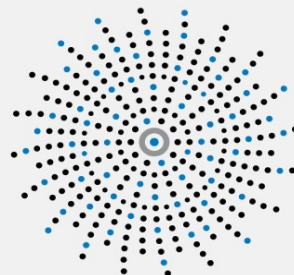



**FLAVOURED TOBACCO USE  
AMONG CANADIAN YOUTH:  
EVIDENCE FROM CANADA'S  
2010/2011 YOUTH SMOKING SURVEY**

**Date: October 7, 2013**



**PROPEL**  
CENTRE FOR  
POPULATION  
HEALTH IMPACT

University of Waterloo | Waterloo, Ontario

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## BACKGROUND

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>1</sup>. In October 2010 to June 2011<sup>2</sup>, 426 schools and 50,949 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, 2010/2011 YSS**

Province	# Students Participating	Response Rate (%)
NL	5010	86
PE	2830	77
NS	6240	65
QC	4266	89
ON	9817	56
MB	7471	82
SK	3284	71
AB	4500	62
BC	7531	80
<b>Canada</b>	<b>50949</b>	<b>73</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 2010/2011 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 ([www.yss.uwaterloo.ca/results/yss10\\_user\\_guide.pdf](http://www.yss.uwaterloo.ca/results/yss10_user_guide.pdf)).

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.

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<sup>1</sup> Participation to the 2010/2011 YSS was declined by the province of New Brunswick. 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>2</sup> Most data were collected in the period January – May, 2011.

**Table 2: Questions and Response Options for Usage of Tobacco Products in the Last 30 Days, 2010/2011 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? (Mark all that apply)</b></p>	<ul style="list-style-type: none"> <li>• Pipe tobacco</li> <li>• Cigarillos or little cigars (plain or flavoured)</li> <li>• Cigars (not including cigarillos or little cigars, 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 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>• Water-pipe to smoke tobacco (also known as a hookah, sheesha, narg-eelay, hubble-bubble, or gouza)</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? (Mark all that apply)</b></p>	<ul style="list-style-type: none"> <li>• Menthol cigarette</li> <li>• Flavoured cigarillo or little cigar</li> <li>• Flavoured cigar</li> <li>• Flavoured bidi</li> <li>• Flavoured smokeless tobacco</li> <li>• Flavoured tobacco in a water-pipe</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 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, 52% of students who reported tobacco product use in the last 30 days used flavoured tobacco products in the last 30 days (52% among boys and 51% among girls). About a third (32%) of Canadian youth who smoked cigarettes in the last 30 days reported smoking menthol cigarettes in the last 30 days. As Table 3 indicates, flavoured product use varies across provinces.

The percentage of students who report using any tobacco product (flavoured or unflavoured) in the last 30 days (20%) is much higher than just those reporting cigarette smoking (14%) in the last 30 days. And use of any flavoured tobacco product in the last 30 days (10%) is more than two-thirds (71%) of the rate of cigarette smoking (14%).

**Table 3: Percent Usage of Tobacco Products in the Last 30 Days, by Grade, Sex, Region, 2010/2011 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**	14 [13-16]	20 [18-22]	10 [9-12]	52 [48-55]	32 [28-35]
Canada, Boys, Gr. 9-12**	16 [14-18]	24 [22-25]	12 [10-14]	52 [46-58]	32 [26-37]
Canada, Girls, Gr. 9-12**	13 [11-15]	16 [14-18]	8 [7-9]	51 [48-55]	32 [28-36]
Canada, Gr. 9 <sup>††</sup> , both sexes	10 [8-11]	13 [11-15]	7 [5-8]	51 [46-57]	32 [26-37]
Canada, Gr. 10 <sup>††</sup> , both sexes	12 [11-14]	17 [16-19]	9 [7-10]	51 [45-57]	33 [26-40]
Canada, Gr. 11 <sup>††</sup> , both sexes	16 [13-18]	22 [19-24]	12 [10-14]	56 [52-60]	34 [29-39]
Canada, Gr. 12 <sup>††</sup> , both sexes	21 [18-23]	28 [26-31]	14 [11-17]	49 [42-55]	29 [24-35]
Atlantic*, Gr. 9-12, both sexes	20 [18-22]	25 [23-26]	12 [11-13]	49 [46-51]	37 [33-40]
Atlantic, Gr. 9-12, boys	23 [20-25]	29 [27-32]	15 [14-17]	52 [49-56]	38 [34-42]
Atlantic, Gr. 9-12, girls	17 [16-19]	20 [18-21]	9 [8-10]	43 [39-47]	34 [29-39]
Quebec, Sec III-V both sexes	15 [12-18]	21 [17-24]	12 [9-15]	59 [50-68]	26¶ [15-37]
Quebec, Sec III-V boys	16 [12-19]	22 [17-27]	13¶ [7-18]	59 [43-74]	#
Quebec, Sec III-V girls	14 [10-18]	19 [15-24]	12 [9-15]	60 [53-68]	#
Ontario, Gr. 9-12, both sexes	11 [8-14]	16 [14-19]	8 [5-10]	46 [39-54]	28 [20-36]
Ontario, Gr. 9-12, boys	13 [11-16]	21 [19-23]	10 [8-13]	49 [38-61]	29¶ [18-40]
Ontario, Gr. 9-12, girls	9¶ [5-12]	11 [8-14]	4¶ [3-6]	40 [33-47]	26¶ [16-36]
Manitoba, Gr. 9-12, both sexes	13 [10-16]	18 [13-22]	9¶ [6-12]	49 [44-55]	34 [27-40]
Manitoba, Gr. 9-12, boys	16 [11-20]	22 [16-29]	11¶ [7-16]	51 [44-58]	32 [23-41]
Manitoba, Gr. 9-12, girls	11 [9-12]	13 [10-16]	6 [4-8]	47 [42-51]	36 [28-44]
Saskatchewan, Gr. 9-12, both sexes	28¶ [14-42]	34¶ [20-47]	18 [14-23]	54 [43-65]	36 [27-45]
Saskatchewan, Gr. 9-12, boys	32¶ [21-43]	42 [32-52]	25 [21-29]	60 [50-69]	36¶ [23-48]
Saskatchewan, Gr. 9-12, girls	#	#	11¶ [5-18]	44 [34-54]	36 [29-42]
Alberta, Gr. 9-12, both sexes	18 [13-22]	23 [19-28]	13 [10-16]	56 [52-60]	37 [28-45]
Alberta, Gr. 9-12, boys	17¶ [12-23]	25 [20-31]	12¶ [8-17]	49 [40-57]	25¶ [13-36]
Alberta, Gr. 9-12, girls	18 [14-22]	21 [17-26]	14 [11-17]	65 [56-74]	48¶ [32-64]
British Columbia, Gr. 9-12, both sexes	17 [15-19]	23 [20-26]	12 [10-15]	53 [46-59]	36 [32-40]
British Columbia, Gr. 9-12, boys	17 [15-19]	25 [23-28]	13 [11-15]	52 [48-56]	35 [31-40]
British Columbia, Gr. 9-12, girls	17 [14-20]	20 [17-23]	11 [8-14]	54 [43-66]	37 [33-40]
Canada Grades 6-12, both sexes <sup>††</sup>	10 [9-11]	13 [12-14]	7 [6-7]	50 [47-54]	30 [27-34]
Canada, Gr. 6-12, Boys <sup>††</sup>	11 [10-12]	16 [15-17]	8 [7-9]	50 [46-55]	30 [25-35]
Canada, Gr. 6-12, Girls <sup>††</sup>	9 [8-10]	11 [10-12]	5 [5-6]	50 [46-54]	31 [27-34]
Canada, Gr. 6, both sexes	1¶ [1-1]	1¶ [1-2]	1¶ [0-1]	35¶ [20-51]	#
Canada, Gr. 7 <sup>§§</sup> both sexes	2 [1-3]	3 [2-4]	1¶ [1-1]	36 [27-45]	19¶ [11-28]

	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, Gr. 8 <sup>§§</sup> both sexes	6 [4-8]	8 [6-9]	3 [2-4]	42 [34-49]	22 [15-28]
Atlantic, Gr. 6-12, both sexes	14 [13-15]	17 [16-18]	8 [7-9]	47 [44-49]	35 [32-38]
Quebec, Gr. 6-Sec V, both sexes	10 [8-12]	14 [11-16]	8 [6-9]	55 [49-62]	25¶ [16-35]
Ontario, Gr. 6-12, both sexes	7 [5-9]	11 [9-12]	5 [4-6]	45 [38-53]	28 [20-35]
Manitoba, Gr. 6-12, both sexes	10 [8-12]	13 [10-16]	6 [4-8]	45 [40-50]	32 [26-37]
Saskatchewan, Gr 6-12, both sexes	18¶ [10-27]	23¶ [14-31]	12 [9-15]	53 [43-63]	34 [26-43]
Alberta, Gr. 6-12, both sexes	12 [9-14]	15 [13-18]	8 [7-10]	55 [52-58]	34 [27-42]
British Columbia Gr. 6-12, both sexes	12 [10-14]	16 [15-18]	8 [7-10]	52 [43-60]	34 [29-39]

^ 95% confidence intervals in brackets

\* New Brunswick declined participation to the 2010-11 YSS

† Includes daily, occasional and experimental smoking

‡ 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

§ Any form of flavoured tobacco includes menthol cigarettes, flavoured cigarillos or little cigars, flavoured cigars, flavoured bidis, flavoured smokeless tobacco, 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

†† 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: 2010-11 Youth Smoking Survey

**Table 4: Population Estimates of Use of Tobacco Products in the Last 30 Days, by Grade, Sex, Region, 2010/2011 YSS**

	Cigarette smoking last 30 days† Population Estimate	Used any form of tobacco, last 30 days‡ Population Estimate	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
Canada*, Grades 9-12**	237,100	327,000	169,300	75,200
Canada, Boys, Gr. 9-12**	134,800	199,700	103,800	42,500
Canada, Girls, Gr. 9-12**	102,300	127,300	65,500	32,700
Canada, Gr. 9 <sup>††</sup> , both sexes	40,100	52,400	26,900	12,700
Canada, Gr. 10 <sup>††</sup> , both sexes	51,800	73,500	37,700	17,100
Canada, Gr. 11 <sup>††</sup> , both sexes	65,300	90,800	51,000	22,100
Canada, Gr. 12 <sup>††</sup> , both sexes	79,900	110,300	53,800	23,300
Atlantic*, Gr. 9-12, both sexes	16,000	19,800	9,600	5,900
Atlantic, Gr. 9-12, boys	9,200	12,000	6,300	3,500
Atlantic, Gr. 9-12, girls	6,900	7,800	3,400	2,400
Quebec, Sec III-V both sexes	40,300	56,300	33,400	10,500¶
Quebec, Sec III-V boys	21,700	30,400	17,800¶	#
Quebec, Sec III-V girls	18,600	25,900	15,600	#
Ontario, Gr. 9-12, both sexes	79,300	117,000	54,200	22,400
Ontario, Gr. 9-12, boys	49,800	79,100	39,100	14,600¶
Ontario, Gr. 9-12, girls	29,500¶	37,900	15,100¶	7,700¶
Manitoba, Gr. 9-12, both sexes	8,700	11,700	5,800¶	2,900
Manitoba, Gr. 9-12, boys	5,300	7,500	3,800¶	1,700
Manitoba, Gr. 9-12, girls	3,500	4,200	2,000	1,200
Saskatchewan, Gr. 9-12, both sexes	15,400¶	18,700¶	10,100	5,500
Saskatchewan, Gr. 9-12, boys	9,100¶	11,800	7,100	3,300¶
Saskatchewan, Gr. 9-12, girls	#	#	3,000¶	2,300
Alberta, Gr. 9-12, both sexes	34,900	46,000	25,700	12,800
Alberta, Gr. 9-12, boys	17,100¶	25,100	12,200¶	4,300¶
Alberta, Gr. 9-12, girls	17,800	20,900	13,500	8,500¶
British Columbia, Gr. 9-12, both sexes	42,400	57,500	30,500	15,300
British Columbia, Gr. 9-12, boys	22,700	33,700	17,500	8,000
British Columbia, Gr. 9-12, girls	19,700	23,800	13,000	7,300
Canada Grades 6-12, both sexes <sup>††</sup>	272,400	374,400	188,000	82,700
Canada, Gr. 6-12, Boys <sup>††</sup>	152,900	226,200	114,200	45,900
Canada, Gr. 6-12, Girls <sup>††</sup>	119,500	148,200	73,800	36,800
Canada, Gr. 6, both sexes	2,900¶	5,300¶	1,900¶	#
Canada, Gr. 7 <sup>§§</sup> both sexes	8,100	11,600	4,200¶	1,600¶

Canada, Gr. 8 <sup>§§</sup> both sexes	24,300	30,600	12,700	5,300
Atlantic, Gr. 6-12, both sexes	18,300	22,700	10,600	6,400
Quebec, Gr. 6-Sec V, both sexes	55,900	75,600	41,800	14,100¶
Ontario, Gr. 6-12, both sexes	84,900	126,500	57,300	23,600
Manitoba, Gr. 6-12, both sexes	10,500	14,100	6,400	3,300
Saskatchewan, Gr 6-12, both sexes	16,600¶	20,300¶	10,800	5,700
Alberta, Gr. 6-12, both sexes	38,100	50,800	28,000	13,100
British Columbia Gr. 6-12, both sexes	48,100	64,400	33,200	16,400

\* New Brunswick declined participation to the 2010-11 YSS

† Includes daily, occasional and experimental smoking

‡ 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

§ Any form of flavoured tobacco includes menthol cigarettes, flavoured cigarillos or little cigars, flavoured cigars, flavoured bidis, flavoured smokeless tobacco, 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

†† 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: 2010-11 Youth Smoking Survey



**Table 5: Percent Usage of Flavoured Tobacco Products in the Last 30 Days, by Grade, Sex, Region, 2010/2011 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**	32 [28-35]	65 [61-69]	50 [43-56]	67 [57-76]	70 [65-75]	54 [49-60]
Canada, Boys, Gr. 9-12**	32 [26-37]	64 [59-69]	46 [38-54]	56 [44-68]	69 [63-74]	46 [39-54]
Canada, Girls, Gr. 9-12**	32 [28-36]	68 [63-74]	61 [51-70]	88 [78-98]	75 [62-88]	69 [57-80]
Canada, Gr. 9 <sup>††</sup> , both sexes	32 [26-37]	64 [56-72]	56 [47-66]	74 [56-91]	75 [65-84]	76 [66-87]
Canada, Gr. 10 <sup>††</sup> , both sexes	33 [26-40]	61 [55-68]	55 [44-65]	69 [53-86]	76 [66-87]	53 [41-65]
Canada, Gr. 11 <sup>††</sup> , both sexes	34 [29-39]	61 [55-67]	52 [42-62]	82 [71-94]	76 [65-86]	63 [55-71]
Canada, Gr. 12 <sup>††</sup> , both sexes	29 [24-35]	74 [66-81]	40 [31-49]	38¶ [24-52]	58 [46-71]	41 [29-52]
Atlantic*, Gr. 9-12, both sexes	37 [33-40]	64 [60-69]	47 [42-51]	62 [55-68]	63 [57-68]	50 [45-55]
Atlantic, Gr. 9-12, boys	38 [34-42]	64 [59-68]	47 [42-51]	63 [55-71]	65 [60-70]	49 [43-55]
Atlantic, Gr. 9-12, girls	34 [29-39]	66 [59-73]	48 [38-57]	#	#	53 [42-65]
Quebec, Sec III-V both sexes	26¶ [15-37]	60 [53-67]	54¶ [34-75]	#	#	78 [65-92]
Quebec, Sec III-V boys	#	60 [50-71]	#	#	#	#
Quebec, Sec III-V girls	#	59 [51-67]	#	#	#	#
Ontario, Gr. 9-12, both sexes	28 [20-36]	67 [58-76]	44 [35-53]	#	72 [62-82]	40 [32-48]
Ontario, Gr. 9-12, boys	29¶ [18-40]	67 [57-77]	42 [30-54]	#	73 [62-84]	34¶ [23-45]
Ontario, Gr. 9-12, girls	26¶ [16-36]	66 [55-78]	#	#	#	53¶ [34-71]
Manitoba, Gr. 9-12, both sexes	34 [27-40]	66 [61-72]	47 [36-58]	#	70 [58-83]	44 [36-52]
Manitoba, Gr. 9-12, boys	32 [23-41]	68 [64-73]	45 [31-58]	#	70 [55-84]	43 [30-57]
Manitoba, Gr. 9-12, girls	36 [28-44]	62 [50-74]	#	#	#	#
Saskatchewan, Gr. 9-12, both sexes	36 [27-45]	68 [56-79]	48 [37-58]	#	63 [46-80]	70 [60-80]
Saskatchewan, Gr. 9-12, boys	36¶ [23-48]	68 [56-79]	49 [39-59]	#	65 [47-83]	71 [61-80]
Saskatchewan, Gr. 9-12, girls	36 [29-42]	67 [53-82]	#	#	#	#
Alberta, Gr. 9-12, both sexes	37 [28-45]	68 [61-75]	69 [54-84]	#	72 [57-87]	74 [53-94]
Alberta, Gr. 9-12, boys	25¶ [13-36]	62 [50-74]	61 [45-77]	#	57 [47-67]	#
Alberta, Gr. 9-12, girls	48¶ [32-64]	75 [68-83]	81 [61-100]	#	#	#
British Columbia, Gr. 9-12, both sexes	36 [32-40]	67 [55-80]	37¶ [17-57]	38¶ [21-55]	68 [64-71]	56 [43-69]
British Columbia, Gr. 9-12, boys	35 [31-40]	60 [54-66]	31¶ [10-52]	#	68 [63-72]	54 [41-68]
British Columbia, Gr. 9-12, girls	37 [33-40]	78 [56-99]	53 [37-69]	#	#	59 [45-72]

	% of last 30 day cigarette smokers <sup>†</sup> 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 6-12, both sexes <sup>††</sup>	30 [27-34]	65 [61-69]	49 [44-55]	65 [56-73]	69 [64-74]	55 [50-60]
Canada, Gr. 6-12, Boys <sup>††</sup>	30 [25-35]	63 [58-68]	46 [39-53]	55 [45-65]	68 [63-74]	46 [40-53]
Canada, Gr. 6-12, Girls <sup>††</sup>	31 [27-34]	68 [62-74]	58 [50-66]	86 [76-96]	72 [60-84]	69 [59-80]
Canada, Gr. 6, both sexes	#	#	#	#	#	#
Canada, Gr. 7 <sup>§§</sup> both sexes	19¶ [11-28]	61¶ [38-83]	#	#	#	#
Canada, Gr. 8 <sup>§§</sup> both sexes	22 [15-28]	61 [50-71]	43 [31-55]	#	63 [47-78]	55 [37-73]
Atlantic, Gr. 6-12, both sexes	35 [32-38]	64 [60-69]	48 [44-52]	63 [57-69]	62 [57-67]	51 [46-56]
Quebec, Gr. 6-Sec V, both sexes	25¶ [16-35]	61 [55-67]	50 [36-65]	#	#	71 [60-81]
Ontario, Gr. 6-12, both sexes	28 [20-35]	65 [56-74]	43 [34-51]	#	72 [63-81]	41 [33-49]
Manitoba, Gr. 6-12, both sexes	32 [26-37]	63 [57-70]	47 [36-58]	#	68 [57-80]	44 [37-52]
Saskatchewan, Gr 6-12, both sexes	34 [26-43]	68 [57-79]	49 [39-59]	#	62 [45-80]	69 [58-79]
Alberta, Gr. 6-12, both sexes	34 [27-42]	68 [61-75]	69 [54-83]	#	73 [59-86]	75 [56-95]
British Columbia Gr. 6-12, both sexes	34 [29-39]	67 [53-80]	40¶ [22-58]	46¶ [28-64]	68 [64-71]	58 [46-70]

^ 95% confidence intervals in brackets

\* New Brunswick declined participation to the 2010-11 YSS

† Includes daily, occasional and experimental smoking

¶ 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: 2010-11 Youth Smoking Survey

**Table 6: Population Estimates of Use of Flavoured Tobacco Products in the Last 30 Days, by Grade, Sex, Region, 2010/2011 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	Last 30 day water-pipe users who used flavoured water-pipe in the last 30 days Population Estimate
Canada*, Grades 9-12**	169,300	75,200	84,100	41,000	10,000	28,200	34,300
Canada, Boys, Gr. 9-12**	103,800	42,500	53,500	28,300	5,700	22,700	18,700
Canada, Girls, Gr. 9-12**	65,500	32,700	30,600	12,800	4,300	5,500	15,500
Canada, Gr. 9 <sup>††</sup> , both sexes	26,900	12,700	14,000	8,700	3,000	4,900	6,600
Canada, Gr. 10 <sup>††</sup> , both sexes	37,700	17,100	17,300	9,800	1,600	6,200	6,400
Canada, Gr. 11 <sup>††</sup> , both sexes	51,000	22,100	24,500	13,000	4,000	9,300	11,600
Canada, Gr. 12 <sup>††</sup> , both sexes	53,800	23,300	28,300	9,500	1,500¶	7,800	9,700
Atlantic*, Gr. 9-12, both sexes	9,600	5,900	4,600	2,400	700	1,400	1,300
Atlantic, Gr. 9-12, boys	6,300	3,500	3,300	1,900	600	1,200	1,000
Atlantic, Gr. 9-12, girls	3,400	2,400	1,300	500	#	#	300
Quebec, Sec III-V both sexes	33,400	10,500¶	17,800	9,600¶	#	#	8,100
Quebec, Sec III-V boys	17,800¶	#	10,500	#	#	#	#
Quebec, Sec III-V girls	15,600	#	7,200	#	#	#	#
Ontario, Gr. 9-12, both sexes	54,200	22,400	24,700	10,700	#	11,500	11,300
Ontario, Gr. 9-12, boys	39,100	14,600¶	19,100	8,600	#	10,600	6,500¶
Ontario, Gr. 9-12, girls	15,100¶	7,700¶	5,600	#	#	#	4,800¶
Manitoba, Gr. 9-12, both sexes	5,800¶	2,900	2,900	1,800	#	1,000	800
Manitoba, Gr. 9-12, boys	3,800¶	1,700	2,100	1,500	#	900	600
Manitoba, Gr. 9-12, girls	2,000	1,200	800	#	#	#	#

	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	Last 30 day water-pipe users who used flavoured water-pipe in the last 30 days Population Estimate
Saskatchewan, Gr. 9-12, both sexes	10,100	5,500	4,400	2,200	#	2,300	1,100
Saskatchewan, Gr. 9-12, boys	7,100	3,300¶	3,300	1,800	#	2,100	900
Saskatchewan, Gr. 9-12, girls	3,000¶	2,300	1,100	#	#	#	#
Alberta, Gr. 9-12, both sexes	25,700	12,800	16,100	9,900	#	5,400	5,600
Alberta, Gr. 9-12, boys	12,200¶	4,300¶	8,200	5,200	#	2,300	#
Alberta, Gr. 9-12, girls	13,500	8,500¶	7,900	4,700	#	#	#
British Columbia, Gr. 9-12, both sexes	30,500	15,300	13,700	4,500¶	1,000¶	5,700	6,000
British Columbia, Gr. 9-12, boys	17,500	8,000	7,100	2,800¶	#	5,000	4,100
British Columbia, Gr. 9-12, girls	13,000	7,300	6,600	1,700	#	#	2,000
Canada Grades 6-12, both sexes <sup>††</sup>	188,000	82,700	91,800	46,600	11,700	31,100	38,100
Canada, Gr. 6-12, Boys <sup>††</sup>	114,200	45,900	57,400	31,600	6,900	25,000	20,900
Canada, Gr. 6-12, Girls <sup>††</sup>	73,800	36,800	34,400	15,000	4,800	6,100	17,200
Canada, Gr. 6, both sexes	1,900¶	#	#	#	#	#	#
Canada, Gr. 7 <sup>§§</sup> both sexes	4,200¶	1,600¶	1,200¶	#	#	#	#
Canada, Gr. 8 <sup>§§</sup> both sexes	12,700	5,300	6,100	3,200	#	2,200	2,500
Atlantic, Gr. 6-12, both sexes	10,600	6,400	5,000	2,700	900	1,600	1,500
Quebec, Gr. 6-Sec V, both sexes	41,800	14,100¶	22,200	12,100	#	#	9,100
Ontario, Gr. 6-12, both sexes	57,300	23,600	25,500	11,600	#	12,500	12,300
Manitoba, Gr. 6-12, both sexes	6,400	3,300	3,000	1,900	#	1,000	800
Saskatchewan, Gr 6-12, both sexes	10,800	5,700	4,700	2,300	#	2,400	1,100
Alberta, Gr. 6-12, both sexes	28,000	13,100	16,600	10,600	#	6,000	6,300
British Columbia Gr. 6-12, both sexes	33,200	16,400	14,700	5,300¶	1,500¶	6,100	6,900

Table Notes continued on next page

\* New Brunswick declined participation to the 2010-11 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	Last 30 day water-pipe users who used flavoured water-pipe in the last 30 days Population Estimate
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† Includes daily, occasional and experimental smoking

¶ 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

Estimates may not sum to totals due to rounding.

Source: 2010-11 Youth Smoking Survey