

# Four types of smokers – which type are you?



06/01 The company GlaxoSmithKline carried out research to discover different profiles, wishes and needs of smokers. They came to the conclusion that there are four types of smokers and thus potential quitters:

## **1. The satisfied smoker**

The satisfied smoker is not interested in an attempt to quit smoking. Somewhere in his unconscious he knows smoking is harmful to his health, but it is his daily lifestyle and smoking is part of who he is. He is not (yet) thinking about an attempt to quit, but 'never say never'.

## **2. The committed quitter**

These smokers show determination to quit smoking. They have a concrete goal in mind and are willing to use an aid (such as nicotine replacements) that gives daily support and helps them during an attempt to quit.

## **3. The interested quitter**

This smoker would like to quit, but has a hard time during the so called 'difficult moments'. At one moment he feels strong and makes a resolute stand. At another moment he has a hard time to keep up the fight. Especially, in times of stress (traffic jam or work) or at moments of relaxation (in the café or after dinner) it is very difficult for the smoker to resist a cigarette.

## **4. The conflicted smoker**

This smoker doubts about whether to keep on smoking or start an attempt to quit. He is not looking forward to an attempt to quit which is the reason to delay an attempt. Furthermore, he thinks an aid to support an attempt to quit is too serious or too medicinal.

**Which type are you? Are you a committed or interested quitter?** Well then, My Stop Buddy will be a good support during an attempt to quit. Let's take the challenge together!

## **Attempts**

An average of 5 attempts to quit is necessary, before smokers are able to finally say goodbye to their cigarettes. This average attempt to quit lasts about 8 days and around 40% is not able to keep up the fight for one week.

Dutch source: <http://www.gva.be/nieuws/wetenschap/aid892144/vier-types-rokers-welk-type-ben-jij.aspx>