



ENVIRONICS
RESEARCH GROUP

**BASELINE SURVEY OF YOUTH ACCESS
TO SOCIAL SOURCES OF
TOBACCO SUPPLY IN SASKATCHEWAN**

FINAL REPORT

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Prepared by:
Environics Research Group

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1.0 A INTRODUCTION AND SUMMARY

In February 2004, Health Canada retained Environics Research Group Limited to conduct survey research among Saskatchewan residents aged 16 and older, including smokers and non-smokers. This research was designed to test residents' knowledge, attitudes and behaviours on the issue of social sources of tobacco supply to underage youth, as input into a public awareness/communications campaign that is being developed for the province. The survey will also serve as a benchmark against which to measure the success of an awareness campaign.

The survey was conducted to provide insights into the phenomenon of underage youth access to tobacco products; specifically, what are the social sources of supply (friends, relatives, etc.) of these products. Saskatchewan is a province with a unique situation in this respect. The incidence of youth smoking is high (29% of youth aged 15-19 smoke¹), yet retailers in urban settings appear to be complying with legislation prohibiting them from selling their product to youth. An important source of their tobacco products are friends, relatives and other social networks.

Environics Research Group surveyed 1,000 Saskatchewan residents aged 16 and older. This included a main sample of 800 and an oversample of 200 smokers. The results reported in this report are weighted to reflect the views of the general population. These interviews were conducted by telephone between March 12 and 20, 2004. The margin of error for a sample of 1,000 is plus or minus 3.1 percentage points, 19 times in 20. In total, 404 smokers were surveyed. The margin of error for a sample of 404 is plus or minus 4.9 percentage points, 19 times in 20.

The topics addressed in the survey therefore include:

- Awareness of underage youth obtaining cigarettes
- Perceived sources of supply
- Attitudes toward providing underage youth with cigarettes
- Reported behaviour regarding underage youth and cigarettes
- Knowledge of legislation
- Recall of ads or messages about providing cigarettes to underage youth

This report describes the findings of the survey and discusses them with regard to smokers, non-smokers and other sub-populations within the sample. It should be noted that not all of the differences described may be statistically significant.

The key findings of the survey are as follows:

Six in ten Saskatchewan residents (62%) report having seen, read or heard about the topic of underage youth obtaining cigarettes or other tobacco products over the past six months.

When asked to think about their community, a total of 63 percent of Saskatchewan residents think it is very (32%) or somewhat (31%) easy for underage youth to obtain cigarettes. Three in ten think it is very (9%) or somewhat (19%) hard. Eight percent offer no opinion.

1 CTUMS Wave 2 2002

When Saskatchewan residents are asked what they think is the main way that underage youth get cigarettes, the largest proportion mention ask older friends to buy (36%). Smaller numbers cite find a store that sells them (11%), ask a stranger to buy for them (8%), ask parents to give or buy (7%), ask older acquaintances to give (6%), ask for or buy one from a stranger (5%), get (buy) from friends (share) (4%), steal from family (parents) (3%), and ask someone old enough to buy them (3%). Seven percent mention other ways. Two percent are unable to think of anything and seven percent offer no opinion. Overall, 47 percent of residents mention older friends buying cigarettes as either the main way or one of the ways that underage youth get cigarettes, 23 percent mention find a store that sells them, and 15 percent each mention steal from family (parents) and ask parents to give or buy.

Majorities of Saskatchewan residents **strongly disagree** with the following statements:

- It's okay for smokers to offer cigarettes to non-smokers who are underage – 87%
- It's okay for someone to buy cigarettes for someone who is underage – 86%
- It's okay for parents to give or share cigarettes with their underage children – 84%
- It's okay for someone to sell one or more cigarettes from their pack to someone who is underage – 83%
- It's okay for someone to offer cigarettes to an underage person who they know – 80%
- It's okay for friends who can legally buy cigarettes to share them with friends who are underage – 75%
- It's okay for friends who are underage to share a pack of cigarettes – 71%

Only about one in ten or fewer agree with any of these statements.

Majorities of Saskatchewan residents **strongly agree** with the following statements:

- Retail stores should ensure that tobacco products are not sold to underage youth – 88%
- More should be done to prevent young people from smoking – 72%
- Providing cigarettes to underage youth is just as serious a problem as providing alcohol to underage youth – 68%
- Offering cigarettes to friends or family who are underage encourages them to smoke – 66%

- Young people who want to smoke will always find a way to get cigarettes – 59%
- Giving even a single cigarette to someone who is underage can start a lifelong addiction to tobacco – 58%

In contrast, majorities of Saskatchewan residents **strongly disagree** with the following statements:

- It's hard to say no when an underage youth asks you to buy them a pack of cigarettes – 88%
- It's hard to say no when an underage youth asks you for a cigarette – 82%
- Smoking is not as dangerous as some people say – 79%
- Young people should have the right to smoke if they want to – 65%

When asked to choose among three options the statement that best reflects their opinion, 92 percent agree that it is always wrong to give a cigarette to an underage youth. Another six percent say it is okay to give one or a few cigarettes to an underage youth on an occasional basis. Only one percent say there is really nothing wrong with giving cigarettes to underage youth.

Four in ten Saskatchewan residents (41%) report being asked for a cigarette by someone who they thought or knew was underage, including a family member, friend, acquaintance or stranger. This proportion is much higher among smokers (79%).

Three in ten (29%) report being asked to buy a pack of cigarettes by someone who they thought or knew was underage. This proportion is much higher among smokers (61%).

One in ten Saskatchewan residents (11%) report giving one or more cigarettes to someone who they thought or knew was underage. Among those who have, the following report having given cigarettes to:

- An underage friend – 42%
- An underage acquaintance – 31%
- An underage stranger – 18%
- An underage family member other than their own children – 15%
- An underage daughter or son – 3%

Five percent report buying a pack of cigarettes on behalf of or for someone who they thought or knew was underage. Among those who have, the following report having bought cigarettes for:

- An underage friend – 27%
- An underage acquaintance – 23%
- An underage stranger – 10%
- An underage family member other than their own children – 8%
- An underage daughter or son – fewer than one percent

A total of 13 percent of Saskatchewan residents have ever given or bought cigarettes for underage youth. Among those who have, seven percent say they do this one or more times a week, 25 percent say one or more times a month, 19 percent say one or more times a year, 23 percent say less than once a year, and 26 percent say they never do this now.

Few Saskatchewan residents say they are very or somewhat likely to do the following in the next six months:

- Give one or more cigarettes to an underage person they know – 4%
- Buy a pack of cigarettes on behalf of or for an underage person they know – 3%
- Give one or more cigarettes to an underage person they don't know – 2%
- Buy a pack of cigarettes on behalf of or for an underage person they don't know – 1%

Nine in ten each say they are not at all likely to engage in any of these actions.

Just over nine in ten Saskatchewan residents (93%) are aware that there are laws in the province that ban retail stores from selling tobacco products to underage youth. Among those who are aware of such laws, 56 percent think the provincial government/Government of Saskatchewan is responsible for these laws, 32 percent point to the federal government/Government of Canada/Health Canada and only four percent think these laws are the responsibility of municipal/city/local governments. Twenty-four percent offer no opinion.

When asked what is the minimum age to be sold cigarettes legally in retail stores in Saskatchewan, three-quarters of the province's residents (75%) correctly say it is 18. Eleven percent say 16, one percent say 17 and six percent say 19. Seven percent offer no opinion.

Only one in ten (11%) Saskatchewan residents think that all retail stores obey the law that says that retail stores can't sell tobacco to someone under 18. Another 65 percent think most retail stores obey the law and 23 percent say some do this.

The numbers of Saskatchewan residents who think the following statements are definitely true are:

- It is against the law to buy cigarettes for someone who is under the legal age – 73%
- It is against the law to give a cigarette to anyone under the legal age in public – 50%
- It is against the law to have or possess cigarettes if you are under the legal age – 35%
- It is against the law for an underage person to ask someone to buy them a package of cigarettes – 35%
- It is against the law to smoke a cigarette if you are under the legal age – 33%
- Anyone under the legal age can be charged for sharing or giving a cigarette to another youth who is also under the legal age in public – 19%

Six in ten Saskatchewan residents (60%) recall seeing, reading or hearing ads or messages about not giving or selling cigarettes to anyone in Saskatchewan under the legal age. Among those who have seen, read or heard these ads or messages, the largest numbers have seen them on television (53%) and on messages in stores where tobacco products are sold (50%). Smaller proportions have seen them in a newspaper (23%), heard them on the radio (13%), seen them in a magazine (8%) and on billboards (4%). Nine percent have seen, read or heard these ads or messages somewhere else.

1.0 B

INTRODUCTION ET RÉSUMÉ

#1 En février 2004, Santé Canada a retenu les services d'Environics Research Group Limited afin d'effectuer un sondage auprès de résidents de la Saskatchewan âgés de 16 ans ou plus, comprenant des fumeurs et des non fumeurs. Les travaux de recherche ont été conçus pour évaluer les connaissances, attitudes et comportements relatifs aux sources sociales d'approvisionnement en tabac pour les mineurs, dans le but de soutenir une campagne de sensibilisation du public/un plan de communication en voie d'élaboration pour la province. Le sondage servira également de sondage de référence pour mesurer le succès d'une campagne de sensibilisation.

#2 Le sondage a été réalisé pour aider à mieux comprendre le phénomène de l'accès aux produits du tabac pour les mineurs; en particulier quelles sont les sources sociales d'approvisionnement (amis, parents, etc.) de ces produits. La situation de la Saskatchewan à cet égard est en effet unique. L'incidence du tabagisme chez les jeunes est élevée (29 % des jeunes âgés de 15-19 fument¹), alors que les détaillants en milieu urbain semblent respecter la loi leur interdisant de vendre leurs produits aux jeunes. Une source importante d'approvisionnement en produits du tabac sont des amis, des parents et d'autres réseaux sociaux.

#3 Environics Research Group a effectué ce sondage auprès de 1 000 résidents de la Saskatchewan âgés de 16 ans ou plus. Ce nombre comprenait un échantillon principal de 800 répondants et un sur-échantillon de 200 fumeurs. Les résultats présentés dans ce rapport sont pondérés afin de correspondre aux opinions de l'ensemble de la population. Ces entrevues ont été réalisées par téléphone entre les 12 et 20 mars 2004. La marge d'erreur pour un échantillon de 1 000 est de plus ou moins 3,1 points de pourcentage, 19 fois sur 20. En tout, 404 fumeurs ont été interviewés. La

marge d'erreur pour un échantillon de 404 est de plus ou moins 4,9 points de pourcentage, 19 fois sur 20.

Les sujets étudiés dans ce sondage comprennent donc :

- Connaissance de mineurs qui se procurent des cigarettes
- Perception des sources d'approvisionnement
- Attitudes relatives au fait de procurer des cigarettes à des mineurs
- Comportement rapporté en ce qui a trait aux mineurs et aux cigarettes
- Connaissances des lois
- Rappel des publicités sur le fait de procurer des cigarettes à des mineurs

Ce rapport présente les résultats du sondage et les discute en fonction des groupes de fumeurs, de non fumeurs et des autres sous-populations au sein de l'échantillon. Il faut toutefois noter que les différences décrites plus loin ne sont pas toutes significatives au plan statistique.

Les résultats clés du sondage sont les suivants :

Six sur dix résidents de la Saskatchewan (62 %) rapportent avoir vu, lu ou entendu quelque chose au sujet des mineurs qui se procurent des cigarettes ou d'autres produits du tabac, au cours des six derniers mois.

Lorsque invités à réfléchir à leur collectivité, un total de 63 p. 100 des résidents de Saskatchewan pensent qu'il est très (32 %) ou plutôt (31 %) facile aux mineurs d'obtenir des cigarettes. Trois sur dix pensent que cela est très (9 %) ou plutôt (19 %) difficile. Dix-huit pour cent n'expriment pas d'opinion.

1 ESUTC 2^e étape 2002

Lorsque les résidents de Saskatchewan sont invités à dire ce qu'ils croient être le principal moyen par lequel les mineurs se procurent des cigarettes, la plus grande proportion d'entre eux mentionnent demander à des amis plus âgés de les acheter (36 %). Des proportions plus faibles mentionnent trouver un magasin qui leur en vendra (11 %), demander à un étranger de les acheter pour eux (8 %), demander aux parents d'en donner ou d'en acheter (7 %), demander à des connaissances plus âgées d'en donner (6 %), en demander ou en acheter une d'un étranger (5 %), les obtenir (emprunter) auprès de leurs amis (4 %), les voler de membres de la famille (parents) (3 %) et demander à une personne plus âgée de les acheter (3 %). Sept pour cent mentionnent d'autres moyens. Deux pour cent sont incapables de penser à quelque moyen que ce soit et sept pour cent n'expriment pas d'opinion. Dans l'ensemble, 47 p. 100 des résidents mentionnent l'achat par des amis plus âgés comme étant le principal moyen ou un des moyens principaux permettant aux mineurs de se procurer des cigarettes, 23 p. 100 mentionnent trouver un magasin qui leur en vendra et 15 p. 100 mentionnent chacun les voler de membres de la famille (parents) et demander aux parents d'en donner ou d'en acheter.

Des majorités de résidents de la Saskatchewan sont **fortement en désaccord** avec les affirmations suivantes :

- Il est approprié que des fumeurs offrent des cigarettes à des mineurs non fumeurs – 87 %
- Il est approprié pour une personne d'acheter des cigarettes pour un mineur – 86 %
- Il est approprié pour les parents de donner ou de partager des cigarettes avec leurs enfants mineurs – 84 %
- Il est approprié pour une personne de vendre une ou plusieurs cigarettes de son paquet à un mineur – 83 %
- Il est approprié pour une personne d'offrir des cigarettes à un mineur qu'ils connaissent – 80 %
- Il est approprié pour des amis ayant l'âge légal d'acheter des cigarettes de les partager avec leurs amis mineurs – 75 %
- Il est approprié que des amis mineurs partagent un paquet de cigarettes – 71 %

Seulement un sur dix environ des répondants ou moins sont d'accord avec une ou l'autre de ces affirmations.

Des majorités de résidents de la Saskatchewan sont **fortement d'accord** avec les affirmations suivantes :

- Les commerces de détail doivent veiller à ce des produits du tabac ne soient pas vendus à des mineurs – 88 %
- Il faut en faire davantage pour prévenir le tabagisme chez les jeunes – 72 %
- Procurer des cigarettes à des mineurs est un problème aussi grave que procurer de l'alcool aux mineurs – 68 %
- Offrir des cigarettes à des amis ou des membres de la famille qui sont mineurs les encourage à fumer – 66 %
- Les jeunes qui veulent fumer trouveront toujours le moyen de se procurer des cigarettes – 59 %
- Donner ne serait-ce qu'une cigarette à un mineur peut déboucher sur une vie de dépendance au tabac – 58 %

Par contre, des majorités de résidents de la Saskatchewan sont **fortement en désaccord** avec les affirmations suivantes :

- Il est difficile de refuser quand un mineur vous demande de lui acheter un paquet de cigarettes – 88 %
- Il est difficile de refuser quand un mineur vous demande une cigarette – 82 %
- Fumer n'est pas aussi dangereux que certaines personnes le disent – 79 %
- Les jeunes devraient avoir le droit de fumer s'ils le veulent – 65 %

Lorsque invités à choisir parmi trois affirmations pour indiquer laquelle correspond davantage à leur point de vue, 92 p. 100 sont d'accord pour dire qu'il est toujours mauvais de donner une cigarette à un mineur. Un autre six pour cent disent qu'il est approprié des donner à l'occasion une ou quelques cigarettes à un mineur. Un pour cent seulement des répondants disent qu'il n'y a rien de vraiment mauvais dans le fait de donner des cigarettes à des mineurs.

Quatre sur dix des résidents de la Saskatchewan (41 %) rapportent s'être fait demander des cigarettes par une personne qu'ils croient ou savent être mineure, y compris un membre de la famille, un ami, une connaissance ou un étranger. Cette proportion est beaucoup plus élevée parmi les fumeurs (79 %).

Trois sur dix (29 %) rapportent s'être fait demander d'acheter un paquet de cigarettes par une personne qu'ils croient ou savent être mineure. Cette proportion est beaucoup plus élevée parmi les fumeurs (61 %).

Un sur dix des résidents de la Saskatchewan (11 %) rapportent avoir donné une ou plusieurs cigarettes à une personne qu'ils croient ou savent être mineure. Parmi ceux qui l'ont fait, les proportions suivantes rapportent avoir donné des cigarettes à :

- Un ami mineur – 42 %
- Une connaissance d'âge mineur – 31 %
- Un étranger mineur – 18 %
- Un membre de la famille d'âge mineur autre que leurs propres enfants – 15 %
- Un fils ou une fille d'âge mineur – 3 %

Cinq pour cent rapportent avoir acheté un paquet de cigarettes pour une personne qu'ils croient ou savent être mineure. Parmi ceux qui l'ont fait, les proportions suivantes rapportent avoir acheté des cigarettes pour :

- Un ami mineur – 27 %
- Une connaissance d'âge mineur – 23 %
- Un étranger mineur – 10 %
- Un membre de la famille d'âge mineur autre que leurs propres enfants – 8 %
- Un fils ou une fille d'âge mineur – moins d'un pour cent

Un total de 13 p. 100 des résidents de la Saskatchewan ont soit donné ou acheté des cigarettes pour des mineurs. Parmi ceux qui l'ont fait, sept pour cent rapportent le faire une fois ou plus par semaine, 25 p. 100 disent une ou plusieurs fois par mois, 19 p. 100 disent une ou plusieurs fois par année, 23 p. 100 disent le faire moins souvent qu'une fois par année et 26 p. 100 disent qu'ils ne font plus jamais cela.

Peu de résidents de la Saskatchewan disent qu'il est très ou plutôt probable qu'ils poseront les gestes suivants au cours des six prochains mois :

- Donner une ou plusieurs cigarettes à une personne d'âge mineur qu'ils connaissent – 4 %
- Acheter un paquet de cigarettes pour une personne d'âge mineur qu'ils connaissent – 3 %
- Donner une ou plusieurs cigarettes à une personne d'âge mineur qu'ils ne connaissent pas – 2 %
- Acheter un paquet de cigarettes pour une personne d'âge mineur qu'ils ne connaissent pas – 1 %

Neuf sur dix répondent qu'il n'est pas du tout probable qu'ils posent un ou l'autre de ces gestes.

Un peu plus de neuf sur dix résidents de la Saskatchewan (93 %) sont au courant des lois de la province qui interdisent aux commerces de détail de vendre des produits du tabac aux mineurs. Parmi les personnes qui sont au courant de telles lois, 56 p. 100 pensent que le gouvernement de la Saskatchewan/province est responsable de ces lois, 32 p. 100 pensent qu'il s'agit du gouvernement fédéral/gouvernement du Canada/Santé Canada et quatre pour cent seulement pensent que ces lois sont de la compétence des administrations municipales/urbaines/locales. Vingt-quatre pour cent n'expriment pas d'opinion.

Lorsqu'on les invite à préciser l'âge auquel on peut légalement vendre des cigarettes dans les commerces de détail de la Saskatchewan, les trois quarts des résidents de la province (75 %) disent correctement 18 ans. Onze pour cent répondent 16 ans, un pour cent d'entre eux disent 17 ans et six pour cent répondent 19 ans. Sept pour cent n'expriment pas d'opinion.

Seulement un sur dix (11 %) des résidents de la Saskatchewan pensent que tous les magasins de détail respectent la loi qui stipule que les commerces de détail n'ont pas le droit de vendre du tabac à une personne âgée de moins de 18 ans. Une autre proportion de 65 p. 100 pensent que la plupart des commerces de détail respectent la loi et 23 p. 100 disent que certains le font.

Les proportions de résidents de la Saskatchewan suivantes pensent que ces affirmations sont certainement vraies :

- Il est illégal d'acheter des cigarettes pour une personne d'âge mineur – 73 %
- Il est illégal de donner une cigarette à une personne d'âge mineur dans un endroit public – 50 %
- Il est illégal d'avoir ou de posséder des cigarettes si vous êtes mineur – 35 %
- Il est illégal pour un mineur de demander à quelqu'un de lui acheter un paquet de cigarettes – 35 %
- Il est illégal de fumer une cigarette si vous êtes mineur – 33 %
- Toute personne mineure peut être inculpée pour avoir partagé ou donné une cigarette à une autre personne d'âge mineur dans un endroit public – 19 %

Six sur dix résidents de la Saskatchewan (60 %) se rappellent avoir vu, lu ou entendu des publicités ou des messages sur le fait de ne pas donner ou vendre de cigarettes à toute personne d'âge mineur en Saskatchewan. Parmi les répondants qui ont vu, lu ou entendu ces publicités ou messages, les plus grandes proportions disent les avoir vus à la télévision (53 %) et sur les messages affichés dans les magasins qui vendent des produits du tabac (50 %). Des proportions plus faibles les ont vus dans les journaux (23 %), les ont entendus à la radio (13 %), les ont vus dans un magazine (8 %) et sur des panneaux-réclame (4 %). Neuf pour cent ont vu, lu ou entendu des publicités ou messages ailleurs.

AWARENESS OF UNDERAGE YOUTH OBTAINING TOBACCO

A. Recall topic of underage youth obtaining tobacco

Six in ten Saskatchewan residents report seeing, reading or hearing about underage youth obtaining cigarettes over the past six months.

A majority of six in ten Saskatchewan residents (62%) report having seen, read or heard about the topic of underage youth obtaining cigarettes or other tobacco products over the past six months.

Younger and less educated residents, and Aboriginal respondents are somewhat less likely to report seeing, reading or hearing about underage youth obtaining cigarettes. Smokers, particularly potential quitters, are also somewhat less likely to report seeing or hearing about this topic than are non-smokers.

B. Perceived access of underage youth to tobacco

Just over six in ten Saskatchewan residents think it is easy for underage youth in their community to obtain cigarettes.

When asked to think about their community, a total of 63 percent of Saskatchewan residents think it is very (32%) or somewhat (31%) easy for underage youth to obtain cigarettes. Three in ten think it is very (9%) or somewhat (19%) hard. Eight percent offer no opinion.

Younger residents aged 16 to 24, and those residing in mid-sized communities with between 10,000 and 100,000 inhabitants are more likely than others to think it is very easy for underage youth to obtain cigarettes in their community.

Recall topic of underage youth obtaining tobacco

March 2004

	TOTAL	SMOKERS	NON-SMOKERS
Yes	62	58	63
No	37	42	36
dk/na	1	—	1

Q.3

Over the past six months or so, have you seen, read, or heard anything about the topic of underage youth obtaining cigarettes or other tobacco products

Perceived access of underage youth to tobacco

March 2004

	TOTAL	SMOKERS	NON-SMOKERS
Very easy	32	32	32
Somewhat easy	31	26	33
Somewhat hard	19	22	19
Very hard	9	17	7
dk/na	8	3	10

Q.4

Thinking about your community, do you think it is very easy, somewhat easy, somewhat hard or very hard for underage youth to obtain cigarettes?

3.0

PERCEIVED SOURCES OF SUPPLY OF CIGARETTES

Asking older friends to buy cigarettes is most likely to be mentioned as the MAIN way that underage youth get cigarettes.

When Saskatchewan residents are asked what they think is the main way that underage youth in their community get cigarettes, the largest proportion mention ask older friends to buy (36%). Smaller numbers cite find a store that sells them (11%), ask a stranger to buy for them (8%), ask parents to give or buy (7%), ask older acquaintances to give (6%), ask for or buy

one from a stranger (5%), get (bum) from friends (share) (4%), steal from family (parents) (3%), and ask someone old enough to buy them (3%). Seven percent mention other ways. Two percent are unable to think of anything and seven percent offer no opinion.

When asked about other ways that underage youth in their community get cigarettes, about one in ten each mention steal from family (parents) (12%), find a store that sells them (11%) and ask older friends to buy (11%). Smaller proportions cite ask parents to

Perceived sources of supply March 2004

	MAIN WAY			COMBINED (Main and Other)		
	TOTAL	SMOKERS	NON-SMOKERS	TOTAL	SMOKERS	NON-SMOKERS
Ask older friends to buy	36	30	38	47	44	48
Find a store that sells them	11	8	12	23	18	24
Ask a stranger to buy	8	16	6	11	20	9
Ask parents to give or buy	7	8	7	15	16	14
Ask older acquaintances to give	6	6	6	8	8	8
Ask for or buy one from a stranger	5	4	5	8	9	8
Get (bum) from friends (share)	4	3	4	9	10	8
Steal from family (parents)	3	8	2	15	17	14
Ask someone old enough to buy them (unspec.)	3	1	3	4	1	4
Fake ID	2	2	2	6	8	5
Get from older siblings	2	4	1	5	6	5
Ask relatives to give or buy	1	1	2	5	5	5
Steal from store	*	*	*	7	7	6
Other	2	2	2	3	4	3
No ways	2	3	2	2	3	2
dk/na	7	4	8	7	4	8

* Less than one percent

Q.5a

Thinking about your community, what do you think is the main way that underage youth get cigarettes?

Q.5b

Are there any other ways that underage youth in your community get cigarettes?

give or buy (7%), steal from store (6%), get (bum) from friends (share) (5%), fake ID (4%), ask relatives to give or buy (4%), get from older siblings (4%), ask a stranger to buy for them (3%), and ask for or buy one from a stranger (3%). Four percent mention other ways. Forty-five percent are unable to cite any other ways.

Overall, 47 percent of Saskatchewan residents mention asking older friends to buy as either the main way or one of the ways that underage youth get cigarettes. Smaller numbers mention finding a store that sells them (23%), stealing from family (parents) (15%) and asking parents to give or buy (15%).

Women are more likely than men to mention asking older friends to buy cigarettes as the main way underage youth get cigarettes. Those living in mid-sized communities with between 10,000 and 100,000 inhabitants are also more likely to mention this way. Aboriginal respondents are almost three times as likely as other residents to cite asking parents to give or buy.

Non-smokers are more likely than smokers to mention asking older friends to buy cigarettes as the main way underage youth get cigarettes. Smokers are more likely to mention asking a stranger to buy for them and stealing from family (parents).

4.0

ATTITUDES TOWARD PROVIDING UNDERAGE YOUTH WITH CIGARETTES

Majorities of Saskatchewan residents are strongly critical about providing cigarettes to underage youth.

Survey respondents were asked a series of statements about the acceptability of offering, giving or buying cigarettes for underage youth in various situations.

When Saskatchewan residents are asked these statements, majorities strongly disagree that it's okay for smokers to offer cigarettes to non-smokers who are underage (87%), it's okay for someone to buy cigarettes for someone who is underage (86%), it's okay for parents to give or share cigarettes with their underage children (84%), it's okay for someone to sell one or more cigarettes from their pack to someone who is underage (83%), it's okay for someone to offer cigarettes to an underage person who they know (80%), it's okay for friends who can legally buy cigarettes to share them with friends who are underage (75%), and it's okay for friends who are underage to share a pack of cigarettes (71%). Only about one in ten or fewer (each) agree with any of these statements.

Women are more likely than men to strongly disagree with all of these statements. Better educated residents are more likely than others to strongly disagree with most of these statements. Younger residents aged 16 to 24 are far less likely to strongly disagree with any of these statements. Aboriginal respondents are also less likely to strongly disagree with most of these statements. Smokers are less likely than non-smokers to strongly disagree with any of these statements.

In another question, a large majority of 92 percent of Saskatchewan residents say it is always wrong to give a cigarette to an underage youth. Six percent say it is okay to give one or a few cigarettes to an underage youth on an occasional basis. Only one percent say

Attitudes toward providing underage youth
with cigarettes
March 2004

	TOTAL	SMOKERS	NON-SMOKERS
It is always wrong to give a cigarette to an underage youth	92	74	97
It is okay to give one or a few cigarettes to an underage youth on an occasional basis	6	21	2
There is really nothing wrong with giving cigarettes to underage youth	1	3	1
dk/na	1	2	1

Q.18

Which of these statements best reflects your opinion?

there is really nothing wrong with giving cigarettes to underage youth.

Majorities in all demographic groups say it is always wrong to give a cigarette to an underage youth. Younger residents aged 16 to 24 and Aboriginal respondents are less likely than others to feel this way, and are more likely than average to say it is okay to give one or a few cigarettes to an underage youth on an occasional basis. Smokers, particularly those who are not seriously thinking about quitting, are more likely than non-smokers to say it is okay to occasionally give cigarettes to underage youth.

Attitudes toward providing underage youth with cigarettes

March 2004

	TOTAL	SMOKERS	NON-SMOKERS		TOTAL	SMOKERS	NON-SMOKERS
<i>It's okay for friends who are underage to share a pack of cigarettes</i>				<i>It's okay for someone to sell one or more cigarettes from their pack to someone who is underage</i>			
Strongly agree	3	11	1	Strongly agree	2	6	1
Somewhat agree	8	19	5	Somewhat agree	3	10	1
Somewhat disagree	16	20	15	Somewhat disagree	11	23	7
Strongly disagree	71	46	77	Strongly disagree	83	60	90
dk/na	2	4	2	dk/na	1	1	1
<i>It's okay for friends who can legally buy cigarettes to share them with friends who are underage</i>				<i>It's okay for someone to buy cigarettes for someone who is underage</i>			
Strongly agree	2	9	1	Strongly agree	2	5	1
Somewhat agree	6	17	3	Somewhat agree	3	8	1
Somewhat disagree	15	21	13	Somewhat disagree	9	17	7
Strongly disagree	75	51	82	Strongly disagree	86	68	91
dk/na	1	2	1	dk/na	*	1	*
<i>It's okay for someone to offer cigarettes to an underage person who they know</i>				<i>It's okay for smokers to offer cigarettes to non-smokers who are underage</i>			
Strongly agree	2	8	1	Strongly agree	1	2	1
Somewhat agree	5	15	3	Somewhat agree	3	7	2
Somewhat disagree	12	19	10	Somewhat disagree	9	11	8
Strongly disagree	80	59	85	Strongly disagree	87	80	89
dk/na	1	*	1	dk/na	*	*	*
<i>It's okay for parents to give or share cigarettes with their underage children</i>							
Strongly agree	2	6	*				
Somewhat agree	4	10	3				
Somewhat disagree	9	11	9				
Strongly disagree	84	71	87				
dk/na	1	2	1				

* Less than one percent

Q.8

Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements about underage youth, meaning under the age of 18 ...?

Survey respondents were asked another series of questions regarding their attitudes and beliefs about youth smoking. Again, we see that Saskatchewan residents view youth smoking as a serious health issue that requires action.

When asked about underage youth accessing cigarettes, majorities of Saskatchewan residents strongly agree that retail stores should ensure that tobacco products are not sold to underage youth (88%) and that more should be done to prevent young people from smoking (72%), but a majority of 59 percent also strongly agree that young people who want to smoke will always find a way to get cigarettes.

Women are more likely than men to strongly agree that retail stores should ensure that tobacco products are not sold to underage youth and that more should be done to prevent young people from smoking. Aboriginal respondents are also more likely than others to strongly agree that more should be done to prevent young people from smoking. Younger residents aged 16 to 24 are less likely to feel this way. Less educated and less affluent residents, and those living in mid-sized communities with between 10,000 and 100,000 inhabitants are more likely than others to strongly agree that young people who want to smoke will always find a way to get cigarettes.

Smokers, particularly those who are not seriously thinking about quitting, are more likely than non-smokers to strongly agree that young people who want to smoke will always find a way to get cigarettes, but are less likely to strongly agree that retail stores should ensure that tobacco products are not sold to underage youth and that more should be done to prevent young people from smoking.

When it comes to their own ability to say no when asked to provide cigarettes to youth, large majorities of Saskatchewan residents strongly disagree that it's hard to say no when an underage youth asks them to buy them a pack of cigarettes (88%) or when an underage youth asks them for a cigarette (82%).

Less educated and the least affluent residents, young people aged 16 to 24 and Aboriginal respondents are less likely than others to strongly disagree with both of these statements. Smokers are far less likely than non-smokers to strongly disagree with both these statements.

Looking at the general perception of the dangers of smoking, a large majority of eight in ten Saskatchewan residents (79%) strongly disagree that smoking is not as dangerous as some people say.

Majorities in all demographic groups strongly disagree that smoking is not as dangerous as some people say, but less educated and less affluent residents, and younger people aged 16 to 24 are less likely to strongly disagree with this statement. Smokers, particularly those who are not seriously thinking about quitting, are less likely than non-smokers to strongly disagree with this view.

When we look at the specific dangers of providing underage youth with cigarettes, majorities of Saskatchewan residents strongly agree that providing cigarettes to underage youth is just as serious a problem as providing alcohol to underage youth (68%), offering cigarettes to friends or family who are underage encourages them to smoke (66%), and giving even a single cigarette to someone who is underage can start a lifelong addiction to tobacco (58%).

Women are more likely than men to strongly agree with all of these statements. Less educated and less affluent residents, younger people aged 16 to 24 and Aboriginal respondents are less likely to strongly agree that offering cigarettes to friends or family who are underage encourages them to smoke. Smokers are less likely than non-smokers to strongly agree with this statement.

Finally, on the issue of the right of youth to smoke, a majority of Saskatchewan residents (65%) strongly disagree that young people should have the right to smoke if they want to.

Women are more likely than men to strongly disagree that young people should have the right to smoke if they want to. Less educated and less affluent residents and Aboriginal respondents are less likely to strongly disagree with this view. Young residents aged 16 to 24 are also far less likely to strongly disagree with this view (39%). Smokers, particularly those who are not seriously thinking about quitting, are far less likely than non-smokers to strongly disagree.

Attitudes toward youth smoking

March 2004

	TOTAL	SMOKERS	NON-SMOKERS		TOTAL	SMOKERS	NON-SMOKERS
<i>Retail stores should ensure that tobacco products are not sold to underage youth</i>				<i>Giving even a single cigarette to someone who is underage can start a lifelong addiction to tobacco</i>			
Strongly agree	88	82	89	Strongly agree	58	54	59
Somewhat agree	7	13	5	Somewhat agree	24	20	25
Somewhat disagree	2	2	2	Somewhat disagree	9	12	9
Strongly disagree	3	4	3	Strongly disagree	7	12	6
dk/na	*	*	*	dk/na	1	2	1
<i>More should be done to prevent young people from smoking</i>				<i>Young people should have the right to smoke if they want to</i>			
Strongly agree	72	63	74	Strongly agree	5	12	3
Somewhat agree	17	20	16	Somewhat agree	10	22	7
Somewhat disagree	5	7	4	Somewhat disagree	17	20	17
Strongly disagree	4	9	3	Strongly disagree	65	45	70
dk/na	3	2	3	dk/na	2	1	2
<i>Providing cigarettes to underage youth is just as serious a problem as providing alcohol to underage youth</i>				<i>It's hard to say no when an underage youth asks you for a cigarette</i>			
Strongly agree	68	66	68	Strongly agree	4	6	3
Somewhat agree	17	12	18	Somewhat agree	4	8	3
Somewhat disagree	8	8	7	Somewhat disagree	8	15	7
Strongly disagree	7	12	6	Strongly disagree	82	70	85
dk/na	1	1	*	dk/na	2	1	2
<i>Offering cigarettes to friends or family who are underage encourages them to smoke</i>				<i>Smoking is not as dangerous as some people say</i>			
Strongly agree	66	55	69	Strongly agree	4	6	4
Somewhat agree	20	22	20	Somewhat agree	4	10	3
Somewhat disagree	5	10	3	Somewhat disagree	10	17	8
Strongly disagree	9	12	7	Strongly disagree	79	64	83
dk/na	*	1	*	dk/na	2	2	2
<i>Young people who want to smoke will always find a way to get cigarettes</i>				<i>It's hard to say no when an underage youth asks you to buy them a pack of cigarettes</i>			
Strongly agree	59	75	54	Strongly agree	3	6	3
Somewhat agree	35	19	40	Somewhat agree	2	6	1
Somewhat disagree	3	4	3	Somewhat disagree	6	13	4
Strongly disagree	2	3	2	Strongly disagree	88	74	91
dk/na	1	*	1	dk/na	1	*	1

* Less than one percent

Q.17

Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements ...?

5.0 REPORTED BEHAVIOUR REGARDING UNDERAGE YOUTH AND CIGARETTES

A. Asked to provide cigarettes to underage youth

Four in ten Saskatchewan residents report being asked for a cigarette by someone who they thought or knew was underage. Three in ten report being asked to buy a pack of cigarettes by such a person.

A substantial number of Saskatchewan residents, four in ten (41%), report being asked for a cigarette by someone who they thought or knew was underage, including a family member, friend, acquaintance or stranger. Three in ten (29%) report being asked to buy a pack of cigarettes by someone who they thought or knew was underage.

Men are more likely than women to report being asked for a cigarette and asked to buy a pack of cigarettes by someone who they thought or knew was underage. Younger residents, particularly those aged 16 to 24, those with children under 18 living in the household, Aboriginal respondents and those living in larger communities are also more likely to report both. Less educated and the least affluent residents, and those with children between the ages of 12 and 17 living in the household are more likely than others to report being asked for a cigarette by someone who they thought or knew was underage. Those with a high school education and the least affluent residents are more likely to report being asked to buy a pack of cigarettes by someone who they thought or knew was underage.

Smokers, particularly those who are not seriously thinking about quitting, are considerably more likely than non-smokers to report being asked for a cigarette and asked to buy a pack of cigarettes by someone who they thought or knew was underage.

Asked to provide cigarettes to underage youth March 2004

	TOTAL	SMOKERS	NON-SMOKERS
Asked for			
Yes	41	79	31
No	58	20	68
dk/na	1	1	1
Asked to buy			
Yes	29	61	21
No	71	39	79
dk/na	*	—	*

* Less than one percent

Q.9

Have you ever been asked for a cigarette by someone who you thought or knew was underage, including a family member, friend, acquaintance or stranger?

Q.10

Have you ever been asked to buy a pack of cigarettes by someone who you thought or knew was underage?

B. Giving cigarettes to underage youth

One in ten Saskatchewan residents report ever giving cigarettes to someone who they thought or knew was underage.

One in ten Saskatchewan residents (11%) report giving one or more cigarettes to someone who they thought or knew was underage. Among those who have, the following proportions report having given cigarettes to an underage friend (42%), an underage acquaintance (31%), an underage stranger (18%), an underage family member other than their own children (15%), and an underage daughter or son (3%).

Younger residents aged 16 to 24 are more than three times likely than average to report giving cigarettes to someone who they thought or knew was underage (39% versus 11%). Those with a high school education, the least affluent residents and Aboriginal respondents are also more likely than others to report doing this. Smokers are considerably more likely than non-smokers to report doing this (38% versus 4%).

Giving cigarette(s) to underage youth March 2004

	TOTAL	SMOKERS	NON-SMOKERS
Yes	11	38	4
No	88	62	95
dk/na	*	—	*

* Less than one percent

Q.11

Have you ever given one or more cigarettes to someone who you thought or knew was underage?

Giving cigarettes to underage youth March 2004

	TOTAL	SMOKERS	NON-SMOKERS
<i>An underage friend</i>			
Yes	42	57	8
No	55	43	85
dk/na	3	1	8
<i>An underage acquaintance</i>			
Yes	31	44	—
No	69	55	100
dk/na	*	1	—
<i>An underage stranger</i>			
Yes	18	25	—
No	82	75	100
<i>An underage family member other than your own children</i>			
Yes	15	18	8
No	85	82	92
<i>An underage daughter or son</i>			
Yes	3	4	—
No	97	96	100

* Less than one percent

Q.14

Over the past six months have you given one or more cigarettes to any of the following ...?

Subsample: Those who have ever given one or more cigarettes to someone who they thought or knew was underage

c. Buying cigarettes for underage youth

Five percent of Saskatchewan residents report ever buying cigarettes for someone who they thought or knew was underage.

Five percent of Saskatchewan residents report buying a pack of cigarettes on behalf of or for someone who they thought or knew was underage. Among this small number, the following proportions report having bought cigarettes for an underage friend (27%), an underage acquaintance (23%), an underage stranger (10%), an underage family member other than their own children (8%), and an underage daughter or son (fewer than one percent).

Younger residents aged 16 to 24 are more than three times likely than average to report buying cigarettes for someone who they thought or knew was underage (18% versus 5%). Smokers are more likely than non-smokers to report doing this (15% versus 3%).

Buying cigarettes for underage youth March 2004

	TOTAL	SMOKERS	NON-SMOKERS
Yes	5	15	3
No	94	85	97
dk/na	*	*	*

* Less than one percent

Q.12

Have you ever bought a pack of cigarettes on behalf of or for someone who you thought or knew was underage?

Buying cigarettes for underage youth March 2004

	TOTAL	SMOKERS	NON-SMOKERS
<i>An underage friend</i>			
Yes	27	46	—
No	73	54	100
<i>An underage acquaintance</i>			
Yes	23	36	5
No	77	64	95
<i>An underage stranger</i>			
Yes	10	16	—
No	90	84	100
<i>An underage family member other than your own children</i>			
Yes	8	14	—
No	92	86	100
<i>An underage daughter or son</i>			
Yes	*	1	—
No	97	95	100
n/a	3	5	—

* Less than one percent

Q.15

Over the past six months have you bought a pack of cigarettes on behalf of or for any of the following ...?

Subsample: Those who have ever bought a pack of cigarettes on behalf of or for someone who they thought or knew was underage

D. Frequency of providing cigarettes to underage youth

Among Saskatchewan residents who have ever given or bought cigarettes for underage youth, one-third report providing cigarettes at least once a month, including seven percent who do this one or more times a week.

A total of 13 percent of Saskatchewan residents have ever given or bought cigarettes for underage youth. Among those who have, seven percent say they do this one or more times a week, 25 percent say one or more times a month, 19 percent say one or more times a year, 23 percent say less than once a year, and 26 percent say they never do this now.

Frequency of providing cigarettes to underage youth
March 2004

	TOTAL	SMOKERS	NON-SMOKERS
One or more times a week	7	10	—
One or more times a month	25	36	6
One or more times a year	19	22	14
Less than once a year	23	21	26
Never	26	10	54
dk/na	*	1	—

* Less than one percent

Q.13

How often do you give or provide cigarettes to youth you know or think are underage? Would it be ...?

Subsample: Those who have ever given or bought cigarettes to someone who they thought or knew was underage

E. Likelihood of providing cigarettes to underage youth

Few Saskatchewan residents say it is likely that they will provide cigarettes for underage youth.

All survey respondents were asked how likely they are to give cigarettes to underage youth over the next six months.

When asked the likelihood of their providing cigarettes to an underage person, few Saskatchewan residents say it is very or somewhat likely that they will give one or more cigarettes to an underage person they know (4%) or don't know (2%). Few also say they will buy a pack of cigarettes on behalf of or for an underage person they know (3%) or don't know (1%). Nine in ten each say they are not at all likely to engage in any of these actions.

Younger residents aged 16 to 24 are more likely than others to say they will give cigarettes to or buy cigarettes for an underage person they know. Smokers are more likely than non-smokers to say they will do both of these. They are also more likely to give cigarettes to an underage person that they don't know.

Likelihood of providing cigarettes to underage youth
March 2004

	TOTAL	SMOKERS	NON-SMOKERS
<i>Give one or more cigarettes to an underage person you know</i>			
Very likely	2	9	*
Somewhat likely	2	9	*
Not very likely	8	17	5
Not at all likely	88	65	94
dk/na	*	1	*
<i>Buy a pack of cigarettes on behalf of or for an underage person you know</i>			
Very likely	2	7	*
Somewhat likely	1	3	*
Not very likely	6	13	4
Not at all likely	91	77	95
dk/na	*	8	*
<i>Give one or more cigarettes to an underage person you don't know</i>			
Very likely	1	3	*
Somewhat likely	1	5	—
Not very likely	8	19	5
Not at all likely	90	73	95
dk/na	*	*	*
<i>Buy a pack of cigarettes on behalf of or for an underage person you don't know</i>			
Very likely	1	2	*
Somewhat likely	*	1	—
Not very likely	6	13	4
Not at all likely	93	83	95
dk/na	*	*	*

* Less than one percent

Q.16

Are you very, somewhat, not very or not at all likely to do each of the following in the next six months ...?

6.0 KNOWLEDGE OF LEGISLATION

A. Knowledge of retail legislation

Just over nine in ten Saskatchewan residents are aware of legislation banning retail stores from selling tobacco to underage youth. Among these, just under six in ten believe the government of Saskatchewan is responsible for these laws. Three-quarters know what is the minimum age to be sold cigarettes legally in retail stores in Saskatchewan.

A large majority of just over nine in ten Saskatchewan residents (93%) are aware that there are laws in the province that ban retail stores from selling tobacco products to underage youth. Among those who are aware of such laws, 56 percent think the provincial government/Government of Saskatchewan is responsible for these laws, 32 percent point to the federal government/Government of Canada/Health Canada and only four percent think these laws are the responsibility of the municipal/city/local governments. Twenty-four percent offer no opinion.

Women are less likely than men to offer an opinion about which level of government is responsible for these laws. Less educated and less affluent residents, younger people, particularly those aged 16 to 24, Aboriginal respondents, and those living in mid-sized or rural communities are also less likely to offer an opinion. Surprisingly, smokers are less likely than non-smokers to offer an opinion.

Knowledge of retail legislation March 2004

	TOTAL	SMOKERS	NON-SMOKERS
Yes	93	96	92
No	4	3	4
dk/na	4	2	4

Q.6a

As far as you know, are there laws in Saskatchewan that ban retail stores from selling tobacco products to underage youth?

Level of government responsible for retail legislation March 2004

	TOTAL	SMOKERS	NON-SMOKERS
Provincial/Government of Saskatchewan	56	35	62
Federal/Government of Canada/Health Canada	32	31	32
Municipal/city/local	4	2	4
Other	1	3	*
dk/na	24	40	20

* Less than one percent

Q.6b

*Which level or levels of government are responsible for these laws?
Subsample: Those who say there are laws in Saskatchewan that ban retail stores from selling tobacco products to underage youth*

When asked what is the minimum age to be sold cigarettes legally in retail stores in Saskatchewan, three-quarters of the province's residents (75%) correctly say it is 18. Eleven percent say 16, one percent say 17 and six percent say 19. Seven percent offer no opinion.

Majorities in all demographic groups are aware that the minimum age to be sold cigarettes legally in retail stores in Saskatchewan is 18. Men are more likely than women to know this. Knowledge of the minimum age is also higher among less educated residents, younger people, particularly those aged 16 to 24, Aboriginal respondents, and those living in mid-sized communities with between 10,000 and 100,000 inhabitants. Smokers are more likely than non-smokers to know the minimum age.

B. Perceptions of compliance with retail legislation

Only one in ten Saskatchewan residents think all retail stores obey the legislation banning retail stores from selling tobacco to someone under 18.

Only one in ten (11%) Saskatchewan residents think that all retail stores obey the law that says that retail stores can't sell tobacco to someone under 18. Another 65 percent think most retail stores obey the law and 23 percent say some do this. Fewer than one percent think no retail stores obey the law.

Younger residents aged 16 to 24 are less likely to think that all or most retail stores obey the law banning retail stores from selling tobacco to someone under 18, and they are more likely than others to say only some stores obey this legislation. Smokers are somewhat more likely than non-smokers to think only some stores obey the law.

Perceived minimum age for purchasing cigarettes legally in Saskatchewan March 2004

	TOTAL	SMOKERS	NON-SMOKERS
Under 16	*	*	*
16	11	6	12
17	1	*	1
18	75	84	73
19	6	6	6
20	*	1	*
No minimal legal age	*	*	*
dk/na	7	2	8

* Less than one percent

Q.7

What is the minimum age to be sold cigarettes legally in a retail store in Saskatchewan?

Compliance with retail legislation March 2004

	TOTAL	SMOKERS	NON-SMOKERS
All retail stores obey	11	17	9
Most obey	65	55	68
Only some obey	23	27	21
No retail stores obey	*	—	*
dk/na	2	1	2

* Less than one percent

Q.20

When it comes to the law that says that retail stores can't sell tobacco to someone under 18, do you think that all retail stores in Saskatchewan obey the law, that most retail stores obey, that only some retail stores obey, or that no retail stores obey the law?

c. Knowledge of other legislation related to underage youth and tobacco

Saskatchewan residents are more likely to believe it is against the law to buy cigarettes for underage youth and to give them a cigarette in public, and are less likely to think it is illegal for underage youth to ask for, possess, give or smoke cigarettes.

When residents are asked whether a number of statements related to other legislation regarding underage youth and tobacco are true, a majority (73%) correctly

think it is definitely true that it is against the law to buy cigarettes for someone who is under the legal age. Another two in ten say this is probably true, and only four percent incorrectly say this is probably or definitely not true.

One-half (50%) correctly think it is definitely true that it is against the law to give a cigarette to anyone under the legal age in public. Another three in ten say this is probably true. Only 15 percent incorrectly think this is probably or definitely not true, and five percent offer no opinion.

Knowledge of other legislation related to underage youth and tobacco

March 2004

	TOTAL	SMOKERS	NON-SMOKERS		TOTAL	SMOKERS	NON-SMOKERS
<i>It is against the law to buy cigarettes for someone who is under the legal age</i>				<i>It is against the law for an underage person to ask someone to buy them a package of cigarettes</i>			
Definitely true	73	80	71	Definitely true	35	38	34
Probably true	21	17	22	Probably true	28	24	29
Probably not true	3	2	4	Probably not true	23	22	23
Definitely not true	1	*	1	Definitely not true	8	12	7
dk/na	2	1	2	dk/na	6	5	7
<i>It is against the law to give a cigarette to anyone under the legal age in public</i>				<i>It is against the law to smoke a cigarette if you are under the legal age</i>			
Definitely true	50	53	49	Definitely true	33	33	33
Probably true	29	27	30	Probably true	26	23	27
Probably not true	12	13	12	Probably not true	24	22	24
Definitely not true	3	3	3	Definitely not true	9	14	7
dk/na	5	3	6	dk/na	9	9	8
<i>It is against the law to have or possess cigarettes if you are under the legal age</i>				<i>Anyone under the legal age can be charged for sharing or giving a cigarette to another youth who is also under the legal age in public</i>			
Definitely true	35	32	35	Definitely true	19	21	19
Probably true	30	26	31	Probably true	32	33	32
Probably not true	20	22	19	Probably not true	23	23	24
Definitely not true	7	9	7	Definitely not true	7	11	5
dk/na	9	11	8	dk/na	19	13	20

* Less than one percent

Q.19

Please tell me if you think each of the following statements is definitely true, probably true, probably not true or definitely not true ...?

Only one-third each incorrectly think it is definitely true that it is against the law to have or possess cigarettes if you are under the legal age (35%), it is against the law for an underage person to ask someone to buy them a package of cigarettes (35%) and it is against the law to smoke a cigarette if you are under the legal age (33%). About three in ten each say these statements are probably true. About three in ten each correctly think these statements are probably or definitely not true, and about one in ten or fewer offer no opinion.

Two in ten (19%) correctly think it is definitely true that anyone under the legal age can be charged for sharing or giving a cigarette to another youth who is also under the legal age in public. Another three in ten think this is probably true. Three in ten incorrectly say this statement is probably or definitely not true, and two in ten offer no opinion.

Aboriginal respondents and those living in rural communities with fewer than 10,000 residents are more likely than others to think nearly all of these statements are definitely true. Those with less than a high school education are more likely than others to correctly think that it is definitely true that anyone under the legal age can be charged for sharing or giving a cigarette to another youth who is also under the legal age in public. But they are also more likely to incorrectly believe that it is definitely true that it is against the law for an underage person to ask someone to buy them a package of cigarettes and to smoke a cigarette if you are under the legal age. Smokers are more likely than non-smokers to correctly think it is definitely true that it is against the law to buy cigarettes for someone who is under the legal age.

7.0

RECALL OF ADS OR MESSAGES ABOUT PROVIDING CIGARETTES TO UNDERAGE YOUTH

Six in ten Saskatchewan residents recall ads or messages about providing cigarettes to underage youth in the province. Among these, the largest proportions have seen them on television and on messages in stores where tobacco products are sold.

A majority of six in ten Saskatchewan residents (60%) recall seeing, reading or hearing ads or messages about not giving or selling cigarettes to anyone in Saskatchewan under the legal age. Among those who have seen, read or heard these ads or messages, the largest numbers have seen them on television (53%) and on messages in stores where tobacco products are sold (50%). Smaller proportions have seen them in a newspaper (23%), heard them on the radio (13%) and seen them in a magazine (8%) and on billboards (4%). Nine percent have seen, read or heard these ads or messages somewhere else.

Based on consultation with regional Health Canada employees in touch with tobacco control activities in the province, there is no evidence to suggest that messages about *not* providing cigarettes to underage youth have in fact been aired on TV or distributed through many of the other venues where respondents say they have noticed these messages. The primary way in which residents of Saskatchewan are currently exposed to messages about not providing cigarettes to underage youth is signage in retail establishments indicating the legal age for purchase. However, the general topic of youth smoking, including stopping and/or preventing youth from smoking, is fairly prominent in the media. Respondents who say they recall messages about *not* giving or selling cigarettes to youth, particularly those who recall these messages on television, might be recalling the more general messages in the media about stopping youth smoking rather than the more specific messages about *not* giving or selling cigarettes to anyone under the legal age.

Recall of ads or messages about providing cigarettes to underage youth March 2004

	TOTAL	SMOKERS	NON-SMOKERS
Yes	60	59	60
No	39	40	39
dk/na	1	1	1

Q.21

Do you recall seeing, reading or hearing any advertisements or messages about not giving or selling cigarettes to anyone in Saskatchewan under the legal age?

Where messages noticed March 2004

	TOTAL	SMOKERS	NON-SMOKERS
Television	53	47	54
In stores where tobacco sold	50	62	46
Newspaper	23	13	25
Radio	13	9	14
Magazine	8	8	8
Billboards	4	6	4
Other	9	11	7
dk/na	1	1	1

Q.22

Where have you seen, read or heard these ads or messages?

Subsample: Those who recall seeing, reading or hearing any advertisements or messages about not giving or selling cigarettes to anyone in Saskatchewan under the legal age

Younger residents, particularly those aged 16 to 24, less affluent people and those with less than a high school education are less likely to recall ads or messages about providing cigarettes to underage youth.

Better educated and the most affluent residents, those aged 45 and older, and those without children under 18 living in the household are more likely to have

seen these ads or messages in the newspaper. Younger residents and those with children under 18 living in the household are more likely than others to have seen messages in stores where tobacco products are sold. Non-smokers are more likely than smokers to have seen these ads/messages on television, on messages in stores and in newspapers, and to have heard them on the radio.

8.0

CONCLUSIONS AND IMPLICATIONS

The survey reveals that most Saskatchewan residents, particularly those aged 16 to 24, believe it is easy for underage youth to access cigarettes. Hence, this finding indicates that there is awareness of the problem.

However, another finding reveals that there is an overwhelming resignation among Saskatchewan residents of all ages that young people who want to smoke will always find a way to get cigarettes. This finding reveals that more will need to be done to reinforce the idea that it is possible to limit young people's access to cigarettes, through more education of both adults and youth as to the dangers of smoking to smokers and to others through second-hand smoke.

Other results indicate that, overall, those aged 16 to 24 differ from other age groups in their attitudes toward youth smoking and providing underage youth with cigarettes.

When it comes to attitudes toward youth smoking, those aged 16 to 24 are:

- Less likely to *strongly disagree* with the view that smoking is not as dangerous as some people say
- Less likely to believe that offering cigarettes to underage youth encourages them to smoke or can start a lifelong addiction
- Less likely to think more should be done to prevent young people from smoking
- More likely to believe that young people should have the right to smoke

Looking at attitudes toward providing underage youth with cigarettes, those aged 16 to 24 are:

- Far less likely to think that it is always wrong to give a cigarette to an underage youth

- Far more likely to think it is acceptable to offer, buy or share cigarettes with underage youth

Moreover, younger residents, particularly those aged 16 to 24, are more likely to report being asked to provide cigarettes and providing cigarettes to underage youth. They are also more likely to report that it is hard to say no to an underage youth who asks them to provide cigarettes.

These findings point out that messages that emphasize the importance of not sharing or supplying tobacco to underage youth will need to target those aged 16 to 24, who are most likely to engage in this behaviour and to believe that it is acceptable. It is also necessary to educate youth as to how to say no when they are asked for cigarettes by underage youth.

These findings also indicate that more needs to be done to educate this target group about the dangers of smoking and to get them to be more aware of how their actions can lead to encouraging underage youth to smoke and starting them on a lifelong addiction.

As a sizeable number of those aged 16 to 24 believe that young people should have the right to smoke, messages targeted to this group may need to emphasize the costs to the smoker's health and that of others of having such a right, and how these health costs outweigh the right of a person to smoke.

On the issue of awareness of legislation related to underage youth and tobacco, there is confusion as to what actions are illegal. This indicates that more education on the legality of providing cigarettes to underage youth needs to be done among the general Saskatchewan population.

SURVEY METHODS

The results of the survey are based on questions asked to 1,000 residents of Saskatchewan aged 16 or older, including an oversample of 200 smokers. The core survey was conducted by telephone from March 12 to 17, 2004; the oversample survey was conducted by telephone from March 17 to 20, 2004.

SAMPLE SELECTION

The sampling method was designed to complete approximately 1,000 interviews with residents of Saskatchewan 16 years of age or older, 800 among the general population (including smokers and non-smokers) and 200 among smokers, resulting in a disproportionate sample by smoking status.

The final sample, consisting of all interviews from both the general population survey and the smokers oversample survey, is distributed as follows.

DEMOGRAPHIC SUBGROUPS	% OF TOTAL SAMPLE
<i>Gender</i>	
Male	49
Female	51
<i>Age</i>	
16-24 years	17
25-34 years	15
35-44 years	19
45-54 years	17
55+ years	30
<i>Education</i>	
Less than high school	18
High school	28
Community college/vocational	24
University	30
<i>Income</i>	
Less than \$20K	18
\$20-\$40K	21
\$40-\$60K	19
\$60-\$80K	9
\$80K or more	17
<i>Community size</i>	
Less than 10K inhabitants	42
10K-100K inhabitants	12
100K-1 million inhabitants	45

DEMOGRAPHIC SUBGROUPS	% OF TOTAL SAMPLE
<i>Marital status</i>	
Married/living as couple	58
Single	26
Widowed/separated/divorced	16
<i>Children living in household</i>	
Children <18 living in household	40
Children 12-17 living in the household	20
<i>Aboriginal status</i>	
Aboriginal	7
Non-aboriginal	93

The results were weighted by age, community size and smoking status to reflect the views of the general population.

The distribution of the total sample by smoking status is as follows:

	WEIGHTED N	UNWEIGHTED N	MARGIN OF ERROR
Non-smokers	790	596	4.0
Smokers			
(oversample)	210	404	4.9
Total	1,000	1,000	3.1

The sampling model relies on the stratification of the population by five community sizes: 100,000 or more; 25,000 to 100,000 inhabitants; 10,000 to 25,000 inhabitants; 5,000 to 10,000 inhabitants; and under 5,000 inhabitants.

	WEIGHTED N	UNWEIGHTED N
100K to 1 million	452	438
10K to 100K	124	129
Less than 10K	424	433

The age distribution of the total sample is as follows:

	WEIGHTED N	UNWEIGHTED N
16 to 24	167	84
25 to 34	150	165
35 to 44	195	183
45 to 54	171	197
55 plus	303	356

Environics uses a sampling method in which sample is generated using the RDD (random digit dialling) technique. Samples are generated using a database of active phone ranges. These ranges are made up of a series of contiguous blocks of 100 contiguous phone numbers and are revised three to four times per year after a thorough analysis of the most recent edition of an electronic phonebook. Each number generated is put through an appropriate series of validation procedures before it is retained as part of a sample. Each number generated is looked up in a recent electronic phonebook database to retrieve geographic location, business indicator and "do not call" status. The postal code for listed numbers is verified for accuracy and compared against a list of valid codes for the sample stratum. Non-listed numbers are assigned a "most probable" postal code based on the data available for all listed numbers in the phone exchange. This sample selection technique ensures both unlisted numbers and numbers listed after the directory publication are included in the sample.

During fieldwork, a total of 5,905 telephone numbers were drawn from the initial sample for the general population survey, and a total of 5,408 telephone numbers were drawn from the initial sample for the smokers oversample survey.

From within each household contacted for the general population survey, respondents 16 years of age and older were screened for random selection using the "most recent birthday" method. Each household contacted in the smokers oversample survey was screened first for the presence of one or more smokers 16 or more years of age. If more than one smoker in this age group was present in the household, the respondents were screened for random selection using the "most recent birthday" method. The use of this technique produces results that are as valid and effective as enumerating all qualified persons within a household and selecting one randomly.

In both the general population survey and the oversample survey, an occupational screening question was asked in order to exclude from the sample households in which any member works for an advertising or market research firm, the media, or a tobacco company.

The final results are based on all interviews from both the general population survey and the smokers oversample survey. These results have been weighted by gender, age and smoking status. Gender and age weighting was derived from the most recently available census data. Smoking status weighting was derived from CTUMS Wave 2 2002 data.

TELEPHONE INTERVIEWING

Interviewing was conducted at Environics' central facilities in Toronto. Field supervisors were present at all times to ensure accurate interviewing and recording of responses. Ten percent of each interviewer's work was unobtrusively monitored for quality control in accordance with the standards set out by the Canadian Association of Marketing Research Organizations.

A minimum of five calls were made to a household before classifying it as a "no answer."

COMPLETION RESULTS: GENERAL POPULATION

A total of 800 interviews were completed in the general population survey. The margin of error for a sample of 800 is ± 3.5 percentage points, 19 times in 20.

The following table presents the detailed completion results for this general population survey of 800 interviews.

	#
Total dialled sample	5,905
Household not eligible	13
Non-residential/not in service	1,428
Language barrier	47
Subtotal	1,488
New base (5,905 - 1,488)	4,417
No answer/line busy/ respondent not available	1,707
Refusals	1,865
Mid-interview refusals	45
Subtotal	3,617
Net completions (4,417 - 3,617)	800

The effective response rate for the survey is 18 percent: the number of completed interviews (800) divided by the total dialled sample (5,905) minus the non-valid/non-residential numbers, the numbers not in service and the numbers that presented a language barrier (1,488).

The actual completion rate is 30 percent: the number of completed interviews (800) divided by the number of qualified households contacted directly (2,710).

COMPLETION RESULTS: SMOKERS OVERSAMPLE

A total of 200 interviews were completed in the smokers oversample. The margin of error for a sample of 200 is ± 6.9 percentage points, 19 times in 20.

The following table presents the detailed completion results for this oversample survey of 200 interviews.

	#
Total dialled sample	5,408
Household not eligible	1,183
Non-residential/not in service	1,226
Language barrier	24
Subtotal	2,433
New base (5,408 - 2,433)	2,975
No answer/line busy/ respondent not available	1,830
Refusals	928
Mid-interview refusals	17
Subtotal	2,775
Net completions (2,975 - 2,775)	200

The effective response rate for the oversample survey is seven percent: the number of completed interviews (200) divided by the total dialled sample (5,408) minus the non-valid/non-residential numbers, the numbers not in service, the numbers that presented a language barrier and the numbers representing ineligible households (2,433).

The actual completion rate is 18 percent: the number of completed interviews (200) divided by the number of qualified households contacted directly (1,145).

QUESTIONNAIRE



ENVIRONICS
R E S E A R C H G R O U P

March 12, 2004

**Saskatchewan Sources of Supply
PN 5483
Questionnaire - Final**

INTRODUCTION

Hello, my name is _____ of Environics Research Group Ltd. We are conducting a study for the Government of Canada on issues important to Canadians. Please be assured that we are not selling or soliciting anything. Your answers will be kept strictly confidential and your participation is important if the results of the survey are to be accurate.

We choose telephone numbers at random, then select one person from a household to be interviewed.

- A. May I please speak to the person in your household who is 16 years of age or older, and has had the most recent birthday.

#01 Yes

#02 Not Available**SCHEDULE CALL-BACK**

#03 Refused**DISCONTINUE & THANK**

- B. Do you or does anyone in your household work for an advertising or market research firm, the media, or a tobacco company?

1 - Yes

THANK AND TERMINATE

2 - No

CONTINUE TO MAIN QUESTIONNAIRE

- C. **(READ IF NECESSARY)** Are you male or female?

1 - Male

2 - Female

INTRODUCTION FOR SMOKERS SURVEY

Hello, my name is _____ of Environics Research Group Ltd. We are conducting a study for the Government of Canada on issues affecting Canadians. Please be advised that we are not selling nor soliciting anything. Your participation is important if the results of the survey are to be accurate and your answers will be kept strictly confidential.

We choose telephone numbers at random, then select one person from a household to be interviewed.

- A. Does anyone in your household age 16 or older smoke cigarettes (manufactured or roll your own)?

1 - Yes
2 - No
3 - DK/NA

ASK B
THANK AND TERMINATE

- B. Is there more than one person in your household age 16 or older that smokes cigarettes?

1 - Yes, more than one
2 - One only

ASK C
SCHEDULE CALL BACK

- C. May I please speak to the smoker who has had the most recent birthday?
SCHEDULE CALL BACK

- D. Do you or does anyone in your household work for an advertising or market research firm, the media, or a tobacco company?

1 - Yes
2 - No

THANK AND TERMINATE
CONTINUE TO MAIN QUESTIONNAIRE

MAIN QUESTIONNAIRE

1. At the present time, do you smoke cigarettes (manufactured or roll your own) every day, occasionally or not at all?

1 - Every day
2 - Occasionally (less than every day)
3 - Not at all
4 - DK/NA

SMOKER
SMOKER
NON- SMOKER
NON- SMOKER

ASK SMOKERS

2. a) Are you now seriously thinking of quitting smoking?

- 1 - Yes
- 2 - No **GO TO Q.3**
- 3 - DK/NA **GO TO Q.3**
- 4 - Refused **GO TO Q.3**

IF YES TO Q.2(a), ASK :

b) When do you think you will try to quit?

READ

- 1 - Within the next 30 days,
- 2 - Within the next 6 months, or
- 3 - Not within the next 6 months
- 4 - DK/NA

AWARENESS**ASK ALL**

3. Over the past six months or so, have you seen, read, or heard anything about the topic of underage youth obtaining cigarettes or other tobacco products?

- 1 - Yes
- 2 - No
- 3 - DK/NA

4. Thinking about your community, do you think it is very easy, somewhat easy, somewhat hard or very hard for underage youth to obtain cigarettes?

- 1 - Very easy
- 2 - Somewhat easy
- 3 - Somewhat hard
- 4 - Very hard
- 5 - DK/NA

5. a) Thinking about your community, what do you think is the main way that underage youth get cigarettes? **DO NOT READ. CODE ONE ONLY.**

- 1 - Find a store that sells them
- 2 - Ask a stranger to buy for them
- 3 - Get (bum) from friends (share)
- 4 - Steal from family (parents)
- 5 - Ask for or buy one from a stranger
- 6 - Ask older friends to buy
- 7 - Fake ID
- 8 - Ask parents to give or buy
- 9 - Ask relatives to give or buy
- 10 - Get from older siblings
- 11 - Buy illegal cigarettes
- 12 - Vending machines
- 13 - Steal from store
- 14 - Ask older acquaintances to give
- 15 - Aboriginal/First Nations sources
- 16 - At school
- 17 - No ways
- 18 - Other (Specify) _____
- 19 - DK/NA

5. b) Are there any other ways that underage youth in your community get cigarettes? **DO NOT READ. CODE ALL THAT APPLY**

- 1 - Find a store that sells them
- 2 - Ask a stranger to buy for them
- 3 - Get (bum) from friends (share)
- 4 - Steal from family (parents)
- 5 - Ask for or buy one from a stranger
- 6 - Ask older friends to buy
- 7 - Fake ID
- 8 - Ask parents to give or buy
- 9 - Ask relatives to give or buy
- 10 - Get from older siblings
- 11 - Buy illegal cigarettes
- 12 - Vending machines
- 13 - Steal from store
- 14 - Ask older acquaintances to give
- 15 - Aboriginal/First Nations sources
- 16 - At school
- 17 - No other ways
- 18 - Other (Specify) _____
- 19 - DK/NA

6. a) As far as you know, are there laws in Saskatchewan that ban retail stores from selling tobacco products to underage youth?

1 - Yes **ASK b**
2 - No
3 - DK/NA

- b) Which level or levels of government are responsible for these laws? **DO NOT READ DO NOT PROBE/MORE THAN ONE ANSWER POSSIBLE.**

1 - Federal/Government of Canada/Health Canada
2 - Provincial/Government of Saskatchewan
3 - Municipal/City/local
4 - Other
5 - DK/NA

7. What is the minimum age to be sold cigarettes legally in a retail store in Saskatchewan? **DO NOT READ. CODE ONE ONLY**

1 - Under 16
2 - 16
3 - 17
4 - 18
5 - 19
6 - 20
7 - There is NO minimum legal age
8 - DK/NA

BELIEFS/ATTITUDES

8. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements about underage youth, meaning under the age of 18? **READ AND ROTATE**

- a) It's okay for friends who are underage to share a pack of cigarettes.

1 - Strongly agree
2 - Somewhat agree
3 - Somewhat disagree
4 - Strongly disagree
5 - DK/NA

- b) It's okay for parents to give or share cigarettes with their underage children.
c) It's okay for smokers to offer cigarettes to non-smokers who are underage.
d) It's okay for someone to offer cigarettes to an underage person who they know.
e) It's okay for someone to sell one or more cigarettes from their pack to someone who is underage.

- f) It's okay for friends who can legally buy cigarettes to share them with friends who are underage.
- g) It's okay for someone to buy cigarettes for someone who is underage.

BEHAVIOUR

Here are some questions about underage youth under the age of 18.

- 9. Have you ever been asked for a cigarette by someone who you thought or knew was underage, including a family member, friend, acquaintance or stranger?
 - 1 – Yes
 - 2 – No
 - 3 – DK/NA
- 10. Have you ever been asked to buy a pack of cigarettes by someone who you thought or knew was underage?
 - 1 – Yes
 - 2 – No
 - 3 – DK/NA
- 11. Have you ever given one or more cigarettes to someone who you thought or knew was underage?
 - 1 – Yes **ASK Q13 AND 14**
 - 2 – No
 - 3 – DK/NA
- 12. Have you ever bought a pack of cigarettes on behalf of or for someone who you thought or knew was underage?
 - 1 – Yes **ASK Q13 AND 15.**
 - 2 – No
 - 3 – DK/NA/

IF YES IN Q.11 OR Q.12 ASK

- 13. How often do you give or provide cigarettes to youth you know or think are underage? Would it be ... **READ**
 - 1 - One or more times a week
 - 2 - One or more times a month
 - 3 - One or more times a year
 - 4 - Less than once a year, or
 - 5 - Never
 - 6 - DK/NA

IF YES IN Q.11 ASK

14. Over the past six months have you given one or more cigarettes to any of the following: **READ**

a) An underage stranger

1 – Yes

2 – No

3 – DK/NA

b) An underage friend

c) An underage acquaintance

d) An underage family member other than your own children

e) An underage daughter or son

IF YES IN Q.12 ASK

15. Over the past six months have you bought a pack of cigarettes on behalf of or for any of the following: **READ**

a) An underage stranger

1 – Yes

2 – No

3 – Not applicable

3 – DK/NA

b) An underage friend

c) An underage acquaintance

d) An underage family member other than your own children

e) An underage daughter or son

ASK ALL

16. Are you very, somewhat, not very or not at all likely to do each of the following in the next six months? **READ**

a) Give one or more cigarettes to an underage person you know?

1 – Very likely

2 – Somewhat likely

3 – Not very likely

4 – Not at all likely

5 – DK/NA

b) Give one or more cigarettes to an underage person you don't know

c) Buy a pack of cigarettes on behalf of or for an underage person you know

d) Buy a pack of cigarettes on behalf of or for an underage person you don't know

17. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements? **READ AND ROTATE**

a) More should be done to prevent young people from smoking.

- 1 - Strongly agree
- 2 - Somewhat agree
- 3 - Somewhat disagree
- 4 - Strongly disagree
- 5 - DK/NA

- b) Smoking is not as dangerous as some people say.
- c) Young people who want to smoke will always find a way to get cigarettes.
- d) Offering cigarettes to friends or family who are underage encourages them to smoke.
- e) Giving even a single cigarette to someone who is underage can start a lifelong addiction to tobacco.
- f) Providing cigarettes to underage youth is just as serious a problem as providing alcohol to underage youth.
- g) Young people should have the right to smoke if they want to.
- h) Retail stores should ensure that tobacco products are not sold to underage youth.
- i) It's hard to say no when an underage youth asks you for a cigarette.
- j) It's hard to say no when an underage youth asks you to buy them a pack of cigarettes.

18. Which of these statements best reflects your opinion? **READ AND ROTATE**

- 1 - It is always wrong to give a cigarette to an underage youth.
- 2 - It is OK to give one or a few cigarettes to an underage youth on an occasional basis.
- 3 - There is really nothing wrong with giving cigarettes to underage youth.
- 4 - DK/NA

KNOWLEDGE OF LEGISLATION

19. Please tell me if you think each of the following statements is definitely true, probably true, probably not true or definitely not true? **READ AND ROTATE**

a) It is against the law to give a cigarette to anyone under the legal age in public.

- 1 - Definitely true
- 2 - Probably true
- 3 - Probably not true
- 4 - Definitely not true
- 5 - DK/NA

- b) It is against the law to buy cigarettes for someone who is under the legal age.
- c) Anyone under the legal age can be charged for sharing or giving a cigarette to another youth who is also under the legal age in public.
- d) It is against the law to have or possess cigarettes if you are under the legal age.

- e) It is against the law to smoke a cigarette if you are under the legal age.
 - f) It is against the law for an underage person to ask someone to buy them a package of cigarettes.
20. When it comes to the law that says that retail stores can't sell tobacco to someone under 18, do you think that all retail stores in Saskatchewan obey the law, that most retail stores obey, that only some retail stores obey, or that no retail stores obey the law?
- 1 - All retail stores obey
 - 2 - Most obey
 - 3 - Only some obey
 - 4 - No retail stores obey
 - 5 - DK/NA

AD/MESSAGE RECALL

21. Do you recall **seeing, reading** or **hearing** any advertisements or messages about not giving or selling cigarettes to anyone in Saskatchewan under the legal age?
- 1 - Yes **GO TO Q.22**
 - 2 - No **GO TO Q.23**
 - 3 - DK/NA **GO TO Q.23**

IF SEEN ADVERTISING IN Q.21 ASK

22. Where have you **seen, read** or **heard** these ads or messages? **DO NOT READ. CODE ALL THAT APPLY**

- 1 - Television
- 2 - Radio
- 3 - The Internet
- 4 - Messages in stores where tobacco products are sold
- 5 - Magazine
- 6 - Newspaper
- 7 - Billboards
- 8 - On cigarette packages
- 9 - Other (Specify)
- 10 - DK/NA

DEMOGRAPHICS

ASK ALL

23. Finally, a few questions for statistical purposes. Please be assured that all your responses will be kept entirely anonymous and absolutely confidential. In what year were you born?

- 1 - SPECIFY _____
- 2 - DK/NA

24. What is the highest level of education you have reached?

DO NOT READ

- 1 - Elementary school or less (no schooling to grade 7)
- 2 - Some high school (grades 8 - 11)
- 3 - Completed high school (grades 12 or 13 or OAC)
- 4 - Some community college, vocational or trade school (or some CEGEP)
- 5 - Completed community college, vocational or trade school (or complete CEGEP)
- 6 - Some university (no degree)
- 7 - Completed university (Bachelor's degree)
- 8 - Post graduate university (Master's, Ph.D., completed or not)
- 9 - DK/NA

25. Are you...

READ

- 1 - Married or living as a couple
- 2 - Single
- 3 - Widowed
- 4 - Separated, or
- 5 - Divorced
- 6 - DK/NA

26. a) Are there any children under the age of 18 living in your household?

- 1 - Yes **ASK b and c**
- 2 - No
- 3 - DK/NA

b) Are any of these children aged 12 to 17 years old?

- 1 - Yes
- 2 - No
- 3 - DK/NA

c) Do any children in your household smoke cigarettes?

- 1 - Yes
- 2 - No
- 3 - DK/NA

ASK ALL

27. Are you an Aboriginal person (e.g. Native Indian from a specific band, Inuit or metis)?

- 01 - Yes
- 02 - No
- 99 - DK/NA

28. Into which of the following categories would you put the total annual income, before taxes and deductions, for 2003, of all members of your household, including yourself? Is it...

READ

- 01 - Under \$10,000
- 02 - \$10,000 to \$19,999
- 03 - \$20,000 to \$29,999
- 04 - \$30,000 to \$39,999
- 05 - \$40,000 to \$49,999
- 06 - \$50,000 to \$59,999
- 07 - \$60,000 to \$69,999
- 08 - \$70,000 to \$79,999
- 09 - \$80,000 to \$99,999
- 10 - \$100,000 and over
- 99 - DON'T KNOW/REFUSED

29. We may want to follow up with another survey in the future. Would you be able to participate?

- 1 - Yes/maybe
- 2 - No

IF YES/MAYBE, RECORD NAME AND NUMBER.

30. In case my supervisor wishes to verify this interview, may I please have your first name or initials?

_____.

31. And to verify that I have dialed correctly is this: _____.

- 1 - Yes
- 2 - No

32. If incorrect, please input correct phone number: _____.

33. If we have any further questions, may we call you back?

- 1 - Yes
- 2 - No