



Per Capita Consumption 1990- 2007

Number of Canadian cigarettes and roll-your-own equivalents sold and per-capita equivalents

	1990	1991	1992	1993	1994	1995	1996
Industry Shipments (billions)							
• Cigarettes	45.9	38.9	35.1	30.2	45.7	45.6	47.1
• roll your own	7.4	7.4	6.3	5	4.4	4.1	4.2
• tobacco sticks					0.7	1.1	1.4
export and duty free							
• cigarettes	2.6	6.6	8.1	14.4	1.9	1.4	1.4
• roll your own	0.6	2.4	2.3	2.8	0.6	0.4	0.4
Total	56.5	55.3	51.8	52.4	53.3	52.6	54.5
Population (15+) (thousands)	21,217.00	21,540.60	21,867.30	22,179.70	22,440.00	22,726.50	23,030.70
per capita shipments	2,663	2,567	2,369	2,362	2,375	2,314	2,366
percentage change over previous year		-3.59%	-7.73%	-0.27%	0.54%	-2.56%	2.24%

	1997	1998	1999	2000	2001	2002	2003
Industry Shipments (billions)							
• cigarettes	45.5	45.5	45.3	43.6	42.3	38.2	36.2
• roll your own	4.2	4.1	4.1	4.1	4.2	4.4	4.4
• tobacco sticks	1.5	2	2	1.8	1.7	1.9	1.5
export and duty free							
• cigarettes	1.5	1.4	1.4	1.5	1.4	2.3	2.3
• roll your own	0.2	0.2	0.2	0.2	0.1	0.1	0.1
Total	52.9	53.2	53	51.2	49.7	46.9	44.5
Population (15+) (thousands)	23,359.30	23,671.10	23,969.00	24,284.90	24,617.80	25,605.2	25,250.7
per capita shipments	2,264	2,247	2,211	2,108	2,018	1,831	1,774
percentage change over previous year	-4.30%	-0.76%	-1.61%	-4.65%	-4.24%	-9.27%	-3.11%

Source: Total industry production taken from Imperial Tobacco Annual Reports, Imasco 1990 – 2003; Population estimates from Statistics Canada Labour Force Survey.

	*2004	*2005	*2006	*2007	*Adjusted for contraband:
Consumption (billions)					• 2005: 10%
• cigarettes	37.9	41.3	38.6	39.4	• 2006: 16.5%
• roll-your-own cigarette equivalents	5.2	3.8	6.1	3.4	• 2007: 22%
Total (billions)	43.1	45.1	44.7	42.8	
Population (15+) (thousands)	26,232.82	26,585.05	26,527.00	27,363.00	
per capita consumption	1,644	1,695	1,686	1,565	
percentage change over previous year	-7.45%	+3.1%	-0.53%	-7.18%	

*Calculations for 2004-2007: **Consumption = Total Sales, including export+ imports**

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 1990 to 2003: 1 cigarette equivalent = 1g of fine-cut tobacco, 2004-2007: 1 cigarette equivalent = 0.75g of fine-cut tobacco

Per Capita Shipments

Because Canadian cigarettes (including exports) are smoked almost exclusively by Canadian smokers, total shipments are a good way to measure per capita consumption.

