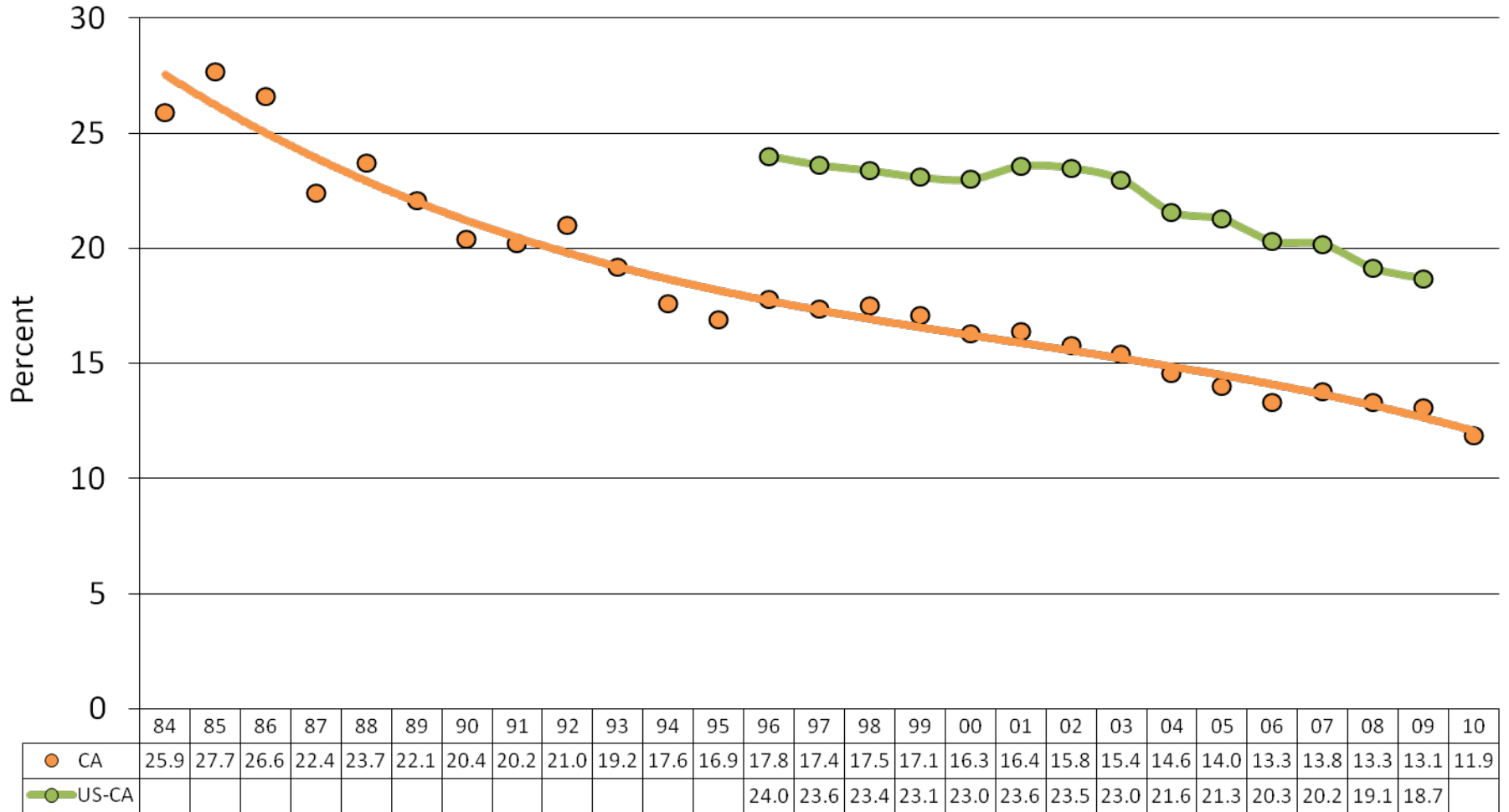




Smoking prevalence among California and U.S. minus California adults, 1984-2010



Source: Behavioral Risk Factor Surveillance System (BRFSS) 1984-2010.

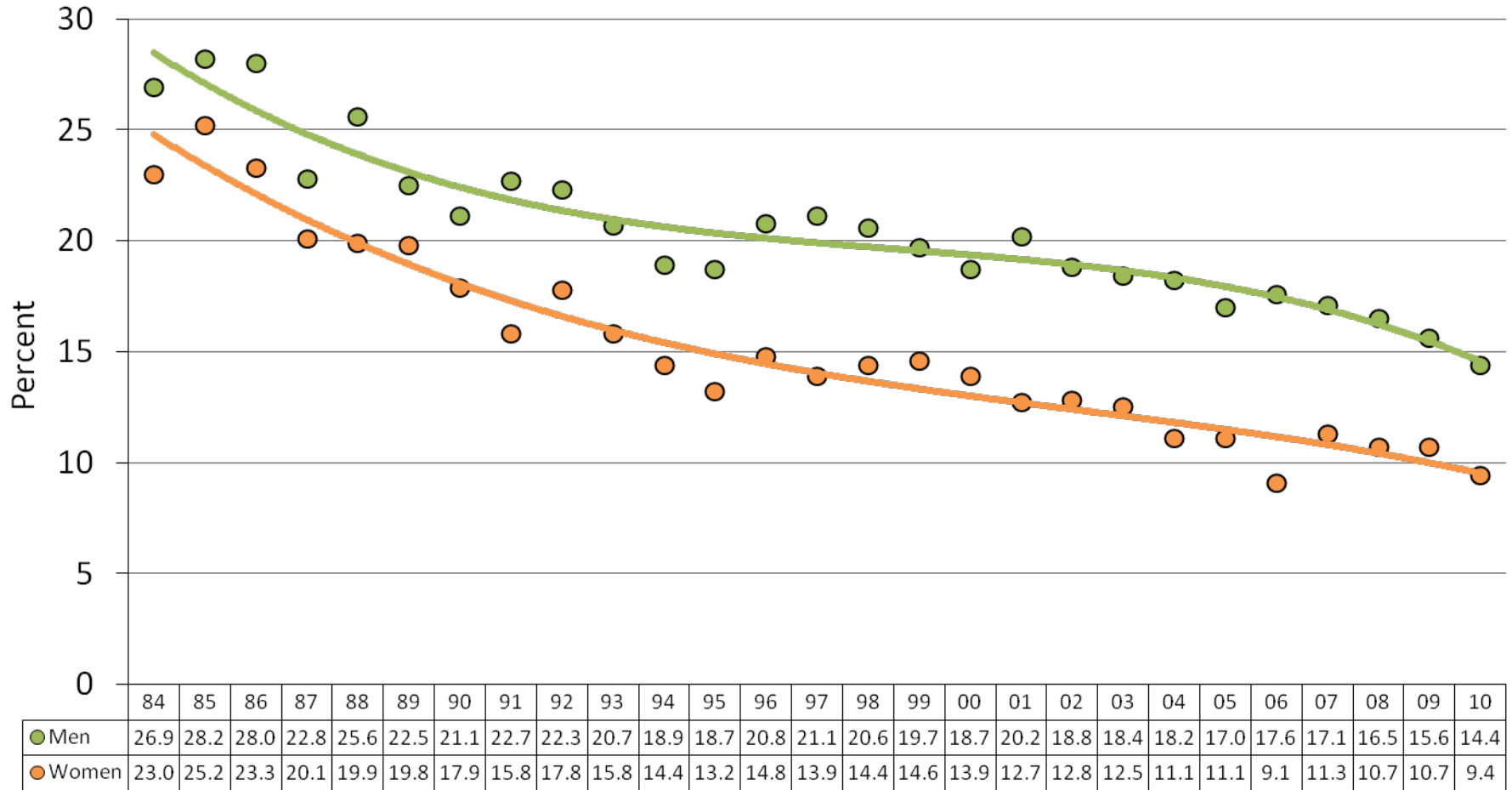
The data are weighted to the 2000 California population. State BRFSS data are weighted to 2000 national population based on each states population.

Note an adjustment was made to address the change of smoking definition in 1996 that included more occasional smokers.

Prepared by: California Department of Public Health, California Tobacco Control Program, April 2011.



Smoking prevalence among California adults by gender, 1984-2010



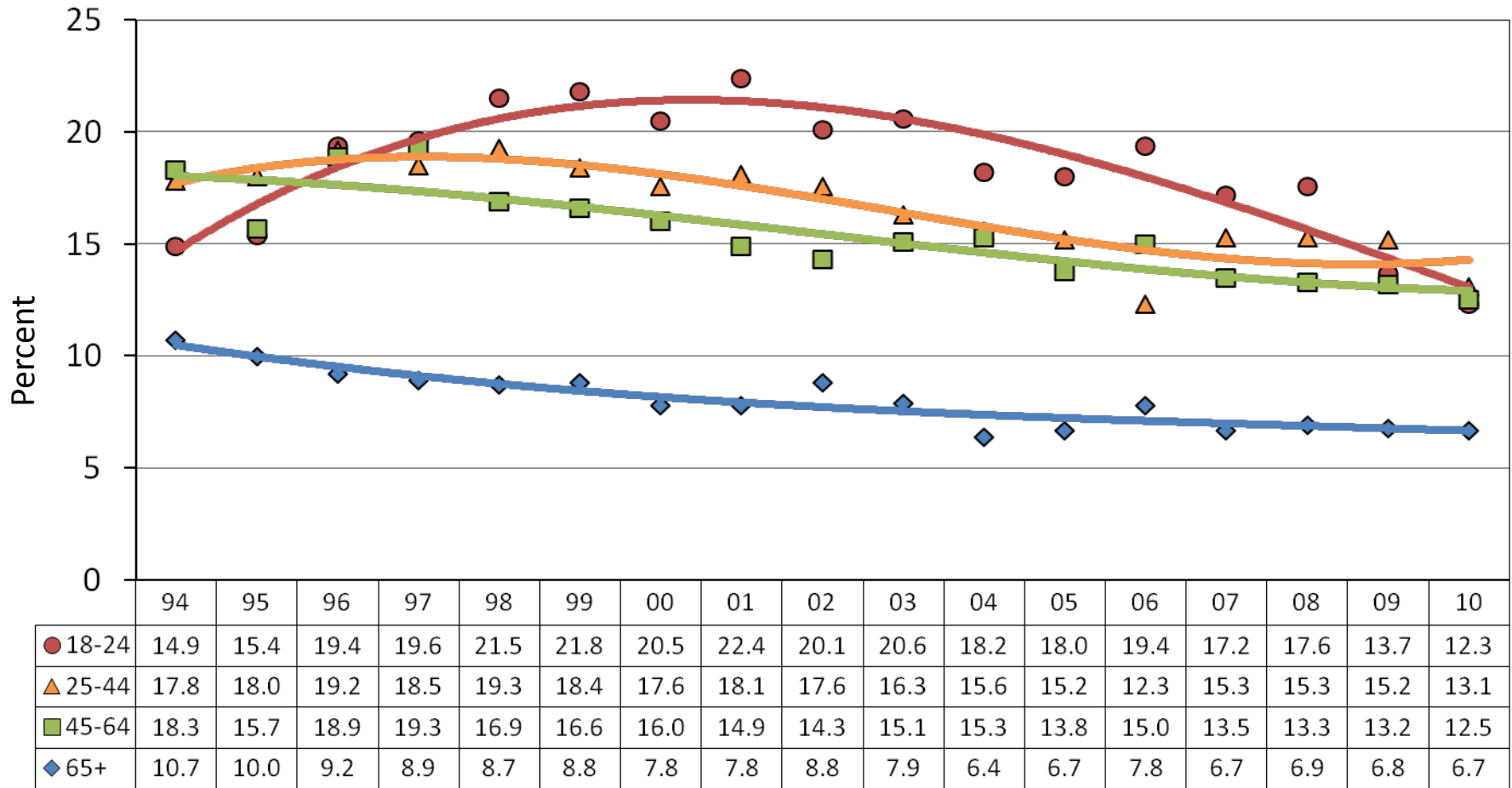
Source: Behavioral Risk Factor Surveillance System (BRFSS) 1984-2010.

The data are 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 2011.



Smoking prevalence among California adults by age group, 1994-2010



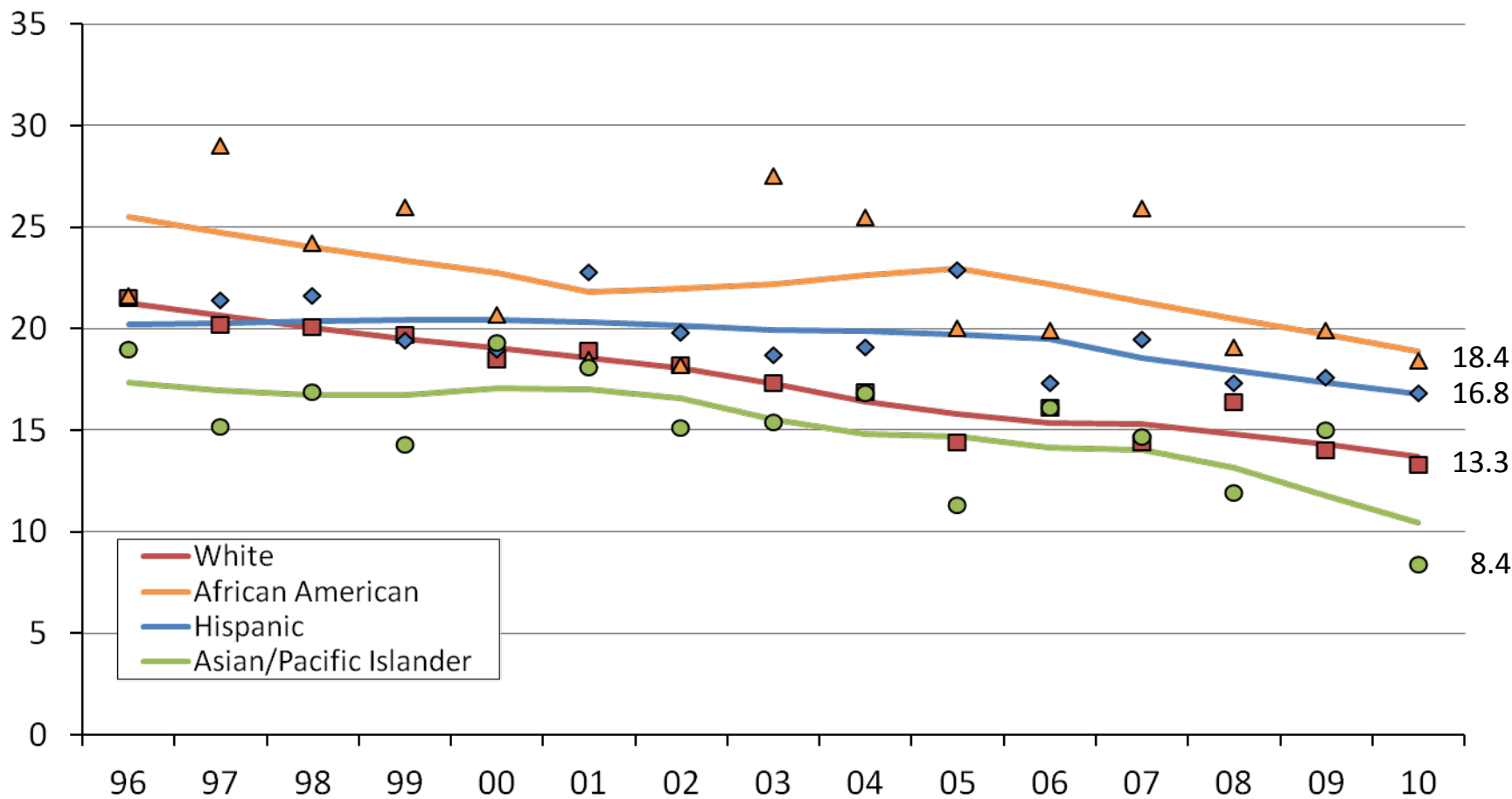
Source: Behavioral Risk Factor Surveillance System (BRFSS) 1994-2010.

The data are 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 2011.



Smoking prevalence among California men by race/ethnicity, 1994-2010



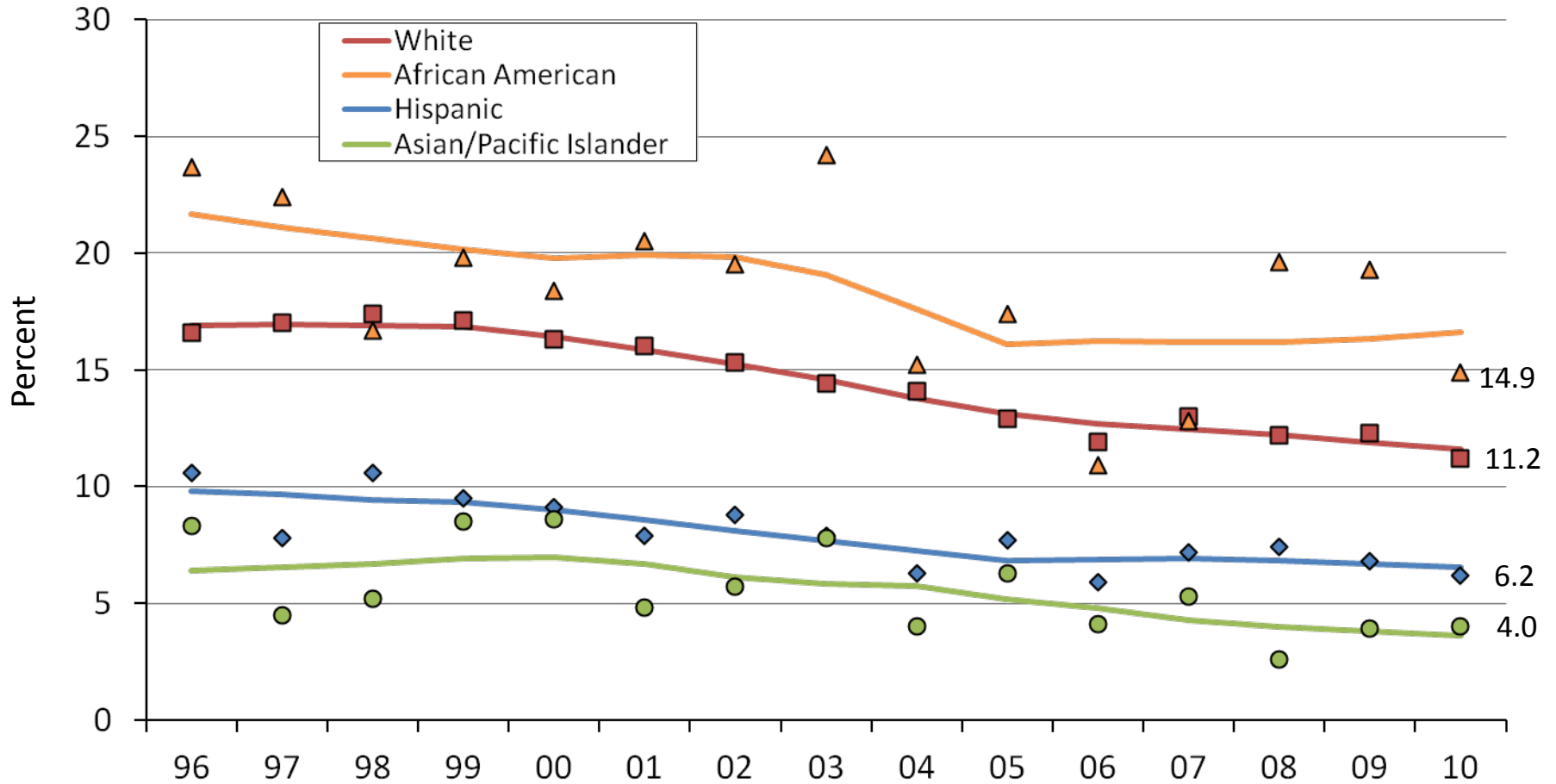
Source: Behavioral Risk Factor Surveillance System (BRFSS) 1984-1992, BRFSS and California Adult Tobacco Survey data are combined for 1993-2010. The data are weighted to the 2000 California population.

Note the smooth lines are based on a model to smooth out the data.

Prepared by: California Department of Public Health, California Tobacco Control Program, April 2011.



Smoking prevalence among California women by race/ethnicity, 1994-2010



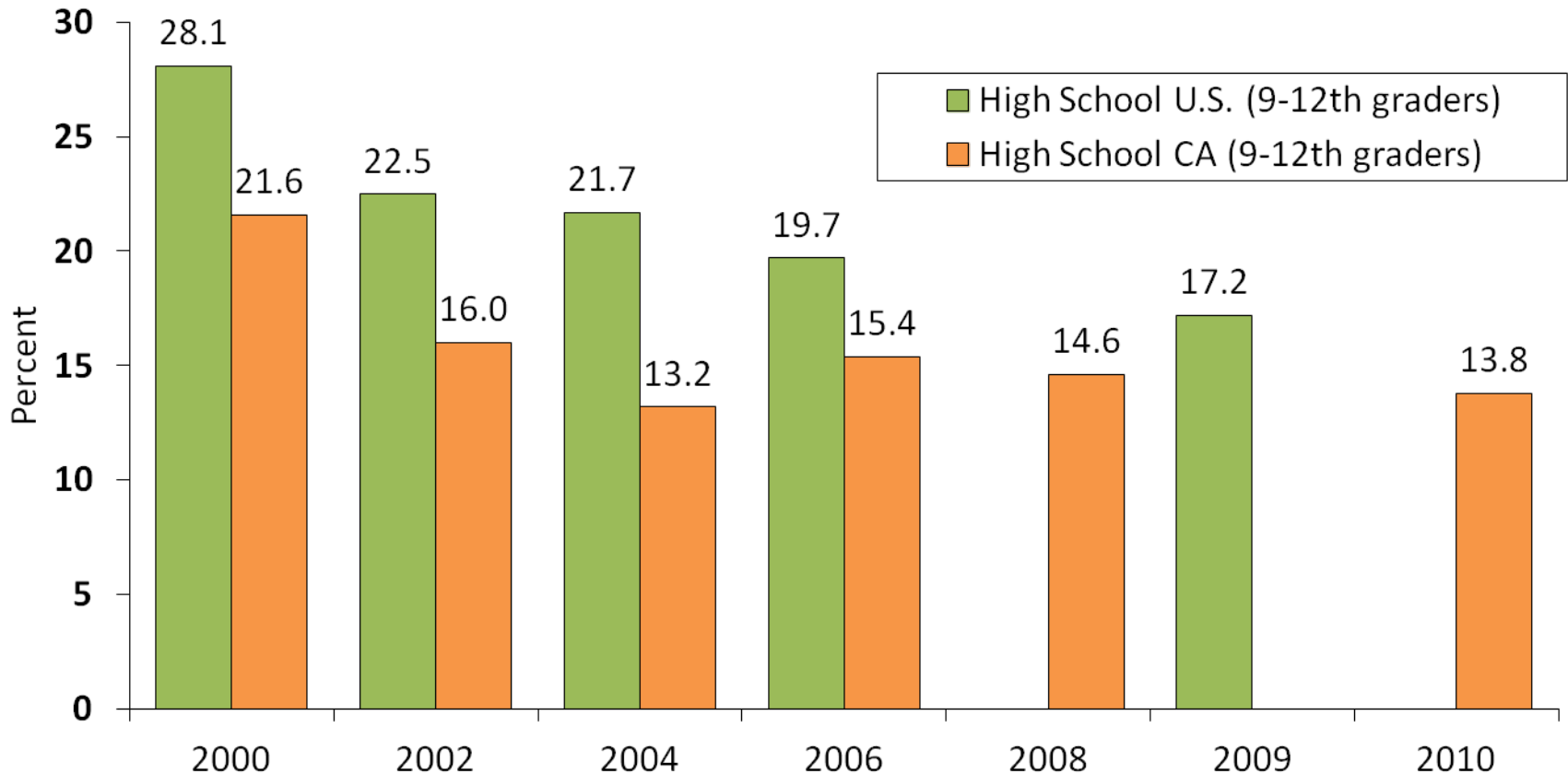
Source: Behavioral Risk Factor Surveillance System (BRFSS) 1984-1992, BRFSS and California Adult Tobacco Survey data are combined for 1993-2010. The data are weighted to the 2000 California population.

Note the smooth lines are based on a model to smooth out the data.

Prepared by: California Department of Public Health, California Tobacco Control Program, April 2011.



30-day smoking prevalence for California and United States high school (9th-12th grade) students, 2000-2010

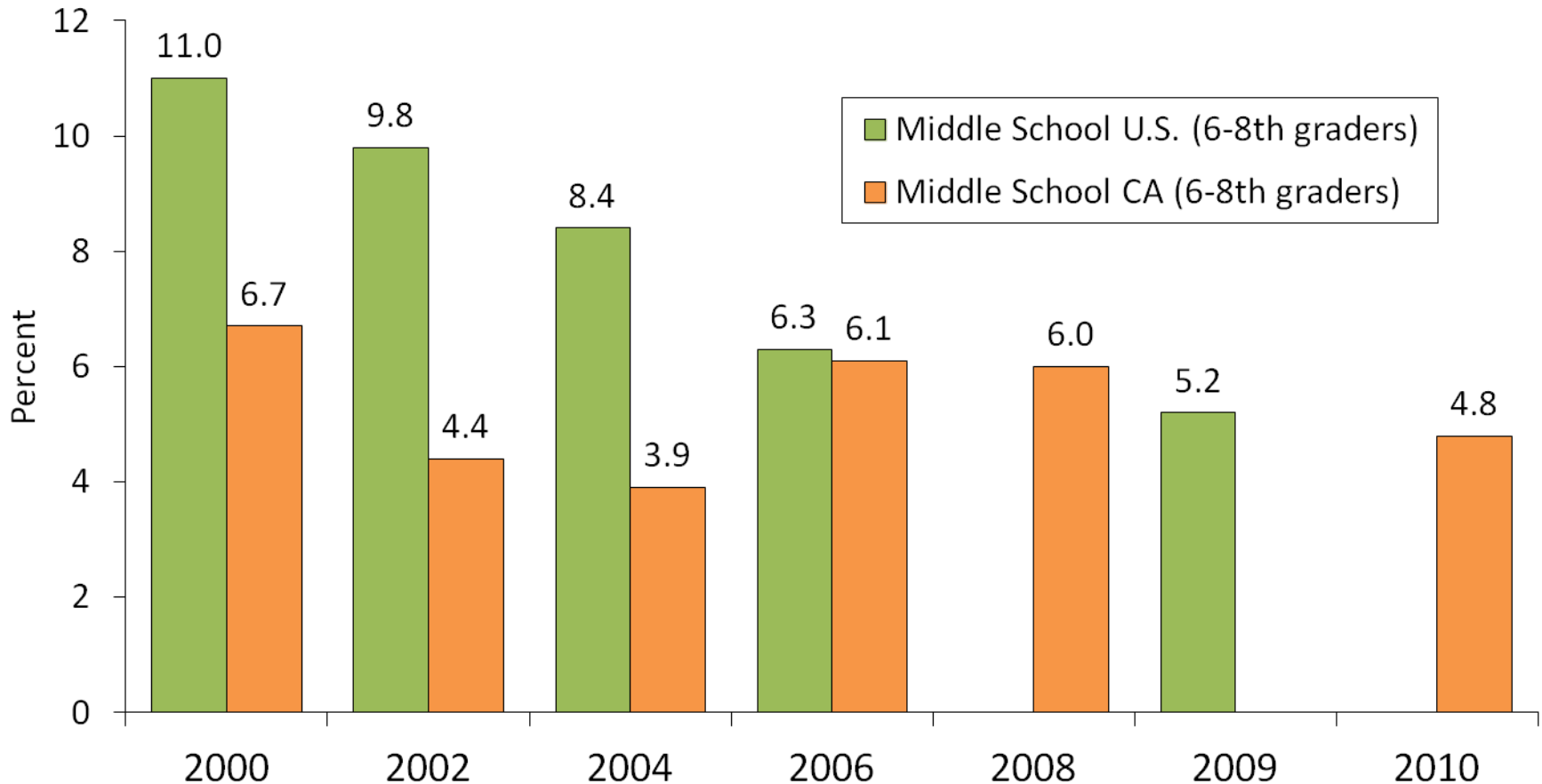


Source: The 2000 California data is from the National Youth Tobacco Survey (NYTS) collected by the American Legacy Foundation, which used passive parental consent. The 2002, 2004, 2006, 2008, and 2010 data are from the California Student Tobacco Survey. The 2002 and 2004 data collection used active parental consent while the 2006, 2008, and 2010 used a mixed parental consent procedure. The United States data are from the NYTS collected by the American Legacy Foundation and the Centers for Disease Control and Prevention. Note that the NYTS was conducted in 2009 thus 2008 and 2010 United States data are unavailable.

Prepared by: California Department of Public Health, California Tobacco Control Program, April 2011.



30-day smoking prevalence for California and United States middle school (6th-8th grade) students, 2000-2010

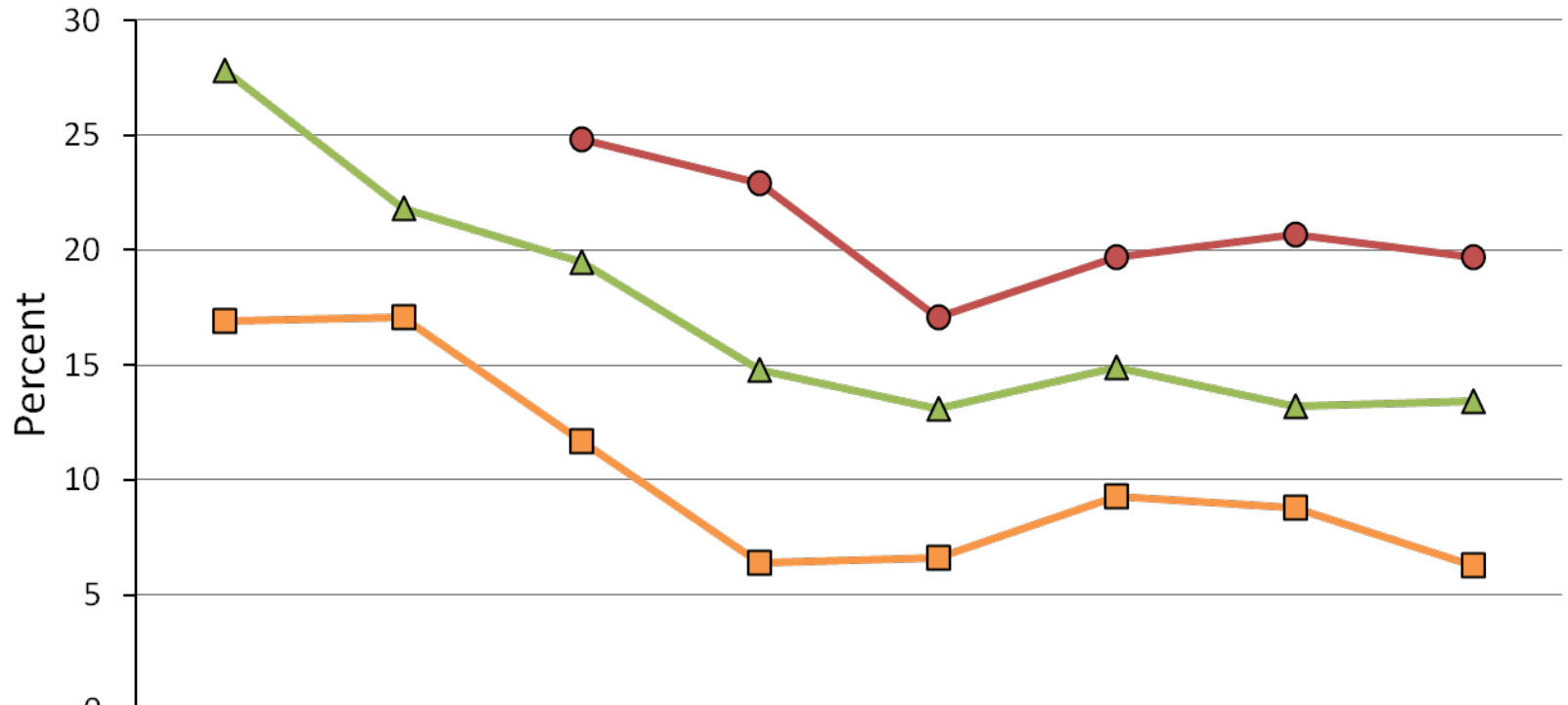


Source: The 2000 California data is from the National Youth Tobacco Survey (NYTS) collected by the American Legacy Foundation, which used passive parental consent. The 2002, 2004, 2006, 2008, and 2010 data are from the California Student Tobacco Survey. The 2002 and 2004 data collection used active parental consent while the 2006, 2008, and 2010 used a mixed parental consent procedure. The United States data are from the NYTS collected by the American Legacy Foundation and the Centers for Disease Control and Prevention. Note that the NYTS was conducted in 2009 thus 2008 and 2010 United States data are unavailable.

Prepared by: California Department of Public Health, California Tobacco Control Program, April 2011.



30-day smoking prevalence among 8th, 10th, and 12th graders in California, 1996-2010



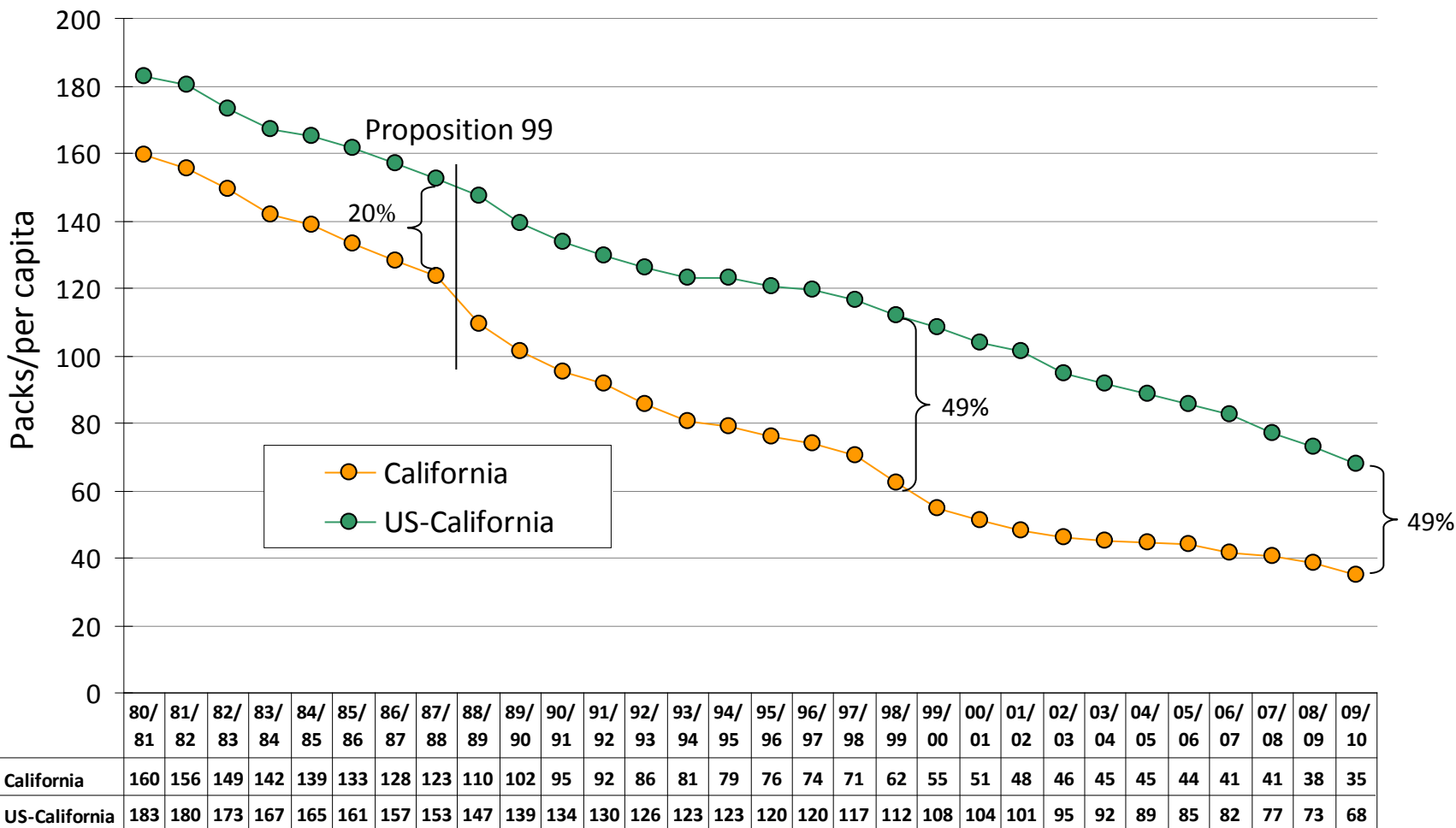
| | 1996 | 1998 | 2000 | 2002 | 2004 | 2006 | 2008 | 2010 |
|------------|------|------|------|------|------|------|------|------|
| 8th Grade | 16.9 | 17.1 | 11.7 | 6.4 | 6.6 | 9.3 | 8.8 | 6.3 |
| 10th Grade | 27.8 | 21.8 | 19.5 | 14.8 | 13.1 | 14.9 | 13.2 | 13.4 |
| 12th Grade | | | 24.8 | 22.9 | 17.1 | 19.7 | 20.7 | 19.7 |

Source: The 2000 California data are from the National Youth Tobacco Survey (NYTS) collected by the American Legacy Foundation, which used passive parental consent. The 2002, 2004, 2006, 2008, and 2010 data are from the California Student Tobacco Survey. The 2002 and 2004 data collection used active parental consent while the 2006, 2008, and 2010 used a mixed parental consent procedure.

Prepared by: California Department of Public Health, California Tobacco Control Program, April 2011.



California and US minus California adult per capita cigarette pack consumption, 1980 to 2010



Source: Tax Burden on Tobacco, 2010, California State Board of Equalization (packs sold), Department of Treasury for 2010 US and US Census (population).
 Prepared by: California Department of Public Health, California Tobacco Control Program, April 2011.