Study Finds Habit Changer Twice As Effective As Popular Methods

Contributed by Anderson Analytics
Thursday, 12 August 2010

In Overcoming Cigarette Smoking Habit

Success Quitting Smoking Based on Awareness of Bad Habits and Eliminating Smoking Behaviors

Today findings from a recent Anderson Analytics market research study were released that examined the underlying reasons for success of common methods used to stop smoking versus a new online approach.

This study compared participants that completed the 42-day â€œQuit Smokingâ€• program by Habit Changer against participants who used nicotine-replacement therapies or other alternatives to quit or reduce intake of cigarettes. According to the Centers for Disease Control and Prevention (CDCP), roughly 9.2 million smokers attempt to quit annually.1

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Overwhelmingly, twice as many respondents (80%) who completed the â€œQuit Smokingâ€• Habit Changer program reported a positive change in their smoking behavior versus the control group (42%) that employed popular methods other than Habit Changer.

A positive change shows that respondents reported quitting smoking entirely or reduced their smoking. On average, Habit Changer respondents reduced their smoking by 13 cigarettes versus eight cigarettes by the control group per day.

If an average pack contains 20 cigarettes, on average the Habit Changer group would smoke 1,800 fewer cigarettes or 90 packs less annually than the control group. Looking at the population as a whole, this translates into 95 million less cigarettes.

The study was comprised of a sample of 340 demographically diverse respondents, smokers, men and women age 20 â€“ 65+, who tried one or more strategies to quit smoking in the last twelve months to test against the effectiveness of Habit Changerâ€™s â€œQuit Smokingâ€• online program.

The final study compared two groups, one comprised of 44 respondents that completed 21 or more days of the Habit Changer 42-day program against one comprised of 31 control respondents that most recently used the following popular methods outside of Habit Changer: quitting cold turkey, using a nicotine patch or gum, trying a non-nicotine medication or counseling, among other current popular strategies.

Other significant findings:
â€¢ More than one third of those in the Habit Changer group (34.1%) believed they would stay smoke-free for 12 months versus the control group (6.5%).

â€¢ More than double (65%) in the control group believed that they would return to smoking in the next 12 months versus the participants in the Habit Changer group (29.5%).

â€¢ On average, both groups agreed to a moderately high degree that their likelihood of suffering from a smoking-related chronic disease is 56%, and both groups were equally aware of the health risks caused by smoking and internalized them to a high degree.

â€œWe are thrilled with the results of this research study as it mirrors the success and feedback weâ€™ve received by individua participants since launching the Quit Smoking program in late 2009. People often fail to quit smoking by having short-term unreasonable expectations and without changing the behaviors that exist to support it. Changing a habit has its good and bad days but when the habit is broken, it is indeed lasting,â€• said Larry Tobin co-founder of Habit Changer.

â€œOur goal is to continue to study the long term results of our programs through a clinical-based study to support our cognitive-behavioral 42-day habit changing approach.â€•

The findings of the study suggest that the majority of respondents who used the â€œQuit Smokingâ€• Habit Changer program found it less expensive, more direct and more individualized than alternative nicotine-replacement therapies or other alternatives.

Additionally the findings of this report highlight a positive change not only in smoking behavior but also in oneâ€™s attitudes and beliefs.

The findings of the study showed that, as compared to respondents who used other methods, respondents who used the â€œQuit Smokingâ€• Habit Changer program reported significantly greater feelings of control over their smoking habit, more freedom from smoking, and higher self-efficacyâ€”all crucial to kicking the nicotine habit once and for all.

These findings offer Habit Changer as a new alternative to quit smoking as the CDCP estimates that 46 million people or 20.6% of all adults (aged 18 years and older) in the United States currently smoke cigarettes.2

â€œHabit Changerâ€™s Quit Smoking program was convenient and easy to followâ€”a really proactive approach that finally allo me to kick my habit and stay smoke-free,â€• said Scott Allan, 46 of Upton, Mass.

â€œIt was like a trusted friend, encouraging me to challenge my thinking and habits through random texts and emails each day. I was inspired daily to take a serious look at why I smoked and make a change.â€•

Note: Full study results available on request.

About the Quit Smoking Program
The Quit Smoking program is a 42-day program by Habit Changer that is a novel cognitive-behavioral therapy aimed at helping participants put an end to their smoking habit. The program includes daily challenges and to-do lists reinforced by text messages and e-mail. The program also helps keep track of participant progress.

Study Methodology
In order to study the effectiveness of Habit Changer intervention Anderson Analytics utilized a scientifically derived multimodal approach.

A carefully designed questionnaire was composed of a number of measures referring to different psychological domains: affective, behavioral, and cognitive.

About Habit Changer
Habit Changer is a set of online programs that is recognized by third party experts and designed to help participants, from all walks of lifeâ€”different age groups, incomes and lifestylesâ€”recognize the underlying behavior of their bad habits and work to replace them with good behavior.

The programs on Habit Changer are formulated with well known techniques and behavioral modification practices around Cognitive Behavioral Therapy (CBT), Mindfulness and Neuroplasticity.

Presently Habit Changerâ€™s programs focus on the areas of Healthy Eating, Healthy Finances and Healthy Living.

For more information, please visitÂ http://www.habitchanger.com

1 Centers for Disease Control and Prevention. Cigarette Smoking Among Adultsâ€”United States, 2000. Morbidity and Mortality Weekly Report [serial online]. 2002;51:642â€“645 [accessed 2009 Mar 31].

2 Centers for Disease Control and Prevention. Cigarette Smoking Among Adults and Trends in Smoking Cessationâ€”United States, 2008. Morbidity and Mortality Weekly Report 2009;58(44):1227â€“1232 [accessed 2009 Nov 16].

About Anderson Analytics
More than market research, Anderson Analytics is the first next generation marketing consultancy to combine new technologies, such as data and text mining, with traditional market research. Anderson Analytics helps clients gain The Information Advantage by combining the efficiencies and business experience found in large research firms with the rigorous methodological understanding from academia and the creativity found only in smaller firms.

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San Francisco (Business Wire) - 26 July 2010