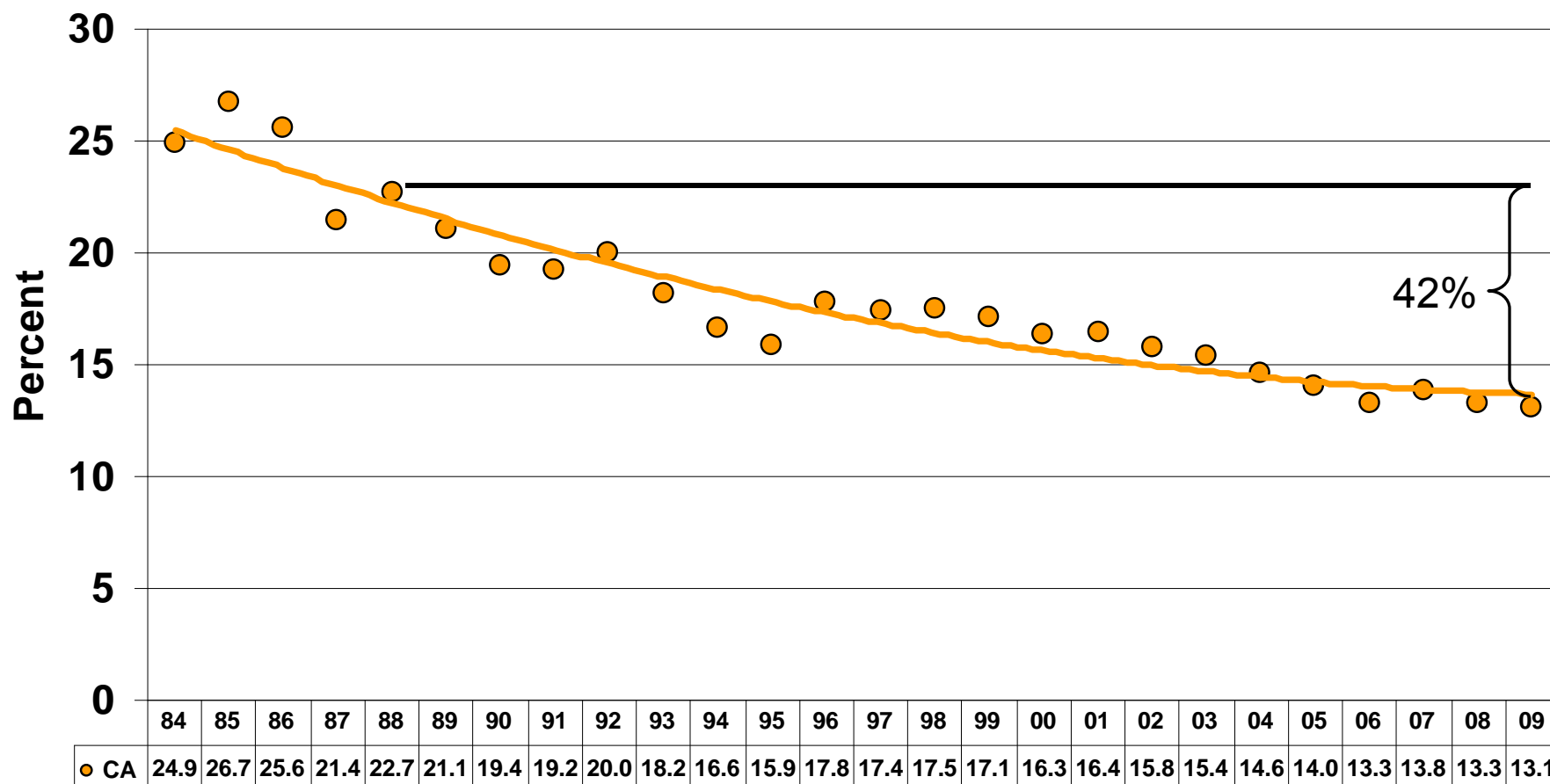




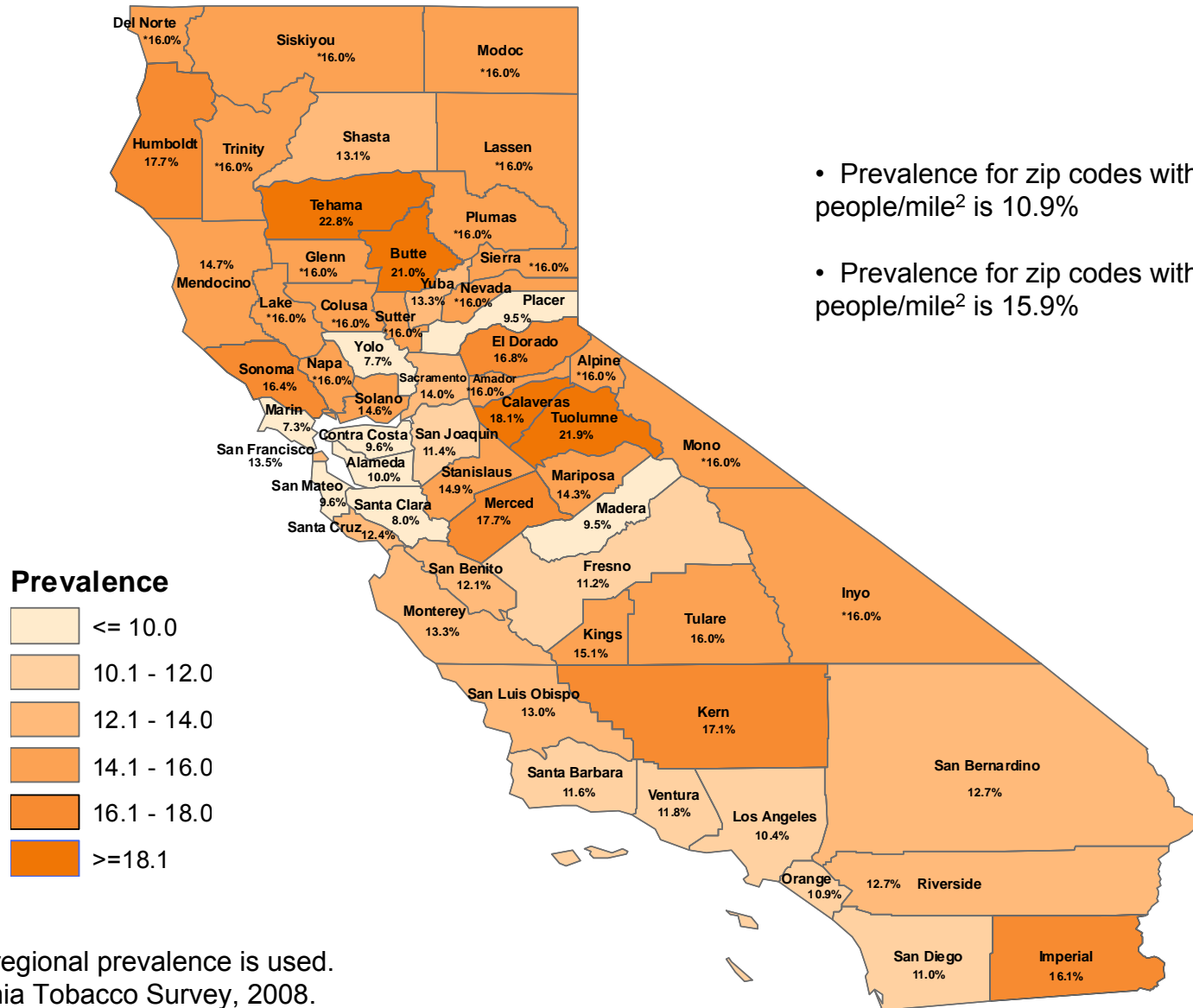
California Adult Smoking Prevalence, 1984-2009



Source: Behavioral Risk Factor Surveillance System (BRFSS) 1984-1992, BRFSS and California Adult Tobacco Survey data is combined for 1993-2009. The data is weighted to the 2000 California population. Note the definition of smoking changed in 1996 to include more occasional smokers.
 Prepared by: California Department of Public Health, California Tobacco Control Program, March 2010.



California Adult Smoking Prevalence, 2008



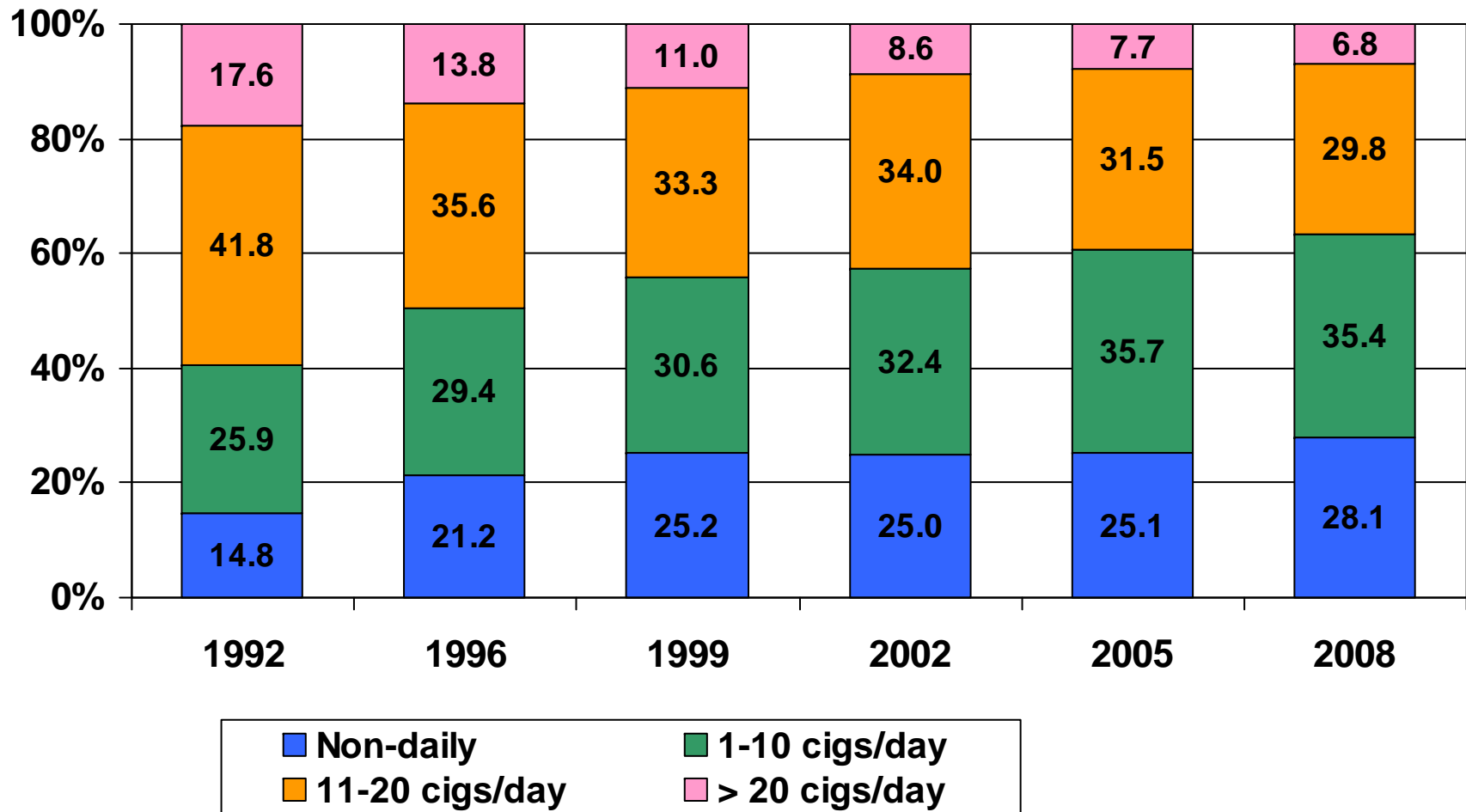
- Prevalence for zip codes with ≥ 2000 people/mile² is 10.9%

- Prevalence for zip codes with < 100 people/mile² is 15.9%

* Means that a regional prevalence is used.
Source: California Tobacco Survey, 2008.



Distribution of California Smokers, 1992-2008

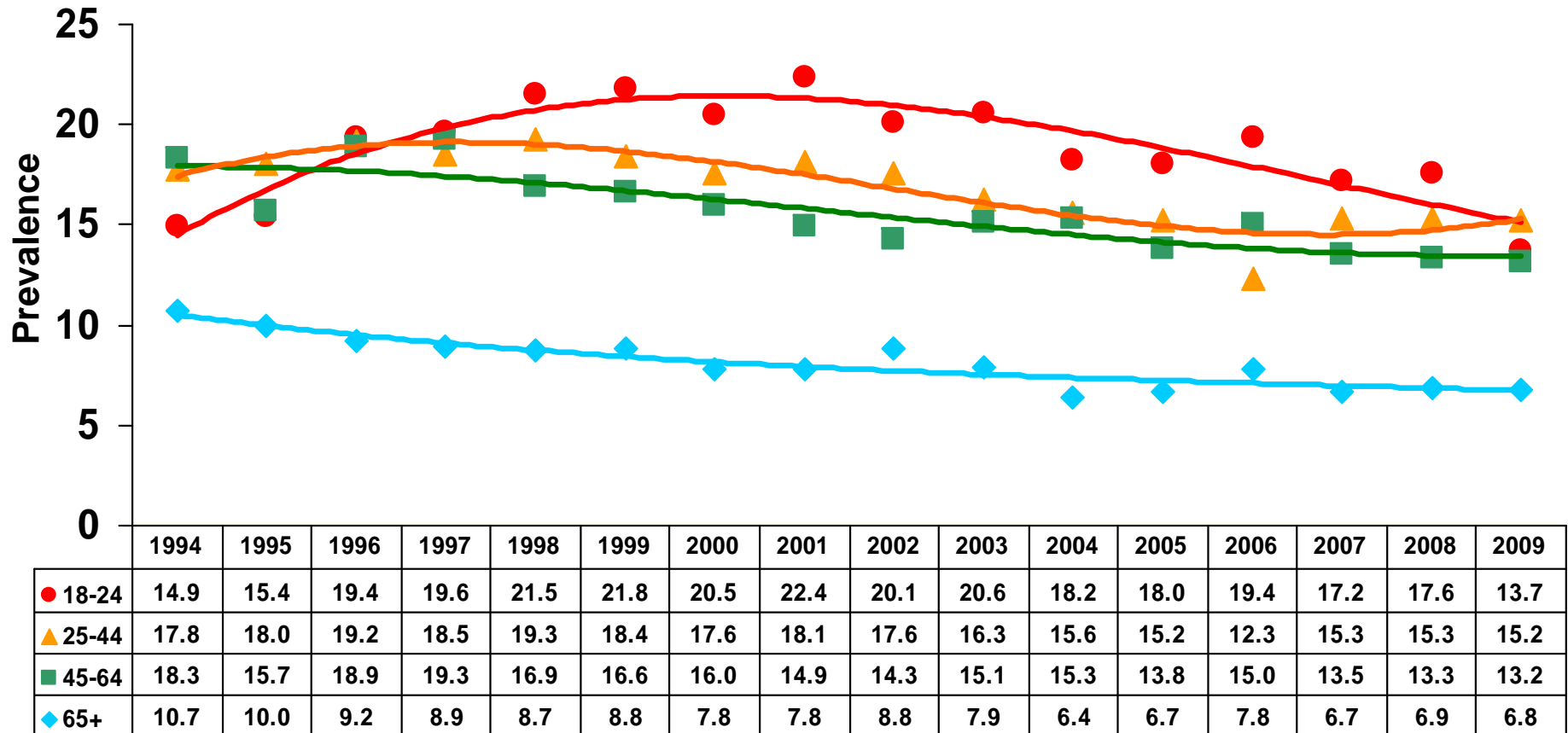


Source: California Tobacco Survey, 2008

Prepared by: California Department of Public Health, California Tobacco Control Program, November 2010.



Smoking Prevalence Among California Adults by Age Group, 1994-2009



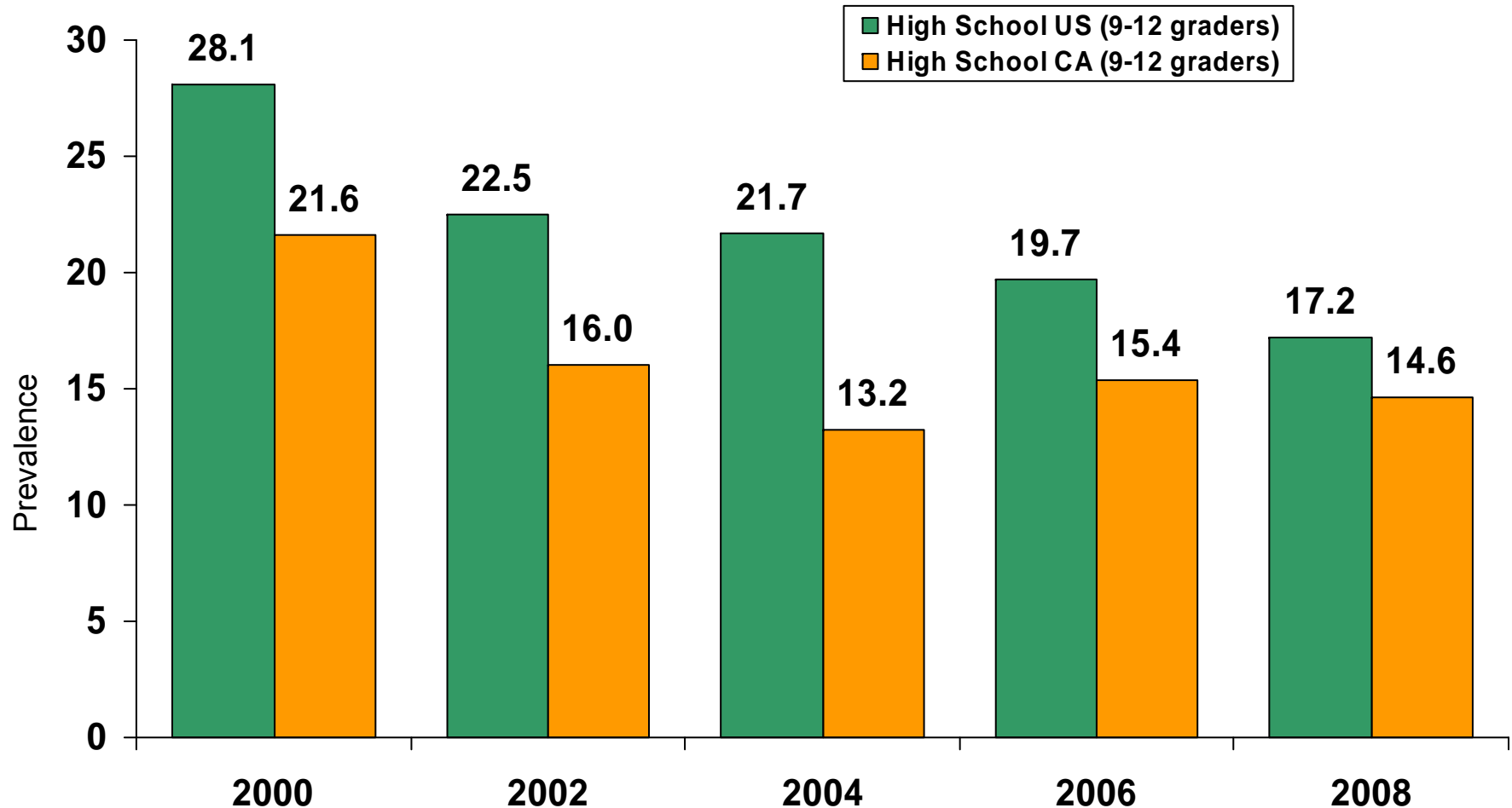
Source: Behavioral Risk Factor Surveillance System (BRFSS) 1984-1992, BRFSS and California Adult Tobacco Survey data is combined for 1993-2009. The data is weighted to the 2000 California population.

Note change of smoking definition in 1996 that included more occasional smokers.

Prepared by: California Department of Public Health, California Tobacco Control Program, March 2010.



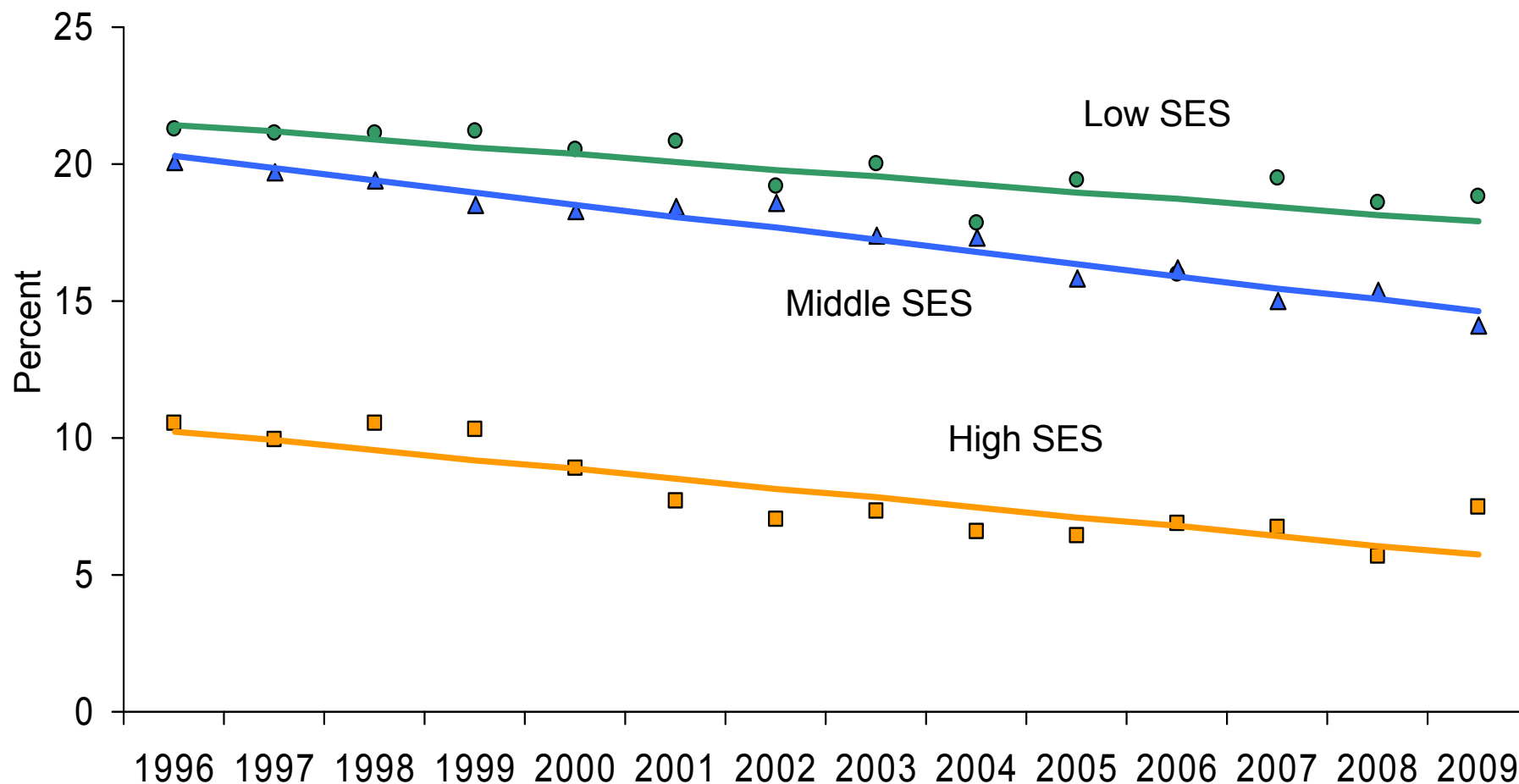
30-day Smoking Prevalence for California and U.S. High School (9th-12th grade) Students, 2000-2008



Source: The 2000, 2002, 2004 and 2006 data is from the California Student Tobacco Survey. The 2000 data collection used passive parental consent, 2002 and 2004 used active parental consent, and 2006 and 2008 data collection used a mixed parental consent procedure. The U.S. data is from the National Youth Tobacco Survey. Prepared by: California Department of Health Services, Tobacco Control Section, August 2010.



Smoking Prevalence Among California Adults by SES, 1996-2009



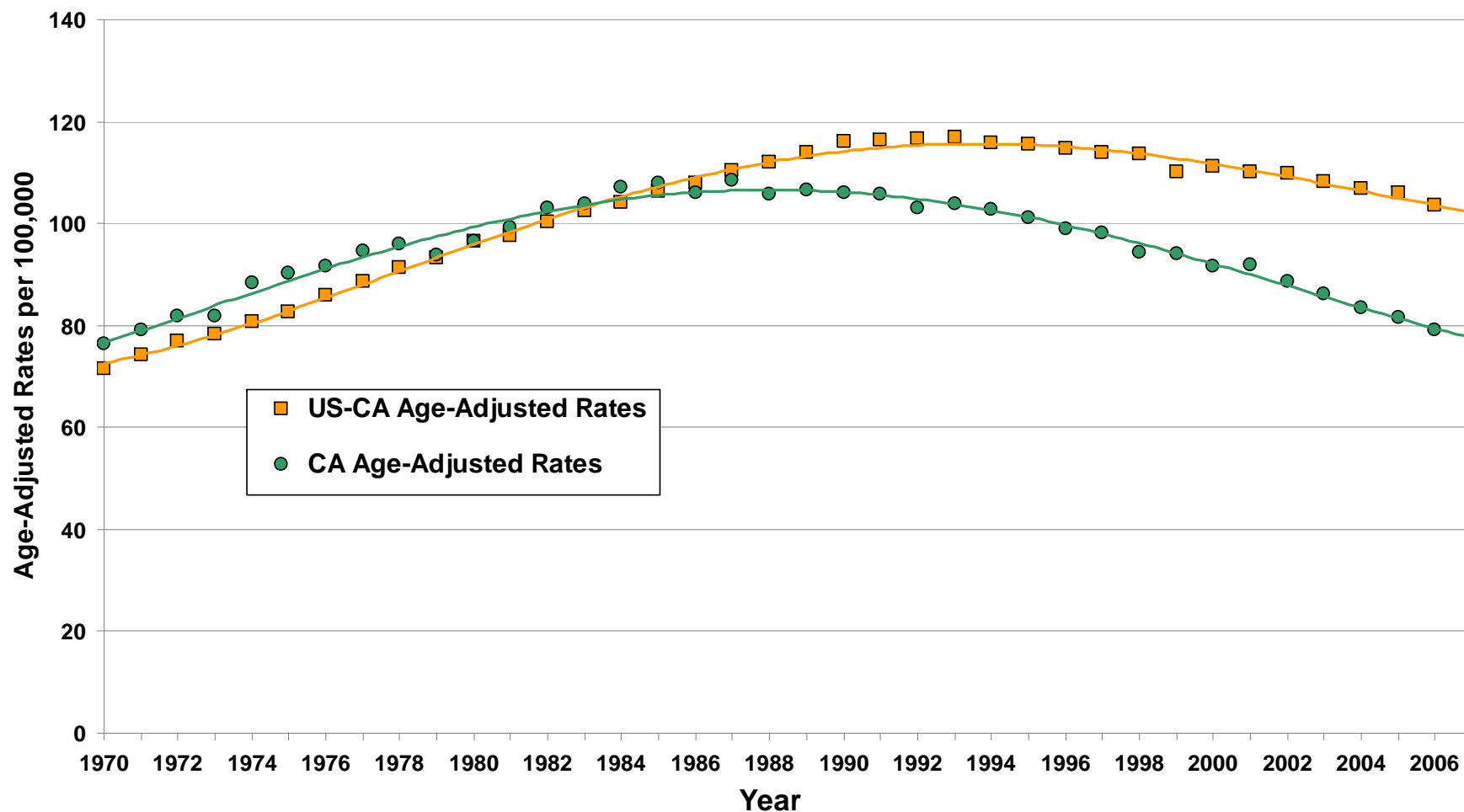
Source: Behavioral Risk Factor Surveillance System and California Adult Tobacco Survey data is combined for 1996-2009. The data is weighted to the 2000 California population.

Note change of smoking definition in 1996 that included more occasional smokers.

Prepared by: California Department of Public Health, California Tobacco Control Program, April 2010



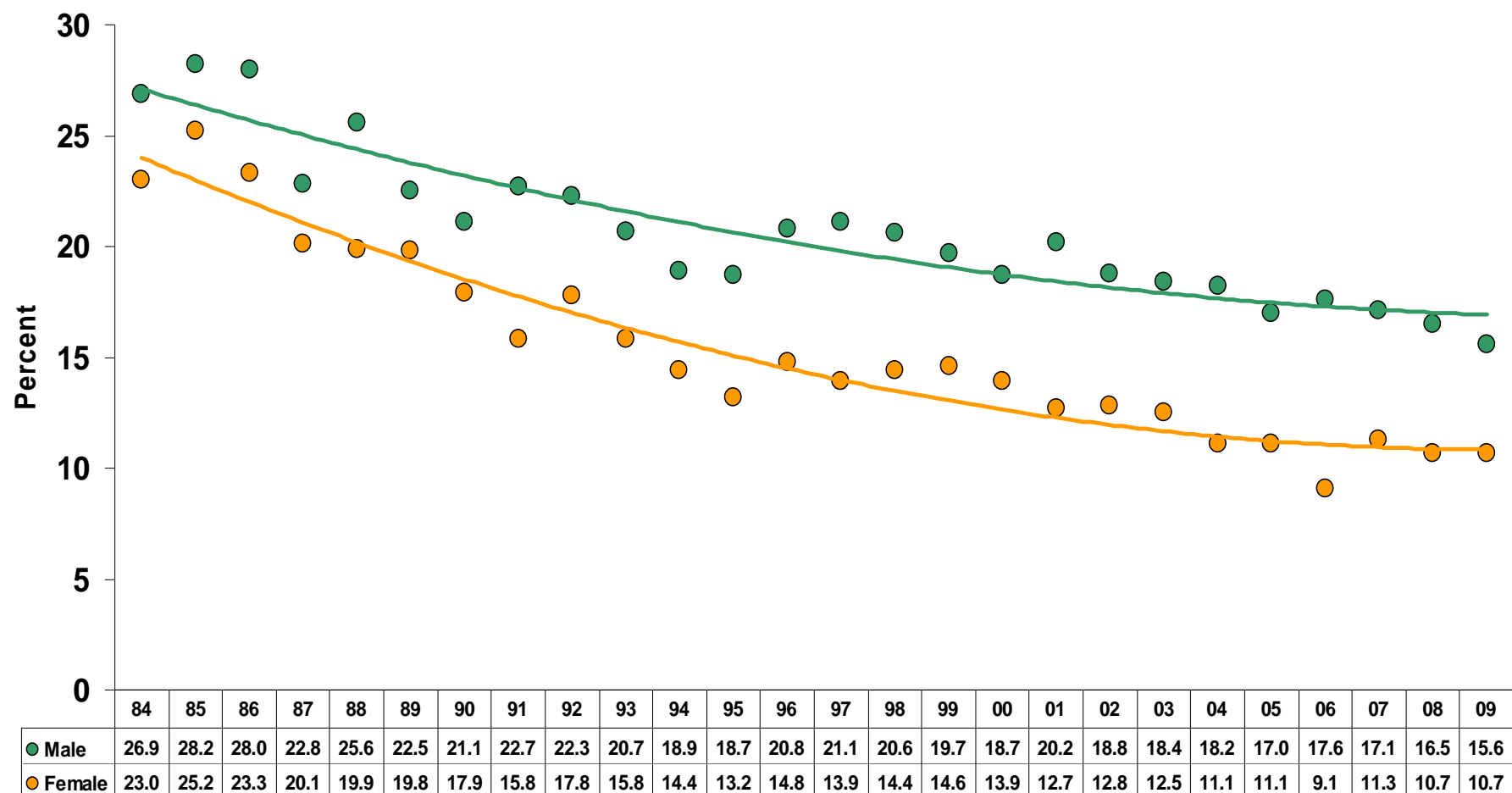
Lung and Bronchus Cancer Mortality Rates per 100,000 for California and the US Minus California, Age 35 Years and Older, 1970 to 2007



Rates are per 100,000 and age adjusted to the 2000 US std population (19 age groups-Census-P25-1130) standard.
Source: California Cancer Registry, California Department of Public Health.
Prepared by the Cancer Surveillance Section, California Cancer Registry.



Smoking Prevalence Among California Adults by Gender, 1984-2009



Source: Behavioral Risk Factor Surveillance System (BRFSS) 1984-1992, BRFSS and California Adult Tobacco Survey data is combined for 1993-2008. The data is weighted to the 2000 California population.

Note change of smoking definition in 1996 that included more occasional smokers.

Prepared by: California Department of Public Health, California Tobacco Control Program, March 2010.