



Cigarillo Smoking in Canada

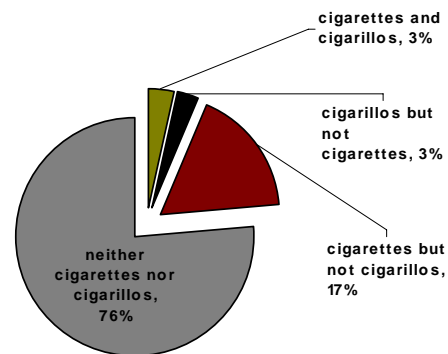
A review of results from CTUMS, Wave 1 - 2007

The first time Health Canada included questions in its annual smoking survey about cigarillo use was 2007. The results for the first six-month wave of the 2007 Canadian Tobacco Use Monitoring Survey (CTUMS) were released in January 2008. These survey results show that cigarillo use is now a major form of tobacco use in Canada.

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.

Cigarillos are a **youth phenomenon**. Across Canada, only young Canadians are as likely to experiment with cigarillos as cigarettes, and young people have three times the rates of cigarillo use as adults.

Current smoking, cigarettes and cigarillos, Canadian men, 2007



Key findings from the CTUMS data include:

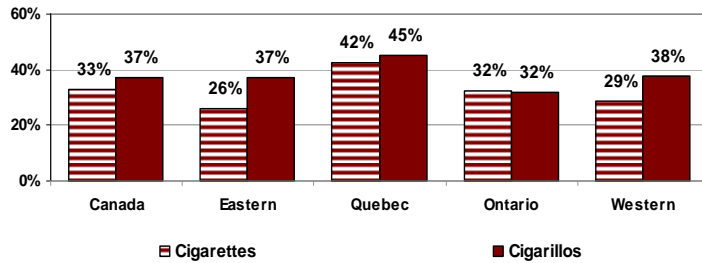
- Including cigarillo use in measurements of smoking increase smoking rates among Canadian men from 21% to 23%, and rates for all Canadians from 19% to 20%.
- About 5% of Canadian teenagers are smoking cigarillos, but are not included in the current measurements of smoking.
- Cigarillos are a kiddy product. Teenagers are at a **three times higher risk** of having smoked a cigarillo in the past month as Canadians over 25.

Young Canadians are as likely to have tried smoking cigarillos as to have tried smoking cigarettes.

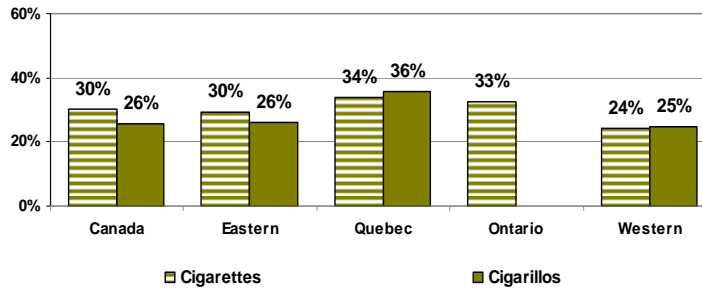
High rates of experimentation with cigarillos (and cigarettes) exist in each region of Canada (although the sampling size was too small to provide estimates for Ontario girls).

See Table 3a

Ever use of cigarettes and cigarillos, 15-19 year old boys



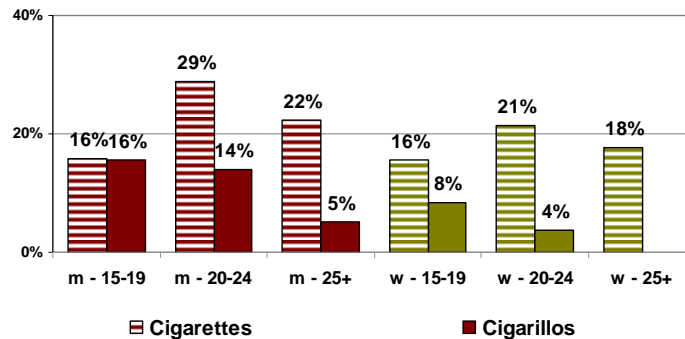
Ever use of cigarettes and cigarillos, 15-19 year old girls



Canadians teenage boys are as likely to have recently smoked a cigarillo as to have smoked a cigarette.

Recent cigarillo use is also common in young adult men and in teenage girls. This is in stark contrast with adult Canadian men and women over 25 years of age, whose reported use of cigarillos is much lower than cigarettes. Virtually no adult women reported smoking cigarillos in the past 30 days, although 90,000 Canadian teenage girls did.

Percentage of men and women who report using cigarettes or cigarillos in the past month



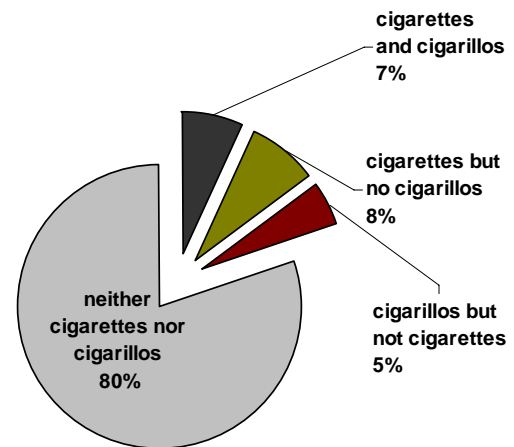
Note: Results for "past 30 day" cigarette use are slightly lower than for "current smoking" as the latter includes those who identify themselves as occasional smokers, but who have not smoked a cigarette in the past 30 days.

See Tables 3a and 3b.

Many young cigarillo users do not smoke cigarettes, and are not currently included in estimates of youth smoking.

Although the CTUMS survey shows that only 15% of Canadian youth smoke cigarettes (some of whom also smoke cigarillos), a **further 5% have smoked a cigarillo in the past month, but are not counted as smokers by the surveyors.** If these young people are also considered to be smokers, then the smoking rate among young Canadians would increase to 20%.

Current cigarette and cigarillo smoking, Canadians aged 15-19



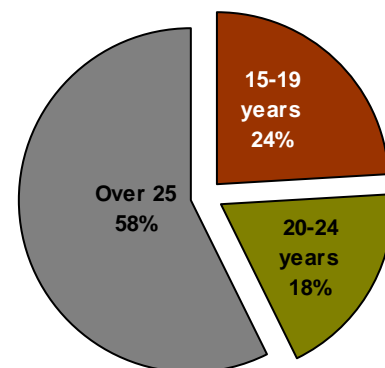
See Table 2

Note: In order to make this comparison, the definition of current smoking has been modified from that conventionally used in Canada. The change involves including as smokers those who have smoked fewer than 100 cigarettes. This allowed better comparison with cigarillo smoking, for which no questions about lifetime use were asked. The results are very similar to those using the conventional measurement of excluding beginners.

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

About one quarter of those who report they have smoked a cigarillo in the past month are under 20 years of age. Because this age group represents only 8% of the surveyed population, that means that the relative risk of using cigarillos is 3.44 times higher for those under 20 as it is for those over 25. The relative risk is 2.66 times as high for those aged 20-24 compared with adult Canadians over 25 years of age.

Proportion of Canadians reporting past 30 day use of cigarillos by age



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

See Table 3a, 3b, and 3c.

Table 1: Current smoking of cigarillos and cigarettes, Canadian men and women, 2007

	Smoked at least one cigarillo in past 30 days	Not smoked even one cigarillo in past 30 days	Total
Number of men (% of total population of men) who are/have:			
Currently cigarette smoker	450,474 (3%)	2,245,284 (17%)	2,695,758 (21%)
Not currently a cigarette smoker	393,177 (3%)	10,052,672 (76%)	10,445,849 (79%)
Total	843,651 (6%)	12,297,956 (93%)	13,141,607 (100%)
Number of women (% of total population of women) who are/have:			
Currently cigarette smoker	143,955 (1%*)	2,074,361 (15%)	2,218,316 (16%)
Not currently a cigarette smoker	#	11,244,215 (83%)	11,336,333 (84%)
Total	236,073 (2%)	13,318,576 (98%)	13,554,649 (100%)
<i>Based on Question DVSS1 and TP_Q016. Traditional definition of current smoker used.</i>			

* High level of error associated with this estimate. Interpret with caution
Insufficient cell size

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

Number of boys and girls (% of all boys and girls in age group) who have:	Ever smoked cigarillos	Never smoked cigarillos	Total
Ever smoked cigarettes	479,713 (22%)	201,071 (9%)	680,784 (31%)
Never smoked cigarettes	201,817 (9%)	1,284,914 (59%)	1,486,731 (69%)
Total	681,530 (31%)	1,485,985 (69%)	2,167,515 (100%)
<i>Based on Question DVSS2 and TP_Q015</i>			
Number of boys and girls (% of all boys and girls in this age group) who are/have:	Smoked at least one cigarillo in past 30 days	Not smoked even one cigarillo in past 30 days	Total
Currently cigarette smoker	157,921 (7%)	180,008 (8%)	337,929 (16%)
Not currently a cigarette smoker	104,314 (5%)	1,724,931 (80%)	1,829,245 (84%)
Total	262,235 (12%)	1,904,939 (88%)	2,167,174 (100%)
<i>Based on Question DVSS1 and TP_Q016. For the purposes of this analysis, current smoker also includes beginner smokers (usually not included in estimates of prevalence)</i>			

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

	Smoked at least one cigarillo in past 30 days	Not smoked even one cigarillo in past 30 days	Total
Number (%) of young men and women aged 20 to 24 (% of young men and women aged 20 to 24) who are/have:			
Currently cigarette smoker	109,972 (5%)	454,044 (20%)	564,016 (25%)
Not currently a cigarette smoker	89,658 (4%)	1,596,684 (71%)	1,686,342 (75%)
Total	199,630 (9%)	2,050,728 (91%)	2,250,358 (100%)
<i>Based on Question DVSS1 and TP_Q016. For the purposes of this analysis, current smoker also includes beginner smokers (usually not included in estimates of prevalence)</i>			

Table 3a:
Cigarillo and cigarette use by region and age group (15- 19 year olds)

	Boys 15-19	Girls 15-19	Boys and Girls 15-19	Boys 15-19	Girls 15-19	Boys and Girls 15-19
	Numbers			Prevalence		
Canada						
<i>total population</i>	1,112,128	1,060,902	2,173,030			
Ever tried cigarettes	365,971	319,268	685,239	33%	30%	32%
Ever tried cigarillos	410,468	271,061	681,529	37%	26%	31%
Smoked a cigarette in past 30 days	176,041	165,636	341,677	16%	16%	16%
Smoked a cigarillo in past 30 days	172,574	89,660	262,234	16%	8%	12%
Eastern Provinces						
<i>total population</i>	78,305	74,795	153,100			
Ever tried cigarettes	20,490	22,093	42,583	26%	30%	28%
Ever tried cigarillos	28,951	19,519	48,470	37%	26%	32%
Smoked a cigarette in past 30 days	12,744	11,922	24,666	16%	16%	16%
Smoked a cigarillo in past 30 days	11,510	5,925	17,435	15%	8%*	11%
Quebec						
<i>total population</i>	246,263	235,832	482,095			
Ever tried cigarettes	104,001	80,463	184,464	42%	34%	38%
Ever tried cigarillos	110,977	83,919	194,896	45%	36%	40%
Smoked a cigarette in past 30 days	43,919	47,915	91,834	18%	20%	19%
Smoked a cigarillo in past 30 days			83,930			17%
Ontario						
<i>total population</i>	437,888	416,828	854,716			
Ever tried cigarettes	141,188	135,534	276,722	32%	33%	32%
Ever tried cigarillos	138,758	#	223,357	32%	#	26%
Smoked a cigarette in past 30 days	65,378	63,158	128,536	15%	15%	15%
Smoked a cigarillo in past 30 days	#	#	#	#	#	#
Western Provinces						
<i>total population</i>	349,673	333,447	683,120			
Ever tried cigarettes	100,292	81,179	181,471	29%	24%	27%
Ever tried cigarillos	131,782	83,024	214,806	38%	25%	31%
Smoked a cigarette in past 30 days	54,000	42,641	96,641	15%	13%	14%
Smoked a cigarillo in past 30 days	55,764	#	79,729	16%	#	12%

Based on questions DVSST2 (ever smoked cigarette), TP_Q015 (ever smoked cigarillo), SS_Q10 and SS_Q20 (smoked cigarette in past 30 days) and TP_Q016 (smoked a cigarillo in past 30 days)

** High level of error associated with this estimate. Interpret with caution*

Insufficient cell size

Table 3b:
Cigarillo and cigarette use by region and age group (20-24 year olds)

	Young men, 20-24	Young women, 20-24	Young men and young women, 20-24	Young men, 20-24	Young women, 20-24	Young men and young women, 20-24
	Numbers			Prevalence		
Canada						
<i>total population</i>	1,150,743	1,103,325	2,254,068			
Ever tried cigarettes	731,219	554,444	1,285,663	64%	50%	57%
Ever tried cigarillos	655,191	380,235	1,035,426	57%	34%	46%
Smoked a cigarette in past 30 days	331,340	235,853	567,193	29%	21%	25%
Smoked a cigarillo in past 30 days	159,597	40,034	199,631	14%	4%	9%
Eastern Provinces						
<i>total population</i>	78,175	75,517	153,692			
Ever tried cigarettes	45,957	40,250	86,207	59%	53%	56%
Ever tried cigarillos	49,929	24,872	74,801	64%	33%	49%
Smoked a cigarette in past 30 days	23,787	21,890	45,677	30%	29%	30%
Smoked a cigarillo in past 30 days	12,998	#	16,344	17%	#	11%
Quebec						
<i>total population</i>	247,301	236,424	483,725			
Ever tried cigarettes	151,575	148,646	300,221	61%	63%	62%
Ever tried cigarillos	169,971	105,605	275,576	69%	45%	57%
Smoked a cigarette in past 30 days	83,765	53,071	136,836	34%	22%	28%
Smoked a cigarillo in past 30 days	#	#	#	#	#	#
Ontario						
<i>total population</i>	445,849	431,696	877,545			
Ever tried cigarettes	305,536	176,918	482,454	69%	41%	55%
Ever tried cigarillos	211,051	#	330,342	47%	#	38%
Smoked a cigarette in past 30 days	101,371	66,714	168,085	23%	15%	19%
Smoked a cigarillo in past 30 days	#	#	#	#	#	#
Western Provinces						
<i>total population</i>	379,420	359,690	739,110			
Ever tried cigarettes	228,153	188,632	416,785	60%	52%	56%
Ever tried cigarillos	224,240	130,467	354,707	59%	36%	48%
Smoked a cigarette in past 30 days	122,417	94,178	216,595	32%	26%	29%
Smoked a cigarillo in past 30 days	68,347	#	84,531	18%	#	11%

Based on questions DVSST2 (ever smoked cigarette), TP_Q015 (ever smoked cigarillo), SS_Q10 and SS_Q20 (smoked cigarette in past 30 days) and TP_Q016 (smoked a cigarillo in past 30 days)

**Table 3c:
Cigarillo and cigarette use by region and age group (25 and over)**

	<i>Men over 25</i>	<i>Women over 25</i>	<i>Men and women over 25</i>	<i>Men over 25</i>	<i>Women over 25</i>	<i>men and women over 25</i>
	Numbers			Prevalence		
Canada						
<i>total population</i>	10,213,954	10,693,027	20,906,981			
Ever tried cigarettes	7,927,573	6,969,144	14,896,717	78%	65%	71%
Ever tried cigarillos	5,815,093	2,432,805	8,247,898	57%	23%	39%
Smoked a cigarette in past 30 days	2,273,643	1,889,022	4,162,665	22%	18%	20%
Smoked a cigarillo in past 30 days	511,481	#	617,859	5%	#	3%
Eastern Provinces						
<i>total population</i>	789,711	843,142	1,632,853			
Ever tried cigarettes	603,149	553,994	1,157,143	76%	66%	71%
Ever tried cigarillos	453,796	152,849	606,645	57%	18%	37%
Smoked a cigarette in past 30 days	179,831	155,622	335,453	23%	18%	21%
Smoked a cigarillo in past 30 days	42,227*	#	49,606	5%	#!	3%
Quebec						
<i>total population</i>	2,633,183	2,750,762	5,383,945			
Ever tried cigarettes	2,041,446	1,828,019	3,869,465	78%	66%	72%
Ever tried cigarillos	1,470,023	655,583	2,125,606	56%	24%	39%
Smoked a cigarette in past 30 days	618,157	452,939	1,071,096	23%	16%	20%
Smoked a cigarillo in past 30 days	#	#	#	#	#	#
Ontario						
<i>total population</i>	4,222,299	4,445,114	8,667,413			
Ever tried cigarettes	2,904,896	2,536,870	5,441,766	69%	57%	63%
Ever tried cigarillos	2,082,868	818,927	2,901,795	49%	18%	33%
Smoked a cigarette in past 30 days	833,083	703,006	1,536,089	20%	16%	18%
Smoked a cigarillo in past 30 days	#	#	#	#	#	#
Western Provinces						
<i>total population</i>	3,308,063	3,386,516	6,694,579			
Ever tried cigarettes	2,378,080	2,050,264	4,428,344	72%	61%	66%
Ever tried cigarillos	1,808,406	805,446	2,613,852	55%	24%	39%
Smoked a cigarette in past 30 days	642,572	577,455	1,220,027	19%	17%	18%
Smoked a cigarillo in past 30 days	178,529	#	210,135	5%	#	3%

* Number suppressed due to low cell counts

Based on questions DVSST2 (ever smoked cigarette), TP_Q015 (ever smoked cigarillo), SS_Q10 and SS_Q20 (smoked cigarette in past 30 days) and TP_Q016 (smoked a cigarillo in past 30 days)