ATTITUDES OF EUROPEANS TOWARDS TOBACCO 2015
Key findings of the 2015 Eurobarometer

TOBACCO CONSUMPTION

FEWER SMOKERS
26% in 2014 - 28% in 2012
- 26% currently smoke
- 20% used to smoke
- 54% never smoked

FEWER SMOKERS
AGE 15-24
29% in 2012
- 25% in 2014

MOST SMOKERS are in
Southern Europe

MONTH POPULAR PRODUCTS - SMOKERS REGULAR USE:
86% boxed cigarettes
29% roll-your-own tobacco (RYO)
2% cigars
2% cigarillos
1% pipes

YOUNG PEOPLE FIRST PRODUCT:
83% boxed cigarettes
6% roll-your-own tobacco (RYO)
5% water pipe (shisha, hookah)
3% other products

59% HAVE TRIED TO QUIT...
HOW?
65% without assistance
12% nicotine replacements
10% e-cigarettes
5% support from health professionals

...MOST in Northern Europe

20% succeeded

E-CIGARETTES

MORE USERS
in 2014
12% tried at least once
in 2012
7% tried at least once

POPULAR WITH YOUNG PEOPLE
15-24 13%
25-39 11%
40-54 7%
55+ 3%

MOTIVATION TO USE
67% to reduce or stop smoking tobacco
44% to smoke where tobacco smoking is not allowed
24% because they are attractive

SMOKERS USING E-CIGARETTES
49% did not quit or reduce
21% reduced, but did not quit
13% quit, but started again
14% quit smoking
**Tobacco Advertising**

4 out of 10 have seen ads or promotions for tobacco products in 2014.
- 39% at points of sale
- 30% public spaces

36% at points of sale
- 35% television

**Policy Measures**

The majority of Europeans are in favour of strict measures for tobacco products and e-cigarettes.
- 70% improving the traceability of tobacco products in order to reduce illicit trade
- 67% banning advertising of tobacco in shops or points of sale
- 64% banning online tobacco sales
- 63% banning the use of e-cigarettes where smoking is prohibited

**Smoke-Free Environments**

Exposure to tobacco smoke in restaurants and bars is declining.

<table>
<thead>
<tr>
<th><strong>Bars</strong></th>
<th><strong>Restaurants</strong></th>
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Significant variation in exposure between member states.

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<tr>
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<td>0%-9%</td>
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