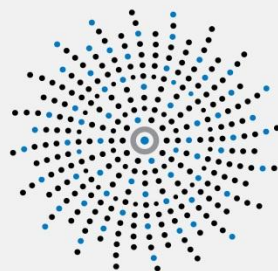




# Tobacco Use in Canada: Patterns and Trends 2011 Edition



**PROPEL**  
CENTRE FOR  
POPULATION  
HEALTH IMPACT

University of Waterloo | Waterloo, Ontario

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## **Tobacco Use in Canada: Patterns and Trends 2011 Edition**

This report was prepared by Jessica Reid, MSc, and David Hammond, PhD, for the Propel Centre for Population Health Impact at the University of Waterloo. Data analysis was completed by Robin Burkhalter, MMath, under the supervision of Rashid Ahmed, MSc, using datasets made available by Statistics Canada and Health Canada.

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Propel is a partnership between the Canadian Cancer Society and the University of Waterloo.



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As we launch the second edition of the Tobacco Patterns and Trends report, we hope that it will be useful to researchers, policy-makers, advocates, media and concerned citizens. We were pleased with the response to the last report. We hope the new edition will spur and help steer effective action in dealing with tobacco as an immense health and societal problem.



We need to persist in vigorously dealing with tobacco. Tobacco use continues to undermine the health of the Canadian population. Nearly five million Canadians currently smoke, and up to half of them will become ill or die from continued tobacco use<sup>i</sup>. Tobacco is a leading preventable cause of death in Canada, responsible for over 37,000 deaths annually<sup>ii</sup> and about one-third of cancers<sup>iii</sup>. The economic impact of tobacco use in Canada is also significant, with an estimated social cost of \$17 billion per year<sup>iv</sup>. The most recent estimates indicate that tobacco-related illness costs Canadians \$4.4 billion in direct health care costs, and is responsible for 2.2 million acute care hospital days<sup>iv</sup>.

We want to thank the Canadian Cancer Society for the support required to produce this report. Their persistent and outstanding leadership in cancer prevention and tobacco control is having a profound effect on improving the health of Canadians.

Readers who find this report relevant are encouraged to also refer to Canadian Cancer Statistics which is produced annually by the Canadian Cancer Society in partnership with the Public Health Agency of Canada and Statistics Canada; and the Ontario Tobacco Research Unit's Tobacco Informatics Monitoring System.

I am grateful to Jessica Reid, David Hammond, and their team for once again producing a report that can help guide and support research and advocacy.

A handwritten signature in black ink that reads "Roy Cameron". The signature is written in a cursive, flowing style.

Roy Cameron

Professor, Department of Health Studies & Gerontology, University of Waterloo  
and  
Executive Director, Propel Centre for Population Health Impact

This report uses data from national surveys conducted by Health Canada and Statistics Canada to summarize the main patterns and trends in tobacco use in Canada, primarily between 1999 and 2009, with a focus on the current year. Highlights of the report are presented below.

## Section I: Tobacco Use Among Canadian Adults (15+), 2009

### **Smoking Prevalence**

- 17.5% of Canadians (approximately 4.8 million) were current smokers.
- The majority of smokers reported smoking daily (13.6% daily/4.0% non-daily prevalence).
- The decline in smoking prevalence observed over the past 10 years appears to have slowed.
- Prevalence was higher among males (19.2%) than females (15.9%), primarily due to greater daily smoking rates among males.
- Smoking prevalence was highest among younger adults (age 20-34).
- Substantial differences in smoking prevalence by education level persisted over the last decade, despite declining prevalence.
- There were significant differences between provinces in smoking prevalence.

### **Cigarette Consumption**

- Daily smokers in Canada smoked an average of 14.5 cigarettes per day.
- Average consumption has declined by nearly 3 cigarettes per day since 1999.
- Male smokers consumed approximately 3 cigarettes more per day than females. Sex differences in consumption appear to have remained fairly stable since 1999.

### **Use of Other Tobacco Products**

- Cigars and cigarillos were the most popular tobacco products other than cigarettes: 5% of Canadians reported use in the past 30 days.
- Roll-your-own tobacco was used by approximately one in ten smokers.
- Provinces differed significantly in use of roll-your-own tobacco and other tobacco products.
- Nearly half of smokers have made efforts to purchase cheaper cigarettes, including buying discount brands and purchasing on First Nations reserves.

## Section II: Quitting Smoking, 2009

- Over 60% of Canadians who have ever been smokers have now quit.

### **Plans to Quit**

- 6 in 10 smokers were seriously considering quitting in the next 6 months; 3 in 10 were considering quitting in the next month.
- Similar percentages of males and females were considering quitting.
- Smokers in all age groups were considering quitting at similar rates.

### **Quit Attempts and Success (Abstinence)**

- Nearly half of smokers had tried to quit in the past year. Many had tried more than once.
- Similar percentages of males and females made a quit attempt.
- Greater percentages of younger smokers had tried to quit, compared to older smokers.
- Among respondents who had made a quit attempt in the past year, just over 10% were still quit at the time they were surveyed.

**Quit Methods and Cessation Assistance**

- The most common strategy for trying to quit smoking was to “reduce the number of cigarettes smoked,” used by 65% of smokers who attempted to quit.
- 6 in 10 smokers who attempted to quit used some form of cessation assistance.
- Stop-smoking medications, including nicotine replacement therapy, were used by nearly half (47%) of those who attempted to quit, but use varied by product and by province.
- More than a quarter of smokers “made a deal with a friend or family member to quit together.”
- Few smokers (<5%) used services such as telephone quitlines or workplace interventions.
- Nearly 60% of smokers who visited a doctor in the past year had received advice to quit.

**Section III: Tobacco Use Among Canadian Youth****Youth in grades 6-9, in 2008-09:**

- 21.6% of students in grades 6-9 had ever tried a cigarette.
- 3.5% of students in grades 6-9 were current smokers overall, with grade-specific rates ranging from too low to report in grade 6 and 2.0% for grade 7, to 7.0% for grade 9 students.
  - Smokers were evenly split between daily (1.8%) and non-daily (1.7%) smoking.
  - More males (4.0%) than females (3.0%) were current smokers.
  - Prevalence varied by province, and was highest in Quebec, at 7.6%.
- One third of never-smokers in grades 6-9 were classified as susceptible to smoking.
- Daily smokers in grades 7-9 smoked an average of 10.9 cigarettes per day.
- 12% of students in grades 6-9 had ever smoked a cigar or cigarillo.
- The majority (64%) of smokers in grades 6-9 usually obtained their cigarettes from social sources.
- Nearly two thirds of current smokers in grades 6-9 reported ever trying to quit smoking.

**Youth aged 15-19, in 2009:**

- One in four (26.4%) youth reported ever having smoked a whole cigarette.
- 13.0% of youth aged 15-19 were current smokers overall, with age-specific rates ranging from 5.4% for 15-year-olds to 20.1% for 19-year-olds.
  - More youth smoked daily (7.5%) than non-daily (5.5%).
  - Prevalence was higher among males (14.9%) than females (10.9%).
  - Prevalence varied by province, ranging from 9% in Ontario to 18% in Saskatchewan and Quebec.
- Daily smokers aged 15-19 smoked an average of 11.4 cigarettes per day.
- 20% of youth aged 15-19 had ever smoked a cigar, and 31% had ever smoked a cigarillo.
  - Gender differences were apparent: 29% of males and 10% of females had smoked a cigar, while 38% of males and 24% of females had smoked a cigarillo.
- Over half (58%) of smokers aged 15-18 usually obtained cigarettes from retail sources, while the remainder obtained them through social (27%) or other (15%) sources.
- 60% of smokers aged 15-19 were seriously considering quitting in the next 6 months.
- The majority (62%) of smokers aged 15-19 had made a quit attempt in the past 12 months.

## About this report

This report is the second edition in a series of annual reports on tobacco use in Canada. It was developed by the Propel Centre for Population Health Impact at the University of Waterloo. The report uses data from national surveys conducted by Health Canada and Statistics Canada to summarize the main patterns and trends in tobacco use in Canada, primarily between 1999 and 2009, with a focus on the current year.

The report is intended to serve as a reference on current patterns of tobacco use in Canada, for public health professionals, policy makers, researchers, and members of the tobacco control community. It may also be useful for the media and members of the public with an interest in tobacco control.

The contents of this report are available online at [www.tobaccoreport.ca](http://www.tobaccoreport.ca) and [www.propel.uwaterloo.ca](http://www.propel.uwaterloo.ca). In addition to the main report content, the website also includes data tables for all the figures contained in this report in order to enable the extraction of more precise numbers, as well as confidence intervals for all reported estimates. The previous edition of the report may also be accessed through the website.

### **Data sources**

#### **Canadian Tobacco Use Monitoring Survey (CTUMS)**

The Canadian Tobacco Use Monitoring Survey (CTUMS) is conducted by Statistics Canada with the cooperation and support of Health Canada. CTUMS was developed to provide Health Canada and its partners with timely, reliable, and continual data on tobacco use and related issues. Starting in 1999, data has been collected from February to December of each year, using computer-assisted random-digit-dialed telephone interviews. The samples for CTUMS are selected using a stratified random sampling procedure. The samples include the population of Canada aged 15 years and over, excluding residents of Yukon, Northwest Territories and Nunavut, as well as full-time residents of institutions and residents without telephones or with cell phones only.

*See Appendix A for further details.*

#### **Youth Smoking Survey (YSS)**

The Youth Smoking Survey (YSS) monitors tobacco use in school-aged children (grades 6-9/10-12). The YSS collects data on smoking behaviour, social and demographic factors, attitudes and beliefs about smoking, cigarette purchasing and other policy-relevant items, as well as experience with alcohol and drugs. To date, five waves of the YSS have been conducted: 1994, 2002, 2004-05, 2006-07, and 2008-09. YSS data is collected through classroom-based surveys of students in grades 6-9 (and grades 10-12 in 2006-07 and 2008-09; grade 5 was also included in waves prior to and including 2006-07). Schools are randomly sampled within each of the 10 provinces, using a stratified clustered sampling design. The sample excludes residents of the Yukon, Nunavut and Northwest Territories, residents of institutions, residents of First Nations reserves, and those attending special schools (e.g., schools for visually- or hearing-impaired individuals) or schools located on military bases.

*See Appendix B for further details.*

**Analysis**

The data presented in this report are weighted estimates, generated using SAS 9.2 unless otherwise noted. The CTUMS survey weights assigned by Statistics Canada in the annual datasets were used for CTUMS analyses, and the YSS survey weights were used for YSS analyses. CTUMS and YSS were not analysed together and there was no overlap of the survey weights between the two surveys. Confidence intervals around estimates were calculated in STATA 10.1 using bootstrap weights for the years where bootstrap weight data are available.

Statistical comparisons between groups/years were tested using weighted regression analyses in SAS 9.2 and STATA 10.1. Bootstrap weights were used to perform significance testing where available. Where statistical testing has been performed, comparisons are marked with a superscript number, which refers to a p-value that can be found in the *Index of Statistical Tests* (page 91). Throughout the report, the term “significant” has been reserved for instances where statistical testing has been performed, with  $p < 0.05$  as the cut-off for significance. See *Appendix C for further details*.

Data analysis was completed by Robin Burkhalter, MMath, under the supervision of Rashid Ahmed, MSc, both of the Propel Centre for Population Health Impact, using datasets made available by Statistics Canada and Health Canada. Statistical review was provided by K. Stephen Brown, PhD, of the Propel Centre for Population Health Impact and the Department of Statistics & Actuarial Science, University of Waterloo.

This report does not necessarily reflect the views or opinions of Statistics Canada or Health Canada.

Please note that unless otherwise stated, all data reported in Sections I and II is for Canadian adults age 15 and over, from the Canadian Tobacco Use Monitoring Survey (CTUMS), and all data reported in Section III is for Canadian youth, grades 6-9 from the Youth Smoking Survey (YSS) and age 15-19 from CTUMS (*see p. 96*).

**The 2011 Edition**

This edition updates the previous (2009) edition with current data, including the 2008-09 YSS and the 2009 wave of CTUMS. You may notice other minor changes that reflect currently available data; for example, YSS results from previous years are reported for grades 6-9 only, rather than grades 5-9 as in the 2009 edition. In addition, some of the statistical testing has been revised.

We welcome your feedback on this report. Please send any comments to the contact below.

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## Section I: Tobacco Use Among Canadian Adults

### Highlights

***In 2009, among Canadian adults age 15 and older:***

**17.5% of Canadians (approximately 4.8 million) were current smokers.** (page 15)

The majority of smokers reported smoking daily (13.6% daily/4.0% non-daily prevalence). (p. 15)

Although prevalence has decreased substantially from the 1999 rate of 25.2%, **the decline in smoking prevalence observed over the past decade appears to have slowed.** (p. 15)

Overall smoking prevalence was higher among males (19.2%) than females (15.9%). Non-daily smoking rates were similar, but daily smoking was more prevalent among males. (p. 16)

**Smoking prevalence varied by age, and was highest among younger adults** (age 20-34), generally declining with age. (p. 17)

Substantial differences in smoking prevalence by education level persisted over the last decade, despite declining prevalence. (p. 18)

**Daily smokers in Canada smoked an average of 14.5 cigarettes per day.** (p. 19)

- Average consumption has declined by nearly 3 cigarettes per day since 1999. (p. 19)

Male smokers consumed approximately 3 more cigarettes per day than females. (p. 19)

There were **significant differences between provinces** in smoking prevalence, cigarette consumption, use of roll-your-own tobacco, and use of other tobacco products. (pp. 22, 23, 49, 52)

- Smoking prevalence ranged from 15% in BC to 22% in Saskatchewan. (p. 22)

Cigars and cigarillos were the most popular tobacco products other than cigarettes: 5% of Canadians reported use in the past 30 days. (p. 46)

Roll-your-own tobacco was used by approximately one in ten smokers. (p. 50)

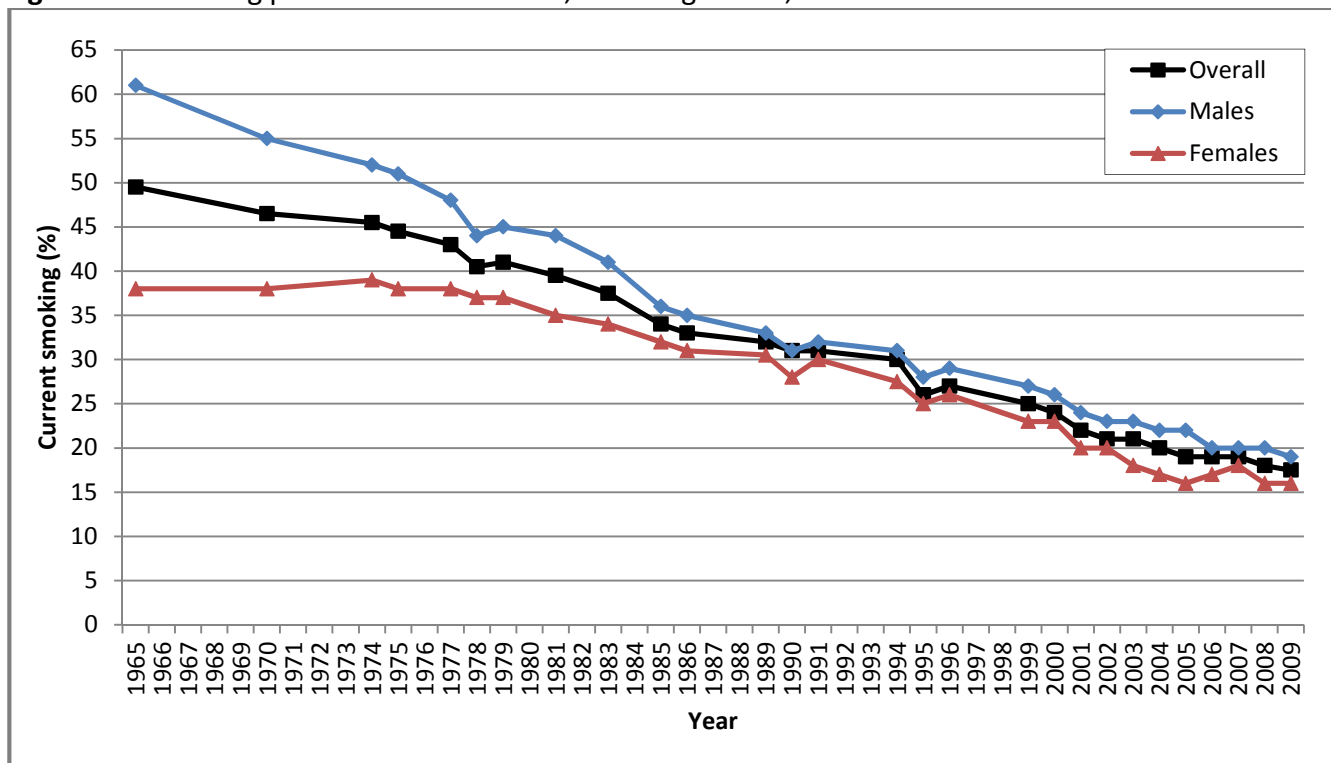
**Nearly half of smokers have made efforts to purchase cheaper cigarettes**, including buying discount brands and purchasing on First Nations reserves. (p. 45)

## 1. Smoking in Canada

### 1.1 Historical Trends in Smoking Prevalence

Over the past four and a half decades, there has been a substantial drop in smoking in Canada: about half of Canadians smoked in 1965, compared to less than 2 out of 10 in 2009 (Figure 1.1). Although the overall smoking rate has decreased fairly steadily, this decline appears to have stalled in the most recent years. Historically large sex differences in smoking prevalence have narrowed over time to within a few percentage points.

**Figure 1.1:** Smoking prevalence\* in Canada, adults aged 15+, 1965-2009



\*Includes daily and non-daily smokers

**Data Sources:** 1965-1986: A Critical Review of Canadian Survey Data on Tobacco Use, Attitudes and Knowledge (Health and Welfare Canada, 1988); 1989: Smoking Behaviour of Canadians: A National Alcohol and Other Drugs Survey Report, 1989 (Health and Welfare Canada, 1992); 1990: Canada's Health Promotion Survey 1990: Technical Report (Health and Welfare Canada, 1993); 1991: Health Status of Canadians: Report of the 1991 General Social Survey (Statistics Canada); 1994: National Population Health Survey (Statistics Canada); 1995, 1996: General Social Survey (Statistics Canada) [all as quoted in: Physicians for a Smokefree Canada, *Smoking in Canada*, 2008<sup>v</sup>]; 1999-2009: Canadian Tobacco Use Monitoring Survey (Health Canada)

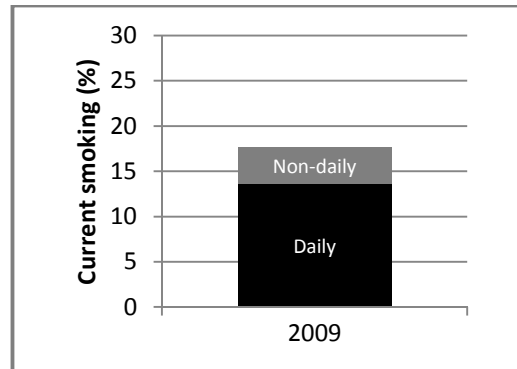
**The substantial decline in smoking prevalence among Canadians over the past forty-five years represents one of the most important public health achievements of our time. However, tobacco use remains a serious challenge to the population's health.**

## 1.2 Current Smoking Prevalence

In 2009, the overall prevalence of smoking in Canada was 17.5%, or approximately 4.8 million Canadians: 13.6% (3.8 million) daily and 4.0% (1.1 million) non-daily smokers (Figure 1.2). Although slightly lower than the 2008 prevalence rate of 17.9%, this decrease was not statistically significant<sup>1</sup>.

Between 2008 and 2009, neither daily<sup>2</sup> or non-daily smoking<sup>3</sup> decreased significantly.

**Figure 1.2:** Current smoking prevalence, adults aged 15+, 2009

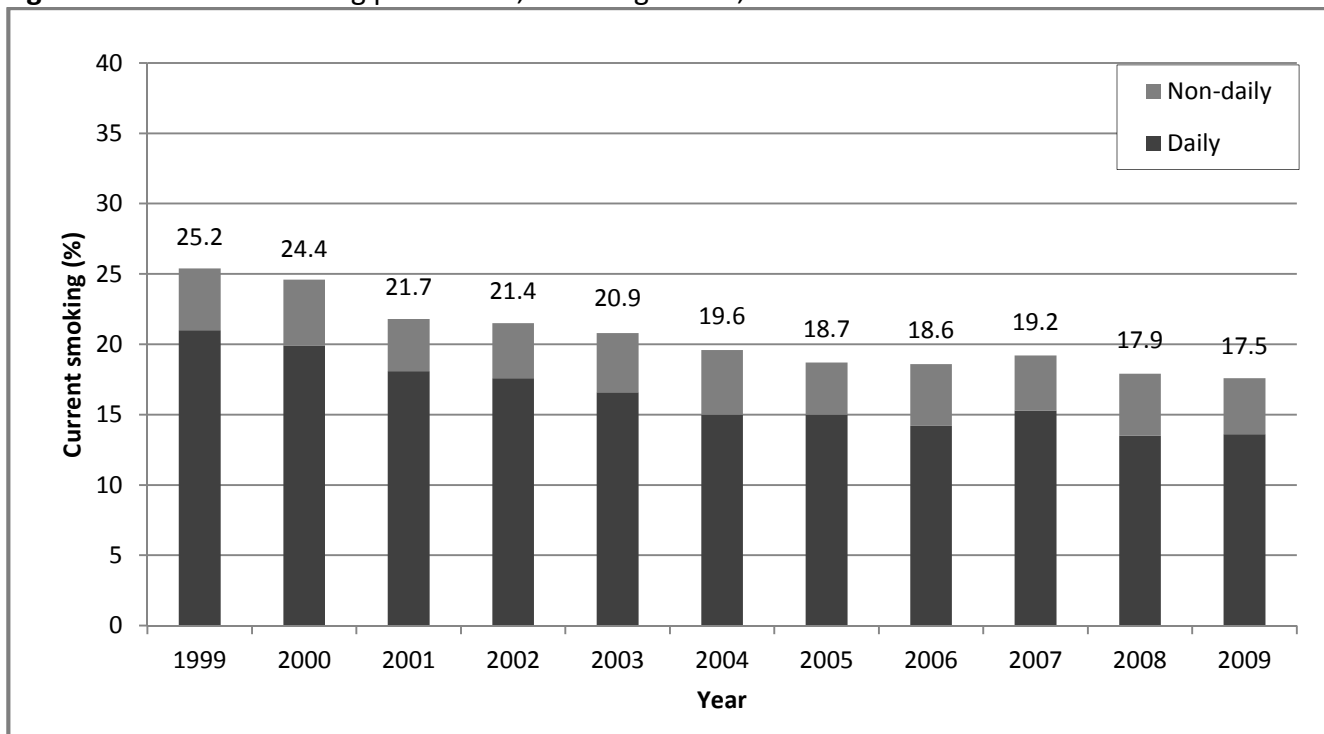


Data Source: Canadian Tobacco Use Monitoring Survey (CTUMS), 2009

As shown in Figure 1.3, overall smoking prevalence has decreased significantly over time<sup>4</sup>. Decreases in daily smoking appear to be responsible for most of the observed drop in smoking rates, since non-daily smoking has remained relatively constant at around 4% since 1999.

From 1999 to 2009, the average annual decrease in prevalence was 3.5% of the previous year's value, so that the absolute difference between successive years is getting smaller with time<sup>5</sup>.

**Figure 1.3:** Current smoking prevalence, adults aged 15+, 1999-2009



Data Source: CTUMS, 1999-2009

## Demographic Patterns in Smoking Prevalence

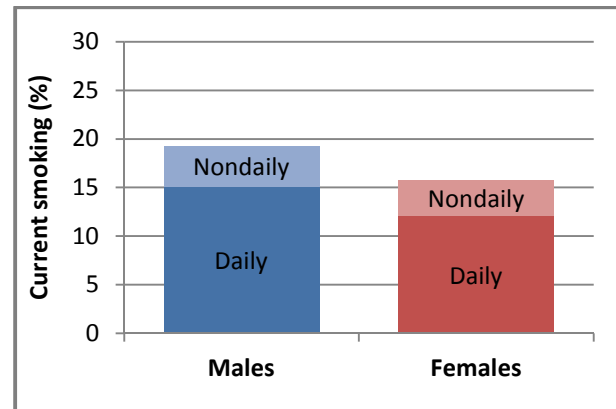
### Smoking Prevalence by Sex

In 2009, 19.2% of males (2.6 million) and 15.9% of females (2.2 million) were current smokers (Figure 1.4). This represents a statistically significant difference<sup>6</sup> in prevalence between the sexes.

Non-daily smoking rates were similar among males and females<sup>7</sup>, although daily smoking was significantly more prevalent among males<sup>8</sup>.

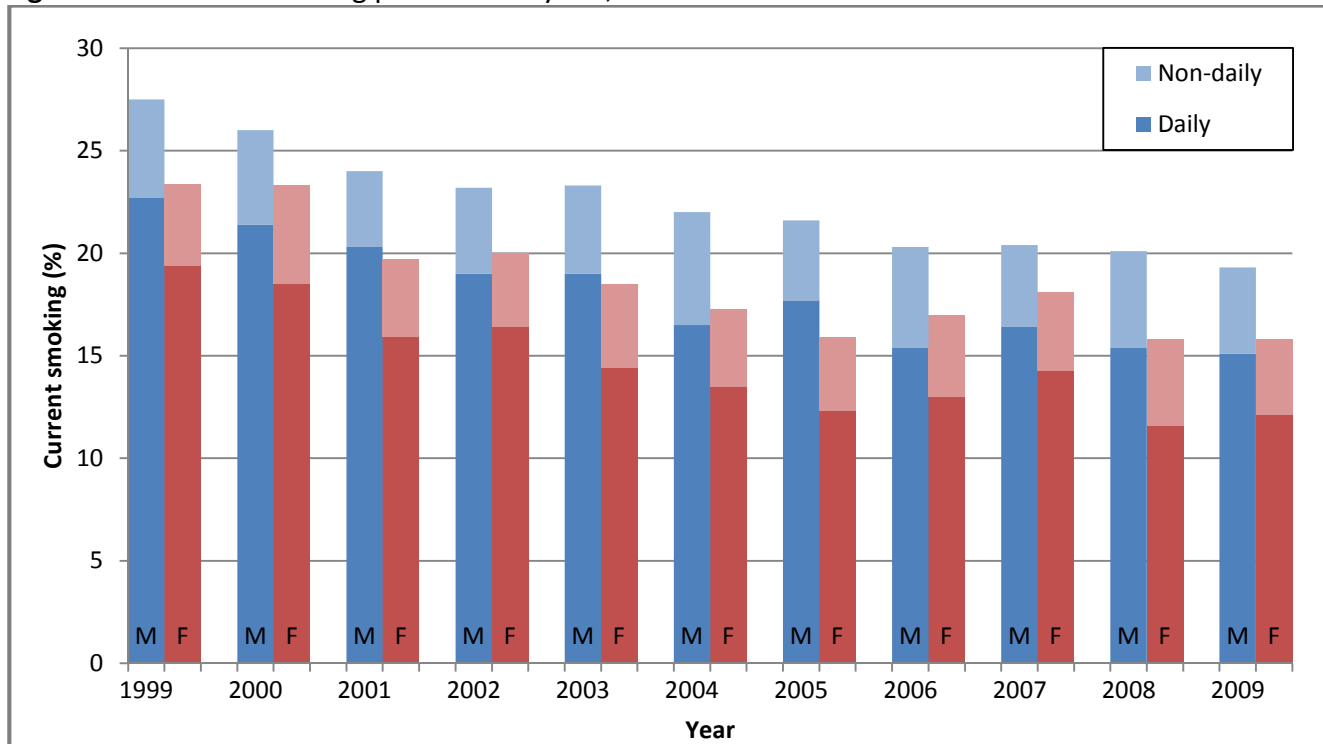
Smoking rates were higher among males in all years from 1999 to 2009 (Figure 1.5).

**Figure 1.4:** Current smoking prevalence by sex, 2009



Data Source: CTUMS, 2009

**Figure 1.5:** Current smoking prevalence by sex, 1999-2009



Data Source: CTUMS, 1999-2009

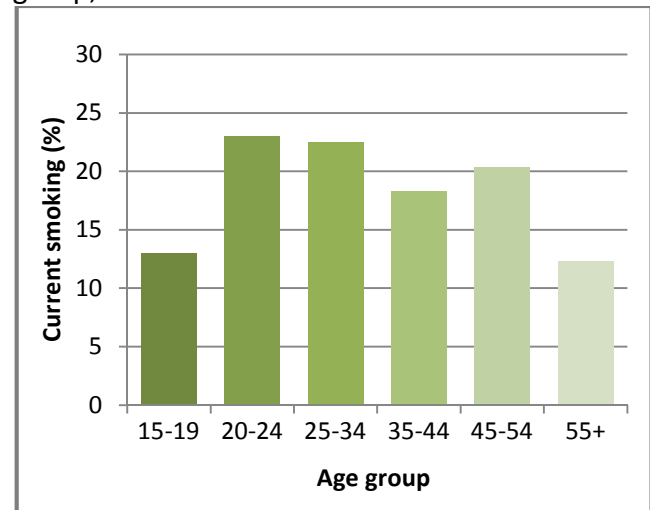
**Smoking Prevalence by Age**

In 2009, smoking varied significantly by age group<sup>9</sup>: prevalence was highest among 20-24 year olds and 25-34 year olds, and then generally declined with age, with the exception of the 45-54 age group (Figure 1.6). Youth aged 15-19 had a prevalence rate nearly as low as the over-55 age group.

This general pattern of decreasing prevalence after early adulthood appears to have held for most survey years between 1999 and 2009 (Figure 1.7). Although prevalence decreased in all age groups during this time, the largest decrease was observed in the youngest age group, 15- to 19-year-olds. Notably, the older (45-54 and 55+) age groups appear to have experienced increases between 2005 and 2007.

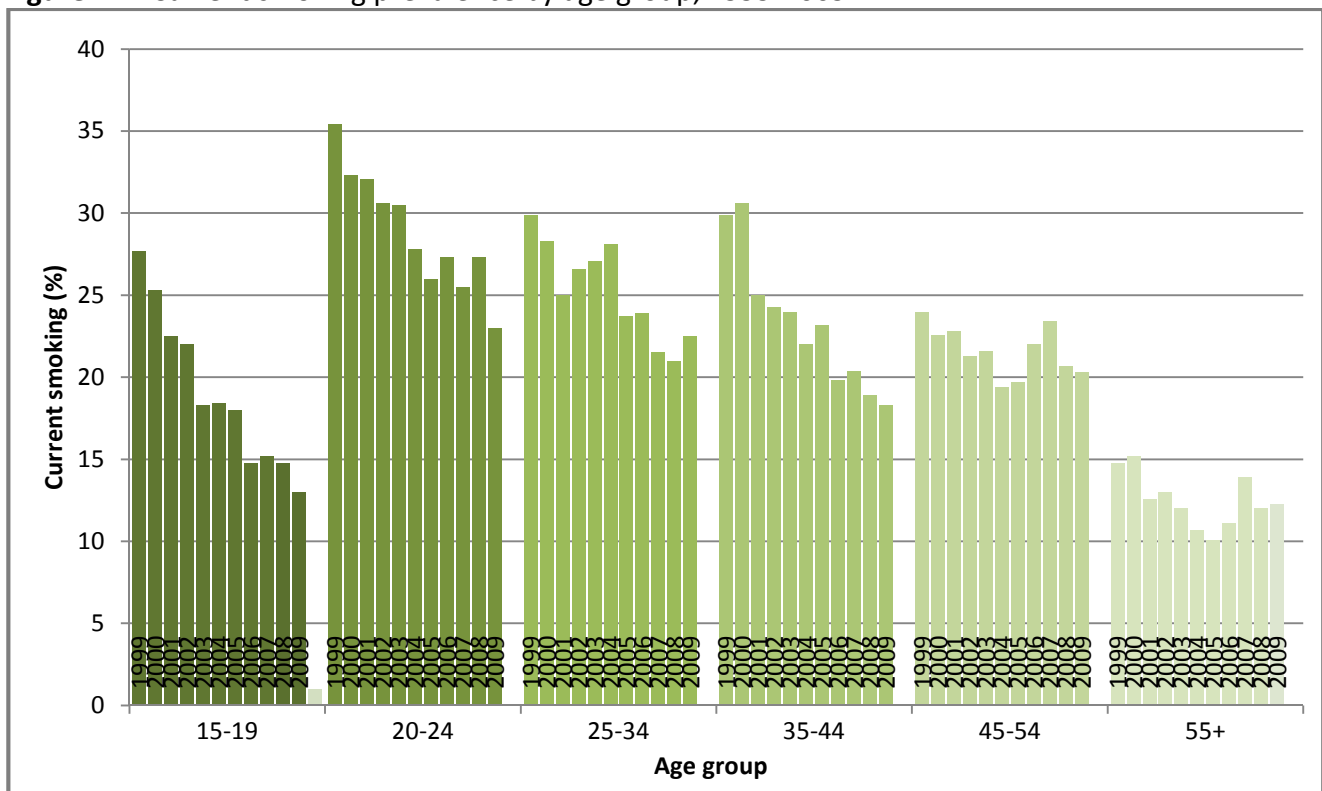
When examining differences between age groups and differences over time using repeat cross-sectional data such as this, consider that some of the differences between age groups could also be due to cohort effects (as well as age effects), in addition to changes over time.

**Figure 1.6:** Current smoking prevalence by age group, 2009



Data Source: CTUMS, 2009

**Figure 1.7:** Current smoking prevalence by age group, 1999-2009



Data Source: CTUMS, 1999-2009

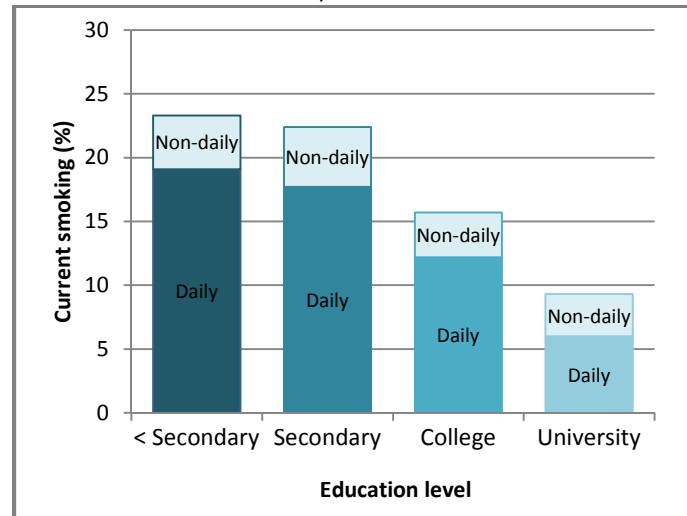
**Smoking Prevalence by Education Level**

**Current smoking**

In 2009, there were significant differences in smoking prevalence by level of educational attainment<sup>10</sup>. Notably, those with a secondary school education or less had more than double the smoking prevalence of university graduates (Figure 1.8). Educational differences were particularly large for daily smoking<sup>11</sup>, which was just 6% for university graduates, and 12-19% in other groups; there were no significant differences in non-daily smoking<sup>12</sup>.

At a population level, these rates represent over 1 million smokers with less than a secondary school education, 2.1 million high school graduates, 900 000 college graduates, and nearly 700 000 university graduates.

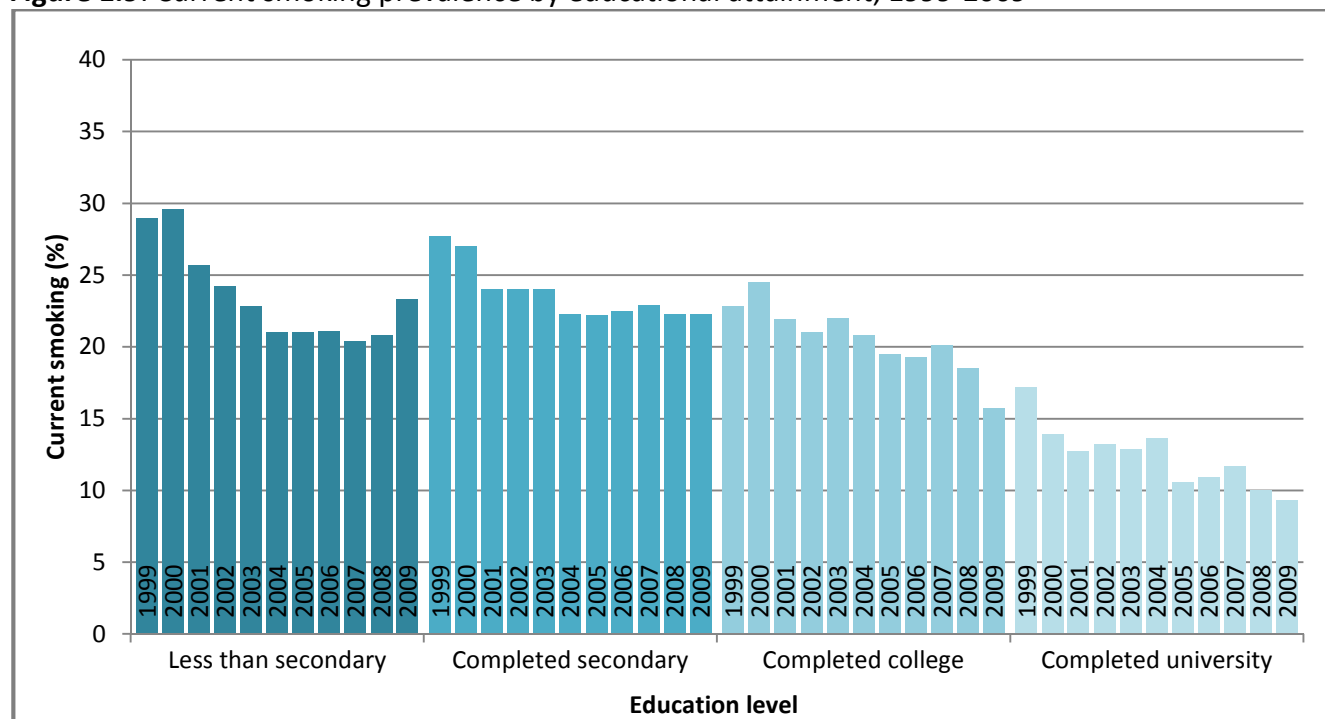
**Figure 1.8:** Current smoking prevalence by educational attainment, 2009



Data Source: CTUMS, 2009

University graduates had the lowest prevalence of smoking in all years from 1999 and 2009 (Figure 1.9). Among college and university graduates, smoking prevalence showed a marked decline between 1999 and 2009. Among those with a secondary school education or less, smoking prevalence appears to have declined between 1999 and 2004, but remained steady or even increased since then.

**Figure 1.9:** Current smoking prevalence by educational attainment, 1999-2009



Data Source: CTUMS, 1999-2009

### 1.3 Cigarette Consumption

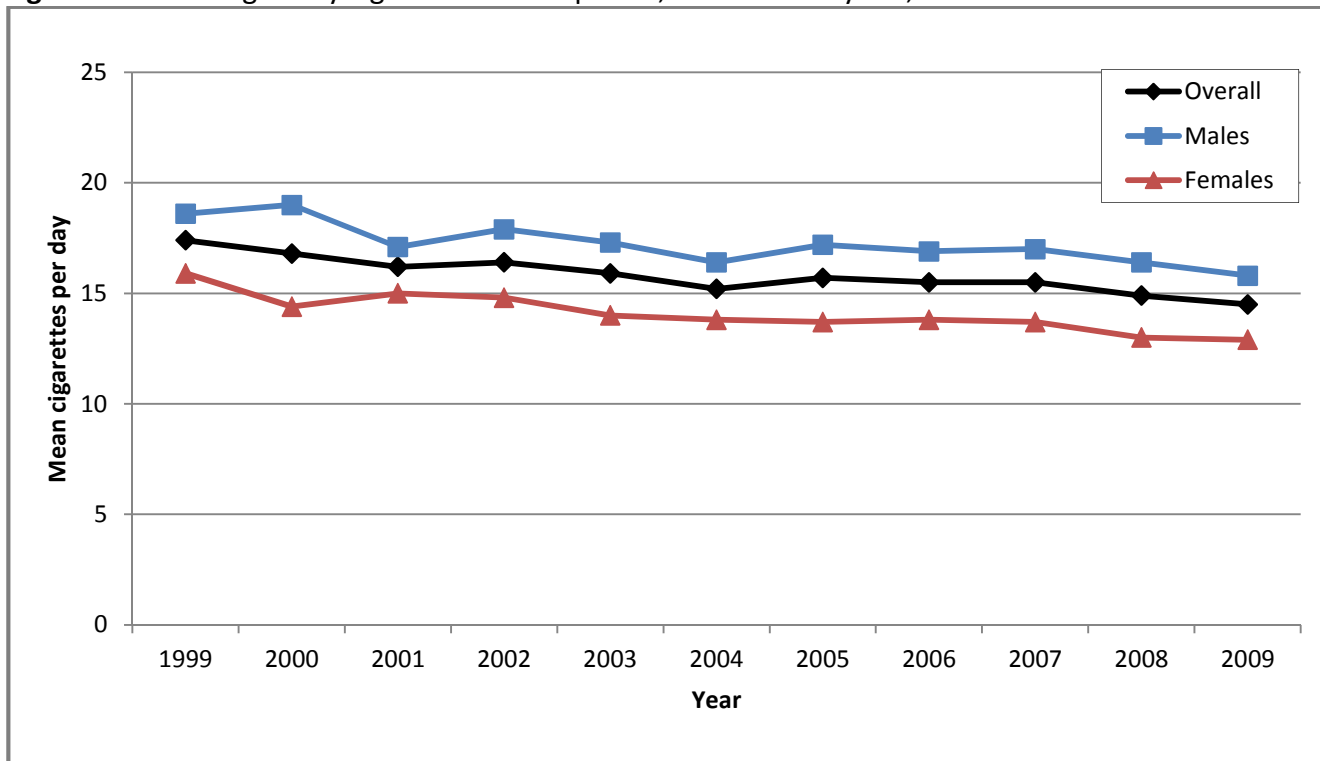
In 2009, average cigarette consumption among daily smokers was 14.5 cigarettes per day (CPD), which was not significantly lower than the 2008 rate of 14.9 CPD<sup>13</sup>. From 1999 to 2009, cigarette consumption declined significantly<sup>14</sup>, by nearly 3 cigarettes per day (Figure 1.10). The average rate of decline in cigarette consumption during this time period was 1.5% per year. There is evidence that the difference between successive years is getting smaller with time<sup>15</sup>.

### Demographic Patterns in Cigarette Consumption

#### Cigarette Consumption by Sex

In 2009, average daily cigarette consumption was 15.8 for male smokers and 12.9 for female smokers, a statistically significant difference<sup>16</sup>. During the time period from 1999 to 2009, sex differences appear to have remained relatively stable: males smoked, on average, about 3 cigarettes more per day than females, although this varied somewhat from year to year (Figure 1.10).

**Figure 1.10:** Average daily cigarette consumption\*, overall and by sex, 1999-2009



\*Among daily smokers

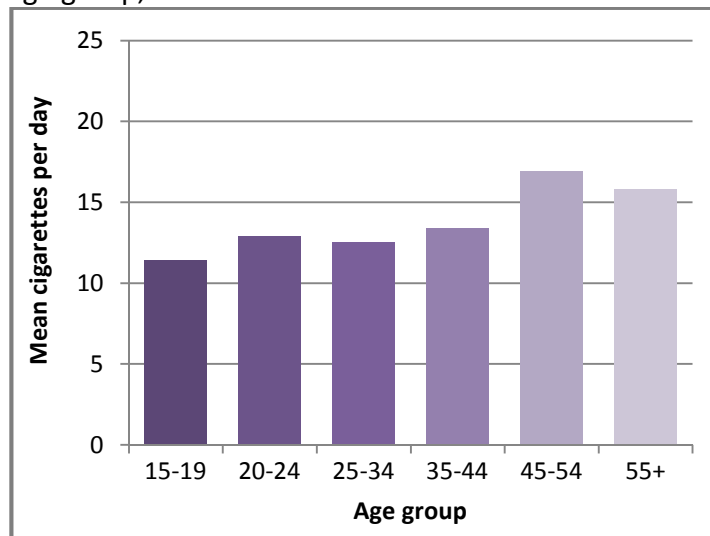
Data Source: CTUMS, 1999-2009

**Cigarette Consumption by Age**

In 2009, average daily cigarette consumption varied significantly between age groups<sup>17</sup>. Consumption was lowest among the younger age groups, at less than 13 cigarettes per day (CPD) for smokers under 35, and appeared to increase with age before dropping slightly among those over 55 (Figure 1.11).

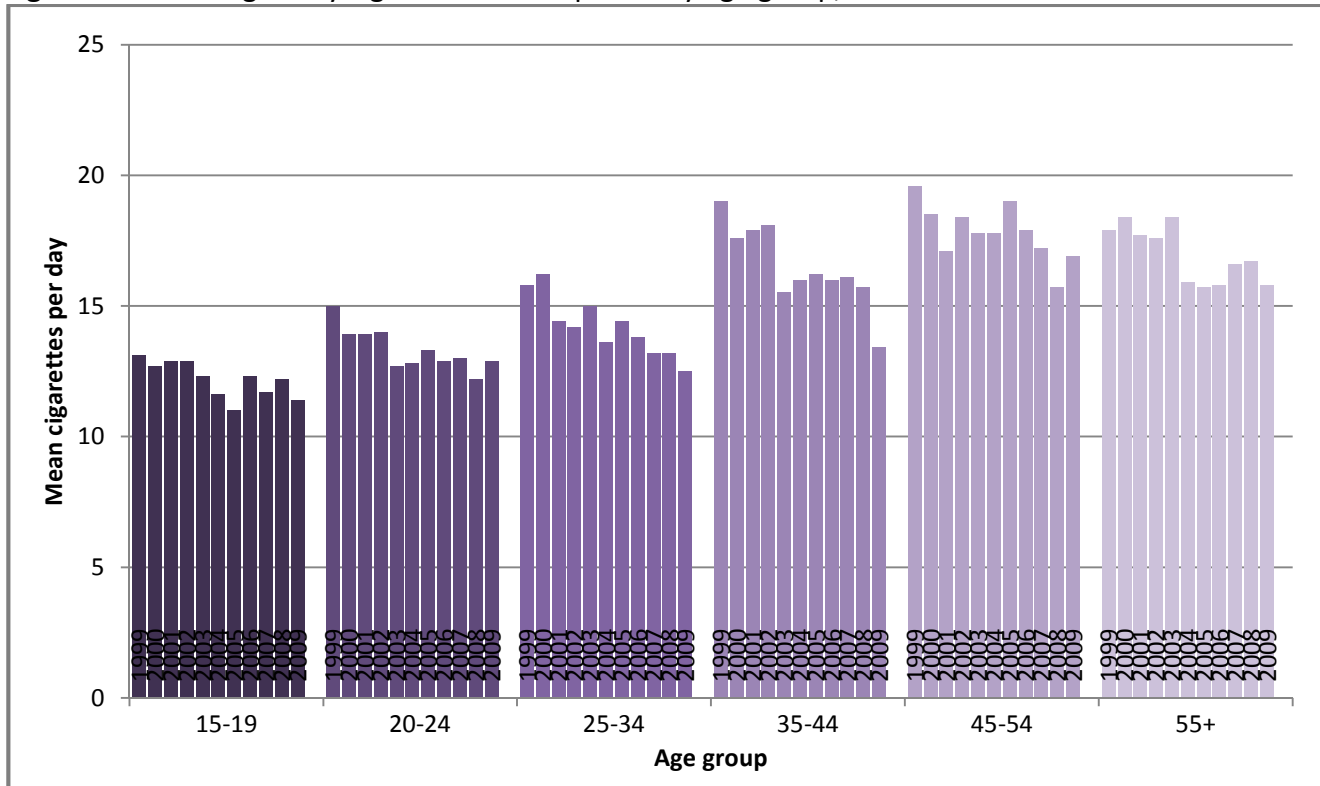
The same general pattern of increasing consumption with age and a slight drop after 55 held for most years between 1999 and 2009, although with some variation (Figure 1.12). Between 1999 and 2009, average daily cigarette consumption appears to have decreased overall in all age groups, although least among young smokers.

**Figure 1.11:** Average daily cigarette consumption\* by age group, 2009



\*Among daily smokers  
Data Source: CTUMS, 2009

**Figure 1.12:** Average daily cigarette consumption\* by age group, 1999-2009



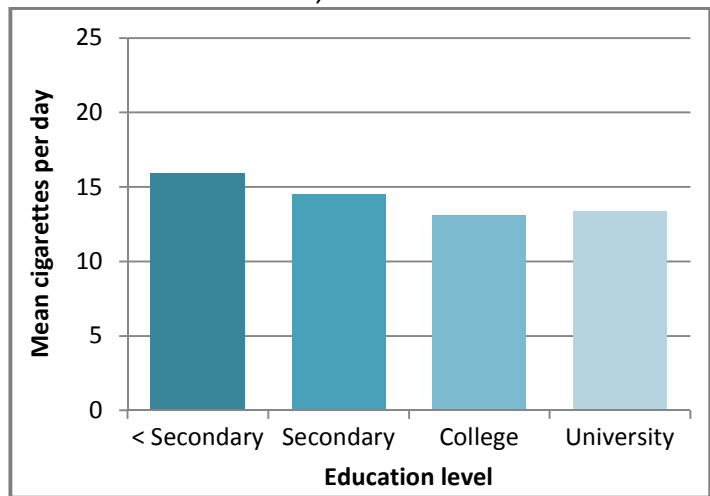
\*Among daily smokers  
Data Source: CTUMS, 1999-2009

**Cigarette Consumption by Education Level**

Average daily cigarette consumption varied significantly between educational groups in 2009<sup>18</sup>. Consumption was highest (at 15.9 CPD) among daily smokers with less than a secondary school education, and decreased with increasing education level to just over 13 CPD for college and university graduates (Figure 1.13).

When considering all survey years from 1999 to 2009 (Figure 1.14), university graduates smoked 2-3 fewer cigarettes per day than those with the lowest level of education, although there was some year-to-year variation.

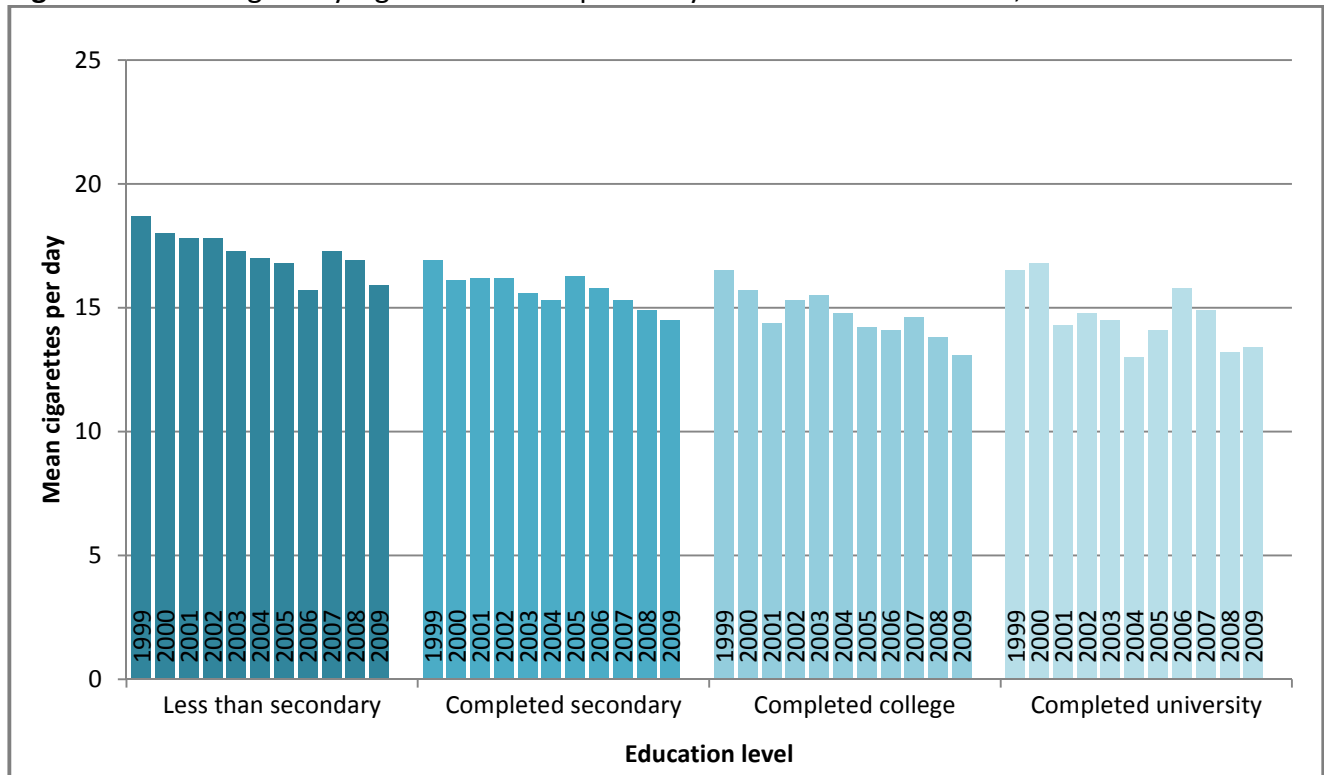
**Figure 1.13:** Average daily cigarette consumption\* by educational attainment, 2009



\*Among daily smokers  
Data Source: CTUMS, 2009

Between 1999 and 2009, daily cigarette consumption appears to have decreased in all educational groups, although not steadily, particularly among university graduates. The patterns by education noted above generally held over time, with some variation.

**Figure 1.14:** Average daily cigarette consumption\* by educational attainment, 1999-2009



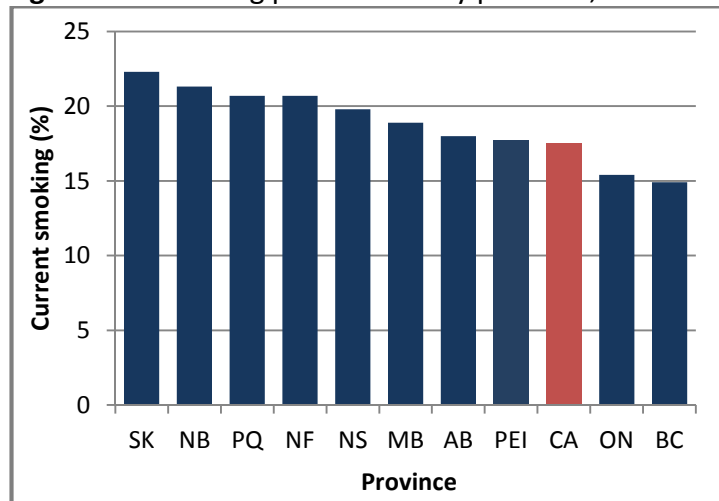
\*Among daily smokers  
Data Source: CTUMS, 1999-2009

## 2. Smoking in the Provinces

### Smoking Prevalence by Province

In 2009, there was significant variation in smoking prevalence by province<sup>19</sup> (Figure 2.1). Current smoking rates ranged from a low of 14.9% in British Columbia to a high of 22.3% in Saskatchewan. Only two provinces, Ontario and British Columbia, had smoking rates below the national average of 17.5%.

**Figure 2.1:** Smoking prevalence\* by province, 2009



\*Includes daily and non-daily smokers

Data Source: CTUMS, 2009

Between 1999 and 2009, smoking prevalence decreased substantially in all provinces, although not consistently (Table 2.1). There was considerable variation by province in the magnitude of this decline: from nearly 10 percentage points in Quebec to less than 4 in Saskatchewan. Several provinces appear to have reached a plateau in smoking prevalence, or even experienced a slight rise, in the most recent years. Throughout this time period, British Columbia consistently had the lowest smoking rate of all provinces.

**Table 2.1:** Smoking prevalence\* by province, 1999-2009

Year	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
<b>Canada</b>	<b>25.2</b>	<b>24.4</b>	<b>21.7</b>	<b>21.4</b>	<b>20.9</b>	<b>19.6</b>	<b>18.7</b>	<b>18.6</b>	<b>19.2</b>	<b>17.9</b>	<b>17.5</b>
<b>British Columbia</b>	20.0	19.6	16.7	16.5	16.4	15.2	14.7	16.4	14.4	14.7	14.9
<b>Alberta</b>	26.0	22.6	25.1	22.8	20.0	20.1	20.6	21.3	21.0	20.4	18.0
<b>Saskatchewan</b>	25.9	28.1	25.4	21.2	24.1	21.7	22.0	23.7	24.0	20.4	22.3
<b>Manitoba</b>	23.3	25.7	25.9	21.1	20.9	20.6	22.3	20.1	19.9	20.8	18.9
<b>Ontario</b>	23.2	23.1	19.7	19.7	19.6	18.7	16.4	16.6	18.3	16.8	15.4
<b>Quebec</b>	30.3	28.2	24.1	25.8	24.6	22.2	22.2	20.1	21.7	19.1	20.7
<b>New Brunswick</b>	26.5	26.6	25.0	21.1	24.3	24.2	21.8	22.6	21.2	19.9	21.3
<b>Nova Scotia</b>	28.9	29.8	24.9	25.3	22.1	20.2	21.0	21.8	20.4	19.7	19.8
<b>PEI</b>	25.6	25.7	25.6	23.1	21.4	21.2	19.9	19.2	18.4	19.2	17.7
<b>Nfld. &amp; Labrador</b>	28.5	27.7	25.7	24.1	23.0	21.8	20.6	21.7	21.2	20.2	20.7

\*Includes daily and non-daily smokers

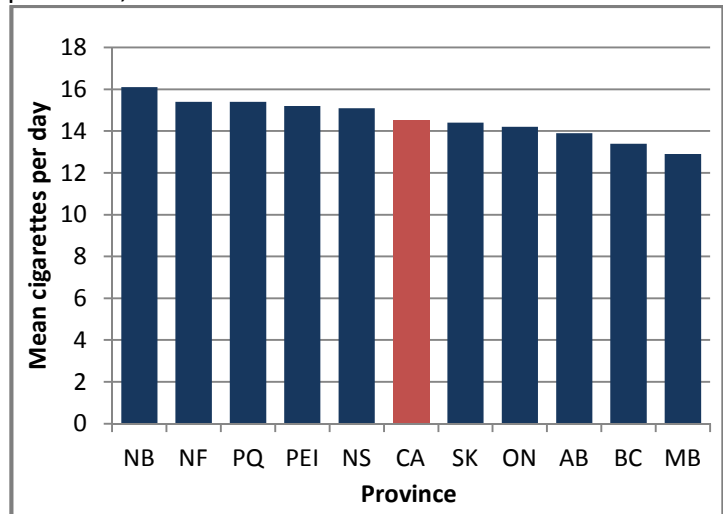
Data Source: CTUMS, 1999-2009

**Cigarette Consumption by Province**

In 2009, there was statistically significant variation by province in average daily cigarette consumption<sup>20</sup> (Figure 2.2). Average CPD ranged from 12.9 cigarettes in Manitoba to 16.1 in New Brunswick.

Between 1999 and 2009, average daily cigarette consumption appears to have decreased in all provinces (Table 2.2). The magnitude of this decline varied somewhat by province, with the greatest decrease observed in Quebec (from 19.1 to 15.4 CPD).

**Figure 2.2:** Average daily cigarette consumption\* by province, 2009



\*Among daily smokers

Data Source: CTUMS, 2009

**Table 2.2:** Average daily cigarette consumption\* by province, 1999-2009

Year	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
<b>Canada</b>	17.4	16.8	16.2	16.4	15.9	15.2	15.7	15.5	15.5	14.9	14.5
<b>British Columbia</b>	16.1	14.8	14.6	16.3	15.8	14.5	15.7	15.5	14.5	14.1	13.4
<b>Alberta</b>	16.2	16.6	16.3	16.4	14.6	14.4	14.9	15.9	16.1	14.2	13.9
<b>Saskatchewan</b>	16.0	15.3	16.1	16.1	16.0	13.9	14.1	14.6	13.9	14.8	14.4
<b>Manitoba</b>	15.8	16.7	14.8	15.7	14.7	14.9	14.1	14.0	14.1	13.6	12.9
<b>Ontario</b>	16.6	16.9	15.5	15.5	15.5	15.4	15.6	15.4	15.5	15.5	14.2
<b>Quebec</b>	19.1	17.6	17.3	17.6	16.8	15.5	16.5	15.6	15.8	14.9	15.4
<b>New Brunswick</b>	18.3	19.0	17.6	16.2	16.3	16.7	16.9	15.3	17.3	15.5	16.1
<b>Nova Scotia</b>	18.1	17.7	15.3	17.4	15.1	14.9	15.5	16.4	15.2	15.5	15.1
<b>PEI</b>	17.2	17.7	17.5	16.8	16.4	16.1	16.1	15.3	16.5	14.7	15.2
<b>Nfld. &amp; Labrador</b>	17.2	15.5	16.7	16.2	16.1	14.6	15.5	16.0	14.1	14.1	15.4

\*Among daily smokers

Data Source: CTUMS, 1999-2009

## 2.1 British Columbia

### Smoking prevalence

In 2009, smoking prevalence in British Columbia was 14.9%, well below the national average of 17.5%.

Figure 2.3 (below) shows smoking prevalence, overall and by sex, in British Columbia from 1999-2009. Overall, prevalence declined until around 2004 and has remained fairly stable since then. Males had similar or greater prevalence than females in all years observed, although there was some year-to-year variation.

#### BRITISH COLUMBIA IN 2009

**Smoking prevalence:** 14.9% (563 000 smokers)  
(compared to 14.7% in 2008)

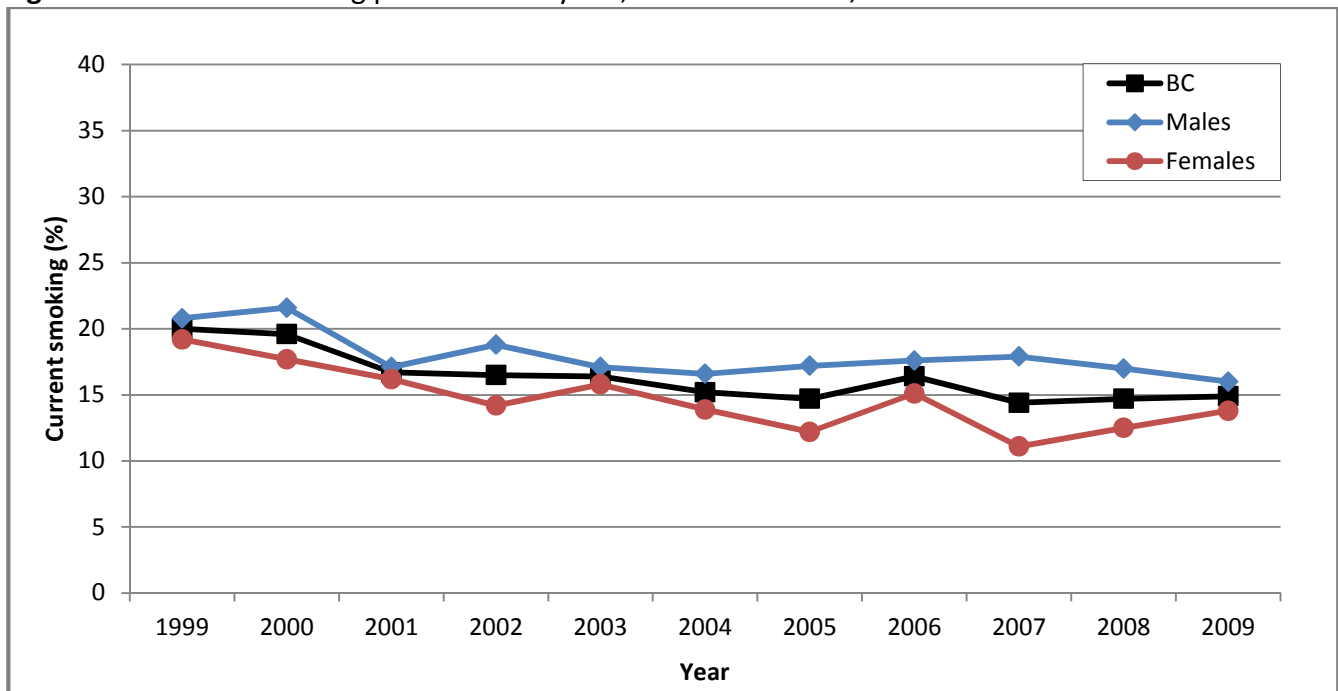
- Males: 16.0% (299 000 smokers)
- Females: 13.8% (264 000 smokers)

**Average daily cigarette consumption:** 13.4 CPD  
(compared to 14.1 CPD in 2008)

- Males: 14.9 CPD
- Females: 11.8 CPD

**Average price per carton<sup>vi</sup> (200 cigarettes):** \$87.40

**Figure 2.3:** Current smoking prevalence\* by sex, British Columbia, 1999-2009

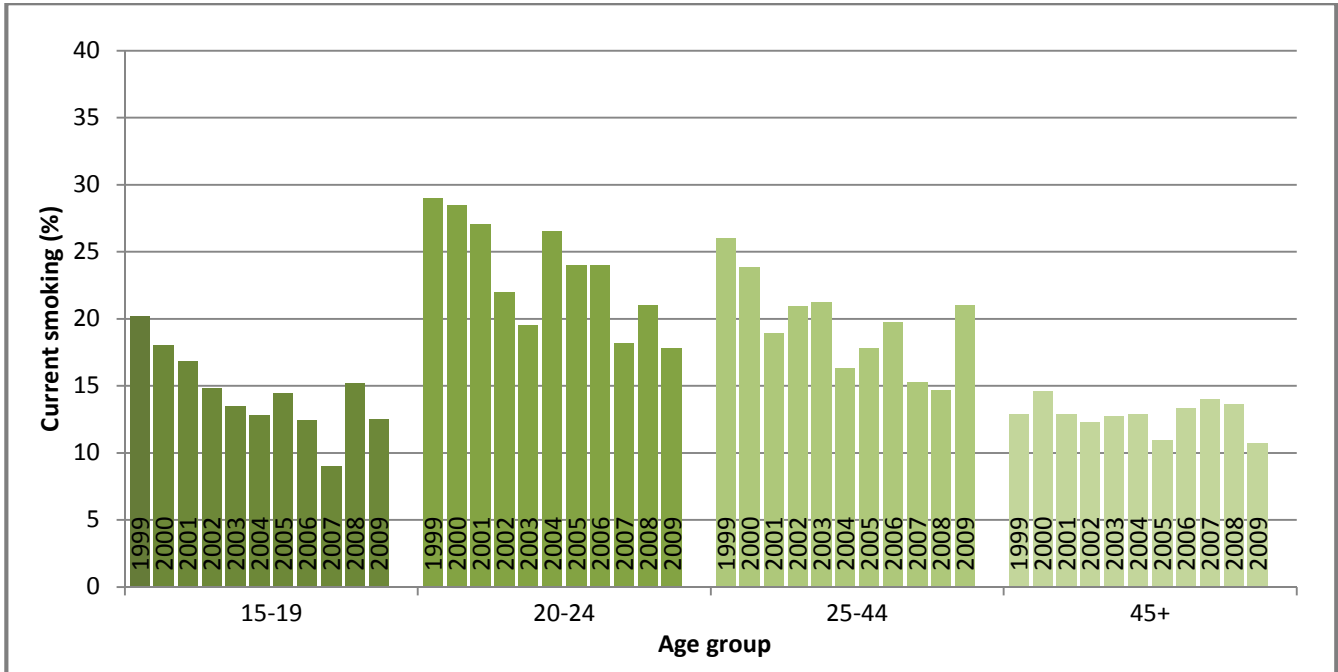


\*Includes daily and non-daily smokers

Data Source: CTUMS, 1999-2009

**Figure 2.4** (next page) shows smoking prevalence by age group in British Columbia, from 1999-2009. During this time, smoking prevalence decreased (although not consistently) in all age groups except those over 45, for whom smoking prevalence fluctuated around 13% for most of the time period. Prevalence increased sharply between 2008 and 2009 in the 25-44 age group, although it is not clear whether this is an anomaly, a cohort effect, or the beginning of an upward trend.

Figure 2.4: Current smoking prevalence\* by age group, British Columbia, 1999-2009



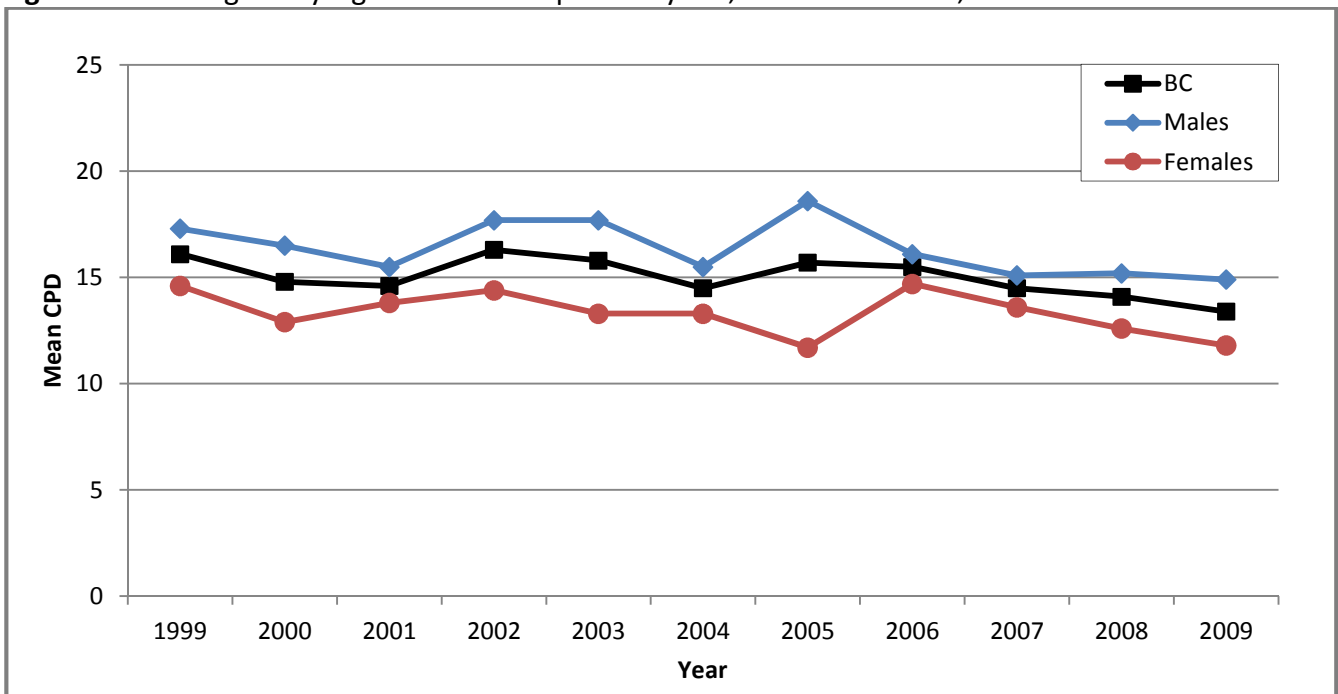
\*Includes daily and non-daily smokers

Data Source: CTUMS, 1999-2009

### Cigarette consumption

Between 1999 and 2009, average daily cigarette consumption in British Columbia fluctuated around 15, but appears to be declining in the most recent years (Figure 2.5). Cigarette consumption was higher among males than females in all years.

Figure 2.5: Average daily cigarette consumption\* by sex, British Columbia, 1999-2009



\*Among daily smokers

Data Source: CTUMS, 1999-2009

## 2.2 Alberta

### Smoking prevalence

In 2009, smoking prevalence in Alberta was 18.0%, slightly above the national average of 17.5%.

Figure 2.6 (below) shows smoking prevalence, overall and by sex, in Alberta from 1999-2009. Prevalence generally declined until 2003 and has been fairly stable since then. Males had similar or greater prevalence than females in all but one of the years observed.

#### ALBERTA IN 2009

**Smoking prevalence:** 18.0% (524 000 smokers)  
(compared to 20.4% in 2008)

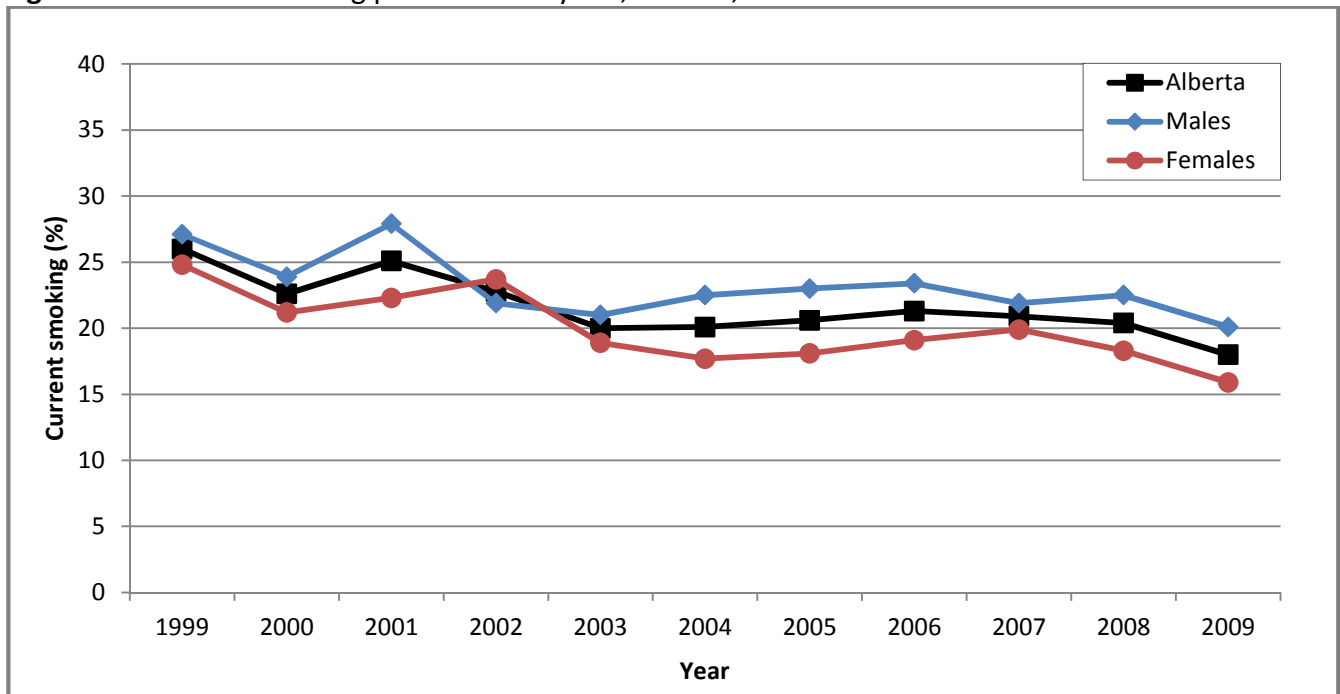
- Males: 20.1% (298 000 smokers)
- Females: 15.9% (227 000 smokers)

**Average daily cigarette consumption:** 13.9 CPD  
(compared to 14.2 CPD in 2008)

- Males: 15.5 CPD
- Females: 11.9 CPD

Average price per carton<sup>vi</sup> (200 cigarettes): \$90.55

**Figure 2.6:** Current smoking prevalence\* by sex, Alberta, 1999-2009

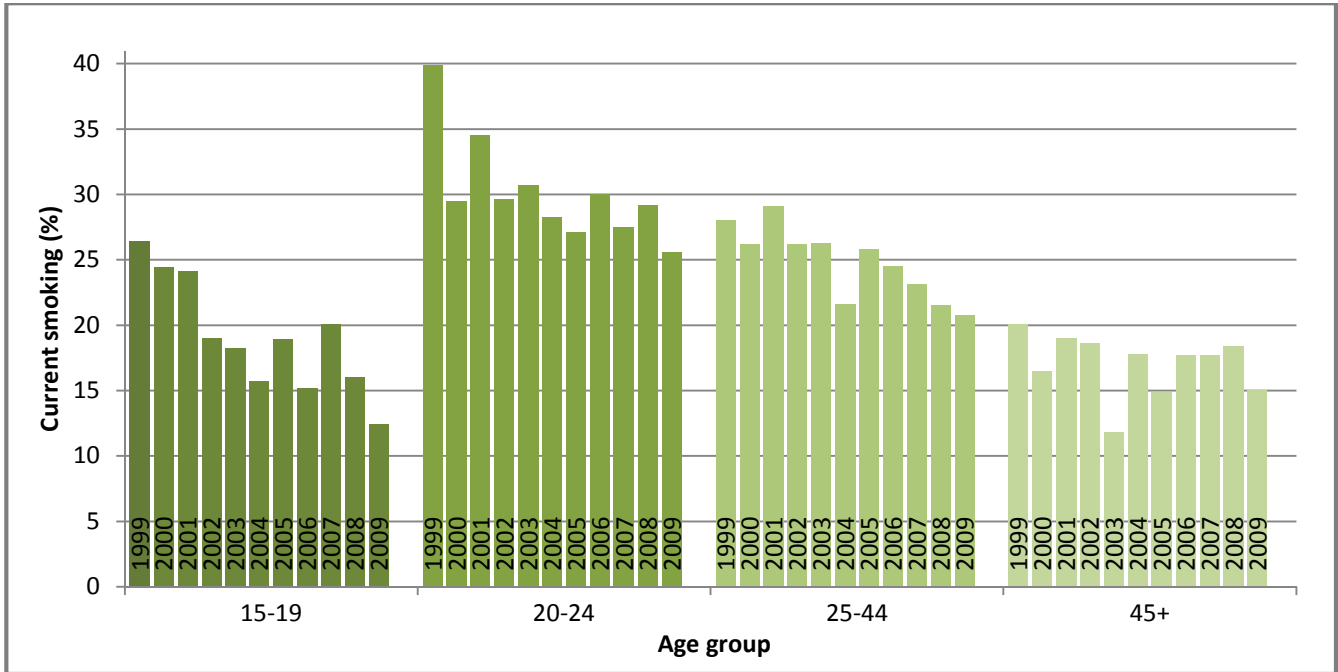


\*Includes daily and non-daily smokers

Data Source: CTUMS, 1999-2009

Figure 2.7 (next page) shows smoking prevalence by age group in Alberta, from 1999-2009. During this time, smoking prevalence decreased substantially in all age groups except those over 45, for whom smoking prevalence remained between 15 and 20% in most years.

Figure 2.7: Current smoking prevalence\* by age group, Alberta, 1999-2009



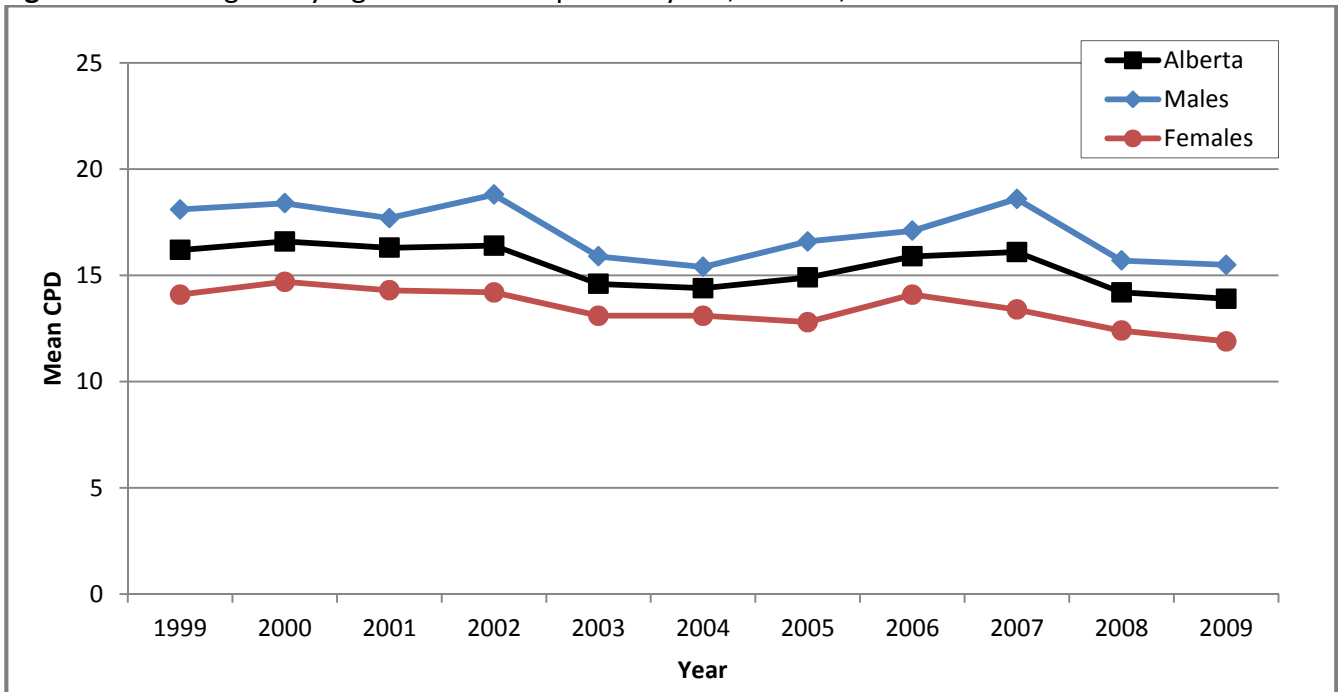
\*Includes daily and non-daily smokers

Data Source: CTUMS, 1999-2009

**Cigarette consumption**

Between 1999 and 2009, average daily cigarette consumption in Alberta fluctuated around 15 (Figure 2.8). Male smokers consistently consumed 3-4 cigarettes more per day than female smokers.

Figure 2.8: Average daily cigarette consumption\* by sex, Alberta, 1999-2009



\*Among daily smokers

Data Source: CTUMS, 1999-2009

## 2.3 Saskatchewan

### Smoking prevalence

In 2009, smoking prevalence in Saskatchewan was 22.3%, above the national average of 17.5%.

Figure 2.9 (below) shows smoking prevalence, overall and by sex, in Saskatchewan from 1999-2009. Despite considerable year-to-year variation during this time, there appears to have been a net decrease in overall prevalence. Prevalence was similar for males and females in many years, or slightly greater among males.

#### SASKATCHEWAN IN 2009

**Smoking prevalence:** 22.3% (183 000 smokers)  
(compared to 20.3% in 2008)

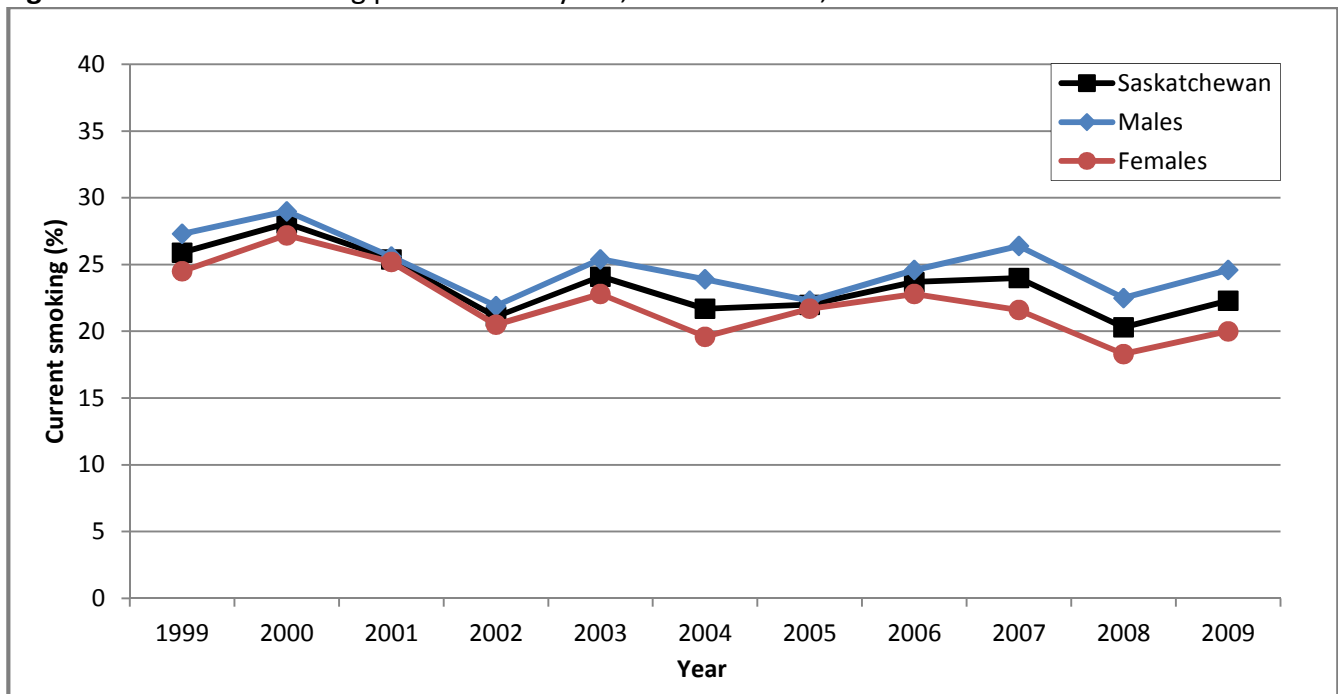
- Males: 24.6% (100 000 smokers)
- Females: 20.0% (83 000 smokers)

**Average daily cigarette consumption:** 14.4 CPD  
(compared to 14.8 CPD in 2008)

- Males: 15.8 CPD
- Females: 12.8 CPD

**Average price per carton<sup>vi</sup>** (200 cigarettes): \$91.12

**Figure 2.9:** Current smoking prevalence\* by sex, Saskatchewan, 1999-2009

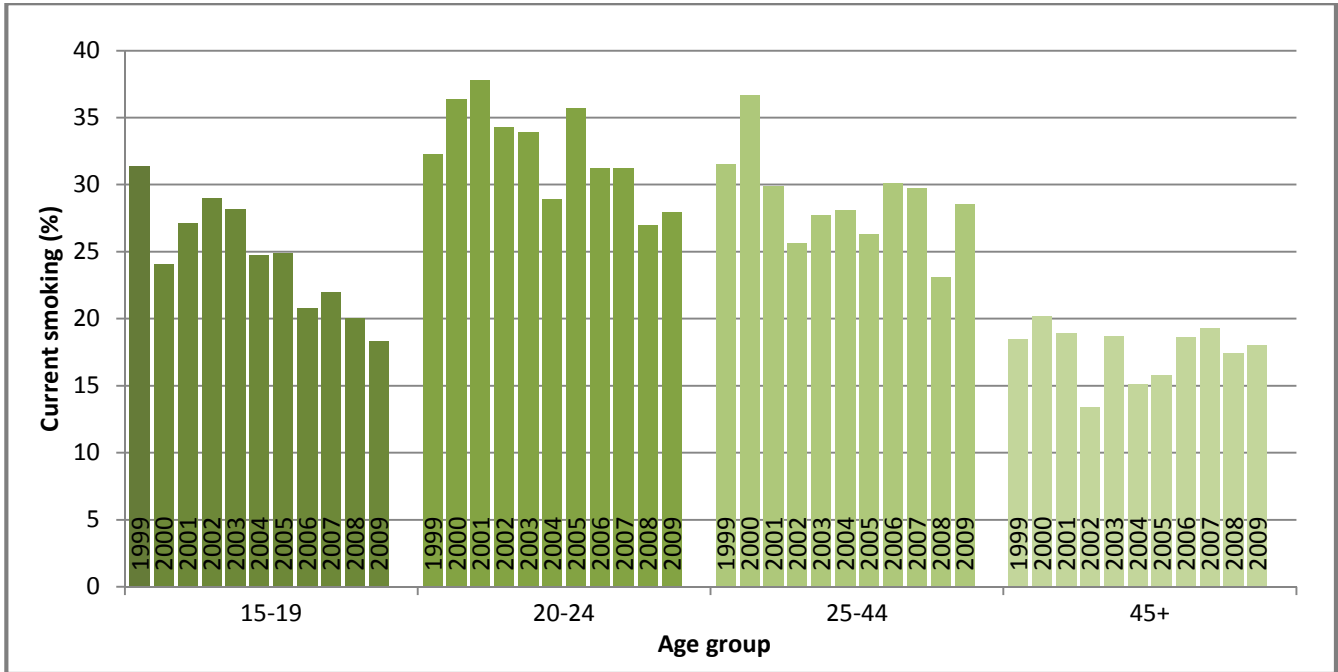


\*Includes daily and non-daily smokers

Data Source: CTUMS, 1999-2009

Figure 2.10 (next page) shows smoking prevalence by age group in Saskatchewan, from 1999-2009. Although smoking rates fluctuated considerably, prevalence was lower in 2009 than in 1999 in all age groups except those over 45, for whom smoking prevalence remained near 18%.

Figure 2.10: Current smoking prevalence\* by age group, Saskatchewan, 1999-2009



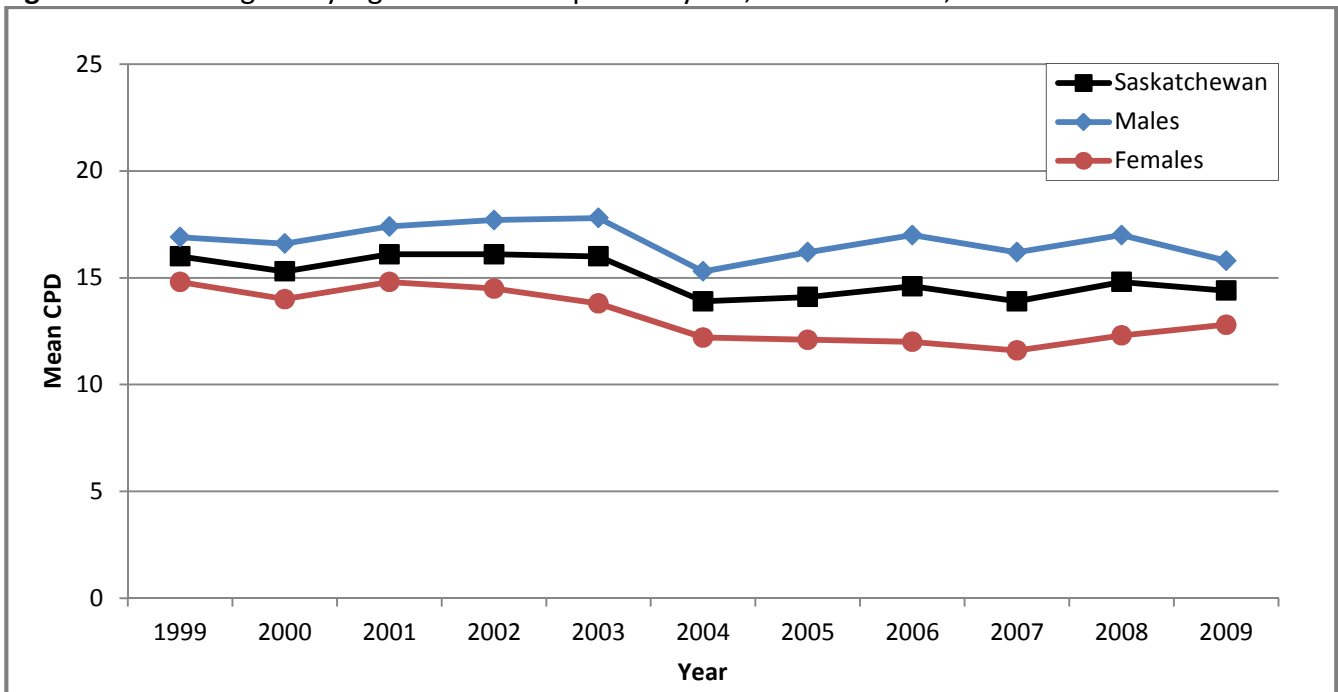
\*Includes daily and non-daily smokers

Data Source: CTUMS, 1999-2009

### Cigarette consumption

Between 1999 and 2009, average daily cigarette consumption in Saskatchewan decreased slightly, but remained around 15 (Figure 2.11). Male smokers consumed more cigarettes per day than female smokers in all years, and sex differences appeared to increase slowly over this time.

Figure 2.11: Average daily cigarette consumption\* by sex, Saskatchewan, 1999-2009



\*Among daily smokers

Data Source: CTUMS, 1999-2009

## 2.4 Manitoba

### Smoking prevalence

In 2009, smoking prevalence in Manitoba was 18.9%, above the national average of 17.5%.

Figure 2.12 (below) shows smoking prevalence, overall and by sex, in Manitoba from 1999-2009. During this time, prevalence showed a net decrease, although it has not changed considerably since 2002. Prevalence was similar or greater among males than females in all years observed, although there was some variation from year to year.

#### MANITOBA IN 2009

**Smoking prevalence:** 18.9% (183 000 smokers)  
(compared to 20.8% in 2008)

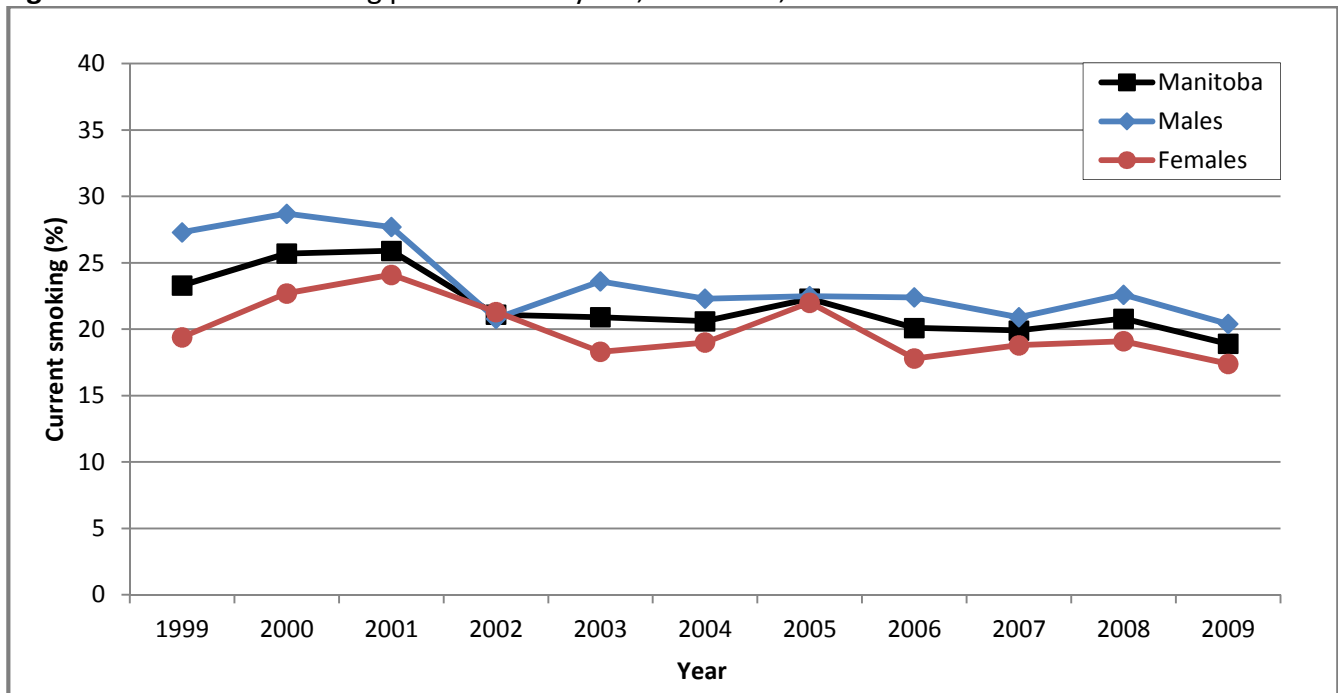
- Males: 20.4% (98 000 smokers)
- Females: 17.4% (85 000 smokers)

**Average daily cigarette consumption:** 12.9 CPD  
(compared to 13.6 CPD in 2008)

- Males: 14.9 CPD
- Females: 10.3 CPD

**Average price per carton<sup>vi</sup>** (200 cigarettes): \$93.23

**Figure 2.12:** Current smoking prevalence\* by sex, Manitoba, 1999-2009

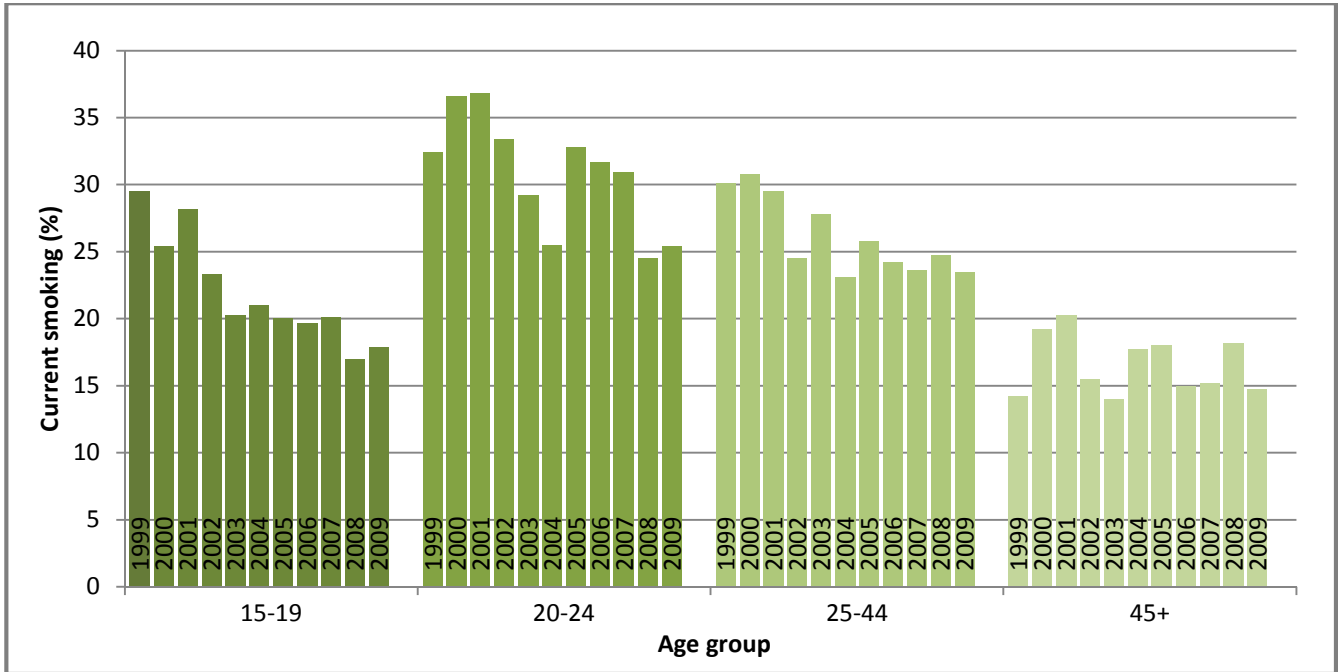


\*Includes daily and non-daily smokers

Data Source: CTUMS, 1999-2009

Figure 2.13 (next page) shows smoking prevalence by age group in Manitoba, from 1999-2009. During this time, smoking prevalence decreased in all age groups except those over 45, for whom smoking prevalence fluctuated between 15 and 20%. The largest decrease observed was among those aged 15-19 years, for whom prevalence nearly halved over this time period.

Figure 2.13: Current smoking prevalence\* by age group, Manitoba, 1999-2009



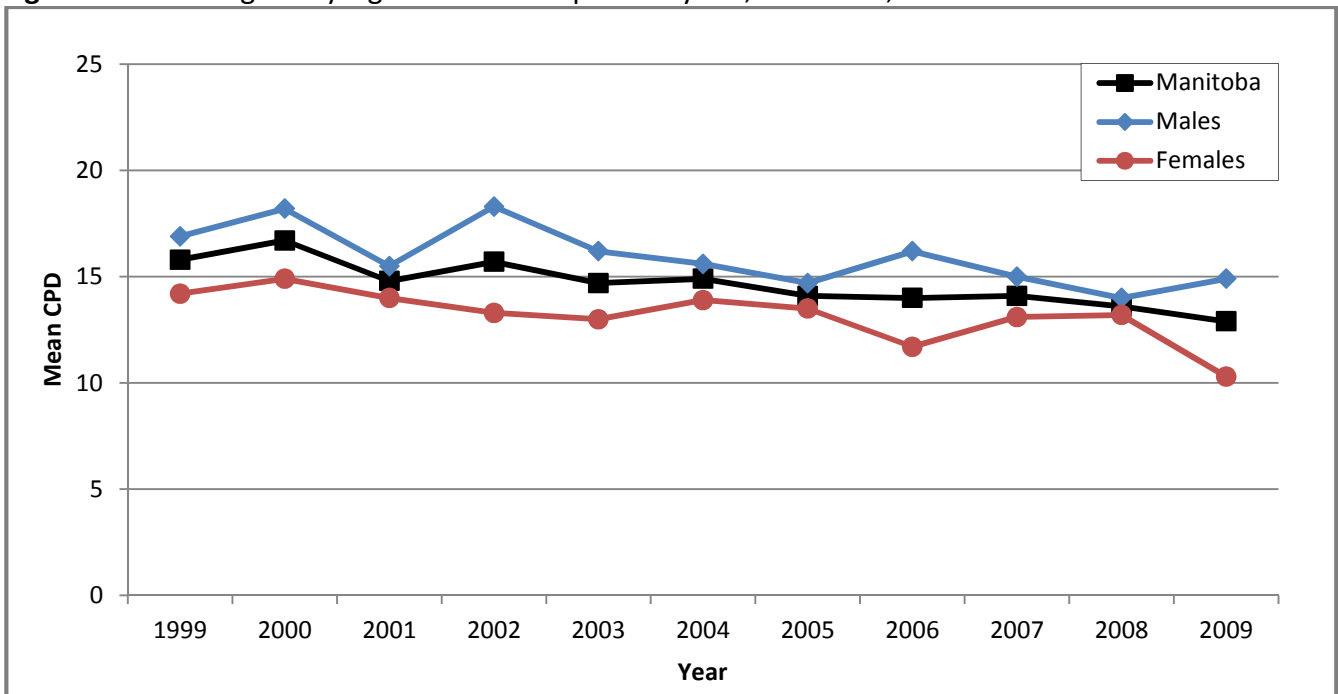
\*Includes daily and non-daily smokers

Data Source: CTUMS, 1999-2009

**Cigarette consumption**

Between 1999 and 2009, average daily cigarette consumption in Manitoba appears to have decreased slightly but steadily (Figure 2.14). Male smokers consumed more cigarettes per day than female smokers in all years, although the magnitude of sex differences varied by year.

Figure 2.14: Average daily cigarette consumption\* by sex, Manitoba, 1999-2009



\*Among daily smokers

Data Source: CTUMS, 1999-2009

## 2.5 Ontario

### Smoking prevalence

In 2009, smoking prevalence in Ontario was 15.4%, below the national average of 17.5%.

Figure 2.15 (below) shows smoking prevalence, overall and by sex, in Ontario from 1999-2009. Overall prevalence appears to have declined slowly until 2005, and remained fairly stable since. Prevalence was greater among males than females in all years observed; however, the magnitude of this difference varied considerably from year to year, from similar rates to a difference of 10 percentage points.

#### ONTARIO IN 2009

**Smoking prevalence:** 15.4% (1 654 000 smokers)  
(compared to 16.8% in 2008)

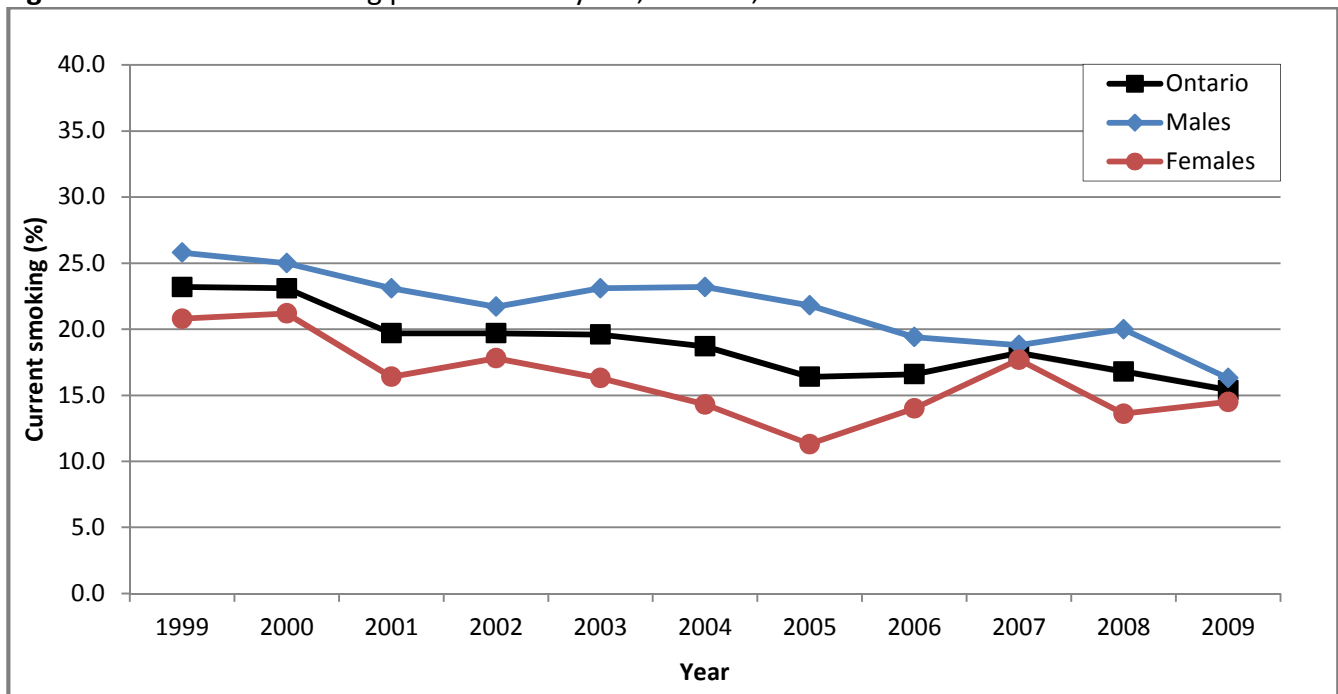
- Males: 16.3% (859 000 smokers)
- Females: 14.5% (793 000 smokers)

**Average daily cigarette consumption:** 14.2 CPD  
(compared to 15.5 CPD in 2008)

- Males: 15.0 CPD
- Females: 13.1 CPD

**Average price per carton<sup>vi</sup>** (200 cigarettes): \$74.49

**Figure 2.15:** Current smoking prevalence\* by sex, Ontario, 1999-2009

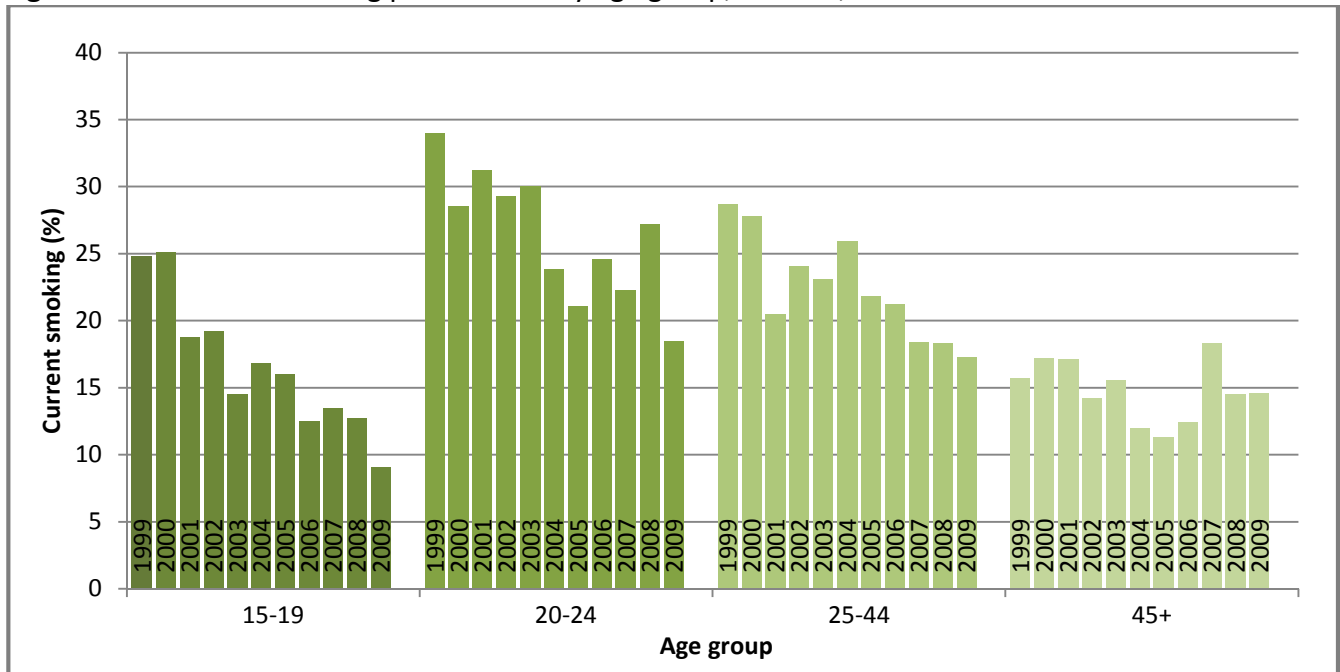


\*Includes daily and non-daily smokers

Data Source: CTUMS, 1999-2009

Figure 2.16 (next page) shows smoking prevalence by age group in Ontario, from 1999-2009. During this time period, smoking prevalence decreased substantially in all age groups except those over 45, for whom smoking prevalence fluctuated around 15%.

Figure 2.16: Current smoking prevalence\* by age group, Ontario, 1999-2009



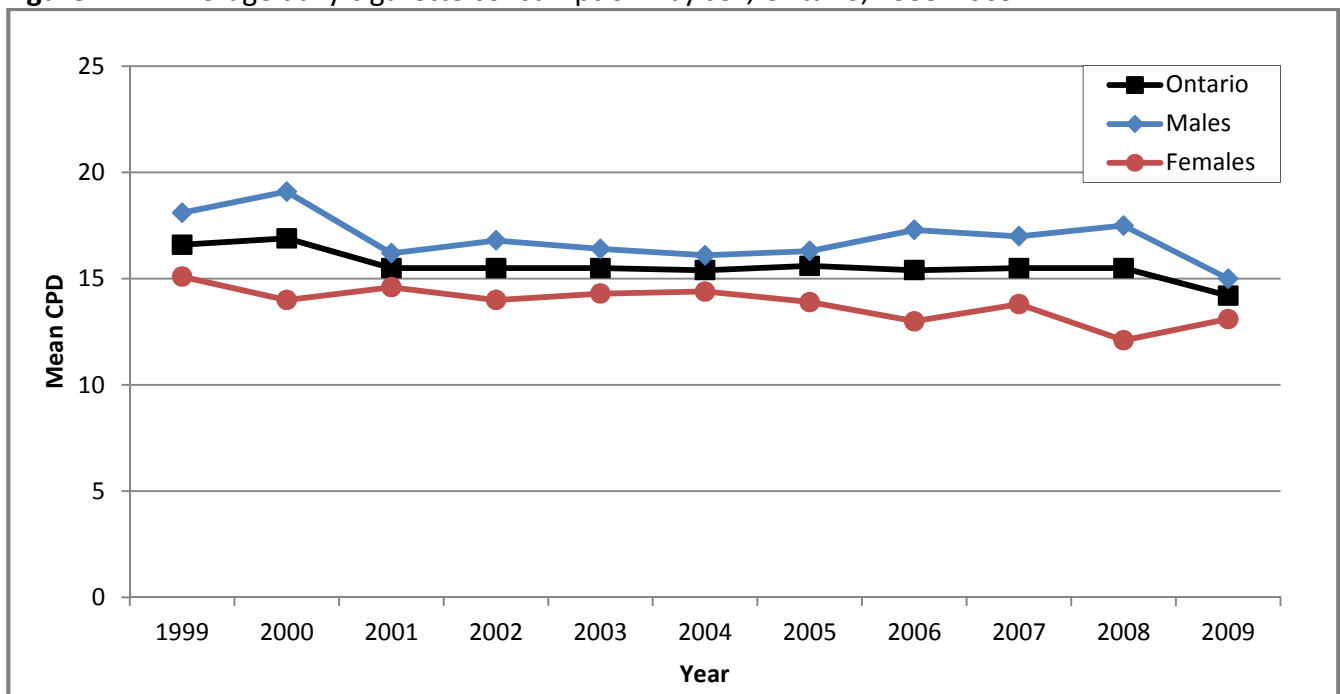
\*Includes daily and non-daily smokers

Data Source: CTUMS, 1999-2009

### Cigarette consumption

Between 1999 and 2009, average daily cigarette consumption in Ontario remained fairly stable (Figure 2.17). Cigarette consumption was higher among male smokers than female smokers in all years, although the magnitude of sex differences varied over time.

Figure 2.17: Average daily cigarette consumption\* by sex, Ontario, 1999-2009



\*Among daily smokers

Data Source: CTUMS, 1999-2009

## 2.6 Quebec

### Smoking prevalence

In 2009, smoking prevalence in Quebec was 20.7%, above the national average of 17.5%.

Figure 2.18 (below) shows smoking prevalence, overall and by sex, in Quebec from 1999-2009. During this time, prevalence declined fairly steadily, and more steeply than in other provinces. Prevalence was similar among males and females in most years, although males had higher smoking rates in a few instances.

#### QUEBEC IN 2009

**Smoking prevalence:** 20.7% (1 343 000 smokers)  
(compared to 19.1% in 2008)

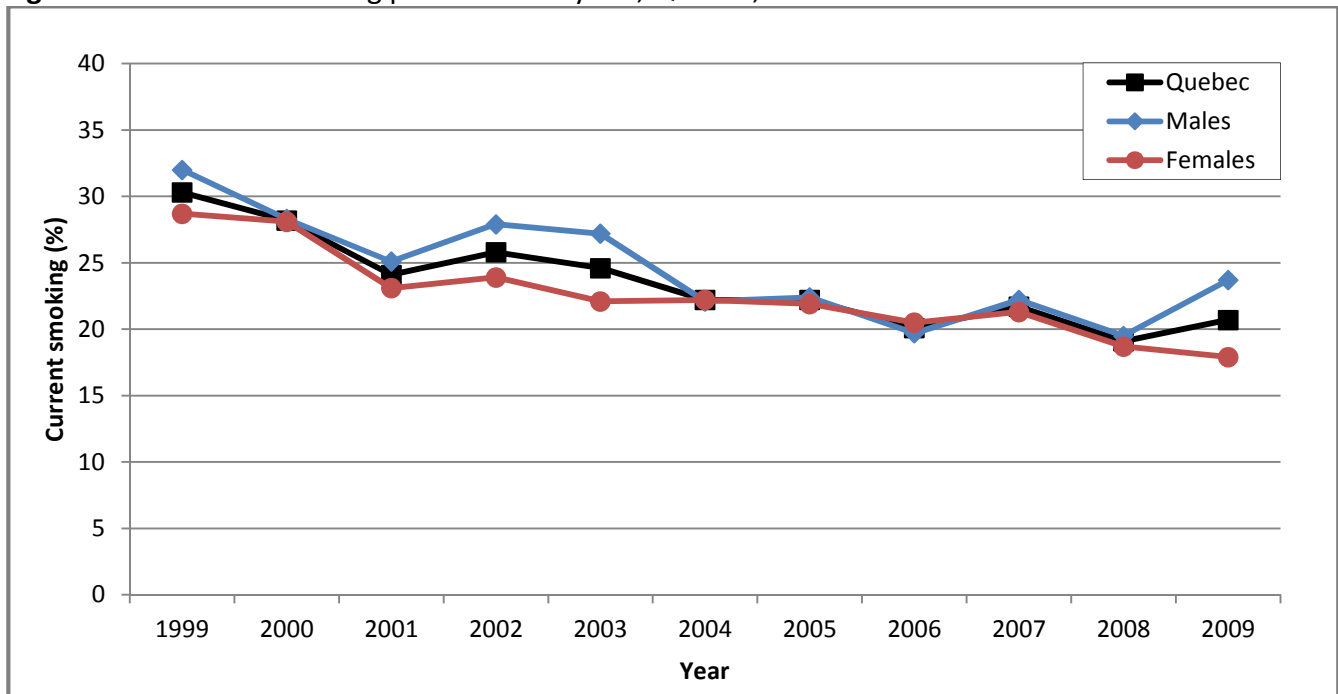
- Males: 23.7% (758 000 smokers)
- Females: 17.9% (589 000 smokers)

**Average daily cigarette consumption:** 15.4 CPD  
(compared to 14.9 CPD in 2008)

- Males: 16.6 CPD
- Females: 13.9 CPD

**Average price per carton<sup>vi</sup>** (200 cigarettes): \$70.18

**Figure 2.18:** Current smoking prevalence\* by sex, Quebec, 1999-2009

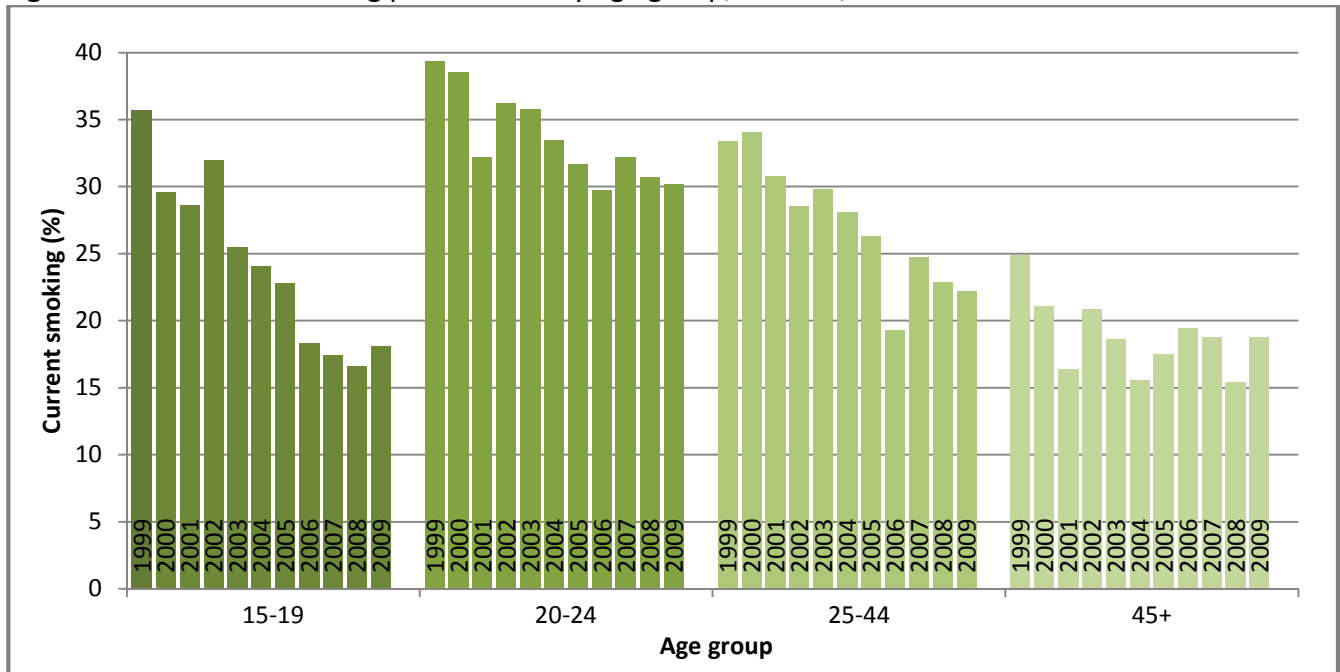


\*Includes daily and non-daily smokers

Data Source: CTUMS, 1999-2009

Figure 2.19 (next page) shows smoking prevalence by age group in Quebec, from 1999-2009. Smoking prevalence decreased in all age groups during this time; most notably, prevalence among 15- to 19-year-olds halved.

Figure 2.19: Current smoking prevalence\* by age group, Quebec, 1999-2009



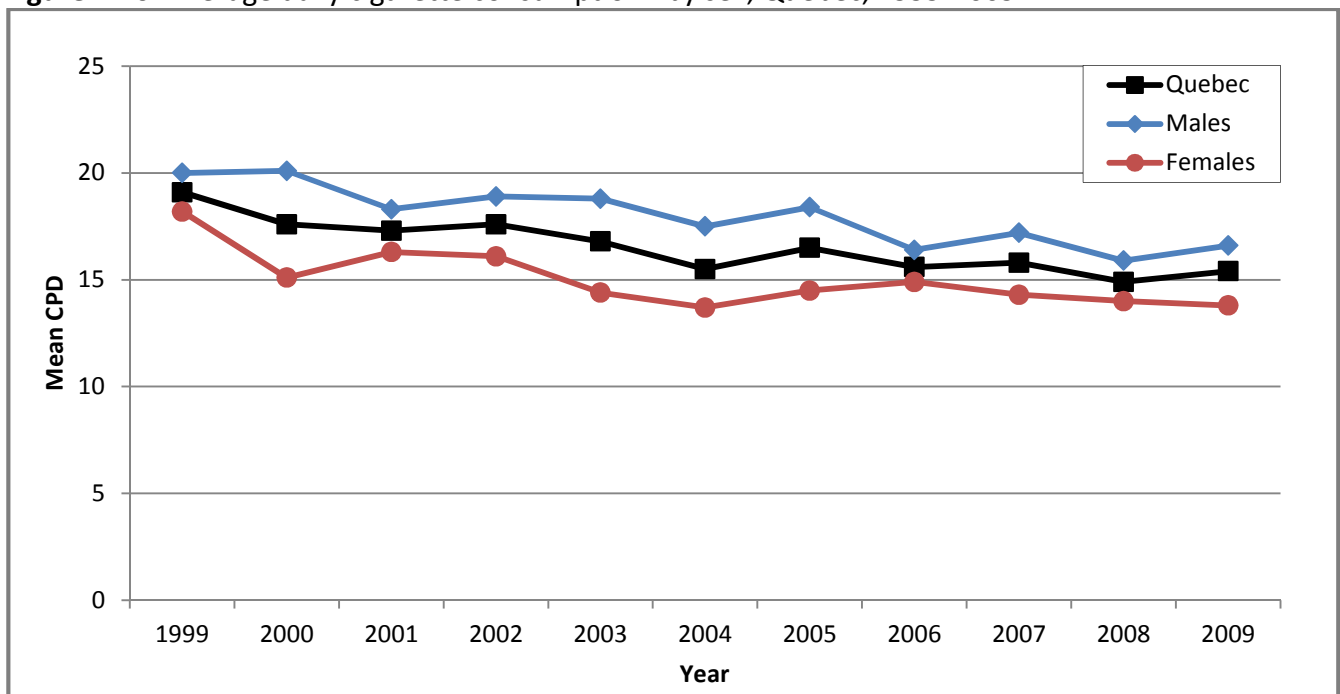
\*Includes daily and non-daily smokers

Data Source: CTUMS, 1999-2009

### Cigarette consumption

Between 1999 and 2009, average daily cigarette consumption in Quebec decreased by more than 4 cigarettes per day (Figure 2.20). Male smokers consumed approximately 2-4 cigarettes more per day than female smokers during this time period.

Figure 2.20: Average daily cigarette consumption\* by sex, Quebec, 1999-2009



\*Among daily smokers

Data Source: CTUMS, 1999-2009

## 2.7 New Brunswick

### Smoking prevalence

In 2009, smoking prevalence in New Brunswick was 21.3%, above the national average of 17.5%.

Figure 2.21 (below) shows smoking prevalence, overall and by sex, in New Brunswick from 1999-2009. During this time, although prevalence fluctuated, it decreased overall. Prevalence was greater among males than females in all years, although there was some variation from year to year in the magnitude of this difference.

#### NEW BRUNSWICK IN 2009

**Smoking prevalence:** 21.3% (135 000 smokers)  
(compared to 19.9% in 2008)

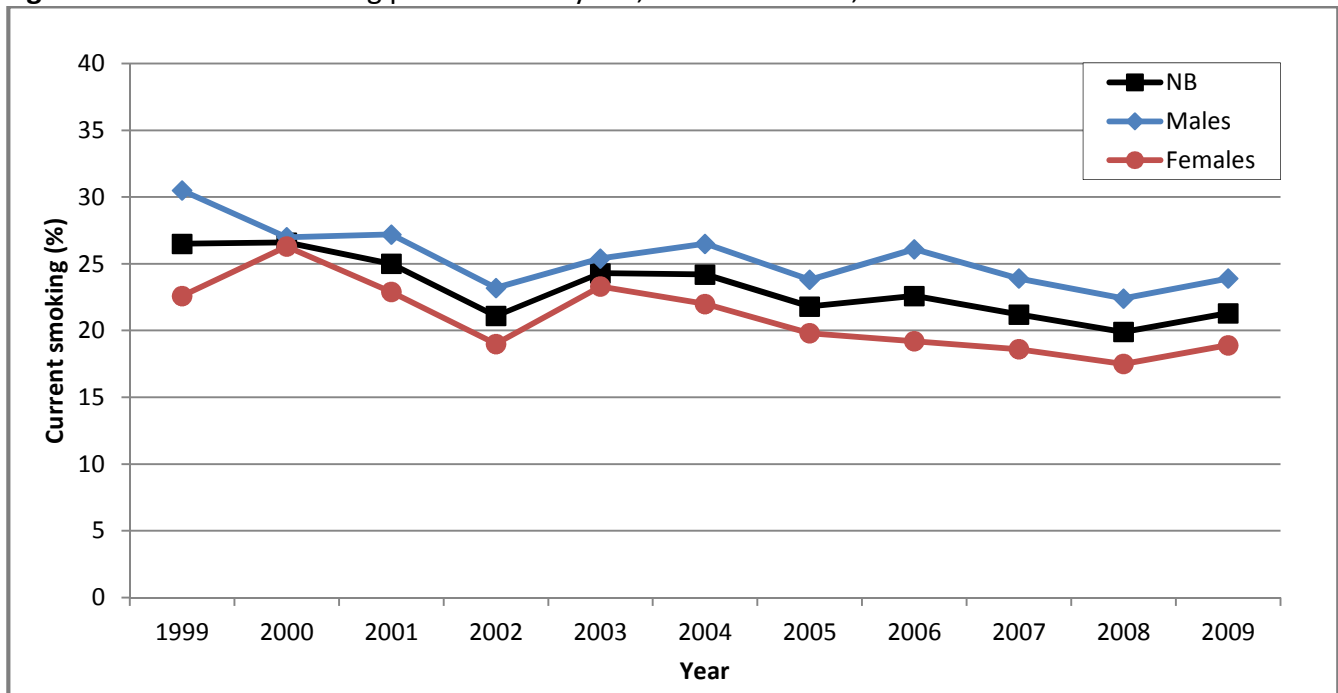
- Males: 23.9% (74 000 smokers)
- Females: 18.9% (61 000 smokers)

**Average daily cigarette consumption:** 16.1 CPD  
(compared to 15.5 CPD in 2008)

- Males: 17.5 CPD
- Females: 14.3 CPD

**Average price per carton<sup>vi</sup> (200 cigarettes):** \$78.81

**Figure 2.21:** Current smoking prevalence\* by sex, New Brunswick, 1999-2009

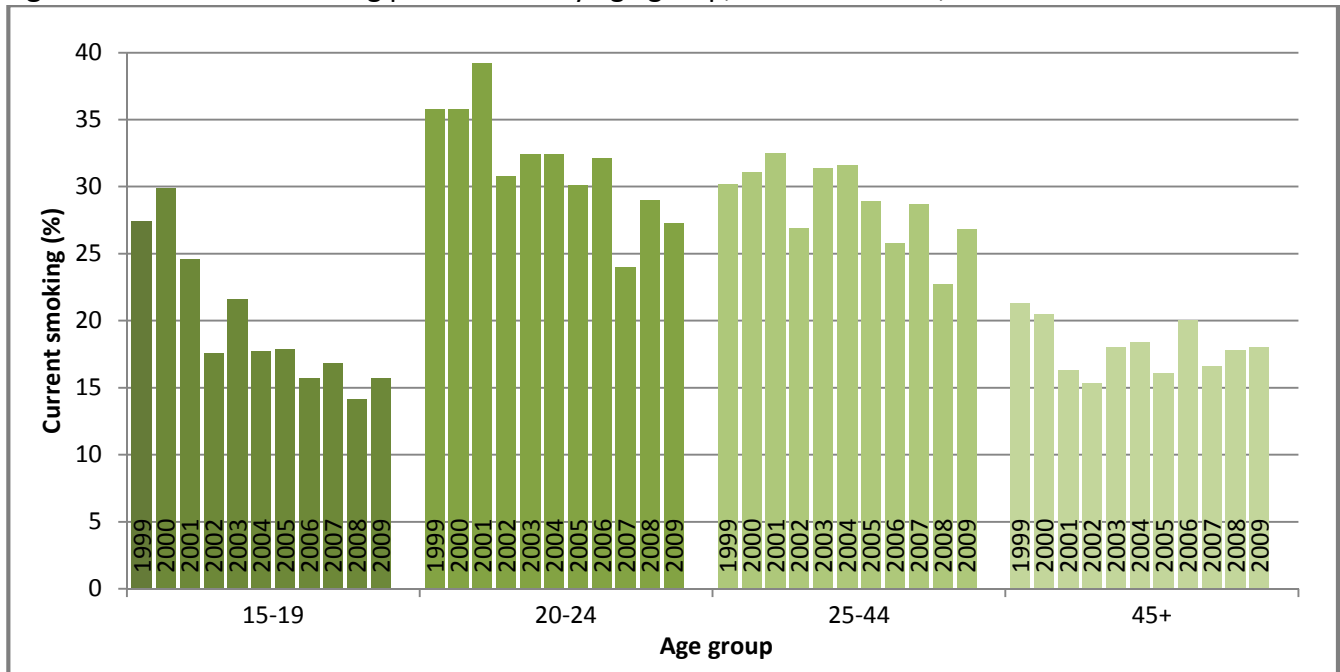


\*Includes daily and non-daily smokers

Data Source: CTUMS, 1999-2009

Figure 2.22 (next page) shows smoking prevalence by age group in New Brunswick, from 1999-2009. During this time period, smoking prevalence decreased in all age groups; the largest decrease was among those aged 15-19, whose smoking rate nearly halved.

Figure 2.22: Current smoking prevalence\* by age group, New Brunswick, 1999-2009



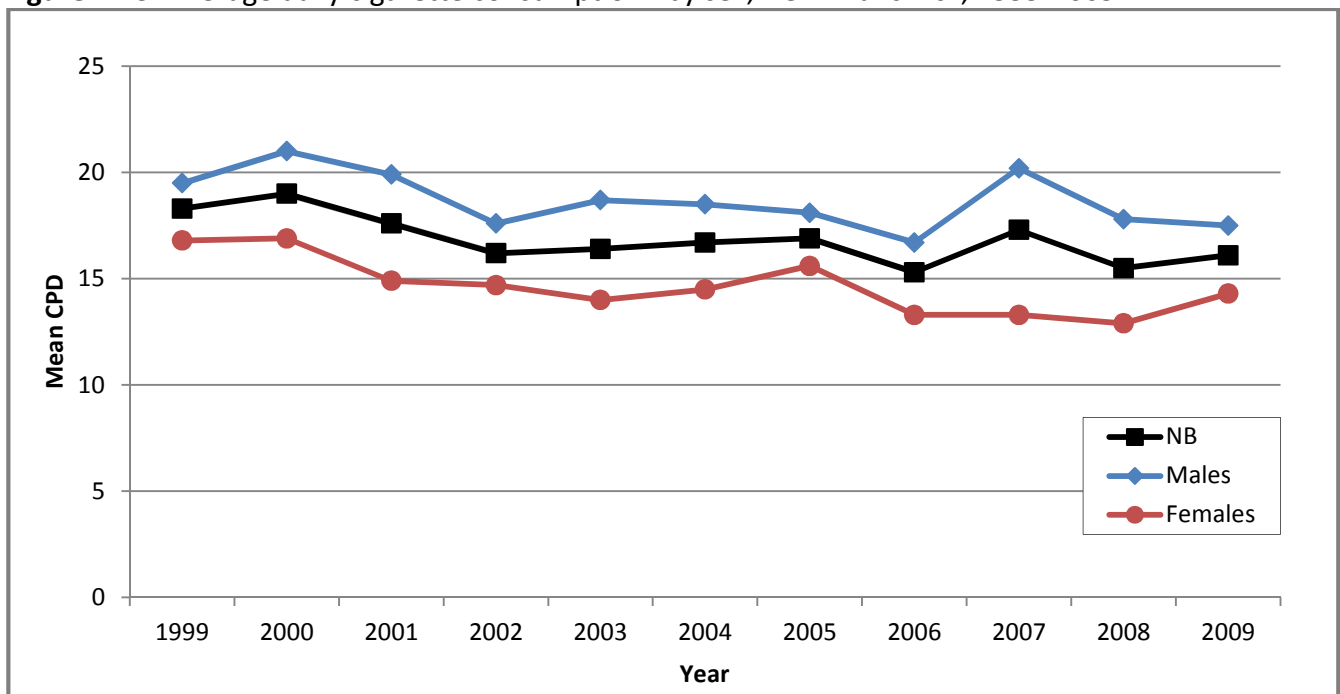
\*Includes daily and non-daily smokers

Data Source: CTUMS, 1999-2009

### Cigarette consumption

Between 1999 and 2009, average daily cigarette consumption in New Brunswick appears to have decreased overall, although little net change has occurred since 2002 (Figure 2.23). Male smokers consumed considerably more cigarettes per day than female smokers in all years.

Figure 2.23: Average daily cigarette consumption\* by sex, New Brunswick, 1999-2009



\*Among daily smokers

Data Source: CTUMS, 1999-2009

## 2.8 Nova Scotia

### Smoking prevalence

In 2009, smoking prevalence in Nova Scotia was 19.8%, above the national average of 17.5%.

Figure 2.24 (below) shows smoking prevalence, overall and by sex, in Nova Scotia from 1999-2009. Prevalence decreased fairly steadily and steeply for the first half of the decade, before reaching a plateau around 20%. Prevalence was greater among males than females in all years observed.

#### NOVA SCOTIA IN 2009

**Smoking prevalence:** 19.8% (156 000 smokers)  
(compared to 19.7% in 2008)

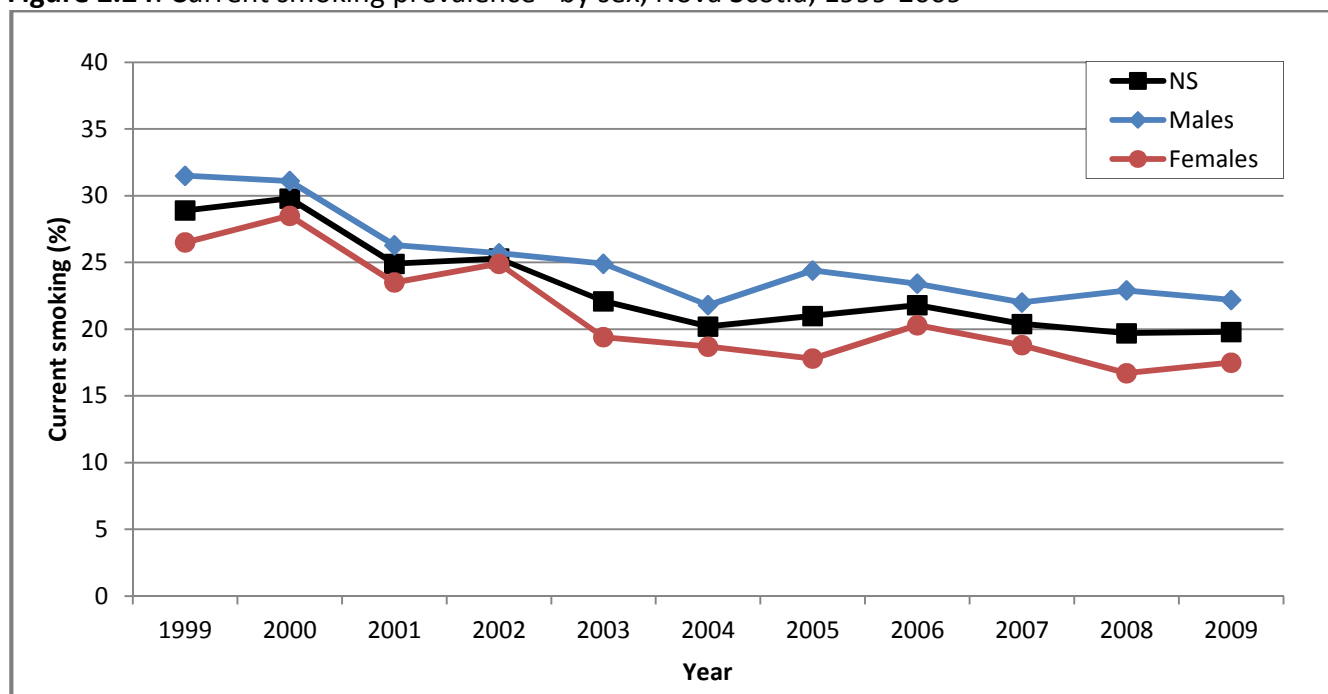
- Males: 22.2% (85 000 smokers)
- Females: 17.5% (71 000 smokers)

**Average daily cigarette consumption:** 15.1 CPD  
(compared to 15.5 CPD in 2008)

- Males: 17.7 CPD
- Females: 12.0 CPD

**Average price per carton<sup>vi</sup> (200 cigarettes):** \$100.89

**Figure 2.24:** Current smoking prevalence\* by sex, Nova Scotia, 1999-2009

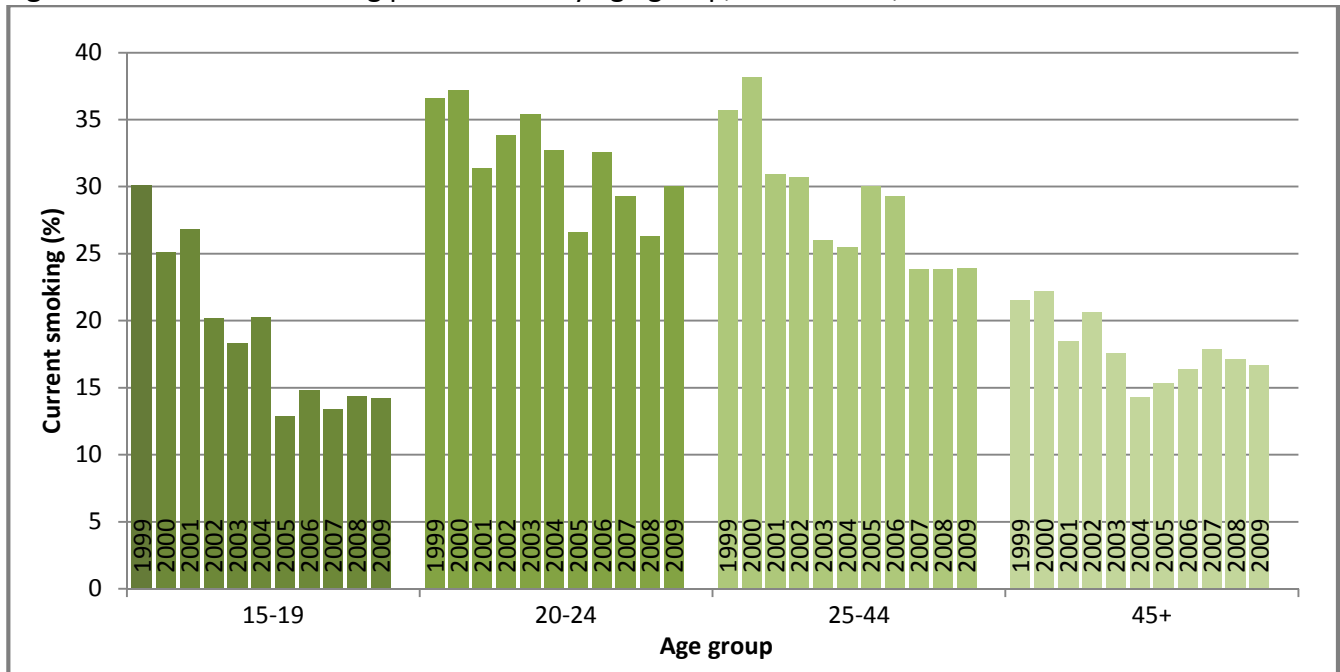


\*Includes daily and non-daily smokers

Data Source: CTUMS, 1999-2009

Figure 2.25 (next page) shows smoking prevalence by age group in Nova Scotia, from 1999-2009. During this time period, smoking prevalence decreased substantially, although not steadily, in all age groups. The largest decrease observed was among those aged 15-19, for whom smoking was reduced by more than half, while the smallest decline was among those over 45 years old.

Figure 2.25: Current smoking prevalence\* by age group, Nova Scotia, 1999-2009



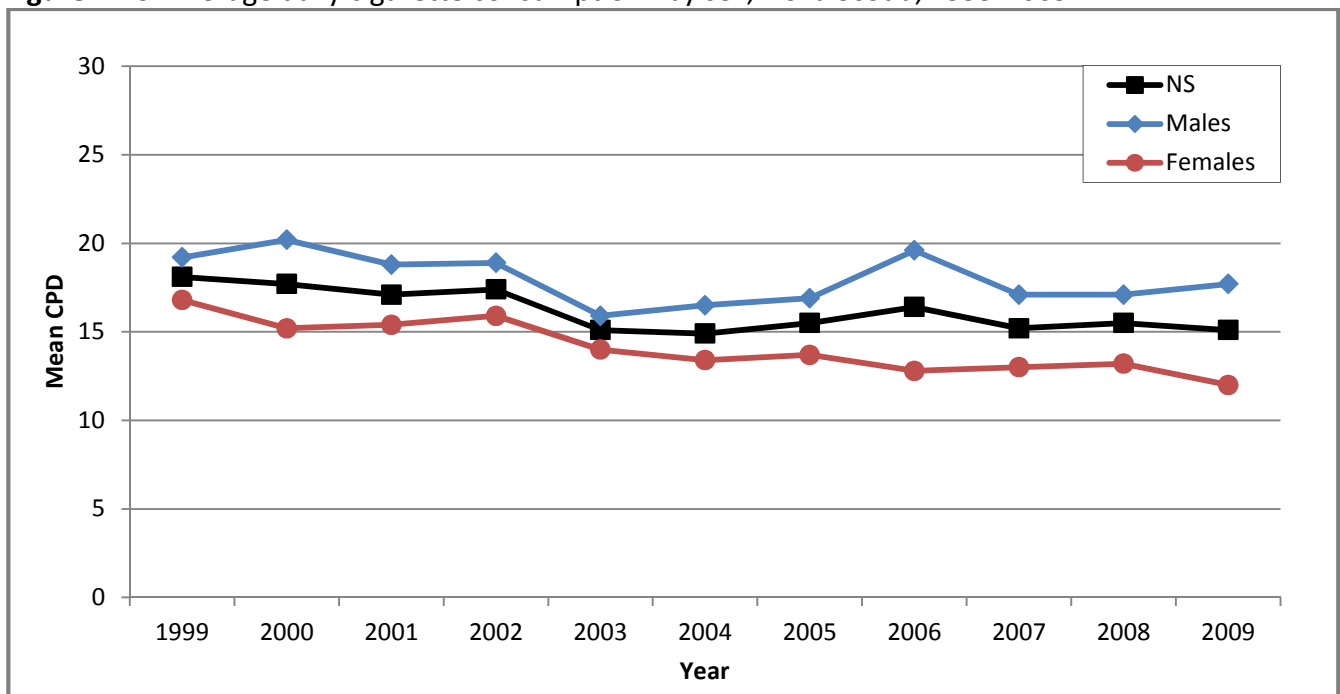
\*Includes daily and non-daily smokers

Data Source: CTUMS, 1999-2009

### Cigarette consumption

Between 1999 and 2009, average daily cigarette consumption in Nova Scotia appears to have decreased, although little change has been observed since 2003 (Figure 2.26). Male smokers consumed more cigarettes per day than female smokers in all years, with some variation.

Figure 2.26: Average daily cigarette consumption\* by sex, Nova Scotia, 1999-2009



\*Among daily smokers

Data Source: CTUMS, 1999-2009

## 2.9 Prince Edward Island

### Smoking prevalence

In 2009, smoking prevalence in Prince Edward Island was 17.7%, just slightly above the national average of 17.5%.

Figure 2.27 (below) shows smoking prevalence, overall and by sex, in Prince Edward Island from 1999-2009. Prevalence decreased slowly but steadily over this time, and was consistently higher among males than females.

#### PRINCE EDWARD ISLAND IN 2009

**Smoking prevalence:** 17.7% (21 000 smokers)  
(compared to 19.2% in 2008)

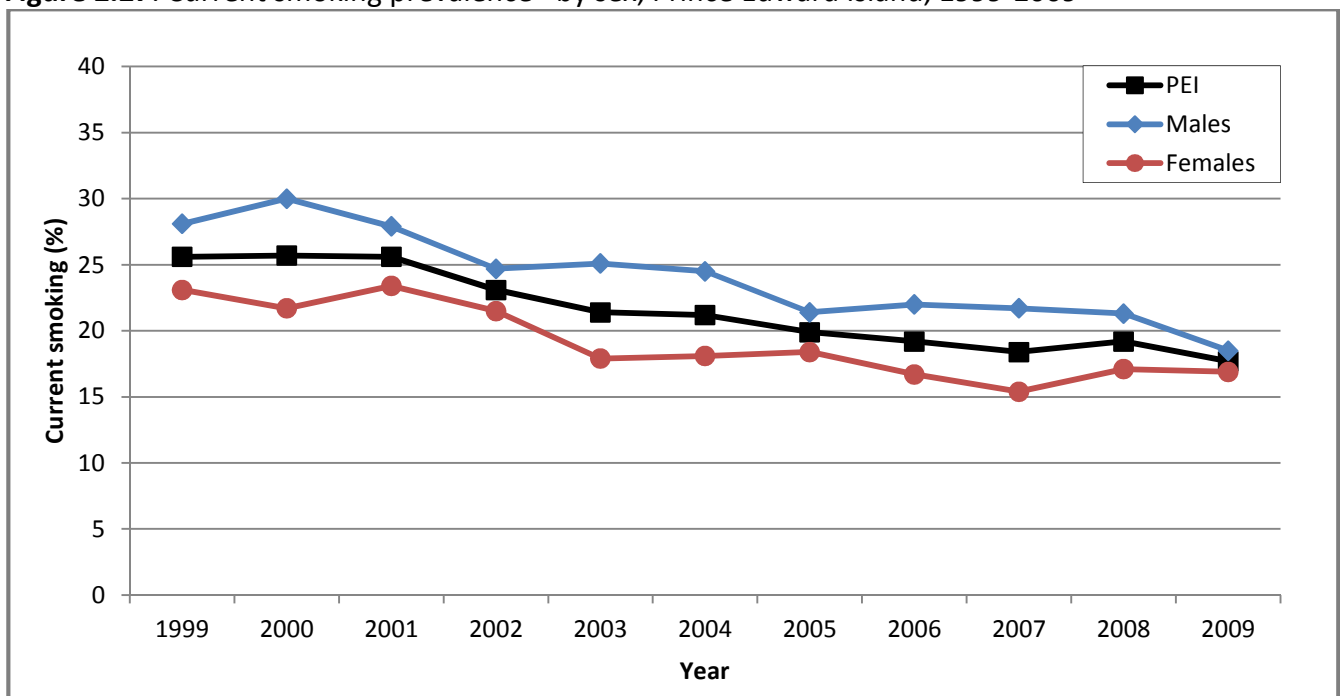
- Males: 18.5% (10 000 smokers)
- Females: 16.9% (10 000 smokers)

**Average daily cigarette consumption:** 15.2 CPD  
(compared to 14.7 CPD in 2008)

- Males: 16.5 CPD
- Females: 13.9 CPD

**Average price per carton<sup>vi</sup> (200 cigarettes):** \$95.70

**Figure 2.27:** Current smoking prevalence\* by sex, Prince Edward Island, 1999-2009



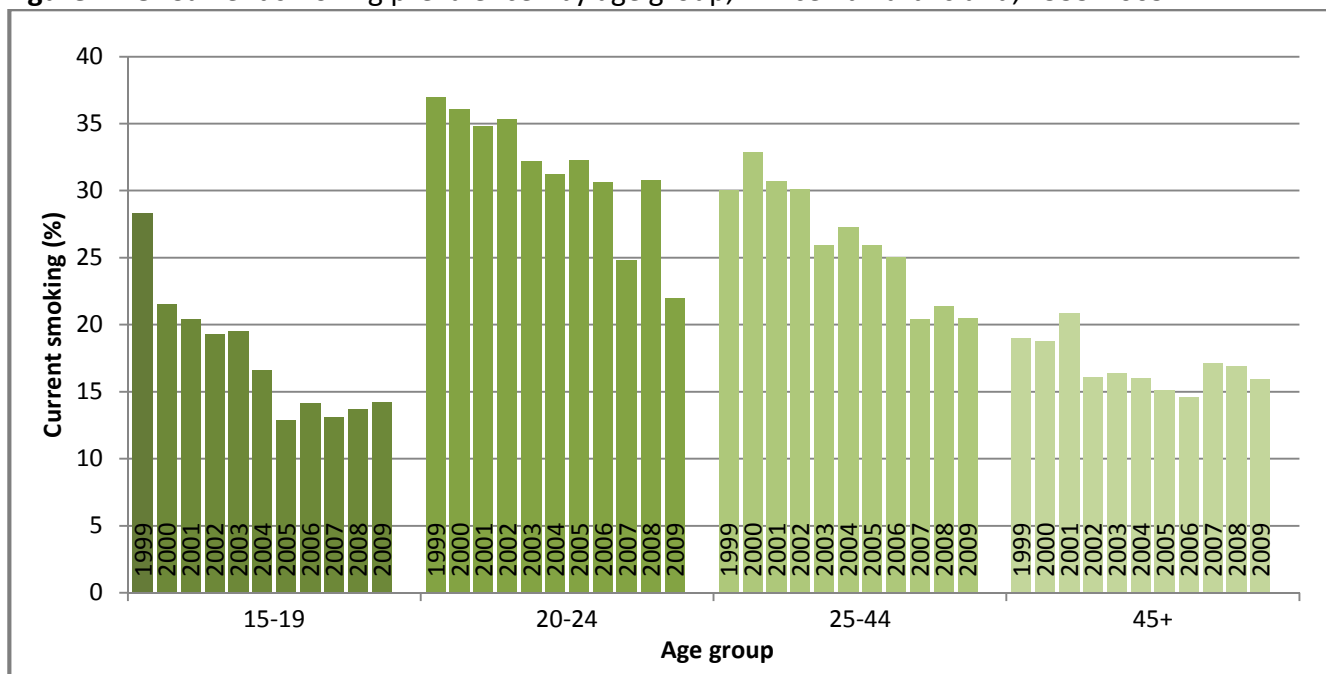
\*Includes daily and non-daily smokers

Data Source: CTUMS, 1999-2009

Figure 2.28 (next page) shows smoking prevalence by age group in Prince Edward Island, from 1999-2009. During this time period, smoking prevalence decreased in all age groups, although only modestly among those over 45 years old. The largest decrease observed was among those aged 15-19, whose smoking rate dropped by half during this time period.

## SMOKING IN THE PROVINCES: PRINCE EDWARD ISLAND

**Figure 2.28:** Current smoking prevalence\* by age group, Prince Edward Island, 1999-2009



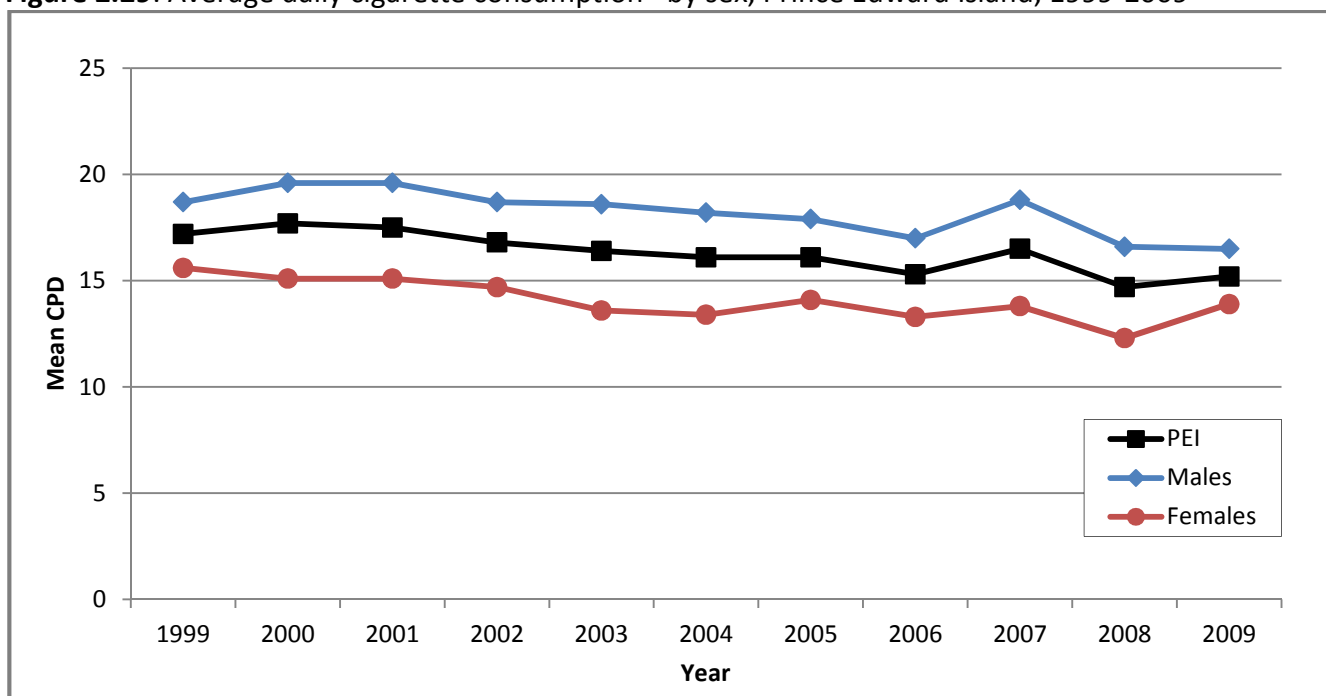
\*Includes daily and non-daily smokers

Data Source: CTUMS, 1999-2009

### Cigarette consumption

Between 1999 and 2009, average daily cigarette consumption in Prince Edward Island appears to have decreased, slowly but fairly steadily (Figure 2.29). Male smokers consistently consumed approximately 3-5 more cigarettes per day than female smokers in all years.

**Figure 2.29:** Average daily cigarette consumption\* by sex, Prince Edward Island, 1999-2009



\*Among daily smokers

Data Source: CTUMS, 1999-2009

## 2.10 Newfoundland & Labrador

### Smoking prevalence

In 2009, smoking prevalence in Newfoundland & Labrador was 20.7%, above the national average of 17.5%.

Figure 2.30 (below) shows smoking prevalence, overall and by sex, in Newfoundland and Labrador from 1999-2009. Overall prevalence declined fairly steeply and steadily until 2005, and has fluctuated around 20% since. This general pattern was observed for both males and females, although prevalence was higher among males in all years.

#### NEWFOUNDLAND & LABRADOR IN 2009

**Smoking prevalence:** 20.7% (89 000 smokers)  
(compared to 20.2% in 2008)

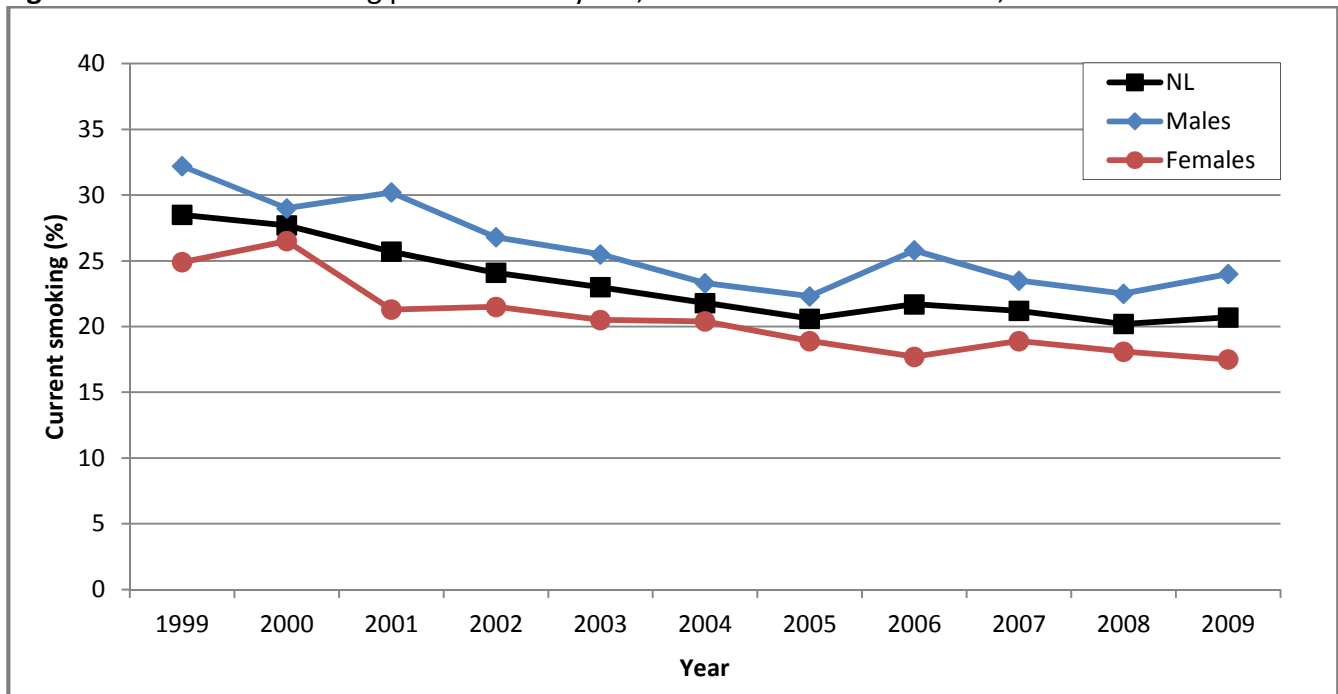
- Males: 24.0% (50 000 smokers)
- Females: 17.5% (39 000 smokers)

**Average daily cigarette consumption:** 15.4 CPD  
(compared to 14.1 CPD in 2008)

- Males: 18.2 CPD
- Females: 12.0 CPD

**Average price per carton<sup>vi</sup>** (200 cigarettes): \$92.93

**Figure 2.30:** Current smoking prevalence\* by sex, Newfoundland & Labrador, 1999-2009



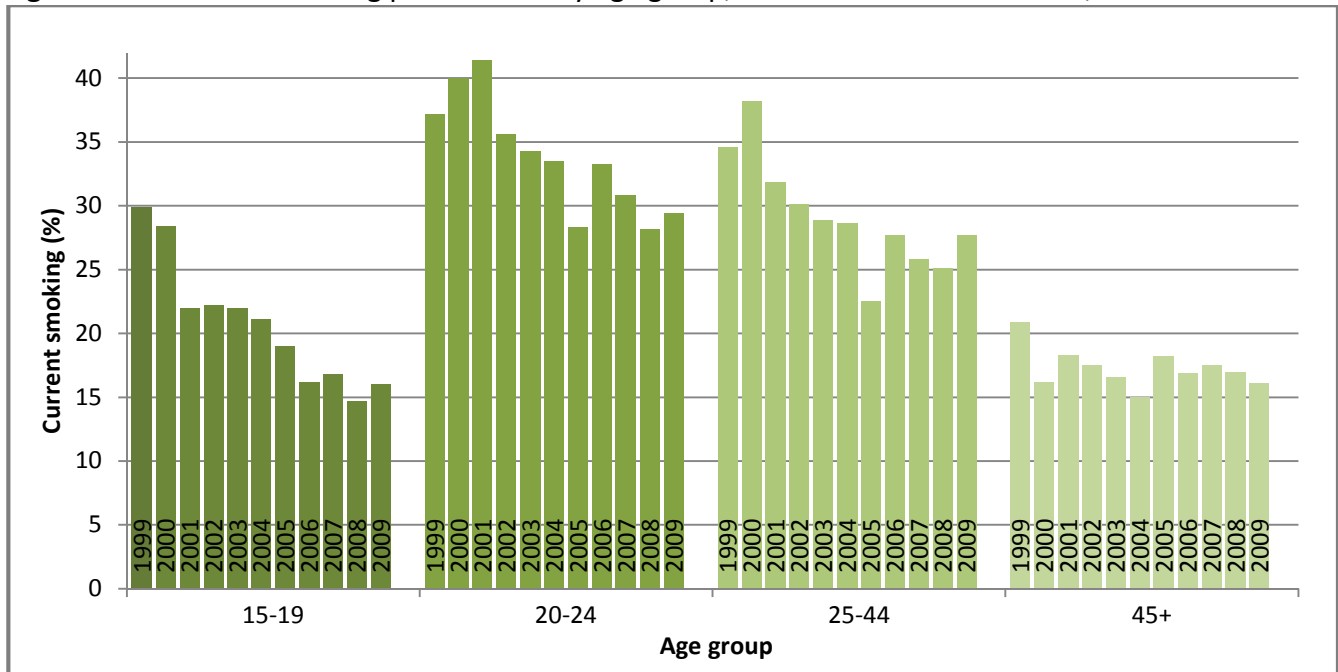
\*Includes daily and non-daily smokers

Data Source: CTUMS, 1999-2009

**Figure 2.31** (next page) shows smoking prevalence by age group in Newfoundland & Labrador, from 1999-2009. During this time period, smoking prevalence decreased in all age groups, although only slightly among those over 45. The largest decrease observed was among those aged 15-19, whose smoking rate dropped by nearly half.

## SMOKING IN THE PROVINCES: NEWFOUNDLAND & LABRADOR

**Figure 2.31:** Current smoking prevalence\* by age group, Newfoundland & Labrador, 1999-2009



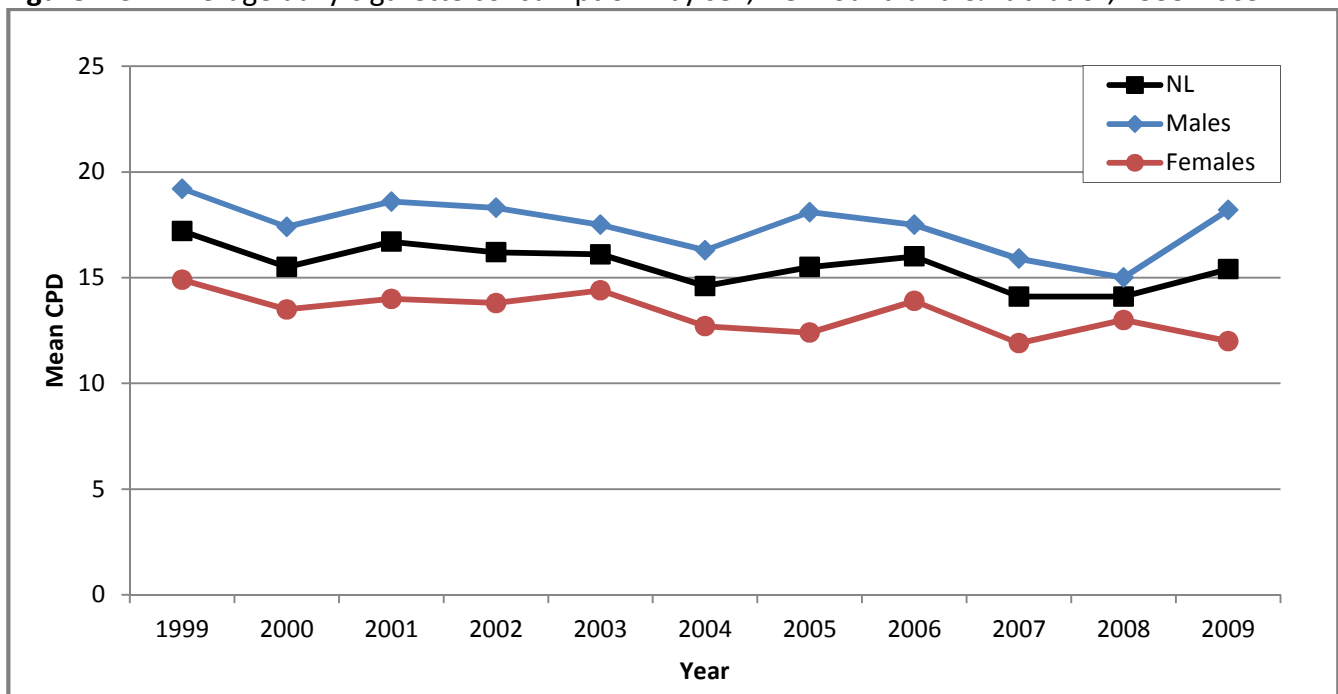
\*Includes daily and non-daily smokers

Data Source: CTUMS, 1999-2009

### ***Cigarette consumption***

Between 1999 and 2009, average daily cigarette consumption in Newfoundland & Labrador has fluctuated, appears to have decreased overall (Figure 2.32). Male smokers consumed considerably more cigarettes per day than female smokers in all years.

**Figure 2.32:** Average daily cigarette consumption\* by sex, Newfoundland & Labrador, 1999-2009



\*Among daily smokers

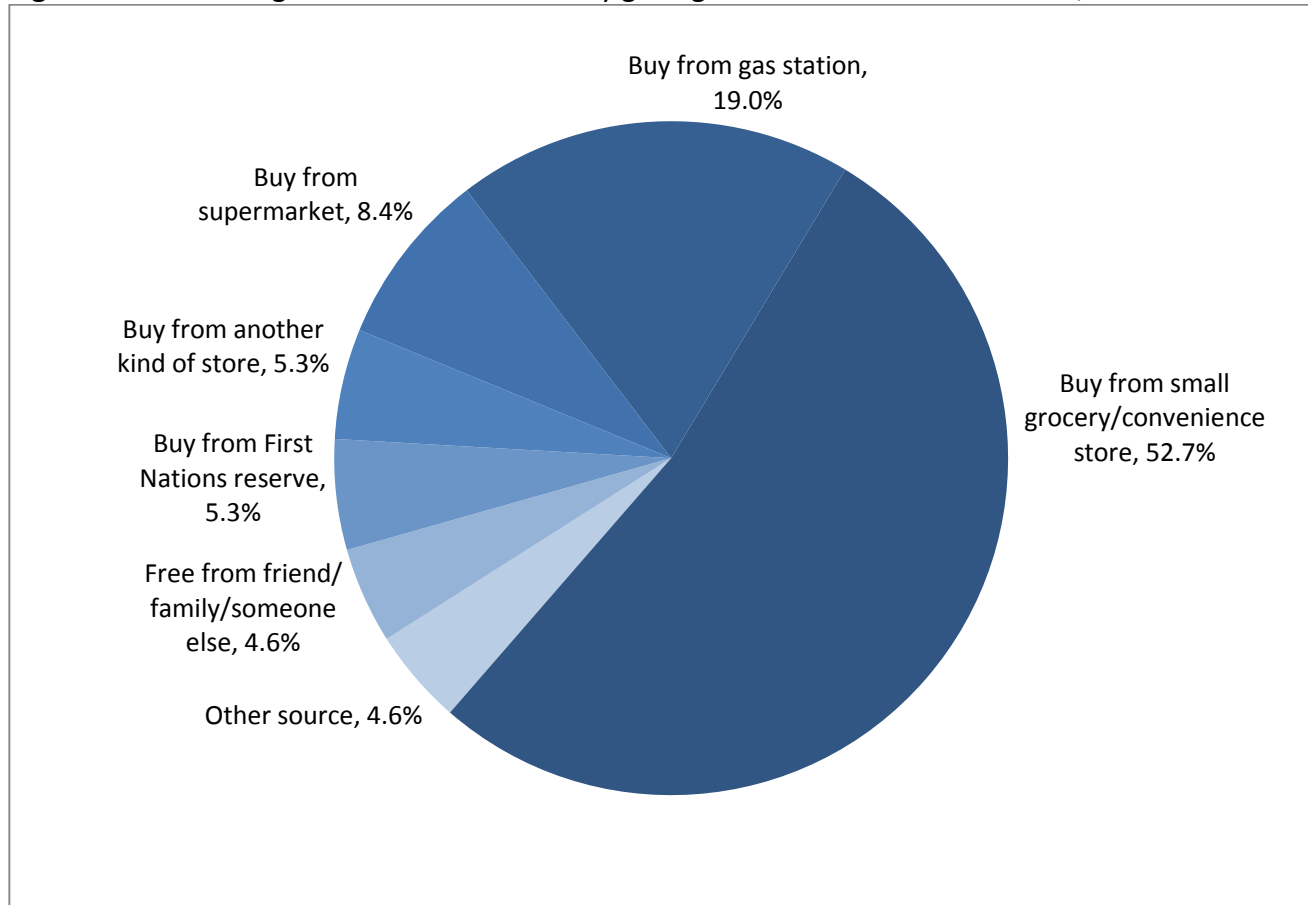
Data Source: CTUMS, 1999-2009

### 3. Sources of Cigarettes

#### Usual Sources of Cigarettes

When smokers were asked where they usually got their cigarettes, nine out of ten purchased them for themselves, most often from a small grocery or convenience store, gas station, or supermarket (Figure 3.1). Notably, 5% of smokers stated their usual source of cigarettes as a First Nations reserve.

**Figure 3.1:** Percentage of smokers who usually get cigarettes from various sources, 2009



Data Source: CTUMS, 2009

**Nearly half of Canadian smokers had purchased cigarettes from a cheaper source in the past 6 months, including buying a discount brand, smuggled cigarettes, and purchasing out of province or on a First Nations reserve.**

*(See next page)*

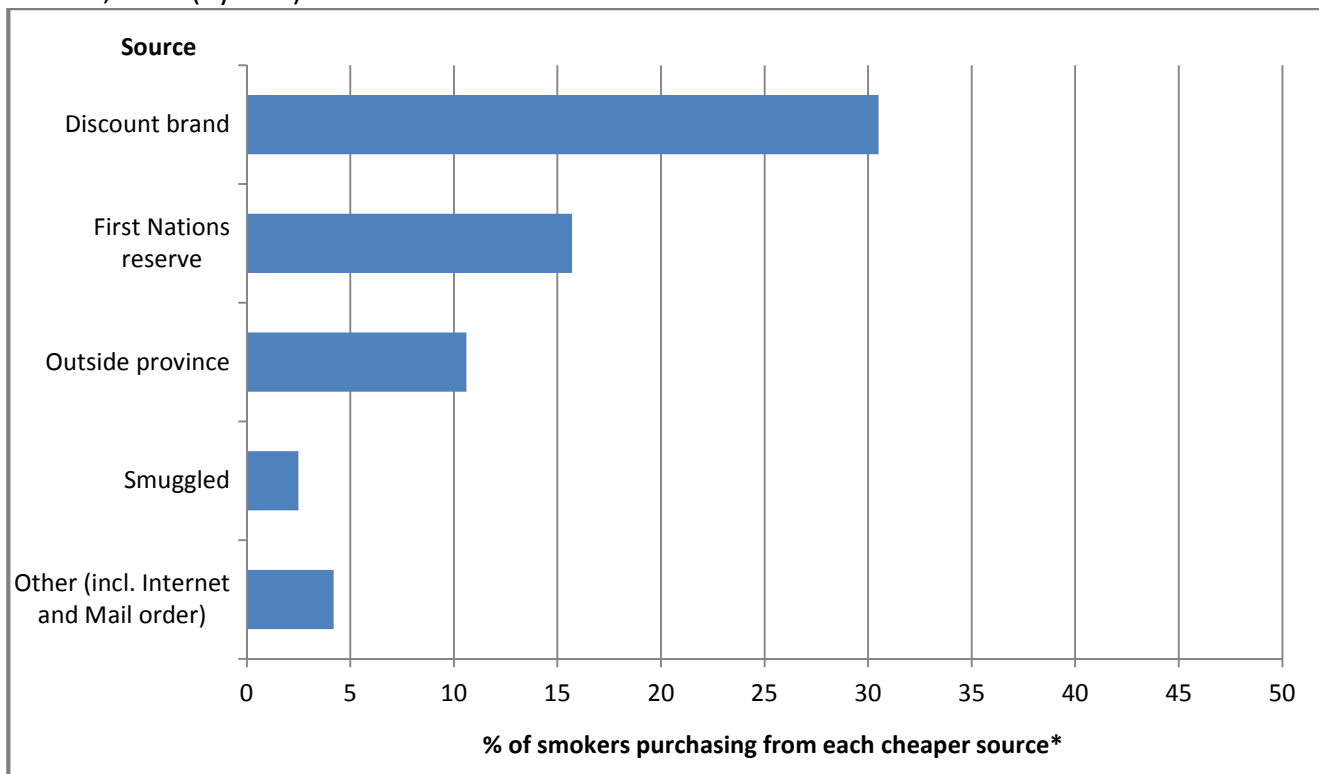
## Purchasing Cheaper Cigarettes

Smokers are price-sensitive, and may seek ways to purchase cheaper cigarettes, particularly as tobacco taxes increase the overall price of cigarettes. One such source is purchasing contraband cigarettes. Contraband is “any tobacco product that does not comply with the provisions of all applicable federal and provincial statutes. This includes importation, stamping, marking, manufacturing, distributing and payment of duties and taxes”<sup>vii, p.12</sup>. The RCMP has identified the trade in contraband as a “serious threat to public safety and health”<sup>vii, p. 15</sup>. The federal government has also recently made contraband a priority issue for tobacco control in Canada, and the Minister of Public Safety created a Task Force on Illicit Tobacco Products in 2008 to deal with the issue<sup>viii</sup>.

Although CTUMS does not explicitly monitor self-reported levels of contraband use, sources of purchase may give some indication. Many of the source categories below may include contraband, where appropriate taxation has been evaded.

In 2009, nearly half of Canadian smokers (44.4%) reported purchasing cigarettes from a cheaper source in the past 6 months. The most common way to reduce the cost of cigarettes was purchasing a discount brand, reported by 3 in 10 smokers, followed by purchasing from a First Nations reserve, and purchasing out of province (Figure 3.2).

**Figure 3.2:** Percentage of smokers who purchased cigarettes from cheaper sources in the past 6 months, 2009 (Cycle 1)



Data Source: CTUMS, 2009, Cycle 1

\*NOTE: Smokers could indicate multiple sources, so these estimates should not be added

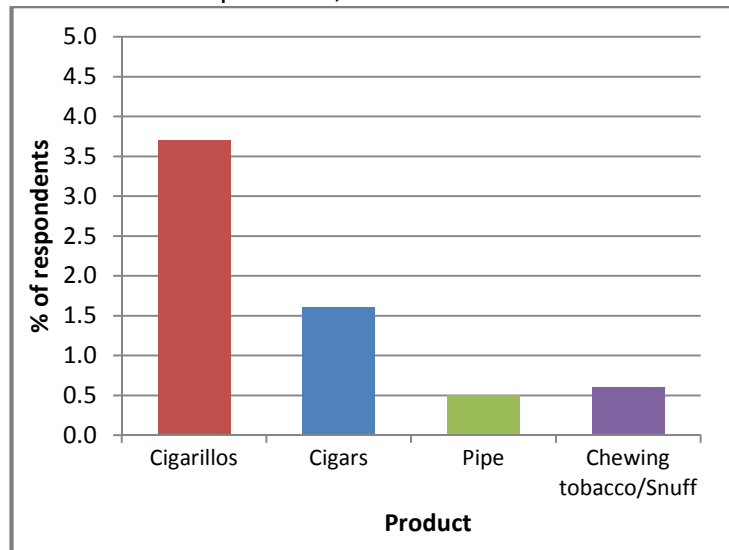
## 4. Use of Other Tobacco Products in Canada

### 4.1 Prevalence of Use of Other Tobacco Products

Cigarillos (little cigars) were the most popular tobacco product other than cigarettes, with 3.7% of Canadians reporting use in the past 30 days (Figure 4.1). Cigar use was reported by 1.6% of respondents, whereas pipe and chewing tobacco/snuff use were much less common, used by less than 1% of respondents (Figure 4.1).

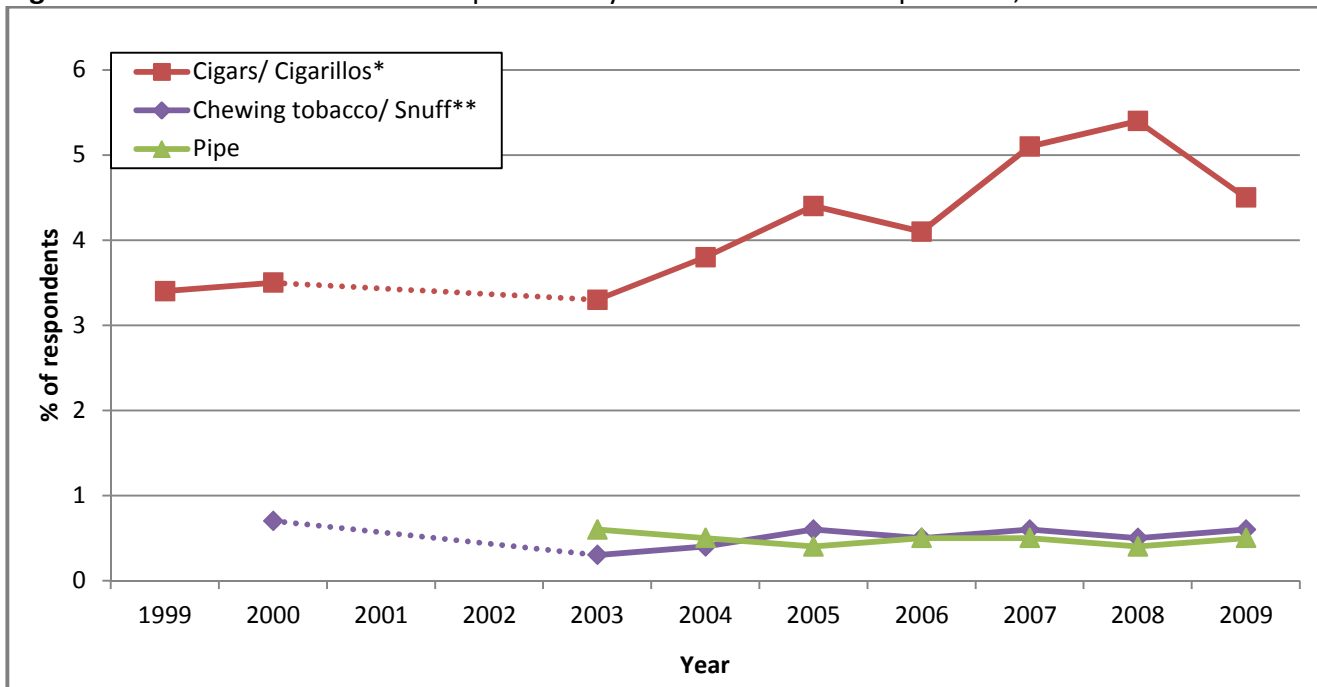
After regular increases since 1999, use of cigars/cigarillos appears to have declined somewhat between 2008 and 2009. Use of chewing tobacco/snuff and use of a pipe have both remained fairly stable over time (Figure 4.2).

**Figure 4.1:** Prevalence of use in the past 30 days for various tobacco products, 2009



Data Source: CTUMS, 2009

**Figure 4.2:** Prevalence of use in the past 30 days for various tobacco products, 1999-2009



\*Prior to 2007, cigars and cigarillos were grouped together in a single questionnaire item; in 2007, 2008 and 2009 they were asked as two separate items and combined in the analysis

\*\*In 2000, chewing tobacco and pinch/snuff were asked as separate questionnaire items and combined in the analysis; in 2003-2009 they were grouped together in a single item

Data Source: CTUMS, 1999-2009

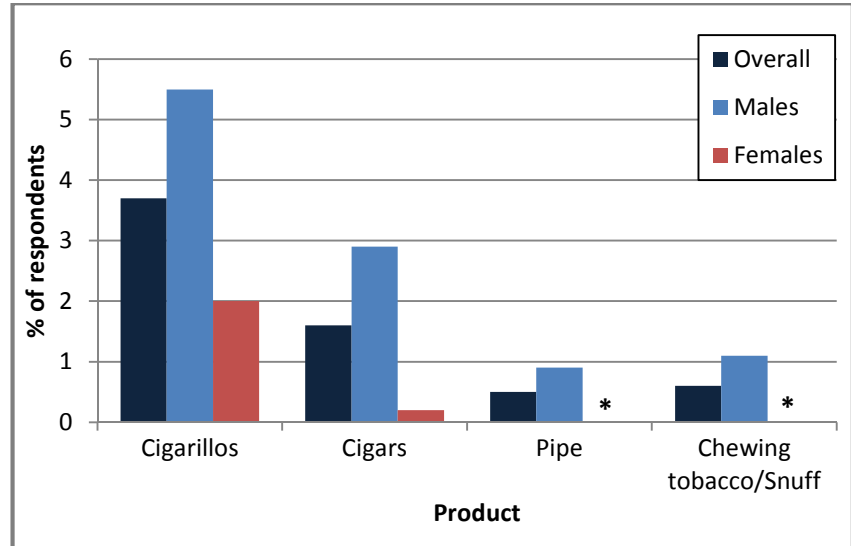
Demographic Patterns in Other Tobacco Use

Other Tobacco Use by Sex

For all tobacco products, prevalence of use was significantly higher among males than females<sup>21-25</sup>. For example, in 2009, while more than 5% of males had smoked a cigarillo in the last 30 days, just 2% of females had done so (Figure 4.3).

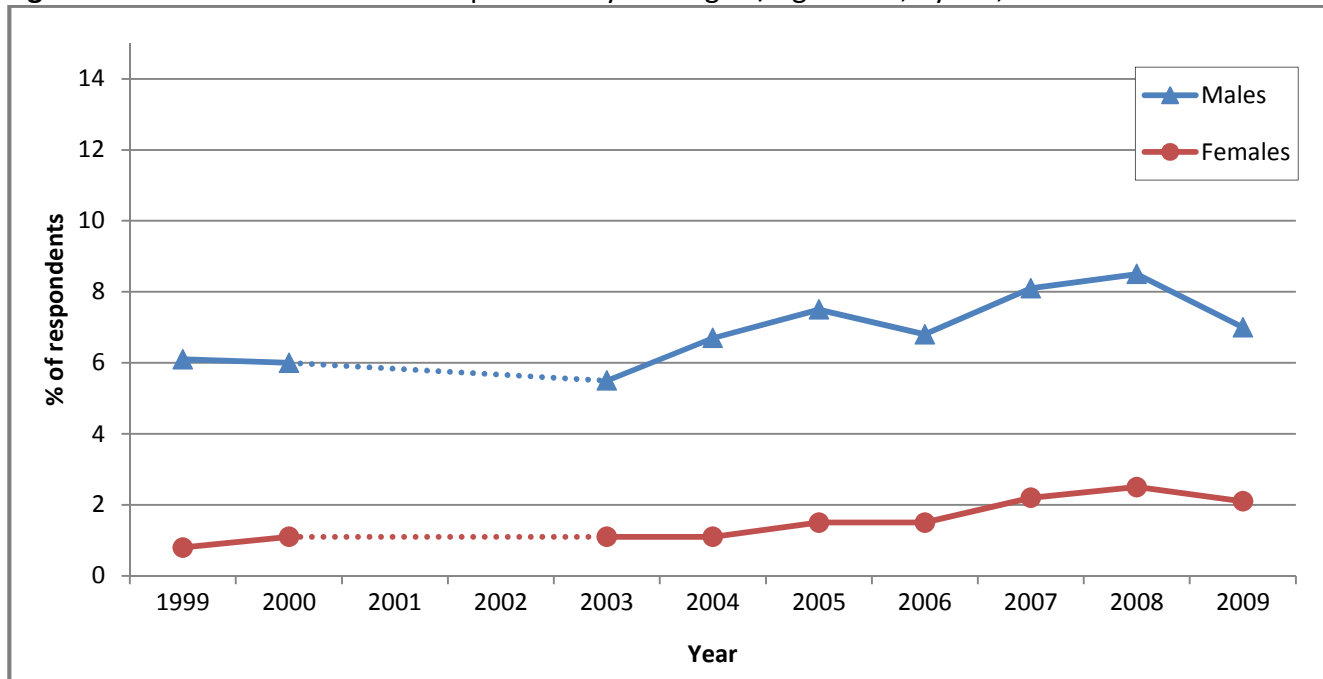
Over time, the use of cigars/cigarillos has increased approximately in parallel for both males and females; gender differences have persisted over time (Figure 4.4).

Figure 4.3: Prevalence of use in the past 30 days for various tobacco products, by sex, 2009



\*Data not reportable due to low numbers in the numerator and/or denominator  
Data Source: CTUMS, 2009

Figure 4.4: Prevalence of use in the past 30 days for cigars/cigarillos\*, by sex, 1999-2009



\*Prior to 2007, cigars and cigarillos were grouped together in a single questionnaire item; in 2007, 2008 and 2009 they were asked as two separate items and combined in the analysis

Data Source: CTUMS, 1999-2009

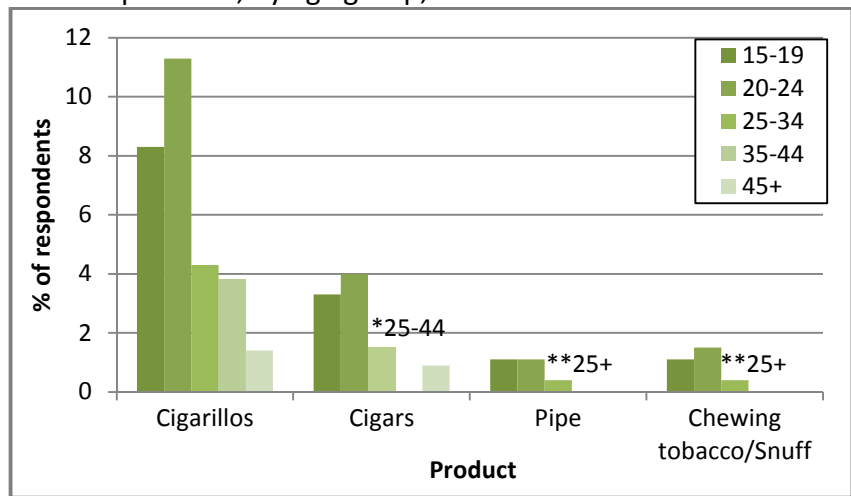
**Other Tobacco Use by Age**

In 2009, use of other tobacco products varied significantly by age group<sup>26-29</sup> (Figure 4.5). Youth and young adults between ages 15 and 24 reported the highest prevalence of use of other tobacco products, particularly cigars and cigarillos. After young adulthood, prevalence of use appears to decrease with age for all products (Figure 4.5).

This pattern of high use among the younger age groups, declining with increasing age, applies to cigar/cigarillo use in most years (where data is

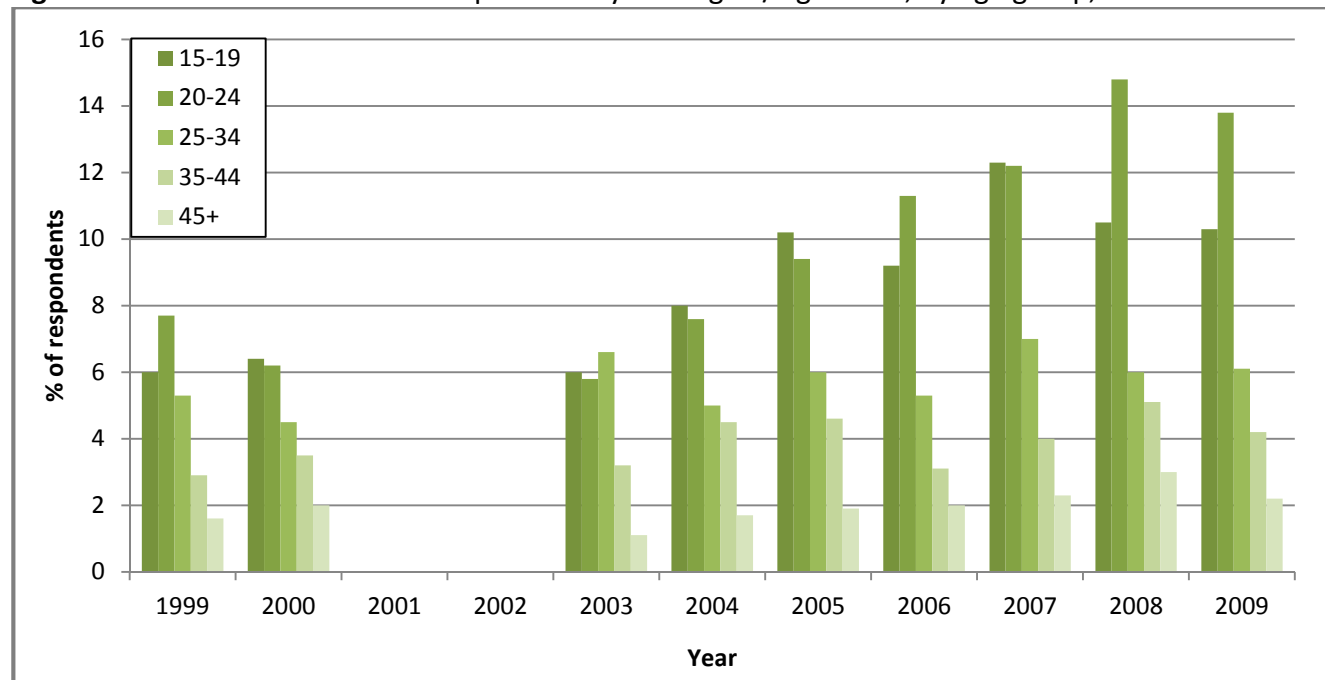
available) between 1999 and 2009 (Figure 4.6). In addition, the difference in prevalence between younger and older age groups appears to have grown over time, especially for the 20-24 age group. Use of cigars/cigarillos appears to have generally increased over time in all groups, with the exception of the most recent year, where rates of use in all groups were similar or slightly lower than 2008.

**Figure 4.5:** Prevalence of use in the past 30 days for various tobacco products, by age group, 2009



\*Age groups 25-34 and 35-44 have been combined due to low numbers  
 \*\*Age groups over 25 have been combined due to low numbers  
 Data Source: CTUMS, 2009

**Figure 4.6:** Prevalence of use in the past 30 days for cigars/cigarillos\*, by age group, 1999-2009



\*Prior to 2007, cigars and cigarillos were grouped together in a single questionnaire item; in 2007, 2008 and 2009, they were asked as two separate items and combined in the analysis  
 Data Source: CTUMS, 1999-2009

**Other Tobacco Use by Province**

**Cigars/cigarillos**

Prevalence of use of cigars/cigarillos varied significantly by province<sup>30</sup>, from 3.1% in Ontario to 6.2% in Saskatchewan in 2009 (Table 4.1). Between 1999 and 2009, there was a net increase in use of cigars/cigarillos in all provinces except Ontario. However, in most provinces the rates of use in 2009 were similar or lower than in 2008.

**Table 4.1:** Prevalence of use in past 30 days for cigars/cigarillos\*, by province, 1999-2009

Year	1999	2000	2001	2002	2003	2004	2005	2006	2007 (cigar/ cigarillo)	2008 (cigar/ cigarillo)	2009 (cigar/ cigarillo)
<b>Canada</b>	<b>3.4</b>	<b>3.5</b>	--	--	<b>3.3</b>	<b>3.9</b>	<b>4.4</b>	<b>4.1</b>	<b>5.1 (2.2/4.1)</b>	<b>5.4 (2.6/4.2)</b>	<b>4.5 (1.6/3.7)</b>
<b>BC</b>	2.9	2.5	--	--	3.4	3.9	3.6	5.4	5.4 (2.2/4.6)	4.9 (2.3/3.9)	5.6 (1.9/4.9)
<b>AB</b>	4.1	3.1	--	--	4.0	4.8	5.9	5.5	6.9 (3.7/5.5)	5.7 (2.1/4.6)	5.6 (2.4/4.1)
<b>SK</b>	3.2	3.0	--	--	4.1	4.1	4.5	4.6	5.6 (2.9/4.5)	6.1 (3.0/5.0)	6.2 (2.1/5.4)
<b>MB</b>	4.8	3.3	--	--	3.5	4.3	4.8	3.3	4.2 (2.2/3.1)	4.2 (2.0/3.0)	5.2 (1.9/4.0)
<b>ON</b>	3.4	3.8	--	--	2.4	3.8	3.9	3.0	3.5 (2.0/2.4)	4.8 (2.6/3.5)	3.1 (1.3/2.4)
<b>PQ</b>	3.5	3.8	--	--	4.2	3.4	5.2	4.6	6.5 (1.8/5.8)	6.5 (3.0/5.1)	5.3 (1.3/4.5)
<b>NB</b>	3.2	3.3	--	--	3.8	4.1	5.1	4.9	6.8 (2.7/5.6)	7.7 (3.5/5.8)	4.7 (1.1/4.1)
<b>NS</b>	3.5	3.0	--	--	4.2	3.9	4.5	4.7	5.8 (2.5/4.7)	5.9 (2.4/4.8)	5.3 (2.4/4.0)
<b>PEI</b>	2.4	3.1	--	--	3.0	2.4	3.8	4.1	3.9 (1.7/3.5)	4.5 (1.5/3.9)	3.8 (1.4/2.9)
<b>NL</b>	2.8	1.3	--	--	2.0	3.4	3.0	3.9	4.6 (1.9/3.8)	5.4 (1.7/4.3)	4.2 (1/4.0)

\*Prior to 2007, cigars and cigarillos were grouped together in a single questionnaire item; in 2007, 2008 and 2009 they were asked as two separate items and combined in the analysis

! Data not reportable due to low numbers in the numerator and/or denominator

Data Source: CTUMS, 1999-2009

**Chewing tobacco and snuff**

In 2009, use of chewing tobacco/snuff in the past 30 days was too low to report (less than one percent) in all provinces except Saskatchewan and Alberta: 2.2% of adults in Saskatchewan and 1.5% of adults in Alberta had used chewing tobacco or snuff in the past 30 days.

**Five per cent of Canadian adults reported using cigars or cigarillos in the past 30 days.**

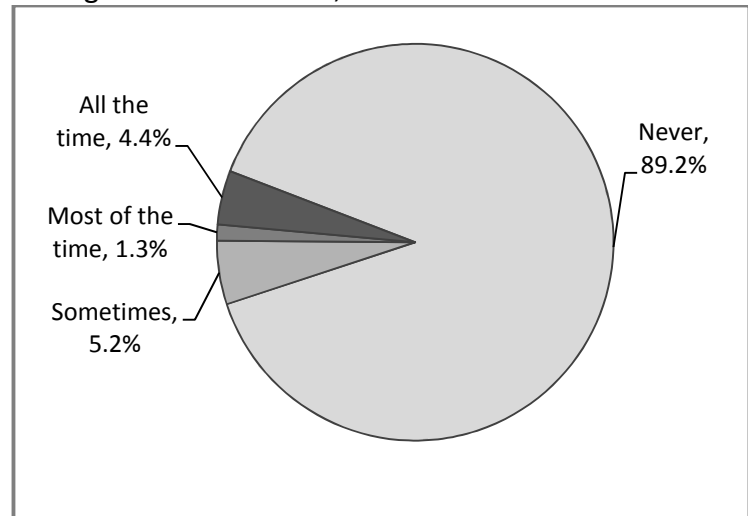
**Cigar/cigarillo use varied considerably by age, sex, and province;  
males and young adults reported the highest use.**

### 4.2 Use of Roll-Your-Own Tobacco

In 2009, nearly 11% of smokers used roll-your-own tobacco at least some of the time, including 4.4% who used roll-your-own tobacco exclusively (Figure 4.7). Use of roll-your-own tobacco in 2009 was not significantly different from in 2008<sup>31</sup>.

Although data were not available for all survey years, use of roll-your-own tobacco appeared to be somewhat lower in recent years than in the early 2000s, particularly for using roll-your-own tobacco all or most of the time (Figure 4.8).

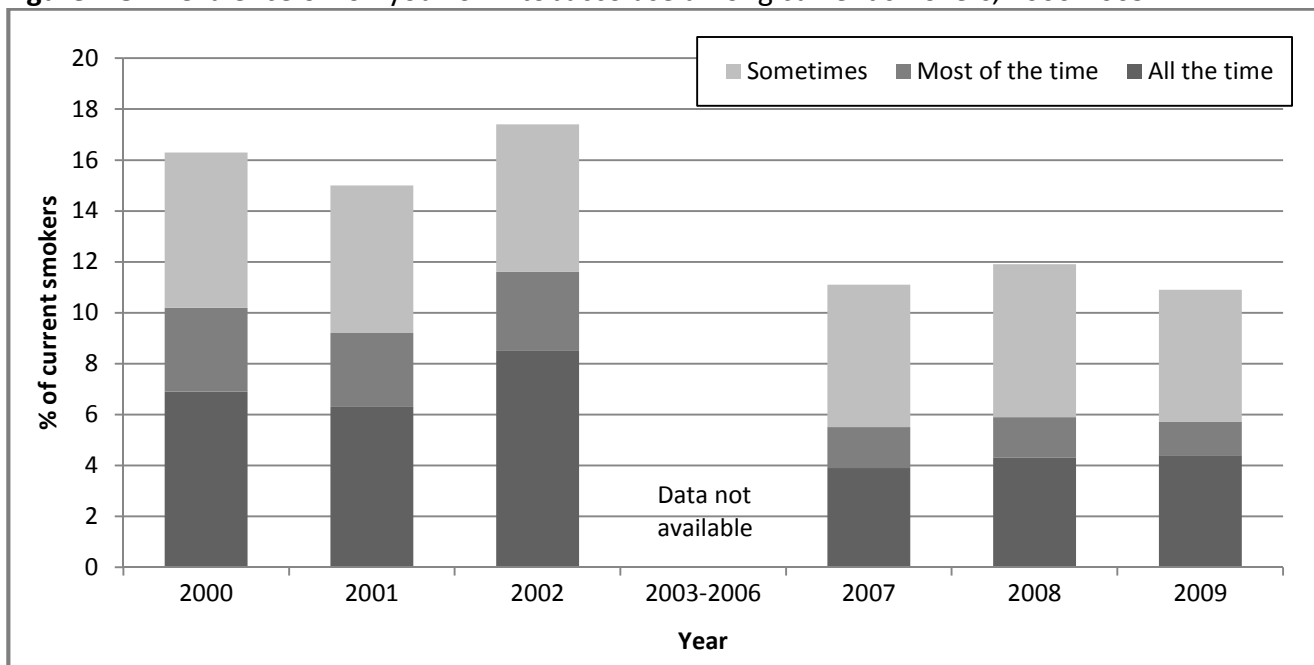
**Figure 4.7:** Prevalence of roll-your-own tobacco use among current smokers\*, 2009



\*Includes daily and non-daily smokers

Data Source: CTUMS, 2009

**Figure 4.8:** Prevalence of roll-your-own tobacco use among current smokers, 2000-2009\*



\*The questionnaire item regarding roll-your-own tobacco was not asked in 1999, or 2003-2006

Data Source: CTUMS, 2000-2009

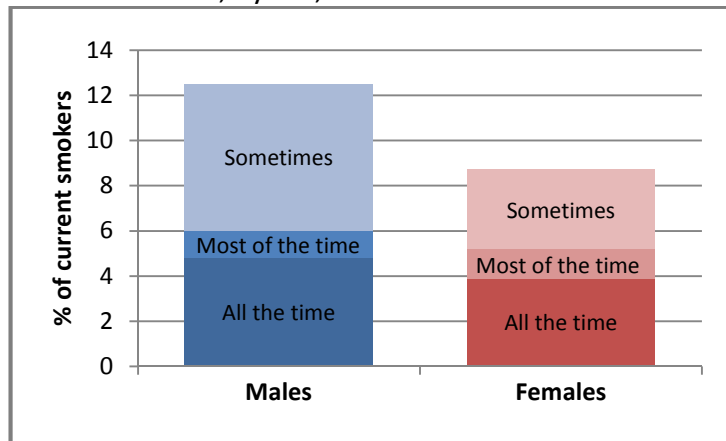
## Demographic Patterns in Roll-Your-Own Tobacco Use

### Roll-Your-Own Tobacco Use by Sex

As shown in Figure 4.9, use of roll-your-own tobacco appeared to be more common among males than females in 2009, although this difference was not statistically significant<sup>32</sup>.

Although frequent (“all/most of the time”) use of roll-your-own tobacco was similar between males and females<sup>33, 34</sup>, “sometimes” use was significantly higher among males<sup>35</sup>.

**Figure 4.9:** Prevalence of roll-your-own tobacco use among current smokers, by sex, 2009



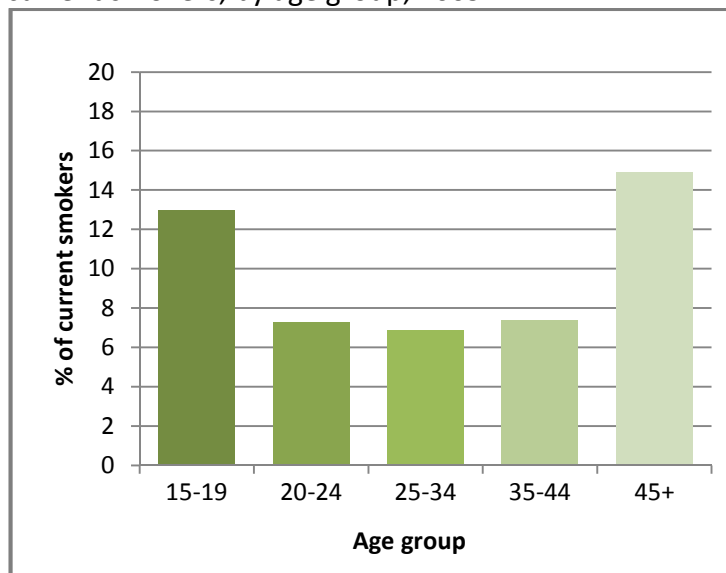
Data Source: CTUMS, 2009

### Roll-Your-Own Tobacco Use by Age

In 2009, use of roll-your-own tobacco varied significantly by age group<sup>36</sup>. Roll-your-own use was highest among the oldest age group (age 45+), followed by the youngest group (age 15-19) (Figure 4.10).

“Sometimes” use accounted for most of the roll-your-own use among younger (under 35) smokers, while older (age 45+) smokers used roll-your-own “all the time” much more often (data not shown).

**Figure 4.10:** Prevalence of roll-your-own tobacco use among current smokers, by age group, 2009



Data Source: CTUMS, 2009

**Roll-Your-Own Tobacco Use by Province**

Table 4.2 (below) shows the percentage of smokers in each province who used roll-your-own tobacco at least sometimes. Use of roll-your-own tobacco varied significantly by province in 2009<sup>37</sup>, from less than 10% of smokers in Quebec to 23% of smokers in Saskatchewan. Use was generally highest in the Atlantic provinces and some of the prairie provinces. This same general pattern by province/region has held over time since 2000, although overall use has declined. Remarkably, in Newfoundland and Labrador, use of roll-your-own tobacco has dropped from over half of smokers in 2000-2002 to less than a quarter in 2009. Notable declines were also observed in Quebec, from 15-20% in 2000-2002 to less than 10% in 2008-2009, and New Brunswick, with a one third drop between 2008 and 2009.

**Table 4.2:** Prevalence of roll-your-own tobacco use among current smokers, by province, 2000-2009\*

Year	2000	2001	2002	2003-2006*	2007	2008	2009
Canada	16.2	15.0	17.5	--	11.1	11.9	10.8
British Columbia	15.9	17.2	15.7	--	16.6	15.8	16.5
Alberta	20.3	19.4	25.4	--	13.0	14.4	10.4
Saskatchewan	26.9	31.8	32.2	--	26.4	22.0	23.1
Manitoba	25.0	26.9	31.7	--	19.9	21.3	20.9
Ontario	7.4	!	7.2	--	!	!	!
Quebec	18.8	15.2	19.9	--	!	7.7	9.6
New Brunswick	26.6	21.8	29.9	--	24.0	24.1	16.6
Nova Scotia	25.0	28.1	24.8	--	24.2	16.2	19.3
PEI	25.1	31.2	28.2	--	30.7	22.9	22.6
Nfld. & Labrador	53.9	52.3	54.2	--	30.2	22.2	22.2

\*The questionnaire item regarding roll-your-own tobacco was not asked in 1999, or 2003-2006

! Data not reportable due to low numbers in the numerator and/or denominator

Data Source: CTUMS, 2000-2009

As shown in Table 4.3, there is substantial variation by province in the taxation of roll-your-own tobacco. Taxation rates for roll-your-own tobacco are well below (about one third to one half) those for cigarettes in all provinces.

**Table 4.3:** Provincial and federal tax on cigarettes and roll-your-own tobacco, August 4, 2009

	200 Cigarettes	200 Roll-Your-Own (100g)
Federal*	\$20.76 (\$17.00)	\$7.39 (\$5.79)
British Columbia†	\$37.00	\$18.50
Alberta†	\$40.00	\$30.00
Saskatchewan‡	\$40.38 (\$36.60)	\$19.93 (\$18.30)
Manitoba‡	\$42.32 (\$37.00)	\$19.72 (\$17.50)
Ontario†	\$24.70	\$12.35
Québec†	\$20.60	\$10.30
New Brunswick§	\$28.50 (\$23.50)	\$10.31 (\$8.49)
Nova Scotia§	\$49.55 (\$43.04)	\$22.76 (\$20.00)
Prince Edward Island†	\$44.90	\$16.01
Nfld. & Labrador§	\$42.00 (\$36.00)	\$33.54 (\$30.00)

\*The federal tobacco tax without GST is in parentheses; federal GST varies by province depending on provincial tobacco tax rates

†There is no PST on tobacco products in BC, Alberta, Ontario, Quebec, and PEI

‡ Provincial Sales Tax (PST) is included in the rates for Manitoba and Saskatchewan; the tax rate without PST is in parentheses

§ The provincial portion of Harmonized Sales Tax (HST) is included in the rates for Nova Scotia, Nfld. & Labrador, and New Brunswick; the tax rate without HST is in parentheses

Data Source: Taxation authorities, courtesy of Canadian Cancer Society; PST/HST/GST computations by OTRU [as quoted in: Ontario Tobacco Research Unit, "Tobacco Taxes: Monitoring Update", 2009<sup>ix</sup>]

## Section II: Quitting Smoking

### Highlights

#### ***In 2009:***

**Over 60% of Canadians who have ever been smokers have now quit.** (page 54)

**Six in ten smokers were seriously considering quitting in the next 6 months;** three in ten were considering quitting in the next month. (p. 57)

Similar percentages of males and females were seriously considering quitting, and smokers in all age groups were considering quitting at similar rates. (p. 58)

**Nearly half of smokers tried to quit in the past year.** Many had tried more than once. (p. 60)

- Similar percentages of males and females had made a quit attempt. (p. 61)
- Greater percentages of younger smokers had tried to quit, compared to older smokers. (p. 62)

Among respondents who had made a quit attempt in the past year, just over 10% were still abstinent from smoking at the time they were surveyed. (p. 63)

The most common strategy for trying to quit smoking was to “reduce the number of cigarettes smoked,” used by 65% of smokers who attempted to quit. (p. 66)

Six out of ten smokers who attempted to quit used some form of cessation assistance. (p. 66)

- The most commonly used form of cessation assistance was nicotine replacement therapy (NRT), used by 41% of those who attempted to quit.
- More than a quarter of smokers “made a deal with a friend or family member to quit together.”
- Few smokers (<5%) used services such as telephone quitlines or workplace programs.

**Stop-smoking medications, including NRT, were used by nearly half (47%) of those who attempted to quit,** but use varied by product and by province. (p. 67)

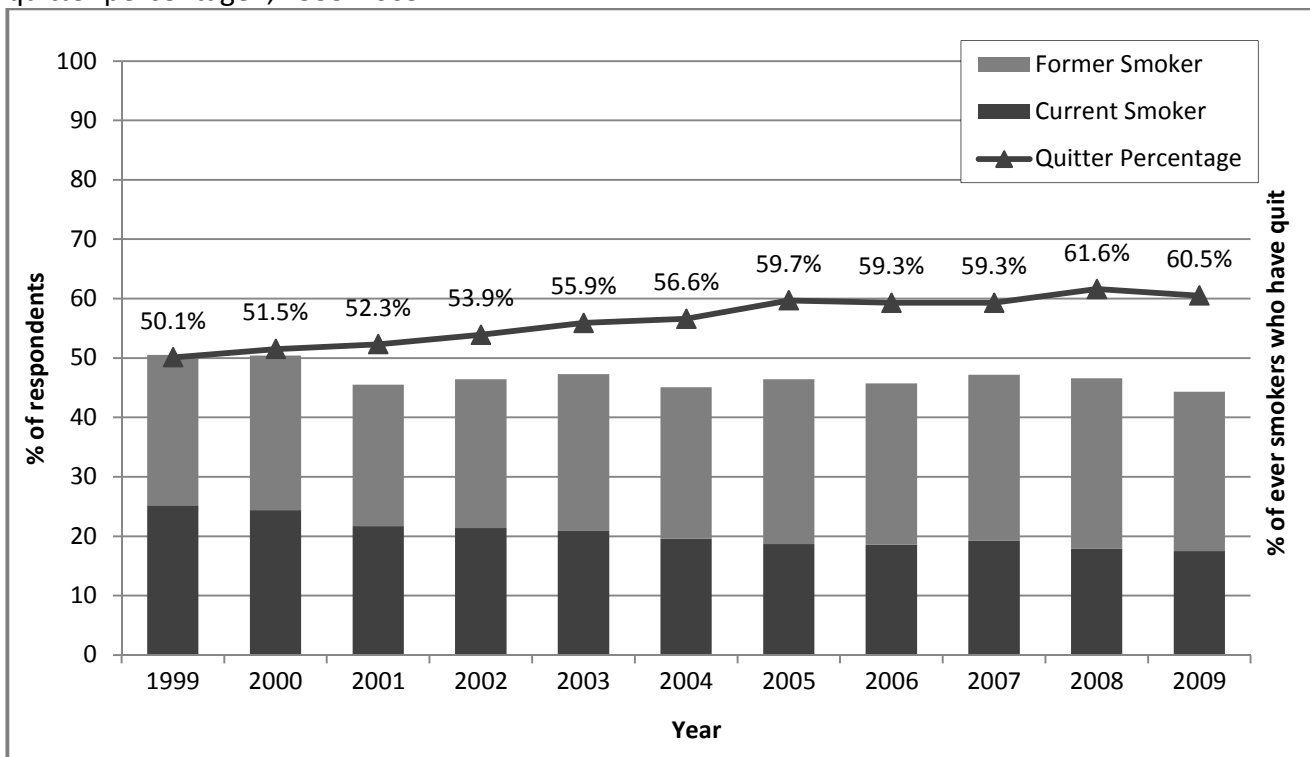
Nearly 60% of smokers who visited a doctor in the past year had received advice to quit. (p. 68)

## 5. Quitting Behaviours and Outcomes

### 5.1 Quitter Percentage

The majority (60%) of Canadians who have ever been smokers are now quit. Figure 5.1 (below) shows the percentage of respondents who have ever smoked, including both current and former smokers, as well as quitter percentage (the percentage of ever smokers who were former smokers at the time of survey) over time. Quitter percentage increased between 1999 and 2005, but appears to have reached a plateau at around 60%.

**Figure 5.1:** Percentage of respondents who have ever smoked (current and former smokers), and quitter percentage\*, 1999-2009



\*Quitter percentage is calculated as the percentage of ever smokers who were former smokers at time of survey

Data Source: CTUMS, 1999-2009

**The majority of Canadians who have ever been smokers have now quit.**

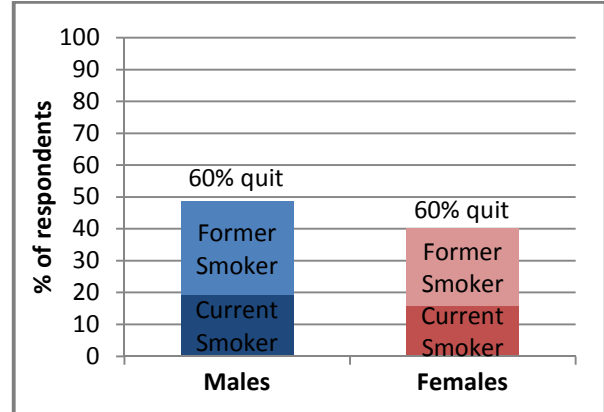
**Quitter Percentage by Sex**

In 2009, males and females had similar quitter percentages<sup>38</sup> of just over 60%, although a greater percentage of males had ever smoked<sup>39</sup>, and were current smokers<sup>40</sup> (Figure 5.2).

Since 1999, similar patterns have been observed; while male smoking rates (both current and ever) were higher, similar percentages of both male and female ever-smokers had quit (Figure 5.3; Figure 5.4).

Quitter percentages among both males and females rose steadily between 1999 and 2005, after which point they have changed very little (Figure 5.3; Figure 5.4).

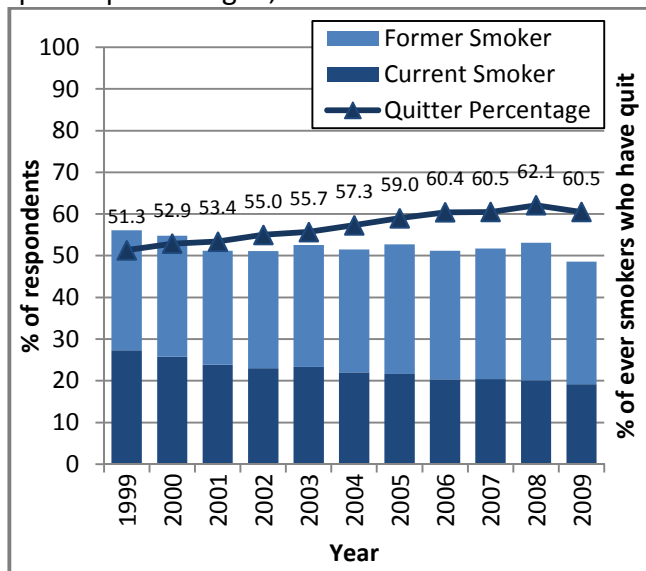
**Figure 5.2:** Percentage of respondents who have ever smoked (current and former smokers), and quitter percentage\*, by sex, 2009



\* Quitter percentage is calculated as the percentage of ever smokers who were former smokers at time of survey

Data Source: CTUMS, 2009

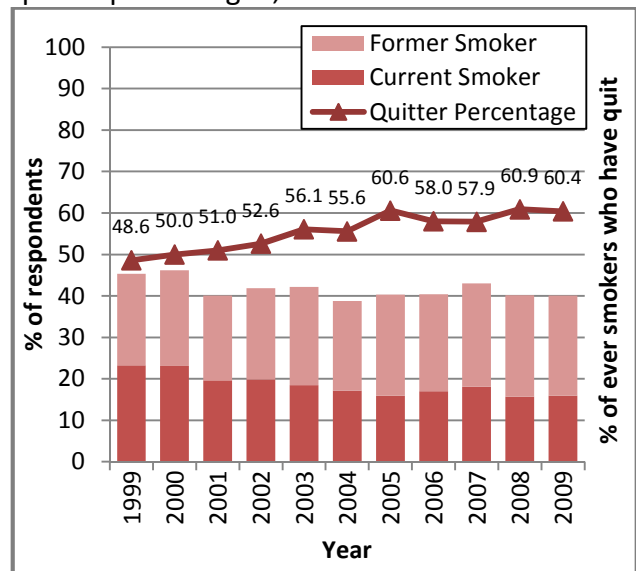
**Figure 5.3:** Percentage of males who have ever smoked (current and former smokers), and quitter percentage\*, 1999-2009



\* Quitter percentage is calculated as the percentage of ever smokers who were former smokers at time of survey

Data Source: CTUMS, 1999-2009

**Figure 5.4:** Percentage of females who have ever smoked (current and former smokers), and quitter percentage\*, 1999-2009



\* Quitter percentage is calculated as the percentage of ever smokers who were former smokers at time of survey

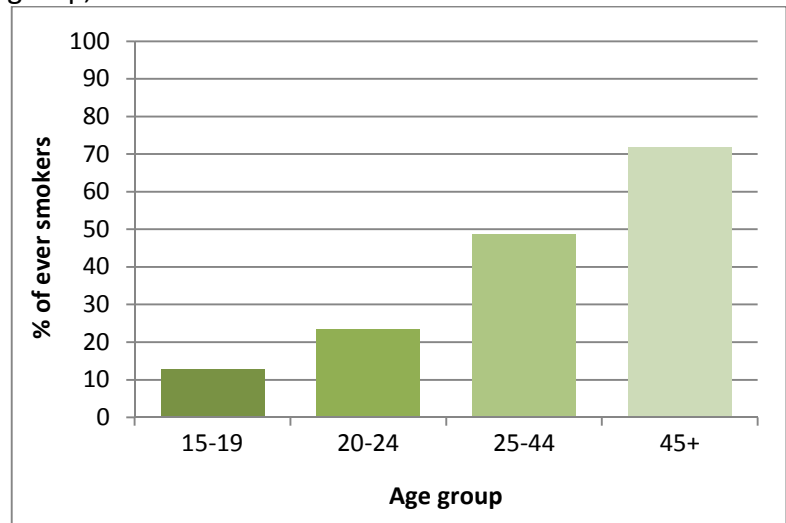
Data Source: CTUMS, 1999-2009

**Quitter Percentage by Age**

Quitter percentage varied significantly by age group<sup>41</sup>, increasing dramatically with increasing age, as expected given that older smokers have had more years to become former smokers. In 2009, while just 13% of ever-smokers aged 15-19 were former smokers when surveyed, over 70% of ever-smokers over age 45 had quit (Figure 5.5).

The same pattern of increasing quitter percentage with age was observed in all years since 1999 (Figure 5.6). Between 1999 and 2009, quitter percentages appear to have generally increased among smokers over age 25. Quitter percentages were lower and more variable among younger smokers.

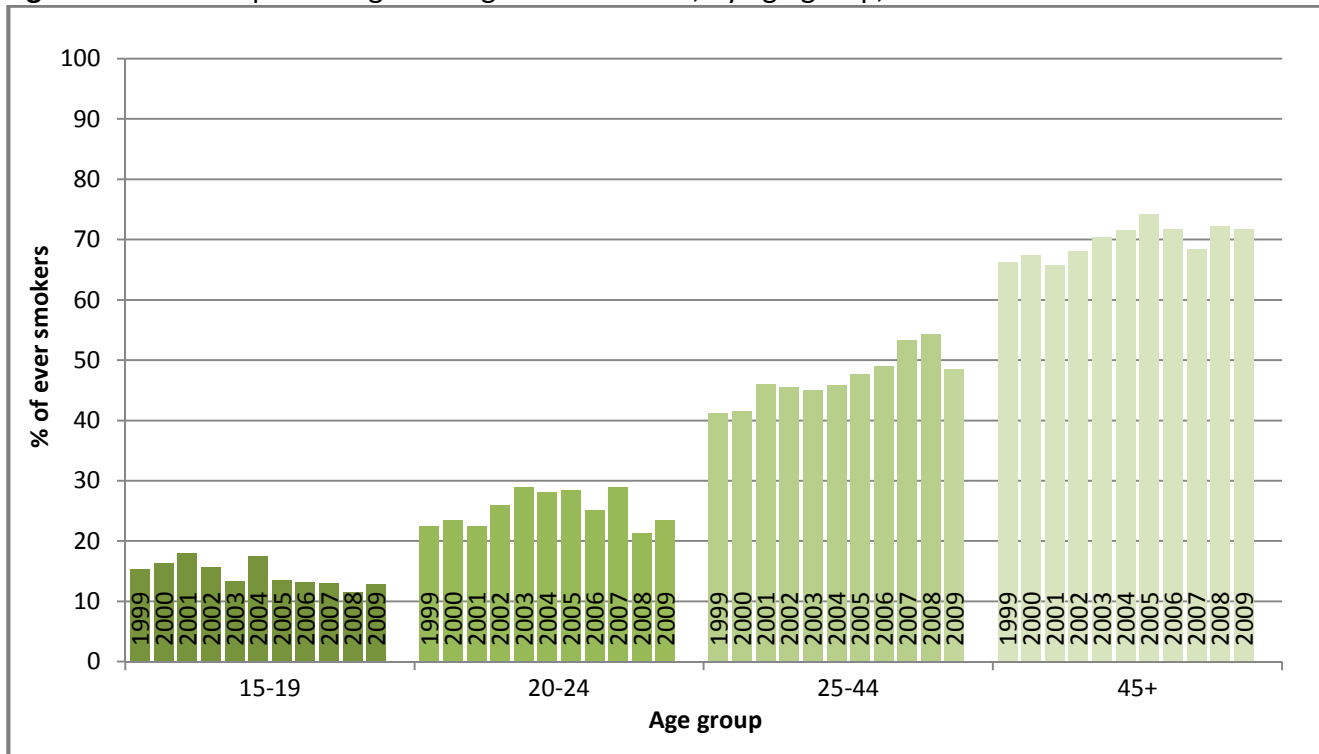
**Figure 5.5:** Quitter percentage among ever smokers, by age group, 2009



\* Quitter percentage is calculated as the percentage of ever smokers who were former smokers at time of survey

Data Source: CTUMS, 2009

**Figure 5.6:** Quitter percentage among ever smokers\*, by age group, 1999-2009



\*Quitter percentage is calculated as the percentage of ever smokers who were former smokers at time of survey

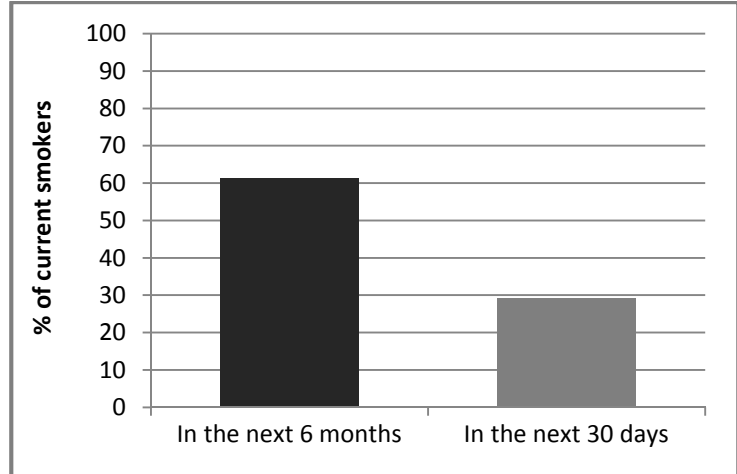
Data Source: CTUMS, 1999-2009

## 5.2 Quit Intentions

In 2009, the majority (61.5%) of smokers were seriously considering quitting in the next 6 months (Figure 5.7). Of those, nearly half (48.9%) were considering quitting within the next 30 days, which was equivalent to 29.2% of all smokers.

From 2008 to 2009, the percentage of smokers planning on quitting in the next 6 months did not change significantly<sup>42</sup>; however, the percentage of smokers seriously considering quitting in the next 30 days decreased significantly<sup>43</sup>.

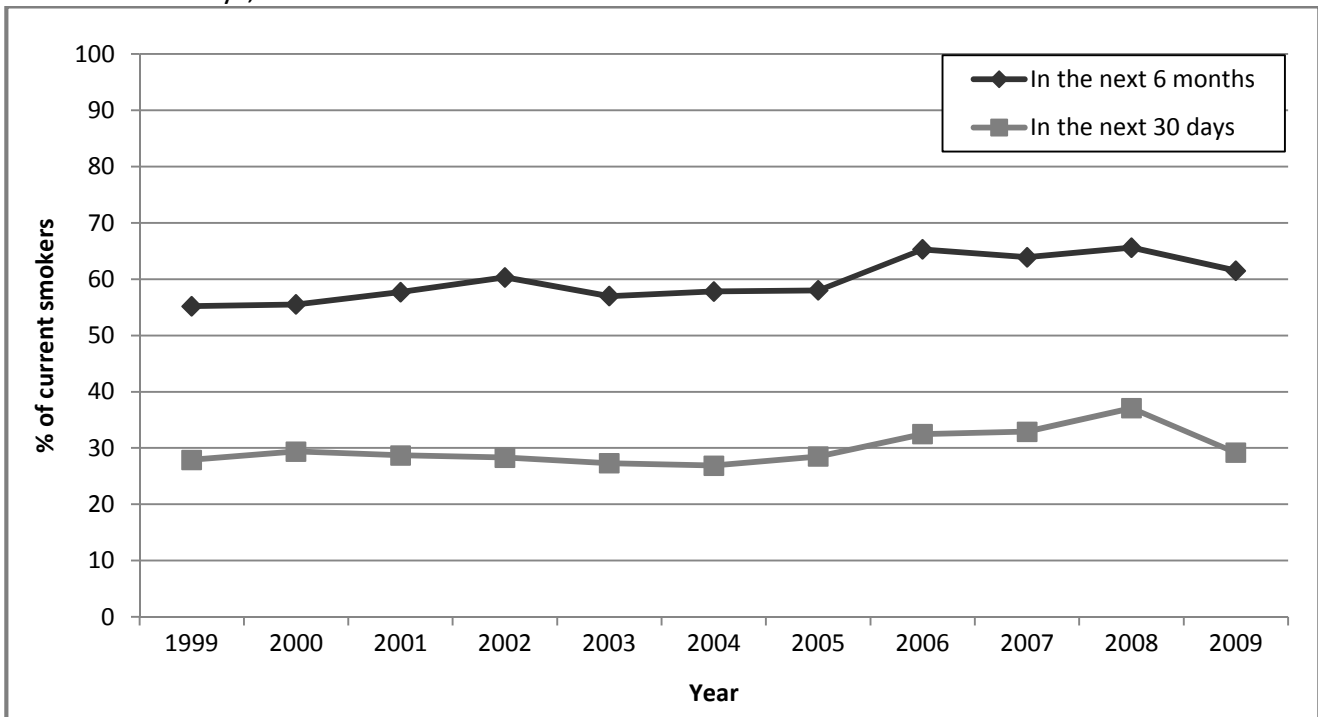
**Figure 5.7:** Percentage of smokers who were seriously considering quitting in the next 6 months, and in the next 30 days, 2009



Data Source: CTUMS, 2009

Since 1999, the percentage of smokers seriously considering quitting has not shown a substantial net change, although it has varied by survey year (Figure 5.8). Patterns over time were similar for considering quitting in the next 6 months and in the next 30 days.

**Figure 5.8:** Percentage of smokers who were seriously considering quitting in the next 6 months, and in the next 30 days, 1999\*-2009



\* In 1999, only cycle 2 was asked the relevant survey items.

Data Source: CTUMS, 1999-2009

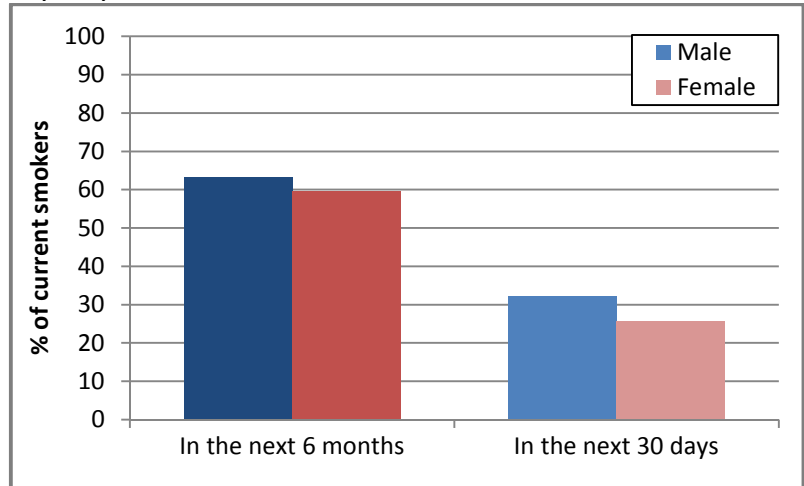
**Quit Intentions by Sex**

In 2009, similar percentages of males and females were seriously considering quitting in the next 6 months<sup>44</sup> (Figure 5.9).

However, males were significantly more likely than females to plan to quit within the next 30 days<sup>45</sup>.

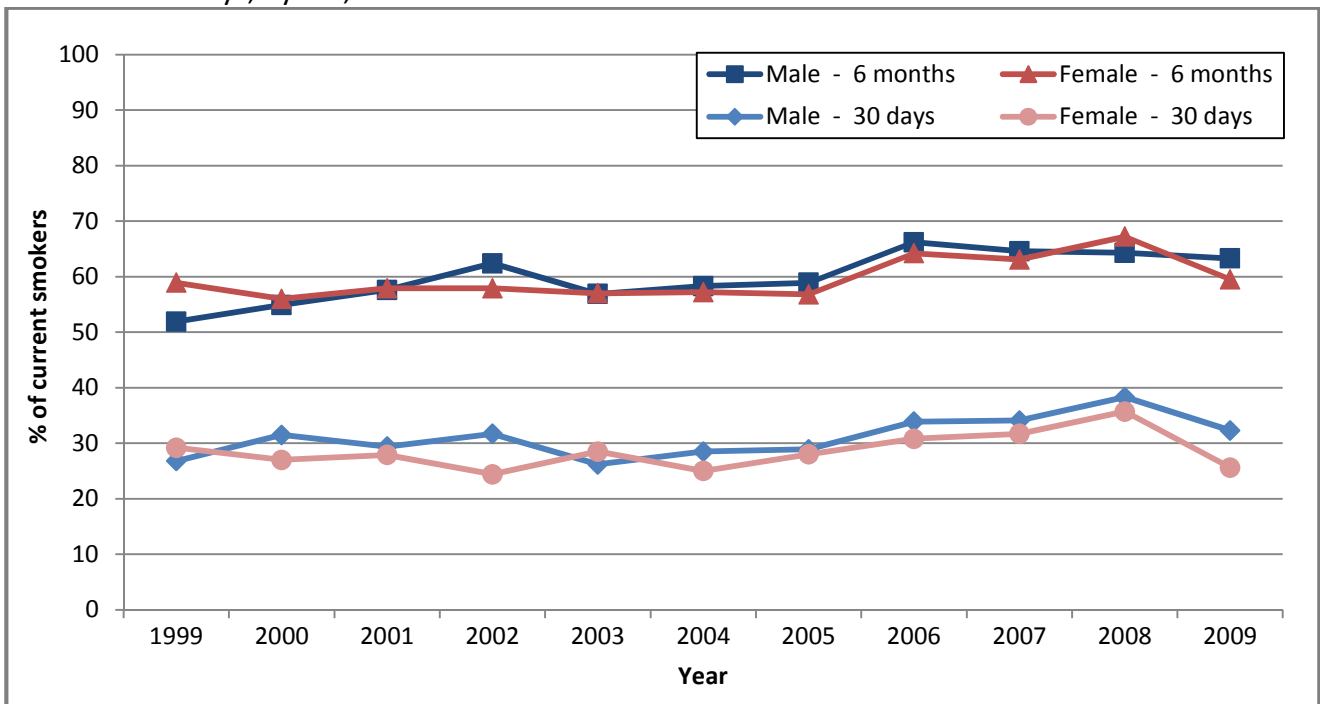
Since 1999, the percentages of male and female smokers considering quitting have been similar in most years (Figure 5.10).

**Figure 5.9:** Percentage of smokers who were seriously considering quitting in the next 6 months, and in the next 30 days, by sex, 2009



Data Source: CTUMS, 2009

**Figure 5.10:** Percentage of smokers who were seriously considering quitting in the next 6 months, and in the next 30 days, by sex, 1999\*-2009



\* In 1999, only cycle 2 was asked the relevant survey items.

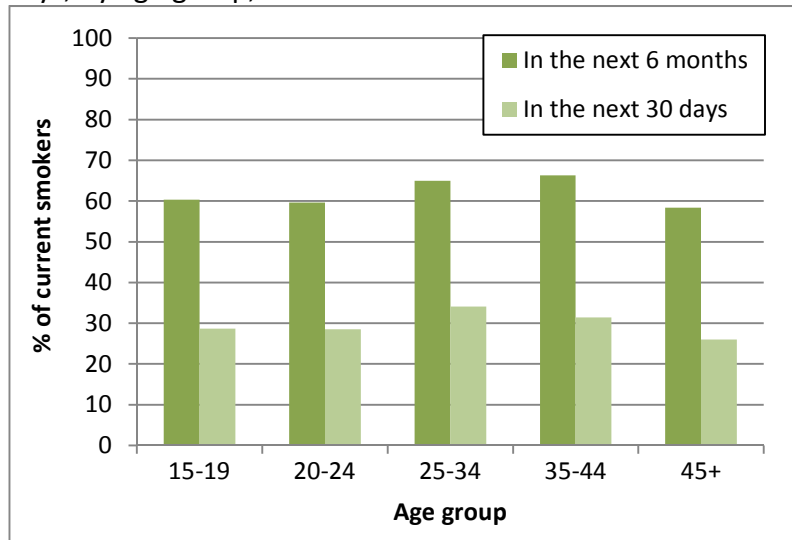
Data Source: CTUMS, 1999-2009

**Quit Intentions by Age**

In 2009, smokers in all age groups were considering quitting at fairly similar rates; there were no significant differences by age group in either 6-month<sup>46</sup> or 30-day<sup>47</sup> quit intentions (Figure 5.11). Within each age group, around half of those seriously considering quitting in the next 6 months were also considering quitting in the next 30 days.

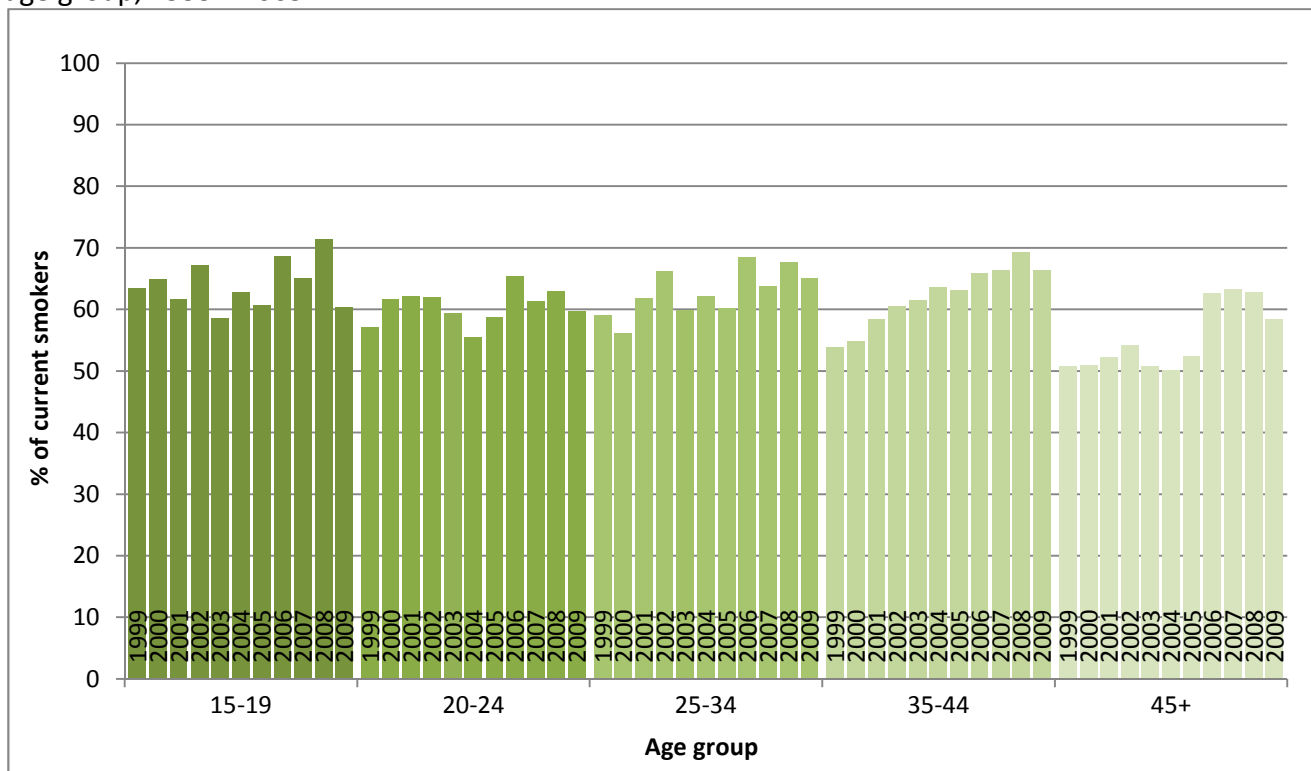
Over time, although no clear patterns emerged among younger smokers, there appeared to be a steady increase in the percentage of smokers aged 35-44 seriously considering quitting in the next 6 months (2009 excepted), and a sustained jump in quit intentions among smokers over age 45 in recent years (Figure 5.12).

**Figure 5.11:** Percentage of smokers who were seriously considering quitting in the next 6 months, and in the next 30 days, by age group, 2009



Data Source: CTUMS, 2009

**Figure 5.12:** Percentage of smokers who were seriously considering quitting in the next 6 months, by age group, 1999\*-2009



\* In 1999, only cycle 2 was asked the relevant survey items.

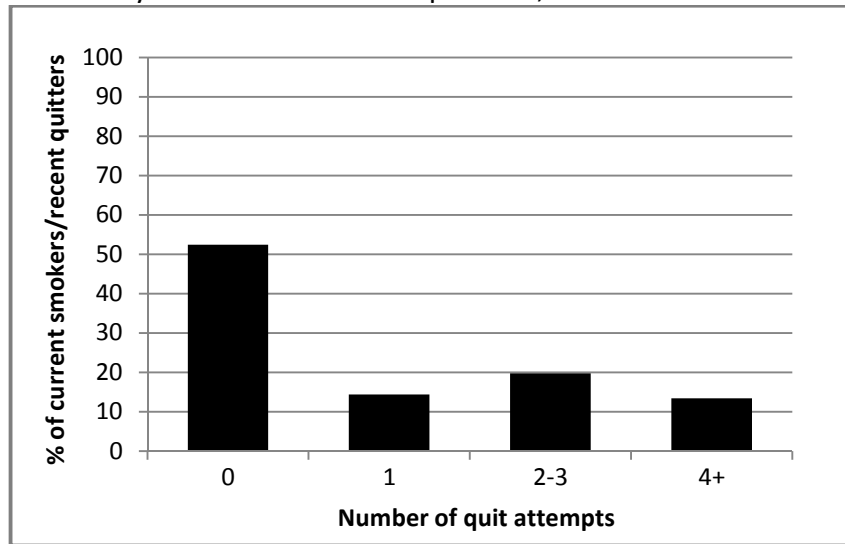
Data Source: CTUMS, 1999-2009

### 5.3 Quit Attempts

In 2009, nearly half (47.6%) of smokers and recent quitters had made at least one quit attempt in the past year, and one third had made multiple attempts (Figure 5.13).

There was no significant change between 2008 and 2009 in the percentage of smokers and recent quitters who had attempted to quit in the past 12 months<sup>48</sup>.

**Figure 5.13:** Number of quit attempts made in the past 12 months by smokers and recent quitters\*, 2009

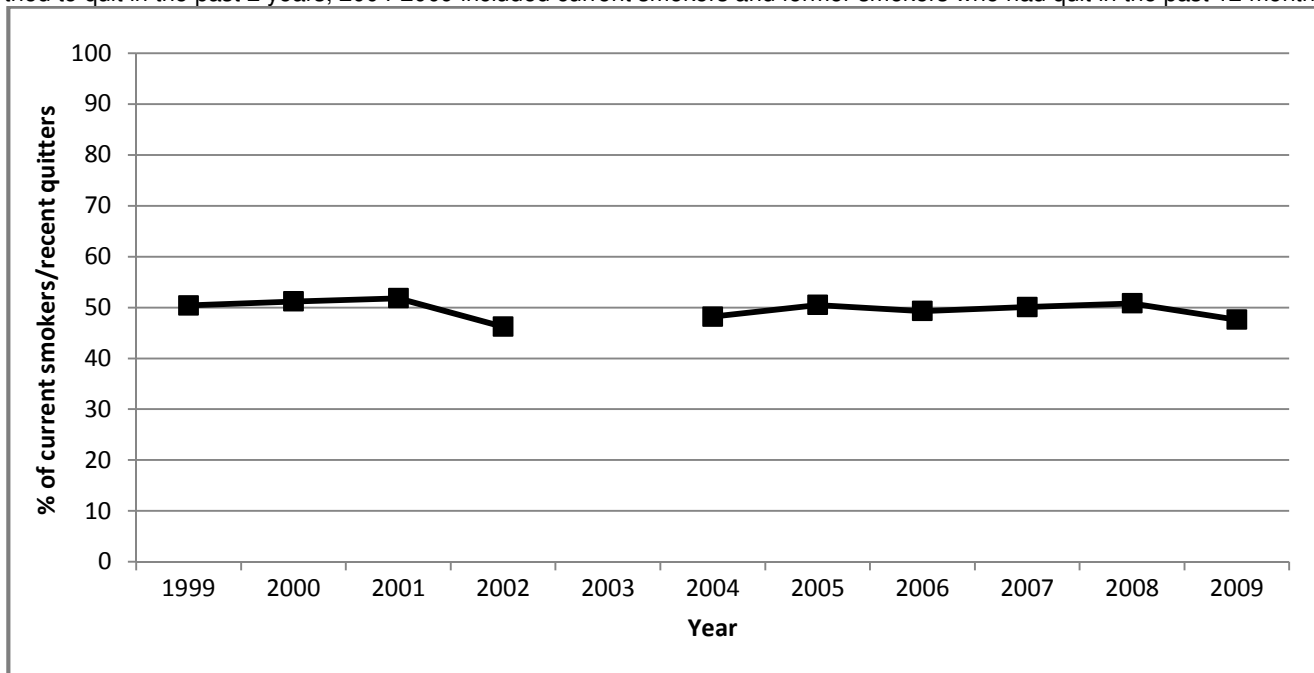


\*Includes current smokers and former smokers who had quit in the past 12 months  
**Data Source:** CTUMS, 2009

The percentage of smokers and recent quitters who had attempted to quit in the past 12 months appears to have remained stable, at around half, from 1999 to 2009 (Figure 5.14).

**Figure 5.14:** Percentage of smokers and recent quitters\* who attempted to quit in the past 12 months, 1999\*\*-2009

**\*Note:** In 1999-2002, this question was asked of current smokers; 2003 (data not shown) included only smokers who had tried to quit in the past 2 years; 2004-2009 included current smokers and former smokers who had quit in the past 12 months



\*\*In 1999, only cycle 2 was asked the relevant survey items.

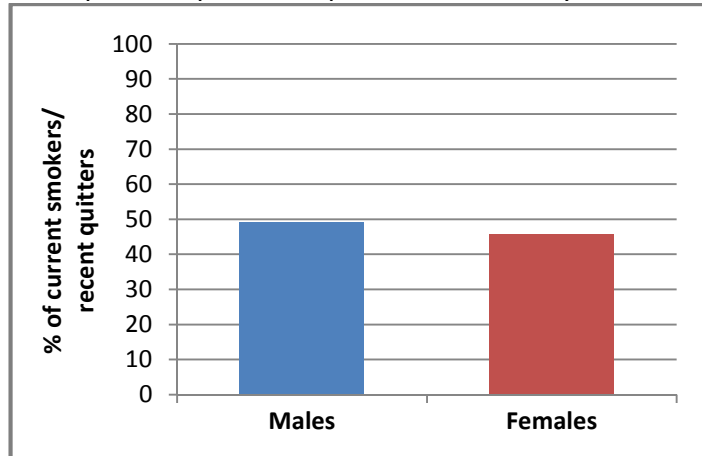
**Data Source:** CTUMS, 1999-2009

**Quit Attempts by Sex**

In 2009, the percentages of males and females who had made a quit attempt in the past year were not significantly different<sup>49</sup> (Figure 5.15).

Between 1999 and 2009, the percentages of males and females who had made an attempt were similar in all years with data, and there were no notable changes over time (Figure 5.16).

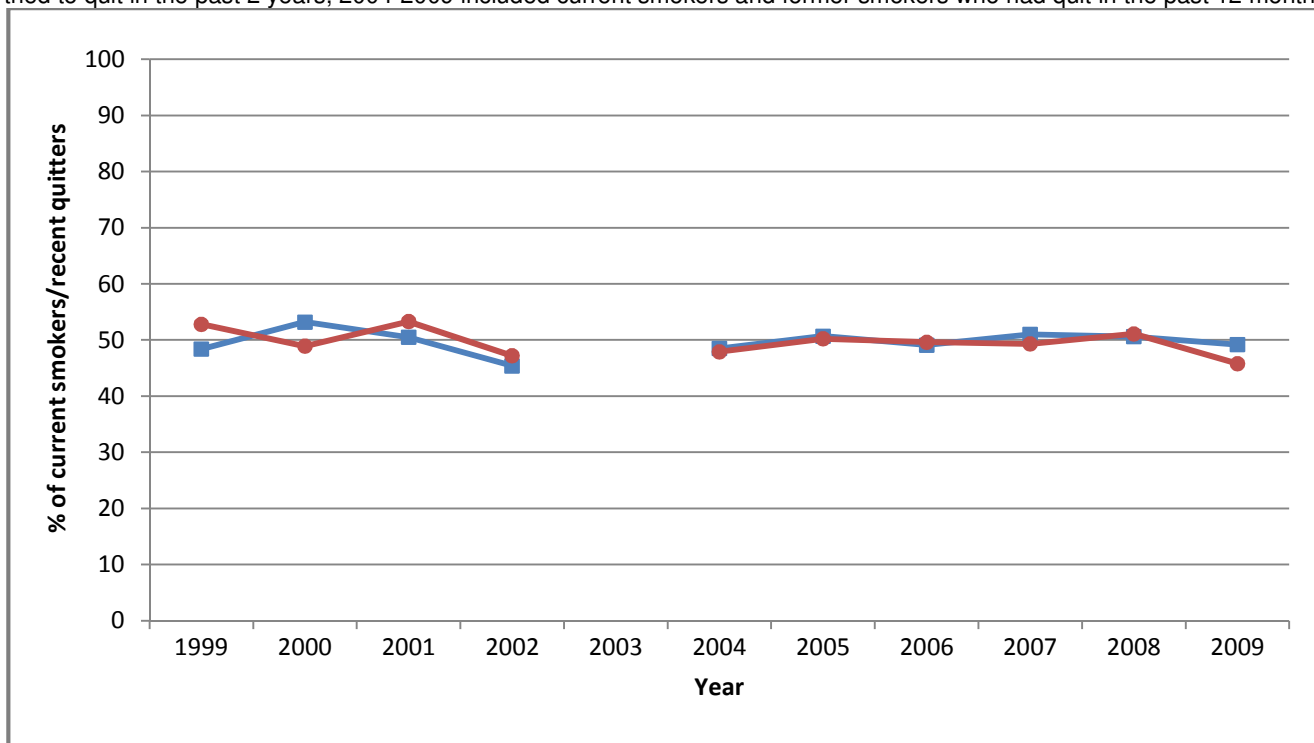
**Figure 5.15:** Percentage of smokers and recent quitters\* who attempted to quit in the past 12 months, by sex, 2009



\*Includes current smokers and former smokers who had quit in the past 12 months  
**Data Source:** CTUMS, 2009

**Figure 5.16:** Percentage of smokers (and recent quitters)\* who attempted to quit in the past 12 months, by sex, 1999\*\*-2009

**\*Note:** In 1999-2002, this question was asked of current smokers; 2003 (data not shown) included only smokers who had tried to quit in the past 2 years; 2004-2009 included current smokers and former smokers who had quit in the past 12 months



\*\*In 1999, only cycle 2 was asked the relevant survey items.

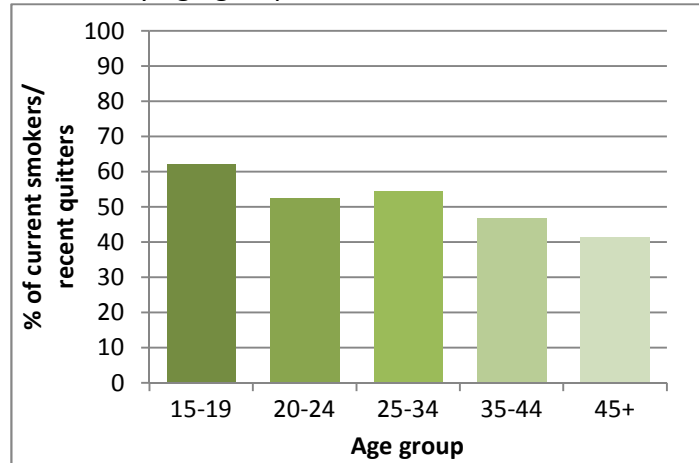
**Data Source:** CTUMS, 1999-2009

**Quit Attempts by Age**

Quit attempts varied significantly by age group in 2009<sup>50</sup>. More young smokers had made a quit attempt in the past year, and quit attempts appeared to generally decrease with age (Figure 5.17).

This pattern was consistent over time; more young smokers made a quit attempt in all years since 1999 (Figure 5.18). Although the percentages of each age group who made a quit attempt varied from year-to-year, there were no clear patterns of change over the last decade, except for a net decrease over time among the 15-19 and 20-24 age groups.

**Figure 5.17:** Percentage of smokers and recent quitters\* who attempted to quit in the past 12 months, by age group, 2009

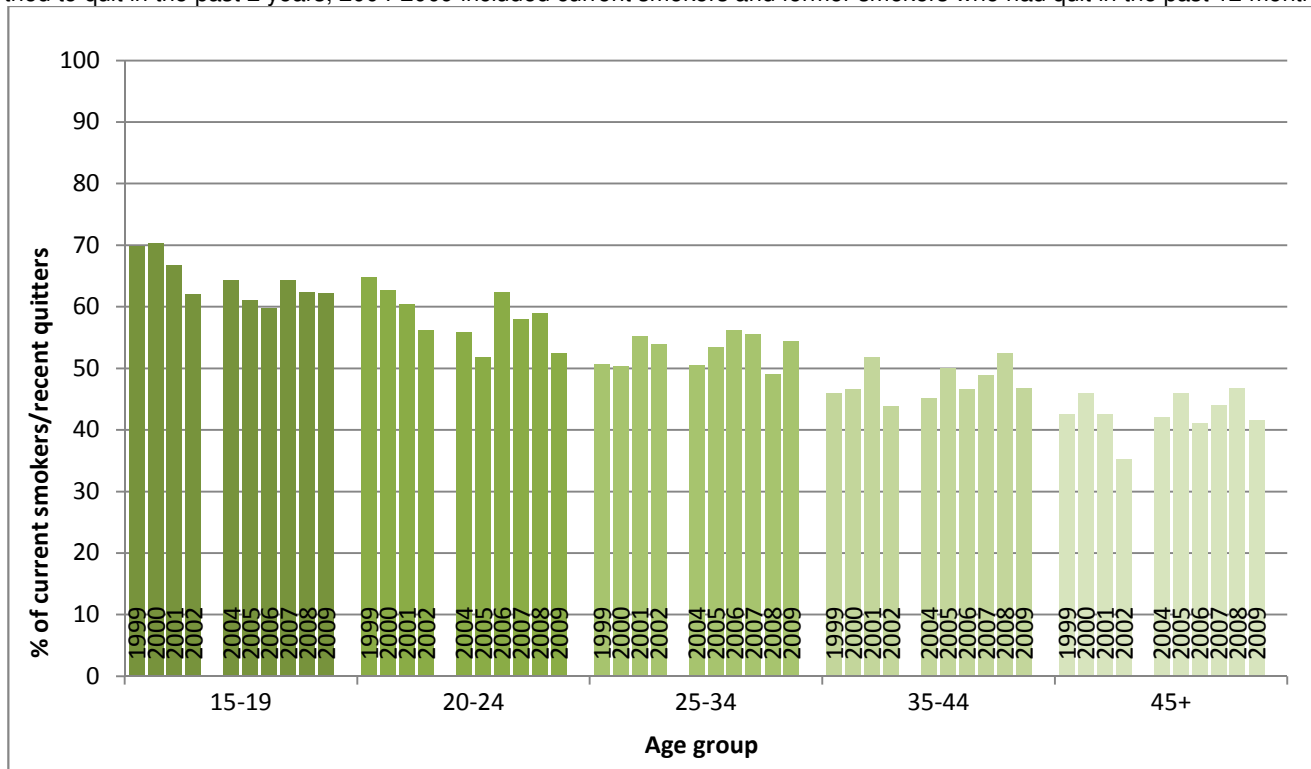


\*Includes current smokers and former smokers who had quit in the past 12 months

Data Source: CTUMS, 2009

**Figure 5.18:** Percentage of smokers and recent quitters\* who attempted to quit in the past 12 months, by age group, 1999\*\*-2009

\*Note: In 1999-2002, this question was asked of current smokers; 2003 (data not shown) included only smokers who had tried to quit in the past 2 years; 2004-2009 included current smokers and former smokers who had quit in the past 12 months



\*\*In 1999, only cycle 2 was asked the relevant survey items.

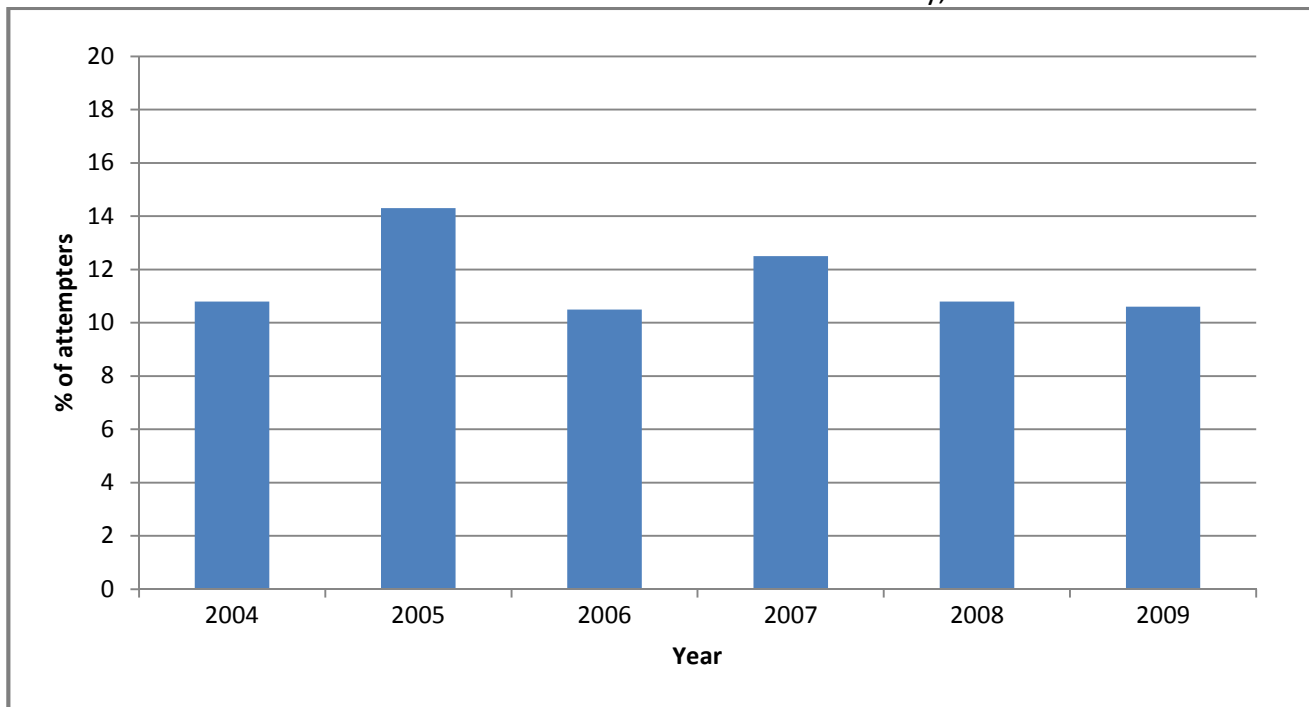
Data Source: CTUMS, 1999-2009

### 5.4 Quit Success (Point Abstinence)

In 2009, of all respondents who had tried to quit for at least 24 hours in the past year (47.6% of smokers), 10.6% were still quit for at least one month at the time they were surveyed. This represents no significant change in quit success since 2008<sup>51</sup>.

While comparison from 1999 to 2009 is not possible due to changes in question coverage and availability of data\*, since 2004, quit success appears to have fluctuated near 10-12% (Figure 5.19).

**Figure 5.19:** Percentage of current smokers and recent quitters\* who attempted to quit in the past 12 months and were abstinent for at least one month at the time of survey, 2004-2009



\*In 1999-2002 this question was asked of current smokers (data not shown); 2003 included only smokers who had tried to quit in the past 2 years (data not shown); 2004-2009 asked current smokers and former smokers who had quit in the past 12 months

Data Source: CTUMS, 2004-2009

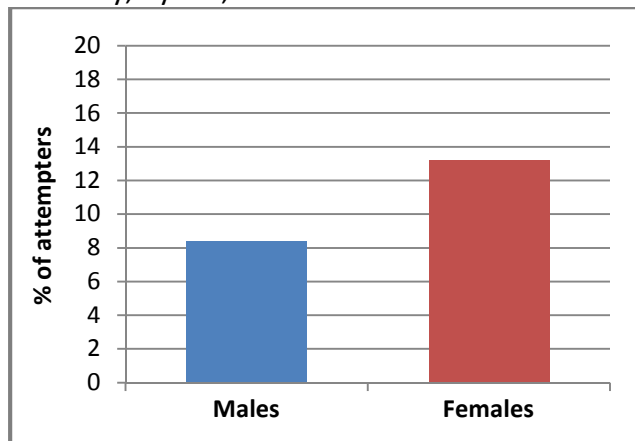
**More than one in ten smokers who tried to quit in the last year were still abstinent from smoking when surveyed.**

**Quit Success by Sex**

In 2009, females had higher one-month abstinence rates than males, given a quit attempt in the past 12 months, although this difference was not statistically significant<sup>52</sup> (Figure 5.20).

Since 2004, females who attempted to quit had slightly greater success in remaining abstinent compared to males in most years, although this pattern reversed in 2008 (Figure 5.21).

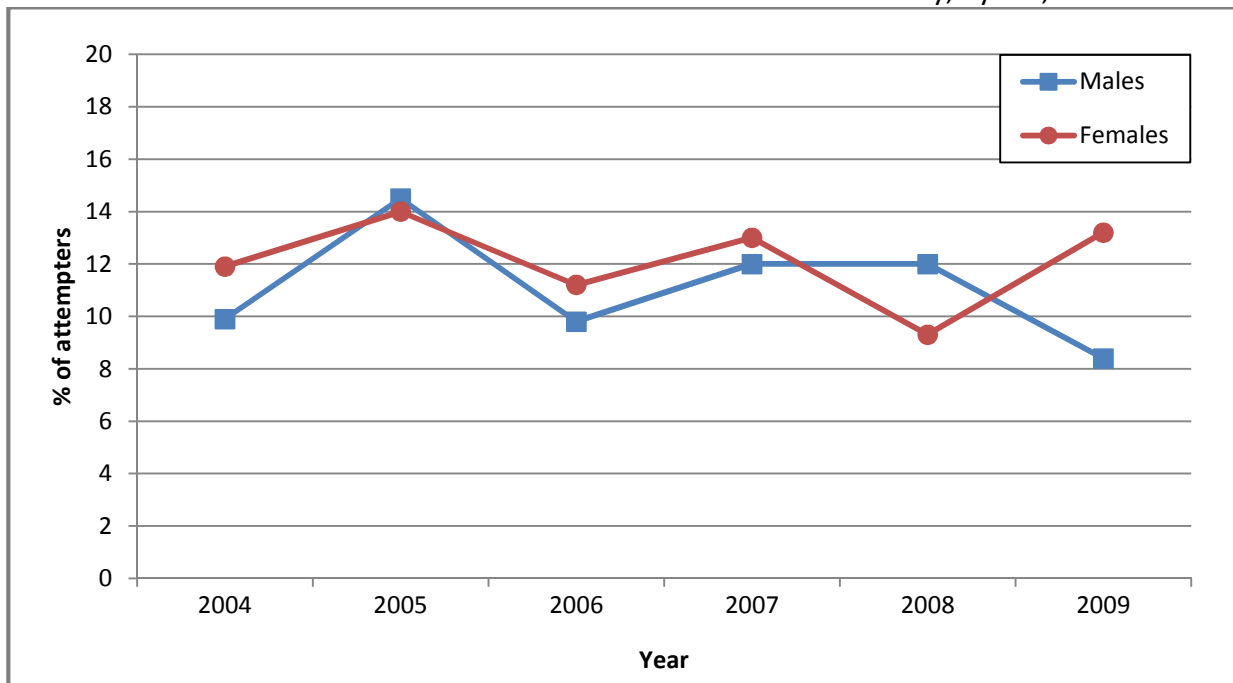
**Figure 5.20:** Percentage of current smokers and recent quitters\* who attempted to quit in the past 12 months and were abstinent for at least one month at the time of survey, by sex, 2009



\*Includes current smokers and former smokers who had quit in the past 12 months

Data Source: CTUMS, 2009

**Figure 5.21:** Percentage of current smokers and recent quitters\* who attempted to quit in the past 12 months who were abstinent for at least one month at the time of survey, by sex, 2004-2009



\*Includes current smokers and former smokers who had quit in the past 12 months

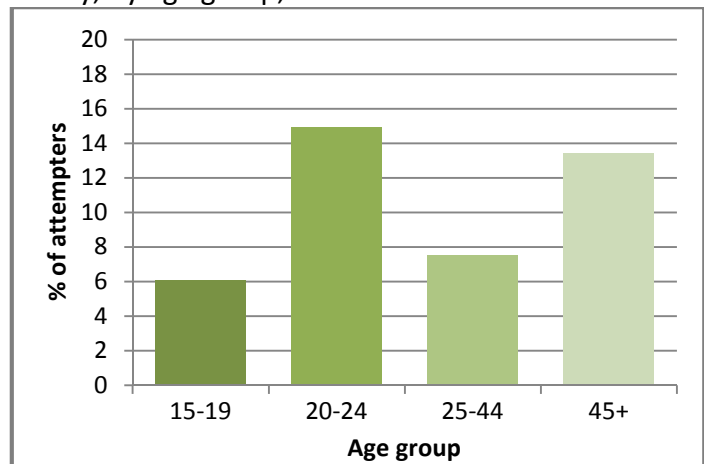
Data Source: CTUMS, 2004-2009

**Quit Success by Age**

In 2009, abstinence rates among those who attempted to quit varied significantly by age group<sup>53</sup> (Figure 5.22). Abstinence rates were highest among adults in the 20-24 and 45+ age groups, at 14.9% and 13.4%, respectively. In comparison, among smokers aged 15-19 and 25-44 who had made a quit attempt in the past 12 months, only around 6-8% were still abstinent for at least one month at the time they were surveyed.

Over time, quit success within age groups has been highly variable, and no clear patterns in quit success by age have emerged (Figure 5.23).

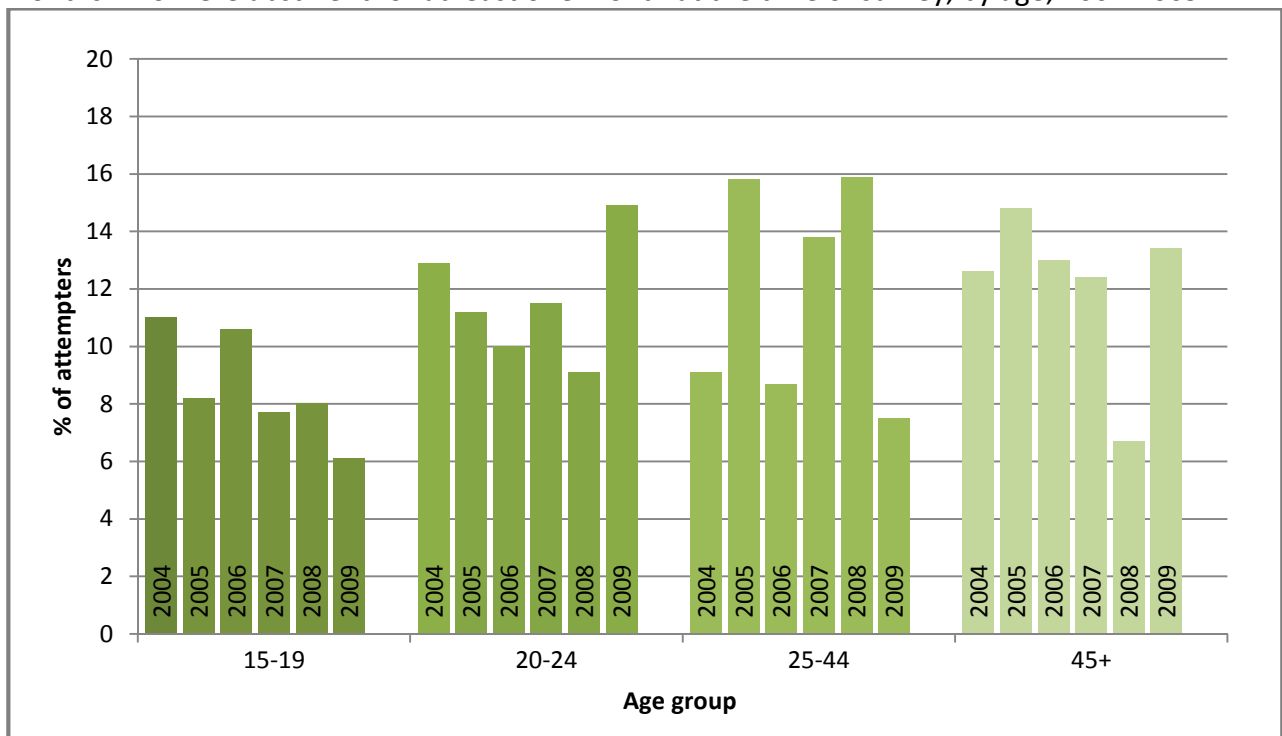
**Figure 5.22:** Percentage of current smokers and recent quitters\* who attempted to quit in the past 12 months and were abstinent for at least one month at the time of survey, by age group, 2009



\*Includes current smokers and former smokers who had quit in the past 12 months

Data Source: CTUMS, 2009

**Figure 5.23:** Percentage of current smokers and recent quitters\* who attempted to quit in the past 12 months who were abstinent for at least one month at the time of survey, by age, 2004-2009



\*Includes current smokers and former smokers who had quit in the past 12 months

Data Source: CTUMS, 2004-2009

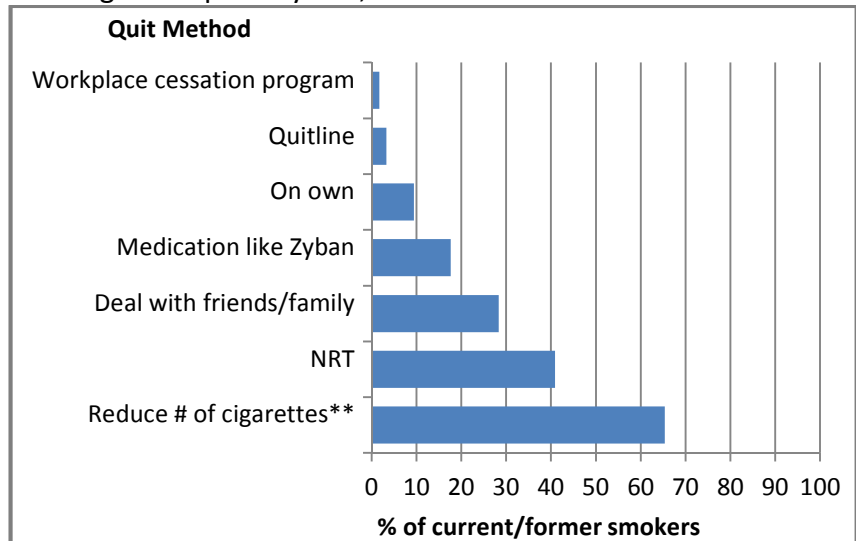
## 6. Use of Cessation Assistance

### Cessation Methods

The majority of smokers (61.7%) who attempted to quit used some form of assistance\*\*. The most commonly used form of cessation assistance was nicotine replacement therapy (NRT), used by nearly half of smokers who attempted to quit (Figure 6.1). More than one quarter made a deal with a friend or family member to quit.

Reducing cigarette consumption as a way to quit appears to have increased in popularity in recent years (Figure 6.2), to over 65% of those who attempted to quit in 2009.

**Figure 6.1:** Prevalence of use of various quit methods\* among current and former smokers who had quit or attempted to quit smoking in the past 2 years, 2009

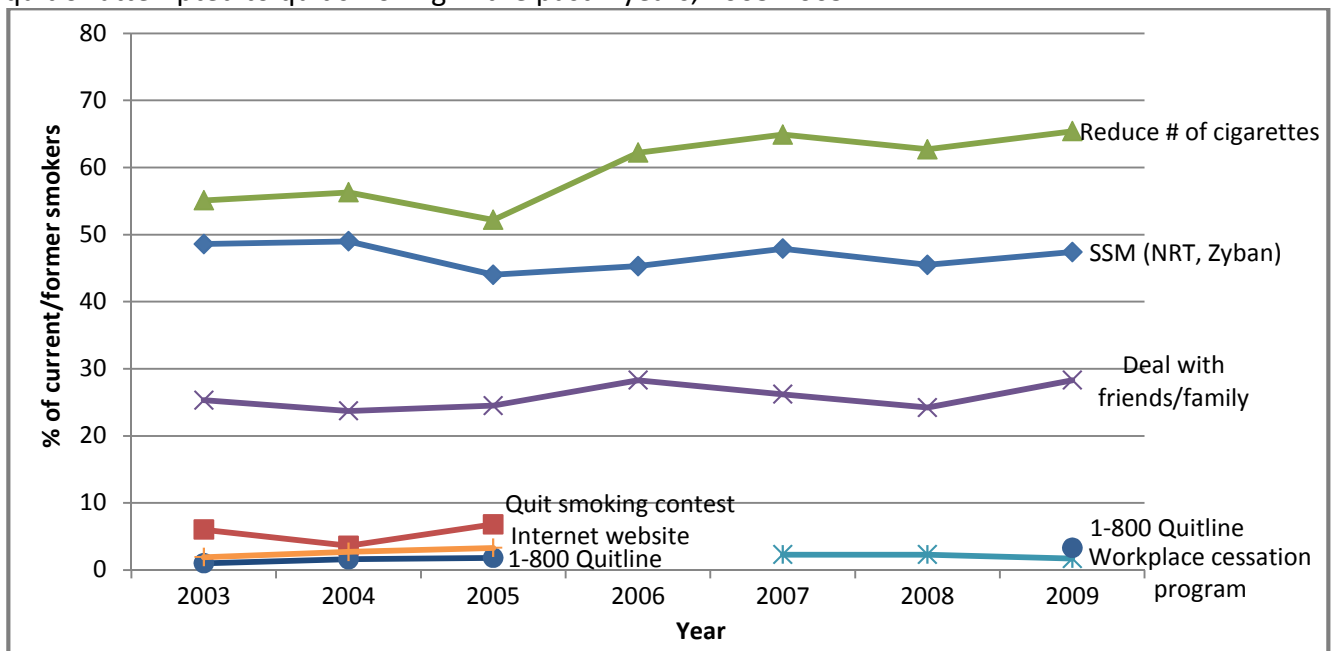


\*NOTE: Totals do not add to 100; respondents could indicate more than one method  
 \*\*Reducing number of cigarettes was not included as a form of assistance

Data Source: CTUMS, 2009

Since 2003, the percentage of smokers who used stop-smoking medications (SSMs) or made a deal with friends or family remained fairly stable. In all years with available data, very few smokers reported using a telephone quitline or workplace cessation program.

**Figure 6.2:** Prevalence of use of various quit methods among current and former smokers who had quit or attempted to quit smoking in the past 2 years, 2003-2009

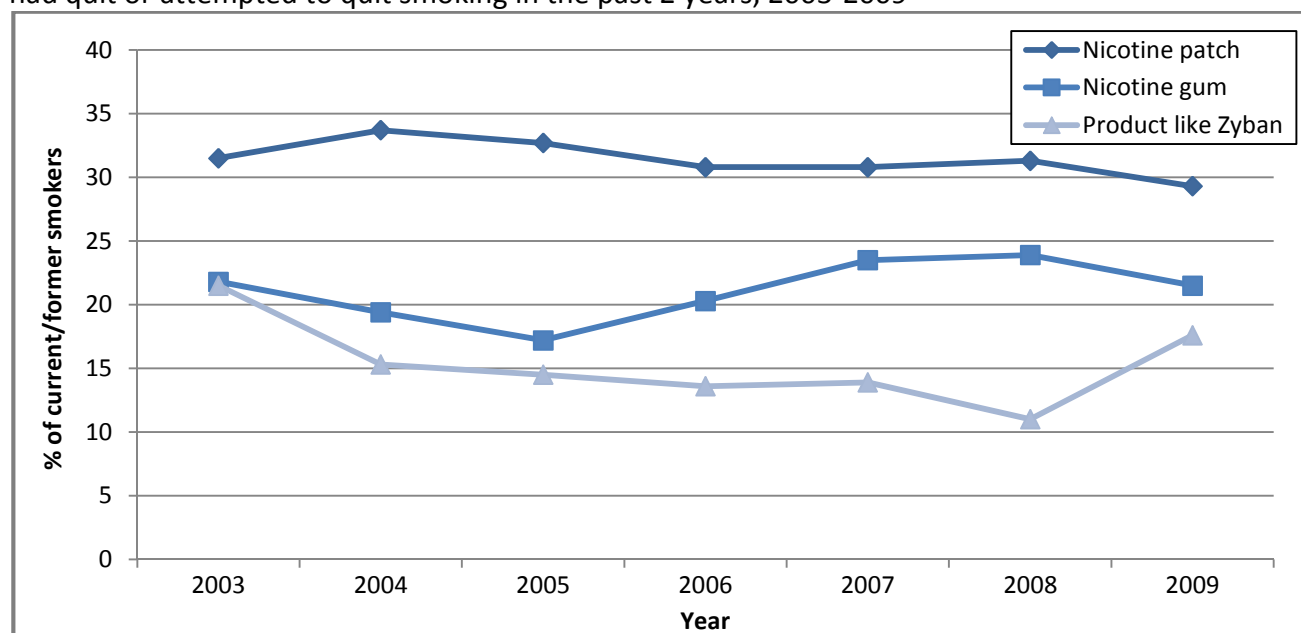


Data Source: CTUMS, 2003-2009

### Use of Pharmacotherapy

Nearly half (47.4%) of those who attempted to quit had used some kind of stop-smoking medication (SSM), mostly NRT. Since 2003, use of the nicotine patch, the most popular SSM, remained at around one third of those who attempted to quit, while use of nicotine gum fluctuated around one in five (Figure 6.3). Zyban use halved between 2003 and 2008, before returning in 2009 to near-2003 levels.

**Figure 6.3:** Prevalence of use of stop-smoking medications among current and former smokers who had quit or attempted to quit smoking in the past 2 years, 2003-2009



Data Source: CTUMS, 2003-2009

### Use of pharmacotherapy by province

Several provinces (for example, Quebec) subsidized the cost of some stop-smoking medications. As shown in Table 6.1, the percentages of current smokers and recent quitters who had used the nicotine patch, nicotine gum, or “product like Zyban” in the past 2 years varied by province.

**Table 6.1:** Prevalence of use of stop-smoking medications among current and former smokers who had quit or attempted to quit smoking in the past 2 years, by province, 2009

Province	Product		
	Nicotine patch	Nicotine gum	Product like Zyban
<b>Canada</b>	<b>29.3%</b>	<b>21.5%</b>	<b>17.6%</b>
British Columbia	33.5	25.6	19.8
Alberta	28.3	26.4	27.3
Saskatchewan	15.9	23.1	21.3
Manitoba	27.4	27.8	17.5
Ontario	22.5	20.0	!
Quebec	38.9	16.9	!
New Brunswick	32.0	25.3	21.8
Nova Scotia	31.0	26.9	24.8
Prince Edward Island	29.4	21.2	21.7
Nfld. & Labrador	26.5	20.8	17.6

! Data not reportable due to low numbers in the numerator and/or denominator

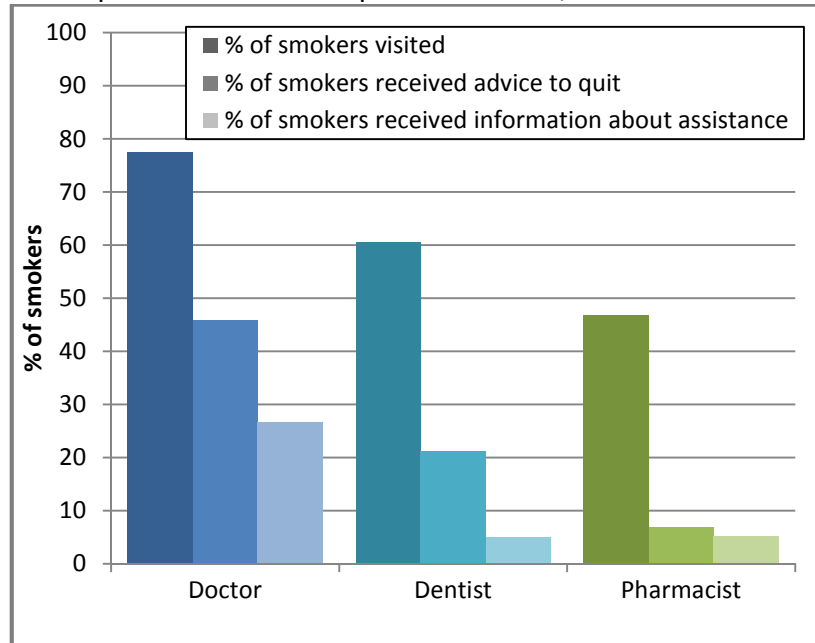
Data Source: CTUMS, 2009

**Cessation Advice and Assistance from Health Professionals**

Among current smokers surveyed in 2009, three-quarters had visited a doctor in the past 12 months, while six in ten had visited a dentist, and less than half had talked with a pharmacist (Figure 6.4).

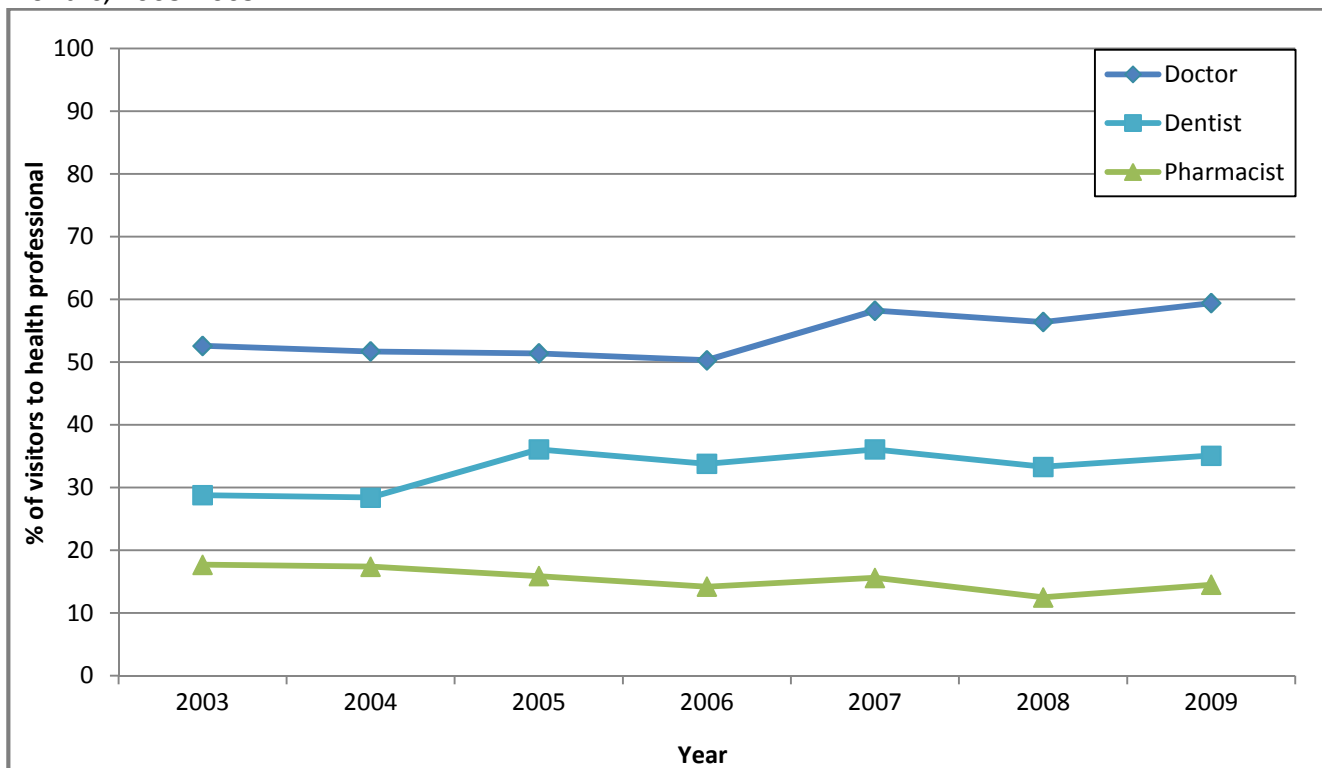
Of those who had visited health professionals, smokers visiting doctors received advice most often (Figure 6.5). Six in ten smokers who had visited a doctor in the past year received advice to quit smoking, compared to a third of those who visited a dentist, and 15% of those who had talked to a pharmacist. Since 2003, these rates appear to have increased slowly for doctors and dentists, and remained fairly stable for pharmacists.

**Figure 6.4:** Percentage of current smokers who received advice to quit and information on quitting assistance from health professionals in the past 12 months, 2009



Data Source: CTUMS, 2009

**Figure 6.5:** Percentage of visitors to health professionals who received advice to quit in the past 12 months, 2003-2009

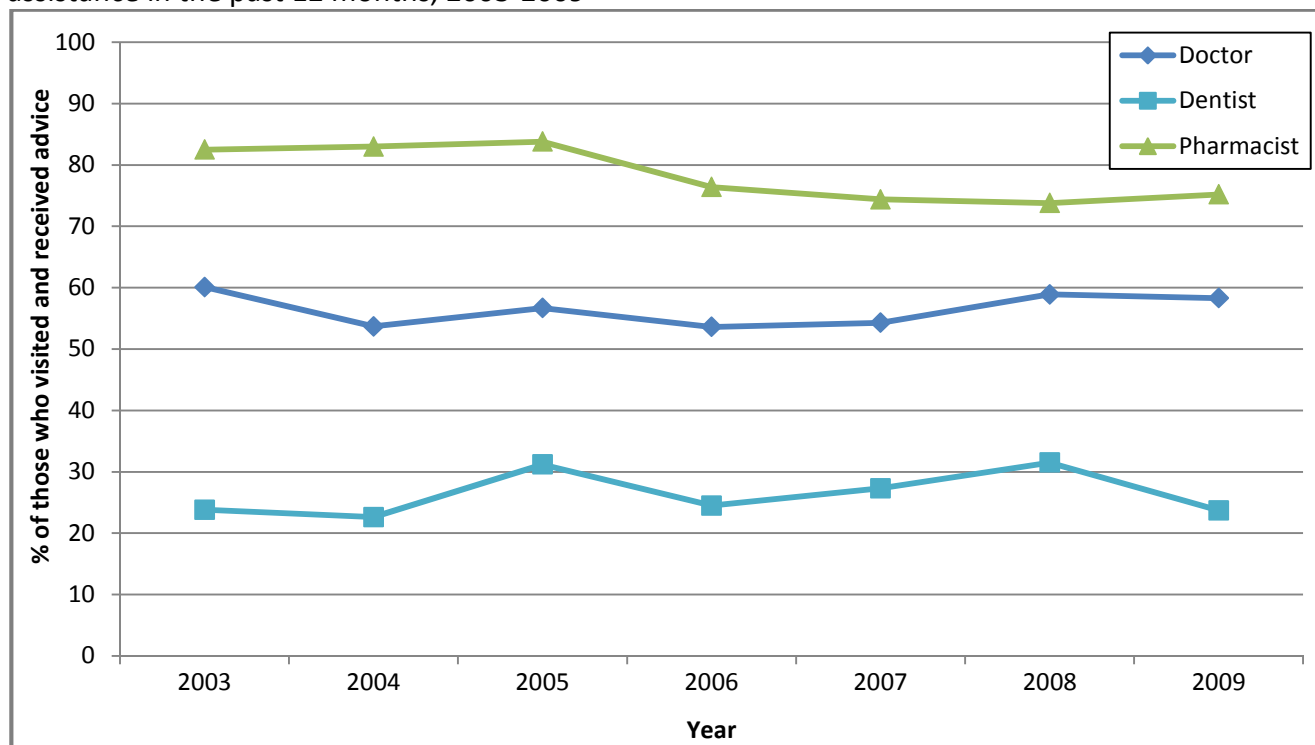


Data Source: CTUMS, 2003-2009

## QUITTING SMOKING: USE OF CESSATION ASSISTANCE

However, of those who visited and received advice, more received information about quitting assistance from pharmacists (75%), compared to doctors (58%) or dentists (24%) (Figure 6.6).

**Figure 6.6:** Percentage of those who received advice who also received information about quitting assistance in the past 12 months, 2003-2009



Data Source: CTUMS, 2003-2009

### Cessation advice and assistance from health professionals by province

The percentages of current smokers who had received advice to quit from health professionals in the past 12 months varied by province (Table 6.2).

**Table 6.2:** Percentage of current smokers who received advice to quit from health professionals in the past 12 months, 2009

Province	Health Professional		
	Doctor	Dentist	Pharmacist
<b>Canada</b>	<b>45.9%</b> (77.4% visited x 59.4% advised)	<b>21.2%</b> (60.5 % visited x 35.1% advised)	<b>6.8%</b> (46.8% talked with x 14.5% advised)
<b>British Columbia</b>	<b>42.0%</b> (76.9 x 54.7)	<b>20.4%</b> (59.1 x 34.5)	<b>!</b> (47.3% talked with)
<b>Alberta</b>	<b>38.2%</b> (73.0 x 52.4)	<b>22.8%</b> (55.8 x 41.2)	<b>!</b> (45.2% talked with)
<b>Saskatchewan</b>	<b>38.6%</b> (77.6 x 49.7)	<b>17.8%</b> (54.3 x 32.8)	<b>6.5%</b> (38.2 x 17.2)
<b>Manitoba</b>	<b>43.9%</b> (78.8 x 55.8)	<b>19.2%</b> (57.7 x 33.3)	<b>!</b> (44.5% talked with)
<b>Ontario</b>	<b>51.3%</b> (79.4 x 64.6)	<b>27.2%</b> (64.9 x 41.9)	<b>!</b> (45.4% talked with)
<b>Quebec</b>	<b>46.1%</b> (76.8 x 60.0)	<b>15.6%</b> (60.0 x 26.0)	<b>7.0</b> (51.7% x 13.5)
<b>New Brunswick</b>	<b>46.7%</b> (74.7 x 62.5)	<b>17.2%</b> (56.1 x 30.7)	<b>10.7</b> (43.5% x 24.6)
<b>Nova Scotia</b>	<b>41.4%</b> (80.6 x 51.3)	<b>18.3%</b> (58.7 x 31.1)	<b>9.4</b> (44.2% x 21.2)
<b>Prince Edward Island</b>	<b>32.0%</b> (75.8 x 42.2)	<b>19.1%</b> (60.0 x 31.9)	<b>!</b> (45.3 talked with)
<b>Nfld. &amp; Labrador</b>	<b>43.2%</b> (73.3 x 59.0)	<b>13.0%</b> (50.7 x 25.7)	<b>6.4%</b> (37.3 x 17.1)

! Data not reportable due to low numbers in the numerator and/or denominator

Data Source: CTUMS, 2009

## Section III: Tobacco Use Among Canadian Youth

### Highlights

#### **Among youth in grades 6-9, in 2008-09:**

**21.6% of students in grades 6-9 overall had ever tried a cigarette, ranging from 8.4% in grade 6 to 35.7% in grade 9.** (page 71)

One third of never-smokers in grades 6-9 were classified as susceptible to smoking. (p. 73)

**3.5% of students in grades 6-9 were current smokers overall, with grade-specific rates ranging from too low to report in grade 6 and 2.0% for grade 7, to 7.0% for grade 9 students.** (p. 75)

- Smokers were fairly evenly split between daily (1.8%) and non-daily (1.7%) smoking. (p. 75)
- More males (4.0%) than females (3.0%) were current smokers. (p.77)
- Prevalence varied by province, and was highest in Quebec, at 7.6%. (p. 78)

Daily smokers in grades 7-9 smoked an average of 10.9 cigarettes per day. (p. 80)

**12% of students in grades 6-9 had ever smoked a cigar or cigarillo.** (pp. 84)

The majority (64%) of smokers in grades 6-9 usually obtained their cigarettes from social sources, including buying, taking, or being given cigarettes by friends, family or others. (p. 82)

Nearly two-thirds of current smokers in grades 6-9 reported ever trying to quit smoking. (p. 88)

#### **Among youth aged 15-19, in 2009:**

One in four (26.4%) youth reported ever having smoked a whole cigarette, ranging from 13.6% of 15-year-olds to 42.0% of 19-year-olds. (page 73)

**13.0% of youth aged 15-19 were current smokers overall, with age-specific rates ranging from 5.4% for 15-year-olds to 20.1% for 19-year-olds.** (p. 75)

- More youth smoked daily (7.5%) than non-daily (5.5%). (p. 75)
- Prevalence was higher among males (14.9%) than females (10.9%). (p.77)
- By province, prevalence ranged from 9% in Ontario to 18% in Saskatchewan and Quebec. (p. 79)

**20% of youth aged 15-19 had ever smoked a cigar, and 31% had ever smoked a cigarillo.** (p. 84)

- Males were more likely to have used these products: 29% of males (vs. 10% of females) had smoked a cigar, while 38% of males (vs. 24% of females) had smoked a cigarillo. (p. 85)

Daily smokers aged 15-19 smoked an average of 11.4 cigarettes per day. (p. 80)

Over half (58%) of smokers aged 15-18 usually obtained cigarettes from retail sources, while the remainder obtained them through social (27%) or other (15%) sources. (p. 82)

60% of smokers aged 15-19 were seriously considering quitting in the next 6 months. (p. 87)

**The majority (62%) of smokers aged 15-19 had made a quit attempt in the past 12 months.** (p. 89)

## 7. Smoking Initiation

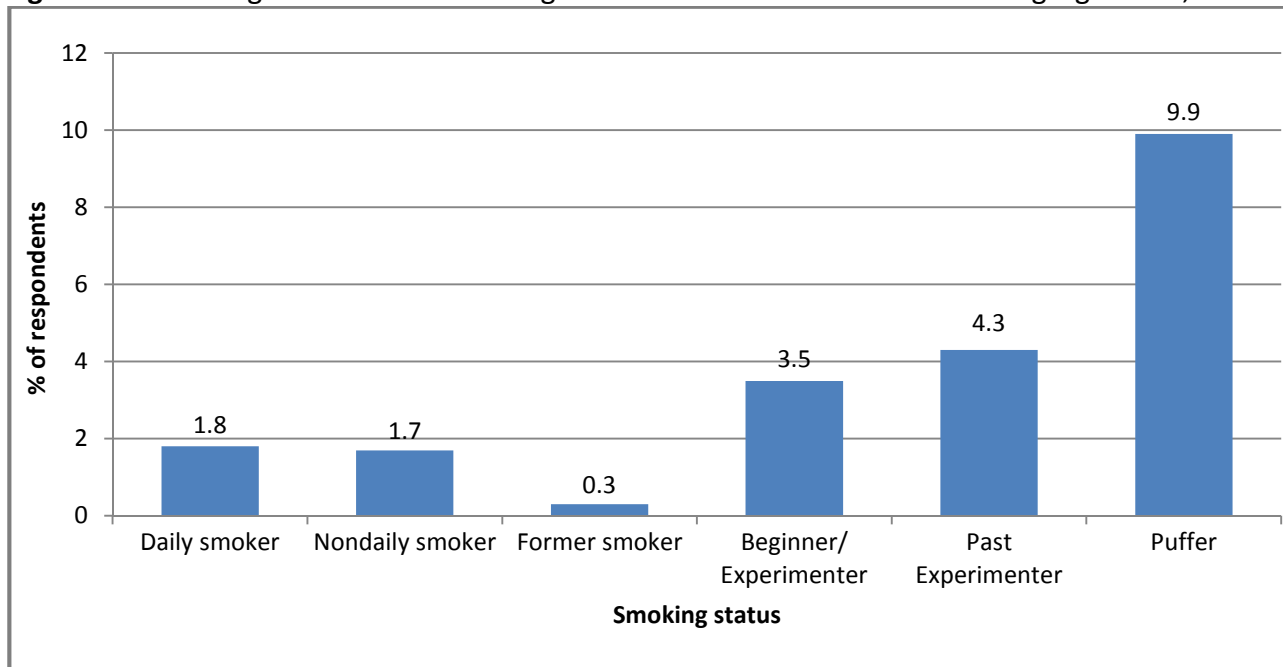
Previous research indicates that most smokers begin smoking by age 19<sup>x</sup>. Accordingly, preventing smoking initiation is the target of many youth tobacco interventions, and youth initiation is monitored by Canada’s national tobacco surveys.

### 7.1 Ever Smoking

#### Ever smoking among students in grades 6-9

In 2008-09, the majority (78.5%) of students in grades 6-9 surveyed had never tried smoking cigarettes, ranging from 91.6% in grade 6 to 64.3% in grade 9. However, 21.6% of students overall *had* tried smoking. Figure 7.1 (below) provides a breakdown of the smoking status of these students.

**Figure 7.1:** Smoking status of students in grades 6-9 who had ever tried smoking cigarettes, 2008-09



**Current smoker:** smoked 100+ cigarettes in lifetime, including:

- **Daily smoker** - at least one cigarette per day for each of the 30 days preceding the survey
- **Non-daily smoker** - at least one cigarette during the last 30 days, but not every day

**Former smoker:** smoked 100+ cigarettes in lifetime and has not smoked at all in the last 30 days

**Beginner/Experimenter:** smoked ≥1 whole cigarette and has smoked in the last 30 days

**Past experimenter:** smoked ≥1 whole cigarette and has not smoked at all in the last 30 days

**Puffer:** tried a few puffs, but never smoked a whole cigarette

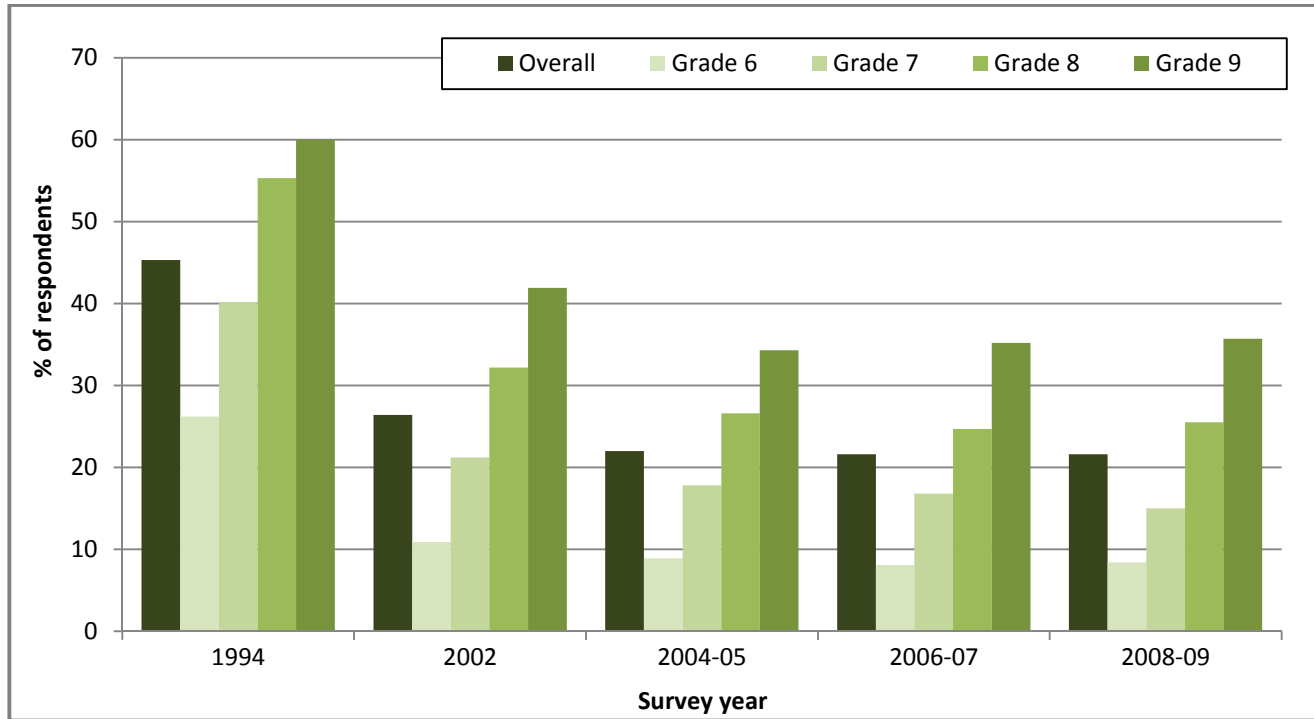
**Data Source:** Youth Smoking Survey (YSS), 2008-09

In 2008-09, a higher percentage<sup>54</sup> of male students (23.5%) had tried smoking cigarettes, compared to females (19.6%) in grades 6-9.

**8 in 10 students in grades 6-9 had never tried smoking cigarettes.**

Although the overall percentage of students in grades 6-9 who had ever tried smoking dropped drastically between 1994 and the 2000s, it did not change significantly between 2006-07 and 2008-09<sup>55</sup> (Figure 7.2). The percentage of students who had tried smoking a cigarette increased with grade level: in 2008-09, 8% of students in grade 6 had tried smoking, compared to 36% of grade 9 students.

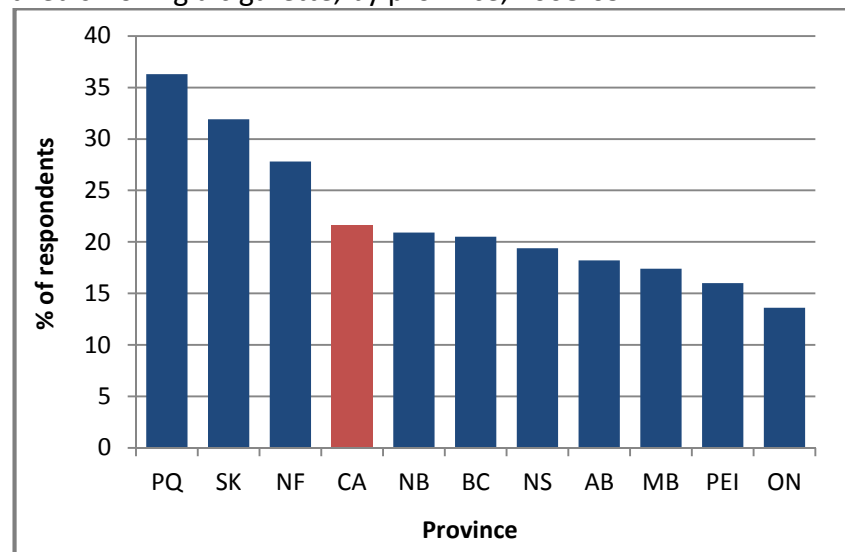
**Figure 7.2:** Percentage of students in grades 6-9 who have ever tried smoking a cigarette, by grade, 1994-2008-09



Data Source: YSS, 1994, 2002, 2004-05, 2006-07, 2008-09

The percentage of students in grades 6-9 who had ever tried smoking a cigarette varied significantly by province<sup>56</sup> (Figure 7.3). For example, just 13.6% of Ontario youth had tried smoking, while nearly triple that (36.3%) in Quebec had tried.

**Figure 7.3:** Percentage of students in grades 6-9 who had ever tried smoking a cigarette, by province, 2008-09



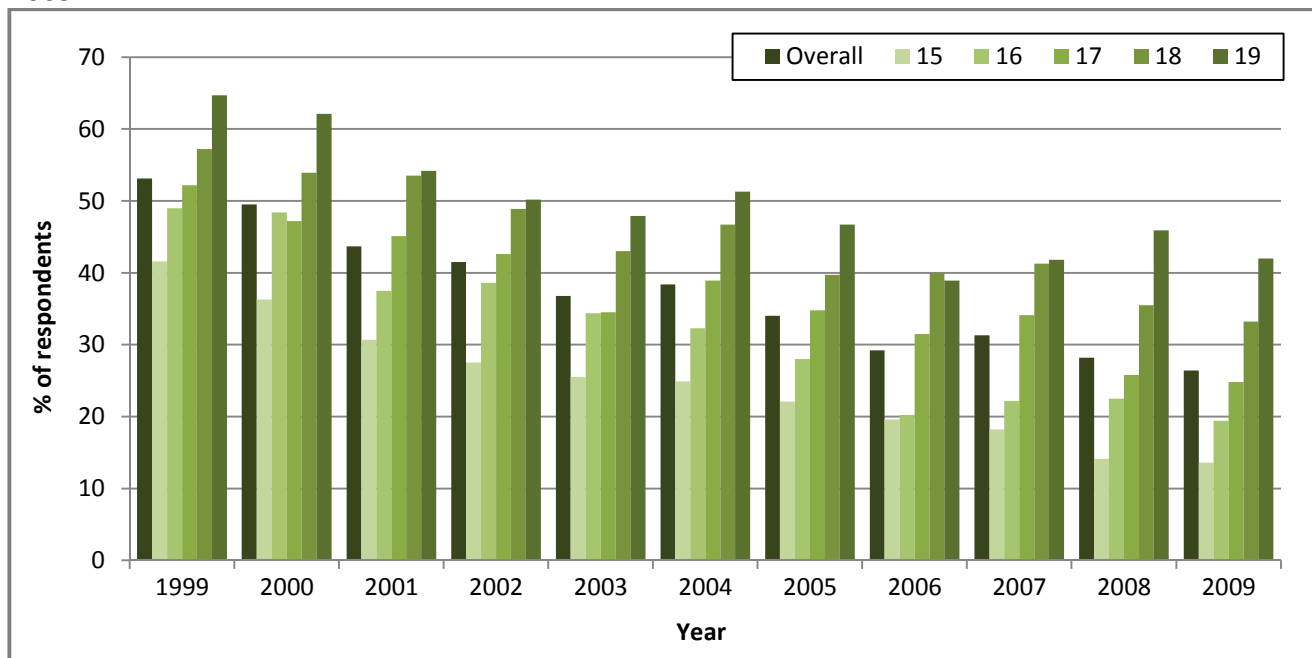
Data Source: YSS, 2008-09

**Ever smoking among youth aged 15-19**

Among youth aged 15-19, 26.4% reported ever having smoked a whole cigarette in 2009. This was not significantly different from the 2008 rate<sup>57</sup>, but this proportion has decreased by 50% since 1999 (Figure 7.4). Significantly more males (31%) than females (22%) had ever smoked a whole cigarette<sup>58</sup>.

The percentage of students who had ever smoked a whole cigarette increased with age in most years between 1999 and 2009. This age gradient appeared to be particularly steep in the most recent years, when 19-year-olds had triple the rate of ever smoking a whole cigarette compared to 15-year-olds.

**Figure 7.4:** Percentage of youth aged 15-19 who have ever smoked a whole cigarette, by age, 1999-2009



Data Source: CTUMS, 1999-2009

It appears that in addition to fewer youth starting to smoke over time, fewer youth are initiating smoking in their early teens. Rather, youth are continuing to pick up the habit throughout adolescence; in the past few years, more youth smoked their first cigarette after age 15 than earlier. In 2009, the mean age at which ever-smokers age 25 and over smoked their first cigarette was 16.

**7.2 Susceptibility to Smoking**

Although current smoking rates were fairly low among the youngest respondents, students may be susceptible to future smoking. Susceptibility to smoking is defined as “the absence of a firm decision not to smoke,” and can predict future smoking among youth<sup>xi</sup>.

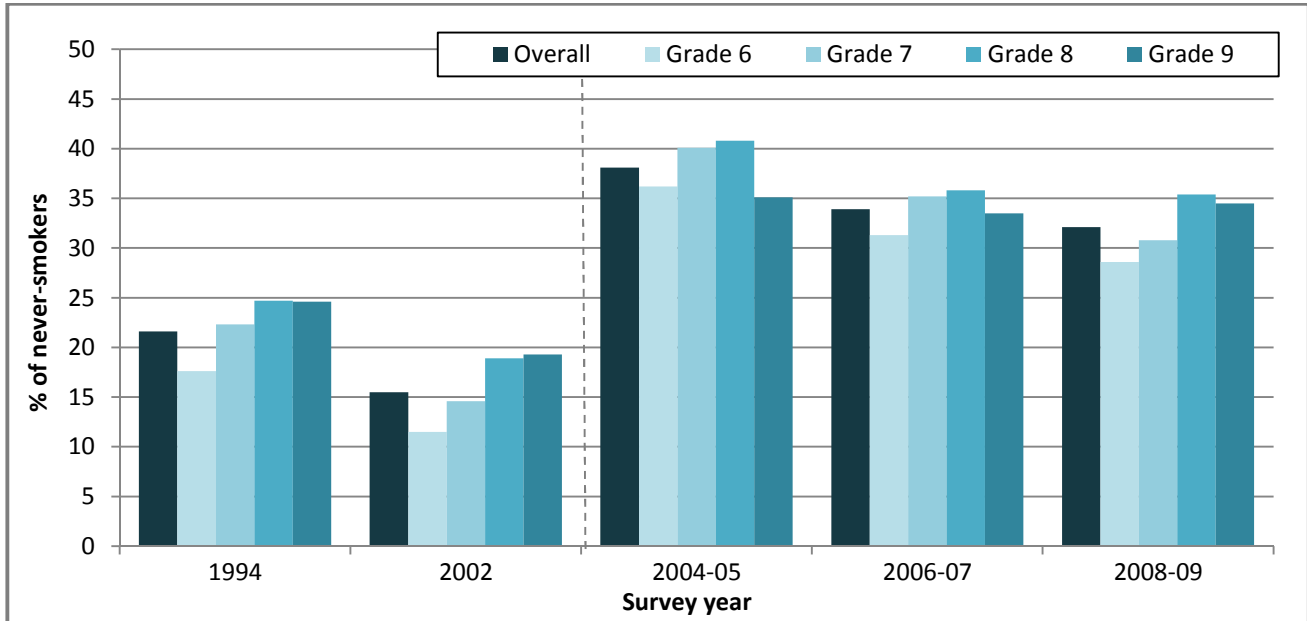
Overall, 32.1% of never-smokers in grades 6-9 were classified as susceptible to smoking\* in 2008-09, unchanged from 2006-07<sup>59</sup>. Similar percentages of males (32.8%) and females (31.4%) were susceptible to smoking<sup>60</sup>.

\*Students were classified as NOT susceptible if they responded “definitely not” to the following three items: “Do you think in the future you might try smoking cigarettes?”, “If one of your best friends was to offer you a cigarette would you smoke it?”, and “At any time during the next year do you think you will smoke a cigarette?”; all other students were classified as susceptible.

**Susceptibility to smoking by grade**

Susceptibility to smoking among never-smoking students in grades 6-9 did not change significantly between 2006-07 and 2008-09<sup>59</sup> (Note: comparisons with earlier survey years are not possible due to question changes) (Figure 7.5). The percentage of never-smokers who were susceptible to smoking increased with grade level up to grade 8: for example, in 2008-09, 29% of students in grade 6 were susceptible, while 35% of grade 8 students were susceptible. Susceptibility among grade 9 students was the same or lower than among grade 8 students in all years.

**Figure 7.5:** Percentage of never-smokers in grades 6-9 who were susceptible to smoking\*, by grade, 1994-2008-09



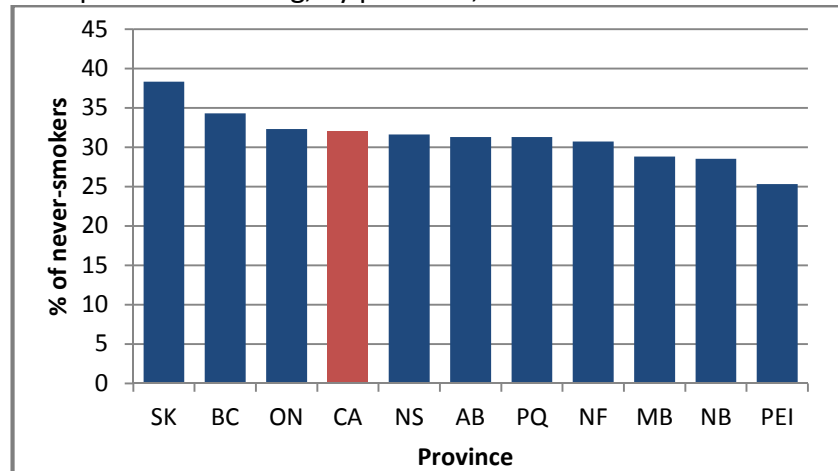
\*In 2004-05, 2006-07, and 2008-09 susceptibility was defined as outlined above (page 73). In 1994 and 2002, students were classified as NOT susceptible if they responded “No” to both of the following items: “Have you ever seriously thought about trying smoking?” and “Do you think you might try smoking within the next month?”; others were classified as susceptible.

Data Source: YSS, 1994, 2002, 2004-05, 2006-07, 2008-09

**Susceptibility to smoking by province**

The percentage of students in grades 6-9 who were susceptible to smoking varied significantly by province<sup>61</sup> (Figure 7.6). For example, just 25% of students in Prince Edward Island were susceptible to smoking, while 38% of students in Saskatchewan were susceptible.

**Figure 7.6:** Percentage of never-smokers in grades 6-9 who were susceptible to smoking, by province, 2008-09



Data Source: YSS, 2008-09

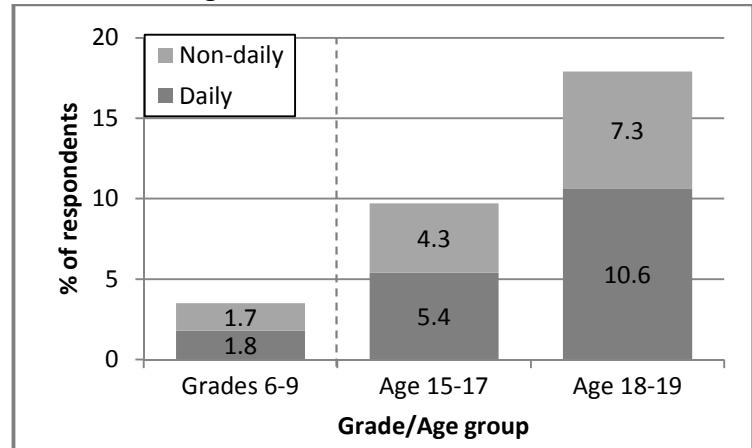
## 8. Current Smoking among Youth

### 8.1 Smoking Prevalence

In 2008-09, the smoking rate among students in grades 6-9 was 3.5% overall, although it varied substantially by grade from too low to report to 7% (Figure 8.1). Among adolescents aged 15-19, 13% were current smokers in 2009, again with substantial variation by age, from 5-20%. Daily smoking accounted for a little over half of smoking among youth, increasing with age.

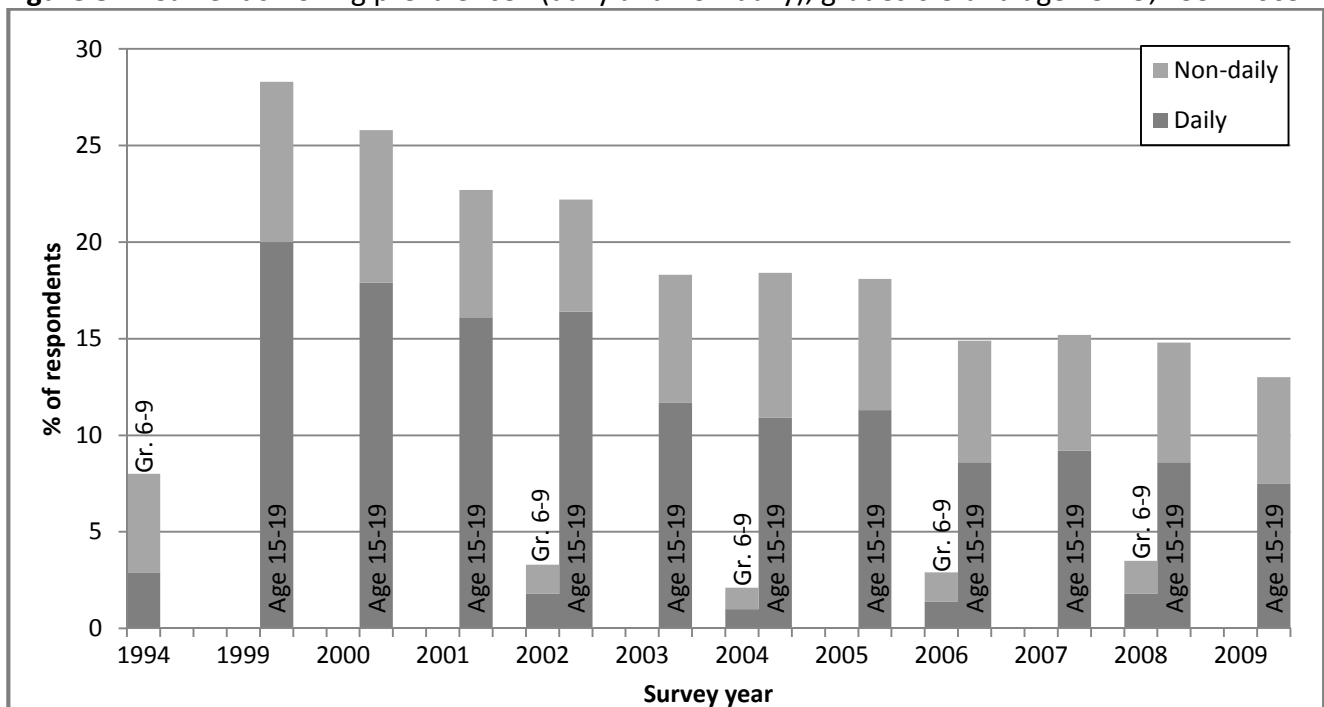
Smoking prevalence among students in grades 6-9 did not change significantly between 2006-07 and 2008-09<sup>62</sup>, and has remained fairly steady since 2002, at less than half of the 1994 rate (Figure 8.2). Among youth aged 15-19, smoking prevalence declined steadily from 1999 to 2003, where it remained at around 18% until 2005, before dropping to around 15% for the next few years (Figure 8.2). There was no significant change in prevalence between 2008 and 2009<sup>63</sup>. Most of the decline in smoking among 15- to 19-year-olds appears to be due to decreasing daily smoking rates; non-daily smoking prevalence has fluctuated around 6-8% throughout the years studied.

**Figure 8.1:** Current smoking prevalence, grades 6-9, 2008-09, and age 15-19, 2009



Data Sources: CTUMS, 2009; YSS, 2008-09

**Figure 8.2:** Current smoking prevalence\* (daily and non-daily), grades 6-9 and age 15-19, 1994-2009



\* Current daily/non-daily smoker and smoked in past 30 days

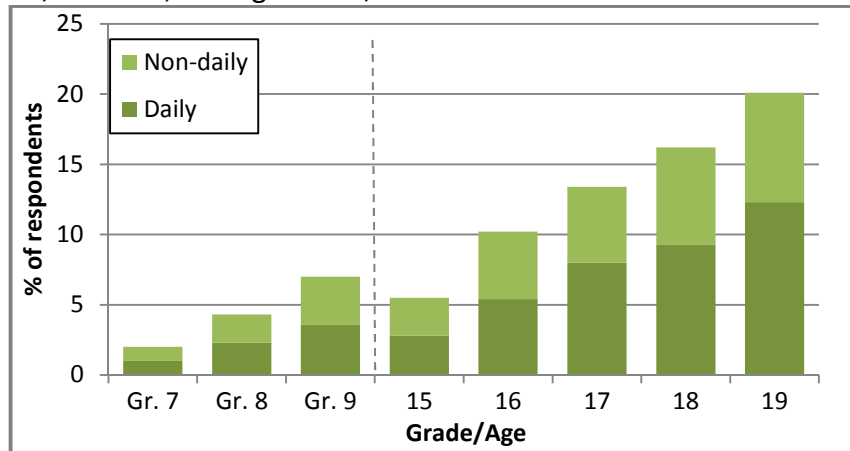
Data Sources: CTUMS, 1999-2009; YSS, 1994, 2002, 2004-05, 2006-07, 2008-09

**Smoking Prevalence by Age**

Smoking prevalence appeared to increase with age: smoking rates were too low to report among grade 6 students, but increased fairly steadily to one in five 19 year-olds (Figure 8.3).

As noted, data up to grade 9 is provided by the YSS, and data from CTUMS is used for older youth (see p.96). The difference observed between grade 9 students and 15-year-olds could be due to differences in survey methodologies.

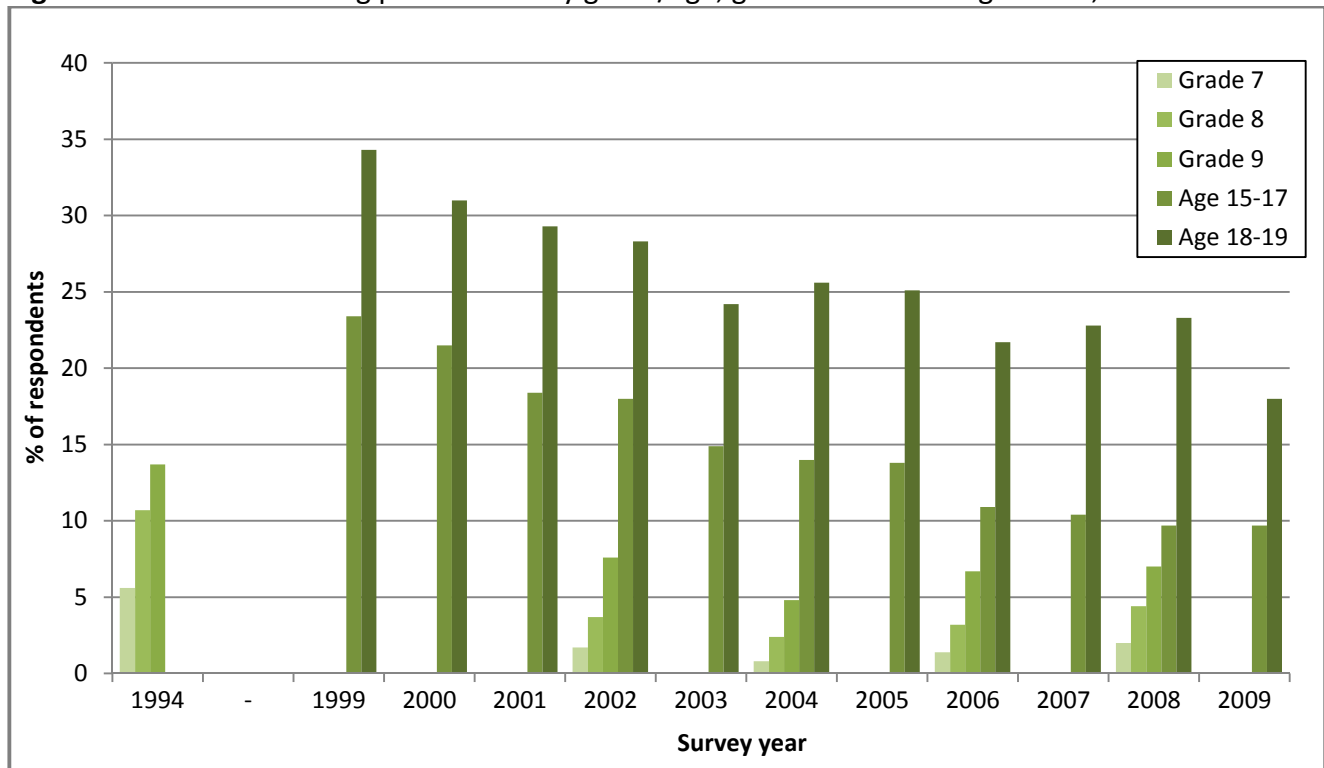
**Figure 8.3:** Current smoking prevalence by grade/age, grades 7-9\*, 2008-09, and age 15-19, 2009



\*Data for grade 6 not reportable due to low numbers in the numerator/denominator  
 Data Sources: CTUMS, 2009; YSS, 2008-09

Among students in grades 7-9, smoking patterns by grade were fairly stable between 2002 and 2008-09, and were much lower in these years than in 1994 (Figure 8.4). Over time, smoking among youth aged 15-17 has declined fairly steadily, while smoking among 18- to 19-year-olds has also declined, albeit with less consistency and slight increases in some years (Figure 8.4). This has led to a greater difference in smoking rates between older and younger adolescents: in 2009, the smoking rate among 18- to 19-year-olds was almost double that of 15- to 17-year olds.

**Figure 8.4:** Current smoking prevalence\* by grade/age, grades 7-9\*\* and age 15-19, 1994-2009



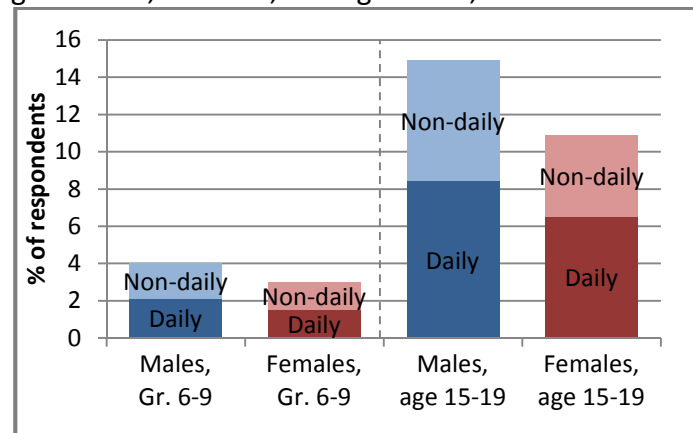
\*For grades 7-9: current daily/non-daily smoker and smoked in past 30 days; for age 15-19: current daily or non-daily smoker  
 \*\*Data for grade 6 not reportable due to low numbers in the numerator and/or denominator  
 Data Sources: CTUMS, 1999-2009; YSS, 1994, 2002, 2004-05, 2006-07, 2008-09

**Smoking Prevalence by Sex**

Smoking prevalence was significantly higher among males than females, among both students in grades 6-9<sup>64</sup> and youth aged 15-19<sup>65</sup>, in 2008-09 and 2009, respectively (Figure 8.5).

Over time, among 15- to 19-year-olds, prevalence patterns have shifted from higher female smoking prevalence before 2004, to greater percentages of males smoking in the most recent years (Figure 8.6).

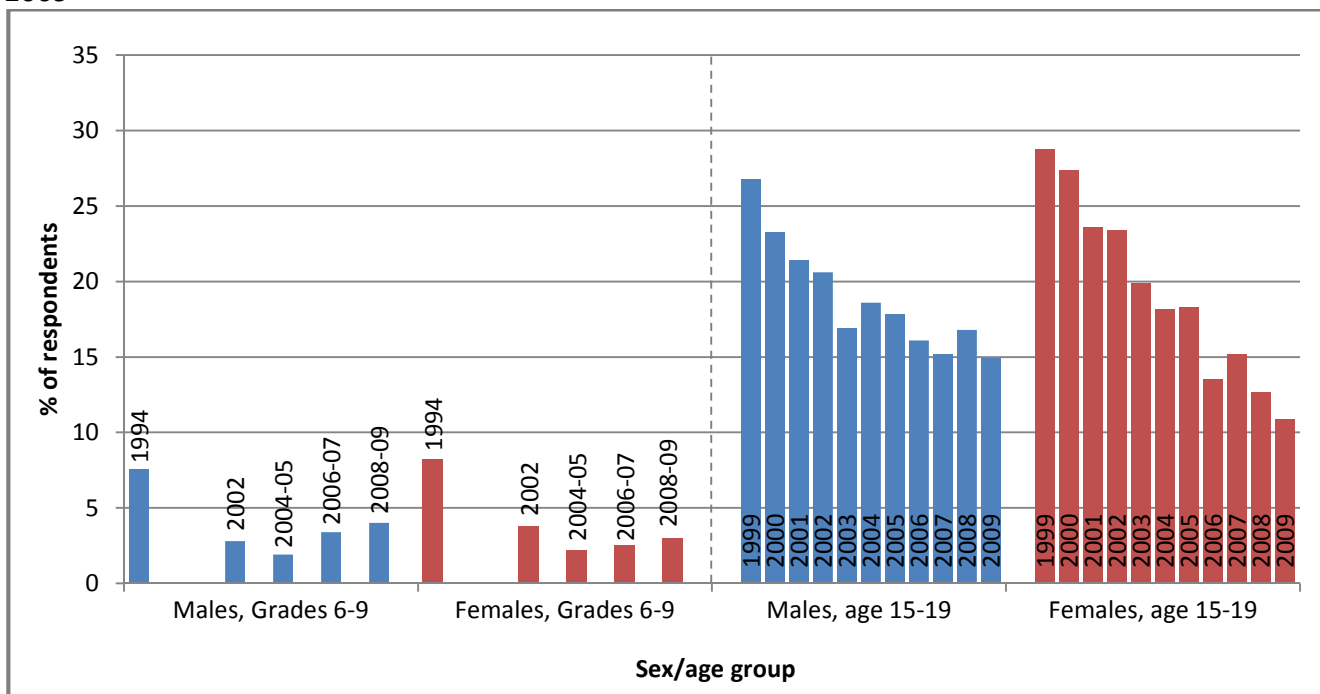
**Figure 8.5:** Current smoking prevalence by sex, grades 6-9, 2008-09, and age 15-19, 2009



Data Sources: CTUMS, 2009; YSS, 2008-09

Among students in grades 6-9, the same general pattern was observed, although with much smaller differences between the sexes: females had slightly higher smoking rates from 1994 to 2004-05, and males had slightly higher rates in 2006-07 and 2008-09 (Figure 8.6).

**Figure 8.6:** Current smoking prevalence (daily and non-daily) by sex, grades 6-9 and age 15-19, 1994-2009



Data Sources: CTUMS, 1999-2009; YSS, 1994, 2002, 2004-05, 2006-07, 2008-09

**Smoking Prevalence by Province**

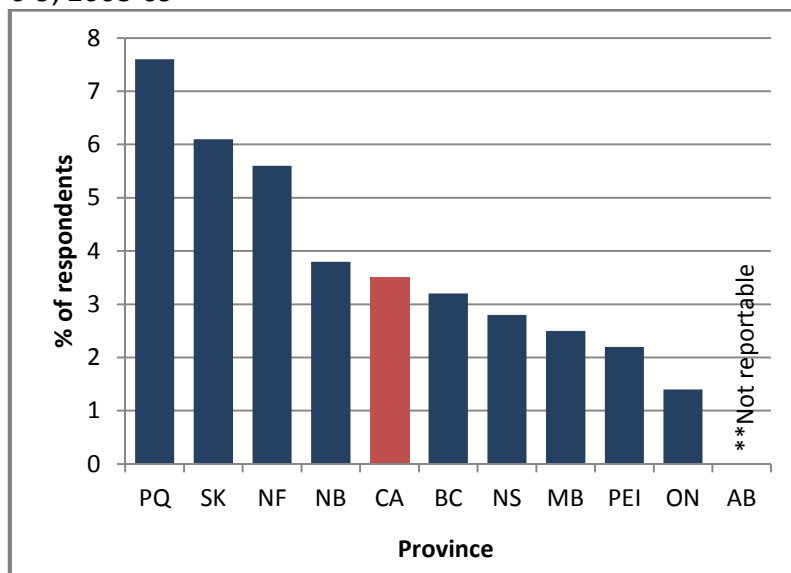
**Prevalence among students in grades 6-9**

Smoking prevalence among students in grades 6-9 varied significantly by province in 2008-09<sup>66</sup> (Figure 8.7).

Prevalence was highest in Quebec, at 7.6%.

Between 1994 and 2004-05, smoking declined in all provinces (Table 8.1). From 2004-05 to 2008-09, prevalence has remained fairly stable or risen slightly in almost all provinces.

**Figure 8.7:** Current smoking prevalence\* by province, grades 6-9, 2008-09



\*Includes daily and non-daily smokers

\*\*Data not reportable due to low numbers in the numerator and/or denominator

Data Source: YSS, 2008-09

**Table 8.1:** Current smoking prevalence\* by province, grades 6-9, 1994-2009

Year	1994	2002	2004-05	2006-07	2008-09
Canada	7.9	3.3	2.1	3.0	3.5
British Columbia	7.7	2.3	!	3.0	3.2
Alberta	7.5	!	!	!	!
Saskatchewan	6.1	3.2	2.1	!	6.1
Manitoba	6.8	4.2	2.1	3.2	2.5
Ontario	4.6	!	1.0	1.9	1.4
Quebec	14.1	7.6	4.3	5.2	7.6
New Brunswick	8.0	5.1	3.3	3.3	3.8
Nova Scotia	7.6	4.6	2.9	3.8	2.8
Prince Edward Island	7.7	!	!	2.3	2.2
Nfld. & Labrador	9.3	5.9	3.8	!	5.6

\* Current daily/non-daily smoker and smoked in past 30 days

! Data not reportable due to low numbers in the numerator and/or denominator

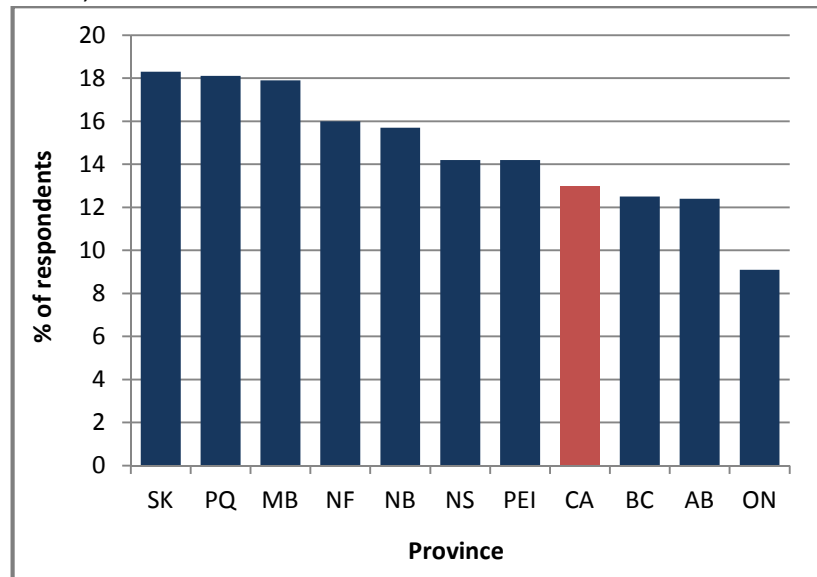
Data Source: YSS, 1994, 2002, 2004-05, 2006-07, 2008-09

**Prevalence among youth aged 15-19**

Among youth aged 15-19, smoking prevalence varied significantly by province<sup>67</sup> in 2009 (Figure 8.8). Prevalence ranged from 9% in Ontario to more than 18% in Saskatchewan. The Prairie provinces and Quebec had the highest rates of youth smoking.

Between 1999 and 2009, smoking prevalence decreased substantially in all provinces; during this time, smoking rates were reduced by half in Canada, as well as in many provinces (Table 8.2).

**Figure 8.8:** Current smoking prevalence\* by province, age 15-19, 2009



\*Includes daily and non-daily smokers

Data Source: CTUMS, 2009

**Table 8.2:** Current smoking prevalence\* by province, age 15-19, 1999-2009

Year	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
<b>Canada</b>	<b>27.7</b>	<b>25.3</b>	<b>22.5</b>	<b>22.0</b>	<b>18.3</b>	<b>18.4</b>	<b>18.1</b>	<b>14.9</b>	<b>15.2</b>	<b>14.8</b>	<b>13.0</b>
<b>British Columbia</b>	20.2	18.0	16.8	14.8	13.6	12.8	14.4	12.4	9.0	15.2	12.5
<b>Alberta</b>	26.4	24.4	24.1	19.0	18.1	15.7	18.9	15.2	20.1	16.0	12.4
<b>Saskatchewan</b>	31.4	24.1	27.1	29.0	28.2	24.7	24.9	20.8	22.0	20.0	18.3
<b>Manitoba</b>	29.5	25.4	28.2	23.3	20.3	21.0	20.0	19.7	20.1	17.0	17.9
<b>Ontario</b>	24.8	25.1	18.8	19.2	14.5	16.8	16.0	12.5	13.5	12.8	9.1
<b>Quebec</b>	35.7	29.6	28.6	32.0	25.5	24.1	22.8	18.3	17.4	16.6	18.1
<b>New Brunswick</b>	27.4	29.9	24.6	17.6	21.6	17.7	17.9	15.7	16.8	14.2	15.7
<b>Nova Scotia</b>	30.1	25.1	26.8	20.2	18.4	20.3	12.9	14.8	13.4	14.4	14.2
<b>PEI</b>	28.3	21.5	20.4	19.3	19.5	16.6	12.9	14.1	13.1	13.7	14.2
<b>Nfld. &amp; Labrador</b>	29.9	28.4	22.0	22.2	22.0	21.1	19.0	16.2	16.8	14.7	16.0

\*Includes daily and non-daily smokers

Data Source: CTUMS, 1999-2009

## 8.2 Cigarette Consumption

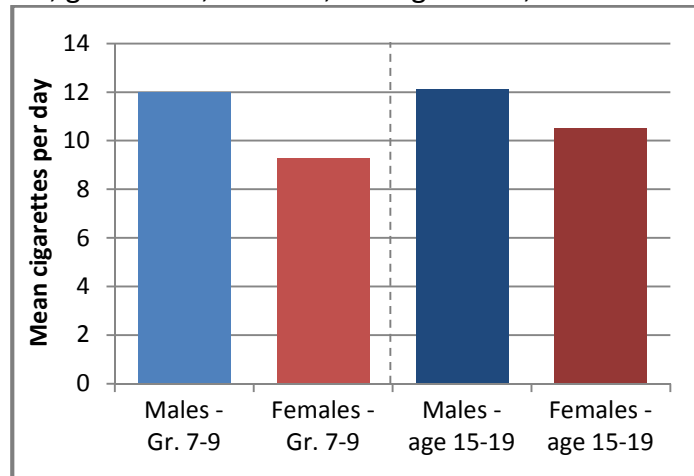
In 2008-09, average daily cigarette consumption among daily smokers in grades 7-9 was 10.9, not significantly different from the 2006-07 rate of 9.2<sup>68</sup>. Among 15- to 19-year-olds, average daily cigarette consumption was 11.4 in 2009, no significant change from 2008<sup>69</sup>.

### Cigarette Consumption by Sex

Among daily smokers in grades 7-9, males had significantly higher mean daily cigarette consumption than females in 2008-09<sup>70</sup> (Figure 8.9). In this age group, consumption appears to have fluctuated over time among males, first decreasing before increasing in the most recent wave, but remained stable among females (Figure 8.10).

Among daily smokers aged 15-19, males appeared to consume more than females in 2009, although this difference was not statistically significant<sup>71</sup> (Figure 8.9). Males also appeared to smoke more in all years between 1999 and 2009 (Figure 8.10).

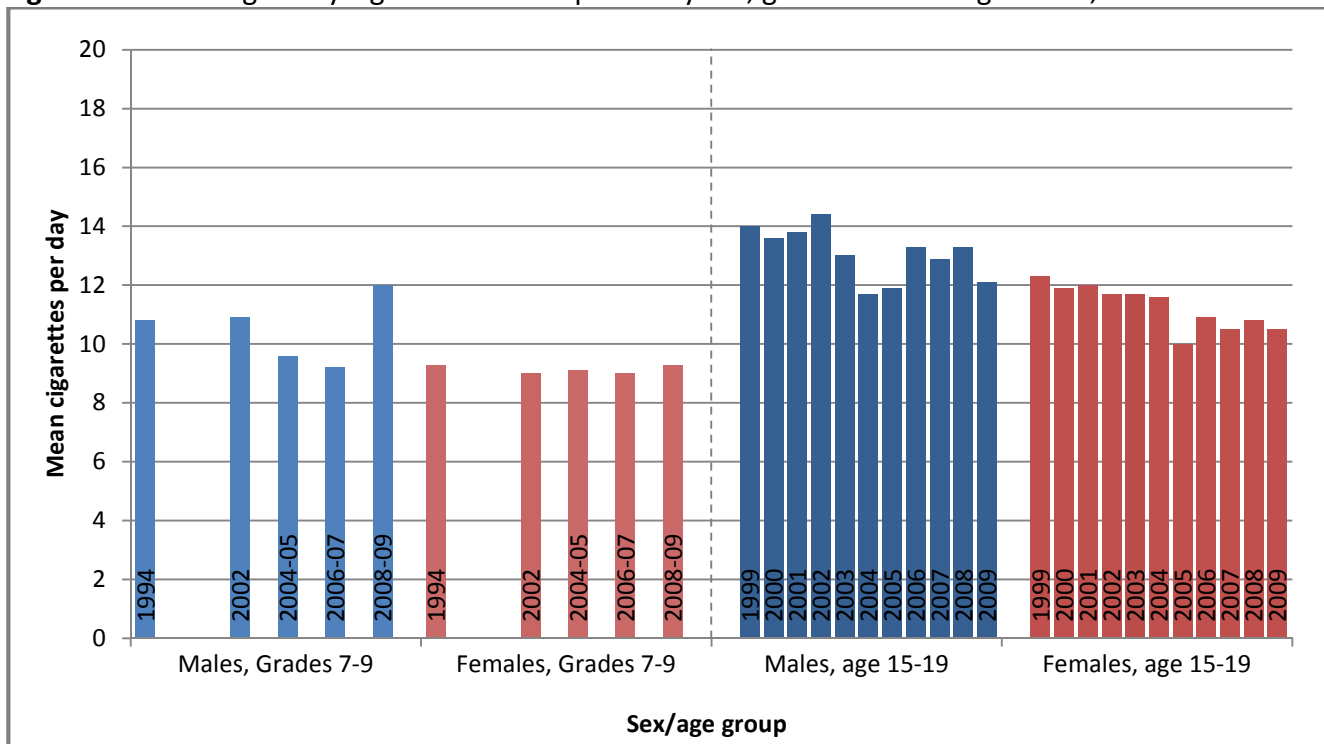
**Figure 8.9:** Average daily cigarette consumption\* by sex, grades 7-9, 2008-09, and age 15-19, 2009



\*Among daily smokers

Data Sources: CTUMS, 2009; YSS 2008-09

**Figure 8.10:** Average daily cigarette consumption\* by sex, grades 7-9 and age 15-19, 1994-2009



\*Among daily smokers

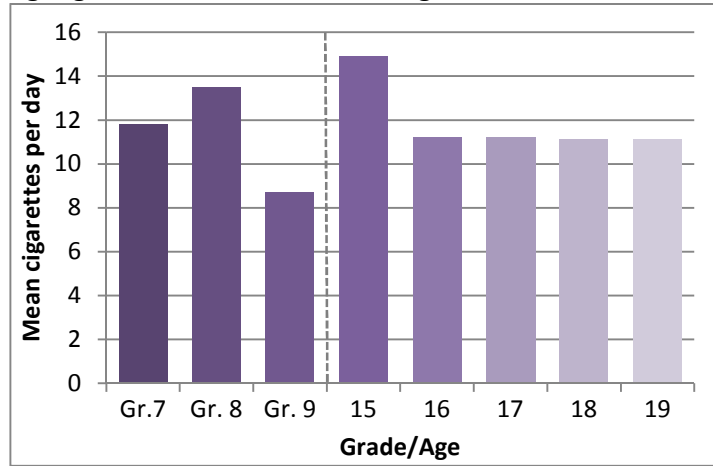
Data Sources: CTUMS, 1999-2009; YSS, 1994, 2002, 2004-05, 2006-07, 2008-09

**Cigarette Consumption by Age**

In 2008-09/2009, there was no consistent pattern by age for cigarette consumption among daily smokers (Figure 8.11).

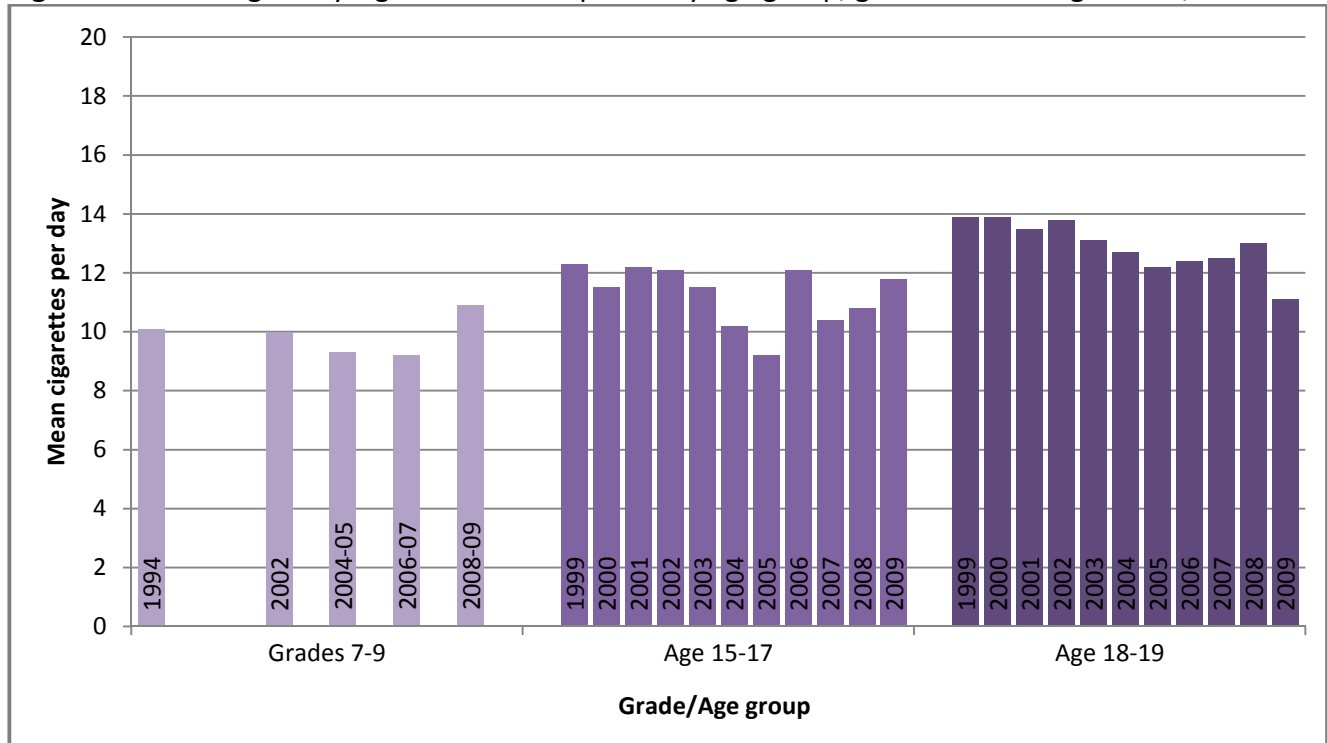
Among daily smokers aged 15-19, average daily cigarette consumption decreased between 1999 and 2005, after which it increased, slightly for 18- to 19-year-olds and fairly steeply for 15- to 17-year-olds (Figure 8.12). Among smokers in grades 7-9, daily cigarette consumption has remained between 9 and 11 since 1994.

**Figure 8.11:** Average daily cigarette consumption\* by age, grades 7-9, 2008-09, and age 15-19, 2009



\*Among daily smokers  
Data Source: CTUMS, 2009; YSS 2008-09

**Figure 8.12:** Average daily cigarette consumption\* by age group, grades 7-9 and age 15-19, 1994-2009



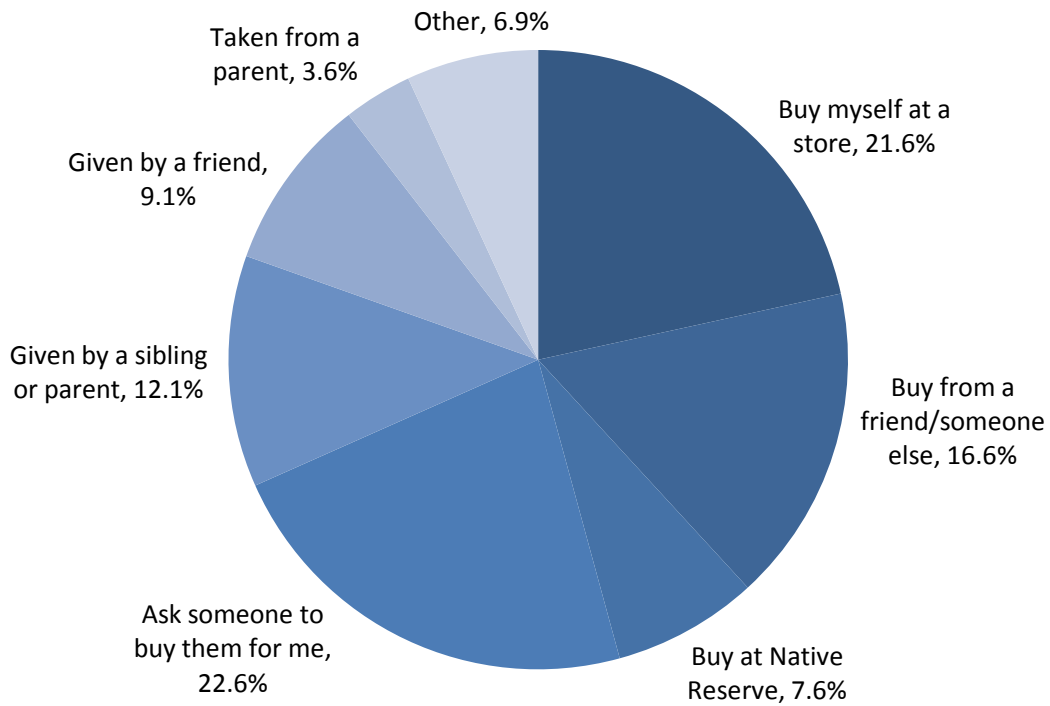
\*Among daily smokers  
Data Source: CTUMS, 1999-2009; YSS, 1994, 2002, 2004-05, 2006-07, 2008-09

## 9. Sources of Cigarettes

### Sources of cigarettes for students in grades 6-9

In 2008-09, when smokers in grades 6-9 were asked where they usually got their cigarettes, 64% reported obtaining them from social sources, including buying, taking, or being given cigarettes by friends, family or others. One-fifth reported usually purchasing cigarettes from a store themselves, and 8% reported usually purchasing from a Native Reserve (Figure 9.1).

**Figure 9.1:** Usual sources of cigarettes for current smokers\* in grades 6-9, 2008-09



\*Current smoker = smoked 100+ cigarettes in lifetime and smoked in the past 30 days

Data Source: YSS, 2008-09

**The majority (64%) of smokers in grades 6-9 reported obtaining their cigarettes from social sources. In contrast, the majority (58%) of smokers age 15-18 reported obtaining their cigarettes from a retail source.**

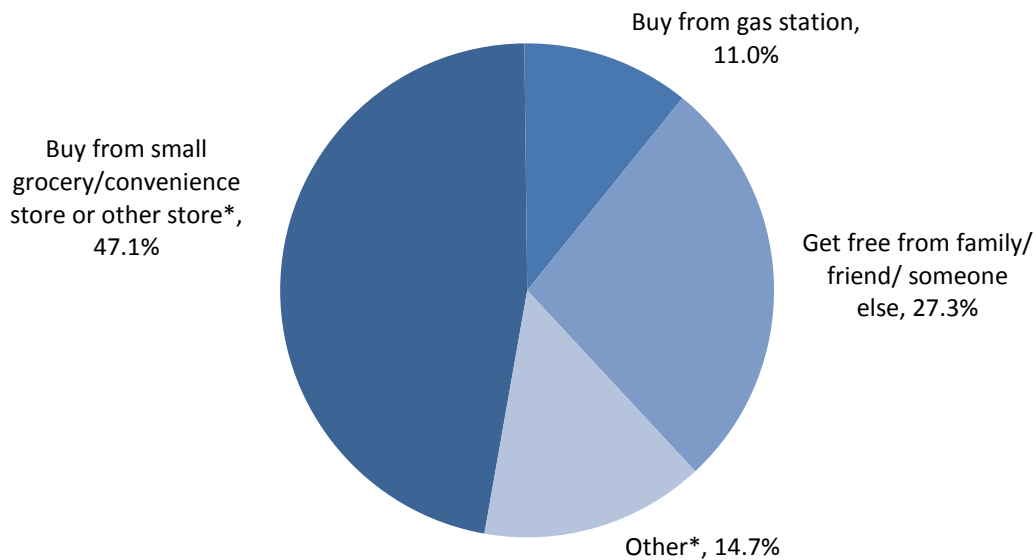
**Around 15% of smokers in each age group accessed cigarettes through "Other" sources and First Nations Reserves.**

**Sources of cigarettes for 15- to 18-year-olds**

The legal age to purchase cigarettes is 19 in most provinces, with the exception of Alberta, Saskatchewan, Manitoba, and Quebec, where the legal purchase age is 18. In the age group 15-18, most of the smokers surveyed would be underage for purchasing cigarettes.

In 2009, when smokers aged 15-18 were asked where they usually got their cigarettes, 58% reported purchasing them from a retail source, primarily small grocery/convenience stores and gas stations (Figure 9.2). Nearly three in ten reported being given cigarettes by another person, including friends, family and others. A sizeable percentage (15%) reported getting cigarettes from “Other” sources.

**Figure 9.2:** Percentage of smokers aged 15-18 who usually get cigarettes from various sources, 2009



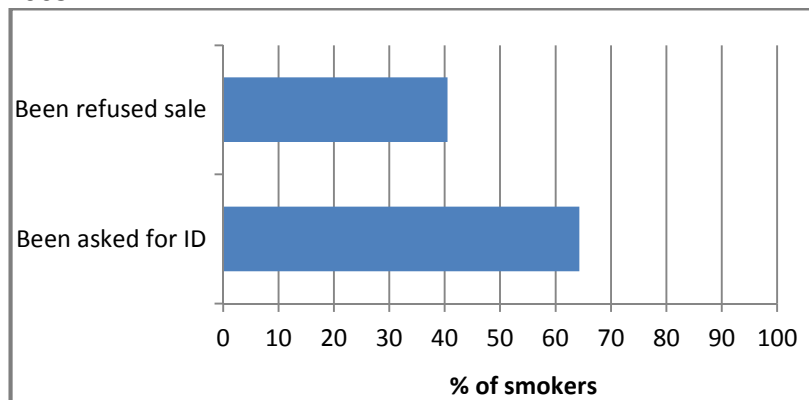
\*Some categories have been combined due to low numbers: “Buy from small grocery/convenience store” includes “Supermarket”, “Drug store” and “Other kind of store”; “Other” includes “Buy from a First Nations reserve” and “Other”.

Data Source: CTUMS, 2009

In 2009, more than half (57.6%) of all current smokers aged 15-18 had asked someone to buy cigarettes for them in the past 12 months.

Among 15- to 18-year-olds who had bought cigarettes from a store in the past 12 months, almost three-quarters (72.7%) had either been asked for ID or been refused sale (Figure 9.3).

**Figure 9.3:** Percentage of smokers aged 15-18 who were asked for ID or refused sale of cigarettes, among those who usually buy cigarettes from a store or bought them in the past 12 months, 2009



Data Source: CTUMS, 2009

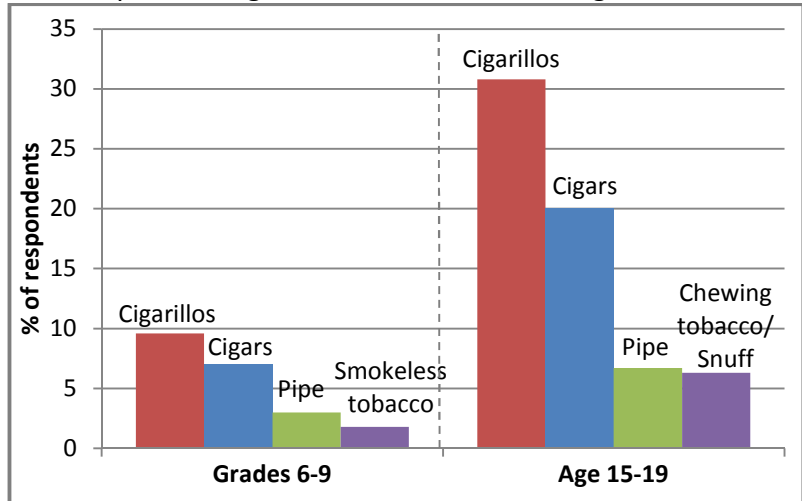
10. Use of Other Tobacco Products

In 2008-09, nearly 10% of students in grades 6-9 reported having ever smoked a cigarillo, and 7% had smoked a cigar (Figure 10.1). Among youth aged 15-19, these figures jumped to 31% reporting ever having tried cigarillos, and 20% having tried cigars in 2009. Far fewer youth reported having smoked a pipe, or used smokeless tobacco.

Since 2003, ever use of cigars/ cigarillos has increased among youth aged 15-19, while ever use of a pipe or chewing tobacco/snuff has remained fairly stable (Figure 10.2).

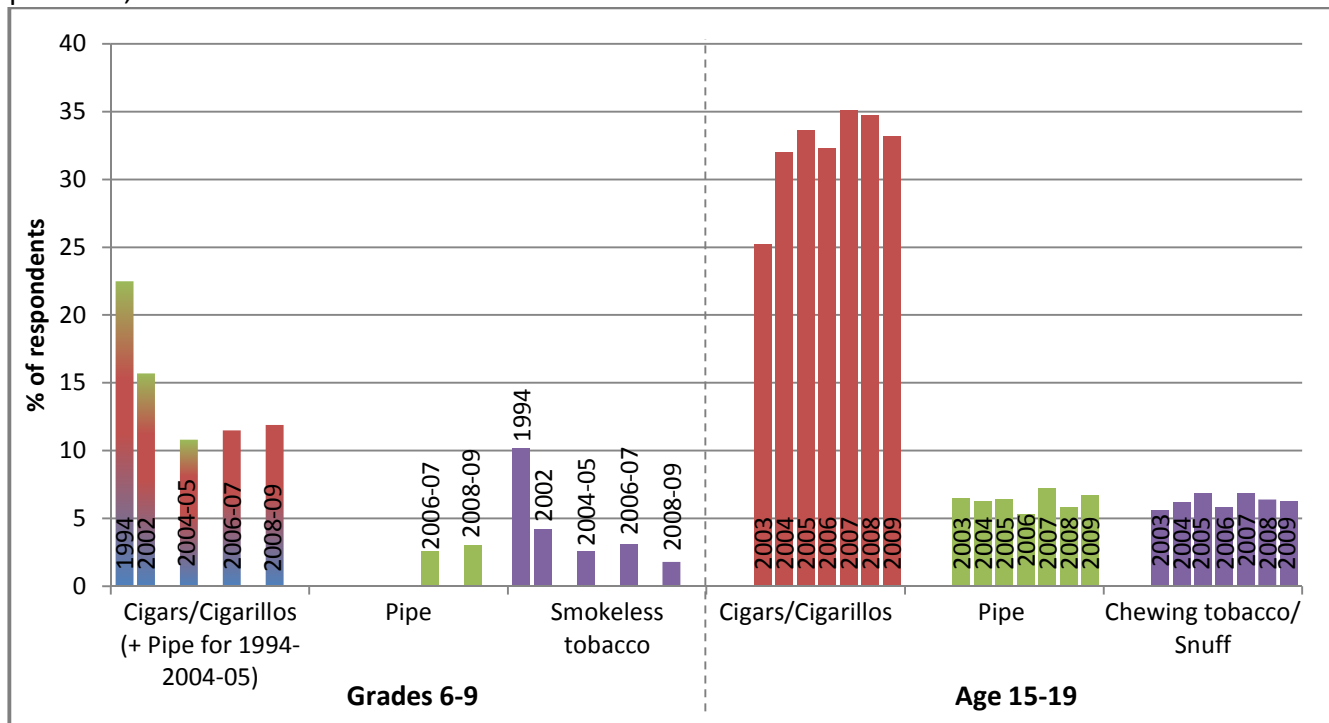
Between 2008 and 2009, there was no significant change in use of either cigars/cigarillos/pipe<sup>72</sup> or chewing tobacco/snuff<sup>73</sup> in the 15-19 age group. Among students in grades 6-9, ever use of other tobacco products decreased between 1994 and 2004-05. Between 2006-07 and 2008-09, use of cigars/cigarillos/pipe did not change<sup>74</sup>, although use of smokeless tobacco decreased significantly<sup>75</sup>.

Figure 10.1: Percentage of youth who have ever tried various tobacco products, grades 6-9, 2008-09, and age 15-19, 2009



Data Source: CTUMS, 2009; YSS, 2008-09

Figure 10.2: Percentage of youth in grades 6-9 and age 15-19 who have ever tried various tobacco products, 1994-2009



NOTE: Categories have been combined in some cases: CTUMS items for cigars and cigarillos combined in 2007-2009; YSS items for cigars and cigarillos combined in 2008-09; YSS asked about cigars, cigarillos, and pipe as a single item prior to 2006-07; YSS items for chewing tobacco and snuff combined for 1994-2006-07, and asked as a single item about "smokeless tobacco" in 2008-09

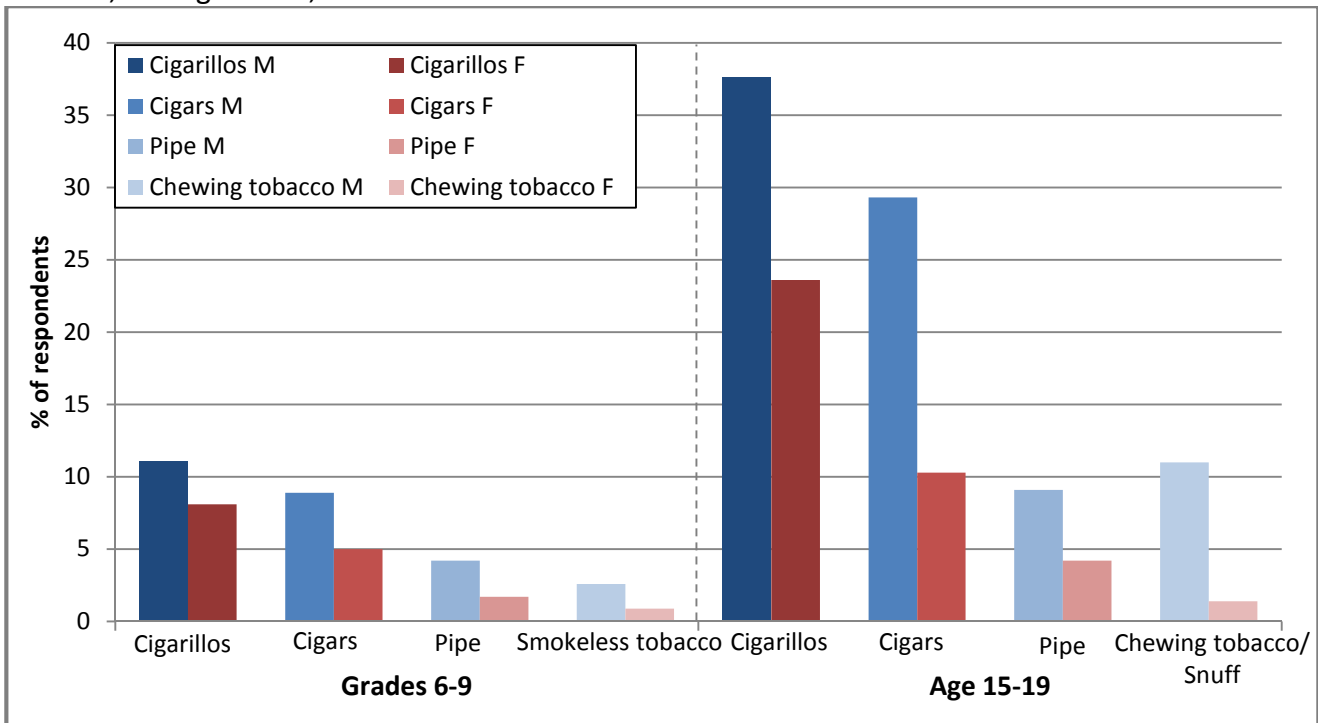
Data Source: CTUMS, 2003-2009; YSS, 1994, 2002, 2004-05, 2006-07, 2008-09

**Use of Other Tobacco Products by Sex**

In 2009, among youth aged 15-19, significantly more males than females had tried all tobacco products<sup>76-78</sup> (Figure 10.3). This gender difference appeared to be particularly large for pipe and chewing tobacco/snuff. A similar pattern was observed among younger students, with more males than females in grades 6-9 ever trying all other tobacco products<sup>79-81</sup>.

Among youth aged 15-19, gender differences in use of other tobacco products were consistent over time from 2003 to 2009 (data not shown). Among students in grades 6-9, gender differences also appeared fairly consistent over time, from 1994 to 2008-09 (data not shown).

**Figure 10.3:** Percentage of youth who have ever tried various tobacco products, by sex, grades 6-9, 2008-09, and age 15-19, 2009



Data Source: CTUMS, 2009; YSS, 2008-09

**Cigars and cigarillos were popular among youth: 12% of students in grades 6-9 and one third of youth aged 15-19 reported trying these products.**

**Gender differences were observed in use of other tobacco products among youth, with males trying all products more often than females. However, these differences were less pronounced than among adults.**

## TOBACCO USE AMONG YOUTH: USE OF OTHER TOBACCO PRODUCTS

### *Use of Other Tobacco Products by Province*

Use of other tobacco products among students in grades 6-9 varied by province, significantly for cigars/cigarillos and chewing tobacco/snuff<sup>82-84</sup> (Table 10.1). Cigar and cigarillo use were highest in Quebec, at 19% and 13%, respectively, while British Columbia and Saskatchewan also had high rates of use. Use of smokeless tobacco was also higher in Saskatchewan than any other province.

**Table 10.1:** Percentage of youth in grades 6-9 who have ever tried various tobacco products, by province, 2008-09

Province	Tobacco Product			
	Cigarillos	Cigars	Pipe	Smokeless tobacco
<b>Canada</b>	<b>9.6%</b>	<b>7.0%</b>	<b>3.0%</b>	<b>1.8%</b>
British Columbia	10.9	7.9	4.6	3.0
Alberta	6.1	6.0	!	!
Saskatchewan	12.3	9.1	4.8	6.1
Manitoba	6.0	5.1	2.2	2.2
Ontario	5.2	4.0	2.2	1.2
Quebec	18.6	12.5	3.6	1.2
New Brunswick	9.0	5.9	3.0	2.3
Nova Scotia	6.8	4.4	2.9	2.3
Prince Edward Island	4.9	3.4	2.2	!
Nfld. & Labrador	9.8	5.9	2.5	!

! Data not reportable due to low numbers in the numerator and/or denominator

Data Source: YSS, 2008-09

Among youth aged 15-19, rates of use for other tobacco products varied significantly by province<sup>85-87</sup> (Table 10.2). Quebec and Saskatchewan had the highest percentages of youth ever trying cigarillos and cigars. Saskatchewan also had the highest rate of trying chewing tobacco/snuff, followed by Alberta. Manitoba had the highest percentage of youth who had tried using a pipe.

**Table 10.2:** Percentage of youth aged 15-19 who have ever tried various tobacco products, by province, 2009

Province	Tobacco Product			
	Cigarillos	Cigars	Pipe	Chewing tobacco/snuff
<b>Canada</b>	<b>30.8%</b>	<b>20.0%</b>	<b>6.7%</b>	<b>6.3%</b>
British Columbia	26.3	17.1	9.0	7.1
Alberta	33.9	22.0	8.7	10.9
Saskatchewan	39.3	25.3	6.5	13.8
Manitoba	30.4	20.5	10.2	8.1
Ontario	24.5	19.3	6.4	6.2
Quebec	41.8	22.2	!	!
New Brunswick	29.6	15.1	!	8.0
Nova Scotia	31.3	15.3	6.3	8.6
Prince Edward Island	27.1	13.3	!	9.8
Nfld. & Labrador	30.6	19.4	6.6	!

! Data not reportable due to low numbers in the numerator and/or denominator

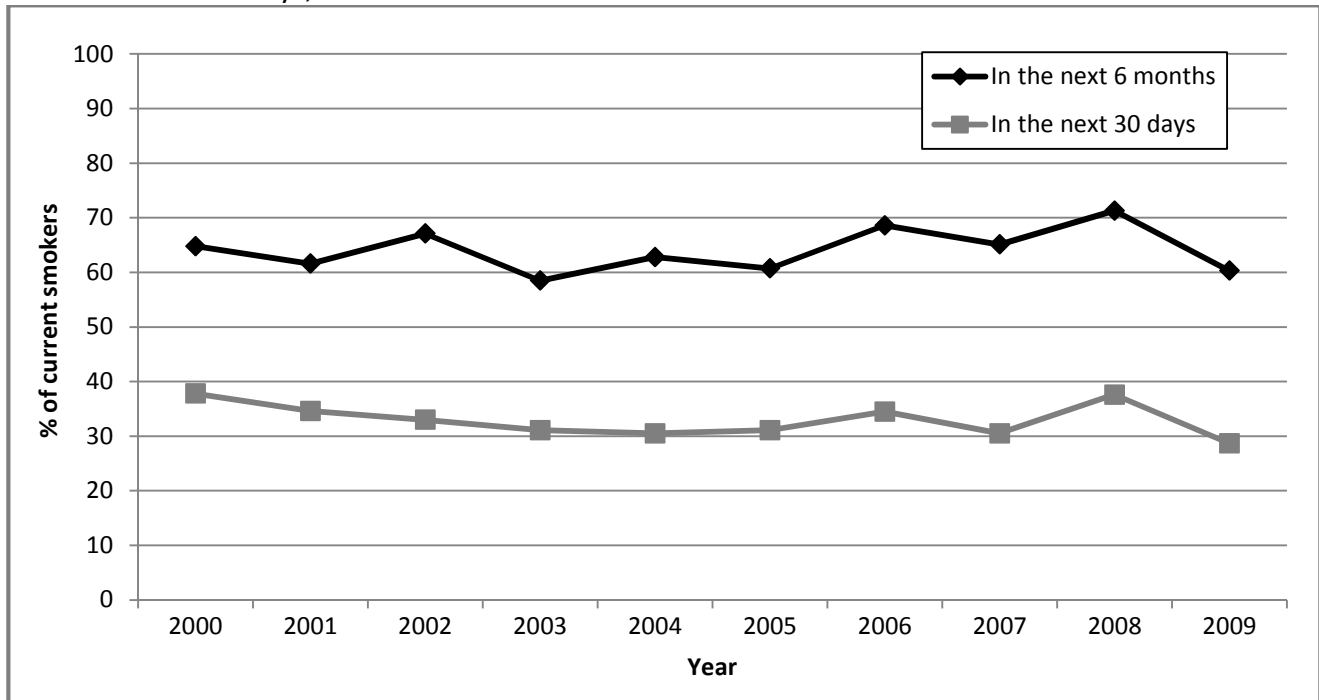
Data Source: CTUMS, 2009

## 11. Quitting Smoking

### 11.1 Quit Intentions

In 2009, 60.3% of smokers aged 15 to 19 were seriously considering quitting in the next 6 months, and almost half (48.6%) of those were considering doing so in the next 30 days (Figure 11.1). Since 2000, the percentage of smokers seriously considering quitting has fluctuated between 60 to 70% (Figure 11.1).

**Figure 11.1:** Percentage of smokers aged 15-19 seriously considering quitting in the next 6 months, and in the next 30 days, 2000-2009



Data Source: CTUMS, 1999-2009

**The majority of youth smokers were interested in quitting:**

- 60% of smokers age 15 to 19 were seriously considering quitting
- two-thirds of smokers in grades 6-9 had ever attempted to quit, and three-quarters of smokers age 15-19 had attempted in the past year

## 11.2 Quit Attempts

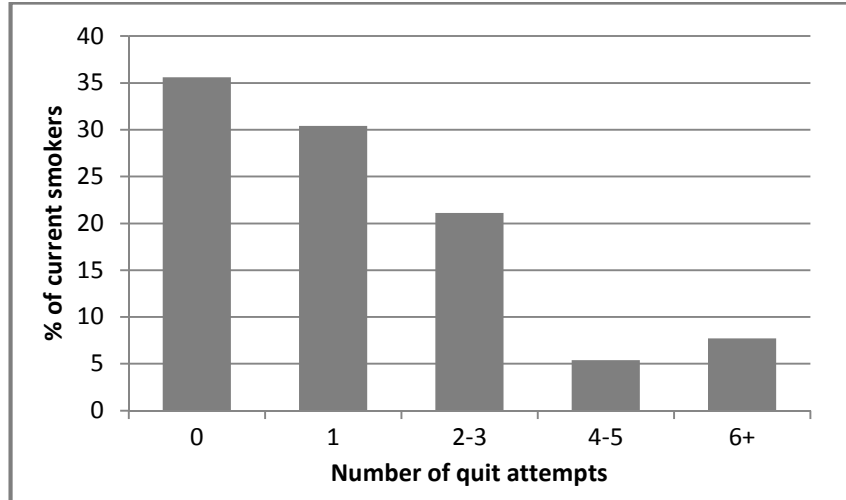
### Quit attempts among students in grades 6-9

Among current smokers in grades 6-9, almost two-thirds (64%) had ever tried to quit smoking.

Most smokers who had tried to quit had made one to three attempts ever, with 13% having made 4 or more attempts (Figure 11.2).

Between 2006-07 and 2008-09, there was no significant difference in the percentage of smokers in grades 6-9 who had ever tried to quit smoking<sup>88</sup>.

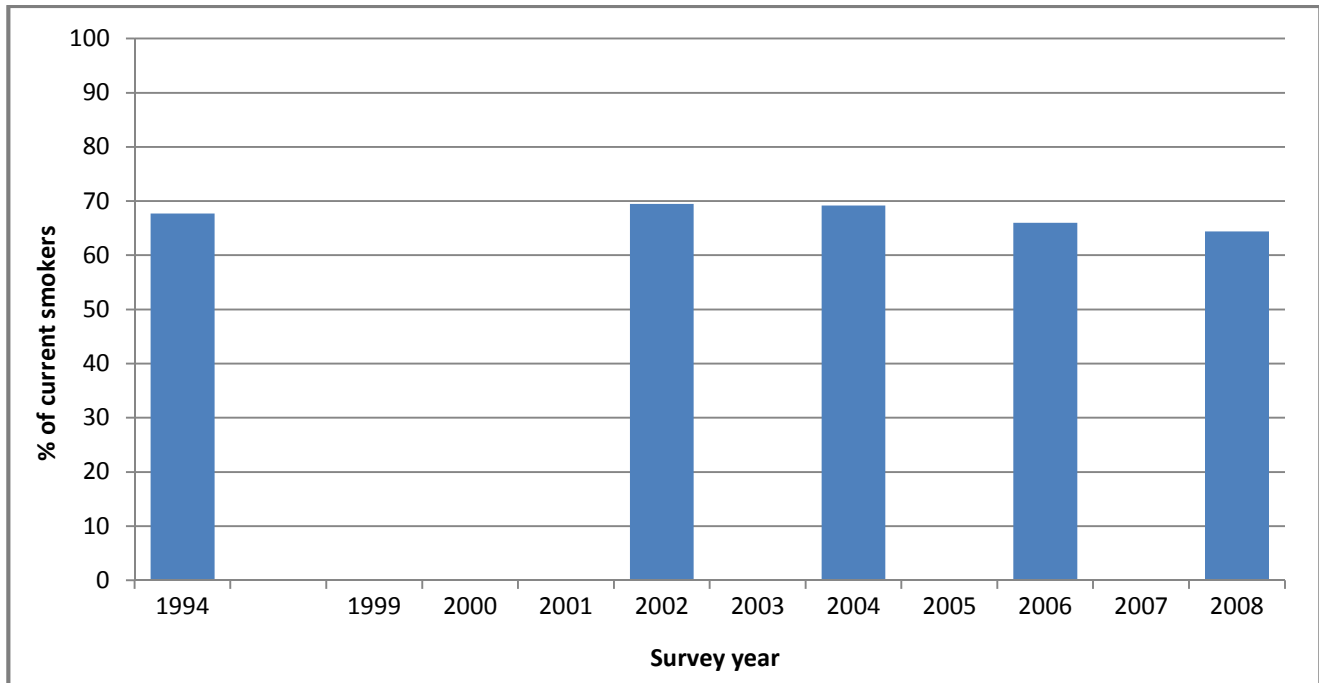
**Figure 11.2:** Number of quit attempts ever made by current smokers, grades 6-9, 2008-09



Data Source: YSS, 2008-09

The percentage of current smokers who had ever attempted to quit has remained fairly stable over time, although there appears to be a slight downward trend (Figure 11.3).

**Figure 11.3:** Percentage of current smokers who have ever made a quit attempt, grades 6-9, 1994-2008-09



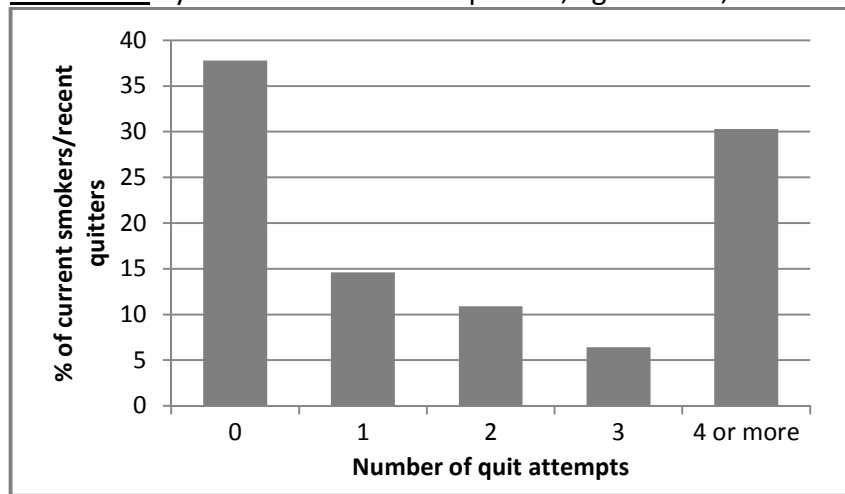
Data Source: YSS, 1994, 2002, 2004-05, 2006-07

**Quit attempts among youth aged 15-19**

Among current smokers aged 15-19, 74% had ever made a quit attempt.

The majority (62%) of current smokers and recent quitters aged 15-19 had made a quit attempt lasting at least 24 hours in the past 12 months: 32% had made one to three attempts in the past 12 months, while 30% had made four or more attempts (Figure 11.4).

**Figure 11.4:** Number of 24-hour quit attempts made in the past 12 months by smokers and recent quitters, aged 15-19, 2009

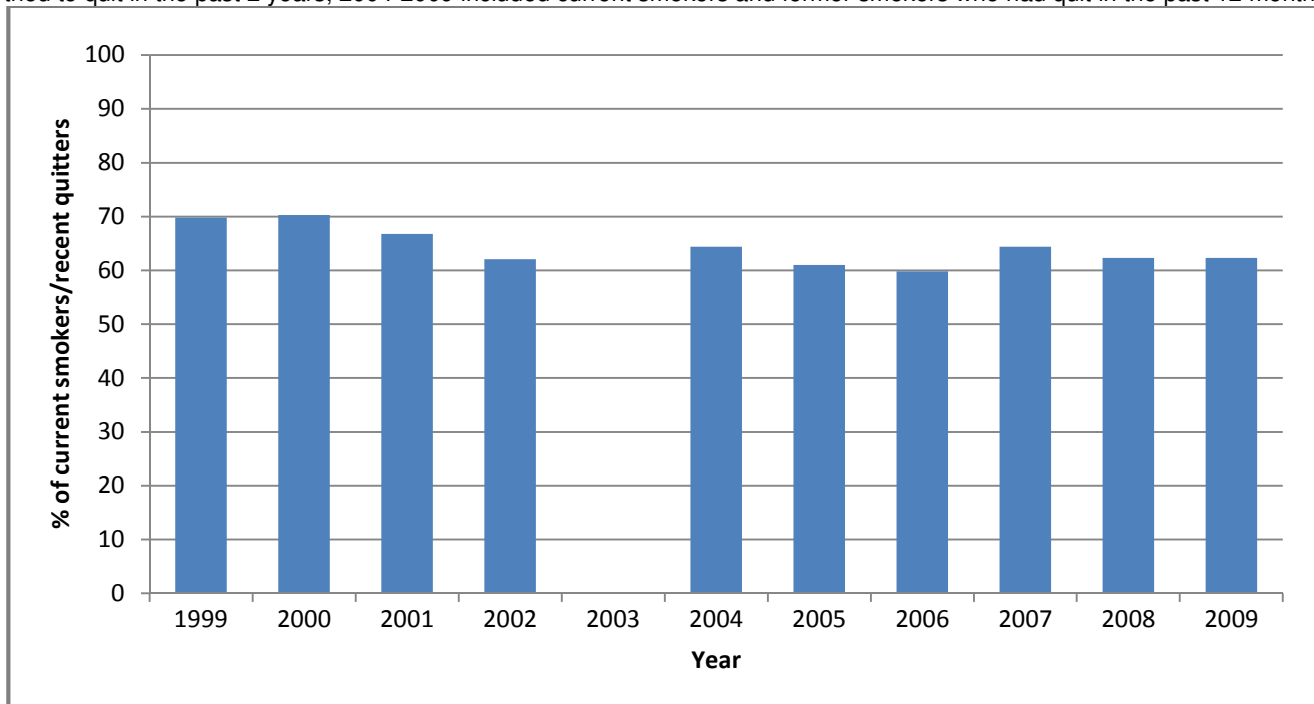


Data Source: CTUMS, 2009

Between 2008 and 2009, there was no significant difference in the percentage of smokers aged 15-19 who had tried to quit smoking in the past 12 months<sup>89</sup>. Since 1999, the percentage of smokers and recent quitters who had attempted to quit in the past 12 months has remained approximately stable, with some year-to-year fluctuation (Figure 11.5).

**Figure 11.5:** Percentage of smokers and recent quitters\* who attempted to quit in the past 12 months, by age group, 1999\*\*-2009

\*Note: In 1999-2002, this question was asked of current smokers; 2003 (data not shown) included only smokers who had tried to quit in the past 2 years; 2004-2009 included current smokers and former smokers who had quit in the past 12 months



\*\* In 1999, only cycle 2 was asked the relevant survey items.

Data Source: CTUMS, 1999-2009

## Glossary

### CTUMS

Smoking status has been defined to be consistent with the definitions used in other national Health Canada surveys that collect data on tobacco use.

**Smoking prevalence:** the estimated number of smokers in a specified group, divided by the total population of that group, expressed as a percentage; also referred to as the "smoking rate".

**Cigarette consumption:** the number of cigarettes reported smoked by either daily or occasional smokers. In this report, consumption is reported only for daily smokers.

**Current smoker:** includes daily and non-daily (occasional) smokers. Determined from the response to the question "At the present time do you smoke cigarettes every day, occasionally, or not at all?"

- **Current daily smoker:** refers to those who respond "every day" to the question "At the present time do you smoke cigarettes every day, occasionally or not at all?"
- **Current non-daily smoker:** often referred to as "occasional" smoker, refers to those who respond "Occasionally" to the question "At the present time do you smoke cigarettes every day, occasionally or not at all?"

**Former smoker:** was not smoking at the time of the interview, however, answered "YES" to the question "Have you smoked at least 100 cigarettes in your life?"

**Ever-smokers:** current and former smokers combined.

**Never-smoker:** was not smoking at the time of the interview and answered "NO" to the question "Have you smoked at least 100 cigarettes in your life?"

**Non-smokers:** former smokers and never-smokers combined.

**Quitter percentage:** the ratio of the number of former smokers in a specified group divided by the number of ever-smokers in that group.

### YSS

**Current smoker:** has smoked at least 100 cigarettes in his/her lifetime; includes daily and non-daily smokers.

- **Current daily smoker:** a current smoker who has smoked at least one cigarette per day for each of the 30 days preceding the survey.
- **Current non-daily smoker:** a current smoker who has smoked at least one cigarette during the past 30 days, but has not smoked every day.

**Former smoker:** smoked at least 100 cigarettes in his/her lifetime and has not smoked at all during the past 30 days.

**Experimental smoker (beginner):** has smoked at least one whole cigarette and has smoked in the last 30 days.

**Former experimental smoker (past experimenter):** has smoked at least one whole cigarette and has not smoked at all in the past 30 days.

**Puffer:** someone who has just tried a few puffs of a cigarette, but has never smoked a whole cigarette.

**Ever tried a cigarette:** someone who has ever tried a cigarette, even a few puffs.

**Never tried a cigarette:** someone who has never tried a cigarette, not even a few puffs.

**Smoking prevalence:** the estimated number of smokers in a specified group, divided by the total population of that group, expressed as a percentage.

**Cigarette consumption:** the average number of cigarettes smoked per day by daily smokers.

## Index of Statistical Tests

<sup>W</sup>Wald test used to compute the p-value (binary variables)

<sup>F</sup>F test used to compute the p-value (continuous variables)

<sup>R</sup>Regression of the log of the outcome variable on time

- <sup>1</sup>Difference in overall smoking prevalence between 2008 and 2009:  $p=0.63^W$
- <sup>2</sup>Difference in daily smoking prevalence between 2008 and 2009:  $p=0.86^W$
- <sup>3</sup>Difference in non-daily smoking prevalence between 2008 and 2009:  $p=0.28^W$
- <sup>4</sup>Overall effect of time (1999-2009) on smoking prevalence:  $p<0.0001^F$
- <sup>5</sup>Overall annual rate of decline in prevalence, 1999-2009=3.48%; relationship of log prevalence and time:  $p<0.0001^R$
- <sup>6</sup>Difference in overall smoking prevalence between males and females in 2009:  $p=0.003^W$
- <sup>7</sup>Difference in non-daily smoking prevalence between males and females in 2009:  $p=0.38^W$
- <sup>8</sup>Difference in daily smoking prevalence between males and females in 2009:  $p=0.005^W$
- <sup>9</sup>Difference in smoking prevalence between age groups in 2009:  $p<0.0001^W$
- <sup>10</sup>Difference in smoking prevalence between educational groups in 2009:  $p<0.0001^W$
- <sup>11</sup>Difference in daily smoking prevalence between educational groups in 2009:  $p<0.0001^W$
- <sup>12</sup>Difference in non-daily smoking prevalence between educational groups in 2009:  $p<0.27^W$
- <sup>13</sup>Difference in consumption between 2008 and 2009:  $p=0.36^F$
- <sup>14</sup>Overall effect of time (1999-2009) on consumption:  $p<0.0001^F$
- <sup>15</sup>Overall annual rate of decline in consumption, 1999-2009=1.51%; relationship of log CPD and time:  $p<0.0001^R$
- <sup>16</sup>Difference in consumption between males and females in 2009:  $p<0.0001^F$
- <sup>17</sup>Difference in consumption between age groups in 2009:  $p<0.0001^F$
- <sup>18</sup>Difference in consumption between educational groups in 2009:  $p=0.007^F$
- <sup>19</sup>Difference in smoking prevalence between provinces in 2009:  $p<0.0001^W$
- <sup>20</sup>Difference in consumption between provinces in 2009:  $p=0.001^F$
- <sup>21</sup>Difference in cigarillo use between males and females in 2009:  $p<0.0001^W$
- <sup>22</sup>Difference in cigar use between males and females in 2009:  $p<0.0001^W$
- <sup>23</sup>Difference in pipe use between males and females in 2009:  $p<0.0001^W$
- <sup>24</sup>Difference in chewing tobacco/snuff use between males and females in 2009:  $p<0.0001^W$
- <sup>25</sup>Difference in use of any other tobacco product between males and females in 2009:  $p<0.0001^W$
- <sup>26</sup>Difference in cigarillo use between age groups in 2009:  $p<0.0001^W$
- <sup>27</sup>Difference in cigar use between age groups in 2009:  $p<0.0001^W$
- <sup>28</sup>Difference in pipe use between age groups in 2009:  $p=0.0003^W$
- <sup>29</sup>Difference in chewing tobacco/snuff use between age groups in 2009:  $p=0.001^W$
- <sup>30</sup>Difference in cigar/cigarillo use between provinces in 2009:  $p=0.0006^W$
- <sup>31</sup>Difference in use of roll-your-own (at least sometimes) between 2008 and 2009:  $p=0.45^W$
- <sup>32</sup>Difference in use of roll-your-own (at least sometimes) between males and females in 2009:  $p=0.05^W$
- <sup>33</sup>Difference in 'all the time' use of roll-your-own between males and females in 2009:  $p=0.55^W$
- <sup>34</sup>Difference in 'most of the time' use of roll-your-own between males and females in 2009:  $p=0.96^W$
- <sup>35</sup>Difference in 'sometimes' use of roll-your-own between males and females in 2009:  $p=0.007^W$
- <sup>36</sup>Difference in use of roll-your-own (at least sometimes) between age groups in 2009:  $p=0.0004^W$
- <sup>37</sup>Difference in use of roll-your-own (at least sometimes) between provinces in 2009:  $p<0.0001^W$
- <sup>38</sup>Difference in quitter percentage between males and females in 2009:  $p=0.98^W$
- <sup>39</sup>Difference in ever smoking between males and females in 2009:  $p<0.0001^W$
- <sup>40</sup>Difference in current smoking between males and females in 2009:  $p=0.003^W$
- <sup>41</sup>Difference in quitter percentage between age groups in 2009:  $p<0.0001^W$
- <sup>42</sup>Difference in 6-month quit intentions between 2008 and 2009:  $p=0.06^W$
- <sup>43</sup>Difference in 30-day quit intentions between 2008 and 2009:  $p=0.002^W$

- <sup>44</sup>Difference in 6-month quit intentions between males and females in 2009:  $p=0.23^W$
- <sup>45</sup>Difference in 30-day quit intentions between males and females in 2009:  $p=0.04^W$
- <sup>46</sup>Difference in 6-month quit intentions between age groups in 2009:  $p=0.46^W$
- <sup>47</sup>Difference in 30-day quit intentions between age groups in 2009:  $p=0.40^W$
- <sup>48</sup>Difference in having made a quit attempt in the past year between 2008 and 2009:  $p=0.17^W$
- <sup>49</sup>Difference in having made a quit attempt in the past year between males and females in 2009:  $p=0.27^W$
- <sup>50</sup>Difference in having made a quit attempt in the past year between age groups in 2009:  $p=0.27^W$
- <sup>51</sup>Difference in quit success (among attempters in the past year) between 2008 and 2009:  $p=0.90^W$
- <sup>52</sup>Difference in quit success (among attempters in the past year) between males and females in 2009:  $p=0.06^W$
- <sup>53</sup>Difference in quit success (among attempters in the past year) between age groups in 2009:  $p=0.001^W$
- <sup>54</sup>Difference in ever trying a cigarette between males and females in 2008-09, grades 6-9:  $p<0.0001^W$
- <sup>55</sup>Difference in ever trying a cigarette between 2006-07 and 2008-09, grades 6-9:  $p=0.99^W$
- <sup>56</sup>Difference in ever trying a cigarette between provinces in 2008-09, grades 6-9:  $p<0.0001^W$
- <sup>57</sup>Difference in ever smoking a whole cigarette between 2008 and 2009, age 15-19:  $p=0.16^W$
- <sup>58</sup>Difference in ever smoking a whole cigarette between males and females in 2009, age 15-19:  $p<0.0001^W$
- <sup>59</sup>Difference in susceptibility between 2006-07 and 2008-09, grades 6-9:  $p=0.06^W$
- <sup>60</sup>Difference in susceptibility between males and females in 2008-09, grades 6-9:  $p=0.09^W$
- <sup>61</sup>Difference in susceptibility between provinces in 2008-09, grades 6-9:  $p<0.0001^W$
- <sup>62</sup>Difference in smoking prevalence between 2006-07 and 2008-09, grades 6-9:  $p=0.21^W$
- <sup>63</sup>Difference in smoking prevalence between 2008 and 2009, age 15-19:  $p=0.09^W$
- <sup>64</sup>Difference in smoking prevalence between males and females in 2008-09, grades 6-9:  $p=0.001^W$
- <sup>65</sup>Difference in smoking prevalence between males and females in 2009, age 15-19:  $p=0.006^W$
- <sup>66</sup>Difference in smoking prevalence between provinces in 2008-09, grades 6-9:  $p<0.0001^W$
- <sup>67</sup>Difference in smoking prevalence between provinces in 2009, age 15-19:  $p<0.0001^W$
- <sup>68</sup>Difference in consumption between 2006-07 and 2008-09, grades 7-9:  $p=0.27^F$
- <sup>69</sup>Difference in consumption between 2008 and 2009, age 15-19:  $p=0.29^F$
- <sup>70</sup>Difference in consumption between males and females in 2008-09, grades 7-9:  $p=0.0009^F$
- <sup>71</sup>Difference in consumption between males and females in 2009, age 15-19:  $p=0.15^F$
- <sup>72</sup>Difference in cigar/cigarillo/pipe use between 2008 and 2009, age 15-19:  $p=0.35^W$
- <sup>73</sup>Difference in chewing tobacco/snuff use between 2008 and 2009, age 15-19:  $p=0.91^W$
- <sup>74</sup>Difference in cigar/cigarillo/pipe use between 2006-07 and 2008-09, grades 6-9:  $p=0.53^*$
- <sup>75</sup>Difference in smokeless tobacco use between 2006-07 (chewing tobacco/snuff) and 2008-09, grades 6-9:  $p<0.0001^W$
- <sup>76</sup>Difference in cigar/cigarillo use between males and females in 2009, age 15-19:  $p<0.0001^W$
- <sup>77</sup>Difference in pipe use between males and females in 2009, age 15-19:  $p<0.0001^W$
- <sup>78</sup>Difference in chewing tobacco/snuff use between males and females in 2009, age 15-19:  $p<0.0001^W$
- <sup>79</sup>Difference in cigar/cigarillo use between males and females in 2008-09, grades 6-9:  $p<0.0001^W$
- <sup>80</sup>Difference in pipe use between males and females in 2008-09, grades 6-9:  $p<0.0001^W$
- <sup>81</sup>Difference in smokeless tobacco use between males and females in 2008-09, grades 6-9:  $p<0.0001^W$
- <sup>82</sup>Difference in cigar/cigarillo use between provinces in 2008-09, grades 6-9:  $p<0.0001^W$
- <sup>83</sup>Difference in pipe use between provinces in 2008-09, grades 6-9:  $p<0.0001^W$
- <sup>84</sup>Difference in smokeless tobacco use between provinces in 2008-09, grades 6-9:  $p<0.0001^W$
- <sup>85</sup>Difference in cigar/cigarillo use between provinces in 2009, age 15-19:  $p<0.0001^W$
- <sup>86</sup>Difference in pipe use between provinces in 2009, age 15-19:  $p=0.01^W$
- <sup>87</sup>Difference in chewing tobacco/snuff use between provinces in 2009, age 15-19:  $p<0.0001^W$
- <sup>88</sup>Difference in ever having made a quit attempt between 2006-07 and 2008-09, smokers in grade 6-9:  $p=0.75^W$
- <sup>89</sup>Difference in having made a quit attempt in the past 12 months between 2008 and 2009, smokers age 15-19:  $p=0.72^W$

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## Appendix A: Canadian Tobacco Use Monitoring Survey

The Canadian Tobacco Use Monitoring Survey (CTUMS) is conducted by Statistics Canada with the cooperation and support of Health Canada. CTUMS was developed to provide Health Canada and its partners with timely, reliable, and continual data on tobacco use and related issues. CTUMS uses a repeated cross-sectional survey design. Starting in 1999, data has been collected from February to December of each year, using computer-assisted random-digit-dialed telephone interviews.

The samples for CTUMS are selected using a two-phase stratified random sampling procedure. The two-phase design is used in order to increase the representation in the sample of respondents belonging to the 15 to 19 and 20 to 24 age groups, which are populations that are most at risk of becoming smokers. In the first phase, households are selected using random-digit-dialing. In the second phase, one or two individuals (or none) are selected based upon household composition. This ensures the representation of individuals in the younger age groups because the random selection was implemented such that at least one person in the 15 to 19 or 20 to 24 age groups would be selected within a household, if they existed. The samples include the population of Canada aged 15 years and over, excluding residents of Yukon, Northwest Territories and Nunavut, as well as full-time residents of institutions and individuals without telephones or with cell phones only. Every year CTUMS releases two semi-annual files, and a yearly summary: this report uses the yearly summary data sets, except where noted.

**CTUMS datasets and documentation are available at:**

<http://www.statcan.gc.ca/dli-ild/data-donnees/ftp/survey-tobacco-enquete-tabac-eng.htm>

## Appendix B: Youth Smoking Survey

The Youth Smoking Survey (YSS) monitors tobacco use in school aged children (grades 6-9/10-12). The YSS collects data on the smoking behaviour of students, social and demographic factors, attitudes and beliefs about smoking, cigarette purchasing and other policy-relevant items, as well as experience with alcohol and drugs. The YSS uses a repeated cross-sectional survey design. To date, five waves of the YSS survey have been conducted: 1994, 2002, 2004-05, 2006-07, and 2008-09.

YSS data is collected through classroom-based surveys of students in grades 6 to 9 (and grades 10-12 in 2006-07 and 2008-09; grade 5 was also included in waves prior to and including 2006-07) attending a representative sample of private, public, and Catholic schools. Sampling procedures varied by survey wave.

- In 2008-09, schools were randomly sampled within each of the 10 provinces, using a stratified multistage sampling design. Using this sampling design, within each province except Ontario, stratification was based on two classifications: 1) health region smoking rate (above or below median); and 2) type of school (elementary or secondary). For Ontario, the design included a third stratum, the Greater Toronto Area (GTA). The GTA stratum consisted of all schools in the GTA, defined as comprising five health unit regions: Toronto, York, Peel, Halton and Durham. Outside the GTA, the population of Ontario schools was divided in two health region strata, similar to the other provinces.
- In 2006-07, schools were randomly sampled within each of the 10 provinces, using a stratified clustered sampling design. Using this sampling design, within each province, stratification was based on two classifications: 1) health region smoking rate (above or below median); and 2) type of school (elementary or secondary).
- In 2004-05, the sampling of schools was conducted in two stages. At stage 1, school boards were sampled within each province using a stratified sampling design. The school boards were rank ordered based on their adult smoking rates and each board was assigned to one of the two strata (low vs. high smoking rate) so that approximately half the total student enrolment in any province was assigned to each stratum. From the selected school boards, schools were then sampled. Schools were stratified

into two strata, the senior stratum (senior elementary or high school grades) and the junior stratum (junior elementary grades).

- In 2002, grades within schools were sampled. The sample design featured three levels of stratification, by province, by grade and the schools were stratified by census metropolitan area (CMA) versus non-CMA. A school may be selected more than once, for different grades.
- The 1994 YSS had a sampling design similar to 2002, with the exception that there were two levels of stratification: province and grade. In all years, the sample excludes residents of the Yukon, Nunavut and Northwest Territories, residents of institutions, residents of First Nations reserves, and those attending special schools (e.g., schools for visually-/hearing-impaired individuals) or schools located on military bases.
- In 2004-05, 2006-07, and 2008-09 all students within participating schools/classrooms were invited to participate in the survey. In 1994 and 2002, one class was randomly selected in the desired grade in the selected schools and all students within each selected class were invited to participate in the survey.

Participating students completed a 30-40 minute written survey within their classroom; these surveys were scanned (in 2004-05, 2006-07, and 2008-09) or data captured (in 1994 and 2002) and cleaned to create the final data sets. In 1994, all grades 5 to 9 students responded to the same questionnaire. In 2002 and 2004-05, grade 5 and 6 students responded to a version of the questionnaire that had the same questions answered by grade 7 to 9 students with the exception that it did not include the alcohol and drug questions. In 2006-07, grade 5 and 6 students responded to a questionnaire that did not include alcohol and drug questions, and in each class of grade 7 to 9 students (and grade 10 to 12 students), students were randomly selected to receive one of two versions of the questionnaire with alcohol and drug questions. For this reason, the YSS 2006-07 data has two survey weights (rather than one, as in other years), the use of which depends on which module(s) included the variables being analysed (this information can be found in the supplementary user guide for YSS 2006-07). In 2008-09, grade 6 students responded to a version of the questionnaire that had the same questions answered by grade 7 to 9 students (and grade 10 to 12 students) with the exception that it did not include the alcohol and drug questions.

**Additional information on the YSS is available at:** <http://www.yss.uwaterloo.ca/>

**YSS datasets are available at:** <http://www.statcan.gc.ca/dli-ild/data-donnees/ftp/yss-etj-eng.htm>

## Appendix C: Data Analysis

Data analysis was completed by Robin Burkhalter, MMath, under the supervision of Rashid Ahmed, MSc, both of the Propel Centre for Population Health Impact, using datasets made available by Statistics Canada and Health Canada. Statistical review was provided by K. Stephen Brown, PhD, of the Propel Centre for Population Health Impact and the Department of Statistics & Actuarial Science, University of Waterloo.

This report does not necessarily reflect the views or opinions of Statistics Canada or Health Canada.

### Estimates

The data presented in this report are weighted estimates, unless otherwise noted. The CTUMS survey weights assigned by Statistics Canada in the annual datasets were used for CTUMS analyses, and YSS survey weights were used for YSS analyses; CTUMS and YSS were not analysed together and there was no overlap of the survey weights between the two surveys. Estimates for categorical measures were generated using the FREQ procedure in SAS statistical software (Version 9.2), while estimates for continuous variables (e.g. cigarettes per day) were generated using the MEANS procedure in SAS. Estimates and confidence intervals were generated using the statistical software STATA 10.1 using the bootstrap weights where they were available (CTUMS 2001 to 2009 and YSS 2004-05 to 2008-09).

### Reporting

Confidence intervals are available as supplementary material on the website, but are not included in this report; caution should be used when making comparisons without first checking the confidence intervals. Estimates are not reported where specific categories included less than 30 individuals (unweighted). In addition to this rule, Health Canada also recommends calculating the coefficient of variation to determine the quality level of the estimate (for further information, please refer to the documentation for specific surveys and waves/years). As a result, some estimates included in this report may be reported “with caution” or not reported by Health Canada in their releases.

### Rounding

Estimates in figures and the associated data tables have been rounded to one decimal place. Provincial estimates for numbers of smokers reported in sections 2.1-2.10 have been rounded to the nearest thousand.

### Significance Testing

Statistical comparisons between groups/years were tested using regression analysis, with  $p < 0.05$  as the cut-off for significance. Bootstrap weights were used to perform significance testing where they were available (CTUMS 2001 to 2009 and YSS 2004-05 to 2008-09). The statistical comparisons were performed using the *SURVEYLOGISTIC* procedure in SAS statistical software (Version 9.2) for all binary response variables. For the continuous variable of cigarettes per day, comparisons were performed using the *Survey: Linear regression* (*svy: regress*) function in STATA 10.1 (and were replicated using the *SURVEYREG* procedure in SAS). Comparisons of prevalence rate and cigarettes per day (CPD) over the time period 1999-2009 (#4, #5, #14 and #15) were tested using a dataset of the prevalence rates and CPD by year. The *GLM* procedure in SAS was used with the yearly prevalence rate regressed on year for #4, the log of yearly prevalence rate regressed on year for #5, yearly CPD regressed on year for #14 and log of yearly CPD regressed on year for #15.

Where statistical testing has been performed, comparisons are marked with a superscript number, which refers to a p-value that can be found in the *Index of Statistical Tests* (page 91). Throughout the report, the term “significant” has been reserved for instances where statistical testing has been performed at the 5% level of significance (i.e.,  $p < 0.05$ ).

### Data for Section III (Youth)

Both YSS and CTUMS data were used for the youth analysis: YSS data were used for youth in grades 6-9, who were approximately aged 10-14, and CTUMS was used for youth aged 15-19. Earlier waves of the YSS included students in grade 5, who are not included in this report for purposes of comparability between survey waves. The two most recent waves of the YSS (2006-07 and 2008-09) also included students in grades 10-12, but these students were not included in the analysis due to their overlap in age with the CTUMS sample; CTUMS was selected as the data source for older youth since the sampling frame includes youth both in and out of school, whereas the YSS only samples youth who are attending school.

YSS and CTUMS data have been integrated where possible. However, differences in the questions asked on each survey and the timing of the surveys does not allow for parallel reporting of all measures. The most recent wave was 2009 for CTUMS, but was 2008-09 for the YSS. The YSS runs on school years (data collection between September and June), while CTUMS runs on calendar years (data collection from February to December). Data collected via the YSS (grades 6-9) are presented by grade rather than age, as the survey was school-based and sampling was done by grade. CTUMS is not school-based, so data are presented by age.

The YSS and CTUMS base their definition of a current smoker on different items: the YSS defines a current smoker as having smoked at least 100 cigarettes in his/her lifetime and smoked in the 30 days preceding the survey; CTUMS define a current smoker using their response to the question "At the present time do you smoke cigarettes every day, occasionally, or not at all?".



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