



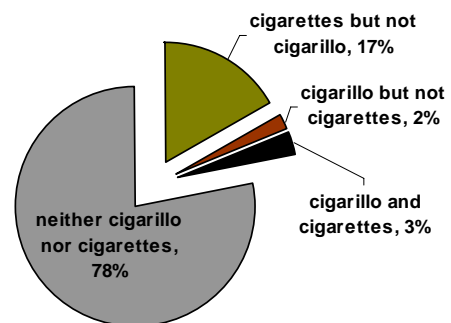
## Cigarillo Smoking in Quebec

A review of results from CTUMS, Wave 1 - 2007

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

Because cigarillo use is not traditionally included when measuring “smoking”, this means that smoking rates in Quebec are currently underestimated by about 2 percentage points. That is to say, the percentage of Quebecers who smoke cigarettes is 20%, but when the number who smoke only cigarillos is also included, the total smoking prevalence is 22%.

### Current Smoking, Quebec, 2007



#### Key findings:

- including cigarillo use in measurements of smoking increases smoking rates among Quebecers from 20% to 22%. (see Table 2)
- including cigarillo use in measurements of smoking increases smoking rates among Quebecers under 25 years of age from 23% to 30% (see Table 2)
- Cigarillos are a “kiddy product.” Experimentation and recent use is highest among the youngest surveyed Quebecers. (Table 1)
- Quebec is the province with the highest use of cigarillos among young people. Ontario, where countertop displays of these products have been banned since May 31, 2006, has a lower rate.

**Quebec youth are as likely to experiment with cigarillos as with cigarettes.**

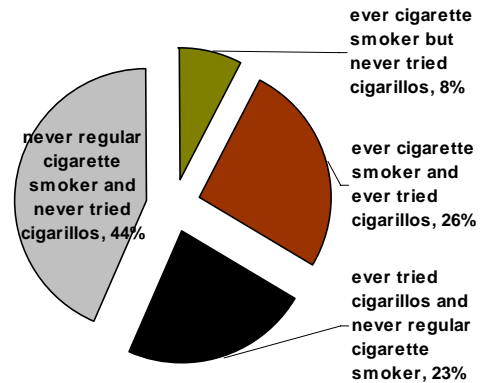
Surveyers found that one in four Quebec boys and girls aged 15 – 19 have ever smoked a cigarette and one in five have smoked a cigarillo in the past month. The number is as high for cigarillos.

There are many young Quebecers who smoke cigarillos, but not cigarettes.

Health Canada’s estimates of smoking rates is based on cigarette smoking only, and does not include those who smoke cigarillos but do not smoke cigarettes. The estimate of smoking prevalence for Quebecers 24 years of age or younger thus underestimates the number in that age group who have actually smoked cigars or cigarillos by 7%. The real smoking prevalence should be 30%.

*Note: This comparison is made despite the different measurements used by the survey designers. Current smokers of cigarettes are those who identify themselves as smoking cigarettes on a daily or occasional basis. The cigarillo users included here are those who said they smoked a cigarillo in the past 30 days, as there was no further measurement of frequency of cigarillo use taken.*

**Quebecers under 25 years of age who have ever tried smoked tobacco products, 2007**

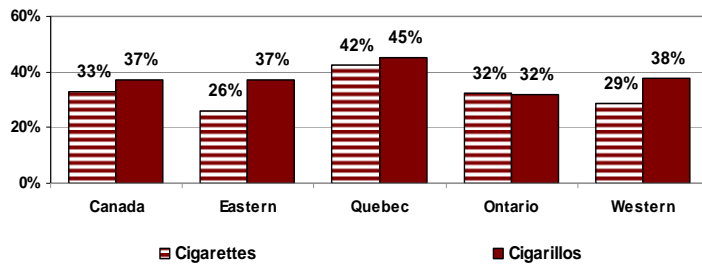


**Quebec boys and girls have the highest rates of recent cigarillo use in Canada.**

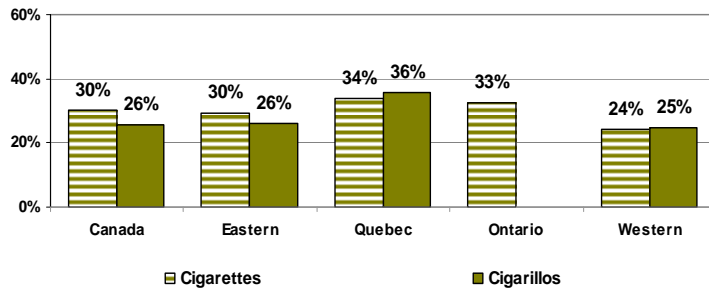
CTUMS data show Quebec youth with the highest rates of having ever used cigarettes or cigarillos in Canada.

See Table 3

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



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



**Table 1: Quebecers who have ever smoked cigarettes or cigarillos**

	<i>Men</i>	<i>Women</i>	<i>Both Sexes</i>	<i>Men</i>	<i>Women</i>	<i>Both Sexes</i>
	<b>Numbers</b>			<b>Prevalence</b>		
<b>Age 15 – 19</b>						
<i>total population</i>	246,264	235,832	482,096			
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	#	#	91,834	#	#	19%
Smoked a cigarillo in past 30 days	#	#	83,930	#	#	17%
<b>Age 20 - 24</b>						
<i>total population</i>	247,300	236,423	483,723			
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	#	#	136,836	#	#	28%
Smoked a cigarillo in past 30 days	#	#	#	#	#	#
<b>Age 15 - 24</b>	493,564	472,255	965,819			
<i>total population</i>	255,576	229,109	484,685	52%	49%	50%
Ever tried cigarettes	280,948	189,524	470,472	57%	40%	49%
Ever tried cigarillos	127,684	100,986	228,670	26%	21%	24%
Smoked a cigarette in past 30 days	107,008	#	153,404	22%	#	16%
Smoked a cigarillo in past 30 days	#	#	#	#	#	#
<b>Age 25 years and over</b>						
<i>total population</i>	2,633,181	2,750,762	5,383,943			
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	#	#	#	#	#	#

\* *data suppressed because cell size under 30*

*Based on questions DVSS22 (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 2: Current smoking of cigarillos and cigarettes in Quebec**

	<i>cigarillo in past month</i>	<i>no cigarillo in past month</i>	<i>Total</i>
<b>Number (%) of all Quebecers who are:</b>			
Currently cigarette smoker	195,941 (3%)	1,061,301 (17)	1,257,242 (20%)
not currently a cigarette smoker	135,698 (2%)	4,930,065 (78)	5,065,763 (80%)
Total	331,639 (5%)	5,991,366 (95)	6,323,005 (100)
<b>Number (%) of all Quebecers under 25 years of age who are:</b>			
Currently cigarette smoker	91,140 (10%)	119,779 (13%)	210,919 (22%)
not currently a cigarette smoker	62,263 (7%)	665,757 (71%)	728,020 (78%)
Total	153,403 (17%)	785,536 (84%)	938,939 (100%)

*“Currently a cigarette smoker” includes all those identified as “current smoker” in DVSSST1; “Not currently a cigarette smoker” includes all those identified as “former smoker” or “never smoked” in DVSSST1. “Cigarillo in past month” includes all those who answered “yes” to TP\_Q016 (“In the past 30 days, did you smoke any little cigars or cigarillos , “No cigarillo in past month” includes all those who answered “no” to TP\_Q016 or TP\_Q015 (“Have you ever tried smoking a little cigar or cigarillos (plain for flavoured)?).*

*Sample size not large enough to permit sex-disaggregated analysis.*

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

	<b>Boys 15-19</b>	<b>Girls 15-19</b>	<b>Boys and Girls 15-19</b>	<b>Boys 15-19</b>	<b>Girls 15-19</b>	<b>Boys and Girls 15-19</b>
	<b>Numbers</b>			<b>Prevalence</b>		
<b>Canada</b>						
<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%
<b>Eastern Provinces</b>						
<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%
<b>Quebec</b>						
<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%
<b>Ontario</b>						
<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	#	#	#	#	#	#
<b>Western Provinces</b>						
<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%