

MORE SMOKERS TRYING TO QUIT – DATA TO INFORM HEALTH POLICY

Pinney Associates' Analysis of National Health Interview Survey Data from 2009-2014 Confirms Increase in Attempts to Quit Smoking

BETHESDA, MD (January 5, 2017) – Data from more than 40,000 adult smokers in the U.S. reveal a substantial increase in serious attempts to quit smoking between 2012 to 2014, according to a new study appearing in the journal, [Addiction](#).

In 2014, 55% of adult smokers reported making a serious quit attempt during the previous year, up from 51% in 2011, according to an analysis of data from the National Health Interview Survey (NHIS). This is the highest rate reported since 1997. More than 22% of those who made quit attempts were not smoking at the time of interview. This increase in serious quit attempts occurred just as electronic cigarettes were beginning to be more widely used, although these data cannot be used to definitively establish cause and effect.

“We are encouraged by these data, which suggest that adult smokers are increasingly making serious quit attempts. These data are especially important as other studies have suggested that the percentage of smokers trying to quit had stalled”, said [Joe Gitchell](#), the lead author on the paper. “The upward inflection in serious quit attempts in 2012, and continuing through 2014, suggests that we look to important changes in the environment that could have prompted more smokers to try to quit. Factors that may have been responsible include the greater awareness and use of electronic cigarettes during this same time interval.”

Mr. Gitchell further commented, “Although the proportion of adult smokers making serious quit attempts continues to fall dramatically short of the Centers for Disease Control and Prevention’s (CDC’s) Healthy People 2020 objective, we are hopeful that even more smokers will continue to attempt to quit. The evidence is clear: quitting smoking, at any age, improves and prolongs life and reduces suffering.”

For this study, researchers at [PinneyAssociates](#) analyzed data from the 2009-2014 NHIS, which encompassed more than 40,000 smokers who completed the questionnaire during an in-home interview. The NHIS is a multi-purpose health survey conducted by the CDC and is the principal source of information on the health of the civilian, noninstitutionalized, population of the United States.

About PinneyAssociates

PinneyAssociates is a pharmaceutical and consumer healthcare consulting company that helps clients to reduce their regulatory risk and enhance the commercial value of their life sciences products. **PinneyAssociates** consults with pharmaceutical companies that market a wide variety of prescription and over-the-counter medications. **PinneyAssociates'** experts have extensive expertise in abuse-deterrent drug formulation evaluation, abuse potential assessment, as well as pharmaceutical risk management, Rx-to-OTC switch, and tobacco harm reduction. Please see the Disclosure section of the manuscript for information regarding **PinneyAssociates'** client relationships around tobacco and nicotine.

For more information about **PinneyAssociates**, please contact us at +1.301.718.8440 or info@pinneyassociates.com, or learn more about our work at www.pinneyassociates.com.