

Tobacco Brand Choice of Young Canadian Smokers

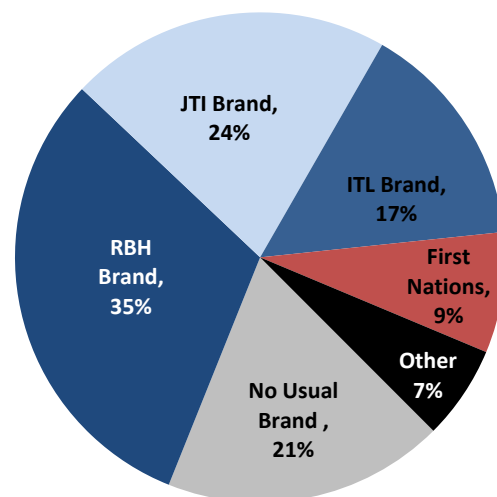
Findings from the Youth Smoking Survey, 2008-2009.

Key Findings

- Most young Canadian smokers say they have a “usual brand” of cigarettes, and three-quarters say their usual brand is one manufactured by a multinational tobacco company.
 - One-third of young smokers say they smoke cigarettes made by Philip Morris’ subsidiary (Rothmans, Benson and Hedges).
 - One quarter say they smoke cigarettes made by Japan Tobacco’s subsidiary (JTI-Macdonald).
 - Almost one-fifth say they smoke cigarettes made British American Tobacco’s subsidiary (Imperial Tobacco Canada Ltd).
- Fewer than one in ten young smokers say they usually smoke cigarettes made on First Nations reserves.

Manufacturer & brand	Percentage of smokers citing as usual brand
RBH Brands	35%
○ Canadian Classics	13%
○ Belmont	11%
○ Number Seven	6%
○ Other RBH brands	5%
JTI Brands	24%
○ Export A	15%
○ Macdonald	9%
ITL Brands	17%
○ Du Maurier	9%
○ Players	4%
○ Peter Jackson	3%
○ Other ITL brands	1%
First Nations Brands	9%
Other brands	7%
No usual brand	21%

CHOICE OF USUAL BRAND OF CIGARETTES OF YOUNG CANADIAN SMOKERS YSS 2008-2009



USUAL BRAND OF CURRENT SMOKERS, BY SEX AND ABORIGINAL STATUS YSS 2008-2009

	Girls	Boys	Aboriginal	Non-Aboriginal	Total
Don't have a usual brand	8%	9%	10%	9%	9%
Usual brand is:					
RBH Brand	39%	32%	37%	34%	35%
JTI Brand	24%	23%	16%	25%	24%
ITL Brand	16%	18%	21%	17%	17%
First Nations	9%	9%	11%	9%	9%
Other (including American brands)	4%	8%	5%	7%	7%
Have a usual brand	92%	91%	90%	91%	91%

USUAL BRAND OF CURRENT SMOKERS, BY REGION, YSS 2008-2009

	Maritimes	Quebec	Ontario	Western	Total
Don't have a usual brand	9%	8%	8%	10%	9%
Usual brand is:					
RBH Brand	49%	13%	46%	36%	35%
JTI Brand	17%	39%	5%	32%	24%
ITL Brand	13%	16%	22%	14%	17%
First Nations	5%	17%	12%	*	9%
Other (including American brands)	6%	6%	7%	7%	7%
Have a usual brand	91%	92%	92%	90%	91%

***"data suppressed because cell size too small.*

NOTES, ASSUMPTIONS AND LIMITATIONS:

The data were taken from the Public Use Microdata of the 2008-2009 Youth Smoking Survey, which is administered by the Propel Centre for Population Health Impact. Variables used included: ProvID: Province of residence; SBRNDUA1: What brand of cigarettes do you usually smoke?; DVTY1ST: Smoking status

The age of the school-students who responded to the survey is not included in the microdata made available. The survey is conducted in grade schools and high schools (grades 6 to 12) in all provinces, but not in the northern territories. Included in the survey will be students who have reached the 'legal age' to buy cigarettes, but the number of these students cannot be determined from the data released.

The 1% of respondents who were classified as smokers in variable DVTY1ST but did not identify themselves as smokers in this question SBRNDUA1 were included with those who do not have a usual brand.

Source: YSS Public Use Microdata

Question: "What brand of cigarettes do you usually smoke". Current Smokers only considered.

Physicians *for a* Smoke-Free Canada

1226 A Wellington Street ♦ Ottawa ♦ Ontario ♦ K1Y 3A1
Tel: 613 233 4878 ♦ Fax: 613 233-7797 ♦ www.smoke-free.ca ♦ psc @ smoke-free.ca