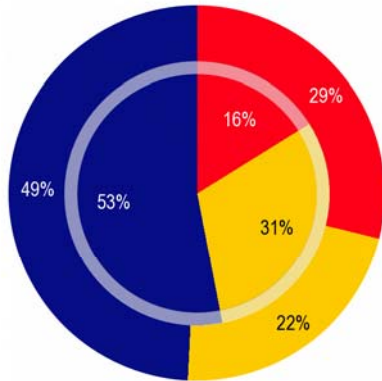


1. SMOKING HABITS AND TOBACCO CONSUMPTION

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 SE 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

SE

TOTAL	EU27	SE
	29%	16%



Gender

Male	35%	12%
Female	25%	20%



Age

15-24	35%	19%
25-39	37%	8%
40-54	35%	21%
55 +	17%	16%

Self-positioning on the social staircase

Low (1-4)	36%	24%
Medium (5-6)	29%	20%
High (7-10)	26%	13%

Average number of cigarettes a day

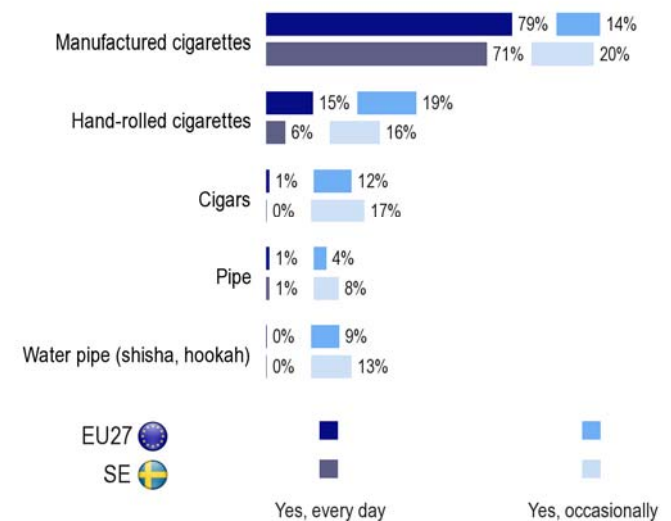
QD4a. On average, how many cigarettes do you smoke each day?

	EU27	SE
Total smokers	14,40	10,10
➤ Male smokers	15,70	12,00
➤ Female smokers	12,80	9,00

Base: Cigarette smokers (EU27: 29%, SE: 15% 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
SE

Yes, every day

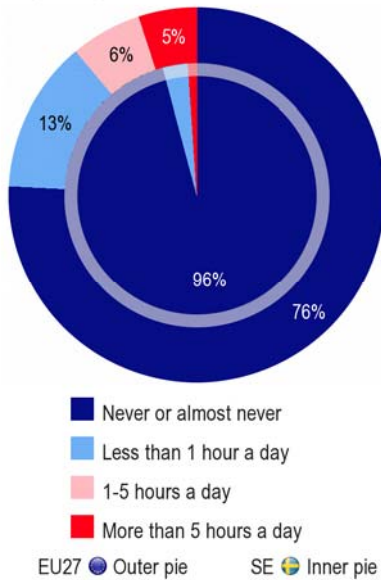
Yes, occasionally

Base: Smokers (EU27: 29%, SE: 16% of the total sample)

2. EXPOSURE TO TOBACCO SMOKE

Exposure to tobacco smoke at work

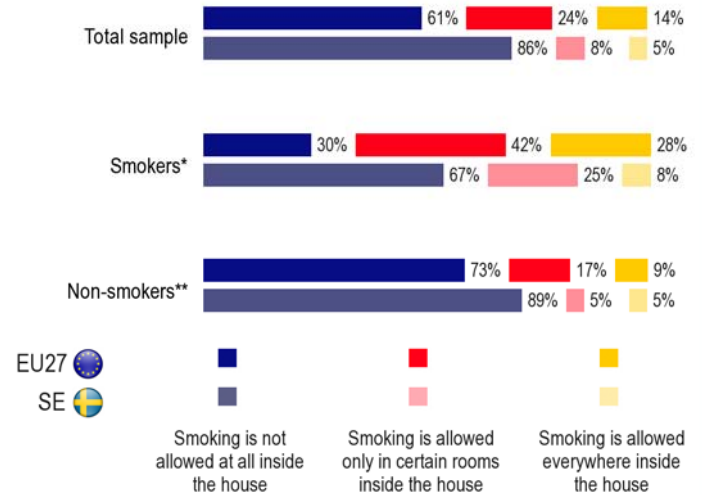
QD9. How often are you exposed to tobacco smoke indoors at your workplace?



Base: People that work indoors (EU27: 48%, SE: 58% 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?

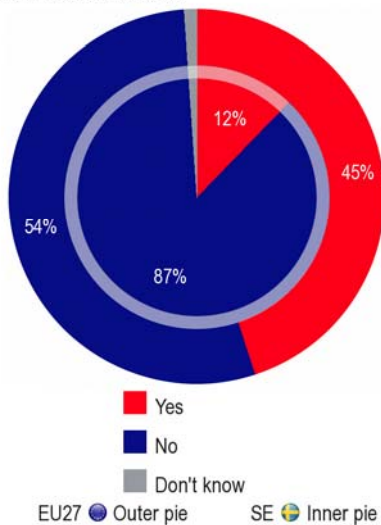


* Base: Smokers (EU27: 29%, SE: 16% of the total sample)
** Base: Non-smokers (EU27: 71%, SE: 84% of the total sample)

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

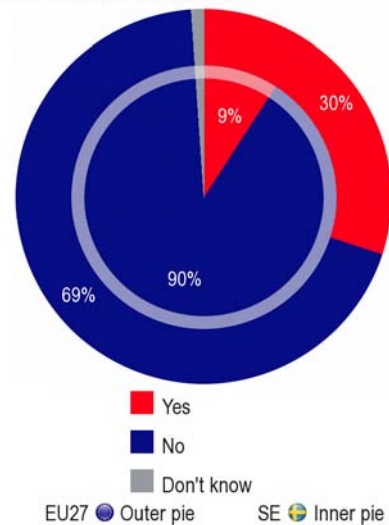


Base: People who have visited a drinking establishment in the past 6 months (EU27: 82%, SE: 86% of the total sample)

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

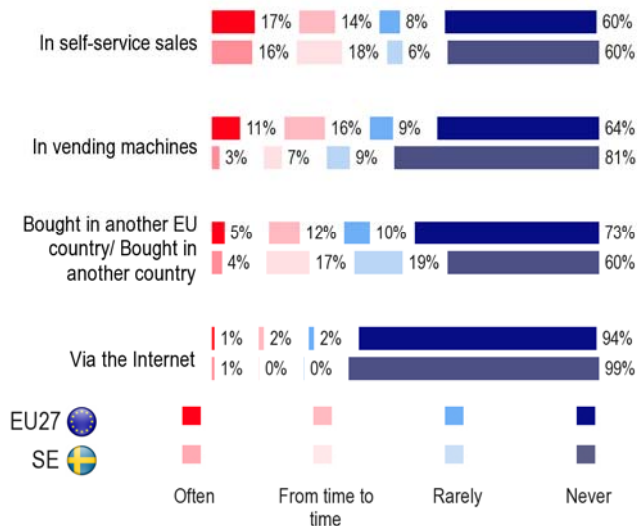


Base: People who have visited an eating establishment in the past 6 months (EU27: 86%, SE: 95% of the total sample)

3. FACTORS INFLUENCING CONSUMER BEHAVIOUR

Purchasing channels

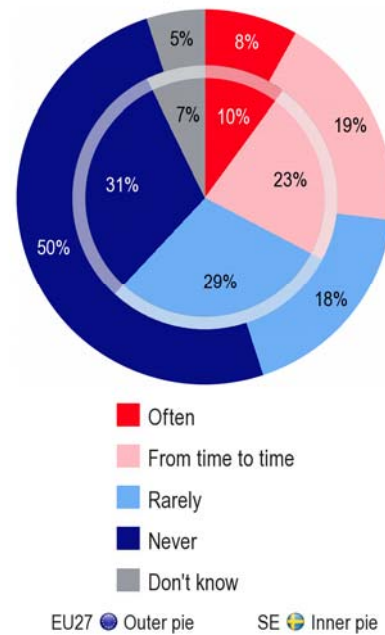
QD17. In the past 12 months, have you bought tobacco products in each of the following ways?



Base: Smokers (EU27: 29%, SE: 16% of the total sample)

Tobacco advertising and promotion

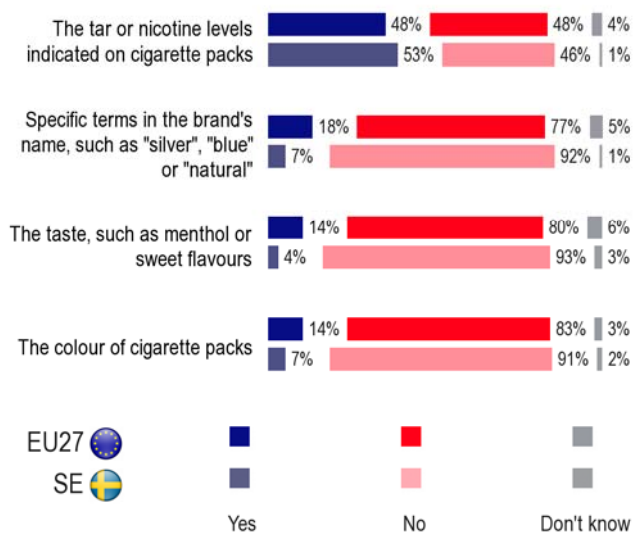
QD16. In the past 6 months, have you seen tobacco advertising or promotion?



Base: Smokers (EU27: 29%, SE: 16% 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?

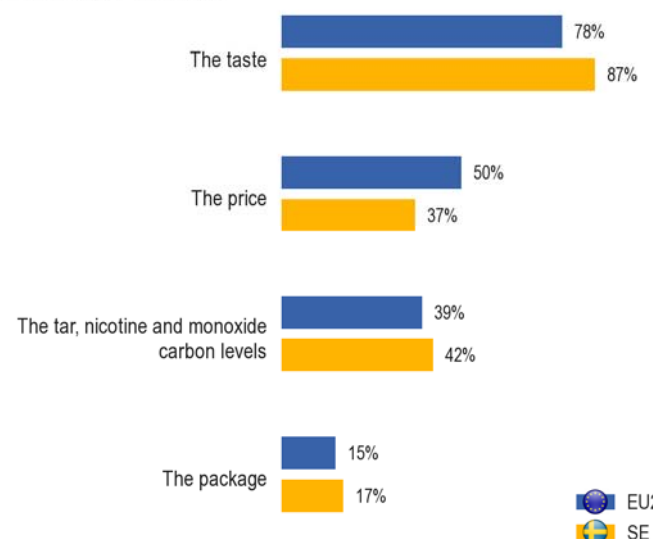


Base: Smokers (EU27: 29%, SE: 16% of the total sample)

Factors influencing choice

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

Percentage of "Yes" answer



Base: Cigarette smokers (EU27: 29%, SE: 15% of the total sample)

EU27 Number of interviews: 26.788

SE Number of interviews: 1.012

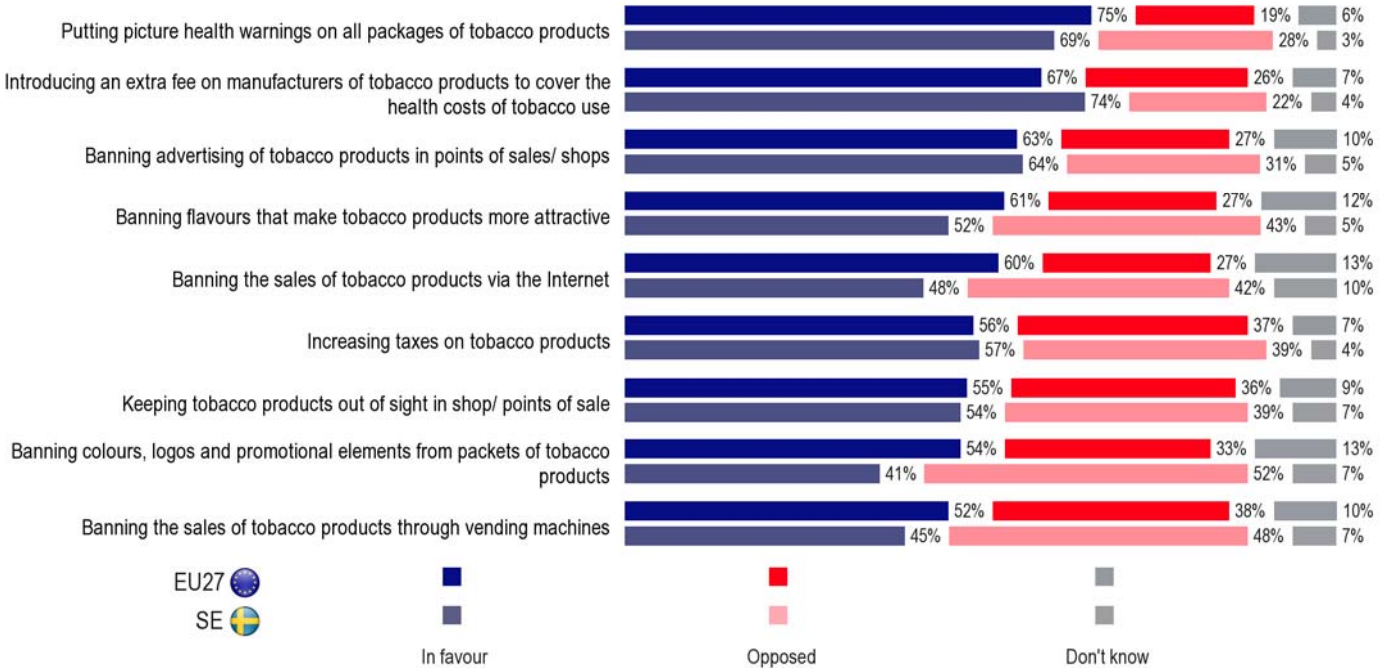
Fieldwork: 02/10-19/10/2009

Fieldwork: 02/10-19/10/2009

Methodology: face-to-face

4. ATTITUDES TOWARDS TOBACCO CONTROL POLICIES

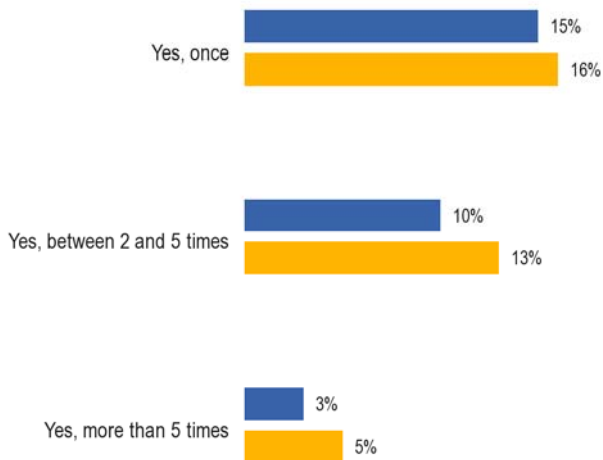
QD18. Would you be in favour of or opposed to any of the following measures?



5. GIVING UP SMOKING

Number of quit attempts

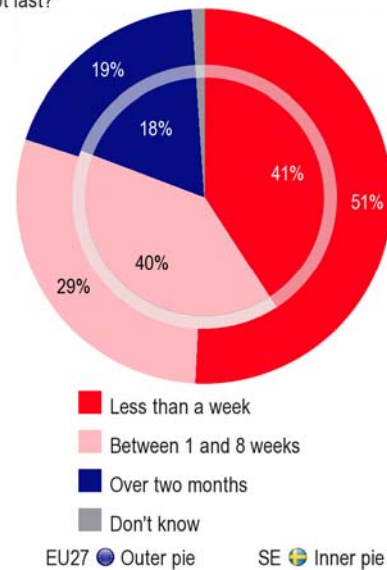
QD10. Have you tried to quit smoking in the last 12 months?



Base: Smokers (EU27: 29%, SE: 16% 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%, SE: 5% of the total sample)