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CIGARETTES, BUT NO ROCK AND ROLL THIS HALLOWEEN

According to research revealed this Halloween, 67% of smokers are choosing cigarettes over any other treats such as their favourite drink, eating out, going to a concert or pampering themselves.¹

A survey of more than 2,500 people across the UK suggests smokers are doing without because of their addiction to smoking, as 85% are denying themselves everyday treats such as chocolate, magazines or buying music.¹

The 'Nicorette Cig or Treat?' survey also revealed that less than one in five (18%) smokers treat themselves by going to the theatre, cinema or concert whilst 41% of non-smokers indulge themselves in this way.¹

Nearly four out of ten (39%) smokers questioned for the survey say they don't have enough money to treat themselves more often, whilst 16% say it never occurs to them and one in ten saying treating themselves made them feel guilty.¹

Only a meagre 15% of smokers give themselves an everyday treat although they admit that treating themselves more often could make them feel happier.¹

Lizzy Steele, Life Coach commented, "these findings worryingly show that smokers are choosing cigs over treats this Halloween and suggests that smokers are not enjoying enough pleasure on a regular basis to be healthy happy people. Smoking is very expensive so focusing on healthy treats that they can indulge in and goals they can achieve by stopping smoking, should help motivate more people stop smoking this Halloween.

Smoking is both a psychological and physiological addiction. Focusing on and working towards a goal, like saving up for a family holiday for example, can be used as motivation to quit smoking."

The survey also revealed that nearly a quarter (24%) of male smokers would give up smoking for more sex, although less than one in ten (8%) of women smokers felt the same.

Surprisingly only 2% of women would stop smoking in exchange for designer clothes, shoes

and accessories. However, according to the study the one treat that would motivate one in ten (10%) smokers to give up was the promise of taking their family on holiday.¹

Cigarette smoking also appears to deplete smokers bank balance as an average smoker will spend about £670² a year on smoking related expenses and penalties (such as insurance premiums) - on top of the cost of cigarettes. This puts the total annual cost of smoking at £2,500 – enough to pay for a fantastic family holiday, a designer wardrobe or top football club season tickets.²

To help smokers work out what they could indulge themselves in if they chose treat over cigs this Halloween Nicorette have developed an online quiz which is available at www.nicorette.co.uk/cigortreat.

-Ends-

For more information please contact:

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References:

1. YouGov survey. 'Smoking' Fieldwork dates: 5th-9th October 2006
2. NHS. Smokers Annual Bill, NHS Smoking Helpline, September 2006 (www.givingupsmoking.co.uk/CNI/current_campaign/press/20_09_06B/)

Notes to editors:

1. You Gov conducted the 'Nicorette Cig or Treat?' online survey amongst 2,559 GB Adults in October 2006. Data has been weighted to the known profile of GB Adults from the Census.
2. Smokers Annual Bill, NHS Smoking Helpline, September 2006 (http://www.givingupsmoking.co.uk/CNI/current_campaign/press/20_09_06B/)
 - Smokers Annual Bill: personal hygiene - £199.95, cleaning, repairing and replacing - £212.68, other costs, including insurance premiums - £263.33, 20 cigarettes a day - £1825.00, TOTAL - £2501.29