The State of Smoking and Tobacco in New Brunswick

Murray Kaiserman
Tobacco Control Programme
Health Canada

Presented to the Implementation Committee of the
In the context of tobacco control, all interventions result in incremental changes to the target group that should only be assessed and evaluated within the context of the intervention's environment.
Is New Brunswick different from the rest of Canada?
Demographics, Sex (CTUMS, 2004)

<table>
<thead>
<tr>
<th></th>
<th>Canada</th>
<th>New Brunswick</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>49.2</td>
<td>49.0</td>
</tr>
<tr>
<td>Female</td>
<td>50.8</td>
<td>51.0</td>
</tr>
</tbody>
</table>

- Canada: 49.2% (Male) vs. 50.8% (Female)
- New Brunswick: 49.0% (Male) vs. 51.0% (Female)
Demographics, Age (CTUMS, 2004)

The bar chart depicts the percentage distribution of age groups in Canada and New Brunswick as of 2004. The age groups are categorized as follows:

- **15-17**
- **18-19**
- **20-22**
- **23-24**
- **25-44**
- **45-64**
- **65 AND OVER**

The chart shows that the highest percentage of the population is in the 25-44 age group for both Canada and New Brunswick. New Brunswick has a slightly higher percentage in the 65 AND OVER age group compared to Canada.
Demographics, Marital Status (CTUMS, 2004)

![Bar Chart]

- **Common Law/Married**: 61.4% (Canada), 62.7% (New Brunswick)
- **Widowed/Divorced/Separated**: 12.1% (Canada), 12.9% (New Brunswick)
- **Single Never Married**: 26.4% (Canada), 24.5% (New Brunswick)

Legend:
- Canada
- New Brunswick
Demographics, Language (CTUMS, 2004)

![Bar chart showing language distribution in Canada and New Brunswick]

- **English** (Canada: 65%, New Brunswick: 65%)
- **French** (Canada: 10%, New Brunswick: 30%)
- **Both English/French** (Canada: 5%, New Brunswick: 20%)
- **Other** (Canada: 5%, New Brunswick: 5%)

Legend:
- Blue: Canada
- Purple: New Brunswick
Demographics, Education (CTUMS, 2004)

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Canada</th>
<th>New Brunswick</th>
</tr>
</thead>
<tbody>
<tr>
<td>Some Secondary</td>
<td>20.1%</td>
<td>27.0%</td>
</tr>
<tr>
<td>Comp Secondary</td>
<td>39.7%</td>
<td>38.1%</td>
</tr>
<tr>
<td>Comp Coll/Tech/CEGEP</td>
<td>16.2%</td>
<td>17.9%</td>
</tr>
<tr>
<td>Comp Univ/Teachers College</td>
<td>23.9%</td>
<td>17.0%</td>
</tr>
</tbody>
</table>
Demographics, Occupational Category (CTUMS, 2004)

<table>
<thead>
<tr>
<th>Category</th>
<th>Canada</th>
<th>New Brunswick</th>
</tr>
</thead>
<tbody>
<tr>
<td>PROCESS, MANUFACTUR. UTIL.</td>
<td>7.4</td>
<td>5.5</td>
</tr>
<tr>
<td>PRIMARY INDUST.</td>
<td>3.3</td>
<td>4.3</td>
</tr>
<tr>
<td>TRAVES, TRANSP.</td>
<td>13.3</td>
<td>16.5</td>
</tr>
<tr>
<td>SALES &amp; SERVICES</td>
<td></td>
<td>28.7</td>
</tr>
<tr>
<td>ART, CULT, REC, SPORTS</td>
<td>1.5</td>
<td>4.3</td>
</tr>
<tr>
<td>GEN SC., EDUC, RELIG</td>
<td>8.8</td>
<td>7.8</td>
</tr>
<tr>
<td>HEALTH OCCUP.</td>
<td>5.7</td>
<td>5.9</td>
</tr>
<tr>
<td>NAT/APP SCIENCE</td>
<td>5.3</td>
<td>6.9</td>
</tr>
<tr>
<td>BUS, FINANCE, ADMIN</td>
<td>17.7</td>
<td>19</td>
</tr>
<tr>
<td>MANAGEMENT</td>
<td>4.5</td>
<td>7.4</td>
</tr>
</tbody>
</table>

Percent
How does New Brunswick compare with respect to Smoking?
Demographics, Smoking (CTUMS, 2004)
Current Smokers, Canada vs New Brunswick (CTUMS, 2004)

The bar chart compares the prevalence of current smokers between Canada and New Brunswick. The age groups are 15-17, 18-19, 20-22, 23-24, 25-44, 45-64, and 65 and over. The data shows a higher prevalence in New Brunswick compared to Canada in most age groups, with the exception of the 65 and over age group where the prevalence is higher in Canada.
Former Smokers, Canada vs New Brunswick (CTUMS, 2004)

The bar chart shows the prevalence of former smokers in Canada and New Brunswick across different age groups. The data is presented in percentages for each age range:

- 15-17: 2.7% (Canada), 1.8% (New Brunswick)
- 18-19: 6.0% (Canada), 8.9% (New Brunswick)
- 20-22: 9.5% (Canada), 10.0% (New Brunswick)
- 23-24: 13.1% (Canada), 11.2% (New Brunswick)
- 25-44: 21.0% (Canada), 23.7% (New Brunswick)
- 45-64: 34.4% (Canada), 38.5% (New Brunswick)
- 65 AND OVER: 37.7% (Canada), 38.5% (New Brunswick)
Never Smokers, Canada vs New Brunswick (CTUMS, 2004)
Smoking Prevalence, Canada vs New Brunswick, 15+
Smoking Prevalence, Canada vs New Brunswick, 15 - 19
Smoking Prevalence, Canada vs New Brunswick, 20 - 24
Smoking Prevalence, Canada vs New Brunswick, 25+

[Chart showing smoking prevalence trends from 1999 to 2005 for Canada and New Brunswick, with data points for each survey wave.]
Cigarette sales and consumption
Long-term trends in domestic cigarette production and sales, 1950 - 1999
Average Number of Cigarettes Smoked Per Capita, Population aged 15 years and over, 1950-2004
Average Number of Cigarettes Smoked, Daily 1985-2004


Average # of Cigarettes/Day

<table>
<thead>
<tr>
<th>Year</th>
<th>Average # of Cigarettes/Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>1985</td>
<td>22</td>
</tr>
<tr>
<td>1986</td>
<td>27</td>
</tr>
<tr>
<td>1991</td>
<td>18</td>
</tr>
<tr>
<td>1994</td>
<td>19</td>
</tr>
<tr>
<td>1995</td>
<td>20</td>
</tr>
<tr>
<td>1996</td>
<td>21</td>
</tr>
<tr>
<td>96/97</td>
<td>22</td>
</tr>
<tr>
<td>1999</td>
<td>23</td>
</tr>
<tr>
<td>2000</td>
<td>24</td>
</tr>
<tr>
<td>2001</td>
<td>25</td>
</tr>
<tr>
<td>2002</td>
<td>26</td>
</tr>
<tr>
<td>2003</td>
<td>27</td>
</tr>
<tr>
<td>2004</td>
<td>28</td>
</tr>
</tbody>
</table>

Legend:
- Cig Per Capita/Smoker
- Self Reported
- Cig& FCE/Capita
### Average Number of Cigarettes Smoked, Self-Reported, New Brunswick, 1999-2004

<table>
<thead>
<tr>
<th></th>
<th>1999</th>
<th>2000</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>18</td>
<td>19</td>
<td>17.6</td>
<td>16.2</td>
<td>16.3</td>
<td>16.7</td>
</tr>
<tr>
<td>15-19</td>
<td>15</td>
<td>16.6</td>
<td>13.7</td>
<td>14.4</td>
<td>13.7</td>
<td>11.3</td>
</tr>
<tr>
<td>20-24</td>
<td>16</td>
<td>15.6</td>
<td>15.2</td>
<td>15.8</td>
<td>14.4</td>
<td>13.9</td>
</tr>
<tr>
<td>25+</td>
<td></td>
<td></td>
<td>16.4</td>
<td>16.8</td>
<td>17.2</td>
<td></td>
</tr>
<tr>
<td>25-44</td>
<td>18</td>
<td>18.2</td>
<td>18.1</td>
<td>15.8</td>
<td>16.4</td>
<td>17.4</td>
</tr>
<tr>
<td>45+</td>
<td>20</td>
<td>21.5</td>
<td>18.6</td>
<td>17.3</td>
<td>17.3</td>
<td>17</td>
</tr>
<tr>
<td><strong>Male (15+)</strong></td>
<td>19</td>
<td>21</td>
<td>19.9</td>
<td>17.6</td>
<td>18.7</td>
<td>18.5</td>
</tr>
<tr>
<td>15-24</td>
<td>16</td>
<td>16.5</td>
<td>16</td>
<td>17.2</td>
<td>15.7</td>
<td>13.9</td>
</tr>
<tr>
<td>25+</td>
<td>20</td>
<td>21.9</td>
<td>20.8</td>
<td>17.7</td>
<td>19.4</td>
<td>19.1</td>
</tr>
<tr>
<td><strong>Female (15+)</strong></td>
<td>17</td>
<td>16.9</td>
<td>14.9</td>
<td>14.7</td>
<td>14</td>
<td>14.5</td>
</tr>
<tr>
<td>15-24</td>
<td>14</td>
<td>15.6</td>
<td>13.2</td>
<td>13.4</td>
<td>12.1</td>
<td>12.3</td>
</tr>
<tr>
<td>25+</td>
<td>17</td>
<td>17.2</td>
<td>15.3</td>
<td>15</td>
<td>14.3</td>
<td>14.9</td>
</tr>
</tbody>
</table>
Tobacco Price Index Trend, 1950-2003
Cigarettes and Fine Cuts Sales Trends, 1950-2004

[Graph showing trends of cigarette and fine cut sales from 1950 to 2004.]
Selected Brand Family Sales, 1976 - 2004
Discounted Cigarettes Trends

Discounted Cigarettes

% of discounted cigarettes

Year

Cigarettes Sold

Total Cig  Discounted Cig

Year

Cigarettes (in Billions)

0  10  20  30  40  50

Tax Revenues, Canada vs New Brunswick

The graph shows the comparison of tax revenues between Canada and New Brunswick from fiscal year 1990-91 to 2001-2002. The y-axis represents tax revenue in millions, while the x-axis represents fiscal years. The graph indicates that New Brunswick had lower tax revenues compared to Canada in most fiscal years, with a notable increase in recent years.
Wholesale Cigarette Sales and TPI
New Brunswick 1980 - 2003
Wholesale Cigarette Sales and TPI
British Columbia 1980 - 2003
Wholesale Cigarette Sales and TPI
Ontario 1980 - 2003

Year
Sales in Billions of Cigarettes
Moving Average of Sales
Prevalence, 15+
TPI

TPI in $
Wholesale Cigarette Sales and TPI Quebec 1980 - 2003
Wholesale Cigarette and Fine Cut Sales
New Brunswick, 1980 - 2003
Youth - How well are we doing
Smoking Status, 1994 and 2002, New Brunswick
Ever Smoker Category by Province, Canada, Youth Smoking Survey 2002 and 1994
Ever tried smoking, by grade, New Brunswick, 2002 and 1994
Received Education about Smoking and Health, by Province, Youth Smoking Survey 2002 and 1994
Retailer Compliance, Canada vs New Brunswick
## Estimated coefficients, entire sample

<table>
<thead>
<tr>
<th></th>
<th>30-day smoking status</th>
<th>current smokers</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N=4362(^1)</td>
<td>N=21710</td>
</tr>
<tr>
<td>retail source</td>
<td></td>
<td></td>
</tr>
<tr>
<td>prevalence</td>
<td>-0.754***</td>
<td>-0.308***</td>
</tr>
<tr>
<td>conditional demand</td>
<td>-0.668***</td>
<td>-0.215***</td>
</tr>
<tr>
<td>age</td>
<td>10.373***</td>
<td>5.338***</td>
</tr>
<tr>
<td>sex</td>
<td>0.330***</td>
<td>-0.073**</td>
</tr>
<tr>
<td>wave</td>
<td>0.170***</td>
<td>-0.205***</td>
</tr>
<tr>
<td>price elasticity</td>
<td>-0.238</td>
<td>-</td>
</tr>
</tbody>
</table>

*significant at the 10% level  
**significant at the 5% level  
***significant at the 1% level  
\(^1\)Among last 30-day smokers
The attitudes of New Brunswickers towards smoking bans
What New Brunswickers Agree Upon

- 99% agree that young children should be protected from situations of second-hand smoke; 98% of smokers agree.
- 95% agree that people who smoke should always be willing to put out their cigarettes if someone near them is bothered by the smoke; 90% of smokers agree.
- 95% agree that people who don’t smoke should have the right to a smoke-free environment in any workplace; 90% of smokers agree.
- 94% agree that it’s OK for non-smokers to ask someone not to smoke around them; 92% of smokers agree.
- 91% agree that people who don’t smoke should have the right to a smoke-free environment in any public place; 83% of smokers agree.

1,420 adults, including 812 smokers, in New Brunswick
### New Brunswickers’ Exposure to Second-Hand Smoke

<table>
<thead>
<tr>
<th></th>
<th>Exposure to second-hand smoke</th>
<th>Exposure in enclosed public places</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>Smokers</td>
</tr>
<tr>
<td>Every day</td>
<td>29%</td>
<td>61%</td>
</tr>
<tr>
<td>Few times/week</td>
<td>16%</td>
<td>15%</td>
</tr>
<tr>
<td>Once a week</td>
<td>15%</td>
<td>8%</td>
</tr>
<tr>
<td>1-3 times/month</td>
<td>19%</td>
<td>7%</td>
</tr>
<tr>
<td>Less than once/month</td>
<td>16%</td>
<td>4%</td>
</tr>
<tr>
<td>Never</td>
<td>5%</td>
<td>3%</td>
</tr>
</tbody>
</table>
# New Brunswickers Support of Smoking Bans

<table>
<thead>
<tr>
<th>Location</th>
<th>Support Bans Total</th>
<th>Support Bans Smokers</th>
<th>Net Change in Visits Total</th>
<th>Net Change in Visits Smokers</th>
<th>No Difference in Visits Total</th>
<th>No Difference in Visits Smokers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bingo halls</td>
<td>81%</td>
<td>62%</td>
<td>+27</td>
<td>−7</td>
<td>61%</td>
<td>74%</td>
</tr>
<tr>
<td>Bowling alleys</td>
<td>86%</td>
<td>67%</td>
<td>+42</td>
<td>−2</td>
<td>48%</td>
<td>73%</td>
</tr>
<tr>
<td>Bars, pubs or taverns</td>
<td>69%</td>
<td>31%</td>
<td>+26</td>
<td>−29</td>
<td>52%</td>
<td>52%</td>
</tr>
<tr>
<td>Arenas</td>
<td>87%</td>
<td>77%</td>
<td>+44</td>
<td>+4</td>
<td>46%</td>
<td>74%</td>
</tr>
<tr>
<td>Community centres, meeting/banquet halls</td>
<td>88%</td>
<td>78%</td>
<td>+48</td>
<td>+2</td>
<td>40%</td>
<td>71%</td>
</tr>
<tr>
<td>Restaurants</td>
<td>88%</td>
<td>74%</td>
<td>+55</td>
<td>+1</td>
<td>34%</td>
<td>63%</td>
</tr>
<tr>
<td>Workplaces</td>
<td>88%</td>
<td>72%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shopping malls/centres</td>
<td>91%</td>
<td>84%</td>
<td>+47</td>
<td>+7</td>
<td>44%</td>
<td>77%</td>
</tr>
<tr>
<td>Casinos</td>
<td>−</td>
<td>−</td>
<td>+21</td>
<td>−12</td>
<td>65%</td>
<td>73%</td>
</tr>
</tbody>
</table>
But, in Bars, Taverns and Restaurants

<table>
<thead>
<tr>
<th></th>
<th>Bars and Taverns</th>
<th>Restaurants</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>Smokers</td>
</tr>
<tr>
<td>Not allowed in any section</td>
<td>28%</td>
<td>10%</td>
</tr>
<tr>
<td>Allowed only in enclosed smoking section</td>
<td>40%</td>
<td>33%</td>
</tr>
<tr>
<td>Allowed only in smoking section</td>
<td>21%</td>
<td>33%</td>
</tr>
<tr>
<td>Allowed in all sections</td>
<td>9%</td>
<td>22%</td>
</tr>
</tbody>
</table>
Smoking and Health - Cardiovascular Disease, Lung Cancer, and Chronic Obstructive Pulmonary Disease
All Cardiovascular Diseases Mortality Trends, 1950-1999

- **Males**
- **Females**

![Graph showing the mortality trends of cardiovascular diseases from 1950 to 1999 for males and females.]
All Cardiovascular Diseases, All Ages, New Brunswick, Mortality, 1950-1999

Diagram: Line graph showing the trend of mortality rates per 100,000 population for males and females from 1950 to 1999. The graph displays a decrease in mortality rates for both genders over time, with males generally having a higher baseline and a steeper decline compared to females.
All Cardiovascular Diseases, 1985, New Brunswick
Deaths per 100,000 (Not Standardized)
Lung Cancer Incidence and Mortality Trends, All Ages, 1976 - 2005

Incidence Rate

Mortality Rate

Year

Rate/100,000

IR Female  IR Male  IR Both Sexes

MR Female  MR Male  MR Both Sexes
Cancer of the Lung and Bronchus, All Ages, Incidence, New Brunswick, 1992-2001

![Graph showing incidence rates for males and females from 1992 to 2001. The graph indicates a decrease in incidence for males and a relatively stable rate for females.]
Cancer of the Lung and Bronchus, All Ages, New Brunswick, Mortality, 1992-2001

Males

Females
Cancer Incidence by Age Group
Cancer of the Lung and Bronchus, 1992, New Brunswick
Cancer Incidence by Age Group
Cancer of the Lung and Bronchus, 2001, New Brunswick
Lung Cancer Mortality Rates, by Sex, 1950-1997

Aged 35-54 years

Aged 55 - 74 years
Lung Cancer Mortality Trend by Sex and Age Group 35-54
Comparison between Canada and UK,

**Males**

- Rate/100,000: 0, 10, 20, 30, 40, 50, 60
- Graph showing comparison between Canada (Cdn Data) and UK (UK data)

**Females**

- Rate/100,000: 0, 2, 4, 6, 8, 10, 12, 14, 16, 18
- Graph showing comparison between Canada (Cdn Data) and UK (UK data)
Figure 14 - Chronic Obstructive Pulmonary Disease Mortality Trends, All Ages, By Sex, 1984-2001
“Hard to reach groups”
According to the Canadian Community Health Survey of 2005:

- 78% of respondents were born in Canada
- 20% were born elsewhere
  - 2.1% in the UK
  - 1.6% in India
  - 1.3% in China
  - 1% in the Philippines
  - 1% in the US
  - 0.9% in Italy
  - 0.8% in Germany
  - 0.7% in Hong Kong
Hard to Reach Groups- Immigrants (2)

Prevalence Rates of Immigrants vs Born Canadian, by Sex, 2005

- Immigrant Males
- Born Canadian Males
- Immigrant Females
- Born Canadian Females
Hard to Reach Groups - Income Adequacy (1)
Hard to Reach Groups - Income Adequacy (2)
Prevalence Rates, 2005
Hard to Reach Groups - Income Adequacy (1a)
Hard to Reach Groups- Income Adequacy (2a) Prevalence Rates, 2005
Hard to Reach Groups - Education (1)
Hard to Reach Groups- Education (2)
Prevalence Rates, 2005

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Prevalence</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;Than Secondary</td>
<td></td>
</tr>
<tr>
<td>Secondary Grad.</td>
<td></td>
</tr>
<tr>
<td>Other Post-sec.</td>
<td></td>
</tr>
<tr>
<td>Post-sec. Grad.</td>
<td></td>
</tr>
</tbody>
</table>

- Males, Daily
- Males, Occasional
- Females, Daily
- Females, Occasional
According to the Canadian Community Health Survey of 2005:

- 1.47 million women between the ages of 15-55 gave birth within the last five years
- At the time of their last pregnancy, 94,000 were daily smokers and 100,000 smoked occasionally
- Overall, there were 2.7 million female smokers
Comorbidity - Self Rated Health, By Sex (1)
Comorbidity - Self Rated Health (2)
Prevalence Rates, by Sex, 2005
Comorbidity - Self Rated Mental Health, By Sex (1)
Comorbidity - Self Rated Mental Health (2)
Prevalence Rates, by Sex, 2005
Comorbidity - Alcohol Use, By Sex (1)
Comorbidity - Alcohol Use (2)
Prevalence Rates, 2005

[Bar chart showing prevalence rates for different frequency levels of alcohol use: LESS ONCE/MONTH, ONCE/MONTH, 2 TO 3 TIMES/MO, ONCE/A WEEK, 2 TO 3 TIMES/WK, 4 TO 6 TIMES/WK, EVERY DAY. The chart compares daily with occasionally use.]
Chronic Condition, by Type of Smoker, 2005

N=18,000,000
Chronic Obstructive Pulmonary Disease, By Smoker, 2005

N=190,000
Heart Disease, By Smoker, 2005

N=1,300,000
Breast Cancer, By Smoker, 2005

N=240,000