

FG9
7 participants
New York State
March, 2012

Abbreviations: NTU= Never tobacco user; CTU=Current tobacco user; FTU=Former tobacco user

Facilitator: So my first question, I'm just talking in general about a grocery store, not any particular grocery store but a general grocery store. If I were to tell you that it had stopped selling tobacco products, why do you think it would do that?

#1 (Male FTU): To prevent cancer in the United States.

Facilitator: Okay.

#1 (Male FTU): Lung cancer.

Facilitator: Okay. All right.

#6 (Female FTU): To try and stop influencing kids with the images that they see, like Joe Camel and things like that that kids try to relate to cartoon wise.

Facilitator: Okay.

#3 (Male CTU): I was going to say values of the ownership.

Facilitator: Mm-hmmm.

#4 (Female NTU): Community pressures.

Facilitator: Mm-hmmm.

#2 (Female CTU): Just health benefits for people who smoke.

Facilitator: Trying to prevent them --

#2 (Female CTU): Prevent [them and measures].

Facilitator: Okay. Did you want to say --

Female Voice: No.

Facilitator: Okay. [laughter] All right. Now, thinking still in general about this general grocery store, if I told you it had stopped selling tobacco, do you think you would immediately think it was located in a particular area?

#6 (Female FTU): I think it de --

#5 (Female NTU): It d --

#6 (Female FTU): Go ahead.

#5 (Female NTU): I think it would because like, if you go to Wal -- I mean, Wal-Mart, you have to -- or NY_grocery_1, you've got to go in a certain line. So they probably still sell it because they know people buy it.

Facilitator: Mm-hmmm.

#6 (Female FTU): I wouldn't think in any certain area. It really depends on the ownership and, I think, their beliefs and how they feel rather than what area they cater to.

Facilitator: Okay. So it could be anywhere.

#2 (Female CTU): It could be more upscale maybe at first. If this was a blanket occurrence, you know, eventually. If many stores started doing it. But it might start with the upscale stores.

Facilitator: Why the upscale?

#2 (Female CTU): Just because of the business owners, I think the way they feel and the area and the pressure -- from the people in the neighborhood and things like that. [crosstalk]

#3 (Male CTU): But that could also be vice-versa though too because you can go down to [REDACTED], and they'll charge you a dollar more a pack. So I mean, I don't know how I'd feel about that because when we go down to the lake, and it'd be like \$10.35 with tax. And then, you'd go in really the middle of the city right around the corner and, you know, you're looking at \$10.75 to \$11 a pack. Just supply and demand most of the time, I think.

Facilitator: Okay.

#3 (Male CTU): But I'm an on-and-off smoker. I've been -- I'm 38 now. I started smoking when I was 27. I'm kind of biased too because I also worked for Philip Morris for two months.

Facilitator: Okay. [laughter]

#4 (Female NTU): It could also be profit driven. Maybe if they're not making as much, it's not as hard to stop selling. So depending on the area.

Facilitator: Okay. So when I -- when pe -- you mentioned upscale. Do you think that means fewer people smoke in those neighborhoods?

#2 (Female CTU): Could be, maybe in some areas. I think a lot of people seem to smoke in the city, I mean, just from what I've seen or if I've gone out. But that could be just a weekend thing. But I think, overall, more people seem to smoke that live closer to the city. It just seems like more of a thing to do.

Facilitator: Okay. So I'm n -- I don't know this area very well. So when you say closer to the city, does -- is the city considered like a less-nice area? Or is that a nice area?

#2 (Female CTU): It's more like apartments and --

#3 (Male CTU): Yeah.

#2 (Female CTU): Lots of stores --

#3 (Male CTU): A lot younger --

#2 (Female CTU): And pawn shops and --

#3 (Male CTU): Yeah.

#2 (Female CTU): Younger, kind of like you said.

#3 (Male CTU): Yeah. Students. A lot -- a lot of stuff going on here, you know.

Facilitator: Okay.

#3 (Male CTU): If you go out to like [REDACTED], for example, like, in NY_grocery_1 out there, they don't sell anything for cigarettes.

Facilitator: Okay.

#3 (Male CTU): But it's the same thing. It's like [REDACTED] too. So you get a c -- and you'll get s -- corner stores out there that don't sell either. So it's like vice versa.

Facilitator: Okay.

#6 (Female FTU): But I think in the city --

#3 (Male CTU): It's [based] ownership too though, you know.

#6 (Female FTU): In the city and like [REDACTED] -- places like that that have a lot of bars and clubs --

#3 (Male CTU): They're going to sell.

#6 (Female FTU): You'll see that more often.

#3 (Male CTU): Yeah.

#3 (Male CTU): I think, sometimes, alcohol is associated with smoking.

#3 (Male CTU): Oh yeah.

#6 (Female FTU): People put them together all the time.

#3 (Male CTU): Oh yeah.

Facilitator: Okay. So it sounds like it's a little unclear about the location of the store. It could be in a nice area or not. It just kind of depends.

#1 (Male FTU): But in [REDACTED] they were -- I think they ban already to smoke in bars or restaurants.

#6 (Female FTU): Yeah. But I mean --

#3 (Male CTU): Yeah.

#6 (Female FTU): I'm just talking about --

#1 (Male FTU): They ban already.

#6 (Female FTU): People that go to the bars.

#1 (Male FTU): [For] two years now.

#6 (Female FTU): And then, they'll go outside and smoke --

#1 (Male FTU): Well, they go outside --

#6 (Female FTU): Yeah. It's like the --

#1 (Male FTU): But you cannot smoke in bars --

#6 (Female FTU): Right. I think it's like they're connected though -- That, if you're drinking a lot -- A lot of people -- you know, people that don't normally smoke will --

#1 (Male FTU): Well, yeah, but have to go outside [the placement] --

#6 (Female FTU): Right. They'll go outside and smoke.

#3 (Male CTU): Yeah. That's another thing, too. Most of the times like if you go clubbing, you don't see the cigarette machines there anymore.

#2 (Female CTU): Even ash trays aren't outside.

#3 (Male CTU): Like when I grew up, you'd always have cigarette machines. Now, you don't -- when you go clubbing -- you barely see them. But I'm right in that bracket, you know -- Still go out once in a great while. You don't see them out there anymore. My friend owns a pub down the street. And he took it out, you know --

#6 (Female FTU): You used to see them in hotels.

#3 (Male CTU): The first month he owned the place. So.

#6 (Female FTU): In '99, I went to a hotel in [REDACTED], and they had one there.
But I haven't seen them in years before that.

Facilitator: So this is my last question about this just general grocery store that stopped selling. Do you think that a certain type of people might shop at that store? If I said, hey, this grocery store is not selling, would it bring to mind a certain class of customer? Or could it be anyone?

#3 (Male CTU): I think anyone.

Male Voice: Anyone. [crosstalk]

#6 (Female FTU): Yeah. [laughter]

Facilitator: Okay.

#7 (Male CTU): I think most people are going to food stores to buy food. Not to obtain cigarettes.

#3 (Male CTU): Right.

#7 (Male CTU): And I think that people that are buying cigarettes are probably going to look for the best prices --

#3 (Male CTU): Yeah.

Female Voice: Yeah.

#7 (Male CTU): Because it's risen so much in price.

#3 (Male CTU): Yeah. Four -- almost three to four dollars in the last year and a half.

#7 (Male CTU): So -- yeah. When I go food shopping -- when I go to NY_grocery_1, I'm not worried about buying cigarettes there.

#3 (Male CTU): No.

#7 (Male CTU): I'm worried about buying food. What seems to be catching more in terms of t -- instead of tobacco products, I think people are buying lottery tickets more at these places as opposed to cigarettes in the food markets.

#2 (Female CTU): That's a good point. You do see a lot of that.

#6 (Female FTU): But like the gas stations and corner stores are the ones that you see more tobacco being sold there.

#5 (Female NTU): The grocery stores are really expensive. I don't smoke. But I see people, they're like, no. I'll go to a corner store.

#6 (Female FTU): When I used to smoke, it was \$5.50 a pack. Now, it's over \$10 for what I used to smoke.

#3 (Male CTU): Mm-hmmm.

#7 (Male CTU): Yeah.

#3 (Male CTU): Yeah. It's real pricey up here.

#6 (Female FTU): And it's ridiculous. Can't afford it.

#1 (Male FTU): In [REDACTED], if people notice, there are lots of people go out of [REDACTED] to the Indian reservations. And they'll buy quantity for less.

Male Voice: It's a lot less money.

#1 (Male FTU): And then, people bring it from there and make their little business -- or actually people who are smokers they go outside of [REDACTED] to get it cheaper.

#3 (Male CTU) : And I've cut back big time. I -- I used to smoke seven packs a week. And I've cut down to about, what, two packs a week.

#2 (Female CTU): And you don't smoke [in a restaurant.]

#3 (Male CTU): No. [crosstalk] I cut back big time.

#6 (Female FTU): When I used to smoke, I had one pack for a month it took me to smoke one pack, one month at least. So -- [laughs]

#2 (Female CTU): Yeah. It is expensive.

Facilitator: Okay. So the sense I'm getting of just me telling you there's a store that stopped selling tobacco is you sense that it could kind of be any store. It's nothing that special, maybe up -- slightly upscale. Is that -

#6 (Female FTU): Well, [REDACTED] --

#3 (Male CTU): Yeah. Because I do remember when NY_grocery_1 actually sold cigarettes.

#2 (Female CTU): Yeah.

#3 (Male CTU): They sold cigarettes. It wasn't like one of those things where they just came out of the blue and then stopped selling cigarettes. They a -- they had cigarettes on the counters in the '80s. And they pulled -- I think they -- it was fairly new in '95, '96 when they started doing that. They started pulling cigarettes out of NY_grocery_1. So -- and they were the only store in the city that did that.

#6 (Female FTU): The City of [REDACTED] and the suburbs, there's a lot of different stores I mean, it's -- NY_grocery_1 is all over up here. We've probably got 10, 15 of them. You know, so I mean, even if one store stops, there's other stores that are going to be open. And I don't think that the patrons that get cigarettes there are going to stop going to that store because they like the quality of food. If it's a food store, if it's a store like Wal-Mart or something, they're not going to stop getting clothes at Wal-Mart because they like the clothes -- just because they stop selling cigarettes. It's really

dependent on where they're going to find the cheapest prices now that the economy is bad and whether or not they want to frequent that store because of something other than that product.

Facilitator: Okay. All right. Well, a lot of you have mentioned NY_grocery_1, and that's the main reason that we're here today because they stopped selling in 2008 actually.

#3 (Male CTU): Was it 2008?

Facilitator: Yeah. So they -- does everyone -- did everyone know that? If you didn't know, can you raise your hand? Okay.

#2 (Female CTU): I didn't know the year per se. But I knew --

#3 (Male CTU): I didn't know the year but --

#6 (Female FTU): Yeah.

Facilitator: Okay. But who didn't -- ignoring the year, who did not know that NY_grocery_1 had stopped selling? So two people. That's pretty good. In other focus groups we've done, alm -- most of the people aren't aware. So for the -- those of you that were aware, how did you find out that they stopped selling?

#3 (Male CTU): Going right in there actually.

Facilitator: Because you're a smoker.

#3 (Male CTU): Because literally I -- yeah. Plus, I have a friend that's a baker up on [REDACTED]. So I just found word of mouth, having a beer, watching a game, you know, kind of thing.

Facilitator: Okay. What about you? How did you find out?

#1 (Male FTU): I'm not -- I don't smoke anymore. So I know they stopped selling because I think, when you go to get a lottery or something, they don't have the cigarettes anymore there. So you know that that's gone.

Facilitator: Okay. So you [saw] --

#1 (Male FTU): I used to buy cigars years ago in NY_grocery_1, maybe four years ago.

Facilitator: Okay.

#1 (Male FTU): But in --

Facilitator: Okay. So what about you? How did you find out?

#2 (Female CTU): I think I just realized when I went in there to shop one day. And they had everything taken out.

Facilitator: Okay. And --

#4 (Female NTU): It was publicized. There was some public controversy -- So they -- they were going back and forth about it.

Facilitator: Were they?

#4 (Female NTU): Before I think they came up with the final decision. So -- reading about it and then direct observation.

Facilitator: Okay. All right. And then, how did you find out?

#6 (Female FTU): I just walked in to NY_grocery_1 one day, and they were gone. You know, you go in one day, and they're there. Next thing you go in, they're not. So --you just notice like that.

Facilitator: And did they put up a sign to tell people? Did anyone see a sign?

Female Voice: [I don't think so.]

#6 (Female FTU): I don't remember.

Male Voice: [Yeah. I --] when I -- [crosstalk]

Facilitator: Okay.

#4 (Female NTU): I wasn't looking for one.

#3 (Male CTU): Going to get my sushi there. So I don't -- [crosstalk] [laughter]

Facilitator: Okay. All right. Now, why do you think that NY_grocery_1, in particular, stopped selling? We talked about why a general grocery store might.

#3 (Male CTU): What I was told is that he was really strong on the fact that he -- it was his moral -- it was his moral background, [the owner]. And I think it was the alcohol too with wine and stuff like that. But now, I don't know if they're changing their ideas on the wine. But other than that, that's what I thought -- It was a moral issue for him and his family. So --

Facilitator: Anyone else?

#1 (Male FTU): Well, because NY_grocery_1 is very health and family oriented.

Male Voice: Yeah.

Male Voice: Yeah.

Female Voice: Mm-hmmm.

#1 (Male FTU): So for them, it's like, you know, pushing drugs in that way or another. So -- that's not the image they're presenting.

#6 (Female FTU): Like you mentioned the alcohol, if you go in the NY_grocery_1 that I go on [REDACTED], the beer and wine is in the back, far corner. So you've got to walk farther to get to the alcohol --

#2 (Female CTU): They moved it -- [crosstalk]

#6 (Female FTU): Yeah. And it's a lot smaller cooler than it used it to be. So I think they're trying to cut down to p -- keep people healthy because, like you said, he's very moral --

#3 (Male CTU): Mm-hmmm. Yeah.

#6 (Female FTU): Morally driven.

#7 (Male CTU): I think, on a psychological standpoint, people might, you know, think there's no tobacco products being sold here. So it might just enhance that healthy type of atmosphere. So --

Facilitator: The image of the store? Or the feeling you get when you go in there?

#7 (Male CTU): I think both. Yeah. I think both, you know, image and, you know -- and it also just -- it takes care of the problem of, you know, people trying to buy tobacco products if they're under age. So they d -- they eliminate that problem completely. So -- and I think it's -- I mean, I smoke. But, you know, I'm a person who wants to stop the smoke. So --I would actually -- I'm in favor of people getting rid of their tobacco products, believe it or not.

Facilitator: Okay. We'll talk more about that in a little bit. Any other thoughts on why NY_grocery_1, in particular, stopped selling?

#6 (Female FTU): I think because, when people go through the line, they like to go quick. I think stopping to card everyone to make sure they're at a certain age to buy those, I think it would slow down the line. And

maybe some people, you know, spoke to -- you know, put a cards in suggestions and like that to ask them to stop because people like to go through the line, get their food and get home, especially if they have ice cream or something. If you're stopping to card everybody, you're taking up time. And people -- time is money. [laughs]

#4 (Female NTU): I think of NY_grocery_1 as like the gold standard of where to go to get everything you need. But pushing the health, the family -- Some people may decide, you know what? If they're selling tobacco products, I'm going to go someplace else.

#2 (Female CTU): Community pressure.

#4 (Female NTU): You know, people are getting to that point, you know.

Facilitator: Now, are there other stores that have stopped selling tobacco that you know of?

#3 (Male CTU): I thought Tops would follow, but they didn't. Tops [are running up on there]. And then, we've got PriceRite. And PriceRite. And PriceRite doesn't sell.

#5 (Female NTU): Tops just went up on their age because I used to work there. And the age, like no matter what age you were, we had to ask for ID. So even if we knew you were like [it said] 35 -- and of course, th -- I think it's like 18. I don't know. But I know the people will get mad. And they don't want it because the age was so high. But they still sell it.

Facilitator: Okay. Okay. So I know a few of you have answered this already. But others can chime in about what you think about NY_grocery_1 decision to stop selling.

#1 (Male FTU): Very good.

Facilitator: You support it.

#1 (Male FTU) : Very -- I'm very health oriented. So, yeah.

#6 (Female FTU): Even if it's -- someone's not smoking in that store, the smell of tobacco sometimes can irritate my allergies. So I like to go in NY_grocery_1. I smell the fresh fruit, you know, all the vegetables or something. I like that smell. But the smell of tobacco though could irritate me. I don't -- I like that not being in the store anymore because I frequent NY_grocery_1 a lot.

#5 (Female NTU): I agree because I don't smoke. I hate when people smoke. Like if somebody comes around me or if they smell like smoke, it just makes me mad. I just feel like the air needs to be cleaner anyway. Why is y'all smoking? It's wasting money.

Facilitator: Okay. Other thoughts? You approve of their decision? Or --

#2 (Female CTU): I don't think it's a bad thing.

#3 (Male CTU): I --

#2 (Female CTU): Overall.

#3 (Male CTU): Yeah. I can't -- I've been back and forth with that. I mean, I didn't smoke until I was 27. And I was actually, for four months before -- what two months ago, I was off cigarettes. I took Chantix. And I was gone -- done in three days.

But then, I got right back on it. I don't know. I mean, [sighs] I know it's a choice. And it's hard. I mean, I've gone cold turkey back and forth, back and forth. There's months where I won't even have a cigarette.

There's months where I'll have cigarettes. You know, so it's hard. It's hard. It's a hard -- it's a hard addiction to break. It really is. It's a tough addiction. Nicotine is a very, very nasty drug. [laughs]

#6 (Female FTU): It's hard when your friends smoke when you're trying to quit.

#3 (Male CTU): It's very --

#6 (Female FTU): It really is.

Male Voice: Yeah.

Female Voice: Yeah.

#4 (Female NTU): So the less accessible the better because -- [crosstalk]

#3 (Male CTU): I think it is. Yeah.

#4 (Female NTU): [Newbies will start] -- accessibility is a big --

#3 (Male CTU): It's highly accessible to a certain point.

#4 (Female NTU): -- you know, predictor of addition. If it's accessible, it's not -- you know, there's -- you're less likely to fall into it.

Facilitator: Yeah. Okay. Now, do you think the store lost or gained customers after they stopped selling?

#1 (Male FTU): I don't think they gained a lot. They always have customers.

#3 (Male CTU): Yeah. I don't think that was a problem.

#2 (Female CTU): They may have lost a few at first. But they gained -- they always gain more and more.

Male Voice: Yeah.

Female Voice: Yeah.

Female Voice: Yeah.

#2 (Female CTU): They get new products and --

Male Voice: Yeah.

#2 (Female CTU): -- new marketing techniques and -- I mean, they have everything you can imagine.

#3 (Male CTU): Yeah. You can walk in there and try to find a fish sauce that -- from Thai food that Tops doesn't sell. You go to NY_grocery_1, and they have it.

Male Voice: Yeah.

Female Voice: And also -- [crosstalk]

#3 (Male CTU): So it's like, you know --

Female Voice: Sorry. [crosstalk]

Facilitator: Go ahead.

#5 (Female NTU): NY_grocery_1 have the best customer service like -- I would rather go to NY_grocery_1 than Tops or Wal-Mart. So they -- I'm always there.

Facilitator: Okay. So they're not losing customers. Now, did knowing that st -- for those of you who knew, knowing that the store had stopped selling tobacco, did that make you want to shop there more or less or had no impact?

#2 (Female CTU): No impact for me.

#1 (Male FTU): No impact.

#3 (Male CTU): No impact for me.

#6 (Female FTU): No.

Facilitator: Okay. And for those of you who didn't know that it stopped selling, would it have an influence now that you know? Would it change your shopping habits?

#7 (Male CTU): It has no impact for me right now. I mean, I don't have any kids yet. But I'm thinking like, when I have kids, I don't want them -- you know, I don't want to be hypocritical because I do smoke. But I don't want them around tobacco products. So it's a good thing to know. Yeah.

Facilitator: All right. How about you, #5 (Female NTU), did you --

#5 (Female NTU): It won't like change like anything for me.

Facilitator: Okay. No change. Now, do you think that this decision to stop selling would have any impact on smokers? Some of you kind of mentioned that already.

#1 (Male FTU): What is the question? Do you think --

Facilitator: So NY_grocery_1 has stopped selling tobacco. Do you think that will have an impact on smokers in general?

#3 (Male CTU): [clears throat] I don't think it will. I think -- again, it's what we were talking about beforehand, you know. If you're a smoker, you're addicted. And you're going to get your drug somehow, some way.

So for me, I go to [clears throat] gas stations. That's where I get my cigarettes. Sometimes -- [clears throat] when I go to New Jersey, I'll stop in Pennsylvania. There's a tobacco store out there where I can get cheaper cigarettes. So it doesn't impact me at all.

#6 (Female FTU): Like he said, people go to the Indian reservation. It's not that far away. So it's really not a long drive to the Indian reservation to get those cigarettes. Or if you're going down that way, I've had people ask me to stop and pick them up some on the way through even though I don't smoke but for them, partic -- in particular.

#2 (Female CTU): That's -- just the fact that NY_grocery_1 is v -- a very nice store in the area. It's got to be the best, you know. So people don't really put too much st -- they put stock in it, but they know they can go elsewhere. So --

Facilitator: Okay. So it's not going to h -- send a little message to smokers that you shouldn't smoke?

#6 (Female FTU): I don't think so.

#2 (Female CTU): Well, they might --

#3 (Male CTU): I don't think so.

Female Voice: It might cross their mind. But I don't know if it's going to make a big difference, so.

Facilitator: Okay. All right. What about the impact on non-smokers, if any?
The store had stopped selling tobacco. Does it have any impact on non-smokers?

Female Voice: No.

Male Voice: No.

#1 (Male FTU): Why? They don't smoke --

Female Voice: Yeah. [laughs]

#6 (Female FTU): Like I said, [crosstalk] allergy wise, that's the only reason why I noticed -- since I have really bad allergies to tobacco smell -- when those products were there near the register most of the time, I would smell them when I was checking out -- And that's -- that was a little bit irritating. But I did it because I liked NY_grocery_1, not because, you know, the tobacco products were there. That was the only irritant that I had. Now that they're not there anymore, I can go in any line. It doesn't make any difference. I'll -- usually, I would try to stay away from that line, so I wouldn't have the sneezing fits that I had with it.

Facilitator: Okay. So non-smokers, no impact I -- the sense I get. Okay.

#4 (Female NTU): Well, it's a positive impact for me as a non-smoker that they're taking a socially, you know, responsible position. They're not taking advantage of smokers who are addicted. You know, I feel bad if you're -- nicotine is the hardest drug to kick. And you're being taken

advantage of. And if the cigarettes are right there on your way out, you're going to -- you're going to be tempted. It's hard. So -- I think it's a g -- it's the best thing to do.

Female Voice: Okay. So what about the impact of NY_grocery_1 stopping selling on kids? A couple of you mentioned kids.

#6 (Female FTU): Without those symbols there, those childlike-influence cartoons, kids aren't going to think about that, you know, because they associate, well, Joe Camel is there. He's cool because he's smoking. If he's not there, that image isn't there, I don't think they're going to be as tempted to follow that path.

Facilitator: Okay. Anyone else?

#3 (Male CTU): I'd say it's just gonna be easier for their -- you know, especially inner city, some of these corner stores in the inner city, you know, they'll sell them to anybody.

Facilitator: So you think NY_grocery_1 not selling won't really have a big influence?

Male Voice: Well, obviously, it probably will because it's a bigger store. [REDACTED.] So it's not like, you know -- because you don't see a lot of teenagers or 10 year -- 11, 12 year old going in and buying a pack of cigarettes at supermarkets. They'll usually try to hit them at the corner stores and stuff like that. So -- and the owners they don't care, [laughs] you know. So --

#7 (Male CTU): I think the less kids see it, the less curious they're going to be about it.

#3 (Male CTU): Yeah.

#7 (Male CTU): So if a kid, you know, who's in [REDACTED] -- lives in [REDACTED] but is -- doesn't come down to the city a lot, he or she is going to be a lot -- a lot less exposed to it, you know, if NY_grocery_1 and these other supermarkets get rid of selling the tobacco products.

And like what he just said though, you know, [laughs] you walk into a convenience store down the street on Main Street downtown, they'll sell to anybody. So I think it's definitely -- it's going to be a positive effect on -- you know, on children, you know, if more and more of these supermarkets get rid of tobacco products.

#6 (Female FTU): As far as image wise, like I was talking about Joe Camel and stuff, in the United States, we have those images. My girlfriend, her mother lives in England. She went over. She brought a pack back when we were in college to do an essay. They have heroin on packages of cigarettes. They have a picture of someone shooting up heroine on those cigarettes. In England, they're showing that, if you're smoking, you're doing the same thing to your body as if you were shooting heroin or things along that line. So that's how they're combating it. I don't know if that would be such a bad idea to do something like that here without using the cartoon characters to show something, you know, that could be also a result that -- because they use nicotine as a gateway drug a lot of times.

People say, well, if I can smoke this, well I can smoke pot, you know. People don't always associate it with something bad when there's a cartoon character on it. But if it's showing someone shooting up heroin, they're going to think twice about doing th -- smoking cigarettes [unintelligible].

Facilitator: So do you think that NY_grocery_1 stopping selling would have any impact on people who are smokers but who are thinking about quitting? Did -- would that --

#1 (Male FTU): It would help. Some -- would say, well, I have to go to another store. I have to drive here. You know, I have -- before if it was easier for me to get in the same place. Now, it's going to be harder. So it's maybe time to quit. It can help.

#7 (Male CTU): I think it does too. I think it sends a message that, you know, it's -- hey, you know, this is not a good thing to do. And even as we're talking about it now, I'm just like, you know, I want to stop. I don't know how I'm going to do it. So it's -- I think it will impact some people. But I think some -- a lot of smokers, they're not going to care. They're going to just go somewhere else.

#6 (Female FTU): A lot of smokers who are addicted and don't want to quit aren't going to make any difference. If you want to smoke, you're going to smoke. If you want to quit, if you actually want to stop, there's ways, and there's people to help you.

And NY_grocery_1 is one of those stores that, if you want to go grocery shopping, you don't want to be influenced by those, NY_grocery_1 is a great place to go. I mean, I've actually told my parents that they should frequent NY_grocery_1 more often.

I mean, it's a lo -- it's farther away. But they go to a store that sells [cigarettes]. My dad used to buy them every time he went to the store. Now, they go to NY_grocery_1. It's not there. They don't buy them anymore. He's completely quit because he frequents stores where they are not anymore.

Facilitator: Yeah. So it sounds like it had a positive influence.

#6 (Female FTU): Yeah. Definitely.

Facilitator: Anyone else? Thoughts on people thinking about quitting? Is that -- NY_grocery_1 going to be a help to them? Or --

#2 (Female CTU): I think it'll be a help, or it is to some people. Just like you said, the convenience of it all isn't there. And you might not have the time. You might not have the reason. You might just decide now is now. And now is the time to to it.

Facilitator: Okay.

Male Voice: Yeah. [crosstalk]

#4 (Female NTU): You have to be ready. In that early stage of change, which you [#7 (Male CTU)] might be ready to start -- take the next, step, yeah, to

stop [smoking], with the smoking cessation. I mean, it's one thing to have, you know, cigarettes pulled. It's another thing, you need education. You need support. You need other tools. You know, it could go either way with it just not being available there. You have to be ready and then have supports. It's really tough to do it on your own.

Facilitator: Okay. Now, do you think that NY_grocery_1 stopping selling would have any impact on attitudes towards smoking, not smokers - or non-smokers but just attitudes towards smoking?

#3 (Male CTU): I think, for the younger generation, yeah. Why not? Especially when they hire so many young kids for cashiering. And, you know, those kids are going to tell other kids. And now, you've got the high schools that are pumping, you know, don't smoke. Don't smoke. Above the influence type thing. You know, I never had that. I never had any of that stuff, you know. [laughs] So you did everything you wanted to do. And th -- no one had consequences of it. Nowadays, it's bad, bad, bad, bad. You know, so --

#6 (Female FTU): Also the media, you don't see very many things on there for advertising cigarettes. They've pretty much pulled it all out of the -- media.

#7 (Male CTU): Hmmm. Yeah. I think it's going to continue to strengthen that message -- of stop smoking. You know, it's like this trend, you know. It started like the bars won't let you smoke anymore inside. And then, you know, certain public places, you can't smoke. And,

you know, right now, like NY_grocery_1 and other people are getting rid of cigarettes. So it's strengthening the message, I think.

#2 (Female CTU): Brings it to the forefront of your mind, if you think like I know you need support and tools. But like she said, but if you have an idea or somebody brings it up again, it just might be that last -- you know, nail on the coffin, [laughter] so to speak.

Facilitator: Okay.

#4 (Female NTU): They're promoting a healthy lifestyle if you think about it with their [REDACTED]. And they have -- it's all about health and healthy living, healthy eating. So again, pulling the tobacco, it's just promoting healthy lifestyles.

Facilitator: Yeah. So it's reinforcing that message.

#4 (Female NTU): Yeah.

Facilitator: Okay. So one last im -- potential impact for NY_grocery_1 stopping selling. Would it have any impact on attitudes towards the tobacco industry?

#3 (Male CTU): [laughs]

#1 (Male FTU): NY_grocery_1?

Facilitator: Yeah. NY_grocery_1 stops. Does -- do people -- does that make them think anything about the tobacco industry?

#7 (Male CTU): But you're talking about NY_grocery_1 specifically --

Facilitator: Yeah.

#7 (Male CTU): In this question?

#2 (Female CTU): Well, I think people already know -- kind of like the thing I just said a moment ago. It makes you think about it more. It makes you more aware of it -- Or at least try to digest it and come to a conclusion about it if you smoke.

Facilitator: Okay. But about the tobacco companies themselves? Does that --

#2 (Female CTU): Well, people -- we all have our opinions -- even if you smoke. So --

#3 (Male CTU): I couldn't say NY_grocery_1 put a bad -- I'm like 50-50 on that one -- Because, you know, we -- basically, tobacco basically influenced the United States. It built the United States, the tobacco farms and everything like that. I can't say NY_grocery_1 personally against like tobacco companies. I can say that they're being positive about health. But other than that, you know, I'm --kind of swaying on 50-50 on that because I mean, there's a lot of stuff in the United States we wouldn't have without the tobacco companies. So I just -- I don't know. I'm like drawn 50-50. But I can also NY_grocery_1 is being positive about health. They're being health conscious. That's good.
[laughs]

#6 (Female FTU): I don't -- I don't think it has any impact on tobacco companies because, like myself, I'm a non-smoker. When I go in NY_grocery_1, you don't see the items. You don't think anything about the tobacco company.

Male Voice: Yeah. Yeah.

#6 (Female FTU): So unless there's signs up stating, "Tobacco is bad. Cigarettes are bad," you're not thinking about that when you're in there shopping for food so I don't think it has any impact on tobacco companies themselves.

Facilitator: Okay.

#7 (Male CTU): Yeah. I don't think it's going to have any impact on tobacco companies. I think that it's -- I don't know the percentage of Americans that smoke. But it's probably still a pretty high percentage. And tobacco companies are making money. So they're going to keep on selling. People are going to keep on buying.

#4 (Female NTU): And they're creating new products now to attract the younger smokers, [unintelligible] and snuff and --

#3 (Male CTU): Yeah. That's the only thing I don't like.

#4 (Female NTU): Things you don't have to smoke to get a hit of nicotine and -- so they're finding ways around it. So -- [crosstalk]

#6 (Female FTU): Smokeless cigarettes.

#4 (Female NTU): I'm -- yeah. I'm glad that [NY_grocery_1] just got out of it. I don't think they wanted to take a stand.

#5 (Female NTU): They do a lot of their advertisement on the Internet. I'll be on the Internet a lot. And younger generation they'll be on Internet. And in the stuff -- sometimes when you click on something, they g -- show all these advertisements up.

And after you already -- like say, for example, Career Builder, you already put your information on there. If you click the wrong thing, they sent me these like cigarette coupons and some things. Like if you do snuff, you put it in your mouth.

I'm like, I don't even smoke. So don't send me coupons. They'll send me this stuff for cigarette like basically for tobacco. I'm like, they still advertise. And then, they'll send it to your house if your information online. So no matter what, they probably don't care because they know they're going to advertise somewhere.

Facilitator: Okay. So they're not going to be impacted?

#5 (Female NTU): No.

Facilitator: Okay. So it sounds like the community reaction -- by community, I mean you all -- the reaction to NY_grocery_1 not selling tobacco anymore sounds like it's pretty positive. Do you think that your reaction or the general reaction of the community would be different if we were talking about a pharmacy only? I know

NY_grocery_1 has a pharmacy. But if it was just a pharmacy that was selling tobacco and they stopped, would that have any stronger impact --

#6 (Female FTU): A lot of the pharmacy places try to keep the tobacco farther away because the pharmacists themselves, a lot of them try and tell people even so - you know, even that straight out that it's better if you don't smoke because you may not get this infection.

You know, if you're having problems with your lungs or things, some pharmacists will mention, well, if you don't smoke, it's a good thing. So I think a lot of the pharmacies, I think, would make a big impact if places that were just pharmacies didn't sell anything.

Facilitator: Okay. So you think there would be a stronger impact if it was just a pharmacy that stopped selling --

#6 (Female FTU): Pharmacies are more health conscious because a lot of people go there for medicine, not for cigarettes and things along those lines.

Facilitator: Okay. What about other people?

#3 (Male CTU): Yeah. You can see -- you can imagine Rite-Aid [REDACTED] --if they took their cigarettes out, they would probably lose about 20 percent of their profits. I mean, because you're right on a main strip. And everybody there pretty much walks or on a bike -- that lives in that area. So I mean that'd be huge if they did something like that. I don't know about the pharmacies around -- out in the suburbs. But

you're talking Rite-Aid. You've got Walgreen's. You've got -- I mean --

#6 (Female FTU): CVS.

#3 (Male CTU): CVS. I mean, that's gigantic if they did something like that because everything is in walking distance. So --

Facilitator: Okay. So a bigger impact than --

#3 (Male CTU): Yeah. It'd be a huge impact, I think. Because you're not getting that. Where are you getting it from? You're getting them from gas stations or the rez.

#7 (Male CTU): Yeah. The -- it's getting smaller and smaller then your choices hen you're getting cigarettes.

#3 (Male CTU): Yeah. Then, you're out having a cigarette. And you're-you're worried about somebody mooching another cigarettes off of you. Well, geez, I already spent \$10 on a pack. Go downtown and you're smoking a cigarette, and everybody looks at you like you're a fiend. You know, so --

#1 (Male FTU): Well, this happened the last few years. I used to smoke cigars. And I remember Rite-Aid. You saw it when you go to pay. It's right there, all the cigars and cigarettes. And in couple year, remember they were raising the price. It went from \$3 to \$10. In two years. And that was like a, you know, for your cigars, it was like amazing. So yes. It's like -- it's like he's saying that you're not --

[unintelligible] I prefer not to smoke. I don't want to waste that much money for, again, my health though. Each person is different.

#3 (Male CTU): Price has become a huge issue up here. Huge issue. Because I've got friends that live in Richmond. And they don't even pay that. They pay like \$6.50, \$7 for a pack of cigarettes.

Facilitator: And where is Richmond?

#3 (Male CTU): Richmond, Virginia. I lived there for five years. Tobacco heaven.

Female Voice: [The New York State taxes].

#3 (Male CTU): Philip Morris. [laughter]

Facilitator: What were you saying?

#5 (Female NTU): I went down south. I went to Georgia. And I called my mom. I went to the ga -- like everybody know the gas station is the most expensive. I went to the gas station. There's was like \$5 something. And I'm like, up here, it's so expensive. And that was --

#3 (Male CTU): [It's tax, tax, tax.]

#5 (Female NTU): And that was at the gas station. So I'm like, this -- it's so -- cheaper down there.

#3 (Male CTU): [It's taxes.]

Facilitator: Okay. So I don't know how it is here. It sounds like you are all saying that the gas station is a big place for people --

#3 (Male CTU): Huge [yeah].

Facilitator: to buy. So if the gas station -- if a gas station decided to stop selling tobacco products, would that have an even bigger impact?

#3 (Male CTU): Yeah. [crosstalk]

#6 (Female FTU): I think people -- would go up in arms about it. Everybody -- [crosstalk]

Male Voice: Yeah.

Female Voice: It would be a huge --

Female Voice: There'd be a problem -- [crosstalk]

#3 (Male CTU): Yeah. [crosstalk] I'd say at least 15 to 20 percent of the population of [REDACTED] smokes easily, easily.

Facilitator: Okay.

#7 (Male CTU): I think, if the pharmacies and the gas stations would all of a sudden just eliminate the selling of tobacco products, I think somebody is going to open up a tobacco store. I think that's what would happen because like, just what they said, you know, too many -- there's too many people still smoke. The demand is still going to be up. And

somebody's going to try to jump on that and, you know, profit from it. So I think you would start seeing tobacco stores being opened up in this area.

#6 (Female FTU): I know someone that works at a pawn shop in [REDACTED]. And they have a smoke shop right next door -- That they let them smoke in. He has to burn incense in his store because it goes through the walls -- The smell. And he can't -- he doesn't smoke. So he can't stand that smell. So they have to burn incense, which you should not have to do in your business.

#1 (Male FTU): Well, the way I see it now, I don't think it's 50 percent of [REDACTED]. Usually, it's --

#3 (Male CTU): I said it's around 20 percent, [crosstalk]

#7 (Male CTU): Fifteen, 20.

#1 (Male FTU) : [Well, 15] percent. Yeah. [crosstalk]

Male Voice: In that range.

Male Voice: Yeah.

Male Voice: And you see it more in this city, I mean like with the city the business. But you look at the suburbs of [REDACTED], you don't see people smoking on the streets, you know. It's more family oriented, more health oriented. You barely see it, you know. Th --

people who are walking distance -- Inside the city, they walk a --
they smoke a lot.

Male Voice: Yeah.

#6 (Female FTU): I live in the city. And I see people walk by the house all the time
smoking.

Male Voice: Yeah.

Male Voice: Yeah.

Facilitator: So it sounds like the impact c -- would vary tending -- depending on
where you lived and --

#1 (Male FTU): Yes.

#5 (Female NTU): And they j -- younger generation because I used to go, uh, the
Finger Lakes. And everybody used to like no matter what, even
when they have the lines where you smoke over there, There'd be so
much cigarettes but like -- cigarettes butts. They smoke is like --
and they're young. So -- I think younger generation and the inner
city.

#6 (Female FTU): It has to do a lot of -- with families too. If your parents smoke,
you're probably more likely to smoke. Because you see those
images not only in stores but in your home as well.

- Facilitator: Okay. So I know that the majority of you were aware that NY_grocery_1 had stopping selling. But some of you were not aware. So my next question is just a general question about how important is it for people who actually shop there or for the community to actually know that NY_grocery_1 has stopped selling. Does that make a difference?
- #1 (Male FTU): Well, I think NY_grocery_1 advertised on tv they were going to stop -- I mean, the people knew. Some people don't pay attention to the news -- Because they used to have them right where the cashiers were. Right there. So you can see it right on the -- you know, the offices. So, you know, then you notice it's not there anymore. Then, she said it disappears. And you know it's not there anymore.
- #6 (Female FTU): I think people that respect NY_grocery_1 and shop at NY_grocery_1 notice the fact that they're not selling tobacco products. Maybe it would, uh, have people like non -- usually non-smokers though -- think well, you know, they're trying to stop this trend. They're trying to make the younger generations think more healthy. You know, and I think, if you respect NY_grocery_1, you're -- a lot of the people respect the decisions they make. And some people follow through.
- #3 (Male CTU): I was just going to say, too, it's more of a moral issue with Mr. NY_grocery_1 anyways. I mean, if he put cigarettes in the -- in the store, he'd probably lose, what -- a couple -- what? About a million a year. And now, if he pulls them off, now he's looking better.

He's enforcing his morality to -- you know, to his shoppers saying, listen, we're doing this. We're doing that. You know, I just think it's a moral issue for m -- [more than enough]. And he's losing money out of his pocket for not doing it. But --

#2 (Female CTU): He's gaining in a way.

#3 (Male CTU): He's gaining because he's reinforcing. He's going to have newer clients come in and say, listen, they did this. They did that. You know, so it's like -- you know, you kind of have to weigh it out.

#6 (Female FTU): Everyone knows who the owner of NY_grocery_1 is. It's --

#3 (Male CTU): Yeah. Yeah. Yeah.

#6 (Female FTU): You have NY_grocery_1. You know who the owner of NY_grocery_1 is. And you -- I mean, a lot of people, like you, said you know --

#3 (Male CTU): Yeah.

#6 (Female FTU): He's very moral and --

#3 (Male CTU): Yeah.

#6 (Female FTU): Value driven.

#3 (Male CTU): You've got to weigh it out.

#6 (Female FTU): So if that's the way he feels, he's going to run his store --

#3 (Male CTU): Yeah.

#6 (Female FTU): According to his values and his beliefs --

#3 (Male CTU): Yeah.

#6 (Female FTU): Not just because he'll lose money --

#3 (Male CTU): Yeah.

#6 (Female FTU): If he takes the product out.

#3 (Male CTU): Yeah. You've got to weigh it out.

Facilitator: So how do you know that he's so moral? [laughs]

#6 (Female FTU): He's big in the community. I mean --

#3 (Male CTU): He's huge in the community.

#6 (Female FTU): Yeah. Everybo --

#3 (Male CTU): Sponsors everywhere.

#6 (Female FTU): Everybody knows who the owner of NY_grocery_1 is.

#4 (Female NTU): A lot of charitables [in the city].

#3 (Male CTU): He sponsors everywhere. I've waited on him a couple times, real nice guy.

#6 (Female FTU): He's -- he likes the community. He tries to do community events. His advertisements, everything he does -- I mean, I've seen him in NY_grocery_1. I was shopping there right in the aisle. I knew who he was. Because he's that -- he's that involved in his stores and his communities and what he believes. So he'll go out there, and he'll shop in NY_grocery_1. And run into you, and he'll sit there and talk to you for an hour -- You know, if you have something you want to discuss with him, he's more than happy to discuss it with you right there in the aisle. He's a really friendly person.

Facilitator: Okay. So it sounds like you think that, if people know about this policy of not selling, they'll be more likely to shop there and support the store?

#6 (Female FTU): Yeah. I really do.

Facilitator: Okay.

#4 (Female NTU): They provide a lot of jobs. [REDACTED]—

Female Voice: It's true.

#5 (Female NTU): My sister was a [REDACTED].

Facilitator: Okay. So he sounds like a good guy.

#3 (Male CTU): Yeah. He's a good demographic too because -- [laughter] I mean, I've lived out west. I've lived down south.

#4 (Female NTU): You like him? [laughter]

#3 (Male CTU): [REDACTED].

#6 (Female FTU): [REDACTED]

#3 (Male CTU): [REDACTED]

#6 (Female FTU): No. It's not the same.

#3 (Male CTU): Lion King is the only -- Lions whatever is the only supermarket that's close to what NY_grocery_1 would be.

#1 (Male FTU): [REDACTED] --

Facilitator: I thought that was Google. [laughter]

#1 (Male FTU): No. No. No. I'm talking about h -- NY_grocery_1. But his -- but Google and all -- yeah, but that's another story.

Facilitator: I'm teasing. [laughter] Okay. So NY_grocery_1 -- I went into a NY_grocery_1 the other day. And I didn't see a sign advertising the policy. So I'm assuming it's the same here. Do you think it would be a good idea to have a sign that said something like, you know, for your health, we decided not to sell cigarettes? Or --

Female Voice: No.

Female Voice: I don't think it's necessary.

Male Voice: No. [crosstalk]

#6 (Female FTU): I think out of sight, out of mind.

Male Voice: Yeah.

#6 (Female FTU): So if you put a sign up there, people are going to think about it more -- [crosstalk]

#3 (Male CTU): It's going to irritate somebody that smokes.

#6 (Female FTU): Yeah. [laughter]

#3 (Male CTU): You know what I mean?

Facilitator: Okay. Okay.

#6 (Female FTU): It's better just to take the product out than saying something about -- [crosstalk]

Female Voice: Did you see a s --

#4 (Female NTU): I'm trying to think, in the beginning, they might have had some --

#3 (Male CTU): I think they did for like the first month.

#4 (Female NTU): thing out [in those] front little glass bulletin board areas. I don't know for sure though. It's been a few years now.

Facilitator: Okay. So you all think it's just not necessary to have the sign.

Male Voice: Yeah.

Male Voice: Yeah.

Facilitator: So one of the reasons is because you said it would irritate smokers.

#3 (Male CTU): Mm-hmmm.

Facilitator: So do you think it would make some people less likely to shop there then? Or would it just irritate them?

#3 (Male CTU): I'm a nice guy. [laughter] But I don't know how other people would think -- You know, especially for my sis -- look at my sister. She's been smoking, what, 35 years. It'd probably piss her off. Knowing my sister. [laughter] So yeah.

Facilitator: So she might stop shopping there. It wouldn't make her think about quitting?

#3 (Male CTU): [Yeah. I don't --]

#6 (Female FTU): I think some people might get irritated at first. But they're going to go back to that NY_grocery_1 because that's what they're used to. So --

#2 (Female CTU): I think you're right.

#6 (Female FTU): I mean you shop -- you shop somewhere --

#3 (Male CTU): It's convenience --

Female Voice: That store or that sign is going to irritate maybe like your sister. But she's probably going to end up going back because she's used to NY_grocery_1. And it's comfortable.

Facilitator: Did you want to say something?

#7 (Male CTU): Well, I was going to say, NY_grocery_1 is probably the best food market around. So, you know, if you put -- you might have a little resentment for a little while. But I think -- I would agree with her. You're going to go back anyway just to get the food that you want.

Facilitator: All right. So if you saw a sign and you're not a smoker, would it make you want to shop there more or not just you but non-smokers, people in general?

#6 (Female FTU): I don't think it would make a difference either way --

#1 (Male FTU): I don't think it'd make any difference at all. [crosstalk]

#6 (Female FTU): If you're a non-smoker.

Hary: He's not saying we don't sell it. Don't buy it. No. It doesn't make sense. [laughter]

Facilitator: It sounds like NY_grocery_1 is just this amazing store that everyone loves. So they can do no wrong?

#2 (Female CTU): They just don't really do a lot of wrong.

#6 (Female FTU): Yeah.

#2 (Female CTU): Yeah. [crosstalk]

#3 (Male CTU): [More like it's the thing] -- if you're going in there for -- that's what I'm saying -- specific things, you know -- they have it. You know, if you go down to like PriceRite, you're going to get generic -- You're going to get cheap --and you're going to save a lot of money. But then, you can go to NY_grocery_1 --pay a dollar more for the same exact item or item that's a little higher quality, we go there.

Facilitator: I see.

#6 (Female FTU): My husband won't eat certain products from all these because it's not a brand name. He will only eat Kraft macaroni and cheese. He'll only eat Heinz ketchup, you know. So -- but NY_grocery_1 has those brand names. It may be a little bit more but in the long run, that's what you trust because that's what you grew up on.

Facilitator: I see.

#5 (Female NTU): So sometimes -- I went in there maybe like two days ago. And I'll see stuff on sale, and I'll just grab a whole bunch of it. And I'll just keep it because I'm like you can't beat the price. So sometimes, like stuff be really low. And you can't beat it.

#3 (Male CTU): Yeah. My mom shops everywhere -- She shops everywhere.
[laughs]

#6 (Female FTU): I like --

#3 (Male CTU): NY_grocery_1, Tops, all these, PriceRite -- everywhere.

#6 (Female FTU): I like going into NY_grocery_1 [REDACTED].

You know they're not going to because it's consistent. It's something they want to promote people to buy that item. And I got free coupons for free stuff at that store.

#2 (Female CTU): At the pharmacy, yeah.

#6 (Female FTU): You get the free coupons --

#2 (Female CTU): They'll give you stuff for --

#6 (Female FTU): You go buy something.

#2 (Female CTU): Or a dollar off, which is pretty good savings on olive oil or whatnot and yogurt. It's Greek yogurt.

#6 (Female FTU): They had something for \$3.50, which was the regular price. They gave -- they had a coupon for free because it was a new item. And I'm never going to buy it again because I don't think it's worth \$3.50. [laughter] But, you know, for free, it's something -- You're going to try. And if you like it enough, you're going to go back. And you're going to buy that item.

Facilitator: Okay. So d -- is NY_grocery_1 -- would you say it's more expensive than the other stores you've been mentioning --

Male Voice: Not at all.

#3 (Male CTU): I would say they're probably where Tops is at maybe. But you can -- you never know because you can go to NY_grocery_1. They'll have an item like -- I don't know -- [Surachi]. Tops won't have [Surachi] sauce. NY_grocery_1 does. [laughs] So they can set up -- they can set that price.

Facilitator: I see. Okay.

#2 (Female CTU): And it seems like Tops will have a lot of -- things on sale. And then, certain things that you need will be very high priced. So they get you that way. So people used to --

#3 (Male CTU): So they [stiff you] --

#2 (Female CTU): shop -- when they were trying to save money at Tops but not so much anymore.

#1 (Male FTU): When I came here, I used to buy -- Tops because it was cheaper supposedly. And went to NY_grocery_1. And believe it or not, till today, the milk is m -- cheaper in NY_grocery_1, the eggs, the cheese, the yogurt, the bananas, always cheaper in NY_grocery_1. So a lot of products, you pay more in Tops for less quality. People don't really look and see the price and double check. To me, Tops is more expensive than NY_grocery_1 with bad service.

#7 (Male CTU): Yeah. I think that's a good point. [crosstalk] [laughter] I think, overall, you're going to get a better deal overall at NY_grocery_1. And another thing I want to point out is like in terms of -- I've shopped at Tops. And a lot of times, the produce won't be fresh.

#3 (Male CTU): No.

#7 (Male CTU): And I go to NY_grocery_1. It's always fresh. So at least with my experience. So --

#6 (Female FTU): And when I moved up here, I noticed people think more highly of NY_grocery_1. Just in general, for instance, I've never heard anything bad about NY_grocery_1. But I've heard the phrase "Tops never mops. Look at the floors." [laughter]

I mean, that's just something that, you know, stuck with me when I moved up here. I thought that. And when I went into Tops one time, I'm like, it's not as clean and orderly as NY_grocery_1 is. [The

owner] is big on making his stores look good and making it appealing to people.

Facilitator: Okay. So to go back to the idea of having a sign, so you all think that it's not necessary to have a sign. It might piss people off. It won't necessarily make people shop there more. Are there any other thoughts about the sign.

#2 (Female CTU): It's kind of a sign of the times if you know what I mean. It's the way everybody like –[REDACTED]. So everybody just kind of gets it, you know.

Facilitator: I see. So they don't need to have a sign.

#2 (Female CTU): I don't think so.

#4 (Female NTU): And there's nicotine replacement everywhere. You go to -- You're going to find the pharmacy there. It's right there. I think they're using that advertisement and that support versus saying don't smoke. They say, this is -- why don't you do this? Rather than what not to do, this is what we want you to do. By offering that in their stores.

Facilitator: Okay. So are there any ex-smokers here? And -- okay. I'm guessing that NY_grocery_1 stopping selling did not help you quit in any way. But --

#6 (Female FTU): I quit before I moved up here. I quit because I met my husband. He was a non-smoker. He told me he would never get with anyone who smokes, so I stopped. It was that easy for me.

Facilitator: Okay. What about you?

#1 (Male FTU): Well, in -- I -- when I was a teenager, I just smoked because people -- you know, people smoke. You're a teenager. But never -- I used to be running in sports, so I never really got into it. But then, when I got older and started, you know, the late 30s, I decided when I moved to [REDACTED] because everybody [was quitting smoking] around me. I decide to never to smoke cigarette, just cigars little cigars. Because, you know, you don't get that addictive. And it-it -- I smoked for a couple years. But then, as you know, and so never get addicted to it like when you have to wake up and get a cigarette that you need every moment. So it was for me for going to school and relaxing. And -- so, you know, for me, I can have up a cigar today. And not have another for a year, so it doesn't matter to me.

Facilitator: Okay. So -- but NY_grocery_1 had no role in your decision to just smoke cigars?

#1 (Male FTU): No. PriceRite down at -- Rite-Aid. Rite-Aid. They were two packs for the price of one always. Like two or three dollars for little cigars. Years ago [unintelligible]. Then, they were \$9. And what's happening? I said, no more. [laughter]

- Facilitator: So what about staying tobacco free? Well, I don't know if you're entirely tobacco free now. But does going into NY_grocery_1 and not having them sell, does that keep you tobacco free? Or is it your husband that keeps you tobacco free? [laughter]
- #6 (Female FTU): No. He's the reason why I quit. He doesn't smoke. My father-in-law that we live with, he doesn't smoke. None of my friends or family smoke. So I think it's that whole support of friends and family that don't smoke. So I'm never around it. My friends and family don't smoke. And my dad used to go outside the house when he smoked when he was the only one --to try and help keep me and my brother, when we lived there, from having to inhale that secondhand smoke. So it's the support that you need from your friends and family to keep you tobacco free.
- #5 (Female NTU): My mom smokes. My mom's been smoking since she was 18. And you would think that I would have smoked. Like I never smoked in my life. I don't never want to smoke. And I m - I yell at my mom when she's in the house. I'm like, go outside. It stinks. And then, my mom, she slowed down a lot because, when I had my son, I told her she couldn't hold him because the smoke is on her clothes. [He'll] smell the smoke. So she s -- did slow down a little bit, but she hasn't quit. I just --
- #6 (Female FTU): She's got to want to though.
- #5 (Female NTU): Yeah.
- #6 (Female FTU): That's the thing.

Facilitator: Does she shop at NY_grocery_1 though?

#5 (Female NTU): She sh -- [laughter] she shops at NY_grocery_1 because we go see my -- we go visit my sister. My sister works at NY_grocery_1. So -- We go there constantly. So --

Facilitator: Okay. So their decision and no impact on her smoking clearly.
Okay. So those of you who are still smoking, does NY_grocery_1 not selling have any impact on you whatsoever?

#7 (Male CTU): In terms of obtaining cigarettes, it will not have an impact at all at least right now. But it does have a little tiny impact in terms of like reminding me like I've got to -- I've got to stop. So it's a positive thing. Yeah.

Facilitator: Okay. Are you still smoking?

#3 (Male CTU): Me?

Facilitator: Yeah.

#3 (Male CTU): Yes.

Facilitator: And so --

#3 (Male CTU): I was free for almost four months.

Facilitator: Mm-hmmm. So does --NY_grocery_1 have any im -- their decision --

#3 (Male CTU): No.

Facilitator: Has no impact on you.

#3 (Male CTU): I see a lot of the commercials though, [laughter] somebody with a tube on their throat. [And that made a difference.]

Facilitator: Okay.

#6 (Female FTU): I think those c -- I think those commercials are disgusting. I really do.

Female Voice: Yeah. They are.

#4 (Female NTU): My kids are so scared of those commercials. Which, you know, shocked me like [there might the] -- [crosstalk]

#3 (Male CTU): Yeah. Well, I've slowed down big time.

#6 (Female FTU): I'll have to turn away because I cannot stomach those commercials. They honestly make me nauseous watching them. My dad called the New York smoking quit line because of one of those commercials. And that's how he quit.

#4 (Female NTU): So it wasn't [the owner of NY grocery 1], hmm?

#6 (Female FTU): No. It wasn't [the owner of NY grocery 1]. [laughter]
[Unintelligible].

Facilitator: Okay. So has -- have any of you encouraged any other grocery stores or pharmacies to stop selling tobacco?

#6 (Female FTU): Yes.

Facilitator: You have?

#6 (Female FTU): I write letters.

Facilitator: You write letters.

#6 (Female FTU): I write letters. So I've wrote to Tops. I've wrote to a couple just regular chain stores around here to tell them, you know, maybe they don't have to stop. But maybe they should stop car -- don't put those signs up there in kids' view. If you want to still advertise them, put them up behind the register where the little kids aren't going to see them. Five, six-year-old comes in. They go, Joe Camel. I want to do that. I want to be cool like the camel. If it's up behind there, they're not going to see those signs. So don't -- if you want to sell the product to get the money, that's fine. Just don't put it in the view of the children because we need to take stake in our younger generation. I mean I don't have any children myself. I don't want children. That's a different issue. [laughs] But with seeing my nephew now, he's eight months old. I don't want to see him going into the store and getting excited over cigarettes because it's ruining

our environment. It's ruining families. I've seen families break up over cigarettes.

I think we need to st -- [unintelligible] I've actually wrote to Louise Slaughter to see if she can help get some kind of legislation started to help, you know, get those -- everything out of the view of the children because I don't think they need to see that and get excited over something that is going to hurt them in the long run.

#3 (Male CTU): Especially corner stores. [crosstalk] [You go into the city], they're everywhere. They use them as -- to block the sun from coming into their stores. You can go right down [REDACTED]. And you'll sit there, and they've got Camels and Kools and Newports blocking their windows so they don't have to have the sun coming into the shop. And you've got little kids running around all over through there. So it's ridiculous.

Facilitator: Has anyone else done anything to encourage other stores to -- no.

#1 (Male FTU): I'm not that involved. [laughter]

Facilitator: How long have you been doing -- sorry.

#5 (Female NTU): I was going to say, I complain sometimes like, if somebody's smoking outside [unintelligible] how do you let them smoke up here? And I'm trying to come in here. So I will complain to the manager. But they don't do anything. I just complain a lot though.

#6 (Female FTU): You've got to really get involved with legislation. Write to your sen -- you know, senate and write to house of representatives, people like that as well as writing to the stores and making them take notice of a big issue like that because that is a big issue. And everybody, even smokers -- You know it's a big issue. You don't want your children smoking. You don't want your fam -- you know, younger generation smoking because you don't want that to happen to them because you know how it makes you feel whether, you know, it bothers respiration, just the smell of smoke on your clothes with people with allergies, animals, things like that.

You don't want to ruin that. So even smokers and non-smokers alike, if we all take a stand and make those -- write those letters, emails, anything, people are going to step up and say, hey, we need to take notice of this. This is an important issue.

And they're not advertising them on TV anymore, which obviously somebody had to take a stand to make them stop. So if you write those letters, if you take a stand and you p -- are proactive, I think, in the long run, it will eventually be -- a lot less smokers in the world. And people are going to step up and take notice and say, hey, you know, we need to keep our younger generations healthy.

Facilitator: How long have you been doing that, writing letters?

#6 (Female FTU): It's 2012 -- since 2000. So 12 years, I've been writing --

Facilitator: Yeah. Good for you.

#4 (Female NTU): Well, you get my vote. [laughter]

#6 (Female FTU): I should be in politics. [laughter]

Female Voice: Go for it.

Facilitator: Okay. So I just have a few more questions. So we've been talking about voluntary policies. And so there are certain cities, like San Francisco where I'm from, that has a law that says pharmacies cannot sell tobacco products. And there are other cities in the Boston area.

So what do you think of that, of having a mandatory policy that says, you cannot sell tobacco in certain places like pharmacies?

#1 (Male FTU): I think that's a great idea for the future because, eventually, people have to get off addictions, destroy your own body and cost money to the government. You know, more medication for something that you're actually destroying your body. And I think that's a very good idea.

Facilitator: Okay. So you're for it. What about --

Female Voice: I'm for it too. Because this is not going to stop the people from coming into the pharmacy.

#4 (Female NTU): I'm all for it. I'm a nurse. I see a lot of addiction. A lot of medical complications. Cigarettes and alcohol kill more people than anything else. So --

#6 (Female FTU): I used to be an addiction counselor.

#4 (Female NTU): What are -- what's the message? Come on. I mean, what are we saying here? This is a pharmacy. You come for medications to help you maintain your wellness. Versus, here you go. Have a cancer stick. Have -- [Get people] addicted. Nicotine is the hardest drug to kick.

#3 (Male CTU): It is tough.

#4 (Female NTU): Okay. Harder than crack or heroin even. So --

#3 (Male CTU): Yeah. I know that. [laughs]

#4 (Female NTU): Nicotine is deadly. Don't pick up.

#6 (Female FTU): Yeah.

Facilitator: Anyone else have thoughts? What do you think of a law?

#3 (Male CTU): Look. If it happens, it happens. But I would say the same thing again. Somebody's just going to get a smoke shop set up -- smoke shop -- Just go with it.

#7 (Male CTU): I would actually -- you know, be for it. I would. I would definitely support it. You know, but still being a smoker, I'm going to go somewhere else. So --Until I quit.

#6 (Female FTU): I think pharmacies -- having that is a great idea. I mean pharmacies especially because you don't go there. People -- I don't see many people go to pharmacies to pick up cigarettes. It's not something you go to a pharmacy for. You go there for medication to help you. So you're not going to be likely -- even if you're a smoker, I don't think you're going to go to a pharmacy to get cigarettes.

#3 (Male CTU): Yeah. Rarely did I ever pick up a pack of cigarettes at CVS. Rarely. I could go right next door to [Wilson Farms]. [laughter] So I mean, you know --

Facilitator: All right. Does it make sense to have laws that dictate where tobacco is sold and isn't sold? Do you think so?

#4 (Female NTU): I do. Similar to alcohol. Even though alcohol is sneaking into grocery stores -- [That place --] I don't think it should be there.

#2 (Female CTU): They have hours for alcohol. I mean, it's the same idea. Not hours for cigarettes but just the whole idea of it.

#6 (Female FTU): Yeah. Smo -- you can't drink until noon on Sundays.

Female Voice: That's a law.

#3 (Male CTU): It's all New York State laws. All New York State laws. You go out to Las Vegas, it's 24/7, seven days a week.

Facilitator: Yeah. California is kind of that way too.

#1 (Male FTU): [Miami] is the same. You have drive through to the liquor store.
Yeah. You have to -- yeah. In Miami, yeah. [crosstalk]

Facilitator: So it sounds like, for New York, it wouldn't be a big stretch of the imagination to have some law where you could only buy cigarettes at a certain type of store governed by the --

#3 (Male CTU): They've already gotten to the point where the -- you can't enjoy a cigarette at a bar. I mean, that was huge. People were having fits. You remember that happening? That was --

#7 (Male CTU): Yeah.

#3 (Male CTU): Just p -- everybody was like, what? What --

#7 (Male CTU): Yeah. It was rough.

#3 (Male CTU): What the hell is that crap? Especially in the dead of winter. You want to go out to watch the game. You've got to go out and have a cigarettes. And you're freezing your butt off.

#6 (Female FTU): But there's other people -- not obviously in this room because we have no problem with it. There's people that are going to have a problem with that. They're going to say the government and states regulate us enough. We don't need anymore laws restricting us from doing or not doing it.

Facilitator: Okay. So some people will object. Okay. #7 (Male CTU), were you going to say something?

#7 (Male CTU): Well, I was going to say -- it's funny. You know, I just --you know, thinking about the harmful effects of cigarette smoke, you know, would totally be -- I would totally support any law that would prevent tobacco products, you know, in -- but I say that, you know, even though I smoke, maybe that'll even push me even more into stopping -- smoking, you know. I mean, I know for -- like my grandparents smoked all their lives in the house. My mother never smoked a cigarette, but she has horrible lung diseases from the secondhand smoke. So, you know, it's just -- I think it's an important subject to try to, you know -- it's going to take a long time to get rid of tobacco. It may never happen in this country. But I think, you know, laws are good.

#6 (Female FTU): Me and my mom were talking about this today. My dad smoked since he was 14. He's now in his 50s. He just quit recently. But my mom used to have terrible problems with asthma. She used inhalers every single day. My dad stopped smoking. Her asthma went away. She doesn't take an inhaler at all anymore.

So it shows how that secondhand smoke, all -- because she's never smoked in her life -- affects people around you and the people you love. And even though you're not -- they're not ingesting it, they're ingesting something from you.

Facilitator: Mm-hmmm. Okay. So you're -- you support the idea of having laws --

#6 (Female FTU): Definitely.

#1 (Male FTU): Yeah. But we can go also support to help like, you know, patches, more education -- You know, because the folks that don't -- but, you know, even like, okay. I have to get rid of this. How? They need some help on that you know.

Facilitator: So you want some help to go along with that.

#1 (Male FTU): Right.

Facilitator: To help people quit.

#1 (Male FTU): So it would be because that is [unintelligible].

#7 (Male CTU): Yeah. Free electronic cigarettes. [crosstalk] [laughter]

#4 (Female NTU): I'll help you. I'm a fresh start trainer for the American Cancer Society. So I help -- with the smoking cessation groups.

#6 (Female FTU): My dad got -- patches from the

Male Voice: Cool.

#4 (Female NTU): I'll help you.

#1 (Male FTU): Because like you say the cigarette is the highest addiction on the human being to get rid of it. That's the highest, cigarettes. There's so much in your bloodstream or -- [crosstalk]

#3 (Male CTU): There's so much chemicals in the cigarettes [crosstalk].

#4 (Female NTU): Oh my lord you would be --

#3 (Male CTU): I used to do spreadsheets for Philip Morris.

#4 (Female NTU): You'd be horrified.

#3 (Male CTU): The chemicals you'd see on there.

Facilitator: Yeah. What did you do exactly for them?

#3 (Male CTU): I did spreadsheets. I was an intern --

Facilitator: What does that mean though?

#3 (Male CTU): For accounting -- I was -- [crosstalk]

Facilitator: Accounting. Okay.

#3 (Male CTU): They sp -- what did they spend? A billion dollars just on the gold tape going around the wrapper of the --

#7 (Male CTU): Oh my god.

#3 (Male CTU): A billion dollars a year.

Female Voice: Wow.

#3 (Male CTU): That's worldwide.

#7 (Male CTU): Geez.

Facilitator: Okay. So you're okay with laws that say cigarettes can be sold here. But what if a community decided, we're going to ban all tobacco sales in our community. How do you think -- do they have the right to do that?

#3 (Male CTU): [sighs]

Female Voice: They have the right to --

#1 (Male FTU) : Do they have the right to do that? [crosstalk] [laughter]

#3 (Male CTU): You'll have some angry people.

#6 (Female FTU): A lot of angry people. People are going to move out of that community, so they can smoke. I mean, non-smokers will be fine with it, I think. But people -- I mean, think about it. If you were told you couldn't smoke in your community [unintelligible], you're going to move probably.

Facilitator: No. It's not you can't smoke, but you can't sell tobacco in our community..

#2 (Female CTU): Well, it's pretty close.

#6 (Female FTU): Okay. Selling tobacco is a completely different issue. I don't think it's going to be such a big issue -- As far as people can go outside

that community. If you can't smoke within that community, that's different than if you can't sell within that community. That community -- like around here, there's so many suburbs. So if --

#3 (Male CTU): Then, you've got to look at --

#6 (Female FTU): You can go anywhere else. You can go to [REDACTED]. You can go to [REDACTED]. You can go to the city. You can go anywhere. The community not selling is not going to be a huge impact like it would to make stopping smoking in that community.

#3 (Male CTU): I remember when we got that interim governor. He just raised the taxes. Raised the taxes. He said, you want to smoke? You know it's a nasty, nasty habit.

#6 (Female FTU): You've got to pay for it.

#3 (Male CTU): We're going to make money off of it. That's exactly what he did too. He jumped it up from -- what was it? Seven and a quarter when he came in. That new governor came in, boom. It was up to \$9.95. And then, it c -- now, it's what? \$10.35? Somewhere, it's \$11 sometimes.

#2 (Female CTU): \$11. Yeah.

#3 (Male CTU): It is what it is. They make money too.

Facilitator: Okay. So you think that a local community has the right to ban tobacco sales but that it wouldn't necessarily have an impact because there's so many other options.

Several voices: Yeah.

Facilitator: Yeah. Okay. So how would you feel if New York banned all tobacco sales?

#1 (Male FTU): New York.

Facilitator: New York State.

#5 (Female NTU): I would be happy. But I don't think that's going to happen.

Male Voice: [That ain't going to happen.]

#6 (Female FTU): It won't. [laughter]

#3 (Male CTU): You've got 8.5 million people in New York City [crosstalk] and probably 2.5 of them smoke.

#6 (Female FTU): There's way too much revenue.

Female Voice: Too much revenue. [laughter]

#3 (Male CTU): That ain't going to happen.

#4 (Female NTU): It's like the lottery. I mean -- We're not talking about gambling, another addiction. But think about now it's just -- [crosstalk]

#1 (Male FTU): But you know what?

#7 (Male CTU): It's not realistic.

#4 (Female NTU): We make money off of addictions -- People who are vulnerable.

Male Voice: [They're going to get sick in 30 or 50 years] because people are evolving, you know. People are changing.

#6 (Female FTU): It's like they're not allowed to sell fireworks --

#7 (Male CTU): I think because of --

#6 (Female FTU): People get them.

#7 (Male CTU): I think because, you know, nicotine is so addictive, it just doesn't seem realistic that they could just completely ban the selling of tobacco products. I think pe -- I think a lot of people would be running around, you know, complete chaos. And it just wouldn't be a pretty sight. I just don't think it'd be realistic.

Male Voice: Okay. But what if the kids, they don't see their parents smoking. They don't see cigarette on the street. They don't know what the smoke is. They haven't seen it for 50 years. They're not going to want it.

#4 (Female NTU): Well, if you never pick up, you don't get addicted. [crosstalk]

#1 (Male FTU): It takes time. But, you know, like in the 19th century what they smoked opium freely -- You know, people don't smoke opium

freely like, you know, whatever. And they smoke. But that's what they did.

#6 (Female FTU): Yeah. I used to go to restaurants that didn't smoke. I would not s -- I wouldn't even go -- I would not go to a restaurant that had a smoking section before they banned it in restaurants. I would not go there because, even if you're on a non-smoking section, you can still smell that smoke. It's in the building. So I wouldn't go to those locations because I didn't want to smell it.

#1 (Male FTU): I think they can do it eventually.

Facilitator: You think they can do it eventually.

Male Voice: Yes.

Facilitator: And you say that it's not realistic.

#7 (Male CTU): Well, I don't think it's realistic. I think, if they said something like, well, you know, we're going to start this law in a year from now. Then, that'd give people time to decide what they're going to do -- [crosstalk]

#1 (Male FTU): [To pack and go bye-bye].

#7 (Male CTU): Either pack and leave [laughter] or get help and stop smoking. You know, or stop chewing tobacco, whatever it is. So I think that'd be more realistic.

#3 (Male CTU): [crosstalk] lawsuits too.

Female Voice: Yeah.

#3 (Male CTU): These guys have got more money than God, half of them. They're just going to be suing the government.

Facilitator: The tobacco companies?

#3 (Male CTU): Yeah. They've got more money than God. [laughs]

#7 (Male CTU): A lot of power there. Yeah.

Facilitator: Okay. But does anyone think that would be a great idea even if it's unrealistic? Or --

#5 (Female NTU): I think it would be a great idea because I don't smoke. [laughs]

Male Voice: I think so.

#4 (Female NTU): It's a legalized drug. We're not allowing heroin to be sold and all that other stuff, cocaine. They should start to move towards -- to go to legislation to get it out.

#6 (Female FTU): Like you said, if they give time so the people who want to move out can. But a lot of the people that smoke -- a lot of them are low-income families that can't move.

And if they don't want help, they're going to try and find a way to sneak that in just like fireworks from Pennsylvania. They're sneaking in all the time. We used to go to Pennsylvania to buy fireworks myself. My parents -- and so I mean, they're going to find a way to sneak it in. They're going to find a way to smoke no matter what. There's loopholes. People are going to find those loopholes. There's always a loophole.

#1 (Male FTU): Yeah. But they're going to have a miserable life all the time. They have to see the real picture.

#6 (Female FTU): B -- yeah. But people are --

#1 (Male FTU): You think they're going to be happy people doing that?

#6 (Female FTU): No. But they're going to find a way. [laughter] Marijuana is sold worldwide. I mean, people find a way. If you want it that bad, you're going to find a way.

#1 (Male FTU): Yeah. I think it's realistic to happen in 20 year, 30 year.

Facilitator: So you think it is realistic.

#1 (Male FTU): Very realistic.

Facilitator: Okay. All right. We'll see in 20 years if you're right. [laughter]
Okay. Are there any other comments people want to make before I turn off the tape recorders. Last minute advocacy?

#1 (Male FTU): No. [Go ahead.] [laughter]

#6 (Female FTU): I'd just say, if you really want to quit, contact the nearest smoker's quit line because they gave my dad patches for free. And it helped him quit. And he's smoke free now. I mean, you know, if you really want to quit, if you really want that, that's what you gotta do.

#3 (Male CTU): Chantix. Chantix. Trust me, it's worth everything -- [crosstalk]

#4 (Female NTU): Try cinnamon sticks. Cinnamon sticks. That's the American Cancer Society -- [crosstalk]

#3 (Male CTU): I did the math -- I did the math on me because it cost me \$45 to go to my doctor for it. And that's four packs of cigarettes.

#7 (Male CTU): Wow.

#6 (Female FTU): Yeah. But it's --

#3 (Male CTU): That's two weeks worth of smoking.

#6 (Female FTU): That call -- that line, that's free.

Facilitator: What's the phone number? Is it 1-800-quit now?

#4 (Female NTU): Just New York State quit line, I think, just --

#6 (Female FTU): Yeah. I don't know what the number is.

#4 (Female NTU): Go online --

#7 (Male CTU): I'll just Google it.

#4 (Female NTU): When you get out of here, go right to --

#3 (Male CTU): Have you ever tried to stop -- [crosstalk]

#4 (Female NTU): Put your information in. They'll send it to you. Within a couple weeks, you'll get your whole packet.

#3 (Male CTU): You ever tried to quit?

#7 (Male CTU): A few times. I tried the patch, didn't work.

#3 (Male CTU): Patch never works for me.

Female Voice: Yeah. You can do both. Patch and gum or patch and --

#7 (Male CTU): Tried the gum, didn't work.

#3 (Male CTU): Didn't work.

#4 (Female NTU): Patch, lozenge -- cinnamon stick. [crosstalk]

#7 (Male CTU): I tried the lozenges.

#3 (Male CTU): Don't work.

#7 (Male CTU): The only thing I didn't try was the electronic cigarettes.

#3 (Male CTU): You've got to get -- [crosstalk]

#2 (Female CTU): I have one.

#3 (Male CTU): You've got to get the mind altered man. You've got to get the Chantix, dude.

#7 (Male CTU): Yeah.

#2 (Female CTU): You might like the electronic cigarettes [REDACTED] because it is so realistic to you. But there's no chemicals in it.

#1 (Male FTU): What?

#2 (Female CTU): It's the electronic cigarette.

#3 (Male CTU): [Three days].

Male Voice: Does it have tobacco in it?

#2 (Female CTU): It's got like a red light at the bottom.

Male Voice: Yeah.

#3 (Male CTU): That's it.

#4 (Female NTU): It's a nicotine - [crosstalk]

#3 (Male CTU): First day, one pill. Second, two pills --

#4 (Female NTU) He's pushing Chantix!.

#3 (Male CTU): The third day, you're done. You finish them off [in four weeks].
And you won't have a cigarette.

#6 (Female FTU): You need something that's the size of a cigarette that doesn't taste like a cigarettes to put in your mouth too because you're going to get that instant [put something your mouth, and you quit.] It doesn't matter what it is. But you need -- you're going to need something for a while when you're starting to quit to put in your mouth.

Male Voice: Gum -- [crosstalk]

#6 (Female FTU): I used to chew on pens.

#3 (Male CTU): Oh I hated the gum.

Facilitator: All right. Well, thank you --

FG10
New York state
March, 2012
5 participants

Abbreviations: NTU= Never tobacco user; CTU=Current tobacco user; FTU=Former tobacco user

[Start of recorded material]

Facilitator: Okay. So if I were to tell you a grocery store, just a general grocery store, had stopped selling tobacco products, why do you think it would do that? What would be your reasoning about why a grocery store might decide to stop selling tobacco?

#1 (Female NTU): They don't want to bother with checking the age group anymore.

Facilitator: Okay. They don't want to check for IDs 'cause that's a hassle.

#4 (Male NTU): You've got to keep it behind the counter. I used to work for a tobacco company. So when you go into the supermarkets, like the bigger ones, you can't have it right in the grocery aisle. So I think it became more of a pain.

They've got to keep it at the customer's service desk, and so if you're buying groceries, you have to make a separate pit stop, where it's easier to go into a 7-11 and just walk up, get your potato chips and your cigarettes so I think it was a hassle and I don't think in the overall scheme of things that it was worth their time and effort just to have it in a separate place.

Facilitator: Okay. So you think the owners weren't making very much money?

#4 (Male NTU): That was one. It's a grocery store so every day families go there and shop. I think they didn't need it. I mean they've got so much other stuff to worry about. Convenience stores need it. Grocery stores I don't think really need that.

Facilitator: Okay. Any other thoughts? #3 (Female CTU)?

#3 (Female CTU): I thought more or less along the lines of just the health risks. I wouldn't say more kids go into a grocery store than convenience stores, but also the marketing. More children are with their parents so they're more prone to seeing the marketing of cigarettes at an early age than they would be when they're a little older.

#4 (Male NTU): Yeah. You can't market at a grocery store, where a convenience store used to let you put up anything. Now they're getting tighter on it, but I used to have a van full of stuff. You just want to put as many signs as you could. And now, like a grocery store, they don't advertise that, where convenience stores do.

Facilitator: So if I told you this store had stopped selling, would you have any ideas about what the owners might be like? Would you think certain type of people might do that? What do you think?

#2 (Female CTU): They might have cancer. Or they might have lost somebody that was important to them that had cancer behind smoking the cigarettes or cigars or whatever. 'Cause they sell cigars too in the grocery store.

May Ellen: I think there's so many people now that it's almost impossible to have somebody not have cancer in their family anymore because there's so many people now that have it.

#4 (Male NTU): Most of the big grocery stores around here have gotten rid of tobacco. NY_Grocery_1 got rid of it. I think Tops has. I'm not 100 percent sure on that. They were phasing it out. I know I can't speak for the others, but I know NY_Grocery_1 made a big pitch a few years back that they just totally eliminated it. And I don't know if Tops did completely, but I know they were phasing it out a few years ago.

#2 (Female CTU): The drug stores stopped, a lot of the drug stores that were selling them.

#4 (Male NTU): Even like Walmart it's at the very last aisle of their store. If you go to any other registers, you have to go to the very last one where the tobacco is. . .

Facilitator: Hidden from view.

#4 (Male NTU): Pretty much. So a lot of places have gotten away, the big stores.

Facilitator: Okay. So the owners might just be following a trend, then?

Female Voice: Mm-hm.

Facilitator: Of the other stores?

#4 (Male NTU): I don't know the exact reason, but probably.

#3 (Female CTU): Or they weren't making any money on it.

#4 (Male NTU): They were definitely making money. I can tell you that. I mean, it's just the amount, that if it's worth their time.

#3 (Female CTU): Not the loss of money, but could a grocery store, since they're not getting as many sales as a convenience store, be losing money from overbuying? I don't know if they overbuy or not, but that might be a reason why they don't want them.

Facilitator: Well, let's just pause for one second to let #5 (Female NTU) catch up. Hold those thoughts for a second.

So we're talking about a grocery store that has voluntarily decided to end tobacco sales, and I was asking people why you might think a grocery store would do that. If I just said, "Oh, this grocery store stopped selling tobacco." Why do you think they might do that?

#5 (Female NTU): In part, it's probably a high risk. Number one, because it's a high-theft item, but it's also a high-risk item as far as you have to ID people and it creates an added burden if there's a legal liability that's associated with that.

Facilitator: You mean because they have to check IDs?

Wedny: Because you can't buy it under a certain age so it's considered to be an extra liability, essentially.

Facilitator: If I told you this grocery store, general grocery store, had stopped selling tobacco, do you think it might be located in a particular area? Or could it be anywhere?

#4 (Male NTU): Anywhere.

#1 (Female NTU): Yeah, anywhere.

#2 (Female CTU): Anywhere.

Facilitator: Anywhere, okay. And so it's not likely to cater to certain types of people or clientele. It could just be anywhere.

#5 (Female NTU): I would say if it was for the purpose of preventing thefts, it would probably be more likely to be in an urban environment. And perhaps you might even find an instance where it was a moral decision, that they just didn't want to contribute to a carcinogenic substance being sold.

Facilitator: Okay. So if that was a moral decision, then the store could be located anywhere, you would think.

#5 (Female NTU): I would say so.

Facilitator: Okay. So previously I was just talking about a grocery store in general, but now I'm going to be talking about a specific one that

stopped selling. You had mentioned NY_Grocery_1 stopped selling, but this store is just up the road. It's NY_Grocery_3 that has stopped selling tobacco about three years ago. So first of all, I just want to see a show of hands of how many people knew that to begin with. There are no hands, tape recorder, so nobody knew. Do you all shop there occasionally?

#2 (Female CTU): Occasionally.

#1 (Female NTU): Yes.

Facilitator: Okay. And are any of you smokers? One, two smokers. And where do you typically buy your cigarettes.

#3 (Female CTU): The Indian Reservation.

#2 (Female CTU): Indian Reservation or the corner store. Then there's a guy on the street that sells them for cheap.

Facilitator: Okay. So you never bought them at the grocery store.

#2 (Female CTU): Not generally.

#3 (Female CTU): Too expensive.

#2 (Female CTU): No, they're too expensive.

Facilitator: All right. So why do you think that that store stopped selling?

#4 (Male NTU): I'd probably say just the amount of volume. Without knowing the numbers, if like she was saying with the IDing and theft and stuff, if you're not doing the amount of volume that you want to do, it's not even worth, like you said, the burden of having it. Like I said, if they're selling a ton of cigarettes I could probably guarantee you they wouldn't get rid of something they were making money off of. So I would think it's about the volume, the burden of IDing, and, like you said, even though it's got to be held behind a counter, there still is theft possibility.

#2 (Female CTU): They should stop selling beer, then.

Facilitator: Do they sell beer there?

#4 (Male NTU): Yeah. Oh, yeah. They've got beer.

#5 (Female NTU): Even when stores have gone to the trouble of building cages to put the. . .

Facilitator: Hold on. Sorry, we've already started. Okay. Carry on. So you were saying they do sell alcohol there.

#4 (Male NTU): Yes. They do have a whole wing of it.

Facilitator: Really?

#4 (Male NTU): Oh, yeah.

#2 (Female CTU): Yeah, they sell alcohol. That's the same thing. You've got to ID and all that, but usually people who drink beer usually smoke cigarettes. So it's a convenience.

#3 (Female CTU): It probably was just a volume thing. They were probably purchasing too many and not selling any so it was just worthless to have in the store.

#2 (Female CTU): Well, yes, since the prices went up.

#3 (Female CTU): 'Cause that was about three years ago when they hiked them up. Two years?

Facilitator: Yeah. I don't know.

#4 (Male NTU): The main difference is alcohol could be displayed in aisles. Tobacco has to be behind a counter.

#2 (Female CTU): Right.

#4 (Male NTU): So when people are shopping, for example, you could shop beer easily. You can't shop tobacco. I mean, it's behind a counter. Someone's back there. You don't have access to it.

Facilitator: #5 (Female NTU)?

#5 (Female NTU): There's probably a certain amount of overhead that has to be kept because there's so many different brands and so many different varieties between them, that maybe that adds to the burden. Again,

going back to the profitability issue, there's too much overhead required just to sell even one carton of a specific brand.

#4 (Male NTU): The thing with that, a lot of the tobacco retailers, 'cause I used to work for one, they give these places money to carry their stuff, incentives. So they don't have to have a certain amount of inventory. They could do whatever they'd like, but they do get paid. For example, if you set up a contract to carry ten brands they have, you'll get money. But like you just said, you've got to have ten brands of them.

So you've got to put that investment up, but they do give you incentives. All those racks, they pay for them to be in your store. But it's both ways. Even though they're giving you money, you've got to buy so much of their stuff. And like I said, that's overhead.

Facilitator: Okay. Does anyone have any other thoughts about why this store might have stopped selling? Basically it seems like most people think it's just 'cause they weren't selling that much. Any other?

#4 (Male NTU): Could be a community thing. It's a small store in [REDACTED]. I mean, they may just want to -- they saw NY_Grocery_1 get rid of it. [REDACTED] If NY_Grocery_1 could get rid of it, why couldn't they?

Facilitator: Okay. And did you say something, #2 (Female CTU), something about somebody in their family might have died of cancer?

#2 (Female CTU): Right. Maybe they lost somebody that was dear to them. That might have been something.

Facilitator: Okay. So what do you think about their decision to stop selling?

#2 (Female CTU): They have the right to do that.

Facilitator: Do you think it's a good thing?

#3 (Female CTU): I do. I think it's a good thing.

#2 (Female CTU): It's a good thing, but if you get it at the corner store it's going to be double than what you were paying 'cause my boyfriend went to New York City when he was moving somebody. And a pack of cigarettes cost \$15. There is no way I would pay \$15 for a pack of cigarettes.

Facilitator: Okay. #5 (Female NTU)?

#5 (Female NTU): I was going to say that with the concept of NY_Grocery_1, they are really into health foods, and they're really into foods you feel good about. Maybe it really was a health choice, that they're trying to promote wellness. And again, back to your comment, maybe they lost somebody dear to them, but that would be a strong motivator.

Facilitator: So what do you think of their decision.

#5 (Female NTU): Honestly, I'm deathly allergic to cigarette smoke, and I've seen people die of lung cancer, and I think it's probably something that

more people should be encouraged to quit smoking. And I think all of society pays for the burdens of people who are sick or afflicted. It is a choice, but when you become sick and you exceed your health coverage or your own resources, the public pays for it. So I think we should take an interest in it.

Facilitator: What about you?

Mary Elln: I am all for that. I have been against smoking since I was like, you know-- and now, it's almost like I feel sorry for the people that smoke –

#3 (Female CTU): You don't have to feel sorry for me.

#1 (Female NTU): -- because even though I'm so against it, you can't go anywhere. And you can't buy it anywhere. And like you said, it's so expensive now. And I'm thinking, it's kind of like I'm going back and forth because I've had such a really strong, strong feeling against it for my whole life, and we had relatives that had cancer and really went through beyond hell. And I was even against it before that. Like I said, I've got a really, really strong feeling about it.

#2 (Female CTU): It's not that easy to stop.

#1 (Female NTU): I know. Both my sisters did, and they really could not stop for nothing. Women have a real hard problem stopping.

#2 (Female CTU): I bought the electronic cigarette thing. It taste like a cigarette. It also make you choke. I almost choked on that thing. And I started

smoking at a really young age, and it's not easy just to stop. And that's like a stress reliever for me 'cause my daughter -- I mean, I literally shake because my daughter gave me a concussion. She has bipolar.

And when I smoke a cigarette, like if I'm upset and I'm shaking and stuff, when I smoke a cigarette, I'm fine. It calms me down. It's a calm down. I don't drink. I don't do drugs. I smoke a cigarette and drink some pop. That's what I do. And it's not that easy just to quit.

#1 (Female NTU): No, it's not. Not at all. Not at all.

Facilitator: So do you think that NY_Grocery_3 lost or gained customers as a result of stopping selling?

#3 (Female CTU): Probably both.

Facilitator: Both?

Female Voice: Yeah.

Facilitator: So they lost some because people were annoyed who bought their cigarettes there?

#4 (Male NTU): I don't think you're going to gain or lose many. People that smoke are going to get cigarettes wherever you get them. You're not going to go a store, like NY_Grocery_1 for example. You're not going to go to NY_Grocery_1 'cause you don't drink beer and they have beer there. I mean, I don't think that's going to be something.

#3 (Female CTU): NY_Grocery_1 is horrible.

#2 (Female CTU): It's the same thing.

#4 (Male NTU): But I mean, I don't think that's going to stop you from going into NY_Grocery_1 because they serve beer. Or not serve it, but sell it. Maybe they lost a few customers that bought their cigarettes there 'cause it was close to their house or something, but I just don't see it being a major factor in whether you're going to go to NY_Grocery_3 or NY_Grocery_1. 'Cause even if you're, like she said, she's against smoking, I'm sure she goes to places that have cigarettes for sale. Not going to stop going to 7-11 because they have something that you don't like.

#2 (Female CTU): A lot of gas stations have them. You're not going to stop going to get gas.

#1 (Female NTU): Yeah, yeah.

#4 (Male NTU): Right. Exactly. If you're against something, you're still going to go somewhere that's there 'cause you need other things. Probably helped their image, though. But we didn't even...none of us knew that they stopped selling them.

#3 (Female CTU): They might not have gained anymore because of the factor knowing that people don't even know that they stopped selling them.

Facilitator: Do you think if people knew, they would have gained some more customers maybe?

#3 (Female CTU): Probably not many.

Facilitator: No. People aren't just that excited about that idea that they'd shop their more.

#3 (Female CTU): I think they're excited about cigarettes being taken off shelves, but I don't think it excites people that the store they're going to just doesn't have them anymore 'cause if you don't smoke, you didn't really pay attention to them in the first place.

#4 (Male NTU): I think it goes back to they're not hidden, but they're cornered.

#3 (Female CTU): They're segregated.

#4 (Male NTU): Yeah. Exactly. There's only one spot that you're going to even see 'em, and nine out of ten customers are in a different aisle.

#3 (Female CTU): It's the last register.

#4 (Male NTU): It is out of the way. Out of sight. In Canada, they don't even display 'em. It's under the -- so I think if you're going to towards that, eventually they're going to be hidden, I think, at all stores 'cause they've gone drastic measures where they have to put 'em and stuff.

Not many people were seeing that side. Even if you went to NY_Grocery_1, the chance of you seeing the cigarettes were

probably pretty slim unless you were looking for them. They weren't at a regular register. They're at customer service.

Facilitator: So now that I've told you that the store stopped selling tobacco, does that make you more or less likely to shop there? Or has no impact?

#3 (Female CTU): No impact.

#2 (Female CTU): No impact.

#1 (Female NTU): No.

#2 (Female CTU): They've still got good food prices.

#5 (Female NTU): I admire when people do things for noble reasons, and if I had to choose between five stores and the others didn't make that decision, I might actually be tempted to favor them because of that. Because I think it's good when people actually make choices that are for the greater good.

It might be inconvenient to a smoker to have to go elsewhere to buy the cigarettes, but it might be that extra step that helps people to be more tempted to stop, or they're forced to stop because it's a little bit less accessible. Maybe on some level, just like other substances that are dangerous have to be controlled, maybe at some point cigarettes ought to be more of medical necessity, where it's a controlled substance. Unfortunately, it does harm to other people, and second-

hand smoke is considered to be even worse than first-hand smoke because they have the filter.

#3 (Female CTU): Have you heard of third-hand smoke yet? From clothes and couch cushions and stuff?

#5 (Female NTU): That's true. I've actually had to throw garments away before, like a purse that it had just gotten into the plastic years back, and it was unusable.

#3 (Female CTU): That's all you could smell.

#5 (Female NTU): The carbon bounded to the plastic polycarbon.

#2 (Female CTU): I know a few days ago somebody said that it's worsen to be around second-hand smoke than actually smoking. How is that?

Facilitator: I don't think that's true.

#2 (Female CTU): I want to know because they said even if you do smoke, being around it is worsen than if you did.

Facilitator: No, that's not true.

#2 (Female CTU): That didn't make sense to me.

Facilitator: That's not true. If you smoke, you inhale the smoke yourself, but you also inhale second-hand smoke so you get both, but people who

are just around you are just getting second-hand smoke. And that's not good for you, but it's not as bad as smoking.

So we have one person who says she might shop there more often.
#4 (Male NTU), did you weigh in?

#4 (Male NTU): I wouldn't. That wouldn't sway me at all. Like I said, I worked for a tobacco company and I have never tried tobacco.

Facilitator: Which company did you work for?

#4 (Male NTU): It was Conwood Sales. It was actually chewing tobacco. To me, people have the choice 'cause it's not a banned substance. It's either, you're going to smoke or not. I've never smoked a cigarette in my life. Never tried tobacco in my life. But it wouldn't change my thought process of going somewhere.

Now, would it change my thought process of going somewhere where smoking was allowed? Like when restaurants had smoking, that would change my mind, but not just to go where someone sells it.

#5 (Female NTU): That made a huge difference when they put the smoking ban in restaurants.

#4 (Male NTU): Oh, God yeah it did. But I mean, that wouldn't affect my decision 'cause it never really. . .it's your choice if you want to go buy cigarettes. If you want something in a store, if I want to go buy beer and she doesn't drink beer. That's what I'm saying. If it's available

to the general public, there's going to be means to get it. So just 'cause someone stopped selling it wouldn't affect me.

Facilitator: Okay. Now do you think that this store deciding not to sell tobacco would have any sort of impact on smokers at all?

#2 (Female CTU): No.

#3 (Female CTU): No, 'cause there's corner stores all around where they could just drive and go get it.

#2 (Female CTU): There's other places to get them, exactly.

#5 (Female NTU): Once they get past it, they're obviously going to adjust when they know that they can't buy them there. Just like going to a clothing store, you're not going to expect to buy tobacco products there.

Facilitator: Okay. No impact. Although, #5 (Female NTU), you were saying earlier that it might, if they have to take that extra step to go somewhere else, it might have an impact.

#5 (Female NTU): Especially if it's a person who doesn't necessarily have his or her own car, like the extra walking to the store might be inconvenient. If they're taking a bus and now they've got to walk another couple of blocks, they might think twice.

#2 (Female CTU): Oh, well.

#5 (Female NTU): It depends on how strong the addiction is.

Facilitator: So it might have an impact on some smokers. What about non-smokers? Would this store deciding not to sell tobacco have any impact on non-smokers?

#2 (Female CTU): They'd probably come more often. No, I'm just joking.

#3 (Female CTU): They don't really pay attention to it. If they were going there before, they weren't really paying attention to it then.

#2 (Female CTU): They had no issues going then when they did sell them so why would you stop.

Facilitator: Okay. You don't think it would have an impact, #1 (Female NTU)?

#1 (Female NTU): No 'cause I've gone there a lot of times and I never even realized that they even sold it.

Facilitator: All right. What about kids? Do you think that this store not selling tobacco would have any impact on kids?

#2 (Female CTU): It just might not make them -- well, they won't be seeing the ads and the big signs they be having on a cigarette pack and stuff, that wouldn't encourage them.

Facilitator: So that would be a good thing maybe?

#2 (Female CTU): Yeah.

#5 (Female NTU): I think back to the idea that the less prevalent it is, that you see it everywhere and you assume it's a social norm, the less that seems to be, it's more likely that kids will think twice about it.

#4 (Male NTU): Exactly. There's so much advertising for tobacco that the grocery stores didn't take part in it, that the convenience stores, if you go to any store, they used to have signs every way, angle, shape, form. They're cutting down on that too. Even when I worked there, you weren't allowed to post signs with a certain, near a school or something.

So they're definitely cutting back. It's just more prevalent at a convenience store than a grocery store. I've never driven to NY_Grocery_1 and saw a big Marlboro sign. So they weren't really looking for customers as much as the other stores were.

Facilitator: So does that mean that if the grocery store stopped selling because they didn't have much advertising in it anyway, it might not affect kids then?

#4 (Male NTU): Well, if you took your kids to the same grocery store every day or every chance, and there's no tobacco there, there's probably a good chance they're not going to be maybe trying to want that 'cause they see it or their friend that smokes and they might try to get a pack of cigarettes. So if it's not there, you're not going to bring that around them, but that would be the only thing that I could see, like if you constantly went to this store and they don't have tobacco, you wouldn't see it, so.

- #3 (Female CTU): And from being a smoker and starting early, advertisement had nothing to do with my smoking.
- #2 (Female CTU): My cousin convinced me to smoke.
- #3 (Female CTU): It was my siblings, parents, people at school. I don't even remember seeing ads when I was 14, 15, 16.
- #5 (Female NTU): Growing up in the '70s, I mean advertising was very common. They had Camel Joe and the Marlboro advertisements every place. When I worked my first job, I worked in a grocery store. And right over the cash register, we actually had like a rack of cigarettes. So they're always on every register, and even growing up, every time we went grocery shopping, you know the cashier would be dispensing packs of cigarettes to the customers in front of you or behind you, and it was very common to see them, all the different varieties. Educational, I guess, in a bad way, like you see what's out there.
- #3 (Female CTU): There'd be lots of ads, but more or less, when I was a kid, I was oblivious to them. I don't remember seeing them. I don't remember. I know they were there, but that's not the one thing that attracted me to smoking.
- #5 (Female NTU): If the cigarettes were hidden behind the counter and the packages are not facing the customer, you wouldn't have the luxury of brand shopping. You would have to know what brands you're looking for or ask the cashier to show you ten different varieties or something to make a choice. That might truly make a difference.

#4 (Male NTU): It's going to be that way soon. Canada, like I said, you go to Canada, you better know what you want because they don't display it.

Facilitator: So what about this store, it stopped selling. Does that have any impact on people who are thinking about quitting smoking?

#3 (Female CTU): Probably not.

Facilitator: You say no. Why not?

#3 (Female CTU): Maybe they don't shop there, like the people in this room.

Facilitator: Let's just pretend there are some people who shop there who --

#3 (Female CTU): Would they know, though? Do they know that this store stopped selling cigarettes?

Facilitator: Let's say they do know. Yeah.

#3 (Female CTU): Well, maybe. Then they won't be so able to pick them up if that's their regular grocery store.

Facilitator: Okay. What do you think, #2 (Female CTU)?

#2 (Female CTU): I don't really buy cigarettes in a grocery store so it really wouldn't matter to me. I mean, it's a convenience if you want to pay all that money, go ahead. But I'm not. And I've never really bought cigarettes in a grocery store. I think maybe one time. But then, since

I'm here and I left my house, I left my house at, what, 12:00? I ain't smoked a cigarette all that time. And I usually, if I was at home, I'd probably done smoked five or six already.

Facilitator: So we've had a positive impact on you already.

#2 (Female CTU): Yeah.

#3 (Female CTU): Being a smoker, I don't think I've ever bought a pack from a grocery store either.

Facilitator: So for both of you, it's just because you don't think very many smokers shop there so it's not going to have an impact on --

#3 (Female CTU): They might shop there, but I think it's the last place you'd really buy them.

#2 (Female CTU): Yeah.

Facilitator: Okay. So the rest of you, what do you think?

#4 (Male NTU): I think it could have an impact. What kind of cigarettes do you smoke?

#2 (Female CTU): Well, right now I smoke Senecas. I was smoking Newports.

#4 (Male NTU): But if you smoked only Senecas and your grocery store stopped carrying them, I know they don't carry that brand, but maybe you would switch, if that was a big deal to you. So potentially it could

because if they stopped carrying the kind of beer I liked, I would go to a different store. So possibly, but cigarettes I don't know how people think with that 'cause I've never done it. But if someone stopped carrying what you liked, it could affect you.

#2 (Female CTU): The prices ... I used to smoke Newports. The prices is why I smoke Senecas now.

#3 (Female CTU): It could be an impact. Like if John Doe went and every Thursday he bought a tub of ice cream and two packs of Newports. And then they stopped selling Newports. It might impact somebody like that, but overall I don't think it would really have a big impaction.

Facilitator: All right. What about attitudes towards smoking. The store stopped selling tobacco. People know. They find out. Does it have any impact on people's attitudes towards smoking?

#2 (Female CTU): They just might be grouchy 'cause they can't get no cigarettes. Especially if they ain't got none and they need one right now. 'Cause I actually got into it with a guy at the corner store yesterday. I'm not going to even lie. I wanted a cigarette. I said, "My daughter will bring you the change later." And now, he just came to that store. He hadn't been running it. And he said, "Does it look like I've got a credit card on my shirt?" I said, "No, but I spend all my money in your store." And he said, "Well, I'm trying to make money. Not give away money." I said, "One cigarette. Come on now." So yeah, I got an attitude about it.

Facilitator: Okay. For people who don't smoke, does this store's policy make them think more negatively about smoking? Have no impact? What do you think?

#1 (Female NTU): I think it makes a positive impact on the store because if you're against it and they don't sell it anymore, I'm like, yeah. This is good. This a good attitude to have.

Facilitator: Okay. Does it make you think more negatively about smoking though, not about the store?

#1 (Female NTU): No. No.

Facilitator: You already feel as negatively as you can.

Mary Elln: Yeah.

#5 (Female NTU): I think the more situations that you can't smoke, whether it's being at the stadium -- and I remember going years back to a Bills game and people smoking, and the smoke was making me ill. And for the price of the ticket, when you start thinking of leaving early because you're getting sick, it's disappointing.

So the more situations where you're guaranteed that you don't have to be in a smoking environment, it's obviously a pleasant experience for a non-smoker who's allergic to that. So I would say that the more difficult you make it to acquire the cigarettes and the more of a social norm that not everybody sells them, I think you have more of a right to say, "I don't want you smoking in my face. It's making

me sick." Whereas if it's normal and everybody smokes within your radius, you're kind of hesitant to actually stand up for yourself.

Facilitator: So having more stores not sell is kind of de-normalizing the whole idea of smoking.

#5 (Female NTU): I think so.

Facilitator: Okay. So one last potential impact.

#5 (Female NTU): Were you going to say something?

#4 (Male NTU): I was just going to say I think the bigger chains, talking about NY_Grocery_1, she said it, they're health con -- they've got so much food and they're making fresh food on site, I think it could benefit them that they're not selling cigarettes 'cause you walk in NY_Grocery_1, you see fresh food everywhere now.

And just the thought of, like she said, a lot of people don't like cigarette smoke. Some people that smoke don't like cigarette smoke. And just the thought of tobacco and fresh food. So I think the community looks it as a positive. My dad smokes. He'll go to NY_Grocery_1 no matter what 'cause that's not where he gets his cigarettes. I think people look at it in a healthy thing.

People are trying to change how easy it is to get cigarettes. You're always going to be able to get 'em, they're doing I guess a community thing where they're saying we don't need to sell cigarettes. It's definitely probably a positive thing, I would say,

overall. If you're a smoker you might be like, "Why do they got to get rid of that?" but I think overall, it's not a bad thing for them. Community-wise, it's going to be a great image for them.

Facilitator: So what about this store down the road? Does it have a particular image? Do you think of it in a particular way?

#4 (Male NTU): I'm from the area so to me it's a local grocery store. I would assume it's family run. I could be 100 percent wrong. But it's like a local store in this plaza where people get a lot of fresh stuff.

#5 (Female NTU): They pride themselves in fresh foods. Bakery products. Meat products.

#4 (Male NTU): I would have to think that the community of [REDACTED], that's it probably a good thing for them, I would think. But I don't know.

Facilitator: What else do you think of when you think of this store?

#5 (Female NTU): NY_Grocery_3 definitely prides themselves on quality products. They have top of the line meats. People drive from all around to come to the meat department. Their bakery is also a very nice bakery department. The produce is always fresh.

#2 (Female CTU): The prices are reasonable.

Facilitator: Okay. What do you think of when you think of that store?

#1 (Female NTU): Like they said, fresh. I know our family goes there just for their meat and everything, and the bakery and everything. Everything is beyond fresh. So putting cigarettes with that is not. . .

#3 (Female CTU): I think the store's kind of dirty, if you ask me. I'm just saying.

#5 (Female NTU): I'd say it might be a little bit dilapidated. It's not super fresh renovations or anything. I wouldn't say dirty. Just a little run down, maybe.

#1 (Female NTU): I always thought it was too small. I almost got claustrophobia when I walked in there. Now, not so much because they kind of expanded it. I don't know where, maybe in the back or something, but I would walk in there and the aisles were like this and it was like, ew. And I don't get claustrophobia anywhere except there, it was like really...

Facilitator: So you think it's dirty, #3 (Female CTU)?

#3 (Female CTU): I don't know. Like she had said, it might not be dusty dirty, it might just be that the tile floors have been there for so long they kind of have a grayish fade to them, but just that though. I know it's more about cigarettes, but even that alone turns me away from a grocery store.

#4 (Male NTU): I still feel it would be hard pressed to believe if they were making money, a good amount of money, that they would get rid of it 'cause bottom line of a business is to make money. Whether you're selling 100 pizzas or 100 cases of cigarettes, if you're making money and

you're not getting into any trouble with the law with underage,
you're not going to get rid of it.

#2 (Female CTU): That might be what happened. What he just said.

Mary Eleln: Yeah. I betcha...

#2 (Female CTU): The law, they might have lost their tobacco license.

Facilitator: Maybe.

#1 (Female NTU): Yeah. Yeah.

#4 (Male NTU): When you lose it, you lose it for I think it's six months at a time.
The last stores they'll send in people to buy cigarettes as a test, and
as I would go through the day, some places were like, "We don't
have it until February. We got caught selling underage cigarettes."
But I can't see a place taking something out if they're making
money.

#5 (Female NTU): But then it's like a customer service issue too because it's kinda like
a high pressure kind of item that people that want it, they want it
now. So if you put it at the customer service desk, those customers
go there, they want their cigarettes. They don't want to wait while
you take care of the bottle return. They don't want to wait while you
do lotto.

#2 (Female CTU): That's why they got them things now for the bottles. The machines.

#5 (Female NTU): Not all the stores. But even when they have the machines, the cashier, the courtesy desk people still have to help with whichever bottles don't go into the machines. You always have some rejects. But most people who buy cigarettes, they're kind of in a hurry. Just like they went to a convenience store, they don't really want to wait for the cigarettes to be dispensed to them. And if it takes five, ten minutes, they're the kind of customer that's going to be complaining.

Facilitator: Yeah.

#2 (Female CTU): I have a question. They don't got cigarette machines no more, do they?

Female Voice: No.

#2 (Female CTU): Remember the machines I'm talking about? They don't got ... I have not seen them.

Facilitator: They are not legal anymore in places where kids can access them. So I think you might be able to still have them in bars.

#4 (Male NTU): You're right. They're in bars. Not many because I think people, like you said --

#2 (Female CTU): You're not allowed to smoke in bars, are you?

#5 (Female NTU): In other states you can.

#3 (Female CTU): If the owner lets you.

#5 (Female NTU): Ohio, like Cleveland or so, in a bar, like a restaurant bar they had a machine.

Facilitator: Yeah. Some states you can smoke inside. It depends. So the store stopped selling tobacco. People understand that. They know. Does it have any impact on people's attitudes towards the tobacco industry? Does it make them think anything about the tobacco industry? Or doesn't occur to them?

#2 (Female CTU): Don't occur.

#3 (Female CTU): Probably not because the tobacco industry probably has no clue where NY_Grocery_3 is.

#4 (Male NTU): That's not true. That's not true.

#3 (Female CTU): Just saying.

#4 (Male NTU): That is not true.

#3 (Female CTU): For all the cigarettes going around, it's not...

Facilitator: My question is more about does it have an impact on people's attitudes toward the tobacco industry, not the tobacco industry's attitude toward the company.

Female Voice: Maybe.

Facilitator: What kind of impact?

#3 (Female CTU): Not a good one because people who smoke will be mad because it's being pulled out of the store.

Facilitator: What were you going to say, #5 (Female NTU)?

#5 (Female NTU): I was still trying to think of something, but I guess that tobacco companies didn't really know concretely, that it definitely caused cancer until maybe the last 50 years. In the beginning, nobody really knew. And maybe it wasn't always this toxic.

Maybe people weren't quite as addicted as they've become, but I would say that there's a certain amount of pity for them because that's their entire livelihood. And if it causes cancer and people hate them for it and they're kind of run out of business as a consequence of the liability issues, it's kind of sad. But at the same time, if it is causing cancer and taking lives and ruining people's health, it's not a good thing to have. Maybe #4 (Male NTU) has something intelligent to say.

#4 (Male NTU): No. Like I said, I think tobacco's going to always sell. I mean, they haven't taken a hit in the time... I was there five years, and our business grew double digits every year.

Female Voice: Scary.

#4 (Male NTU): These two are smokers and they probably go to the reservation for their cigarettes. If you knew the volume they do on a reservation, you wouldn't need to sell it in a grocery store, period. I think the general public wants to become healthier because the way things are promoted. Foods and diets and being healthy, and I think they're taking a hit publicity-wise, but bottom line is still money.

They're making billions and billions of dollars. So the public has gotten better, I guess, where you can't go off to a restaurant and smoke. If you do, someone is going to give you a look 'cause, like you said, she's allergic. She doesn't want to be around it. I don't want to be around it. Tons of people smoke. I have friends that smoke, but there's not as many places to smoke now, right?

#2 (Female CTU): No, it's not.

#3 (Female CTU): And if it is, it's segregated.

#4 (Male NTU): If you go to a bar or a restaurant, you used to be able to smoke. Now you've got to go outside.

#2 (Female CTU): Now you've got to go outside.

#4 (Male NTU): You feel like you're almost. . .

#3 (Female CTU): In some places they make you stand inside of a blue circle now. So you're basically segregated.

#2 (Female CTU): In Georgia, cuz that's where I'm from, you can't even work at certain hospitals in Georgia if you smoke cigarettes. They're starting to not let you get a job at hospitals if you smoke, if you're a doctor or a nurse.

#3 (Female CTU): Yeah. You can't smoke at any, for the company that I work with, you can't smoke in any of the administrative buildings, and if you smoke at the residentials, you have to be at least 30 feet away from the building. They were trying to pull it out of all the residentials, but for some reason they just made the feet farther away from the house.

Facilitator: Where do you work?

#3 (Female CTU): I'll keep that to myself.

Facilitator: What business? I don't know, when you say residentials. . .

#3 (Female CTU): I'm a direct care specialist.

Facilitator: All right. Go ahead.

#5 (Female NTU): But actually thinking about it, probably about 30, 40 years ago they were actually trying to increase the addictive nature of cigarettes by adding other foods and substances to them. And they say that they add like 60 different flavorings to the typical cigarette to make it more addictive, things like chocolate, bananas.

#3 (Female CTU): They were trying to make it more addictive?

#5 (Female NTU): They were.

#1 (Female NTU): Oh, yeah.

#5 (Female NTU): They were doing marketing research to find out. . .

#1 (Female NTU): Yeah. Because people were quitting.

#2 (Female CTU): If you make roll-up cigarettes. . .

#3 (Female CTU): There's chocolate in my cigarettes?

#5 (Female NTU): All sorts of different substances. They did research to find out what was most addictive, and they actually put those substances, things that people crave desperately, into the cigarettes.

#3 (Female CTU): Wow. That's crazy. I've never heard of that.

#2 (Female CTU): They do that -- the rolling papers, like cherry flavor and all that. They do that, though.

Facilitator: Yeah. There's sugars and all sorts of flavors. Ammonia is the big thing that increases the addictiveness.

#3 (Female CTU): Yeah. I knew that.

#5 (Female NTU): But I'd be very curious, if cigarettes were as addictive for people before they started do that type of intentional additives as they've

become. Because I don't know that you would have found somebody that would have smoked two packs a day a hundred years ago.

Even if they were an avid smoker, they probably wouldn't have done that many cigarettes. I really think that's probably a side of it, that they're so addictive that people just can't help themselves.

#1 (Female NTU): With you mentioning that, I keep thinking that -- I don't even watch the show. I've watched it a very, very few times. The Mad Men show. And it's like everybody on that whole show smokes, and it's so odd to even see people smoking. I just think ...Like everyone.

Everyone, everyone smoked years ago. It was like you were the oddball if you didn't. I think that tobacco companies made so much money then, they don't even have to advertise or anything now because they made all their billions of billions of billions of billions of dollars then, that they don't even have to.

Facilitator: They can just coast.

#1 (Female NTU): Yeah. They can coast on it. Yeah.

Facilitator: All right. Do you think that the community reaction to this store stopping selling would be different -- let's just assume the community reaction is positive -- do you think it would be different if this was a pharmacy instead of a grocery store?

#2 (Female CTU): Yeah. It might be a little bit different.

Facilitator: Why?

#2 (Female CTU): Because you don't know what somebody's coming into the pharmacy to get.

Facilitator: What do you mean?

#2 (Female CTU): They might be going in there to get an asthma machine. Or they might have cancer. Or they might be, like she's allergic to the smoke, or whoever said they was allergic to it. That might be a problem 'cause what if she's going in there to get her medicine, and somebody comes in there and they just got done smoking a cigarette 'cause the smells stay with you.

'Cause my brother-in-law and my sister-in-law don't smoke. They're real picky. They don't want to come at my house because they don't smoke. If we go down to their house, go outside and smoke. We don't want that in our house. But yeah, it might.

Facilitator: So you think people would be more supportive of the idea of a pharmacy?

#2 (Female CTU): Yeah. They would probably say, yeah. Please stop 'cause there are people coming to the pharmacy to get stuff to make them better. Not to get them stuff to make them not better. To help them with their health.

Facilitator: Yeah. Any other thoughts? What do you think?

- #4 (Male NTU): Rite-Aid sells cigarettes.
- Facilitator: I know. So what if Rite-Aid stopped selling. Do you think people would be more excited about that than a grocery store?
- #4 (Male NTU): I don't know that answer.
- #3 (Female CTU): I think so 'cause when you walk up to the register at most pharmacies it's right behind you. At a grocery store or a Walmart or something, you actually have to almost go find them. If it's a pharmacy store, not just particularly the pharmacy, when you go and check out, when you grab things besides your medication, you see them all right there. I think it might be a little bit of both. Both positive and negative.
- #5 (Female NTU): I think most people who buy cigarettes by the pack in the stores are the type of smoker they don't buy it until they need it so that's probably going to be a frustration factor for them, to find more places that it's difficult because they're suddenly having the need for it. They've got their last cigarette and now who knows how long it will take them to find another store.
- #4 (Male NTU): That's a good point. A lot of people are like, "Aw, I'm out of smokes. I got to go get them." And if they can't go here, can't go here, got to go there, that would probably definitely cut back. On the other hand, most people I know buy their cigarettes in the reservation. But you're right. I've never smoked so I don't know that.

#5 (Female NTU): Having been a cashier, though. The kind of person who would buy cigarettes would be like one pack and they're down to the last cigarette, and they generally wouldn't buy more than two packs at a time. Kind of like penny pinching.

#4 (Male NTU): I agree.

Facilitator: What if it was a convenience store that stopped selling tobacco?

Female Voice: Uh-oh.

#2 (Female CTU): That would be a problem. That would be a problem.

#5 (Female NTU): Certainly inconvenient.

#4 (Male NTU): If you see one, let me know 'cause I don't see that happening.

#2 (Female CTU): That would be a problem. I would argue with the people.

Facilitator: You think they should sell at the convenience store.

#2 (Female CTU): I think they should. That's where you get most of your business 'cause every time I go to the corner store, somebody's buying cigarettes. It don't matter what time I go there. At least one person that's in there is buying cigarettes. And then if you don't have like transportation to get nowhere's else to get them, that's supposed to be convenient. You know what I'm saying? That's why it's called a convenience store.

#3 (Female CTU): I'm a smoker. And I would love to see cigarettes being taken out of convenience stores, grocery stores 'cause almost like she said, until I'm almost forced to quit, I don't think I'd be willing to really stop.

Facilitator: So you think the harder it was for you to get them --

#3 (Female CTU): Mm-hm.

#2 (Female CTU): So let me ask you this. So they made cigarettes illegal like they make weed illegal, that's the only way you'll stop smoking cigarettes?

#3 (Female CTU): Oh, no. They'd have to fully pull them off shelves and totally get rid of them. But yeah, I probably wouldn't smoke them if they were illegal.

#2 (Female CTU): But I'm saying, if they're illegal, then you would stop. Right today.

#3 (Female CTU): Yeah, probably.

#2 (Female CTU): I couldn't do it.

#5 (Female NTU): How many years have you actually smoked?

#3 (Female CTU): It depends. When we used to steal cigarettes from my parents when we were nine or when I got older? A good eight years now. I was 16. My whole family smokes so it was pretty much handed to me. I don't mean that in a bad way 'cause I had great parents and a very

good upbringing, but my sister, my whole family. The only person who doesn't smoke is my brother, and that's even going into extended family. So we're just a bunch of smokers.

#2 (Female CTU): I started smoking when I was eight years old.

#3 (Female CTU): But I would like to quit, I would very much.... But I don't want to have to take something or wear something. And then you try and do cold turkey. I don't get withdraws, but it's just the crave of that cigarette. You have that person at your house and you're like, oh, they have a pack. "Can I have one?" It's so hard sometimes to really quit. But I'd like to 'cause I've actually lost near and dear people to me due to smoking.

#2 (Female CTU): Me too. Cancer.

#3 (Female CTU): Yeah. I lost my father to stage IV lung cancer, and I still put a cigarette to my lips. Kills me every day, but I still smoke. It's hard. I've tried a couple of times, actually. I've cut back, though.

#4 (Male NTU): I think the thing with the convenience store you just mentioned, a grocery store has so many more things they're going to make money off. A convenience store has lottery, tobacco, beer, and food. Those are the four, I guess you would call, major categories. If you take one of them away, they might not survive.

At a grocery store, you could take that away and bring in something else that you could sell. There are very few things that make a convenience store money. And like you said, if we went to a

convenience store and watched ten people walk in and out. It's either they're going to have something to drink, something to eat, lottery, or cigarettes. That's a convenience store. So if you took one of their lifelines away from them, that's a big hit. To a grocery store, I don't think it's a big hit 'cause like she said --

#2 (Female CTU): They don't need --

#4 (Male NTU): Not only that, but they come in, "Give me a pack of cigarettes." You don't see people walk into NY_Grocery_1, even when they did, say "Give me a pack of cigarettes" 'cause you've got to park your car, walk into the grocery store.

#3 (Female CTU): Stand in line.

#4 (Male NTU): So I think that's what she said. Convenience stores are convenience stores, and they need tobacco sales to be profitable.

Facilitator: All right. Going back to the idea that this grocery store stopped selling, but nobody here knew about that. How important is it for people to actually know that the store has stopped selling.

#5 (Female NTU): If they've done it for noble reasons, they should be advertising that to encourage customers, although you will provoke some customers who are smokers to be angry with you. But for those who are opposed to smoking or would like to see it taken out of sight as a norm, it would probably be a beneficial thing for them to advertise that they've made that choice willfully.

#4 (Male NTU): That's probably the problem. You don't know why they did it. If they just said, we're not making any money. If they come out to the public and said, "We're going health conscious" and then someone found out that they sold underage cigarettes and they got their thing taken away. So until you know the reason they did it, they might not want to advertise it because it might not be for a noble reason.

It might be, "We're not making any money. Let's get rid of this." Or "We got caught seven times and it cost us \$10,000." So until they did it for a good reason, like say "We're becoming health conscious and we don't want our community being able to get cigarettes here," but until there's a good reason for it, I don't think they're going to preach it. 'Cause if you're just not making money, you can't come out and say we're going healthy this year. There's got to be a reason behind it. But you would think they would advertise it, like in the [REDACTED].

Female Voice: Yeah.

#4 (Male NTU): NY_Grocery_3. Smoke-free.

#1 (Female NTU): I've got a funny feeling. I don't know where I heard that from. I've got a funny feeling that they got stopped because somebody bought cigarettes and were underage.

#2 (Female CTU): Yeah, like they got in trouble.

#5 (Female NTU): Or somebody who went there to buy them who was disappointed and said that has to be why they stopped selling them.

#2 (Female CTU): Maybe they had a lawsuit.

#4 (Male NTU): You get fined for a pretty good chunk of money.

Facilitator: So regardless of the reason that they did it, let's just say they put up a sign that says we're not selling tobacco products anymore. Is that a good idea? Or do they need to say why?

#2 (Female CTU): No, that's a good idea. They don't necessarily -- they shouldn't have to explain. If they choose to do it, they choose to do that. If they don't choose to do it, then hey. That's not your business, you know what I'm saying?

#3 (Female CTU): Yeah, but Al Roker will be there with Channel 4 microphone asking them why.

#2 (Female CTU): Or Luke Moretti.

Facilitator: But in general, do you think that it's important for the community to know that they stopped selling?

Female Voice: Yeah.

#4 (Male NTU): Yeah.

#3 (Female CTU): I think it's important for them to know, but I don't think it's going to make a very big impact.

Facilitator: Okay. That's kind of my next question. If there was a big sign that just said we've decided to stop selling, do you think that it would make people more or less likely to shop there? Or have no impact?

#2 (Female CTU): No impact.

#3 (Female CTU): I don't think a lot of people who smoke cigarettes generally buy them at a grocery store so I don't think there would be an impact.

#5 (Female NTU): The person who ran out just before they got to the store, they're the ones buying the cigarettes at the store.

#4 (Male NTU): I would go with no impact.

Facilitator: No impact.

Female Voice: Yeah.

#4 (Male NTU): Yeah. I don't see impact either way.

#3 (Female CTU): Maybe if it said free puppies or something.

Facilitator: Free puppies instead of cigarettes. Okay. Do you think it would create positive or negative feelings toward the store if they had a sign?

#1 (Female NTU): Both.

Facilitator: Both.

#2 (Female CTU): Yeah, both.

Facilitator: Did you say just positive or both?

Female Voice: Both.

#1 (Female NTU): More positive, but yeah.

#3 (Female CTU): Yeah. Negative for the smokers. Positive for the non-smokers.

Facilitator: So non-smokers would like it.

#1 (Female NTU): I still think that because of what you said, that you always want to quit, I think a lot of smokers do. They've got it in the back of their mind. You see all that wonderful advertising on TV about all these people dying.

#2 (Female CTU): They showed one of their faces, and that lady didn't have no something.

#1 (Female NTU): Yeah. Yeah.

#3 (Female CTU): Or that guy who used to sing, you can't sing worth a heck with a big hole in your neck. You don't always die from tobacco.

Facilitator: Right. The singing cowboy. Yes.

#5 (Female NTU): I think the first store that actually says we stopped selling tobacco products because of a noble reason, like for health, they're probably going to have like a corner on the market for that concept, but they're probably going to be a catalyst for others to compete with them by taking up the same policy so that they're not the only store in town that's doing -- like an anti-smoking kind of campaign. I think that you would see others wanting to join them because they're going to want to appeal to the same audience.

Facilitator: So maybe NY_Grocery_1 started it in this area.

#4 (Male NTU): Yeah. NY_Grocery_1 definitely started it.

Facilitator: Okay. Do you think seeing this sign would make smokers think about quitting?

#2 (Female CTU): Seeing a sign?

Facilitator: That says we've stopped selling tobacco.

Female Voice: No.

Female Voice: No.

#5 (Female NTU): Maybe when they get past being angry and they start thinking why are they doing this to us? They might start thinking, well, it is a health issue, and that's what they're promoting it as. Maybe I should think twice about it again. It might actually encourage smokers to think again about giving it up.

#4 (Male NTU): Do you have any information why NY_Grocery_3 stopped selling?

Facilitator: I do.

#4 (Male NTU): What I'm getting at is NY_Grocery_1 said it a few years back that they weren't going to do it, but at least I don't see the sign. You're not going to drive into NY_Grocery_1 and see a huge we don't sell tobacco sign anymore. I think they've gotten their point across. I could be wrong. They might have a sign, but they've already made that statement, and I don't think they want to keep bringing it up. Some people would be like, "Why do they keep saying that? I smoke. I don't need to keep hearing that they don't sell tobacco. We know that." So that's kind of what I would think.

You're not going to have a big sign, we don't sell tobacco. I think most people here know NY_Grocery_1 doesn't. I don't want to speak for others. I know they don't 'cause I go to NY_Grocery_1. I wouldn't know about ... NY_Grocery_3, I didn't even know they sold cigarettes five years ago 'cause I just never noticed.

#5 (Female NTU): I remember seeing it at the customer service desk, and I remember seeing them at NY_Grocery_1 customer service desk, but I didn't even notice that they were no longer there.

Facilitator: Okay. So who knew here about NY_Grocery_1 not selling besides #4 (Male NTU)?

#3 (Female CTU): I won't shop there so I have no idea.

#5 (Female NTU): Oh my gosh.

Facilitator: You will not shop there?

#4 (Male NTU): I live there.

#3 (Female CTU): I will not shop at NY_Grocery_1.

#2 (Female CTU): I shop there, but I didn't really know it 'cause like I said, I don't buy cigarettes from the grocery store. It really wouldn't affect me because I go in there to get what I'm going to get, and I'm out the door.

Facilitator: So did anyone else know that NY_Grocery_1 -- did you know that NY_Grocery_1 had stopped selling?

#1 (Female NTU): I did not.

Female Voice: No.

Facilitator: So nobody knew except #4 (Male NTU). So that's interesting.

#4 (Male NTU): The only reason I knew was 'cause I used to work for a tobacco company. 'Cause I would never know 'cause I don't look for it.

#5 (Female NTU): Well, when they put it behind the customer service desk, it's kind of out of sight. You don't think about it. You're not asking questions.

#4 (Male NTU): Out of sight, out of mind.

#5 (Female NTU): And most stores put it up above the cashier or whoever was working there so you didn't see it anyway. You just saw the bottom of the rack. And that was generally for theft or for like space that they would do things like that.

Facilitator: All right. So do we have any ex-smokers here? Or just current smokers? No ex-smokers.

#4 (Male NTU): I would doubt she does.

Facilitator: Okay. No ex-smokers. So for the two of you who are still smoking, does this knowing about this store's policy have any impact on your tobacco use at all?

#2 (Female CTU): No.

#3 (Female CTU): No.

Facilitator: No. Figured that would be the answer. I thought I'd ask anyway, although, #3 (Female CTU), you said you would be excited if they got rid of tobacco everywhere.

#3 (Female CTU): That's not the one store that I shop at, really, and they're too expensive at grocery stores, but yeah, I would like to see them removed from shelves. I would.

Facilitator: All right. Now has anyone here encouraged any other grocery stores to stop selling cigarettes?

#2 (Female CTU): No.

Facilitator: Or to continue? Has anyone?

#2 (Female CTU): No.

Facilitator: No? That hasn't occurred to anybody? You look shocked.

#4 (Male NTU): No, I just. . .

Facilitator: That someone would think of such a crazy thing.

#4 (Male NTU): Well, yeah.

#5 (Female NTU): Well, sometimes customers do ask for things. Favorite product is suddenly missing.

Facilitator: I asked this question a couple of days ago, and someone said -- I didn't expect anyone to say yes, but she said she did. That she wrote letters to grocery stores to encourage them to stop selling. So she was very gung ho. Okay. So we've been talking about voluntary policies, but there are places like San Francisco and cities in Massachusetts where they have laws that say pharmacies cannot sell tobacco. So what do you think of that?

#2 (Female CTU): I mean, that's good. That is good. Like I said, if the people who are coming in there are allergic or they have other medical health, that's

good. I mean that's good. A pharmacy is a place where you buy drugs. Well, nicotine is a drug too, though.

#5 (Female NTU): You know, the other side of it, tobacco also causes birth defects. It can lead to low fetal birth weight and other types of birth defects are possible. So it's not just cancer that you have to worry about.

Facilitator: So you think that the pharmacy ban is a good idea?

#5 (Female NTU): I think an awful lot of pregnant women still smoke. I have a neighbor who has two youngsters and she was smoking the entire time she was pregnant. Thankfully, she goes outside to smoke so her children aren't breathing the smoke, but they were still carried that way.

Facilitator: Still exposed. So is there a difference in your mind between a voluntary policy and a mandatory policy? Does it matter? I'm getting some head shaking, tape recorders.

#2 (Female CTU): No, no, no, no, no.

#5 (Female NTU): We live in a free country, and people bank on that, that we have freedom to make our own choices. But there's a fine line when you know something is extremely detrimental and it's causing harm to other people. A baby can't help that it's going to be born with a birth defect or whatever. Or a child that's raised around the smoke might end up with asthma or some other lung affliction. So eventually, maybe it has to come to the point that you do see it as something

that shouldn't be a freedom. The freedom to make other people sick or the freedom to make yourself sick.

#2 (Female CTU): I think if they took cigarettes away and made them illegal, it would be a problem. I mean, it would be a problem. They would lose so much money, the tobacco fields and stuff. People would go to jail if they made it illegal. And they're already complaining about people being in jail for other stupid stuff.

#3 (Female CTU): The tobacco industry probably has more money alone from the years of selling tobacco than the United States has in the Federal Reserve, which is quite pathetic, but.

#1 (Female NTU): That's what I said. Everybody smoked years ago. I knew it when I was younger, but then when I saw that show. I was watching it, and it was, like, oh my god. It just dawned on me then when I saw that that it was like everybody had done it. And then I thought back and when I was younger, it was like everybody did. Everybody smoked. And it was like you were really weird if you didn't smoke. Yeah.

#4 (Male NTU): Damn, I'm weird.

#5 (Female NTU): Even church bingo halls. People were allowed to smoke in church bingo halls back then. Pretty much everywhere. Restaurants. Any place you wanted.

#1 (Female NTU): How do you survive?

#5 (Female NTU): You know, if I wanted to go see a band play out, I couldn't go to a bar for the longest time to go see a band. And I was so happy when they put the law in place, but sometimes bars were a no-tell kind of place, like people will still be smoking.

#3 (Female CTU): That's what I was telling her.

#5 (Female NTU): It's like the law may be there, but if you say something and you try to stop it, you're just going to be booted out.

#3 (Female CTU): There's still even a restaurant in New York state that you can smoke in.

#4 (Male NTU): I still think it comes down to the all-mighty dollar. If NY_Grocery_1 was making -- in my opinion 'cause I used to have to go to NY_Grocery_1 and look at the display. If they were doing enough volume, in terms of it being a real asset to their company, I just can't see a company pulling it, even if [the owner] himself hates cigarettes 'cause the majority of your sales, like I said, they don't buy their stuff at grocery stores.

So if a grocery store was selling bundles of cigarettes, I couldn't see them removing them for *any* reason unless they got fined for selling to an underage person. Businesses want to make money. I don't think they care what they sell as long as they're making money. I could be wrong saying that, but at the end of the day, if they were doing so much volume, why would you get rid of it? Even if they didn't like tobacco 'cause I worked for a tobacco company and I hate tobacco.

#3 (Female CTU): Yeah, that's weird.

#4 (Male NTU): I know. All my friends said the same thing, but just 'cause I hate tobacco, we weren't pushing it on people. We were selling it to people to sell it. I wasn't selling it to you. I was the middleman.

#3 (Female CTU): The middleman.

#5 (Female NTU): Years back I also worked for an inventory company, and among the stores we'd do inventory, many convenient food marts, tiny gas stations. But, as opposed to counting candy bars that are like \$0.33, \$0.50 a bar back then, cigarettes, if you were put into counting cigarettes, your dollars per hour would skyrocket.

Cigarettes, beer, alcohol, film, batteries, those were the big ticket items in the little stores. But other things like tv dinners or soda, water, just basic food items, didn't really add up. The big money in those stores that would be equal to five aisles of something else would be that one little section where all the high priced items like tobacco and batteries and film for your camera would have been. That's where the money is.

Facilitator: So going back to this question about having a law that says you can't sell tobacco in a pharmacy, do you think that that is a good way to go or it should just be voluntary? Or does it matter?

#2 (Female CTU): It's a good way to go.

Facilitator: Good way to go. Okay. Anyone else?

#4 (Male NTU): Makes it easy on the pharmacy. If you've got a mandatory law, they don't have that pressure. Like you said, if someone says, "Why aren't you selling my cigarettes? I come in here every day." That's a voluntary ... Now they might feel like, "holy cow" maybe but if it's a law. They're just like, can't do it. So that's got to be a positive thing for them 'cause there's no pressure.

Facilitator: Okay. Any other thoughts? #3 (Female CTU)? All right. So does it makes sense then to have laws that govern where cigarettes are sold?

#2 (Female CTU): What do you mean?

Facilitator: A law that says you can sell cigarettes here, but not there.

#2 (Female CTU): No, it don't make sense.

#3 (Female CTU): No 'cause you can just go around the corner to buy them.

Facilitator: So you're saying it doesn't make sense just because people will get around the law.

#3 (Female CTU): Oh, yeah.

#2 (Female CTU): They'll still get it if that's what they want. People who got their mind set to it, they're going to do it.

Facilitator: Well, I'm not talking about banning. I'm just saying what if they say you can only sell cigarettes in a tobacco store.

#5 (Female NTU): But you can't buy ammunition for your gun, you can't buy alcohol, anyplace else.

#2 (Female CTU): Yeah. You're not supposed to buy alcohol on Sunday in some states, but now they're starting to pass the law for that.

#5 (Female NTU): But the government agency, like ATF, does alcohol, tobacco, and firearms. So you can't go buy the other two items any place you please. Tobacco is relatively controlled also, or should probably be a little bit more controlled, and they should decide where it's allowed to be sold.

#3 (Female CTU): I think you can buy all three at Walmart.

#5 (Female NTU): You might be able to buy them at Walmart, but Walmart has permits for them.

#3 (Female CTU): And I think you can get ammo, beer, and cigarettes all in one stop.

#5 (Female NTU): But there aren't that many places you could do that, for the most part.

#3 (Female CTU): Right. When you look in the big picture, yeah.

Facilitator: So in New York state, what are the laws about alcohol? You're allowed to sell beer in grocery stores. Is that it?

#3 (Female CTU): But not liquor.

Facilitator: What about wine?

#3 (Female CTU): Nope.

#4 (Male NTU): They trying to. It's coming.

#3 (Female CTU): They're trying to but the downfall -- because my aunt owns a liquor store -- the downfall with that is every single cash register would have to have a liquor license.

#2 (Female CTU): You can buy wine in a grocery store.

#4 (Male NTU): Not really.

#3 (Female CTU): You can't.

#2 (Female CTU): The Arbor Mist stuff.

#3 (Female CTU): That's not wine.

#4 (Male NTU): That's called malt liquor.

#3 (Female CTU): Yeah. It's malt.

#4 (Male NTU): Like a malt beverage.

#2 (Female CTU): All this time I thought Boone's Farm was a wine.

#3 (Female CTU): But they are trying to put wine inside grocery stores.

Facilitator: So where can you buy liquor? Just at liquor stores?

#4 (Male NTU): Right.

#2 (Female CTU): You can't buy it on Sunday. I don't know. In Georgia, it's a certain time they stop and there's certain areas in Georgia where you cannot get it. On Sunday, you can't.

#3 (Female CTU): That's a good idea, though, to almost make it like a tobacco store. But then the downfall is, like a liquor store, you can't buy the salt for your margaritas or the cups for your Jack because they're only permitted to sell alcohol liquor items. Like Grenadine, the flavorings. You used to be able to buy that at NY_Grocery_1, but it was more prone to the alcohol buyers so he put one percent alcohol in it so it could be sold with the items in the liquor store. But then you have the downfall of having to go buy everything else. But tobacco stores might be a good idea.

#4 (Male NTU): I've never noticed that ever.

#3 (Female CTU): Yeah. Like when you go into the liquor store, all you'll find is liquor. You can't sell anything else inside a liquor store.

#5 (Female NTU): What about shot glasses?

#3 (Female CTU): That's only if it comes in a package. Have you ever seen the gifts, where you get the bottle of Crown with the men's glasses.

Faciliator: She knows it all.

#4 (Male NTU): I know.

#3 (Female CTU): Well, I wanted it. I tried getting her to sell it down to me.

#5 (Female NTU): Interesting.

Facilitator: All right. So do most grocery stores then just sell beer?

#1 (Female NTU): Oh, yeah.

Female Voice: Yeah.

#4 (Male NTU): That's all you can.

#2 (Female CTU): Yeah, but they got the stuff like the Four Lokos and all that. That ain't really beer, though.

#4 (Male NTU): That's malt.

#3 (Female CTU): It's like the [unintelligible] and stuff.

Facilitator: So how do you feel about the right of a community to ban all tobacco sales?

#2 (Female CTU): No.

Facilitator: You think they don't have the right to do that.

#4 (Male NTU): No.

#2 (Female CTU): No, they don't have that right. It's still legal. No, they don't have that right. If it was illegal, yes you have the right. But right now it's not illegal. So no, they don't have the right.

#3 (Female CTU): I think they do 'cause it is harmful. I'm not even sick, and I can cough up a lung right now.

#5 (Female NTU): It may come to pass eventually that enough scientific studies are done that it may actually come to a point where they realize that there's a stagnation of a specific area, like where an air mass doesn't leave. So if people are smoking, it's contributing to a smog factor, like Los Angeles, or it's contributing to a lower air quality for a region, they might actually be forced to do it for that purpose.

#2 (Female CTU): Well, that's one thing, but --

#5 (Female NTU): The sad reality is -- like downwind. What if the people in the next community say we don't want our lungs poisoned so we want to put a ban on smoking from the next town over.

Facilitator: Well, not smoking.

#2 (Female CTU): That's like saying you can't have a dog in your town because your dog barks.

Facilitator: The ban wouldn't be on smoking, but just on selling tobacco. Just say we're not going to sell tobacco.

#5 (Female NTU): So you could still go someplace else and buy it.

Facilitator: Yeah.

#2 (Female CTU): And you're going to still smoke in that neighborhood.

#3 (Female CTU): I think if you live in the community, you have a choice. You pay taxes. You're paying to live there.

Facilitator: All right. What do you think, #4 (Male NTU)? Does the community have the right to ban tobacco sales?

#4 (Male NTU): I think they're going to. Like you said, if you have the right to tell restaurants they can't have tobacco in there. I think it's coming. So I would say yes, but I don't think. . .like she said, you do have freedom. But I think it's coming. I just don't know how to say it, but I think they do have the right. There's other laws that you've got to follow if you live in whatever town you live in.

#3 (Female CTU): You can't have a fire that's higher than six feet.

#4 (Male NTU): There's certain things that are implied. That might be a little bit different, I guess, 'cause they're trying to do that, but like she just

said, you can't have a fire in your backyard. Could come down the line is what I'm saying. 'Cause communities, businesses are going smoke-free. I think it's coming, but I just don't know how well it's going to go over.

Facilitator: So how would you feel if New York banned all tobacco sales?

#4 (Male NTU): Love it.

Facilitator: You would love it.

#2 (Female CTU): I would hate it.

Facilitator: You would hate it.

#3 (Female CTU): I'm for it 'cause --

#2 (Female CTU): I mean, they're already fooling with the Indian people.

#5 (Female NTU): No, they stopped mail order cigarettes, didn't they?

#2 (Female CTU): Yeah. You can't get them through the mail. What I'm saying is they charge you taxes now. Let them people be. It's their land. Let them do what they want on their land.

#5 (Female NTU): Can you send them to your own relatives? Is that considered against the law?

#4 (Male NTU): Yeah.

Female Voice: I think so.

#4 (Male NTU): Yeah. That's illegal.

#5 (Female NTU): So there wouldn't be any way for people to ship them in then, either. You've got to travel beyond the border to get your cigarettes.

#4 (Male NTU): Exactly.

#2 (Female CTU): That's crazy, though. I would have a fit. I would protest about it.

Facilitator: You would have a fit. Okay.

#2 (Female CTU): That's just me 'cause I've got to have that cigarette, unless you want to come deal with my daughter for the day. And I guarantee you you don't.

Facilitator: What about you, #1 (Female NTU)? How would you feel if New York banned all tobacco sales? You're not sure.

#1 (Female NTU): Yeah. I'm not sure because like I said, I feel bad for you guys 'cause you're getting cut away from the human race, almost, but I'm all for not smoking. So I'm kind of in the middle right there.

#2 (Female CTU): She would probably be happy.

#1 (Female NTU): I don't think they have the right to ban it, though.

#2 (Female CTU): She'd feel bad for certain people, but she wouldn't feel bad for her.

Facilitator: Right.

#5 (Female NTU): I think it's the kind of policy issue that probably ought to be like a referendum, like on a voting. It should actually be something that people speak out on, that only if the majority of the people said that it should be a smoking ban of sales, that it should ever happen that way.

Facilitator: Okay. So if it was a referendum you'd be okay with it.

#5 (Female NTU): If that was the will of the people, but if it was just a politician and then a group of them persuaded each other to do it, it doesn't really necessarily represent the demographics or the will of the people, and then I think it's a violation of civil rights, whatever, personal liberties. Even though I don't want to see smoking, I still believe in rights.

Facilitator: That was my last question, but if there were any other comments people want to make before we wrap things up, feel free. Now is your chance.

#4 (Male NTU): I did chewing tobacco. We had a six month shelf life, but the thing was our product was 100 percent guaranteed. So if you bought 50,000 cases, if it didn't sell, you could ship it back to the wholesaler and you'd get credited. With cigarettes they know it was different. If they'd gone bad, you ate it. So that was part of the thing. You signed up to carry ten flavors, you better be careful what

the flavors you're picking 'cause if they don't sell, you're eating them.

#3 (Female CTU): Did you ever chew tobacco?

#4 (Male NTU): Never tried tobacco.

#2 (Female CTU): He said never.

#4 (Male NTU): Never tried it.

#5 (Female NTU): How old were you when you started working for a tobacco company?

#4 (Male NTU): I was 25.

Facilitator: And why did you stop?

#4 (Male NTU): 'Cause we got bought out by a bigger tobacco company and they didn't need two people doing the same thing. Yeah. Another thing, like you said, with that, we didn't advertise to grocery stores. We weren't allowed to. So I'd go into NY_Grocery_1, put one sticker, leave. Now at 7-11, I'd be putting up big signs, pricing, something on the door, something on the ground. As much as I could possibly bedazzle the store with signage is what I'd do. So it was a total different ball game.

Facilitator: Any other comments?

Female Voice: I had no idea NY_Grocery_1 stopped.

#5 (Female NTU): Now, what inspired this research project?

Facilitator: This research project was inspired when I was in California, and I noticed there were some grocery stores in the neighborhood that had stopped selling. It made the newspaper. And so it was -- in California it's a little different 'cause the grocery stores that stopped selling tend to be very upscale and not like NY_Grocery_3 at all. So we were kind of curious about what was motivating people so we just started off talking to people in California and then New York is also a big place where people have stopped selling.

#5 (Female NTU): California's very health conscious. And when I've been out there, I've seen some of the higher end stores, and they are extremely health conscious. Almost everything sold in the stores is organic products.

Facilitator: Organic. Gluten-free. And everything else. Yeah.

#3 (Female CTU): It's so expensive though.

Facilitator: Yeah. So NY_Grocery_1 kind of fits that model, but a bunch of other stores around here don't so it's kind of interesting.

#5 (Female NTU): Maybe like [REDACTED], if you're familiar with the area in the city, it's down on [REDACTED]. But they're more of a high end kind of -- mostly organic, natural foods kind of store.

Facilitator: And they don't sell?

#5 (Female NTU): I honestly don't know if they do, but they're definitely that type of store that's more upscale. I would be curious if they did sell tobacco with their health initiative.

Facilitator: You can go ask them when you go in there.

#2 (Female CTU): I live in [REDACTED] and a lot of Muslim people live in [REDACTED] so they have a store right next door to the mosque. Now they don't sell cigarettes, but they sell tobacco. I don't know what kind of tobacco is it, but they put it in a hookah and smoke it. And it's legal. They can do that. But it's still tobacco. And you say you don't sell tobacco, but you sell that tobacco that goes in a hookah, but they don't sell cigars or cigarettes or none of that.

Facilitator: Yeah. Okay. Any other last comments?

#4 (Male NTU): Money plays a thing in everything.

Female Voice: Yes.

Facilitator: That's right. Even today, it plays its role.

#4 (Male NTU): No, but I mean, with those things -- You couldn't see NY_Grocery_1 get rid of beer. If someone died in a drunk driving accident, they're not going to pull beer sales.

Female Voice: Right.

#4 (Male NTU): When you talk to NY_Grocery_3. If he was making enough money to keep it prevalent, he's not getting rid of it. Money plays an issue with everything.

#3 (Female CTU): It's sad, knowing that money plays a role in everything, and yet the United States is like \$40 billion in debt.

[End of recorded material]

FG11
3 participants
New York state
March, 2012

Abbreviations: NTU= Never tobacco user; CTU=Current tobacco user; FTU=Former tobacco user

[Start of recorded material]

Facilitator: If I were to tell you that a grocery store, just any grocery store in general, had stopped selling tobacco products, why do you think it would do that? What would be your thought process about why a grocery store would stop selling tobacco?

#3 (Male NTU): It's harmful to people's health.

Facilitator: So they just realized that and decided to stop selling?

#3 (Male NTU): Right. They felt they were selling something, a dangerous product to people's health.

Facilitator: Any other reasons?

#1 (Female FTU): If they weren't making enough money. If a lot of people stopped smoking and the profit wasn't there, people weren't buying the product anymore. They were getting very little sales.

#3 (Male NTU): Yeah, because of the cost of cigarettes, too. The price has gone --

#1 (Female FTU): Near my house in Florida it's \$4.25 for a pack of Marlboros. You can get a carton for \$26.40 at Public's.

#2 (Female CTU): Where?

#1 (Female FTU): Public's in Del Ray Beach, Florida. It's very cheap. There are no taxes on cigarettes --

#2 (Female CTU): Because my son is in Florida. But I guess where he is, it's more.

#1 (Female FTU): Where is he?

#2 (Female CTU): Orlando.

#1 (Female FTU): No. I was in Orlando 3 months ago. Kissimmee. Near Disney. It's about \$4.50 for the pack.

#2 (Female CTU): Okay.

#3 (Male NTU): But in the city it's like --

#2 (Female CTU): \$15.

#1 (Female FTU): All over the South there's no sales tax. We don't have state tax in Florida. So everything is very cheap.

#3 (Male NTU): But I come out of the city and I notice expensive -- see, I'm not a smoker. So I don't know the exact price.

#1 (Female FTU): It's probably about \$10 a pack.

#2 (Female CTU): It is \$10.

Facilitator: So, they realized it was bad for health, or they weren't making that much money on it. Any other reasons why they might stop selling?

#3 (Male NTU): Kids.

#2 (Female CTU): Underage.

#3 (Male NTU): To prevent kids from buying it.

Facilitator: So they got tired of the hassle of checking ID.

#3 (Male NTU): Checking IDs. Yeah.

#1 (Female FTU): Or if they got in trouble for selling it to underage children.

#3 (Male NTU): Or kids standing outside who see a customer going in, "Can you buy me pack of Marlboros while you're going in?" Customers were being harassed.

Facilitator: So if I tell you this grocery store stopped selling, do you think it might be located in a certain area or could it be anywhere?

#2 (Female CTU): Well, I know the grocery store particular, and it is located in a certain area.

#1 (Female FTU): Yeah, they all are --

Facilitator: What kind of area?

#2 (Female CTU): It's in a residential area. It's in an upscale area.

Facilitator: This is one that you know of in particular?

#2 (Female CTU): Mm-hmm.

#3 (Male NTU): They stopped selling?

#2 (Female CTU): Mm-hmm.

Facilitator: We'll get to a specific one in a minute, but just in general -- so if I told you, "Oh, this grocery store stopped selling," and I didn't tell you which one, would you still think, "Oh, it's probably in an upscale neighborhood"?

#2 (Female CTU): Well, if I know the name of it I can tell you.

Facilitator: I know. I just mean in general. The concept --

#2 (Female CTU): Yeah. Mostly. Because that's where the greatest concern is I think more so than anything else.

Facilitator: Do *you* think it would be in an upscale neighborhood necessarily? Or it could be anywhere?

#1 (Female FTU): Yeah, an upscale neighborhood. In a very ritzy neighborhood.

Facilitator: How come?

#3 (Male NTU): They want their folks to stick around a long time?

Facilitator: They don't want them to die from tobacco?

#3 (Male NTU): They don't want to die or get sick --

#1 (Female FTU): They have a lot of power those very fancy, expensive neighborhoods.

Facilitator: They have a lot of power?

#1 (Female FTU): Yeah, they're very in touch with the politicians --

#3 (Male NTU): And the legislature. The Surgeon General.

#1 (Female FTU): I can't think of the other -- commissioners? No.

#2 (Female CTU): Well, they have a great interest in health and well-being, I would say.

Facilitator: In the upscale neighborhood?

#2 (Female CTU): Mm-hmm. They work at it a lot harder.

#3 (Male NTU): Right. And they work at staying alive longer, too.

- #1 (Female FTU): Well, the upscale neighborhoods could pay off the supermarkets not to sell the product if they don't want it.
- #3 (Male NTU): And I think they're more on top of how they keep their health. They probably eat rich foods.
- #2 (Female CTU): They're health conscious.
- #3 (Male NTU): Yeah. They're health conscious. They eat rich. So they don't want garbage going into their system.
- Facilitator: So when you say rich food, do you mean expensive food?
- #3 (Male NTU): Expensive foods, yes. Upscale food.
- Facilitator: You mentioned the Surgeon General. Do you mean that people in these wealthy neighborhoods have contacts like that?
- #3 (Male NTU): No. Just that they might be more aware of the Surgeon General and what he has to say. They might read the label on a box of cigarettes.
- #2 (Female CTU): Yeah, be more conscious. Totally more conscious.
- Facilitator: So what kind of people might shop at a grocery store that decided to stop selling?
- #2 (Female CTU): People that have a general interest in their health and well-being.

#1 (Female FTU): Doctors, attorneys.

Facilitator: So rich people shopping at the expensive grocery store in the rich neighborhood --

#1 (Female FTU): Sure.

#3 (Male NTU): Right. And it can be black, white, Hispanic, any race I feel.

Facilitator: But in general you think that this kind of grocery store, a grocery store that would be willing to stop selling tobacco would be in this sort of wealthier neighborhood.

#3 (Male NTU): Right.

Facilitator: Wealthier residents shopping there.

#3 (Male NTU): Yes.

Facilitator: Now I'm going to be talking about a specific store. Maybe it's the one #2 (Female CTU) is thinking of.

#3 (Male NTU): I'm thinking of one, too.

Facilitator: What are you thinking of?

#1 (Female FTU): Me, too.

#3 (Male NTU): [REDACTED.]

#2 (Female CTU): No. That, too. And NY_Grocery_4 --

#1 (Female FTU): NY_Grocery_4.

Facilitator: That's the one that I had in mind.

#3 (Male NTU): Which one?

Facilitator: NY_Grocery_4.

#1 (Female FTU): Right next to my mother's law firm over there.

#3 (Male NTU): I would say D'Agostino. I never saw NY_Grocery_4.

#1 (Female FTU): Yeah, it's near the [REDACTED].

#3 (Male NTU): Maybe I didn't notice...How do you spell it?

Facilitator: NY_Grocery_4.

#3 (Male NTU): Oh, yes. I've seen that. But I didn't pay it no mind.

Facilitator: Have you shopped there?

#3 (Male NTU): No.

Facilitator: #2 (Female CTU), you knew they had stopped selling. Did anyone else here?

#3 (Male NTU): No, I didn't know.

#1 (Female FTU): I knew. My mother told me.

Facilitator: So, two of you knew. That's pretty good. You found out because your mother told you. How did she find out?

#3 (Male NTU): The lawyer she works for as a paralegal asked her to pick up cigarettes for him. And she couldn't pick them up because they didn't have them anymore.

#2 (Female CTU): That's how I found out. I shop there. So they don't have them.

#1 (Female FTU): And you're a smoker.

Facilitator: And did you use to buy your cigarettes there?

#2 (Female CTU): Not all the time. Just sometimes.

#3 (Male NTU): Is it expensive?

#1 (Female FTU): That supermarket's mighty expensive. Worse than Whole Foods.

Facilitator: So why do you think this particular store stopped selling tobacco?

#2 (Female CTU): I would say political pressure.

Facilitator: From whom? The town?

#2 (Female CTU): The residents.

#3 (Male NTU): Perhaps.

#1 (Female FTU): Small businesses around that area.

Facilitator: They didn't like it?

#1 (Female FTU): They didn't want it. They didn't like it.

Facilitator: Why wouldn't they want it?

#1 (Female FTU): There are a lot of children in that neighborhood.

#2 (Female CTU): The children, and giving them easy access. And just for the well-being of the neighborhood. Smoking cigarettes and throwing, butting them around.

#1 (Female FTU): Yeah, because there was a lot of cigarette butts being thrown in the planters all over in front of the fancy banks with all the nice greenery. They spent a lot of money with the landscaping. They don't want all the garbage being thrown. And I would see empty Newport boxes thrown all over the place. That's why. They don't want the litter.

#3 (Male NTU): Yeah, it's litter. Also a lot of places you can't smoke indoors. So folks go outside to smoke a cigarette. And they're probably smoking in front of the stores, in front of the residential areas.

#1 (Female FTU): That's a very small area, and people are passing by. They breathe it in.

#3 (Male NTU): People passing, doing like this.

Facilitator: So if they stop selling, people will be less likely to smoke right outside?

#2 (Female CTU): Yeah.

#3 (Male NTU): Right.

#2 (Female CTU): Including their employees.

#3 (Male NTU): Exactly. Yeah, the employees got to step out.

#1 (Female FTU): Yeah, those five-minute breaks.

Facilitator: So what do you think of their decision to stop selling?

#1 (Female FTU): I think it's great.

#3 (Male NTU): I think it's a beautiful idea.

#1 (Female FTU): I think they should get rid of cigarettes permanently in the United States.

#3 (Male NTU): Yeah, because in my building we've got this guy who smokes. And he steps out into the hallway. And right around his door is a lot of cigarette butts. He lives close to me. So the cigarette butts get kicked in front of my door, and it's nasty. But not only the cigarette butts but the ashes. The box, like you said.

#2 (Female CTU): He's just being totally inconsiderate.

#3 (Male NTU): Yes. It seemed like he'd have an ashtray over there.

#2 (Female CTU): You would think.

Facilitator: So #3 (Male NTU), you like it mostly because it will discourage people from smoking right outside. Is there any other reason?

#3 (Male NTU): Well, because of health issues. And secondhand smoke. You tend to pick it up also. And I'm not a smoker. I don't like smokers. I don't care for smokers. Don't take it personally, you guys.

#2 (Female CTU): I don't take it personally. Everybody has their own little thing, so I don't take it personally.

Facilitator: So, #2 (Female CTU), you said you liked it, too. And you're a smoker. So that's kind of --

#2 (Female CTU): Well, I'm not a big smoker. I smoke maybe two cigarettes a day every once in a while.

#1 (Female FTU): Oh, that's nothing.

#2 (Female CTU): When I need to de-stress or things like that.

#1 (Female FTU): How about a glass of wine?

#2 (Female CTU): Yeah.

Facilitator: So why do you like it then?

#2 (Female CTU): Well, it isn't good for your health. And believe it or not, I am very health conscious. But just looking at the things that are being done to food and things today, it's not really good.

#1 (Female FTU): This is true.

#2 (Female CTU): So it is a good idea.

Facilitator: Do you think that the store lost or gained customers as a result of stopping selling tobacco?

#1 (Female FTU): Lost.

#2 (Female CTU): I don't think he lost any --

#3 (Male NTU): I don't think he lost any.

Facilitator: Why not?

#3 (Male NTU): He probably picked up a few customers. Because people probably have felt that way for a while but didn't know how to go about getting things done in that respect. So now that they've taken that step to not sell, they probably will join the bandwagon and probably influence others to stop selling also. And spread the word. You know, word of mouth.

Facilitator: So the owners are going to spread the word or the customers or both?

#3 (Male NTU): Both.

#2 (Female CTU): Both.

Facilitator: So you think more people will start shopping there because they like the idea of the store stopping?

#2 (Female CTU): Well, because they take an interest in policy itself.

#3 (Male NTU): And health and the well-being of others. And that would influence others to say, "Let's sponsor this store. Let's generate some money. Let's spend our money there."

Facilitator: But you, #1 (Female FTU), thought that they were going to lose customers.

#1 (Female FTU): Smokers they'd lose. They'd be pissed off. They can't do their shopping and get their cigarettes in one place. So they'll go to Pathmark or A&P up the street.

#2 (Female CTU): Pathmark closed a lot of stores. We know they're not going there.

#3 (Male NTU): Or a mom and pop store.

#1 (Female FTU): Yeah. I mean if they want cigarettes and food and they don't feel -- because me, I know I like to go to one store and get my shampoo and my -- I don't want to keep driving. It's a hassle. They're big stores. You want to go in one and get everything all in one. So the smoker might say, "Okay, you know what? I'm pressed for time. I'm tired. I worked all day. Let me just drive a mile and a half to A&P this way so I can get my food, get my cigarettes, get what I need and get out." I don't have to go in one store, and leave, and go in another store.

That's how I feel. My mother's the same way and all my neighbors. We want to go in one store, get everything, leave, and go home.

#3 (Male NTU): One-stop shopping.

#1 (Female FTU): Yeah. Who wants to be going in and out of different stores? The parking. It's crowded. You got to wait on another register 10 minutes. Who wants it?

Facilitator: So you don't think they would get more customers -- they might lose the smokers, but would they gain --

#1 (Female FTU): I don't think they have many customers now with their prices. I don't go there. I know that. My mother rarely goes there, and she

makes a good living. I mean it's very overpriced. You pay \$3 more for everything there than you would -- it's ridiculous. Salad bar's \$10 a pound. Come on.

#2 (Female CTU): I forgot what I was making, but I needed red peppers. The young lady at the register, when she rang it up she said, "How much is this pepper?"

#1 (Female FTU): Yeah, it's ridiculous. That store has got some nerve --

#2 (Female CTU): She said, "Get the green ones. They're cheaper." I said, "No, I need red."

#3 (Male NTU): That was the worker?

#2 (Female CTU): Yeah. The lady at the register. She said "How much is that pepper?" And it was no bigger than this cup, and I think it was like \$2.

#1 (Female FTU): That Morton Williams is a nightmare, too. I think that's even worse.

Facilitator: Would knowing that NY_Grocery_4 has stopped selling tobacco make you more or less likely to shop there?

#1 (Female FTU): I wouldn't shop there anyway.

#2 (Female CTU): Doesn't stop me from shopping there.

Facilitator: What about you, #3 (Male NTU)?

#3 (Male NTU): I haven't shopped there.

Facilitator: But now you know. Would you start shopping there?

#3 (Male NTU): I don't know.

#2 (Female CTU): Well, it's not convenient...

#3 (Male NTU): It's not enough to -- and the way you guys talking about the store, I don't think I'm [unintelligible] -- I'm trying to make money. That's why I'm here. I'm not trying to spend it. I'm trying to deal with these gas prices.

Facilitator: Do you think this policy of not selling would have any impact on smokers?

#3 (Male NTU): Yes.

#2 (Female CTU): It'll have some impact. It depends on the individual. Because everything is an individual choice. Those who are heavy smokers may have an issue with it. But those who are like casual smokers like myself, it wouldn't make a difference.

#1 (Female FTU): I don't know many casual smokers. It's either all or nothing.

#2 (Female CTU): There are a lot of people that don't smoke. They just smoke a couple of cigarettes a day. That's not considered a really big smoker.

#1 (Female FTU): The smokers I know smoke a pack a day.

#3 (Male NTU): I think it would impact them. Especially if they've got to go like you said one-stop shopping. That interrupts their flow. They've got to go elsewhere. So they might personally ban that store because they won't sell cigarettes.

Facilitator: But it's not going to make them think about quitting or cut down --

#3 (Male NTU): No. They'll just go somewhere else, two blocks down or one block over.

#2 (Female CTU): No.

#1 (Female FTU): No. A bad habit's a bad habit.

Facilitator: What about people that are thinking about quitting already? This store stops selling tobacco. Does that have any impact on them?

#2 (Female CTU): I think it may give them the extra little boost that they felt that they needed.

#1 (Female FTU): Yeah.

#2 (Female CTU): Because it's not there. So, okay, that works for them.

#1 (Female FTU): They're not there for a reason. Maybe it's really damaging, and I should quit.

Facilitator: What about non-smokers? This store stopped selling. Does that have any impact on non-smokers at all?

#2 (Female CTU): I don't think it does.

#1 (Female FTU): No.

Facilitator: Why not?

#2 (Female CTU): They're not concerned about it because they don't smoke.

#1 (Female FTU): They didn't smoke to begin with.

Facilitator: They're not excited about it necessarily.

#2 (Female CTU): No.

Facilitator: What about kids?

#2 (Female CTU): That's a different story. It depends. If you have teenage kids who are smokers and that was a way that they could get it very easily, yeah, it would make a difference. It would have an impact on them.

Facilitator: What about other kids that aren't smokers?

#2 (Female CTU): They're probably happy as anything because they don't have to deal with their friends who smoke.

- Facilitator: What about general attitudes toward smoking? Does this policy of not selling have any impact on attitudes toward smoking in any way?
- #2 (Female CTU): Well, I think it does to a certain degree. To have a store just to not sell cigarettes anymore and to look at if other stores catch on to that idea, the attitude with people would be very upsetting.
- Facilitator: The attitude towards smokers?
- #2 (Female CTU): Yeah, towards smokers themselves.
- #3 (Male NTU): It might start a trend. That's a hard stand, too.
- #2 (Female CTU): That's what I'm saying.
- #1 (Female FTU): I don't know. Cigarettes make too much money for the economy. I don't see them ever stop selling them in all the supermarkets because it's extra money for the government. Just like illegal drugs. They're never getting rid of those. It makes the government too much money.
- #2 (Female CTU): That's a whole different topic. Anyway. . .
- #3 (Male NTU): That's another focus group.
- #2 (Female CTU): That's a totally big focus group.

#1 (Female FTU): They were talking about doing away with currency on the news. Everyone will have a credit card in 10 years. That makes no sense because the side business is those kind of businesses on the side. I mean you can't do away with currency. That's ridiculous. It'll never happen.

Facilitator: That's another issue. So, #2 (Female CTU), you were saying -- is it the attitudes towards smokers will be affected by this grocery store not selling tobacco? Or is it attitudes of smokers?

#2 (Female CTU): Attitudes of the smokers themselves. Yeah.

#3 (Male NTU): And people that don't smoke. They probably feel they wouldn't have to be around folks that smoke in that area. The litter, stuff like that.

Facilitator: So that might be happy?

#3 (Male NTU): Yes. I know I would be.

#2 (Female CTU): Yeah. Like other stores, I could see [Castidi's] picking up the idea.

#3 (Male NTU): I thought it was Castidi's or D'Agostino's.

#2 (Female CTU): D'Agostinos. Them, too.

Facilitator: I haven't heard that they have.

#3 (Male NTU): They'll probably join.

Facilitator: Yeah, maybe. Do you think policy of not selling tobacco has any impact on people's attitudes towards the tobacco industry? Does it make them think anything about the tobacco industry?

#2 (Female CTU): No. Because the store itself stopped selling cigarettes. That's set up like an individual choice. It's not mandated or anything else.

#3 (Male NTU): I think it would be an impact on the tobacco industry.

Facilitator: Right. But I'm asking about attitudes towards the tobacco industry. Does it make people think, "Oh, that tobacco industry is really evil," or anything?

#2 (Female CTU): No.

Facilitator: Or feel sorry for the tobacco industry or anything toward the tobacco industry? Just doesn't lead you in that direction?

#3 (Male NTU): No, it's of no bother to me. Because I'm not a smoker.

Facilitator: What about you, #1 (Female FTU)?

#1 (Female FTU): Me, too. I don't really have an opinion either way.

#3 (Male NTU): It doesn't affect me.

#1 (Female FTU): It doesn't affect me. Well, it affects me indirectly because I don't like to walk by people. I don't like to smell it, with the asthma. I

don't want my son around it. I don't want my clothes and my hair smelling. And secondhand smoke is a lot worse than firsthand smoke. It's been proven to cause cancer quicker. I don't want to be near it.

Facilitator: So in general the reaction of the three of you is positive towards this store stopping selling. I imagine the community's reaction is positive, too, based on what you've said about the community. Do you think the community reaction would be different if it were a pharmacy that had stopped selling tobacco products?

#2 (Female CTU): No, I think it'd be pretty much the same.

#3 (Male NTU): Yeah.

#1 (Female FTU): Trader Joe doesn't sell cigarettes. I just thought of that.

#2 (Female CTU): They never did.

Facilitator: They're not a pharmacy.

#1 (Female FTU): They're a supermarket, and they don't sell cigarettes. They never did.

Facilitator: So you're saying a pharmacy would get the same reaction? People would be equally happy?

#2 (Female CTU): Sure.

#3 (Male NTU): Yes.

Facilitator: You agree, #1 (Female FTU)?

#1 (Female FTU): Oh, yes.

Facilitator: What if it were a convenience store that stopped selling --

#1 (Female FTU): That might be a problem.

#2 (Female CTU): That would be different issue, I think. The word "convenient" itself means --

#1 (Female FTU): "Let me go get my beer and cigarettes. Where are the cigarettes?"

#3 (Male NTU): One-stop shopping.

#2 (Female CTU): The expectation is that they should have it.

#1 (Female FTU): Or 7-Eleven, can you imagine?

#3 (Male NTU): And people go in there looking for cigarettes.

#2 (Female CTU): And their coffee, it's the two main things.

#1 (Female FTU): That's a main 7-Eleven thing.

Female Voice: That and coffee.

#1 (Female FTU): Coffee too, and the newspaper.

Facilitator: So it sounds like you think smokers would be unhappy if a convenience store --

#1 (Female FTU): Oh, yeah.

#2 (Female CTU): Absolutely.

Facilitator: But what about the community in general? How would people in general, non-smokers -- what would they think about that?

#1 (Female FTU): Oh, it'd be great.

#3 (Male NTU): They'd cheer them on.

#2 (Female CTU): I think they would, too.

#3 (Male NTU): It would affect them but positively.

Facilitator: They'd be happy even though smokers might be unhappy.

#3 (Male NTU): Correct.

Facilitator: Do you think the fact that it was a convenience store not selling would be a more powerful statement than if it were a grocery store?

#3 (Male NTU): Yes, that would be an impact --

#2 (Female CTU): I think it's pretty ... because the impact -- I mean if you go into a convenience store, most of the time they pump gas, too. So it would have a much larger effect as a small business owner for them not to have cigarettes available.

#1 (Female FTU): They'd be losing a lot of money.

#3 (Male NTU): Because it's expected.

#2 (Female CTU): Yes, it's expected. Coffee, cigarettes, and a newspaper. And your gas.

#3 (Male NTU): They charge more for cigarettes.

#2 (Female CTU): No, they don't.

#3 (Male NTU): Mom and pops probably charge less.

#2 (Female CTU): No, they don't. The convenience stores charge a little less just for that ability to sell it and get gas at the same time because people think, "Okay, I can get a \$10 pack of cigarettes for \$9.45 and pump my gas, too. So I'll go to the convenience store to get it."

#3 (Male NTU): But mom and pops might sell it for \$9.

#2 (Female CTU): They can't afford to.

#3 (Male NTU): Because they don't get as much business?

#2 (Female CTU): Right.

#3 (Male NTU): So they've got to charge \$10?

#2 (Female CTU): Mm-hmm.

Facilitator: So a convenience store would be losing a lot more money, you're saying, than a grocery store?

#2 (Female CTU): Oh, yeah.

#1 (Female FTU): Oh, yeah.

Facilitator: So that would be significant in and of itself.

#2 (Female CTU): It'd make a huge difference I think, yeah.

Facilitator: So two of you knew about this store stopping the sale. And you didn't know.

#3 (Male NTU): I didn't know.

Facilitator: And you sort of found out from your mother.

#1 (Female FTU): Mm-hmm.

Facilitator: Do you think it's important that the community knows that the store has stopped selling tobacco products?

#2 (Female CTU): Well, I think at this point they do know.

#1 (Female FTU): I think everybody knows.

#3 (Male NTU): I think it's important because I didn't know. But I look at it as an important topic. Now I can spread the word.

#2 (Female CTU): It's been awhile...

Facilitator: So it is important for people to know. Do you know, does the store have a sign inside --

#2 (Female CTU): No, you don't see [cigarettes]. Normally you would see the cigarettes stacked.

#1 (Female FTU): Near the registers, yeah.

#2 (Female CTU): You don't.

Facilitator: So they're just not there.

#2 (Female CTU): They're not there.

Facilitator: Do you think if they advertise their policy saying, "We're concerned about your health. So we're not selling cigarettes anymore," and they kept that sign up, do you think that'd be a good idea?

#2 (Female CTU): I think yeah, that is a good idea. But I also think at this point, because it's been a while, that the community does know. But anybody else that would take on that kind of project, yeah.

Facilitator: What about others?

#1 (Female FTU): But if they put a sign up or advertise, then people might just say, "Let me not go to that supermarket. I'm a smoker. Let me go" -- so this way you have to physically go in the store and then find out. But you're already doing your shopping by then. So maybe they'll lose a few customers if they were to advertise it and have signs up. They want you to go in and notice it. This way you go in there and you're going to get your items.

#2 (Female CTU): Yeah, that is something to think about.

Facilitator: What about you, #3 (Male NTU)?

#3 (Male NTU): Yes, I agree.

Facilitator: They need a sign or it would drive people away?

#3 (Male NTU): I don't think you even need a sign. Just when they go to ask, "Can I have a pack of Newport," we don't sell cigarettes here.

#1 (Female FTU): They might not have gone to that store if they knew in advance.

#3 (Male NTU): Right, they might... "I can get everything from [VJ's]."

#2 (Female CTU): But the strategy in the supermarkets now is -- okay, I notice that all of them, even NY_Grocery_4 now, is changing the aisles to make you stay in the store longer to look for stuff. So by not putting up the sign or getting advertisement, so if they don't sell it, well, you're in there. You're going to buy whatever you were going to buy. You may not come back. But at that moment, okay, you would get whatever you came into get.

#3 (Male NTU): They've got that sale.

#2 (Female CTU): Yeah.

Facilitator: But if they wanted to have an impact in terms of people's thinking about tobacco, would it be important to have a sign?

#2 (Female CTU): Well, the sign would make them think about it. Yes, I would say so, that they don't sell it.

Facilitator: It sounds like you think if they had a sign it would make some people less likely to shop there. The smokers in particular. They might shop there the one time and then stop. What about other people? Would it make some people more likely to shop there --

#2 (Female CTU): Well, I would think they would have more community support if the sign was up there.

#3 (Male NTU): I think if they put up the sign it might distract -- it might make the consumers feel that the owners of the store are taking a hard stand

against tobacco. So they might feel prejudiced towards people that smoke.

#2 (Female CTU): They are. They already are.

#3 (Male NTU): But they don't have to announce it, throw it in your face. I think the subtle approach for now -- because there's going to be a lot more stores joining that bandwagon. Then you'll probably see the signs go up. But for now I feel the subtle approach is the best approach.

Female Voice: Yeah.

#3 (Male NTU): Nice and easy.

#2 (Female CTU): That's what I said before.

Facilitator: Do you think if there were a sign it would make smokers think about quitting, if they saw such a sign?

#3 (Male NTU): No. [Laughs.]

#2 (Female CTU): [Laughs] No, they'd get a few eggs or a few tomatoes and throw it at the sign. I'm kidding.

#3 (Male NTU): They'd hate that store! They'll say, "I ain't going back there no more. Every time I go there I've got to think about not smoking." And they might have the urge to smoke a cigarette right then. They might've just made love and got to get a cigarette. [Laughs]

Facilitator: What about you, #1 (Female FTU)?

#1 (Female FTU): I don't think it would make a difference on them smoking or not smoking. I mean it's a very addicting habit. Most people want to stop smoking. They physically can't because it's so physically addicting, like heroin they say.

Facilitator: So you're all still in agreement that the sign isn't the greatest idea?

Female Voice: No.

Facilitator: Do you think it would create or reinforce negative attitude about smoking if there were a sign up saying, "We decided not to sell"?

#3 (Male NTU): Well, everybody knows smoking is bad.

#1 (Female FTU): Everybody knows.

#2 (Female CTU): Yeah.

Facilitator: So the sign is pretty superfluous in your opinion, it sounds like.

#3 (Male NTU): Yeah.

#1 (Female FTU): Sending a message that everybody already knows, which we've known for over 20 years.

#3 (Male NTU): That's like the Surgeon General --

#2 (Female CTU): Well, I find that society itself has taken a very hard stance with smokers.

#3 (Male NTU): Yeah, even the politicians.

#2 (Female CTU): In public places now and outdoor places and parks. Even in your apartments in some areas you cannot purchase an apartment if you're a smoker. They are fining you if they find out that you are. So some pretty hard stands have already been taken.

#3 (Male NTU): When you go to restaurants -- most restaurants you can't smoke anymore. The hotel --

#2 (Female CTU): Now even outside the restaurants they don't want you to stand in front of them anymore either. So that's what I'm saying. So having a sign could be --

#3 (Male NTU): The outside platforms on the subway.

#1 (Female FTU): Oh, you can't anymore --

#2 (Female CTU): So, having a sign could just put fuel on the fire, depending.

#3 (Male NTU): Yeah, the sign.

#2 (Female CTU): Because of all of these hard stances have already been taken.

#1 (Female FTU): Well, they're concerned for the non-smokers, the secondhand smoke going to them. These poor people not smoking have to deal with

getting cancer from people who decide to smoke. It's not fair to all the non-smokers, right?

#3 (Male NTU): Right. I agree. But you didn't know about the platforms?

#1 (Female FTU): No.

#2 (Female CTU): No, right here in [REDACTED] you can't smoke on the platform.

#1 (Female FTU): I don't ride subways, but I had no idea.

#3 (Male NTU): Yeah, the platform. [REDACTED].

#2 (Female CTU): Yeah.

#1 (Female FTU): I drive into the city in my car.

#3 (Male NTU): I don't let people smoke in my car.

#2 (Female CTU): That was a couple of months ago. I never smoked in my car.

#3 (Male NTU): No smoking in my car....

#2 (Female CTU): I smoke in my house.

#1 (Female FTU): You can't smoke in an apartment you rent if it's a private owner renting their house.

Female Voice: No.

#1 (Female FTU): But they can't tell you what to do in a building --

#2 (Female CTU): Yes, yes, yes --

#1 (Female FTU): My mother lives in [REDACTED], the building --

#2 (Female CTU): It's a new law --

#3 (Male NTU): My building, May 1st...

#1 (Female FTU): How are they going to know with 50 apartments who --

#2 (Female CTU): They can smell it.

#1 (Female FTU): You're paying \$2000 a month to rent it.

#2 (Female CTU): That's the issue. Yes.

#3 (Male NTU): No, but it's going through the walls and it's going through the vents.

#2 (Female CTU). Yes.

#1 (Female FTU): Well, they smoke in my building.

#3 (Male NTU): They even had it on TV how --

#1 (Female FTU): I can smell it in the hall.

#3 (Male NTU): When you smoke a cigarette it goes from this vent and goes into the next room. It comes out on a kid could be playing.

#1 (Female FTU): Well, they smoke in that building.

#3 (Male NTU): I bought a car recently where they didn't have no ashtrays.

Facilitator: Yeah, that's pretty common these days. No more ashtrays in the cars.

#1 (Female FTU): I bought a Honda 2011. There's no lighter.

#3 (Male NTU): Well, you can't open it. And no ashtrays in the backseat.

Facilitator: Just to clarify, the smoking in apartment buildings that's public housing there are certain communities where --

#2 (Female CTU): No, these are private houses --

Facilitator: I know. I'm not done.

#2 (Female CTU): What I'm talking about is the real estate market itself. In condominiums and co-ops. They are instituting that policy.

#3 (Male NTU): Mm-hmm. I live in a co-op, and they're starting May 1. They already sent the signs "No smoking."

#1 (Female FTU): You're on [REDACTED]?

#3 (Male NTU): No, I'm in [REDACTED].

#1 (Female FTU): [REDACTED].

#3 (Male NTU): I'm not from these parts. I came a ways to --

#1 (Female FTU): [REDACTED].

#3 (Male NTU): [REDACTED].

Facilitator: In general you think the sign is not really necessary and not a great idea.

#2 (Female CTU): No.

Facilitator: There are no ex-smokers here, are there? Okay. For #2 (Female CTU), because you're still smoking -- well, you already knew NY_Grocery_4 had stopped selling tobacco. Did it have any impact on your tobacco use?

#2 (Female CTU): No. One pack of cigarettes can last me a week to two weeks. So it's not a big deal. I went in, they didn't have it.

#1 (Female FTU): You're the rarity. I've never heard of that.

#3 (Male NTU): You kept moving?

#2 (Female CTU): Of course. Walking down the street, there are five, six other stores. It never stops me. I'm a woman on the move.

Facilitator: Is this trend of not selling tobacco something that any of you here would encourage other stores to do? You don't shop at NY_Grocery_4, but where you shop?

#2 (Female CTU): Well, it's a part of my life. I don't know if I'd be on a platform endorsing it, but yeah, I do think it's a good idea.

#3 (Male NTU): It's a great idea. And I don't even think they need my endorsement. Other stores are going to join the bandwagon. They're going to say, "Wow, that's a hard stance," because you're losing money.

#1 (Female FTU): Yeah, you are.

#3 (Male NTU): And for you to take that approach, the tobacco industry is going to be alarmed. They're going to take a hit.

#2 (Female CTU): They're going to give a hit, too. They put a chemical in it to make it more addictive. So now they'll double the dose. Yeah, double the dose

#3 (Male NTU): And I wouldn't be surprised if the price goes down. The cost of cigarettes might go down.

#2 (Female CTU): That'll never happen. Once something goes up, it doesn't come down. If it's on a monetary level.

#3 (Male NTU): If they want to get you to buy it -- the price of gas I think is going to come down --

Female Voice: No, they will give it a double shot of whatever chemical they use.

#1 (Female FTU): Nicotine.

#3 (Male NTU): The cost of gas is going to go down.

#2 (Female CTU): Yeah, right. Keep on dreaming.

#1 (Female FTU): It is. It goes up and down.

#3 (Male NTU): It goes up and down. It fluctuates.

#2 (Female CTU): Yeah, mmh-hmm.

Facilitator: So you were just saying, #3 (Male NTU), that more stores were going to jump on the bandwagon. But then you just said they were going to lose money.

#3 (Male NTU): Well, the stores -- I don't think it's going to be a loss where it's felt where they're going to start selling it again. No. They're going to take a hard stance -- like on a graph it'll probably go down to a little bit. But then it'll probably go back up. Serious. But I feel the tobacco industry is going to take a hit.

#2 (Female CTU): But I think for people, like everything else, you make the adjustment. You do. They stop selling it in the supermarket, okay. Just like they never used to open supermarkets on Sundays. Now it's the norm. And that'll be the norm.

Facilitator: So it'll just be a norm that grocery stores don't sell --

#2 (Female CTU): Yeah, eventually.

#3 (Male NTU): Yeah.

Facilitator: So nobody here has encouraged any other stores to stop or to continue selling tobacco? No.

#2 (Female CTU): No.

#3 (Male NTU): I want D'Agostino's and Cristiti's to join.

Facilitator: Well you should go in there.

#2 (Female CTU): Make a sign.

#1 (Female FTU): We'll picket outside with signs. "Do not sell cigarettes. Killing our youth."

#2 (Female CTU): I'm there...Wear little red hats just so they don't miss you.

Facilitator: In some cities like San Francisco and some cities in Massachusetts, there are laws that say if you are a pharmacy you cannot sell tobacco. It's a law. So it's mandatory. And we've been talking about voluntary policies. So what do you think of mandatory policies? A law that says you cannot sell tobacco in a pharmacy?

#3 (Male NTU): Great. Beautiful.

#1 (Female FTU): It's a great idea.

#2 (Female CTU): I don't see a need for them to sell it in the first place really.

Facilitator: Why not?

#3 (Male NTU): Because [go back] and get their meds for something that --

#2 (Female CTU): You're selling prescription drugs. Why would you sell something that would be harmful along with that?

#3 (Male NTU): Right. And then they're going to come back when it becomes harmful to their health.

#1 (Female FTU): When they develop cancer they'll go back for the cancer drugs --

#3 (Male NTU): Go back to the pharmacy.

Female Voice: And go postal. Yeah, okay.

Facilitator: So you like the idea of a law. Is a law better than a voluntary policy? Does it matter? Is it worse?

#1 (Female FTU): A law is better.

#2 (Female CTU): A law is worse because --

#3 (Male NTU): Yeah.

#2 (Female CTU): With laws you have so many hidden aspects that you don't know of wherein if it's a policy, it's a simple, basic thing.

Facilitator: A voluntary policy.

#2 (Female CTU): Yeah, a voluntary policy is usually a simple basic thing.

#3 (Male NTU): Yeah, and that could be abused.

Facilitator: So, #3 (Male NTU), you think a law would be better?

#3 (Male NTU): Yes.

Facilitator: And you think, #1 (Female FTU), it should be a law?

#1 (Female FTU): Yeah.

Facilitator: How come? You said so it won't be abused.

#3 (Male NTU): Right. So it'd be a standard. It'd be law-abiding citizens. If you do it, it's against the law, and you could be punished.

Facilitator: #1 (Female FTU), did you have a different rationale?

#1 (Female FTU): It should be a law just like you can't smoke marijuana. It's a law. It's against the law, which I don't feel that's right. But if that's the way that is about that drug, I feel cigarettes are just as bad if not worse.

Facilitator: So does it make sense to make laws that dictate where cigarettes are sold?

#3 (Male NTU): Yes.

#1 (Female FTU): I think they shouldn't be sold anywhere. I think they should get rid of them, [period] --

#2 (Female CTU): Well, first of all it's an industry that you're not going to stop it.

#1 (Female FTU): Yeah, this is true.

#2 (Female CTU): It's been here since the inception of this country, since the Civil War -- people have been smoking. Long before they came over to this country. They brought it with them. So it's a thing that you're not going to get rid of completely. So yeah, you can make some mandates. You can put some restrictions in there --

#3 (Male NTU): Some laws --

#1 (Female FTU): I never understood [unintelligible] --

#2 (Female CTU): But you're not going to stop people from smoking.

#3 (Male NTU): From doing what they want to do. But they could take stances -- I appreciate -- that's a hard stance. I like that store. I might go in there now. Serious. Because do you know the impact -- coming here today I've really learned something. That's beautiful.

Facilitator: So you think it makes sense to have a law then that says you can sell cigarettes here but not here?

#3 (Male NTU): Yes.

Facilitator: And then, #2 (Female CTU), you didn't think so.

#2 (Female CTU): Yes.

Facilitator: Thought that was a bad idea.

#3 (Male NTU): Like gas stations. No more cigarettes. Because people stop at gas stations. They fill up. They get a pack of cigarettes. They get back on the road so they can smoke. They've got to do eight hours. As soon as they finish, they flick it out the window. It's still lit --

#1 (Female FTU): I've had it flung at me.

#3 (Male NTU): Forest fires.

#2 (Female CTU): No, they ain't the ones who cause forest fires.

#3 (Male NTU): What?

#2 (Female CTU): It's the campers.

#3 (Male NTU): No. Those --

#2 (Female CTU): Trust me, it's the campers.

#3 (Male NTU): Those flicks --

#2 (Female CTU): No, it's the campers.

#3 (Male NTU): On the dry grass and the leaves --

#2 (Female CTU): No. Listen, I go up to the mountains a lot. So I know. It's the campers.

Facilitator: So if we were going to have cigarettes just sold in certain places, where would they be sold?

#3 (Male NTU): Well, they could sell them in a mom and pop store. They could sell them at --

#1 (Female FTU): 7-Eleven.

#2 (Female CTU): In your neighborhood, period.

#3 (Male NTU): At the airport, so you could fly away with it.

#2 (Female CTU): No, the airport would not allow that, first of all.

#3 (Male NTU): You know the canteens where you get it out of a machine?

#1 (Female FTU): Yeah, I think they should be all canteens out of the machine.

#2 (Female CTU): Well, they used to have those dispensers. And then they did away with them.

#3 (Male NTU): You don't see them anymore.

#1 (Female FTU): In California they have them with all the weed now. I saw on TV. You need the card. You put it in.

#2 (Female CTU): No, because it's too easy access. Because teenagers could go and get cigarettes.

#1 (Female FTU): This is true. There's nobody IDing you.

#3 (Male NTU): But I think the cost of cigarettes should go up --

#2 (Female CTU): Well, they have gone up --

#1 (Female FTU): \$20 a pack? Yeah.

#2 (Female CTU): \$15 in the city.

#3 (Male NTU): \$20 a pack? They'd think twice about smoking.

#1 (Female FTU): I think they should go \$50 a pack.

#3 (Male NTU): They had said that about guns. If they were to charge \$20 a bullet, there would be less murders. People would think twice. You know, you've got to load your gun. That's six bullets. That's \$120.

#2 (Female CTU): Well, first of all, you'd get a lot of practice in and be a good shot so you don't need a lot of bullets. One will do it.

#3 (Male NTU): There would be fewer murders, I tell you.

#2 (Female CTU): Learn how to get a head shot or a chest shot, that's it.

#1 (Female FTU): [That'll cost you \$600.]

#3 (Male NTU): But I'm talking about the drive-by's.

Facilitator: So I think I know the answer for #1 (Female FTU) for this next question. How do you feel about the right of a community to ban all tobacco sales? Do you think they have the right to do that?

#1 (Female FTU): Oh, yes.

#3 (Male NTU): Me, too. I would be behind it --

#1 (Female FTU): It would be a wonderful, beautiful thing.

#3 (Male NTU): Give me the petition. I'll sign it.

Facilitator: So, the community has the right to do that?

#2 (Female CTU): They have a right to do it. That doesn't mean it's going to happen. But, yeah, they do have the right to do that.

#1 (Female FTU): More and more people are not smoking in this day and age. I notice that from years ago. A lot fewer smokers.

#3 (Male NTU): When they sent the newsletter to my apartment saying that May 1 they started no smoking in the building, great. Beautiful.

#1 (Female FTU): That's a great thing.

#2 (Female CTU): How much are they going to fine people?

#3 (Male NTU): They didn't say. [Unintelligible] a warning --

#2 (Female CTU): Yeah. Give a warning and then a fine.

#1 (Female FTU): And how are you going to know what apartment it's coming from? You can't really tell --

#3 (Male NTU): You could tell.

#1 (Female FTU): It's my word against the maintenance.

#3 (Male NTU): Especially if they're sending people around -- even the maintenance guys. They're out in front of your door sweeping, doing the steps, doing whatever --

#1 (Female FTU): Prove it.

#3 (Male NTU): They see smoke coming from underneath your door.

- #1 (Female FTU): You can't see. If you go in your bathroom, it's your word against mine.
- #3 (Male NTU): If you walk by that door, you can smell cigarettes. Like marijuana. You walk by a door and they're smoking marijuana, you can smell it.
- #1 (Female FTU): There's someone in my building smoking. The whole hallway stinks. There are 20 apartments there. We don't know which one it's coming from. How do you know?
- #3 (Male NTU): People know.
- #1 (Female FTU): No, we don't know. Me and my neighbor are always like, "Who the hell's smoking dope here?"
- #3 (Male NTU): I hate cigarette smoke. I can tell.
- #1 (Female FTU): You can tell if there are 10 apartments on one floor and the whole floor stinks?
- #2 (Female CTU): You do figure it out.
- #3 (Male NTU): You walk by that door, you know it's a smoker in that apartment right there.
- #1 (Female FTU): We have very thick metal doors. They're very big apartments. You can't tell. People have all their windows open.

#3 (Male NTU): It comes from under their door.

#1 (Female FTU): There's no hole under our doors. It's very --

#2 (Female CTU): That's how they caught a lot of people, from the windows being open. That's how they determined who it was.

#1 (Female FTU): Well, we still don't know, me and my one neighbor. We're wondering. Because the whole first floor stinks. And there's 30 apartments on each floor. And there are three floors in the building.

#3 (Male NTU): And they're smoking what? Cigarettes?

#1 (Female FTU): Marijuana. We don't know who it is because the whole building is smelling. So you can't single out. Yeah, we don't even know.

#2 (Female CTU): They must be staying up day and night doing it if it's smelling like that outside.

#1 (Female FTU): No, it's only on the weekends, like on a Friday or Saturday.

#3 (Male NTU): But sometimes you don't even need to light marijuana and it smells.

#1 (Female FTU): Oh, it stinks. Sure.

Facilitator: So how would you feel if New York banned all tobacco sales?

#1 (Female FTU): Wonderful.

#3 (Male NTU): Great.

#1 (Female FTU): Happy.

Facilitator: #2 (Female CTU)?

#2 (Female CTU): Well, like I said --

#1 (Female FTU): She'll have wine instead.

#3 (Male NTU): Yeah, but she'll find somewhere to get it.

#2 (Female CTU): It's ain't no big deal.

#1 (Female FTU): Her friend from Florida will be --

#3 (Male NTU): Go to Jersey.

Facilitator: So why isn't it a big deal?

#2 (Female CTU): Well, for me because I'm not a really big smoker, you know what I mean? But for other people...

#1 (Female FTU): So you could live without it.

#2 (Female CTU): Yeah, I can.

Facilitator: So you would quit?

Female Voice: Yeah.

#3 (Male NTU): Good.

#2 (Female CTU): I've quit before.

#3 (Male NTU): All right, #2 (Female CTU)!

#2 (Female CTU): I've quit before.

Facilitator: You'd feel okay if New York banned all tobacco sales?

#2 (Female CTU): Yeah.

Facilitator: Do you think that would be the right thing to do? Or you just would accept it?

#2 (Female CTU): Well, I do think so. Personally I do think so.

Facilitator?: Because of the health issues ?

#2 (Female CTU): Because of the health issues that people have with it, yeah.

#1 (Female FTU): Emphysema, angina, lung cancer.

Facilitator: So you two would be happy just because of all those same issues, too.

#3 (Male NTU): Yes. And the secondhand smoke --

#1 (Female FTU): Killed my grandfather, the cigarettes. Three packs of Camels a day unfiltered. Yeah, 83.

#1 (Female FTU): But back then life was different. The food wasn't processed. You didn't have chemicals and having them sprayed --

#1 (Female FTU): All the hormones in the chicken.

#2 (Female CTU): So the survival rate was different. Now everything is sprayed including --

#1 (Female FTU): Your fruits and veggies.

#2 (Female CTU): Everything. Including the tobacco that you're smoking. And then they put all the drugs in it. So yeah.

Facilitator: Those were all my questions. So if you have any last comments you want to make about anything that hasn't come up or has come up, now's your chance.

#2 (Female CTU): No, I found the discussion interesting.

#3 (Male NTU): Yes, I learned...

Facilitator: You're going to shop at that store now.

#3 (Male NTU): I'm going to look for that store and shake the owner's hand.

#1 (Female FTU): Me, too.

#2 (Female CTU): It's a family-owned business.

#3 (Male NTU): They have them in the city?

#1 (Female FTU): No.

#3 (Male NTU): I didn't think so. Because I would have seen it.

#1 (Female FTU): I think there's one [REDACTED].

#3 (Male NTU): Where?

#1 (Female FTU): I don't know.

[End of recorded material]

FG12
New York state
March, 2012
2 participants

Abbreviations: CTU=Current tobacco users

[Start of recorded material]

Facilitator: Okay. So if I were to tell you that a pharmacy had stopped selling tobacco products, just a pharmacy in general, why do you think it would do that? What would be your thoughts about why they would do that?

#1 (Male CTU): Either to curb youths coming in trying to buy cigarettes or the idea that their store could be promoting tobacco smoking or tobacco use.

#2 (Male CTU): [Get on the public's] side maybe.

Facilitator: Because the public doesn't like that.

#2 (Male CTU): Yeah.

Facilitator: Any other reasons?

#1 (Male CTU): I would agree with that because it's becoming more public about having that right to not walk through a doorway and smell cigarette smoke or whatever.

Facilitator: Thinking again in general of this pharmacy. If I told you it had stopped selling cigarettes or tobacco products, would you think, "Oh, it must be located in a certain area"? Or it could be anywhere?

#2 (Male CTU): Yeah, I think so.

Facilitator: Where would that be?

#1 (Male CTU): By schools or something --

#2 (Male CTU): By a school, suburbs.

#1 (Male CTU): [Near] churches, et cetera.

Facilitator: Not in downtown [REDACTED]?

#2 (Male CTU): Definitely not.

Facilitator: Why not?

#1 (Male CTU): Because it's probably doing good for the business.

Facilitator: They sell a lot of cigarettes. So they wouldn't want to give that up?

#1 (Male CTU): Right.

#2 (Male CTU): Well, downtown [REDACTED] areas are more about making money. I think suburbs are more about pleasing the community.

#1 (Male CTU): Especially with the smaller pharmacies and stuff. Not the franchises and stuff like that.

#2 (Male CTU): You can buy cigarettes one at a time for 75 cents in [REDACTED]. I don't think they really care too much about the smoking itself.

Facilitator: Is that legal? It's not legal in California.

#2 (Male CTU): I didn't say who did, but no.

#1 (Male CTU): It doesn't sound like it would be --

#2 (Male CTU): It's not legal. No. I don't think it is.

Facilitator: Do you think a certain type of people would shop at this pharmacy that stopped selling cigarettes? You mentioned that it might be in the suburbs, so ...

#1 (Male CTU): Yeah, I think there would be certain types of people maybe --

#2 (Male CTU): If it changed, I don't think that would matter.

Facilitator: No?

#2 (Male CTU): No.

Facilitator: Okay, what kind of people do you think?

Male Voice: I think there could be some people that are either just always been against tobacco or lost a loved one that might be like, "You know what? They quit selling tobacco products. I like that pharmacy. I'm going there. I like their policy." You might get some people like that.

Facilitator: We'll talk a little bit more about the impact. But in general the type of store you think that might stop selling would be one in the suburbs --

#1 (Male CTU): Ma and pop store.

Facilitator: Community, independent.

#2 (Male CTU): Yeah.

Facilitator: Now I'm going to be talking about a particular place, NY_Pharmacy_1, that stopped selling tobacco products a few years ago. Now, did both of you know that, or is this news?

#1 (Male CTU): I didn't know.

#2 (Male CTU): I didn't know that.

Facilitator: Okay. So neither of you knew that. But you both go there occasionally?

#1 (Male CTU): I've been there before. It's been a while.

Facilitator: What about you?

#2 (Male CTU): Yeah.

Facilitator: Have you gotten your prescriptions filled or you just stop in for other things?

#1 (Male CTU): I stopped in the store itself, not pharmacy-related.

Facilitator: Okay. And are either of you smokers?

#2 (Male CTU): I'm an occasional smoker. If someone else is smoking, I'll have a cigarette, but nah.

Facilitator: Okay. What about you?

#1 (Male CTU): Yes. Unfortunately.

Facilitator: Did you ever buy cigarettes there?

#1 (Male CTU): No, I don't think so.

Facilitator: Why not?

#1 (Male CTU): I go to the reservation usually because around here they're \$10 a pack. So go to the reservation, they're \$3. So I try not to buy them from any stores, franchises, anything because it's just too much. Can't afford it.

Facilitator: And same for you?

#2 (Male CTU): I don't remember the last time I bought a pack of cigarettes.

#1 (Male CTU): Smoke OP's? Other people's?

#2 (Male CTU): That's right.

Facilitator: You bum cigarettes.

#2 (Male CTU): Yes. [Laughs.]

Facilitator: So why do you think *that* particular store stopped selling?

#2 (Male CTU): Over there, it's a tough -- that's kind of in between suburb and city.

#1 (Male CTU): Who knows, they could have got in trouble, selling to a minor.

#2 (Male CTU): Yeah. They got fined or something.

Facilitator: So they got a fine, and they decided it wasn't worth --

#1 (Male CTU): The risk.

#2 (Male CTU): Yeah.

Facilitator: The risk of getting another one or getting their license taken away.

#1 (Male CTU): That's what I would think.

#2 (Male CTU): That's what I would think, too, especially over there.

#1 (Male CTU): Why risk your whole store over one item that really nowadays they're probably not making much on? The government state is, not stores.

#2 (Male CTU): [The area around NY_Pharmacy_1]'s a tight-knit community, but it's also one of the poorer places. And cigarettes, you make good money off of that. So I would think it was from a fine.

Facilitator: Otherwise they wouldn't have just because they'd be losing too much money maybe.

#2 (Male CTU): I think so.

Facilitator: So what do you think about their decision to stop selling?

#1 (Male CTU): I think it's their decision. If for some reason or another they feel that's the right way to go with their store, then I think they have every right to do it --

Male Voice: [Unintelligible].

#1 (Male CTU): If that affects somebody's thoughts about how they feel about that store, there's plenty of other places they can go.

#2 (Male CTU): Depends why they did it.

Facilitator: So if they did it because they were worried about future fines, what do you think of that?

#2 (Male CTU): I think it's smart. I don't think there's a moral issue behind it. Maybe monetary, but there's no moral.

Facilitator: What if they did it for moral reasons?

#2 (Male CTU): I'd be impressed. I would definitely be impressed.

#1 (Male CTU): I would even support it, being a smoker, that they would actually step up to that and say, "You know what? Kids are smoking. They bought them from here somehow or another. We're just done with it." I'd be like, "My hat's off to you."

#2 (Male CTU): Yeah.

Facilitator: Now, regardless of why they did it, do you think that they lost or gained customers when they stopped selling?

#2 (Male CTU): Definitely gained I would think, to a different aspect of the company.

#1 (Male CTU): I think generally speaking, most people don't go to pharmacies to buy their cigarettes. If they're already there, I think they're a patron to that store. And then on the way out, they might grab their cigarettes. But they stop selling the cigarettes, if somebody still goes there to get their prescription, I don't think they're going to stop going there because of the cigarettes.

Facilitator: And you, #2, said that they might have gained customers. Why is that?

#2 (Male CTU): Parents. The kids were maybe buying cigarettes from there. Were like, "Oh, okay." They got their support now. Teachers, public officials.

Facilitator: So now that you know that they stopped selling, would that make you more or less likely to shop there? Or have no impact?

#1 (Male CTU): No impact for me.

#2 (Male CTU): No impact.

Facilitator: Even if it was for moral reasons, you wouldn't?

#2 (Male CTU): Well, I guess if I was driving by and I said, "Oh, yeah." I guess that might put the light bulb in my head to stop in and --

#1 (Male CTU): Yeah.

#2 (Male CTU): And use the --

#1 (Male CTU): But if not, it wouldn't be a big deal --

#2 (Male CTU): I wouldn't go out of my way.

#1 (Male CTU): -- to drive by and go right to the next store either.

#2 (Male CTU): I wouldn't go out of my way, but, yeah, definitely.

Facilitator: Now that you know. So do you think the policy of not selling would have any sort of impact on smokers at all?

#1 (Male CTU): I don't think so.

#2 (Male CTU): No.

#1 (Male CTU): People who are going to smoke are going to smoke. When the state said, "We're raising the price of cigarettes. People are going to quit," pish, people didn't quit.

#2 (Male CTU): Went to the res.

#1 (Male CTU): People found reservations, cheaper cigarettes, rolling their own. It's a habit. People find a different way to pay for it or justify it.

#2 (Male CTU): You have a lot of people buying cigarettes from the res and selling them to people that smoke. A lot. More than I've ever seen. Bus stations, bus stops, streets. Everywhere. It's amazing.

Facilitator: I assume that's illegal, though.

#2 (Male CTU): Mm-hmm.

Facilitator: Not that you're telling me who did it. I'm not the cops!

#1 (Male CTU): He may have seen it.

#2 (Male CTU): I may have.

Facilitator: What about if people were thinking about quitting and they shop at this store, it stops selling cigarettes --

#1 (Male CTU): I would say if that's a store that you normally go to, keep going there because seeing those cigarettes on the way out is a reminder. And that's a trigger mechanism.

#2 (Male CTU): Right. But it depends where they have the cigarettes placed, too, because a lot of places they can't put them in your view anymore. So that depends.

Facilitator: Do you think that the store stopping selling cigarettes would have any impact on non-smokers at all?

#1 (Male CTU): I don't think much, unless they already had a strong opinion of how they feel about tobacco prior to that, I think.

#2 (Male CTU): I like that answer.

Facilitator: You agree. Okay. What about kids? Would it have any impact on kids at all?

#2 (Male CTU): Only if their parents smoked and went to that store. But it shouldn't have any effects for them.

#1 (Male CTU): I don't think much of an effect.

Facilitator: They don't see cigarettes in that store. So that doesn't make them think, "Oh" --

#1 (Male CTU): I don't think so. I think if they were trying to smoke or whatever, they can go to a different store somewhere else. I don't think that store, whether there's tobacco there or not, is affecting how they feel toward it. .

Facilitator: Now, do you think that the store ending tobacco sales has an impact on people's attitudes towards smoking at all?

#2 (Male CTU): People that are patrons of the store or people that live around the area?

Facilitator: Yeah. People who go to the store. They maybe learn that this store doesn't sell tobacco.

#2 (Male CTU): Oh, yeah, it would definitely be a discussion at the register. Definitely something to talk about.

Facilitator: So what sort of attitudes toward smoking would it create or reinforce?

#2 (Male CTU): Different categories of smokers. Non-smokers, people with kids, people that have cancer in their family. I mean there's a wide variety of different people that it would affect.

Facilitator: What do you think, #1 (Male CTU)?

#1 (Male CTU): I don't know.

Facilitator: What about this policy, do you think it would have any impact on attitudes towards the tobacco industry? People find out. They think, "Hmm, that reminds me. The tobacco industry is really evil," or?

#1 (Male CTU): I don't think much of an effect --

#2 (Male CTU): Some people would. Some people would think that. I think so.

Facilitator: Why would some people think that? Just because they hate the tobacco industry already?

#2 (Male CTU): Yeah. That's just the way it is. You got to have yin and yang. That's just the way it is.

Facilitator: So let's assume that the community around this store supports their decision to stop selling. Do you think that that community reaction would be different if it were a grocery store instead of a pharmacy? Like they'd be more supportive, equally supportive, less supportive?

#1 (Male CTU): I don't think there'd be much of an effect.

Facilitator: No? No difference.

#1 (Male CTU): I think the issue is still just the cigarettes. I don't think what else in the store is really affecting the tobacco.

#2 (Male CTU): Yeah.

Facilitator: What if it were a convenience store or a corner store that stopped selling?

#2 (Male CTU): Compared to a pharmacy?

Facilitator: Yes.

#1 (Male CTU): A convenience store I think would lose a lot of business. Because a lot of people go to convenience stores to grab their cigarettes and their gas or whatever. Because it's convenient, quick, easy.

Facilitator: So they would just lose a lot of money. Would people be more upset about a convenience store stopping selling than a pharmacy?

#1 (Male CTU): Maybe. I mean I wouldn't get upset about it. I'd just go down the road.

#2 (Male CTU): People that bought cigarettes from there, yeah.

Facilitator: They would get upset.

#2 (Male CTU): Yeah, especially if they don't have a car and have to walk. "Now, I got to walk to the next store." So yeah, definitely.

Facilitator: Do you think that the people who supported the idea would be more excited about the idea that a convenience store was stopping selling than the pharmacy?

#1 (Male CTU): Probably.

#2 (Male CTU): Yeah.

#1 (Male CTU): Because I think you'd be less apt to see that happen, seeing a convenience store stop.

Facilitator: So it'd be more unusual.

#1 (Male CTU): Because people don't necessarily go to a convenience store to buy cigarettes. They may go there for gas or this or that. But as they're checking out, there's the cigarettes. "Oh, yeah, I need a pack."

Facilitator: So neither of you knew about this pharmacy stopping the sale of cigarettes. Do you think it's important? Or how important is it for people to know about this?

#2 (Male CTU): It's very important. I mean you're going to take one side. So people that don't smoke -- they'll get more customers that way. They might lose some customers, too.

Facilitator: But if they want to get more customers, people should know about it?

#2 (Male CTU): I think it's definitely a step in the right direction politically. So I think they're putting a good message out there.

#1 (Male CTU): That's obviously I would think why they did it. A healthier move and whatnot. So if that's what you're trying to do, you've got to get that out to people so they know that's what the store's doing. To see if you're going to get enough [??].

#2 (Male CTU): It's like McDonald's selling a low-fat menu. It's like they're doing that for the public because everyone's trying to get healthy. So it's a smart move.

Facilitator: I thought you earlier speculated, though, that they had stopped selling because they got caught selling to minors.

#1 (Male CTU): I said that it could've as a reason why they stopped.

Facilitator: But they also maybe could have health-related --

#1 (Male CTU): Moral or -- right.

#2 (Male CTU): Mm-hmm.

Facilitator: So do you think that advertising this policy with a big sign at the entrance or in the store that says, "We've stopped selling tobacco products because we care about your health" -- do you think that would be a good idea?

#1 (Male CTU): For the store, if that's what they want people to know and the public to know, then I would think yes. As far as business-wise, I don't know. It could affect the business negatively or positively.

#2 (Male CTU): It may come off a little bit gaudy, a little gaudy. Like Or it might come off as a positive. It depends who's -- it can go either way.

#1 (Male CTU): Yeah, I can see it going either way.

#2 (Male CTU): That can definitely come off bad. It can come off --

#1 (Male CTU): Depending on the neighborhood.

#2 (Male CTU): It's like doing something good and then wanting accolades for it, though.

Facilitator: So they might be perceived as boasting if they put up a sign.

#2 (Male CTU): Yeah. To some people.

#1 (Male CTU): Some people might drive by and go, "Oh, you're not selling cigarettes? Yeah, talk to you in about a year. Your business is going to be closed." Who knows what people's attitudes might be toward them?

Facilitator: So I'm getting the sense that it might make some people more likely to shop there if they had the sign, but it also might make some

people less likely to shop there. Is that what you're saying? Okay, they're nodding. For the recording.

#1 (Male CTU): Yes.

#2 (Male CTU): Yes.

Facilitator: Would it create positive or negative feelings about the store if they had this sign up saying what --

#2 (Male CTU): Both. Definitely both.

#1 (Male CTU): Probably both. I think if it was to either sway one way or another, I think it'd be more maybe on the positive end if it was to go either way.

#2 (Male CTU): You would hope it would be.

#1 (Male CTU): Yeah, you'd hope.

Facilitator: Do you think it would make smokers think about quitting if they saw this sign?

#2 (Male CTU): It could.

Facilitator: Why? If you see the sign and you occasionally smoke. . .

#2 (Male CTU): Yeah, I definitely would think, "Oh, well, all right. Store's not selling cigarettes. People trying to get healthy. It's a good idea.

Maybe I should stop -- I only smoke once in a while. How hard would it be to quit? I should try quitting." It would definitely be a positive impact for me because I don't smoke that often.

#1 (Male CTU): See, I feel like I'd be stern like every other smoker that already has his mind made up, "I'm going to smoke until the day I decide to quit."

Facilitator: So it wouldn't necessarily make you think about quitting unless it happened to be on that exact same day you were already thinking about quitting --

#1 (Male CTU): Probably. Yes. If that irony happened, yes.

Facilitator: Now, do you think having this sign would create or reinforce negative attitudes about smoking? People see this sign and think, "Yes, I really hate" --

#2 (Male CTU): Definitely.

#1 (Male CTU): I think it would create some uproar.

Facilitator: Why?

#1 (Male CTU): Because no other stores are doing that.

#2 (Male CTU): You're saying create negative feelings towards the store?

Facilitator: No, no. About smoking.

#2 (Male CTU): Oh, yeah. Because you've got people in relationships where I just had my landlord yelling at his wife because she smokes. And it's like, "Oh, I hate when she smokes those damned cigarettes." You got stuff like that going on. You've got people lying to each other, "Yeah, honey. I quit smoking." So they see that sign, and they may think, "Why can't my loved one stop smoking? What's so hard about it?" Definitely.

Facilitator: So that could be a good thing or it could be a bad thing.

#2 (Male CTU): It could work both ways. Yeah.

#1 (Male CTU): I agree.

Facilitator: So it just kind of depends. So this next question doesn't apply to you since you didn't know about the store policy. We had a question about whether their policy had any impact on people who actually quit smoking. So for you both who are still smoking, does knowing about the store not selling tobacco have any impact on your smoking plans?

#1 (Male CTU): No, not at all.

#2 (Male CTU): No.

Facilitator: Do you want to expand on that a little bit?

#1 (Male CTU): It's just it wouldn't affect me. I'm not even around that store really that much to where it would affect me.

#2 (Male CTU): If I were around that store, then yes. But since I'm not, then no.

Facilitator: Okay, well then you need to start shopping there more often then! Have either of you encourage other pharmacies to stop selling tobacco products?

#1 (Male CTU): No. If I was an advocate for it --

#2 (Male CTU): I would --

#1 (Male CTU): I'd maybe say to my pharmacy that I go to --

#2 (Male CTU): I'm kind of on the fence because smoking is dirty. And I do it once in a while, but it's dirty. It is. It makes your clothes smell. There are a lot of bad things about it. So I think it's a positive thing. I would encourage other places definitely. Why not? People are not like that, but --

Male Voice: Especially if the public reacts to it good, then why not?

Facilitator: So there are some places like San Francisco that have laws that actually say that you cannot sell cigarettes in a pharmacy anywhere in the city. And there are some cities in Massachusetts that do the same thing. The idea behind it was brought forward by pharmacists who didn't like the idea that they are supposed to be all about health and they're also selling cigarettes.

#1 (Male CTU): They're contradicting their own education.

Facilitator: Right. So they passed a law in a couple cities. So what do you think about having a mandatory policy, a law that says you cannot sell tobacco in pharmacies in the city?

#1 (Male CTU): I think if they wanted to have a huge impact as far as publicly, then I think it would have to be at a state level or franchise level or whatever that, hey, none of our stores are carrying them from now on or whatever.

Facilitator: So what about the law versus the voluntary policy. Do you have thoughts about that? Which is better or?

#1 (Male CTU): I think people would accept it more if it was the law. They'd just be like, "Oh, great. New York came up with another damn law." But if it was just private policy, I think people would be like, "Oh, well. I'll just shop somewhere else" or whatever.

Facilitator: What do you think about a law?

#2 (Male CTU): I kind of like that law. I would actually expand that and try to stop other stores from selling cigarettes so kids won't be so accessible to it. It might slow down the rate of kids smoking. It wouldn't stop. But I would definitely make it a law. I would definitely try to.

Facilitator: So you think it makes sense to have a law that says, "Cigarettes can be sold here but not there"?

#1 (Male CTU): Only certain places.

#2 (Male CTU): I'd broaden that, though, definitely.

#1 (Male CTU): Why not? They do it with alcohol.

#2 (Male CTU): I would take cigarettes out of most stores.

Facilitator: Where would you have them sold?

Male Voice: I think gas stations are proper. I don't think Tops or Wegmans is the proper place to sell cigarettes --

#1 (Male CTU): At gas stations or beverage places.

#2 (Male CTU): There's no reason cigarettes need to be in Tops or Wegmans. I think that's kind of ridiculous. But definitely gas stations. I think that's the most sensible thing.

#1 (Male CTU): Or literally like a smoke shop.

#2 (Male CTU): Yeah, right. A cigar store.

#1 (Male CTU): That sells all tobacco products.

#2 (Male CTU): Yeah, something like that. Have cigarette stores that are independently run.

#1 (Male CTU): Just like the reservations do.

#2 (Male CTU): Exactly.

Facilitator: How about the post office?

#1 (Male CTU): No!

Facilitator: Make it really uncool.

#1 (Male CTU): That would be weird.

Facilitator: No one would want to go there.

#1 (Male CTU): I would stop...

Facilitator: See, it's an excellent idea.

#2 (Male CTU): Nobody wants to go there anyway.

Facilitator: So what do you think about the right of a community like [REDACTED] to say, "We're going to ban all tobacco sales in [REDACTED]. You cannot sell tobacco anywhere in [REDACTED]"?

#1 (Male CTU): I think it'd be hard. Because like I said, I think they would have to do it at a state level across the board.

#2 (Male CTU): In the whole city of [REDACTED]?

Facilitator: Yeah.

#1 (Male CTU): I think it'd create more of an uproar. People would be like, "You're going to tell me I can't buy cigarettes in my city?"

#2 (Male CTU): Yeah, that would definitely --

#1 (Male CTU): But if it were statewide, people would be like, "We don't have a choice. We've got to accept it."

#2 (Male CTU): With no designated areas to buy cigarettes? None?

Facilitator: Yeah, you just cannot buy.

#2 (Male CTU): I could never see that happening.

#1 (Male CTU): It would piss a lot of people off. A lot of smokers. I think it'd make a lot of them pissed because they'd have to drive to get --

Facilitator: Do you think that [REDACTED] has the right to do that or not?

#2 (Male CTU): The right? Ooh.

#1 (Male CTU): If it's motivated by health issues, then I think the city has the right to try it or challenge. But if it's motivated by money or whatever, then --

Facilitator: Okay, no.

#2 (Male CTU): That's a tough question. Do they have the right to do it? Wow. My mind's going in a 100 directions. I don't know. That's really a tough question. It really is. To take someone's right away to smoke. But then you're talking about like someone's house in [REDACTED]. Do you have the right to smoke in my house because you smoke? [Something...[REDACTED].] I guess I would kind of go ahead and say, yeah, maybe they do have the right to.

Facilitator: I'm asking whether they have the right to ban tobacco sales. So that you could still smoke theoretically.

#2 (Male CTU): Right. Right. Yeah. But that's...right, yeah.

#1 (Male CTU): You just couldn't get them at the stores in [REDACTED].

Facilitator: Yeah. So you'd have to go elsewhere.

#1 (Male CTU): I think seriously to be blunt, it would piss a lot of people off. "Everything else is going up, and you're going to make me drive another 15 minutes out of the city just to get my damn cigarettes?"

#2 (Male CTU): They'd lose a lot of money, too, though.

#1 (Male CTU): I think that's the attitude a lot of people would have.

#2 (Male CTU): They'd lose a lot of money.

Facilitator: Would non-smokers be happy, though?

#1 (Male CTU): Yeah. I think they'd be smiling and laughing at smokers. Going, "Oh, you've got to drive a little farther to get your cigarettes?"

Facilitator: What if they combined it with free nicotine replacement therapy or other cessation services?

Male Voice: At these stores?

Facilitator: No, no. They say you cannot buy cigarettes anywhere in [REDACTED], but at the same time we're going to offer whoever is interested free cessation. Would that make it easier?

#1 (Male CTU): It could. But again, I'm a smoker. And I have my mind made up. I'm going to drive that 15 minutes to get my pack. I'm not going to go down to AJ's on the corner and get something that helps take away my fix for the day, an alternative.

#2 (Male CTU): Everything starts with a foundation. If I believe that you're doing something for a certain reason, then I think you're doing it for another reason, that would piss me off. But if you start setting up these shops and telling people they can't smoke, then I'm going to think that you're trying to get people to quit smoking. If you're doing it because of other reasons -- health reasons -- then that's a different reason. But if you start setting up these shops for people to try and quit smoking, I'm going to think it was done for a different reason. So I don't know. I don't agree with that, no.

Facilitator: So you're not sure if [REDACTED] has the right to ban all tobacco sales --

#1 (Male CTU): It could be a fine line.

#2 (Male CTU): No, I'm saying if they're going to do that, though, to set up a shop and say, "We have these classes to help you," to me is almost like a slap like we're going to take away your cigarettes and then, "Yeah, we have these classes for you, too. So come on and join these classes" --

#1 (Male CTU): As an alternative which --

#2 (Male CTU): It kind of seems like they're getting pushed in that corner.

Facilitator: So you don't actually like that.

#2 (Male CTU): I don't like that idea, no.

Facilitator: You just want them to say, "No more cigarettes" --

#2 (Male CTU): Yeah, if they say no more cigarettes, fine --

#1 (Male CTU): If that's how they were going to do it, yeah. No more selling in [REDACTED]. All specifically in tobacco stores or designated locations, then I'd be more apt for it --

#2 (Male CTU): Any why you're doing it is important, too, though. There has to be a reason. You can't just tell people we're going to stop doing something without a reason.

Facilitator: What if they said it was for health reasons?

#2 (Male CTU): I think that would have to be a bit more --

#1 (Male CTU): That's the only angle, really, they could work.

#2 (Male CTU): Yeah, expand on that a little bit, I think. [But make a criteria.]

Facilitator: So how would you feel if the state of New York banned all tobacco sales? And say you couldn't go to the reservation.

#2 (Male CTU): Oh, geez. She's making this tough.

#1 (Male CTU): I'd have to drive pretty far to get cigarettes.

Facilitator: Yeah, if you could go to the reservation, you would just go to the reservation.

#1 (Male CTU): I would just go to the reservation. But if they banned them there, too, and looking at that [REDACTED], I would probably -- it would push me to quit probably. If I had to drive to another state --

#2 (Male CTU): No way. You would just save your paycheck, go buy three cartons -
-

#1 (Male CTU): Drive an hour and a half away just to get my cigarettes?

REDACTED

Facilitator: And how would you feel if the state of New York banned all tobacco sales?

#2 (Male CTU): I personally wouldn't care. But I'm just trying to put myself in other people's shoes. It would definitely cause an uproar.

#1 (Male CTU): I agree.

#2 (Male CTU): Definitely.

#1 (Male CTU): With smokers.

Facilitator: People would be upset.

Male Voice: Yeah.

Facilitator: What would non-smokers think?

#1 (Male CTU): I think they'd laugh and smile. "Glad I never started smoking."

#2 (Male CTU): Yeah, that's probably right.

#1 (Male CTU): "Think about how much money you're going to save now, #1 (Male CTU)." I can hear it.

#2 (Male CTU): That's true. There you go.

#1 (Male CTU): I know it. I don't deny it.

Facilitator: Do you have any other thoughts you want to share?

Male Voice: [I don't believe so.]

Facilitator: Okay. Well, thank you. That was very helpful.
[End of recorded material]

Notes: Both #1 (Male CTU) and #2 (Male CTU) are smokers

FG13

New York state

March, 2012

2 participants

Abbreviations: NTU= Never tobacco user; FTU=Former tobacco user

Facilitator: So if I were to tell you a pharmacy, just any pharmacy had stopped selling tobacco products, why do you think it would do that? What would be your reasoning why they would do that?

#1 (Male NTU): Maybe for ethical reasons. Maybe they feel that with all the negativity about tobacco that they're contributing to people's health hazards, which supercedes making money off the cigarettes. That could be a valid reason. As a matter of fact, I used to work at [REDACTED], just as a side note, marketing credit cards on campus. And one time one of the representatives from the student newspaper came over because I was the enemy at that time.

And I worked right across from like a Rite-Aid. And I said rather than be concerned with me getting kids in trouble with credit cards, maybe you should picket the store because they're selling cigarettes to college students and introducing them to tobacco, which could potentially kill them eventually. So I think -- he looked at me. It didn't occur to him.

So I was defending my own position as a credit card rep by making that reference. So when you said that about the tobacco, that's what made me think of that. So it's valid that maybe they're ethical. And

maybe somebody in the owner's family passed away or got cancer, God forbid, so they smoked. So they don't want to carry tobacco.

Facilitator: So, a personal reason?

#2 (Female FTU): Yeah. I think it's a conflict of interest with the pharmacy and --

#1 (Male NTU): Right. That's a good point, too.

#2 (Female FTU): And just the negative connotation of --

#1 (Male NTU): Because the pharmacy's there to help people with prescriptions.

#2 (Female FTU): With a neighborhood kind of feel to it.

#1 (Male NTU): That's exactly right.

Facilitator: Do you think if I mentioned this pharmacy had stopped selling tobacco you would think, "Oh, it's probably in a certain location"?

#2 (Female FTU): Yeah.

Facilitator: Where?

#2 (Female FTU): More suburbs.

Facilitator: Why?

#2 (Female FTU): Too many smokers in the city. They're not going to lose all that money. That's just a fact. It seems like lower economic social whatever income --

#1 (Male NTU): Right.

#2 (Female FTU): They thrive on cigarettes and alcohol, unfortunately. Not educated, lower income.

#1 (Male NTU): The suburbs theoretically may be more inclined to be more health-conscious. But that could be a reason. Because you have more educated people like #2 (Female FTU) said, which could contribute to a non-smoking mentality.

Facilitator: So the customers wouldn't necessarily be buying cigarettes in the first place.

#1 (Male NTU): Correct.

Facilitator: What kind of people do you think would shop at this pharmacy that had stopped selling tobacco? You said people living in the suburbs, more educated people. Anything else?

#1 (Male NTU): Sure.

#2 (Female FTU): Probably more family-, community-oriented. Maybe who do expect that from a mom and pop shop. They want their kids to be able to go in there, especially if it's a corner store, corner pharmacy in a

neighborhood. The kids usually go down and get candy bars. They don't want to have to be solicited with that marketing.

#1 (Male NTU): From what I understand, there's a problem with teenagers smoking. With all the excessive publicity against smoking, there are more teenagers who smoke than ever before. So you wonder why. Don't they have any concerns for their long-range health? I guess not. That has nothing to do with what we're talking about, but I just thought I'd throw that in. I don't know why that is.

Facilitator: Now I'll be focusing on a pharmacy in this town that you both said that you patronized. It's called NY_Pharmacy_2.

#1 (Male NTU): Yes.

Facilitator: That one stopped selling tobacco a few years ago. Were you both aware of that?

#2 (Female FTU): Nope. I've never purchased cigarettes there. About two years [ago] I quit smoking, but prior to that I never purchased cigarettes there. So did the transition make a notice to me? No.

Facilitator: Did you know?

#1 (Male NTU): Somewhat. I think someone that smokes mentioned they went in there, and they couldn't get them. So I vaguely remember somebody mentioning it to me. Not firsthand. I heard it secondhand, as in secondhand smoke. That's a good one. [#2 (Female FTU)'s a doll.]

Facilitator: So thinking of that store, why do you think that they stopped selling tobacco?

#1 (Male NTU): Actually I used to know the owner of that store. This is going back a long time ago. Because I used to sell giftware to him. This is a long time ago.

#2 (Female FTU): Yeah, I'll say.

#1 (Male NTU): It is. So why do I think that particular store discontinued the cigarettes? Probably maybe because the reasons I previously mentioned. His personal viewpoint.

#2 (Female FTU): I don't know if there are any incentives for a store not to sell tobacco products. There might be.

Facilitator: What kind?

#2 (Female FTU): I mean any government incentives trying to wean people off of the advertising and the marketing of cigarettes. I'm not sure. There might be tax breaks or whatnot. I mean that could be something that would interest a business owner if they're not a smoker and, again, trying to be community-oriented and market themselves that way.

#1 (Male NTU): I just thought of something else, too. They could encourage non-smokers to say, "You know, I like the fact that they don't sell cigarettes. I'm going to patronize that store whereas I didn't before. Because I agree with their mentality. So therefore I'm going to

support them in other ways by purchasing other consumer products from there because I appreciate the fact that they're – "

#2 (Female FTU): Making that transition.

#1 (Male NTU): Doing an anti-smoking campaign. Because a lot of people who are anti-smoking are very adamant about others smoking in their vicinity. They get very upset with secondary smoke and everything. So I'm not one of those -- some people are really fanatical about people that smoke in their proximity. So those people may like the fact that they don't sell cigarettes.

So they'll make up the loss of revenue from the cigarettes in other ways. It's a possible scenario.

Facilitator: So do you think that was a motivating factor? That the owner thought, "Well, maybe this will appeal to non-smokers," or that's just sort of an effect?

#1 (Male NTU): It could be an effect, I think.

Facilitator: What do you think about their decision to stop selling tobacco?

#1 (Male NTU): I think it's good.

#2 (Female FTU): I think it's good. I mean let corporate handle that. They're going to stay with it until the government changes those regulations anyway. So if they want to have a reputation of not selling tobacco products, then I think it's great.

#1 (Male NTU): I think it's a step in the right direction.

Facilitator: So when you say "corporate," do you mean like chain pharmacies?

#2 (Female FTU): Yeah, like your Rite-Aids, your Walgreens. They're still selling them.

Facilitator: Do you think that they lost or gained customers as a result?

#1 (Male NTU): They may have gained, but then of course they lost all the smokers because they're going to go somewhere else.

#2 (Female FTU): Yeah, it might be a tiebreaker there. Because people that smoke get very aggravated if they have to choose a new store, it's just a routine on the way home from work --

#1 (Male NTU): Especially if it's close to where they live. They used to walk in there and get it and now they can't. So they're inconvenienced.

#2 (Female FTU): Yeah, they boycott it.

#1 (Male NTU): It's a subjective thing. Very subjective how anybody would look at it. But I've often questioned if you have the FDA that's supposed to be looking out for the health and well-being of American people. And there are so many food products and vitamins which they've taken off the market. You wonder why they're selling cigarettes with all the negative publicity --

#2 (Female FTU): Money.

#1 (Male NTU): Yes. I brought that up. It's all the lobbyists in Washington that supercedes any health risks, which really to me there's something really ambiguous about the whole thing. They really shouldn't be subjecting people to that if it's that unhealthy to do.

#2 (Female FTU): Well, clearly our environment's not sustainable enough to not have habits is what they have assumed. Give the people habits. Calm them down. Distract them.

Facilitator: So it's all a conspiracy?

#2 (Female FTU): Probably yes.

Facilitator: So you were saying that smokers get really upset and aggravated if they have to go somewhere else. So is that something that if you had purchased your cigarettes at this pharmacy, would you have gone somewhere else do you think?

#2 (Female FTU): Yeah. Especially because my typical purchase of a pack of cigarettes would have been gum hand in hand with that, maybe a water. So I'm not going to still stop there to just get gum and water.

#1 (Male NTU): So basically your question means if they're a smoker and used to getting their cigarettes there and they go there and they're told they don't sell them anymore, that's not gonna mean they're going to quit smoking. They're just going to go somewhere that does have the cigarettes.

Facilitator: Well, I was thinking if you got your pharmacy prescription filled there.

#2 (Female FTU): Oh. Nah, that probably wouldn't change that up maybe. Not if I've been going there for years and they know me and I have built a relationship with them. I don't think I'd change that up.

#1 (Male NTU): Smokers do get very defensive, though, about the smoking.

#2 (Female FTU): Yeah, depending your age and whatnot, I think there's a different level of aggravation.

#1 (Male NTU): If you live with somebody or a child or a family member that smokes and you don't smoke and you mention to them all the negativity, they get very defensive.

#2 (Female FTU): Yeah.

#1 (Male NTU): "I'll quit when I'm ready. Don't tell me what to do." They don't want to hear it.

#2 (Female FTU): Are you a previous smoker?

#1 (Male NTU): No. But I've experienced that with other people. My own daughter smokes. I don't think that I mentioned it to her, but I'm hoping that she'll see the light and stop. Because sometimes they go through a phase, young people go through a phase. And then they see the

light. But it's my duty as a parent to point it out that it's not a good idea to smoke.

#2 (Female FTU): Yeah, I think if you catch it within that age bracket. Because after a certain age, I think people just think, "Eh," they're going to get sick from it anyway.

#1 (Male NTU): They keep upping the ante on cigarette packs, too, as far as the negativity. Now I saw they want to put -- I forget exactly in what context -- they want to put like a dead body or something -- something real extreme to say --

#2 (Female FTU): Like Canada.

#1 (Male NTU): "You will die if you keep doing this."

#2 (Female FTU): That's how Canada is. There's like charred lungs on it.

#1 (Male NTU): They have to hit you over the h... Something like that. Right. They have to hit you over the ... But some people don't care.

Facilitator: Well, they're addicted, too.

#1 (Male NTU): They're addicted to it. That's true, too.

Facilitator: So now that you both know that they don't sell tobacco, do you think that would make you more or less likely to patronize that store or would it have no impact?

#1 (Male NTU): It wouldn't affect me either way.

#2 (Female FTU): At this point, it wouldn't have any effect.

#1 (Male NTU): I would still go in there.

Facilitator: Why would it have no effect?

#2 (Female FTU): Because I'm a non-smoker.

#1 (Male NTU): Me, too.

Facilitator: So as a non-smoker are you excited about the fact that they don't sell tobacco and do you want to reward them?

#2 (Female FTU): No. Because I was a smoker -- I don't say I advocate for smokers, but I'm good with smokers. I just don't want to be in a small room clouded around smoke. But people are going to choose to quit when they're ready. And that's kind of how I handle it.

#1 (Male NTU): Plus you're hoping they're going to legalize grass anyway. Just a little humor there. Give me a pack of weed.

Facilitator: So for you, it's not going to make a difference?

#1 (Male NTU): No.

Facilitator: No impact.

#1 (Male NTU): No. Not really.

Facilitator: Do either of you get your prescriptions filled there, at this particular pharmacy?

#2 (Female FTU): I have ... it is an alternative pharmacy.

#1 (Male NTU): I have in the past.

Facilitator: What kind of impact do you think not selling tobacco at the store will have on smokers?

#2 (Female FTU): I think they're going to feel snubbed.

#1 (Male NTU): They'll probably get a little indignant. Because they have that nature about people forcing them not to smoke or even suggesting it. So now that a store doesn't carry it, it probably triggers that emotion in them that get a little indignant. "What do you mean, you don't carry cigarettes? Why not?" I guarantee if you talk to some of the clerks, they probably get testy with them saying, "I've never heard of this before, and why don't you carry cigarettes?"

Not everybody. If it were me, I'd just say, "Okay," and I'd go down the street and get them somewhere else. But I can imagine some people would get very indignant. Because some people are looking for any reason to get angry at the clerks.

#2 (Female FTU): Yeah, that's very true. That's a whole other conversation.

#1 (Male NTU): Any reason at all. The least little thing will trigger them into this incredibly belligerent, sarcastic attitude.

#2 (Female FTU): And same with them, they're ready to. . .

Facilitator: So it's not gonna inspire ... What if some of those smokers are thinking about quitting?

#1 (Male NTU): That may help them quit.

Facilitator: Do you think?

#1 (Male NTU): I don't personally think so.

#2 (Female FTU): No.

#1 (Male NTU): Because they're available everywhere else.

#2 (Female FTU): Yeah.

#1 (Male NTU): So I would have to say that's not going to affect people quitting. It could, but I don't think so.

Facilitator: What about this store's policy to no longer sell tobacco? What kind of impact do you think that would have on non-smokers?

#2 (Female FTU): I think it maybe depends on the perception of the store prior to the changeover. Because I know there are some stores in the city who have stopped selling cigarettes, alcohol, and lottery, which

definitely filters out a whole group of people. So that may change a city community to be more safe. Where over here, I don't necessarily think that is it.

Facilitator: So when you say "city" do you mean [REDACTED]?

#2 (Female FTU): Yeah.

Facilitator: Does [REDACTED] have a sort of negative reputation in terms of safety or --

#2 (Female FTU): I mean certain sections, yeah. West side, east side.

#1 (Male NTU): Actually there are some statistics about [REDACTED]. There's a very higher than average percentage of cancer cases in [REDACTED]. Some people attribute it to --

#2 (Female FTU): Lung cancer, though?

#1 (Male NTU): I think I've heard that. A lot of the air is not real clean because we have a lot of industry here. [REDACTED] So I think a lot of those things contribute to obesity. We have a very high obesity situation in [REDACTED]. Just go into Walmart. They roll them in in wheelbarrows.

#2 (Female FTU): Oh my God.

Facilitator: This is a separate town we're in, correct?

#1 (Male NTU): This is like a little suburb of [REDACTED]. It's called [REDACTED].

Facilitator: So you were saying this store in this suburb might have a certain image that's different from stores in [REDACTED].

#2 (Female FTU): Yeah. I think the people who are going to be upset are the ones that it's en route and they typically go there for cigarettes. But otherwise you can get them anywhere.

#1 (Male NTU): Sure. Another thing, just to clarify since you're not familiar with the area, the area that the NY_Pharmacy_2 is in is not the most upscale area of [REDACTED], which is farther out. [REDACTED]. So it's closer to the city of [REDACTED]. So you don't get real upscale, wealthy people with half a million-dollar homes. It's like [REDACTED]. It's kind of a middle of the road area.

This is not [REDACTED], but this is not certainly a high-class neighborhood. And I would have to say a lot of people in [REDACTED] smoke.

#2 (Female FTU): Yeah, I would say the middle class is -- they're the middle class, blue-collar smokers.

#1 (Male NTU): Sure.

Facilitator: You don't necessarily think non-smokers will be affected by this store not selling tobacco? They won't think anything of this --

- #2 (Female FTU): I think it's an individual kind of understanding. If there's someone that really advocates non-smoking, they probably are excited. But anyone that doesn't really follow the whole -- if they've never had family members affected by it, their children or themselves never smoked, I really don't even think they've ever paid attention to the smoking understanding how it has had a negative effect on health and society. So it depends.
- #1 (Male NTU): [REDACTED]
- Facilitator: Do you think this store not selling tobacco will have an impact on kids in any way?
- #1 (Male NTU): The local kids, it could. For example, the adults that can't get their cigarettes there, they have a car. They can go down the road and get the cigarettes. But the kids in walking distance, it could potentially.
- #2 (Female FTU): I think honestly no. Because kids take this up in school, high school. It's more based upon peer pressure and friends and who's doing what. And somebody's mother smokes and somebody has cigarettes. They always find a way. I don't think -- yeah, potentially. Basically it starts off like this. Right now they haven't been selling cigarettes for two years. As everyone ages and everyone is interested in cigarettes, they just know that that's not an option to go.
- #1 (Male NTU): How old do you have to be to purchase cigarettes? Is it 18 or 21?

#2 (Female FTU): 18. I think it's already going to be instilled in them that that's just where they don't sell cigarettes.

Facilitator: What about kids that aren't necessarily that interested in smoking? Does it send a message to them?

#2 (Female FTU): Nah.

#1 (Male NTU): I don't think so.

#2 (Female FTU): Unless it's a hot topic in a family setting or a school setting that's being pointed out. I don't really think that they're cognitively paying attention.

Facilitator: So what about attitudes towards smoking? The store stopped selling tobacco products. Did it have any impact on attitudes towards smoking?

#1 (Male NTU): I don't think so.

Facilitator: Is that just because nobody's paying attention or it's just a decision that the store makes and no one cares?

#1 (Male NTU): I would have to say probably. I don't think it really affects them smoking or not because one particular store doesn't sell cigarettes.

#2 (Female FTU): I think a lot of the regular patrons already probably had the heads-up about it to make that transition, one. And two I'm sure they've

talked with the storeowner or whoever of why they're making their choice to understand why --

#1 (Male NTU): If I smoked and went in there expecting to buy a pack of cigarettes because all the other pharmacies -- and the clerk said, "Oh, we don't carry cigarettes anymore." I probably would say, "Is there a reason for that?" Which is logical. And I wonder if the clerk would have an answer for that. Whether she'd say, "Well, it's just our policy. We don't feel that it's healthy to do so. So we're just making a statement."

#2 (Female FTU): They're probably trained not to really give too much biased opinion towards it. I think. A clerk themselves.

#1 (Male NTU): But I guarantee some people get indignant. They want their cigarette fix. They say, "I've never heard of a drugstore not selling cigarettes." It is rather unusual. But it's nice because I'm on their side.

#2 (Female FTU): I don't know many stores that don't.

#1 (Male NTU): I know.

#2 (Female FTU): Do you?

#1 (Male NTU): I've never heard of a drugstore that didn't sell cigarettes before. Have you?

#2 (Female FTU): I'm trying to think. I've never been in a store where they said -- they didn't sell my brand sometimes.

Facilitator: Does the store's stopping selling tobacco products have any impact on attitudes towards the tobacco industry?

#1 (Male NTU): I don't think so.

#2 (Female FTU): Tobacco's a giant. So I think until more retailers choose that route, a small mom and pop means nothing.

#1 (Male NTU): I think about this, too, sometimes --

#2 (Female FTU): It probably didn't even distribute enough to them --

#1 (Male NTU): There's so much emphasis on exercising now and health-conscious and all these things about health. And yet there's more obesity than ever before in this country, which to me indicates that people know all these things that they should and shouldn't do and they're indifferent to it. They just do what they want to, no matter how unhealthy it is. Which has a lot to do with prescription drugs, which is out of control in the suburbs.

Some kids die from prescription drugs. It doesn't seem to affect them. They're coming up with all these new prescription drugs that can kill you. I would be afraid to try that. I wouldn't want to jeopardize my health and potentially die to take something that's unknown. But some people don't care about that.

#2 (Female FTU): Yeah, I know.

#1 (Male NTU): It's hard to understand.

#2 (Female FTU): It's a coping.

#1 (Male NTU): So that you can translate into cigarette smoking. They know it's bad, don't do it. They don't care. You can talk to them until you're blue in the face, and they still do it. In answer to your question, I don't think anything affects a person that wants to smoke. They'll find a way to do it kind of.

#2 (Female FTU): People think they'll live forever. And I think once a risk is taken and it's confirmed that there was no danger -- like you smoked one cigarette and you didn't die -- it's just that risk keeps living on and living on.

Facilitator: So you both agree that this policy of not selling won't really have much of an impact on --

#1 (Male NTU): I don't personally think it will.

#2 (Female FTU): No.

#1 (Male NTU): But it would be nice if it did.

Facilitator: Assuming that you sort of speak for the local community and you both support this policy of not selling, do you think that the

community reaction would be different if it was a grocery store that stopped selling rather than a pharmacy? Or would it be the same?

#1 (Male NTU): I would probably say it's the same.

#2 (Female FTU): I'm not too sure about a grocery store and selling cigarettes. I personally have never bought cigarettes from a grocery store. You had to go to the customer service. So it was like making two steps. So if anything it might have more of an impact because I think more people might in transit stop at a pharmacy as opposed to a grocery store to get cigarettes.

You're not just stopping off at a grocery store to get cigarettes if that's the only thing, in fact, you need. So it might have a bigger impact than a grocery store. I think. But I never bought cigarettes from a grocery store. If I bought them from a grocery store, I might have a different opinion.

Facilitator: What do you think?

#1 (Male NTU): Probably just the contrary of what you said, maybe, is the fact that a grocery store sells like milk and bread. And sometimes people stop on the way home. There may be more things there that they might need on a daily basis more than a drug store, which would bring them there anyway. So they figure, "While I'm here, I'll get the cigarettes."

And I always thought when you go up to pay for your milk, the cigarettes are right behind the clerk. So they just turn around and get the cigarettes.

#2 (Female FTU): It depends.

#1 (Male NTU): It depends on how they're set up. But I can see why a lot of people would go to a grocery store more than a drug store to get cigarettes.

Facilitator: So do you think if a grocery store stopped selling the community would be supportive of that in the same way as they would a pharmacy stopping selling?

#2 (Female FTU): Probably equally.

#1 (Male NTU): Probably, I would say equally.

Facilitator: But you also think the impact might be a little greater, #2 (Female FTU).

#2 (Female FTU): Maybe because of my age. I didn't do much shopping. I was never really in the grocery store as frequently as maybe a mom or someone. So yeah, [unintelligible] age.

#1 (Male NTU): When you say grocery store, you're talking about Wilson Farms and 7-Eleven type thing?

Facilitator: I'm talking like NY_Grocery_1.

#2 (Female FTU): And Tops.

Facilitator: I don't know if you'd call it a supermarket or --

#1 (Male NTU): See, now that you clarified that. Now that it is a separate area -- because I'm thinking of a little 7-Eleven or Wilson Farms that the cigarettes are usually right behind the checkout. But a supermarket, sometimes they have to go to a separate case and unlock it. Like Tops has that setup where you get the cigarettes --

#2 (Female FTU): You have to go to like customer service where you get the lottery. Like who's going to stand in two lines?

#1 (Male NTU): Now that you clarified that, then they have to get in line to pay for the cigarettes as opposed to 7-Eleven or convenient. There's a little line, two or three people. But sometimes you can have a long line to get through, and you have to stand there for 15 minutes just to pay for your cigarettes. So therefore probably a drug store I'd have to say would be more of an impact.

Because it's easier to get in and out of a drug store than it is a major supermarket. You have to walk farther, too.

Facilitator: So it sounds like you think smokers aren't going to be buying their cigarettes at grocery stores anyway.

#1 (Male NTU): Not as much probably.

- #2 (Female FTU): Yeah. Not unless they're right in that line or paying a bill or however they need lottery....
- #1 (Male NTU): Just to let you know, we'll give you a comprehensive answer to things you don't even ask about. We're volunteering extra. We are perfect subjects.
- Facilitator: Well actually my next question was about convenience stores, so you just read my mind.
- #1 (Male NTU): Well, what I was about to say, we have a place up here, Indian reservations in [REDACTED] where there's no tax on cigarettes. So some people make an excursion to [REDACTED] and buy cartons of cigarettes at a much cheaper rate, the real hardcore smokers, because they do save a lot of money, especially the prices now are astronomical at \$7, \$8 a pack.
- #2 (Female FTU): Yeah, but they changed all that at the Indian res.
- #1 (Male NTU): Did they? I didn't know that.
- #2 (Female FTU): You used to get packs for \$4. I used to make trips and buy cartons for everybody.
- #1 (Male NTU): Did they change it?
- #2 (Female FTU): Yeah, because of the taxes. They don't sell national brands anymore because they were trying to tax the Indians. Are there other Indian reservations in other states? I'm not even sure there are --

Facilitator: Yes.

#1 (Male NTU): Probably out west I would think.

#2 (Female FTU): Yeah. So it's all the same then. I think New York is just affected more by taxes, though, right?

Facilitator: New York, I think, has the highest tobacco taxes of any state. If a convenience store like 7-Eleven stopped selling tobacco products, it sounds like you were saying that you think that would have an impact greater than a grocery store because of the convenience factor. Do you think people would support the idea of a convenience store not selling tobacco?

#1 (Male NTU): I think there'd be a much more negative, indignant reaction rather than favorable.

#2 (Female FTU): Yeah, absolutely. Because I don't think the non-smokers care because they've never been subject to having to care. Like it's just their own personal choice. They've never smoked.

#1 (Male NTU): Unless they're on a crusade against smoking.

#2 (Female FTU): Maybe, but there's not many of them.

#1 (Male NTU): Most people are not on a crusade. They might be within their own family, but not with strangers. They could care less if they smoke or not.

#2 (Female FTU): Yeah, I think people would be really upset.

Facilitator: So one of you knew that this pharmacy had stopped selling. Do you think it's important that everybody knows about this policy? At least their customers or the surrounding community?

#2 (Female FTU): Yeah. I think they've already learned that.

#1 (Male NTU): Maybe if I owned that drug store and decided not to sell cigarettes, rather than get involved with irate customers potentially, you might just want to put a sign on the door saying, "Sorry, we discontinued selling cigarettes." So people walk in and see, "Oh. Okay," and turn around and leave. It's probably an easier way to handle this. Because I don't think they're prepared to get that answer.

And I think the poor clerk probably has to deal with a lot of unpleasant, angry people. I would venture to say that. I don't know. But I bet that happens. They want their tobacco fix.

Facilitator: #2 (Female FTU), do you think there should be a sign?

#2 (Female FTU): A sign might be helpful. I think as consumers continue to trickle in, they probably have learned that anyway. And word-of-mouth and community talk. They've learned real quickly.

#1 (Male NTU): I'm just curious. If you're from California, are there other stores of any type in the country that discontinued selling cigarettes?

Facilitator: There are grocery stores in California. There are several grocery stores in your area that have stopped selling like NY_Grocery_1.

#2 (Female FTU): I was going to say. Yeah --

#1 (Male NTU): NY_Grocery_1 stopped selling? I didn't know that.

#2 (Female FTU): Yeah. NY_Grocery_1 is on that health push.

Facilitator: Yeah, they stopped selling several years ago. [REDACTED]

#1 (Male NTU): Yeah, I know where that is.

Facilitator: So they've all stopped. And independent pharmacies have mostly stopped selling. It's the big chain pharmacies that continue to sell.

#1 (Male NTU): I'm just curious. The company that you represent, are they kind of an anti-smoking crusade?

Facilitator: Well, I don't represent a company. I represent the University of California. I should have said this at the beginning, but I forgot. But we're not sponsored by any company or industry.

#1 (Male NTU): You're just taking a survey.

Facilitator: We're doing research.

#1 (Male NTU): To see the overall opinions about cigarette smoking and being sold to consumers?

Facilitator: Well, yeah. It's --

#2 (Female FTU): According to state or geographic area.

Facilitator: Yeah, we're interested in businesses that create voluntary policies about tobacco products. And this is one of those policies.

#1 (Male NTU): That's interesting. I think it's a good thing because there are a lot of things going on in society that are out of control. Sugar intake. Tobacco. Alcohol consumption. Prescription drugs. And if you don't start somewhere, we're going to hell in a hand-basket. There's a lot of illnesses out there. And you say, "Well, what's causing all these illnesses? And let's try to correct the problem." You'd think. But I don't know if that's possible or not. Have we gone too far, #2 (Female FTU)? Is there no turning back?

Facilitator: So to go back to this question of a sign, you were both saying that it would probably be a good idea to let people know. But do you think it would make people more or less likely to shop there if there were a sign? If people knew.

#1 (Male NTU): You're probably right. Maybe they went in there to get things besides cigarettes. If they saw the sign, they say, "Screw them. I'm not even going to buy anything. I'm just angry. I was going to get a card. I was going to get gum." So they'll just take their business elsewhere.

#2 (Female FTU): I think it really depends on the relationship or the rapport they have with the pharmacy. If they just lived there their whole lives, you're not going to really cut the ties. I mean you might be a little disappointed. You might be like, "What'd you do to me? Now I got to go here" --

#1 (Male NTU): Depends on the person.

#2 (Female FTU): If they like the environment there and the friendliness and all that --

#1 (Male NTU): They'll still go there.

#2 (Female FTU): They'll still go there.

Facilitator: What about non-smokers that might like the policy? Do you think that they would appreciate knowing about it?

#1 (Male NTU): I would say so. Me personally, I would make a favorable comment to the clerk or the storeowner. But I'm outgoing, expressive in that respect. If I have something favorable to say, I'll go out of my way to compliment the person that initiated a policy that I view as being favorable to let them know that there's somebody out there like me that appreciates their efforts. I'll go out of my way to point it out to them. I don't think most people do that, but I do.

Facilitator: Even if people don't say anything, these non-smokers, do you think it would make them more likely to shop there if they knew about the policy, they saw a sign?

#1 (Male NTU): It wouldn't hurt. That's for sure.

Facilitator: You're not convinced, #2 (Female FTU).

#2 (Female FTU): Yeah, I don't know that I would.

#1 (Male NTU): It depends on the person.

#2 (Female FTU): Yeah, I think it's a . . .

#1 (Male NTU): Well, like if I lived around the corner and I had teenaged kids that I knew could potentially smoke and the store wasn't going to sell it, I could have a favorable reaction to that new policy.

#2 (Female FTU): Yeah, I'd have to some type of like --

#1 (Male NTU): A reason to do it.

#2 (Female FTU): Yeah, like a reason to feel happy.

Facilitator: Do you think having a sign in the store would make smokers think about quitting or would just piss them off?

#2 (Female FTU): Piss them off.

#1 (Male NTU): Yeah. That wouldn't make them quit.

#2 (Female FTU): That's just the nature of people.

Facilitator: Well, they don't have to quit, just think about it. Do they think, "Oh, maybe I should quit"?

#2 (Female FTU): What they should do is just sell the little e-cigarettes. Actually that's still condoning smoking.

#1 (Male NTU): What are those?

#2 (Female FTU): The electronic cigarettes.

#1 (Male NTU): Oh, yeah.

#2 (Female FTU): They're selling disposable ones now.

#1 (Male NTU): They buy them and try them, but they're not the same as a real cigarette.

#2 (Female FTU): See, I want to buy one with no nicotine. Just for fun. But everybody's like, "Don't do that. You already quit smoking." But I'm like, "There's no nicotine in it." They're like, "But those vapors. You don't even know what that's about."

Facilitator: Yeah, they're not sure what's in there.

#1 (Male NTU): Here's a side comment. You ever go by an office or a business, and you can't smoke inside. That's the law now. You see all these smokers outside of the building on break, smoking. They all have one thing in common. They look miserable. They're miserable-looking people that are smoking these cigarettes.

#2 (Female FTU): And they stink.

#1 (Male NTU): Yeah. The smoker doesn't say, "Yeah, this is making me feel better. My cigarettes." They don't look like they're very happy people that smoke. So I just thought I'd throw that in, too, for whatever it's worth.

Facilitator: I think 70 percent of smokers would like to quit. So --

#1 (Male NTU): I think so.

Facilitator: that helps explain it. So going back to this potential sign in the store, do you think if there was a sign it would create or reinforce any sort of negative attitudes people had about smoking?

#1 (Male NTU): I think it could. Wait, say that again. Negative attitudes about ... people that already smoke?

Facilitator: Just negative attitudes, people have -- probably non-smokers have a slightly more negative attitude toward smoking than smokers but not entirely. So they see a sign. They think, "Oh, yeah. I hate smoking."

#2 (Female FTU): Yeah, my parents are like that --

#1 (Male NTU): So in other words it would just reinforce their belief as to not smoke.

- Facilitator: Yeah. Or even smokers might think, "Yeah, I really hate smoking, but I can't quit."
- #1 (Male NTU): So this may be a reason to help me quit? Because I don't have the -- it's possible. I find that, like I made reference to people that smoke, the more you tell them not to and give them reasons to make it more difficult, their stubbornness kicks in.
- #2 (Female FTU): Well, people want to make their own choices. And when they feel like they can't. . .
- #1 (Male NTU): And they feel, "Oh, now you're not going to -- don't worry. I'll get them anyway." They become more obsessed with getting their cigarettes as opposed to what you're saying, that this might be a wake-up call not to smoke, which is what you're inferring perhaps. I think that's being idealistic.
- #2 (Female FTU): I think more of what you're saying, but I think there's a small group, percentage --
- #1 (Male NTU): A few people, if they're on the fence anyway.
- #2 (Female FTU): Yeah, if someone's like conscious -- that would be another reason, their store is actually making this transition.
- #1 (Male NTU): This is God's way of telling me to quit. Divine intervention.

Facilitator: So you think for a very small number of people, seeing this sign, knowing about this policy might have a positive impact if they're smokers thinking about quitting. But most people --

#2 (Female FTU): A small percentage.

#1 (Male NTU): Correct. That would be my guess.

Facilitator: If we saw this sign, would it create or reinforce any sort of negative attitudes about the tobacco industry?

#1 (Male NTU): I don't think that they really think about the tobacco companies.

#2 (Female FTU): Not me. Some people that really follow all that, they get really opinionated.

#1 (Male NTU): Yeah, if they're politically oriented.

#2 (Female FTU): Yeah, because you can see the marketing.

#1 (Male NTU): If they're thinking people, but the average person doesn't see past his own oral fixation.

Facilitator: Even non-smokers?

#1 (Male NTU): Yes.

Facilitator: So you didn't even know about the store not selling. So it did not have any impact on your decision to quit, presumably?

#2 (Female FTU): Correct.

Facilitator: No one's still smoking. Have either of you encouraged other pharmacies to stop selling tobacco products?

#1 (Male NTU): No.

#2 (Female FTU): There's not too many independent pharmacies, though, if you had to say so. NY_Pharmacy_2 is one of few. They're staggered throughout [REDACTED] --

#1 (Male NTU): There aren't too many. The chain are taking over, Rite-Aid and Walgreens.

#2 (Female FTU): There used to be a lot more. Of everything.

#1 (Male NTU): There used to be a lot more. Corporate took over.

Facilitator: So what do you think of the chances of a chain pharmacy like Rite-Aid stopping --

#2 (Female FTU): Nah. They got too much stake in --

#1 (Male NTU): Probably not. It's all about the bottom line with them.

#2 (Female FTU): Yep.

#1 (Male NTU): They're not very idealistic, I would guess.

#2 (Female FTU): Isn't that something, though, they have most control over consumers --

#1 (Male NTU): They could make more of an impact if they wanted to, but they choose -- it's all about the bottom line, money.

#2 (Female FTU): And it's the mom and pop shops that have to actually make that impact and are the ones that get slighted.

#1 (Male NTU): It's a damn shame.

#2 (Female FTU): It's terrible. There's no incentive to open a small business anymore.

Facilitator: You should definitely get your prescriptions filled at the independent pharmacy then.

#1 (Male NTU): Sure.

#2 (Female FTU): Yeah.

Facilitator: I've been talking about voluntary policies, but now I'm going to ask you some questions about mandatory policies. San Francisco and some cities in Massachusetts have laws that say if you're a pharmacy you cannot sell tobacco products. So CVS, Rite-Aid, and Walgreens in San Francisco cannot sell tobacco, along with all the independent pharmacies. So what do you think of that kind of law?

#2 (Female FTU): That's good. I like that.

#1 (Male NTU): Is that on the books now?

Facilitator: Mm-hmm.

#1 (Male NTU): I think that's nice. So in other words states can outlaw the sale of tobacco.

Facilitator: In pharmacies, yeah. Or wherever presumably.

#2 (Female FTU): That's a great start. I think it will set more of an impact than just your mom and pop.

#1 (Male NTU): I didn't know that. I think that's a step in the right direction.

Facilitator: So why do you think states are doing that? What's their rationale?

#1 (Male NTU): They're trying to protect their citizens, which is a nice thing. It's just like Michelle Obama. She was on David Letterman last night. She's very engaging, she's very charming. She has kind of a masculine look about her. And a lot of people feel she's an angry black woman just by her appearance. She's big and the way she walks. But she's very, very feminine, very sweet, and mild-mannered. He had a long talk with her.

She's promoting better nutrition in schools because a lot of the kids are obese. Naturally there's a lot of people who say, "Oh, you can't tell my child what to eat, what not to eat. There shouldn't be any government interference." So no matter what anybody does to try to improve someone's quality of life, there's always going to be an

element of people that are going to look at it in a negative manner, which is to me very unfortunate. But that's [unintelligible] --

#2 (Female FTU): It's because of where we're at. If we were already there, we wouldn't be making those judgments and saying we don't have our freedom of choice. If we'd always been eating healthy --

#1 (Male NTU): People don't like to be told what to do on a personal level.

#2 (Female FTU): You used to have your own garden and whatnot. And now it's like -
-

#1 (Male NTU): Look at Prohibition. They tried to outlaw alcohol, and it was such a violent reaction to that. The bootlegging. They had to repeal it. They couldn't maintain that law. People like to drink like fish. They want to, and they'll kill themselves drinking. Can't stop it. They'll find a way to do it. They'll find a way to kill themselves #2 (Female FTU). They'll eat themselves to death.

Facilitator: So you're saying that some people are going to not like this law about the pharmacies just because they don't like the idea of being told what to do.

#1 (Male NTU): Right. [Unintelligible] --

Facilitator: But you support it?

#1 (Male NTU): I do.

#2 (Female FTU): Yeah, absolutely.

Facilitator: Given that, do you think it makes sense to make laws that govern where cigarettes are sold? So a state or a city could say we're not going to sell cigarettes --

#1 (Male NTU): Sure. Because they already outlawed cigarette smoking in restaurants. That is a state-mandated law, right? So if they did that, this is just an extension of that. You can't smoke in bars, you can't smoke in restaurants. There are more and more restrictions --

#2 (Female FTU): If you think about it, cocaine and marijuana at one point was somewhat legal or just not touched upon. So once they chose to ... prohibit, it was okay. So I think cigarette smoking has been around for a lot longer. So to make that transition, it's just going to be that much harder to change. But I think the more people you can wean off of them, the more it can be non-existent.

But it was all about money at one point in time. And that's why the government had no problem selling the cigarettes.

#1 (Male NTU): The taxes.

#2 (Female FTU): And now it's all about prescriptions and health and health insurance companies. Where's the more money really? In prescription drugs.

#1 (Male NTU): There's a lot of hypocrisy in America. With all the good things about this country, if you think about it there's a lot of hypocrisy that makes you question things. How can something be morally

wrong in one state but morally permissible and legal in another state? Case in point, prostitution. That's a moral issue. And yet in Nevada, in certain districts in Nevada it's legal. They have the Bunny Ranches and all that. So there's a real discrepancy there as far as I'm concerned.

#2 (Female FTU): As a country as a whole, yeah.

#1 (Male NTU): I can see having a drinking age of 18 in one state, 21 in another state. That's just a certain guideline. But something that's basically immoral that most people look at it as a very negative thing, yet one state says it's okay to do it. I don't think that's a good thing.

Facilitator: So what if one state said that you cannot sell cigarettes anywhere in our borders? What would you think of that?

#1 (Male NTU): I would be in favor of it. I think it's a step in the right direction. Because the little disclaimer on the packs about "causes this and this and this," that doesn't seem to sway anybody --

#2 (Female FTU): I think it would be a little drastic --

#1 (Male NTU): You have to force them. You have to force them for the greater good just like drugs.

#2 (Female FTU): No, you've got to manipulate people because as we're going back to saying how they want to make their own choice -- and I don't even mean manipulate in a bad way. I mean in a good way where you've got to kind of wean them off --

#1 (Male NTU): It's for their own good.

#2 (Female FTU): As generations trickle up, they need to be weaned off more. My generation and up, sorry, you're dying from cigarettes.

#1 (Male NTU): It's too late.

#2 (Female FTU): But obviously the change is for the future. It's not for the past.

#1 (Male NTU): You've got to start somewhere.

Facilitator: So, #2 (Female FTU), you think banning cigarette sales is a bad idea --

#2 (Female FTU): It would be drastic. And I think that people that live in that state would feel betrayed by their state.

Facilitator: But what if the state just said, "Okay, there's one store where you can buy tobacco."

#2 (Female FTU): They better be open 24/7.

#1 (Male NTU): Obama's got the right idea. We've got to go for the socialism.

#2 (Female FTU): He smokes, right?

#1 (Male NTU): Yeah, he smokes. But he believes in doing things to help the greater good, which is a form of socialism, because if you do it purely

democratic there are a lot of negatives. So you kind of have to for the greater good impose certain things on people, for their own good. I can understand that. People are very self-destructive.

#2 (Female FTU): I think if they made some other things more equal -- education systems and actual community -- there's a big divide with that. If that was more equal I don't think that -- I think we're starting in the wrong spot, let's say. Because if we're saying -- I forgot what you were even saying. I lost my train of thought.

#1 (Male NTU): You're tired.

#2 (Female FTU): No, I'm not tired. This was real good.

#1 (Male NTU): It'll come back to you.

Facilitator: You're saying that we need to have a level playing field in terms of education first and then?

#2 (Female FTU): Because of what he said. What were you saying about?

#1 (Male NTU): I don't remember now.

#2 (Female FTU): See, you're tired.

#1 (Male NTU): I am.

Facilitator: You were saying that we have to have a socialist state --

#1 (Male NTU): In some respects, not across the board. But like I'm in favor of what Michelle Obama's trying to instill -- fruit and vegetables in schools --

#2 (Female FTU): It's got to start there because people then can make their own choices. If you just cut them off from choices that is already there, then I don't think that's the right place to start. If you start here where people are educated and everyone -- because I don't feel bad for people. But I do when they don't have a fair chance --

#1 (Male NTU): If it's addicting and you just cut them off, that's not good either because then they go through withdrawal.

#2 (Female FTU): A bunch of crazies.

#1 (Male NTU): They have violent mood swings.

Facilitator: Well, you could have some sort of cessation help in addition to banning tobacco sales.

#1 (Male NTU): You could.

#2 (Female FTU): The root cause is where they need to [drive the arrow].

Facilitator: Do you have any other comments before we go about tobacco issues, the pharmacy --

#1 (Male NTU): No. I've really said it all, that I can think of. Covered it pretty much.

Facilitator: So you're not going to start shopping there more often at this NY_
Pharmacy_2.

#1 (Male NTU): I wouldn't go that far. No.

Facilitator: You're not going to tell your friends --

#1 (Male NTU): All my non-smoking friends to go there, to show our support? No.

Facilitator: And, #2 (Female FTU), you're not.

#2 (Female FTU): No.

Facilitator: It makes no difference.

#2 (Female FTU): All my friends smoke.

Facilitator: Thank you very much.

[End of recorded material]