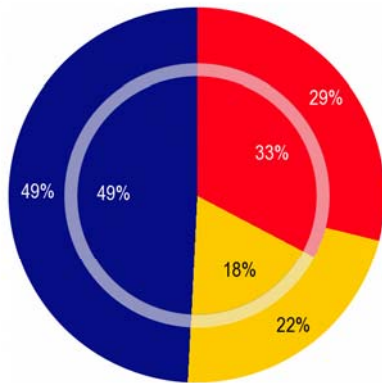


## 1. SMOKING HABITS AND TOBACCO CONSUMPTION

### 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    HR 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

HR

TOTAL	EU27	HR
	29%	33%



#### Gender

Male	35%	39%
Female	25%	26%



#### Age

15-24	35%	26%
25-39	37%	46%
40-54	35%	41%
55 +	17%	20%

#### Self-positioning on the social staircase

Low (1-4)	36%	35%
Medium (5-6)	29%	32%
High (7-10)	26%	31%

### Average number of cigarettes a day

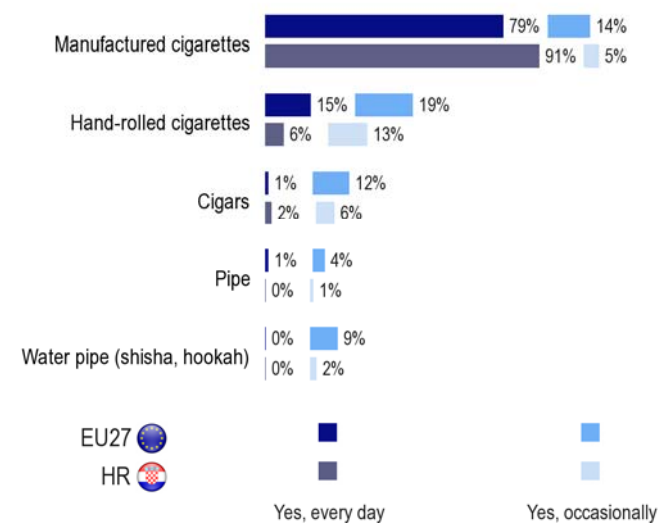
QD4a. On average, how many cigarettes do you smoke each day?

	EU27	HR
Total smokers	14,40	18,80
➤ Male smokers	15,70	22,40
➤ Female smokers	12,80	13,80

Base: Cigarette smokers (EU27: 29%, HR: 32% of the total sample)

### Use of different tobacco products

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



EU27

Yes, every day

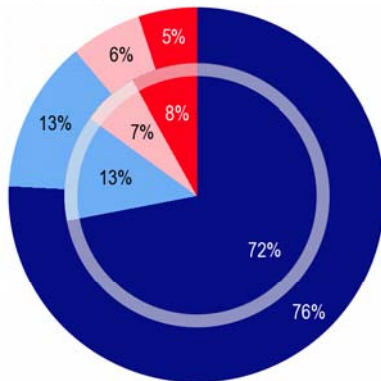
Yes, occasionally

Base: Smokers (EU27: 29%, HR: 33% of the total sample)

## 2. EXPOSURE TO TOBACCO SMOKE

### Exposure to tobacco smoke at work

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



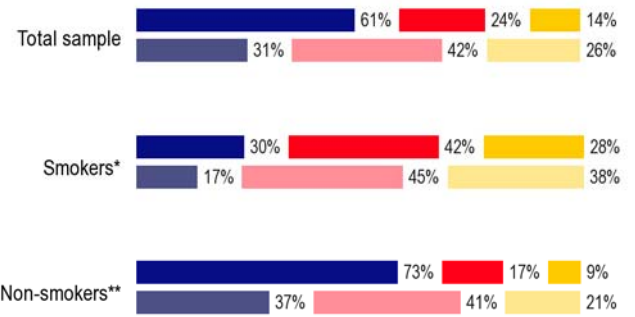
■ Never or almost never  
■ Less than 1 hour a day  
■ 1-5 hours a day  
■ More than 5 hours a day

EU27 Outer pie HR Inner pie

Base: People that work indoors (EU27: 48%, HR: 38% 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   
 HR

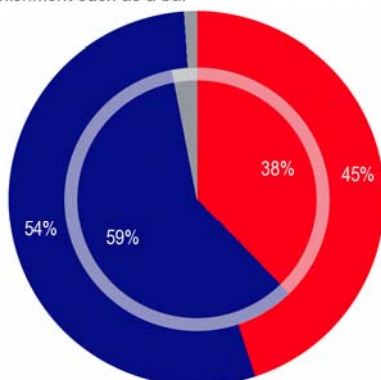
■ Smoking is not allowed at all inside the house  
■ Smoking is allowed only in certain rooms inside the house  
■ Smoking is allowed everywhere inside the house

\* Base: Smokers (EU27: 29%, HR: 33% of the total sample)  
 \*\* Base: Non-smokers (EU27: 71%, HR: 67% 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

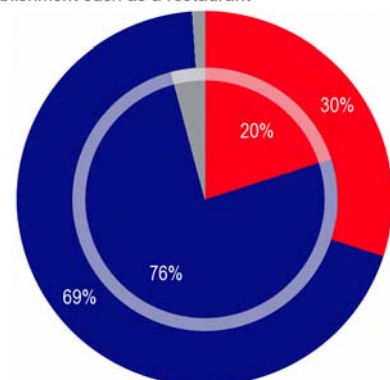
EU27 Outer pie HR Inner pie

Base: People who have visited a drinking establishment in the past 6 months (EU27: 82%, HR: 78% 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

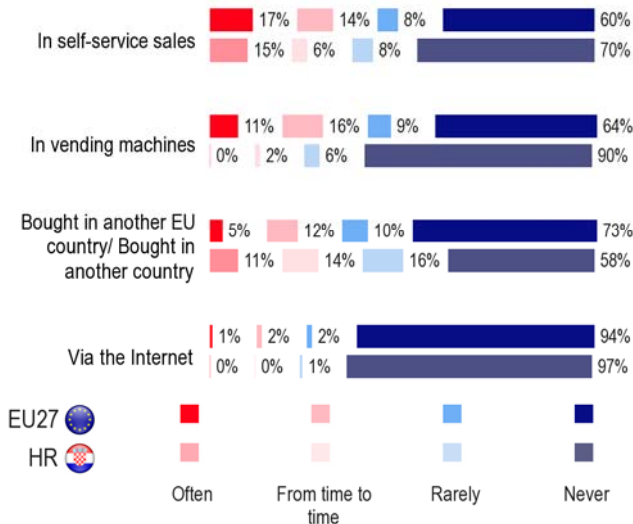
EU27 Outer pie HR Inner pie

Base: People who have visited an eating establishment in the past 6 months (EU27: 86%, HR: 70% of the total sample)

## 3. FACTORS INFLUENCING CONSUMER BEHAVIOUR

### Purchasing channels

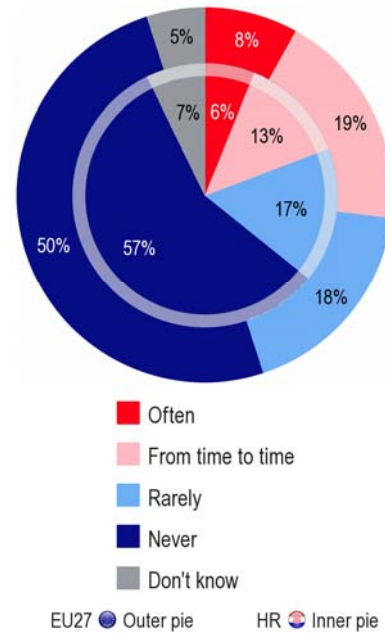
QD17. In the past 12 months, have you bought tobacco products in each of the following ways?



Base: Smokers (EU27: 29%, HR: 33% of the total sample)

### Tobacco advertising and promotion

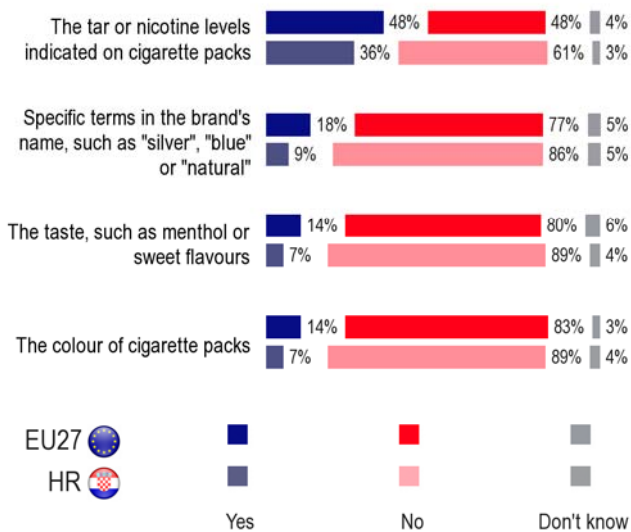
QD16. In the past 6 months, have you seen tobacco advertising or promotion?



Base: Smokers (EU27: 29%, HR: 33% of the total sample)

### 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?

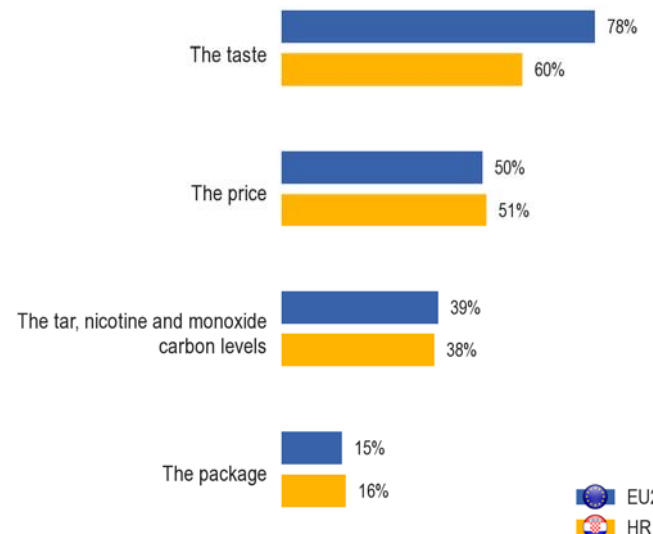


Base: Smokers (EU27: 29%, HR: 33% of the total sample)

### Factors influencing choice

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

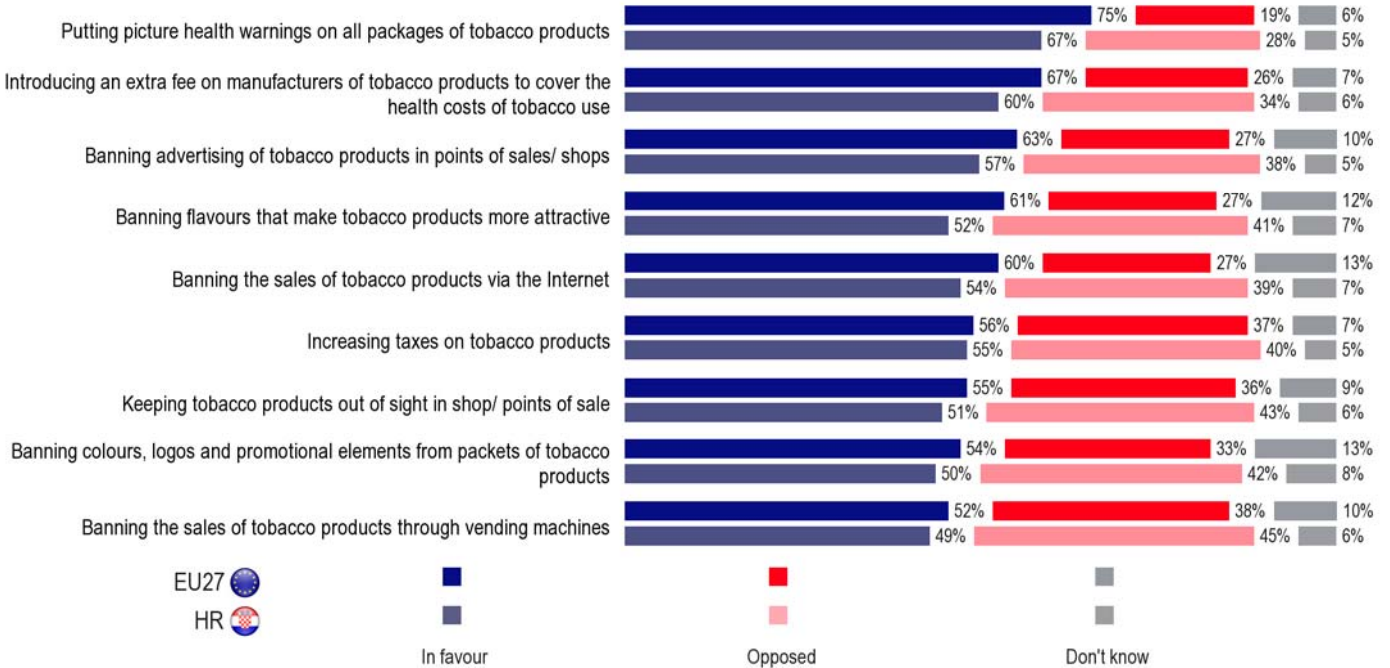
Percentage of "Yes" answer



Base: Cigarette smokers (EU27: 29%, HR: 32% of the total sample)

## 4. ATTITUDES TOWARDS TOBACCO CONTROL POLICIES

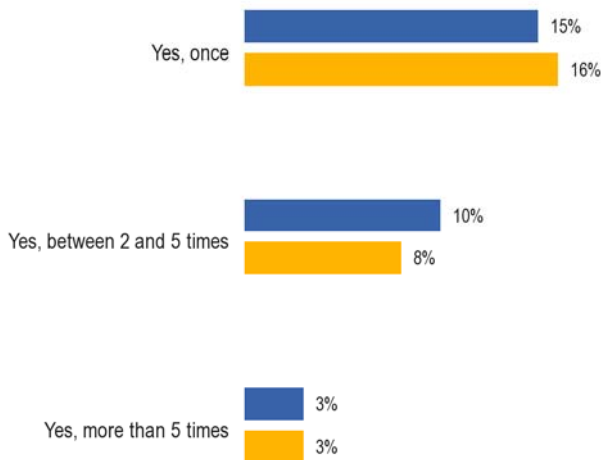
QD18. Would you be in favour of or opposed to any of the following measures?



## 5. GIVING UP SMOKING

### Number of quit attempts

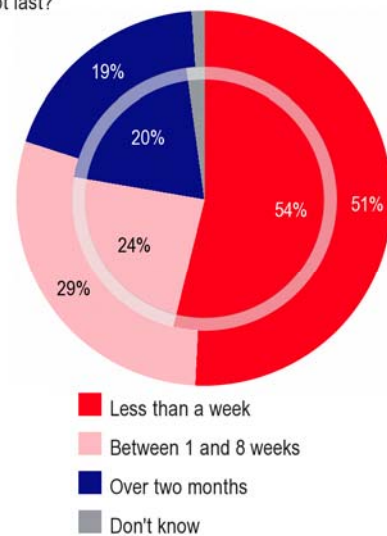
QD10. Have you tried to quit smoking in the last 12 months?



Base: Smokers (EU27: 29%, HR: 33% 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%, HR: 9% of the total sample)