

The urge to kick the butt

ICICI Lombard survey shows 85% of the people reason out the urge to try, while 78% think quitting is matter of will power. Celebrities and advertisements influence smoking to an extent

By A Staff Reporter

Recently conducted 'ICICI Lombard Smoking Habits 2013' survey revealed several trends and patterns about smoking in the Mumbai, Delhi, Bangalore and Kolkata. More than 900 habitual smokers were a part of this survey out of which 234 were from Mumbai, 229 were from Delhi, 225 were from Kolkata and 226 were from Bangalore.

It was found out that that in Mumbai, 32 per cent of the respondents smoke seven to ten cigarettes per day and

that the top most reasons for people to have started smoking was friends and peers (85%), the urge to try and explore (22%) and following celebrities in films and advertisements. Also, 21% of women in Mumbai are influenced by celebrities in films and advertisements and it was one of the major factors to have prompted them to start smoking.

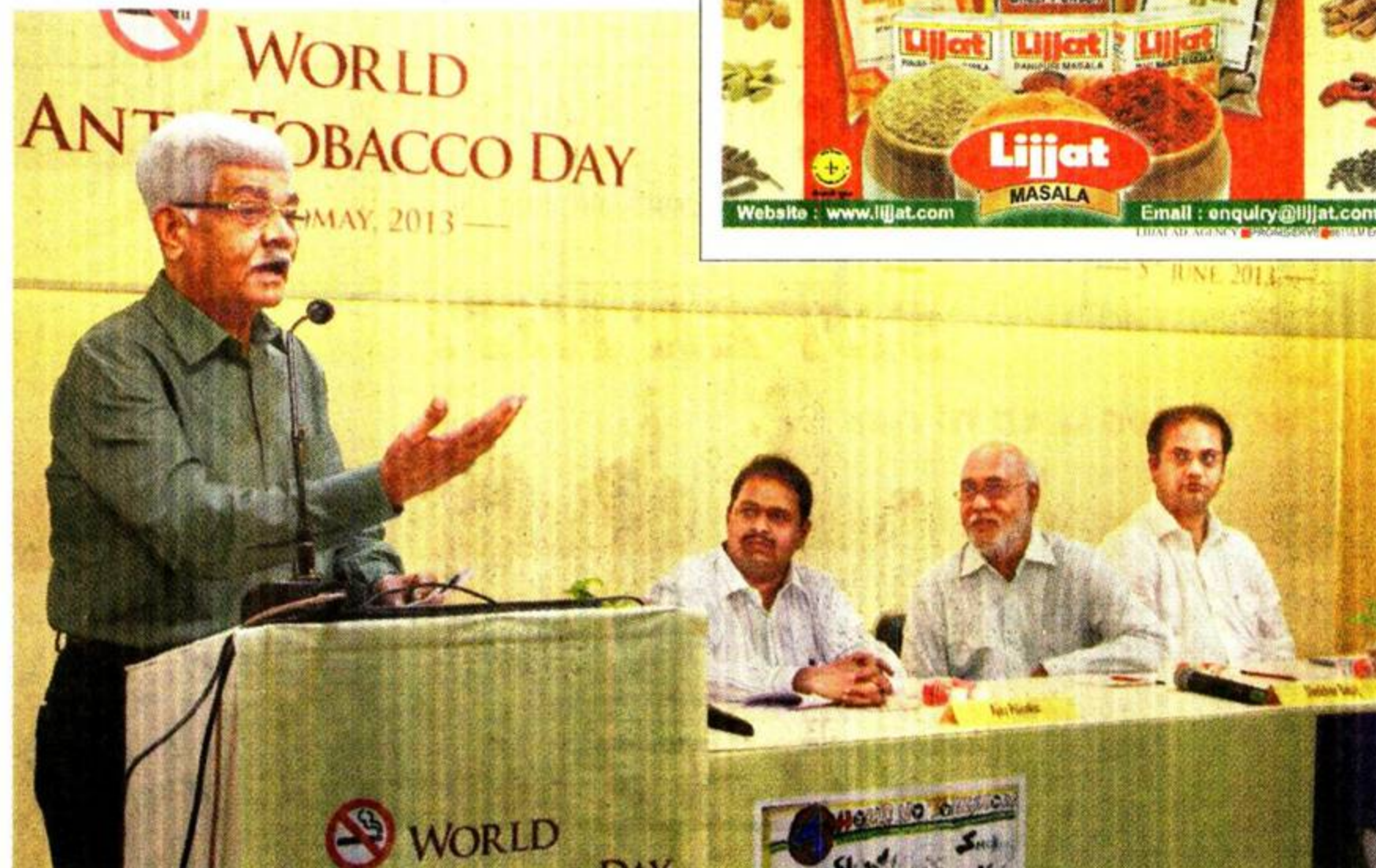
The tendency to ignore the harmful effects of smoking on our health is also prevalent suggests the findings of the survey. 71% of Mumbaikars believe that if

they smoke within limits they wouldn't have any health issues, 12% say that smoking won't affect their health, 9% don't care about their health and 8% feel that they are too addicted to quit smoking.

The survey also looked at the aspect of inclination to quit smoking and there too there isn't much to be happy

about because according to the survey, 35% of Mumbaikars have not thought about quitting smoking, and 8% aren't inclined to quit. 52% of the respondents from Mumbai said they are thinking about quitting and only 6% are determined to quit smoking.

According to Shankar



Bajaj Electricals has achieved 95% non-smoking employees at the offices and the Ranjangaon factory. Speaking on the event 'Kick off the Tobacco Dragon', to curb and showcase victory against tobacco-addiction are (LtoR): Mukul Upadhyaya, Ajay Pilankar, Shekhar Bajaj and Anant Bajaj, at the Bajaj Bhavan, yesterday.



School children, along with cancer patients, created awareness amongst vendors against unlawful promotion of tobacco in keeping with the World Health Organisation's Theme for World No Tobacco Day 2013, at the Azad Maidan, on Thursday.

Nath, Head-Marketing and Direct, ICICI Lombard, GIC Ltd., the ones who say are thinking about quitting might probably not do the needful.

"The survey shows that 64% of the respondents from Mumbai haven't taken any steps to quit smoking in the last twelve months. This might be because of lack of enough motivation or resources to do so," said Nath.

78% of Mumbaikars, the survey reveals, feel that they can quit smoking with their own will power. 25% feel they can quit with a doctor's advice and 22% feel that they can kick the butt with the support of their family and friends.

It was found that 59% of the participants of the survey had a health insurance out of which 50% was purchased by self and 46% had a health insurance purchased by parents or someone else in the family.

"Smoking is one of the biggest threats to health, yet we have a tendency to accept it

as a part of our lives and ignore its negative impact. The findings of our survey, we believe will help relevant stakeholders and the community at large to address the issue of smoking, thereby enabling people to move towards a healthier lifestyle," said Nath.

Vishwanath Sallian | ADC

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