



## **Special Eurobarometer 385**

# **ATTITUDES OF EUROPEANS TOWARDS TOBACCO**

## **REPORT**

Fieldwork: February - March 2012

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This survey has been requested by the European Commission,  
Directorate-General Health and Consumers and co-ordinated by  
Directorate-General for Communication.

[http://ec.europa.eu/public\\_opinion/index\\_en.htm](http://ec.europa.eu/public_opinion/index_en.htm)

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**Special Eurobarometer 385 / Wave EB77.1 – TNS Opinion & Social**

**Special Eurobarometer 385**

## **Attitudes of Europeans towards Tobacco**

Conducted by TNS Opinion & Social at the request of  
Directorate-General Health and Consumers

Survey co-ordinated by Directorate-General Communication

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## INTRODUCTION

Every year 695000 Europeans die prematurely of tobacco-related causes. It is estimated that, in terms of economic impact, smoking costs the EU countries at least €100 billion. Many cancers and cardiovascular and respiratory diseases are linked to tobacco use. It is the largest avoidable health risk in Europe, causing more problems than alcohol, drugs, high blood pressure, excess weight or high cholesterol.<sup>1</sup>

The present survey shows that as of March 2012, 28% of the EU population smoke, including 29% of young Europeans aged 15-24. Since the late 1980s, the European Union has worked to encourage the trend towards fewer people smoking, more people quitting smoking and more citizens living and working in smoke-free environments. EU legislation on the control of tobacco regulates the marketing of tobacco products for public health reasons and ensures appropriate consumer information and harmonised standards<sup>2</sup>. The latest measure, 14 new health warnings to appear on tobacco packs, was adopted on 7 March 2012<sup>3</sup>.

In order to monitor the current situation and public attitudes towards tobacco, the EU regularly carries out public opinion polls. This survey is the latest in a series that have been carried out since 2003. Although the questionnaire design has changed over time, the main objectives have remained unchanged: mapping the current consumption of tobacco products, understanding the motivations behind smoking and the attitudes underlying smoking behavior, and identifying measures to reduce the number of Europeans who smoke

The present survey, carried out in February-March 2012, follows on from the previous study conducted in autumn 2009. The results of these two surveys are compared where relevant. The following key themes will be addressed in this report:

- Proportion and profile of smokers in the EU;
- Frequency of tobacco consumption;
- Type of tobacco products consumed;
- Purchasing behavior;
- Exposure to tobacco smoke in public places;
- Motivations for starting smoking;
- Motivations for quitting smoking;
- Attitudes towards, and support for, anti-tobacco policy measures.

In the pages that follow, the results will be analysed for the total population and, where relevant, for the sub-groups of smokers, ex-smokers and non-smokers. Particular attention will also be given to the results for the youngest respondents, aged 15-24.

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<sup>1</sup> [http://ec.europa.eu/health/tobacco/policy/index\\_en.htm](http://ec.europa.eu/health/tobacco/policy/index_en.htm)

<sup>2</sup> [http://ec.europa.eu/health/tobacco/law/index\\_en.htm](http://ec.europa.eu/health/tobacco/law/index_en.htm)

<sup>3</sup> <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2012:069:0015:0016:EN:PDF>

This survey was carried out by TNS Opinion & Social network in the 27 Member States of the European Union between 25 February and 11 March 2012. Some 26.751 respondents from different social and demographic groups were interviewed face-to-face at home in their mother tongue on behalf of the Directorate-General Health and Consumers (DG SANCO). The methodology used is that of Eurobarometer surveys as carried out by the Directorate-General for Communication ("Research and Speechwriting" Unit)<sup>4</sup>. A technical note on the manner in which interviews were conducted by the Institutes within the TNS Opinion & Social network is appended as an annex to this report. Also included are the interview methods and confidence intervals<sup>5</sup>.

Note: In this report, countries are referred to by their official abbreviation. The abbreviations used in this report correspond to:

#### ABBREVIATIONS

BE	Belgium	LV	Latvia
CZ	Czech Republic	LU	Luxembourg
BG	Bulgaria	HU	Hungary
DK	Denmark	MT	Malta
DE	Germany	NL	The Netherlands
EE	Estonia	AT	Austria
EL	Greece	PL	Poland
ES	Spain	PT	Portugal
FR	France	RO	Romania
IE	Ireland	SI	Slovenia
IT	Italy	SK	Slovakia
CY	Republic of Cyprus***	FI	Finland
LT	Lithuania	SE	Sweden
		UK	The United Kingdom
		EU27	European Union – 27 Member States
		EU15	BE, IT, FR, DE, LU, NL, DK, UK, IE, PT, ES, EL, AT, SE, FI*
		NMS12	BG, CZ, EE, CY, LT, LV, MT, HU, PL, RO, SL, SK**
		EURO	BE, FR, IT, LU, DE, AT, ES, PT, IE, NL, FI, EL, EE, SI, CY,
		AREA	MT, SK

\* EU15 refers to the 15 countries forming the European Union before the enlargements of 2004 and 2007

\*\* The NMS12 are the 12 'new Member States' which joined the European Union during the 2004 and 2007 enlargements

\*\*\* Cyprus as a whole is one of the 27 European Union Member States. However, the 'acquis communautaire' has been suspended in the part of the country which is not controlled by the government of the Republic of Cyprus. For practical reasons, only the interviews carried out in the part of the country controlled by the government of the Republic of Cyprus are included in the 'CY' category and in the EU27 average.

\* \* \* \* \*

*We wish to thank the people throughout Europe who have given their time to take part in this survey. Without their active participation, this study would not have been possible.*

<sup>4</sup> [http://ec.europa.eu/public\\_opinion/index\\_en.htm](http://ec.europa.eu/public_opinion/index_en.htm)

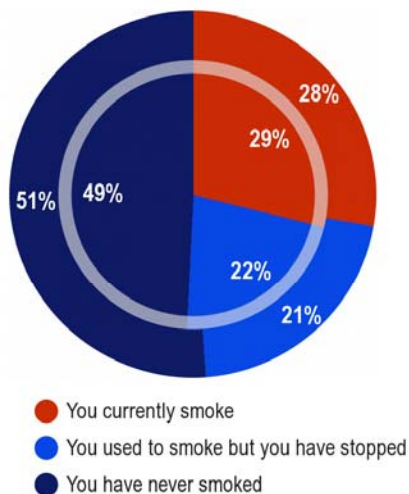
<sup>5</sup> The results tables are included in the annex. It should be noted that the total of the percentages in the tables of this report may exceed 100% when the respondent has the possibility of giving several answers to the question.

## I. TOBACCO CONSUMPTION IN THE EUROPEAN UNION

### 1. PREVALENCE OF SMOKING IN THE EU

- No significant changes in the prevalence of smoking since 2009 -

QD1. Regarding smoking cigarettes, cigars or a pipe, which of the following applies to you?



Inner pie : EB72.3 Oct. 2009

Outer pie : EB77.1 Feb.-Mar. 2012

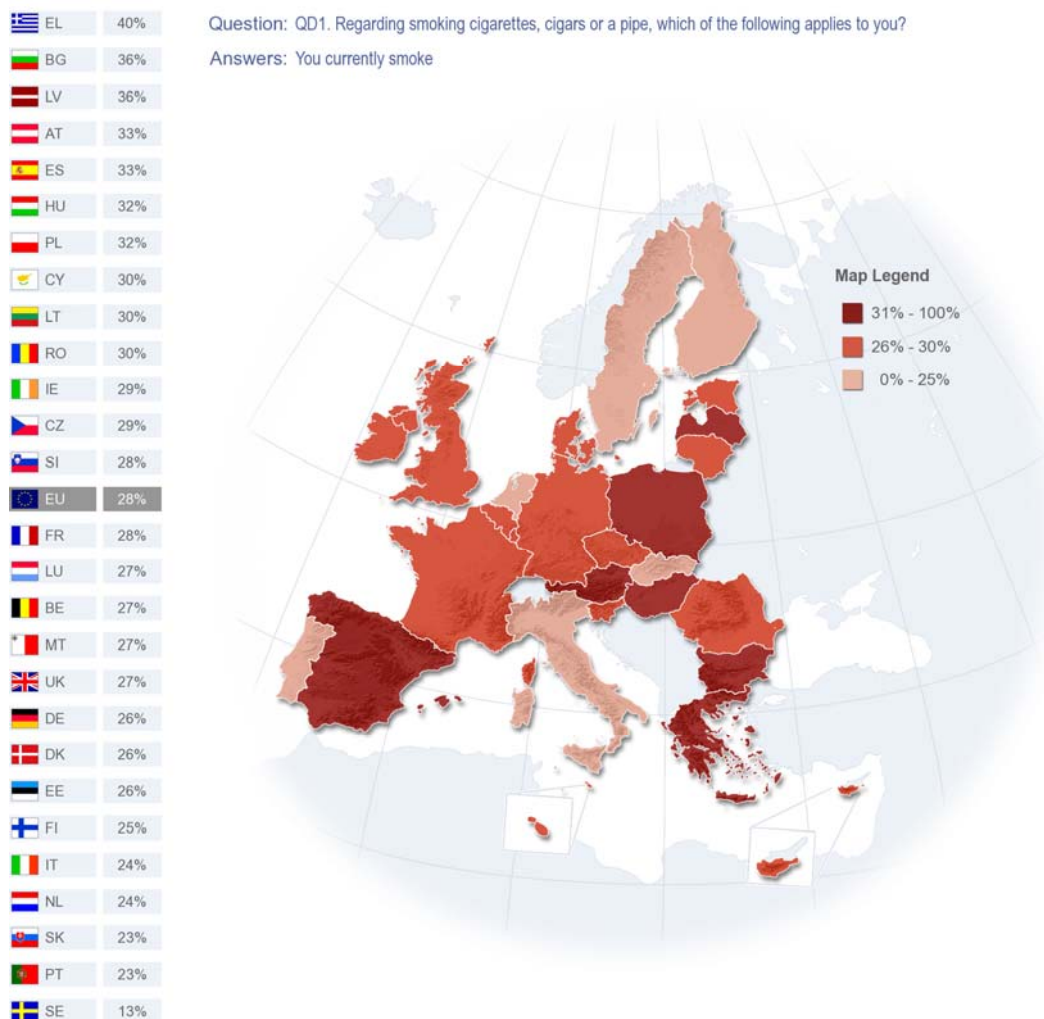
EU27

In February-March 2012, 28% of EU citizens smoke boxed or hand-rolled cigarettes, cigars or a pipe. No significant change in the prevalence of smoking has occurred since autumn 2009 when 29% of respondents reported that they smoked.

Half the respondents have never smoked (51%) and a fifth (21%) have given up smoking.

## 1.1 Smokers

### - Smoking is more common in Southern and Eastern Europe -



The prevalence of smoking varies considerably between Member States:

- Respondents in Southern and Eastern Europe appear more likely to say they smoke. The highest proportions of smokers are observed in Greece (40%), Bulgaria (36%) and Latvia (36%).
- Fewest smokers are reported in Sweden (13%), followed by Portugal (23%) and Slovakia (23%).



In socio-economic terms, the most likely groups of smokers are:

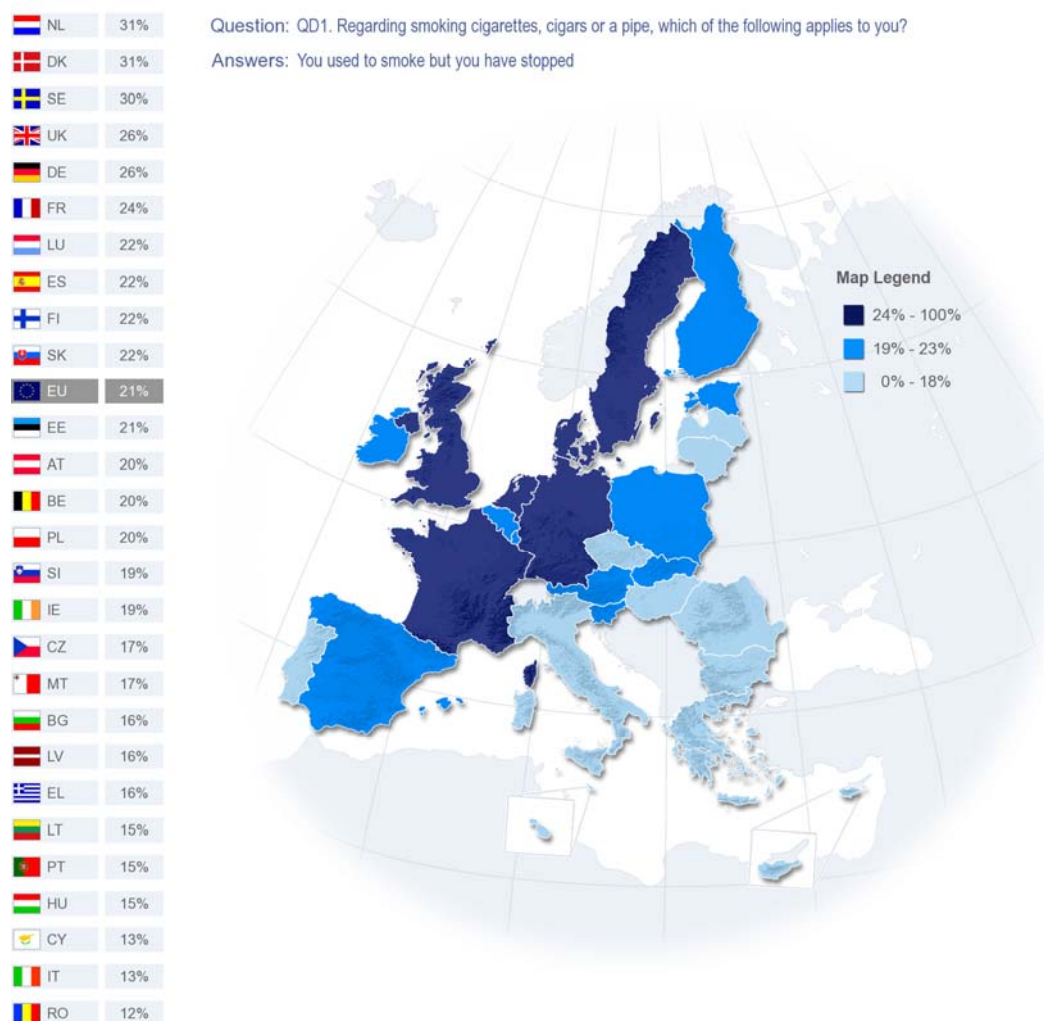
**QD1 Regarding smoking cigarettes, cigars or a pipe, which of the following applies to you?**

	<b>You currently smoke</b>
EU27	28%
<b>Sex</b>	
Male	32%
Female	24%
<b>Age</b>	
15-24	29%
25-39	37%
40-54	34%
55 +	17%
<b>Education (End of)</b>	
15-	25%
16-19	33%
20+	25%
Still studying	21%
<b>Respondent occupation scale</b>	
Self-employed	34%
Managers	23%
Other white collars	29%
Manual workers	38%
House persons	21%
Unemployed	49%
Retired	17%
Students	21%
<b>Difficulties paying bills</b>	
Most of the time	46%
From time to time	34%
Almost never	23%
<b>Self-positioning on the social staircase</b>	
Low (1-4)	34%
Medium (5-6)	29%
High (7-10)	22%

- Men, rather than women;
- Respondents aged 25-54 rather than older age groups where the prevalence decreases significantly.
- Unemployed respondents, manual workers and self-employed respondents rather than those in other occupational categories. The unemployed are the most likely of all socio-demographic groups to report they smoke (49%).
- Respondents with a lower socio-economic status: those who position themselves low on the social scale, and who have difficulties with paying their bills.
- Respondents who finished full-time education between the ages of 16-19.

## 1.2 Ex-smokers

### - Respondents in Western Europe are more likely to have stopped smoking -



Respondents in the EU15 countries are considerably more likely to report that they have quit smoking:

- The highest proportions of ex-smokers are found in the Netherlands (31%), Denmark (31%) and Sweden (30%).
- Conversely, only just above 1 in 10 respondents have stopped smoking in Romania (12%), Italy (13%) and Cyprus (13%).

Socio-economic analysis reveals that:





























**QD1 Regarding smoking cigarettes, cigars or a pipe, which of the following applies to you?**

	<b>You used to smoke but you have stopped</b>
EU27	21%
<b>Sex</b>	
Male	26%
Female	17%
<b>Age</b>	
15-24	8%
25-39	17%
40-54	22%
55 +	29%
<b>Education (End of)</b>	
15-	22%
16-19	22%
20+	25%
Still studying	7%
<b>Respondent occupation scale</b>	
Self-employed	22%
Managers	27%
Other white collars	17%
Manual workers	20%
House persons	15%
Unemployed	16%
Retired	31%
Students	7%
<b>Difficulties paying bills</b>	
Most of the time	14%
From time to time	19%
Almost never	24%
<b>Self-positioning on the social staircase</b>	
Low (1-4)	20%
Medium (5-6)	21%
High (7-10)	23%

- Not surprisingly, the proportion of ex-smokers rises with age, and retired persons are the most likely to report that they have quit smoking. Less than 1 respondent in 10 in the youngest age groups has stopped smoking.
- As expected, considering that smoking rates are higher for men, men are more likely than women to say they have stopped smoking.
- Respondents who report difficulties with paying bills are considerably less likely to say they have stopped smoking than those who almost never have such difficulties.

## 1.3 Evolutions

QD1 Regarding smoking cigarettes, cigars or a pipe, which of the following applies to you?  
+ evolution compared with EB72.3 Oct. 2009 and EB66.2 Oct.-Nov. 2006

	Smokers (Answer: You currently smoke)			Ex-smokers (Answer: You used to smoke but you have stopped)			Never smoked (Answer: You have never smoked)		
	EB77.1	Diff. EB77.1 - EB72.3	Diff. EB77.1 - EB66.2	EB77.1	Diff. EB77.1 - EB72.3	Diff. EB77.1 - EB66.2	EB77.1	Diff. EB77.1 - EB72.3	Diff. EB77.1 - EB66.2
 EU27	28%	-1	-4	21%	-1	=	51%	+2	+4
 BE	27%	-3	+1	20%	-1	-4	52%	+3	+2
 BG	36%	-3	=	16%	+1	+1	48%	+2	-1
 CZ	29%	+3	=	17%	-2	-4	54%	-1	+4
 DK	26%	-3	-6	31%	=	+4	43%	+3	+4
 DE	26%	+1	-4	26%	=	+2	48%	-1	+3
 EE	26%	-6	-7	21%	=	+3	53%	+6	+4
 IE	29%	-2	=	19%	-1	+1	52%	+3	=
 EL	40%	-2	-2	16%	+2	-1	44%	=	+3
 ES	33%	-2	-1	22%	+1	+5	45%	+1	-3
 FR	28%	-5	-5	24%	-2	=	48%	+7	+5
 IT	24%	-2	-7	13%	-3	-3	62%	+5	+11
 CY	30%	-2	-1	13%	-2	+1	56%	+3	=
 LV	36%	=	=	16%	-1	+3	47%	=	-4
 LT	30%	=	-4	15%	-3	=	54%	+2	+4
 LU	27%	+2	+1	22%	=	+5	50%	-3	-6
 HU	32%	-6	-4	15%	=	=	53%	+6	+5
 MT	27%	+1	+2	17%	+2	-1	56%	-3	-1
 NL	24%	=	-5	31%	-2	+1	45%	+2	+5
 AT	33%	-1	+2	20%	-3	-2	47%	+4	+1
 PL	32%	-1	-3	20%	-2	+1	48%	+3	+3
 PT	23%	=	-1	15%	+2	+3	62%	-2	-2
 RO	30%	=	-1	12%	=	+1	57%	-1	=
 SI	28%	+2	+5	19%	-5	-4	53%	+3	-1
 SK	23%	-3	-2	22%	+1	+7	55%	+2	-4
 FI	25%	+4	-1	22%	-5	+1	53%	+1	+1
 SE	13%	-3	-5	30%	-1	+1	57%	+4	+11
 UK	27%	-1	-6	26%	+1	+2	47%	=	+3

Changes in the prevalence of smoking have been relatively modest since October 2009:

- Prevalence of smoking went up in Finland (+4 points) and the Czech Republic (+3 points) while the proportion of smokers has decreased the most in Estonia, Hungary (both -6) and France (-5 points).
- The proportion of ex-smokers has dropped somewhat in Slovenia and Finland (-5 each).

Focusing on the evolutions since 2006:

- Smoking has increased significantly only in Slovenia (+5 points), while it decreased significantly in 11 countries, and most strikingly in Italy and Estonia (both -7), and Denmark and the UK (both -6).
- The proportion of ex-smokers remained relatively stable in 19 countries. In five countries, this proportion slightly decreased: in Finland and Slovenia (both -5), and in Italy, Austria and Lithuania (-3 each). In three countries, the number of ex-smokers has increased: Spain (+5), Luxembourg (+5) and Slovakia (+7).

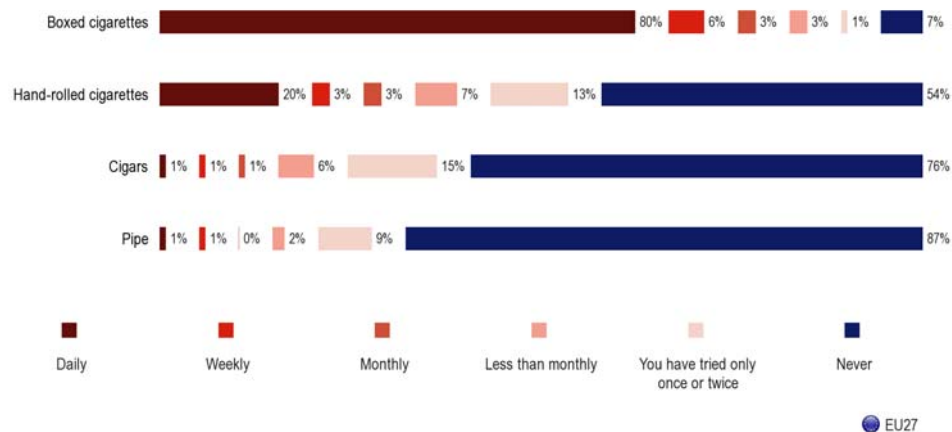
## 2. PREVALENCE OF TOBACCO USE IN THE EU

### 2.1 Frequency of use of tobacco products

#### 2.1.1 Frequency of use of tobacco products: smokers

##### - Most Europeans continue to smoke boxed cigarettes -

QD7. How often do\ did you use the following tobacco products?































Base: Smokers, n=7,456

Most smokers use boxed cigarettes. 93% of smokers have at least tried boxed cigarettes. 46% have used hand-rolled cigarettes, 24% cigars and 13% a pipe.

Four in five respondents smoke boxed cigarettes daily and a further 6% weekly. 1 in 5 smokers (20%) smoke hand-rolled cigarettes on a daily basis, followed by 3% doing so weekly. Cigars and pipes are rarely used by smokers, only 2% reporting that they use these tobacco products daily or weekly in both cases.

*Daily* use of manufactured cigarettes is highest in Bulgaria (94%), Latvia (94%), Romania (93%), Lithuania (91%), Poland (91%) and Austria (90%), with 90% of smokers or more smoking these products every day. Conversely, the lowest levels of daily smoking of manufactured cigarettes are to be found in the Netherlands (58%), the UK (66%), Belgium (67%) and France (70%).

**QD7 How often do you use the following tobacco products?**  
**Total 'Regular users' = Answers 'Daily' + 'Weekly' + 'Monthly'**

		Boxed cigarettes	Hand-rolled cigarettes	Cigars	Pipe
	EU27	89%	26%	3%	2%
	BE	80%	37%	7%	2%
	BG	98%	8%	0%	0%
	CZ	99%	10%	1%	1%
	DK	88%	19%	3%	12%
	DE	86%	28%	4%	3%
	EE	97%	8%	5%	4%
	IE	93%	22%	1%	1%
	EL	84%	32%	1%	0%
	ES	93%	24%	2%	1%
	FR	81%	34%	6%	2%
	IT	96%	16%	5%	3%
	CY	86%	31%	3%	1%
	LV	98%	10%	3%	2%
	LT	98%	6%	2%	2%
	LU	87%	16%	9%	2%
	HU	89%	25%	1%	0%
	MT	90%	21%	4%	3%
	NL	73%	50%	12%	5%
	AT	98%	15%	4%	1%
	PL	96%	16%	1%	1%
	PT	90%	28%	0%	2%
	RO	97%	3%	0%	1%
	SI	98%	12%	0%	2%
	SK	98%	4%	2%	1%
	FI	91%	27%	9%	3%
	SE	88%	9%	4%	7%
	UK	78%	49%	3%	2%

Base: Smokers, n=7,456

- As stated above, boxed cigarettes are by far the most commonly consumed tobacco product in all Member States. The highest proportions are observed in the Czech Republic (99%), Austria (98%), Slovakia (98%), Slovenia (98%), Bulgaria (98%), Latvia (98%) and Lithuania (98%). The lowest proportions of smokers of boxed cigarettes are recorded in the Netherlands (73%) and the UK (78%).
- There are large differences in the use of hand-rolled cigarettes across the Member States: while half of smokers report regularly<sup>6</sup> using such products in the Netherlands (50%) and the UK (49%), the figure is as low as 3% in Romania and 4% in Slovakia.
- 12% of respondents in the Netherlands report they smoke cigars regularly while regular cigar smoking is non-existent in Bulgaria, Portugal, Romania and Slovenia.
- Smokers in Denmark are the most likely to say they smoke pipe regularly (12%) while virtually nobody regularly uses pipe in Hungary, Greece and Bulgaria.

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<sup>6</sup> "Regular" use is defined as at least monthly



Boxed cigarettes are used evenly across all socio-economic groups, but the consumption of other tobacco products differs slightly:

- Males are considerably more likely than females to report that they smoke hand-rolled cigarettes, cigars or a pipe.
- Hand-rolled cigarettes are commonly used by young respondents. They are also more popular among respondents with lower socio-economic status: people with difficulties in paying bills and those who position themselves lowest on the social scale.
- Regular smoking of a pipe appears to be characteristic of oldest age groups. This group are also the most likely to smoke cigars. Overall, the proportions of respondents regularly using these tobacco products are low: 3% for cigars and 2% for pipe.

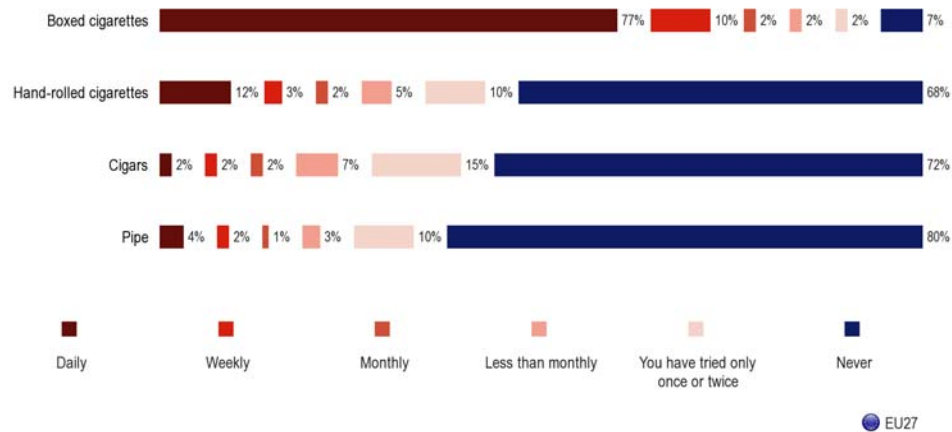
QD7 How often do you use the following tobacco products?  
Total 'Regular users' = Answers 'Daily' + 'Weekly' + 'Monthly'

	Boxed cigarettes	Hand-rolled cigarettes	Cigars	Pipe
EU27	89%	26%	3%	2%
<b>Sex</b>				
Male	86%	30%	6%	3%
Female	91%	20%	0%	0%
<b>Age</b>				
15-24	91%	34%	4%	3%
25-39	89%	26%	3%	0%
40-54	88%	25%	3%	2%
55 +	87%	21%	5%	5%
<b>Difficulties paying bills</b>				
Most of the time	88%	37%	3%	1%
From time to time	90%	26%	3%	2%
Almost never	88%	23%	4%	2%
<b>Self-positioning on the social staircase</b>				
Low (1-4)	84%	36%	3%	1%
Medium (5-6)	90%	23%	3%	3%
High (7-10)	89%	22%	4%	3%

Base: Smokers, n=7,456

### 2.1.2 Frequency of using tobacco products: ex-smokers

QD7. How often do you use the following tobacco products?



Base: Ex-smokers, n=5,703





























Ex-smokers show a similar use pattern of tobacco products as current smokers. 93% of ex-smokers indicate that they have at least tried boxed cigarettes, 32% hand-rolled cigarettes, 28% cigars and 20% a pipe.

77% report they smoked boxed cigarettes daily while 12% used hand-rolled cigarettes every day. Cigars and pipes were rare in regular use, but ex-smokers are more likely than current smokers to report that they used such tobacco products.

The following differences can be observed between ex-smokers and current smokers:

- No considerable differences are observed in the smoking habits of ex-smokers and current smokers when it comes to boxed cigarettes.
- Ex-smokers are considerably less likely to report that they regularly (at least monthly) smoked hand-rolled cigarettes (17%) than current smokers (26%).
- Conversely, ex-smokers are more likely to have regularly smoked cigars (6%) and a pipe (7%) than current smokers (3% and 2% respectively).

QD7 How often do you use the following tobacco products?  
Total 'Regular users' = Answers 'Daily' + 'Weekly' + 'Monthly'

		Boxed cigarettes	Hand-rolled cigarettes	Cigars	Pipe
	EU27	89%	17%	6%	7%
	BE	84%	33%	16%	7%
	BG	96%	2%	0%	0%
	CZ	86%	6%	2%	2%
	DK	90%	24%	8%	27%
	DE	90%	18%	4%	8%
	EE	81%	9%	7%	5%
	IE	92%	8%	4%	2%
	EL	94%	10%	1%	1%
	ES	91%	8%	5%	2%
	FR	86%	21%	10%	11%
	IT	89%	7%	3%	2%
	CY	94%	18%	6%	6%
	LV	82%	7%	3%	3%
	LT	81%	6%	1%	1%
	LU	85%	14%	7%	4%
	HU	89%	5%	2%	1%
	MT	94%	14%	3%	3%
	NL	80%	56%	16%	9%
	AT	94%	13%	6%	5%
	PL	89%	6%	0%	2%
	PT	93%	8%	1%	1%
	RO	93%	4%	0%	0%
	SI	93%	9%	0%	2%
	SK	89%	7%	6%	2%
	FI	98%	11%	7%	9%
	SE	91%	17%	7%	19%
	UK	89%	22%	10%	7%

Base: Ex-smokers, n=5,703

- Ex-smokers in Finland (98%) and Bulgaria (96%) are the most likely to report they regularly smoked boxed cigarettes while the lowest proportions are recorded in Lithuania (81%) and the Netherlands (80%).

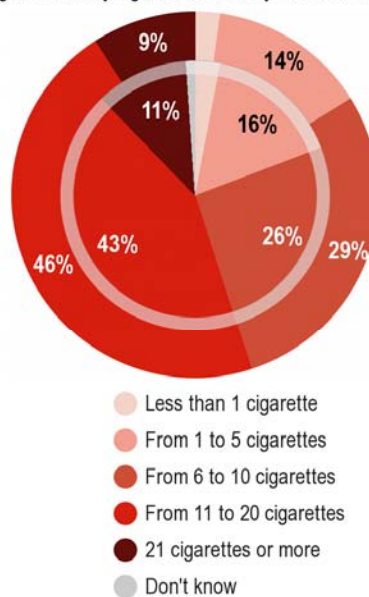
- Ex-smokers in the Netherlands (56%), Belgium (33%) and Denmark (24%) are the most likely to say they regularly smoked hand-rolled cigarettes while this figure is only 2% in Bulgaria and 4% in Romania.
- 16% of ex-smokers in the Netherlands have regularly smoked cigars while in Poland, Romania, Slovenia and Bulgaria such ex-smokers are virtually non-existent.
- Having regularly smoked a pipe is particularly common among ex-smokers in Denmark (27%) and Sweden (19%).

## 2.2 Number of cigarettes smoked per day

### 2.2.1 Number of cigarettes smoked per day: smokers

- Smokers in the EU consume an average of 14.2 cigarettes per day -

QD8. On average, how many cigarettes do\ did you smoke each day?



Inner pie : EB72.3 Oct. 2009

Outer pie : EB77.1 Feb.-Mar. 2012

EU27

Base: Smokers, EB77.1 n=7,366

Most smokers (46%) consume 11-20 cigarettes a day, corresponding to close to one pack of cigarettes per day. 29% report they smoke 6-10 cigarettes daily while 9% report they smoke more than 21 cigarettes every day. 16% of smokers can be said to be light users who smoke 1-5 cigarettes (14%) or less than 1 cigarette (2%) a day.

There are no significant differences in the frequency of smoking in comparison to autumn 2009. EU citizens are now slightly more likely to report that they smoke 11-20 (+3 points) or 6-10 cigarettes (+3) a day. Conversely, they are slightly less likely to smoke daily 21 cigarettes or more (-2) and 1 to 5 cigarettes (-2).

**QD8 On average, how many cigarettes do you smoke each day?**  
+ evolution compared with EB72.3 Oct. 2009

	EU27	14,2	-0,2		
	CY	20,5	-1,2		RO
	EL	19,4	-2		BE
	AT	18,3	+0,6		NL
	MT	16,4	+0,1		CZ
	LU	15,9	-1,3		IT
	IE	15,7	-0,3		EE
	HU	15,6	-0,7		ES
	DE	15,3	+0,6		UK
	BG	15,1	-0,7		LT
	PL	15,1	-0,2		LV
	DK	14,7	+0,1		SE
	SI	14,6	-2,6		FR
	FI	14,5	+1,7		SK
	PT	14,4	-1,1		

Base: Smokers, EB77.1 n=7,366

The average smoker in the EU smokes 14.2 cigarettes a day. This is slightly less than in 2009, when the average number of cigarettes was 14.4.

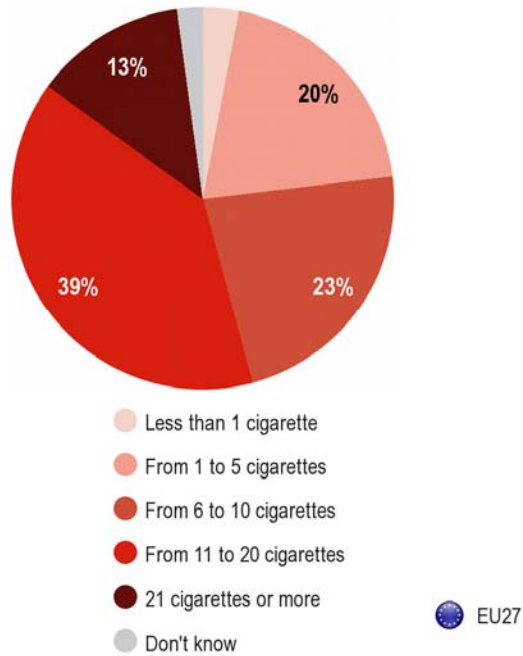
Considerable differences in the average number of cigarettes smoked can be observed between Member States:

- The highest daily averages are observed in Cyprus (20.5), Greece (19.4) and Austria (18.3) while the fewest cigarettes are consumed in Slovakia (11.7), France (11.9) and Sweden (12.8).
- Since autumn 2009, the average number has risen most in Sweden (+2.7) and Finland (+1.7) while the largest drops are observed in Slovenia (-2.6) and Slovakia (-1.8).
- Males smoke more cigarettes a day than females (15.4 vs. 12.8)
- The average number of cigarettes smoked per day rises with the age of respondent. Smokers aged 15-24 smoke an average of 10.7 while respondents aged 25-39 smoke on average 13.7 cigarettes a day and those aged 40-54 on average 15.5 cigarettes a day.

## 2.2.2 Number of cigarettes smoked per day: ex-smokers

**- The average number of cigarettes consumed per day appears to be dropping:  
ex-smokers consumed more than current smokers do -**

QD8. On average, how many cigarettes do\ did you smoke each day?



Base: Ex-smokers, n=5,703

39% of ex-smokers report that they used to smoke 11-20 cigarettes, a day while 23% used 6-10 and 13% more than 21 cigarettes a day<sup>7</sup>. 23% could be described as light users, smoking either 1-5 cigarettes (20%) or fewer than one cigarette (3%) a day.

<sup>7</sup> This question was only put to smokers in 2009, so we cannot analyse the trend here

## QD8 On average, how many cigarettes do\ did you smoke each day?

	EU27	15,5		
	CY	27,4		UK
	EL	21,4		BG
	MT	20,7		RO
	PT	19,4		NL
	LU	18,3		DK
	IE	17,7		IT
	SI	17,6		CZ
	BE	17,0		FI
	ES	16,4		SE
	AT	16,4		LV
	PL	16,4		EE
	DE	15,9		SK
	FR	15,8		LT
	HU	15,7		

Base: Ex-smokers, n=5,703

Ex-smokers used to smoke on average 15.5 cigarettes each day in comparison to the 14.2 cigarettes reported by current smokers.

The most cigarettes were smoked by Cypriot (27.4), Greek (21.4) and Maltese (20.7) ex-smokers. In all these countries, the average for ex-smokers is higher than that of the current smokers.

The lowest average numbers are reported in Lithuania (10.8), Slovakia (10.9), Estonia (11.5) and Latvia (11.6).

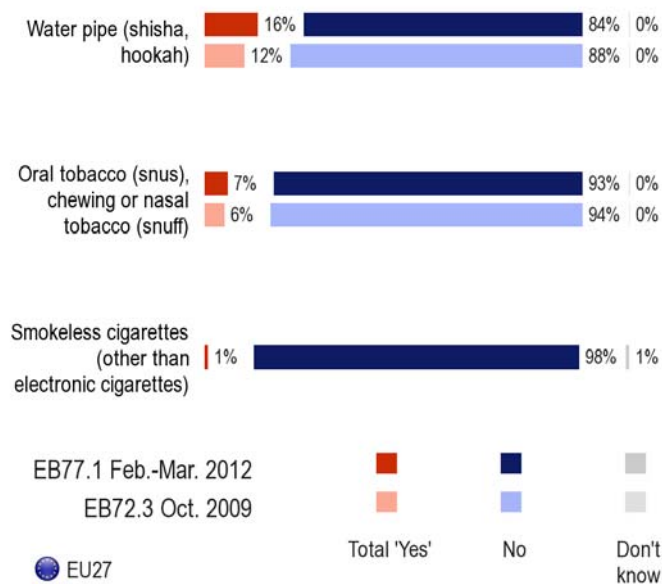
The socio-economic patterns of ex-smokers are similar to those observed for current smokers.



## 2.2 Use of other tobacco and nicotine products

### - Use of other tobacco and nicotine products is increasing slightly-

QD4. Have you ever tried any of the following products?



Besides the most commonly used tobacco products, 16% of EU citizens say they have tried water pipes and 7% oral, chewing or nasal tobacco. However, most of the use has been just about trying out once or twice: 11% for water pipe, 5% for oral tobacco, and 1% for smokeless cigarettes.

The likelihood of trying other products has increased slightly since autumn 2009. EU citizens are now slightly more likely to report they have tried a water pipe (+4) than in the previous wave of the survey.





























The socio-economic analysis reveals that

- Males are more likely to have tried all types of products than females.
- Young respondents and students report higher use of water pipes than other groups.

QD4 Have you ever tried any of the following products? Answer: Total 'Yes'





























	Water pipe (shisha, hookah)	Oral tobacco (snus), chewing or nasal tobacco (snuff)	Smokeless cigarettes (other than electronic cigarettes)
EU27	16%	7%	1%
<b>Sex</b>			
Male	20%	10%	1%
Female	11%	3%	2%
<b>Age</b>			
15-24	32%	7%	2%
25-39	23%	8%	2%
40-54	14%	8%	2%
55 +	6%	5%	1%
<b>Respondent occupation scale</b>			
Self-employed	20%	8%	2%
Managers	22%	11%	2%
Other white collars	19%	7%	2%
Manual workers	18%	7%	3%
House persons	7%	2%	2%
Unemployed	17%	6%	3%
Retired	5%	5%	1%
Students	31%	7%	2%

QD4.1 Have you ever tried any of the following products?  
Water pipe (shisha, hookah)

	Yes, you use or used it regularly	Yes, you use or used it occasionally	Yes, you tried it once or twice	No	Don't know	Total 'Yes'
 EU27	1%	4%	11%	84%	0%	16%
 LV	2%	10%	30%	58%	0%	42%
 EE	1%	7%	29%	63%	0%	37%
 LT	1%	8%	27%	64%	0%	36%
 DK	1%	7%	25%	67%	0%	33%
 CY	1%	8%	19%	72%	0%	28%
 AT	2%	6%	20%	72%	0%	28%
 LU	1%	6%	20%	72%	1%	27%
 CZ	1%	7%	18%	74%	0%	26%
 NL	0%	5%	20%	75%	0%	25%
 SE	0%	3%	19%	78%	0%	22%
 DE	1%	4%	16%	79%	0%	21%
 EL	0%	3%	17%	80%	0%	20%
 FR	0%	7%	12%	81%	0%	19%
 SI	0%	2%	17%	81%	0%	19%
 SK	0%	4%	15%	81%	0%	19%
 BE	1%	4%	12%	83%	0%	17%
 UK	1%	3%	11%	85%	0%	15%
 FI	0%	2%	12%	86%	0%	14%
 PL	0%	3%	9%	88%	0%	12%
 HU	1%	2%	8%	89%	0%	11%
 BG	0%	2%	8%	90%	0%	10%
 IT	1%	1%	7%	91%	0%	9%
 RO	1%	3%	5%	90%	1%	9%
 ES	1%	2%	5%	92%	0%	8%
 MT	0%	2%	6%	91%	1%	8%
 IE	1%	0%	4%	93%	2%	5%
 PT	1%	1%	3%	95%	0%	5%





























- The use of water pipes is most widespread in Latvia (42%), Estonia (37%) and Lithuania (36%).
- The lowest figures are recorded in Ireland (5%), Portugal (5%), Spain (8%) and Malta (8%).
- The proportion of respondents reporting that they have tried water pipes has increased the most in the Czech Republic (+12 points), Austria (+11) and Luxembourg (+11).
- The highest drop in use is observed in Sweden (-5).

**QD4.2 Have you ever tried any of the following products?  
Oral tobacco (snus), chewing or nasal tobacco (snuff)**

		Yes, you use or used it regularly	Yes, you use or used it occasionally	Yes, you tried it once or twice	No	Don't know	Total 'Yes'
	EU27	1%	1%	5%	93%	0%	7%
	SE	12%	6%	26%	56%	0%	44%
	AT	1%	3%	13%	83%	0%	17%
	DK	1%	2%	12%	85%	0%	15%
	EE	1%	3%	11%	85%	0%	15%
	FI	1%	3%	9%	87%	0%	13%
	DE	1%	1%	9%	89%	0%	11%
	CZ	1%	1%	8%	90%	0%	10%
	LT	0%	1%	8%	91%	0%	9%
	LV	0%	0%	8%	92%	0%	8%
	LU	1%	1%	6%	90%	2%	8%
	SI	0%	1%	7%	92%	0%	8%
	SK	1%	2%	5%	92%	0%	8%
	MT	2%	2%	2%	94%	0%	6%
	UK	0%	1%	5%	94%	0%	6%
	BE	0%	1%	4%	95%	0%	5%
	IE	1%	1%	3%	93%	2%	5%
	PL	0%	1%	4%	95%	0%	5%
	FR	0%	1%	3%	96%	0%	4%
	IT	1%	1%	2%	96%	0%	4%
	NL	0%	0%	4%	96%	0%	4%
	PT	2%	0%	2%	95%	1%	4%
	CY	1%	0%	2%	97%	0%	3%
	BG	0%	0%	2%	98%	0%	2%
	ES	0%	0%	2%	98%	0%	2%
	HU	0%	0%	2%	98%	0%	2%
	RO	0%	1%	1%	96%	2%	2%
	EL	0%	0%	1%	99%	0%	1%

- Respondents in Sweden (44%) are by far the most likely to say that they have tried oral, chewing or nasal tobacco. Manufacturing and consumption of snus (oral tobacco) is still legal in Sweden due to an exception in EU legislation which explains the high figure here.
- Other countries with relatively high consumption are Austria (17%), Estonia (15%) and Denmark (15%). Conversely, virtually nobody has tried these tobacco products in Greece (1%).

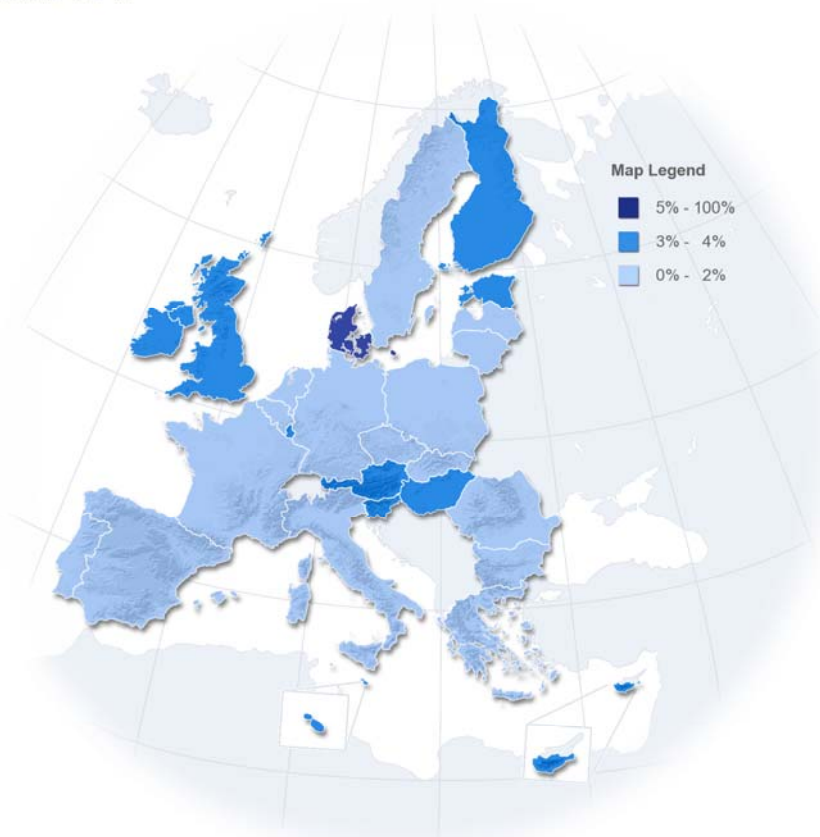
- The proportion of respondents trying oral, chewing or nasal tobacco has gone up slightly in a number of countries: Austria (+6 points), Sweden (+5), Estonia (+5), Luxembourg (+5) and Malta (+5).
- Respondents in Finland are now considerably less likely to say they have tried such tobacco products (-7), followed by respondents in Greece and Poland respondents (both -4).

 DK	7%
 UK	4%
 LU	4%
 AT	4%
 SI	4%
 CY	3%
 IE	3%
 EE	3%
 FI	3%
 MT	3%
 HU	3%
 IT	2%
 ES	2%
 SK	2%
 LV	2%
 CZ	2%
 SE	1%
 EL	1%
 DE	1%
 BE	1%
 RO	1%
 FR	1%
 BG	1%
 EU	1%
 PT	1%
 PL	1%
 LT	1%
 NL	1%

Question: QD4.4. Have you ever tried any of the following products?

Option: Smokeless cigarettes (other than electronic cigarettes)

Answers: Total 'Yes'

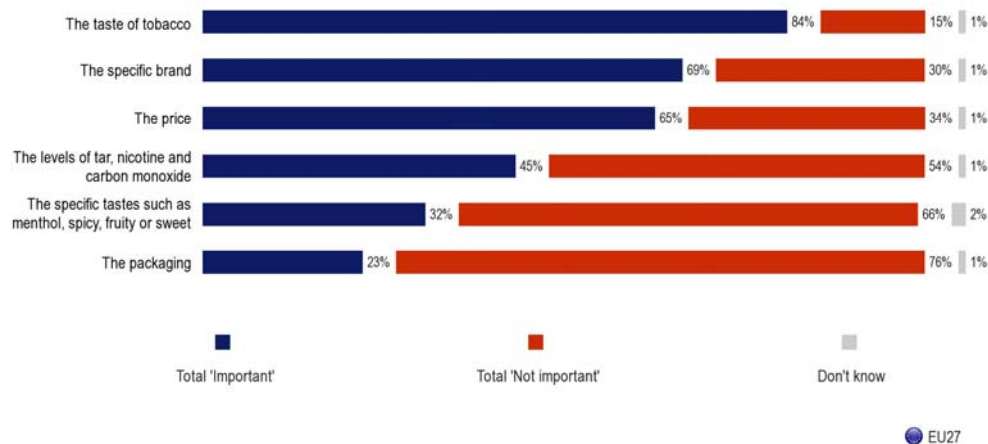


- Respondents in Denmark (7%) are most likely to report that they have tried smokeless cigarettes other than electronic cigarettes.
- In many countries, virtually none of the respondents (1%) have tried these products: the Netherlands, Lithuania, Poland, Portugal, Bulgaria, France, Romania, Belgium, Germany, Greece and Sweden.

### 3. FACTORS INFLUENCING CHOICE

#### - The taste of tobacco is the most important factor underlying the choice of cigarette brand -

QD9. How important is/was each of the following factors in your choice of brand of cigarettes?



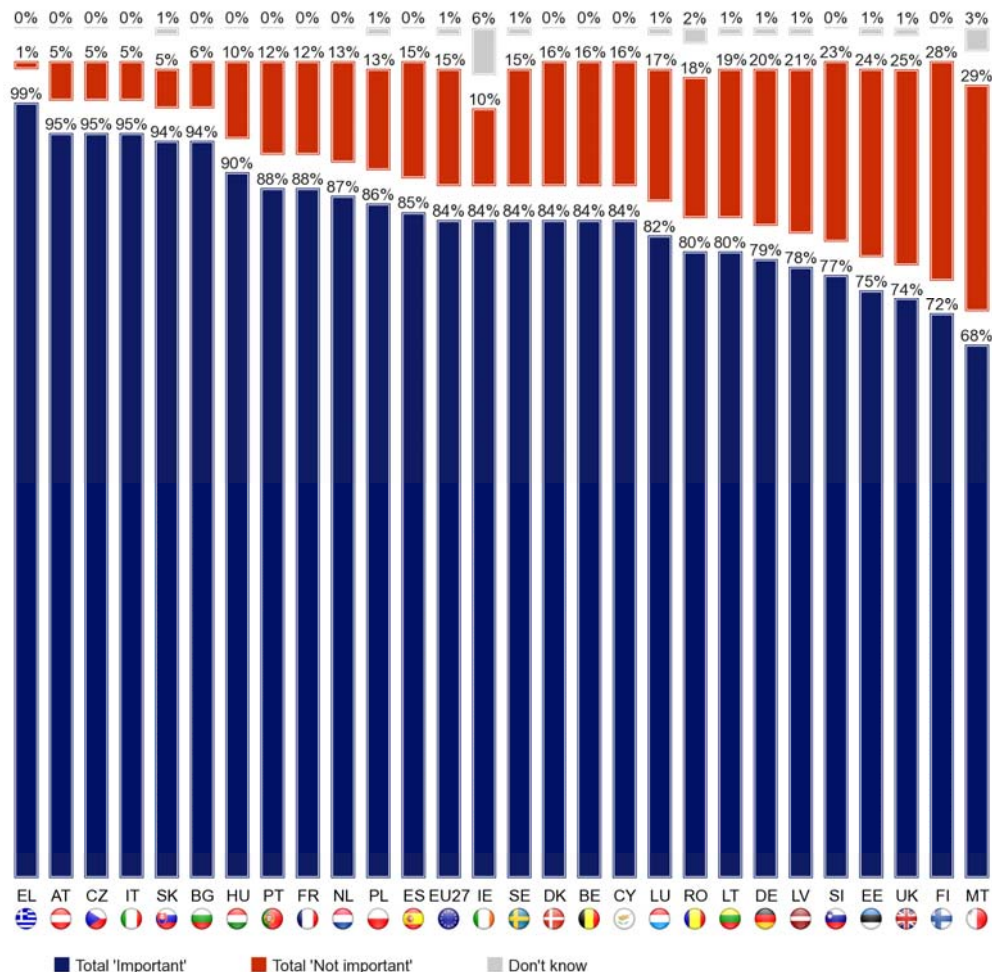
Base: Cigarette smokers and ex-smokers, n=12,732

The most important factor in choosing a cigarette brand is the taste of tobacco (84% important), followed by the brand itself (69%) and the price (65%). The packaging (23%), specific tastes (32%) and the levels of tar, nicotine and carbon monoxide (45%) are also important for smokers and ex-smokers.

### 3.1 The taste of tobacco

QD9.3. How important is\ was each of the following factors in your choice of brand of cigarettes?

The taste of tobacco



Base: Cigarette smokers and ex-smokers, n=12,732

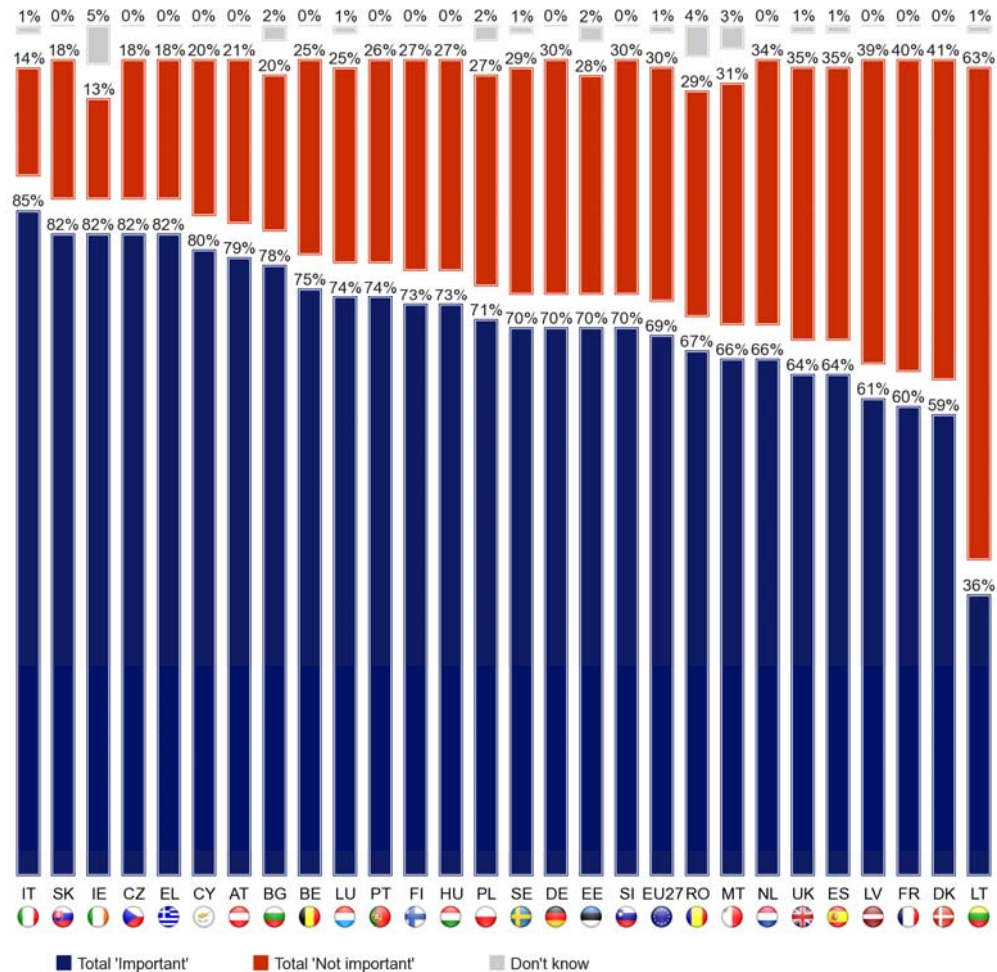
The great majority of smokers and ex-smokers in all Member States say that the taste of the tobacco is an important factor when choosing a brand:

- Respondents are most likely to attribute importance to the taste of the tobacco in Greece (99%), Austria, the Czech Republic and Italy (95% each).
- Less attention is paid to taste in Malta (69%), Finland (72%) and the UK (74%). This nevertheless still represents a large majority of respondents in these countries.

### 3.2 The specific brand

QD9.4. How important is\ was each of the following factors in your choice of brand of cigarettes?

The specific brand



Base: Cigarette smokers and ex-smokers, n=12,732

The specific brand plays an important role in the choice of cigarettes.

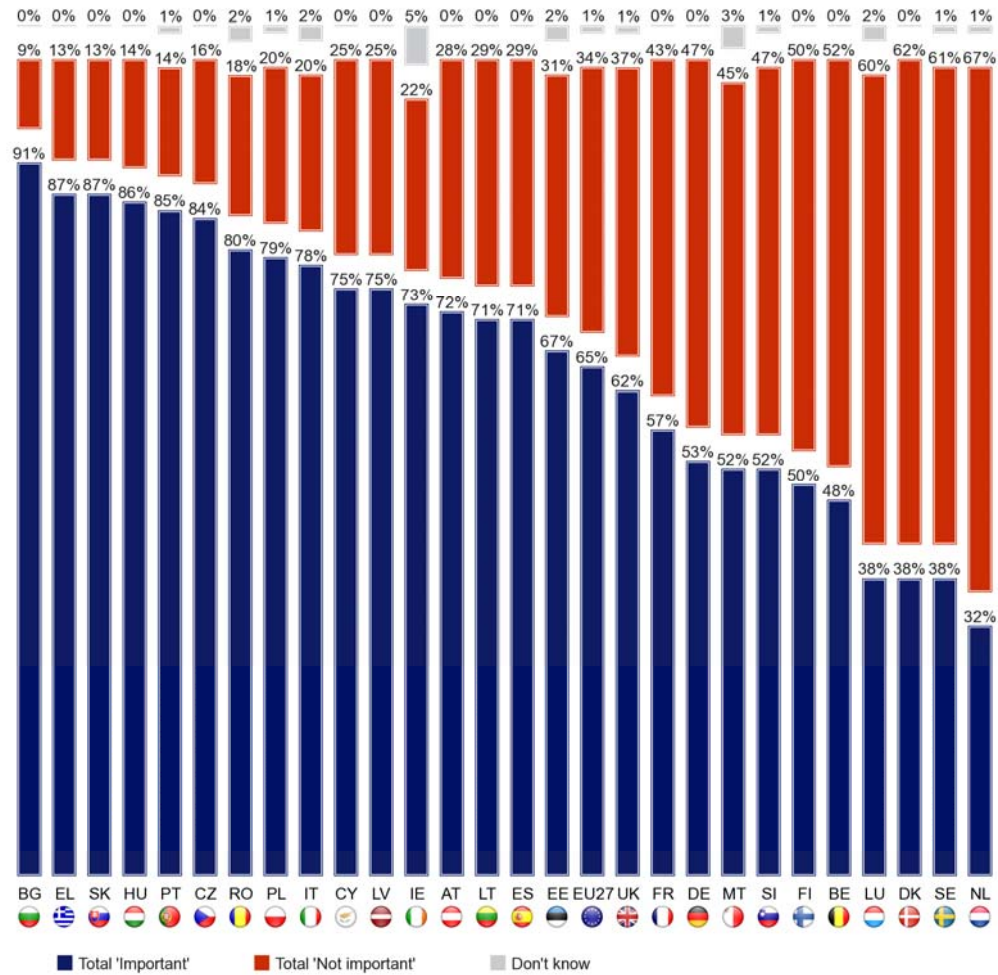
- 85% of smokers and ex-smokers in Italy consider it an important factor, followed by 82% in Slovakia, Ireland, the Czech Republic and Greece.
- Conversely, only 36% of smokers in Lithuania consider the specific brand as an important factor in their choice of cigarettes. Lithuania is the only country where an outright majority doesn't consider it to be important.



### 3.3 The price

QD9.1. How important is\ was each of the following factors in your choice of brand of cigarettes?

The price



Base: Cigarette smokers and ex-smokers, n=12,732

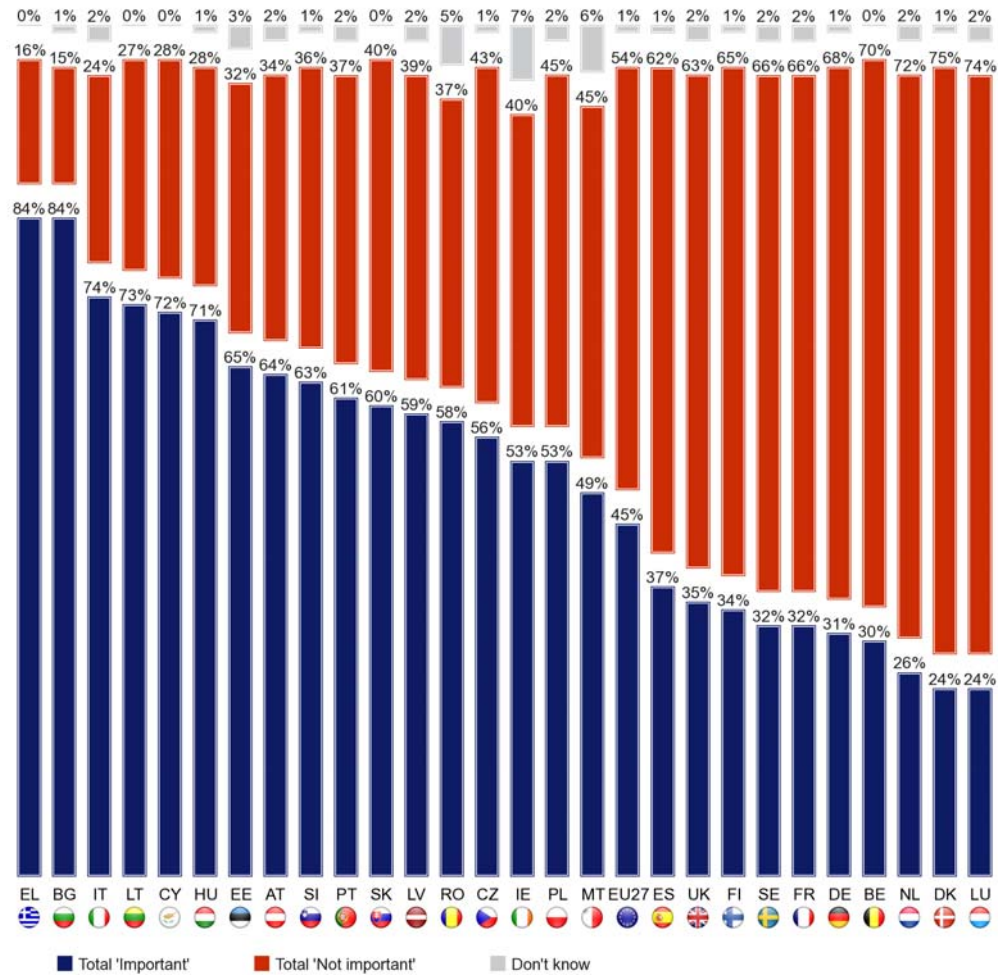
The price is important for more than half of smokers and ex-smokers in 21 Member States.

- The highest levels of importance are recorded in Bulgaria (91%), Greece (87%) and Slovakia (87%).
- Respondents in the Netherlands (32%), Sweden, Denmark and Luxembourg (38%) pay considerably less attention to price when choosing a cigarette brand.

### 3.4 The levels of tar, nicotine and carbon monoxide (TNCO)

QD9.6. How important is\ was each of the following factors in your choice of brand of cigarettes?

The levels of tar, nicotine and carbon monoxide



Base: Cigarette smokers and ex-smokers, n=12,732

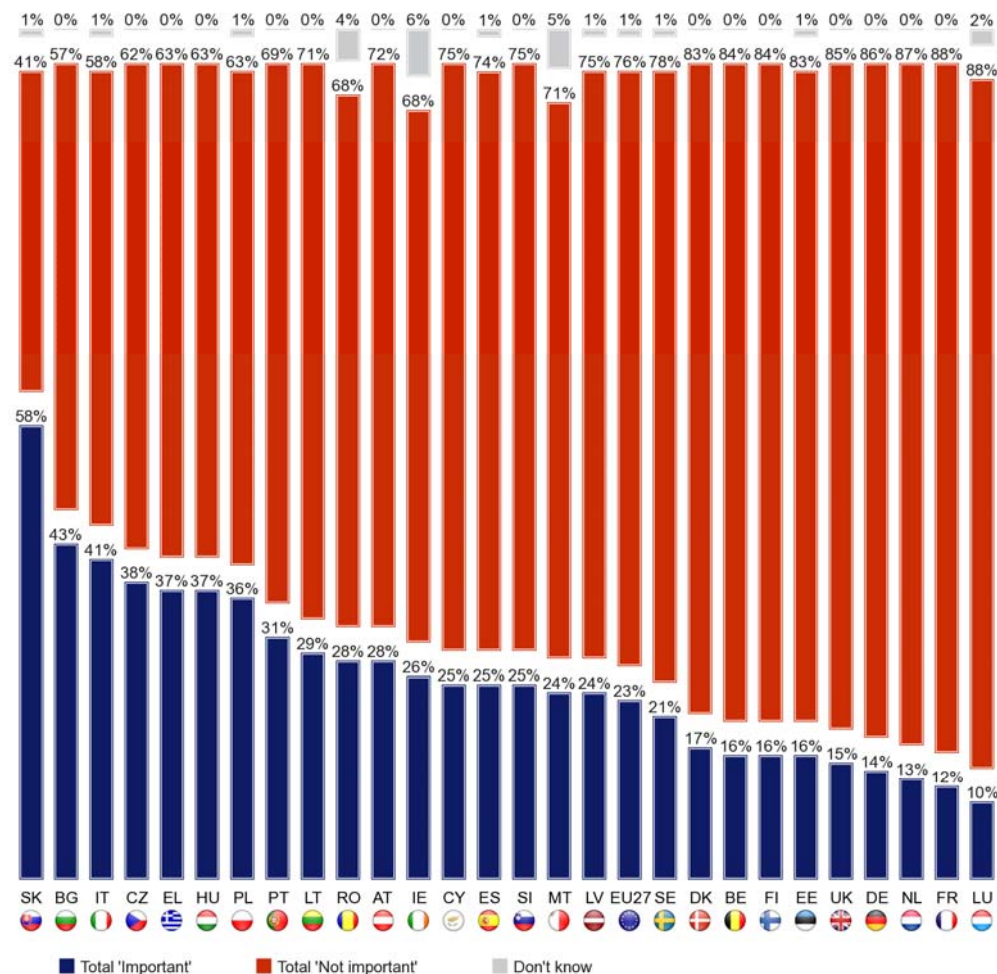
TNCO yields on cigarette packs have been shown to mislead consumers into believing that cigarettes with lower levels of TNCO are less risky to their health.<sup>8</sup> Nevertheless, in many Member States, the majority of respondents mention the importance of tar, nicotine and carbon monoxide levels when choosing a cigarette brand.

- These levels are most likely to be seen as important in Greece and Bulgaria (both 84%), followed by Italy (74%) and Lithuania (73%).
- However, only around a quarter of respondents in Luxembourg (24%), Denmark (24%) and the Netherlands (26%) consider this factor important.

### 3.5 The packaging

QD9.2. How important is\ was each of the following factors in your choice of brand of cigarettes?

The packaging



Base: Cigarette smokers and ex-smokers, n=12,732

Overall, packaging is important in the process of selecting a cigarette brand:

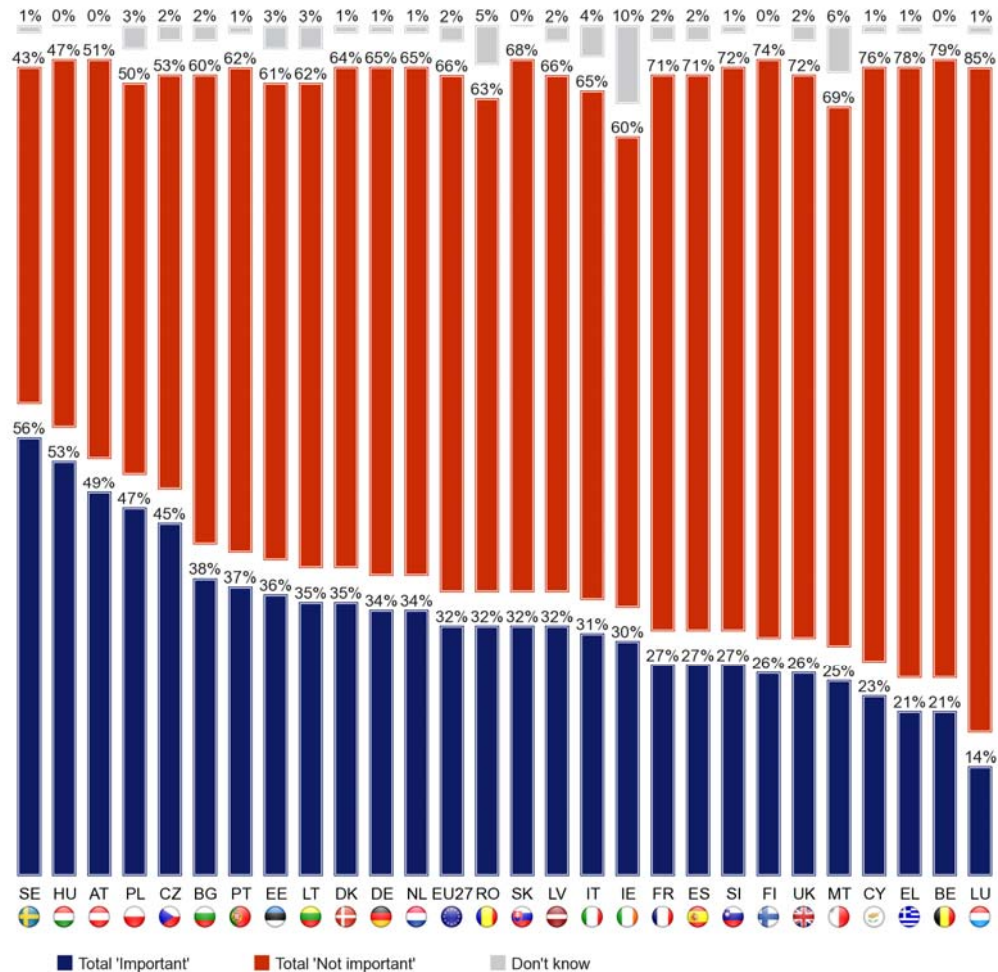
- Packaging is most often mentioned in Slovakia, where 58% of respondents indicate that this is an important factor. Slovakia is the only country where an outright majority consider it important.
- However, this is the case for only around one respondent in 10 in Luxembourg (10%), France (12%) and the Netherlands (13%).

<sup>8</sup> Guidelines for implementation of Article 11 of the WHO Framework Convention on Tobacco Control (decision FCTC/COP3(10)) ([http://www.who.int/fctc/guidelines/article\\_11.pdf](http://www.who.int/fctc/guidelines/article_11.pdf))

### 3.6 The specific tastes

QD9.5. How important is/was each of the following factors in your choice of brand of cigarettes?

The specific tastes such as menthol, spicy, fruity or sweet



Base: Cigarette smokers and ex-smokers, n=12,732

In most Member States, a sizeable proportion of smokers and ex-smokers think a specific taste is also an important factor when they choose a cigarette brand.

- However, only in Sweden (56%) and Hungary (53%) do the majority of respondents think the specific tastes of menthol, spicy, fruity or sweet among others are an important factor when they choose their brand of cigarettes.
- And this is only the case for around one respondent in five in Luxembourg (14%), Belgium (21%), Greece (21%) and Cyprus (23%).

A socio-economic analysis shows the following patterns:

- The **taste** of tobacco is equally important across all socio-economic groups, although respondents aged 55+ place somewhat less emphasis on this factor.
- Conversely, respondents in the oldest age group are more likely to say that the **specific brand** is important than younger respondents, as are respondents who spent the shortest period in full-time education.
- The younger the respondents, the more attention they pay to the **price** of cigarettes. Price also plays an important role for respondents with lower economic status and unemployed respondents.
- White collar workers, self-employed respondents and students are the most likely to cite **the levels of tar, nicotine and carbon monoxide** as an important factor.
- **Specific tastes** are more important for females than males.
- Respondents aged 25-39 are slightly more likely than average to think that the **packaging** is an important factor, as are white collar workers.

QD9 How important is\ was each of the following factors in your choice of brand of cigarettes? Answer: Total 'Important'

	The taste of tobacco	The specific brand	The price	The levels of tar, nicotine and carbon monoxide	The specific tastes such as menthol, spicy, fruity or sweet	The packaging
EU27	84%	69%	65%	45%	32%	23%
<b>Sex</b>						
Male	85%	69%	64%	43%	29%	23%
Female	84%	70%	67%	46%	36%	24%
<b>Age</b>						
15-24	85%	62%	74%	46%	31%	22%
25-39	87%	69%	70%	49%	33%	27%
40-54	86%	69%	66%	45%	34%	24%
55 +	80%	73%	58%	41%	31%	21%
<b>Education (End of)</b>						
15-	83%	74%	70%	44%	28%	23%
16-19	84%	68%	70%	45%	33%	24%
20+	85%	70%	54%	44%	34%	23%
Still studying	85%	62%	68%	50%	33%	23%
<b>Respondent occupation scale</b>						
Self-employed	86%	75%	58%	51%	28%	24%
Managers	86%	72%	51%	40%	35%	19%
Other white collars	89%	73%	69%	53%	37%	29%
Manual workers	87%	70%	72%	45%	34%	24%
House persons	85%	65%	71%	45%	30%	26%
Unemployed	84%	63%	78%	46%	32%	26%
Retired	80%	71%	58%	38%	31%	21%
Students	85%	62%	68%	50%	33%	23%
<b>Difficulties paying bills</b>						
Most of the time	85%	63%	79%	50%	27%	23%
From time to time	88%	71%	77%	51%	33%	29%
Almost never	83%	70%	58%	40%	33%	22%
<b>Self-positioning on the social staircase</b>						
Low (1-4)	83%	62%	76%	42%	32%	23%
Medium (5-6)	85%	72%	65%	44%	33%	23%
High (7-10)	85%	73%	56%	48%	33%	26%

Base: Cigarette smokers and ex-smokers, n=12,732

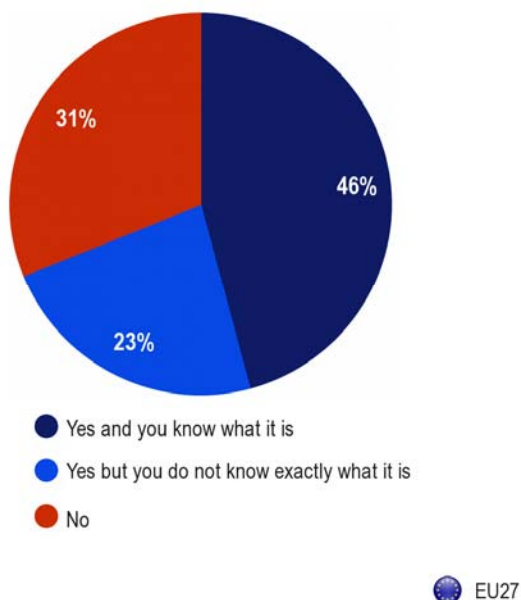
## 4. E-CIGARETTES

### 4.1 Awareness of e-cigarettes

#### - More than two-thirds of EU citizens have already heard of e-cigarettes -

An electronic cigarette, or e-cigarette, is an electrical device that simulates the act of tobacco smoking.

QD2. Have you ever heard of electronic cigarettes also called e-cigarettes?



The absolute majority of 69% of EU citizens have heard of electronic cigarettes. 46% say they also know what they are, while 23% do not know exactly what an e-cigarette is. 31% admit they have not heard of this product.





























The levels of awareness of electronic cigarettes vary considerably between Member States:

- The highest levels of self-reported familiarity are reported in Finland (92%), Greece (90%) and Latvia (88%). Conversely, only 34% of respondents in Sweden and 47% in Ireland are familiar with e-cigarettes.

- Respondents in Finland (64%), Greece (63%), Germany (57%), the Czech Republic (56%), the Netherlands (55%) and Poland (55%) are the most likely to say that they also know what e-cigarettes are. In turn, only 17% of Swedish respondents say they know what these products are.
- In nearly all Member States the largest proportion of the respondents who have heard of e-cigarettes also know what they are. An exception is Slovakia, where a larger proportion has heard of this product but do not know what it is exactly. Proportions are similar in Sweden, Slovenia and Austria.



## QD2 Have you ever heard of electronic cigarettes also called e-cigarettes?

	Yes and you know what it is	Yes but you do not know exactly what it is	No	Don't know	Total 'Yes'
 EU27	46%	23%	31%	0%	69%
 FI	64%	28%	7%	1%	92%
 EL	63%	27%	10%	0%	90%
 LV	52%	36%	12%	0%	88%
 CZ	56%	29%	15%	0%	85%
 NL	55%	29%	16%	0%	84%
 DE	57%	23%	20%	0%	80%
 HU	54%	25%	21%	0%	79%
 DK	48%	28%	24%	0%	76%
 LU	54%	22%	23%	1%	76%
 BG	44%	31%	24%	1%	75%
 RO	43%	31%	24%	2%	74%
 PL	55%	17%	28%	0%	72%
 EE	40%	30%	30%	0%	70%
 ES	50%	19%	31%	0%	69%
 CY	45%	22%	32%	1%	67%
 FR	43%	23%	34%	0%	66%
 UK	48%	16%	36%	0%	64%
 AT	31%	32%	37%	0%	63%
 IT	32%	29%	39%	0%	61%
 PT	39%	19%	42%	0%	58%
 SK	26%	31%	43%	0%	57%
 BE	28%	24%	48%	0%	52%
 MT	38%	14%	46%	2%	52%
 SI	26%	26%	48%	0%	52%
 LT	27%	23%	50%	0%	50%
 IE	30%	17%	50%	3%	47%
 SE	17%	17%	66%	0%	34%

**Highest percentage per country***Lowest percentage per country*

Highest percentage per item

Lowest percentage per item

Some differences in recognition levels for e-cigarettes can be observed between the socio-economic groups:

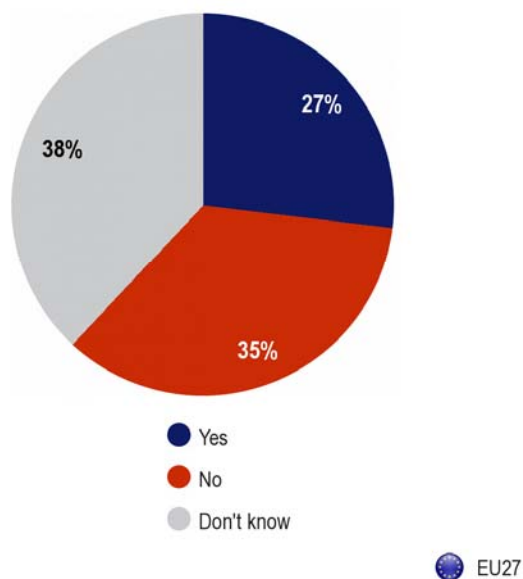
- Males are more likely than females to say they have heard of e-cigarettes but are not more likely to know what they are.
- Lower levels of recognition are observed in the oldest age group and consequently among retired respondents.
- The 15-24 age group shows a high level of recognition of e-cigarettes.

**QD2 Have you ever heard of electronic cigarettes also called e-cigarettes?**

	Yes and you know what it is	Yes but you do not know exactly what it is	No	Don't know	Total 'Yes'
EU27	46%	23%	31%	0%	69%
<b>Sex</b>					
Male	51%	23%	26%	0%	74%
Female	41%	23%	35%	1%	64%
<b>Age</b>					
15-24	56%	23%	21%	0%	79%
25-39	58%	21%	21%	0%	79%
40-54	52%	24%	24%	0%	76%
55 +	30%	24%	46%	0%	54%
<b>Respondent occupation scale</b>					
Self-employed	54%	25%	21%	0%	79%
Managers	58%	19%	23%	0%	77%
Other white collars	53%	24%	23%	0%	77%
Manual workers	53%	24%	23%	0%	77%
House persons	37%	23%	39%	1%	60%
Unemployed	53%	24%	23%	0%	77%
Retired	28%	23%	48%	1%	51%
Students	53%	23%	24%	0%	76%





























EU citizens are uncertain of the health risks of e-cigarettes. A relative majority (38%) answers 'don't know' when asked whether they think they are harmful or not. Just over a quarter (27%) assumes that these cigarettes are harmful to the health of those who use them while 35% think this is not the case.

QD3. In recent years electronic cigarettes or e-cigarettes have been increasingly marketed in Europe. Do you think that they are harmful or not to the health of those who use them?



- Over half of respondents in Finland (53%) and Latvia (52%) think that e-cigarettes are harmful to the health of those who use them.
- At the opposite end of the scale, only 12% of respondents in Ireland and 14% in Italy share this opinion.
- The highest proportions of 'don't know' answers are recorded in Sweden (57%), Ireland (53%), Bulgaria (53%) and Cyprus (50%).

**QD3 In recent years electronic cigarettes or e-cigarettes have been increasingly marketed in Europe. Do you think that they are harmful or not to the health of those who use them?**

		Yes	No	Don't know
	EU27	27%	35%	38%
	FI	53%	30%	17%
	LV	52%	23%	25%
	EL	49%	29%	22%
	DE	46%	21%	33%
	NL	42%	30%	28%
	LU	39%	20%	41%
	EE	37%	35%	28%
	BE	36%	41%	23%
	SI	34%	21%	45%
	RO	33%	25%	42%
	HU	31%	41%	28%
	CZ	30%	49%	21%
	LT	29%	28%	43%
	DK	28%	41%	31%
	SK	28%	47%	25%
	AT	27%	42%	31%
	PT	27%	27%	46%
	FR	26%	30%	44%
	PL	26%	41%	33%
	CY	24%	26%	50%
	MT	24%	30%	46%
	SE	23%	20%	57%
	BG	20%	27%	53%
	ES	15%	42%	43%
	UK	15%	39%	46%
	IT	14%	47%	39%
	IE	12%	35%	53%

Smokers are more likely to think that e-cigarettes are harmless (41%) than non-smokers (33%). However, both groups are equally likely to think that they are harmful.

A socio-economic analysis reveals the following:





























- The oldest age group, respondents who spent least time in education, house persons and retired respondents are the most likely to say they do not know whether or not e-cigarettes are harmful to health.
- Students and respondents aged 15-24 as well as ex-smokers are the most likely of all socio-economic groups to think that e-cigarettes are harmful to health.

**QD3 In recent years electronic cigarettes or e-cigarettes have been increasingly marketed in Europe. Do you think that they are harmful or not to the health of those who use them?**

	Yes	No	Don't know
EU27	27%	35%	38%
<b>Age</b>			
15-24	30%	45%	25%
25-39	28%	40%	32%
40-54	27%	34%	39%
55 +	26%	28%	46%
<b>Education (End of)</b>			
15-	24%	30%	46%
16-19	27%	36%	37%
20+	28%	35%	37%
Still studying	32%	43%	25%
<b>Respondent occupation scale</b>			
Self-employed	27%	38%	35%
Managers	28%	33%	39%
Other white collars	25%	41%	34%
Manual workers	29%	38%	33%
House persons	26%	32%	42%
Unemployed	26%	37%	37%
Retired	26%	27%	47%
Students	32%	43%	25%
<b>Smokers / Ex-smokers / Non-smokers</b>			
Smokers	28%	41%	31%
Ex-smokers	30%	31%	39%
Never smoked	25%	34%	41%
Non-smokers	27%	33%	40%

## 4.2 Use of e-cigarettes

QD4.3 Have you ever tried any of the following products?  
Electronic cigarettes

	Yes, you use or used it regularly	Yes, you use or used it occasionally	Yes, you tried it once or twice	No	Don't know
 EU27	1%	1%	5%	93%	0%
 BG	1%	2%	11%	86%	0%
 DK	2%	2%	9%	87%	0%
 PL	1%	3%	9%	87%	0%
 CZ	1%	2%	9%	88%	0%
 LV	0%	2%	10%	88%	0%
 EL	2%	1%	8%	89%	0%
 EE	1%	2%	7%	90%	0%
 LU	0%	2%	7%	90%	1%
 HU	1%	2%	6%	91%	0%
 RO	2%	3%	3%	91%	1%
 UK	1%	2%	6%	91%	0%
 CY	0%	1%	7%	92%	0%
 DE	1%	1%	5%	93%	0%
 FR	0%	1%	6%	93%	0%
 SI	0%	1%	6%	93%	0%
 FI	0%	2%	5%	93%	0%
 IE	1%	0%	3%	94%	2%
 NL	0%	1%	5%	94%	0%
 AT	1%	1%	4%	94%	0%
 ES	1%	1%	3%	95%	0%
 LT	0%	1%	4%	95%	0%
 MT	1%	2%	2%	95%	0%
 BE	0%	1%	3%	96%	0%
 IT	1%	1%	2%	96%	0%
 PT	0%	0%	4%	96%	0%
 SK	0%	1%	2%	97%	0%
 SE	1%	0%	1%	98%	0%

7% of EU citizens have tried electronic cigarettes. However, the regular use of these products remains rare and most respondents have only tried them,

- Leading the ranking, 2% of respondents in Denmark, Greece and Romania use or have used e-cigarettes on a daily basis.
- 3% of respondents in Poland and Romania report that they use or have used them occasionally.
- Around 1 respondent in 10 in Bulgaria (11%), Latvia (10%), Denmark (9%), Poland (9%) and the Czech Republic (9%) report they have tried e-cigarettes once or twice.

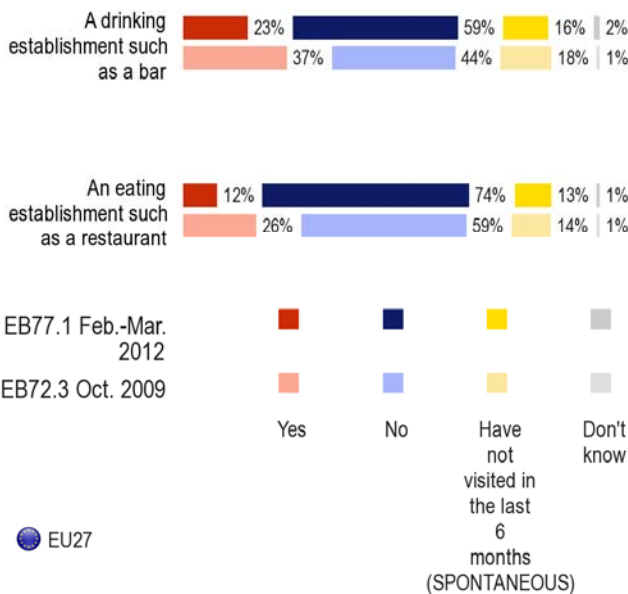
5. EXPOSURE TO TOBACCO SMOKE IN PUBLIC SETTINGS

The extent to which smoking is banned across EU Member States varies considerably between the countries. The legislation has been moving towards stricter control of, or total ban on, smoking in public places, which is reflected in the results shown below.

5.1 In bars and restaurants

- A decline in exposure in drinking and eating establishments -

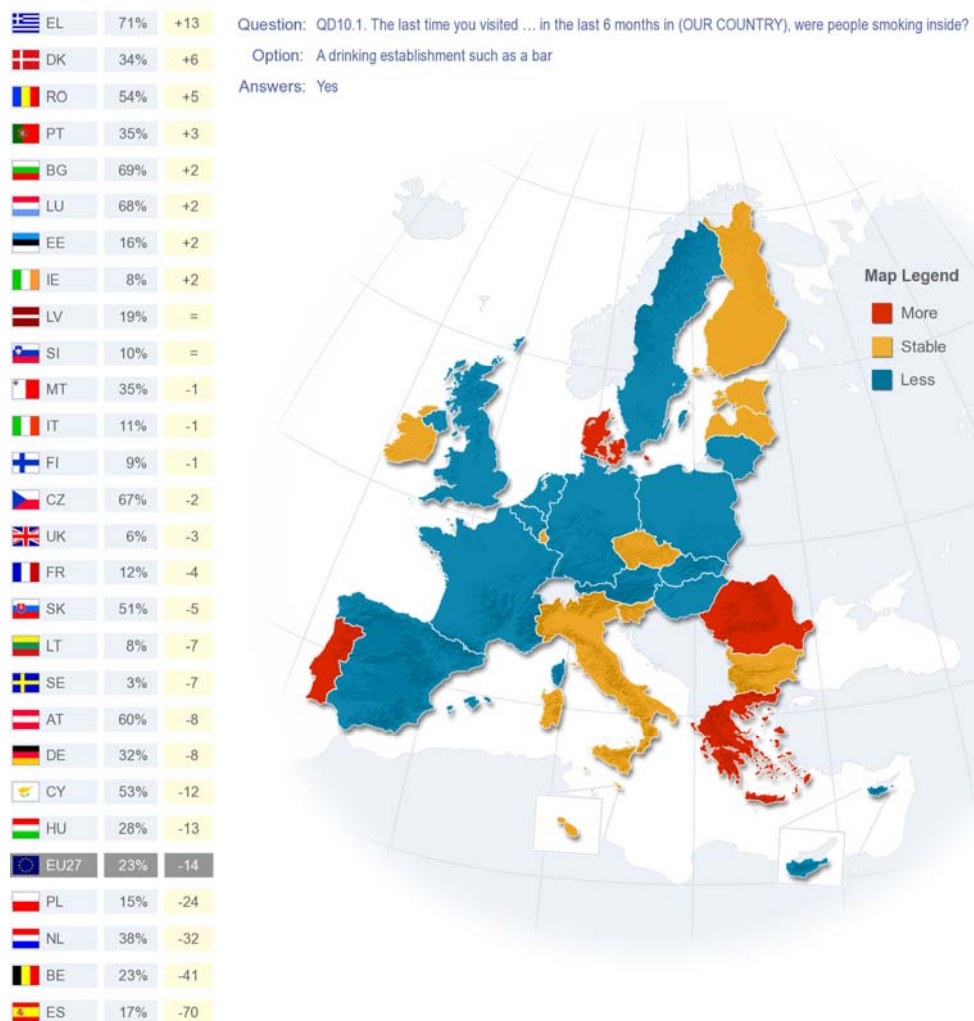
QD10. The last time you visited ... in the last 6 months in (OUR COUNTRY), were people smoking inside?



23% of EU citizens report that in the last six months they have been in a drinking establishment where people were smoking inside. However, if we consider only those respondents which have visited a drinking establishment in the last 6 months, as many as 28% were exposed to smoke. 12% say that this occurred in an eating place such as a restaurant (i.e. 14% of those which have visited any eating establishment in the last 6 months).

These figures have fallen significantly since autumn 2009 due to the implementation of EU regulations across the EU, by 14 points for both drinking and eating establishments.

## - Changes of legislation are reflected in national results -



Evolution since EB72.3 Oct. 2009

There are great differences between Member States, reflecting the current state of legislation in a given country.

- Respondents in Greece (71%), Bulgaria (69%) and Luxembourg (68%) are the most likely to say that when they visited a drinking establishment within the last 6 months there were people smoking inside. In Greece and Bulgaria, smoking is banned in public places such as bars but the implementation of the regulation has



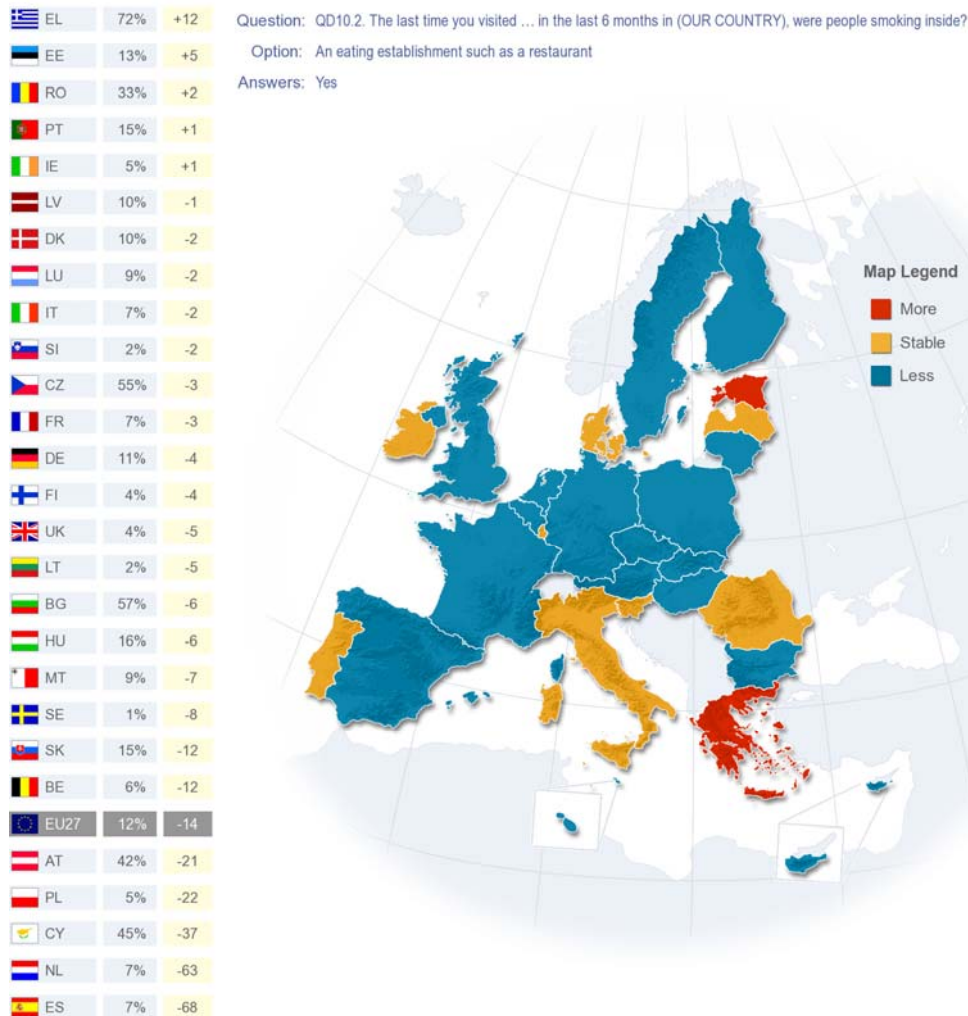
- been weak. In Luxembourg, new anti-smoking legislation was recently passed, although smoking in separate smoking rooms will be still allowed.<sup>9</sup>
- In contrast, very few respondents in Sweden (3%), the United Kingdom (6%), Lithuania (8%), Ireland (8%) and Finland (9%) have recently been to a drinking establishment where people smoked inside. In all these countries, smoking is forbidden in public places.
  - The largest decrease is observed in Spain (-70 points). This is due to one of the strictest anti-smoking regulations in the EU which was introduced in January 2011. Large drops are also observed in Belgium, the Netherlands and Poland. In all countries, anti-smoking legislation has been extended to cover drinking establishments since the previous wave of the survey was carried out in autumn 2009. However, Greece has witnessed a significant increase since 2009 (+13).

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<sup>9</sup> <http://www.eph.org/a/1941>

The results for exposure to tobacco smoke in restaurants are similar to those observed for the question concerning drinking establishments.

- Respondents in Greece (72%) are the most likely to report that they have visited a restaurant where people were smoking inside in the last 6 months. High figures are observed also in Bulgaria (57%) and the Czech Republic (55%).
- The lowest figures are recorded in Sweden (1%), Slovenia and Lithuania (both 2%), and Finland and the UK (both 4%).
- A strong decline in the prevalence of smoking in eating and drinking establishments is observed in Spain (-68 points), the Netherlands (-63), Cyprus (-37), Poland (-22) and Austria (-21). Greece is the only country which has seen a sharp increase since 2009 (+12), although a significant rise also occurred in Estonia (+5).

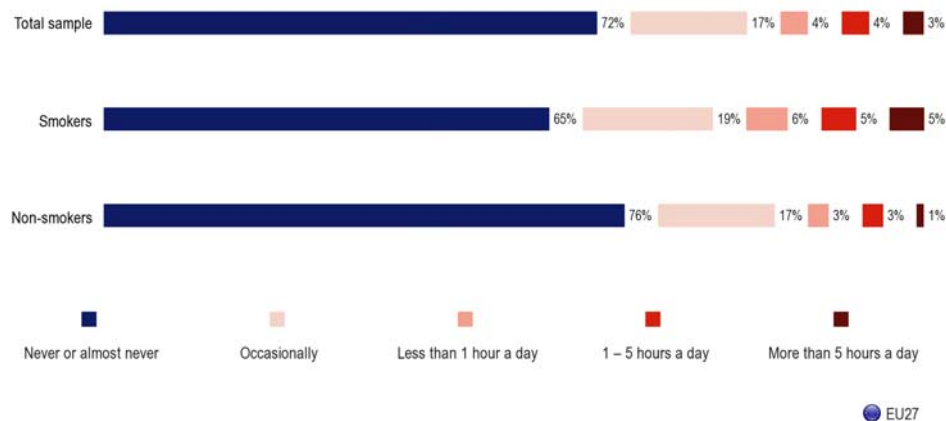


Evolution since EB72.3 Oct. 2009

## 5.2 Exposure to tobacco smoke at work

**- Over a quarter of EU citizens are exposed to tobacco smoke at work at least occasionally -**

QD11. How often are you exposed to tobacco smoke indoors at your workplace?































Base: respondents currently working, excluding 'Not relevant' and 'Don't know' answers, n=12,491;  
smokers: n=4,013; non-smokers: n=8,460

The majority of EU citizens (72%) are never or almost never exposed to tobacco smoke indoors at their workplace. Non-smokers report they are less exposed (76%) than smokers (65%).

3% of EU citizens report they are exposed for more than 5 hours a day, 4% for 1-5 hours, 4% for less than 1 hour a day and 17% occasionally. Smokers are considerably more likely to be exposed several hours a day (10%) than non-smokers (4%).

**QD11 How often are you exposed to tobacco smoke indoors at your workplace?**

	Never or almost never	Occasionally	Less than 1 hour a day	1 – 5 hours a day	More than 5 hours a day
 EU27	72%	17%	4%	4%	3%
 RO	38%	40%	8%	6%	8%
 EL	42%	23%	6%	11%	18%
 AT	51%	29%	8%	7%	5%
 BG	55%	28%	7%	7%	3%
 HU	56%	29%	5%	7%	3%
 SK	58%	33%	5%	2%	2%
 IT	59%	30%	5%	6%	0%
 CY	59%	19%	4%	9%	9%
 PL	59%	28%	4%	5%	4%
 LT	68%	19%	7%	4%	2%
 CZ	69%	24%	3%	1%	3%
 BE	71%	15%	7%	4%	3%
 EE	73%	15%	6%	3%	3%
 MT	73%	17%	2%	2%	6%
 LV	75%	13%	3%	4%	5%
 DE	77%	12%	5%	3%	3%
 ES	77%	14%	3%	2%	4%
 NL	78%	14%	3%	3%	2%
 FR	79%	12%	5%	2%	2%
 LU	81%	9%	3%	2%	5%
 PT	82%	11%	2%	3%	2%
 FI	85%	11%	1%	2%	1%
 IE	86%	12%	1%	0%	1%
 DK	87%	5%	5%	2%	1%
 SI	87%	9%	1%	1%	2%
 UK	91%	5%	1%	2%	1%
 SE	93%	3%	2%	0%	2%

Base: respondents currently working, excluding 'Not relevant' and 'Don't know' answers, n=12,491;

Large variations can be observed between Member States:

- The highest proportions of respondents who say that they are never or almost never exposed to tobacco smoke at work are observed in Sweden (93%), the UK (91%), Slovenia (87%) and Denmark (87%).
- Conversely, only 38% of respondents in Romania and 42% in Greece say that they are never or almost never exposed to tobacco smoke in the work place.
- Respondents who are currently working are by far the most likely to report that they are exposed to tobacco smoke for more than 5 hours a day in Greece (18%), followed by respondents in Cyprus (9%) and Romania (8%).
- Overall, in every Member State the largest proportion of the respondents who are exposed to tobacco smoke at work say that this happens occasionally.

A socio-demographic analysis shows that:

- Males are more likely than females to be exposed to tobacco smoke at work.
- The younger the respondents, the more likely they are to be exposed. 33% of respondents aged 18-24 report they are exposed to tobacco smoke at work.
- Among respondents that are currently working, manual workers are the most likely to report that they are exposed to tobacco smoke at work.

**QD11 How often are you exposed to tobacco smoke indoors at your workplace?**

	Never or almost never	Occasionally	Less than 1 hour a day	1 – 5 hours a day	More than 5 hours a day
EU27	72%	17%	4%	4%	3%
<b>Sex</b>					
Male	67%	20%	5%	4%	4%
Female	79%	14%	3%	2%	2%
<b>Age</b>					
15-24	68%	18%	5%	5%	4%
25-39	70%	19%	4%	4%	3%
40-54	74%	17%	4%	3%	2%
55 +	76%	16%	3%	3%	2%
<b>Respondent occupation scale</b>					
Self-employed	70%	20%	2%	4%	4%
Managers	79%	13%	5%	2%	1%
Other white collars	74%	17%	4%	3%	2%
Manual workers	68%	19%	5%	4%	4%

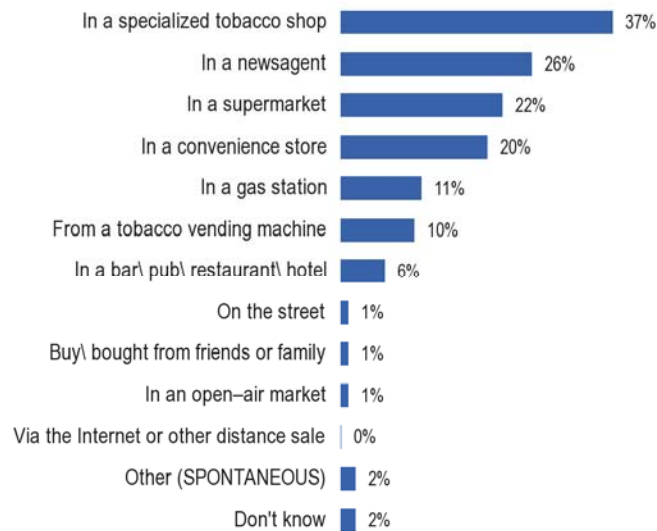
Base: respondents currently working, excluding 'Not relevant' and 'Don't know' answers, n=12,491;

## II. PURCHASING TOBACCO

### 1. USUAL PLACE OF PURCHASE

- The place of purchase varies considerably between Member States -

QD16. Where do\did you regularly buy tobacco products?



EU27

Base: Smokers and ex-smokers, n=13,159

Most EU citizens who smoke or have smoked purchase their cigarettes in a specialised tobacco shop (37%). A quarter (26%) regularly buys tobacco products from a newsagent (26%). Around a fifth buy in a supermarket (22%) or a convenience store (20%). Other places of purchase are used less regularly. 11% of respondents purchase their tobacco products in a gas station (filling or service station) and 10% from a tobacco vending machine.<sup>10</sup>

<sup>10</sup> In a limited sample of countries where tobacco vending machines were allowed, as may as 15% of smokers and ex-smokers have purchased tobacco products from a vending machine.

QD16 Where did you regularly buy tobacco products?

	In a newsagent	In a specialized tobacco shop	In a convenience store	In a supermarket	In a gas station	From a tobacco vending machine	In a bar/pub/restaurant/hotel	On the street	In an open-air market	Via the Internet or other distance sale	Bought from friends or family	Other (SPONT.)	Don't know
EU27	26%	37%	20%	22%	11%	10%	6%	1%	1%	0%	1%	2%	2%
BE	49%	16%	13%	41%	18%	4%	5%	1%	1%	0%	1%	2%	2%
BG	10%	16%	72%	37%	3%	0%	4%	2%	2%	0%	1%	0%	1%
CZ	73%	15%	21%	13%	16%	3%	11%	0%	1%	0%	1%	0%	0%
DK	20%	9%	45%	52%	29%	1%	2%	1%	0%	1%	1%	2%	1%
DE	13%	22%	11%	44%	28%	22%	1%	1%	1%	0%	1%	3%	1%
EE	17%	2%	46%	42%	13%	0%	2%	2%	1%	0%	3%	2%	5%
IE	70%	2%	42%	25%	11%	2%	4%	1%	1%	0%	1%	0%	1%
EL	90%	2%	10%	2%	0%	0%	0%	1%	0%	0%	0%	1%	1%
ES	7%	73%	3%	1%	2%	31%	20%	1%	0%	0%	1%	1%	1%
FR	10%	93%	1%	1%	3%	0%	4%	0%	0%	0%	2%	3%	1%
IT	0%	94%	1%	1%	2%	13%	8%	1%	0%	0%	0%	1%	1%
CY	91%	1%	4%	42%	2%	0%	1%	0%	0%	0%	0%	4%	0%
LV	17%	2%	41%	45%	8%	0%	0%	8%	7%	0%	3%	0%	5%
LT	18%	2%	25%	59%	9%	0%	1%	3%	7%	0%	7%	5%	2%
LU	39%	17%	7%	17%	56%	5%	8%	0%	0%	0%	2%	2%	2%
HU	6%	20%	71%	26%	10%	1%	7%	0%	1%	0%	0%	1%	1%
MT	45%	9%	45%	10%	0%	24%	15%	1%	0%	0%	1%	1%	1%
NL	6%	35%	5%	58%	33%	5%	7%	0%	0%	0%	0%	2%	1%
AT	85%	17%	1%	5%	13%	35%	5%	0%	1%	0%	1%	3%	0%
PL	53%	5%	50%	9%	4%	0%	1%	0%	3%	0%	1%	0%	6%
PT	31%	14%	2%	5%	7%	42%	41%	1%	0%	1%	1%	2%	2%
RO	15%	12%	70%	29%	4%	1%	10%	3%	4%	0%	1%	1%	2%
SI	47%	6%	8%	44%	34%	1%	16%	0%	0%	0%	1%	2%	0%
SK	67%	12%	5%	41%	11%	0%	14%	3%	1%	0%	2%	2%	1%
FI	25%	0%	63%	31%	19%	1%	2%	0%	0%	0%	5%	4%	0%
SE	16%	30%	55%	21%	21%	2%	1%	0%	0%	1%	1%	4%	1%
UK	49%	2%	24%	39%	8%	1%	2%	1%	1%	0%	2%	4%	2%

**Highest percentage per country**      *Lowest percentage per country*  
**Highest percentage per item**      *Lowest percentage per item*

Base: Smokers and ex-smokers, n=13,159

The regular place of purchase varies considerably between Member States:

- In 10 Member States, the most likely place of purchase for tobacco products is a **newsagent**. The highest proportions of mentions are observed in Cyprus (91%), Greece (90%) and Austria (85%).
- In 6 Member States the highest proportion of respondents mention a **convenience store**, led by Bulgaria (72%), Hungary (71%) and Romania (70%).
- A **supermarket** is the most commonly cited place of purchase in 5 Member States, particularly in Lithuania (59%) and the Netherlands (58%).
- Virtually all respondents in Italy (94%) and France (93%) say that they regularly purchase their tobacco products in a **specialised store**, followed by 73% of Spanish respondents.

- In Luxembourg (56%) respondents mention a **gas station** as a regular place of purchase while respondents in Portugal are most likely to use a **tobacco vending machine** (42%).

The socio-demographic analysis reveals that:

- There are few differences between the genders. Women are nevertheless more likely than men to buy tobacco in a supermarket (26% vs. 19%), while men are more likely to use a gas station (13% vs. 9%).
- Young respondents (15-24) are less likely to buy tobacco from a specialised tobacco shop than older generations (29% vs. 39% of the respondents aged 40+).

QD16 Where did you regularly buy tobacco products?

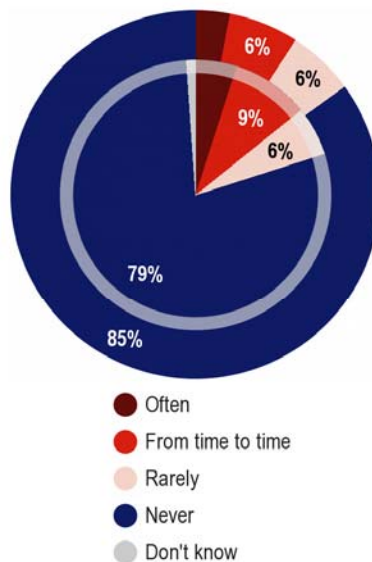
	In a specialized tobacco shop	In a newsagent	In a supermarket	In a convenience store	In a gas station	From a tobacco vending machine	In a bar/ pub/ restaurant/ hotel	On the street	In an open-air market	Buy/ bought from friends or family	Via the Internet or other distance sale	Other (SPONT.)	Don't know
EU27	37%	26%	22%	20%	11%	10%	6%	1%	1%	1%	0%	2%	2%
<b>Sex</b>													
Male	38%	26%	19%	20%	13%	11%	7%	1%	1%	1%	0%	2%	2%
Female	36%	25%	26%	19%	9%	9%	5%	1%	1%	1%	0%	2%	1%
<b>Age</b>													
15-24	29%	30%	23%	20%	14%	10%	9%	1%	0%	2%	0%	1%	2%
25-39	35%	26%	21%	21%	14%	11%	8%	1%	1%	1%	0%	2%	1%
40-54	39%	24%	25%	18%	11%	11%	5%	1%	1%	1%	0%	2%	1%
55 +	39%	25%	21%	20%	6%	9%	5%	1%	1%	1%	0%	2%	3%

Base: Smokers and ex-smokers, n=13,159



**- Purchasing tobacco products from a vending machine is not a common practice -**

QD17. In the past 12 months, have you bought tobacco products in vending machines?



Inner pie : EB72.3 Oct. 2009
















Outer pie : EB77.1 Feb.-Mar. 2012

Base: All respondents in countries where vending machines were accessible<sup>11</sup> (n=15,078)

15% of respondents indicate that they have purchased tobacco products from vending machines. 3% indicate that they do this often while 6% say they buy from vending machines from time to time or rarely. 85% have never purchased tobacco products from a vending machine.

<sup>11</sup> These results do not take into consideration results in Bulgaria, Cyprus, Estonia, France, Greece, Hungary, Latvia, Lithuania, Poland, Romania, Slovakia and Slovenia as tobacco vending machines were banned in those countries.

QD17 In the past 12 months, have you bought tobacco products in vending machines?  
+ evolution compared with EB72.3 Oct. 2009

	Often		From time to time		Rarely		Never		Don't know	
Total	3%	-2	6%	-3	6%	=	85%	+6	0%	-1
 MT	16%	+1	9%	+2	4%	+2	69%	-6	2%	+1
 PT	13%	-4	8%	-1	3%	-2	76%	+7	0%	=
 ES	11%	-6	14%	-4	6%	-3	69%	+14	0%	-1
 AT	9%	=	16%	-4	9%	=	66%	+5	0%	-1
 BE	2%	=	7%	-2	5%	-2	86%	+4	0%	=
 DE	2%	-3	4%	-3	7%	+2	87%	+5	0%	-1
 IE	2%	-2	9%	-3	9%	+3	74%	-2	6%	+4
 IT	2%	-3	10%	-1	7%	+1	80%	+2	1%	+1
 LU	2%	-3	6%	+1	6%	+4	84%	-3	2%	+1
 SE	2%	+1	2%	-1	6%	+2	90%	-2	0%	=
 CZ	1%	=	3%	=	7%	+1	88%	-1	1%	=
 NL	1%	=	4%	-2	5%	=	90%	+2	0%	=
 DK	0%	=	1%	=	4%	+2	95%	-2	0%	=
 FI	0%	=	2%	=	3%	=	95%	+1	0%	-1
 UK	0%	=	1%	-2	2%	-1	97%	+4	0%	-1

Base: Total (n=15,078)

The likelihood of purchasing tobacco from a vending machine varies considerably between Member States: around a third of respondents in Austria (34%), Spain (31%) and Malta (29%) have bought tobacco products from vending machines in the past 12 months.

- However, only 3% of respondents in the United Kingdom report having done so.
- Respondents in Malta (16%), Portugal (13%) and Spain (11%) are the most likely to say that they use vending machines often.
- Overall, changes since 2009 indicate a decreasing use of vending machines in the EU. The largest decrease is observed in Spain (+14 points 'never') which is presumably linked to the introduction of new legislation banning smoking in public places. Elsewhere, a decline is also registered in Portugal (+7), Austria (+5), Germany (+5), Belgium (+4) and the UK (+4).
- The use of vending machines has only risen significantly in Malta (-6 'never').

A socio-demographic analysis shows that:

- Males are more likely than females to purchase tobacco products from vending machines.
- Respondents aged under 55 are considerably more likely to have used vending machines than the oldest age group. 23% of those aged 25-39 and 20% of the 15-24 age group report they have purchased tobacco products from vending machines, followed by 18% of those aged 40-54 in comparison to only 7% among the oldest age group.

QD17 In the past 12 months, have you bought tobacco products in vending machines?

	Often	From time to time	Rarely	Never	Don't know
Total	3%	6%	6%	85%	0%
<b>Sex</b>					
Male	5%	7%	7%	81%	0%
Female	3%	5%	4%	88%	0%
<b>Age</b>					
15-24	6%	8%	6%	80%	0%
25-39	6%	9%	8%	77%	0%
40-54	3%	7%	8%	82%	0%
55 +	1%	3%	3%	93%	0%

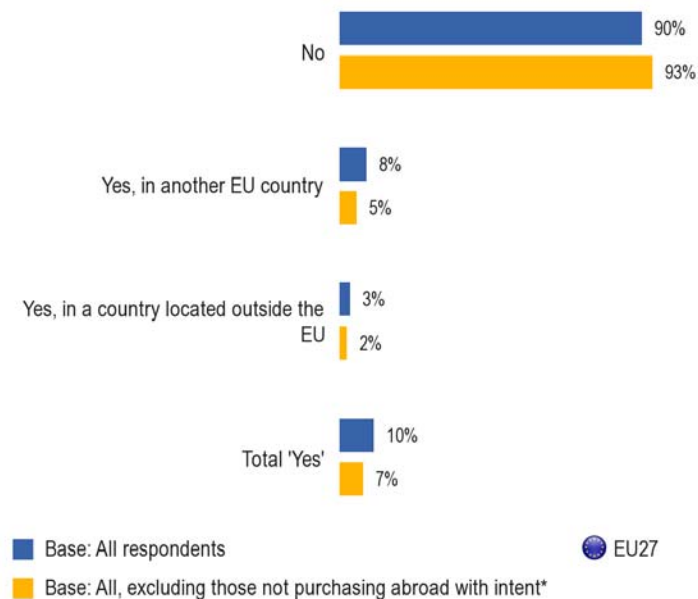
Base: Total (n=15,078)

## 2. PURCHASING TOBACCO CROSS-BORDER

### - EU consumers rarely purchase tobacco products cross-border -

#### 2.1 Prevalence of cross-border tobacco purchasing

QD18. In the past 12 months, have you bought tobacco products in another country than (OUR COUNTRY)?































#### MULTIPLE ANSWERS POSSIBLE

\*Base: All respondents, excluding those spontaneously answering only "You were in another country and needed tobacco products" in QD19<sup>12</sup>, n=25,873

1 respondent in 10 reports that they have purchased tobacco products in a country other than their country of residence in the past 12 months. Cross-border purchases mainly take place within the EU (8%). 3% report that they have made such a purchase outside the EU.

When looking at those respondents who have intentionally purchased tobacco products cross-border, excluding those who only purchased tobacco abroad because they happened to be in another country, it is observed that 7% have purchased tobacco products abroad. 5% have done cross-border shopping within the EU and 2% outside the EU.

QD18 In the past 12 months, have you bought tobacco products in another country than (OUR COUNTRY)?

Base	Yes, in another EU country		Yes, in a country located outside the EU		Yes, but you were not sure where it came from		No		Don't know	
	All respondents	All, excluding those not purchasing abroad with intent*	All respondents	All, excluding those not purchasing abroad with intent*	All respondents	All, excluding those not purchasing abroad with intent*	All respondents	All, excluding those not purchasing abroad with intent*	All respondents	All, excluding those not purchasing abroad with intent*
 EU27	8%	5%	3%	2%	0%	0%	90%	93%	0%	0%
 AT	15%	11%	6%	4%	2%	1%	79%	85%	0%	0%
 BE	9%	5%	3%	2%	1%	0%	88%	93%	0%	0%
 BG	3%	1%	2%	1%	0%	0%	94%	97%	0%	0%
 CY	7%	1%	2%	1%	0%	0%	92%	98%	0%	0%
 CZ	5%	3%	2%	1%	0%	0%	93%	95%	1%	1%
 DE	11%	9%	3%	2%	0%	0%	87%	90%	0%	0%
 DK	16%	8%	7%	4%	0%	0%	79%	89%	0%	0%
 EE	7%	3%	5%	4%	0%	0%	87%	92%	2%	2%
 EL	2%	1%	1%	1%	0%	0%	97%	99%	0%	0%
 ES	3%	1%	1%	0%	0%	0%	96%	99%	0%	0%
 FI	12%	10%	5%	4%	0%	0%	84%	86%	0%	0%
 FR	15%	14%	4%	3%	0%	0%	82%	84%	0%	0%
 HU	2%	0%	1%	1%	0%	0%	96%	98%	0%	0%
 IE	11%	9%	3%	2%	0%	0%	84%	87%	2%	2%
 IT	3%	1%	1%	1%	1%	1%	95%	97%	0%	0%
 LT	5%	2%	2%	2%	0%	0%	93%	96%	0%	0%
 LU	12%	3%	3%	1%	0%	0%	84%	94%	2%	2%
 LV	6%	2%	3%	2%	0%	0%	90%	96%	0%	0%
 MT	7%	2%	3%	1%	0%	0%	91%	97%	0%	0%
 NL	12%	5%	5%	2%	0%	0%	85%	93%	0%	0%
 PL	3%	1%	1%	1%	0%	0%	94%	97%	1%	1%
 PT	2%	1%	1%	0%	0%	0%	97%	99%	0%	0%
 RO	5%	2%	1%	1%	1%	1%	89%	92%	4%	4%
 SE	10%	6%	6%	4%	0%	0%	86%	92%	0%	0%
 SI	5%	0%	7%	2%	1%	0%	89%	97%	0%	0%
 SK	6%	3%	3%	2%	1%	1%	91%	95%	0%	0%
 UK	9%	7%	5%	4%	0%	0%	87%	90%	0%	0%

## MULTIPLE ANSWERS POSSIBLE

\*Base: All respondents, excluding those spontaneously answering "You were in another country and needed tobacco products" in QD19<sup>13</sup>, n=25,873

- Around a fifth of respondents in Denmark (21%), Austria (20%) and France (18%) report they have purchased tobacco products cross-border in the past 12 months.
- Conversely, only 3% of respondents in Portugal and Greece and 4% in Hungary Spain, Poland and Italy have carried out a cross-border purchase of tobacco products in the past 12 months.

<sup>12</sup> QD19: For what reasons have you bought tobacco products in another country?

<sup>13</sup> QD19: For what reasons have you bought tobacco products in another country?

- In every Member State but Slovenia, a majority or relative majority of respondents who have purchased tobacco products cross-border in the past 12 months have done so in another EU Member State.
- Respondents are most likely to have made a cross-border purchase of tobacco products outside the EU in Denmark and Slovenia (both 7%), and in Sweden and Austria (both 6%).

Looking at those respondents who have intentionally purchased tobacco products cross-border, excluding those who only purchased tobacco abroad because they happened to be in another country:

- Respondents in France (16%), Austria (15%) and Finland (14%) are the most likely to report that they have purchased tobacco products intentionally cross-border while only 1% of Spanish, Hungarian, Greek and Portuguese respondents have done so.
- In all those Member States where a notable proportion of respondents have intentionally purchased tobacco products cross-border, they are more likely to have made such purchase within the EU than outside the EU.
- Respondents in France (14%), Austria (11%) and Finland (10%) are the most likely to report they have made a cross-border purchase in another EU country.
- Levels of cross-border purchases outside the EU remain low at 4% or below.

Socio-demographic analysis reveals the following:

- Males are more likely than females to have made a cross-border purchase of tobacco products in the past 12 months.
- Respondents who are currently working are more likely to have purchased cross-border than non-active respondents.

QD18 In the past 12 months, have you bought tobacco products in another country than (OUR COUNTRY)?

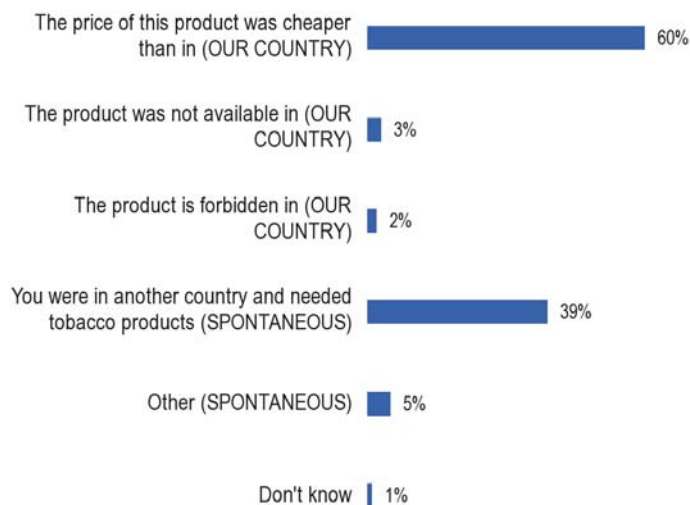
	Total 'Yes'	Yes, in another EU country	Yes, in a country located outside the EU	Yes, but you were not sure where it came from	No	Don't know
EU27	10%	8%	3%	0%	90%	0%
<b>Sex</b>						
Male	12%	9%	3%	0%	88%	0%
Female	8%	6%	2%	0%	91%	0%
<b>Age</b>						
15-24	11%	9%	2%	0%	89%	0%
25-39	13%	10%	4%	0%	86%	1%
40-54	12%	9%	3%	0%	88%	0%
55 +	6%	4%	2%	0%	94%	0%
<b>Respondent occupation scale</b>						
Self-employed	12%	9%	4%	0%	88%	0%
Managers	14%	11%	6%	0%	85%	0%
Other white collars	12%	9%	4%	1%	87%	1%
Manual workers	14%	12%	3%	0%	85%	1%
House persons	5%	4%	1%	0%	95%	0%
Unemployed	9%	7%	2%	1%	91%	0%
Retired	5%	4%	1%	0%	94%	0%
Students	9%	7%	2%	0%	91%	0%

MULTIPLE ANSWERS POSSIBLE

## 2.2 Reasons for purchasing tobacco in another country

### - Price plays a central role in cross-border purchasing behaviour -

QD19. For what reasons have you bought tobacco products in another country?



 EU27

(MULTIPLE ANSWERS POSSIBLE)

Base: respondents who bought tobacco products in another country, n=2,655

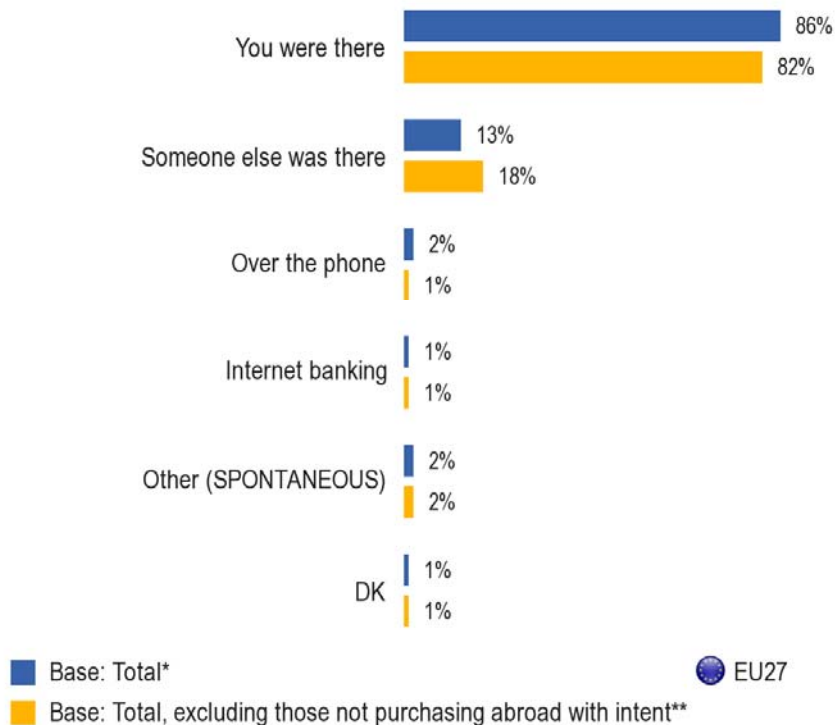
Of those respondents who have purchased tobacco products cross-border, 60% say they did so because the price of the product was lower than in their country.

A further 39% spontaneously say that they made a cross-border purchase of tobacco products because they happened to be abroad and needed tobacco products. Availability of tobacco products in respondents' countries does not seem to be a reason for cross-border purchases.



### 2.3 Means of purchasing tobacco in another country

QD20. How did you buy tobacco products in another country?



(MULTIPLE ANSWERS POSSIBLE)

\*Base: Respondents who bought tobacco products in another country, n=2,655

\*\*Base: Respondents who bought tobacco products in another country, excluding those spontaneously answering only "You were in another country and needed tobacco products" in QD19, n=1,777<sup>14</sup>

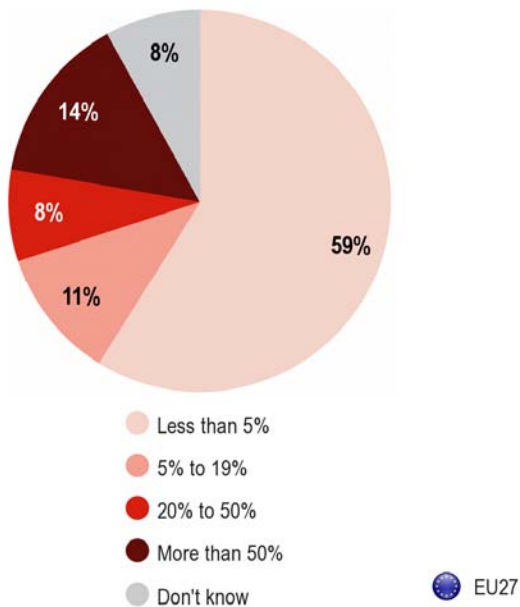
A great majority of respondents (86%) who bought tobacco products in another country in the past months did so while they were there. A further 13% say that somebody else was abroad and made the purchase on their behalf. A negligible proportion used distance channels and purchased tobacco products cross-border, online or over the phone.

When looking at those respondents who have intentionally purchased tobacco products cross-border, excluding those who only purchased tobacco abroad because they happened to be in another country, it is observed that 82% who bought tobacco products in another country in the past months did so while they were there. 18% say that somebody else was abroad and made the purchase on their behalf.

<sup>14</sup> QD19: For what reasons have you bought tobacco products in another country?

## 2.4 Proportion of annual tobacco consumption purchased in another country

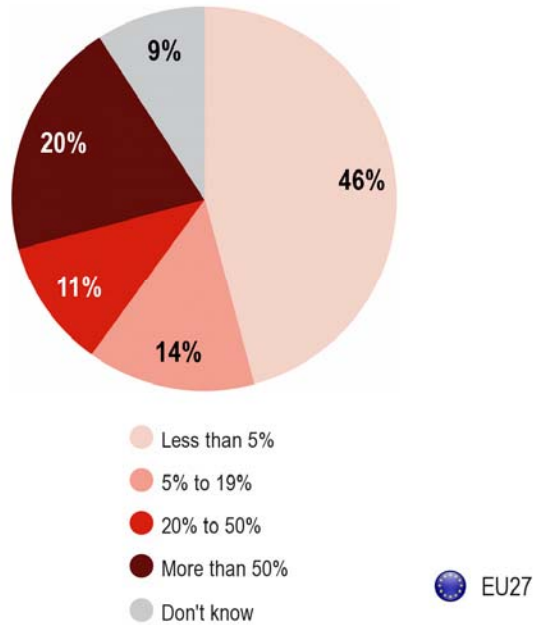
QD21. On the following scale, what proportion of your annual tobacco consumption do you buy in another country?



Base: respondents who bought tobacco products in another country, n=2,655

Of the respondents who have purchased tobacco products in another country in the past 12 months, 59% say that their cross-border purchases represent less than 5% of their annual tobacco consumption, followed by 14% who say that over 50% of their annual tobacco purchases come from abroad. 11% indicate a range between 5% and 19% and 8% between 20% and 50%.

QD21. On the following scale, what proportion of your annual tobacco consumption do you buy in another country?



Base: Respondents having bought tobacco products in another country, excluding those spontaneously answering "You were in another country and needed tobacco products" in QD19, n=1,777

When looking at those respondents who have purchased tobacco products intentionally cross-border, not just because they happened to be there, the following can be observed:

- Not surprisingly, this group of respondents is likely to purchase a higher proportion of their annual tobacco consumption cross-border than those respondents who purchase tobacco products cross-border just because they happen to be abroad.
- 20% purchase more than half of their tobacco products abroad (vs. 14% in total population) while only 46% report they purchase cross-border less than 5% of the annual tobacco consumption in comparison to 59% among the total population.

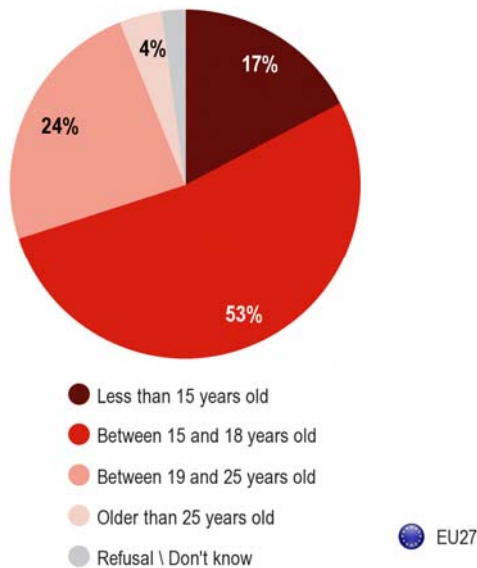
### III. MOTIVATIONS FOR STARTING/STOPPING SMOKING

#### 1. STARTING SMOKING

- Europeans start smoking just before the age of 18 on average -

##### 1.1 Starting age

QD5. How old were you when you started smoking on a regular basis, i.e at least once a week?



Base: Smokers and ex-smokers, n=13,159

70% of smokers and ex-smokers say that they started smoking before the age of 18. A quarter (24%) started between the ages of 19 and 25, while 4% started after turning 25.





























QD5 How old were you when you started smoking on a regular basis, i.e at least once a week?

	Average
EU27	17,6
<b>Sex</b>	
Male	17,2
Female	18,0
<b>Age</b>	
15-24	15,6
25-39	17,0
40-54	17,7
55 +	18,5

Starting age varies somewhat in different socio-demographic groups:

- The average age of starting smoking given by men is slightly lower than that of women.
- In the youngest age group, 15-24, the average starting age is as low as 15.6. The average age naturally rises with the age group as respondents starting later are included in the older age groups.

## QD5 How old were you when you started smoking on a regular basis, i.e at least once a week?

	Less than 15 years old	Between 15 and 18 years old	Between 19 and 25 years old	Older than 25 years old	Refusal \ Don't know	Average
 EU27	17%	53%	24%	4%	2%	17,6
 IE	28%	52%	17%	2%	1%	16,4
 DK	33%	45%	18%	3%	1%	16,6
 MT	28%	56%	12%	3%	1%	16,8
 UK	28%	50%	18%	4%	0%	16,8
 NL	22%	57%	18%	3%	0%	16,9
 ES	22%	55%	17%	4%	2%	17,1
 DE	17%	58%	21%	2%	2%	17,2
 AT	10%	62%	20%	2%	6%	17,3
 IT	12%	59%	23%	2%	4%	17,4
 FI	21%	50%	24%	4%	1%	17,4
 BE	21%	57%	15%	6%	1%	17,6
 LU	17%	59%	17%	6%	1%	17,6
 FR	20%	49%	28%	3%	0%	17,7
 HU	15%	57%	22%	5%	1%	17,7
 PT	22%	51%	18%	6%	3%	17,7
 SE	19%	50%	25%	5%	1%	17,7
 CZ	7%	60%	28%	2%	3%	17,9
 LV	14%	50%	29%	5%	2%	18,2
 EE	11%	51%	31%	5%	2%	18,3
 EL	10%	53%	31%	5%	1%	18,5
 BG	8%	52%	33%	4%	3%	18,6
 CY	14%	50%	30%	6%	0%	18,6
 SK	8%	52%	29%	6%	5%	18,7
 LT	9%	46%	37%	6%	2%	18,8
 RO	9%	42%	37%	4%	8%	18,9
 PL	4%	50%	37%	5%	4%	19,0
 SI	7%	46%	30%	11%	6%	20,1

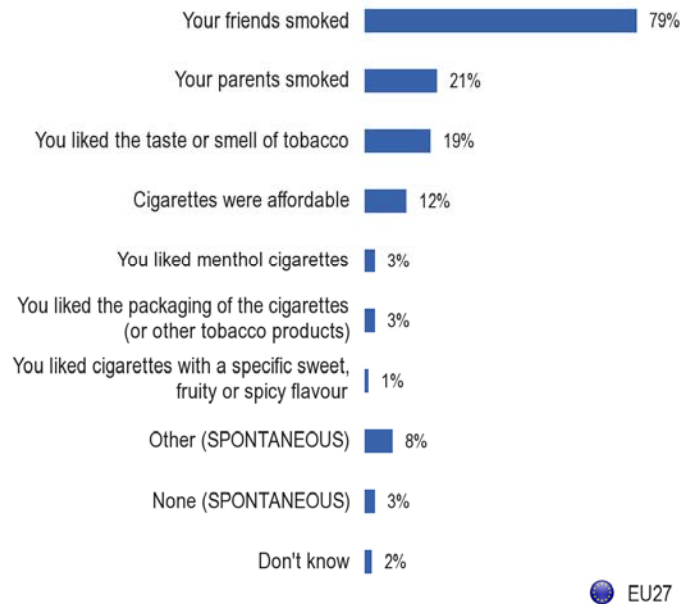
Base: Smokers and ex-smokers, n=13,159

- The average age of starting smoking is the lowest in Ireland (16.4), followed by Denmark (16.6), Malta (16.8) and the UK (16.8). Consequently, the highest proportions of smokers and ex-smokers saying they started before 15 are registered in the same group of four countries.
- The highest average ages are recorded in Slovenia (20.1), Poland (19.0) and Romania (18.9). Slightly more than 1 respondent in 10 in Slovenia (11%) reports that they started smoking only after turning 25.

## 1.2 Reasons for starting smoking

### - Peer influence is the most commonly cited reason for starting smoking -

QD6. Among the following, what were the most significant elements that made you start smoking?



(MAX. 3 ANSWERS)

Base: Smokers and ex-smokers, n=13,159





























Almost 4 in 5 smokers and ex-smokers (79%) say that the fact that their friends smoked was among the most significant factors that made them start. This figure is 80% for ex-smokers and 78% for current smokers.

More than 1 in 5 (21%) cite the fact that their parents smoked and a similar proportion (19%) that they liked the taste or smell of tobacco. The affordability of cigarettes is mentioned by 12% of smokers and ex-smokers.

Reasons linked to specific tobacco flavours are mentioned for 'menthol cigarettes' by 3% and for 'sweet, fruity or spicy flavour' by 1%. Packaging appears to play a similar role (3%).

The ranking of reasons changes little across socio-demographic groups, with the influence of friends being the first factor cited in each group.

## QD6 Among the following, what were the most significant elements that made you start smoking?




	Your friends smoked	Your parents smoked	You liked the taste or smell of tobacco	Cigarettes were affordable	You liked the packaging of the cigarettes (or other tobacco products)	You liked menthol cigarettes	You liked cigarettes with a specific sweet, fruity or spicy flavour	Other (SPONT.)	None (SPONT.)	Don't know	At least one element related to a specific tobacco taste
 EU27	79%	21%	19%	12%	3%	3%	1%	8%	3%	2%	5%
 BE	84%	29%	16%	10%	1%	3%	1%	9%	1%	1%	5%
 BG	90%	16%	29%	33%	5%	1%	1%	2%	1%	1%	2%
 CZ	83%	30%	29%	28%	5%	3%	3%	2%	1%	0%	5%
 DK	79%	34%	22%	6%	1%	5%	1%	11%	2%	1%	7%
 DE	83%	27%	16%	18%	2%	2%	2%	4%	4%	1%	4%
 EE	80%	12%	8%	11%	1%	3%	2%	10%	4%	2%	5%
 IE	89%	23%	21%	15%	3%	1%	1%	12%	1%	2%	2%
 EL	78%	12%	29%	8%	7%	0%	1%	13%	4%	0%	1%
 ES	82%	11%	15%	4%	3%	1%	0%	7%	2%	2%	1%
 FR	74%	25%	19%	13%	2%	7%	1%	12%	3%	1%	7%
 IT	74%	14%	33%	9%	4%	2%	2%	8%	2%	1%	4%
 CY	82%	10%	17%	6%	2%	2%	0%	15%	2%	0%	2%
 LV	76%	10%	6%	10%	2%	1%	1%	11%	5%	2%	2%
 LT	81%	16%	11%	12%	3%	2%	1%	13%	1%	1%	3%
 LU	76%	27%	12%	10%	1%	7%	1%	15%	2%	2%	7%
 HU	81%	27%	26%	13%	7%	3%	1%	9%	1%	1%	4%
 MT	77%	16%	14%	7%	5%	1%	1%	9%	0%	1%	3%
 NL	76%	27%	19%	7%	1%	4%	2%	12%	1%	1%	5%
 AT	84%	35%	38%	28%	8%	4%	8%	9%	3%	1%	11%
 PL	78%	16%	15%	7%	3%	5%	1%	4%	2%	4%	6%
 PT	82%	6%	19%	10%	1%	1%	1%	8%	1%	2%	3%
 RO	82%	14%	22%	20%	4%	5%	0%	10%	2%	2%	6%
 SI	82%	17%	19%	12%	1%	4%	2%	17%	1%	1%	5%
 SK	81%	23%	25%	23%	3%	2%	4%	4%	0%	1%	6%
 FI	80%	12%	10%	7%	3%	4%	1%	12%	2%	0%	5%
 SE	82%	18%	20%	6%	4%	5%	1%	11%	1%	1%	6%
 UK	77%	24%	8%	12%	1%	4%	1%	10%	4%	2%	5%

**Highest percentage per country**      *Lowest percentage per country*  
**Highest percentage per item**      *Lowest percentage per item*

Base: Smokers and ex-smokers, n=13,159

- In every Member State, the overwhelming majority of smokers and ex-smokers name the **influence of friends that smoked** as the main factor that made them start smoking. The highest figures are recorded in Bulgaria (90%), Ireland (89%), Austria (84%) and Belgium (84%).
- The fact that respondents' **parents smoked** is cited by 35% of smokers and ex-smokers in Austria, 34% in Denmark and 30% in the Czech Republic.
- In Austria, 38% of smokers and ex-smokers mention that they liked the **smell or taste of cigarettes** while in Bulgaria a third (33%) cites the fact that **cigarettes were affordable** as the reason for starting smoking.

QD6 Among the following, what were the most significant elements that made you start smoking?

	Your friends smoked	Your parents smoked	You liked the taste or smell of tobacco	Cigarettes were affordable	You liked the packaging of the cigarettes (or other tobacco products)	You liked menthol cigarettes	You liked cigarettes with a specific sweet, fruity or spicy flavour	Other (SPONT.)	None (SPONT.)	DK	At least one element related to a specific tobacco taste
EU27	79%	21%	19%	12%	3%	3%	1%	8%	3%	2%	5%
 Age											
15-24	79%	26%	19%	7%	2%	5%	3%	8%	3%	1%	7%
25-39	81%	21%	19%	11%	3%	3%	1%	7%	2%	1%	5%
40-54	80%	21%	18%	13%	3%	3%	1%	7%	3%	2%	5%
55 +	77%	18%	19%	15%	2%	2%	1%	10%	3%	2%	3%
 Education (End of)											
15-	81%	20%	20%	14%	2%	2%	1%	8%	2%	2%	3%
16-19	81%	23%	18%	14%	3%	3%	2%	7%	2%	1%	5%
20+	75%	19%	19%	10%	3%	4%	1%	9%	3%	2%	5%
Still studying	78%	22%	21%	6%	2%	5%	2%	9%	3%	0%	8%
 Respondent occupation scale											
Self-employed	80%	19%	20%	9%	3%	2%	1%	7%	3%	1%	3%
Managers	80%	22%	17%	11%	4%	4%	2%	5%	4%	1%	6%
Other white collars	79%	19%	20%	13%	3%	4%	1%	8%	2%	1%	6%
Manual workers	81%	23%	19%	12%	3%	4%	2%	7%	2%	2%	5%
House persons	80%	20%	17%	11%	3%	3%	1%	6%	1%	1%	4%
Unemployed	81%	23%	17%	11%	2%	2%	2%	7%	3%	1%	4%
Retired	76%	19%	19%	16%	2%	2%	1%	10%	3%	2%	3%
Students	78%	22%	21%	6%	2%	5%	2%	9%	3%	0%	8%

Base: Smokers and ex-smokers, n=13,159

- Young respondents aged 15-24 are slightly more likely than their older counterparts to mention that the fact that their parents smoked played a significant role when they started smoking. Specific tastes, such as menthol and sweet, fruity or spicy flavour are slightly more likely to be mentioned by the youngest age group.



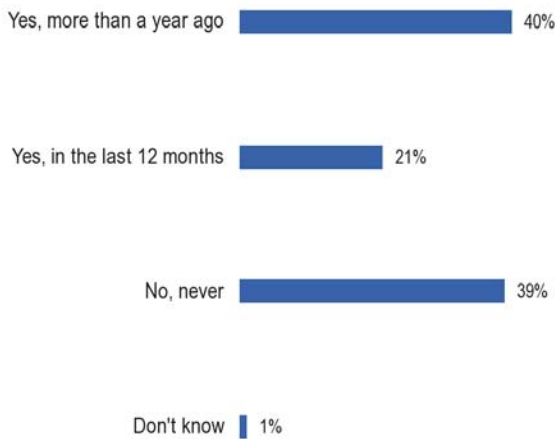
- Respondents who spent a shorter period in full-time education are more likely to mention the fact that their friends or parents smoked and that the cigarettes were affordable as reasons for starting smoking than respondents who studied at least till 20.
- Some weak differences linked to the respondent's occupational status can be observed. Affordability of cigarettes seems to have been more important for retired respondents than other occupational groups, particularly students.

## 2. GIVING UP SMOKING

### - Three smokers in five have tried to quit smoking -

#### 2.1 Frequency of attempts to give up





























QD12. Have you ever tried to quit smoking?



 EU27

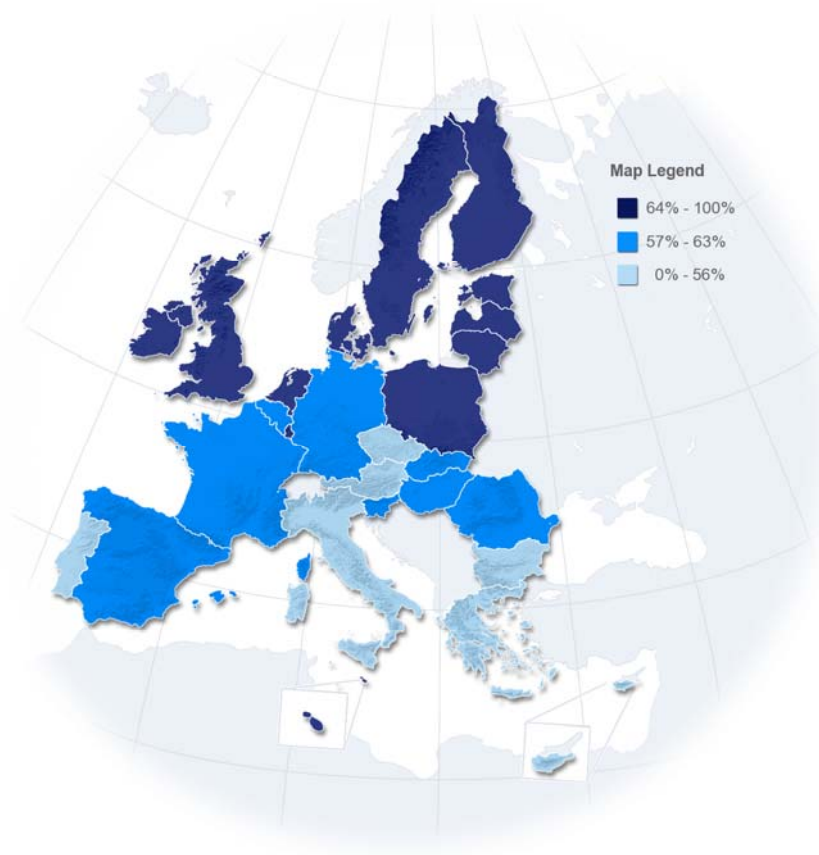
Base: Smokers, n=7,456

61% of current smokers have tried to quit smoking. 40% say they made an attempt to stop smoking more than a year ago while 21% have tried to do so in the last 12 months. 39% of EU smokers have never tried to stop smoking.

 DK	80%
 UK	75%
 SE	75%
 NL	75%
 LV	74%
 FI	74%
 LU	72%
 MT	72%
 EE	72%
 PL	69%
 IE	66%
 LT	65%
 FR	63%
 SK	63%
 DE	63%
 BE	60%
 EU	60%
 RO	59%
 SI	59%
 HU	58%
 ES	57%
 CY	55%
 CZ	47%
 PT	45%
 IT	42%
 EL	39%
 AT	37%
 BG	36%

Question: QD12. Have you ever tried to quit smoking?

Answers: Total 'Yes'



Base: Smokers, n=7,456

The likelihood of having tried to quit smoking varies considerably between the Member States:

- Respondents in the Northern part of Europe are more likely to indicate they have tried to stop smoking. Three-quarters or more of smokers in Denmark (80%) and the UK, Sweden and the Netherlands (all 75%) have tried to give up.
- Conversely, fewer than two smokers in five have tried to stop in Bulgaria (36%), Austria (37%) and Greece (39%).

The following socio-demographic groups are the most likely to indicate that they have tried to give up smoking:

- Respondents aged 40 or over are more likely to have tried than younger respondents. In the 15-24 age group, 47% say they have tried to quit smoking while 66% of respondents aged 40-54 report having done so.
- Smokers with a higher level of education are more likely to have tried to stop than respondents who spent less time in education.
- Managers are the group most likely to say that they have tried to stop smoking.

QD12 Have you ever tried to quit smoking?

	Total 'Yes'	Yes, more than a year ago	Yes, in the last 12 months	No, never	Don't know
EU27	60%	40%	21%	39%	1%
<b>Sex</b>					
Male	59%	39%	21%	40%	1%
Female	61%	42%	21%	38%	0%
<b>Age</b>					
15-24	47%	20%	27%	52%	1%
25-39	58%	37%	22%	41%	1%
40-54	66%	48%	19%	33%	0%
55 +	63%	47%	18%	37%	0%
<b>Education (End of)</b>					
15-	58%	40%	18%	42%	0%
16-19	60%	41%	20%	40%	0%
20+	66%	45%	23%	33%	1%
Still studying	45%	19%	27%	53%	1%
<b>Respondent occupation scale</b>					
Self-employed	57%	38%	19%	43%	0%
Managers	71%	49%	24%	29%	0%
Other white collars	62%	40%	22%	38%	0%
Manual workers	58%	39%	19%	42%	1%
House persons	65%	40%	25%	35%	0%
Unemployed	59%	38%	22%	40%	1%
Retired	65%	48%	19%	34%	1%
Students	45%	19%	27%	53%	1%

Base: Smokers, n=7,456

2.2 Aids used to stop smoking<sup>15</sup>

- Most smokers try to quit without assistance -

QD13 Which of the following did you use in order to quit or to try to quit smoking?

	You quit or you tried to quit without assistance	Nicotine replacement medications (like nicotine gum, patch or inhaler) or other medications	Support from the doctor or other health professional or special stop-smoking services such as clinics or specialists	Electronic cigarettes or smokeless cigarettes	Alternative therapies such as acupuncture or hypnosis	Telephone quit line services	Internet quit line services	Oral tobacco (snus) chewing or nasal tobacco (snuff)	Other (SPONT.)	DK
EU27	66%	22%	7%	7%	4%	1%	1%	1%	7%	2%
SE	47%	49%	15%	8%	4%	5%	1%	16%	5%	1%
UK	48%	42%	13%	9%	1%	1%	1%	0%	5%	2%
IE	51%	50%	10%	4%	6%	1%	1%	3%	2%	0%
FI	55%	40%	7%	6%	1%	0%	1%	2%	7%	0%
PL	63%	23%	6%	9%	2%	1%	2%	1%	5%	5%
BE	64%	24%	10%	5%	4%	1%	2%	1%	5%	0%
LU	64%	31%	8%	8%	6%	0%	2%	1%	7%	0%
AT	64%	27%	7%	7%	9%	0%	3%	3%	5%	4%
DK	66%	37%	7%	9%	9%	0%	3%	1%	3%	1%
DE	66%	17%	7%	7%	5%	0%	1%	0%	11%	3%
FR	66%	32%	9%	8%	11%	0%	0%	0%	5%	0%
LT	66%	14%	2%	1%	1%	1%	0%	1%	18%	6%
MT	69%	20%	9%	5%	2%	0%	0%	0%	2%	0%
CZ	70%	21%	6%	13%	2%	1%	2%	1%	5%	1%
RO	70%	12%	4%	7%	1%	1%	1%	0%	17%	2%
EE	71%	17%	2%	4%	1%	0%	2%	3%	5%	6%
CY	71%	17%	7%	10%	0%	0%	2%	0%	10%	1%
LV	71%	11%	3%	2%	3%	0%	2%	3%	3%	4%
NL	73%	22%	7%	7%	7%	0%	4%	1%	6%	0%
ES	74%	11%	4%	5%	2%	0%	1%	0%	10%	2%
HU	74%	14%	4%	7%	1%	0%	1%	0%	8%	1%
SK	75%	15%	5%	1%	4%	1%	5%	1%	7%	2%
BG	77%	12%	1%	5%	1%	1%	1%	1%	6%	1%
SI	77%	9%	3%	2%	2%	0%	1%	1%	13%	2%
IT	78%	4%	6%	5%	3%	1%	0%	0%	5%	3%
EL	79%	7%	2%	13%	2%	0%	0%	0%	1%	2%
PT	84%	10%	5%	1%	1%	1%	0%	1%	2%	1%

<b>Highest percentage per country</b>	<i>Lowest percentage per country</i>
Highest percentage per item	Lowest percentage per item

Base: Smokers who have tried to stop smoking in the last twelve months, n=4,470

Two-thirds of the smokers (66%) who have tried to stop smoking in the last 12 months, tried to do so without any assistance. A fifth (22%) used nicotine replacement or other medication, while 7% received support from a doctor or other health professionals or used e-cigarettes or smokeless cigarettes.

<sup>15</sup> All results presented in this section are based in sample sizes of less than 200 respondents in 22 from the 27 countries; therefore conclusions should be interpreted with great care.

Overall, in every Member State with the exception of Sweden, respondents were most likely to try to quit without assistance. Elsewhere, the use of different aids varies considerably between countries:

- Around half of smokers who have tried to quit in the last 12 months in Sweden (52%), the UK (50%) and Ireland (49%) have used various ways to support the effort. This means that the use of assistance is more common in Northern and Western Europe than in Southern and Eastern Europe.
- Only 15% of smokers in Portugal and 19% in Greece and Italy turned to external help to stop smoking.
- In 25 Member States, the most common aid used by smokers is nicotine replacement or other medication. The highest figures are observed in Ireland (50%), Sweden (49%) and the UK (42%).
- Smokers who try to quit in Greece and in the Czech Republic are the most likely to use e-cigarettes or smokeless cigarettes (13%).

A socio-demographic analysis reveals that:

- Smokers aged 40-54 are the most likely to use some form of assistance (37%), particularly nicotine replacement or other medication. 25% of respondents in the 15-24 age group used assistance.
- Highly educated smokers are more likely to use assistance than respondents who spent less time in full-time education.
- Respondents' economic status does not seem to be a factor.

QD13 Which of the following did you use in order to quit or to try to quit smoking?

	You quit or you tried to quit without assistance	Nicotine replacement medications (like nicotine gum, patch or inhaler) or other medications	Support from the doctor or other health professional or special stop-smoking services such as clinics or specialists	Electronic cigarettes or smokeless cigarettes	Alternative therapies such as acupuncture or hypnosis	Telephone quit line services	Internet quit line services	Oral tobacco (snus) chewing or nasal tobacco (snuff)	Other (SPONT.)	Don't know
EU27	66%	22%	7%	7%	4%	1%	1%	1%	7%	2%
<b>Age</b>										
15-24	71%	13%	4%	5%	1%	0%	1%	1%	10%	4%
25-39	69%	22%	5%	8%	3%	1%	1%	1%	6%	2%
40-54	61%	26%	8%	7%	4%	0%	1%	1%	9%	2%
55+	67%	20%	11%	6%	7%	1%	0%	1%	6%	2%
<b>Education (End of)</b>										
15-	69%	17%	6%	6%	3%	1%	0%	0%	8%	3%
16-19	66%	24%	8%	6%	4%	1%	1%	0%	7%	2%
20+	63%	24%	8%	9%	4%	0%	2%	1%	7%	2%
Still studying	67%	18%	4%	11%	1%	0%	2%	1%	8%	6%

Base: Smokers who have tried to stop smoking in the last twelve months, n=4,470

QD13 Which of the following did you use in order to quit or to try to quit smoking?

	You quit or you tried to quit without assistance	Nicotine replacement medications (like nicotine gum, patch or inhaler) or other medications	Support from the doctor or other health professional or special stop-smoking services such as clinics or specialists	Alternative therapies such as acupuncture or hypnosis	Electronic cigarettes or smokeless cigarettes	Oral tobacco (snus) chewing or nasal tobacco (snuff)	Telephone quit line services	Internet quit line services	Other (SPONT.)	DK
EU27	74%	8%	6%	2%	1%	1%	0%	0%	9%	5%
FR	63%	9%	7%	2%	1%	0%	0%	0%	6%	20%
LT	66%	2%	1%	0%	0%	0%	0%	1%	24%	7%
IE	68%	22%	9%	4%	1%	0%	2%	0%	2%	8%
SE	68%	14%	6%	1%	1%	15%	0%	0%	8%	0%
UK	68%	14%	8%	2%	2%	0%	0%	0%	12%	2%
FI	71%	20%	4%	0%	1%	4%	0%	0%	7%	0%
AT	72%	19%	11%	7%	2%	1%	1%	3%	7%	1%
BE	73%	11%	10%	1%	2%	1%	1%	1%	8%	2%
PL	74%	11%	6%	0%	1%	0%	0%	1%	4%	7%
DE	75%	6%	5%	2%	0%	1%	0%	0%	12%	4%
EE	75%	8%	1%	1%	2%	2%	0%	1%	8%	7%
RO	76%	6%	1%	1%	2%	1%	1%	1%	10%	8%
IT	77%	3%	9%	1%	1%	1%	3%	1%	10%	1%
HU	77%	7%	7%	2%	2%	0%	0%	1%	9%	4%
DK	78%	15%	7%	5%	3%	2%	0%	0%	3%	0%
CY	78%	7%	15%	0%	0%	0%	0%	0%	6%	0%
LU	80%	10%	6%	5%	0%	0%	1%	1%	7%	1%
NL	80%	7%	5%	4%	0%	0%	1%	0%	9%	1%
SI	81%	4%	5%	0%	2%	1%	0%	0%	14%	0%
SK	82%	10%	8%	2%	1%	0%	0%	0%	5%	3%
BG	83%	7%	2%	0%	4%	1%	0%	1%	8%	1%
MT	83%	8%	11%	0%	2%	0%	0%	0%	0%	1%
ES	84%	4%	3%	1%	0%	0%	0%	1%	6%	2%
PT	84%	1%	5%	1%	0%	0%	0%	0%	8%	3%
EL	86%	2%	2%	1%	4%	0%	0%	1%	0%	6%
LV	87%	3%	4%	0%	1%	0%	0%	0%	1%	4%
CZ	89%	7%	6%	0%	1%	0%	0%	0%	5%	1%

<b>Highest percentage per country</b>	<b>Lowest percentage per country</b>
Highest percentage per item	Lowest percentage per item

Base: Ex-smokers, n=5,703

Among ex-smokers (who have by definition succeeded in stopping smoking), the results are as follows. Three-quarters (74%) of ex-smokers had stopped smoking without assistance. Small proportions had tried to use each type of assistance: 8% nicotine replacement or other medication and 6% support from a doctor or other health professionals. Other means of help were used only by a small number of ex-smokers. For example, only 1% of ex-smokers said they used snus, mainly in Sweden and to a lesser extent in Finland.



- In every Member State, ex-smokers are most likely to say that they managed to stop smoking without assistance. The highest figures are in the Czech Republic (89%), Latvia (87%) and Greece (86%) while the lowest scores are in France (63%) and Lithuania (66%). It should be noted, however, that in France a high proportion of respondents (20%) answer to the question 'don't know' which partly explains the low proportion here.
- If assistance was used, the most likely means of help was nicotine replacement or other medication. Around a fifth of ex-smokers in Ireland (22%) and Finland (20%) had used such aid.
- Elsewhere, 15% of ex-smokers in Cyprus had used the assistance of a doctor or other health care professionals while in Sweden the same proportion had used oral tobacco (snus).

Ex-smokers are most likely to have used some form of assistance to stop smoking in the following socio-demographic categories:

- Ex-smokers aged 25-54
- White collar workers, managers and manual workers

In contrast, only 14% of students reported that they had used external assistance to stop smoking.

QD13 Which of the following did you use in order to quit or to try to quit smoking?

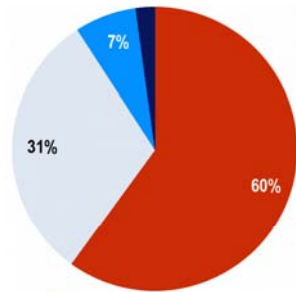
	You quit or you tried to quit without assistance	Nicotine replacement medications (like nicotine gum, patch or inhaler) or other medications	Support from the doctor or other health professional or special stop-smoking services such as clinics or specialists	Alternative therapies such as acupuncture or hypnosis	Oral tobacco (snus) chewing or nasal tobacco (snuff)	Electronic cigarettes or smokeless cigarettes	Telephone quit line services	Internet quit line services	Other (SPONT.)	Don't know
EU27	74%	8%	6%	2%	1%	1%	0%	0%	9%	5%
 Age										
15-24	71%	13%	4%	1%	1%	5%	0%	1%	10%	4%
25-39	73%	12%	5%	1%	1%	2%	0%	1%	7%	5%
40-54	73%	11%	7%	3%	1%	2%	0%	0%	8%	4%
55 +	75%	7%	7%	2%	1%	0%	0%	0%	9%	6%
 Respondent occupation scale										
Self-employed	80%	5%	3%	2%	1%	1%	0%	0%	12%	1%
Managers	71%	12%	4%	3%	2%	2%	0%	0%	8%	6%
Other white collars	69%	13%	9%	3%	1%	2%	1%	0%	8%	3%
Manual workers	72%	10%	8%	1%	1%	1%	0%	0%	8%	5%
House persons	77%	4%	2%	0%	0%	1%	0%	1%	10%	8%
Unemployed	75%	8%	4%	1%	0%	1%	1%	0%	8%	6%
Retired	74%	7%	7%	2%	0%	0%	0%	0%	9%	6%
Students	84%	3%	4%	0%	1%	3%	0%	2%	6%	2%

Base: Ex-smokers, n=5,703



Summarising the results above, it is clear that **the proportion of respondents who have managed to stop smoking without external assistance (76%)** was significantly higher than that of respondents who are currently smoking but have tried to quit in the last 12 months (60%). When interpreting these results, it should be kept in mind that the group of ex-smokers may include respondents who quit smoking years ago and thus did not have the same aids to quit than those currently available.

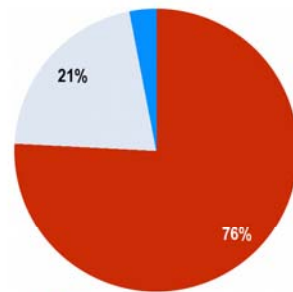
QD13bis. Which of the following did you use in order to quit or to try to quit smoking?



● None  
 ● One aid used at last quit attempt  
 ● Two aids used at last quit attempt  
 ● Three aids or more used at last quit attempt

EU27

QD13ter. Which of the following did you use in order to quit or to try to quit smoking?



● None  
 ● One aid used to quit  
 ● Two aids used to quit  
 ● Three aids or more used to quit





























EU27

Base: Smokers who have tried quitting in the last twelve months, n=4,470

Base: Ex-smokers, n=5,704





























- In every Member State, smokers who used assistance were the most likely to choose just one aid. The highest figures are seen in Finland (45%) and Sweden (42%).
- Smokers in Sweden (17%), Ireland (13%) and the UK (13%) are the most likely to say that they used two aids during their last attempt to quit smoking.
- Like smokers, those ex-smokers who had used assistance concentrated on one aid. A third of former smokers had done so in Sweden (34%), followed by 28% in Finland.
- Ex-smokers in Austria (10%) and Ireland (9%) are the most likely to say that they used two different aids to quit smoking.

## QD13bis Which of the following did you use in order to quit or to try to quit smoking?

		None	One aid used at last quit attempt	Two aids used at last quit attempt	Three aids or more used at last quit attempt
	EU27	60%	31%	7%	2%
	SE	33%	42%	17%	8%
	IE	43%	40%	13%	4%
	UK	45%	40%	13%	2%
	FI	46%	45%	8%	1%
	DK	51%	35%	11%	3%
	LU	51%	35%	12%	2%
	FR	54%	32%	10%	4%
	BE	56%	35%	8%	1%
	CZ	56%	38%	4%	2%
	AT	57%	29%	8%	6%
	DE	61%	33%	5%	1%
	NL	61%	27%	10%	2%
	PL	62%	31%	5%	2%
	CY	65%	28%	5%	2%
	LT	66%	33%	1%	0%
	RO	66%	27%	6%	1%
	SK	67%	28%	3%	2%
	HU	68%	30%	2%	0%
	MT	69%	26%	3%	2%
	EE	71%	25%	3%	1%
	ES	71%	27%	1%	1%
	BG	74%	24%	2%	0%
	SI	74%	23%	2%	1%
	LV	75%	22%	2%	1%
	IT	77%	22%	1%	0%
	EL	78%	20%	2%	0%
	PT	82%	15%	3%	0%

Base: Smokers who have tried quitting in the last twelve months, n=4,470

## QD13ter Which of the following did you use in order to quit or to try to quit smoking?

		None	One aid used to quit	Two aids used to quit	Three aids or more used to quit
	EU27	76%	21%	3%	0%
	SE	61%	34%	4%	1%
	AT	62%	26%	10%	2%
	FI	68%	28%	4%	0%
	UK	68%	27%	5%	0%
	IE	70%	20%	9%	1%
	BE	71%	25%	4%	0%
	DK	73%	21%	5%	1%
	LT	73%	27%	0%	0%
	DE	74%	25%	1%	0%
	LU	74%	23%	3%	0%
	IT	75%	23%	2%	0%
	HU	75%	22%	3%	0%
	CY	76%	20%	4%	0%
	SI	76%	21%	3%	0%
	SK	76%	22%	2%	0%
	NL	78%	19%	2%	1%
	PL	78%	20%	1%	1%
	EE	79%	19%	1%	1%
	FR	80%	15%	4%	1%
	BG	81%	17%	2%	0%
	RO	81%	16%	3%	0%
	CZ	82%	17%	1%	0%
	ES	84%	15%	1%	0%
	MT	84%	12%	4%	0%
	PT	85%	15%	0%	0%
	EL	91%	9%	0%	0%
	LV	91%	9%	0%	0%

Base: Ex-smokers, n=5,703

### 2.3 Motivations for stopping smoking<sup>16</sup>

- **Health concerns are by far the most important motivation for stopping smoking -**

QD14 Which of the following factors encouraged you to quit smoking or to think about quitting?

	Concerns about your personal health	The price of tobacco products	Family/partner/friends	Advice from a doctor or other health professional to quit	Concerns about the effect of your smoke on non-smokers	Society's disapproval of smoking	Smoking restrictions at work	Smoking restrictions in public places like bars and restaurants	Warning labels on tobacco packages	A media campaign	Free, or low cost stop-smoking medication	Availability of support via telephone or internet helpline	Other (SPONT.)	None (SPONT.)	DK
EU27	60%	35%	33%	10%	7%	4%	4%	4%	3%	2%	2%	0%	6%	4%	1%
BE	52%	30%	39%	16%	7%	7%	6%	5%	6%	8%	1%	0%	5%	3%	0%
BG	51%	71%	17%	3%	8%	3%	6%	6%	3%	2%	0%	0%	2%	2%	3%
CZ	50%	49%	36%	18%	2%	2%	11%	6%	3%	2%	7%	1%	2%	9%	1%
DK	71%	31%	45%	9%	15%	14%	8%	7%	3%	6%	2%	0%	9%	1%	0%
DE	52%	33%	37%	13%	5%	4%	5%	4%	2%	0%	1%	0%	6%	8%	1%
EE	55%	27%	24%	9%	2%	2%	4%	2%	2%	2%	0%	1%	12%	9%	2%
IE	76%	56%	21%	13%	12%	10%	2%	12%	4%	4%	1%	0%	3%	1%	3%
EL	71%	44%	26%	14%	9%	3%	5%	2%	4%	4%	2%	0%	3%	3%	1%
ES	68%	20%	25%	10%	5%	3%	4%	2%	1%	3%	1%	0%	5%	2%	2%
FR	66%	36%	43%	10%	7%	1%	1%	2%	5%	4%	1%	0%	7%	2%	0%
IT	71%	21%	20%	4%	13%	4%	5%	4%	3%	5%	0%	0%	7%	3%	2%
CY	79%	41%	26%	10%	18%	5%	0%	5%	2%	0%	0%	0%	1%	4%	0%
LV	54%	31%	23%	5%	8%	2%	1%	0%	1%	0%	0%	0%	3%	11%	1%
LT	54%	33%	30%	9%	7%	5%	1%	1%	3%	2%	1%	0%	8%	6%	1%
LU	62%	25%	44%	8%	10%	4%	0%	5%	1%	1%	0%	0%	8%	3%	0%
HU	61%	50%	25%	15%	6%	4%	5%	5%	2%	2%	2%	0%	6%	3%	0%
MT	77%	41%	24%	10%	9%	6%	1%	3%	0%	4%	0%	1%	2%	2%	0%
NL	54%	33%	42%	10%	7%	12%	7%	5%	4%	1%	1%	1%	8%	4%	1%
AT	63%	51%	39%	27%	6%	12%	11%	21%	6%	6%	0%	1%	2%	2%	0%
PL	49%	45%	32%	8%	7%	3%	2%	3%	2%	2%	3%	1%	1%	5%	4%
PT	59%	48%	26%	9%	8%	3%	4%	3%	3%	2%	4%	1%	3%	6%	0%
RO	68%	54%	36%	8%	13%	2%	5%	4%	4%	2%	4%	1%	7%	4%	1%
SI	61%	20%	25%	6%	2%	4%	6%	6%	3%	2%	0%	0%	15%	5%	2%
SK	51%	54%	47%	15%	7%	12%	10%	12%	5%	3%	1%	0%	2%	4%	1%
FI	61%	28%	38%	12%	13%	5%	4%	8%	2%	1%	1%	0%	9%	1%	0%
SE	69%	29%	48%	15%	14%	6%	7%	5%	8%	0%	5%	5%	6%	5%	1%
UK	56%	32%	12%	6%	3%	3%	4%	6%	1%	1%	3%	0%	7%	5%	2%
<b>Highest percentage per country</b>		<b>Lowest percentage per country</b>													
Highest percentage per item		Lowest percentage per item													

Base: Smokers who have tried quitting in the last twelve months, n=4,470

Smokers who have tried to quit in the last 12 months are the most likely to report that health concerns encouraged them to make the attempt (60%). The price of tobacco products (35%) and family/partner/friends (33%) also motivate smokers to think about stopping. One smoker in 10 mentions advice from a doctor while 7% are concerned about the health of non-smokers.

- **Personal health concerns** are the first reason for thinking about quitting smoking in all Member States except two. Over 70% of smokers who have tried to quit cite this reason in Cyprus (79%), Malta (77%), Ireland (76%) and Denmark, Greece and Italy (71% each).

<sup>16</sup> All results presented in this section are based in sample sizes of less than 200 respondents in 22 from the 27

- In Bulgaria (71%) and Slovakia (54%) respondents are most likely to mention **the price of tobacco**.
- Nearly half of the smokers who have tried to quit in the last 12 months in Sweden (48%) and Slovakia (47%) mention **family/friends/partner** as a factor encouraging them to stop smoking.
- Elsewhere, 27% of smokers in Austria mention **advice from a doctor or other health professional** and 21% cite **smoking restrictions in public places**.

QD14 Which of the following factors encouraged you to quit smoking or to think about quitting?

	Concerns about your personal health	Family/partner/friends	The price of tobacco products	Advice from a doctor or other health professional to quit	Concerns about the effect of your smoke on non-smokers	Society's disapproval of smoking	Smoking restrictions at work	Smoking restrictions in public places like bars and restaurants	Warning labels on tobacco packages	A media campaign	Free, or low cost stop-smoking medication	Availability of support via telephone or internet helpline	Other (SPONT.)	None (SPONT.)	DK
EU27	60%	31%	21%	11%	9%	5%	4%	3%	3%	1%	1%	0%	9%	5%	3%
BE	58%	37%	15%	16%	7%	4%	3%	2%	3%	2%	3%	0%	11%	0%	1%
BG	69%	28%	48%	13%	9%	4%	4%	2%	5%	0%	1%	1%	5%	2%	2%
CZ	59%	45%	43%	21%	8%	7%	8%	4%	2%	2%	1%	0%	2%	3%	0%
DK	75%	40%	11%	6%	17%	13%	5%	3%	2%	6%	0%	0%	7%	2%	1%
DE	58%	38%	18%	13%	7%	4%	4%	3%	3%	1%	0%	0%	7%	8%	0%
EE	51%	26%	18%	5%	8%	4%	4%	0%	3%	2%	1%	0%	11%	9%	3%
IE	84%	22%	50%	12%	15%	15%	6%	10%	7%	4%	1%	0%	5%	1%	5%
EL	71%	34%	26%	21%	7%	3%	3%	2%	5%	2%	0%	0%	0%	6%	1%
ES	68%	26%	8%	16%	7%	4%	1%	1%	2%	0%	1%	0%	10%	5%	0%
FR	50%	22%	14%	11%	9%	1%	3%	3%	0%	1%	0%	0%	10%	6%	20%
IT	63%	28%	24%	4%	21%	7%	10%	8%	4%	2%	0%	0%	12%	2%	1%
CY	85%	18%	21%	21%	20%	8%	1%	1%	6%	0%	0%	0%	1%	4%	0%
LV	52%	33%	18%	5%	6%	4%	3%	1%	3%	1%	1%	0%	3%	14%	3%
LT	53%	31%	20%	6%	4%	6%	2%	2%	2%	1%	0%	0%	15%	8%	1%
LU	66%	29%	9%	10%	4%	4%	2%	1%	3%	2%	0%	0%	16%	4%	0%
HU	63%	27%	38%	20%	9%	5%	7%	3%	3%	1%	0%	0%	5%	3%	0%
MT	72%	32%	23%	12%	10%	4%	4%	0%	2%	5%	0%	0%	2%	2%	0%
NL	62%	24%	11%	7%	11%	8%	3%	3%	1%	2%	1%	0%	9%	5%	0%
AT	66%	46%	42%	29%	8%	13%	14%	15%	12%	5%	2%	1%	8%	2%	0%
PL	60%	27%	32%	8%	8%	3%	2%	3%	4%	1%	2%	0%	4%	7%	4%
PT	60%	22%	26%	11%	6%	4%	3%	1%	3%	0%	1%	0%	4%	7%	2%
RO	78%	31%	48%	13%	7%	5%	2%	2%	5%	0%	0%	1%	3%	2%	6%
SI	72%	25%	13%	8%	8%	5%	7%	3%	3%	3%	0%	1%	17%	3%	0%
SK	60%	45%	42%	19%	10%	12%	12%	9%	4%	5%	0%	0%	5%	3%	2%
FI	71%	36%	20%	10%	16%	7%	3%	1%	1%	3%	0%	0%	10%	3%	0%
SE	71%	47%	22%	7%	13%	7%	4%	3%	4%	1%	1%	2%	9%	2%	0%
UK	54%	28%	23%	10%	7%	4%	2%	1%	4%	1%	0%	0%	13%	6%	1%

Highest percentage per country      Lowest percentage per country  
 Highest percentage per item      Lowest percentage per item

Base: Ex-smokers, n=5,703

The factors given by ex-smokers who succeeded in stopping smoking are ranked slightly differently. In the first place, 60% mention personal health concerns. Family/friends/partners (31%) follow, ahead of the price of tobacco (21%). The order of these two factors is reversed in comparison to the results of smokers given above. One ex-smoker in 10 mentions advice from a health professional (11%) or concerns about the effect on non-smokers (9%).

countries; therefore conclusions should be interpreted with great care.

In every Member State ex-smokers are most likely to mention personal health concerns as a factor which encouraged them to quit smoking.

- The largest proportions of respondents mentioning **health concerns** are observed in Cyprus (85%), Ireland (84%) and Romania (78%).
- 47% of ex-smokers in Sweden mention **family/friends/partner**, 50% in Ireland cite **the price of tobacco products** and 29% in Austria **advice from a health professional**. These are the highest scores for these three items.

A socio-demographic analysis reveals the following:

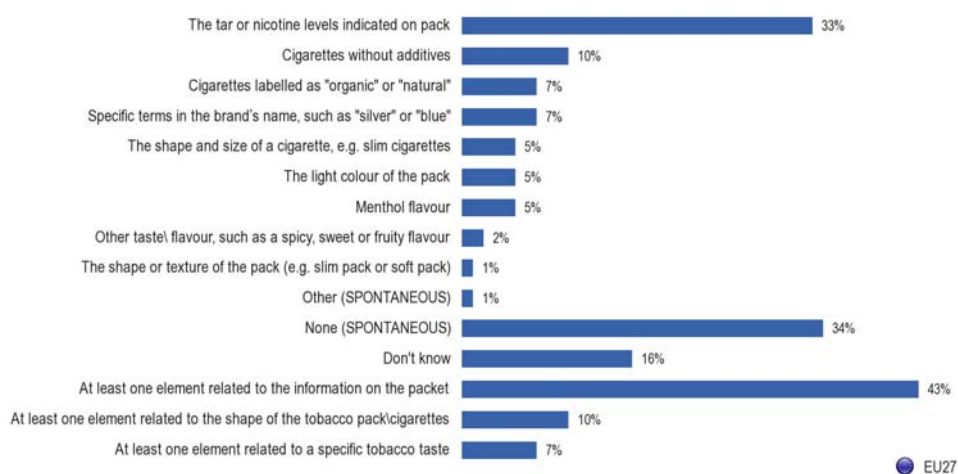
- There are no large differences in the reasons given by males and females.
- Ex-smokers aged 15-39 are more likely to mention family/friends/partner and concerns about the impact on non-smokers than older respondents.
- The price of tobacco products is more important for younger respondents than respondents aged 55 or over.

## IV. AWARENESS AND ATTITUDES

### 1. FACTORS INDICATIVE OF HARMFUL EFFECTS

**- Tar, nicotine and carbon monoxide (TNCO) levels are considered an indication of the level of harm -**

QD15. Which of the following characteristics do you consider indicate that a cigarette brand is less harmful than others?



(MULTIPLE ANSWERS POSSIBLE)

When asked about the characteristics that would indicate the level of harm of cigarettes, half of respondents identify one or more factors listed in the question while 34% answer 'none' and a further 16% do not know. However, it is important to note that these factors do not necessarily indicate a reduced level of harm.

TNCO levels, which have been shown to mislead consumers, are considered by far the most indicative of whether a cigarette brand is less harmful than others.<sup>17</sup> 33% of EU respondents mention this. One respondent in 10 thinks cigarettes without additives are less harmful than others while 7% cite organic/natural cigarettes or specific terms in the brand's name.

Most respondents cite elements related to the information on the packet (43%) while 1 respondent in 10 or fewer mention elements related to the shape of the tobacco pack/cigarettes or to a specific tobacco taste.

<sup>17</sup> Guidelines for implementation of Article 11 of the WHO Framework Convention on Tobacco Control (decision FCTC/COP3(10)) ([http://www.who.int/fctc/guidelines/article\\_11.pdf](http://www.who.int/fctc/guidelines/article_11.pdf))

Smokers are naturally much more likely to identify characteristics that indicate the level of harm of cigarettes than respondents who do not smoke. Further socio-demographic analysis shows few significant differences. However, young respondents are more likely to name at least one characteristic than their older counterparts, i.e. they are more likely to think that some characteristics provide an indication of the harmfulness of cigarettes.

QD15 Which of the following characteristics do you consider indicate that a cigarette brand is less harmful than others?

	The tar or nicotine levels indicated on pack	Cigarettes without additives	Specific terms in the brand's name, such as "silver" or "blue"	Cigarettes labelled as "organic" or "natural"	Menthol flavour	The shape and size of a cigarette, e.g. slim cigarettes	The light colour of the pack	Other taste/flavour, such as spicy, sweet or fruity flavour	The shape or texture of the pack (e.g. slim pack or soft pack)	Other (SPONT.)	None (SPONT.)	Don't know	At least one element related to the information on the packet	At least one element related to the shape of the tobacco pack/cigarettes	At least one element related to a specific tobacco taste
EU27	33%	10%	7%	7%	5%	5%	5%	2%	1%	1%	34%	16%	43%	10%	7%
Smokers	43%	13%	10%	8%	5%	6%	8%	2%	2%	1%	31%	7%	55%	14%	7%
Non-smokers	29%	9%	5%	6%	5%	5%	4%	2%	1%	1%	35%	20%	38%	8%	7%
BG	58%	3%	9%	5%	4%	16%	12%	2%	2%	1%	11%	21%	62%	23%	6%
HU	55%	14%	19%	5%	4%	13%	23%	3%	3%	1%	13%	13%	63%	32%	7%
RO	40%	8%	10%	9%	6%	9%	7%	6%	2%	2%	15%	33%	46%	14%	10%
SK	33%	11%	12%	14%	10%	16%	15%	5%	5%	0%	19%	14%	52%	30%	13%
CZ	36%	7%	16%	15%	5%	10%	11%	2%	4%	1%	23%	14%	54%	20%	6%
IE	38%	6%	12%	8%	8%	4%	8%	5%	2%	1%	24%	23%	47%	12%	12%
MT	36%	6%	7%	11%	3%	4%	7%	4%	1%	0%	24%	28%	44%	12%	6%
AT	48%	17%	23%	12%	5%	10%	15%	6%	6%	2%	25%	12%	60%	24%	9%
FR	35%	19%	4%	10%	6%	4%	6%	3%	1%	1%	27%	19%	47%	10%	8%
SI	39%	7%	14%	9%	4%	6%	3%	3%	2%	3%	29%	16%	50%	9%	6%
LU	37%	11%	5%	10%	5%	4%	2%	4%	1%	2%	31%	19%	46%	6%	7%
LT	39%	6%	7%	6%	4%	4%	12%	2%	1%	3%	32%	14%	47%	14%	5%
PL	28%	5%	6%	4%	8%	9%	8%	4%	1%	0%	33%	20%	36%	15%	10%
EE	35%	4%	6%	5%	5%	5%	10%	1%	0%	2%	35%	18%	39%	14%	6%
NL	35%	10%	5%	7%	5%	4%	4%	3%	1%	2%	35%	14%	45%	8%	7%
SE	45%	14%	3%	7%	5%	3%	2%	3%	1%	1%	35%	7%	53%	5%	6%
UK	28%	5%	2%	5%	11%	3%	4%	2%	1%	3%	35%	19%	35%	6%	12%
DK	34%	25%	2%	8%	3%	2%	3%	1%	0%	1%	38%	10%	49%	5%	4%
ES	26%	14%	6%	10%	2%	2%	3%	1%	0%	3%	38%	15%	42%	4%	2%
IT	37%	6%	8%	4%	1%	5%	5%	2%	1%	1%	38%	14%	43%	9%	3%
LV	29%	5%	3%	3%	3%	3%	11%	3%	1%	1%	38%	16%	35%	13%	6%
BE	31%	12%	4%	9%	7%	5%	6%	3%	1%	1%	41%	7%	44%	11%	10%
EL	40%	15%	6%	9%	0%	6%	6%	2%	1%	0%	42%	8%	49%	11%	2%
PT	23%	7%	5%	2%	2%	3%	3%	3%	1%	0%	42%	26%	29%	6%	4%
DE	28%	12%	6%	4%	3%	3%	3%	2%	1%	1%	43%	13%	39%	6%	5%
CY	33%	5%	5%	6%	2%	3%	4%	2%	1%	7%	44%	12%	36%	7%	4%
FI	20%	8%	4%	6%	6%	3%	5%	1%	1%	1%	62%	3%	29%	9%	7%

**Highest percentage per country**      **Lowest percentage per country**  
**Highest percentage per item**      **Lowest percentage per item**

Base: total sample, n=26,751; smokers, n=7,456; non-smokers, n=19,237

In every Member State respondents are most likely to mention the tar or nicotine levels indicated on pack as the best indication of the harmfulness of a cigarette brand.

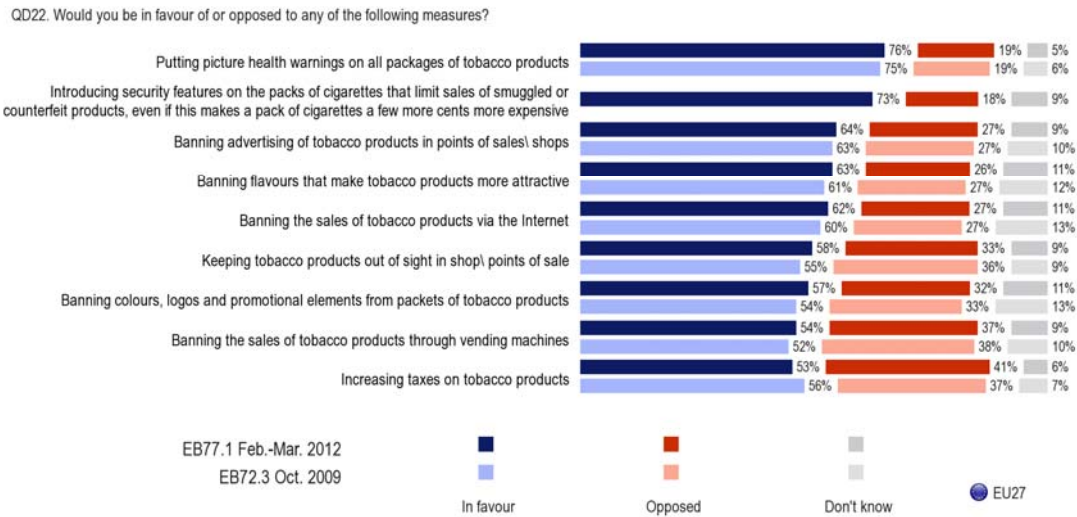
- Results for the mentions of **tar, nicotine and carbon monoxide levels** vary considerably between Member States ranging from 58% of Bulgaria and 55% of Hungary to 20% in Finland.



- Elsewhere, around a quarter of respondents in Denmark (25%) cite **cigarettes without additives** while in Austria a similar proportion (23%) mention **specific terms in the brand name**.

## 2. ATTITUDES TO TOBACCO-CONTROL POLICIES

*- EU citizens are largely in favour of most policy measures -*



The absolute majority of EU citizens are in favour of all the policy measures listed in the question. Putting picture health warnings on all packages of tobacco products receives the highest levels of support, and is approved by three-quarters of respondents (76%). 73% are in favour of introducing security features on packs to limit sales of smuggled or counterfeit products.

Around three respondents in five support measures banning advertising at sales points (64%), banning flavours (63%), banning Internet sales of tobacco (62%) and keeping tobacco products out of sight in shops (58%). Increasing taxes on tobacco products attracts the lowest levels of support (53%).

There has been a very slight trend towards increased support since 2009, except in the case of increasing taxes on tobacco products (-3 points since 2009).

Not surprisingly, non-smokers show consistently higher levels of support for all measures than smokers. In particular, non-smokers are more in favour of increasing taxes than smokers (a difference of 50 points). Since the 2009 results, levels of support in both groups have changed little. Non-smokers are now slightly more likely to support picture health warnings (+3) while smokers are more in favour of keeping tobacco products out of sight and banning logos, colours, etc. from cigarette packs. Both groups express slightly less support for the increased taxation of tobacco products.

QD22 Would you be in favour of or opposed to any of the following measures?  
Answer: In favour + evolution compared with EB72.3 Oct. 2009

	Putting picture health warnings on all packages of tobacco products	Introducing security features on the packs of cigarettes that limit sales of smuggled or counterfeit products, even if this makes a pack of cigarettes a few more cents more expensive	Banning advertising of tobacco products in points of sale/shops	Banning flavours that make tobacco products more attractive	Banning the sales of tobacco products via the internet	Keeping tobacco products out of sight in shop/points of sale	Banning colours, logos and promotional elements from packets of tobacco products	Banning the sales of tobacco products through vending machines	Increasing taxes on tobacco products								
EU27	76%	+1	73%	64%	+1	63%	+2	62%	+2	58%	+3	57%	+3	54%	+2	53%	-3
Smokers	58%	-3	58%	48%	=	45%	+1	48%	+3	40%	+3	37%	+3	34%	+2	17%	-4
Non-smokers	83%	+3	80%	71%	+2	70%	+2	68%	+2	65%	+2	64%	+2	62%	+1	67%	-4
BE	81%	=	80%	67%	+3	74%	+8	72%	+5	67%	+8	65%	+8	61%	+6	60%	+3
BG	72%	-8	76%	65%	-2	48%	-11	53%	-3	51%	+6	44%	-7	50%	-5	52%	-2
CZ	77%	+2	75%	67%	+2	47%	-2	65%	+2	62%	+1	46%	+1	52%	-3	54%	-5
DK	61%	+6	71%	62%	=	68%	-2	43%	-4	49%	-1	49%	-1	44%	-1	67%	-1
DE	72%	+1	72%	59%	-3	64%	-1	56%	-1	48%	-2	49%	-3	43%	-4	49%	-5
EE	73%	+2	71%	68%	+6	62%	+7	67%	+11	65%	+13	62%	+11	67%	+10	57%	+5
IE	90%	+4	82%	84%	=	82%	+2	83%	+9	88%	+5	81%	+4	73%	+9	65%	-1
EL	87%	+4	81%	69%	-8	67%	-2	65%	-8	66%	-5	64%	-2	57%	-6	38%	-14
ES	74%	-3	74%	58%	+1	60%	+2	62%	+8	61%	+5	55%	+6	49%	+5	49%	-7
FR	73%	+5	74%	61%	+3	71%	+7	62%	+2	51%	+5	57%	+4	59%	+3	45%	-3
IT	78%	+2	73%	69%	+1	69%	-2	71%	-1	65%	+3	65%	+2	62%	=	63%	-1
CY	91%	=	89%	78%	-5	85%	+2	82%	=	77%	-2	75%	-5	79%	+2	63%	-3
LV	80%	+2	57%	63%	+1	57%	+3	57%	+4	64%	=	56%	+3	56%	+3	44%	-7
LT	78%	+4	55%	59%	+1	62%	+8	55%	+7	51%	+2	62%	+10	55%	+8	43%	-5
LU	72%	+12	73%	58%	-4	58%	+1	59%	+5	53%	+4	45%	-5	46%	=	57%	=
HU	79%	+1	77%	70%	=	66%	+3	70%	+3	67%	-1	62%	+5	65%	+2	53%	-1
MT	91%	-4	74%	78%	+7	65%	+3	64%	+8	68%	+6	63%	+4	55%	+7	54%	-4
NL	76%	+8	67%	51%	+1	50%	+5	47%	=	46%	+3	38%	+3	36%	-3	55%	+2
AT	63%	-1	67%	49%	+3	53%	+1	59%	+5	40%	+3	45%	-1	37%	+2	48%	-1
PL	78%	-5	73%	65%	=	51%	-1	60%	+6	58%	+4	52%	+3	58%	+7	48%	-3
PT	78%	+3	70%	66%	-2	62%	+1	60%	-1	43%	-3	61%	+5	42%	-5	59%	-4
RO	74%	+2	65%	60%	=	52%	+3	54%	+3	53%	-1	50%	+2	52%	=	55%	-1
SI	69%	+12	77%	64%	+2	53%	+9	60%	+9	59%	+5	50%	+10	51%	+8	64%	-1
SK	86%	+7	77%	80%	+8	69%	+7	77%	+11	71%	+7	71%	+11	72%	+5	63%	+1
FI	77%	+13	83%	80%	-1	71%	+4	76%	+3	69%	+5	66%	+6	68%	+3	71%	+1
SE	70%	+1	78%	72%	+8	58%	+6	58%	+10	67%	+13	52%	+11	47%	+2	62%	+5
UK	80%	+3	76%	69%	+4	67%	+4	66%	+2	69%	+7	66%	+5	67%	+6	56%	-4

Highest percentage per country      Lowest percentage per country  
Highest percentage per item      Lowest percentage per item

Base: total sample, n=26,751; smokers, n=7,456; non-smokers, n=19,237

- In 17 Member States, picture health warnings on all tobacco products attracts the highest levels of support. Respondents in Cyprus (91%), Malta (91%) and Ireland (90%) are the most likely to support this.
- In 8 Member States, respondents are the most likely to be in favour of introducing security features on the packs of cigarettes in order to prevent sales of smuggled or counterfeit products. This is particularly the case in Cyprus (89%), Finland (83%), Ireland (82%), Greece (81%) and Belgium (80%).
- High numbers of respondents also support the remaining measures. Respondents in Ireland in particular are massively in favour of keeping tobacco products out of sight (88%), banning advertising at points of sale (84%) and banning Internet sales of tobacco products (83%). Elsewhere, 85% of respondents in Cyprus support banning flavours that make tobacco products more attractive.

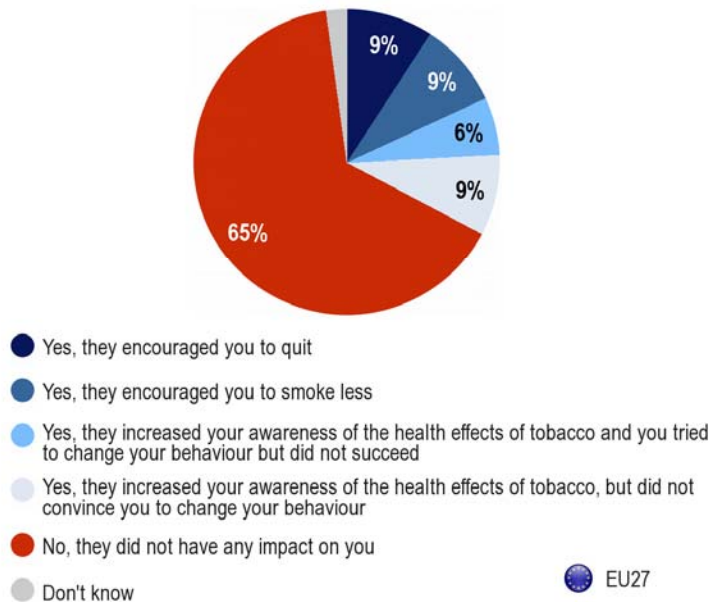
A number of changes in levels of support can be observed since the 2009 survey:

- Overall, respondents in Estonia are now much more likely to support each of the measures, particularly keeping tobacco products out of sight (+13).
- Conversely, respondents in Bulgaria and Greece show less support for most measures. Considerably fewer respondents in Bulgaria are now in favour of banning attractive flavours (-11 points) while there is a significant drop in support for increased taxation of tobacco products in Greece (-14 points). This finding is undoubtedly linked to the volatile economic situation in Greece. In general, the timing of various measures implemented in the Member States during the period of observation may influence attitudes towards policy measures.
- The highest increases in support (+13 points) are recorded in Finland for introducing picture health warnings and in Sweden and Estonia for keeping tobacco products out of sight.

### 3. ATTITUDES AND BEHAVIOURS TOWARDS HEALTH WARNINGS TOBACCO PACKS

#### - Health warnings influence around a third of the target group -

QD23. Thinking about the health warnings that are used on tobacco packs in (OUR COUNTRY), would you say that these warnings have had an impact on your attitude and behaviour towards smoking?



Base: Smokers and ex-smokers, n=13,159



A third (33%) of smokers and ex-smokers in the EU say that current health warnings on tobacco packs have/have had an impact on their attitudes and behaviour towards smoking. 65% of respondents have not been influenced by these warnings.

Among those who said that the warnings had changed their behaviour or attitudes, equal proportions say that the warnings encouraged them to quit (9%), to smoke less (9%) and increased their awareness without leading to a change of behaviour (9%). Slightly fewer say that the warnings increased their awareness and they tried unsuccessfully to change their behaviour (6%).





























15% of ex-smokers say that the warnings encouraged them to stop smoking, in comparison to 4% of current smokers. Conversely, current smokers are more likely to say that these warnings had other impacts on them, by encouraging them to smoke less and by changing their attitudes.

38% of respondents aged 15-24 say that health warnings on cigarette packs influence their attitudes and/or behaviour, this figure being above the EU average.

QD23 Thinking about the health warnings that are used on tobacco packs in (OUR COUNTRY), would you say that these warnings have had an impact on your attitude and behaviour towards smoking?

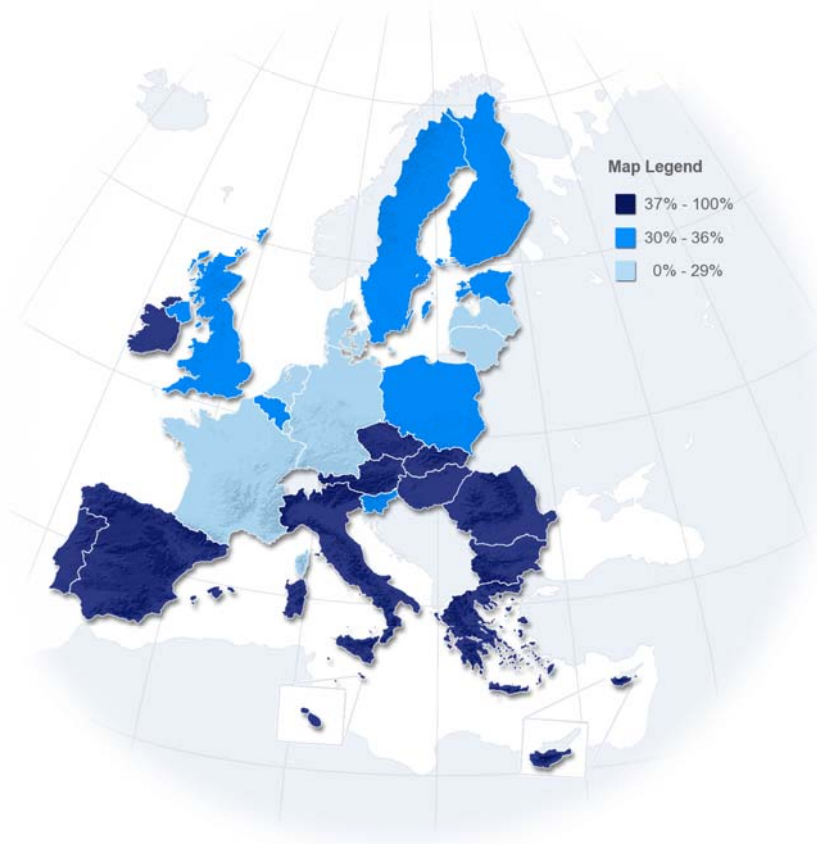
	Yes, they encouraged you to quit	Yes, they encouraged you to smoke less	Yes, they increased your awareness of the health effects of tobacco and you tried to change your behaviour but did not succeed	Yes, they increased your awareness of the health effects of tobacco, but did not convince you to change your behaviour	No, they did not have any impact on you	Don't know	Total 'Yes'
EU27	9%	9%	6%	9%	65%	2%	33%
 <b>Sex</b>							
Male	10%	9%	6%	8%	65%	2%	33%
Female	9%	10%	6%	8%	65%	2%	33%
 <b>Age</b>							
15-24	10%	11%	7%	10%	61%	1%	38%
25-39	10%	11%	7%	9%	62%	1%	37%
40-54	9%	9%	7%	8%	66%	1%	33%
55 +	8%	7%	5%	7%	69%	4%	27%
<b>Smokers / Ex-smokers</b>							
Smokers	4%	11%	8%	11%	65%	1%	34%
Ex-smokers	15%	7%	4%	6%	65%	3%	32%

Base: Smokers and ex-smokers, n=13,159

 SK	54%
 IE	54%
 PT	49%
 CZ	43%
 MT	42%
 RO	41%
 EL	40%
 HU	40%
 IT	40%
 ES	39%
 AT	38%
 CY	38%
 BG	37%
 SE	36%
 UK	36%
 PL	35%
 EU	33%
 BE	32%
 FI	32%
 SI	32%
 EE	31%
 LV	28%
 LU	27%
 NL	27%
 LT	26%
 DK	24%
 FR	23%
 DE	21%

Question: QD23. Thinking about the health warnings that are used on tobacco packs in (OUR COUNTRY), would you say that these warnings have had an impact on your attitude and behaviour towards smoking?

Answers: Total 'Yes'































Base: Smokers and ex-smokers, n=13,159

The self-reported influence of warnings on tobacco packs varies considerably between the Member States:

- Smokers and ex-smokers in southern and south-eastern Europe are among the most likely to say that these warnings had an impact on them, though the highest figures are observed in Slovakia (54%), Ireland (54%) and Portugal (49%).
- The fewest number of respondents who say the warnings have or had an influence on their behaviour and/or attitudes are observed in Germany (21%), France (23%) and Denmark (24%).

QD23 Thinking about the health warnings that are used on tobacco packs in (OUR COUNTRY), would you say that these warnings have had an impact on your attitude and behaviour towards smoking?

	Yes, they encouraged you to quit	Yes, they encouraged you to smoke less	Yes, they increased your awareness of the health effects of tobacco and you tried to change your behaviour but did not succeed	Yes, they increased your awareness of the health effects of tobacco, but did not convince you to change your behaviour	No, they did not have any impact on you	Don't know
 EU27	9%	9%	6%	9%	65%	2%
Smokers	4%	11%	8%	11%	65%	1%
Ex-smokers	15%	7%	4%	6%	65%	3%
 IE	16%	13%	13%	12%	43%	3%
 SK	14%	15%	9%	16%	45%	1%
 PT	7%	20%	12%	10%	50%	1%
 RO	13%	9%	8%	11%	56%	3%
 CZ	7%	7%	8%	21%	57%	0%
 MT	15%	12%	4%	11%	57%	1%
 ES	7%	11%	7%	14%	59%	2%
 IT	8%	10%	9%	13%	59%	1%
 PL	14%	8%	6%	7%	59%	6%
 EL	7%	10%	8%	15%	60%	0%
 HU	8%	13%	13%	6%	60%	0%
 AT	10%	9%	9%	10%	60%	2%
 CY	12%	14%	7%	5%	61%	1%
 SE	10%	6%	8%	12%	61%	3%
 BG	10%	7%	6%	14%	62%	1%
 UK	14%	11%	5%	6%	62%	2%
 EE	7%	6%	9%	9%	65%	4%
 BE	9%	9%	5%	9%	66%	2%
 FI	10%	8%	5%	9%	66%	2%
 SI	8%	9%	4%	11%	67%	1%
 LV	5%	8%	7%	8%	68%	4%
 LU	4%	10%	6%	7%	68%	5%
 NL	8%	7%	6%	6%	71%	2%
 LT	6%	9%	5%	6%	73%	1%
 DK	7%	4%	5%	8%	74%	2%
 FR	6%	9%	3%	5%	75%	2%
 DE	7%	6%	5%	3%	78%	1%

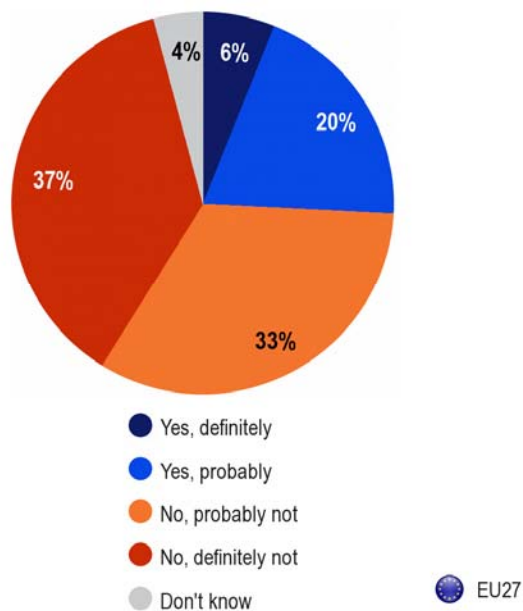
Base: Smokers and ex-smokers, n=13,159; smokers, n=7,456; ex-smokers, n=5,703

- Health warnings on tobacco packs are the most likely to encourage people to stop smoking in Ireland (16%), Malta (15%) and Slovakia, Poland and the UK (all 14%).
- 20% of smokers and ex-smokers in Portugal say that these warnings caused them to smoke less, followed by 15% in Slovakia.
- 13% of respondents in Ireland and Hungary say that the warnings increased their awareness and they tried to change their behaviour without succeeding while in the Czech Republic 21% say that their awareness increased but this did not persuade them to change their behaviour.

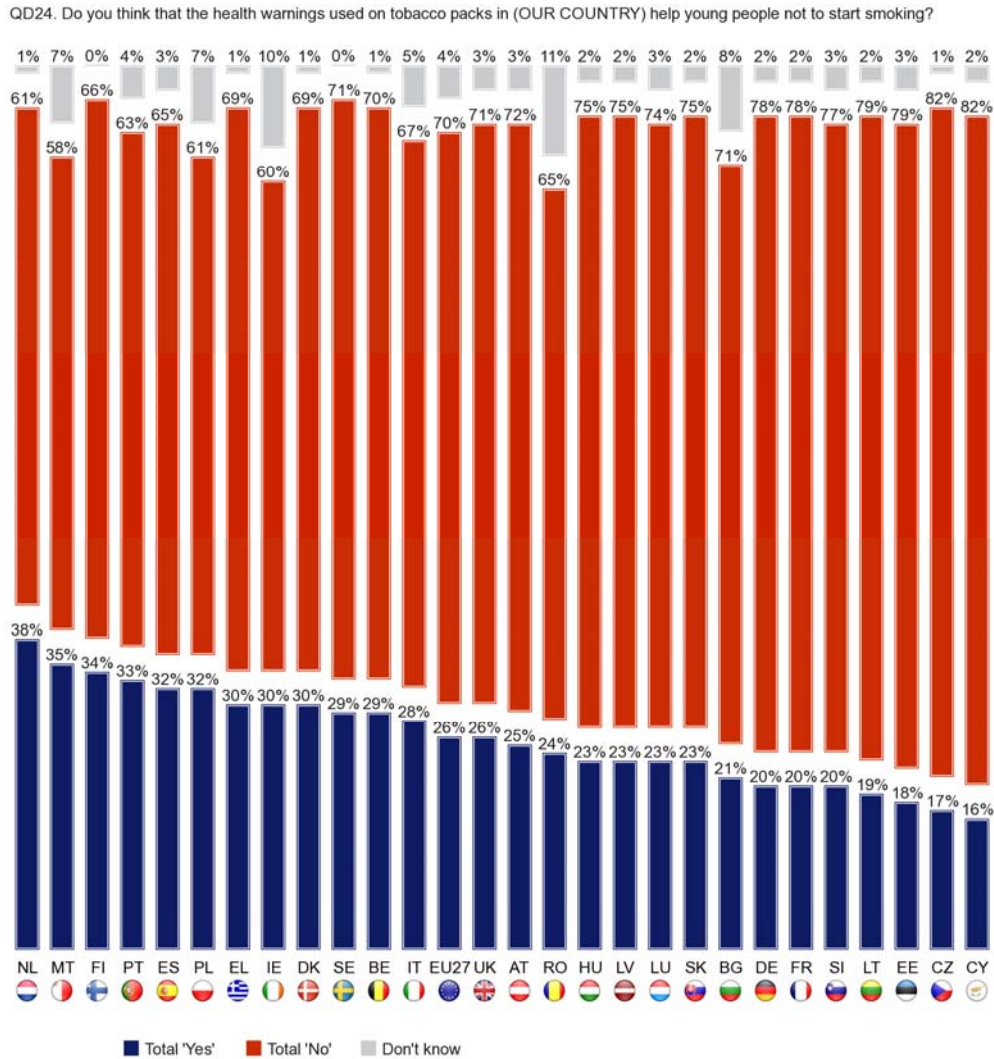


**- More than a quarter of Europeans believe that health warnings prevent the young from starting smoking -**

QD24. Do you think that the health warnings used on tobacco packs in (OUR COUNTRY) help young people not to start smoking?



Around a quarter (26%) of EU citizens believe that these warnings discourage the young from taking up smoking, while 70% think this is not the case. 37% of respondents think even that this is 'definitely not' the case.



At national level, some differences can be observed, although in every Member State the majority of respondents do not think that health warnings on cigarette packs will help young people not to start smoking.

- A third or more of respondents in the Netherlands (38%), Malta (35%), Finland (34%) and Portugal (33%) think that these warnings may prevent young people from starting smoking.
- Conversely, less than a fifth of respondents in Cyprus (16%), the Czech Republic (17%), Estonia (18%) and Lithuania (19%) share this view.

Males are slightly more likely than females to believe that health warnings used on tobacco packs help young people not to start smoking.

Differences between age groups are modest. 28% of young people themselves believe that such warnings are effective while the figure is slightly lower for older age groups.

**QD24 Do you think that the health warnings used on tobacco packs in (OUR COUNTRY) help young people not to start smoking?**

	Yes, definitely	Yes, probably	No, probably not	No, definitely not	Don't know
EU27	6%	20%	33%	37%	4%
<b>Sex</b>					
Male	6%	22%	33%	36%	3%
Female	5%	19%	33%	39%	4%
<b>Age</b>					
15-24	7%	21%	33%	37%	2%
25-39	6%	20%	33%	38%	3%
40-54	5%	20%	35%	37%	3%
55 +	6%	19%	32%	38%	5%

## CONCLUSIONS

This report addresses the following core themes: consumption of tobacco and smoking habits today and in comparison to the previous survey; exposure to tobacco smoke in public places; purchasing habits; motivations for starting and stopping smoking; and attitudes towards anti-tobacco policy measures.

The following key results emerge regarding the current state of play:

### CONSUMPTION OF TOBACCO AND SMOKING HABITS

- **In March 2012, 28% of the EU population aged 15 or more smoke. Half of the EU population has never smoked.** In autumn 2009, the smoking prevalence was 29%.
- A fifth (21%) of EU population has stopped smoking; this proportion is usually higher in Western and Northern European countries
- Most smokers consume boxed cigarettes on a daily basis (80%). **The number of cigarettes smoked by the average smoker is 14.2, which represents a slight decrease since 2009 (14.4).** Ex-smokers report that they used to smoke on average 15.5 cigarettes a day. The number of cigarettes smoked per day is decreasing over time.
- Despite a recent increase, the use of other tobacco and nicotine products, such as water pipes (tried by 16% of respondents), oral tobacco (7%) and e-cigarettes (7%) remains moderate.

### EXPOSURE TO TOBACCO SMOKE IN PUBLIC PLACES

- 23% of EU citizens report that when they were in a drinking establishment in the last 6 months, there were people smoking inside. 12% say they have been exposed to tobacco smoke in an eating establishment.
- In both cases, there has been **a substantial fall in the proportion of people exposed to tobacco smoke (-14 points)** reflecting the stricter regulations on smoking in public places that have been introduced in many Member States since 2009.
- 28% of EU citizens say they are exposed to tobacco smoke in the workplace at least occasionally. For 7% of the EU population this is the case for one or more hours a day.

## PURCHASING HABITS

- The main place of purchase for tobacco products varies considerably across the EU. 37% of people who smoke or used to smoke name a specialised tobacco shop, followed by 26% citing a newsagent's shop and 22% a supermarket. 10% use a vending machine.
- **The most often cited factor when choosing a cigarette brand is the taste of the tobacco (84% important)**, followed by the brand itself (69%) and the price (65%). Packaging and specific flavours are considered as important by respectively 23% and 32% of the respondents.
- **One respondent in 10 reports that they have purchased tobacco products in a country other than their country of residence in the past 12 months.** The main reasons for shopping for tobacco products cross-border are lower prices and the need to purchase tobacco products while travelling abroad.

## MOTIVATIONS FOR STARTING AND STOPPING SMOKING

- **Most Europeans who smoke or used to smoke start smoking early: the average starting age is 17.6.** In the youngest group, aged 15-24, the average starting age is as low as 15.6.
- **Peer influence is the most commonly cited reason for starting smoking:** 79% of smokers and ex-smokers say they started because their friends smoked and 21% because their parents smoked. 19% say they liked the smell and/or taste of tobacco. Specific tastes such as menthol (3%) or fruity/spicy flavours (1%) also seem to play a role.
- **61% of current smokers have tried to quit smoking.** 21% made the attempt in the 12 months prior to the survey while 40% did so more than a year ago.
- **Most of those who tried to quit smoking in the last 12 months prior to the survey did not make use of any external assistance (66%).** Those who used an aid opted mainly for nicotine replacement or other type of medication (22%). 7% turned to a health professional or used e-cigarettes.
- Those respondents who have succeeded in stopping smoking used even less external assistance: 74% say that they stopped smoking by themselves.
- Personal health concerns are by far the most cited reason behind the decision to stop smoking – both for smokers (60%) and ex-smokers (60%). However, for ex-smokers family/partners/friends are the second most common factor, while smokers mention the price of tobacco. This may mean that family/partners/friends are a more effective factor in stopping smoking than price.

- **33% of EU citizens incorrectly assume that tar, nicotine and carbon monoxide levels marked on a cigarette pack provide an indication that a given cigarette brand is less harmful than others.** Other factors play a much lesser role. One respondent in 10 mentions cigarettes without additives and 7% specific terms in a brand's name (silver, blue, etc.) or 'organic'/'natural' cigarettes.

## ATTITUDES TOWARDS ANTI-TOBACCO POLICY MEASURES

- **EU citizens are largely in favour of various anti-tobacco policy measures.** Putting picture health warnings on all tobacco product packages receives the most support (76%). Furthermore, 73% of EU citizens are in favour of introducing security features to curb illicit trade of cigarettes, even if it makes them more expensive.
- On average, 58% of citizens support measures to make tobacco less visible and attractive, such as keeping tobacco products out of sight in shops or curbing the use of attractive flavours and colours. Public support has gone up for all anti-tobacco policy measure except for increasing taxes on tobacco products which is, however, still supported by majority of respondents (53%).
- Unsurprisingly, non-smokers are consistently more likely to support all these measures than smokers. In particular, non-smokers are more in favour of increasing taxes on tobacco products than smokers (a difference of 50 points).
- **A third (33%) of smokers and ex-smokers in the EU say health warnings on tobacco packs have/have had an impact on their attitudes and behaviour towards smoking.** 15% of ex-smokers say that warnings encouraged them to quit smoking, in comparison to 4% of current smokers.
- 38% of those aged 15-24 say that health warnings on cigarette packs influence their attitudes and/or behaviour, both figures being above the EU average.
- However, there is only partial agreement that health warnings on tobacco packs prevent young people from starting smoking. **Around a quarter (26%) of EU citizens believe that these warnings discourage young people, while 70% think this is not the case.**
- Young respondents themselves are slightly more positive in this respect; 28% of respondents aged 15-24 believe that health warnings on tobacco packs help young people not to start smoking.