Tobacco

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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

The impact of tobacco on public health has been a concern for the European Union for over twenty years, with the first tobacco-control legislation being introduced in the late 1980s. Since then, EU legislation and policy as well as support for cessation and prevention of tobacco use have been further developed with the intention of encouraging tobacco users to quit, preventing tobacco initiation and protecting citizens from second-hand tobacco smoke.

Despite the progress achieved, around a third of Europeans continue to smoke. Consequently, about 650 000 people die each year from smoking related illnesses, of which around half are between 35-69 years of age, well below their average life expectancy¹. Tobacco consumption remains a considerable concern for the European Union.

This survey is the latest in a series of surveys to measure EU citizens’ behaviour and attitudes towards tobacco. The latest survey was conducted by telephone at the end of 2008². However, the most recent comparable survey (using the identical face-to-face interviewing methodology) was completed in autumn 2006³. While the questionnaire has been redesigned since 2006 and there is only one question to which direct comparisons can be made, if possible, parallels with the data from 2006 have been made where elements of the question are similar.

The main themes addressed in this survey are:

- Who uses tobacco and nicotine products
- Frequency and amount of tobacco used per day
- Behaviour and attitudes towards giving up smoking
- Exposure to second-hand smoke in private and public settings
- Perceptions influencing cigarette choice and perceived indicators of harm
- Awareness of tobacco promotion, purchasing behaviour and attitudes to tobacco control-policies

¹ http://ec.europa.eu/health-eu/my_lifestyle/tobacco/index_en.htm
The survey fieldwork was carried out between the 2\textsuperscript{nd} and the 19\textsuperscript{th} of October 2009 by TNS Opinion and Social Network. The methodology used was that of the Directorate-General Communication ("Research and Speechwriting" Unit). The technical specifications at the end of the report detail the sample design and confidence intervals for the samples.

*****

The Eurobarometer website can be consulted at the following address:
http://ec.europa.eu/public_opinion/index_en.htm

We would like to take the opportunity to thank all the respondents across the continent who have given their time to take part in this survey. Without their active participation, this study would not have been possible.
In this report, the countries are represented by their official abbreviations. The abbreviations used in this report correspond to:

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<thead>
<tr>
<th>Abbreviation</th>
<th>Country</th>
</tr>
</thead>
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<td>European Union – 27 Member States</td>
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<td>Bulgaria</td>
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<tr>
<td>CZ</td>
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</tr>
<tr>
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<td>Greece</td>
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<td>ES</td>
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</tr>
<tr>
<td>FR</td>
<td>France</td>
</tr>
<tr>
<td>IE</td>
<td>Ireland</td>
</tr>
<tr>
<td>IT</td>
<td>Italy</td>
</tr>
<tr>
<td>CY</td>
<td>Republic of Cyprus*</td>
</tr>
<tr>
<td>CY (tcc)</td>
<td>Area not controlled by the government of the Republic of Cyprus</td>
</tr>
<tr>
<td>LT</td>
<td>Lithuania</td>
</tr>
<tr>
<td>LV</td>
<td>Latvia</td>
</tr>
<tr>
<td>LU</td>
<td>Luxembourg</td>
</tr>
<tr>
<td>HU</td>
<td>Hungary</td>
</tr>
<tr>
<td>MT</td>
<td>Malta</td>
</tr>
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<td>The Netherlands</td>
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<td>AT</td>
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<td>Poland</td>
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<tr>
<td>RO</td>
<td>Romania</td>
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<td>SE</td>
<td>Sweden</td>
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<tr>
<td>UK</td>
<td>The United Kingdom</td>
</tr>
<tr>
<td>HR</td>
<td>Croatia</td>
</tr>
<tr>
<td>TR</td>
<td>Turkey</td>
</tr>
<tr>
<td>MK</td>
<td>The Former Yugoslav Republic of Macedonia**</td>
</tr>
</tbody>
</table>

* Cyprus as a whole is one of the 27 European Union Member States. However, the “acquis communautaire” is suspended in the part of the country that is not controlled by the government of the Republic of Cyprus. For practical reasons, only the interviews conducted in the part of the country controlled by the government of the Republic of Cyprus are recorded in the category “CY” and included in the EU27 average. The interviews conducted in the part of the country not controlled by the government of the Republic of Cyprus are recorded in the category “CY(tcc)” [tcc: Turkish Cypriot Community].

** Provisional code which does not prejudge in any way the definitive nomenclature for this country, which will be agreed following the conclusion of negotiations currently taking place at the United Nations.
1 TOBACCO AND NICOTINE USE IN THE EU

1.1 Smoking habits

1.1.1 Smokers

- A third of EU citizens currently smoke cigarettes, cigars or a pipe -

Almost a third of citizens in the European Union (29%) currently smoke either cigarettes, cigars or a pipe. Almost half claim that they have never smoked, while the remainder have given up smoking (22%).

Southern Europe countries see the greatest proportion of smokers, specifically Greece, where the proportion of smokers exceeds 40%. Smoking is the next highest in Bulgaria (39%) and Hungary (38%) and Turkey (37%) and the Former Yugoslav Republic of Macedonia (37%).

Conversely, in the Northern Member States of Sweden and Finland the proportion of smokers is the lowest at 16% and 21% respectively.
Question: QD1. Regarding smoking cigarettes, cigars or a pipe, which of the following applies to you?

Answers: You smoke at the present time
Socio-demographically, smokers are more likely to be male than female, under 54 years of age and from lower social groups (groups 1-4). In terms of occupation, smokers are more likely to be unemployed, manual workers or self-employed.

<table>
<thead>
<tr>
<th></th>
<th>EU27</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>You smoke at the present time</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sex</td>
<td></td>
<td></td>
</tr>
<tr>
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<td></td>
<td></td>
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<tr>
<td>Female</td>
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<tr>
<td>Age</td>
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<tr>
<td>15-24</td>
<td></td>
<td></td>
</tr>
<tr>
<td>25-39</td>
<td></td>
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</tr>
<tr>
<td>40-54</td>
<td></td>
<td></td>
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<tr>
<td>55+</td>
<td></td>
<td></td>
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<tr>
<td>Respondent occupation scale</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Self- employed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Managers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other white collars</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Manual workers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>House persons</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unemployed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Retired</td>
<td></td>
<td></td>
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<tr>
<td>Students</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Self-positioning on the social staircase</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Low (1-4)</td>
<td></td>
<td></td>
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<tr>
<td>Medium (5-6)</td>
<td></td>
<td></td>
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<tr>
<td>High (7-10)</td>
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<td></td>
</tr>
</tbody>
</table>

Smoking is more prevalent among the unemployed than those in work, with slightly over half of those who are unemployed being current smokers. Whereas, amongst the employed, manual workers are the most prevalent smokers with almost four in ten being smokers.
### 1.1.2 Ex-smokers

The Netherlands, Sweden and Denmark have the greatest proportion of respondents who have given up smoking; 33%, 31% and 31% respectively. The countries with the next greatest proportion of ex-smokers are Finland, France and Germany, each with between 26% and 27%. The UK, Slovenia and Austria are not far behind, with between 23% and 25% of respondents who have quit smoking.

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

<table>
<thead>
<tr>
<th>You used to smoke but you have stopped</th>
</tr>
</thead>
<tbody>
<tr>
<td>EU27</td>
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</table>

<table>
<thead>
<tr>
<th>Sex</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
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<tr>
<td>Female</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
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</thead>
<tbody>
<tr>
<td>15-24</td>
</tr>
<tr>
<td>25-39</td>
</tr>
<tr>
<td>40-54</td>
</tr>
<tr>
<td>55 +</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Respondent occupation scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-employed</td>
</tr>
<tr>
<td>Managers</td>
</tr>
<tr>
<td>Other white collars</td>
</tr>
<tr>
<td>Manual workers</td>
</tr>
<tr>
<td>House persons</td>
</tr>
<tr>
<td>Unemployed</td>
</tr>
<tr>
<td>Retired</td>
</tr>
<tr>
<td>Students</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Self-positioning on the social staircase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low (1-4)</td>
</tr>
<tr>
<td>Medium (5-6)</td>
</tr>
<tr>
<td>High (7-10)</td>
</tr>
</tbody>
</table>

The lowest proportions of ex-smokers are in Turkey and the former Yugoslav Republic of Macedonia where only one in ten have given up smoking. Among the Member States, Romania, Portugal and Greece exhibit the lowest proportions of respondents who have given up smoking with 12%, 13% and 14% respectively. There are also four Member States with only 15% of ex-smokers.
People who have given up smoking are more likely to be male and over 55 years of age. As a consequence of being older, they are also more likely to be retired. There is no difference in social group.

### 1.1.3 Never smokers

Portugal has the greatest proportion of respondents who have never smoked, with almost two thirds (64%) claiming they have never smoked. Malta, Romania and Italy exhibit the next highest levels of those who have never smoked with 59%, 58% and 57% respectively having never smoked.

The lowest proportions of those who have never smoked are seen in Denmark and France where only four in ten have never smoked. While there are relatively few respondents in Denmark and France who have never tried smoking it is encouraging that Denmark and France are among the countries with the greatest proportion of ex-smokers.

In terms of socio-demographics, non-smokers are more likely to be female than male, either under 24 years of age or over 55 years of age and from the higher social groups (groups 7-10). The employment status of those who have never smoked reflects their high social group and they tend to occupy managerial positions rather than manual occupations. As a consequence of being under 24 years, those who have never smoked also tend to be students.
**QD1 Regarding smoking cigarettes, cigars or a pipe, which of the following applies to you?**

<table>
<thead>
<tr>
<th></th>
<th>EU27</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>You have never smoked</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>49%</td>
<td></td>
</tr>
<tr>
<td><strong>Sex</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>38%</td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>58%</td>
<td></td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15-24</td>
<td>58%</td>
<td></td>
</tr>
<tr>
<td>25-39</td>
<td>45%</td>
<td></td>
</tr>
<tr>
<td>40-54</td>
<td>42%</td>
<td></td>
</tr>
<tr>
<td>55 +</td>
<td>52%</td>
<td></td>
</tr>
<tr>
<td><strong>Respondent occupation scale</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Self-employed</td>
<td>42%</td>
<td></td>
</tr>
<tr>
<td>Managers</td>
<td>51%</td>
<td></td>
</tr>
<tr>
<td>Other white collars</td>
<td>48%</td>
<td></td>
</tr>
<tr>
<td>Manual workers</td>
<td>39%</td>
<td></td>
</tr>
<tr>
<td>House persons</td>
<td>58%</td>
<td></td>
</tr>
<tr>
<td>Unemployed</td>
<td>33%</td>
<td></td>
</tr>
<tr>
<td>Retired</td>
<td>51%</td>
<td></td>
</tr>
<tr>
<td>Students</td>
<td>70%</td>
<td></td>
</tr>
<tr>
<td><strong>Self-positioning on the social staircase</strong></td>
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<td></td>
</tr>
<tr>
<td>Low (1-4)</td>
<td>44%</td>
<td></td>
</tr>
<tr>
<td>Medium (5-6)</td>
<td>48%</td>
<td></td>
</tr>
<tr>
<td>High (7-10)</td>
<td>52%</td>
<td></td>
</tr>
</tbody>
</table>
1.1.4 Evolutions

Whilst the question was not asked in exactly the same way as it was in autumn 2006, it is possible to compare results. Compared to autumn 2006 (EB66.2), the proportion of citizens claiming they have never smoked has increased by two percentage points (49% in 2009) and the proportion of ex-smokers has increased by one percentage point (21% in 2006). On the other hand, the proportion of smokers has declined by three points (from 32% in 2006 to 29% in 2009).

A marked decline in the proportion of smokers is recorded in particular in Germany, Italy, the Netherlands, Finland and the United Kingdom, with decreases of five points. On the other hand, a significant rise is observed in Belgium (four points).

The greatest increases in the proportion of ex-smokers have been in Slovakia, Finland and Luxembourg where five and six percentage point increases are evident. In addition, there have been increases of at least three percentage points in eight other EU Member States as shown in the table below.

The increase in the proportion of those who have never smoked appears to have occurred in fewer countries than the increase in the proportion of ex-smokers. The greatest increases in those who have never smoked are in Sweden, Italy and the Czech Republic where there have been increases of seven, six and five percentage points respectively. In addition, only four other EU Member States have shown increases of three percentage points or more.

---

4 Chewing tobacco/taking snuff were included in the results of 2006. This only impacts results for Sweden (in 2006, 8% of Swedish citizens said they chew tobacco/take snuff), Denmark and Finland (both 1% of chewing/snuffing in 2006).

5 Finnish results should be compared with care due to the inclusion of chewing and snuffing in the question of 2006.

6 Swedish results are not comparable due to the inclusion of chewing and snuffing in the question of 2006.
## Q01 Regarding smoking cigarettes, cigars or a pipe, which of the following applies to you?

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
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</tr>
</thead>
<tbody>
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<td>29%</td>
<td>-3</td>
<td>21%</td>
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<td>47%</td>
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<td>2</td>
</tr>
<tr>
<td>BE</td>
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<td>30%</td>
<td>4</td>
<td>26%</td>
<td>21%</td>
<td>-3</td>
<td>50%</td>
<td>49%</td>
<td>-1</td>
</tr>
<tr>
<td>BG</td>
<td>36%</td>
<td>39%</td>
<td>3</td>
<td>15%</td>
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<td>55%</td>
<td>5</td>
</tr>
<tr>
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<td>27%</td>
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<td>4</td>
<td>39%</td>
<td>40%</td>
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</tr>
<tr>
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<td>2</td>
</tr>
<tr>
<td>NL</td>
<td>29%</td>
<td>24%</td>
<td>-5</td>
<td>30%</td>
<td>33%</td>
<td>3</td>
<td>40%</td>
<td>43%</td>
<td>3</td>
</tr>
<tr>
<td>AT</td>
<td>31%</td>
<td>34%</td>
<td>3</td>
<td>22%</td>
<td>23%</td>
<td>1</td>
<td>46%</td>
<td>43%</td>
<td>-3</td>
</tr>
<tr>
<td>PL</td>
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<td>33%</td>
<td>-2</td>
<td>19%</td>
<td>22%</td>
<td>3</td>
<td>45%</td>
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</tr>
<tr>
<td>PT</td>
<td>24%</td>
<td>23%</td>
<td>-1</td>
<td>12%</td>
<td>13%</td>
<td>1</td>
<td>64%</td>
<td>64%</td>
<td>0</td>
</tr>
<tr>
<td>RO</td>
<td>31%</td>
<td>30%</td>
<td>-1</td>
<td>11%</td>
<td>12%</td>
<td>1</td>
<td>57%</td>
<td>58%</td>
<td>1</td>
</tr>
<tr>
<td>SI</td>
<td>25%</td>
<td>26%</td>
<td>1</td>
<td>23%</td>
<td>24%</td>
<td>1</td>
<td>54%</td>
<td>50%</td>
<td>-4</td>
</tr>
<tr>
<td>SK</td>
<td>25%</td>
<td>26%</td>
<td>1</td>
<td>15%</td>
<td>21%</td>
<td>6</td>
<td>59%</td>
<td>53%</td>
<td>-6</td>
</tr>
<tr>
<td>FI</td>
<td>26%</td>
<td>21%</td>
<td>-5</td>
<td>21%</td>
<td>27%</td>
<td>6</td>
<td>52%</td>
<td>52%</td>
<td>0</td>
</tr>
<tr>
<td>SE</td>
<td>16%</td>
<td>16%</td>
<td>0</td>
<td>29%</td>
<td>31%</td>
<td>2</td>
<td>46%</td>
<td>53%</td>
<td>7</td>
</tr>
<tr>
<td>UK</td>
<td>33%</td>
<td>28%</td>
<td>-5</td>
<td>24%</td>
<td>25%</td>
<td>1</td>
<td>44%</td>
<td>47%</td>
<td>3</td>
</tr>
<tr>
<td>CY (tc)</td>
<td>30%</td>
<td>44%</td>
<td>5</td>
<td>9%</td>
<td>10%</td>
<td>1</td>
<td>53%</td>
<td>45%</td>
<td>-7</td>
</tr>
<tr>
<td>HR</td>
<td>33%</td>
<td>33%</td>
<td>0</td>
<td>16%</td>
<td>16%</td>
<td>0</td>
<td>51%</td>
<td>49%</td>
<td>-2</td>
</tr>
<tr>
<td>TR</td>
<td>37%</td>
<td>NA</td>
<td>NA</td>
<td>10%</td>
<td>NA</td>
<td>NA</td>
<td>53%</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>MK</td>
<td>37%</td>
<td>NA</td>
<td>NA</td>
<td>11%</td>
<td>NA</td>
<td>NA</td>
<td>52%</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>
1.2 Use of other tobacco and nicotine products

- Relatively low usage by EU citizens of other products -

Regular usage of tobacco and nicotine products other than cigarettes, cigars or pipes is very low, with only 1% of EU citizens using any of the products listed (water pipe, non-combustible tobacco, nicotine-only products) on a regular basis. One-off/occasional use is somewhat higher for all three products, especially water pipe.

- Water pipe is the most used -

The water pipe (shisha, hookah) is the most used of the three products, with 12% of EU citizens having tried it at least once. Non-combustible tobacco (such as snuff, snus or chewing tobacco) has been tried by about half as many EU citizens as the water pipe (6%) and products containing nicotine but not tobacco, such as electronic cigarettes and drinks, have been tried by only 3%.

<table>
<thead>
<tr>
<th>QD2.1 Have you ever tried any of the following products?</th>
</tr>
</thead>
<tbody>
<tr>
<td>- % EU</td>
</tr>
<tr>
<td>Water pipe (shisha, hookah)</td>
</tr>
<tr>
<td>Oral tobacco (such as snuff, snus or chewing tobacco)</td>
</tr>
<tr>
<td>Products containing nicotine but not tobacco (such as electronic cigarettes or nicotine drinks)</td>
</tr>
</tbody>
</table>

Regular or one-off/occasional use of multiple other tobacco and nicotine products is greatest in Finland, Sweden and Denmark. In Finland, 9% of respondents are regularly using all three of these products or have tried them at least once. In Sweden and Denmark, regular or one-off/occasional use of two of these products is the highest; 18% and 11% respectively. In the following table, we can observe that the
regular use of oral tobacco is particularly high in Sweden, where one ex-smoker out of five (19%) uses it regularly, and even 7% among never smokers.

<table>
<thead>
<tr>
<th>QD2.2 Have you ever tried any of the following products?</th>
<th>Oral tobacco (such as snuff, snus or chewing tobacco)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Smokers</td>
</tr>
<tr>
<td>DK</td>
<td></td>
</tr>
<tr>
<td>Yes, I use it regularly</td>
<td>0%</td>
</tr>
<tr>
<td>Yes, I have tried it at least once</td>
<td>17%</td>
</tr>
<tr>
<td>No</td>
<td>83%</td>
</tr>
<tr>
<td>Don't know</td>
<td>0%</td>
</tr>
<tr>
<td>FI</td>
<td></td>
</tr>
<tr>
<td>Yes, I use it regularly</td>
<td>2%</td>
</tr>
<tr>
<td>Yes, I have tried it at least once</td>
<td>30%</td>
</tr>
<tr>
<td>No</td>
<td>68%</td>
</tr>
<tr>
<td>Don't know</td>
<td>0%</td>
</tr>
<tr>
<td>SE</td>
<td></td>
</tr>
<tr>
<td>Yes, I use it regularly</td>
<td>11%</td>
</tr>
<tr>
<td>Yes, I have tried it at least once</td>
<td>39%</td>
</tr>
<tr>
<td>No</td>
<td>50%</td>
</tr>
<tr>
<td>Don't know</td>
<td>0%</td>
</tr>
</tbody>
</table>

Regular or one-off/occasional use of other tobacco or nicotine products is lowest in Hungary, Spain, Portugal, Italy, Romania and Malta, and in the non-EU countries of Croatia and the Former Yugoslav Republic of Macedonia. In these countries, at least nine out of ten people are not using or have not tried any of the other tobacco or nicotine products listed.

1.2.1 Water pipe

Regular usage is consistently low across countries (1%). However, one-off/occasional use of the water pipe is considerably higher (11%) and varies considerably between countries.

Regular or one-off/occasional use of the water pipe is more than double the EU average in Latvia, Estonia, Denmark, Lithuania, Sweden and Cyprus where it is at its highest. In contrast, regular or one-off/occasional use is less than half the EU average in Ireland, Malta, Portugal, Romania, Spain and Italy and the non-EU countries of Croatia and the Former Yugoslav Republic of Macedonia.
Demographically, water pipe regular or one-off/occasional users are more likely to be male, young (aged 15-24 years and also to a lesser extent aged 25-39 years), have some form of higher education (they are either still in education or completed their education over 20 years of age) and from the higher social groups.

- Some of those who have never smoked have tried a water pipe -

Regular or one-off/occasional use of a water pipe is not exclusive to current smokers or those who have smoked in the past. Whilst regular or one-off/occasional use is more prevalent among current smokers, there are those who have never smoked in the past who have tried a water pipe.
QD2.1 Have you ever tried any of the following products? Water pipe (shisha, hookah)

<table>
<thead>
<tr>
<th></th>
<th>Yes (Total)</th>
<th>No</th>
<th>DK</th>
</tr>
</thead>
<tbody>
<tr>
<td>EU27</td>
<td>12%</td>
<td>88%</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Sex</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>15%</td>
<td>84%</td>
<td>1%</td>
</tr>
<tr>
<td>Female</td>
<td>8%</td>
<td>91%</td>
<td>1%</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15-24</td>
<td>26%</td>
<td>73%</td>
<td>1%</td>
</tr>
<tr>
<td>25-39</td>
<td>17%</td>
<td>83%</td>
<td>0%</td>
</tr>
<tr>
<td>40-54</td>
<td>9%</td>
<td>90%</td>
<td>1%</td>
</tr>
<tr>
<td>55+</td>
<td>4%</td>
<td>96%</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Education (End of)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15-19</td>
<td>4%</td>
<td>95%</td>
<td>1%</td>
</tr>
<tr>
<td>20+</td>
<td>11%</td>
<td>89%</td>
<td>0%</td>
</tr>
<tr>
<td>Still studying</td>
<td>16%</td>
<td>83%</td>
<td>1%</td>
</tr>
<tr>
<td><strong>Respondent occupation scale</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Self- employed</td>
<td>13%</td>
<td>86%</td>
<td>1%</td>
</tr>
<tr>
<td>Managers</td>
<td>17%</td>
<td>82%</td>
<td>1%</td>
</tr>
<tr>
<td>Other white collars</td>
<td>15%</td>
<td>85%</td>
<td>0%</td>
</tr>
<tr>
<td>Manual workers</td>
<td>12%</td>
<td>87%</td>
<td>1%</td>
</tr>
<tr>
<td>House persons</td>
<td>5%</td>
<td>94%</td>
<td>1%</td>
</tr>
<tr>
<td>Unemployed</td>
<td>15%</td>
<td>84%</td>
<td>1%</td>
</tr>
<tr>
<td>Retired</td>
<td>3%</td>
<td>96%</td>
<td>1%</td>
</tr>
<tr>
<td>Students</td>
<td>25%</td>
<td>74%</td>
<td>1%</td>
</tr>
<tr>
<td><strong>Self-positioning on the social staircase</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Low (1-4)</td>
<td>12%</td>
<td>87%</td>
<td>1%</td>
</tr>
<tr>
<td>Medium (5-6)</td>
<td>11%</td>
<td>89%</td>
<td>0%</td>
</tr>
<tr>
<td>High (7-10)</td>
<td>14%</td>
<td>85%</td>
<td>1%</td>
</tr>
</tbody>
</table>
1.2.2 Non-combustible tobacco

- Only in Sweden is there significant use of non-combustible tobacco -

Regular usage of non-combustible tobacco is consistently low across almost all countries. Sweden is the only country where there is significant regular usage, at 12%, in the other countries regular usage is 3% or less.

One-off/occasional use of non-combustible tobacco is also highest in Sweden, with more than a quarter of respondents having tried it. In Finland, one-off/occasional use is the next highest with almost two in ten having tried it.
One-off/occasional use of non-combustible tobacco in Denmark, Austria and Estonia ranks third and is double the EU average. On the other hand, in Malta and Romania and Turkey one-off/occasional use is lowest at 1% or less.

- **Non-combustible tobacco is being used by some who have never smoked** -

Non-combustible tobacco is consumed by more males than females, those who continued their education after the age of 20 years and those employed as managers and the self-employed. Smokers and ex-smokers are equally likely to be the main consumers of non-combustible tobacco (9% of smokers use it regularly or have tried it; 10% of ex-smokers use it regularly or have tried it). Notably, non-combustible tobacco is being used by some who have never smoked tobacco (2% of those who have never smoked have tried non-combustible tobacco).

### QD2.2 Have you ever tried any of the following products? Oral tobacco (such as snuff, snus or chewing tobacco)

<table>
<thead>
<tr>
<th></th>
<th>Yes (Total)</th>
<th>No</th>
<th>DK</th>
</tr>
</thead>
<tbody>
<tr>
<td>EU27</td>
<td>6%</td>
<td>94%</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Sex</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>9%</td>
<td>90%</td>
<td>1%</td>
</tr>
<tr>
<td>Female</td>
<td>2%</td>
<td>97%</td>
<td>1%</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15-24</td>
<td>7%</td>
<td>92%</td>
<td>1%</td>
</tr>
<tr>
<td>25-39</td>
<td>7%</td>
<td>92%</td>
<td>1%</td>
</tr>
<tr>
<td>40-54</td>
<td>6%</td>
<td>93%</td>
<td>1%</td>
</tr>
<tr>
<td>55+</td>
<td>4%</td>
<td>95%</td>
<td>1%</td>
</tr>
<tr>
<td><strong>Education (End of)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15-19</td>
<td>4%</td>
<td>96%</td>
<td>0%</td>
</tr>
<tr>
<td>16-19</td>
<td>6%</td>
<td>94%</td>
<td>0%</td>
</tr>
<tr>
<td>20+</td>
<td>8%</td>
<td>91%</td>
<td>1%</td>
</tr>
<tr>
<td>Still studying</td>
<td>7%</td>
<td>92%</td>
<td>1%</td>
</tr>
<tr>
<td><strong>Respondent occupation scale</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Self-employed</td>
<td>9%</td>
<td>90%</td>
<td>1%</td>
</tr>
<tr>
<td>Managers</td>
<td>10%</td>
<td>90%</td>
<td>0%</td>
</tr>
<tr>
<td>Other white collars</td>
<td>7%</td>
<td>93%</td>
<td>0%</td>
</tr>
<tr>
<td>Manual workers</td>
<td>6%</td>
<td>94%</td>
<td>0%</td>
</tr>
<tr>
<td>House persons</td>
<td>2%</td>
<td>97%</td>
<td>1%</td>
</tr>
<tr>
<td>Unemployed</td>
<td>5%</td>
<td>94%</td>
<td>1%</td>
</tr>
<tr>
<td>Retired</td>
<td>4%</td>
<td>95%</td>
<td>1%</td>
</tr>
<tr>
<td>Students</td>
<td>7%</td>
<td>92%</td>
<td>1%</td>
</tr>
<tr>
<td><strong>Smokers/ Non-Smokers</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Smokers</td>
<td>9%</td>
<td>91%</td>
<td>0%</td>
</tr>
<tr>
<td>Stopped smoking</td>
<td>10%</td>
<td>90%</td>
<td>0%</td>
</tr>
<tr>
<td>Never smoked</td>
<td>2%</td>
<td>97%</td>
<td>1%</td>
</tr>
</tbody>
</table>
1.2.3 Products containing nicotine but not tobacco

- **In most countries regular or one-off/occasional use is 5% or less** -

On average, 3% of Europeans use regularly (1%) or have tried at least once (2%) products containing nicotine but not tobacco.

- **Regular or one-off/occasional use is in double digits in Finland, Denmark and Sweden** -

The most notable exceptions are Finland, Denmark and Sweden. In each of these countries, the combination of those who use these products regularly plus those who have tried them at all is in double digits in each country (14%, 13% and 10% respectively). The other countries in which the regular and one-off/occasional use of products containing nicotine but not tobacco exceeds 5% are Slovenia and the UK.

In Greece, Spain, Cyprus, Lithuania and Portugal and in the non-EU countries of Croatia, Turkey and the Former Yugoslav Republic of Macedonia regular or one-off/occasional use of products containing nicotine but not tobacco is lowest at only 1%.
Demographically, products containing nicotine but not tobacco appeal to current smokers more than others; however, these products are not exclusively appealing to smokers or those who have given up smoking. Some respondents who have never smoked have also tried these products containing nicotine but not tobacco but, as with non-combustible tobacco, they are not the main consumers of these products.
QD2.3 Have you ever tried any of the following products?
Products containing nicotine but not tobacco (such as electronic cigarettes or nicotine drinks)

<table>
<thead>
<tr>
<th></th>
<th>Yes (Total)</th>
<th>No</th>
<th>DK</th>
</tr>
</thead>
<tbody>
<tr>
<td>EU27</td>
<td>3%</td>
<td>96%</td>
<td>1%</td>
</tr>
<tr>
<td><strong>Sex</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>4%</td>
<td>96%</td>
<td>0%</td>
</tr>
<tr>
<td>Female</td>
<td>2%</td>
<td>97%</td>
<td>1%</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15-24</td>
<td>3%</td>
<td>96%</td>
<td>1%</td>
</tr>
<tr>
<td>25-39</td>
<td>5%</td>
<td>95%</td>
<td>0%</td>
</tr>
<tr>
<td>40-54</td>
<td>3%</td>
<td>96%</td>
<td>1%</td>
</tr>
<tr>
<td>55+</td>
<td>2%</td>
<td>97%</td>
<td>1%</td>
</tr>
<tr>
<td><strong>Education (End of)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15-</td>
<td>2%</td>
<td>97%</td>
<td>1%</td>
</tr>
<tr>
<td>16-19</td>
<td>4%</td>
<td>96%</td>
<td>0%</td>
</tr>
<tr>
<td>20+</td>
<td>4%</td>
<td>95%</td>
<td>1%</td>
</tr>
<tr>
<td>Still studying</td>
<td>2%</td>
<td>97%</td>
<td>1%</td>
</tr>
<tr>
<td><strong>Respondent occupation scale</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Self- employed</td>
<td>5%</td>
<td>95%</td>
<td>0%</td>
</tr>
<tr>
<td>Managers</td>
<td>3%</td>
<td>96%</td>
<td>1%</td>
</tr>
<tr>
<td>Other white collars</td>
<td>4%</td>
<td>95%</td>
<td>1%</td>
</tr>
<tr>
<td>Manual workers</td>
<td>4%</td>
<td>96%</td>
<td>0%</td>
</tr>
<tr>
<td>House persons</td>
<td>3%</td>
<td>97%</td>
<td>0%</td>
</tr>
<tr>
<td>Unemployed</td>
<td>4%</td>
<td>96%</td>
<td>0%</td>
</tr>
<tr>
<td>Retired</td>
<td>2%</td>
<td>97%</td>
<td>1%</td>
</tr>
<tr>
<td>Students</td>
<td>2%</td>
<td>97%</td>
<td>1%</td>
</tr>
<tr>
<td><strong>Self-positioning on the social staircase</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Low (1-4)</td>
<td>3%</td>
<td>96%</td>
<td>1%</td>
</tr>
<tr>
<td>Medium (5-6)</td>
<td>3%</td>
<td>96%</td>
<td>1%</td>
</tr>
<tr>
<td>High (7-10)</td>
<td>4%</td>
<td>95%</td>
<td>1%</td>
</tr>
<tr>
<td><strong>Smokers/ Non-Smokers</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Smokers</td>
<td>7%</td>
<td>93%</td>
<td>0%</td>
</tr>
<tr>
<td>Stopped smoking</td>
<td>4%</td>
<td>96%</td>
<td>0%</td>
</tr>
<tr>
<td>Never smoked</td>
<td>1%</td>
<td>98%</td>
<td>1%</td>
</tr>
</tbody>
</table>
2  TOBACCO CONSUMPTION

2.1  Frequency of using tobacco products

- Manufactured cigarettes are smoked most frequently -

QD3a Do you use the following tobacco products every day, occasionally or not at all? - EU
(Base: Smokers EB72.3, n=7851)

- Yes, every day  - Yes, occasionally  - No, not at all

Manufactured cigarettes

<table>
<thead>
<tr>
<th></th>
<th>Yes, every day</th>
<th>Yes, occasionally</th>
<th>No, not at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>EU</td>
<td>79%</td>
<td>14%</td>
<td>7%</td>
</tr>
</tbody>
</table>

Hand-rolled cigarettes

<table>
<thead>
<tr>
<th></th>
<th>Yes, every day</th>
<th>Yes, occasionally</th>
<th>No, not at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>EU</td>
<td>15%</td>
<td>19%</td>
<td>66%</td>
</tr>
</tbody>
</table>

Cigars

<table>
<thead>
<tr>
<th></th>
<th>Yes, every day</th>
<th>No, not at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>EU</td>
<td>12%</td>
<td>87%</td>
</tr>
</tbody>
</table>

Water pipe (shisha, hookah)

<table>
<thead>
<tr>
<th></th>
<th>Yes, every day</th>
<th>No, not at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>EU</td>
<td>9%</td>
<td>91%</td>
</tr>
</tbody>
</table>

Pipe

<table>
<thead>
<tr>
<th></th>
<th>Yes, every day</th>
<th>No, not at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>EU</td>
<td>4%</td>
<td>95%</td>
</tr>
</tbody>
</table>
Manufactured cigarettes are the most widely used tobacco product in the EU. Amongst current smokers, eight out of ten smoke manufactured cigarettes daily (equivalent to 23% of EU citizens, with an additional 4% smoking them occasionally). Hand-rolled cigarettes, on the other hand, are only smoked every day by one in seven smokers with slightly more smoking them occasionally (4% of EU citizens smoke them daily and 6% smoke them occasionally). Cigars, water pipes and pipes are smoked far less than cigarettes (13%, 9% and 5%, respectively) and all three are used almost exclusively on an occasional basis only.

Everyday usage is highest in Bulgaria, Romania, Italy, Austria, Greece, Latvia, Turkey, and the Former Yugoslav Republic of Macedonia and Croatia with over 90% of smokers smoking manufactured cigarettes every day. Bulgaria, Greece, Turkey and the Former Yugoslav Republic of Macedonia are also among those with the highest proportion of smokers, which indicates that these countries are those with a high proportion of relatively frequent smokers. Conversely, in the Netherlands, UK, Belgium, France and Germany smoking of manufactured cigarettes is lower than the EU average (49%, 67%, 68%, 68%, 69% respectively).

Hand-rolled cigarettes are smoked by one in three EU smokers. However, at least half of all smokers in the Netherlands, Belgium and the UK smoke hand-rolled cigarettes either every day or occasionally – although these countries had lower than average usage of manufactured cigarettes smokers the use of hand-rolled cigarettes appears to be substituting it. Hand-rolled cigarette usage is lowest in Bulgaria and Romania, with one in ten or less smoking them. Socio-demographically, men and the lower social groups (1-4) smoke hand-rolled cigarettes more than others.

- Cigars, water pipes and pipes mainly smoked occasionally -

Cigars tend to be smoked occasionally rather than daily (12% ‘occasionally’ versus 1% ‘every day’). Consumption is particularly high in Finland, Austria and the Netherlands, where occasional consumption reaches 27%, 23% and 21% respectively. Conversely, total consumption is relatively low in Bulgaria (4%), Poland (4%), Ireland (7%) and Greece (8%) and in the candidate countries of Croatia (8%) and Turkey (8%). Demographically, cigar smokers tend to be men (21% among men compared with 3%
among women) and from the higher social groups (17% of higher social groups compared with 11% in lower social groups).

Water pipe usage among smokers is almost exclusively reserved for occasional use (9% at European level); very few use water pipes daily. Occasional use is significantly higher in the Member States of Latvia (22%), Lithuania (20%), the Czech Republic (20%) and Estonia (19%) and Turkey (23%). On the other hand, usage is low in Ireland (2%), Italy (3%) and Portugal (3%) and in the candidate countries of Croatia (2%) and the Former Yugoslav Republic of Macedonia (3%). Water pipes are used by men more than women (11% and 6% respectively) and by 15-24 year olds (23%); as a consequence of the younger age profile they are used by students more than others (27%).

Pipe usage varies between countries but for the most part it is consistently low (5% at European level). Usage is markedly higher in Lithuania (15%) where overall use is consequently triple the EU average. Pipe usage is lowest in Bulgaria (1%), Greece (1%) and Cyprus (1%) and the candidate country of Croatia (1%). Men smoke pipes more than women (7% and 1% respectively).

- Nine out of ten ex-smokers used to smoke manufactured cigarettes -

Most ex-smokers recall smoking manufactured cigarettes before they gave up; 69% every day and 21% occasionally. Use of manufactured cigarettes was highest in Malta (99%), Bulgaria (98%), Cyprus (98%), Finland (98%) and Turkey (100%). Conversely, use of manufactured cigarettes was lowest in Romania (80%) and Slovakia (81%).
On average, a quarter of ex-smokers report rolling their own cigarettes either every day or occasionally. However, the Dutch recalled the highest levels of rolling their own (52%) and the Bulgarians the lowest (6%).

One in five ex-smokers recalled smoking cigars, mainly on an occasional basis. The incidence of cigar smoking was highest among Dutch and Finnish ex-smokers at 37% and 33% respectively, whilst it was lowest among Bulgarians (6%) and the non-EU Croatians (5%).

Fewer ex-smokers remembered smoking a pipe (13% either every day or occasionally). The incidence of pipe smoking was highest in Denmark, Finland and Sweden where between 24% and 28% smoked a pipe before quitting. The incidence of pipe smoking was relatively low across countries and was 5% or less in seven of the remaining 24 EU countries and in two of the non-EU countries.
2.2 Amount per day

2.2.1 Number of cigarettes smoked

- The country averages range from half a pack to a pack of cigarettes a day -

On average EU smokers are smoking 14.4 cigarettes (manufactured or hand-rolled) per day. The average ranges from as few as 10.1 cigarettes per day in Sweden to slightly over 21 in Greece and Cyprus.
The number of cigarettes smoked varies by socio-demographic; men are smoking more than women, younger smokers are smoking less than others, lower social groups tend to smoke more than higher groups, the self-employed are smoking more than others in employment and students are smoking the least.
In addition, those exposed to tobacco smoke at work are smoking more cigarettes per day than those who are not exposed to tobacco smoke at work. Therefore, the implication is that by not being around smoke at work people are smoking fewer cigarettes per day in total. Further research would be needed to understand if people choose to avoid smoke at work or if this restriction is being enforced on them.

**QD4a On average, how many cigarettes do you smoke each day?** (IF 'CIGARETTES SMOKER', CODE 1 OR 2 IN QD3a1 OR code 1 OR 2 IN QD3a2)

<table>
<thead>
<tr>
<th></th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>EU27</td>
<td>14.4</td>
</tr>
<tr>
<td><strong>Sex</strong></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>15.7</td>
</tr>
<tr>
<td>Female</td>
<td>12.8</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
</tr>
<tr>
<td>15-24</td>
<td>11.7</td>
</tr>
<tr>
<td>25-39</td>
<td>13.9</td>
</tr>
<tr>
<td>40-54</td>
<td>16.2</td>
</tr>
<tr>
<td>55+</td>
<td>15.1</td>
</tr>
<tr>
<td><strong>Education (End of)</strong></td>
<td></td>
</tr>
<tr>
<td>15-</td>
<td>16.3</td>
</tr>
<tr>
<td>16-19</td>
<td>14.8</td>
</tr>
<tr>
<td>20+</td>
<td>13.3</td>
</tr>
<tr>
<td>Still studying</td>
<td>9.9</td>
</tr>
<tr>
<td><strong>Respondent occupation scale</strong></td>
<td></td>
</tr>
<tr>
<td>Self- employed</td>
<td>17.1</td>
</tr>
<tr>
<td>Managers</td>
<td>13.2</td>
</tr>
<tr>
<td>Other white collars</td>
<td>13.4</td>
</tr>
<tr>
<td>Manual workers</td>
<td>14.8</td>
</tr>
<tr>
<td>House persons</td>
<td>14.2</td>
</tr>
<tr>
<td>Unemployed</td>
<td>15.3</td>
</tr>
<tr>
<td>Retired</td>
<td>15.2</td>
</tr>
<tr>
<td>Students</td>
<td>9.9</td>
</tr>
<tr>
<td><strong>Self-positioning on the social staircase</strong></td>
<td></td>
</tr>
<tr>
<td>Low (1-4)</td>
<td>15.3</td>
</tr>
<tr>
<td>Medium (5-6)</td>
<td>14.3</td>
</tr>
<tr>
<td>High (7-10)</td>
<td>13.8</td>
</tr>
<tr>
<td><strong>Exposure to tobacco at work</strong></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>16.1</td>
</tr>
<tr>
<td>No</td>
<td>13.5</td>
</tr>
</tbody>
</table>
2.2.2 Number of cigars smoked

Fewer cigars are smoked per day than cigarettes as would be expected given that cigars tend to be smoked occasionally. The average cigar smoker in the EU smokes 3.4 cigars per day.

There is a range in the number of cigars smoked per day across countries, from less than one per day in Cyprus and Turkey and the Former Yugoslav Republic of Macedonia to 9.2 per day in Estonia. Since cigars are not as widely smoked as cigarettes the respondent base per country is relatively small and so caution should be taken in drawing definitive conclusions per country. Nevertheless, it is evident that cigar smokers in Estonia and Austria and the non-EU country of Croatia are smoking relatively more than others (9.2, 7.1 and 13.2 per day respectively).

---

7 Please note that the total amount of cigar smokers per country is very low (base for EU27 = 1027 respondents). All analytical reflection between countries should therefore be treated with extreme care.
2.2.3 Number of pipes smoked

The number of pipes smoked by pipe smokers per day is of the same magnitude as the number of cigars smoked by cigar smokers, at 3.2 pipes per day.

However, the frequency of pipe smokers is less than half that of cigar smokers since only 5% smoke a pipe either occasionally or every day, whereas 13% smoke a cigar on the same basis. Thus, the bases per country do not permit further country analysis.
3  GIVING UP SMOKING

3.1  Frequency of attempts to give up

- *Three out of ten smokers have tried to quit in the last 12 months* -

On average, almost three out of ten smokers across the EU countries have tried to quit smoking at least once in the last 12 months (28%). Almost half of those who have tried to give up smoking have tried to do so on more than one occasion.
More smokers in Lithuania, Latvia and Estonia have tried to give up than in any of the other countries (47%, 43% and 43% respectively attempting to give up at least once).

**- In Portugal and Greece only 17% of smokers attempt to give up -**

In Portugal and Greece the lowest incidence of attempting to quit smoking is seen, with only 17% of smokers in each country trying to give up smoking.

**- A small fall at European level compared to 2006 conceals very different situations in each country -**

Whilst the question was not asked in exactly the same way as in autumn 2006, it is possible to compare results. Compared to autumn 2006 (EB66.2), the proportion of respondents claiming they have tried to quit smoking in the last 12 months has declined by three percentage points (from 31% in 2006 to 28% in 2009). A strong fall in the proportion of smokers trying to quit can be seen above all in Hungary and Portugal (decline of fifteen percentage points), the United Kingdom and Bulgaria (-14) and Greece (-13). On the other hand, some significant increases are observed in the Baltic States of Lithuania, Estonia and Latvia, with increases of 21, 15 and 11 points respectively.
**QD10 Have you tried to quit smoking in the last 12 months?**

<table>
<thead>
<tr>
<th></th>
<th>Total Yes</th>
<th>Diff. 2009 - 2006</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2006</td>
<td>2009</td>
</tr>
<tr>
<td>EU27</td>
<td>31%</td>
<td>28%</td>
</tr>
<tr>
<td>BE</td>
<td>34%</td>
<td>28%</td>
</tr>
<tr>
<td>BG</td>
<td>42%</td>
<td>28%</td>
</tr>
<tr>
<td>CZ</td>
<td>28%</td>
<td>22%</td>
</tr>
<tr>
<td>DK</td>
<td>36%</td>
<td>29%</td>
</tr>
<tr>
<td>DE</td>
<td>27%</td>
<td>25%</td>
</tr>
<tr>
<td>EE</td>
<td>28%</td>
<td>43%</td>
</tr>
<tr>
<td>IE</td>
<td>40%</td>
<td>35%</td>
</tr>
<tr>
<td>EL</td>
<td>30%</td>
<td>17%</td>
</tr>
<tr>
<td>ES</td>
<td>19%</td>
<td>23%</td>
</tr>
<tr>
<td>FR</td>
<td>31%</td>
<td>26%</td>
</tr>
<tr>
<td>IT</td>
<td>22%</td>
<td>23%</td>
</tr>
<tr>
<td>CY</td>
<td>38%</td>
<td>29%</td>
</tr>
<tr>
<td>LV</td>
<td>32%</td>
<td>43%</td>
</tr>
<tr>
<td>LT</td>
<td>26%</td>
<td>47%</td>
</tr>
<tr>
<td>LU</td>
<td>37%</td>
<td>27%</td>
</tr>
<tr>
<td>HU</td>
<td>43%</td>
<td>28%</td>
</tr>
<tr>
<td>MT</td>
<td>36%</td>
<td>33%</td>
</tr>
<tr>
<td>NL</td>
<td>31%</td>
<td>25%</td>
</tr>
<tr>
<td>AT</td>
<td>18%</td>
<td>21%</td>
</tr>
<tr>
<td>PL</td>
<td>34%</td>
<td>40%</td>
</tr>
<tr>
<td>PT</td>
<td>32%</td>
<td>17%</td>
</tr>
<tr>
<td>RO</td>
<td>32%</td>
<td>38%</td>
</tr>
<tr>
<td>SI</td>
<td>24%</td>
<td>29%</td>
</tr>
<tr>
<td>SK</td>
<td>40%</td>
<td>29%</td>
</tr>
<tr>
<td>FI</td>
<td>33%</td>
<td>38%</td>
</tr>
<tr>
<td>SE</td>
<td>32%</td>
<td>34%</td>
</tr>
<tr>
<td>UK</td>
<td>46%</td>
<td>32%</td>
</tr>
<tr>
<td>CY (tcc)</td>
<td>29%</td>
<td>35%</td>
</tr>
<tr>
<td>HR</td>
<td>27%</td>
<td>27%</td>
</tr>
<tr>
<td>TR</td>
<td>NA</td>
<td>24%</td>
</tr>
<tr>
<td>MK</td>
<td>NA</td>
<td>36%</td>
</tr>
</tbody>
</table>

* The wording in 2006 was slightly different:  
"Have you tried to give up smoking in the last 12 months?  
(IF YES) How many times have you tried to give up smoking in the last 12 months?"
There are few socio-demographics distinguishing a smoker who attempts to quit smoking. Those who try to give up are female rather than male and younger (under 39 years) rather than older smokers. Notably, there is no relevant difference between social groups.

| QD10 Have you tried to quit smoking in the last 12 months? (IF 'SMOKE AT THE PRESENT TIME', CODE 1 IN QD1) |
|-----------------------------------------------|--------|--------|--------|
|                                               | Yes (total) | No     | DK     |
| EU27                                          | 28%    | 72%    | 0%     |
| **Age**                                       |         |        |        |
| 15-24                                         | 33%    | 66%    | 1%     |
| 25-39                                         | 28%    | 72%    | 0%     |
| 40-54                                         | 25%    | 75%    | 0%     |
| 55+                                           | 28%    | 72%    | 0%     |
| **Education (End of)**                        |         |        |        |
| 15-                                           | 27%    | 73%    | 0%     |
| 16-19                                         | 27%    | 73%    | 0%     |
| 20+                                           | 29%    | 70%    | 1%     |
| Still studying                                | 32%    | 68%    | 0%     |
| **Respondent occupation scale**               |         |        |        |
| Self-employed                                 | 21%    | 79%    | 0%     |
| Managers                                      | 29%    | 71%    | 0%     |
| Other white collars                           | 28%    | 72%    | 0%     |
| Manual workers                                | 24%    | 75%    | 1%     |
| House persons                                 | 31%    | 69%    | 0%     |
| Unemployed                                    | 35%    | 64%    | 1%     |
| Retired                                       | 28%    | 71%    | 1%     |
| Students                                      | 32%    | 68%    | 0%     |
| **Self-positioning on the social staircase**  |         |        |        |
| Low (1-4)                                     | 29%    | 71%    | 0%     |
| Medium (5-6)                                  | 28%    | 72%    | 0%     |
| High (7-10)                                   | 28%    | 72%    | 0%     |
| **Exposure to tobacco at work**               |         |        |        |
| Yes                                           | 26%    | 74%    | 0%     |
| No                                            | 25%    | 75%    | 0%     |
3.2 Duration of latest attempt

- The duration of the attempt is shorter compared to 2006 -

When smokers try to give up smoking the length of time they are successful for before they smoke again varies. On average, among the respondents who had tried to give up, about half quit for less than a week (51%) whilst the other half (48%) managed to quit for up to 2 months (29%) and longer (19%) before smoking again.

The length of time that smokers are able to give up for has changed since autumn 2006 when EB 66.2 was conducted. In 2006, 27% had given up for more than two months at their last attempt. This is significantly different from the 19% now who claim that their last attempt lasted over 2 months.

Base: Those who have tried quitting in the last 12 months EB72.3, n=2174; EB66.2, n=2408
There are country variations in the differences between EB66.2 and now, however the small base sizes mean that definitive country conclusions are unreliable with exception of the following: fewer respondents in the Czech Republic, Slovakia, Hungary, Greece, France, the UK, and Sweden stop for over two months. On the contrary, compared to 2006, a greater proportion of Maltese respondents indicated now that they stopped for over two months.

In 2009, Spain is the only country where smokers are able to give up for longer than the EU average, with 64% quitting for more than a week at their last attempt. In Slovakia and Italy smokers are less successful than their counterparts in the EU, with only 24% and 30% respectively quitting for more than a week at their last attempt.

### 3.3 Aids used in latest attempt

#### 3.3.1 Aids used by smokers

- 33% of smokers used a quitting aid in their latest attempt -

A third of smokers used at least one aid in their last attempt to quit smoking.

In Austria, Sweden, Finland, the UK, Denmark, Ireland and Belgium smokers who have attempted to quit but have started smoking again show a higher than average use of quitting aids. Smokers using the fewest aids are those from Germany, where around nine out of ten do not use aids in their attempts to give up smoking.
<table>
<thead>
<tr>
<th>Country</th>
<th>None - %</th>
<th>Average of aids used</th>
</tr>
</thead>
<tbody>
<tr>
<td>EU27</td>
<td>67%</td>
<td>0.6</td>
</tr>
<tr>
<td>DE</td>
<td>69%</td>
<td>0.1</td>
</tr>
<tr>
<td>EL</td>
<td>85%</td>
<td>0.2</td>
</tr>
<tr>
<td>SI</td>
<td>84%</td>
<td>0.2</td>
</tr>
<tr>
<td>LT</td>
<td>83%</td>
<td>0.2</td>
</tr>
<tr>
<td>RO</td>
<td>83%</td>
<td>0.3</td>
</tr>
<tr>
<td>IT</td>
<td>80%</td>
<td>0.5</td>
</tr>
<tr>
<td>BG</td>
<td>79%</td>
<td>0.2</td>
</tr>
<tr>
<td>LV</td>
<td>74%</td>
<td>0.3</td>
</tr>
<tr>
<td>NL</td>
<td>71%</td>
<td>0.4</td>
</tr>
<tr>
<td>PT</td>
<td>71%</td>
<td>0.5</td>
</tr>
<tr>
<td>SK</td>
<td>71%</td>
<td>0.6</td>
</tr>
<tr>
<td>EE</td>
<td>70%</td>
<td>0.3</td>
</tr>
<tr>
<td>MT</td>
<td>69%</td>
<td>0.5</td>
</tr>
<tr>
<td>HU</td>
<td>60%</td>
<td>0.6</td>
</tr>
<tr>
<td>CY</td>
<td>67%</td>
<td>0.5</td>
</tr>
<tr>
<td>ES</td>
<td>66%</td>
<td>0.6</td>
</tr>
<tr>
<td>FR</td>
<td>64%</td>
<td>0.5</td>
</tr>
<tr>
<td>PL</td>
<td>62%</td>
<td>0.7</td>
</tr>
<tr>
<td>CZ</td>
<td>59%</td>
<td>0.5</td>
</tr>
<tr>
<td>BE</td>
<td>55%</td>
<td>0.8</td>
</tr>
<tr>
<td>LU</td>
<td>54%</td>
<td>0.7</td>
</tr>
<tr>
<td>IE</td>
<td>53%</td>
<td>0.6</td>
</tr>
<tr>
<td>DK</td>
<td>46%</td>
<td>0.9</td>
</tr>
<tr>
<td>UK</td>
<td>45%</td>
<td>1.2</td>
</tr>
<tr>
<td>FI</td>
<td>42%</td>
<td>1</td>
</tr>
<tr>
<td>SE</td>
<td>40%</td>
<td>0.8</td>
</tr>
<tr>
<td>AT</td>
<td>31%</td>
<td>1.1</td>
</tr>
<tr>
<td>CY (tcc)</td>
<td>69%</td>
<td>0.1</td>
</tr>
<tr>
<td>TR</td>
<td>83%</td>
<td>0.2</td>
</tr>
<tr>
<td>MK</td>
<td>81%</td>
<td>0.3</td>
</tr>
<tr>
<td>HR</td>
<td>72%</td>
<td>0.3</td>
</tr>
</tbody>
</table>

Significant statistical difference between country results and European average.
Nicotine replacement medications are the most popular quitting aid used by smokers (23%). The greatest use of nicotine replacement medications is in Austria (57%), the UK (46%), Finland (45%), Denmark (42%) and Ireland (40%). Notably, Austria, Finland and Denmark are also countries where the use of other nicotine products (water pipe, oral tobacco and other products) is higher than in the rest of Europe. Use is lowest in Greece and East Germany, where it is 3% or less.

Second to nicotine replacement medications among smokers who have attempted to give up is advice from doctors and or other health professionals (15%). Advice from doctors and health professionals varies from around 30% in the UK and Belgium to 3% in Estonia.

### QD12a. At your last quit attempt, did you use any of the following?
(Base: Smokers who have tried quitting in the last 12 months)

**Answer: Yes**

Please note that the total amount of unsuccessful quitters per country is very low. We have therefore divided countries into 3 groups: countries with a score significantly higher than the EU average, countries at EU average (not shown below) and countries with a score significantly lower than the EU average.

<table>
<thead>
<tr>
<th>Nicotine replacement medications like nicotine gum, patch or inhaler</th>
<th>Advice from the doctor or other health professional</th>
<th>Medications that require a prescription</th>
</tr>
</thead>
<tbody>
<tr>
<td>EU27 23%</td>
<td>EU27 15%</td>
<td>EU27 7%</td>
</tr>
<tr>
<td>Higher than average</td>
<td>Lower than average</td>
<td>Higher than average</td>
</tr>
<tr>
<td>AT</td>
<td>LT</td>
<td>UK</td>
</tr>
<tr>
<td>UK</td>
<td>IT</td>
<td>BE</td>
</tr>
<tr>
<td>FI</td>
<td>PT</td>
<td>RO</td>
</tr>
<tr>
<td>DK</td>
<td>RO</td>
<td>DE</td>
</tr>
<tr>
<td>IE</td>
<td>SI</td>
<td>LV</td>
</tr>
<tr>
<td>BG</td>
<td>BE</td>
<td>EE</td>
</tr>
<tr>
<td>TR</td>
<td>MK</td>
<td>TR</td>
</tr>
<tr>
<td>CY (tcc)</td>
<td>HR</td>
<td></td>
</tr>
</tbody>
</table>

About one in fifteen used prescription medication in their last quit attempt. Smokers in Belgium, Finland and the UK use prescribed medication the most, whereas conversely
those in Estonia do not use it; this is not surprising given that relatively few Estonian smokers (3%) sought advice from a doctor or health professional when trying to quit.

- *Quitlines and alternative therapies are among the least popular aids* -

The use of quitlines and alternative therapies is relatively low among smokers who have failed to quit. Only in Sweden and the UK are there notable country differences. In the UK, 17% are using special stop-smoking services such as clinics or specialists, compared to the EU average of 5%. In Sweden, 25% of smokers used non-combustible tobacco in their last failed attempt compared to the EU average of 2%.

Socio-demographically, quitting aids are more likely to be used by smokers aged 25-54 years; smokers under 24 years are least likely to use them. As a consequence of this age profile, students are also less likely to be users of quitting aids.

<table>
<thead>
<tr>
<th>QD12aT Number of aids used at last quit smoking attempt (IF 'HAS TRIED QUITTING IN THE LAST 12 MONTHS', CODE 1 TO 3 IN QD10)</th>
<th>None</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>EU27</td>
<td>67%</td>
<td>0.6</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15-24</td>
<td>81%</td>
<td>0.4</td>
</tr>
<tr>
<td>25-39</td>
<td>62%</td>
<td>0.7</td>
</tr>
<tr>
<td>40-54</td>
<td>62%</td>
<td>0.6</td>
</tr>
<tr>
<td>55 +</td>
<td>65%</td>
<td>0.6</td>
</tr>
<tr>
<td><strong>Education (End of)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15-</td>
<td>66%</td>
<td>0.6</td>
</tr>
<tr>
<td>16-19</td>
<td>68%</td>
<td>0.5</td>
</tr>
<tr>
<td>20+</td>
<td>62%</td>
<td>0.8</td>
</tr>
<tr>
<td>Still studying</td>
<td>79%</td>
<td>0.3</td>
</tr>
<tr>
<td><strong>Self-positioning on the social staircase</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Low (1-4)</td>
<td>68%</td>
<td>0.5</td>
</tr>
<tr>
<td>Medium (5-6)</td>
<td>63%</td>
<td>0.7</td>
</tr>
<tr>
<td>High (7-10)</td>
<td>71%</td>
<td>0.6</td>
</tr>
</tbody>
</table>
3.3.2 Aids used by ex-smokers

- One in five ex-smokers used a quitting aid when they gave up -

Only 20% of ex-smokers used aid when they stopped smoking.

Ex-smokers in Austria, Sweden, Ireland and Denmark exhibited the highest use of smoking aids. Use of aids among ex-smokers was lowest in Latvia, Italy and Lithuania, where 90% or more did not use any aids when they gave up smoking.
### QD12bT Number of aids used to stop smoking

(if used to smoke but has stopped)

<table>
<thead>
<tr>
<th>Country</th>
<th>None - %</th>
<th>Average of aids used</th>
</tr>
</thead>
<tbody>
<tr>
<td>EU27</td>
<td>80%</td>
<td>0.3</td>
</tr>
<tr>
<td>LV</td>
<td>92%</td>
<td>0.1</td>
</tr>
<tr>
<td>IT</td>
<td>90%</td>
<td>0.2</td>
</tr>
<tr>
<td>LT</td>
<td>90%</td>
<td>0.1</td>
</tr>
<tr>
<td>EE</td>
<td>89%</td>
<td>0.1</td>
</tr>
<tr>
<td>LU</td>
<td>89%</td>
<td>0.2</td>
</tr>
<tr>
<td>DE</td>
<td>87%</td>
<td>0.2</td>
</tr>
<tr>
<td>NL</td>
<td>84%</td>
<td>0.2</td>
</tr>
<tr>
<td>FI</td>
<td>84%</td>
<td>0.2</td>
</tr>
<tr>
<td>BE</td>
<td>80%</td>
<td>0.3</td>
</tr>
<tr>
<td>PL</td>
<td>83%</td>
<td>0.2</td>
</tr>
<tr>
<td>SI</td>
<td>82%</td>
<td>0.2</td>
</tr>
<tr>
<td>HU</td>
<td>81%</td>
<td>0.3</td>
</tr>
<tr>
<td>BG</td>
<td>80%</td>
<td>0.2</td>
</tr>
<tr>
<td>UK</td>
<td>60%</td>
<td>0.4</td>
</tr>
<tr>
<td>CY</td>
<td>77%</td>
<td>0.3</td>
</tr>
<tr>
<td>EL</td>
<td>76%</td>
<td>0.3</td>
</tr>
<tr>
<td>PT</td>
<td>76%</td>
<td>0.3</td>
</tr>
<tr>
<td>FR</td>
<td>75%</td>
<td>0.4</td>
</tr>
<tr>
<td>ES</td>
<td>73%</td>
<td>0.4</td>
</tr>
<tr>
<td>CZ</td>
<td>72%</td>
<td>0.4</td>
</tr>
<tr>
<td>MT</td>
<td>71%</td>
<td>0.3</td>
</tr>
<tr>
<td>RO</td>
<td>71%</td>
<td>0.4</td>
</tr>
<tr>
<td>SK</td>
<td>70%</td>
<td>0.4</td>
</tr>
<tr>
<td>DK</td>
<td>66%</td>
<td>0.5</td>
</tr>
<tr>
<td>IE</td>
<td>63%</td>
<td>0.5</td>
</tr>
<tr>
<td>SE</td>
<td>59%</td>
<td>0.6</td>
</tr>
<tr>
<td>AT</td>
<td>57%</td>
<td>0.8</td>
</tr>
<tr>
<td>CY (tcc)</td>
<td>92%</td>
<td>0.1</td>
</tr>
<tr>
<td>TR</td>
<td>64%</td>
<td>0.2</td>
</tr>
<tr>
<td>HR</td>
<td>82%</td>
<td>0.2</td>
</tr>
<tr>
<td>MK</td>
<td>80%</td>
<td>0.3</td>
</tr>
</tbody>
</table>

Significant statistical difference between country results and European average.
Ex-smokers cite advice from the doctor or health professional as being the aid they used most to help them (13%), varying between countries from 1% in Latvia to 26% in Malta. Second among ex-smokers is the use of nicotine replacement medications at 9%, which is highest in Austria and Denmark. Use of nicotine replacement medications is lowest in Bulgaria and Malta.

Use of the other aids (such as prescription medication, clinics, alternative therapies and quitlines) among ex-smokers is relatively low overall, with 3% or less using them to quit. The only notable country exceptions are in Sweden and Austria. The use of non-combustible tobacco in Sweden and Austria is 22% and 8% respectively and the use of alternative therapies such as acupuncture or hypnosis in Austria is 13%.

**QD12b. To quit smoking, did you use any of the following?**
*(Base: Ex-smokers)*

**Answer: Yes**

Please note that the total amount of unsuccessful quitters per country is very low. We have therefore divided countries into 3 groups: countries with a score significantly higher than the EU average, countries at EU average (not shown below) and countries with a score significantly lower than the EU average.

<table>
<thead>
<tr>
<th>Advice from the doctor or other health professional</th>
<th>Nicotine replacement medications like nicotine gum, patch or inhaler</th>
</tr>
</thead>
<tbody>
<tr>
<td>EU27 13% Higher than average</td>
<td>EU27 9% Higher than average</td>
</tr>
<tr>
<td>MT DE</td>
<td>AT CZ</td>
</tr>
<tr>
<td>AT PL</td>
<td>DK DE</td>
</tr>
<tr>
<td>ES SE</td>
<td>SE EE</td>
</tr>
<tr>
<td>SK EE</td>
<td>IE LT</td>
</tr>
<tr>
<td>EL IT</td>
<td>HU</td>
</tr>
<tr>
<td>PT FI</td>
<td>CY</td>
</tr>
<tr>
<td>CZ LT</td>
<td>CY</td>
</tr>
<tr>
<td>IE LU</td>
<td>LV</td>
</tr>
<tr>
<td>CY (tcc)</td>
<td>TR</td>
</tr>
<tr>
<td>TR CY</td>
<td>CY (tcc)</td>
</tr>
</tbody>
</table>

45
Socio-demographically, ex-smokers who are 40-54 years of age are more likely to have used a quitting aid when they gave up than other age groups. Those aged 15-24 years are not likely to have used a quitting aid when they gave up, 87% did not use one compared to the EU average of 80%.

<table>
<thead>
<tr>
<th>QD12bT Number of aids used to stop smoking (IF 'USED TO SMOKE BUT HAS STOPPED', CODE 2 IN QD1)</th>
<th>None</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>EU27</td>
<td>80%</td>
<td>0.3</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15-24</td>
<td>87%</td>
<td>0.2</td>
</tr>
<tr>
<td>25-39</td>
<td>80%</td>
<td>0.3</td>
</tr>
<tr>
<td>40-54</td>
<td>77%</td>
<td>0.4</td>
</tr>
<tr>
<td>55+</td>
<td>80%</td>
<td>0.3</td>
</tr>
<tr>
<td><strong>Education (End of)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15-</td>
<td>80%</td>
<td>0.3</td>
</tr>
<tr>
<td>16-19</td>
<td>79%</td>
<td>0.3</td>
</tr>
<tr>
<td>20+</td>
<td>80%</td>
<td>0.3</td>
</tr>
<tr>
<td>Still studying</td>
<td>85%</td>
<td>0.3</td>
</tr>
<tr>
<td><strong>Self-positioning on the social staircase</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Low (1-4)</td>
<td>77%</td>
<td>0.3</td>
</tr>
<tr>
<td>Medium (5-6)</td>
<td>80%</td>
<td>0.3</td>
</tr>
<tr>
<td>High (7-10)</td>
<td>80%</td>
<td>0.3</td>
</tr>
</tbody>
</table>
3.4 Motivation to quit

- Personal health is the main motivator to quit -

Personal health is the primary motivator, with around seven out of ten smokers (71%) agreeing that this led them to think about quitting. The incidence of personal health as a motivator is highest among Irish and Finnish smokers, where nine out of ten agreed that it made them think about quitting in the last 12 months. Conversely, the lowest incidence is among Italian smokers, where only 45% felt the same.

Second to personal health is family/partner/friends, with about half agreeing that these people made them think about giving up. The impact of family/partner/friends is greatest in Slovakia, with 80% of smokers agreeing that family/partner/friends led them to think about quitting. The lowest incidence of agreement with family/partner/friends is among Italian smokers (38%).
The price of tobacco is close to family/partner/friends, with 47% agreeing that it made them think about quitting. The incidence of price is highest in Slovakia (76%), Hungary (75%) and Ireland (70%). Whilst it is least motivating in Denmark (22%) and Luxembourg (23%).

Concern for the effect of smoke on non-smokers ranks fourth, with about a third agreeing that this concern led them to think about quitting. Irish, Macedonian and Croatian smokers are most motivated by the impact of their smoking on others with 50% or more agreeing that this led them to think about quitting. Whilst at the other extreme, only 12% of Swedish smokers feel the same.

The advice of a doctor or health professional, society’s disapproval of smoking and smoking restrictions in public places are all equally motivating factors that led smokers to think about quitting, with one in five agreeing with each. Smokers in Austria are most motivated by the advice of a doctor or health professional with four in ten agreeing this led them to think about quitting. Those least motivated by the advice of a doctor or health professional are those from Latvia and Lithuania and Croatia; less than 10% in each country agreed the same.

Slovakian and Irish smokers are most influenced by society’s disapproval of smoking and by smoking restrictions in public places, with four in ten in each country agreeing that both society’s disapproval and smoking restrictions made them think about quitting. Slovenian smokers are the least motivated by society’s disapproval, with only one in ten agreeing that this led them to think about quitting.
QD13a. Has any of the following things led you to think about quitting in the last 12 months? – Answer: Yes
(Smokers who have tried quitting in the last 12 months)

Please note that the total amount of unsuccessful quitters per country is very low. We have therefore divided countries into 3 groups: countries with a score significantly higher than the EU average, countries at EU average (not shown below) and countries with a score significantly lower than the EU average.

<table>
<thead>
<tr>
<th>Concern about your personal health</th>
<th>Family/ partner/ friends</th>
<th>The price of tobacco products</th>
<th>Concern about the effect of your smoke on non-smokers</th>
</tr>
</thead>
<tbody>
<tr>
<td>EU27</td>
<td>EU27</td>
<td>EU27</td>
<td>EU27</td>
</tr>
<tr>
<td>Higher than average</td>
<td>Lower than average</td>
<td>Lower than average</td>
<td>Higher than average</td>
</tr>
<tr>
<td>IE</td>
<td>LV</td>
<td>SK</td>
<td>IE</td>
</tr>
<tr>
<td>FI</td>
<td>CZ</td>
<td>IT</td>
<td>DK</td>
</tr>
<tr>
<td>MT</td>
<td>EE</td>
<td>CY</td>
<td>ES</td>
</tr>
<tr>
<td>RO</td>
<td>IT</td>
<td>HU</td>
<td>CY</td>
</tr>
<tr>
<td>DK</td>
<td>ES</td>
<td>MK</td>
<td>MK</td>
</tr>
<tr>
<td>SI</td>
<td>CY</td>
<td>MK</td>
<td>HR</td>
</tr>
<tr>
<td>ES</td>
<td>EL</td>
<td>CY (too)</td>
<td>HR</td>
</tr>
<tr>
<td>CY</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EL</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Advice from a doctor or other health professional</th>
<th>Smoking restrictions in public places like bars and restaurants</th>
<th>The society disapproves of smoking</th>
<th>Smoking restrictions at work</th>
</tr>
</thead>
<tbody>
<tr>
<td>EU27</td>
<td>EU27</td>
<td>EU27</td>
<td>EU27</td>
</tr>
<tr>
<td>Higher than average</td>
<td>Lower than average</td>
<td>Higher than average</td>
<td>Higher than average</td>
</tr>
<tr>
<td>AT</td>
<td>LT</td>
<td>IE</td>
<td>SK</td>
</tr>
<tr>
<td>BG</td>
<td>LV</td>
<td>SK</td>
<td>SI</td>
</tr>
<tr>
<td>EE</td>
<td>BE</td>
<td>SK</td>
<td>FR</td>
</tr>
<tr>
<td>MK</td>
<td>LU</td>
<td>BE</td>
<td>SI</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Note:** The table above illustrates the percentage of smokers who have tried quitting in the last 12 months, divided into three groups based on their score relative to the EU average. The countries are color-coded to reflect their status in each category.
Smoking restrictions at work are slightly less motivational than those in public places, with 16% of smokers agreeing that restrictions at work are a factor. Slovakian smokers agreed most that restrictions at work led them to quit (43%) while less than 10% of smokers in Lithuania, Estonia and Slovenia felt the same.

Warning labels on the tobacco packages are similarly motivational to smoking restrictions at work (14% agree).

A media campaign is the third least likely motivator to quit (11%).

Aids to quitting tend not to be one of the reasons why respondents attempt to give up. The availability of stop-smoking medication (6%) and telephone quitlines (2%) are the lowest mentioned reasons.

- *Socio-demographic differences vary by motivating factor*

The socio-demographic differences are dependent upon the factor being considered. The differences of the five most motivating factors are reviewed below.

The primary factor, concern for personal health, is most prevalent among 25 to 54 year olds, those who are well educated and managers. Although also concerned with health, advice from a doctor or health professional is more motivational to a different sub-group, being more frequent among those over 55 years of age, the retired and those from lower social groups.

The second most motivating factor of family/ partner/ friends is most prevalent among 25 to 54 year olds, managers and lower social groups.

The price of tobacco products is most motivational among 40-54 year olds, those who are self-employed, manual workers and students. Whereas those who are most concerned about the effect of their smoke on non-smokers are more likely to be women, the self-employed, house persons and those in lower social groups.
Calculating the correlation between the factors mentioned by ex-smokers and smokers shows that successful and unsuccessful quitters are motivated by similar factors (the Pearson correlation rate is equal to 0.97, meaning that the correlation between ex-smokers and smokers for each factor is very high). The main difference between the two groups is that successful quitters (ex-smokers) are motivated by fewer factors (on average 2.3) than unsuccessful quitters (on average 3.2) factors.
4 EXPOSURE TO SECOND-HAND SMOKE

4.1 Exposure to tobacco smoke in private settings

4.1.1 Smoking in the house

- 38% of EU citizens allow smoking inside the home -

Smoking in the home is allowed by four in ten EU citizens. Of those who do allow it, the majority restrict it to certain rooms in the house. One in seven EU citizens allow smoking anywhere in their homes.

The level of smoking permissiveness is correlated with the proportion of smokers in a given country. Indeed, the proportion of non-smokers is correlated with the percentage who do not allow smoking anywhere in the house (the Pearson correlation rate between the variables “non-smokers” and “not allowing smoking anywhere in the house” is equal to 0.77, meaning that these two variables have a strong tendency to evolve in the same way).
- The most permissive countries are those with the highest rates of smoking -

In the most permissive Greece, Spain and Cyprus and all of the non-EU countries (Croatia, Turkey and the Former Yugoslav Republic of Macedonia), at least one in four allow smoking everywhere in the house. Notably, among these countries are some of the highest consumers of manufactured cigarettes; specifically Greece and all of the non-EU countries. This is also the case in the Turkish Cypriot Community.

Finnish and Swedish respondents are the strictest about smoking in their homes, with 95% and 86% respectively not allowing smoking in the home at all.
Allowing smoking in limited parts of the house is most prevalent in Latvia and Croatia, 42% in each country. Followed by Bulgaria (38%), Estonia (36%), Romania (35%) and Greece (34%) and the Former Yugoslav Republic of Macedonia (37%).

- **Finnish and Swedish smokers are least permissive of smoking in the house** -

Smokers are more permissive of smoking inside the house with 70% of smokers allowing smoking somewhere inside the house and only 30% not allowing it anywhere inside the house. Finnish and Swedish smokers are the most notable exceptions to this average, with 87% and 67% respectively not allowing smoking anywhere inside the house.
QD6.1 Which statement best describes smoking situation inside your house?
Smokers

- Smoking is not allowed at all inside the house
- Smoking is allowed only in certain rooms inside the house
- Smoking is allowed everywhere inside the house

Base: Smokers EB72.3, n=7852. Warning: In some countries, bases are very low.
A quarter of non-smokers are exposed to tobacco smoke at home

Among non-smokers, about one in four allow smoking in their homes and consequently they have the potential to become passive smokers. Within the EU, non-smokers are the most permissive in Cyprus, Greece and Spain, where four to five out of ten non-smokers are allowing smoking in their homes. However, in all of the non-EU countries non-smokers are more permissive than the EU average, with six out of ten allowing smoking in their homes in Croatia and the Former Yugoslav Republic of Macedonia and four out of ten allowing it in Turkey.
- Those who smoke themselves tend to allow smoking in the home -

The main difference between those who allow smoking in the house and those who do not appears to be whether they smoke or not themselves. Those who allow smoking anywhere in the house tend to be smokers whereas those who do not allow it tend to be those who have never smoked. Those who have given up smoking appear to be more tolerant of smoke in their homes than those who have never smoked and allow it in restricted rooms in the house.

Demographically, those who allow smoking throughout the house are from lower social group and are from single person households. Those who do not allow smoking in the house tend to be from higher social groups and from households of four or more people. Those where smoking is restricted to certain rooms are also from lower social groups with households around three people in size.

QD6.2 Which statement best describes smoking situation inside your house?

<table>
<thead>
<tr>
<th></th>
<th>Smokers</th>
<th>Ex-smokers</th>
<th>Non-smokers</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Smoking is not allowed at all inside the house</td>
<td>Smoking is allowed only in certain rooms inside the house</td>
<td>Smoking is allowed everywhere inside the house</td>
</tr>
<tr>
<td>EU27 Sex</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>30%</td>
<td>28%</td>
<td>9%</td>
</tr>
<tr>
<td>Female</td>
<td>28%</td>
<td>26%</td>
<td>8%</td>
</tr>
<tr>
<td>Household composition</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>14%</td>
<td>19%</td>
<td>14%</td>
</tr>
<tr>
<td>2</td>
<td>29%</td>
<td>28%</td>
<td>10%</td>
</tr>
<tr>
<td>3</td>
<td>34%</td>
<td>21%</td>
<td>7%</td>
</tr>
<tr>
<td>4+</td>
<td>41%</td>
<td>19%</td>
<td>6%</td>
</tr>
<tr>
<td>Self-positioning on the social staircase</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Low (1-4)</td>
<td>24%</td>
<td>23%</td>
<td>14%</td>
</tr>
<tr>
<td>Medium (5-6)</td>
<td>32%</td>
<td>20%</td>
<td>9%</td>
</tr>
<tr>
<td>High (7-10)</td>
<td>32%</td>
<td>16%</td>
<td>8%</td>
</tr>
</tbody>
</table>

4.1.2 Smoking in the car

- Three out of ten car owners allow smoking in the car -

Amongst those who have a car, the majority (seven out of ten) do not allow smoking in it at any time. Of the remainder, 12% permit smoking in the car sometimes and 16% allow it all the time.
The Swedish and the Finnish are the least permissive, with nine out of ten not allowing smoking in their cars at anytime. The Slovenians and the Germans are the next most strict with 84% and 83% respectively not allowing smoking in the car. Conversely, the Greeks, Bulgarians and Macedonians are the most permissive with 62% 57% and 52% respectively allowing smoking sometimes or all the time in the car. Those from Spain, Romania and Cyprus, and the Former Yugoslav Republic of Macedonia also allow smoking in the car more than others, with between 46% and 40% permitting smoking sometimes or always.

- **Smokers tend to allow smoking in their cars** -

The key difference between those who allow smoking in the car and those who do not is dependent on their personal smoking behaviour. About two thirds of those who currently smoke permit smoking in the car (either sometimes or all the time), while 13% of non-smokers are accepting of smoking in their car although they do not smoke themselves. The majority of non-smokers (87%) never allow smoking in their car. Only a third of smokers (35%) claim they do not allow smoking in their car.
QD7 Do you allow smoking in your car?

- Smoking is never allowed in my car
- Smoking is allowed sometimes in my car
- Smoking is allowed all the time in my car

<table>
<thead>
<tr>
<th>Category</th>
<th>Smoking is never allowed in my car</th>
<th>Smoking is allowed sometimes in my car</th>
<th>Smoking is allowed all the time in my car</th>
</tr>
</thead>
<tbody>
<tr>
<td>Car owners</td>
<td>72%</td>
<td>12%</td>
<td>16%</td>
</tr>
<tr>
<td>Car owners and non-smokers</td>
<td>87%</td>
<td>8%</td>
<td>5%</td>
</tr>
<tr>
<td>Car owners and smokers</td>
<td>35%</td>
<td>23%</td>
<td>42%</td>
</tr>
</tbody>
</table>

Base: Car owners EB72.3, n=17890; Car owners and non-smokers EB72.3, n=12590; Car owners and smokers EB72.3, n=5278.
4.2 Exposure to tobacco smoke in public settings

At the time the survey was conducted, Ireland and the UK had a total smoking ban in all workplaces and public places. In Italy, Malta, Sweden, Latvia, Finland, Slovenia, France and The Netherlands, smoking in public places was allowed only in separate smoking rooms. The other EU Member States offered a partial protection to non-smokers in public settings.

4.2.1 In bars and restaurants

There appears to be a greater incidence of people smoking inside bars as opposed to eating establishments. Among those who visited bars and eating establishments in the past 6 months, 45% recall that people were smoking inside the bar they visited versus 30% recalling the same about an eating establishment.

- The incidence of smoking is lowest in countries with the strictest bans -

The incidence of smoking in bars is lowest in Ireland, the UK, Slovenia, Sweden, Italy and Finland where 15% or less claimed that anyone was smoking the last time they visited a bar. In contrast, in Cyprus, Bulgaria and Spain the incidence of smoking in bars was the highest with 98%, 94% and 93% remembering that someone was smoking the last time they were in a bar. Those countries where the incidence of smoking is lowest have the strictest smoking restrictions.
Question: Q08.1. The last time you visited ... in the last 6 months, were people smoking inside?

Option: A drinking establishment such as a bar

Answers: Yes
The incidence of smoking in eating establishments is lowest in Ireland, Slovenia, the UK, Italy, Lithuania, Sweden and Finland, where at least nine out of ten did not experience smoking on their last visit to an eating establishment. The reverse is the case in Cyprus, Bulgaria and Spain where the incidence of smoking in an eating establishment is highest and around nine out of ten experienced smoking on their last visit. As with the incidence of smoking in bars, the incidence of smoking in eating establishments is lower in countries that have the strictest smoking restrictions.
- Smokers appear to choose smoking venues -

There are socio-demographic similarities between those who recall that people were smoking inside the bar and those who recall that people were smoking inside an eating establishment. The main socio-demographic trends are related to smoking behaviour. Smokers tend to experience smoke in bars and eating establishments more than ex-smokers and those who have never smoked. It is likely that in countries where it is still possible to smoke in public, smokers are choosing venues where they can do so and conversely many non-smokers are consciously avoiding such places, hence the trend in the data.
4.2.2 Exposure to tobacco smoke at work

- A quarter of EU citizens are exposed to tobacco smoke at work -

Among those who work indoors, a quarter is exposed to tobacco smoke indoors at their workplace. About one in ten are exposed to less than an hour a day. One in twenty is exposed to between one and five hours per day while the remaining one in twenty is exposed to more than five hours of tobacco smoke per day at work.

The number of hours of exposure to tobacco smoke in the workplace is largely determined by smoking behaviour, as with exposure to smoke in private and other public settings. Non-smokers tend to be exposed to tobacco smoke at work less frequently (3% more than 5 hours per day, 4% 1-5 hours per day and 11% less than 1 hour per day) than smokers (10% more than 5 hours per day, 11% 1-5 hours per day and 15% less than 1 hour per day). It seems that, at work, smokers form a separate group by the mere fact of smoking together and, when smoking is forbidden at work, by going outside together for the purpose of smoking. As they smoke in group, it may be that there is a social incentive to take a smoking break, so that they smoke even more at work. This is why we can speak of specific group exposure to smoke at work for smokers themselves.

<table>
<thead>
<tr>
<th>QD9 How often are you exposed to tobacco smoke indoors at your workplace?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Never or almost never</strong></td>
</tr>
<tr>
<td>---</td>
</tr>
<tr>
<td><strong>Total sample</strong></td>
</tr>
<tr>
<td><strong>Smokers</strong></td>
</tr>
<tr>
<td><strong>Non-smokers</strong></td>
</tr>
</tbody>
</table>

Base: Total sample EB72.3, n=12764; Smokers EB72.3, n=4271; Non-smokers EB72.3, n=8470.
Please note that answers ‘Don’t know’ and ‘Non applicable’ have been excluded from this analysis.
In Sweden, respondents are exposed to the least smoke in the workplace, with 96% stating that they are never or almost never exposed to smoke indoors at work. Respondents are exposed to relatively little smoke at work in Finland, the UK, Denmark and Slovenia with 89% or 88% of respondents stating that they are never or almost never exposed to smoke indoors at work.

- **Greek employees are exposed to the most tobacco smoke at work** -

Respondents in Greece are clearly exposed to the most smoke at work, with 17% being exposed for more than one hour per day and 19% being exposed for more than five hours per day. Respondents from Cyprus, Austria, Hungary, Romania, Bulgaria, Poland, Spain and the Former Yugoslav Republic of Macedonia also experience relatively high levels of smoking at work with 20% or more being exposed to more than one hour of tobacco smoke per day.

Socio-demographically, the characteristics that differentiate those never exposed to smoke at work from those exposed to smoke at work are linked to smoking status. The socio-demographics of gender, age, education and social group vary in correspondence with the smoker and non-smoker profiles. For example, those never exposed to smoke at work reflect the non-smoker profile, being female, older, more highly educated and in higher social groups. Inversely – as is the case with smokers - those heavily exposed to tobacco smoke are more likely to be male, younger, poorly educated and in lower social groups.
QD9 How often are you exposed to tobacco smoke indoors at your workplace?  
(IF ‘CURRENTLY WORK’, CODE 5 TO 18 IN D15a)

<table>
<thead>
<tr>
<th></th>
<th>Never or almost never</th>
<th>Less than 1 hour a day</th>
<th>1 – 5 hours a day</th>
<th>More than 5 hours a day</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EU27</strong></td>
<td>76%</td>
<td>13%</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Sex</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>72%</td>
<td>14%</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>Female</td>
<td>82%</td>
<td>10%</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15-24</td>
<td>67%</td>
<td>14%</td>
<td>11%</td>
<td>8%</td>
</tr>
<tr>
<td>25-39</td>
<td>74%</td>
<td>14%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>40-54</td>
<td>79%</td>
<td>11%</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>55+</td>
<td>81%</td>
<td>12%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td><strong>Education (End of)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15-</td>
<td>70%</td>
<td>16%</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>16-19</td>
<td>75%</td>
<td>13%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>20+</td>
<td>80%</td>
<td>12%</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td><strong>Respondent occupation scale</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Self- employed</td>
<td>76%</td>
<td>10%</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>Managers</td>
<td>87%</td>
<td>8%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Other white collars</td>
<td>79%</td>
<td>13%</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>Manual workers</td>
<td>71%</td>
<td>14%</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td><strong>Self-positioning on the social staircase</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Low (1-4)</td>
<td>69%</td>
<td>15%</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>Medium (5-6)</td>
<td>76%</td>
<td>13%</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>High (7-10)</td>
<td>80%</td>
<td>11%</td>
<td>6%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Please note that answers ‘Don’t know’ and ‘Non applicable’ have been excluded from this analysis.
5 PERCEPTIONS OF CIGARETTES

5.1 Factors influencing choice

-Taste influences cigarette choice most; followed by price-

Of the four factors questioned about, EU smokers believe that taste is the most influential factor with almost eight in ten claiming this influences their choice. Price ranks second, followed by the levels of tar, nicotine and carbon monoxide. The package is the least influential factor, with one in seven smokers claiming that it impacts their choice.

Almost a quarter of EU smokers (22%), feel that taste is the only factor that influences their choice of cigarette and nothing else. Whilst only 6% of smokers feel that price is the only factor that influences them and even fewer (2%) feel that the tar, nicotine and carbon monoxide levels are the only factor. No one is influenced by the package alone. Conversely, the cigarette choice for 7% of smokers is influenced by all four of the factors listed.

QD5 Do any of the following factors influence your choice of cigarettes? Yes - EU

- The taste: 78%
- The price: 50%
- The tar, nicotine and monoxide carbon levels: 39%
- The package: 15%
- All factors: 7%
- Only the Taste: 22%
- Only the price: 6%
- Only the tar, nicotine and monoxide: 2%
- Only the package: 0%
5.1.1 The taste

Across all countries, taste is clearly the most important factor influencing cigarette choice of the four factors listed.

In Austria, the Czech Republic and Greece, this is most apparent, with nine out of ten agreeing that taste is influential in their cigarette choice.

Base: Cigarettes Smokers EB72.3 n=7637. Given the small country bases, we have divided countries into three groups: Countries with a score that is significantly higher than the EU average (83-100%)/ Countries at EU average (76-82%) / Countries with a score that is significantly lower than the EU average (0-75%).
Conversely, taste is least influential in Croatia and Turkey with six out of ten agreeing that it influences their choice. Nevertheless, in these two countries, there are no other factors that smokers agreed with more strongly than taste.

There are few socio-demographic distinctions about those who feel that taste is an influential factor in cigarette choice. The only feature is that more white collar workers (both 'managers' and 'other white collar workers') than others agree more strongly that taste is influential over their cigarette choice; this is probably a reflection of the relative affluence of these occupations which enables them to be more discerning on aspects other than price, unlike other occupations.

### QD5.3 Do any of the following factors influence your choice of cigarettes?

**The taste**

(If 'CIGARETTES SMOKER', CODE 1 OR 2 IN QD3a1 OR code 1 OR 2 IN QD3a2)

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>DK</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EU27</strong></td>
<td>78%</td>
<td>21%</td>
<td>1%</td>
</tr>
<tr>
<td><strong>Respondent occupation scale</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Self-employed</td>
<td>81%</td>
<td>18%</td>
<td>1%</td>
</tr>
<tr>
<td>Managers</td>
<td>83%</td>
<td>17%</td>
<td>0%</td>
</tr>
<tr>
<td>Other white collars</td>
<td>84%</td>
<td>16%</td>
<td>0%</td>
</tr>
<tr>
<td>Manual workers</td>
<td>79%</td>
<td>20%</td>
<td>1%</td>
</tr>
<tr>
<td>House persons</td>
<td>71%</td>
<td>28%</td>
<td>1%</td>
</tr>
<tr>
<td>Unemployed</td>
<td>77%</td>
<td>22%</td>
<td>1%</td>
</tr>
<tr>
<td>Retired</td>
<td>76%</td>
<td>23%</td>
<td>1%</td>
</tr>
<tr>
<td>Students</td>
<td>74%</td>
<td>26%</td>
<td>0%</td>
</tr>
</tbody>
</table>
Interestingly, it is the more affluent countries in which taste is the only factor influencing cigarette choice. The Balkans and other south eastern countries exhibit the lowest proportions of smokers who are influenced by taste alone, in these countries price also plays a role. Whereas, in the more prosperous northern/north western countries more smokers are influenced by taste alone.

Base: Cigarettes Smokers EB72.3 n=7637. Given the small country bases, we have divided countries into three groups: Countries with a score that is significantly higher than the EU average (26-100%)/ Countries at EU average (19-25%)/ Countries with a score that is significantly lower than the EU average (0-78%).
5.1.2 The price

- In some countries price is at parity or more important than taste -

Fifty percent of smokers claim that price influences their choice of cigarette. However, this level of influence varies considerably between countries and in Bulgaria, Lithuania, Romania, Turkey and the Former Yugoslav Republic of Macedonia it is at parity or more important that taste.

Base: Cigarettes Smokers EB72.3 n=7637. Given the small country bases, we have divided countries into three groups: Countries with a score that is significantly higher than the EU average (55-100%)/ Countries at EU average (45-54%)/ Countries with a score that is significantly lower than the EU average (0-44%).
In the Czech Republic, Bulgaria, Lithuania, Hungary, Latvia, Slovakia and Estonia and the Former Yugoslav Republic of Macedonia, more than 70% of smokers believe that price influences their choice of cigarette. Conversely, in the Netherlands, Italy and Luxembourg only a third or less is influenced by price.

Not surprisingly, younger smokers are more influenced by price than older people, (15-24 year olds 55% versus over 55 years 47%), the unemployed (66%) more than white collar workers (managers 35% and other white collar workers 46%) and those from lower social groups more than those from higher social groups (66% of groups 1-4 versus 49% of groups 5-6 and 39% of groups 7-10).

QD5.1 Do any of the following factors influence your choice of cigarettes?
The price
(IF 'CIGARETTES SMOKER', CODE 1 OR 2 IN QD3a1 OR code 1 OR 2 IN QD3a2)

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>DK</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EU27</strong></td>
<td>50%</td>
<td>49%</td>
<td>1%</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15-24</td>
<td>55%</td>
<td>45%</td>
<td>0%</td>
</tr>
<tr>
<td>25-39</td>
<td>51%</td>
<td>48%</td>
<td>1%</td>
</tr>
<tr>
<td>40-54</td>
<td>49%</td>
<td>50%</td>
<td>1%</td>
</tr>
<tr>
<td>55 +</td>
<td>47%</td>
<td>52%</td>
<td>1%</td>
</tr>
<tr>
<td><strong>Respondent occupation scale</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Self- employed</td>
<td>34%</td>
<td>64%</td>
<td>2%</td>
</tr>
<tr>
<td>Managers</td>
<td>35%</td>
<td>64%</td>
<td>1%</td>
</tr>
<tr>
<td>Other white collars</td>
<td>46%</td>
<td>53%</td>
<td>1%</td>
</tr>
<tr>
<td>Manual workers</td>
<td>54%</td>
<td>45%</td>
<td>1%</td>
</tr>
<tr>
<td>House persons</td>
<td>55%</td>
<td>44%</td>
<td>1%</td>
</tr>
<tr>
<td>Unemployed</td>
<td>66%</td>
<td>34%</td>
<td>0%</td>
</tr>
<tr>
<td>Retired</td>
<td>48%</td>
<td>51%</td>
<td>1%</td>
</tr>
<tr>
<td>Students</td>
<td>53%</td>
<td>47%</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Self-positioning on the social staircase</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Low (1-4)</td>
<td>66%</td>
<td>33%</td>
<td>1%</td>
</tr>
<tr>
<td>Medium (5-6)</td>
<td>49%</td>
<td>50%</td>
<td>1%</td>
</tr>
<tr>
<td>High (7-10)</td>
<td>39%</td>
<td>61%</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Difficulties paying bills</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Most of the time</td>
<td>73%</td>
<td>27%</td>
<td>0%</td>
</tr>
<tr>
<td>From time to time</td>
<td>54%</td>
<td>45%</td>
<td>1%</td>
</tr>
<tr>
<td>Almost never/ never</td>
<td>43%</td>
<td>57%</td>
<td>0%</td>
</tr>
</tbody>
</table>
5.1.3 The tar, nicotine and carbon monoxide levels

About four in ten smokers agree that the tar, nicotine and carbon monoxide levels influence their choice of cigarette.

Greek, Estonian, Bulgarian, Cypriot and Lithuanian smokers appear to be more influenced by tar, nicotine and carbon monoxide levels than smokers from other countries, with at least seven in ten agreeing that these levels influenced their choice of cigarette. The influence of these levels is at least equal to the influence of taste or price in these countries and in some the influence of tar, nicotine and carbon monoxide is even greater. In Bulgaria and Latvia, tar, nicotine and carbon monoxide levels are equally as influential as price and taste, with 70% or more being influenced by each. In Estonia, Greece and Cyprus, price is the least important, and tar, nicotine and carbon monoxide levels are either equally important to taste or second to taste.

Tar, nicotine and carbon monoxide levels are least influential in the Netherlands and France, where only 22% and 26% of smokers claim that they influence their choice of cigarette.
Socio-demographically, those most influenced by tar, nicotine and carbon monoxide levels are women as opposed to men (43% women versus 36% men), those with higher education (completed their education over 20 years of age, 44%), house persons (43%), self-employed (44%) and white collar workers (43% managers, 44% other white collar workers).
QD5.4 Do any of the following factors influence your choice of cigarettes? The tar, nicotine and monoxide carbon levels (IF 'CIGARETTES SMOKER', CODE 1 OR 2 IN QD3a1 OR code 1 OR 2 IN QD3a2)

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>DK</th>
</tr>
</thead>
<tbody>
<tr>
<td>EU27</td>
<td>39%</td>
<td>59%</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Sex</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>36%</td>
<td>62%</td>
<td>2%</td>
</tr>
<tr>
<td>Female</td>
<td>43%</td>
<td>55%</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Education (End of)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15-</td>
<td>33%</td>
<td>65%</td>
<td>2%</td>
</tr>
<tr>
<td>16-19</td>
<td>39%</td>
<td>59%</td>
<td>2%</td>
</tr>
<tr>
<td>20+</td>
<td>44%</td>
<td>55%</td>
<td>1%</td>
</tr>
<tr>
<td>Still studying</td>
<td>38%</td>
<td>60%</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Respondent occupation scale</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Self-employed</td>
<td>44%</td>
<td>54%</td>
<td>2%</td>
</tr>
<tr>
<td>Managers</td>
<td>43%</td>
<td>56%</td>
<td>1%</td>
</tr>
<tr>
<td>Other white collars</td>
<td>44%</td>
<td>54%</td>
<td>2%</td>
</tr>
<tr>
<td>Manual workers</td>
<td>36%</td>
<td>62%</td>
<td>2%</td>
</tr>
<tr>
<td>House persons</td>
<td>43%</td>
<td>54%</td>
<td>3%</td>
</tr>
<tr>
<td>Unemployed</td>
<td>34%</td>
<td>65%</td>
<td>1%</td>
</tr>
<tr>
<td>Retired</td>
<td>38%</td>
<td>60%</td>
<td>2%</td>
</tr>
<tr>
<td>Students</td>
<td>38%</td>
<td>60%</td>
<td>2%</td>
</tr>
</tbody>
</table>

5.1.4 The package

The package appears to be the least influential factor of the four discussed, with only one in seven agreeing that the package influenced their choice.

Slovakian, Czech and Latvian smokers are the most influenced by the package, with 42%, 34% and 30% respectively from each country agreeing that the package influences their choice of cigarettes. Whilst those in the Netherlands, Denmark, Belgium, Spain, Germany and Luxembourg are the least influenced by the cigarette package (one in ten or less are influenced by the cigarette package).
In terms of socio-demographics, those claiming to be influenced by the pack are more likely to be 15-24 years (18% compared to 13% among over 40 year olds) and from the lower social groups (18% compared to 14% in middle and higher groups).
5.2 Harmful effects

5.2.1 Are all cigarettes equally harmful?

- One in five EU citizens believe that some cigarettes are less harmful than others -

17% of EU citizens believe that some cigarettes are less harmful than others. A small proportion (6%) does not know whether there is a difference between cigarettes and so feel unable to say whether they are equally harmful or not. Slightly over three quarters of EU citizens believe that all cigarettes are equally harmful.
More smokers than non-smokers believe that some cigarettes are less harmful than others

Smokers are more likely than others to believe that some cigarettes are less harmful than others; with a quarter of current smokers agreeing with this statement. 17% of those who have stopped smoking still believe that some cigarettes are less harmful than others. Those who have never smoked are the least likely to believe that some cigarettes are less harmful than others with only 12% believing the same.

<table>
<thead>
<tr>
<th>QD14 Do you think that some types of cigarettes are less harmful than other types, or are all cigarettes equally harmful? Answer: Some are less harmful - % EU</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smokers</td>
</tr>
<tr>
<td>Ex-smoker</td>
</tr>
<tr>
<td>Never smoked</td>
</tr>
<tr>
<td>Base: Smokers EB72.3, n= 7851; Ex-smokers EB72.3, n=5910; Never smoked EB72.3, n=12987</td>
</tr>
</tbody>
</table>

The belief that some cigarettes are less harmful than others is slightly stronger in some countries. Specifically, in Slovenia, Lithuania, Hungary, Estonia and the Netherlands, in these countries a quarter or more of respondents believe that some cigarettes are less harmful than others. Whereas, in Greece, Finland and Italy and in the non-EU countries of Croatia, Turkey and the Former Yugoslav Republic of Macedonia 84% or more agree that all cigarettes are equally harmful.
Q14. Do you think that some types of cigarettes are less harmful than other types, or are all cigarettes equally harmful?
The results from the ten countries where respondents agreed most that some types of cigarettes are less harmful than others were analysed further. In all but two of these countries (the Netherlands and Sweden), significantly more smokers believe that some types of cigarettes are less harmful than others compared to non-smokers (ex-smokers and those who have never smoked combined).

<table>
<thead>
<tr>
<th>Country</th>
<th>Smokers</th>
<th>Non-smokers</th>
</tr>
</thead>
<tbody>
<tr>
<td>EU27</td>
<td>25%</td>
<td>14%</td>
</tr>
<tr>
<td>SI</td>
<td>40%</td>
<td>26%</td>
</tr>
<tr>
<td>LT</td>
<td>35%</td>
<td>26%</td>
</tr>
<tr>
<td>HU</td>
<td>33%</td>
<td>21%</td>
</tr>
<tr>
<td>EE</td>
<td>32%</td>
<td>21%</td>
</tr>
<tr>
<td>NL</td>
<td>27%</td>
<td>25%</td>
</tr>
<tr>
<td>AT</td>
<td>39%</td>
<td>16%</td>
</tr>
<tr>
<td>CZ</td>
<td>39%</td>
<td>17%</td>
</tr>
<tr>
<td>SE</td>
<td>24%</td>
<td>22%</td>
</tr>
<tr>
<td>LV</td>
<td>28%</td>
<td>18%</td>
</tr>
<tr>
<td>UK</td>
<td>26%</td>
<td>17%</td>
</tr>
</tbody>
</table>

Significant statistical difference between smokers and non-smokers.
Socio-demographically, more men than women believe that some types of cigarettes are less harmful than others (20% of men versus 14% of women), younger people also believe the same more than older people (22%) and as a consequence students more than other occupation categories (23%) believe the same.

<table>
<thead>
<tr>
<th>QD14</th>
<th>Do you think that some types of cigarettes are less harmful than other types, or are all cigarettes equally harmful?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Some are less harmful</td>
</tr>
<tr>
<td>EU27</td>
<td>17%</td>
</tr>
<tr>
<td><strong>Sex</strong></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>20%</td>
</tr>
<tr>
<td>Female</td>
<td>14%</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
</tr>
<tr>
<td>15-24</td>
<td>22%</td>
</tr>
<tr>
<td>25-39</td>
<td>18%</td>
</tr>
<tr>
<td>40-54</td>
<td>18%</td>
</tr>
<tr>
<td>55+</td>
<td>14%</td>
</tr>
<tr>
<td><strong>Education (End of)</strong>*</td>
<td></td>
</tr>
<tr>
<td>15-</td>
<td>12%</td>
</tr>
<tr>
<td>16-19</td>
<td>17%</td>
</tr>
<tr>
<td>20+</td>
<td>19%</td>
</tr>
<tr>
<td>Still studying</td>
<td>23%</td>
</tr>
<tr>
<td><strong>Respondent occupation scale</strong></td>
<td></td>
</tr>
<tr>
<td>Self- employed</td>
<td>20%</td>
</tr>
<tr>
<td>Managers</td>
<td>20%</td>
</tr>
<tr>
<td>Other white collars</td>
<td>18%</td>
</tr>
<tr>
<td>Manual workers</td>
<td>17%</td>
</tr>
<tr>
<td>House persons</td>
<td>13%</td>
</tr>
<tr>
<td>Unemployed</td>
<td>20%</td>
</tr>
<tr>
<td>Retired</td>
<td>13%</td>
</tr>
<tr>
<td>Students</td>
<td>23%</td>
</tr>
</tbody>
</table>
5.2.2 Factors indicative of harmful effects

Depending on the factor, one in ten to one in three respondents believe that certain features indicate that a cigarette brand could be less harmful compared to others.

- The tar or nicotine levels on the pack is most indicative of harm -

Of the features listed, the tar or nicotine levels on cigarette packs are believed to be the most indicative, by about a third of EU citizens. Terms in the brand name, the taste and the colour of cigarette packs are each seen as equally differentiating features of harm, by one in ten respondents. In addition, for each of the features, one in ten citizens does not know whether these could be indicative of harm; particularly non-smokers.

| QD15 Do you think that any of the following is an indication of whether a cigarette brand could be less harmful compared to others? |
| --- | --- | --- |
| - EU | Yes | No | Don't know |
| The tar or nicotine levels indicated on cigarette packs | 35% | 55% | 10% |
| Specific terms in the brand’s name, such as “silver”, “blue” or “natural” | 12% | 76% | 12% |
| The taste, such as menthol or sweet flavours | 10% | 78% | 12% |
| The colour of cigarette packs | 10% | 80% | 10% |

<table>
<thead>
<tr>
<th>Smokers</th>
<th>Non-Smokers</th>
</tr>
</thead>
<tbody>
<tr>
<td>The tar or nicotine levels</td>
<td>48%</td>
</tr>
<tr>
<td>Specific terms in the brand’s name</td>
<td>18%</td>
</tr>
<tr>
<td>The taste</td>
<td>14%</td>
</tr>
<tr>
<td>The colour of cigarette packs</td>
<td>14%</td>
</tr>
</tbody>
</table>

Base: Total sample EB72.3, n=26788; Smokers EB72.3, n=7851; Non-smokers EB72.3, n=18897
It is apparent with each feature that more smokers than non-smokers (ex-smokers or never smoked) believe that each feature could be identifying a brand as being less harmful than another.

Smokers who believe that some types of cigarettes are less harmful than others recognise that these four features are distinctive between brands, more than smokers who feel all cigarettes are equally harmful. Among those who believe some types of cigarettes are less harmful than others, tar or nicotine levels are the most indicative (84%), followed by specific terms in the brand’s name (40%), the taste (31%) and colour of cigarette packs (29%) are a close third and fourth respectively. Among smokers who feel all cigarettes are equally harmful there is less agreement that these features are discriminatory, although the same order is evident.

<table>
<thead>
<tr>
<th></th>
<th>Smokers</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Some types of cigarettes are less harmful than others</td>
<td>All types of cigarettes are equally harmful than others</td>
</tr>
<tr>
<td>The tar or nicotine levels indicated on cigarette packs</td>
<td>84%</td>
<td>36%</td>
</tr>
<tr>
<td>Specific terms in the brand’s name, such as “silver”, “blue” or “natural”</td>
<td>40%</td>
<td>11%</td>
</tr>
<tr>
<td>The taste, such as menthol or sweet flavours</td>
<td>31%</td>
<td>9%</td>
</tr>
<tr>
<td>The colour of cigarette packs</td>
<td>29%</td>
<td>0%</td>
</tr>
</tbody>
</table>

**The tar or nicotine levels indicated on cigarette packs**

Citizens in Hungary, Malta, Slovenia and Lithuania are more likely to believe than citizens in other countries that tar or nicotine levels on cigarette packs indicate that a brand could be less harmful than another. Respondents from Turkey agreed the least that these levels are an indication that a brand could be less harmful (17%). A similar result can be found in the Turkish Cypriot Community (16%).

More men than women believe that tar and nicotine levels indicate that a cigarette brand can be more or less harmful than others (38% men, 32% women). In addition, those under 39 years feel the same more than those 55 years and older (40% 15-24 years, 40% 25-39 years, 29% 55 years+). The perception that tar and nicotine levels
indicate that a brand is less harmful than another is more strongly felt amongst current smokers (48%) than those who have given up smoking (35%) or those who have never smoked (28%).

Specific terms in the brand name, such as ‘silver’, ‘blue’ or ‘natural’

There is some country variation in belief that specific terms in the brand’s name indicate one brand is less harmful to another. In particular, agreement in Hungary is particularly high (three times the EU average) with a third of respondents agreeing that terms such as ‘silver’, ‘blue’ or ‘natural’ indicate that a brand is less harmful
compared to another. Other countries where agreement is just over double the EU average are the Czech Republic and Slovenia.

The lowest levels of agreement (5% or less) that terms in the brand name could be indicative of a brand being less harmful than another are in Finland, Denmark and the Netherlands.

More current smokers (18%) than those who have stopped (10%) or those who have never smoked (9%) agree that terms in the brand name indicate that a brand is less harmful than another.
The taste, such as menthol or sweet flavours

One in ten people believe that specific tastes indicate a cigarette is less harmful than another.

At least twice as many citizens in Hungary, Malta, Poland and Slovakia and the Former Yugoslav Republic of Macedonia believe that taste can be indicative of one cigarette brand being less harmful than another. Conversely, those in Denmark, Greece, Finland and Sweden are the least likely to believe that taste indicates harm, with 4% or less agreeing the same.
As with other features, more current smokers (14%) felt that specific taste was indicative of one cigarette brand being less harmful than another than either those who have stopped smoking (9%) or those who have never smoked (8%).

**The colour of cigarette packs**

As with the specific cigarette taste, one in ten people believe that the colour of the cigarette pack is indicative of one brand being less harmful than another.
Notably, in Hungary four times the EU average feel that the pack colour does differentiate cigarettes on the basis of harm. In Lithuania, Latvia, Malta, Slovakia and Poland around double the EU average (between 17% and 22%) believe that pack colour is an indication of harm. Those from Denmark, the Netherlands and Germany agree the least, with only between 2% and 4% agreeing that pack colour differentiates harm between cigarette brands.

Smokers (14%) appear to believe more than those who have stopped (9%) or those who have never smoked (8%) that pack colour is indicative of the level of harm between cigarette brands.
6 TOBACCO PROMOTION AND PURCHASING

In the EU, tobacco advertising on TV was banned in the early 1990s. In 2003, advertising in print media, on radio and over the Internet was also banned and tobacco sponsorship of cross-border events or activities was also prohibited. However, advertising in cinemas and on billboards or using merchandising (e.g. ash trays or parasols) is not included in the ban and remains the responsibility of the individual country to ban under its own national law.

6.1 Awareness of tobacco advertising or promotion

- **45% of EU citizens have seen tobacco advertising or promotion** -

On average, almost half of EU citizens have seen tobacco advertising or promotion in the last six months. Two in ten have seen tobacco advertising or promotion from time to time and two in ten have seen it rarely. Less than one in ten respondents claims that they have seen tobacco advertising or promotion often.

Interestingly, non-smokers are less likely to have seen tobacco advertising or promotion than smokers. It is likely that smokers are sensitised to advertising and
promotions for tobacco as a result of being smokers and so they are more likely to see advertising or promotions when they are shown. This phenomenon is often seen in advertising recall for specific brands, with users of a brand recalling seeing the brand more than non-users as they are sensitised to the brand as a result of using it. In this case, smokers are the ‘users’ and they are recalling smoking advertising and promotions more than the ‘non-using’ non-smokers.

Among the EU Member States, the Cypriot, French and UK respondents have seen the least tobacco advertising or promotion with three out of ten or fewer having seen any at all. Among the non-EU countries, similarly low levels of advertising awareness are present in Turkey.

Conversely, in Greece, Sweden and Austria at least six out of ten respondents claim to have seen tobacco advertising or promotion in the last six months (rarely, from time to time or often).
Those who never see tobacco advertising or promotion are female more than male, older (older than 55 years) and as a consequence of both of these factors more likely to be retired and house persons. In contrast, those who have seen tobacco advertising or promotion often are younger (15-24 years), students and smokers.
QD16 In the past 6 months, have you seen tobacco advertising or promotion?

<table>
<thead>
<tr>
<th></th>
<th>Often</th>
<th>From time to time</th>
<th>Rarely</th>
<th>Never</th>
<th>DK</th>
</tr>
</thead>
<tbody>
<tr>
<td>EU27</td>
<td>8%</td>
<td>19%</td>
<td>18%</td>
<td>50%</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Sex</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>8%</td>
<td>21%</td>
<td>20%</td>
<td>46%</td>
<td>5%</td>
</tr>
<tr>
<td>Female</td>
<td>7%</td>
<td>17%</td>
<td>16%</td>
<td>54%</td>
<td>6%</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15-24</td>
<td>13%</td>
<td>21%</td>
<td>20%</td>
<td>42%</td>
<td>4%</td>
</tr>
<tr>
<td>25-39</td>
<td>10%</td>
<td>21%</td>
<td>19%</td>
<td>46%</td>
<td>4%</td>
</tr>
<tr>
<td>40-54</td>
<td>7%</td>
<td>21%</td>
<td>19%</td>
<td>49%</td>
<td>4%</td>
</tr>
<tr>
<td>55+</td>
<td>5%</td>
<td>15%</td>
<td>16%</td>
<td>57%</td>
<td>7%</td>
</tr>
<tr>
<td><strong>Education (End of)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15-</td>
<td>5%</td>
<td>16%</td>
<td>17%</td>
<td>57%</td>
<td>5%</td>
</tr>
<tr>
<td>16-19</td>
<td>8%</td>
<td>19%</td>
<td>18%</td>
<td>50%</td>
<td>5%</td>
</tr>
<tr>
<td>20+</td>
<td>7%</td>
<td>21%</td>
<td>20%</td>
<td>47%</td>
<td>5%</td>
</tr>
<tr>
<td>Still studying</td>
<td>13%</td>
<td>23%</td>
<td>20%</td>
<td>40%</td>
<td>4%</td>
</tr>
<tr>
<td><strong>Respondent occupation scale</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Self- employed</td>
<td>7%</td>
<td>20%</td>
<td>19%</td>
<td>49%</td>
<td>5%</td>
</tr>
<tr>
<td>Managers</td>
<td>6%</td>
<td>20%</td>
<td>22%</td>
<td>47%</td>
<td>5%</td>
</tr>
<tr>
<td>Other white collars</td>
<td>9%</td>
<td>22%</td>
<td>20%</td>
<td>44%</td>
<td>5%</td>
</tr>
<tr>
<td>Manual workers</td>
<td>9%</td>
<td>20%</td>
<td>19%</td>
<td>48%</td>
<td>4%</td>
</tr>
<tr>
<td>House persons</td>
<td>7%</td>
<td>15%</td>
<td>15%</td>
<td>58%</td>
<td>5%</td>
</tr>
<tr>
<td>Unemployed</td>
<td>9%</td>
<td>20%</td>
<td>17%</td>
<td>49%</td>
<td>5%</td>
</tr>
<tr>
<td>Retired</td>
<td>5%</td>
<td>14%</td>
<td>16%</td>
<td>58%</td>
<td>7%</td>
</tr>
<tr>
<td>Students</td>
<td>13%</td>
<td>23%</td>
<td>20%</td>
<td>40%</td>
<td>4%</td>
</tr>
<tr>
<td><strong>Self-positioning on the social staircase</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Low (1-4)</td>
<td>8%</td>
<td>17%</td>
<td>17%</td>
<td>52%</td>
<td>6%</td>
</tr>
<tr>
<td>Medium (5-6)</td>
<td>8%</td>
<td>18%</td>
<td>18%</td>
<td>51%</td>
<td>5%</td>
</tr>
<tr>
<td>High (7-10)</td>
<td>8%</td>
<td>21%</td>
<td>19%</td>
<td>47%</td>
<td>5%</td>
</tr>
</tbody>
</table>
6.2 Tobacco purchasing

- Self-service and vending machines used most frequently -

Within the European population, self-service sales and vending machines are the most frequently used of the various tobacco purchasing methods listed, with about one in seven using each of these methods. Purchasing tobacco in another country is slightly less common, with one in ten buying tobacco this way. Tobacco is purchased via the Internet at relatively low levels, with only 3% doing so ‘rarely’ or ‘from time to time’.

If we focus on specific populations, i.e. on ex-smokers and smokers, we can observe some differences. Not surprisingly, recall levels for tobacco product purchase in the last 12 months are lower among ex-smokers than among smokers. However, recall follows a similar trend, with 9% recalling having purchased tobacco products in self-service sales, 7% in vending machines, 7% in another country and 2% via the Internet. Among people who have never smoked, the purchase of tobacco products is uniformly low, even if purchases in self-service sales and in vending machines (both 4%) are slightly higher than purchases in another country and via the Internet (both 3%).

Let us now focus our analysis on the most interesting population for this question, smokers. Logically, they are the main purchasers of tobacco products, with 39% purchasing tobacco products in self-service sales, 36% in vending machines, 27% in another country and 5% via the Internet.

<table>
<thead>
<tr>
<th>QD17 In the past 12 months, have you bought tobacco products in each of the following ways?</th>
<th>Smokers - EU</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Often</td>
</tr>
<tr>
<td>In self-service sales</td>
<td>17%</td>
</tr>
<tr>
<td>In vending machines</td>
<td>11%</td>
</tr>
<tr>
<td>Bought in another EU country/ Bought in another country</td>
<td>5%</td>
</tr>
<tr>
<td>Via the Internet</td>
<td></td>
</tr>
</tbody>
</table>

Base: Smokers EB72.3, n=7851
**In self-service sales**

Among smokers, self-service purchasing is particularly high in Austria (98%), the Former Yugoslav Republic of Macedonia (89%), Belgium and Estonia (both 73%), Slovenia (72%), Slovakia (71%) and Latvia and Finland (both 70%). Self-service purchasing is particularly low in Greece, the UK and Cyprus (14%) and in Turkey, with only 13% of respondents participating in this type of purchasing.

Socio-demographically, smokers who are older than 55 years old (69% never) and, as a consequence, those who are retired (68% never) are less likely than other demographic groups to purchase tobacco via self-service sales.

**In vending machines**

Among smokers, levels of purchasing tobacco from vending machines are similar to that of self-service sales, with 36% of EU citizens purchasing from a vending machine. Austrian, Spanish, Portuguese and Maltese respondents use vending machines more than others with 91%, 88%, 86% and 83% respectively purchasing tobacco from vending machines.

In many countries the use of vending machines is almost non-existent; specifically in Bulgaria, Estonia, Lithuania, Latvia, Cyprus and in Turkey, where the purchase by smokers of tobacco via a vending machine is 4% or less.

As with the use of self-service sales, smokers who are older than 55 years old (76% never) and retired (80% never) are less likely to purchase tobacco from vending machines. It is also the case for house persons (75% never). In addition, men tend to use vending machines more than women (60% ‘never’ male versus 69% ‘never’ female).
Bought in another EU country/bought in another country

27% of European smokers buy tobacco in a country other than where they reside. Only in Austria is the percentage of respondents purchasing from another country notably higher, at 60%. Also in France, in the Netherlands and in Croatia results are strikingly higher at 41%. At the opposite end of the scale, Bulgaria (9%), Hungary (7%), Greece (6%) and Turkey (only 1%) are the only countries where purchasing outside of the country is 9% or less.

Socio-demographically, smokers older than 55 years (79% never), retired (82% never) as well as house persons (82% never) are the groups least likely to purchase tobacco from another country.

Via the Internet

Buying tobacco products over the Internet is relatively uncommon. In most countries, 5% or less of smokers purchase tobacco over the Internet. Only in Spain and Italy is purchasing at relatively high levels, with respectively 13% and 12% of smokers purchasing tobacco products in this way.
6.3 Attitudes to tobacco-control policies

- Most are in favour of tobacco-control policies -

On the whole, most citizens are in favour of the various tobacco-control policies listed and the majority are in favour of each of the proposals outlined. Socio-demographically, those in favour of the proposals tend to be women, those over 55 years of age, house persons, managers and the retired.

<table>
<thead>
<tr>
<th>QD18 Would you be in favour of or opposed to any of the following measures?</th>
<th>Total sample</th>
<th>Smokers</th>
<th>Non-smokers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Putting picture health warnings on all packages of tobacco products</td>
<td>75%</td>
<td>61%</td>
<td>80%</td>
</tr>
<tr>
<td>Introducing an extra fee on manufacturers of tobacco products to cover the health costs of tobacco use</td>
<td>67%</td>
<td>43%</td>
<td>77%</td>
</tr>
<tr>
<td>Banning advertising of tobacco products in points of sales/shops</td>
<td>63%</td>
<td>48%</td>
<td>69%</td>
</tr>
<tr>
<td>Banning flavours that make tobacco products more attractive</td>
<td>61%</td>
<td>44%</td>
<td>68%</td>
</tr>
<tr>
<td>Banning the sales of tobacco products via the Internet</td>
<td>60%</td>
<td>45%</td>
<td>66%</td>
</tr>
<tr>
<td>Increasing taxes on tobacco products</td>
<td>56%</td>
<td>21%</td>
<td>71%</td>
</tr>
<tr>
<td>Keeping tobacco products out of sight in shop/points of sale</td>
<td>55%</td>
<td>37%</td>
<td>63%</td>
</tr>
<tr>
<td>Banning colours, logos and promotional elements from packets of tobacco products</td>
<td>54%</td>
<td>34%</td>
<td>62%</td>
</tr>
<tr>
<td>Banning the sales of tobacco products through vending machines</td>
<td>52%</td>
<td>32%</td>
<td>61%</td>
</tr>
</tbody>
</table>
More smokers than non-smokers oppose each of the proposals. Opinions differ particularly regarding the proposals on taxes on manufacturers and taxes on tobacco products, where non-smokers are in support and smokers are not. Putting picture health warnings on all packages of tobacco products is the only proposal that clearly receives support from more than half of the smokers (whereas, within the EU, only three countries have already introduced picture health warnings: Belgium, Romania and the United Kingdom). Banning advertising of tobacco from shops/points of sale is close with 48% of smokers in favour.

The policy that received the most positive response is that of putting picture health warnings on all packages of tobacco products. Three quarters of all EU citizens are in favour of this policy. Those countries in which pictorial warnings are already included are not particularly in favour or against this policy; Belgium 81%, Romania 72% and the UK 77%. Maltese citizens are the most in favour (nine out of ten), whilst those from Denmark and Slovenia showed the most opposition.

Two thirds of EU citizens are in favour of introducing a fee on manufacturers to cover the health costs of tobacco use. The Cypriots are the most supportive, with 83% in favour. Those from Bulgaria, Romania, the Netherlands and Austria and Croatia are the most against it with over a third opposed to it.

EU citizens are less supportive of increasing taxes on tobacco products, with 56% in favour of this proposal. Support varies by country and is strongest in Finland and Turkey where seven in ten are in favour. Opposition is greatest in France and Lithuania with 48% against it.

Almost two thirds of EU citizens are in favour of banning the advertising of tobacco products at point of sale/in shops, whereas slightly fewer (55%) are in favour of keeping the actual products out of sight in store/at point of sale.

Respondents in Ireland, Cyprus and Turkey are most in favour of banning both the advertising and the display of tobacco products in shops/at points of sale. Finland is also one of the countries most in favour of banning the advertising of tobacco products in points of sales/shops but it was not one of the most in favour of keeping tobacco products out of sight. The countries most opposed to these two measures are the Netherlands and Austria.
EU citizens are more in favour of banning sales through the Internet than banning them through vending machines, 60% versus 52% respectively. Given current purchasing behaviour is more towards vending machines rather than the Internet this reaction is not surprising.

Citizens from Cyprus and Turkey are those most in favour of banning sales through the Internet and through vending machines, with around eight out of ten in favour of each proposed measure. The greatest opposition to the two measures is less consistent, with citizens from the Netherlands, Denmark and Sweden being the most opposed to banning sales via the Internet. Whereas, citizens from Austria, the Netherlands and Spain are the most resistant to banning tobacco sales through vending machines.

Banning flavours that make tobacco products more attractive achieves support from six out of ten EU citizens. Those in particular support are citizens from Cyprus, Ireland and Turkey, with around eight out of ten in favour. Opposition is strongest from Slovenia, the Netherlands, Sweden and the Czech Republic and Croatia, where at least four out of ten object.

Slightly over half of EU citizens are in favour of banning colours, logos and promotional elements from tobacco packages. The strongest support comes from Cyprus, Ireland and Turkey. A similar support can be found in the Turkish Cypriot Community. Opposition is greatest in the Netherlands with 57% opposed to it, followed by Sweden and Slovenia with 52% and 49% respectively.
**Q018 Would you be in favour of or opposed to any of the following measures? Answer: 'In favour'**

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<th>Country</th>
<th>Putting picture health warnings on all packages of tobacco products*</th>
<th>Introducing an extra fee on manufacturers of tobacco products to cover the health costs of tobacco use</th>
<th>Banning advertising of tobacco products in points of sale/ shops</th>
<th>Banning flavours that make tobacco products more attractive</th>
<th>Banning the sales of tobacco products via the Internet</th>
<th>Increasing taxes on tobacco products</th>
<th>Keeping tobacco products out of sight/ points of sale</th>
<th>Banning colours, logos and promotional elements from packets of tobacco products</th>
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*Within the EU, only three countries have already introduced picture health warnings on all packages of tobacco products: Belgium, Romania and the United Kingdom*
**CONCLUSIONS**

About **a third of EU citizens are current smokers** of cigarettes, cigars or pipes. Greece, Bulgaria, Hungary and the candidate countries of Turkey and the Former Yugoslav Republic of Macedonia have the highest proportions of smokers.

**Manufactured cigarettes are the most commonly smoked tobacco product,** consumed by eight out of ten current smokers. The frequency with which manufactured cigarettes are smoked is highest in several of the countries that have the highest proportions of smokers; specifically Greece and the three candidate countries, Croatia, Turkey and the Former Yugoslav Republic of Macedonia. The high prevalence of smoking in Greece is compounded by the fact that the number of cigarettes consumed per day is the highest (the equivalent of just over a packet of 20 per day).

Hand-rolled cigarettes are smoked by about one in seven smokers. It appears that hand-rolled cigarettes may be used as a substitute for manufactured cigarettes, as in the countries where consumption is relatively high the use of manufactured cigarettes is comparatively low.

Cigars, water pipes and pipes are used by fewer smokers than hand-rolled cigarettes and are primarily reserved for occasional use.

While in general the regular or occasional use of other tobacco and nicotine products is relatively low in comparison to mainstream tobacco products, their highest rates of use are in Sweden, Finland and Denmark.

**Almost a third of smokers have tried to quit smoking in the last 12 months** and **half of those who have tried, have done so more than once.**

**The main factors that lead people to consider giving up are personal health,** followed by family/partner/friends. The **price of tobacco products is also a factor in trying to quit.** Other external factors (such as smoking restrictions, social disapproval, warning labels and media campaigns) play an indirect role.
Smokers are the most tolerant of others smoking in their private environment and consequently the countries in which the proportion of smokers is highest demonstrate higher tolerance in terms of smoking in the home or car and vice versa.

Exposure to second-hand smoke in the last 6 months was higher in bars than in eating establishments (among those who visited bars and eating establishments, 45% recalled that people were smoking in the former, while 30% recalled that people were smoking in the latter).

A quarter of those who work indoors are exposed to second-hand smoke.

Cigarette choice seems to be based mainly on taste and price. Overall, taste is the main factor influencing choice; however in some countries price is more important. Tar, nicotine and carbon monoxide levels play a role in some countries but on the whole are less important than taste and price.

One in five EU citizens wrongly believes that some cigarettes are less harmful than others. Tar, nicotine and carbon monoxide levels on the pack are perceived as being most indicative of relative harm.

Forty five percent of EU citizens claim to have seen tobacco advertising or promotions in the last 6 months, despite the EU ban on crossborder advertising.

Special distribution channels play a significant role in tobacco purchasing. During the last 12 months, 17% of smokers have often bought tobacco products from self-services machines, 11% of smokers have bought them from vending machines and 1% have done so via the internet.

Most EU citizens are in favour of a wide range of tobacco-control measures: putting picture health warnings on all tobacco product packages (75%); introducing an extra fee on manufacturers of tobacco products to cover the health costs of tobacco use (67%); banning advertising of tobacco products at points of sale/shops (63%); banning flavours that make tobacco products more attractive (61%); banning the sale of tobacco products via the Internet (60%); increasing taxes on tobacco products (56%); keeping tobacco products out of sight in shops/points of sale (55%), banning colours, logos and promotional elements from tobacco product packets (54%); and banning the sale of tobacco products through vending machines (52%).
ANNEXES
TECHNICAL SPECIFICATIONS
SPECIAL EUROBAROMETER N°332
“Tobacco”
TECHNICAL SPECIFICATIONS

Between the 2nd and the 19th of October 2009, TNS Opinion & Social, a consortium created between TNS plc and TNS opinion, carried out wave 72.3 of the EUROBAROMETER, on request of the EUROPEAN COMMISSION, Directorate-General for Communication, “Research and Speechwriting”.

The SPECIAL EUROBAROMETER N°332 is part of wave 72.3 and covers the population of the respective nationalities of the European Union Member States, resident in each of the Member States and aged 15 years and over. The EUROBAROMETER 72.3 has also been conducted in the three candidate countries (Croatia, Turkey and the Former Yugoslav Republic of Macedonia) and in the Turkish Cypriot Community. In these countries, the survey covers the national population of citizens and the population of citizens of all the European Union Member States that are residents in these countries and have a sufficient command of the national languages to answer the questionnaire. The basic sample design applied in all states is a multi-stage, random (probability) one. In each country, a number of sampling points was drawn with probability proportional to population size (for a total coverage of the country) and to population density.

In order to do so, the sampling points were drawn systematically from each of the “administrative regional units”, after stratification by individual unit and type of area. They thus represent the whole territory of the countries surveyed according to the EUROSTAT NUTS II (or equivalent) and according to the distribution of the resident population of the respective nationalities in terms of metropolitan, urban and rural areas. In each of the selected sampling points, a starting address was drawn, at random. Further addresses (every Nth address) were selected by standard “random route” procedures, from the initial address. In each household, the respondent was drawn, at random (following the “closest birthday rule”). All interviews were conducted face-to-face in people’s homes and in the appropriate national language. As far as the data capture is concerned, CAPI (Computer Assisted Personal Interview) was used in those countries where this technique was available.
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<tr>
<td>TR</td>
<td>Turkey</td>
<td>TNS PIAR</td>
<td>1.004</td>
<td>02/10/2009</td>
<td>52.728.513</td>
</tr>
<tr>
<td>MK</td>
<td>Former Yugoslav Rep. of Macedonia</td>
<td>TNS Brima</td>
<td>1.000</td>
<td>02/10/2009</td>
<td>1.678.404</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td></td>
<td>30.292</td>
<td>02/10/2009</td>
<td>465.127.191</td>
</tr>
</tbody>
</table>
For each country a comparison between the sample and the universe was carried out. The Universe description was derived from Eurostat population data or from national statistics offices. For all countries surveyed, a national weighting procedure, using marginal and intercellular weighting, was carried out based on this Universe description. In all countries, gender, age, region and size of locality were introduced in the iteration procedure. For international weighting (i.e. EU averages), TNS Opinion & Social applies the official population figures as provided by EUROSTAT or national statistic offices. The total population figures for input in this post-weighting procedure are listed above.

Readers are reminded that survey results are estimations, the accuracy of which, everything being equal, rests upon the sample size and upon the observed percentage. With samples of about 1,000 interviews, the real percentages vary within the following confidence limits:

<table>
<thead>
<tr>
<th>Observed percentages</th>
<th>10% or 90%</th>
<th>20% or 80%</th>
<th>30% or 70%</th>
<th>40% or 60%</th>
<th>50%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Confidence limits</td>
<td>± 1.9 points</td>
<td>± 2.5 points</td>
<td>± 2.7 points</td>
<td>± 3.0 points</td>
<td>± 3.1 points</td>
</tr>
</tbody>
</table>
QUESTIONNAIRE
**QuestionnaireEB723**

**QD1** En ce qui concerne le fait de fumer des cigarettes, des cigarettes ou la pipe, laquelle des phrases suivantes s’applique à vous ?

**QD2** Avez-vous déjà essayé l’un des produits suivants ?

### QD1 - En ce qui concerne le fait de fumer des cigarettes, des cigarettes ou la pipe, laquelle des phrases suivantes s’applique à vous ?

<table>
<thead>
<tr>
<th>Phrase</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vous fumez actuellement</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vous fumiez mais vous avez arrêté</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vous n’avez jamais fumé</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NSP</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### QD2 - Avez-vous déjà essayé l’un des produits suivants ?

<table>
<thead>
<tr>
<th>Produit</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Une pipe à eau (shisha, narguilé, hookah)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Du tabac oral (tel que snus, tabac à priser ou tabac à chiquer)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Des produits contenant de la nicotine mais pas de tabac (tels que des cigarettes électroniques ou des boisson à la nicotine)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**New**

**Montrer carte avec échelle - Une réponse par ligne**

<table>
<thead>
<tr>
<th>Produit</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Water pipe (shisha, hookah)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oral tobacco (such as snuff, snus or chewing tobacco)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Products containing nicotine but not tobacco (such as electronic cigarettes or nicotine drinks)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Parlons maintenant d’un autre sujet.**

Now let's talk about another topic.
**QD3a** Do you use the following tobacco products every day, occasionally or not at all?

<table>
<thead>
<tr>
<th>(ONE ANSWER PER LINE)</th>
<th>Yes, every day</th>
<th>Yes, occasionally</th>
<th>No, not at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Manufactured cigarettes</td>
<td>1 2 3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 Hand-rolled cigarettes</td>
<td>1 2 3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 Cigars</td>
<td>1 2 3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 Pipe</td>
<td>1 2 3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 Water pipe (shisha, hookah)</td>
<td>1 2 3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

NEW

**QD3b** Before quitting, did you use the following tobacco products every day, occasionally or not at all?

<table>
<thead>
<tr>
<th>(ONE ANSWER PER LINE)</th>
<th>Yes, every day</th>
<th>Yes, occasionally</th>
<th>No, not at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Manufactured cigarettes</td>
<td>1 2 3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 Hand-rolled cigarettes</td>
<td>1 2 3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 Cigars</td>
<td>1 2 3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 Pipe</td>
<td>1 2 3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 Water pipe (shisha, hookah)</td>
<td>1 2 3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

NEW

**QD3a** Utilisez-vous les produits du tabac suivants tous les jours, occasionnellement ou pas du tout ?

<table>
<thead>
<tr>
<th>(UNE REPONSE PAR LIGNE)</th>
<th>Oui, Tous les jours</th>
<th>Oui, occasionnellement</th>
<th>Non, pas du tout</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Des cigarettes fabriquées industriellement</td>
<td>1 2 3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 Des cigarettes roulées à la main</td>
<td>1 2 3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 Des cigares</td>
<td>1 2 3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 La pipe</td>
<td>1 2 3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 La pipe à eau (shisha, narguilé, hookah)</td>
<td>1 2 3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

NEW

**QD3b** Avant d’arrêter de fumer, utilisez-vous les produits du tabac suivants tous les jours, occasionnellement ou pas du tout ?

<table>
<thead>
<tr>
<th>(UNE REPONSE PAR LIGNE)</th>
<th>Oui, Tous les jours</th>
<th>Oui, occasionnellement</th>
<th>Non, pas du tout</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Des cigarettes fabriquées industriellement</td>
<td>1 2 3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 Des cigarettes roulées à la main</td>
<td>1 2 3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 Des cigares</td>
<td>1 2 3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 La pipe</td>
<td>1 2 3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 La pipe à eau (shisha, narguilé, hookah)</td>
<td>1 2 3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

NEW
<table>
<thead>
<tr>
<th>Question</th>
<th>Translation</th>
</tr>
</thead>
<tbody>
<tr>
<td>QD4a</td>
<td>On average, how many cigarettes do you smoke each day?</td>
</tr>
<tr>
<td>QD4b</td>
<td>On average, how many cigars do you smoke each day?</td>
</tr>
<tr>
<td>QD4c</td>
<td>On average, how many pipes do you smoke each day?</td>
</tr>
</tbody>
</table>

**Cigarettes**

WRITE DOWN - IF "REFUSAL" CODE '98 - IF "DK" CODE '99

**Cigars**

WRITE DOWN - IF "REFUSAL" CODE '98 - IF "DK" CODE '99

**Pipes**

WRITE DOWN - IF "REFUSAL" CODE '98 - IF "DK" CODE '99

**NOTER EN CLAIR - SI "REFUS" CODER '98 - SI "NSP" CODER '99**
**QD5** Do any of the following factors influence your choice of cigarettes?

<table>
<thead>
<tr>
<th>(READ OUT)</th>
<th>Yes</th>
<th>No</th>
<th>DK</th>
</tr>
</thead>
<tbody>
<tr>
<td>The price</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>The package</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>The taste</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>The tar, nicotine and monoxide carbon levels</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

**NEW**

**QD5** Des facteurs suivants influencent-il votre choix de cigarettes ?

<table>
<thead>
<tr>
<th>[LIRE]</th>
<th>Oui</th>
<th>Non</th>
<th>NSP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Le prix</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Le paquet</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Le goût</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Les niveaux de goudron, nicotine et monoxyde carbone</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

**NEW**

**QD6** Which statement best describes smoking situation inside your house?

<table>
<thead>
<tr>
<th>(READ OUT – ONE ANSWER ONLY)</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smoking is not allowed at all inside the house</td>
<td></td>
</tr>
<tr>
<td>Smoking is allowed only in certain rooms inside the house</td>
<td>3</td>
</tr>
<tr>
<td>Smoking is allowed everywhere inside the house</td>
<td>6</td>
</tr>
<tr>
<td>DK</td>
<td>7</td>
</tr>
</tbody>
</table>

**NEW BASED ON EB66.2 QB27**

<table>
<thead>
<tr>
<th>[LIRE – UNE SEULE REPONSE]</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Il est interdit de fumer partout dans la maison</td>
<td></td>
</tr>
<tr>
<td>Il est permis de fumer uniquement dans certaines pièces de la maison</td>
<td>3</td>
</tr>
<tr>
<td>Il est permis de fumer partout dans la maison</td>
<td>6</td>
</tr>
<tr>
<td>NSP</td>
<td>7</td>
</tr>
</tbody>
</table>

**NEW BASED ON EB66.2 QB27**
**QD7** Do you allow smoking in your car?

(READ OUT – ONE ANSWER ONLY)

- Smoking is never allowed in my car
- Smoking is allowed sometimes in my car
- Smoking is allowed all the time in my car
- Do not have a car (SPONTANEOUS)
- DK

NEW BASED ON EB66.2 QB32

---

**QD8** The last time you visited ... in the last 6 months, were people smoking inside?

(ONE ANSWER PER LINE)

<table>
<thead>
<tr>
<th>(READ OUT)</th>
<th>Yes</th>
<th>No</th>
<th>Have not visited in the last 6 months (SPONTANEOUS)</th>
<th>DK</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>2</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

NEW
**QD9** How often are you exposed to tobacco smoke indoors at your workplace?

(READ OUT – ONE ANSWER ONLY)

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never or almost never</td>
<td>1</td>
</tr>
<tr>
<td>Less than 1 hour a day</td>
<td>2</td>
</tr>
<tr>
<td>1-6 hours a day</td>
<td>3</td>
</tr>
<tr>
<td>More than 5 hours a day</td>
<td>4</td>
</tr>
<tr>
<td>Not relevant (don't work or don't work indoors) (SPONTANEOUS)</td>
<td>5</td>
</tr>
<tr>
<td>DK</td>
<td>6</td>
</tr>
</tbody>
</table>

**QD10** Have you tried to quit smoking in the last 12 months?

(READ OUT – ONE ANSWER ONLY)

<table>
<thead>
<tr>
<th>Response</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, once</td>
<td>1</td>
</tr>
<tr>
<td>Yes, between 2 and 5 times</td>
<td>2</td>
</tr>
<tr>
<td>Yes, more than 5 times</td>
<td>3</td>
</tr>
<tr>
<td>No</td>
<td>4</td>
</tr>
<tr>
<td>DK</td>
<td>5</td>
</tr>
</tbody>
</table>

**NEW**

ASK QD9 ONLY IF "CURRENTLY WORK", CODE 5 TO 18 IN D15a - OTHERS GO TO QD10

POSER QD9 SI "TRAVAILLE ACTUELLEMENT", CODE 5 A 18 EN D15a - LES AUTRES ALLER EN QD10

NEW ASK QD10 TO QD12 IF "SMOKERS", CODE 1 IN QD1 – OTHERS GO TO QD12b

NEW ASK QD10 A QD12 SI "FUMEURS", CODE 1 EN QD1 – LES AUTRES ALLER EN QD12b

NEW
Thinking about the last time you attempted to give up smoking, how long did this attempt last?

[SHOW CARD – READ OUT – ONE ANSWER ONLY]

- Less than a day: 1
- Between 1 and 6 days: 2
- Between 1 and 8 weeks: 3
- Over two months: 4
- DK: 5

At your last quit attempt, did you use any of the following?

[ONE ANSWER PER LINE]

- Nicotine replacement medications like nicotine gum, patch or inhaler
- Medications that require a prescription
- Advice from the doctor or other health professional
- Special stop-smoking services such as clinics or specialists
- Telephone quitlines
- Internet quitlines
- Oral tobacco (such as snuff, snus or chewing tobacco)
- NEW

En pensant à la dernière fois que vous avez essayé d’arrêter de fumer, combien de temps cela a-t-il duré ?

[LIRE] Oui Non NSP

- Moins d’un jour: 1
- Entre 1 et 6 jours: 2
- Entre 1 et 8 semaines: 3
- Plus de 2 mois: 4
- NSP: 5

Lors de votre dernière tentative pour arrêter de fumer, avez-vous utilisé l’un des moyens suivants ?

[LIRE] Oui Non NSP

- Des médicaments remplaçant la nicotine tels que des gommes à la nicotine, des patchs ou un inhalateur: 1
- Des médicaments qui nécessitent une ordonnance: 1
- Des conseils du médecin ou d’autres professionnels de la santé: 1
- Des services spéciaux pour arrêter de fumer tels que des cliniques ou des spécialistes: 1
- Des lignes téléphoniques pour arrêter de fumer: 1
- Des services internet pour arrêter de fumer: 1
- Des thérapies alternatives telles que l’acupuncture ou l’hypnose: 1
- Du tabac oral (tel que snus, tabac à priser ou tabac à chiquer): 1

NEW
To quit smoking, did you use any of the following?

**NEW**

<table>
<thead>
<tr>
<th>(READ OUT)</th>
<th>Yes</th>
<th>No</th>
<th>DK</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Nicotine replacement medications like nicotine gum, patch or inhaler</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>2 Medications that require a prescription</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>3 Advice from the doctor or other health professional</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>4 Special stop-smoking services such as clinics or specialists</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>5 Telephone quitlines</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>6 Internet quitlines</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>7 Alternative therapies such as acupuncture or hypnosis</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>8 Oral tobacco (such as snuff, snus or chewing tobacco)</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

**NEW**
QD13a Has any of the following things led you to think about quitting in the last 12 months? (ONE ANSWER PER LINE)

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
<th>DK</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>3</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>6</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>7</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>8</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>9</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>10</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>11</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>12</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

NEW

QD13a Si "A ESSAYE D'ARRETER DURANT LES 12 DERNIERS MOIS", CODE 1, 2 OU 3 EN QD10 - LES AUTRES ALLER EN QD13b

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
<th>DK</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>3</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>6</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>7</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>8</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>9</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>10</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>11</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>12</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

NEW

(READ OUT) (LIRE)  Oui Non NSP

1. Concern about your personal health 1 2 3
2. Concern about the effect of your smoke on non-smokers 1 2 3
3. The society disapproves of smoking 1 2 3
4. The price of tobacco products 1 2 3
5. Smoking restrictions at work 1 2 3
6. Smoking restrictions in public places like bars and restaurants 1 2 3
7. A media campaign 1 2 3
8. Availability of telephone quitline 1 2 3
9. Advice from a doctor or other health professional 1 2 3
10. Free, or lower cost, stop-smoking medication 1 2 3
11. Warning labels on tobacco packages 1 2 3
12. Family/ partner; friends 1 2 3

NEW

1. L'inquiétude à propos de votre santé personnelle 1 2 3
2. L'inquiétude à propos de l'effet de votre fumée sur les non-fumeurs 1 2 3
3. La société désapprouve le fait de fumer 1 2 3
4. Le prix des produits du tabac 1 2 3
5. Les interdictions de fumer au travail 1 2 3
6. Les interdictions de fumer dans les lieux publics tels que les bars et les restaurants 1 2 3
7. Une campagne médiatique 1 2 3
8. La disponibilité d'une ligne téléphonique pour arrêter de fumer 1 2 3
9. Le conseil d'un médecin ou d'un autre professionnel de la santé 1 2 3
10. Un médicament gratuit ou peu cher pour arrêter de fumer 1 2 3
11. Les avertissements sur les paquets de tabac 1 2 3
12. La famille/le conjoint; les amis 1 2 3

NEW
**QD13b** Has any of the following things led you to quit tobacco use?

<table>
<thead>
<tr>
<th>(ONE ANSWER ONLY PER LINE)</th>
<th>Yes</th>
<th>No</th>
<th>DK</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Concern about your personal health</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>2. Concern about the effect of your smoke on non-smokers</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>3. The society disapproves of smoking</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>4. The price of tobacco products</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>5. Smoking restrictions at work</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>6. Smoking restrictions in public places like bars and restaurants</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>7. A media campaign</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>8. Availability of telephone quitline</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>9. Advice from a doctor or other health professional to quit</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>10. Free, or lower cost, stop-smoking medication</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>11. Warning labels on tobacco packages</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>12. Family and/or partner</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

**QD14** Do you think that some types of cigarettes are less harmful than other types, or are all cigarettes equally harmful? (M)

<table>
<thead>
<tr>
<th>(READ OUT – ONE ANSWER ONLY)</th>
<th>Yes</th>
<th>No</th>
<th>DK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Some are less harmful (M)</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>All are equally harmful (M)</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DK</td>
<td>3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**QD14** Do you think that some types of cigarettes are less harmful than other types, or are all cigarettes equally harmful? (M)

<table>
<thead>
<tr>
<th>(LIRE – UNE SEULE REPONSE)</th>
<th>Oui</th>
<th>Non</th>
<th>NSP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Some are less harmful (M)</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>All are equally harmful (M)</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DK</td>
<td>3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

**NEW**

**ASK ALL**

---

**EB58.2 Q6 TREND MODIFIED**
**QD15** Do you think that any of the following is an indication of whether a cigarette brand could be less harmful compared to others?

<table>
<thead>
<tr>
<th>(ONE ANSWER PER LINE)</th>
<th>Yes</th>
<th>No</th>
<th>DK</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 The taste, such as menthol or sweet flavours</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>2 The tar or nicotine levels indicated on cigarette packs</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>3 The colour of cigarette packs</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>4 Specific terms in the brand's name, such as &quot;silver&quot;, &quot;blue&quot; or &quot;natural&quot;</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

**EB58.2 Q6 TREND MODIFIED**

**QD16** In the past 6 months, have you seen tobacco advertising or promotion?

<table>
<thead>
<tr>
<th>(READ OUT – ONE ANSWER ONLY)</th>
<th>Often</th>
<th>From time to time</th>
<th>Rarely</th>
<th>Never</th>
<th>DK</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

**NEW**

**QD15** Pensez-vous que les éléments suivants peuvent indiquer si une marque de cigarettes est moins nocive comparée aux autres ?

<table>
<thead>
<tr>
<th>(UNE REPONSE PAR LIGNE)</th>
<th>Oui</th>
<th>Non</th>
<th>NSP</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Le goût, tel que le menthol ou les saveurs sucrées</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>2 Les niveaux de goudron ou de nicotine indiqués sur les paquets de cigarettes</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>3 La couleur des paquets de cigarettes</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>4 Des termes dans le nom de la marque, tels que &quot;silver&quot;, &quot;blue&quot; ou &quot;natural&quot;</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

**EB58.2 Q6 TREND MODIFIE**

**QD16** Au cours des 6 derniers mois, avez-vous vu une publicité ou une promotion pour des produits du tabac ?

<table>
<thead>
<tr>
<th>(LIRE – UNE SEULE REPONSE)</th>
<th>Souvent</th>
<th>De temps en temps</th>
<th>Rarement</th>
<th>Jamais</th>
<th>NSP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

**NEW**

**NOUVEAU**
In the past 12 months, have you bought tobacco products in each of the following ways?

- Via the Internet
- In vending machines
- In self-service sales
- Bought in another country

**[SHOW CARD WITH SCALE – ONE ANSWER PER LINE]**

<table>
<thead>
<tr>
<th></th>
<th>Often</th>
<th>From time to time</th>
<th>Rarely</th>
<th>Never</th>
<th>DK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Via the Internet</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>In vending machines</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>In self-service sales</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Bought in another country</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
Would you be in favour of or opposed to any of the following measures?

<table>
<thead>
<tr>
<th>Measure Description</th>
<th>In favour</th>
<th>Opposed</th>
<th>DK</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Introducing an extra fee on manufacturers of tobacco products to cover the health costs of tobacco use</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>2. Increasing taxes on tobacco products</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>3. Banning the sales of tobacco products via the Internet</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>4. Interdicting the sales of tobacco products through vending machines</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>5. Putting picture health warnings on all packages of tobacco products</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>6. Banning flavours that make tobacco products more attractive</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>7. Banning colours, logos and promotional elements from packets of tobacco products</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>8. Interdicting the display and advertising of tobacco products in sales points</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

NEW

Would you be in favour of or opposed to any of the following measures?

<table>
<thead>
<tr>
<th>Measure Description</th>
<th>Pour</th>
<th>Contre</th>
<th>NSP</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Introducing an extra fee on manufacturers of tobacco products to cover the health costs of tobacco use</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>2. Increasing taxes on tobacco products</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>3. Banning the sales of tobacco products via the Internet</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>4. Interdicting the sales of tobacco products through vending machines</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>5. Putting picture health warnings on all packages of tobacco products</td>
<td>1</td>
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<tr>
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<td>2</td>
<td>3</td>
</tr>
<tr>
<td>8. Interdicting the display and advertising of tobacco products in sales points</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

NEW
TABLES
QD1 En ce qui concerne le fait de fumer des cigarettes, des cigares ou la pipe, laquelle des phrases suivantes s’applique à vous ?
QD1 Regarding smoking cigarettes, cigars or a pipe, which of the following applies to you?
QD1 Welche der folgenden Aussagen trifft auf Sie in Bezug auf das Rauchen von Zigaretten, Zigaren oder Pfeifen zu?

<table>
<thead>
<tr>
<th>Country Code</th>
<th>BE</th>
<th>BG</th>
<th>CZ</th>
<th>DK</th>
<th>D-W</th>
<th>DE</th>
<th>D-E</th>
<th>EE</th>
<th>IE</th>
<th>EL</th>
<th>ES</th>
</tr>
</thead>
<tbody>
<tr>
<td>UE27</td>
<td>EB</td>
<td>EB</td>
<td>EB</td>
<td>EB</td>
<td>EB</td>
<td>EB</td>
<td>EB</td>
<td>EB</td>
<td>EB</td>
<td>EB</td>
<td>EB</td>
</tr>
<tr>
<td>EB</td>
<td>72.3</td>
<td>72.3</td>
<td>72.3</td>
<td>72.3</td>
<td>72.3</td>
<td>72.3</td>
<td>72.3</td>
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<td>72.3</td>
</tr>
<tr>
<td>EU27</td>
<td>EB</td>
<td>EB</td>
<td>EB</td>
<td>EB</td>
<td>EB</td>
<td>EB</td>
<td>EB</td>
<td>EB</td>
<td>EB</td>
<td>EB</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Country Code</th>
<th>FR</th>
<th>IT</th>
<th>CY</th>
<th>CY (tcc)</th>
<th>LV</th>
<th>LT</th>
<th>LU</th>
<th>HU</th>
<th>MT</th>
<th>NL</th>
<th>AT</th>
</tr>
</thead>
<tbody>
<tr>
<td>EB</td>
<td>72.3</td>
<td>72.3</td>
<td>72.3</td>
<td>72.3</td>
<td>72.3</td>
<td>72.3</td>
<td>72.3</td>
<td>72.3</td>
<td>72.3</td>
<td>72.3</td>
<td>72.3</td>
</tr>
<tr>
<td>You smoke at the present time</td>
<td>33</td>
<td>26</td>
<td>32</td>
<td>44</td>
<td>36</td>
<td>30</td>
<td>25</td>
<td>38</td>
<td>26</td>
<td>24</td>
<td>34</td>
</tr>
<tr>
<td>You used to smoke but you have stopped</td>
<td>26</td>
<td>16</td>
<td>15</td>
<td>10</td>
<td>17</td>
<td>18</td>
<td>22</td>
<td>15</td>
<td>15</td>
<td>33</td>
<td>23</td>
</tr>
<tr>
<td>You have never smoked</td>
<td>41</td>
<td>57</td>
<td>53</td>
<td>46</td>
<td>47</td>
<td>52</td>
<td>53</td>
<td>47</td>
<td>59</td>
<td>43</td>
<td>43</td>
</tr>
<tr>
<td>UK</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
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<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
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</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Country Code</th>
<th>PL</th>
<th>PT</th>
<th>RO</th>
<th>SI</th>
<th>SK</th>
<th>FI</th>
<th>SE</th>
<th>UK</th>
<th>HR</th>
<th>TR</th>
<th>MK</th>
</tr>
</thead>
<tbody>
<tr>
<td>EB</td>
<td>72.3</td>
<td>72.3</td>
<td>72.3</td>
<td>72.3</td>
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<td>72.3</td>
<td>72.3</td>
<td>72.3</td>
<td>72.3</td>
</tr>
<tr>
<td>Sie sind Raucher</td>
<td>33</td>
<td>23</td>
<td>30</td>
<td>26</td>
<td>26</td>
<td>21</td>
<td>16</td>
<td>28</td>
<td>33</td>
<td>37</td>
<td>37</td>
</tr>
<tr>
<td>Sie haben früher geraucht, aber damit aufgehört</td>
<td>22</td>
<td>13</td>
<td>12</td>
<td>24</td>
<td>21</td>
<td>27</td>
<td>31</td>
<td>25</td>
<td>18</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>Sie haben nie geraucht</td>
<td>45</td>
<td>64</td>
<td>58</td>
<td>50</td>
<td>53</td>
<td>52</td>
<td>53</td>
<td>47</td>
<td>49</td>
<td>53</td>
<td>52</td>
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<tr>
<td>WN</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
Q2.1 Avez-vous déjà essayé l’un des produits suivants ?
Une pipe à eau (shisha, narguilé, hookah)
Q2.1 Have you ever tried any of the following products?
Water pipe (shisha, hookah)
Q2.1 Haben Sie jemals eines der folgenden Produkte ausprobiert?
Wasserpipe (Shisha, Nargileh)

<table>
<thead>
<tr>
<th>UE27</th>
<th>BE</th>
<th>BG</th>
<th>CZ</th>
<th>DK</th>
<th>D-W</th>
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<td></td>
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<td>72.3</td>
</tr>
</tbody>
</table>

oui, je l’utilise régulièrement
1 1 1 1 1 1 0 2 0 1 1 1

oui, je l’ai essayé au moins une fois
11 10 9 13 27 15 14 13 27 3 12 5

Non
68 69 86 62 45 45 45 45 45 45 45 45

Oui
12 11 10 14 28 16 15 13 29 3 13 6

FR | IT | CY (tcc) | LV | LT | LU | HU | MT | NL | AT |
<table>
<thead>
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<td>72.3</td>
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<td>72.3</td>
<td>72.3</td>
<td>72.3</td>
<td>72.3</td>
</tr>
</tbody>
</table>

Yes, I use it regularly
1 1 1 2 1 1 1 1 1 1 1 1 1 1 1 2

Yes, I have tried it at least once
15 5 22 14 33 26 15 8 3 19 15

No
84 94 77 84 66 72 82 91 96 80 83

DK
0 0 0 0 0 0 0 0 0 0 0 0 0

Yes
16 6 23 16 34 28 16 9 4 20 17

PL | PT | RO | SI | SK | FI | SE | UK | HR | TR | MK |
<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td></td>
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<td>72.3</td>
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<td>72.3</td>
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<td>72.3</td>
</tr>
</tbody>
</table>

Ja, Sie benutzen das regelmäßig
2 0 1 1 1 1 1 1 0 2 0

Ja, Sie haben es mindestens einmal probiert
7 4 4 12 12 14 26 10 2 10 3

Nein
91 95 88 87 87 85 72 89 92 87 93

DN
0 1 7 0 0 1 0 6 1 4

Ja
9 4 5 13 13 15 27 11 2 12 3
QD2.2 Avez-vous déjà essayé l’un des produits suivants ?
Du tabac oral (tel que snus, tabac à priser ou tabac à chiquer)
QD2.2 Have you ever tried any of the following products?
Oral tobacco (such as snuff, snus or chewing tobacco)
QD2.2 Haben Sie jemals eines der folgenden Produkte ausprobiert?
Rauchfreier Tabak (wie z. B. Schnupf- oder Kautabak)
Q02.3 Avez-vous déjà essayé l’un des produits suivants ?
Des produits contenant de la nicotine mais pas de tabac (tels que des cigarettes électroniques ou des boissons à la nicotine)
Q02.3 Have you ever tried any of the following products?
Products containing nicotine but not tobacco (such as electronic cigarettes or nicotine drinks)
Q02.3 Haben Sie jemals eines der folgenden Produkte ausprobiert?
Produkte, die Nikotin aber kein Tabak enthalten (Elektronische Zigaretten oder nikotinhaltige Getränke)

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Oui, je l’utilise régulièrement
1 0 0 1 2 1 1 0 0 1 0 0

Oui, je l’ai essayé au moins une fois
2 2 3 4 11 1 1 1 4 2 1 1

Non
96 98 99 87 98 99 96 99 93 98 99

NSP
1 0 0 0 0 0 0 0 0 4 1 0

Oui
3 2 3 5 13 2 2 1 4 3 1 1

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Oui, je l’utilise régulièrement
0 1 0 6 1 0 0 0 0 1 0

Oui, je l’ai essayé au moins une fois
2 1 1 2 3 1 2 2 2 3 5

Non
98 97 99 91 98 98 96 98 96 94

DK
0 1 0 1 1 1 2 0 0 0 1

Oui
2 2 1 8 4 1 2 2 2 4 5

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Ja, Sie benutzen das regelmäßig
1 0 2 3 0 1 1 0 0 1 0

Ja, Sie haben es mindestens einmal probiert
2 1 2 4 4 13 9 6 1 0 0

Nein
97 98 89 93 96 85 89 93 94 98 96

WN
0 1 7 0 0 1 6 1 4 1 4

Ja
3 1 4 7 4 14 10 7 1 1 0
### QD2T Utilisation de ces produits

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N'a jamais utilisé régulièrement ou essayé au moins une fois l'un de ces produits

|           | 84 | 86 | 89 | 79 | 62 | 80 | 84 | 68 | 94 | 85 | 91 |

Un produit utilisé régulièrement ou essayé au moins une fois

|           | 12 | 12 | 8  | 17 | 25 | 16 | 15 | 12 | 23 | 5  | 12 | 8  |

Deux produits utilisés régulièrement ou essayés au moins une fois

|           | 3  | 2  | 2  | 4  | 11 | 5  | 5  | 3  | 7  | 1  | 2  | 1  |

Trois produits utilisés régulièrement ou essayés au moins une fois

|           | 1  | 0  | 1  | 0  | 2  | 0  | 0  | 1  | 2  | 0  | 1  | 0  |

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Never used regularly or tried at least once one of those products

|           | 81 | 92 | 77 | 79 | 64 | 71 | 81 | 90 | 94 | 77 | 77 |

One product used regularly or tried at least once

|           | 17 | 6  | 21 | 16 | 29 | 23 | 17 | 9  | 5  | 20 | 16 |

Two products used regularly or tried at least once

|           | 2  | 1  | 2  | 4  | 6  | 6  | 2  | 0  | 1  | 3  | 5  |

Three products used regularly or tried at least once

|           | 0  | 1  | 0  | 1  | 1  | 0  | 0  | 1  | 0  | 0  | 2  |

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Hat nie ein dieser Produkte regelmäßig benutzt oder mindestens einmal probiert

|           | 86 | 91 | 92 | 80 | 82 | 73 | 48 | 82 | 95 | 87 | 92 |

Ein dieser Produkte ist regelmäßig benutzt oder wurde mindestens einmal probiert

|           | 9  | 8  | 6  | 14 | 14 | 13 | 30 | 14 | 4  | 12 | 7  |

Zwei dieser Produkte sind regelmäßig benutzt oder wurden mindestens einmal probiert

|           | 4  | 1  | 1  | 5  | 3  | 5  | 18 | 4  | 1  | 1  | 1  |

Drei dieser Produkte sind regelmäßig benutzt oder wurden mindestens einmal probiert

|           | 1  | 0  | 1  | 1  | 1  | 9  | 4  | 0  | 0  | 0  | 0  |
QD3a.1 Utilisez-vous les produits du tabac suivants tous les jours, occasionnellement ou pas du tout ?
Des cigarettes fabriquées industriellement
QD3a.1 Do you use the following tobacco products every day, occasionally or not at all?
Manufactured cigarettes
QD3a.1 Rauchen Sie folgende Tabakprodukte täglich, gelegentlich oder nie?
Filterzigaretten

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Yes, every day
Yes, occasionally
No, not at all
Yes

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Ja, täglich
Ja, gelegentlich
Nein, nie
Ja

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QD3a.2 Utilisez-vous les produits du tabac suivants tous les jours, occasionnellement ou pas du tout ?
Des cigarettes rouleées à la main
QD3a.2 Do you use the following tobacco products every day, occasionally or not at all?
Hand-rolled cigarettes
QD3a.2 Rauchen Sie folgende Tabakprodukte täglich, gelegentlich oder nie?
Selbstgedrehte Zigaretten

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Oui, tous les jours

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Yes, every day

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Ja, täglich

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Ja, gelegentlich

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Nein, nie

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**Q03a.3 Utilisez-vous les produits du tabac suivants tous les jours, occasionnellement ou pas du tout ?**

**Des cigares**

Q03a.3 Do you use the following tobacco products every day, occasionally or not at all?

Cigars

Q03a.3 Rauchen Sie folgende Tabakprodukte täglich, gelegentlich oder nie?

Zigarren

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Oui, tous les jours

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Oui, occasionnellement

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Non, pas du tout

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Ja, täglich

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QD3a.4 Utilisez-vous les produits du tabac suivants tous les jours, occasionnellement ou pas du tout ?
La pipe
QD3a.4 Do you use the following tobacco products every day, occasionally or not at all?
Pipe
QD3a.4 Rauchen Sie folgende Tabakprodukte täglich, gelegentlich oder nie?
Pfeife

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QD3a.5 Do you use the following tobacco products every day, occasionally or not at all?
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QD3b.1 Before quitting, did you use the following tobacco products every day, occasionally or not at all?
Manufactured cigarettes

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QD3b.3 Avant d'arrêter de fumer, utilisez-vous les produits du tabac suivants tous les jours, occasionnellement ou pas du tout ?

Des cigares
QD3b.3 Before quitting, did you use the following tobacco products every day, occasionally or not at all?

Cigars
QD3b.3 Haben Sie folgende Tabakprodukte täglich, gelegentlich oder niemals geraucht, bevor Sie mit dem Rauchen aufgehört haben?

Zigarren

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Q03b.4 Avant d’arrêter de fumer, utilisez-vous les produits du tabac suivants tous les jours, occasionnellement ou pas du tout ?

La pipe

Q03b.4 Before quitting, did you use the following tobacco products every day, occasionally or not at all?

Pipe

Q03b.4 Haben Sie folgende Tabakprodukte täglich, gelegentlich oder niemals geraucht, bevor Sie mit dem Rauchen aufgehört haben?

Pfeife

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QD4a En moyenne, combien de cigarettes fumez-vous par jour ?
QD4a On average, how many cigarettes do you smoke each day?
QD4a Wie viele Zigaretten rauchen Sie durchschnittlich pro Tag?

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QD4b En moyenne, combien de cigarettes fumez-vous par jour ?
QD4b On average, how many cigars do you smoke each day?
QD4b Wie viele Zigarren rauchen Sie durchschnittlich pro Tag?

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Q5.1 Do any of the following factors influence your choice of cigarettes?

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Q5.2 Des facteurs suivants influencent-il votre choix de cigarettes ?
Le paquet
Q5.2 Do any of the following factors influence your choice of cigarettes?
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Q5.2 Beeinflussen die folgenden Faktoren Ihre Wahl der Zigarettenmarke?
Die Verpackung

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QD5.3 Des facteurs suivants influencent-il votre choix de cigarettes ?
Le goût
QD5.3 Do any of the following factors influence your choice of cigarettes?
The taste
QD5.3 Beeinflussen die folgenden Faktoren Ihre Wahl der Zigarettenmarke?
Der Geschmack

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**QD5.4** Des facteurs suivants influencent-il votre choix de cigarettes ?
Les niveaux de goudron, nicotine et monoxyde de carbone
Do any of the following factors influence your choice of cigarettes?
The tar, nicotine and monoxide carbon levels
Beeinflussen die folgenden Faktoren Ihre Wahl der Zigarettenmarke?
Die Kondensat-, Nikotin-, Kohlenmonoxidwerte

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Q6 Laquelle des affirmations suivantes décrit le mieux les règles que vous appliquez pour fumer à la maison ?
Q6 Which statement best describes smoking situation inside your house?
Q6 Welche der folgenden Aussagen beschreibt am besten, ob und wo bei Ihnen zu Hause geraucht werden darf?

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QD7 Permettez-vous que l’on fume dans votre voiture ?
QD7 Do you allow smoking in your car?
QD7 Gestatten Sie, dass in Ihrem Auto geraucht wird?

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Il n’est jamais permis de fumer dans ma voiture
Il est parfois permis de fumer dans ma voiture
Il est toujours permis de fumer dans ma voiture
N’a pas de voiture (SPONTANE)

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Smoking is never allowed in my car
Smoking is allowed sometimes in my car
Smoking is allowed all the time in my car
Do not have a car (SPONTANEOUS)

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Im Auto darf prinzipiell nicht geraucht werden
Im Auto darf nur manchmal geraucht werden
Im Auto darf immer geraucht werden
Ich habe kein Auto (SPONTAN)

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QD8.1 Au cours des 6 derniers mois, la dernière fois que vous avez fréquenté ..., y avait-il des personnes qui fumaient à l’intérieur ?
Un établissement où l’on boit tel qu’un bar
QD8.1 The last time you visited ... in the last 6 months, were people smoking inside?
A drinking establishment such as a bar
QD8.1 Haben Menschen geraucht, als Sie das letzte Mal in den letzten 6 Monaten in ... waren?
Einer Gaststube, Bar oder Kneipe, wo man etwas trinken konnte

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### Questionnaire on Smoking in Restaurants and Bars

**Q8.2** Au cours des 6 derniers mois, la dernière fois que vous avez fréquenté ..., y avait-il des personnes qui fumaient à l'intérieur ?

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QD10 Avez-vous essayé d'arrêter de fumer au cours des 12 derniers mois ?
QD10 Have you tried to quit smoking in the last 12 months?
QD10 Haben Sie in den vergangenen 12 Monaten versucht, mit dem Rauchen aufzuohren?

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Q011 En pensant à la dernière fois que vous avez essayé d’arrêter de fumer, combien de temps cela a-t-il duré ?
Q011 Thinking about the last time you attempted to give up smoking, how long did this attempt last?
Q011 Wenn Sie an Ihren letzten Versuch denken, mit dem Rauchen aufzuhören, wie lange haben Sie da durchgehalten?

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1er colonne: EB72 automne 2009
2nd column: % change from EB66 autumn 2006

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### QD12a.1

Lors de votre dernière tentative pour arrêter de fumer, avez-vous utilisé l'un des moyens suivants ?

Des médicaments remplaçant la nicotine tels que des gommes à la nicotine, des patchs ou un inhalateur

At your last quit attempt, did you use any of the following?

Nicotine replacement medications like nicotine gum, patch or inhaler

Haben Sie bei Ihrem letzten Versuch, mit dem Rauchen aufzuhören, Folgendes zur Hilfe genommen?

Nikotinersatz, z.B. Nikotinkaugummi, -pflaster oder -inhalator

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QD12a.2 Lors de votre dernière tentative pour arrêter de fumer, avez-vous utilisé l’un des moyens suivants ?

Des médicaments qui nécessitent une ordonnance

QD12a.2 At your last quit attempt, did you use any of the following?

Medications that require a prescription

QD12a.2 Haben Sie bei Ihrem letzten Versuch, mit dem Rauchen aufzuhören, Folgendes zur Hilfe genommen?

Verschreibungspfllichtige Medikamente

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QD12a.3 Lors de votre dernière tentative pour arrêter de fumer, avez-vous utilisé l’un des moyens suivants ?

Des conseils du médecin ou d’autres professionnels de la santé

QD12a.3 At your last quit attempt, did you use any of the following?

Advice from the doctor or other health professional

QD12a.3 Haben Sie bei Ihrem letzten Versuch, mit dem Rauchen aufzuhören, Folgendes zur Hilfe genommen?

Beratung durch einen Arzt oder Gesundheitspersonal

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QD12a.4 At your last quit attempt, did you use any of the following?
Special stop-smoking services such as clinics or specialists
QD12a.4 Haben Sie bei Ihrem letzten Versuch, mit dem Rauchen aufzuhören, Folgendes zur Hilfe genommen?
Spezielle medizinische Angebote, um mit dem Rauchen aufzuhören, wie z.B. Kliniken oder Spezialisten

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**QD12a.5** Lors de votre dernière tentative pour arrêter de fumer, avez-vous utilisé l’un des moyens suivants ?

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**Telephone quitlines**

**QD12a.5** At your last quit attempt, did you use any of the following?

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**QD12a.5** Haben Sie bei Ihrem letzten Versuch, mit dem Rauchen aufzuhören, Folgendes zur Hilfe genommen?

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### QD12a.6 At your last quit attempt, did you use any of the following?

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### QD12a.6 Haben Sie bei Ihrem letzten Versuch, mit dem Rauchen aufzuhören, Folgendes zur Hilfe genommen?

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QD12a.8 Lors de votre dernière tentative pour arrêter de fumer, avez-vous utilisé l'un des moyens suivants?

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QD12a.8 At your last quit attempt, did you use any of the following?

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QD12a.8 Haben Sie bei Ihrem letzten Versuch, mit dem Rauchen aufzuhören, Folgendes zur Hilfe genommen?

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QD12aT Nombre d'aides utilisées à la dernière tentative pour arrêter de fumer
QD12aT Number of aids used at last quit smoking attempt
QD12aT Anzahl der Hilfsmittel, die beim letzten Versuch aufzuholen benutzt wurden

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QD12b.1 Pour arrêter de fumer, avez-vous utilisé l’un des éléments suivants ?
Des médicaments remplaçant la nicotine tels que des gommes à la nicotine, des patchs ou inhalateur
QD12b.1 To quit smoking, did you use any of the following?
Nicotine replacement medications like nicotine gum, patch or inhaler
QD12b.1 Haben Sie Folgendes zur Hilfe genommen, als Sie mit dem Rauchen aufgehört haben?
Nikotinersatz, z.B. Nikotinkaugummi, -pflaster oder - inhalator

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QD12b.2 Pour arrêter de fumer, avez-vous utilisé l’un des éléments suivants ?
Des medicaments qui necessitent une ordonnance
QD12b.2 To quit smoking, did you use any of the following?
Medications that require a prescription
QD12b.2 Haben Sie Folgendes zur Hilfe genommen, als Sie mit dem Rauchen aufgehört haben?
Verschreibungspflichtige Medikamente

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QD12b.3 To quit smoking, did you use any of the following?
Advice from the doctor or other health professional
QD12b.3 Haben Sie Folgendes zur Hilfe genommen, als Sie mit dem Rauchen aufgehört haben?
Beratung durch einen Arzt oder Gesundheitspersonal

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QD12b.4 To quit smoking, did you use any of the following?

Special stop-smoking services such as clinics or specialists

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**Notes:**
- Total may not sum exactly due to rounding.
- NSP = Non-Specified Panel.

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**Notes:**
- Total may not sum exactly due to rounding.
- NSP = Non-Specified Panel.
**Telephone quitlines**

QD12b.5 Pour arrêter de fumer, avez-vous utilisé l’un des éléments suivants ?

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QD12b.5 To quit smoking, did you use any of the following?

Telephone quitlines

QD12b.5 Haben Sie Folgendes zur Hilfe genommen, als Sie mit dem Rauchen aufgehört haben?

Telefonische Rauchentwöhnungsberatung

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QD12b.5 To quit smoking, did you use any of the following?

Telephone quitlines

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QD12b.5 Haben Sie Folgendes zur Hilfe genommen, als Sie mit dem Rauchen aufgehört haben?

Telefonische Rauchentwöhnungsberatung

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QD12b.5 To quit smoking, did you use any of the following?

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QD12b.6 Pour arrêter de fumer, avez-vous utilisé l’un des éléments suivants ?
Des services internet pour arrêter de fumer
Internet quitlines
QD12b.6 To quit smoking, did you use any of the following?
Internet quitlines
QD12b.6 Haben Sie Folgendes zur Hilfe genommen, als Sie mit dem Rauchen aufgehört haben?
Online Raucherentwöhnungsberatung
QD12b.7 Pour arrêter de fumer, avez-vous utilisé l’un des éléments suivants ?
Des thérapies alternatives telles que l’acupuncture ou l’hypnose
QD12b.7 To quit smoking, did you use any of the following?
Alternative therapies such as acupuncture or hypnosis
QD12b.7 Haben Sie Folgendes zur Hilfe genommen, als Sie mit dem Rauchen aufgehört haben?
Alternative Therapien, z.B. Akupunktur oder Hypnose

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QD12b.8 To quit smoking, did you use any of the following?
Oral tobacco (such as snuff, snus or chewing tobacco)
QD12b.8 Haben Sie Folgendes zur Hilfe genommen, als Sie mit dem Rauchen aufgehört haben?
Rauchfreie Tabakprodukte (wie z.B. Schnupf- oder Kautabak)

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### Special Eurobarometer 332 – Tobacco

**QD12bT Nombre d’aides utilisées pour arrêter de fumer**

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- **Aucune** : 80
- **Une aide utilisée pour arrêter** : 14
- **Deux aides utilisées pour arrêter** : 3
- **Trois aides utilisées ou plus pour arrêter** : 3

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- **None** : 75
- **One aid used to quit** : 14
- **Two aids used to quit** : 6
- **Three aids or more used to quit** : 5

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- **Kein Hilfsmittel wurde benutzt, um aufzuhören** : 83
- **Ein Hilfsmittel wurde benutzt, um aufzuhören** : 14
- **Zwei Hilfsmittel wurden benutzt, um aufzuhören** : 2
- **Drei Hilfsmittel oder mehr wurden benutzt, um aufzuhören** : 1
Concern about your personal health

QD13a.1 Has any of the following things led you to think about quitting in the last 12 months?

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QD13a.2 Has any of the following things led you to think about quitting in the last 12 months?
Concern about the effect of your smoke on non-smokers

**Concern about the effect of your smoke on non-smokers**

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QD13a.3 Has any of the following things led you to think about quitting in the last 12 months?

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Q013a.4 Des éléments suivants vous ont-ils incité(e) à cesser la consommation de produits du tabac au cours des 12 derniers mois ?
Le prix des produits du tabac
Q013a.4 Has any of the following things led you to think about quitting in the last 12 months?
The price of tobacco products
Q013a.4 Bitte sagen Sie mir für jeden der folgenden Faktoren, ob er ein Anlass dafür war, dass Sie in den letzten 12 Monaten versucht haben, mit dem Rauchen aufzuhören?
Die Preise für Tabakwaren

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QD13a.5 Has any of the following things led you to think about quitting in the last 12 months?  
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QD13a.6 Has any of the following things led you to think about quitting in the last 12 months?

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QD13a.7 Has any of the following things led you to think about quitting in the last 12 months?

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QD13a.8 Has any of the following things led you to think about quitting in the last 12 months?
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QD13a.9 Has any of the following things led you to think about quitting in the last 12 months?

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QD13a.10 Des éléments suivants vous ont-ils incité(e) à cesser la consommation de produits du tabac au cours des 12 derniers mois ?
Un médicament gratuit ou peu cher pour arrêter de fumer
QD13a.10 Has any of the following things led you to think about quitting in the last 12 months?
Free, or lower cost, stop-smoking medication
QD13a.10 Bitte sagen Sie mir für jeden der folgenden Faktoren, ob er ein Anlass dafür war, dass Sie in den letzten 12 Monaten versucht haben, mit dem Rauchen aufzuhören?
Kostenlose oder kostengünstige Mittel, um mit dem Rauchen aufzuhören

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QD13b.1 Des éléments suivants vous ont-il incité(e) à cesser la consommation de produits du tabac?
L’inquiétude à propos de votre santé personnelle
QD13b.1 Has any of the following things led you to quit tobacco use?
Concern about your personal health
QD13b.1 Bitte sagen Sie mir für jeden der folgenden Faktoren, ob er ein Anlass dafür war, dass Sie mit dem Rauchen aufgehört haben?
Bedenken über ihre eigene Gesundheit

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QD13b.2 Has any of the following things led you to quit tobacco use?

Concern about the effect of your smoke on non-smokers

QD13b.2 Bitte sagen Sie mir für jeden der folgenden Faktoren, ob er ein Anlass dafür war, dass Sie mit dem Rauchen aufgehört haben?

Bedenken über die gesundheitlichen Auswirkungen Ihres Rauches für Nichtraucher

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**QD13b.3** Has any of the following things led you to quit tobacco use?

- The society disapproves of smoking

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Q013b.4 Des éléments suivants vous ont-il incité(e) à cesser la consommation de produits du tabac?
Le prix des produits du tabac
Q013b.4 Has any of the following things led you to quit tobacco use?
The price of tobacco products
Q013b.4 Bitte sagen Sie mir für jeden der folgenden Faktoren, ob er ein Anlass dafür war, dass Sie mit dem Rauchen aufgehört haben?
Die Preise für Tabakwaren

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QD13b.5 Des éléments suivants vous ont-il incité(e) à cesser la consommation de produits du tabac?
Les interdictions de fumer au travail
QD13b.5 Has any of the following things led you to quit tobacco use?
Smoking restrictions at work
QD13b.5 Bitte sagen Sie mir für jeden der folgenden Faktoren, ob er ein Anlass dafür war, dass Sie mit dem Rauchen aufgehört haben?
Rauchverbote am Arbeitsplatz

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QD13b.6 Has any of the following things led you to quit tobacco use?
Smoking restrictions in public places like bars and restaurants
QD13b.6 Bitte sagen Sie mir für jeden der folgenden Faktoren, ob er ein Anlass dafür war, dass Sie mit dem Rauchen aufgehört haben?
Rauchverbote in öffentlichen Gebäuden, z.B. in Bars und Restaurants

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Q013b.7 Has any of the following things led you to quit tobacco use?
A media campaign
Q013b.7 Bitte sagen Sie mir für jeden der folgenden Faktoren, ob er ein Anlass dafür war, dass Sie mit dem Rauchen aufgehört haben?
Medienkampagnen

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QD13b.8 Des éléments suivants vous ont-il incité(e) à cesser la consommation de produits du tabac?
La disponibilité d’une ligne téléphonique pour arrêter de fumer
QD13b.8 Has any of the following things led you to quit tobacco use?
Availability of telephone quitline
QD13b.8 Bitte sagen Sie mir für jeden der folgenden Faktoren, ob er ein Anlass dafür war, dass Sie mit dem Rauchen aufgehört haben?
Verfügbarkeit telefonischer Beratungsstellen

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QD13b.9 Des éléments suivants vous ont-il incité(e) à cesser la consommation de produits du tabac?
Le conseil d'un médecin ou d'un autre professionnel de la santé
QD13b.9 Has any of the following things led you to quit tobacco use?
Advice from a doctor or other health professional
QD13b.9 Bitte sagen Sie mir für jeden der folgenden Faktoren, ob er ein Anlass dafür war, dass Sie mit dem Rauchen aufgehört haben?
Ärztlicher oder medizinischer Rat,

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QD13b.10. Has any of the following things led you to quit tobacco use?
Free, or lower cost, stop-smoking medication

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QD13b.11 Has any of the following things led you to quit tobacco use?
Warning labels on tobacco packages
QD13b.11 Bitte sagen Sie mir für jeden der folgenden Faktoren, ob er ein Anlass war, dass Sie mit dem Rauchen aufgehört haben?
Warnhinweise auf Zigarettenpackungen, Tabakverpackung etc.

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Warning labels on tobacco packages
QD13b.12 Has any of the following things led you to quit tobacco use?

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QD14 Pensez-vous que certains types de cigarettes sont moins nocifs que d'autres, ou toutes les cigarettes sont-elles aussi nocives?
QD14 Do you think that some types of cigarettes are less harmful than other types, or are all cigarettes equally harmful?
QD14 Sind Sie der Ansicht, dass einige Zigarettensorten weniger schädlich sind als andere, oder sind alle Zigaretten gleichermaßen gesundheitsschädlich?

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Certaines sont moins nocives

|      | 17 | 16 | 19 | 19 | 16 | 16 | 15 | 15 | 16 | 10 | 17 |

Toutes sont aussi nocives

|      | 77 | 82 | 73 | 75 | 76 | 76 | 78 | 69 | 70 | 89 | 77 |

NSP

|      | 6  | 2  | 8  | 2  | 5  | 8  | 8  | 7  | 6  | 14 | 1  |

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Some are less harmful

|      | 16 | 13 | 18 | 14 | 21 | 20 | 29 | 23 | 26 | 14 | 25 |

All are equally harmful

|      | 78 | 84 | 79 | 79 | 75 | 64 | 80 | 69 | 80 | 72 | 71 |

DK

|      | 6  | 4  | 4  | 7  | 4  | 7  | 6  | 6  | 6  | 5  | 3  |

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Einige sind weniger schädlich

|      | 19 | 12 | 12 | 30 | 19 | 10 | 23 | 20 | 11 | 11 | 12 |

Alle sind gleichermaßen schädlich

|      | 75 | 81 | 77 | 62 | 79 | 86 | 70 | 74 | 84 | 86 | 84 |

WN

|      | 6  | 7  | 11 | 8  | 2  | 4  | 7  | 6  | 5  | 3  | 4  |
QD15.1 Do you think that any of the following is an indication of whether a cigarette brand could be less harmful compared to others?

The taste, such as menthol or sweet flavour.

QD15.1 Bitte sagen Sie mir für jeden der folgenden Faktoren, ob er Ihrer Meinung nach ein Anhaltspunkt dafür sein könnte, dass eine Zigarettenmarke weniger schädlich ist als andere.

Der Geschmack, z.B. mit Menthol oder süßen Aromen.

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QD15.2 Do you think that any of the following is an indication of whether a cigarette brand could be less harmful compared to others?

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**Q15.3** Pensez-vous que les éléments suivants peuvent indiquer si une marque de cigarettes est moins nocive comparée aux autres ?

La couleur des paquets de cigarettes

**Q15.3** Do you think that any of the following is an indication of whether a cigarette brand could be less harmful compared to others?

The colour of cigarette packs

**Q15.3** Bitte sagen Sie mir für jeden der folgenden Faktoren, ob es Ihrer Meinung nach ein Anhaltspunkt dafür sein könnte, dass eine Zigarettenmarke weniger schädlich ist als andere

Die Farbe der Zigarettenpacks

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Q015.4 Pensez-vous que les éléments suivants peuvent indiquer si une marque de cigarettes est moins nocive comparée aux autres ?

Des termes dans le nom de la marque, tels que "silver", "blue" ou "natural"

Q015.4 Do you think that any of the following is an indication of whether a cigarette brand could be less harmful compared to others?

Specific terms in the brand's name, such as "silver", "blue" or "natural"

Q015.4 Bitte sagen Sie mir für jeden der folgenden Faktoren, ob es Ihre Meinung nach ein Anhaltspunkt dafür sein könnte, dass eine Zigarettenmarke weniger schädlich ist als andere

Bestimmte Begriffe im Namen der Zigarettensorte, z.B. "silver", "blue" oder "natural"

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Q016 Au cours des 6 derniers mois, avez-vous vu une publicité ou une promotion pour des produits du tabac ?
Q016 In the past 6 months, have you seen tobacco advertising or promotion?
Q016 Haben Sie in den letzten 6 Monaten Werbung oder Reklamaaktionen für Tabakrauchen gesehen?

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Note: The table above shows the distribution of responses to the question QD17.1 across different countries and languages, with the frequency of each response level indicated.
QD17.2 Au cours des 12 derniers mois, avez-vous acheté des produits de tabac de l’une des façons suivantes ?

Dans des distributeurs automatiques
QD17.2 In the past 12 months, have you bought tobacco products in each of the following ways?
In vending machines
QD17.2 Haben Sie in den vergangenen zwölf Monaten folgende Einkaufsmöglichkeiten genutzt, um Tabakwaren zu erwerben?
Zigarettenautomaten

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- **SOUVENT**
  - 4 2 0 1 0 6 5 2 0 4 0 17

- **DE TEMPS EN TEMPS**
  - 6 9 1 3 1 7 7 8 1 12 1 18

- **RAREMENT**
  - 4 7 1 6 2 5 5 6 2 6 2 9

- **JAMAIS**
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- **From time to time**
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- **RARELY**
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- **NEVER**
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- **Gelegentlich**
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- **Selten**
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- **Nie**
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QD17.3 Au cours des 12 derniers mois, avez-vous acheté des produits de tabac de l'une des façons suivantes ?

En vente libre-service

QD17.3 In the past 12 months, have you bought tobacco products in each of the following ways?

In self-service sales

QD17.3 Haben Sie in den vergangenen zwölf Monaten folgende Einkaufsmöglichkeiten genutzt, um Tabakwaren zu erwerben?

Tabakwarenladen mit Selbstbedienung

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Q17.4 Au cours des 12 derniers mois, avez-vous acheté des produits de tabac de l’une des façons suivantes ?
Dans un autre pays de l’UE/ Dans un autre pays
Q17.4 In the past 12 months, have you bought tobacco products in each of the following ways?
Bought in another EU country/ Bought in another country
Q17.4 Haben Sie in den vergangenen zwölf Monaten folgende Einkaufsmöglichkeiten genutzt, um Tabakwaren zu erwerben?
Tabakwaren in einem anderen EU- Land gekauft

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| QD18.1 | Series-vous pour ou contre chacune des mesures suivantes ?
|---------|--------------------------------------------------|
|         | Interdire la publicité pour les produits du tabac dans les points de vente/ magasins
|         | Banning advertising of tobacco products in points of sales/shops
|         | Verbot der Werbung für Tabakwaren in Verkaufsstellen/Geschäften

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QD18.2 Seriez-vous pour ou contre chacune des mesures suivantes ?
Garder les produits du tabac hors de vue dans les magasins/points de vente
QD18.2 Would you be in favour of or opposed to any of the following measures?
Keeping tobacco products out of sight in shops/points of sale
QD18.2 Wären Sie für oder gegen folgende Maßnahmen?
Tabakwaren sollten in Geschäften/Verkaufsstellen nicht sichtbar sein

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QD18.3 Would you be in favour of or opposed to any of the following measures?
Banning the sales of tobacco products via the Internet

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QD18.4 Seriez-vous pour ou contre chacune des mesures suivantes ?
Interdire la vente de tabac dans des distributeurs automatiques

QD18.4 Would you be in favour of or opposed to any of the following measures?
Banning the sales of tobacco products through vending machines
QD18.4 Wären Sie für oder gegen folgende Maßnahmen?
Verbot des Verkaufs von Tabakwaren über Zigarettenautomaten

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Pour mettre des photos d'avertissement liées à la santé sur tous les paquets des produits du tabac

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Putting picture health warnings on all packages of tobacco products

QD18.5 Seriez-vous pour ou contre chacune des mesures suivantes ?
Mettre des photos d'avertissement liées à la santé sur tous les paquets des produits du tabac
QD18.5 Would you be in favour of or opposed to any of the following measures?
Putting picture health warnings on all packages of tobacco products
QD18.5 Wären Sie für oder gegen folgende Maßnahmen?
Aufdrucken von Warnbildern auf Tabakwarenverpackungen, die auf die gesundheitlichen Risiken hinweisen
QD18.6 Seriez-vous pour ou contre chacune des mesures suivantes?
Interdire les goûts qui rendent les produits du tabac plus attirants
QD18.6 Would you be in favour of or opposed to any of the following measures?
Banning flavours that make tobacco products more attractive
QD18.6 Wären Sie für oder gegen folgende Maßnahmen?
Verbot von Aromen, die Tabakwaren attraktiver machen

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QD18.7 Seriez-vous pour ou contre chacune des mesures suivantes ?
Interdire les couleurs, les logos et les éléments promotionnels sur les paquets des produits du tabac
QD18.7 Would you be in favour of or opposed to any of the following measures?
Banning colours, logos and promotional elements from packets of tobacco products
QD18.7 Wären Sie für oder gegen folgende Maßnahmen?
Verbot von Farben, Logos und anderen Werbeelementen auf Verpackungen von Tabakwaren

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QD18.8 Would you be in favour of or opposed to any of the following measures? 
Increasing taxes on tobacco products

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**Note:** Tables and figures are presented as follows:
- **Pour** indicates support or in favour.
- **Contre** indicates opposition or against.
- **NSP** indicates not specified.
QD18.9 Would you be in favour of or opposed to any of the following measures?
Introducing an extra fee on manufacturers of tobacco products to cover the health costs of tobacco use

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