

NEW BRUNSWICK  
PROVINCIAL PROFILE:  
THE 2004 CANADA  
TOBACCO USE  
MONITORING SURVEY



New Brunswick  
Provincial Profile:  
The 2004 Canada Tobacco  
Use Monitoring Survey

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MORRISON & DOUCET 2006

**NB anti-tobacco**  
**COALITION**  
antitabac du N.-B.



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# 1. Introduction to the Document

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The intent of this research initiative was to develop a provincial smoking profile for New Brunswick, based on data gathered from the 2004 Canadian Tobacco Use Monitoring Survey (CTUMS).

CTUMS was developed to provide Health Canada and its partners with timely, reliable, and continual data on tobacco use and related issues. The survey's primary objective is to track changes in smoking status and amount smoked, especially for 15–24-year-olds, who are most at risk for taking up smoking.

FROM SMOKING IN CANADA: AN OVERVIEW  
(HEALTH CANADA, 2002)

The outcomes of this data-gathering effort provided the basis from which to complete a written report of key research results pertaining to smoking prevalence, history of use, sources for obtaining tobacco, and perspectives regarding exposure to environmental tobacco smoke. Over time, the updating of this report will also provide a means from which to monitor smoking trends and to consider the impact of implemented comprehensive actions taken to address reduction and prevention of smoking across the province.



## 2. Method

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The methodology for this endeavour encompassed four phases. These included: establishment of the project plan; identification of key areas of inquiry; data analysis and presentation; and document application. A brief description of each phase is presented, highlighting the major activities associated with the various aspects of the project.

### *PHASE I Establishment of the Project Plan*

The preliminary step involved a teleconference with project authorities from Health Canada to clarify the objectives and work plans for this initiative. During these deliberations, arrangements for acquiring key data documents and files were organized. As a culmination to this initial phase, a finalized research design plan was accepted by project authorities.

### *PHASE II Identification of Key Areas of Inquiry*

The initial step in this research effort involved identifying the key questions and areas of inquiry that were to be used to guide the analysis of existing CTUMS data. An in-depth review of the CTUMS instrument and feedback from New Brunswick Anti-Tobacco Coalition (NBATC) implementation committee assisted in determining the major priority areas to be considered as part of this investigation. In addition, other tobacco use questionnaires, including the

School Smoking Profile (SSP), and Addiction Services' Youth Smoking Survey being used regionally in the province, were reviewed to identify potential areas of research interest. At the close of this phase, a range of key areas of inquiry was finalized for subsequent investigation of CTUMS outcomes.

*PHASE III Data Analysis and Presentation*

The areas of inquiry adopted in Phase II guided the analysis of CTUMS data relating to the New Brunswick context. Selected variables related to tobacco use were examined, taking into account age, sex and smoking status. With respect to smoking status, participants' responses on various questionnaire items were employed to determine assignment to specific categories for subsequent analysis:

- Never Smokers/Lifetime Abstainers (those who have never smoked)
- Never Smokers/Experimental Smokers (those who have smoked at least one cigarette, but fewer than 100 cigarettes, and who currently do not smoke cigarettes)
- Current Smokers/Daily (participants who smoke daily)
- Current Smokers/Occasional (participants who currently smoke cigarettes, but not every day)

- Former Smokers/Daily (those who smoked daily but have not smoked in the past 30 days)
- Former Smokers/Occasional (those who smoked, but not everyday and who have not smoked in the past 30 days)

Various descriptive statistical procedures were undertaken in analysis of the data. For this preliminary analysis, tables, figures and brief research summaries were used to present the outcomes of this effort. The resulting report was subsequently forwarded to Health Canada and to the NBATC for feedback and review.

#### *PHASE IV Document Application*

The purpose of this document is to provide a basis from which to discuss tobacco control themes related to the given provincial context. Although the presented outcomes do not represent all results associated with the CTUMS data-gathering efforts, the selected areas of inquiry and analysis are intended to stimulate discussion among individual and groups who are active in the planning/implementation of tobacco reduction activities and smoke-free policies. In order to facilitate such deliberations, the document also includes specific reflection sections in which personal comments and insights can be recorded or highlighted for subsequent consideration. These sections are entitled “building on existing capacity” and are intended to assist individuals in enhancing both their awareness and application of the presented data,

taking into account current insights/issues, objectives/  
plans, actions/strategies related to current regional and  
provincial tobacco control activities.

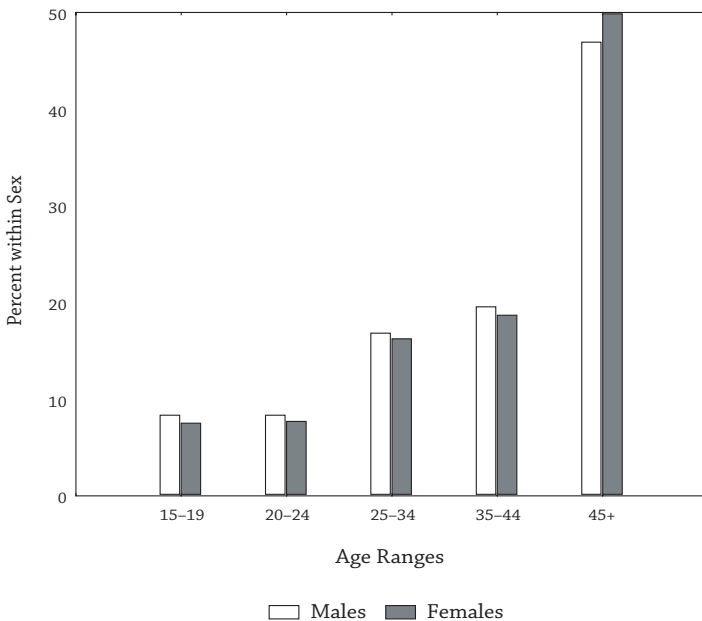
### 3. Profile Results

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#### RESULTS 1 *Participant Profile: Age, Sex, Smoking Status*

The participants ranged in age from 15 years old to adult. Figure 1 provides a percentage breakdown of the sample according to five specific age categories: 15–19, 20–24, 25–34, 35–44 and 45–older. With respect to sex, the sample was 49% male and 51% female.

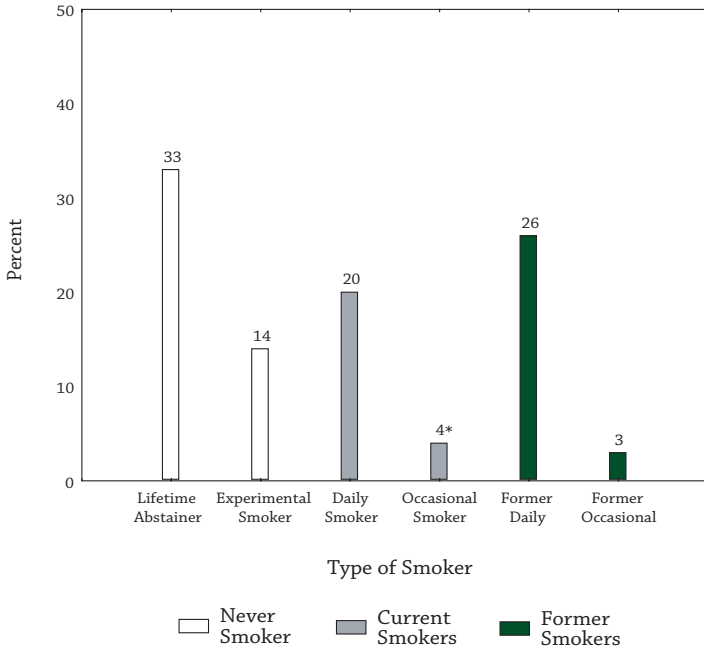
FIGURE 1: AGE RANGES



In terms of smoking status, 24% of the sample reported that they were current smokers, 29% identified themselves as former smokers, with the remaining 47% participants indicating that they were never smokers. These three groups are further subdivided into six groups in Figure 2 which provides a more in-depth analysis of present smoking status.

Across Canada, approximately 55% of the population was identified as never smokers. In addition, 20% were reported

FIGURE 2: TYPE OF SMOKER

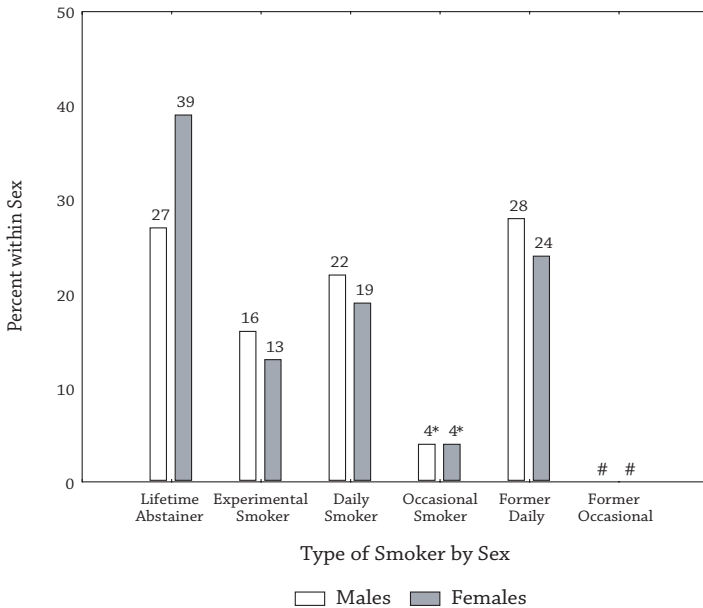


\* Moderate sampling variability

as current smokers and 25% as former smokers. Overall, the New Brunswick outcomes regarding current smokers were higher than trends reported nationally. Within Canada the lowest prevalence of tobacco use was noted in British Columbia (15%) and the highest rate of smoking was evident in New Brunswick (24%).

With respect to sex, the percentages across all smoking status categories are similar, with the exception of lifetime

FIGURE 3: TYPE OF SMOKER BY SEX



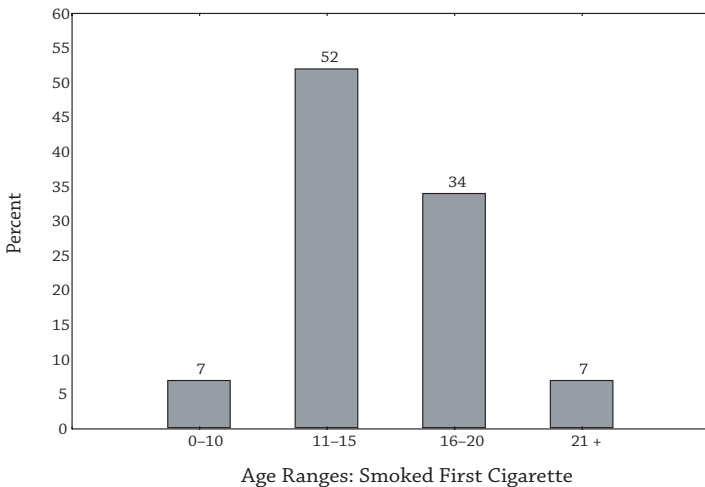
\* Moderate sampling variability # High sampling variability. Although an estimate may be computed, data should be suppressed.

abstainers. Women were more likely than men to be lifetime abstainers; whereas there was a greater percentage of former daily smokers among men than among women (Figure 3).

## RESULTS 2 *Initial Smoking Behaviours & Current Tobacco Use*

Ever smokers were defined as those participants who had who had smoked 100 cigarettes at any point in their lives (current and former smokers). When asked when they had first started smoking, 93% indicated they had initially used tobacco before age 21. Approximately 59% had first tried smoking prior to age 16. Approximately half (52%) of ever smokers reported initiating tobacco use between the ages of 11 and 15. Figure 4 provides a summary of the age ranges

FIGURE 4: AGE SMOKED FIRST CIGARETTE

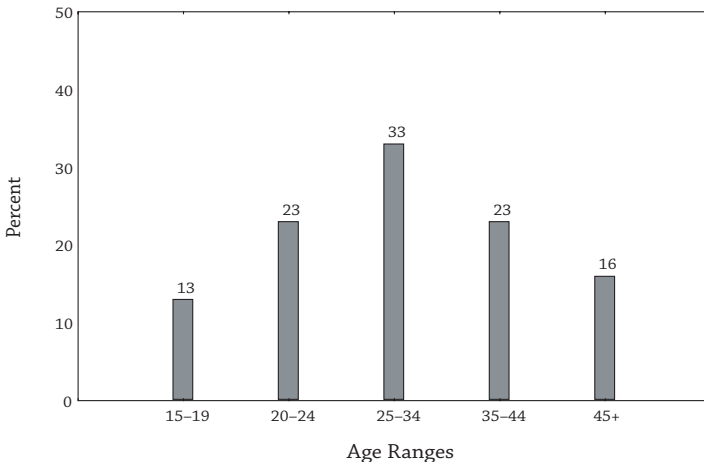


in which ever-smokers reported first experimenting with tobacco.

With respect to current tobacco use, prevalence of daily smoking was highest among those age 25–34. Lower rates of daily smoking were evident for both younger and older age cohorts. Figure 5 provides a summary of these results.

Of the 24% that indicated they currently smoked, 20% were daily smokers and 4% were occasional smokers. Daily smokers had smoked an average of 15 cigarettes per day. With respect to sex, the average number of cigarettes by daily male smokers was 17, whereas women smoked on average 13 cigarettes. These trends were similar to the national averages reported for daily smoking in 2004 (overall: 14, men: 16, women: 13).

FIGURE 5: PREVALENCE OF DAILY SMOKING BY AGE



### RESULTS 3 *Reducing and Stopping Smoking*

Among current smokers, 55% indicated that they were seriously considering quitting within the next six months. Of those contemplating quitting in the next six months, 43% reported that they were considering quitting within the next 30 days. Young people age 15–24 were more likely than those over age 25 to report they were seriously contemplating quitting in the next six months. Similar trends were apparent among those considering quitting within the next 30 days.

Eight percent of those who had quit smoking had done so within the past year. Of those making quit attempts within the past year, 57% reported having success in quitting for at least 24 hours. The reason most frequently offered for quitting smoking was concern for health and well-being (61%). Approximately 40% of adult former smokers reported making a single quit effort, 40% indicated making between 2–4 quit attempts, and 20% cited five or more attempts to finally stop smoking.

Current smokers who had attempted to quit also provided key reasons why they had started to smoke again. The most frequently cited reasons included stress (34%), and that smoking had become an addiction or habit (28%).

Current and former smokers who had made a quit attempt in the past two years were asked questions regarding their use of certain methods and strategies in their reduction and cessation attempts. Fifty-two percent had attempted to reduce the number of cigarettes they smoked, and of this cohort, 61% indicated that this strategy was useful to them.

Respondents were also asked to indicate if they had accessed pharmacological assistance for smoking cessation.

PERCENT	METHOD USED
35%	<i>nicotine patch</i>
17%	<i>nicotine gum</i>
15% *	<i>product like Zyban</i>

\* Marginal sampling variability – interpret with caution.

## **Engaging Existing Capacity**

### *Reflection on Results 1–3*

Please reflect on result sections 1–3 and record your comments in the designated sections below. Specific comments may reflect current or future plans for tobacco control in New Brunswick.

1. Insights / Issues:

2. Priority Objectives / Plans:

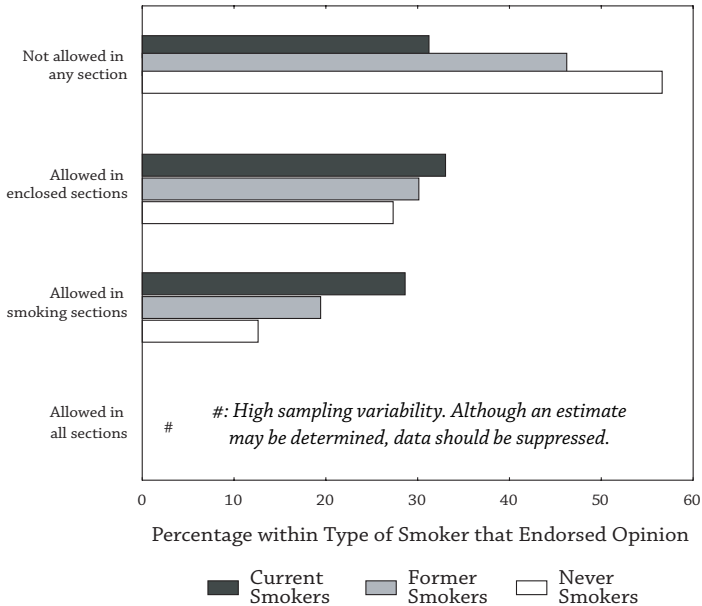
3. Actions / Strategies:

4. Relevant Sources / Key Resources

RESULTS 4 *Exposure to Environmental Tobacco Smoke (ETS)*

Most (67%) respondents in New Brunswick indicated that no one in their household smoked, and 79% reported that no one smoked inside their homes on a regular or daily basis. Of these households, 84% further indicated that smoking was not permitted inside their homes. Among homes where smoking was permitted, 47% had some form of restrictions. For example, 68% of homes restricted smoking to designated rooms, and 35% permitted smoking with opened windows or

FIGURE 6: OPINION OF SMOKING IN RESTAURANTS

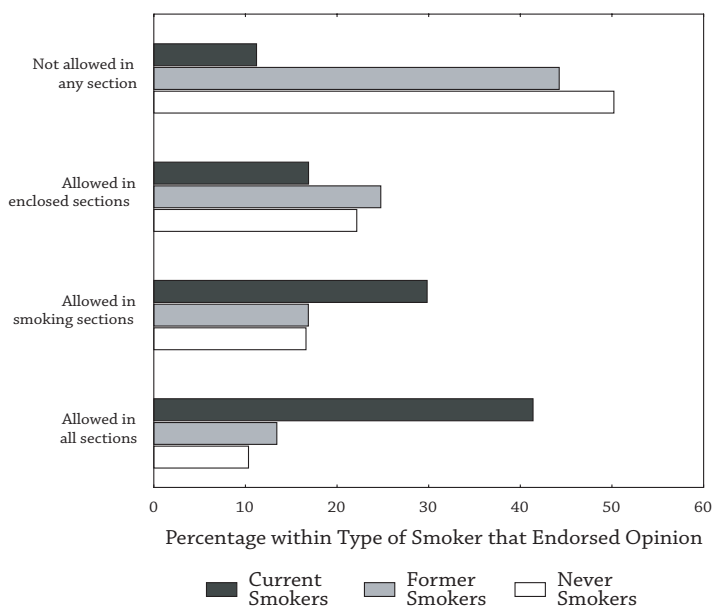


increased ventilation. Twenty-six percent of households did not allow smoking in the presence of young children.

In homes with at least one smoker, 42% indicated that between 1–10 cigarettes were smoked in the home, 33% indicated between 11–20 cigarettes were smoked, and 25% indicated that more than 20 cigarettes were smoked in the home.

All respondents were asked their opinion whether smoking should be permitted in restaurants and in bars and taverns. For restaurants, 61% indicated that smoking should not be allowed in any section. For bars and taverns, 39%

FIGURE 7: OPINION OF SMOKING IN BARS & TAVERNS



shared this opinion. Never smokers were more likely than were former smokers and current smokers to demonstrate their support for smoke-free environments across all public places (Figures 6 and 7). Approximately 38% of current smokers favoured restaurants prohibiting smoking, while 57% endorsed the use of enclosed areas or smoking sections in restaurants. For bars, 47% indicated their support for enclosed areas or smoking sections.

## **Engaging Existing Capacity**

### *Reflection on Results 4*

Please reflect on result sections 4–6 and record your comments in the designated sections below. Specific comments may reflect current or future plans for tobacco control in New Brunswick.

1. Insights / Issues:

2. Priority Objectives / Plans:

3. Actions / Strategies:

4. Relevant Sources / Key Resources:

## 4. Limitations & Future Development

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This report reflects the outcomes of New Brunswick participants who completed the CTUMS protocol in 2004, based on the identified areas of inquiry adopted for this research effort. This report does not address specific trends that may exist across various regions of the province. Similarly, this report does not include discussion or suggest inferences regarding potential differences that may be present between provincial jurisdictions in regards to smoking behaviours, attitudes or perspectives. Overall, the intent of this report is to provide an up-to-date provincial profile summary of information that may be beneficial for stimulation of discussions and actions related to tobacco control, and the development of smoke-free places within the province of New Brunswick.

In the future, it is hoped that subsequent administrations of the CTUMS will provide the data necessary for documenting potential changes or shifts in specific smoking trends that may take place within the province. In this regard, completion of follow-up profile reports will be helpful for reporting such changes and for encouraging continued discussion and planning of regional and provincial tobacco control efforts within New Brunswick.



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