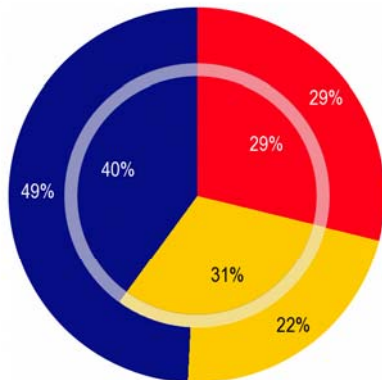


## 1. SMOKING HABITS AND TOBACCO CONSUMPTION

### Smoking status

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



- You smoke at the present time
- You used to smoke but you have stopped
- You have never smoked

EU27 Outer pie    DK Inner pie

### Smoking status: socio-demographic breakdown

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

Answer: You smoke at the present time

EU27

DK

	EU27	DK
TOTAL	29%	29%



Gender

	EU27	DK
Male	35%	33%
Female	25%	26%



Age

	EU27	DK
15-24	35%	24%
25-39	37%	29%
40-54	35%	32%
55 +	17%	29%

Self-positioning on the social staircase

	EU27	DK
Low (1-4)	36%	42%
Medium (5-6)	29%	30%
High (7-10)	26%	25%

### Average number of cigarettes a day

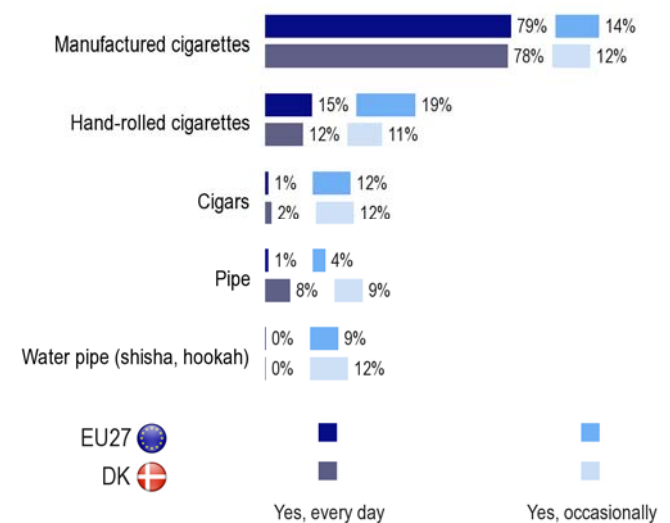
QD4a. On average, how many cigarettes do you smoke each day?

	EU27	DK
Total smokers	14,40	14,60
➤ Male smokers	15,70	16,30
➤ Female smokers	12,80	12,70

Base: Cigarette smokers (EU27: 29%, DK: 27% of the total sample)

### Use of different tobacco products

QD3a. Do you use the following tobacco products every day, occasionally or not at all?



Base: Smokers (EU27: 29%, DK: 29% of the total sample)

# TOBACCO



EU27  Number of interviews:  
26.788

DK  Number of interviews:  
1.040

Fieldwork:  
02/10-19/10/2009

Fieldwork:  
02/10-18/10/2009

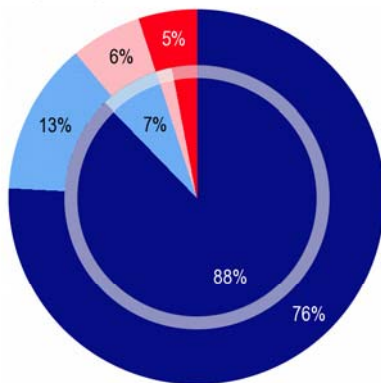






Methodology: face-to-face

## 2. EXPOSURE TO TOBACCO SMOKE

### Exposure to tobacco smoke at work

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



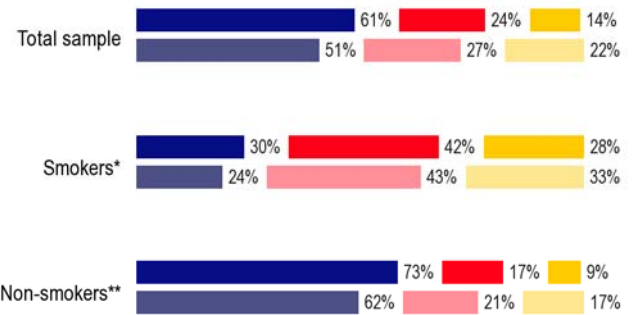
-  Never or almost never
-  Less than 1 hour a day
-  1-5 hours a day
-  More than 5 hours a day









EU27  Outer pie    DK  Inner pie

Base: People that work indoors (EU27: 48%, DK: 52% of the total sample)  
People that answered "Don't know" or "Not applicable" are excluded

### Exposure to tobacco smoke at home

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



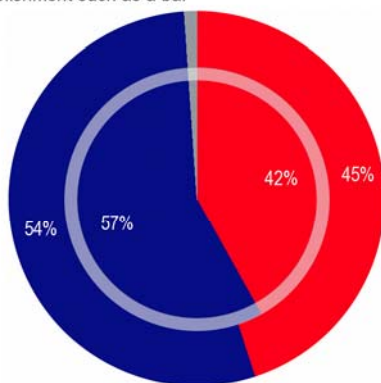
- EU27             
- DK             
- Smoking is not allowed at all inside the house    Smoking is allowed only in certain rooms inside the house    Smoking is allowed everywhere inside the house

\* Base: Smokers (EU27: 29%, DK: 29% of the total sample)  
\*\* Base: Non-smokers (EU27: 71%, DK: 71% of the total sample)

### Exposure to tobacco smoke in bars

QD8.1. The last time you visited ... in the last 6 months, were people smoking inside?

A drinking establishment such as a bar



-  Yes
-  No
-  Don't know

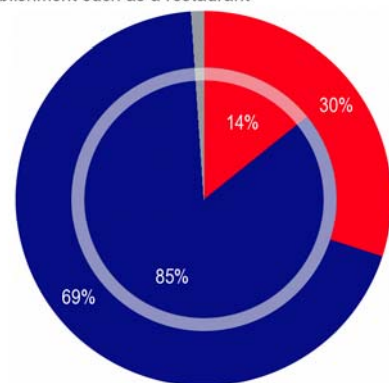
EU27  Outer pie    DK  Inner pie

Base: People who have visited a drinking establishment in the past 6 months (EU27: 82%, DK: 67% of the total sample)

### Exposure to tobacco smoke in restaurants

QD8.2. The last time you visited ... in the last 6 months, were people smoking inside?

An eating establishment such as a restaurant



-  Yes
-  No
-  Don't know

EU27  Outer pie    DK  Inner pie

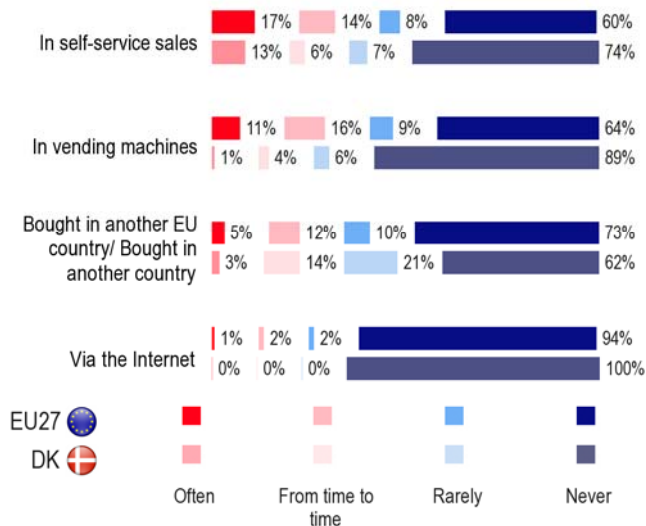
Base: People who have visited an eating establishment in the past 6 months (EU27: 86%, DK: 89% of the total sample)



## 3. FACTORS INFLUENCING CONSUMER BEHAVIOUR

### Purchasing channels

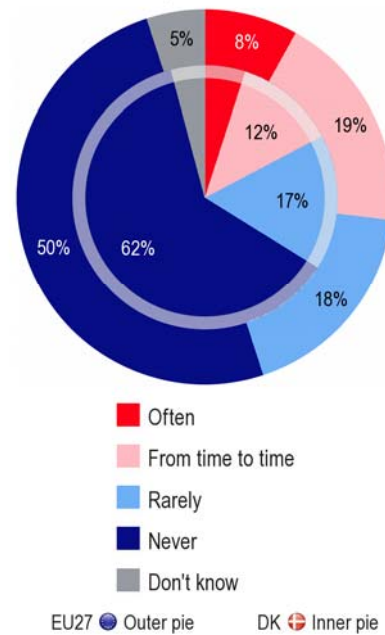
QD17. In the past 12 months, have you bought tobacco products in each of the following ways?



Base: Smokers (EU27: 29%, DK: 29% of the total sample)

### Tobacco advertising and promotion

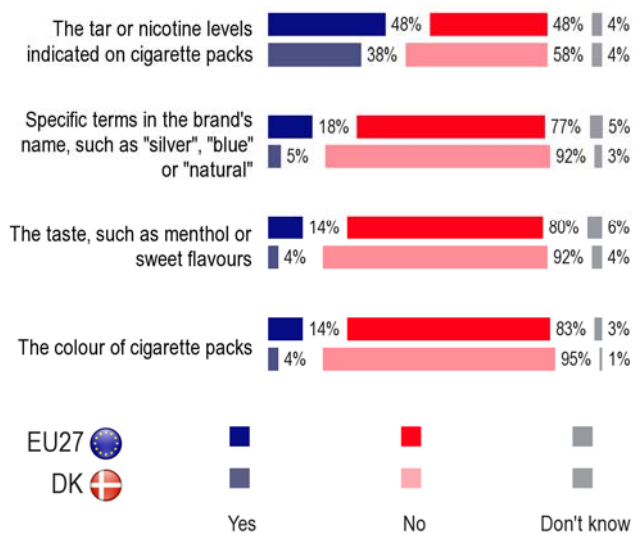
QD16. In the past 6 months, have you seen tobacco advertising or promotion?



EU27 Outer pie DK Inner pie

### Factors influencing risk perception

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

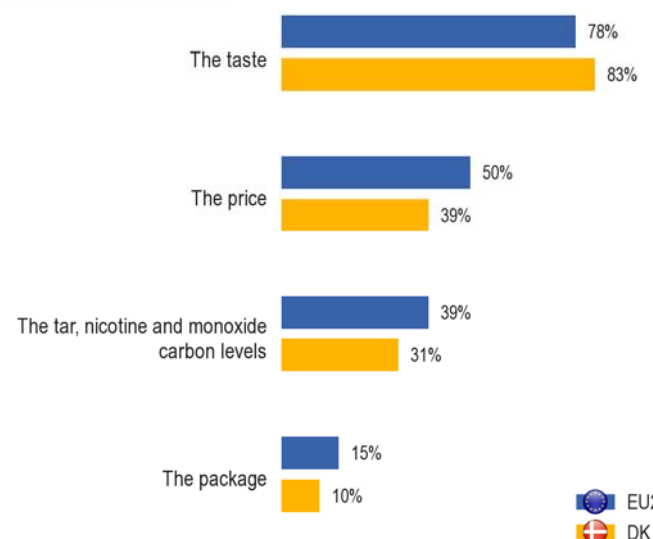


Base: Smokers (EU27: 29%, DK: 29% of the total sample)

### Factors influencing choice

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

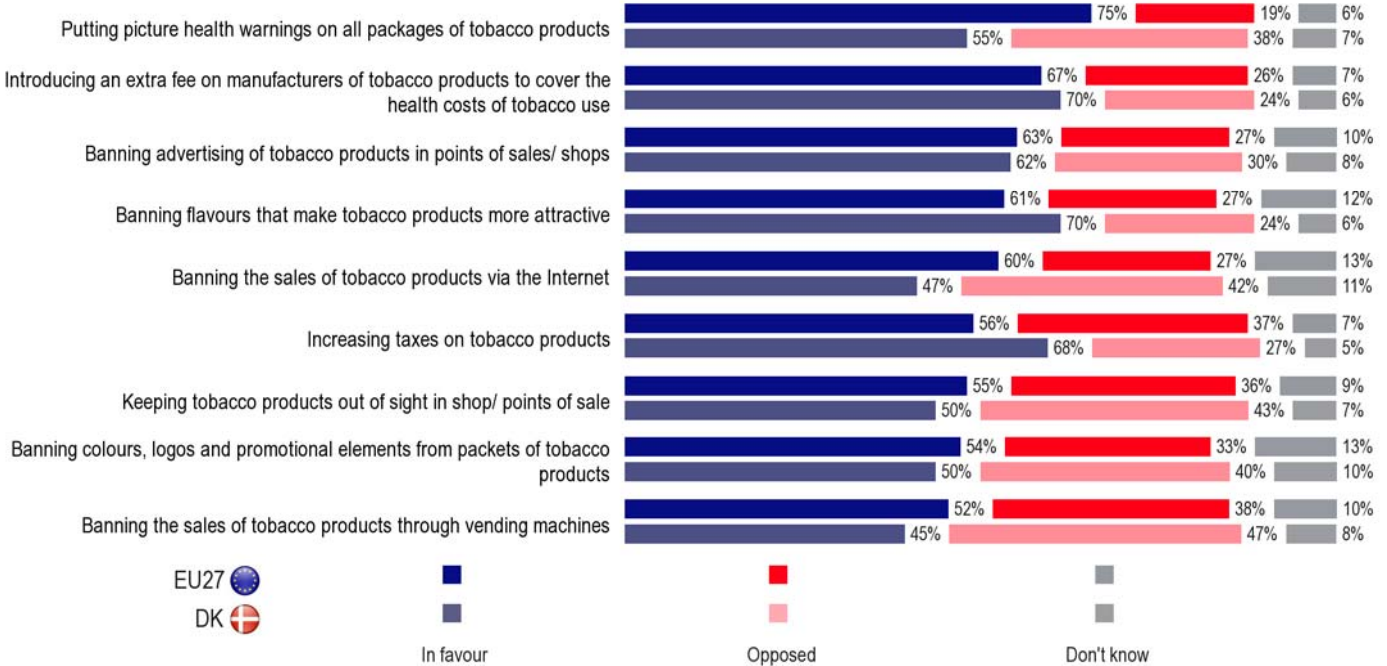
Percentage of "Yes" answer



Base: Cigarette smokers (EU27: 29%, DK: 27% of the total sample)

## 4. ATTITUDES TOWARDS TOBACCO CONTROL POLICIES

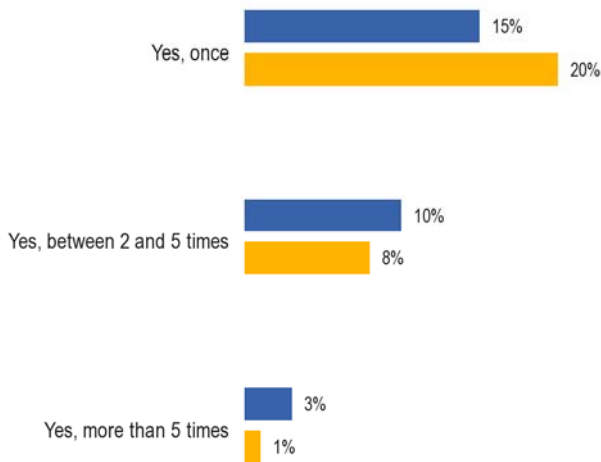
QD18. Would you be in favour of or opposed to any of the following measures?



## 5. GIVING UP SMOKING

### Number of quit attempts

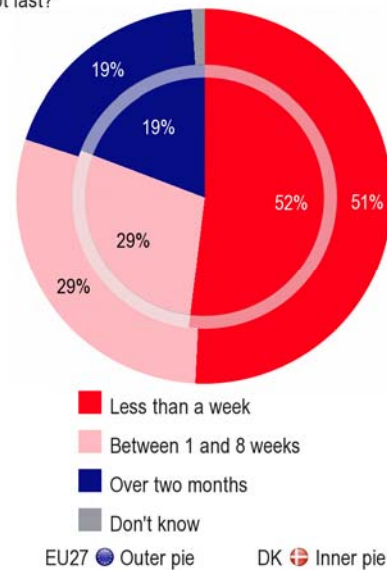
QD10. Have you tried to quit smoking in the last 12 months?



Base: Smokers (EU27: 29%, DK: 29% of the total sample)

### Duration of last quit attempt

QD11. Thinking about the last time you attempted to give up smoking, how long did this attempt last?



Base: Smokers that tried to quit at least once in the last 12 months (EU27: 8%, DK: 8% of the total sample)