

Quit Smoking

Market Sentiments

Web Search Interest in 1 Year (2010-2011)

Shows general market interest, attention and curiosity online about the topic.



Regional Interest

Shows general market interest online according to geographical location

| Regional interest | | |
|-------------------|--------------------------------------|-----|
| 1. | Australia | 100 |
| 2. | New Zealand | 83 |
| 3. | Canada | 82 |
| 4. | United States | 71 |
| 5. | South Africa | 67 |
| 6. | Singapore | 54 |
| 7. | Ireland | 51 |
| 8. | United Kingdom | 46 |
| 9. | India | 42 |
| 10. | United Arab Emirates | 34 |

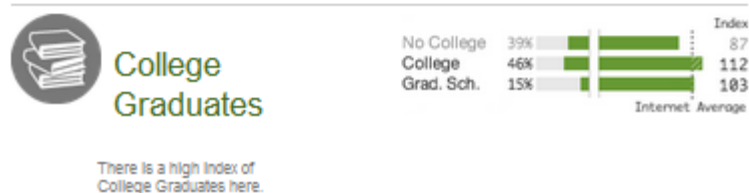
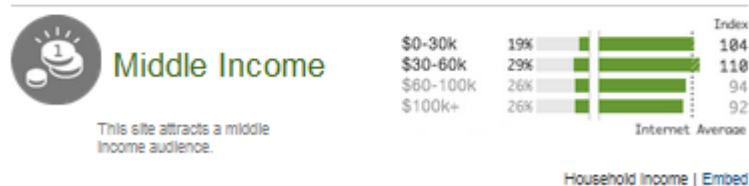
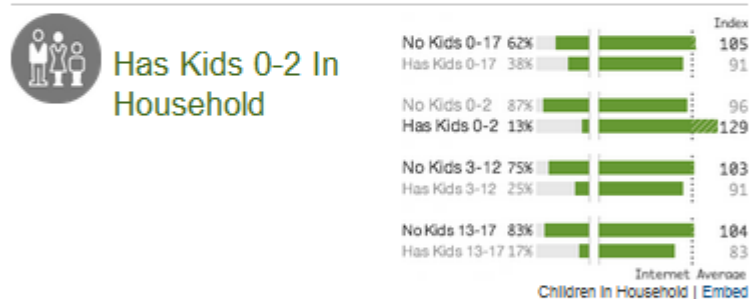
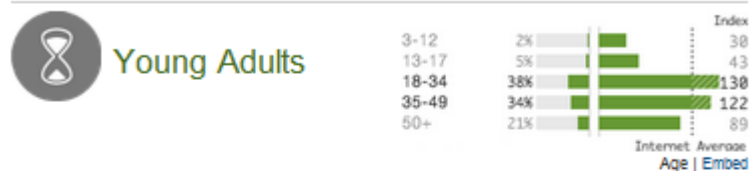
Note: All results from Google Insights are normalized. So just because a particular region doesn't appear on the top Regional interest list, it doesn't necessarily mean that the niche isn't popular at all - it just means that the term is more popular in other regions.

Demographics (data based on www.whyquit.com)

Demographics are the characteristics of a population. In the field of marketing, it is important to define the demographic profile of your target audience. This is to identify target audience in the overall population and to create a clear and complete picture of the characteristics of the target consumer.

The following data tells you the gender, age, children per household, education status, income levels, and other demographic insights of your target audience.

Demographics Updated May 2010 • Delayed - Next: Feb 2011



The “index” represents the delivery of a specific audience segment compared to the internet average of 100. Composition, which is represented by the % of audience figure on the left side of the chart, represents the percentage of a property’s total audience that meets a specific demographic criteria.

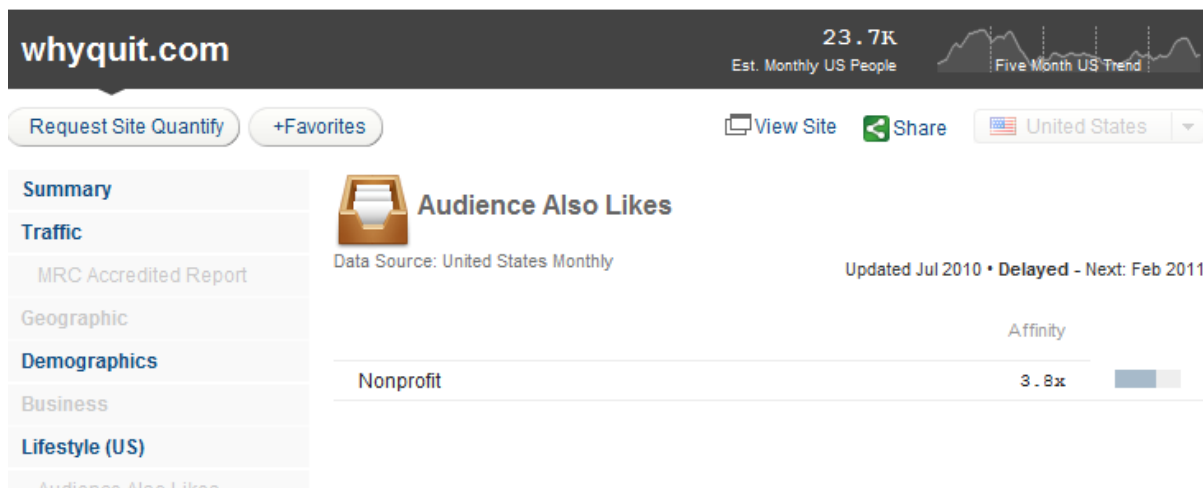
For example, an index of 100 indicates the target audience is equivalent to the demographic make-up of the total internet population. Any increase over 100 means that the property is “over indexed” and attracts a more concentrated group of a particular demographic group than in the general internet population.

Psychographics (data based on www.whyquit.com)

In the field of marketing, psychographic variables are any attributes relating to personality, values, attitudes, interests, or lifestyles.

The following data profile shows other topics that the audience is likely to be interested to visit and the affinity indicates how much more likely than average.

An affinity of 10x means that your target audience is ten times likelier to be interested in the topics than the average internet user.



Frequently Asked Questions

- How do you start to quit smoking?
- Will it help if restrictions are done on number of cigarettes smoke per day?
- Do family members affect the decision on whether to quit smoking?
- How to distract myself from smoking?
- How to quit smoking when you smoke a low amount?
- How to handle peer pressure when you intend to quit smoking?
- How do you quit smoking without using the patch or gum?
- How do i quit smoking before pregnancy?
- What are good ways to quit smoking cold turkey?
- What's the easiest way to quit smoking and will it help my anxiety and depression?
- How can I quit smoking and keep on track with it without starting again?
- If you have quit smoking or are trying to quit, what is your biggest challenge?
- Is there any medication to assist in quitting the habit of smoking?
- Can you use hypnosis to quit smoking?
- What is the best way to quit smoking and avoid weight gain?
- What is considered to be the best quit smoking method?
- What is the difference between passive smoker and active smoker?
- Is it easier to quit smoking when you are a passive smoker?

- How can one quit smoking without so much irritation and emotional upset?
- What ways can i still get pleasure when i quit smoking?
- How can one turns its attention away from cigarettes?
- How long does the process takes for someone to quit smoking?
- What are the quit smoking side effects?
- What are the benefits when you quit smoking?
- Can social smoker quit smoking?

Problems & Frustrations

- **Gain weight after quitting smoking**

This is my third time trying to quit smoking, and I'm determined to make it work. I tried to replace smoking with food, and since then I have gained 30 months in the past two months. Is there any solution that can help me to quit smoking successful and not gain weight at the same time?

- **Difficult to fight urge of lighting up**

I have been a smoker for 15 years and recently decided to quit smoking after my dad died of lung cancer. However, I've found it difficult to fight of the urge to light up when I see someone smoking. Is there any way I can fight these urges?

- **Stopped smoking but experiencing health problems**

I smoked for about 38 years and I have never really been sick with the exception of a common cold, a couple of times a year. Now that I no longer smoke I have kept a cold and I don't seem to be able to clear my throat. What's up with this? I thought I was going to slowly feel better and better. Is is normal?

I thought quitting was suppose to make you feel better and healthier, not ridden with anxiety and back pain/rib pain/breathing pain. I quit about a month ago. I quit for two days at first, smoked then coughed up this huge phlem ball with some blood in it. My back also randomly hurts. I breath in too deep? It hurts. I move a certain way, it hurts. It hurts in my back near my spine, and it also hurts right under my ribcage. Both of these sensations are on

the left side. Is that from stress on my muscles and anxiety from quitting smoking, or is it a health problem that I might have?

It has been 26days since I started to quit smoking and I am still having some pretty severe sleep issues. I have seen many doctors, but for the past week, I have started to sleep very poorly. When I first quit, I would sleep a solid 12 hours. Now I fall asleep and wake up after 2-4 hours, then constantly wake up every half hour after that point. It is weird. I still have been having anxiety issues but I feel they have lessened a bit, but the sleeping thing is causing me to be drained all day. Does anyone have any suggestions as to how this can be solved?

- **Smoking and pregnancy**

I am currently 25 weeks pregnant. I quit smoking right when I found out I was pregnant. I stayed quit for 2 weeks but then I picked up another cigarette and been smoking since. I smoke about a pack a day and I am very worried. I try so hard to even cut back but I even fail to do just that. I'm getting nicotine patches sent out to me here in a couple weeks since the doctor approved. It's so hard to quit. My ultrasounds were good and so was the baby's heart rate and his growth But I am still concerned. Will my baby be healthy and normal if I quit at 6 months?

- **Encountering peer pressure**

There is a strange (to me) fad at the small university where I teach. At our school, they smoke. Nearly all of them. It has become a socializing thing at the school. I understand that they are adults and responsible for self. But it is a result of silly peer pressure and if something non-invasive and positive can be done, then why not try. Any tips?

- **Unstable emotionally and experiencing mental issues after quitting**

I have been a smoker for about two years, started late for most people, and I am about two days into quitting. My problem is I am starting to hear voices in my head and see things. My other problem is that I am also very depressed and frankly scared. I have been stable and have had no med changes for the last two months. I know the things I see aren't real but I am not sure what to do. Should I just wait till all the nicotine is out of my system? I heard it only takes 72 hours and that quitting can make mental issues worse. What should I do?

- **Difficulties in sticking to plans of quitting**

I started smoking ever since I was 8 because I grew up in a family of smokers. It was always easy to bum smokes from my parents or my sister, but recently, I have decided to quit smoking for the sake of my health. My health checkup results have not exactly been stunning. But whenever I see my family members smoking, I have a strong urge to do so too. How can I make sure that I stick to my plans of quitting?

- **Throat problems from smoking**

I had some throat problems and decided it was the time to really quit those cigarettes for ever. I was smoking about 20 cigarettes minimum a day. So it's a great thing, but strangely my singing sounds worse than ever:(. It's like i'm pushing too much, i just blow off my voice in minutes. I'm not able to sound like the way I used. I would really like to know if there is anything I can do to sound good again.

- **Chest pains got worse after quitting**

I have recently quit smoking. I'm 30 years old and have smoked since 17. I've had constant chest pain for about 5 years prior to quitting. Had all the test many times ruling out heart problems. I figured it was because of the smoking. I haven't gotten any better. As a matter of fact it all got worse, and is now including constant shortness of breath. I haven't had that smokers cough that everyone talks about coughing up phlegm or anything, I don't know what is wrong there. When can I expect to get that smokers cough clearing out my lungs, or doesn't everyone get it? Why could my chest be hurting like this?

- **Side effects of stopping**

I have been smoke free for two weeks. At first I felt fine. Although it was very hard, I didn't have the headaches or anything, but after about a week I started having indigestion and heart burn. Is this a side effect of stopping? I have an ulcer in my mouth too. I've heard about the headaches and insomnia but that hasn't really been an issue for me, the only problems I have are mood swings which are bad and really irrational and the indigestion and heart burn although I did get it before I quit but not this bad, and a mouth ulcer which is very painful. Are these all because I quit smoking? Is there anyway I can feel better?

- **Succumbing to addiction**

I'm a soon to be second time quitter, and this time around, I'm much more anxious about it. I plan on using the patch to help me quit. It helped me the first time around. But I started again 10 months after quitting when anxiety kicked in about starting a new job. Does anyone have any tips for how to deal with the anxiety that I've had before and will surely have when I quit? I remember how great it felt to quit the first time and not be tethered to the addiction. But at the same time, the grip of the addiction convinced me that it was

worth it to start again, and at the time, the guilt I would later feel was masked by the "relief" I felt.

- **Pain attacks**

I quit smoking on Sunday evening after a 20 a day 14 year habit. Last night (Mon) I went to bed with the most bizarre feeling in my chest. It was like a pulse, not painful but like an extra giant heartbeat that I could feel down the centre of my chest. These increased to about 1 every minute to the point where I could feel them throughout my body. It was a little like a jolt almost like when your just nodding off and your whole body kind of jolts awake. I was scared out of my wits and this induced my third ever panic attack which left me curled in a ball, freezing cold and shaking like a leaf until well into the early hours. I have recently had (due to unexplained chest pains), Chest X Rays, CT Scan and ECG's for unexplained chest pain which have all come back clear. Also full bloods also showed a clean bill of health. I am however, coughing up (apologies) a brown mucus with flecks in it, alot like I've coughed up before when I've quit smoking. However, when I last quit, the mucus was clear with flecks in. I'm in a bit of a state about all this now and have an appointment with my doctor tomorrow but just wondered if anyone else could share similar experiences?

- **Desire to improving health status after quitting**

I am 24 years old, and have been smoking since I was 18, but I've quit for 4 months now. I understand that smoking destroys your lungs, but is there anything I can do to improve my overall lung capacity or let it return to its original shape?

I am a singer who has recently quit smoking after 45 years of smoking a pack of cigarettes a day. How long does it take for the throat to recover sufficiently to notice a difference in singing, such as clarity or range? Is there anything I can do to help this process?"

- **Nicotine cravings**

After 20+ years of smoking, today is day 1 of my non-smoking life. I'm using Nicorette gum to help curb the nicotine cravings, but I am amazed at how conditioned my body is to smoking. My craving for the "act" of smoking is easily as strong as my craving for nicotine. The feeling of the smoking going down my throat and into my lungs. My body craves that feeling easily as much as it craves the nicotine. Anyone else given up smoking? Anyone got any good tips to curb the craving you feel for the actual act of smoking? Any ideas on curbing the hand-to-mouth craving without using food as a substitute?

- **Need to quit smoking because of children**

Our 4 month old son just got back from the ER and the doctor says that he is allergic to my hubby's cigarette smoke. Quitting smoking would alleviate the problem, but my hubby is pouting about having to quit. I keep saying that it's for our son's health and well being but he's still pouting and making excuses! I'M EXASPERATED! Please tell me how to convince him further!

- **Tried quitting multiple times unsuccessfully and still struggling**

This is my fifth time trying to quit smoking. I know that there have been people who were able to quit smoking through cold turkey, but I struggled even with the help of patches and smoking aids, so I was wondering if there are alternative ways of quitting. I've read somewhere that hypnosis can help, does anyone have any experiences to share?

I quit smoking for 5 years after 32 years of smoking, then found an excuse to start again. The second time I smoked for almost 2 years. Now I have not smoked for the past 3 weeks. I hope the almost gasping for breath is normal and not emphysema.

I don't remember experiencing this the last time I quit. Feels like my lungs just can't get enough air. Seems like every fifth or sixth breath I take requires me to inhale very deeply, and sometimes I have to yawn to catch the deep breath. Is this normal?