

# Survey on Tobacco

## Analytical report

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This survey was requested by the Directorate General Health and Consumers, and coordinated by Directorate General Communication.

This document does not represent the point of view of the European Commission. The interpretations and opinions contained in it are solely those of the authors.

Flash EB Series #253

## Survey on Tobacco

Conducted by  
The Gallup Organisation, Hungary  
upon the request of Directorate General  
Health and Consumers



Survey co-ordinated by  
Directorate General Communication

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**THE GALLUP ORGANISATION**

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## Introduction

Tobacco is the single largest cause of avoidable death; it accounts for over half a million deaths each year in the EU. It is estimated that 25% of all cancer deaths and 15% of all deaths in the Union could be attributed to smoking<sup>1</sup>.

In order to curb this epidemic, the EU is actively developing a comprehensive tobacco control policy. This is characterised by legislative measures, support for Europe-wide smoking prevention and cessation activities, mainstreaming tobacco control into a range of other Community policies (e.g. the domains of agriculture, taxation and development) and, finally, establishing the EU as a major player in tobacco control at a global level<sup>2</sup>.

The current Flash Eurobarometer on *Tobacco* (Flash N° 253), requested by the Directorate General Health and Consumers, was conducted to evaluate the EU citizens' and Norwegians' attitudes towards tobacco.

In detail, the survey examined the:

- smoking habits and consumption of non-combustible tobacco products
- exposure to tobacco smoke at home and at the workplace
- status of workplace smoking restrictions
- attitudes towards smoking restrictions in public places
- perceived effectiveness of health warnings on tobacco packs
- extent of tobacco products being bought online
- purchasing of lower-priced cigarettes in other EU countries
- amount of contact with potentially smuggled tobacco products

Other surveys on this topic were conducted in 2002 (Special Eurobarometer 183<sup>3</sup>), 2005 (Special Eurobarometer 239<sup>4</sup>) and 2006 (Special Eurobarometer 272c<sup>5</sup>). Although the current survey builds on these earlier ones, it is different in several ways: Flash Eurobarometer 253 has covered different countries than the previous ones, the questionnaire has been re-designed and telephone interviews have replaced face-to-face discussions.

The Flash Eurobarometer on *Tobacco* (Flash N° 253) fieldwork was conducted between 13 and 17 December 2008. Over 26,500 randomly-selected citizens aged 15 years and over were interviewed in the 27 EU Member States and in Norway. Interviews were predominantly carried out via fixed-line telephone, reaching ca. 1,000 EU citizens in each country (in Cyprus, Luxembourg and Malta the targeted size was 500). Parts of the interviews in Finland, Austria, Portugal and Italy were conducted over mobile telephones. Due to the relatively low fixed-line telephone coverage in Bulgaria, the Czech Republic, Estonia, Latvia, Lithuania, Hungary, Poland, Romania and Slovakia, 300 individuals were sampled and interviewed on a face-to-face basis.

To correct for sampling disparities, a post-stratification weighting of the results was implemented, based on key socio-demographic variables. More details on the survey methodology are included in the Annex of this report.

Please note that due to rounding, the percentages shown in the charts do not always exactly add up to the totals mentioned in the text.

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<sup>1</sup> [http://ec.europa.eu/health/ph\\_determinants/life\\_style/Tobacco/tobacco\\_en.htm](http://ec.europa.eu/health/ph_determinants/life_style/Tobacco/tobacco_en.htm)

<sup>2</sup> Ibid.

<sup>3</sup> [http://ec.europa.eu/public\\_opinion/archives/ebs/ebs\\_183\\_en.pdf](http://ec.europa.eu/public_opinion/archives/ebs/ebs_183_en.pdf)

<sup>4</sup> [http://ec.europa.eu/public\\_opinion/archives/ebs/ebs\\_239\\_en.pdf](http://ec.europa.eu/public_opinion/archives/ebs/ebs_239_en.pdf)

<sup>5</sup> [http://ec.europa.eu/public\\_opinion/archives/ebs/ebs\\_272c\\_en.pdf](http://ec.europa.eu/public_opinion/archives/ebs/ebs_272c_en.pdf)

## Main findings

### *Smoking habits and consumption of non-combustible tobacco*

- Three out of 10 EU citizens aged 15 and over say they smoke: a quarter (26%) smoke daily and 5% occasionally. Men, the 25-54 year-olds and manual workers are the most likely to be daily smokers.
- Almost half of EU citizens claim that they have never smoked and 22% say they have quit smoking.
- The proportion of smokers is the highest in Greece (42%), followed by Bulgaria (39%), Latvia (37%), Romania, Hungary, Lithuania, the Czech Republic and Slovakia (all 36%).
- One-tenth of respondents (9%) have at least once in their life tried non-combustible tobacco products. Only 2% use such products at present time, either every day or occasionally (both 1%). Slightly more than one-tenth (14%) of the Swedes and 9% of Norwegians use such products either every day or occasionally.

### *Exposure to tobacco smoke at home and at the workplace*

- Fourteen percent of non-smokers and 23% of smokers are exposed to other people's tobacco smoke at home on an almost daily basis.
- Home exposure to environmental tobacco smoke (ETS) is the lowest in Finland and Sweden – not more than 5% of Finns and Swedes are regularly exposed to other people's tobacco smoke at home. Lithuanians, Cypriots, Greeks and Bulgarians are six times more likely to be exposed to ETS at home.
- More than a third of smokers in the EU expose others to ETS at home. The proportion of smokers who expose others to tobacco smoke at home ranges from 8% in Finland to half of the smokers in Poland, Greece, Bulgaria and Denmark.
- A fifth of respondents working outside the home have to do so in places where they are exposed to tobacco smoke on a daily basis – over half of them for at least one hour a day.
- In Greece, six out of 10 working respondents are exposed to smoke at their workplace on a daily basis. Nine out of 10 working respondents in Sweden, the UK and Finland are never, or hardly ever, exposed to tobacco smoke at work.

### *Status of workplace smoking restrictions*

- Seventeen percent of EU citizens – who work at an indoor facility – say there are no restrictions, or only very weak restrictions on smoking in their workplace.
- More than six out of 10 Greek respondents (62%) report no or only weak restrictions on smoking in their workplace, followed by 47% of Bulgarians and 41% of Lithuanians and Cypriots. In Sweden, France and the UK, less than one-tenth of interviewees say that this is the case at their workplace.
- Working in an area where smoking is not restricted is more likely to occur for men, the over 54s, those with the lowest levels of education, the self-employed and manual workers.

### *Attitudes towards smoke-free public places*

- A majority of EU citizens support smoke-free public places, such as offices, restaurants and bars. Support for workplace smoking restrictions is slightly higher than support for such restrictions in restaurants (84% vs. 79%). Two-thirds support smoke-free bars, pubs and clubs.

- Support for smoking restrictions in public places is the highest in Italy and Sweden, while the Czechs, Austrians and Dutch are each time found to be among the least supportive of such restrictions.
- Smoke-free public places, such as offices, restaurants and bars, receive more support among non-smokers than among smokers. Half of the smokers are in favour of smoking restrictions in bars compared to seven out of 10 non-smoking respondents.

#### *Perceived effectiveness of health warnings on tobacco packs*

- Three out of 10 EU citizens think that health warnings on tobacco packs are effective in informing them about the health effects of tobacco.
- Three out of 10 non-smokers perceive health warnings as being effective in preventing them from smoking and a fifth of smokers think the warnings are effective in persuading them to smoke less or to quit.
- Respondents in Romania, Ireland, the UK and Lithuania perceive health messages as being more effective than their counterparts in the other Member States.
- Younger respondents, the less-educated respondents and manual workers across all groups – those who have never smoked, former smokers and current smokers – appear to be slightly more likely to perceive health warnings on tobacco packs as being effective.
- Adding a colour picture to a text-only health warning is perceived as being effective by more than half of EU citizens: 20% say this would be very effective and 35% think it is somewhat effective.

#### *Extent of tobacco products being bought online*

- Less than 1% of EU citizens surveyed have ever purchased tobacco products over the Internet. This percentage is slightly higher among respondents who have tried non-combustible tobacco products – 3% of them have bought non-combustible tobacco over the Internet and 2% have bought other tobacco products online.

#### *Purchasing of lower-priced cigarettes in other EU countries*

- One-tenth of EU citizens participating in the survey have bought lower-priced cigarettes in another EU country in the year prior to the survey.
- Among the respondents who made a trip to another EU country, one-third brought home lower-priced cigarettes; British, French and Italian respondents are the most likely to have done so (between 63% and 70%).

#### *Contact with potentially smuggled tobacco products*

- Over one-tenth of EU citizens (12%) have seen tobacco products being sold in the past six months which they think might have been smuggled into the country.
- There are national variations, however: the proportion that has been in contact with potentially smuggled tobacco products in the past six months is the highest in Lithuania (36%) and the lowest in Belgium (4%).

## 1. Smoking habits

Three out of 10 EU citizens aged 15 and over say they smoke: a quarter (26%) smoke daily and 5% occasionally. Men, the 25-54 year-olds and manual workers are the most likely to be daily smokers.

Almost half of EU citizens claim that they have never smoked and 22% say they have quit smoking.

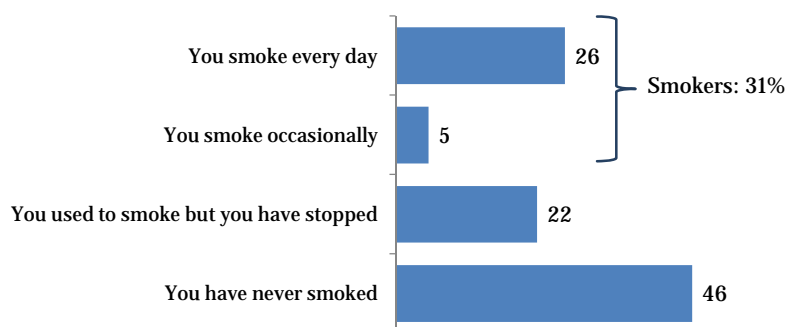
The proportion of smokers is the highest in Greece (42%), followed by Bulgaria (39%), Latvia (37%), Romania, Hungary, Lithuania, the Czech Republic and Slovakia (all 36%).

One-tenth of respondents (9%) have at least once in their life tried non-combustible tobacco products. Only 2% use such products at present time, either every day or occasionally (both 1%). Slightly more than one-tenth (14%) of the Swedes and 9% of Norwegians use such products either every day or occasionally.

### 1.1 Smoking cigarettes, cigars or pipe

Three out of 10 EU citizens aged 15 and over say they smoke<sup>6</sup>: 26% smoke daily and 5% occasionally. Almost half (46%) of the respondents claim that they have never smoked and 22% say they have quit smoking.

#### Smoking cigarettes, cigars or pipe



Q1. Regarding smoking cigarettes, cigars or a pipe, which of the following applies to you?

Base: all respondents

% EU27, DK/NA not shown

#### Country variations

##### Current smokers

The proportion of respondents who say they smoke is the highest in Greece (42%), followed by Bulgaria (38%), Latvia (37%), Romania, Hungary, Lithuania, the Czech Republic and Slovakia (all with 36% saying they are smokers). Respondents in Slovenia (22%), followed by those in Sweden and Finland (both 25%), are the least likely to be smokers.

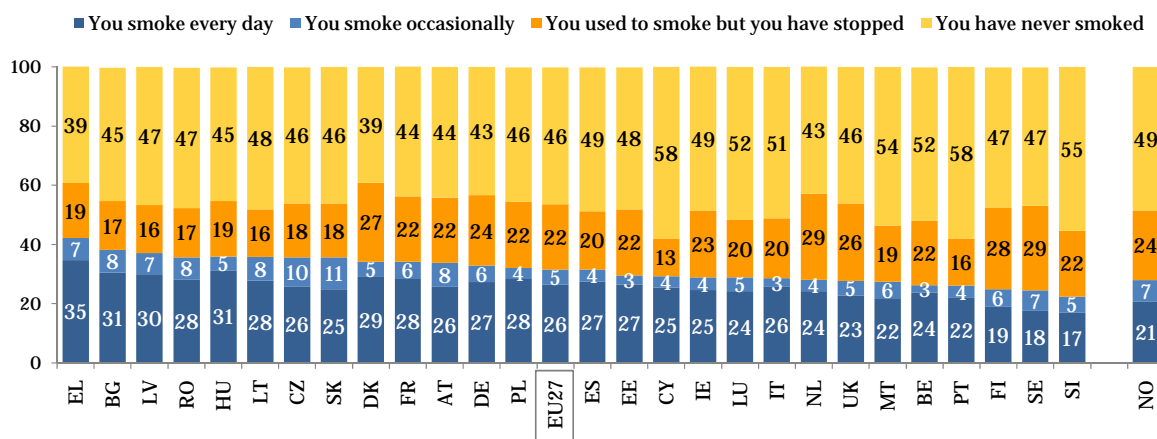
Similarly, the proportion of interviewees who smoke daily ranges from approximately one-sixth in Slovenia (17%), Sweden (18%) and Finland (19%) to more than one-third in Greece (35%). The

<sup>6</sup> The validity of self-reported smoking, especially in phone interview situations, is sometimes questioned because of the widespread belief that smokers under-report the amount smoked or deny smoking completely. Since social norms do not view smoking as a desirable behaviour, a social desirability bias would result in underestimates of actual smoking habits.

proportion of occasional smokers ranges from 3% in Belgium, Italy and Estonia to one-tenth in the Czech Republic (10%) and Slovakia (11%).

A large majority of smokers in the EU say they smoke daily (84%); the share of regular smokers – among all smokers – ranges from 70% in Slovakia to 90% in Belgium, Italy and Estonia.

### Smoking cigarettes, cigars or pipe



Q1. Regarding smoking cigarettes, cigars or a pipe, which of the following applies to you?  
Base: all respondents  
% by country, DK/NA not shown

### Those who have never smoked

In a few countries, more than half of the respondents claim that they have never smoked: Cyprus and Portugal (both 58%), followed by Slovenia (55%), Malta (54%), Belgium and Luxembourg (both 52%) and Italy (51%). In Greece and Denmark, on the other hand, only four out of 10 interviewees say they have never smoked (both 39%).

### Former smokers

Although the Danes are among the least likely to have never smoked (see above), the proportion of smokers in that country is only slightly above the EU average (34% vs. 31%) – more than a quarter (27%) of the Danish respondents say they have quit smoking. It is, however, the Swedes, Finns and Dutch who are the most likely to have quit smoking (28%-29%).

### Socio-demographic considerations

More men than women say they smoke every day (32% vs. 21%), although a similar proportion of men and women say they only smoke occasionally (6% and 5%, respectively). Furthermore, women are more likely to have never smoked (55% vs. 37%), while men are more likely to have quit smoking (26% vs. 19%).

Only 18% of the oldest respondents (over 54) are smokers – non-smokers have a statistically higher chance to reach old age. Of the 25-39 year-olds, slightly more than four out of 10 are smokers: 36% smoking daily and 6% occasionally. Similarly, 35% of the 40-54 year-olds smoke daily and 5% only occasionally. Respondents between 15 and 24 are the most likely to be occasional smokers (9% vs. 23% who smoke daily). Furthermore, the 15-24 year-olds are the most likely to have never smoked (60% vs. 46% average), while the over 54s are the most likely to have quit smoking (32% vs. 22% average).

A similar pattern of differences occurred when looking at the age that respondents left the educational system. Those still in education – and thus being younger than respondents in the other groups – are less likely to be regular smokers, but more likely to be occasional smokers (9% vs. 5% average).



Respondents with the lowest levels of education – of which a majority are older than 54 – are among the least likely to smoke (24% vs. 31% average).

Within the group of 15-24 year-olds, the most-educated respondents are less likely than those with lower levels of education to say they smoke daily or occasionally (32% compared to 42% of the least-educated respondents). The same overall pattern is found within the group of 25-39 year-olds: while only 36% of the most-educated respondents are regular or occasional smokers, almost half of those with lower levels of education smoke (47%-48%). In the age groups over 40 year-of-age, smoking habits do not show many difference when looking at the respondents' level of education.

Manual workers are the most likely to smoke regularly (43%), followed by the self-employed (36%), while the non-working respondents are the least likely to do so (19%). Similar proportions of respondents in the different occupational groups say they smoke occasionally (4%-7%). Looking at the respondents who do not smoke, the self-employed are more likely to have quit smoking (24% vs. 19% of manual workers) and the non-working respondents to have never smoked (54% vs. 33% of manual workers).

Smoking habits do not show many differences when looking at the respondents' place of residence.

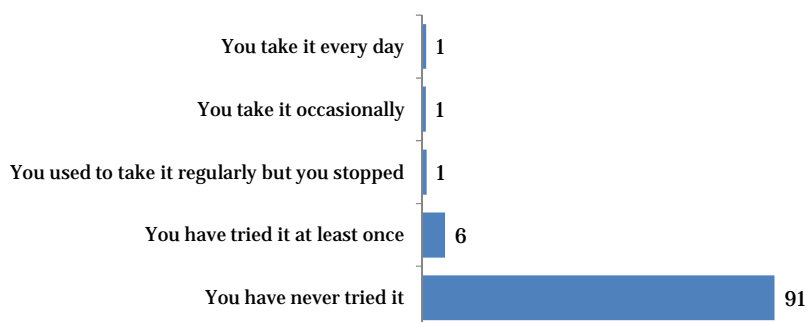
For more details, see annex table 1b.

## 1.2 Consumption of non-combustible tobacco

One-tenth of EU citizens have at least once in their life tried non-combustible tobacco products such as snuff, snus or chewing tobacco. Only 2% use such products at present time, either every day or occasionally (both 1%).

Note: Currently within the EU, Directive 2001/37/EC on the Manufacture, Presentation and Sale of Tobacco Products bans the marketing and sales of snus and moist snuff; chewing tobacco and nasal snuff are permitted.

### Use of non-combustible tobacco



**Q2. Regarding oral tobacco such as snuff, snus or chewing tobacco, which of the following applies to you?**

Base: all respondents  
% EU27, DK/NA not shown

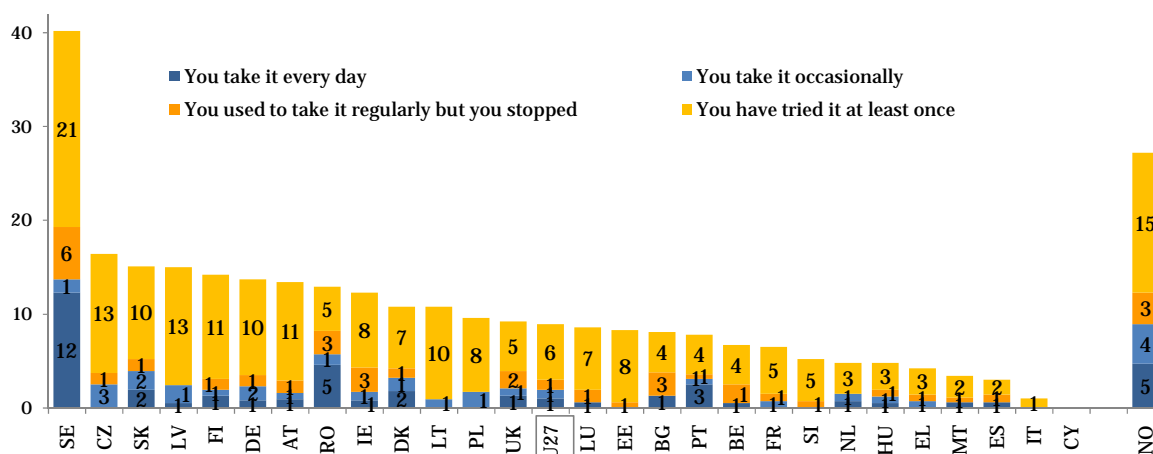
### Country variations

In almost all Member States, a very small percentage (0%-2%) of respondents currently use non-combustible tobacco products and only a minority have tried such products at least once (ranging from virtually none of the respondents in Cyprus to 13% in Latvia and the Czech Republic). In the Czech Republic, Portugal, Denmark, Slovakia and Romania between 3% and 6% of respondents use non-combustible tobacco products either every day or at least occasionally.

Sweden and Norway stand out from the pack – 40% of Swedish respondents and 27% of Norwegians have taken snuff, snus or chewing tobacco at least once in their life. Slightly more than one-tenth (14%) of the Swedes and 9% of Norwegians use such products either every day or occasionally.

Note: Although snus and moist snuff are prohibited in the EU, article 151 of the Act of Accession of Austria, Finland and Sweden granted the Kingdom of Sweden a derogation from the provisions of Directive 2001/37/EC. Norway, a member of the European Economic Area (EEA) is also exempt from the ban on the marketing of snus and moist snuff on the basis of the EEA Agreement.

### Use of non-combustible tobacco



Q2. Regarding oral tobacco such as snuff, snus or chewing tobacco, which of the following applies to you?  
Base: all respondents  
% by country, "You never tried it" and DK/NA not shown

### Socio-demographic considerations

Given that only a minority of the respondents have tried non-combustible tobacco, and even less respondents actually use it, not many differences are observed across socio-demographic groups. Men are slightly more likely to have tried non-combustible tobacco (9% vs. 3% of women) and respondents who smoke are also more likely to take non-combustible tobacco occasionally or even regularly (5% vs. 2% of former smokers and 0.3% of those who have never smoked).

Focusing only on the results for Sweden – which has the highest proportion of non-combustible tobacco users – it is noted that not only men (25% vs. 3%), smokers and former smokers (23% and 19%, respectively, vs. 6% of those who have never smoked) are more likely to take non-combustible tobacco occasionally or regularly, but also the 25-54 year-olds (17%-19% vs. 13% of 15-24 year-olds and 9% of the over 54s), the less-educated respondents (18%-19% vs. 11% of the most-educated respondents, manual workers (46% vs. 13% of employees) and those living in a rural zone (17% vs. 12% in metropolitan areas).

For more details, see annex tables 2b and 2c.

### 1.3 Proportion of tobacco users

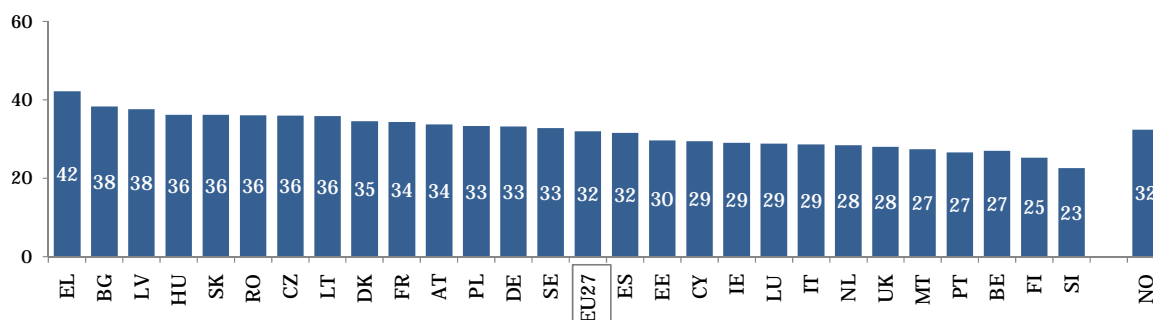
In the following chart respondents' answers on the questions about combustible and non-combustible tobacco use are combined – as such, we are able to get a more complete picture of tobacco use across the EU Member States.

The proportion of respondents who say they smoke and/or use non-combustible tobacco products, either every day or occasionally, is the highest in Greece (42%), followed by Bulgaria (39%), Latvia (38%), Hungary, Slovakia, Romania, the Czech Republic and Lithuania (all 36%). Respondents in

Slovenia (23%), followed by those in Finland (25%), Estonia (26%), Portugal and Malta (both 27%) are the least likely to be tobacco users.

**Tobacco users**

*Regular or occasional use of combustible and/or non-combustible tobacco*



**Q1. Regarding smoking cigarettes, cigars or a pipe, which of the following applies to you?**  
**Q2. Regarding oral tobacco such as snuff, snus or chewing tobacco, which of the following applies to you?**  
 Base: all respondents  
 % by country

## 2. Exposure to tobacco smoke

Fourteen percent of non-smokers and 23% of smokers are exposed to other people's tobacco smoke at home on an almost daily basis.

Home exposure to environmental tobacco smoke (ETS) is the lowest in Finland and Sweden – not more than 5% of Finns and Swedes are regularly exposed to other people's tobacco smoke at home. Lithuanians, Cypriots, Greeks and Bulgarians are six times more likely to be exposed to ETS at home.

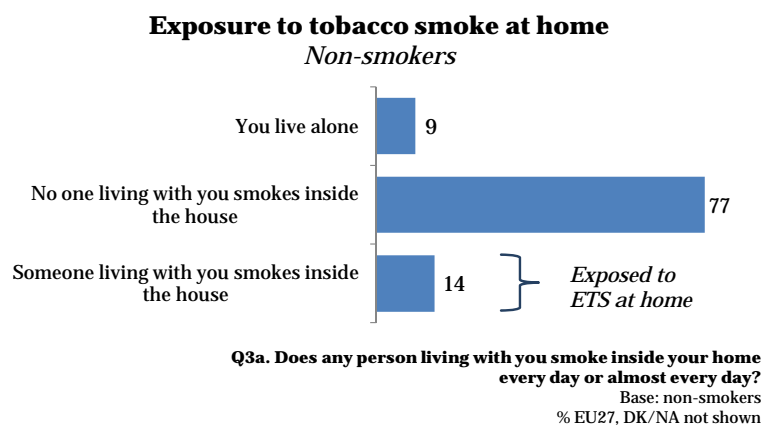
More than a third of smokers in the EU expose others to ETS at home. The proportion of smokers who expose others to tobacco smoke at home ranges from 8% in Finland to half of the smokers in Poland, Greece, Bulgaria and Denmark.

A fifth of respondents working away from the home have to do so in places where they are exposed to tobacco smoke on a daily basis – over half of them for at least one hour a day.

In Greece, six out of 10 working respondents are exposed to smoke at their workplace on a daily basis. Nine out of 10 working respondents in Sweden, the UK and Finland are never, or hardly ever, exposed to tobacco smoke at work.

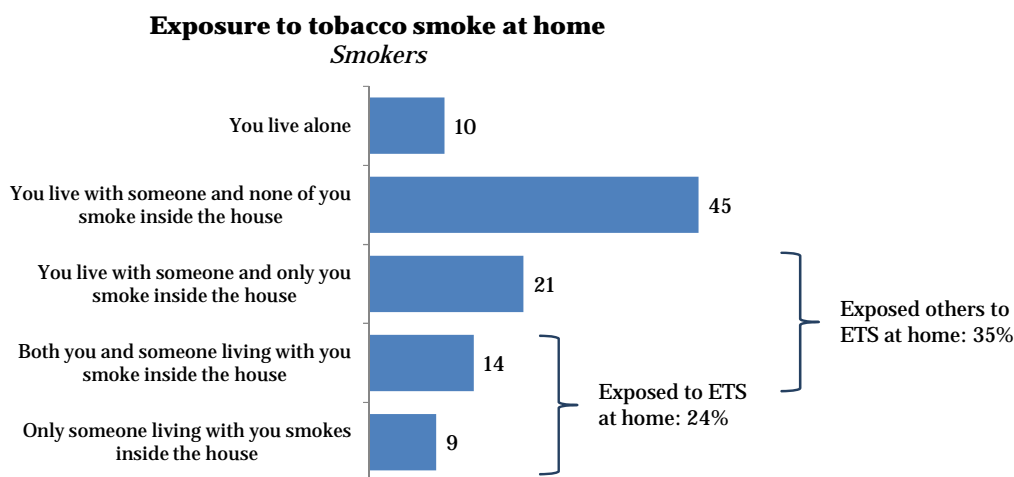
### 2.1 Second-hand smoke exposure at home

Fourteen percent of non-smokers in the EU are exposed to other people's tobacco smoke at home – i.e. environmental tobacco smoke (ETS, also called second-hand smoke or passive smoke) at home every day or almost every day.



Among the respondents who smoke, almost a quarter are exposed to second-hand smoke at home: 14% answer that they, and someone living with them, smoke daily or almost daily inside the house, while 9% say it is only someone living with them who smokes inside the house.

More than a third of smokers expose others to ETS at home: 21% say that only they smoke daily or almost daily inside their home and 14% answer that they, and someone living with them, smoke inside the house.



**Q3b. Do you or any other person living with you smoke inside your home every day or almost every day?**  
Base: smokers  
% EU27. DK/NA not shown

**Country variations**

Exposed to ETS at home

Home exposure to ETS is the lowest in Finland and Sweden – not more than 5% of Finns and Swedes are exposed to other people’s tobacco smoke at home on an everyday basis. Other countries at the lower end of the scale are Luxembourg, France and the UK – with approximately one in 10 respondents exposed to ETS at home. In Lithuania, Cyprus, Greece and Bulgaria, however, respondents are six times as likely to be exposed to ETS at home (29%-30%).

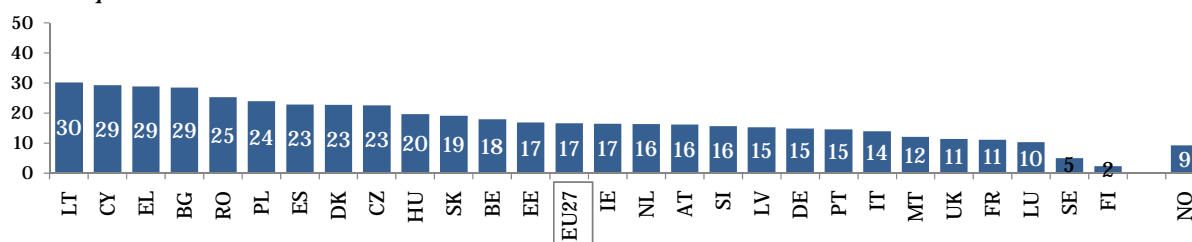
Similar to the results for all respondents, exposure of non-smokers to ETS at home is the highest in Cyprus (31%), Lithuania and Greece (both 28%) and the lowest in Finland (2%) and Sweden (3%), followed by the UK, Luxembourg and France (7%-9%).

Exposure for smokers, on the other hand, is the highest in Bulgaria (38%), followed by Denmark, the Czech Republic, Lithuania and Hungary (33%-35%). Finland, Sweden, France and Luxembourg are found – once again – at the lower end of the distribution.

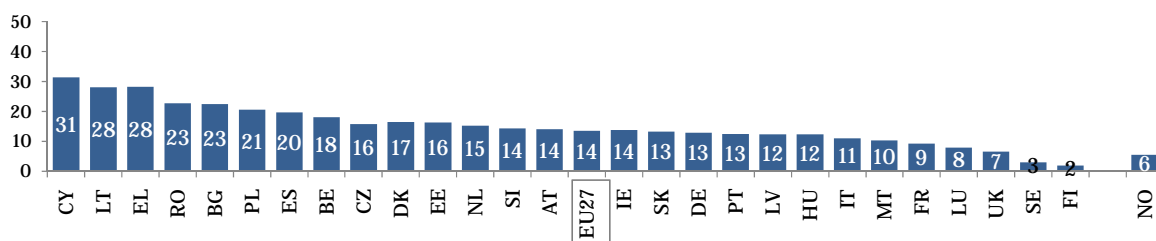
In all Member States, smokers are more often exposed to other people’s smoke at home than non-smokers – the exception being Finland; only a very few Finnish smokers are exposed to other’s people smoke at home (3%).

## Proportion of non-smokers and smokers exposed to ETS at home

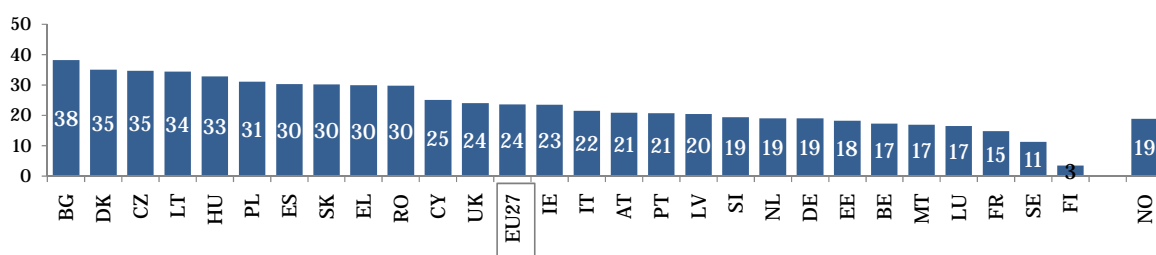
### All respondents



### Non-smokers



### Smokers

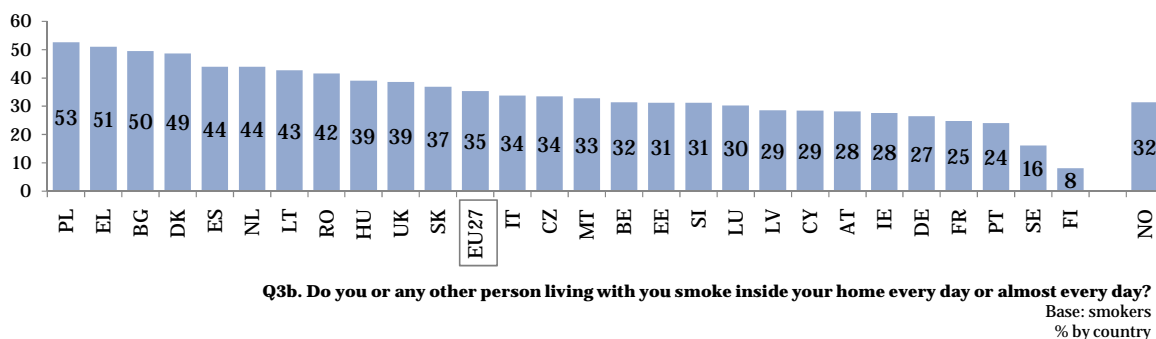


Q3a. Does any person living with you smoke inside your home every day or almost every day?  
 Q3b. Do you or any other person living with you smoke inside your home every day or almost every day?  
 Base: non-smokers/smokers  
 % by country

## Exposing others to ETS at home

The proportion of smokers who expose others to tobacco smoke at home ranges from 8% in Finland and 16% in Sweden to half of the smokers in Poland (53%), Greece (51%), Bulgaria (50%) and Denmark (49%).

### Proportion of smokers exposing others to ETS at home



Q3b. Do you or any other person living with you smoke inside your home every day or almost every day?  
 Base: smokers  
 % by country

## Socio-demographic considerations

Of the non-smoking respondents, the 15-24 year-olds and the manual workers are the most likely to be exposed to second-hand smoke at home (27% and 17%, respectively, vs. 14% average). The other socio-demographic variables show almost no differences in exposure of non-smokers to ETS at home.

Looking at the results for the smokers, it appears that women, those aged between 15 and 39, manual workers and non-working respondents have a higher chance of being exposed to ETS at home. For example, while one-fifth of the oldest smokers (over 54) are exposed to other people’s smoke at home, this proportion increases to almost three out of 10 for the 15-39 year-old smokers (27%-28%). Similarly, while 22% of the self-employed smokers are exposed to second-hand smoke at home, this proportion is 29% for the manual workers and 26% for those not working.

Manual workers and non-working respondents who smoke are also more likely to expose others to ETS at home, as are female smokers, those aged between 25 and 39, the less-educated smokers and those living in urban areas. For example, approximately four out of 10 female smokers (38%) and those smokers with the lowest level of education (41%) expose others to tobacco smoke at home compared to 33% of men and 30% of the smokers with the highest level of education.

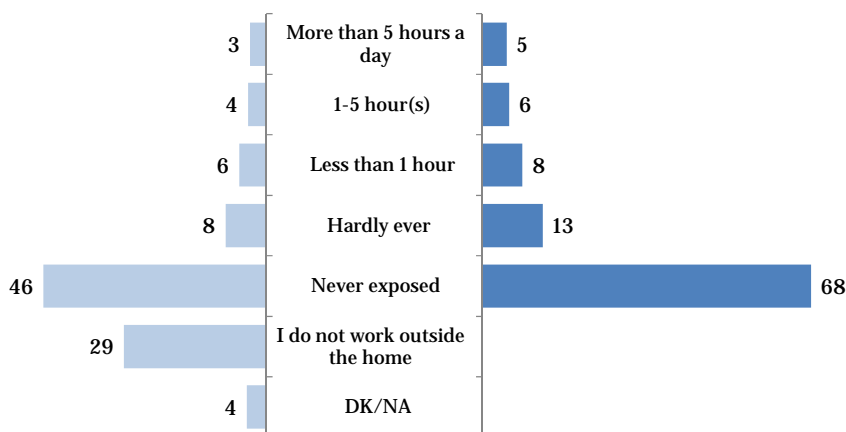
For more details, see annex tables 3b and 4b.

## 2.2 Exposure to tobacco smoke at the workplace

Exposure to other people’s smoke not only occurs at home, but can also occur at the workplace. Focusing solely on the respondents working away from the home (right-hand side of the chart)<sup>7</sup>, it is noted that one-fifth of respondents are exposed to tobacco smoke at their workplace on a daily basis: 5% are exposed for more than five hours a day, 6% for between one and five hours a day and 8% for less than one hour a day.

Eight out of 10 respondents who work away from the home are hardly ever or never exposed to tobacco smoke at work (68% “never” and 13% “hardly ever”).

### Amount of exposure to tobacco smoke at the workplace



Q4. At your workplace, how many hours are you exposed to tobacco smoke, on a daily basis?  
Base: all respondents (left-hand side of the chart)/respondents working away from the home (right-hand side of the chart)  
% EU27

### Country variations

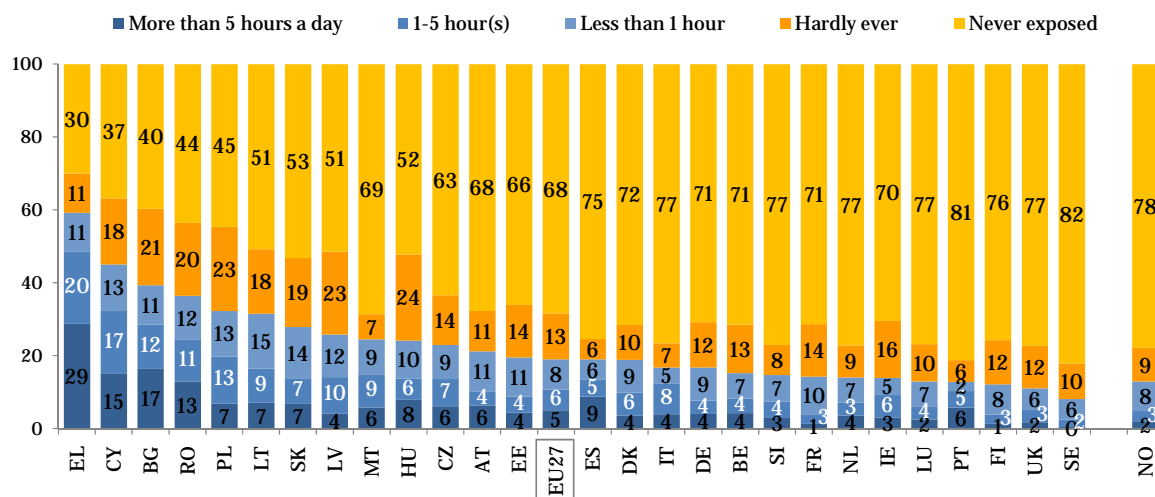
Looking only at those respondents who work away from the home, it is noted that six out of 10 of these respondents in Greece are exposed to smoke at their workplace on a daily basis. In Cyprus, Bulgaria and Romania, more than one-third of the respondents are exposed to smoke at their workplace on a daily basis (between 37% and 45%).

<sup>7</sup> More than three-quarters of the respondents who gave a “don’t know” response were retirees or looking after the home – and as such were not taken into account for this analysis.

Furthermore, 29% of Greek respondents working away from the home are exposed to more than five hours of smoke on a daily basis. This proportion is also significantly higher than the EU average of 5% in Bulgaria (17%), Cyprus (15%) and Romania (13%).

In sharp contrast, approximately nine out of 10 respondents working away from the home in Sweden (92%), the UK (89%) and Finland (88%) are never, or hardly ever, exposed to tobacco smoke at work.

#### Amount of exposure to tobacco smoke at the workplace



Q4. At your workplace, how many hours are you exposed to tobacco smoke, on a daily basis?  
Base: respondents working away from the home  
% by country

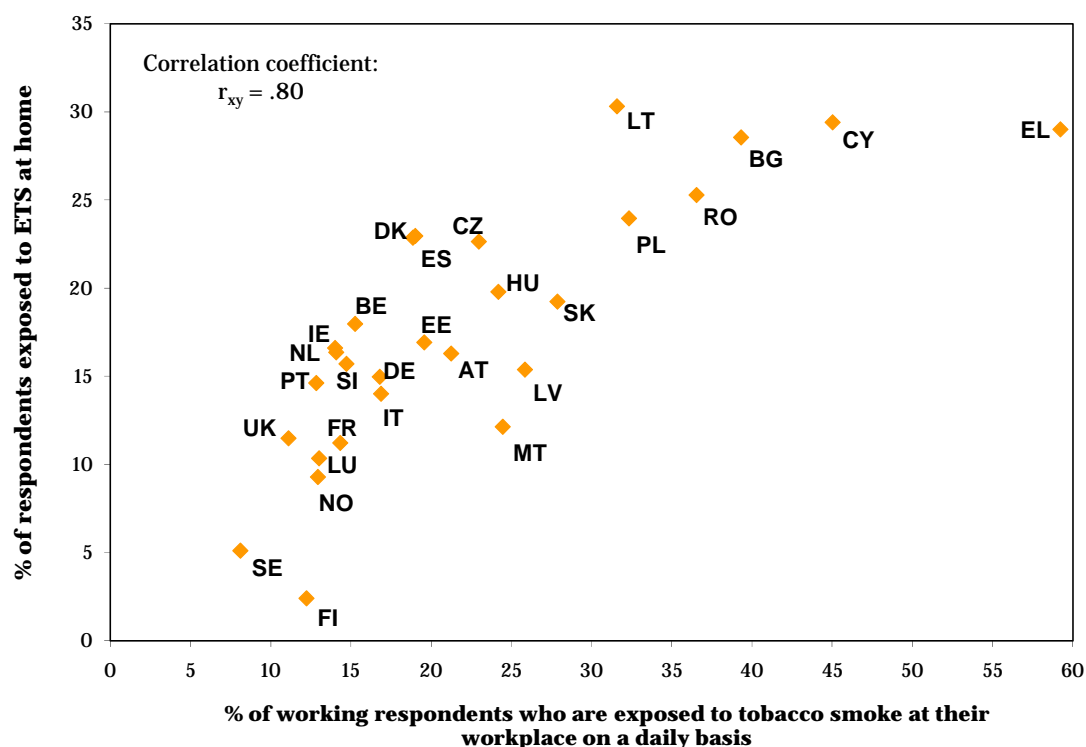
Looking at both the results for second-hand smoke at home and exposure to tobacco smoke at the workplace, similarities can be seen: each time, the same countries appear at the higher and lower ends of the distributions. For example:

- In Greece, Cyprus and Bulgaria, respondents are among the most likely to be exposed to other people's tobacco smoke at home on an everyday basis (all 29%). Working respondents in these countries are also the most likely to be exposed to smoke at their workplace on a daily basis (60%, 45% and 39%, respectively).
- Home exposure to ETS is the lowest in Finland and Sweden (2% and 5%, respectively), and working respondents in Sweden and Finland are also among least likely to be exposed to tobacco smoke at their workplace (8% and 11%, respectively).

The correlation coefficient for the relationship between a) the proportion of respondents exposed to second-hand smoke at home and b) the proportion of respondents exposed to tobacco smoke at work (among respondents who work away from the home) is .80 – this number signifies a strong correlation between the two variables at the country level.



**Correlation between second-hand smoke exposure at home and exposure to tobacco smoke at work – country level**

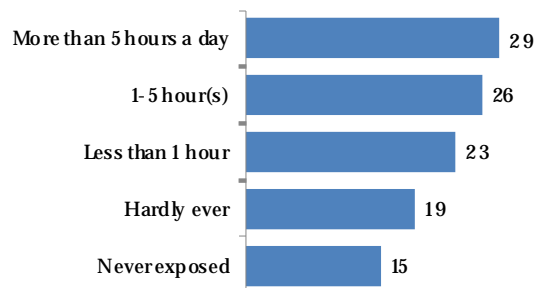


**Exposure to ETS at home and the amount of exposure to tobacco smoke at the workplace**

The chart on the right-hand side shows that the likelihood to be exposed to other people’s tobacco smoke at home increases with the amount of exposure to tobacco smoke at the workplace. Among the working respondents who are never exposed to tobacco smoke at the workplace, only 15% are exposed to second-hand smoke at home. Twice as many (29%) respondents – who are exposed to tobacco smoke at work for more than five hours a day – are (also) exposed to other people’s tobacco smoke at home on an everyday basis.

**Proportion of respondents working away from the home who are exposed to ETS at home**

*by amount of exposure to tobacco smoke at work*



Q3a. Does any person living with you smoke inside your home every day or almost every day? Q3b. Do you or any other person living with you smoke inside your home every day or almost every day?  
Base: respondents working away from the home; % EU27

**Results by respondents’ characteristics**

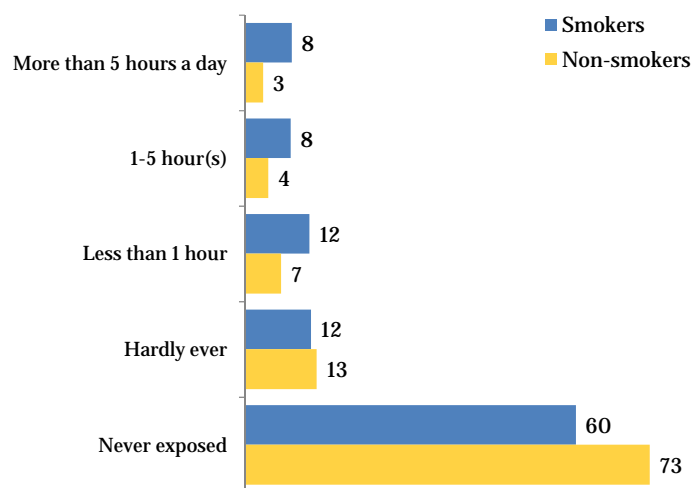
Smokers are also more likely to be exposed to smoke at their workplace than non-smoking respondents: 86% of the non-smoking respondents (working away from the home) are never or hardly ever exposed to smoke compared to 72% of the respondents who smoke.

More than one-tenth (14%) of non-smokers have to work in places where they are exposed to other people's smoke on a daily basis – half of them (7%) for at least one hour a day. The proportion of smokers (working away from the home) who are exposed to smoke at their workplace on a daily basis is, nevertheless, twice as large (28%).

Men, the 15-24 year-olds, those still studying and the manual workers (working away from the home) are more likely to be exposed to smoke at their workplace. For example, only two-thirds (68%) of manual workers are never, or hardly ever, exposed to smoke at their workplace, compared to eight out of 10 (81%) self-employed respondents. Manual workers are more likely to say that they are exposed to smoke for between one and five hours a day (10% vs. 5% of the self-employed) or for less than one hour a day (13% vs. 6%). The proportions of manual workers and self-employed respondents who are exposed to smoke for more than five hours a day, however, are the same (both 9%).

For more details, see annex tables 5b and 5c.

#### Amount of exposure to tobacco smoke at the workplace



**Q4. At your workplace, how many hours are you exposed to tobacco smoke, on a daily basis?**  
Base: respondents working away from the home  
% EU27

### 3. Smoking restrictions at work

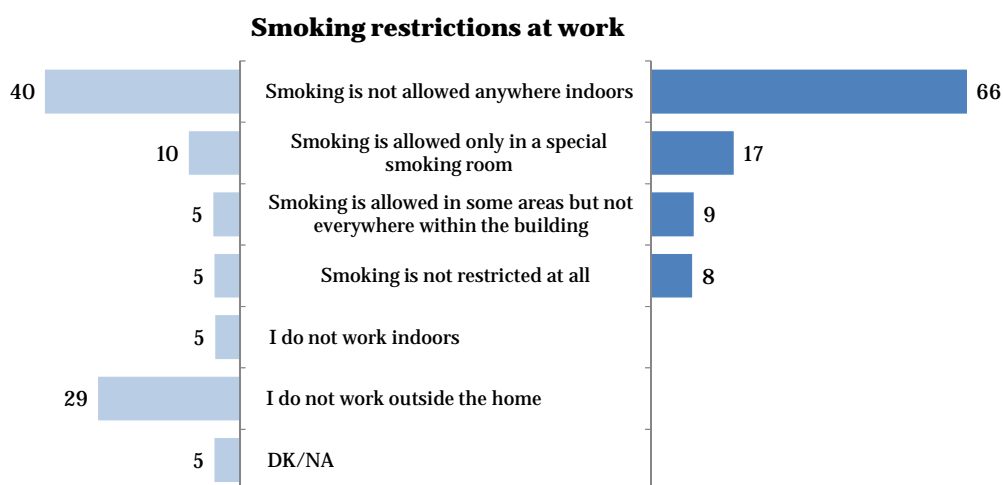
Seventeen percent of EU citizens – who work at an indoor facility – say there are no restrictions, or only very weak restrictions on smoking in their workplace.

More than six out of 10 Greek respondents (62%) report no or only weak restrictions on smoking in their workplace, followed by 47% of Bulgarians and 41% of Lithuanians and Cypriots. In Sweden, France and the UK, less than one-tenth of interviewees say that this is the case at their workplace.

Working in an area where smoking is not restricted is more likely to occur for men, the over 54s, those with the lowest levels of education, the self-employed and manual workers.

The right-hand side of the following chart shows that almost a fifth of EU citizens – who work at an indoor facility<sup>8</sup> – say there are no restrictions, or only weak restrictions on smoking in their workplace: 8% say that smoking is not restricted at all at their workplace and 9% answer that it is allowed in some areas but not everywhere in the building.

Two-thirds of interviewees report a total restriction on smoking in their workplace (i.e. they answer that smoking is not allowed anywhere indoors) and 17% say that smoking is allowed in a special smoking room.



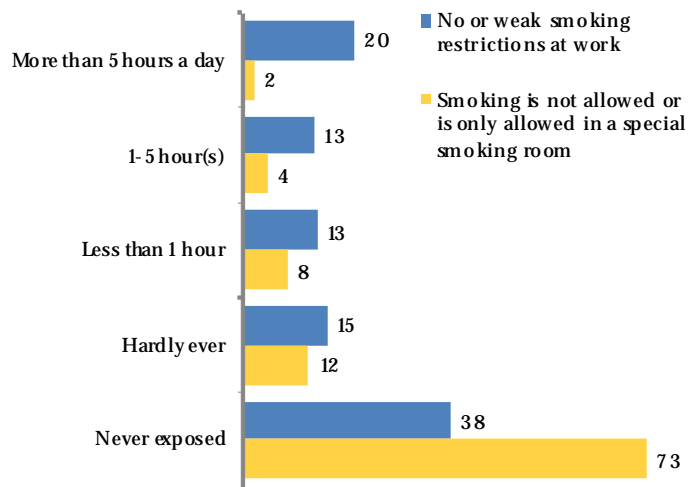
**Q5. What best describes the smoking restrictions at your place of work?**  
 Base: all respondents (left-hand side of the chart)/respondents working in an indoor facility (right-hand side of the chart)  
 % EU27

<sup>8</sup> In this section, we focus solely on the respondents who say they work in an indoor facility – as such, we are able to get a more complete picture of the differences in workplace restrictions across the EU Member States.

### Smoking restrictions at work and the amount of exposure to tobacco smoke at the workplace

The chart on the right-hand side shows that almost half of the respondents who say there are no restrictions, or only weak restrictions on smoking in their workplace are exposed to tobacco smoke at work on a daily basis (20% are exposed for more than five hours a day, 13% for between one and five hours a day and 13% for less than one hour a day). The corresponding proportion for respondents who work in a location where smoking is completely restricted, or where smoking is only allowed in a special smoking room is three times lower (14% vs. 46%).

#### Amount of exposure to tobacco smoke at work



Q4. At your workplace, how many hours are you exposed to tobacco smoke, on a daily basis?  
Base: respondents working away from the home  
% EU27

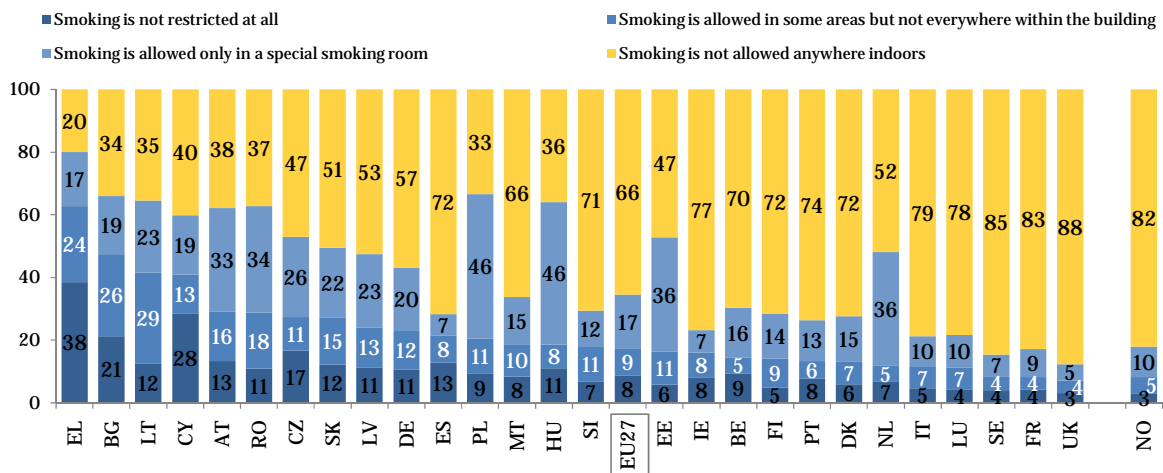
#### Country variations

There is a large variation, across the EU Member States, in workplace smoking restrictions. More than six out of 10 (63%) of Greek respondents – working in an indoor facility – say there are no restrictions, or only very weak restrictions on smoking in their workplace; followed by 47% of Bulgarians and 41% of Lithuanians and Cypriots. In Sweden, France and the UK, on the other hand, less than one-tenth of interviewees say that this is the case at their workplace.

Furthermore, 38% of Greek respondents say that smoking is not restricted at all in their workplace, followed by 28% of Cypriots and 21% of Bulgarians. In sharp contrast, less than 5% of British, Swedish, French and Luxembourgish respondents answer that smoking is not restricted at all.

More than eight out of 10 British, Swedish and French respondents answer that smoking is not allowed anywhere indoors at their workplace. Respondents in Greece are more than four times less likely to report a total restriction of smoking in their workplace (88% in the UK, 85% in Sweden and 83% in France vs. 20% in Greece).

#### Smoking restrictions at work



Q5. What best describes the smoking restrictions at your place of work?  
Base: respondents working in an indoor facility  
% by country

**Results by respondents’ characteristics**

One-fifth of smokers – working in an indoor facility – say there are no restrictions, or only very weak restrictions on smoking at their workplace; the corresponding proportion for non-smokers is 15%.

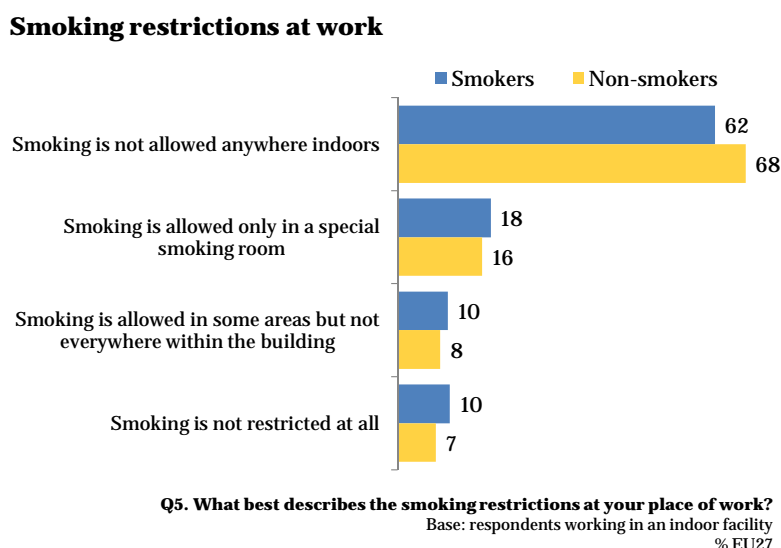
A slightly higher proportion of non-smokers say they work in a location that restricts smoking completely (i.e. smoking is not allowed anywhere indoors – 68% vs. 62% of smokers).

A similar small difference is found, for example, when comparing men with women (62% vs. 70%) or the 15-24 year-olds and the over 54s with the 25-54 year-olds (64% vs. 66%-67%). A significantly larger difference is found when comparing

respondents across occupational groups: only half of the manual workers say they work in a location that restricts smoking completely compared to 63% of the self-employed and 71% of the employees.

Working in a place where smoking is not restricted at all is more likely to occur for men (11% vs. 6% of women), the oldest respondents (12% vs. 7%-9% in the other age groups), those with the lowest levels of education (14% vs. 6% in the highest educational category), the self-employed and manual workers (15%-16% vs. 5% of employees).

For more details, see annex tables 6b and 6c.



## 4. Attitudes towards smoke-free regulations

A majority of EU citizens support smoke-free public places, such as offices, restaurants and bars. Support for workplace smoking restrictions is slightly higher than support for such restrictions in restaurants (84% vs. 79%). Two-thirds support smoke-free bars, pubs and clubs.

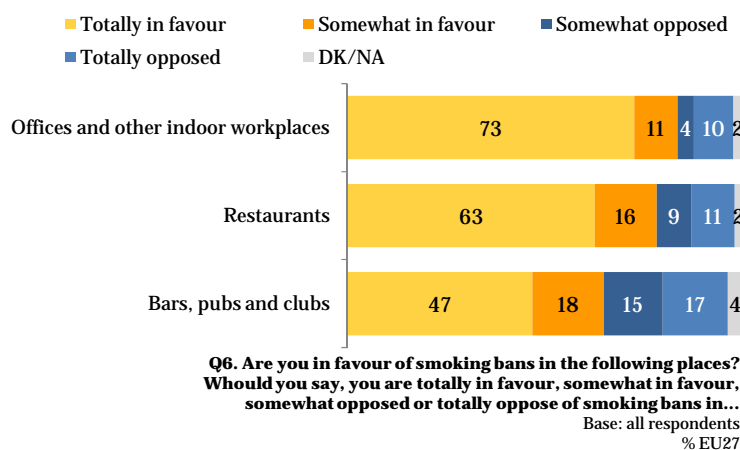
Support for smoking restrictions in public places is the highest in Italy and Sweden, while the Czechs, Austrians and Dutch are each time found to be among the least supportive of such restrictions.

Smoke-free public places, such as offices, restaurants and bars, receive more support among non-smokers than among smokers. Half of the smokers are in favour of smoking restrictions in bars compared to seven out of 10 non-smoking respondents.

Almost three-quarters (73%) of the participating EU citizens are *totally* in favour of smoking restrictions in offices and other indoor work places and 11% are *somewhat* in favour of such restrictions. Only one-tenth of the respondents strongly oppose workplace smoking restrictions.

A large majority of the interviewees are also in favour of smoke-free restaurants (63% are *totally* in favour and 16% *somewhat* in favour), but they are less likely to support smoke-free bars, pubs and clubs (47% “totally in favour” and 18% “somewhat in favour”). One-fifth of the respondents do not support smoking restrictions in restaurants and one-third are against smoking restrictions in bars, pubs and clubs.

### Attitudes towards smoke-free regulations

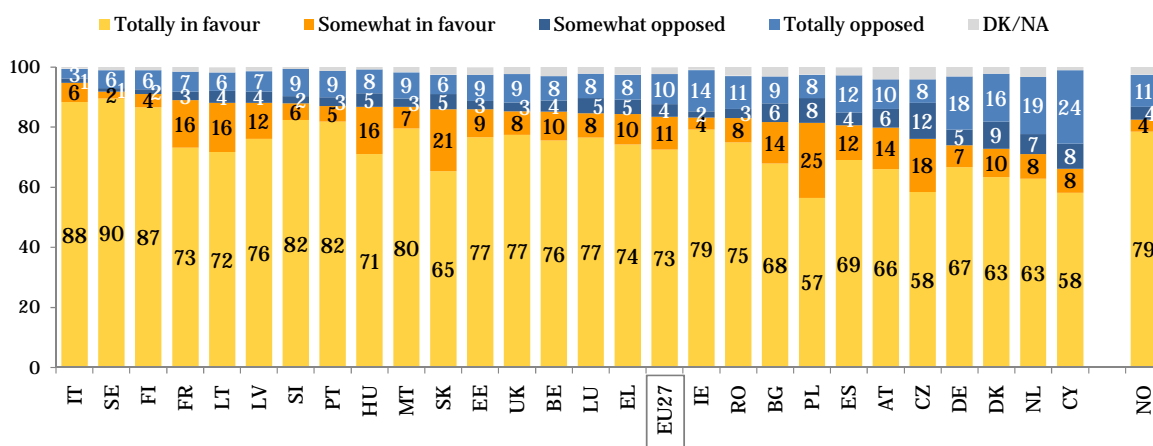


### Country variations

Over two-thirds of interviewees in all EU Member States and Norway favour smoking restrictions in **offices and other indoor work places**; ranging from approximately seven out of 10 respondents in Cyprus (66%), the Netherlands (71%) and Denmark (73%) to more than nine out of 10 in Italy (95%), Sweden (92%) and Finland (91%).

In Italy, Sweden and Finland, approximately nine out of 10 respondents (87%-90%) are *totally* in favour of smoking restrictions in offices and other indoor work places. In Cyprus, the Czech Republic and Poland, on the other hand, slightly less than six out of 10 interviewees (57%-58%) share this opinion. However, while a quarter of the Cypriots are totally opposed to smoke-free offices and other indoor work places, less than one-tenth (8%) of the Czech and Polish interviewees hold that view.

### Attitudes towards smoking restrictions in **offices and other indoor work places**



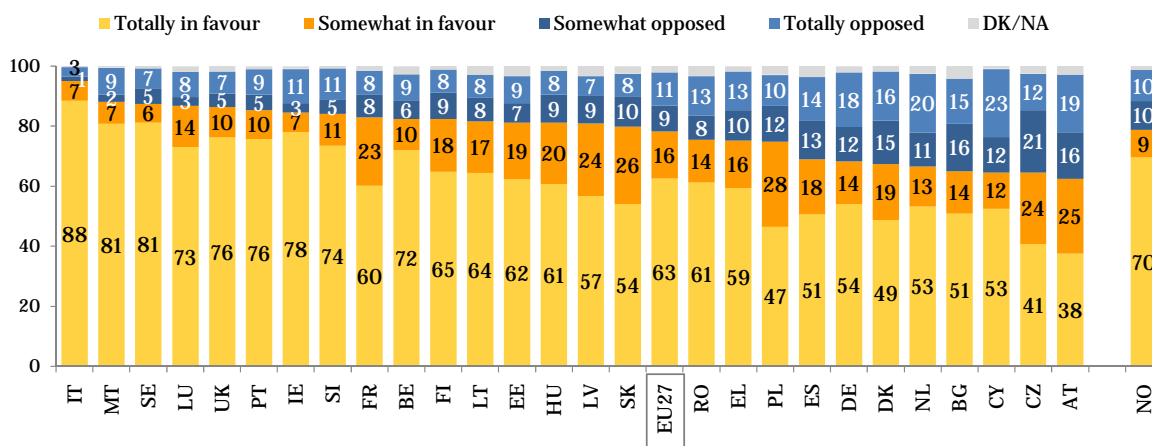
Q6. Are you in favour of smoking bans in the following places? Would you say, you are totally in favour, somewhat in favour, somewhat opposed or totally opposed of smoking bans in...  
Base: all respondents  
% by country

A majority of citizens in all Member States also support smoking restrictions in **restaurants** – ranging from 62% in Austria to 95% in Italy.

The Italians, followed by the Maltese and Swedes, are the most likely to favour regulating smoking in restaurants. Almost nine out of 10 Italian respondents (88%) and eight out of 10 Maltese and Swedish respondents (both 81%) select the “totally in favour” response. In sharp contrast, only half as many Austrians and Czechs give this response (38% and 41%, respectively).

In a majority of the countries, support for smoke-free restaurants is slightly lower than support for smoke-free offices and other indoor work places. The most notable exceptions are Austria, Bulgaria, Spain and the Czech Republic – in these countries, the difference in support for each type of smoking restriction is larger. For example, 80% of Austrians are in favour of smoke-free offices but only 62% support smoke-free restaurants (a difference of 18 percentage points).

### Attitudes towards smoking restrictions in **restaurants**



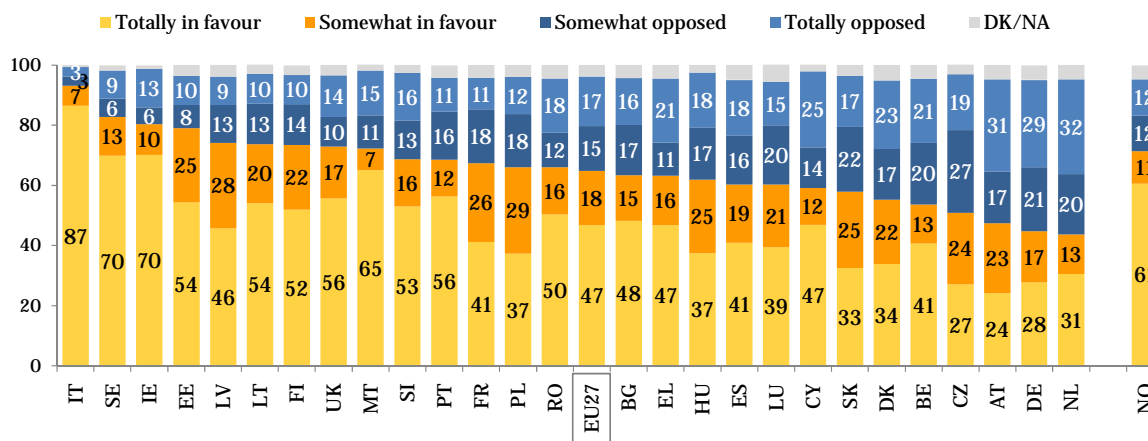
Q6. Are you in favour of smoking bans in the following places? Would you say, you are totally in favour, somewhat in favour, somewhat opposed or totally opposed of smoking bans in...  
Base: all respondents  
% by country

Similar to smoking restrictions in offices and restaurants, citizens in Italy are the most prone to accept smoking restrictions in **bars, pubs and clubs** (93% – 87% “totally in favour”). Sweden and Ireland join Italy at the higher end of the scale with approximately eight out of 10 respondents supporting smoke-free bars, pubs and clubs (70% in both countries is *totally* in favour). In three Member States

support for smoking restrictions drops below 50%: Austria (47%), Germany (45%) and the Netherlands (44%).

In all countries – except in Italy – smoking restrictions in bars, pubs and clubs are significantly less accepted than smoking restrictions in offices or in restaurants. For example, 85% of Belgians are in favour of regulating smoking in offices and 82% in restaurants, however, only 54% also agree with regulating smoking in pubs, bars and clubs.

### Attitudes towards smoking restrictions in bars, pubs and clubs

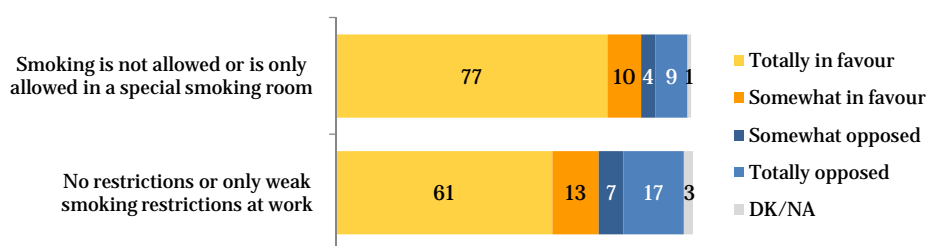


Q6. Are you in favour of smoking bans in the following places? Would you say, you are totally in favour, somewhat in favour, somewhat opposed or totally oppose of smoking bans in...  
Base: all respondents  
% by country

### Results by respondents' characteristics

Smoke-free public offices receive more support among interviewees who work at an indoor facility with strict smoking restrictions (i.e. smoking is not allowed anywhere indoors or it is only allowed in a special smoking room) – 86% of these respondents are in favour of smoking restrictions in offices and other indoor work places compared to 74% of respondents who say there are no restrictions, or only very weak restrictions on smoking in their workplace.

### Attitudes towards smoking restrictions in offices and other indoor work places



Q6. Are you in favour of smoking bans in the following places? Would you say, you are totally in favour, somewhat in favour, somewhat opposed or totally oppose of smoking bans in...  
Base: respondents working away from the home  
% EU27

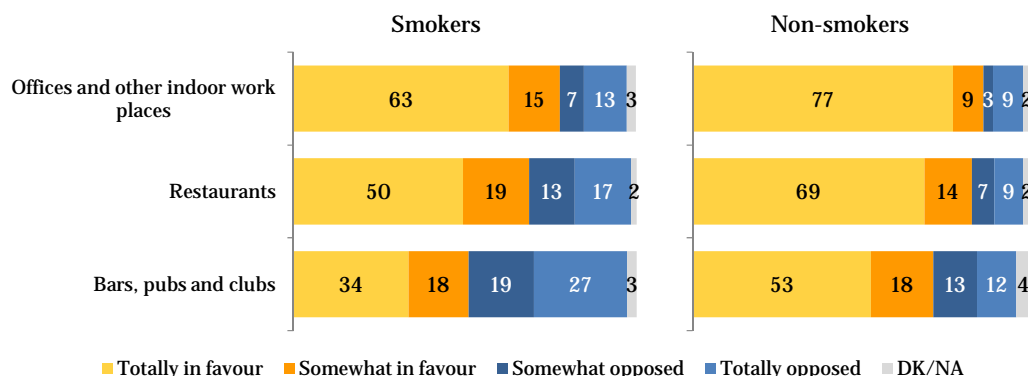
Smoke-free public places, such as offices, restaurants and bars, also receive more support among non-smokers than among smokers:

- Eight out of 10 smokers (78%) are in favour of smoking restrictions in offices and other indoor work places compared to more than eight out of 10 non-smokers (86%).
- More than eight out of 10 non-smokers also support smoking restrictions in restaurants, while only seven out of 10 smokers accept such restrictions (83% vs. 68%). Furthermore, seven out of 10 non-smokers select the “totally in favour” response compared to only half of the smokers.



- Finally, half of the smokers (51%) are in favour of restricting smoking in bars, pubs and clubs and a quarter (27%) are totally against such restrictions; the corresponding proportions for respondents who do not smoke are 71% and 12%.

**Attitudes towards smoke-free regulations**



**Q6. Are you in favour of smoking bans in the following places? Would you say, you are totally in favour, somewhat in favour, somewhat opposed or totally oppose of smoking bans in...**  
 Base: all respondents % EU27

At least eight out of 10 respondents across all socio-demographic groups support smoking restrictions in **offices and other indoor work places** – ranging from 80% of the self-employed to 88% of those still in education. Women, the most-educated respondents, those living in urban areas and employees are slightly more likely than their counterparts to select the “totally in favour” response. For example, while three-quarters of employees are *totally* in favour of smoking restrictions in offices and other indoor work places, only two-thirds of the manual workers agree with them.

The socio-demographic analysis for support for smoking restrictions in **restaurants and bars, pubs or clubs** shows that men, older respondents, those in the middle educational category, respondents living in metropolitan areas, manual workers and the self-employed appear to be less likely to accept smoking restrictions in such public places. For example:

- Three-quarters of the self-employed and manual workers are in favour of smoking restrictions in restaurants compared to eight out of 10 employees and non-working respondents. Furthermore, 15% of the self-employed respondents and 13% of manual workers say they are *totally opposed* to such restrictions compared to one-tenth of the latter.
- Half of the over 54 year-olds (51%) are *totally in favour* of smoking restrictions in bars, pubs and clubs and only 14% are *totally against* such restrictions. The corresponding proportions for the 15-24 year-olds are 44% and 18%.

For more details, see annex tables 7b, 8b and 9b.

## 5. Perceived effectiveness of health warnings

*Three out of 10 EU citizens think that health warnings on tobacco packs are effective in informing them about the health effects of tobacco.*

*Three out of 10 non-smokers perceive health warnings as being effective in preventing them from smoking and a fifth of smokers think the warnings are effective in persuading them to smoke less or to quit.*

*Respondents in Romania, Ireland, the UK and Lithuania perceive health messages as being more effective than their counterparts in the other Member States.*

*Younger respondents, the less-educated respondents and manual workers across all groups – those who have never smoked, former smokers and current smokers – appear to be slightly more likely to perceive health warnings on tobacco packs as being effective.*

*Adding a colour picture to a text-only health warning is perceived as being effective by more than half of EU citizens: 20% say this would be very effective and 35% think it is somewhat effective.*

### 5.1 The effectiveness of health warnings on tobacco packs

Those respondents who have never smoked, and both former and current smokers are asked to evaluate the effectiveness of such health warnings on tobacco packs in terms of: a) informing them about the health hazards of tobacco and b) keeping them from smoking.

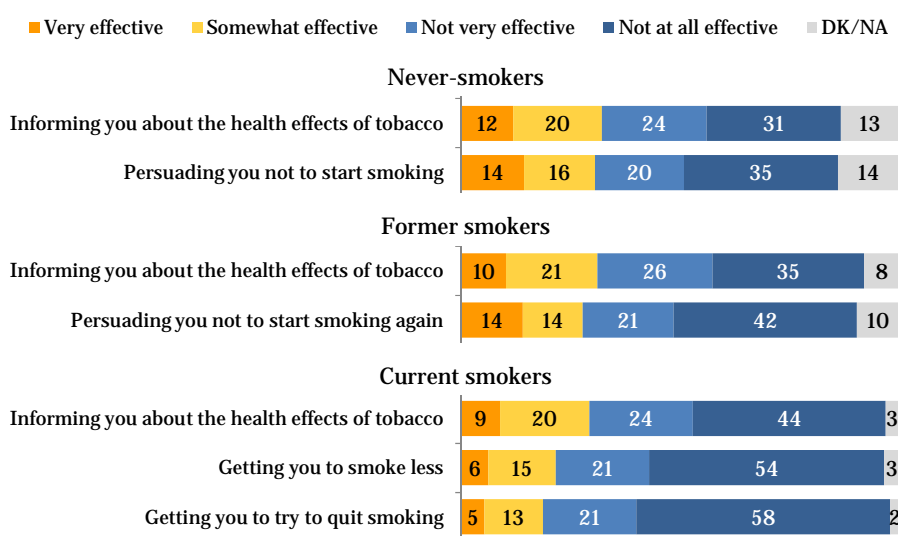
Note: The Tobacco Products Directive (2001/37/EC) introduced new health messages to be put on tobacco products and dramatically increased the size of the warnings. The Directive set out two general warnings – “Smoking kills” and “Smoking seriously harms you and others around you” – and 14 additional warnings, to be placed on the front and back of each pack.

Overall, three out of 10 (31%) EU citizens think that health warnings on tobacco packs are effective in informing them about the hazards and effects of smoking. Warnings are perceived as similarly effective in preventing respondents from smoking (in the view of never-smokers and former smokers – 30%) and somewhat less effective in persuading people to smoke less or to quit (in the opinion of smokers – 22% and 19%, respectively).

One-third of **those who have never smoked** (32%) think that health warnings on tobacco packs are effective in informing them about the health effects of tobacco. A similar proportion (31%) say that health messages are effective in persuading them not to start smoking. Similarly, three out of 10 **former smokers** (31%) answer that health messages are effective for the former purpose and 28% say the same for the latter.

Although a similar proportion of **smokers** say that such warnings are effective in informing them about the health hazards and effects of smoking (29%), they are less likely to perceive them as being effective in persuading them to smoke less or to try to quit smoking (22% and 19%, respectively).

### Effectiveness of health warnings on tobacco packs



**Q7a/b/c. Thinking about the health messages that are on tobacco packs, have these messages been very effective, somewhat effective, not very effective or not effective at all in each of the following ways?**

Base: all respondents  
% EU27

### Country variations

#### Non-smokers (those who have never smoked and former smokers)

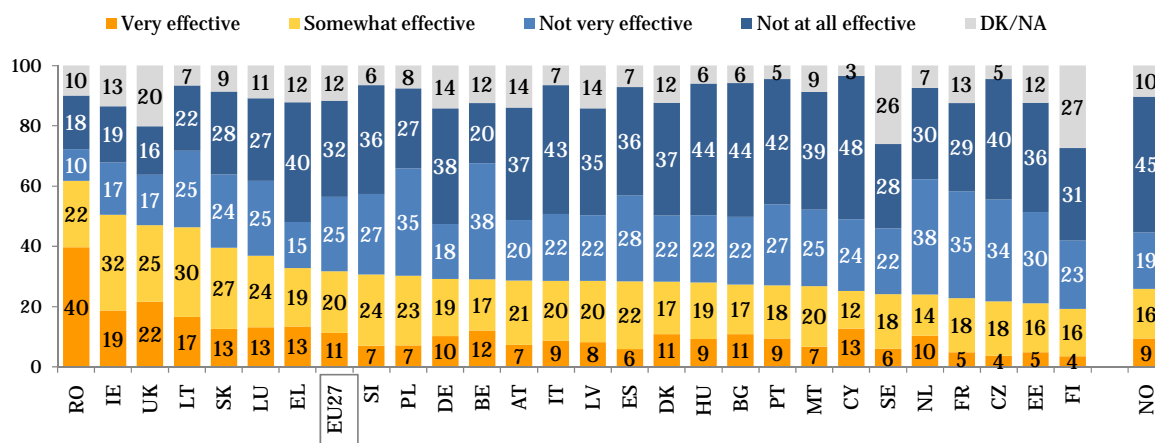
More than six out of 10 (62%) Romanian respondents, and approximately half of the Irish, British and Lithuanian respondents (46%-51%), who have never smoked or who have quite smoking, answer that health warnings on tobacco packs are **effective in informing them about the health effects of tobacco**. In Romania, four out of 10 respondents say that warnings are *very* effective for this purpose; in Ireland, the UK and Lithuania, the respondents are twice less likely to share this opinion (19%, 22% and 17%, respectively).

In comparison with non-smokers in Romania, the Finns, Estonians, Czechs and French are almost three times less likely to perceive health messages as being effective in informing them about the health hazards and effects of tobacco (between 19% and 23%). Furthermore, in the latter list of countries not more than 5% of non-smokers think the health messages are *very* effective for this purpose.

Similar to the results for the effectiveness of informing people about the health effects of smoking, a majority of non-smokers in Romania think that health warnings are effective in **preventing them from starting to smoke**: 46% say they are *very* effective and 15% *somewhat* effective. In all of the other Member States, however, less than half of non-smokers perceive health messages as being effective for this purpose. The proportion of respondents who perceive the messages as being effective ranges from slightly less than one-fifth in Estonia (18%), the Czech Republic, Finland and Austria (all 19%) to more than four out of 10 respondents in the UK (42%), Ireland (43%), Slovakia (46%) and Lithuania (47%).

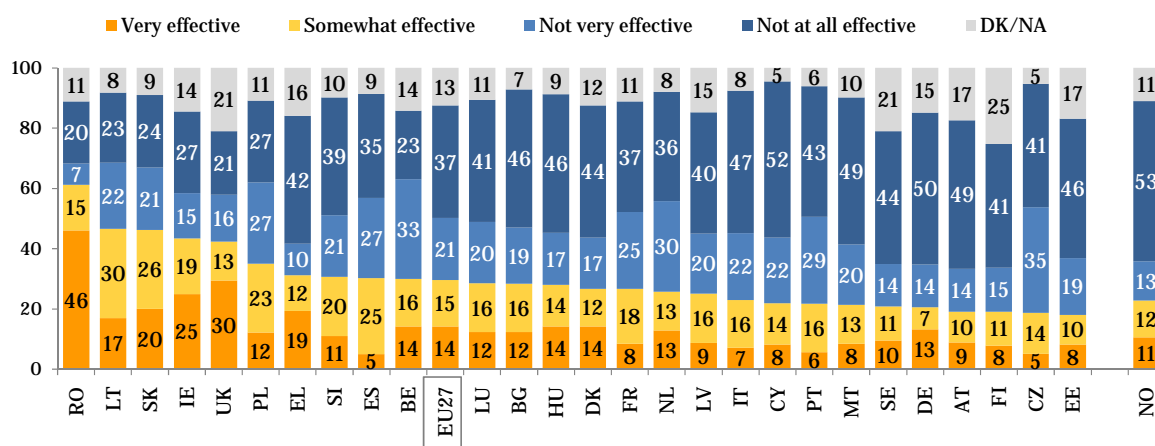
Focusing on the likelihood of choosing the other extreme answering category – *not at all effective* – it is noted that more than four out of 10 Cypriot, Bulgarian, Hungarian, Italian, Portuguese and Norwegian non-smokers think that health messages are not at all effective in informing them about the health impacts and effects of smoking and more than half of the Norwegians and Cypriots say they are not at all effective in preventing them from starting to smoke.

### Never-smokers and former smokers – Effectiveness of health warnings on tobacco packs: Informing you about the health effects of tobacco



Q7a. Thinking about the health messages that are on tobacco packs, have these messages been very effective, somewhat effective, not very effective or not effective at all in each of the following ways?  
Base: never-smokers and former smokers  
% by country

### Never-smokers and former smokers – Effectiveness of health warnings on tobacco packs: Persuading you not to start smoking (again)



Q7a. Thinking about the health messages that are on tobacco packs, have these messages been very effective, somewhat effective, not very effective or not effective at all in each of the following ways?  
Base: never-smokers  
% by country

### Current smokers

The results for current smokers – once again – show that respondents in Romania, Ireland, the UK and Lithuania perceive health messages as being more effective than their counterparts in other Member States do. Smokers in Slovakia, on the other hand, are found at the bottom of the distribution.

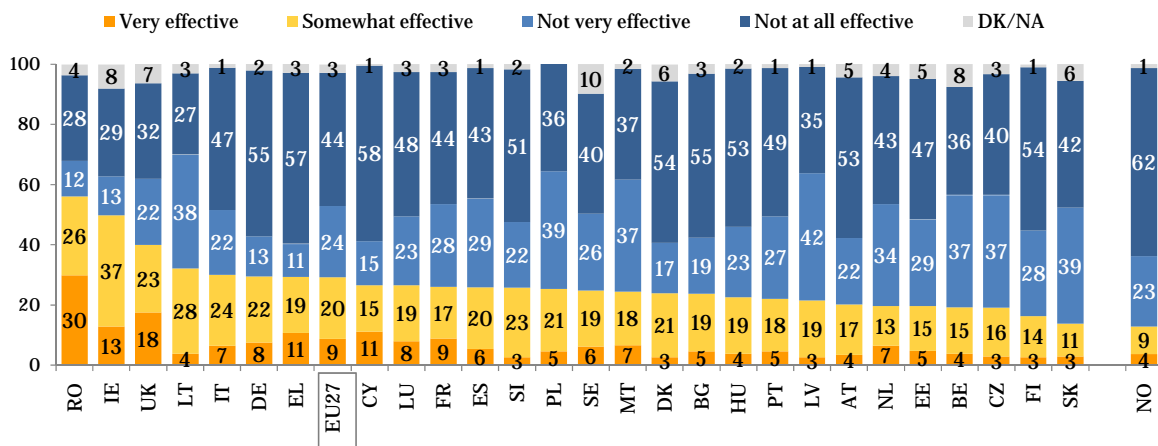
- Between 32% and 56% of the current smokers in Lithuania, the UK, Ireland and Romania say that health messages are effective in **informing them about the health effects of tobacco**. In Romania, three out of 10 smokers think that the messages are *very* effective for this purpose. In Slovakia, only 14% of smokers say that such health messages are informative.
- Four out of 10 Romanian smokers and three out of 10 Lithuanian, Irish and British smokers agree that health warnings are effective in **getting them to smoke less**. More than one-tenth (between 12% and 17%) of the smokers in Romania, Ireland and the UK say that health warnings are *very* effective for this purpose. In Slovakia, only 13% think that health warnings help in getting them to smoke less.

- Finally, slightly more than one-third of Romanian smokers and a quarter of those in Lithuania, the UK and Ireland think that health messages influence them **to try to quit smoking**. One-sixth of the smokers in Romania think the messages are *very* effective for this purpose – in Slovakia, on the other hand, only half as many smokers say that health messages are very or somewhat effective (8%).

Similar to the results obtained for the EU overall, smokers in all Member States perceive health messages as being less effective in influencing their actual smoking behaviour. Furthermore, not much variation is observed across most countries in smokers’ perceptions of the effectiveness of health warnings to get them to smoke less (between 11% and 24% in 20 countries) and to persuade them to try to quit smoking (between 10% and 20% in 20 countries). Some countries, nevertheless, stand out from the pack with a higher proportion of smokers choosing the “not at all effective” response:

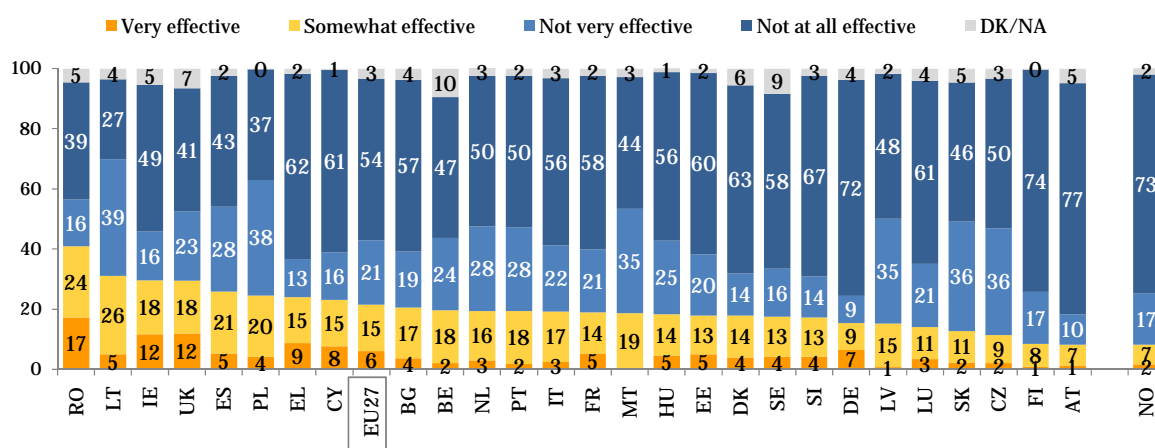
- More than seven out of 10 Austrian (77%), Finnish (74%), German (72%) and Norwegian (73%) smokers say that health warnings are not at all effective in convincing them to smoke less (vs. EU average of 54%).
- Similarly, at least three-quarters of the smokers in Austria (77%), Germany (75%), Finland and Norway (both 74%) perceive health warnings as not being at all helpful in getting people to try to quit smoking (vs. EU average of 58%).

**Current smokers – Effectiveness of health warnings on tobacco packs:  
Informing you about the health effects of tobacco**



**Q7c. Thinking about the health messages that are on tobacco packs, have these messages been very effective, somewhat effective, not very effective or not effective at all?**  
Base: smokers  
% by country

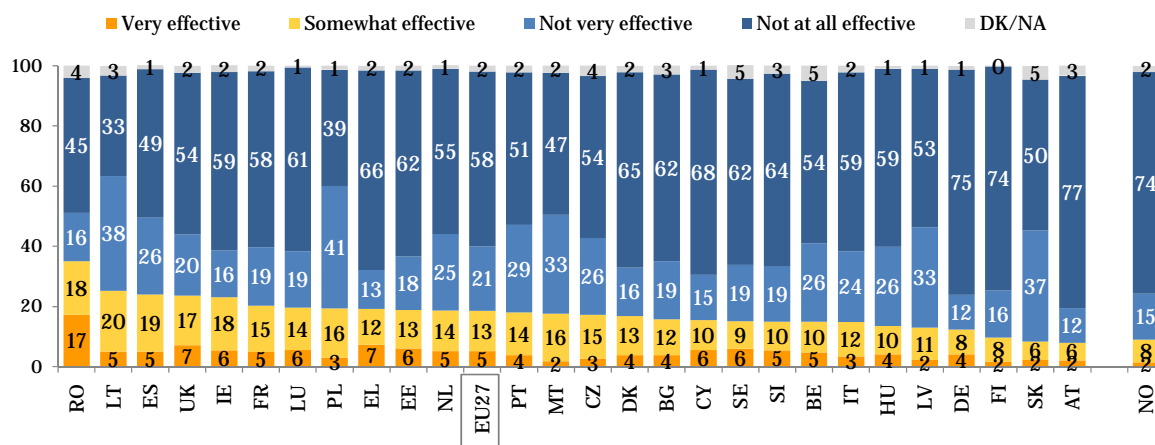
**Current smokers – Effectiveness of health warnings on tobacco packs:  
Getting you to smoke less**



Q7c. Thinking about the health messages that are on tobacco packs, have these messages been very effective, somewhat effective, not very effective or not effective at all?

Base: smokers  
% by country

**Current smokers – Effectiveness of health warnings on tobacco packs:  
Getting you to try to quit smoking**



Q7c. Thinking about the health messages that are on tobacco packs, have these messages been very effective, somewhat effective, not very effective or not effective at all?

Base: smokers  
% by country

### Socio-demographic considerations

Younger respondents, the less-educated respondents and manual workers across all groups – i.e. those who have never smoked, former smokers and current smokers – appear to be slightly more likely to perceive health warnings on tobacco packs as being effective.

Among the 15-24 year-olds, 41% of those who have never smoked, 39% of former smokers and 29% of current smokers think that health messages effectively inform them about the health effects of tobacco. The corresponding proportions for the over 54 year-olds are, respectively, 28%, 28% and 25%.

Four out of 10 of the 15-24 year-old respondents who have never smoked and 36% of the former smokers in this age category say that health warnings help them not to start smoking (again). Only slightly more than a quarter of the over 54 year-olds share this opinion (27% and 26%, respectively). The 15-24 year-old smokers, however, are less likely than their older counterparts to perceive health warnings as being a support to smoke less or to quit smoking.

A least one-third of the manual workers – those who have never smoked (35%), former smokers (37%) and current smokers (33%) – think that warnings on tobacco packs are effective in informing

them about the health effects of tobacco. In all other occupational groups, not more than a third of those who have never smoked, the former and current smokers share this opinion.

One-third of manual workers who have never smoked and three out of 10 who have quit smoking say that health messages persuade them not to start smoking (again), compared to only, respectively, 29% and 23% of the self-employed respondents who have never smoked and the former smokers. Similarly, approximately a quarter of the manual workers who smoke say that health messages are effective in persuading them to smoke less (25%) or to quit altogether (23%); the corresponding proportions for the self-employed are, respectively, 19% and 12%.

Approximately one-third of the former smokers (34%) and current smokers (32%) with the lowest level of educational attainment perceive health warnings as informative, compared to approximately three out of 10 former smokers (31%) and current smokers (28%) in the highest educational category. One-third of the least-educated former smokers also think these messages help them not to start smoking again (32% vs. 24% in the highest educational category) and almost a quarter of the least-educated smokers say that they help them to smoke less (23% vs. 18% in the highest educational category). No significant differences are found when comparing the perceptions of those who have never smoked across educational groups.

For more details, see annex tables 10b through 16b.

## **5.2 The effectiveness of pictorial health warnings**

The EU is also promoting the use of pictorial warnings on tobacco packs and has established a library of 42 different images conveying messages on the effects of tobacco on people's health. These pictorial warnings are starting to appear in Member States: Belgium introduced them in November 2006, Romania followed in July 2008 and the UK in October 2008.

Adding a colour picture, illustrating the health effects of smoking, to a written health warning is perceived as being effective by a slight majority of EU citizens: 20% say this would be *very* effective and 35% think that it would be *somewhat* effective. The corresponding proportions for Norway are 15% and 26%, respectively.

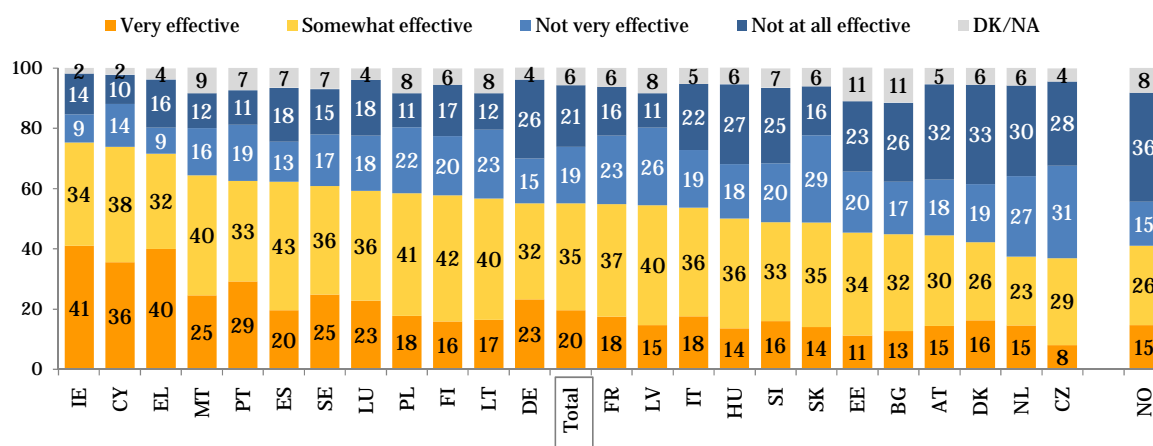
Comparing respondents' answers on the question about the effectiveness of (text-only) health warnings in informing them about the health hazards of smoking and the one about the perceived effectiveness of pictorial health warnings, it is noted that:

- One-third of interviewees did not distinguish between the two types of health warnings in terms of their effectiveness (e.g. they select for both questions the "somewhat effective" response).
- More than four out of 10 (44%) interviewees perceive pictorial health warnings as more effective than text-only health warnings.
- Only 11% of respondents think that text-only health warnings are more effective than the pictorial health warnings, illustrating the health effects of smoking<sup>9</sup>.

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<sup>9</sup> One-tenth of respondents gave a "don't know" response on the question about effectiveness of text-only health messages and/or pictorial warnings.

### Effectiveness of pictorial health warnings on tobacco packs



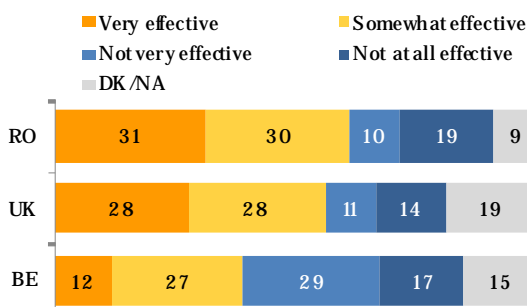
**Q8a. In your opinion, how effective would adding a colour picture illustrating the health effects of smoking be in strengthening the text-only health warning?**  
Base: all respondents in all countries with the exception of BE, RO and UK  
% by country

In all EU Member States, and Norway, pictorial health warnings are thought to be more effective than text-only warnings. The proportion of respondents who think that adding such pictorial messages would be effective ranges from slightly less than four out of 10 respondents in the Czech Republic (37%) and the Netherlands (38%) to three-quarters in Ireland (75%) and Cyprus (74%). Similarly, the proportion selecting the “very effective” response ranges from slightly less than one in 10 in the Czech Republic (8%) to four in 10 in Ireland (41%) and Greece (40%).

#### Belgium, Romania and the UK

We noted in the previous section that Romanian and British respondents are among the most positive about the effectiveness of health warnings on tobacco packs. One element that can help explain the more positive attitude towards health warnings in these countries is that respondents did not only think about the text-only warnings but also about the pictorial warnings when judging the effectiveness of health warnings on tobacco packs. As mentioned above, both countries introduced these pictorial warnings during 2008. When asked specifically about the effectiveness of pictorial health warnings on tobacco packs, 61% of Romanian and 56% of British respondents say that such warnings are effective when added to a text-only warning.

#### Attitudes towards pictorial health warnings on tobacco packs



**Q8b. In your opinion, how effective is adding a colour picture illustrating the health effects of smoking in strengthening the text-only health warning?**  
Base: all respondents in BE, RO and UK  
% by country

Although Belgium also uses pictorial warnings on tobacco packs, the Belgian respondents are more sceptical about the effectiveness of health warnings than the Romanian and British interviewees. Twelve percent of Belgian respondents think that adding a colour picture to the text-only health warning, illustrating the health effects of smoking, is *very* effective and 27% say that this is *somewhat* effective.



**Results by respondents’ characteristics**

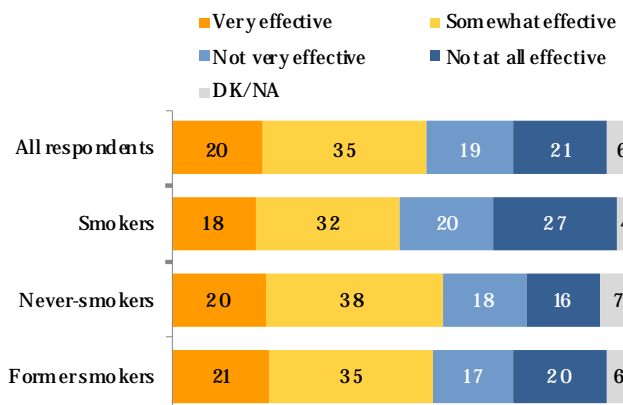
Respondents who have never smoked or who have quit smoking are slightly more optimistic about the effectiveness of adding pictorial warnings to text-only warnings on tobacco packs: half of the smokers think this is an effective strategy compared to 56% of the former smokers and 58% of those who have never smoked.

Younger respondents are also more likely to think that it would be effective to add a colour picture, illustrating the health effects of smoking, to a written warning (66% vs. e.g. 50% of the over 54s).

Although manual workers appear to be more positive about the effectiveness of health warnings in general (see above), they are less likely to think that adding a pictorial warning would be effective (50% vs. 57% of employees).

For more details, see annex table 17b.

**Effectiveness of pictorial health warnings on tobacco packs**



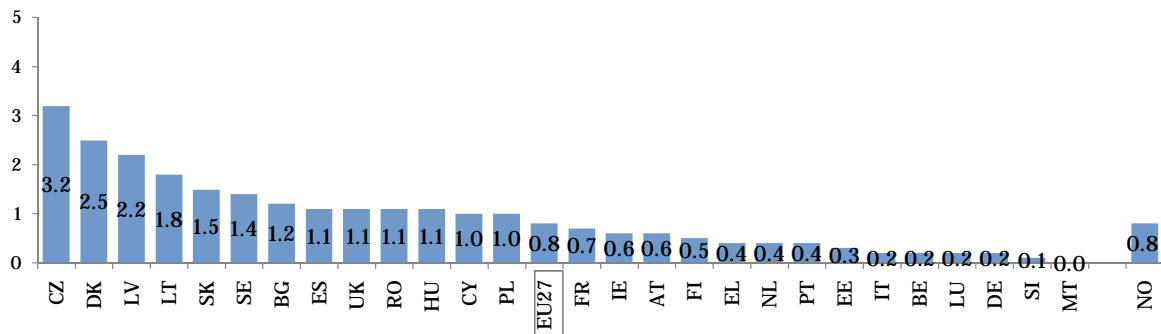
**Q8a/ b. In your opinion, how effective would/has adding a colour picture illustrating the health effects of smoking be/ been in strengthening the text-only health warning?**  
 Base: all respondents in all countries with the exception of BE, RO and UK  
 % Total

## 6. Buying tobacco products over the Internet

Less than 1% of EU citizens surveyed have ever purchased tobacco products over the Internet. This percentage is slightly higher among respondents who have tried non-combustible tobacco products – 3% of them have bought non-combustible tobacco over the Internet and 2% have bought other tobacco products online.

Less than 1% of EU citizens have ever bought tobacco products online. Czech, Danish and Latvian interviewees are the most likely to have purchased tobacco products over the Internet – however, even in these countries only between 2% and 3% of respondents have experience buying tobacco products online.

### Buying tobacco products over the Internet



Q9a. Have you ever bought tobacco products over Internet?  
 Q9b. Have you ever bought oral tobacco (such as snuff, snus or chewing tobacco) or other tobacco products over Internet?  
 Base: all respondents  
 % by country, "Yes" shown

Among the respondents who use non-combustible tobacco, or who have tried it at least once, slightly more respondents have experience with buying tobacco products online: 2% have purchased non-combustible tobacco, 1% have bought both non-combustible tobacco and "other" tobacco products and 1% have only bought "other" tobacco products (see annex table 20a).

Respondents who use non-combustible tobacco at present time, either every day or occasionally, are the most likely to have purchased such products online: 3% have purchased non-combustible tobacco products and another 3% have bought both non-combustible tobacco products and "other" tobacco products.

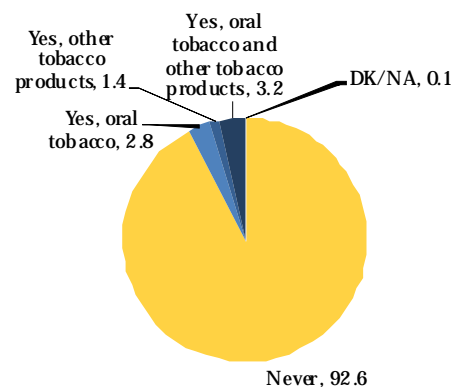
The Internet sales of non-combustible tobacco products are concentrated in a number of countries. In Bulgaria, the Czech Republic and Latvia approximately one-tenth of the respondents, who use or have tried non-combustible tobacco, have purchased non-combustible tobacco online.

Note: since not more than one-sixth of the Bulgarian, Czech and Latvian respondents use or tried non-combustible tobacco and only a minority of them have actually bought tobacco products online, their proportion among all respondents is actually less than 3.5%.

For more details, see annex table 20c.

### Buying tobacco products over the Internet

Base: Respondents who use oral tobacco



Q9 b. Have you ever bought oral tobacco (such as snuff, snus or chewing tobacco) or other tobacco products over Internet?  
 Base: respondents who use oral tobacco every day or occasionally  
 % EU27

## 7. Buying tobacco products in other EU countries

*One-tenth of EU citizens participating in the survey have bought lower-priced cigarettes in another EU country in the year prior to the survey.*

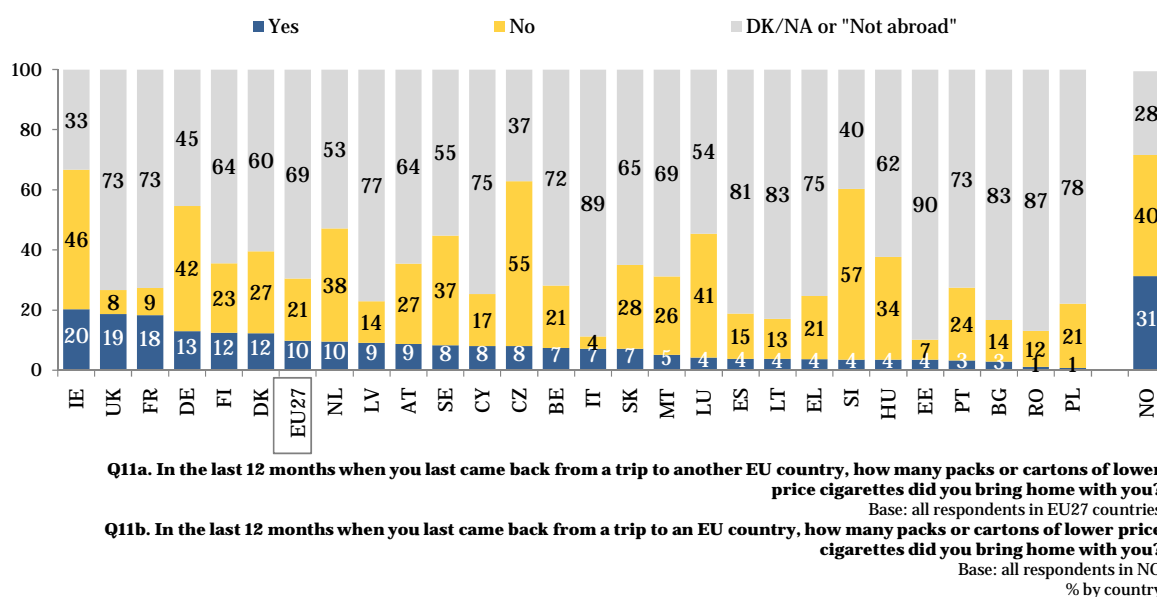
*Among the respondents who made a trip to another EU country, one-third brought home lower-priced cigarettes; British, French and Italian respondents are the most likely to have done so (between 63% and 70%).*

One-tenth of EU citizens surveyed have bought lower-priced cigarettes in another EU country in the 12 months prior to the survey. Note: approximately seven out of 10 respondents had not been abroad in the past year<sup>10</sup>.

Respondents in Ireland, the UK and France are the most likely to have bought lower-priced cigarettes in another EU country: in these countries at least one-sixth of the respondents say they have bought cigarettes when returning from their last visit to another EU country in the year prior to the survey. In a majority (20) of all other Member States less than one-tenth of the respondents have done so – ranging from virtually none of the Romanians and Polish to 9% of the Latvians and Austrians. In Germany, Finland and Denmark slightly more than one-tenth of the respondents have bought lower-priced cigarettes when returning from their last visit to another EU country.

By comparison, three out of 10 Norwegians have bought lower-priced cigarettes when returning from their last visit – in the past year – to an EU country.

### Purchasing of lower-priced cigarettes in other EU countries



### The likelihood of buying lower-priced cigarettes when visiting another EU country

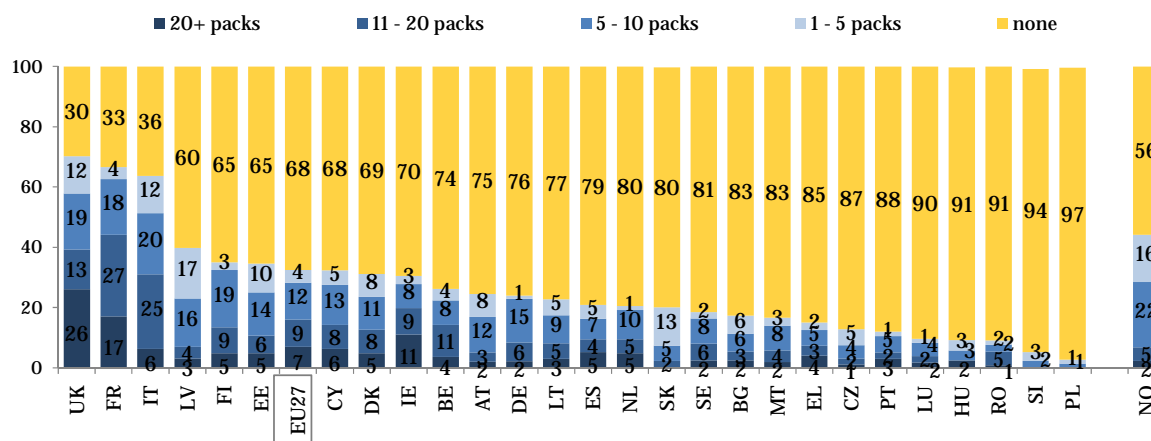
Focusing solely on the respondents who made a trip to another EU country, we find that one-third also brought home lower-priced cigarettes from that country: 7% bought more than 20 packs, 9% between 11 and 20 packs, 12% between five and 10 packs and 4% only bought between one and five packs.

In 18 Member States less than 30% of respondents, who made a trip to another EU country, bought lower-priced cigarettes in that country (ranging from 3% in Poland to 26% in Belgium).

<sup>10</sup> Slightly more than one-third (36%) spontaneously answered they had not been abroad in the past year and one-third did not answer the question.

In the UK, France and Italy, however, more than half of these respondents bought lower-priced cigarettes (70%, 67% and 64%, respectively). In Latvia, Finland and Estonia, the proportion of respondents who brought home lower-priced cigarettes from a trip to another EU country is slightly higher than the EU average (40%, 35% and 35%, respectively). By comparison, 44% of the Norwegian respondents bought lower-priced cigarettes in an EU country.

### Amount of lower-priced cigarettes brought home from another EU country



Q11a. In the last 12 months when you last came back from a trip to another EU country, how many packs or cartons of lower price cigarettes did you bring home with you?

Base: EU27; respondents who had made a trip to another EU country

Q11b. In the last 12 months when you last came back from a trip to an EU country, how many packs or cartons of lower price cigarettes did you bring home with you?

Base: NO; respondents who had made a trip to an EU country  
% by country

### The amount of cigarettes bought in another EU country

Respondents in the UK are the most likely to have bought more than 20 packs of lower-priced cigarettes (26%), while respondents in France and Italy are more likely to have bought between 11 and 20 packs (27% and 25%, respectively). Respondents in Finland and Estonia, on the other hand, are most likely to have bought between five and 10 packs (19% and 14%, respectively), while equal proportions of the Latvians bought from one to five packs (17%) or from five to 10 packs (16%).

### Results by respondents' characteristics

Not surprisingly, smokers are a lot more likely to have bought lower-priced cigarettes in another EU country: 57% of the respondents who smoke – and who made a trip to another EU country – say they bought cigarettes when returning from their last visit to another EU country in the year prior to the survey compared to only 17% of respondents who do not smoke.

Women, the over 54s and those not working are less likely to have bought lower priced cigarettes in another EU country. For example, 23% of the over 54 year-olds bought cigarettes when returning from their last visit to another EU country in the year prior to the survey compared to more than a third of respondents younger than 55 (between 35% and 38%).

For more details, see annex tables 22c.

## 8. Contact with potentially smuggled tobacco products

Over one-tenth of EU citizens (12%) have seen tobacco products being sold in the past six months which they think might have been smuggled into the country.

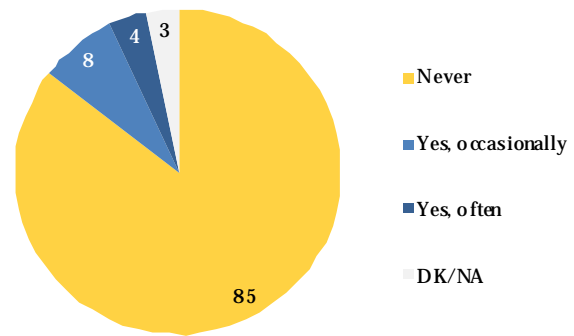
There are national variations, however: the proportion that has been in contact with potentially smuggled tobacco products in the past six months is the highest in Lithuania (36%) and the lowest in Belgium (4%).

Over one-tenth of EU citizens have seen tobacco products being sold which they think might have been smuggled: 8% say they saw such products occasionally in the past six months and 4% say this happened regularly.

The proportion of respondents who have seen potentially smuggled tobacco products being sold in the past six months is the highest in Lithuania (36% – 17% say this happened regularly), followed by Greece (25%), Poland, Hungary and Latvia (22%-24%).

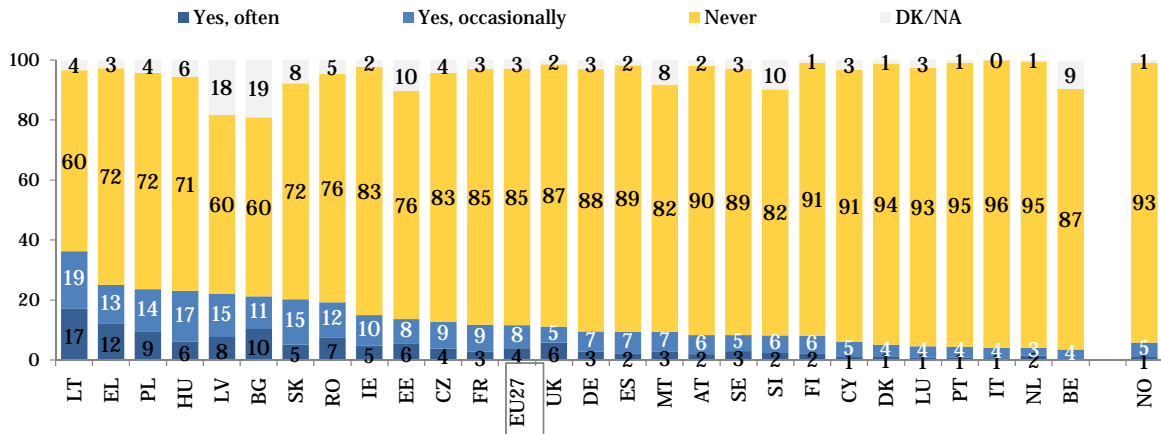
In Belgium, the Netherlands, Italy, Portugal, Luxembourg and Denmark, on the other hand, not more than 5% of respondents have been in contact with potentially smuggled tobacco products in the past six months.

**Contact with smuggled tobacco products**



**Q10. In the last 6 months, have you seen tobacco products being sold which you think were smuggled?**  
Base: all respondents % EU27

**Contact with smuggled tobacco products**



**Q10. In the last 6 months, have you seen tobacco products being sold which you think were smuggled?**  
Base: all respondents % by country

### Results by respondents' characteristics

The proportion of respondents who answer that they have seen potentially smuggled tobacco products being sold in the past six months is higher among men (16% vs. 8% for women), younger respondents (16% of 25-39 year-olds vs. 8% of those over 54), those with higher levels of education (12%-13% vs. 7% of those with the lowest levels of education), city dwellers (16% in metropolitan areas and 12% in urban areas vs. 9% in rural areas), manual workers (18% vs. 10% of non-working respondents) and smokers (17% vs. 9% of non-smokers).

For more details, see annex table 21b.

Flash EB Series #253

Survey on Tobacco

**Annex  
tables and  
survey  
details**

**THE GALLUP ORGANISATION**

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Table 1a. Smoking cigarettes, cigars or pipe – *by country*

QUESTION: Q1. Regarding smoking cigarettes, cigars or a pipe, which of the following applies to you?






























|  | Total N | % You smoke every day | % You smoke occasionally | % You used to smoke but you have stopped | % You have never smoked | % DK/NA |
|--|---------|-----------------------|--------------------------|--|-------------------------|---------|
|  <b>EU27</b>      | 25580   | 26.4                  | 5.1                      | 22.1                                     | 46.3                    | 0       |
| <b>COUNTRY</b>   |         |                       |                          |  |                         |         |
|  Belgium          | 1002    | 23.7                  | 2.5                      | 21.8                                     | 51.9                    | 0       |
|  Bulgaria         | 1002    | 30.5                  | 7.6                      | 16.5                                     | 45.1                    | 0.2     |
|  Czech Rep.       | 1003    | 25.8                  | 9.8                      | 18.2                                     | 46.1                    | 0.1     |
|  Denmark          | 1002    | 29                    | 5.2                      | 26.7                                     | 39.1                    | 0       |
|  Germany          | 1009    | 27.3                  | 5.5                      | 23.8                                     | 43.4                    | 0       |
|  Estonia          | 1005    | 26.5                  | 3                        | 22.4                                     | 48                      | 0.1     |
|  Greece           | 1000    | 34.7                  | 7.4                      | 18.7                                     | 39.3                    | 0       |
|  Spain            | 1002    | 27.4                  | 4.1                      | 19.7                                     | 48.7                    | 0       |
|  France           | 1008    | 28.3                  | 5.9                      | 22.1                                     | 43.8                    | 0       |
|  Ireland         | 1000    | 24.6                  | 4.2                      | 22.6                                     | 48.7                    | 0       |
|  Italy          | 1000    | 25.6                  | 3                        | 20.2                                     | 51.2                    | 0       |
|  Cyprus         | 500     | 25.4                  | 3.9                      | 12.7                                     | 58                      | 0       |
|  Latvia         | 1002    | 29.9                  | 7.2                      | 16.2                                     | 46.7                    | 0       |
|  Lithuania      | 1003    | 27.8                  | 8                        | 16.1                                     | 48.1                    | 0       |
|  Luxembourg     | 503     | 24.2                  | 4.6                      | 19.5                                     | 51.7                    | 0       |
|  Hungary        | 1006    | 31.2                  | 4.7                      | 18.7                                     | 45.3                    | 0       |
|  Malta          | 503     | 21.5                  | 5.9                      | 19                                       | 53.6                    | 0       |
|  Netherlands    | 1003    | 24.2                  | 3.8                      | 29.2                                     | 42.9                    | 0       |
|  Austria        | 1001    | 25.7                  | 8.1                      | 22.1                                     | 44.1                    | 0       |
|  Poland         | 1002    | 28.3                  | 3.8                      | 22.3                                     | 45.5                    | 0       |
|  Portugal       | 1006    | 22                    | 4                        | 16                                       | 58                      | 0       |
|  Romania        | 1005    | 28.1                  | 7.6                      | 16.6                                     | 47.4                    | 0.3     |
|  Slovenia       | 1000    | 17.2                  | 5.4                      | 22.2                                     | 55.2                    | 0       |
|  Slovakia       | 1009    | 24.9                  | 10.7                     | 18.2                                     | 46.2                    | 0       |
|  Finland        | 1001    | 18.9                  | 6                        | 27.6                                     | 47.4                    | 0.1     |
|  Sweden         | 1000    | 17.5                  | 7                        | 28.5                                     | 46.9                    | 0.1     |
|  United Kingdom | 1002    | 22.8                  | 4.9                      | 26.2                                     | 46.1                    | 0       |
|  Norway         | 1002    | 20.7                  | 7.2                      | 23.6                                     | 48.5                    | 0.1     |

Table 1b. Smoking cigarettes, cigars or pipe – *by segment*

QUESTION: Q1. Regarding smoking cigarettes, cigars or a pipe, which of the following applies to you?




































|   | Total N | % You<br>smoke<br>every<br>day | % You<br>smoke<br>occasionally | % You<br>used to<br>smoke<br>but you<br>have<br>stopped | % You<br>have<br>never<br>smoked | %<br>DK/NA |
|---|---------|--------------------------------|--------------------------------|---|----------------------------------|------------|
| <b>EU27</b>   | 25580   | 26.4                           | 5.1                            | 22.1  | 46.3                             | 0          |
|  <b>SEX</b>                    |         |                                |                                |   |                                  |            |
| Male  | 12371   | 32.3                           | 5.6                            | 25.5  | 36.7                             | 0          |
| Female  | 13209   | 20.9                           | 4.7                            | 18.9  | 55.4                             | 0          |
|  <b>AGE</b>                    |         |                                |                                |   |                                  |            |
| 15 - 24   | 3905    | 22.6                           | 9.2                            | 8   | 60.2                             | 0          |
| 25 - 39   | 5664    | 36                             | 6.4                            | 15.1  | 42.5                             | 0          |
| 40 - 54   | 7029    | 35.2                           | 5                              | 23.5  | 36.4                             | 0          |
| 55 +  | 8744    | 15.4                           | 2.7                            | 31.5  | 50.3                             | 0          |
|  <b>EDUCATION (end of)</b>     |         |                                |                                |   |                                  |            |
| Until 15 years of age   | 4156    | 21.4                           | 2.1                            | 23.6  | 52.9                             | 0          |
| 16 - 20   | 11119   | 31.1                           | 5.4                            | 23.1  | 40.4                             | 0          |
| 20 +  | 6769    | 26.2                           | 5.1                            | 25.2  | 43.5                             | 0          |
| Still in education  | 2773    | 17.7                           | 8.8                            | 7.9   | 65.5                             | 0          |
|  <b>URBANISATION</b>         |         |                                |                                |   |                                  |            |
| Metropolitan  | 4760    | 27.5                           | 5.7                            | 21.3  | 45.5                             | 0.1        |
| Urban   | 10647   | 26.2                           | 4.9                            | 21.5  | 47.4                             | 0          |
| Rural   | 10014   | 26.4                           | 5.1                            | 23.1  | 45.4                             | 0          |
|  <b>OCCUPATION</b>           |         |                                |                                |   |                                  |            |
| Self-employed   | 2238    | 35.9                           | 6.3                            | 23.8  | 33.9                             | 0          |
| Employee  | 8584    | 30.4                           | 6.5                            | 21  | 42                               | 0          |
| Manual worker   | 2125    | 43                             | 4.6                            | 19.4  | 32.9                             | 0.1        |
| Not working   | 12507   | 19.2                           | 4                              | 23.1  | 53.7                             | 0          |
|  <b>SMOKER OR NON-SMOKER</b> |         |                                |                                |   |                                  |            |
| Smoker  | 8075    | 83.7                           | 16.3                           | 0   | 0                                | 0          |
| Non-smoker  | 17499   | 0                              | 0                              | 32.3  | 67.7                             | 0          |

Table 2a. Consumption of non-combustible tobacco (snuff, snus or chewing tobacco)  
– by country

QUESTION: Q2. Regarding oral tobacco such as snuff, snus or chewing tobacco, which of the following applies to you?

|  | Total N | % You take it every day | % You take it occasionally | % You used to take it regularly but you stopped | % You have tried it at least once | % You have never tried it | % DK/NA |
|--|---------|-------------------------|----------------------------|---|-----------------------------------|---------------------------|---------|
|  <b>EU27</b>      | 25580   | 1                       | 0.9                        | 1.1   | 5.9                               | 90.9                      | 0.1     |
| <b>COUNTRY</b>   |         |                         |                            |   |                                   |                           |         |
|  Belgium          | 1002    | 0.5                     | 0.1                        | 2   | 4.2                               | 92.3                      | 0.9     |
|  Bulgaria         | 1002    | 1.3                     | 0.3                        | 2.5   | 4.3                               | 90.8                      | 0.9     |
|  Czech Rep.       | 1003    | 0.3                     | 2.5                        | 1.2   | 12.7                              | 83                        | 0.3     |
|  Denmark          | 1002    | 1.8                     | 1.4                        | 1   | 6.6                               | 88.8                      | 0.4     |
|  Germany          | 1009    | 0.8                     | 1.5                        | 1.2   | 10.2                              | 86.2                      | 0       |
|  Estonia          | 1005    | 0                       | 0.2                        | 0.6   | 7.7                               | 91.3                      | 0.1     |
|  Greece           | 1000    | 0.4                     | 0.7                        | 0.7   | 2.8                               | 95                        | 0.3     |
|  Spain           | 1002    | 0.6                     | 0.3                        | 0.8   | 1.6                               | 96.6                      | 0.1     |
|  France         | 1008    | 0.2                     | 0.7                        | 0.8   | 5                                 | 93                        | 0.3     |
|  Ireland        | 1000    | 0.8                     | 0.9                        | 2.6   | 8                                 | 87.7                      | 0       |
|  Italy          | 1000    | 0                       | 0                          | 0   | 1                                 | 99                        | 0       |
|  Cyprus         | 500     | 0.1                     | 0                          | 0.2   | 0.1                               | 99.1                      | 0.5     |
|  Latvia         | 1002    | 0.5                     | 1.9                        | 0.2   | 12.6                              | 84.8                      | 0.1     |
|  Lithuania      | 1003    | 0.3                     | 0.9                        | 0.2   | 9.9                               | 87.9                      | 0.8     |
|  Luxembourg     | 503     | 0.6                     | 0.3                        | 1.3   | 6.7                               | 91.1                      | 0       |
|  Hungary        | 1006    | 0.5                     | 0.7                        | 0.7   | 2.9                               | 94.9                      | 0.2     |
|  Malta          | 503     | 0.6                     | 0.3                        | 0.5   | 2.3                               | 96.3                      | 0       |
|  Netherlands    | 1003    | 0.7                     | 0.8                        | 0.4   | 3.3                               | 94.8                      | 0       |
|  Austria        | 1001    | 0.9                     | 0.7                        | 1.3   | 10.5                              | 86.6                      | 0       |
|  Poland         | 1002    | 0.3                     | 1.7                        | 0.3   | 7.9                               | 89.9                      | 0       |
|  Portugal       | 1006    | 2.5                     | 0.6                        | 0.5   | 4.2                               | 92.2                      | 0       |
|  Romania        | 1005    | 4.6                     | 1.1                        | 2.5   | 4.7                               | 86.2                      | 0.9     |
|  Slovenia       | 1000    | 0.2                     | 0.2                        | 0.6   | 4.5                               | 94.4                      | 0       |
|  Slovakia       | 1009    | 1.9                     | 2                          | 1.3   | 9.9                               | 84.4                      | 0.4     |
|  Finland        | 1001    | 1.3                     | 0.6                        | 1.2   | 11.1                              | 85.7                      | 0       |
|  Sweden         | 1000    | 12.3                    | 1.4                        | 5.6   | 20.9                              | 59.7                      | 0.1     |
|  United Kingdom | 1002    | 1.3                     | 0.8                        | 1.8   | 5.3                               | 90.8                      | 0       |
|  Norway         | 1002    | 4.7                     | 4.2                        | 3.4   | 14.9                              | 72.7                      | 0.1     |

**Table 2b. Consumption of non-combustible tobacco (snuff, snus or chewing tobacco)  
– by segment**

**QUESTION: Q2. Regarding oral tobacco such as snuff, snus or chewing tobacco, which of the following applies to you?**







|   | Total N | % You take it every day | % You take it occasionally | % You used to take it regularly but you stopped | % You have tried it at least once | % You have never tried it | % DK/NA |
|---|---------|-------------------------|----------------------------|---|-----------------------------------|---------------------------|---------|
| <b>EU27</b>   | 25580   | 1                       | 0.9                        | 1.1   | 5.9                               | 90.9                      | 0.1     |
|  <b>SEX</b>                    |         |                         |                            |   |                                   |                           |         |
| Male  | 12371   | 1.5                     | 1.4                        | 1.4   | 8.7                               | 86.8                      | 0.1     |
| Female  | 13209   | 0.6                     | 0.4                        | 0.7   | 3.3                               | 94.8                      | 0.2     |
|  <b>AGE</b>                    |         |                         |                            |   |                                   |                           |         |
| 15 - 24   | 3905    | 1.2                     | 1.9                        | 0.6   | 7.3                               | 89                        | 0.1     |
| 25 - 39   | 5664    | 1.3                     | 1.1                        | 1.1   | 7.7                               | 88.6                      | 0.1     |
| 40 - 54   | 7029    | 1.2                     | 0.7                        | 1.3   | 5.6                               | 91                        | 0.1     |
| 55 +  | 8744    | 0.6                     | 0.5                        | 1.2   | 4.5                               | 93.1                      | 0.2     |
|  <b>EDUCATION (end of)</b>    |         |                         |                            |   |                                   |                           |         |
| Until 15 years of age   | 4156    | 0.6                     | 0.3                        | 1.2   | 3.7                               | 94.2                      | 0       |
| 16 - 20   | 11119   | 1.2                     | 1                          | 0.9   | 6                                 | 90.7                      | 0.2     |
| 20 +  | 6769    | 1                       | 0.9                        | 1.5   | 7                                 | 89.6                      | 0.1     |
| Still in education  | 2773    | 0.9                     | 1.6                        | 0.7   | 7                                 | 89.7                      | 0.1     |
|  <b>URBANISATION</b>         |         |                         |                            |   |                                   |                           |         |
| Metropolitan  | 4760    | 1.3                     | 0.8                        | 0.9   | 6.9                               | 89.9                      | 0.2     |
| Urban   | 10647   | 0.9                     | 1                          | 1.1   | 5.4                               | 91.5                      | 0.2     |
| Rural   | 10014   | 1                       | 0.8                        | 1.2   | 6.1                               | 90.8                      | 0.1     |
|  <b>OCCUPATION</b>           |         |                         |                            |   |                                   |                           |         |
| Self-employed   | 2238    | 1.1                     | 0.7                        | 1.5   | 7.6                               | 89                        | 0.1     |
| Employee  | 8584    | 1.3                     | 1.3                        | 1.2   | 6.4                               | 89.6                      | 0.2     |
| Manual worker   | 2125    | 1.3                     | 0.5                        | 1.3   | 7.9                               | 89                        | 0       |
| Not working   | 12507   | 0.8                     | 0.7                        | 0.9   | 5                                 | 92.6                      | 0.1     |
|  <b>SMOKER OR NON-SMOKER</b> |         |                         |                            |   |                                   |                           |         |
| Smoker  | 8075    | 2.7                     | 2                          | 0.7   | 8.1                               | 86.3                      | 0.2     |
| Non-smoker  | 17499   | 0.3                     | 0.4                        | 1.3   | 4.9                               | 93.1                      | 0.1     |

Table 2c. Consumption of non-combustible tobacco (snuff, snus or chewing tobacco)  
– Sweden

QUESTION: Q2. Regarding oral tobacco such as snuff, snus or chewing tobacco, which of the following applies to you?








|   | Total N | % You take it every day | % You take it occasionally | % You used to take it regularly but you stopped | % You have tried it at least once | % You have never tried it | % DK/NA |
|---|---------|-------------------------|----------------------------|---|-----------------------------------|---------------------------|---------|
|  <b>Sweden</b>                 | 1000    | 12.3                    | 1.4                        | 5.6   | 20.9                              | 59.7                      | 0.1     |
|  <b>SEX</b>                    |         |                         |                            |   |                                   |                           |         |
| Male  | 493     | 22.8                    | 1.7                        | 7.8   | 24.3                              | 43.4                      | 0       |
| Female  | 507     | 2.2                     | 1.1                        | 3.5   | 17.6                              | 75.5                      | 0.2     |
|  <b>AGE</b>                    |         |                         |                            |   |                                   |                           |         |
| 15 - 24   | 128     | 11.1                    | 1.7                        | 1.6   | 25.1                              | 60.6                      | 0       |
| 25 - 39   | 242     | 15.7                    | 0.8                        | 5.3   | 29.7                              | 48.5                      | 0       |
| 40 - 54   | 239     | 17.1                    | 1.9                        | 9.2   | 21.1                              | 50.7                      | 0       |
| 55 +  | 391     | 7.9                     | 1.3                        | 5   | 13.8                              | 71.9                      | 0.2     |
|  <b>EDUCATION (end of)</b>    |         |                         |                            |   |                                   |                           |         |
| Until 15 years of age   | 85      | 16.9                    | 1.3                        | 6.9   | 15.6                              | 58.2                      | 1.1     |
| 16 - 20   | 318     | 16.5                    | 2.3                        | 4.7   | 18                                | 58.6                      | 0       |
| 20 +  | 443     | 9.5                     | 1.2                        | 7.2   | 22.3                              | 59.9                      | 0       |
| Still in education  | 131     | 11.3                    | 0                          | 0   | 30.6                              | 58.1                      | 0       |
|  <b>URBANISATION</b>         |         |                         |                            |   |                                   |                           |         |
| Metropolitan  | 276     | 9.9                     | 2                          | 6.1   | 22.9                              | 59                        | 0       |
| Urban   | 436     | 11.4                    | 1.3                        | 6.6   | 20.3                              | 60.3                      | 0.2     |
| Rural   | 285     | 16                      | 0.9                        | 3.8   | 20                                | 59.3                      | 0       |
|  <b>OCCUPATION</b>           |         |                         |                            |   |                                   |                           |         |
| Self-employed   | 72      | 25.6                    | 1                          | 6.7   | 18.1                              | 48.7                      | 0       |
| Employee  | 457     | 11.6                    | 1.2                        | 6.9   | 23.3                              | 57.1                      | 0       |
| Manual worker   | 34      | 42.6                    | 3.4                        | 3.2   | 21.2                              | 29.7                      | 0       |
| Not working   | 433     | 8.7                     | 1.5                        | 4.3   | 18.8                              | 66.5                      | 0.2     |
|  <b>SMOKER OR NON-SMOKER</b> |         |                         |                            |   |                                   |                           |         |
| Smoker  | 245     | 18.4                    | 3.7                        | 4.9   | 30.5                              | 42.4                      | 0       |
| Non-smoker  | 754     | 10.4                    | 0.6                        | 5.9   | 17.7                              | 65.4                      | 0.1     |

Table 3a. Exposure of non-smokers to tobacco smoke at home – *by country*

QUESTION: Q3a. Does any person living with you smoke inside your home every day or almost every day?

Base: non-smokers






























|  | Total N | % You live alone | % No one living with you smokes inside the house | % Someone living with you smokes inside the house | % DK/NA |
|--|---------|------------------|--|---|---------|
|  <b>EU27</b>      | 17499   | 9.1              | 77   | 13.6  | 0.3     |
| <b>COUNTRY</b>   |         |                  |  |   |         |
|  Belgium          | 739     | 4.9              | 76.6   | 18.1  | 0.3     |
|  Bulgaria         | 618     | 8.7              | 68.3   | 22.5  | 0.6     |
|  Czech Rep.       | 645     | 5.2              | 77   | 15.9  | 1.9     |
|  Denmark          | 659     | 9.5              | 73.8   | 16.6  | 0.1     |
|  Germany          | 678     | 17.8             | 68.9   | 12.9  | 0.4     |
|  Estonia          | 707     | 11.1             | 72.3   | 16.4  | 0.2     |
|  Greece           | 580     | 13.1             | 58.6   | 28.3  | 0       |
|  Spain          | 686     | 2.6              | 76.7   | 19.7  | 1       |
|  France         | 664     | 14.1             | 76.5   | 9.4   | 0       |
|  Ireland        | 713     | 3.8              | 82.4   | 13.8  | 0       |
|  Italy          | 714     | 2.6              | 86.4   | 11.1  | 0       |
|  Cyprus         | 354     | 3.6              | 65   | 31.4  | 0       |
|  Latvia         | 630     | 9                | 78.4   | 12.4  | 0.2     |
|  Lithuania      | 643     | 13               | 58.4   | 28.1  | 0.5     |
|  Luxembourg     | 358     | 13.2             | 78.8   | 8   | 0       |
|  Hungary        | 644     | 10.2             | 77.4   | 12.4  | 0       |
|  Malta          | 365     | 9.6              | 80.1   | 10.4  | 0       |
|  Netherlands    | 723     | 5.3              | 79.4   | 15.3  | 0       |
|  Austria        | 663     | 5.8              | 80.1   | 14.1  | 0       |
|  Poland         | 680     | 8.9              | 70.3   | 20.6  | 0.2     |
|  Portugal       | 745     | 2.8              | 84.6   | 12.5  | 0       |
|  Romania        | 644     | 8.4              | 68.3   | 22.8  | 0.4     |
|  Slovenia       | 774     | 6.8              | 78.7   | 14.5  | 0       |
|  Slovakia       | 650     | 7.5              | 79   | 13.3  | 0.2     |
|  Finland        | 751     | 9.5              | 88.4   | 2   | 0.1     |
|  Sweden         | 754     | 7.3              | 89.2   | 3.1   | 0.3     |
|  United Kingdom | 725     | 8.5              | 84.8   | 6.7   | 0       |
|  Norway         | 722     | 6.2              | 88.1   | 5.6   | 0.1     |

Table 3b. Exposure of non-smokers to tobacco smoke at home – *by segment*

QUESTION: Q3a. Does any person living with you smoke inside your home every day or almost every day?

Base: non-smokers







|   | Total N | % You live alone | % No one living with you smokes inside the house | % Someone living with you smokes inside the house | % DK/NA |
|---|---------|------------------|--|---|---------|
| <b>EU27</b>   | 17499   | 9.1              | 77   | 13.6  | 0.3     |
|  <b>SEX</b>                    |         |                  |  |   |         |
| Male  | 7686    | 7.6              | 79.2   | 12.8  | 0.3     |
| Female  | 9813    | 10.2             | 75.3   | 14.3  | 0.2     |
|  <b>AGE</b>                    |         |                  |  |   |         |
| 15 - 24   | 2664    | 1.9              | 71.2   | 26.9  | 0       |
| 25 - 39   | 3261    | 3.8              | 83.5   | 12.3  | 0.4     |
| 40 - 54   | 4205    | 4.1              | 82.6   | 13.2  | 0.1     |
| 55 +  | 7156    | 17.1             | 72.8   | 9.8   | 0.4     |
|  <b>EDUCATION (end of)</b>    |         |                  |  |   |         |
| Until 15 years of age   | 3178    | 14.6             | 73.1   | 11.9  | 0.4     |
| 16 - 20   | 7059    | 8.7              | 78.1   | 13  | 0.2     |
| 20 +  | 4646    | 7.9              | 80.6   | 11.2  | 0.3     |
| Still in education  | 2037    | 2.6              | 73.1   | 24.3  | 0       |
|  <b>URBANISATION</b>         |         |                  |  |   |         |
| Metropolitan  | 3178    | 11.6             | 74.3   | 13.7  | 0.4     |
| Urban   | 7338    | 7.7              | 77   | 15.1  | 0.2     |
| Rural   | 6861    | 9.3              | 78.4   | 12.1  | 0.3     |
|  <b>OCCUPATION</b>           |         |                  |  |   |         |
| Self-employed   | 1292    | 8.1              | 80.6   | 11.1  | 0.1     |
| Employee  | 5412    | 4.5              | 81.6   | 13.7  | 0.2     |
| Manual worker   | 1112    | 5.7              | 77.1   | 16.6  | 0.5     |
| Not working   | 9599    | 12.2             | 73.9   | 13.6  | 0.3     |
|  <b>SMOKER OR NON-SMOKER</b> |         |                  |  |   |         |
| Smoker  | 0       | 0                | 0  | 0   | 0       |
| Non-smoker  | 17499   | 9.1              | 77   | 13.6  | 0.3     |

Table 4a. Tobacco smoke exposure at smokers' homes – *by country*

QUESTION: Q3b. Do you or any other person living with you smoke inside your home every day or almost every day?

Base: smokers









|  | Total N | % You live alone | % You live with someone and none of you smoke inside the house | % You live with someone and only you smoke inside the house | % Only someone living with you smokes inside the house | % Both you and someone living with you smoke inside the house | % DK/NA |
|--|---------|------------------|--|---|--|---|---------|
|  <b>EU27</b>      | 8081    | 10.3             | 45   | 21.1  | 9.2  | 14.3  | 0.3     |
| <b>COUNTRY</b>   |         |                  |  |   |  |   |         |
|  Belgium          | 263     | 10.4             | 44   | 28.1  | 13.9   | 3.4   | 0.1     |
|  Bulgaria         | 384     | 7.5              | 28.9   | 23.9  | 12.5   | 25.7  | 1.5     |
|  Czech Rep.       | 358     | 5.6              | 41.9   | 16.3  | 17.3   | 17.3  | 1.6     |
|  Denmark          | 343     | 13.2             | 25.4   | 25.9  | 12.2   | 22.8  | 0.5     |
|  Germany          | 331     | 16.3             | 50.5   | 13.5  | 6  | 13  | 0.8     |
|  Estonia         | 298     | 9.5              | 48.7   | 22.3  | 9  | 9.1   | 1.4     |
|  Greece         | 420     | 14               | 25.4   | 30.7  | 9.5  | 20.4  | 0       |
|  Spain          | 316     | 6.1              | 37.9   | 25.7  | 11.8   | 18.4  | 0       |
|  France         | 344     | 10.9             | 57.4   | 16.7  | 6.6  | 8.2   | 0.1     |
|  Ireland        | 287     | 14               | 49.1   | 13.5  | 9.2  | 14.2  | 0       |
|  Italy          | 286     | 5.2              | 47.6   | 25.7  | 13.3   | 8.2   | 0       |
|  Cyprus         | 146     | 6.8              | 46.9   | 20  | 16.5   | 8.5   | 1.4     |
|  Latvia         | 372     | 7.2              | 51.5   | 20.5  | 12.3   | 8.1   | 0.4     |
|  Lithuania      | 360     | 12.5             | 26.3   | 26  | 17.5   | 16.8  | 0.9     |
|  Luxembourg     | 145     | 12.8             | 50.9   | 19.4  | 5.5  | 11  | 0.5     |
|  Hungary        | 362     | 11.5             | 38.5   | 15.4  | 9  | 23.7  | 1.8     |
|  Malta          | 138     | 10.8             | 53.5   | 18.8  | 2.8  | 14.1  | 0       |
|  Netherlands    | 280     | 7.2              | 43.5   | 30.1  | 5.1  | 13.9  | 0.1     |
|  Austria        | 338     | 7.7              | 54.7   | 16.4  | 8.9  | 11.9  | 0.4     |
|  Poland         | 322     | 11.8             | 24.5   | 32.6  | 11.1   | 20  | 0       |
|  Portugal       | 261     | 4                | 57.3   | 17.9  | 14.4   | 6.2   | 0.2     |
|  Romania        | 361     | 8.8              | 35.3   | 26.1  | 14.2   | 15.5  | 0       |
|  Slovenia       | 226     | 3.9              | 59.2   | 16.7  | 5.7  | 14.3  | 0.2     |
|  Slovakia       | 359     | 4.7              | 49.2   | 15.8  | 8.9  | 21.2  | 0.1     |
|  Finland        | 250     | 4.2              | 87.3   | 5.1   | 0.3  | 3.1   | 0       |
|  Sweden         | 246     | 6.3              | 72.2   | 9.3   | 4.2  | 7   | 1       |
|  United Kingdom | 277     | 11.4             | 45.3   | 19.3  | 4.5  | 19.4  | 0       |
|  Norway         | 280     | 9.7              | 51.8   | 18.3  | 5.6  | 13.2  | 1.4     |



Table 4b. Tobacco smoke exposure at smokers' homes – *by segment*

QUESTION: Q3b. Do you or any other person living with you smoke inside your home every day or almost every day?

Base: smokers


|   | Total N | % You live alone | % You live with someone and none of you smoke inside the house | % You live with someone and only you smoke inside the house | % Only someone living with you smokes inside the house | % Both you and someone living with you smoke inside the house | % DK/NA | Exposed to ETS | Exposed others to ETS |
|---|---------|------------------|--|---|--|---|---------|----------------|-----------------------|
| <b>EU27</b>   | 8081    | 10.3             | 45   | 21.1  | 9.2  | 14.3  | 0.3     | 23.5           | 35.4                  |
|  <b>SEX</b>                    |         |                  |  |   |  |   |         |                |                       |
| Male  | 4685    | 10.6             | 47.4   | 20.1  | 8.3  | 13.3  | 0.4     | 21.6           | 33.4                  |
| Female  | 3396    | 9.8              | 41.6   | 22.4  | 10.4   | 15.6  | 0.2     | 26             | 38                    |
|  <b>AGE</b>                    |         |                  |  |   |  |   |         |                |                       |
| 15 - 24   | 1242    | 3.3              | 48.1   | 21.1  | 13.5   | 14  | 0       | 27.5           | 35.1                  |
| 25 - 39   | 2403    | 7.1              | 45.8   | 20.3  | 9.3  | 17.4  | 0.2     | 26.7           | 37.7                  |
| 40 - 54   | 2823    | 10.9             | 46   | 21.2  | 8.6  | 12.8  | 0.5     | 21.4           | 34                    |
| 55 +  | 1588    | 19.4             | 39.4   | 21.9  | 6.6  | 12.3  | 0.3     | 18.9           | 34.2                  |
|  <b>EDUCATION (end of)</b>   |         |                  |  |   |  |   |         |                |                       |
| Until 15 years of age   | 978     | 14.1             | 36.3   | 26.8  | 8.8  | 13.8  | 0.2     | 22.6           | 40.6                  |
| 16 - 20   | 4060    | 10.9             | 42.6   | 22.5  | 8.4  | 15.4  | 0.2     | 23.8           | 37.9                  |
| 20 +  | 2123    | 9.9              | 51.6   | 17.5  | 8.1  | 12.3  | 0.6     | 20.4           | 29.8                  |
| Still in education  | 736     | 2.5              | 49.1   | 16.3  | 17.8   | 14.2  | 0       | 32             | 30.5                  |
|  <b>URBANISATION</b>         |         |                  |  |   |  |   |         |                |                       |
| Metropolitan  | 1582    | 12.8             | 44.5   | 19.9  | 9.4  | 12.8  | 0.5     | 22.2           | 32.7                  |
| Urban   | 3309    | 9.6              | 42.9   | 23.2  | 9.2  | 15  | 0.2     | 24.2           | 38.2                  |
| Rural   | 3153    | 9.7              | 47.5   | 19.5  | 9  | 14  | 0.4     | 23             | 33.5                  |
|  <b>OCCUPATION</b>           |         |                  |  |   |  |   |         |                |                       |
| Self-employed   | 946     | 9.9              | 45.7   | 22  | 8.2  | 13.6  | 0.7     | 21.8           | 35.6                  |
| Employee  | 3172    | 9                | 51.1   | 19.7  | 7.3  | 12.5  | 0.3     | 19.8           | 32.2                  |
| Manual worker   | 1013    | 10.4             | 36.3   | 24.4  | 11.3   | 17.5  | 0.2     | 28.8           | 41.9                  |
| Not working   | 2908    | 11.7             | 40.6   | 21.3  | 10.7   | 15.4  | 0.2     | 26.1           | 36.7                  |
|  <b>SMOKER OR NON-SMOKER</b> |         |                  |  |   |  |   |         |                |                       |
| Smoker  | 8075    | 10.3             | 44.9   | 21.1  | 9.1  | 14.3  | 0.3     | 23.4           | 35.4                  |
| Non-smoker  | 0       | 0                | 0  | 0   | 0  | 0   | 0       | 0              | 0                     |

Table 5a. Amount of exposure to tobacco smoke at the workplace – *by country*

QUESTION: Q4. At your workplace, how many hours are you exposed to tobacco smoke, on a daily basis?




































|  | Total N | % More than 5 hours a day | % 1-5 hour(s) | % Less than 1 hour | % Hardly ever | % Never exposed | % I do not work outside the home | % DK/NA |
|--|---------|---------------------------|---------------|--------------------|---------------|-----------------|----------------------------------|---------|
|  <b>EU27</b>      | 25580   | 3.4                       | 3.8           | 5.6                | 8.4           | 45.7            | 29.2                             | 4       |
| <b>COUNTRY</b>   |         |                           |               |                    |               |                 |                                  |         |
|  Belgium          | 1002    | 2.9                       | 2.6           | 4.6                | 8.8           | 47.7            | 27.3                             | 6       |
|  Bulgaria         | 1002    | 9.6                       | 7             | 6.2                | 12.2          | 23              | 38.5                             | 3.5     |
|  Czech Rep.       | 1003    | 5.2                       | 6.4           | 8                  | 11.6          | 54.2            | 10.1                             | 4.5     |
|  Denmark          | 1002    | 2.9                       | 5             | 7.1                | 7.7           | 57.2            | 17.6                             | 2.5     |
|  Germany          | 1009    | 2.9                       | 2.5           | 6.5                | 8.8           | 50.2            | 26.5                             | 2.6     |
|  Estonia          | 1005    | 2.8                       | 2.8           | 6.9                | 9.2           | 42              | 22.1                             | 14.2    |
|  Greece           | 1000    | 14.7                      | 10.1          | 5.4                | 5.5           | 15.3            | 45                               | 4       |
|  Spain            | 1002    | 5.8                       | 3             | 3.7                | 3.7           | 49.5            | 33.5                             | 0.9     |
|  France         | 1008    | 1                         | 2.1           | 7.9                | 11            | 54.9            | 22.4                             | 0.6     |
|  Ireland        | 1000    | 2.4                       | 4.9           | 3.8                | 12.3          | 55.9            | 14.1                             | 6.7     |
|  Italy          | 1000    | 2                         | 4.2           | 2.3                | 3.3           | 38.6            | 47.3                             | 2.3     |
|  Cyprus         | 500     | 10.1                      | 11.4          | 8.3                | 12            | 24.3            | 31.3                             | 2.6     |
|  Latvia         | 1002    | 2.9                       | 6.9           | 7.9                | 15.6          | 35.3            | 30.3                             | 1       |
|  Lithuania      | 1003    | 4.2                       | 5.7           | 9.1                | 10.7          | 30.6            | 30.9                             | 8.8     |
|  Luxembourg     | 503     | 1.6                       | 2.5           | 4.3                | 6.6           | 49.3            | 31.1                             | 4.7     |
|  Hungary        | 1006    | 4.3                       | 3.2           | 5.7                | 12.8          | 28.3            | 44.3                             | 1.4     |
|  Malta          | 503     | 3.1                       | 4.9           | 5.1                | 3.7           | 37.3            | 45.5                             | 0.4     |
|  Netherlands    | 1003    | 2.4                       | 2.3           | 4.5                | 5.8           | 50.8            | 29.5                             | 4.7     |
|  Austria        | 1001    | 4.5                       | 2.7           | 7.9                | 7.9           | 48              | 27.1                             | 1.8     |
|  Poland         | 1002    | 3.9                       | 7.1           | 7                  | 12.9          | 24.9            | 42                               | 2.1     |
|  Portugal       | 1006    | 4.2                       | 3.3           | 1.8                | 4.2           | 58.6            | 27.4                             | 0.5     |
|  Romania        | 1005    | 8.5                       | 7.5           | 7.9                | 13            | 28.5            | 33.2                             | 1.4     |
|  Slovenia       | 1000    | 2.1                       | 3.2           | 5.2                | 5.9           | 54.9            | 24.6                             | 4.1     |
|  Slovakia       | 1009    | 5.1                       | 5.3           | 10.6               | 14.3          | 40.2            | 20.5                             | 4       |
|  Finland        | 1001    | 0.9                       | 1.8           | 6                  | 8.6           | 53.9            | 27.4                             | 1.4     |
|  Sweden         | 1000    | 0.3                       | 1.7           | 4.3                | 7.6           | 63.9            | 16.2                             | 5.9     |
|  United Kingdom | 1002    | 1.3                       | 2.5           | 4.3                | 8.5           | 56.3            | 11.1                             | 16      |
|  Norway         | 1002    | 1.4                       | 2.3           | 6.1                | 7             | 58.9            | 18.9                             | 5.4     |

Table 5b. Amount of exposure to tobacco smoke at the workplace – *by segment*







QUESTION: Q4. At your workplace, how many hours are you exposed to tobacco smoke, on a daily basis?

|   | Total<br>N | %<br>More<br>than 5<br>hours<br>a day | % 1-5<br>hour(s) | % Less<br>than 1<br>hour | %<br>Hardly<br>ever | % Never<br>exposed | % I do<br>not<br>work<br>outside<br>the<br>home | %<br>DK/NA |
|---|------------|---------------------------------------|------------------|--------------------------|---------------------|--------------------|---|------------|
| <b>EU27</b>   | 25580      | 3.4                                   | 3.8              | 5.6                      | 8.4                 | 45.7               | 29.2  | 4          |
|  <b>SEX</b>                    |            |                                       |                  |                          |                     |                    |   |            |
| Male  | 12371      | 4.8                                   | 5.4              | 7.3                      | 10.9                | 46.8               | 21.5  | 3.3        |
| Female  | 13209      | 2.1                                   | 2.2              | 4                        | 6.1                 | 44.7               | 36.3  | 4.6        |
|  <b>AGE</b>                    |            |                                       |                  |                          |                     |                    |   |            |
| 15 - 24   | 3905       | 3.1                                   | 6.8              | 10.3                     | 15.8                | 41.3               | 20.9  | 1.8        |
| 25 - 39   | 5664       | 5                                     | 4.7              | 8.8                      | 10.1                | 59.4               | 9.9   | 2.1        |
| 40 - 54   | 7029       | 4.8                                   | 4.6              | 5.4                      | 9.3                 | 60.7               | 14  | 1.3        |
| 55 +  | 8744       | 1.5                                   | 1.2              | 1.6                      | 3.2                 | 26.8               | 57.4  | 8.2        |
|  <b>EDUCATION (end of)</b>     |            |                                       |                  |                          |                     |                    |   |            |
| Until 15 years of age   | 4156       | 2                                     | 2.2              | 1.9                      | 3.8                 | 27.8               | 54.8  | 7.4        |
| 16 - 20   | 11119      | 4.1                                   | 4.3              | 5.8                      | 8.6                 | 46.4               | 26.9  | 3.8        |
| 20 +  | 6769       | 3.5                                   | 3.1              | 5.6                      | 8.9                 | 58.2               | 18.4  | 2.3        |
| Still in education  | 2773       | 1.5                                   | 5.9              | 10.2                     | 14.1                | 42.8               | 23  | 2.5        |
|  <b>URBANISATION</b>         |            |                                       |                  |                          |                     |                    |   |            |
| Metropolitan  | 4760       | 3.2                                   | 4.8              | 6.9                      | 11.2                | 46.6               | 24.6  | 2.7        |
| Urban   | 10647      | 3.6                                   | 3.7              | 5.8                      | 8                   | 45.2               | 29.1  | 4.6        |
| Rural   | 10014      | 3.2                                   | 3.4              | 4.7                      | 7.5                 | 46.1               | 31.1  | 4          |
|  <b>OCCUPATION</b>           |            |                                       |                  |                          |                     |                    |   |            |
| Self-employed   | 2238       | 8.8                                   | 4.3              | 4.8                      | 8.8                 | 66.7               | 5.7   | 1          |
| Employee  | 8584       | 3.9                                   | 4.6              | 7.6                      | 10.7                | 71.9               | 1.1   | 0.2        |
| Manual worker   | 2125       | 8.8                                   | 9.5              | 12.4                     | 16.5                | 50.2               | 2.1   | 0.5        |
| Not working   | 12507      | 1.2                                   | 2.1              | 3.1                      | 5.3                 | 23.2               | 57.5  | 7.7        |
|  <b>SMOKER OR NON-SMOKER</b> |            |                                       |                  |                          |                     |                    |   |            |
| Smoker  | 8075       | 6.4                                   | 6.3              | 8.8                      | 9                   | 45.5               | 21  | 3          |
| Non-smoker  | 17499      | 2                                     | 2.6              | 4                        | 8.1                 | 45.8               | 33  | 4.5        |

**Table 5c. Amount of exposure to tobacco smoke at work (base: respondents working away from the home)– *by segment***

**QUESTION: Q4. At your workplace, how many hours are you exposed to tobacco smoke, on a daily basis?**

*Base: respondents working away from the home*

|   | Total<br>N | %<br>More<br>than 5<br>hours<br>a day | % 1-5<br>hour(s) | % Less<br>than 1<br>hour | %<br>Hardly<br>ever | % Never<br>exposed |
|---|------------|---------------------------------------|------------------|--------------------------|---------------------|--------------------|
| <b>EU27</b>   | 17096      | 5.1                                   | 5.6              | 8.3                      | 12.6                | 68.4               |
|  <b>SEX</b>                    |            |                                       |                  |                          |                     |                    |
| Male  | 9296       | 6.4                                   | 7.2              | 9.7                      | 14.5                | 62.3               |
| Female  | 7801       | 3.6                                   | 3.8              | 6.7                      | 10.3                | 75.7               |
|  <b>AGE</b>                    |            |                                       |                  |                          |                     |                    |
| 15 - 24   | 3018       | 4.0                                   | 8.8              | 13.3                     | 20.4                | 53.5               |
| 25 - 39   | 4986       | 5.7                                   | 5.4              | 10.0                     | 11.5                | 67.5               |
| 40 - 54   | 5954       | 5.6                                   | 5.4              | 6.3                      | 11.0                | 71.6               |
| 55 +  | 3000       | 4.4                                   | 3.5              | 4.7                      | 9.3                 | 78.1               |
|  <b>EDUCATION (end of)</b>    |            |                                       |                  |                          |                     |                    |
| Until 15 years of age   | 1570       | 5.4                                   | 5.7              | 5.1                      | 10.1                | 73.6               |
| 16 - 20   | 7707       | 5.9                                   | 6.2              | 8.4                      | 12.5                | 67.0               |
| 20 +  | 5367       | 4.4                                   | 4.0              | 7.0                      | 11.2                | 73.4               |
| Still in education  | 2066       | 2.1                                   | 7.9              | 13.6                     | 18.9                | 57.5               |
|  <b>URBANISATION</b>         |            |                                       |                  |                          |                     |                    |
| Metropolitan  | 3460       | 4.4                                   | 6.6              | 9.5                      | 15.5                | 64.1               |
| Urban   | 7065       | 5.5                                   | 5.5              | 8.8                      | 12.1                | 68.1               |
| Rural   | 6500       | 5.0                                   | 5.2              | 7.2                      | 11.5                | 71.1               |
|  <b>OCCUPATION</b>           |            |                                       |                  |                          |                     |                    |
| Self-employed   | 2088       | 9.4                                   | 4.6              | 5.1                      | 9.4                 | 71.5               |
| Employee  | 8473       | 4.0                                   | 4.7              | 7.7                      | 10.9                | 72.8               |
| Manual worker   | 2071       | 9.0                                   | 9.8              | 12.7                     | 16.9                | 51.5               |
| Not working <sup>1</sup>  | 4357       | 3.3                                   | 5.9              | 8.8                      | 15.3                | 66.6               |
|  <b>SMOKER OR NON-SMOKER</b> |            |                                       |                  |                          |                     |                    |
| Smoker  | 6140       | 8.4                                   | 8.2              | 11.6                     | 11.9                | 59.8               |
| Non-smoker  | 10949      | 3.2                                   | 4.2              | 6.5                      | 13.0                | 73.2               |

<sup>1</sup> approximately half of the “non-working” respondents (i.e. without a professional activity), but working away from the home, are students.

Table 6a. Workplace smoking restrictions – *by country*

QUESTION: Q5. What best describes the smoking restrictions at your place of work?






























|  | Total N | % Smoking is not allowed anywhere indoors | % Smoking is allowed only in a special smoking room | % Smoking is allowed in some areas but not everywhere within the building | % Smoking is not restricted at all | % I do not work indoors | % I do not work outside the home | % DK/NA |
|--|---------|---|---|---|------------------------------------|-------------------------|----------------------------------|---------|
|  <b>EU27</b>      | 25580   | 39.9                                      | 10.4  | 5.4   | 5.2                                | 5                       | 29                               | 5.2     |
| <b>COUNTRY</b>   |         |   |   |   |                                    |                         |                                  |         |
|  Belgium          | 1002    | 44.6                                      | 10.2  | 3.2   | 6                                  | 2.8                     | 25.9                             | 7.3     |
|  Bulgaria         | 1002    | 17.5                                      | 9.5   | 13.3  | 10.9                               | 6.1                     | 37.5                             | 5.1     |
|  Czech Rep.       | 1003    | 34.6                                      | 18.7  | 7.9   | 12.1                               | 5.8                     | 13.2                             | 7.7     |
|  Denmark          | 1002    | 53.3                                      | 10.7  | 5.3   | 4.3                                | 2.4                     | 19.3                             | 4.7     |
|  Germany          | 1009    | 35  | 12.4  | 7.5   | 6.5                                | 3.7                     | 30.1                             | 4.9     |
|  Estonia         | 1005    | 28.9                                      | 22.3  | 6.4   | 3.5                                | 5.9                     | 19.8                             | 13.1    |
|  Greece         | 1000    | 9.1                                       | 7.8   | 11  | 17.4                               | 5.9                     | 44.7                             | 4       |
|  Spain          | 1002    | 41.5                                      | 4   | 4.8   | 7.4                                | 6.4                     | 34                               | 2       |
|  France         | 1008    | 59.1                                      | 6.4   | 2.8   | 2.9                                | 5.4                     | 21.5                             | 1.9     |
|  Ireland        | 1000    | 58.6                                      | 5.4   | 6.2   | 6                                  | 2.6                     | 13.6                             | 7.6     |
|  Italy          | 1000    | 38.2                                      | 4.8   | 3.3   | 2.2                                | 4.2                     | 46.8                             | 0.6     |
|  Cyprus         | 500     | 24.4                                      | 11.4  | 7.6   | 17.2                               | 6.3                     | 28.9                             | 4.2     |
|  Latvia         | 1002    | 30.2                                      | 13.4  | 7.4   | 6.4                                | 11.9                    | 28.2                             | 2.5     |
|  Lithuania      | 1003    | 19.4                                      | 12.6  | 15.9  | 6.8                                | 9                       | 28.9                             | 7.3     |
|  Luxembourg     | 503     | 49  | 6.6   | 4.3   | 2.5                                | 1.5                     | 29.9                             | 6.2     |
|  Hungary        | 1006    | 17.6                                      | 22.3  | 3.7   | 5.4                                | 5.9                     | 43.1                             | 2       |
|  Malta          | 503     | 33.2                                      | 7.5   | 5.1   | 4.1                                | 6                       | 43.3                             | 0.7     |
|  Netherlands    | 1003    | 32.7                                      | 22.8  | 3.2   | 4.1                                | 2                       | 28.9                             | 6.3     |
|  Austria        | 1001    | 24.3                                      | 21.2  | 10.2  | 8.5                                | 7.4                     | 24                               | 4.4     |
|  Poland         | 1002    | 16.9                                      | 23.4  | 5.7   | 4.7                                | 9.1                     | 37.5                             | 2.8     |
|  Portugal       | 1006    | 48.9                                      | 8.7   | 3.8   | 5.1                                | 8.6                     | 24                               | 1       |
|  Romania        | 1005    | 21.8                                      | 19.9  | 10.5  | 6.3                                | 5.1                     | 33.7                             | 2.7     |
|  Slovenia       | 1000    | 45.5                                      | 7.5   | 7   | 4.4                                | 8.8                     | 21.3                             | 5.5     |
|  Slovakia       | 1009    | 34.6                                      | 15.4  | 10.2  | 8.3                                | 8.1                     | 17.5                             | 5.9     |
|  Finland        | 1001    | 46.1                                      | 9.2   | 5.9   | 3.1                                | 3.5                     | 30.2                             | 2       |
|  Sweden         | 1000    | 63.5                                      | 5.2   | 3.3   | 3                                  | 2.7                     | 16.3                             | 6       |
|  United Kingdom | 1002    | 59.7                                      | 3.6   | 2.7   | 2.1                                | 3.1                     | 9.8                              | 19      |
|  Norway         | 1002    | 55.3                                      | 6.6   | 3.6   | 1.9                                | 1.5                     | 23                               | 8.2     |

Table 6b. Workplace smoking restrictions – *by segment*

QUESTION: Q5. What best describes the smoking restrictions at your place of work?













|   | Total N | % Smoking is not allowed anywhere indoors | % Smoking is allowed only in a special smoking room | % Smoking is allowed in some areas but not everywhere within the building | % Smoking is not restricted at all | % I do not work indoors | % I do not work outside the home | % DK/NA |
|---|---------|---|---|---|------------------------------------|-------------------------|----------------------------------|---------|
| <b>EU27</b>   | 25580   | 39.9                                      | 10.4  | 5.4   | 5.2                                | 5                       | 29                               | 5.2     |
|  <b>SEX</b>                    |         |   |   |   |                                    |                         |                                  |         |
| Male  | 12371   | 41.9                                      | 12.1  | 6.4   | 7.1                                | 6.7                     | 21.5                             | 4.3     |
| Female  | 13209   | 38  | 8.8   | 4.4   | 3.4                                | 3.4                     | 36                               | 6       |
|  <b>AGE</b>                    |         |   |   |   |                                    |                         |                                  |         |
| 15 - 24   | 3905    | 47.6                                      | 13  | 8   | 5.7                                | 3.2                     | 19                               | 3.4     |
| 25 - 39   | 5664    | 55.2                                      | 15.4  | 6.3   | 5.8                                | 4                       | 10.4                             | 2.8     |
| 40 - 54   | 7029    | 51.3                                      | 12.5  | 6.7   | 7                                  | 5.8                     | 14.7                             | 2       |
| 55 +  | 8744    | 17.7                                      | 4.3   | 2.4   | 3.2                                | 5.8                     | 56.7                             | 9.9     |
|  <b>EDUCATION (end of)</b>   |         |   |   |   |                                    |                         |                                  |         |
| Until 15 years of age   | 4156    | 19.3                                      | 4.1   | 1.8   | 4.1                                | 7.3                     | 54.5                             | 8.9     |
| 16 - 20   | 11119   | 38.7                                      | 11.4  | 6   | 6.2                                | 5.6                     | 26.8                             | 5.3     |
| 20 +  | 6769    | 51.7                                      | 12.3  | 6.2   | 4.5                                | 3.6                     | 18.6                             | 3.2     |
| Still in education  | 2773    | 50.3                                      | 11.3  | 6.4   | 3.9                                | 3.3                     | 21.4                             | 3.3     |
|  <b>URBANISATION</b>         |         |   |   |   |                                    |                         |                                  |         |
| Metropolitan  | 4760    | 42  | 13.5  | 6.2   | 5.1                                | 4.6                     | 24.5                             | 4.2     |
| Urban   | 10647   | 40.9                                      | 10.1  | 4.8   | 5.1                                | 4.6                     | 29                               | 5.6     |
| Rural   | 10014   | 38  | 9.3   | 5.7   | 5.3                                | 5.7                     | 30.8                             | 5.2     |
|  <b>OCCUPATION</b>           |         |   |   |   |                                    |                         |                                  |         |
| Self-employed   | 2238    | 49.6                                      | 9.2   | 7.6   | 12.4                               | 10.8                    | 8.6                              | 1.9     |
| Employee  | 8584    | 67.9                                      | 15.5  | 7.6   | 5.2                                | 2.3                     | 1                                | 0.4     |
| Manual worker   | 2125    | 43.3                                      | 21.6  | 9.1   | 12.8                               | 11.1                    | 1.6                              | 0.6     |
| Not working   | 12507   | 18.4                                      | 5.1   | 2.7   | 2.5                                | 4.8                     | 56.6                             | 9.8     |
|  <b>SMOKER OR NON-SMOKER</b> |         |   |   |   |                                    |                         |                                  |         |
| Smoker  | 8075    | 43.5                                      | 12.8  | 6.9   | 7.2                                | 5.8                     | 20.2                             | 3.7     |
| Non-smoker  | 17499   | 38.2                                      | 9.3   | 4.7   | 4.2                                | 4.6                     | 33                               | 5.9     |

Table 6c. Workplace smoking restrictions (base: respondents working in an indoor facility) – *by segment*

QUESTION: Q5. What best describes the smoking restrictions at your place of work?

Base: respondents working in an indoor facility

|   | Total N | % Smoking is not allowed anywhere indoors | % Smoking is allowed only in a special smoking room | % Smoking is allowed in some areas but not everywhere within the building | % Smoking is not restricted at all |
|---|---------|---|---|---|------------------------------------|
| <b>EU27</b>   | 15562   | 65.6                                      | 17.1  | 8.8   | 8.5                                |
|  <b>SEX</b>                    |         |   |   |   |                                    |
| Male  | 8346    | 62.1                                      | 18.0  | 9.4   | 10.5                               |
| Female  | 7216    | 69.6                                      | 16.1  | 8.1   | 6.2                                |
|  <b>AGE</b>                   |         |   |   |   |                                    |
| 15 - 24   | 2904    | 64.0                                      | 17.5  | 10.8  | 7.6                                |
| 25 - 39   | 4691    | 66.7                                      | 18.7  | 7.7   | 7.0                                |
| 40 - 54   | 5444    | 66.2                                      | 16.2  | 8.6   | 9.0                                |
| 55 +  | 2407    | 64.3                                      | 15.7  | 8.6   | 11.5                               |
|  <b>EDUCATION (end of)</b>   |         |   |   |   |                                    |
| Until 15 years of age   | 1216    | 65.8                                      | 14.1  | 6.0   | 14.1                               |
| 16 - 20   | 6934    | 62.0                                      | 18.3  | 9.7   | 10.0                               |
| 20 +  | 5055    | 69.2                                      | 16.5  | 8.3   | 6.0                                |
| Still in education  | 1994    | 70.0                                      | 15.7  | 8.9   | 5.4                                |
|  <b>URBANISATION</b>         |         |   |   |   |                                    |
| Metropolitan  | 3176    | 62.9                                      | 20.2  | 9.3   | 7.7                                |
| Urban   | 6477    | 67.3                                      | 16.6  | 7.8   | 8.3                                |
| Rural   | 5840    | 65.2                                      | 16.0  | 9.7   | 9.1                                |
|  <b>OCCUPATION</b>           |         |   |   |   |                                    |
| Self-employed   | 1763    | 62.9                                      | 11.7  | 9.6   | 15.8                               |
| Employee  | 8262    | 70.5                                      | 16.1  | 7.9   | 5.4                                |
| Manual worker   | 1843    | 49.9                                      | 24.9  | 10.5  | 14.7                               |
| Not working <sup>1</sup>  | 3596    | 64.1                                      | 17.9  | 9.4   | 8.6                                |
|  <b>SMOKER OR NON-SMOKER</b> |         |   |   |   |                                    |
| Smoker  | 5681    | 61.9                                      | 18.1  | 9.8   | 10.2                               |
| Non-smoker  | 9877    | 67.7                                      | 16.5  | 8.3   | 7.5                                |

<sup>1</sup> approximately half of the “non-working” respondents (i.e. without a professional activity), but working away from the home, are students.

Table 7a. Attitudes towards smoking restrictions in restaurants – *by country*

QUESTION: Q6\_A. Are you in favour of smoking bans in the following places? - Restaurants






























|  | Total N | % Totally opposed | % Somewhat opposed | % Somewhat in favour | % Totally in favour | % DK/NA |
|--|---------|-------------------|--------------------|----------------------|---------------------|---------|
|  <b>EU27</b>      | 25580   | 11                | 8.7                | 15.7                 | 62.5                | 2.1     |
| <b>COUNTRY</b>   |         |                   |                    |                      |                     |         |
|  Belgium          | 1002    | 8.6               | 6.2                | 10.4                 | 72                  | 2.7     |
|  Bulgaria         | 1002    | 14.9              | 15.8               | 14.1                 | 50.9                | 4.3     |
|  Czech Rep.       | 1003    | 12.1              | 20.8               | 23.7                 | 40.8                | 2.7     |
|  Denmark          | 1002    | 16.4              | 14.5               | 18.5                 | 48.8                | 1.8     |
|  Germany          | 1009    | 18.2              | 11.5               | 14.1                 | 54.1                | 2       |
|  Estonia          | 1005    | 9                 | 6.5                | 18.8                 | 62.3                | 3.4     |
|  Greece           | 1000    | 12.9              | 10.1               | 15.9                 | 59.3                | 1.7     |
|  Spain            | 1002    | 14.4              | 13                 | 18.3                 | 50.6                | 3.7     |
|  France           | 1008    | 7.8               | 7.7                | 22.8                 | 60.1                | 1.7     |
|  Ireland         | 1000    | 11.3              | 3.2                | 6.6                  | 77.9                | 0.9     |
|  Italy          | 1000    | 3.2               | 1.4                | 6.6                  | 88.4                | 0.4     |
|  Cyprus         | 500     | 22.6              | 11.8               | 12.1                 | 52.5                | 1       |
|  Latvia         | 1002    | 6.5               | 9.2                | 24.2                 | 56.7                | 3.4     |
|  Lithuania      | 1003    | 7.7               | 7.8                | 17.2                 | 64.4                | 2.9     |
|  Luxembourg     | 503     | 8.3               | 3                  | 13.7                 | 73                  | 1.9     |
|  Hungary        | 1006    | 7.9               | 9.4                | 20.4                 | 60.7                | 1.6     |
|  Malta          | 503     | 9                 | 2.3                | 7.3                  | 80.8                | 0.7     |
|  Netherlands    | 1003    | 19.6              | 11.3               | 13.2                 | 53.3                | 2.6     |
|  Austria        | 1001    | 19.1              | 15.6               | 24.8                 | 37.6                | 2.9     |
|  Poland         | 1002    | 10.3              | 11.9               | 28.3                 | 46.5                | 3       |
|  Portugal       | 1006    | 8.5               | 5.1                | 9.6                  | 75.7                | 1       |
|  Romania        | 1005    | 13.1              | 8.1                | 14.2                 | 61.2                | 3.4     |
|  Slovenia       | 1000    | 10.5              | 4.6                | 10.8                 | 73.3                | 0.8     |
|  Slovakia       | 1009    | 7.5               | 10.1               | 25.7                 | 54.1                | 2.5     |
|  Finland        | 1001    | 7.7               | 8.8                | 17.5                 | 64.8                | 1.2     |
|  Sweden         | 1000    | 6.7               | 5.1                | 6.3                  | 81.1                | 0.8     |
|  United Kingdom | 1002    | 7.3               | 4.6                | 10.1                 | 76.2                | 1.8     |
|  Norway         | 1002    | 10.4              | 9.6                | 9.1                  | 69.6                | 1.3     |



Table 7b. Attitudes towards smoking restrictions in restaurants – *by segment*

QUESTION: Q6\_A. Are you in favour of smoking bans in the following places? - Restaurants







|   | Total N | %<br>Totally<br>opposed | %<br>Somewhat<br>opposed | %<br>Somewhat<br>in favour | %<br>Totally<br>in favour | %<br>DK/NA |
|---|---------|-------------------------|--------------------------|----------------------------|---------------------------|------------|
| <b>EU27</b>   | 25580   | 11                      | 8.7                      | 15.7                       | 62.5                      | 2.1        |
|  <b>SEX</b>                    |         |                         |                          |                            |                           |            |
| Male  | 12371   | 12.6                    | 9                        | 15.7                       | 60.2                      | 2.5        |
| Female  | 13209   | 9.5                     | 8.4                      | 15.6                       | 64.8                      | 1.7        |
|  <b>AGE</b>                    |         |                         |                          |                            |                           |            |
| 15 - 24   | 3905    | 9.7                     | 8.5                      | 20.5                       | 59.9                      | 1.4        |
| 25 - 39   | 5664    | 9.6                     | 10.1                     | 17.8                       | 61.4                      | 1.2        |
| 40 - 54   | 7029    | 12.2                    | 8.9                      | 14.1                       | 62.7                      | 2          |
| 55 +  | 8744    | 11.6                    | 7.8                      | 13.4                       | 64.2                      | 2.9        |
|  <b>EDUCATION (end of)</b>     |         |                         |                          |                            |                           |            |
| Until 15 years of age   | 4156    | 10.6                    | 6.5                      | 12.1                       | 67.6                      | 3.3        |
| 16 - 20   | 11119   | 12.1                    | 9.6                      | 16.6                       | 59.8                      | 1.9        |
| 20 +  | 6769    | 10.3                    | 8.4                      | 14.9                       | 64.9                      | 1.5        |
| Still in education  | 2773    | 7.8                     | 8.4                      | 20.7                       | 61.7                      | 1.4        |
|  <b>URBANISATION</b>         |         |                         |                          |                            |                           |            |
| Metropolitan  | 4760    | 13.3                    | 9.3                      | 16                         | 58.8                      | 2.5        |
| Urban   | 10647   | 9.9                     | 8                        | 16                         | 64.3                      | 1.7        |
| Rural   | 10014   | 11.2                    | 9.2                      | 15.2                       | 62.2                      | 2.2        |
|  <b>OCCUPATION</b>           |         |                         |                          |                            |                           |            |
| Self-employed   | 2238    | 14.6                    | 9.6                      | 12.3                       | 61.9                      | 1.6        |
| Employee  | 8584    | 10.7                    | 8.7                      | 16.5                       | 62.7                      | 1.5        |
| Manual worker   | 2125    | 12.8                    | 10.3                     | 20.1                       | 54                        | 2.7        |
| Not working   | 12507   | 10.3                    | 8.2                      | 15                         | 64                        | 2.5        |
|  <b>SMOKER OR NON-SMOKER</b> |         |                         |                          |                            |                           |            |
| Smoker  | 8075    | 16.5                    | 13.3                     | 19.2                       | 49.4                      | 1.6        |
| Non-smoker  | 17499   | 8.5                     | 6.6                      | 14                         | 68.6                      | 2.3        |

Table 8a. Attitudes towards smoking restrictions in bars, pubs and clubs – *by country*

QUESTION: Q6\_B. Are you in favour of smoking bans in the following places? - Bars, pubs and clubs






























|  | Total N | % Totally opposed | % Somewhat opposed | % Somewhat in favour | % Totally in favour | % DK/NA |
|--|---------|-------------------|--------------------|----------------------|---------------------|---------|
|  <b>EU27</b>      | 25580   | 16.5              | 14.9               | 18.1                 | 46.7                | 3.8     |
| <b>COUNTRY</b>   |         |                   |                    |                      |                     |         |
|  Belgium          | 1002    | 21.2              | 20.4               | 13.1                 | 40.6                | 4.7     |
|  Bulgaria         | 1002    | 15.5              | 16.8               | 15.1                 | 48.2                | 4.4     |
|  Czech Rep.       | 1003    | 18.6              | 27.4               | 23.8                 | 27.1                | 3.2     |
|  Denmark          | 1002    | 22.7              | 16.8               | 21.5                 | 33.8                | 5.2     |
|  Germany          | 1009    | 29                | 21.2               | 17                   | 27.8                | 4.9     |
|  Estonia          | 1005    | 9.7               | 7.7                | 24.7                 | 54.3                | 3.6     |
|  Greece           | 1000    | 21.3              | 11                 | 16.4                 | 46.8                | 4.5     |
|  Spain            | 1002    | 18.4              | 16.3               | 19.4                 | 40.9                | 5       |
|  France           | 1008    | 10.5              | 17.9               | 26.1                 | 41.2                | 4.3     |
|  Ireland         | 1000    | 12.8              | 5.5                | 10.3                 | 70.1                | 1.2     |
|  Italy          | 1000    | 3.2               | 3                  | 6.6                  | 86.5                | 0.7     |
|  Cyprus         | 500     | 25.3              | 13.5               | 12.2                 | 46.9                | 2.2     |
|  Latvia         | 1002    | 9.4               | 12.6               | 28.4                 | 45.7                | 3.9     |
|  Lithuania      | 1003    | 10                | 13.4               | 19.6                 | 54.1                | 3       |
|  Luxembourg     | 503     | 14.5              | 19.6               | 20.9                 | 39.4                | 5.7     |
|  Hungary        | 1006    | 18.2              | 17.4               | 24.5                 | 37.4                | 2.5     |
|  Malta          | 503     | 14.8              | 11.1               | 7.1                  | 65.1                | 2       |
|  Netherlands    | 1003    | 31.5              | 20                 | 13.1                 | 30.6                | 4.8     |
|  Austria        | 1001    | 30.7              | 17.1               | 23.2                 | 24.2                | 4.8     |
|  Poland         | 1002    | 12.4              | 17.6               | 28.7                 | 37.3                | 4       |
|  Portugal       | 1006    | 11.3              | 15.9               | 12.2                 | 56.3                | 4.2     |
|  Romania        | 1005    | 17.9              | 11.6               | 15.7                 | 50.3                | 4.5     |
|  Slovenia       | 1000    | 15.6              | 12.8               | 16.1                 | 52.8                | 2.7     |
|  Slovakia       | 1009    | 17                | 21.5               | 25.4                 | 32.5                | 3.6     |
|  Finland        | 1001    | 9.7               | 13.5               | 21.6                 | 51.9                | 3.2     |
|  Sweden         | 1000    | 9.2               | 6.2                | 12.8                 | 69.9                | 1.8     |
|  United Kingdom | 1002    | 13.8              | 9.8                | 17.2                 | 55.7                | 3.5     |
|  Norway         | 1002    | 12                | 11.9               | 10.7                 | 60.6                | 4.7     |

Table 8b. Attitudes towards smoking restrictions in bars, pubs and clubs – *by segment*

QUESTION: Q6\_B. Are you in favour of smoking bans in the following places? - Bars, pubs and clubs







|   | Total N | %<br>Totally<br>opposed | %<br>Somewhat<br>opposed | %<br>Somewhat<br>in favour | %<br>Totally<br>in favour | %<br>DK/NA |
|---|---------|-------------------------|--------------------------|----------------------------|---------------------------|------------|
| <b>EU27</b>   | 25580   | 16.5                    | 14.9                     | 18.1                       | 46.7                      | 3.8        |
|  <b>SEX</b>                    |         |                         |                          |                            |                           |            |
| Male  | 12371   | 19.5                    | 14.6                     | 17.6                       | 44.8                      | 3.6        |
| Female  | 13209   | 13.7                    | 15.2                     | 18.6                       | 48.6                      | 3.9        |
|  <b>AGE</b>                    |         |                         |                          |                            |                           |            |
| 15 - 24   | 3905    | 18.2                    | 16.6                     | 20                         | 43.7                      | 1.5        |
| 25 - 39   | 5664    | 17.4                    | 16.9                     | 21.4                       | 41.9                      | 2.4        |
| 40 - 54   | 7029    | 18.1                    | 14.5                     | 17.9                       | 46.3                      | 3.3        |
| 55 +  | 8744    | 14.1                    | 13.3                     | 15.3                       | 51.4                      | 5.9        |
|  <b>EDUCATION (end of)</b>     |         |                         |                          |                            |                           |            |
| Until 15 years of age   | 4156    | 12.9                    | 12.1                     | 12.3                       | 56.4                      | 6.2        |
| 16 - 20   | 11119   | 18.4                    | 15.9                     | 18.5                       | 43.5                      | 3.6        |
| 20 +  | 6769    | 15.2                    | 14.5                     | 21                         | 46.2                      | 3.1        |
| Still in education  | 2773    | 15.9                    | 16.1                     | 19.7                       | 46.7                      | 1.7        |
|  <b>URBANISATION</b>         |         |                         |                          |                            |                           |            |
| Metropolitan  | 4760    | 18.3                    | 15.3                     | 18.4                       | 43.8                      | 4.1        |
| Urban   | 10647   | 14.4                    | 14.1                     | 18.7                       | 49.6                      | 3.2        |
| Rural   | 10014   | 17.9                    | 15.5                     | 17.6                       | 44.8                      | 4.2        |
|  <b>OCCUPATION</b>           |         |                         |                          |                            |                           |            |
| Self-employed   | 2238    | 20.8                    | 13.8                     | 16.3                       | 46                        | 3.1        |
| Employee  | 8584    | 17.1                    | 15.7                     | 21.5                       | 43.1                      | 2.6        |
| Manual worker   | 2125    | 19                      | 18.2                     | 18                         | 40.1                      | 4.6        |
| Not working   | 12507   | 14.7                    | 13.9                     | 16.2                       | 50.6                      | 4.6        |
|  <b>SMOKER OR NON-SMOKER</b> |         |                         |                          |                            |                           |            |
| Smoker  | 8075    | 27.2                    | 19                       | 17.5                       | 33.6                      | 2.8        |
| Non-smoker  | 17499   | 11.5                    | 13                       | 18.4                       | 52.8                      | 4.2        |

Table 9a. Attitudes towards smoking restrictions in offices and other indoor work places – *by country*

QUESTION: Q6\_C. Are you in favour of smoking bans in the following places? - Offices and other indoor work places






























|  | Total N | % Totally opposed | % Somewhat opposed | % Somewhat in favour | % Totally in favour | % DK/NA |
|--|---------|-------------------|--------------------|----------------------|---------------------|---------|
|  <b>EU27</b>      | 25580   | 10                | 4.2                | 10.9                 | 72.5                | 2.3     |
| <b>COUNTRY</b>   |         |                   |                    |                      |                     |         |
|  Belgium          | 1002    | 8                 | 3.8                | 9.5                  | 75.6                | 3.2     |
|  Bulgaria         | 1002    | 8.9               | 6.2                | 13.8                 | 67.9                | 3.2     |
|  Czech Rep.       | 1003    | 7.9               | 11.9               | 17.7                 | 58.4                | 4.1     |
|  Denmark          | 1002    | 15.9              | 9                  | 9.5                  | 63.3                | 2.3     |
|  Germany          | 1009    | 17.6              | 5.2                | 7.3                  | 66.7                | 3.3     |
|  Estonia          | 1005    | 8.6               | 2.8                | 9.3                  | 76.6                | 2.6     |
|  Greece           | 1000    | 8.3               | 4.8                | 10                   | 74.3                | 2.6     |
|  Spain            | 1002    | 12.4              | 4.2                | 11.6                 | 69                  | 2.7     |
|  France         | 1008    | 6.6               | 2.8                | 15.8                 | 73.2                | 1.6     |
|  Ireland        | 1000    | 13.7              | 2.1                | 4.1                  | 79.1                | 1       |
|  Italy          | 1000    | 3.3               | 1.4                | 6.4                  | 88.3                | 0.7     |
|  Cyprus         | 500     | 24.4              | 8.3                | 8                    | 58.2                | 1.1     |
|  Latvia         | 1002    | 6.9               | 3.7                | 11.9                 | 76.1                | 1.5     |
|  Lithuania      | 1003    | 6.1               | 3.9                | 16.4                 | 71.7                | 1.8     |
|  Luxembourg     | 503     | 8.1               | 5                  | 8.1                  | 76.5                | 2.4     |
|  Hungary        | 1006    | 8                 | 4.5                | 15.7                 | 71                  | 0.9     |
|  Malta          | 503     | 8.7               | 2.8                | 7.2                  | 79.5                | 1.9     |
|  Netherlands    | 1003    | 19                | 6.7                | 8.2                  | 62.8                | 3.3     |
|  Austria        | 1001    | 9.8               | 6.3                | 13.8                 | 66                  | 4.1     |
|  Poland         | 1002    | 7.8               | 8.2                | 24.9                 | 56.5                | 2.6     |
|  Portugal       | 1006    | 8.8               | 2.9                | 5.2                  | 81.8                | 1.3     |
|  Romania        | 1005    | 10.9              | 3.1                | 8.1                  | 74.9                | 3.1     |
|  Slovenia       | 1000    | 9                 | 2.5                | 5.5                  | 82.3                | 0.7     |
|  Slovakia       | 1009    | 6.4               | 5.1                | 20.5                 | 65.4                | 2.6     |
|  Finland        | 1001    | 6.4               | 1.5                | 4.4                  | 86.6                | 1.2     |
|  Sweden         | 1000    | 6                 | 1.2                | 2.2                  | 89.5                | 1.1     |
|  United Kingdom | 1002    | 9.4               | 3                  | 7.8                  | 77.4                | 2.5     |
|  Norway         | 1002    | 10.7              | 4.2                | 4                    | 78.5                | 2.6     |

Table 9b. Attitudes towards smoking restrictions in offices and other indoor work places – *by segment*

QUESTION: Q6\_C. Are you in favour of smoking bans in the following places? - Offices and other indoor work places







|   | Total N | %<br>Totally<br>opposed | %<br>Somewhat<br>opposed | %<br>Somewhat<br>in favour | %<br>Totally<br>in favour | %<br>DK/NA |
|---|---------|-------------------------|--------------------------|----------------------------|---------------------------|------------|
| <b>EU27</b>   | 25580   | 10                      | 4.2                      | 10.9                       | 72.5                      | 2.3        |
|  <b>SEX</b>                    |         |                         |                          |                            |                           |            |
| Male  | 12371   | 10.9                    | 4.5                      | 12.1                       | 69.8                      | 2.7        |
| Female  | 13209   | 9.3                     | 3.9                      | 9.7                        | 75.1                      | 2          |
|  <b>AGE</b>                    |         |                         |                          |                            |                           |            |
| 15 - 24   | 3905    | 9.4                     | 3.5                      | 13.3                       | 71.9                      | 1.8        |
| 25 - 39   | 5664    | 8.5                     | 5.4                      | 12.4                       | 72.7                      | 1.1        |
| 40 - 54   | 7029    | 11.4                    | 3.9                      | 9.8                        | 72.6                      | 2.3        |
| 55 +  | 8744    | 10.4                    | 3.9                      | 9.7                        | 72.7                      | 3.3        |
|  <b>EDUCATION (end of)</b>     |         |                         |                          |                            |                           |            |
| Until 15 years of age   | 4156    | 9.9                     | 3.4                      | 8.7                        | 73.6                      | 4.3        |
| 16 - 20   | 11119   | 10.4                    | 5.1                      | 12.4                       | 69.9                      | 2.3        |
| 20 +  | 6769    | 9.7                     | 3.5                      | 9.2                        | 76.2                      | 1.4        |
| Still in education  | 2773    | 7.9                     | 3.1                      | 12.9                       | 75                        | 1          |
|  <b>URBANISATION</b>         |         |                         |                          |                            |                           |            |
| Metropolitan  | 4760    | 11                      | 4.6                      | 12                         | 70.2                      | 2.2        |
| Urban   | 10647   | 8.6                     | 3.8                      | 10.9                       | 75.2                      | 1.6        |
| Rural   | 10014   | 11.1                    | 4.5                      | 10.4                       | 70.9                      | 3.2        |
|  <b>OCCUPATION</b>           |         |                         |                          |                            |                           |            |
| Self-employed   | 2238    | 13                      | 4.5                      | 10.6                       | 69.7                      | 2.2        |
| Employee  | 8584    | 9.7                     | 4.1                      | 9.9                        | 75.1                      | 1.2        |
| Manual worker   | 2125    | 10.3                    | 5.1                      | 14.8                       | 66.5                      | 3.3        |
| Not working   | 12507   | 9.6                     | 4                        | 11                         | 72.5                      | 3          |
|  <b>SMOKER OR NON-SMOKER</b> |         |                         |                          |                            |                           |            |
| Smoker  | 8075    | 12.5                    | 7                        | 14.9                       | 62.8                      | 2.7        |
| Non-smoker  | 17499   | 8.9                     | 2.9                      | 9                          | 77                        | 2.2        |

Table 10a. Health messages inform you about the health effects of tobacco – *by country*

QUESTION: Q7a\_A. Thinking about the health messages that are on tobacco packs, have these messages been very effective, somewhat effective, not very effective or not effective at all in each of the following ways ? - Informing you about the health effects of tobacco

Base : respondents who have never smoked






























|  | Total N | % Not at all effective | % Not very effective | % Somewhat effective | % Very effective | % DK/NA |
|--|---------|------------------------|----------------------|----------------------|------------------|---------|
|  <b>EU27</b>      | 11849   | 30.7                   | 23.9                 | 20.3                 | 11.8             | 13.3    |
| <b>COUNTRY</b>   |         |                        |                      |                      |                  |         |
|  Belgium          | 520     | 17.5                   | 40.2                 | 17.1                 | 13.3             | 12      |
|  Bulgaria         | 452     | 43.4                   | 20.2                 | 15.7                 | 12.8             | 7.8     |
|  Czech Rep.       | 462     | 41.4                   | 32.1                 | 16.7                 | 4.4              | 5.4     |
|  Denmark          | 392     | 32.3                   | 24.6                 | 19.5                 | 9.8              | 13.9    |
|  Germany          | 437     | 38.3                   | 17.2                 | 18                   | 9.5              | 17      |
|  Estonia          | 482     | 37.4                   | 28.3                 | 14.9                 | 5.4              | 14      |
|  Greece          | 393     | 38.9                   | 16.2                 | 18.4                 | 11.5             | 15      |
|  Spain          | 488     | 35.8                   | 27.2                 | 23.7                 | 5.3              | 7.9     |
|  France         | 441     | 27                     | 36.5                 | 17.2                 | 4.6              | 14.7    |
|  Ireland        | 487     | 16.3                   | 16                   | 34.1                 | 18.6             | 15      |
|  Italy          | 512     | 40.8                   | 22.6                 | 18.3                 | 10.7             | 7.6     |
|  Cyprus         | 290     | 45.4                   | 23.8                 | 12.4                 | 14.7             | 3.7     |
|  Latvia         | 468     | 34.9                   | 22.9                 | 17.7                 | 8.4              | 16      |
|  Lithuania      | 482     | 23.1                   | 23.9                 | 26.8                 | 17.8             | 8.4     |
|  Luxembourg     | 260     | 27.8                   | 23.5                 | 24.3                 | 12.8             | 11.6    |
|  Hungary        | 456     | 41.9                   | 22.3                 | 17.7                 | 11.5             | 6.6     |
|  Malta          | 270     | 39                     | 25.8                 | 19.8                 | 5                | 10.5    |
|  Netherlands    | 430     | 27.5                   | 38.8                 | 14.3                 | 11               | 8.4     |
|  Austria        | 442     | 34.2                   | 20.4                 | 20.9                 | 8.3              | 16.1    |
|  Poland         | 456     | 26.7                   | 31.9                 | 24.4                 | 8.4              | 8.6     |
|  Portugal       | 583     | 42.1                   | 26.2                 | 17.2                 | 9.2              | 5.2     |
|  Romania        | 476     | 17.7                   | 11                   | 19.8                 | 40.4             | 11.1    |
|  Slovenia       | 552     | 34.4                   | 28.9                 | 23.4                 | 6.3              | 7.1     |
|  Slovakia       | 466     | 29.9                   | 22.2                 | 24.6                 | 13.4             | 9.9     |
|  Finland        | 475     | 25.6                   | 22                   | 16.2                 | 4.1              | 32.1    |
|  Sweden         | 469     | 23.7                   | 19.5                 | 16.4                 | 7                | 33.4    |
|  United Kingdom | 462     | 12.2                   | 13.6                 | 27.5                 | 23.4             | 23.4    |
|  Norway         | 486     | 47.6                   | 15.4                 | 16.4                 | 8.7              | 11.8    |

Table 10b. Health messages inform you about the health effects of tobacco – *by segment*

QUESTION: Q7a\_A. Thinking about the health messages that are on tobacco packs, have these messages been very effective, somewhat effective, not very effective or not effective at all in each of the following ways ? - Informing you about the health effects of tobacco

Base : respondents who have never smoked







|   | Total N | % Not at all effective | % Not very effective | % Somewhat effective | % Very effective | % DK/NA |
|---|---------|------------------------|----------------------|----------------------|------------------|---------|
| <b>EU27</b>   | 11849   | 30.7                   | 23.9                 | 20.3                 | 11.8             | 13.3    |
|  <b>SEX</b>                    |         |                        |                      |                      |                  |         |
| Male  | 4534    | 30.4                   | 20.5                 | 22.6                 | 12.9             | 13.6    |
| Female  | 7315    | 30.9                   | 26                   | 18.8                 | 11.2             | 13.1    |
|  <b>AGE</b>                    |         |                        |                      |                      |                  |         |
| 15 - 24   | 2351    | 28.6                   | 25.9                 | 26.6                 | 14.2             | 4.7     |
| 25 - 39   | 2405    | 32.1                   | 23.9                 | 21.4                 | 10.5             | 12.1    |
| 40 - 54   | 2555    | 32.1                   | 23.4                 | 18.9                 | 12.6             | 13.1    |
| 55 +  | 4401    | 30.5                   | 23.4                 | 16.7                 | 11               | 18.4    |
|  <b>EDUCATION (end of)</b>    |         |                        |                      |                      |                  |         |
| Until 15 years of age   | 2198    | 31                     | 22                   | 17.7                 | 11.4             | 17.9    |
| 16 - 20   | 4493    | 30.4                   | 24.9                 | 18.9                 | 12.7             | 13.2    |
| 20 +  | 2942    | 31.7                   | 24.1                 | 20.5                 | 9.4              | 14.3    |
| Still in education  | 1817    | 29                     | 24.5                 | 27.7                 | 14               | 4.8     |
|  <b>URBANISATION</b>         |         |                        |                      |                      |                  |         |
| Metropolitan  | 2164    | 28                     | 25.1                 | 22.3                 | 12.3             | 12.3    |
| Urban   | 5045    | 32.3                   | 24.5                 | 20.5                 | 10.6             | 12.2    |
| Rural   | 4548    | 30.1                   | 22.6                 | 19.3                 | 13.1             | 14.9    |
|  <b>OCCUPATION</b>           |         |                        |                      |                      |                  |         |
| Self-employed   | 759     | 29.9                   | 21.2                 | 20.4                 | 10.3             | 18.2    |
| Employee  | 3608    | 29.1                   | 26.6                 | 20.8                 | 10.6             | 12.8    |
| Manual worker   | 700     | 31.5                   | 21.8                 | 22.1                 | 12.9             | 11.8    |
| Not working   | 6715    | 31.7                   | 22.9                 | 19.9                 | 12.5             | 13      |
|  <b>SMOKER OR NON-SMOKER</b> |         |                        |                      |                      |                  |         |
| Smoker  | 0       | 0                      | 0                    | 0                    | 0                | 0       |
| Non-smoker  | 11849   | 30.7                   | 23.9                 | 20.3                 | 11.8             | 13.3    |

Table 11a. Health messages persuade you not to start smoking – *by country*

QUESTION: Q7a\_B. Thinking about the health messages that are on tobacco packs, have these messages been very effective, somewhat effective, not very effective or not effective at all in each of the following ways ? - Persuading you not to start smoking

Base : respondents who have never smoked






























|  | Total N | % Not at all effective | % Not very effective | % Somewhat effective | % Very effective | % DK/NA |
|--|---------|------------------------|----------------------|----------------------|------------------|---------|
|  <b>EU27</b>      | 11849   | 35.2                   | 20.4                 | 16.2                 | 14.3             | 13.9    |
| <b>COUNTRY</b>   |         |                        |                      |                      |                  |         |
|  Belgium          | 520     | 19.6                   | 35.3                 | 16.7                 | 14.8             | 13.6    |
|  Bulgaria         | 452     | 44.2                   | 15.8                 | 16.5                 | 14               | 9.5     |
|  Czech Rep.       | 462     | 41.7                   | 34.5                 | 13.3                 | 4.9              | 5.6     |
|  Denmark          | 392     | 37                     | 20                   | 12.5                 | 16.2             | 14.2    |
|  Germany          | 437     | 48.9                   | 13.2                 | 7.9                  | 12.4             | 17.6    |
|  Estonia          | 482     | 44.5                   | 18                   | 9.9                  | 9.7              | 17.9    |
|  Greece           | 393     | 40.8                   | 9.6                  | 11.7                 | 19.2             | 18.7    |
|  Spain           | 488     | 34.3                   | 26.1                 | 26.5                 | 3.4              | 9.7     |
|  France         | 441     | 33.4                   | 26.5                 | 19.1                 | 8.2              | 12.9    |
|  Ireland        | 487     | 24.1                   | 15.9                 | 19.3                 | 24.3             | 16.5    |
|  Italy          | 512     | 45                     | 22.7                 | 15.3                 | 8.7              | 8.3     |
|  Cyprus         | 290     | 50.6                   | 22.4                 | 12.7                 | 9.1              | 5.1     |
|  Latvia         | 468     | 39.5                   | 18.5                 | 15.5                 | 9.5              | 17      |
|  Lithuania      | 482     | 23.5                   | 20.2                 | 28.2                 | 19               | 9.1     |
|  Luxembourg     | 260     | 38.1                   | 19.8                 | 16.8                 | 13.7             | 11.7    |
|  Hungary        | 456     | 43.7                   | 17.1                 | 13.6                 | 15.4             | 10.3    |
|  Malta          | 270     | 46.1                   | 21.7                 | 13.2                 | 6.7              | 12.4    |
|  Netherlands    | 430     | 32.4                   | 31.6                 | 14.3                 | 12.8             | 8.8     |
|  Austria        | 442     | 45.4                   | 14.1                 | 11.4                 | 9.8              | 19.3    |
|  Poland         | 456     | 24.5                   | 25.2                 | 24.6                 | 13.6             | 12      |
|  Portugal       | 583     | 42.9                   | 29.7                 | 16                   | 4.8              | 6.7     |
|  Romania        | 476     | 19                     | 6.6                  | 15.2                 | 46.4             | 12.8    |
|  Slovenia       | 552     | 34.3                   | 22.5                 | 21.8                 | 10.4             | 11      |
|  Slovakia       | 466     | 25.4                   | 16.9                 | 26.4                 | 21.5             | 9.8     |
|  Finland        | 475     | 33.7                   | 14.7                 | 13.4                 | 8.4              | 29.8    |
|  Sweden         | 469     | 40.5                   | 11.5                 | 11.7                 | 10.3             | 25.9    |
|  United Kingdom | 462     | 17.9                   | 14.7                 | 14.3                 | 30.2             | 22.8    |
|  Norway         | 486     | 54.9                   | 12.4                 | 11.7                 | 8.6              | 12.3    |



Table 11b. Health messages persuade you not to start smoking – *by segment*

QUESTION: Q7a\_B. Thinking about the health messages that are on tobacco packs, have these messages been very effective, somewhat effective, not very effective or not effective at all in each of the following ways ? - Persuading you not to start smoking

Base : respondents who have never smoked







|   | Total N | % Not at all effective | % Not very effective | % Somewhat effective | % Very effective | % DK/NA |
|---|---------|------------------------|----------------------|----------------------|------------------|---------|
| <b>EU27</b>   | 11849   | 35.2                   | 20.4                 | 16.2                 | 14.3             | 13.9    |
|  <b>SEX</b>                    |         |                        |                      |                      |                  |         |
| Male  | 4534    | 36.8                   | 18.9                 | 17.6                 | 13.4             | 13.3    |
| Female  | 7315    | 34.1                   | 21.3                 | 15.4                 | 14.9             | 14.3    |
|  <b>AGE</b>                    |         |                        |                      |                      |                  |         |
| 15 - 24   | 2351    | 31.7                   | 22.8                 | 22.1                 | 17.9             | 5.5     |
| 25 - 39   | 2405    | 36.9                   | 20.7                 | 16.4                 | 14.3             | 11.8    |
| 40 - 54   | 2555    | 37.8                   | 20.9                 | 15.5                 | 12.9             | 12.9    |
| 55 +  | 4401    | 34.5                   | 18.7                 | 13.5                 | 13.4             | 19.9    |
|  <b>EDUCATION (end of)</b>    |         |                        |                      |                      |                  |         |
| Until 15 years of age   | 2198    | 36.6                   | 18.6                 | 13.1                 | 13               | 18.7    |
| 16 - 20   | 4493    | 34.8                   | 20.4                 | 15.4                 | 15.8             | 13.5    |
| 20 +  | 2942    | 36.8                   | 21.1                 | 16.5                 | 11.4             | 14.1    |
| Still in education  | 1817    | 32.6                   | 22.2                 | 22.1                 | 17.2             | 6       |
|  <b>URBANISATION</b>         |         |                        |                      |                      |                  |         |
| Metropolitan  | 2164    | 33.4                   | 20.2                 | 18.6                 | 13.8             | 14.1    |
| Urban   | 5045    | 35.7                   | 22.5                 | 16.6                 | 12.8             | 12.4    |
| Rural   | 4548    | 35.3                   | 18.1                 | 14.8                 | 16.4             | 15.3    |
|  <b>OCCUPATION</b>           |         |                        |                      |                      |                  |         |
| Self-employed   | 759     | 36.8                   | 17.6                 | 18                   | 11               | 16.5    |
| Employee  | 3608    | 34.7                   | 21.8                 | 16.3                 | 14.8             | 12.4    |
| Manual worker   | 700     | 36.3                   | 18.9                 | 17                   | 15               | 12.8    |
| Not working   | 6715    | 35.2                   | 20.1                 | 16                   | 14.4             | 14.4    |
|  <b>SMOKER OR NON-SMOKER</b> |         |                        |                      |                      |                  |         |
| Smoker  | 0       | 0                      | 0                    | 0                    | 0                | 0       |
| Non-smoker  | 11849   | 35.2                   | 20.4                 | 16.2                 | 14.3             | 13.9    |

Table 12a. Health messages inform you about the health effects of tobacco – *by country*

QUESTION: Q7b\_A. Thinking about the health messages that are on tobacco packs, have these messages been very effective, somewhat effective, not very effective or not effective at all? - Informing you about the health effects of tobacco

Base : former smokers






























|  | Total N | % Not at all effective | % Not very effective | % Somewhat effective | % Very effective | % DK/NA |
|--|---------|------------------------|----------------------|----------------------|------------------|---------|
|  <b>EU27</b>      | 5650    | 34.6                   | 26.3                 | 20.8                 | 10.2             | 8.1     |
| <b>COUNTRY</b>   |         |                        |                      |                      |                  |         |
|  Belgium          | 219     | 25.8                   | 34.3                 | 16.9                 | 9.3              | 13.7    |
|  Bulgaria         | 166     | 47.3                   | 28.3                 | 18.5                 | 5.6              | 0.4     |
|  Czech Rep.       | 182     | 36.2                   | 37.7                 | 21.4                 | 2.2              | 2.5     |
|  Denmark          | 267     | 45                     | 18.2                 | 14                   | 12.7             | 10.1    |
|  Germany          | 241     | 38.7                   | 19.9                 | 20.7                 | 11.5             | 9.1     |
|  Estonia          | 225     | 33.8                   | 34.4                 | 19                   | 3.9              | 9       |
|  Greece          | 187     | 41.1                   | 13.5                 | 21.4                 | 17.5             | 6.5     |
|  Spain          | 198     | 36.4                   | 31.5                 | 19.4                 | 7.5              | 5.3     |
|  France         | 222     | 33.6                   | 33.2                 | 19.4                 | 5.8              | 8       |
|  Ireland        | 226     | 23.9                   | 20.3                 | 26.7                 | 18.9             | 10.2    |
|  Italy          | 202     | 47.4                   | 21.5                 | 23.5                 | 3.9              | 3.8     |
|  Cyprus         | 63      | 57.8                   | 22.9                 | 12.9                 | 4.1              | 2.4     |
|  Latvia         | 163     | 36.6                   | 18.7                 | 27.9                 | 7.6              | 9.1     |
|  Lithuania      | 161     | 16.9                   | 29.7                 | 38.6                 | 13.1             | 1.7     |
|  Luxembourg     | 98      | 26.7                   | 28.4                 | 22.2                 | 13.8             | 8.9     |
|  Hungary        | 188     | 48                     | 22.7                 | 20.6                 | 4.3              | 4.4     |
|  Malta          | 96      | 39.7                   | 24.3                 | 20.1                 | 12.5             | 3.4     |
|  Netherlands    | 293     | 34.4                   | 37.2                 | 12.8                 | 9.4              | 6.2     |
|  Austria        | 221     | 43.6                   | 19.4                 | 22.5                 | 5.2              | 9.3     |
|  Poland         | 224     | 26.6                   | 42.9                 | 20.7                 | 4.9              | 5       |
|  Portugal       | 161     | 39.2                   | 28.9                 | 19.5                 | 9.8              | 2.6     |
|  Romania        | 167     | 18.2                   | 8.6                  | 28.8                 | 38               | 6.4     |
|  Slovenia       | 223     | 40.4                   | 21.3                 | 24.3                 | 9.1              | 5       |
|  Slovakia       | 184     | 21.6                   | 29.9                 | 32.5                 | 10.4             | 5.5     |
|  Finland        | 276     | 39.3                   | 24.1                 | 14.5                 | 2.9              | 19.2    |
|  Sweden         | 285     | 35.5                   | 25.4                 | 20.7                 | 4.6              | 13.8    |
|  United Kingdom | 262     | 23.3                   | 22.1                 | 21.7                 | 18.5             | 14.4    |
|  Norway         | 236     | 39.5                   | 25.7                 | 16.6                 | 10.8             | 7.5     |

Table 12b. Health messages inform you about the health effects of tobacco – *by segment*

QUESTION: Q7b\_A. Thinking about the health messages that are on tobacco packs, have these messages been very effective, somewhat effective, not very effective or not effective at all? - Informing you about the health effects of tobacco

Base : former smokers







|   | Total N | % Not at all effective | % Not very effective | % Somewhat effective | % Very effective | % DK/NA |
|---|---------|------------------------|----------------------|----------------------|------------------|---------|
| <b>EU27</b>   | 5650    | 34.6                   | 26.3                 | 20.8                 | 10.2             | 8.1     |
|  <b>SEX</b>                    |         |                        |                      |                      |                  |         |
| Male  | 3152    | 35.7                   | 27.3                 | 19.9                 | 9.3              | 7.8     |
| Female  | 2498    | 33.2                   | 24.9                 | 22                   | 11.4             | 8.6     |
|  <b>AGE</b>                    |         |                        |                      |                      |                  |         |
| 15 - 24   | 312     | 32.5                   | 27.6                 | 28.3                 | 10.8             | 0.8     |
| 25 - 39   | 856     | 31.1                   | 25.5                 | 28.3                 | 10.8             | 4.3     |
| 40 - 54   | 1650    | 39.2                   | 25.7                 | 21.3                 | 9.3              | 4.5     |
| 55 +  | 2755    | 32.8                   | 26.9                 | 17.7                 | 10.6             | 11.9    |
|  <b>EDUCATION (end of)</b>    |         |                        |                      |                      |                  |         |
| Until 15 years of age   | 980     | 31.6                   | 23.9                 | 22.3                 | 12.1             | 10.2    |
| 16 - 20   | 2566    | 35.6                   | 27.9                 | 19.2                 | 10.3             | 7       |
| 20 +  | 1704    | 33.7                   | 26.2                 | 21.4                 | 9.6              | 9.2     |
| Still in education  | 220     | 40.6                   | 16.6                 | 34.1                 | 6.9              | 1.7     |
|  <b>URBANISATION</b>         |         |                        |                      |                      |                  |         |
| Metropolitan  | 1014    | 38                     | 23.1                 | 22.2                 | 7.3              | 9.3     |
| Urban   | 2293    | 34.5                   | 26.4                 | 21.5                 | 10.1             | 7.4     |
| Rural   | 2313    | 33.2                   | 27.5                 | 19.8                 | 11.6             | 8       |
|  <b>OCCUPATION</b>           |         |                        |                      |                      |                  |         |
| Self-employed   | 533     | 37.6                   | 25.2                 | 20.6                 | 7.3              | 9.3     |
| Employee  | 1803    | 36.5                   | 26.6                 | 21.7                 | 9.1              | 6.1     |
| Manual worker   | 412     | 36.1                   | 25.4                 | 27                   | 9.8              | 1.7     |
| Not working   | 2884    | 32.5                   | 26.4                 | 19.5                 | 11.5             | 10.1    |
|  <b>SMOKER OR NON-SMOKER</b> |         |                        |                      |                      |                  |         |
| Smoker  | 0       | 0                      | 0                    | 0                    | 0                | 0       |
| Non-smoker  | 5650    | 34.6                   | 26.3                 | 20.8                 | 10.2             | 8.1     |

Table 13a. Health messages persuade you not to start smoking again – *by country*

QUESTION: Q7b\_B. Thinking about the health messages that are on tobacco packs, have these messages been very effective, somewhat effective, not very effective or not effective at all? - Persuading you not to start smoking again

Base: former smokers






























|  | Total N | % Not at all effective | % Not very effective | % Somewhat effective | % Very effective | % DK/NA |
|--|---------|------------------------|----------------------|----------------------|------------------|---------|
|  <b>EU27</b>      | 5650    | 41.9                   | 20.8                 | 13.7                 | 14               | 9.6     |
| <b>COUNTRY</b>   |         |                        |                      |                      |                  |         |
|  Belgium          | 219     | 30.3                   | 27.4                 | 13.9                 | 12.9             | 15.5    |
|  Bulgaria         | 166     | 50.4                   | 26.1                 | 15                   | 7.8              | 0.7     |
|  Czech Rep.       | 182     | 38.7                   | 36                   | 14.7                 | 5.8              | 4.8     |
|  Denmark          | 267     | 53.9                   | 12.5                 | 12.2                 | 11.4             | 10.1    |
|  Germany          | 241     | 53.1                   | 15.8                 | 6.3                  | 14.8             | 9.9     |
|  Estonia          | 225     | 50.3                   | 20.5                 | 9.9                  | 4.9              | 14.3    |
|  Greece           | 187     | 45.7                   | 12.2                 | 12.1                 | 19.8             | 10.1    |
|  Spain           | 198     | 35.2                   | 27.7                 | 22.1                 | 9.1              | 6       |
|  France         | 222     | 42.9                   | 23.4                 | 16.8                 | 9                | 8       |
|  Ireland        | 226     | 33.5                   | 13.2                 | 16.7                 | 26.4             | 10.2    |
|  Italy          | 202     | 52.9                   | 20.7                 | 17.3                 | 3.2              | 6       |
|  Cyprus         | 63      | 55.5                   | 19.5                 | 18.2                 | 4.5              | 2.4     |
|  Latvia         | 163     | 41.9                   | 24.2                 | 18.6                 | 6.8              | 8.6     |
|  Lithuania      | 161     | 22.4                   | 27.3                 | 33.7                 | 10.7             | 5.9     |
|  Luxembourg     | 98      | 46.9                   | 22.3                 | 15                   | 8.3              | 7.5     |
|  Hungary        | 188     | 51.5                   | 17.7                 | 14.4                 | 11.3             | 5.1     |
|  Malta          | 96      | 55.6                   | 15.6                 | 12.1                 | 14.1             | 2.6     |
|  Netherlands    | 293     | 41.8                   | 27.7                 | 10.7                 | 13               | 6.7     |
|  Austria        | 221     | 57                     | 14.3                 | 7.9                  | 7.2              | 13.5    |
|  Poland         | 224     | 32.5                   | 30.1                 | 19.3                 | 9.6              | 8.5     |
|  Portugal       | 161     | 44.9                   | 26                   | 15.8                 | 8.9              | 4.4     |
|  Romania        | 167     | 25                     | 8.7                  | 14.6                 | 45.2             | 6.5     |
|  Slovenia       | 223     | 50.6                   | 15.9                 | 14.3                 | 12.4             | 6.8     |
|  Slovakia       | 184     | 20.3                   | 30.8                 | 25.8                 | 16.1             | 7       |
|  Finland        | 276     | 53.5                   | 14.5                 | 7.6                  | 6.8              | 17.7    |
|  Sweden         | 285     | 50                     | 18.5                 | 10.4                 | 8.4              | 12.7    |
|  United Kingdom | 262     | 26.8                   | 16.9                 | 10.4                 | 28.2             | 17.8    |
|  Norway         | 236     | 49.8                   | 14.2                 | 13                   | 14.7             | 8.4     |

Table 13b. Health messages persuade you not to start smoking again – *by segment*

QUESTION: Q7b\_B. Thinking about the health messages that are on tobacco packs, have these messages been very effective, somewhat effective, not very effective or not effective at all? - Persuading you not to start smoking again

Base : former smokers







|   | Total N | % Not at all effective | % Not very effective | % Somewhat effective | % Very effective | % DK/NA |
|---|---------|------------------------|----------------------|----------------------|------------------|---------|
| <b>EU27</b>   | 5650    | 41.9                   | 20.8                 | 13.7                 | 14               | 9.6     |
|  <b>SEX</b>                    |         |                        |                      |                      |                  |         |
| Male  | 3152    | 43.2                   | 21.9                 | 13.7                 | 12.8             | 8.5     |
| Female  | 2498    | 40.2                   | 19.5                 | 13.7                 | 15.5             | 11      |
|  <b>AGE</b>                    |         |                        |                      |                      |                  |         |
| 15 - 24   | 312     | 39                     | 23.3                 | 15.3                 | 21.1             | 1.2     |
| 25 - 39   | 856     | 42.7                   | 20.7                 | 17.3                 | 14.6             | 4.7     |
| 40 - 54   | 1650    | 44.2                   | 21.5                 | 14.9                 | 12.5             | 6.9     |
| 55 +  | 2755    | 40                     | 20.4                 | 11.8                 | 14.2             | 13.6    |
|  <b>EDUCATION (end of)</b>     |         |                        |                      |                      |                  |         |
| Until 15 years of age   | 980     | 41.3                   | 14.6                 | 16.1                 | 15.5             | 12.5    |
| 16 - 20   | 2566    | 39.7                   | 24                   | 13.2                 | 14.8             | 8.2     |
| 20 +  | 1704    | 44.6                   | 20.3                 | 12.9                 | 11.5             | 10.8    |
| Still in education  | 220     | 49.8                   | 11                   | 16                   | 21.2             | 2       |
|  <b>URBANISATION</b>         |         |                        |                      |                      |                  |         |
| Metropolitan  | 1014    | 45.9                   | 18.8                 | 14.2                 | 11.6             | 9.5     |
| Urban   | 2293    | 40.4                   | 23.4                 | 15.2                 | 12.5             | 8.4     |
| Rural   | 2313    | 41.6                   | 19.4                 | 12                   | 16.5             | 10.4    |
|  <b>OCCUPATION</b>           |         |                        |                      |                      |                  |         |
| Self-employed   | 533     | 46.1                   | 21.4                 | 11                   | 12.4             | 9       |
| Employee  | 1803    | 42.5                   | 21.5                 | 14.9                 | 13.6             | 7.5     |
| Manual worker   | 412     | 46.6                   | 19.4                 | 17.1                 | 13.6             | 3.4     |
| Not working   | 2884    | 40                     | 20.6                 | 13                   | 14.6             | 11.9    |
|  <b>SMOKER OR NON-SMOKER</b> |         |                        |                      |                      |                  |         |
| Smoker  | 0       | 0                      | 0                    | 0                    | 0                | 0       |
| Non-smoker  | 5650    | 41.9                   | 20.8                 | 13.7                 | 14               | 9.6     |

Table 14a. Health messages inform you about the health effects of tobacco – *by country*

QUESTION: Q7c\_A. Thinking about the health messages that are on tobacco packs, have these messages been very effective, somewhat effective, not very effective or not effective at all? - Informing you about the health effects of tobacco

Base : smokers






























|  | Total N | % Not at all effective | % Not very effective | % Somewhat effective | % Very effective | % DK/NA |
|--|---------|------------------------|----------------------|----------------------|------------------|---------|
|  <b>EU27</b>      | 8081    | 44.1                   | 23.7                 | 20.4                 | 8.8              | 2.9     |
| <b>COUNTRY</b>   |         |                        |                      |                      |                  |         |
|  Belgium          | 263     | 35.9                   | 37.2                 | 15.4                 | 3.9              | 7.6     |
|  Bulgaria         | 384     | 54.5                   | 18.5                 | 19.1                 | 4.7              | 3.3     |
|  Czech Rep.       | 358     | 40.1                   | 37.4                 | 16.2                 | 2.9              | 3.4     |
|  Denmark          | 343     | 53.6                   | 16.7                 | 21.2                 | 2.7              | 5.7     |
|  Germany          | 331     | 55.1                   | 13.2                 | 21.9                 | 7.6              | 2.3     |
|  Estonia          | 298     | 46.7                   | 28.8                 | 14.8                 | 4.8              | 4.9     |
|  Greece          | 420     | 56.7                   | 10.9                 | 18.7                 | 10.7             | 3.1     |
|  Spain          | 316     | 43.3                   | 29.4                 | 20.4                 | 5.5              | 1.4     |
|  France         | 344     | 43.8                   | 27.5                 | 17.1                 | 8.9              | 2.7     |
|  Ireland        | 287     | 29.2                   | 12.9                 | 36.9                 | 12.9             | 8       |
|  Italy          | 286     | 47.3                   | 21.5                 | 23.5                 | 6.5              | 1.3     |
|  Cyprus         | 146     | 58.3                   | 14.7                 | 15.3                 | 11.2             | 0.5     |
|  Latvia         | 372     | 35.3                   | 42.2                 | 18.8                 | 2.7              | 1       |
|  Lithuania      | 360     | 27                     | 37.8                 | 28.2                 | 3.9              | 3.1     |
|  Luxembourg     | 145     | 47.9                   | 22.9                 | 18.5                 | 8                | 2.7     |
|  Hungary        | 362     | 52.6                   | 23.3                 | 18.7                 | 3.9              | 1.5     |
|  Malta          | 138     | 36.8                   | 37.1                 | 17.9                 | 6.6              | 1.7     |
|  Netherlands    | 280     | 42.5                   | 33.8                 | 13.2                 | 6.5              | 4       |
|  Austria        | 338     | 53.4                   | 22                   | 16.7                 | 3.5              | 4.5     |
|  Poland         | 322     | 35.7                   | 39.1                 | 20.7                 | 4.6              | 0       |
|  Portugal       | 261     | 49.3                   | 27.3                 | 17.5                 | 4.6              | 1.3     |
|  Romania        | 361     | 28.3                   | 11.8                 | 26.2                 | 29.9             | 3.7     |
|  Slovenia       | 226     | 50                     | 22.3                 | 22.7                 | 2.7              | 2.3     |
|  Slovakia       | 359     | 42.1                   | 38.5                 | 10.9                 | 2.9              | 5.6     |
|  Finland        | 250     | 54.1                   | 28.4                 | 13.8                 | 2.6              | 1       |
|  Sweden         | 246     | 39.9                   | 25.5                 | 18.5                 | 6.3              | 9.8     |
|  United Kingdom | 277     | 31.7                   | 21.9                 | 22.5                 | 17.5             | 6.5     |
|  Norway         | 280     | 62.4                   | 23.3                 | 9.2                  | 3.7              | 1.4     |

Table 14b. Health messages inform you about the health effects of tobacco – *by segment*

QUESTION: Q7c\_A. Thinking about the health messages that are on tobacco packs, have these messages been very effective, somewhat effective, not very effective or not effective at all? - Informing you about the health effects of tobacco

Base : smokers







|   | Total N | % Not at all effective | % Not very effective | % Somewhat effective | % Very effective | % DK/NA |
|---|---------|------------------------|----------------------|----------------------|------------------|---------|
| <b>EU27</b>   | 8081    | 44.1                   | 23.7                 | 20.4                 | 8.8              | 2.9     |
|  <b>SEX</b>                    |         |                        |                      |                      |                  |         |
| Male  | 4685    | 45.6                   | 20.8                 | 21.2                 | 8.7              | 3.6     |
| Female  | 3396    | 42.1                   | 27.7                 | 19.3                 | 8.9              | 2       |
|  <b>AGE</b>                    |         |                        |                      |                      |                  |         |
| 15 - 24   | 1242    | 45                     | 25.9                 | 22.3                 | 6.5              | 0.3     |
| 25 - 39   | 2403    | 38.5                   | 24.9                 | 23.9                 | 10.2             | 2.4     |
| 40 - 54   | 2823    | 45.4                   | 23.6                 | 19                   | 8.4              | 3.6     |
| 55 +  | 1588    | 49.6                   | 20.8                 | 16.2                 | 9                | 4.4     |
|  <b>EDUCATION (end of)</b>    |         |                        |                      |                      |                  |         |
| Until 15 years of age   | 978     | 43.7                   | 20.6                 | 24.1                 | 7.8              | 3.8     |
| 16 - 20   | 4060    | 42.9                   | 25.4                 | 19                   | 10               | 2.7     |
| 20 +  | 2123    | 45.3                   | 22.6                 | 20.4                 | 7.9              | 3.8     |
| Still in education  | 736     | 45.9                   | 22.9                 | 25.6                 | 5.3              | 0.3     |
|  <b>URBANISATION</b>         |         |                        |                      |                      |                  |         |
| Metropolitan  | 1582    | 42.4                   | 27                   | 18.3                 | 9.5              | 2.8     |
| Urban   | 3309    | 42.7                   | 23.4                 | 22.2                 | 9.1              | 2.6     |
| Rural   | 3153    | 46.5                   | 22.5                 | 19.6                 | 8.1              | 3.2     |
|  <b>OCCUPATION</b>           |         |                        |                      |                      |                  |         |
| Self-employed   | 946     | 46.7                   | 21                   | 17.4                 | 8.2              | 6.8     |
| Employee  | 3172    | 42.2                   | 24                   | 21.6                 | 9.9              | 2.3     |
| Manual worker   | 1013    | 41.6                   | 22.8                 | 24.3                 | 8.2              | 3.1     |
| Not working   | 2908    | 46.3                   | 24.7                 | 19                   | 7.8              | 2.3     |
|  <b>SMOKER OR NON-SMOKER</b> |         |                        |                      |                      |                  |         |
| Smoker  | 8075    | 44.1                   | 23.8                 | 20.4                 | 8.8              | 2.9     |
| Non-smoker  | 0       | 0                      | 0                    | 0                    | 0                | 0       |

Table 15a. Health messages get you to smoke less – *by country*

QUESTION: Q7c\_B. Thinking about the health messages that are on tobacco packs, have these messages been very effective, somewhat effective, not very effective or not effective at all? - Getting you to smoke less

Base : smokers






























|  | Total N | % Not at all effective | % Not very effective | % Somewhat effective | % Very effective | % DK/NA |
|--|---------|------------------------|----------------------|----------------------|------------------|---------|
|  <b>EU27</b>      | 8081    | 53.7                   | 21.4                 | 15.4                 | 6.1              | 3.4     |
| <b>COUNTRY</b>   |         |                        |                      |                      |                  |         |
|  Belgium          | 263     | 46.8                   | 24                   | 17.6                 | 2.1              | 9.5     |
|  Bulgaria         | 384     | 57                     | 18.6                 | 16.9                 | 3.7              | 3.8     |
|  Czech Rep.       | 358     | 49.7                   | 35.5                 | 9.3                  | 2.1              | 3.4     |
|  Denmark          | 343     | 62.5                   | 14                   | 13.9                 | 4                | 5.5     |
|  Germany          | 331     | 71.7                   | 9.1                  | 8.9                  | 6.5              | 3.8     |
|  Estonia          | 298     | 60.2                   | 20.4                 | 12.8                 | 5.1              | 1.5     |
|  Greece           | 420     | 61.5                   | 12.7                 | 15.3                 | 8.7              | 1.8     |
|  Spain           | 316     | 43.4                   | 28.2                 | 20.6                 | 5.3              | 2.4     |
|  France         | 344     | 57.8                   | 20.8                 | 13.8                 | 5.2              | 2.4     |
|  Ireland        | 287     | 48.8                   | 16.2                 | 17.9                 | 11.7             | 5.3     |
|  Italy          | 286     | 55.6                   | 21.9                 | 16.8                 | 2.5              | 3.2     |
|  Cyprus         | 146     | 60.6                   | 15.8                 | 15.4                 | 7.7              | 0.5     |
|  Latvia         | 372     | 48.1                   | 34.8                 | 14.5                 | 0.8              | 1.8     |
|  Lithuania      | 360     | 26.6                   | 38.7                 | 26.1                 | 5                | 3.6     |
|  Luxembourg     | 145     | 60.8                   | 21                   | 10.7                 | 3.4              | 4.1     |
|  Hungary        | 362     | 56                     | 24.5                 | 13.7                 | 4.6              | 1.3     |
|  Malta          | 138     | 43.7                   | 34.7                 | 18.7                 | 0                | 2.8     |
|  Netherlands    | 280     | 49.9                   | 28.2                 | 16.4                 | 3                | 2.7     |
|  Austria        | 338     | 76.8                   | 10.1                 | 6.9                  | 1.3              | 4.9     |
|  Poland         | 322     | 36.8                   | 38.3                 | 20.4                 | 4.2              | 0.3     |
|  Portugal       | 261     | 50.4                   | 27.7                 | 17.5                 | 1.9              | 2.4     |
|  Romania        | 361     | 38.9                   | 15.6                 | 23.7                 | 17.2             | 4.5     |
|  Slovenia       | 226     | 66.2                   | 14.4                 | 12.8                 | 4.1              | 2.5     |
|  Slovakia       | 359     | 46.2                   | 36.3                 | 10.5                 | 2.3              | 4.6     |
|  Finland        | 250     | 73.9                   | 17.2                 | 7.6                  | 0.9              | 0.3     |
|  Sweden         | 246     | 58                     | 16                   | 13.2                 | 4.3              | 8.5     |
|  United Kingdom | 277     | 41                     | 22.9                 | 17.5                 | 12               | 6.5     |
|  Norway         | 280     | 72.8                   | 16.9                 | 6.6                  | 1.7              | 2.1     |



Table 15b. Health messages get you to smoke less – *by segment*

QUESTION: Q7c\_B. Thinking about the health messages that are on tobacco packs, have these messages been very effective, somewhat effective, not very effective or not effective at all? - Getting you to smoke less

Base: smokers







|   | Total N | % Not at all effective | % Not very effective | % Somewhat effective | % Very effective | % DK/NA |
|---|---------|------------------------|----------------------|----------------------|------------------|---------|
| <b>EU27</b>   | 8081    | 53.7                   | 21.4                 | 15.4                 | 6.1              | 3.4     |
|  <b>SEX</b>                    |         |                        |                      |                      |                  |         |
| Male  | 4685    | 54.1                   | 19.7                 | 16                   | 6.2              | 4       |
| Female  | 3396    | 53.2                   | 23.7                 | 14.6                 | 5.8              | 2.7     |
|  <b>AGE</b>                    |         |                        |                      |                      |                  |         |
| 15 - 24   | 1242    | 56.9                   | 22.5                 | 15.6                 | 3.3              | 1.8     |
| 25 - 39   | 2403    | 52                     | 22.8                 | 16.6                 | 6.3              | 2.3     |
| 40 - 54   | 2823    | 54.3                   | 19.5                 | 15.2                 | 6.6              | 4.4     |
| 55 +  | 1588    | 52.9                   | 21.7                 | 13.9                 | 6.9              | 4.6     |
|  <b>EDUCATION (end of)</b>     |         |                        |                      |                      |                  |         |
| Until 15 years of age   | 978     | 50.8                   | 21.5                 | 17.2                 | 6                | 4.4     |
| 16 - 20   | 4060    | 53.3                   | 20.7                 | 15.8                 | 7.1              | 3       |
| 20 +  | 2123    | 55.7                   | 21.6                 | 13.6                 | 4.8              | 4.3     |
| Still in education  | 736     | 53.6                   | 24.3                 | 16.2                 | 3.9              | 2.1     |
|  <b>URBANISATION</b>         |         |                        |                      |                      |                  |         |
| Metropolitan  | 1582    | 53.2                   | 23.2                 | 12.9                 | 8.5              | 2.2     |
| Urban   | 3309    | 50.5                   | 23.3                 | 17.7                 | 5.4              | 3.1     |
| Rural   | 3153    | 57.4                   | 18.5                 | 14.3                 | 5.5              | 4.4     |
|  <b>OCCUPATION</b>           |         |                        |                      |                      |                  |         |
| Self-employed   | 946     | 56.6                   | 17.7                 | 13.2                 | 6.3              | 6.1     |
| Employee  | 3172    | 54                     | 21.6                 | 15.1                 | 6.1              | 3.3     |
| Manual worker   | 1013    | 50.4                   | 22.5                 | 20.3                 | 4.4              | 2.4     |
| Not working   | 2908    | 53.6                   | 22.1                 | 14.9                 | 6.3              | 3.1     |
|  <b>SMOKER OR NON-SMOKER</b> |         |                        |                      |                      |                  |         |
| Smoker  | 8075    | 53.7                   | 21.4                 | 15.4                 | 6                | 3.4     |
| Non-smoker  | 0       | 0                      | 0                    | 0                    | 0                | 0       |

Table 16a. Health messages get you to try to quit smoking – *by country*

QUESTION: Q7c\_C. Thinking about the health messages that are on tobacco packs, have these messages been very effective, somewhat effective, not very effective or not effective at all? - Getting you to try to quit smoking

Base : smokers




































|  | Total N | % Not at all effective | % Not very effective | % Somewhat effective | % Very effective | % DK/NA |
|--|---------|------------------------|----------------------|----------------------|------------------|---------|
|  <b>EU27</b>      | 8081    | 58                     | 21.4                 | 13.4                 | 5.2              | 2       |
| <b>COUNTRY</b>   |         |                        |                      |                      |                  |         |
|  Belgium          | 263     | 53.9                   | 26                   | 10.2                 | 4.8              | 5.1     |
|  Bulgaria         | 384     | 62.1                   | 19.2                 | 11.9                 | 3.9              | 2.9     |
|  Czech Rep.       | 358     | 53.7                   | 25.5                 | 14.6                 | 2.7              | 3.5     |
|  Denmark          | 343     | 64.8                   | 16.1                 | 13.1                 | 3.8              | 2.1     |
|  Germany          | 331     | 74.8                   | 11.6                 | 8.2                  | 4.1              | 1.2     |
|  Estonia          | 298     | 61.7                   | 17.8                 | 12.8                 | 6.1              | 1.6     |
|  Greece           | 420     | 66.2                   | 12.9                 | 12                   | 7.3              | 1.5     |
|  Spain           | 316     | 49.3                   | 25.5                 | 18.9                 | 5.1              | 1.3     |
|  France         | 344     | 58.4                   | 19.4                 | 15.4                 | 4.9              | 1.9     |
|  Ireland        | 287     | 59.3                   | 15.5                 | 17.6                 | 5.5              | 2.2     |
|  Italy          | 286     | 59.3                   | 23.5                 | 11.5                 | 3.4              | 2.3     |
|  Cyprus         | 146     | 68.2                   | 15                   | 9.9                  | 5.6              | 1.3     |
|  Latvia         | 372     | 52.6                   | 33.3                 | 10.8                 | 2.2              | 1.1     |
|  Lithuania      | 360     | 33.4                   | 38.1                 | 20.2                 | 5                | 3.2     |
|  Luxembourg     | 145     | 61                     | 18.8                 | 14                   | 5.6              | 0.6     |
|  Hungary        | 362     | 59.1                   | 26.3                 | 9.5                  | 4.1              | 0.9     |
|  Malta          | 138     | 47.1                   | 32.8                 | 15.9                 | 1.8              | 2.4     |
|  Netherlands    | 280     | 54.9                   | 25.4                 | 13.5                 | 5.2              | 1.1     |
|  Austria        | 338     | 77.1                   | 11.5                 | 5.9                  | 2.1              | 3.4     |
|  Poland         | 322     | 38.6                   | 40.6                 | 16.4                 | 3                | 1.4     |
|  Portugal       | 261     | 50.6                   | 29.1                 | 14.1                 | 3.9              | 2.3     |
|  Romania        | 361     | 44.8                   | 16                   | 17.8                 | 17.3             | 4.1     |
|  Slovenia       | 226     | 63.4                   | 19.1                 | 9.4                  | 5.3              | 2.7     |
|  Slovakia       | 359     | 50                     | 36.9                 | 6.1                  | 2.3              | 4.6     |
|  Finland        | 250     | 74.4                   | 15.6                 | 8                    | 1.7              | 0.3     |
|  Sweden         | 246     | 61.8                   | 18.7                 | 9.1                  | 6                | 4.5     |
|  United Kingdom | 277     | 53.6                   | 20.3                 | 16.5                 | 7.2              | 2.3     |
|  Norway         | 280     | 73.6                   | 15.3                 | 7.5                  | 1.5              | 2       |

Table 16b. Health messages get you to try to quit smoking – *by segment*

QUESTION: Q7c\_C. Thinking about the health messages that are on tobacco packs, have these messages been very effective, somewhat effective, not very effective or not effective at all? - Getting you to try to quit smoking






























Base : smokers

|   | Total N | % Not at all effective | % Not very effective | % Somewhat effective | % Very effective | % DK/NA |
|---|---------|------------------------|----------------------|----------------------|------------------|---------|
| <b>EU27</b>   | 8081    | 58                     | 21.4                 | 13.4                 | 5.2              | 2       |
|  <b>SEX</b>                    |         |                        |                      |                      |                  |         |
| Male  | 4685    | 58.8                   | 20.4                 | 13.4                 | 5.2              | 2.2     |
| Female  | 3396    | 57                     | 22.7                 | 13.3                 | 5.2              | 1.8     |
|  <b>AGE</b>                    |         |                        |                      |                      |                  |         |
| 15 - 24   | 1242    | 57.8                   | 27.2                 | 11.2                 | 3.2              | 0.6     |
| 25 - 39   | 2403    | 54.8                   | 21.3                 | 15.7                 | 5.7              | 2.5     |
| 40 - 54   | 2823    | 59.7                   | 20.9                 | 12.4                 | 4.9              | 2.1     |
| 55 +  | 1588    | 60.1                   | 18                   | 13.4                 | 6.4              | 2.1     |
|  <b>EDUCATION (end of)</b>     |         |                        |                      |                      |                  |         |
| Until 15 years of age   | 978     | 54.8                   | 23.3                 | 14.3                 | 5.6              | 2.1     |
| 16 - 20   | 4060    | 59.1                   | 20.8                 | 12.8                 | 5.7              | 1.5     |
| 20 +  | 2123    | 58                     | 19.5                 | 14.7                 | 4.4              | 3.4     |
| Still in education  | 736     | 57.3                   | 27.4                 | 10.3                 | 4.3              | 0.6     |
|  <b>URBANISATION</b>         |         |                        |                      |                      |                  |         |
| Metropolitan  | 1582    | 62.1                   | 19.9                 | 11                   | 5.6              | 1.4     |
| Urban   | 3309    | 54.5                   | 22.7                 | 14.9                 | 6                | 1.9     |
| Rural   | 3153    | 59.5                   | 20.8                 | 13                   | 4.2              | 2.5     |
|  <b>OCCUPATION</b>           |         |                        |                      |                      |                  |         |
| Self-employed   | 946     | 64.5                   | 20.6                 | 9.5                  | 2.6              | 2.7     |
| Employee  | 3172    | 57.4                   | 19.3                 | 16                   | 5.2              | 2.1     |
| Manual worker   | 1013    | 52                     | 22.5                 | 17.8                 | 5.1              | 2.6     |
| Not working   | 2908    | 58.7                   | 23.4                 | 10.3                 | 6.1              | 1.5     |
|  <b>SMOKER OR NON-SMOKER</b> |         |                        |                      |                      |                  |         |
| Smoker  | 8075    | 58                     | 21.4                 | 13.4                 | 5.2              | 2       |
| Non-smoker  | 0       | 0                      | 0                    | 0                    | 0                | 0       |

**Table 17a. Effectiveness of a colour picture illustrating the health effects of smoking – by country**

**QUESTION: Q8a. In your opinion, how effective would adding a colour picture illustrating the health effects of smoking be in strengthening the text-only health warning?**







*Base: respondents in all countries with the exception of Belgium, Romania and the UK*

|  | Total N | % Not at all effective | % Not very effective | % Somewhat effective | % Very effective | % DK/NA |
|--|---------|------------------------|----------------------|----------------------|------------------|---------|
|  <b>Total</b>     | 20850   | 20.5                   | 18.7                 | 35.4                 | 19.7             | 5.8     |
| <b>COUNTRY</b>   |         |                        |                      |                      |                  |         |
|  Belgium          | 0       | 0                      | 0                    | 0                    | 0                | 0       |
|  Bulgaria         | 1002    | 26.2                   | 17.4                 | 32.2                 | 12.7             | 11.4    |
|  Czech Rep.       | 1003    | 28                     | 30.7                 | 28.8                 | 8.1              | 4.4     |
|  Denmark          | 1002    | 32.9                   | 19.3                 | 25.8                 | 16.4             | 5.6     |
|  Germany          | 1009    | 26.1                   | 14.9                 | 31.8                 | 23.3             | 4       |
|  Estonia          | 1005    | 23.4                   | 20.2                 | 34.1                 | 11.3             | 11.1    |
|  Greece          | 1000    | 16                     | 8.6                  | 31.6                 | 40               | 3.7     |
|  Spain          | 1002    | 17.9                   | 13.2                 | 42.7                 | 19.6             | 6.6     |
|  France         | 1008    | 16.2                   | 22.7                 | 37.3                 | 17.5             | 6.3     |
|  Ireland        | 1000    | 13.5                   | 9.3                  | 34.3                 | 41               | 1.9     |
|  Italy          | 1000    | 21.9                   | 19.1                 | 36.1                 | 17.6             | 5.3     |
|  Cyprus         | 500     | 9.8                    | 14.1                 | 38.3                 | 35.6             | 2.2     |
|  Latvia         | 1002    | 11.4                   | 25.8                 | 39.6                 | 14.8             | 8.4     |
|  Lithuania      | 1003    | 12                     | 22.9                 | 40.2                 | 16.5             | 8.3     |
|  Luxembourg     | 503     | 18.4                   | 18.4                 | 36.4                 | 22.8             | 3.9     |
|  Hungary        | 1006    | 26.5                   | 18                   | 36.4                 | 13.7             | 5.5     |
|  Malta          | 503     | 11.5                   | 15.7                 | 39.8                 | 24.6             | 8.5     |
|  Netherlands    | 1003    | 30                     | 26.6                 | 22.9                 | 14.6             | 5.9     |
|  Austria        | 1001    | 31.7                   | 18.4                 | 30                   | 14.5             | 5.4     |
|  Poland         | 1002    | 11.2                   | 22                   | 40.6                 | 17.8             | 8.4     |
|  Portugal       | 1006    | 11.4                   | 18.6                 | 33.4                 | 29.2             | 7.4     |
|  Romania        | 0       | 0                      | 0                    | 0                    | 0                | 0       |
|  Slovenia       | 1000    | 25                     | 19.5                 | 32.9                 | 16.2             | 6.5     |
|  Slovakia       | 1009    | 16.2                   | 29                   | 34.6                 | 14.1             | 6.1     |
|  Finland        | 1001    | 17                     | 19.6                 | 41.9                 | 15.9             | 5.5     |
|  Sweden         | 1000    | 15                     | 17.2                 | 36                   | 24.8             | 7       |
|  United Kingdom | 0       | 0                      | 0                    | 0                    | 0                | 0       |
|  Norway         | 1002    | 36.1                   | 14.6                 | 26.2                 | 14.8             | 8.3     |

**Table 17b. Effectiveness of a colour picture illustrating the health effects of smoking – by segment**

**QUESTION: Q8a. In your opinion, how effective would adding a colour picture illustrating the health effects of smoking be in strengthening the text-only health warning?**





*Base: respondents in all countries with the exception of Belgium, Romania and the UK*

|   | Total N | % Not at all effective | % Not very effective | % Somewhat effective | % Very effective | % DK/NA |
|---|---------|------------------------|----------------------|----------------------|------------------|---------|
| <b>Total</b>  | 20850   | 20.5                   | 18.7                 | 35.4                 | 19.7             | 5.8     |
|  <b>SEX</b>                    |         |                        |                      |                      |                  |         |
| Male  | 10075   | 22.2                   | 18.6                 | 33.7                 | 20.4             | 5.2     |
| Female  | 10774   | 18.9                   | 18.7                 | 37                   | 19               | 6.4     |
|  <b>AGE</b>                    |         |                        |                      |                      |                  |         |
| 15 - 24   | 3194    | 14.1                   | 17.2                 | 40.5                 | 25.1             | 3.2     |
| 25 - 39   | 4475    | 19.7                   | 19.5                 | 37.2                 | 19.5             | 4.2     |
| 40 - 54   | 5823    | 23                     | 18.4                 | 35.1                 | 19.1             | 4.4     |
| 55 +  | 7186    | 21.8                   | 19                   | 32.2                 | 18               | 9       |
|  <b>EDUCATION (end of)</b>    |         |                        |                      |                      |                  |         |
| Until 15 years of age   | 3314    | 20                     | 16.8                 | 35.6                 | 18.2             | 9.3     |
| 16 - 20   | 8801    | 20.9                   | 20.2                 | 34.9                 | 18.7             | 5.3     |
| 20 +  | 5697    | 22                     | 18                   | 35.4                 | 20.1             | 4.5     |
| Still in education  | 2381    | 15.1                   | 16.9                 | 40.4                 | 24.5             | 3.1     |
|  <b>URBANISATION</b>         |         |                        |                      |                      |                  |         |
| Metropolitan  | 4030    | 21.6                   | 17.5                 | 35.3                 | 20.3             | 5.4     |
| Urban   | 8552    | 19.4                   | 19.8                 | 37.1                 | 18.5             | 5.3     |
| Rural   | 8132    | 21                     | 18.1                 | 33.7                 | 20.7             | 6.4     |
|  <b>OCCUPATION</b>           |         |                        |                      |                      |                  |         |
| Self-employed   | 1788    | 22.7                   | 19.5                 | 32.5                 | 20.6             | 4.8     |
| Employee  | 6771    | 20.3                   | 19.3                 | 36.2                 | 20.4             | 3.8     |
| Manual worker   | 1772    | 22.3                   | 21.8                 | 33.3                 | 16.3             | 6.3     |
| Not working   | 10412   | 19.8                   | 17.6                 | 35.8                 | 19.6             | 7.2     |
|  <b>SMOKER OR NON-SMOKER</b> |         |                        |                      |                      |                  |         |
| Smoker  | 6683    | 26.6                   | 20.2                 | 31.6                 | 17.9             | 3.7     |
| Non-smoker  | 14164   | 17.6                   | 18                   | 37.2                 | 20.5             | 6.8     |

**Table 18a. Effectiveness of a colour picture illustrating the health effects of smoking – by country (Belgium, Romania and the UK)**

**QUESTION: Q8b. In your opinion, how effective has adding a colour picture illustrating the health effects of smoking been in strengthening the text-only health warning?**

*Base: respondents in Belgium, Romania and the UK*

|  | Total N | % Not at all effective | % Not very effective | % Somewhat effective | % Very effective | % DK/NA |
|--|---------|------------------------|----------------------|----------------------|------------------|---------|
|  <b>Total</b>   | 4730    | 15.7                   | 12.6                 | 28.6                 | 26.6             | 16.5    |
| <b>COUNTRY</b>   |         |                        |                      |                      |                  |         |
|  Belgium        | 1002    | 17.3                   | 28.5                 | 26.7                 | 12.1             | 15.4    |
|  Romania        | 1005    | 19.4                   | 10.3                 | 30                   | 31.2             | 9.1     |
|  United Kingdom | 1002    | 14.1                   | 10.7                 | 28.4                 | 27.5             | 19.4    |

**Table 18b. Effectiveness of a colour picture illustrating the health effects of smoking – by segment (Belgium, Romania and the UK)**

**QUESTION: Q8b. In your opinion, how effective has adding a colour picture illustrating the health effects of smoking been in strengthening the text-only health warning?**

*Base: respondents in Belgium, Romania and the UK*







|   | Total N | % Not at all effective | % Not very effective | % Somewhat effective | % Very effective | % DK/NA |
|---|---------|------------------------|----------------------|----------------------|------------------|---------|
| <b>Total</b>  | 4730    | 15.7                   | 12.6                 | 28.6                 | 26.6             | 16.5    |
|  <b>SEX</b>                    |         |                        |                      |                      |                  |         |
| Male  | 2296    | 17.5                   | 11.3                 | 29.8                 | 26               | 15.5    |
| Female  | 2434    | 14                     | 13.9                 | 27.5                 | 27.2             | 17.4    |
|  <b>AGE</b>                    |         |                        |                      |                      |                  |         |
| 15 - 24   | 711     | 9.5                    | 15.1                 | 34.5                 | 35.2             | 5.7     |
| 25 - 39   | 1189    | 15.2                   | 11.4                 | 32.4                 | 27               | 13.9    |
| 40 - 54   | 1206    | 18.9                   | 10.3                 | 27.6                 | 25.6             | 17.7    |
| 55 +  | 1557    | 16.2                   | 14.2                 | 24.4                 | 23.5             | 21.7    |
|  <b>EDUCATION (end of)</b>    |         |                        |                      |                      |                  |         |
| Until 15 years of age   | 842     | 17.7                   | 15                   | 21                   | 29.2             | 17.2    |
| 16 - 20   | 2318    | 14.5                   | 13                   | 29.8                 | 26.2             | 16.5    |
| 20 +  | 1072    | 16.5                   | 10.2                 | 29.9                 | 22.7             | 20.6    |
| Still in education  | 392     | 13.3                   | 12.3                 | 36.2                 | 35.8             | 2.5     |
|  <b>URBANISATION</b>         |         |                        |                      |                      |                  |         |
| Metropolitan  | 730     | 19.5                   | 12.9                 | 28.7                 | 25.7             | 13.2    |
| Urban   | 2096    | 15.5                   | 12.7                 | 29.6                 | 27.3             | 14.9    |
| Rural   | 1882    | 14.5                   | 12.5                 | 27.5                 | 26.4             | 19.1    |
|  <b>OCCUPATION</b>           |         |                        |                      |                      |                  |         |
| Self-employed   | 450     | 19.5                   | 12.7                 | 23.2                 | 24.4             | 20.3    |
| Employee  | 1812    | 16                     | 11.1                 | 31.4                 | 25.5             | 16      |
| Manual worker   | 353     | 15.2                   | 14.1                 | 30.1                 | 29.6             | 11      |
| Not working   | 2095    | 14.7                   | 13.6                 | 27                   | 27.7             | 17      |
|  <b>SMOKER OR NON-SMOKER</b> |         |                        |                      |                      |                  |         |
| Smoker  | 1392    | 24.9                   | 14.9                 | 29.7                 | 18.4             | 12.1    |
| Non-smoker  | 3335    | 11.8                   | 11.7                 | 28.2                 | 30               | 18.3    |

Table 19a. Buying tobacco products over the Internet – *by country*

QUESTION: Q9a. Have you ever bought tobacco products over Internet?

Base: those who have never tried non-combustible tobacco products






























|  | Total N | % Never | % 1-10 times | % More often | % DK/NA |
|--|---------|---------|--------------|--------------|---------|
|  <b>EU27</b>      | 23262   | 99.2    | 0.3          | 0.2          | 0.3     |
| <b>COUNTRY</b>   |         |         |              |              |         |
|  Belgium          | 925     | 98.2    | 0            | 0.2          | 1.6     |
|  Bulgaria         | 910     | 96.7    | 0.2          | 0.2          | 2.9     |
|  Czech Rep.       | 832     | 97.7    | 0.9          | 0.4          | 1       |
|  Denmark          | 890     | 98.8    | 0.6          | 0.4          | 0.2     |
|  Germany          | 870     | 99.5    | 0.3          | 0            | 0.2     |
|  Estonia          | 918     | 97.2    | 0.3          | 0            | 2.5     |
|  Greece           | 950     | 99.7    | 0.1          | 0.1          | 0.1     |
|  Spain            | 968     | 99.1    | 0.1          | 0.5          | 0.3     |
|  France           | 938     | 99.6    | 0.2          | 0.2          | 0       |
|  Ireland          | 877     | 99.3    | 0.6          | 0            | 0.1     |
|  Italy          | 990     | 99.8    | 0.1          | 0            | 0.1     |
|  Cyprus         | 496     | 98.1    | 0.4          | 0.6          | 0.9     |
|  Latvia         | 849     | 94.9    | 0.7          | 0.1          | 4.3     |
|  Lithuania      | 881     | 96      | 0.1          | 0            | 3.9     |
|  Luxembourg     | 458     | 99.9    | 0.1          | 0            | 0       |
|  Hungary        | 955     | 99.1    | 0.5          | 0.3          | 0       |
|  Malta          | 484     | 100     | 0            | 0            | 0       |
|  Netherlands    | 951     | 99.4    | 0.3          | 0            | 0.3     |
|  Austria        | 867     | 99.2    | 0.1          | 0            | 0.7     |
|  Poland         | 901     | 99.2    | 0.3          | 0.2          | 0.4     |
|  Portugal       | 928     | 99.4    | 0            | 0.2          | 0.4     |
|  Romania        | 867     | 98.9    | 0.3          | 0.6          | 0.2     |
|  Slovenia       | 944     | 99.6    | 0            | 0.1          | 0.3     |
|  Slovakia       | 852     | 98.4    | 0            | 0            | 1.5     |
|  Finland        | 858     | 99.5    | 0.2          | 0.3          | 0       |
|  Sweden         | 597     | 99.3    | 0.2          | 0.1          | 0.3     |
|  United Kingdom | 910     | 99.1    | 0.8          | 0            | 0.1     |
|  Norway         | 728     | 98.3    | 0.3          | 0            | 1.5     |



Table 19b. Buying tobacco products over the Internet – *by segment*

QUESTION: Q9a. Have you ever bought tobacco products over Internet?

Base: those who have never tried non-combustible tobacco products







|   | Total N | % Never | % 1-10 times | % More often | % DK/NA |
|---|---------|---------|--------------|--------------|---------|
| <b>EU27</b>   | 23262   | 99.2    | 0.3          | 0.2          | 0.3     |
|  <b>SEX</b>                    |         |         |              |              |         |
| Male  | 10742   | 99.1    | 0.3          | 0.3          | 0.3     |
| Female  | 12520   | 99.4    | 0.3          | 0            | 0.3     |
|  <b>AGE</b>                    |         |         |              |              |         |
| 15 - 24   | 3475    | 99.4    | 0.1          | 0.3          | 0.2     |
| 25 - 39   | 5018    | 98.8    | 0.7          | 0.2          | 0.3     |
| 40 - 54   | 6395    | 99.4    | 0.2          | 0.1          | 0.3     |
| 55 +  | 8143    | 99.3    | 0.1          | 0.1          | 0.4     |
|  <b>EDUCATION (end of)</b>     |         |         |              |              |         |
| Until 15 years of age   | 3916    | 99.6    | 0            | 0            | 0.3     |
| 16 - 20   | 10084   | 99.1    | 0.4          | 0.2          | 0.3     |
| 20 +  | 6062    | 99.2    | 0.3          | 0.2          | 0.3     |
| Still in education  | 2488    | 99.7    | 0.1          | 0            | 0.1     |
|  <b>URBANISATION</b>         |         |         |              |              |         |
| Metropolitan  | 4278    | 99.3    | 0.2          | 0.2          | 0.3     |
| Urban   | 9742    | 99.1    | 0.3          | 0.2          | 0.4     |
| Rural   | 9088    | 99.4    | 0.3          | 0.1          | 0.3     |
|  <b>OCCUPATION</b>           |         |         |              |              |         |
| Self-employed   | 1991    | 98.8    | 0.7          | 0.1          | 0.4     |
| Employee  | 7693    | 99.4    | 0.3          | 0.1          | 0.2     |
| Manual worker   | 1891    | 99.4    | 0            | 0.1          | 0.4     |
| Not working   | 11576   | 99.2    | 0.2          | 0.2          | 0.4     |
|  <b>SMOKER OR NON-SMOKER</b> |         |         |              |              |         |
| Smoker  | 6972    | 99.1    | 0.5          | 0.2          | 0.2     |
| Non-smoker  | 16287   | 99.3    | 0.2          | 0.1          | 0.4     |

Table 20a. Buying non-combustible tobacco or other tobacco products over the Internet – *by country*

QUESTION: Q9b. Have you ever bought oral tobacco (such as snuff, snus or chewing tobacco) or other tobacco products over Internet ?

Base: those who take, used to take or tried non-combustible tobacco at least once






























|  | Total N | % Never | % Yes, oral tobacco | % Yes, other tobacco products | % Yes, oral tobacco and other tobacco products | % DK/NA |
|--|---------|---------|---------------------|-------------------------------|--|---------|
|  <b>EU27</b>      | 2318    | 95.5    | 1.9                 | 0.9                           | 1.2  | 0.5     |
| <b>COUNTRY</b>   |         |         |                     |                               |  |         |
|  Belgium          | 77      | 89.2    | 0                   | 0                             | 0  | 10.8    |
|  Bulgaria         | 92      | 83.3    | 9.8                 | 0                             | 0  | 7       |
|  Czech Rep.       | 171     | 87.1    | 4.5                 | 4.6                           | 3.2  | 0.6     |
|  Denmark          | 112     | 84.8    | 4.8                 | 9.1                           | 0  | 1.2     |
|  Germany          | 139     | 100     | 0                   | 0                             | 0  | 0       |
|  Estonia          | 87      | 100     | 0                   | 0                             | 0  | 0       |
|  Greece          | 50      | 93.6    | 0                   | 0                             | 4  | 2.4     |
|  Spain          | 34      | 86.2    | 11.5                | 0                             | 2.4  | 0       |
|  France         | 70      | 95.5    | 4.5                 | 0                             | 0  | 0       |
|  Ireland        | 123     | 99.5    | 0                   | 0                             | 0.5  | 0       |
|  Italy          | 10      | 84.4    | 0                   | 0                             | 15.6   | 0       |
|  Cyprus         | 4       | 100     | 0                   | 0                             | 0  | 0       |
|  Latvia         | 153     | 88.7    | 7.5                 | 1.8                           | 0.8  | 1.2     |
|  Lithuania      | 122     | 81.8    | 4.4                 | 8.3                           | 1.2  | 4.3     |
|  Luxembourg     | 45      | 100     | 0                   | 0                             | 0  | 0       |
|  Hungary        | 51      | 93.8    | 1.6                 | 1.3                           | 3.3  | 0       |
|  Malta          | 19      | 100     | 0                   | 0                             | 0  | 0       |
|  Netherlands    | 52      | 98.7    | 1.3                 | 0                             | 0  | 0       |
|  Austria        | 134     | 95.7    | 4                   | 0                             | 0  | 0.3     |
|  Poland         | 101     | 94.6    | 0                   | 4.9                           | 0.6  | 0       |
|  Portugal       | 78      | 96.5    | 0.5                 | 0                             | 2.6  | 0.4     |
|  Romania        | 138     | 96.1    | 0.8                 | 0.4                           | 1.1  | 1.6     |
|  Slovenia       | 56      | 100     | 0                   | 0                             | 0  | 0       |
|  Slovakia       | 157     | 90.5    | 4.2                 | 5.3                           | 0  | 0       |
|  Finland        | 143     | 99.3    | 0.7                 | 0                             | 0  | 0       |
|  Sweden         | 403     | 97.2    | 2.3                 | 0                             | 0.5  | 0       |
|  United Kingdom | 92      | 96.1    | 0.4                 | 0                             | 3.5  | 0       |
|  Norway         | 274     | 96.8    | 1.3                 | 1                             | 0  | 1       |

Table 20b. Buying non-combustible tobacco or other tobacco products over the Internet – *by segment*

QUESTION: Q9b. Have you ever bought oral tobacco (such as snuff, snus or chewing tobacco) or other tobacco products over Internet ?

Base: those who take, used to take or tried non-combustible tobacco at least once







|   | Total N | % Never | % Yes, oral tobacco | % Yes, other tobacco products | % Yes, oral tobacco and other tobacco products | % DK/NA |
|---|---------|---------|---------------------|-------------------------------|--|---------|
| <b>EU27</b>   | 2318    | 95.5    | 1.9                 | 0.9                           | 1.2  | 0.5     |
|  <b>SEX</b>                    |         |         |                     |                               |  |         |
| Male  | 1629    | 95.5    | 1.5                 | 1.2                           | 1.5  | 0.4     |
| Female  | 689     | 95.6    | 2.8                 | 0.5                           | 0.4  | 0.8     |
|  <b>AGE</b>                    |         |         |                     |                               |  |         |
| 15 - 24   | 430     | 94      | 1                   | 2                             | 2.6  | 0.4     |
| 25 - 39   | 646     | 95.3    | 3.2                 | 0.7                           | 0.6  | 0.2     |
| 40 - 54   | 633     | 96.4    | 1.3                 | 0.5                           | 1.3  | 0.5     |
| 55 +  | 601     | 96.1    | 1.6                 | 1                             | 0.6  | 0.8     |
|  <b>EDUCATION (end of)</b>   |         |         |                     |                               |  |         |
| Until 15 years of age   | 240     | 96      | 1.3                 | 1.1                           | 1.2  | 0.4     |
| 16 - 20   | 1035    | 96.5    | 1.7                 | 0.4                           | 0.9  | 0.5     |
| 20 +  | 707     | 96      | 2.6                 | 0.6                           | 0.5  | 0.3     |
| Still in education  | 285     | 91.7    | 0.9                 | 3.6                           | 3.8  | 0       |
|  <b>URBANISATION</b>         |         |         |                     |                               |  |         |
| Metropolitan  | 482     | 93.3    | 1.2                 | 1.4                           | 3.1  | 0.9     |
| Urban   | 906     | 94.3    | 3.1                 | 1.1                           | 1  | 0.5     |
| Rural   | 926     | 97.8    | 1                   | 0.5                           | 0.3  | 0.4     |
|  <b>OCCUPATION</b>           |         |         |                     |                               |  |         |
| Self-employed   | 247     | 97.7    | 0.7                 | 0.4                           | 0.9  | 0.3     |
| Employee  | 891     | 94.9    | 2.9                 | 1                             | 0.9  | 0.3     |
| Manual worker   | 234     | 95.7    | 2.1                 | 1                             | 0.5  | 0.7     |
| Not working   | 931     | 95.7    | 1.1                 | 1                             | 1.6  | 0.5     |
|  <b>SMOKER OR NON-SMOKER</b> |         |         |                     |                               |  |         |
| Smoker  | 1103    | 94.9    | 1.6                 | 1.3                           | 1.9  | 0.3     |
| Non-smoker  | 1212    | 96.1    | 2.1                 | 0.6                           | 0.5  | 0.7     |

Table 20c. Buying non-combustible tobacco or other tobacco products over the Internet – *by segment*

QUESTION: Q9a. Have you ever bought tobacco products over Internet? and Q9b. Have you ever bought oral tobacco (such as snuff, snus or chewing tobacco) or other tobacco products over Internet ?

Base: all respondents

Note: it is assumed that respondents, who have never tried non-combustible tobacco products, but who bought tobacco products online, have only bought “other” tobacco products online






























|  | Total N | % Never | % Yes, oral tobacco | % Yes, other tobacco products | % Yes, oral tobacco and other tobacco products | % DK/NA |
|--|---------|---------|---------------------|-------------------------------|--|---------|
|  <b>EU27</b>      | 25580   | 98.9    | 0.2                 | 0.5                           | 0.1  | 0.3     |
| <b>COUNTRY</b>   |         |         |                     |                               |  |         |
|  Belgium          | 1002    | 97.5    | 0                   | 0.2                           | 0  | 2.3     |
|  Bulgaria         | 1002    | 95.5    | 0.9                 | 0.3                           | 0  | 3.3     |
|  Czech Rep.       | 1003    | 95.8    | 0.8                 | 1.8                           | 0.6  | 1       |
|  Denmark          | 1002    | 97.3    | 0.5                 | 1.9                           | 0  | 0.3     |
|  Germany         | 1009    | 99.6    | 0                   | 0.2                           | 0  | 0.2     |
|  Estonia        | 1005    | 97.4    | 0                   | 0.3                           | 0  | 2.3     |
|  Greece         | 1000    | 99.4    | 0                   | 0.2                           | 0.2  | 0.2     |
|  Spain          | 1002    | 98.6    | 0.4                 | 0.6                           | 0.1  | 0.3     |
|  France         | 1008    | 99.3    | 0.3                 | 0.4                           | 0  | 0       |
|  Ireland        | 1000    | 99.3    | 0                   | 0.5                           | 0.1  | 0.1     |
|  Italy          | 1000    | 99.6    | 0                   | 0.1                           | 0.2  | 0.1     |
|  Cyprus         | 500     | 98.2    | 0                   | 1                             | 0  | 0.8     |
|  Latvia         | 1002    | 94.0    | 1.1                 | 1                             | 0.1  | 3.8     |
|  Lithuania      | 1003    | 94.2    | 0.5                 | 1.1                           | 0.2  | 4       |
|  Luxembourg     | 503     | 99.8    | 0                   | 0.2                           | 0  | 0       |
|  Hungary        | 1006    | 98.8    | 0.1                 | 0.9                           | 0.2  | 0       |
|  Malta          | 503     | 100.0   | 0                   | 0                             | 0  | 0       |
|  Netherlands    | 1003    | 99.3    | 0.1                 | 0.3                           | 0  | 0.3     |
|  Austria        | 1001    | 98.8    | 0.5                 | 0.1                           | 0  | 0.6     |
|  Poland         | 1002    | 98.7    | 0                   | 0.9                           | 0.1  | 0.3     |
|  Portugal       | 1006    | 99.2    | 0                   | 0.2                           | 0.2  | 0.4     |
|  Romania        | 1005    | 98.4    | 0.1                 | 0.9                           | 0.2  | 0.4     |
|  Slovenia       | 1000    | 99.6    | 0                   | 0.1                           | 0  | 0.3     |
|  Slovakia       | 1009    | 97.1    | 0.7                 | 0.9                           | 0  | 1.3     |
|  Finland        | 1001    | 99.5    | 0.1                 | 0.4                           | 0  | 0       |
|  Sweden         | 1000    | 98.5    | 0.9                 | 0.2                           | 0.2  | 0.2     |
|  United Kingdom | 1002    | 98.9    | 0                   | 0.7                           | 0.3  | 0.1     |
|  Norway         | 1002    | 97.8    | 0.4                 | 0.5                           | 0  | 1.3     |

Table 21a. Contact with potentially smuggled tobacco products – *by country*

QUESTION: Q10. In the last 6 months, have you seen tobacco products being sold which you think were smuggled?




































|  | Total N | % Never | % Yes,<br>occasionally | % Yes, often | % DK/NA |
|--|---------|---------|------------------------|--------------|---------|
|  <b>EU27</b>      | 25580   | 85.4    | 7.7                    | 4            | 3       |
| <b>COUNTRY</b>   |         |         |                        |              |         |
|  Belgium          | 1002    | 86.7    | 3.6                    | 0.4          | 9.3     |
|  Bulgaria         | 1002    | 59.7    | 10.8                   | 10.4         | 19.1    |
|  Czech Rep.       | 1003    | 82.8    | 8.9                    | 3.9          | 4.4     |
|  Denmark          | 1002    | 93.6    | 3.9                    | 1.3          | 1.2     |
|  Germany          | 1009    | 87.5    | 6.7                    | 2.8          | 3       |
|  Estonia          | 1005    | 75.9    | 8.2                    | 5.5          | 10.3    |
|  Greece           | 1000    | 72.1    | 13                     | 12.1         | 2.9     |
|  Spain            | 1002    | 88.8    | 7.2                    | 2.2          | 1.8     |
|  France           | 1008    | 85.2    | 9                      | 2.8          | 3       |
|  Ireland          | 1000    | 82.7    | 10.1                   | 4.9          | 2.3     |
|  Italy            | 1000    | 95.8    | 3.5                    | 0.6          | 0.1     |
|  Cyprus          | 500     | 90.6    | 5.1                    | 1            | 3.3     |
|  Latvia         | 1002    | 59.5    | 14.5                   | 7.7          | 18.3    |
|  Lithuania      | 1003    | 60.2    | 19                     | 17.3         | 3.5     |
|  Luxembourg     | 503     | 92.7    | 3.8                    | 0.8          | 2.8     |
|  Hungary        | 1006    | 71.3    | 17                     | 6.1          | 5.7     |
|  Malta          | 503     | 82.3    | 6.5                    | 2.9          | 8.3     |
|  Netherlands    | 1003    | 95.4    | 2.6                    | 1.5          | 0.5     |
|  Austria        | 1001    | 89.6    | 6.4                    | 2            | 1.9     |
|  Poland         | 1002    | 71.9    | 14.3                   | 9.4          | 4.4     |
|  Portugal       | 1006    | 94.6    | 3.6                    | 0.9          | 0.9     |
|  Romania        | 1005    | 76.1    | 11.9                   | 7.4          | 4.6     |
|  Slovenia       | 1000    | 82.1    | 5.8                    | 2.3          | 9.8     |
|  Slovakia       | 1009    | 71.8    | 15.1                   | 5.2          | 7.9     |
|  Finland        | 1001    | 90.8    | 5.9                    | 2.2          | 1.1     |
|  Sweden         | 1000    | 88.7    | 5.4                    | 3            | 2.9     |
|  United Kingdom | 1002    | 87.4    | 5.3                    | 5.8          | 1.5     |
|  Norway         | 1002    | 93.3    | 4.7                    | 1.1          | 0.9     |

Table 21b. Contact with potentially smuggled tobacco products – *by segment*

QUESTION: Q10. In the last 6 months, have you seen tobacco products being sold which you think were smuggled?

|   | Total N | % Never | % Yes,<br>occasionally | % Yes,<br>often | % DK/NA |
|---|---------|---------|------------------------|-----------------|---------|
| <b>EU27</b>   | 25580   | 85.4    | 7.7                    | 4               | 3       |
|  <b>SEX</b>                    |         |         |                        |                 |         |
| Male  | 12371   | 81.5    | 9.6                    | 6               | 2.8     |
| Female  | 13209   | 89      | 5.9                    | 2               | 3.1     |
|  <b>AGE</b>                    |         |         |                        |                 |         |
| 15 - 24   | 3905    | 84.9    | 9.3                    | 4               | 1.9     |
| 25 - 39   | 5664    | 82.2    | 10.7                   | 5               | 2.1     |
| 40 - 54   | 7029    | 85.3    | 7.5                    | 4.5             | 2.6     |
| 55 +  | 8744    | 87.7    | 5.2                    | 3               | 4.2     |
|  <b>EDUCATION (end of)</b>     |         |         |                        |                 |         |
| Until 15 years of age   | 4156    | 89.7    | 4.6                    | 2.8             | 2.9     |
| 16 - 20   | 11119   | 84.8    | 7.9                    | 4.5             | 2.8     |
| 20 +  | 6769    | 83.8    | 8.6                    | 4.3             | 3.3     |
| Still in education  | 2773    | 85      | 9.4                    | 3.2             | 2.3     |
|  <b>URBANISATION</b>          |         |         |                        |                 |         |
| Metropolitan  | 4760    | 80.4    | 10.6                   | 5.7             | 3.4     |
| Urban   | 10647   | 84.9    | 8                      | 4               | 3.2     |
| Rural   | 10014   | 88.2    | 6                      | 3.2             | 2.5     |
|  <b>OCCUPATION</b>           |         |         |                        |                 |         |
| Self-employed   | 2238    | 81.6    | 9.8                    | 4.6             | 3.9     |
| Employee  | 8584    | 85.4    | 8.4                    | 4               | 2.2     |
| Manual worker   | 2125    | 80      | 11.4                   | 6.7             | 1.9     |
| Not working   | 12507   | 86.9    | 6.1                    | 3.4             | 3.6     |
|  <b>SMOKER OR NON-SMOKER</b> |         |         |                        |                 |         |
| Smoker  | 8075    | 80.4    | 10.9                   | 6.2             | 2.5     |
| Non-smoker  | 17499   | 87.7    | 6.2                    | 2.9             | 3.2     |

**Table 22a. Amount of lower-priced cigarettes brought home from another EU country – by country**

**QUESTION: Q11a. In the last 12 months when you last came back from a trip to another EU country, how many packs or cartons of lower price cigarettes did you bring home with you?**

*Base: respondents in all countries, with the exception of Norway*






























|  | Total N | % none | % 1 - 2 packs | % 3 - 5 packs | % 5 - 10 packs | % 11 - 20 packs | % 21 - 50 packs | % 50 + packs | % was not abroad | % DK/NA |
|--|---------|--------|---------------|---------------|----------------|-----------------|-----------------|--------------|------------------|---------|
|  <b>EU27</b>      | 25580   | 20.7   | 0.9           | 0.4           | 3.7            | 2.8             | 1.2             | 0.9          | 36.1             | 33.2    |
| <b>COUNTRY</b>   |         |        |               |               |                |                 |                 |              |                  |         |
|  Belgium          | 1002    | 20.8   | 0.8           | 0.3           | 2.3            | 3               | 0.9             | 0.1          | 18.4             | 53.5    |
|  Bulgaria         | 1002    | 13.9   | 0.8           | 0.2           | 1              | 0.5             | 0.4             | 0            | 69               | 14.2    |
|  Czech Rep.       | 1003    | 54.9   | 2.5           | 0.9           | 2.8            | 1.2             | 0.7             | 0            | 14.2             | 22.8    |
|  Denmark          | 1002    | 27.3   | 2             | 1             | 4.3            | 3.1             | 1.3             | 0.6          | 14               | 46.3    |
|  Germany          | 1009    | 41.5   | 0.4           | 0.2           | 7.9            | 3.4             | 0.8             | 0.4          | 17.1             | 28.2    |
|  Estonia          | 1005    | 6.7    | 1             | 0             | 1.5            | 0.6             | 0.5             | 0            | 38.3             | 51.5    |
|  Greece          | 1000    | 21     | 0.4           | 0.2           | 1.3            | 0.8             | 0.7             | 0.3          | 64.3             | 11      |
|  Spain          | 1002    | 15     | 0.6           | 0.3           | 1.3            | 0.8             | 0.4             | 0.6          | 41.9             | 39.1    |
|  France         | 1008    | 9.1    | 0.7           | 0.4           | 5              | 7.5             | 3.1             | 1.6          | 36               | 36.6    |
|  Ireland        | 1000    | 46.4   | 1.4           | 0.4           | 5.3            | 5.8             | 3.2             | 4.2          | 8.3              | 25      |
|  Italy          | 1000    | 4.1    | 1             | 0.4           | 2.3            | 2.8             | 0.6             | 0.1          | 64.2             | 24.5    |
|  Cyprus         | 500     | 17.3   | 0             | 1.2           | 3.4            | 2               | 1.5             | 0            | 21.3             | 53.3    |
|  Latvia         | 1002    | 13.8   | 2.3           | 1.6           | 3.7            | 0.9             | 0.4             | 0.3          | 56.1             | 20.9    |
|  Lithuania      | 1003    | 13.3   | 0.6           | 0.3           | 1.6            | 0.9             | 0.2             | 0.3          | 70               | 12.9    |
|  Luxembourg     | 503     | 41.3   | 0.1           | 0.3           | 2.1            | 1               | 0.2             | 0.5          | 6.8              | 47.7    |
|  Hungary        | 1006    | 34.3   | 1.3           | 0             | 1.3            | 0.1             | 0.9             | 0            | 56.1             | 6.1     |
|  Malta          | 503     | 26.1   | 0.6           | 0.2           | 2.6            | 1.2             | 0.2             | 0.5          | 49.4             | 19.4    |
|  Netherlands    | 1003    | 37.6   | 0.4           | 0.2           | 4.6            | 2.2             | 1.9             | 0.4          | 15.3             | 37.5    |
|  Austria        | 1001    | 26.8   | 2.4           | 0.3           | 4.2            | 1.1             | 0.6             | 0.1          | 21.3             | 43.2    |
|  Poland         | 1002    | 21.4   | 0.2           | 0.1           | 0.3            | 0               | 0.1             | 0            | 62.4             | 15.3    |
|  Portugal       | 1006    | 24.1   | 0.4           | 0             | 1.4            | 0.6             | 0.5             | 0.3          | 35.4             | 37.2    |
|  Romania        | 1005    | 11.9   | 0.1           | 0.1           | 0.3            | 0.6             | 0.1             | 0            | 67.6             | 19.2    |
|  Slovenia       | 1000    | 56.7   | 1.4           | 0.3           | 1.4            | 0.2             | 0.3             | 0            | 22.5             | 17.2    |
|  Slovakia       | 1009    | 28     | 2.3           | 2.2           | 1.8            | 0.8             | 0.1             | 0            | 38.4             | 26.5    |
|  Finland        | 1001    | 23.2   | 0.4           | 0.5           | 6.7            | 3.1             | 0.6             | 1.1          | 24               | 40.4    |
|  Sweden         | 1000    | 36.5   | 0.8           | 0.2           | 3.7            | 2.5             | 0.9             | 0.2          | 12.1             | 43      |
|  United Kingdom | 1002    | 8      | 2.6           | 0.7           | 5              | 3.5             | 2.9             | 4.1          | 9.6              | 63.6    |
|  Norway         | 0       | 0      | 0             | 0             | 0              | 0               | 0               | 0            | 0                | 0       |

Table 22b. Amount of lower-priced cigarettes brought home from another EU country – *by segment*

QUESTION: Q11a. In the last 12 months when you last came back from a trip to another EU country, how many packs or cartons of lower price cigarettes did you bring home with you?

Base: respondents in all countries with the exception of Norway







|   | Total N | % none | % 1 - 2 packs | % 3 - 5 packs | % 5 - 10 packs | % 11 - 20 packs | % 21 - 50 packs | % 50 + packs | % was not abroad | % DK/NA |
|---|---------|--------|---------------|---------------|----------------|-----------------|-----------------|--------------|------------------|---------|
| <b>EU27</b>   | 25580   | 20.7   | 0.9           | 0.4           | 3.7            | 2.8             | 1.2             | 0.9          | 36.1             | 33.2    |
|  <b>SEX</b>                    |         |        |               |               |                |                 |                 |              |                  |         |
| Male  | 12371   | 21     | 1.1           | 0.4           | 4.2            | 3.4             | 1.4             | 1.1          | 33.8             | 33.6    |
| Female  | 13209   | 20.5   | 0.8           | 0.3           | 3.3            | 2.2             | 1.1             | 0.7          | 38.2             | 32.9    |
|  <b>AGE</b>                    |         |        |               |               |                |                 |                 |              |                  |         |
| 15 - 24   | 3905    | 22.4   | 1.7           | 0.2           | 5              | 3.1             | 0.9             | 1.2          | 32.3             | 33.1    |
| 25 - 39   | 5664    | 20.1   | 1.2           | 0.7           | 4.1            | 3.4             | 1.5             | 1.2          | 35.4             | 32.4    |
| 40 - 54   | 7029    | 20.3   | 0.9           | 0.4           | 4.4            | 3.5             | 1.7             | 1.1          | 34.9             | 32.8    |
| 55 +  | 8744    | 20.7   | 0.5           | 0.2           | 2.5            | 1.6             | 0.8             | 0.5          | 39.5             | 33.7    |
|  <b>EDUCATION (end of)</b>    |         |        |               |               |                |                 |                 |              |                  |         |
| Until 15 years of age   | 4156    | 14.1   | 0.6           | 0.2           | 1.7            | 1.4             | 1               | 1            | 46.6             | 33.5    |
| 16 - 20   | 11119   | 20.8   | 1             | 0.4           | 4.4            | 3.3             | 1.5             | 1.1          | 35.6             | 32      |
| 20 +  | 6769    | 24.2   | 0.7           | 0.5           | 4.1            | 2.9             | 1.3             | 0.6          | 31               | 34.8    |
| Still in education  | 2773    | 23.7   | 2.1           | 0.1           | 3.8            | 3.1             | 0.5             | 1            | 33.4             | 32.3    |
|  <b>URBANISATION</b>         |         |        |               |               |                |                 |                 |              |                  |         |
| Metropolitan  | 4760    | 24.3   | 0.8           | 0.7           | 4.6            | 3.4             | 1.5             | 0.7          | 29.2             | 34.9    |
| Urban   | 10647   | 19.2   | 1.1           | 0.2           | 3.8            | 2.5             | 0.8             | 0.9          | 37.5             | 34.1    |
| Rural   | 10014   | 20.7   | 0.9           | 0.4           | 3.3            | 2.9             | 1.5             | 1.1          | 37.7             | 31.6    |
|  <b>OCCUPATION</b>           |         |        |               |               |                |                 |                 |              |                  |         |
| Self-employed   | 2238    | 20.3   | 1.2           | 0.9           | 5.2            | 3.4             | 2.1             | 1.9          | 31.3             | 33.7    |
| Employee  | 8584    | 21.5   | 1.1           | 0.5           | 5.2            | 4               | 1.7             | 1.1          | 28.5             | 36.4    |
| Manual worker   | 2125    | 18.8   | 0.6           | 0.3           | 4              | 3.8             | 1.1             | 1.1          | 42.6             | 27.7    |
| Not working   | 12507   | 20.5   | 0.8           | 0.1           | 2.5            | 1.7             | 0.8             | 0.5          | 41.1             | 32      |
|  <b>SMOKER OR NON-SMOKER</b> |         |        |               |               |                |                 |                 |              |                  |         |
| Smoker  | 8075    | 16     | 2.2           | 0.9           | 7.6            | 5.5             | 2.7             | 2.1          | 37               | 26      |
| Non-smoker  | 17499   | 22.9   | 0.4           | 0.1           | 1.9            | 1.5             | 0.5             | 0.4          | 35.7             | 36.6    |



Table 22c. Amount of lower-priced cigarettes brought home from another EU country (base: respondents who went abroad) – *by segment*

QUESTION: Q11a. In the last 12 months when you last came back from a trip to another EU country, how many packs or cartons of lower price cigarettes did you bring home with you?

Base: respondents in all countries with the exception of Norway, who went abroad














|   | Total N | % none | % 1 - 2 packs | % 3 - 5 packs | % 5 - 10 packs | % 11 - 20 packs | % 21 - 50 packs | % 50 + packs |
|---|---------|--------|---------------|---------------|----------------|-----------------|-----------------|--------------|
| <b>EU27</b>   | 7846    | 67.6   | 3.0           | 1.1           | 12.2           | 9.0             | 4.0             | 3.0          |
|  <b>SEX</b>                    |         |        |               |               |                |                 |                 |              |
| Male  | 4033    | 64.4   | 3.4           | 1.3           | 12.8           | 10.3            | 4.3             | 3.5          |
| Female  | 3813    | 71.0   | 2.7           | 1.0           | 11.5           | 7.7             | 3.7             | 2.4          |
|  <b>AGE</b>                    |         |        |               |               |                |                 |                 |              |
| 15 - 24   | 1351    | 64.8   | 5.0           | 0.7           | 14.5           | 9.1             | 2.6             | 3.3          |
| 25 - 39   | 1824    | 62.5   | 3.6           | 2.1           | 12.9           | 10.7            | 4.7             | 3.6          |
| 40 - 54   | 2272    | 62.9   | 2.7           | 1.1           | 13.6           | 10.9            | 5.4             | 3.3          |
| 55 +  | 2346    | 77.2   | 1.9           | 0.7           | 9.2            | 6.0             | 3.0             | 2.0          |
|  <b>EDUCATION (end of)</b>    |         |        |               |               |                |                 |                 |              |
| Until 15 years of age   | 829     | 70.4   | 2.9           | 1.0           | 8.6            | 7.0             | 5.2             | 4.9          |
| 16 - 20   | 3606    | 64.2   | 3.1           | 1.1           | 13.6           | 10.1            | 4.5             | 3.4          |
| 20 +  | 2315    | 70.6   | 2.0           | 1.6           | 11.9           | 8.4             | 3.8             | 1.7          |
| Still in education  | 951     | 69.0   | 6.2           | 0.3           | 11.1           | 8.9             | 1.5             | 2.9          |
|  <b>URBANISATION</b>         |         |        |               |               |                |                 |                 |              |
| Metropolitan  | 1710    | 67.5   | 2.2           | 1.8           | 12.7           | 9.5             | 4.3             | 2.0          |
| Urban   | 3020    | 67.7   | 3.8           | 0.7           | 13.2           | 8.6             | 2.8             | 3.1          |
| Rural   | 3074    | 67.5   | 2.8           | 1.3           | 10.7           | 9.3             | 4.9             | 3.4          |
|  <b>OCCUPATION</b>           |         |        |               |               |                |                 |                 |              |
| Self-employed   | 782     | 58.1   | 3.6           | 2.6           | 14.8           | 9.7             | 5.9             | 5.4          |
| Employee  | 3012    | 61.3   | 3.1           | 1.6           | 14.8           | 11.3            | 4.8             | 3.2          |
| Manual worker   | 632     | 63.1   | 2.1           | 1.1           | 13.4           | 12.7            | 3.8             | 3.8          |
| Not working   | 3366    | 76.2   | 3.0           | 0.4           | 9.2            | 6.3             | 2.8             | 2.0          |
|  <b>SMOKER OR NON-SMOKER</b> |         |        |               |               |                |                 |                 |              |
| Smoker  | 2989    | 43.2   | 5.9           | 2.5           | 20.6           | 14.9            | 7.3             | 5.7          |
| Non-smoker  | 4853    | 82.6   | 1.3           | 0.3           | 7.0            | 5.5             | 2.0             | 1.3          |

Table 23a. Amount of lower-priced cigarettes brought home from an EU country – Norway

QUESTION: Q11b. In the last 12 months when you last came back from a trip to an EU country, how many packs or cartons of lower price cigarettes did you bring home with you?

Base: respondents in Norway

|   | Total N | % none | % 1 - 2 packs | % 3 - 5 packs | % 5 - 10 packs | % 11 - 20 packs | % 21 - 50 packs | % 50 + packs | % Total packs | % was not abroad | % DK/NA |
|---|---------|--------|---------------|---------------|----------------|-----------------|-----------------|--------------|---------------|------------------|---------|
|  <b>NORWAY</b>                 | 1002    | 40.3   | 8.3           | 3.1           | 15.6           | 3.3             | 1.1             | 0.5          | <b>31.9</b>   | 11.5             | 16.3    |
|  <b>SEX</b>                    |         |        |               |               |                |                 |                 |              |               |                  |         |
| Male  | 491     | 41.2   | 9.1           | 3.8           | 15.3           | 4.1             | 1.1             | 0.9          | <b>34.3</b>   | 10.5             | 13.8    |
| Female  | 511     | 39.4   | 7.5           | 2.4           | 15.9           | 2.4             | 1.1             | 0.1          | <b>29.4</b>   | 12.5             | 18.7    |
|  <b>AGE</b>                    |         |        |               |               |                |                 |                 |              |               |                  |         |
| 15 - 24   | 146     | 47.9   | 5.8           | 2.5           | 13.5           | 0.8             | 2.8             | 0            | <b>25.4</b>   | 12.5             | 14.2    |
| 25 - 39   | 249     | 34.8   | 12.3          | 2.9           | 14.9           | 5.1             | 0               | 0.3          | <b>35.5</b>   | 10.1             | 19.5    |
| 40 - 54   | 275     | 42.6   | 7.9           | 4.3           | 16.7           | 3.4             | 1.4             | 0.5          | <b>34.2</b>   | 11.4             | 11.7    |
| 55 +  | 332     | 39.0   | 6.7           | 2.6           | 16.2           | 2.8             | 0.9             | 0.9          | <b>30.1</b>   | 12.3             | 18.6    |
|  <b>EDUCATION (end of)</b>    |         |        |               |               |                |                 |                 |              |               |                  |         |
| Until 15 years of age   | 25      | 38.9   | 2.8           | 6.5           | 12.5           | 0               | 6.8             | 0            | <b>28.6</b>   | 17.9             | 14.5    |
| 16 - 20   | 229     | 34.9   | 13.3          | 4.6           | 16.3           | 4.2             | 0.9             | 1.7          | <b>41</b>     | 8.1              | 16.0    |
| 20 +  | 508     | 42.8   | 7.6           | 2.5           | 16.7           | 3.1             | 0.7             | 0.2          | <b>30.8</b>   | 11.8             | 14.7    |
| Still in education  | 189     | 45.3   | 6.9           | 1.6           | 13.3           | 2.9             | 1.6             | 0            | <b>26.3</b>   | 11.4             | 17.2    |
|  <b>URBANISATION</b>         |         |        |               |               |                |                 |                 |              |               |                  |         |
| Metropolitan  | 350     | 41.2   | 10.9          | 1.9           | 15.8           | 2.1             | 0.3             | 0.3          | <b>31.3</b>   | 11.0             | 16.5    |
| Urban   | 267     | 40.7   | 5.6           | 3.8           | 14.8           | 5.5             | 1.6             | 1.0          | <b>32.3</b>   | 11.7             | 15.2    |
| Rural   | 383     | 39.1   | 7.8           | 3.8           | 16.1           | 2.7             | 1.4             | 0.3          | <b>32.1</b>   | 11.7             | 17.0    |
|  <b>OCCUPATION</b>           |         |        |               |               |                |                 |                 |              |               |                  |         |
| Self-employed   | 80      | 43.6   | 9.2           | 3.4           | 19.2           | 4.4             | 1.6             | 0.4          | <b>38.2</b>   | 11.8             | 6.6     |
| Employee  | 195     | 43.8   | 9.2           | 1.6           | 17.1           | 4.3             | 0               | 0.2          | <b>32.4</b>   | 11.3             | 12.6    |
| Manual worker   | 216     | 40.6   | 6.0           | 4.4           | 17.2           | 2.9             | 2.1             | 0.9          | <b>33.5</b>   | 8.7              | 17.3    |
| Not working   | 497     | 38.4   | 9.0           | 3.0           | 14.0           | 2.9             | 1.0             | 0.5          | <b>30.4</b>   | 12.7             | 18.6    |
|  <b>SMOKER OR NON-SMOKER</b> |         |        |               |               |                |                 |                 |              |               |                  |         |
| Smoker  | 280     | 14.1   | 15.5          | 8.7           | 27.2           | 8.9             | 3.6             | 1.4          | <b>65.3</b>   | 7.4              | 13.2    |
| Non-smoker  | 722     | 50.4   | 5.5           | 1.0           | 11.1           | 1.1             | 0.1             | 0.1          | <b>18.9</b>   | 13.2             | 17.6    |

## II. Survey details

This general population survey “*Survey on Tobacco*” (N° 253) was conducted for the European Commission, DG Health and Consumers.

Telephone interviews were conducted in each country, with the exception of the Bulgaria, Czech Republic, Estonia, Latvia, Lithuania, Hungary, Poland, Romania and Slovakia where both telephone and face-to-face interviews were conducted (70% webCATI and 30% F2F interviews).

Telephone interviews were conducted in each country between the 13/12/2008 and the 17/12/2008 by the following institutes:

|                |    |                    |                                       |
|----------------|----|--------------------|---------------------------------------|
| Belgium        | BE | Gallup Europe      | (Interviews: 13/12/2008 - 17/12/2008) |
| Czech Republic | CZ | Focus Agency       | (Interviews: 13/12/2008 - 17/12/2008) |
| Denmark        | DK | Hermelin           | (Interviews: 13/12/2008 - 17/12/2008) |
| Germany        | DE | IFAK               | (Interviews: 13/12/2008 - 17/12/2008) |
| Estonia        | EE | Saar Poll          | (Interviews: 13/12/2008 - 17/12/2008) |
| Greece         | EL | Metroanalysis      | (Interviews: 13/12/2008 - 17/12/2008) |
| Spain          | ES | Gallup Spain       | (Interviews: 13/12/2008 - 17/12/2008) |
| France         | FR | Efficienc3         | (Interviews: 13/12/2008 - 17/12/2008) |
| Ireland        | IE | Gallup UK          | (Interviews: 13/12/2008 - 17/12/2008) |
| Italy          | IT | Demoskopoea        | (Interviews: 13/12/2008 - 17/12/2008) |
| Cyprus         | CY | CYMAR              | (Interviews: 13/12/2008 - 17/12/2008) |
| Latvia         | LV | Latvian Facts      | (Interviews: 13/12/2008 - 17/12/2008) |
| Lithuania      | LT | Baltic Survey      | (Interviews: 13/12/2008 - 17/12/2008) |
| Luxembourg     | LU | Gallup Europe      | (Interviews: 13/12/2008 - 17/12/2008) |
| Hungary        | HU | Gallup Hungary     | (Interviews: 13/12/2008 - 17/12/2008) |
| Malta          | MT | MISCO              | (Interviews: 13/12/2008 - 17/12/2008) |
| Netherlands    | NL | MSR                | (Interviews: 13/12/2008 - 17/12/2008) |
| Austria        | AT | Spectra            | (Interviews: 13/12/2008 - 17/12/2008) |
| Poland         | PL | Gallup Poland      | (Interviews: 13/12/2008 - 17/12/2008) |
| Portugal       | PT | Consulmark         | (Interviews: 13/12/2008 - 17/12/2008) |
| Slovenia       | SI | Cati d.o.o         | (Interviews: 13/12/2008 - 17/12/2008) |
| Slovakia       | SK | Focus Agency       | (Interviews: 13/12/2008 - 17/12/2008) |
| Finland        | FI | Norstat Finland Oy | (Interviews: 13/12/2008 - 17/12/2008) |
| Sweden         | SE | Hermelin           | (Interviews: 13/12/2008 - 17/12/2008) |
| United Kingdom | UK | Gallup UK          | (Interviews: 13/12/2008 - 17/12/2008) |
| Bulgaria       | BG | Vitoshia           | (Interviews: 13/12/2008 - 17/12/2008) |
| Romania        | RO | Gallup Romania     | (Interviews: 13/12/2008 - 17/12/2008) |

### Representativeness of the results

Each national sample is representative of the population aged 15 years and above.

### Sample sizes

In most EU countries the target sample size was 1000 respondents. In Cyprus, Malta and Luxembourg the target was 500 interviews, and Norway was involved into this survey with 1000 interviews, the table below shows the achieved sample size by country.

A weighting factor was applied to the national results in order to compute a marginal total where each country contributes to the European Union result in proportion to its population.

The table below presents, for each of the countries:

- (1) the number of interviews actually carried out
- (2) the population-weighted total number of interviews

## TOTAL INTERVIEWS

|              | Total Interviews |            |               |                       |
|--------------|------------------|------------|---------------|-----------------------|
|              | Conducted        | % of Total | EU27 weighted | % of Total (weighted) |
| <b>Total</b> | <b>26582</b>     | <b>100</b> | <b>25580</b>  | <b>100</b>            |
| BE           | 1002             | 3.8        | 540           | 2.1                   |
| BG           | 1002             | 3.8        | 408           | 1.6                   |
| CZ           | 1003             | 3.8        | 541           | 2.1                   |
| DK           | 1002             | 3.8        | 272           | 1.1                   |
| DE           | 1009             | 3.8        | 4344          | 17.0                  |
| EE           | 1005             | 3.8        | 70            | 0.3                   |
| EL           | 1000             | 3.8        | 588           | 2.3                   |
| ES           | 1002             | 3.8        | 2335          | 9.1                   |
| FR           | 1008             | 3.8        | 3171          | 12.4                  |
| IE           | 1000             | 3.8        | 211           | 0.8                   |
| IT           | 1000             | 3.8        | 3121          | 12.2                  |
| CY           | 500              | 1.9        | 39            | 0.2                   |
| LV           | 1002             | 3.8        | 121           | 0.5                   |
| LT           | 1003             | 3.8        | 175           | 0.7                   |
| LU           | 503              | 1.9        | 24            | 0.1                   |
| HU           | 1006             | 3.8        | 516           | 2.0                   |
| MT           | 503              | 1.9        | 21            | 0.1                   |
| NL           | 1003             | 3.8        | 823           | 3.2                   |
| AT           | 1001             | 3.8        | 430           | 1.7                   |
| PL           | 1002             | 3.8        | 1972          | 7.7                   |
| PT           | 1006             | 3.8        | 550           | 2.2                   |
| RO           | 1005             | 3.8        | 1110          | 4.3                   |
| SI           | 1001             | 3.8        | 106           | 0.4                   |
| SK           | 1009             | 3.8        | 278           | 1.1                   |
| FI           | 1001             | 3.8        | 269           | 1.1                   |
| SE           | 1000             | 3.8        | 465           | 1.8                   |
| UK           | 1002             | 3.8        | 3080          | 12.0                  |
| NO           | 1002             | 3.8        |               |                       |

## Questionnaires

1. The questionnaire prepared for this survey is reproduced at the end of this results volume, in English.
2. The institutes listed above translated the questionnaire in their respective national language(s).
3. One copy of each national questionnaire is annexed to the results (volume tables).

## Tables of results

### VOLUME A: COUNTRY BY COUNTRY

The VOLUME A tables present the European Union results country by country.

## VOLUME B: RESPONDENTS' DEMOGRAPHICS

The VOLUME B tables present the European Union results with the following socio-demographic characteristics of respondents as breakdowns:

Volume B:

Sex (Male, Female)

Age (15-24, 25-39, 40-54, 55 +)

Education (15-, 16-20, 21+, Still in full-time education)

Subjective urbanisation (Metropolitan zone, Other town/urban centre, Rural zone)

Occupation (Self-employed, Employee, Manual worker, Not working)

Smoker or non-smoker (Smoker, Non-smoker)

### Sampling error

Surveys are designed and conducted to provide an estimate of a true value of characteristics of a population at a given time. An estimate of a survey is unlikely to exactly equal the true population quantity of interest for a variety of reasons. One of these reasons is that data in a survey are collected from only some – a sample of – members of the population, this to make data collection cheaper and faster. The “margin of error” is a common summary of *sampling error*, which quantifies uncertainty about (or confidence in) a survey result.

Usually, one calculates a 95 percent confidence interval of the format: *survey estimate +/- margin of error*. This interval of values will contain the true population value at least 95% of time.

For example, if it was estimated that 45% of EU citizens are in favour of a single European currency and this estimate is based on a sample of 100 EU citizens, the associated margin of error is about 10 percentage points. The 95 percent confidence interval for support for a European single currency would be (45%-10%) to (45%+10%), suggesting that in the EU the support for a European single currency could range from 35% to 55%. Because of the small sample size of 100 EU citizens, there is considerable uncertainty about whether or not the citizens of the EU support a single currency.

As a general rule, the more interviews conducted (sample size), the smaller the margin of error. Larger samples are more likely to give results closer to the true population quantity and thus have smaller margins of error. For example, a sample of 500 will produce a margin of error of no more than about 4.5 percentage points, and a sample of 1,000 will produce a margin of error of no more than about 3 percentage points.

### Margin of error (95% confidence interval)

| Survey estimate | Sample size (n) |       |      |      |      |      |      |      |      |      |
|-----------------|-----------------|-------|------|------|------|------|------|------|------|------|
|                 | 10              | 50    | 100  | 150  | 200  | 400  | 800  | 1000 | 2000 | 4000 |
| 5%              | 13.5%           | 6.0%  | 4.3% | 3.5% | 3.0% | 2.1% | 1.5% | 1.4% | 1.0% | 0.7% |
| 10%             | 18.6%           | 8.3%  | 5.9% | 4.8% | 4.2% | 2.9% | 2.1% | 1.9% | 1.3% | 0.9% |
| 25%             | 26.8%           | 12.0% | 8.5% | 6.9% | 6.0% | 4.2% | 3.0% | 2.7% | 1.9% | 1.3% |
| 50%             | 31.0%           | 13.9% | 9.8% | 8.0% | 6.9% | 4.9% | 3.5% | 3.1% | 2.2% | 1.5% |
| 75%             | 26.8%           | 12.0% | 8.5% | 6.9% | 6.0% | 4.2% | 3.0% | 2.7% | 1.9% | 1.3% |
| 90%             | 18.6%           | 8.3%  | 5.9% | 4.8% | 4.2% | 2.9% | 2.1% | 1.9% | 1.3% | 0.9% |
| 95%             | 13.5%           | 6.0%  | 4.3% | 3.5% | 3.0% | 2.1% | 1.5% | 1.4% | 1.0% | 0.7% |

(The values in the table are the margin of error – at 95% confidence level – for a given survey estimate and sample size)

The examples show that the size of a sample is a crucial factor affecting the margin of error. Nevertheless, once past a certain point – a sample size of 800 or 1,000 – the improvement is small. For example, to reduce the margin of error to 1.5% would require a sample size of 4,000.

### III. Questionnaire

#### Smoking behaviour

Q1. Regarding smoking cigarettes, cigars or a pipe, which of the following applies to you?

[READ OUT – ONE ANSWER ONLY]

|  |   |
|--|---|
| You smoke every day                    | 1 |
| You smoke occasionally                 | 2 |
| You used to smoke but you have stopped | 3 |
| You have never smoked                  | 4 |
| [DK/NA]                                | 9 |

Q2. Regarding oral tobacco such as snuff, snus or chewing tobacco, which of the following applies to you?

[READ OUT – ONE ANSWER ONLY]

|   |   |
|---|---|
| You take it every day                         | 1 |
| You take it occasionally                      | 2 |
| You used to take it regularly but you stopped | 3 |
| You have tried it at least once               | 4 |
| You have never tried it                       | 5 |
| [DK/NA]                                       | 9 |

#### Tobacco smoke exposure at home

SPLIT BALLOT

**ASK Q3a only if non-smokers (CODE 3 or 4 in Q1)**

Q3a. Does any person living with you smoke inside your home?

[READ OUT – ONE ANSWER ONLY]

|   |   |
|---|---|
| You live alone                                  | 1 |
| No one living with you smokes inside the house  | 2 |
| Someone living with you smokes inside the house | 3 |
| [DK/NA]   | 9 |

**ASK Q3b only if smokers (CODE 1, 2 or 9 in Q1)**

Q3b. Do you or any other person living with you smoke inside your home?

[READ OUT – ONE ANSWER ONLY]

|  |   |
|--|---|
| You live alone   | 1 |
| You live with someone and none of you smoke inside the house | 2 |
| You live with someone and only you smoke inside the house    | 3 |
| Only someone living with you smokes inside the house         | 4 |
| Both you and someone living with you smoke inside the house  | 5 |
| [DK/NA]  | 9 |

**Tobacco smoke exposure at work**

Q4. At your workplace, how many hours are you exposed to tobacco smoke, on a daily basis?

[READ OUT – ONE ANSWER ONLY]

|                                  |   |
|----------------------------------|---|
| More than 5 hours a day          | 1 |
| 1-5 hour(s)                      | 2 |
| Less than 1 hour                 | 3 |
| Hardly ever                      | 4 |
| Never exposed                    | 5 |
| [I do not work outside the home] | 6 |
| [DK/NA]                          | 9 |

Q5. What best describes the smoking restrictions at your place of work?

[READ OUT – ONE ANSWER ONLY]

|   |   |
|---|---|
| Smoking is not allowed anywhere indoors                                 | 1 |
| Smoking is allowed only in a special smoking room                       | 2 |
| Smoking is allowed in some areas but not everywhere within the building | 3 |
| Smoking is not restricted at all  | 4 |
| [I do not work indoors]   | 5 |
| [DK/NA]   | 9 |

**Attitudes towards smoking restrictions**

Q6. Are you in favour of smoking bans in the following places? Would you say, you are totally in favour, somewhat in favour, somewhat opposed or totally opposed of smoking bans in:

[READ OUT – ONE ANSWER ONLY]

|                    |   |
|--------------------|---|
| Totally in favour  | 4 |
| Somewhat in favour | 3 |
| Somewhat opposed   | 2 |
| Totally opposed    | 1 |
| [DK/NA]            | 9 |

|  |   |   |   |   |   |
|--|---|---|---|---|---|
| A) Restaurants                         | 1 | 2 | 3 | 4 | 9 |
| B) Bars, pubs and clubs                | 1 | 2 | 3 | 4 | 9 |
| C) Offices and other indoor workplaces | 1 | 2 | 3 | 4 | 9 |

**Health warnings**

SPLIT BALLOT

**ASK Q7a if never-smokers (CODE 4 in Q1)**

Q7a. Thinking about the health messages that are on tobacco packs, have these messages been very effective, somewhat effective, not very effective or not effective at all in each of the following ways?

[READ OUT – ONE ANSWER ONLY PER LINE]

|                      |   |
|----------------------|---|
| Very effective       | 4 |
| Somewhat effective   | 3 |
| Not very effective   | 2 |
| Not at all effective | 1 |
| [DK/NA]              | 9 |

|  |   |   |   |   |   |
|--|---|---|---|---|---|
| A. Informing you about the health effects of tobacco | 1 | 2 | 3 | 4 | 9 |
| B. Persuading you not to start smoking               | 1 | 2 | 3 | 4 | 9 |

**ASK Q7b if ex-smokers (CODE 3 in Q1)**

Q7b. Thinking about the health messages that are on tobacco packs, have these messages been very effective, somewhat effective, not very effective or not effective at all?

[READ OUT – ONE ANSWER ONLY PER LINE]

|                      |   |
|----------------------|---|
| Very effective       | 4 |
| Somewhat effective   | 3 |
| Not very effective   | 2 |
| Not at all effective | 1 |
| [DK/NA]              | 9 |

|  |   |   |   |   |   |
|--|---|---|---|---|---|
| A. Informing you about the health effects of tobacco | 1 | 2 | 3 | 4 | 9 |
| B. Persuading you not to start smoking again         | 1 | 2 | 3 | 4 | 9 |

**ASK Q7c if smokers (CODE 1, 2 or 9 in Q1)**

Q7c. Thinking about the health messages that are on tobacco packs, have these messages been very effective, somewhat effective, not very effective or not effective at all?

[READ OUT – ONE ANSWER ONLY PER LINE]

|                      |   |
|----------------------|---|
| Very effective       | 4 |
| Somewhat effective   | 3 |
| Not very effective   | 2 |
| Not at all effective | 1 |
| [DK/NA]              | 9 |

|  |   |   |   |   |   |
|--|---|---|---|---|---|
| A. Informing you about the health effects of tobacco | 1 | 2 | 3 | 4 | 9 |
| B. Getting you to smoke less                         | 1 | 2 | 3 | 4 | 9 |
| C. Getting you to try to quit smoking                | 1 | 2 | 3 | 4 | 9 |

**SPLIT BALLOT****Ask Q8a in all countries with the exception of BE, RO, UK**

Q8A. In your opinion, how effective would adding a colour picture illustrating the health effects of smoking be in strengthening the text-only health warning?

[READ OUT – ONE ANSWER ONLY PER LINE]

|                      |   |
|----------------------|---|
| Very effective       | 4 |
| Somewhat effective   | 3 |
| Not very effective   | 2 |
| Not at all effective | 1 |
| [DK/NA]              | 9 |

**Ask Q8b in BE, RO, UK**

Q8B. In your opinion, how effective has adding a colour picture illustrating the health effects of smoking been in strengthening the text-only health warning?

[READ OUT – ONE ANSWER ONLY PER LINE]

|                      |   |
|----------------------|---|
| Very effective       | 4 |
| Somewhat effective   | 3 |
| Not very effective   | 2 |
| Not at all effective | 1 |
| [DK/NA]              | 9 |



**Buying tobacco over Internet**

## SPLIT BALLOT

**ASK Q9a IF CODE 5 in Q2**

Q9a. Have you ever bought tobacco products over Internet?

[READ OUT – ONE ANSWER ONLY]

|            |   |
|------------|---|
| Never      | 1 |
| 1-10 times | 2 |
| More often | 3 |
| [DK/NA]    | 9 |

**ASK Q9b IF CODE 1, 2, 3, 4 or 9 in Q2**

Q9b. Have you ever bought oral tobacco (such as snuff, snus or chewing tobacco) or other tobacco products over Internet?

[READ OUT – ONE ANSWER ONLY]

|  |   |
|--|---|
| Never  | 1 |
| Yes, oral tobacco                            | 2 |
| Yes, other tobacco products                  | 3 |
| Yes, oral tobacco and other tobacco products | 4 |
| [DK/NA]                                      | 9 |

## ASK ALL

**Smuggling and grey imports**

Q10. In the last 6 months, have you seen tobacco products being sold which you think were smuggled?

[READ OUT – ONE ANSWER ONLY]

|                   |   |
|-------------------|---|
| Never             | 1 |
| Yes, occasionally | 2 |
| Yes, often        | 3 |
| [DK/NA]           | 9 |

## SPLIT BALLOT

**ASK Q11a in all countries except NO**

Q11a. In the last 12 months when you last came back from a trip to another EU country, how many packs or cartons of lower price cigarettes did you bring home with you?

[ONE ANSWER POSSIBLE-ONLY ONE OF THE METRICS SHOULD BE USED]

- .... Packs
- .... Cartons
- 998 - Was not abroad
- 999 - DK/NA

**ASK Q11b only in NO**

Q11b. In the last 12 months when you last came back from a trip to an EU country, how many packs or cartons of lower price cigarettes did you bring home with you?

[ONE ANSWER POSSIBLE-ONLY ONE OF THE METRICS SHOULD BE USED]

- .... Packs
- .... Cartons
- 998 - Was not abroad
- 999 - DK/NA

**BACKGROUND VARIABLES****D1. Gender**

[DO NOT ASK - MARK APPROPRIATE]

[1] Male

[2] Female

**D2. How old are you?**

[\_][\_] years old

[00][REFUSAL/NO ANSWER]

**D3. How old were you when you stopped full-time education?**

[WRITE IN THE AGE WHEN EDUCATION WAS TERMINATED]

[\_][\_] years old

[00] [STILL IN FULL TIME EDUCATION]

[01] [NEVER BEEN IN FULL TIME EDUCATION]

[99] [REFUSAL/NO ANSWER]

**D4. As far as your current occupation is concerned, would you say you are self-employed, an employee, a manual worker or would you say that you are without a professional activity? Does it mean that you are a(n)...**

[IF A RESPONSE TO THE MAIN CATEGORY IS GIVEN, READ OUT THE RESPECTIVE SUB-CATEGORIES]

**- Self-employed**

- i.e. : - farmer, forester, fisherman ..... 11
- owner of a shop, craftsman ..... 12
- professional (lawyer, medical practitioner, accountant, architect,...) ... 13
- manager of a company ..... 14
- other ..... 15

**- Employee**

- i.e. : - professional (employed doctor, lawyer, accountant, architect)..... 21
- general management, director or top management..... 22
- middle management ..... 23
- Civil servant..... 24
- office clerk..... 25
- other employee (salesman, nurse, etc...) ..... 26
- other ..... 27

**- Manual worker**

- i.e. : - supervisor / foreman (team manager, etc...) ..... 31
- Manual worker..... 32
- unskilled manual worker ..... 33
- other ..... 34

**- Without a professional activity**

- i.e. : - looking after the home..... 41
- student (full time) ..... 42
- retired ..... 43
- seeking a job ..... 44
- other ..... 45

- [Refusal] ..... 99

**D6. Would you say you live in a ...?**

metropolitan zone ..... 1

other town/urban centre..... 2

rural zone..... 3

[Refusal] ..... 9