

Market and Brand Research

**marketmind**



**Final report after 12 months**

**Project: Evaluation of Allen Carr's Easyway Method**

Study to measure the effectiveness of Allen Carr's Easyway method and the improvement of the health-related quality of life of non-smokers

Commissioned by

**Allen Carr's  
Easyway<sup>®</sup>**  
Einfach Nichtraucher

Allen Carr's  
Easyway  
To Stop Smoking

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# Base data and survey method

## Base data

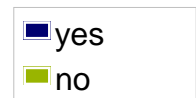
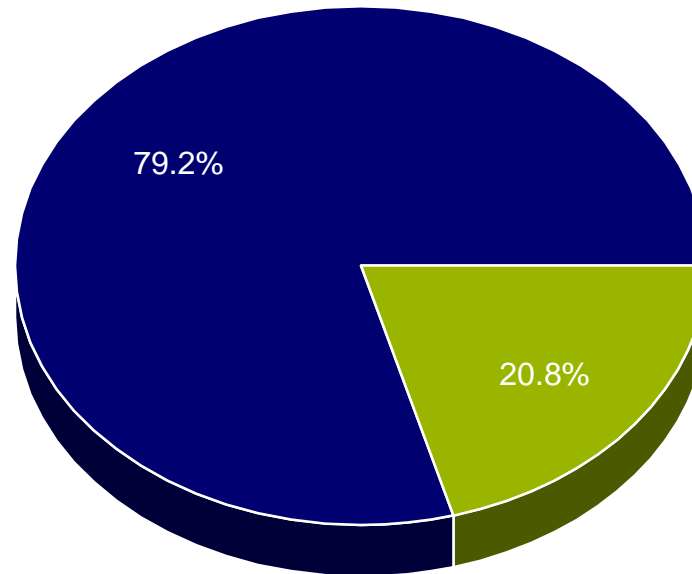
Base measurement	
Survey method	<ul style="list-style-type: none"><li>◆ <b>537 written interviews</b> Questionnaires were completed independently by the respondents at the beginning of the 6-hour basic course</li></ul>
Survey period	<ul style="list-style-type: none"><li>◆ June 2002 to September 2002</li></ul>
Follow-up after 3 months	
Survey method	<ul style="list-style-type: none"><li>◆ <b>442 CATI interviews</b> (Computer Aided Telephone Interviews) with participants from Allen Carr's Easyway courses</li></ul>
Survey period	<ul style="list-style-type: none"><li>◆ October 2002 to January 2003</li></ul>
Follow-up after 12 months	
Survey method	<ul style="list-style-type: none"><li>◆ <b>364 CATI interviews</b> (Computer Aided Telephone Interviews) with participants from Allen Carr's Easyway courses</li></ul>
Survey period	<ul style="list-style-type: none"><li>◆ June 2003 to October 2003</li></ul>

# Past experiences of trying to give up

## Base measurement

"Had you ever tried to give up smoking before attending Allen Carr's course?"

[Percent of resp.]



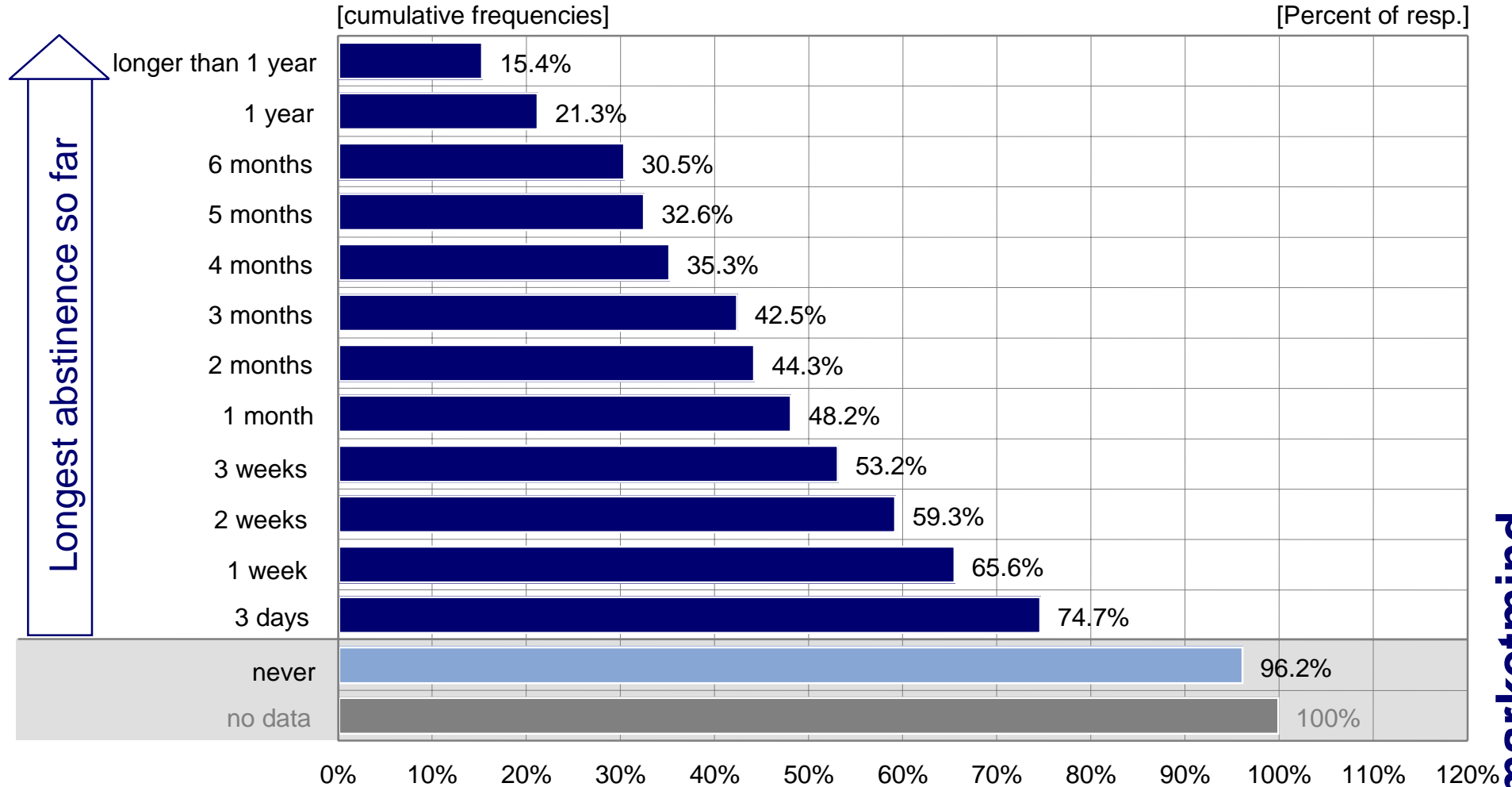
Sample: n=442

Base measurement

# Period of abstinence – cumulative frequencies

## Base measurement

"What is the maximum length of time you managed to go without smoking during these attempts?"



Sample: n=442

Base measurement

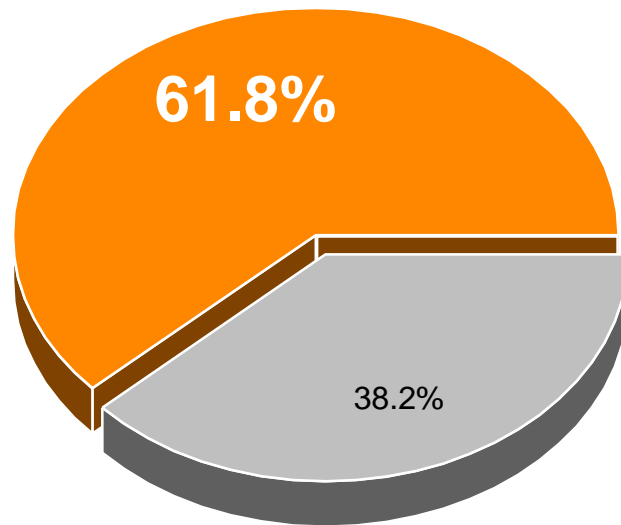
# Success rate over time

Follow-up measurement

"Have you started smoking again?"

Short-term success rate after 3 months\*:

\* [base data: n=442]

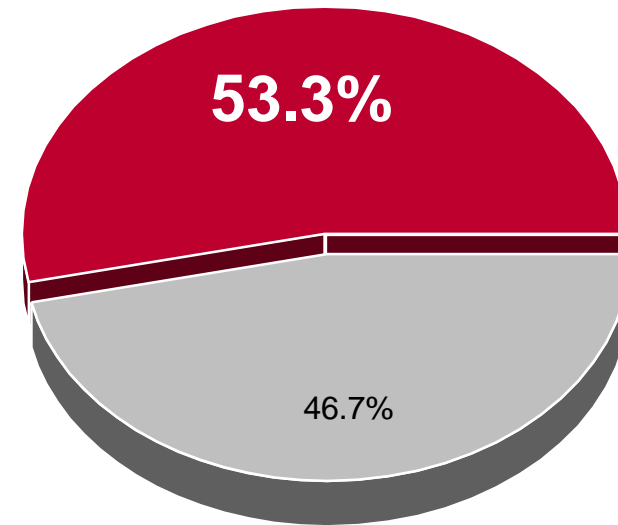


max. fluctuation range +/- 4.5%

- no > non-smokers (for 3 months)
- yes > "relapsed" smokers

Long-term success rate after 12 months\*\*:

\*\* [base data: n=364]



max. fluctuation range +/- 5.1%

- no > non smokers (for 12 months)
- yes > "relapsed" smokers

Percent of resp.]

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Sample: n=442/364

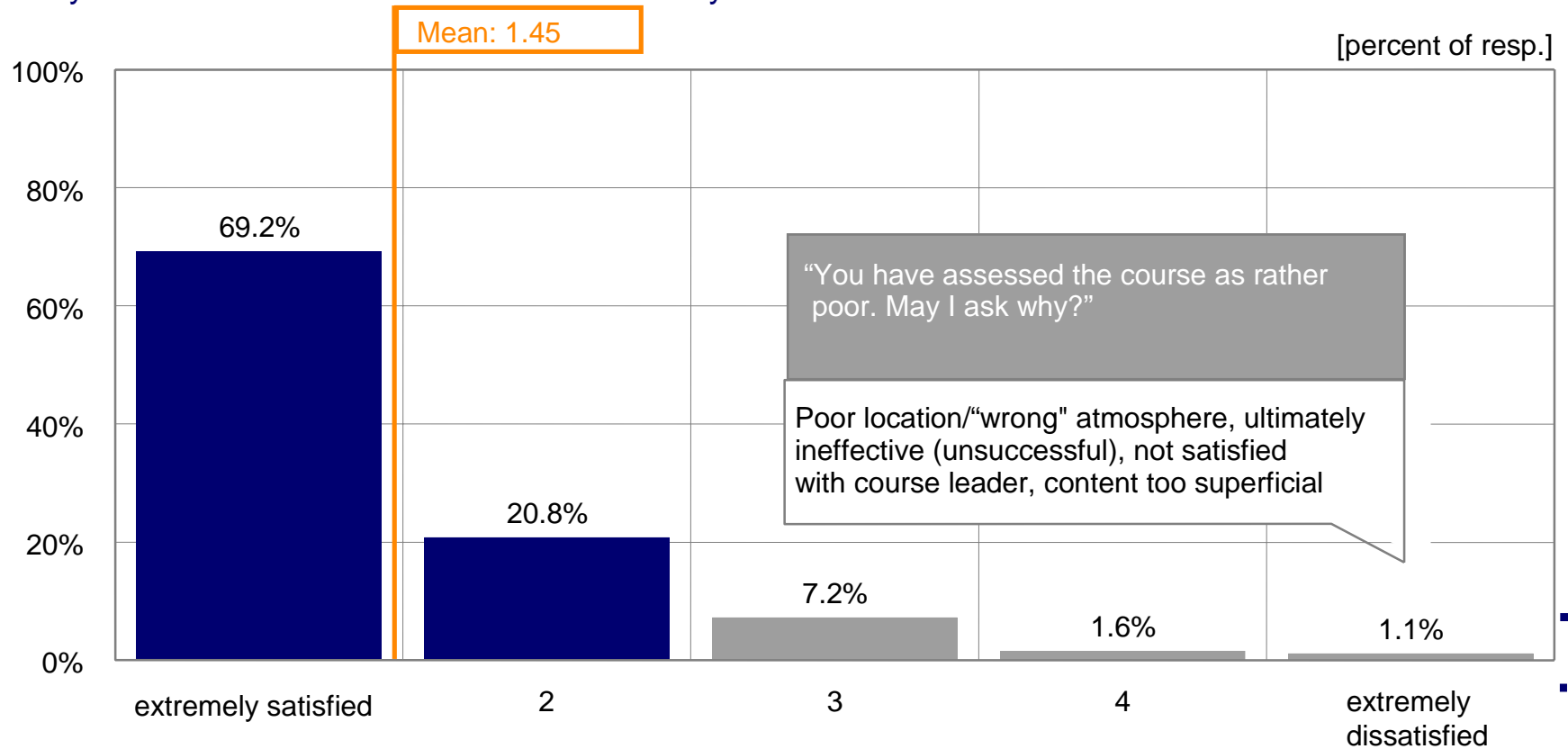
Follow-up measurement after 12 months

# Satisfaction with Allen Carr's course

## Follow-up after 3 months

"Please tell me how satisfied you were with the course.

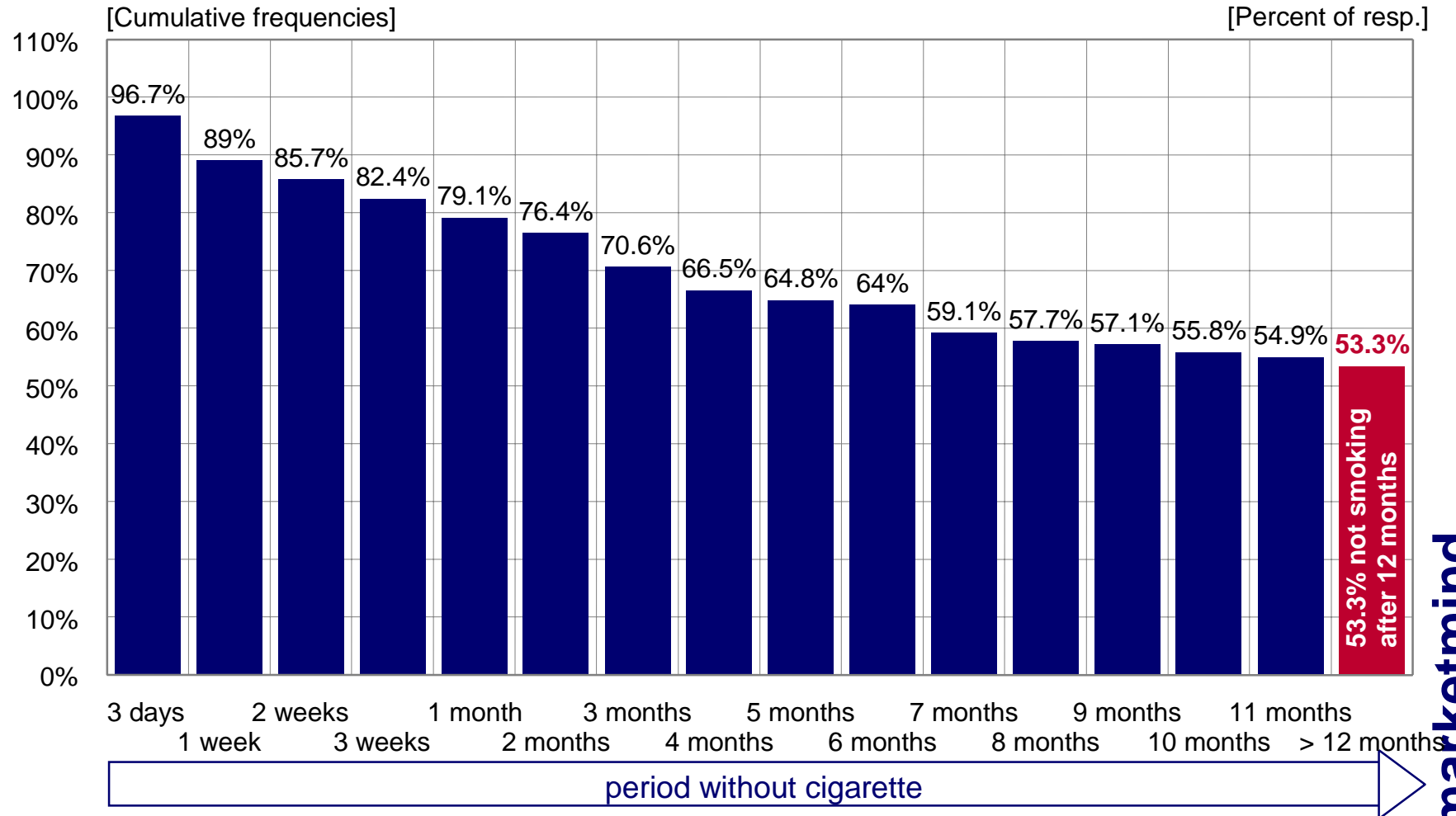
Please mark your assessment on a scale of "1=extremely satisfied" to 5="not at all satisfied".



# Length of abstinence – cumulative frequencies

Follow-up measurement after 12 months

"How long did you go without smoking?"



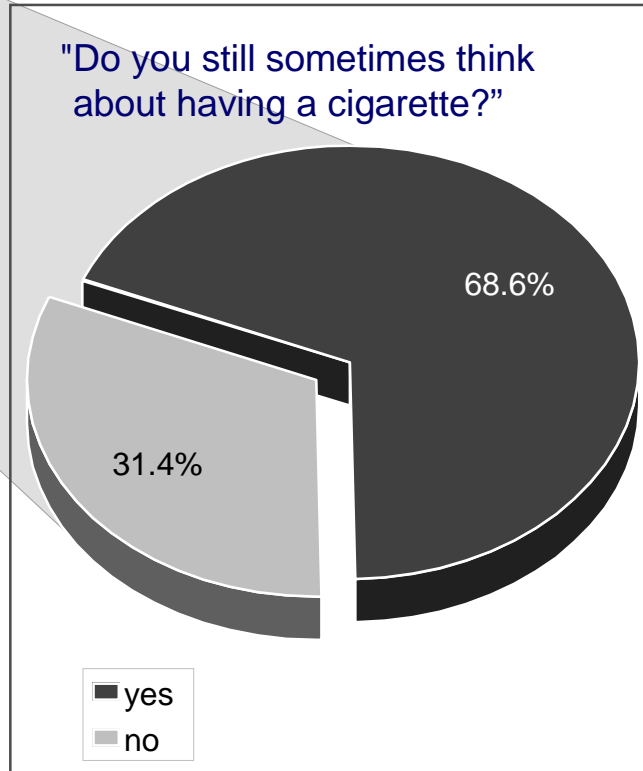
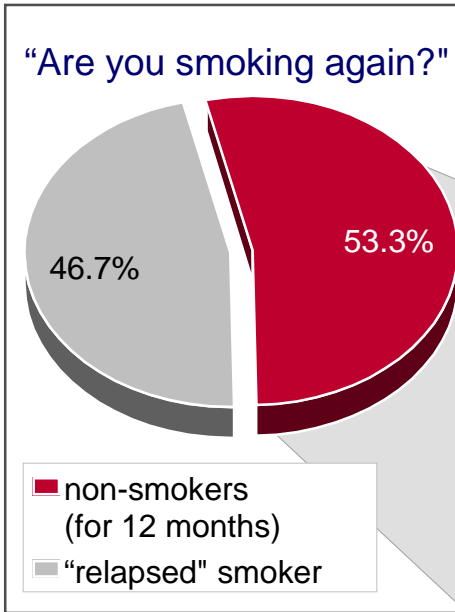
Sample: n=364

**Follow-up measurement after 12 months**

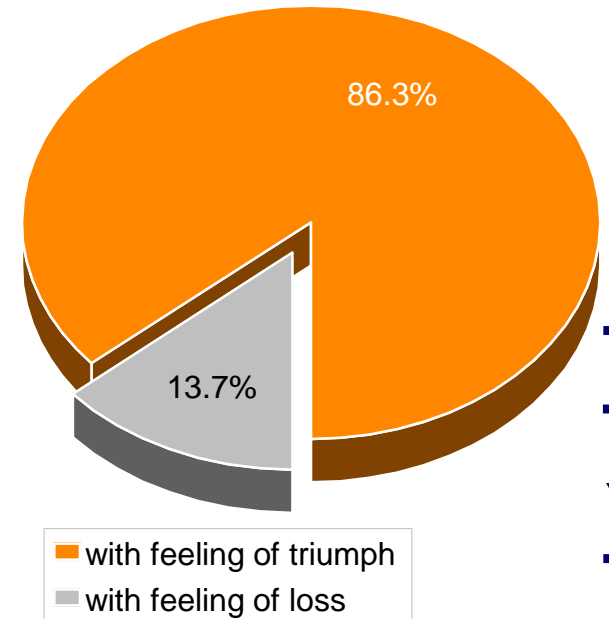
# How do you feel about cigarettes now?

Follow-up measurement after 12 months - non-smokers only

[Percent of resp.]



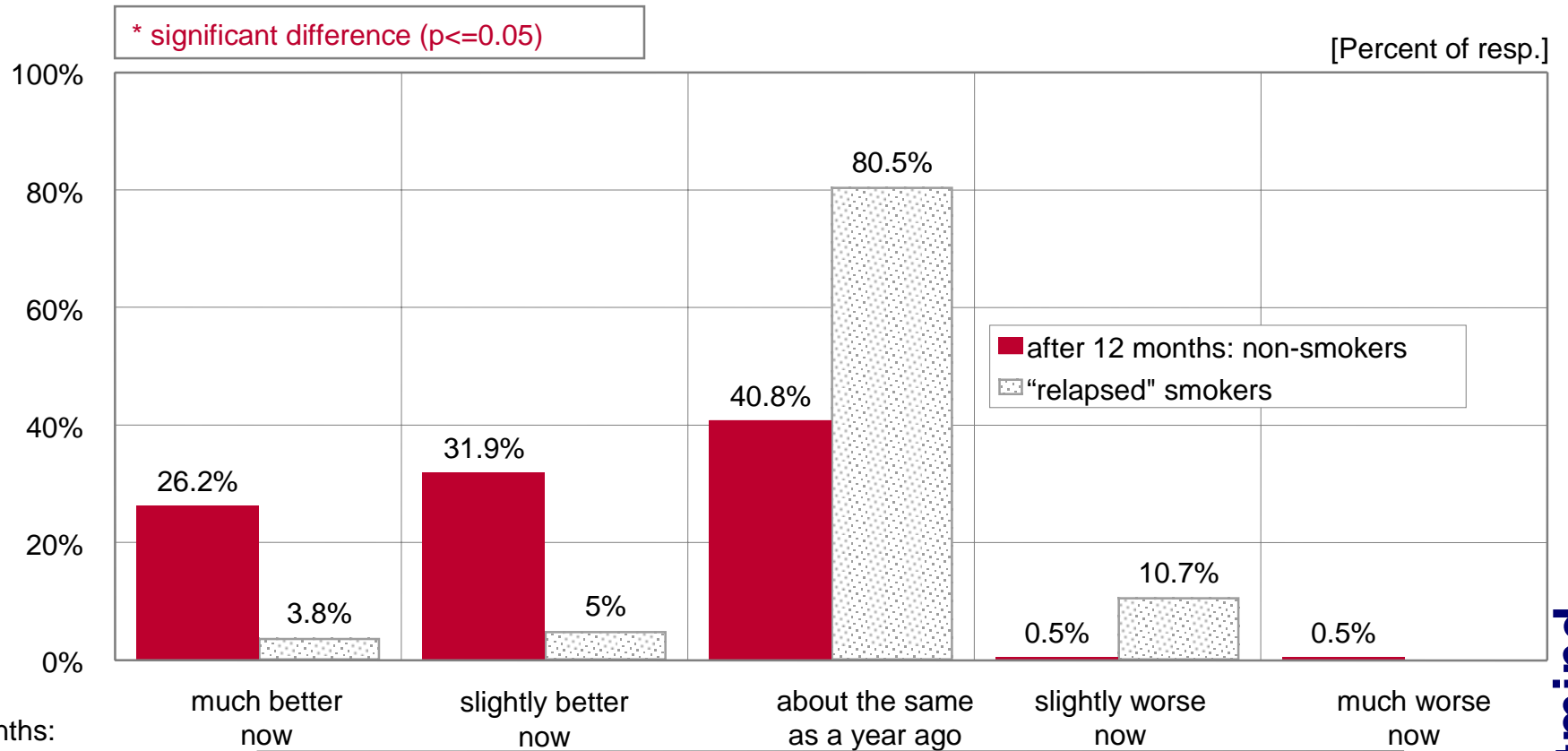
“Can you tell me how you feel about cigarettes now? Do you have a feeling of loss or of triumph and satisfaction that you’re no longer smoking?”



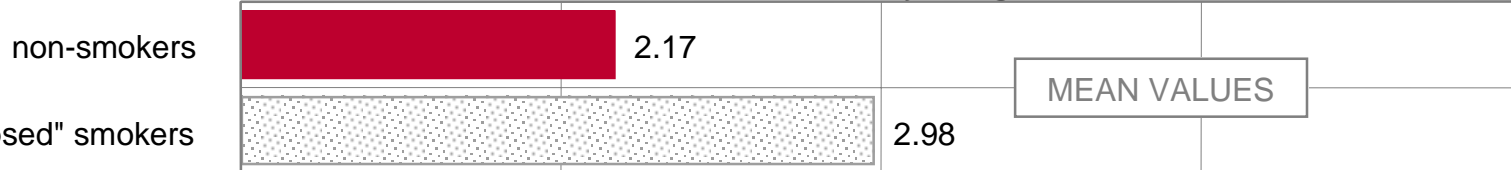
# Change in health (time period: past year)

## Comparison of (non-)smokers and “relapsed” smokers after 12 months

"How would you describe your current state of health in comparison with last year ?"



after 3 months:



Sample: n=194/170

**Follow-up measurement after 12 months**

