

# Media information for immediate use



## **Save thousands and feel like a winner this No Smoking Day**

Smoking is expensive, but it's not always obvious just how much smokers could save if they quit. With No Smoking Day coming up on 8 March, Fresh Air-shire, NHS Ayrshire & Arran's smoking cessation and support service is taking the opportunity to spread the word.

Elaine Young, Assistant Director of Public Health – NHS Ayrshire & Arran, said: “The average smoker spends more than £1,500 a year on cigarettes. If you smoke a pack a day, it can run to more than £3,000 a year. That money could net you a family holiday, a new kitchen or bathroom, or even a second-hand car.

“We know from surveys that more than two thirds of smokers want to quit. So No Smoking Day is about saying to people ‘you can do it!’ There's lots of free, expert support and advice available from the NHS and other organisations.

“Quitting smoking can save thousands and make you feel better into the bargain, and No Smoking Day is the perfect chance to go for it.”

ASH Scotland Chief Executive, Sheila Duffy, said: “Stopping smoking isn't always easy. Many smokers need a few practice runs before they make it across the finish line. But there's lots of help available, and when you get there, you'll really feel like a winner.”

Free local support and advice is available in Ayrshire from Fresh Air-shire. If you want to quit, call Fresh Air-shire on 0800 783 9132, lines are open Monday to Friday 9am to 5pm. Or contact Smokeline on 0800 84 84 84 for free, expert advice and help. Lines are open from 8am to 10pm seven days a week.

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Ends

**Date of release: Friday 3 March 2017**

## Notes to editors:

A table of daily costs of smoking by tobacco type and number per day is available below.

Full methodology is available on request from ASH Scotland.

Number per day	Average priced tobacco			Roll-your-own cigarettes			Most popular price category cigarettes		
	Daily	Monthly	Yearly	Daily	Monthly	Yearly	Daily	Monthly	Yearly
<b>1</b>	£0.35	£10.85	£127.75	£0.23	£7.13	£83.95	£0.47	£14.57	£171.55
<b>2</b>	£0.71	£22.01	£259.15	£0.46	£14.26	£167.90	£0.94	£29.14	£343.10
<b>5</b>	£1.77	£54.87	£646.05	£1.15	£35.65	£419.75	£2.35	£72.85	£857.75
<b>10</b>	£3.55	£110.05	£1,295.75	£2.30	£71.30	£839.50	£4.70	£145.70	£1,715.50
<b>*12.6</b>	£4.47	£138.57	£1,631.55	£2.90	£89.90	£1,058.50	£5.92	£183.52	£2,160.80
<b>20</b>	£7.10	£220.10	£2,591.50	£4.60	£142.60	£1,679.00	£9.40	£291.40	£3,431.00
<b>40</b>	£14.20	£440.20	£5,183.00	£9.20	£285.20	£3,358.00	£18.80	£582.80	£6,862.00

\*the average number of cigarettes smokers in Scotland smoke per day, according to the Scottish Health Survey 2015

Cigarettes per day	Cost per day	Cost per month	Cost per year	Equivalent to
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1	£0.35	£10.76	£129.12	Sky TV (original bundle at £13.40/month)
5	£1.77	£53.80	£645.59	An iPhone 7 (starting at £599)
10	£3.54	£107.60	£1,291.19	The price of the average engagement ring (£1,329 according to a local jeweller's)
<b>*12.6 (Scotland's average)</b>	£4.46	£135.57	£1,626.90	A MacBook Pro (15in screen, retina display, £1,599 from Apple)
20	£7.08	£215.20	£2,582.38	A business class return ticket from London to Sydney, with a stopover in Shanghai (£2,398.38 booking 23/11/16 - 30/11/16)
60	£21.23	£645.59	£7,747.13	A 90 per cent mortgage at 4 per cent on the average Scottish home (£141,000 value, £14,100 deposit, monthly payments around £670 over 25 years)

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