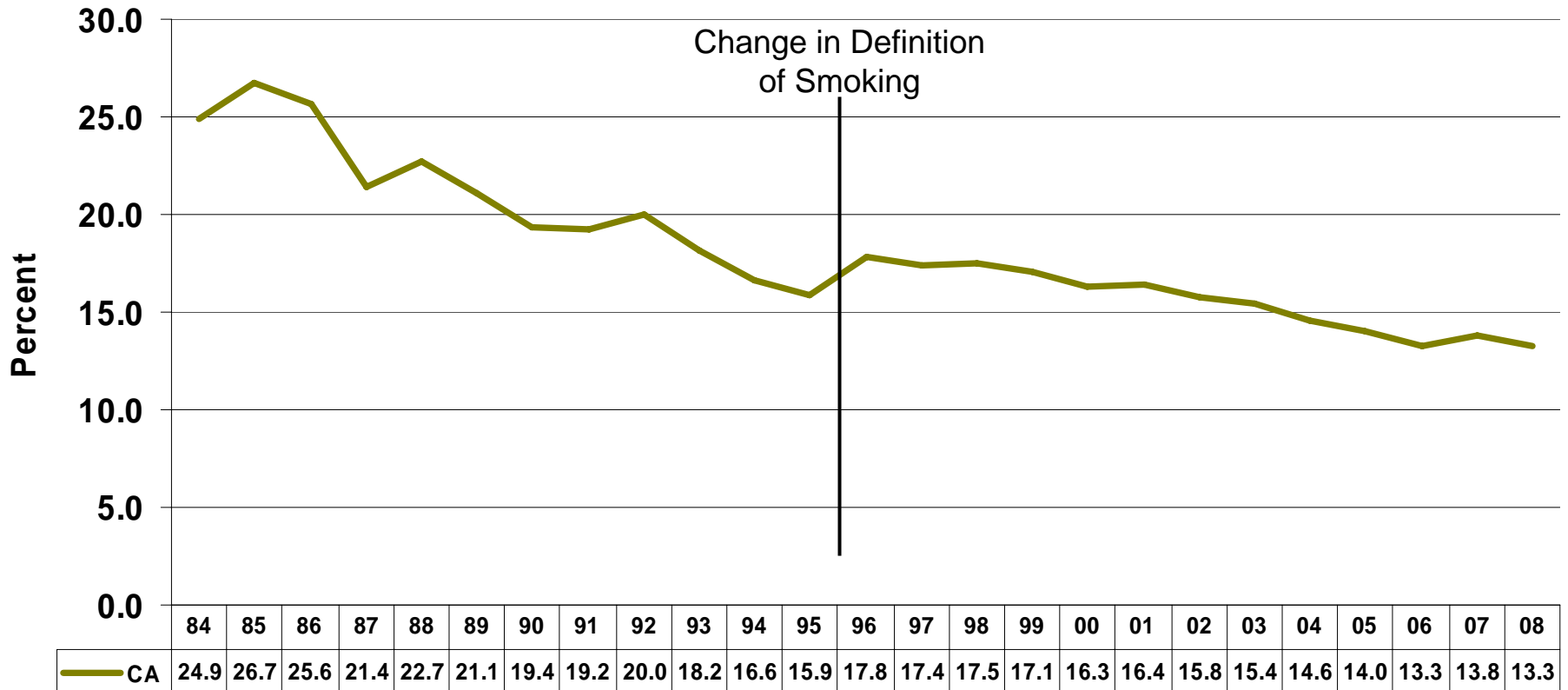




Smoking Prevalence Among California Adults, 1984-2008



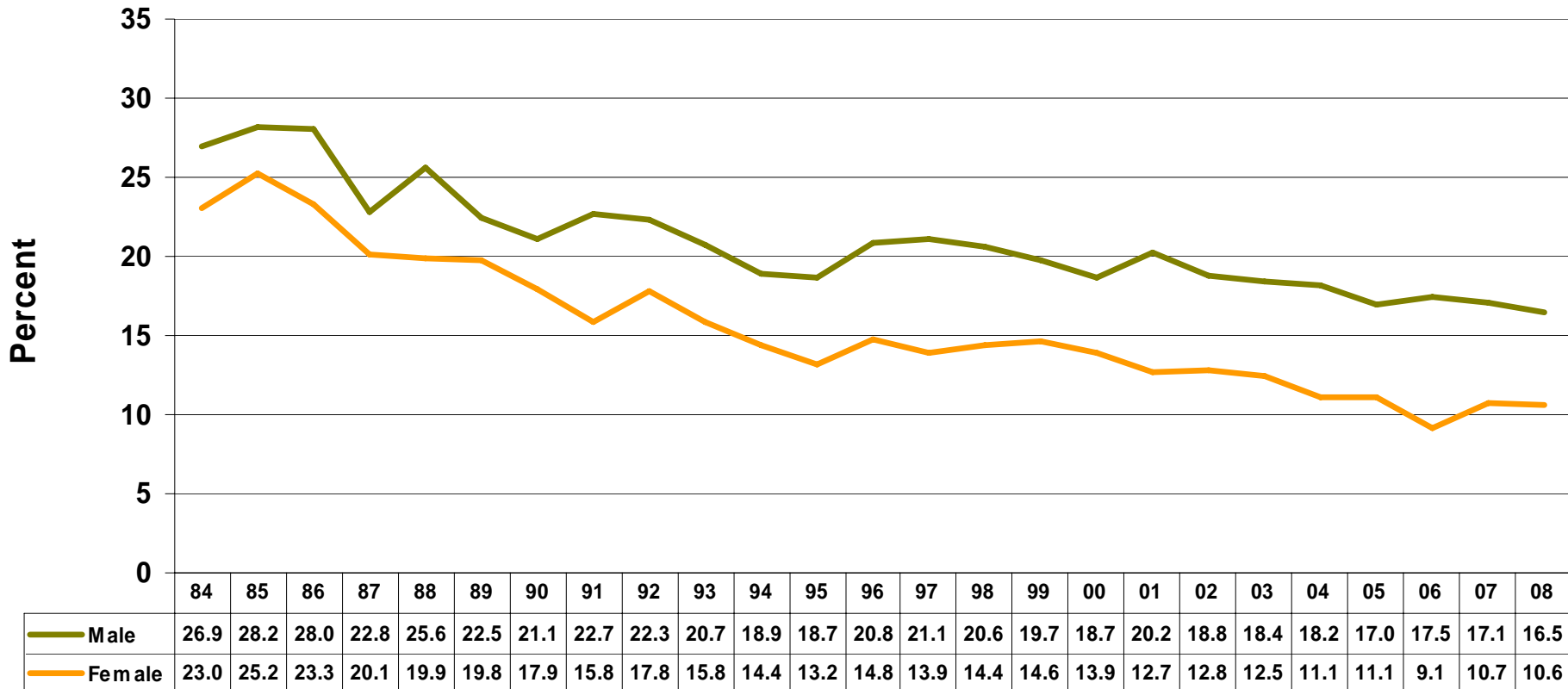
Source: Behavioral Risk Factor Surveillance System (BRFSS) 1984-1992, BRFSS and California Adult Tobacco Survey data is combined for 1993-2008. The data is weighted to the 2000 California population.

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

Prepared by: California Department of Public Health, California Tobacco Control Program, March 2009.



Smoking Prevalence Among California Adults by Gender, 1984-2008



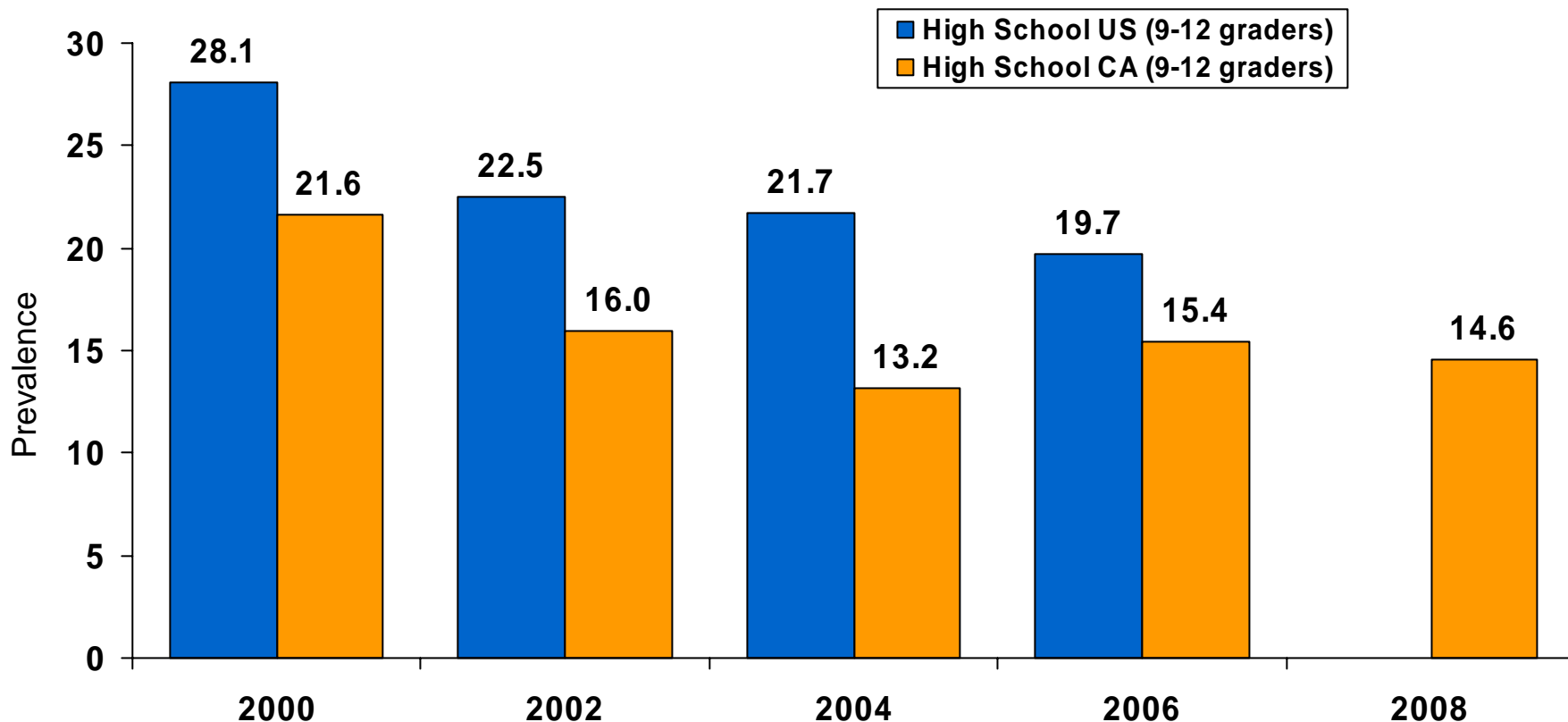
Source: Behavioral Risk Factor Surveillance System (BRFSS) 1984-1992, BRFSS and California Adult Tobacco Survey data is combined for 1993-2008. The data is weighted to the 2000 California population.

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

Prepared by: California Department of Public Health, California Tobacco Control Program, March 2009.



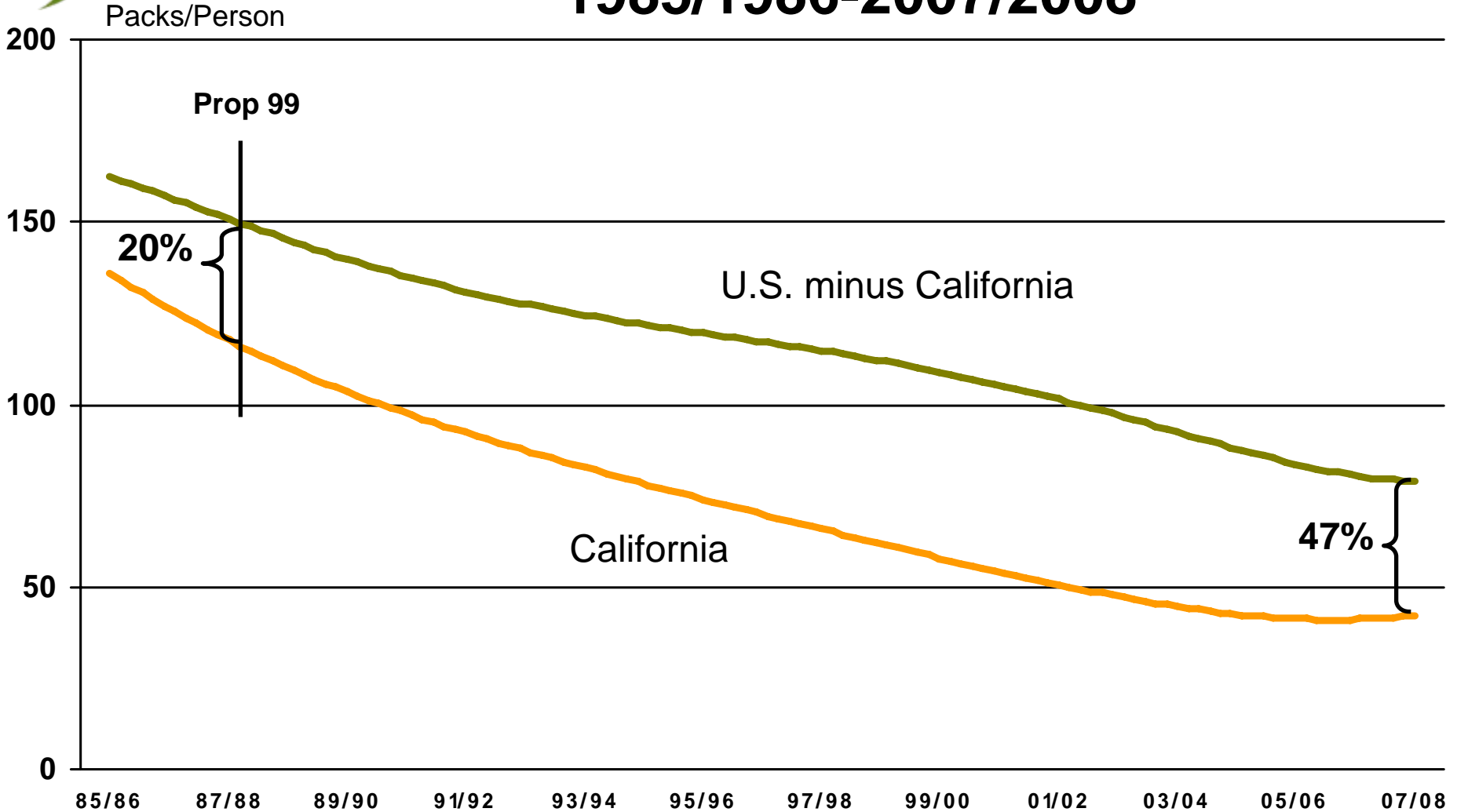
30-day Smoking Prevalence for California and U.S. High School (9th-12th Grade) Students, 2000-2008



Source: The 2000, 2002, 2004, 2006 and 2008 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 used a mixed parental consent procedure. The U.S. data is from the National Youth Tobacco Survey. Prepared by: California Department of Public Health, Tobacco Control Section, February 2009.



California and U.S. Adult Per Capita Cigarette Pack Consumption, 1985/1986-2007/2008



Source: California State Board of Equalization (packs sold) and California Department of Finance (population).
US Census and The Tax Burden on Tobacco, volume 43, 2008. Note that data is by fiscal year (July 1-June 30).
Prepared by: California Department of Public Health, California Tobacco Control Program, February 2009.