



New Survey from Yahoo! Shine Reveals Data on Social Smoking for National Lung Cancer Awareness Month

Survey shows a majority of participant's ages 18-34 have NEVER smoked; 57% of men and 71% of women said smoking is "very uncool"

SUNNYVALE, Calif.--(BUSINESS WIRE)-- November is National Lung Cancer Awareness month and to honor the awareness campaign, shine.yahoo.com, the leading website for women's lifestyle content, with nearly 30 million readers per month, takes a deeper look at user's attitudes on social smoking. A survey of more than 1,000 Yahoo! users reveals interesting data about how people view social smoking, how social smoking affects relationships and dating decisions, and how users view the danger smoking presents to their health.

According to the shine.yahoo.com survey, 57% of men and 71% of women perceive smoking to be "very uncool." A sentiment widely shared across all gender and age groups.

Smoking is on the decline among younger participants, with 61% of respondent's ages 18-34 saying they have NEVER smoked.

Smoking could be hurting your love life:

- Over one-half (58%) of women and most men (49%) said they would NOT date a smoker
- Women are more likely to be secretive about smoking with 32% saying they never smoke around their significant other

Are we kidding ourselves about smoking?

- Only 28% of smokers admit to being addicted and dependent on cigarettes
- A majority (72%) of smokers across both genders and all age groups claim "I choose when I smoke and can go without at any time"

Social Smoking: I only smoke when I drink:

- Social smoking is more prevalent amongst the younger generation with 41% of participants ages 18-34 saying they only smoke occasionally and typically only in a social setting
- The reason behind social smoking for those ages 18-34 appears to be the belief that smoking "enhances" the drinking experience. 56% of those surveyed ages 18-34 said they smoke when drinking because "I like the extra buzz it gives me"
- Social smokers appear to smoke in moderation, with 65% saying they consume 1 or 2 cigarettes while they are out
- Women are slightly more prepared for social smoking with 36% saying they will actively buy cigarettes in advance of a social situation
- Women are somewhat more likely than men to believe social smoking poses a risk to their health; 76% of women said that all smoking poses an equal risk to health compared to 42% of men

Men vs. Women - Barriers against full time smoking:

- Health risks deter both men and women from full time smoking with 63% of men and 59% of women claiming concerns about the health risks as the top barrier against being a regular smoker
- The cost of smoking is a secondary concern for men, with 50% of men saying that smoking is too expensive to be a full time habit
- Women on the other hand claim the smell of cigarettes as the top secondary concern with 50% of women claiming smoking is gross and they do not want to smell like cigarettes

To read more about this survey please visit shine.yahoo.com.

To get help to quit smoking visit: <http://www.smokefree.gov/>

INTERVIEW OPPORTUNITIES:

- Yahoo! Shine Editors are available for in-studio interviews or via Skype or phone. We have experts based in New York, Chicago, San Francisco and Boston.
- To book an interview, please contact: beckya@yahoo-inc.com

About Yahoo!

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About the Survey:

In September of 2011 Yahoo! surveyed 1,119 of their users age 18 and over on social smoking habits. Full survey available by request.

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