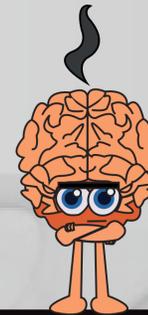


# Are you nuts, or what?

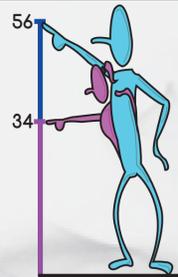


## Problem

Nowadays, a considerable amount of people are addicted to the bad habit of smoking. So, the aim of our project is to find out the relation between young people and smoke in its components.

## Method

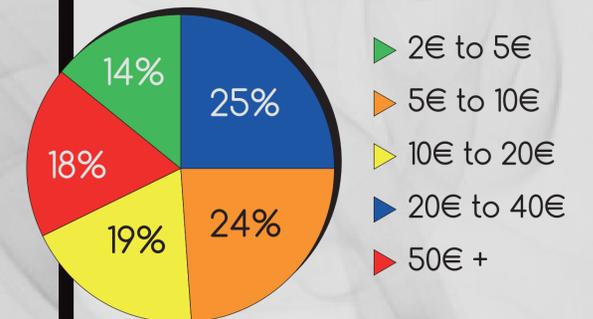
We surveyed 90 smokers (56 boys and 34 girls) aged between 14-22, submitting a questionnaire to them.



## Hypothesis

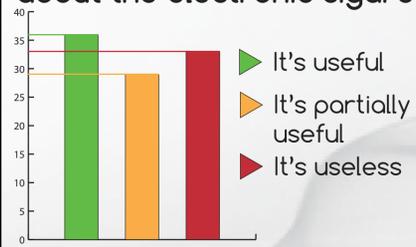
- Young smokers spend from 10€ to 20€ every week (12-24\$) So, even if smoking is a bad habit, they try to control themselves saving money.
- They began to smoke to try something new or just out of curiosity.
- They keep on smoking due to a physical and psychological addiction.
- They would like to quit smoking because they realize that doing it is bad for their health and it has long term effects.
- They get ill easier since they started smoking because smoke damages your lungs and the airways.
- They think that the electronic cigarette is useful to solve their bad habit of smoking.

Starting from the first hypothesis, we asked how much they spend weekly in the usage of cigarettes...



- Unlike the hypothesis, the graphic shows us that young smokers spend from 20€ to 40€.
- From this aerogram, we can understand that these smokers don't try to save money because only the 14% has chosen the option including 2€ to 5€.

Finally, we asked to these boys and girls what they think about the electronic cigarette

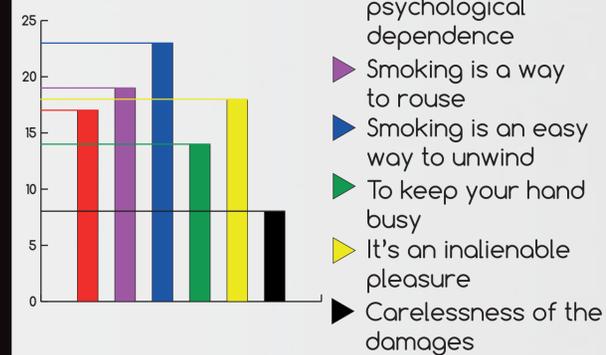


- As we thought, the bigger part of our respondents think that the electronic cigarette can solve the dependence created by smoke (in particular the 50% of boys think so)

## Conclusion

- ★ Thanks to this research, we have understood that these boys and girls started smoking "just to try something new", and now, the greatest part of them, regret this choice.
- ★ Reflecting up on the results that we got, we realised that smoking appears as useful way to unwind and this is worrying because we can deduce that this activity has replaced the ones that can really help you to relax: like doing physical exercise, etc...
- ★ So, we would like to make these young people more aware about the situation they are in. We want them to think about what they are doing and, to reach this purpose, we have done a simple and linear research. So, the question is: **Is it really worth smoking?**

Then we asked why they continue smoking and how they feel when they do it...



- Unlike the hypothesis, the histogram illustrates us that the 23% continue smoking to unwind.
- In spite of this fact, about one fifth of the interviewees has to face a physical and psychological addiction.
- Furthermore, it's worrying that there are a lot of boys and girls who don't care about the hypothetical damages.

Proceeding with the second reason, we asked our interviewees why they started smoking...



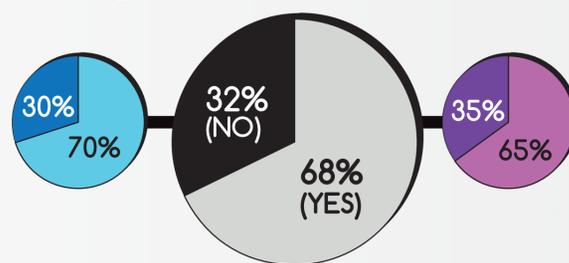
- We have confirmed our hypothesis: over 30% of subjects answered as we expected.
- Looking at the graphic, what impressed us most is that a great amount of our respondents started smoking to be accepted or to transgress a rule.

To confirm our fifth hypothesis, we inquired if they had noticed some health problems since they started smoking...



- The out come is the one we expected to see. It's interesting to point out that more than the half of these young smokers have noticed that they get ill easier now.

The most important thing that we wanted to know was if they would like to quit smoking or not...



- We confirmed our hypothesis: the 68% (70% of boys and 65% of girls) would like to stop smoking.
- At the same time it's alarming that the 32% (about one third of the boys and more than one third of the girls) absolutely don't want to reject this "fundamental pleasure"