

TABLE OF CONTENTS

1. INTRODUCTION.....	A-1
1.1 Background	A-1
1.2 Purpose and Objectives	A-3
1.3 Methodology.....	A-4
1.4 Macro Regions.....	A-5
1.5 Principal Variables	A-6
2. PROVINCIAL FINDINGS.....	B-1
2.1 Introduction.....	B-1
2.2 Cigarette Smoking Status of BC Residents	B-1
2.3 The Social Demographics of Cigarette Smoking.....	B-4
2.4 Frequency of Cigarette Smoking among Current Users.....	B-12
2.4.1 Days Smoked in the Past Month	B-12
2.4.2 Cigarettes per Day by Daily Smokers.....	B-14
2.4.3 Cigarettes per Day by Non-Daily Smokers.....	B-17
2.5 Age of Initiation for Cigarette Smoking.....	B-20
2.5.1 Cigarette Smoking.....	B-21
2.6 Exposure to Environmental Tobacco Smoke (ETS) among Non-Smokers.....	B-23
2.6.1 Irritation from Exposure to ETS.....	B-23
2.6.2 Overall Exposure to ETS	B-29
2.6.3 Exposure to ETS at Home.....	B-30
2.6.4 Exposure to ETS at Work or School.....	B-40
2.6.5 Exposure to ETS in Other Indoor Settings	B-47
3. ADVANCED QUESTIONNAIRE RESULTS.....	C-1
3.1 Introduction.....	C-1
3.2 Reasons for Using, Quitting & Never Using Tobacco	C-2
3.2.1 Reasons for Smoking or Using Tobacco	C-2
3.2.2 Quitting Behaviour and Motivations.....	C-4
3.2.3 Reasons for Never Starting to Smoke or Use Tobacco.....	C-8
3.3 Attitudes Towards Tobacco & Tobacco Control.....	C-11
3.3.1 Tobacco Hazard Related Attitudes.....	C-11
3.3.2 Smoke Avoidance Attitudes.....	C-14
3.3.3 Tobacco Control Attitudes.....	C-15
3.3.4 Corporate Distrust	C-17
3.3.5 Views on Smoking Policy	C-19
3.4 Segmentation Analysis Results.....	C-22
3.4.1 Introduction to Segmentation Analysis.....	C-22
3.4.2 Segmentation Approaches to Tobacco Issues and Underlying Attitudes and Values	C-22
3.4.3 Overview of Smoking Related Population Segments	C-24
3.4.4 Demographic and Psychographic Segment Differentiation	C-26
3.4.5 Segment Smoking Attitudes	C-32
3.4.6 Segment Behaviour and Views on Smoking Policy	C-34
3.4.7 Segment Share of Smokers.....	C-36
3.5 Summary & Policy Implications.....	C-38

4. ALTERNATE FORMS OF TOBACCO	D-1
4.1 Introduction.....	D-1
4.2 Alternate Tobacco Use Status	D-2
4.2.1 Smokeless Tobacco Use Status	D-2
4.2.2 Cigar/Cigarillo Smoking Status	D-4
4.2.3 Pipe Smoking Status.....	D-6
4.2.4 Cigar, Pipe and Cigarette Smoking Status of Smokeless Tobacco Users	D-7
4.2.5 Overall Tobacco Use Status	D-10
4.2.6 Current Use of All Forms of Tobacco.....	D-11
4.3 The Social Demographics of Alternate Tobacco Use.....	D-14
4.3.1 Gender and Age	D-14
4.3.2 Birthplace and Marital Status	D-15
4.3.3 Income Adequacy and Education.....	D-16
4.3.4 Ethnicity and Labour Force Status	D-18
4.3.5 Summary.....	D-20
4.4 Age of Initiation of Alternate Tobacco Use.....	D-21
4.4.1 Smokeless Tobacco Use	D-21
4.4.2 Cigar Smoking	D-23
4.4.3 Pipe Smoking	D-25
4.5 Smokeless Tobacco Users and Environmental Tobacco Smoke Exposure	D-27
4.5.1 Irritation From Exposure to ETS.....	D-27
4.5.2 Overall Exposure to ETS	D-27
4.5.3 Frequency of ETS Exposure at Home.....	D-28
4.5.4 Frequency of ETS Exposure at Work or School	D-29
4.5.5 Frequency of ETS Exposure in Other Indoor Settings.....	D-30
4.6 Demographics of Survey Samples	D-33
5. BRITISH COLUMBIA ABORIGINAL POPULATION.....	E-1
5.1 Introduction.....	E-1
5.2 Tobacco Use Status of Aboriginal Population	E-1
5.2.1 Cigarette Smoking Status.....	E-2
5.2.2 Alternate Tobacco Use Status	E-3
5.2.3 Overall Tobacco Use Status	E-6
5.3 Social Demographics of Tobacco Use.....	E-8
5.3.1 Gender and Age	E-8
5.3.2 Birthplace and Marital Status	E-9
5.3.3 Income Adequacy and Education.....	E-10
5.3.4 Labour Force Status	E-11
5.4 Frequency of Cigarette Smoking among Current Smokers.....	E-13
5.4.1 Days Smoked in Past Month.....	E-13
5.4.2 Cigarettes per Day by Daily Smokers.....	E-15
5.4.3 Cigarettes per Day by Non-Daily Smokers.....	E-17
5.5 Age of Initiation for Tobacco Use.....	E-19
5.5.1 Age of Initiation for Cigarette Smoking.....	E-19
5.5.2 Age of Initiation for Cigars, Pipes & Smokeless Tobacco.....	E-20

5.6 Exposure to Environmental Tobacco Smoke (ETS) among Non-Smokers.....	E-23
5.6.1 Irritation From Exposure to ETS.....	E-23
5.6.2 Overall Exposure to ETS.....	E-24
5.6.3 Exposure to ETS at Home.....	E-25
5.6.4 Exposure to ETS at Work or School.....	E-32
5.6.5 Exposure to ETS in Other Indoor Settings.....	E-33
5.7 Demographics of Survey Samples.....	E-36
6. BRITISH COLUMBIA SOUTH ASIAN POPULATION.....	F-1
6.1 Introduction.....	F-1
6.2 Tobacco Use Status of South Asian Population.....	F-1
6.2.1 Cigarette Smoking Status.....	F-2
6.2.2 Alternate Tobacco Use Status.....	F-3
6.2.3 Overall Tobacco Use Status.....	F-6
6.3 Social Demographics of Tobacco Use.....	F-8
6.3.1 Gender and Age.....	F-8
6.3.2 Birthplace and Marital Status.....	F-9
6.3.3 Income Adequacy and Education.....	F-10
6.3.4 Labour Force Status.....	F-11
6.4 Frequency of Cigarette Smoking among Current Users.....	F-13
6.4.1 Days Smoked in Past Month.....	F-13
6.4.2 Cigarettes per Day by Daily Smokers.....	F-14
6.4.3 Cigarettes per Day by Non-Daily Smokers.....	F-14
6.5 Age of Initiation for Tobacco Use.....	F-15
6.5.1 Age of Initiation for Cigarette Smoking.....	F-15
6.5.2 Age of Initiation for Cigars, Pipes & Smokeless Tobacco.....	F-16
6.6 Exposure to Environmental Tobacco Smoke (ETS) among Non-Smokers.....	F-17
6.6.1 Irritation From Exposure to ETS.....	F-17
6.6.2 Overall Exposure to ETS.....	F-17
6.6.3 Exposure to ETS at Home.....	F-18
6.6.4 Exposure to ETS at Work or School.....	F-20
6.6.5 Exposure to ETS in Other Indoor Settings.....	F-21
6.7 Demographics of Survey Samples.....	F-24
7. BRITISH COLUMBIA SOUTH EAST ASIAN POPULATION.....	G-1
7.1 Introduction.....	G-1
7.2 Tobacco Use Status of South East Asian Population.....	G-2
7.2.1 Cigarette Smoking Status.....	G-2
7.2.2 Alternate Tobacco Use Status.....	G-4
7.2.3 Overall Tobacco Use Status.....	G-7
7.3 Social Demographics of Tobacco Use.....	G-9
7.3.1 Gender and Age.....	G-9
7.3.2 Birthplace and Marital Status.....	G-10
7.3.3 Income Adequacy and Education.....	G-11
7.3.4 Labour Force Status.....	G-12
7.4 Frequency of Cigarette Smoking among Current Users.....	G-13
7.4.1 Days Smoked in Past Month.....	G-14
7.4.2 Cigarettes per Day by Daily Smokers.....	G-14
7.4.3 Cigarettes per Day by Non-Daily Smokers.....	G-15

7.5 Age of Initiation for Tobacco Use.....	G-16
7.5.1 Age of Initiation for Cigarette Smoking.....	G-16
7.5.2 Age of Initiation for Cigars, Pipes & Smokeless Tobacco	G-17
7.6 Exposure to Environmental Tobacco Smoke (ETS) among Non-Smokers	G-19
7.6.1 Irritation From Exposure to ETS.....	G-19
7.6.2 Overall Exposure to ETS	G-19
7.6.3 Exposure to ETS at Home.....	G-20
7.6.4 Exposure to ETS at Work or School.....	G-25
7.6.5 Exposure to ETS in Other Indoor Settings	G-26
7.7 Demographics of Survey Samples	G-29
8. CAPITAL RHB REPORT.....	H-1
8.1 Introduction.....	H-1
8.2 Summary.....	H-3
8.3 Tobacco Use Status of Capital Residents	H-4
8.3.1 Cigarette Smoking Status.....	H-4
8.3.2 Alternate Tobacco Use Status	H-6
8.3.3 Overall Tobacco Use Status	H-9
8.4 Social Demographics of Tobacco Use.....	H-10
8.4.1 Gender and Age	H-10
8.4.2 Birthplace and Marital Status	H-12
8.4.3 Income Adequacy and Education.....	H-13
8.4.4 Ethnicity and Labour Force Status	H-14
8.5 Frequency of Cigarette Smoking among Current Users.....	H-16
8.5.1 Days Smoked in Past Month.....	H-16
8.5.2 Cigarettes per Day by Daily Smokers.....	H-18
8.5.3 Cigarettes per Day by Non-Daily Smokers.....	H-20
8.6 Age of Initiation for Tobacco Use.....	H-22
8.6.1 Age of Initiation for Cigarette Smoking.....	H-22
8.6.2 Age of Initiation for Cigars, Pipes & Smokeless Tobacco	H-24
8.7 Exposure to Environmental Tobacco Smoke (ETS) among Non-Smokers	H-26
8.7.1 Irritation From Exposure to ETS.....	H-26
8.7.2 Overall Exposure to ETS	H-27
8.7.3 Exposure to ETS at Home.....	H-28
8.7.4 Exposure to ETS at Work or School.....	H-35
8.7.5 Exposure to ETS in Other Indoor Settings	H-36
8.8 Demographics of Survey Samples	H-39

APPENDIX