

**Tobacco Control Bottom Line PR campaign
May 2009**

Regional figures taken from LSE report: *An Economic Analysis of the Cost of Employee Smoking borne by Employers*

Employer Borne Costs by Region

Ranking	Region	Total cost to employers in region	Absences attributable to smoking	Smoking breaks at work
1	London	£326.7m	£174.6m	£152.1m
2	SE	£274.2m	£149.3m	£124.9m
3	NW	£225.5m	£122.8m	£102.7m
4	W Midlands	£173.3m	£94.2m	£79.1m
5	East	£166.4m	£91m	£75.4m
6	SW	£161.4m	£90m	£71.5m
7	Yorkshire	£106.1m	£87.5m	£72.6m
8	E Midlands	£121.6m	£66.3m	£55.3m
9	NE	£70.3m	£38.3m	£31.9m