

Canadian Convenience Stores Association Youth Contraband Tobacco Study, 2009

August 18, 2009



4b. Sample Size and Tolerances

The margin of error calculation is based on the population of the age group 15-19 years in Ontario and Quebec.

As per Statistics Canada data*, the population of the age group 15-19 in Ontario and Quebec is as follows:

Ontario: 833,115

Quebec: 475,005

Count of cigarette butts					
	Total	Legal	Illegal	Unknown	Total (Legal/Illegal)
Ontario	19,770	11584	4912	3,274	16,496
Quebec	14,064	6,372	5,273	2,419	11,645
Total	33,834	17,956	10,185	5,693	28,141

Results based on Ontario and Quebec Sample (n= 28,141) +/- 0.59%

Results based on Ontario Sample (n= 16,496) +/- 0.77%

Results based on Quebec Sample (n= 11,645) +/- 0.92%

5. Conclusions

- **Significant presence of “illegal” tobacco in Quebec and Ontario:**
Use of untaxed (“illegal”) tobacco products continues to be significant among youth segments in Ontario and Quebec. 36% of the 28,141 cigarette butts collected from 185 sites at surveyed locations in Quebec and Ontario were found to be “illegal”.
- **Higher incidence of “illegal” tobacco**
In Quebec, an estimated 45% of the cigarette butts from 75 sites were found to be “illegal. In Ontario, an estimated 30% of the cigarette butts collected from 110 sites were “illegal”. Sites in several new cities were added in the 2009 survey, hence total incidence of contraband in the 2009 study is not comparable to the results of the 2008 study due to different sample bases.
- **Widespread prevalence of contraband across geographic areas**
Use of untaxed (“illegal”) tobacco products in the youth population is widespread. The trend in incidence of contraband over the past three years confirms that the prevalence of illegal tobacco products is not restricted to large urban areas. It is a growing trend in smaller cities.
- **Increase in incidence of “illegal” tobacco in areas surveyed in 2008**
The incidence of “illegal” butts increased by an average of 4% in 9 out of 11 cities in Ontario and 8 out of 12 cities in Quebec compared to 2008. Economically depressed areas have seen a relatively higher increase in contraband tobacco.

7a. Cigarette Butt classification (continued)

- The cigarette butts classified as “unknown” were not included in the analysis. The total count of “legal” and “illegal” cigarette butts, excluding “unknown” butts, is 28,141.
- Incidence of illegal tobacco was found to be 30% in Ontario and 45% in Quebec in the areas surveyed in 2009.
- The total incidence of contraband was 36% in Ontario and Quebec in the areas surveyed in 2009.

n= 28,141

2009	Total (n)	Total %	Legal %	Illegal %
Ontario	16,496	100	70	30
Quebec	11,645	100	55	45
Total	28,141	100	64	36

Margin of error calculation

Results based on Ontario and Quebec Sample (n= 28,141)	+/-	0.85%
Results based on Ontario Sample (n= 16,496)	+/-	1.27%
Results based on Quebec Sample (n= 11,645)	+/-	1.14%

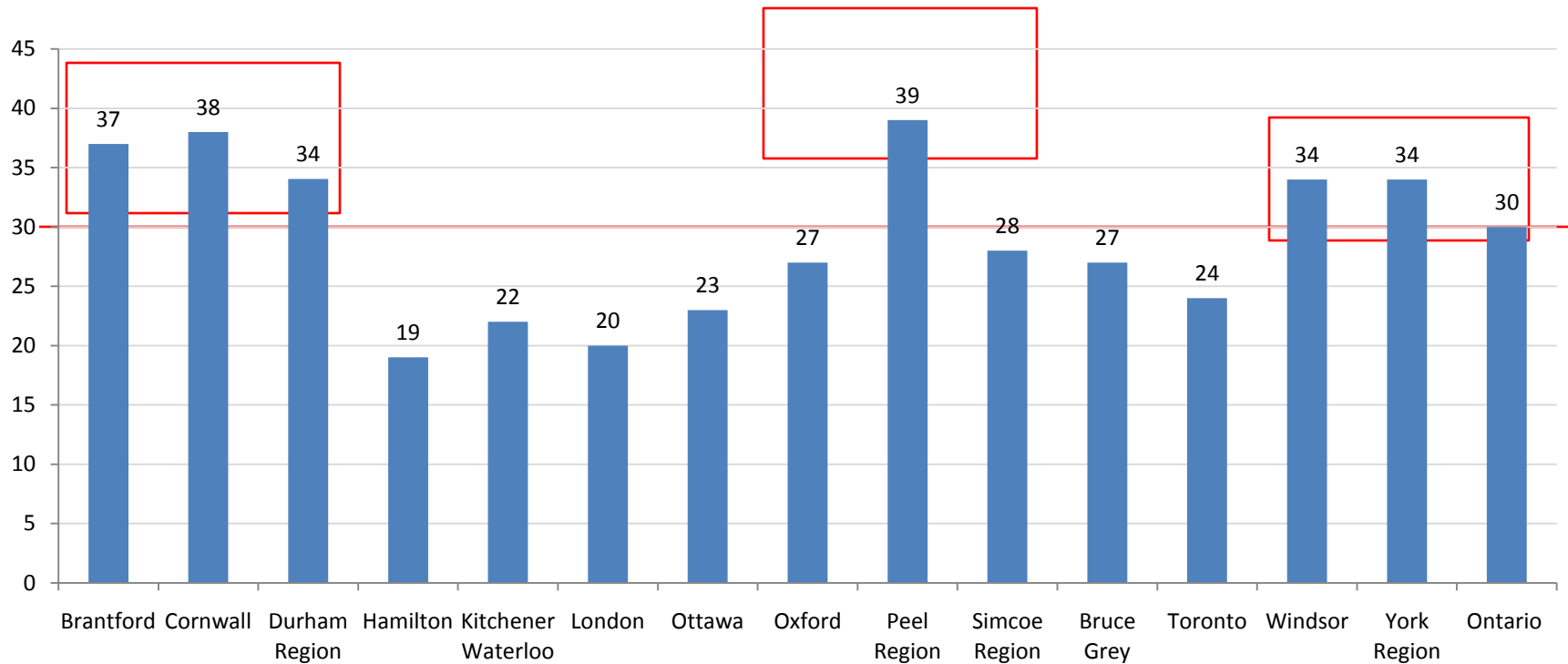
8. Share of illegal tobacco products in Ontario

Brantford
Cornwall
Durham Region
Hamilton
Kitchener Waterloo
London
Ottawa

Oxford
Peel Region
Simcoe Region
Bruce Grey
Toronto
Windsor
York Region

Incidence of contraband Ontario regions

n= 16,496

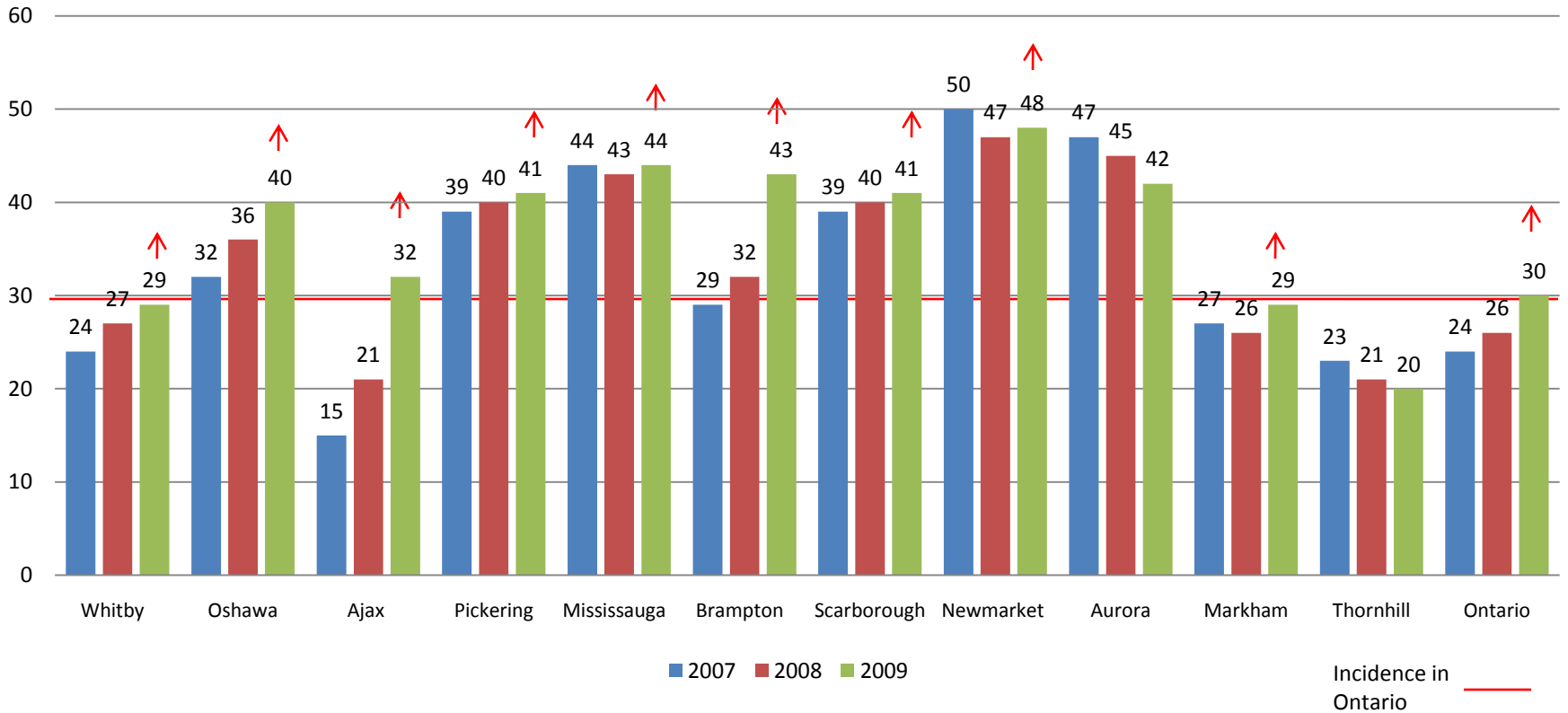


	Sites	Legal count	Illegal count	Total count	% Illegal
Ontario	110	11,584	4,912	16,496	30

Ontario regions

Trend in contraband incidence 2007-2009

n= 16,496



	Sites	Legal count	Illegal count	Total count	% Illegal
Ontario	110	11,584	4,912	16,496	30

9. Share of illegal tobacco products in Quebec

Kahnawake Indian Reserve Area

Oka Indian Reserve Area

Greater Montréal Area

Saguenay

Québec City

Mauricie

Estrie

Outaouais

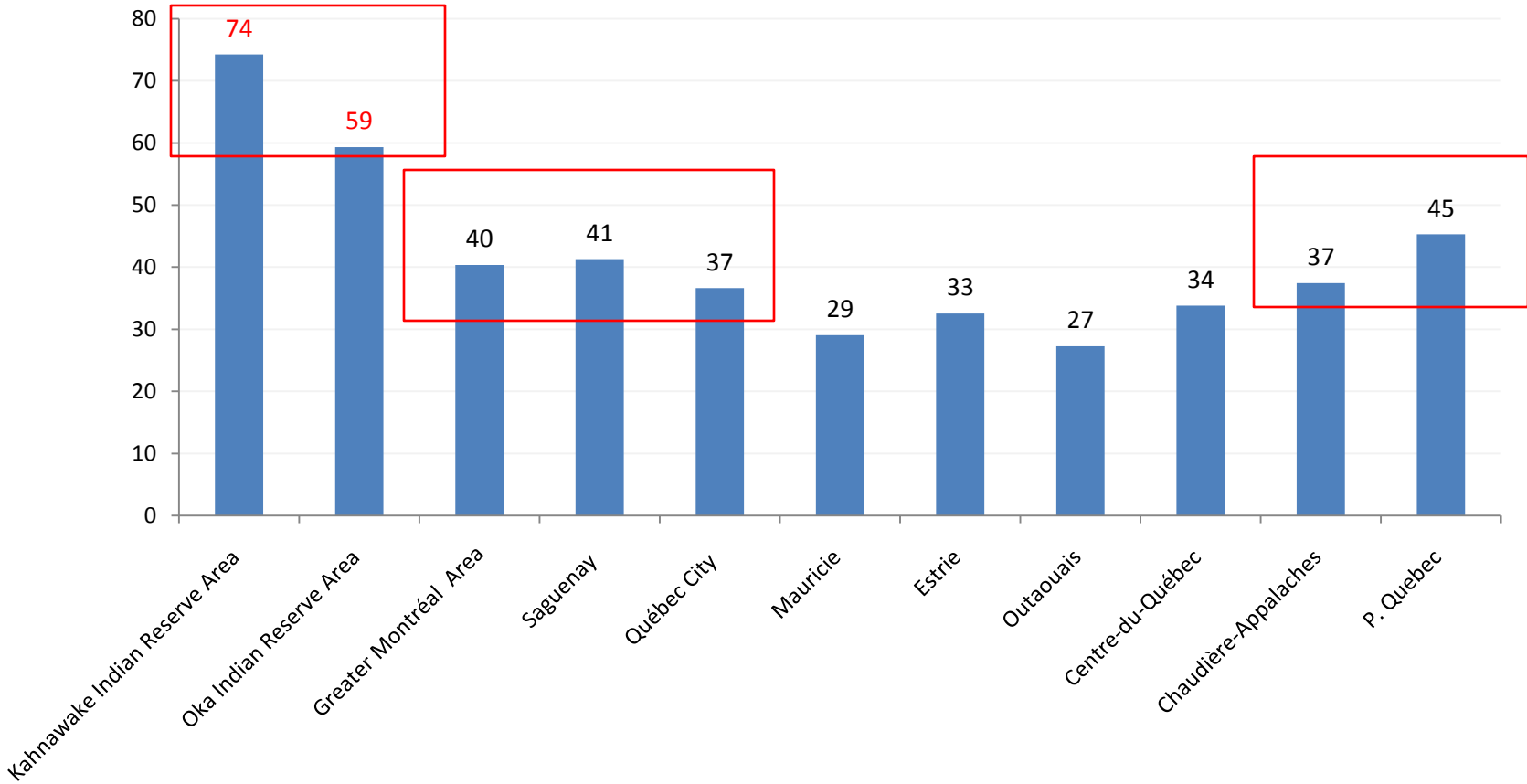
Centre-du-Québec

Chaudière-Appalaches

P. Quebec

Incidence of contraband in regions

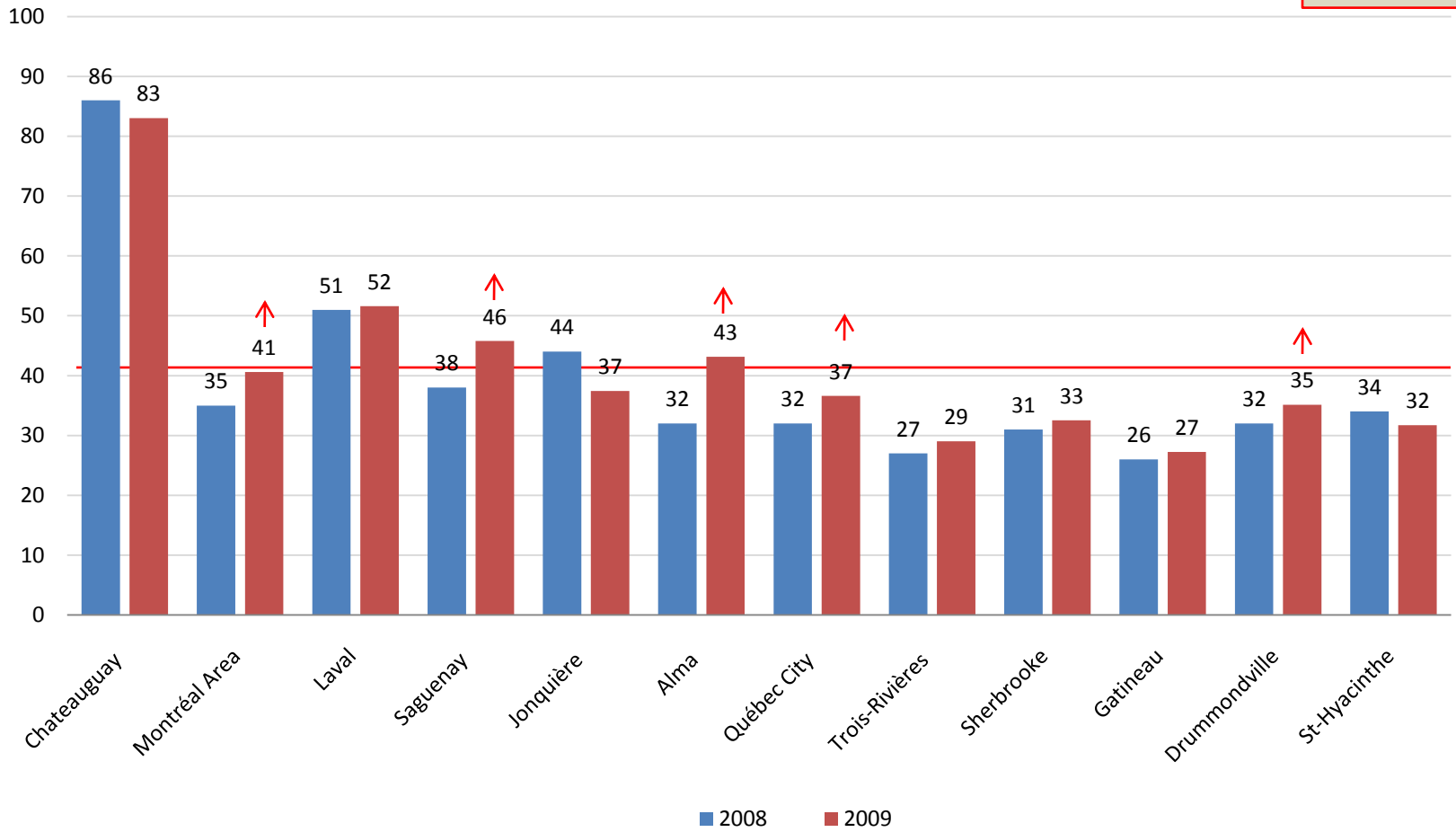
n= 11,645



Sites	Legal count	Illegal count	Total count	% Illegal
75	6,372	5,273	11,645	45

Trend in incidence of contraband, 2008-2009

n= 9,092



Sites	Legal count	Illegal count	Total count	% Illegal
59	5424	3667	9092	40