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Final Report

Qualitative Study
HOW UNDERAGE YOUTH GET CIGARETTES

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Health Promotional Programs Branch

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CHAPTER

1 CONTEXT AND OBJECTIVES

- Following earlier research and studies on smoking, it was learned that young people across Canada, who are too young to buy tobacco products legally and who are faced with refusals from retailers – somehow manage to acquire these products (*mainly cigarettes*) from third-party suppliers. Their primary cigarette sources were thought to be their own parents and other young people who are of legal age to buy tobacco.

- This study was commissioned by Health Canada, Health Promotional Programs Branch, to better understand the phenomena that makes cigarettes accessible to minors, by identifying and exploring the various factors and behaviours that come into play by third-party cigarette sources.

- It was hoped to validate the role of these primary sources, and to learn some of their reasoning, awareness and justifications for supplying cigarettes, as well as their knowledge of the law and tolerance for breaking it, their attitudes towards smoking in general and by minors, plus the different ways the illicit tobacco transactions occur. It was also hoped to discover some of the opinions, attitudes and values underlying their behaviour.

- The findings in this qualitative study -- a first step in an ongoing investigation – have generated several hypotheses and pointed to some possible ways to approach the problem of minors obtaining cigarettes. In addition, various suggestions for a media and communications effort have been outlined.

CHAPTER

2 METHODOLOGY

2.1 Technique used

- Considering the exploratory and sensitive nature of the research objectives, a focus group discussion methodology was used, with fewer participants per group to allow for in-depth investigation, and an emphasis on "projective techniques." Such techniques are specifically designed not only to help participants become aware of their own thoughts, feelings and attitudes towards the subject matter, but also to facilitate free and open expression.

- Due to the qualitative nature of the project, the results cannot be considered representative of the general population nor can the findings be qualified as statistically valid. The results, however, provide essential insights into the perceptions and attitudes regarding the topic under consideration, a necessary step before quantitative validation.

2.2 Number of Groups

- A total of **13** mid-size discussion groups were conducted with approximately 70 respondents --10 groups with young adults aged 18-25 (*5 groups aged 18-20 plus 5 aged 21-25*), and 3 groups with parents of underage teens.

  - 4 took place in Toronto and 4 in Winnipeg on March 16 and 18, 1999 with English-speaking Canadians;

  - 5 were conducted in Montreal on March 15, 16 and 17, 1999 with Francophones.

- Of the young adult groups, 5 were male and 5 female, as follows:

  - boys 18-20 or 19-20[1] -- 1 group in each city -- Montreal, Toronto, Winnipeg;
  - boys 21-25 -- 2 groups -- Montreal, Winnipeg;
  - girls 18 or 19-20 -- 2 groups -- Montreal, Toronto;
  - girls 21-25 -- 1 group in each city -- Montreal, Toronto, Winnipeg.

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1 *The legal age to purchase cigarettes is 19in Ontario, and 18 in Quebec and Manitoba.*

(5) +3

❒ The schedule and make-up for the 13 different groups occurred as follows:

DATE	TIME	LOCATION		
		Montreal	Toronto	Winnipeg
March 15	4:30 PM	boys 18-20		
	6:30	boys 21-25		
March 16	4:30	girls 18-20	boys 19-20	
	6:00			boys 18-20
	6:30	girls 21-25	girls 21-25	
	8:00			boys 21-25
March 17	5:30	parents		
March 18	4:30		girls 19-20	
	6:00			girls 21-25
	6:30		parents	
	8:00			parents

2.3 Respondent Selection and Incentive

❒ In addition to language, the 10 young adult groups were divided by age and gender, with younger individuals (18-20) and older individuals (21-25). One mixed-gender parent group was conducted in Montreal, in Toronto and in Winnipeg.

❒ Other selection criteria were:

- At least half of each group were smokers themselves.
- All young adults had either already provided cigarettes to minors or knew other young adults who were third-party suppliers.
- All parents had children 12-17 (*12-18 in Toronto*) living at home with them.

❒ The complete recruiting screeners appear in Annex 1.

❒ Participants were offered incentive payments of $45 for their participation.

2.4 Discussion Guides and Projective Techniques

❒ Before the group discussions, the discussion guides were submitted to the client for approval. The guides (*English and French*) are presented as Annex 2.

❒ The interview guides and the projective techniques they used – cartoon drawings, various "what if" scenarios involving minors and cigarettes, sentence completion exercises -- were all designed to help respondents become aware of their own attitudes and beliefs about smoking, so it would be easier for them to divulge how they handled requests from minors for cigarettes, and why.

❒ The main topics explored in the discussion guides include:

- How minors get cigarettes
- Smoking history
- Why minors smoke, and where
- Attitudes towards and awareness of the tobacco law
- Parents as suppliers of cigarettes to minors
- Why people give cigarettes to minors
- Conditions where people won't give cigarettes to underage youth
- How to prevent or reduce smoking or access to cigarettes by minors

❒ The projective technique using cartoon drawings is referred to as "balloon tests". While these drawings were shown to respondents on boards measuring approximately 24" x 24", they are presented in reduced format as Annex 3. The "what if" scenarios and sentence completion exercises are found in the discussion guides.

2.5 Moderating and Analysis

❒ Natalie Gold moderated the four English group discussions in Toronto and wrote the final report. Dany Jolicoeur moderated the five French group discussions in Montreal, and Kyle Braid conducted the other four English groups in Winnipeg. Grégoire Gollin acted as the project manager, who was responsible for client relations, the design of the work methodology, supervision of the final report and overall coordination of the study.

❒ Each two-hour focus group was recorded on audio tape and the 4 Winnipeg groups were also videotaped.

2.6 About the Report

- Following an Executive Overview, the report provides a detailed look at what respondents revealed about their own (*and others'*) attitudes and behaviours while participating in the various projective techniques used during the groups.

- The report does not, however, go into the specific details evoked while applying the various projective techniques, not does it present an analysis based on any one particular psychological theory or approach.

  For example, we learned a lot about attitudes towards the tobacco law while working on one of the "balloon tests" (#5); but we do not feel it is necessary to state what respondents imagined each of the characters in that vignette was saying. The cartoon drawing merely opened up discussion to what respondents thought about the law, and the conversation flowed from there. What is important, i.e. information about the law, has been analyzed in context along with other remarks on this subject and presented in the section of the report on the law.

- Throughout the report, there are various terms which have been used for simplicity sake. These include:

  - The word "**cigarettes**" is used instead of "tobacco" or the phrase "tobacco products" since this is what respondents talked about, but it could include any other tobacco product.

  - Various shorthand ways refer to the "older" young adults – i.e. those aged 21-25 – "**21+**" or simply the word "**older**." Similarly, the term "**younger**" refers to the "younger" young adults – i.e. those aged 18, 19 or 20.

- Since one of the objectives of the research is **to identify areas for a follow-up quantitative study**, the report has been written in such a way that it's structure and level of detail allows readers interested in quantitative follow-ups to extract the subject matter they need to work with.

CHAPTER

3 EXECUTIVE OVERVIEW

EXECUTIVE OVERVIEW

- This chapter briefly summarizes the major findings of the study among young adults 18-25 and parents with teenagers still living at home, all of whom either provided cigarettes to underage youth or knew people who did. About half in this study were smokers themselves.

- Virtually all respondents said cigarettes were **easily accessible** to minors, and that smoking was **widespread** among these underage children.

- There was a tendency to think that giving cigarettes to underage youth was **not too serious.**

- In addition, the social and psychological **benefits** kids derived from smoking were all seen as **socially acceptable**. It was okay to want to look older, be cool, fit in, and gain status, and it was kind of fun to flaunt the law and get away with it.

- The tobacco law was seen as "**not a real law**" because it was so poorly and ineffectively enforced, particularly at the non-franchise corner store level in all 3 cities.

  - The law was also seen more as an irritating obstacle -- a **minor inconvenience** which made cigarettes just a little bit harder to get if you were underage.

  - The current law was **little or no help to parents**, and according to young adults, breaking the law and getting away with it was **part of smoking's appeal** to minors.

  - The law was also seen as contradictory, particularly in Ontario, where 16 was considered the legal age to smoke and drive and have other adult privileges -- but you had to wait till you were 19 to buy cigarettes.

- Respondents identified 17 ways that minors could acquire cigarettes, and discussed what they perceived to be the pros and cons of those 14 they considered prevalent.

- The most common, widespread method in all 3 cities was to **find a store that sells them** to underage kids. This was quite easy, and everyone knew which stores in their neighbourhood to go to.

- Participants indicated that an underage kid got a double win from being able to buy their own in a store. Not only would **they get cigarettes**, but some **strong psychological reinforcement** – such as a sense of power, maturity, autonomy and privacy.

- Some of the drawbacks included the risk of embarrassment if the store clerk refused to sell them cigarettes, the hassle of trying again elsewhere, having to wait for safe conditions in the store, and the deterrent effect of in-store video-cameras.

- Respondents also mentioned a number of strategies which could help kids accomplish their mission, including noting the age of the store clerk and the stores regular clientele, prior sales precedents, and the "it's okay to shop here" signal suggested by an unobtrusive placement of the Health Canada warning.

- The findings in this study strongly suggest that **increased enforcement** of the law for neighbourhood mom and pop shops would go a long way towards eliminating a major source of cigarettes for minors, and also withdraw a major source of psychological reinforcement.

❒ **Asking a stranger to buy cigarettes** for you was also considered common practice, and had proven results. In addition, there was no risk of rejection by a store clerk.

- However, asking a stranger took time, was embarrassing, somewhat demeaning, highly visible and risky.

❒ **Getting or "bumming" cigarettes from friends** was highly popular and considered an extremely common practice, mainly because friends had empathy for you and your "need" for a "smoke."

- Bumming from friends was low-cost, and had virtually no risk, because you almost always got a cigarette, or got to share one. This could help you gain social acceptance and get "in" with a particular group. Smoking was seen as a "shared activity" by underage youth, who often smoked the same brand.

- The main problems with turning to friends was they might not have a cigarette for you. Moreover, the unspoken "honour code" among friends meant you absolutely must give a cigarette whenever asked, even if you only have one left (*in which case you share it*).

- ❒ Respondents mentioned a host of other popular ways that minors use to get cigarettes. These included: stealing from your family, asking a stranger for one (*or offering to buy one as a more effective strategy*), asking an older friend to buy some for you, using fake ID, asking your parents to give or buy you cigarettes, getting other relatives to buy some for you, getting cigarettes from older siblings, buying illegal or "hot" cigarettes, and buying from vending machines.

- ❒ Young adults and parents in this study had a number of justifications and rationales as to why they provided cigarettes to minors.

  - Young adults justified their acquiescence in 5 ways. "**They'll get it anyway**" was a major excuse. It also depended on who asked – how well you knew them, how much you liked them, and how old they were – and how they asked.

  - Many young adults said they found it **hard to say no**, because they empathized with the younger person's situation and "need."

- ❒ While the law had almost no deterrent effect, and some young adults had strong enough personal convictions to refuse tobacco requests from minors, the findings in this study suggest that young adults will more likely refuse such requests for the following reasons.

  - Fear of being caught, personal inconvenience, the minor's age (*i.e. the younger the kid asking for cigarettes, the easier to refuse*), and to avoid feeling mean, bad or guilty when saying no to those who might otherwise look up to them.

  - Young adults seem to **need some psychological support** to enable them to refuse minor's requests for cigarettes.

- ❒ **Many parents in this study gave cigarettes** to their younger children -- including all in the Montreal group – even if they disagreed with smoking.

  - Essentially, parents hoped to **control and monitor** what and how much was smoked, and **limit the negative influences** around their kids, keeping them off the streets and away from dangerous people, substances and situations.

  - Parents expressed a **sense of powerlessness** over being able to prevent their children from smoking, given that their kids had such easy access to cigarettes and would "do it anyway," without their permission.

- The idea that cigarettes could be a gateway to more dangerous substances was not discussed. However, any strategy that stresses a gateway connection between cigarettes and other substances may give parents an even stronger excuse to provide cigarettes to their youngsters, and not a reason to refuse such requests.

- Some parents refused to provide cigarettes to their kids. One reformed smoker, who did not buy into the "they'll-get-it-anyway" rationale, stated that she was "not going to make it easy" for her daughter to get cigarettes.

- Young adults in this study seemed to express **some duality regarding health issues**. On the one hand, they recognized that smoking is considered bad for your health. On the other hand, they did not seem to view health as an issue relevant to the young – which may be why those who give cigarettes to minors do so in the face of the myriad health warnings and information to which they are exposed.

- While health concerns were not perceived as a real or present danger to many young adult respondents, the **addictive nature of cigarettes was very real**, and very now -- not some potential disease in some distant future. Most smokers or former smokers recognized this.

    - It is quite possible that **addiction to cigarettes** may actually be a **stronger psychological deterrent** to providing minors with cigarettes than potential diseases.

    - The findings from this study point to a number of **strategies to consider** for future communications campaigns. These range from confronting some of the rationales used to justify giving cigarettes to minors, to showing some of the psychological benefits of refusing cigarette requests (*i.e. avoiding "future guilt" and regret*), to giving parents empathy and much-needed support to help them say no when their kids asked for cigarettes.

CHAPTER

4 BACKGROUND FACTORS

4.1 GENERAL PERCEPTIONS

It's Easy

- Since the research topic was essentially dealing with the breaking of a law, some reticence on the part of respondents to discuss the matter had been expected.

  It is important to note at the start, and it is a relevant finding, that contrary to these expectations, **respondents in this study were not the least hesitant** to discuss smoking, giving cigarettes to minors, and how and why the tobacco laws were broken.

- In all 13 groups, people **talked very freely** about smoking, giving and getting cigarettes.

- Getting cigarettes was seen in all groups as **relatively easy** for young people aged 12-17.

  In fact, there was a consensus in all groups that it was generally **not risky** for minors to get cigarettes, and that the practice was **widespread.** In Montreal, most participants thought that the **majority of kids 12-17 smoked**.

- Another overall perception was that the practice was seen as **not preventable**.

  - *"They're going to do it anyway"* was a common refrain – one which must be countered if third-party suppliers are to be persuaded to resist the temptation to give cigarettes to minors.

  - Respondents in the parent groups, including the smokers, were also **in conflict** on the issue of their own kids smoking, and many felt they had no real control.

Social Acceptability

- In all groups there was a general perception that the issue of minors getting and smoking cigarettes was **not too serious.**

- Respondents across all 13 groups seemed to be in agreement about why minors smoked – i.e. the benefits they derived.

❒ In fact, putting health concerns and addiction aside, the following **social and psychological benefits** accruing to minors who smoked appeared to be both acceptable and understandable to most in this study. Minors wanted:

- to appear to be older, and more mature than they are
- to look or be "**cool**"
- to be social and fit in
- to perceive themselves as somewhat superior to others
- to have fun – it's **exciting to flaunt the law or authority and get away with it.** This aspect has strong implications
- to gain **status** in a group – having cigarettes was a sure-fire way.
- to have something to do in an uncomfortable or awkward social situation (*e.g. at clubs – where older female respondents (21-25) said they "needed" to smoke.*)

❒ Respondents indicated that it made a difference to them **who supplied minors** with cigarettes. It was generally considered more acceptable if minors got cigarettes:

- from kids in their **own age** bracket, rather than from adults
- from **people they knew**, rather than from strangers.

The Age Factor

❒ Attitudinal differences about providing cigarettes to minors seemed to be a lot more pronounced between young adults of different ages – those aged 21+ and those who were 18-20 – rather than gender.

In all 3 cities, **younger** respondents (18,19,20) felt a **stronger empathy** for minors than the older ones. They could remember "what's its like" more easily and more clearly. They tended to want to help more, and hoped to be seen as generous and cool to the younger kids.

While **older** respondents (21-25) also understood the need and desire for a "smoke," they were more removed from their own past and somewhat **more in conflict**, since they were also more aware of the seriousness of addiction and, to a certain degree, of health issues.

- *"Its sad to see young kids smoking"* stated an older Winnipeg boy. This sentiment was expressed by others his age, in both Montreal and Toronto.

❒ Respondents in all groups were generally **more comfortable providing cigarettes to minors closer to the legal smoking age**, than to kids of 15 or younger.

The Smoker Factor

❒ Smokers were **generally willing** to give or buy cigarettes for young people, as long as it wasn't on a regular or routine basis

Some smokers said they would never "buy" cigarettes for minors, but instead would **offer to give** the kid a **single** cigarette.

❒ Smokers generally **had more empathy** than non-smokers for kids who couldn't buy their own cigarettes.

- Several smokers in this study reported starting as young as 8; some began at the age of 11-12, and others were in their mid-teens.
- Most got their first cigarettes from friends or older siblings (*their own or the brothers or sisters of friends*), and in some instances, from parents.
- Most also said they got cigarettes from third-party suppliers when they were underage.
- The majority of young adults 18-20 in this study, including current non-smokers, had **tried cigarettes** at some point in their lives – at the very least they had taken "a drag" from a friend. In many cases, **curiosity** seemed to be the relevant factor.

❒ Some participants were "**reformed" smokers** who had quit, or were trying to wean themselves gradually.

- For example, after one Toronto father had caught his 12-year-old daughter smoking outside with her friend, he had decided to stop. So far, he'd reduced his daily intake from 3 packs to 1 pack a day, and was currently considering the patch.
- A young woman of 20, who had smoked since she was young, ignored the health warnings related to her little girl's asthma – until her daughter was taken to the hospital emergency ward in December. Now the mother is trying to cut back, and says she doesn't smoke in the apartment. She hadn't taken the health warnings seriously – it was something that happened to other people, not her.

The Guilt Factor

- Smokers who gave cigarettes to minors did not present themselves as guilty or feeling guilty -- that is, not in an overt manner. In fact, **if you asked many of them directly** whether or not they felt guilty, **they would say no**.

- However, there are strong indications that many do carry guilt feelings about providing cigarettes to those who are underage, and that **this guilt is hidden and denied**.

  Such denial of guilt needs to be seen in context. If they admit to feelings of guilt, they are then faced with the decision of whether or not to change their behaviour and say no. Change is not an easy process, and brings up a whole range of conflicts.

- According to most respondents, **saying no is a hassle -- difficult, awkward and complicated.** They won't get to look generous, nor can they act on their empathy. They tell themselves that if they don't give, the minor will simply go elsewhere and get smokes from someone else. So they resign themselves. Even so, they are still in conflict because the requests for cigarettes do not stop.

- The bottom line is that suppliers seem to **need psychological support and help** to move them towards the willingness and ability to say no to minors' cigarette requests.

The Regret Factor

- Smoking was generally seen as "disgusting," a "bad habit," "expensive," "bad for your health," and not particularly cool.

  - Some young adults were coming to recognize and accept the **addictive nature** of cigarettes, and how difficult it was to stop.

  - Most smokers in this study said they **regretted getting started** – including **all** the smokers in the Montreal groups.

- There are indications that **many of the smokers** (*including those who currently give cigarettes to minors*) **would have liked to be told "no" when they asked for cigarettes in their younger years.**

- This **"regret" factor has implications** for advertising and for a future quantitative study.

  In fact, use of the regret factor might prove to be a more effective approach than the use of the guilt factor for helping third-party cigarette providers move towards the willingness to say no to minors' requests.

4.2 ATTITUDES TOWARDS THE TOBACCO LAW

- In most groups, mention of the tobacco law came up mid-way through the discussions. However, the topic is presented here because of its importance and because of the **minimal impact** it was seen to have in the phenomenon of minors acquiring cigarettes.

- Note that when talking about the law and smoking, participants **did not seem to differentiate between federal and provincial statutes**, even though some differences in the age of maturity in various provinces were touched on. They were not queried or probed on this issue.

- Most respondents in this study seemed to think the **tobacco law for minors was necessary** – even though the current version was **not particularly effective**.

- Participants stated that **without a law** to prevent minors from having access to cigarettes, young people would assume **society condoned smoking** and that they had tacit permission to do so. Minors were generally considered too young to make their own decisions about tobacco products.

- To the majority of respondents in all 3 cities, the **law was "not real"** because it is **not working and not enforced.** There may be various ways in which the tobacco law is seen as ineffective, but in this study the perceived lack of enforcement was discussed in 2 main contexts.

  1) **shop-keepers who sell to underage kids**. This topic is covered extensively in the next chapter.

  2) **schools**. Respondents in all 3 cities discussed how **schools contribute** to the breaking of the tobacco law by not strictly enforcing compliance. Some parents and young adults reported the prevalence of smoking on school property, even in front of teachers.

- Almost all participants felt the tobacco law is **not a major obstacle** and **does not prevent** young people from getting cigarettes. The major proof?

  - getting cigarettes is so easy and quite common.

- The law on tobacco was, however, seen more as an annoyance, an **irritating obstacle**, a "**hassle**" or **minor inconvenience** because:

  - it makes it more difficult for young people to **start** smoking, or to get cigarettes
  - it prevents *"little kids"* (*pre-teens*) from buying whenever they want
  - it protects 12-year-olds *"from their own stupidity."*

Parents

- Parents generally felt they that the **tobacco law was of little or no help** to them in their efforts to control and monitor their children's behaviour.

  Parents said they often **felt powerless** over their teenagers, and the **law simply did not back them up.**

  For example, one Toronto parent said that the law could be used "against" parents, but was **ineffective in helping him influence** his son's illicit smoking.

Young Adults

- Among the young adults in this study, there is evidence that **breaking the law is part of the appeal** of smoking among those who are underage.

- In addition, disrespect for the smoking law feeds into **general disrespect for authority.**

- To young adults in Winnipeg and Toronto, the law seemed somewhat **stupid and contradictory**. This is because they could do other things at the age of maturity – even smoke – but they couldn't buy cigarettes. Some called this *"hypocritical."*

Respondents' Suggested Changes to the Law

- One boy from Winnipeg suggested that the legal smoking age be raised to match the legal drinking age.

- In Toronto, the parents' group and younger male group (19-20) thought the law in **Ontario was confusing and contradictory**.

  Virtually all of the parents thought the legal age for purchasing cigarettes (*now at 19 in Ontario*) should be **harmonized** with the legal age for doing so many other things, **and lowered to 16**.

- They pointed out that at 16, you can: drive a car, quit school, get welfare, leave home, and even get a firearm certificate – and thought it ridiculous that you can't buy cigarettes until the age of 19.

- In addition, some Toronto parents and young men (19-20) **thought you could "legally smoke" at age 16**, and saw absurdity in the contradiction that you could smoke but not buy cigarettes. (*Groups in Montreal and Winnipeg didn't spontaneously mention this up.*)

CHAPTER

5 GETTING CIGARETTES

INTRODUCTION

- Respondents in this study identified **17 ways** for minors to acquire cigarettes. Of these, 14 were considered widespread. Many of the most common, listed first in this chapter, were mentioned in all groups.

- Respondents were asked to identify and talk about the advantages and disadvantages of what they considered to be the most widespread methods for minors to acquire cigarettes. This information has been synthesized and condensed into a chart which is presented at the end of this chapter.

- In this chapter, the 14 specified methods of acquisition are presented along with their perceived benefits and drawbacks. In addition, discussion of some methods also includes various rationales, strategies and guidelines for successful application.

  The prevalence of such a wealth of data across 3 provinces suggests that the **acquisition of cigarettes seems to have been refined into an "art form" or "sub-culture" – complete with its own unwritten rules and procedures**, i.e. the things you "do" and things you simply "don't do" if you want to accomplish your mission and "get" cigarettes.

- These methods, perceived benefits and drawbacks, and especially the strategies, are **all** potential material for further quantitative follow-up.

- While reviewing these methods, it is important to note the following:

  - Some may seem quite similar, but since distinctions were drawn by respondents, these same distinctions are included here.

  - The language used by young adults to describe these methods has been followed as faithfully as possible in order to capture the spirit of the concept.

5.1 FIND A STORE THAT SELLS THEM

❒ This method was mentioned by all groups as **one of the main ways minors get cigarettes**.

❒ It was by far the **easiest, most convenient** method. In all 3 cities, virtually everyone knew where a minor could go to get cigarettes.

- In Montreal and Toronto, these were usually the neighborhood mom and pop shops.
- In Winnipeg, corner gas stations were included.
- In all 3 cities, most respondents thought that in recent years there has been a crackdown by "chain" or franchise stores not to sell to minors (*e.g. Seven-Eleven mentioned in Winnipeg and Beckers and Mac's Milk mentioned in Ontario*).

  Some felt this was due to the presence of **video cameras** installed for the protection of employees. It was agreed that no clerk wanted to lose their job because they sold cigarettes to someone underage.

Perceived Benefits

❒ In addition to the ease of acquisition, respondents provided at least **4 important psychological benefits** (*related to the affirmation need of the individual*) to the find-a-store method – more than for any other method.

1) **power**. Many respondents described feeling very satisfied and happy when succeeding at such a mission because:

   ➛ Success not only brought the desired cigarettes, but also gave a **feeling of power** and the **status** of being considered "**cool**," because you could then buy and/or distribute cigarettes to others.

   ➛ Success meant that you **beat the system**, i.e. the law, and got away with it.

2) **maturity**. Succeeding in convincing a store clerk you were old enough to buy cigarettes could be construed as **proof that you really did look older** – which in many instances gained you **additional status** among your peers.

➛ In a few cases, fooling a store clerk about your age might also **set a precedent** for trying access at other venues prohibiting minors (*such as bars, and clubs*).

3) **autonomy**. Being able to buy cigarettes on your own increased your sense of **independence** – you didn't need others – and contributed to the feeling that you were indeed more mature and grown up.

4) **privacy**. The find-a-store method also **let you conceal** what you were doing, and have **control over knowledge about your activities**. No one would know what you did unless you chose to tell them.

Perceived Drawbacks

❒ Respondents identified about 6 perceived drawbacks to the find-a-store method. Some were psychological in nature, and others had a more practical aspect.

1) **refusal by store clerk**. The drawback mentioned most often by respondents occurred if the **clerk refused to sell** you cigarettes. It was **risky** if you didn't know for sure that the store sold to minors.

➛ **the risk of embarrassment**. Refusal by a clerk was **embarrassing** -- sometimes humiliating -- even with no one else in the store, because it was essentially a **failure**, and as such it **eroded your sense of autonomy, independence and feelings of self-worth**. In fact, being "denied" or "rejected" by a store clerk undermined all of the perceived advantages mentioned above.

2) **the try-again hassle**. A clerk's refusal to sell was not only a psychological slap in the face, there was also a practical matter to deal with – you had to **go elsewhere**, "find another store," or resort to some other method to get cigarettes. This was frustrating and annoying, and meant a further delay to your gratification.

3) **the wait-for-safe-conditions**. Many respondents mentioned that often you had to be **alone in the store** and avoid potential witnesses, so the clerk wouldn't get in trouble for selling you cigarettes. This took time, and you needed **patience** if you had to wait around.

➛ In some cases, apparently, respondents said there were stores that were a little more blatant about flouting the law, and who would sell to minors in front of others -- usually regular customers or people they knew. Even so, your chances of getting cigarettes increased if you were by yourself.

4) **video-cam deterrent**. Respondents in all 3 cities stated that the use of **video cameras** by the chains or franchise corner stores was a **big deterrent**. Most believed minors were quite reluctant to even try to buy cigarettes at such locations.

   ➛ Many felt that in addition to store policies, this made store **clerks more cautious** and careful not to sell to minors.

5) **possible loss of venue**. There was some mention that if the store was caught selling cigarettes to minors, you would **lose that store** as a source. While this was an ever-present risk, there was no mention in this study about stores being caught, fined, or penalized in some way for selling to minors. (*This issue is discussed more fully in the section on the law, page x*).

6) **incomplete access.** The last drawback mentioned to the find-a-store method was the **inconvenience of irregular access**. Most recognized that while corner store sources were known and common, you still needed to do some hunting or have prior knowledge about where to go. As one young individual stated, "not every store" sells them.

Strategies and Rationales

❒ While discussing the ins and outs of the find-a-store method, young adult participants mentioned about 5 factors, rationales and strategies to facilitate success, all of which may be further investigated in a quantitative study. These include:

1) **age of the store clerk**. Apparently, the closer in age you are to the store clerk, the more sympathetic or empathetic they might be to your cause, and the better your chances of being able to buy cigarettes.

2) **age of regular clientele**. Apparently, if a lot of the store's regulars include young adults whose age is close to that of minors, small store owners or managers might feel pressured to sell to underage youth, to avoid losing both current and future sales.

3) **prior sales precedent**, real or invented. According to a number of respondents, if someone underage tells the clerk that they have "bought cigarettes here before," the clerk is often more likely to sell cigarettes to them, whether the statement is true or not.

4) **family affiliation/support**. It was considered a *"good idea"* to bring an older brother or sister with you to the store on your first visit, so that the next time you show up, the store will probably sell to you direct. This suggests 3 things to the store:

   a) that the family approves of the young person smoking, and

   b) that refusal to sell will probably generate a subsequent visit by the family member to buy cigarettes for the minor. This fits into the *"they'll get it anyway"* philosophy.

   c) lost sales might occur if regular clientele (*the brother or sister*) get annoyed and decide to go elsewhere for their cigarettes and other needs.

5) **if the Health Canada warning is not prominently displayed**. According to respondents in Montreal, if the warning poster is not displayed in an obvious or easily visible place in the store, this sends a *"signal"* that the store might be somewhat lax in applying the law. This may also apply in other cities, but was not mentioned during discussions.

Implications of the find-a-store method

The numerous psychological attractions of the find-a-store method and ego-puncturing drawbacks of rejection at the counter suggest one of the most important solutions to smoking by underage youth. Namely, **increased enforcement** of compliance with the law would not only be likely to **eliminate a major source of cigarettes** but would also **withdraw a major source of psychological reinforcement** for minors.

5.2 ASK A STRANGER TO BUY FOR YOU

❒ This was considered **common practice** in all 3 cities.

❒ Usually a young person or group of young people stand outside the store, wait for an appropriate person to come along, and ask that person to buy a pack of cigarettes for you.

Perceived Benefits

1) **success.**. First and foremost, the ask-a-stranger method had proven results. A stranger "might" actually buy you a pack. If you asked often enough, you could "score."

2) **no rejection by store clerk**. Respondents generally agreed that the ask-a-stranger method **eliminated one of the major risks** of the getting-cigarettes predicament -- the risk of rejection, denial or refusal by a store clerk, and the subsequent psychological ramifications.

Perceived Drawbacks

❒ Respondents in this study identified about 6 perceived drawbacks to the ask-a-stranger method, some of which are practical, and some which are psychological.

1) **the time factor**. Apparently this method can be **time-consuming**, and the results are "not immediate."

2) **embarrassment**. As a young teen, needing to ask someone to do anything for you (*never-mind buying cigarettes for you*) is evidence that you aren't grown up or independent enough yet, which is in itself an **uncomfortable reminder of your position or status** in life. In addition, to have to demonstrate this **in public**, on the street, adds to the further erosion of your sense of dignity and efficacy.

3) **risk of rejection**. A stranger could refuse, and this rejection is frustrating, embarrassing and ego-deflating.

4) **visibility**. Because you can't control who walks or drives along the street, someone you know (*or who knows your family*) **might see you** in this already embarrassing situation, which only **adds to your discomfort**. In addition, your sense of **privacy is breached** if you didn't want them to know you smoked, and they **might tell** your parents.

5) **the brand factor**. If you ask a stranger to buy "smokes" for you, you "might not get your favourite brand." Even if you tell a stranger which brand you prefer, it may be easier for them to buy 2 of their regular brand, so as not to alert the store clerk.

6) **possible theft**. If you aren't careful who you ask, a stranger could simply take your money and run.

5.3 GET OR "BUM" FROM FRIENDS

- This was considered a highly popular and extremely common acquisition method by all groups in this study.

- Respondents talked about the considerable sympathy, empathy and understanding among minors when they "needed" or wanted a "smoke" and had no cigarettes.

- When asking or bumming from friends, an underage smoker would usually only be requesting one cigarette, or a few at the most.

- Often, teens would **share** one cigarette, if that was all that was available.

Perceived Benefits

- According to respondents in this study, the get-from-friends method had about 5 distinct advantages, both practical and psychological.

1) **no risk, no rejection.** Respondents felt that if you wanted a smoke from a friend, you would **almost always get one**, so the potential risk of being refused, denied or rejected was next to nil. Note that the specific language used by respondents was "get" from a friend, and not "ask" a friend. The certainty was assumed or implied.

2) **social acceptance.** Some respondents, including parents, felt that bumming cigarettes was a somewhat **intimate behaviour** when it took place amongst a group of young people. Getting a smoke from a friend was seen as a way to **get "in"** with a particular crowd, to get accepted by them.

3) **shared activity.**. A number of young adults in this study suggested that bumming a cigarette from friends was not only a way to **feel included** in a group, it was also an **excuse for members of the group to get together** and participate in a shared activity.

4) **same-shared-brand**. The probability that friends all smoked the same brand of cigarettes was quite high, at least according to some Toronto young adults. Thus, getting a cigarette from a friend meant you would **probably get your favourite brand** – a nice bonus when you didn't have your own.

- ➛ One group of young Toronto men all identified *Players Light* and *Du Maurier* as the "in" brands among their peers, even though they came from very different areas of the city.

- ➛ The favourite-brand-among-friends issue wasn't mentioned (*or queried*) in Montreal or Winnipeg.

- ➛ Favourite-brand data could be useful to know in terms of future quantitative follow-up as well as for further communications efforts.

5) **low-cost**. Respondents mentioned that bumming smokes from friends meant you didn't have to buy a whole pack, and so you would save money. However, as discussed in the following "Perceived Drawbacks" section, the method wasn't totally cost-free.

Perceived Drawbacks

❒ Respondents generally identified 2 major drawbacks to the get-from-friends method.

1) **low availability.** Respondents said that often friends in your age group might not have a cigarette to offer you, or to share with you.

2) **guaranteed payback**. Respondents stated that when you're in with a group of friends who smoke and share cigarettes with each other, **you always owe anytime you are asked**.

   Apparently there is an unwritten and unspoken "honour code" among friends who smoke, whereby you absolutely **must** give a friend (*and member of your group*) a cigarette if they request or need one, even if you only have one or two left. In that case, you would offer to share a smoke. But you can't refuse.

5.4 STEAL FROM FAMILY

❒ Respondents in all 3 locations considered the family-theft option as quite common, that is, as long as someone else in your family smoked.

Parents or older siblings were cited as the most likely sources of cigarettes.

Perceived Benefits

❒ Participants identified 4 main advantages to the family-theft method, all of which were **practical** in nature.

1) **no-cost.** Any cigarettes you stole were free, so you could save money by taking or "borrowing" from family members.

2) **availability**. If parents or older siblings smoked, there would be an almost "**endless supply**" of cigarettes at your home.

3) **accessibility**. When parents or other family members smoked, their cigarettes were often not locked away or hidden. You had what could be considered **guaranteed access** to their supply.

   For example, one 20-year-old woman, still a smoker, described how she used to steal smokes from her dad's pack of cigarettes. She would first cautiously remove the silver paper from the unused side of the pack, carefully extricate a few cigarettes, and then replace the silver foil so that side of the pack looked undisturbed.

4) **convenience.** If family members smoked and bought cigarettes, you **didn't have to go anywhere** to get them, and thus could **avoid all the potential "hassles"** at a store.

Perceived Drawbacks

❒ Respondents identified about 4 **psychological** drawbacks which could happen if you stole cigarettes from family members.

1) **being exposed.** If your parents or siblings didn't already know you smoked, there was a **risk they could find out** if you took or stole cigarettes from them on a regular basis. This could result in an erosion or loss of their trust in you and alter your relationship in negative ways.

2) **parental disapproval**. While younger teens may tend to have greater concerns about parental reactions than older teens; the "**hassle**" of parental disapproval still seemed to loom as a large risk, even for those closer to the age of majority. If parents discovered you had stolen cigarettes from them, there could apparently be 3 counts against you.

   ➛ Respondents generally agreed most parents would probably be **unhappy to find out** you smoked, and

   ➛ Parents would be very **unhappy about your dishonesty**, and that you stole from them.

   ➛ You could "**get into trouble**" if you were caught, perhaps be punished.

3) **guilty feelings.** Respondents mentioned **2 distinct types of guilt feelings** they might experience if they stole cigarettes from family members.

   ➛ There was guilt about being dishonest, and the **act of stealing**.

   ➛ They also described the type of guilt they would experience **if they were caught** stealing cigarettes, and were then confronted by a parent or sibling. This seemed to be the more unpleasant aspect.

4) **potential ridicule.** There was some mention of "being laughed at" or teased by other siblings if you were caught stealing cigarettes by a parent or older sibling.

5.5 ASK FOR ONE / OFFER TO BUY ONE – FROM STRANGER

- Although related to the ask-a-stranger-to-buy-for-you method, this way of getting cigarettes had its own unique benefits, strategies and drawbacks.

- Approaching a stranger and **asking for one** cigarette was a **fairly popular** method of acquisition, according to respondents.

- Often, an effective alternative would be to ask or **offer to buy one cigarette** from someone.

Perceived Benefits

- Respondents identified 2 major advantages using the ask-for-one approach.

  1) **you get one.** Your chances of actually getting a cigarette if you ask a stranger for one are quite high, according to participants in this study.

  2) **no cost.** Since you've asked for a smoke, the cigarette you get is "**free**" – so you need spend no money.

- If the ask-for-one method didn't work, the **modified version -- offer-to-buy-one** -- usually did the trick. This approach is based on the theory that it is more unusual for someone to actually "sell" you a cigarette, although this does happen.

  - Most often, **if you offer to buy one, you're given one**.

  - The price most frequently offered for one cigarette -- 25¢. In some cases, if you had been refused or denied, and were desperate, you might offer as much as $1.00 for a single cigarette. Apparently, sometimes older youth who needed money would try to extort a higher price.

Perceived Drawbacks

- Respondents cited 2 main drawbacks, both psychological in nature, while discussing the ask-for-one/offer-to-buy-one method.

  1) **humiliation.** Some respondents referred to this as "bumming" or "begging," and therefore somewhat demeaning.

     This is undoubtedly why some individuals preferred the alternative offer-to-buy-one version, which afforded them some semblance of dignity, since they were at least willing to pay.

  2) **transparency.** Some respondents said that **other people "would know**" that they were bumming or begging cigarettes from a stranger. These other people need not be parents or family members; having schoolmates or acquaintances "know" would add to their embarrassment and sense of discomfort.

5.6 ASK OLDER FRIEND TO BUY FOR YOU

- This method of acquisition seemed to be favoured more by teens closer to the age of maturity than to younger teens. This is not surprising since young people aged 16, 17 or 18 would possibly have friends a year or two older.

- A number of younger respondents (18-20) said they did buy cigarettes for friends in this situation, and older individuals (21-25) said they had done so, and probably still would, if a "friend" asked them to.

Perceived Benefits

- Respondents named one major advantage to this approach: you **always get cigarettes** if you ask an older friend to buy a pack for you.

Perceived Drawbacks

- There was only one major drawback to this ask-a-friend-to-buy method. Apparently, sometimes you had to **pay more** – either in money or in cigarettes.

5.7 FAKE ID

- This method was mentioned in all 3 cities, and in many groups. There was not enough time to probe very far, but respondents were generally aware of this practice.

- Apparently, the use of fake ID has decreased somewhat in Winnipeg, since photos are now required on ID

  One girl from Winnipeg explained that it was **still relatively "easy"** to get fake photo ID – by scanning in an Ontario driver's license.

- Toronto respondents estimated a decent fake ID could cost about $30-$40. This wasn't queried in Montreal or Winnipeg.

Perceived Benefits

- Respondents cited about 4 major advantages to using fake ID to buy cigarettes.

  1) **no risk.** Apparently, having fake ID almost guaranteed you could buy cigarettes from most stores – including the chains and franchises with video-cameras. The store clerk would not get in trouble, because the proper ID procedure would have been followed.

     Some thought that there was no real risk, **even if you were caught** with fake ID The only penalty would be no cigarettes, so you wouldn't really be worse off.

  2) **easily obtainable**. Respondents in all 3 cities said they knew where and how to get fake ID, and that if they wanted it, they could get it quite easily.

  3) **additional access.** Once you have fake ID, you can also go to bars and clubs you would otherwise be excluded from.

  4) **upward mobility.** Respondents indicated that having fake ID also presented opportunities to "hang with an older crowd." This brought you increased status among your peers and a broader social network.

5.8 ASK PARENTS

- Asking parents to **give or buy** you cigarettes was considered a **fairly common practice** among underage youth by most respondents in this study.

- Apparently, those who didn't use this method either knew or suspected their parents would disapprove of them smoking.

Perceived Benefits

- Respondents mentioned 3 main advantages in the ask-parents to give or buy method.

  1) **success**. This situation was **conditional on parental acceptance** that you smoked. But if they did consent, you were virtually problem-free -- in terms of getting cigarettes.

     Being given cigarettes, of course, also depended on whether or not your parent smoked, whereas having cigarettes purchased on your behalf did not.

  2) **the possessive factor**. It was thought by some that while parents who smoke might give you a pack to get you off their back, more likely it would be to **prevent you from smoking any of theirs**.

  3) **t's all in the family**. There was some feeling by young people in this study that asking parents directly for cigarettes was a way of **drawing boundaries** around the family unit, of **keeping** secrets inside the family unit, of keeping the family unit whole, and keeping the world out.

Perceived Drawbacks

- Respondents only identified one major drawback to asking parents to provide cigarettes: they **would know** you smoked.

  - It would seem that some young people either **want or need to feel they can keep some secrets from their parents**, as a way of individuating and separating from them.

  - And even though parents might not disapprove of or forbid smoking, some still prefer their parents don't know. This may also be an indication of guilt about doing something illicit.

5.9 GET RELATIVES TO BUY FOR YOU

❒ This method was mentioned by some respondents, primarily female.

Perceived Benefits

❒ Various respondents identified 3 main advantages to this particular method.

1) **success**. According to some respondents, asking an aunt, uncle or cousin to buy you some cigarettes was often a fruitful endeavour.

2) **no cost**. Sometimes, apparently, certain relatives might not make you pay for them, so you would get them "free."

3) **keeping the secret.** Some relatives might not tell your parents, and would keep your secret between you and them.

Perceived Drawbacks

❒ There were 2 perceived disadvantages in asking relatives to get cigarettes for you.

1) **exposure**. It depended on the relative, but news of your smoking might get back to your parents. Some relatives "might tell" on you.

2) **loss of privacy.** The relative will know you smoke.

5.10 GET FROM OLDER SIBLINGS

- Many respondents agreed that getting an older brother or sister to **give** you cigarettes or to **buy cigarettes for you** was somewhat complicated.

- The sibling approach seemed to be a mixed bag of advantages and disadvantages, which depended on a host of variables based on your relationship with the sibling and the family constellation.

- According to some respondents, sometimes siblings were a **more likely cigarette source** than parents.

Perceived Benefits

- The perceived benefits for the get-from-older-siblings method were similar to those for parents.

  1) **success**. You might get a cigarette, or a pack from an older brother or sister who smoked, whether they still lived at home or not. It often depended on your relationship.

  2) **keeping the secret**: An older brother or sister might not tell your parents.

  3) **keeping it in the family**. Asking an older sibling meant you needed to rely less on the kindness of strangers.

Perceived Drawbacks

- The drawbacks to the get-from-older-siblings method were somewhat more severe than those involving parents with other family members.

  1) **payback**. In many families, older brothers or sisters tended to want you to **pay more** if they bought cigarettes for you. Or, if they gave you cigarettes no-charge, they usually wanted **something in return**.

  2) **blackmail threat**. Apparently, in certain circumstances an older brother or sister might **threaten to tell your parents** you smoked, unless you did them a particular favour. For this reason, some respondents felt the sibling approach was one of "last resort."

5.11 BUY ILLEGAL OR "HOT" CIGARETTES

❒ Buying illegal cigarettes was mentioned by respondents in some Montreal and Toronto groups.

Perceived Benefits

❒ Illegal cigarettes were considered a "lot cheaper" and available – usually in the downtown areas of both cities (*Montreal and Toronto*). You could find out by word of mouth.

Perceived Drawbacks

❒ Respondents identified 2 main drawbacks to buying "hot" cigarettes.

1) **the time factor**. Apparently, while illegal cigarettes were available, you often had to "wait for a shipment" to come in.

2) **subterfuge**. There also seemed to be a fair amount of subterfuge to go through in order to carry out such transactions. This topic was discussed in a somewhat cursory manner (*due to time constraints*), and could merit further investigation.

5.12 VENDING MACHINES

- Vending machines were a source of cigarettes for a number of respondents, primarily but not exclusively in Winnipeg groups.

- Respondents could find these machines in pool halls, hotel lobbies and lounges.

Perceived Benefits

- **Availability** was mentioned as the main advantage of vending machine cigarette purchases.

Perceived Drawbacks

- **Extra cost** was seen by respondents as the main drawback of using vending machines.

5.13 STEAL FROM STORE

- Stealing from stores was mentioned by almost all groups in this study, in all 3 cities. However, it was not seen as a viable ongoing option.

- Respondents identified more disadvantages than advantages.

Perceived Benefits

- The 2 advantages of stealing cigarettes were financial – your supply was "**free**," and you could "**make money**" by selling cigarettes to others (*either individually or by the pack.*)

Perceived Drawbacks

- Respondents cited 3 drawbacks to stealing cigarettes – which was not really considered a viable method by most in this study, although it did happen.

  1) **too difficult**. Nowadays, said respondents, stores made it very difficult to steal a pack or two because the **cigarettes were usually kept away from the counter**, or behind glass or plastic covers. Apparently, stealing was **not as easy as it used to be**, when cigarettes were displayed openly on the counter near the cash register.

  2) **too risky**. Because of the difficulty involved, stealing cigarettes from stores was considered too big a risk to take, especially in front of friends.

  3) **penalty**. No one seemed to know what the penalty would be if you were caught, but most envisioned "big trouble" -- i.e. lots of embarrassment and feeling foolish and stupid in front of others.

5.14 ASK OLDER PEOPLE TO GIVE YOU CIGARETTES

❒ This method wasn't mentioned in all groups. It involved **asking smokers** who were older than you -- usually **people you knew** or who were acquaintances, but not "friends" or family members, perhaps a neighbour, or a friend's brother, etc. – to give you a few cigarettes.

Perceived Benefits

❒ There was one main advantage to this approach.

- **"no trouble."** Asking an older smoker, who was familiar to you, was considered an **easy** thing to do because it could **cost nothing**, either financially or psychologically – compared to other methods.

  ➛ Since the people asked were not emotionally "close" to you, the psychological cost of rejection tended to be less fraught than if it occurred with family members, and not as ego-puncturing as getting refused by a stranger or store clerk in a public location.

Perceived Drawbacks

❒ Respondents saw the possibility of 3 main drawbacks in the ask-older-people approach.

1) **rejection**. As some respondents stated, "not everyone gives," so you might not get what you ask for.

2) **ridicule**. It was thought that some older people **might laugh** if you asked them outright to give you cigarettes, especially since you didn't know them very well.

3) **embarrassment**. It was felt that depending on the particular situation, you could be embarrassed if you are turned down in front of others, or in a public place.

5.15 OTHER METHODS

❒ Respondents mentioned 3 other ways for minors to get cigarettes. As mentioned earlier, these were not discussed, because they were not considered widespread or to be common practice among minors trying to get cigarettes.

1) **make them** (*roll your own*).

2) write a **fake note from your parents** to a store manager, with instructions to sell you cigarettes which are ostensibly intended for your parents' use.

3) you and your friends **pool money** and buy a carton of cigarettes to share among you.

CHART: HOW MINORS GET CIGARETTES

Ways Minors Get Cigarettes	Benefits	Drawbacks	Strategies and Rationales
1. find a store that sells them • mom & pop stores • usually not chains • corner gas stations in Winnipeg	**1)** **easiest**, everyone knows where to go **2)** **convenient**, usually close to home, school 3) satisfaction - you're cool and have **power** to get cigarettes for others 4) satisfaction, you **beat the system** **5)** **exciting** - you get away with it 6) you have **independence** 7) you have proof you look older **8)** **privacy** - no one knows, can keep it a secret from family	**1)** **embarrassed** if denied 2) clerk **refuses** - doesn't want to get in trouble - so have to **go elsewhere** or resort to other method 3) need to be **alone in the store** to avoid notice and have better chance with clerk 4) need **patience** - clerk very cautious or careful because there may be cameras 5) may **lose the store** if store caught **6)** **not every** store sells them	• **age of clerk** - if store guy is young, you have better chance • **age of regular clientele** - if a lot of young adults are regular customers, **store may feel pressure** to sell to minors, so they won't lose sales • **prior sales precedent** - if minor states "I've bought smokes here before," the clerk may give in and sell them • **family support/affiliation** - its a good idea to bring older sister or brother to the store first, because **next time they will sell you directly** • **prominence of if Health Canada warning** - if poster **not displayed in an obvious place** or manner, it is a signal that the store may not sell
2. **ask a stranger** to buy for you (stand outside store)	1) they **might** **2)** **store won't reject** them	1) it **takes time**, is not immediate 2) is **embarrassing** 3) you **risk rejection** 4) **visibility** - you could **run into people** who you don't want to know you smoke 5) might **not get favourite** brand **6)** **theft** - they might **keep or "take off"** with your money	• young adult has **power** if buys for younger person, and is looked up to • if stranger is reluctant, you can **lie** -- say you forgot your ID • often **girl has better chance** if asks stranger • you usually **"go around the corner" to collect** cigarettes -- away from store, out of sight of the sales clerk
3. get (bum) from friends -- share	1) **always** get one - **no rejection** 2) excuse to **be with them** (social) 3) get **in with crowd** 4) probably **smoke same brand** **5)** **save money** - don't need to buy whole pack	1) not too available 2) **you owe anytime**	• **"honour code"** among friends who smoke means you **always** give at friend's request, no matter how many cigarettes you have left. Even if its your last one, you might have to "share" if they won't let you off hook
4. steal from family (parents)	**1)** **free**, you save money **2)** **endless supply** **3)** **accessible** **4)** **convenient - no hassle** at store	**1)** **discovery** - parents **could find out** you smoke 2) parents would **disapprove** - if caught, would **be unhappy** you stole and smoked - you might **get into trouble** 3) you **feel guilty stealing,** or **if you get caught** 4) you might get **laughed at**.	

CHART: HOW MINORS GET CIGARETTES

Ways Minors Get Cigarettes	Benefits	Drawbacks	Strategies and Rationales
5. ask for one (bum) from stranger, or offer to "buy" one	**1) free** 2) you **get** one	1) humiliation 2) people know you're bumming	• its unusual for anyone to sell you only one cigarette, but if you ask to buy one, you're often given one. • a fair price = 25¢ to $1 per cigarette
6. ask older friend to buy you a pack	1) you **always get it**	1) sometimes you have to **pay more** (cigarettes or money)	
7. fake ID	**1) no risk** 2) can also **get into bars** 3) can **hang with older** people	1) if busted, **trouble** ($500) 2) have to **find it, buy it, make sure it works** 3) store could ask for **alternate ID** 4) harder to get in Winnipeg since photo required on ID	• costs about $30-40 for good one (in Toronto) • Winnipeg girl said easy to make fake ID from Ontario driver's license – can scan it
8. ask parents to give or buy for you	1) if they accept, no problem **2) might give** you a pack so you won't take theirs, 3) keeps it **all in the family**	1) they know	
9. ask relatives (get them to buy)	1) might not tell 2) sometimes free 3) you always get	1) they **might tell** parents (depends on relative) 2) **they'll know** you smoke	
10. get from older siblings	1) you **might get** it 2) sometimes free 3) they might not tell	1) often **you pay or owe** 2) sometimes they **blackmail**, and threaten to tell parents, or demand favour.	• more likely source than parents
11. buy illegal or "hot" cigarettes	1) a lot **cheaper** 2) usually **available** downtown (Toronto and Montreal)	1) have to **wait** for shipment	
12. vending machines (in pool hall, hotel lobby or lounge)	1) available	1) pay extra	• mentioned more in Winnipeg

CHART: HOW MINORS GET CIGARETTES

Ways Minors Get Cigarettes	Benefits	Drawbacks	Strategies and Rationales
13. steal from store	1) **free**, cheap **2) can make money** by selling them	1) too hard, used to be easier 2) too risky 3) if get caught, **big trouble**	• some parents think kids don't care if they get caught or get into trouble
14. ask older people to give you cigarettes	1) no trouble (easy, no cost)	1) not everyone gives 2) get laughed at 3) embarrassing	
15. make them (roll your own)			
16. fake note from parents to store manager			
17. pool money for carton and share with friends			

CHAPTER

6 PROVIDING CIGARETTES

6.1 JUSTIFICATIONS AND RATIONALES

Young Adults: Providing

❒ Young adult respondents had about 5 main justifications for providing cigarettes (*either buying, giving, or selling*) to minors.

1) **They'll get it anyway.** This was <u>the</u> key rationale in all groups, and was cited often during the discussions. For many, this statement carries a lot of weight.

   - However, if this concept can be dislodged from people's minds, if it can be countered, then providers might well be more reluctant to give cigarettes to minors.

2) It depends on **who's asking** -- how well you know them, how much you like them, and how old they are.

   - For example, some younger respondents (18-20) said they would probably give cigarettes to a "**close friend.**"

   - Some younger men (18-20) said if they were "asked by **good-looking girl**" they would probably try to be "**helpful**." This notion of "helping" someone out who's in need was echoed in many groups.

   - In some instances young men also admitted they might provide cigarettes if they felt intimidated or **threatened by a group** of younger teens.

3) If a stranger asks, it depends on **how they ask** – whether they are polite or rude.

4) Many indicated they found it **hard to say no** and play the bad guy, especially if they were or had been a smoker.

   This "**empathy**" and "**understanding**" for "what it's like" came up in all 3 cities, and in every young adult group.

5) In some cases, various young male respondents indicated they might sell cigarettes to or buy them for minors to get "**extra money**."

Young Adults: Refusing

- The law and health were often cited first as reasons why young adults would say no to requests by minors for cigarettes. However, since both were seen to have **no immediate negative impact**, they were often not top-of-mind when put in the position of being asked to provide cigarettes.

- Some young adults who were **strong enough in their sense of personal conviction** that smoking was "bad" for you or "wrong," were fairly comfortable refusing a request by minors.

  However, even some of these individuals **could be persuaded under certain conditions**; for example, if a young man was asked by a pretty girl, or if someone seemed to be in real "need."

- Evidence suggests that overall, **young adults will more easily refuse** to provide cigarettes to minors for 4 basic reasons, regardless of whether or not they are (or were) smokers:

  1) **fear of being caught**. Respondents said they might refuse if they suspected they could get caught and **fined**. These instances were usually discussed in the context of being **approached as a stranger** to buy a pack of cigarettes. For example, it could be risky if a store clerk saw you talking to minors or taking money from them outside the store, or saw you give a pack of cigarettes to a minor outside the store.

  2) **inconvenience**. Young adults said they would have less trouble saying no if they were asked when busy, or if they were asked to go out of their way somehow. For example, smokers might buy someone a pack of cigarettes, but they would do it if they were already going to the store.

  3) **the minor's age**. As mentioned earlier in the report, **the younger the kid asking** for cigarettes, the easier it was for young adults in this study to refuse.

  4) if they can **avoid feeling mean, bad or guilty when they say "no."**

  Young adults seem to **need some psychological support** to enable them to refuse. And therein lies one possible direction for future communications efforts.

Parents: Providing

- In Montreal, **everyone in the parents' group gave cigarettes** to their younger children, **even if they disagreed** with smoking.

- While a number of parents in other groups also had an open policy, the justifications expressed by the Montrealers reflects the kinds of thinking done by parents in Toronto and Winnipeg.

- Parents identified 4 main reasons why they or other parents provided cigarettes to their children.

  1) Parents sought **control** over what and how much was smoked.

     - ➛ Being able to **monitor** the type and quantity of cigarettes gave them a modicum of **reassurance** – at least more than they would get if they left their teens to acquire cigarettes on their own.

     - ➛ They saw letting their kids smoke at home as **protection and security** for their kids, because it kept them **off the streets** and away from **dangerous people, situations and substances**.

     - ➛ In an attempt to **limit the negative influences** around her child, one Toronto parent said she would be grateful if cigarettes were the only forbidden substance her child experienced. "If that's all he does, is okay." With all the hard drugs and disease on the streets, she settled for a lesser evil.

  2) They felt that giving cigarettes to their children and having a dialogue about it was keeping a "**communication link**" open.

  3) They reasoned, "after all," **cigarettes were still legal**, and were not a "drug" (*like cocaine, heroin, etc.*).

  4) Most parents clearly did not want the government to interfere in what they saw as **their business**.

     - ➛ The sentiment generally expressed was "Its my kid, my decision, and I am responsible."

❒ Most parents **struggled** with their decision, whether or not they smoked. As some Montreal parents explained, "we don't do what we want, but we do what we can."

Parents: Refusing

❒ In Winnipeg and Toronto there were **some parents who refused** to provide cigarettes to their children – even though they either currently smoked or had smoked in the past.

- For example, one Toronto woman – a "reformed" smoker -- had a very determined position vis-à-vis not helping her daughter acquire cigarettes. Even though she knew her daughter smoked, she emphasized that she was absolutely "**not going to make it easy for her**." She was going to **do everything possible to thwart** her daughter's efforts to obtain and smoke cigarettes. She didn't let her daughter smoke in the house, on the property, or in her presence, at all. And her daughter obliged.

- One father, a smoker for 40 years, also refused to give his son cigarettes and insisted his son refrain from smoking in his presence. However, simply knowing his son still smoked and **feeling powerless** to prevent it was a considerable source of frustration and worry for him.

❒ Those parents whose **teenagers didn't smoke** seemed to think that their parental input and influence had **little or no effect** on this turn of events.

- For example, one woman – a former smoker who had quit years ago -- told why her teenage son didn't smoke. Apparently at the age of 12 he and a friend acquired cigarettes and smoked the entire pack at once. This made him incredibly sick, and had put the boy off cigarettes for good. This mother considered herself quite fortunate.

- Parents seem to **need even more psychological and emotional support** (*than young adults*) to stand up and say no to their kids. This points to one possible direction for future communications efforts.

The Gateway Factor

- In this study there was little or no indication that cigarettes were a "gateway" to more dangerous or addictive substances. Respondents were not asked about this, nor did anyone mention it spontaneously.

- Cigarettes were considered "legal" whereas other addictive substances were not.

- There were some links made between cigarette smoking, legal age limits, and the ability to buy and consume alcohol, which was also described as a legal substance. For example, the use of fake ID applied to both commodities.

- Parents in this study worried what would happen to their kids if they let them get cigarettes on the streets, where hard drugs and dangerous people were plentiful. This is why parents often chose to provide cigarettes to their children.

- Hearing this, it is not far-fetched to imagine that gateway warnings would not only fail to prevent parents from giving their children cigarettes, it might actually have the opposite effect, and encourage them to do so. Moreover, since parents already admit to having little or no control over whether or not their teenagers smoke, gateway warnings might just add to their fears and worries in a situation where they feel in fact powerless.

- In other words, from a parental perspective, it would seem that **the gateway factor is actually a good reason for them to <u>provide</u> cigarettes** to their kids, and **not** a reason to refuse.

- There are some reasons to suspect that young adults might regard gateway warning tactics with the same general disregard as health warnings on cigarette packs.

6.2 HEALTH CONCERNS

❒ For the majority of young adults in this study, health concerns seem to **lack the impact** and **immediacy** necessary to prevent them from providing cigarettes to minors.

- In most groups of young people, health concerns were mentioned first (*in a sort of first level knee-jerk manner*) as a reason not to provide minors with cigarettes. The dangers associated with smoking were seen to be fairly well-known and recognized by these participants.

- However, while health concerns seemed to be the obvious and logical thing to say, on a deeper and emotional gut-level, they actually seemed to have **little or no deterrent effect** on many of the young adults in this study.

  On the other hand, there were some non-smokers and former smokers in the young adult groups who regarded health and tobacco addiction as sufficient justification (*to themselves*) to refuse to give cigarettes to minors.

❒ Even though this issue was not discussed at length, there are hints that young adults may **recognize and pay lip service to health concerns**, but simply **do not see health as an issue that effects the young** – at least, not in the same way it affects older generations. Health concerns seemed somewhat **unreal** to them. This is tied in to a psychological theory that the young tend to see themselves as "immortal."

❒ Thus, there is reason to suspect that **health concerns** are unlikely to prevent most young people from providing cigarettes to minors, even if they recognize the risks associated with smoking.

❒ On a more positive note, there are also signs (*mentioned earlier in the report*) that the **addictive nature** of cigarettes might prove to be **more of a psychological deterrent**.

❒ Parents also cited health reasons when discussing why they didn't want their sons and daughters to smoke. However, for many parents, health did not seem to deter their offspring from smoking or from asking them for smokes. And, as we have already learned, health concerns did not seem to prevent parents from providing cigarettes to their children.

- Because looking after the health of your children was seen by various young adults as a key parental responsibility – and was part of being considered a "good parent" -- it is easy to understand why **some young adults said that parents who gave cigarettes to their kids didn't "care" about them or didn't "love" them – not enough to refuse.**

  - Moreover, there was some suggestion that parents who gave cigarettes to their children might – and perhaps "should" -- **feel guilty later** or be "blamed" later if their child got ill because of smoking.

  - In this regard, **"future guilt"** may be even **more powerful** than "current" or "immediate" guilt." Therein lies one possible direction for future communications efforts.

CHART: WHY PROVIDE CIGARETTES

Type of Respondent	Why parents SHOULD provide cigarettes to minors	Why parents SHOULD NOT provide cigarettes to minors
all groups	• ***they'll get it anyway***	• ***let someone else give it to them*** • ***I'm not going to make it easy for them***
boys 18-20	1) for pity's sake 2) so kid won't go behind your back 3) to get them off your back	1) to follow the law 2) don't want to get caught and **fined** 3) the health concern • if kid on basketball team, avoid asthma 4) don't understand what it's like because don't smoke **5) feel its wrong**
boys 21-25	1) he **needs** some 2) he's **my** kid, **I get to decide** what's right and wrong for him 3) if he already smokes	1) health of kid - cancer 2) it stinks 3) it's expensive **4) its going to turn into a habit**
girls 18-20	1) they **need some** 2) it's safer than if they ask a stranger 3) to improve relationship somehow (connect in adult way) 4) to have some control 5) to avoid conflict 6) so kid won't steal them	1) it sets a bad example for young children 2) it gives teens the okay to smoke 3) they may become dependent on you for cigarettes 4) is promoting a **bad habit** 5) to **avoid blame** in the long run 6) expensive 7) they should work if they want cigarettes, and get their own money
girls 21-25	1) I **know** what she's getting and where its from 2) I can **monitor how much** 3) its **too complicated** to refuse	1) being a **good parent** 2) being a **role model** (even if you smoke) 3) to let you know its bad 4) to **avoid later guilt (over health)** 5) shows **you don't love your kids**
parents	1) he'll stop bugging me 2) its in front of me and I **know** what he's doing 3) **if that's all** he does, its okay (at least its not hard drugs)	1) not make **mockery of law** 2) don't support smoking habit 3) kids are too young 4) bad for health 5) to **care about my kids**
smoker or ex-smoker	• I did it when young (got cigarettes), why not **return favour**	

CHAPTER

7 CONSIDERATIONS FOR FUTURE COMMUNICATIONS

7.1 CREATIVE STRATEGIES

❒ This section presents the **major psychological issues** uncovered during the discussions with parents and young adults, and shows how each may be used as a **springboard** for future communications efforts.

Confront the Personal Choice Defense

❒ In this study, personal choice seemed to be very important to young adults and parents alike.

❒ Personal choice was expressed as a higher value than obedience to the law, and as a higher value than health. This is why, for example, so many parents knowingly broke the law, and went against common-sense health advisories and gave cigarettes to their kids.

❒ For parents, personal choice implied "Its **up to me** as a parent to raise my kid the way I want."

❒ For young adults, the sentiment underlying personal choice was: "**I'm responsible** for myself, and old enough to make my own choices and mistakes."

- possible communications approach -- tackle the strength of the personal choice value by **creating conflict** between personal choice and an even higher value – i.e. **drive a wedge into the defensive posturing**. The creative challenge – how and what value?.

Confront the "Get it anyway" Excuse

❒ This confrontation approach is based on the theory that the more people say no, the better. Support is drawn from the humiliation experienced by young people when their efforts to obtain cigarettes have been "rejected" outside a store (*or anywhere else*). If enough people say "no," perhaps they'll be less persistent.

- This approach **counteracts the current major justification for giving cigarettes to minors**; namely, that "they'll get it anyway," or "they'll go somewhere else."

- As one participant stated, "let them." "Why make it easy for them?"

- Possible communications approach -- Let them indeed ask someone else, and someone else, and someone else. **Let someone else live with the guilt** (*of getting a child addicted to smoking*).

Support Refusal Benefit: No Future Guilt

- ❒ While guilt has been discussed earlier in the report, it is presented here because it could play an important role in any communication approach.

- ❒ There is evidence to suggest that young people already have some (*unacknowledged*) guilt **attached to the addictive nature of cigarettes**, rather than to general health concerns. Some young adult smokers have themselves experienced the stress and lack of freedom involved in addiction, and know how hard it is to quit.

- ❒ Future guilt about helping a minor get addicted could be used as some sort of negative wedge to avoid, and could be a more effective deterrent than future guilt about disease.

  - Possible communications approach -- you feel okay now when you give him a cigarette. But down the road, when he's **addicted and can't stop**, how will you feel then?

Support Refusal Benefit: No Regret

- ❒ Young adults and some parents – smokers or former smokers -- expressed some regret that people "gave in" to their entreaties for cigarettes when they began to smoke. Now, they either experience the effects of addiction, or have gone through the trauma of quitting. Either way, there is some sadness that minors who bum cigarettes are headed in a similar direction.

- ❒ In addition, some young adults who began to smoke because they wanted to be "cool," are now hooked. Being "cool" is of course less important in your 20's.

  - Possible communications approach: – now you're hooked, are you glad? -- don't you wish someone had the guts to say no to you? -- do you want to drag them down with you?

Give Parents Empathy

- ❒ Parents who give cigarettes to minors are clearly not 100% convinced they are doing the right thing. As mentioned elsewhere in the report, many feel powerless and unsupported by the law when it comes to their child getting cigarettes.

- ❒ Parents definitely **need support for saying no**, and there is evidence to suggest that a **supportive approach or tone** in any communications effort would be **more effective** for parents, rather than a threatening one.

    - possible concept -- a **telephone hot-line** to help parents find out **how** (not why) to say no when their kids pester them for cigarettes.

    - possible communications approach – It's tough to be a parent nowadays. Its even tougher to be a "good" parent.

Noisy Enforcement

- ❒ There is some evidence to suggest that **publicizing** the names and locations of corner stores caught selling cigarettes to minors might help deter them. Apart from the obvious bad PR, there are other benefits to this approach.

    - possible publicity makes attempted purchases riskier and **more potentially embarrassing** for young people.

    - possible approach – what if stores caught selling cigarettes to minors, in addition to fines and publicity, had to put up **extra warning signs** saying – "This store **used to sell** cigarettes to minors."

7.2 RESPONDENTS' SUGGESTED SOLUTIONS

❒ Since the main focus of this study was understanding how and why people provided minors with cigarettes, there was a minimal and varying amount of time spent discussing possible solutions.

❒ However, when queried, respondents made the following suggestions.

1) enforce the law

- It was generally agreed that enforcement of the current tobacco law was **definitely needed** – particularly with regard to **shop-keepers**
- some felt there should be **heavier fines imposed** on stores that sell to minors.

2) corner store hot-line

- Toronto parents were the only ones asked how they felt about a hot-line to report stores that sell cigarettes to minors.
- All were in favour. Some parents said they would definitely call in.
- This could be included in a follow-up quantitative study.

3) fines for adults and/or parents who give cigarettes to minors

- Only about half of the groups were queried on this.
- The idea had general appeal, particularly in Toronto and Winnipeg, but there was a strong question about enforcement, particularly when the current law is not seen to be enforced.

  All Winnipeg and Toronto parents liked it, because it seemed to **give parents** (*and others*) the **leverage to say no** – even though it might not be very enforceable.

  ➛ One Toronto parent recalled a newspaper story a few years ago about a mother who was charged because she gave cigarettes to her 11-year-old.

- On the other hand, Montreal parents did not like the idea of government intrusion into their family's business.

4) hospital "penalty" visits

- This was suggested as a deterrent penalty for young adults who were caught smoking/buying/selling cigarettes to minors. It was thought that perhaps they could do some community service there, and "interact with people who are ill due to smoking."

- It was also seen as "tough love" for young people, As one parent stated, "Take them to a cancer ward, show them lung tissue, show them how disgusting it is"

5) Other ideas

- Other suggestions to help prevent minors from smoking, included:

  - ➛ have programs in schools
  - ➛ pull all vending machines (*in Winnipeg*)
  - ➛ regulate tobacco advertising more
  - ➛ public enforcement through media
  - ➛ have "bouncers at Beckers" (*a Toronto corner store franchise*).

ANNEX 1

RECRUITING QUESTIONNAIRE
(English and French)

CRÉATEC +
Recherche Marketing
206, Avenue des Pins Est
Montréal, Québec
H2W 1P1
Tel.: (514) 844-1127

Project : 574-018 (1W)
March, 1999
Final version

RECRUITING SCREENER FOR WINNIPEG

* FOCUS GROUPS YOUNG PEOPLE 18-25 YEARS OLD *

Hello. My name is _____ from CRÉATEC +, a marketing research firm. We are presently looking for people to participate in a discussion group. The purpose of the survey is to talk about certain buying and consumption habits. I would like to ask you a few qualifying questions, which will take 3 or 4 minutes and if you qualify, you will be invited to attend a session, for which a $45 fee is being offered. I can assure you that your answers will remain totally confidential and will only serve to sketch a global portrait of the situation.

Q1 First of all, can you tell me if you or anyone in your family works or has already worked for (READ) over the last 2 years:

	NON	OUI
• A marketing research firm or an advertising agency	( )	( )
• Radio, T.V., media	( )	( )
• The federal or provincial government	( )	( ) CONCLUDE
• A manufacturer or distributor of tobacco products, a corner store or any other store that sells cigarettes	( )	( )

Q2 Which of the following age groups do you fall into?

- LESS THAN 18 YEARS OF AGE ..... ( ) CONCLUDE
- 18 TO 20 YEARS OF AGE ..... ( )
- 21 TO 25 YEARS OF AGE ..... ( )
- 26 YEARS OF AGE AND OLDER ..... ( ) CONCLUDE

Q3 Record gender :

- MALE. ..... ( )
- FEMALE..... ( )

SEE QUOTAS

Q4 Have you ever smoked cigarettes in your life, never smoked or are you currently a smoker, even if only on an occasional basis?

- WAS A SMOKER ..... ( )
- HAS NEVER SMOKED ..... ( )
- CURRENTLY IS A SMOKER ..... ( ) SEE SMOKER QUOTA

Q5 Would you say that it is rather simple, difficult or impossible for a young person under 18 years of age to obtain cigarettes or "bulk" tobacco (ex.: "Drum" tobacco), if that person wants to smoke?

- SIMPLE ..... ( )
- DIFFICULT ..... ( )
- IMPOSSIBLE ..... ( )

Q6 Do you believe that young adults in your age group, that is between 18 and 25 years of age, buy or give cigarettes or "bulk" tobacco (ex.: "Drum" tobacco) to young people under 18 years of age that can not buy some for themselves because of their age?

- YES ..... ( )
- NO ..... ( ) GTQ 8

Q7 Do you personally know people who do this?

- YES ..... ( )
- NO ..... ( )

Q8 Has it already happened, even if only once, that you bought or gave cigarettes or "bulk" tobacco (ex.: "Drum" tobacco) to young people under 18 years of age, that asked it from you, because their age did not permit them to buy some?

- YES ..... ( )
- NO ..... ( )

IF YES UNDER Q6 OR Q8, ELIGIBLE. IF NO UNDER Q6 AND Q8, THANK / CONCLUDE

Q9 What is your working status?

- STUDENT ..... ( ) GTQ 11
- CURRENTLY LOOKING FOR WORK . ( ) GTQ 11
- WORKING FULL-TIME ..... ( )
- WORKING PART-TIME ..... ( )

Q10 What is your occupation and for what kind of company?

OCCUPATION	COMPANY

Q11 Over the course of the last 2 years, have you ever participated in a group discussion for a research firm or survey company?

• NO, NEVER	( ) INVITE
• ONCE OR MORE	( ) CONCLUDE

INFORM RESPONDENTS THAT THE DISCUSSION WILL LAST APPROXIMATELY 1H30 AND THAT THEY WILL BE OFFERED A 45$ PAYMENT AS REWARD FOR THEIR COLLABORATION.

LOCATION: **WINNIPEG** (March 16 at 6:00 pm and 8:00 pm / March 18 at 6:00 pm)

Western Opinion
806 - 213 Notre Dame Avenue
Tel. : (204) 989-8999

NAME : _____

ADDRESS : _____

TELEPHONE : Home : _____ Office : _____

DATE : _____ TIME : _____

RECRUITER'S NAME : _____ GROUP : _____

THANK YOU!
YOUR PARTICIPATION IS GREATLY APPRECIATED!

PROJECT : 574-018 (1W)

* YOUNG PEOPLE 18-25 YEARS OLD *

* WINNIPEG *

	March 16		March 18
	6:00 pm	8:00 pm	6:00 pm
• Men	6	6	---
• Women	---	---	6
• 18 - 20 years old	6	---	---
• 21 - 25 years old	---	6	6
• Young people who have already provided cigarettes or "bulk" tobacco (ex.: "Drum" tobacco) to young people (under 18 years of age) or who personally know other young people (18-25 years of age) who do so *	6	6	6
• Current smokers	3	3	3
• Non-smokers	3	3	3

* ***Favour, as much as possible, participants who have already provided to young people.***

CRÉATEC +
Recherche Marketing
206, Avenue des Pins Est
Montréal, Québec
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Tel.: (514) 844-1127

Project : 574-018 (2W)
March, 1999
Final version

RECRUITING SCREENER FOR WINNIPEG

* FOCUS GROUPS PARENTS OF CHILDREN AGED 12-17 YEARS OLD *

Hello. My name is _____ from CRÉATEC +, a marketing research firm. We are presently looking for people to participate in a discussion group. The purpose of the survey is to talk about certain buying and consumption habits. I would like to ask you a few qualifying questions, which will take 3 or 4 minutes and if you qualify, you will be invited to attend a session, for which a $45 fee is being offered. I can assure you that your answers will remain totally confidential and will only serve to sketch a global portrait of the situation.

Q1 First of all, can you tell me if you or anyone in your family works or has already worked for (READ) over the last 2 years:

	NO	YES
• A marketing research firm or an advertising agency	( )	( )
• Radio, T.V., media	( )	( )
• The federal or provincial government	( )	( ) CONCLUDE
• A manufacturer or distributor of tobacco products, a corner store or any other store that sells cigarettes	( )	( )

Q2 Have you ever smoked cigarettes in your life, never smoked or are you currently a smoker, <u>even if only on an occasional basis</u>?

- WAS A SMOKER ..... ( )
- HAS NEVER SMOKED ..... ( )
- CURRENTLY IS A SMOKER ... ( ) SEE SMOKER QUOTA

Q3 Do you have children aged 12 to 17 years old who live with you?

- YES ..... ( )
- NO ..... ( ) THANK / CONCLUDE

Q4 Would you say that it is simple, difficult or impossible for a young person of 12 to 17 years old who wants to smoke to obtain cigarettes or "bulk" tobacco (ex.: "Drum" tobacco)?

- SIMPLE ..... ( )
- DIFFICULT ..... ( )
- IMPOSSIBLE ..... ( )

Q5 Do you believe that parents buy or give cigarettes or "bulk" tobacco (ex.: "Drum" tobacco) to young people under 18 years of age that cannot buy some for themselves because of their age?

- YES ..... ( )
- NO ..... ( )

Q6 Do you know of parents who do this?

- YES ..... ( )
- NO ..... ( )

Q7 Do you believe that young adults, between 18 and 25 years of age, buy or give cigarettes or "bulk" tobacco (ex.: "Drum" tobacco) to young people under 18 years of age that cannot buy some for themselves because of their age?

- YES ..... ( )
- NO ..... ( )

Q8 Do you know of young adults who do this?

- YES ..... ( )
- NO ..... ( )

Q9 Even if it only happened once, have you bought or given cigarettes or "bulk" tobacco (ex.: "Drum" tobacco) to young people under 18 years of age that asked it from you?

- YES ..... ( )
- NO ..... ( )

IF YES UNDER Q6 OR Q8 OR Q9, ELIGIBLE. IF NO UNDER Q6 AND Q8 AND Q9, THANK / CONCLUDE.

Q10 Record gender (CHECK QUOTA)

- MALE ..... ( )
- FEMALE ..... ( )

Q11 Do you have remunerated work?

- NO ..... ( ) GTQ 13
- YES, FULL-TIME ..... ( )
- YES, PART-TIME ..... ( )

Q12 What is your occupation and for what kind of company?

OCCUPATION	COMPANY

Q13 Over the course of the last 2 years, have you ever participated in a group discussion for a research firm or survey company?

• NO, NEVER	( ) INVITE
• ONCE OR MORE	( ) CONCLUDE

INFORM PARTICIPANTS THAT THE DISCUSSION WILL LAST APPROXIMATELY 1H30 AND THAT THEY WILL BE OFFERED A 45$ PAYMENT AS REWARD FOR THEIR COLLABORATION.

LOCATION: WINNIPEG (March 18 at 8:00 pm)

Western Opinion
806 - 213 Notre Dame Avenue
Tel. : (204) 989-8999

NAME : _____

ADDRESS : _____

TELEPHONE : Home : _____ Office : _____

DATE : _____ TIME : _____

RECRUITER'S NAME : _____ GROUP : _____

THANK YOU!
YOUR PARTICIPATION IS GREATLY APPRECIATED!

PROJECT : 574-018 (2W)

* WINNIPEG *

	March 18 at 8:00 pm
• Men	3
• Women	3
• Parents who provide cigarettes or "bulk" tobacco (ex.: "Drum" tobacco) to young people under 18 years of age or who personally know of other adults who do so*	6
• Smokers	3
• Non-smokers	3

* ***Favour, as much as possible, parents who provide or have already provided cigarettes or "bulk" tobacco (ex.: "Drum" tobacco) to young people under 18 years of age.***

CRÉATEC +
Recherche Marketing
206, Avenue des Pins Est
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Tel.: (514) 844-1127

Project : 574-018 (1T)
March, 1999
Final version

RECRUITING SCREENER FOR TORONTO

* FOCUS GROUPS YOUNG PEOPLE 19-25 YEARS OLD *

Hello. My name is _____ from CRÉATEC +, a marketing research firm. We are presently looking for people to participate in a discussion group. The purpose of the survey is to talk about certain buying and consumption habits. I would like to ask you a few qualifying questions, which will take 3 or 4 minutes and if you qualify, you will be invited to attend a session, for which a $45 fee is being offered. I can assure you that your answers will remain totally confidential and will only serve to sketch a global portrait of the situation.

Q1 First of all, can you tell me if you or anyone in your family works or has already worked for (READ) over the last 2 years:

	NO	YES
• A marketing research firm or an advertising agency	( )	( )
• Radio, T.V., media	( )	( )
• The federal or provincial government	( )	( ) CONCLUDE
• A manufacturer or distributor of tobacco products, a corner store or any other store that sells cigarettes	( )	( )

Q2 Which of the following age groups do you fall into?

- LESS THAN 19 YEARS OF AGE ..... ( ) CONCLUDE
- 19 TO 20 YEARS OF AGE ..... ( )
- 21 TO 25 YEARS OF AGE ..... ( )
- 26 YEARS OF AGE AND OLDER ..... ( ) CONCLUDE

Q3 Record gender :

- MALE. ..... ( )
- FEMALE..... ( )

SEE QUOTAS

Q4 Have you ever smoked cigarettes in your life, never smoked or are you currently a smoker, even if only on an occasional basis?

- WAS A SMOKER ..... ( )
- HAS NEVER SMOKED ..... ( )
- CURRENTLY IS A SMOKER .... ( ) SEE SMOKER QUOTA

Q5 Would you say that it is rather simple, difficult or impossible for a young person under 19 years of age to obtain cigarettes or "bulk" tobacco (ex.: "Drum" tobacco), if that person wants to smoke?

- SIMPLE ..... ( )
- DIFFICULT ..... ( )
- IMPOSSIBLE ..... ( )

Q6 Do you believe that young adults in your age group, that is between 19 and 25 years of age, buy or give cigarettes or "bulk" tobacco (ex.: "Drum" tobacco) to young people under 19 years of age that can not buy some for themselves because of their age?

- YES ..... ( )
- NO ..... ( ) GTQ 8

Q7 Do you personally know people who do this?

- YES ..... ( )
- NO ..... ( )

Q8 Has it already happened, even if only once, that you bought or gave cigarettes or "bulk" tobacco (ex.: "Drum" tobacco) to young people under 19 years of age, that asked it from you, because their age did not permit them to buy some?

- YES ..... ( )
- NO ..... ( )

IF YES UNDER Q6 OR Q8, ELIGIBLE. IF NO UNDER Q6 AND Q8, THANK / CONCLUDE

Q9 What is your working status?

- STUDENT ..... ( )
- CURRENTLY LOOKING FOR WORK .. ( ) GTQ 11
- WORKING FULL-TIME ..... ( )
- WORKING PART-TIME ..... ( )

Q10 What is your occupation and for what kind of company?

OCCUPATION	COMPANY

Q11 Over the course of the last 2 years, have you ever participated in a group discussion for a research firm or survey company?

• NO, NEVER	( ) INVITE
• ONCE OR MORE	( ) CONCLUDE

INFORM RESPONDENTS THAT THE DISCUSSION WILL LAST APPROXIMATELY 1H30 AND THAT THEY WILL BE OFFERED A 45$ PAYMENT AS REWARD FOR THEIR COLLABORATION.

LOCATION: **TORONTO** (March 16 at 4:30 and 6:30 pm / March 18 at 4:30 pm)

RESEARCH DIMENSION
30 Soudan Avenue
6th floor
Tel. : (416) 486-6161

NAME : _____

ADDRESS : _____

TELEPHONE : Home : _____ Office : _____

DATE : _____ TIME : _____

RECRUITER'S NAME : _____ GROUP : _____

THANK YOU!
YOUR PARTICIPATION IS GREATLY APPRECIATED!

PROJECT : 574-018 (1T)

* YOUNG PEOPLE 19-25 YEARS OLD *

* TORONTO *

	March 16		March 18
	4:30 pm	6:30 pm	4:30 pm
• Men	6	---	---
• Women	---	6	6
• 19 - 20 years old	6	---	6
• 21 - 25 years old	---	6	---
• Young people who have already provided cigarettes or "bulk" tobacco (ex.: "Drum" tobacco) to young people (under 19 years of age) or who personally know other young people (19-25 years of age) who do so *	6	6	6
• Current smokers	3	3	3
• Non-smokers	3	3	3

* ***Favour, as much as possible, participants who have already provided to young people.***

CRÉATEC +
Recherche Marketing
206, Avenue des Pins Est
Montréal, Québec
H2W 1P1
Tel.: (514) 844-1127

Project : 574-018 (2T)
March, 1999
Final version

RECRUITING SCREENER FOR TORONTO

* FOCUS GROUPS PARENTS OF CHILDREN AGED 12-18 YEARS OLD *

Hello. My name is _____ from CRÉATEC +, a marketing research firm. We are presently looking for people to participate in a discussion group. The purpose of the survey is to talk about certain buying and consumption habits. I would like to ask you a few qualifying questions, which will take 3 or 4 minutes and if you qualify, you will be invited to attend a session, for which a $45 fee is being offered. I can assure you that your answers will remain totally confidential and will only serve to sketch a global portrait of the situation.

Q1 First of all, can you tell me if you or anyone in your family works or has already worked for (READ) over the last 2 years:

	NO	YES
• A marketing research firm or an advertising agency	( )	( )
• Radio, T.V., media	( )	( )
• The federal or provincial government	( )	( ) CONCLUDE
• A manufacturer or distributor of tobacco products, a corner store or any other store that sells cigarettes	( )	( )

Q2 Have you ever smoked cigarettes in your life, never smoked or are you currently a smoker, <u>even if only on an occasional basis</u>?

- WAS A SMOKER ..... ( )
- HAS NEVER SMOKED ..... ( )
- CURRENTLY IS A SMOKER ... ( ) SEE SMOKER QUOTA

Q3 Do you have children aged 12 to 18 years old who live with you?

- YES ..... ( )
- NO ..... ( ) THANK / CONCLUDE

Q4 Would you say that it is simple, difficult or impossible for a young person of 12 to 18 years old who wants to smoke to obtain cigarettes or "bulk" tobacco (ex.: "Drum" tobacco)?

- SIMPLE ..... ( )
- DIFFICULT ..... ( )
- IMPOSSIBLE ..... ( )

Q5 Do you believe that parents buy or give cigarettes or "bulk" tobacco (ex.: "Drum" tobacco) to young people under 19 years of age that cannot buy some for themselves because of their age?

- YES ..... ( )
- NO ..... ( )

Q6 Do you know of parents who do this?

- YES ..... ( )
- NO ..... ( )

Q7 Do you believe that young adults, between 19 and 25 years of age, buy or give cigarettes or "bulk" tobacco (ex.: "Drum" tobacco) to young people under 19 years of age that cannot buy some for themselves because of their age?

- YES ..... ( )
- NO ..... ( )

Q8 Do you know of young adults who do this?

- YES ..... ( )
- NO ..... ( )

Q9 Even if it only happened once, have you bought or given cigarettes or "bulk" tobacco (ex.: "Drum" tobacco) to young people under 19 years of age that asked it from you?

- YES ..... ( )
- NO ..... ( )

IF YES UNDER Q6 OR Q8 OR Q9, ELIGIBLE. IF NO UNDER Q6 AND Q8 AND Q9, THANK / CONCLUDE.

Q10 Record gender (CHECK QUOTA)

- MALE ..... ( )
- FEMALE ..... ( )

Q11 Do you have remunerated work?

- NO ..... ( ) GTQ 13
- YES, FULL-TIME ..... ( )
- YES, PART-TIME ..... ( )

Q12 What is your occupation and for what kind of company?

OCCUPATION	COMPANY

Q13 Over the course of the last 2 years, have you ever participated in a group discussion for a research firm or survey company?

• NO, NEVER	( ) INVITE
• ONCE OR MORE	( ) CONCLUDE

INFORM PARTICIPANTS THAT THE DISCUSSION WILL LAST APPROXIMATELY 1H30 AND THAT THEY WILL BE OFFERED A 45$ PAYMENT AS REWARD FOR THEIR COLLABORATION.

LOCATION: **TORONTO** (March 18 at 6:30 pm)

RESEARCH DIMENSION
30 Soudan Avenue
6th floor
Tel. : (416) 486-6161

NAME : _____

ADDRESS : _____

TELEPHONE : Home : _____ Office : _____

DATE : _____ TIME : _____

RECRUITER'S NAME : _____ GROUP : _____

THANK YOU!
YOUR PARTICIPATION IS GREATLY APPRECIATED!

PROJECT : 574-018 (2T)

* TORONTO *

	March 18 at 6:30 pm
• Men	3
• Women	3
• Parents who provide cigarettes or "bulk" tobacco (ex.: "Drum" tobacco) to young people under 19 years of age or who personally know of other adults who do so*	6
• Smokers	3
• Non-smokers	3

* ***Favour, as much as possible, parents who provide or have already provided cigarettes or "bulk" tobacco (ex.: "Drum" tobacco) to young people under 19 years of age.***

CRÉATEC +
Recherche Marketing
206, Avenue des Pins Est
Montréal, Québec
H2W 1P1
Tél. : (514) 844-1127

Projet : 574-018 (1)
Mars 1999
Version finale

QUESTIONNAIRE DE RECRUTEMENT

* GROUPES DE DISCUSSION - JEUNES 18-25 ANS *

Bonjour. Mon nom est _____ des Études de marché CRÉATEC +, une firme de recherche en marketing. Nous recherchons présentement des personnes qui seraient intéressées à participer à une discussion de groupe. L'objectif de l'étude consiste à discuter de certaines habitudes d'achat et de consommation. J'aimerais vous demander quelques questions afin de vérifier votre éligibilité à la discussion de groupe et cela ne prendra que 3 à 4 minutes. Si vous êtes éligible, vous serez invité à participer à la discussion et vous recevrez un montant de 45$ pour votre collaboration. Soyez assuré que cette étude est totalement confidentielle et que les réponses des participants ne serviront qu'à tracer un portrait d'ensemble.

Q1 Tout d'abord, pourriez-vous me dire si vous ou un membre de votre famille travaillez ou avez déjà travaillé au cours des deux dernières années pour:

	NON	OUI
• Une agence de recherche, marketing, publicité	( )	( )
• Radio, T.V., média	( )	( )
• Un gouvernement (fédéral, provincial).....	( )	( ) TERMINER
• Un fabricant de produits de tabac, un distributeur, un magasin ou un dépanneur qui vend des cigarettes	( )	( )

Q2 À quel groupe d'âge appartenez-vous?

- MOINS DE 18 ANS ..... ( ) TERMINER
- 18 - 20 ANS ..... ( )
- 21 - 25 ANS ..... ( )
- 26 ANS ET PLUS ..... ( ) TERMINER

Q3 Enregistrer le sexe :

- HOMME ..... ( )
- FEMME ..... ( )

VÉRIFIER QUOTA

Q4 Avez-vous déjà fumé la cigarette dans votre vie, jamais fumé ou êtes-vous fumeur présentement, ne serait-ce qu'à l'occasion?

- DÉJÀ FUMÉ LA CIGARETTE ..... ( )
- JAMAIS FUMÉ ..... ( )
- FUMEUR PRÉSENTEMENT ..... ( ) QUOTA FUMEUR

Q5 Diriez-vous qu'il est plutôt facile, difficile ou impossible à un jeune de moins de 18 ans de se procurer des cigarettes ou du tabac à rouler, s'il veut fumer?

- FACILE ..... ( )
- DIFFICILE ..... ( )
- IMPOSSIBLE ..... ( )

Q6 Croyez-vous qu'il arrive à des jeunes adultes dans votre groupe d'âge, soit entre 18 et 25 ans, d'acheter ou de donner des cigarettes ou du tabac à rouler à des plus jeunes (moins de 18 ans) qui n'ont pas encore l'âge requis pour s'en procurer eux-mêmes?

- OUI ..... ( )
- NON ..... ( ) PAQ 8

Q7 En connaissez-vous personnellement?

- OUI ..... ( )
- NON ..... ( )

Q8 Vous est-il déjà arrivé, ne serait-ce qu'une seule fois, d'acheter ou de donner des cigarettes ou du tabac à rouler à des plus jeunes qui vous l'ont demandé, parce qu'ils n'avaient pas encore l'âge requis pour s'en procurer?

- OUI ..... ( )
- NON ..... ( )

SI OUI À Q6 OU Q8, ÉLIGIBLE. SI NON À Q6 ET Q8, REMERCIER / TERMINER

Q9 Quelle est votre occupation?

- ÉTUDIANT ..... ( )
- A LA RECHERCHE D'EMPLOI ... ( )

PAQ 11

- AU TRAVAIL À TEMPS PLEIN ... ( )
- AU TRAVAIL À TEMPS PARTIEL.. ( )

Q10 Pourrais-je connaître votre occupation et pour quel genre d'entreprise?

OCCUPATION	ENTREPRISE

Q11 Avez-vous déjà participé à une discussion de groupe chez une firme de recherche ou de sondage au cours des 2 dernières années?

• NON, JAMAIS	( ) INVITER
• UNE FOIS OU PLUS	( ) TERMINER

INFORMER LES RÉPONDANTS QUE LA DISCUSSION DURERA ENVIRON 1H30 ET QU'ILS RECEVRONT 45$ POUR LES REMERCIER DE LEUR COLLABORATION.

ENDROIT : **MONTRÉAL** (15 mars à 16h30 et 18h30 / 16 mars à 16h30 et 18h30)

CRÉATEC+
208 avenue des Pins est
(514) 844-1127

NOM : _____

ADRESSE : _____

TÉLÉPHONE : Rés. : _____ Bureau : _____

DATE : _____ HEURE : _____

NOM DE LA RECRUTEUSE : _____ GROUPE : _____

MERCI!
VOTRE PARTICIPATION EST TRÈS APPRÉCIÉE!

PROJET : 574-018 (1)

* JEUNES 18-25 ANS *

	15 MARS		16 MARS	
	16h30	18h30	16h30	18h30
• Hommes	6	6	---	---
• Femmes	---	---	6	6
• 18 - 20 ans	6	---	6	---
• 21 - 25 ans	---	6	---	6
• Jeunes qui ont déjà fourni à des plus jeunes (moins de 18 ans) des cigarettes ou du tabac à rouler ou qui connaissent personnellement d'autres jeunes (18-25 ans) qui le font *	6	6	6	6
• Fumeurs actuels	3	3	3	3
• Non-fumeurs	3	3	3	3

* ***Favoriser, dans le mesure du possible, des participants qui en ont déjà fourni.***

CRÉATEC +
Recherche Marketing
206, Avenue des Pins Est
Montréal, Québec
H2W 1P1

Projet : 574-018 (2)
Mars 1999
Version finale

QUESTIONNAIRE DE RECRUTEMENT

* GROUPES DE DISCUSSION - PARENTS D'ENFANTS DE 12-17 ANS *

Bonjour. Mon nom est _____ des Études de marché CRÉATEC +, une firme de recherche en marketing. Nous recherchons présentement des personnes qui seraient intéressées à participer à une discussion de groupe. L'objectif de l'étude consiste à discuter de certaines habitudes d'achat et de consommation. J'aimerais vous demander quelques questions afin de vérifier votre éligibilité à la discussion de groupe et cela ne prendra que 3 à 4 minutes. Si vous êtes éligible, vous serez invité à participer à la discussion et vous recevrez un montant de 45$ pour votre collaboration. Soyez assuré que cette étude est totalement confidentielle et que les réponses des participants ne serviront qu'à tracer un portrait d'ensemble.

Q1 Tout d'abord, pourriez-vous me dire si vous ou un membre de votre famille travaillez ou avez déjà travaillé au cours des deux dernières années pour:

	NON	OUI
• Une agence de recherche, marketing, publicité	( )	( )
• Radio, T.V., média	( )	( )
• Un gouvernement (fédéral, provincial).....	( )	( ) TERMINER
• Un fabricant de produits de tabac, un distributeur, un magasin ou un dépanneur qui vend des cigarettes	( )	( )

Q2 Avez-vous déjà fumé la cigarette dans votre vie, jamais fumé ou êtes-vous fumeur présentement, ne serait-ce qu'à l'occasion?

- A DÉJÀ FUMÉ LA CIGARETTE ..... ( )
- N'A JAMAIS FUMÉ ..... ( )
- FUMEUR PRÉSENTEMENT ..... ( ) QUOTA FUMEUR

Q3 Avez-vous des enfants âgés de 12 à 17 ans qui vivent avez vous?

- OUI ..... ( )
- NON ..... ( ) REMERCIER / TERMINER

Q4 Diriez-vous qu'il est facile, difficile ou impossible à un jeune de 12 à 17 ans qui veut fumer de se procurer des cigarettes ou du tabac à rouler?

- FACILE ..... ( )
- DIFFICILE ..... ( )
- IMPOSSIBLE ..... ( )

Q5 Croyez-vous qu'il arrive à des parents d'acheter ou de donner des cigarettes ou du tabac à rouler à des jeunes de moins de 18 ans parce qu'ils n'ont pas encore l'âge pour s'en procurer?

- OUI ..... ( )
- NON ..... ( )

Q6 En connaissez-vous?

- OUI ..... ( )
- NON ..... ( )

Q7 Croyez-vous qu'il arrive à des jeunes adultes, disons de 18 à 25 ans, d'acheter ou de donner des cigarettes ou du tabac à rouler à des plus jeunes qui ont moins de 18 ans parce qu'ils n'ont pas encore l'âge pour s'en procurer?

- OUI ..... ( )
- NON ..... ( )

Q8 En connaissez-vous?

- OUI ..... ( )
- NON ..... ( )

Q9 Vous est-il déjà arrivé, ne serait-ce qu'une seule fois, d'acheter ou de donner des cigarettes ou du tabac à rouler à un jeune de moins de 18 ans qui vous en demandait?

- OUI ..... ( )
- NON ..... ( )

SI OUI À Q6 OU Q8 OU Q9, ÉLIGIBLE. SI NON À Q6 ET Q8 ET Q9, REMERCIER / TERMINER.

Q10 Enregistrer le sexe :

- HOMME ..... ( )
- FEMME ..... ( )

VÉRIFIER QUOTA

Q11 Avez-vous un travail rémunéré?

- NON ..... ( ) PAQ 13
- OUI, À TEMPS PLEIN . ( )
- OUI, À TEMPS PARTIEL ( )

Q12 Pourrais-je connaître votre occupation et pour quel genre d'entreprise?

OCCUPATION	ENTREPRISE

Q13 Avez-vous déjà participé à une discussion de groupe chez une firme de recherche ou de sondage au cours des 2 dernières années?

- NON, JAMAIS ..... ( ) INVITER
- UNE FOIS OU PLUS ..... ( ) TERMINER

INFORMER LES RÉPONDANTS QUE LA DISCUSSION DURERA ENVIRON 1H30 ET QU'ILS RECEVRONT 45$ POUR LES REMERCIER DE LEUR COLLABORATION.

ENDROIT : **MONTRÉAL** (LE 17 MARS À 17H30)

CRÉATEC+
208 avenue des Pins est
(514) 844-1127

NOM : _____

ADRESSE : _____

TÉLÉPHONE : **Rés. :** _____ **Bureau :** _____

DATE : _____ **HEURE :** _____

NOM DE LA RECRUTEUSE : _____ **GROUPE :** _____

MERCI!
VOTRE PARTICIPATION EST TRÈS APPRÉCIÉE!

PROJET : 574-018 (2)

	17 mars à 17h30
• Hommes	3
• Femmes	3
• Parents qui ont déjà fourni des cigarettes ou du tabac à rouler à des jeunes de moins de 18 ans ou qui connaissent personnellement d'autres adultes qui le font*	6
• Fumeurs	3
• Non fumeurs	3

* ***Favoriser, dans le mesure du possible, des parents qui fournissent ou ont déjà fourni des cigarettes ou du tabac à rouler aux moins de 18 ans.***

ANNEX 2

DISCUSSION GUIDE
(English and French)

Project : 574-018 (1)
March 15, 1999
Version 4

DISCUSSION GUIDE

Young people's opinion

CLIENT : Elizabeth Laforest
Health Canada
Tel. : (613) 946-3604

PROJECT DIRECTOR :

- Grégoire Gollin
  Tel. : (514) 844-1127

MODERATORS / ANALYSTS :

- Dany Jolicoeur (A)
  Tel. : (514) 844-1127
- Kyle Braid (B)
  Tel. : (204) 989-8999
- Natalie Gold (C)
  Tel. : (416) 654-6453

NUMBER OF GROUPS : N = 10

DATES, TIMES AND LOCATION :

MONTREAL (A)

CRÉATEC +
208 Pine Avenue East
Tel.: (514) 844-1127

March 15 : 4:30 pm (18-20 years old) and
6:30 pm (21-25 years old) (boys)
March 16 : 4:30 pm (18-20 years old) and
6:30 pm (21-25 years old) (girls)

WINNIPEG (B)

WESTERN OPINION
806 - 213 Notre Dame Avenue
Tel. : (204) 989-8999

March 16 : 6:00 pm (18-20 years old) and
8:00 pm (21-25 years old) (boys)
March 18 : 6:00 pm (21-25 years old) (girls)

TORONTO (C)

RESEARCH DIMENSION
30 Soudan Avenue
6th floor
Tel. : (416) 486-6161

March 16 : 4:30 pm (19-20 years old) (boys)
and 6:30 pm (21-25 years old)
(girls)
March 18 : 4:30 pm (19-20 years old) (girls)

1. INTRODUCTION (10 minutes)

This initial stage of the discussion is to establish a level of confidence and a rapport between the moderator and the participants. The persons being interviewed are informed of the purpose of the discussion and what is expected of them.

GUIDELINES

- Word of welcome and introduction of moderator
- Objectives of the research : *"We are going to discuss smoking among young people 12-17 years of age, who are legally too young to purchase cigarettes"* / confidentiality : *"All your answers will remain confidential. Your name will not be communicated to anyone and your opinions will be combined with those of other participants like yourself. The sole purpose is to understand young people's opinions".*
- Role of moderator / one-way mirror / client observing discussion / recording
- Neutrality of moderator (*does not work for the government and is not here to judge anything or anyone but only to listen*).
- Role of participants
- Duration : 1h30
- Are there any questions?

GO-AROUND

- Given name / age
- Occupation / Studies
- Makeup of household
- Place of residence

2. WARM-UP (10 minutes)

- (*Projective technique*) Around you, are there many young people under 18 (19) who smoke or is it uncommon?

  How do they get cigarettes? Is it simple or difficult to get them? How does it work? (*Ex.: through friends?*) How?

- Are there more risky ways than others to get cigarettes? What are the usual ways? Which are the most common? (*Do not overly probe*)

- (A*sk the question and try to obtain responses without overly insisting*) Have you ever smoked at least one cigarette? Do you currently smoke, even if only one cigarette from time to time? At what age did you start? How did you get your first cigarettes?

3. BALLOON-TEST (45 minutes)

<u>GUIDELINES</u> : I will show you a series of drawings, like cartoons. These drawings illustrate a situation. I ask you to use your imagination to describe what is happening, to give life, words, reactions and emotions to the images. Please keep your first reactions to yourself before we discuss them. We will take a few seconds to look them over and then we will discuss them.

1) Show the drawing ***(without explanation / 30 seconds)***

2) Probe and encourage group interpretations

3) Go further into specific information relating to the objectives.

#1	*Standing, in a circle, a group of young people (2 boys and 2 girls) are smok and exchanging cigarettes in front of a school. Noticeably, they were underage to purchase cigarettes (15-16 years old).*

- Interpretation of the situation : What is happening? What had happened? *(Where are they? Who are they? How old are they? What do they do? Do they exchange cigarettes or do they sell cigarettes to one another? Who exchanges them? Who sells them? etc.)* What will happen afterwards?
- If we had to create dialogue for a movie, what would we write? What would be said?
- In your opinion, is it a realistic situation or not? Does it happen often or not? Why?
- What do these people think?
- What do they feel?
- What do you think of all this?

#2	*The owner of a corner store (a man) refuses to sell cigarettes to a young person aged 15-16 years old. The young person is facing the counter / cash and the cigarette display shelf. The owner says : "I can't sell you cigarettes". There is an empty balloon above the young person.*

- Interpretation of the situation : What is happening? What had happened? What will happen afterwards?
- If we had to create dialogue for a movie, what would we write? What would be said?
- In your opinion, is it a realistic situation or not? Does it happen often or not? Why?
- What does the store owner think? What does the young person think?
- What do they feel?
- What do you think of all this?
- In your opinion, what are all the ways for a young person (*legally too young*) to get cigarettes? *(List on flip chart / Probe well)* To your knowledge, which are most widespread ? Least widespread? Why? What are the benefits and drawbacks of each?

#3	*In front of a corner store, a young man in his twenties holds out a pack of cigarettes to two younger people, a boy and a girl of 14-15 years of age.*

- Interpretation of the situation : What is happening? *(does the man give or sell the pack of cigarettes to the younger people? etc.)* What had happened? What will happen afterwards?
- If we had to create dialogue for a movie, what would we write? What would be said?
- In your opinion, is it a realistic situation or not? Does it happen often or not? Why?
- What does the young man think? What do the two younger people think?
- What do they feel?
- What do you think of all this?

#4	*In a corner store, a young woman in her twenties buys a pack of cigarettes. She is with a young girl of 14 -15 years of age. We assume that it is for the young girl. The young woman in her twenties says : "I'd like a pack of cigarettes of ..." (looking at the young girl for her approval or response)*

- Interpretation of the situation : What is happening? What had happened? What will happen afterwards?
- If we had to create dialogue for a movie, what would we write? What would be said?
- In your opinion, is it a realistic situation or not? Does it happen often or not? Why?
- What does the woman think? What does the young girl think? What does the store owner think?
- What do they feel?
- What do you think of all this?

#5	*A 14-15 year-old boy and his mother are at a corner store's counter / cash. In the background, we clearly see the sign indicating the legal age to purchase tobacco products.*

- Interpretation of the situation : What is happening? What is the boy thinking when he looks at the sign? What is the mother thinking?
- If we had to create dialogue for a movie, what would we write? What would be said?
- What do you feel about the tobacco law? What is the purpose of this law? Is it a good law? What's good or not good?
- For each of the following situations that I will now describe to you, I would like your reactions. (*Probe on OK 1-10? How often?*) Supposing...
  1) a retailer sells cigarettes to a young person 17 years old? Of 15 old?
  2) an adult gives or sells cigarettes to a young person of 17? Of 15?
  3) a 17 year-old gives or sells cigarettes to another young person of the same age? To a 15 year-old?
  4) a parent gives cigarettes to his/her 17 year-old? To his/her 15 year-old?
  5) one of your friends supplies cigarettes to those who are too young to buy them.

#6	*Two moms are sitting at the kitchen table having coffee. On the table, there is an ashtray and a pack of cigarettes but we don't know who they belong to. The first says : "I give him cigarettes" and the other : "There's no way I'd give him any" In the background, there is a young boy and girl of 14-15 years old who are talking.*

- Interpretation of the situation : What is happening? What had happened? What will happen afterwards? Why?
- If we had to create dialogue for a movie, what would we write? What would be said?
- What are all the arguments in favor of the position *"I give him cigarettes"*? What are all the arguments in favor of the position *"There's no way I'd give him any"?(List on flip chart / Probe well)*

4. SCENARIOS (15 minutes)

GUIDELINES : *I will read to you situations that could happen to you. I am interested in your first reactions, not your second ones... You may very well react differently in reality but what I'm interested in are your reactions here tonight.*

MODERATOR : *Read each scenario and probe for each one :*

1) What would you do if faced with this situation? Why?
2) What would make you accept this request? Refuse it?

1. A young person who can't legally buy cigarettes asks you or your friend who smokes to sell him one.

2. At the entrance of a corner store, a young person you know but who is too young to buy cigarettes asks you to buy him a pack.

3. A young person who is too young to buy cigarettes asks you to buy him some regularly.

4. Your younger 16 year-old brother or sister ask you to buy him or her cigarettes.

5. CONCLUSION (10 minutes)

- To conclude, I will read to you a series of sentences and I would like you to complete them. Do not think too much, I would like to hear what comes spontaneously to your mind :

  1. There are situations where it is better to give a young person cigarettes because ...
  2. There are situations where it is better to refuse to give a young person cigarettes because ...
  3. Parents who give cigarettes to their children do so because ...
  4. I might give cigarettes to younger people if ...
  5. I would never give cigarettes to younger people who ask me because ...
  6. Parents who absolutely refuse to give cigarettes to young people are ...
  7. A young person usually asks one of his parents to give him cigarettes because ...
  8. I think that the most acceptable ways for a young person to get cigarettes are : ...
  9. I think that the least acceptable ways for a young person to get cigarettes are : ...

- Do you have any other comments, suggestions or thoughts that you did not have a chance to mention before and that you would like to say now?

THANK AND CONCLUDE

Project : 574-018 (2)
March 15, 1999
Version 4

DISCUSSION GUIDE

Parent's opinion

CLIENT : Elizabeth Laforest
Health Canada
Tel. : (613) 946-3604

PROJECT DIRECTOR :

- Grégoire Gollin
  Tel. : (514) 844-1127

MODERATORS / ANALYSTS :

- Dany Jolicoeur (A)
  Tel. : (514) 844-1127
- Kyle Braid (B)
  Tel. : (204) 989-8999
- Natalie Gold (C)
  Tel. : (416) 654-6453

NUMBER OF GROUPS : N = 3

DATES, TIMES AND LOCATION :

MONTREAL (A)

CRÉATEC +
208 Pine Avenue East
Tel.: (514) 844-1127

March 17th : 5:30 pm

WINNIPEG (B)

WESTERN OPINION
806 - 213 Notre Dame Avenue
Tel. : (204) 989-8999

March 18th : 8:00 pm

TORONTO (C)

RESEARCH DIMENSION
30 Soudan Avenue
6th floor
Tel. : (416) 486-6161

March 18th : 18:30 pm

1. INTRODUCTION (10 minutes)

This initial stage of the discussion is to establish a level of confidence and a rapport between the moderator and the participants. The persons being interviewed are informed of the purpose of the discussion and what is expected of them.

GUIDELINES

- Word of welcome and introduction of moderator
- Objectives of the research : *"We are going to discuss smoking among young people 12-17 years of age, who are legally too young to purchase cigarettes"* / confidentiality : *"All your answers will remain confidential. Your name will not be communicated to anyone and your opinions will be combined with those of other participants like yourself. The sole purpose is to understand parent's opinions".*
- Role of moderator / one-way mirror / client observing discussion / recording
- Neutrality of moderator (*does not work for the government and is not here to judge anything or anyone but only to listen*).
- Role of participants
- Duration : 1h30
- Are there any questions?

GO-AROUND

- Given name / age
- Occupation / Studies
- Makeup of household
- Age of children
- Place of residence

2. WARM-UP (10 minutes)

- Around you, are there many young people under 18 (19) who smoke or is it uncommon?

  How do they get cigarettes? Is it simple or difficult for them to get them? How does it work? (*Ex.: through friends?*) How? (*Do not overly probe / do not ask if parents provide cigarettes at this moment... probe later*)

- Are there more risky ways than others to get cigarettes? What are the usual ways? Which are the most common? (*Do not overly probe*)

- (*Ask the question and try to obtain responses without overly insisting*) Do you have children who have already smoked at least one cigarette? Who currently smoke, even if only one cigarette from time to time? Do you recall at what age they started? How did they get their first cigarettes?

3. BALLOON-TEST (45 minutes)

<u>GUIDELINES</u> : I will show you a series of drawings, like cartoons. These drawings illustrate a situation. I ask you to use your imagination to describe what is happening, to give life, words, reactions and emotions to the images. Please keep your first reactions to yourself before we discuss them. We will take a few seconds to look them over and then we will discuss them.

1) Show the drawing ***(without explanation / 30 seconds)***

2) Probe and encourage group interpretations

3) Go further into specific information relating to the objectives.

#1	*Standing, in a circle, a group of young people (2 boys and 2 girls) are smoking and exchanging cigarettes in front of a school. Noticeably, they were underage to purchase cigarettes (15-16 years old).*

- Interpretation of the situation : What is happening? What had happened? *(Where are they? Who are they? How old are they? What do they do? Do they exchange cigarettes or do they sell cigarettes to one another? Who exchanges them? Who sells them? etc.)* What will happen afterwards?
- If we had to create dialogue for a movie, what would we write? What would be said?
- In your opinion, is it a realistic situation or not? Does it happen often or not? Why?
- What do these people think?
- What do they feel?
- What do you think of all this?

#2	*The owner of a corner store (a man) refuses to sell cigarettes to a young person aged 15-16 years old. The young person is facing the counter / cash and the cigarette display shelf. The owner says : "I can't sell you cigarettes". There is an empty balloon above the young person.*

- Interpretation of the situation : What is happening? What had happened? What will happen afterwards?
- If we had to create dialogue for a movie, what would we write? What would be said?
- In your opinion, is it a realistic situation or not? Does it happen often or not? Why?
- What does the store owner think? What does the young person think?
- What do they feel?
- What do you think of all this?
- In your opinion, what are all the ways for a young person (*legally too young*) to get cigarettes, being underage of course? *(List on flip chart / Probe well)* To your knowledge, which are most widespread ? Least widespread? Why? What are the benefits and drawbacks of each?

#3	*In front of a corner store, a young man in his twenties holds out a pack of cigarettes to two younger people, a boy and a girl of 14-15 years of age.*

- Interpretation of the situation : What is happening? *(does the man give or sell the pack of cigarettes to the younger people? etc.)* What had happened? What will happen afterwards?
- If we had to create dialogue for a movie, what would we write? What would be said?
- In your opinion, is it a realistic situation or not? Does it happen often or not? Why?
- What does the young man think? What do the two younger people think?
- What do they feel?
- What do you think of all this?

#4	*In a corner store, a young woman in her twenties buys a pack of cigarettes. She is with a young girl of 14 -15 years of age. We assume that it is for the young girl. The young woman in her twenties says : "I'd like a pack of cigarettes of ..." (looking at the young girl for her approval or response)*

- Interpretation of the situation : What is happening? What had happened? What will happen afterwards?
- If we had to create dialogue for a movie, what would we write? What would be said?
- In your opinion, is it a realistic situation or not? Does it happen often or not? Why?
- What does the woman think? What does the young girl think? What does the store owner think?
- What do they feel?
- What do you think of all this?

#5	*A 14-15 year-old boy and his mother are at a corner store's counter / cash. In the background, we clearly see the sign indicating the legal age to purchase tobacco products.*

- Interpretation of the situation : What is happening? What is the boy thinking when he looks at the sign? What is the mother thinking?
- If we had to create dialogue for a movie, what would we write? What would be said?
- What do you feel about the tobacco law? What is the purpose of this law? Is it a good law? What's good or not good?
- For each of the following situations that I will now describe to you, I would like your reactions. (*Probe on OK 1-10? How often?*) Supposing...
  1) a retailer sells cigarettes to a young person 17 years old? Of 15 old?
  2) an adult gives or sells cigarettes to a young person of 17? Of 15?
  3) a 17 year-old gives or sells cigarettes to another young person of the same age? To a 15 year-old?
  4) a parent gives cigarettes to his/her 17 year-old? To his/her 15 year-old?
  5) a friend's parents gives cigarettes to your 17 year-old? To your 15 year-old?
  6) parents establish a zero-tolerance policy towards their 17 year-old who has started smoking? Their 15 year-old who has started smoking?

#6	*Two moms are sitting at the kitchen table having coffee. On the table, there is an ashtray and a pack of cigarettes but we don't know who they belong to. The first says: "I give him cigarettes" and the other : "There's no way I'd give him any" In the background, there is a young boy and girl of 14-15 years old who are talking.*

- Interpretation of the situation : What is happening? What had happened? What will happen afterwards? Why?
- If we had to create dialogue for a movie, what would we write? What would be said?
- What are all the arguments in favor of the position *"I give him cigarettes"*? What are all the arguments in favor of the position *"There's no way I'd give him any"*? *(List on flip chart / Probe well)*

4. SCENARIOS (15 minutes)

GUIDELINES : *I will read to you situations that could happen to you. I am interested in your first reactions, not your second ones... You may very well react differently in reality but what I'm interested in are your reactions here tonight.*

MODERATOR : *Read each scenario and probe for each one :*

1) What would you do if faced with this situation? Why?

2) What would make you to accept this request? Refuse it?

1. Your 15 year-old asks you if he can smoke.

2. Your 15 year-old asks you to give him a few cigarettes.

3. Your 15 year-old asks you if he can accept cigarettes that his friend's parent offers him.

4. Your 17 year-old asks you if he can supply cigarettes to younger people.

5. CONCLUSION (10 minutes)

- To conclude, I will read to you a series of sentences and I would like you to complete them. Do not think too much, I would like to hear what comes spontaneously to your mind :

  1. There are situations where it is better to give a young person cigarettes because ...

  2. There are situations where it is better to refuse to give a young person cigarettes because ...

  3. Parents who give cigarettes to their children do so because ...

  4. I might give cigarettes to younger people if ...

  5. I would never give cigarettes to younger people who ask me because ...

  6. Parents who absolutely refuse to give cigarettes to young people are ...

  7. A young person usually asks one of his parents to give him cigarettes because ...

  8. I think that the most acceptable ways for a young person to get cigarettes are : ...

  9. I think that the least acceptable ways for a young person to get cigarettes are : ...

- Do you have any other comments, suggestions or thoughts that you did not have a chance to mention before and that you would like to say now?

THANK AND CONCLUDE

Projet : 574-018 (1)
15 mars 1999
Version 4

GUIDE DE DISCUSSION

Point de vue des jeunes

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NOMBRE DE GROUPES : N = 10

DATE, HEURES ET LOCALISATION :

MONTRÉAL (A)

CRÉATEC +
208, Avenue des Pins Est
Tél.: (514) 844-1127

15 mars : 16h30 (18-20 ans) et
18h30 (21-25 ans) (garçons)
16 mars : 16h30 (18-20 ans) et
18h30 (21-25 ans) (filles)

WINNIPEG (B)

WESTERN OPINION
806 - 213 Notre Dame Avenue
Tél. : (204) 989-8999

16 mars : 18h00 (18-20 ans) et
20h00 (21-25 ans) (garçons)
18 mars : 18h00 (21-25 ans) (filles)

TORONTO (C)

RESEARCH DIMENSION
30, Soudan Avenue
6ème étage
Tél. : (416) 486-6161

16 mars : 16h30 (19-20 ans) (garçons)
et 18h30 (21-25 ans) (filles)

18 mars : 16h30 (19-20 ans) (filles)

1. INTRODUCTION (10 minutes)

Cette première partie de l'entretien consiste à détendre l'atmosphère et créer un climat de confiance entre l'animateur et les participants. C'est à ce moment que l'animateur rassure les personnes interrogées sur ses intentions et précise ses attentes à leur égard.

CONSIGNES

- Bienvenue et introduction de l'animateur
- Objectifs de l'étude : *"Nous allons parler de tabagisme chez les jeunes de 12 à 17 ans, c'est-à-dire chez les jeunes qui n'ont pas l'âge légal pour acheter des cigarettes"* / confidentialité : *"Toutes vos réponses demeurent confidentielles. Votre nom ne sera transmis à personne et vos points de vue seront combinés avec ceux des autres participants. Le seul but est de comprendre les points de vue des jeunes".*
- Rôle animateur / miroir / observation par le client / enregistrement
- Neutralité de l'animateur (*ne travaille pas pour le gouvernement et n'est pas ici pour juger quoi que ce soit, mais pour écouter*).
- Rôle des participants
- Durée : 1h30
- Des questions?

TOUR DE TABLE

- Prénom / âge
- Occupation / Études
- Composition du ménage
- Lieu de résidence

2. RÉCHAUFFEMENT (10 minutes)

- (*Base projective*) Autour de vous, est-ce que les jeunes de moins de 18 ans fument ou est-ce rare?

  Comment se procurent-ils des cigarettes? Est-ce facile ou difficile d'en avoir? Comment ça se passe? (*Ex. : par des amis?*) Comment?

- Y a-t-il des façons plus risquées que d'autres de s'en procurer? Quelles sont les façons d'en avoir? Quelles sont les plus populaires? (*Ne pas trop sonder*)

- (*Lancez la question et tentez de faire le tour sans forcer*) Avez-vous déjà essayé la cigarette, ne serait-ce qu'une fois? Fumes-tu présentement, ne serait-ce qu'une cigarette de temps en temps? À quel âge avez-vous commencé? Comment avez-vous obtenu les premières cigarettes?

3. BALLOON-TEST (45 minutes)

<u>CONSIGNES</u> : Je vais vous présenter une série de dessins, comme ceux d'une bande dessinée. Ces dessins illustrent une situation. Je fais appel à votre imagination pour décrire ce qui se passe, mettre du mouvement là-dedans, des paroles, des réactions, des émotions. S'il vous plaît, gardez vos premières réactions avant qu'on en discute. On se prend quelques secondes pour regarder et ensuite on en parle.

1) *Présenter le dessin* ***(sans explication / 30 secondes)***

2) *Sonder et encourager l'interprétation collective*

3) *Approfondir les informations spécifiques aux objectifs.*

#1	*Debout, formant un cercle, un groupe de jeunes (2 garçons et 2 filles) fument et se donnent des cigarettes devant une école. Ils n'ont visiblement pas l'âge requis pour acheter des cigarettes (15-16 ans).*

- Interprétation de la situation : Que se passe-t-il? Que s'est-il passé avant? *(Où sont-ils? Qui sont-ils? Quel âge ont-ils? Que font-ils? Se donnent-ils ou se vendent-ils des cigarettes? Qui en donne? Qui en vend? etc.)* Que se passera-t-il après?
- S'il fallait mettre du texte pour un film, on entendrait quoi? Qu'est-ce qui se dit?
- Selon vous, est-ce une situation réaliste ou non? Fréquente ou non? Pourquoi?
- Que pensent ces personnes?
- Que ressentent les personnages?
- Que pensez-vous de tout ça?

#2	*Le propriétaire d'un dépanneur (un homme) refuse de vendre des cigarettes à un jeune de 15-16 ans. Ce dernier fait face au comptoir-caisse et face à l'étalage de cigarettes. Le propriétaire dit : "Je ne peux te vendre des cigarettes". Au-dessus du jeune, il y a une bulle vide.*

- Interprétation de la situation : Que se passe-t-il? Que s'est-il passé avant? Que se passera-t-il après?
- S'il fallait mettre du texte pour un film, on entendrait quoi? Qu'est-ce qui se dit?
- Selon vous, est-ce une situation réaliste ou non? Fréquente ou non? Pourquoi?
- Que pense le marchand? Que pense le jeune?
- Que ressentent-ils?
- Que pensez-vous de tout ça?
- Selon vous, quelles sont toutes les façons pour un jeune de se procurer des cigarettes, sans avoir l'âge requis? *(Lister sur flip chart / Bien sonder)* À votre connaissance, lesquels sont les plus répandues? Les moins répandues? Pourquoi? Quels sont les avantages et les inconvénients de chacune?

#3	*Devant un dépanneur, un jeune homme d'une vingtaine d'années tend un paquet de cigarettes à deux plus jeunes, un garçon et une fille de 14-15 ans.*

- Interprétation de la situation : Que se passe-t-il? *(est-ce que l'homme donne ou vend le paquet de cigarettes aux plus jeunes? etc.)* Que s'est-il passé avant? Que se passera-t-il après?
- S'il fallait mettre du texte pour un film, on entendrait quoi? Qu'est-ce qui se dit?
- Selon vous, est-ce une situation réaliste ou non? Fréquente ou non? Pourquoi?
- Que pense le jeune homme? Que pensent les deux plus jeunes?
- Que ressentent les personnages?
- Que pensez-vous de tout ça?

#4	*Dans un dépanneur, une jeune femme d'une vingtaine d'années achète un paquet de cigarettes. Elle est accompagnée d'une plus jeune fille âgée de 14-15 ans. On présume que c'est pour la jeune fille. La jeune femme de 20 ans dit : "Je voudrais un paquet de cigarettes de ..."*

- Interprétation de la situation : Que se passe-t-il? Que s'est-il passé avant? Que se passera-t-il après?
- S'il fallait mettre du texte pour un film, on entendrait quoi? Qu'est-ce qui se dit?
- Selon vous, est-ce une situation réaliste ou non? Fréquente ou non? Pourquoi?
- Que pense la femme? Que pense la jeune fille? Que pense le marchand?
- Que ressentent-ils?
- Que pensez-vous de tout ça?

#5	*Un jeune garçon de 14-15 ans et sa mère sont au comptoir-caisse d'un dépanneur. En arrière-plan, on voit clairement l'affiche sur l'âge légal pour acheter des produits du tabac.*

- Interprétation de la situation : Que se passe-t-il? Que pense le jeune garçon lorsqu'il regarde l'affiche? Que pense sa mère?
- S'il fallait mettre du texte pour un film, on entendrait quoi? Qu'est-ce qui se dit?
- Que pensez-vous de la loi relative au tabac? Quel est le but de cette loi? Est-ce une bonne loi? Qu'y a-t-il de bon? De moins bon?
- Pour chacune des situations que je vais vous décrire maintenant, j'aimerais vos réactions. (*Sonder OK 1-10? Fréquent?*) Supposez...
  1) un détaillant vend des cigarettes à un(e) jeune de 17 ans? De 15 ans?
  2) un adulte donne ou vend des cigarettes à un(e) jeune de 17? De 15?
  3) un(e) jeune de 17 ans donne ou vend des cigarettes à un(e) autre jeune du même âge? À un(e) autre jeune de 15 ans?
  4) un parent donne de ses cigarettes à son fils (fille) de 17 ans? De 15 ans?
  5) un de vos amis fournit des cigarettes à ceux qui n'ont pas l'âge d'en acheter.

#6	*Deux mères sont assises à une table de cuisine, chacune avec un café. Sur la table, il y a un cendrier et un paquet de cigarettes mais on ne sait pas à qui il appartient. La première dit : "Moi, je lui donne des cigarettes!" et l'autre: "Moi, il n'en est pas question!" À l'arrière-plan, il y a un jeune garçon et une jeune fille de 14-15 ans qui discutent ensemble.*

- Interprétation de la situation : Que se passe-t-il? Que s'est-il passé avant? Que se passera-t-il après? Pourquoi?
- S'il fallait mettre du texte pour un film, on entendrait quoi? Qu'est-ce qui se dit?
- Quels sont tous les arguments en faveur de la position *"je lui donne des cigarettes"*? Quels sont tous les arguments en faveur de la position *"il n'est pas question que je lui donne des cigarettes"*? *(Lister sur flip chart / Bien sonder)*

4. SCÉNARIOS (15 minutes)

CONSIGNES : *Je vais vous lire des situations qui peuvent vous arriver. Je m'intéresse à vos premières réactions, pas les deuxièmes... Ça se peut que vous réagissiez différemment dans la réalité mais ce qui m'intéresse, c'est vos réactions ce soir.*

ANIMATEUR : *Lire chaque scénario et sonder pour chacun :*

1) Que feriez-vous dans cette situation? Pourquoi?
2) Qu'est-ce qui vous ferait accepter la demande? La refuser?

1. Un jeune qui n'a pas l'âge requis pour acheter des cigarettes vous demande à vous ou à votre ami qui fume de lui en vendre une.

2. À l'entrée d'un dépanneur, un jeune que vous connaissez mais qui n'a pas l'âge requis pour acheter des cigarettes vous demande de lui en acheter un paquet.

3. Un jeune qui n'a pas l'âge requis pour acheter des cigarettes vous demande de lui en acheter sur une base régulière.

4. Votre petit frère ou votre petite soeur de 16 ans vous demande de lui acheter des cigarettes.

5. CONCLUSION (10 minutes)

- En guise de conclusion, je vais vous lire une série de phrases et j'aimerais que vous les complétiez. Ne pensez pas trop, je veux entendre ce qui vous vient spontanément à l'esprit :

  1. Il y a des situations où il vaut mieux donner des cigarettes à un jeune parce que ...

  2. Il y a des situations où il vaut mieux refuser de donner des cigarettes à un jeune parce que ...

  3. Les parents qui donnent des cigarettes à leur plus jeune le font parce que ...

  4. Ça pourrait m'arriver de donner des cigarettes à des plus jeunes si ...

  5. Je ne donnerais jamais des cigarettes à un plus jeune qui me le demande parce que ...

  6. Les parents qui refusent absolument de donner des cigarettes à des jeunes sont ...

  7. Habituellement, un jeune demande à un de ses parents de lui donner des cigarettes parce que ...

  8. Pour moi, les façons les plus acceptables pour un jeune de se procurer des cigarettes sont ...

  9. Pour moi, les façons les moins acceptables pour un jeune de se procurer des cigarettes sont ...

- Avez-vous d'autres commentaires, suggestions ou des choses que vous n'avez pas pu dire avant et dont vous aimeriez me faire part?

REMERCIER ET TERMINER

Projet : 574-018 (2)
15 mars 1999
Version 4

GUIDE DE DISCUSSION

Point de vue des parents

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- Kyle Braid (B)
  Tél. : (204) 989-8999
- Natalie Gold (C)
  Tél. : (416) 654-6453

NOMBRE DE GROUPES : N = 3

DATE, HEURES ET LOCALISATION :

MONTRÉAL (A)

CRÉATEC +
208, Avenue des Pins Est
Tél.: (514) 844-1127

17 mars : 17h30

WINNIPEG (B)

WESTERN OPINION
806 - 213 Notre Dame Avenue
Tél. : (204) 989-8999

18 mars : 20h00

TORONTO (C)

RESEARCH DIMENSION
30 Soudan Avenue
6ème étage
Tél. : (416) 486-6161

18 mars : 18h30

1. INTRODUCTION (10 minutes)

Cette première partie de l'entretien consiste à détendre l'atmosphère et créer un climat de confiance entre l'animateur et les participants. C'est à ce moment que l'animateur rassure les personnes interrogées sur ses intentions et précise ses attentes à leur égard.

CONSIGNES

- Bienvenue et introduction de l'animateur
- Objectifs de l'étude : *"Nous allons parler de tabagisme chez les jeunes de 12 à 17 ans, c'est-à-dire chez les jeunes qui n'ont pas l'âge légal pour acheter des cigarettes"* / confidentialité : *"Toutes vos réponses demeurent confidentielles. Votre nom ne sera transmis à personne et vos points de vue seront combinés avec ceux des autres participants. Le seul but est de comprendre les points de vue des parents".*
- Rôle animateur / miroir / observation par le client / enregistrement
- Neutralité de l'animateur (*ne travaille pas pour le gouvernement et n'est pas ici pour juger quoi que ce soit, mais pour écouter*).
- Rôle des participants
- Durée : 1h30
- Des questions?

TOUR DE TABLE

- Prénom / âge
- Occupation
- Composition du ménage
- Âge des enfants
- Lieu de résidence

2. RÉCHAUFFEMENT (10 minutes)

- Autour de vous, est-ce que les jeunes de moins de 18 ans fument ou est-ce rare?

  Comment se procurent-ils des cigarettes? Est-ce facile ou difficile pour eux d'en avoir? Comment ça se passe? (*Ex. : par des amis?*) Comment?

- Y a-t-il des façons plus risquées que d'autres de s'en procurer? Quelles sont les façons d'en avoir? Quelles sont les plus populaires? (*Ne pas trop sonder*)

- (*Lancez la question et tentez de faire le tour sans forcer*) Avez-vous des enfants qui ont essayé la cigarette, ne serait-ce qu'une fois? Qui fument présentement, ne serait-ce qu'une cigarette de temps en temps? À quel âge ont-ils commencé? Comment ont-ils obtenu leurs premières cigarettes?

3. BALLOON-TEST (45 minutes)

CONSIGNES *: Je vais vous présenter une série de dessins, comme ceux d'une bande dessinée. Ces dessins illustrent une situation. Je fais appel à votre imagination pour décrire ce qui se passe, mettre du mouvement là-dedans, des paroles, des réactions, des émotions. S'il vous plaît, gardez vos premières réactions avant qu'on en discute. On se prend quelques secondes pour regarder et ensuite on en parle.*

1) *Présenter le dessin* ***(sans explication / 30 secondes)***

2) *Sonder et encourager l'interprétation collective*

3) *Approfondir les informations spécifiques aux objectifs.*

#1	*Debout, formant un cercle, un groupe de jeunes (2 garçons et 2 filles) fument et se donnent des cigarettes devant une école. Ils n'ont visiblement pas l'âge requis pour acheter des cigarettes (15-16 ans).*

- Interprétation de la situation : Que se passe-t-il? Que s'est-il passé avant? *(Où sont-ils? Qui sont-ils? Quel âge ont-ils? Que font-ils? Se donnent-ils ou se vendent-ils des cigarettes? Qui en donne? Qui en vend? etc.)* Que se passera-t-il après?
- S'il fallait mettre du texte pour un film, on entendrait quoi? Qu'est-ce qui se dit?
- Selon vous, est-ce une situation réaliste ou non? Fréquente ou non? Pourquoi?
- Que pensent ces personnes?
- Que ressentent les personnages?
- Que pensez-vous de tout ça?

#2	*Le propriétaire d'un dépanneur (un homme) refuse de vendre des cigarettes à un jeune de 15-16 ans. Ce dernier fait face au comptoir-caisse et face à l'étalage de cigarettes. Le propriétaire dit : "Je ne peux te vendre des cigarettes". Au-dessus du jeune, il y a une bulle vide.*

- Interprétation de la situation : Que se passe-t-il? Que s'est-il passé avant? Que se passera-t-il après?
- S'il fallait mettre du texte pour un film, on entendrait quoi? Qu'est-ce qui se dit?
- Selon vous, est-ce une situation réaliste ou non? Fréquente ou non? Pourquoi?
- Que pense le marchand? Que pense le jeune?
- Que ressentent-ils?
- Que pensez-vous de tout ça?
- Selon vous, quelles sont toutes les façons pour un jeune de se procurer des cigarettes, sans avoir l'âge requis? *(Lister sur flip chart / Bien sonder)* À votre connaissance, lesquels sont les plus répandues? Les moins répandues? Pourquoi? Quels sont les avantages et les inconvénients de chacune?

#3	*Devant un dépanneur, un jeune homme d'une vingtaine d'années tend un paquet de cigarettes à deux plus jeunes, un garçon et une fille de 14-15 ans.*

- Interprétation de la situation : Que se passe-t-il? *(est-ce que l'homme donne ou vend le paquet de cigarettes aux plus jeunes? etc.)* Que s'est-il passé avant? Que se passera-t-il après?
- S'il fallait mettre du texte pour un film, on entendrait quoi? Qu'est-ce qui se dit?
- Selon vous, est-ce une situation réaliste ou non? Fréquente ou non? Pourquoi?
- Que pense le jeune homme? Que pensent les deux plus jeunes?
- Que ressentent les personnages?
- Que pensez-vous de tout ça?

#4	*Dans un dépanneur, une jeune femme d'une vingtaine d'années achète un paquet de cigarettes. Elle est accompagnée d'une plus jeune fille âgée de 14- 15 ans. On présume que c'est pour la jeune fille. La jeune femme de 20 ans dit : "Je voudrais un paquet de cigarettes de..."*

- Interprétation de la situation : Que se passe-t-il? Que s'est-il passé avant? Que se passera-t-il après?
- S'il fallait mettre du texte pour un film, on entendrait quoi? Qu'est-ce qui se dit?
- Selon vous, est-ce une situation réaliste ou non? Fréquente ou non? Pourquoi?
- Que pense la femme? Que pense la jeune fille? Que pense le marchand?
- Que ressentent-ils?
- Que pensez-vous de tout ça?

#5	*Un jeune garçon de 14-15 ans et sa mère sont au comptoir-caisse d'un dépanneur. En arrière-plan, on voit clairement l'affiche sur l'âge légal pour acheter des produits du tabac.*

- Interprétation de la situation : Que se passe-t-il? Que pense le jeune garçon lorsqu'il regarde l'affiche? Que pense sa mère?
- S'il fallait mettre du texte pour un film, on entendrait quoi? Qu'est-ce qui se dit?
- Que pensez-vous de la loi relative au tabac? Quel est le but de cette loi? Est-ce une bonne loi? Qu'y a-t-il de bon? De moins bon?
- Pour chacune des situations que je vais vous décrire maintenant, j'aimerais vos réactions. (*Sonder OK 1-10? Fréquent?*) Supposez...
  1) un détaillant vend des cigarettes à un(e) jeune de 17 ans? De 15 ans?
  2) un adulte donne ou vend des cigarettes à un(e) jeune de 17? De 15?
  3) un(e) jeune de 17 ans donne ou vend des cigarettes à un(e) autre jeune du même âge? À un(e) autre jeune de 15 ans?
  4) un parent donne de ses cigarettes à son fils (fille) de 17 ans? De 15 ans?
  5) les parents d'un copain donnent des cigarettes à votre jeune de 17 ans? De 15 ans?
  6) des parents établissent un contexte de tolérance zéro par rapport à leur enfant de 17 ans qui a commencé à fumer? De 15 ans?

#6	*Deux mères sont assises à une table de cuisine, chacune avec un café. Sur la table, il y a un cendrier et un paquet de cigarettes mais on ne sait pas à qui il appartient. La première dit : "Moi, je lui donne des cigarettes!" et l'autre : "Moi, il n'en est pas question!" À l'arrière plan, il y a un jeune garçon et une jeune fille de 14-15 ans qui discutent ensemble.*

- Interprétation de la situation : Que se passe-t-il? Que s'est-il passé avant? Que se passera-t-il après? Pourquoi?
- S'il fallait mettre du texte pour un film, on entendrait quoi? Qu'est-ce qui se dit?
- Quels sont tous les arguments en faveur de la position *"je lui donne des cigarettes"*? Quels sont tous les arguments en faveur de la position *"il n'est pas question que je lui donne des cigarettes"*? *(Lister sur flip chart / Bien sonder)*

4. SCÉNARIOS (15 minutes)

CONSIGNES : *Je vais vous lire des situations qui peuvent vous arriver. Je m'intéresse à vos premières réactions, pas les deuxièmes... Ça se peut que vous réagissiez différemment dans la réalité mais ce qui m'intéresse, c'est vos réactions ce soir.*

ANIMATEUR : *Lire chaque scénario et sonder pour chacun :*

1) Que feriez-vous dans cette situation? Pourquoi?

2) Qu'est-ce qui vous ferait accepter la demande? La refuser?

1. Votre jeune de 15 ans vous demande s'il peut fumer.

2. Votre jeune de 15 ans vous demande de lui donner quelques cigarettes.

3. Votre jeune de 15 ans vous demande s'il peut accepter les cigarettes que le parent d'un de ses copains lui donne.

4. Votre jeune de 17 ans vous demande s'il peut fournir les plus jeunes en cigarettes.

5. CONCLUSION (10 minutes)

- En guise de conclusion, je vais vous lire une série de phrases et j'aimerais que vous les complétiez. Ne pensez pas trop, je veux entendre ce qui vous vient spontanément à l'esprit :

  1. Il y a des situations où il vaut mieux donner des cigarettes à un jeune parce que ...

  2. Il y a des situations où il vaut mieux refuser de donner des cigarettes à un jeune parce que ...

  3. Les parents qui donnent des cigarettes à leur plus jeune le font parce que ...

  4. Ça pourrait m'arriver de donner des cigarettes à des plus jeunes si ...

  5. Je ne donnerais jamais des cigarettes à un plus jeune qui me le demande parce que ...

  6. Les parents qui refusent absolument de donner des cigarettes à des jeunes sont ...

  7. Habituellement, un jeune demande à un de ses parents de lui donner des cigarettes parce que ...

  8. Pour moi, les façons les plus acceptables pour un jeune de se procurer des cigarettes sont ...

  9. Pour moi, les façons les moins acceptables pour un jeune de se procurer des cigarettes sont ...

- Avez-vous d'autres commentaires, suggestions ou des choses que vous n'avez pas pu dire avant et dont vous aimeriez me faire part?

REMERCIER ET TERMINER

ANNEX 3

BALLOON TEST
(English and French)



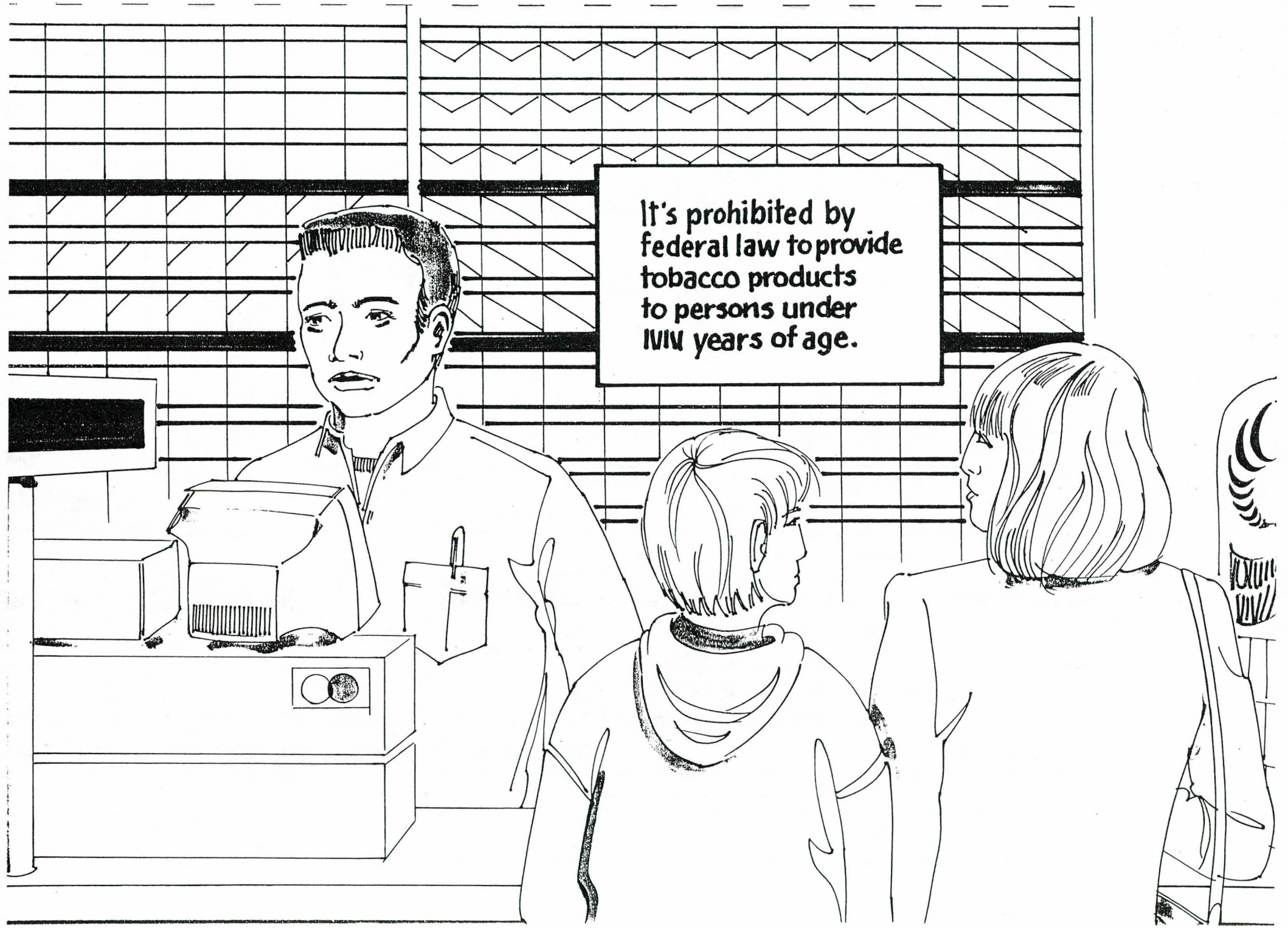

I can't sell you cigarettes.
89


Je ne peux te vendre des cigarettes.
89


Extra
.99


I'd like a pack of cigarettes of...


Je voudrais un paquet de cigarettes de...


It's prohibited by federal law to provide tobacco products to persons under IVIV years of age.


Il est interdit par la loi fédérale de fournir des produits du tabac aux personnes agées de moins de IWV ans.


I give him cigarettes
There's no way I'd give him any.


Moi, je lui donne des cigarettes.
Moi, il n'en est pas question.