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ENVIRONICS
RESEARCH GROUP

**The Tobacco Retail Environment:
Results of a Focus Group Study
Final Report**

PN 5557

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DISCUSSION AGENDA – ENGLISH AND FRENCH

1.0 INTRODUCTION

In September 2004, Health Canada retained Environics Research Group Limited to conduct qualitative research, consisting of nine focus group sessions, among both smokers and non-smokers. This research was designed to:

- #1 • Examine current knowledge, attitudes, views, beliefs, and behaviours associated with the tobacco retail environment such as: displays, availability, advertising, promotion, locations where tobacco is sold, etc.
- 2 • Identify commonly held vocabulary, common understandings, meanings of terms, etc associated with the tobacco retail environment
- 3 • Examine views on the linkages between smoking, displays at retail, and availability of tobacco products (with an emphasis on youth)
- 4 • Examine views and attitudes towards possible future modifications of the tobacco retail environment
- 5 • Examine possible approaches and develop questions for a survey regarding the tobacco retail environment

Nine (9) focus groups were conducted; in each of the three locations (Toronto, Calgary and Montreal), one group was conducted among core smokers, one among potential quitters and one among non-smokers (including former smokers).

TORONTO

GROUP 1

GROUP 2

GROUP 3

MONDAY

SEPTEMBER 27TH

AT 5:30 P.M.

CORE SMOKER

MONDAY

SEPTEMBER 27TH

AT 7:30 P.M.

POTENTIAL QUITTER

TUESDAY

SEPTEMBER 28TH

AT 5:30 P.M.

NON SMOKERS

CALGARY

GROUP 1

GROUP 2

GROUP 3

WEDNESDAY

SEPTEMBER 29TH

AT 5:30 P.M.

CORE SMOKER

WEDNESDAY

SEPTEMBER 29TH

AT 7:30 P.M.

POTENTIAL QUITTER

THURSDAY

SEPTEMBER 30TH

AT 5:30 P.M.

NON SMOKERS

MONTREAL		
GROUP 1	GROUP 2	GROUP 3
MONDAY OCTOBER 4TH AT 5:30 P.M. CORE SMOKER	MONDAY OCTOBER 4TH AT 7:30 P.M. POTENTIAL QUITTER	TUESDAY OCTOBER 5TH AT 5:30 P.M. NON SMOKERS

For the purposes of this research, core smokers were defined as those who are not now seriously thinking of quitting. Potential quitters were defined as those who are now seriously considering quitting. Among non-smokers, former smokers were defined as those who have smoked in the past and who have smoked at least 100 cigarettes in their lifetime.

A total of 81 participants took part in the nine focus group sessions. Each group lasted approximately two hours.

Dr. Donna Dasko acted as project director, and moderated the English language groups in Toronto and Calgary. M. Louis-Philippe Barbeau conducted the three French language groups in Montreal. All research work was conducted in accordance with the professional standards established by the Professional Marketing Research Society (PMRS) and the Canadian Association of Marketing Research Organizations (CAMRO).

Statement of Limitations: Qualitative research provides insight into the range of opinions held within a population, rather than the weights of the opinions held, as would be measured in a quantitative study. The results of this type of research should be viewed as indicative rather than projectable.

2.0 EXECUTIVE SUMMARY

2.1 Retail Environments

The most frequently mentioned locations that sell cigarettes were convenience, variety or “corner” stores (“dépanneurs” in Quebec), gas stations, grocery stores and supermarkets, and, though less frequently used, big box stores like Costco. Convenience stores were the most common place for smokers to buy cigarettes, and price and convenience of location were the main deciding factors determining where they went to purchase them.

Virtually all participants, smokers and non-smokers, said that cigarettes are found on a wall behind the cash register, in convenience stores, gas stations, coffee shops, and almost all other locations where cigarettes are sold. Most described the cigarette display as a big, bright, extremely visible, colourful wall of cigarettes, and thought there was little variety in the ways that cigarettes were displayed in various locations.

Most participants, both smokers and non-smokers, agreed that some brands were almost always placed more prominently than others – DuMaurier brands in particular, but also Players and Export. Some thought that manufacturers paid for these prominent placements.

Many participants mentioned signs in convenience stores and gas stations offering “specials” and promotions on cigarettes; these were mainly advertised on a handwritten piece of paper hanging on the front door or inside the store, on or above the cigarette display. Very few reported seeing commercially-produced brand advertising.

Some smokers, particularly core smokers, said that the wall displays they have seen in the stores where they purchased cigarettes had no real affect on them, but at the same time, they expected to see the displays. Some smokers agreed that seeing the cigarette display reassured or relaxed them, while some potential quitters found the displays problematic when they were trying to quit. Some former smokers recalled the same effect when they were in the process of quitting.

2.2 Current and Proposed Restrictions on Cigarette Sales

Most smokers felt that current restrictions on the retail environment for tobacco were acceptable, and that additional regulation was not really needed. Core smokers had few suggestions for changes in the way cigarettes are presented in the retail environment. Potential quitters focused on changes aimed at controlling smoking among minors. Most non-smokers were very supportive of recent regulatory changes, and went even further in suggesting changes aimed at reducing smoking.

There was limited awareness of current restrictions as to who may sell cigarettes. A few believed that a special license or permit was required to sell tobacco products; most thought that once you have a vendor permit to sell anything to the public, you can automatically sell cigarettes too.

In Montreal and Toronto, most participants, both smokers and non-smokers, agreed that cigarettes should not be sold in pharmacies or in stores that target children or young people. In Calgary, most participants, including non-smokers, thought it should be up to store owners to decide if cigarettes will be sold in their establishments.

Most, smokers and non-smokers, felt that limiting the visibility of cigarettes by placing them under the counter would not have much impact on smokers. Most smokers said it would not have much effect on their own smoking habits, as long as they had a way of knowing who was selling cigarettes. However, some thought that concealing cigarettes might help people trying to quit; a few thought it might cut down on the number of cigarettes some people smoke, by eliminating impulse buying.

Core smokers in Montreal and Toronto strongly expressed the view that limiting the number of authorized sales points would have little or no effect on their smoking habits; but most seemed at least somewhat resigned to continuing restrictions on smoking. Core smokers in Calgary expressed strong and virtually unanimous opposition to this proposal; these smokers indicated that they were already angry with governments for recent restrictions on where they could smoke, and their anger would only increase if restrictions on where they could buy tobacco products were introduced.

Potential quitters in all three cities felt that limiting the number of sales points would change their habits in one of two ways. Many said they would buy more packs or cartons at a time – or start buying cartons – and stock up. However, others said that limiting the points of purchase would in fact be a deterrent to smoking and make it easier for them to quit.

Participants in all three cities, but particularly in Toronto, expressed concern over the effects of greater regulation on small store owners. Many believed that these stores derive a great deal of their profits from the sale of cigarettes, and felt some sympathy that small stores, particularly convenience stores, would face financial difficulty if they no longer sold cigarettes.

Most smokers, and particularly potential quitters, would likely continue shopping at their local convenience store for snacks, newspapers and magazines, and other products, even if it no longer carried cigarettes.

Most non-smokers did not think that limiting the number of locations would influence established smokers to cut down or quit; some thought that smokers might smoke more, because they would be stocking up and would have more cigarettes on hand. However, some non-smokers, like some potential quitters, did think that limiting the number of locations would have a positive effect on occasional smokers and those trying to quit.

2.3 Youth Issues

Almost all participants agreed that youth smoking was a problem, with the exception of some core smokers in Calgary, who felt that it was a matter of personal choice for youth just as much as it was for adults.

Most participants seemed to think that peer pressure, family, friends, glorification of cigarettes on television and music videos were more influential on youth when it comes to smoking than were the displays found in stores. Most thought that “powerwall” displays of cigarettes would not be a major factor in encouraging youth to start smoking, but some thought that children might be attracted by the bright colours, and would thus be tempted to take up smoking.

Most said they thought it was easy for young people to get cigarettes if they wanted them. Most participants said that they have been approached by minors asking them either to buy cigarettes for them or to give them a cigarette; most refused to do either. Several participants expressed moderate or strong disapproval of people who provided cigarettes to minors.

Most participants in all cities have noticed signs detailing the restrictions on sale of cigarettes to minors in retail stores. Participants were divided as to whether they thought that restrictions were being enforced by retailers.

Most thought that limiting the visibility of cigarettes would probably not have much influence on youth, since their first contact with cigarettes was usually through their friends and family. As well, many were not convinced that limiting the number of sales locations would have much effect on youth smoking. Still, some did think that these proposals would be beneficial since they would reduce the number of times that youth would see cigarettes. Potential quitters, and particularly non-smokers, were more enthusiastic than core smokers in offering suggestions about changes to the retail environment that might prevent youth from smoking.

2.0 SOMMAIRE DU RAPPORT

2.1 Produits du tabac dans le commerce de détail

Les endroits mentionnés le plus souvent comme vendant des cigarettes ont été les « convenience, variety ou corner stores » (« dépanneurs » au Québec), les postes d'essence, les supermarchés et, quoique mentionnés moins souvent, les magasins à grande surface comme Costco. Les dépanneurs ont été nommés comme étant l'endroit où les fumeurs achètent le plus souvent des cigarettes, le prix et un endroit pratique étant les principaux facteurs influençant la décision de l'établissement où les acheter.

Pratiquement tous les participants, fumeurs et non-fumeurs, ont dit qu'on retrouve les cigarettes sur un mur situé derrière la caisse, dans les dépanneurs, les postes d'essence, les cafés et dans presque tous les endroits où des cigarettes sont vendues. La plupart d'entre eux ont décrit le présentoir à cigarettes comme étant un grand mur de cigarettes bien éclairé, extrêmement visible et coloré, ils étaient d'avis qu'il y avait peu de variations dans la façon de mettre les cigarettes en étalage dans les différents établissements.

La plupart des participants, fumeurs et non-fumeurs, ont été d'accord pour dire que certaines marques étaient presque toujours situées plus en évidence que d'autres – les marques DuMaurier en particulier, mais également Players et Export. Certains pensaient que les fabricants paient pour que leurs produits soient plus en évidence.

De nombreux participants ont mentionné la présence d'écriteaux dans les dépanneurs et les postes d'essence offrant des « spéciaux » et des promotions sur les cigarettes, ceux-ci étaient surtout écrits à la main sur des feuilles de papier et étaient accrochés à la porte d'entrée ou à l'intérieur du magasin, sur ou au-dessus du présentoir à cigarettes. Très peu de participants ont rapporté voir des publicités produites de façon commerciale au sujet des marques.

Certains fumeurs, en particulier les fumeurs invétérés, ont affirmé que les présentoirs muraux qu'ils avaient vus dans les magasins où ils ont acheté des cigarettes n'avaient pas eu de véritable influence sur eux, mais en même temps, ils s'attendaient d'y voir des présentoirs. Certains fumeurs ont été d'accord pour dire que le fait de voir le présentoir à cigarettes les rassurait ou les mettait à l'aise, alors que certaines des personnes qui envisagent sérieusement de cesser fumer ont trouvé que les présentoirs faisaient problème quand elles tentent de cesser de fumer. Certains anciens fumeurs se sont rappelés un effet analogue quand ils ont eux-mêmes cessé de fumer.

2.2 Contraintes en vigueur et proposées en matière de vente de cigarettes

La plupart des fumeurs ont été d'avis que les contraintes actuelles imposées sur les produits du tabac dans le commerce de détail étaient acceptables, mais qu'une réglementation additionnelle n'était pas vraiment nécessaire. Les fumeurs invétérés avaient peu de suggestions à faire sur la façon de modifier la présentation des cigarettes dans le commerce de détail. Les personnes envisageant sérieusement de cesser de fumer étaient centrés sur des changements visant à contrôler le tabagisme chez les mineurs. La plupart des non-fumeurs

appuyaient fortement les récents changements apportés à la réglementation et ils sont allés encore plus loin en suggérant des changements visant à réduire l'usage du tabac.

Les participants étaient généralement peu sensibilisés aux contraintes actuelles concernant qui peut vendre des cigarettes. Quelques-uns croyaient qu'il fallait une licence ou un permis spécial pour vendre des produits du tabac, mais la plupart pensaient qu'une fois que vous possédez un permis de vendeur vous permettant de vendre n'importe quoi au public, vous pouvez automatiquement vendre des cigarettes également.

À Montréal et Toronto, la plupart des participants, fumeurs et non-fumeurs, ont été d'accord pour dire qu'on ne doit pas vendre de cigarettes dans les pharmacies ou les magasins qui s'adressent aux enfants ou aux jeunes. À Calgary, la plupart des participants, y compris les non-fumeurs, étaient d'avis que les propriétaires de magasins devraient eux-mêmes pouvoir décider s'ils vendront ou non des cigarettes dans leur établissement.

La plupart des participants, fumeurs et non-fumeurs, avaient le sentiment que le fait de réduire la visibilité des cigarettes en les plaçant sous le comptoir n'aurait pas une forte incidence sur les fumeurs. La plupart des fumeurs ont affirmé que cela n'aurait pas une forte incidence sur leurs habitudes en matière de tabagisme, tant et aussi longtemps qu'il y aurait une façon de savoir qui vend des cigarettes. Cependant, certains croyaient que le fait de dissimuler les cigarettes pourrait aider les personnes qui tentent de cesser de fumer, quelques-uns pensaient que cela pourrait réduire le nombre de cigarettes que fument certaines personnes, en éliminant une incitation à en acheter.

Les fumeurs invétérés de Montréal et de Toronto ont été fortement d'avis que la réduction du nombre de points de vente autorisés aurait peu ou pas d'incidence sur leurs habitudes en matière de tabagisme; mais la plupart d'entre eux semblaient être au moins plutôt résignés au maintien des contraintes entourant le tabagisme. Les fumeurs invétérés de Calgary ont vivement exprimé leur opposition quasi unanime à cette proposition; ces fumeurs ont indiqué être déjà furieux à l'égard des gouvernements pour l'adoption des récentes contraintes sur les endroits où il leur est permis de fumer, et leur colère ne ferait que s'intensifier si on imposait des contraintes sur les endroits où ils peuvent acheter des produits du tabac.

Les personnes qui envisagent de cesser de fumer dans les trois villes étaient d'avis que la réduction du nombre de points de vente modifierait leur habitudes d'une ou deux façons. Plusieurs d'entre eux ont affirmé qu'ils achèteraient un plus grand nombre de paquets ou de cartouches à la fois – ou qu'ils commenceraient à acheter des cartouches – pour maintenir leur approvisionnement. Cependant, d'autres ont affirmé que la réduction du nombre de points de vente aurait un effet dissuasif sur le tabagisme et que cela leur faciliterait la tâche de cesser de fumer.

Les participants des trois villes, mais tout particulièrement à Toronto, se sont dits préoccupés de l'incidence du resserrement de la réglementation sur les propriétaires de petit magasins. Un grand nombre d'entre eux croyaient que ces magasins tirent une grande partie de leurs profits de la vente de cigarettes, en particulier les dépanneurs, et qu'ils seraient aux prises avec des difficultés financières s'ils cessaient de vendre des cigarettes.

La plupart des fumeurs, en particulier ceux qui envisagent de cesser de fumer, continueraient probablement de fréquenter leur dépanneur local pour y acheter des friandises, des journaux et des magazines, ainsi que d'autres produits, même si ces derniers ne vendaient plus de cigarettes.

La plupart des fumeurs ne pensaient pas qu'une réduction du nombre de d'endroits influencerait les gros fumeurs à réduire leur consommation ou à cesser de fumer; certains étaient d'avis que les fumeurs pourraient être incités à fumer davantage, puisqu'ils s'approvisionneraient davantage et disposeraient d'un plus grand nombre de cigarettes. Toutefois, certains non-fumeurs, comme ceux qui envisagent sérieusement de cesser de fumer, croyaient effectivement que le fait de réduire le nombre de points de vente aurait une incidence positive sur les fumeurs occasionnels et ceux qui tentent de cesser de fumer.

2.3 Questions liées à la jeunesse

Presque tous les participants ont été d'accord pour dire que le tabagisme chez les jeunes fait problème, exception faite de certains fumeurs invétérés de Calgary qui étaient d'avis que cela est une question de choix individuel, tant chez les jeunes que les adultes.

La plupart des participants semblaient croire que l'influence des pairs, de la famille, des amis, la glorification des cigarettes à la télévision et dans les clips vidéo exerçaient une plus forte influence sur les jeunes en matière de tabagisme que les présentoirs qu'on retrouve dans les magasins. La plupart des participants ne pensaient pas que le « tout-puissant mur » présentoir de cigarettes soit un facteur important encourageant les jeunes à commencer à fumer, mais certains croyaient que les enfants pourraient être attirés par les couleurs vives et, par conséquent, être tentés de commencer à fumer.

La plupart des participants ont affirmé qu'ils pensaient que les jeunes avaient de la facilité à se procurer des cigarettes s'ils en voulaient. La plupart ont affirmé avoir été approchés par des mineurs qui leur ont demandé soit d'acheter des cigarettes pour eux ou de leur donner une cigarette; la plupart d'entre eux ayant refusé de le faire. Plusieurs participants ont dit désapprouver modérément ou fortement le comportement des personnes qui procurent des cigarettes à des mineurs.

La plupart des participants dans les trois villes ont remarqué dans les commerces de détail la présence d'affiches qui précisent les contraintes imposées à la vente de cigarettes aux mineurs. Les participants étaient divisés quant à savoir s'ils croient que les détaillants respectent ou non ces contraintes.

La plupart des participants étaient d'avis que réduire la visibilité des cigarettes n'aurait pas une grande influence sur les jeunes, puisque leur premier contact avec la cigarette était surtout le fait de leurs amis ou de leur famille. De surcroît, de nombreux participants n'étaient pas persuadés que le fait de réduire le nombre de points de vente aurait quelque incidence que ce soit sur le tabagisme chez les jeunes. Néanmoins, certains pensaient que ces propositions seraient avantageuses car elles réduiraient le nombre de fois où les jeunes voient des cigarettes. Les personnes qui envisagent de cesser de fumer et, en particulier les non-fumeurs, ont été beaucoup plus enthousiastes que les fumeurs invétérés à émettre des

suggestions de changements dans le commerce de détail visant à empêcher les jeunes de fumer.

3.0 SMOKING BEHAVIOURS

In general, potential quitters and core smokers did not differ much on the amount of cigarettes smoked in a typical day: most smoked between half a pack and a pack and a half a day. Some potential quitters reported that they smoked fewer than ten cigarettes per day and a few thought of themselves as occasional smokers. In Toronto, even a few core smokers reported smoking fewer than ten cigarettes per day.

Some regional differences were noted in the “quality” of the cigarettes smoked. Potential quitters in all locations, and core smokers in Toronto and Calgary, reported smoking a variety of brands, both premium brands and value brands, including, for a very few, cigarettes purchased on First Nation’s reserves or on the black market. Some potential quitters, particularly in Toronto, reported smoking “light” or “mild” brands such as Matinee. In Quebec, core smokers were more likely to say they smoked value brands, roll-your-own, presto packs or even cigarettes bought on First Nation’s reserves.

Most core smokers reported that they smoked mostly in every room of their house, in their cars, outside at work and in restaurants and in public places. Calgary core smokers reported smoking in bars; a few Toronto core smokers mentioned that when weather permits, they smoked in outdoor patios of restaurants and bars. A very few core smokers did not smoke in their homes or only in certain rooms in their homes, due to the presence of non-smokers, especially children. Many seemed to feel that, since they are smokers, their environment (people and places) should adapt to this fact. Unlike potential quitters, core smokers, particularly those in Montreal, tended not to offer examples of ways in which they tried to show consideration for non-smokers, such as being willing to sit in the non-smoking section of a restaurant if someone in their party wished to avoid smoke during their meal.

Some potential quitters, on the other hand, tended to be more willing to compromise on smoking around non-smokers. While some smoked at home and in their cars as well as outside at work, others did not smoke in the bedroom, limited their smoking to one particular room in the house, or even smoked outside at home; some did not smoke in their cars if they had frequent non-smoking passengers, especially children. Many volunteered comments indicating that they tried to be considerate of non-smokers. They said such things as: they didn’t mind sitting in the non-smoking section of a restaurant, they didn’t smoke inside their home when they have non-smoking guests, they didn’t ask to smoke around non-smokers, or they never smoked in front of children. Most admitted that they believe second-hand smoke bothered others in a public place.

Some non-smokers reported living with smokers who did smoke in the home; others reported that smokers in their families went outside to smoke. Some non-smokers appeared fairly tolerant of smokers, while others said they wanted cigarettes banned in all public places.

There were some regional differences in the attitudes expressed by non-smokers toward cigarettes and smoking. In general, Montreal non-smokers were the least tolerant of smoking, though most accepted smoking in bars. Among some Calgary non-smokers,

smoking was seen as a personal choice issue rather than a health issue; these non-smokers indicated a certain tolerance for smoking on philosophical grounds.

4.0 RETAIL ENVIRONMENTS – PURCHASING BEHAVIOUR

Among both smokers and non-smokers, the most frequently mentioned locations that sell cigarettes were convenience, variety or “corner” stores (“dépanneurs” in Quebec), gas stations, grocery stores and supermarkets, and, though less frequently used, big box stores like Costco. First Nation’s reserves were also mentioned in all smokers’ groups, as was the “black market” – though only a few have purchased cigarettes on reserves or from black market sources. A few smokers mentioned dollar stores and one smoker mentioned buying cigarettes online. Non-smokers mentioned vending machines in bars and duty-free shops in airports.

In Toronto, both smokers and non-smokers mentioned coffee shops and specialized tobacco or smoke shops. In Calgary, both smokers and non-smokers mentioned the availability of cigarettes in pharmacies.

Smokers, especially core smokers, tended to have one or two stores where they bought most of their cigarettes. Most smokers in all locations indicated that they most often bought their cigarettes at convenience stores or, somewhat less frequently, at gas stations. Calgary smokers also frequently bought cigarettes at pharmacies. A few smokers said their usual store for buying cigarettes was a grocery store, a dollar store, a smoke shop or a big box store. Core smokers, particularly in Montreal, were more likely to say their primary place of purchase was a convenience store near either their home or their work. Among potential quitters, while convenience stores were still the most frequently mentioned source, other retail sources – particularly grocery stores, pharmacies in Calgary, and gas stations in Montreal – were also named as a primary source of cigarettes.

Although this study did not probe the purchasing behaviour of non-smokers, some non-smokers in Montreal said that they patronized convenience stores infrequently and that they only visited to purchase select items (such as soft drink or chips), rarely purchasing more than a couple of items at one time, suggesting that convenience stores played a less important role in their lives than in the lives of smokers.

Among smokers overall, the primary reasons mentioned for choosing their usual store were price and convenience of location. Montreal smokers, particularly core smokers, were more inclined to name price as their primary reason. In fact, core smokers in Montreal tended to be loyal to the convenience store that they thought had the lowest prices on cigarettes, and frequently bought other goods (lotto tickets, soft drinks, chips etc.) in these stores (*“if I’m left with less than two dollars in change, I’d rather buy something and round it up to ten dollars”*).

In general, core smokers paid a great deal of attention to price; many knew the price of a pack of their brand of cigarettes at their usual store and at other competitive stores. Some core smokers wanted to pay the lowest price possible and would remain loyal to a store that offered the lowest prices, even if they had to travel further to shop there. However, convenience of location is just as or even more important for many smokers, who said they

shopped at their usual store because it was close to home, close to work, or on the way between home and work. Potential quitters were more inclined to emphasize convenience of location for their choice of a regular retail source for cigarettes, but even for these smokers, price was frequently an important consideration.

Other reasons given as factors for choice of a regular store for buying cigarettes were:

- A few younger smokers said they shopped where the proprietor knew them, to avoid the embarrassment of being carded
- A few smokers preferred “one-stop” shopping at grocery stores, supermarkets or big box stores such as Costco
- A few who smoked a less-popular brand chose their usual shop because they knew they could purchase their preferred brand there
- A very few said they preferred the “ambiance” of their usual store, or that they chose to support a small local businessperson

Even though they had one or two favourite locations for buying cigarettes, most smokers bought cigarettes from other stores if they unexpectedly ran out of cigarettes. In such a case, most would buy a pack at the closest place they could find cigarettes, regardless of the type of store – although most would anticipate that they would likely find a convenience store or a gas station to be the closest place.

Overall, convenience stores (and to some extent, gas stations) were the favourite place to buy cigarettes for many reasons:

- They were seen as offering the best price.
- They were open longer hours than most other retail stores.
- They also offered useful goods such as chips, soft drinks, beer (in Montreal) and lottery tickets.
- Since there are many convenience stores and gas stations, smokers were under the impression that there was a price war going on which benefits smokers.

Most smokers felt they had easy access to cigarettes. A few younger smokers said that they sometimes had trouble buying cigarettes because they looked underage and might be asked to show their ID. As well, a few smokers who preferred less popular brands sometimes had trouble finding a store that carries their preferred cigarettes.

With the obvious exception of those very few who bought cigarettes in smoke shops or at First Nation’s reserves or on the black market, most smokers said they would continue shopping at their usual store even if it no longer carried cigarettes. Smokers in Toronto specifically mentioned that when pharmacies stopped selling cigarettes, they continued to patronize pharmacies for prescriptions, over-the-counter drugs, make-up and toiletries, and other products. Among smokers who currently bought cigarettes at groceries, supermarkets, big box stores, gas stations and, in Calgary, pharmacies, virtually all said they would continue shopping at their current cigarette vendor for other products.

Most smokers, particularly potential quitters, indicated that they would likely continue shopping at their local convenience store for snacks, newspapers and magazines, and other

products, even if it no longer carried cigarettes; although heavy smokers in the Montreal groups were less likely to say this. However, there was a sense that they did not really envision how this could happen. They believed cigarettes to be the primary source of profit for such stores, along with lottery tickets and, in Montreal, beer, and did not think that a convenience store would voluntarily stop carrying cigarettes. A very few – primarily in Calgary and Montreal – said that if their local convenience store **voluntarily** stopped selling tobacco products, they would no longer patronize that store but would go to another store to buy cigarettes. There was, however, a clear sense that if convenience stores were required to stop selling cigarettes by government regulation, many smokers, particularly potential quitters, would continue to shop at such stores for other products, though possibly less often.

5.0 RETAIL ENVIRONMENTS – POSITIONING, DISPLAYS, SIGNS AND ADVERTISING

5.1 Positioning of Cigarettes in Stores

Virtually all participants, smokers and non-smokers, gave as their first response that cigarettes are found on a wall behind the cash register. This was reported to be the case in convenience stores, gas stations, coffee shops, and almost all other locations where cigarettes were sold. Many volunteered that this was the best place for store proprietors to place cigarettes in order to prevent theft and limit access to cigarettes by underage youth. Some also mentioned that it is convenient for smokers who can go directly to the cashier to buy their cigarettes instead of looking around the store. Some, particularly Montreal non-smokers and participants, suggested that locating cigarettes by the cash register was a marketing tactic by cigarette manufacturers to increase the visibility and prominence of cigarettes. Some in Montreal also thought it was a marketing tactic of the retailers to encourage impulse sales.

Participants also reported that in larger stores, such as grocery stores, cigarettes are located at the courtesy counter near the exit. One non-smoker in Calgary reported that at Costco, cigarettes were kept in a back room; the procedure for purchasing cigarettes involved getting a slip of paper indicating the desired brand from the courtesy desk and handing it to the cashier, who then sends a runner to the back for the package. Though there was a small discounted price, these locations were seen as impractical by most smokers, since they have to wait longer for their cigarettes before finally leaving the store.

When asked to describe the cigarette display they were familiar with, most said it is a big, bright, extremely visible, colourful wall of cigarettes. Many mentioned specific colours – red, green or blue. Some tended to describe instead what they did when they saw the display – they pointed or otherwise indicated the location of their brand in the display to the cashier. Most said that packages were usually facing out in such displays. Cartons were generally not visible, but were located in a drawer – which was locked in some but not all stores – underneath the display wall, or in a back room. When cartons were visible, they were generally out of the way to some extent – stacked on top of the wall display unit, for example.

A few described other kinds of secure displays, particularly in grocery or big box stores, or in locations where cigarettes are not usually sold:

- Dispenser-style cases with multiple columns where the cigarettes are loaded into the top and dispensed one at a time from the bottom
- Secure, U-shaped Plexiglas counter and display units large enough for the clerk to stand inside of while serving customers.
- Small metal dispensing machines that a few have seen hanging on walls in some stores or in university residences
- Secure wire baskets or small cubicles

A few spontaneously mentioned seeing cigarettes displayed in locked cabinets – generally with Plexiglas or other kinds of see-through doors. When prompted, several other locked systems were mentioned, including metal grills or gates that can be pulled down or across the cigarette display, accordion-style, for security at closing time. One core smoker in Calgary reported that stores caught selling to minors are required to have such grills over their cigarettes at all times, and must lock and unlock the grill each time they sell a package of cigarettes.

When asked specifically whether they have seen cigarettes for sale on counters, most said that they rarely if ever saw cigarettes just stacked on counters, but they did recall seeing promotional displays of cigarettes, usually inside Plexiglass stands. Some reported that the displays were filled with “dummy” packages, and the actual packages containing cigarettes were behind the counter with the other brands. These stands appeared to be used mainly by distributors of non-premium brands either to launch a new line of cigarettes or to advertise a low price (“some obscure brand they’re trying to sell”). In Montreal, some mentioned, with a hint of irony, that these stands were located near the Loto-Québec machines and could encourage the customer to buy more lotto tickets.

Most participants agreed that there was very little variety in the ways that cigarettes were displayed in various locations. Other than obvious accommodation for the shape and size of the area behind the counter, cigarette displays tended to be seen as very similar. A few commented that there was more variety in the past (“*Now everything looks much the same*”). Some argued that the need for security imposed a certain uniformity of cigarette displays, as there are a limited number of places the cigarettes could be placed that allowed customers to see them, cashiers to access them easily and quickly, and still prevent theft. A very few noted that tobacco or smoke shops often have varied and more interesting product displays, and some said that they had been in some very small stores that only carried a few brands in limited numbers, not very prominently displayed; they assumed that these proprietors likely carried just the brands sought by their regular customers.

5.2 Brand Placement and Prominence

Most participants, both smokers and non-smokers, agreed that some brands were almost always placed more prominently than others. DuMaurier brands in particular were seen as having prominent placements – some said that when they first looked at the wall of

cigarettes, red seemed to cover most of the centre of the wall. Players and Export were also seen as brands that were prominently displayed. A few said that they did not really have a sense of any brand or brands being prominent, they just looked for their own brand and ignored all the others. Most smokers agreed that the “premium” brands were mostly located in the middle of the display, while cheaper or lesser known brands were in less prominent areas of the display wall. Some, primarily Montreal non-smokers and participants, commented that the major brands pay store owners to give their products prominent placements in the displays. Some also suggested that retailers may voluntarily place popular brands in prominent positions in order to increase sales of those brands.

Those who smoked premium brands noted that their brands were usually conveniently located in the display, while smokers of less-popular brands found that their brands were not in positions of high visibility. Neither group thought the positioning of their brand was important, as long as the store carried it and the clerk could find it and sell it to them.

In discussing brand prominence, it was clear that colour and brand were closely associated, for both smokers and non-smokers. References to brands that appeared to have prominent placement usually included a mention of the characteristic colour of the brand packaging – most commonly, red for DuMaurier, green for Export A, and blue for Players. Some, particularly in Montreal, also mentioned strong colour associations when talking about the Formula 1 Grand Prix, where cars can show a brand’s colours but not its logo. For most, this form of marketing was almost as effective as showing the proper names and logos.

5.3 Signs and Advertising in Stores

Most participants have seen signs associated with cigarettes, particularly in Toronto and Calgary. Many participants in all three locations mentioned signs in convenience stores and gas stations offering “specials” and promotions on cigarettes, usually on selected non-premium brands. Those specials were mainly advertised on a handwritten piece of paper hanging on the front door or inside the store, on or above the cigarette display.

“It usually reads something like “cigarettes: 5 dollars a pack” and they don’t tell you the brand.”

“Buy three packs and save.”

“Free lighter with each carton.”

Some have also seen sidewalk signs advertising special prices or bulk discounts on cigarettes. Smokers have rarely seen prices consistently on display; only a few mentioned shopping at stores where every pack has a price tag next to it.

In Montreal, many mentioned that the chain of convenience stores called Couche-Tard appears to have launched a private-label brand of cigarettes that are meant to look like premium brands (either red or blue), and according to some participants, this has contributed to the price war currently raging in Montreal.

Many participants mentioned that there have been some changes in pricing over the last few years, mainly due to non-premium brands gaining popularity among smokers. Brands such as

Peter Jackson were sometimes chosen by core smokers, as they felt that they were getting a quality cigarette for less money than a premium brand. This awareness of increasing prices, and increasing interest in less expensive, non-premium cigarette brands, may indicate a trend among some smokers to place greater emphasis on price as the main determinant of their choice of retail outlet for buying cigarettes.

Discussion of price and price advertising among smokers in all three cities also elicited comments about the perceived hypocrisy of governments in raising cigarette prices through taxation, thus making money off a product that the governments also say they are trying to discourage. Smokers did not seem to see increased taxes as a deliberate disincentive strategy on the part of governments, but rather as a “cash grab.” Some participants, particularly in Montreal, also felt that the government displayed hypocrisy in permitting such prominent displays and easy access to cigarettes while trying at the same time to discourage smoking. A few suggested that the government should just ban tobacco outright.

In Toronto and Calgary, other kinds of signs mentioned included:

- Anti-smoking advertising
- Signs warning that underage smoking is illegal
- Signs warning that buying cigarettes to resell or give to minors is illegal and offering rewards for reporting people who do this

Very few reported seeing commercially-produced brand advertising, other than that associated with the promotional counter displays. Some participants thought that there was less tobacco advertising now than in the past; some specifically mentioned lack of advertising in magazines and restrictions on sponsorship of events such as racing events. Some said that tobacco companies do not need advertising because the cigarette display provides all the marketing they need (*“no need for ads, just one look at the display is sufficient”*).

5.4 Influence of Cigarette Displays

Some smokers, particularly core smokers, said that the wall displays they saw in the stores where they purchased cigarettes had no real affect on them, but at the same time, they expected to see the displays and thought it would be strange to not see them.

“I don’t really care as long as my brand is there.”

“I just think about where my brand is.”

“It’s normal.” [for the display to be there]

“I’m a creature of habit, I’m used to seeing it.”

When prompted, some smokers agreed that seeing the cigarette display reassured or relaxed them – they knew that they would be able to replenish their supply. Some said that seeing the displays created a small craving in them, and a few said they would buy a pack even though they had one at home. A few suggested that seeing the displays reassured them that there are a lot of other people still smoking; a kind of “community of smokers” feeling.

Some noted that the various promotional displays and price or promotion advertising can also be an encouragement to buy a pack, either to take advantage of savings or to try something new.

Some potential quitters found the displays problematic when they were trying to quit; some former smokers recalled the same effect when they were in the process of quitting. A few, particularly in Montreal, thought of the displays as a painful reminder of the joys of smoking to every person that is trying to quit, and compared them to *“placing a recovering alcoholic in the middle of a liquor store.”*

“When you’re trying to quit, it’s hard because they’re right there.”

“It doesn’t help to see them if you’re trying to quit.”

Other former smokers said that the displays validated their decision to quit.

“Seeing the prices makes me glad I quit.”

“I feel relief, because I’m not smoking now.”

“Not at nine dollars a package, I’m not tempted.”

Many non-smokers, including some former smokers, said that the displays had no effect on them; some said that they did not even notice the displays, or if they did, they did not consciously think about them or respond to them in any way – they are simply part of the general background in the store. Some, particularly in Montreal, found the displays unpleasant to look at, as they serve as a constant reminder of how “stupid” humans are in smoking when aware of the consequences.

“I notice them, but that doesn’t make me want them.”

“To me, they don’t even exist.”

“It’s not my business any more.”

Some non-smokers thought that the cigarette displays would have a powerful impact on “people on the edge” – those who might be on the verge of quitting – and that they would also be disturbing to people who were in the process of quitting or had recently quit. However, many participants, both smokers and non-smokers, felt that the effect of cigarette displays on quitters or former smokers was much less important a factor than the impact of seeing people lighting up, smoking, or enjoying cigarettes.

A few non-smokers in Toronto responded to this topic by discussing the marketing of cigarettes and other “addictive” products in general. These few characterized convenience stores as “addict” stores, whose main sources of profit come from the sales of items such as cigarettes, junk food, chocolate bars and lottery tickets. They mentioned aspects of product placement – by the counter for impulse buying, lower shelving for candy and chocolate to appeal to children, eye-level shelving of cigarettes to gain the attention of adults. Non-smokers in Montreal addressed the addiction issue from a different perspective; many held that smoking was an addiction and if people did not smoke, they would be addicted to something else.

5.5 Changes in Retail Environments: Top-of-Mind

Core smokers had few top-of-mind suggestions for changes in the way cigarettes could be presented in the retail environment. Most felt that the status quo was satisfactory to them, and the few suggestions mentioned involved increased convenience for the smoker, such as selling smaller packs containing eight to ten cigarettes for those who did not want to buy a large pack, and ensuring that courtesy counters in large stores where cigarettes are sold were always fully staffed so that smokers did not have to wait long to get their cigarettes.

Most non-smokers were very supportive of recent regulatory changes such as requiring ID, putting cigarettes behind counters and putting anti-smoking messages on cigarettes. Their comments went even further in suggesting changes aimed at reducing smoking. In Calgary, non-smokers spontaneously suggested that cigarettes should be sold under the counter rather than be displayed. In Toronto, non-smokers spontaneously suggested applying the Ontario approach to liquor sales to cigarette sales or limiting sales of cigarettes to Liquor Control Board of Ontario (LCBO) outlets. In Montreal, non-smokers indicated strong support for government regulation where products affecting health, such as cigarettes, are concerned; in fact, some suggested that fast-food restaurants should be heavily regulated just as cigarettes are, since they too are a health hazard.

Other top-of-mind suggestions included:

- Cigarettes should not be sold in pharmacies (Calgary and Montreal).
- Selling cessation products alongside cigarettes
- Posting anti-smoking messages where cigarettes are sold

It should be noted, however, that some participants, particularly in Calgary, were opposed to a regulatory approach to smoking reduction, both for adult and youth populations. These participants tended to favour an educational approach or programs to assist in quitting instead.

6.0 TERMS AND DEFINITIONS

Participants in all nine sessions were asked to look at a list of terms, indicate whether they had seen or heard these terms before in relation to cigarettes or tobacco products, and to define the terms. Some participants attempted to define terms they were unfamiliar with.

The following tables summarize the findings for each city.

Number of Terms Previously Seen/Heard – Toronto						
	Core Smokers		Potential Quitters		Non-smokers	
	Seen/Heard	Not Seen/Heard	Seen/Heard	Not Seen/Heard	Seen/Heard	Not Seen/Heard
Powerwall	1	9	2	5	0	9
Promotional	8	2	6	1	8	1

Display						
Retail Environment	6	3	5	2	6	3
Point of Purchase	7	1	6	1	8	1
Point of Sale	8	2	5	2	7	1
Product Placements	6	4	5	2	8	1
Social Sources of cigarettes	0	10	2	5	3	6
Availability	9	1	6	1	7	2
Access	7	3	6	1	6	3
Limited Access	7	3	6	1	7	2
Furnish	3	7	2	5	1	8
Third party sales of cigarettes	5	5	3	4	7	2

Number of Terms Previously Seen/Heard – Montreal						
	Core Smokers		Potential Quitters		Non-smokers	
	Seen/Heard	Not Seen/Heard	Seen/Heard	Not Seen/Heard	Seen/Heard	Not Seen/Heard
Powerwall	5	4	4	5	8	1
Promotional Display	9	0	7	2	9	0
Retail Environment	3	6	2	6	5	4
Point of Purchase	5	4	8	1	9	0
Point of Sale	4	5	7	2	6	3
Product Placements	4	5	4	5	6	3
Social Sources of cigarettes	4	5	2	7	3	6
Availability	4	5	7	2	9	0
Access	4	5	7	2	9	0
Limited Access	7	2	7	2	7	2
Furnish	3	6	4	4	4	4
Third party sales of cigarettes	3	6	6	3	6	3

Number of Terms Previously Seen/Heard – Calgary						
	Core Smokers		Potential Quitters		Non-smokers	
	Seen/Heard	Not Seen/Heard	Seen/Heard	Not Seen/Heard	Seen/Heard	Not Seen/Heard
Powerwall	3	7	1	9	0	8
Promotional Display	10	0	10	0	8	0
Retail Environment	6	4	8	2	7	0
Point of Purchase	8	2	9	1	6	1
Point of Sale	7	3	8	2	6	1
Product Placements	10	0	8	2	6	1
Social Sources of cigarettes	2	8	1	9	3	4
Availability	10	0	10	0	7	0
Access	8	2	9	1	8	0
Limited Access	8	2	6	4	8	0
Furnish	2	8	2	8	4	3
Third party sales of cigarettes	4	6	3	7	8	0

In general, the terms that participants were most likely to report having heard before in connection with cigarettes or tobacco products were: *promotional display*, *product placement*, *point of purchase*, *point of sale*, *availability*, *access*, and *limited access*. The terms *social sources of cigarettes*, *furnish* and *third party sales of cigarettes* were, in general, less likely to have been heard previously. The term *retail environment* was familiar to some participants in Toronto and Calgary.

Very few participants in Toronto and Calgary have heard the term *powerwall*; Montreal participants were familiar with the French term *mur de cigarettes*. Although English-speaking participants were not familiar with *powerwall* they did seem to relate well to the concept and English phrase *wall of cigarettes*. Differences in responses to the *powerwall*/*mur de cigarettes* concept may be attributed to ease of visualisation. The term *mur de cigarettes*, translated to *wall of cigarettes*, allowed participants to immediately conjure up a vision of a wall of cigarettes. However, this did not happen with the term *powerwall* and therefore participants may have been less likely to state that they had seen/heard of it.

None of the terms were defined consistently by all participants venturing a definition. *Product placement* and *promotional display* received fairly consistent definitions; for all other terms, at least some of the responses indicated confusion as to the definition of the term. In particular, participants found it difficult to distinguish between *point of purchase* and *point of sale*, and between *availability* and *access*.

Representative examples of the definitions given by participants for each term were as follows. It is clear that the definitions provided by many participants are not in fact the correct definitions of these terms. For example, very few participants correctly defined the terms *powerwall* and *point of purchase*.

Powerwall:

A wall which is very noticeable
A large section of a wall inviting attention
Brand that is put in front of the display
Retail space, most popular items
Highly visible retail merchandising display
An advertising wall specified to a certain product
Definition for some sort of computer terminology?

Promotional Display:

Special display to highlight item, i.e. Lights display cases
A display that promotes a product or service
Prominent imagery of brand
How a certain brand is advertised, thru some mechanical way
Retail advertising or sporting events
Usually new products on a display to get people's attention
Layout of brands, display of packages

Retail Environment:

A place where things are sold at retail value - not wholesale
Overall visual concept location/placement/lighting
The physical setting where cigarettes are sold
Where cigarettes or tobacco are being purchased/ sold (variety stores)
Location where this product is sold under certain conditions
Type of store selling cigarettes

Point of Purchase:

At the time when you go to buy the cigarette
Where owners purchase merchandise from wholesalers
Place where you purchase something
Imported from
Place of purchase (i.e., counter in store)
The place they put things for impulse buying @ check outs
Why something is purchased

Point of Sale:

Would you like to hear about new brand, etc.
The place where the product is sold, i.e., cash register
Store where something is sold to you
Display advertising where cigarettes are sold
When you receive your receipt
Why something is purchased

Product Placements:

Where a product is placed for a faster or a higher volume of sale

Competitive placement of cigarettes -- maximum viewing

In movies/ tv giving camera shots of brand names

Where in the store (the position) is the products located -- if they are in line (visible) or stacked up

Outlets where products are placed for sale

Open access/ staff accessed

Social Sources of cigarettes:

Obtaining this product socially without directly purchasing from a store

Clubs, walks, bars

"2nd hand source?"

What tobacco products are available to purchase @ an event

At social gatherings or parties

Where you can get cigarettes as a minor or outside of a store

Could mean social outlets that sell cigarettes

Availability:

If the store has cigarettes to sell

Is it easy to get what you want, when you want it

Do they have them -- keeping things in stock

Where it can be bought and in what quantity

How readily tobacco products can be purchased

Access:

You can pick your own smokes

Can i get to what i need easily

Brands that are accessible to customer-- more of

How a store owner upholds the cigarette sale law

Availability

Who has access to the cigarettes -- clerks & customers

Who can, or how something is obtained

Limited Access:

How hard it is to obtain a product

Not very many available

Where cigarettes are located under lock and key

Not enough -- limited quantity

Restricted to certain customers

Stores that supply tobacco products are not in "reach" of public

The product is not within reach, may have restrictions

Behind counter -- staff only access

Furnish:

When someone sells or gives you cigarettes

To supply

Supply of product (many times free or reduced cost)

Add items to an area to make it more appealing
Add comfort

Third party sales of cigarettes:

When someone buys smokes for someone else
Under age people will ask older ones to purchase cigarettes for them
When someone other than the manufacturer or distributor sells cigarettes
Getting smokes at a cheaper price through another source (e.g., reservations)
A retail customer selling to someone else
Buying in bulk for smaller chain stores or if you're buying amongst friends & distributing it
Maybe someone buying cigarettes at Costco and selling them in their store
Black market or underground sales
Cigarette machines

7.0 RESTRICTIONS ON CIGARETTE SALES

7.1 Current Restrictions

There was limited awareness of current restrictions among both smokers and non-smokers as to who may sell cigarettes. In most sessions, a few believed that a special license or permit was required to sell tobacco products; most thought that once you have a vendor permit to sell anything to the public, you can automatically sell cigarettes too. In Toronto, participants were aware that cigarettes are not sold in pharmacies, but were uncertain as to whether this was a legal restriction or a choice on the part of pharmacies as a group.

In Montreal and Toronto, most participants, both smokers and non-smokers, agreed that cigarettes should not be sold in pharmacies, or stores that target children or are frequented by young people (Toys'R'Us, stores near schools, etc.) Only a few, primarily core smokers, said that any store that wanted to sell cigarettes should be able to do so. In Calgary, the reverse is true – most participants, including non-smokers, thought it should be up to the store owner to decide if cigarettes will be sold in his or her establishment. A few said that cigarettes should not be sold in pharmacies, hospital gift shops and health food stores.

Most smokers felt that current restrictions were acceptable, and that additional regulation was not really needed, at least not for them. A few expressed some ambivalence about the degree of access that current restrictions permitted to youth, especially their own children; they felt that although they themselves did not want to be subjected to further restrictions, they did want sufficient regulation to prevent their children from taking up smoking.

7.2 Restricting Display of Cigarettes

Most smokers said that limiting the visibility of cigarettes by placing them under the counter – hiding them from sight – would not have much effect on their smoking habits, as long as they had a way of knowing who was selling cigarettes. A few commented that it might make shopping for cigarettes more difficult in an unfamiliar store. Core smokers in particular said

that this would not have any effect on them, since they mechanically ask for their brand of cigarettes at the counter – they are already smokers and not seeing the packs would not prevent them from buying cigarettes.

“Smokers don’t care if they see them or not, they’ll just ask for them.”

“We all know what we want.”

A few said that the only effect would be to make smokers angry, annoyed, or give them a sense that they were doing something “contraband” even though cigarettes were a legal product. Some non-smokers in Montreal mentioned that they would appreciate such an initiative, because it would make their shopping environment less “flashy” and softer on the eyes.

Some participants were concerned about the business implications of such a restriction. A few felt that some smaller stores might stop carrying cigarettes rather than going through the trouble and cost of building drawers to keep cigarettes hidden in. Others expressed concern that smaller and lesser-known brands might lose business or even go out of business, because if there were no displays, and smokers had to know in advance what cigarettes they were going to ask for, the lesser-known brands might never be seen by someone looking for a new brand to try.

Some thought that concealing cigarettes in retail locations might help people already trying to quit, since not seeing the cigarettes would make it less tempting: *“they would stop devouring the packs with their eyes.”* A few thought that this might cut down on the number of cigarettes some people smoke, by eliminating impulse buying. Others, however, argued that hiding cigarettes does not really change anything, noting that people do not see marijuana advertising or marijuana cigarettes on sale anywhere, but people continue to buy and use it. In general, most smokers and non-smokers felt that this would have little to no impact on existing smokers, although some participants thought that concealing cigarettes might help prevent some from starting to smoke (as discussed below in Section 8.0).

7.3 Restrictions on Sales Outlets

Core smokers in Montreal and Toronto strongly expressed the view that limiting the number of authorized sales points would have little or no effect on their smoking habits; most seemed at least somewhat resigned to an on-going broadening of restrictions on smoking. Montreal core smokers in particular were already used to making an extra effort to find a good price on cigarettes; this would just mean they would have to travel a bit more. Among core smokers in Toronto, most indicated that they would just accept this as yet another restriction on them as smokers and keep on buying cigarettes.

“I’d just accept going to the smoke store the same way I go to the liquor store.”

“I’d complain... as I travelled.”

A few core smokers in Toronto thought they might smoke less because it would be inconvenient to get cigarettes; most, however, said they would just buy more cigarettes in

each visit to a cigarette store in compensation. A few thought they might quit if the cost of travelling to buy the cigarettes exceeded the cost of the cigarettes themselves. Some suggested that if more and more regulations continue to be introduced, eventually they would probably try to smoke less, or quit altogether. However, a few expressed that if they were to purchase more each time, they would likely smoke them quicker because they were right in front of them.

Core smokers in Calgary expressed strong and virtually unanimous opposition to this proposal. While a very few might consider quitting if cigarettes became much more difficult to buy, many said that they would just turn to the black market, which they expected would grow dramatically under such circumstances. These smokers indicated quite clearly that they were already angry with governments for recent restrictions on where they could smoke, and the increases in taxes and cost and their anger would only increase if restrictions on where they could buy tobacco products were introduced.

Potential quitters in all three cities felt that such restrictions would change their habits in one of two ways: many said they would buy more packs or cartons at a time – or start buying cartons – and stock up, but others said that limiting the points of purchase would be a deterrent to smoking and make it easier for them to quit. Some potential quitters felt that this kind of restriction would make smokers “pissed off” and angry at government interference. In Toronto, potential quitters commented that restrictions on retail outlets would be “another brick in the wall” – another message that cigarette smoking was undesirable and another reason to quit. In Calgary, a few commented that this kind of restriction would not be fair to people who lived further away from locations where cigarettes could be sold.

Participants in Calgary and Montreal initially tended to assume that limiting locations where cigarettes could be sold would mean that some of the stores currently selling cigarettes would continue to do so while others would stop. Toronto participants were more likely to assume a model similar to the LCBO stores, where the government would operate a limited number of stores selling only tobacco products.

Participants in all three cities, but particularly in Toronto, expressed concern over the effects of such regulation on convenience store owners. As noted earlier, many believed that these stores derived a great deal of their profits from the sale of cigarettes, and hence felt that convenience stores that no longer sold cigarettes would be facing financial difficulty.

Among core smokers in Montreal, who tended to base their loyalty to a store on the price of cigarettes, most said that if their favourite convenience store stopped selling cigarettes, they would immediately switch to another convenience store that sold them. Potential quitters said that for the most part, they would continue shopping in their neighbourhood convenience stores, but did not expect that to compensate for the loss of cigarette revenues. In general, smokers in Montreal did not think this would be fair to convenience store owners. Non-smokers were relatively indifferent about the effects of this policy on convenience stores, perhaps because they appeared to shop in these stores less frequently.

Some core smokers in Calgary also said they would go to other stores that sold cigarettes. Both core smokers and potential quitters thought it was not fair that some stores might be

allowed to sell cigarettes, while others could not. This sense of injustice – which was also expressed by non-smokers in Calgary – seemed to add to the generalized anger over the idea of “government interference” in the lives of smokers that some had previously displayed. In general, Calgarians, both smokers and non-smokers, tended to express views resentful of government interference and control, both in the personal lives of smokers and in businesses.

Participants in Toronto, both smokers and non-smokers, expressed great concern and sympathy for convenience store owners who they felt would be deprived of a significant portion of their profits through government regulation.

Core smokers in Montreal offered another reason for their concern over this kind of restriction: they believed that fewer locations would mean less competition, and less competition would mean higher prices. A few also mentioned that tobacco companies would greatly benefit from such restrictions since they would be supplying fewer locations thereby costing less in shipping and handling.

Most non-smokers did not think that limiting the number of locations would influence more than a few established smokers to cut down or quit; some in fact thought that some smokers might smoke more, because they would be stocking up and would have more cigarettes on hand. However, other non-smokers did think that limiting the number of locations would have a positive effect on occasional smokers and those trying to quit, for they would not be tempted on a regular basis. As one participant said: “*convenience stores do not create dependencies, but they help maintain them.*” A few thought that the increasing separation of smokers from “regular life” might result in some smokers quitting, and some thought that limiting the number of locations might help prevent some from starting to smoke (discussed further in Section 8.0).

For the most part, non-smokers were indifferent to limits being placed on the number of locations where cigarettes could be sold. They did, however, share some of the viewpoints of smokers with respect to irritation over government interference and control (particularly in Calgary) and concern for small business owners who might suffer financially if cigarette sales were restricted. Non-smokers in Toronto suggested that good communication about the reasons for any such regulations would be important if they were to be implemented.

8.0 YOUTH ISSUES

Almost all participants agreed that youth smoking was a problem, with the notable exception of some core smokers in Calgary, who felt that it was a matter of personal choice for youth just as much as it was for adults.

Most participants seemed to think that peer pressure, family, friends, glorification of cigarettes on television and music videos were far more influential on youth when it came to smoking than were the displays found in stores. Educating youth on the effects of cigarettes was seen to be of greater importance than imposing increasingly strict regulations in an attempt to end youth smoking. In fact, some felt that regulating cigarettes makes them seem

“forbidden” and “more adult” in the eyes of young people, and would only increase their desire to smoke. This being said, several non-smokers believed that children might be attracted by the bright colours and, as they grew up, they would buy cigarettes because of the tempting displays.

Most said they thought it was easy for young people to get cigarettes if they wanted them – some get cigarettes from parents and friends, some use fake IDs, some buy cigarettes on the black market, and some get other people to buy their cigarettes for them.

Most participants said that they have been approached at some time or other by minors asking them either to buy cigarettes for them or to give them a cigarette. Some reported that they refused to do either, although a very few, particularly among core smokers, said they sometimes “share” their cigarettes with minors, or buy a pack for them. Several expressed moderate or strong disapproval of people who provided cigarettes to minors. A few said that when they were younger, adults would give them a cigarette or buy a pack for them so they were now returning the favour by purchasing cigarettes for someone under age.

Most participants in all cities have noticed signs detailing the restrictions on sale of cigarettes to minors in retail stores. There was some division of opinion as to whether these regulations were being enforced. In Montreal some smokers were sceptical that regulations were being enforced while non-smokers thought retailers were doing a good job in restricting access. Still, some Montreal participants thought that young people approaching the age of 18 were less likely to be “carded”, and that, in general, youth could still obtain cigarettes from other sources.

Participants in Toronto and Calgary tended to think that larger stores were more likely to be compliant with regulations restricting youth access to cigarettes, while convenience stores were more likely to break the rules in order to make a sale.

Most participants, both smokers and non-smokers, agreed “powerwall” displays of cigarettes would not be a major factor in encouraging youth to start smoking. Rather, they felt that peer-pressure from friends and examples of smoking behaviour in the family environment were the major causes that get youth hooked on cigarettes. A few participants, however, felt that displays might make cigarettes more attractive to youth.

When asked to think of possible changes to the way cigarettes were presented in the retail environment, many, particularly potential quitters and non-smokers, made suggestions about changes that might reduce either the attractiveness or the availability of cigarettes among youth. Non-smokers tended to go further than potential quitters in suggesting changes aimed at preventing youth from starting smoking. These comments included:

- Concern about young people being encouraged to smoke by looking at cigarette displays (*“It’s in their face, it must affect them”*).
- Generic packaging might be less appealing to youth
- Stricter laws about letting youth hang around stores trying to get others to buy cigarettes for them
- Selling cigarettes under the counter rather than from a visible display

- Limiting cigarette sales to LCBOs (in Toronto)

Most participants also agreed that limiting the visibility of cigarettes by requiring them to be placed under the counter would probably not have much influence on youth, since their first contact with cigarettes was usually through their friends and family, not through a convenience store or other retail environment. Some argued that hiding cigarettes would only make them seem more mysterious and glamorous; young people are rebellious by nature and hiding cigarettes would only serve to make them more attractive. A few, primarily non-smokers, thought that not exposing children to cigarette packs would in fact be beneficial since it would reduce the number of times that they see cigarettes in a single day: *"Out of sight, out of mind."*

Many participants, both smokers and non-smokers, were not convinced that limiting sales locations would have much effect on youth smoking, although a minority did believe this. Some thought that if cigarettes became harder for young people to find, this would make it "hipper" and "cooler" for young people to smoke. On the other hand, some, particularly in Montreal, mentioned that limiting the number of locations near schools would be a good idea, since some of these locations are known to sell individual cigarettes to minors.

Some participants, particularly non-smokers, suggested that if government were to limit the number of locations that sell tobacco products, this would make it easier to enforce regulations against selling tobacco products to minors. They felt this would be particularly true if cigarettes were sold in government-operated or licensed tobacco stores. They did not necessarily believe that restrictions on locations would solve the problem of youth access to cigarettes, but some thought it might make it harder for youth to obtain cigarettes and thus decrease the amount of youth smoking. Others, however, commented that most youth start out by stealing cigarettes from their parents or getting them from friends who smoke, so the restriction of retail outlets would not really affect the numbers of youth who start smoking.

9.0 OTHER COMMENTS

In a number of sessions, some mentions were made about the health warning pictures on cigarette packs (lungs, teeth, etc.). Virtually all were aware of these pictures. Some non-smokers said that these pictures can scare some out of smoking, and seeing these pictures on a day-to-day basis somewhat sickened them. Most smokers, on the other hand, said they did not notice these pictures anymore. However, some smokers said that they systematically avoided certain health warning messages for various reasons.

In the Calgary sessions, participants were asked if smokers should pay more toward health costs (in premiums, health taxes, etc.) because as smokers they placed a greater burden on the health care system. Calgary participants were virtually unanimous in rejecting this suggestion. They labelled it as unfair and discriminatory, and pointed out that many other groups of people – such as those who abuse drugs or alcohol, those who overeat, those who engage in hazardous activities, and others – place a larger burden on the health care.

APPENDICES



Discussion Agenda

Draft 3

PN5557

September 28, 2004

SMOKERS

1.0 INTRODUCTION – 5 MINUTES

Introduction to focus group procedures.

We want your opinion.

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

You are being video-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 – 5 MINUTES

Today we are going to be talking about some topics related to cigarettes and where they are sold.

Let's go around the table so that each one of you can tell us your name, what you do for a living, and something about yourself. How much do you smoke per day?

3.0 SMOKING BEHAVIOURS – 10 MINUTES

What brand of cigarettes do you smoke? Why?

Where do you smoke? (Home? Inside the house? Work? Outside work? bars? restaurants? car? Other?)

4.0 RETAIL STORES – 40 MINUTES

What type of places sell cigarettes?

Where do you buy your cigarettes? Do you buy them usually at the same place or different places? (IF DIFFERENT) What places or types of places? (IF SAME) What type of place? Where is it located? Why do you keep going back to this particular location? PROBE FOR CONVENIENCE, LOCATION, COST, ETC.

In what circumstances would you buy your cigarettes from somewhere other than your normal place? Where would that be?

Thinking about your usual location (or last location if no usual location):

- Where are the cigarettes in the store?
- How would you describe what you see when you are buying cigarettes? Wording? Display?
- Are any packs stacked on the counter? Have you seen this anywhere?
- Are any packs kept behind a locked door or are they out in the open? Where?? Have you seen this anywhere?
- Do you see some brands more prominently than others and if so, why are they more prominent and which brands?
- Is your brand conveniently located? Where is it?
- What about cartons? Where are they? What about in other places that sell cigarettes?
- Have you noticed any signs about cigarettes? If so what? Where? What about in other places that sell cigarettes?
- Have you noticed any tobacco advertising? Can you describe it? What about in other places that sell cigarettes?
- Have you noticed any displays? What are they located? What about in other places that sell cigarettes?
- Are prices displayed? How does this influence you?
- How does seeing all the cigarettes displayed make you feel?
- (for those who have tried to quit) When you tried to quit, how did seeing all the cigarettes make you feel?
- Do you see rewards? Lower prices? Special deals ex. (2 packs for less) advertised?

When you go to the store to specifically purchase cigarettes do you normally buy other products? Would you shop there even if there were no cigarettes?

How easy is it for you to buy cigarettes?

Have you ever had problems buying cigarettes? Why?

OTHER RETAIL Locations

Based on you experience, do you find that stores that sell tobacco products present cigarettes in the same way or is there a lot of variety?

Have you seen any interesting displays, signs, features, etc in places where you have bought cigarettes?

GENERAL

What is important to you about where you buy cigarettes/ tobacco?

PROBES:

- Current location
- Store hours
- Attractive interior or not?
- Low price packs?
- 2 for a discount?
- Free items?
- Sells other products?

5.0 CHANGES IN RETAIL ENVIRONMENT – 30 MINUTES

What, if anything, would you like to see changed about the places you buy cigarettes and the experience of buying?

Have you ever heard of the following terms with reference to cigarettes and tobacco products in general? What do they mean to you?

- Powerwall
- Promotional Display
- Retail Environment
- Point of Purchase
- Point of Sale
- Product Placements
- Social Sources of cigarettes
- Availability
- Access

- Limited Access
- Furnish
- Third party sales of cigarettes

Are there any restrictions now or where cigarettes can be sold?

Do retailers need a licence now to sell tobacco products?

Do you think any store should be able to sell cigarettes? Why? If not, what type of stores should not be allowed to sell cigarettes?

Do you think the number of locations where cigarettes are sold should be limited? Why or why not?

If there were fewer locations where you could buy cigarettes how would this affect you?

- Would you think about quitting?
- Would you smoke less?

How would you feel if you could not see your brand prior to your purchase?

If cigarettes were not visible how would this influence your smoking behaviour?

Do you think that the sale of cigarettes should be more strict, less strict? Or about the same as those on the sale of alcohol?

6.0 YOUTH ISSUES – 20 MINUTES

Do you think youth smoking is an issue?

How old does someone have to be to be legally sold cigarettes?

How easy is it for youth to buy cigarettes?

Have you noticed any signs about not selling to youth in stores where cigarettes are sold? Where are they? What was the message?

Has anyone underage approached you to ask you to purchase cigarettes for them? What did you do? Have you given cigarettes yourself?

Have you ever seen someone sell cigarettes to someone who you thought was underage? How did that make you feel? PROBE FOR ANGER, DIDN'T CARE, SHOCKED, etc.

Do you think most retail stores comply with the law or that only some do, or that hardly any stores comply with the law? Why? Are there types of stores that you think are more likely to sell tobacco to minors?

If fewer places could sell tobacco, do you think this would affect youth smoking?

If cigarettes were hidden from view how would this affect youth smoking?

THANK AND CLOSE



GUIDE DE DISCUSSION
Projet No 05-4564
Groupes du 4 octobre 2004

FUMEURS

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(e) 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.

2.0 INTRODUCTION DES PARTICIPANTS

- Aujourd'hui, nous allons parler des différents sujets reliés à la cigarette et aux endroits où on en vend..
- 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. Combien de cigarettes fumez-vous par jour?

3.0 COMPORTEMENTS D'USAGE DU TABAC – 10 minutes

Quelle marque de cigarettes fumez-vous? Pourquoi?

Où fumez-vous? (À la maison? Dans la maison? Au travail? En dehors du travail? Dans les bars? Dans les restaurants? Dans l'auto? Autres?

4 0 RÉSEAU DE VENTE AU DÉTAIL

40 minutes

À quels genres d'endroits vend t-on des cigarettes?

A quel endroit vous procurez-vous habituellement vos cigarettes? Les achetez-vous habituellement au même endroit ou à des endroits différents? (SI DIFFÉRENT) À quels endroits ou types de magasins? (SI MÊME ENDROIT) Quel genre d'endroit? Où est-ce situé? Pourquoi allez-vous à cet endroit en particulier? SONDER POUR LE CÔTÉ PRATIQUE, LA LOCALISATION, LE COÛT, etc.

Dans quelles circonstances achèteriez-vous vos cigarettes d'un endroit autre que votre endroit habituel? Où cela pourrait-il être?

En pensant à l'endroit où vous vous procurez habituellement vos cigarettes (ou au dernier endroit où vous les avez achetées s'il n'y a pas de lieu habituel) :

- Où se trouvent les cigarettes dans le magasin?
- Comment décririez-vous ce que vous voyez lorsque vous achetez des cigarettes? Au plan de ce qui est écrit? Des étalages?
- Y a t-il des présentoirs ou étalages de cigarettes sur le comptoir? Avez-vous déjà vu cela quelque part?
- Les paquets sont-ils disposés derrière une porte verrouillée ou sont-ils à la vue des clients? Où? Avez-vous déjà vu cela quelque part?
- Voyez-vous des marques qui sont plus en évidence que d'autres et si tel est le cas, pourquoi sont-elles selon vous plus en évidence et de quelles marques s'agit-il?
- Votre marque de cigarettes est-elle placée correctement? Où se trouve t-elle?
- Qu'en est-il des cartons de cigarettes? Où se trouvent-ils? Que dire des autres endroits où on vend des cigarettes?
- Avez-vous remarqué des écriteaux ou enseignes concernant la cigarette? Si oui, que disent-ils? où sont-ils placés? Qu'en est-il des autres endroits où on vend des cigarettes?
- Avez-vous remarqué de la publicité concernant la cigarette? Pouvez-vous la décrire? Que dire des autres endroits où on vend des cigarettes?
- Avez-vous remarqué des étalages? Où sont-ils situés? Que dire des autres endroits où on vend des cigarettes?
- Les prix sont-ils indiqués? En quoi ou comment cela vous influence t-il?
- Comment réagissez-vous au fait de voir tout ces étalages de cigarettes? quelle impression cela crée t-il chez vous?

- (Pour ceux et celles qui ont tenté de cesser de fumer) Quand vous avez tenté de cesser de fumer, quelle impression cela vous a fait de voir toutes ces cigarettes?
- Voyez-vous parfois des promotions au point de vente ? SONDER Prix plus bas? Promotions/ publicités spéciales de type « achetez-en un et le second est moins cher »?
- Quand vous vous rendez au magasin pour acheter des cigarettes, habituellement achetez-vous d'autres produits par la même occasion? Iriez-vous à cet endroit même si on ne vendait pas de cigarettes?
- À quel point est-ce facile pour vous d'acheter des cigarettes?
- Avez-vous déjà eu des problèmes à acheter des cigarettes? Pourquoi?

AUTRES MAGASINS DE DÉTAIL

En vous basant sur votre propre expérience, diriez-vous que les magasins où l'on vend des produits du tabac présentent tous les cigarettes de la même manière ou diriez-vous qu'il y a des différences entre magasins? Lesquelles?

Avez-vous déjà remarqué des étalages, affiches ou articles promotionnels que vous avez trouvé intéressants là où vous achetez les cigarettes?

GÉNÉRAL

Qu'est-ce qui est important pour vous concernant le lieu où vous achetez des cigarettes?

SONDER :

- Localisation actuelle?
- Heures d'ouverture?
- Le fait que le magasin soit attrayant/accueillant ou pas?
- Paquets à prix alléchants?
- 2 paquets pour moins cher?
- Articles gratuits? (allumettes, briquets...)
- Le fait qu'on y vende d'autres produits?

5.0 LES CHANGEMENTS DANS L'ENVIRONNEMENT DU MAGASIN DE DÉTAIL

(30 minutes)

Qui y a-t-il que vous aimeriez voir changer concernant les endroits où vous achetez des cigarettes ou concernant votre expérience d'achat des cigarettes?

Avez-vous déjà entendu parler des termes suivants en rapport avec la cigarette et les produits du tabac de façon générale? Qu'est-ce que cela signifie pour vous?

- Mur de cigarettes
- Étalage promotionnel
- Environnement de vente
- Point d'achat
- Point de vente
- Placements de produits
- Sources sociales d'approvisionnement de produits du tabac chez les mineurs
- Disponibilité
- Accès
- Accès limité
- Fournitures
- Ventes de cigarettes à un tiers

Y a-t-il à votre connaissance des restrictions quant au lieu où les cigarettes peuvent présentement être vendues?

Les détaillants doivent-ils détenir un permis pour pouvoir vendre des produits du tabac?

Croyez-vous que n'importe quel magasin devrait pouvoir vendre des cigarettes? Si non, quels types de magasins ne devraient pas pouvoir vendre des cigarettes?

Pensez-vous que le nombre d'endroits où on vend des cigarettes devrait être limité? Pourquoi ou pourquoi pas?

S'il y avait moins d'endroits où on peut vendre des cigarettes, en quoi cela vous affecterait-il?

- Penseriez-vous à cesser de fumer?

- Fumeriez-vous moins?

Comment réagiriez-vous s'il vous était impossible de voir votre marque avant d'acheter des cigarettes?

Si les cigarettes n'étaient pas visibles en magasin, quelle influence cela pourrait-il avoir sur votre comportement de fumeur ?

Croyez-vous que la vente de cigarettes devrait être soumise à des règles plus strictes ou moins strictes? Ou à peu près les mêmes que dans le cas de vente d'alcool?

6.0 QUESTIONS RELATIVES AUX JEUNES – 20 minutes

Croyez-vous que l'usage de la cigarette chez les jeunes est un problème?

Quel âge doit-on avoir pour pouvoir légalement se procurer des cigarettes?

À quel point est-ce facile pour des jeunes d'acheter des cigarettes?

Avez-vous remarqué des enseignes en magasin concernant l'interdiction de vente de cigarettes aux jeunes? Où se trouvent-elles? Quel est le message?

Avez-vous jamais été approché par un jeune n'ayant pas l'âge légal pour vous demander de lui acheter des cigarettes? Qu'avez-vous fait? Leur avez-vous donné des cigarettes vous-même?

Avez-vous déjà vu quelqu'un vendre des cigarettes à un jeune n'ayant pas l'âge de d'acheter des cigarettes? Comment avez-vous réagi? Quels sentiments cela vous a-t-il inspiré? SONDER : colère, indifférence, indignation, etc.

Croyez-vous que la plupart des magasins respectent la loi, que seul quelques-uns le font ou que presque tous ne respectent pas la loi? Pourquoi? Y a-t-il selon vous des genres de magasins qui sont plus susceptibles de vendre des cigarettes aux mineurs?

S'il y avait moins d'endroits où on pouvait vendre des produits du tabac, pensez-vous que cela aurait un effet sur l'usage du tabac chez les jeunes?

Si les cigarettes n'étaient pas visibles en magasin, quelle influence cela pourrait-il avoir sur le comportement d'usage du tabac des jeunes?

REMERCIEMENTS



Discussion Agenda
Draft 3 – Non-smokers
PN5557
September 28, 2004

NON-SMOKERS

1.0 INTRODUCTION

Introduction to focus group procedures.
We want your opinion.
Feel free to agree or disagree and express your views freely.
You are being video-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

Today we are going to be talking about some topics related to cigarettes and where they are sold. I know that you are non-smokers but we do want know your knowledge and opinions about these topics.

Let's go around the table so that each one of you can tell us your name, what you do for a living, and something about yourself. Have you ever smoked? Does anyone in your family smoke?

(for those who smoked) How much did you smoke? When did you quit? Why did you quit?

3.0 RETAIL STORES

What types of places sell cigarettes? How do you know this? Where have you seen cigarettes sold?

Where do you think most smokers purchase their cigarettes? Why do you think they go to these locations?

Thinking about the place where you have most frequently seen cigarettes sold:

Where are the cigarettes in the store? In other stores?

Are any packs stacked on the counter? Have you seen this anywhere?

Are any packs kept behind a locked door or are they out in the open? Where?? Have you seen this anywhere?

Do you see some brands more prominently than others and if so, why are they more prominent and which brand?

What about cartons? Where are they? In other stores?

Have you noticed any signs about cigarettes? If so what? Where?

Have you noticed any tobacco advertising? Can you describe it?

Have you noticed any displays? What are they located?

Based on what you have seen, do you find that stores that sell tobacco products present cigarettes in the same manner or is there variety?

Have you ever seen any interesting displays, signs, features, etc. in any of the places where cigarettes are sold?

For those of you who have recently quit, did/does going into a store where cigarettes are displayed have any affect on you? In what way? PROBE FOR WANTING TO START AGAIN? ETC?

For those of you who have quit, did/does seeing your old brand influence you to start smoking again?

For those of you that have never smoked, do the tobacco displays in stores affect you in any way? Ie, do they make you think about starting, the health of others, etc.

4.0 CHANGES IN RETAIL ENVIRONMENT

What, if anything, would you like to see changed about the places where cigarettes are sold?

Have you ever heard of the following terms with reference to cigarettes and tobacco products in general? What do they mean to you?

- Powerwall
- Point of Purchase
- Point of Sale

- Promotional Display
- Retail Environment
- Availability
- Access
- Limited Access
- Furnish
- Product Placements
- Social Sources of cigarettes
- Third party sales of cigarettes

How easy do you think it is for smokers to buy cigarettes?

Are there any restrictions now on where cigarettes can be sold?

Do retailers need a license now to sell tobacco products?

Do you think any store should be able to sell cigarettes? Is it a good thing or not that cigarettes can be bought in so many places? If not, what type of stores should not be allowed to sell cigarettes?

Do you think the number of locations where cigarettes are sold should be limited? Why or why not?

If there were fewer locations, would there be fewer people smoking?

What do you think about cigarettes being hidden from view in stores? Is this a good idea or not? Will it affect anything?

Do you think that the sale of cigarettes should be more strict, less strict? Or about the same as those on the sale of alcohol?

5.0 YOUTH ISSUES

Do you think youth smoking is an issue?

How old does someone have to be to be legally sold cigarettes?

How easy do you think it is for youth to buy cigarettes?

Have you noticed any signs about not selling to youth in stores where cigarettes are sold? Where are they? What was the message?

Has anyone underage approached you to ask you to purchase cigarettes for them? What did you do? Have you given a cigarette yourself?

Have you ever seen someone sell cigarettes to someone who you suspected was underage?
How did that make you feel? PROBE FOR ANGER, DIDN'T CARE, SHOCKED, etc.

Do you think most retail stores comply with the law or that only some do, or that hardly any stores comply with the law? Why? Are there types of stores that you think are more likely to sell tobacco to minors?

If fewer places could sell tobacco, do you think this would affect youth smoking?

If cigarettes were hidden from view how would this affect youth smoking?

THANK AND CLOSE



GUIDE DE DISCUSSION
Projet No 05-4564
Groupes du 5 octobre 2004

NON-FUMEURS

1.0 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(e) 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.

2.0 INTRODUCTION DES PARTICIPANTS - 5 minutes

- Aujourd'hui, nous allons parler des différents sujets reliés à la cigarette et aux endroits où on en vend. Je sais que vous êtes des non-fumeurs mais nous aimerions avoir votre point de vue quant à ces sujets.
- 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. Avez-vous déjà fumé ? Y a-t-il quelqu'un chez vous qui fume?
- (Parmi ceux qui ont déjà fumé) : Combien de cigarettes fumiez-vous ? Quand avez-vous arrêté ? Pour quelle(s) raison(s) ?

3.0 RÉSEAU DE VENTE AU DÉTAIL 40 minutes

À quels genres d'endroits vend t-on des cigarettes? Comment le savez-vous? À quels endroits avez-vous vu qu'on vend des cigarettes?

À quels endroits pensez-vous que les fumeurs se procurent habituellement leurs cigarettes? Pourquoi pensez-vous qu'ils vont à ces endroits en particulier?

En considérant cet endroit où vous voyez les cigarettes le plus souvent vendues :

- Où se trouvent les cigarettes dans le magasin? Et dans les autres magasins?
- Y a t-il des présentoirs ou étagères de paquets de cigarettes sur le comptoir? Avez-vous déjà vu cela quelque part?
- Les paquets sont-ils disposés derrière une porte verrouillée ou sont-ils à la vue des clients ? Où? Avez-vous déjà vu cela quelque part?
- Voyez-vous des marques qui sont plus en évidence que d'autres et si tel est le cas, pourquoi sont-elles selon vous plus en évidence et de quelles marques s'agit-il ?
- Qu'en est-il des cartons de cigarettes ? Où se trouvent-ils ? Que dire des autres endroits où on vend des cigarettes ?
- Avez-vous remarqué des écriteaux ou enseignes concernant la cigarette ? Si oui, que disent-ils? Où étaient-ils placés?
- Avez-vous remarqué de la publicité concernant la cigarette ? Pouvez-vous la décrire?
- Avez-vous remarqué des étagères ? Où sont-ils situés ?

En vous basant sur votre propre expérience, diriez-vous que les magasins où l'on vend des produits du tabac présentent tous les cigarettes de la même manière ou diriez-vous qu'il y a des différences entre magasins? Lesquelles?

Avez-vous déjà remarqué des étagères, affiches ou articles promotionnels que vous avez trouvé intéressants là où des cigarettes sont vendues?

Pour ceux qui ont cessé de fumer récemment, est-ce que de fréquenter un magasin où des cigarettes sont exposées a / a eu de l'effet sur vous? De quelle façon? SONDER POUR L'ENVIE DE RECOMMENCER À FUMER, ETC.

Pour ceux qui ont cessé de fumer, est-ce que de voir la marque que vous fumiez auparavant influe sur votre envie de recommencer à fumer?

Pour ceux d'entre vous qui n'ont jamais fumé, est-ce que l'étalage de cigarettes dans les magasins vous affecte d'une manière quelconque – c.à-d. cela vous donne-t-il l'envie de fumer, la santé des autres, etc.?

7.0 LES CHANGEMENTS DANS L'ENVIRONNEMENT DU MAGASIN DE DÉTAIL

(30 minutes)

Qui y a t-il que vous aimeriez voir changer concernant les endroits où l'on vend des cigarettes?

Avez-vous déjà entendu parler des termes suivants en rapport avec la cigarette et les produits du tabac de façon générale? Qu'est-ce que cela signifie pour vous?

- Mur de cigarettes
- Point d'achat
- Point de vente
- Étalage promotionnel
- Environnement de vente au détail
- Disponibilité
- Accès
- Accès limité
- Fournitures
- Placements de produits

- Sources sociales d'approvisionnement de produits du tabac chez les mineurs
- Ventes de cigarettes à un tiers

Dans quelle mesure est-ce facile pour les fumeurs d'acheter des cigarettes?

Y a-t-il à votre connaissance des restrictions quant au lieu où les cigarettes peuvent présentement être vendues?

Les détaillants doivent-ils détenir un permis pour pouvoir vendre des produits du tabac?

Croyez-vous que n'importe quel magasin devrait pouvoir vendre des cigarettes? Pensez-vous que ce soit un bien ou un mal que les cigarettes puissent être achetées à autant d'endroits? Si non, quels types de magasins ne devraient pas pouvoir vendre des cigarettes?

Si ces endroits étaient limités, y aurait-il moins de fumeurs?

Si les cigarettes n'étaient pas visibles en magasin, est-ce que ce serait une bonne chose ou pas? Cela pourrait-il avoir de l'effet?

Croyez-vous que la vente de cigarettes devrait être soumise à des règles plus strictes ou moins strictes? Ou à peu près les mêmes que dans le cas de vente d'alcool?

8.0 QUESTIONS RELATIVES AUX JEUNES – 20 minutes

Croyez-vous que l'usage de la cigarette chez les jeunes est un problème?

Quel âge doit-on avoir pour pouvoir légalement se procurer des cigarettes?

À quel point est-ce facile pour des jeunes d'acheter des cigarettes?

Avez-vous remarqué des enseignes en magasin concernant l'interdiction de vente de cigarettes aux jeunes? Où se trouvent-elles? Quel est le message?

Avez-vous jamais été approché par un jeune n'ayant pas l'âge légal pour vous demander d'acheter des cigarettes pour lui? Qu'avez-vous fait? Lui avez-vous donné des cigarettes vous-même?

Avez-vous déjà vu quelqu'un vendre des cigarettes à un jeune n'ayant pas l'âge d'acheter des cigarettes? Comment avez-vous réagi? Quels sentiments cela vous a-t-il inspiré? SONDER : colère, indifférence, indignation, etc.

Croyez-vous que la plupart des magasins respectent la loi, que seul quelques-uns le font ou que presque tous ne respectent pas la loi? Pourquoi? Y a-t-il selon vous des genres de magasins qui sont plus susceptibles de vendre des cigarettes aux mineurs?

S'il y avait moins d'endroits où on pouvait vendre des produits du tabac, pensez-vous que cela aurait un effet sur l'usage du tabac chez les jeunes?

Si les cigarettes n'étaient pas visibles en magasin, quelle influence cela pourrait-il avoir sur le comportement d'usage du tabac des jeunes?

REMERCIEMENTS