

Professor Eysenck's Description of a Feasibility Study  
Relating to Personality and Quitting Smoking

I thought I should let you know the answer I had from Gallup Social Surveys in regard to my queries about a feasibility study of the alternative satisfactions sought by smokers who had given up smoking. They have quite a bit of knowledge of the rough proportions of people in the various smoking groups, and who have or have not given up, so that they could give me a reasonable estimate. I was suggesting studying 10 groups, 5 male and 5 female; these would be (a) non-smokers (as a control group), (b) light to medium smokers who had not given up, (c) the same, but who had given up successfully, (d) medium to heavy smokers who had not or (e) who had given up. There would be 200 people in each of the 10 groups, making a total of 1000. Each would fill in a personality questionnaire, a reasons for smoking questionnaire (except group a of course), and would answer open-ended questions about the changes in habits produced by giving up smoking, preceded by some possible types of answers. Subjects who had not given up would be asked about similar changes in habits taking place in the same time span, as a control. The cost of the survey would be between £5000 and £6000, including analysis; this could be done by Gallup or by us, and I would write up the results for you. The study would enable us to say whether there are any marked changes in habit taking place as a consequence of giving up smoking,

and suggest the nature of these changes, thus making it possible in future surveys to avoid the subjectivity of open-ended interviews and rely rather on listed items to be ticked off. We would also have information on the relation between such changes and personality, and reasons for smoking in the first place.