughly one-in-six (16%) British Columbians report that at least one person smokes inside their home every day or almost everyday. Northern residents (30%) are much more likely than residents of other Health Authorities to have daily smoking inside their home.

Among all respondents, the average number of people smoking inside the home on a daily basis is 0.3. The average number of daily smokers inside the home is 1.8 among households with at least one person smoking inside the home on a daily basis.

Smoking inside the home is much more common in lower-middle income households. Twenty percent of lower-middle income households (<$60K) report at least one person smokes inside the home on a daily basis. This rate falls in half (11%) among higher income households ($60K+).
**Number of Cigarettes Smoked Inside the Home**

The average number of cigarettes smoked inside the home varies widely from household to household. Six percent of all residents say that 10 or fewer cigarettes are smoked inside the home on a daily basis. A further 4 percent say that 11 to 20 cigarettes are smoked inside the home per day. Only 4 percent of all residents say that more than 20 cigarettes are smoked inside the home on a typical day.

As with most other measures, the level of smoking is highest in the North. One-in-ten (10%) Northern residents reports that more than 20 cigarettes are smoked in the home per day. This is more than twice the overall rate (4%) for the entire province.

**Number of Cigarettes Smoked Inside the Home**

“On a typical day, how many cigarettes are smoked INSIDE your home?”

<table>
<thead>
<tr>
<th>Region</th>
<th>1–10</th>
<th>11–20</th>
<th>21+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total (n=2,900)</td>
<td>6%</td>
<td>4%</td>
<td>14%</td>
</tr>
<tr>
<td>Vancouver Coastal (n=400)</td>
<td>5%</td>
<td>4%</td>
<td>11%</td>
</tr>
<tr>
<td>Fraser (n=700)</td>
<td>6%</td>
<td>5%</td>
<td>14%</td>
</tr>
<tr>
<td>Interior (n=700)</td>
<td>6%</td>
<td>4%</td>
<td>15%</td>
</tr>
<tr>
<td>Vancouver Island (n=700)</td>
<td>4%</td>
<td>4%</td>
<td>11%</td>
</tr>
<tr>
<td>Northern (n=400)</td>
<td>11%</td>
<td>9%</td>
<td>29%</td>
</tr>
</tbody>
</table>

*Base: All respondents (including those who said no-one smokes in their home)*

**Cigarette Smoking Allowed Inside the Home**

Only one-in-five (21%) British Columbians say that smoking cigarettes is allowed inside their home. Northern Health Authority residents are much more permissive, with nearly four-in-ten (37%) allowing smoking inside the home.

The likelihood of allowing smoking inside the home decreases with household income. Allowing smoking in the home is at 30 percent among lower income households (<$30K), 22 percent among middle income households ($30-$59K) and 16 percent among higher income households ($60K+).
Restrictions on Cigarette Smoking Inside the Home

Three-in-ten British Columbians (31%) who allow smoking inside their home place at least some restrictions on smoking behaviours.

Specific Restrictions

Specific Restrictions Inside the Home

“How is smoking restricted inside your home?”

- % Yes -

Total (n=707) 31%

Vancouver Coastal (n=72) 23%
Fraser (n=157) 35%
Interior (n=176) 28%
Vancouver Island (n=146) 36%
Northern (n=156) 35%

(n=707)*

* Base: Respondents who said smoking cigarettes is restricted in some way inside the home

The most common restrictions on smoking inside the home—among those who allow smoking, but restrict it in some fashion—include restricting smoking to certain rooms (41%) and asking smokers to abstain from smoking in the home (37%). Other restrictions include not allowing smoking in the presence of young children (14%) and restricting smoking to areas near an open door, window or near a fan (10%).
Summary of Allowing/Restricting Smoking Inside the Home

The chart summarizes the information on allowing and restricting smoking inside the household. Overall, 15 percent of residents live in a household that allows cigarettes to be smoked on an unrestricted basis inside the home. Another 7 percent of residents live in a household where smoking cigarettes is allowed on a restricted basis. The vast majority (78%) of British Columbians, however, do not allow any smoking inside their home.

Summary of Smoking Inside the Home

<table>
<thead>
<tr>
<th>Classification</th>
<th>Total (n=2,900)</th>
<th>Vancouver Coastal (n=400)</th>
<th>Fraser (n=700)</th>
<th>Interior (n=700)</th>
<th>Vancouver Island (n=700)</th>
<th>Northern (n=400)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>15%</td>
<td>14%</td>
<td>14%</td>
<td>17%</td>
<td>12%</td>
<td>24%</td>
</tr>
<tr>
<td></td>
<td>7%</td>
<td>4%</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
<td>13%</td>
</tr>
<tr>
<td></td>
<td>78%</td>
<td>82%</td>
<td>78%</td>
<td>76%</td>
<td>81%</td>
<td>63%</td>
</tr>
</tbody>
</table>

* Base: All respondents
2.3. Cigarette Smoking Prevalence

Defining Cigarette Smoking Classifications

All respondents were classified into one of five different cigarette smoking classifications based on their answers to a set of four questions. The methodology and questions are identical to the Canadian Tobacco Use Monitoring Survey (CTUMS) run by Health Canada. The four questions are listed in the chart below.

The five cigarette smoking classifications and their definitions are as follows:

- **Daily Smoker** – Smokes cigarettes every day or smoked cigarettes every day of the past thirty days.
- **Occasional Smoker** – Smokes cigarettes occasionally or smoked at least one cigarette in past thirty days.
- **Former Smoker** – Has not smoked a cigarette in past thirty days and has smoked at least 100 cigarettes in lifetime.
- **Non Smoker** – Does not smoke cigarettes at all and has not smoked a cigarette in past thirty days.
- **Not Determined** – Does not fall into any of the above categories due to non-response to one or more questions.

### Cigarette Smoking Classification Questions

1. **At the present time, do you smoke cigarettes every day, occasionally, or not at all?**

<table>
<thead>
<tr>
<th>Base: All respondents</th>
<th>Total (n=2,900)</th>
<th>Vancouver Coastal (n=400)</th>
<th>Fraser (n=700)</th>
<th>Interior (n=700)</th>
<th>Vancouver Island (n=700)</th>
<th>Northern (n=400)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Every day</td>
<td>14</td>
<td>12</td>
<td>14</td>
<td>17</td>
<td>14</td>
<td>23</td>
</tr>
<tr>
<td>Occasionally</td>
<td>5</td>
<td>6</td>
<td>4</td>
<td>6</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Not at all</td>
<td>81</td>
<td>82</td>
<td>83</td>
<td>78</td>
<td>83</td>
<td>70</td>
</tr>
</tbody>
</table>

2. **In the past THIRTY DAYS, did you smoke any cigarettes?**

<table>
<thead>
<tr>
<th>Base: Those who don’t smoke cigarettes every day</th>
<th>Total (n=2,434)</th>
<th>Vancouver Coastal (n=385)</th>
<th>Fraser (n=607)</th>
<th>Interior (n=575)</th>
<th>Vancouver Island (n=594)</th>
<th>Northern (n=300)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Yes</td>
<td>6</td>
<td>9</td>
<td>4</td>
<td>7</td>
<td>5</td>
<td>9</td>
</tr>
<tr>
<td>No</td>
<td>94</td>
<td>91</td>
<td>96</td>
<td>93</td>
<td>95</td>
<td>91</td>
</tr>
</tbody>
</table>

3. **During the past THIRTY DAYS, did you smoke EVERY day?**

<table>
<thead>
<tr>
<th>Base: Those who smoked cigarettes in the past 30 days</th>
<th>Total (n=671)</th>
<th>Vancouver Coastal (n=72)</th>
<th>Fraser (n=135)</th>
<th>Interior (n=177)</th>
<th>Vancouver Island (n=155)</th>
<th>Northern (n=120)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Yes</td>
<td>74</td>
<td>64</td>
<td>78</td>
<td>80</td>
<td>76</td>
<td>74</td>
</tr>
<tr>
<td>No</td>
<td>26</td>
<td>36</td>
<td>22</td>
<td>20</td>
<td>24</td>
<td>26</td>
</tr>
</tbody>
</table>

4. **Have you smoked at least 100 cigarettes in your life?**

<table>
<thead>
<tr>
<th>Base: All respondents</th>
<th>Total (n=2,900)</th>
<th>Vancouver Coastal (n=400)</th>
<th>Fraser (n=700)</th>
<th>Interior (n=700)</th>
<th>Vancouver Island (n=700)</th>
<th>Northern (n=400)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Yes</td>
<td>50</td>
<td>45</td>
<td>47</td>
<td>54</td>
<td>56</td>
<td>59</td>
</tr>
<tr>
<td>No</td>
<td>50</td>
<td>54</td>
<td>53</td>
<td>46</td>
<td>44</td>
<td>41</td>
</tr>
</tbody>
</table>
Cigarette Smoking Classifications

Overall, one-in-five (20.2%) British Columbians are classified as Current Smokers. Current Smokers include both Daily Smokers (15.5%) and Occasional Smokers (4.7%). Another three-in-ten (30.9%) British Columbians are classified as Former Smokers, while half (48.8%) of BC residents are Never Smokers. Only a very small proportion (0.1%) of British Columbians falls into the Not Determined classification.

Classification by Region

The Northern Health Authority has by far the highest prevalence of Current Smokers of any health authority. Three-in-ten (31.2%) Northern residents are current smokers, compared to approximately two-in-ten residents of the Vancouver Coastal (19.6%), Fraser (18.0%), Interior (22.5%) and Vancouver Island (18.9%) health authorities.

A slight majority of the residents of the Vancouver Coastal Health Authority (52.8%) and the Fraser Health Authority (52.5%) are classified as Never Smokers, meaning they have not smoked 100 or more cigarettes in their lifetime. The incidence of Never Smokers is lowest in the North (39.1%).
**Classification by Region – Part II**

The preceding chart shows cigarette smoking classifications by region of the province. The much higher prevalence of Current Smokers in the Northern Health Authority could imply that anti-smoking efforts in British Columbia should be focused mostly on this single region. The reality, however, is that only one-in-ten (10.1%) Current Smokers lives in the Northern Health Authority. While the North has a higher “prevalence” rate, its small population (6.5% of the 15+ BC population) means that there are still far fewer Current Smokers than in any other health authority. In fact, the majority (54.7%) of Current Smokers live in the Fraser Health Authority (30.0%) or the Vancouver Coastal Health Authority (24.7%).

<table>
<thead>
<tr>
<th>Health Authority</th>
<th>% Of Current Smokers 15+ Years</th>
<th>% Of Provincial Population 15+ years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fraser</td>
<td>30.0%</td>
<td>33.6%</td>
</tr>
<tr>
<td>Interior</td>
<td>19.1%</td>
<td>17.1%</td>
</tr>
<tr>
<td>Northern</td>
<td>10.1%</td>
<td>6.5%</td>
</tr>
<tr>
<td>Vancouver Coastal</td>
<td>24.7%</td>
<td>25.5%</td>
</tr>
<tr>
<td>Vancouver Island</td>
<td>16.1%</td>
<td>17.3%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100.0%</strong></td>
<td><strong>100.0%</strong></td>
</tr>
</tbody>
</table>

**Classification by Gender**

The prevalence of Current Smokers is statistically no different between males (21.1%) and females (19.3%) in British Columbia. Males are more likely to be Former Smokers (34.0% vs. 28.0% females) and less likely to be Never Smokers (44.9% vs. 52.6% females).

---

* Base: All respondents
**Classification by Age**

The highest prevalence of cigarette smoking in British Columbia occurs amongst 20 to 24 year olds. Three-in-ten (29.1%) members of this young age group are Current Smokers, much higher than the overall population rate of 20.2 percent. Cigarette smoking is less prevalent among 15 to 19 year olds (18.3% Current Smokers) and those aged 25 years and older (19.6%).

Overall, the prevalence of Current Smokers is higher among youth (23.4%, 15 to 24 years) than it is among older British Columbians (19.6%, 25+ years). The lowest rate of Current Smokers in British Columbia is found among those aged 55 years and older (15.3%).

Despite the higher Current Smoking rate among 20 to 24 years olds, the majority (58.8%) of this age group are still Never Smokers. The Never Smoking rate is highest among the youngest sample group (78.4%, 15 to 19 years) and lowest among the oldest sample group (35.8%, 55+ years).

### Cigarette Smoking Classifications: By Age

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Total (n=2,900)</th>
<th>15 to 19 (n=760)</th>
<th>20 to 24 (n=760)</th>
<th>25 to 39 (n=460)</th>
<th>40 to 54 (n=460)</th>
<th>55+ (n=460)</th>
<th>15 to 24 (n=1,520)</th>
<th>25+ (n=1,380)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Smoker</td>
<td>20.2%</td>
<td>18.3%</td>
<td>29.1%</td>
<td>22.7%</td>
<td>20.9%</td>
<td>15.3%</td>
<td>23.4%</td>
<td>19.6%</td>
</tr>
<tr>
<td>Former Smoker</td>
<td>30.9%</td>
<td>4%</td>
<td>12.2%</td>
<td>19.4%</td>
<td>36.8%</td>
<td>48.6%</td>
<td>7.5%</td>
<td>35.4%</td>
</tr>
<tr>
<td>Never Smoker</td>
<td>48.8%</td>
<td>78.4%</td>
<td>58.8%</td>
<td>57.9%</td>
<td>42.3%</td>
<td>35.8%</td>
<td>69.1%</td>
<td>45.0%</td>
</tr>
</tbody>
</table>

*Base: All respondents*
Among males, smoking prevalence is fairly consistent from the ages of 20 to 54 years. The highest rate is with 20 to 24 year olds (27.8%), but this rate is not statistically higher than the 25 to 39 year old group (24.8%) or the 40 to 54 year old group (26.0%). Younger males (16.9%, 15 to 19 years) and older males (11.8%, 55+ years) are much less likely to be Current Smokers.

British Columbia females in the 20 to 24 year age group are much more likely than other females to be Current Smokers. Three-in-ten (30.3%) females between the ages of 20 and 24 years are Current Smokers, compared to roughly two-in-ten females in all other age groups.
There is a distinct relationship between cigarette smoking and education in British Columbia. Specifically, those with higher levels of education are less likely to be Current Smokers. The highest prevalence of Current Smokers is found among British Columbians with less than a high school education (27.2%) and high school graduates (25.0%).

The prevalence rate drops among those with some post-secondary education (19.5%) and college graduates (21.2%). By far the lowest prevalence of Current Smokers is among university graduates (12.4%).

Classification by Income

Lower and middle household income British Columbians are more likely to be Current Smokers than higher household income British Columbians. While there is very little difference in Current Smoking rates between lower income residents (26.5%, <$30K) and middle income residents (23.6%, $30-$59K) the prevalence of cigarette smoking drops dramatically among higher income residents (16.5%, $60K+).
Classifications within Regional Health Authorities

This section of the report examines the prevalence of cigarette smoking within each of the five Regional Health Authorities. The depth of analysis is limited by the sample size within each region. For this reason, the report goes into more detail in the three oversample regions of Interior, Fraser and Vancouver Island. This additional detail includes:

♦ A separate reporting of 15 to 19 year olds and 20 to 24 years olds. In the other two regions, these two age categories are combined and reported as 15 to 24 year olds. The ability to distinguish these two age groups is important given the differences in cigarette smoking prevalence rates between the two groups.

♦ Enhanced analysis of combined gender and age groups. The analysis includes a look at differences between males 15 to 24 years and females 15 to 24 years, as well as differences between males 25+ years and females 25+ years. This level of detail is not permitted by the smaller sample sizes in the Northern and Vancouver Coastal Health Authorities.

♦ Examination of other within region demographic differences. This includes looking at within region smoking prevalence rates by education and household income.

Interior Health Authority

A total of 700 interviews were completed in the Interior Health Authority. This includes 200 interviews with residents aged 15 to 19 years, 200 interviews with residents aged 20 to 24 years and 300 interviews with residents aged 25+ years. The data have been weighted to reflect the actual age and gender characteristics of the Health Authority’s residents.

Interior Health Authority by Gender and Age (Separate)

While Interior males (25.8%) are directionally more likely than Interior females (19.4%) to be Current Smokers, the difference is not statistically significant.

The 20 to 24 year old age group has by far the highest prevalence of cigarette smoking in the Interior Health Authority. Nearly four-in-ten (36.2%) 20 to 24 year olds are classified as Current Smokers. The prevalence of Current Smokers is much lower among the teenage group (20.5%, 15 to 19 years) and among older adults (21.7%, 25+ years).
Interior Health Authority by Gender and Age (Combined)

The chart shows smoking classifications broken out by gender and age on a combined basis. As shown, the prevalence of Current Smokers is roughly equal between younger males (24.9%, 15 to 24 years) and older males (26.0%, 25+ years). Younger females, however, are more likely to be Current Smokers than older females in the Interior (29.2%, 15 to 24 years vs. 17.7%, 25+ years).

Interior Health Authority by Education and Household Income

Interior residents with a high school education or less are much more likely to be Current Smokers (30.2%, high school or less vs. 15.3%, some post-sec or coll/univ graduate). Lower and middle income residents are also more likely to be Current Smokers (30.6%, <$30K vs. 26.9%, $30-$59K vs. 15.6%, $60K+).
Fraser Health Authority

A total of 700 interviews were completed in the Fraser Health Authority. This includes 200 interviews with residents aged 15 to 19 years, 200 interviews with residents aged 20 to 24 years and 300 interviews with residents aged 25+ years. The data have been weighted to reflect the actual age and gender characteristics of the Health Authority’s residents.

Fraser Health Authority by Gender and Age (Separate)

Males (19.0%) and females (17.1%) are statistically no different in their likelihood of being Current Smokers.

Similar to other Health Authorities, 20 to 24 year olds in Fraser Health Authority have a much higher prevalence of cigarette smoking than other age groups. The rate of Current Smokers stands at three-in-ten (30.5%) 20 to 24 years olds, compared to fewer than two-in-ten older adults (17.3%, 25+ years) and 13.5 percent teenagers (15 to 19 years).

Fraser Health Authority by Gender and Age (Combined)

Younger males (18.4%, 15 to 24 years) and older males (19.1%, 25+ years) in Fraser Health Authority are statistically no different in the prevalence of Current Smoking. As in other Health Authorities, young Fraser females have a higher prevalence of Current Smokers than older Fraser females (25.0%, 15 to 24 years vs. 15.6%, 25+ years).

Fraser Health Authority by Education and Household Income

The survey finds no statistically significant differences in Current Smoking rates by education or household income in the Fraser Health Authority.
Vancouver Island Health Authority

A total of 700 interviews were completed in the Vancouver Island Health Authority. This includes 200 interviews with residents aged 15 to 19 years, 200 interviews with residents aged 20 to 24 years and 300 interviews with residents aged 25+ years. The data have been weighted to reflect the actual age and gender characteristics of the Health Authority’s residents.

Vancouver Island Health Authority by Gender and Age (Separate)

There is no statistical difference in the prevalence of Current Smoking between Vancouver Island males (20.1%) and females (17.7%). The highest prevalence of Current Smokers in Vancouver Island Health Authority is 28.4 percent among 20 to 24 year old residents. This rate is statistically higher than for older Vancouver Island residents (17.8%, 25+ years), but not statistically higher than for the youngest residents (22.2%, 15 to 19 years).

Vancouver Island Health Authority by Gender and Age (Combined)

There is no statistical difference in the prevalence of Current Smokers among males by age in the Vancouver Island Health Authority (23.6%, 15 to 24 years vs. 19.5%, 25+ years). Among females, however, younger residents (26.5%, 15 to 24 years) are more likely than older residents (16.3%, 25+ years) to be classified as Current Smokers.

Vancouver Island Health Authority by Education and Household Income

Vancouver Island residents with a high school education or less are much more likely to be Current Smokers (27.4%, high school or less vs. 13.3%, some post-sec or coll/univ graduate). Lower and middle income residents are also more likely to be Current Smokers (25.9%, <$30K vs. 20.4%, $30-$59K vs. 12.2%, $60K+).
**Vancouver Coastal Health Authority**

A total of 400 interviews were completed in the Vancouver Coastal Health Authority. This includes 80 interviews with residents aged 15 to 19 years, 80 interviews with residents aged 20 to 24 years and 240 interviews with residents aged 25+ years. The data have been weighted to reflect the actual age and gender characteristics of the Health Authority’s residents.

**Vancouver Coastal Health Authority by Gender and Age (Separate)**

Vancouver Coastal residents do not differ statistically in the prevalence of Current Smokers by gender (19.7%, males vs. 19.5%, females) or age (17.1%, 15 to 24 years vs. 20.0%, 25+ years).

**Northern Health Authority**

A total of 400 interviews were completed in the Northern Health Authority. This includes 80 interviews with residents aged 15 to 19 years, 80 interviews with residents aged 20 to 24 years and 240 interviews with residents aged 25+ years. The data have been weighted to reflect the actual age and gender characteristics of the Health Authority’s residents.

**Northern Health Authority by Gender and Age (Separate)**

While Northern females (34.8%) are directionally higher than Northern males (27.7%) in the prevalence of Current Smokers, this difference is not large enough to be statistically significant.

Four-in-ten (40.9%, 15 to 24 years) younger Northern residents are classified as Current Smokers. This prevalence is statistically higher than the three-in-ten (28.9%, 25+ years) older Northern residents who are classified as Current Smokers.
Comparison to Canadian Tobacco Use Monitoring Survey (CTUMS)

The table below compares the prevalence of Current Smokers in this Ipsos-Reid survey with prevalence rates from 2001 CTUMS and 2002 CTUMS. The prevalence rates are compared across the entire 15+ years population, as well as by age group and by gender.

Our current survey prevalence rate (20.2%) is higher than the prevalence rates found in either CTUMS result (16% in 2002, 17% in 2001). The prevalence rate from this survey is very close, however, to CTUMS Annual 2000 (20%) and Annual 1999 (20%) results. The Ipsos-Reid prevalence rate is also very close to the 21.6 percent prevalence rate found for British Columbia (15+ years) in the 2000 Canadian Community Health Survey¹ (CCHS).

Despite the small difference in overall prevalence rates, the same patterns can be observed in both our survey and the CTUMS. For example, both studies indicate that prevalence rates are highest in the 20 to 24 year old age group, next highest in the 25 to 44 year old age group and lowest in the 45+ years group.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total 15+ years</td>
<td>20.2% (n=2,900)</td>
<td>16% (n=2,335)</td>
<td>16.7% (n=2,189)</td>
<td>21.6% (n=16,470)</td>
</tr>
<tr>
<td>15 to 19 years</td>
<td>18.3% (n=760)</td>
<td>15% (n=670)</td>
<td>16.8% (n=596)</td>
<td>14.7% (n=1,406)</td>
</tr>
<tr>
<td>20 to 24 years</td>
<td>29.1% (n=760)</td>
<td>22% (n=550)</td>
<td>27.0% (n=424)</td>
<td>29.5% (n=1,012)</td>
</tr>
<tr>
<td>25 to 44 years</td>
<td>23.9% (n=614)</td>
<td>21% (n=427)</td>
<td>18.9% (n=516)</td>
<td>26.7% (n=5,755)</td>
</tr>
<tr>
<td>45+ years</td>
<td>16.4% (n=766)</td>
<td>12% (n=688)</td>
<td>12.9% (n=653)</td>
<td>16.9% (n=8,297)</td>
</tr>
<tr>
<td>Males 15+ years</td>
<td>21.1% (n=1,450)</td>
<td>19% (n=1,089)</td>
<td>17.1% (n=1,005)</td>
<td>23.7% (n=7,608)</td>
</tr>
<tr>
<td>Females 15+ years</td>
<td>19.3% (n=1,450)</td>
<td>14% (n=1,246)</td>
<td>16.2% (n=1,184)</td>
<td>19.7% (n=8,862)</td>
</tr>
</tbody>
</table>

¹ Canadian Community Health Survey (CCHS), which is a national survey, is a joint initiative of Statistics Canada, Health Canada, and the Canadian Institute for Health Information.
2.4. Quitting and Reducing Smoking

When Quit Smoking: Former Smokers

When Quit Smoking

“When did you stop smoking? Was it less than one year ago, 1 to 2 years ago, 3 to 5 years ago, or more than 5 years ago?”

<table>
<thead>
<tr>
<th></th>
<th>Less than one year ago</th>
<th>1 to 2 years ago</th>
<th>3 to 5 years ago</th>
<th>More than 5 years ago</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total (n=606)</td>
<td>7%</td>
<td>5%</td>
<td>10%</td>
<td>77%</td>
</tr>
<tr>
<td>Vancouver Coastal (n=85)</td>
<td>10%</td>
<td>6%</td>
<td>5%</td>
<td>79%</td>
</tr>
<tr>
<td>Fraser (n=131)</td>
<td>5%</td>
<td>16%</td>
<td>8%</td>
<td>75%</td>
</tr>
<tr>
<td>Interior (n=135)</td>
<td>8%</td>
<td>8%</td>
<td>4%</td>
<td>80%</td>
</tr>
<tr>
<td>Vancouver Island (n=158)</td>
<td>5%</td>
<td>5%</td>
<td>11%</td>
<td>78%</td>
</tr>
<tr>
<td>Northern (n=97)</td>
<td>8%</td>
<td>13%</td>
<td>7%</td>
<td>72%</td>
</tr>
</tbody>
</table>

* Base: Former Smokers

Reasons for Quitting Smoking: Former Smokers

Health concerns are the number one and number two reasons why Former Smokers quit cigarette smoking. Three-in-ten (31%) mention concerns about their future health, while one-quarter (24%) mention concerns about their current health. The increased cost of cigarettes (19%) is the next most common motivator, followed by loss of interest/enjoyment in smoking (12%). Other reasons cited by more than 5 percent of Former Smokers include change of lifestyle (7%), pregnancy (6%), pressure to quit (6%), concern about others’ health (6%) and a smoking illness or death of friend or relative (6%).

Reasons for Quitting Smoking

“What prompted you to quit smoking?”

- Concern about own future health: 31%
- Have current health problems: 24%
- Increased cost/difficulty affording cigarettes: 19%
- Lack of enjoyment/lost interest/dislike taste: 12%
- Change of lifestyle: 7%
- Pregnancy/had a baby: 6%
- Pressure to quit from family or friends: 6%
- Concern about health of family members: 6%
- Smoking-related illness or death of a friend or relative: 6%
- Smell/gross, filthy habit: 3%
- Advice from health professional: 2%
- Image/looked silly: 1%
- Nothing/just decided to quit: 3%
- Other: 3%
- Don’t know/not stated: 2%

* Base: Former Smokers, Multiple Mentions Allowed

Nearly eight-in-ten (77%) Former Smokers say they quit smoking more than five years ago. One-in-ten (10%) quit three to five years ago, 6 percent quit one or two years ago and 7 percent quit within the past year.

Younger Former Smokers are more likely than older Former Smokers to have quit within the past year (28%, 15 to 24 years vs. 6%, 25+ years). Lower income Former Smokers are also more likely to have quit within the last year (14%, <$30K vs. 6% $30K+).
Number of Attempts to Quit Smoking: Former Smokers

Four-in-ten (43%) Former Smokers say they managed to quit smoking for good on their first attempt. The majority (56%), however, took more than one attempt to quit for good. On average, Former Smokers in British Columbia made 5.6 attempts to quit before quitting for good. Nine percent of Former Smokers took more than 10 attempts to quit for good.

Males take twice as many average attempts as females before are successful (7.3, males vs. 3.6, females).

Number of Attempts Made to Quit Smoking

"How many attempts to quit did you make, approximately, before you quit smoking for good?"

<table>
<thead>
<tr>
<th>Number of Attempts</th>
<th>Total (n=606)</th>
<th>Vancouver Coastal (n=85)</th>
<th>Fraser (n=131)</th>
<th>Interior (n=135)</th>
<th>Vancouver Island (n=158)</th>
<th>Northern (n=97)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>43%</td>
<td>48%</td>
<td>41%</td>
<td>45%</td>
<td>41%</td>
<td>45%</td>
</tr>
<tr>
<td>2</td>
<td>14%</td>
<td>16%</td>
<td>13%</td>
<td>14%</td>
<td>12%</td>
<td>13%</td>
</tr>
<tr>
<td>3 to 5</td>
<td>24%</td>
<td>15%</td>
<td>28%</td>
<td>23%</td>
<td>25%</td>
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<tr>
<td>6 to 10</td>
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<td>12%</td>
<td>6%</td>
<td>9%</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td>11 or more</td>
<td>9%</td>
<td>7%</td>
<td>12%</td>
<td>8%</td>
<td>9%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Mean

5.6

5.3

6.0

4.9

6.7

3.6

* Base: Former Smokers

Methods Used to Quit Smoking: Former Smokers

Nearly nine-in-ten (85%) Former Smokers say they have tried to quit smoking “cold turkey” or using “no formal assistance.” No other method is mentioned by more 9 percent of Former Smokers. These other methods include nicotine patches (9%), nicotine chewing gum (5%), acupuncture/hypnosis (5%) and Zyban (4%).

Methods Used to Quit Smoking

"What methods have you ever used to try to quit smoking?"

Cold turkey/no formal assistance
Nicotine patch
Nicotine chewing gum
Acupuncture/hypnosis
Zyban
Reduce daily consumption gradually
Self-help program
Addiction counselling
Group stop-smoking program
Excessive smoking until I became sick
Other
Don’t know/not stated

85%
9%
5%
5%
4%
3%
2%
1%
1%
1%
5%
1%

* Base: Former Smokers, Multiple Mentions Allowed
Cutting Back on Smoking: Current Smokers

Cutting Back

“In the past three months, have you reduced the number of cigarettes that you smoke in a typical day or week?”

- % Yes -

<table>
<thead>
<tr>
<th>Region</th>
<th>% Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total (n=685)</td>
<td>49%</td>
</tr>
<tr>
<td>Vancouver Coastal (n=76)</td>
<td>49%</td>
</tr>
<tr>
<td>Fraser (n=139)</td>
<td>46%</td>
</tr>
<tr>
<td>Interior (n=180)</td>
<td>49%</td>
</tr>
<tr>
<td>Vancouver Island (n=156)</td>
<td>56%</td>
</tr>
<tr>
<td>Northern (n=134)</td>
<td>52%</td>
</tr>
</tbody>
</table>

* Base: Current Smokers

Roughly half (49%) of Current Smokers say that within the past three months they have reduced the number of cigarettes that they smoke in a typical day or week.

Younger Current Smokers are much more likely to have cut back than older Current Smokers (64%, 15 to 24 years vs. 46%, 25+ years).

Reasons for Cutting Back: Current Smokers

Concern over future health (43%) and cost (32%) are the two main reasons mentioned by Current Smokers for cutting back. Other frequently mentioned reasons for reducing cigarette consumption include trying to quit smoking (20%), concern about current health (11%), concern about health of a family member (9%) and increasing restrictions on where smoking is allowed (8%).

Reasons for Cutting Back

“What are the main reasons you are smoking less?”

- Concern about own future health (43%)
- Increased cost/difficulty affording cigarettes (32%)
- Trying to quit (20%)
- Affecting present health (11%)
- Concern about health of children and family members (9%)
- More restrictions on where smoking is allowed (8%)
- Change of lifestyle (6%)
- Pressure from family or friends (5%)
- Lack of enjoyment/ lost interest/ dislike taste (4%)
- Lack of time/ too busy (3%)
- Smell/ gross, filthy habit (3%)
- Pregnancy (1%)
- Other (10%)
- No reason (1%)
- Don’t know/not stated (1%)

* Base: Respondents who have reduced smoking in the past three months, Multiple Mentions Allowed
Likelihood of Quitting in Next Six Months: Current Smokers

Quitting Smoking Within Next Six Months

"Are you seriously considering quitting within the next 6 months?"

- % Yes -

<table>
<thead>
<tr>
<th>Region</th>
<th>% Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total (n=685)</td>
<td>63%</td>
</tr>
<tr>
<td>Vancouver Coastal (n=76)</td>
<td>62%</td>
</tr>
<tr>
<td>Fraser (n=139)</td>
<td>62%</td>
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<tr>
<td>Interior (n=180)</td>
<td>64%</td>
</tr>
<tr>
<td>Vancouver Island (n=156)</td>
<td>64%</td>
</tr>
<tr>
<td>Northern (n=134)</td>
<td>65%</td>
</tr>
</tbody>
</table>

* Base: Current Smokers

Nearly two-thirds (63%) of Current Smokers say they are seriously considering quitting within the next six months.

Younger Current Smokers are more likely than older Current Smokers to be considering quitting within the next six months (73%, 15 to 24 years vs. 61%, 25+ years).

Likelihood of Quitting in Next 30 Days: Current Smokers

Quitting Smoking Within Next 30 Days

"Are you seriously considering quitting within the next 30 days?"

- % Yes -

<table>
<thead>
<tr>
<th>Region</th>
<th>% Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total (n=685)</td>
<td>28%</td>
</tr>
<tr>
<td>Vancouver Coastal (n=76)</td>
<td>24%</td>
</tr>
<tr>
<td>Fraser (n=139)</td>
<td>28%</td>
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<tr>
<td>Interior (n=180)</td>
<td>26%</td>
</tr>
<tr>
<td>Vancouver Island (n=156)</td>
<td>32%</td>
</tr>
<tr>
<td>Northern (n=134)</td>
<td>34%</td>
</tr>
</tbody>
</table>

* Base: Current Smokers

Three-in-ten (28%) Current Smokers say they are seriously considering quitting within the next 30 days. While this rate is directionally higher in the Northern (34%) and Vancouver Island (32%) Health Authorities, the difference is not statistically significant.

Similar to intentions over the next six months, younger Current Smokers are more likely to be considering quitting within the next 30 days (35%, 15 to 24 years vs. 26%, 25+ years).
Motivations for Quitting: Current Smokers

Current Smokers cite a multitude of motivations for quitting smoking, with no single reason standing out from the rest. The top two motivators are having more willpower (19%) and getting a smoke-related illness (18%). Thirteen percent say that nothing short of their own death would make them quit. Other motivators include a change of lifestyle (9%), increased cost (8%), a smoking illness of friend or family member (8%) and finding an effective substitute or stop-smoking program (6%).

2.5. Other Smoking Behaviours

Cigar Smoking

Only 4 percent of British Columbians have smoked a cigar or cigarillo in the past 30 days. This rate is highest in the North (5%) and lowest in Vancouver Coastal (2%).

Younger British Columbians (7%, 15 to 24 years vs. 3%, 25+ years) and males (6% vs. 1%, females) are more likely to have smoked a cigar or cigarillo in the past 30 days. Interestingly, 3 percent of Former Smokers and 1 percent of Never Smokers have smoked a cigar or cigarillo in the past 30 days.


**Chewing Tobacco Usage**

Chewing tobacco is not very popular in British Columbia. Only 1 percent of BC residents claim to have used chewing tobacco in the past 30 days.

---

**Pinch and Snuff Usage**

Less than 1 percent of BC residents have used pinch or snuff within the past 30 days.
## 2.6. Sample Demographics

### Education Breakdown

<table>
<thead>
<tr>
<th>Base: All respondents</th>
<th>Total (n=2,900)</th>
<th>Vancouver Coastal (n=400)</th>
<th>Fraser (n=700)</th>
<th>Interior (n=700)</th>
<th>Vancouver Island (n=700)</th>
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</tr>
</thead>
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<tr>
<td></td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
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<td>0</td>
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<td>Completed elementary</td>
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<td>1</td>
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<td>11</td>
<td>12</td>
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<td>7</td>
<td>8</td>
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<td>8</td>
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<td>3</td>
<td>2</td>
<td>5</td>
<td>3</td>
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<tr>
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<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
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</table>

### Income Breakdown

<table>
<thead>
<tr>
<th>Base: All respondents</th>
<th>Total (n=2,900)</th>
<th>Vancouver Coastal (n=400)</th>
<th>Fraser (n=700)</th>
<th>Interior (n=700)</th>
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</thead>
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<td></td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Less than $15,000</td>
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<td>6</td>
<td>7</td>
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<td>$15,000 to $29,000</td>
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<td>12</td>
<td>8</td>
<td>13</td>
<td>16</td>
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<td>$45,000 to $59,000</td>
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<td>$60,000 to $79,000</td>
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<td>$80,000 to $99,000</td>
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<td>9</td>
<td>10</td>
</tr>
<tr>
<td>$100,000 to $119,000</td>
<td>5</td>
<td>4</td>
<td>7</td>
<td>3</td>
<td>4</td>
<td>7</td>
</tr>
<tr>
<td>$120,000 or more</td>
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<td>13</td>
<td>10</td>
<td>5</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>Don't know/Not stated</td>
<td>16</td>
<td>17</td>
<td>17</td>
<td>16</td>
<td>16</td>
<td>10</td>
</tr>
</tbody>
</table>
3.0 APPENDIX – QUESTIONNAIRE

Smoking Prevalence in BC
Final Questionnaire – April 1, 2003
60-4036-01

Sampling Regions and Quotas
400 interviews per region (80 15-19 years, 80 20-24 years, 240 25+ years)
• Interior (+300 oversample)
• Fraser (+300 oversample)
• Vancouver Coastal
• Vancouver Island (+300 oversample)
• Northern

Introduction
Hello, my name is __________ and I’m calling from Ipsos-Reid, a national public opinion research company. Today we’re conducting a very brief survey with British Columbians on behalf of the provincial Ministry of Health Planning. The survey is about attitudes and behaviours related to smoking and will take about 4 minutes to complete. We are interested in a wide representation of viewpoints and would like to speak with people who smoke as well as those who do not. Let me assure you that your individual responses will be kept completely confidential and your name and phone number will not be attached to any responses.

I’d like to speak to the person in your household who is 15 years of age or older and who had their birthday last. Is that you?

SCHEDULE CALLBACK TIME IF NOT AVAILABLE.
RE-INTRODUCE AS NECESSARY

Screening Information
B. First, in what year were you born?

RECORD YEAR

[IF DK/REFUSED, CONTINUE – IF 1988, SKIP TO SCREENER “Cx” – IF 1987, SKIP TO SCREENER “Cb” - ELSE SKIP TO SCREENER “D”]

C. Into which of the following categories does your age fall? (READ LIST)

15 to 19 years old
20 to 24 years old
25 to 34 years old
35 to 54 years old
55 years or older

[IF 15 TO 19, CONTINUE – IF DK/REF, TERMINATE – ELSE SKIP TO SCREENER “D”]
Cb. Are you under 16 years of age?

Yes
No

[IF YES, CONTINUE – ELSE SKIP TO SCREENER “D”]

Cx. In order to participate in this survey we require parental permission. Can I please speak to your mother, father or legal guardian?

[ONCE PARENT ON THE PHONE]

Hello, my name is __________ and I'm calling from Ipsos-Reid, a national public opinion research company. Today we’re conducting a very brief survey with British Columbians on behalf of the provincial Ministry of Health Planning. The survey is about attitudes and behaviours related to smoking and will take about 4 minutes to complete. We are interested in a wide representation of viewpoints and would like to speak with people who smoke as well as those who do not. Let me assure you that individual responses will be kept completely confidential and names and phone numbers will not be attached to any responses. In order for your child to participate in this survey, we require parental permission. Will you give your permission for your child to participate in this survey?

Yes
No

[IF YES CONTINUE, ELSE TERMINATE]

D. Before we start, could you please tell me if you or anyone in your household works for any of the following types of companies? (READ LIST)

An advertising agency
A marketing research firm
A tobacco company
DO NOT READ – No/None

[IF YES TO ANY, THANK & TERMINATE]

E. RECORD GENDER (DO NOT ASK)

Male
Female

Warm Up Questions
1. Does anyone in your household smoke cigarettes, cigars or pipes?

Yes
No
2. Including both family members and regular visitors, how many people smoke INSIDE your home every day or almost every day? [PROBE: Please include cigarette, cigar, and pipe smoking.]

RECORD NUMBER – RANGE 0 TO 10

[IF NONE/DK/REFUSED, SKIP TO Q4]

3. On a typical day, how many cigarettes are smoked INSIDE your home? (DO NOT READ LIST)

None
1 to 10 cigarettes
11 to 20 cigarettes
21 to 30 cigarettes
31 to 40 cigarettes
41 or more cigarettes

[IF NONE CONTINUE, ALL OTHERS SKIP TO Q5]

**Smoking in the Home**

4. Is smoking cigarettes allowed inside your home?

Yes
No

[IF NO/DK/REFUSED, SKIP TO Q7]

5. Is smoking cigarettes restricted in any way inside your home?

Yes
No

[IF NO/DK/REFUSED, SKIP TO Q7]

6. How is smoking cigarettes restricted inside your home? (DO NOT READ LIST – ACCEPT ALL THAT APPLY)

Smokers are asked to abstain from smoking in the house
Smoking is allowed in certain rooms only
Smoking is restricted in the presence of young children
No ashtrays
Other (specify)
**Cigarette Smoking Classification**

7. I am going to start with some questions about cigarette smoking. For the purpose of this survey, the term "cigarette" refers to both cigarettes that are bought ready-made as well as cigarettes that you roll yourself. Please do not include cigars, cigarillos or pipes when you think about your answers. At the present time, do you smoke cigarettes every day, occasionally, or not at all?

   Every day
   Occasionally
   Not at all

[IF EVERY DAY, SKIP TO Q9]

8. In the past THIRTY DAYS, did you smoke any cigarettes?

   Yes
   No

[IF NO/DK/REFUSED, SKIP TO Q10]

9. During the past THIRTY DAYS, did you smoke EVERY day?

   Yes
   No

10. Have you smoked at least 100 cigarettes in your life? [PROBE: 100 CIGARETTES IS 4-5 PACKS]

   Yes
   No

**Final Smoking Classifications [PLACE IN FIRST QUALIFIED CATEGORY]**

Daily Smoker [Q7=EVERY DAY OR Q9=YES]
Occasional Smoker [Q7=OCASIONALLY OR Q8=YES]
Former Smoker [Q8=NO AND Q10=YES]
Never Smoker [Q8=NO AND Q10=NO]
Not Determined [EVERYONE ELSE]

**Quitting/Reducing Cigarette Smoking**

[FORMER SMOKERS CONTINUE, ALL OTHERS SKIP TO AFTER Q14]

11. When did you stop smoking? Was it less than one year ago, 1 to 2 years ago, 3 to 5 years ago, or more than 5 years ago?

   Less than one year ago
   1 to 2 years ago
   3 to 5 years ago
   More than 5 years ago
12. What prompted you to quit smoking? (PROBE IF NECESSARY: What happened in your life to make you quit smoking?) [DO NOT READ LIST. MARK ALL THAT APPLY.]

- Have current health problems
- Smoking-related illness or death of a friend or relative
- Pregnancy/had a baby
- Advice from doctor or other health professional
- Concern about own future health
- Concern about health of family members
- Pressure to quit from family or friends
- Increased cost or difficulty affording cigarettes
- More restrictions on where smoking is allowed
- Change of lifestyle (different job, less stress, increased physical activity)
- Other (specify)

13. How many attempts to quit did you make, approximately, before you quit smoking for good?

RECORD NUMBER – RANGE 0 TO 100

14. What methods have you ever used to try to quit smoking? (PROBE: Whether successful or not.) Any other methods? [DO NOT READ - SELECT ALL THAT APPLY - MAX 5]

- Cold turkey/no formal assistance
- Self-help program (video, cassette, book)
- Nicotine patch
- Addiction counselling
- Physician counselling
- Switching to Light/Mild cigarettes
- Quit smoking contest (Quit and Win)
- Reduce daily consumption gradually/cut back
- Group stop-smoking program
- Nicotine chewing gum (such as Nicorette)
- Acupuncture/hypnosis
- Zyban
- Quit phone line
- Internet
- Other (Specify)

[DAILY SMOKERS AND OCCASIONAL SMOKERS CONTINUE, ALL OTHERS SKIP TO Q20]

15. In the past three months, have you reduced the number of cigarettes that you smoke in a typical day or week?

- Yes
- No

[IF YES CONTINUE, ELSE SKIP TO Q17]
16. What are the main reasons you are smoking less? Any other reasons? [DO NOT READ
LIST. SELECT UP TO THREE RESPONSES]

Concern about own future health
Advice from doctor or other health professional
Affecting present health
Pregnancy
Pressure from family or friends
Increased cost or difficulty affording cigarettes
More restrictions on where smoking is allowed
Trying to quit
Concern about health of children and family members
Other (specify)

17. Are you seriously considering quitting within the next 6 months?

Yes
No

[IF NO/DK/REFUSED, SKIP TO Q19]

18. Are you seriously considering quitting within the next 30 days?

Yes
No

19. What would it take for you to quit smoking? (PROBE IF NECESSARY: What, if anything,
would have to happen in your life to make you quit smoking?) [DO NOT READ LIST.
SELECT ALL THAT APPLY.]

Nothing could make me quit / own death
Get smoking-related illness / get fatal disease
Smoking-related illness / death of family member/ friend
Pressure to quit from family / friends
Better support and help from family / friends
Effective/affordable stop-smoking program /cigarette substitute
Increased cost / difficulty affording cigarettes
More restrictions on where allowed to smoke
Change of lifestyle (different job, less stress)
Get pregnant / planning to have children
More willpower
Other (specify)

Other Tobacco
20. In the past 30 days, did you smoke any cigars, including cigarillos?

Yes
No
21. In the past 30 days, did you use any chewing tobacco?

Yes
No
Refused
Don’t know

22. In the past 30 days, did you use any pinch or snuff?

Yes
No

Demographics
Finally, before I let you go, I just need to ask you a few questions for our statistical calculations.

23. What is the highest grade or level of education you have ever attained or completed? (DO NOT READ LIST, PROMPT AS NECESSARY)

No schooling
Some elementary
Completed elementary (Grade 6)
Some secondary
Completed secondary (Grade 12 or 13)
Some community college, technical college, CEGEP or nurse’s training
Completed community college, technical college, CEGEP or nurse’s training
Some university or teacher’s college
Completed university or teacher’s college
Other education or training

24. What is your best estimate of your total household income for the last 12 months before taxes and deductions? Please include income from all household members and from all sources. Please stop me when I reach your category. Was it (READ LIST)?

Less than $15 thousand
$15 to $29 thousand
$30 to $44 thousand
$45 to $59 thousand
$60 to $79 thousand
$80 to $99 thousand
$100 to $119 thousand
$120 thousand or more