

**Cash for Quitting**

In an effort to reduce health care costs, General Motors sponsored a study to help employees stop smoking. In the study, half of the subjects were randomly assigned to receive up to \$750 for quitting smoking for a year while the other half were simply encouraged to use traditional methods to stop smoking. None of the 878 volunteers knew that there was a financial incentive when they signed up. At the end of one year, 15% of those in the financial rewards group had quit smoking while only 5% in the traditional group had quit smoking. Do the results of this study give convincing evidence that a financial incentive helps people quit smoking?