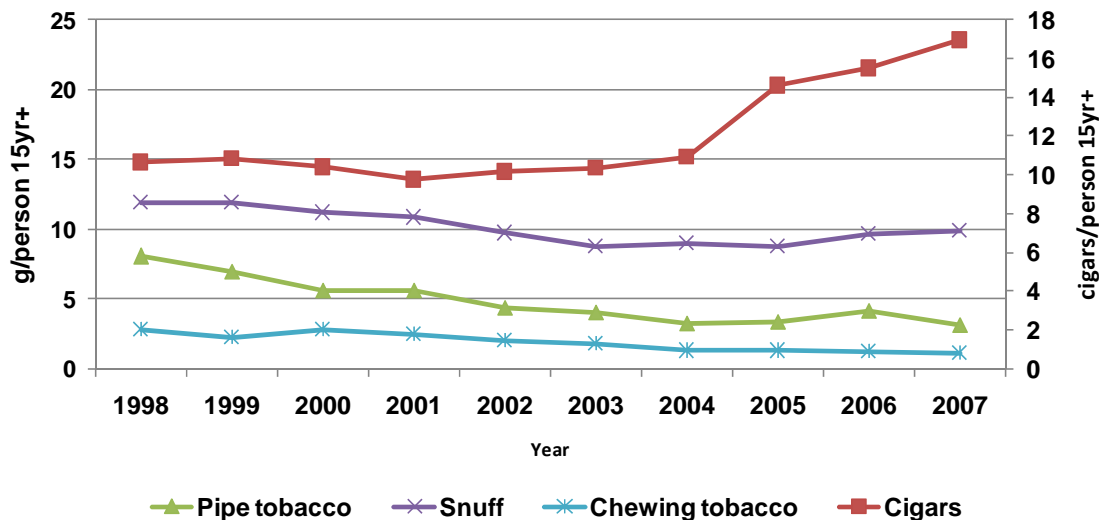




Canadian per-capita consumption of pipe, snuff, chewing tobacco and cigars 1998-2007

Canadian per capita consumption of cigarettes and fine-cut tobacco is over 100 times greater than the use of cigars, snuff, pipe and chewing tobacco. These four tobacco products represent 3.5% of the total tobacco consumption from 1998 to 2007.

Snuff, pipe and chewing tobacco consumption is low, and has declined steadily since 1998, in contrast to cigar consumption which has been rising since 2004. This trend can be attributed to the growing cigarillo popularity, especially among youth. According to the 2007 Canadian Tobacco Use Monitoring Survey (CTUMS), cigarillos have become very popular among adolescents. When cigarillo use is included in smoking prevalence statistics for youth aged 15-19 in 2007, smoking rates increase from 15% to 20%.



Calculations: **Consumption = Total Sales + Imported Tobacco – Exported Tobacco**

Source: Total sales taken from Statistics Canada Service Bulletin, Production and Disposition of Tobacco products, catalogue number 32-022-X. Imported and exported tobacco data from Statistics Canada, Canadian International Merchandise Trade, catalogue number 65-001-XIB.

For the period 1998-2003, cigars were reported in weight, not units. To allow comparability with later years, a conversion to units was required. We estimated a conversion factor of 1 cigar equal to 2 gm of tobacco.

For more information on cigarillos please see “Cigarillo Smoking in Canada a review of results from CTUMS, Wave 1 – 2007” on the PSC website (http://www.smoke-free.ca/pdf_1/cigarillos-2008.pdf)

Per-capita consumption of cigars, snuff, chewing and pipe tobacco Canada, 1998 to 2007

			1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Cigars	Total Sales	000's	137,283	140,365	138,135	--	--	--	--	--	--	--
	Imports	000's	118,103	130,224	120,645	248,550	260,253	287,967	309,907	391,209	411,319	465,564
	*Imports before conversion	KGM	236,205	260,448	241,289	497,100	520,506	575,934				
	Exports	000's	3,682	8,120	3,086	3,280	1,001	19,774	22,798	2,690	427	2,062
	*Exports before conversion	KGM	7,363	16,239	6,172	6,559	2,001	3,9548				
	Total consumption	000's	251,704	262,469	255,693	245,270	259,252	268,193	287,109	388,519	410,892	463,502
	Per capita consumption	Num/per	10.63	10.82	10.40	9.75	10.15	10.36	10.94	14.61	15.49	16.94
Snuff	Total Sales	KGM	--	--	--	--	--	--	--	--	--	--
	Imports	KGM	281,111	289,213	274,825	272,818	248,132	226,208	234,912	233,091	255,687	269,917
	Exports	KGM	--	--	--	--	--	--	--	--	--	--
	Total consumption	KGM	281,111	289,213	274,825	272,818	248,132	226,208	234,912	233,091	255,687	269,917
	Per capita consumption	g/per	11.88	11.92	11.18	10.84	9.71	8.74	8.95	8.77	9.64	9.86
Chewing Tobacco	Total Sales	KGM	--	--	--	--	--	--	--	--	--	--
	Imports	KGM	66,617	53,592	68,380	62,383	51,228	46,300	33,706	33,765	31,662	29,550
	Exports	KGM	--	--	--	--	--	--	--	--	--	--
	Total consumption	KGM	66,617	53,592	68,380	62,383	51,228	46,300	33,706	33,765	31,662	29,550
	Per capita consumption	g/per	2.81	2.21	2.78	2.48	2.01	1.79	1.28	1.27	1.19	1.08
Pipe Tobacco	Total Sales	KGM	--	--	--	--	--	--	--	--	--	--
	Imports	KGM	190,122	169,164	137,487	141,195	112,268	105,075	85,001	89,352	110,078	86,360
	Exports	KGM	--	--	--	--	--	--	--	--	--	--
	Total consumption	KGM	190,122	169,164	137,487	141,195	112,268	105,075	85,001	89,352	110,078	86,360
	Per capita consumption	g/per	8.03	6.97	5.59	5.61	4.39	4.06	3.24	3.36	4.15	3.16
Population	000's	23,671	24,260	24,580	25,167	25,547	25,884	26,233	26,585	26,527	27,363	

Calculations: **Consumption = Total Sales + Imported Tobacco – Exported Tobacco**

Source: Total sales taken from Statistics Canada Service Bulletin, Production and Disposition of Tobacco products, catalogue number 32-022-X. Imported and exported tobacco data from Statistics Canada, Canadian International Merchandise Trade, catalogue number 65-001-XIB.

*Conversion factors used for 1998-2003: 1 cigar = 2g of cigar tobacco