

EU27 Number of interviews: 26.788

LT Number of interviews: 1.026

Fieldwork: 02/10-19/10/2009

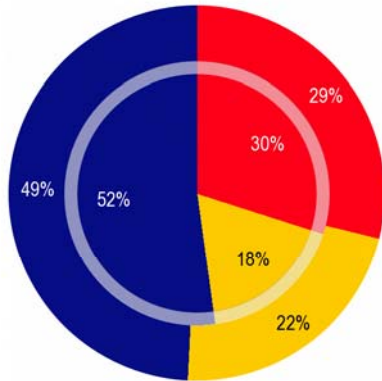
Fieldwork: 02/10-16/10/2009

Methodology: face-to-face

## 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    LT 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

LT

TOTAL	EU27	LT
	29%	30%



#### Gender

	EU27	LT
Male	35%	43%
Female	25%	19%



#### Age

	EU27	LT
15-24	35%	29%
25-39	37%	41%
40-54	35%	39%
55 +	17%	14%

#### Self-positioning on the social staircase

	EU27	LT
Low (1-4)	36%	35%
Medium (5-6)	29%	29%
High (7-10)	26%	24%

### Average number of cigarettes a day

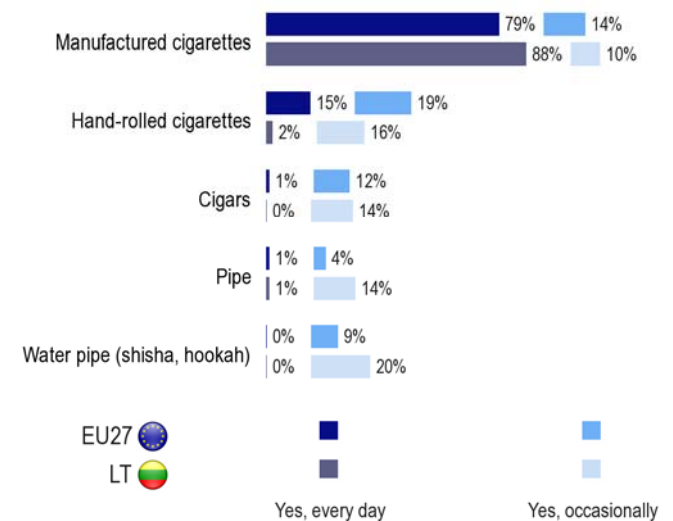
QD4a. On average, how many cigarettes do you smoke each day?

	EU27	LT
Total smokers	14,40	12,60
➤ Male smokers	15,70	14,40
➤ Female smokers	12,80	9,00

Base: Cigarette smokers (EU27: 29%, LT: 29% 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 LT

Yes, every day

Yes, occasionally

Base: Smokers (EU27: 29%, LT: 30% of the total sample)

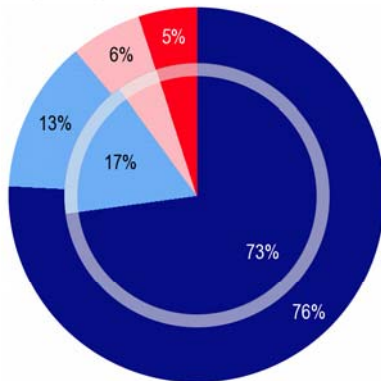
# TOBACCO

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?



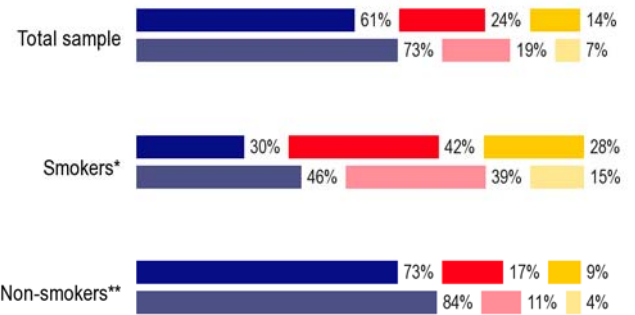
- Never or almost never
- Less than 1 hour a day
- 1-5 hours a day
- More than 5 hours a day

EU27 Outer pie LT Inner pie

Base: People that work indoors (EU27: 48%, LT: 41% 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   
 LT

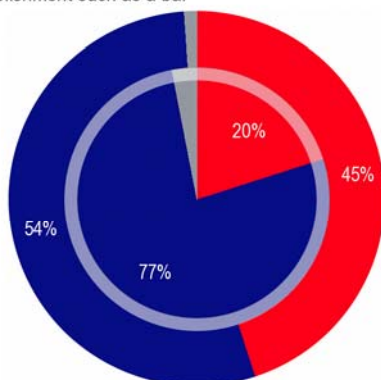
- Smoking is not allowed at all inside the house
- Smoking is allowed only in certain rooms inside the house
- Smoking is allowed everywhere inside the house

\* Base: Smokers (EU27: 29%, LT: 30% of the total sample)  
 \*\* Base: Non-smokers (EU27: 71%, LT: 70% 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

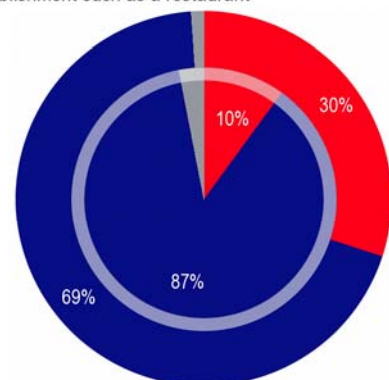
EU27 Outer pie LT Inner pie

Base: People who have visited a drinking establishment in the past 6 months (EU27: 82%, LT: 74% 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 LT Inner pie

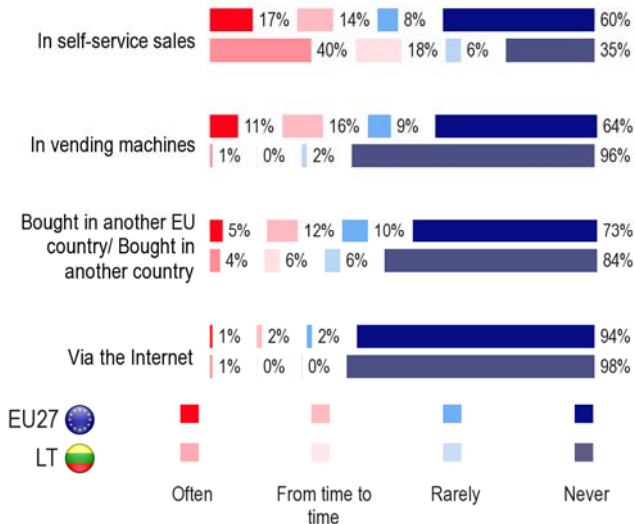
Base: People who have visited an eating establishment in the past 6 months (EU27: 86%, LT: 74% of the total sample)



## 3. FACTORS INFLUENCING CONSUMER BEHAVIOUR

### Purchasing channels

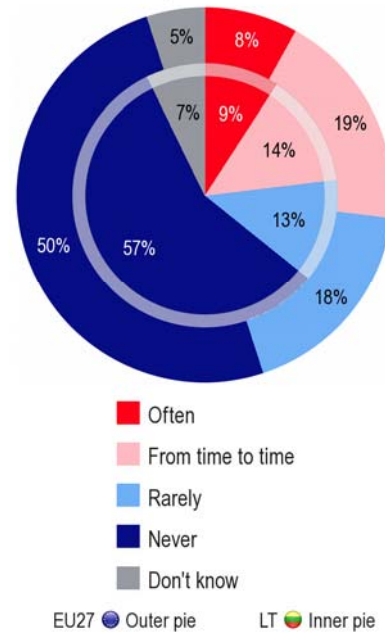
QD17. In the past 12 months, have you bought tobacco products in each of the following ways?



Base: Smokers (EU27: 29%, LT: 30% of the total sample)

### Tobacco advertising and promotion

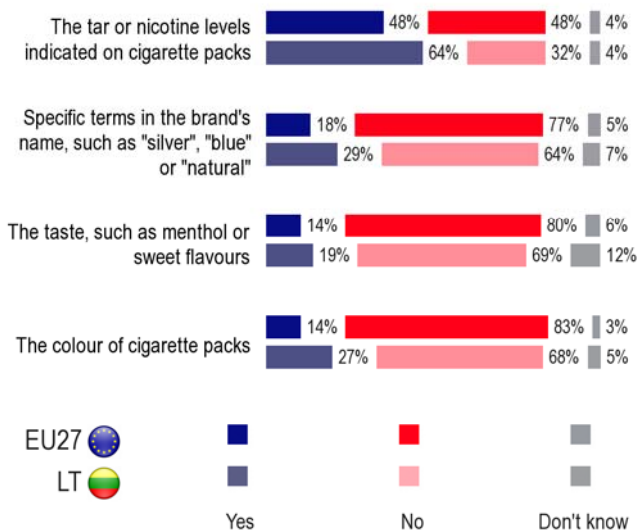
QD16. In the past 6 months, have you seen tobacco advertising or promotion?



Base: Smokers (EU27: 29%, LT: 30% 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?

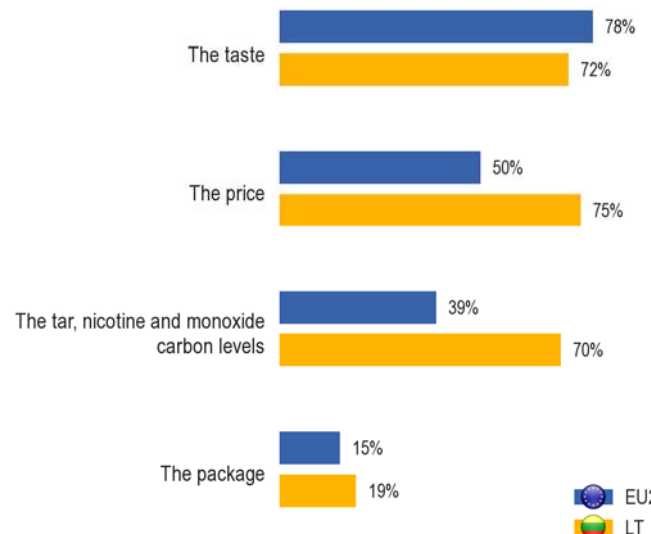


Base: Smokers (EU27: 29%, LT: 30% of the total sample)

### Factors influencing choice

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

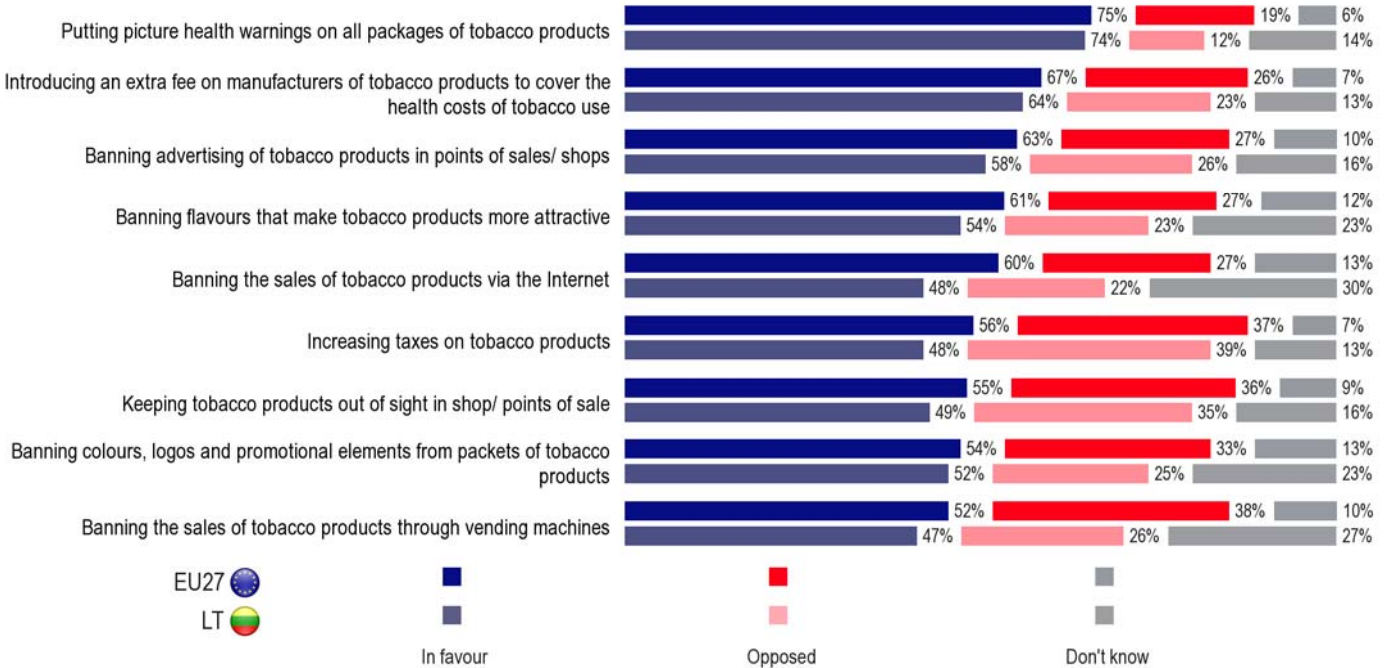
Percentage of "Yes" answer



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

## 4. ATTITUDES TOWARDS TOBACCO CONTROL POLICIES

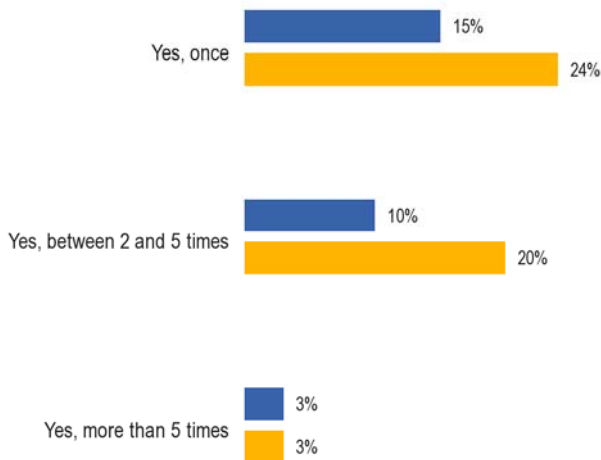
QD18. Would you be in favour of or opposed to any of the following measures?



## 5. GIVING UP SMOKING

### Number of quit attempts

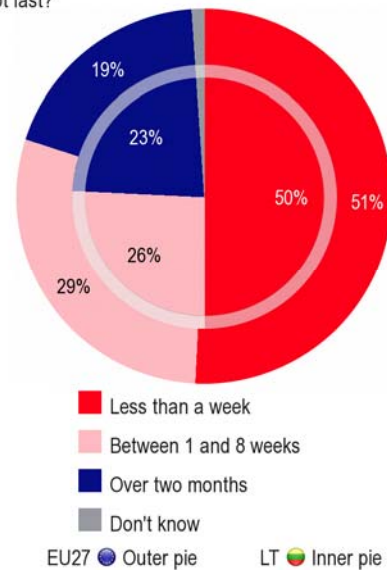
QD10. Have you tried to quit smoking in the last 12 months?



Base: Smokers (EU27: 29%, LT: 30% 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%, LT: 14% of the total sample)