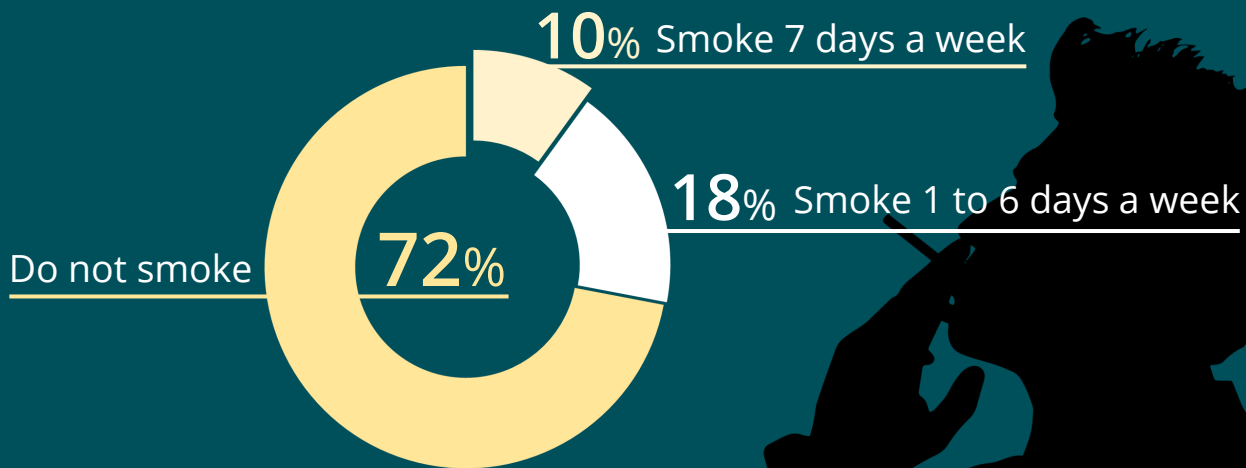


# Consumer Contradictions: Smoking

The story of today's health-conscious consumers is filled with contradictions. While health and wellness is viewed holistically as maintaining balance in physical health, mental health and lifestyle, a number of consumers recognize that many areas of their lives need improvement. Like all journeys, however, there are obstacles along the way. In the world of wellness, one such obstacle or contradiction to a healthy lifestyle is smoking. While the vast majority of consumers don't smoke at all, more than one-quarter (28%) of consumers smoke frequently, every day or infrequently, a few days a week. Here's a look at the consumers who smoke cigarettes or vape.



**Contradiction:** While female consumers are overall less likely to smoke at all, those who do smoke are slightly more likely to be heavy smokers compared to male consumers.

**Lifestyle Insight:** Older consumers smoke far less (on a frequent or infrequent basis) than younger generations, reflecting the larger role health & wellness plays in their lives.

	GENDER		GENERATION			
	Male	Female	Mill (18-38)	Gen X (39-52)	Boomers (53-71)	Silent (72-84)
Smoke no (0) days a week	67%	77%	58%	72%	84%	94%
Smoke 1 to 6 days a week	24%	12%	31%	15%	7%	1%
Smoke 7 days a week	9%	11%	11%	13%	9%	5%

Source: [Health + Wellness 2017](#) report