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Retailers turning back young smokers

CHARLOTTETOWN – A tobacco industry funded program called Operation ID School Zone says Charlottetown retailers are doing a good job of not selling cigarettes to minors.

In March, the program sent teen female shoppers to try to buy cigarettes from 56 stores in Charlottetown. It says 96 per cent of them refused to sell to the teens.

The result does not compare with a study done by the Eastern School Board. It found 55 per cent of students are not asked for ID when they buy smokes.

Nik Nanos, who is with the research company hired to do the Operation ID survey, says most students know where to buy cigarettes. He adds those retailers sell most of the cigarettes to the young buyers.

Operation ID School Zone has been criticized in the past. Some people say it lacks credibility because it is sponsored by the tobacco companies.

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