

MAIN RESULTS

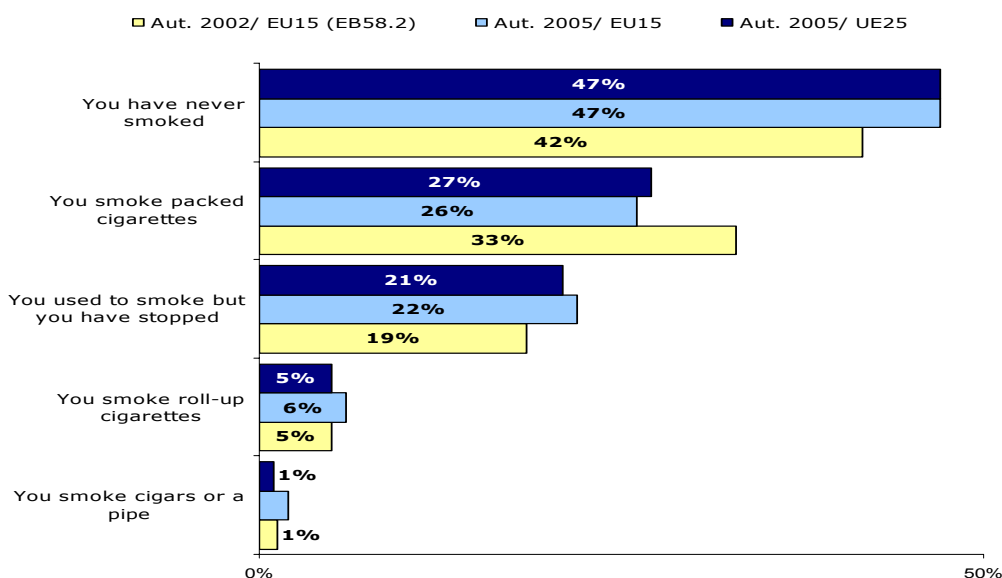
- **The number of smokers in the European Union has fallen considerably over the last three years.** Since the previous survey in 2002 (carried out solely in the EU15), the number of smokers of packed cigarettes has fallen by 7 points (33%), the number of citizens declaring that they have never smoked has increased by almost 5 points (47%) and the percentage of smokers who declare that they have given up smoking has also increased, by 3 points (22%).
- As in 2002, **tobacco consumption is very heterogeneous** across Europe. **Changes in tobacco consumption vary considerably from one Member State to the next.** It has declined in a majority of countries.
- Most smokers consider that **smoking is a regular as opposed to an occasional habit.** In all the Member States, more than **90% of smokers declare that they smoke every day.** On the other hand, the number of cigarettes smoked varies considerably between countries in Europe. In comparison to 2002, the quantity has fallen in a majority of the 15 old Member States. **The drop in the number of cigarettes smoked is also more marked among women and young people.**
- As regards the places where people consume tobacco, four out of five European smokers smoke at home. A slight majority smoke when they are on their own in the car. On the other hand, when they have somebody else in the car with them, smokers throughout Europe tend to show a **certain consideration to non-smokers and children.** More than three-quarters of smokers declare that they do not smoke in the company of children and almost 60% also refrain from smoking when they are in the company of non-smokers in the car. However, the level of this consideration varies perceptibly from one country to another.
- **Three-quarters** of European Union citizens **are aware that tobacco smoke can represent a health risk for non-smokers.** Moreover, 95% of EU citizens acknowledge that smoking in the company of pregnant women can be very dangerous for the baby.
- Overall, **approximately one in two European asks smokers not to smoke near them** but the level of tolerance shown to smokers varies from country to country.
- Although a majority of European Union citizens declare that they are rarely or never bothered by exposure to tobacco smoke in their daily life, this situation once again varies considerably from one Member State to another. It is interesting to note that **younger people tend to be the most inconvenienced by tobacco smoke.** Among the reasons given by people to explain why they are bothered by exposure to smoke, **its unpleasant aspect tends to be mentioned more frequently than the health risk.** While young people seem to be particularly sensitive to this unpleasant aspect, the oldest respondents tend to focus more on the physical symptoms or a recognised health condition.
- **More than 80% of European Union citizens are in favour of a ban on smoking in public places,** both in the workplace and any other indoor public place. A majority of Europeans are also **in favour of a ban on smoking in restaurants, bars and pubs;** however opinions in this regard are less clear-cut and vary considerably from one country to another.
- Finally, the measure of the visibility and effectiveness of anti-tobacco campaigns shows that in the European Union more than 80% of smokers and former smokers remember having heard or seen an anti-tobacco campaign. **One third of smokers and former smokers who remember such a campaign declare that they found find it convincing.** However, the perceived effectiveness of such campaigns varies very sharply within the European Union.

1. Smoking in the European Union

1.1. Tobacco consumption in the European Union: A clear majority of European Union citizens do not smoke-

In the autumn 2005 survey, almost half (47%) of European Union citizens declare that they have never smoked and one in five (21%) admits having stopped smoking. Packed cigarettes are the most popular product for smokers and more than a quarter (27%) of respondents seems to smoke them.

Q1 Which of the following applies to you?



The number of smokers has fallen significantly over the last three years-

In the 15 old Member States, in comparison to autumn 2002, the number of smokers of packed cigarettes has fallen significantly (-7 points). The percentages of respondents declaring that they have never smoked and of those who have stopped smoking has increased.

An analysis of the results by country shows that levels of consumption vary considerably between the Member States. In approximately half of the Member States, more than one in two people interviewed declare that they have never smoked.

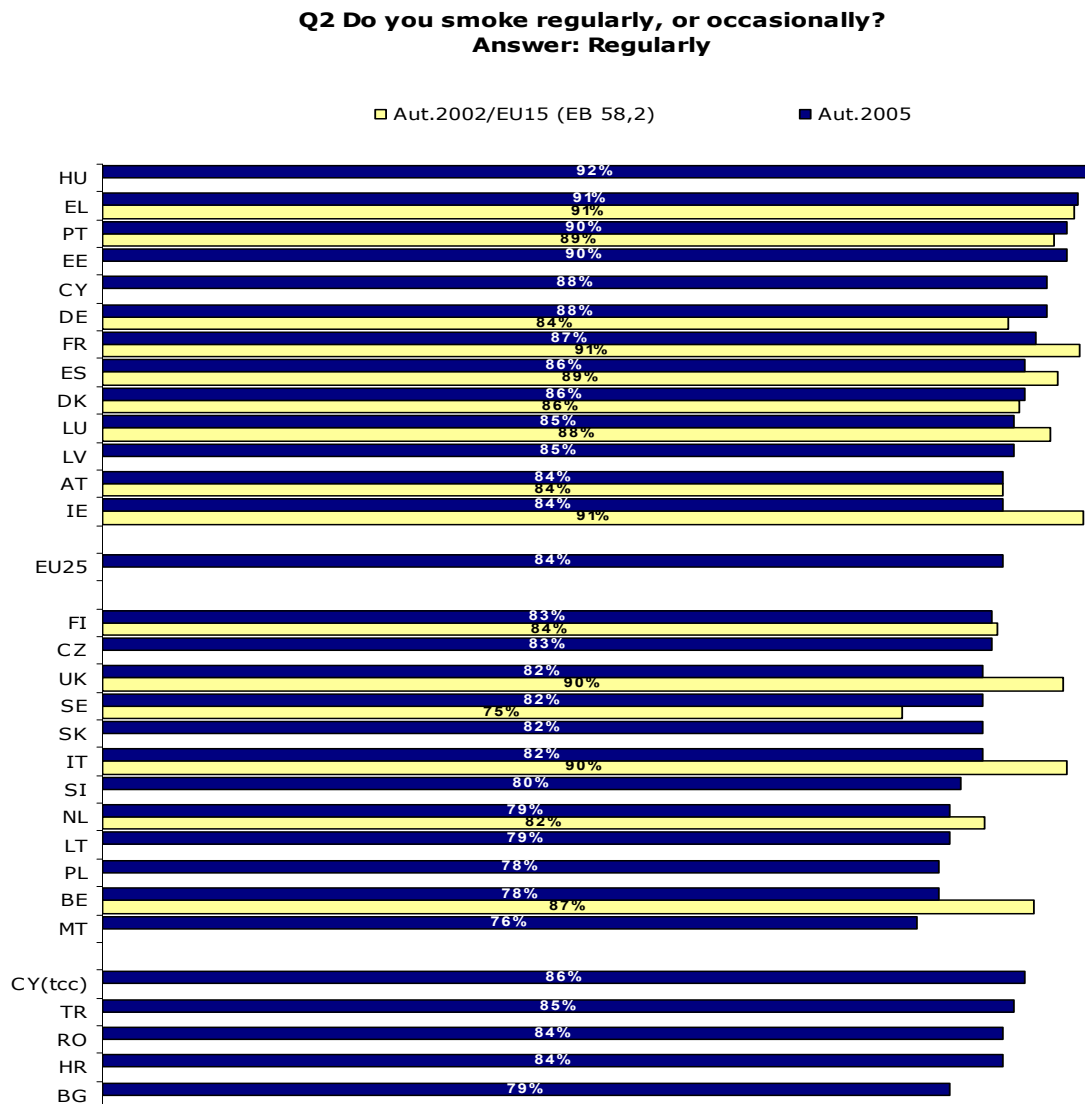
In comparison to the last survey in 2002, the number of respondents declaring that they have never smoked has increased in 11 of the 15 old Member States which participated in the survey at that time.

A majority of women declare that they have never smoked: 57% of women have never smoked compared with only 36% of men.

1.2. Frequency of tobacco consumption: *smoking is not an occasional habit*

In the European Union a very clear majority of smokers (84%) declare that they smoke regularly. An analysis of the results by country shows a high level of regularity in tobacco consumption in all the Member States, ranging from 76% in

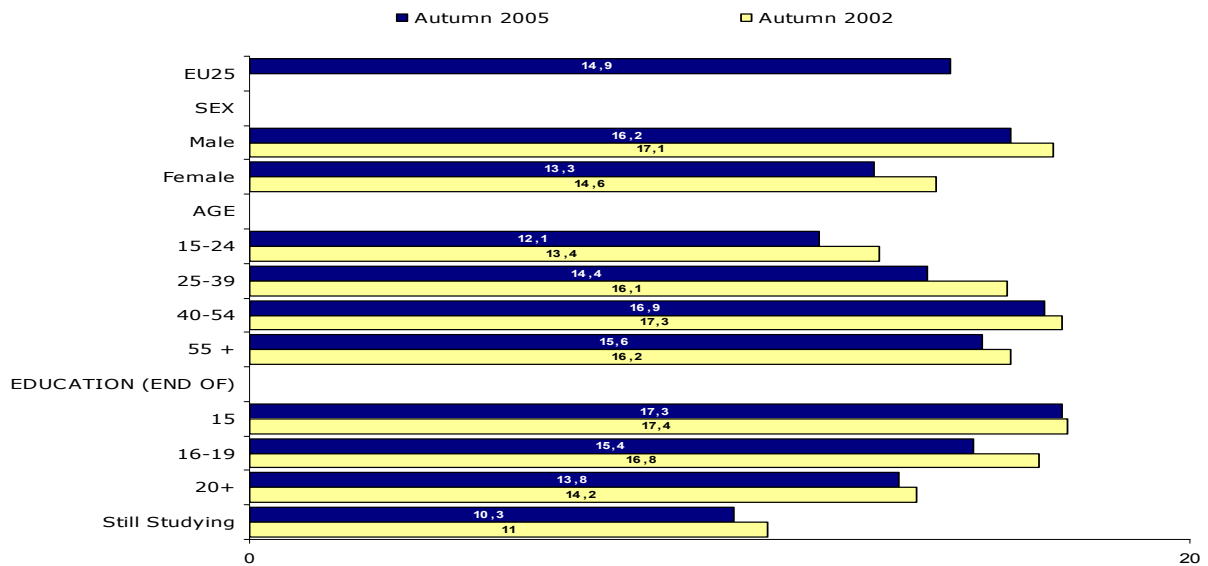
Malta to 92% in Hungary. In comparison to 2002, this regularity has fallen in 9 out of 15 countries.



Women and young people smoke less and their consumption has fallen the most since 2002

Women (13.3 cigarettes a day) smoke less than men (16.2) and the level of their consumption have fallen more sharply than that of men. People aged over 40 tend to smoke more than youngest respondents and their consumption has fallen less than that of the youngest age group. It also seems that the earlier the respondents finished their full-time education, the more they tend to smoke on a daily basis.

**Q3 Do you smoke every day? (IF YES)
How many cigarettes a day do you smoke?
Average number of cigarettes per day**



2. Places where people smoke tobacco

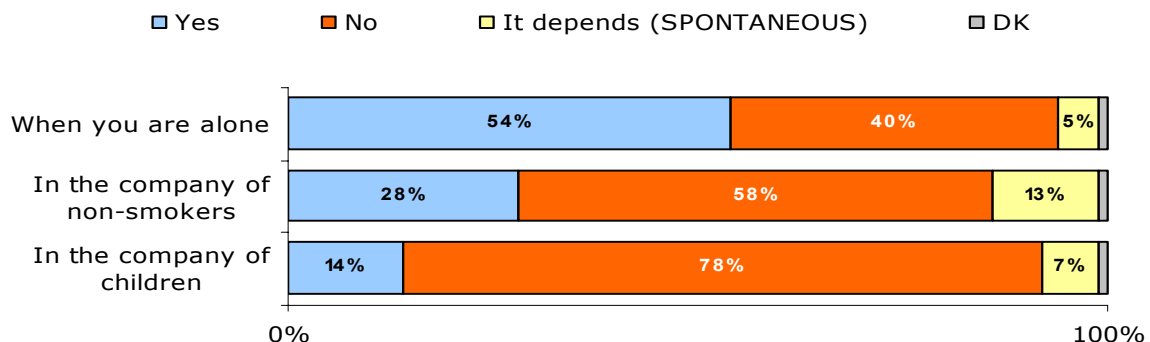
2.1. Smoking at home: *Four out of five Europeans smoke at home*

In the European Union, 80% of smokers declare that they smoke at home. This proportion varies considerably from one Member State to another, ranging from 50% in Finland to 92% in Hungary. This proportion exceeds 70% in most countries.

2.2. Smoking in the car: *A certain consideration for non-smokers and children as regards smoking in the car*

In the European Union, almost 80% of smokers declare that they do not smoke in the car when they are in the company of children. A majority (58%) of them also refrain from smoking when they are in the company of non-smokers. On the other hand, more than half of smokers declare that they smoke in the car when they are alone.

**Q7 Do you smoke when you are in a car...?
(EU25)**



Smoking in a car in the company of non-smokers: *The consideration shown to non-smokers differs considerably from one country to the next*

In 20 of the 25 Member States, a majority of respondents declare that they smoke in a car in the company of non-smokers. The proportion is as high as four out of five respondents in the Netherlands (82%) and Sweden (80%). Among smokers, once again, the oldest respondents (19%), occasional smokers (14%) and to a lesser extent women (25%) and the respondents who studied the longest (24%) tend to smoke less.

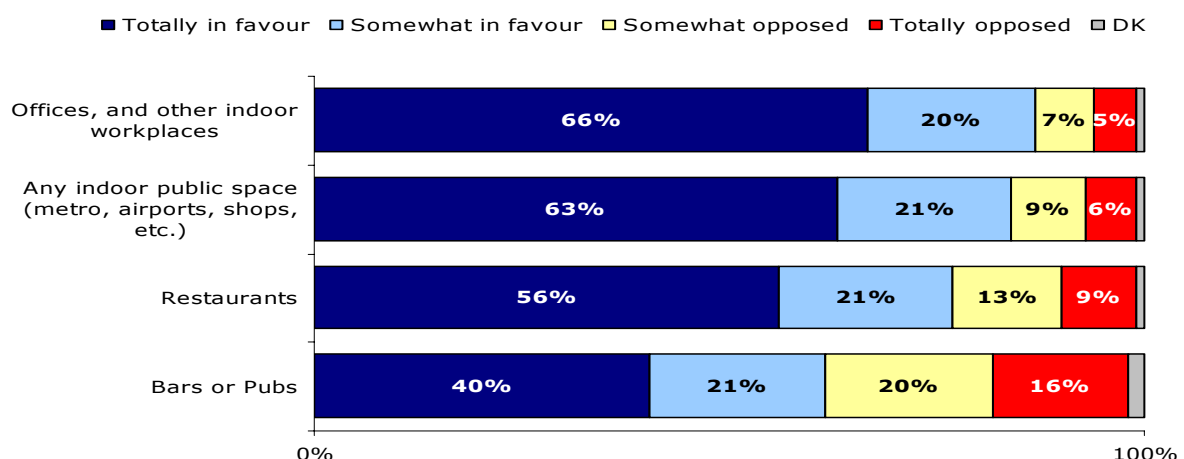
Smoking in a car in the company of children: *Widespread consideration for children-*

As regards smoking in a car in the presence of children, a strong majority of smokers declare that they do not smoke in such circumstances. In 15 of the 25 Member States, more than four out of five respondents seem to follow this rule. Smokers with the highest level of education (11%), retired people (11%), students (9%) and managers (11%) tend to smoke less often than the others when children are in the car.

2.3. Banning smoking in public places: A clear majority of European citizens are in favour of a ban on smoking in public places

On the whole, a majority of European Union citizens seem to be in favour of banning smoking in public places. More than four out of five respondents are in favour of a ban on smoking in offices and other indoor workplaces (86%), as well as in any other indoor public spaces (84%).

Q8. Are you in favour of smoking bans in the following places? (EU25)

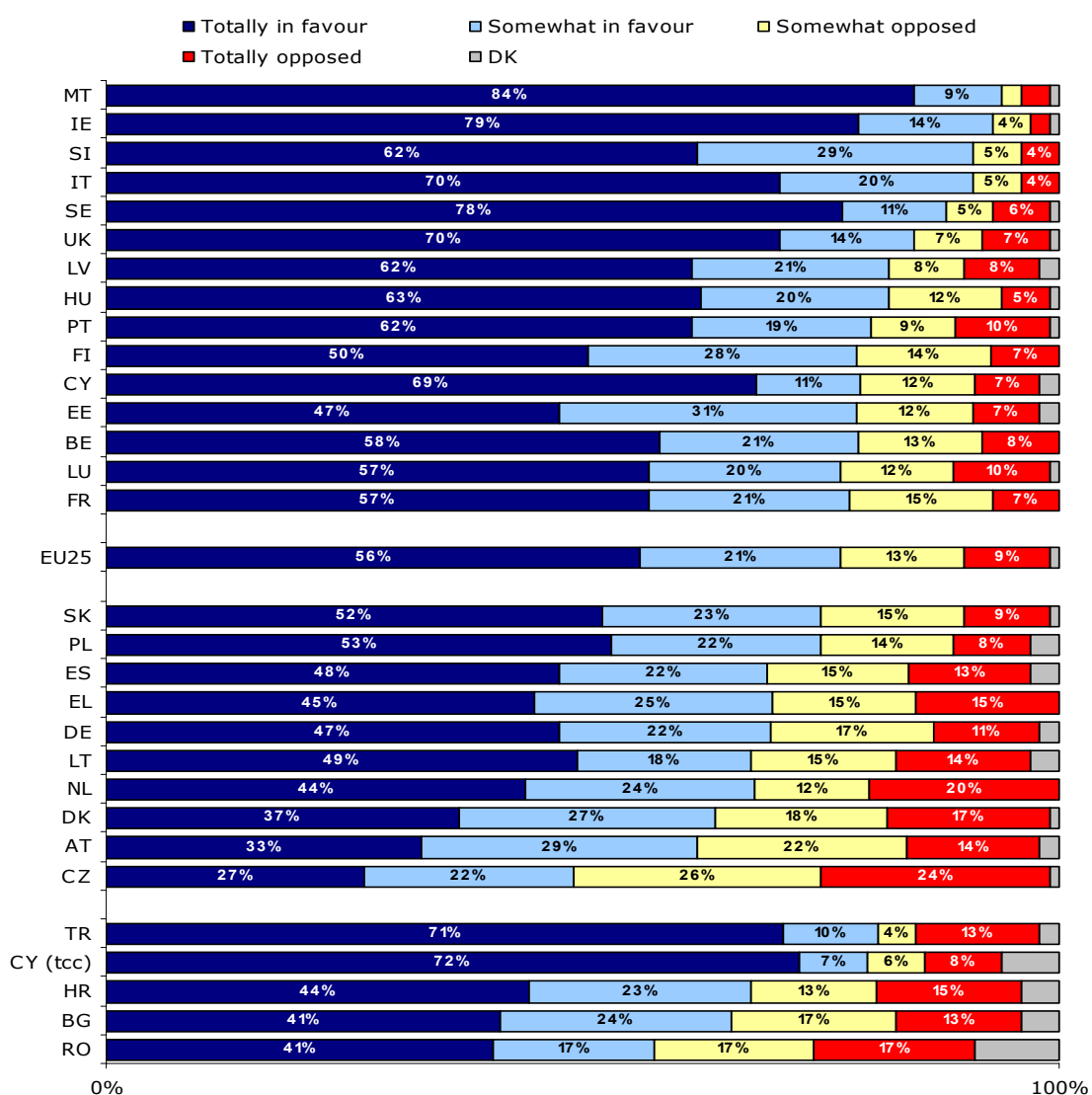


Support for a ban seems to be less clear-cut in the case of restaurants, bars and pubs. Although, in the case of restaurants, a majority of respondents (56%) are once again fully in favour of such a ban, the percentage is 40% in the case of bars and pubs. For all these places, women and the oldest respondents tend to be the staunchest supporters of a ban on smoking.

2.3.1. Banning smoking in restaurants: A general consensus in most countries in favour of a ban on smoking in restaurants

In almost all the Member States, European Union citizens are in favour of banning smoking in restaurants. This percentage is sometimes very important and is as high as 93% in Malta and Ireland.

Q8.1 Are you in favour of smoking bans in the following places? Answer: Restaurants



More than eight out of ten non-smokers are in favour of banning smoking in restaurants

Almost 88% of people who have never smoked and 83% of those who have stopped smoking are in favour of a ban on smoking in restaurants compared with 55% of smokers.

2.3.2. Banning smoking in bars and pubs: Opinion is more divided on the question of banning smoking in bars and pubs

Opinions of Europeans are far more divided on the question of introducing a ban on smoking in bars and pubs. Only 35% of respondents in the Czech Republic are in

favour of such a ban while the proportion is as high as 88% in Italy. While a **majority of non-smokers are in favour of a ban** on smoking in bars and pubs, it is to be noted that a minority (35%) of smokers support this proposal.

2.3.3. Banning smoking in offices and other indoor workplaces: *All the Member States are in favour of a ban on smoking in offices and other indoor workplaces*

There is a general consensus in all the Member States on the question of banning smoking in offices and other indoor workplaces. In all countries, more than two-thirds of citizens are in favour of such a ban.

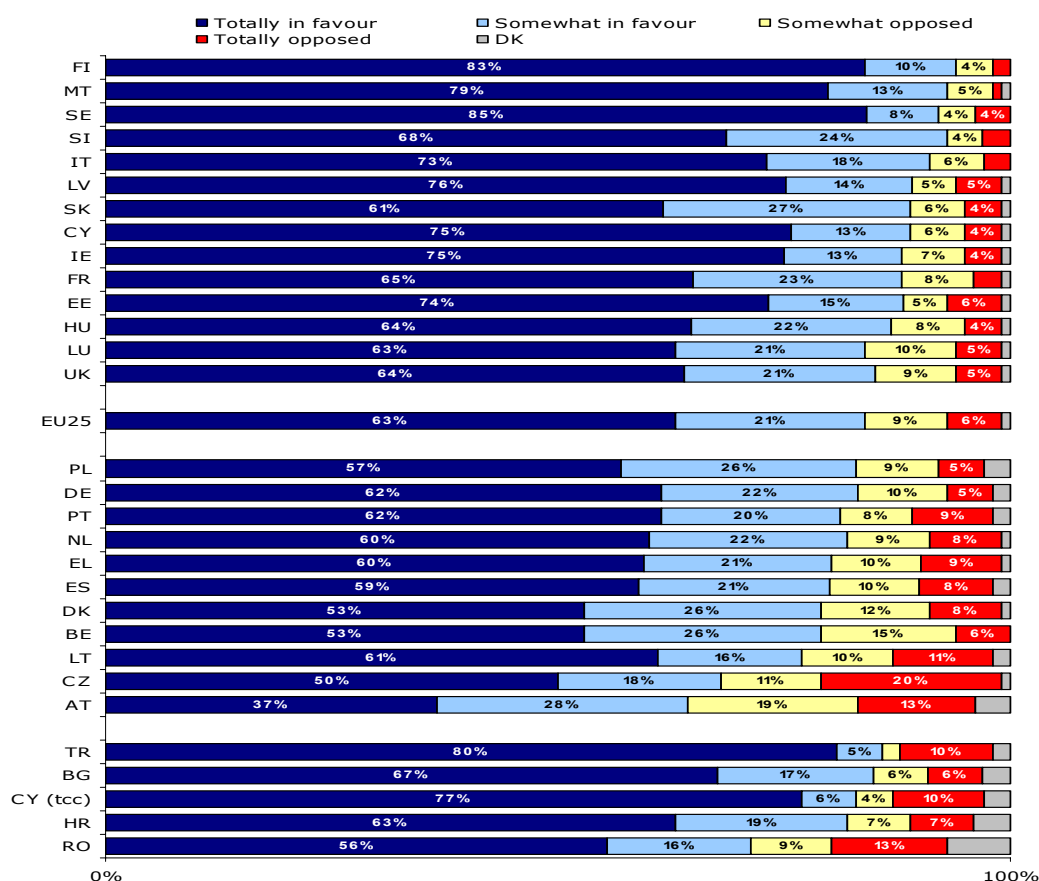
A clear majority of smokers in favour of a ban on smoking in offices and other indoor workplaces

Three-quarters of smokers (75%) and almost or more than 90% of non-smokers declare that they are in favour of a ban on smoking in offices and other indoor workplaces.

2.3.4. Banning smoking in any indoor public space (metro, airports, shops, etc.): *A majority of citizens in all countries are in favour of a ban in any indoor public space*

Although the proportion is not as high as in the case of indoor workplaces, a majority of citizens in all the countries participating in the survey are in favour of banning smoking in all public places.

Q8.4 Are you in favour of smoking bans in the following places?
Answer: Any indoor public space (metro, airports, shops, etc.)



A majority of respondents, irrespective of whether they are smokers or non-smokers, are in favour of banning smoking in all indoor public spaces such as metros, airports and shops. The percentage varies from 72% among smokers to 91% among those who have never smoked.

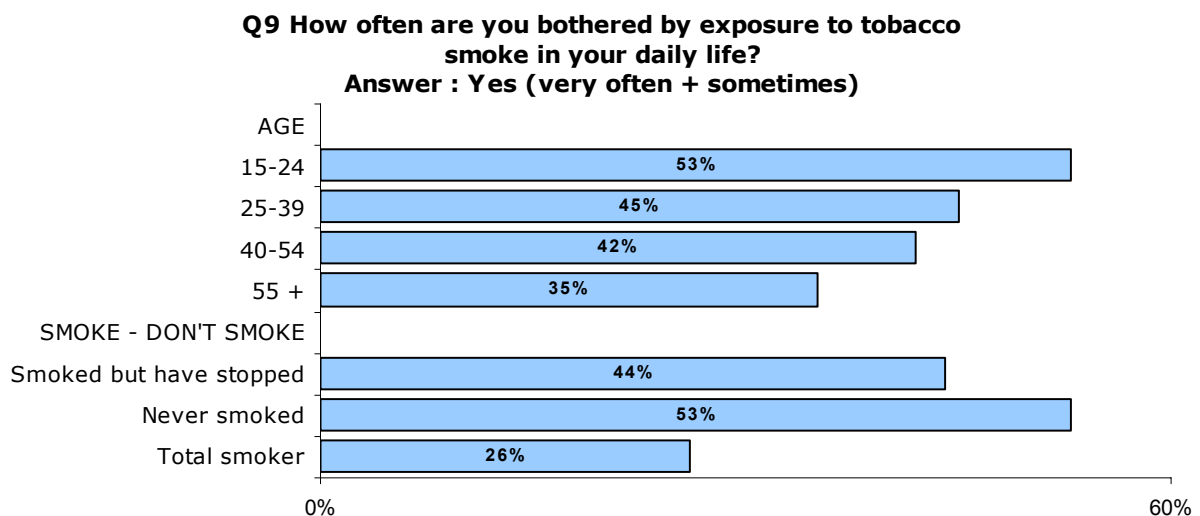
3. Exposure to tobacco smoke

3.1. *The nuisance of tobacco smoke: Respondents are divided on the question of the bother caused by exposure to tobacco smoke-*

On the question of the bother caused by exposure to tobacco smoke, a majority of European Union Citizens (57%) declare that they are rarely (30%) or never (27%) bothered by it. There are particularly strong differences of opinion from one Member State to the next. Although only a quarter of citizens in Finland and Sweden declare that they are bothered by tobacco smoke, the corresponding percentage is as high as 64% in Malta and 62% in Turkey.

Younger people seem more bothered by tobacco smoke

The age of respondents seems to be a significant factor in terms of differences in the reaction to tobacco smoke: the younger the respondents are the more they seem to be bothered by cigarette smoke in their daily life (53% in the 15-24 age group). Finally, it is noteworthy that people who have never smoked (53%) are twice as likely as smokers (26%) to be bothered by tobacco smoke.



3.2. *Why are people bothered by tobacco smoke? The unpleasant aspects of tobacco smoke seem to bother people more than health considerations*

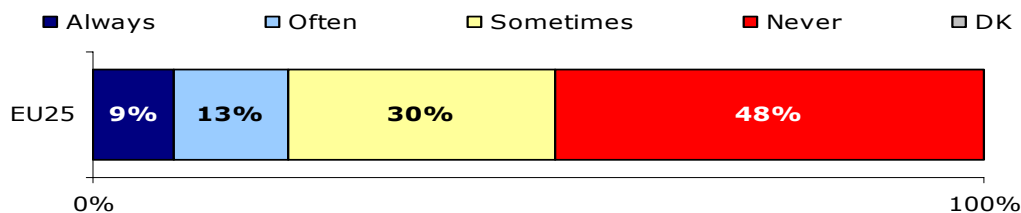
A majority of European Union citizens bothered by tobacco smoke mentioned the unpleasant aspects of tobacco smoke, such as its smell, as the reason why it bothers them. On the other hand, they mentioned less frequently the possibility that tobacco smoke can cause certain physical symptoms (27%) or that exposure to tobacco smoke could make certain health problems worse (9%). In most countries, the fact that people are bothered by exposure to tobacco smoke in their daily life is explained in the majority of cases by the unpleasant aspects of such smoke. The physical symptoms caused by tobacco smoke are mentioned slightly less frequently.

The unpleasant aspects of tobacco smoke are mentioned more frequently by the youngest respondents (60%), students (62%) and top managers (62%).

3.3. Asking smokers not to smoke: *Approximately one in two Europeans asks smokers not to smoke near them*

European Union citizens seem fairly divided on the question of asking smokers not to smoke in front of them. Although 48% never ask a smoker not to smoke near them, 52% do so, at least sometimes. Approximately one in five European Union citizens (22%) often or always makes such a request. If we add together the number of "sometimes" and "never" replies, it appears that the respondents demonstrate **a certain tolerance** towards smokers. It is to be noted, however, that this tolerance varies considerably between Member States.

Q4 Do you ever ask a smoker not to smoke near you because it bothers you?



3.4. The discomfort and harm caused by tobacco smoke to non-smokers: *3/4 of EU citizens are aware that tobacco smoke can be harmful for non-smokers-*

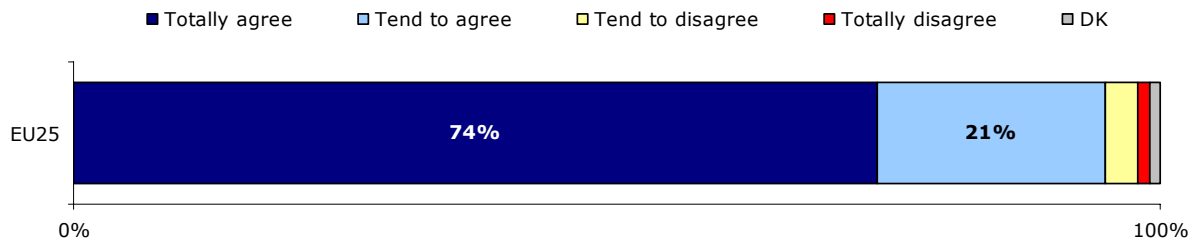
Approximately three-quarters of European Union citizens think that other people's smoke can be a health risk, either by causing serious illnesses such as cancer (39%) or by causing health problems such as respiratory problems (33%). Although the danger of other people's smoke is not always perceived, it seems that in all the Member States, a majority of respondents are aware of the health risk of second-hand smoke. However, an analysis by country reveals significant differences of opinion from one Member State to another. While 55% of citizens in Sweden believe that tobacco smoke can cause serious illnesses such as cancer, that opinion is shared by only 21% of citizens in Greece. Women (76%) are more sensitive than men (69%) to the health risks of other people's smoke.

3.5. The dangers of tobacco smoke for pregnant women: *95% of EU citizens believe that smoking in the presence of pregnant women can be very dangerous for the baby*

Almost 95% of European Union citizens seem to agree with the statement that smoking in the presence of a pregnant woman can be very dangerous for the baby. Almost three-quarters (74%) of respondents even declared that they totally agree with this statement. More than 80% of respondents in all the countries participating in the survey are aware of this danger.

Q12.1 To what extent do you agree or disagree with each of the following statements ?

Answer: To smoke in the presence of a pregnant woman can be very dangerous for the baby



Drinking 1 or 2 glasses of wine per day during pregnancy is seen as less dangerous than cigarette smoke

Although a slight majority of European Union citizens (51%) do not seem to agree with the statement that drinking 1 or 2 glasses of wine a day during pregnancy is harmless to the baby, it is interesting to note that they do not perceive the dangers of drinking wine in the same way as exposure to cigarette smoke.

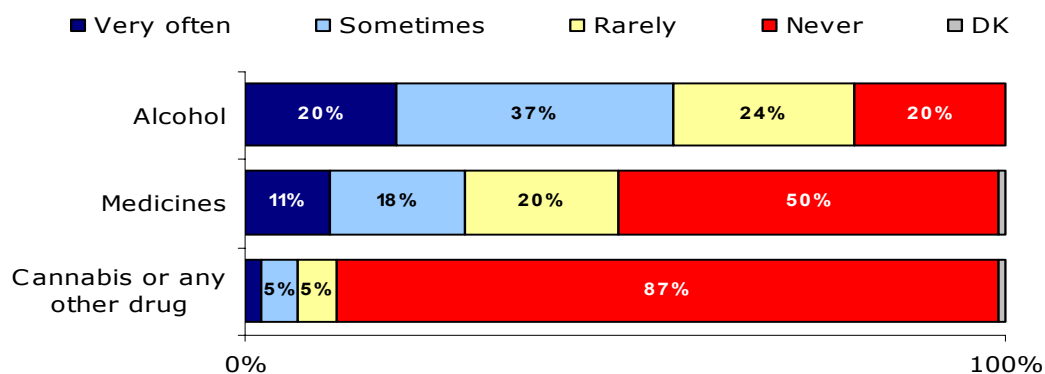
The harmful effects of wine are perceived very differently from one European country to another

Unlike tobacco smoke, the harmful effects of wine are perceived very differently from one Member State to another. Although more than three-quarters of Czech citizens (76%) and a majority of citizens in Spain (69%) and Italy (59%) tend to believe that wine is harmless, only 13% of Swedish citizens share that opinion.

4. Combining tobacco with other harmful products: *Alcohol is the only harmful product that a majority of smokers combine with tobacco*

In the European Union, 57% of smokers combine tobacco and alcohol very often (20%) or sometimes (37%). On the other hand, 87% of smokers never combine tobacco with cannabis or any other drug, and 50% never combine it with medicines.

Q11 How often do you combine tobacco with...? (EU 25)



4.1. Tobacco and alcohol: *A frequent combination in a majority of Member States*

In 23 of the 25 Member States, a majority of smokers combine tobacco and alcohol sometimes or very often. This combination varies considerably from one Member State to another. More than 80% of citizens in Finland (82%) and Ireland (81%) sometimes combine alcohol with tobacco. On the other hand, fewer than 10% of Italians (9%) and Hungarians (8%) declare that they very often mix these two substances. Younger people (65% of respondents in the 15-24 age group) and those who have studied the longest (61% of those having studied up to at least the age of 20) tend to be more likely to combine tobacco and alcohol. Male smokers (63%) are more likely than women (47%) to combine tobacco and alcohol, but that situation is probably linked to more frequent consumption of alcohol by men.

4.2. Tobacco and medicines: *A majority of smokers never or only rarely combine tobacco and medicines*

If only the percentage of answers in the "never" and "rarely" categories are taken into account, it appears that in all countries a majority of smokers do not mix these two substances. The alcohol-medicine combination varies very appreciably from one country to the next. More than 70% of citizens in Turkey (78%), Hungary (76%), the Turkish Cypriot Community (74%), Slovakia (72%) and Luxembourg (71%) never combine tobacco and medicines. On the other hand, 62% of Irish citizens, 60% of Spanish citizens and 59% of British citizens declare that they combine these substances, even if only rarely. The frequency of this combination is undoubtedly linked to the level of the consumption of medicines in each of these countries. Moreover, the combination of medicines and tobacco among the oldest respondents and retired people is significantly higher, which can be explained by their greater consumption of medicines.

5. Anti-tobacco campaigns

5.1. The impact of anti-tobacco campaigns: *More than 80% of smokers or former smokers remember having heard or seen an anti-tobacco campaign*

In the European Union, more than eight out of ten respondents (83%) declare that they remember having heard or seen an anti-tobacco campaign encouraging people to stop smoking. The percentage is close to or exceeds 70% in most countries, and is almost 95% in Denmark and Finland. On the whole, in the accession and candidate countries, the level of positive replies seems to be lower than the EU average.

5.2. The effectiveness of anti-tobacco campaigns: *One-third of smokers and former smokers have been convinced by anti-tobacco campaigns*

In the European Union, 29% of smokers and former smokers, who remember having heard or seen an anti-tobacco campaign declare that the campaign made them want to give up smoking. However, the perceived effectiveness of anti-smoking campaigns varies from 51% in Ireland to 14% in Sweden and 12% in the Netherlands.

Q14 Did any of these tobacco campaigns make you want to quit smoking?

■ Yes, very much so ■ Yes, to some extent ■ No, not really ■ No, not at all ■ DK

