

## **4. Alternate Forms of Tobacco**

### **4.1 Introduction**

This report presents results on alternate tobacco use from two survey sources. The first source is the base survey conducted with over 18,000 B.C. residents (aged 12+). Information from this source covers the prevalence of alternate tobacco use, demographics of alternate tobacco use, and age of initiation. The second source deals specifically with smokeless tobacco users (e.g., chewing tobacco, pinch or snuff) due to the recent concern over use of these products. Respondents in this group were either contacted randomly through the base questionnaire, or from respondents referrals. This second source delves more deeply into smokeless tobacco users – daily vs. non-daily use, use of other forms of tobacco (cigars, pipes, cigarettes), age of initiation for daily and non-daily users, and exposure to environmental tobacco smoke. Information from both sources have been integrated in this report.

Results from the base survey are based on approximately 1,000 interviews in each of the province's 18 Regional Health Boards or Community Health Services Societies. This resulted in a total of 18,030 telephone interviews conducted throughout the province via random digit dialing. The margin of error for a sample size of 18,030 is  $\pm 0.7\%$  nineteen times out of twenty. The entire provincial sample was weighted to known age and gender proportions by the 18 RHBs/CHSSs (as per 1996 Statistics Canada data).

Survey results on current smokeless tobacco users are based on 258 telephone interviews for a margin of error of  $\pm 6.1\%$  nineteen times out of twenty. Unlike previous

reports, the results for smokeless tobacco users are unweighted since demographic characteristics and regional proportions for this sample are unknown.

## **4.2 Alternate Tobacco Use Status**

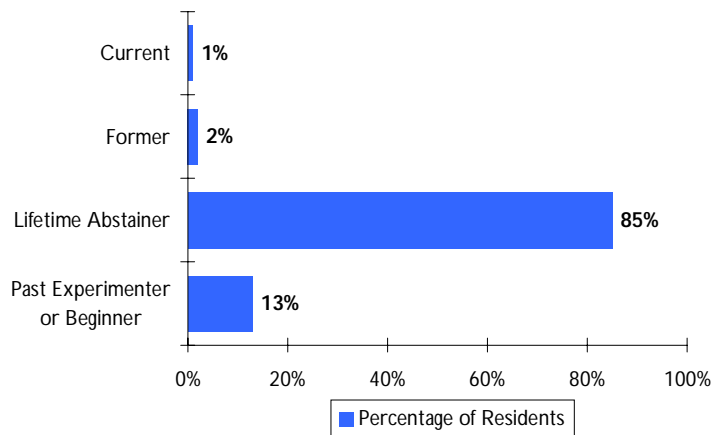
Detailed information from the base survey concerning past and present use of alternate tobacco by residents of BC (age 12+) allows for precise determination of their alternate tobacco use status at the time of the survey. The survey findings concerning the use of smokeless tobacco, cigars, and pipe tobacco are presented below.

### **4.2.1 Smokeless Tobacco Use Status**

From the base survey, four user groups for smokeless tobacco use (i.e., snuff, pinch and chewing tobacco) among the residents of British Columbia are identified: current (daily & non-daily), former, lifetime abstainer, and past experimenter or beginner.

The current prevalence of smokeless tobacco use among BC residents is less than 1%. Former users of smokeless tobacco products represent only 2% of all BC residents, while residents who have never used smokeless tobacco represent fully 98% of the population aged 12+ years. As shown in the graph, this never user group includes lifetime abstainers (85%) and past experimenters or beginners (13%).

**Smokeless Tobacco Use Status of B.C. Residents, Aged 12+, 1997**



As shown in the table, this very low prevalence of smokeless tobacco is also apparent in every region of the province. There appears to be some variability in these two percentages from region to region across the province, with the proportion of lifetime abstainers being highest in the Lower Mainland and lowest in the Northern region (88% vs. 76% respectively). Conversely, the proportion of past experimenters/beginners is highest in the North and lowest in the Lower Mainland (19% vs. 11% respectively).

	BC	Lower Mainland	Southern Interior	Island/Coast	North
	%	%	%	%	%
Current	1	<	1	1	2
Former	2	1	3	2	4
Lifetime Abstainer	85	88	80	84	76
Past Experimenter or Beginner	13	11	16	13	19
<Less than 0.5%					

Experimentation with these products amongst younger age categories is lower than for all B.C. residents indicating that it is not a growing phenomenon amongst teens. As the table to follow shows, experimentation with cigars and pipes is lower among teens than

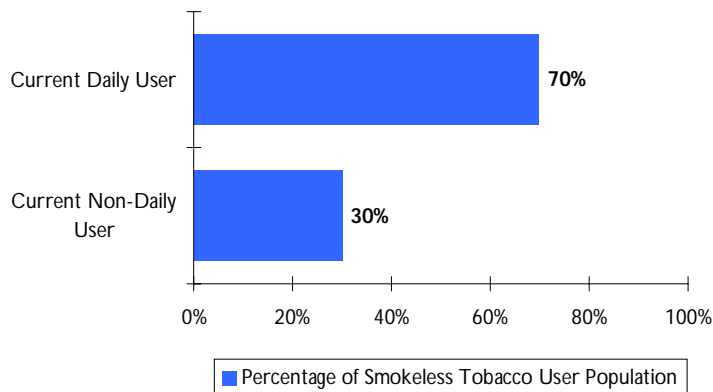
for all B.C. residents while experimentation with smokeless tobacco among teens is equal to that of all B.C. residents.

Alternate Tobacco Use, British Columbia, 1997						
	Cigar		Pipe		Smokeless	
	Teens	BC	Teens	BC	Teens	BC
	%	%	%	%	%	%
Current	1	2	0	<	1	1
Former	<	6	<	7	1	2
Lifetime Abstainer	80	62	93	78	85	85
Past Experimenter/ Beginner	19	30	7	15	14	13

In sum, the current prevalence of smokeless tobacco use is 1% overall. This observed prevalence rate in the present survey is identical to the national prevalence rate of 1%, as reported by the Survey on Smoking in Canada of 1994 (Cycle 2).

From the survey of current smokeless tobacco users, we found that 70% are daily users and 30% are non-daily users,

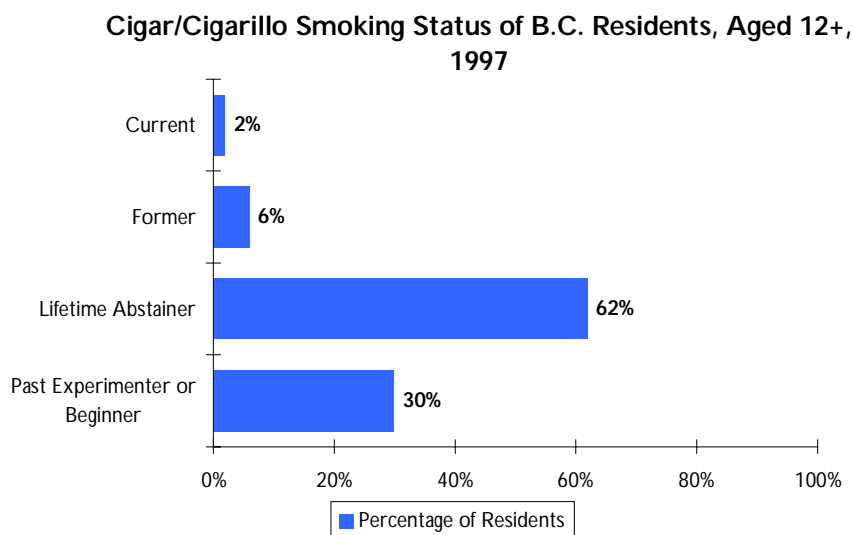
**Current Daily and Non-Daily Use Status of the Smokeless Tobacco User Population, Aged 12+, British Columbia, 1997**



## 4.2.2 Cigar/Cigarillo Smoking Status

For cigar or cigarillo smoking among the residents of British Columbia, four user groups are identified by the base survey: current (daily & non-daily), former, lifetime abstainer, and past experimenter or beginner.

The current prevalence of cigar smoking among BC residents is just 2%. Unlike cigarette smoking, there are insufficient numbers of cigar smokers to distinguish between daily and non-daily users. As shown in the table, this low prevalence for current users is consistent from region to region across the province.



The graph also shows that former cigar smokers in BC represent 6% of the residents, while those who have never smoked cigars make up 92% of the residential population. This never user group includes lifetime abstainers (62%) and past experimenters or beginners (30%). These percentages are also remarkably stable across all four provincial regions as shown in the table.

Cigar Smoking Status of BC Residents, Aged 12+, British Columbia, 1997					
	BC	Lower Mainland	Southern Interior	Island/Coast	North
	%	%	%	%	%
Current	2	2	1	2	2
Former	6	5	8	8	7
Lifetime Abstainer	62	64	61	59	59
Past Experimenter or Beginner	30	30	30	31	31

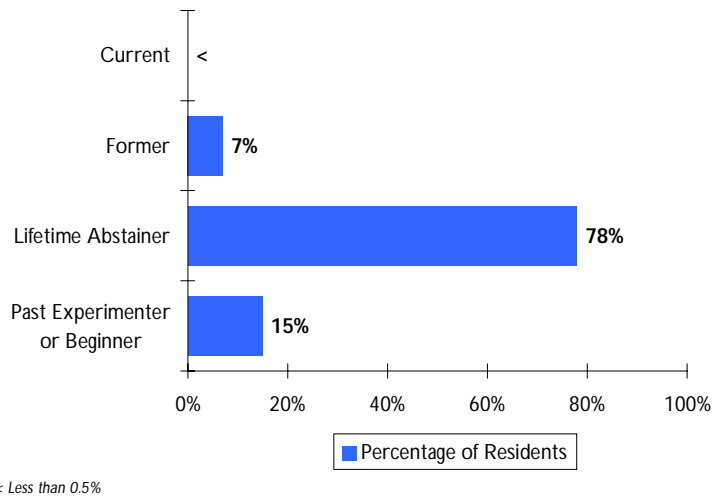
In sum, the current prevalence of cigar/cigarillo smoking is 2% overall, but is 3% among male residents of the population (data not shown). This prevalence rate is in line with the national prevalence rate for males (aged 15+) of 4%, as reported by the Survey on Smoking in Canada of 1994 (Cycle 2).

#### 4.2.3 Pipe Smoking Status

For the smoking of pipe tobacco among British Columbia residents, the base survey also identifies four user groups: current (daily & non-daily), former, lifetime abstainer, and past experimenter or beginner.

The current prevalence of pipe smoking among BC residents is less than 0.5%. Like cigar smoking, there are insufficient numbers of pipe smokers to distinguish between daily and non-daily users. As exhibited in the table, this extremely low prevalence rate for pipe smoking in the province is also apparent in each of the regions.

**Pipe Smoking Status of B.C. Residents, Aged 12+, 1997**



The graph also indicates that former pipe smokers represent 7% of all BC residents, while those who have never smoked pipe tobacco make up fully 93% of the residential population. This never user group includes lifetime abstainers (78%) and a smaller group of past experimenters or beginners (15%). As can be seen in the table, these percentages also remain quite stable across all regions of the province.

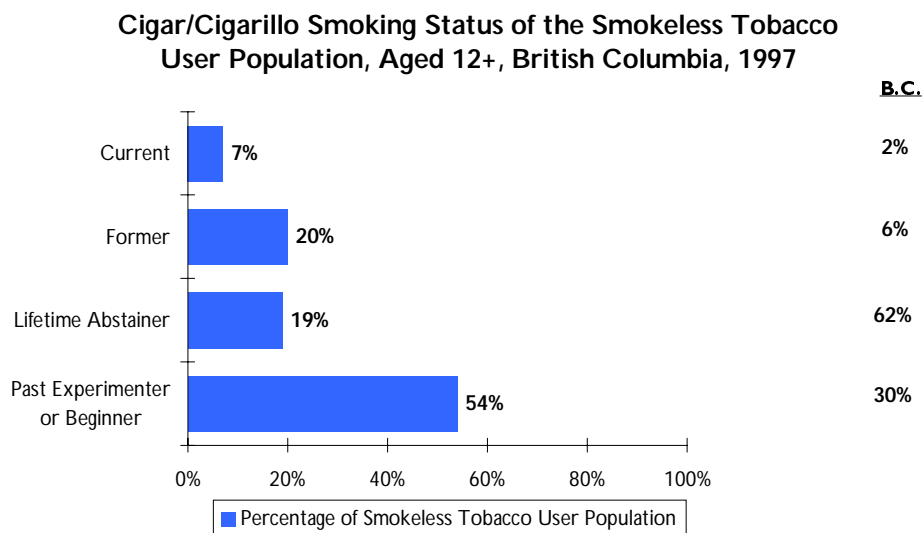
Pipe Smoking Status of BC Residents, Aged 12+, British Columbia, 1997					
	BC	Lower Mainland	Southern Interior	Island/Coast	North
	%	%	%	%	%
Current	<	<	<	<	<
Former	7	5	9	9	8
Lifetime Abstainer	78	80	76	75	76
Past Experimenter or Beginner	15	14	15	16	17

< Less than 0.5%

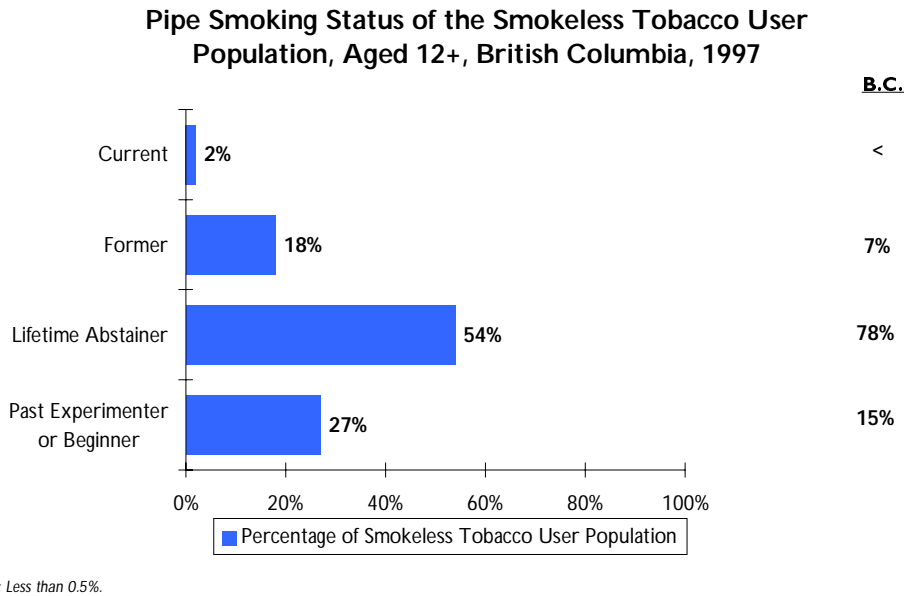
In sum, the current prevalence of pipe smoking is less than 0.5% overall, but is 1% among male residents of the population (data not shown). This prevalence rate is also in line with the national prevalence rate for males (aged 15+) of just 2%, as reported by the Survey on Smoking in Canada of 1994 (Cycle 2).

#### 4.2.4 Cigar, Pipe and Cigarette Smoking Status of Smokeless Tobacco Users

The survey with smokeless tobacco users revealed that they are more likely than the general population to be current or former cigar/cigarillo smokers – current cigar smokers (7% vs. 2%) and former cigar smokers (20% vs. 6%). In addition, smokeless tobacco users are less likely to be lifetime abstainers and more likely to be past experimenters or beginners.

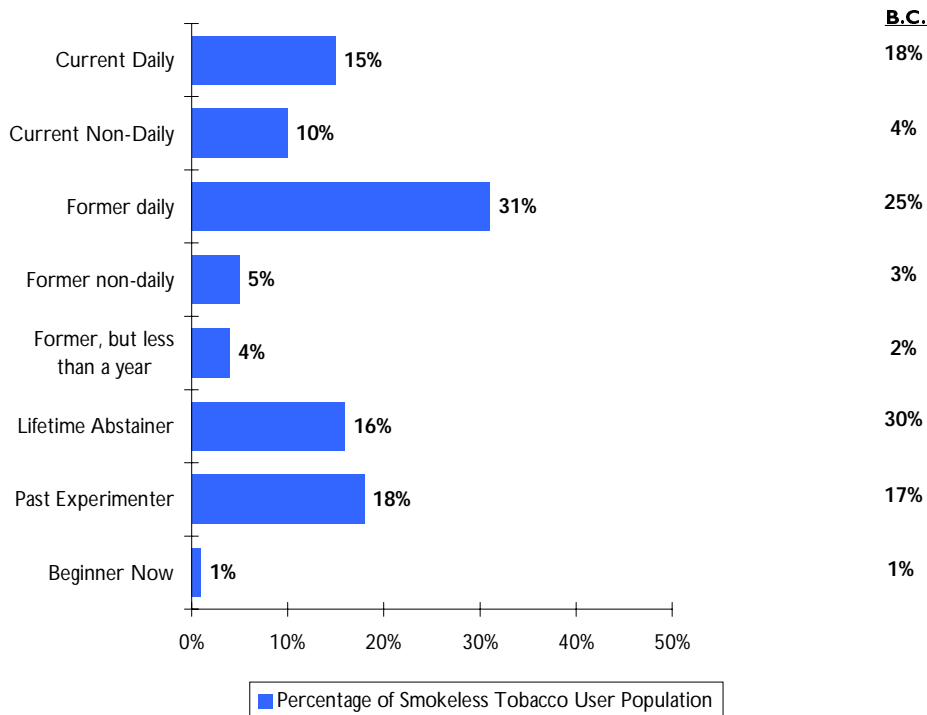


Similarly, it was found that smokeless tobacco users are four times as likely as the general population to be current pipe smokers and twice as likely to be former pipe smokers – current pipe smokers (2% vs. less than 0.5%) and former pipe smokers (18% vs. 7%). Similar to cigar smoking, smokeless users are less likely to be lifetime abstainers and more likely to be past experimenters or beginners.



Lastly, it was found that smokeless tobacco users are as likely as the general population to be cigarette smokers (25% vs. 22%), but are more likely to be former cigarette smokers (40% vs. 30%) and less likely to be never smokers (35% vs. 48%). This never user group is comprised of lifetime abstainers (16%), past experimenters (18%) and beginners (1%). Of the smokeless tobacco users who are current cigarette smokers, 15% smoke daily and 10% smoke non-daily. Current smokeless tobacco users are more likely to be current non-daily cigarette smokers (10% vs. 4%).

**Cigarette Smoking Status of the Smokeless Tobacco User Population, Aged 12+, British Columbia, 1997**

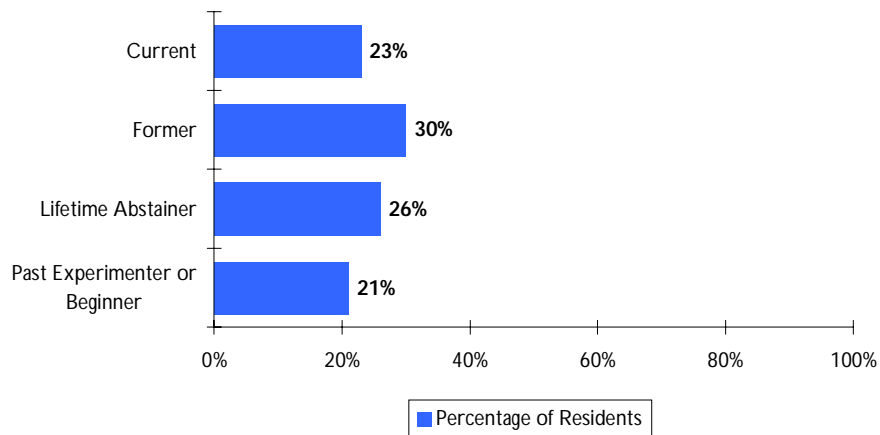


In terms of frequency of cigarette smoking, 56% of smokeless tobacco users who are also current smokers have smoked on all 30 days in the past month. This is lower than that found provincially (77%). A large proportion smoked 5 days or less in the past month (24%). The average number of cigarettes for daily smoker is fairly high (20.2 compared to 16.6 provincially), and is higher for non-daily cigarette smokers (4.6 compared to 3.5 provincially).

#### 4.2.5 Overall Tobacco Use Status

The current prevalence of any form of tobacco use among the residents of British Columbia aged 12+ years obtained from the base survey is summarized in the graph following. This graph provides a snapshot of the overall use of tobacco in B.C. at this time.

**Overall Tobacco Use Status of B.C. Residents, Aged 12+, 1997**

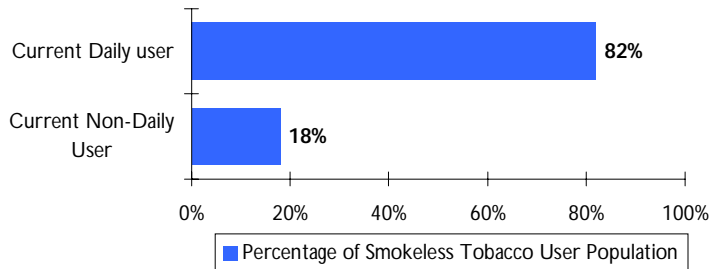


Non-use is presently the norm among BC residents, with 77% of the aged 12+ population indicating they do not currently use any form of tobacco. On the other hand, the survey does show that 23% of residents are currently using at least one form of tobacco. Former tobacco users also represent 30% of the BC population, while never users include past experimenters or beginners at 21% and lifetime abstainers at 26%. As shown in the table, these findings are generally consistent from region to region, with some notable exceptions. For instance, the prevalence rate for current tobacco users is generally lower in the Lower Mainland area (21%) and higher in the Northern region (30%). In addition, the prevalence rate for former tobacco users is somewhat higher in the Island/Coast region (35%) than in the Northern region (26%).

Overall Tobacco Use Among BC Residents, Aged 12+, British Columbia, 1997					
	BC	Lower Mainland	Southern Interior	Island/Coast	North
	%	%	%	%	%
Current daily	18	16	21	18	24
Current non-daily	5	5	4	5	6
Former	30	28	31	35	26
Lifetime Abstainer	26	28	24	23	25
Past Experimenter or Beginner	21	22	20	19	19

For smokeless tobacco users, 82% are daily users of any form of tobacco and 18% are non-daily users. Three-quarters (74%) use only smokeless tobacco while 27% use two or more products.

**Overall Tobacco Use Status of the Smokeless Tobacco User Population, Aged 12+, British Columbia, 1997**



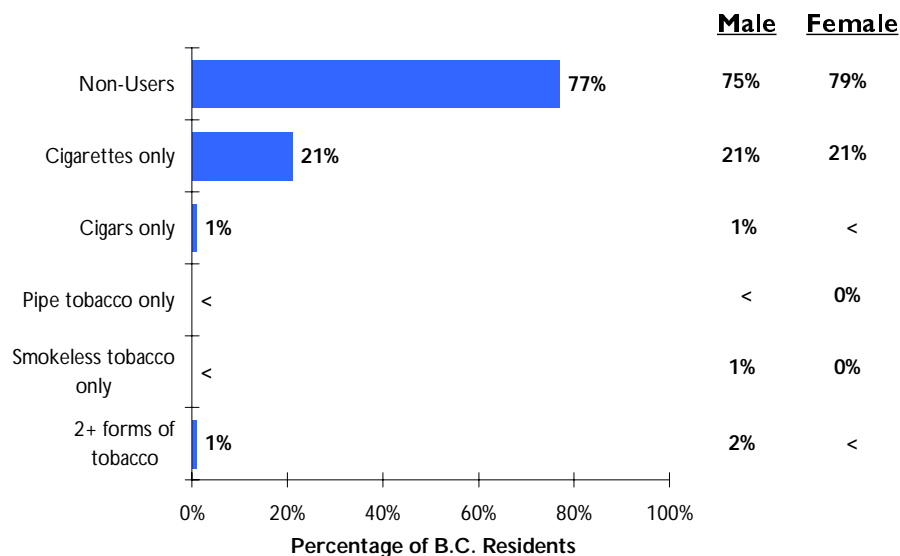
#### 4.2.6 Current Use of All Forms of Tobacco

The current use of all forms of tobacco among the residents of British Columbia obtained from the base survey is displayed in the following graph. This graph provides a portrait of the current use of different tobacco products by BC residents at this time.

Among all BC residents, 21% currently smoke cigarettes only, approximately 1% currently use either cigars, pipes or smokeless tobacco only, and 1% currently use two or more forms of tobacco. However, as shown in the graph, some of these proportions vary by gender. For example, 21% of both male and female residents currently smoke cigarettes only, but current use of alternate forms of tobacco (i.e., cigars, pipes, and smokeless) is virtually non-existent among females. On the other hand, among male residents, 1% currently smoke cigars only, <1% currently smoke a pipe only, 1% currently use smokeless tobacco only, and 2% currently use two or more tobacco products. Therefore, the overall difference in the current prevalence rate for tobacco

use between the sexes, (25% for males versus 21% for females), is entirely attributable to the use of alternate forms of tobacco by male residents of the province (4%).

**Overall Tobacco Use among B.C. Residents by Gender,  
Aged 12+, British Columbia, 1997**



<Less than 0.5%

The table to follow also exhibits the current use of different tobacco products among BC residents, but by region. The proportion of residents who are not using any form of tobacco is in the 70 to 80 percent range in all regions, with a minimum of 70% in the Northern region and a maximum of 79% in the Lower Mainland. Tobacco use is higher in the North. Current usage of alternate forms of tobacco (i.e., cigars, pipe, smokeless & 2+ forms of tobacco) is reported by about 2% of the residents in each region, except in the Northern region where it is reported by 4%. Current use of cigarettes only is reported by 19% of residents in the Lower Mainland, but as many as 26% in the Northern region.

Overall Tobacco Use Among BC Residents, Aged 12+, British Columbia, 1997					
	BC	Lower Mainland	Southern Interior	Island/Coast	North
	%	%	%	%	%
Non-users	77	79	75	77	70
Cigarettes	21	19	23	21	26
Cigars only	1	1	<	1	1
Pipe tobacco	<	<	<	<	<
Smokeless tobacco	<	<	1	1	1
2+ forms of tobacco	1	1	1	1	2

< Less than 0.5%

### 4.3 The Social Demographics of Alternate Tobacco Use

Due to the generally low prevalence of cigar, pipe and smokeless tobacco use, the data from the base survey concerning their use have been combined in this section to permit some assessment of the relationship between use of these alternate forms of tobacco and a number of social demographic characteristics of the BC population. As outlined earlier, 2% of all BC residents are current users of one or more these alternate forms of tobacco, 10% are former users, and 88% are never users.

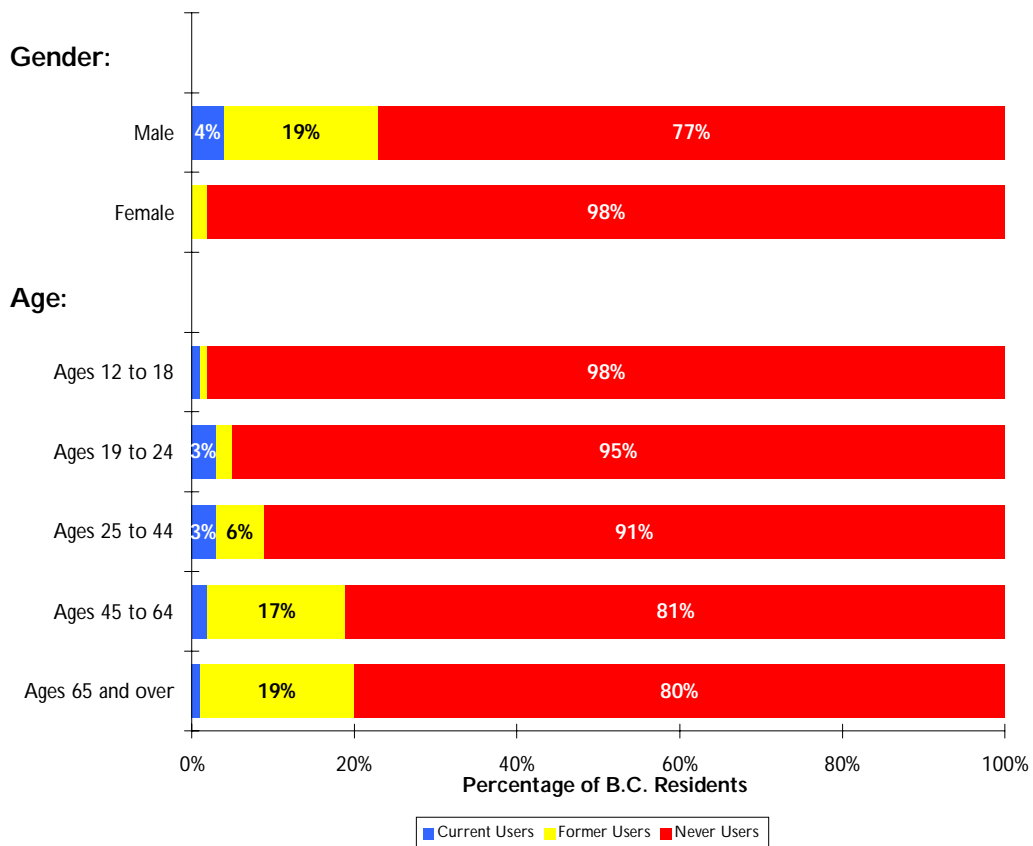
#### 4.3.1 Gender and Age

The graph to follow highlights differences in the usage of alternate forms of tobacco as a function of gender and age. Any use of alternate forms of tobacco is reported predominantly by male residents of the province. Approximately 4% of males are current users, compared to less than 1% of females. Similarly, considerably more male residents are former users than female residents (19% vs. 2%).

Some age-related differences in the use of alternate forms of tobacco are also apparent from the graph. The rates for current use are uniformly low for all age groupings, yet rates for former use of alternate forms of tobacco rises steadily with age, from 1%

among 12 to 18 year olds to 19% among residents aged 65 and over. Conversely, the proportion of residents who have never used alternate forms of tobacco declines from 98% of those residents aged 12 to 18 years, to 81% of residents aged 45 to 64 and 80% of residents aged 65 and over. This demonstrates that there is very little beginner activity in the use of alternate forms of tobacco amongst teens (12 to 18 years old).

**Alternate Tobacco Use among B.C. Residents by Gender and Age, Aged 12+, British Columbia, 1997**



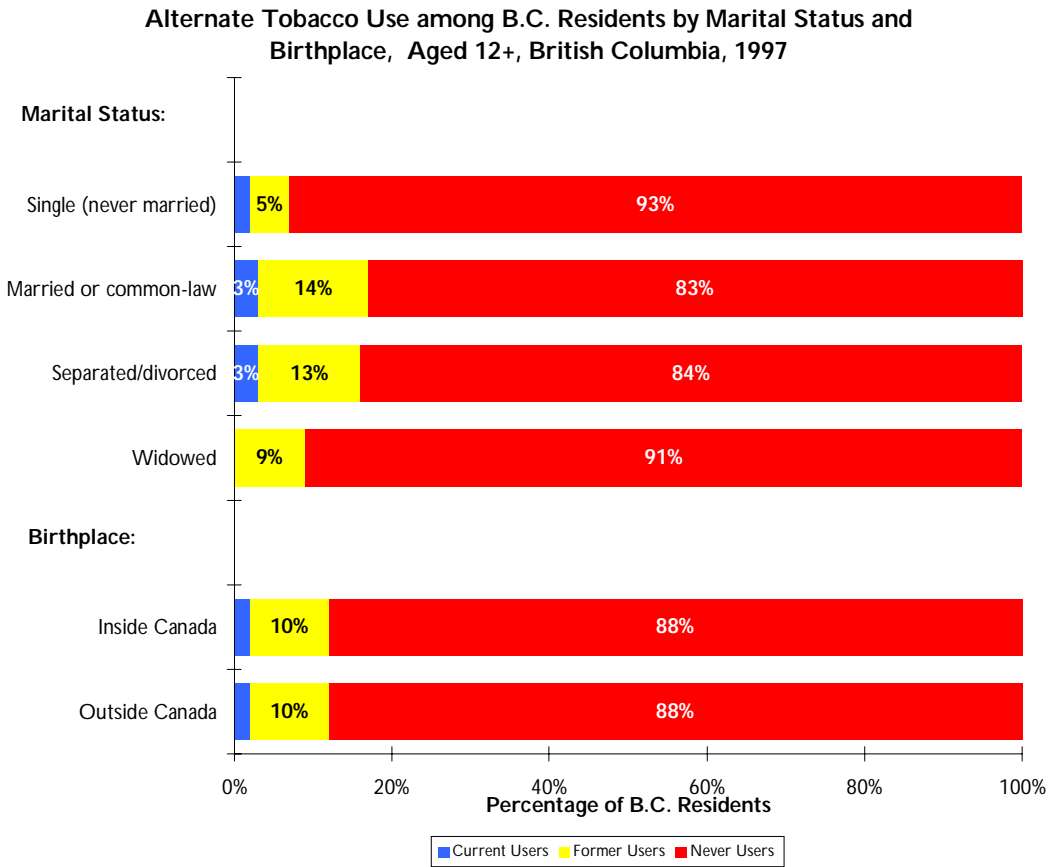
Current users = daily users + non-daily users

### 4.3.2 Birthplace and Marital Status

The next graph displays the relationship between use of alternate tobacco and place of birth, as well as marital status. Whether residents are born in Canada or outside of Canada appears to be unrelated to their lifetime experience with alternate forms of

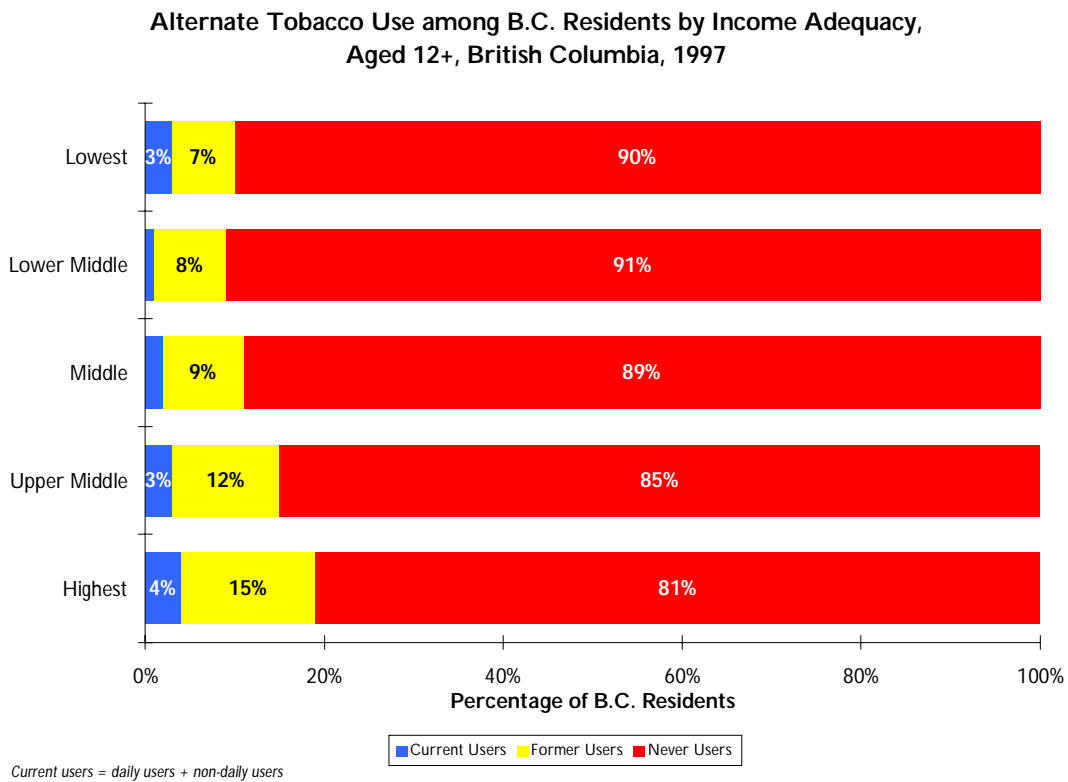
tobacco. Foreign born residents and Canadian born residents are equally likely to be current users and former users (2% and 10% respectively).

Some differences in rates of alternate tobacco use are also evident, in the graph, as a function of marital status. While the proportion of current users is uniformly low across all categories of marital status, the proportion of former smokers is somewhat higher among those who are presently married or living common law and those who are separated or divorced (14% and 13% respectively). Residents who have never married (i.e., are single) are least likely to be former users of alternate forms of tobacco (5%).



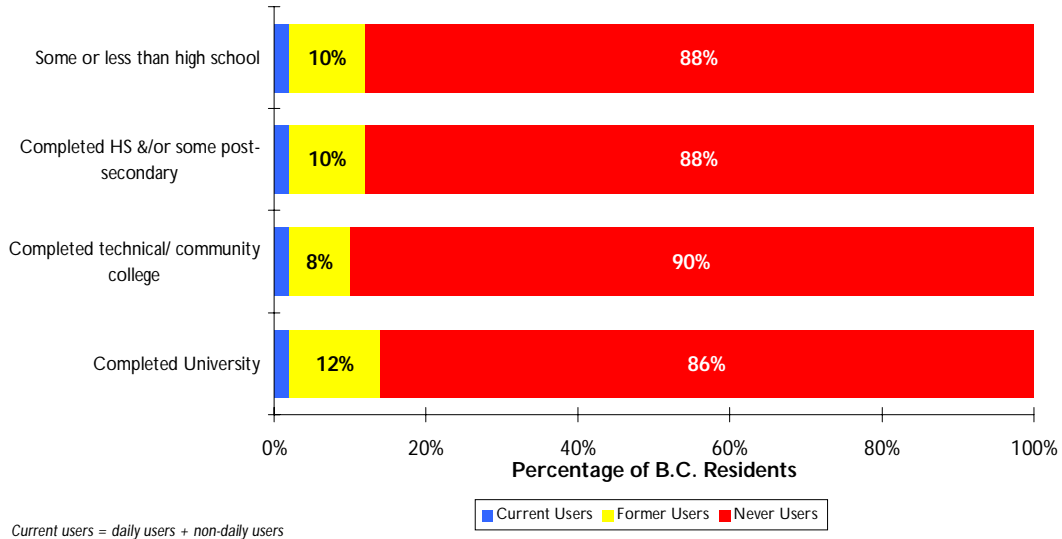
### 4.3.3 Income Adequacy and Education

The following graph shows the relationship between the use of alternate forms of tobacco and income adequacy for the household. In general, the current use of alternate forms of tobacco is consistently low across all five income levels, however, the probability of being a former user rises with the level of income adequacy, from 7% among those with the lowest level to 15% among those with the highest level of income. Yet, as income level generally rises with age, this finding is probably as much a reflection of the age of the residents involved, as it is their income levels.



The graph to follow illustrates the relationship between the use of alternate forms of tobacco and the educational achievements of BC residents. Current use of alternate forms of tobacco is also uniformly low across all education levels. The proportion of former users is slightly higher among residents who are university graduates (12%), than it is among residents who are graduates of technical or community colleges (8%).

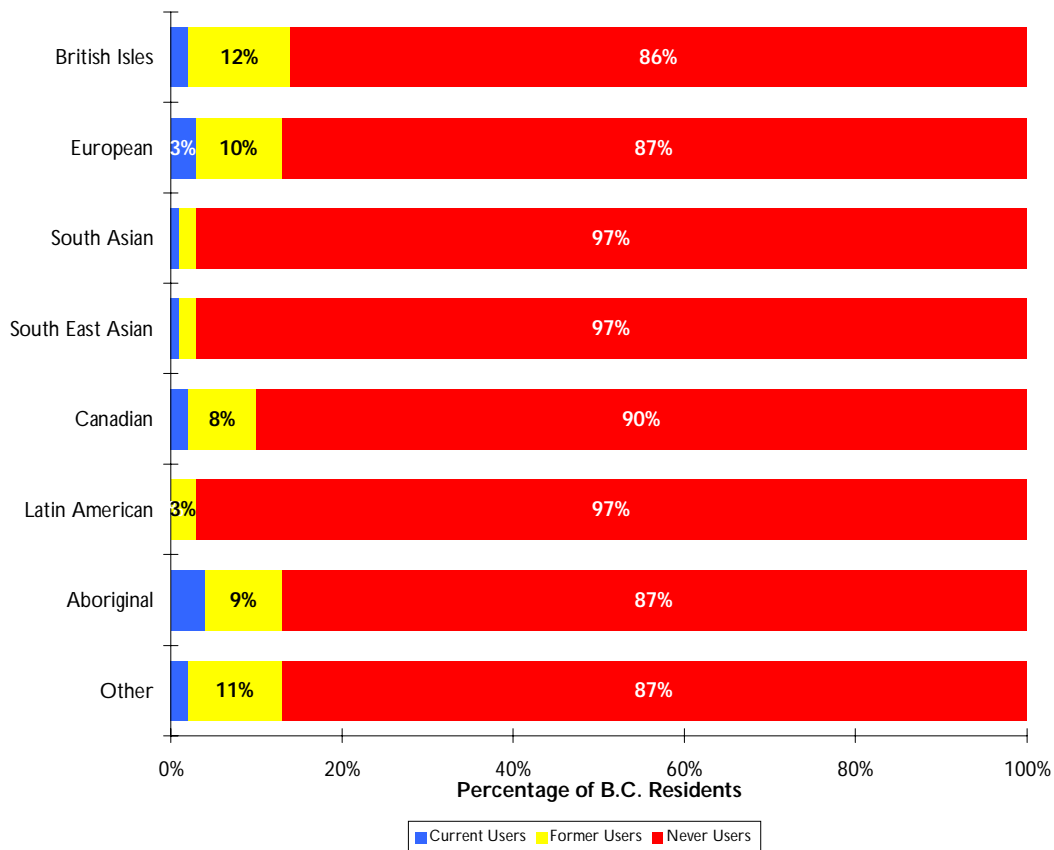
**Alternate Tobacco Use among B.C. Residents by Education, Aged 12+, British Columbia, 1997**



#### 4.3.4 Ethnicity and Labour Force Status

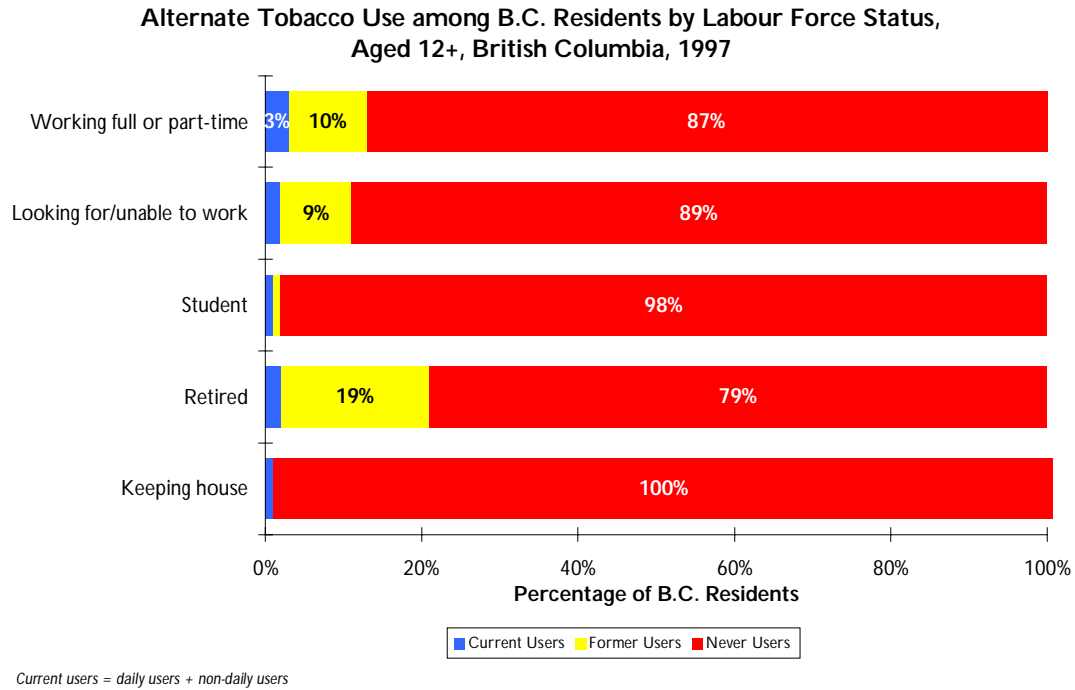
The following graph exhibits the relationship between the use of alternate forms of tobacco and residents' ethnic/cultural background. While the proportion of current users is low across all ethnic/cultural groupings, there is some variation in the proportion of former and never users. For instance, the percentage of former users is lowest for South Asians (2%) and South East Asians (2%), and is highest for British residents (12%). Conversely, the highest proportion of never users of alternate forms of tobacco is found among South Asians, South East Asians and Latin Americans (97%, 97% and 97% respectively), and the lowest proportion is found among British residents (86%).

**Alternate Tobacco Use among B.C. Residents by Ethnic Background, Aged 12+, British Columbia, 1997**



Current users = daily users + non-daily users

The last graph displays the relationship between the use of alternate forms of tobacco and residents' labour force status at the time of the survey. A few minor variations in the use of alternate forms of tobacco according to labour force status are also apparent. The percentage of current users is also uniformly low across all labour force groupings. On the other hand, the percentage of former users is considerably higher among retired residents (19%), than it is among students (<1%) and residents who are keeping house (<1%). However, these differences among former users are probably more attributable to the age and gender of these residents, than their labour force status (i.e., most retired people are aged 55 and over, while most students are aged 12 to 25, and the majority of those keeping house are women).



#### 4.3.5 Summary

The preceding analyses suggest that the current use of alternate forms of tobacco varies only slightly by gender. However, because of its low prevalence among BC residents generally, there is much less room for variability. Some modest variations in the proportion of the population who are former users of alternate forms of tobacco are evident according to age, marital status, education, income, ethnicity, and labour force status.

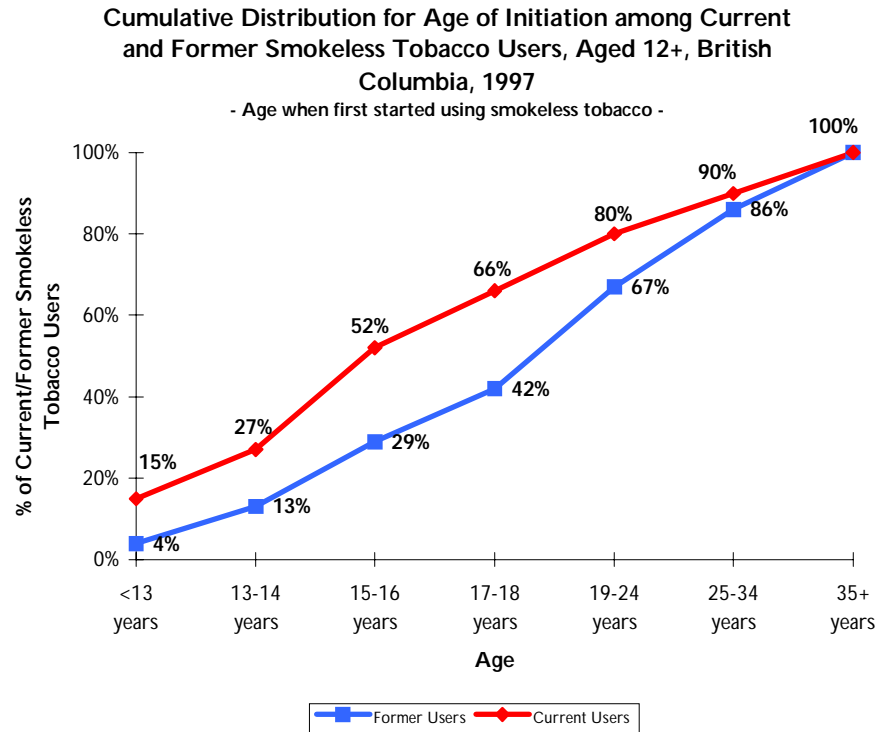
## **4.4 Age of Initiation of Alternate Tobacco Use**

Both former and current alternate tobacco users identified by the base survey were asked their age when they first started using smokeless tobacco, cigars, and pipes. Also presented in this section is the age of initiation for daily and non-daily users of smokeless tobacco obtained from the survey with smokeless tobacco users.

### **4.4.1 Smokeless Tobacco Use**

The cumulative age of initiation for BC residents who are current smokeless users (95% of whom are males) versus former smokeless users (93% of whom are males) are presented in the graph to follow.

For residents of BC who currently use smokeless tobacco, 15% began before age 13, 66% began before age 19, 80% began before age 25, and 90% began prior to the age 35. By contrast, just 4% of former smokeless users began before age 13, 42% began before age 19, 67% began before age 25, and 86% began prior to the age of 35.



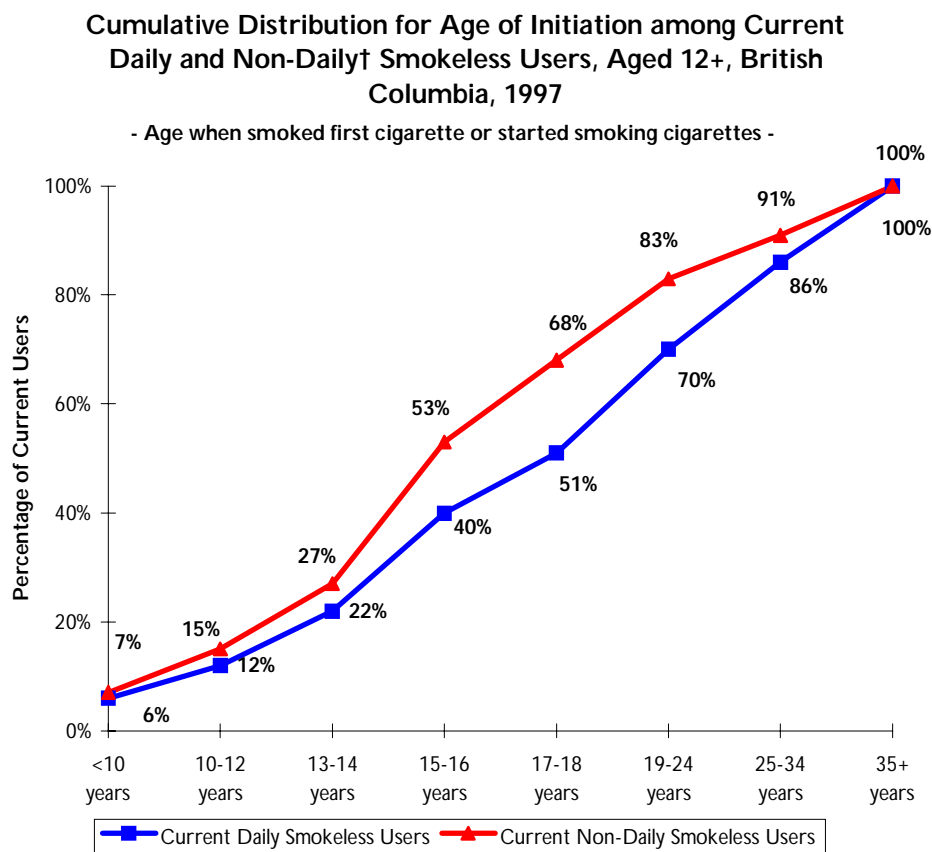
Compared to cigarette smoking, the average age of onset for cigar smoking is generally older for current and former users – 19.0 years for current users and 22.6 for former users. As shown in the table, these average ages for the onset of smokeless tobacco use vary somewhat across the four regions of the province, although small sample sizes by region especially for current users suggests the possibility that these variations may be attributable to sampling variability.

Average Age of Initiation among Current and Former Smokeless Tobacco Users By Region, Aged 12+, British Columbia, 1997 - Age When First Started Using Smokeless Tobacco -					
	BC	Lower Mainland	Southern Interior	Island/Coast	North
	Years	Years	Years	Years	Years
Current	19.0	18.1	19.6	16.3	21.2
Former	22.6	23.9	22.4	22.2	20.5

The larger sample size in the smokeless survey revealed differences in age of initiation among current users by age and marital status. Respondents over the age of 45 have a

higher age of initiation (24+ years) than those 44 years or younger. In terms of marital status, single users have a lower age of initiation (16.9 years) than those who are married (22.8 years or greater).

The next graph displays the average age of initiation for smokeless tobacco users among current daily and non-daily users. The average age of initiation for current daily users is slightly higher than that for current non-daily (21.7 years vs. 18.8 years).



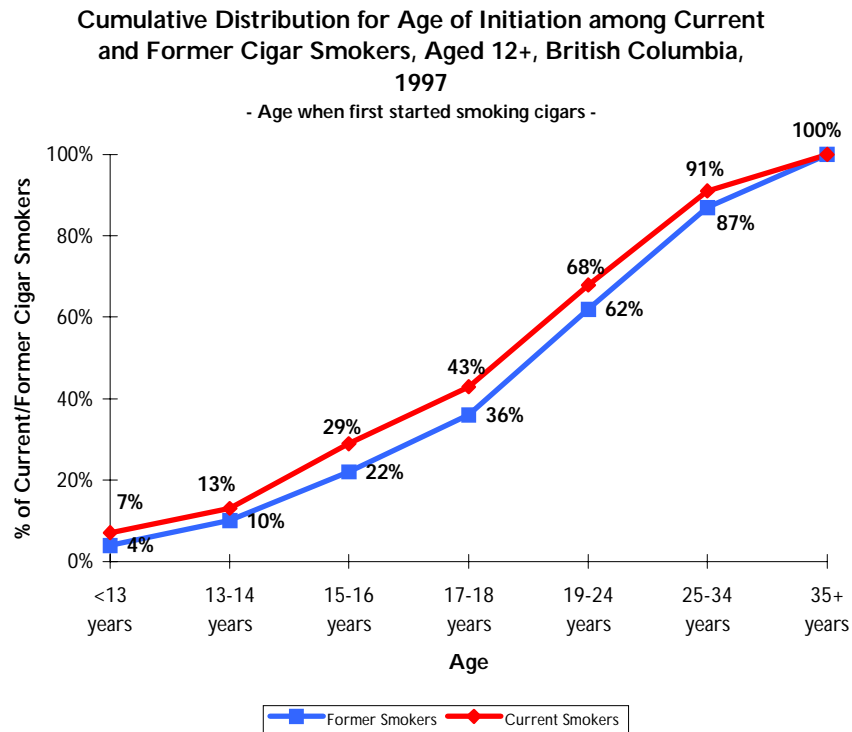
†Interpret with caution, total base size less than 100.

#### 4.4.2 Cigar Smoking

Due to the lower prevalence of cigar smoking, it is not possible to examine the age of initiation for daily versus non-daily users separately. Therefore, just the cumulative age

of initiation for BC residents who are current cigar smokers (92% of whom are males) versus former cigar smokers (90% of whom are males) are presented in the graph to follow.

Among residents of BC who currently smoke cigars, 7% began smoking cigars before the age 13, 43% began before age 19, 68% began before age 25, and 91% began before age 35. Similarly, among former cigar smokers, just 4% began smoking cigars before the age 13, 36% began before age 19, 62% began before age 25, and 87% began before age 35.



Compared to cigarette smoking, the average age of onset for cigar smoking is generally older for current and former users, at 21.6 years for current cigar smokers and 23.1 years for former cigar smokers. Furthermore, as shown in the table below, these average ages for the onset of cigar smoking are fairly consistent across all four regions of the province with the exception of the Northern region where ages of initiation are the lowest.

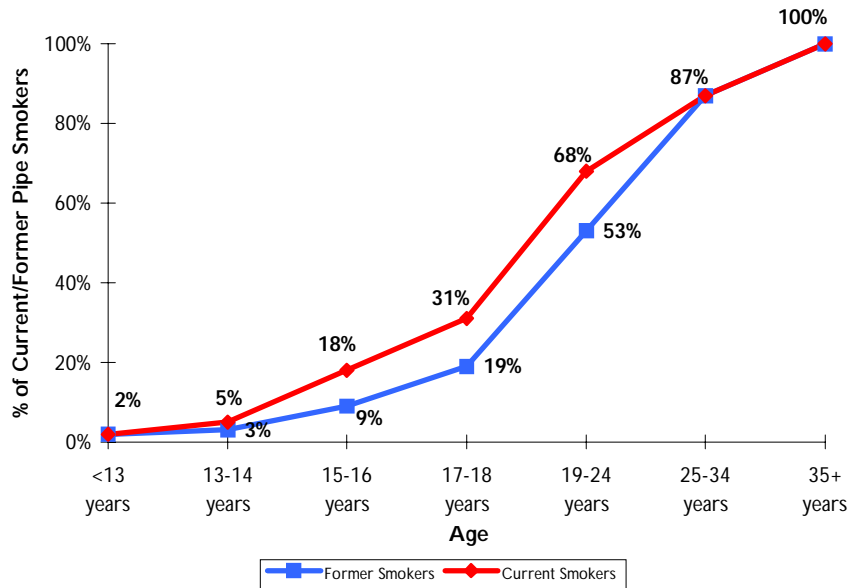
Average Age of Initiation among Current and Former Cigar Smokers By Region, Aged 12+, British Columbia, 1997 - Age When First Started Smoking Cigars -					
	BC	Lower Mainland	Southern Interior	Island/ Coast	North
	Years	Years	Years	Years	Years
Current	21.6	22.2	21.6	21.6	19.2
Former	23.1	23.4	22.8	23.5	21.1

#### 4.4.3 Pipe Smoking

As pipe smoking in BC is of low prevalence as well, it is also not possible to assess age of initiation among daily and non-daily users separately. Consequently, only the cumulative age of initiation for BC residents who are current pipe smokers (97% of whom are males) versus former pipe smokers (94% of whom are males) are presented in the graph to follow.

For BC residents who currently smoke pipe tobacco, just 2% began smoking before age 13, 31% began before age 19, 68% began before age 25, and 87% began before age 35. By comparison, among residents who formerly smoked pipe tobacco, 2% began before age 13, 19% began before age 19, 53% began before age 25 and 87% began before 35.

**Average Age of Initiation among Current & Former Pipe Smokers†, Aged 12+, British Columbia, 1997**  
 - Age when first started smoking pipes\* -



†Interpret with caution, total base size less than 100

The table below shows how the average age of onset for pipe smoking is also somewhat older than for cigarettes, at 22.8 years for current users and 24.7 years for former users. As also seen in the table, there is relatively little regional variation in the average age of onset for former pipe smokers, when compared to the regional averages for current pipe smokers. However, as regional sample numbers for current pipe smokers are very small, it is likely that these differences are primarily attributable to sampling variability.

Average Age of Initiation among Current and Former Pipe Smokers By Region†, Aged 12+, British Columbia, 1997					
- Age When First Started Smoking Pipes -					
	BC	Lower Mainland	Southern Interior	Island/Coast	North
	Years	Years	Years	Years	Years
Current	22.8	21.7	25.5	23.9	22.3
Former	24.7	24.4	25.1	25.0	24.4

†Interpret with caution, total base size less than 100

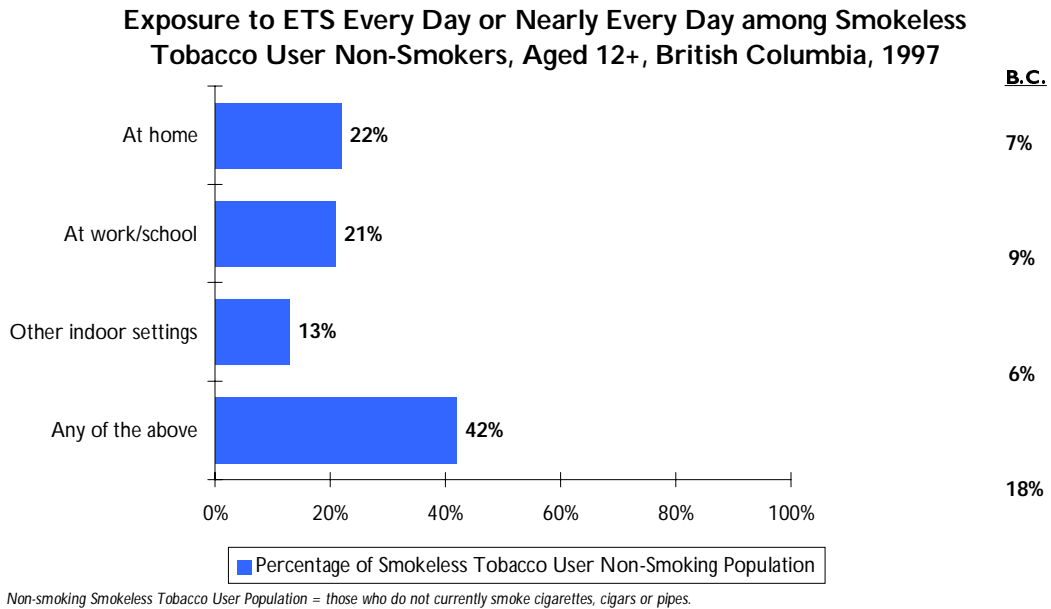
## **4.5 Smokeless Tobacco Users and Environmental Tobacco Smoke Exposure**

### **4.5.1 Irritation From Exposure to ETS**

The smokeless tobacco survey provides a large enough sample size to examine ETS exposure in detail for this user group. When smokeless tobacco users are asked if tobacco smoke causes physical irritation 29% of smokeless users who also smoke cigarettes, cigars or pipes report physical irritation. For non-smokers, this proportion with irritation from ETS rises to 50%.

### **4.5.2 Overall Exposure to ETS**

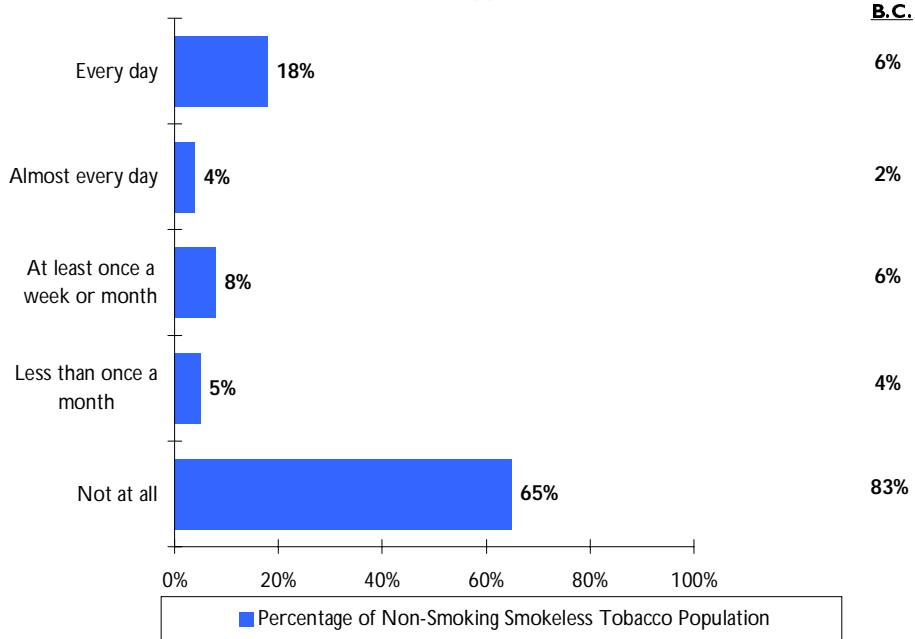
The following graph combines some of the survey findings concerning exposure to ETS for smokeless tobacco user non-smoking residents. Specifically, it displays the proportion of non-smoking residents who have daily or nearly daily exposure to ETS at home, at work or school, and in other public settings, separately. More importantly, however, this figure shows that 42% of smokeless tobacco users who do not currently smoke are exposed to ETS daily or nearly daily in at least one of these three different types of settings. This proportion is more than twice that observed for non-smoking residents in the province (18%). Moreover, this 42% of smokeless tobacco user non-smoking residents that are exposed to ETS daily or nearly daily, translates into 31% of all residents who use smokeless tobacco.



### 4.5.3 Frequency of ETS Exposure at Home

Non-Smokers: Smokeless tobacco user who are non-smokers, were asked about the frequency of exposure to ETS inside their own home included. As shown in the following graph, 22% of smokeless tobacco users who do not smoke themselves are exposed to second-hand tobacco smoke either every day or nearly every day. This is three times greater than that of the general population (8%). The average number of cigarettes smoked inside the home on a typical day is similar to that of the general population at 14.5 cigarettes.

**Frequency of Exposure to ETS at Home among Smokeless Tobacco User Non-Smokers, Aged 12+, British Columbia, 1997**

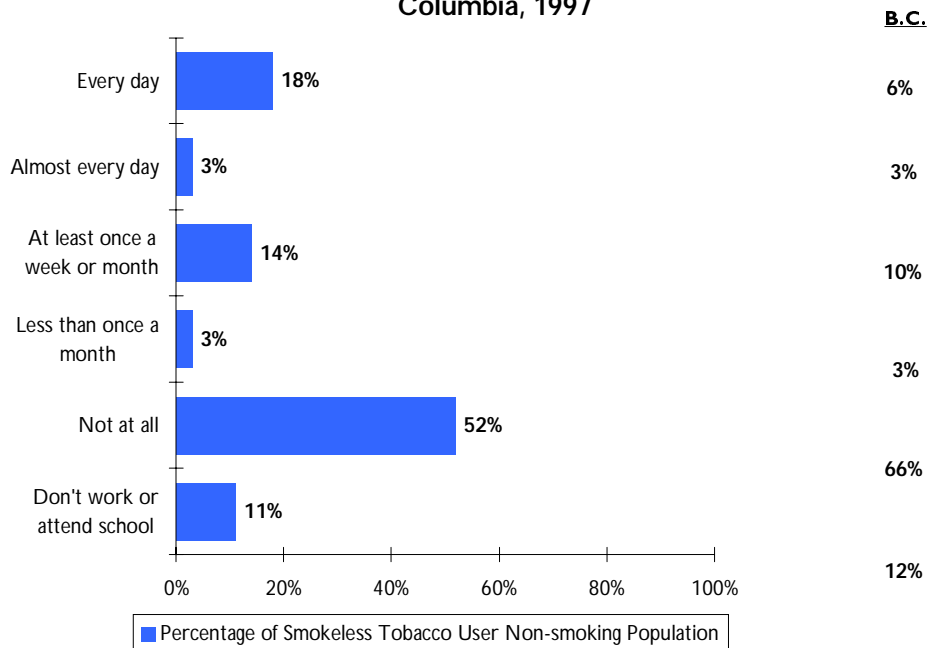


*Non-smoking Smokeless Tobacco User Population = those who do not currently smoke*

#### 4.5.4 Frequency of ETS Exposure at Work or School

Smokeless tobacco users who are non-smokers were also asked about exposure to ETS at work or school. As shown in the graph, ETS exposure at work or school every day or nearly every day is 21% for non-smoking smokeless tobacco users. Again, this is much higher than that of the general population (9%).

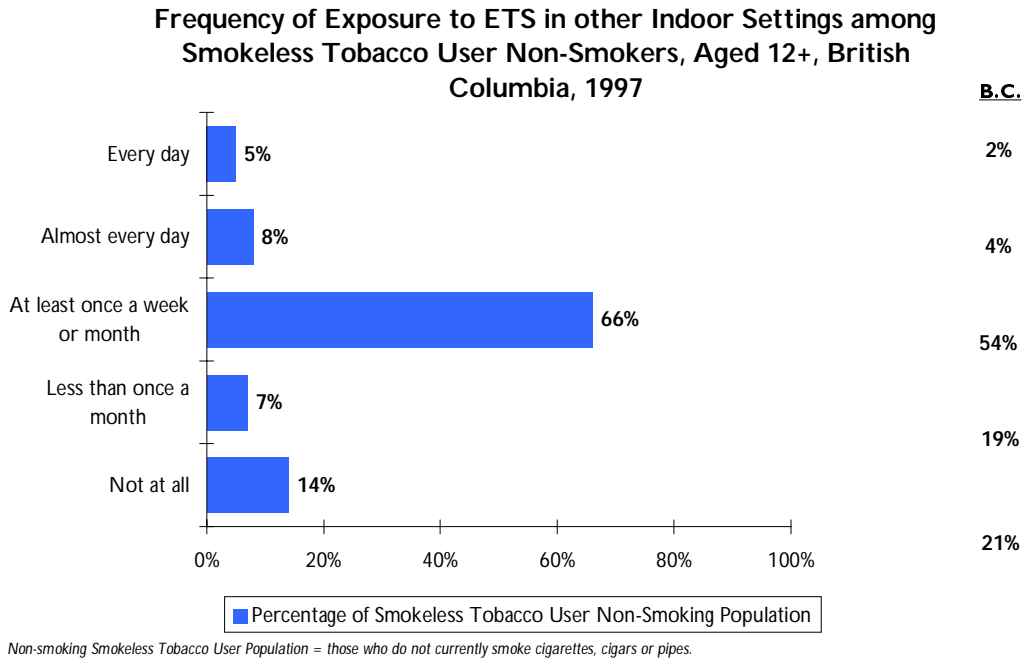
**Frequency of Exposure to ETS at Work or School among Smokeless Tobacco User Non-Smokers, Aged 12+, British Columbia, 1997**



*Non-smoking Smokeless Tobacco User Population = those who do not currently smoke cigarettes, cigars or pipes.*

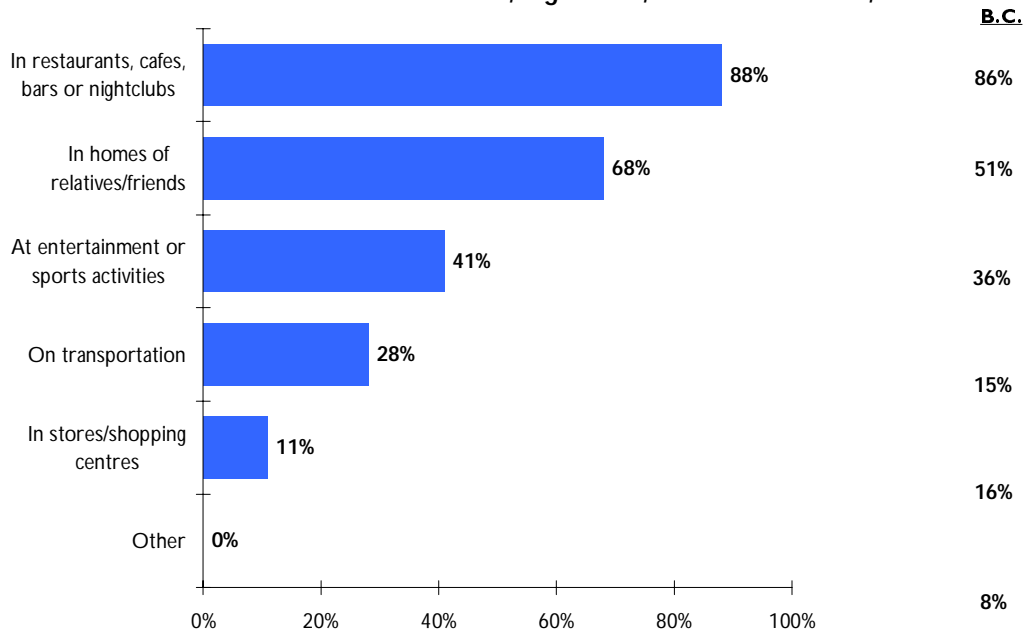
#### 4.5.5 Frequency of ETS Exposure in Other Indoor Settings

Finally, all smokeless tobacco user non-smokers were asked, “apart from your home and place of work/school, are you exposed to tobacco smoke in any other indoor settings, such as other people’s homes, bars or restaurants.” As shown in the graph, ETS exposure in other indoor settings every day or nearly every day is twice that for the general population (13% vs. 6%).



The 86% of smokeless tobacco user non-smoking residents who indicated some level of exposure to ETS in the other indoor settings, were also asked specifically about being exposed to ETS in the specific settings. As displayed in the graph below, a higher proportion of smokeless tobacco user who are non-smokers report exposure to ETS in settings such as other people’s homes (68%) and restaurants, cafes, bars or nightclubs (88%), than they do for transportation (28%) and stores or shopping centres (11%). These results are similar to provincial results except for the homes of relatives/friends and on transportation which are higher amongst smokeless tobacco users.

**Exposure to ETS in Specific Indoor Settings among Smokeless Tobacco User Non-Smokers, Aged 12+, British Columbia, 1997**



■ Percentage of Smokeless Tobacco User Non-Smoking Population Reporting Some Level of Exposure in Other Indoor Settings  
 Non-smoking Smokeless Tobacco User Population = those who do not currently smoke cigarettes, cigars or pipes.

## 4.6 Demographics of Survey Samples

The following table presents demographic information from the weighted samples. Therefore, age and gender proportions for provincial results will be representative of province (aged 12+).

	Smokeless User Sample	British Columbia Sample
	%	%
<b>Gender</b>		
Male	94	49
Female	6	51
<b>Age</b>		
12-19	11	13
20-24	12	9
25-44	39	34
45-64	25	28
65+	13	17
Average	40.1	42.8
<b>Marital Status</b>		
Single	34	35
Married/Common Law	56	49
Separated/Divorced	6	8
Widowed	4	7
<b>Children</b>		
None	74	76
One	12	12
Two or more	14	12
<b>Education</b>		
Less than High School	12	6
Some High School	24	16
Completed High School	36	23
Some or Completed Technical/Community College	17	21
Some University	4	10
Completed University	5	15
Graduate Degree	1	8
<b>Income Adequacy</b>		
Low	3	5
Lower-Middle	9	10
Middle	26	26
Upper-Middle	45	38
High	17	21

	Smokeless User Sample	British Columbia Sample
	%	%
<b>Labour Force Status</b>		
Working full-time	59	41
Working part-time	4	9
Self-Employed	14	9
Looking for work or unable to work	5	6
Student	2	10
Retired	16	20
Keeping house	0	4
<b>Place of Birth</b>		
In Canada	95	79
Outside Canada	5	21
<b>Ethnicity</b>		
British	46	47
European	45	38
South Asian	1	2
South East Asian	1	6
Canadian	17	13
Aboriginal	10	3

Demographically, current smokeless tobacco users differ from all residents of British Columbia on the following:

*Gender* - smokeless tobacco users are much more likely to be male (95% vs. 49%);

*Age* - current smokeless tobacco users are slightly younger than the entire population of BC in that they are less likely to be 45 years or older (38% vs. 45%);

*Marital Status* - current smokeless tobacco users are more likely to be married (56% vs. 49%);

*Education* - current smokeless tobacco users have lower education levels – more with some high school or less (72% vs. 45%) and fewer university graduates (6% vs. 23%);

*Labour Force Status* - current smokeless tobacco users are more likely to be working full time (59% vs. 41%), more likely to be self-employed (14% vs. 9%) and less likely to be students (2% vs. 10%) or keeping house (0% vs. 4%);

*Place of Birth* - there are more current smokeless tobacco users born in Canada (95% vs. 79%) and fewer born outside of Canada (5% vs. 21%); and,

*Ethnicity* - current smokeless tobacco users are more likely to have a ethnic background that is Canadian (17% vs. 13%), European (45% vs. 38%) or Aboriginal (10% vs. 3%) and less likely to have a South East Asian background (1% vs. 6%).