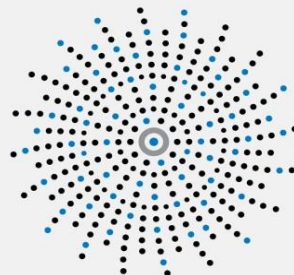


**FLAVOURED TOBACCO USE  
AMONG CANADIAN YOUTH:  
EVIDENCE FROM CANADA'S  
2012/2013 YOUTH SMOKING SURVEY**

**Date: September 10, 2014**



**PROPEL**  
CENTRE FOR  
POPULATION  
HEALTH IMPACT

University of Waterloo | Waterloo, Ontario

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## BACKGROUND

The current report serves to update a similar report prepared using the 2010/2011 cycle of the Youth Smoking Survey (YSS).<sup>1,2</sup> The biennial Youth Smoking Survey (YSS) is a classroom-based survey of a representative sample of schools in the ten Canadian provinces. The 2010/2011 cycle of the YSS did not include the province of New Brunswick<sup>3</sup> and the 2012/2013 cycle did not include the province of Manitoba<sup>4</sup>. In November 2012 to June 2013<sup>5</sup>, 450 schools and 47,203 students participated in YSS. Table 1 reports participating students by province. Survey weights are applied to the data in order to derive meaningful population estimates. These weights ensure results reflect the total population being considered and adjust for the sampling method and response rate. Tables with results suppress data that do not reflect reliable estimates of the population.

**Table 1: Participating Students by Province, 2012/2013 YSS**

Province	# Students Participating	Response Rate (%)
NL	4,265	71
PE	2,525	76
NS	4,600	62
NB	3,716	69
QC	6,158	92
ON	8,048	59
MB	-	-
SK	5,638	78
AB	5,743	70
BC	6,510	86
<b>Canada</b>	<b>47,203</b>	<b>72</b>

The main objective of the YSS is to provide benchmark tobacco use prevalence rates at national and provincial levels for students in grades 6 through 12. The 2012/2013 YSS questionnaire (the most recent cycle with released data) included questions about multiple forms of tobacco product, including whether students used flavoured tobacco products. Details of the implementation of YSS are available in the online User Guide<sup>6</sup>.

Of particular interest for this report are questions asked on the YSS questionnaire that determine tobacco usage in the last 30 days. Table 2 indicates the specific wording of items used in the subsequent analyses.

<sup>1</sup> Minaker L, Manske S, Rynard VL, Reid JL & Hammond D. Tobacco Use in Canada: Patterns and Trends, 2014 Edition - Special Supplement: Flavoured Tobacco Use. Waterloo, ON: Propel Centre for Population Health Impact, University of Waterloo.

<sup>2</sup> Minaker LM, Ahmed R, Hammond D, Manske S. Flavored Tobacco Use Among Canadian Students in Grades 9 Through 12: Prevalence and Patterns From the 2010–2011 Youth Smoking Survey. *Preventing Chronic Disease* 2014;11:140094. DOI: <http://dx.doi.org/10.5888/pcd11.140094>

<sup>3</sup> The province of New Brunswick declined participation in the 2010/2011 YSS. Based on the comparative analysis conducted using the 2008/2009 survey date, there were no statistically significant differences in cigarette smoking rates in national estimates with and without New Brunswick.

<sup>4</sup> The province of Manitoba declined participation in the 2012/2013 YSS. Based on the comparative analysis conducted using 2010/2011 survey data, there were no statistically significant differences in national estimates with and without Manitoba.

<sup>5</sup> Most data were collected in the period January – May, 2013.

<sup>6</sup> University of Waterloo. 2013 (December). Youth Smoking Survey (YSS): 2012/2013 YSS Microdata User Guide (PDF) Waterloo: Propel Centre for Population Health Impact, 1-50. [cstads.ca/results](http://cstads.ca/results)

**Table 2: Questions and Response Options for Usage of Tobacco Products in the Last 30 Days, 2012/2013 YSS**

Question	Response Options
<p><b>On how many of the last 30 days did you smoke one or more cigarettes?</b></p>	<ul style="list-style-type: none"> <li>• None</li> <li>• 1 day</li> <li>• 2 to 3 days</li> <li>• 4 to 5 days</li> <li>• 6 to 10 days</li> <li>• 11 to 20 days</li> <li>• 21 to 29 days</li> <li>• 30 days (every day)</li> </ul>
<p><b>In the last 30 days, did you use any of the following?</b> <i>(Mark all that apply)</i></p>	<ul style="list-style-type: none"> <li>• Pipe tobacco</li> <li>• Little cigars or cigarillos (plain or flavoured)</li> <li>• Cigars (not including little cigars or cigarillos, plain or flavoured)</li> <li>• Roll-your-own cigarettes (tobacco only)</li> <li>• Bidis (little cigarettes that are hand-rolled in leaves, tied with a string at the ends, and may come in different flavours)</li> <li>• Smokeless tobacco (chewing tobacco, pinch, snuff, or snus)</li> <li>• Nicotine patches, nicotine gum, nicotine lozenges, or nicotine inhalers</li> <li>• A water-pipe (hookah) to smoke sheesha (herbal or tobacco)</li> <li>• Blunt wraps (a sheet or tube made of tobacco used to roll cigarette tobacco)</li> <li>• I have not used any of these things in the last 30 days</li> </ul>
<p><b>In the last 30 days, did you use any of the following flavoured tobacco products?</b> <i>(Mark all that apply)</i></p>	<ul style="list-style-type: none"> <li>• Menthol cigarette</li> <li>• Flavoured little cigar or cigarillo</li> <li>• Flavoured cigar</li> <li>• Flavoured tobacco in a water-pipe (hookah)</li> <li>• I did not use any of these things in the last 30 days</li> </ul>

## RESULTS

Table 3 reports the use of tobacco products in the last 30 days for Canada and provinces by grade and sex. Table 4 contains the population estimates<sup>7</sup> for each of the percentages reported in Table 3. Tables 5 and 6 contain the percent usage and population estimates for six tobacco products separately, reporting the percent usage of each flavoured tobacco product compared to overall usage of that product.

Of key importance is the proportion of users of any tobacco product who consume flavoured products. Overall in Canada, 50% of students in grades 9-12 who reported tobacco product use in the last 30 days used flavoured tobacco products in the last 30 days (53% among boys and 46% among girls). Almost 3 of 10 Canadian youth who smoked cigarettes in the last 30 days (29%) reported smoking menthol cigarettes in the last 30 days. As Table 3 indicates, flavoured product use varies across provinces.

The percentage of grades 9-12 students who report using any tobacco product (flavoured or unflavoured) in the last 30 days (18%) is much higher than just those reporting cigarette smoking (12%) in the last 30 days. To establish how common use of any *flavoured* tobacco product in the last 30 days

<sup>7</sup> Caution is advised when comparing population estimates across years using the previous report. These comparisons are affected by a variety of factors including Manitoba declining participation in 2012/2013, New Brunswick declining participation in 2010/2011 and population reductions (nationally) in the 10-14 and 15-19 year old age groups.

(137,000 Canadian students grades 9-12) is, we compared it to the rate of cigarette smoking (174,500 students). That is, fully three quarters as many Canadian students report using flavoured tobacco products in the last 30 days as the number who report smoking cigarettes.

**Table 3: Percent Use of Tobacco Products in the Last 30 Days, by Grade, Sex and Province, 2012/2013 YSS**

	Cigarette smoking last 30 days†: % [95% CI]^	Used any form of tobacco, last 30 days‡: % [95% CI]	Used any form of flavoured tobacco, last 30 days§: % [95% CI]	% of last 30 day tobacco users who used flavoured tobacco in last 30 days: % [95% CI]	% of last 30 day cigarette smokers† who smoked menthol in last 30 days: % [95% CI]
Canada*, Grades 9-12**	12 [10-13]	18 [17-20]	9 [8-10]	50 [48-52]	29 [26-32]
Canada, Boys, Gr. 9-12**	13 [11-15]	22 [19-24]	11 [10-13]	53 [49-56]	29 [25-33]
Canada, Girls, Gr. 9-12**	10 [9-12]	15 [13-16]	7 [6-8]	46 [43-49]	29 [25-32]
Canada, Gr. 9 <sup>††</sup> , both sexes	8 [6-9]	12 [10-14]	6 [4-7]	49 [43-54]	35 [29-41]
Canada, Gr. 10 <sup>††</sup> , both sexes	9 [8-11]	16 [14-17]	8 [7-9]	52 [48-55]	33 [28-38]
Canada, Gr. 11 <sup>††</sup> , both sexes	13 [11-15]	21 [18-23]	10 [8-11]	47 [43-50]	27 [24-31]
Canada, Gr. 12 <sup>††</sup> , both sexes	17 [13-21]	26 [22-30]	14 [11-16]	52 [46-58]	25 [20-30]
Atlantic, Gr. 9-12, both sexes	16 [15-18]	23 [21-24]	11 [10-12]	50 [47-53]	36 [33-38]
Atlantic, Gr. 9-12, boys	19 [17-21]	27 [26-29]	15 [14-16]	54 [51-58]	39 [36-42]
Atlantic, Gr. 9-12, girls	14 [12-15]	18 [16-19]	8 [7-8]	43 [40-46]	31 [27-35]
Newfoundland, Gr. 9-12, both sexes	16 [13-19]	22 [20-25]	12 [10-13]	53 [47-59]	36 [32-40]
Newfoundland, Gr. 9-12, boys	19 [16-23]	27 [25-29]	15 [13-17]	56 [49-63]	35 [31-40]
Newfoundland, Gr. 9-12, girls	13 [11-16]	18 [14-21]	9 [7-11]	49 [42-56]	37 [30-43]
PEI, Gr. 9-12, both sexes	15 [13-18]	20 [18-22]	8 [7-9]	40 [37-43]	28 [24-32]
PEI, Gr. 9-12, boys	18 [14-21]	26 [23-29]	11 [10-13]	43 [39-48]	31 [27-36]
PEI, Gr. 9-12, girls	12 [11-14]	14 [13-16]	5 [4-6]	34 [29-39]	#
Nova Scotia, Gr. 9-12, both sexes	13 [9-16]	18 [16-21]	9 [7-11]	48 [42-54]	34 [29-39]
Nova Scotia, Gr. 9-12, boys	14 [10-18]	22 [20-25]	12 [9-14]	53 [43-62]	39 [33-44]
Nova Scotia, Gr. 9-12, girls	11 [8-14]	14 [11-18]	6 [4-7]	41 [37-45]	29 [21-37]
New Brunswick, Gr. 9-12, both sexes	20 [18-22]	27 [25-29]	14 [13-15]	52 [48-55]	38 [34-42]
New Brunswick, Gr. 9-12, boys	24 [21-27]	33 [30-36]	19 [17-21]	57 [53-61]	42 [37-47]
New Brunswick, Gr. 9-12, girls	17 [14-19]	22 [19-24]	9 [8-11]	43 [38-48]	32 [26-38]
Quebec, Sec III-V both sexes	12 [10-15]	20 [16-24]	12 [9-15]	59 [53-65]	31 [24-38]
Quebec, Sec III-V boys	13 [10-16]	23 [19-28]	15¶ [10-19]	62 [50-74]	33 [22-43]
Quebec, Sec III-V girls	12 [8-15]	16 [12-20]	9 [6-11]	54 [46-62]	28 [24-32]
Ontario, Gr. 9-12, both sexes	11 [8-14]	17 [14-20]	8 [6-10]	46 [41-50]	24 [18-30]
Ontario, Gr. 9-12, boys	12 [8-15]	20 [16-25]	10 [7-13]	49 [43-55]	24¶ [16-32]
Ontario, Gr. 9-12, girls	10 [7-13]	14 [12-15]	5 [4-6]	39 [35-44]	24 [20-28]
Manitoba*, Gr. 9-12, both sexes	-	-	-	-	-
Manitoba, Gr. 9-12, boys	-	-	-	-	-
Manitoba, Gr. 9-12, girls	-	-	-	-	-

	Cigarette smoking last 30 days <sup>†</sup> : % [95% CI] <sup>^</sup>	Used any form of tobacco, last 30 days <sup>‡</sup> : % [95% CI]	Used any form of flavoured tobacco, last 30 days <sup>§</sup> : % [95% CI]	% of last 30 day tobacco users who used flavoured tobacco in last 30 days: % [95% CI]	% of last 30 day cigarette smokers <sup>†</sup> who smoked menthol in last 30 days: % [95% CI]
Saskatchewan, Gr. 9-12, both sexes	20 [14-26]	27 [19-35]	15 [11-19]	55 [46-64]	37 [32-43]
Saskatchewan, Gr. 9-12, boys	22 [16-28]	32 [23-40]	18 [12-23]	55 [44-67]	34 [27-41]
Saskatchewan, Gr. 9-12, girls	18¶ [11-24]	22 [15-29]	12 [8-16]	54 [47-61]	41 [34-48]
Alberta, Gr. 9-12, both sexes	11 [9-13]	21 [17-25]	12 [9-14]	55 [52-58]	35 [26-43]
Alberta, Gr. 9-12, boys	13 [10-15]	25 [21-29]	13 [10-17]	54 [47-60]	33 [24-43]
Alberta, Gr. 9-12, girls	8 [6-11]	17 [13-21]	10 [8-11]	57 [48-66]	37 [27-46]
British Columbia, Gr. 9-12, both sexes	10¶ [6-14]	14¶ [9-18]	6 [4-8]	44 [38-50]	32¶ [20-43]
British Columbia, Gr. 9-12, boys	11 [8-14]	16 [11-20]	7¶ [5-10]	46 [40-51]	31 [26-35]
British Columbia, Gr. 9-12, girls	9¶ [3-15]	11¶ [5-17]	5¶ [3-7]	43 [29-56]	#
Canada Grades 6-12, both sexes <sup>**</sup>	8 [7-9]	12 [11-13]	6 [5-7]	49 [47-51]	29 [26-32]
Canada, Gr. 6-12, Boys <sup>**</sup>	9 [7-10]	15 [13-16]	7 [6-9]	51 [48-54]	29 [26-33]
Canada, Gr. 6-12, Girls <sup>**</sup>	7 [6-8]	10 [9-11]	5 [4-5]	46 [43-49]	28 [25-32]
Canada, Gr. 6, both sexes	0¶ [0-1]	1¶ [0-1]	#	#	#
Canada, Gr. 7 <sup>§§</sup> both sexes	2¶ [2-3]	4 [3-5]	1¶ [1-2]	37 [29-46]	20¶ [10-30]
Canada, Gr. 8 <sup>§§</sup> both sexes	4 [3-5]	6 [5-7]	3 [2-3]	48 [43-53]	28 [23-34]
Atlantic, Gr. 6-12, both sexes	11 [10-12]	15 [14-16]	7 [7-8]	48 [46-51]	35 [32-37]
Newfoundland, Gr. 6-12, both sexes	11 [9-13]	15 [13-16]	7 [6-8]	51 [46-56]	35 [30-39]
PEI, Gr. 6-12, both sexes	10 [8-12]	14 [12-15]	5 [5-6]	38 [35-41]	27 [23-30]
Nova Scotia, Gr. 6-12, both sexes	8 [6-10]	12 [11-14]	6 [5-7]	47 [41-53]	34 [30-39]
New Brunswick, Gr. 6-12, both sexes	14 [12-15]	18 [17-20]	9 [8-10]	49 [46-53]	36 [32-40]
Quebec, Gr. 6-Sec V, both sexes	9 [7-12]	14 [11-17]	8 [6-10]	58 [52-64]	30 [22-37]
Ontario, Gr. 6-12, both sexes	7 [5-9]	11 [10-13]	5 [4-6]	44 [40-49]	24 [18-30]
Manitoba, Gr. 6-12, both sexes	-	-	-	-	-
Saskatchewan, Gr 6-12, both sexes	14 [10-18]	19 [14-24]	10 [7-12]	53 [45-61]	37 [32-42]
Alberta, Gr. 6-12, both sexes	7 [6-8]	13 [11-16]	7 [6-9]	53 [49-57]	33 [25-41]
British Columbia Gr. 6-12, both sexes	7¶ [4-9]	9¶ [6-12]	4 [3-5]	44 [38-49]	31¶ [20-43]

<sup>^</sup> 95% confidence intervals in brackets

\* Manitoba declined participation in the 2012/2013 YSS

<sup>†</sup> Includes daily, occasional and experimental smoking

<sup>‡</sup> Any form of tobacco includes cigarettes, pipe tobacco, cigarillos or little cigars, cigars, roll-your-own cigarettes, bids, smokeless tobacco, water pipe to smoke tobacco, or blunt wraps but does not include individuals who only used nicotine patches, nicotine gum, nicotine lozenges, or nicotine inhalers

<sup>§</sup> Any form of flavoured tobacco includes menthol cigarettes, flavoured cigarillos or little cigars, flavoured cigars, or flavoured tobacco in a water-pipe. The original data included a small number of inconsistencies of students who reported use of a flavoured tobacco product in the last 30 days when they had not previously reported use of that product. These cases were excluded from the estimate of flavoured tobacco use. This is the most conservative estimate of flavoured tobacco use.

¶ Moderate sampling variability, interpret with caution

# High sampling variability, data are suppressed

\*\* Secondary III-V in Quebec

	<b>Cigarette smoking last 30 days<sup>†</sup>: % [95% CI]<sup>^</sup></b>	<b>Used any form of tobacco, last 30 days<sup>‡</sup>: % [95% CI]</b>	<b>Used any form of flavoured tobacco, last 30 days<sup>§</sup>: % [95% CI]</b>	<b>% of last 30 day tobacco users who used flavoured tobacco in last 30 days: % [95% CI]</b>	<b>% of last 30 day cigarette smokers<sup>†</sup> who smoked menthol in last 30 days: % [95% CI]</b>
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<sup>††</sup> For Quebec Grade 9 represents Secondary III, Grade 10 represents Secondary IV, Grade 11 represents Secondary V and Grade 12 does not exist

<sup>‡‡</sup> Grade 6-Secondary V in Quebec

<sup>§§</sup> For Quebec Grade 7 represents Secondary I, Grade 8 represents Secondary II

Source: 2012/2013 Youth Smoking Survey



**Table 4: Population Estimates<sup>^</sup> of Use of Tobacco Products in the Last 30 Days, by Grade, Sex, Province, 2012/2013 YSS**

	Cigarette smoking last 30 days <sup>†</sup> : Population Estimate	Used any form of tobacco, last 30 days <sup>‡</sup> : Population Estimate	Used any form of flavoured tobacco, last 30 days <sup>§</sup> : Population Estimate	Last 30 day cigarette smokers <sup>†</sup> who smoked menthol in last 30 days: Population Estimate
Canada*, Grades 9-12**	174,500	274,100	137,000	50,900
Canada, Boys, Gr. 9-12**	99,100	167,500	88,000	29,200
Canada, Girls, Gr. 9-12**	75,400	106,600	49,000	21,700
Canada, Gr. 9 <sup>††</sup> , both sexes	30,000	44,900	21,800	10,600
Canada, Gr. 10 <sup>††</sup> , both sexes	35,800	60,100	31,300	11,800
Canada, Gr. 11 <sup>††</sup> , both sexes	48,700	78,000	36,500	13,400
Canada, Gr. 12 <sup>††</sup> , both sexes	59,900	91,100	47,500	15,100
Atlantic, Gr. 9-12, both sexes	17,700	24,500	12,200	6,300
Atlantic, Gr. 9-12, boys	10,300	15,000	8,100	4,000
Atlantic, Gr. 9-12, girls	7,400	9,500	4,100	2,300
Newfoundland, Gr. 9-12, both sexes	3,400	4,600	2,400	1,200
Newfoundland, Gr. 9-12, boys	2,000	2,800	1,500	700
Newfoundland, Gr. 9-12, girls	1,400	1,800	900	500
PEI, Gr. 9-12, both sexes	1,200	1,700	700	300
PEI, Gr. 9-12, boys	800	1,100	500	200
PEI, Gr. 9-12, girls	500	600	200	#
Nova Scotia, Gr. 9-12, both sexes	5,100	7,500	3,600	1,800
Nova Scotia, Gr. 9-12, boys	2,900	4,700	2,500	1,100
Nova Scotia, Gr. 9-12, girls	2,200	2,800	1,200	600
New Brunswick, Gr. 9-12, both sexes	7,900	10,700	5,500	3,000
New Brunswick, Gr. 9-12, boys	4,700	6,500	3,700	2,000
New Brunswick, Gr. 9-12, girls	3,300	4,200	1,800	1,000
Quebec, Sec III-V both sexes	31,400	50,700	29,800	9,600
Quebec, Sec III-V boys	16,800	30,400	18,900¶	5,500
Quebec, Sec III-V girls	14,600	20,400	10,900	4,100
Ontario, Gr. 9-12, both sexes	77,100	121,600	55,300	18,500
Ontario, Gr. 9-12, boys	43,500	75,500	37,200	10,400¶
Ontario, Gr. 9-12, girls	33,500	46,100	18,200	8,100
Manitoba*, Gr. 9-12, both sexes	-	-	-	-
Manitoba, Gr. 9-12, boys	-	-	-	-
Manitoba, Gr. 9-12, girls	-	-	-	-

	Cigarette smoking last 30 days <sup>†</sup> : Population Estimate	Used any form of tobacco, last 30 days <sup>‡</sup> : Population Estimate	Used any form of flavoured tobacco, last 30 days <sup>§</sup> : Population Estimate	Last 30 day cigarette smokers <sup>†</sup> who smoked menthol in last 30 days: Population Estimate
Saskatchewan, Gr. 9-12, both sexes	10,200	13,900	7,600	3,800
Saskatchewan, Gr. 9-12, boys	5,800	8,300	4,600	2,000
Saskatchewan, Gr. 9-12, girls	4,400¶	5,600	3,000	1,800
Alberta, Gr. 9-12, both sexes	18,100	35,900	19,800	6,300
Alberta, Gr. 9-12, boys	11,000	21,500	11,500	3,700
Alberta, Gr. 9-12, girls	7,000	14,500	8,300	2,600
British Columbia, Gr. 9-12, both sexes	20,100¶	27,500¶	12,200	6,400¶
British Columbia, Gr. 9-12, boys	11,600	16,900	7,700¶	3,600
British Columbia, Gr. 9-12, girls	8,400¶	10,600¶	4,500¶	#
Canada Grades 6-12, both sexes <sup>**</sup>	199,900	311,200	153,000	57,500
Canada, Gr. 6-12, Boys <sup>**</sup>	112,600	189,200	96,900	32,800
Canada, Gr. 6-12, Girls <sup>**</sup>	87,300	121,900	56,200	24,700
Canada, Gr. 6, both sexes	1,300¶	2,500¶	#	#
Canada, Gr. 7 <sup>§§</sup> both sexes	8,700¶	13,100	4,900¶	1,800¶
Canada, Gr. 8 <sup>§§</sup> both sexes	15,500	21,500	10,300	4,300
Atlantic, Gr. 6-12, both sexes	19,800	27,300	13,100	6,900
Newfoundland, Gr. 6-12, both sexes	3,700	5,100	2,600	1,300
PEI, Gr. 6-12, both sexes	1,300	1,800	700	400
Nova Scotia, Gr. 6-12, both sexes	5,800	8,300	3,900	2,000
New Brunswick, Gr. 6-12, both sexes	9,000	12,100	6,000	3,300
Quebec, Gr. 6-Sec V, both sexes	46,400	69,300	40,200	13,900
Ontario, Gr. 6-12, both sexes	81,200	130,100	57,700	19,400
Manitoba, Gr. 6-12, both sexes	-	-	-	-
Saskatchewan, Gr 6-12, both sexes	11,200	15,300	8,000	4,200
Alberta, Gr. 6-12, both sexes	19,600	38,900	20,600	6,500
British Columbia Gr. 6-12, both sexes	21,700¶	30,300¶	13,300	6,800¶

<sup>^</sup> Caution is advised when comparing population estimates across years using the previous report. These comparisons are affected by a variety of factors including Manitoba declining participation in 2012/2013, New Brunswick declining participation in 2010/2011 and population reductions (nationally) in the 10-14 and 15-19 year old age groups.

\* Manitoba declined participation to the 2012/2013 YSS

<sup>†</sup> Includes daily, occasional and experimental smoking

<sup>‡</sup> Any form of tobacco includes cigarettes, pipe tobacco, cigarillos or little cigars, cigars, roll-your-own cigarettes, bidis, smokeless tobacco, water pipe to smoke tobacco, or blunt wraps but does not include individuals who only used nicotine patches, nicotine gum, nicotine lozenges, or nicotine inhalers

<sup>§</sup> Any form of flavoured tobacco includes menthol cigarettes, flavoured cigarillos or little cigars, flavoured cigars, or flavoured tobacco in a water-pipe. The original data included a small number of inconsistencies of students who reported use of a flavoured tobacco product in the last 30 days when they had not previously reported use of that product. These cases were excluded from the estimate of flavoured tobacco use. This is the most conservative estimate of flavoured tobacco use.

¶ Moderate sampling variability, interpret with caution

	<b>Cigarette smoking last 30 days<sup>†</sup>: Population Estimate</b>	<b>Used any form of tobacco, last 30 days<sup>‡</sup>: Population Estimate</b>	<b>Used any form of flavoured tobacco, last 30 days<sup>§</sup>: Population Estimate</b>	<b>Last 30 day cigarette smokers<sup>†</sup> who smoked menthol in last 30 days: Population Estimate</b>
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# High sampling variability, data are suppressed

\*\* Secondary III-V in Quebec

†† For Quebec Grade 9 represents Secondary III, Grade 10 represents Secondary IV, Grade 11 represents Secondary V and Grade 12 does not exist

‡‡ Grade 6-Secondary V in Quebec

§§ For Quebec Grade 7 represents Secondary I, Grade 8 represents Secondary II

Estimates may not sum to totals due to rounding.

Source: 2012/2013 Youth Smoking Survey

**Table 5: Percent Usage of Flavoured Tobacco Products in the Last 30 Days, by Grade, Sex, Province, 2012/2013 YSS**

	% of last 30 day cigarette smokers† who smoked menthol in last 30 days: % [95% CI]	% of last 30 day cigarillo or little cigar users who used flavoured cigarillos or little cigars in the last 30 days: % [95% CI]	% of last 30 day cigar users who used flavoured cigars in the last 30 days: % [95% CI]	% of last 30 day bidi users who used flavoured bidis in the last 30 days: % [95% CI]	% of last 30 day smokeless tobacco users who used flavoured smokeless tobacco in the last 30 days: % [95% CI]	% of last 30 day water-pipe users who used flavoured water-pipe in the last 30 days: % [95% CI]
Canada*, Grades 9-12**	29 [26-32]	69 [66-73]	60 [55-64]	-	70 [65-75]	51 [46-55]
Canada, Boys, Gr. 9-12**	29 [25-33]	71 [67-76]	62 [56-68]	-	69 [63-74]	49 [45-53]
Canada, Girls, Gr. 9-12**	29 [25-32]	65 [59-71]	53 [46-61]	-	75 [62-88]	54 [47-60]
Canada, Gr. 9 <sup>††</sup> , both sexes	35 [29-41]	51 [41-60]	66 [52-79]	-	75 [65-84]	43 [35-51]
Canada, Gr. 10 <sup>††</sup> , both sexes	33 [28-38]	71 [68-75]	59 [51-67]	-	76 [66-87]	47 [43-52]
Canada, Gr. 11 <sup>††</sup> , both sexes	27 [24-31]	69 [63-75]	60 [52-68]	-	76 [65-86]	50 [43-57]
Canada, Gr. 12 <sup>††</sup> , both sexes	25 [20-30]	78 [73-83]	56 [50-63]	-	58 [46-71]	57 [48-67]
Atlantic, Gr. 9-12, both sexes	36 [33-38]	68 [64-72]	59 [55-63]	-	63 [57-68]	47 [42-51]
Atlantic, Gr. 9-12, boys	39 [36-42]	68 [63-72]	60 [56-65]	-	65 [60-70]	48 [42-54]
Atlantic, Gr. 9-12, girls	31 [27-35]	70 [63-77]	56 [46-66]	-	#	44 [37-52]
Newfoundland, Gr. 9-12, both sexes	36 [32-40]	66 [60-72]	59 [50-68]	-	58 [49-66]	51 [45-57]
Newfoundland, Gr. 9-12, boys	35 [31-40]	64 [57-72]	62 [52-71]	-	62 [55-68]	56 [47-65]
Newfoundland, Gr. 9-12, girls	37 [30-43]	70 [56-85]	#	-	#	#
PEI, Gr. 9-12, both sexes	28 [24-32]	65 [61-70]	57 [52-62]	-	#	48 [36-59]
PEI, Gr. 9-12, boys	31 [27-36]	66 [60-72]	55 [50-60]	-	#	#
PEI, Gr. 9-12, girls	#	#	#	-	#	#
Nova Scotia, Gr. 9-12, both sexes	34 [29-39]	75 [65-85]	58 [48-69]	-	65 [57-74]	28 [20-36]
Nova Scotia, Gr. 9-12, boys	39 [33-44]	76 [65-88]	59 [47-70]	-	66 [58-75]	#
Nova Scotia, Gr. 9-12, girls	29 [21-37]	73 [63-83]	#	-	#	#
New Brunswick, Gr. 9-12, both sexes	38 [34-42]	65 [60-70]	60 [55-65]	-	-	57 [51-64]
New Brunswick, Gr. 9-12, boys	42 [37-47]	64 [58-70]	61 [56-67]	-	-	56 [48-64]
New Brunswick, Gr. 9-12, girls	32 [26-38]	67 [55-79]	#	-	-	#
Quebec, Sec III-V both sexes	31 [24-38]	68 [60-77]	61 [48-75]	-	#	42 [35-49]
Quebec, Sec III-V boys	33 [22-43]	65 [54-76]	61 [44-79]	-	#	39 [33-46]
Quebec, Sec III-V girls	28 [24-32]	76 [69-83]	61 [54-68]	-	#	#

	% of last 30 day cigarette smokers† who smoked menthol in last 30 days: % [95% CI]	% of last 30 day cigarillo or little cigar users who used flavoured cigarillos or little cigars in the last 30 days: % [95% CI]	% of last 30 day cigar users who used flavoured cigars in the last 30 days: % [95% CI]	% of last 30 day bidi users who used flavoured bidis in the last 30 days: % [95% CI]	% of last 30 day smokeless tobacco users who used flavoured smokeless tobacco in the last 30 days: % [95% CI]	% of last 30 day water-pipe users who used flavoured water-pipe in the last 30 days: % [95% CI]
Ontario, Gr. 9-12, both sexes	24 [18-30]	72 [65-78]	59 [53-65]	-	72 [62-82]	53 [46-60]
Ontario, Gr. 9-12, boys	24¶ [16-32]	75 [69-82]	62 [53-71]	-	73 [62-84]	51 [45-57]
Ontario, Gr. 9-12, girls	24 [20-28]	62 [48-76]	#	-	#	55 [44-66]
Manitoba*, Gr. 9-12, both sexes	-	-	-	-	70 [58-83]	-
Manitoba, Gr. 9-12, boys	-	-	-	-	70 [55-84]	-
Manitoba, Gr. 9-12, girls	-	-	-	-	#	-
Saskatchewan, Gr. 9-12, both sexes	37 [32-43]	70 [65-74]	63 [53-72]	-	63 [46-80]	56 [46-67]
Saskatchewan, Gr. 9-12, boys	34 [27-41]	75 [70-80]	62 [53-72]	-	65 [47-83]	62 [57-68]
Saskatchewan, Gr. 9-12, girls	41 [34-48]	57 [50-65]	64 [51-76]	-	#	#
Alberta, Gr. 9-12, both sexes	35 [26-43]	73 [67-78]	57 [46-68]	-	72 [57-87]	55 [43-66]
Alberta, Gr. 9-12, boys	33 [24-43]	81 [74-87]	58 [45-70]	-	57 [47-67]	47 [36-59]
Alberta, Gr. 9-12, girls	37 [27-46]	59 [45-73]	#	-	#	63 [48-78]
British Columbia, Gr. 9-12, both sexes	32¶ [20-43]	57 [49-66]	61 [50-72]	-	68 [64-71]	51 [43-59]
British Columbia, Gr. 9-12, boys	31 [26-35]	57 [48-66]	68 [56-80]	-	68 [63-72]	56 [47-66]
British Columbia, Gr. 9-12, girls	#	59 [48-69]	#	-	#	#
Canada Grades 6-12, both sexes <sup>††</sup>	29 [26-32]	68 [65-71]	59 [54-63]	-	69 [64-74]	49 [46-53]
Canada, Gr. 6-12, Boys <sup>††</sup>	29 [26-33]	70 [66-74]	61 [55-66]	-	68 [63-74]	47 [43-51]
Canada, Gr. 6-12, Girls <sup>††</sup>	28 [25-32]	65 [59-70]	53 [47-60]	-	72 [60-84]	53 [47-59]
Canada, Gr. 6, both sexes	#	#	#	-	#	#
Canada, Gr. 7 <sup>§§</sup> both sexes	20¶ [10-30]	55 [40-70]	#	-	#	#
Canada, Gr. 8 <sup>§§</sup> both sexes	28 [23-34]	58 [50-66]	60 [43-76]	-	63 [47-78]	39 [29-49]
Atlantic, Gr. 6-12, both sexes	35 [32-37]	67 [62-71]	58 [53-62]	-	62 [57-67]	46 [42-50]
Newfoundland, Gr. 6-12, both sexes	35 [30-39]	66 [61-72]	58 [50-67]	-	59 [51-68]	50 [45-56]
PEI, Gr. 6-12, both sexes	27 [23-30]	64 [60-69]	56 [51-62]	-	61 [54-68]	48 [37-59]
Nova Scotia, Gr. 6-12, both sexes	34 [30-39]	73 [63-83]	58 [48-68]	-	63 [56-69]	28 [21-36]
New Brunswick, Gr. 6-12, both sexes	36 [32-40]	63 [57-68]	57 [52-63]	-	-	55 [49-62]
Quebec, Gr. 6-Sec V, both sexes	30 [22-37]	68 [62-73]	61 [49-72]	-	#	40 [35-45]
Ontario, Gr. 6-12, both sexes	24 [18-30]	70 [63-77]	58 [52-63]	-	72 [63-81]	52 [45-58]
Manitoba, Gr. 6-12, both sexes	-	-	-	-	68 [57-80]	-
Saskatchewan, Gr 6-12, both sexes	37 [32-42]	69 [65-73]	62 [53-72]	-	62 [45-80]	55 [46-65]
Alberta, Gr. 6-12, both sexes	33 [25-41]	71 [65-76]	56 [44-67]	-	73 [59-86]	56 [45-67]
British Columbia Gr. 6-12, both sexes	31¶ [20-43]	57 [49-64]	61 [51-71]	-	68 [64-71]	50 [41-59]

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% of last 30 day cigarette smokers† who smoked menthol in last 30 days: % [95% CI]	% of last 30 day cigarillo or little cigar users who used flavoured cigarillos or little cigars in the last 30 days: % [95% CI]	% of last 30 day cigar users who used flavoured cigars in the last 30 days: % [95% CI]	% of last 30 day bidi users who used flavoured bidis in the last 30 days: % [95% CI]	% of last 30 day smokeless tobacco users who used flavoured smokeless tobacco in the last 30 days: % [95% CI] 2010/2011‡	% of last 30 day water- pipe users who used flavoured water-pipe in the last 30 days: % [95% CI]
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^ 95% confidence intervals in brackets

\* Manitoba declined participation to the 2012/2013 YSS

† Includes daily, occasional and experimental smoking

‡ 2010/2011 YSS was included because in 2012/2013 while use of smokeless tobacco was asked, use of flavoured tobacco was not

¶ Moderate sampling variability, interpret with caution

# High sampling variability, data are suppressed

\*\* Secondary III-V in Quebec

†† For Quebec Grade 9 represents Secondary III, Grade 10 represents Secondary IV, Grade 11 represents Secondary V and Grade 12 does not exist

‡‡ Grade 6-Secondary V in Quebec

§§ For Quebec Grade 7 represents Secondary I, Grade 8 represents Secondary II

Source: 2012/2013 Youth Smoking Survey

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**Table 6: Population Estimates<sup>^</sup> of Use of Flavoured Tobacco Products in the Last 30 Days, by Grade, Sex, Province, 2012/2013 YSS**

	Used any form of flavoured tobacco, last 30 days§: Population Estimate	Last 30 day cigarette smokers† who smoked menthol in last 30 days: Population Estimate	Last 30 day cigarillo or little cigar users who used flavoured cigarillos or little cigars in the last 30 days: Population Estimate	Last 30 day cigar users who used flavoured cigars in the last 30 days: Population Estimate	Last 30 day bidi users who used flavoured bidis in the last 30 days: Population Estimate	Last 30 day smokeless tobacco users who used flavoured smokeless tobacco in the last 30 days: Population Estimate BASED ON 2010/2011 rates‡	Last 30 day water-pipe users who used flavoured water-pipe in the last 30 days: Population Estimate
Canada*, Grades 9-12**	137,000	50,900	70,500	41,300	-	34,000	39,600
Canada, Boys, Gr. 9-12**	88,000	29,200	51,400	32,500	-	29,900	24,400
Canada, Girls, Gr. 9-12**	49,000	21,700	19,200	8,800	-	3,800	15,200
Canada, Gr. 9 <sup>††</sup> , both sexes	21,800	10,600	8,500	8,000	-	6,300	5,400
Canada, Gr. 10 <sup>††</sup> , both sexes	31,300	11,800	15,200	9,200	-	7,600	8,400
Canada, Gr. 11 <sup>††</sup> , both sexes	36,500	13,400	19,500	12,000	-	12,100	10,700
Canada, Gr. 12 <sup>††</sup> , both sexes	47,500	15,100	27,300	12,000	-	8,400	15,000
Atlantic, Gr. 9-12, both sexes	12,200	6,300	6,400	4,400	-	2,700	2,600
Atlantic, Gr. 9-12, boys	8,100	4,000	4,600	3,500	-	2,300	1,700
Atlantic, Gr. 9-12, girls	4,100	2,300	1,800	900	-	#	900
Newfoundland, Gr. 9-12, both sexes	2,400	1,200	1,300	800	-	200	500
Newfoundland, Gr. 9-12, boys	1,500	700	900	700	-	200	300
Newfoundland, Gr. 9-12, girls	900	500	400	#	-	#	#
PEI, Gr. 9-12, both sexes	700	300	300	200	-	200	200
PEI, Gr. 9-12, boys	500	200	300	200	-	#	#
PEI, Gr. 9-12, girls	200	#	#	#	-	#	#

	Used any form of flavoured tobacco, last 30 days§: Population Estimate	Last 30 day cigarette smokers† who smoked menthol in last 30 days: Population Estimate	Last 30 day cigarillo or little cigar users who used flavoured cigarillos or little cigars in the last 30 days: Population Estimate	Last 30 day cigar users who used flavoured cigars in the last 30 days: Population Estimate	Last 30 day bidi users who used flavoured bidis in the last 30 days: Population Estimate	Last 30 day smokeless tobacco users who used flavoured smokeless tobacco in the last 30 days: Population Estimate BASED ON 2010/2011 rates‡	Last 30 day water-pipe users who used flavoured water-pipe in the last 30 days: Population Estimate
Nova Scotia, Gr. 9-12, both sexes	3,600	1,800	2,100	1,200	-	800	500
Nova Scotia, Gr. 9-12, boys	2,500	1,100	1,500	1,000	-	700	#
Nova Scotia, Gr. 9-12, girls	1,200	600	600	#	-	#	#
New Brunswick, Gr. 9-12, both sexes	5,500	3,000	2,700	2,200	-	-	1,500
New Brunswick, Gr. 9-12, boys	3,700	2,000	1,900	1,700	-	-	900
New Brunswick, Gr. 9-12, girls	1,800	1,000	700	#	-	-	#
Quebec, Sec III-V both sexes	29,800	9,600	16,900	11,500	-	#	5,700
Quebec, Sec III-V boys	18,900¶	5,500	11,400	8,500	-	#	4,000
Quebec, Sec III-V girls	10,900	4,100	5,500	3,000	-	#	#
Ontario, Gr. 9-12, both sexes	55,300	18,500	29,200	14,900	-	15,400	19,200
Ontario, Gr. 9-12, boys	37,200	10,400¶	22,700	12,400	-	14,400	11,400
Ontario, Gr. 9-12, girls	18,200	8,100	6,500	#	-	#	7,800
Manitoba*, Gr. 9-12, both sexes	-	-	-	-	-	-	-
Manitoba, Gr. 9-12, boys	-	-	-	-	-	-	-
Manitoba, Gr. 9-12, girls	-	-	-	-	-	-	-



	Used any form of flavoured tobacco, last 30 days§: Population Estimate	Last 30 day cigarette smokers† who smoked menthol in last 30 days: Population Estimate	Last 30 day cigarillo or little cigar users who used flavoured cigarillos or little cigars in the last 30 days: Population Estimate	Last 30 day cigar users who used flavoured cigars in the last 30 days: Population Estimate	Last 30 day bidi users who used flavoured bidis in the last 30 days: Population Estimate	Last 30 day smokeless tobacco users who used flavoured smokeless tobacco in the last 30 days: Population Estimate BASED ON 2010/2011 rates‡	Last 30 day water-pipe users who used flavoured water-pipe in the last 30 days: Population Estimate
Saskatchewan, Gr. 9-12, both sexes	7,600	3,800	3,800	2,200	-	2,100	1,400
Saskatchewan, Gr. 9-12, boys	4,600	2,000	2,900	1,700	-	1,900	1,000
Saskatchewan, Gr. 9-12, girls	3,000	1,800	1,000	600	-	#	#
Alberta, Gr. 9-12, both sexes	19,800	6,300	9,500	4,400	-	5,900	6,500
Alberta, Gr. 9-12, boys	11,500	3,700	6,800	3,300	-	4,200	3,100
Alberta, Gr. 9-12, girls	8,300	2,600	2,700	#	-	#	3,400
British Columbia, Gr. 9-12, both sexes	12,200	6,400¶	4,800	3,900	-	3,500	4,100
British Columbia, Gr. 9-12, boys	7,700¶	3,600	3,100	3,200	-	2,900	3,200
British Columbia, Gr. 9-12, girls	4,500¶	#	1,700	#	-	#	#
Canada Grades 6-12, both sexes**	153,000	57,500	77,800	46,700	-	35,900	43,000
Canada, Gr. 6-12, Boys**	96,900	32,800	55,300	36,100	-	31,500	25,800
Canada, Gr. 6-12, Girls**	56,200	24,700	22,500	10,700	-	4,300	17,200
Canada, Gr. 6, both sexes	#	#	#	#	-	#	#
Canada, Gr. 7 <sup>§§</sup> both sexes	4,900¶	1,800¶	2,500	#	-	#	#
Canada, Gr. 8 <sup>§§</sup> both sexes	10,300	4,300	4,500	4,100	-	1,300	2,200
Atlantic, Gr. 6-12, both sexes	13,100	6,900	6,700	4,700	-	2,800	2,700
Newfoundland, Gr. 6-12, both sexes	2,600	1,300	1,300	900	-	300	500
PEI, Gr. 6-12, both sexes	700	400	400	200	-	300	200
Nova Scotia, Gr. 6-12, both sexes	3,900	2,000	2,200	1,300	-	800	500

	Used any form of flavoured tobacco, last 30 days§: Population Estimate	Last 30 day cigarette smokers† who smoked menthol in last 30 days: Population Estimate	Last 30 day cigarillo or little cigar users who used flavoured cigarillos or little cigars in the last 30 days: Population Estimate	Last 30 day cigar users who used flavoured cigars in the last 30 days: Population Estimate	Last 30 day bidi users who used flavoured bidis in the last 30 days: Population Estimate	Last 30 day smokeless tobacco users who used flavoured smokeless tobacco in the last 30 days: Population Estimate BASED ON 2010/2011 rates‡	Last 30 day water-pipe users who used flavoured water-pipe in the last 30 days: Population Estimate
New Brunswick, Gr. 6-12, both sexes	6,000	3,300	2,800	2,400	-	-	1,500
Quebec, Gr. 6-Sec V, both sexes	40,200	13,900	22,500	15,500	-	#	7,100
Ontario, Gr. 6-12, both sexes	57,700	19,400	29,900	15,400	-	15,800	20,100
Manitoba, Gr. 6-12, both sexes	-	-	-	-	-	-	-
Saskatchewan, Gr 6-12, both sexes	8,000	4,200	3,900	2,300	-	2,200	1,500
Alberta, Gr. 6-12, both sexes	20,600	6,500	9,700	4,400	-	6,500	7,100
British Columbia Gr. 6-12, both sexes	13,300	6,800¶	5,100	4,400	-	3,800	4,500

^ Caution is advised when comparing population estimates across years using the previous report. These comparisons are affected by a variety of factors including Manitoba declining participation in 2012/2013, New Brunswick declining participation in 2010/2011 and population reductions (nationally) in the 10-14 and 15-19 year old age groups.

\* Manitoba declined participation to the 2012/2013 YSS

† Includes daily, occasional and experimental smoking

‡ 2010/2011 YSS was included because in 2012/2013 while use of smokeless tobacco was asked, use of flavoured tobacco was not. These population estimates are based on 2010/2011 rates and 2012/2013 population.

§ Any form of flavoured tobacco includes menthol cigarettes, flavoured cigarillos or little cigars, flavoured cigars, or flavoured tobacco in a water-pipe. The original data included a small number of inconsistencies of students who reported use of a flavoured tobacco product in the last 30 days when they had not previously reported use of that product. These cases were excluded from the estimate of flavoured tobacco use. This is the most conservative estimate of flavoured tobacco use.

¶ Moderate sampling variability, interpret with caution

# High sampling variability, data are suppressed

\*\* Secondary III-V in Quebec

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Used any form of flavoured tobacco, last 30 days§: Population Estimate	Last 30 day cigarette smokers† who smoked menthol in last 30 days: Population Estimate	Last 30 day cigarillo or little cigar users who used flavoured cigarillos or little cigars in the last 30 days: Population Estimate	Last 30 day cigar users who used flavoured cigars in the last 30 days: Population Estimate	Last 30 day bidi users who used flavoured bidis in the last 30 days: Population Estimate	Last 30 day smokeless tobacco users who used flavoured smokeless tobacco in the last 30 days: Population Estimate BASED ON 2010/2011 rates‡	Last 30 day water-pipe users who used flavoured water-pipe in the last 30 days: Population Estimate
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†† For Quebec Grade 9 represents Secondary III, Grade 10 represents Secondary IV, Grade 11 represents Secondary V and Grade 12 does not exist

‡‡ Grade 6-Secondary V in Quebec

§§ For Quebec Grade 7 represents Secondary I, Grade 8 represents Secondary II

Estimates may not sum to totals due to rounding.

Source: 2012/2013 Youth Smoking Survey

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