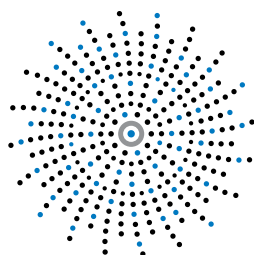




Tobacco Use in Canada: Patterns and Trends 2014 EDITION



PROPEL
CENTRE FOR
POPULATION
HEALTH IMPACT

University of Waterloo | Waterloo, Ontario

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Tobacco Use in Canada: Patterns and Trends 2014 Edition

This report was prepared by Jessica Reid, MSc, and David Hammond, PhD. Data analysis was completed by Vicki Rynard, MSc, and Robin Burkhalter, MMath, using datasets made available by Statistics Canada and Health Canada.

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This report is available online at www.tobaccoreport.ca and www.propel.uwaterloo.ca.

We are pleased to present *Tobacco Use in Canada: Patterns and Trends, 2014 edition*. Now in its fifth edition, the usefulness of this report is proven and we continue to improve the report based on your feedback, which we appreciate.

Tobacco control continues to be a cancer prevention priority. Every year, more than 37,000 Canadians die because of tobacco; more than 1,000 who never smoked die from tobacco exposure.ⁱ Lung cancer is the leading cause of cancer in Canada and it is estimated that more than 85% of lung cancer cases are related to smoking.ⁱⁱ Two Canadian teenagers start smoking cigarettes every 10 minutes, one of whom will lose his or her life because of it.ⁱ Canada needs effective programs and policies to prevent and reduce tobacco use and exposure, guided by the patterns and trends outlined in this report.

This edition includes a special supplement on the use of flavoured tobacco and the policy response to these disturbing data. A recent survey found that 52% of Canadian students who reported tobacco use in the previous 30 days had used flavoured tobacco products.ⁱⁱⁱ The fruit and candy flavoured products are appealing to youth, easing the path to addiction.

For more information relevant to your work, we refer you to the annual publication *Canadian Cancer Statistics* produced by the Canadian Cancer Society in partnership with the Provincial/Territorial Cancer Registries, the Public Health Agency of Canada and Statistics Canada, and to the Ontario Tobacco Research Unit's Tobacco Informatics Monitoring System.

This report is funded by the Canadian Cancer Society and prepared by the Propel Centre for Population Health Impact, with leadership from Jessica Reid and David Hammond. We trust it will help guide and support your work in tobacco control research, advocacy and programs.



A handwritten signature in black ink that reads "Barb Riley".

BARBARA RILEY, PHD
Executive Director
Propel Centre for Population
Health Impact



A handwritten signature in blue ink that reads "Pamela C. Fralick".

PAMELA FRALICK
President and CEO
Canadian Cancer Society

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 2012, with a focus on the current year. Highlights of the report are presented below.

SECTION I: TOBACCO USE AMONG CANADIAN ADULTS (15+), 2012

Smoking Prevalence

- 16.1% of Canadians (approximately 4.6 million) were current smokers.
- The majority of smokers reported smoking daily (11.9% daily/4.3% non-daily prevalence).
- The decline in smoking prevalence observed over the past decade appears to have slowed.
- Prevalence was higher among males (18.4%) than females (13.9%).
- Smoking prevalence was highest among young adults aged 25-34 and 20-24, at 21.8% and 20.3%, respectively.
- Despite declining prevalence, substantial differences in smoking prevalence by education level persisted over the last decade, particularly for having a university degree vs. not.
- There were significant differences between provinces in smoking prevalence.

Cigarette Consumption

- Daily smokers in Canada smoked an average of 15.0 cigarettes per day.
- Average consumption has declined by more than 2 cigarettes per day since 1999.
- Male smokers consumed approximately 4 cigarettes more per day than females. Sex differences in consumption appear to have remained fairly stable since 1999.

Use of Other Tobacco Products

- Cigarillos and cigars were the most popular tobacco products other than cigarettes: 4.1% of Canadians reported use in the past 30 days.
- Use of other tobacco products (including cigars, cigarillos, pipe, chewing tobacco/snuff, and waterpipe) was more prevalent among males than females.
- Roll-your-own tobacco was used at least sometimes by approximately one in ten smokers.
- Provinces differed significantly in use of roll-your-own tobacco and other tobacco products.

SECTION II: QUITTING SMOKING, 2012

- Six out of ten Canadians who have ever been smokers have now quit.

Plans to Quit

- Nearly two-thirds of 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 in the next 6 months, but more males were considering quitting in the next month.
- Smokers of all ages were considering quitting at similar rates.

Quit Attempts and Success (Abstinence)

- Almost half of smokers had tried to quit in the past year. One third had tried more than once.
- More males than females had made a quit attempt.
- Quit attempts varied by age group. The percentage of smokers who had tried to quit was highest among young smokers, and appeared to decline with age.
- Among respondents who had made a quit attempt in the past year, 13% were still abstinent from smoking 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 almost two-thirds of smokers who attempted to quit.
- More than half (54%) of smokers who attempted to quit used some form of cessation assistance.
- Stop-smoking medications, including nicotine replacement therapy, were used by nearly half (44%) of those who attempted to quit, and use varied by product and by province.
- One in five quit attempters (21%) “made a deal with a friend or family member to quit together.”
- Few (<5%) used services such as telephone quitlines or workplace programs.
- 56% 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 2010-11:**

- 15.5% of students in grades 6-9 had ever tried a cigarette.
- 2.2% of students in grades 6-9 were current smokers overall, with grade-specific rates ranging from too low to report in grade 6 and 0.7% for grade 7, to 4.9% for grade 9 students.
 - Smokers were fairly evenly split between daily (0.9%) and non-daily (1.2%) smoking.
 - Similar percentages of males (2.2%) and females (2.1%) were current smokers.
 - Prevalence varied by province, and was highest in Quebec and Saskatchewan, at 4.3%.
- Nearly 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 8.7 cigarettes per day.
- 7.5% of students in grades 6-9 had ever smoked a cigar or cigarillo.
- Most smokers in grades 6-9 usually obtained their cigarettes from social sources.
- Seven out of ten current smokers in grades 6-9 reported ever trying to quit smoking.

Youth aged 15-19, in 2012:

- One in four (24.3%) youth reported ever having smoked a whole cigarette.
- 10.9% of youth aged 15-19 were current smokers overall, with age-specific rates ranging from 4.5% for 15-year-olds to 16.7% for 19-year-olds.
 - Similar percentages of youth smoked daily (6.6%) and non-daily (4.3%).
 - Prevalence was significantly higher among males (12.3%) than females (9.4%).
 - Prevalence varied by province, ranging from 8.5% in PEI to over 20% in Saskatchewan.
- Daily smokers aged 15-19 smoked an average of 11.1 cigarettes per day.
- 25% of youth aged 15-19 had ever smoked a cigarillo, and 15% had ever smoked a cigar.
 - Gender differences were apparent: 21% of males and 9% of females had smoked a cigar, while 29% of males and 20% of females had smoked a cigarillo.
- 58% of smokers aged 15-18 usually obtained cigarettes from retail sources, while one quarter obtained them through social sources, and 16% through “Other” sources.
- Two-thirds (65%) of smokers aged 15-19 were seriously considering quitting in the next 6 months.
- Nearly two-thirds (63%) of smokers aged 15-19 had made a quit attempt in the past 12 months.

ABOUT THIS REPORT

This report is the fifth 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 2012, with a focus on the most current data available.

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 and 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. Previous editions 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) was 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. From 1999 to 2012, data was collected from February to December of each year, using computer-assisted random-digit-dialed telephone interviews. The samples for CTUMS were selected using a stratified random sampling procedure. The samples included 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.

Beginning in 2013, the biennial Canadian Tobacco, Alcohol and Drug Survey (CTADS) replaces CTUMS.

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, seven waves of the YSS have been conducted: 1994, 2002, 2004-05, 2006-07, 2008-09, 2010-11, and 2012-13 (public data not yet available). YSS data is collected through classroom-based surveys of students in grades 6-9 (and grades 10-12 from 2006-07 onward; 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 single stage 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. Participation in the 2010-11 YSS was declined by the province of New Brunswick; based on the comparative analysis conducted using 2008-09 survey data, there were no statistically significant differences in national estimates with and without New Brunswick.

See Appendix B for further details.

ANALYSIS

The data presented in this report are weighted estimates, generated using SAS 9.3 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 9.3. 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 Vicki Rynard, MSc, and Robin Burkhalter, MMath, of the Propel Centre for Population Health Impact, using datasets made available by Statistics Canada and Health Canada. We are grateful to Rashid Ahmed for statistical contributions to previous editions. Statistical guidance for previous editions 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 2014 Edition

This edition updates the previous (2013) edition with current data, including the 2012 wave of CTUMS. The YSS data presented is for the 2010-11 wave; 2012-13 data is not yet publicly available.

The 2014 edition also features a special supplement on the issue of flavoured tobacco products.

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 2012, among Canadians age 15 and older:

16.1% of Canadians (approximately 4.6 million) were current smokers. (page 15)

The majority of smokers reported smoking daily (11.9% daily/4.3% non-daily prevalence). (p. 15)

The decline in smoking prevalence observed over the past decade appears to have slowed. (p. 15)

Prevalence was higher among males (18.4%) than females (13.9%), for both daily and non-daily smoking. (p. 16)

Prevalence was highest among young adults (21.8% among those aged 25-34, and 20.3% among those aged 20-24), and generally declined with age. Prevalence was lowest among youth aged 15-19, at 10.9%. (p. 17)

Substantial differences in smoking prevalence by education level persisted over the last decade, despite declining prevalence. Prevalence among university graduates was markedly lower than in all other educational groups. (p. 18)

Daily smokers in Canada smoked an average of 15 cigarettes per day. (p. 19)

- Average consumption has declined by 2 cigarettes per day since 1999. (p. 19)

Male daily smokers consumed approximately 4 more cigarettes per day than females. (p. 19)

Daily cigarette consumption did not differ significantly by education level. (p. 21)

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

- Smoking prevalence ranged from 13% in BC to nearly 20% in Newfoundland. (p. 22)

Cigars and cigarillos were the most popular tobacco products other than cigarettes: 4.1% of Canadians reported use in the past 30 days. (p. 46)

Roll-your-own tobacco was used at least sometimes by approximately one in ten smokers. (p. 51)

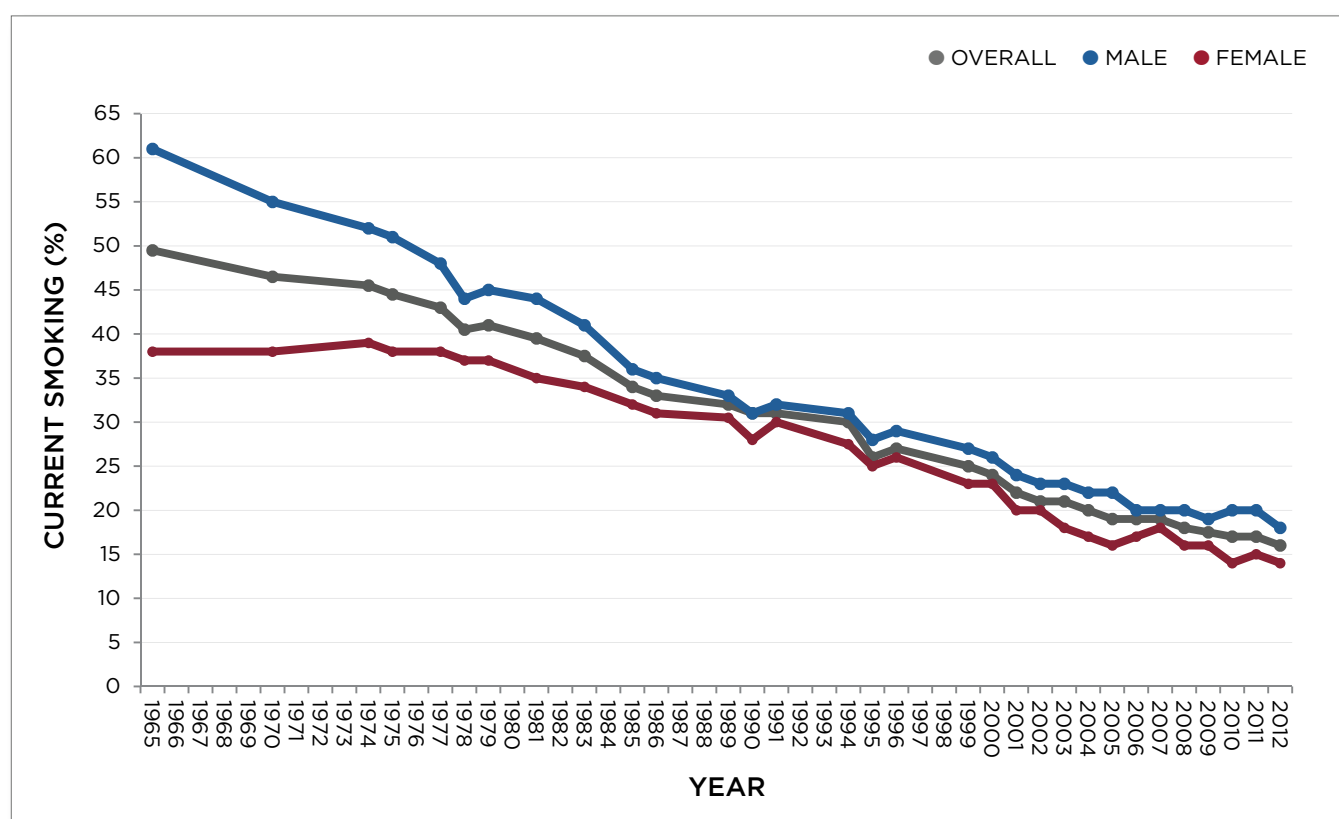
Many smokers made efforts to purchase cheaper cigarettes: nearly half had recently purchased discount brands, and approximately one in eight had purchased from a First Nations reserve. Very few smokers reported having purchased cigarettes that may have been smuggled. (p. 45)

1. SMOKING IN CANADA

1.1 HISTORICAL TRENDS IN SMOKING PREVALENCE

Over the past half century, there has been a substantial drop in smoking in Canada: about half of Canadians smoked in 1965, compared to about one in six in 2012 (Figure 1.1). Although the overall smoking rate has decreased fairly steadily, this decline appears to have slowed in the most recent years. Historically large sex differences in smoking prevalence have narrowed over time to within a few percentage points, although smoking rates have remained higher among males.

FIGURE 1.1: SMOKING PREVALENCE* IN CANADA, ADULTS AGED 15+, 1965-2012



*INCLUDES DAILY AND NON-DAILY SMOKERS

DATA SOURCES: DATA SOURCES: 1965-1986: A CRITICAL REVIEW OF CANADIAN SURVEY DATA ON TOBACCO USE, ATTITUDES AND KNOWLEDGE (HEALTH AND WELFARE CANADA, 1988); 1989-1989: 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*]; 1999-2012: CANADIAN TOBACCO USE MONITORING SURVEY (HEALTH CANADA)

1.2 CURRENT SMOKING PREVALENCE

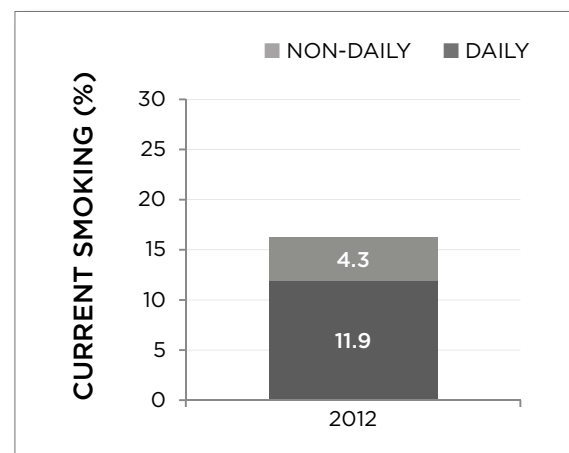
In 2012, the overall prevalence of smoking in Canada was 16.1%, or approximately 4.6 million Canadians: 11.9% (3.4 million) daily and 4.3% (1.2 million) non-daily smokers (Figure 1.2). This apparent decrease from the 2011 prevalence of 17.3% was not statistically significant¹.

Between 2011 and 2012, daily smoking prevalence decreased significantly² (from 13.8% to 11.9%), while non-daily smoking did not change significantly³.

As shown in Figure 1.3, overall smoking prevalence has decreased significantly over time⁴. 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.

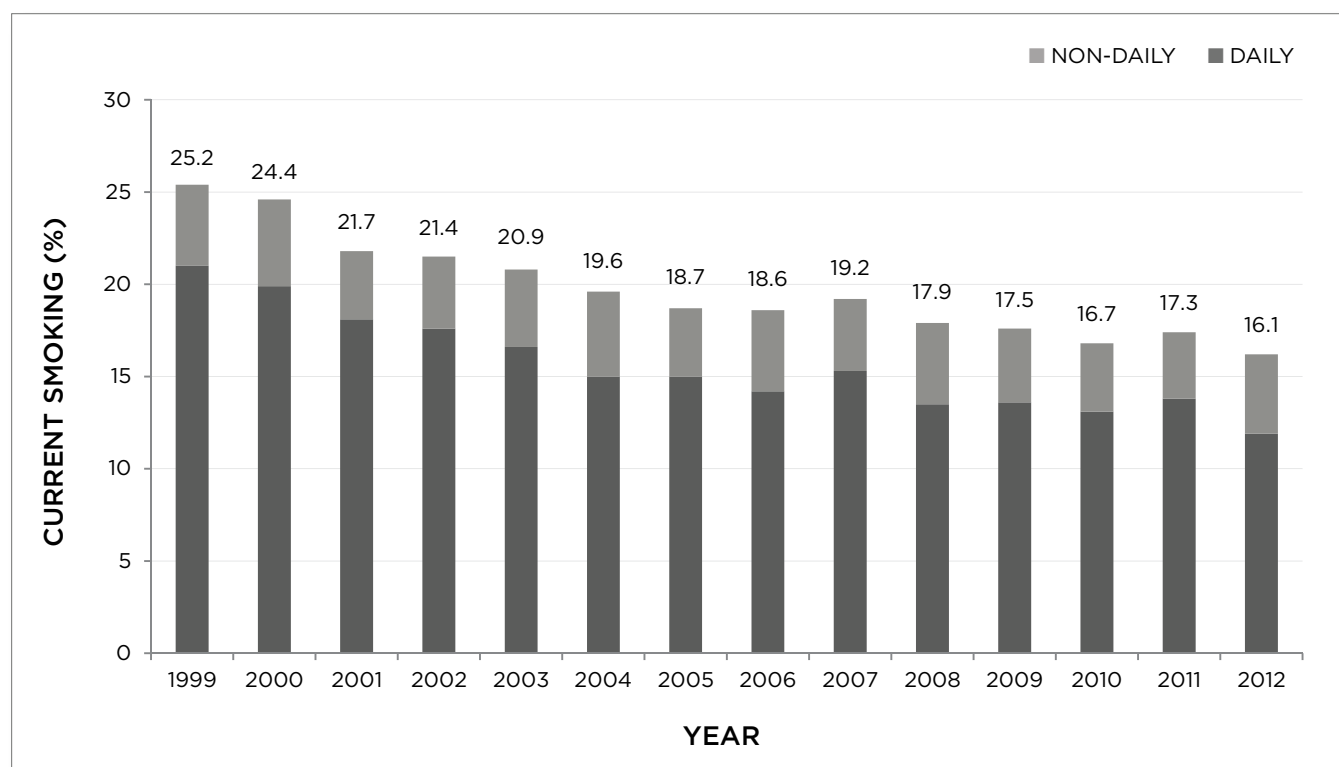
From 1999 to 2012, the average annual decrease in prevalence was 3.1% of the previous year's value, so that the absolute difference between successive years is getting smaller with time⁵.

FIGURE 1.2: CURRENT SMOKING PREVALENCE, ADULTS AGED 15+, 2012



DATA SOURCE: CANADIAN TOBACCO USE MONITORING SURVEY (CTUMS), 2012

FIGURE 1.3: CURRENT SMOKING PREVALENCE, ADULTS AGED 15+, 1999-2012



DATA SOURCE: CTUMS, 1999-2012

DEMOGRAPHIC PATTERNS IN SMOKING PREVALENCE

Smoking Prevalence by Sex

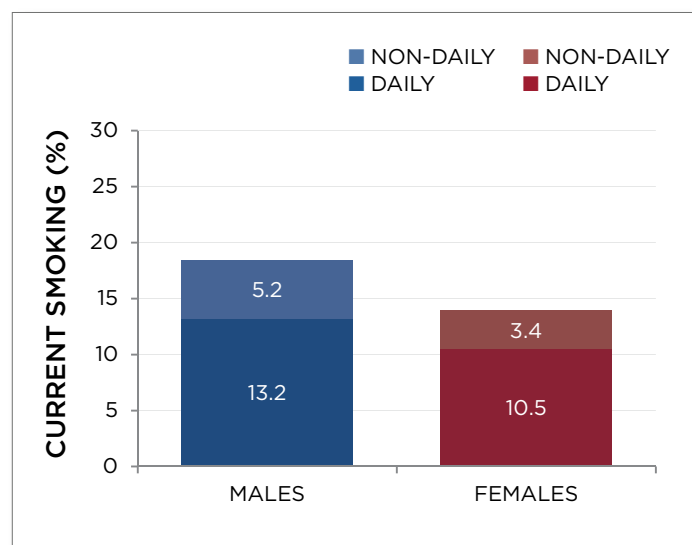
In 2012, 18.4% of males (2.6 million) and 13.9% of females (2.0 million) were current smokers (Figure 1.4). This represents a statistically significant difference⁶ in prevalence between the sexes.

Both daily and non-daily smoking were significantly more prevalent among males than females^{7,8}.

Between 2011 and 2012, although overall prevalence among both males and females appeared to decrease, these differences were not statistically significant^{9,10}.

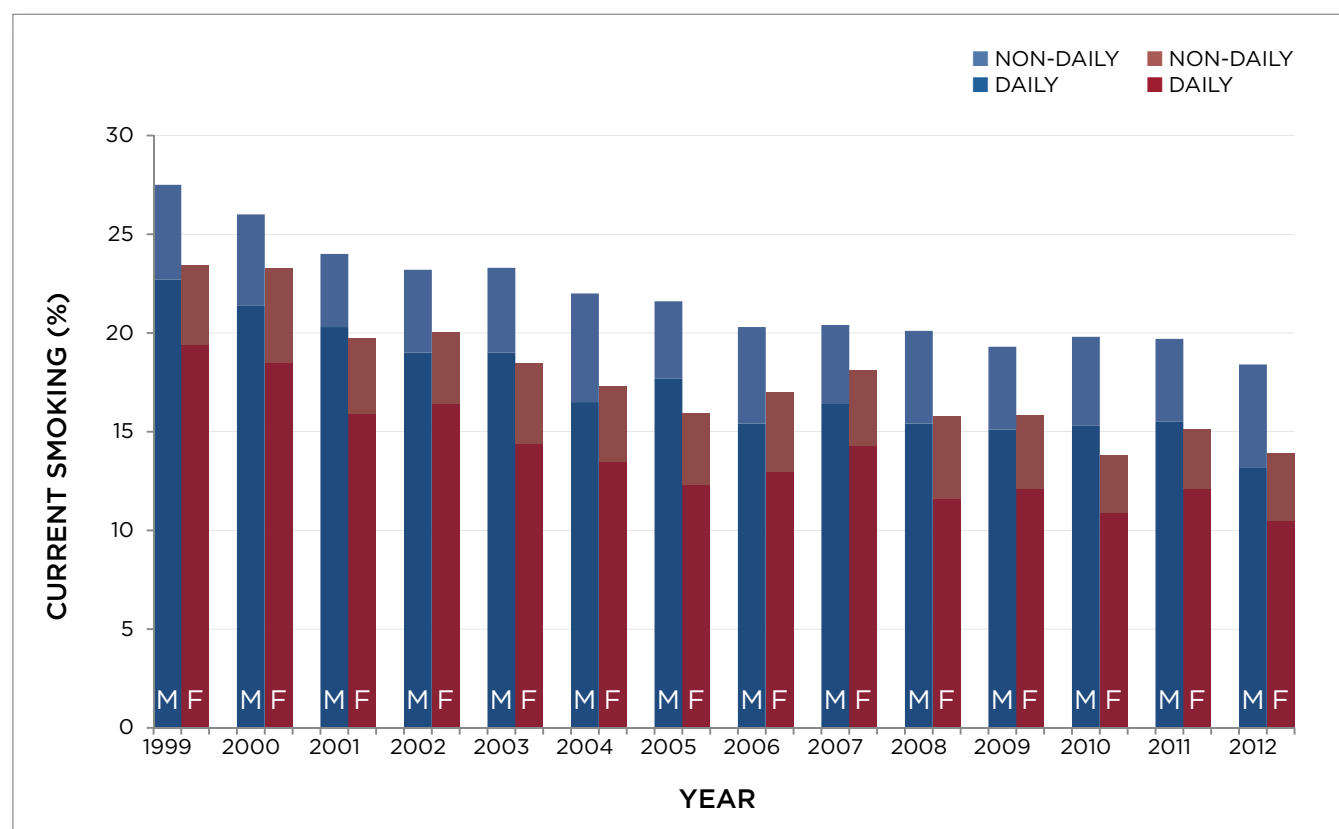
Smoking rates were higher among males in all years from 1999 to 2012 (Figure 1.5).

FIGURE 1.4: CURRENT SMOKING PREVALENCE BY SEX, 2012



DATA SOURCE: CTUMS, 2012

FIGURE 1.5: CURRENT SMOKING PREVALENCE BY SEX, 1999-2012



DATA SOURCE: CTUMS, 1999-2012

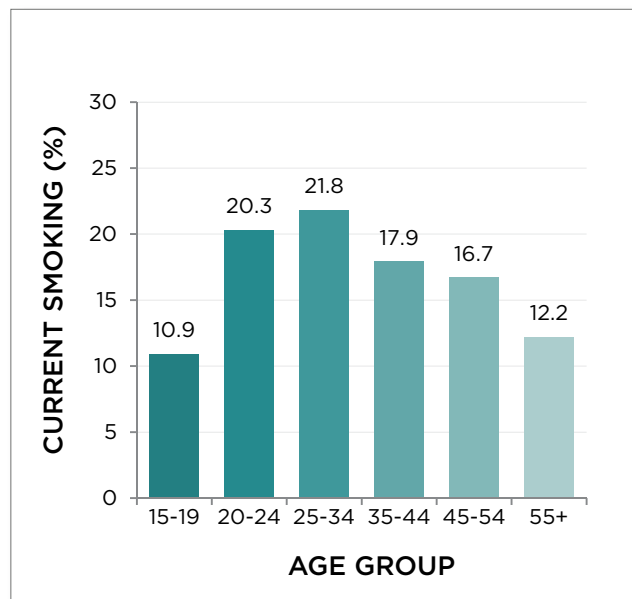
Smoking Prevalence by Age

In 2012, smoking varied significantly by age group¹¹: prevalence was highest among young adults aged 25-34 and 20-24 (Figure 1.6). The lowest observed prevalence was among youth aged 15-19.

A general pattern of decreasing prevalence after early adulthood appears to have held for most survey years between 1999 and 2012 (Figure 1.7). Although prevalence decreased overall in all age groups during this time, the largest drop was observed in the youngest age group, 15- to 19-year-olds. This decrease was less marked among the oldest age groups, and in the 55+ age group, the trend toward decreasing prevalence appears to have reversed around 2005.

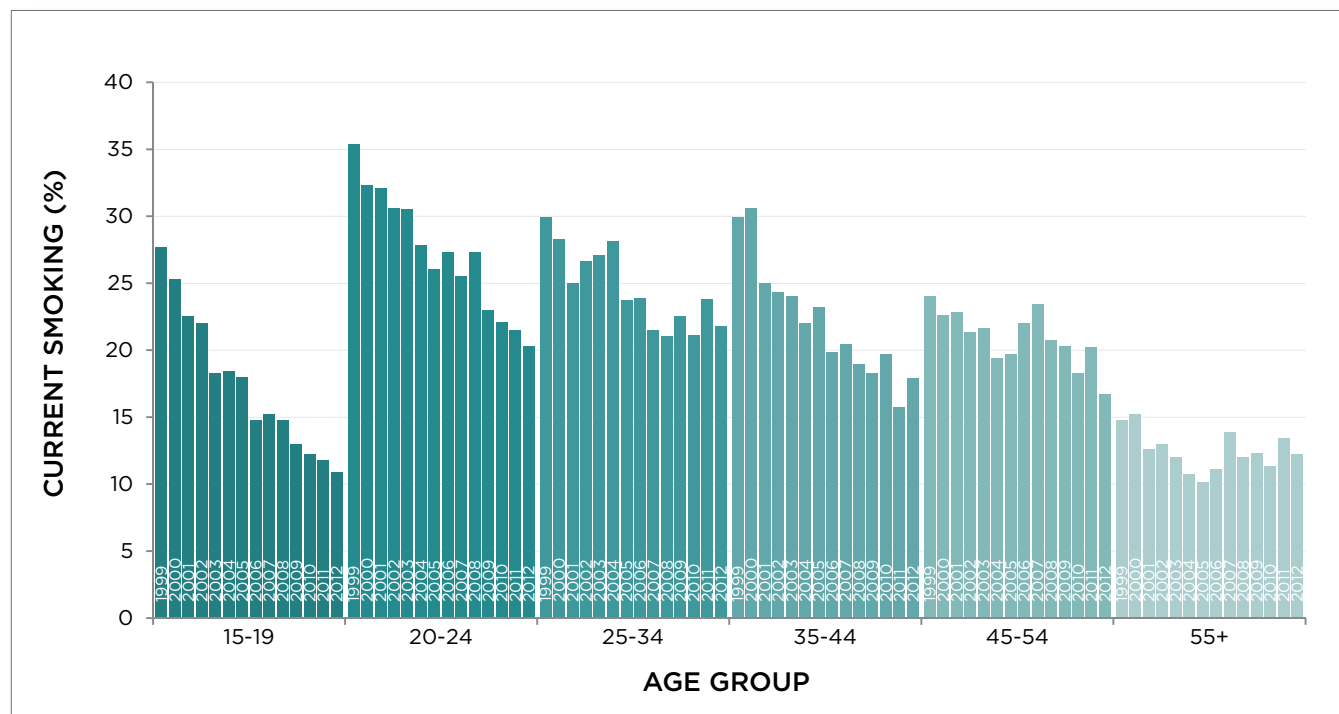
When examining differences between age groups and over time using repeat cross-sectional data such as this, consider that some of the differences between age groups could also be due to cohort effects (as well as age effects), in addition to changes over time.

FIGURE 1.6: CURRENT SMOKING PREVALENCE BY AGE GROUP, 2012



DATA SOURCE: CTUMS, 2012

FIGURE 1.7: CURRENT SMOKING PREVALENCE BY AGE GROUP, 1999-2012



DATA SOURCE: CTUMS, 1999-2012

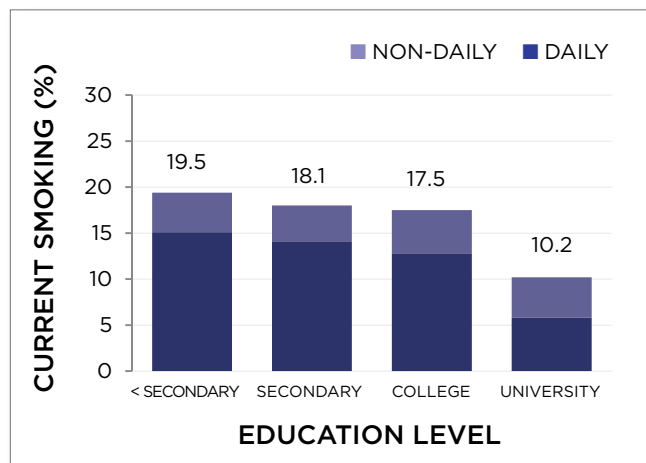
Smoking Prevalence by Education Level

In 2012, there were significant differences in smoking prevalence by level of educational attainment¹². Notably, university graduates had much lower smoking prevalence than other educational groups (Figure 1.8). Educational differences were particularly large for daily smoking¹³, at 6% for university graduates, and 13-15% in other groups; there were no significant differences in non-daily smoking¹⁴.

At a population level, these rates represent nearly 900,000 smokers with less than a secondary school education, 1.8 million high school graduates, nearly 1 million college graduates, and over 800 000 university graduates.

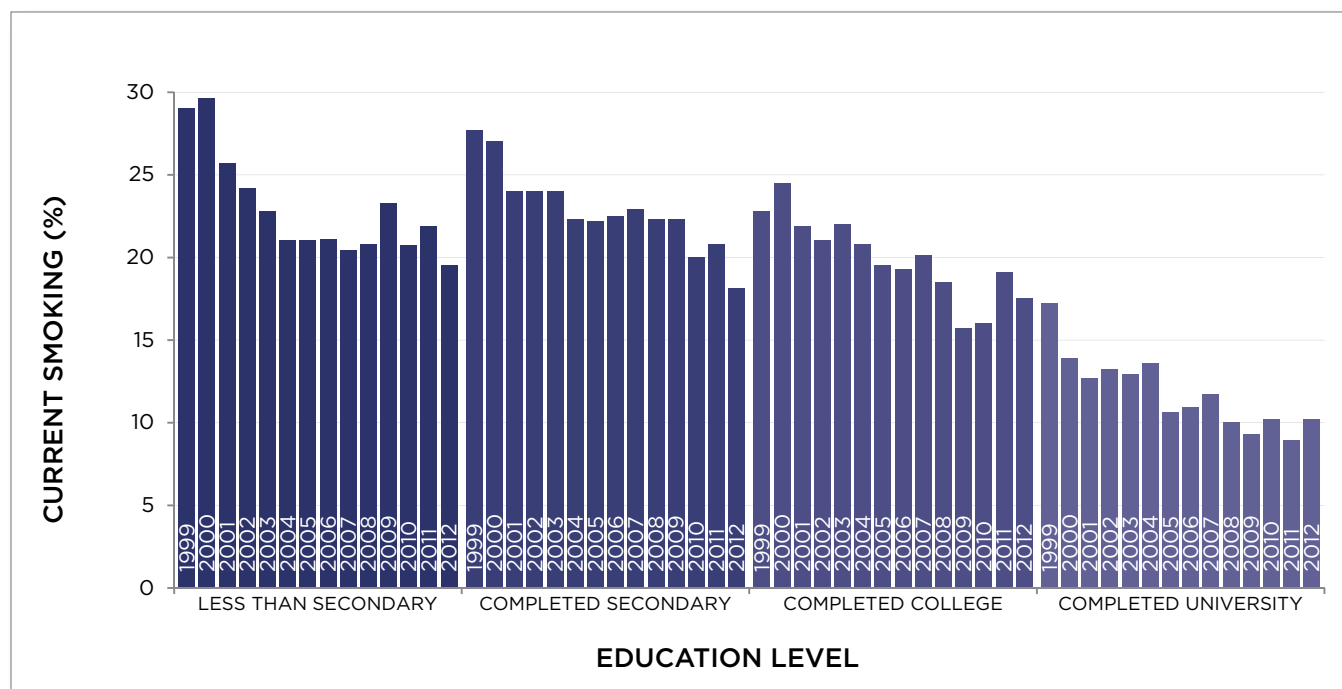
Since 1999, all educational groups have experienced a decline in prevalence, although patterns over time have varied. Among university graduates, who have had the lowest prevalence of smoking in all years, prevalence has steadily declined and remains low (Figure 1.9). While college graduates also exhibited a large and fairly steady decline in prevalence, this has reversed in the most recent years. Among those with a secondary school education or less, prevalence decreased sharply from 1999 to 2004 and then plateaued for a few years, but appears to be on the decline again recently.

FIGURE 1.8: CURRENT SMOKING PREVALENCE BY EDUCATIONAL ATTAINMENT, 2012



DATA SOURCE: CTUMS, 2012

FIGURE 1.9: CURRENT SMOKING PREVALENCE BY EDUCATIONAL ATTAINMENT, 1999-2012



DATA SOURCE: CTUMS, 1999-2012

1.3 CIGARETTE CONSUMPTION

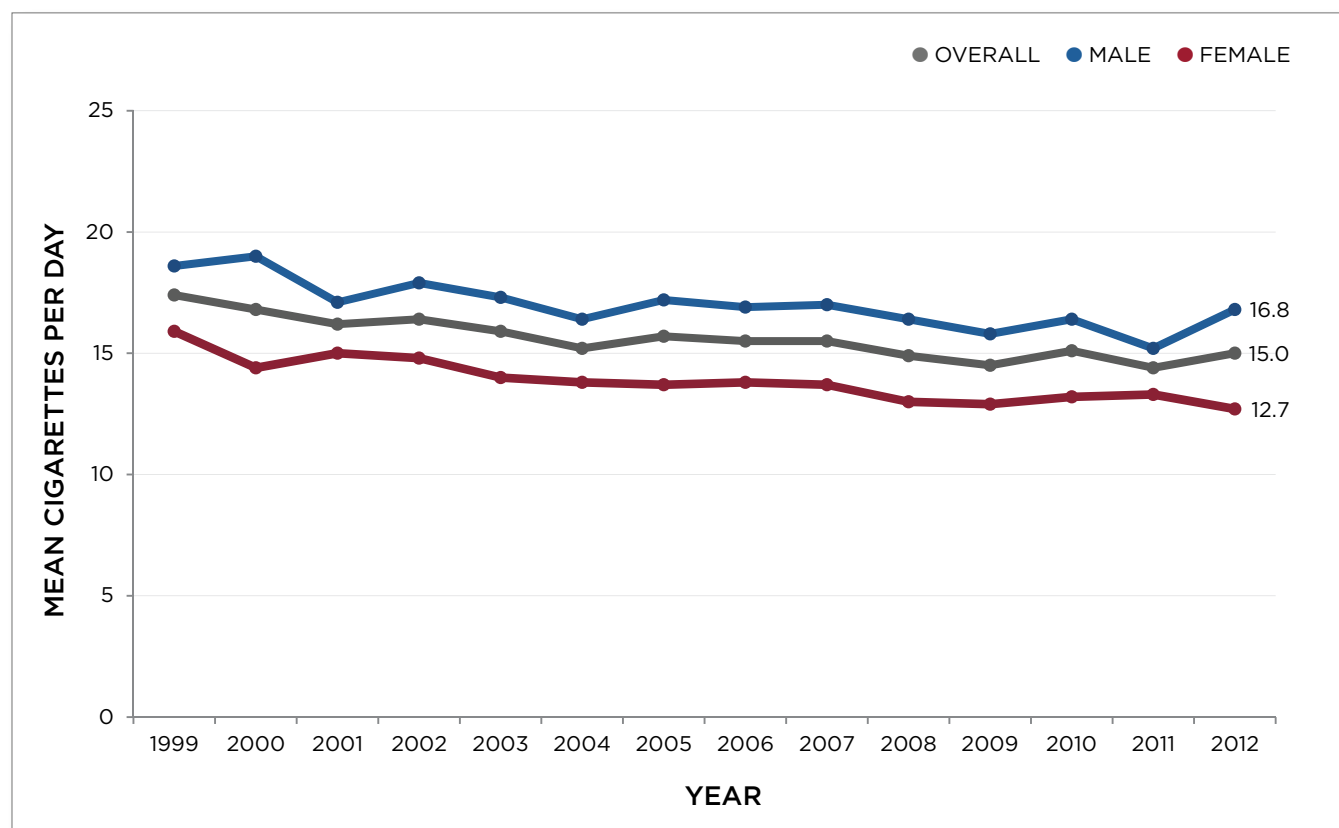
In 2012, average cigarette consumption among daily smokers was 15.0 cigarettes per day (CPD), which was not significantly different from the 2011 rate of 14.4 CPD¹⁵. From 1999 to 2012, cigarette consumption declined significantly¹⁶, by more than 2 cigarettes per day (Figure 1.10). The average rate of decline in cigarette consumption during this time period was 1.2% per year. There is evidence that the difference between successive years is getting smaller with time¹⁷.

DEMOGRAPHIC PATTERNS IN CIGARETTE CONSUMPTION

Cigarette Consumption by Sex

In 2012, average daily cigarette consumption was 16.8 for male smokers and 12.7 for female smokers, a statistically significant difference¹⁸. During the time period from 1999 to 2012, 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, and was about 4 CPD in 2012 (Figure 1.10).

FIGURE 1.10: AVERAGE DAILY CIGARETTE CONSUMPTION*, OVERALL AND BY SEX, 1999-2012



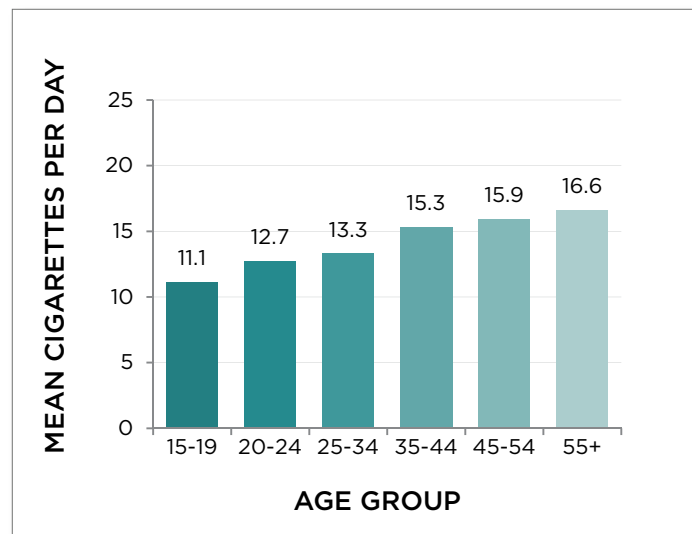
*AMONG DAILY SMOKERS
DATA SOURCE: CTUMS, 1999-2012

Cigarette Consumption by Age

In 2012, average daily cigarette consumption varied significantly between age groups¹⁹. Consumption was lowest among the youngest smokers, at 11 cigarettes per day (CPD) for smokers aged 15-19, and appeared to increase with age to more than 16 CPD for smokers aged 55+ (Figure 1.11).

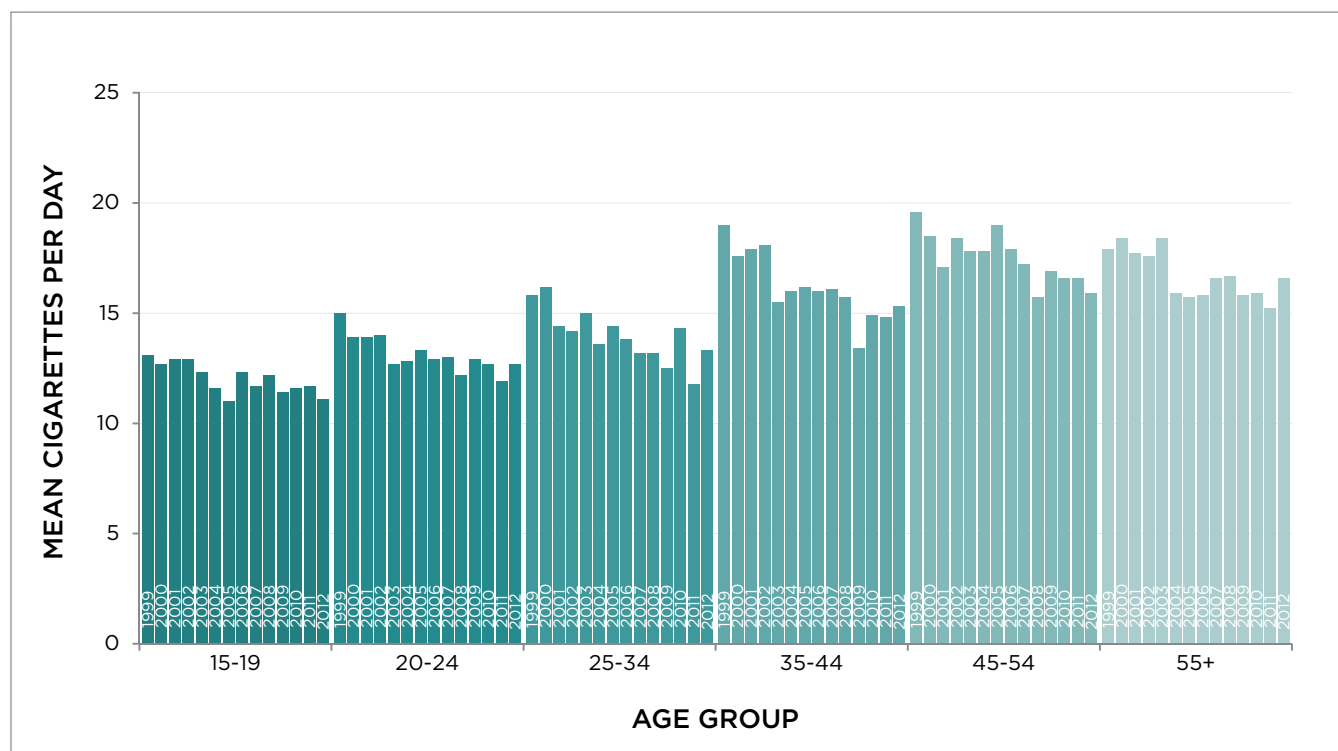
The same general pattern of increasing consumption with age (and often a slight drop after 55) held for most years between 1999 and 2012, although with some variation (Figure 1.12). Between 1999 and 2012, average daily cigarette consumption appears to have decreased overall in all age groups, although least among the youngest smokers.

FIGURE 1.11: AVERAGE DAILY CIGARETTE CONSUMPTION* BY AGE GROUP, 2012



*AMONG DAILY SMOKERS
DATA SOURCE: CTUMS, 2012

FIGURE 1.12: AVERAGE DAILY CIGARETTE CONSUMPTION* BY AGE GROUP, 1999-2012



*AMONG DAILY SMOKERS
DATA SOURCE: CTUMS, 1999-2012

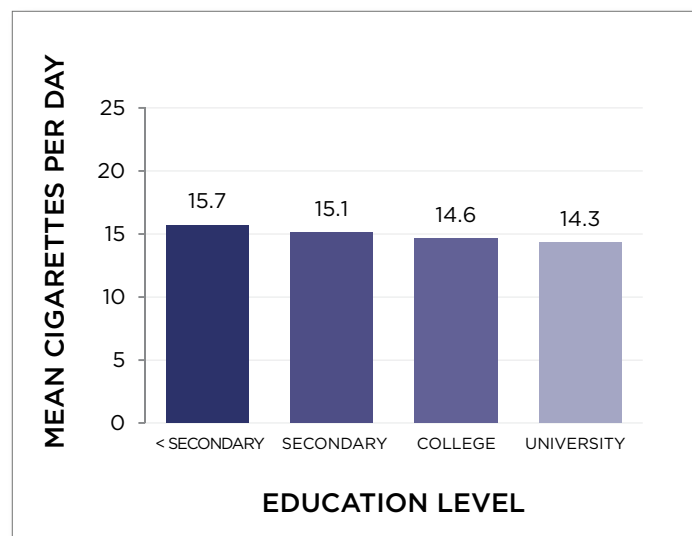
Cigarette Consumption by Education Level

Average daily cigarette consumption did not vary significantly between educational groups in 2012²⁰, although there did appear to be a general trend toward decreasing consumption with increasing level of education (Figure 1.13).

When considering all survey years from 1999 to 2012 (Figure 1.14), university graduates generally smoked 2-3 fewer cigarettes per day than those with the lowest level of education, although there was some year-to-year variation. Between-group differences were smaller in 2012 than many of the previous years.

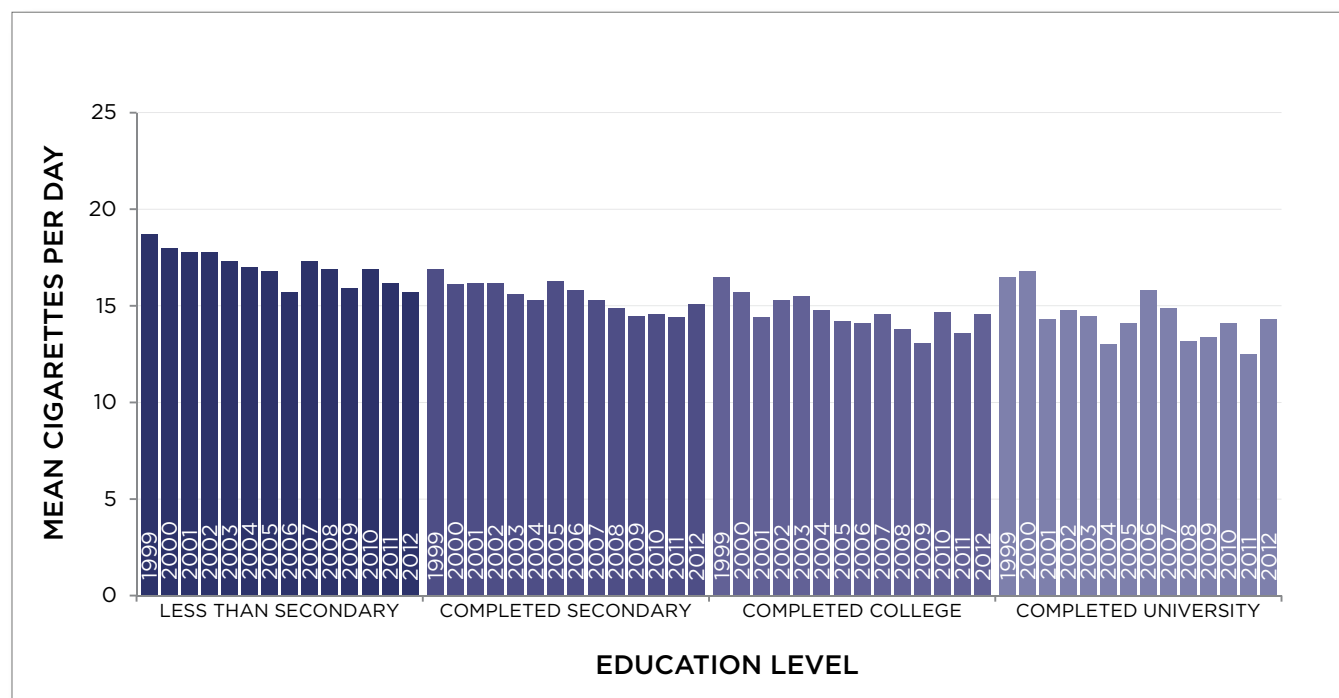
Between 1999 and 2012, daily cigarette consumption appears to have decreased in all educational groups, although not steadily, particularly among university graduates. The pattern of lower consumption with increasing education generally held over time, with some variation.

FIGURE 1.13: AVERAGE DAILY CIGARETTE CONSUMPTION* BY EDUCATIONAL ATTAINMENT, 2012



*AMONG DAILY SMOKERS
DATA SOURCE: CTUMS, 2012

FIGURE 1.14: AVERAGE DAILY CIGARETTE CONSUMPTION* BY EDUCATIONAL ATTAINMENT, 1999-2012



*AMONG DAILY SMOKERS
DATA SOURCE: CTUMS, 1999-2012

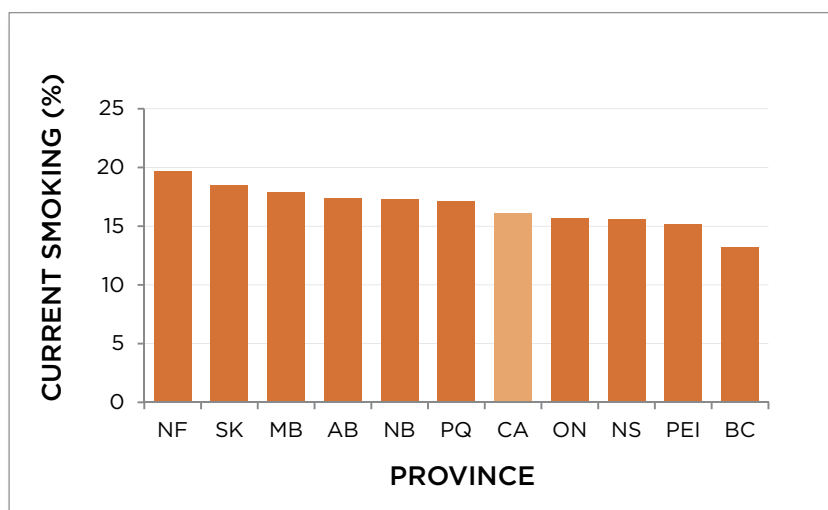
2. SMOKING IN THE PROVINCES

SMOKING PREVALENCE BY PROVINCE

In 2012, there was significant variation in smoking prevalence by province²¹ (Figure 2.1). Current smoking rates ranged from a low of 13.2% in British Columbia to a high of 19.7% in Newfoundland & Labrador. The prairie provinces all had smoking rates above the national average of 16.1%.

Between 1999 and 2012, 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 more than 13 percentage points in Quebec and Nova Scotia to just over 5 in Manitoba. Several provinces appear to have reached a plateau in smoking prevalence in the most recent years. Throughout this time period, British Columbia consistently had the lowest smoking rate of all provinces.

FIGURE 2.1: SMOKING PREVALENCE* BY PROVINCE, 2012



*INCLUDES DAILY AND NON-DAILY SMOKERS
DATA SOURCE: CTUMS, 2012

TABLE 2.1: SMOKING PREVALENCE* BY PROVINCE, 1999-2012

YEAR	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
CANADA	25.2	24.4	21.7	21.4	20.9	19.6	18.7	18.6	19.2	17.9	17.5	16.7	17.3	16.1
BRITISH COLUMBIA	20.0	19.6	16.7	16.5	16.4	15.2	14.7	16.4	14.4	14.7	14.9	14.3	14.2	13.2
ALBERTA	26.0	22.6	25.1	22.8	20.0	20.1	20.6	21.3	21.0	20.4	18.0	18.8	17.7	17.4
SASKATCHEWAN	25.9	28.1	25.4	21.2	24.1	21.7	22.0	23.7	24.0	20.4	22.3	21.1	19.2	18.5
MANITOBA	23.3	25.7	25.9	21.1	20.9	20.6	22.3	20.1	19.9	20.8	18.9	20.5	18.7	17.9
ONTARIO	23.2	23.1	19.7	19.7	19.6	18.7	16.4	16.6	18.3	16.8	15.4	15.2	16.3	15.7
QUEBEC	30.3	28.2	24.1	25.8	24.6	22.2	22.2	20.1	21.7	19.1	20.7	17.8	19.8	17.1
NEW BRUNSWICK	26.5	26.6	25.0	21.1	24.3	24.2	21.8	22.6	21.2	19.9	21.3	19.3	18.8	17.3
NOVA SCOTIA	28.9	29.8	24.9	25.3	22.1	20.2	21.0	21.8	20.4	19.7	19.8	20.8	18.1	15.6
PRINCE EDWARD ISLAND	25.6	25.7	25.6	23.1	21.4	21.2	19.9	19.2	18.4	19.2	17.7	16.2	19.1	15.2
NFLD. & LABRADOR	28.5	27.7	25.7	24.1	23.0	21.8	20.6	21.7	21.2	20.2	20.7	20.0	19.0	19.7

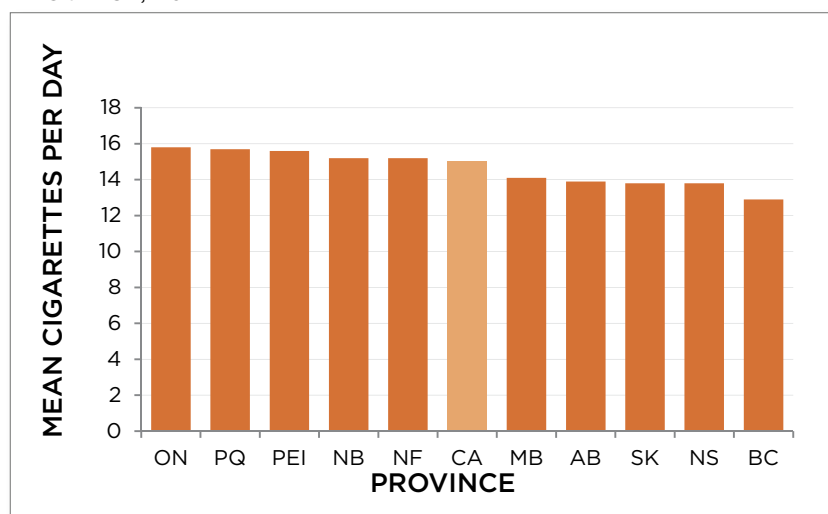
*INCLUDES DAILY AND NON-DAILY SMOKERS
DATA SOURCE: CTUMS, 1999-2012

CIGARETTE CONSUMPTION BY PROVINCE

In 2012, average daily cigarette consumption varied significantly by province ²² (Figure 2.2). Average cigarettes per day (CPD) ranged from 12.9 in British Columbia to 15.8 in Ontario.

Between 1999 and 2012, average daily cigarette consumption appears to have decreased in all provinces, although with a plateau in the most recent years for many provinces (Table 2.2). The magnitude of this decline varied somewhat by province, with the greatest decreases observed in Nova Scotia (from 18.1 to 13.8 CPD) and Quebec (from 19.1 to 15.7 CPD).

FIGURE 2.2: AVERAGE DAILY CIGARETTE CONSUMPTION* BY PROVINCE, 2012



*AMONG DAILY SMOKERS
DATA SOURCE: CTUMS, 2012

TABLE 2.2: AVERAGE DAILY CIGARETTE CONSUMPTION* BY PROVINCE, 1999-2012

YEAR	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
CANADA	17.4	16.8	16.2	16.4	15.9	15.2	15.7	15.5	15.5	14.9	14.5	15.1	14.4	15.0
BRITISH COLUMBIA	16.1	14.8	14.6	16.3	15.8	14.5	15.7	15.5	14.5	14.1	13.4	15.0	14.1	12.9
ALBERTA	16.2	16.6	16.3	16.4	14.6	14.4	14.9	15.9	16.1	14.2	13.9	14.9	13.9	13.9
SASKATCHEWAN	16.0	15.3	16.1	16.1	16.0	13.9	14.1	14.6	13.9	14.8	14.4	15.4	14.8	13.8
MANITOBA	15.8	16.7	14.8	15.7	14.7	14.9	14.1	14.0	14.1	13.6	12.9	13.3	14.4	14.1
ONTARIO	16.6	16.9	15.5	15.5	15.5	15.4	15.6	15.4	15.5	15.5	14.2	15.0	13.6	15.8
QUEBEC	19.1	17.6	17.3	17.6	16.8	15.5	16.5	15.6	15.8	14.9	15.4	15.1	15.4	15.7
NEW BRUNSWICK	18.3	19.0	17.6	16.2	16.3	16.7	16.9	15.3	17.3	15.5	16.1	17.4	16.3	15.2
NOVA SCOTIA	18.1	17.7	15.3	17.4	15.1	14.9	15.5	16.4	15.2	15.5	15.1	16.7	15.3	13.8
PRINCE EDWARD ISLAND	17.2	17.7	17.5	16.8	16.4	16.1	16.1	15.3	16.5	14.7	15.2	17.1	15.5	15.6
NFLD. & LABRADOR	17.2	15.5	16.7	16.2	16.1	14.6	15.5	16.0	14.1	14.1	15.4	14.5	14.5	15.2

*AMONG DAILY SMOKERS
DATA SOURCE: CTUMS, 1999-2012

2.1 BRITISH COLUMBIA SMOKING PREVALENCE

In 2012, smoking prevalence in British Columbia was 13.2%, well below the national average of 16.1%.

Figure 2.3 (below) shows smoking prevalence, overall and by sex, in British Columbia from 1999-2012. 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 2012

Smoking prevalence: 13.2% (515 000 smokers)

➤ compared to 14.2% in 2011

• **Males: 15.2%** (291 000 smokers)

• **Females: 11.3%** (224 000 smokers)

Average daily cigarette consumption: 12.9 CPD

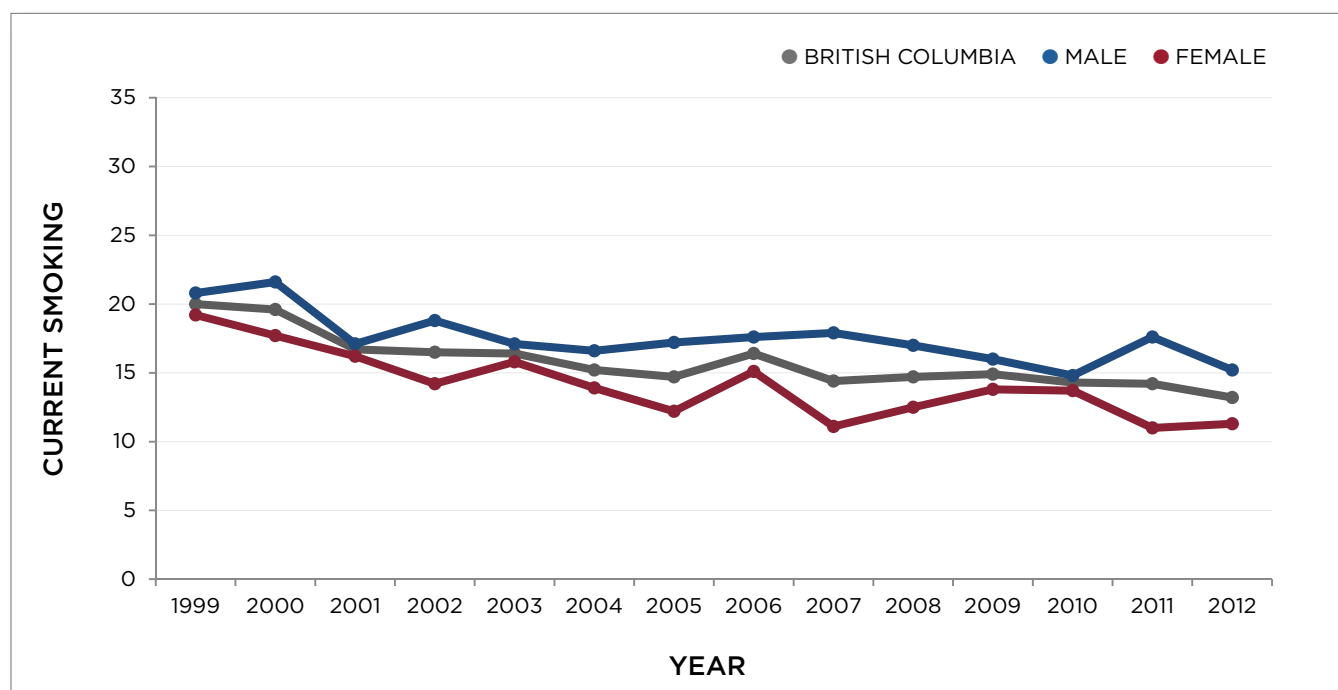
➤ compared to 14.1 CPD in 2011

• **Males: 13.9 CPD**

• **Females: 11.9 CPD**

Average price per carton^v (200 cig.): \$95.35

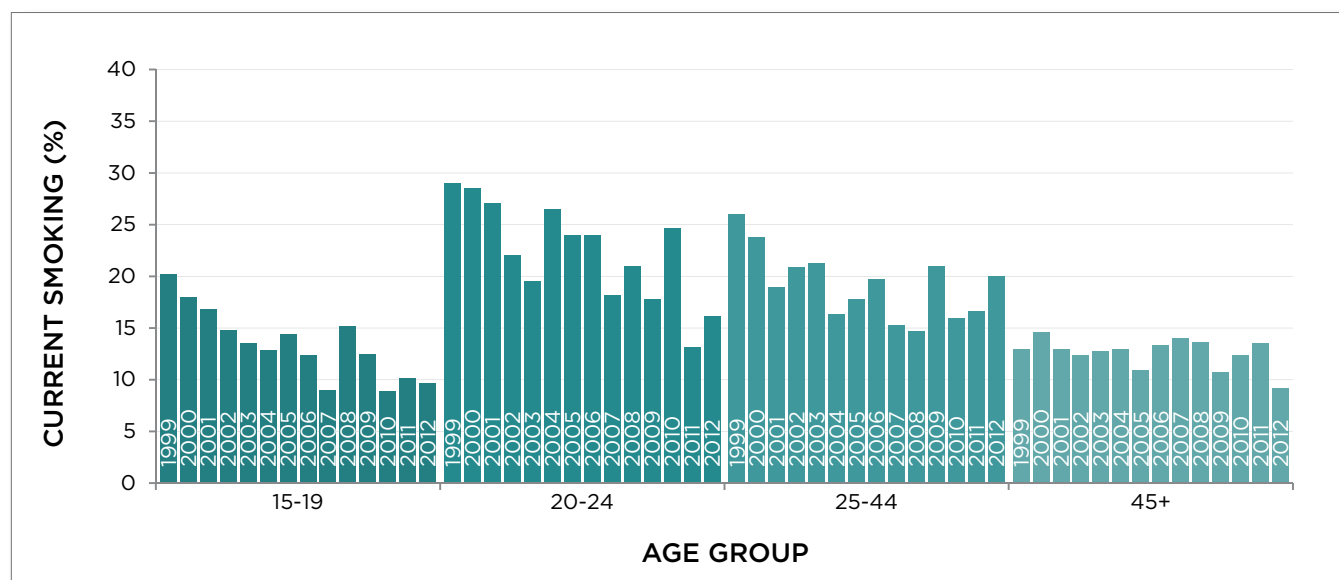
FIGURE 2.3: CURRENT SMOKING PREVALENCE* BY SEX, BRITISH COLUMBIA, 1999-2012



*INCLUDES DAILY AND NON-DAILY SMOKERS
DATA SOURCE: CTUMS, 1999-2012

Figure 2.4 (next page) shows smoking prevalence by age group in British Columbia, from 1999-2012. During this time period, there was a net decrease in smoking prevalence (despite fluctuations) in all age groups; this decrease was largest among the youngest age groups, and smallest among those over 45. Prevalence has not decreased in the most recent years, among most age groups.

FIGURE 2.4: CURRENT SMOKING PREVALENCE* BY AGE GROUP, BRITISH COLUMBIA, 1999-2012

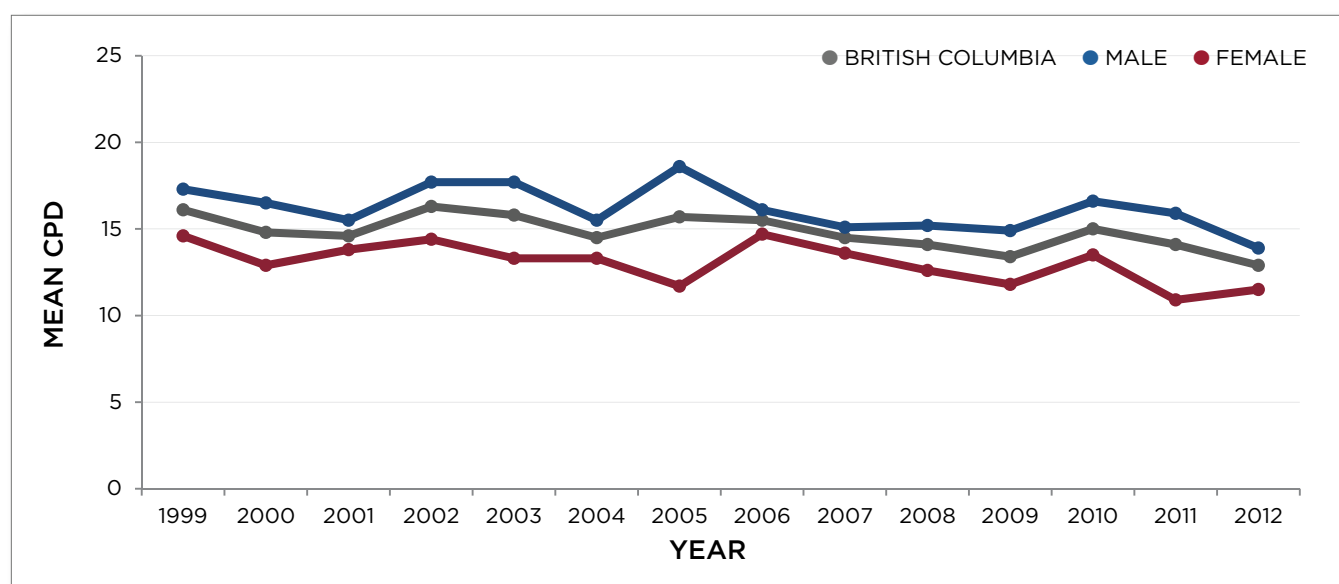


*INCLUDES DAILY AND NON-DAILY SMOKERS
DATA SOURCE: CTUMS, 1999-2012

CIGARETTE CONSUMPTION

Between 1999 and 2012, average daily cigarette consumption in British Columbia appears to have decreased overall (Figure 2.5). Cigarette consumption was higher among males than females in all years, but with a considerable amount of year-to-year variation.

FIGURE 2.5: AVERAGE DAILY CIGARETTE CONSUMPTION* BY SEX, BRITISH COLUMBIA, 1999-2012



*AMONG DAILY SMOKERS
DATA SOURCE: CTUMS, 1999-2012

2.2 ALBERTA

SMOKING PREVALENCE

In 2012, smoking prevalence in Alberta was 17.4%, above the national average of 16.1%.

Figure 2.6 (below) shows smoking prevalence, overall and by sex, in Alberta from 1999-2012. Prevalence has declined overall, but progress has slowed. Males had similar or greater prevalence compared to females in nearly all of the years observed.

ALBERTA IN 2012

Smoking prevalence: 17.4% (542 000 smokers)

➤ compared to 17.1% in 2010

• **Males: 17.1%** (272 000 smokers)

• **Females: 17.7%** (270 000 smokers)

Average daily cigarette consumption: 13.9 CPD

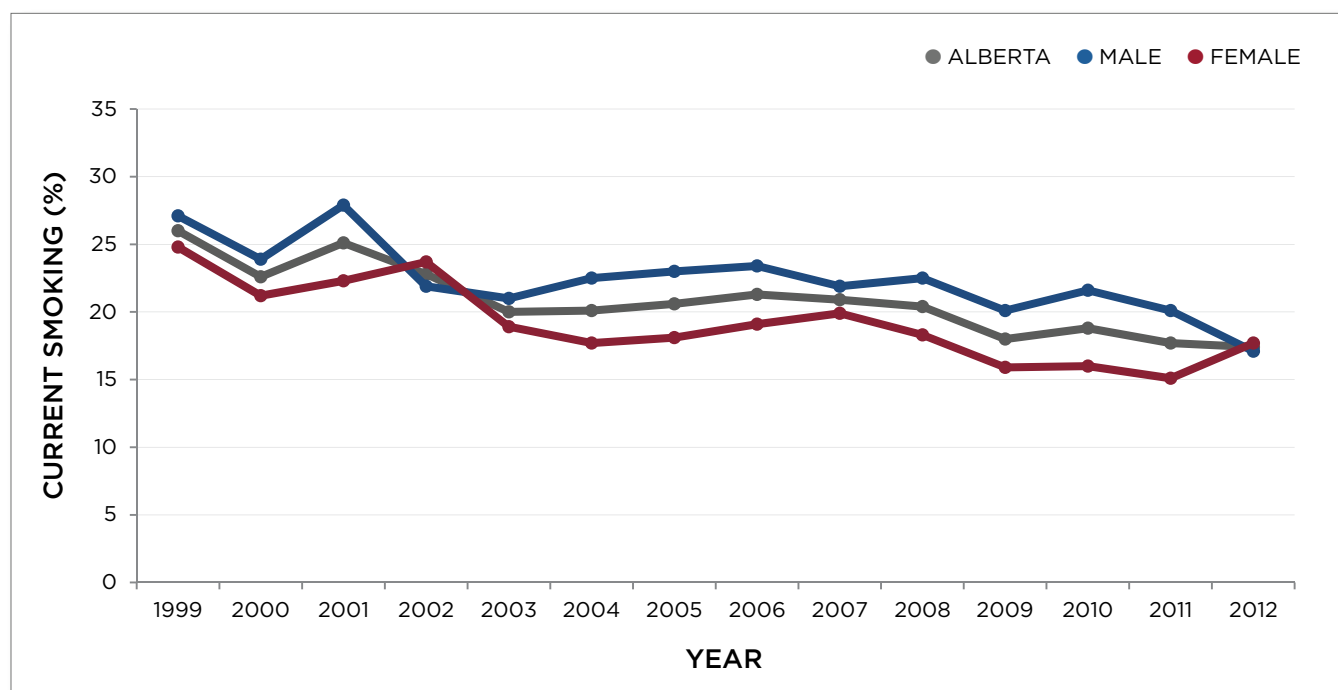
➤ compared to 13.9 CPD in 2011

• **Males: 14.3 CPD**

• **Females: 13.6 CPD**

Average price per carton^v (200 cig.): \$88.70

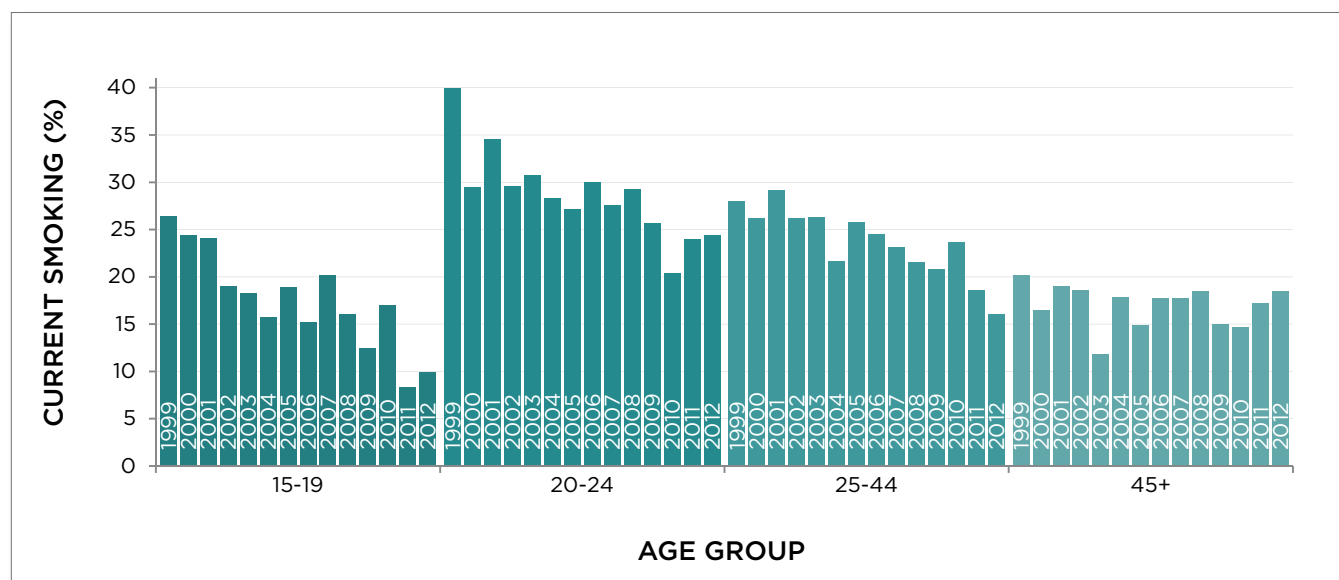
FIGURE 2.6: CURRENT SMOKING PREVALENCE* BY SEX, ALBERTA, 1999-2012



*INCLUDES DAILY AND NON-DAILY SMOKERS
DATA SOURCE: CTUMS, 1999-2012

Figure 2.7 (next page) shows smoking prevalence by age group in Alberta, from 1999-2012. 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, 1999-2012

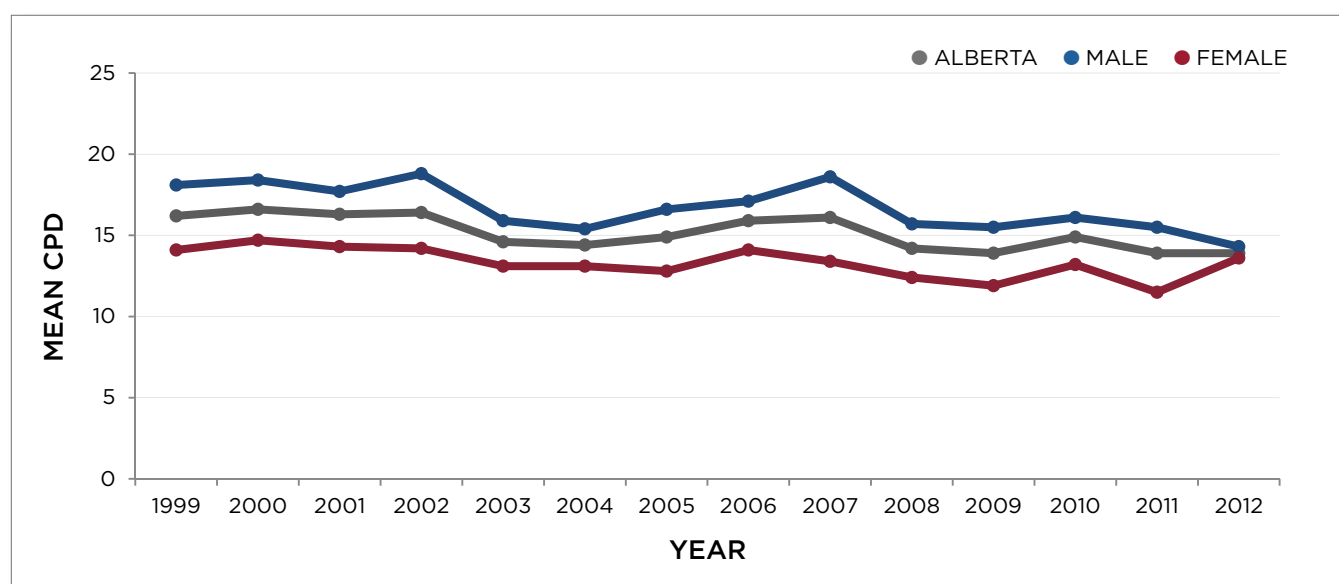


*INCLUDES DAILY AND NON-DAILY SMOKERS
DATA SOURCE: CTUMS, 1999-2012

CIGARETTE CONSUMPTION

Between 1999 and 2012, average daily cigarette consumption in Alberta fluctuated around 15 but appears to have decreased overall (Figure 2.8). Male smokers consumed 3-4 cigarettes more per day than female smokers in most years, but consumption among males and females was similar in 2012.

FIGURE 2.8: AVERAGE DAILY CIGARETTE CONSUMPTION* BY SEX, ALBERTA, 1999-2012



*AMONG DAILY SMOKERS
DATA SOURCE: CTUMS, 1999-2012

2.3 SASKATCHEWAN SMOKING PREVALENCE

In 2012, smoking prevalence in Saskatchewan was 18.5%, above the national average of 16.1%.

Figure 2.9 (below) shows smoking prevalence, overall and by sex, in Saskatchewan from 1999-2012. Despite considerable year-to-year variation during this time, there appears to have been a net decrease in overall prevalence and a recent downward trend. Prevalence was similar or slightly greater among males, compared to females, throughout this time.

SASKATCHEWAN IN 2012

Smoking prevalence: 18.5% (158 000 smokers)
➤ compared to 19.2% in 2011

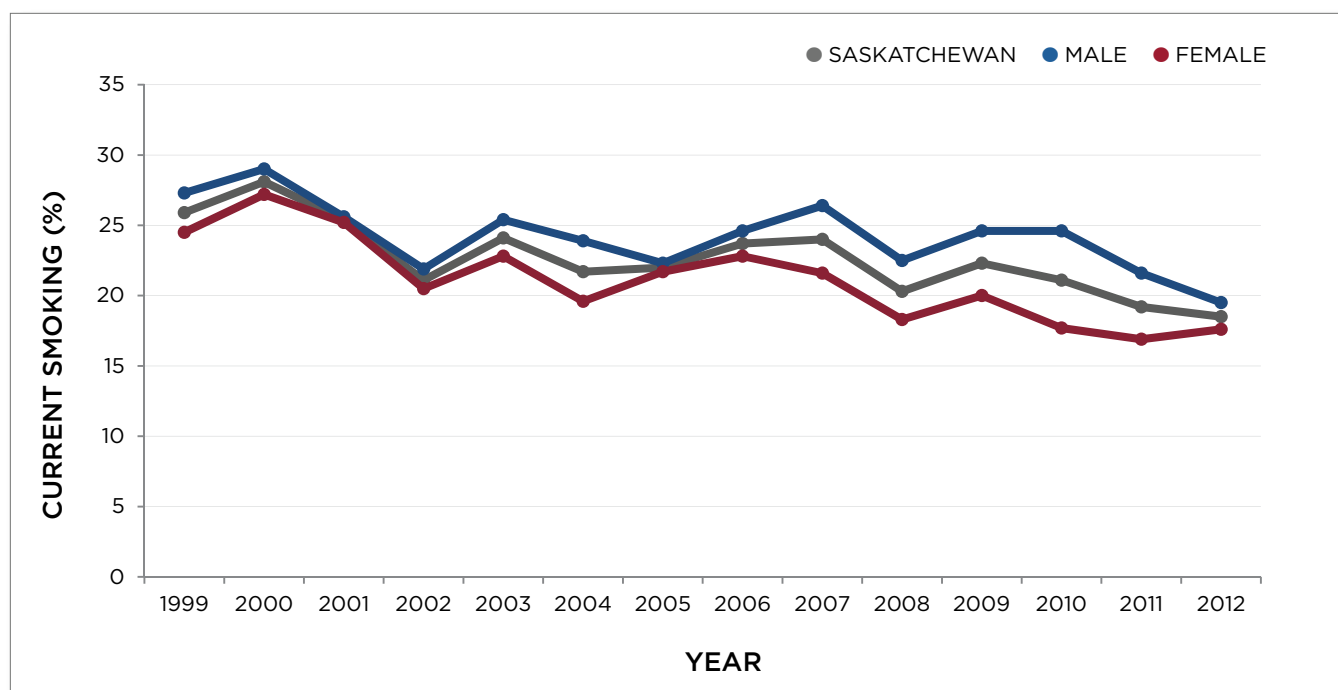
- **Males: 19.5%** (83 000 smokers)
- **Females: 17.6%** (75 000 smokers)

Average daily cigarette consumption: 13.8 CPD
➤ compared to 14.8 CPD in 2011

- **Males: 14.0 CPD**
- **Females: 13.6 CPD**

Average price per carton^v (200 cig.): \$96.99

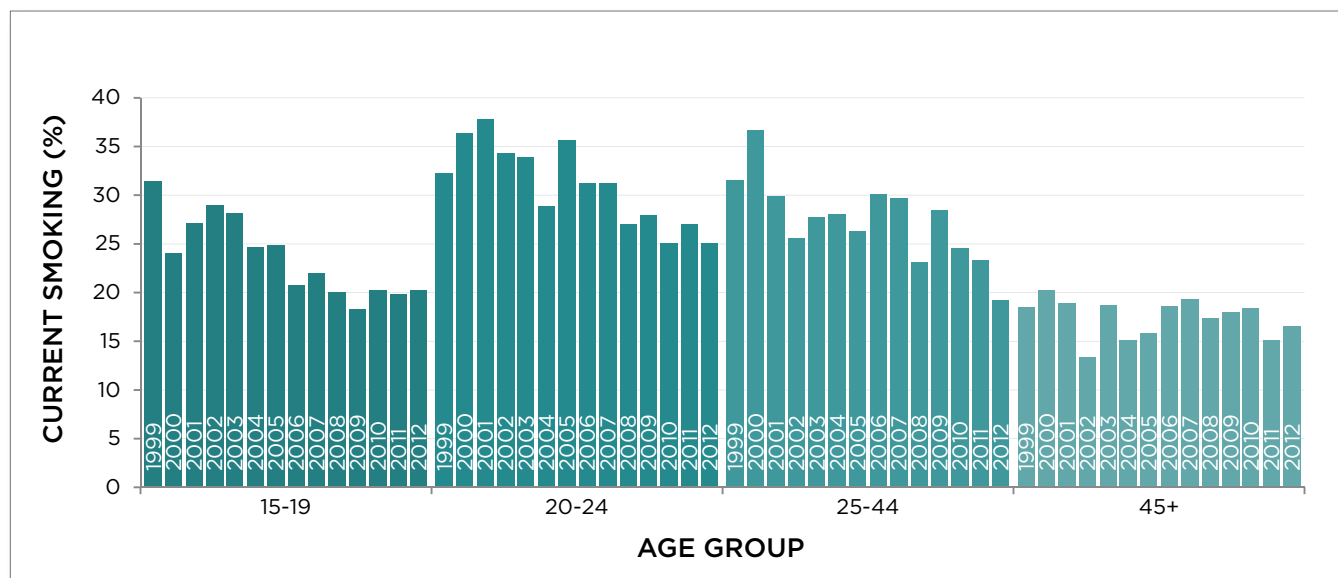
FIGURE 2.9: CURRENT SMOKING PREVALENCE* BY SEX, SASKATCHEWAN, 1999-2012



*INCLUDES DAILY AND NON-DAILY SMOKERS
DATA SOURCE: CTUMS, 1999-2012

Figure 2.10 (next page) shows smoking prevalence by age group in Saskatchewan, from 1999-2012. Although smoking rates fluctuated, there was a net decrease in prevalence within all age groups, and all groups under age 45 exhibited a downward trend over time.

FIGURE 2.10: CURRENT SMOKING PREVALENCE* BY AGE GROUP, SASKATCHEWAN, 1999-2012

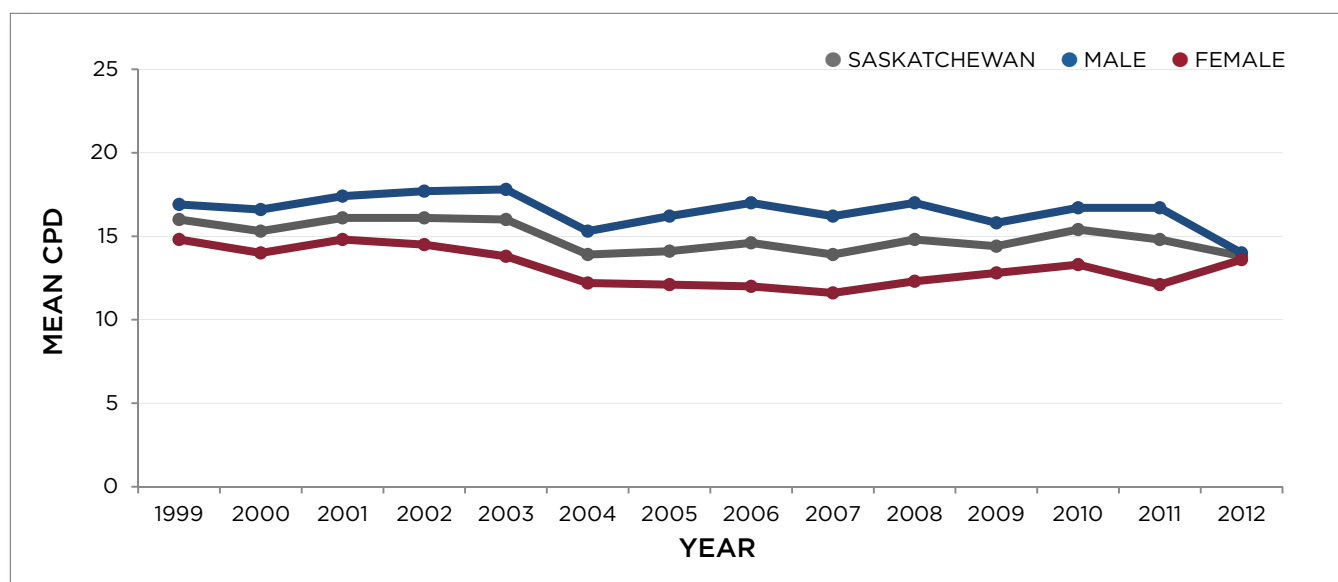


*INCLUDES DAILY AND NON-DAILY SMOKERS
DATA SOURCE: CTUMS, 1999-2012

CIGARETTE CONSUMPTION

Between 1999 and 2012, average daily cigarette consumption in Saskatchewan appears to have decreased slightly, but then increased again to remain around 15 (Figure 2.11). Male smokers consumed considerably more cigarettes per day than females in almost all years, 2012 excepted.

FIGURE 2.11: AVERAGE DAILY CIGARETTE CONSUMPTION* BY SEX, SASKATCHEWAN, 1999-2012



*AMONG DAILY SMOKERS
DATA SOURCE: CTUMS, 1999-2012

2.4 MANITOBA SMOKING PREVALENCE

In 2012, smoking prevalence in Manitoba was 17.9%, above the national average of 16.1%.

Figure 2.12 (below) shows smoking prevalence, overall and by sex, in Manitoba from 1999-2012. 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 2012

Smoking prevalence: 17.9% (181 000 smokers)
➤ compared to 18.7% in 2011

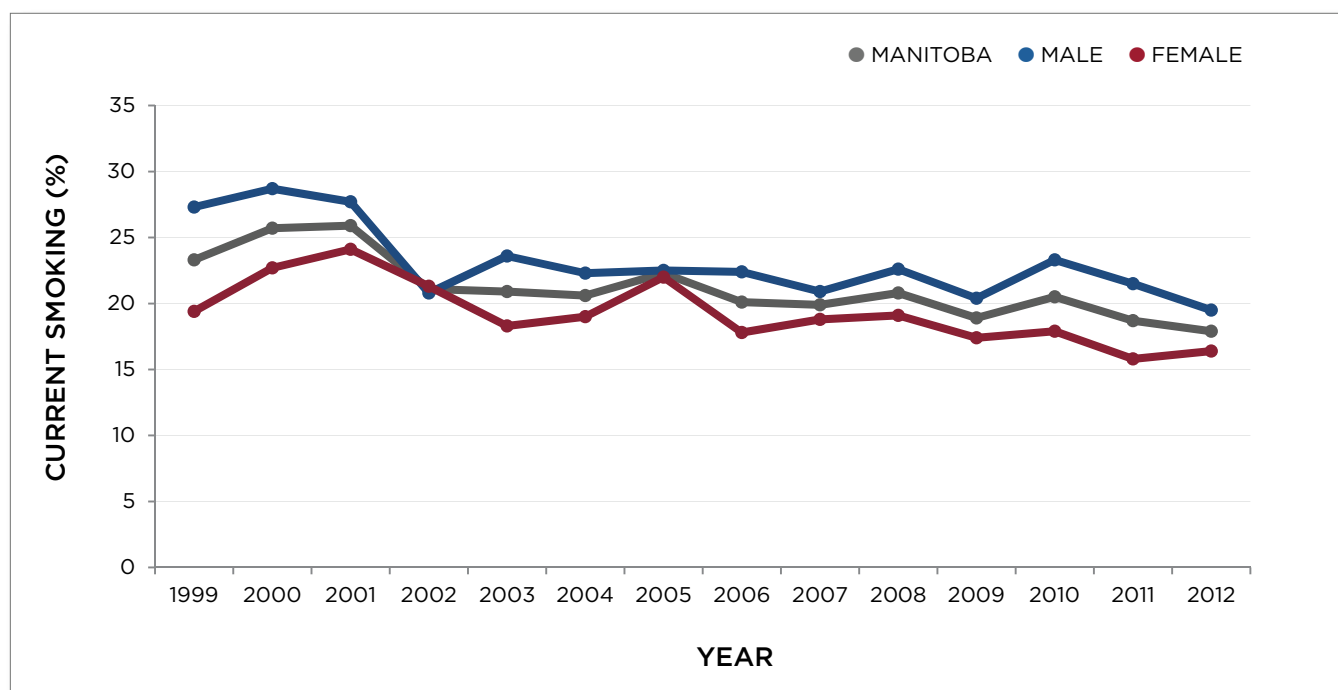
- **Males: 19.5%** (98 000 smokers)
- **Females: 16.4%** (83 000 smokers)

Average daily cigarette consumption: 14.1 CPD
➤ compared to 14.4 CPD in 2011

- **Males: 15.5 CPD**
- **Females: 12.2 CPD**

Average price per carton^v (200 cig.): \$111.56

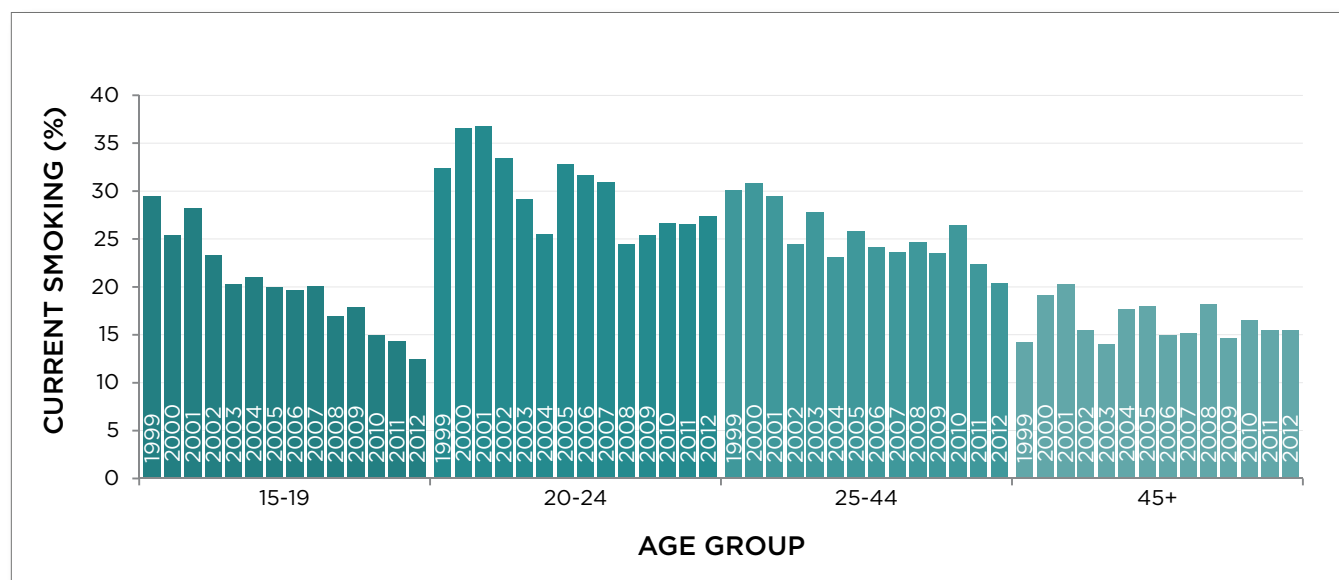
FIGURE 2.12: CURRENT SMOKING PREVALENCE* BY SEX, MANITOBA, 1999-2012



*INCLUDES DAILY AND NON-DAILY SMOKERS
DATA SOURCE: CTUMS, 1999-2012

Figure 2.13 (next page) shows smoking prevalence by age group in Manitoba, from 1999-2012. During this time, smoking prevalence decreased in all age groups except those over 45, for whom smoking prevalence fluctuated in the mid-teens. The largest decrease observed was among those aged 15-19 years, for whom prevalence halved over this time period.

FIGURE 2.13: CURRENT SMOKING PREVALENCE* BY AGE GROUP, MANITOBA, 1999-2012



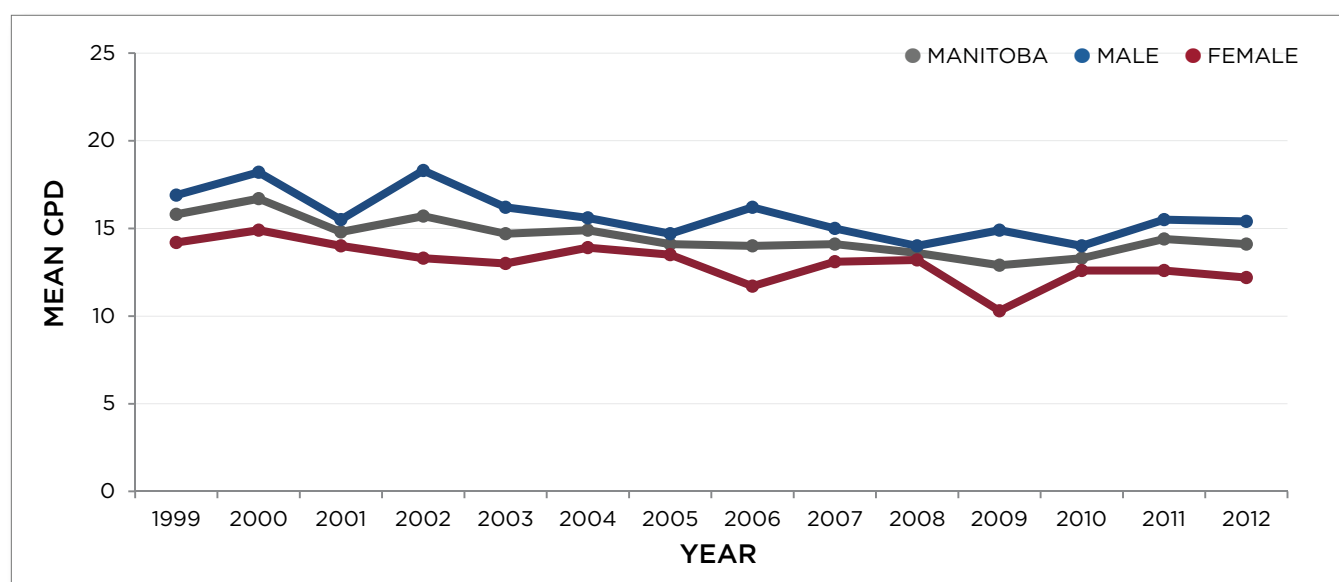
*INCLUDES DAILY AND NON-DAILY SMOKERS

DATA SOURCE: CTUMS, 1999-2012

CIGARETTE CONSUMPTION

Between 1999 and 2012, average daily cigarette consumption in Manitoba appears to have decreased slowly, but with little change in recent years (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, 1999-2012



*AMONG DAILY SMOKERS

DATA SOURCE: CTUMS, 1999-2012

2.5 ONTARIO

SMOKING PREVALENCE

In 2012, smoking prevalence in Ontario was 15.7%, just below the national average of 16.1%.

Figure 2.15 (below) shows smoking prevalence, overall and by sex, in Ontario from 1999-2012. 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.

ONTARIO IN 2012

Smoking prevalence: 15.7% (1 751 000 smokers)
➤ compared to 16.3% in 2011

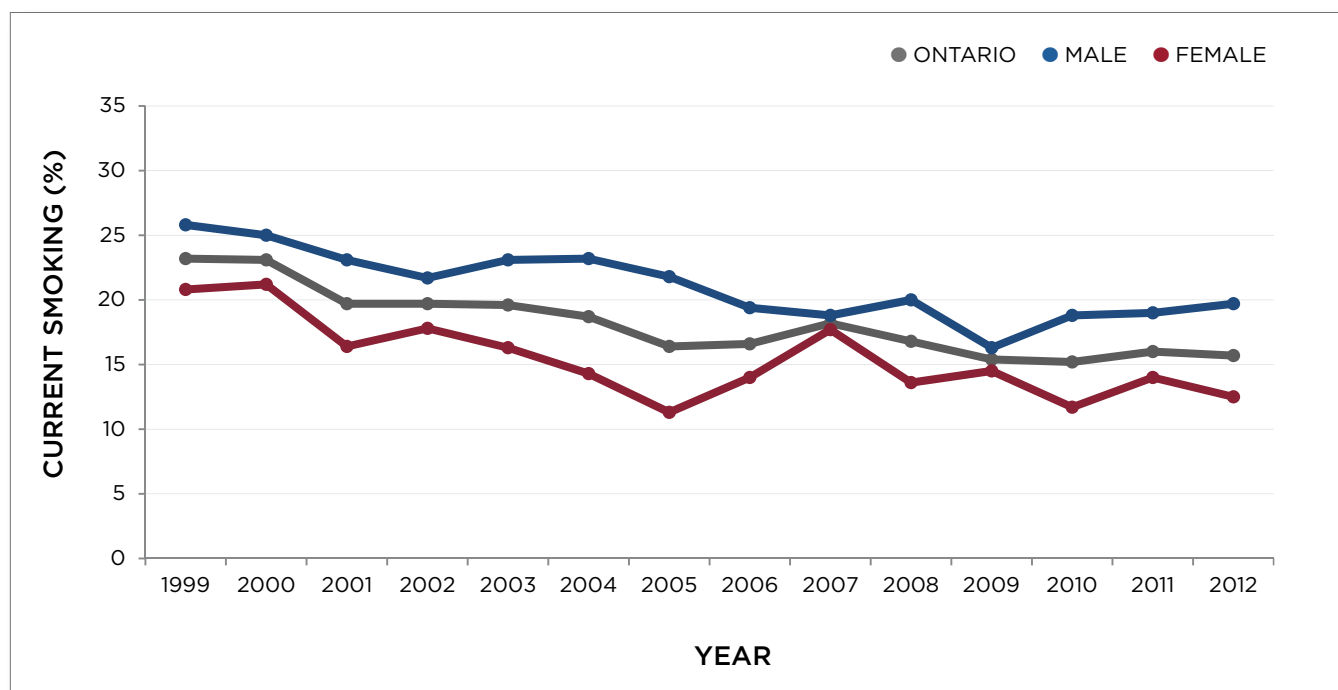
- **Males: 19.1** (1 042 000 smokers)
- **Females: 12.5** (709 000 smokers)

Average daily cigarette consumption: 15.8 CPD
➤ compared to 13.6 CPD in 2011

- **Males: 18.7 CPD**
- **Females: 12.3 CPD**

Average price per carton^v (200 cig.): \$80.41

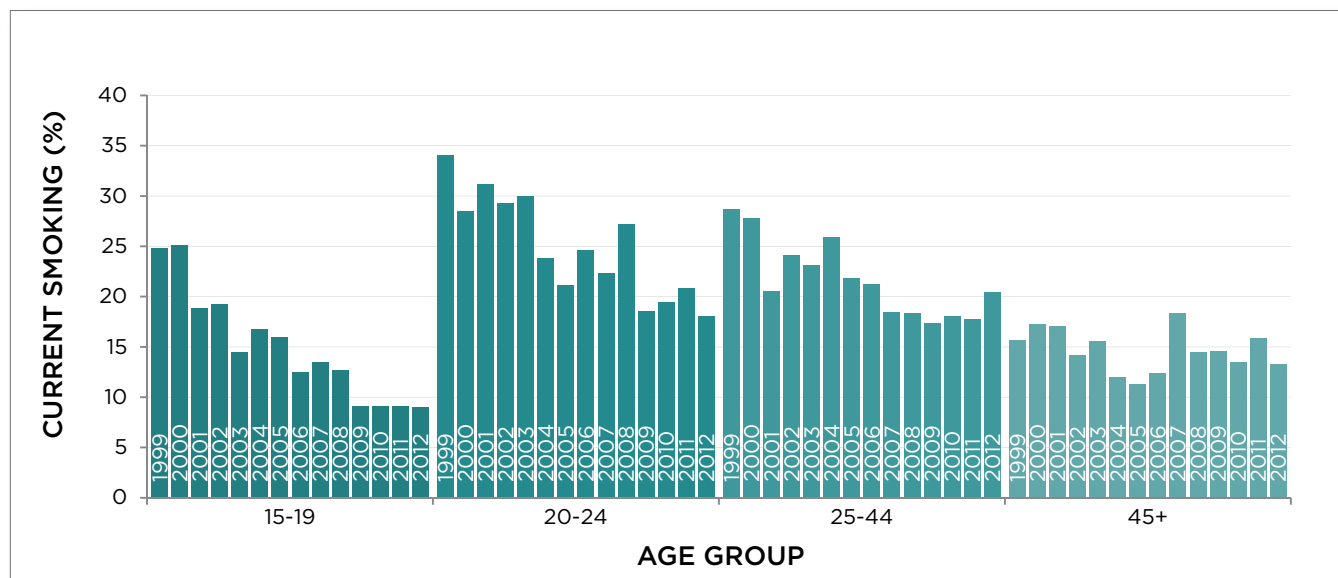
FIGURE 2.15: CURRENT SMOKING PREVALENCE* BY SEX, ONTARIO, 1999-2012



*INCLUDES DAILY AND NON-DAILY SMOKERS
DATA SOURCE: CTUMS, 1999-2012

Figure 2.16 (next page) shows smoking prevalence by age group in Ontario, from 1999-2012. During this time period, smoking prevalence decreased substantially in all age groups except those over 45, for whom smoking prevalence fluctuated around 15%. This decrease was particularly large among those aged 15-19 years, for whom prevalence went from 1 in 4 to less than 1 in 10 over this time.

FIGURE 2.16: CURRENT SMOKING PREVALENCE* BY AGE GROUP, ONTARIO, 1999-2012

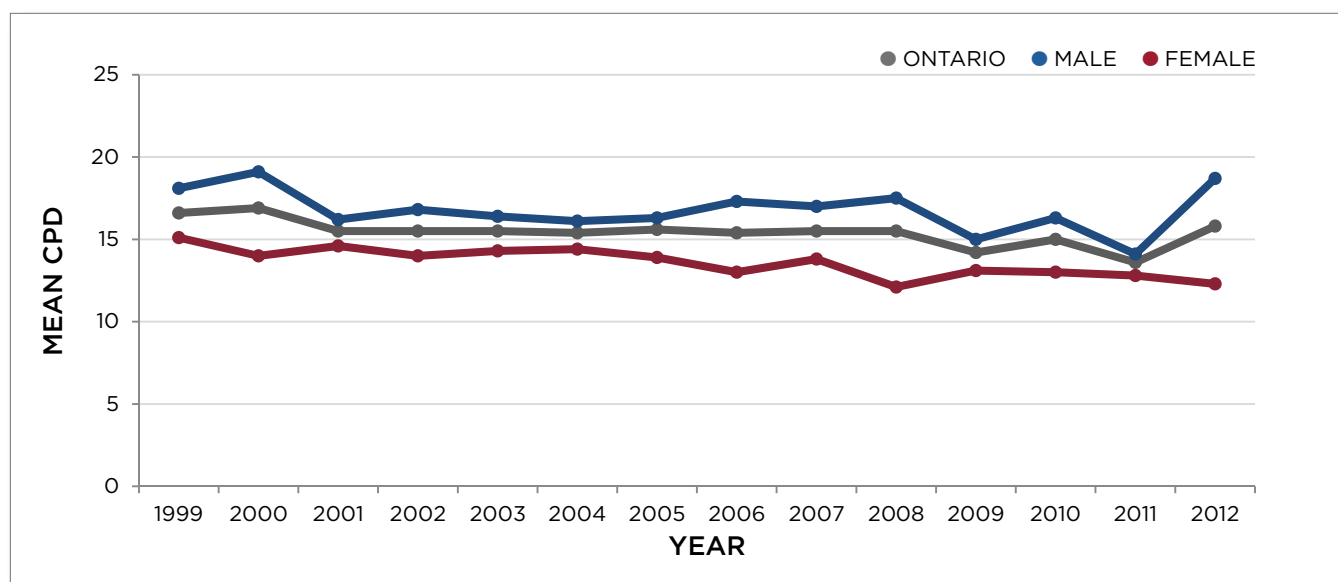


*INCLUDES DAILY AND NON-DAILY SMOKERS
DATA SOURCE: CTUMS, 1999-2012

CIGARETTE CONSUMPTION

Between 1999 and 2011, average daily cigarette consumption in Ontario remained fairly stable and even declined, but 2012 saw an increase among male smokers (Figure 2.17). Cigarette consumption was higher among males in all years, although the magnitude of this difference varied over time.

FIGURE 2.17: AVERAGE DAILY CIGARETTE CONSUMPTION* BY SEX, ONTARIO, 1999-2012



*AMONG DAILY SMOKERS
DATA SOURCE: CTUMS, 1999-2012

2.6 QUEBEC

SMOKING PREVALENCE

In 2012, smoking prevalence in Quebec was 17.1%, above the national average of 16.1%.

Figure 2.18 (below) shows smoking prevalence, overall and by sex, in Quebec from 1999-2012. During this time, prevalence declined fairly steadily, and more steeply than in other provinces, although recent years have seen less progress. Prevalence was similar among males and females in many years, although males had higher smoking rates in some instances, particularly in recent years.

QUEBEC IN 2012

Smoking prevalence: 17.1% (1 145 000 smokers)

► compared to 19.8% in 2011

• **Males: 19.4%** (643 000 smokers)

• **Females: 14.9%** (502 000 smokers)

Average daily cigarette consumption: 15.7 CPD

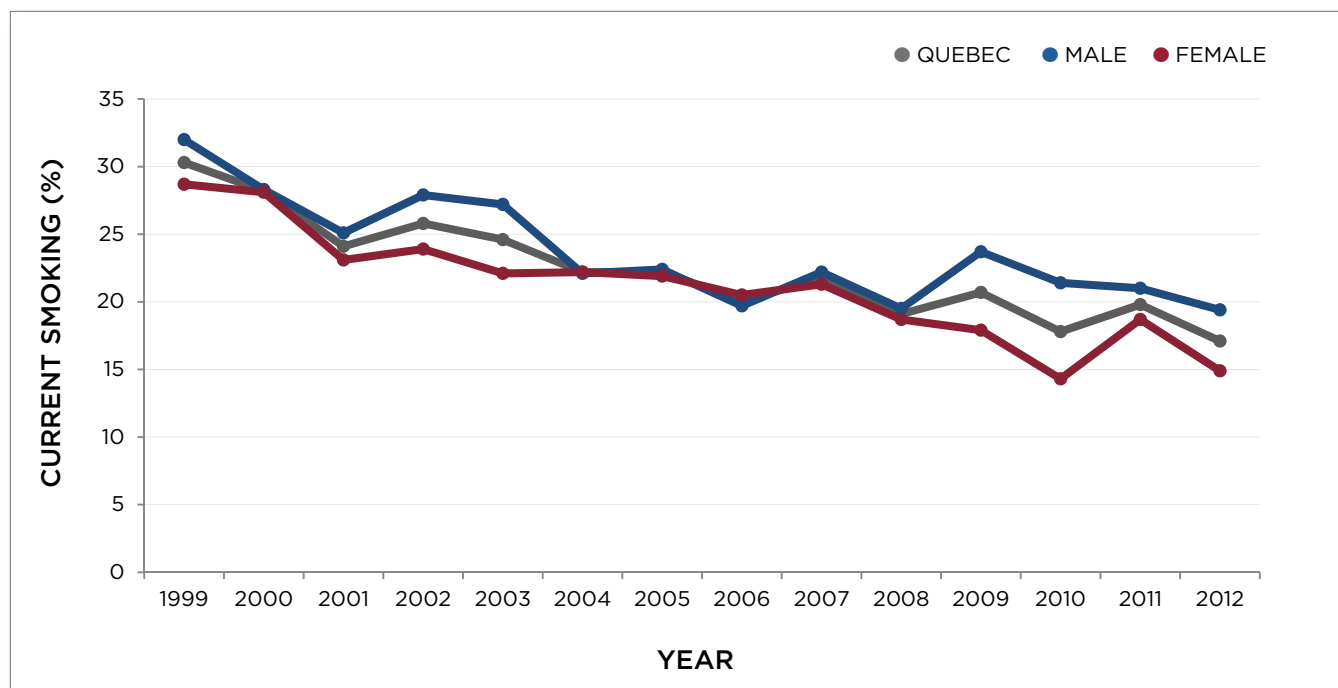
► compared to 15.4 CPD in 2011

• **Males: 17.6 CPD**

• **Females: 13.1 CPD**

Average price per carton^v (200 cig.): \$72.75

FIGURE 2.18: CURRENT SMOKING PREVALENCE* BY SEX, QUEBEC, 1999-2012

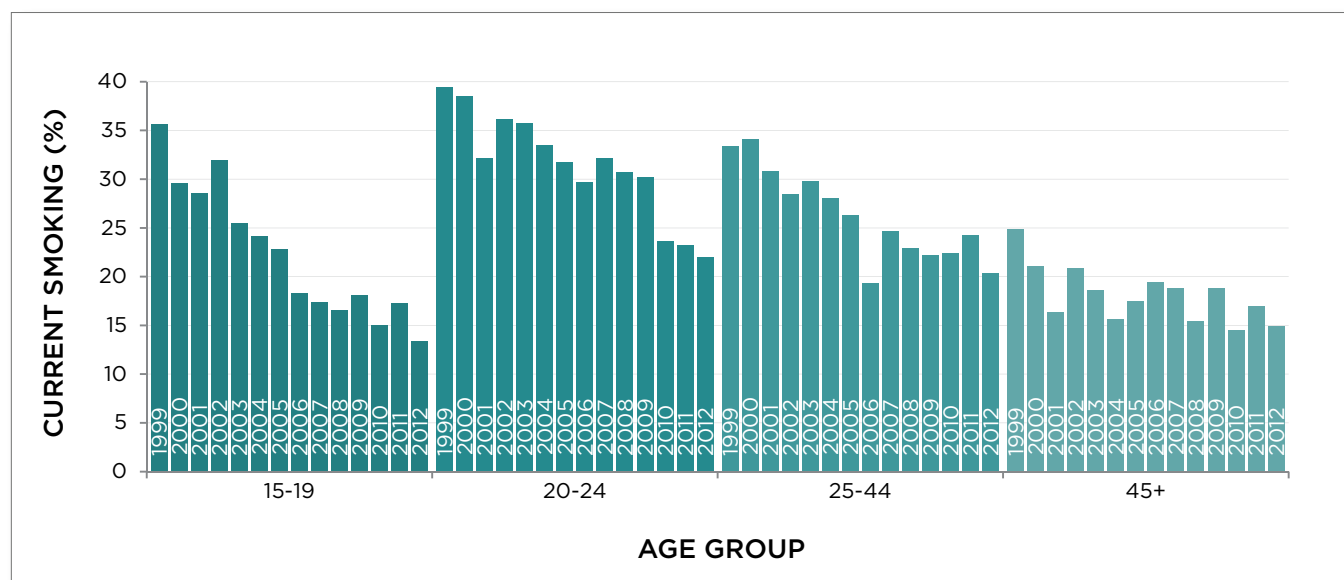


*INCLUDES DAILY AND NON-DAILY SMOKERS

DATA SOURCE: CTUMS, 1999-2012

Figure 2.19 (next page) shows smoking prevalence by age group in Quebec, from 1999-2012. Smoking prevalence decreased in all age groups during this time; most notably, prevalence among 15- to 19-year-olds decreased by more than half, and has also decreased steadily among 20- to 24-year olds.

FIGURE 2.19: CURRENT SMOKING PREVALENCE* BY AGE GROUP, QUEBEC, 1999-2012

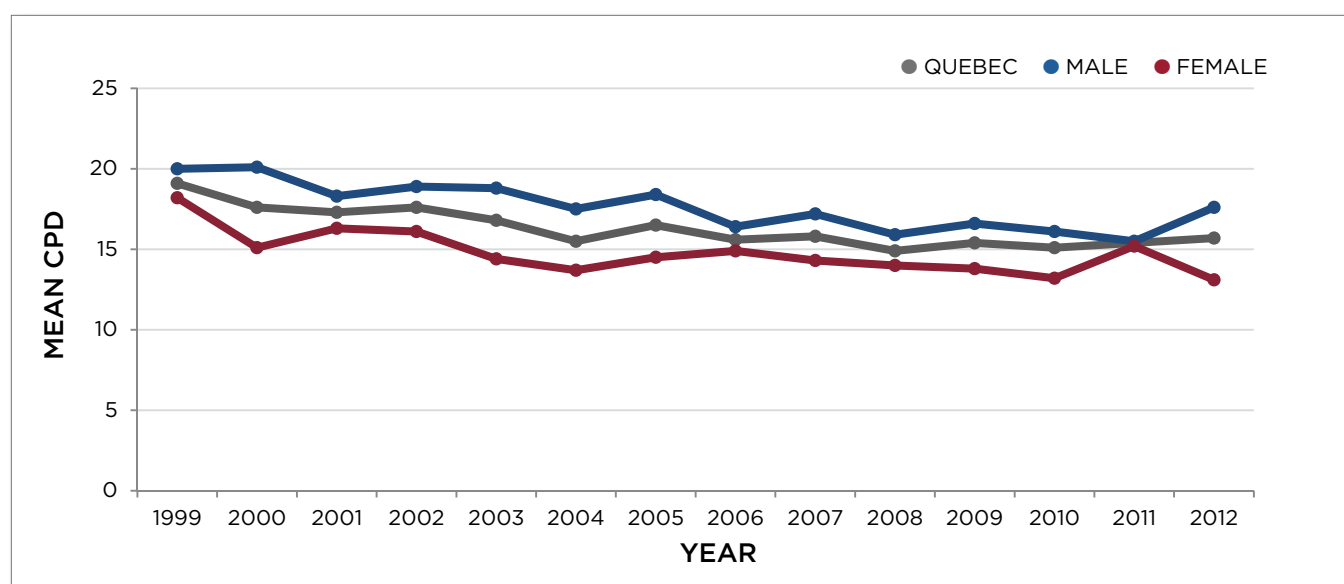


*INCLUDES DAILY AND NON-DAILY SMOKERS
DATA SOURCE: CTUMS, 1999-2012

CIGARETTE CONSUMPTION

Between 1999 and 2012, average daily cigarette consumption in Quebec decreased by more than 3 cigarettes per day, although this has plateaued in the most recent years (Figure 2.20). During this time period, male smokers generally consumed 2-4 cigarettes more per day than female smokers.

FIGURE 2.20: AVERAGE DAILY CIGARETTE CONSUMPTION* BY SEX, QUEBEC, 1999-2012



*AMONG DAILY SMOKERS
DATA SOURCE: CTUMS, 1999-2012

2.7 NEW BRUNSWICK SMOKING PREVALENCE

In 2012, smoking prevalence in New Brunswick was 17.3%, above the national average of 16.1%.

Figure 2.21 (below) shows smoking prevalence, overall and by sex, in New Brunswick from 1999-2012. During this time, although prevalence fluctuated, it has 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 2012

Smoking prevalence: 17.3% (110 000 smokers)
➤ compared to 18.8% in 2011

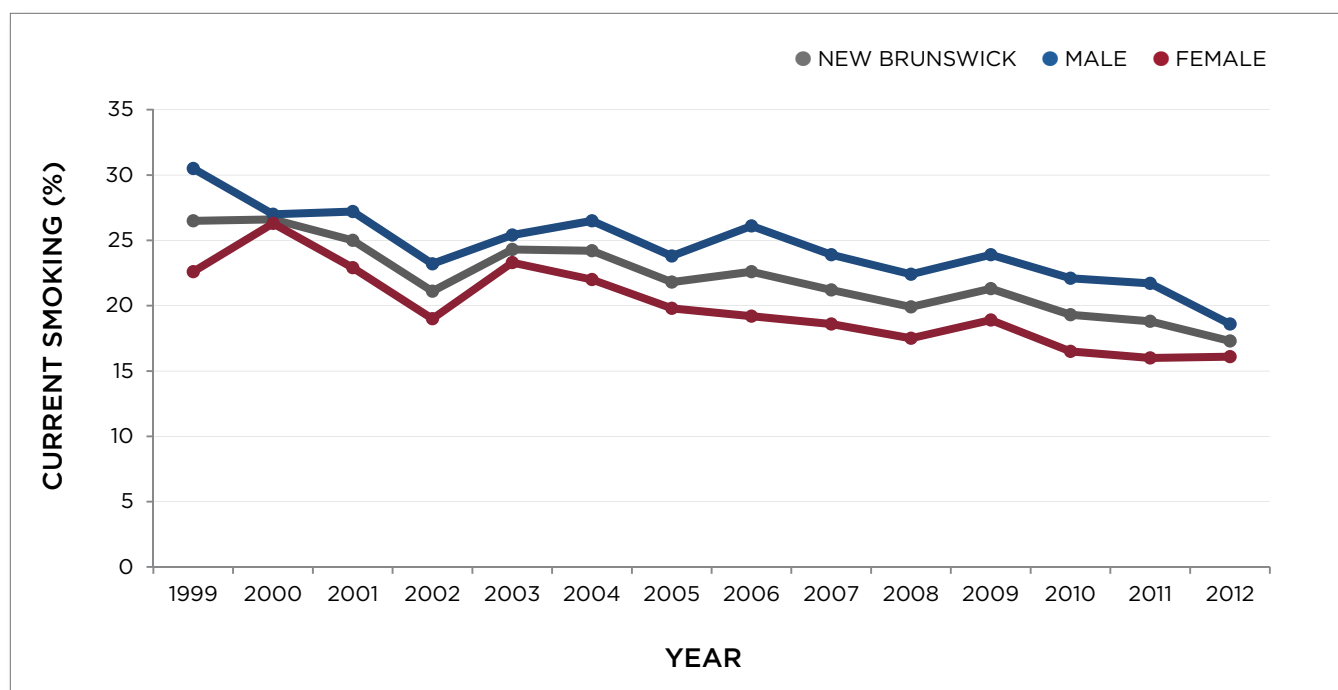
- **Males: 18.6%** (57 000 smokers)
- **Females: 16.1%** (52 000 smokers)

Average daily cigarette consumption: 15.2 CPD
➤ compared to 16.3 CPD in 2011

- **Males: 16.9 CPD**
- **Females: 13.3 CPD**

Average price per carton^v (200 cig.): \$79.57

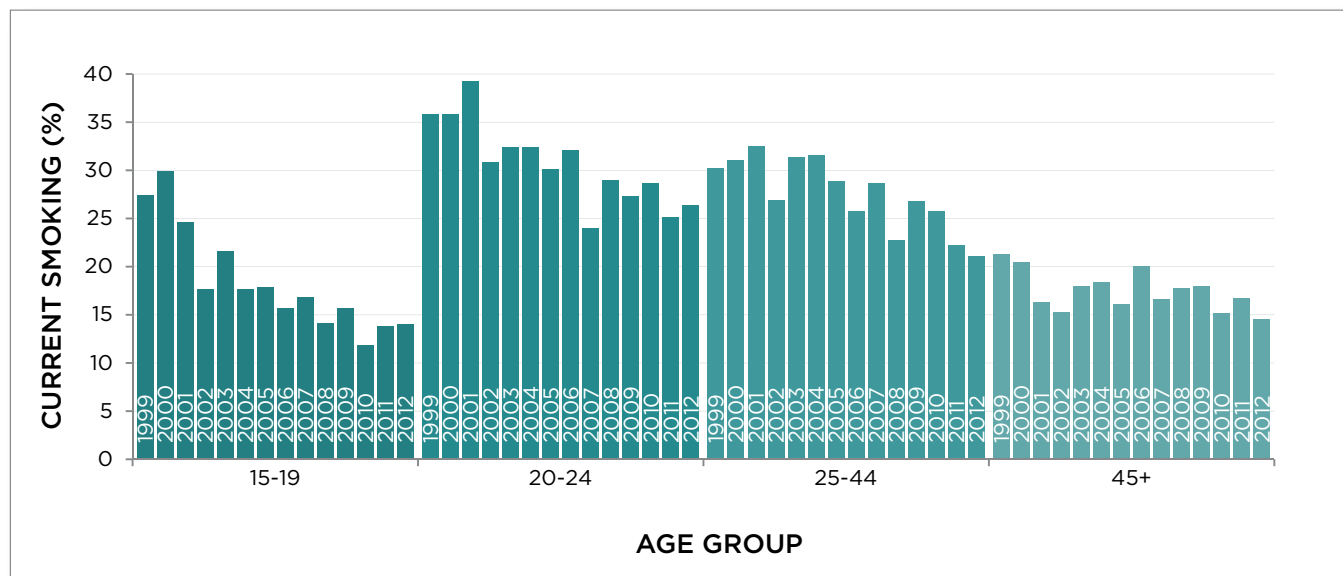
FIGURE 2.21: CURRENT SMOKING PREVALENCE* BY SEX, NEW BRUNSWICK, 1999-2012



*INCLUDES DAILY AND NON-DAILY SMOKERS
DATA SOURCE: CTUMS, 1999-2012

Figure 2.22 (next page) shows smoking prevalence by age group in New Brunswick, from 1999-2012. 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, 1999-2012



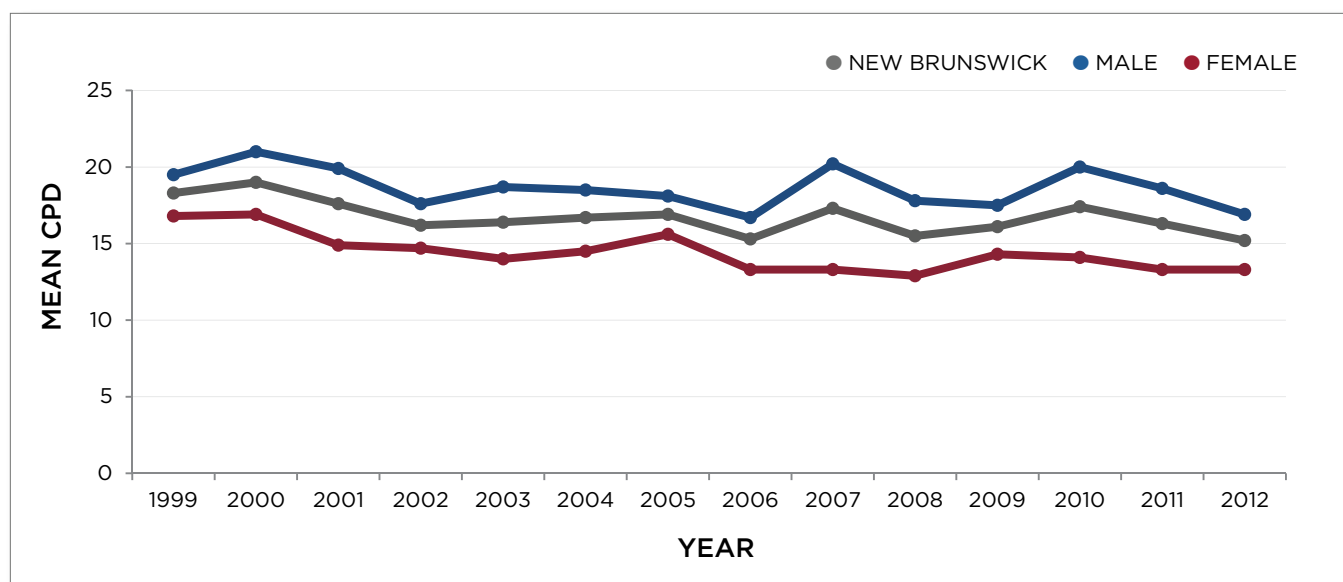
*INCLUDES DAILY AND NON-DAILY SMOKERS

DATA SOURCE: CTUMS, 1999-2012

CIGARETTE CONSUMPTION

Average daily cigarette consumption in New Brunswick appears to have decreased between 1999 and 2006, and then fluctuated around that level since (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, 1999-2012



*AMONG DAILY SMOKERS

DATA SOURCE: CTUMS, 1999-2012

2.8 NOVA SCOTIA

SMOKING PREVALENCE

In 2012, smoking prevalence in Nova Scotia was 15.6%, below the national average of 16.1%.

Figure 2.24 (below) shows smoking prevalence, overall and by sex, in Nova Scotia from 1999-2012. Prevalence decreased fairly steadily and steeply for the first half of the decade, before reaching a plateau, and then again decreasing in the most recent years. Prevalence was greater among males than females in all years observed, although only slightly in several cases.

NOVA SCOTIA IN 2012

Smoking prevalence: 15.6% (124 000 smokers)
➤ compared to 18.1% in 2011

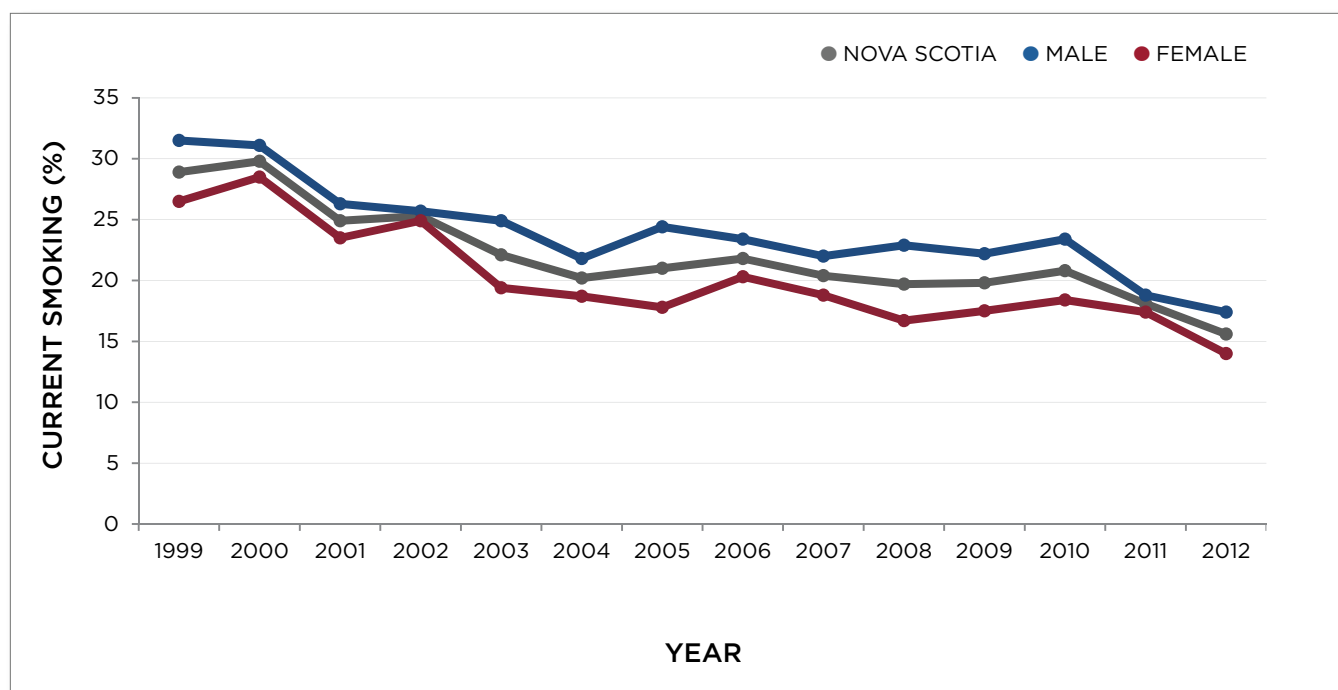
- **Males: 17.4%** (67 000 smokers)
- **Females: 14.0%** (58 000 smokers)

Average daily cigarette consumption: 13.8 CPD
➤ compared to 15.7 CPD in 2011

- **Males: 15.1 CPD**
- **Females: 12.2 CPD**

Average price per carton^v (200 cig.): \$102.80

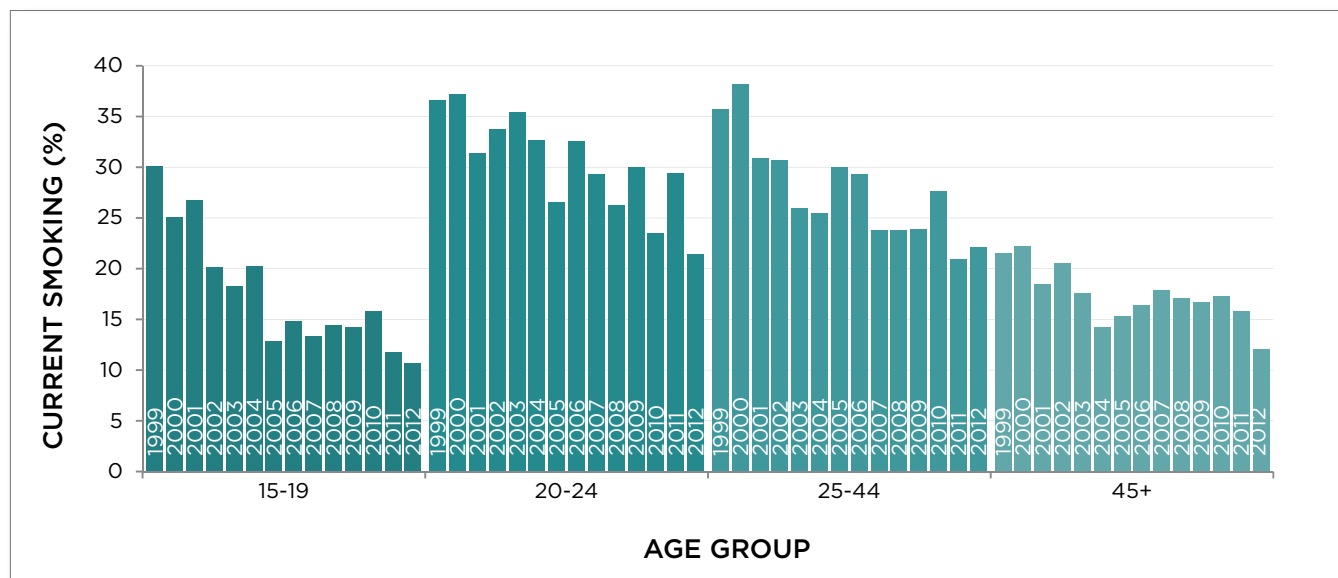
FIGURE 2.24: CURRENT SMOKING PREVALENCE* BY SEX, NOVA SCOTIA, 1999-2012



*INCLUDES DAILY AND NON-DAILY SMOKERS
DATA SOURCE: CTUMS, 1999-2012

Figure 2.25 (next page) shows smoking prevalence by age group in Nova Scotia, from 1999-2012. 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 to almost one third of the 1999 level.

FIGURE 2.25: CURRENT SMOKING PREVALENCE* BY AGE GROUP, NOVA SCOTIA, 1999-2012

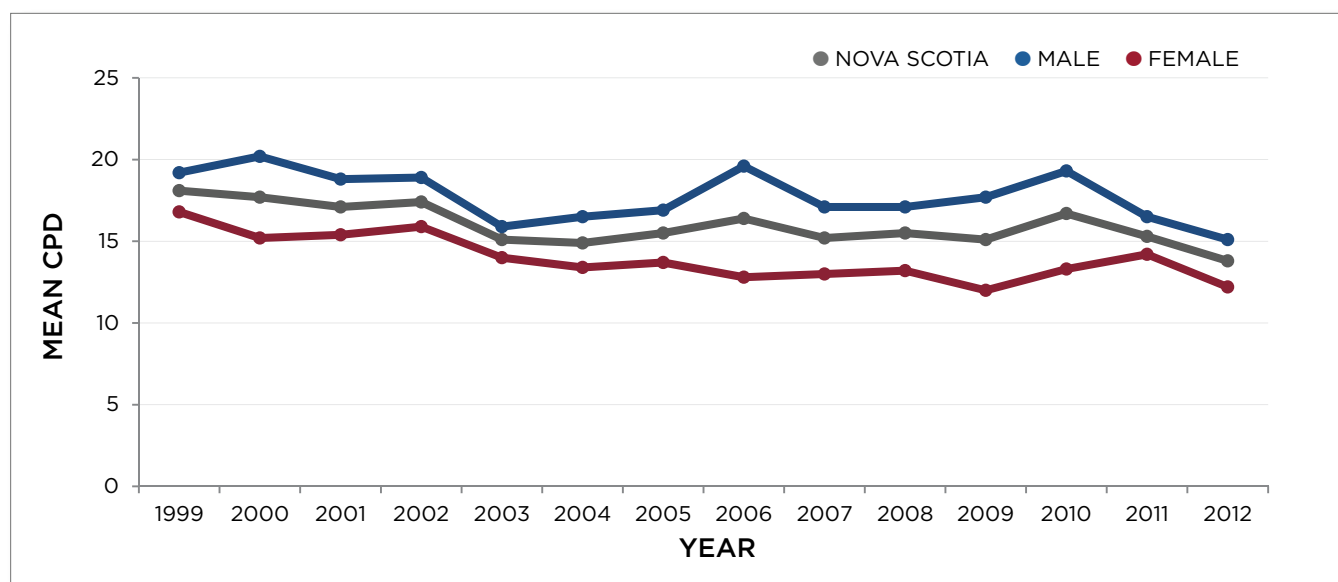


*INCLUDES DAILY AND NON-DAILY SMOKERS
DATA SOURCE: CTUMS, 1999-2012

CIGARETTE CONSUMPTION

Between 1999 and 2012, average daily cigarette consumption in Nova Scotia appears to have decreased overall, 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 variation in magnitude.

FIGURE 2.26: AVERAGE DAILY CIGARETTE CONSUMPTION* BY SEX, NOVA SCOTIA, 1999-2012



*AMONG DAILY SMOKERS
DATA SOURCE: CTUMS, 1999-2012

2.9 PRINCE EDWARD ISLAND

SMOKING PREVALENCE

In 2012, smoking prevalence in Prince Edward Island was 15.2%, below the national average of 16.1%.

Figure 2.27 (below) shows smoking prevalence, overall and by sex, in Prince Edward Island from 1999-2012. Prevalence decreased slowly over this time, and was consistently higher among males than females. The increase observed in 2011 appears to have been year-to-year variation rather than a changing trend.

PRINCE EDWARD ISLAND IN 2012

Smoking prevalence: 15.2% (18 000 smokers)
➤ compared to 19.1% in 2011

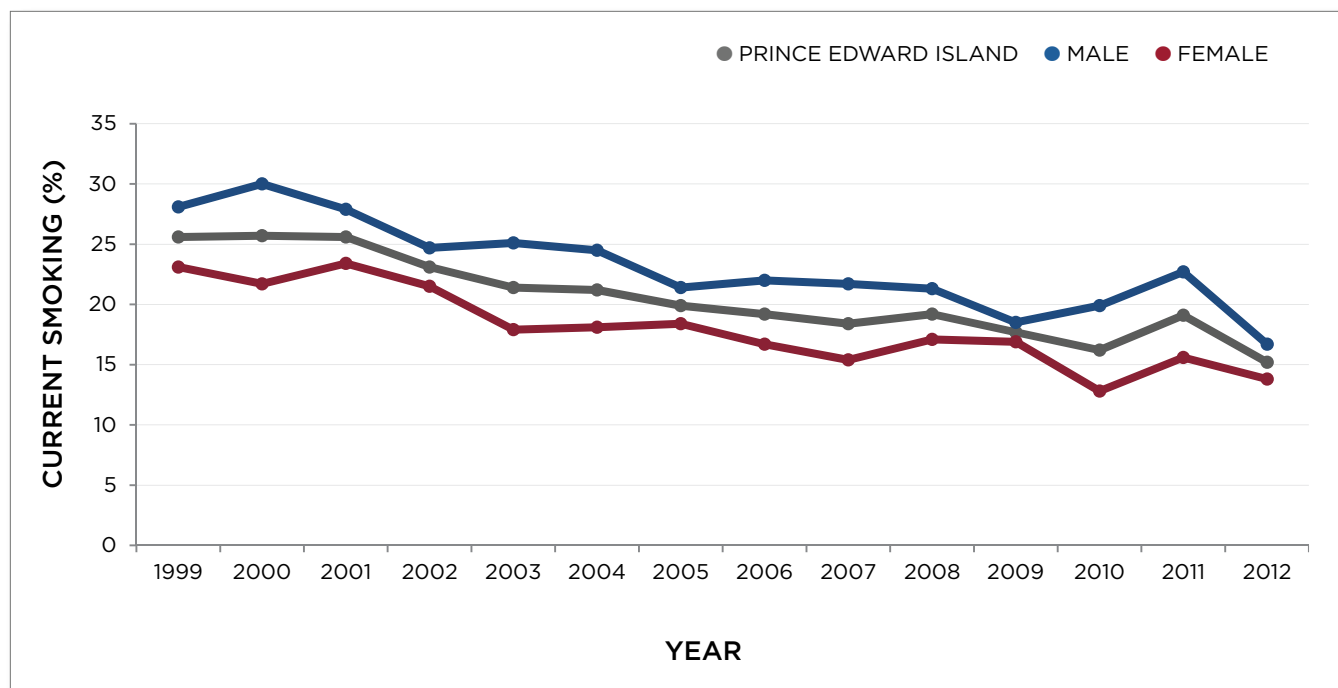
- **Males: 16.7%** (10 000 smokers)
- **Females: 13.8%** (9 000 smokers)

Average daily cigarette consumption: 15.6 CPD
➤ compared to 15.5 CPD in 2011

- **Males: 18.1 CPD**
- **Females: 12.9 CPD**

Average price per carton^v (200 cig.): \$100.71

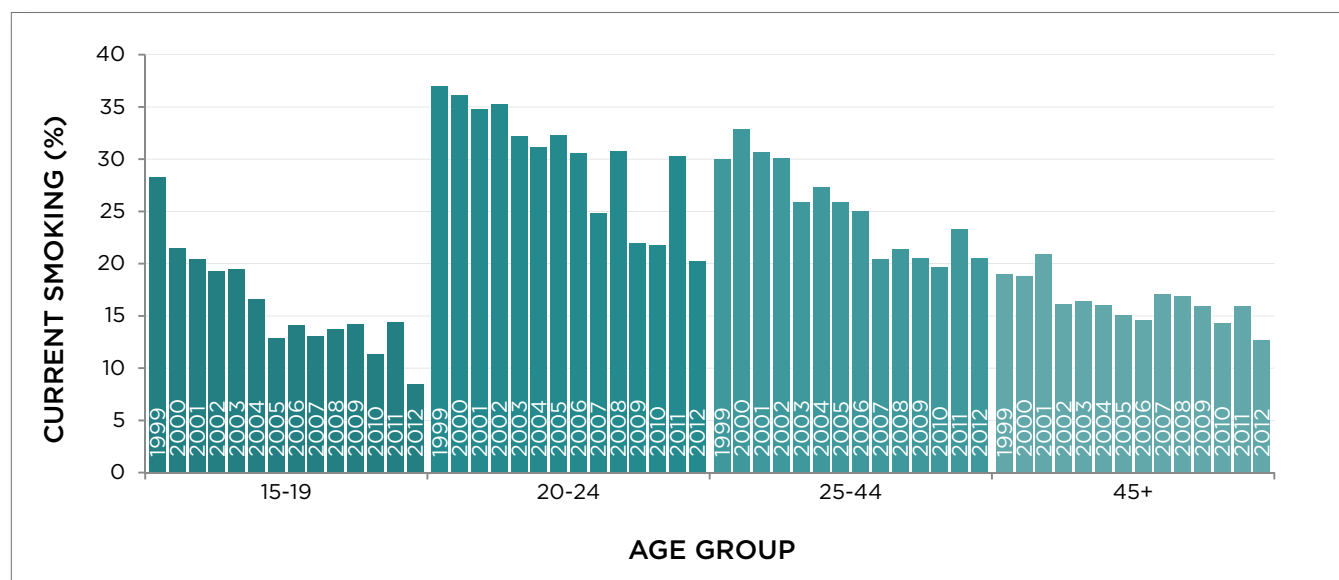
FIGURE 2.27: CURRENT SMOKING PREVALENCE* BY SEX, PRINCE EDWARD ISLAND, 1999-2012



*INCLUDES DAILY AND NON-DAILY SMOKERS
DATA SOURCE: CTUMS, 1999-2012

Figure 2.28 (next page) shows smoking prevalence by age group in Prince Edward Island, from 1999-2012. During this time period, smoking prevalence decreased in all age groups. The largest decrease observed was among those aged 15-19, whose smoking rate dropped to just one third of the 1999 level. The increases observed in all age groups between 2010 and 2011 appear to have been an anomaly, with 2012 prevalence decreasing to below or near 2010 estimates.

FIGURE 2.28: CURRENT SMOKING PREVALENCE* BY AGE GROUP, PRINCE EDWARD ISLAND, 1999-2012

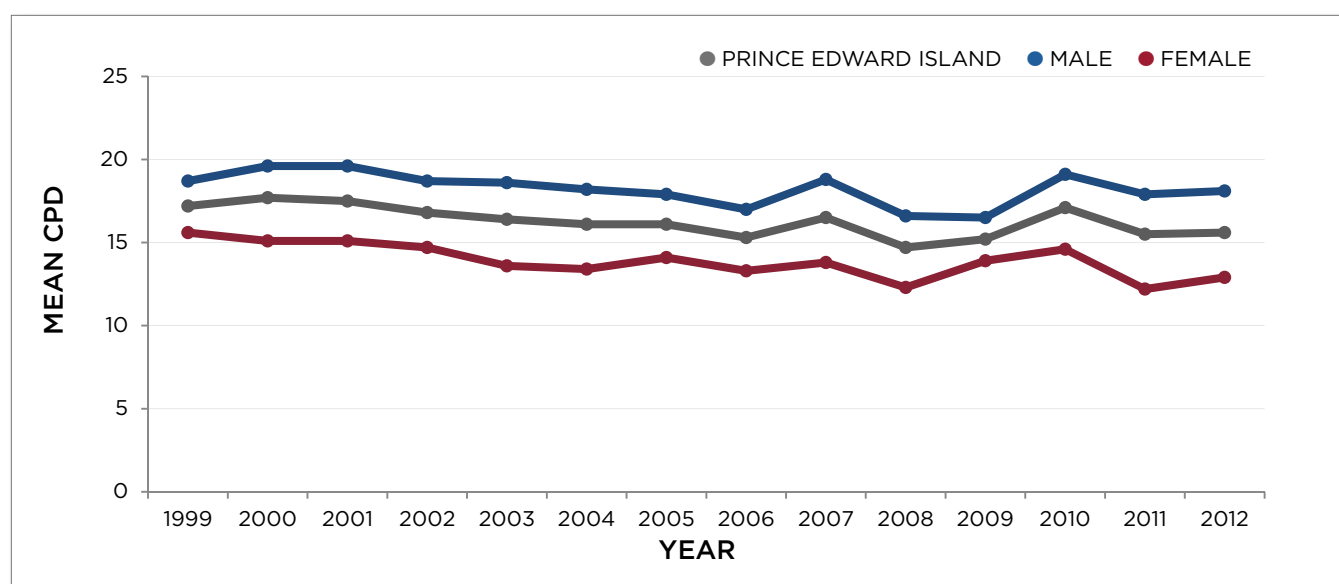


*INCLUDES DAILY AND NON-DAILY SMOKERS
DATA SOURCE: CTUMS, 1999-2012

CIGARETTE CONSUMPTION

Average daily cigarette consumption in Prince Edward Island appears to have decreased fairly steadily from 1999 to 2006, and fluctuated around just over 15 CPD since then (Figure 2.29). Male smokers consistently consumed roughly 3-5 more cigarettes per day than female smokers.

FIGURE 2.29: AVERAGE DAILY CIGARETTE CONSUMPTION* BY SEX, PRINCE EDWARD ISLAND, 1999-2012



*AMONG DAILY SMOKERS
DATA SOURCE: CTUMS, 1999-2012

2.10 NEWFOUNDLAND & LABRADOR

SMOKING PREVALENCE

In 2012, smoking prevalence in Newfoundland & Labrador was 19.7%, above the national average of 16.1%, and the highest among all provinces.

Figure 2.30 (below) shows smoking prevalence, overall and by sex, in Newfoundland and Labrador from 1999-2012. 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 2012

Smoking prevalence: 19.7% (85 000 smokers)
➤ compared to 19.0% in 2011

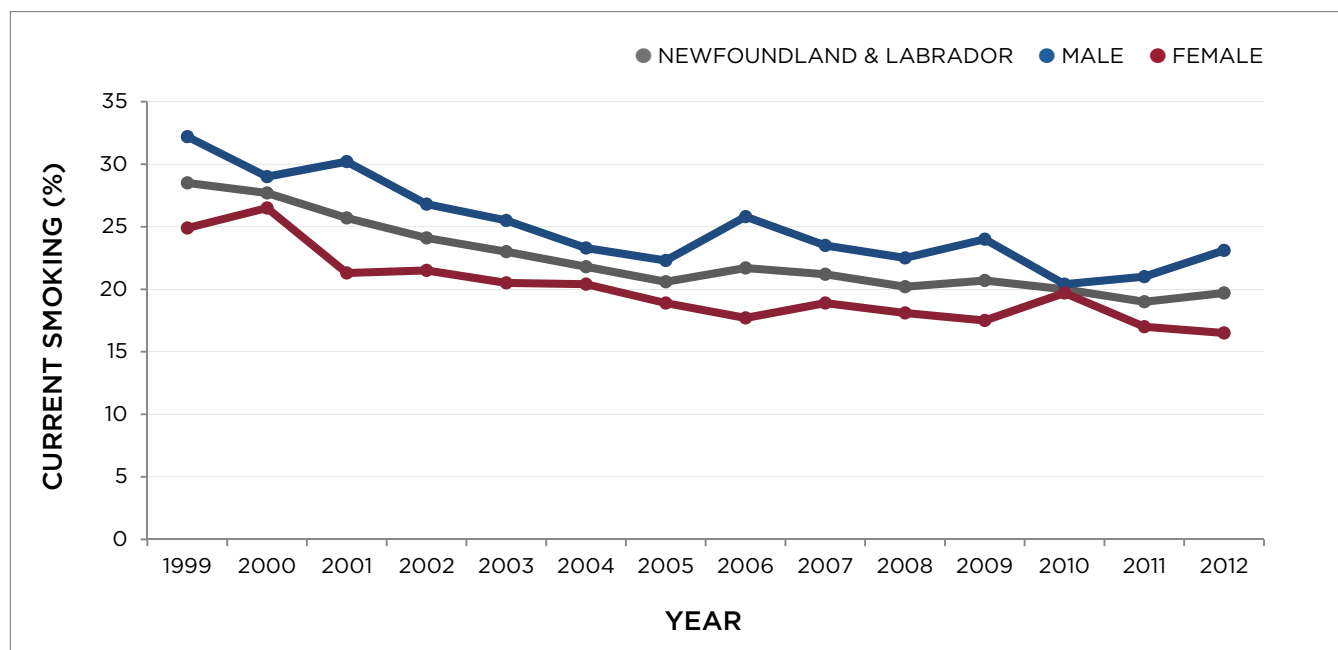
- **Males: 23.1%** (48 000 smokers)
- **Females: 16.5%** (36 000 smokers)

Average daily cigarette consumption: 15.2 CPD
➤ compared to 14.5 CPD in 2011

- **Males: 16.4 CPD**
- **Females: 13.5 CPD**

Average price per carton^v (200 cig.): \$93.68

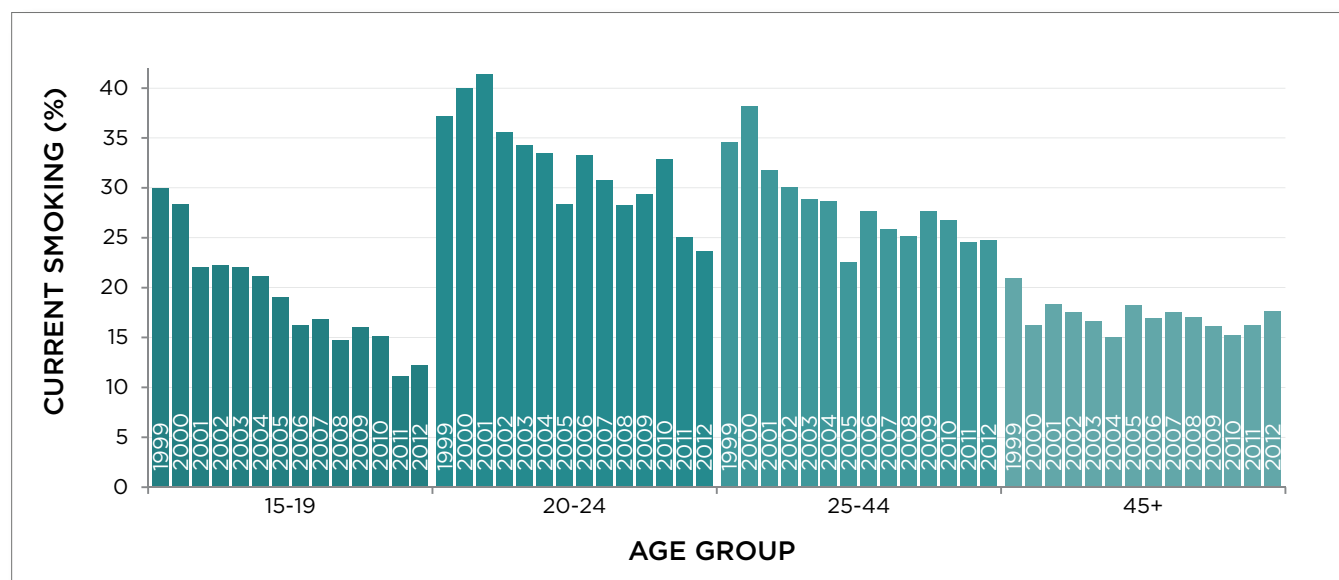
FIGURE 2.30: CURRENT SMOKING PREVALENCE* BY SEX, NEWFOUNDLAND & LABRADOR, 1999-2012



*INCLUDES DAILY AND NON-DAILY SMOKERS
DATA SOURCE: CTUMS, 1999-2012

Figure 2.31 (next page) shows smoking prevalence by age group in Newfoundland & Labrador, from 1999-2012. 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 more than half.

FIGURE 2.31: CURRENT SMOKING PREVALENCE* BY AGE GROUP, NEWFOUNDLAND & LABRADOR, 1999-2012

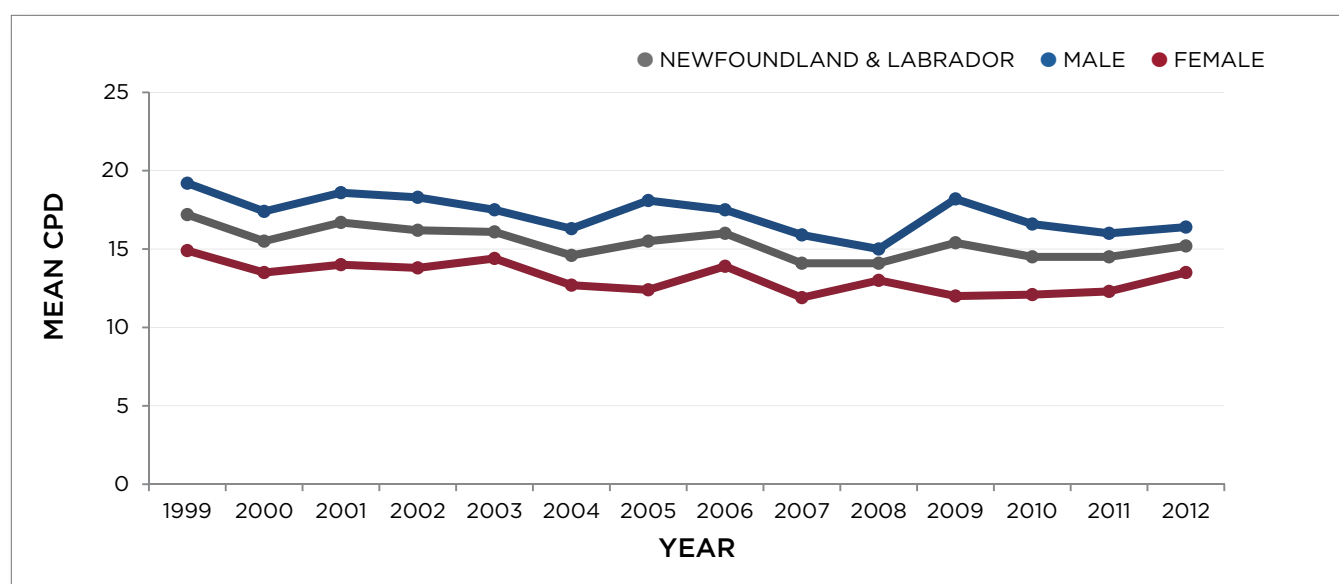


*INCLUDES DAILY AND NON-DAILY SMOKERS
DATA SOURCE: CTUMS, 1999-2012

CIGARETTE CONSUMPTION

Between 1999 and 2012, although average daily cigarette consumption in Newfoundland & Labrador appears to have decreased overall, there has been no progress in the most recent few years (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, 1999-2012



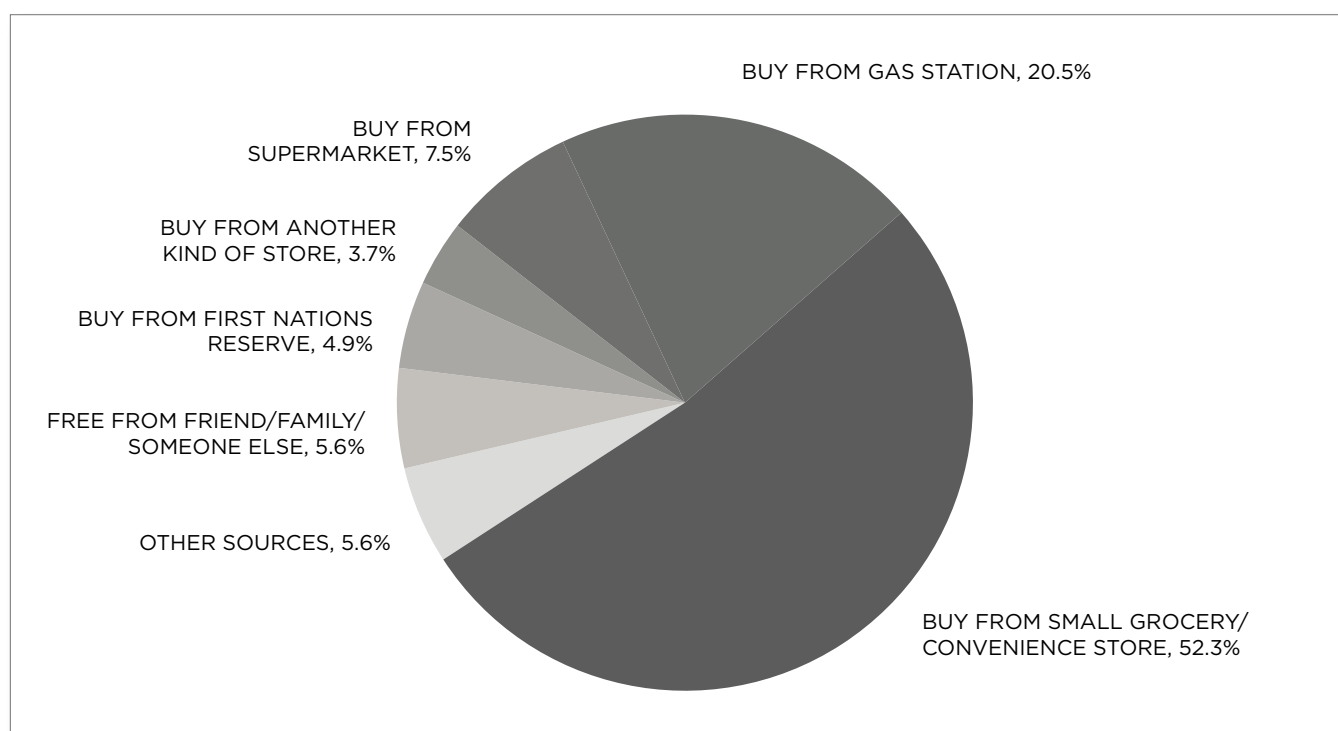
*AMONG DAILY SMOKERS
DATA SOURCE: CTUMS, 1999-2012

3. CIGARETTE SOURCES AND PURCHASING

USUAL SOURCES OF CIGARETTES

When smokers were asked where they usually got their cigarettes, the vast majority purchased them for themselves, most often from a small grocery or convenience store or gas station (Figure 3.1). Notably, 4.9% of smokers stated their usual source of cigarettes as a First Nations reserve (either on-site or delivery service).

FIGURE 3.1: PERCENTAGE OF SMOKERS WHO USUALLY GOT CIGARETTES FROM VARIOUS SOURCES, 2012



DATA SOURCE: CTUMS, 2012

CONTRABAND AND 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”^{vi, p.12}. The RCMP has identified the trade in contraband as a “serious threat to public safety and health”^{vi, p. 15}. 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^{vii}.

Some of the sources of purchase reported in the next section may include contraband, where appropriate taxation has been evaded, while others represent the efforts of smokers to legally obtain cheaper cigarettes.

PURCHASING CIGARETTES – SOURCES

Smokers were asked about various sources of purchase used in the past 6 months (Figure 3.2), and also about the proportion of their cigarettes purchased from each of the sources they had utilized.

FIGURE 3.2: PERCENTAGE OF SMOKERS WHO HAD PURCHASED (ANY) CIGARETTES FROM VARIOUS SOURCES IN THE PAST 6 MONTHS, 2012



DATA SOURCE: CTUMS, 2012

*NOTE: SMOKERS COULD INDICATE MULTIPLE SOURCES, SO THESE ESTIMATES SHOULD NOT BE ADDED

Purchasing from Stores & Discount Cigarettes

The majority of smokers reported having purchased from a store or gas station in the past 6 months. Of those who purchased from a store, most (84.6%) purchased all of their cigarettes from a store.

Purchasing cheaper brands of cigarettes is one way that smokers may minimize costs. Respondents who had purchased from a store were asked what percentage of all the cigarettes bought from a store in the past 6 months were discount brand cigarettes (*“brand-name cigarettes manufactured by a multinational company and sold at a lower-than-average price”*) and full-priced, premium brand cigarettes (*“brand-name cigarettes manufactured by a multinational company and sold at average or higher-than average prices”*). Nearly half (48.0%) had purchased a discount brand, most (83.3%) of whom purchased a discount brand for at least half of their cigarettes; 31.0% of all those who purchased from a store purchased only discount brands in the past 6 months. On the other hand, 52.0% of all those who purchased from a store

purchased only premium cigarettes, with the remainder (17.0%) purchasing a mix of premium and discount brands.

Purchasing from First Nations

Of the 12.9% of smokers who reported purchasing from a reserve, 63.5% reported purchasing at least half of their cigarettes from a reserve, 32.2% purchasing all of their cigarettes there.

Purchasing Smuggled Cigarettes

Of the 1.3% of smokers who reported purchasing cigarettes that may have been smuggled*, the majority (75.9%) reported that less than half of the cigarettes they purchased in the past 6 months may have been smuggled. Regarding ease of access for those who had purchased smuggled cigarettes, two-thirds (67.6%) said that it was “very easy” to buy smuggled cigarettes and another 23.9% said it was “easy”.

*Defined in CTUMS as: “Smuggled cigarettes include purchased cigarettes that were not manufactured on a First Nations Reserve, were not manufactured in Canada, do not contain a government of Canada Health Warning message and do not carry a tax stamp. Legally imported cigarettes are not smuggled cigarettes.”

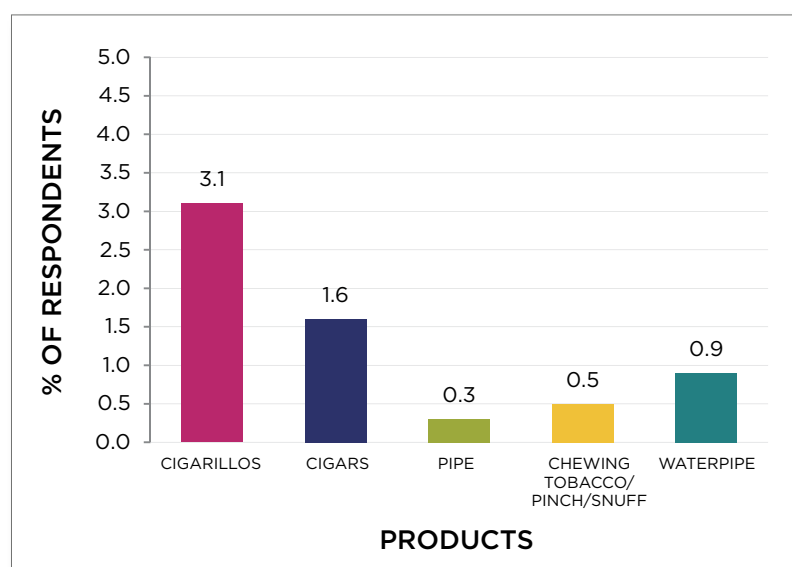
4. USE OF OTHER TOBACCO PRODUCTS

4.1 PREVALENCE OF USE OF OTHER TOBACCO PRODUCTS

Cigarillos (little cigars) were the most popular tobacco product other than cigarettes, with 3.1% of Canadians reporting use in the past 30 days (Figure 4.1). Cigar use was reported by 1.6% of respondents. Waterpipe (also called hookah or shisha) use was reported by 0.9%. Pipe and chewing tobacco/snuff use were less common, used by 0.5% of respondents or less (Figure 4.1).

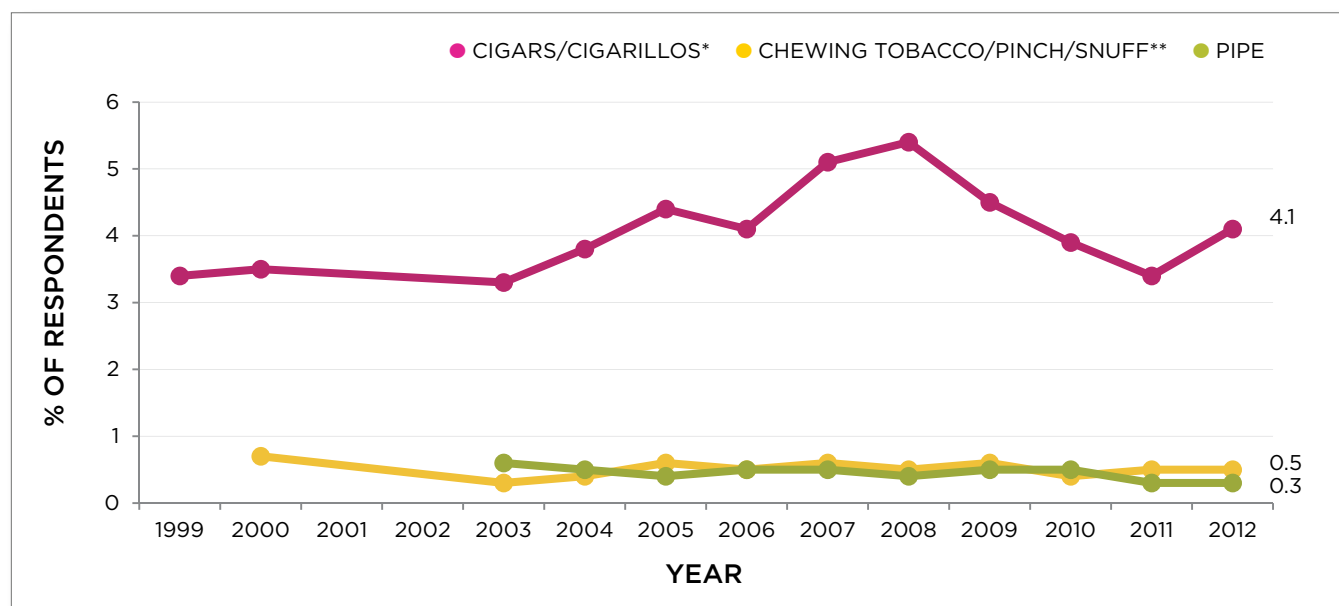
After regular increases between 1999 and 2008, use of cigars/cigarillos appears to have declined up until the most recent year. Use of chewing tobacco/snuff and smoking a pipe have both remained fairly low and stable over time (Figure 4.2).

FIGURE 4.1: PREVALENCE OF USE IN THE PAST 30 DAYS FOR VARIOUS TOBACCO PRODUCTS, 2012



DATA SOURCE: CTUMS, 2012

FIGURE 4.2: PREVALENCE OF USE IN THE PAST 30 DAYS FOR VARIOUS TOBACCO PRODUCTS, 1999-2012



*PRIOR TO 2007, CIGARS AND CIGARILLOS WERE GROUPED TOGETHER IN A SINGLE QUESTIONNAIRE ITEM; FROM 2007-2011 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 2003-2011 THEY WERE GROUPED TOGETHER IN A SINGLE ITEM

DATA SOURCE: CTUMS, 1999-2012

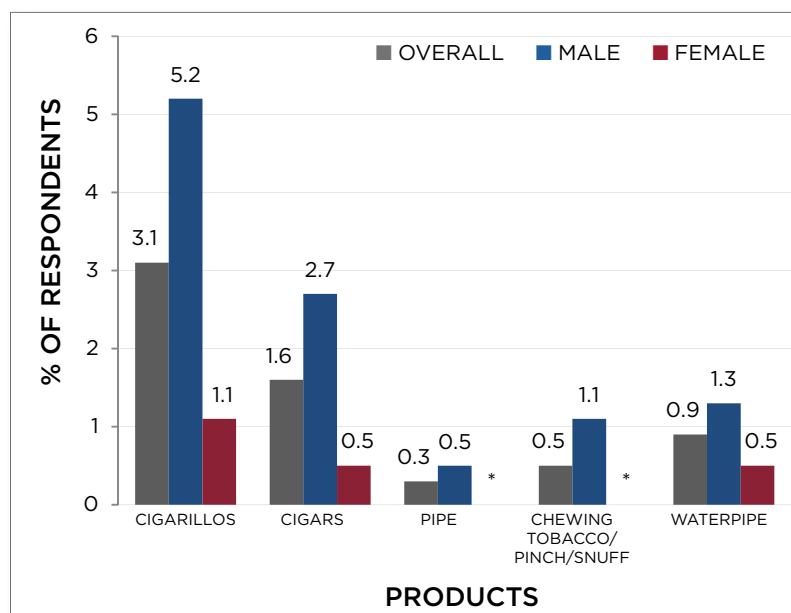
DEMOGRAPHIC PATTERNS IN OTHER TOBACCO USE

Other Tobacco Use by Sex

For all tobacco products, prevalence of use was significantly higher among males than females²³⁻²⁷. For example, in 2012, while more than 5% of males had smoked a cigarillo in the last 30 days, just 1% of females had done so (Figure 4.3).

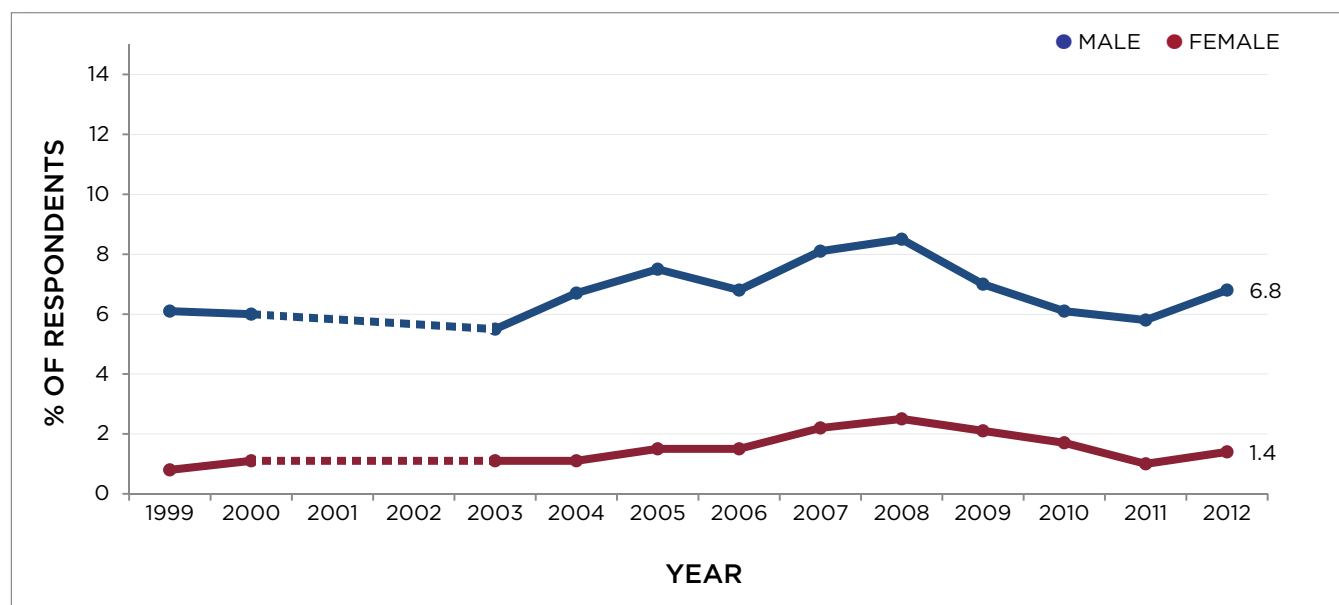
Over time, the use of cigars/cigarillos has changed in parallel for both males and females; gender differences have persisted over time (Figure 4.4).

FIGURE 4.3: PREVALENCE OF USE IN THE PAST 30 DAYS FOR VARIOUS TOBACCO PRODUCTS, BY SEX, 2012



*DATA NOT REPORTABLE DUE TO LOW NUMBERS IN THE NUMERATOR AND/OR DENOMINATOR
DATA SOURCE: CTUMS, 2012

FIGURE 4.4: PREVALENCE OF USE IN THE PAST 30 DAYS FOR CIGARS/CIGARILLOS*, BY SEX, 1999-2011



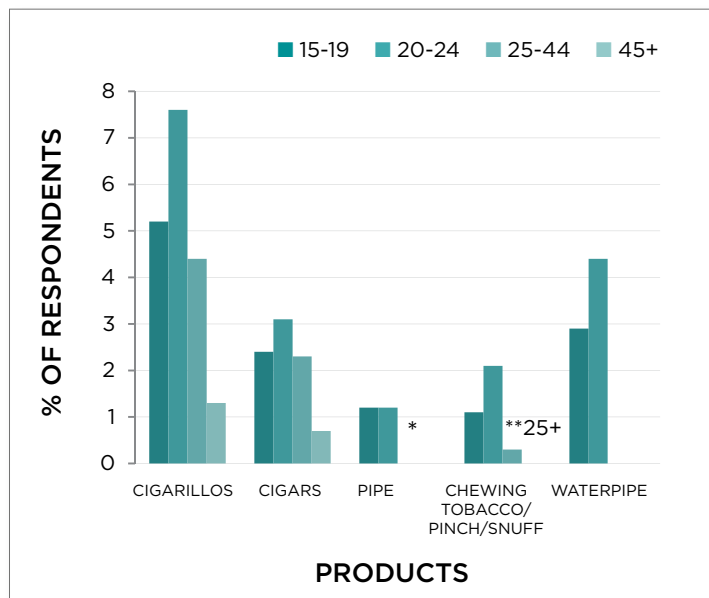
*PRIOR TO 2007, CIGARS AND CIGARILLOS WERE GROUPED TOGETHER IN A SINGLE QUESTIONNAIRE ITEM; FROM 2007-2011 THEY WERE ASKED AS TWO SEPARATE ITEMS AND COMBINED IN THE ANALYSIS
DATA SOURCE: CTUMS, 1999-2012

Other Tobacco Use by Age

In 2012, use of other tobacco products varied significantly by age group²⁸⁻³² (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 almost all years (where data is available) between 1999 and 2012 (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; however, this gap seems to have decreased in the most recent years. Use of cigars/cigarillos appears to have increased over time in all groups until 2008, after which rates of use appear to be decreasing.

FIGURE 4.5: PREVALENCE OF USE IN THE PAST 30 DAYS FOR VARIOUS TOBACCO PRODUCTS, BY AGE GROUP, 2012

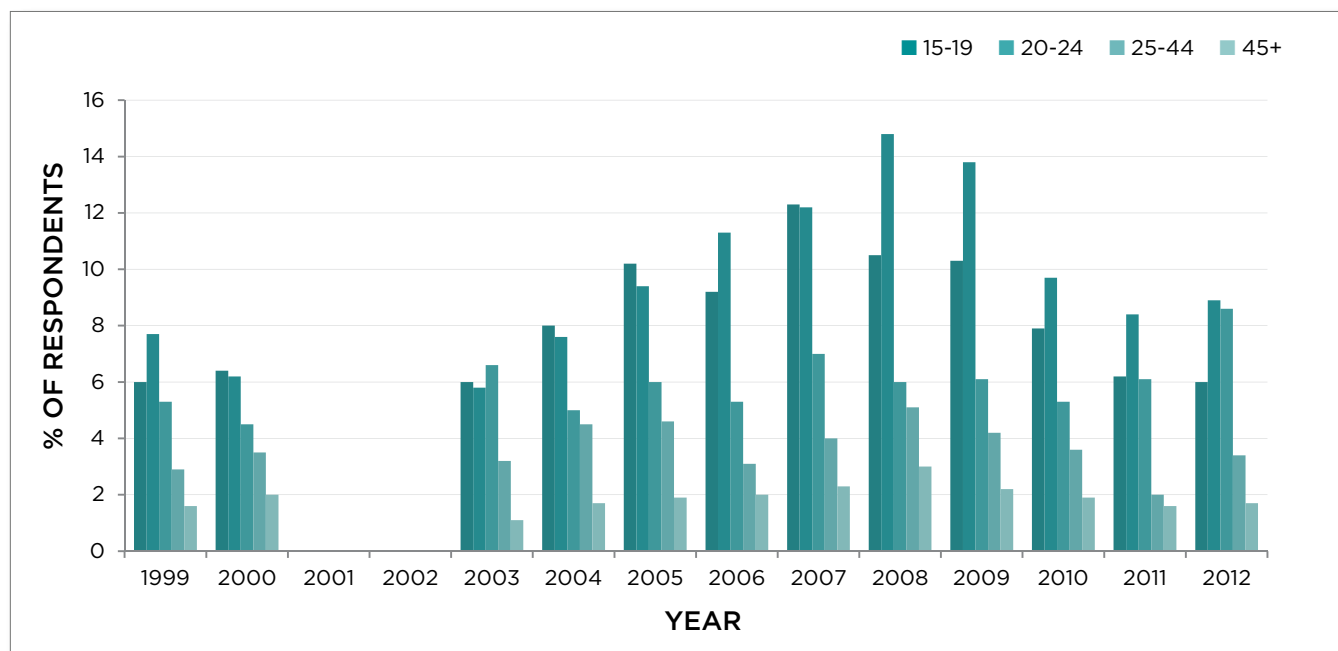


* DATA NOT REPORTABLE DUE TO LOW NUMBERS IN THE NUMERATOR AND/OR DENOMINATOR

**AGE GROUPS OVER 25 HAVE BEEN COMBINED DUE TO LOW NUMBERS

DATA SOURCE: CTUMS, 2012

FIGURE 4.6: PREVALENCE OF USE IN THE PAST 30 DAYS FOR CIGARS/CIGARILLOS*, BY AGE GROUP, 1999-2012



*PRIOR TO 2007, CIGARS AND CIGARILLOS WERE GROUPED TOGETHER IN A SINGLE QUESTIONNAIRE ITEM; FROM 2007-2011, THEY WERE ASKED AS TWO SEPARATE ITEMS AND COMBINED IN THE ANALYSIS

DATA SOURCE: CTUMS, 1999-2012

Other Tobacco Use by Province

CIGARS/CIGARILLOS

Prevalence of use of cigars/cigarillos varied significantly by province³³, from 2.5% in PEI to 5.2% in Saskatchewan in 2012 (Table 4.1). Despite decreases in recent years, point estimates of use for 2012 were higher than for 2011 in most provinces. After 1999, use of cigars/cigarillos increased for a number of years before the trend reversed around 2008; rates of use have returned to near 1999 levels in about half of provinces.

TABLE 4.1: PREVALENCE OF USE IN PAST 30 DAYS FOR CIGARS/CIGARILLOS*, BY PROVINCE, 1999-2012

YEAR	1999	2000	2001	2002	2003	2004	2005	2006	2007 (cigar/ cigarillo)	2008 (cigar/ cigarillo)	2009 (cigar/ cigarillo)	2010 (cigar/ cigarillo)	2011 (cigar/ cigarillo)	2012 (cigar/ cigarillo)
CANADA	3.4	3.5	--	--	3.3	3.9	4.4	4.1	5.1 (2.2/4.1)	5.4 (2.6/4.2)	4.5 (1.6/3.7)	3.9 (1.4/3.1)	3.4 (1.3/2.6)	4.1 (1.6/3.1)
BC	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)	4.5 (1.9/3.6)	3.2 (1.9/2.3)	3.8 (1/3.4)
AB	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)	4.5 (1.8/3.5)	4.2 (1.4/3.4)	4.5 (2.2/3.3)
SK	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)	4.7 (1.4/4.2)	3.8 (1.2/3.3)	5.2 (1.9/4.2)
MB	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)	4.7 (1.6/3.9)	4.0 (1.6/3.5)	2.8 (0.8/2.4)
ON	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)	2.6 (1/2.0)	2.5 (1/2.1)	4.5 (1.8/3.5)
PQ	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)	5.0 (1.4/4.2)	4.3 (1.5/3.3)	3.5 (1.5/2.4)
NB	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)	5.0 (2.0/3.6)	4.2 (2.2/2.8)	3.9 (1.8/3.0)
NS	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)	4.9 (2.0/3.9)	3.2 (1.8/1.9)	3.6 (1.2/3.0)
PEI	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)	3.5 (1.9/2.5)	2.2 (0.8/1.7)	2.5 (1/1.8)
NL	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)	3.2 (1/2.7)	2.8 (1/2.1)	2.9 (1/2.4)

*PRIOR TO 2007, CIGARS AND CIGARILLOS WERE GROUPED TOGETHER IN A SINGLE QUESTIONNAIRE ITEM; FROM 2007-2012 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, 1999-2012

CHEWING TOBACCO, PINCH AND SNUFF

In 2012, use of chewing tobacco/pinch/snuff in the past 30 days was too low to report in all provinces except Saskatchewan, where 2.4% of adults had used chewing tobacco, pinch or snuff in the past 30 days.

WATERPIPE

In 2012, waterpipe use in the past 30 days was too low to report in the majority of provinces: 1.2% of adults in Quebec, and 1.1% of adults in Alberta had used a waterpipe in the past 30 days.

FLAVOURED TOBACCO PRODUCTS

In 2010, federal legislation came into effect which banned flavours (except menthol) in cigarettes, little cigars/cigarillos, and blunt wraps^{viii}. However, other flavoured tobacco products remain on the market. Users of non-cigarette tobacco products were asked if any of the products they had used in the last 30 days were flavoured. Overall, 58.6% of those who had used any non-cigarette tobacco products in the last 30 days had used a flavoured product. However, this varied by product: flavoured cigarillos were used by 66.0% of cigarillo users, flavoured cigars by 12.9% of cigar users, flavoured pipe tobacco by 44.0% of pipe users, flavoured chewing tobacco/pinch/snuff by 70.0% of smokeless users, and flavoured waterpipe tobacco by 82.9% of waterpipe users.

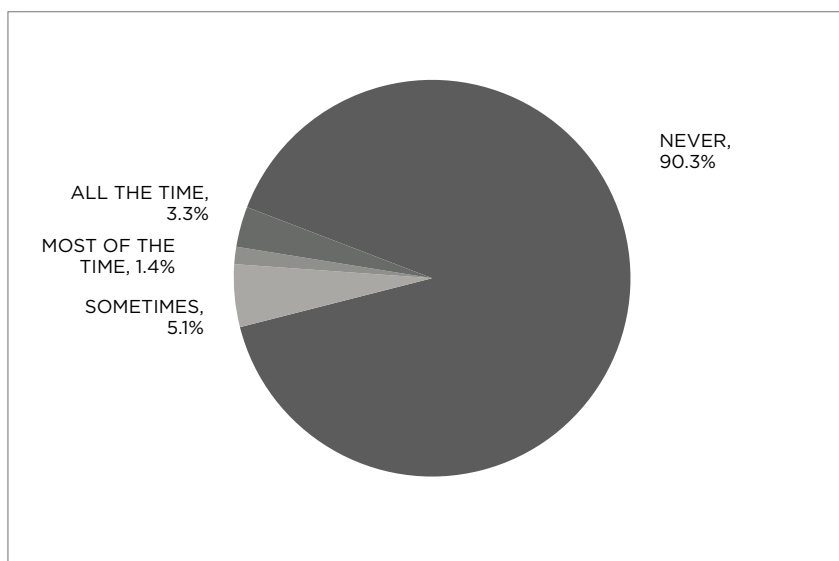
For more information, please refer to the Special Supplement on Flavoured Tobacco.

4.2 USE OF ROLL-YOUR-OWN TOBACCO

In 2012, 9.8% of smokers used roll-your-own tobacco at least some of the time, including 3.3% who used roll-your-own tobacco exclusively (Figure 4.7). Use of roll-your-own tobacco in 2012 was not significantly different from in 2011³⁴.

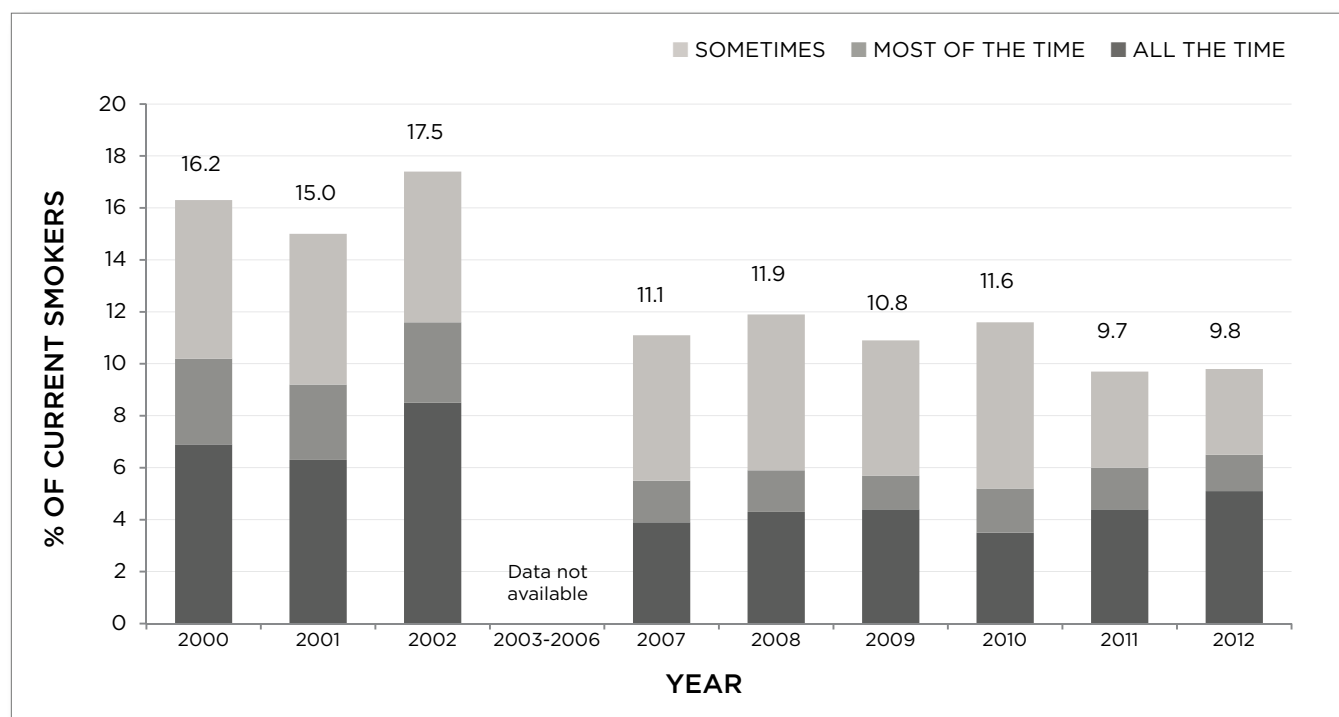
Although data were not available for all survey years, use of roll-your-own tobacco appeared to be lower in recent years than in the early 2000s, particularly for using roll-your-own tobacco all or most of the time (Figure 4.8).

FIGURE 4.7: PREVALENCE OF ROLL-YOUR-OWN TOBACCO USE AMONG CURRENT SMOKERS*, 2012



*INCLUDES DAILY AND NON-DAILY SMOKERS
DATA SOURCE: CTUMS, 2012

FIGURE 4.8: PREVALENCE OF ROLL-YOUR-OWN TOBACCO USE AMONG CURRENT SMOKERS, 2000-2012*



*THE QUESTIONNAIRE ITEM REGARDING ROLL-YOUR-OWN TOBACCO WAS NOT ASKED IN 1999, OR 2003-2006
DATA SOURCE: CTUMS, 2000-2012

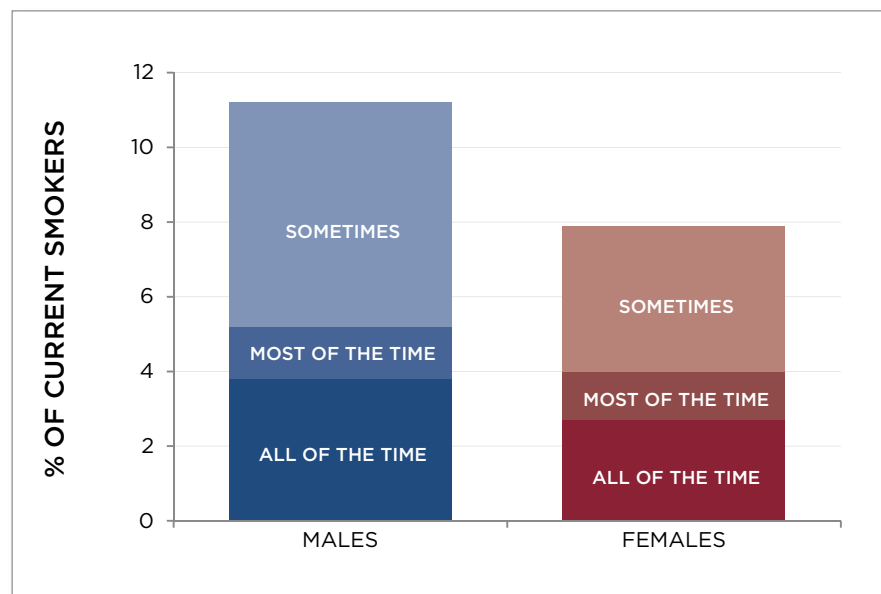
DEMOGRAPHIC PATTERNS IN ROLL-YOUR-OWN TOBACCO USE

Roll-Your-Own Tobacco Use by Sex

In 2012, while overall prevalence of roll-your-own tobacco use was 11.3% among males and 7.8% among females (Figure 4.9), this difference was not statistically significant³⁵.

In addition, there were no significant differences between males and females in “all of the time”³⁶, “most of the time”³⁷ and “sometimes”³⁸ use of roll-your-own tobacco.

FIGURE 4.9: PREVALENCE OF ROLL-YOUR-OWN TOBACCO USE AMONG CURRENT SMOKERS, BY SEX, 2012



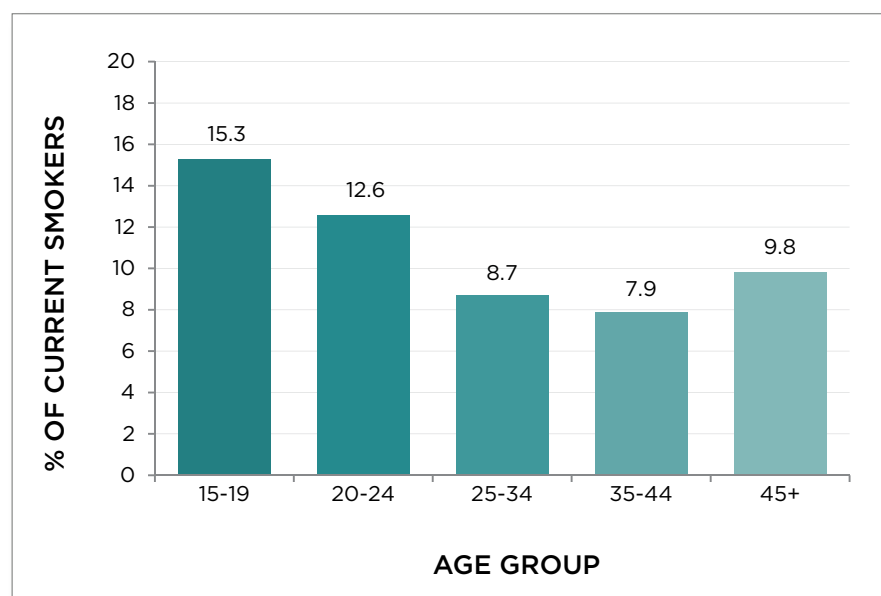
DATA SOURCE: CTUMS, 2012

Roll-Your-Own Tobacco Use by Age

In 2012, use of roll-your-own tobacco was not significantly different between age groups³⁹ (Figure 4.10).

“Sometimes” use accounted for most of the roll-your-own use among young smokers (under 25), while older smokers used roll-your-own frequently (“all/most of the time”) more often (data not shown).

FIGURE 4.10: PREVALENCE OF ROLL-YOUR-OWN TOBACCO USE AMONG CURRENT SMOKERS, BY AGE GROUP, 2012



DATA SOURCE: CTUMS, 2012

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 2012⁴⁰, from less than 10% (not reportable) of smokers in Ontario and Quebec to nearly one-quarter of smokers in Manitoba. Use was generally highest in the Atlantic provinces and the central prairies. This same general pattern by province/region has held over time since 2000, although overall use has declined in most provinces. 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 of that (11.6%) in 2012.

TABLE 4.2: PREVALENCE OF ROLL-YOUR-OWN TOBACCO USE AMONG CURRENT SMOKERS, BY PROVINCE, 2000-2012*

YEAR	2000	2001	2002	2003-2006*	2007	2008	2009	2010	2011	2012
CANADA	16.2	15.0	17.5	--	11.1	11.9	10.8	11.6	9.7	9.8
BRITISH COLUMBIA	15.9	17.2	15.7	--	16.6	15.8	16.5	16.7	12.4	13.6
ALBERTA	20.3	19.4	25.4	--	13.0	14.4	10.4	11.4	11.9	11.0
SASKATCHEWAN	26.9	31.8	32.2	--	26.4	22.0	23.1	18.9	21.8	12.6
MANITOBA	25.0	26.9	31.7	--	19.9	21.3	20.9	21.7	20.9	24.4
ONTARIO	7.4	!	7.2	--	!	!	!	!	!	!
QUEBEC	18.8	15.2	19.9	--	!	7.7	9.6	9.8	!	!
NEW BRUNSWICK	26.6	21.8	29.9	--	24.0	24.1	16.6	21.1	20.9	21.5
NOVA SCOTIA	25.0	28.1	24.8	--	24.2	16.2	19.3	18.4	22.2	21.9
PRINCE EDWARD ISLAND	25.1	31.2	28.2	--	30.7	22.9	22.6	22.9	29.4	21.7
NFLD. & LABRADOR	53.9	52.3	54.2	--	30.2	22.2	22.2	14.5	12.5	11.6

*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, 2000-2012

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 those for cigarettes in all provinces, and one-half or less the rate for cigarettes in eight of the ten provinces.

*THE FEDERAL TOBACCO TAX WITHOUT GST IS IN PARENTHESES; FEDERAL GST IS 5% OF THE RETAIL PRICE, WHICH VARIES BY PROVINCE

†EFFECTIVE JULY 1, 2010, THE NS PROVINCIAL COMPONENT OF THE HST INCREASED FROM 8% TO 10% AND BC/ON BEGAN TO IMPLEMENT HST; FOR

NS/NL/BC/ON/NB, THE TAX RATE WITHOUT HST IS IN PARENTHESES

‡THERE IS NO PST ON TOBACCO PRODUCTS IN ALBERTA, QUEBEC, AND PEI

\$PROVINCIAL SALES TAX (PST) IS INCLUDED IN THE RATES FOR MANITOBA AND SASKATCHEWAN; THE TAX RATE WITHOUT PST 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, 2012⁴¹]

TABLE 4.3: PROVINCIAL AND FEDERAL TAX ON CIGARETTES AND ROLL-YOUR-OWN TOBACCO, AS OF JUNE 22, 2012

	200 Cigarettes	200 Roll-Your-Own (100g)
FEDERAL*	\$20.94 (\$17.00)	\$7.47 (\$5.79)
BRITISH COLUMBIA†	\$42.32 (\$37.00)	\$20.79 (\$18.50)
ALBERTA‡	\$40.00	\$30.00
SASKATCHEWAN\$	\$46.05 (\$42.00)	\$22.76 (\$21.00)
MANITOBA\$	\$56.88 (\$50.00)	\$26.88 (\$24.00)
ONTARIO†	\$29.80 (\$24.70)	\$14.48 (\$12.35)
QUÉBEC‡	\$21.80	\$10.90
NEW BRUNSWICK†	\$39.84 (\$34.00)	\$15.98 (\$13.74)
NOVA SCOTIA†	\$51.24 (\$43.04)	\$23.43 (\$20.00)
PRINCE EDWARD ISLAND‡	\$50.80	\$19.30
NFLD. & LABRADOR†	\$44.16 (\$38.00)	\$35.70 (\$32.00)

Section II: Quitting Smoking



HIGHLIGHTS

The majority of Canadians who have ever been smokers have now quit. (p. 54)

Nearly two-thirds (63%) of smokers were seriously considering quitting in the next 6 months; one in three (29%) were considering quitting in the next month. (p. 57)

- Similar percentages of males and females were seriously considering quitting smoking in the next 6 months, but more males were considering quitting in the next month. (p. 58)
- Intentions to quit did not differ significantly by age group; the majority of smokers in all age groups were considering quitting. (p. 59)

Almost half of smokers (48%) tried to quit in the past year. Many tried more than once. (p. 60)

- A greater percentage of males had made a quit attempt, compared to females. (p. 61)
- Quit attempts varied by age group. The percentage of smokers who had tried to quit was highest among young smokers, and appeared to decline with age. (p. 62)

Among respondents who had made a quit attempt in the past year, 13% 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 64% of smokers who attempted to quit. (p. 66)

More than half (54%) of 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 35% of those who attempted to quit.
- One in five used a “medication like Zyban.”
- Around one in five (21%) “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 (44%) of those who attempted to quit, but use varied by product and by province. (p. 67)

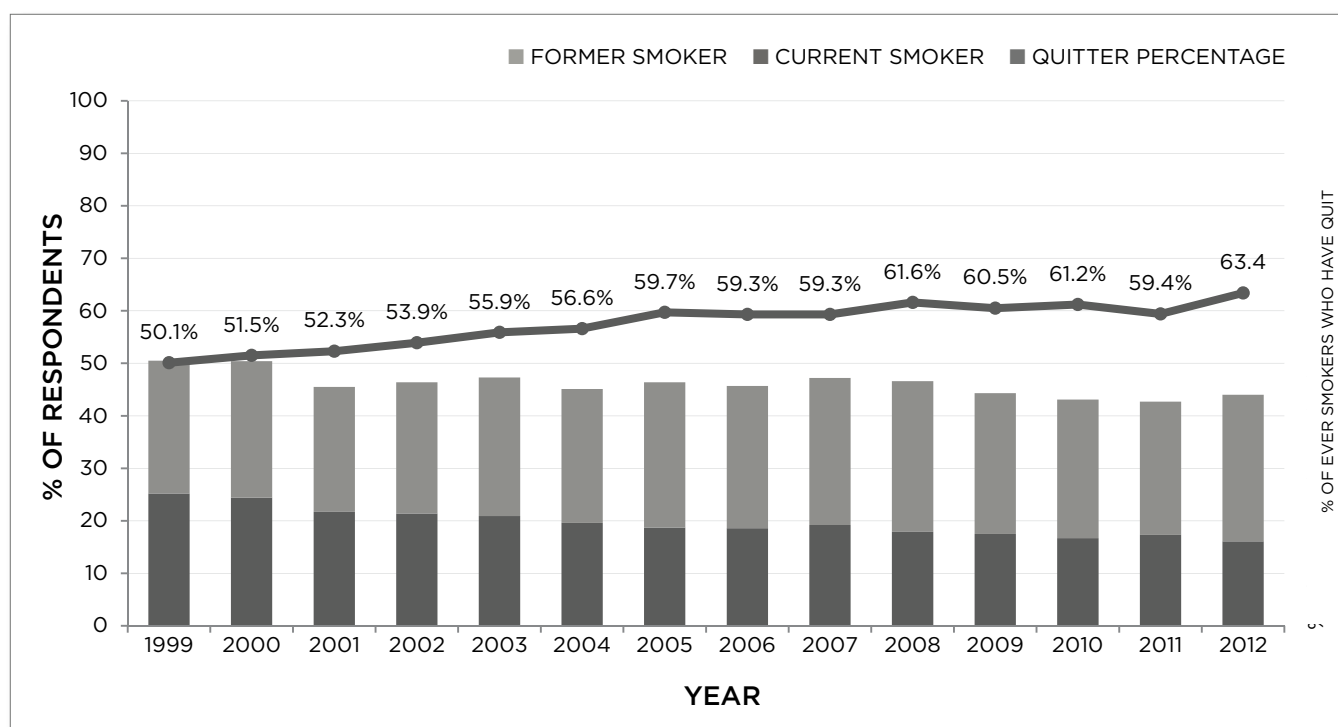
56% of smokers who visited a doctor in the past year had received advice to quit. (p. 68)

5. QUITTING BEHAVIOURS AND OUTCOMES

5.1 QUITTER PERCENTAGE

The majority (63%) of Canadians who have ever been smokers have 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*, 1999-2012



*QUITTER PERCENTAGE IS CALCULATED AS THE PERCENTAGE OF EVER SMOKERS WHO WERE FORMER SMOKERS AT TIME OF SURVEY
DATA SOURCE: CTUMS, 1999-2012

More than 8 million Canadians are former smokers.

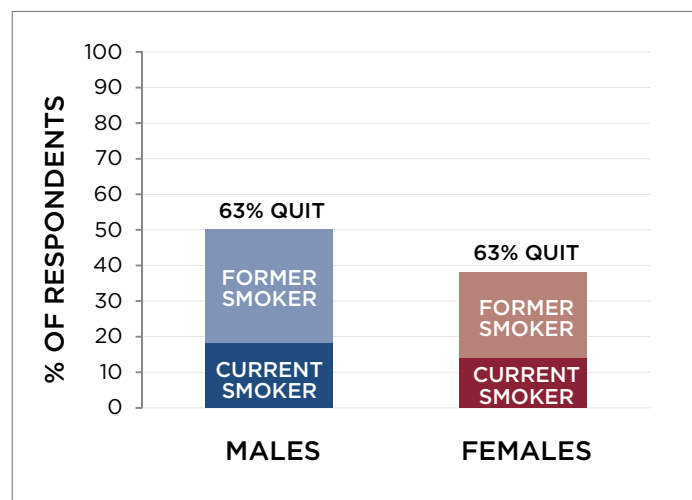
Quitter Percentage by Sex

In 2012, males and females had similar quitter percentages⁴¹, at 63.3% and 63.4%, respectively. However, a greater percentage of males had ever smoked⁴², and were current smokers⁴³ (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, although the most recent year may signal a slight increase (Figure 5.3; Figure 5.4).

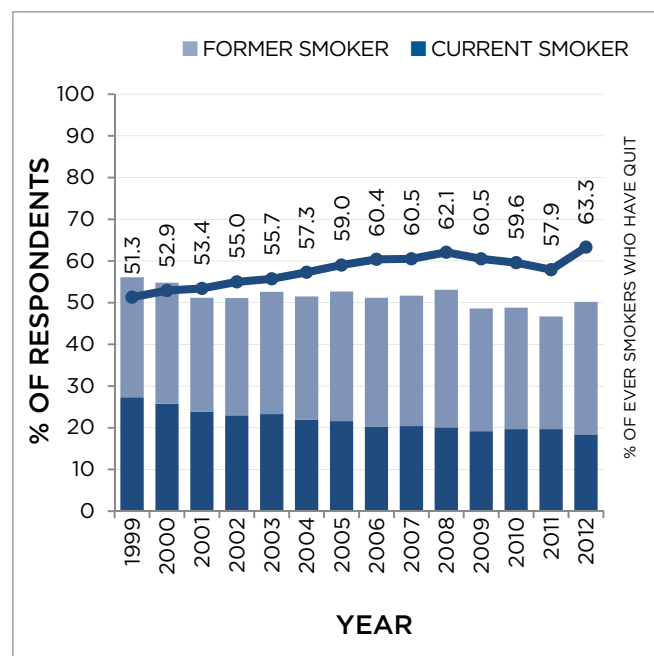
FIGURE 5.2: PERCENTAGE OF RESPONDENTS WHO HAVE EVER SMOKED (CURRENT AND FORMER SMOKERS), AND QUITTER PERCENTAGE*, BY SEX, 2012



* QUITTER PERCENTAGE IS CALCULATED AS THE PERCENTAGE OF EVER SMOKERS WHO WERE FORMER SMOKERS AT TIME OF SURVEY

DATA SOURCE: CTUMS, 2012

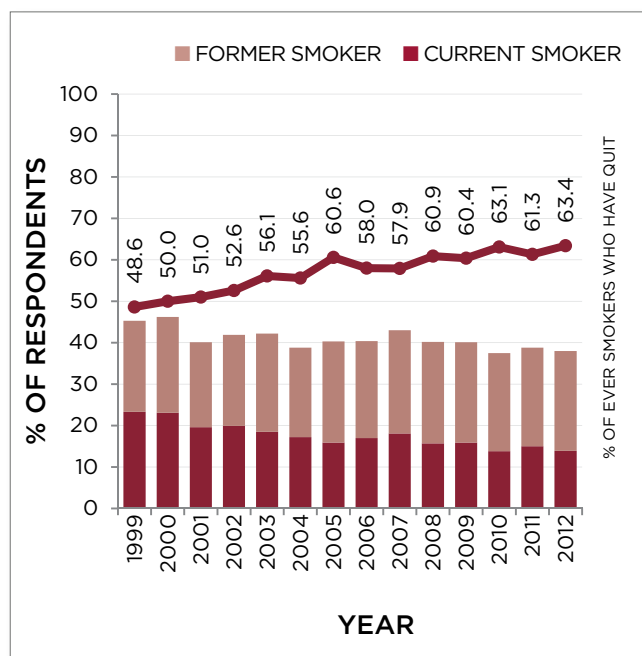
FIGURE 5.3: PERCENTAGE OF MALES WHO HAVE EVER SMOKED (CURRENT AND FORMER SMOKERS), AND QUITTER PERCENTAGE*, 1999-2012



* QUITTER PERCENTAGE IS CALCULATED AS THE PERCENTAGE OF EVER SMOKERS WHO WERE FORMER SMOKERS AT TIME OF SURVEY

DATA SOURCE: CTUMS, 1999-2012

FIGURE 5.4: PERCENTAGE OF FEMALES WHO HAVE EVER SMOKED (CURRENT AND FORMER SMOKERS), AND QUITTER PERCENTAGE*, 1999-2012



* QUITTER PERCENTAGE IS CALCULATED AS THE PERCENTAGE OF EVER SMOKERS WHO WERE FORMER SMOKERS AT TIME OF SURVEY

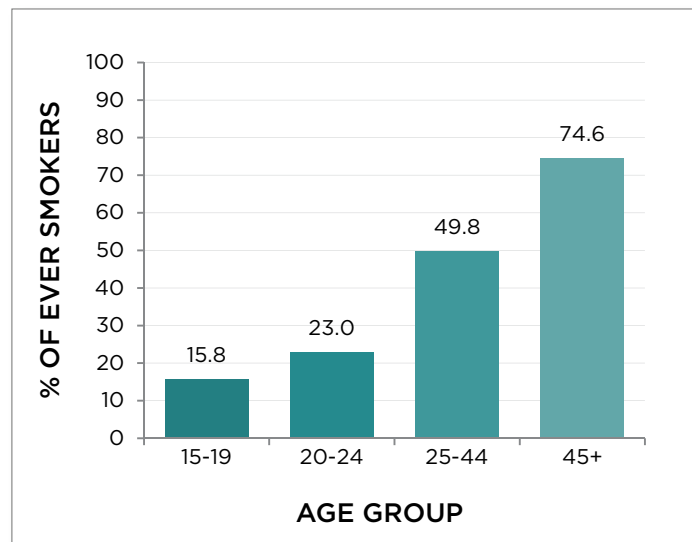
DATA SOURCE: CTUMS, 1999-2012

Quitter Percentage by Age

Quitter percentage varied significantly by age group⁴⁴, increasing dramatically with increasing age, as expected given that older smokers have had more years to become former smokers. In 2012, while just over 15% of ever-smokers aged 15-19 were former smokers when surveyed, 75% of ever-smokers over age 45 had quit (Figure 5.5).

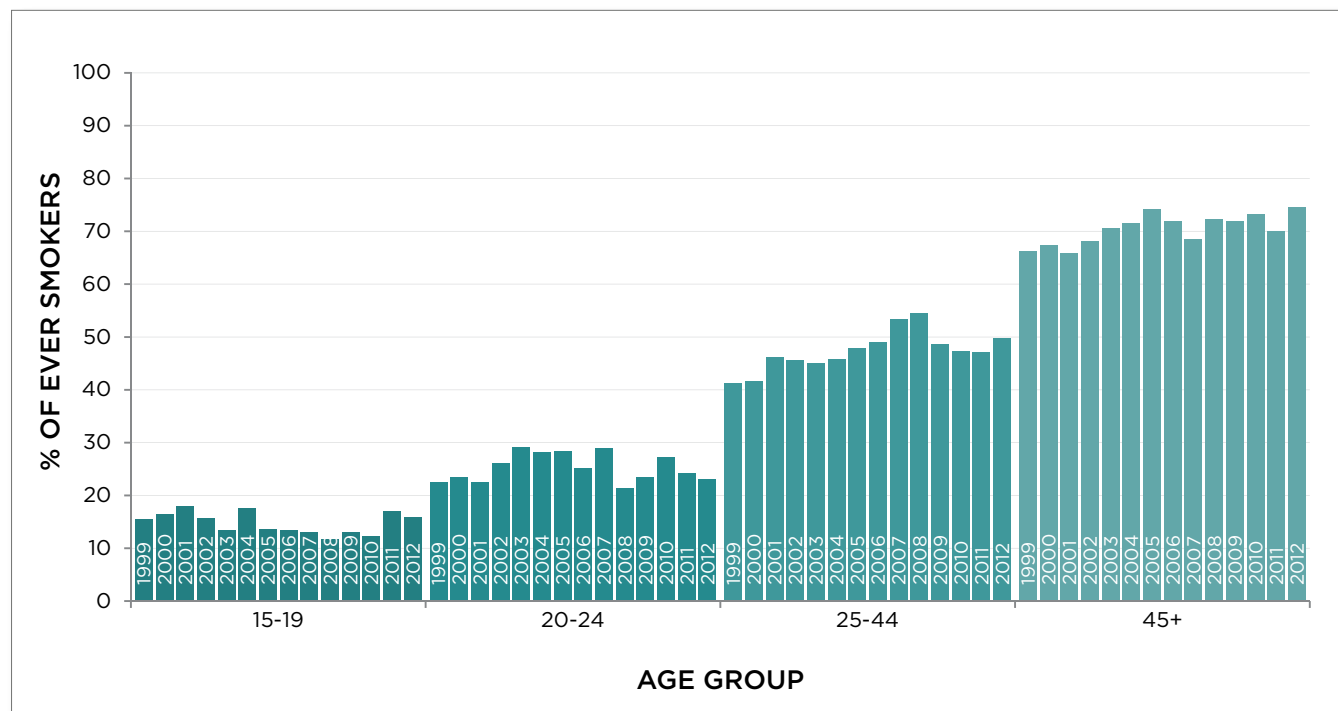
The same pattern of increasing quitter percentage with age was observed in all years since 1999 (Figure 5.6). Between 1999 and 2012, quitter percentages appear to have generally increased among smokers over age 25. Quitter percentages were lower and more variable among younger smokers.

FIGURE 5.5: QUITTER PERCENTAGE AMONG EVER SMOKERS, BY AGE GROUP, 2012



* QUITTER PERCENTAGE IS CALCULATED AS THE PERCENTAGE OF EVER SMOKERS WHO WERE FORMER SMOKERS AT TIME OF SURVEY
DATA SOURCE: CTUMS, 2012

FIGURE 5.6: QUITTER PERCENTAGE AMONG EVER SMOKERS*, BY AGE GROUP, 1999-2012



*QUITTER PERCENTAGE IS CALCULATED AS THE PERCENTAGE OF EVER SMOKERS WHO WERE FORMER SMOKERS AT TIME OF SURVEY
DATA SOURCE: CTUMS, 1999-2012

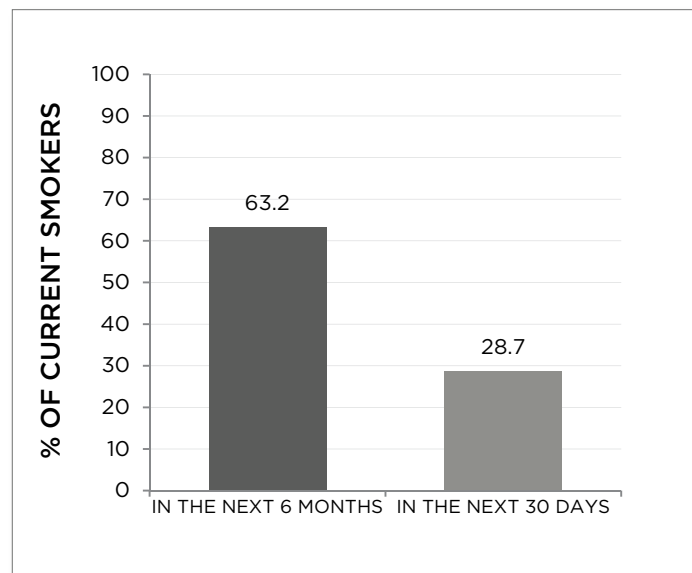
5.2 QUIT INTENTIONS

In 2012, the majority (63.2%) of smokers were seriously considering quitting in the next 6 months (Figure 5.7). Of those, nearly half (46.4%) were considering quitting within the next 30 days, which was equivalent to 28.7% of all current smokers.

Between 2011 and 2012, there was no significant change in the percentage of smokers seriously considering quitting, either in the next 6 months⁴⁵, or in the next 30 days⁴⁶.

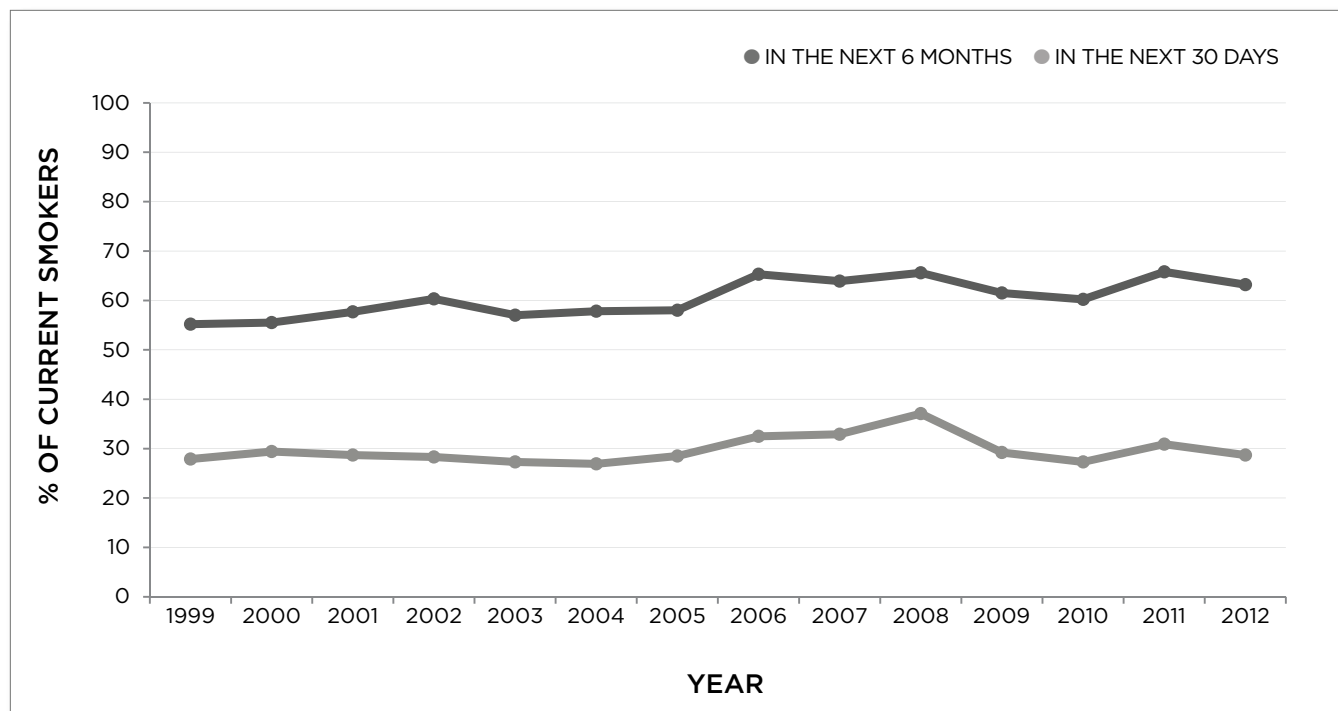
Between 1999 and 2012, the percentage of smokers seriously considering quitting in the next 6 months appears to have increased slightly. Although patterns over time were similar for the percentage seriously considering quitting in the next 30 days, there was no net change (Figure 5.8).

FIGURE 5.7: PERCENTAGE OF SMOKERS WHO WERE SERIOUSLY CONSIDERING QUITTING IN THE NEXT 6 MONTHS, AND IN THE NEXT 30 DAYS, 2012



DATA SOURCE: CTUMS, 2012

FIGURE 5.8: PERCENTAGE OF SMOKERS WHO WERE SERIOUSLY CONSIDERING QUITTING IN THE NEXT 6 MONTHS, AND IN THE NEXT 30 DAYS, 1999*-2012



* IN 1999, ONLY CYCLE 2 WAS ASKED THE RELEVANT SURVEY ITEMS.

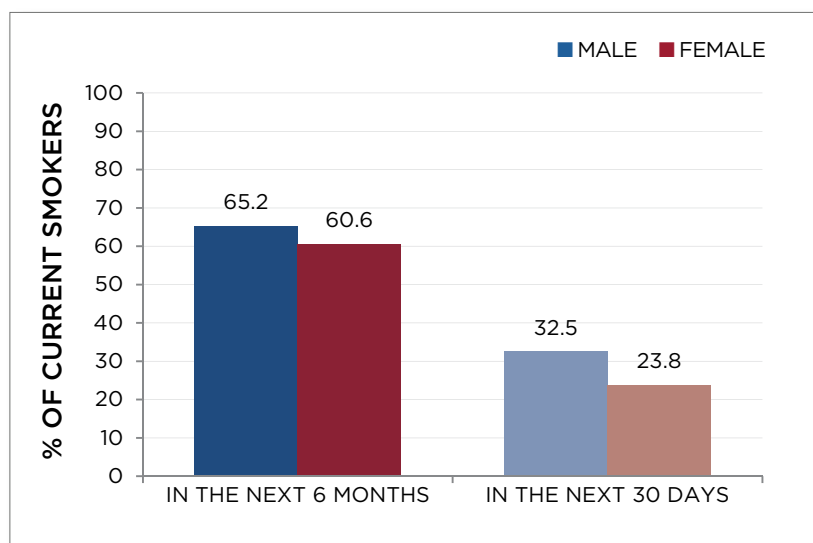
DATA SOURCE: CTUMS, 1999-2012

Quit Intentions by Sex

In 2012, similar percentages of males and females were seriously considering quitting in the next 6 months⁴⁷, but more males were considering quitting in the next 30 days⁴⁸ (Figure 5.9).

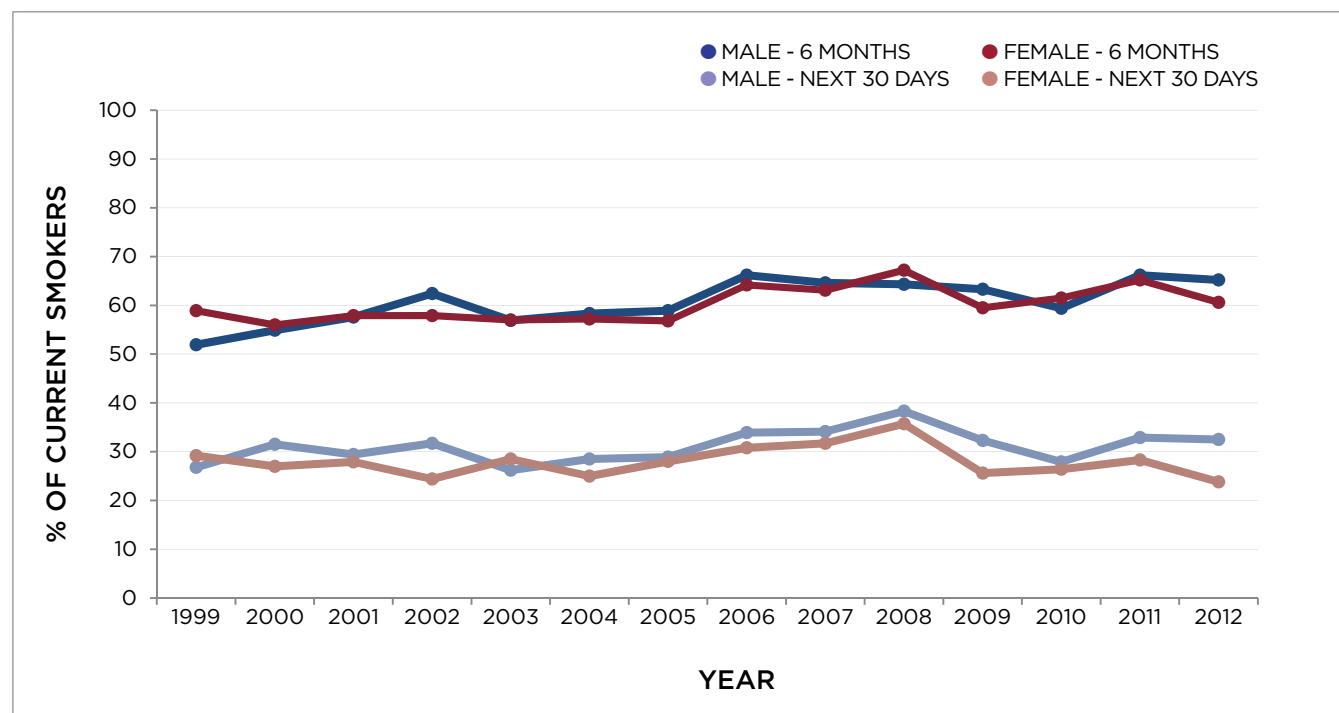
Since 1999, the percentages of male and female smokers considering quitting have been similar in most years (Figure 5.10).

FIGURE 5.9: PERCENTAGE OF SMOKERS WHO WERE SERIOUSLY CONSIDERING QUITTING IN THE NEXT 6 MONTHS, AND IN THE NEXT 30 DAYS, BY SEX, 2012



DATA SOURCE: CTUMS, 2012

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*-2012



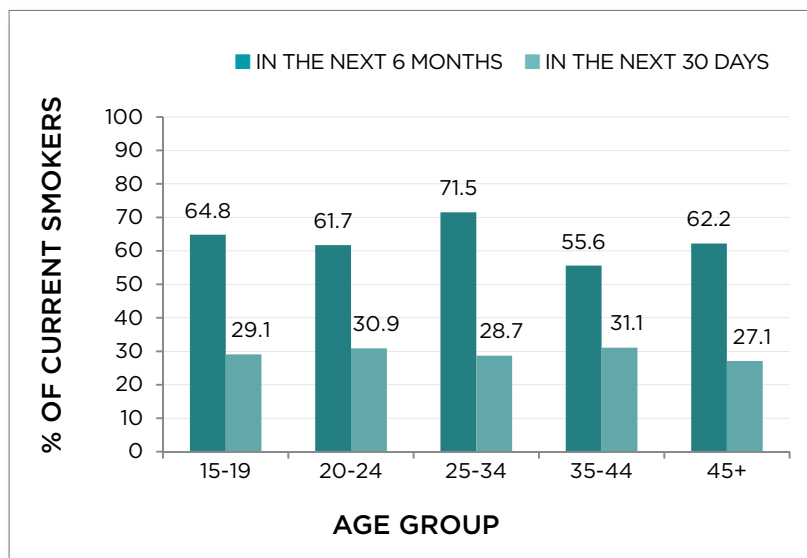
* IN 1999, ONLY CYCLE 2 WAS ASKED THE RELEVANT SURVEY ITEMS.
DATA SOURCE: CTUMS, 1999-2012

Quit Intentions by Age

In 2012, the percentages of smokers considering quitting in the next 6 months and in the next 30 days did not differ significantly by age group^{49,50} (Figure 5.11). Within each age group, roughly half of those seriously considering quitting in the next 6 months were also considering quitting in the next 30 days.

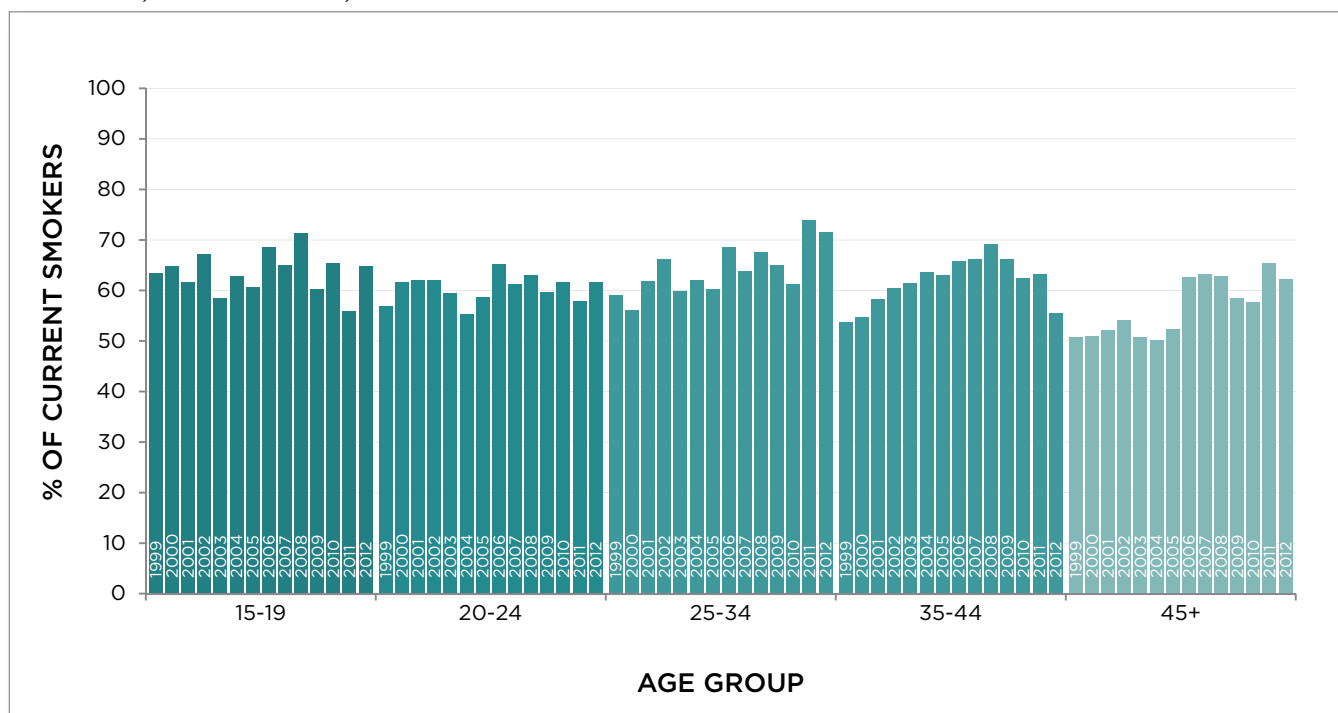
Over time, although no clear patterns emerged among younger smokers, the percentage of smokers over 25 seriously considering quitting in the next 6 months appeared to increase with time, except among the 35-44 age group in the most recent few years. (Figure 5.12).

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, 2012



DATA SOURCE: CTUMS, 2012

FIGURE 5.12: PERCENTAGE OF SMOKERS WHO WERE SERIOUSLY CONSIDERING QUITTING IN THE NEXT 6 MONTHS, BY AGE GROUP, 1999*-2012



* IN 1999, ONLY CYCLE 2 WAS ASKED THE RELEVANT SURVEY ITEMS.
DATA SOURCE: CTUMS, 1999-2012

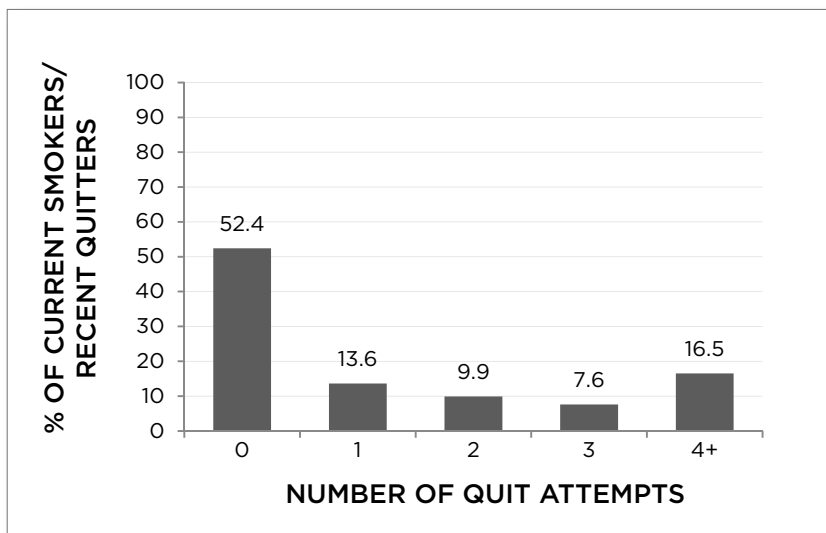
5.3 QUIT ATTEMPTS

In 2012, almost half (47.6%) of smokers and recent quitters had made at least one quit attempt in the past year, and one in three had made multiple attempts (Figure 5.13).

There was no significant change between 2011 and 2012 in the percentage of smokers and recent quitters who had attempted to quit in the past 12 months⁵¹.

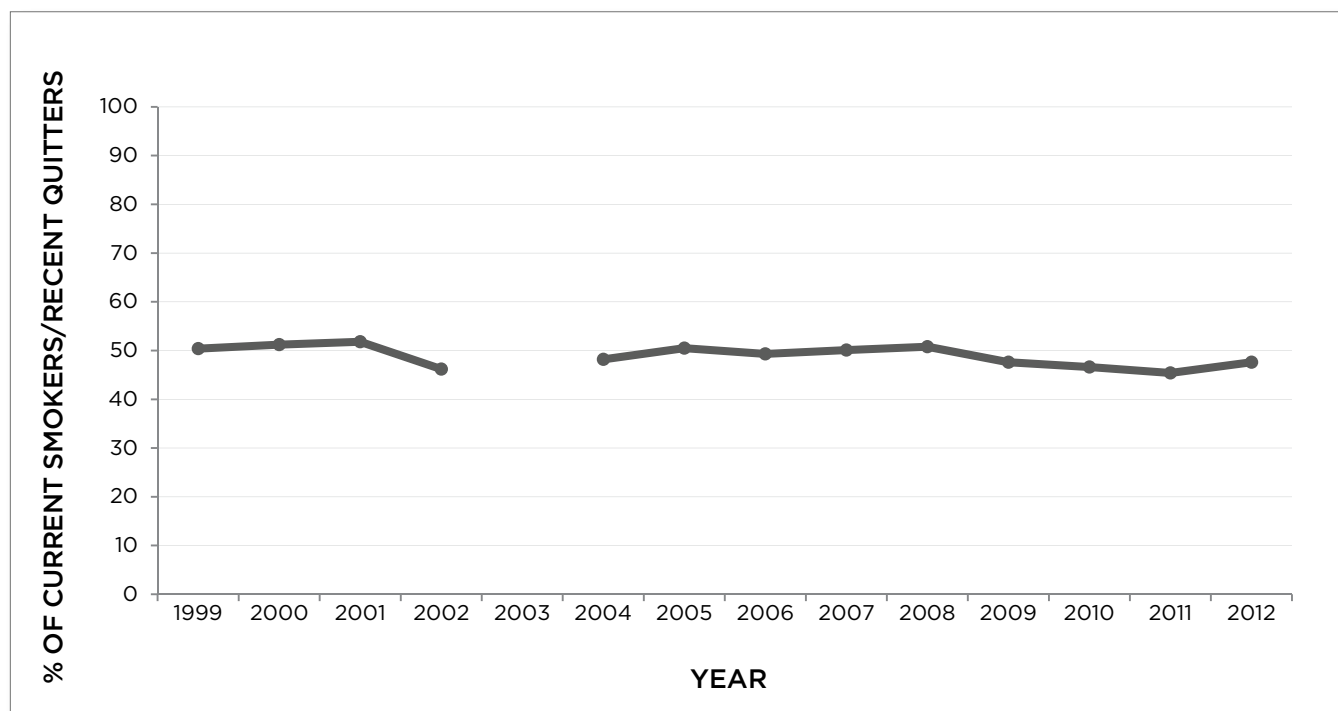
The percentage of smokers and recent quitters who had attempted to quit in the past 12 months appears to have remained stable, at around half, from 1999 to 2012, although this appears to have decreased slightly in the most recent years (Figure 5.14).

FIGURE 5.13: NUMBER OF QUIT ATTEMPTS MADE IN THE PAST 12 MONTHS BY SMOKERS AND RECENT QUITTERS*, 2012



*INCLUDES CURRENT SMOKERS AND FORMER SMOKERS WHO HAD QUIT IN THE PAST 12 MONTHS
DATA SOURCE: CTUMS, 2012

FIGURE 5.14: PERCENTAGE OF SMOKERS AND RECENT QUITTERS* WHO ATTEMPTED TO QUIT IN THE PAST 12 MONTHS, 1999**-2012



*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; 2004-2012 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.

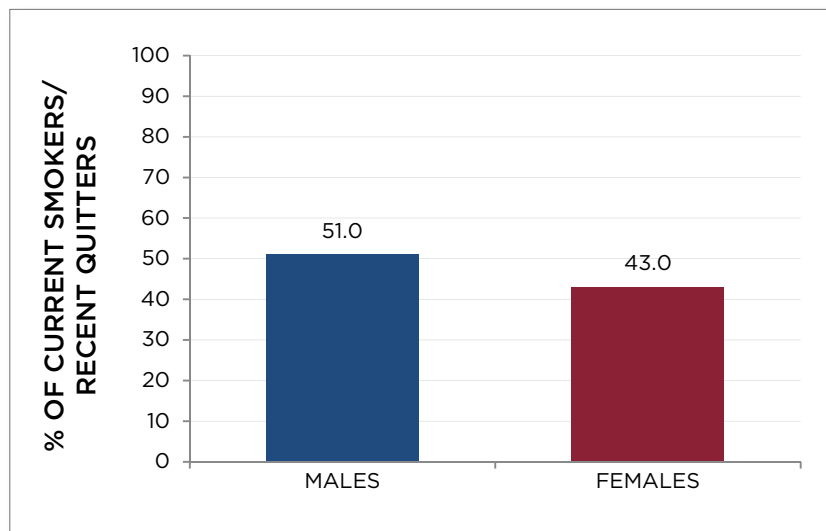
DATA SOURCE: CTUMS, 1999-2012

Quit Attempts by Sex

In 2012, a significantly greater percentage of males had made a quit attempt in the past year, compared to females⁵² (Figure 5.15).

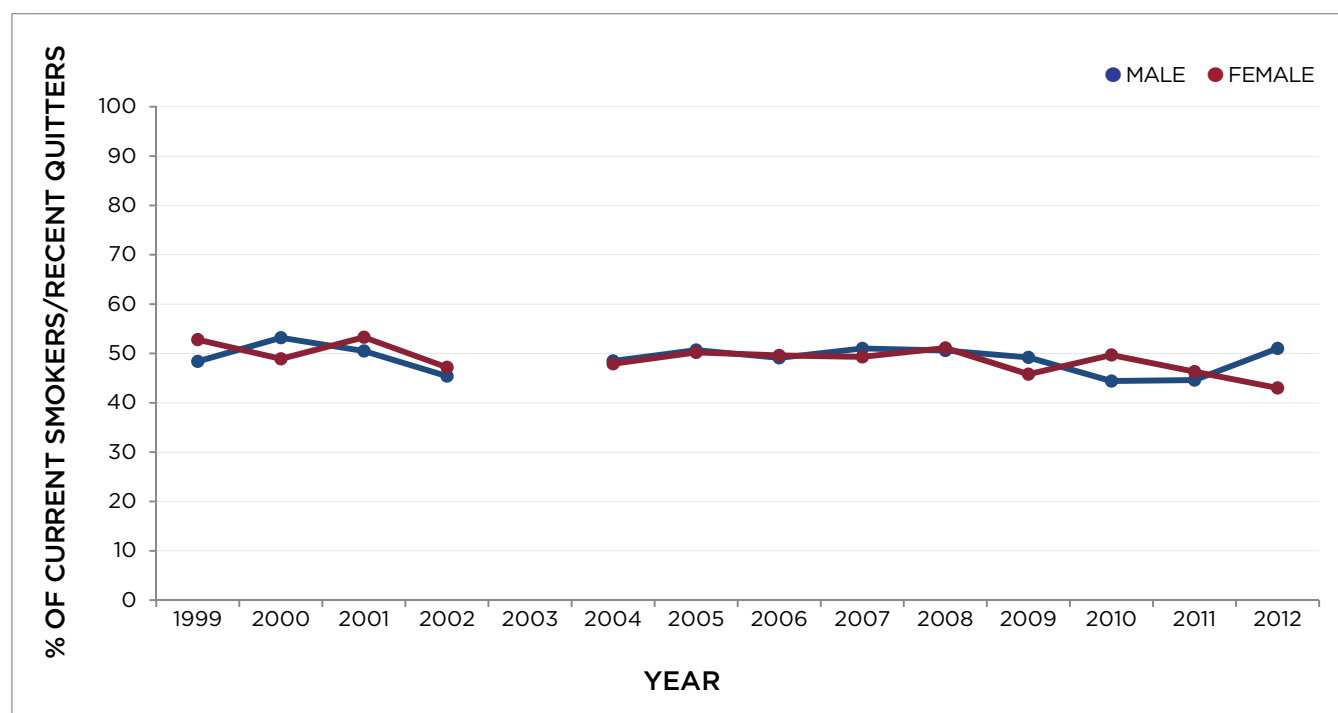
Between 1999 and 2012, the percentages of males and females who had made an attempt were similar in nearly all years with data, and there were no notable changes over time (Figure 5.16).

FIGURE 5.15: PERCENTAGE OF SMOKERS AND RECENT QUITTERS* WHO ATTEMPTED TO QUIT IN THE PAST 12 MONTHS, BY SEX, 2012



*INCLUDES CURRENT SMOKERS AND FORMER SMOKERS WHO HAD QUIT IN THE PAST 12 MONTHS
DATA SOURCE: CTUMS, 2012

FIGURE 5.16: PERCENTAGE OF SMOKERS AND RECENT QUITTERS* WHO ATTEMPTED TO QUIT IN THE PAST 12 MONTHS, BY SEX, 1999**-2012



*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; 2004-2012 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.

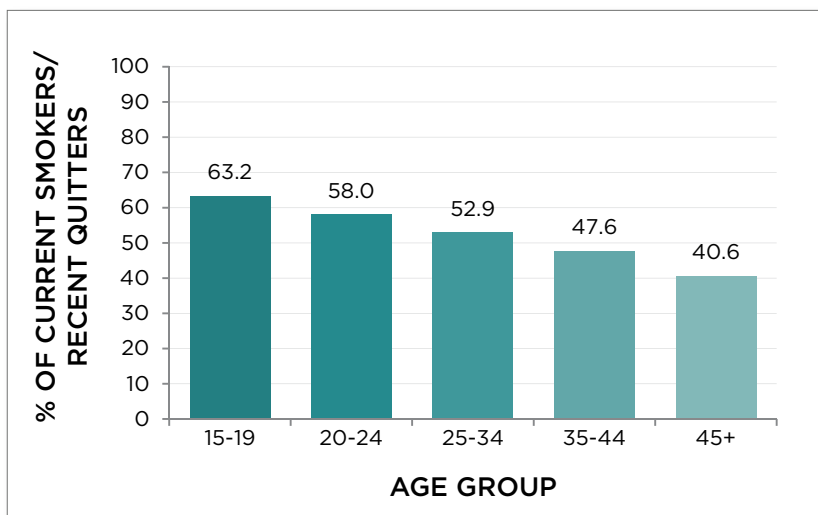
DATA SOURCE: CTUMS, 1999-2012

Quit Attempts by Age

Quit attempts varied significantly by age group in 2012⁵³. More young smokers had made a quit attempt in the past year, and quit attempts appeared to decrease with age (Figure 5.17).

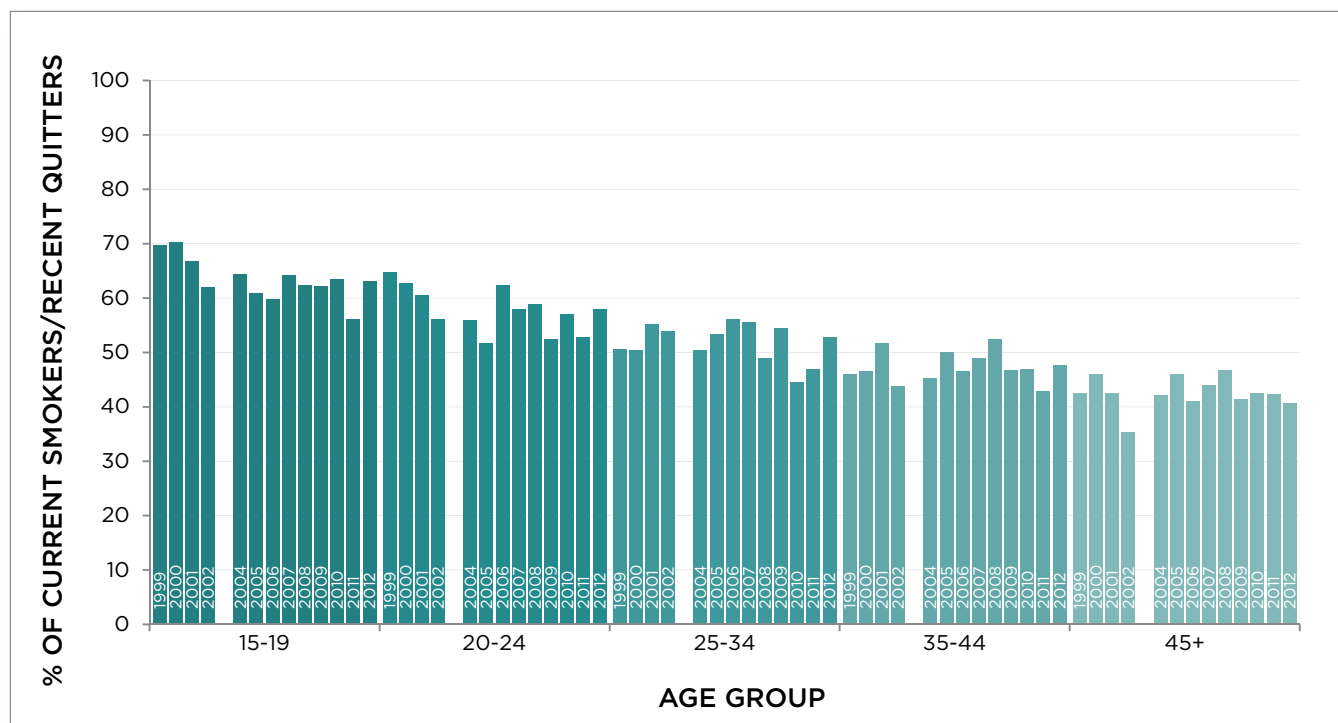
This pattern was consistent over time; more young smokers made a quit attempt in all years since 1999 (Figure 5.18). Although the percentages of each age group who made a quit attempt varied from year-to-year, there were no clear patterns of change over the last decade, except for a potential decrease over time among those under 25.

FIGURE 5.17: PERCENTAGE OF SMOKERS AND RECENT QUITTERS* WHO ATTEMPTED TO QUIT IN THE PAST 12 MONTHS, BY AGE GROUP, 2012



*INCLUDES CURRENT SMOKERS AND FORMER SMOKERS WHO HAD QUIT IN THE PAST 12 MONTHS
DATA SOURCE: CTUMS, 2012

FIGURE 5.18: PERCENTAGE OF SMOKERS AND RECENT QUITTERS* WHO ATTEMPTED TO QUIT IN THE PAST 12 MONTHS, BY AGE GROUP, 1999-2012**



*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; 2004-2012 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.

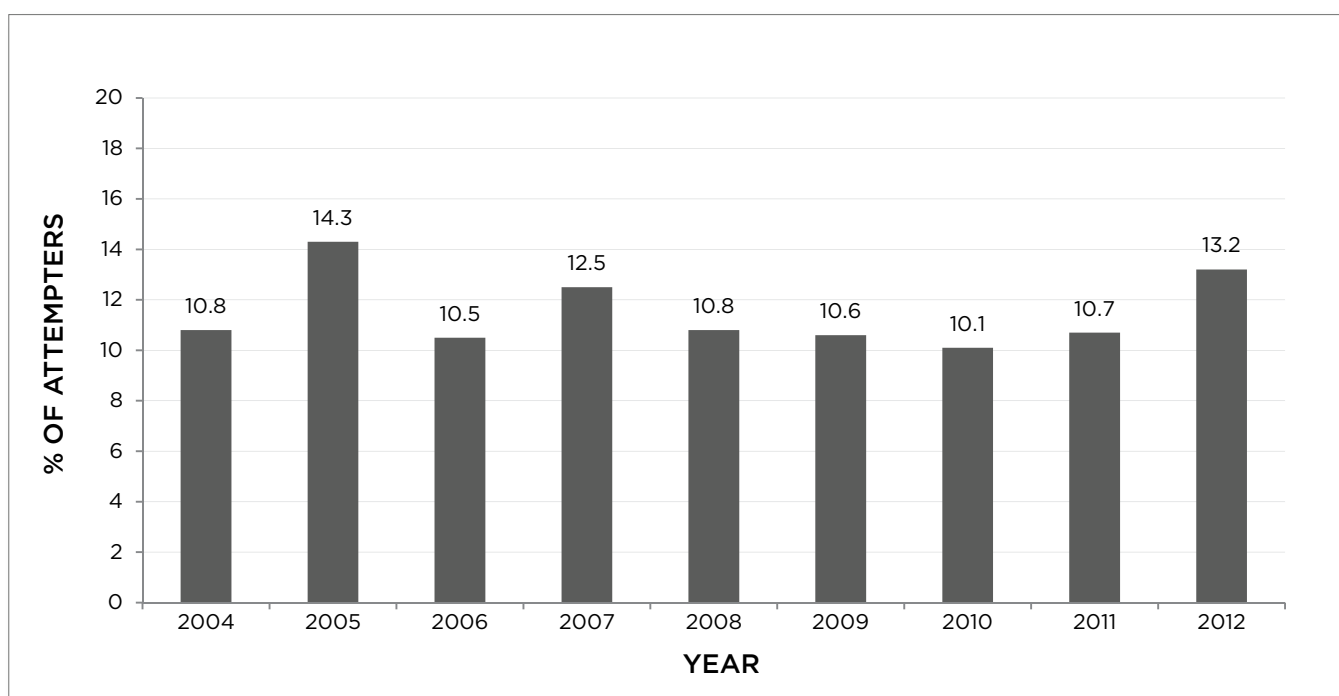
DATA SOURCE: CTUMS, 1999-2012

5.4 QUIT SUCCESS (POINT ABSTINENCE)

In 2012, of all respondents who had tried to quit for at least 24 hours in the past year (47.6% of smokers), 13.2% were still quit at the time they were surveyed. This represents no significant change in quit success since 2011⁵⁴.

While comparison from 1999 to 2012 is not possible due to changes in question coverage and availability of data*, since 2004, quit success appears to have remained near 10-12%, with some year-by-year fluctuation (Figure 5.19).

FIGURE 5.19: PERCENTAGE OF CURRENT SMOKERS AND RECENT QUITTERS* WHO ATTEMPTED TO QUIT IN THE PAST 12 MONTHS AND WERE STILL ABSTINENT AT THE TIME OF SURVEY, 2004-2012



*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); 2004-2011 ASKED CURRENT SMOKERS AND FORMER SMOKERS WHO HAD QUIT IN THE PAST 12 MONTHS

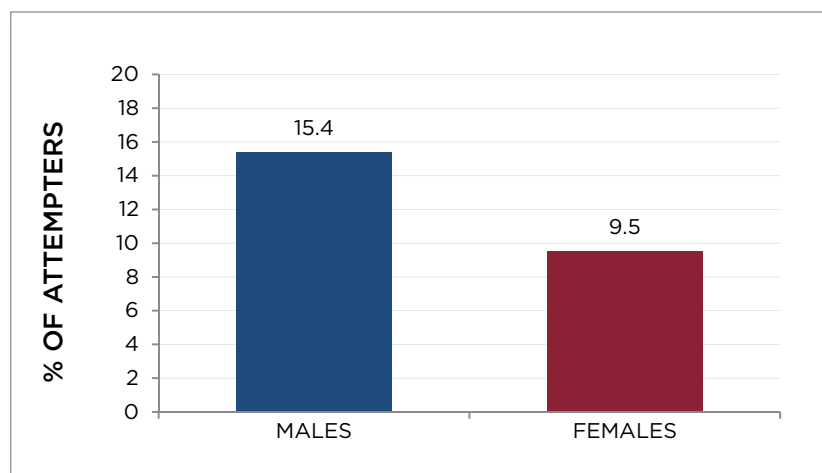
DATA SOURCE: CTUMS, 2004-2012

Quit Success by Sex

In 2012, it appeared that males were more likely than females to be abstinent from smoking at the time of survey, given a quit attempt in the past 12 months; however, this difference was of only borderline statistical significance ($p=0.06$)⁵⁵ (Figure 5.20).

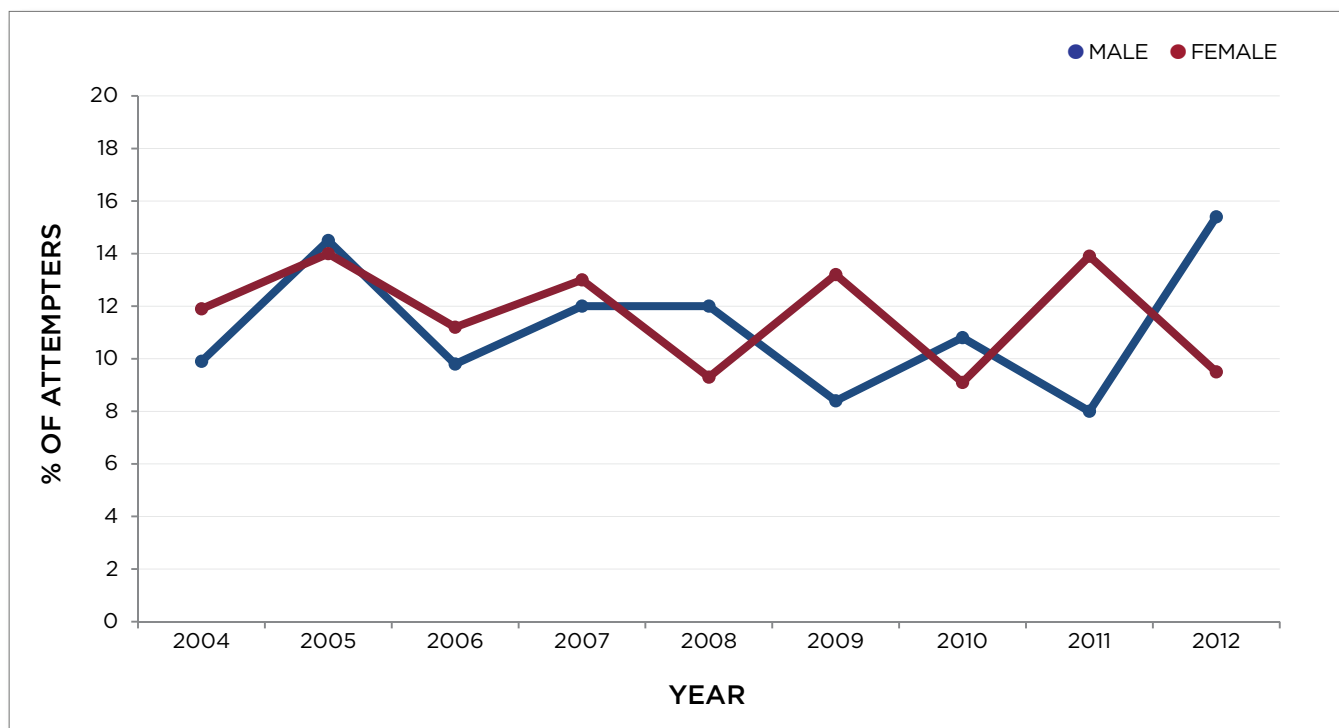
Since 2004, success in remaining abstinent from smoking has fluctuated among both males and females, with no clear pattern emerging (Figure 5.21).

FIGURE 5.20: PERCENTAGE OF CURRENT SMOKERS AND RECENT QUITTERS* WHO ATTEMPTED TO QUIT IN THE PAST 12 MONTHS AND WERE ABSTINENT AT THE TIME OF SURVEY, BY SEX, 2012



*INCLUDES CURRENT SMOKERS AND FORMER SMOKERS WHO HAD QUIT IN THE PAST 12 MONTHS
DATA SOURCE: CTUMS, 2012

FIGURE 5.21: PERCENTAGE OF CURRENT SMOKERS AND RECENT QUITTERS* WHO ATTEMPTED TO QUIT IN THE PAST 12 MONTHS AND WERE ABSTINENT AT THE TIME OF SURVEY, BY SEX, 2004-2012



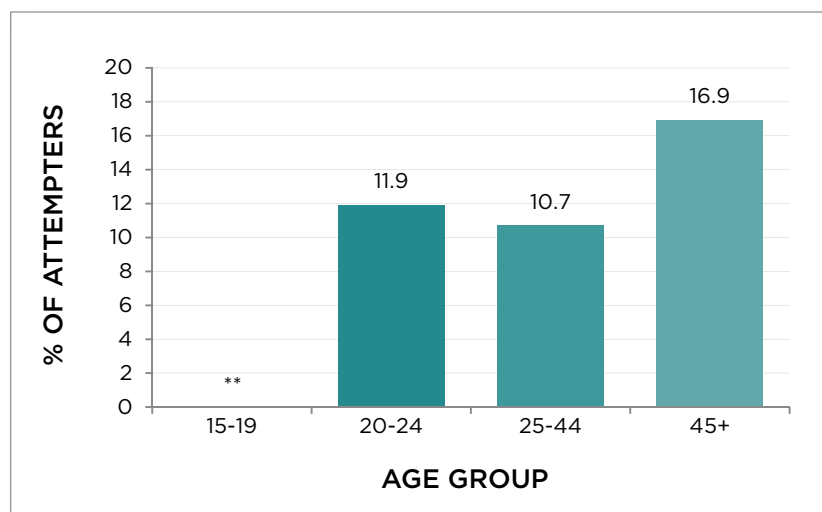
*INCLUDES CURRENT SMOKERS AND FORMER SMOKERS WHO HAD QUIT IN THE PAST 12 MONTHS
DATA SOURCE: CTUMS, 2004-2012

Quit Success by Age

In 2012, smoking abstinence rates among those who attempted to quit in the past 12 months did not differ significantly by age group⁵⁶, although abstinence rates at the time of survey appeared to be higher among the oldest age group (Figure 5.22).

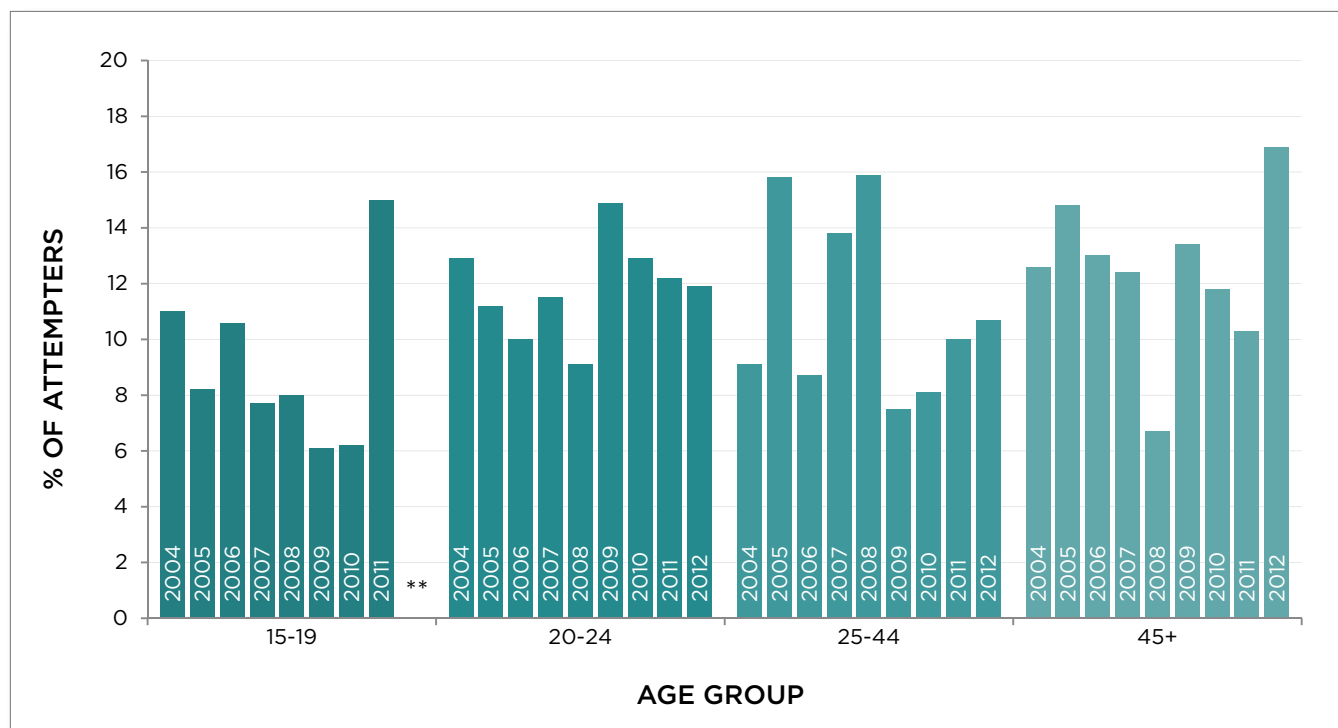
Over time, quit success within each age group has been highly variable, and no clear patterns by age have emerged (Figure 5.23). The large increases observed in some years (e.g., 2010 to 2011 for age 15-19, and 2011 to 2012 for age 45+) may reflect high variability due to smaller sample sizes for this measure, rather than actual trends.

FIGURE 5.22: PERCENTAGE OF CURRENT SMOKERS AND RECENT QUITTERS* WHO ATTEMPTED TO QUIT IN THE PAST 12 MONTHS AND WERE ABSTINENT AT THE TIME OF SURVEY, BY AGE GROUP, 2012



*INCLUDES CURRENT SMOKERS AND FORMER SMOKERS WHO HAD QUIT IN THE PAST 12 MONTHS
 **DATA NOT REPORTABLE DUE TO LOW NUMBERS IN THE NUMERATOR AND/OR DENOMINATOR
 DATA SOURCE: CTUMS, 2012

FIGURE 5.23: PERCENTAGE OF CURRENT SMOKERS AND RECENT QUITTERS* WHO ATTEMPTED TO QUIT IN THE PAST 12 MONTHS AND WERE ABSTINENT AT THE TIME OF SURVEY, BY AGE GROUP, 2004-2012



*INCLUDES CURRENT SMOKERS AND FORMER SMOKERS WHO HAD QUIT IN THE PAST 12 MONTHS **DATA NOT REPORTABLE DUE TO LOW NUMBERS
 DATA SOURCE: CTUMS, 2004-2012

6. USE OF CESSATION ASSISTANCE

6.1 CESSATION METHODS

The majority of smokers (53.9%) who attempted to quit used some form of assistance**.

The most commonly used form of cessation assistance was nicotine replacement therapy (NRT), used by more than a third of smokers who attempted to quit (Figure 6.1). Approximately one in five made a deal with a friend or family member to quit, or used a medication like Zyban.

Reducing cigarette consumption as a way to quit remains popular (Figure 6.2), used by nearly two-thirds of those who attempted to quit in 2012.

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, few smokers reported using a telephone quitline or workplace cessation program.

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, 2012

*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, 2012

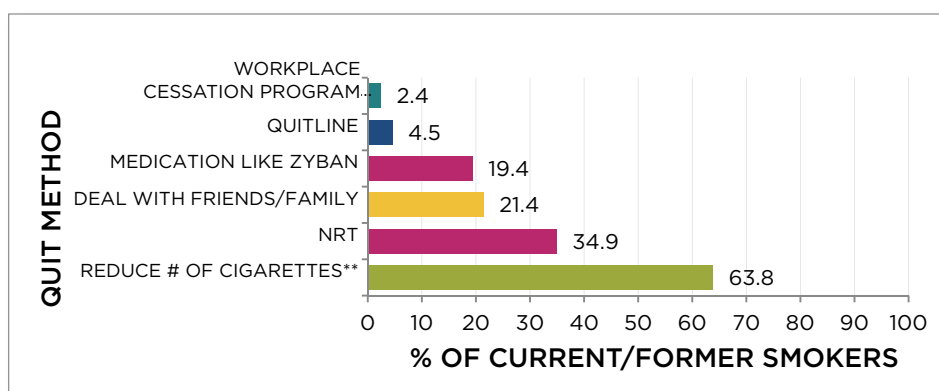
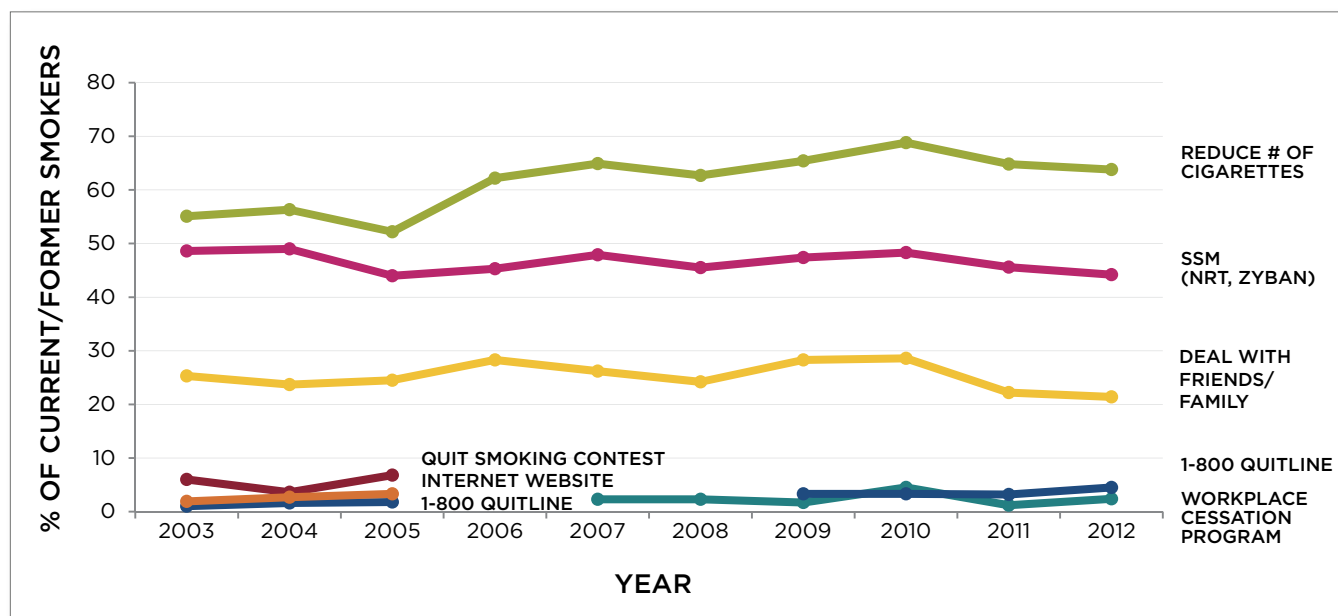


FIGURE 6.2: PREVALENCE OF USE OF VARIOUS QUIT METHODS AMONG CURRENT AND FORMER SMOKERS WHO HAD QUIT OR ATTEMPTED TO QUIT SMOKING IN THE PAST 2 YEARS, 2003-2012

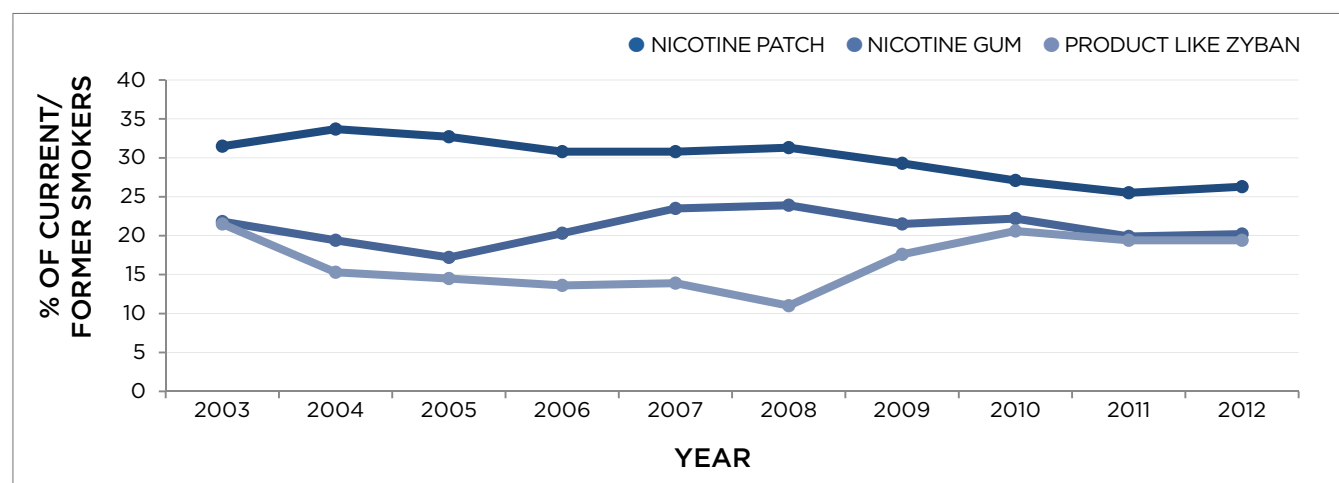


DATA SOURCE: CTUMS, 2003-2012

6.2 USE OF PHARMACOTHERAPY

Nearly half (44.2%) 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, decreased somewhat (from 33% to 26%), while use of nicotine gum fluctuated around one in five (Figure 6.3). Zyban use halved between 2003 and 2008, before increasing in recent years back to 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, 2003-2012



DATA SOURCE: CTUMS, 2003-2012

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, 2012

PROVINCE	NICOTINE PATCH	NICOTINE GUM	PRODUCT LIKE ZYBAN
CANADA	26.3%	20.2%	19.4%
BRITISH COLUMBIA	28.1	20.5	!
ALBERTA	28.9	28.2	21.0
SASKATCHEWAN	23.4	25.8	27.4
MANITOBA	16.3	22.0	21.9
ONTARIO	24.5	13.4	!
QUEBEC	28.2	23.9	16.6
NEW BRUNSWICK	32.2	29.5	21.3
NOVA SCOTIA	29.9	26.2	19.4
PRINCE EDWARD ISLAND	28.1	26.1	21.3
NFLD. & LABRADOR	28.9	20.8	21.2

! DATA NOT REPORTABLE DUE TO LOW NUMBERS IN THE NUMERATOR AND/OR DENOMINATOR

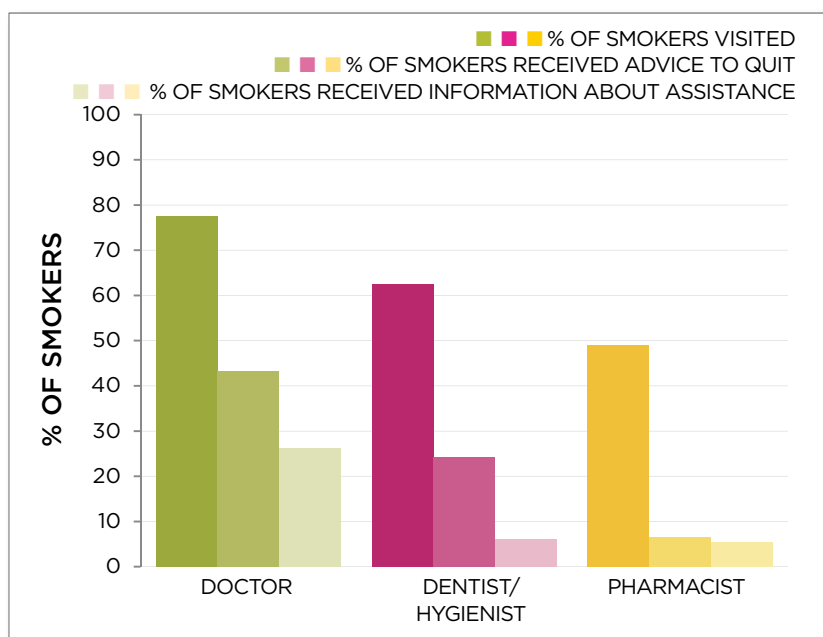
DATA SOURCE: CTUMS, 2012

6.3 CESSATION ADVICE AND ASSISTANCE FROM HEALTH PROFESSIONALS

Among current smokers surveyed in 2012, over three-quarters had visited a doctor in the past 12 months, while six in ten had seen a dentist (or dental hygienist), and nearly half had talked with a pharmacist (Figure 6.4).

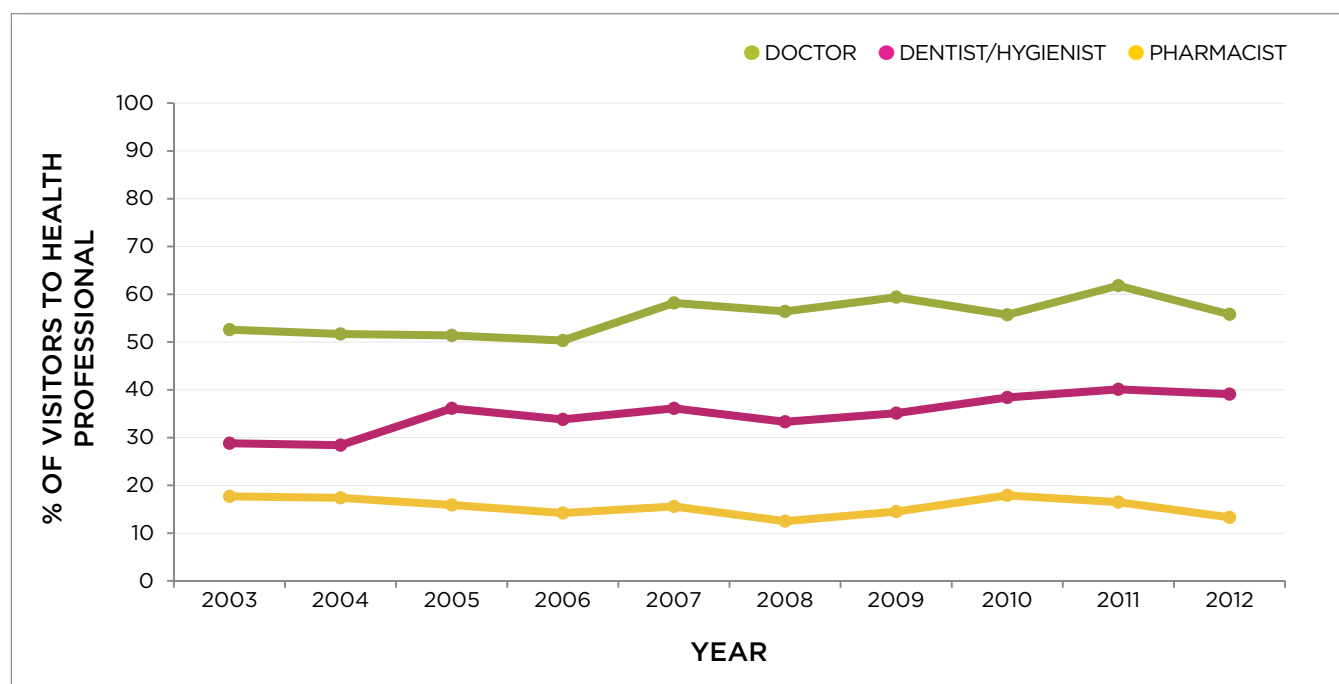
Of those who had visited health professionals, smokers visiting doctors received advice most often (Figure 6.5). Of smokers who had visited a doctor in the past year, 56% received advice to quit smoking, compared to 39% of those who visited a dentist, and 13% of those who had talked to a pharmacist. 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, 2012



DATA SOURCE: CTUMS, 2012

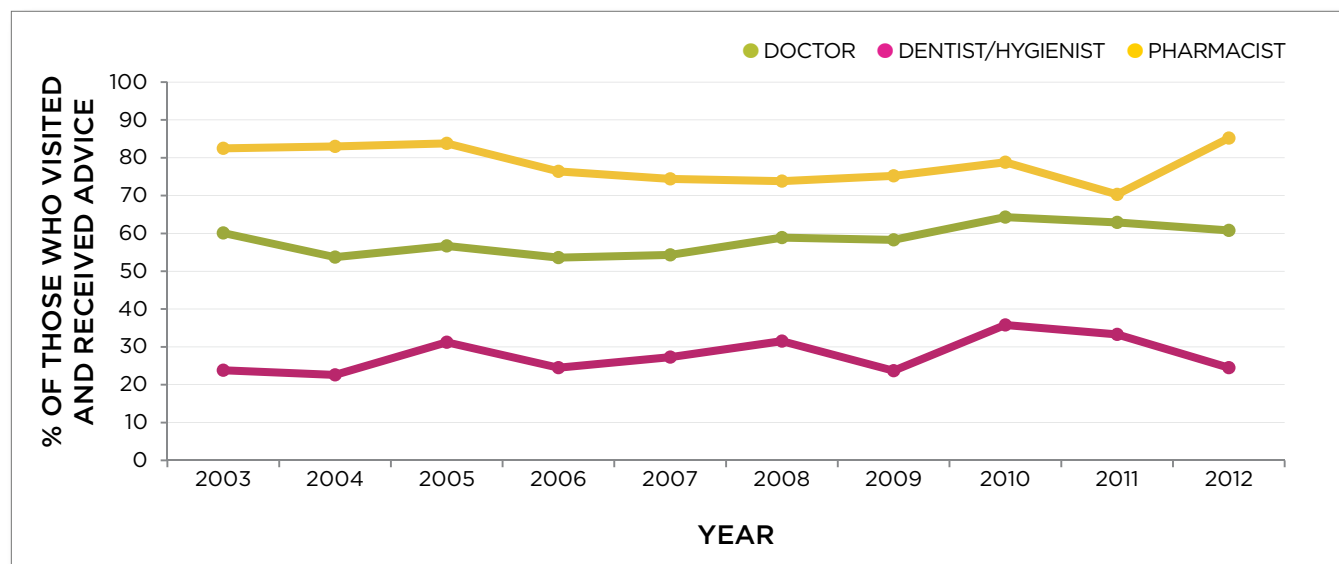
FIGURE 6.5: PERCENTAGE OF VISITORS TO HEALTH PROFESSIONALS WHO RECEIVED ADVICE TO QUIT IN THE PAST 12 MONTHS, 2003-2012



DATA SOURCE: CTUMS, 2003-2012

However, of those who visited and received advice to quit, more received information about quitting assistance from pharmacists (85%), compared to doctors (61%) or dentists/hygienists (25%) (Figure 6.6).

FIGURE 6.6: PERCENTAGE OF THOSE WHO RECEIVED ADVICE WHO ALSO RECEIVED INFORMATION ABOUT QUITTING ASSISTANCE IN THE PAST 12 MONTHS, 2003-2012



DATA SOURCE: CTUMS, 2003-2012

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, 2012

PROVINCE	DOCTOR	DENTIST/HYGIENIST	PHARMACIST
CANADA	43.3% (77.5% visited x 55.8% advised)	24.3% (62.4% visited x 39.1% advised)	6.5% (49.0% talked with x 13.3% advised)
BRITISH COLUMBIA	44.8% (80.3 x 55.8)	27.8% (60.4 x 46.6)	! (56.4% talked with)
ALBERTA	46.5% (79.3 x 58.6)	22.3% (56.2 x 39.7)	! (51.4% talked with)
SASKATCHEWAN	39.9% (75.7 x 52.8)	24.1% (63.4x 38.1)	8.8% (49.3 x 17.8)
MANITOBA	40.8% (76.6 x 53.3)	16.0% (59.1x 27.0)	! (46.2% talked with)
ONTARIO	44.7% (78.9 x 56.7)	30.7% (70.2 x 43.9)	! (45.4% talked with)
QUEBEC	39.4% (72.7 x 54.2)	16.3% (56.1 x 29.1)	! (50.1% talked with)
NEW BRUNSWICK	43.9% (82.2 x 53.4)	19.2% (55.4 x 34.7)	! (47.6% talked with)
NOVA SCOTIA	43.1% (80.8 x 57.4)	27.4% (63.9 x 43.0)	! (55.2% talked with)
PRINCE EDWARD ISLAND	45.9% (80.0 x 57.4)	16.9% (55.0 x 30.8)	11.2% (57.1 x 19.7)
NFLD. & LABRADOR	48.0% (81.7 x 58.8)	15.4% (53.7 x 28.7)	! (47.6% talked with)

! DATA NOT REPORTABLE DUE TO LOW NUMBERS IN THE NUMERATOR AND/OR DENOMINATOR
DATA SOURCE: CTUMS, 2012



Section III: Tobacco Use Among Canadian Youth

HIGHLIGHTS

Among youth in grades 6-9, in 2010-11:

15.5% of students in grades 6-9 overall had ever tried a cigarette, ranging from 6% in grade 6 to 27% in grade 9. (p. 71)

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

2.2% of students in grades 6-9 were current smokers overall, with grade-specific rates ranging from too low to report in grade 6 and 0.7% for grade 7, to 4.9% for grade 9 students. (p. 75)

- Smokers were fairly evenly split between daily (0.9%) and non-daily (1.2%) smoking. (p. 75)
- Similar percentages of males (2.2%) and females (2.1%) were current smokers. (p. 77)
- Prevalence varied by province, and was highest in Quebec and Saskatchewan, at 4.3%. (p. 78)

Daily smokers in grades 7-9 smoked an average of 8.7 cigarettes per day. (p. 80)

7.5% of students in grades 6-9 had ever smoked a cigar or cigarillo. (p. 84)

Most smokers in grades 6-9 usually obtained their cigarettes from social sources, including buying, taking, or being given cigarettes by friends, family or others, or having others buy for them. (p. 82)

Seven out of ten current smokers in grades 6-9 reported ever trying to quit smoking. (p. 88)

Among youth aged 15-19, in 2012:

One in four (24.3%) youth reported ever having smoked a whole cigarette, ranging from 13% of 15-year-olds to 36% of 19-year-olds. (p. 73)

10.9% of youth aged 15-19 were current smokers overall, with age-specific rates ranging from 4.5% for 15-year-olds to 16.7% for 19-year-olds. (p. 75)

- Similar percentages of youth smoked daily (6.6%) and non-daily (4.3%). (p. 75)
- Prevalence was significantly higher among males (12.3%) than females (9.4%). (p. 77)
- By province, prevalence ranged from 8.5% in PEI to over 20% in Saskatchewan. (p. 79)

25% of youth aged 15-19 had ever smoked a cigarillo, and 15% had ever smoked a cigar. (p. 84)

- Males were more likely to have used these products: 21% of males (vs. 9% of females) had smoked a cigar, while 29% of males (vs. 20% of females) had smoked a cigarillo. (p. 85)

Daily smokers aged 15-19 smoked an average of 11.1 cigarettes per day. (p. 80)

58% of smokers aged 15-18 usually obtained cigarettes from retail sources, while one quarter obtained them through social sources, and 16% through "Other" sources. (p. 82)

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

Nearly two-thirds of smokers aged 15-19 had made a quit attempt in the past 12 months. (p. 89)

7. SMOKING INITIATION

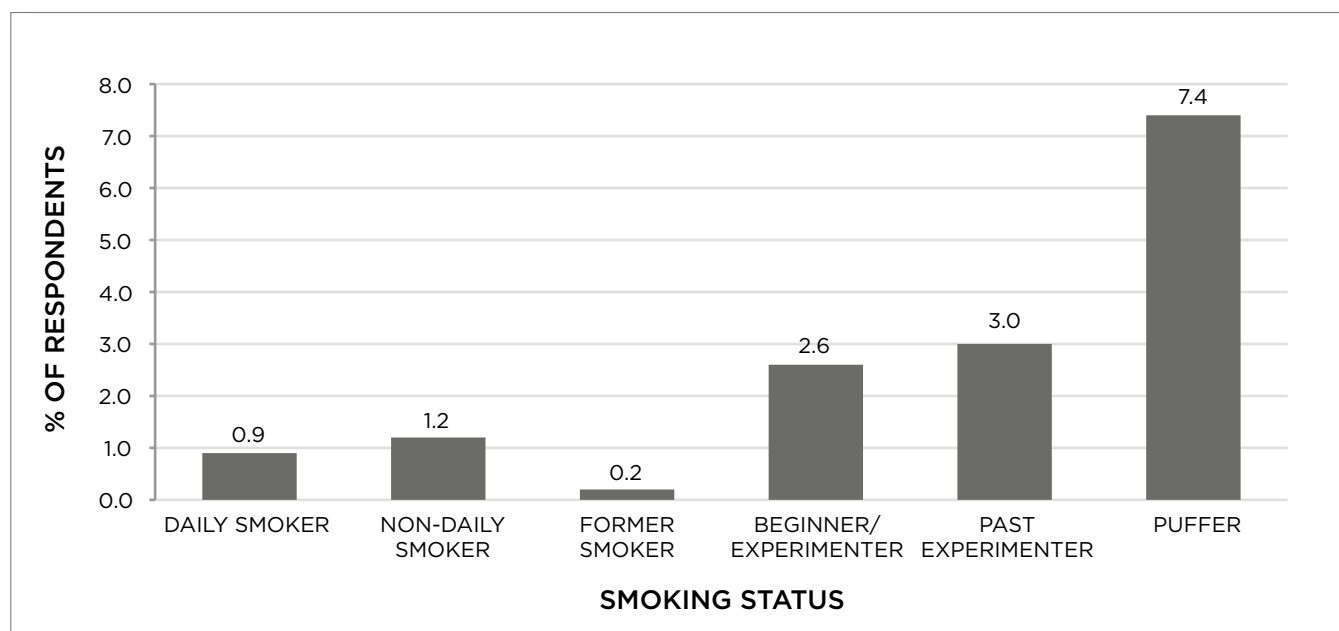
Previous research indicates that most smokers begin smoking by age 19^x. Accordingly, preventing smoking initiation is the target of many youth tobacco interventions, and youth initiation is monitored by Canada's national tobacco surveys.

7.1 EVER SMOKING

Ever smoking among students in grades 6-9

In 2010-11, the majority (84.5%) of students in grades 6-9 surveyed had never tried smoking cigarettes, ranging from 94.0% in grade 6 to 73.3% in grade 9. However, 15.5% 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, 2010-11



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

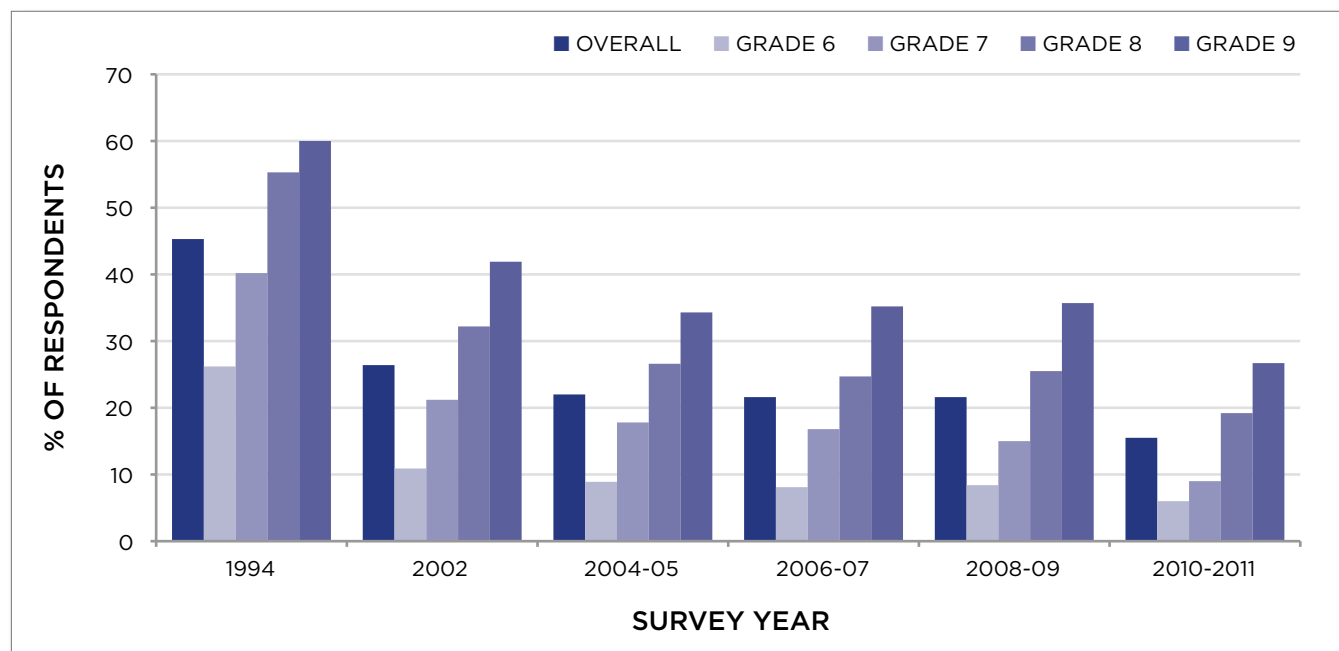
DATA SOURCE: YOUTH SMOKING SURVEY (YSS), 2010-11

In 2010-11, a higher percentage⁵⁷ of male students (16.6%) had tried smoking cigarettes, compared to females (14.3%) in grades 6-9.

85% of students in grades 6-9 had never tried smoking cigarettes.

The overall percentage of students in grades 6-9 who had ever tried smoking dropped drastically between 1994 and the 2000s, and then remained fairly stable before again dropping significantly between 2008-09 and 2010-11⁵⁸ (Figure 7.2). The percentage of students who had tried smoking a cigarette increased with grade level: in 2010-11, 6% of students in grade 6 had tried smoking, compared to 27% of grade 9 students.

FIGURE 7.2: PERCENTAGE OF STUDENTS IN GRADES 6-9 WHO HAD EVER TRIED SMOKING A CIGARETTE, BY GRADE, 1994-2010-11

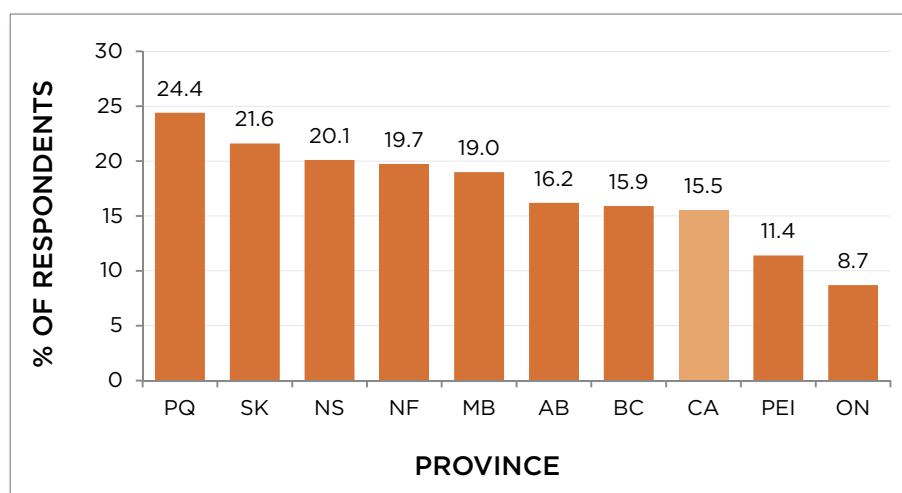


DATA SOURCE: YSS, 1994, 2002, 2004-05, 2006-07, 2008-09, 2010-11

The percentage of students in grades 6-9 who had ever tried smoking a cigarette varied significantly by province⁵⁹ (Figure 7.3). For example, just 8.7% of Ontario youth had tried smoking, while nearly triple that (24.4%) in Quebec had tried.

Note that there are no provincial estimates for New Brunswick for the 2010-11 YSS, as the province declined participation.

FIGURE 7.3: PERCENTAGE OF STUDENTS IN GRADES 6-9 WHO HAD EVER TRIED SMOKING A CIGARETTE, BY PROVINCE*, 2010-11



DATA SOURCE: YSS, 2010-11

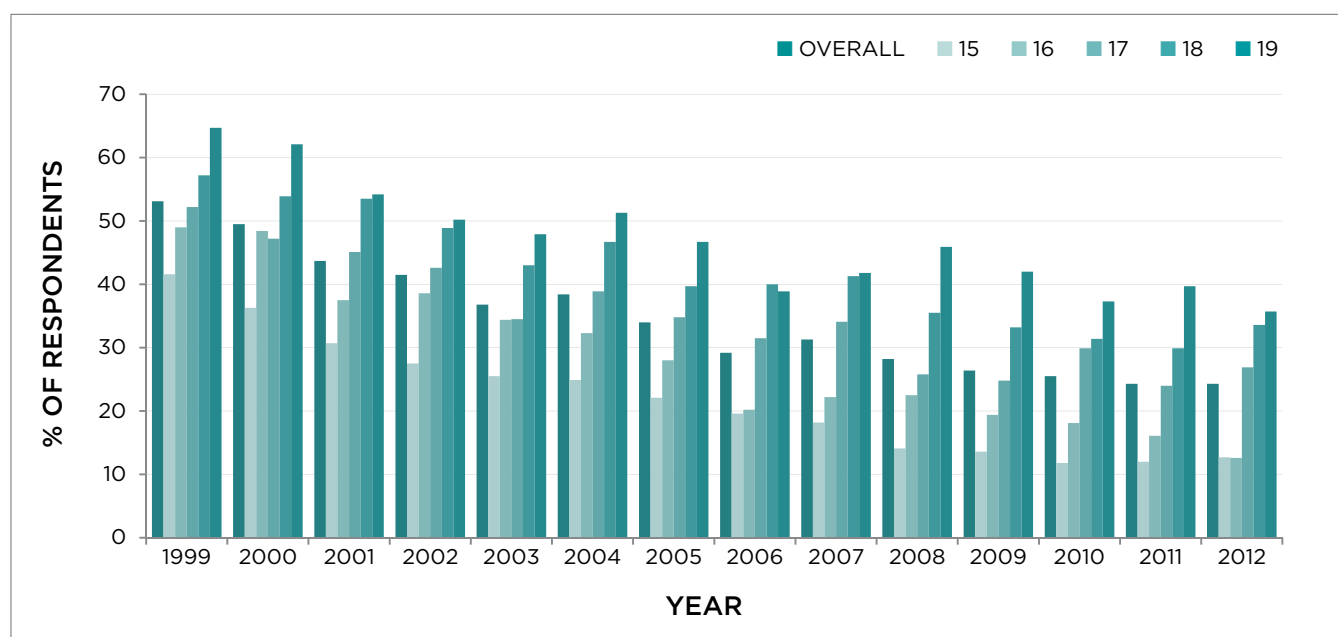
*IN 2010-11, NEW BRUNSWICK DECLINED PARTICIPATION IN THE YSS.

Ever smoking among youth aged 15-19

Among youth aged 15-19, 24.3% reported ever having smoked a whole cigarette in 2012. This was not significantly different from the 2011 rate⁶⁰, although this proportion has halved since 1999 (Figure 7.4). Similar proportions of males (25.6%) and females (23.0%) had ever smoked a whole cigarette⁶¹.

The percentage of students who had ever smoked a whole cigarette increased with age in most years between 1999 and 2012. 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 HAD EVER SMOKED A WHOLE CIGARETTE, BY AGE, 1999-2012



DATA SOURCE: CTUMS, 1999-2012

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 2012 the mean age at which ever-smokers age 25 and over smoked their first cigarette was 16.4.

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^{xi}.

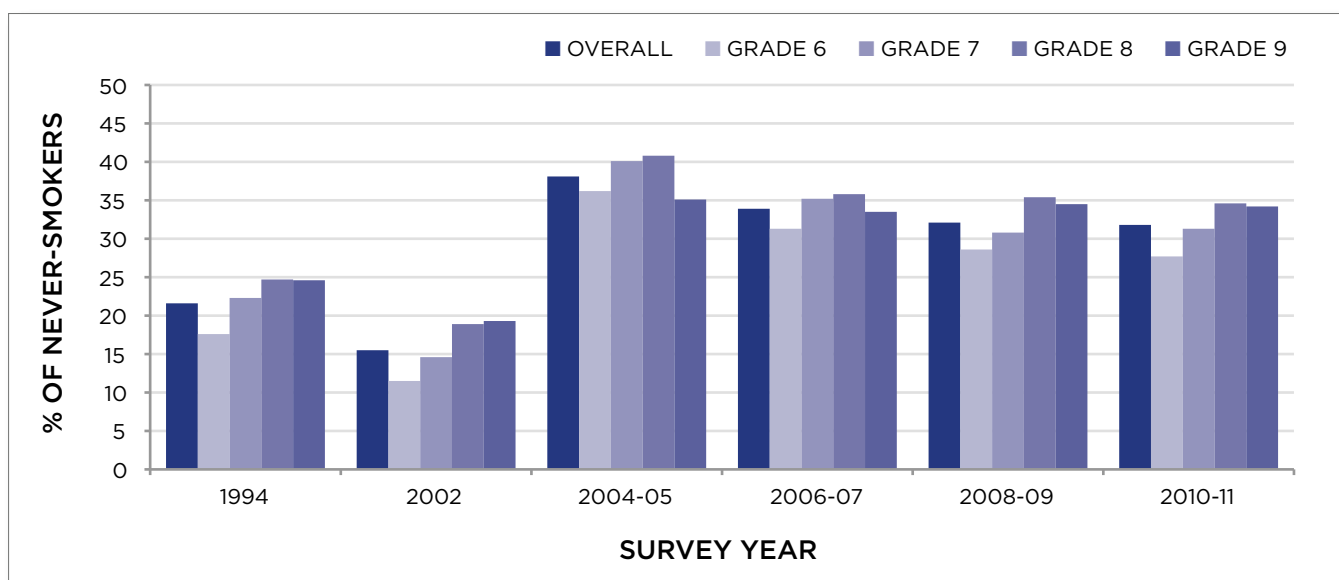
Overall, 31.8% of never-smokers in grades 6-9 were classified as susceptible to smoking* in 2010-11, unchanged from 2008-09⁶². A significantly greater percentage of males (32.9%) were susceptible to smoking, compared to females (30.7%)⁶³.

*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 2008-09 and 2010-11⁶² (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 2010-11, 28% 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, 1994-2010-11



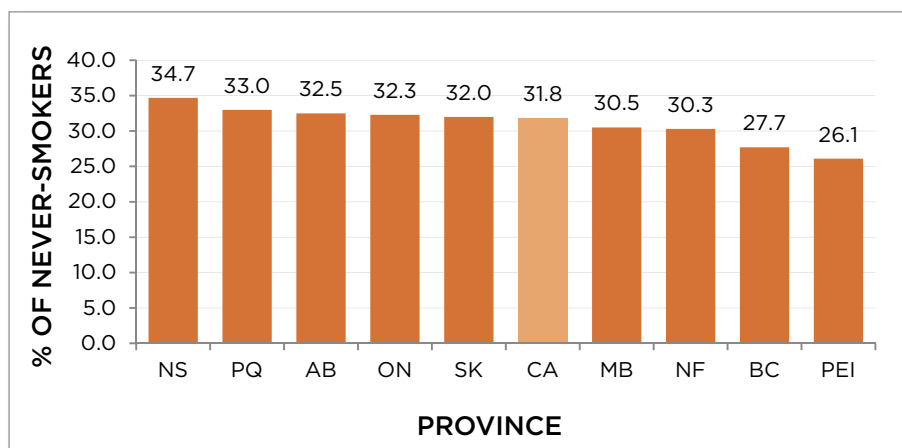
*FROM 2004-05 TO 2010-11, SUSCEPTIBILITY WAS DEFINED AS OUTLINED ABOVE (PAGE 73). IN 1994 AND 2002, STUDENTS WERE CLASSIFIED AS NOT SUSCEPTIBLE IF THEY RESPONDED "NO" TO BOTH OF THE FOLLOWING ITEMS: "HAVE YOU EVER SERIOUSLY THOUGHT ABOUT TRYING SMOKING?" AND "DO YOU THINK YOU MIGHT TRY SMOKING WITHIN THE NEXT MONTH?"; OTHERS WERE CLASSIFIED AS SUSCEPTIBLE.

DATA SOURCE: YSS, 1994, 2002, 2004-05, 2006-07, 2008-09, 2010-11

Susceptibility to smoking by province

The percentage of students in grades 6-9 who were susceptible to smoking varied significantly by province⁶⁴ (Figure 7.6). For example, just 26% of students in Prince Edward Island were susceptible to smoking, while 35% of students in Nova Scotia were susceptible.

FIGURE 7.6: PERCENTAGE OF NEVER-SMOKERS IN GRADES 6-9 WHO WERE SUSCEPTIBLE TO SMOKING, BY PROVINCE*, 2010-11



DATA SOURCE: YSS, 2010-11

*IN 2010-11, NEW BRUNSWICK DECLINED PARTICIPATION IN THE YSS.

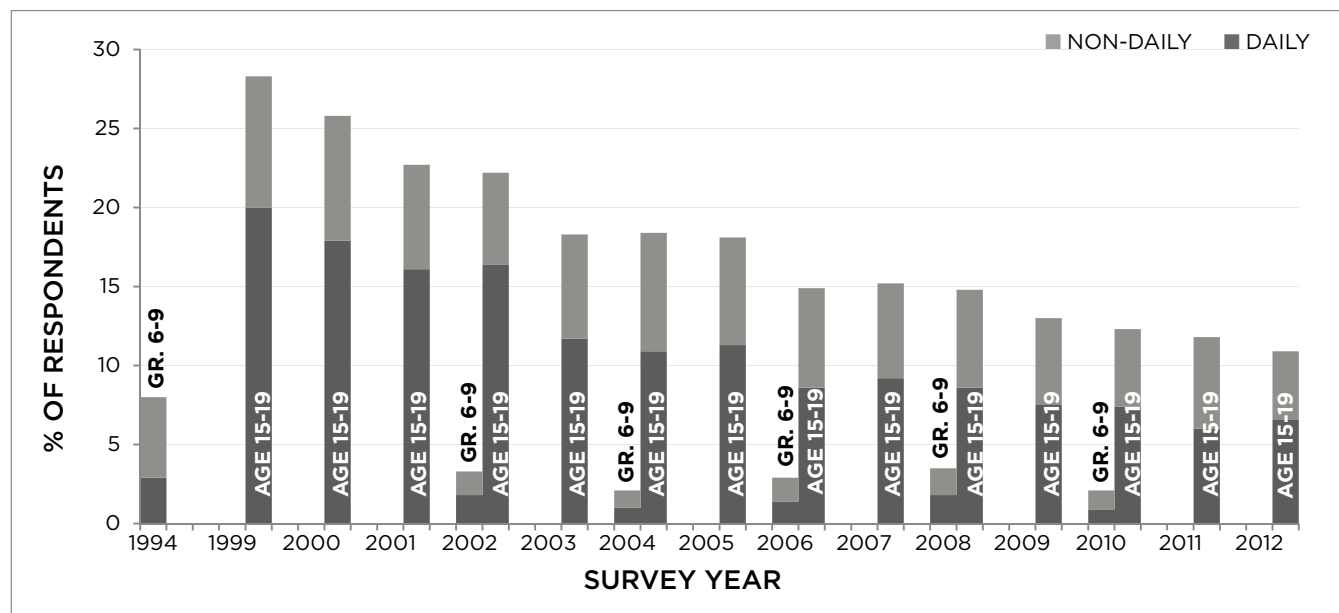
8. CURRENT SMOKING AMONG YOUTH

8.1 SMOKING PREVALENCE

In 2010-11, the smoking rate among students in grades 6-9 was 2.2% overall, although it varied substantially by grade from too low to report to 5% (Figure 8.1). Among adolescents aged 15-19, 11% were current smokers in 2012, again with substantial variation by age, from 5 to 17%. Daily smoking accounted for about half of smoking among youth, increasing with age.

Smoking prevalence among students in grades 6-9 remained fairly steady throughout the 2000's, at less than half of the 1994 rate, but decreased significantly between 2008-09 and 2010-11, overall⁶⁵ and for both daily and non-daily smoking^{66,67} (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 and then beginning to decline again around 2009 (Figure 8.2). Between 2011 and 2012, there was no significant change in overall prevalence⁶⁸, daily smoking⁶⁹; however, non-daily smoking decreased significantly⁷⁰. In previous years, most of the decline in smoking observed among 15- to 19-year-olds appears to be due to decreasing daily smoking.

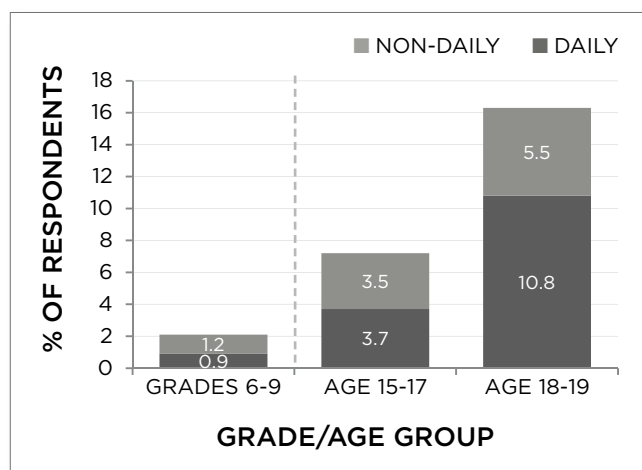
FIGURE 8.2: CURRENT SMOKING PREVALENCE* (DAILY AND NON-DAILY), GRADES 6-9 AND AGE 15-19, 1994-2012



* CURRENT DAILY/NON-DAILY SMOKER AND SMOKED IN PAST 30 DAYS

DATA SOURCES: CTUMS, 1999-2012; YSS, 1994, 2002, 2004-05, 2006-07, 2008-09, 2010-11

FIGURE 8.1: CURRENT SMOKING PREVALENCE, GRADES 6-9, 2010-11, AND AGE 15-19, 2012



DATA SOURCES: CTUMS, 2012; YSS, 2010-11

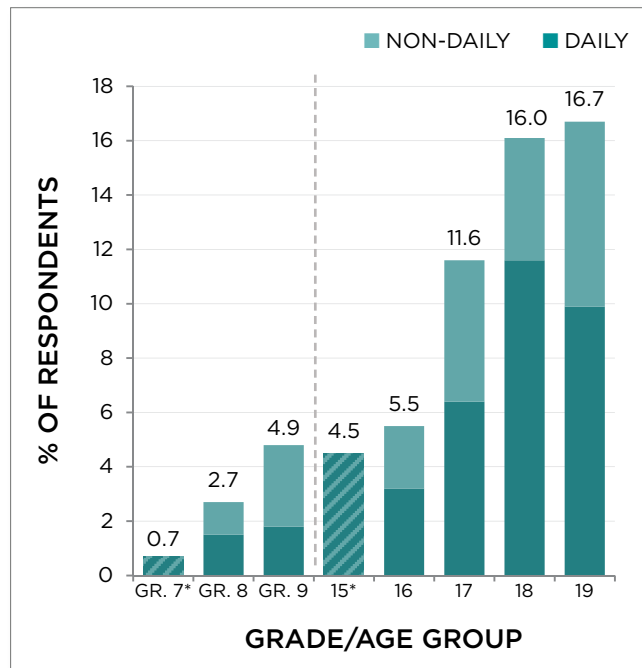
Smoking Prevalence by Age

Smoking prevalence appeared to increase with age: smoking rates were too low to report among grade 6 students, but increased fairly steadily to 17% of 19-year-olds (Figure 8.3).

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

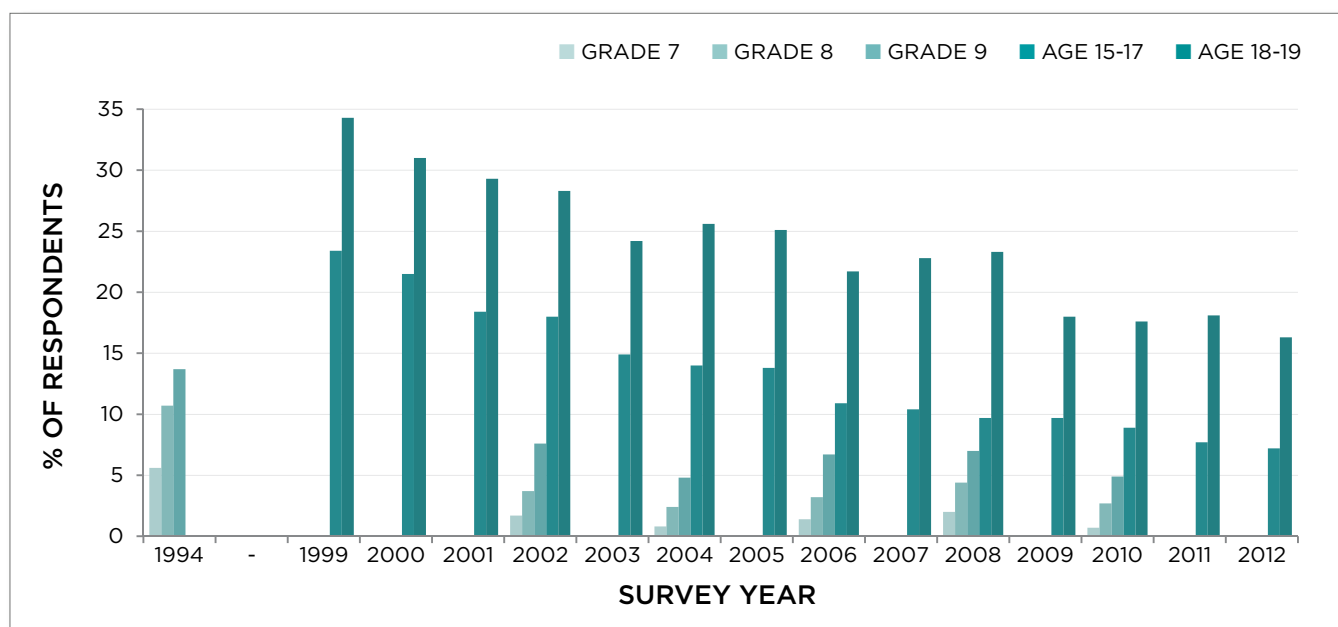
Among students in grades 7-9, smoking patterns by grade were fairly stable between 2002 and 2010-11, and much lower in these years than in 1994 (Figure 8.4). Over time, smoking among youth aged 15-17 has declined fairly steadily, while smoking among 18- to 19-year-olds has also declined, albeit with less consistency (slight increases in some years) and has plateaued in recent years (Figure 8.4). This has led to a greater difference in smoking rates between older and younger adolescents: in 2012, the smoking rate among 18- to 19-year-olds was more than double that of 15-to 17-year olds.

FIGURE 8.3: CURRENT SMOKING PREVALENCE BY GRADE/AGE, GRADES 7-9*, 2010-11, AND AGE 15-19, 2012



*DATA FOR GR. 6, AND GR. 7 'DAILY' AND AGE 15 'DAILY' NOT REPORTABLE DUE TO LOW NUMBERS IN THE NUMERATOR AND/OR DENOMINATOR; OVERALL PREVALENCE SHOWN FOR GR. 7 AND AGE 15
DATA SOURCES: CTUMS, 2012; YSS, 2010-11

FIGURE 8.4: CURRENT SMOKING PREVALENCE* BY GRADE/AGE, GRADES 7-9** AND AGE 15-19, 1994-2012



*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, 1999-2012; YSS, 1994, 2002, 2004-05, 2006-07, 2008-09, 2010-11

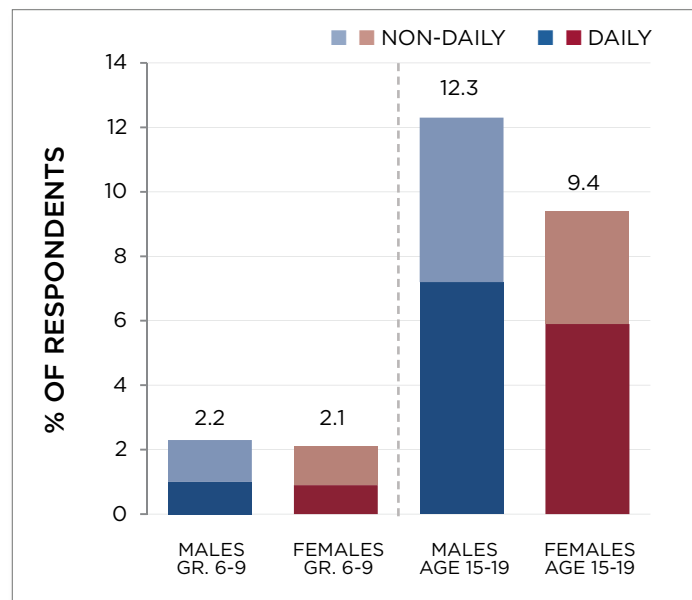
Smoking Prevalence by Sex

Smoking prevalence was not significantly different between males and females among students in grades 6-9 in 2010-11⁷¹. However, among youth aged 15-19, in 2012, significantly more males than females smoked⁷² (Figure 8.5).

Over time, among 15- to 19-year-olds, prevalence patterns have shifted from higher female smoking prevalence up until 2005, to greater percentages of males smoking in the most recent years (Figure 8.6).

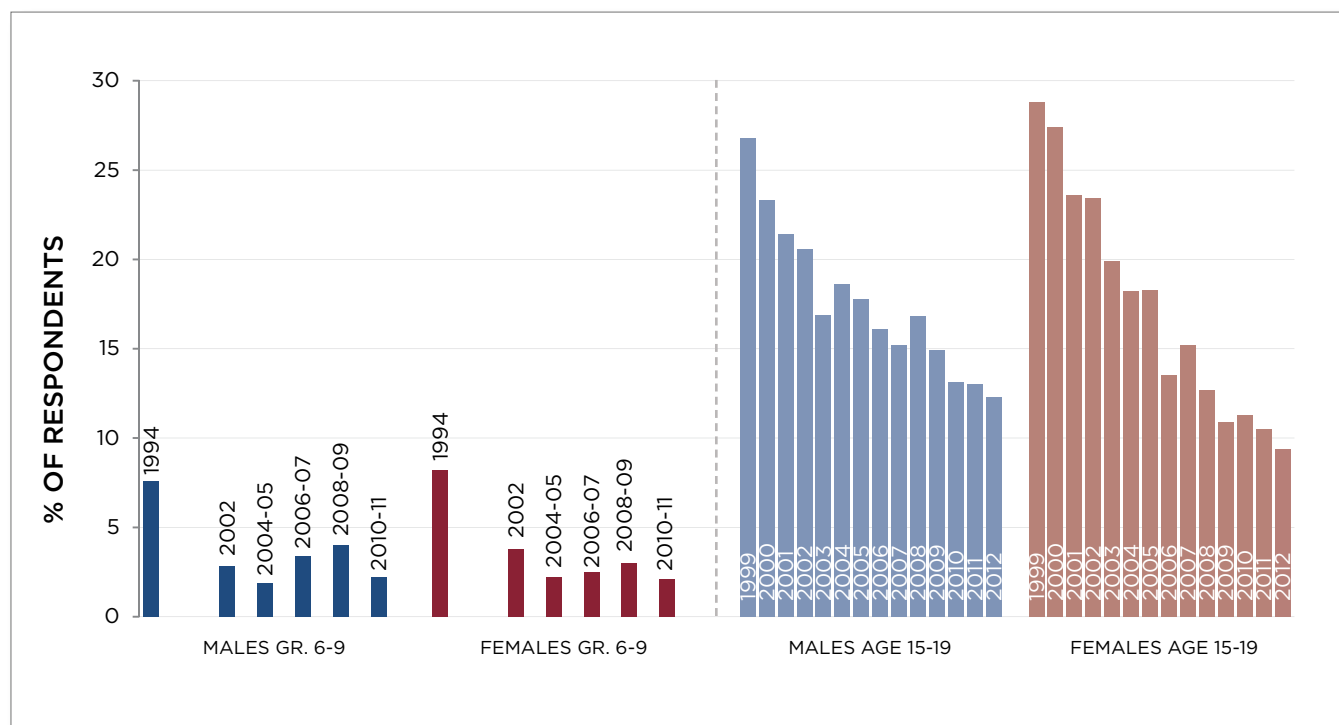
Among students in grades 6-9, the same general pattern was observed, although with much smaller differences between the sexes: females had slightly higher smoking rates from 1994 to 2004-05, and males had slightly higher rates in more recent years, although this appears to have equalized in 2010-11 (Figure 8.6).

FIGURE 8.5: CURRENT SMOKING PREVALENCE BY SEX, GRADES 6-9, 2010-11, AND AGE 15-19, 2012



DATA SOURCES: CTUMS, 2012; YSS, 2010-11

FIGURE 8.6: CURRENT SMOKING PREVALENCE (DAILY AND NON-DAILY) BY SEX, GRADES 6-9 AND AGE 15-19, 1994-2012



DATA SOURCES: CTUMS, 1999-2012; YSS, 1994, 2002, 2004-05, 2006-07, 2008-09, 2010-11

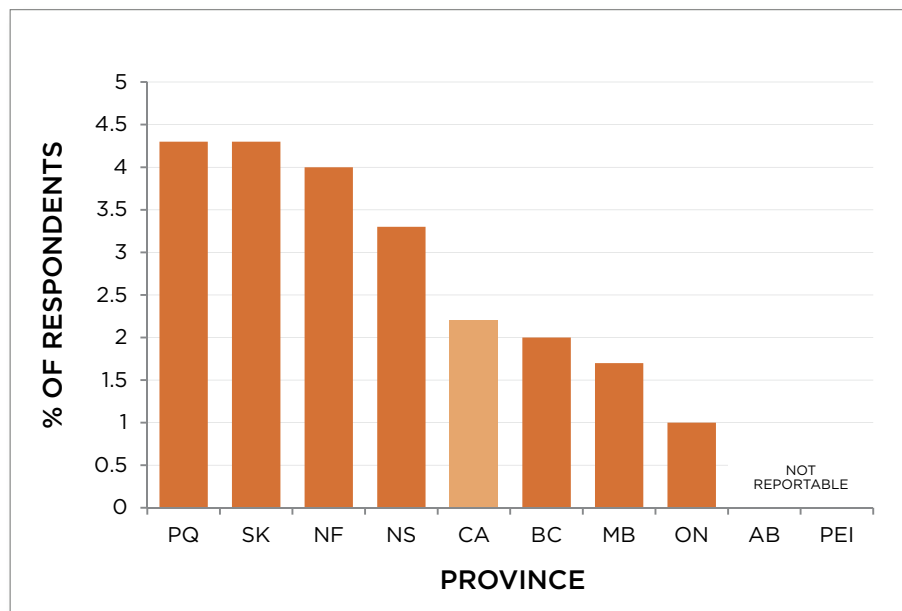
Smoking Prevalence by Province

PREVALENCE AMONG STUDENTS IN GRADES 6-9

Smoking prevalence among students in grades 6-9 varied significantly by province in 2010-11⁷³ (Figure 8.7). Prevalence was highest in Quebec and Saskatchewan, at 4.3%.

Between 1994 and 2004-05, smoking declined substantially in all provinces (Table 8.1). From 2008-09 to 2010-11, prevalence appears to have decreased slightly in most provinces.

FIGURE 8.7: CURRENT SMOKING PREVALENCE* BY PROVINCE**, GRADES 6-9, 2010-11



*INCLUDES DAILY AND NON-DAILY SMOKERS

** IN 2010-11, NEW BRUNSWICK DECLINED PARTICIPATION IN THE YSS.

! DATA NOT REPORTABLE DUE TO LOW NUMBERS IN THE NUMERATOR AND/OR DENOMINATOR

DATA SOURCE: YSS, 2010-11

TABLE 8.1: CURRENT SMOKING PREVALENCE* BY PROVINCE, GRADES 6-9, 1994-2011

YEAR	1994	2002	2004-05	2006-07	2008-09	2010-11
CANADA	7.9	3.3	2.1	3.0	3.5	2.2
BRITISH COLUMBIA	7.7	2.3	!	3.0	3.2	2.0
ALBERTA	7.5	!	!	!	!	!
SASKATCHEWAN	6.1	3.2	2.1	!	6.1	4.3
MANITOBA	6.8	4.2	2.1	3.2	2.5	1.7
ONTARIO	4.6	!	1.0	1.9	1.4	1.0
QUEBEC	14.1	7.6	4.3	5.2	7.6	4.3
NEW BRUNSWICK	8.0	5.1	3.3	3.3	3.8	**
NOVA SCOTIA	7.6	4.6	2.9	3.8	2.8	3.3
PRINCE EDWARD ISLAND	7.7	!	!	2.3	2.2	!
NFLD. & LABRADOR	9.3	5.9	3.8	!	5.6	4.0

* CURRENT DAILY/NON-DAILY SMOKER AND SMOKED IN PAST 30 DAYS

** IN 2010-11, NEW BRUNSWICK DECLINED PARTICIPATION IN THE YSS.

! DATA NOT REPORTABLE DUE TO LOW NUMBERS IN THE NUMERATOR AND/OR DENOMINATOR

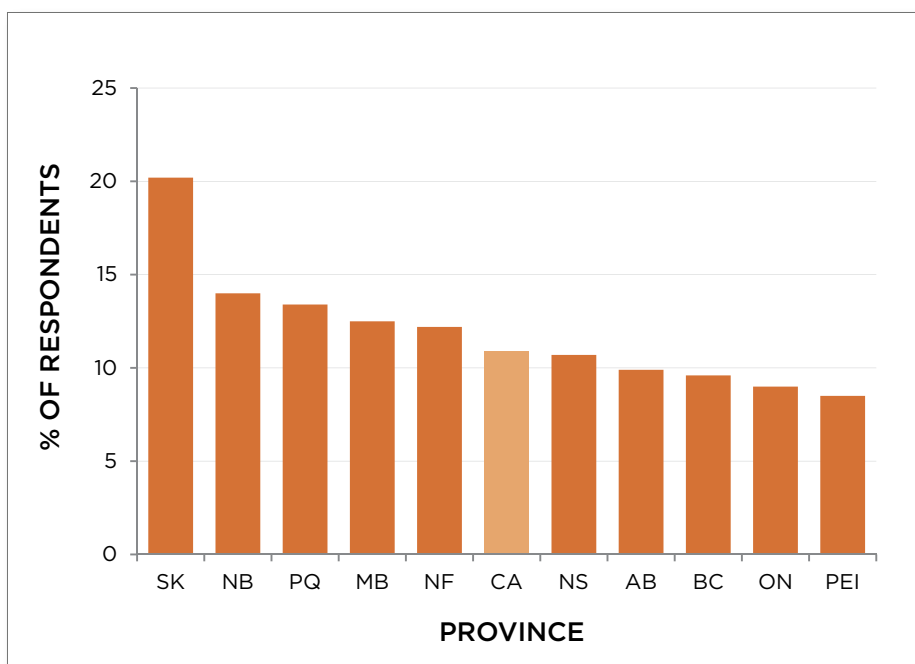
DATA SOURCE: YSS, 1994, 2002, 2004-05, 2006-07, 2008-09, 2010-11

PREVALENCE AMONG YOUTH AGED 15-19

Among youth aged 15-19, smoking prevalence varied significantly by province⁷⁴ in 2012 (Figure 8.8). Prevalence ranged from 8.5% in Prince Edward Island to over 20% in Saskatchewan.

Between 1999 and 2012, smoking prevalence decreased substantially in all provinces; during this time, smoking rates were reduced by more than half in Canada, as well as in most provinces (Table 8.2). However, between 2011 and 2012, little or no progress was made in many provinces.

FIGURE 8.8: CURRENT SMOKING PREVALENCE* BY PROVINCE, AGE 15-19, 2012



*INCLUDES DAILY AND NON-DAILY SMOKERS
DATA SOURCE: CTUMS, 2012

TABLE 8.2: CURRENT SMOKING PREVALENCE* BY PROVINCE, AGE 15-19, 1999-2012

YEAR	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
CANADA	27.7	25.3	22.5	22.0	18.3	18.4	18.1	14.9	15.2	14.8	13.0	12.2	11.8	10.9
BRITISH COLUMBIA	20.2	18.0	16.8	14.8	13.6	12.8	14.4	12.4	9.0	15.2	12.5	8.9	10.1	9.6
ALBERTA	26.4	24.4	24.1	19.0	18.1	15.7	18.9	15.2	20.1	16.0	12.4	17.0	8.3	9.9
SASKATCHEWAN	31.4	24.1	27.1	29.0	28.2	24.7	24.9	20.8	22.0	20.0	18.3	20.3	19.8	20.2
MANITOBA	29.5	25.4	28.2	23.3	20.3	21.0	20.0	19.7	20.1	17.0	17.9	15.0	14.3	12.5
ONTARIO	24.8	25.1	18.8	19.2	14.5	16.8	16.0	12.5	13.5	12.8	9.1	9.1	9.1	9.0
QUEBEC	35.7	29.6	28.6	32.0	25.5	24.1	22.8	18.3	17.4	16.6	18.1	15.0	17.3	13.4
NEW BRUNSWICK	27.4	29.9	24.6	17.6	21.6	17.7	17.9	15.7	16.8	14.2	15.7	11.9	13.8	14.0
NOVA SCOTIA	30.1	25.1	26.8	20.2	18.4	20.3	12.9	14.8	13.4	14.4	14.2	15.8	11.8	10.7
PRINCE EDWARD ISLAND	28.3	21.5	20.4	19.3	19.5	16.6	12.9	14.1	13.1	13.7	14.2	11.3	14.4	8.5
NFLD. & LABRADOR	29.9	28.4	22.0	22.2	22.0	21.1	19.0	16.2	16.8	14.7	16.0	15.1	11.1	12.2

*INCLUDES DAILY AND NON-DAILY SMOKERS
DATA SOURCE: CTUMS, 1999-2012

8.2 CIGARETTE CONSUMPTION

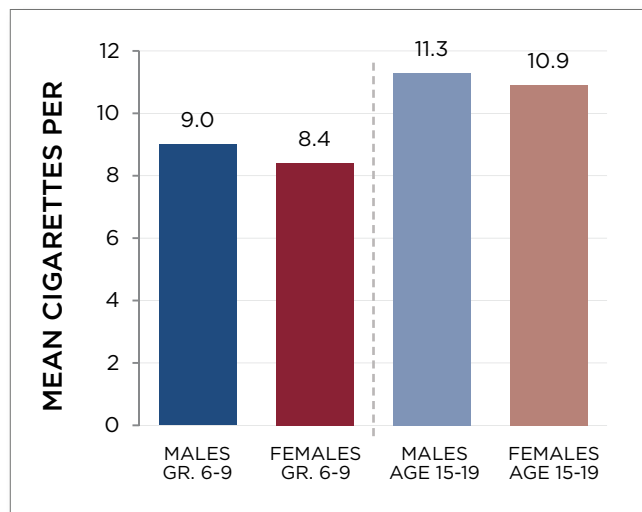
In 2010-11, average daily cigarette consumption among daily smokers in grades 7-9 was 8.7, which was not significantly different from the 2008-09 rate of 10.9⁷⁵. Among 15- to 19-year-olds, average daily cigarette consumption was 11.1 in 2012, no significant change from 2011⁷⁶.

Cigarette Consumption by Sex

Among daily smokers in grades 7-9, mean daily cigarette consumption was similar among males and females in 2010-11⁷⁷ (Figure 8.9). In this age group, consumption appears to have fluctuated over time among males, but remained stable among females (Figure 8.10).

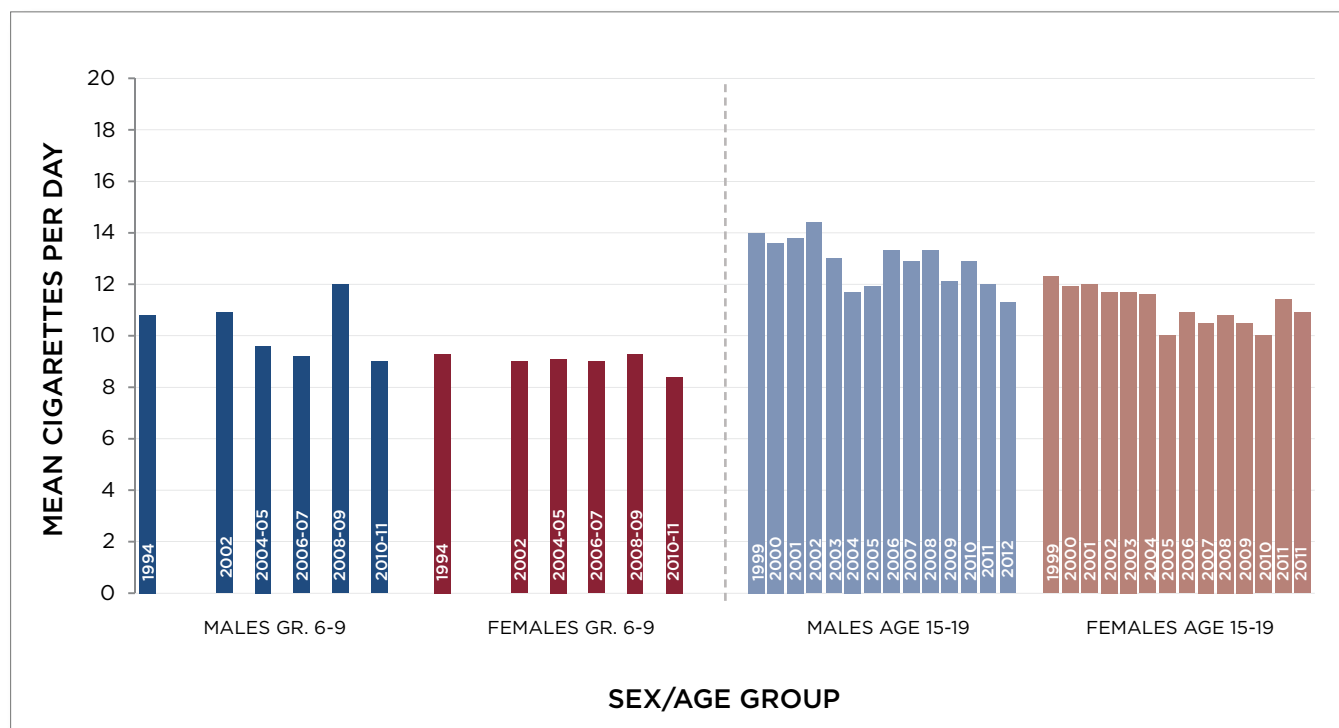
Among daily smokers aged 15-19, there was no significant difference in daily cigarette consumption between males and females in 2012⁷⁸ (Figure 8.9). However, males appeared to have smoked more than females in all preceding years (Figure 8.10).

FIGURE 8.9: AVERAGE DAILY CIGARETTE CONSUMPTION* BY SEX, GRADES 7-9, 2010-11, AND AGE 15-19, 2012



*AMONG DAILY SMOKERS
DATA SOURCES: CTUMS, 2012; YSS 2010-11

FIGURE 8.10: AVERAGE DAILY CIGARETTE CONSUMPTION* BY SEX, GRADES 7-9 AND AGE 15-19, 1994-2012



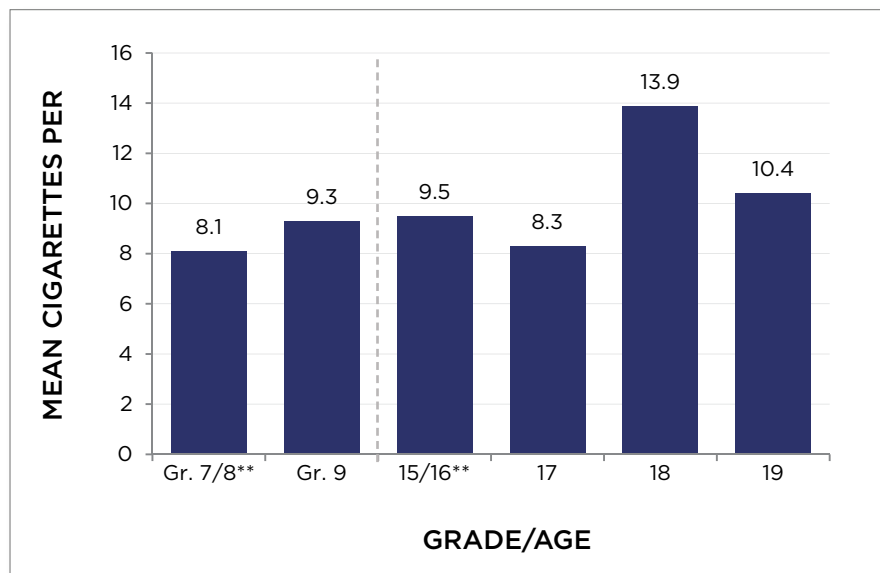
*AMONG DAILY SMOKERS
DATA SOURCES: CTUMS, 1999-2012; YSS, 1994, 2002, 2004-05, 2006-07, 2008-09, 2010-11

Cigarette Consumption by Age

In 2010-11/2012, cigarette consumption appeared to be higher among older daily smokers (Figure 8.11).

Among daily smokers aged 15-19, average daily cigarette consumption has decreased overall between 1999 and 2012, although there has not been much net change in the last 5 years, particularly among those aged 18-19 (Figure 8.12). Among smokers in grades 7-9, daily cigarette consumption has remained roughly between 9 and 11 since 1994.

FIGURE 8.11: AVERAGE DAILY CIGARETTE CONSUMPTION* BY AGE, GRADES 7-9, 2010-11, AND AGE 15-19, 2012

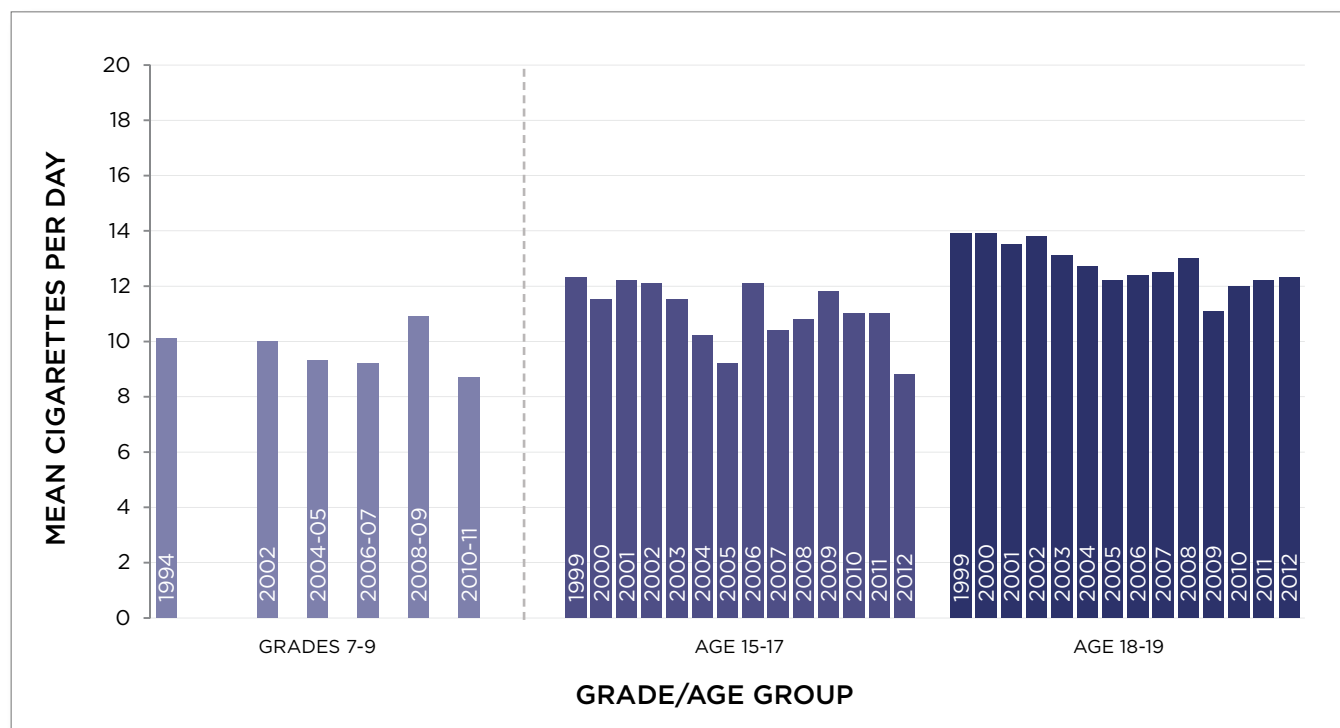


*AMONG DAILY SMOKERS

**GRADE 7/8 AND AGE 15/16 HAVE BEEN COMBINED DUE TO LOW NUMBERS

DATA SOURCE: CTUMS, 2012; YSS 2010-11

FIGURE 8.12: AVERAGE DAILY CIGARETTE CONSUMPTION* BY AGE GROUP, GRADES 7-9 AND AGE 15-19, 1994-2012



*AMONG DAILY SMOKERS

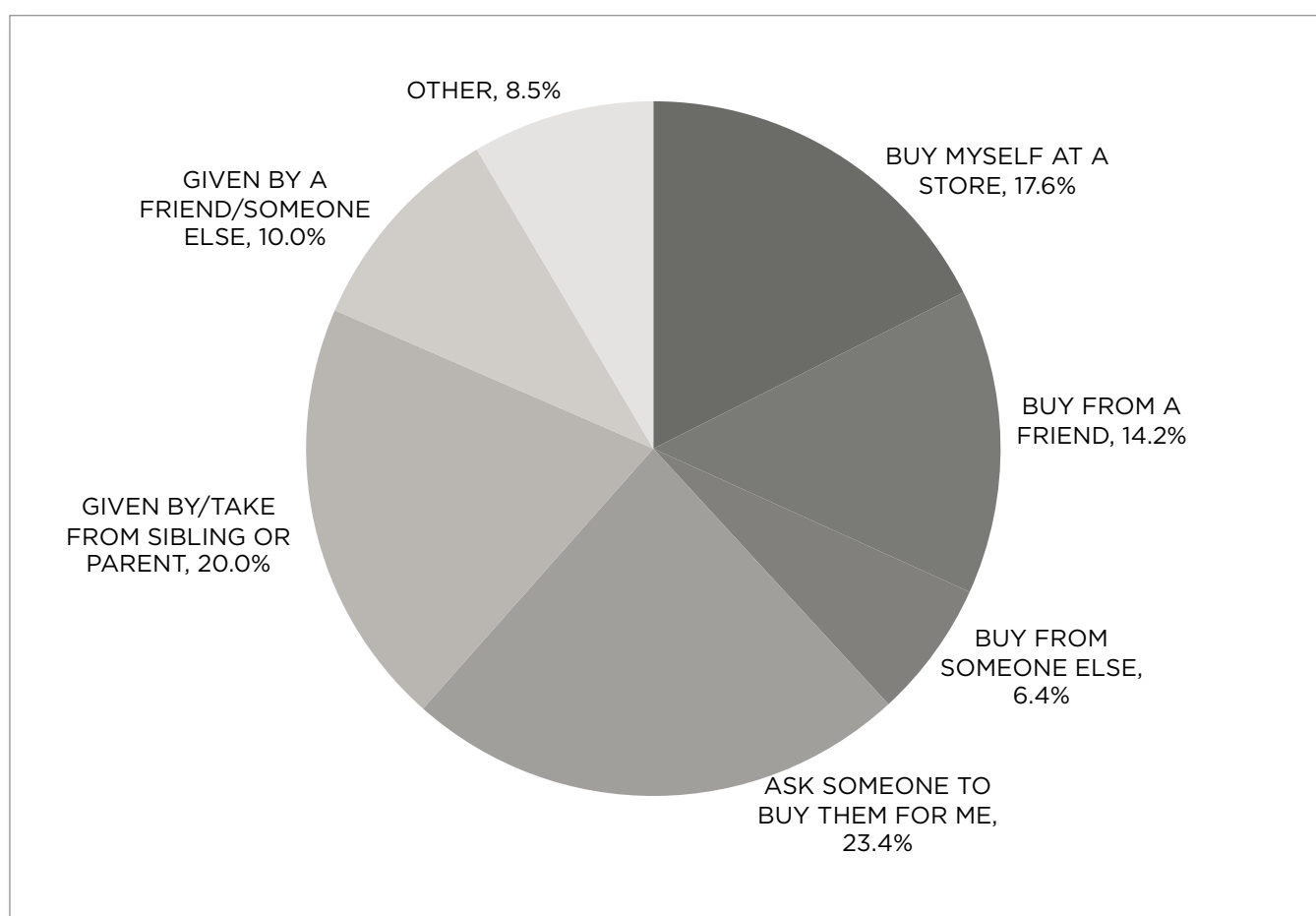
DATA SOURCE: CTUMS, 1999-2012; YSS, 1994, 2002, 2004-05, 2006-07, 2008-09, 2010-11

9. SOURCES OF CIGARETTES

SOURCES OF CIGARETTES FOR STUDENTS IN GRADES 6-9

In 2010-11, when smokers in grades 6-9 were asked where they usually got their cigarettes, most reported obtaining them from social sources. Nearly half of smokers usually asked someone to buy cigarettes for them, or bought them from a friend or someone else. Another 30% reported being given cigarettes by a friend, family member or someone else, or taking them from a family member. Approximately one in six smokers reported usually purchasing cigarettes from a store themselves (Figure 9.1).

FIGURE 9.1: USUAL SOURCES OF CIGARETTES FOR CURRENT SMOKERS* IN GRADES 6-9, 2010-11



*CURRENT SMOKER = SMOKED 100+ CIGARETTES IN LIFETIME AND SMOKED IN THE PAST 30 DAYS
DATA SOURCE: YSS, 2010-11

The vast majority 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.

SOURCES OF CIGARETTES FOR 15- TO 18-YEAR-OLDS

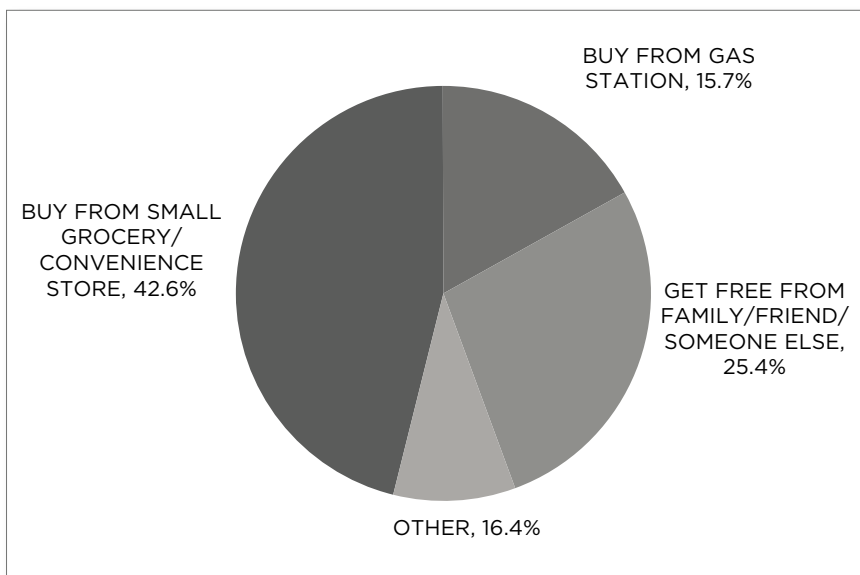
The legal age to purchase cigarettes is 19 in most provinces, with the exception of Alberta, Saskatchewan, Manitoba, and Quebec, where the legal purchase age is 18. In the age group 15-18, most of the smokers surveyed would be underage for purchasing cigarettes.

In 2012, 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). One quarter reported being given cigarettes by another person, including friends, family and others. A substantial percentage (16.4%) reported getting cigarettes from "Other" sources.

In 2012, six in ten (59.8%) 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, around three-quarters (73.6%) had either been asked for ID or been refused sale (Figure 9.3).

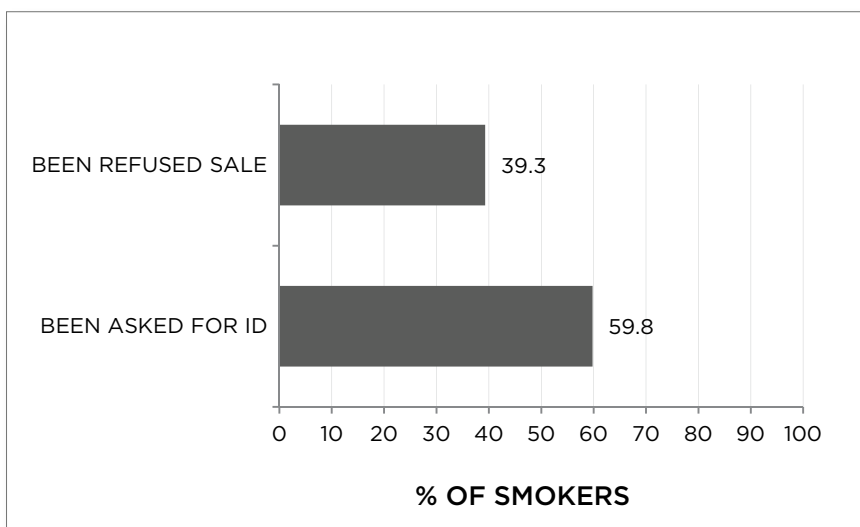
FIGURE 9.2: PERCENTAGE OF SMOKERS AGED 15-18 WHO USUALLY GOT CIGARETTES FROM VARIOUS SOURCES, 2012



*SOME CATEGORIES HAVE BEEN COMBINED DUE TO LOW NUMBERS: "BUY FROM SMALL GROCERY/CONVENIENCE STORE" INCLUDES "SUPERMARKET" AND "ANOTHER KIND OF STORE"; "OTHER" INCLUDES "BUY FROM A FIRST NATIONS RESERVE" AND "OTHER".

DATA SOURCE: CTUMS, 2012

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, 2012



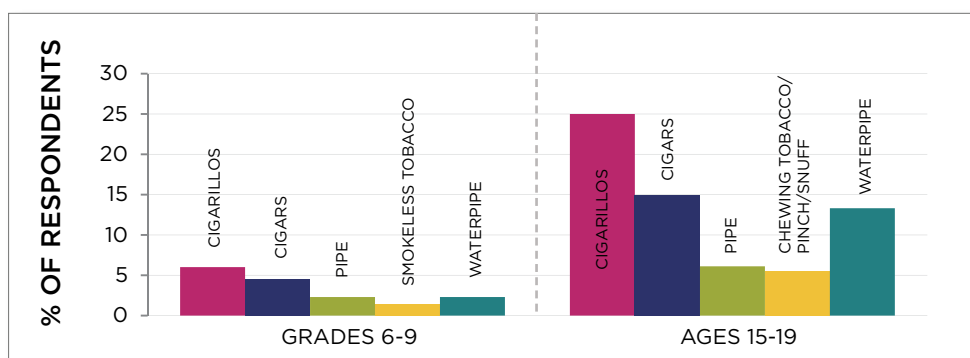
DATA SOURCE: CTUMS, 2012

10. USE OF OTHER TOBACCO PRODUCTS

In 2010-11, 6% of students in grades 6-9 reported having ever smoked a cigarillo, and nearly 5% had smoked a cigar (Figure 10.1). In 2012, among youth aged 15-19, these figures were 25% and 15%, respectively. Far fewer youth reported having smoked a pipe, or used smokeless tobacco.

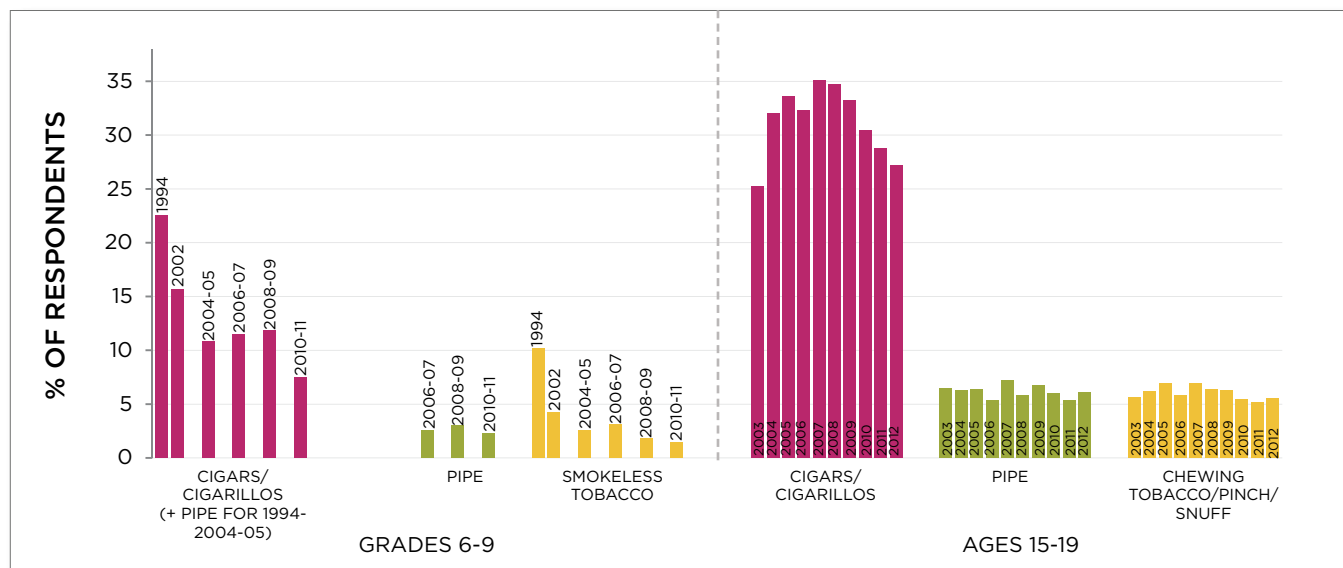
Among youth aged 15-19, ever use of cigars/cigarillos increased between 2003-2007 but has declined in recent years, while ever use of a pipe or chewing tobacco/pinch/snuff has remained fairly stable over this time (Figure 10.2). Between 2011 and 2012, there was no significant change in use of either cigars/cigarillos⁷⁹, pipe⁸⁰ or chewing tobacco/pinch/snuff⁸¹ in the 15-19 age group. Among students in grades 6-9, ever use of other tobacco products decreased between 1994 and 2004-05 and has remained low, but varied, since then. Between 2008-09 and 2010-11, use of cigars/cigarillos⁸² and pipe⁸³ decreased significantly, but there was no significant change in use of smokeless tobacco⁸⁴.

FIGURE 10.1: PERCENTAGE OF YOUTH WHO HAD EVER TRIED VARIOUS TOBACCO PRODUCTS, GRADES 6-9, 2010-11, AND AGE 15-19, 2012



DATA SOURCE: CTUMS, 2012; YSS, 2010-11

FIGURE 10.2: PERCENTAGE OF YOUTH IN GRADES 6-9 AND AGE 15-19 WHO HAD EVER TRIED VARIOUS TOBACCO PRODUCTS, 1994-2012



NOTE: CATEGORIES HAVE BEEN COMBINED IN SOME CASES: CTUMS ITEMS FOR CIGARS AND CIGARILLOS COMBINED IN 2007-2011; 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 AND 2010-11

DATA SOURCE: CTUMS, 2003-2012; YSS, 1994, 2002, 2004-05, 2006-07, 2008-09, 2010-11

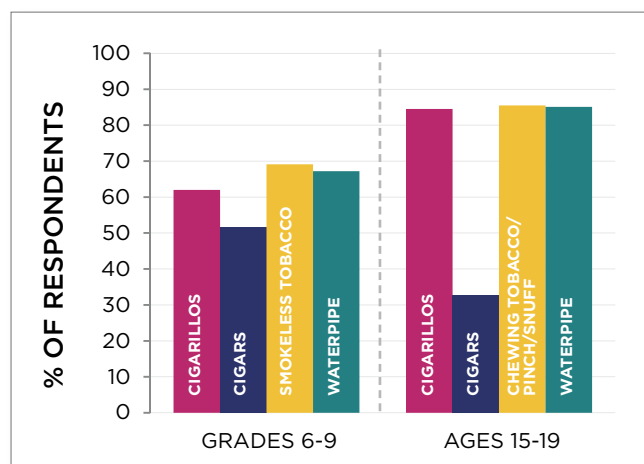
FLAVOURED TOBACCO PRODUCTS

Previous research has shown that flavoured tobacco products have greater appeal among youth^{xii}, and recent federal legislation (*Cracking Down on Tobacco Marketing Aimed at Youth Act*^{xiii}) was enacted in an effort to limit youth access to such products. However, flavoured products remain popular among youth. Among all students in grades 6-9, 7.8% reported ever using flavoured tobacco products.

Figure 10.3 shows the percentage of youth who had used a flavoured product in the last 30 days, among those who had used each type of product in the last 30 days. Overall, 63%* of youth in grades 6-9 and 82% of youth aged 15-19 who had used any non-cigarette tobacco products in the last 30 days had used a flavoured product, although this varied by product. Further, 27% of last-30-day smokers in grades 6-9 had used menthol cigarettes.

For more information, please refer to the *Special Supplement on Flavoured Tobacco*.

FIGURE 10.3: PERCENTAGE OF YOUTH WHO HAD USED FLAVOURED TOBACCO PRODUCTS, AMONG LAST 30-DAY USERS, GRADES 6-9, 2010-11, AND AGE 15-19, 2011 AND AGE 15-19, 2012



DATA SOURCE: CTUMS, 2012; YSS, 2010-11

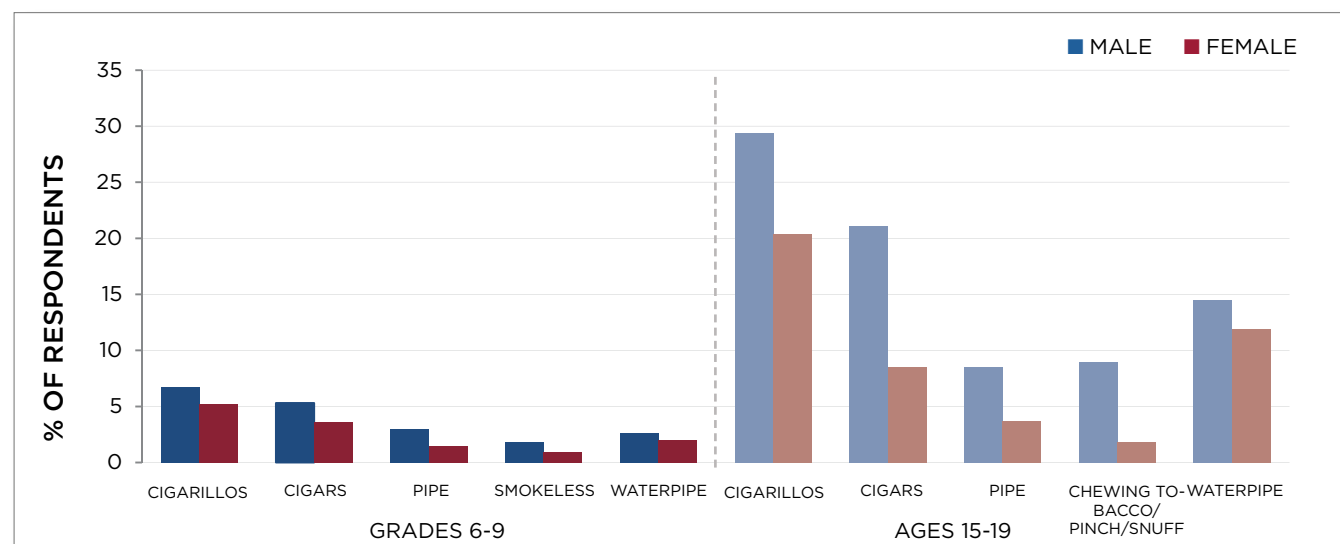
*REPORTED AS 70% IN THE 2013 EDITION, AND SINCE REVISED TO BE PRODUCT-SPECIFIC FOR THOSE PRODUCTS USED IN PAST 30 DAYS

DEMOGRAPHIC PATTERNS IN OTHER TOBACCO USE

Use of Other Tobacco Products by Sex

In 2012, among youth aged 15-19, significantly more males than females had tried all tobacco products⁸⁵⁻⁸⁷ except waterpipe⁸⁸ (Figure 10.4). This gender difference appeared to be particularly large for cigars, pipe and chewing tobacco/snuff. Gender differences appeared to be particularly large for cigars, pipe and chewing tobacco/snuff. The same pattern was observed among younger students: more males than females in grades 6-9 had ever tried all tobacco products⁸⁹⁻⁹¹, except waterpipe⁹².

FIGURE 10.4: PERCENTAGE OF YOUTH WHO HAD EVER TRIED VARIOUS TOBACCO PRODUCTS, BY SEX, GRADES 6-9, 2010-11, AND AGE 15-19, 2012



DATA SOURCE: CTUMS, 2012; YSS, 2010-11

Use of Other Tobacco Products by Province

Use of other tobacco products among students in grades 6-9 varied significantly by province for all tobacco products⁹³⁻⁹⁶ (Table 10.1). Quebec had the highest percentage of youth ever trying cigars (9%), cigarillos (12%), and waterpipe (4%).

TABLE 10.1: PERCENTAGE OF YOUTH IN GRADES 6-9 WHO HAD EVER TRIED VARIOUS TOBACCO PRODUCTS, BY PROVINCE, 2010-11

PROVINCE	Cigarillos	Cigars	Pipe	Smokeless tobacco	Waterpipe
CANADA	6.0%	4.5%	2.3%	1.4%	2.3%
BRITISH COLUMBIA	5.9	3.9	2.9	1.9	2.1
ALBERTA	6.6	5.6	3.3	2.4	!
SASKATCHEWAN	6.6	5.6	3.1	3.3	!
MANITOBA	5.4	3.0	2.5	1.2	1.2
ONTARIO	2.1	1.7	1.2	1.0	1.3
QUEBEC	11.9	8.9	2.9	!	4.1
NEW BRUNSWICK	*	*	*	*	*
NOVA SCOTIA	8.1	5.2	3.7	2.4	2.0
PRINCE EDWARD ISLAND	2.5	2.1	!	!	!
NFLD. & LABRADOR	8.0	5.8	2.8	!	1.6

! DATA NOT REPORTABLE DUE TO LOW NUMBERS IN THE NUMERATOR AND/OR DENOMINATOR

*IN 2010-11, NEW BRUNSWICK DECLINED PARTICIPATION IN THE YSS.

DATA SOURCE: YSS, 2010-11

Similarly, among youth aged 15-19, use of other tobacco products varied by province, significantly for cigars/cigarillos, chewing tobacco/snuff, and waterpipe⁹⁷⁻¹⁰⁰ (Table 10.2). Quebec had the highest percentage of youth ever trying cigarillos, and New Brunswick had the highest percentage trying cigars. Saskatchewan had the highest percentages of youth who had used a pipe and used chewing tobacco or snuff. Quebec and Alberta had the highest percentages of youth trying a waterpipe.

TABLE 10.2: PERCENTAGE OF YOUTH AGED 15-19 WHO HAD EVER TRIED VARIOUS TOBACCO PRODUCTS, BY PROVINCE, 2012

PROVINCE	Cigarillos	Cigars	Pipe	Chewing tobacco/snuff	Waterpipe
CANADA	25.0%	14.9%	6.1%	5.5%	13.3%
BRITISH COLUMBIA	17.9	11.2	6.6	!	9.7
ALBERTA	25.6	16.2	8.0	9.2	15.7
SASKATCHEWAN	28.8	16.3	10.4	13.6	8.0
MANITOBA	22.9	15.7	8.1	7.6	9.1
ONTARIO	20.3	14.2	!	!	12.9
QUEBEC	37.2	17.3	!	!	18.2
NEW BRUNSWICK	28.4	18.4	!	9.1	10.2
NOVA SCOTIA	24.3	14.6	5.9	7.0	6.6
PRINCE EDWARD ISLAND	14.4	9.8	!	!	6.2
NFLD. & LABRADOR	23.6	13.2	!	!	!

! DATA NOT REPORTABLE DUE TO LOW NUMBERS IN THE NUMERATOR AND/OR DENOMINATOR

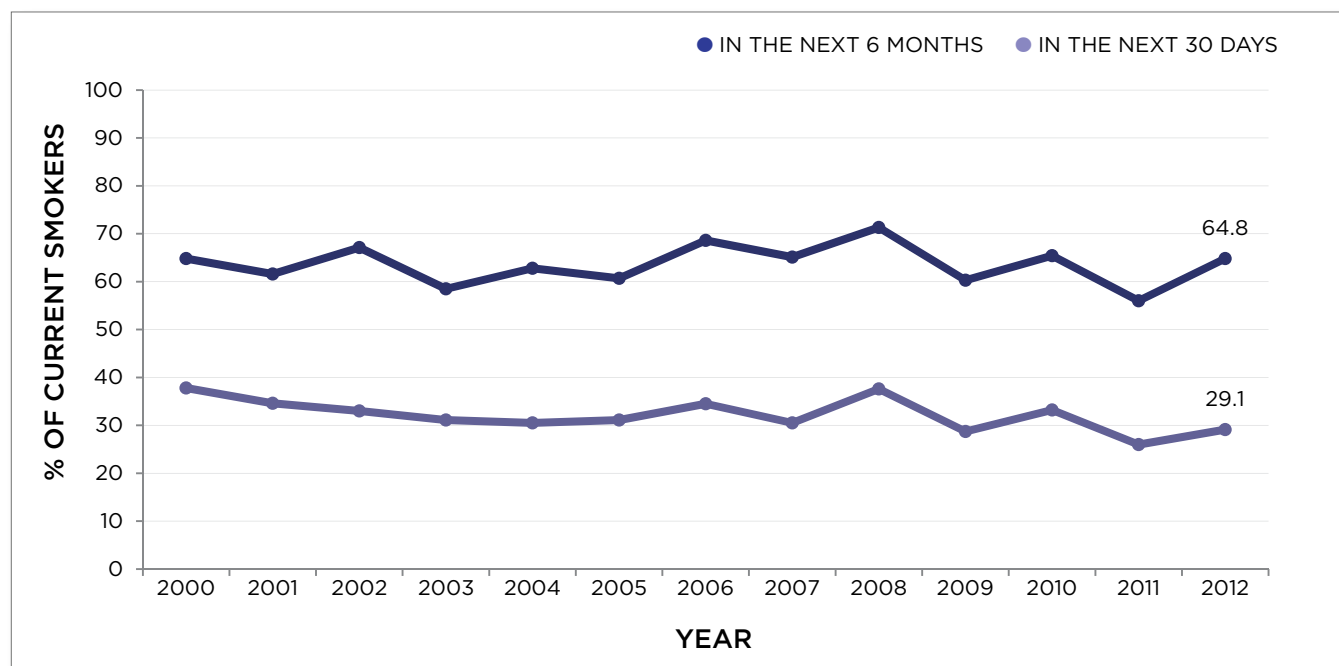
DATA SOURCE: CTUMS, 2012

11. QUITTING SMOKING

11.1 QUIT INTENTIONS

In 2012, almost two-thirds (64.8%) of smokers aged 15 to 19 were seriously considering quitting in the next 6 months, and 46.2% 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, 2000-2012



DATA SOURCE: CTUMS, 2000-2012

The majority of youth smokers were interested in quitting:

- 65% of smokers aged 15 to 19 were seriously considering quitting
- Seven out of ten smokers in grades 6-9, and almost three-quarters of smokers aged 15-19 had ever attempted to quit
- Nearly two-thirds of smokers aged 15-19 had attempted to quit in the past year

11.2 QUIT ATTEMPTS

Quit attempts among students in grades 6-9

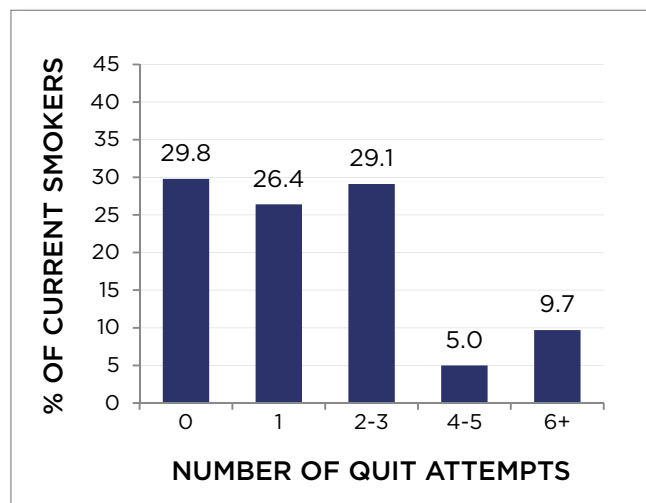
Among current smokers in grades 6-9, seven out of ten (70.2%) had ever tried to quit smoking.

Most smokers who had ever tried to quit had made one to three attempts, with 15% having made 4 or more attempts (Figure 11.2).

Between 2008-09 and 2010-11, there was no significant difference in the percentage of smokers in grades 6-9 who had ever tried to quit smoking¹⁰¹.

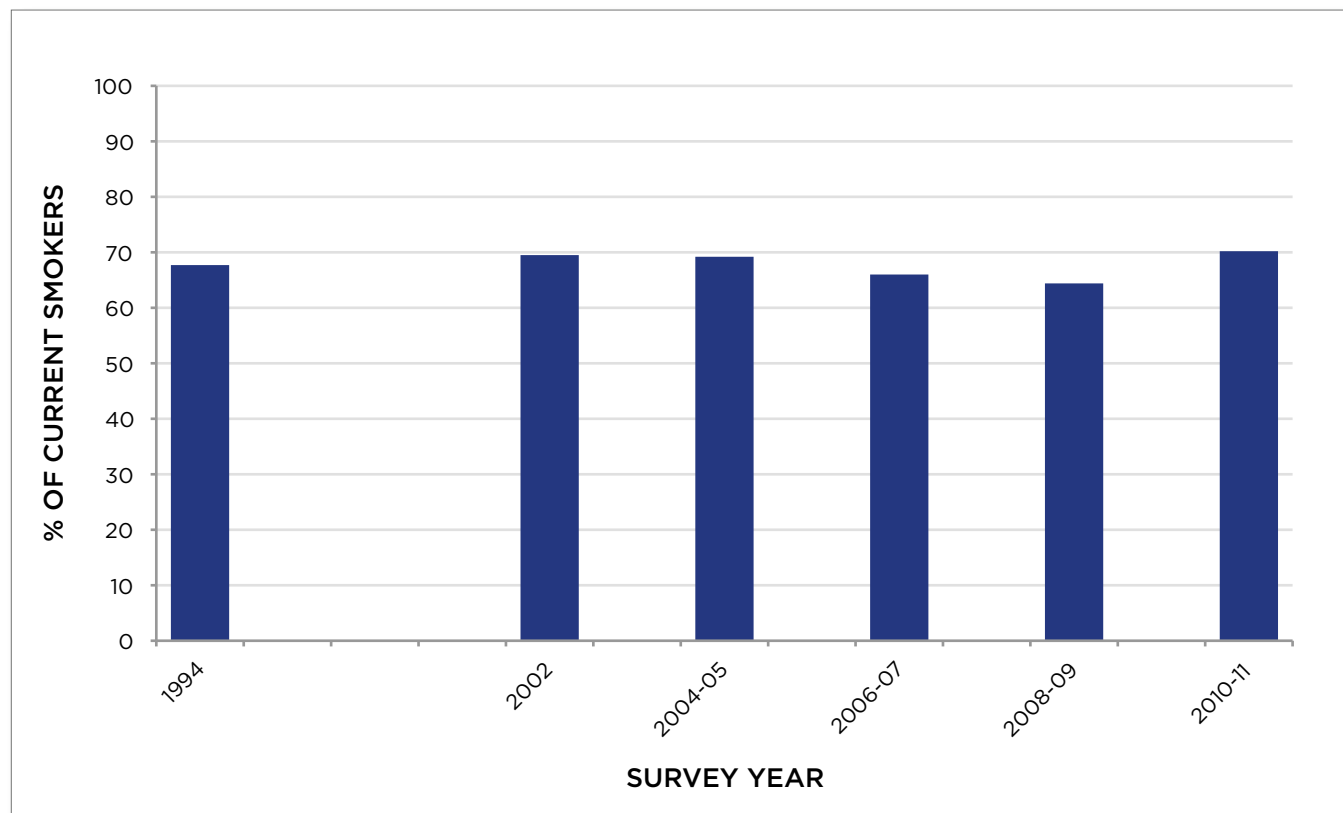
The percentage of current smokers who had ever attempted to quit has remained fairly stable over time at around two-thirds, although there is some variation from wave to wave (Figure 11.3).

FIGURE 11.2: NUMBER OF QUIT ATTEMPTS EVER MADE BY CURRENT SMOKERS, GRADES 6-9, 2010-11



DATA SOURCE: YSS, 2010-11

FIGURE 11.3: PERCENTAGE OF CURRENT SMOKERS WHO HAD EVER MADE A QUIT ATTEMPT, GRADES 6-9, 1994-2010-11



DATA SOURCE: YSS, 1994, 2002, 2004-05, 2006-07, 2008-09, 2010-11

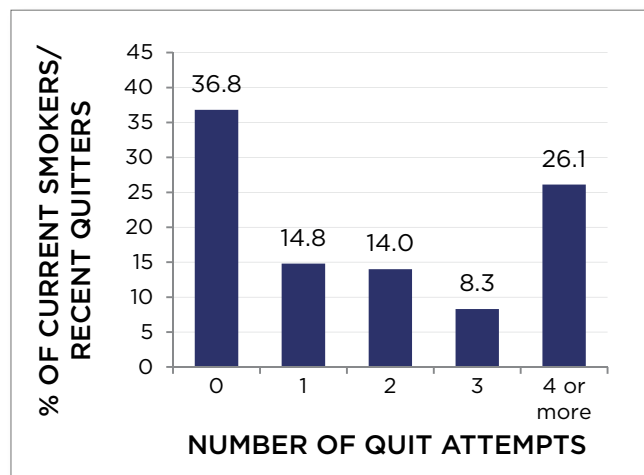
Quit attempts among youth aged 15-19

Among current smokers aged 15-19, three-quarters (73.8%) had ever made a quit attempt.

The majority (63.2%) of current smokers and recent quitters aged 15-19 had made a quit attempt lasting at least 24 hours in the past 12 months: over one third had made one to three attempts in the past 12 months, while a quarter had made four or more attempts (Figure 11.4).

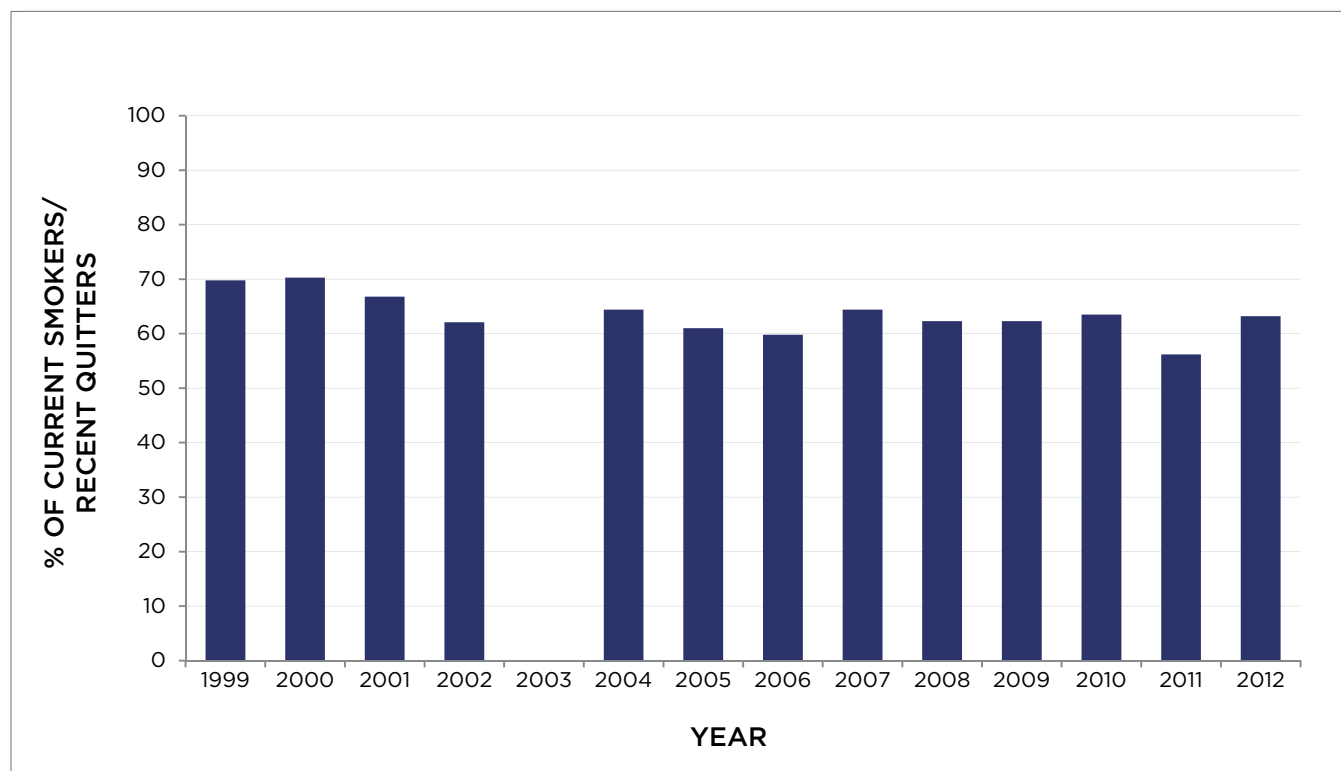
Between 2011 and 2012, there was no significant difference in the percentage of smokers aged 15-19 who had tried to quit smoking in the past 12 months¹⁰². Since 1999, the percentage of smokers and recent quitters who had attempted to quit in the past 12 months has remained approximately stable, with some year-to-year fluctuation (Figure 11.5).

FIGURE 11.4: NUMBER OF 24-HOUR QUIT ATTEMPTS MADE IN THE PAST 12 MONTHS BY SMOKERS AND RECENT QUITTERS, AGED 15-19, 2012



DATA SOURCE: CTUMS, 2012

FIGURE 11.5: PERCENTAGE OF SMOKERS AND RECENT QUITTERS* WHO ATTEMPTED TO QUIT IN THE PAST 12 MONTHS, AGED 15-19, 1999**-2012



*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; 2004-2011 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, 1999-2012

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

^WWald test used to compute the p-value (binary variables)

^FF test used to compute the p-value (continuous variables)

^RRegression of the log of the outcome variable on time

¹Difference in overall smoking prevalence between 2011 and 2012: $p=0.11^W$

²Difference in daily smoking prevalence between 2011 and 2012: $p=0.005^W$

³Difference in non-daily smoking prevalence between 2011 and 2012: $p=0.10^W$

⁴Overall effect of time (1999-2012) on smoking prevalence: $p<0.0001^F$

⁵Overall annual rate of decline in prevalence, 1999-2012=3.12%; relationship of log prevalence and time: $p<0.0001^R$

⁶Difference in overall smoking prevalence between males and females in 2012: $p<0.0001^W$

⁷Difference in daily smoking prevalence between males and females in 2012: $p=0.005^W$

⁸Difference in non-daily smoking prevalence between males and females in 2012: $p=0.005^W$

⁹Difference in current smoking prevalence among males between 2011 and 2012: $p=0.34^W$

¹⁰Difference in current smoking prevalence among females between 2011 and 2012: $p=0.21^W$

¹¹Difference in smoking prevalence between age groups in 2012: $p<0.0001^W$

¹²Difference in smoking prevalence between educational groups in 2012: $p<0.0001^W$

¹³Difference in daily smoking prevalence between educational groups in 2012: $p<0.0001^W$

¹⁴Difference in non-daily smoking prevalence between educational groups in 2012: $p=0.86^W$

¹⁵Difference in consumption between 2011 and 2012: $p=0.25^F$

¹⁶Overall effect of time (1999-2012) on consumption: $p<0.0001^F$

¹⁷Overall annual rate of decline in consumption, 1999-2012=1.21%; relationship of log CPD and time: $p<0.0001^R$

¹⁸Difference in consumption between males and females in 2012: $p<0.0001^F$

¹⁹Difference in consumption between age groups in 2012: $p<0.0001^F$

²⁰Difference in consumption between educational groups in 2012: $p=0.60^F$

²¹Difference in smoking prevalence between provinces in 2012: $p=0.004^W$

²²Difference in consumption between provinces in 2012: $p=0.02^F$

²³Difference in cigarillo use between males and females in 2012: $p<0.0001^W$

²⁴Difference in cigar use between males and females in 2012: $p<0.0001^W$

²⁵Difference in pipe use between males and females in 2012: $p=0.006^W$

²⁶Difference in chewing tobacco/snuff use between males and females in 2012: $p<0.0001^W$

²⁷Difference in waterpipe use between males and females in 2012: $p<0.0001^W$

²⁸Difference in cigarillo use between age groups in 2012: $p<0.0001^W$

²⁹Difference in cigar use between age groups in 2012: $p<0.0001^W$

³⁰Difference in pipe use between age groups in 2012: $p<0.0001^W$

³¹Difference in chewing tobacco/snuff use between age groups in 2012: $p<0.0001^W$

³²Difference in waterpipe use between age groups in 2012: $p<0.0001^W$

³³Difference in cigar/cigarillo use between provinces in 2012: $p=0.01^W$

³⁴Difference in use of roll-your-own (at least sometimes) between 2011 and 2012: $p=0.93^W$

³⁵Difference in use of roll-your-own (at least sometimes) between males and females in 2012: $p=0.07^W$

³⁶Difference in 'all the time' use of roll-your-own between males and females in 2012: $p=0.26^W$

³⁷Difference in 'most of the time' use of roll-your-own between males and females in 2012: $p=0.81^W$

³⁸Difference in 'sometimes' use of roll-your-own between males and females in 2012: $p=0.16^W$

³⁹Difference in use of roll-your-own (at least sometimes) between age groups in 2012: $p=0.12^W$

⁴⁰Difference in use of roll-your-own (at least sometimes) between provinces in 2012: $p<0.0001^W$

⁴¹Difference in quitter percentage between males and females in 2012: $p=0.96^W$

⁴²Difference in ever smoking between males and females in 2012: $p<0.0001^W$

⁴³Difference in current smoking between males and females in 2012: $p<0.0001^W$

⁴⁴Difference in quitter percentage between age groups in 2012: $p<0.0001^W$

⁴⁵Difference in 6-month quit intentions between 2011 and 2012: $p=0.27^W$

⁴⁶Difference in 30-day quit intentions between 2011 and 2012: $p=0.39^W$

⁴⁷Difference in 6-month quit intentions between males and females in 2012: $p=0.22^W$

⁴⁸Difference in 30-day quit intentions between males and females in 2012: $p=0.02^W$

⁴⁹Difference in 6-month quit intentions between age groups in 2012: $p=0.22^W$

- ⁵⁰Difference in 30-day quit intentions between age groups in 2012: $p=0.89^w$
- ⁵¹Difference in having made a quit attempt in the past year between 2011 and 2012: $p=0.36^w$
- ⁵²Difference in having made a quit attempt in the past year between males and females in 2012: $p=0.03^w$
- ⁵³Difference in having made a quit attempt in the past year between age groups in 2012: $p<0.0001^w$
- ⁵⁴Difference in quit success (among attempters in the past year) between 2011 and 2012: $p=0.25^w$
- ⁵⁵Difference in quit success (among attempters in the past year) between males and females in 2012: $p=0.06^w$
- ⁵⁶Difference in quit success (among attempters in the past year) between age groups in 2012: $p=0.46^w$
- ⁵⁷Difference in ever trying a cigarette between males and females in 2010-11, grades 6-9: $p=0.01^w$
- ⁵⁸Difference in ever trying a cigarette between 2008-09 and 2010-11, grades 6-9: $p<0.0001^w$
- ⁵⁹Difference in ever trying a cigarette between provinces in 2010-11, grades 6-9: $p<0.0001^w$
- ⁶⁰Difference in ever smoking a whole cigarette between 2011 and 2012, age 15-19: $p=0.98^w$
- ⁶¹Difference in ever smoking a whole cigarette between males and females in 2012, age 15-19: $p=0.23^w$
- ⁶²Difference in susceptibility between 2008-09 and 2010-11, grades 6-9: $p=0.72^w$
- ⁶³Difference in susceptibility between males and females in 2010-11, grades 6-9: $p=0.02^w$
- ⁶⁴Difference in susceptibility between provinces in 2010-11, grades 6-9: $p<0.0001^w$
- ⁶⁵Difference in smoking prevalence between 2008-09 and 2010-11, grades 6-9: $p=0.001^w$
- ⁶⁶Difference in daily smoking prevalence between 2008-09 and 2010-11, grades 6-9: $p=0.01^w$
- ⁶⁷Difference in non-daily smoking prevalence between 2008-09 and 2010-11, grades 6-9: $p=0.01^w$
- ⁶⁸Difference in smoking prevalence between 2011 and 2012, age 15-19: $p=0.42^w$
- ⁶⁹Difference in daily smoking prevalence between 2011 and 2012, age 15-19: $p=0.44^w$
- ⁷⁰Difference in non-daily smoking prevalence between 2011 and 2012, age 15-19: $p=0.04^w$
- ⁷¹Difference in smoking prevalence between males and females in 2010-11, grades 6-9: $p=0.67^w$
- ⁷²Difference in smoking prevalence between males and females in 2012, age 15-19: $p=0.048^w$
- ⁷³Difference in smoking prevalence between provinces in 2010-11, grades 6-9: $p<0.0001^w$
- ⁷⁴Difference in smoking prevalence between provinces in 2012, age 15-19: $p=0.0001^w$
- ⁷⁵Difference in consumption between 2008-09 and 2010-11, grades 7-9: $p=0.16^f$
- ⁷⁶Difference in consumption between 2011 and 2012, age 15-19: $p=0.63^f$
- ⁷⁷Difference in consumption between males and females in 2010-11, grades 7-9: $p=0.73^f$
- ⁷⁸Difference in consumption between males and females in 2012, age 15-19: $p=0.85^f$
- ⁷⁹Difference in cigar/cigarillo use between 2011 and 2012, age 15-19: $p=0.25^w$
- ⁸⁰Difference in pipe use between 2011 and 2012, age 15-19: $p=0.32^w$
- ⁸¹Difference in chewing tobacco/snuff use between 2011 and 2012, age 15-19: $p=0.64^w$
- ⁸²Difference in cigar/cigarillo use between 2008-09 and 2010-11, grades 6-9: $p<0.0001^w$
- ⁸³Difference in pipe use between 2008-09 and 2010-11, grades 6-9: $p=0.02^w$
- ⁸⁴Difference in smokeless tobacco use between 2008-09 and 2010-11, grades 6-9: $p=0.08^w$
- ⁸⁵Difference in cigar/cigarillo use between males and females in 2012, age 15-19: $p<0.0001^w$
- ⁸⁶Difference in pipe use between males and females in 2012, age 15-19: $p<0.0001^w$
- ⁸⁷Difference in chewing tobacco/snuff use between males and females in 2012, age 15-19: $p<0.0001^w$
- ⁸⁸Difference in waterpipe use between males and females in 2012, age 15-19: $p=0.17^w$
- ⁸⁹Difference in cigar/cigarillo use between males and females in 2010-11, grades 6-9: $p=0.002^w$
- ⁹⁰Difference in pipe use between males and females in 2010-11, grades 6-9: $p<0.0001^w$
- ⁹¹Difference in smokeless tobacco use between males and females in 2010-11, grades 6-9: $p=0.006^w$
- ⁹²Difference in waterpipe use between males and females in 2010-11, grades 6-9: $p=0.12^w$
- ⁹³Difference in cigar/cigarillo use between provinces in 2010-11, grades 6-9: $p<0.0001^w$
- ⁹⁴Difference in pipe use between provinces in 2010-11, grades 6-9: $p<0.0001^w$
- ⁹⁵Difference in smokeless tobacco use between provinces in 2010-11, grades 6-9: $p=0.002^w$
- ⁹⁶Difference in waterpipe use between provinces in 2010-11, grades 6-9: $p<0.0001^w$
- ⁹⁷Difference in cigar/cigarillo use between provinces in 2012, age 15-19: $p<0.0001^w$
- ⁹⁸Difference in pipe use between provinces in 2012, age 15-19: $p<0.0001^w$
- ⁹⁹Difference in chewing tobacco/snuff use between provinces in 2012, age 15-19: $p<0.0001^w$
- ¹⁰⁰Difference in waterpipe use between provinces in 2012, age 15-19: $p<0.0001^w$
- ¹⁰¹Difference in ever having made a quit attempt between 2008-09 and 2010-11, smokers in grade 6-9: $p=0.31^w$
- ¹⁰²Difference in having made a quit attempt in the past 12 months between 2011 and 2012, smokers age 15-19: $p=0.13^w$

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APPENDIX A: Canadian Tobacco Use Monitoring Survey

The Canadian Tobacco Use Monitoring Survey (CTUMS) was 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 used a repeated cross-sectional survey design. From 1999 to 2012, data was collected from February to December of each year, using computer-assisted random-digit-dialed telephone interviews.

The samples for CTUMS were selected using a two-phase stratified random sampling procedure. The two-phase design was 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 were selected using random-digit-dialing. In the second phase, one or two individuals (or none) were selected based upon household composition. This ensured 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 included 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. Each year from 1999-2010, CTUMS released two semi-annual files and a yearly summary; this report uses the yearly summary data sets, except where noted. In 2011 and 2012, only an annual file was released.

Note: Beginning in 2013, the biennial Canadian Tobacco, Alcohol and Drug Survey (CTADS) replaces CTUMS.

CTUMS datasets and documentation are available at:

<http://www.statcan.gc.ca/dli-ild/data-donnees/ftp/ctums-esutc/2011survey-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, seven waves of the YSS have been conducted: 1994, 2002, 2004-05, 2006-07, 2008-09, 2010-11, and 2012-13 (public data not yet available).

YSS data is collected through classroom-based surveys of students in grades 6 to 9 (and grades 10-12 from 2006-07 onward; 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 2010-11, schools were randomly sampled within each of 9 provinces, using a stratified single stage design. Participation in the 2010-11 YSS was declined by the province of New Brunswick. Based on comparative analysis conducted using 2008-09 survey data, there were no statistically significant differences in national estimates for current ($p=0.66$) or ever smoking ($p=0.68$) with and without New Brunswick.
- In 2008-09, schools were randomly sampled within each of the 10 provinces, using a stratified single stage 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 through 2010-11, 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, 2008-09 and 2010-11) 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 and 2010-11, 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 from the Propel Population Health Data Repository (PHDR) at: <http://www.propel.uwaterloo.ca/index.cfm?section=28&page=424>

APPENDIX C: Data Analysis

Data analysis was completed by Vicki Rynard, MSc, and Robin Burkhalter, MMath, of the Propel Centre for Population Health Impact, using datasets made available by Statistics Canada and Health Canada. We are grateful to Rashid Ahmed for statistical contributions to previous editions. Statistical guidance for previous editions 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 9.3), 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 2012 and YSS 2004-05 to 2010-11).

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 between groups or between the latest two years, where they were available (CTUMS 2001 to 2012 and YSS 2004-05 to 2010-11). The statistical comparisons were performed using the *SURVEYLOGISTIC* procedure in SAS statistical software (Version 9.3) for all binary response variables. For the continuous variable of cigarettes per day, comparisons were performed using the *SURVEYREG* procedure in SAS. Comparisons of prevalence rate and cigarettes per day (CPD) over the time period 1999-2012 (#4, #5, #16 and #17) 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 #16 and log of yearly CPD regressed on year for #17.

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% of 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 more recent waves of the YSS (from 2006-07 onward) 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 2012 for CTUMS, and 2010-11 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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