

# Cigarillo Smoking in Canada

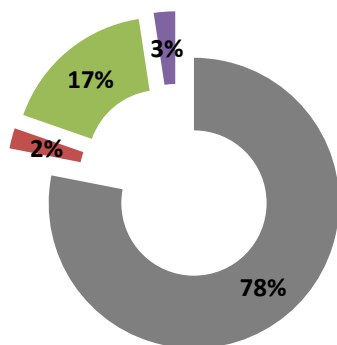
## A review of CTUMS results, 2007-2010

Health Canada has included questions about cigarillo use in its annual smoking survey CTUMS (Canadian Tobacco Use Monitoring Survey) since 2007. In the 2009 and 2010 cycles of the survey, they also asked questions about the use of flavoured cigarillos.

Cigarillo use is not traditionally included when measuring “smoking” prevalence. As a result, smoking rates in Canada are currently underestimated by the number of Canadians who smoke cigarillos but do not smoke cigarettes.

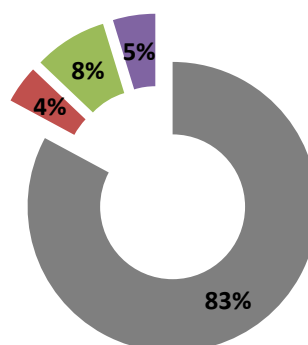
- If cigarillo smoking were included in smoking prevalence rates, then the rate of smoking by men would increase from 20% to 22% (an increase of 315,000 smokers).
- Among boys aged 15-19, the smoking prevalence rate would increase from 12% to 16%, representing 48,000 additional young smokers.
- Among girls aged 15-19, the smoking rate would increase from 11% to 13%, representing 20,000 additional young smokers.

Use by Canadian men of cigarettes and little cigars (percentage of all men 15+)



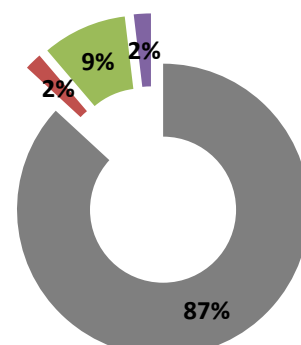
- No cigarettes, no little cigars
- Little cigars only
- Cigarettes only
- Both cigarettes and little cigars

Use by Canadian boys of cigarettes and little cigars (percentage of boys 15-19)



- No cigarettes, no little cigars
- Little cigars only
- Cigarettes only
- Both cigarettes and little cigars

Use by Canadian girls of cigarettes and little cigars (percentage of girls 15-19)



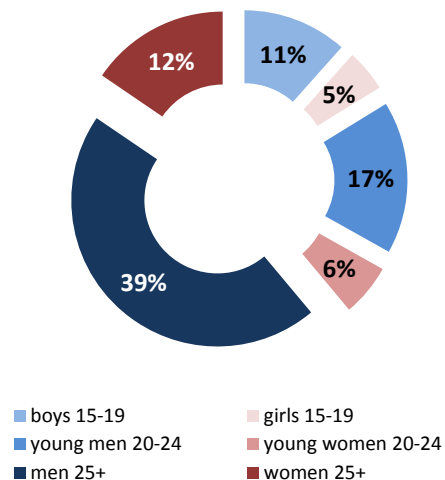
- No cigarettes, no little cigars
- Little cigars only
- Cigarettes only
- Both cigarettes and little cigars

**Canadian boys and girls are much more likely to have used cigarillos recently than are adults.**

Cigarillos smoking remains a youth-smoking phenomenon. About one-half of Canadians who said they smoked a cigarillo in the past month, almost one half were under 25 years of age, even though this age group represents only 16% of the population surveyed. The same balance is true for users of flavoured cigarillos.

This situation is markedly different than with cigarettes, where youth use is no higher than the general population, and is lower than in young adults.

**Distribution of users of little cigars/cigarillos by age and sex**



**Table 1: Current smoking of cigarillos and cigarettes, Canadians 15 years of age and over, 2010**

	<i>Smoked at least one cigarillo in past 30 days</i>	<i>Smoked flavoured cigarillos</i>	<i>Only smoked non-flavoured cigarillos</i>	<i>Not smoked even one cigarillo in past 30 days</i>	<i>Unknown, not stated, etc.</i>	<i>Total</i>
<b>Number of males who:</b>						
Smoke cigarettes	330,101	240,660	86,907	2,391,545	14,851	2,733,963
Don't smoke cigarettes	314,538	208,102	92,803	10,791,175	40,429	11,132,509
Total	644,639	448,762	179,710	13,182,720	55,280	13,866,472
<b>Number of females who</b>						
Smoke cigarettes	91,210	86,664	4,548	1,842,399	34,282	1,967,893
Don't smoke cigarettes	134,327	94,450	39,880	12,098,270	26,527	12,259,127
Total	225,537	181,114	44,428	13,940,669	60,809	14,227,020
<b>Percentage of males who:</b>						
Smoke cigarettes	2.4%	1.7%	0.6%	17.2%	0.1%	19.7%
Don't smoke cigarettes	2.3%	1.5%	0.7%	77.8%	0.3%	80.3%
Total	4.6%	3.2%	1.3%	95.1%	0.4%	100.0%
<b>Percentage of females who:</b>						
Smoke cigarettes	0.6%	0.6%	0.0%	12.9%	0.2%	13.8%
Don't smoke cigarettes	0.9%	0.7%	0.3%	85.0%	0.2%	86.2%
Total	1.6%	1.3%	0.3%	98.0%	0.4%	100.0%

**Table 2a: Cigarette and Cigarillo use by Canadians aged 15-19.**

	<i>Smoked at least one cigarillo in past 30 days</i>	<i>Smoked flavoured cigarillos</i>	<i>Only smoked non-flavoured cigarillos</i>	<i>Not smoked even one cigarillo in past 30 days</i>	<i>Unknown, not stated, etc.</i>	<i>Total</i>
<b>Number of boys who:</b>						
Smoke cigarettes	53,139	44,803	#	91,833	3,408	146,917
Don't smoke cigarettes	47,511	40,716	#	930,596	801	978,317
Total	100,650	85,519	#	1,022,429	4,209	1,125,234
<b>Number of girls who are/have:</b>						
Smoke cigarettes	20,238	18,429	#	99,849	838	120,925
Don't smoke cigarettes	20,330	20,064	#	927,928	0	948,258
Total	40,568	38,493	#	1,027,777	838	1,069,183
<b>Percentage of boys who:</b>						
Smoke cigarettes	4.7%	4.0%	#	8.2%	0.3%	13.1%
Don't smoke cigarettes	4.2%	3.6%	#	82.7%	0.1%	86.9%
Total	8.9%	7.6%	#	90.9%	0.4%	100.0%
<b>Percentage of girls who:</b>						
Smoke cigarettes	1.9%	1.7%	#	9.3%	0.1%	11.3%
Don't smoke cigarettes	1.9%	1.9%	#	86.8%	0.0%	88.7%
Total	3.8%	3.6%	#	96.1%	0.1%	100.0%

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**Table 2b: Cigarette and Cigarillo use by Canadians aged 20-24.**

	<i>Smoked at least one cigarillo in past 30 days</i>	<i>Smoked flavoured cigarillos</i>	<i>Only smoked non-flavoured cigarillos</i>	<i>Not smoked even one cigarillo in past 30 days</i>	<i>Unknown, not stated, etc.</i>	<i>Total</i>
<b>Number of young men who:</b>						
Smoke cigarettes	79,246	68,825	#	91,833	6,550	176,558
Don't smoke cigarettes	67,800	57,689	#	930,596	1,318	998,689
Total	147,046	126,514	#	1,022,429	7,868	1,175,247
<b>Number of young women who:</b>						
Smoke cigarettes	27,909	27,667	#	196,301	2,785	226,995
Don't smoke cigarettes	22,350	20,844	#	877,184	584	900,119
Total	50,259	48,511	#	1,073,485	3,369	1,127,114
<b>Percentage of young men who:</b>						
Smoke cigarettes	6.7%	5.9%	#	7.8%	0.6%	15.0%
Don't smoke cigarettes	5.8%	4.9%	#	79.2%	0.1%	85.0%
Total	12.5%	10.8%	#	87.0%	0.7%	100.0%
<b>Percentage of young women who:</b>						
Smoke cigarettes	2.5%	2.5%	#	17.4%	0.2%	20.1%
Don't smoke cigarettes	2.0%	1.8%	#	77.8%	0.1%	79.9%
Total	4.5%	4.3%	#	95.2%	0.3%	100.0%

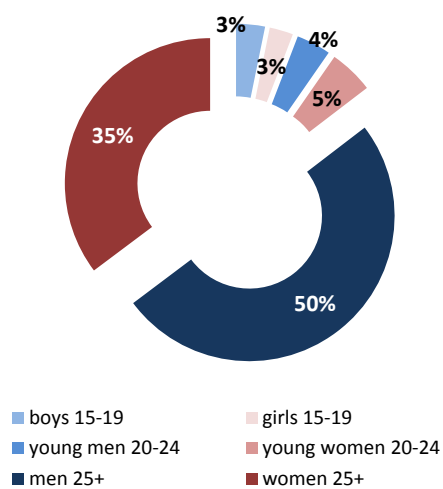
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**Table 2c: Cigarette and Cigarillo use by Canadians over 25 years of age**

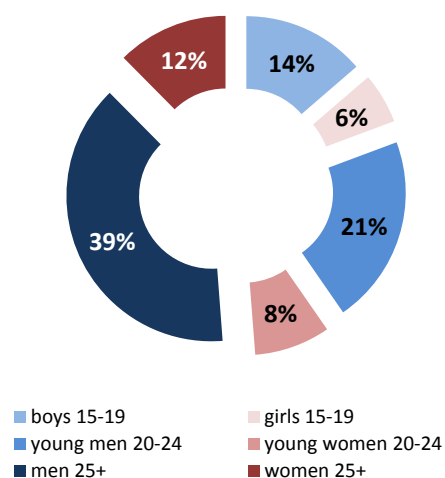
	<i>Smoked at least one cigarillo in past 30 days</i>	<i>Smoked flavoured cigarillos</i>	<i>Only smoked non-flavoured cigarillos</i>	<i>Not smoked even one cigarillo in past 30 days</i>	<i>Unknown, not stated, etc.</i>	<i>Total</i>
<b>Number of men who:</b>						
Smoke cigarettes	197,716	127,032	#	2,103,026	4,893	2,305,635
Don't smoke cigarettes	199,227	109,697	77,513	9,035,774	38,310	9,261,294
Total	396,943	236,729	148,197	11,138,800	43,203	11,566,929
<b>Number of women who:</b>						
Smoke cigarettes	43,063	40,568	#	1,546,249	30,659	1,619,973
Don't smoke cigarettes	91,647	53,542	38,107	10,293,158	25,943	10,410,750
Total	134,710	94,110	40,604	11,839,407	56,602	12,030,723
<b>Percentage of men who:</b>						
Smoke cigarettes	1.7%	1.1%	0.6%	18.2%	0.0%	19.9%
Don't smoke cigarettes	1.7%	0.9%	0.7%	78.1%	0.3%	80.1%
Total	3.4%	2.0%	1.3%	96.3%	0.4%	100.0%
<b>Percentage of women who:</b>						
Smoke cigarettes	0.4%	0.3%	#	12.9%	0.3%	13.5%
Don't smoke cigarettes	0.8%	0.4%	#	85.6%	0.2%	86.5%
Total	1.1%	0.8%	#	98.4%	0.5%	100.0%

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**Distribution of cigarette smokers by age and sex**



**Distribution of users of flavoured little cigars by age and sex**



**Following the passage of C-32, the *Cracking Down on Tobacco Marketing Aimed at Youth Act*, cigarillo use has fallen.**

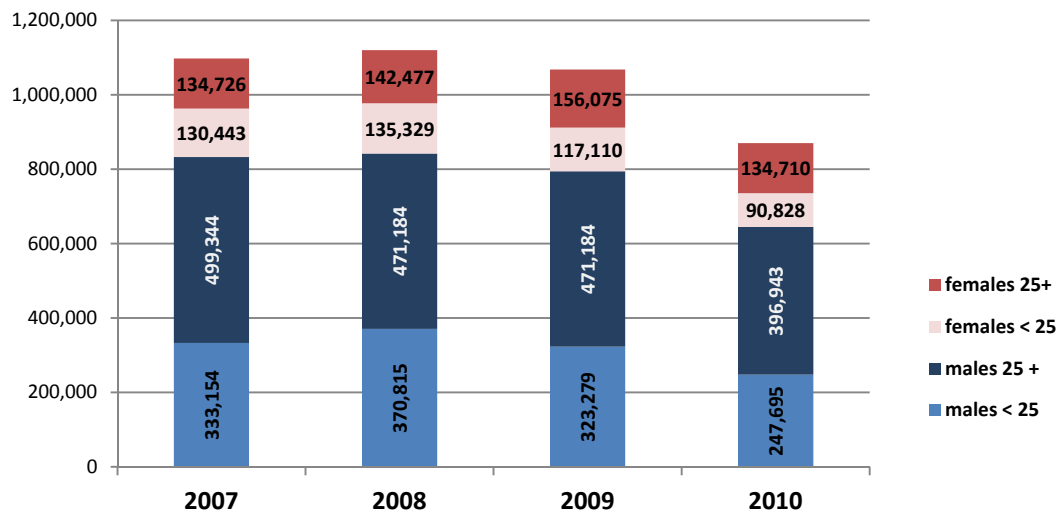
Cigarillo use declined in 2010, the year in which there were legislative changes<sup>1</sup> to the use of flavourings, packaging and advertising in tobacco products (including little cigars). Despite this law, those who used little cigars were more likely to cite using flavoured cigars than to report using unflavoured ones.

In the first cycle of CTUMS, administered when the ban on flavours had not yet been fully implemented, 717,000 Canadians reported using a flavoured little cigar or cigarillo in the past month. In the second cycle of CTUMS, administered after the implementation of the flavour ban, 551,000 Canadians reported using a flavoured little cigar or cigarillo in the past month.

	2009 Annual	2010 Cycle 1	2010 Cycle 2	2009 Annual	2010 Cycle 1	2010 Cycle 2
	<i>Numbers of people</i>			<i>Percentage of population</i>		
<b>Past 30 day use of cigarillos that were:</b>						
Plain	186,247	139,144	269,657	0.7%	0.5%	1.0%
Flavoured	670,130	560,162	451,118	2.4%	2.0%	1.6%
Both	147,408	147,902	99,751	0.5%	0.5%	0.4%
<b>Total</b>	<b>1,003,785</b>	<b>847,208</b>	<b>820,526</b>	<b>3.6%</b>	<b>3.0%</b>	<b>2.9%</b>

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**Number of Canadians who report past month use of little cigars/cigarillos, 2007-2010**



<sup>1</sup> The *Cracking Down on Tobacco Marketing to Youth Act* came fully into force mid year 2010

**Table 3a: Cigarillo use by age and sex, 2007-2010**

	2007	2008	2009	2010	2007	2008	2009	2010
	<i>Numbers of people</i>				<i>Percentage of population</i>			
<b>Boys 15-19</b>								
total population	1,115,517	1,124,851	1,130,371	1,130,371				
Ever tried cigarillos	420,276	709,015	681,982	654,807	37.7%	63.0%	60.3%	57.9%
Smoked a cigarillo in past 30 days	160,641	154,759	133,341	100,650	14.4%	13.8%	11.8%	8.9%
<b>Girls 15-19</b>								
total population	1,064,069	1,072,046	1,075,473	1,069,183				
Ever tried cigarillos	267,760	276,884	253,684	260,894	25.2%	25.8%	23.6%	24.4%
Smoked a cigarillo in past 30 days	71,703	59,960	50,067	40,569	6.7%	5.6%	4.7%	3.8%
<b>Boys and girls who smoked cigarillos that were</b>		<i>Flavoured</i>	122,119	96,977				
		<i>Plain</i>	24,042	15,154				
		<i>Both</i>	33,661	27,039				
<b>Young men 20-24</b>								
total population	1,151,372	1,151,372	1,161,157	1,174,310				
Ever tried cigarillos	638,347	709,015	681,982	654,807	55.4%	61.6%	58.7%	55.8%
Smoked a cigarillo in past 30 days	172,513	216,056	189,938	147,045	15.0%	18.8%	16.4%	12.5%
<b>Young Women 20-24</b>								
total population	1,104,551	1,105,513	1,114,687	1,127,113				
Ever tried cigarillos	397,264	398,873	430,277	434,362	36.0%	36.1%	38.6%	38.5%
Smoked a cigarillo in past 30 days	58,740	75,369	67,043	50,259	5.3%	6.8%	6.0%	4.5%
<b>Young men and young women smoked Cigarillos that were</b>		<i>Flavoured</i>	183,902	138,675				
		<i>Plain</i>	24,338	20,186				
		<i>Both</i>	44,221	36,346				
<b>Men 25+</b>								
total population	10,998,177	11,127,931	11,365,334	11,566,924				
Ever tried cigarillos	5,835,422	5,611,679	5,611,679	6,089,559	53.1%	50.4%	49.4%	52.6%
Smoked a cigarillo in past 30 days	499,344	471,184	471,184	396,943	4.5%	4.2%	4.1%	3.4%
<b>Women 25+</b>								
total population	11,598,984	11,598,984	11,831,726	12,030,718				
Ever tried cigarillos	2,368,926	2,551,521	2,548,783	2,432,660	20.4%	22.0%	21.5%	20.2%
Smoked a cigarillo in past 30 days	134,726	142,477	156,075	134,710	1.2%	1.2%	1.3%	1.1%
<b>Men and women smoked Cigarillos that were</b>		<i>Flavoured</i>	306,619	174,269				
		<i>Plain</i>	144,929	251,384				
		<i>Both</i>	81,326	57,103				