

FINAL
REPORT

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Qualitative Exploration of Canadian Youth
and Tobacco Retailer's Views Regarding
the Prohibition of Tobacco Sales to Youth

POR-06-61

Ce rapport est aussi disponible en français sur demande.

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INTRODUCTION AND EXECUTIVE SUMMARY

Background

Smoking is the leading cause of preventable death in Canada. Every year, over 37,000 Canadians die prematurely as a result of disease and illness caused by tobacco use. At least 1,000 of them are non-smokers. The Government of Canada's Federal Tobacco Control Strategy (FTCS) is championed by many parties working collaboratively towards reducing, possibly eliminating, tobacco use. Health Canada's Tobacco Control Programme (TCP) plays a leadership role in implementing the Strategy.

The Tobacco Control Programme has formed a committee, the Tobacco Retail Environment Committee (TREC) which is charged with examining how tobacco products are sold, accessed and promoted in the retail environment. TREC will examine how this environment might be changed to enhance the goals of tobacco control by the timely provision of evidence based recommendations for changes to the retail environment. The committee will work in partnership with the provinces and territories, in order to further the goals of the FTCS, as well as those of the National Strategy (New Directions for Tobacco Control in Canada: A National Strategy).

Research Objectives

As input into the work of TREC, Health Canada is interested in gaining a better understanding of the situation with respect to youth and retailers' opinions on the prohibition of tobacco sales to youth: for example, the effectiveness of the current regulations regarding age restrictions, signage, and acceptable proof of age. Health Canada is also interested in the opinion of youth and tobacco retailers on how changes could be made to the prohibition of tobacco sales to youth and regulations and policy interventions to further restrict youth access to tobacco. This research was conducted among retailers and among youth with these objectives in mind.

Research Objectives (Retailers): This project was intended to gather information from English and French speaking retailers who sell tobacco products. Retailers were asked about their knowledge, attitudes, views, perceptions, and behaviours associated with the tobacco retail environment, and specifically prohibition of tobacco sales to youth. Specific objectives included:

- Assessing Retailer's current knowledge, attitudes and behaviours associated with current prohibition of tobacco sales to youth.

- Examining Retailers' views and attitudes about the effectiveness (from a prohibition perspective) of compliance checks, age restrictions, retail signage, display restrictions, visits from tobacco inspectors, etc.
- Assessing current training of staff who sell tobacco products;
- Examining Retailers' views and attitudes towards possible future modifications to the tobacco retail environment to improve sales prohibition to youth.

Research Objectives (Youth): This project was also intended to gather information from youth and young adults (aged 16-19) who use tobacco products. Youth were asked about their knowledge, attitudes, views, perceptions, and behaviours associated with the tobacco retail environment, and specifically prohibition of tobacco sales to youth. Specific objectives included:

- Assessing youth's current knowledge, attitudes and behaviours associated with current prohibition of tobacco sales to youth legislation.
- Examining youth's views and attitudes about the effectiveness (from a prohibition perspective) of compliance checks, retail signage, age restrictions, display restrictions, retail staff training, etc.
- Examining youth's views and attitudes towards possible future modifications to the tobacco retail environment to improve sales to youth prohibition.

Methods

Twelve (12) focus group sessions were conducted in February 2007 in four locations: Halifax (3 sessions), Montreal (3 sessions), Ottawa (3 sessions) and Edmonton (3 sessions). The Montreal sessions were held in French; the others in English. In each location, one session was conducted with retailers, and two sessions were conducted with youth aged 16-19 years – one with youth smokers and one with youth non-smokers. Retailers were recruited from all the retail sectors in each of the four provinces, where tobacco is available for sale.

Date	Location	Time	Segment
February 1	Ottawa	12:00	Retailers
February 1	Ottawa	5:30	Youth Smokers
February 1	Ottawa	7:30	Youth Non-smokers
February 5	Halifax	12:00	Retailers
February 5	Halifax	5:30	Youth Smokers
February 5	Halifax	7:30	Youth Non-smokers
February 7	Edmonton	12:00	Retailers

February 7	Edmonton	5:30	Youth Smokers
February 7	Edmonton	7:30	Youth Non-smokers
February 8	Montreal	12:00	Retailers
February 8	Montreal	5:30	Youth Smokers
February 8	Montreal	7:30	Youth Non-smokers

Ten participants per group were recruited for the study. In total, 93 participants took part in the sessions. Each group lasted approximately two hours. The discussion agendas for the project are appended to this report.

Dr. Donna Dasko, Senior Vice President, Environics, directed the project. All qualitative research work was conducted in accordance with the professional standards established by the Marketing Research and Intelligence Association (MRIA – previously the Professional Market Research Society and the Canadian Association of Market Research Organizations).

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.

Executive Summary

Retailers

Role of tobacco sales

Most retailers reported that 20% to 80% of their raw sales are tobacco related, but most also mentioned that the profit margin on tobacco is quite low, and that tobacco sales are important mainly for the ancillary sales that it generates. They also reported that tobacco products are a major target for thieves.

Awareness of restrictions on tobacco sales to youth

There was universal awareness among retailer participants that 19 or 18 is the age at which people can legally buy tobacco products in their province. Retailers were also quite well versed about the types of ID that are acceptable or unacceptable as proof of age. There was some confusion in Ottawa over the acceptability of health cards and of out-of-province ID (especially from Quebec).

Retailers were aware of the requirements in terms of in-store signage, though there was confusion as to what is a federal, provincial or municipal requirement.

Awareness was high about the related restrictions on giving away matches and lighters and on single cigarette sales and rolling paper sales, though there are some issues in Ontario where the legal age to buy rolling paper is lower than the age to buy cigarettes. Some retailers from larger chains also had corporate policies to follow that were more restrictive than what is mandated by law.

Retailers were very aware of the penalties for non-compliance with laws on selling tobacco products to those under-age, and most also knew that individual employees can also be fined. The prospect of losing their license to sell tobacco products for a period of time was seen as a particularly strong penalty.

Experiences and challenges

Most participants felt that they have done a good job over time of adapting to restrictions on tobacco sales to minors. Many retailers reported that they have a regular clientele and rarely get “questionable” people coming in for the first time.

The retailer participants that were most challenged are those who are close to schools where there is a constant influx of new customers who may try to buy tobacco despite being under-age. This can create stresses for younger employees in particular who sometimes lack the confidence to challenge their peers who try to buy tobacco from them.

Retailers with major chains and also specialty tobacconists reported fewer incidents of under-age youth trying to buy tobacco. This seems to happen more to smaller “corner” shops that may have more informal enforcement policies.

Retailers complained that it can be difficult to judge the age of young women in particular. They have rules of thumb for spotting youth trying to buy tobacco illegally, but they also know that youth will sometimes have their own strategies such as buying from people they know, or shopping when the store is very busy and the sales people are under pressure to serve everyone in line as quickly as possible.

There was little reporting of cases of people using fraudulent ID to buy tobacco, but there was a perception that some youth will use the ID of parents or siblings that look like them, or others. As

well, a big “loophole” for young people involves getting someone older to purchase cigarettes for them.

Many retailers reported being sceptical about whether the enforcement of laws against selling tobacco to youth are having any real impact on the smoking rate among young people. There was a perception that the smoking rate is as high as ever or is even rising and there was a feeling that youth who want to buy cigarettes can always find a way to get them.

There were several complaints over the perception that the entire burden of compliance is on the retailers. There was a perception that under-age youth can try to buy tobacco as many times as they want without any fear of consequences, while retailers get punished for any infraction.

There was little or no spontaneous mention of “native” or smuggled tobacco products being an issue in terms of being a common way in which under-age smokers get tobacco.

Youth possession laws

Retailers were very much in favour of youth possession laws, although in places like Halifax and Edmonton where these laws exist, most of the retailers were unaware of the youth possession laws, and felt that they were not being enforced.

Staff training

Training of staff regarding under-age tobacco sales was inconsistent. Retailers from the bigger chains generally have a more formal process and in many cases have training materials from their head offices. Smaller shops tended to train on ad hoc one on one basis. In Ottawa, retailers reported more formal training programs and instructing staff to read toolkits that they had received. This was less the case elsewhere.

Retailers’ toolkits were well distributed in Ottawa, Halifax and Edmonton and were seen to be useful – although a bit long in some cases in terms of the amount of information to read.

Inspection, compliance and test-shopping

Retailers in Ottawa reported that tobacco inspectors were often confrontational and unpleasant. In Halifax and Edmonton experiences were more mixed. Retailers in Montreal were much less likely to report having been inspected.

Participants had mixed feelings about the use of test-shoppers. Some saw this as unfair entrapment. Others acknowledged that it is the only way to enforce compliance.

Suggestions

Retailers gave a variety of suggestions on how the system could be improved, such as being able to swipe IDs instantly, more publicity about fines to employees who sell to the under-age, and enforcement of youth possession laws.

Most of all retailers want to be treated more like partners in the process of stopping under-age youth from buying tobacco. They wanted to know that their efforts were paying some dividends – such as seeing statistics on what percentage of test-shoppers find people breaking the law.

Youth

Awareness of restrictions on tobacco sales to youth

Almost all participants, both smokers and non-smokers, were aware of the age at which it is legal to sell tobacco products to young adults in their province.

Most believed that an acceptable form of ID is a government-issued card with a photograph and date of birth; frequently mentioned IDs were: driver's licence, passport, and a government-issued proof of age card. There was some confusion concerning health cards and student IDs.

Personal experiences with tobacco sales

Virtually all have seen signs stating that it is illegal to sell cigarettes to minors and most have also seen signs stating that ID is required. Some have also seen signs listing acceptable IDs and giving details about fines, “no smoking” signs, and signs with health warning messages about smoking. Many participants thought that the signs they have seen are required by law to be displayed.

Virtually all agreed that restrictions on tobacco sales to minors were not universally enforced, and that any under-age smoker who really wants to purchase cigarettes can find a way to do so. Most knew of stores where compliance was lax.

Smaller, owner-operated convenience stores are seen as more likely than chain stores such as Mac's Milk to sell tobacco to minors. Most felt larger stores are more concerned about their reputation, while small stores are more concerned about profit.

Participants were aware of a wide range of strategies for obtaining cigarettes while under-age, including:

- Using fake IDs or IDs borrowed or otherwise obtained from older people.
- Approaching clerks known to them or younger clerks who might be sympathetic
- “Chatting up” or making friends with the staff at corner stores or going to stores where they are known.
- Behaving in a confident manner.
- Going to stores believed more likely to be lax, such as those near schools, stores owned by people from cultures where smoking is more acceptable, and busier stores.

Impact of tobacco sales restrictions

Most agreed that restrictions make obtaining cigarettes less convenient but that there is little impact on those minors who really want to obtain cigarettes. Some did think that the restrictions may deter newer smokers or those who are not yet addicted.

A number of participants acknowledged that they did not want their younger siblings or other young people to have unrestricted access to cigarettes.

Improvements to tobacco sales restrictions and enforcement

Suggestions for improving restrictions on tobacco sales to minors or compliance with such laws included:

- Tougher sentences and larger fines for retailers, employees and those who smoke under-age
- Swiping valid ID cards prior to purchase
- Selling cigarettes only in special “government” stores
- Asking for two pieces of ID or issuing a special ID that says in bold letters “Over 18.”
- Frequent and unannounced use of “undercover” or test shoppers
- Enhanced training for store clerks

Youth possession laws

Awareness of youth possession laws was low in Ottawa, Montreal, and Halifax, but relatively high in Edmonton. Most participants, with the exception of smokers in Montreal and Halifax, felt youth possession restrictions were reasonable and would likely reduce youth smoking to some degree.

Experience with selling tobacco and staff training

Most of those who had worked in a store selling tobacco products reported that their training about tobacco sales consisted of being told not to sell to minors and to check ID. One participant was given a brochure and two had heard about videos but had not seen them. There was no other mention of training materials or retailers toolkits.

Most participants expected that, while most store owners, managers and employers were aware that it is not legal to sell tobacco to minors, training is likely to be inconsistent, with larger and chain stores more likely to give better training to staff.

Inspection, compliance and test-shopping

Awareness of inspection was low, although most assumed that there probably is some inspection to ensure that laws are being observed.

Awareness of test shoppers was notably higher. Most agreed that test-shopping is an appropriate method of determining compliance. Some thought it was appropriate as long as the test-shopper did not use fake ID. Some felt that test shoppers should be at least 16, but there was no concern about using someone who was a smoker.

Most participants agreed that in order to be effective, test-shopping has to be done frequently and that all stores selling cigarettes have to be visited regularly, at random, and unannounced.

Most youth who smoked were at least somewhat aware of the consequences faced by stores that sell tobacco products to minors (non-smoking youth know that punishments exist but are less aware of details). Awareness of fines was high, although the amount of the fine was not always known; some youth smokers also believed that a store could lose its licence to sell tobacco. There was less certainty as to whether the person who actually sells to minors will be fined.

Conclusions

The focus groups revealed quite high awareness among tobacco retailers of the restrictions on tobacco sales to youth including legal age, forms of identification, signage, and general penalties. Youth, as well, were generally well aware of the issues involving legal age and forms of acceptable identification for purchasing tobacco. However, findings from both the retailers and youth sessions

suggest that the areas for action involve training, communications, such as sharing positive success stories with retailers, as well as some additional targeted activity in the compliance and inspection areas.

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INTRODUCTION ET RESUME ANALYTIQUE

Renseignements généraux

Le tabagisme constitue la première cause de décès évitables au Canada. Chaque année, plus de 37 000 Canadiens meurent prématurément en raison des maladies et des pathologies causées par l'utilisation des produits du tabac. Au moins 1 000 d'entre eux sont des non-fumeurs. La Stratégie fédérale de lutte contre le tabagisme (SFLT) du gouvernement du Canada est défendue par un grand nombre d'intervenants qui œuvrent en collaboration afin de réduire, voire d'éliminer, l'utilisation des produits du tabac. Le Programme de la lutte au tabagisme (PLT) de Santé Canada joue un rôle de premier plan dans la mise en œuvre de cette Stratégie.

Le Programme de la lutte au tabagisme a mis sur pied un comité, Le Comité du milieu de la vente au détail du tabac, dont le mandat est d'examiner de quelle façon s'effectue la vente, l'accès et la promotion des produits du tabac dans le milieu de la vente au détail. Le Comité examinera comment ce milieu pourrait être modifié afin de soutenir les objectifs de la lutte au tabagisme en apportant rapidement des recommandations de changement au milieu de la vente au détail qui s'appuient sur des preuves. Le Comité travaillera en partenariat avec les provinces et les territoires, afin de poursuivre la réalisation des objectifs de la SFLT, de même que ceux de la Stratégie nationale (Nouvelles orientations pour le contrôle du tabac au Canada - une stratégie nationale).

Objectifs de la recherche

En matière d'intrants dans les travaux du Comité du milieu de la vente au détail du tabac, Santé Canada est intéressé à mieux comprendre la situation en ce qui a trait aux opinions des jeunes et des détaillants sur l'interdiction de la vente de tabac aux jeunes : par exemple, l'efficacité de la réglementation actuelle relative aux restrictions sur l'âge, l'affichage et les pièces acceptables comme preuve d'âge. Santé Canada est également intéressé à connaître l'opinion des jeunes et des détaillants de produits du tabac sur les changements qui pourraient être apportés à l'interdiction de la vente de tabac aux jeunes ainsi que sur les interventions en matière de réglementation et de politiques visant à réduire encore davantage l'accès des jeunes aux produits du tabac. La recherche auprès des détaillants et des jeunes a donc été réalisée en tenant compte de ces objectifs.

Objectifs de la recherche (Détaillants) : ce projet a été conçu pour recueillir de l'information auprès de détaillants anglophones et francophones qui vendent des produits du tabac. Les détaillants

ont été invités à parler de leurs connaissances, attitudes, points de vue, perceptions et habitudes se rapportant au milieu de la vente au détail du tabac et, spécifiquement, à l'interdiction de la vente de produits du tabac aux jeunes. Les objectifs spécifiques comprenaient :

- Évaluer les connaissances, attitudes et habitudes actuelles relatives à la présente interdiction de vendre des produits du tabac aux jeunes.
- Examiner les points de vue et les attitudes se rapportant à l'efficacité (au plan de l'interdiction) des vérifications de conformité, des limites d'âge, de l'affichage, des contraintes en matière de présentation, des visites de commis-vérificateurs, etc.
- Évaluer le niveau de formation actuel du personnel qui vend des produits du tabac.
- Examiner les points de vue et les attitudes des détaillants à l'égard de modifications futures au milieu de la vente au détail visant à améliorer l'interdiction de la vente du tabac aux jeunes.

Objectifs de la recherche (Jeunes) : ce projet visait aussi à recueillir de l'information auprès des jeunes et des jeunes adultes (âgés de 16 à 19 ans) qui utilisent des produits du tabac. Les jeunes ont été invités à parler de leurs connaissances, attitudes, points de vue, perceptions et habitudes se rapportant au milieu de la vente au détail du tabac et, spécifiquement, à l'interdiction de la vente de produits du tabac aux jeunes. Les objectifs spécifiques comprenaient :

- Évaluer les connaissances, attitudes et habitudes actuelles des jeunes relatives à la présente loi sur l'interdiction de vendre des produits du tabac aux jeunes.
- Examiner les points de vue et les attitudes des jeunes se rapportant à l'efficacité (au plan de l'interdiction) des vérifications de conformité, de l'affichage sur la vente au détail, des limites d'âge, des contraintes en matière de présentation, de la formation du personnel de la vente au détail, etc.
- Examiner les points de vue et les attitudes des jeunes à l'égard de modifications futures au milieu de la vente au détail visant à améliorer l'interdiction de la vente du tabac aux jeunes.

Méthodologie

Douze (12) séances de discussion de groupe ont eu lieu en février à quatre endroits : Halifax (3 séances), Montréal (3 séances), Ottawa (3 séances) et Edmonton (3 séances). Les séances de Montréal se sont déroulées en français, les autres en anglais. Dans chaque ville, une séance a eu lieu avec des détaillants et deux séances avec des jeunes âgés de 16-19 ans – une avec de jeunes fumeurs et une avec de jeunes non-fumeurs. Les détaillants ont été recrutés dans tous les secteurs de la vente au détail dans chacune des quatre provinces, là où il est possible d'acheter des produits du tabac.

Date	Endroit	Heure	Segment
1 ^{er} février	Ottawa	12h00	Détaillants

1 ^{er} février	Ottawa	17h30	Jeunes fumeurs
1 ^{er} février	Ottawa	19h30	Jeunes non-fumeurs
5 février	Halifax	12h00	Détaillants
5 février	Halifax	17h30	Jeunes fumeurs
5 février	Halifax	19h30	Jeunes non-fumeurs
7 février	Edmonton	12h00	Détaillants
7 février	Edmonton	17h30	Jeunes fumeurs
7 février	Edmonton	19h30	Jeunes non-fumeurs
8 février	Montréal	12h00	Détaillants
8 février	Montréal	17h30	Jeunes fumeurs
8 février	Montréal	19h30	Jeunes non-fumeurs

Dans le cadre de cette étude, dix participants ont été recrutés pour chacun des groupes. En tout, 93 participants ont pris part aux séances. Chaque séance a été d'une durée de deux heures environ. Les programmes de discussion utilisés dans cette étude sont annexés au présent rapport.

Donna Dasko, Ph.D., vice-présidente principale, Environics, a dirigé ce projet. Tous les travaux de recherche qualitative ont été réalisés selon les normes établies par l'Association de la recherche et de l'intelligence marketing (ARIM – anciennement la Société professionnelle de recherche en marketing et la Canadian Association of Market Research Organizations).

La recherche qualitative jette un regard sur la gamme des opinions présentes au sein d'une population, plutôt que sur la pondération des opinions, ce que mesurerait une étude quantitative. Les résultats de ce type de recherche doivent être vus comme étant des résultats indicatifs plutôt que projetables.

Résumé Analytique

Détaillants

Rôle de la vente des produits du tabac

La plupart des détaillants ont rapporté qu'une proportion variant de 20 % à 80 % de leurs ventes brutes sont liées au tabac, mais la plupart ont aussi mentionné que leur marge de profit sur le tabac

est passablement faible et que les ventes de produits du tabac sont surtout importantes en raison des ventes de produits accessoires qu'elles entraînent. Ils ont aussi rapporté que les produits du tabac sont très ciblés par les voleurs.

Sensibilisation aux restrictions sur la vente de tabac aux jeunes

La sensibilisation des détaillants participant au fait que 19 ou 18 ans est l'âge auquel les gens peuvent légalement acheter des produits du tabac dans leur province était universelle. Les détaillants étaient aussi bien renseignés à propos des types de pièces d'identité qui sont acceptables ou inacceptables en tant que preuve d'âge. Une certaine confusion existait à Ottawa quant à l'acceptabilité des cartes d'assurance-santé et des pièces d'identité provenant d'une autre province (en particulier du Québec).

Les détaillants connaissaient les exigences relatives à l'affichage en magasin, bien qu'il existait une certaine confusion quant à ce qui est une exigence fédérale, provinciale ou municipale.

Le niveau de sensibilisation était élevé en ce qui a trait aux restrictions sur le fait de donner des allumettes et des briquets ainsi qu'à l'égard de la vente de cigarettes à l'unité et de papier à rouler, quoique cela faisait quelque peu problème en Ontario où l'âge auquel on peut légalement acheter du papier à rouler est plus bas que l'âge auquel il est permis d'acheter des cigarettes. Certains détaillants des grandes chaînes de magasins devaient également adhérer aux politiques de leur société qui vont plus loin que ce qui est prescrit par la loi.

Les détaillants étaient très au courant des peines pour le non respect des lois sur la vente des produits du tabac aux mineurs, et la plupart d'entre eux savaient également que des employés pouvaient se voir infliger une amende. La possibilité de perdre leur permis de vendre des produits du tabac pendant un certain temps a été perçue comme étant une peine particulièrement sévère.

Expériences et défis

La plupart des participants étaient d'avis qu'ils avaient accompli du bon travail pour s'adapter aux restrictions en matière de vente de produits du tabac aux mineurs. Un grand nombre de détaillants ont rapporté voir une clientèle d'habitues et qu'il arrivait rarement que de nouveaux clients « soulevant le doute » se présentent.

Les participants du milieu de la vente au détail qui éprouvent le plus de difficulté sont ceux qui sont situés à proximité des écoles, là où on retrouve un va-et-vient continu de nouveaux clients qui pourraient tenter d'acheter des produits du tabac sans avoir l'âge requis. Cela peut créer des

situations de stress, en particulier pour les employés plus jeunes qui n'ont parfois pas la confiance nécessaire pour demander une preuve d'âge à leurs pairs qui essaient de leur acheter du tabac.

Les détaillants des grandes chaînes et les marchands de tabac spécialisés ont rapporté moins d'incidents de jeunes n'ayant pas l'âge requis qui tentent d'acheter des produits du tabac. Cela semble se produire plus souvent dans les petits magasins « du coin » dont les politiques d'application de la réglementation peuvent être moins rigoureuses.

Les détaillants se sont plaints qu'il peut être difficile de juger l'âge des jeunes femmes, en particulier. Ils ont des façons empiriques pour déceler les jeunes qui tentent d'acheter du tabac illégalement, mais ils savent aussi que les jeunes ont parfois leurs propres stratégies pour les déjouer, tel qu'acheter auprès de personnes qu'elles connaissent ou se présenter quand le magasin est très achalandé et que les caissiers sont pressés de servir toutes les personnes en ligne aussi rapidement que possible.

Très peu de détaillants ont rapporté des cas de personnes utilisant des pièces d'identité frauduleuses pour acheter du tabac, mais on a noté la perception que certains jeunes utiliseront les pièces d'identité de parents ou de leurs frères et sœurs qui leur ressemblent, ou celles d'autres personnes. De surcroît, une « échappatoire » importante pour les jeunes consiste à demander à une personne plus âgée de leur acheter des cigarettes.

Un grand nombre de détaillants ont fait état d'un certain scepticisme quant à savoir si les mesures d'application des lois interdisant la vente de tabac aux jeunes avaient une quelconque incidence sur les taux de tabagisme chez les jeunes. La perception était que le taux de tabagisme est aussi élevé que jamais ou est à la hausse chez les jeunes; ils étaient également d'avis que les jeunes qui veulent acheter des cigarettes arrivent toujours à trouver le moyen de s'en procurer.

Plusieurs se sont également plaints en soulevant la perception que tout le fardeau de la conformité repose sur les épaules des détaillants. La perception selon laquelle les jeunes n'ayant pas l'âge requis peuvent essayer d'acheter des produits du tabac aussi souvent qu'ils le veulent sans aucune crainte des conséquences, alors que les détaillants se voient punis pour chaque infraction, était aussi présente.

Il y a eu très peu ou aucune mention spontanée que les produits du tabac « autochtones » ou de contrebande faisaient problème en tant que façon habituelle pour les jeunes fumeurs de se procurer du tabac.

Lois sur la possession par les jeunes

Les détaillants étaient très en faveur de lois sur la possession par les jeunes, quoique dans les endroits où ces lois existent déjà tels qu'Halifax et Edmonton, la plupart des détaillants n'étaient pas au courant des lois sur la possession par les jeunes et étaient d'avis qu'elles n'étaient pas appliquées.

Formation du personnel

La formation du personnel au sujet de la vente de tabac aux mineurs était inégale. Les détaillants des grandes chaînes de magasins avaient généralement des mécanismes officiels en place et, dans de nombreux cas, ils recevaient du matériel de formation provenant de leurs sièges sociaux. Les établissements plus petits avaient tendance à donner une formation *ad hoc* individuelle. À Ottawa, les détaillants ont rapporté davantage l'existence de programmes de formation proprement dits et de directives données aux employés de lire les trousseaux d'outils qu'ils avaient reçus. Cela était moins fréquent ailleurs.

Les trousseaux d'outils pour les détaillants ont été bien distribués à Ottawa, Halifax et Edmonton et jugés comme étant utiles – quoiqu'assez longs dans certains cas en termes de quantité d'information à lire.

Inspection, conformité et commis-vérificateurs

Les détaillants d'Ottawa ont rapporté que les inspecteurs du tabac étaient souvent querelleurs et déplaisants. À Halifax et Edmonton, les expériences ont été plus mitigées. Les détaillants de Montréal ont eu beaucoup moins tendance à dire qu'ils avaient subi une inspection.

Les participants avaient des opinions mitigées sur le fait de faire appel à des jeunes pour effectuer la vérification. Certains y ont vu une forme tout à fait injuste d'incitation au délit. D'autres ont reconnu que c'était la seule façon de veiller au respect de la loi.

Suggestions

Les détaillants ont offert une gamme de suggestions sur la façon d'améliorer le système, notamment être capable de lire instantanément les cartes d'identification, faire plus de publicité à propos des amendes aux employés qui vendent à des mineurs, ainsi que des mesures d'application des lois sur la possession par les jeunes.

La plupart des détaillants veulent qu'on les traite davantage comme des partenaires dans la démarche visant à empêcher les jeunes d'acheter des produits du tabac. Ils voulaient savoir que leurs efforts

portent fruit – notamment voir les statistiques sur le pourcentage de commis-vérificateurs qui découvrent des gens qui contreviennent à la loi.

Jeunes

Connaissance des restrictions entourant la vente de tabac aux jeunes

Presque tous les participants, tant les fumeurs que les non-fumeurs, savaient à quel âge il est légalement permis de vendre des produits du tabac aux jeunes adultes dans leur province.

La plupart croyaient qu'une pièce d'identité acceptable est une carte émise par un gouvernement présentant une photographie et la date de naissance; ils ont souvent mentionné un permis de conduire, un passeport et une preuve d'âge émise par le gouvernement. Une certaine confusion entourait les cartes d'assurance-santé et les cartes d'étudiant.

Expériences personnelles relatives à la vente de tabac

Pratiquement tous les jeunes ont vu des affiches affirmant qu'il est illégal de vendre des cigarettes à des mineurs et la plupart ont aussi vu des affiches affirmant qu'une pièce d'identité est requise. Certains ont aussi vu des affiches énumérant les pièces d'identité qui sont acceptables et présentant des précisions sur les amendes, des affiches « interdiction de fumer, » ainsi que des affiches présentant des messages d'avertissement sur la santé liés au tabagisme. Un grand nombre de participants pensaient que les affiches qu'ils ont vues étaient exigées par la loi.

Pratiquement tous ont été d'accord pour dire que les restrictions sur la vente de tabac aux mineurs n'étaient pas appliquées de façon universelle et que tout fumeur mineur qui veut vraiment acheter des cigarettes trouvera le moyen de le faire. La plupart connaissaient des magasins où les mesures d'application n'étaient pas bien respectées.

Les dépanneurs plus petits à propriétaire unique sont perçus comme ayant plus tendance que les chaînes de magasins tels que Mac's Milk à vendre du tabac aux mineurs. La plupart étaient d'avis que les plus grands magasins se préoccupent davantage de leur réputation, alors que les petits magasins se soucient davantage des profits.

Les participants connaissaient une vaste gamme de stratégies pour obtenir des cigarettes quand on en n'a pas l'âge, y compris :

- Utiliser une fausse pièce d'identité ou une pièce d'identité empruntée ou obtenue auprès d'une personne plus âgée.
- Approcher des commis qu'ils connaissent ou des commis plus jeunes qui pourraient être plus compréhensifs.
- « Bavarder » ou se lier d'amitié avec le personnel des magasins qu'ils fréquentent.
- Manifester une grande confiance en eux-mêmes.
- Aller dans les magasins où ils croient que la réglementation est plus relâchée, notamment ceux situés à proximité des écoles, les magasins dont le propriétaire appartient à groupe culturel où le tabagisme est plus acceptable, ainsi que dans les magasins plus achalandés.

Incidence des restrictions sur la vente de produits du tabac

La plupart ont été d'accord pour dire que les restrictions font de sorte qu'il est moins pratique de se procurer des cigarettes, mais qu'elles ont eu peu d'incidence sur les mineurs qui veulent réellement obtenir des cigarettes. Certains ont toutefois pensé que les restrictions pourraient dissuader certains des nouveaux fumeurs ou ceux qui ne n'ont pas encore de dépendance.

Bon nombre de participants ont reconnu qu'ils ne voulaient pas que leurs frères et sœurs plus jeunes ou que d'autres jeunes aient accès aux cigarettes sans aucune restriction.

Améliorations aux restrictions sur la vente de tabac et aux mesures d'application

Les suggestions visant à améliorer les restrictions sur la vente de tabac aux mineurs ou le respect de ces lois comprenaient :

- Des peines et des amendes plus sévères pour les détaillants, les employés et ceux qui fument sans en avoir l'âge.
- Lire les cartes d'identification avant l'achat.
- Vendre seulement des cigarettes dans des magasins spéciaux du « gouvernement. »
- Demander deux pièces d'identité ou émettre une pièce d'identité spéciale sur laquelle serait inscrit en caractères gras « Plus de 18 ans. »
- Faire appel fréquemment et de façon impromptue à des « commis-vérificateurs. »
- Une meilleure formation pour les commis de magasin.

Lois sur la possession par les jeunes

La sensibilisation des jeunes à l'égard des lois sur la possession a été faible à Ottawa, Montréal et Halifax, mais relativement élevée à Edmonton. La plupart des participants, à l'exception des fumeurs de Montréal et d'Halifax, étaient d'avis que des restrictions sur la possession par les jeunes étaient raisonnables et réduiraient probablement le tabagisme chez les jeunes dans une certaine mesure.

Expériences relatives à la vente de tabac et à la formation du personnel

La plupart de ceux qui ont travaillé dans un magasin où on vend des produits du tabac ont indiqué que leur formation sur la vente de tabac avait consisté à se faire dire de ne pas vendre à des mineurs et à vérifier une pièce d'identité. Un participant avait reçu une brochure et deux avaient entendu parler de vidéos, mais ils ne les avaient pas vues. Il n'y a pas eu d'autres mentions de documents de formation ou de trousseaux d'outils pour les détaillants.

La plupart des participants s'attendaient à ce que la formation soit inégale, même si les propriétaires de magasins, les gérants et les employeurs savent qu'il est illégal de vendre du tabac à des mineurs; les plus grands magasins et les chaînes offrant probablement une meilleure formation au personnel.

Inspection, conformité et commis-vérificateurs

Le niveau de sensibilisation à l'égard de l'inspection a été faible, quoique la plupart prenaient pour acquis qu'il existait probablement une certaine forme d'inspection pour veiller au respect des lois.

Le taux de sensibilisation à l'existence des commis-vérificateurs était visiblement plus grand. La plupart ont été d'accord pour dire que faire appel à des commis-vérificateurs est une méthode appropriée pour déterminer la conformité. Certains ont pensé que cela était approprié tant et aussi longtemps que le commis-vérificateur n'utilisait pas une fausse pièce d'identité. Certains étaient d'avis que les Commis-vérificateurs devraient être âgés d'au moins 16 ans, mais aucune préoccupation n'a été soulevée sur le fait d'utiliser un individu qui est fumeur.

La plupart des participants ont été d'accord pour dire que, pour être efficace, faire appel à des jeunes pour effectuer la vérification doit être fait souvent et que tous les magasins où on vend des cigarettes doivent être visités régulièrement, au hasard et de façon impromptue.

La plupart des jeunes qui fument étaient au moins quelque peu au courant des conséquences pour les magasins qui vendent des produits du tabac à des mineurs (les jeunes non-fumeurs savaient qu'il existe des peines, mais ils étaient moins au courant des détails). Le niveau de sensibilisation à l'égard des amendes était élevé, quoique le montant de l'amende n'était pas toujours connu; certains jeunes fumeurs croyaient qu'un magasin pouvait aussi perdre son permis de vente de tabac. Le niveau de certitude était moins grand pour ce qui est de savoir si la personne qui vend du tabac à des mineurs se verra infliger une amende.

Conclusions

Les séances en groupe de discussion ont révélé une sensibilisation passablement élevée chez les détaillants de tabac à l'égard des restrictions sur la vente de tabac aux jeunes, y compris l'âge auquel il est légal de vendre du tabac, les formes d'identification, l'affichage et les peines en général. Les jeunes étaient eux aussi habituellement bien au courant des questions entourant l'âge légal et les formes d'identification acceptables pour acheter du tabac. De surcroît, les résultats observés, tant lors des séances avec les détaillants qu'avec les jeunes, suggèrent que des domaines d'intervention possibles comprennent la formation, les communications, notamment en partageant des cas de réussite chez des détaillants, de même que certaines activités ciblées dans les domaines de la conformité et de l'inspection.

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DETAILED FINDINGS: RETAILERS

Role of tobacco sales

The retailers who participated in the sessions came from a wide range of retail businesses. Some were owners or managers of businesses that were franchises or part of a chain, such as gas stations, convenience store chains (e.g.: Mac's Milk) and grocery stores. Others were owners or managers of specialty tobacconist shops that sold a variety of tobacco products as well as newspapers and magazines. Others were proprietors of small convenience stores (or "dépanneurs" in Quebec.)

Depending on the type of business they reported that anywhere from 20 to 80 percent of their sales were tobacco-related. However, it should be noted that many retailers reported that even though a significant volume of their sales were from tobacco, the profit margin or mark-up on tobacco was low compared to other products. Tobacco sales are important to them less because of the actual profit on the tobacco, but more because selling tobacco generates traffic in the store and sales of other products that have a higher profit margin. It was suggested that when adults buy tobacco, they often make ancillary purchases but that when youth and in particular under-age youth attempt to buy tobacco, they typically do not make ancillary purchases.

Awareness of restrictions on tobacco sales to youth

Retailers generally exhibited high awareness of all facets of the regulations and restrictions on tobacco sales to under-age youth.

Age restrictions

Retailers were unanimously aware of the legal age to purchase tobacco in their respective provinces and most were also aware that the age was determined by their provincial government, since most knew that the age varied from 18 to 19 depending on the province.

Almost all participants were also aware that their staff were permitted to sell tobacco regardless of their own age, though there was a bit less clarity on this point. Some retailers in Montreal in particular were unsure as to whether staff under 18 were allowed to sell tobacco or what other regulations applied to them. Some reported that they did not like to hire anyone under 18 for that very reason.

Acceptable Identification

Retailers also exhibited a high level of awareness of what types of identification are acceptable as proof of age in their jurisdiction. They all responded that “government issued photo ID that includes the person’s age” was required and they gave a variety of examples of these forms of acceptable ID such as:

- Drivers license
- Passport
- Age of majority card (issued by some provincial liquor licensing bodies)
- Indian status card
- Military ID
- Citizenship card

There was some confusion around the issue of out-of-province government issued ID, as well as the acceptability of health cards. In Ottawa and Montreal, health cards do pass the test of being government issued photo ID that also has the bearers name and date of birth, but there was some confusion and conflicting impressions as to whether it was acceptable ID. One retailer in Ottawa correctly stated that they could not request a health card, but that they could accept it if the buyer offered it as ID on their own initiative. In Halifax and Edmonton this was not an issue since health cards in Nova Scotia and Alberta do not include a photo.

It was well understood that other forms of non-governmental ID such as a school ID or a company ID were not acceptable.

In Montreal, the retailers seemed less certain about which forms of ID were acceptable or unacceptable and it appeared that retailers had had less detailed communication from government about exactly what forms of ID they would have to reject.

In Ottawa, some issues were raised by participants about the fact that some Ontario government-issued information said that only Ontario-issued ID was acceptable and that they could not accept any out of province or out of country ID. This created some uncomfortable situations since Ottawa is across the river from Gatineau, Quebec and as a result there are always many customers who have Quebec drivers’ licenses and other Quebec ID. Ottawa also attracts tourists from other parts of Canada and abroad and not being able to accept non-Ontario identification caused some unpleasant incidents.

Retailers who belonged to chains were clearly the best informed and were always able to confidently list permitted IDs since they typically obtained documentation from corporate head office. This was especially notable in Montreal where the kinds of toolkits that were ubiquitous in the other three cities do not exist.

Signage

Participants are well aware of what signs they are legally required to post. In Ottawa, Halifax and Edmonton, all reported being regularly visited by inspectors who would make sure that they were displaying the required signs in the proper locations on the front door or over the cigarette “power wall”. In Montreal, retailers reported much less incidence of being inspected.

The required signage typically mentioned by the retailers included:

- Minimum age for tobacco purchase= 18
- ID under-age 25
- Tobacco sales license
- \$50,000 fine for tobacco sales to anyone under-age
- No smoking allowed in premises
- Stickers on the cash register about what year a tobacco buyer must have been born in

Some retailers also mentioned the health warning messages on the tobacco packages themselves. Retailers in Montreal were less aware of requirements dealing with sign visibility and location and some thought that the signs simply had to be visible.

Virtually all retailers received a set of signs to post, either in the mail or directly from an inspector. Retailers in Ottawa were sometimes unclear about whether signage from “Operation ID” was obligatory or not.

It was not always clear to participants which level of government was responsible for the sign requirements. In Ottawa in particular there was some confusion because it is City of Ottawa bylaw inspectors who seemed to be enforcing regulations that may have been written by the Ontario or the federal government.

Restrictions on other tobacco-related products.

Retailers were also well aware of most other tobacco related restrictions on sales to youth. It was common knowledge that selling individual cigarettes to people of any age was strictly forbidden. In Montreal and Edmonton, it was easy for retailers to grasp the restriction on selling rolling paper to those under the age of 18 since it was the same age restriction as for tobacco itself. There was somewhat more confusion on this point in Halifax and Ottawa since the age for being allowed to buy rolling paper was one year younger than the age for buying tobacco.

Many participants also believed that the same restrictions on the sale of rolling paper also applied to tobacco accessories such as lighters and matches, though it was noted that there are uses for these products that have no connection to tobacco smoking. Others were aware that these products could be sold to people of any age, but they knew that matches could not be given away. Some retailers who worked for chains had corporate policies against selling these potential tobacco accessories to anyone under the age of 18 or 19. One retailer in Montreal knew that match and lighter sales were permitted but said she would not sell them to youth in her store regardless.

Many retailers had some awareness that regulations hold them responsible for refusing to sell tobacco if it is obvious that an adult was purchasing for consumption by a minor. But they were concerned about how they could always be expected to know that was the case.

Experiences dealing with tobacco sales to minors

Retailers reported a wide range of experiences with regard to under-age youth trying to buy tobacco. A few retailers reported that this was a constant issue and that every day several under-age youth would try to buy cigarettes from them. This was reported most frequently by retailers at smaller shops that were in close proximity to high schools and colleges or that were close to places where young people congregate. In these cases, the retailers reported that they asked for ID several times a day from people who were under-age. Those who were close to schools also reported that the incidence would often increase at the start of a school year when there was an influx of new students.

Other retailers reported having much less experience with under-age youth trying to buy tobacco. Some specialty tobacconists said that because they were a family-run specialty shop with older staff and a very regular clientele, they seldom had under-age people coming in to try to buy tobacco. Those who operated shops that were part of a chain of gas stations or grocery stores also had less experience with this because they felt that “word had gotten out” that they were enforcing the laws strictly. They felt that it was common knowledge among youth that chain stores would be more

rigorous in asking people to produce ID. However, even in these cases, retailers reported that their staff were often having to take the time to ask for ID from people who were in fact old enough to buy tobacco. This was particularly the case in gas stations where there was a constant influx of unfamiliar faces coming in to shop. Other retailers have a very regular clientele and once they had established that a regular customer is old enough to buy tobacco once, they were unlikely to keep asking the same person to show ID every subsequent time.

Most retailers felt that they were successfully dealing with this issue, though they acknowledged that sometimes having to enforce these regulations so rigorously can be an annoyance that can take up time when the store is busy.

Participants in all sessions were reluctant to admit that sales of tobacco to under-age people ever happened in their own stores. However, many were capable of speculating about and recounting stories about how sales to under-age youth can occur. But even after recounting fairly telling anecdotes, they would quickly point out that “but this doesn’t happen in our store” or “but we are very careful with this”.

Retailers generally felt somewhat cynical about their role in the enforcement of laws against selling tobacco to under-age smokers. Many were convinced that under-age youth who want to smoke will always find a way to do it. The fact that high school students can be seen smoking cigarettes in groups with impunity seemed to make retailers feel that their efforts were having little impact on the overall problem of tobacco use by young people.

Challenges to Retailers’ Enforcement

There were a variety of circumstances and issues that retailers discussed that are sometimes obstacles to a more seamless application of the regulations.

The age limit: Most retailers had no issue with the age limit being set at 18 or 19 in their province and almost none suggested that the limit ought to be different from what it is now. There were some problems with the fact that the age limit is inconsistent from province to province and that it is also sometimes inconsistent for cigarettes and rolling papers. The notion of having a requirement to “card” anyone who looks under 25 was viewed as reasonable, but there were still constant challenges in terms of being able to correctly judge people’s age.

Ultimately, the responsibility for deciding when to demand ID is in the hands of individual employees and it is a reality that many people do not look their age. It was noted by a retailer in Edmonton that “ a lot of teenage girls wear make-up and can look a lot older than they are”. One store manager in Montreal reported that she tries to train her staff with pictures of people of various ages to sensitize employees to the importance of making a good call on when to card – but it is still a judgment call. Retailers said that they felt that government must understand there has to be some room for error here.

Time pressures in a store environment: Another challenge pointed out by retailers was the fact that their shops can get very busy and that there is a lot of pressure on them and their employees to get “get through” the line as quickly as possible. When cashiers are rushed in these situations, it is more likely that they might neglect to demand ID. Some under-age youth are aware of this and it was thought they would try to buy tobacco precisely when they know that cashiers are likely to be harried and under pressure to deal with customers quickly.

Age of cashiers: A number of participants mentioned that it was sometimes more difficult for their younger employees to be rigorous about demanding ID. As a result, some tried to avoid having younger employees at all. However, it was noted that unemployment is now very low and as a result they don’t always have any choice but to hire a student or other young people to work behind the counter. There was a perception that younger cashiers would be more reticent to demand ID because they have less self-confidence and fear being unpopular with other people their own age. Also, they may not want to impose a restriction on their peers that they themselves may feel is unfair. Some of the youth participants who had worked in stores mentioned this as well. In Montreal it was suggested that one possible solution to this problem would to issue little badges for cashiers that tell customers to produce ID. That way the cashier could point to the badge without having to verbally initiate a potential confrontation.

Issues with IDs: Retailers cited a number of issues that they are faced with regard to ID. Most said that they rarely had seen cases of under-age youth having identification that was actually forged. What was more common was that youth might try to use ID that belong to other people or that they try to flash their ID very quickly and hope that the cashier would not look too closely at the date of birth.

Some issues around acceptable ID varied from city to city. For example in Ottawa, there were complaints about the fact that according to the Ontario government, out-of-province ID is not supposed to be acceptable. This can create unpleasant confrontations in a city like Ottawa that is

just across the river from Gatineau, Quebec and where a lot of people with Quebec drivers' licenses may want to buy tobacco while they are on the Ontario side. This can also be a problem with tourists from other provinces and countries.

Retailers felt that they would recognize ID that was obviously faked, but they wondered whether they might have been fooled by some very professionally done counterfeit ID in the past. However, judging from the research done with youth, it appears that using forged ID's not a common means by which under-age youth try to buy tobacco.

There was also a particular issue in Ottawa round the acceptability of Ontario health cards as ID. These cards do pass the test of being "government issued photo ID", but at the same time there seems to be a mixed message as to whether these cards can be accepted or not. One retailer in Ottawa was under the impression (correctly) that a health card could be accepted if it was voluntarily produced by a customer, but that it could not be demanded. The issue of health cards as ID did not come up as much in the other cities since Nova Scotia and Alberta do not have photo health cards and therefore cannot be accepted. In Quebec, the government seems NOT to have communicated as much as the Ontario government has about how a health card should be used as ID.

Some retailers did report that sometimes it was time-consuming to carefully read ID and look for the date of birth. Some ID can be old and dirty and hard to read. In some cases the date of birth is not very obvious. One suggestion from Montreal was the idea of having some sort of superscript on IDs once the bearer was over 18 or 19 that said "age of majority" or "over 18" on it. This way, the cashier would not have to take the time to calculate the age of the person. This can be a particular problem when the customer is very close to being the age of majority and when it is easy to miscalculate. It should be noted that some of the toolkits distributed in the other cities help to remedy this problem by including stickers that show what year a person must be born in to be able to buy tobacco.

Participants were well aware of the fact that non-government ID such as student cards and corporate ID cards were not acceptable and the consensus was that almost all youth knew better than to even attempt to use these kinds of ID.

Retailers in Montreal were less concerned than those in other cities about the question of which IDs were acceptable. They seemed to determine their own rules that they were comfortable with in terms of which ID they would accept. They typically had not received as much communications from

government as retailers in the other cities about which ID was acceptable and they also reported fewer cases of being inspected.

Tobacco being bought by someone else: In the eyes of most retailers, one of the biggest “loopholes” that under-age youth will use to obtain tobacco involves getting people they know to buy cigarettes for them. In some cases retailers are aware of this being done, for example when they refuse to sell to a young person who does not have proper ID and then the older person they were with returns to the store and tries to buy cigarettes. Retailers reported also being suspicious of someone who comes into a store wanting to buy a variety of brands of cigarettes since that usually means that they are “taking orders” from other people who are probably under-age.

Some participants in Montreal reported facing situations in which a parent would insist that the store sell tobacco to their under-age child or in which the parent or other adult would make it very obvious they were buying for a minor (eg. asking them for their brand preference in front of the clerk for example). Even retailers who understand that they are not supposed to sell under such circumstances felt it was unfair to put them in this position. It seemed that among retailers in Montreal it was less clear that they could be liable in a case where they sold to an adult who was obviously giving the cigarettes to under-age youth. Some regarded this as a bit of a “grey area” - especially when it is a parent who is buying tobacco for their child.

Rules of thumb: Almost all retailers reported having a variety of informal “rules of thumb” they use to reduce the chances of selling to someone under-age. Some of the more common tips mentioned included always asking for ID from younger men who wore hats, or girls wearing makeup that looked like it was to make them look older, keeping an eye out for anyone who looked “fidgety”, sneaky or nervous or in a rush and using their intuition about peoples’ ages. Some try to ask for ID any time that there is slightest doubt; others are less strict about this. Many would also be a lot more careful with customers who they had never seen before. Some would try to impart these tips to their staff. Others in smaller shops said that it was usually they themselves who were behind the counter in the first place.

Signage: Most retailers had no particular issues to report with regard to signage. They receive the signs that they are required to post from their inspector or in the mail and they claim to do as they are told. Some mentioned that inspectors would occasionally tell them to fix something about how they were displaying the signs, but for the most part signage was not an issue. One retailer mentioned that posting the signs was “the easy part”.

Perceptions of other retailers

The vast majority of participants were under the impression that other retailers in their community dealt with the issue of under-age smoking in a similar way. They assumed that everyone faced the same penalty if they flout the law and they felt that only a very few other retailers might be consciously trying to get more business by letting it be known that they sell to under-age youth. Several of them mentioned that they had heard rumours of there being some very small “shady” owner operated shops that might sell individual cigarettes or that might sell to people who were under-age. Most retailers felt that the profit margin on selling a few cigarettes to people who were under-age was too small to be worth the risk of being fined if caught. The real problem is that some of the smaller stores might have employees that are more lax about enforcing the laws and might have a false sense of security because there is a perception that larger stores and chains get inspected more often.

Chain-store retailers reported a wide range of experiences in terms of receiving communications from their head quarters. One gas station retailer apparently has a very aggressive policy demanding that its franchises ask for ID from anyone under 27 with a threat of losing their franchise if they are caught going against corporate policy. One retail chain apparently sends out its own test shoppers to see if its franchises are enforcing the laws. Other retail or gas station chains do not seem to have corporate policies that go beyond what is mandated by law.

Information sources

Retailers said they received most of their information from the binders or “toolkits” they received from government. In Ottawa all the retailers had received the Operation ID binder and in Halifax and Edmonton almost all had received similar comprehensive binders from Health Canada and from their provincial health ministries explaining the Tobacco Act. Some also reported getting some information from their chain headquarters as mentioned above. In Halifax, some also reported having attended information sessions sponsored by the provincial government. Some also mentioned getting information from tobacco companies, but none mentioned trade associations as being sources of information.

Those that had seen the toolkits generally praised them for being very comprehensive and giving a good summary of the rules as well as modules that could be used to train staff. Some particularly appreciated the tests that they could give employees and the certificates for employees to sign.

Some were under the impression that having employees sign this might help to protect them from being charged if the employee was caught.

For the most part, retailers were well aware of the stiff penalties that they and their employees could face if they were caught not asking for ID and selling to someone under-age. They know that there are significant fines that can go up with each offence as well as the chance of having their license to sell tobacco suspended.

Youth possession laws

Youth possession laws currently exist only in Nova Scotia and Alberta. Retailers were not aware that these laws even exist in those provinces – even retailers in Halifax and Edmonton. That being said, the vast majority of retailers thought that having youth possession laws for tobacco was a very good idea. One of the things that seemed to frustrate retailers the most is the notion that they are put in the position of having the entire responsibility for making sure that no under-age youth ever buy tobacco. It frustrates them that youth can make as many attempts as they want to buy tobacco illegally without having any fear of the consequences. They feel that if it is illegal to sell tobacco to those under 18 or 19, then it should also be illegal for people under those ages to buy or be in possession of tobacco products. “Kids need to share the responsibility. If we can be penalized for selling to kids, they should be penalized for buying.”

When retailers in Halifax and Edmonton were told that there were youth possession laws in their province, they were sceptical as to whether these were ever enforced since they had not seen these laws having any impact. The feeling was that youth possession laws not only have to be on the books, they also have to be enforced. There was a hope that if youth possession laws were enforced more systematically and if there were consequences for young people who try to buy cigarettes when under-age, it might reduce the frequency with which retailers have to deal with this issue. “If some of the onus was on the kids, they wouldn’t keep trying to get around the law.”

Staff training

Retailers reported a wide range of practices when it came to training their staff about how to deal with tobacco sales. Generally speaking the larger the business, the more formal the training process. Store managers from chains reported receiving a number of training support materials either from their head office or from government, including: a form to have employees sign indicating having

read the documentation on regulation and recognizing their responsibility for not selling to minors; written summaries and updates on regulations; quizzes for employees (including one to be redone during regular evaluations); sets of images to sensitize employees to identifying people at varying ages (including people from different ethnic groups who “age” differently); brochures and signs about carding. The retailers in Ottawa tended to have been exposed to the most materials that they could use for training.

There was also some mention of DVDs and videos from “Operation ID” and software diskettes etc. However, it should be noted that the managers or owners of smaller convenience stores with only a handful of employees tended to train their staff on a much more ad hoc basis. They would usually just explain the rules one on one to their new employees. These retailers admitted that training was often a one to fifteen minute one on one process in which sales people are informed that they bear part of the responsibility of enforcement and that the age limit is 18 or 19.

Many of the participants also tried to stress to their employees that they as employees also face a stiff fine if they get caught. This was seen as a very important fact to make clear to the employees who are in the front line. Some retailers create role-playing scenarios with their new employees to see how they handle different situations. They also tell staff to be as non-confrontational, low key and good-humoured as possible while also being firm about demanding ID. Most retailers also train their staff to call a supervisor if there is any confrontation or to call the police in a really bad situation, but they all added that it was quite rare for a situation to escalate in this way.

Many retailers did not seem to regard training as a big issue to be taken entirely seriously. They were under the impression that there wasn't much to learn from the point of view of a new employee and that it was simply a matter of not selling to people under 18 or 19.

Inspection, compliance and test-shopping

Retailers in Ottawa, Halifax and Edmonton reported receiving regular visits from government tobacco inspectors. In Montreal only one retailer had ever received an inspector visit and this one was a service visit after the change in the law to check whether he had received his mailed set of signs and whether he had any questions - a positive experience overall.

The consensus was that the inspectors came by regularly to make sure that the license and signs and packaging was being done correctly. In Ottawa, there were complaints about the tobacco inspectors

being adversarial and unpleasant. They felt that they were sometimes “being treated like criminals right from the get-go”. One participant in Ottawa mentioned that he dealt with a variety of different inspectors in other areas, but that the tobacco ones were by far the most unpleasant and adversarial. In the other cities retailers had much more positive experiences and felt they had good working relationships with their inspectors.

Some participants complained that they were being punished about issues that relate to the packaging of the tobacco products and these are really under the control of the product manufacturers.

Most retailers were aware of, or at least suspected, that test shopping occurs. Some felt that this was “entrapment” and that the government pushes the envelope, choosing people who look older than their age for these shops. Others acknowledge that some test shopping has to happen in order to enforce the laws and to deter stores or employees from selling to people under-age.

One independent retailer in Montreal admitted having been caught selling to an under-age person in a test shopping and receiving a warning. This apparently happened on a very busy night when the cashier neglected to card.

Another retailer had passed a test shop and this was reported as a success story in a newspaper article. Retailers would like to see more of this type of publicity.

Others did not seem aware of inspections specific to under-age tobacco sales regulations.

There was some confusion among retailers over exact penalties. Most assumed a few warnings (1-3) before financial penalties would be exacted, though one believed the warnings had just been abolished. Presumptions about the size of penalties varied from a few hundred dollars to a couple of thousand.

Not all knew that the employee could also be fined. Some found this harsh on the employee, though one felt it inappropriate to fine the store for employee error. “It’s a bit unfair to make us pay such a huge penalty when it may be an honest mistake by a employee.”

All were aware of the possibility of losing tobacco sales licenses as an eventual penalty, which seemed a highly effective deterrent for them.

Suggestions

Participants had a number of suggestions as to how the process could be improved so as to make them better able to enforce the rules:

- Youth possession laws should be adopted so that instead of the onus being totally on the retailers, there is also a possibility to penalize under-age youth for possessing or trying to possess tobacco.
- More communications about how smoking rates are declining so that retailers can feel like they are part of a positive outcome.
- Inspectors that treat them as partners and not as criminals and who try to be constructive and collegial and less adversarial.
- Publication of statistics on what proportion of retailers pass the test shopping tests in their area.
- Telling retailers that they were test shopped and that they passed.
- “Cracking down” on the selling of cheap contraband cigarettes.
- Create a special ID that allows people to buy cigarettes similar to what exists for alcohol in some provinces.
- Some retailers even went so far as to say that they wished that they did not have to sell tobacco at all, but that they could not afford the loss of business if they were the only ones NOT selling tobacco.
- Having a more compact version of the “toolkit” that doesn’t seem so long and onerous and that employees were more likely to read from cover to cover.
- More communication of the penalties for employees themselves if they are caught selling to those under-age.
- Badges for employees to wear that say that everyone must present ID to buy cigarettes.
- Swiping technology that would allow ID to be checked more quickly.

DETAILED FINDINGS: YOUTH

Smoking behaviours

Most youth smokers in this research reported that they began smoking between the ages of 13 and 16. There was considerable variance in the number of cigarettes they smoke per day, from one or two to a pack a day or more; some said they only smoke occasionally. There was some indication that youth smokers in Halifax and Montreal were somewhat more likely to smoke more heavily. In all youth smokers groups, at least some participants reported attempts to quit or reduce smoking, but this appeared to be less common behaviour in the Halifax group.

Among youth non-smokers, some have tried smoking in the past but decided not to continue, while others have made a conscious decision not to smoke.

Youth smokers reported that they often have friends or family members – siblings, parents or grandparents – who smoke.

When asked how they get their cigarettes (if currently under-age) or how they got their cigarettes when they were under-age, many mentioned buying cigarettes from older friends or family members, or getting friends or family members to buy packs for them. Some said their parents bought cigarettes for them; others admitted taking cigarettes from their parents.

Many youth smokers, in all regions, also mentioned buying cigarettes for themselves at stores where they knew they would not have to present ID. This included stores that were generally known not to check ID, stores where they were known to the salesclerks, and for a few, stores where they themselves worked and could sell cigarettes to themselves. Some also mentioned contraband or “black market” cigarettes and cigarettes purchased from Aboriginal persons or on Reserves.

Youth non-smokers also reported that their friends who smoke seemed to be able to obtain cigarettes without much difficulty, either from friends and family or from stores where they are not asked to show ID.

It is perhaps noteworthy that, while all youth smokers reported smoking cigarettes, some also mentioned regular consumption of aromatic “little cigars”. A few non-smokers also said that some of their smoking friends use these cigars as well as cigarettes.

Awareness of restrictions on tobacco sales to youth

Age restrictions: Almost all participants, both smokers and non-smokers, were aware of the legal age to sell tobacco products to young adults in their province (18 in Alberta and Quebec, 19 in Nova Scotia and Ontario). Some knew that this age varied from province to province.

Most participants in Ottawa and Edmonton, both smokers and non-smokers, said that age restrictions were provincial law; participants in Halifax and Montreal were more likely to be uncertain as to whether laws restricting legal age were federal or provincial. No one attributed age restrictions to municipal law. During discussion of age restrictions, a number of participants who originally thought age restrictions were federally legislated said that they might be provincially legislated instead because of the differences in “legal” age from province to province.

Acceptable ID: Most believed that the key factors for an acceptable form of ID were that it be a government-issued card with a photograph and date of birth. The most frequently mentioned acceptable form of ID in all four locations was a driver’s licence. Awareness of other accepted forms of ID such as a passport, and a government-issued proof of age card (such as would be used for purchase of alcohol) was high among smokers and non-smokers in Halifax, Ottawa and Edmonton.

There was confusion in most locations over the acceptability of health cards; some, particularly in Montreal, believed them to be acceptable, others, particularly in Edmonton, thought they would not be. A few participants, more so in Montreal than in other cities, thought that student ID cards, particularly those issued by universities rather than high schools, could be used as ID, although even in Montreal, participants noted that they are not accepted everywhere.

Other forms of ID that were thought to be acceptable by a few participants were military status ID cards, tax exemption cards (for registered Band members) and birth certificates. There was no awareness of certain forms of ID such as citizenship cards. As well, participants were not aware of restrictions in out-of-province IDs, and when the topic was raised with them, most felt that out-of-province IDs should be accepted if they are not currently accepted in their province.

A few participants suggested that some retailers would accept any ID without much scrutiny, but that others accepted only certain forms of ID with tobacco product purchases. Some gave the impression that they believed the decision to accept certain forms of ID was at the retailer’s discretion, at least to some degree.

Participants indicated that their knowledge of acceptable ID is either “common sense,” or is gained from word of mouth, observation of others’ experiences, or, among youth smokers, by trial and error.

Signage: Most were familiar with signage associated with tobacco sales restrictions. Virtually all participants in all locations have seen signs in stores where tobacco products are sold stating that it is illegal to sell cigarettes to those under the legal age (18 or 19), and most have also seen signs stating that ID is required or will be requested for anyone who appears to be under a certain age, usually 25. Some have also seen signs listing acceptable IDs and giving details about fines and other legal consequences of selling tobacco to minors. Some also mentioned signs that say there is no smoking on the premises, and signs with health warning messages about smoking.

These signs are usually posted on or behind the sales counter and beside cigarette displays (if these are not behind the counter). A few also reported seeing some of these signs on doors or windows. Generally, non-smoking participants were less likely to recall details about the signs they have seen.

Many participants thought that the signs they have seen are required by law to be displayed. Some, however, thought that they were displayed as store policy or to forestall lawsuits from people who are of age but have been asked to show ID. The general opinion was that if the signs are required by law, it is probably a provincial law.

Restrictions on other tobacco-related products: There was in general less awareness of any restrictions on sales of products, although when asked if sales of such products are restricted, some, particularly in Montreal, agree that they might be. Most participants have never or only rarely encountered difficulty in buying matches or lighters, and have difficulty believing these products would be restricted, since there are many uses for both that have nothing to do with tobacco consumption. Among those who have encountered problems buying lighters, some thought it was a store policy rather than an actual law.

Restrictions on sales of rolling papers were more believable to most, as they were most likely to be used for smoking tobacco or marijuana. However, even those who were aware of age restrictions on the sale of these products indicated that if sales of rolling papers are restricted, the regulations do not seem to be consistently enforced.

Most assumed that it is illegal for stores to sell individual cigarettes, although this is sometimes believed to be for health and safety reasons rather than tobacco control reasons. Some participants

noted that some stores do in fact sell single cigarettes whether or not it is legal. As well, many noted that individuals often sell single cigarettes to other individuals.

Personal experiences with tobacco sales to minors

Virtually all youth smokers and non-smokers in all locations agreed that restrictions on tobacco sales to minors are not universally enforced, and that any under-age smoker who really wants to purchase cigarettes can find a way to do so, although they may have to look around for a store that will sell to them. It was generally acknowledged that almost everyone either knows of a store where compliance with regulations is lax, or knows a particular clerk who either does not check IDs or will sell tobacco to minors that he or she knows.

Youth smokers generally agreed that they are not able to obtain cigarettes at all stores – a few participants who have purchased cigarettes while under-age said that when trying to buy cigarettes at a store they aren't sure will sell to them, they are refused about half of the time. Some indicated that they discover where they can purchase cigarettes without valid ID through word of mouth, others said that they find such stores through trial and error. One participant in Halifax mentioned that if necessary he would “try every store in a three kilometre radius” until he found a store that would sell him cigarettes.

Participants in all locations agreed that smaller, owner-operated convenience stores were more likely than chain stores to sell tobacco to minors. Participants in Halifax, Ottawa and Edmonton suggested that larger stores such as grocery or “big box” stores were also less likely to sell to minors, but youth in Montreal thought that grocery stores were somewhat less likely to do so, because cigarettes were less often sold in these locations and they were usually busier, meaning that the clerk had less time to check for IDs.

Most assumed that larger stores were more concerned about their reputation, while small stores were more concerned about profit and therefore less likely to turn away potential customers. Some also noted that small corner stores are more likely to know their customers and may sell tobacco to minors because they have a long-standing relationship with them. Clerks in large or chain stores, on the other hand, not only are less likely to know their customers well, but are also more likely to have supervisors and other staff observing them.

A number of participants mentioned that cigarettes can be bought using fake IDs or IDs borrowed or otherwise obtained from older people. While many youth smokers stated that they themselves had never needed to use faked or borrowed IDs, some were fairly open about their experiences in using borrowed IDs in particular, and most had at least some knowledge of fake IDs. Some youth smokers also reported being able to buy cigarettes while under-age by “flashing” their own IDs but covering their birth date with their fingers. In general, many agreed that even stores who ask for IDs regularly do not usually examine IDs closely to ensure that they are legitimate, that they belong to the person using the ID, and that the ID indicates that the buyer is of age. Some youth smokers, particularly in Montreal, noted that some clerks and retailers do not like to challenge or “card” regular customers, so that if they are successful in using a borrowed ID, or their own, on a few occasions, they are usually not even asked for ID after that.

Other observations offered by participants concerning strategies for purchasing cigarettes while under-age included:

- Some took care to approach younger clerks in stores on the assumption that older clerks are more careful asking for ID, while younger clerks may be more sympathetic to people their own age
- Some said girls are less likely to be “carded” because they can look older or more mature; others felt that girls have an advantage buying cigarettes from male clerks.
- Some participants in Ottawa mentioned that they have found that they are less likely to be “carded” if they cross over to Hull to purchase cigarettes.
- Some believed it is easier to buy cigarettes when under-age if you “chat up” or make friends with the staff at corner stores.
- Some mentioned that attitude is important – if an under-age smoker does not act as if they are nervous but rather approaches a retail clerk with confidence, he or she is less likely to be carded.
- A few felt that gas stations are less likely to check IDs than convenience or corner stores.
- Some believed that convenience stores near to schools were more likely to be relaxed in their observance of restrictions on selling cigarettes to minors.
- Some said that it was easier to purchase cigarettes under-age when a store is busy or if they go in with a group of people.
- Some felt that stores operated by proprietors from other cultures where smoking is more accepted are less likely to check for age.
- Some said that, especially in stores where their families are known, they can sometimes purchase cigarettes under-age if they insist that they are buying for their parents or other older family

members; one non-smoker in Ottawa noted that it had in fact been easy for her to buy an expensive cigar as a present for her father.

Some youth smokers said that another approach to obtaining cigarettes is to ask other people – often friends, but sometimes strangers – to buy cigarettes for them. Some noted that it is usually easier to persuade men and younger people to buy cigarettes for them. Many of the participants who had reached “legal” age – both smokers and non-smokers – said they have been asked to buy cigarettes for minors. Some said they usually do so, others say they do not; some said they do it sometimes.

Other ways of obtaining cigarettes included:

- A few reported getting cigarettes from bar vending machines (where still available), after having gotten into bars with fake IDs.
- In all locations, both youth smokers and non-smokers were aware of people who sold cigarettes “from the reserves” to under-age smokers, and a few had heard of ways to obtain cigarettes supposedly smuggled into Canada from the US.

Impact of tobacco sales restrictions

Most participants in all areas, both smokers and non-smokers, agreed that while restrictions on tobacco sales to minors can make obtaining cigarettes less convenient and even difficult at times, there is little impact on those minors who really want to obtain cigarettes, largely due to inconsistent compliance by stores and store clerks.

Some did think that the restrictions – as they are currently applied – may deter newer smokers who do not yet know how and where to buy cigarettes, or those who are not yet addicted or strongly interested in smoking.

Other observations about the impact of restrictions on sales to minors included:

- Some felt that people are more likely to try something if they perceive it as being illegal or harder to obtain, out of a desire to rebel or a sense of challenge

- Some thought that making a substance such as tobacco illegal increases gang activity, and creates problems with smuggling and black markets; some participants pointed to the problems with enforcement of laws against marijuana in support of their position.

It is interesting to note that a number of participants acknowledged that, even though they felt restrictions might not have much impact on their ability to purchase cigarettes, they did not want them removed, often because they did not want their younger siblings or other young people to have unrestricted access to cigarettes: “If you don’t have them, you can’t smoke them.” A few youth smokers commented that they wished that it had been more difficult for them to obtain cigarettes when they were young and just starting to smoke, because then they might not have become addicted.

Improvements to tobacco sales restrictions and enforcement

Both youth smokers and non-smokers offered a number of suggestions concerning changes to restrictions on tobacco sales to minors that would make it more difficult for minors to obtain cigarettes. These suggestions included:

- Tougher sentences and larger fines for people who smoke under-age (i.e., strengthening the youth possession laws)
- Requiring that the retailer swipe a valid ID card before cigarettes could either be removed from a locked case or rung into the cash register.
- Fines to retailers should be on a sliding scale, with greater fines assessed if the minor is younger.
- Individuals who sell tobacco to minors should be fined and should lose their jobs
- Cigarettes should be sold only in special “government” stores, as is done with liquor
- Strengthening identification requirements, such as asking for two pieces of identification rather than one
- Confiscation of fake IDs or IDs that do not belong to the minor attempting to purchase tobacco products.
- Issuing a special ID that says in bold letters “Over 18” so there would be no doubt and no need to take time to calculate dates, etc.

Others mentioned ways of improving enforcement of existing regulations:

- Consistent enforcement – check ID for everyone who appears to be under 25, because it is very difficult to be sure how old someone is between the ages of 15 and 25.
- A number of participants spontaneously mentioned the use of “undercover” or test shoppers, and recommended that such random checks should be made as often as possible.
- Fines should always be levied when a store is discovered selling tobacco to minors – no warning notices.
- A few suggested enhanced training for store clerks, including information on how to detect fake or forged ID cards.
- In Montreal, it was suggested that providing clerks with little badges that say they are obliged to card would help improve compliance, particularly with younger clerks, because this takes the onus off the individual.

It is interesting to observe that, while increases in fines and punishments to those who sell tobacco to minors were often mentioned, a number of participants, particularly youth smokers, noted that such increases were not likely to influence under-age smokers in their attempts to buy cigarettes. Some were quite clear that they would feel no sympathy for someone who was caught and punished for selling cigarettes to them.

Youth possession laws

While a few participants in several locations mentioned that they believed there was a law that one must be 16 or older to smoke or possess tobacco, awareness of more recent and more restrictive youth possession laws was mixed. Awareness was low among Ottawa and Montreal participants, where no such laws are currently in operation. Most participants, both smokers and non-smokers, felt some kind of youth possession restrictions were reasonable, although a few felt that an exception should be made if the minor is given tobacco by a parent or guardian. Many felt that well-enforced youth possession laws would likely reduce youth smoking: “everybody smokes because it’s easy to get cigarettes.”

In Montreal, there was no awareness of youth possession laws, and most youth smokers reacted negatively to the concept. Some described such laws as an invasion of privacy or too much control over their lives at this age; while some felt it would be more acceptable for those under 16, they felt that by 16 they should have the right to choose. Some non smokers viewed the idea positively. Youth, smokers and non-smokers alike, were generally sceptical about the effect of such laws – they felt smokers would simply go underground and some would be even more drawn to smoking.

In Ottawa, there was little awareness of youth possession laws, but most non-smokers and many smokers felt such laws were a good idea and were likely to reduce under-age smoking. One participant also wanted to see laws making it illegal to smoke in the presence of minors, particularly in the home. Several youth smokers commented that both seller and buyer should be “punished” and that fining the seller alone does not dissuade the buyer from looking for another place to get cigarettes.

In Edmonton, most smokers and many non-smokers were aware of the youth possession laws now in effect in Alberta. There was general acceptance of the laws and some agreement that there has been a reduction in the numbers of young people who are smoking in public. Most knew of some smokers who have been ticketed, fined, suspended from school, or had their cigarettes confiscated by police either in public places or at school.

Awareness of existing Nova Scotia youth possession laws was limited among Halifax participants. Some believed that it is legal to smoke as long as one is 16. One smoker reported being told about Nova Scotia’s new law, but said she did not believe it was true. A few have heard of police confiscating cigarettes, but not of minors being ticketed or fined. Most youth smokers did not agree with the law, although some said it was consistent with other restrictions on youth and tobacco.

Experience with selling tobacco and staff training

In most groups, one or two participants had worked in stores that sell tobacco products or knew someone who had. Most of those who had worked in a store selling tobacco products reported that their training about tobacco sales consisted of being told not to sell to minors and to check ID – however, a few such participants also noted that in some cases their employers had also told them not to check ID under certain circumstances, such as when serving regular customers or when checking ID might hold up processing sales. In Ottawa, one participant was given a brochure and asked to sign an agreement that he would always ask people who appeared to be under-age for ID, and another mentioned that friends had been given brochures and shown videos. One Nova Scotia participant said there was supposed to be a video, but his employer had not required him to watch it. There was no other mention of training materials or retailers toolkits.

A few people mentioned that, while they had worked in stores that sold tobacco, sales clerks who were under-age were not allowed to sell tobacco themselves, but were required to get another clerk to handle tobacco sales. They were unsure whether this was a law or simply a store policy. A few, particularly in Montreal, thought that stores selling tobacco simply did not, or could not, hire sales clerks who were under 18. One person mentioned working in a store with a cash register that was programmed to prompt the clerk to ask for ID when a cigarette sale was rung in.

Overall, most participants expected that, while most store owners, managers and employers were aware that it is not legal to sell tobacco to minors, training is likely to be inconsistent, with larger and chain stores more likely to give better training to staff.

In terms of general experience in working in a store where tobacco was sold, several of those who had done this acknowledged that they had not always observed the laws and restrictions on tobacco sales to minors. Some did not check IDs of friends, some had bought cigarettes for themselves or for friends while under-age, and one mentioned selling single cigarettes to friends at a store where he worked.

Inspection, compliance and test-shopping

Awareness of inspection was low, although once it was mentioned; most assumed that there probably is some inspection to ensure that laws about such things as signs are being observed.

Awareness of test shoppers was notably higher. In several groups, a few participants either knew someone who was, or had been approached about becoming a test shopper, and one person had considered it. Others knew of stores or individuals who had been the subject of a test-shopping operation.

Most participants agreed that test-shopping is an appropriate method of determining compliance, although a few felt it was entrapment. Some thought it was appropriate as long as the test-shopper did not use fake ID. Some felt that test shoppers should be at least 16, but there was no concern about using someone who was a smoker.

Most participants agreed that in order to be effective, test-shopping has to be done frequently and that all stores selling cigarettes have to be visited: “if it happened enough it would make a huge difference.” Some suggested that more publicity when test-shoppers uncover violations would also

increase effectiveness, and a few felt that stores who had “passed” the test should be told, in order to make them realise they were being visited. Among non-smokers in Ottawa, there was some discussion of the possibility of having an anonymous “tip-line” so that people who suspected an establishment of selling tobacco to minors could report their concerns, and know that test-shoppers would be sent to investigate.

Most smoking youth were at least somewhat aware of the consequences faced by stores that sell tobacco products to minors. Awareness of fines was high, although the amount of the fine is not always known; youth smokers in all locations place initial fines between \$1,500 and \$4,000, and some say that fines increase with subsequent violations. In all locations, at least some youth smokers also believed that a store could lose its licence to sell tobacco. There was less certainty as to whether the person who actually sells to minors will be fined. Non-smoking youth were less likely to be aware of any details but assume that stores or store clerks who sell tobacco to minors will face some legal consequence if they are found in violation of the law.

Participants in Halifax – particularly youth smokers – appeared to express greater cynicism about the ability of the government to improve compliance. As one youth smoker said: “there’s a lot of stores that sell cigarettes – you can’t check them all every day.”

CONCLUSIONS

Discussions amongst participants revealed quite high awareness among tobacco retailers of the restrictions on tobacco sales to youth including legal age, forms of identification, signage, and general penalties. Youth, as well, were generally well aware of the issues involving legal age and forms of acceptable identification for purchasing tobacco. However, findings from both the retailers and youth sessions suggest that the areas for action involve both communications and targeted activity in the compliance and inspection areas.

Areas for possible action include:

- More focus on compliance and inspection of smaller non-chain “corner” stores in the provinces included in this study. Both retailers and youth identified smaller owner-operated stores as more likely to sell tobacco to minors.
- More focus on and support for retail employees, particularly younger employees. Both retailers and youth identified younger employees as less knowledgeable and having less confidence to deal with under-age youth wanting to purchase tobacco. Younger employees need greater assistance and support such as “badges” to wear indicating their role in carding, better training regarding the carding process, and assistance from other store employees in carding situations.
- Developing new technologies to allow the carding/ identification process to be less problematic for retailers and their employees, such as “sweeping” technology, special ID’s (with “over 18” stamped on), or new forms of ID.
- More specific communication, especially to retailers, of the results of inspection activity, including penalties received by retailers and employees, statistics on the proportions of retailers who pass inspection checks, and telling retailers that they were test-shopped and “passed”.
- More information, communication tools and interaction that would allow a more supportive environment generally between inspectors and retailers, such as communications describing the success of tobacco control and how retailers have contributed to that success.
- While retailers expressed enthusiasm about youth possession laws, youth were more mixed in their assessment, and many expressed scepticism about the extent to which existing laws were enforced. A review of the enforcement of youth possession laws may be beneficial.

APPENDICES



January 30, 2007

**HEALTH CANADA
DISCUSSION AGENDA
POR-06-61
PN 6049 – Retailers
Final**

1.0 INTRODUCTION (5 MINUTES)

- Introduction to focus group procedures.
- Moderator's name and role
- We want your opinion – this is a discussion group.
- Feel free to agree or disagree and express your views and experiences freely/no right/wrong answer
- As noted when you were recruited, this session is being audio-taped and observed. Note: None of the observers have any connection to enforcement of compliance with tobacco sales laws.
- Your individual comments will not be linked to you / names will not appear
- The session will be approximately 2 hours or slightly less
- The receptionist will pay you your cash gift at the end of the session.
- Let's go around the table so that each one of you can tell me your first name and the type of retail business you are in and if you are part of a chain or if your shop is independent?

When you were recruited for the study we indicated that we would be discussing the tobacco retail environment and aspects of government regulation regarding the sale of tobacco products. Do tobacco sales make up a significant or small part of your business? What kinds of tobacco products do you sell?

GO AROUND THE TABLE

2.0 AWARENESS OF YOUTH RESTRICTIONS

Today we want to focus especially on the regulations about tobacco sales to young people. Before we begin our discussion I would like to begin with a written exercise about some aspects of the regulations.

Please write down your answers to each of these questions in silence and then we will discuss what everyone wrote.

HAND OUT AND COMPLETE WRITTEN EXERCISE

Now let's discuss these topics.

Is there a legal age requirement to buy tobacco products? What is the legal age that someone has to be to buy cigarettes here?

Is this age restriction a municipal law, a provincial law or a federal law?

And what about the types of identification acceptable to establish that someone is legally of age to buy tobacco products? What are they? What is acceptable?

What is unacceptable?

PROBE: Drivers License, Canadian Passport, Canadian Citizens Card, Out of Province ID, Health Card, Student Card, Others?

Are there any requirements for signs in your shop about the tobacco age restriction? If so, what sign requirements are there? TOP-OF MIND

- **PROBE** (content requirements, visibility requirements such and lettering, location of signs requirements)

Again, do you know what level of government requires these signs be posted?

Are there any other restrictions that you have heard of that concern youth and tobacco?

PROBE: What about...the prohibition of single sales? Types of products youth can or cannot buy such as matches or lighters? rolling papers?

3.0 EXPERIENCES WITH YOUTH RESTRICTIONS

Now, I'd like to talk about your experiences and views about these regulations.

To what extent do you have to deal with the issue of youth trying to buy tobacco products in your business? Is this an issue for you? How often does this come up?

What are your experiences with the age restrictions? Are they working? Why or why not? What are the problems?

PROBES:

-How about the age limit itself?

- How about the identification required? Any issues? What experiences have you had? Have you ever seen fake ID?

Do you have any “rules of thumb” or practices as to how you deal with this?

How about the signage in your store? Any issues or experiences?

Do you know of the experiences of other retailers in your area when it comes to youth sales issues? Do they all handle this in about the same way?

How about other retailers in your chain/your parent company (if you have one)?

Is there any assistance available (say, from industry groups, others) about how to deal with these issues? What about from the HQ of your chain?

What about info. from government such, as brochures or toolkits?

Do you have any suggestions to change or improve these requirements? Can they be made more effective? How?

Has anybody heard of youth possession laws?

- Are they in force here? (NOTE TO MODERATOR: LAW IN FORCE IN N.S. AND ALBERTA)

Youth Possession Laws

It is not against the law for young persons (under 18) to possess or use tobacco products, according to the Federal *Tobacco Act* (1997). However, two provinces have enacted legislation that make it a criminal offence for youth to possess tobacco:

Nova Scotia - *Smoke-free Places Act* (2003)

In section 11 of the Act it states “No person under the age of nineteen years may possess tobacco” and in section 14 “ Every person, other than a manager or employer, who contravenes this Act or the regulations.... is guilty of an offence and liable on summary conviction to a fine of not more than two thousand dollars”

Alberta - *Prevention of Youth Tobacco Use Act* (2003)

In section 2 of the *Act* it states that “No person under the age of 18 years may possess or smoke or otherwise consume tobacco products”. It also states that “A person who contravenes section 2 is guilty of an offence and liable to a fine of not more than \$100.00”.

NOVA SCOTIA AND ALBERTA:

How are they working?

What experiences have you had, if any, with this law?

What do you think of this law? How can it work better?

ONTARIO AND QUEBEC:

Have you heard about them in other provinces? **IF YES:** What have you heard?

Would they be a good idea here? Why / Why not?

4.0 STAFF TRAINING

I would now like to talk about staff training when it comes to selling tobacco products.

How do you train staff to deal with the restrictions of sales to youth?

- How much training?
- Who does the training?
- Individual employee training or staff meetings or both?
- How are they taught to deal with difficult situations, like threats?

Have you ever heard of, seen or used a retailers tool kit? (Ex. “NOT TO KIDS” IN ONTARIO, “OPERATION ID”?)

- Which one/ones?
- Who created it / them?
- Have you used them?
- What are your experiences with these?
- How do they work? (Web based, hard-copy, etc.)

Do you recommend any of these resources or any others to assist in staff training?

Do you have any ideas as to how staff training can be improved?

5.0 INSPECTION/COMPLIANCE

Have you ever received a visit from a government inspector with regard to youth sales?

- How recently?
- What was the purpose of the visit? Inspection? Education and information? Both?
- What kind of an experience was this?

Have you ever had a compliance check (test shopper), as far as you know?

- How recently?
- What was your experience with this?

What level of government carries out inspection? What about compliance?

Is inspection and compliance carried out fairly? Consistently? Why do you say that?

Do you have any suggestions as to how inspection and compliance could work better?

Do you know what the penalties are for selling tobacco products to people who are underage? Is this a deterrent to doing so?

6.0 FINAL COMMENTS

Do you have any other suggestions about how to improve the retail environment when it comes to the restrictions on youth sales of tobacco?

Health Canada would like to thank you very much for participating in this discussion session.

Written Exercise

What is the legal age to purchase cigarettes / tobacco products? _____

Is the age restriction.. (Check one)

A federal law?

A provincial law?

A municipal law?

What types of identification are acceptable as proof of age for buying cigarettes / tobacco products?

What, if any signs are required to be posted in your store that deal with tobacco?



January 30, 2007

**HEALTH CANADA
DISCUSSION AGENDA
POR-06-61
PN 6049 – Youth
Final**

1.0 INTRODUCTION (5 MINUTES)

- Introduction to focus group procedures.
- Moderator's name and role
- We want your opinion – this is a discussion group.
- Feel free to agree or disagree and express your views and experiences freely/no right/wrong answer
- As noted when you were recruited, this session is being audio-taped and observed. Note: None of the observers have any connection to enforcement of compliance with tobacco sales laws.
- Your individual comments will not be linked to you / names will not appear
- The session will be approximately 2 hours or slightly less
- The receptionist will pay you your cash gift at the end of the session.
- Let's go around the table so that each one of you can tell me your first name and what you do in terms of school or work right now

GO AROUND THE TABLE

As you know from the questions we asked you when we invited you to this session, we will be discussing issues that relate to smoking with you.

SMOKERS: Do you smoke now? How much? When did you start? How do you get your cigarettes? How did you get them before you were legally able to buy them?

NON-SMOKERS: Have you ever smoked? Do you know a lot of smokers? If you smoked in the past how did you get your cigarettes? How do people that you know who smoke get a hold of cigarettes? How old are they?

2.0 AWARENESS OF YOUTH RESTRICTIONS

Today we want to focus specifically on the regulations about tobacco sales to young people. Before we begin our discussion I would like to begin with a written exercise about some aspects of the regulations.

Please write down your answers to each of these questions in silence and then we will discuss what everyone wrote.

HAND OUT AND COMPLETE WRITTEN EXERCISE

Now let's discuss these topics.

How old do you have to be to legally purchase tobacco products, such as cigarettes?

Is this age restriction a municipal law, a provincial law or a federal law?

And what about the types of identification acceptable to establish that someone is legally of age to buy tobacco products? What are they? What is acceptable?

What types of ID are unacceptable?

PROBE: Drivers License, Canadian Passport, Canadian Citizens Card, Out of Province ID, Health Card, Student Card, Others?

How do you know this?

When you go into a store that sells tobacco products are there any signs that you often see that deal with the tobacco age restriction? If so, what sign are these signs like? **TOP-OF MIND**

- **PROBE** (content requirements, visibility requirements such and lettering, location of signs requirements)

Are there laws forcing stores to post these signs? If so, which level of government does this?

Are there any other restrictions that you have heard of that concern youth and tobacco?

PROBE: What about...the prohibition of single sales? Types of products youth can or cannot buy such as matches or lighters? rolling papers?

3.0 EXPERIENCES WITH YOUTH RESTRICTIONS

Now, I'd like to talk about your experiences and views about these regulations.

What is your personal experience in dealing with these regulations in order to get a hold of tobacco products?

Do these regulations have any impact on you? What is it?

Have you ever tried to buy cigarettes in a store?

What usually happens?

Do you buy or have you ever bought cigarettes or other tobacco products in stores when you were not actually legally old enough to do so?

NON-SMOKERS: Do you have friends your age that smoke and if so, do they buy cigarettes in a store?

Do you find that stores are generally very strict about enforcing the age restriction law?

What do they do to enforce them?

Are there some stores that are stricter than others? Is this common knowledge among people you know?

Why do you think that some stores are stricter than others when it comes to enforcing these laws?

Why do you think that some stores sell tobacco to youth?

Can you get around the law? How? (**PROBE:** Go to certain stores, go to a store when a certain person is working, fake ID etc...)

Are there other ways of getting a hold of cigarettes or other tobacco products?

All in all, do these age restriction laws have an impact in terms of making it more difficult for youth like you to get a hold of cigarettes? How so? Why not?

PROBES:

-How about the age limit itself?

- How about the identification required? Any issues? What experiences have you had? Have you ever used/seen anyone use fake ID? How easy is it to do this?

Do you have any suggestions to change or improve these requirements? Can they be made more effective? How?

If it was your job to make it as difficult as possible for underage youth to buy cigarettes, what would you do?

Has anybody heard of youth possession laws?

Youth Possession Laws

It is not against the law for young persons (under 18) to possess or use tobacco products, according to the Federal *Tobacco Act* (1997). However, two provinces have enacted legislation that make it a criminal offence for youth to possess tobacco:

Nova Scotia - *Smoke-free Places Act* (2003)

In section 11 of the Act it states “No person under the age of nineteen years may possess tobacco” and in section 14 “Every person, other than a manager or employer, who contravenes this Act or the regulations.... is guilty of an offence and liable on summary conviction to a fine of not more than two thousand dollars”

Alberta - *Prevention of Youth Tobacco Use Act* (2003)

In section 2 of the Act it states that “No person under the age of 18 years may possess or smoke or otherwise consume tobacco products”. It also states that “A person who contravenes section 2 is guilty of an offence and liable to a fine of not more than \$100.00

- Are they in force here? (NOTE TO MODERATOR: LAW IN FORCE IN N.S. AND ALBERTA)

NOVA SCOTIA AND ALBERTA:

- How are they working?
- What experiences have you had, if any, with this law?
- What do you think of this law?
- How can it work better?

ONTARIO AND QUEBEC:

- Have you heard about them in other provinces? **IF YES:** What have you heard?

- Would they be a good idea here? Why / Why not?

How did you learn about these rules and restrictions on buying tobacco? **PROBE:** Word of mouth, at school, from the shops themselves. School?

4.0 STAFF TRAINING

Have any of you worked in stores that sell tobacco products? **If YES** ask:

Were you ever trained on how to deal with the age restriction regarding sales to youth?

- How much training? Who does the training? Individual employee training or staff meetings or both? How are they taught to deal with difficult situations, like threats?

Have you ever heard of, seen or used a retailers tool kit? (Ex. “NOT TO KIDS” IN ONTARIO, “OPERATION ID”?)

ASK ALL: Do you think that most staff in stores that sell tobacco products are pretty knowledgeable about these regulations? Do they get any training?

What do you think of the whole idea of having strict regulations on the sale of tobacco products to people who are underage? Is it good to have these laws? Why? Why not?

Even as a smoker, do you think it is a good thing to make it more difficult for underage people to buy cigarettes?

5.0 INSPECTION/COMPLIANCE

How do you think these regulations get enforced?

Do stores get visited by government inspectors?

Have you ever seen this happen?

Have you ever heard of “test shoppers” going into stores? What is this all about?

Do you know anyone who is a test shopper?

Do you think this is a good way to make sure the law is obeyed?

Is inspection and compliance carried out fairly? Consistently? Why do you say that?

Do you have any suggestions as to how inspection and compliance could work better?

PROBE: Should test shoppers be 14-15 or 16-17? Should they be allowed to look older? Lie about their age? Go into a store in groups of 2 or more? Be smokers themselves?

As far as you know, what happens to stores if they break the law and sell tobacco products to people who are under-age?

Do you know of any stores that have been caught doing this?

Do you know what the penalties are for selling tobacco products to people who are underage? Is this a deterrent to doing so?

6.0 FINAL COMMENTS

Do you have any other suggestions about how to improve the way the laws are enforced when it comes to the restrictions on youth sales of tobacco?

Health Canada would like to thank you very much for participating in this discussion session.

Written Exercise

What is the legal age to purchase cigarettes / tobacco products? _____

Is the age restriction.. (Check one)

A federal law?

A provincial law?

A municipal law?

What types of identification are acceptable as proof of age for buying cigarettes / tobacco products?

What, if any, signs are required to be posted in stores that deal with tobacco?



Le 30 janvier 2007

**HEALTH CANADA
PROGRAMME DE DISCUSSION
POR-06-61
PN 6049 – Détaillants
Version finale**

1.0 INTRODUCTION (5 MINUTES)

- Introduction aux procédures à suivre pendant la séance de discussion de groupe.
- Nom et rôle du/de la modérateur(trice).
- Nous voulons connaître votre opinion – il s’agit d’un groupe de discussion.
- Soyez bien à l’aise d’être en accord ou en désaccord et d’exprimer vos points de vue et vos expériences librement/pas de bonne ou de mauvaise réponses.
- Tel que noté lors de votre recrutement, cette séance est enregistrée sur support audio et observée. Nota : aucun des observateurs n’a quelque lien ce soit avec l’application des lois sur la vente de tabac.
- Vos commentaires individuels ne seront pas directement liés à vous / les noms ne figureront pas.
- La séance durera environ deux heures ou un peu moins.
- La/le réceptionniste vous paiera votre cadeau en comptant à la fin de la séance.
- Faisons un tour de table afin que chacun et chacune d’entre vous me dise son prénom et le type de commerce de détail qu’il ou qu’elle gère et si votre commerce fait partie d’un magasin à succursales ou si votre établissement est indépendant ?

Lors de votre recrutement pour cette étude, nous avons indiqué que nous discuterions de l’environnement de la vente au détail des produits du tabac et des aspects de la réglementation gouvernementale sur la vente de produits du tabac. Les ventes de tabac représentent-elles une partie importante ou seulement une petite partie de vos revenus d’affaires ? Quels sont les types de produits du tabac que vous vendez ?

TOUR DE TABLE

2.0 SENSIBILISATION AUX RESTRICTIONS POUR LES JEUNES

Aujourd'hui, nous voulons nous centrer de façon spécifique sur la réglementation entourant la vente de tabac aux jeunes. Avant de débiter notre discussion, j'aimerais commencer par un exercice écrit se rapportant à certains aspects de la réglementation.

Veillez s'il vous plaît écrire vos réponses à chacune de ces questions en silence, ensuite nous discuterons de ce que chacun a écrit.

DISTRIBUER ET COMPLÉTER L'EXERCICE ÉCRIT

À présent, discutons de ces sujets.

Existe-t-il un âge légal pour pouvoir acheter des produits du tabac ? Quel est l'âge auquel un individu peut légalement acheter des cigarettes ici ?

Est-ce que cet âge minimal est une loi municipale, une loi provinciale ou une loi fédérale ?

Et, qu'en est-il des types de pièces d'identité acceptables afin de déterminer si quelqu'un a l'âge auquel il est légalement permis d'acheter des produits du tabac ? Quelles sont-elles ? Qu'est-ce qui est acceptable ?

Qu'est-ce qui est inacceptable ?

SONDER : permis de conduire, passeport canadien, carte de citoyenneté canadienne, pièce d'identité provenant de l'extérieur de la province, carte d'assurance-santé, carte d'étudiant, autres ?

Est-ce qu'il existe des exigences sur la pose d'affiches dans votre magasin se rapportant à l'âge minimal pour les produits du tabac ? Si oui, quelles sont les exigences relatives aux affiches ? **SANS SUGGESTION**

- **SONDER** (exigences relatives au contenu, exigences relatives à la visibilité et au lettrage, exigences sur l'emplacement des affiches)

Une fois de plus, savez-vous quel ordre de gouvernement exige que ces affiches soient en place ?

Existe-t-il d'autres restrictions dont vous avez entendu parler qui se rapportent aux jeunes et aux produits du tabac ?

SONDER : Qu'en est-il de...l'interdiction de vendre à l'unité ? Les types de produits que les jeunes peuvent ou ne peuvent pas acheter tels que des allumettes ou des briquets ? Du papier à rouler ?

3.0 EXPÉRIENCES SE RAPPORTANT AUX RESTRICTIONS S'APPLIQUANT AUX JEUNES

À présent, j'aimerais parler de vos expériences et de vos points de vue se rapportant à cette réglementation.

Dans quelle mesure avez-vous à composer avec le problème des jeunes qui essaient d'acheter des produits du tabac dans votre établissement ? Est-ce que cela fait problème pour vous ? À quelle fréquence cela se produit-il ?

Quelles sont vos expériences de ces restrictions sur l'âge minimal ? Est-ce qu'elles fonctionnent ? Pourquoi ou pourquoi pas ? Quels sont les problèmes ?

SONDER :

-Qu'en est-il de l'âge minimal proprement dit ?

- Qu'en est-il de la pièce d'identité requise ? Cela fait-il problème ? Quelles sont les expériences que vous avez eues ? Avez-vous déjà vu une fausse pièce d'identité ? Dans quelle mesure cela est-il facile à faire ?

Avez-vous des « points de repère » ou des pratiques sur la façon de traiter cela ?

Qu'en est-il de l'affichage dans votre magasin ? S'il y a lieu, est-ce que des problèmes se posent, quelles sont vos expériences ?

Êtes-vous au courant des expériences d'autres détaillants de votre localité sur la question de la vente à des jeunes ? Est-ce que vous traitez tous cela à peu près de la même façon ?

Qu'en est-il d'autres détaillants de votre magasin à succursales/votre société mère (si vous en avez une) ?

Est-ce que de l'aide est à votre disposition (disons, auprès de groupes sectoriels ou autres) sur la façon de traiter ces questions ? Qu'en est-il du siège social de votre magasin à succursales ?

Qu'en est-il de l'information provenant du gouvernement telle que des brochures ou des trousseaux d'outils ?

Avez-vous quelque suggestion à faire pour modifier ou pour améliorer ces exigences ? Peut-on les rendre plus efficaces ? Comment ?

Est-ce que quelqu'un a entendu parler de lois sur la possession par les jeunes ?

- Est-ce qu'elles sont en vigueur ici? (NOTA POUR LE/LA MODÉRATEUR(TRICE) : LA LOI EST EN VIGUEUR EN N.-É. ET EN ALBERTA)

Lois sur la possession par les jeunes

Il n'est pas illégal pour les jeunes (moins de 18 ans) d'avoir en leur possession ou d'utiliser des produits du tabac, selon les dispositions de la *Loi sur le tabac* fédérale (1997). Toutefois, deux provinces ont adopté des lois criminalisant la possession de tabac par les jeunes :

Nouvelle-Écosse – *Loi sur les endroits sans fumée* (2003)

L'article 11 de cette *Loi* stipule que « aucune personne âgée de moins de dix-neuf ans n'a le droit de posséder du tabac » et l'article 14 que « toute personne, autre qu'un gestionnaire ou un employé, qui contrevient à cette Loi ou à sa réglementation... est coupable d'une infraction et s'expose, sur déclaration sommaire de culpabilité, à une amende ne dépassant pas deux mille dollars. »

Alberta - *Prevention of Youth Tobacco Use Act [Loi sur la prévention de l'utilisation du tabac par les jeunes](2003)*

L'article 2 de cette *Loi* stipule que « aucune personne âgée de moins de 18 ans n'a le droit de posséder ou de fumer ou de consommer des produits du tabac. » Elle stipule également que « toute personne contrevenant à l'article 2 se rend coupable d'une infraction et s'expose à une amende ne dépassant pas 100.00 \$ »

NOUVELLE-ÉCOSSE ET ALBERTA:

- De quelle façon fonctionnent-elles ?
- S'il y a lieu, quelles expériences avez-vous eu avec ces lois?
- Que pensez-vous de cette loi ? De quelle façon peut-on en améliorer le fonctionnement ?

ONTARIO ET QUÉBEC:

En avez-vous entendu parler dans d'autres provinces ? **SI OUI** : qu'avez-vous entendu ?

Est-ce que ce serait une bonne idée ici ? Pourquoi/pourquoi pas ?

4.0 FORMATION DU PERSONNEL

J'aimerais à présent que nous discutons de la formation du personnel en matière de vente de produits du tabac.

De quelle façon formez-vous le personnel pour traiter les restrictions sur l'âge minimal pour la vente aux jeunes ?

- Combien de formation ?
- Qui donne la formation ?
- Formation individuelle de l'employé ou réunions du personnel ou les deux ?
- Comment leur enseigne-on de se comporter dans les situations difficiles, comme en cas de menaces?

Avez-vous déjà entendu parler, vu ou utilisé une trousse d'outils pour les détaillants ? (p.ex. « PAS POUR LES JEUNES » EN ONTARIO, « OPÉRATION CARTE D'IDENTITÉ » ?)

- Laquelle/Lesquelles ?
- Qui en est le créateur ?
- Les avez-vous utilisées ?
- Quelles expériences en avez-vous retiré ?
- De quelle façon fonctionnent-elles ? (en direct, version papier, etc.)

Est-ce que vous recommandez une ou l'autre de ces ressources ou n'importe quelle autre en tant qu'aide à la formation du personnel ?

Est-ce que vous avez des idées sur la façon d'améliorer la formation du personnel ?

5.0 INSPECTION/CONFORMITÉ

Avez-vous déjà reçu la visite d'un inspecteur du gouvernement en ce qui a trait à la vente aux jeunes ?

- À quand remonte la plus récente visite ?
- Quel était le but de la visite ? Inspection? Éducation et information ? Les deux ?
- Quel type d'expérience cela a-t-il été ?

Avez-vous déjà subi une vérification de conformité (un commis-vérificateur), en autant que vous le sachiez ?

- À quand remonte la plus récente visite ?
- Quel type d'expérience cela a-t-il été ?

Quel ordre de gouvernement effectue l'inspection ? Qu'en est-il de la conformité ?

Est-ce que l'inspection et la conformité s'effectuent de façon équitable ? Régulièrement ? Pourquoi dites-vous cela ?

Avez-vous des suggestions sur la façon d'assurer un meilleur fonctionnement de l'inspection et de la conformité ?

Savez-vous quelles sont les sanctions prévues pour la vente de produits du tabac à des mineurs ? Est-ce que cela a un effet de dissuasion ?

6.0 MOT DE LA FIN

Avez-vous d'autres suggestions sur la façon d'améliorer l'environnement de en ce qui a trait aux restrictions sur la vente de tabac aux jeunes

**Santé Canada vous remercie beaucoup de votre participation
à cette séance de discussion.**

Exercice écrit

À quel âge peut-on légalement acheter des cigarettes / des produits du tabac ?

Est-ce que l'âge minimal vient d'une... (Cocher une réponse)

Loi fédérale ?

Loi provinciale ?

Loi municipale ?

Quels sont les types de pièces d'identification acceptables en tant que preuve d'âge requis pour acheter des cigarettes / des produits du tabac ?

S'il y a lieu, quelles sont les affiches se rapportant au tabac qui doivent être posées dans votre magasin ?



Le 30 janvier 2007

**SANTÉ CANADA
PROGRAMME DE DISCUSSION
POR-06-61
PN 6049 – Jeunes
Version finale**

1.0 INTRODUCTION (5 MINUTES)

- Introduction aux procédures à suivre pendant la séance de discussion de groupe.
- Nom et rôle du/de la modérateur(trice).
- Nous voulons connaître votre opinion – il s’agit d’un groupe de discussion.
- Soyez bien à l’aise d’être en accord ou en désaccord et d’exprimer vos points de vue et vos expériences librement/pas de bonne ou de mauvaise réponses.
- Tel que noté lors de votre recrutement, cette séance est enregistrée sur support audio et observée. Nota : aucun des observateurs n’a quelque lien ce soit avec l’application des lois sur la vente de tabac.
- Vos commentaires individuels ne seront pas directement liés à vous / les noms ne figureront pas.
- La séance durera environ deux heures ou un peu moins.
- La/le réceptionniste vous paiera votre cadeau en comptant à la fin de la séance.
- Faisons un tour de table afin que chacun et chacune d’entre vous me dise son prénom et ce que vous faites en termes d’études ou de travail en ce moment.

TOUR DE TABLE

Comme vous le savez à partir des questions que nous vous avons posées quand nous vous avons invités à cette séance, nous discuterons de sujets se rapportant au tabagisme pour vous.

FUMEURS : Fumez-vous présentement ? Combien ? Quand avez-vous commencé ? Comment vous procurez-vous vos cigarettes ? De quelle façon vous les procuriez-vous avant de pouvoir légalement le faire ?

NON-FUMEURS : Avez-vous déjà fumé ? Connaissez-vous beaucoup de fumeurs ? Si vous avez déjà fumé, de quelle façon vous procuriez-vous vos cigarettes ? De quelle façon le gens que vous connaissez et qui fument se procurent-ils des cigarettes? Quel âge ont-ils ?

2.0 SENSIBILISATION AUX RESTRICTIONS LIÉES À L'ÂGE

Aujourd'hui, nous voulons nous centrer de façon spécifique sur la réglementation entourant la vente de tabac aux jeunes. Avant de débiter notre discussion, j'aimerais commencer par un exercice écrit se rapportant à certains aspects de la réglementation.

Veillez s'il vous plaît écrire vos réponses à chacune de ces questions en silence, ensuite nous discuterons de ce que chacun a écrit.

DISTRIBUER ET COMPLÉTER L'EXERCICE ÉCRIT

À présent, discutons de ces sujets.

Quel âge devez-vous avoir pour acheter légalement des produits du tabac tels que des cigarettes ?

Est-ce que cet âge minimal est une loi municipale, une loi provinciale ou une loi fédérale ?

Et, qu'en est-il des types de pièces d'identité qui sont acceptées afin de déterminer si quelqu'un a l'âge auquel il est légalement permis d'acheter des produits du tabac ? Qu'est-ce qui est accepté ?

Quels types de pièces d'identité ne sont pas acceptables ?

SONDER : permis de conduire, passeport canadien, carte de citoyenneté canadienne, pièce d'identité provenant de l'extérieur de la province, carte d'assurance-santé, carte d'étudiant, autres ?

Comment savez-vous cela ?

Quand vous allez dans un magasin qui vend des produits du tabac, voyez-vous souvent des affiches qui se rapportent à l'âge minimal pour les produits du tabac ? Si oui, à quoi ressemblent ces affiches ? **SANS SUGGESTION**

- **SONDER** (exigences relatives au contenu, exigences relatives à la visibilité et au lettrage, exigences sur l'emplacement des affiches)

Est-ce qu'il y a des lois qui obligent les magasins à poser ces affiches ? Si oui, quel ordre de gouvernement en est responsable?

Existe-t-il d'autres restrictions dont vous avez entendu parler qui se rapportent aux jeunes et aux produits du tabac ?

SONDER : Qu'en est-il de...l'interdiction de vendre à l'unité ? Les types de produits que les jeunes peuvent ou ne peuvent pas acheter tels que des allumettes ou des briquets ? Du papier à rouler ?

3.0 EXPÉRIENCES SE RAPPORTANT AUX RESTRICTIONS S'APPLIQUANT AUX JEUNES

À présent, j'aimerais parler de vos expériences et de vos points de vue se rapportant à cette réglementation.

Quelle expérience avez-vous de composer avec cette réglementation pour vous procurer des produits du tabac ?

Cette réglementation a-t-elle une incidence sur vous ? Laquelle ?

Avez-vous déjà essayé d'acheter des cigarettes dans un magasin ?

Qu'est-ce qui se produit habituellement ?

Est-ce que vous achetez ou avez déjà acheté des cigarettes ou d'autres produits du tabac dans des magasins alors que vous n'aviez pas atteint l'âge légal pour le faire ?

NON-FUMEURS : Avez-vous des amis de votre âge qui fument et, si oui, achètent-ils leurs cigarettes dans un magasin ?

Est-ce que vous trouvez que les magasins sont généralement très stricts dans l'application de la loi sur l'âge minimal ?

Que font-ils pour veiller à l'application de ces lois ?

Est-ce qu'il y a des magasins qui les appliquent plus rigoureusement que d'autres ? Est-ce que cela est bien connu chez les jeunes que vous connaissez?

Pourquoi pensez-vous que certains magasins sont plus rigoureux que d'autres en matière d'application de ces lois ?

Pourquoi pensez-vous que certains magasins vendent du tabac aux jeunes ?

Pouvez-vous contourner la loi ? Comment ? (**SONDER** : aller dans certains magasins, aller dans un magasin quand une certaine personne travaille, une fausse pièce d'identité, etc.)

Est-ce qu'il existe d'autres moyens de se procurer des cigarettes ou d'autres produits du tabac?

En tout et partout, est-ce que ces restrictions sur l'âge ont un impact, en termes de faire en sorte qu'il soit plus difficile pour des jeunes comme vous de se procurer des cigarettes ? Comment cela se fait-il ? Pourquoi pas ?

SONDER :

-Qu'en est-il de l'âge minimal proprement dit ?

- Qu'en est-il de la pièce d'identité requise ? Cela fait-il problème ? Quelles sont les expériences que vous avez eues ? Avez-vous déjà utilisé/vu quelqu'un utiliser une fausse pièce d'identité ? Dans quelle mesure cela est-il facile à faire ?

Avez-vous quelque suggestion à faire pour modifier ou pour améliorer ces exigences ? Peut-on les rendre plus efficaces ? Comment ?

Si votre travail consistait à rendre aussi difficile que possible l'achat de cigarettes par de jeunes mineurs, que feriez-vous ?

Est-ce que quelqu'un a entendu parler de lois sur la possession par les jeunes ?

Lois sur la possession par les jeunes

Il n'est pas illégal pour les jeunes (moins de 18 ans) d'avoir en leur possession ou d'utiliser des produits du tabac, selon les dispositions de la *Loi sur le tabac* fédérale (1997). Toutefois, deux provinces ont adopté des lois criminalisant la possession de tabac par les jeunes :

Nouvelle-Écosse – *Loi sur les endroits sans fumée* (2003)

L'article 11 de cette *Loi* stipule que « aucune personne âgée de moins de dix-neuf ans n'a le droit de posséder du tabac » et l'article 14 que « toute personne, autre qu'un gestionnaire ou un employé, qui contrevient à cette Loi ou à sa réglementation... est coupable d'une infraction et s'expose, sur déclaration sommaire de culpabilité, à une amende ne dépassant pas deux mille dollars. »

Alberta - *Prevention of Youth Tobacco Use Act [Loi sur la prévention de l'utilisation du tabac par les jeunes](2003)*

L'article 2 de cette *Loi* stipule que « aucune personne âgée de moins de 18 ans n'a le droit de posséder ou de fumer ou de consommer des produits du tabac. » Elle stipule

également que « toute personne contrevenant à l'article 2 se rend coupable d'une infraction et s'expose à une amende ne dépassant pas 100.00 \$ »

- Est-ce qu'elles sont en vigueur ici ? (NOTA POUR LE/LA MODÉRATEUR(TRICE) : LA LOI EST EN VIGUEUR EN N.-É. ET EN ALBERTA)

NOUVELLE-ÉCOSSE ET ALBERTA:

- De quelle façon fonctionnent-elles ?
- S'il y a lieu, quelles expériences avez-vous eu avec ces lois?
- Que pensez-vous de cette loi ?
- Comment pourrait-elle mieux fonctionner ?

ONTARIO ET QUÉBEC:

- En avez-vous entendu parler dans d'autres provinces ? **SI OUI** : qu'avez-vous entendu ?
- Est-ce que ce serait une bonne idée ici ? Pourquoi/pourquoi pas ?

Comment avez-vous entendu parler de cette réglementation et de ces restrictions sur l'achat de tabac ? **SONDER** : le bouche à oreille, à l'école, dans les magasins proprement dits. L'école ?

4.0 FORMATION DU PERSONNEL

Est-ce que certains d'entre vous ont déjà travaillé dans des magasins qui vendent des produits du tabac ? **SI OUI**, demander :

Avez-vous été formé(e) sur la façon d'appliquer les restrictions sur l'âge minimal pour la vente aux jeunes ?

- Combien de formation ? Qui donne la formation ? Formation individuelle de l'employé ou réunions du personnel ou les deux ? Comment enseignent-ils de se comporter dans les situations difficiles, comme en cas de menaces ?

Avez-vous déjà entendu parler, vu ou utilisé une trousse d'outils pour les détaillants ? (p.ex. « PAS POUR LES JEUNES » EN ONTARIO, « OPÉRATION CARTE D'IDENTITÉ » ?)

POSER À TOUS : Pensez-vous que la plupart des membres du personnel des magasins qui vendent des produits du tabac sont passablement bien informés au sujet de cette réglementation ? Est-ce qu'ils reçoivent de la formation ?

Que pensez-vous de l'ensemble de cette question, soit d'avoir des réglementations rigoureuses sur la vente de produits du tabac aux mineurs ? Est-ce une bonne chose d'avoir ces lois ? Pourquoi ? Pourquoi pas ?

Même si vous fumez, pensez-vous que c'est une bonne chose de rendre plus difficile l'achat de cigarettes par des mineurs ?

5.0 INSPECTION/CONFORMITÉ

De quelle façon pensez-vous qu'on veille à l'application de cette réglementation ?

Les magasins sont-ils visités par des inspecteurs du gouvernement ?

Avez-vous déjà vu cela se produire ?

Avez-vous déjà entendu parler de « commis-vérificateurs » qui se rendent dans les magasins ? De quoi s'agit-il ?

Connaissez-vous quelqu'un qui est commis-vérificateur ?

Pensez-vous que c'est un bon moyen pour s'assurer du respect de la loi ?

Est-ce que l'inspection et la conformité s'effectuent de façon équitable ? Régulièrement ? Pourquoi dites-vous cela ?

Avez-vous des suggestions sur la façon d'assurer un meilleur fonctionnement de l'inspection et de la conformité ?

SONDER : Les commis-vérificateurs devraient-ils être âgés de 14-15 ou de 16-17 ans ? Devraient-ils être autorisés à avoir l'air plus vieux ? À mentir au sujet de leur âge ? À se rendre dans les magasins en groupes de deux ou plus ? Être eux-mêmes des fumeurs ?

Pour autant que vous sachiez, qu'est-ce qui arrive aux magasins qui enfreignent la loi et vendent des produits du tabac à des mineurs ?

Connaissez-vous des magasins qui se sont fait prendre à faire cela ?

Savez-vous quelles sont les sanctions prévues pour la vente de produits du tabac à des mineurs ? Est-ce que cela a un effet de dissuasion ?

6.0 MOT DE LA FIN

Avez-vous d'autres suggestions sur l'amélioration de la façon de veiller à l'application des lois en matière de restrictions sur la vente de tabac aux jeunes ?

**Santé Canada vous remercie beaucoup de votre participation
à cette séance de discussion.**

Exercice écrit

À quel âge peut-on légalement acheter des cigarettes / des produits du tabac ?

Est-ce que l'âge minimal vient d'une... (Cocher une réponse)

Loi fédérale ?

Loi provinciale ?

Loi municipale ?

Quels sont les types de pièces d'identification acceptables en tant que preuve d'âge requis pour acheter des cigarettes / des produits du tabac ?

S'il y a lieu, quelles sont les affiches se rapportant au tabac qui doivent être posées dans les magasins ?



1867 Yonge St., 2nd Floor, Toronto (416) 488-2333

PN6049

DRAFT 4 RETAILERS
SCREENER

Respondent Name: _____

Home #: _____

Business #: _____

Group #: _____

Recruiter: _____

RECRUIT 10 PER GROUP

GROUP 1 -

GROUP 2

GROUP 3

GROUP 4

AT 1200 noon.

AT12 noon

AT 12 noon.

AT12 noon

Introduction

Hello, my name is _____ from Research House Inc., we are calling today to invite **retailers who sell tobacco products** to attend a focus group discussion we are currently conducting **on behalf of the Government of Canada**. Your participation in the research is completely voluntary and your decision to participate or not will not affect any dealings you may have with the government. All information collected, used and/or disclosed will be used for research purposes only and administered as per the requirements of the Privacy Act. The session will last a maximum of 2 hours and you will receive a cash gift as a thank you for attending the session. May we ask you or someone else in your business some further questions to see if you/they fit in our study?

Yes – CONTINUE

Don't sell tobacco products – THANK AND TERMINATE

We want to invite owners or managers of retail businesses who sell tobacco to attend a focus group session to discuss the tobacco retail environment and their experiences with aspects of government regulations regarding the sale of tobacco products.

1a. Does your business sell cigarettes or other tobacco products to the public?

Yes - Go to b
No - THANK AND TERMINATE

1b. Are you the owner or manager who is most knowledgeable about your businesses' experiences in this area?

Yes - Go to Q 2
No - ASK c

1c. May I speak to that person?

If new respondent on the line repeat introduction

If same respondent continue

ASK ALL

2. Is your business...?
READ - CODE ONE ONLY

- 01 An independent convenience store
- 02 A chain convenience store
- 03 A gas service station convenience store or kiosk
- 04 A grocery store or supermarket
- 05 A drug store/Pharmacy
- 06 A department store or general merchandise store, or
- 07 A tobacco specialty store?
- 08 Other (**SPECIFY:** _____)
- 99 Don't know/No answer

3. What is your position in the business? **READ IF NECESSARY**

- 01 – Owner
- 02 – Associate
- 03 – Manager
- 04 – Assistant manager
- 05 – Other

99 – DK/NA

ASK ALL

4. INDICATE: Female
Male

Focus Group History

5. In the past 12 months, have you attended a discussion group or interview that was arranged in advance and for which you received a small sum of money?

Yes 1 (THANK/DISCONTINUE)
No 2 CONTINUE

6. And how many such groups have you ever attended?

None 1 CONTINUE
5 or less 1 CONTINUE/ IF MENTION ANYTHING RELATED TO
GROUP TOPIC, THANK & TERMINATE
6 or more 2 THANK & TERMINATE

ASK ALL

7. Sometimes participants in focus groups are asked to write out their answers on a questionnaire during the discussion. Is there any reason why you could not participate?

Yes 1 THANK AND TERMINATE
No 2

NOTE: TERMINATE IF RESPONDENT OFFERS ANY REASON SUCH AS SIGHT OR HEARING PROBLEM, A WRITTEN OR VERBAL LANGUAGE PROBLEM, A CONCERN WITH NOT BEING ABLE TO COMMUNICATE EFFECTIVELY.

IMPORTANT:

The session will be 2 hours maximum and will be held at noon and will include a light lunch. We are asking that all participants arrive 10 minutes prior to the start time of the session. Are you able to be at the research facility 10 minutes prior to the session time?

Yes 1
No 2 TERMINATE

All participants in this study are asked to bring to the group PICTURE IDENTIFICATION. Are you able to bring along your ID?

Yes 1
No 2 TERMINATE

If you use glasses for reading, or if you use a hearing aid, please bring them with you.

The group discussion will last approximately two hours and we offer each participant a \$125.00 cash gift as a token of our appreciation. I should also tell you that as part of a normal process for a focus group, the session will be audio-taped and also members of the research team will be observing since they have an interest in the subject matter. Everything you say will be kept strictly confidential.

[] CHECK TO INDICATE YOU HAVE READ THE STATEMENT TO THE RESPONDENT.

TIME: 2 HOURS



1867 Yonge St., 2nd Floor, Toronto (416) 488-2333

PN 6049

SCREENER – YOUTH

Draft 2

Respondent Name: _____

Home #: _____

Business #: _____

Group #: _____

Recruiter: _____

RECRUIT 10 PER GROUP

OTTAWA GROUP 1 smokers AT 5:30 P.M.	OTTAWA GROUP 2 non-smokers AT 7:30 P.M.	HALIFAX GROUP 3 smokers AT 5:30 P.M.	HALIFAX GROUP 4 non-smokers AT 7:30 P.M.
EDMONTON GROUP 5 smokers AT 5:30 P.M.	EDMONTON GROUP 6 non-smokers AT 7:30 P.M.		
MONTREAL GROUP 7 smokers AT 5:30 P.M.	MONTREAL GROUP 8 non-smokers AT 7:30 P.M.		

Hello, my name is _____ from Research House Inc., we are calling today to invite participants to attend a focus group discussion **we are currently conducting on behalf of the Government of Canada.** Your participation in the research is completely voluntary and your decision to participate or not will not affect any dealings you may have with the government. All information collected, used and/or disclosed will be used for research purposes only and administered as per the requirements of the Privacy Act. The session will last a maximum of 2 hours and you will receive a cash gift as a thank you for attending the session. We are scheduling focus groups with participants between 16 to 19 years old. May we have your permission to speak to someone in your household in this age group?

Yes – **CONTINUE**
No – **TERMINATE**

IF NEW RESPONDENT ON THE LINE REPEAT INTRODUCTION / IF SAME RESPONDENT CONTINUE

1. May I please have your exact age. _____. **WRITE IN**

- Under 16 years.....1 – **TERMINATE**
- 16 - 17 years.....2 – **CONTINUE**
- 18 – 19 years.....3 – **CONTINUE**
- Over 19.....4 – **TERMINATE**

2a. Are you or is any member of your household or your immediate family employed in:

	2a		2b (Ever)	
	No	Yes	No	Yes
A federal, provincial or municipal government department/agency	()	()	()	()
Tobacco Industry (Manufacturer, wholesaler, distributor Or Retailer)	()	()	()	()

IF YES TO ANY OF THE ABOVE -- TERMINATE

2b. Have you or anyone in your household ever been employed in...?

Smoking Status

3. We want to invite smokers and non-smokers to discuss smoking related issues. At the present time, do you smoke cigarettes (manufactured or roll your own) every day, occasionally or not at all?

- Every day.....1 (Qualifies as smoker)
- Occasionally (less than every day).....2 (Qualifies as smoker) Max 3 per session in smokers groups
- Not at all.....3 (Qualifies as non-smoker)

ASK SMOKERS AGE 18-19:

4. How old were you when you started smoking? _____ years old

EDMONTON: IF AGE 18 OR 19 TERMINATE/ OTHERS CONTINUE

OTHER CITIES: IF AGE 19 TERMINATE/ OTHERS CONTINUE

ASK NON-SMOKERS - MIX OF NON SMOKERS AND POTENTIAL SMOKERS IN NON SMOKERS GROUPS:

5. Have you ever tried smoking or seriously thought about trying smoking?

- Yes.....1- **POTENTIAL SMOKER**
- No.....2
- DK/NA3

6. Do you think you might try smoking within the next month?

- Yes.....1- **POTENTIAL SMOKER**
- No.....2
- DK/NA3

IF DK/NA TO Q5 AND Q6, TERMINATE

ASK ALL

7. INDICATE: Female MIX IN ALL
Male GROUPS

8. Are you currently a student or were you a student over the past six months?

- Yes.....1
- No.....2

9. As we need to speak with people from all walks of life, could you please tell me into which category I may place your total annual household income before taxes? Would that be...

- Under \$25,000.....1|
- \$25,000 - \$29,999.....2|
- \$30,000 - \$39,999.....3| - **ENSURE A GOOD SPREAD IN ALL GROUPS**
- \$40,000 - \$54,999.....4|
- \$55,000 - \$90,000.....5|
- \$91,000 and over.....6|

10. Could you please tell me what is the highest level of education that you have completed?

- Less than high school (less than grade 10)1
- Some High School only.....2
- Completed High School.....3
- Post secondary.....4

The next couple of questions deal with your imagination. Have a little fun with these questions and feel free to answer in anyway as there are no incorrect answers.

11. You must create a new game called back pack. Describe the game and how it would be played.

12. Please tell me a song title to describe the kind of day you're having today?

<input type="checkbox"/> ANSWERS SPONTANEOUSLY <input type="checkbox"/> VERY SURE OF HIMSELF/HERSELF <input type="checkbox"/> ENTHUSIASTIC <input type="checkbox"/> CARRIES ON A GOOD CONVERSATION

NOTE: PAY <u>EXTRA</u> ATTENTION TO RESPONDENTS ANSWERS - LOOK FOR A COMPLEX ANSWER. ANSWERS SHOULD ALSO BE <u>CREATIVE</u> AND NOT JUST ANSWERS. LOOK FOR IMAGINATION AND A SENSE OF CREATIVITY/PARTICIPATION.

Focus Group History

13. In the past 12 months, have you attended a discussion group or interview that was arranged in advance and for which you received a small sum of money?

- Yes 1 (THANK/DISCONTINUE)
- No 2 CONTINUE

14. How many times have you ever participated in a discussion group or arranged interview?

- Never 1 GO TO NEXT QUESTION
- Once or twice 2 CONTINUE
- Three times or more 3 (THANK/DISCONTINUE)

15. Have you been invited to attend another of these group discussions or interviews in the near future?

- Yes.....1 - TERMINATE
- No.....2

16. Sometimes participants are also asked to write out their answers on a questionnaire during the discussion. Is there any reason why you could not participate?

- Yes.....1 - TERMINATE
- No.....2

NOTE: TERMINATE IF RESPONDENT OFFERS ANY REASON SUCH AS SIGHT OR HEARING PROBLEM, A WRITTEN OR VERBAL LANGUAGE PROBLEM, A CONCERN WITH NOT BEING ABLE TO COMMUNICATE EFFECTIVELY.

IMPORTANT:

The session is 2 hours in length, but we are asking that all participants arrive 10 minutes prior to the start time of the session. Are you able to be at the research facility 10 minutes prior to the session time?

- Yes.....1
- No.....2 – TERMINATE

All participants in this study are asked to bring to the group PICTURE IDENTIFICATION. If you do not bring your personal identification then you will not be able to participate in the session and you will not receive the incentive fee. Are you going to bring along your ID?

- Yes 1
- No 2-TERMINATE

If you use glasses for reading, or if you use a hearing aid, please bring them with you.

The group discussion will last approximately two hours and we offer each participant a \$60.00 cash gift as a token of our appreciation. I should also tell you that the groups will be audio - taped for research purposes and members of the research team will be observing the discussion from an adjoining room. Everything you say will be kept confidential.

[] CHECK TO INDICATE YOU HAVE READ THE STATEMENT TO THE RESPONDENT.

TIME: 2 HOURS

PN6049

15047 – QUESTIONNAIRE DÉTAILLANTS

Nom du répondant: _____

de téléphone à la maison: _____

de téléphone au travail: _____

Groupe #: _____

Recruteur: _____

RECRUTER 10 PAR GROUPE

GROUPE 1	GROUPE 2	GROUPE 3	GROUPE 4
JEUDI	LUNDI	MERCREDI	JEUDI
1er FÉVRIER	5 FÉVRIER	7 FÉVRIER	8 FÉVRIER
À 12H00 MIDI	À 12H00 MIDI	À 12H00 MIDI	À 12H00 MIDI
OTTAWA	HALIFAX	EDMONTON	MONTRÉAL

Introduction

Bonjour/Bonsoir, mon nom est _____ de Research House Inc. Nous vous appelons aujourd'hui car nous souhaitons inviter des **détaillants qui vendent des produits du tabac** pour participer à un groupe de discussion que nous menons actuellement **pour le Gouvernement du Canada**. Votre participation à cette recherche est entièrement volontaire et votre décision d'y participer ou non n'affectera en rien les interactions que vous pourriez avoir avec le gouvernement. Toute information recueillie, utilisée et/ou dévoilée ne sera utilisée qu'à des fins de recherche seulement et seront traitées conformément aux exigences de la Loi sur la protection des renseignements personnels. La session durera un maximum de 2 heures et vous recevrez un montant en argent en guise de remerciement pour votre participation. Puis-je vous poser quelques questions afin de voir si vous vous qualifiez pour cette étude?

Oui – CONTINUER

Ne vend pas des produits du tabac – REMERCIER ET TERMINER

Nous voulons inviter des propriétaires ou des gérants de commerce de détail qui vendent du tabac, pour participer à un groupe de discussion pour discuter de la vente au détail de produits du tabac et leurs expériences avec les aspects touchant les règlements du gouvernement en ce qui concerne la vente des produits du tabac.

1a. Est-ce que votre entreprise vend des cigarettes ou d'autres produits du tabac au public?

- Oui** - **Passer à b**
- Non** - **REMERCIER ET TERMINER**

1b. Êtes-vous le propriétaire ou le gérant qui est le plus informé sur les expériences de votre entreprise dans ce secteur?

- Oui** - **Passer à la Q 2**
- Non** - **DEMANDER c**

1c. Puis-je parler à cette personne?

Si le nouveau répondant est en ligne répéter l'introduction

Si le même répondant continuer

DEMANDER À TOUS

2a. Est-ce que vous ou un membre de votre foyer ou famille immédiate est employé dans l'un des domaines suivants:

	2a		2b (Déjà)	
	Non	Oui	Non	Oui
Département/Agence du gouvernement fédéral, provincial ou municipal	()	()	()	()
Industrie du tabac (Manufacturier, grossiste, distributeur ou détaillant)	()	()	()	()

SI 'OUI' À UNE DES MENTIONS CI-DESSUS – REMERCIER ET TERMINER

2b. Est-ce que vous ou un membre de votre foyer à déjà été employé dans...?

3. Est-ce que votre entreprise est...?

LIRE – CODER UN SEULEMENT

- 01 Un dépanneur indépendant
- 2 Une chaîne de dépanneur
- 3 Un dépanneur ou kiosque dans une station de service
- 4 Une épicerie ou un supermarché
- 5 Une pharmacie,
- 6 Un grand magasin ou un magasin général ou
- 7 Un débit de tabac/magasin de spécialités ?
- 8 Autre (**PRÉCISER**): _____)
- 99 Ne sait pas/Pas de réponse

4. Quelle est votre position au sein de l'entreprise? **LIRE SI NÉCESSAIRE**

- 01 – Propriétaire
- 02 – Associé
- 03 – Gérant
- 04 – Assistant gérant
- 05 – Autre
- 99 – NSP/PR

5. INDIQUER: Femme
Homme

Antécédents sur les groupes de discussion

6. Au cours des 12 derniers mois, avez-vous participé à un groupe de discussion ou une entrevue qui était arrangé à l'avance pour lequel vous avez reçu une petite somme d'argent?

- Oui 1 **(REMERCIER/TERMINER)**
- Non 2 **CONTINUER**

7. À combien de ces groupes avez-vous participé?

- Aucun** 1 **CONTINUER**
- 5 ou moins** 1 **CONTINUER/ SI MENTIONNE QUOI QUE CE SOIT RELIÉ AU SUJET DU**
- 6 ou plus** 2 **REMERCIER ET TERMINER**

DEMANDER À TOUS

8. On demande parfois aux participants dans un groupe de discussion d'écrire leurs réponses sur un questionnaire pendant la discussion. Y a-t-il une raison quelconque pour laquelle vous ne pourriez pas participer ?

- Oui 1 **REMERCIER ET TERMINER**
- Non 2

NOTE: TERMINER SI LE RÉPONDANT MENTIONNE UN PROBLÈME VISUEL OU AUDITIF, UN PROBLÈME À ÉCRIRE OU A S'EXPRIMER, UN PROBLÈME À COMMUNIQUER DE FAÇON EFFICACE.

IMPORTANT:

La session durera un maximum de 2 heures et aura lieu à midi et inclura un léger dîner. Nous demandons aux participants d'arriver 10 minutes à l'avance. Est-il possible pour vous d'être présent 10 minutes avant le début de la rencontre?

- Oui 1
- Non 2 **TERMINER**

On demande à tous les participants de cette étude d'apporter avec eux une pièce D'IDENTITÉ AVEC PHOTO. Êtes-vous en mesure d'avoir une pièce d'identité avec vous?

- Oui 1
- Non 2 **TERMINER**

Si vous portez des lunettes pour lire ou utilisez une prothèse auditive, veuillez les apporter avec vous.

Le groupe de discussion durera 2 heures et nous remettrons à chaque participant la somme de 125.00 \$ en argent comptant en guise de remerciement pour sa participation. Je dois aussi vous dire que comme procédure normale pour un groupe de discussion, la rencontre sera enregistrée sur bande audio et que des membres de l'équipe de recherche observeront la discussion d'une salle voisine puisqu'ils ont un intérêt sur le sujet. Tout ce que vous direz restera strictement confidentielle.

[] **COCHER AFIN D'INDIQUER QUE L'ÉNONCÉ A ÉTÉ LU AU RÉPONDANT**

DURÉE: 2 HEURES

15047 / PN 6049

QUESTIONNAIRE JEUNES

Brouillon 2

Nom du répondant: _____

de téléphone à la maison: _____

de téléphone au travail: _____

Groupe #: _____

Recruteur: _____

RECRUTER 10 PAR GROUPE

OTTAWA GROUPE 1 JEUDI 1ER FÉVRIER FUMEURS À 17H30	OTTAWA GROUPE 2 JEUDI 1ER FÉVRIER NON – FUMEURS À 19H30	HALIFAX GROUPE 3 LUNDI 5 FÉVRIER FUMEURS À 17H30	HALIFAX GROUPE 4 LUNDI 5 FÉVRIER NON-FUMEURS À 19H30
EDMONTON GROUPE 5 MERCREDI 7 FÉVRIER FUMEURS À 17H30	EDMONTON GROUPE 6 MERCREDI 7 FÉVRIER NON – FUMEURS À 19H30	MONTRÉAL GROUPE 7 JEUDI 8 FÉVRIER FUMEURS À 17H30	MONTRÉAL GROUPE 8 JEUDI 8 FÉVRIER NON-FUMEURS À 19H30

Bonjour/Bonsoir, mon nom est _____ de Research House Inc. Nous vous appelons aujourd'hui car nous souhaitons inviter des personnes pour participer à un groupe de discussion que **nous menons actuellement pour le Gouvernement du Canada**. Votre participation à cette recherche est entièrement volontaire et votre décision d'y participer ou non n'affectera en rien les interactions que vous pourriez avoir avec le gouvernement. Toute information recueillie, utilisée et/ou dévoilée ne sera utilisée qu'à des fins de recherche seulement et seront traitées conformément aux exigences de la Loi sur la protection des renseignements personnels. La session durera un maximum de 2 heures et vous recevrez un montant en argent en guise de remerciement pour votre participation. Nous organisons des groupes de discussion avec des participants de 16 à 19 ans. Puis-je avoir votre permission pour parler à quelqu'un dans votre foyer qui est dans ce groupe d'âge?

Oui – **CONTINUER**
Non – **TERMINER**

SI UN NOUVEAU RÉPONDANT EN LIGNE RÉPÉTER L'INTRODUCTION / SI MÊME RÉPONDANT CONTINUER

1. Puis-je avoir votre âge exact, svp. _____ **INSCRIRE**

- Moins de 16 ans..... 1 – **TERMINER**
- 16 à 17 ans..... 2 – **CONTINUER**
- 18 à 19 ans..... 3 – **CONTINUER**
- Plus de 19 ans..... 4 – **TERMINER**

2a. Est-ce que vous ou un membre de votre foyer ou famille immédiate est employé dans l'un des domaines suivants:

	2a	2b (Déjà)
	Non	Oui
	Non	Oui

- | | | | | |
|---|-----|-----|-----|-----|
| Département/Agence du gouvernement fédéral, provincial ou municipal | () | () | () | () |
| Industrie du tabac (Manufacturier, grossiste, distributeur ou détaillant) | () | () | () | () |

SI 'OUI' À UNE DES MENTIONS CI-DESSUS – REMERCIER ET TERMINER

2b. Est-ce que vous ou un membre de votre foyer à déjà été employé dans...?

Statut de tabagisme

3. Nous voulons inviter des fumeurs et des non-fumeurs pour discuter sur des questions reliées au tabagisme. Actuellement, fumez-vous des cigarettes (usinées ou roulées à la main) à tous les jours, à l'occasion ou pas du tout?

- Tous les jours..... 1 (Qualifie comme fumeur)
- À l'occasion (moins que tous les jours)..... 2 (Qualifie comme fumeur) Max 3 par session dans les groupes fumeurs
- Pas du tout 3 (Qualifie comme non-fumeur)

DEMANDER AUX FUMEURS ÂGÉS DE 18 À 19 ANS:

4. Quel âge aviez-vous lorsque vous avez commencé à fumer? _____ ans

EDMONTON: SI ÂGÉ DE 18 OU 19 ANS TERMINER / AUTRES CONTINUER

AUTRES VILLES: SI ÂGÉ DE 19 ANS TERMINER / AUTRES CONTINUER

DEMANDER AUX NON-FUMEURS – MIXTE DE NON-FUMEURS ET FUMEURS POTENTIELS DANS LES GROUPES NON-FUMEURS:

5. Avez-vous déjà essayé de fumer ou sérieusement pensé à essayer de fumer?

- Oui.....1- FUMEUR POTENTIEL
- Non.....2
- NSP/PR3

6. Au cours du prochain mois, pensez-vous essayer de fumer?

- Oui.....1- FUMEUR POTENTIEL
- Non.....2
- NSP/PR3

SI NSP/PR À LA Q5 ET Q6, TERMINER

DEMANDER À TOUS

7. INDICUER: Femme MIXTE DANS TOUS
 Homme LES GROUPES

8. Actuellement, êtes-vous un étudiant ou étiez-vous un étudiant au cours des six derniers mois?

- Oui..... 1
- Non..... 2

9. Comme nous devons parler à des personnes de différents horizons, pouvez-vous me dire à laquelle des catégories suivantes correspond le revenu annuel total de votre foyer avant impôt? Diriez-vous être.....

- Moins de 25,000\$.....1|
- 25,000\$ - 29,999\$.....2|
- 30,000\$ - 39,999\$.....3| - ASSURER UN BON PARTAGE DANS CHAQUE GROUPE
- 40,000\$ - 54,999\$.....4|
- 55,000\$ - 90,000\$.....5|
- 91,000\$ et plus.....6|

10. Quel est le dernier niveau de scolarité que vous avez complété ?

- Moins que le secondaire (moins que la 10e année)1
- Secondaire en partie seulement.....2
- Secondaire complété.....3
- Post-secondaire.....4

Les prochaines questions font appel à votre imagination. Amusez-vous avec ces questions et sentez-vous à l'aise de répondre ce que vous voulez car il n'y a pas de bonnes ou de mauvaises réponses.

11. Vous devez créer un nouveau jeu appelé 'sac-à-dos'. Décrivez le jeu et comment il serait joué.

12. Veuillez me donner le titre d'une chanson qui décrit le genre de journée que vous avez passé aujourd'hui?

<input type="checkbox"/> RÉPOND SPONTANÉMENT
<input type="checkbox"/> TRÈS SÛRE DE LUI/ELLE-MÊME
<input type="checkbox"/> ENTHOUSIASTE
<input type="checkbox"/> ENTREPREND UNE BONNE CONVERSATION

NOTE: FAIRE EXTRÊMEMENT ATTENTION AUX RÉPONSES DES RÉPONDANTS – RECHERCHEZ DES RÉPONSES COMPLEXES ET CRÉATIVES ET NON PAS SEULEMENT DES RÉPONSES DÉNUÉS DE SENS. RECHERCHER DES PERSONNES QUI ONT DE L' IMAGINATION ET UN SENS DE LA CRÉATIVITÉ / PARTICIPATION.

Antécédents sur les groupes de discussion

13. Au cours des 12 derniers mois, avez-vous participé à un groupe de discussion ou une entrevue qui était arrangé à l'avance pour lequel vous avez reçu une petite somme d'argent?

- Oui 1 (REMERCIER/TERMINER)
- Non 2 CONTINUER

14. Combien de fois avez-vous participé à un groupe de discussion ou une entrevue arrangé à l'avance?

- Jamais 1 PASSER À LA PROCHAINE QUESTION
- Une ou deux fois 2 CONTINUER
- Trois fois ou plus 3 (REMERCIER/TERMINER)

15. Avez-vous été invité à participer à un autre de ces groupes de discussion ou entrevues prochainement?

- Oui.....1 - TERMINER
- Non.....2

16. On demande parfois aux participants dans un groupe de discussion d'écrire leurs réponses sur un questionnaire pendant la discussion. Y a-t-il une raison quelconque pour laquelle vous ne pourriez pas participer ?

- Oui.....1 - TERMINER
- Non.....2

NOTE: TERMINER SI LE RÉPONDANT MENTIONNE UN PROBLÈME VISUEL OU AUDITIF, UN PROBLÈME À ÉCRIRE OU A S'EXPRIMER, UN PROBLÈME À COMMUNIQUER DE FAÇON EFFICACE.

IMPORTANT:

Le groupe de discussion durera 2 heures mais nous demandons aux participants d'arriver 10 minutes à l'avance. Est-il possible pour vous d'être présent 10 minutes avant le début de la rencontre?

- Oui.....1
- Non.....2 - TERMINER

On demandera à tous les participants de cette étude de montrer une pièce D'IDENTITÉ AVEC PHOTO. Si vous n'avez pas cette pièce d'identité, vous ne pourrez pas participer à ce groupe et vous ne serez pas rémunéré. Êtes-vous en mesure d'avoir une pièce d'identité avec vous?

- Oui 1
- Non 2 TERMINER

Si vous portez des lunettes pour lire ou utilisez une prothèse auditive, veuillez les apporter avec vous.

Le groupe de discussion durera 2 heures et nous remettrons à chaque participant la somme de 60.00 \$ en argent comptant en guise de remerciement pour sa participation. Je dois aussi vous mentionner que les groupes seront enregistrés sur audio pour les raisons de la recherche et que des membres de l'équipe de recherche observeront la discussion d'une salle voisine. Tout ce que vous direz restera confidentiel.

[] COCHER AFIN D'INDIQUER QUE L'ÉNONCÉ A ÉTÉ LU AU RÉPONDANT

DURÉE: 2 HEURES

OTTAWA GROUPE 1 JEUDI 1ER FÉVRIER FUMEURS À 17H30	OTTAWA GROUPE 2 JEUDI 1ER FÉVRIER NON – FUMEURS À 19H30	HALIFAX GROUPE 3 LUNDI 5 FÉVRIER FUMEURS À 17H30	HALIFAX GROUPE 4 LUNDI 5 FÉVRIER NON-FUMEURS À 19H30
EDMONTON GROUPE 5 MERCREDI 7 FÉVRIER FUMEURS À 17H30	EDMONTON GROUPE 6 MERCREDI 7 FÉVRIER NON – FUMEURS À 19H30	MONTRÉAL GROUPE 7 JEUDI 8 FÉVRIER FUMEURS À 17H30	MONTRÉAL GROUPE 8 JEUDI 8 FÉVRIER NON-FUMEURS À 19H30