

Kay Scott Associates Qualitative Research & Consultancy

“Need a fag, need a fag”

Smoking and Young People

Report on six qualitative discussion groups

Prepared for:

Action on Smoking and Health

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APPENDICES: recruitment questionnaire, citizen card, rating scale

A. BACKGROUND AND OBJECTIVES

ASH interested in learning more about:

young people's experiences of obtaining and smoking cigarettes

young people's views on BAT *Partnership for Change* ideas (Jan 00)

KSA commissioned to explore with young people:

current attitudes to smoking

access to cigarettes

awareness/understanding of tobacco industry

views on school involvement in smoking issue

response to 'citizen card' scheme and age raising proposals

B. RESEARCH PROCEDURE

Six group discussions with young people split north/midlands/south:

Age	Smoking status	Location
Yr 8 girls (12-13 yrs)	Occasional smokers	Newcastle
Yr 8 boys (12-13 yrs)	Nonsmokers	Birmingham
Yr 9 boys (13-14 yrs)	Regular smokers	Southampton
Yr 9 girls (13-14 yrs)	Nonsmokers	Newcastle
Yr 10 girls (14-15 yrs)	Regular smokers	Birmingham
Yr 10 boys (14-15 yrs)	Nonsmokers	Southampton

- six respondents per group, mix of parental SES in each group
- recruitment by local fieldworkers using contact questionnaire (see appendix)
- fieldwork 26-29 June 2000, moderator Kay Scott
- stimulus material: *Citizen cards* and video examples of US advertising directed at young people/smokers

C. OVERVIEW

- 1.** Cigarette smoking retains a strong appeal amongst young people, and social pressures to smoke are strong. For many young smokers, the thrill of ‘flouting the rules’ by buying cigarettes under age and smoking them at school seems to be part of the appeal of cigarettes.
- 2.** Young people who wish to smoke have little difficulty in obtaining cigarettes. Most know shops that will sell cigarettes to under 16s, and those who do experience difficulty have developed strategies for overcoming them. Many young smokers rely on older friends to buy cigarettes for them, or buy cigarettes at school.
- 3.** Young people anticipate that ID cards for 16 year-olds designed to restrict access to cigarettes are likely to have a limited impact on smoking amongst the under-16s. Many suspect that cards will not be systematically checked, and that faking ID (to a level at which shop assistants will be satisfied) will not be difficult. Moreover, buying cigarettes from older associates/at school will enable them to circumvent the need for ID.
- 4.** Young people suspect that raising the legal cigarette purchasing age from 16 to 18 years is likely to make access to cigarettes slightly more difficult for the very young. However, 13 and 14 year-olds often report that they are able to obtain alcohol relatively easily by asking older friends to buy. Moreover, some young people feel that raising the legal purchasing age may increase the appeal of cigarettes by positioning them as an even more ‘adult’ product.
- 5.** Amongst young people, awareness and understanding of the tobacco industry is extremely low. Commercials that seek to ‘expose’ the profit motive of those involved in promoting tobacco seemed to have little impact on smokers; arguably, such campaigns might be more effective in strengthening the resolve of nonsmokers. Both groups expressed considerable interest in commercials that use real people to convey the emotional impact of smoking related disease.

D. SUMMARY OF MAIN FINDINGS

1. Young people and smoking

- Experimentation with cigarettes when 10/11/12 years very common
 - By 14/15 yrs, cigarette smoking is much less of an issue: other substances (alcohol, drugs) are the focus of attention
 - Image of smoking/smokers (cool, hard) appeals, particularly to those with rebellious streak
 - Experimentation motivated by curiosity, thrill seeking, desire to impress peers or older acquaintances, to fit in with others – cigarettes still widely seen as imbuing ‘street cred’
 - Adoption of regular smoking habit encouraged by perceived role of cigarettes as social bonding tool, boredom and/or stress reliever: for many, cigarette smoking punctuates the school day
 - Amongst smokers, health risks known but rarely considered, seem remote
 - fatal consequences of smoking more salient than suffering it can cause
 - cost of cigarettes often a much more salient concern than health effects
- but
- smoking has many perceived advantages in short term (relieves boredom, relieves stress, relieves social anxiety, boosts social confidence etc)
- also
- many young smokers feel they are addicted, *unable* to stop

QUOTES ON YOUNG PEOPLE AND SMOKING

Once your friends start smoking, it's quite hard not to because they're always around and asking you, "do you want a cigarette?" ...and I suppose you're curious really, aren't you?

yr 9 girls, 13-14 yrs, nonsmokers, Newcastle

I think it's because everyone else smokes around you, all your mates. That's how I started...you don't want to be different, the odd one out

yr 8 girls, 12-13 yrs, smokers, Newcastle

I know kids my age who do all manner of drugs from anything like cannabis all the way up to trips, and it's just because kids are so bored...there's so little to do

yr 10 boys, nonsmokers, Southampton

The difference between smoking when you're younger and when you're older is that when you're younger, it's a kind of boost to your ego if they say – "You smoke, I'll meet you up the field" ...and you meet a whole new group of friends – it's part of the social life

yr 10 boys, nonsmokers, Southampton

The reason I smoke at school is because of all the stress – because all of us, we're in loads of trouble so we just smoke because it calms us down. It calms me down.

yr 8 girls, 12-13 yrs, smokers, Newcastle

I see some of my friends and they say, "I'm dying for a fag and they are...they're not just putting it on...they're pale and edgy, they snap...you can see it in their face

yr 10 boys, nonsmokers, Southampton

I think the hardest time is now, because we're always out at parties and it's something new but I think after a while the excitement (of smoking) will wear off

yr 8 girls, 12-13 yrs, smokers, Newcastle

When you're younger it's sort of a thrill ride more than anything... It's not really as much of an issue now – we all know about it, most of us have tried it and we've all decided whether we want to do it or not...everyone I hang around with knows that (I don't smoke) now and they accept it

yr 10 boys, nonsmokers, Southampton

It's just a growing up thing...but you get hooked as well. And everybody smokes when they're drunk

yr 10 girls, 14-15 yrs, smokers Birmingham

2. Access to cigarettes

In all 3 locations, there was widespread agreement that cigarettes are not difficult to obtain. Many shops reportedly take a relaxed view re buyer age:

- particularly true of small independent 'corner shops'
- outlets of retail chains *generally* thought more discerning – will challenge customer and (if in doubt) some request proof of age
- Difficulty of establishing customer age acknowledged, but young people are of opinion that shop staff often knowingly sell to under 16s
 - Keen to make a sale
 - Anxious to avoid confrontation/reprisals
 - Likelihood of prosecution very low

Whatever the attitude of staff in shops, there was a general consensus amongst the young that there are many other ways of obtaining cigarettes:

- Youngest smokers often ask older friends or siblings to buy them – reward for this known as '*buyer's rights*' (1 from pack of 10, 2 from 20)
- Cigarettes can also be bought in playground for 20-30p per cigarette (or more if buyer is desperate): selling to schoolmates reportedly common, some young smokers use as way of funding next packet
- Scrounging/stealing from parents, friends, older siblings
- Vending machines in clubs etc also occasionally used, but only if no other option because only 16 in packet which would normally contain 20

NB

- Not uncommon for young people to use lunch money to buy cigarettes and skimp on food

QUOTES ON ACCESS TO CIGARETTES

Where I used to live, there was this thing called the Van, this green van that used to go round and have sweets and shit for the kids and like fags for the adults...they let you buy the fags

yr 9 boys, 13-14 yrs, smokers, Southants

Where our school is, you've got two shops over the road and then you've got one up the road...people go up there and hang around and when they see older people, they give them the money to buy fags

yr 8 boys, 12-13 yrs, nonsmokers, Birmingham

You can go to Alldays and you'll still be in your full school uniform, your tie and jumper, and go in with your bag and you can say 'I'll have two packets of cigarettes' and they'll still serve you because they know "He'll nearly be old enough and we'll get a couple of quid off him"

yr 10 boys, 14-15 yrs, nonsmokers, Southants

On the TV, they sent a 14 year old kid in to get cigarettes and drink and things like that and only 2 out of 15 asked the age...the rest didn't even bother

yr 9 girls, 13-14 yrs, nonsmokers, Newcastle

What I do is buy a pack of fags and then sell 5, smoke 5 and you've got another £2...we sell them at about 40-50p each, that's how much they pay at our school

yr 9 boys, 13-14 yrs, smokers, Southants

3. Cigarette Brands and Tobacco Manufacturers

In this sample, the brands most commonly smoked were Lambert & Butler, Sovereign and Benson & Hedges.

Reasons underlying brand choice were not explored in great depth. However, young people were evidently very price sensitive, and cost was often a major factor. 'Lamberts' and Sovereign were said to be popular because they were relatively inexpensive and widely available in packs of 10. B&H were generally regarded as slightly 'posher' cigarettes with a better taste than Lamberts or Sovereign. Like Lamberts and Sovereign, B&H were often regarded as satisfyingly strong.

Embassy No 1, Mayfair, and Silk Cut were also mentioned. These brands were generally regarded as milder tasting, and boys – who wanted to be seen to be smoking a 'strong' brand - tended to dismiss them for this reason. Some girls acknowledged that they preferred the milder taste of these brands, but others rejected this stereotyping. B&H seemed to be popular amongst both sexes.

Many respondents – particularly boys - were dismissive of all 'light' cigarettes, which they criticised as lacking in taste and 'hit'. Several young people commented that, if they smoked 'lights', they tended to smoke more cigarettes than normal.

When knowledge of cigarette manufacture was probed, it was evident that the majority of respondents had a very limited understanding of the tobacco industry. Most acknowledged that they had never previously considered the issue. Many young people supposed that the names of the cigarette brands were the names of the manufacturing companies. Most had a vague idea that tobacco was grown in hot countries such as Africa and South America and sold to 'big factories' in richer countries that made the cigarettes. Of the 36 respondents, only one (budding politician) had a more focused awareness of the industry.

QUOTES ON BRANDS and MANUFACTURERS

I used to live in Northampton and everyone there smokes Lamberts because they're cheap, and I said "I smoke Sovereign and B&H" and they go, "Oh, they're well strong"

yr 9 boys, 13-14 yrs, smokers, Southants

Sovereign are really cheap and they're the worse for you... Basons are the posh ones – still strong but not so rough, a better taste – they've got lots of filters in them

yr 9 boys, 13-14 yrs, smokers, Southants

Sovereign are more of a boy's fag... Most girls smoke either Silk Cut or Mayfair..and Superking Lights. They lob them, just sit there like that (puts hand in the air)...I don't reckon they like smoking because they just look at it for half an hour

yr 9 boys, 13-14 yrs, smokers, Southants

I think Benson are too strong – they're stronger than what I smoke (Embassy)...Lamberts are rough, they don't taste very nice

yr 10 girls, 14-15 yrs, smokers Birmingham

The industry is so big, the multimillion corporations...you see them in order of the most expensive and tobacco is right at the top

yr 10 boys, 14-15 yrs, nonsmokers, Southants

Q: What difference does it make if the cigarettes have 'light' on the packet?

It's like smoking fresh air, you can't taste nothing when you smoke them.

I did it for a while when I was trying to give up, but I was just smoking more then

yr 10 girls, 14-15 yrs, smokers Birmingham

People say that lights make you smoke less but they make you smoke more...it's just like breathing...

That's right – you smoke a whole pack at a time!

yr 9 boys, 13-14 yrs, smokers, Southants

4. Smoking and schools

A wide range of schools – both state and private – were represented in the sample. Almost all recalled that they had received some education about smoking in PSE, Lifeskills and/or science lessons. Smokers were often very dismissive of such inputs, and most nonsmokers also felt that school attempts to encourage pupils not to smoke tended to fall on deaf ears.

Young smokers often felt that teachers were unhelpfully judgemental about smoking, and only interested in smoking as a discipline issue (rather than because they were concerned about their pupils' health).

Almost all respondents reported that, although officially banned, smoking on school premises (and buying/selling cigarettes) was commonplace. Whether a person smoked or not was often said to be a major factor in determining who socialised with who: typically, outside lesson time, smokers would congregate in an unofficial smoking area (eg behind the sports hall) away from other pupils. Look-outs would often be posted to check for teacher patrols. For some young smokers, the thrill of evading detection was reported to be part of the appeal of smoking.

*It's the same every day: one before school, one at break,
two at lunch and one on the way home*
yr 9 boys, 13-14 yrs, smokers, Southants

*They (smokers) have a look out and as soon as they see a
teacher, within seconds all the kids there are gone. It's a
laugh, if you're down there and a teacher comes – it's like,
yeah man, we beat the teachers. That's one of the reasons
they do it – the smoking for a start, and that they're
actually smoking on school property...it's the adrenalin*
yr 10 boys, 14-15 yrs, nonsmokers, Southants

With the exception of a minority of pupils from small private schools, most young people in this sample felt that teachers were fighting a losing battle against smoking in schools, particularly as they had no authority to search schoolbags. The usual punishment for smoking (a letter home to parents) was not regarded as an effective deterrent. In one school, it was exclusion.

5. Smoking and Mobile Phones

The mobile phone issue was discussed when time allowed. Ownership of mobile phones was considered to be the norm amongst young people, and many respondents reported that they owned a phone.

Mobile phones seemed to have both functional and image benefits. They were often used as a hand-held game console and text messaging device as well as a phone. Text messaging was generally considered to be the 'cool' way to keep in touch with friends.

Phone ownership was said to be very common amongst both smokers and non-smokers: if anything, respondents thought that (image conscious, streetwise) smokers were more likely to own phones than those who did not smoke.

However, there were obvious similarities in the roles of phones and cigarettes:

- phones were thought to imbue the owner with 'street cred'
- phones were aspirational: for young adults (not young kids)
- phones were officially banned at school (but widely used)
- phones could serve as a social prop and boredom reliever

Several respondents acknowledged that they would fiddle with their phone (eg send a text message or play 'snake') if they felt self-conscious (eg when waiting for a bus alone).

*When you're just sitting by yourself or something, say
you're on the bus or the metro, you just get your phone out
and play on the games or something*
yr 9 girls, 13-14 yrs, nonsmokers, Newcastle

6. Changing the age at which cigarettes can be purchased

In all six groups, there was a general consensus that changing the legal age at which cigarettes can be sold to from 16 years to 18 years is likely to have relatively little impact on the consumption of cigarettes by the young people. Most pupils felt that such legislation would make it more difficult for young smokers – particularly the very young who might just pass for 16 but not for 18 – to obtain cigarettes in the shops that tried to enforce current legislation diligently. However, there was general agreement amongst young smokers that:

- many shop assistants (particularly the small independents and shops not near to schools) would not bother too much about checking age because they did not particularly fear the consequences and wished to avoid hassle/confrontation
- more ‘responsible’ shops who tried to observe the law would have difficulty in doing so, because of the difficulty in determining age
- very young smokers (11-13 yrs) who would potentially be most effected by the change would be able to obtain cigarettes by other means:
 - asking older friends/siblings to buy them
 - asking someone who *looks* older to buy them
 - buying cigarettes in the playground
 - stealing or scrounging cigarettes

Some respondents also felt that raising the age at which it was legal to purchase cigarettes was likely to strengthen the appeal of smoking to young people, because it positioned them as a more ‘adult’ (and therefore more desirable) product. For this reason, a few respondents suggested that the age at which cigarettes could legally be purchased should be *lowered* rather than raised.

Several young respondents pointed out that they were able to obtain alcohol (also officially banned from sale to under 18s) with comparative ease by asking older people to buy it for them.

There'll be people who are over 18 who will buy cigarettes, and then sell them for the same price or more to kids who are trying to get them

yr 9 girls, 13-14 yrs, nonsmokers, Newcastle

I don't think it would make any difference...we get drunk and all that and we're not 18, so we can just as easy get cigarettes.

yr 10 girls, 14-15 yrs, smokers Birmingham

For drinking the age is 18, but my friends can still get drink...at 13 they can still get all the drink

yr 9 girls, 13-14 yrs, nonsmokers, Newcastle

That would make people want them more... it's the idea that you're not supposed to have them... "I'm not supposed to touch that, so I'm going to go and get some"

yr 9 girls, 13-14 yrs, nonsmokers, Newcastle

If they were to lower the age, I think it would make a big effect, definitely... I reckon it would be real good. If kids were allowed to do it at a young age, it wouldn't go down well with parents to start with, but I really think it would work.

yr 10 boys, 14-15 yrs, nonsmokers, Southants

It might decrease a little bit because people who look 16 now, but they don't look 18, it might decrease in that way...but they'll just get it in other ways

yr 8 girls, 12-13 yrs, smokers, Newcastle

I think the level would stay about the same, because I think some people would start because they weren't allowed

yr 8 girls, 12-13 yrs, smokers, Newcastle

It probably wouldn't discourage them, it would make them more keen to try it...when you're told not to do something, you want to do it more!

yr 10 girls, 14-15 yrs, smokers Birmingham

7. Identity cards/Citizen Cards

Respondents were invited to comment on the appeal and perceived effectiveness of ‘Citizencards’, the ID cards which are intended to provide retailers with proof of age. Example Citizencards (see appendix) were shown in the groups. None of the young people in the three research areas had encountered Citizencards before, but the concept of ‘ID’ was one with which most seemed familiar. An increasing number of organisations (nightclubs, off licences, bus companies, colleges, workplaces) were said to require some form of ID as proof of age and/or identity. Several respondents claimed to have seen ID application forms for 18 year-olds in off-licences (Threshers) or post offices.

The concept of ID was generally quite appealing, particularly to those who looked unusually young for their age or - in the case of public transport users - unusually old for their age. However, respondents were generally quite sceptical about the likelihood of ID being an effective measure with which to restrict underage access to cigarettes. Reasons were as follows:

- the system would not be universally **implemented**: respondents suspected that ‘smoker-friendly’ shop assistants were unlikely to insist on seeing ID because they would wish to avoid ‘hassle’ and/or were not particularly concerned about selling cigarettes to under 16s
- some young smokers would obtain **fake ID cards**: these were said to be relatively easy to obtain via school contacts (computer whizzkids), magazines or the internet: even if the fake IDs were not exactly identical to the real cards, respondents felt that many shop assistants would be satisfied with something that *looked* like official ID
- as with raising the legal age, many young people argued that it would be easy to get **older friends or siblings** to buy cigarettes for them in exchange for “buyer’s rights”

One nonsmoking respondent also expressed concern that giving young people an ID card at 16 might be perceived as an *endorsement* of cigarettes for over 16s.

QUOTES ON PROPOSED ID CARD SCHEME

It would be good when you get the first challenge for the first time, you can actually bring out a proper ID and say 'stick it'

yr 10 boys, 14-15 yrs, nonsmokers, Southants

It would make it more difficult in the shops round the school if they knew that schools were dishing them out, but the ones in town probably wouldn't bother to check – and the little corner shops...they just want the money

yr 9 boys, 13-14 yrs, smokers, Southants

All the schools in our area have them (fake IDs); people will get them and leave the photograph blank and they put their name and age in and sell them to people for a fiver and you put your own photo in...and people who are 18 go and get ID cards and then they sell them for a fiver to people who are under age and you just cut the photograph out and put yours in.. then you can get cigarettes and alcohol and go clubbing

yr 8 girls, 12-13 yrs, smokers, Newcastle

If you go into the back of your FHM, you can send away for an ID...for £20 you can get the kit...makes about 3 IDs, hologrammed, laminated, the lot! My mate at school has got one and it looks really realistic

yr 10 boys, 14-15 yrs, nonsmokers, Southants

You can order them off the internet – go to Yahoo and enter 'fakeID' and it shows you about 100 sites

yr 9 boys, 13-14 yrs, smokers, Southants

Where my mum works, a girl that I know, if I wanted ID I'd just ask her boyfriend because he makes them and sells them to people

yr 9 boys, 13-14 yrs, smokers, Southants

Somebody at 16 may never even have thought about it (buying cigarettes), but as soon as they get this card through, they'll think, hey...and then basically just get hooked

yr 10 boys, 14-15 yrs, nonsmokers, Southants

8. Views on involvement of tobacco industry in campaigns to restrict young people's access to cigarettes

In the older groups (yr 10s), respondents were invited to comment on the involvement of the TMA in the sponsorship of schemes such as Citizencard. Perhaps unsurprisingly, one group found it difficult to grasp the idea. In the other group (which was a particularly articulate group of yr 10 boys) the involvement of cigarette manufacturers in Citizencard was viewed with considerable cynicism.

Q: Why do you think tobacco companies would be offering to sponsor something like this?

It will make them look like they're not such a bad thing... cigarette companies: "we're trying to help the situation' to make you think "it's not so bad then, at least they're trying'..."

Some of them also know that if you give the ID cards the kids are going to be more inclined to get the fake ID cards to still get the cigarettes, so they're doing this to make themselves look better but they're still going to get the profits because the kids who are into it don't listen to the rules

Yr 10 boys, 14-15 yrs, nonsmokers, Southants

9. Recall of 'antismoking' campaigns

Most respondents could not recall any specific 'antismoking' advertisements or campaigns. However, several young people recalled an Australian antismoking commercial shown on 'Tarrant on TV' which was said to have used both humour and shock tactics (see over).

A few respondents also recalled the recent British Heart Foundation TV advertising, which placed considerable emphasis on smoking.

When asked about elements that would be important to a successful antismoking campaign, most respondents suggested that the advertising should

- be gory and hardhitting
- convey the emotional toll of smoking-related disease.

It's like you see on Tarrant on TV, some of the hard hitting ads they show in Australia, they are really hard like that one who looks like they're having a proper heart attack and proper lung failures...they're having coughing fits and then you see their lungs and they are black as anything...it hits you so hard

yr 10 boys, 14-15 yrs, nonsmokers, Southants

I'd have the family and emotional stuff...tubes and things like that...it's terrible that you have to show people dying to get the message across, but it's the only way

yr 10 girls, 14-15 yrs, smokers Birmingham

Some smokers, however, were more doubtful about the impact of this (or any other) advertising approach.

There was this girl who died of Ecstasy and they've got phone cards with her face on it, and you hear about all that and how young she was but still people do it, so it doesn't really stop people...it's not going to stop them from smoking either

yr 10 girls, 14-15 yrs, smokers Birmingham

10. Response to examples of US ‘antismoking’ advertising

In Southampton and Newcastle, several examples of American TV antismoking commercials were shown to respondents at the end of the groups to explore responses to different strategies. The order in which the advertisements were shown was rotated, and after each commercial respondents were asked to rate and briefly comment upon the commercial. The rating scale (see appendix) was intended to provide an anchor for respondents’ comments, rather than a definitive assessment of the impact of each commercial. Bar charts showing the ratings for each commercial can be found overleaf.

Responses to the commercials shown were generally consistent with the views reported in section (9) above. Most young people rated the commercials featuring people who were dying (or had died) from smoking-related disease relatively highly. Both *Cowboy* and *Janet* were thought to be relatively thought-provoking communications, particularly as they featured real people.

That’s scary. She’s like the ‘Scream’ person. And you have to keep concentrating to hear what she is saying.
yr 8 boys, 12-13 yrs, nonsmokers, B’ingham

The most powerful aspect of *Janet* was thought to be her voice, although a few respondents questioned the authenticity of the commercial because Janet *looked* so healthy. Several respondents felt that these commercials – particularly *Janet* - were not visually shocking enough.

Responses to *Cinema* were very mixed. In general, boys were keener on this commercial than girls. Boys generally enjoyed the ‘macho’ style of the commercial, and appreciated the send-up of this genre more than girls.

I thought that was brilliant, it catches your attention all the way through. You think I could be one of those three million , another statistic
yr 10 boys, 14-15 yrs, nonsmokers, Southants

Response to *Publishing* was generally unenthusiastic. Most young people felt that this commercial was visually dull, and lacking in emotional impact.

Moreover, the core strategy (exposing people and organisations who make money out of cigarette manufacture and promotion) was not thought to be particularly interesting or thought-provoking. To most respondents, it seemed obvious that cigarette companies and magazines were interested in making money – getting someone to admit this on the phone was not considered particularly shocking or impactful. Arguably, this may be because the war between the health lobby and the tobacco industry has a lower profile here than in the USA. As previous discussion had revealed, most respondents were relatively uninterested in the makers of cigarettes.

It doesn't take your mind...just didn't have anything to it...just two people talking into a phone
yr 8 boys, 12-13 yrs, nonsmokers, B'mingham

Rubbish. It's not going to make people stop smoking. It's just saying that people are only advertising tobacco because they make money
yr 10 girls, 14-15 yrs, smokers Birmingham

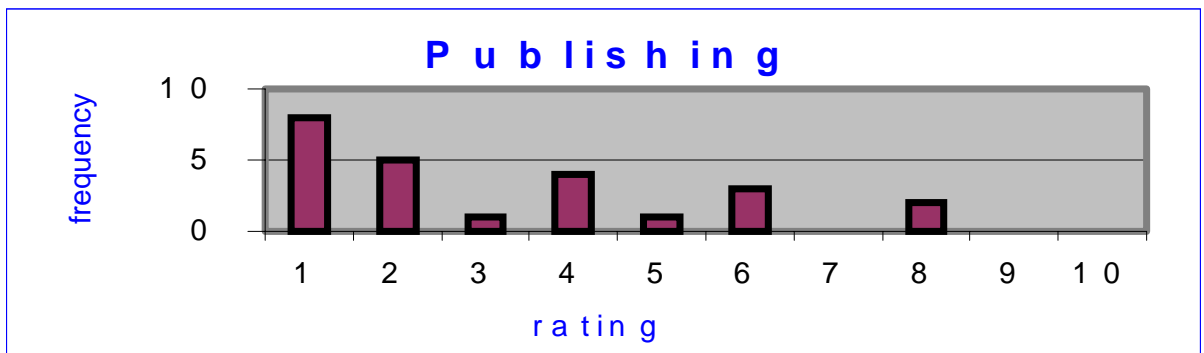
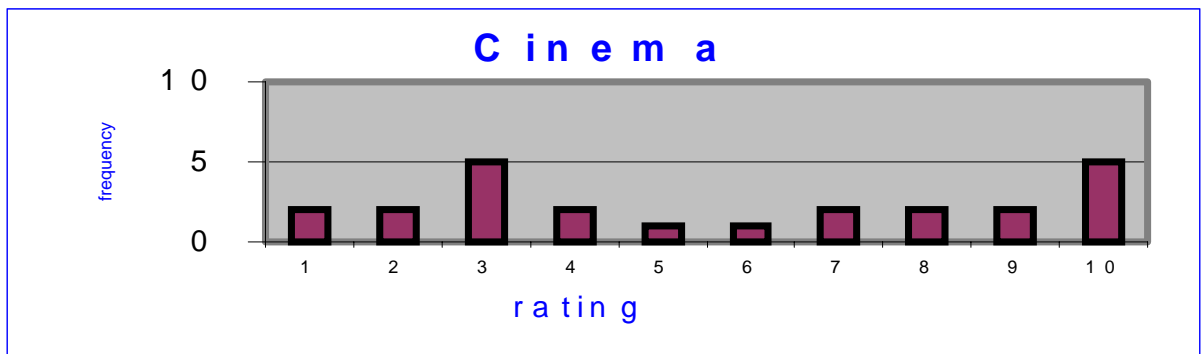
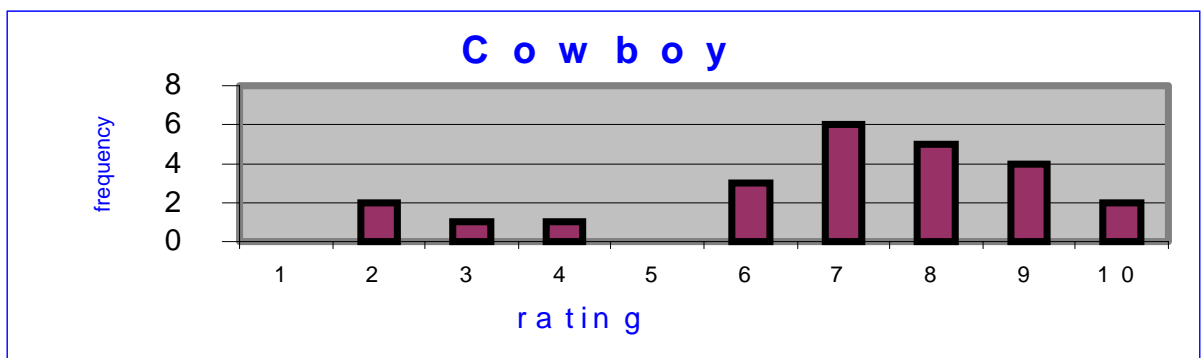
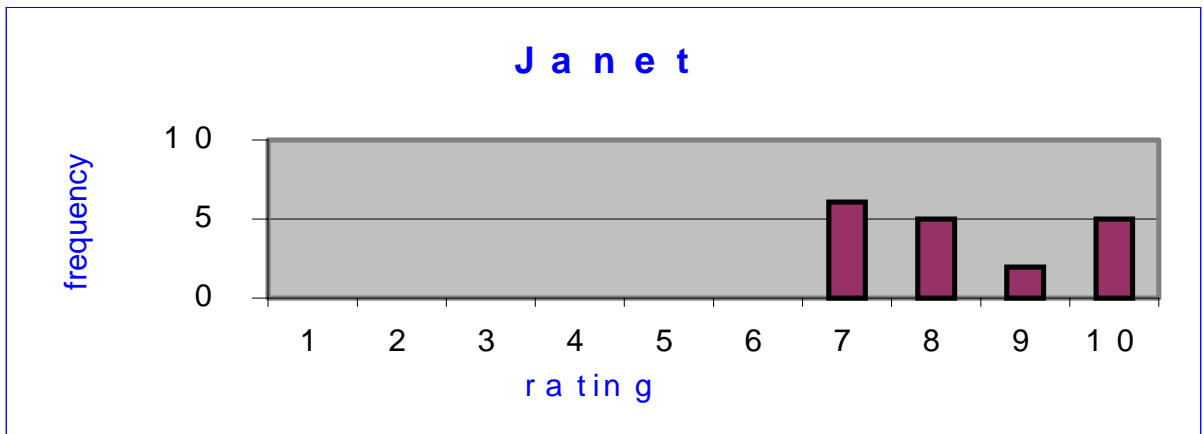
There were signs, however, that some smokers might respond to the 'exploitation' message if it was effectively conveyed.

It makes you feel like you're being taken for a mug though... they don't care about the person at all, they just care about the money they are getting
yr 10 girls, 14-15 yrs, smokers Birmingham

The concept of advertising *developed* by young people *for* young people had stronger appeal amongst nonsmokers than amongst smokers. Smokers seemed to be relatively unenthusiastic, perhaps because they anticipated that such campaigns would simply be another forum for nonsmoking 'goodies' (albeit young ones) to adopt the high moral ground.

With reference to future antismoking campaigns, it should be noted that young people generally disliked the label 'teenage', which was thought to have unhelpfully negative connotations (moody, antisocial, irresponsible etc). Most felt that the term 'young people' or simply 'people' was more acceptable.

Ratings of US antismoking advertising examples^a



^a

1 = this ad does not in any way make me think about smoking;
10 = this ad makes me stop and think about smoking

APPENDICES

Recruitment Questionnaire

Citizen Card

Rating scale for TV commercials

PROJECT ASH: SMOKING CAMPAIGNS & YOUNG PEOPLE

RECRUITER:

Hello. We are conducting some confidential research on young peoples' attitudes to smoking. Would you mind answering a few questions?

1. Which school year are you in? YEAR 8 (12-13 yrs) YEAR 9 (13-14 yrs) YEAR 10 (14-15 yrs)

2. Which of the following statements best describes your experience of smoking? (SHOW CARD)
 - (a) I have never smoked CONTINUE TO Q3 FOR NON SMOKER GROUPS
 - (b) I have tried cigarettes, but I haven't had one for ages CONTINUE TO Q3 FOR NON SMOKER GROUPS
 - (c) I smoke cigarettes sometimes, but less than once a week GO TO Q4 FOR OCCASIONAL SMOKER GROUPS
 - (d) I smoke between 1 and 10 cigarettes in a week GO TO Q4 FOR REGULAR SMOKER GROUPS
 - (e) I smoke more than 10 cigarettes a week GO TO Q4 FOR REGULAR SMOKER GROUPS

3. (a) Do any of your close friends smoke? Yes () No ()
(b) Do any of your close family smoke? Yes () No () STOP IF NO TO BOTH (a) & (b)

4. Would you be willing to take part in a CONFIDENTIAL small discussion group with 5 other girls/boys of your own age about smoking? The project is being conducted on behalf of ASH (Action on Smoking and Health), who want to learn more about how young people feel about campaigns to discourage people from smoking. The person leading the discussion does not know your parents or teachers, and nothing you say will be reported back to them.
Yes () No ()

IF YES, EXPLAIN VENUE/DATE/TIME, NEED FOR PARENTAL CONSENT AND RESPONDENT FEE.

NAME

ADDRESS

TEL

OCCUPATION OF CWE

(please recruit a spread of SEG to each group)

EXAMPLE CITIZEN CARD



RATING SCALE FOR TV COMMERCIALS

THIS AD MAKES ME STOP AND THINK TWICE ABOUT SMOKING

10

9

8

7

6

5

4

3

2

1

THIS AD DOESN'T IN ANY WAY MAKE ME STOP AND THINK ABOUT SMOKING