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**Focus Group Report to
Health Canada on
Attitudes toward Smoking among
20-24 year-old Males who Smoke
POR-02-55**

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Prepared by: Environics Research Group Limited

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APPENDICES

I. PURPOSE AND METHODOLOGY

Environics Research is pleased to present this focus group report to Health Canada. According to the CTUMS data collected by Health Canada, the prevalence of smoking is higher among Canadian males age 20 to 24 than among any other group. The purpose of this research was to explore the attitudes and perceptions of this segment of smokers to provide insights into the factors that might explain this high level of prevalence.

A series of six focus groups were conducted in August, 2002. Two were held in each of the following cities: Toronto (August 6), Halifax (August 8) and Montreal (August 20). The participants in the focus groups were male between the ages of 20 and 24 who smoked at least occasionally. Two of the sessions were with students, two were with white-collar workers and two were with blue-collar workers. The groups were apportioned as follows:

Toronto	Halifax	Montreal
Students	Students	Blue collar workers
White collar workers	Blue collar workers	White collar workers

The discussion agendas used in the groups can be found in the Appendix at the conclusion of this report along with the creative materials tested.

II. DETAILED FOCUS GROUP FINDINGS

1.0 PARTICIPANTS SELF-DESCRIPTION

At the start of each session, the participants were asked to write down a few words that described their personalities and their attitude towards life.

The participants used a variety of words to describe themselves. Several themes emerged. In all three cities, there was a large segment of young men who saw themselves as funny, fun-loving, laid back, relaxed, and “nice guys”. These men wanted to enjoy themselves and to enjoy life.

- Take one day at a time, laid-back, easy-going (Toronto, Student)
- Easy-going, fun (Toronto, White collar)
- I enjoy life and have a relaxed attitude (Toronto, Student)
- Carefree (Halifax, student)
- I’m outgoing and friendly with my peers (Halifax, blue-collar)
- Un gars qui aime la vie et qui vive sa vie au jour le jour (Montreal, white-collar)
- Ne me stress pas pour rien (Montreal, blue-collar)

A smaller segment in many of the groups was more cynical and contrarian and described themselves as cynical, sceptical, sarcastic or pessimistic.

- Pessimistic optimist (Toronto, white-collar)
- Cynical, sarcastic, observant (Toronto, white-collar)
- Sceptical (Halifax, student)

The patterns of response among the Halifax and Toronto participants were similar. To the extent that there was a difference, it could be summed up that more of the Halifax participants described themselves as being funny and having a good sense of humour, while more Torontonians described themselves as hard working and trustworthy.

- I am a very fun person, I like to make people laugh (Halifax, student)
- Funny, out-going (Halifax, blue-collar)
- I’m a funny, fun-loving guy who likes to party (Halifax, blue-collar)
- Busy, responsible (Toronto, student)
- Loyal, trustworthy (Toronto, student)
- Honest, hard worker, trustworthy (Toronto, student)
- Hardworking (Toronto, while collar)

A third theme, that of seeking and enjoying intense experiences, both physical and emotional, emerged most strongly in the Montreal groups, although there were some references to being adventurous, having an active lifestyle, or wanting to party every day in other groups as well. In Montreal, some mentioned a desire for risk-taking behaviour.

- I would love to be able to party every day (Halifax, blue-collar)
- Adventurous, like to try new things (Halifax, student)
- Personne de Party, de gang, aime le risque, Rock and Roll (Montreal, blue-collar)
- Une personne qui aime l'Action (Montreal, blue-collar)
- J'aime tout ce qui est intense, j'adore le risqué (Montreal, white-collar)

Whether describing themselves as laid-back and easy-going, or intense and passionate, most participants saw themselves as sociable, out-going, friendly men who like to spend time with their peers and friends, have fun and enjoy themselves.

It is interesting to note that while many participants in all groups described themselves as easy-going, laid-back, or taking life one day at a time, several suggested, in the course of the discussion groups, that they were experiencing considerable stress. This was perhaps most clearly indicated by the numbers who mentioned stress relief as one of their reasons for smoking cigarettes.

2.0 SMOKING BEHAVIOUR

2.1 Quantity and Frequency

Most participants in Toronto and Halifax smoked between a half a pack and a full pack of cigarettes a day. Most Montreal participants were moderate smokers, smoking around ten cigarettes per day. One or two participants mentioned that on occasion, if they were very "stressed", they might smoke more than a pack a day, but that was described as being quite rare. It was notable that in this group, regular smoking meant about a pack a day; it rarely meant more than that.

The vast majority of participants also reported that they smoked cigarettes on a daily basis, which is to say that they smoked at least one cigarette a day. A couple of men in the two student groups were "occasional smokers" who only smoked a few times a week when they were in social situations, such as bars. Several Montreal participants were also occasional smokers. (This is consistent with CTUMS data, which indicates that the prevalence of "occasional smoking" is relatively low compared to the prevalence of regular, daily smoking.) A couple of Halifax participants said they might sometimes go without cigarettes for a day if it was near the end of the month and they were short of money. Several of the Montreal men also indicated that they sometimes did not smoke for a few days if they were short on cigarettes.

2.2 When Started Smoking and Why

The overwhelming majority of participants started smoking when they were in their early or mid-teens. Most mentioned the ages of 14, 15 or 16. None started smoking for the first time when they were in their early 20s.

The reasons given for starting to smoke were quite varied and included the following:

- I was curious about it
- Gave me an excuse to take a break from school
- When I was 14, a group of girls I wanted to impress smoked
- Friends were doing it
- Parents were smoking so I copied them
- Felt stressed out and heard that smoking could help
- It felt cool to break the rules as a 14 year old
- Liked the head rush
- It was a way to strike up conversation in high school
- Stress relief, keep stress down, way to relax
- When I was 14 the prices went way down so it was easier to try it out.
- Wanted to fit in
- Older brother/sister gave them to me
- Wanted to hang out with the guys
- Everyone else was smoking
- To rebel against parental authority

The most prevalent reasons for starting were curiosity, wanting to impress girls or other guys as a young teen, wanting to break a rule, wanting to find a way to reduce stress, and being encouraged by older siblings or parents. Some mentioned being jealous of how smokers could go out for smoke breaks at school or at part-time jobs and socialize with one another, and smoking seemed a good way to fit in with people. In Montreal, some mentioned smoking cigarettes as a way to become accustomed to smoking marijuana.

Montreal participants were more likely to say that the pressure of various social contexts, rather than any particular aspects of their own personalities or values, was the biggest factor in their starting to smoke. They tended to blame their continuing to smoke on addiction: "la dépendance s'installe, c'est un automatisme."

It was notable that even though we know statistically that at any given time a large majority of youth are non-smokers, most participants were convinced that in fact the vast majority of other young people smoked.

2.3 Where Smoking Takes Place

The young male participants reported smoking in a variety of locations. Many reported that they smoked wherever they were able to. This included at home first thing in the morning, at a bus stop or when waiting for someone, at school when wanting to take a break and go outside, in a bar or pub or coffee shop, or in a car while driving. Most reported smoking at home though there were some who said they did not like the smell of tobacco at home and would smoke on a balcony or in the back yard. Blue-collar workers reported smoking on the job as well, since they faced little or nothing in the way of restrictions on their smoking behaviour. The few participants who were occasional smokers reported that they would usually smoke in a bar or dance club while drinking.

In Montreal, where moderate smoking was predominant, several participants said that they smoked predominantly in smoking-only areas, and many did not smoke in enclosed places. Both white-collar and blue-collar workers tended to smoke while on break, and viewed these breaks as social occasions. Some said that they smoked less when at work. Most said that they were mindful of non-smokers and were willing to accept limitations on their smoking

2.4 Changes in Smoking Behaviour Over Time

When asked about changes in their smoking behaviour over the past few years, participants reported a variety of patterns. Some said that from the time they started smoking they rapidly progressed to a pack a day habit and hadn't changed their habit much since then. Others had already quit for periods of time and then started again. Some started smoking again when they began working in situations where they wanted to be able to have "smoking breaks with their co-workers". There was no pattern in the transition from being an occasional smoker to being a regular pack a day smoker.

There was also little clear pattern in terms of recent changes in smoking behaviour. Some were smoking less now because they were working in places where smoking was restricted. Others were smoking more now because they had more money to buy cigarettes and they were now legally able to drink and buy cigarettes. There are clearly various forces pulling smokers in different directions at this age. They wanted to cut down on smoking because they were at an age where it was no longer "cool" to smoke and they were cognizant of the health risks. They were also pushed to cut down by the fact of smoking restrictions in white-collar environments and schools. The increasing cost of cigarettes was also making some of them think twice about smoking – not because they couldn't afford it but because they did the math and realized how much it was costing them per month.

At the same time, other external factors led some to smoke more at this age. They had more money to buy cigarettes than they used to have, they were not subject to any parental rules about smoking, and they were legally able to drink which placed them in an environment where smoking was ubiquitous. Many felt under ever more stress and they felt more inclined to deal with it by having a cigarette. A couple of participants also reported that they used to be more athletic as teens and smoked less but that this had now changed and they had more free time to fill by smoking.

2.5 When People Smoke and How It Feels

Most participants reported that their first cigarette of the day was usually first thing in the morning either when they woke up or with their morning coffee or right after breakfast. Several commented that they kept an ashtray and cigarettes on a night table by their bed. They spoke of how they liked having that cigarette in bed in the morning as a way to slowly get up and think about what they had to do that day. A couple of participants reported having their first cigarette later in the day after a large meal or when they were on their way to work.

Participants expressed diverse feelings when asked to describe how they felt with their first cigarette. Some talked of how the cigarette would make them feel relaxed and how it signalled the start of a day for them. Others said it made them feel “shitty” and that they sometimes felt a bit sick from their first cigarette of the day but that they also felt that they had to have it due to their addiction to nicotine. As one participant in Halifax mentioned “smoking stops being cool when you wake up in the morning and cough up a bunch of phlegm”. Several others said that they really felt nothing when they had their first cigarette and that it was really just a reflex or a routine that they did not think about at all.

2.6 How Seasons Affect Smoking

Most participants reported that they smoked consistently throughout the year. A significant minority mentioned that they smoked a bit less in the winter because it meant going outside in very unpleasant weather. This was a factor for some who did most of their smoking outdoors – either in their back yard or outside their school or workplace. In contrast, a couple of participants said they smoked a bit less in summer because very hot humid weather made them less likely to want to smoke. In Montreal, participants mentioned smoking less when engaged in sports. Most, however, said that their addiction to smoking was strong enough that a factor like extremes of weather had little impact on their smoking.

2.7 Smoking Alone or in Social Situations

Almost all participants in Halifax and Toronto reported that they smoked both alone and with others. Only a few participants in these cities described smoking as something confined to social situations. For most smokers in this age group, the routines and habits associated with smoking were both solitary and social. For example, the vast majority had their first cigarette in bed in the morning or with their morning coffee and most liked to have a cigarette when they needed to “chill out” by themselves and think about something. At the same time, there were common contexts for smoking that were linked to social situations. This included joining others at school or work for a smoking break or having a cigarette with a drink or coffee with friends.

In Montreal, a number of participants reported that smoking was primarily a social activity for them, although several smoked alone when feeling stressed. They smoked cigarettes at parties, with friends, when drinking or while smoking pot. Smoking made it easier for them to socialise, and offered occasions and means of meeting others (taking smoke breaks, smoking together outside a building, asking for a light).

It is notable that several participants commented that smoking started for them as something they did in a social setting in order to gain acceptance or to make a statement in front of others but had evolved into a habit that was increasingly solitary. Most smokers now needed a certain amount of nicotine in a day that they will get it regardless of whether they were alone or with others.

2.8 Social Environment for Smoking at Work/School

There was no question that participants were very cognizant of restrictions on their smoking behaviour. They were all able to quickly enumerate all the places where smoking was restricted: offices, public transit, school property, restaurants, other peoples' homes, taxis, etc. Some told anecdotes of places such as Hamilton or Bedford, NS where they had heard that smoking had even been banned on city streets. They clearly felt increasingly under pressure and pushed further away from where they live, work or go to school. It was pointed out that even some bars were starting to get restrictive. Several were still adamant that whatever restrictions there were, they and other smokers would still find ways around them and find places to smoke.

Most participants had trouble describing their workplace or school in terms of the social environment for smoking. There was no question that the official rules were definitely anti-smoking in most cases, but several mentioned that they quickly found a niche among other smokers and that within this group it was often a very friendly social atmosphere where they could all go out together for a smoke and take breaks together. In a university setting such as at Dalhousie it was described as being quite “uncool” to smoke, but many of the students were at community colleges and trade schools where there were many smokers who went out for smoking breaks together. In some workplaces there was a sense among managers that smoking was bad for the work ethic since it led to people taking more breaks.

Few participants had had many experiences where they had been asked not to smoke, but this was largely because they saw themselves as being respectful of non-smokers. All participants agreed that they would never smoke in someone else's home without asking permission. Some had been asked not to smoke by parents or friends or family but this was more in the context of concern for the smoker's health than someone not wanting to be bothered by the smoke. The smokers in these sessions felt that they knew the rules about where they could and could not smoke and so they did not put themselves in situations where they would be asked not to smoke.

2.9 Reaction to a Banning of Smoking in Bars

Participants were asked about how they would react if smoking were banned altogether in bars and pubs. Interestingly, in every group it was difficult to get the participants to talk about their own personal reactions to this as they only wanted to discuss the negative economic impact it would have on the bar business. They assumed that the vast majority of people who went to bars were smokers and that if smoking were banned and enforced, it would drive many bars and clubs into bankruptcy.

In Montreal, most participants saw drinking and smoking as activities that belong together, and were very resistant to the idea of such a ban: "La cigarette et la bière, ça va ensemble."

When they did focus on their personal views, there was a mix of reactions. A minority – mostly made up of students (Toronto and Halifax) said that this might be a good thing, as it would help to push them to quit by removing the temptation to smoke while drinking. A couple also said that this would make them feel even more "dirty and unwanted" than they already feel. Some suggested that if smoking had never been allowed in bars in the first place they might never have started smoking. Most however said that they would be quite "pissed off" or irritated and that they were sceptical as to whether a regulation like this would ever be strictly enforced. Some said that they would just invite people to their homes to drink and smoke or they would smoke outside on patios (at least in summer). Most Montreal participants were strongly opposed, calling such a ban "pas logique, inacceptable."

3.0 REASONS FOR SMOKING

3.1 Main and Secondary Reasons for Smoking

Participants gave two main reasons for smoking: they were addicted and it was a way of relieving stress. It was pointed out several times that the stress relief was actually related to the addiction since in many cases a cigarette was smoked to reduce the stress of not having a cigarette. In each group in Halifax and Toronto, at least half of the participants described addiction or "habit" as the main reason for smoking; many participants in Montreal also mentioned addiction or dependence. The second most common reason was to relieve stress and to relax and "calm down". Several participants talked about when they first started smoking they did it to get a "buzz" from the cigarette and to impress people. These were rarely cited as reasons now. A couple of people also said that the main reason they smoked was that it was a habit anytime they were having a drink.

Secondary reasons that were given by some included the idea that smoking was a way to "kill time" when bored or that it was something to do with their hands when they were fidgety or that it was just a habit that people didn't even think about. A number of participants also mentioned smoking as a way to have a break from whatever they were doing, or to have an excuse to go outside. Some had specific triggers and smoked after a meal or after sex. Some mentioned that smoking helped them concentrate on work or studies.

3.2 Enjoyability of Smoking

Participants were often conflicted about whether or not they enjoyed smoking. Some described it as a "love/hate" relationship. They enjoyed the relief they got from the stress of craving a cigarette and not having one. Smoking caused stress that you then needed a cigarette to alleviate. Some said that a cigarette was relaxing and calming. Others hated themselves for needing a cigarette and said it made them sick and wished they could stop. Several didn't like the taste but liked the sensation of having a cigarette or of hating how it made them feel when they coughed up phlegm, but also craved the feeling of relief of having a smoke. Essentially, they often enjoyed the immediate sensation of feeding their addiction, but also wished that they weren't smoking in the first place. A couple said that they hated smoking but were addicted.

There were clearly certain sensations associated with smoking that most participants enjoyed. Most enjoyed the head rush they felt when they first smoked, even though this was no longer something they experienced. Some of the words used to describe the sensation of smoking were "anticipation", "reward" and "relief". Smoking was also seen by some as being a way of staving off hunger and of keeping awake. Some said that their favourite thing about smoking was how it symbolized having free time to themselves and was a good way to have something to do with their hands. No one seemed to relish the idea that they were doing something risky and dangerous. It was pointed out this might motivate people to smoke when they were 12 or 13 but not when they were in their 20s.

3.3 Socializing as a Smoker

Many participants in all cities said that being a smoker made it easier for them to socialize with others. Montrealers and students in Toronto talked of how by virtue of smoking they were able to meet other people at school and in bars and dance clubs. When you are a smoker you can ask people for a light, you can ask someone for a cigarette, you can go to a smoking area outside a building and quickly strike up a conversation with other smokers. If you are a non-smoker, there is nothing equivalent to this. They reminisced about how in high school, if they felt lonely, all they had to do was smoke and they could instantly connect with other smokers. The blue-collar workers in Halifax also spoke of the advantages of smoking in this way. Many of the people they knew in their workplaces also smoked and they had an opportunity to go out for a smoke and chat. It was clear that regulations against smoking in schools and workplaces also had the effect of creating social spaces for smokers to meet and socialize.

White-collar workers in Toronto and the students in Halifax were less likely to feel this way. There were only a few in each of these groups who thought that being a smoker helped them to socialize for the reasons described above. More often they said they did not like to ask for a cigarette or a light and while this may have been so in high school it was less so now.

It was clear that in many ways smokers and non-smokers are in two solitudes and travel in different social circles. Most smokers think that most people smoke and they surrounded themselves with other smokers. A smaller number felt more like a beleaguered minority.

4.0 REASONS NOT TO SMOKE

4.1 Strongest Reasons Not to Smoke

By far the most common reason that participants named for not smoking was the health issue. The best reason not to smoke was to avoid premature death and cancer. In each group at least one person said, "because it kills you!" Some also mentioned the more immediate effect on health such as not being able to run as fast and being short of breath. Some also specifically mentioned cancer in their family or coughing a lot. Only a couple of participants mentioned non-health related reasons as being the main reason for not smoking, including bad odours or the cost or even just the idea of being addicted to something.

4.2 Other Reasons

Participants were also asked about the importance of specific reasons for not smoking.

- **Cost**

Participants were divided as to whether the cost of cigarettes was a good reason to quit. Some said that if they wanted to smoke they would do so regardless of price. At least half did say that the cost of smoking was a good reason to quit. Some talked of how the recent price increases had made them stop and think and add up the monthly or annual cost of smoking. A number of participants also talked about how the fact that when they started smoking seven years ago cigarettes were much cheaper due to the tax cuts and that this had made cigarettes much more accessible to them. If cigarettes had been as expensive they might never have started. Participants in Montreal, where many were moderate or occasional smokers, were less likely than those in Toronto and Halifax to say that cost was important.

- **Health**

As was mentioned above, this was the overwhelming reason given for quitting smoking. When smokers mentioned health reasons as their main reason for quitting smoking they were almost always referring to the issue of cancer or heart disease. Another aspect of the health rationale was the immediate impact of smoking on lung capacity, athletic performance and the general feeling of ill-health. Several participants mentioned that they were disturbed by how their ability to "run up a flight of stairs" had been impaired by smoking. Some also mentioned their disgust at coughing up phlegm in the morning and coughing in general as other reasons for not smoking. One participant in Toronto mentioned avoiding any pack that included the message "smoking causes impotence".

- **Family**

None of the participants had children themselves, but as mentioned above, most said that they would quit once they started a family and that they would not want to set a bad example by smoking in front of children or expose them to second hand smoke.

Parents and siblings were less of an issue. Most participants either did not have younger siblings or if they did they were also over 18. Several also reported having learned to smoke from their own older siblings. One or two participants in each group mentioned wanting to avoid setting a bad example for younger siblings but this did not appear to be a major motivation not to smoke; it was more an issue of not smoking in front of them. As far as parents were concerned, many participants said they came from smoking families and that their parents smoked. Some said that they avoided smoking in front of parents but in some cases this was an extension of their policy of not smoking in other peoples' homes.

- **Relationships with women**

Participants had mixed views as to whether or not smoking had a detrimental effect on their relationships with women and whether this was a reason not to smoke.

Participants in Toronto were most likely to feel that they had to hide the fact that they smoked from women they might be interested in. Although it was mentioned that many women smoked as well, it was still regarded as something that could limit dating possibilities since many women disapproved of men who smoked. In Halifax, participants felt that there were plenty of women who smoked and that they did not feel that this was much of an issue. Nonetheless, some participants mentioned that while smoking was not an issue when meeting women in dance clubs and bars, it might be an issue when going out with someone who might be the kind of person they would want to start a family with. Some participants mentioned that when they first started smoking in their early teens they had been trying to impress girls but now smoking was at best a neutral factor in making an impression on women and it was certainly not an asset.

The one discordant note to these observations was the fact that smoking was still seen to be an "ice-breaker" when approaching women. It may not be something that is attractive to women in and of itself, but by virtue of smoking, a man can offer a woman a light and can also hold a cigarette and feel less self-conscious.

- **Impact on physical appearance**

There was little mention of the impact of smoking on physical appearance as a reason for not smoking. There was some mention that smoking sometimes prevented weight gain but this was seen as a more of an issue for women. There was some mention that smoking could make teeth yellow but participants quickly pointed out that this could be remedied with teeth whiteners. It was clear that men between 20 and 24 are less likely to be motivated to stop smoking out of concern for their physical appearance.

5.0 SMOKING INTENTIONS FOR THE FUTURE

Attitudes Towards Quitting

The majority of participants in all groups said that they intended to quit smoking some day. Only a couple in each session thought they would always smoke. Even these non-quitters hoped that they might quit someday but felt that realistically they were too addicted to be able to quit.

The time when most thought they would quit is when they get into a serious relationship or when they start a family. Many talked of how they expected that once they were in their late 20s they would move away from going to bars and clubs and would have to be more responsible for themselves and for others. Most said that they would not want to start a family in a smoking household and that they would quit if they had children on the way or after getting married.

When asked what would make them quit in the future, the most common response was having children. Other things that might make them quit would be seeing a close family member die of a smoking related cancer and more increases in the cost of cigarettes. In Montreal, many also thought that they would quit by the age of 30 for health reasons.

Succeeding in meeting a difficult challenge may be another, more personal, reason for quitting. It may be the reflection of a change of attitude toward life in general and a manifestation of a capacity to meet certain personal objectives.

Almost all participants in Toronto and Halifax had tried to quit smoking already, with varying degrees of success. Some participants had already quit for months or years at a time and others had managed to go a couple of days without a cigarette, but found it too difficult to go on. The fact that so many of the participants in these groups had already tried to quit is further evidence of the fact that by the time men are in their early 20s, smoking is no longer something they want to do. It is an addiction.

Similarly, these participants almost unanimously acknowledged that quitting smoking was going to be difficult. It was pointed out that if quitting were not difficult, none of them would be smoking at all anymore. They also spoke in many instances of how when they first started smoking, nothing could have prepared them for how addictive smoking would become. Some spoke of how crabby and unpleasant they had been the last time they had tried to quit. They know it will be hard, but most are also quite confident that they will be able to do it.

In Montreal, most of the occasional smokers said that smoking was not a problem for them, and that they did not expect to have difficulty quitting if they chose to do so. Most of the regular smokers in Montreal, however, acknowledged an addiction to cigarettes and said they would like to be able to quit. On the other hand, the same participants said they enjoyed the social activities and environment where smoking happens. They added that these social situations were important for them and they could hardly imagine them without a cigarette.

6.0 IMAGES OF SMOKERS AND NON-SMOKERS

Participants in all groups were shown a series of pictures of young men and asked to indicate which they thought were pictures of smokers and which were pictures of non-smokers. Those in Toronto saw only the first 11 pictures; the 12th picture was added for the Halifax and Montreal groups.

Overall, most participants identified six photos as pictures of smokers – photos 3, 4, 5, 6, 7 and 11 - and four as pictures of non-smokers – photos 1, 8, 9 and 12. Opinion in the groups was divided on photos 2 and 10. These assessments were fairly consistent across all six groups.

	Description	Smoker	Non-smoker
1	Asian man in lab coat	11	38
2	Fireman holding axe	24	27
3	Longhaired man with straw hat	36	13
4	Man in jeans and t-shirt painting a house	40	6
5	Man with Mohawk haircut	46	2
6	White collar worker on phone	31	15
7	Black and white picture of a "Goth"	47	3
8	Blond man in blue top on a talk show	16	33
9	Asian man with woman	7	43
10	Man wearing hard hat with chainsaw	28	22
11	Man with wet hair and 5 o'clock shadow	43	7
12	Man in shirt and tie with glasses	7	25

Participants' reasons for their decisions were also consistent across all six groups.

1. Asian man in lab coat

Most participants said this was a picture of a non-smoker. Many interpreted his job as being the health care field, and therefore he was less likely to be a smoker. Those who thought he was a smoker said they thought he looked "stressed out" or commented about the stress of a job dealing with chemicals.

- (Non-smoker) He works in a lab, works with medicine
- (Non-smoker) Il a l'air d'un scientifique donc il doit savoir les produits qu'il y a dans la cigarette. Il ne fume pas ce gars-là.
- (Non-smoker) Working in a lab, he would know what's in a cigarette

2. Fireman holding axe

Participants were divided in their assessments of this picture. Many said that the subject was a firefighter, and hence was unlikely to smoke, both for reasons of physical fitness, and because of experience with fires set by careless smokers. Others felt that as a firefighter, the subject would smoke because of the stress of the job, or because he would have a lot of time on his hands. A few participants thought the subject's occupation was a coal miner or possibly a soldier; these participants tended to say the subject smoked.

- (Smoker) C'est vrai qu'il n'y a rien d'autre à faire. Ils sont toujours assis dans les casernes en dehors.
- (Non-smoker) He couldn't do his job if he was a smoker
- (Non-smoker) He's got to have stamina and strength to do his job
- (Non-smoker) Et il a vu trop de feux allumés par la cigarette.

3. Longhaired man with straw hat

Most participants identified this subject as a smoker. They tended to describe the subject either as a farm-boy or as a hippie. Most of those who called the subject a farm-boy identified him as a smoker, although some thought that someone living on a farm, in the outdoors, would adopt a healthy lifestyle and not smoke. Among those who called the subject a hippie, some thought that not smoking would be part of a vegetarian, socially conscious lifestyle; others thought that he was almost certainly "smoking something," and that smoking tobacco is often part of smoking marijuana.

- (Non-smoker) Non-fumeur, il a bon teint. Il a un regard vif, il a l'air en santé, nature
- (Smoker) Moi je dis joint et cigarette. Quelqu'un qui fume un joint va fumer une cigarette
- (Non-smoker) Greenpeace, tree-hugging, 'don't smoke around me'
- (Smoker) Long hair, the hat

4. Man in jeans and t-shirt painting a house

Most participants saw this subject as a smoker. The most frequent reason given was that he was a painter – a skilled trades worker – and participants in all groups associated this occupational class with higher rates of smoking.

- (Smoker) He's a pack and a half a day guy, like most people who work outside, carpenters, plumbers...
- (Smoker) C'est sûr que c'est un fumeur. La construction... Les gars manuels, je pense qu'ils le sont tous.

5. Man with Mohawk haircut

Most participants strongly associated the punk lifestyle with clubs, bars, smoking and other drug use.

- (Smoker) C'est un punk. Ils fument tous.
- (Smoker) He smokes everything
- (Smoker) It goes with the territory

6. White collar worker on phone

Most participants identified this subject as a smoker. They described him as a highly stressed professional who needed cigarettes to survive in his job. Some thought he might also be a cocaine user. Those who did not see this subject as a smoker described him as professional and focussed on his job. Some interpreted his position as a highly paid one, and thought that, as a wealthy and probably health-conscious person, he was unlikely to be a smoker.

- (Smoker) For sure, stress at work
- (Smoker) He's dying for a cigarette

7. Black and white picture of a "Goth"

As with the picture of the punker, most participants associated the Goth image with rebellion, music, clubs, bars, drinking, smoking and drugs. Some said that he "doesn't care."

- (Smoker) Ça doit être un gars de musique qui aime «tripper». Fumeur. Ça va avec son style.

8. Blond man in blue top on a talk show

Most participants associated the man in this picture with sports and an active lifestyle, and identified him as a non-smoker. A few thought his physical appearance – particularly his hair and his somewhat unkempt looks – suggested that he would be a smoker.

- (Non-smoker) Looks like a surfer
- (Non-smoker) Il a l'air d'un sportif
- (Non-smoker) Wearing a Reebok shirt, looks healthy, maybe a soccer player
- (Smoker) Bags under his eyes, slumped in his chair, dead to the world, the way I feel most of the time.

9. Asian man with woman

Most participants saw this man as a non-smoker. The presence of the woman in the picture – participants were unclear as to whether it was his wife or his daughter – identified him as a “family man,” and hence someone less likely to be smoking. Some felt that he had been a smoker but that either his wife had made him quit, or he had quit so as not to be a bad example for his daughter. This interpretation seemed to reflect the belief of many participants that they themselves will quit when it comes time for them to settle down and have a family.

- (Non-smoker) Vie rangée

10. Man in hard hat with chainsaw

Opinions were mixed with respect to this picture. Some thought that the man in the picture was a construction worker – a “hard-hat” – and that like other manual labourers, he would likely be a smoker. Others thought that his healthy appearance and his outdoor work environment suggested a non-smoker.

- (Smoker) On a construction site, everyone smokes.
- (Non-smoker) Outdoorsy, physical

11. Man with wet hair and 5 o'clock shadow

Most participants thought this was a picture of a smoker. Their assessment was based primarily on appearance.

- (Smoker) C'est un artiste rock'n'roll
- (Smoker) Looks like a guy who'd reach for a pack first thing in the morning
- (Smoker) Looks like one of the Trailer Park Boys
- (Smoker) He doesn't care about his appearance

12. Man in shirt and tie with glasses

Most participants saw this subject as a non-smoker, based both on his clean-cut appearance and on his business attire. (Note that this picture was not shown to participants in Toronto.)

(Non-smoker) A professional, he would look down on smoking

(Non-smoker) Teeth too white

(Non-smoker) Clean-cut businessman with good hair – he can't smoke, it's society's status quo

Stereotypical images of smokers

Appearance was mentioned by many participants as a reason for their assessment of a subject's smoking status. Many of the subjects identified as smokers were described as being not caring about their appearance, having long hair, or looking as though they had just woken up and were looking for their first cigarette. Non-smokers were often described as clean-cut or healthy-looking.

- Il est trop « clean cut ». (#1, non-smoker)
- C'est un fumeur, c'est un «tough». (#2, smoker)
- Je le vois fumeur, les cheveux longs. (#3, smoker)
- Clean-cut guy (#6, non-smoker)
- His hair, looks like he just rolled out of bed (#8, smoker)
- He looks healthy (#10, non-smoker)
- Looks too good (#12, non-smoker)
- Si tu regardes les photos, on a tendance à dire que les **numéros 3-5-11** sont **fumeurs** parce qu'ils sont un peu plus pouilleux, cheveux longs ou rasés. Qu'ils ont une tendance au laisser-aller.

Many participants mentioned stress when discussing their impressions of the subjects. A subject appearing to be in a stressful occupation was frequently thought to smoke in order to relieve stress. As well, subjects that appeared to be experiencing stress, based on a participant's interpretation of their expression or body language, were also identified as smokers.

- Il n'a pas l'air stressé. (#1, non-smoker)
- Il doit « puffer ». Il est sur le gros stress, dans les finances. (#6, smoker)
- A lot of firemen smoke, they've got a lot of stress (#2, smoker)
- He's stressed out of his mind. (#6. smoker)

Some participants also mentioned relationships between smoking and occupational class or socio-economic status. Most agreed that blue collar or manual workers were more likely to smoke, and that professionals and wealthy people were less likely to smoke. This perception was shared by all three segments of young male smokers – students, white-collar workers and blue-collar workers.

- If he's working outside, he's a smoker
- Blue collar workers, they work with hazards all the time, they don't care
- Les cols bleus finalement, ça fument. Plus que les cols blancs
- Smoking is dirty, so you kind of think that dirty people smoke
- Rich people don't smoke, they have everything they need

III. CONCLUSIONS AND IMPLICATIONS

The main purpose of the focus group research was to explore the attitudes and perceptions of young adult male smokers, with a view to examining factors relevant to their high prevalence of smoking. The research, however, does suggest some themes that may be useful in a social marketing campaign, in developing programs directed at this group, and in policy directions.

- The Health Issue

For young adult male smokers, smoking is no longer cool; it is now recognized by this group as a bad habit or an addiction. Of all the reasons to quit, health concerns are by far the most important. The concerns are both long term (cancer, death) and short term (physical stamina). In a social marketing campaign, the health theme might be utilized with "substitution" themes - like engaging in physical exercise instead of smoking when one feels "bored," "stressed," or as a substitute for the "buzz" of tobacco.

- The Quitting Issue

Surprisingly, most young adult male smokers have already tried to quit, and most intend to quit some day. Cessation themes such as "quitting takes practice," "why not quit now?", or "move up the quit date" should resonate well with this group.

- Rules and Regulations

It is clear that the new freedoms experienced by this age group (fewer or no parental rules and regulations, the freedom to go to pubs and bars, living on one's own, more money) facilitate smoking, both alone and in social situations. Increasing the restrictions on smoking, particularly banning smoking in pubs and bars, will be an important factor in reducing consumption among this group.

- The Social Context

It is clear from this research that the social context is an extremely important factor in understanding smoking behaviour for this group. Smoking serves as an "ice-breaker," as a way to facilitate interaction with other people, and as a sign that one is part of an "in-group". Any efforts to substitute other activities (for example, drinking coffee) for smoking, or to minimize the role and importance of smoking in these situations, will be important in reducing smoking behaviour.

APPENDICES



ENVIRONICS
RESEARCH GROUP

Discussion Agenda

Final

PN5213

August, 2002

1.0 INTRODUCTION

Introduction { Introduction to focus group procedures.

We want your opinion.

Feel free to agree or disagree and express your views freely.

You are being audio-taped and observed.

Your individual comments will not be linked to you.

The receptionist will pay you at the end of the session.

2.0 INTRODUCTION TO PARTICIPANTS

Warmup { Let's go around the table so that each one of you can tell us your name, what you do for a living, who you live with (if anyone) something about yourself. What do you like to do in your spare time?

3.0 SELF DESCRIPTION

exercise { I would like to begin with a written exercise. I am going to hand out three pages. On the first page, there is a question asking you to write down three words that describe your attitudes toward life. Take a few minutes to write these down. Let's go around the table and see what you have written.

4.0 BEHAVIOURS & SITUATIONS

Today we are going to be talking about some topics related to smoking.

I'd like us to talk first about your personal smoking behaviour.

1. How much do you smoke?

2. Do you smoke every day or not?

3a 3b When did you first start smoking? Why and how did you first start?

4a 4b 4c 4d Has your smoking behaviour changed over time? Was there a point where you moved from having the odd cigarette to being a daily smoker? Was it recently? What prompted the change?

5a 5b 5ab What time of day do you have your first cigarette? Where do you have your first cigarette?

6 How do you feel when you have your first cigarette?

7a → g Where do you smoke during the day? (PROBES: At home? On the job (probe job setting)?
At school (where at school)? Other places such as bars? On the street? Driving?)
7a 7b 7c
7d 7e 7f 7g

8a b c Do you tend to smoke when you are alone or when you are with other people? (PROBES:
If alone, where? If with others, with whom?)
8b 8c

9a b c Do you smoke more or less depending on the situation? On the time of year? Season?
9a 9b 9c

10 Do you feel you can basically smoke whenever or where ever you want or are you sometimes
restricted in smoking?

10a → e What is the social environment like for smoking at work? At school? In your leisure time?
Does it support smoking or not? Are there rules/policies?
10a 10b 10c
10d 10e

12abcd Have you ever been asked not to smoke at work? At school? In your leisure time? How do you respond? 12a 12b 12c 12d

13ab How would you feel if smoking were banned in pubs and taverns? In all public places? 13a 13b

5.0 REASONS FOR SMOKING - WRITTEN EXERCISE AND DISCUSSION

Instructions I would now like you to complete another brief written exercise. On Page 2 there are two questions. Please just write down your answer to the question "What is the main reason why you smoke or like to smoke?" And then "Are there any other reasons why you smoke or like to smoke?" Take a few minutes.
Now let's discuss what you wrote.
14 What is your main reason for smoking?

15 What other reasons are there?

16ab Do you enjoy smoking or not? Why? 16a 16b

17abc When you smoke, do you enjoy any particular sensations (excitement, relaxation, sense of danger)? Does it help you cope with anything? Does it help the stress level? 17a 17b 17c

18 Is it easier to socialize as a smoker (i.e., asking for a light, smoking together outside a building)?

6.0 REASONS NOT TO SMOKE

19ab For you personally, are there any strong reason(s) not to smoke, or not really? What are the reasons? ^{19a} ^{19b}

20ab PROBES: ^{20a} ^{20b}
▪ How about cost? Is this a factor for you or not?

21 abcd ^{21a} ^{21b} ^{21c} ^{21d probe}
▪ Is there a health issue? Is this a factor for you or not? What aspects? (disease, death, coughing, physical stamina)

22 ▪ How about family, like parents and younger brothers or sisters?

23ab ^{23a} ^{23b}
▪ How about in relationships with women? Is it ever an issue?

24ab ^{24a} ^{24b probe .)}
▪ How about appearance issues? (Ex. Breath, teeth, fingers)

7.0 YOUR FUTURE

25a Do you think you will probably continue to smoke or do you think you will stop? ^{25a} IF STOP, ^{25b}
PROBE: When?

26 What, if anything, would make you quit?

27 Would it be hard for you to quit?

28 Have you ever tried to quit?

8.0 IMAGE OF SMOKERS AND NON-SMOKERS

exercise (Now I am going to show you some pictures of people, numbered 1 to 10. Please indicate on page 3 whether you think each of these people is a smoker or a non-smoker.

DO WRITTEN EXERCISE.

29 Now Let's discuss your choices. What made you think some people were smokers and some not?

THANK AND CLOSE

GUIDE DE DISCUSSION

Projet No 03-2653

Groupes du 20 août 2002

1. INTRODUCTION

- Identification de l'animateur.
- Informations relatives à la procédure de déroulement d'une rencontre de groupe.
- On veut connaître votre opinion; il est important que tous participent.
- Sentez-vous libre d'être d'accord ou en désaccord et exprimez vos opinions en toute liberté : aucun jugement de valeur.
- Vous êtes enregistré sur bandes audio et vidéo et il y a des observateurs derrière le miroir.
- Aucun de vos propos individuels ne sera identifié : garantie de confidentialité et d'anonymat.

2. INTRODUCTION DES PARTICIPANTS

Faisons d'abord un tour de table pour que chacun puisse se présenter par son prénom, se décrire en quelques mots (occupation, composition du ménage) et dire quelque chose à propos de vous. Qu'est-ce que vous aimez faire pendant vos temps libres.

3. VOTRE AUTO-DESCRIPTION

J'aimerais débiter la rencontre en vous demandant de compléter par écrit un exercice individuel. Je vais vous distribuer trois feuilles. Sur la première, il y a une question vous demandant d'écrire quelques mots qui décrit vos attitudes face à la vie. Prenez quelques minutes pour écrire ces choses. Faisons un tour de table pour voir ce que vous avez écrit.

4. COMPORTEMENTS ET SITUATIONS

Aujourd'hui, on va aborder différents sujets concernant la cigarette.

J'aimerais d'abord que vous me parliez de vos comportements d'usage de la cigarette

Combien de cigarettes fumez-vous?

Fumez-vous à chaque jour ou non?

Quand avez-vous commencé à fumer? Pourquoi et dans quelles circonstances avez-vous commencé à fumer?

Vos habitudes d'usage de la cigarette se sont-elles modifiées avec le temps? Y a-t-il un moment où vous êtes passé d'un usage occasionnel de la cigarette à une consommation quotidienne? Quand cela s'est-il passé? Est-ce arrivé récemment? Qu'est-ce qui a conduit à ce changement?

À quel moment de la journée prenez-vous votre première cigarette ? Où fumez-vous cette première cigarette de la journée?

Que ressentez-vous lorsque vous fumez cette première cigarette?

Où fumez-vous durant la journée? (SONDER) Au travail (sonder pour faire décrire l'environnement de travail et les aménagements) ? À d'autres endroits tels que les bars? Sur la rue? Lorsque vous conduisez?

Avez-vous davantage tendance à fumer lorsque vous êtes seul ou lorsque vous êtes en compagnie d'autres personnes? (SONDER) Si seul : où ? Si avec d'autres, avec qui ?

Est-ce que vous fumez plus ou moins dépendant des situations? De certaines périodes de l'année? Des saisons?

Avez-vous l'impression que globalement, vous pouvez fumer aussi souvent et où vous voulez ou vous arrive-t-il d'être limité dans votre droit de fumer?

Quel genre d'environnement social y a-t-il pour les fumeurs comme vous au travail?

Dans le cadre de vos loisirs? Est-ce qu'il permet de fumer ou non? Y a-t-il des règles, des politiques ?

Vous a-t-on déjà demandé de ne pas fumer au travail ? Dans vos loisirs ? Comment avez-vous réagi?

Comment réagiriez-vous si on interdisait de fumer dans les bars et brasseries?

Dans tous les lieux publics?

5. RAISONS DE FUMER- EXERCICE ÉCRIT ET DISCUSSION

J'aimerais maintenant que vous complétiez un second exercice écrit.. À la page 2, il y a deux questions. Veuillez simplement répondre à la question : « Quelle est la raison principale pour laquelle vous fumez ou aimez fumer? » Et par après « Et y a-t-il une ou plusieurs autres raisons pour laquelle vous fumez ou aimez fumer? » Prenez quelques minutes pour y répondre.

Maintenant, discutons de ce que vous avez écrit.

Quelle est votre raison principale de fumer?

Aimez-vous fumer ? Pourquoi?

Quand vous fumez, ressentez-vous certaines sensations (excitation, relaxation, sentiment de danger...) ? Est-ce que cela vous aide à faire face à certaines situations? Cela a-t-il un effet sur votre niveau de stress?

Est-ce plus facile de socialiser en tant que fumeur (i.e. demander du feu, fumer ensemble à l'extérieur d'un édifice...) ?

6 RAISONS DE NE PAS FUMER

Pour vous personnellement, ya t-il des raisons valables de ne pas fumer ou pensez-vous plutôt qu'il n'y en a pas ? Quelles sont ces raisons?

SONDER

- Question de coût ? Est-ce une raison pour vous ou non ?
- Ya t-il une question de santé? Est-ce un facteur pour vous ou non ? Quels aspects ? (maladie, mortalité, tousser, **physical stamina**)
- Qu'en est-il de la famille, comme les parent et les jeunes frères et sœurs ?
- Qu'en est-il des relations avec les femmes ? Arrivet-il que cela pose problème?
- Que dire des questions ayant trait à l'apparence physique ? (ex. Haleine, dents, doigts)

7. VOTRE AVENIR

Pensez-vous que vous allez continuer à fumer ou croyez-vous plutôt que vous allez cesser de fumer? (SI ARRÊTER, SONDER : Quand)

Qu'est-ce qui pourrait vous faire cesser ?

Serait-ce difficile pour vous d'arrêter?

Avez-vous déjà essayé d'arrêter de fumer?

8. IMAGE DES FUMEURS ET NON-FUMEURS

Je vais maintenant vous montrer des photographies de gens, numérotées de 1 à 10. Veuillez indiquer sur la page 3 si vous pensez que chacune de ces personnes est un fumeur ou non-fumeur.

PROCÉDER À L'EXERCICE ÉCRIT

Maintenant, discutons de vos choix. Qu'est-ce qui vous a conduit à penser que certaines de ces personnes sont des fumeurs et d'autres des non-fumeurs ?

REMERCIEMENTS

INTÉRÊT À L'ÉGARD DES PRODUITS COMPORTANT « MOINS DOMMAGEABLES » POUR LA SANTÉ

- Les produits du tabac peuvent-ils être moins dommageables pour la santé?
- Y a-t-il des marques ou des types de cigarettes que vous connaissez qui sont moins dommageables? Qu'est-ce qui fait qu'elles sont moins dommageables?
- Si un tel produit existait, y seriez-vous intéressé(e)? Quelles seraient vos attentes ou que voudriez-vous d'un tel produit en ce qui a trait à la réduction des effets sur la santé? Quelles seraient vos attentes en matière de goût ou de saveur? Autre chose? Quelle concession, s'il y a lieu, seriez-vous prêt(e) à faire?
- Que dire concernant une cigarette avec des niveaux moindres de goudron? Y seriez-vous intéressé(e)? Serait-elle moins dommageable pour la santé?
- Maintenant, s'il s'agissait d'une cigarette avec moins de nicotine? Y seriez-vous intéressé(e)? Serait-elle moins dommageable pour la santé?
- Que dire si on enlevait des produits chimiques de la cigarette? Y seriez-vous intéressé(e)? Serait-elle moins dommageable pour la santé?
- Et si on changeait le filtre de la cigarette? Y seriez-vous intéressé(e)? Serait-elle moins dommageable pour la santé?
- Votre réaction pourrait-elle varier dépendant quelle compagnie de tabac fait ces produits?

6. PRODUITS SPÉCIFIQUES

- Voici des paquets d'un produit appelé « ACCORD ». (FAIRE CIRCULER LES PAQUETS) En avez-vous entendu parler auparavant? Quelles sont vos impressions à ce sujet? Est-ce un produit qui vous intéresse? Pourquoi? Pourquoi pas? Serait-il moins dommageable pour la santé? À quel point le serait-il? Qu'est-ce qui fait qu'il y a réduction de risques pour la santé?
- Voici des paquets d'un produit appelé « ECLIPSE ». (FAIRE CIRCULER LES PAQUETS) En avez-vous entendu parler auparavant? Quelles sont vos impressions à ce sujet? Est-ce un produit qui vous intéresse? Pourquoi? Pourquoi pas? Serait-il moins dommageable pour la santé? À quel point le serait-il? Qu'est-ce qui fait qu'il y a réduction de risques pour la santé?
- Voici des paquets d'un produit appelé « OMNI ». (FAIRE CIRCULER LES PAQUETS) En avez-vous entendu parler auparavant? Quelles sont vos impressions à ce sujet? Est-ce un produit qui vous intéresse? Pourquoi?

Pourquoi pas? Serait-il moins dommageable pour la santé? À quel point le serait-il? Qu'est-ce qui fait qu'il y a réduction de risques pour la santé?

- Voici l'annonce d'Omni parue dans une revue. (FAIRE CIRCULER LA PUBLICITÉ) Quelle est votre réaction? Est-ce que cela suscite de l'intérêt envers le produit?

REMETTRE TOUS LES PAQUETS ET LES PUBLICITÉS À L'ANIMATEUR

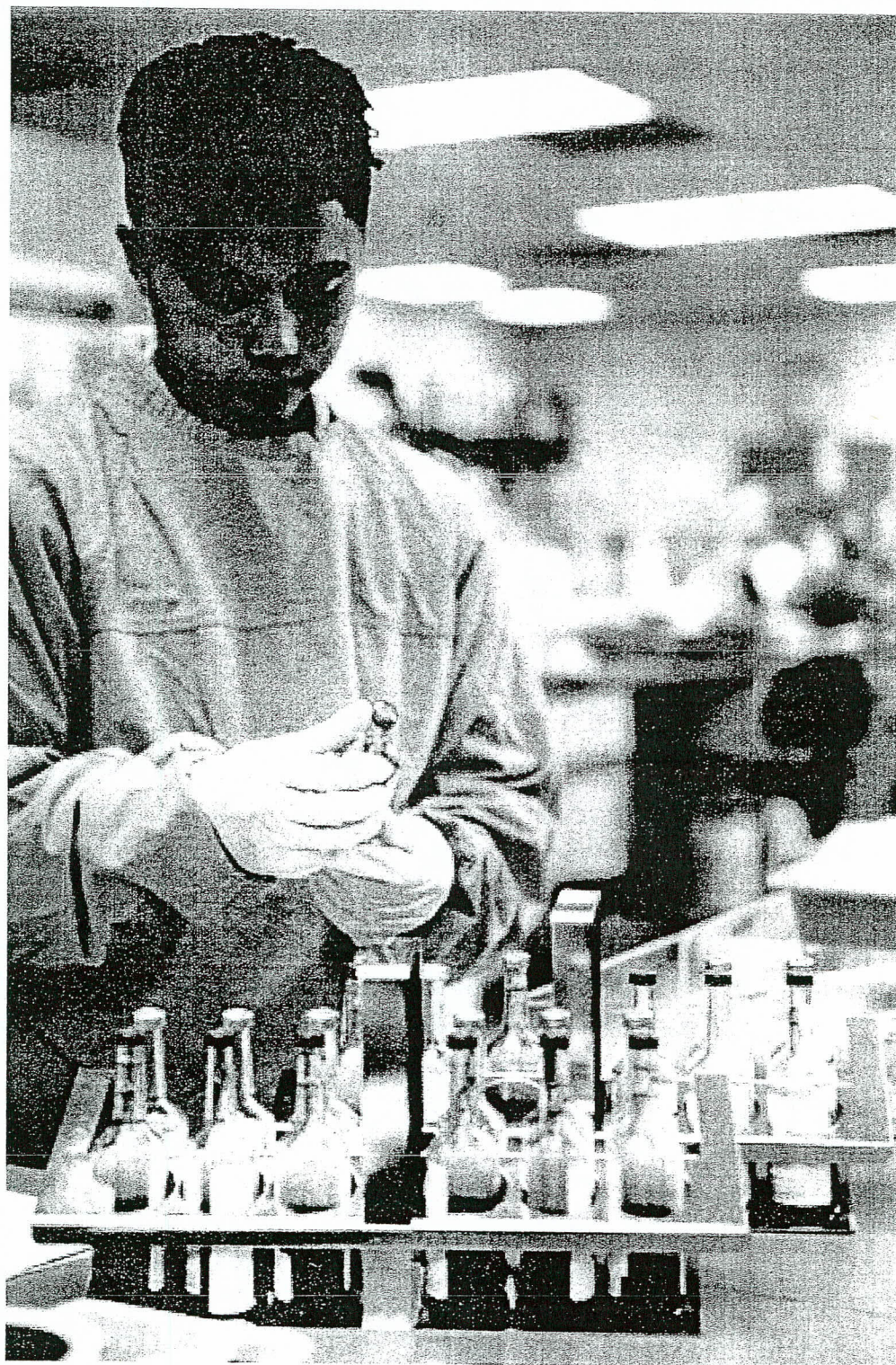
7. EFFET SUR LE COMPORTEMENT

- Y a-t-il des gens qui changeraient de marques de cigarettes si ces produits étaient disponibles? Y a-t-il des gens qui pensent qu'ils feraient l'essai de ces produits ou adopteraient leur usage plutôt que d'essayer d'arrêter de fumer?

8. LES DESCRIPTEURS DE PRODUITS

- Revenons maintenant à l'exercice individuel que vous avez complété en début de rencontre. Comme vous le savez, on utilise ces éléments de description — douces, légères, ultra-douces, ultra-légères — sur de nombreux paquets de cigarettes.
- Que signifient-ils? (Légère, douce, ultra-légère, ultra-douce)
- Quelle serait votre réaction si on enlevait ces mots sur les paquets de cigarettes? Quelle serait votre réaction si le gouvernement exigeait qu'on retire ces mots? Quelle serait votre réaction si les compagnies de tabac retiraient ces mots?
- Si ces descriptions étaient retirées, cela changerait-il quelque chose quant à ce que vous fumez? Quant à la quantité que vous fumez?

REMERCIEMENTS!

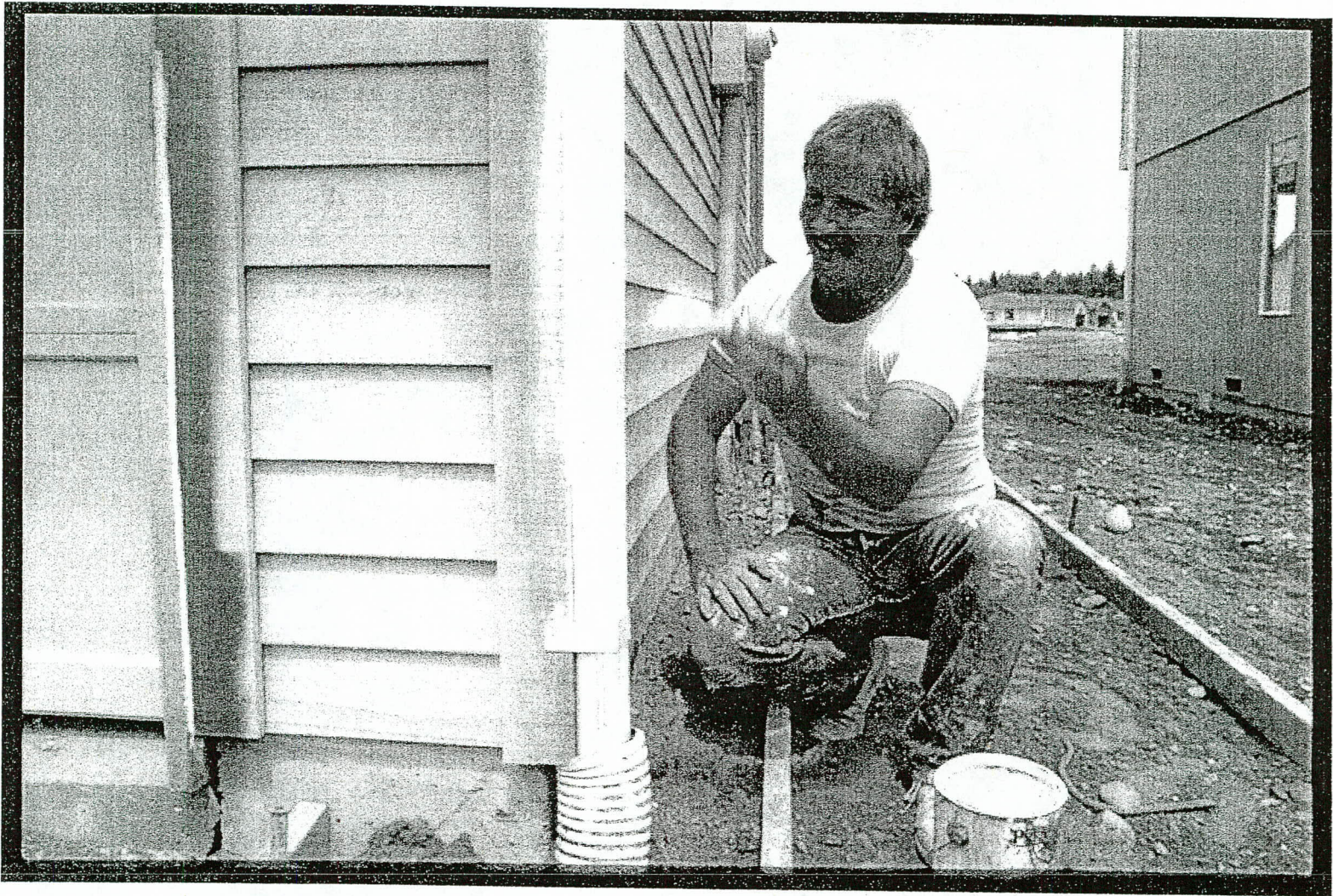




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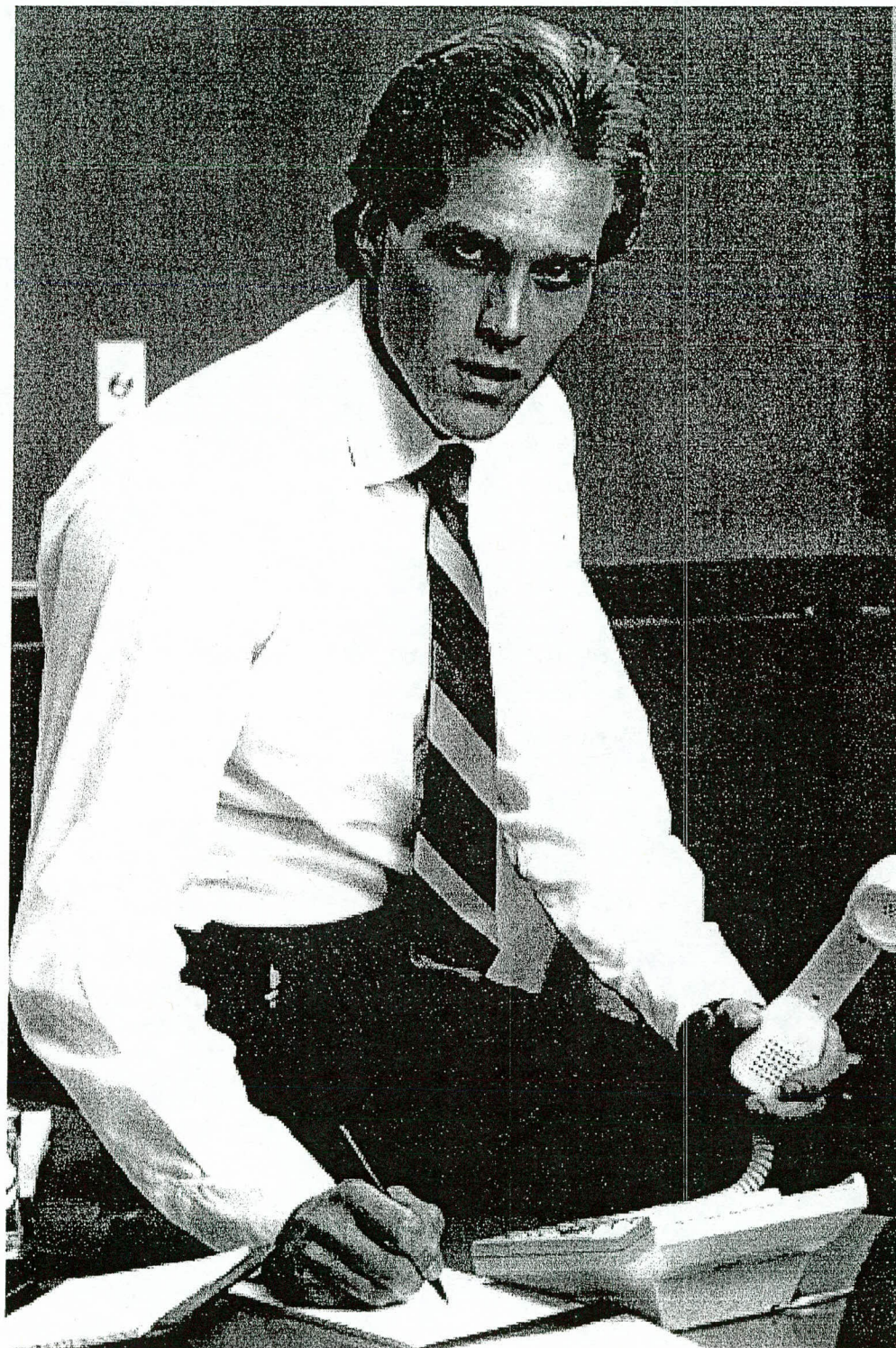


3



4





6



7



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10





11



12