

**Major Reasons Given by Smokers Attempting to Quit**

Quitting smoking is difficult and smokers generally make several quit attempts before succeeding in long-term cessation. What motivates smokers to make quit attempts is important to understand and can be leveraged by tobacco control programs through their media messages. We asked current smokers who recently made a quit attempt, and recent quitters, what were the most important reasons they had for trying to quit smoking.

- The vast majority of smokers who reported making a quit attempt cited concerns about their personal health either currently (88%) or in the future (95%) as the primary reason for trying to quit.
- Social and economic concerns were the next most frequently reported reasons motivating smokers to quit. The effect of smoking on others including children, encouragement from family, friends and/or health care providers, and the economic costs of smoking were reasons for quitting cited by 54% to 70% of smokers and recent quitters.
- Just over 30% of smokers and recent quitters cited indoor smoking bans as a reason for making a quit attempt. The percentage citing smoking bans may be lower than other reasons given because smokers have either already quit or accommodated to New York’s comprehensive indoor smoking law, in place since 2003.

**Reasons for quitting among Current and Former Smokers  
New York Adult Tobacco Survey, 2010**

