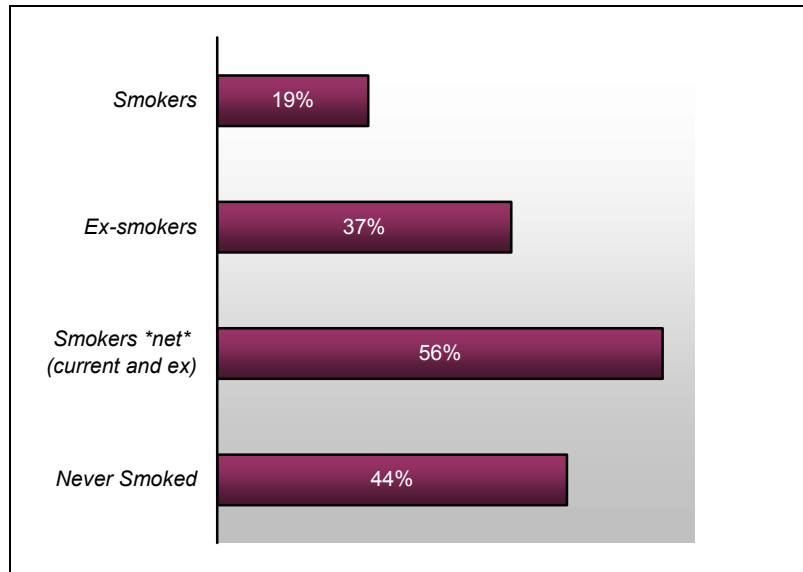


Smoking in Canada

Smoking Prevalence

- Over 4.5 million Canadians, representing 19 per cent of the population are current smokers.ⁱ



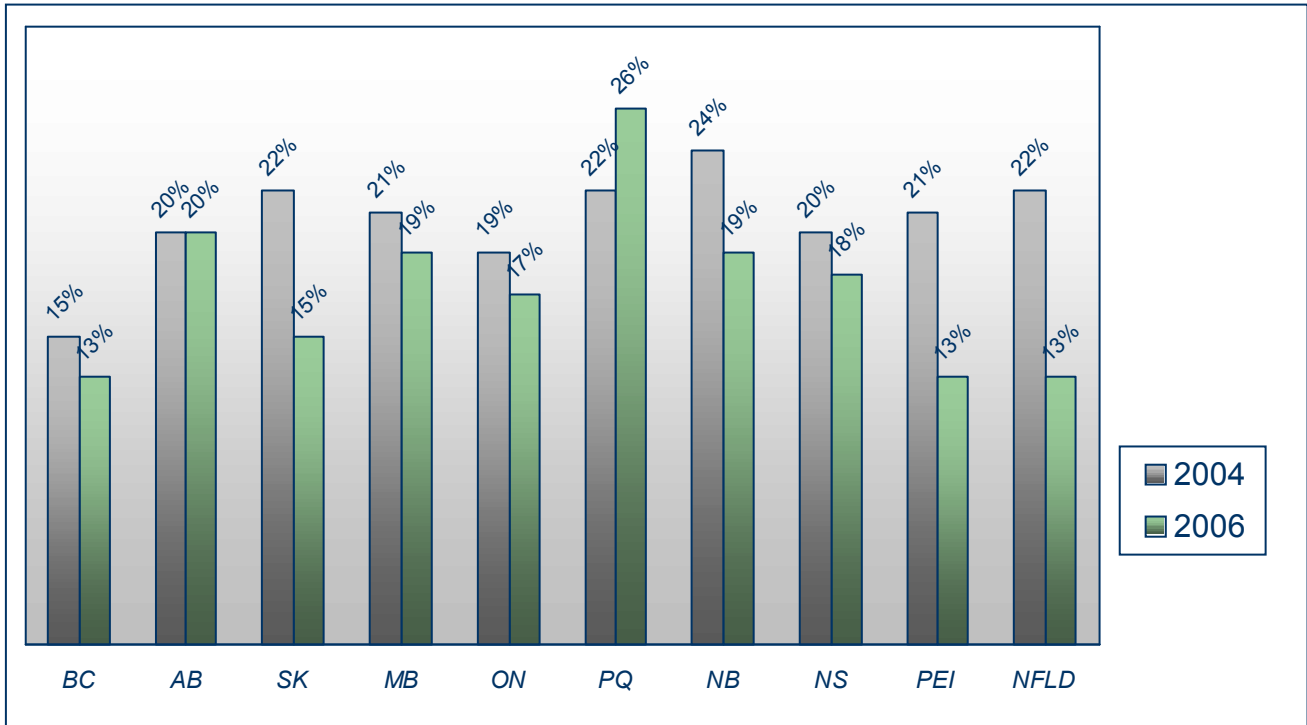
*Per cent breakdown of current smokers, ex-smokers and never smokers in Canada

- Fourteen per cent of Canadians aged 15 years and older reported smoking daily and they smoked on average 15.5 cigarettes per day.ⁱⁱ
- 20 per cent of men and 17 per cent of women currently smoke in Canada. This gap has rapidly narrowed from a 6 per cent difference between men and women in 2005 to the 3 per cent we see today.ⁱⁱⁱ

Demographic breakdown of smoking population

- One third (30%) of Canadians living in households with an annual income of less than \$40k smoke compared to half as many (15%) of those in the upper income brackets (\$40k to 100k or more).^{iv}
- The rate of smoking ranged from a low of 16 per cent in British Columbia to a high of 24 per cent in Saskatchewan.^v
- Ontario reported the highest percentage of never smokers 60 per cent while Newfoundland and Labrador reported the lowest at 46 per cent.^{vi}
- 37 per cent of Canadians reported being exposed to second-hand smoke at least once a week and another 12 per cent reported it occurring every day.^{vii}
- In all provinces but Alberta and Quebec the number of smokers has decreased. Quebec is the only province that has seen a rise in the number of smokers (see chart below).

Smoking in Canada



***Geographic breakdown of current smokers in Canada**

ⁱ Source: 2007 Leger Marketing research – consumer poll

ⁱⁱ Source: Canadian Tobacco Use Monitoring Survey http://www.hc-sc.gc.ca/hl-vs/tobac-tabac/research-recherche/stat/ctums-esutc/2006/index_e.html Accessed October 22, 2007

ⁱⁱⁱ Source: Canadian Tobacco Use Monitoring Survey http://www.hc-sc.gc.ca/hl-vs/tobac-tabac/research-recherche/stat/ctums-esutc/2006/index_e.html Accessed October 22, 2007

^{iv} 2007 Leger Marketing research – consumer poll

^v Source: Canadian Tobacco Use Monitoring Survey http://www.hc-sc.gc.ca/hl-vs/tobac-tabac/research-recherche/stat/ctums-esutc/2006/index_e.html Accessed October 22, 2007

^{vi} Source: Canadian Tobacco Use Monitoring Survey http://www.hc-sc.gc.ca/hl-vs/tobac-tabac/research-recherche/stat/ctums-esutc/2006/index_e.html Accessed October 22, 2007

^{vii} Source: Canadian Tobacco Use Monitoring Survey http://www.hc-sc.gc.ca/hl-vs/tobac-tabac/research-recherche/stat/ctums-esutc/2006/index_e.html Accessed October 22, 2007