

Insights from national survey data

Nicotine Users in Canada

2013 – 2023

The data sheet presents estimates of the number and percentage of Canadians who used nicotine products in the past 30 days, based on national surveys conducted by Statistics Canada between 2013 and 2023.

These estimates build on traditional measures of smoking prevalence. Health authorities in Canada and elsewhere generally measure combustible tobacco use on the basis of cigarette smoking only. Official smoking rates do not include the use of other types of tobacco products (cigars, cigarillos, blunts, chewing tobacco, snuff, waterpipe), even though data on the use of many of these nicotine-containing products has been collected.

In recent years, tobacco companies have given priority to the marketing of e-cigarettes and heated-tobacco products. Since 2013, tobacco surveys in Canada have included questions on the use of e-cigarettes, but to date they have not included questions on heat-not-burn products.

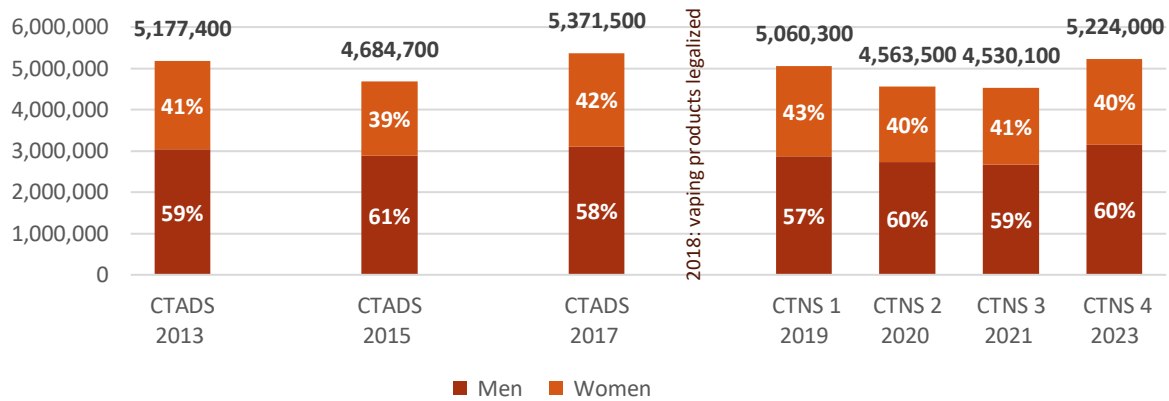
In the absence of any official or established indicator of any nicotine use, this data sheet provides information on past month nicotine use in Canada as measured by the use of any of the following 7 categories of nicotine products: cigarettes, cigarillos/small cigars, cigars, traditional pipes, water pipe, oral tobacco/snuff, or e-cigarettes/vaping devices. The use of NRT (patches, gum, inhalers, etc.) was not included in this measure. The term “any nicotine use” is used to identify those Canadians who used any such product in the past month.

Information on the Canadian surveys from which this data was extracted is presented in below under “Surveys and Methods”.

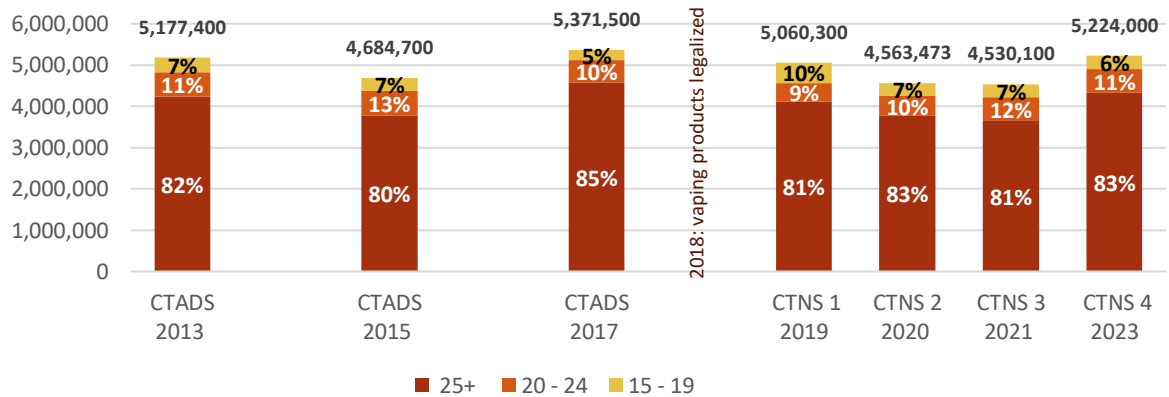
Key Findings

- The number of Canadians using nicotine are as high in 2023 as they were in 2013.
 - In 2013 and 2023, over 5 million Canadians were identified as using either cigarettes, other tobacco products or vaping products in the past month.
- Because of a growth in the overall population, the prevalence of any nicotine use dropped slightly over the past decade
 - The estimate of percentage of Canadians using nicotine in the past month dropped from 18% in 2013 to 16% in 2023.¹
- The lowest estimates in the number and percentage of Canadians using any nicotine product coincided with the first winter of COVID (December 2020 to January 2021).
- Men are consistently more likely to report nicotine use than women.
- Cigarette use is falling in young age groups, but not among adults over 25.

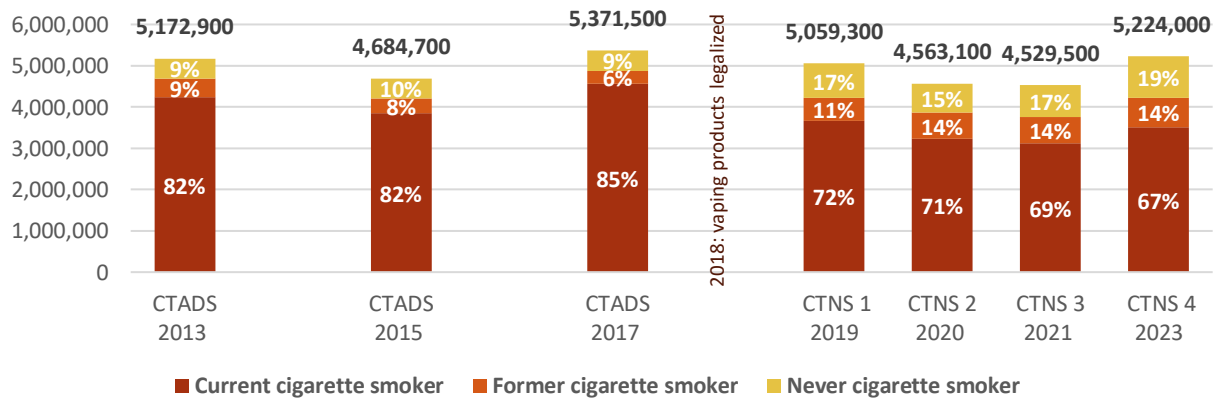
**FIGURE 1: NUMBER OF CANADIANS WHO USE NICOTINE BY SEX
(CTADS 2013, 2015, 2017, CTNS WAVES 1 TO 4)**



**FIGURE 2: NUMBER OF CANADIANS WHO USE NICOTINE BY AGE GROUP
(CTADS 2013, 2015, 2017, CTNS WAVES 1 TO 4)**



**FIGURE 3: ESTIMATED NUMBER OF CANADIANS WHO USE NICOTINE BY SMOKING STATUS
(CTADS 2013, 2015, 2017, CTNS WAVES 1 TO 4)**



**FIGURE 4: PREVALENCE OF ANY NICOTINE USE BY AGE GROUP.
(CTADS 2013, 2015, 2017, CTNS WAVES 1 TO 4)**

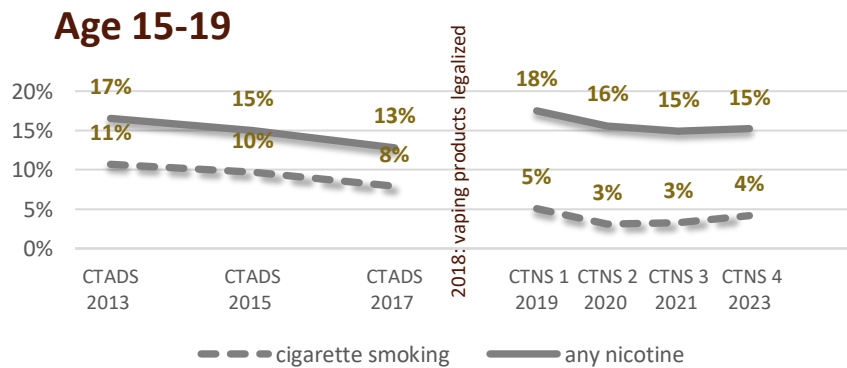
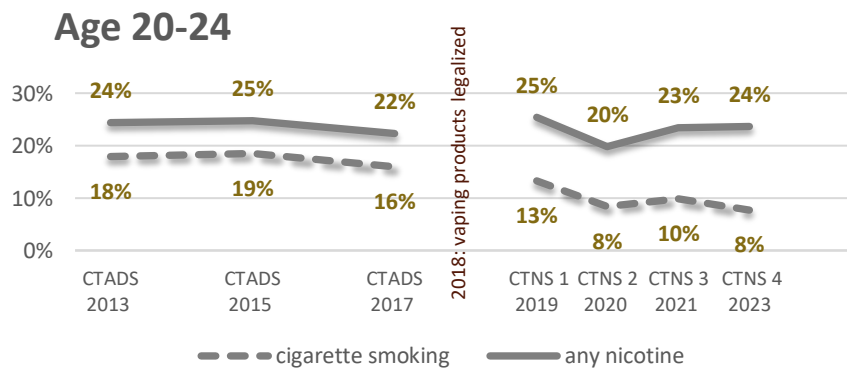
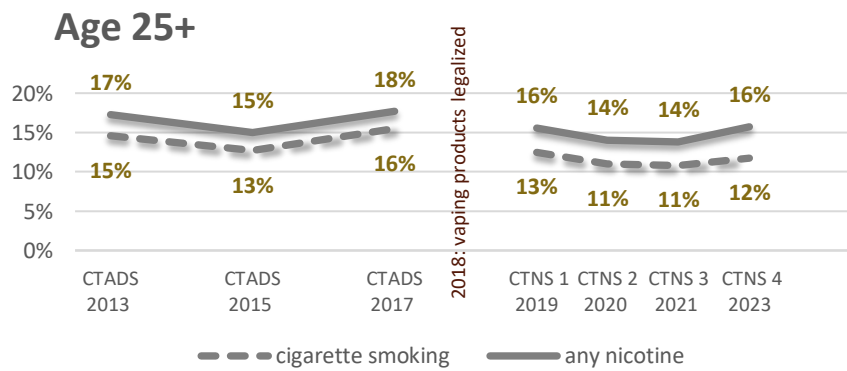
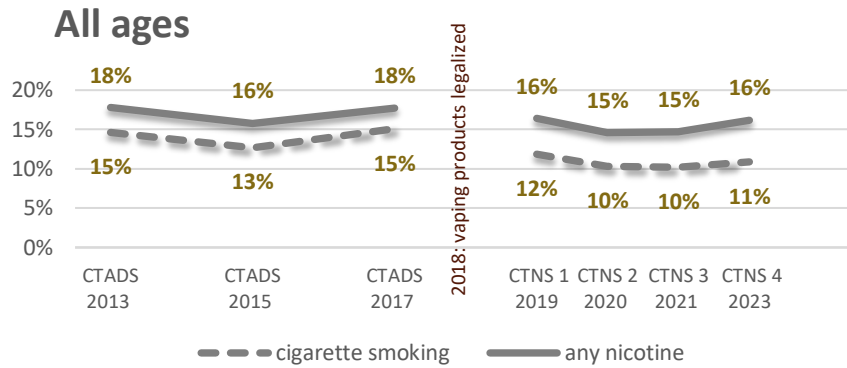
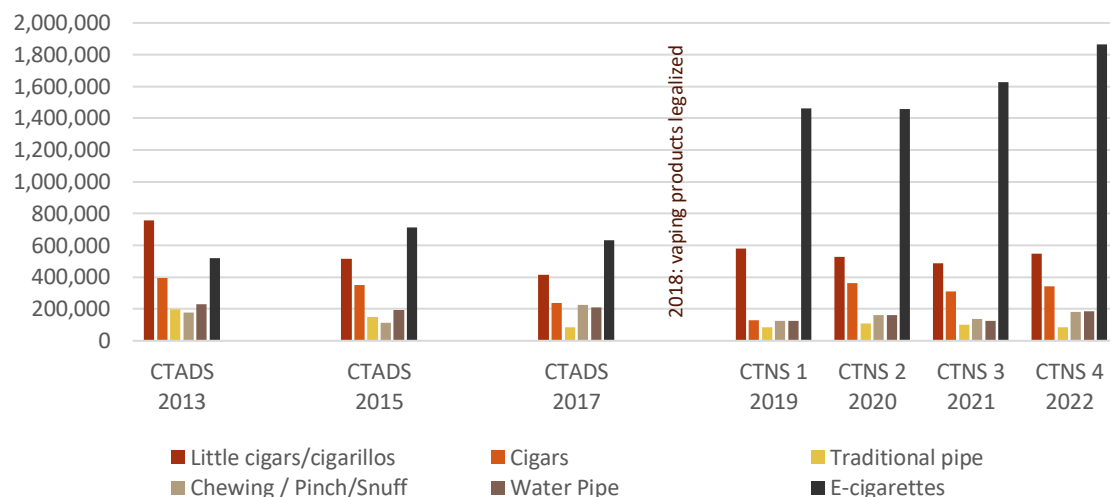


FIGURE 5: NUMBER OF CANADIANS REPORTING PAST-MONTH USE OF NICOTINE PRODUCTS OTHER THAN CIGARETTES (CTADS 2013, 2015, 2017, CTNS WAVES 1 TO 4)



Tables

TABLE 1: NUMBER OF CANADIANS WHO USE ANY NICOTINE PRODUCT IN THE PAST 30 DAYS, BY AGE GROUP AND SEX. (CTADS 2013, 2015, 2017, CTNS WAVES 1 TO 4)

	All Ages	15 -19	20-24	15 to 24	25+	Men	Women
CTADS 2013	5,177,400	347,200	594,900	942,100	4,235,300	3,042,800	2,134,600
CTADS 2015	4,684,700	311,900	605,000	916,900	3,767,800	2,878,600	1,806,100
CTADS 2017	5,371,500	258,300	538,700	797,000	4,574,500	3,108,500	2,263,000
CTNS Wave 1	5,060,300	492,800	458,500	951,300	4,109,000	2,875,700	2,184,600
CTNS Wave 2	4,563,500	315,200	473,800	789,000	3,774,500	2,733,300	1,830,300
CTNS Wave 3	4,530,100	309,300	564,200	873,400	3,656,600	2,664,100	1,866,000
CTNS Wave 4	5,224,000	320,700	572,500	893,200	4,330,800	3,150,700	2,073,400

TABLE 2: NUMBER OF CANADIANS WHO USE SPECIFIC NICOTINE PRODUCTS IN PAST MONTH, (CTADS 2013, 2015, 2017, CTNS WAVES 1 TO 4)^a

	CTADS 2013	CTADS 2015	CTADS 2017	CTNS Wave 1	CTNS Wave 2	CTNS Wave 3	CTNS Wave 4
Little cigars/cigarillos	758,800	517,100	414,000	581,100	527,800	489,300	547,900
Cigars	395,900	350,800	236,300	128,400	362,400	309,400	344,700
Traditional pipe	198,800	149,000	86,600	84,400	110,300	100,500	84,200
Chewing / Pinch/Snuff	179,300	111,800	225,300	124,300	160,500	137,300	182,100
Water Pipe	229,200	195,000	208,400	127,100	159,700	125,100	184,600
E-cigarettes	521,000	713,800	631,000	1,461,400	1,456,400	1,625,700	1,865,500
Cigarettes	4,233,300	3,846,800	4,564,800	3,672,400	3,228,700	3,160,500	3,517,500
ANY NICOTINE	5,177,400	4,684,700	5,371,500	5,060,300	4,563,500	4,530,100	5,224,000

a These numbers are taken from the codebooks provided by Statistics Canada. In this presentation, the estimates have been rounded to the nearest 100.

**TABLE 3: NUMBER OF CANADIANS WHO USE ANY NICOTINE PRODUCT IN PAST MONTH BY SMOKING STATUS.
(CTADS 2013, 2015, 2017, CTNS WAVES 1 TO 4.**

	Current smoker	Former Smoker	Never Smoker	Total
CTADS 2013	4,233,300	460,900	478,800	5,172,900
CTADS 2015	3,846,800	362,600	475,400	4,684,700
CTADS 2017	4,564,800	311,800	495,000	5,371,500
CTNS Wave 1	3,660,700	554,300	844,300	5,059,300
CTNS Wave 2	3,228,700	635,000	699,400	4,563,100
CTNS Wave 3	3,122,300	637,400	769,900	4,529,500
CTNS Wave 4	3,512,100	710,800	1,001,100	5,224,000

TABLE 4: SURVEY POPULATION (CTADS 2013, 2015, 2017, CTNS WAVES 1 TO 4), BY AGE GROUP AND SEX

	All Ages	15 -19	20-24	15 to 24	25+	Men	Women
CTADS 2013	29,043,884	2,104,986	2,433,945	4,538,931	24,504,953	14,346,527	14,697,357
CTADS 2015	29,670,183	2,078,189	2,448,327	4,526,516	25,143,667	14,641,531	15,028,652
CTADS 2017	30,291,068	2,023,055	2,420,496	4,443,551	25,847,517	14,949,547	15,341,521
CTNS Wave 1 ^b	30,949,666	2,816,363	1,804,254	4,620,617	26,329,049	15,264,983	15,669,343
CTNS Wave 2	31,306,624	2,018,004	2,391,251	4,409,255	26,897,369	15,459,989	15,842,927
CTNS Wave 3	30,908,313	2,070,872	2,408,975	4,479,847	26,428,466	15,199,890	15,595,834
CTNS Wave 4	32,170,290	2,106,479	2,412,090	4,518,569	27,651,721	15,862,447	16,199,642

**TABLE 5: PREVALENCE OF ANY NICOTINE USE - PAST 30 DAYS BY AGE AND SEX
(CTADS 2013, 2015, 2017, CTNS WAVES 1 TO 4.**

Per centage	All Ages	15 -19	20-24	15 to 24	25+	Men	Women
CTADS 2013	17.8%	16.5%	24.4%	20.8%	17.3%	21.2%	14.5%
CTADS 2015	15.8%	15.0%	24.7%	20.3%	15.0%	19.7%	12.0%
CTADS 2017	17.7%	12.8%	22.3%	17.9%	17.7%	20.8%	14.8%
CTNS Wave 1	16.4%	17.5%	25.4%	20.6%	15.6%	18.8%	13.9%
CTNS Wave 2	14.6%	15.6%	19.8%	17.9%	14.0%	17.7%	11.6%
CTNS Wave 3	14.7%	14.9%	23.4%	19.5%	13.8%	17.5%	12.0%
CTNS Wave 4	16.2%	15.2%	23.7%	19.8%	15.7%	19.9%	12.8%

**TABLE 6: PREVALENCE OF CURRENT CIGARETTE SMOKING, BY AGE AND SEX
(CTADS 2013, 2015, 2017, CTNS WAVES 1 TO 4.**

	All Ages	15 -19	20-24	25+	Men	Women
CTADS 2013	14.6%	10.7%	17.9%	14.6%	16.0%	13.3%
CTADS 2015	13.0%	9.7%	18.5%	12.7%	15.6%	10.4%
CTADS 2017	15.1%	7.9%	16.0%	15.5%	16.7%	13.5%
CTNS Wave 1	11.9%	5.1%	13.3%	12.5%	12.7%	11.1%
CTNS Wave 2	10.3%	3.1%	8.4%	11.0%	12.1%	8.6%
CTNS Wave 3	10.2%	3.3%	9.8%	10.8%	11.8%	8.5%
CTNS Wave 4	10.9%	4.2%	7.7%	11.7%	12.9%	9.1%

^b Note. The estimated survey population for 15-19 and 20-24 year olds in CTNS Wave 1 is inconsistent with other years or other surveys. The relevant cells are highlighted in yellow in Table 3. This same anomaly is displayed in the tables published on Health Canada's website.^b Because this population number is used to produce the estimated number of users, it is likely that the number of 15-19 year old users in Wave 1 is exaggerated and that the number of 20-24 year old users is understated

Surveys and Methods

Statistics Canada has released Public Use Microdata Files (PUMF) for seven waves of surveys focusing on tobacco use which included questions on e-cigarettes. Among these are results for three waves of the Canadian Tobacco, Alcohol and Drug Survey (CTADS) for 2013, 2015 and 2017 and for four waves of the Canadian Tobacco and Nicotine Survey, Waves 1 to four (annual from late 2019 to early 2023). Answers from survey respondents are collected either from computer-assisted telephone interviewing or through an electronic questionnaire.

- CTADS 2013 sampled over 14,000 respondents between February and December 2013 and had a response rate of 81.8%²
- CTADS 2015 sampled 15,000 respondents between February and December 2015 and had a person response rates of 79%³
- CTADS 2017 sampled 16,000 respondents between February and December 2017 and had a person response rate of 70.4%⁴
- The first wave of the CNTS was conducted between October and December 2019. 8,614 Canadians participated, representing 44.4% of those who were asked to do so.
- The second wave was conducted in December 2020 to January 2021. 8,112 Canadians participated, representing 41% of those who were asked to do so.⁵
- The third wave was conducted from mid-December 2021 to early February 2022. 9,908 Canadians participated, representing 42% of those who were asked to do so.⁶
- The fourth wave was conducted from November 30, 2022 to January 31, 2023. 12,133 Canadians participated, representing 44.9% of those who were asked.⁷

Answers from survey respondents are collected either from computer-assisted telephone interviewing or through an electronic questionnaire.

The definitions used for smoking status are provided by Health Canada at the following links:

- CTADS: <https://www.canada.ca/en/health-canada/services/canadian-alcohol-drugs-survey.html>
- CTNS: <https://www.canada.ca/en/health-canada/services/canadian-tobacco-nicotine-survey.html>

Variables used from survey

Total Nicotine Use includes all individuals who answered that they used any of 7 product categories in the past month.

Behaviour	Variable	Definition or derivation
Cigarette Smoking	CTADS: DVSST/DVSST1 CTNS: DV_SS/DVSSR	Includes daily smokers and occasional smokers, determined from the responses to the question "During the past 30 days, how often did you smoke cigarettes?"
Cigarillos	CTADS: TP_021 CTNS: OTP_05A	CTADS: Answered "yes" to the question "In the past 30 days, did you smoke any little cigars or cigarillos?" CTNS: Answered a frequency greater than zero to the question "During the past 30 days, how often did you smoke or use any of the following tobacco products? - Little cigars or cigarillos"

Behaviour	Variable	Definition or derivation
Cigars	CTADS: TP_027 CTNS: OTP_05B	CTADS: Answered “yes” to the question “In the past 30 days, did you smoke any cigars (not including little cigars or cigarillos)?” CTNS: Answered a frequency greater than zero to the question “During the past 30 days, how often did you smoke or use any of the following tobacco products? - Cigars”
Pipe	CTADS: TP_040 CTNS: OTP_05C	CTADS: Answered “yes” to the question “In the past 30 days, did you smoke a tobacco pipe?” CTNS: Answered a frequency greater than zero to the question “During the past 30 days, how often did you smoke or use any of the following tobacco products? – Tobacco smoked in a traditional pipe”
Oral tobacco	CTADS: TP_Q060 CTNS: OTP_05D	CTADS: Answered “yes” to the question “In the past 30 days, did you use any chewing tobacco, pinch or snuff?” CTNS: Answered a frequency greater than zero to the question “During the past 30 days, how often did you smoke or use any of the following tobacco products? – Chewing tobacco, pinch, or snuff”
Water pipe	CTADS: TP_080 CTNS: OTP_05E	CTADS: Answered “yes” to the question “In the past 30 days have you smoked a tobacco water-pipe?” CTNS: Answered a frequency greater than zero to the question “During the past 30 days, how often did you smoke or use any of the following tobacco products? – Tobacco water-pipe”
E-cigarettes Vaping	CTADS ELC_120 CTNS DV_VP30R	CTADS: Answered “yes” to the question “In the past 30 days, did you use an e-cigarette?” CTNS – Derived variable “Vaped in the last 30 days”.

Endnotes

- 1 No statistical tests have been performed on these estimates. The information provided conforms with Statistics Canada’s guidance on data quality as outlined in the documentation to the Public Use Microdata Files (PUMF) from which the data was extracted.
- 2 Canadian Tobacco Alcohol and Drugs (CTADS): 2013 summary
<https://www.canada.ca/en/health-canada/services/canadian-alcohol-drugs-survey/2013-summary.html>
- 3 Canadian Tobacco Alcohol and Drugs (CTADS): 2015 summary
<https://www.canada.ca/en/health-canada/services/canadian-alcohol-drugs-survey/2015-summary.html>
- 4 Canadian Tobacco, Alcohol and Drugs Survey (CTADS): summary of results for 2017
<https://www.canada.ca/en/health-canada/services/canadian-alcohol-drugs-survey/2017-summary.html>
- 5 Statistics Canada. Canadian Tobacco and Nicotine Survey (CTNS).
<https://www23.statcan.gc.ca/imdb/p2SV.pl?Function=getSurvey&SDDS=5305>
- 6 Health Canada. Canadian Tobacco and Nicotine Survey (CTNS): summary of results for 2021
<https://www.canada.ca/en/health-canada/services/canadian-tobacco-nicotine-survey/2021-summary.html>
- 7 Health Canada. Canadian Tobacco and Nicotine Survey (CTNS): summary of results for 2022
<https://www.canada.ca/en/health-canada/services/canadian-tobacco-nicotine-survey.html>