



Special Eurobarometer 429

ATTITUDES OF EUROPEANS TOWARDS TOBACCO AND ELECTRONIC CIGARETTES

REPORT

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Special Eurobarometer 429

**Attitudes of Europeans towards tobacco and
electronic cigarettes**

Conducted by TNS Opinion & Social at the request of the
Directorate-General for Health and Food Safety

Survey co-ordinated by the
Directorate-General for Communication
(DG COMM "Strategy, Corporate Communication Actions
and Eurobarometer" Unit)

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INTRODUCTION

Tobacco consumption remains the largest avoidable health risk in the European Union, and it is responsible for 700,000 deaths each year. Around 50% of smokers die prematurely, resulting in the loss of an average of 14 years of life. In addition, smokers are also more likely to suffer a plethora of adverse health effects as a result of tobacco use, including cardiovascular and respiratory diseases¹.

The European Union has been working to reduce the use of tobacco through a range of measures, including regulating tobacco products, restricting the advertising of tobacco products, implementing smoke-free environments and running anti-smoking campaigns. Some of the most recent initiatives include the revised Tobacco Products Directive², which mandates a range of measures including prominent pictorial health warnings on packets of cigarettes and roll-your-own tobacco, as well as a ban on cigarettes and roll-your-own tobacco with characterising flavours.

Through these and other initiatives, the aim is to facilitate the functioning of the internal market while protecting public health and, in particular, to protect the public from the harmful effects of tobacco consumption, as well as assisting smokers to give up, and discouraging people from taking up tobacco use in the first place.

The EU regularly carries out public opinion polls to monitor Europeans' attitudes to a range of tobacco-related issues. This survey is the most recent in a series that has been carried out since 2003, with the last survey in 2012³. The general aim of these surveys is to assess the prevalence of tobacco use and exposure to tobacco smoke in public places, to explore the motivations for smoking, and to help identify measures to reduce the number of smokers in the EU. In addition to these general themes, the current survey also explores the use of electronic cigarettes (e-cigarettes), and issues surrounding the advertising and promotion of tobacco products.

The current survey explores:

- The prevalence of consumption in the EU – both of tobacco and of e-cigarettes;
- The age Europeans start using tobacco, and their frequency of tobacco consumption or e-cigarette use;
- The type of tobacco products consumed;
- Issues related to starting and stopping smoking;
- Factors that influence the choice of cigarettes or e-cigarettes;
- Exposure to tobacco smoke at work and in public spaces;
- Exposure to advertising for tobacco products and e-cigarettes;
- Perceptions of harm from e-cigarettes;
- Attitudes to tobacco and e-cigarette control policies.

¹ http://ec.europa.eu/health/tobacco/policy/index_en.htm

² <http://ec.europa.eu/health/tobacco/products/revision/>

³ http://ec.europa.eu/public_opinion/archives/ebs/ebs_385_en.pdf

Where possible, the results from the present survey are compared with those from 2012.

This survey was carried out by TNS Opinion & Social network in the 28 Member States of the European Union between 29 November and 8 December 2014. Some 27,801 respondents from different social and demographic groups were interviewed face-to-face at home in their mother tongue on behalf of the Directorate-General for Health and Food Safety. The methodology used is that of Eurobarometer surveys as carried out by the Directorate-General for Communication ("Strategy, Corporate Communication Actions and Eurobarometer" Unit)⁴. A technical note on the manner in which interviews were conducted by the Institutes within the TNS Opinion & Social network is appended as an annex to this report. Also included are the interview methods and confidence intervals⁵.

⁴ http://ec.europa.eu/public_opinion/index_en.htm

⁵ The results tables are included in the annex. It should be noted that the total of the percentages in the tables of this report may exceed 100% when the respondent was able to give several answers to the question.

Note: In this report, countries are referred to by their official abbreviation. The abbreviations used in this report correspond to:

ABBREVIATIONS

BE	Belgium	LT	Lithuania
BG	Bulgaria	LU	Luxembourg
CZ	Czech Republic	HU	Hungary
DK	Denmark	MT	Malta
DE	Germany	NL	The Netherlands
EE	Estonia	AT	Austria
EL	Greece	PL	Poland
ES	Spain	PT	Portugal
FR	France	RO	Romania
HR	Croatia	SI	Slovenia
IE	Ireland	SK	Slovakia
IT	Italy	FI	Finland
CY	Republic of Cyprus*	SE	Sweden
LV	Latvia	UK	The United Kingdom
		EU28	European Union – 28 Member States

* Cyprus as a whole is one of the 28 European Union Member States. However, the 'acquis communautaire' has been suspended in the part of the country which is not controlled by the government of the Republic of Cyprus. For practical reasons, only the interviews carried out in the part of the country controlled by the government of the Republic of Cyprus are included in the 'CY' category and in the EU28 average.

* * * * *

We wish to thank the people throughout the European Union who have given their time to take part in this survey. Without their active participation, this study would not have been possible.

MAIN FINDINGS

TOBACCO CONSUMPTION IN THE EUROPEAN UNION

- There has been a decrease of two percentage points in the proportion of smokers since 2012.
 - The proportion of smokers in the 15-24 year-old age group has declined by four percentage points, from 29% to 25%.
 - In most countries a decrease was observed, most notably in Ireland (-8 percentage points), Austria and Malta (both -7), Finland, Luxembourg and Latvia (all -6) and the UK (-5).
 - Since 2006, most Member States have recorded a year-on-year decline in the proportion of smokers, most notably Estonia (-11), the UK (-11) and Italy (-10).
- As was the case in 2012, smokers are more likely to be found in Southern Europe, while those who have stopped smoking tend to be found in Northern Europe. Overall, 20% in the EU say they have stopped smoking.
- Boxed cigarettes are, despite the recent decrease, the most popular with smokers – 91% have at least tried them, compared with 45% for hand-rolled cigarettes, 18% for cigars and cigarillos and 9% for pipes.
 - Compared with those aged 18-24, a larger proportion of smokers aged 15-17 regularly smoke boxed cigarettes (94% vs. 89%), and hand rolled cigarettes (52% vs. 37%).
- A higher proportion of ex-smokers than current smokers have tried cigars (20% vs. 7%), cigarillos (18% vs. 7%) or pipes (15% vs. 5%).
- Smokers smoke an average of 14.2 cigarettes per day, a marginal increase of 0.2 since 2012, and the younger the respondent, the less they smoke.
- Use of water pipes (16%) and oral, chewing or nasal tobacco (5%) has remained relatively stable.
 - Notably, 33% of 15-24 year-olds have tried water pipes compared with 5% of those aged 55+.
- Price (69%) is more important than brand (66%) when choosing cigarettes, although taste is the most important factor (87%).

EXPOSURE TO TOBACCO SMOKE IN PUBLIC PLACES

- Exposure to tobacco smoke in eating and drinking establishments continues to decline, and is now reported by 25% of respondents for drinking and 12% for eating establishments among those visiting such establishments in the past six months.
- 73% of workers are rarely or never exposed to smoke indoors in their workplace, but 6% are exposed for at least one hour per day.

MOTIVATIONS FOR STARTING/STOPPING SMOKING TOBACCO

- The average age at which Europeans start smoking regularly is 17.6 – this has not changed since the previous survey in 2012.
- Boxed cigarettes are the most frequently used first tobacco product (83%), followed by hand-rolled (6%) or water pipe (5%).
- The majority of smokers have tried to quit (59%), with 19% having tried in the last 12 months.
- Nicotine replacement medications (12%) and e-cigarettes (10%) were the most common aids used to try to quit, but most (65%) try to quit without assistance. However, since 2012 there has been a five percentage point reduction in the proportion of smokers who try to quit without any assistance.

E-CIGARETTE CONSUMPTION IN THE EUROPEAN UNION

- 12% of Europeans have at least tried e-cigarettes or similar devices, while 2% are currently using them. Since 2012, the number who have at least tried these products has increased considerably (cf. 7% vs 12% in 2012 and 2014, respectively).⁶
 - Younger respondents were more likely to have tried e-cigarettes than older people (13% of 15-24 year-olds vs. 3% of those aged 55+).
- Amongst respondents who have tried e-cigarettes, 30% regularly use e-cigarettes containing nicotine, compared with 10% for nicotine-free versions.
- Flavour (39%) and price (38%) were key to choosing an e-cigarette or similar device, followed by the amount of nicotine (27%).
- Respondents most often say they have started using e-cigarettes in order to reduce their tobacco use or to stop smoking (67%), while 44% do so to smoke where tobacco smoking is not allowed, and 24% because they are attractive, cool or fashionable.

⁶ See the report of the previous survey (p.45). As explained in the report, the question in 2012 was different, so the comparison must be viewed with caution.

http://ec.europa.eu/public_opinion/archives/ebs/ebs_385_en.pdf

- Using e-cigarettes only helps a small proportion of smokers to quit – just 14% were able to quit completely, while 13% succeeded initially but then started again, and 21% were able to reduce their tobacco use but not quit. However, 49% said the use of e-cigarettes had not helped them reduce or stop smoking tobacco, while 4% of this group increased their tobacco use.

AWARENESS AND ATTITUDES

- Tar or nicotine levels are most mentioned as an indication of the level of harm from a cigarette brand (32%), followed by cigarettes without additives (15%).
- The proportion of Europeans who think e-cigarettes are harmful has increased sharply, from 27% in 2012 to 52% in the current survey.
- The majority of Europeans are in favour of policy measures affecting tobacco and e-cigarettes.
 - This is particularly the case for improving the traceability of tobacco products in order to reduce their illicit trade - even if this makes them a few cents more expensive (70%), banning advertising of tobacco in shops or at points of sale (67%), banning online tobacco sales (64%), or banning the use of e-cigarettes when smoking is prohibited (63%).

ADVERTISEMENTS AND PROMOTIONS

- Four out of ten respondents have seen ads or promotions for tobacco products in the last 12 months. Points of sale are the most common areas for exposure to ads or promotions (39%), followed by billboards or posters or other advertising in public spaces (30%), newspapers or magazines (22%), or cafés and bars (17%).
- A similar proportion of respondents have seen ads or promotions for e-cigarettes or similar devices in the last 12 months (39%). Points of sale are the most mentioned location (36%), followed by advertising on television (35%), which is not allowed for tobacco products.

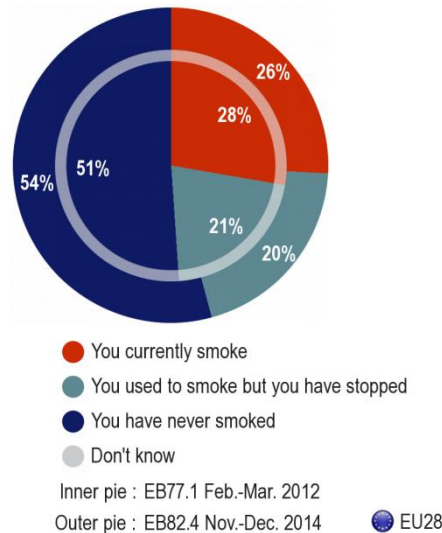
1. TOBACCO CONSUMPTION IN THE EUROPEAN UNION

1.1. Prevalence of smoking in the EU

- There has been a decrease in the proportion of smokers since 2012 -

Just over a quarter of respondents in the EU currently smoke boxed cigarettes, cigars, cigarillos or a pipe (26%), which represents a two percentage point decrease since 2012⁷. A further one in five say they used to smoke, but have stopped (20%), while the majority (54%) have never smoked. There has been an increase in the proportion who have never smoked since 2012 (+3). The most significant decrease was recorded for the 15-24 age group, which for the first time was lower than the EU average.

QC1. Regarding smoking cigarettes, cigars, cigarillos or a pipe, which of the following applies to you? In this question and the following questions in this section, smoking cigarettes does not include use of electronic cigarettes.
































⁷ QC1: Regarding smoking cigarettes, cigars, cigarillos or a pipe, which of the following applies to you? In this question and the following questions in this section, smoking cigarettes does not include use of electronic cigarettes. You currently smoke; You used to smoke but you have stopped; You have never smoked; DK.

1.1.1. Smokers

- As was the case in 2012, smokers are more often found in Southern Europe -

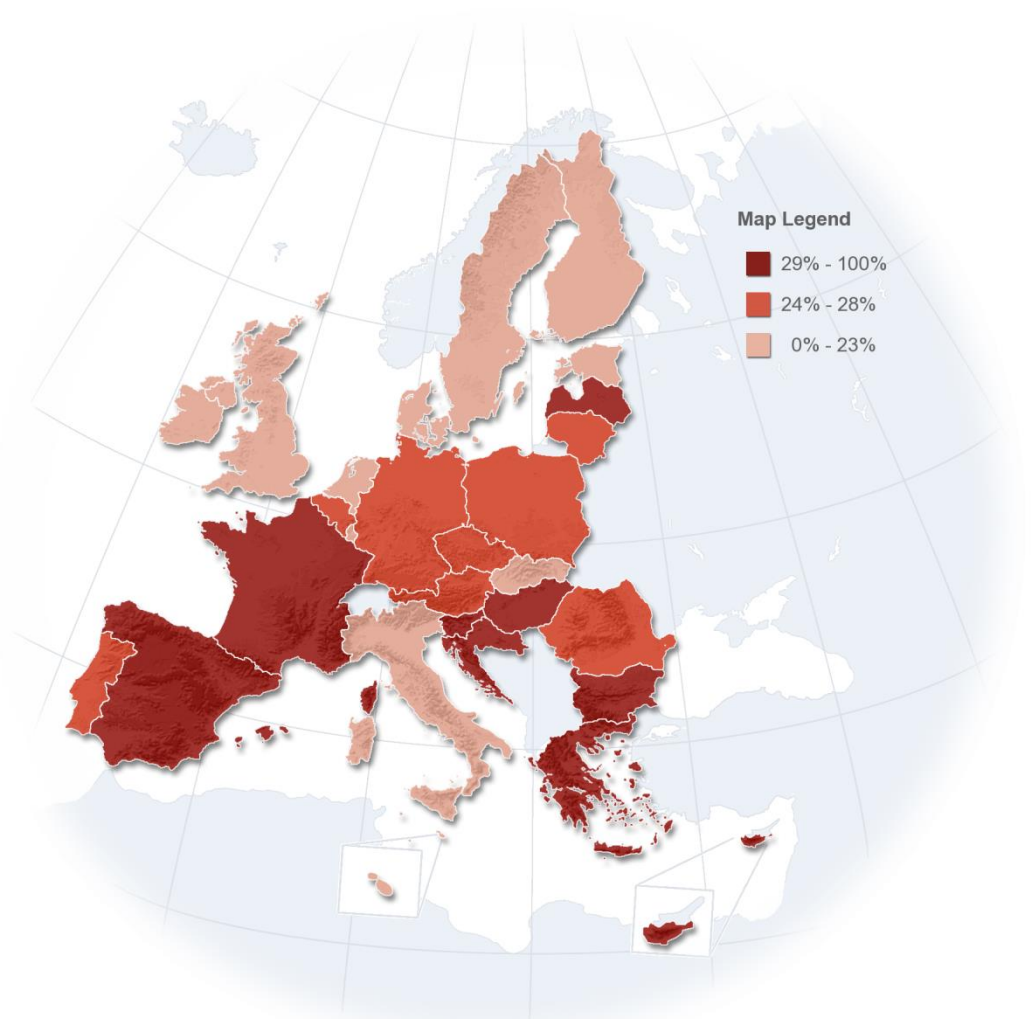
As the map illustrates, there are notable geographic differences in smoking prevalence. Smokers are more commonly found in Southern Member States, with the highest prevalence recorded in Greece (38%), Bulgaria (35%), Croatia (33%) and France (32%). Overall, at least a quarter of all respondents in 17 Member States are current smokers.

Sweden and Finland are the only countries where fewer than one in five are current smokers (11% and 19% respectively).

 EL	38%
 BG	35%
 HR	33%
 FR	32%
 CY	31%
 HU	30%
 LV	30%
 SI	30%
 ES	29%
 PL	28%
 RO	27%
 DE	27%
 AT	26%
 EU28	26%
 LT	26%
 CZ	25%
 PT	25%
 BE	25%
 NL	23%
 DK	23%
 EE	22%
 UK	22%
 SK	21%
 IE	21%
 IT	21%
 LU	21%
 MT	20%
 FI	19%
 SE	11%

Question: QC1. Regarding smoking cigarettes, cigars, cigarillos or a pipe, which of the following applies to you? In this question and the following questions in this section, smoking cigarettes does not include use of electronic cigarettes.

Answers: You currently smoke



QC1 Regarding smoking cigarettes, cigars, cigarillos or a pipe, which of the following applies to you? In this question and the following questions in this section, smoking cigarettes does not include use of electronic cigarettes.

	You currently smoke
EU28	26%
Gender	
Man	31%
Woman	22%
Age	
15-24	25%
25-39	33%
40-54	34%
55 +	17%
Age 15-24	
15-17	11%
18-24	29%
Education (End of)	
15-	24%
16-19	32%
20+	22%
Still studying	18%
Socio-professional category	
Self-employed	31%
Managers	19%
Other white collars	27%
Manual workers	37%
House persons	24%
Unemployed	46%
Retired	16%
Students	18%
Difficulties paying bills	
Most of the time	44%
From time to time	32%
Almost never/ Never	22%
Consider belonging to	
The working class	32%
The lower middle class	26%
The middle class	24%
The upper middle class	17%
The upper class	21%
Use of e-cigarettes	
Use	63%
Has stopped	74%
Has tried	71%
Never used	20%

The socio-demographic profile of smokers shows that:
















- Smoking prevalence is higher among men than women (31% vs. 22%).
- Smoking prevalence is higher among respondents aged 25-39 (33%) or 40-54 years old (34%) in comparison with the 15-24 (25%) or 55+ (17%) age group.
- Smoking prevalence is higher among respondents who completed their education aged 16-19 (32%) than those who finished their education at the age of 20 or after (22%).
- Respondents who are unemployed (46%) or manual workers (37%) are more likely to be smokers than those in any other occupational categories.
- Respondents who have difficulties paying their bills most of the time are more likely to be smokers than those who never or almost never have difficulties (44% vs. 22%-32%).
- Smoking is more prevalent among respondents who consider that they belonging to the working class than in other groups (32% vs. 17%-26%).
- 63% of current e-cigarette users also currently smoke cigarettes, cigars, cigarillos or pipe, while only 20% of those who have never used e-cigarettes are current smokers.

1.1.2. Ex-smokers

- Respondents in Northern Europe are the most likely to have stopped smoking -

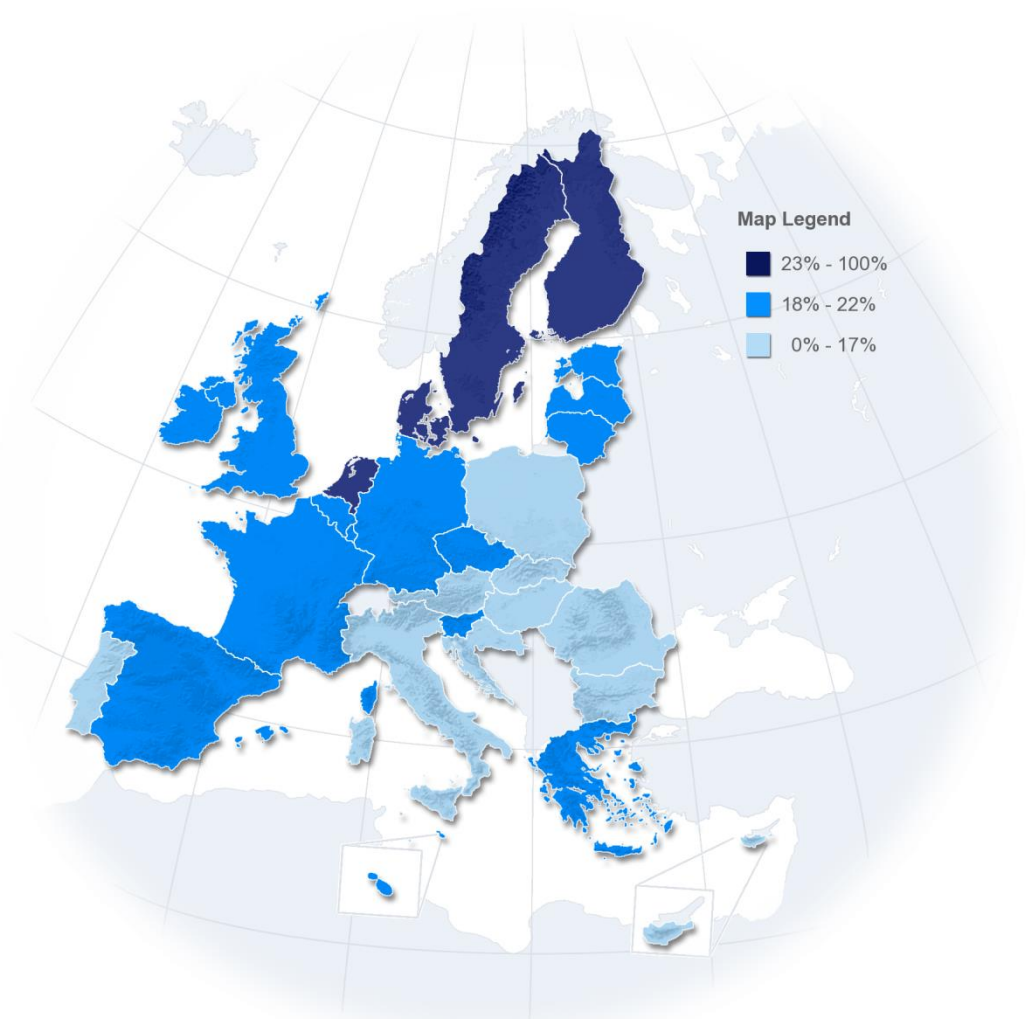
At least three out of ten respondents in Sweden (35%), the Netherlands (31%) and Denmark (30%) used to smoke but have stopped. In fact, as the map illustrates, ex-smokers are more commonly found in Northern areas of Europe.

The countries with the lowest proportions of ex-smokers are Hungary (11%), Portugal (12%) and Romania (13%). In each of these countries at least a quarter of respondents are current smokers.

 SE	35%
 NL	31%
 DK	30%
 FI	24%
 LU	22%
 FR	22%
 DE	22%
 EE	21%
 LV	21%
 EU28	20%
 IE	19%
 UK	19%
 ES	19%
 MT	19%
 BE	19%
 EL	18%
 SI	18%
 CZ	18%
 LT	18%
 AT	17%
 HR	16%
 IT	16%
 SK	16%
 BG	16%
 PL	15%
 CY	15%
 RO	13%
 PT	12%
 HU	11%

Question: QC1. Regarding smoking cigarettes, cigars, cigarillos or a pipe, which of the following applies to you? In this question and the following questions in this section, smoking cigarettes does not include use of electronic cigarettes.

Answers: You used to smoke but you have stopped



QC1 Regarding smoking cigarettes, cigars, cigarillos or a pipe, which of the following applies to you? In this question and the following questions in this section, smoking cigarettes does not include use of electronic cigarettes.

	You used to smoke but you have stopped
EU28	20%
Gender	
Man	23%
Woman	16%
Age	
15-24	7%
25-39	17%
40-54	18%
55 +	27%
Age 15-24	
15-17	2%
18-24	8%
Socio-professional category	
Self-employed	19%
Managers	21%
Other white collars	18%
Manual workers	17%
House persons	16%
Unemployed	16%
Retired	27%
Students	7%

Socio-demographic analysis illustrates the following:

- As is the case for smokers, it is more common for men than women to be ex-smokers (23% vs. 16%).
- Older respondents more frequently reported themselves as ex-smokers: 7% of 15-24 year-olds are ex-smokers, compared with 27% of those aged 55+.
- Unlike the situation for smokers, there are no significant differences based on class, and little difference based on household financial situation.

1.1.3. Changes

- The proportion of smokers has decreased in most countries since 2012 -

In most countries there has been a decline in the number of smokers since 2012. This is particularly the case in Ireland (-8 percentage points), Austria (-7), and Finland, Luxembourg and Latvia (all -6). There are only five Member States where there has been an increase in the proportion of smokers: France (+4), Slovenia and Portugal (both +2), and Cyprus and Germany (both +1).

The longer-term trend since 2006 shows a general decline in the proportion of smokers over the past three surveys – down six percentage points in the EU as a whole. The largest decreases in the proportion of smokers since 2006 are observed in Estonia (-11), the UK (-11) and Italy (-10). Most Member States show a similar pattern of year-on-year decline in the proportion of smokers. Slovenia and Portugal are the only Member States where there has been an increase in the proportion of smokers since 2006 (+7 and +1 respectively).

QC1. Regarding smoking cigarettes, cigars, cigarillos or a pipe, which of the following applies to you? In this question and the following questions in this section, smoking cigarettes does not include use of electronic cigarettes.
+ evolution compared with EB77.1 Feb.-Mar. 2012, EB72.3 Oct.2009 and EB66.2 Oct.-Nov. 2006

	Smokers (Answer: You currently smoke)				Non-smokers (Answer: You used to smoke but you have stopped)				Never smoked (Answer: You have never smoked)			
	2014	2014-2012	2014-2009	2014-2006	2014	2014-2012	2014-2009	2014-2006	2014	2014-2012	2014-2009	2014-2006
EU28	26%	-2	-3	-6	20%	-1	-2	-1	54%	+3	+5	+7
FR	32%	+4	-1	-1	22%	-2	-4	-2	46%	-2	+5	+3
PT	25%	+2	+2	+1	12%	-3	-1	=	63%	+1	-1	-1
SI	30%	+2	+4	+7	18%	-1	-6	-5	52%	-1	+2	-2
DE	27%	+1	+2	-3	22%	-4	-4	-2	50%	+2	+1	+5
CY	31%	+1	-1	=	15%	+2	=	+3	54%	-2	+1	-2
BG	35%	-1	-4	-1	16%	=	+1	+1	49%	+1	+3	=
NL	23%	-1	-1	-6	31%	=	-2	+1	46%	+1	+3	+6
BE	25%	-2	-5	-1	19%	-1	-2	-5	56%	+4	+7	+6
EL	38%	-2	-4	-4	18%	+2	+4	+1	44%	=	=	+3
HU	30%	-2	-8	-6	11%	-4	-4	-4	58%	+5	+11	+10
SK	21%	-2	-5	-4	16%	-6	-5	+1	63%	+8	+10	+4
SE	11%	-2	-5	-7	35%	+5	+4	+6	53%	-4	=	+7
DK	23%	-3	-6	-9	30%	-1	-1	+3	47%	+4	+7	+8
IT	21%	-3	-5	-10	16%	+3	=	=	63%	+1	+6	+12
RO	27%	-3	-3	-4	13%	+1	+1	+2	60%	+3	+2	+3
CZ	25%	-4	-1	-4	18%	+1	-1	-3	57%	+3	+2	+7
EE	22%	-4	-10	-11	21%	=	=	+3	56%	+3	+9	+7
ES	29%	-4	-6	-5	19%	-3	-2	+2	52%	+7	+8	+4
LT	26%	-4	-4	-8	18%	+3	=	+3	56%	+2	+4	+6
PL	28%	-4	-5	-7	15%	-5	-7	-4	56%	+8	+11	+11
UK	22%	-5	-6	-11	19%	-7	-6	-5	59%	+12	+12	+15
LV	30%	-6	-6	-6	21%	+5	+4	+8	49%	+2	+2	-2
LU	21%	-6	-4	-5	22%	=	=	+5	57%	+7	+4	+1
FI	19%	-6	-2	-7	24%	+2	-3	+3	57%	+4	+5	+5
MT	20%	-7	-6	-5	19%	+2	+4	+1	61%	+5	+2	+4
AT	26%	-7	-8	-5	17%	-3	-6	-5	57%	+10	+14	+11
IE	21%	-8	-10	-8	19%	=	-1	+1	59%	+7	+10	+7
HR	33%	NA	=	=	16%	NA	-2	=	51%	NA	+2	=

1.2. Frequency of use of tobacco products

1.2.1. Frequency of use of tobacco products: smokers

- Boxed cigarettes are the tobacco product most used amongst smokers -

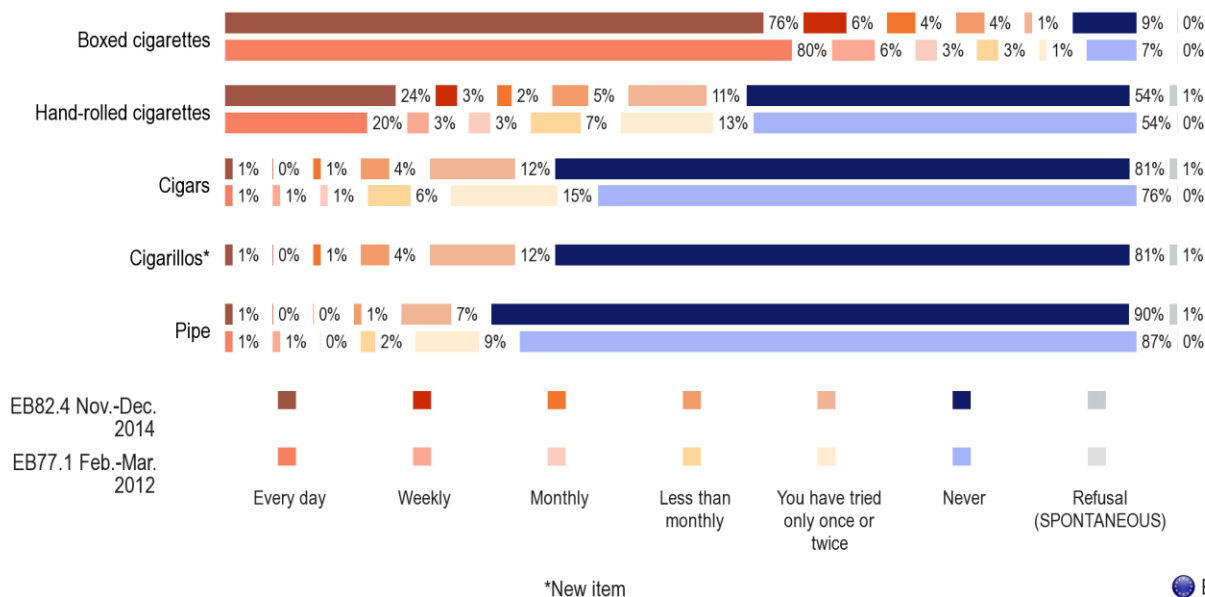
Just over nine out of ten smokers have at least tried boxed cigarettes (91%) – considerably higher than the proportion who have at least tried hand-rolled cigarettes (45%), cigars or cigarillos (both 18%) or pipes (9%).

Just over three-quarters of smokers use boxed cigarettes daily (76%), with a further 6% smoking them on a weekly basis and 4% on a monthly basis. In the case of hand-rolled cigarettes, 24% smoke these daily, a further 3% smoke them weekly and 2% monthly. Cigars, cigarillos and pipes are used much less frequently, with just 1-2% using them on a daily, weekly or monthly basis.

Although there has been little change in the overall use of boxed cigarettes since 2012 (2014: 91%, 2012: 93%), there has been a larger decrease in the proportion who smoke them daily (-4 percentage points). However, the proportion using hand-rolled cigarettes daily has increased (+4), even though their overall usage has not changed.

There has been a decrease of six percentage points in the proportion of smokers who use cigars⁸ and a 4-point decline in the proportion using a pipe.

QC3. How often do you or did you use the following tobacco products?



Base: Smokers, n=7,278

⁸ In 2012, “cigarillos” were not tested and therefore respondents might have referred to cigarillos when asked about “cigars”. This might be a factor explaining the drop in the use of cigars observed.

The highest proportion of smokers using boxed cigarettes regularly (at least monthly) is observed in Bulgaria, Latvia, Lithuania, Austria and Romania (all 99%). In contrast, 67% of smokers in the Netherlands, 73% in the UK and 74% in Hungary regularly use boxed cigarettes. In total, at least nine out of ten smokers in 17 Member States use boxed cigarettes regularly.

Overall the use of boxed cigarettes amongst smokers has declined by three percentage points since 2012, but the decline has been much larger in Hungary (-15), Ireland (-12) and Slovenia (-9). Use of boxed cigarettes has increased most amongst smokers in Luxembourg (+4) and Denmark (+3).






























Across the EU, the Netherlands (47%), the UK and Hungary (both 45%) and France (44%) have the highest proportion of smokers who regularly use hand-rolled cigarettes. This is a sharp contrast to just 4% of smokers in Romania, 6% in Lithuania and 7% in Sweden. Use of hand-rolled cigarettes amongst smokers has increased dramatically in Hungary (+20 percentage points), Slovenia (+18), and Slovakia, France and the Czech Republic (all + 10).

Croatia (10%) and the Netherlands (8%) have the highest proportions of smokers regularly using cigars. Changes since 2012 in the proportion using cigars have generally been modest – the exception is in Luxembourg, where there has been an eight percentage point decrease.

Denmark and Sweden have the highest proportion of smokers regularly using a pipe (both 7%), although pipe use has declined by 7 percentage points in Denmark since the last survey in 2012.

Finland (8%) and France, Belgium and the Czech Republic (all 6%) had the highest prevalence of cigarillo use.

QC3. How often do you or did you use the following tobacco products?
Total 'Regular users' = Answers 'Every day' + 'Weekly' + 'Monthly'






























		Boxed cigarettes		Hand-rolled cigarettes		Cigars		Cigarillos*	Pipe	
	EU28	86%	-3	29%	+3	2%	-1	2%	1%	-1
	SE	93%	+5	7%	-2	1%	-3	4%	7%	=
	LU	91%	+4	18%	+2	1%	-8	1%	2%	=
	DK	91%	+3	21%	+2	3%	=	3%	7%	-5
	IT	98%	+2	14%	-2	1%	-4	1%	0%	-3
	CY	88%	+2	31%	=	0%	-3	1%	0%	-1
	MT	92%	+2	29%	+8	1%	-3	2%	0%	-3
	RO	99%	+2	4%	+1	0%	=	1%	0%	-1
	BG	99%	+1	8%	-2	0%	=	0%	1%	+1
	LV	99%	+1	11%	+1	3%	=	3%	5%	+3
	LT	99%	+1	6%	=	1%	-1	1%	0%	-2
	AT	99%	+1	16%	+1	3%	-1	5%	2%	+1
	PT	91%	+1	26%	-2	0%	=	0%	0%	-2
	EE	97%	=	8%	=	1%	-4	2%	2%	-2
	BE	79%	-1	42%	+5	5%	-2	6%	1%	-1
	DE	85%	-1	30%	+2	4%	=	4%	3%	=
	EL	82%	-2	34%	+2	0%	-1	0%	0%	=
	ES	90%	-3	26%	+2	0%	-2	2%	0%	-1
	FR	78%	-3	44%	+10	2%	-4	6%	1%	-1
	CZ	95%	-4	20%	+10	4%	+3	6%	3%	+2
	FI	87%	-4	27%	=	5%	-4	8%	3%	=
	PL	91%	-5	25%	+9	1%	=	3%	0%	-1
	SK	93%	-5	14%	+10	2%	=	2%	3%	+2
	UK	73%	-5	45%	-4	4%	+1	1%	1%	-1
	NL	67%	-6	47%	-3	8%	-4	2%	2%	-3
	SI	89%	-9	30%	+18	2%	+2	1%	1%	-1
	IE	81%	-12	30%	+8	2%	+1	0%	2%	+1
	HU	74%	-15	45%	+20	2%	+1	4%	1%	+1
	HR	91%	NA	33%	NA	10%	NA	4%	1%	NA

Base: Smokers, n=7,278

The table below shows the frequency of smoking of all tobacco products per country. It means that if a smoker says that he or she smokes one of the products tested every day, he or she is classified as an everyday user.

The results show that in every EU Member State except Sweden, more than eight in ten smokers use a tobacco product every day. The exception is Sweden, where it is the case for 76% of smokers. There are, however, variations between countries. The highest proportions of everyday smokers are found in Greece, Italy, Cyprus, Poland and Bulgaria (all 94%). The lowest are found in Slovakia (83%) and Estonia and Luxembourg (both 84%).

QC3 How often do you or did you use the following tobacco products?
Total 'At least one product'

		Every day	Weekly	Monthly	Less than once a month
	EU28	90%	6%	1%	1%
	BG	94%	3%	0%	0%
	CY	94%	2%	1%	0%
	EL	94%	1%	0%	1%
	IT	94%	4%	0%	0%
	PL	94%	2%	1%	0%
	AT	93%	5%	1%	1%
	ES	93%	5%	1%	0%
	PT	93%	5%	1%	0%
	RO	91%	5%	1%	1%
	IE	90%	5%	1%	1%
	BE	89%	8%	0%	1%
	DE	89%	5%	1%	1%
	FR	89%	4%	2%	1%
	HR	89%	7%	1%	0%
	MT	89%	8%	2%	0%
	SI	89%	8%	1%	1%
	HU	88%	7%	1%	0%
	DK	86%	8%	2%	0%
	LT	85%	8%	1%	1%
	NL	85%	12%	1%	0%
	UK	85%	10%	1%	1%
	CZ	84%	8%	1%	2%
	FI	84%	9%	4%	1%
	LV	84%	6%	2%	0%
	EE	83%	8%	2%	1%
	LU	83%	11%	0%	1%
	SK	82%	13%	0%	1%
	SE	76%	12%	4%	3%

Base: Smokers, n=7,278

Socio-demographic analysis of smokers shows that:

- More men than women regularly smoke hand-rolled cigarettes (34% vs. 24%), cigars (4% vs. 0%), cigarillos (5% vs. 0%) or a pipe (2% vs. 0%). Women are more likely than men to have smoked boxed cigarettes (90% vs. 83%).
- Older respondents use boxed cigarettes less often: 82% of those aged 55+ smoke these regularly, compared with 89% of 15-24 year-olds. However, younger respondents more often report regular use of hand-rolled cigarettes (38% vs. 26-31%). Looking in more detail at this age group shows that smokers aged 15-17 report a higher regular use of boxed cigarettes (94% vs. 89%) in comparison with smokers aged 18-24, and the same applies for hand-rolled cigarettes (52% vs. 37%).
- A larger proportion of unemployed people smoke hand-rolled cigarettes than other occupation groups (42% vs. 19%-31%).
- Those who live in small or mid-sized towns (33%) or villages (29%) more often report being regular hand-rolled cigarette smokers than respondents in large towns (24%).
- The more household financial difficulties a respondent experiences, the higher the percentage of hand-rolled cigarette use: 38% of those who regularly experience difficulties do so, compared with 26% of those in households with the least difficulties.
- Respondents in the middle and upper middle class are less likely to use hand-rolled cigarettes than those at either end of the class spectrum. (21% vs. 35% of the working class and 36% of the upper class).
- In addition, those who regularly use cigarillos also smoke cigars regularly (20%), and only 34% of cigarillo users have never tried cigars.

QC3 How often do you or did you use the following tobacco products?

Total 'Regular users' = Answers 'Every day' + 'Weekly' + 'Monthly'

	Boxed cigarettes	Hand-rolled cigarettes	Cigars	Cigarillos	Pipe
EU28	86%	29%	2%	2%	1%
Gender					
Man	83%	34%	4%	5%	2%
Woman	90%	24%	0%	0%	0%
Age					
15-24	89%	38%	4%	2%	0%
25-39	88%	31%	1%	1%	0%
40-54	85%	28%	2%	3%	0%
55 +	82%	26%	4%	5%	3%
Age 15-24					
15-17	94%	52%	0%	0%	1%
18-24	89%	37%	4%	3%	0%
Socio-professional category					
Self-employed	88%	25%	4%	2%	0%
Managers	87%	20%	2%	3%	0%
Other white collars	92%	19%	1%	1%	0%
Manual workers	87%	30%	2%	3%	1%
House persons	85%	31%	0%	0%	0%
Unemployed	81%	42%	1%	2%	0%
Retired	80%	28%	5%	5%	4%
Students	92%	40%	2%	3%	0%
Difficulties paying bills					
Most of the time	85%	38%	3%	4%	1%
From time to time	87%	32%	2%	3%	0%
Almost never/ Never	86%	26%	2%	2%	1%
Consider belonging to					
The working class	84%	35%	2%	3%	1%
The lower middle class	84%	32%	4%	3%	2%
The middle class	89%	21%	3%	3%	0%
The upper middle class	87%	23%	3%	1%	2%
The upper class	86%	36%	2%	1%	2%
Subjective urbanisation					
Rural village	87%	29%	2%	4%	1%
Small/ mid size town	84%	33%	2%	2%	2%
Large town	89%	24%	2%	2%	1%

Base: Smokers, n=7,278

A further analysis was carried out to investigate the number of product types regularly used (cigarettes, cigars, etc.) by current smokers and ex-smokers. This showed that men regularly use more products than women (1.32 vs. 1.15).

In addition, respondents aged 15-24 regularly use the highest average number of product types, particularly compared with those aged 25-54 (1.34 vs. 1.21-1.22). This pattern is repeated within the group of youngest smokers, with those aged 15-17 regularly using a larger number of products than those aged 18-24 (1.46 vs. 1.33).

QC3 How often do you or did you use the following tobacco products?

Answer: Number of regularly used product types

	Average
EU28	1.25
Gender	
Man	1.32
Woman	1.15
Age	
15-24	1.34
25-39	1.21
40-54	1.22
55 +	1.28
Age 15-24	
15-17	1.46
18-24	1.33

Base: Current smokers or ex-smokers, n=12,212

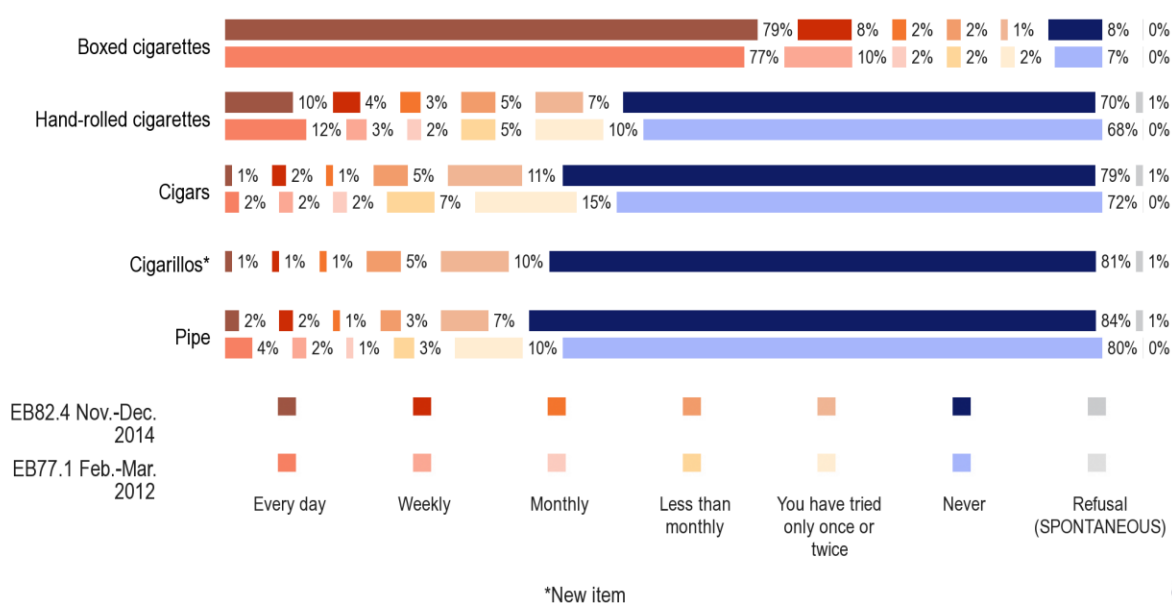
1.2.1. Frequency of use of tobacco products: ex-smokers

- More ex-smokers than current smokers have used cigars, cigarillos or a pipe -

As is the case for current smokers, ex-smokers are most likely to have at least tried boxed cigarettes (92%), followed by hand-rolled cigarettes (29%), cigars (20%), cigarillos (18%) or a pipe (15%).

Since 2012, there has been a three percentage point decrease in the proportion of ex-smokers who have tried hand-rolled cigarettes, an eight-point decline in the proportion who have at least tried cigars, and a five-point decline in the proportion who have tried a pipe.

QC3. How often do you or did you use the following tobacco products?



Base: Ex-smokers, n=5,385

A comparison between regular smokers and ex-smokers who used to smoke regularly shows that a larger proportion of current smokers than ex-smokers are regular users of hand-rolled cigarettes (29% vs. 17%). There are no notable differences for other tobacco products.






























Ex-smokers in Malta, Spain (both 97%) and Portugal (96%) report the highest regular past use of boxed cigarettes, compared with 80% in Latvia, 81% in the Netherlands and 83% in France. Compared with 2012, Spain, Italy (both +6 percentage points) and Estonia and Poland (both +5) now have higher proportions of ex-smokers that were regular users of boxed cigarettes. Conversely, the largest declines in ex-smokers who used boxed cigarettes are observed in Romania, Cyprus and Bulgaria (all -6).

Ex-smokers in the Netherlands (44%), the UK and Belgium (both 24%) and Finland (23%) most frequently report being past regular users of hand-rolled cigarettes, while those in Bulgaria and Romania (both 3%) and Croatia (4%) are least likely to do so. Ex-smokers in Finland (+12) and Ireland (+7) more often report regular use of hand-rolled cigarettes now than in 2012, while the reverse is true for ex-smokers in the Netherlands (-12) and Belgium (-9).

Belgium and the Netherlands have the highest proportion of previous regular cigar smokers (both 9%), while almost a quarter of ex-smokers in Denmark were previously regular pipe smokers (23%).

QC3. How often do you or did you use the following tobacco products?

Total 'Regular users' = Answers 'Every day' + 'Weekly' + 'Monthly'

		Boxed cigarettes		Hand-rolled cigarettes		Cigars		Pipe		Cigarillos*
	EU28	89%	=	17%	=	4%	-2	5%	-2	3%
	ES	97%	+6	7%	-1	6%	+1	1%	-1	1%
	IT	95%	+6	10%	+3	1%	-2	2%	=	1%
	EE	86%	+5	7%	-2	4%	-3	1%	-4	5%
	PL	94%	+5	8%	+2	3%	+3	2%	=	0%
	BE	88%	+4	24%	-9	9%	-7	6%	-1	8%
	LT	85%	+4	5%	-1	1%	=	2%	+1	1%
	LU	89%	+4	10%	-4	2%	-5	6%	+2	4%
	SK	93%	+4	6%	-1	3%	-3	3%	+1	1%
	MT	97%	+3	10%	-4	7%	+4	5%	+2	5%
	PT	96%	+3	11%	+3	1%	=	1%	=	2%
	SI	95%	+2	8%	-1	5%	+5	3%	+1	2%
	NL	81%	+1	44%	-12	9%	-7	5%	-4	5%
	CZ	86%	=	6%	=	4%	+2	3%	+1	3%
	AT	94%	=	17%	+4	1%	-5	2%	-3	4%
	DE	89%	-1	20%	+2	3%	-1	6%	-2	5%
	UK	88%	-1	24%	+2	4%	-6	5%	-2	2%
	DK	88%	-2	15%	-9	3%	-5	23%	-4	6%
	LV	80%	-2	6%	-1	4%	+1	3%	=	4%
	IE	89%	-3	15%	+7	4%	=	4%	+2	1%
	FR	83%	-3	18%	-3	6%	-4	9%	-2	9%
	HU	86%	-3	11%	+6	2%	=	1%	=	1%
	FI	93%	-5	23%	+12	2%	-5	5%	-4	7%
	SE	86%	-5	12%	-5	4%	-3	17%	-2	5%
	BG	90%	-6	3%	+1	0%	=	0%	=	2%
	CY	88%	-6	22%	+4	3%	-3	0%	-6	1%
	RO	87%	-6	3%	-1	1%	+1	0%	=	1%
	EL	87%	-7	13%	+3	1%	=	2%	+1	2%
	HR	88%	NA	4%	NA	3%	NA	1%	NA	0%

Base: Ex-smokers, n=5,385

Socio-demographic analysis of ex-smokers revealed the following differences:

- Men are more likely to have regularly used hand-rolled cigarettes (19% vs. 13%), cigars (6% vs. 0%), cigarillos (6% vs. 1%) or a pipe (9% vs. 0%) than women.
- 25-54 year-olds are most likely to have regularly smoked boxed cigarettes, compared with the youngest and oldest respondents (91%-92% vs. 85% and 87%). The youngest ex-smokers are most likely to have been regular users of hand-rolled cigarette (27% vs. 15%-19%).
- Ex-smokers aged 55+ have the highest proportion of previous cigar (6%), cigarillo (5%) or pipe (8%) use.

QC3 How often do you or did you use the following tobacco products?

Total 'Regular users' = Answers 'Every day' + 'Weekly' + 'Monthly'

	Boxed cigarettes	Hand-rolled cigarettes	Cigars	Cigarillos	Pipe
EU28	89%	17%	4%	3%	5%
Gender					
Man	88%	19%	6%	6%	9%
Woman	90%	13%	0%	1%	0%
Age					
15-24	85%	27%	1%	1%	0%
25-39	92%	16%	2%	2%	0%
40-54	91%	19%	2%	2%	2%
55 +	87%	15%	6%	5%	8%
Age 15-24					
15-17	54%	26%	9%	8%	9%
18-24	87%	30%	5%	7%	5%

Base: Ex-smokers, n=5,385

1.3. Number of cigarettes smoked per day

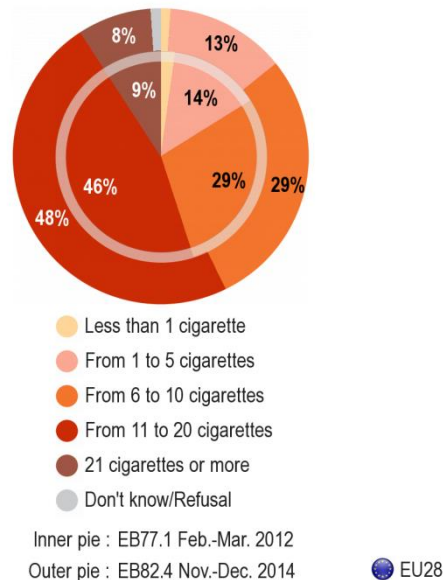
1.3.1. Number of cigarettes smoked per day: smokers

- Smokers smoke an average of 14.2 cigarettes per day -

The large majority of smokers smoke 6-20 cigarettes per day (77%)⁹. Almost one in ten (8%) smoke 21 or more per day, while 13% smoke 1-5, and 1% smoke less than one. There has been little change in these proportions since 2012, although there has been a slight increase in the proportion who smoke 11-20 cigarettes per day (+2 percentage points).

Overall, there has been a slight increase in the average number of cigarettes smokers consume per day, up by 0.2 from 2012 levels to 14.4 cigarettes per day.

QC4. On average, how many cigarettes do you or did you smoke each day?



Base: Smokers, EB82.4 n=7,278

⁹ QC4: On average, how many cigarettes do you or did you smoke each day?

Smokers in Austria (19.8) and Greece and Cyprus (both 19.5) smoke the highest average number of cigarettes each day. This compares with an average of 9.9 for smokers in Sweden, 11.4 in the Netherlands and 11.5 in Estonia. It is worth noting that Greece and Cyprus have the highest and fifth highest proportions of smokers in the EU (38% and 31% respectively).

There has been a significant increase in the average number of cigarettes smoked per day by smokers in Slovenia (+1.9), Austria (+1.5), and the UK and France (both +1.1). However, there have been even larger decreases in other Member States, particularly Luxembourg (-3.1), Sweden (-2.9) and the Netherlands (-2.8).

QC4 On average, how many cigarettes do you or did you smoke each day?
+ evolution compared with EB77.1 Feb.-Mar. 2012

EU28	14.4	+0.2
AT	19.8	+1.5
EL	19.5	+0.1
CY	19.5	-1.0
HR	16.7	NA
SI	16.5	+1.9
HU	16.1	+0.5
BG	15.6	+0.5
PL	15.6	+0.5
DE	15.3	=
PT	14.9	+0.5
MT	14.8	-1.6
CZ	14.3	+0.2
UK	14.3	+1.1
RO	14.2	-0.2
BE	14.1	-0.1
IE	13.9	-1.8
ES	13.7	+0.3
FI	13.5	-1.0
DK	13.3	-1.4
IT	13.2	-0.7
FR	13.0	+1.1
LU	12.8	-3.1
LV	12.7	-0.3
SK	12.5	+0.8
LT	12.1	-1.0
EE	11.5	-2.3
NL	11.4	-2.8
SE	9.9	-2.9

Base: Smokers, EB82.4 n=7,278

Socio-demographic analysis of smokers highlights that:

- Men smoke a larger number of cigarettes than women (15.6 vs. 12.9).
- Those aged 15-24 (11.4) and 25-39 (13.9) smoke fewer cigarettes per day than older smokers (15.2-15.5). In addition, smokers aged 15-17 smoke less than those aged 18-24 (8.3 vs. 11.7).
- The longer a respondent remained in education, the fewer cigarettes per day they smoke: those with the lowest education levels smoke 16.1 on average, compared with 13.4 for those with the highest level.
- Unemployed (15.8), self-employed (15.5) and retired (15.1) respondents smoke more cigarettes per day on average than other occupation groups.

QC4 On average, how many cigarettes do you or did you smoke each day?

	Average
EU28	14.4
Gender	
Man	15.6
Woman	12.9
Age	
15-24	11.4
25-39	13.9
40-54	15.5
55 +	15.2
Age 15-24	
15-17	8.3
18-24	11.7
Education (End of)	
15-	16.1
16-19	14.9
20+	13.4
Still studying	9.7
Socio-professional category	
Self-employed	15.5
Managers	13.3
Other white collars	13.7
Manual workers	14.8
House persons	13.2
Unemployed	15.8
Retired	15.1
Students	9.7
Difficulties paying bills	
Most of the time	15.3
From time to time	14.8
Almost never/ Never	14.0
Exposure to tobacco at work per day	
1 hour or more	17.5
Less than 1 hour	15.1
Never or almost	13.7
Tried to quit smoking	
Yes	13.9
No	15.1
Use of e-cigarettes	
Use	15.6
Has stopped	15.1
Has tried	14.1
Never used	14.3

Base: Smokers, EB82.4 n=7,278

- The more difficulties a household has in paying bills, the higher the average number of cigarettes smoked per day (15.3 for those with the most difficulties and 14.0 for those with the least difficulties).
- The longer the exposure to tobacco at work, the higher the average number of cigarettes smoked. Those exposed for one hour or more smoke on average 17.8, compared with 14.4 for those who are rarely or never exposed. This may be due to the fact that those who are exposed to smoke at work are more likely to smoke themselves during work hours.
- Those who have tried to quit smoking smoke fewer cigarettes on an average day than those who have not tried to quit (13.9 vs. 15.1).
- Current smokers who also use e-cigarettes smoke more on average (15.6) than those who have never used e-cigarettes (14.3), or who have only tried e-cigarettes (14.1).

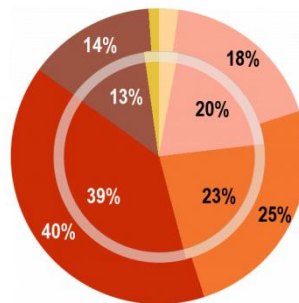
1.3.2. Number of cigarettes smoked per day: ex-smokers

- Ex-smokers smoked more on average than current smokers -

Ex-smokers smoked an average of 15.6 cigarettes per day as smokers, an increase of 0.1 since 2012. The average for ex-smokers is also higher than that for current smokers (14.4).

As was the case for current smokers, most ex-smokers smoked 6-20 cigarettes per day (65%), with 14% smoking 21 or more, and 18% smoking 1-5.

QC4. On average, how many cigarettes do you or did you smoke each day?



- Less than 1 cigarette
- From 1 to 5 cigarettes
- From 6 to 10 cigarettes
- From 11 to 20 cigarettes
- 21 cigarettes or more
- Don't know/Refusal

Inner pie : EB77.1 Feb.-Mar. 2012

Outer pie : EB82.4 Nov.-Dec. 2014

 EU28

Base: Ex-smokers, n=5,385

Ex-smokers in Malta (24.1), Cyprus (23.9) and Greece (22.0) smoked the highest average number of cigarettes per day, while those in Slovakia (10.9), Latvia (11.8) and Sweden (11.9) smoked the lowest average number.

Since 2012, the average number of cigarettes smoked per day by ex-smokers has increased most in Malta (+3.4), Austria (+2.8), Romania (+1.6) and Hungary (+1.5), and has declined the most amongst ex-smokers in Luxembourg (-3.8), Cyprus (-3.5) and Portugal (-1.1).

QC4. On average, how many cigarettes do you or did you smoke each day?

+ evolution compared with EB77.1 Feb.-Mar. 2012

	EU28	15.6	+0.1				
	MT	24.1	+3.4		DE	15.6	-0.3
	CY	23.9	-3.5		FR	15.2	-0.6
	EL	22.0	+0.6		UK	14.9	-0.2
	AT	19.2	+2.8		NL	14.8	+0.2
	IE	18.7	+1.0		IT	14.7	+1.0
	SI	18.7	+1.1		LU	14.5	-3.8
	PT	18.3	-1.1		CZ	14	+0.8
	BE	18.1	+1.1		DK	13.8	-0.6
	ES	17.3	+0.9		FI	12.7	-0.3
	HR	17.3	NA		EE	12.4	+0.9
	HU	17.2	+1.5		LT	12.2	+1.4
	RO	16.3	+1.6		SE	11.9	-0.2
	BG	15.7	+1.0		LV	11.8	+0.2
	PL	15.7	-0.7		SK	10.9	=

Base: Ex-smokers, n=5,385

QC4 On average, how many cigarettes do you or did you smoke each day?

	Average
EU28	15.6

Gender	
Man	18.0
Woman	12.2

Age	
15-24	8.6
25-39	12.0
40-54	15.4
55 +	17.8

Age 15-24	
15-17	6.8
18-24	8.7

Education (End of)	
15-	19.3
16-19	15.4
20+	14.3
Still studying	8.3

Socio-professional category	
Self-employed	16.1
Managers	15.0
Other white collars	13.6
Manual workers	15.0
House persons	12.8
Unemployed	15.1
Retired	17.6
Students	8.3

Difficulties paying bills	
Most of the time	17.9
From time to time	14.6
Almost never/ Never	15.7

Exposure to tobacco at work per day	
1 hour or more	17.8
Less than 1 hour	15.8
Never or almost	14.4

Base: Ex-smokers, n=5,385

Socio-demographic analysis of ex-smokers highlights similar patterns to those seen for current smokers:

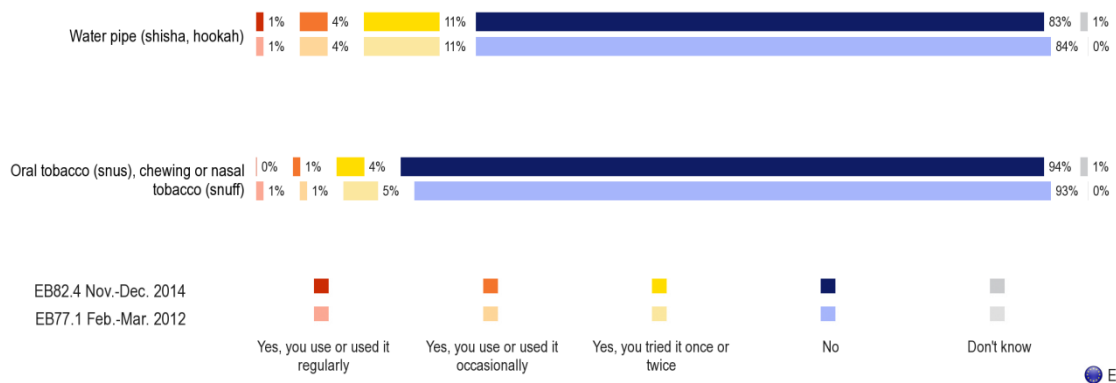
- Among ex-smokers, men used to smoke more cigarettes per day than women (18.0 vs. 12.2).
- Those aged 15-24 (8.6) and 25-39 (12.0) smoked less than older ex-smokers (15.4-17.8). In addition, ex-smokers aged 15-17 smoked less than those aged 18-24 (6.8 vs. 8.7).
- The longer a respondent remained in education, the less they used to smoke: those with the lowest education levels smoked an average of 19.3, compared with 14.3 for those with the highest level.
- The retired (17.6) and the self-employed (16.1) smoked more on average than other occupation groups.
- Ex-smokers who experienced the most financial difficulties had the highest average consumption of cigarettes per day (17.9 vs. 14.6-15.7).
- The longer the exposure to tobacco at work, the higher the average number of cigarettes smoked. Those exposed for one hour or more smoked on average 17.5, compared with 13.7 for those who are rarely or never exposed.

1.4. Use of other tobacco products

- Use of other tobacco products has remained relatively stable -

16% of respondents have tried water pipes, while 5% have tried oral, chewing or nasal tobacco products. There has been a slight decrease in the proportion who have tried oral, chewing or nasal tobacco since 2012 (-2 percentage points), but no change in the proportion who have tried water pipes.

QC7. Have you ever tried any of the following products?



Respondents in Latvia (39%), Lithuania and Denmark (both 34%) and Sweden (33%) were most likely to have used a water pipe, compared with 6% in Portugal and 7% in Romania, Italy and Ireland.






























Water pipe trial or use has increased most in Sweden (+11 percentage points) and Spain and France (both +5), while trial or use has decreased notably in Austria (-9), Greece (-7), and Estonia and Slovakia (both -6). Most of these changes are from respondents trying water pipes once or twice – there have been only minor changes in the proportions that use these regularly or occasionally. The exceptions are Sweden, where use has increased by four percentage points, and Estonia, where use has decreased by three percentage points.

Respondents in Cyprus reported the highest regular water pipe use, but the proportion is limited (3%), while those in Latvia were most likely to use water pipes occasionally (12%). At least a quarter of respondents in Latvia (27%) and Sweden, Estonia and Denmark (all 26%) have tried a water pipe once or twice, in keeping with the overall finding that respondents from these countries were most likely to use or have used a water pipe.

QC7.1. Have you ever tried any of the following products?

Water pipe (shisha, hookah)






























+ evolution compared with EB77.1 Feb.-Mar. 2012

		Yes, you use or used it regularly		Yes, you use or used it occasionally		Yes, you tried it once or twice		No		Don't know		Total 'Yes'	
	EU28	1%	=	4%	=	11%	=	83%	-1	1%	+1	16%	=
	SE	0%	=	7%	+4	26%	+7	67%	-11	0%	=	33%	+11
	ES	1%	=	2%	=	10%	+5	87%	-5	0%	=	13%	+5
	FR	0%	=	8%	+1	16%	+4	76%	-5	0%	=	24%	+5
	BG	0%	=	3%	+1	10%	+2	86%	-4	1%	+1	13%	+3
	MT	0%	=	2%	=	9%	+3	88%	-3	1%	=	11%	+3
	BE	1%	=	5%	+1	13%	+1	81%	-2	0%	=	19%	+2
	IE	0%	-1	2%	+2	5%	+1	91%	-2	2%	=	7%	+2
	CY	3%	+2	9%	+1	18%	-1	70%	-2	0%	=	30%	+2
	DK	1%	=	7%	=	26%	+1	66%	-1	0%	=	34%	+1
	HU	1%	=	3%	+1	8%	=	86%	-3	2%	+2	12%	+1
	NL	0%	=	5%	=	21%	+1	74%	-1	0%	=	26%	+1
	PL	1%	+1	3%	=	9%	=	86%	-2	1%	+1	13%	+1
	PT	0%	-1	1%	=	5%	+2	93%	-2	1%	+1	6%	+1
	CZ	2%	+1	6%	-1	18%	=	74%	=	0%	=	26%	=
	LU	1%	=	4%	-2	21%	+1	73%	+1	1%	=	26%	-1
	FI	0%	=	2%	=	11%	-1	86%	=	1%	+1	13%	-1
	UK	1%	=	4%	+1	9%	-2	84%	-1	2%	+2	14%	-1
	IT	0%	-1	1%	=	6%	-1	92%	+1	1%	+1	7%	-2
	LT	1%	=	9%	+1	24%	-3	65%	+1	1%	+1	34%	-2
	RO	0%	-1	2%	-1	5%	=	90%	=	3%	+2	7%	-2
	DE	1%	=	4%	=	13%	-3	81%	+2	1%	+1	18%	-3
	LV	0%	-2	12%	+2	27%	-3	59%	+1	2%	+2	39%	-3
	SI	0%	=	3%	+1	13%	-4	84%	+3	0%	=	16%	-3
	EE	1%	=	4%	-3	26%	-3	67%	+4	2%	+2	31%	-6
	SK	0%	=	2%	-2	11%	-4	86%	+5	1%	+1	13%	-6
	EL	0%	=	1%	-2	12%	-5	87%	+7	0%	=	13%	-7
	AT	1%	-1	4%	-2	14%	-6	81%	+9	0%	=	19%	-9
	HR	0%	NA	2%	NA	8%	NA	89%	NA	1%	NA	10%	NA

There are only five Member States where at least one in ten respondents has tried oral, chewing or nasal tobacco: Sweden (50%), Finland (14%), Denmark (13%) and Austria and Estonia (both 10%). Current or past use in Sweden, where oral tobacco is allowed, is considerably higher than in other Member States, with almost one in five (18%) respondents saying they regularly used, or currently regularly use, these kinds of tobacco products.

There has been a six percentage point increase in the proportion of respondents in Sweden who have used oral, chewing or nasal tobacco. Finland and Hungary are the only other Member States where there has been an increase in past or current use of these products (+1 percentage point). The largest decreases in use are observed in Austria (-7) and Malta and Estonia (both -5).

QC7.2. Have you ever tried any of the following products?
 Oral tobacco (snus), chewing or nasal tobacco (snuff)
 + evolution compared with EB77.1 Feb.-Mar. 2012

	Yes, you use or used it regularly		Yes, you use or used it occasionally		Yes, you tried it once or twice		No		Don't know		Total 'Yes'	
 EU28	0%	-1	1%	=	4%	-1	94%	+1	1%	+1	5%	-2
 SE	18%	+6	7%	+1	25%	-1	50%	-6	0%	=	50%	+6
 HU	0%	=	1%	+1	2%	=	95%	-3	2%	+2	3%	+1
 FI	2%	+1	2%	-1	10%	+1	85%	-2	1%	+1	14%	+1
 BE	0%	=	1%	=	4%	=	95%	=	0%	=	5%	=
 BG	0%	=	0%	=	2%	=	97%	-1	1%	+1	2%	=
 IE	0%	-1	1%	=	4%	+1	93%	=	2%	=	5%	=
 EL	0%	=	0%	=	1%	=	99%	=	0%	=	1%	=
 ES	0%	=	0%	=	2%	=	98%	=	0%	=	2%	=
 FR	0%	=	0%	-1	4%	+1	96%	=	0%	=	4%	=
 LV	0%	=	1%	+1	7%	-1	89%	-3	3%	+3	8%	=
 NL	0%	=	0%	=	4%	=	96%	=	0%	=	4%	=
 PL	0%	=	1%	=	4%	=	94%	-1	1%	+1	5%	=
 CZ	1%	=	2%	+1	6%	-2	91%	+1	0%	=	9%	-1
 IT	0%	-1	1%	=	2%	=	95%	-1	2%	+2	3%	-1
 CY	0%	-1	0%	=	2%	=	97%	=	1%	+1	2%	-1
 LU	1%	=	1%	=	5%	-1	92%	+2	1%	-1	7%	-1
 RO	0%	=	0%	-1	1%	=	96%	=	3%	+1	1%	-1
 DK	1%	=	2%	=	10%	-2	87%	+2	0%	=	13%	-2
 DE	0%	-1	1%	=	8%	-1	91%	+2	0%	=	9%	-2
 PT	0%	-2	1%	+1	1%	-1	97%	+2	1%	=	2%	-2
 SI	0%	=	1%	=	5%	-2	94%	+2	0%	=	6%	-2
 UK	0%	=	1%	=	3%	-2	95%	+1	1%	+1	4%	-2
 LT	0%	=	1%	=	4%	-4	94%	+3	1%	+1	5%	-4
 SK	0%	-1	1%	-1	3%	-2	95%	+3	1%	+1	4%	-4
 EE	1%	=	0%	-3	9%	-2	89%	+4	1%	+1	10%	-5
 MT	0%	-2	0%	-2	1%	-1	99%	+5	0%	=	1%	-5
 AT	1%	=	2%	-1	7%	-6	90%	+7	0%	=	10%	-7
 HR	0%	NA	0%	NA	3%	NA	96%	NA	1%	NA	3%	NA

The relatively large increase in Sweden in the proportion of respondents regularly using oral tobacco was primarily driven by an increase in use amongst younger respondents: up 14 percentage points to 17% for 15-24 year-olds and +10 to 24% for 25-39 year-olds. Additionally, there was an increase in regular use for both genders, with a 7-point increase amongst men (to 27%) and a 4-point increase amongst women (to 8%).

Socio-demographic analysis at the EU level shows that:

- Men more frequently report having tried both water pipes (20% vs. 12%) and oral, chewing or nasal tobacco (9% vs. 2%) than women.
- The younger the respondent, the more likely they are to have tried water pipes: 33% of 15-24 year-olds have tried them, compared with 5% of those aged 55+. Amongst the youngest respondents, those aged 18-24 are more likely to have tried a water pipe (37% vs. 22%) than those aged 15-17. There are no age-related differences for oral, chewing or nasal tobacco. Compared with 2012, the results are very similar for each age group for both questions.
- The longer a respondent remained in education, the more likely they are to have tried water pipes: 5% of those with the lowest education levels have done so, compared with 20% of those with the highest level.
- Self-employed (24%), managers (21%) and unemployed people (20%) are the occupational groups that are most likely to have used a water pipe.
- The higher up the social scale respondents place themselves, the higher the likelihood that they have tried a water pipe: 11% of the working class have tried them, compared with 28% of the upper class.
- Smokers (29%) are more likely to have used a water pipe than ex-smokers (19%) or those who have never smoked (9%). The main difference is in terms of those who have tried them once or twice - 20% of current smokers have tried a water pipe once or twice compared with 14% of ex-smokers and 7% of those who have never smoked.





QC7 Have you ever tried any of the following products?

	Total 'Yes'	
	Water pipe (shisha, hookah)	Oral tobacco (snus), chewing or nasal tobacco (snuff)
EU28	16%	5%
Gender		
Man	20%	9%
Woman	12%	2%
Age		
15-24	33%	6%
25-39	26%	7%
40-54	13%	6%
55 +	5%	4%
Age 15-24		
15-17	22%	4%
18-24	37%	7%
Education (End of)		
15-	5%	4%
16-19	15%	5%
20+	20%	8%
Still studying	32%	7%
Socio-professional category		
Self-employed	24%	8%
Managers	21%	9%
Other white collars	18%	7%
Manual workers	18%	5%
House persons	9%	2%
Unemployed	20%	4%
Retired	5%	3%
Students	32%	7%
Consider belonging to		
The working class	11%	4%
The lower middle class	17%	5%
The middle class	18%	6%
The upper middle class	22%	8%
The upper class	28%	8%
Non-Smokers		
Smokers	29%	9%
Stopped smoking	19%	9%
Never smoked	9%	3%
Non-Smokers	11%	4%

Young smokers have the highest frequency of occasional water pipe use (24% vs. 16% for ex-smokers and 7% for those who have never smoked) and of only having tried a water pipe (30% vs. 26% and 15%). Overall, 58% of young smokers have at least tried a water pipe, compared with 47% of young ex-smokers and 23% of young people who have never smoked.

QC7.1 Have you ever tried any of the following products?

Water pipe (shisha, hookah)

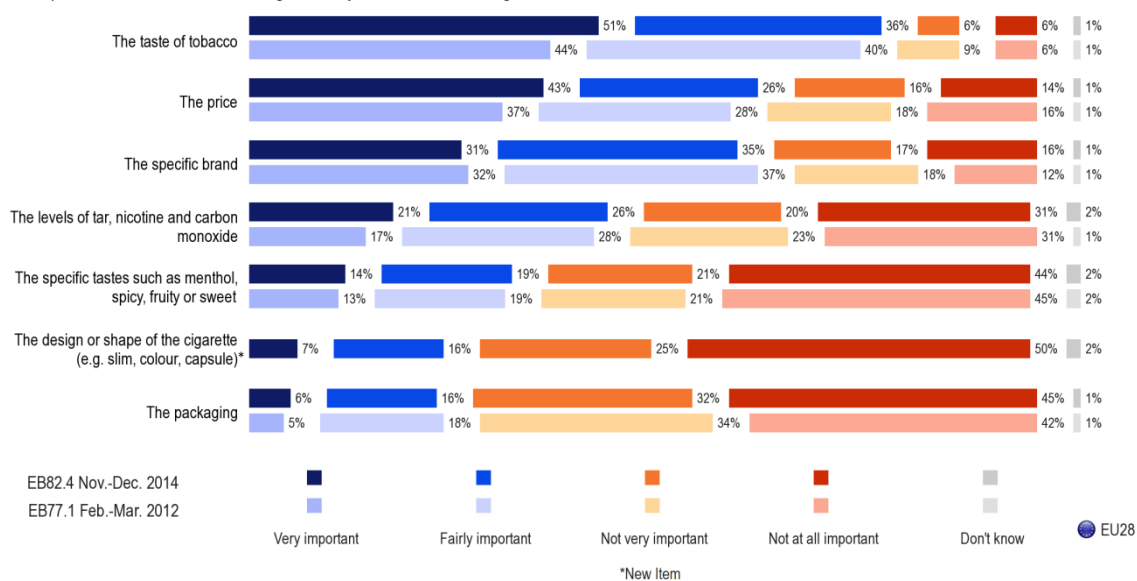
	Yes, you use or used it regularly	Yes, you use or used it occasionally	Yes, you tried it once or twice	No
EU28	1%	4%	11%	83%
 Age (smokers)				
15-24	4%	24%	30%	42%
25-39	1%	12%	26%	61%
40-54	-	4%	17%	79%
55 +	-	1%	9%	89%
 Age (ex-smokers)				
15-24	1%	4%	8%	86%
25-39	2%	1%	8%	89%
40-54	1%	1%	8%	90%
55 +	1%	2%	5%	92%
 Age (never smoked)				
15-24	1%	7%	15%	76%
25-39	-	2%	11%	85%
40-54	-	1%	5%	93%
55 +	-	-	2%	97%
 Age (all respondents)				
15-24	2%	12%	19%	66%
25-39	1%	7%	18%	73%
40-54	-	2%	11%	86%
55 +	-	1%	4%	94%

1.5. Factors influencing the choice of cigarette brand

- Taste and price are the most important factors when choosing cigarettes -

Current and past cigarette smokers were asked to rate the importance of a range of factors when choosing a brand of cigarettes¹⁰. The taste of the tobacco is most likely to be important (87%), followed by the price (69%) and the specific brand (66%). These are the only factors considered important by the majority of smokers and ex-smokers. However, as later analysis will show, there is considerable variation across Member States in the importance of these factors.

QC5. How important is or was each of the following factors in your choice of brand of cigarettes?



Base: Cigarette smokers and ex-smokers, n=12,196

Almost half consider the levels of tar, nicotine and carbon monoxide important factors when choosing a brand, while one-third mention specific tastes (33%), and 22% the packaging. For the first time, respondents were also asked about the design or shape of the cigarette, and 23% say this is an important factor when choosing a brand of cigarettes.

Since 2012, more respondents report that the price (+4 percentage points), the taste of the tobacco (+3), the levels of tar, nicotine and carbon monoxide (+2) and the specific taste (+1) are important. Specific brands (-3) and packaging (-1) have become less important factors when choosing a brand of cigarettes.

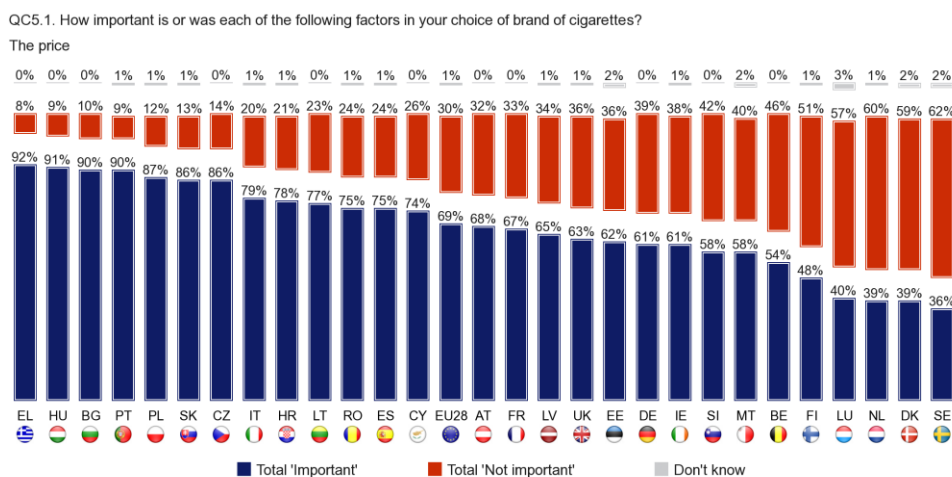
A closer analysis of the detailed answers to this question reveals that a majority of smokers and ex-smokers (51%, +7 percentage points) say the taste of the tobacco is a very important factor when choosing a brand of cigarettes, while 43% (+6) say this about price. Both of these factors have significantly increased in importance.

¹⁰ QC5: How important is or was each of the following factors in your choice of brand of cigarettes? The specific tastes such as menthol, spicy, fruity or sweet; The levels of tar, nicotine and carbon monoxide; The specific brand; The taste of tobacco; The packaging; The price.

Design features such as the packaging, or the design or shape of the cigarette, are reported less frequently as important factors in brand choice, although in some countries they are still very important for large groups of consumers.

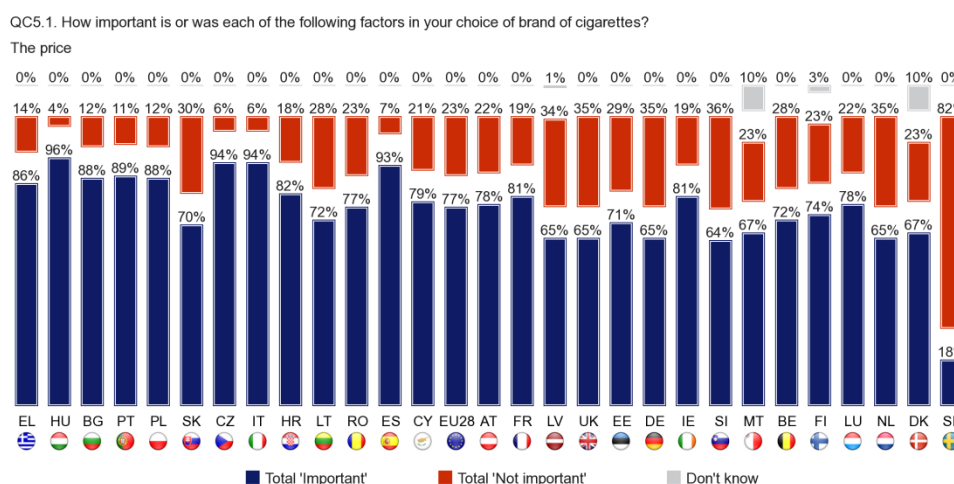
1.5.1. The price

In 23 Member States, the majority of cigarette smokers and ex-smokers say that price is an important factor when choosing a brand of cigarettes. Those in Greece (92%), Hungary (91%), Bulgaria and Portugal (both 90%) are most likely to respond this way. This is in stark contrast to the 36% in Sweden, 39% in Denmark and the Netherlands and 40% in Luxembourg who say price is important.



Base: Cigarette smokers and ex-smokers, n=12,196

The chart below shows the results per country for cigarette smokers and ex-smokers aged 15-24¹¹. In 20 Member States, a higher proportion of young smokers and ex-smokers compared to smokers and ex-smokers overall say that the price is important.

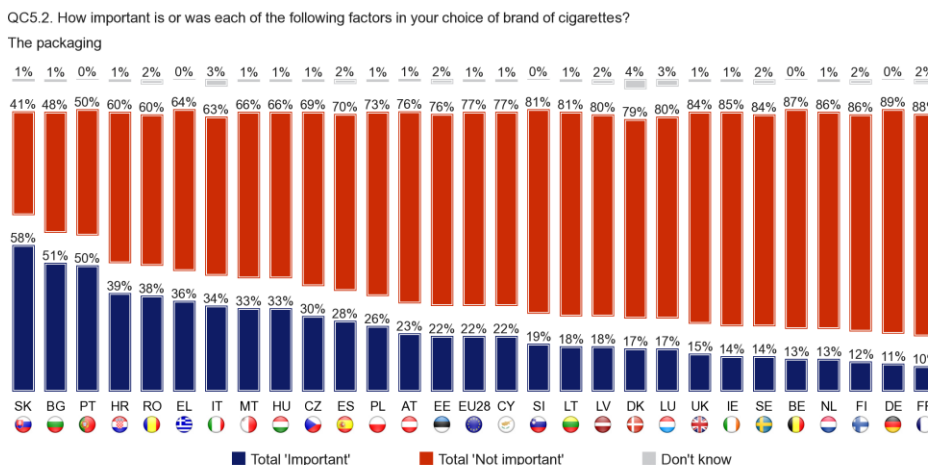


Base: Cigarette smokers and ex-smokers aged 15-24, n=1,170

¹¹ Due to low bases (low numbers involved), the results for this question filtered by age should be interpreted with caution. In 18 countries (BE, DK, EE, IE, EL, ES, IT, CY, LU, HU, MT, NL, AT, PL, PT, SI, SK, SE), the bases are lower than 50.

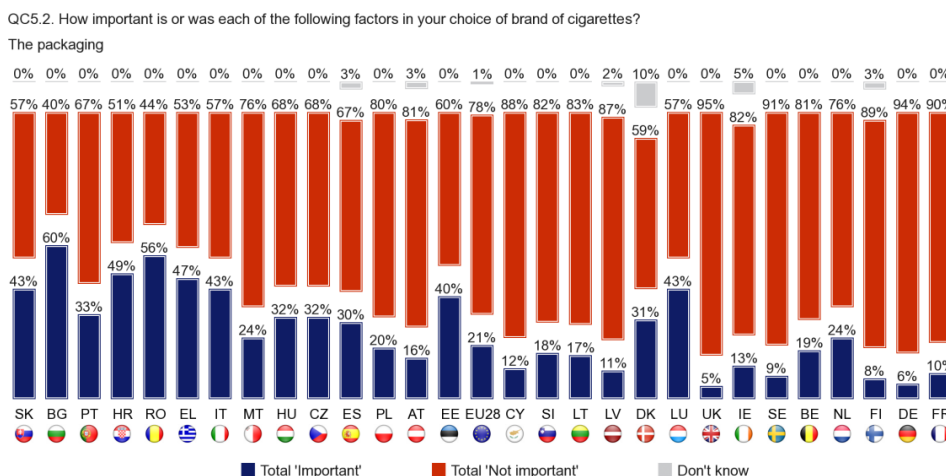
1.5.2. The packaging

Packaging is an important factor influencing the choice of brand for at least one in ten smokers in all Member States. This is particularly the case for the majority of smokers and ex-smokers in Slovakia, Bulgaria and Portugal, where 58%, 51% and 50% respectively say packaging is an important factor when choosing a brand of cigarettes. At the other end of the scale, 10% in France, 11% in Germany and 12% in Finland say the same.



Base: Cigarette smokers and ex-smokers, n=12,196

The chart below shows the results per country for cigarette smokers and ex-smokers aged 15-24¹². In 15 Member States, a lower proportion of young smokers and ex-smokers compared to smokers and ex-smokers overall say that the packaging is important.



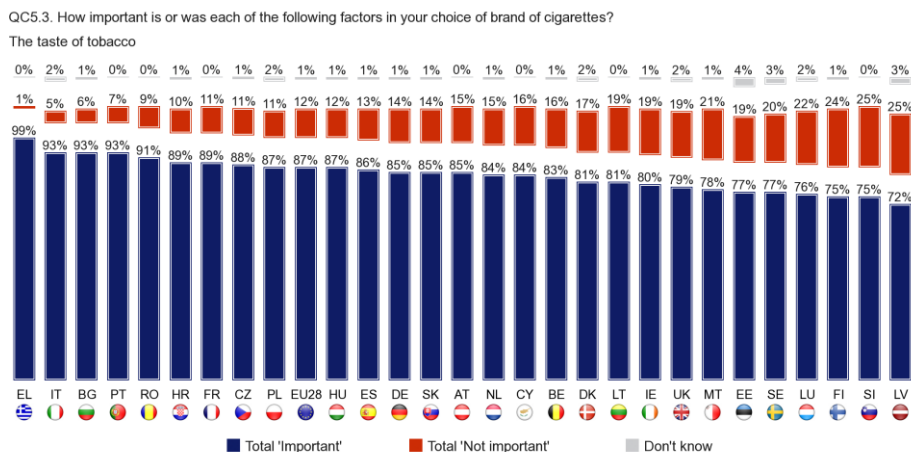
Base: Cigarette smokers and ex-smokers aged 15-24, n=1,170

¹² Due to low bases (low numbers involved), the results for this question filtered by age should be interpreted with caution. In 18 countries (BE, DK, EE, IE, EL, ES, IT, CY, LU, HU, MT, NL, AT, PL, PT, SI, SK, SE), the bases are lower than 50.

1.5.3. The taste of the tobacco

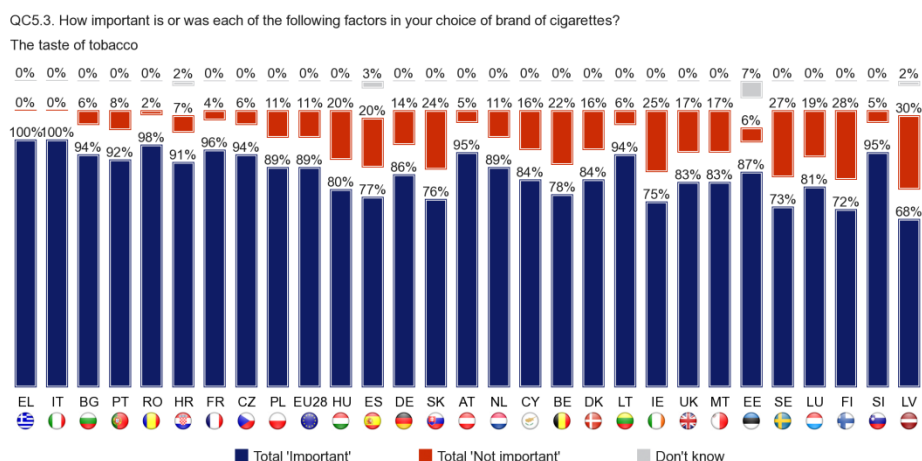
The perceived taste of the tobacco is important to at least seven out of ten cigarette smokers and ex-smokers in each Member State. Its importance is almost universal in Greece (99%), with 93% in Italy, Bulgaria and Portugal and 91% in Romania also considering this an important factor in their choice of brand.

Smokers in Latvia (72%) and Slovenia and Finland (both 75%) are much less likely to say the taste of the tobacco is an important factor, but even so these figures represent a large majority of cigarette smokers and ex-smokers.



Base: Cigarette smokers and ex-smokers, n=12,196

The chart below shows the results per country for cigarette smokers and ex-smokers aged 15-24¹³. In 18 Member States, a higher proportion of young smokers and ex-smokers compared to smokers and ex-smokers overall say that the taste of the tobacco is important.

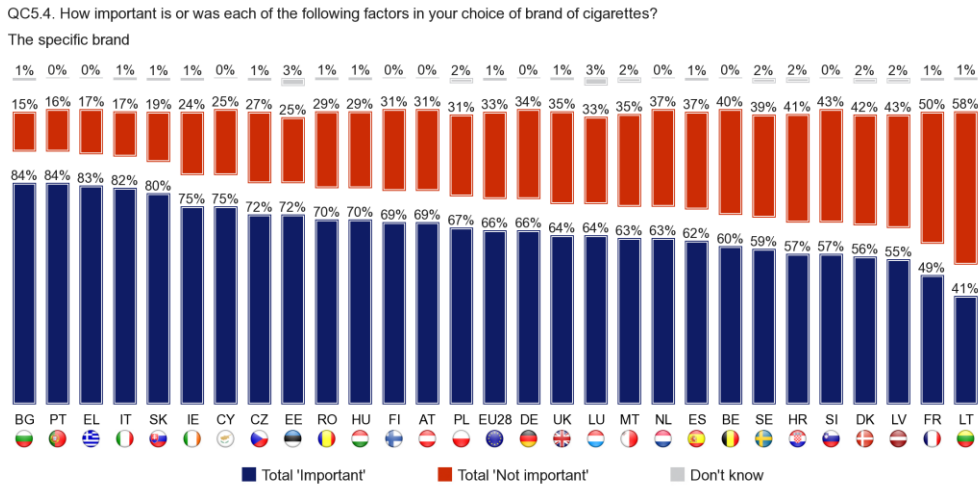


Base: Cigarette smokers and ex-smokers aged 15-24, n=1,170

¹³ Due to low bases (low numbers involved), the results for this question filtered by age should be interpreted with caution. In 18 countries (BE, DK, EE, IE, EL, ES, IT, CY, LU, HU, MT, NL, AT, PL, PT, SI, SK, SE), the bases are lower than 50.

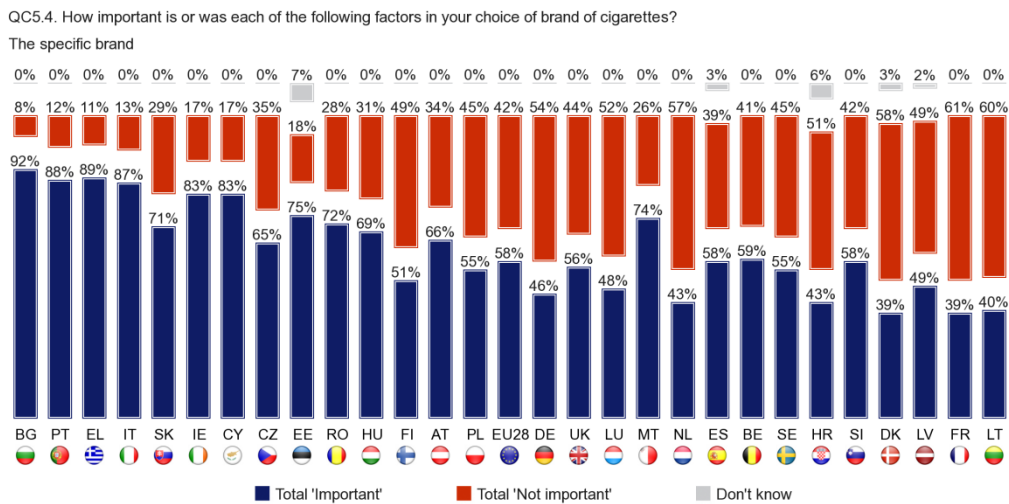
1.5.4. The specific brand

The specific brand of cigarettes is an important factor for the majority of smokers and ex-smokers in all but two Member States: Lithuania (41%) and France (49%). It is most important in Bulgaria and Portugal (both 84%), Greece (83%) and Italy (82%).



Base: Cigarette smokers and ex-smokers, n=12,196

The chart below shows the results per country for cigarette smokers and ex-smokers aged 15-24¹⁴. In 19 Member States, a lower proportion of young smokers and ex-smokers compare to smokers and ex-smokers overall say that the specific brand is important.

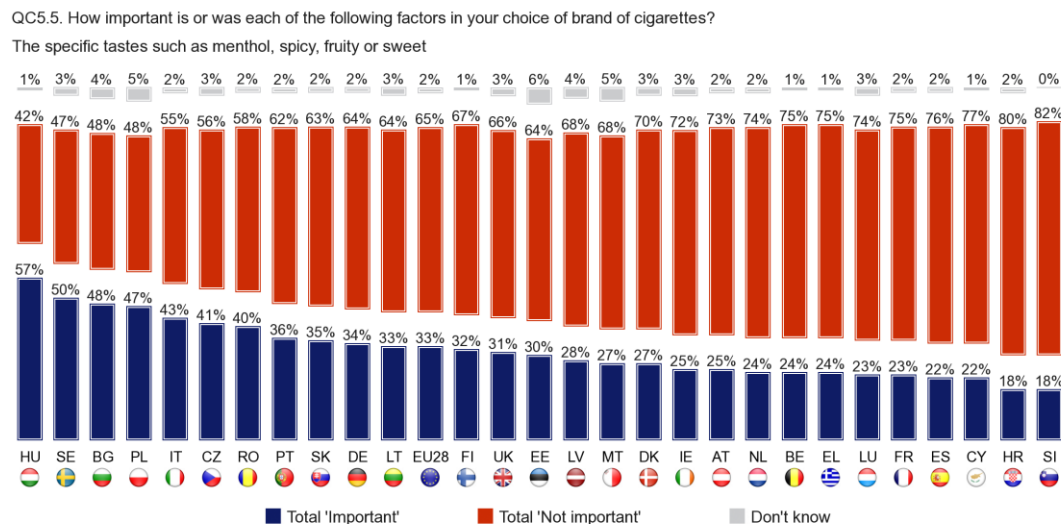


Base: Cigarette smokers and ex-smokers aged 15-24, n=1,170

¹⁴ Due to low bases (low numbers involved), the results for this question filtered by age should be interpreted with caution. In 18 countries (BE, DK, EE, IE, EL, ES, IT, CY, LU, HU, MT, NL, AT, PL, PT, SI, SK, SE), the bases are lower than 50.

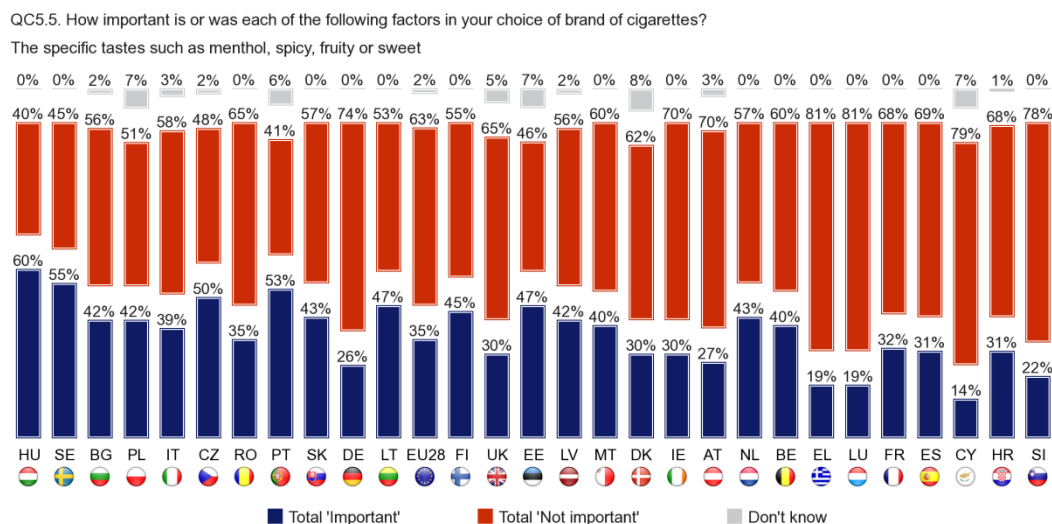
1.5.5. The specific tastes

Specific tastes such as menthol, spicy, fruit or sweet are an important factor in brand choice for the majority of smokers in Hungary (57%) and Sweden (50%), as well as 48% in Bulgaria and 47% in Poland. Specific tastes are mentioned least frequently in Slovenia and Croatia (both 18%).



Base: Cigarette smokers and ex-smokers, n=12,196

The chart below shows the results per country for cigarette smokers and ex-smokers aged 15-24¹⁵. In 19 Member States, a higher proportion of young smokers and ex-smokers compared to smokers and ex-smokers overall say that specific tastes are important.



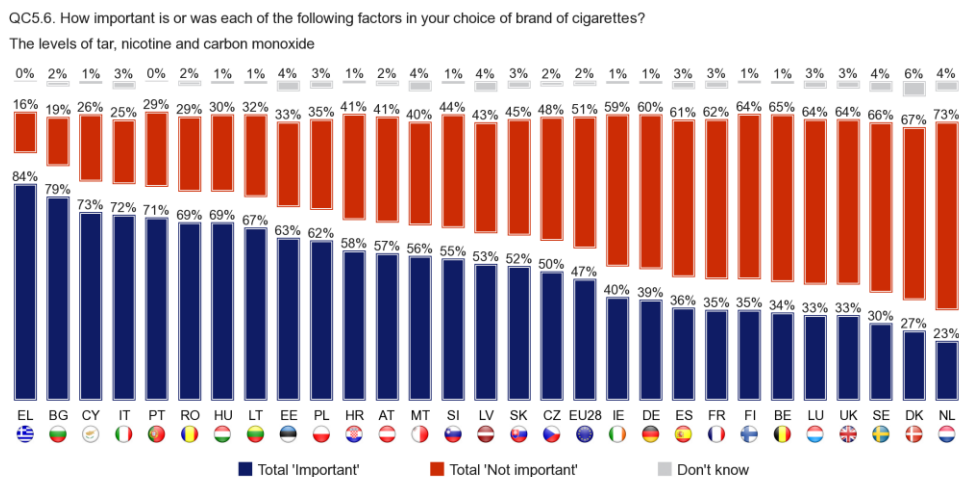
Base: Cigarette smokers and ex-smokers aged 15-24, n=1,170

¹⁵ Due to low bases (low numbers involved), the results for this question filtered by age should be interpreted with caution. In 18 countries (BE, DK, EE, IE, EL, ES, IT, CY, LU, HU, MT, NL, AT, PL, PT, SI, SK, SE), the bases are lower than 50.

1.5.6. The levels of tar, nicotine and carbon monoxide

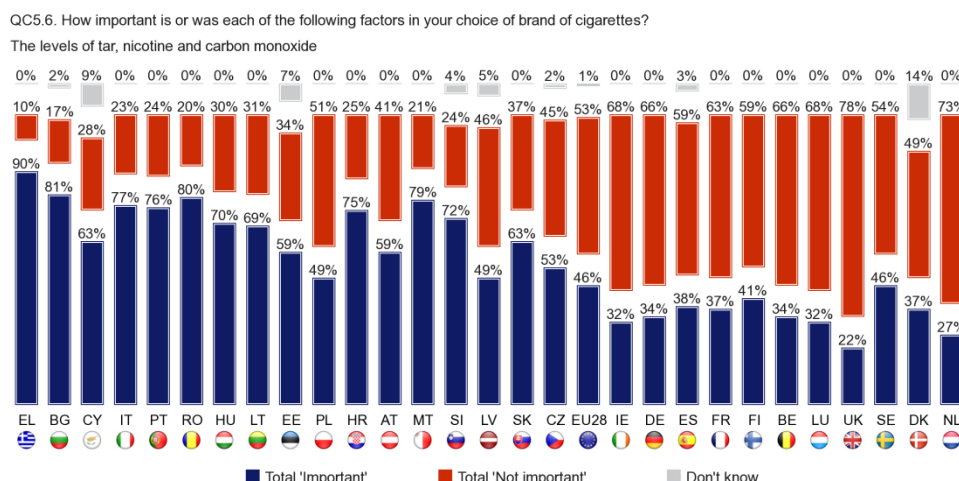
There is a wide variation across the EU in the importance placed on the levels of tar, nicotine and carbon monoxide when choosing a brand of cigarettes. More than eight out of ten cigarette smokers and ex-smokers in Greece say these are important factors (84%), as do 79% in Bulgaria, and 73% in Cyprus.

Conversely, no more than three in ten in the Netherlands (23%), Denmark (27%) and Sweden (30%) say the levels of tar, nicotine and carbon monoxide are important when choosing a brand of cigarettes.



Base: Cigarette smokers and ex-smokers, n=12,196

The chart below shows the results per country for cigarette smokers and ex-smokers aged 15-24¹⁶. In 19 Member States, a higher proportion of young smokers and ex-smokers compared to smokers and ex-smokers overall say that tar, nicotine and carbon monoxide levels are important.

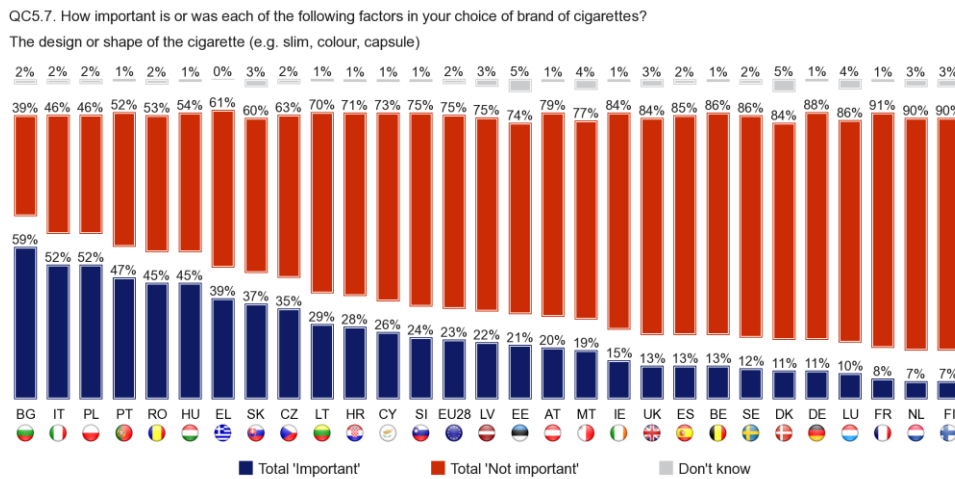


Base: Cigarette smokers and ex-smokers aged 15-24, n=1,170

¹⁶ Due to low bases (low numbers involved), the results for this question filtered by age should be interpreted with caution. In 18 countries (BE, DK, EE, IE, EL, ES, IT, CY, LU, HU, MT, NL, AT, PL, PT, SI, SK, SE), the bases are lower than 50.

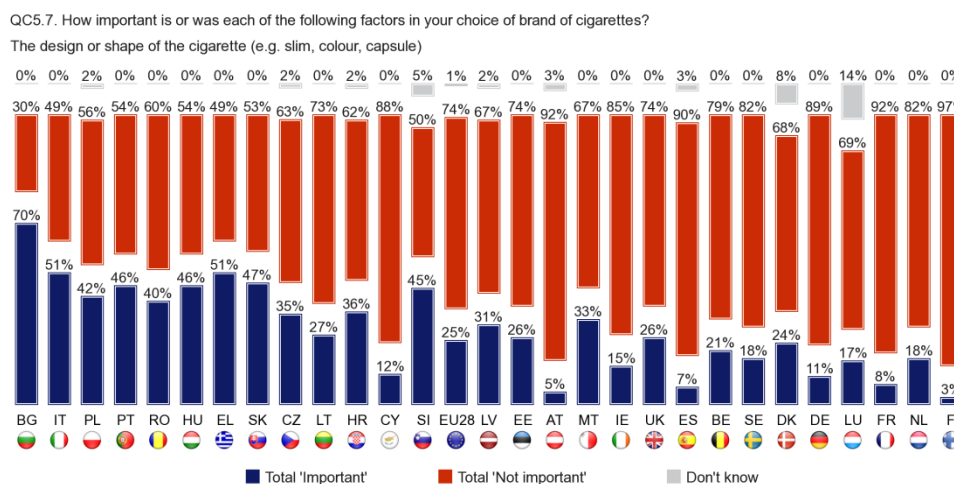
1.5.7. The design or shape of the cigarettes

Bulgaria (59%) and Italy and Poland (both 52%) are the only Member States where cigarette design or shape is an important factor in brand choice for the majority of cigarette smokers or ex-smokers. Few in Finland, the Netherlands (both 7%) or France (8%) think the same way.



Base: Cigarette smokers and ex-smokers, n=12,196

The chart below shows the results per country for cigarette smokers and ex-smokers aged 15-24¹⁷. In 15 Member States, a higher proportion of young smokers and ex-smokers compared to smokers and ex-smokers overall say that the design or shape of the cigarette is important. In four Member States (the Czech Republic, France, Ireland and Germany), there is no difference between young smokers and the population overall.



Base: Cigarette smokers and ex-smokers aged 15-24, n=1,170

¹⁷ Due to low bases (low numbers involved), the results for this question filtered by age should be interpreted with caution. In 18 countries (BE, DK, EE, IE, EL, ES, IT, CY, LU, HU, MT, NL, AT, PL, PT, SI, SK, SE), the bases are lower than 50.

Since 2012, the taste of the tobacco has become more important in Romania (+11 percentage points), Malta (+10) and Germany (+6), but is less important to smokers in Austria (-10), Slovakia (-9) and the Czech Republic and Sweden (both +7). Price is now more frequently considered to be important by smokers in France (+10) and Germany and Poland (both +8), but less so by those in Ireland (-12) and Latvia (-10).

In 2014, the specific brand of cigarettes is more likely to be seen as an important factor when choosing a brand by smokers in Portugal (+10 percentage points), Bulgaria (+6) and Lithuania (+5), but is mentioned less often in Belgium (-15), Slovenia (-13), Sweden and France (-11).






























Levels of tar, nicotine and carbon monoxide are now more important factors in Romania (+11 percentage points) and Portugal (+10), but less important in Ireland (-13). Specific tastes are more important in Italy (+12) and Bulgaria (+10) than in 2012, but they are less important in Austria (-24) and the Netherlands (-10).

Packaging was reported substantially more often as an important factor by smokers in Portugal (+19 percentage points) than in 2012, and it is now also more likely to be mentioned in Romania (+10). On the other hand, packaging is less often mentioned in Ireland (-12) and Lithuania (-11).

QC5. How important is or was each of the following factors in your choice of brand of cigarettes?

Answer: Total 'Important'

+ evolution compared with EB77.1 Feb-Mar. 2012

		The taste of tobacco		The price		The specific brand		The levels of tar, nicotine and carbon monoxide		The specific tastes such as menthol, spicy, fruity or sweet		The design or shape of the cigarette (e.g. slim, colour, capsule)*		The packaging	
	EU28	87%	+3	69%	+4	66%	-3	47%	+2	33%	+1	23%	22%	-1	
	AT	85%	-10	68%	-4	69%	-10	57%	-7	25%	-24	20%	23%	-5	
	BE	83%	-1	54%	+6	60%	-15	34%	+4	24%	+3	13%	13%	-3	
	BG	93%	-1	90%	-1	84%	+6	79%	-5	48%	+10	59%	51%	+8	
	CY	84%	=	74%	-1	75%	-5	73%	+1	22%	-1	26%	22%	-3	
	CZ	88%	-7	86%	+2	72%	-10	50%	-6	41%	-4	35%	30%	-8	
	DE	85%	+6	61%	+8	66%	-4	39%	+8	34%	=	11%	11%	-3	
	DK	81%	-3	39%	+1	56%	-3	27%	+3	27%	-8	11%	17%	=	
	EE	77%	+2	62%	-5	72%	+2	63%	-2	30%	-6	21%	22%	+6	
	EL	99%	=	92%	+5	83%	+1	84%	=	24%	+3	39%	36%	-1	
	ES	86%	+1	75%	+4	62%	-2	36%	-1	22%	-5	13%	28%	+3	
	FI	75%	+3	48%	-2	69%	-4	35%	+1	32%	+6	7%	12%	-4	
	FR	89%	+1	67%	+10	49%	-11	35%	+3	23%	-4	8%	10%	-2	
	HR	89%	NA	78%	NA	57%	NA	58%	NA	18%	NA	28%	39%	NA	
	HU	87%	-3	91%	+5	70%	-3	69%	-2	57%	+4	45%	33%	-4	
	IE	80%	-4	61%	-12	75%	-7	40%	-13	25%	-5	15%	14%	-12	
	IT	93%	-2	79%	+1	82%	-3	72%	-2	43%	+12	52%	34%	-7	
	LT	81%	+1	77%	+6	41%	+5	67%	-6	33%	-2	29%	18%	-11	
	LU	76%	-6	40%	+2	64%	-10	33%	+9	23%	+9	10%	17%	+7	
	LV	72%	-6	65%	-10	55%	-6	53%	-6	28%	-4	22%	18%	-6	
	MT	78%	+10	58%	+6	63%	-3	56%	+7	27%	+2	19%	33%	+9	
	NL	84%	-3	39%	+7	63%	-3	23%	-3	24%	-10	7%	13%	=	
	PL	87%	+1	87%	+8	67%	-4	62%	+9	47%	=	52%	26%	-10	
	PT	93%	+5	90%	+5	84%	+10	71%	+10	36%	-1	47%	50%	+19	
	RO	91%	+11	75%	-5	70%	+3	69%	+11	40%	+8	45%	38%	+10	
	SE	77%	-7	36%	-2	59%	-11	30%	-2	50%	-6	12%	14%	-7	
	SI	75%	-2	58%	+6	57%	-13	55%	-8	18%	-9	24%	19%	-6	
	SK	85%	-9	86%	-1	80%	-2	52%	-8	35%	+3	37%	58%	=	
	UK	79%	+5	63%	+1	64%	=	33%	-2	31%	+5	13%	15%	=	





Base: Cigarette smokers and ex-smokers, n=12,196

Socio-demographic analysis highlights the following:

- The younger the respondent, the more frequently they say that price is an important factor in brand choice: 77% of those aged 15-24 say price is important, compared with 63% of those aged 55+. Those aged 15-24 are also the least likely to say that brand is an important factor (58% vs. 64%-69%).
- Self-employed respondents are most likely to say that tar, nicotine and carbon monoxide levels, and cigarette design or shape, are important (56% and 30% respectively); white collar workers are equally likely to say cigarette design or shape are important (30%).
- A greater proportion of those living in large towns say that price (74%), levels of tar, nicotine and carbon monoxide (55%), cigarette design (29%) and packaging (27%) are important when choosing a brand, compared with those living in smaller areas.
- Compared with those who have tried to quit, respondents who have not tried to stop smoking are more likely to say brand (67% vs. 61%), levels of tar, nicotine and carbon monoxide (58% vs. 49%), specific tastes (37% vs. 32%), cigarette design (29% vs. 22%) and packaging (25% vs. 19%) are important when choosing a brand.

QC5. How important is or was each of the following factors in your choice of brand of cigarettes?

Answer: Total 'Important'

	The taste of tobacco	The price	The specific brand	The levels of tar, nicotine and carbon monoxide	The specific tastes such as menthol, spicy, fruity or sweet	The design or shape of the cigarette (e.g. slim, colour, capsule)	The packaging
EU28	87%	69%	66%	47%	33%	23%	22%
 Age							
15-24	89%	77%	58%	46%	35%	25%	21%
25-39	88%	73%	64%	49%	34%	25%	23%
40-54	88%	70%	65%	47%	34%	23%	22%
55 +	84%	63%	69%	45%	30%	21%	20%
 Age 15-24							
15-17	81%	79%	53%	46%	22%	28%	17%
18-24	89%	77%	58%	46%	36%	25%	21%
 Socio-professional category							
Self-employed	90%	61%	66%	56%	32%	30%	27%
Managers	89%	56%	68%	43%	34%	19%	17%
Other white collars	89%	70%	69%	51%	38%	30%	24%
Manual workers	86%	74%	64%	47%	34%	22%	20%
House persons	85%	78%	62%	48%	35%	25%	25%
Unemployed	87%	80%	61%	47%	31%	23%	24%
Retired	83%	62%	68%	42%	30%	20%	19%
Students	89%	71%	62%	47%	32%	22%	23%
 Subjective urbanisation							
Rural village	87%	66%	63%	45%	32%	21%	20%
Small/ mid size town	86%	69%	65%	44%	33%	22%	21%
Large town	87%	74%	69%	55%	34%	29%	27%
Tried to quit smoking							
Yes	88%	76%	61%	49%	32%	22%	19%
No	90%	80%	67%	58%	37%	29%	25%

Base: Cigarette smokers and ex-smokers, n=12,196

2. EXPOSURE TO TOBACCO SMOKE IN PUBLIC PLACES

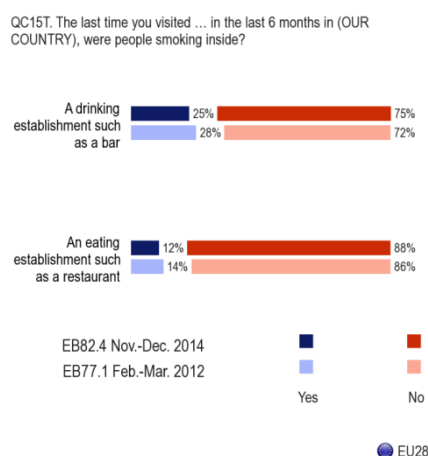
This section of the report considers the extent to which Europeans are exposed to second-hand smoke (SHS) in bars and restaurants, and also in the workplace. Legislation on smoking in public settings still varies between Member States, which will account for some of the variability in results between countries. For instance, since the last survey new legislation has been enacted to restrict smoking in some Member States. In Bulgaria, a comprehensive smoking ban in all public places, including workplaces, restaurants and bars, came into effect on 1 June 2012. In Luxembourg, smoking in restaurants had been banned since 2006, but from 1 January 2014 it has also been banned in bars, nightclubs, shopping malls and other public spaces. It is important to stress that, while legislation may explain some of the variability in national results, the actual enforcement of such legislation is likely to also play a role.

2.1. In bars and restaurants

- Exposure to second-hand smoke (SHS) in eating and drinking establishments continues to decline -

We asked all the respondents whether they had been exposed to tobacco smoke in eating and drinking establishments. In total, just over one in five respondents said the last time they visited a drinking establishment people were smoking inside (21%)¹⁸ and 10% of respondents said they were so exposed in an eating establishment. However, 14% and 11% of respondents respectively spontaneously said that they had not visited a bar or a restaurant, so our analysis will only consider those who visited such establishments.

The proportion of the sample visiting a drinking or eating establishment in the last six months who said there were people smoking inside has fallen for both drinking establishments (25%, -3 percentage points) and for eating establishments (12%, -2).

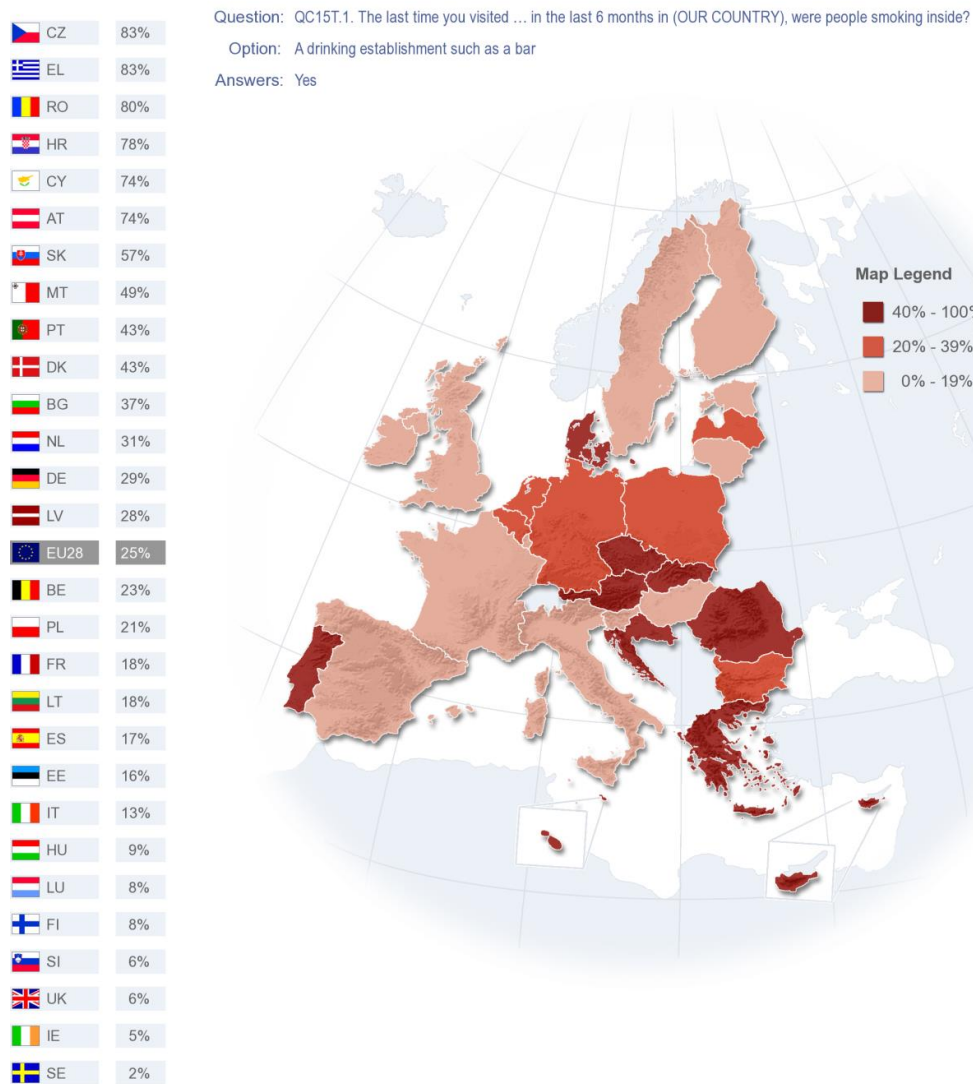


Base: All respondents excluding those who had not visited a bar or a restaurant in the last 6 months

¹⁸ QC15.1: The last time you visited ... in the last 6 months in (OUR COUNTRY), were people smoking inside? A drinking establishment such as a bar; An eating establishment such as a restaurant.

The changes noted here are considerably smaller than those reported in 2012. In the period up to 2012 many new laws came into force across Europe relating to smoking in public places, which had a significant impact on the results. By contrast, the period 2012-2014 has seen fewer legislative changes.

The national analysis of respondents who had visited a drinking establishment shows that a higher proportion of respondents in Central and Eastern areas of Europe say people were smoking inside the last time they visited.



Base: All respondents excluding those who had not visited a bar in the last 6 months (n= 23,378)

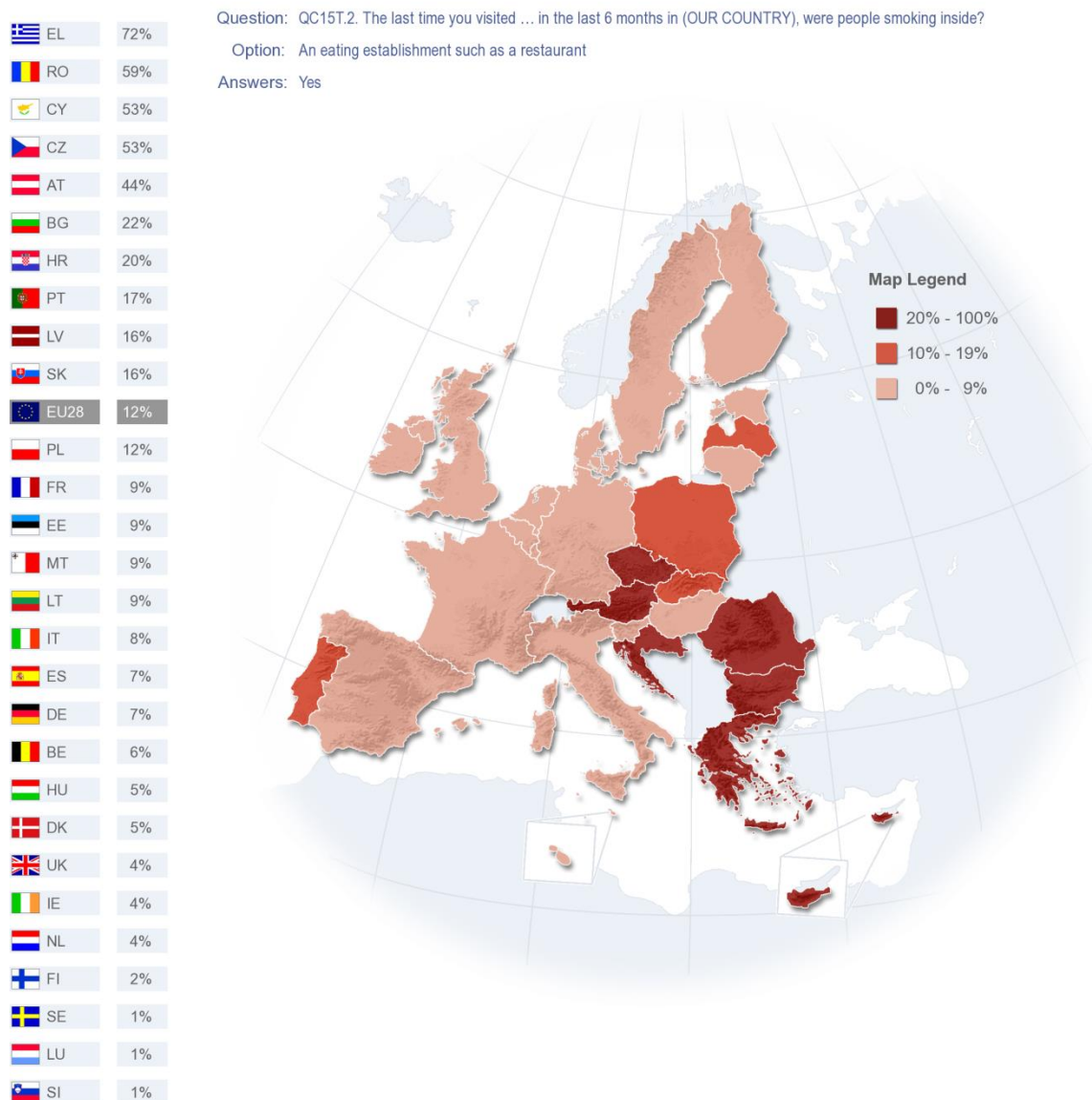
In seven Member States, more than half of respondents said people were smoking on their last visit to a drinking establishment: the Czech Republic and Greece (both 83%), Romania (80%), Croatia (78%) and Austria and Cyprus (both 74%). This is considerably higher than the EU average of 25%. In a sharp contrast, just 2% of respondents in Sweden and 5% in Ireland said the same.

These results largely reflect the variation in legislation and enforcement in individual Member States. For instance, there is no ban on smoking in bars in the Czech Republic, but there is a total ban on indoor smoking in bars in Ireland¹⁹. However, the results sometimes do not reflect the legislation: for example, Cyprus has one of the highest proportions of respondents who said people were smoking the last time they visited a bar, but Cyprus also has a complete ban on smoking in drinking establishments.

¹⁹ http://ec.europa.eu/health/tobacco/docs/smoke-free_legislation_table_en.pdf

The pattern of results for restaurants is similar to bars, with respondents in Central and Eastern Europe more frequently reporting that people were smoking the last time they visited an eating establishment in their country. The prevalence of smoking in restaurants and similar venues is highest in Greece (72%), Romania (59%) and Cyprus and the Czech Republic (both 53%), and lowest in Sweden, Luxembourg and Slovenia (all 1%).

Once again, legislation and enforcement will have had an impact on these results. However, as with the prevalence of smoking in bars, it is worth noting that Greece has the highest proportion of respondents who reported people smoking inside an eating establishment, and yet there is a total ban on indoor smoking in restaurants in Greece. The same is true in Cyprus, but here again a high proportion of respondents reported that people were smoking inside.



Base: All respondents excluding those who had not visited a restaurant in the last 6 months (n=24,190)






























Since 2012, there has been a substantial decrease in the proportion of respondents in Luxembourg (-79 percentage points), Bulgaria (-56) and Hungary (-49) who say the last time they visited a drinking establishment people were smoking inside. This is potentially due to new legislation that bans smoking inside these establishments. By comparison, increases in observations of smoking inside in bars are small, with the largest observed in Lithuania (+7) and Malta and France (both +4).

Bulgaria also recorded the largest decrease in respondents who say there was smoking indoors the last time they visited an eating establishment (-42 percentage points) – considerably greater than the reduction in Greece and Hungary (both -13). On the other hand, Romania (+6), Poland and Lithuania (both +4) recorded the largest increase in respondents who say there was smoking indoors the last time they went to an eating establishment.

QC15T. The last time you visited ... in the last 6 months
in (OUR COUNTRY), were people smoking inside?

Answer: 'Yes'

+ evolution compared with EB77.1 Feb.-Mar. 2012

		A drinking establishment such as a bar		An eating establishment such as a restaurant	
	EU28	25%	-3	12%	-2
	AT	74%	-1	44%	-3
	BE	23%	-5	6%	=
	BG	37%	-56	22%	-61
	CY	74%	-1	53%	+4
	CZ	83%	+3	53%	-9
	DE	29%	-8	7%	-5
	DK	43%	-6	5%	-6
	EE	16%	-8	9%	-9
	EL	83%	-8	72%	-11
	ES	17%	-1	7%	=
	FI	8%	-4	2%	-2
	FR	18%	+4	9%	+1
	HR	78%	NA	20%	NA
	HU	9%	-49	5%	-27
	IE	5%	-3	4%	-1
	IT	13%	+1	8%	=
	LT	18%	+7	9%	+6
	LU	8%	-79	1%	-9
	LV	28%	-8	16%	+1
	MT	49%	+4	9%	-1
	NL	31%	-17	4%	-3
	PL	21%	=	12%	+4
	PT	43%	+1	17%	-1
	RO	80%	-2	59%	=
	SE	2%	-1	1%	=
	SI	6%	-5	1%	-1
	SK	57%	-5	16%	-2
	UK	6%	=	4%	=

Base: All respondents excluding those who had not visited a bar or a restaurant in the last 6 months

Socio-demographic analysis revealed that:

- Men are more likely than women to report that people were smoking inside the last time they visited a drinking (29% vs. 22%) or eating establishment (13% vs. 10%).
- The older the respondent, the less frequently they say people were smoking inside the last time they visited a drinking or eating establishment. For example, 35% of 15-24 year-olds said people were smoking inside the last time they visited a drinking establishment, compared with 18% of those aged 55+. Amongst the youngest respondents, those aged 18-24 are more likely than 15-17 year-olds to say people were smoking inside the last time they visited a drinking (37% vs. 26%) or eating (16% vs. 12%) establishment.
- Those with the lowest education levels are least likely to report that people were smoking inside the last time they visited a drinking establishment (20% vs. 23%-27%).
- Smokers more often report that people were smoking the last time they went to a drinking (33% vs. 22-23%) or eating establishment (15% vs. 9%-11%) than ex-smokers and those who have never smoked.

QC15T The last time you visited ... in the last 6 months in (OUR COUNTRY), were people smoking inside?

	A drinking establishment such as a bar	An eating establishment such as a restaurant
	Yes	Yes
EU28	25%	12%
Gender		
Man	29%	13%
Woman	22%	10%
Age		
15-24	35%	15%
25-39	29%	14%
40-54	25%	12%
55 +	18%	9%
Age 15-24		
15-17	26%	12%
18-24	37%	16%
Education (End of)		
15-	20%	10%
16-19	27%	12%
20+	23%	12%
Still studying	33%	13%
Smoking status		
Smokers	33%	15%
Stopped smoking	23%	9%
Never smoked	22%	11%
Non-Smokers	22%	11%
Exposure to tobacco at work per day		
1 hour or more	51%	34%
Less than 1 hour	41%	22%
Never or almost	21%	7%

Base: All respondents excluding those who had not visited a bar or a restaurant in the last 6 months

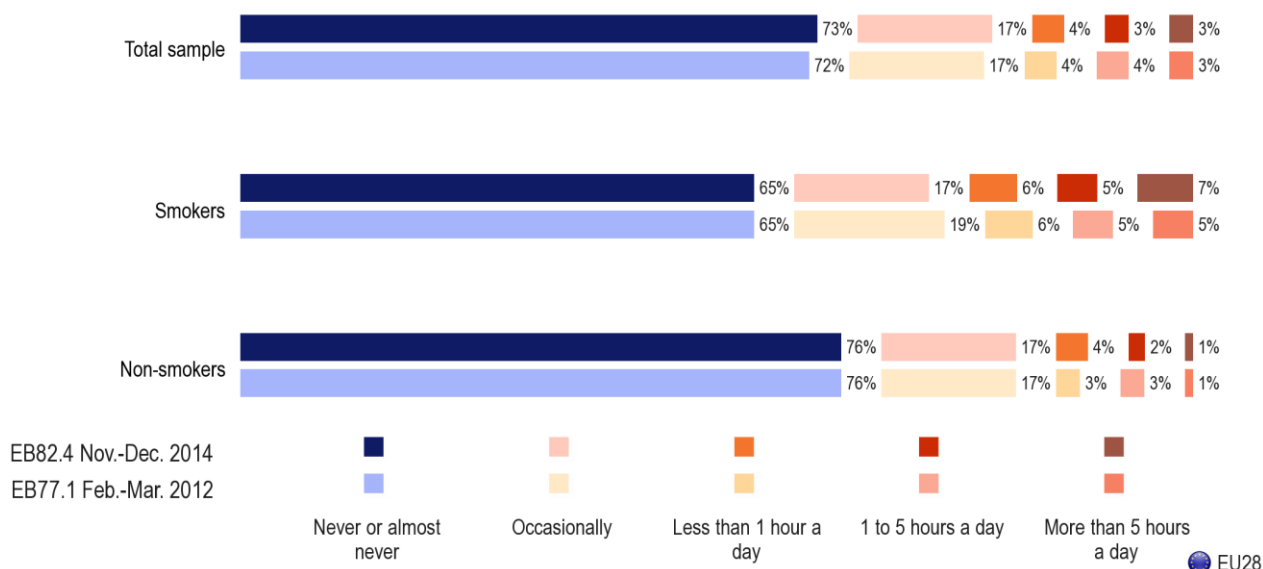
2.2. At work

- More than seven out of ten workers are rarely or never exposed to smoke indoors in their workplace -

Respondents were asked how often they are exposed to tobacco smoke indoors at their workplace²⁰. Most say they are rarely or never exposed (73%), an increase of just one percentage point since the last survey in 2012. Almost one in five (17%) are exposed occasionally, while 4% are exposed for less than one hour per day. 3% are exposed for one to five hours per day, while 3% are exposed for more than five hours per day.

Smokers are more likely to be exposed to smoke indoors at work than non-smokers (35% vs. 24%), and they also report longer periods of exposure. At least one in twenty smokers are exposed for one to five hours (5%) or more than five hours (7%), compared with 2% and 1% of non-smokers.

QC16. How often are you exposed to tobacco smoke indoors at your workplace?



Base: Respondents currently working, excluding 'Not relevant' and 'Don't know' answers, n=12,498; smokers: n=3,787; non-smokers: n=8,680

The largest proportions of workers exposed to tobacco smoke indoors in their workplace are observed in Greece (59%), Romania (58%), Cyprus (55%) and Poland (54%). In addition, exposure to SHS at work has increased significantly since 2012 amongst workers in Cyprus (+14 percentage points) and Poland (+13).






























²⁰ QC16: How often are you exposed to tobacco smoke indoors at your workplace? Never or almost never; occasionally; less than 1 hour a day; 1 to 5 hours a day; more than 5 hours a day.

Sweden (5%), Finland (8%), Denmark (10%) and the UK (11%) have the lowest proportions of workers exposed to SHS in the workplace.

There have been large declines in the proportion of workers exposed to SHS in the workplace in Slovakia (-16 percentage points), Hungary (-14) and Bulgaria (-12).

Workers in Poland (37%), Romania and Italy (both 33%) are most likely to report occasional exposure to SHS. Workers in Cyprus have the highest frequency of exposure for less than one hour (14%) or one to five hours (14%), while those in Greece are the most likely to experience SHS exposure for more than five hours a day (11%).

QC16. How often are you exposed to tobacco smoke indoors at your workplace?
+ evolution compared with EB77.1 Feb.-Mar. 2012

		Never or almost never		Occasionally		Less than 1 hour a day		1 to 5 hours a day		More than 5 hours a day		Total 'Exposed to tobacco smoke'	
	EU28	73%	+1	17%	=	4%	=	3%	-1	3%	=	27%	-1
	CY	45%	-14	24%	+5	14%	+10	14%	+5	3%	-6	55%	+14
	PL	46%	-13	37%	+9	5%	+1	5%	=	7%	+3	54%	+13
	LV	68%	-7	20%	+7	4%	+1	5%	+1	3%	-2	32%	+7
	MT	66%	-7	21%	+4	3%	+1	3%	+1	7%	+1	34%	+7
	LT	63%	-5	24%	+5	6%	-1	5%	+1	2%	=	37%	+5
	PT	77%	-5	16%	+5	3%	+1	2%	-1	2%	=	23%	+5
	SI	82%	-5	13%	+4	2%	+1	0%	-1	3%	+1	18%	+5
	CZ	65%	-4	23%	-1	5%	+2	4%	+3	3%	=	35%	+4
	IT	56%	-3	33%	+3	6%	+1	4%	-2	1%	+1	44%	+3
	FR	77%	-2	12%	=	6%	+1	3%	+1	2%	=	23%	+2
	UK	89%	-2	6%	+1	2%	+1	2%	=	1%	=	11%	+2
	EL	41%	-1	28%	+5	8%	+2	12%	+1	11%	-7	59%	+1
	IE	87%	+1	9%	-3	2%	+1	1%	+1	1%	=	13%	-1
	ES	78%	+1	13%	-1	3%	=	3%	+1	3%	-1	22%	-1
	SE	95%	+2	4%	+1	1%	-1	0%	=	0%	-2	5%	-2
	DK	90%	+3	6%	+1	1%	-4	1%	-1	2%	+1	10%	-3
	DE	80%	+3	13%	+1	3%	-2	1%	-2	3%	=	20%	-3
	EE	76%	+3	15%	=	4%	-2	3%	=	2%	-1	24%	-3
	AT	55%	+4	21%	-8	10%	+2	9%	+2	5%	=	45%	-4
	RO	42%	+4	33%	-7	8%	=	8%	+2	9%	+1	58%	-4
	LU	87%	+6	6%	-3	5%	+2	1%	-1	1%	-4	13%	-6
	NL	84%	+6	10%	-4	4%	+1	1%	-2	1%	-1	16%	-6
	FI	92%	+7	6%	-5	1%	=	1%	-1	0%	-1	8%	-7
	BE	79%	+8	12%	-3	4%	-3	3%	-1	2%	-1	21%	-8
	BG	67%	+12	22%	-6	4%	-3	4%	-3	3%	=	33%	-12
	HU	70%	+14	18%	-11	5%	=	5%	-2	2%	-1	30%	-14
	SK	74%	+16	20%	-13	2%	-3	2%	=	2%	=	26%	-16
	HR	61%	NA	25%	NA	4%	NA	4%	NA	6%	NA	39%	NA

Base: Respondents currently working, excluding 'Not relevant' and 'Don't know' answers, n=12,498;
smokers: n=3,787; non-smokers: n=8,680

Highlights of the socio-demographic analysis include:

QC16.2 How often are you exposed to tobacco smoke indoors at your workplace?

	Total 'Exposed to tobacco smoke'
EU28	27%
Gender	
Man	32%
Woman	22%
Age	
15-24	30%
25-39	31%
40-54	25%
55 +	25%
Education (End of)	
15-	30%
16-19	30%
20+	24%
Still studying	NA
Difficulties paying bills	
Most of the time	34%
From time to time	36%
Almost never/ Never	24%
Smoking status	
Smokers	35%
Stopped smoking	22%
Never smoked	25%
Non-Smokers	24%
Tried to quit smoking	
Yes	32%
No	40%

- A higher proportion of men than women are exposed to SHS indoors in the workplace (32% vs. 22%).
- Respondents under 40 years of age are most likely to be exposed to SHS: 30%-31% compared with 25% of those aged 40+.
- Those with the highest education levels have the lowest frequency of exposure to tobacco smoke indoors at work (24% vs. 30%).
- The same pattern applies to respondents with few household financial difficulties compared with those with greater difficulties (24% vs. 34%-36%).
- Smokers are more likely to experience workplace exposure than those who have stopped smoking or who have never smoked (35% vs. 22% and 25% respectively).
- Those who have not tried to quit smoking more frequently say they are exposed to tobacco smoke in the workplace (40% vs. 32%).

Base: Respondents currently working, excluding 'Not relevant' and 'Don't know' answers, n=12,498;
smokers: n=3,787; non-smokers: n=8,680

3. STARTING/STOPPING SMOKING TOBACCO

This section of the report considers when Europeans started smoking, and the first tobacco product they used. It also investigates the proportions who have tried to quit smoking, and whether those attempting to quit used any aids such as nicotine replacement or e-cigarettes to help them.

3.1. Starting smoking

3.1.1. Starting age

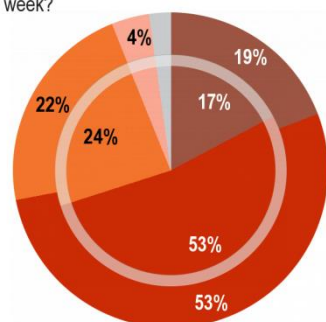
- The average starting age for smoking regularly remains stable -

The average age at which Europeans start smoking regularly is 17.6 – this has not changed since the previous survey in 2012²¹. Almost one in five started smoking regularly when they were younger than 15 (19%), while the majority (53%) started between the ages of 15 and 18. Just over one in five started aged 19-25 (22%), while only a few started when they were older than 25 (4%).

Since 2012, the proportion who started at younger than 15 has increased slightly (+2 percentage points), while the proportion who started aged 19-25 has dropped by two points.

There is little difference between current smokers and ex-smokers in terms of the age at which they started smoking regularly (17.5 vs. 17.8 years of age).

QC2. How old were you when you started smoking on a regular basis, i.e. at least once a week?



- Less than 15 years old
- Between 15 and 18 years old
- Between 19 and 25 years old
- Older than 25 years old
- Don't know/Refusal

Inner pie : EB77.1 Feb.-Mar. 2012

Outer pie : EB82.4 Nov.-Dec. 2014

EU28

Base: Cigarette smokers and ex-smokers, n=12,196


²¹ QC2: How old were you when you started smoking on a regular basis, i.e. at least once a week?

The average age at which respondents started smoking is lowest in Spain (16.7), Denmark, Portugal and the UK (all 16.9), and highest in Greece (19.3), Estonia and Lithuania (19.1).

Interestingly, there is no consistent relationship between the average age respondents started smoking and the overall proportion of current or ex-smokers. For example, Greece has the highest average starting age for smoking, and also the highest proportion of current or ex-smokers (56%), while Estonia also has a high average starting age, but a relatively low proportion of current or ex-smokers. Denmark, on the other hand, has one of the lowest average starting ages, and has a relatively high proportion of current or ex-smokers (53%). In contrast, Portugal has one of the youngest starting ages, and also one of the lowest proportions of current or ex-smokers (37%).

The only significant change in starting age since 2012 is observed amongst respondents in Slovenia, where it has increased by 1.7 years.

**QC2 How old were you when you started smoking on a regular basis,
i.e at least once a week?**

	EU28	17.6	=				
	ES	16.7	+0.4		HU	17.9	-0.2
	DK	16.9	-0.3		LU	18.0	-0.4
	PT	16.9	+0.8		CZ	18.3	-0.4
	UK	16.9	-0.1		RO	18.4	+0.5
	MT	17.0	-0.2		SI	18.4	+1.7
	BE	17.1	+0.5		BG	18.7	-0.1
	FI	17.1	+0.3		LV	18.7	-0.5
	IE	17.2	-0.8		SK	18.8	-0.1
	NL	17.2	-0.3		PL	18.9	+0.1
	DE	17.3	-0.1		HR	19.0	NA
	AT	17.4	-0.1		CY	19.0	-0.4
	SE	17.4	+0.3		EE	19.1	-0.8
	FR	17.8	-0.1		LT	19.1	-0.3
	IT	17.8	-0.4		EL	19.3	-0.8

Base: Cigarette smokers and ex-smokers, n=12,196

Socio-demographic analysis illustrates that women start smoking later than men (18.2 vs. 17.2). It also shows that the older the respondent, the later they started smoking. The low average starting age is least surprising for the 15-24 age group, because respondents could not be older than 24. However, even for the older age groups, there is a gradual and steady increase in the average starting age.

QC2 How old were you when you started smoking on a regular basis, i.e at least once a week?

	Average
EU28	17.6
Gender	
Man	17.2
Woman	18.2
Age	
15-24	15.8
25-39	16.8
40-54	17.8
55 +	18.6

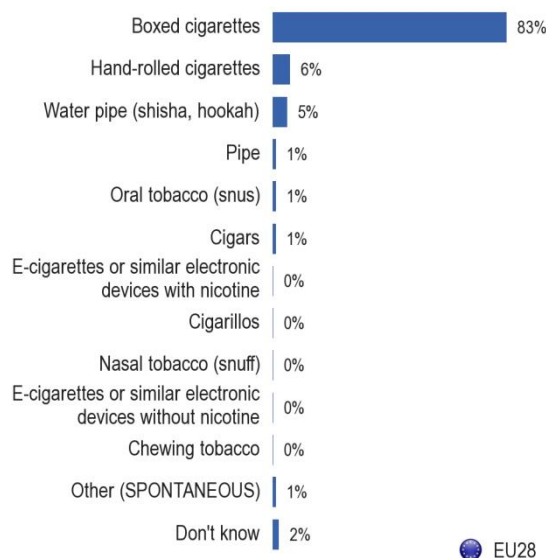
Base: Cigarette smokers and ex-smokers, n=12,196

3.1.2. *First product used*

- A water pipe is often the first tobacco product used by young people -

A large majority of smokers or ex-smokers say that boxed cigarettes were the first tobacco product they used (83%), far ahead of hand-rolled cigarettes (6%) or water pipes (5%).

QC14. Which of the following products did you use first?
































Base: Smokers, ex-smokers that use or have tried e-cigarettes and respondents who have already tried a water pipe, oral tobacco, chewing or nasal tobacco, n=14,277

Smokers and ex-smokers in every Member State are most likely to report that boxed tobacco was their first tobacco product. Almost all respondents in this group in Greece (95%), Portugal (94%) and Bulgaria and Slovenia (both 93%) say that their first tobacco product was boxed cigarettes, compared with 58% in the Netherlands (with a high share of hand-rolled cigarettes) and 66% in Sweden (with a high share of oral tobacco).

Respondents in the Netherlands are the most likely to have used hand-rolled cigarettes as their first product (22%), followed by those in Belgium (10%). Just 1% of current and ex-smokers in Ireland, Greece, Croatia, Italy, Romania and Portugal say the same.

At least one in ten respondents in Lithuania (12%) and Estonia, Latvia and Denmark (all 11%) say their first product was a water pipe. In Sweden, 17% of respondents report oral tobacco (snus) as their first tobacco product. All other tobacco products were reported with ranges between 0% and 1%.

QC14. Which of the following products did you use first?

	Boxed cigarettes	Hand-rolled cigarettes	Water pipe (shisha, hookah)	Pipe	Oral tobacco (snus)	Cigars	E-cigarettes or similar electronic devices with nicotine	Cigarillos	Nasal tobacco (snuff)	E-cigarettes or similar electronic devices without nicotine	Chewing tobacco
 EU28	83%	6%	5%	1%	1%	1%	0%	0%	0%	0%	0%
 AT	84%	6%	3%	0%	0%	1%	0%	1%	1%	1%	0%
 BE	77%	10%	7%	1%	0%	1%	0%	1%	0%	0%	0%
 BG	93%	2%	3%	0%	0%	0%	0%	0%	0%	0%	0%
 CY	77%	5%	9%	0%	0%	0%	1%	1%	0%	0%	0%
 CZ	83%	3%	7%	0%	1%	0%	0%	1%	1%	0%	0%
 DE	80%	8%	6%	1%	0%	1%	0%	0%	1%	0%	0%
 DK	73%	2%	11%	5%	0%	0%	1%	0%	1%	0%	0%
 EE	80%	1%	11%	0%	1%	1%	0%	0%	1%	1%	0%
 EL	95%	4%	1%	0%	0%	0%	0%	0%	0%	0%	0%
 ES	91%	4%	3%	0%	0%	0%	0%	0%	0%	0%	0%
 FI	80%	8%	3%	1%	3%	1%	0%	1%	1%	0%	0%
 FR	84%	5%	6%	0%	0%	0%	1%	1%	0%	0%	0%
 HR	88%	4%	1%	0%	0%	3%	0%	0%	0%	0%	0%
 HU	82%	6%	5%	0%	0%	0%	1%	0%	0%	1%	0%
 IE	90%	3%	1%	0%	0%	1%	1%	0%	0%	0%	0%
 IT	87%	8%	1%	1%	0%	0%	0%	1%	0%	0%	0%
 LT	76%	1%	12%	0%	0%	1%	0%	1%	0%	1%	0%
 LU	80%	3%	9%	1%	1%	1%	0%	0%	0%	1%	0%
 LV	78%	2%	11%	1%	0%	0%	1%	0%	1%	1%	0%
 MT	83%	4%	5%	0%	0%	0%	1%	0%	0%	0%	0%
 NL	58%	22%	8%	1%	1%	3%	0%	1%	0%	0%	0%
 PL	85%	2%	4%	0%	0%	0%	1%	0%	1%	0%	0%
 PT	94%	3%	1%	0%	0%	0%	0%	0%	0%	0%	0%
 RO	91%	1%	1%	1%	0%	0%	0%	1%	0%	1%	0%
 SE	66%	2%	5%	3%	17%	2%	0%	1%	0%	0%	1%
 SI	93%	3%	3%	0%	0%	0%	0%	0%	0%	0%	0%
 SK	88%	2%	3%	0%	0%	1%	0%	1%	0%	0%	1%
 UK	81%	7%	5%	1%	0%	0%	1%	0%	1%	1%	0%

Highest percentage per country

Lowest percentage per country

Highest percentage per item



Lowest percentage per item

Base: Smokers, ex-smokers that use or have tried e-cigarettes and respondents who have already tried a water pipe, oral tobacco, chewing or nasal tobacco, n=14,277

Socio-demographic analysis reveals that a smaller proportion of those aged 15-24 started with boxed cigarettes compared with older groups (63% vs. 84%-88%). Conversely, a larger proportion of young people started with a water pipe (20% vs. 1%-5%).

A more detailed analysis shows that those aged 18-24 are more likely to have started with boxed (65% vs. 46%) or hand-rolled cigarettes (8% vs. 3%) than 15-17 year-olds, who more frequently say their first tobacco product was a water pipe (35% vs. 18%).

QC14 Which of the following products did you use first?

	Boxed cigarettes	Hand-rolled cigarettes	Water pipe (shisha, hookah)	Cigars	Pipe	Oral tobacco (snus)	Cigarillos	Chewing tobacco	Nasal tobacco (snuff)	E-cigarettes or similar electronic devices with nicotine	E-cigarettes or similar electronic devices without nicotine
EU28	83%	6%	5%	1%	1%	1%	-	-	-	-	-
 Age											
15-24	63%	7%	20%	-	-	1%	-	-	-	1%	1%
25-39	84%	5%	5%	-	-	1%	1%	-	-	1%	-
40-54	88%	5%	2%	1%	-	1%	-	-	-	-	-
55 +	85%	8%	1%	1%	1%	-	-	-	1%	-	-
 Age 15-24											
15-17	46%	3%	35%	1%	1%	-	-	-	-	1%	3%
18-24	65%	8%	18%	-	-	-	-	-	1%	1%	1%

Base: Smokers, ex-smokers that use or have tried e-cigarettes and respondents who have already tried a water pipe, oral tobacco, chewing or nasal tobacco, n=14,277

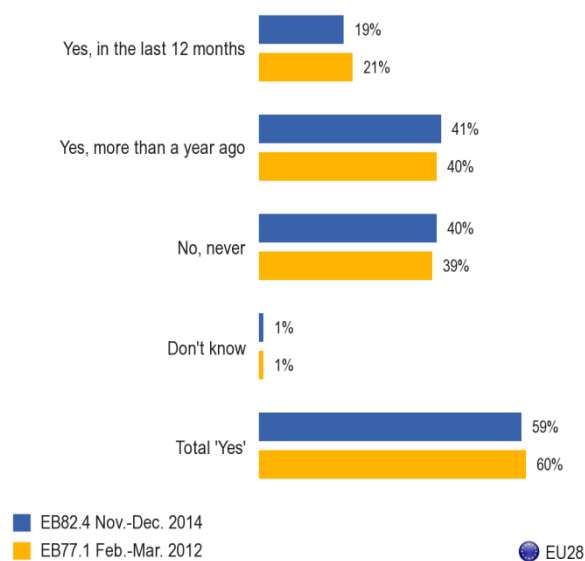
3.2. Giving up smoking

3.2.1. Attempts to give up smoking

- The majority of smokers have tried to quit -

In the last twelve months, almost one in five smokers have tried to quit smoking (19%), while a further 41% tried to stop more than a year ago²². In total, 59% of smokers have tried to quit at some stage, a slight decrease since 2012 (-1 percentage point). As it is possible that some smokers have tried to quit more than once (i.e. in the last 12 months, and more than one year ago) the total proportion who have tried to quit at some point is not simply a combination of these two groups.

QC17. Have you ever tried to quit smoking? (MULTIPLE ANSWERS POSSIBLE)
































Base: Smokers, n=7,278

²² QC17: Have you ever tried to quit smoking? (MULTIPLE ANSWERS POSSIBLE) Yes, in the last 12 months; Yes, more than a year ago; No, never; DK.

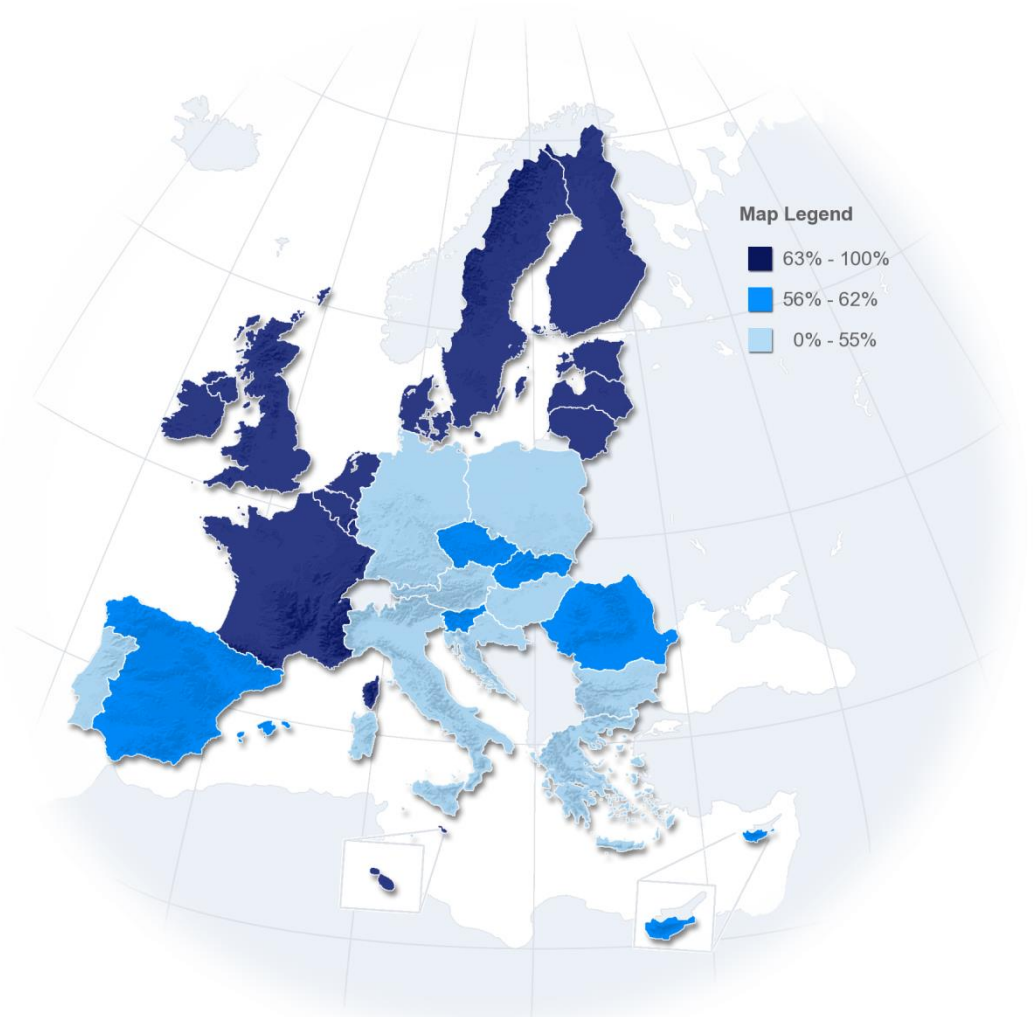
Smokers living in Northern Europe are more likely to have tried to quit. In particular, at least three-quarters of smokers in the Netherlands (86%), Denmark (81%), Latvia, Sweden (both 76%) and Lithuania (75%) have tried to do so. It is worth noting that Sweden has the lowest proportion of current smokers (11%)

There are only six Member States where fewer than half of all smokers have tried to quit: Portugal (32%), Bulgaria (37%), Italy, Greece (43%), Austria (46%) and Poland (49%). Notably, Greece and Bulgaria also have the highest proportions of current smokers (38% and 35% respectively).

 NL	86%
 DK	81%
 LV	76%
 SE	76%
 LT	75%
 FR	74%
 UK	73%
 FI	73%
 BE	72%
 LU	72%
 IE	68%
 MT	65%
 EE	64%
 SI	61%
 CY	60%
 SK	59%
 ES	59%
 EU28	59%
 RO	58%
 CZ	56%
 HU	55%
 DE	54%
 HR	50%
 PL	49%
 AT	46%
 EL	43%
 IT	43%
 BG	37%
 PT	32%

Question: QC17. Have you ever tried to quit smoking? (MULTIPLE ANSWERS POSSIBLE)

Answers: Total 'Yes'
































Base: Smokers, n=7,278

Compared with 2012, more smokers in Belgium (+12 percentage points), France and the Netherlands (both +11) and Lithuania (+10) have now tried to quit smoking. The opposite is true for smokers in Poland (-20) and Portugal (-13).

Smokers in Sweden (+13) and the Netherlands (+12) are much more likely to have tried to quit in the last 12 months than in 2012, while those in Romania are less likely to have tried to quit (-11 since 2012).

QC17 Have you ever tried to quit smoking? (MULTIPLE ANSWERS POSSIBLE)

+ evolution compared with EB77.1 Feb.-Mar. 2012

		Yes, in the last 12 months		Yes, more than a year ago		No, never		Don't know		Total 'Yes'	
	EU28	19%	-2	41%	+1	40%	+1	1%	=	59%	-1
	BE	21%	+1	53%	+13	27%	-13	0%	=	72%	+12
	NL	35%	+12	52%	-1	14%	-11	0%	=	86%	+11
	FR	22%	+4	54%	+6	26%	-11	0%	=	74%	+11
	LT	23%	=	53%	+8	25%	-10	0%	=	75%	+10
	CZ	14%	=	42%	+9	44%	-9	0%	=	56%	+9
	AT	10%	+2	37%	+8	53%	-10	1%	+1	46%	+9
	CY	20%	=	42%	+4	40%	-5	0%	=	60%	+5
	EL	11%	=	33%	+4	57%	-4	0%	=	43%	+4
	LV	26%	+3	53%	+1	21%	-5	2%	+1	76%	+2
	IE	34%	+1	37%	+3	32%	-1	0%	-1	68%	+2
	SI	16%	+1	45%	=	37%	-4	2%	+2	61%	+2
	ES	19%	-5	42%	+9	41%	-2	1%	+1	59%	+2
	DK	38%	+3	46%	-3	18%	-2	1%	+1	81%	+1
	SE	37%	+13	45%	-7	24%	-1	0%	=	76%	+1
	IT	9%	-4	34%	+4	57%	=	1%	+1	43%	+1
	BG	10%	-2	27%	+2	60%	-3	3%	+2	37%	+1
	LU	23%	+7	49%	-8	28%	+1	0%	-1	72%	=
	FI	29%	-3	47%	+1	25%	-1	2%	+2	73%	-1
	RO	20%	-11	39%	+11	39%	+1	3%	=	58%	-1
	UK	32%	-1	42%	-1	26%	+1	1%	+1	73%	-2
	HU	17%	=	39%	-2	45%	+3	0%	=	55%	-3
	SK	16%	-4	43%	-2	39%	+2	2%	+2	59%	-4
	MT	31%	+6	35%	-18	35%	+7	0%	=	65%	-7
	EE	22%	-6	44%	-1	34%	+7	1%	=	64%	-8
	DE	15%	-4	40%	-6	46%	+10	0%	-1	54%	-9
	PT	9%	-5	24%	-8	68%	+14	0%	-1	32%	-13
	PL	19%	-3	33%	-15	48%	+20	3%	+1	49%	-20
	HR	17%	NA	36%	NA	48%	NA	2%	NA	50%	NA

Base: Smokers, n=7,278

Socio-demographic analysis reveals the following differences:

**QC17 Have you ever tried to quit smoking?
(MULTIPLE ANSWERS POSSIBLE)**

	Total 'Yes'
EU28	59%

Gender	
Man	57%
Woman	62%

Age	
15-24	54%
25-39	58%
40-54	60%
55 +	62%

Age 15-24	
15-17	56%
18-24	54%

Education (End of)	
15-	53%
16-19	60%
20+	64%
Still studying	51%

Socio-professional category	
Self-employed	53%
Managers	67%
Other white collars	57%
Manual workers	62%
House persons	63%
Unemployed	55%
Retired	62%
Students	51%

Exposure to tobacco at work per day	
1 hour or more	50%
Less than 1 hour	56%
Never or almost	63%

Use of e-cigarettes	
Use	81%
Has stopped	84%
Has tried	67%
Never used	53%

Base: Smokers, n=7,278

- Women are more likely than men to have tried to quit smoking (62% vs. 57%).
- The older the respondents, the larger the proportion who have tried to quit smoking: 54% of 15-24 year-olds have tried to quit, compared with 62% of those aged 55+. However, it is worth noting that the proportion of 15-24 year-olds who have tried to quit has increased significantly since 2012 (+8 percentage points).
- Those with the lowest education levels are the least likely to have tried to quit (53% vs. 60%-64%).
- Managers are the most likely to have tried to quit, particularly compared with the unemployed (67% vs. 55%).
- Exposure to tobacco smoke at work and trying to quit have an inverse relationship: 63% who are rarely or never exposed have tried to quit, compared with 50% who are exposed for an hour or more each day.
- A large majority of e-cigarette smokers have tried to quit smoking tobacco (81%), as have 84% of those who used to use e-cigarettes but have stopped (84%). This compares with 67% of those who have only tried e-cigarettes, and 53% of those who have never used them.

3.2.2. Aids used to give up smoking

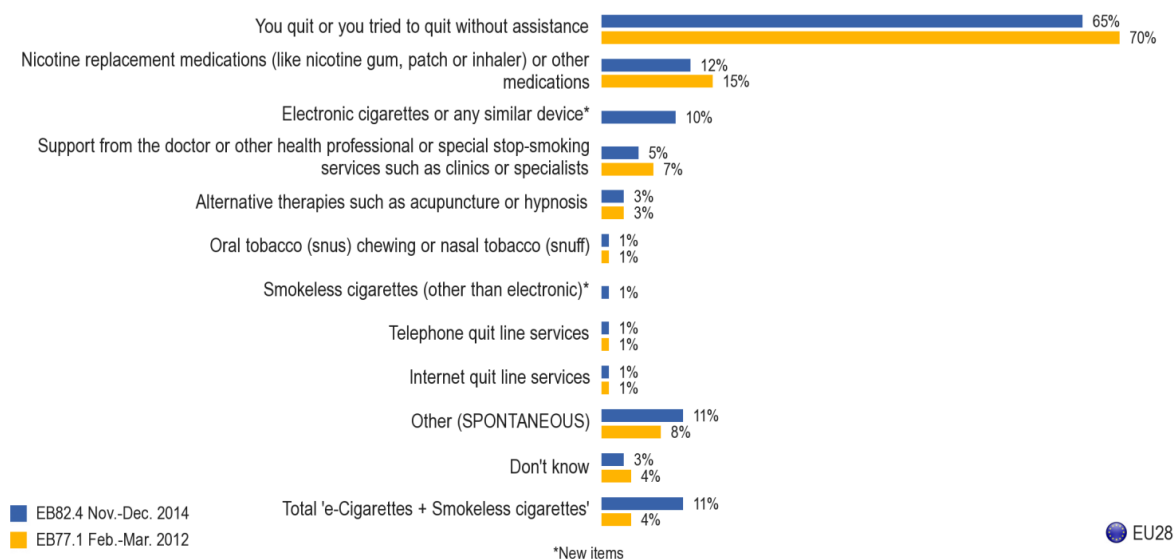
- Nicotine replacement medications and e-cigarettes are the most common aids used by those trying to quit -

Smokers and ex-smokers who have tried to give up smoking in the last 12 months were asked what aids, if any, they used²³. The majority (65%) reported that they quit or tried to quit without assistance. However, 12% used nicotine replacement medications such as patches, while 10% used e-cigarettes or similar devices. One in twenty (5%) used support from a doctor or health professional, while 3% used alternative therapies.

Smokers or ex-smokers who tried to quit in the last 12 months are less likely to have done so without assistance than in 2012 (-5 percentage points). There has also been a decline in the proportion who used nicotine replacement medications (-3), or requested support from a doctor or health professional (-2).

Compared with 2012, those who have tried to quit smoking have now more often used e-cigarettes or smokeless cigarettes to try to do so (+7 percentage points)²⁴. This indicates that Europeans are increasingly seeing e-cigarettes as a potential means to stop smoking tobacco, although their efficacy in helping smokers to actually do so remains a matter of debate, as discussed in section 5.2.

QC18. Which of the following did you use in order to quit or to try to quit smoking? (MULTIPLE ANSWERS POSSIBLE)



Base: Ex-smokers and smokers who have tried to stop smoking in the last twelve months, n=9,693

²³ QC18: Which of the following did you use in order to quit or to try to quit smoking? (MULTIPLE ANSWERS POSSIBLE) Nicotine replacement medications (like nicotine gum, patch or inhaler) or other medications; Support from the doctor or other health professional or special stop-smoking services such as clinics or specialists; Telephone quit line services; Internet quit line services; Alternative therapies such as acupuncture or hypnosis; Oral tobacco (snus) chewing or nasal tobacco (snuff); Electronic cigarettes or any similar device; Smokeless cigarettes (other than electronic); You quit or you tried to quit without assistance; Other (SPONTANEOUS); DK.

²⁴ In the previous survey, smokeless cigarettes and e-cigarettes were combined in the one option, so individual results for these are only available for the current survey.

At least half of ex-smokers and smokers who have tried to stop smoking in the last twelve months in each Member State say they tried to quit smoking without assistance. Those in Greece (85%), Spain (80%), Lithuania (78%) and the Czech Republic (76%) are the most likely to report an attempt to quit without assistance, compared with 52% in Finland and the UK.

Smokers and ex-smokers in Lithuania are more likely to have tried to quit without assistance than in 2012 (+12 percentage points). In contrast, those in Slovakia (-13) and Bulgaria, Denmark, Portugal, Romania, Slovenia and Finland (all -12) are less likely to have tried to do so.

The use of nicotine replacement medications is most frequently reported in Finland (23%) and Sweden (20%) and Austria (19%) and least likely to be mentioned in Malta (3%), Lithuania and Greece (both 4%). The use of nicotine replacement medications has decreased significantly in Ireland (-19 percentage points) and Malta (-11), but has increased in Portugal and Italy (+7).






























In seven Member States, at least one in ten respondents who have tried to quit used electronic cigarettes, and this is particularly the case in the UK and Ireland (both 19%), France (18%) and Cyprus (16%). On the other hand, just 2% of those in Sweden and Slovenia had used e-cigarettes to try to quit.

Notably, Malta has the highest proportion of respondents who tried to quit using support from a doctor or health professional (10%).

QC18. Which of the following did you use in order to quit or to try to quit smoking?

(MULTIPLE ANSWERS POSSIBLE)

+ evolution compared with EB77.1 Feb.-Mar. 2012

		You quit or you tried to quit without assistance		Nicotine replacement medications (like nicotine gum, patch or inhaler) or other medications		Electronic cigarettes or any similar device*	Support from the doctor or other health professional or special stop-smoking services such as clinics or specialists	
	EU28	65%	-5	12%	-3	10%	5%	-2
	AT	67%	-2	19%	-3	5%	6%	-4
	BE	71%	+2	15%	-2	8%	8%	-2
	BG	68%	-12	7%	-2	11%	2%	+1
	CY	73%	-1	6%	-7	16%	4%	-7
	CZ	76%	-4	13%	=	11%	4%	-2
	DE	65%	-6	9%	-1	4%	4%	-2
	DK	61%	-12	16%	-8	8%	7%	=
	EE	74%	+1	11%	-1	6%	4%	+2
	EL	85%	+2	4%	=	8%	1%	-1
	ES	80%	+1	6%	-1	7%	2%	-2
	FI	52%	-12	23%	-6	6%	7%	+1
	FR	59%	-5	17%	-2	18%	5%	-3
	HR	70%	NA	6%	NA	5%	6%	NA
	HU	70%	-5	10%	-1	9%	5%	-1
	IE	54%	-6	17%	-19	19%	6%	-3
	IT	69%	-9	11%	+7	9%	8%	=
	LT	78%	+12	4%	-4	3%	2%	+1
	LU	72%	=	14%	-6	3%	3%	-4
	LV	74%	-3	9%	+1	3%	4%	=
	MT	67%	-8	3%	-11	5%	10%	=
	NL	73%	-5	12%	=	7%	5%	-1
	PL	64%	-4	10%	-7	12%	4%	-2
	PT	72%	-12	11%	+7	4%	7%	+2
	RO	60%	-12	6%	-4	6%	4%	+2
	SE	60%	-3	20%	-2	2%	4%	-4
	SI	67%	-12	8%	+2	2%	4%	=
	SK	66%	-13	9%	-3	6%	4%	-3
	UK	52%	-7	18%	-8	19%	7%	-3

Base: Ex-smokers and smokers who have tried to stop smoking in the last twelve months, n=9,693

Socio-demographic analysis shows the following:

- Respondents aged 55+ are the age group most likely to have tried to quit without assistance, particularly compared with 25-54 year-olds (69% vs. 62%).
- The younger the respondent, the more often they report having tried to quit using e-cigarettes: 20% of 15-24 year-olds have tried to use e-cigarettes to quit, compared with 5% of those aged 55+. Within that age group, respondents aged 15-17 are more likely to have used e-cigarettes to quit than 18-24 year-olds (24% vs. 19%).
- In terms of education, respondents with the lowest education level are the most likely to have tried to quit without assistance (72% vs. 64%), and the least likely to have used e-cigarettes (6% vs. 10%-11%).
- Those who have stopped smoking are more likely to say that they quit without assistance (73% vs. 56%), and less likely to have used nicotine replacement medications (8% vs. 17%) or electronic cigarettes (5% vs. 17%) than those who still continue to smoke.
- The longer the exposure to tobacco smoke at work each day, the less likely it is that a smoker/ex-smoker will have tried to quit without assistance and the more likely they are to try to quit using e-cigarettes. For example, 22% of those exposed for an hour or more tried to quit using e-cigarettes, compared with 13% of those who are rarely or never exposed to tobacco smoke at work.

QC18 Which of the following did you use in order to quit or to try to quit smoking? (MULTIPLE ANSWERS POSSIBLE)

	You quit or you tried to quit without assistance	Nicotine replacement medications (like nicotine gum, patch or inhaler) or other medications	Electronic cigarettes or any similar device
EU28	65%	12%	10%
Age			
15-24	65%	7%	20%
25-39	62%	13%	15%
40-54	62%	15%	11%
55 +	69%	11%	5%
Age 15-24			
15-17	68%	2%	24%
18-24	65%	7%	19%
Education (End of)			
15-	72%	10%	6%
16-19	64%	13%	11%
20+	64%	13%	10%
Still studying	67%	9%	14%
Smoking status			
Smokers	56%	17%	17%
Stopped smoking	73%	8%	5%
Never smoked	-	-	-
Non-Smokers	73%	8%	5%
Exposure to tobacco at work per day			
1 hour or more	55%	14%	22%
Less than 1 hour	61%	15%	10%
Never or almost	65%	13%	13%

Base: Ex-smokers and smokers who have tried to stop smoking in the last twelve months, n=9,693

4. E-CIGARETTE CONSUMPTION IN THE EUROPEAN UNION

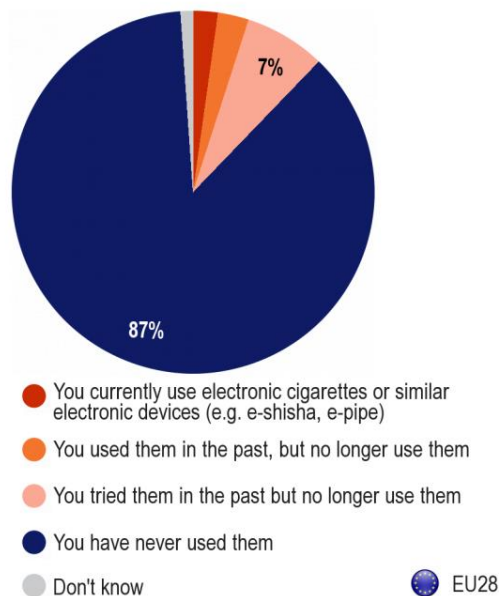
This section reviews the prevalence of the use of e-cigarettes or similar devices within the EU. The prevalence of the use of nicotine and nicotine-free e-cigarettes is also considered. Finally, the factors influencing the choice of e-cigarettes, such as flavours, design and price, are explored.

4.1. Prevalence of electronic cigarettes or similar devices in the EU

- More than one in ten Europeans have used or tried e-cigarettes or similar devices, representing an increase since 2012 -

12% of Europeans have used e-cigarettes: 2% are currently using them²⁵ and a further 3% have used them in the past but no longer do so, while 7% have tried them in the past but have never used them regularly. It seems that there has been an increase in the use of e-cigarettes within the last years in Europe; in 2012, 7% of respondents had tried the products²⁶.

QC9. Regarding the use of electronic cigarettes or any similar electronic devices (e-shisha, e-pipe), which of the following statements applies to you?
































²⁵ QC9: Regarding the use of electronic cigarettes or any similar electronic devices (e-shisha, e-pipe), which of the following statements applies to you?

²⁶ In 2012, the question asked was different and therefore the comparison needs to be interpreted with caution. See the report of the previous survey (p.45): http://ec.europa.eu/public_opinion/archives/ebs/ebs_385_en.pdf

France has the highest proportion of respondents who have at least tried e-cigarettes (21%), followed by Cyprus (17%) and Estonia (15%). In contrast, just 6% of respondents in Portugal, 7% in Slovenia and 8% in Greece have tried e-cigarettes or similar devices.

Respondents in France and the UK have the highest proportion of current e-cigarette use, (both 4%). France and Denmark (both 5%) have the largest proportion of respondents who have previously used e-cigarettes but no longer do so,, while respondents in France, Estonia and Latvia (all 12%) are mostly likely to say they tried them in the past but no longer use them.

QC9. Regarding the use of electronic cigarettes or any similar electronic devices (e-shisha, e-pipe), which of the following statements applies to you?

		You currently use electronic cigarettes or similar electronic devices (e.g. e-shisha, e-pipe)	You used them in the past, but no longer use them	You tried them in the past but no longer use them	You have never used them	Don't know
	EU28	2%	3%	7%	87%	1%
	PT	2%	1%	3%	94%	0%
	SI	0%	1%	6%	93%	0%
	EL	1%	1%	6%	92%	0%
	SK	1%	1%	5%	92%	1%
	SE	0%	1%	7%	92%	0%
	DE	1%	1%	6%	91%	1%
	ES	1%	3%	5%	91%	0%
	IT	1%	2%	5%	91%	1%
	HU	0%	2%	5%	91%	2%
	BE	1%	3%	5%	90%	1%
	LT	0%	2%	7%	90%	1%
	NL	2%	3%	5%	90%	0%
	AT	1%	2%	6%	90%	1%
	RO	0%	2%	6%	89%	3%
	HR	1%	2%	6%	88%	3%
	LU	1%	1%	10%	87%	1%
	BG	1%	2%	9%	86%	2%
	MT	0%	3%	9%	86%	2%
	FI	1%	3%	9%	86%	1%
	IE	3%	3%	6%	85%	3%
	CZ	1%	3%	11%	84%	1%
	DK	2%	5%	8%	84%	1%
	LV	1%	2%	12%	84%	1%
	PL	2%	2%	10%	84%	2%
	UK	4%	3%	8%	84%	1%
	EE	1%	2%	12%	83%	2%
	CY	2%	4%	11%	82%	1%
	FR	4%	5%	12%	78%	1%






























The table below compares the use of e-cigarettes by current smokers, ex-smokers and those who have never smoked per country. Almost one in twenty current smokers now use e-cigarettes or similar devices (4%), compared with 3% of ex-smokers and 0% of those who have never smoked. Current smokers also have a higher rate of past e-cigarette use than ex-smokers (7% vs. 3%). Almost one in five current smokers have tried e-cigarettes in the past but no longer use them (19%), compared with 5% of ex-smokers and 2% of those who have never smoked.

The UK has the highest proportion of current smokers that also use e-cigarettes at present (11%), followed by France (8%), Denmark and the Netherlands (both 7%). The UK (8%), Ireland (6%) and France (6%) have the highest proportions of ex-smokers who say they are current users of e-cigarettes. No more than 1% of never-smokers in any country currently use e-cigarettes.

In eight Member States, at least one in ten current smokers have used e-cigarettes in the past: Denmark (20%), Malta (15%), France and the UK (both 13%), and Belgium, Ireland and Spain (all 10%). In contrast, past use amongst non-smokers is generally low in all countries, with the highest proportions observed amongst ex-smokers in Cyprus (12%), Poland (7%) and Finland (6%).

At least one in ten current smokers in all but one Member State have tried e-cigarettes in the past, with the highest proportions in the Czech Republic (33%), Cyprus (32%), and Estonia, France, Luxembourg and Finland (all 29%). The exception is Portugal, where 8% of current smokers have tried e-cigarettes in the past. Non-smokers more often report having tried e-cigarettes in the past than past or current use. This is particularly the case in Latvia, where 19% of ex-smokers and 3% of those who have never smoked report having tried e-cigarettes. Latvia (19%) and Estonia, Bulgaria, the Czech Republic and Luxembourg (all four countries, 11%) also have higher proportions of ex-smokers who have tried e-cigarettes in the past but no longer use them.

QC9 Regarding the use of electronic cigarettes or any similar electronic devices (e-shisha, e-pipe), which of the following statements applies to you?

	You currently use electronic cigarettes or similar electronic devices (e.g. e-shisha, e-pipe)			You used them in the past, but no longer use them			You tried them in the past but no longer use them			You have never used them			Don't know		
	Current smokers	Ex-smokers	Never smokers	Current smokers	Ex-smokers	Never smokers	Current smokers	Ex-smokers	Never smokers	Current smokers	Ex-smokers	Never smokers	Current smokers	Ex-smokers	Never smokers
 EU28	4%	3%	0%	7%	3%	0%	19%	5%	2%	69%	89%	97%	1%	0%	1%
 AT	5%	0%	0%	6%	2%	0%	11%	9%	2%	77%	89%	97%	1%	0%	1%
 BE	2%	1%	0%	10%	2%	0%	15%	3%	2%	73%	94%	97%	0%	0%	1%
 BG	2%	2%	0%	4%	1%	0%	20%	11%	1%	73%	84%	96%	1%	2%	3%
 CY	5%	3%	0%	6%	12%	1%	32%	4%	0%	57%	80%	97%	0%	1%	2%
 CZ	3%	1%	0%	8%	2%	1%	33%	11%	2%	56%	85%	95%	0%	1%	2%
 DE	4%	1%	0%	2%	1%	0%	13%	3%	2%	80%	94%	97%	1%	1%	1%
 DK	7%	2%	0%	20%	2%	0%	24%	5%	3%	49%	90%	97%	0%	1%	0%
 EE	3%	1%	0%	5%	4%	0%	29%	11%	5%	62%	83%	93%	1%	1%	2%
 EL	2%	1%	0%	2%	2%	0%	13%	5%	0%	83%	92%	100%	0%	0%	0%
 ES	1%	1%	0%	10%	2%	0%	14%	2%	0%	75%	95%	99%	0%	0%	1%
 FI	5%	1%	0%	5%	6%	0%	29%	9%	3%	61%	83%	96%	0%	1%	1%
 FR	8%	6%	0%	13%	3%	0%	29%	6%	4%	50%	85%	95%	0%	0%	1%
 HR	3%	1%	0%	4%	0%	1%	14%	5%	0%	78%	92%	95%	1%	2%	4%
 HU	0%	2%	0%	6%	2%	1%	13%	1%	2%	81%	94%	95%	0%	1%	2%
 IE	6%	7%	0%	10%	4%	1%	23%	2%	1%	60%	84%	94%	1%	3%	4%
 IT	0%	2%	0%	6%	5%	1%	17%	7%	1%	76%	85%	97%	1%	1%	1%
 LT	1%	0%	0%	6%	2%	0%	20%	7%	2%	73%	90%	97%	0%	1%	1%
 LU	3%	0%	1%	4%	0%	0%	29%	11%	3%	61%	89%	96%	3%	0%	0%
 LV	3%	0%	0%	3%	2%	0%	23%	19%	3%	71%	78%	95%	0%	1%	2%
 MT	1%	0%	0%	15%	1%	0%	27%	6%	4%	57%	92%	94%	0%	1%	2%
 NL	7%	1%	0%	12%	1%	0%	16%	3%	2%	65%	95%	98%	0%	0%	0%
 PL	5%	2%	1%	4%	7%	0%	23%	9%	4%	67%	81%	94%	1%	1%	1%
 PT	4%	1%	1%	1%	2%	1%	8%	3%	1%	87%	94%	97%	0%	0%	0%
 RO	1%	0%	0%	7%	2%	0%	17%	7%	1%	75%	91%	95%	0%	0%	4%
 SE	1%	1%	0%	4%	0%	0%	26%	8%	1%	66%	91%	99%	3%	0%	0%
 SI	0%	1%	0%	2%	0%	0%	15%	3%	1%	82%	95%	98%	1%	1%	1%
 SK	3%	0%	0%	3%	1%	0%	15%	8%	1%	78%	91%	98%	1%	0%	1%
 UK	11%	8%	0%	13%	4%	0%	24%	7%	2%	52%	80%	97%	0%	1%	1%

With the overall proportion of current and past e-cigarette users so low, we were unable to assess if there are any socio-demographic differences between these groups. The main differences are amongst those who have tried e-cigarettes:

QC9 Regarding the use of electronic cigarettes or any similar electronic devices (e-shisha, e-pipe), which of the following statements applies to you?

	You tried them in the past but no longer use them
EU28	7%
Age	
15-24	13%
25-39	11%
40-54	7%
55 +	3%
Age 15-24 (all respondents)	
15-17	8%
18-24	14%
Age 15-24 (never smoked)	
15-17	4%
18-24	5%
Smoking status	
Smokers	19%
Stopped smoking	5%
Never smoked	2%
Non-Smokers	3%
Exposure to tobacco at work per day	
1 hour or more	15%
Less than 1 hour	10%
Never or almost	7%
Tried to quit smoking	
Yes	22%
No	15%

- The prevalence of having tried e-cigarettes is highest amongst the youngest age group: 13% of 15-24 year-olds have tried e-cigarettes, compared with 3% of those aged 55+.
- Current smokers more frequently say they have tried e-cigarettes than ex-smokers (19% vs. 5%).
- 4% and 5% of respondents aged 15-17 and 18-24 respectively that have never smoked have tried e-cigarettes but no longer use them.
- The longer a respondent is exposed to tobacco smoke in their workplace each day, the more likely they are to have tried e-cigarettes in the past: 7% of those who are rarely or never exposed have tried them, compared with 15% of those exposed for one hour or more.
- Those who have tried to quit smoking are more likely to say they are current (6% vs. 2%) or past (11% vs. 3%) users of e-cigarettes. They also more likely to have tried e-cigarettes in the past than those who have not attempted to stop in the last 12 months (22% vs 15%).

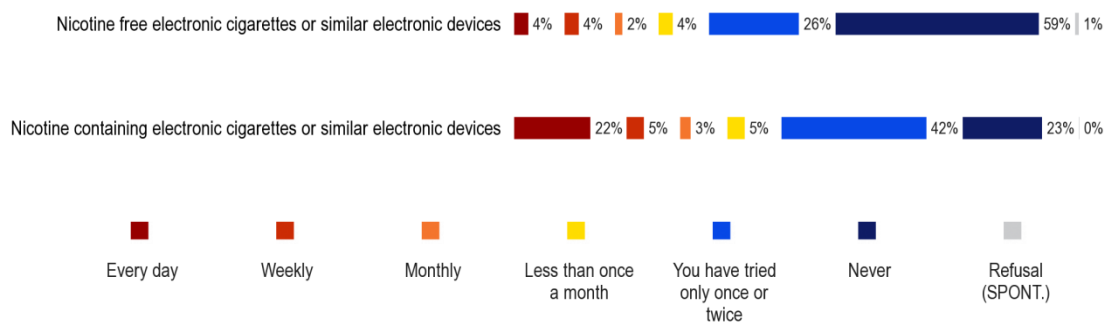
4.2. Frequency of use of electronic cigarettes or similar devices

- E-cigarettes containing nicotine are used more than their nicotine-free counterparts -

Amongst respondents who have used e-cigarettes, the use of those containing nicotine is far more common²⁷. Three in ten (30%) use e-cigarettes containing nicotine at least monthly²⁸, compared with just 10% for nicotine-free versions.

More than half (59%) of those who have used e-cigarettes have never used the nicotine-free version, while 23% have never tried e-cigarettes containing nicotine.

QC10. How often do you or did you use the following products?



EU28

Base: E-cigarette users or respondents who have tried them, n=3,183

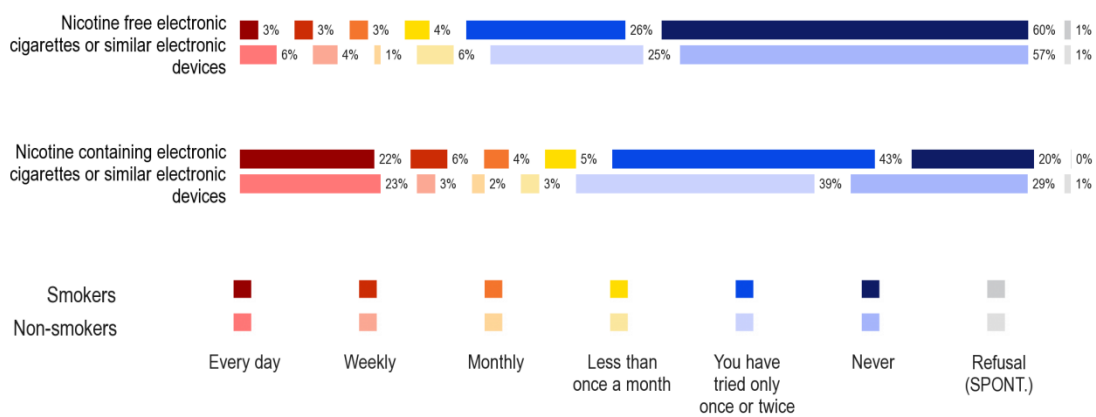
²⁷ QC10: How often do you or did you use the following products? Nicotine containing electronic cigarettes or similar electronic devices / Nicotine free electronic cigarettes or similar electronic devices. Every day; Weekly; Monthly; Less than once a month; You have tried only once or twice; Never.

²⁸ Daily, weekly or monthly.

The chart below compares the use of these types of e-cigarettes by smokers and non-smokers. The use of e-cigarettes containing nicotine is far more common amongst both smokers and non-smokers who have tried or currently use e-cigarettes. Just over one in five smokers (22%) and non-smokers (23%) use e-cigarettes containing nicotine daily. A further 10% of smokers use e-cigarettes weekly or monthly, compared with 5% of non-smokers.

Non-smokers more frequently report using nicotine-free e-cigarettes than smokers: 11% use them at least monthly, and a further 6% use them less than once a month. This compares to 9% and 4% for smokers. In fact, 6% of non-smokers use nicotine-free e-cigarettes daily, compared with 3% of smokers.

QC10. How often do you or did you use the following products?



EU28

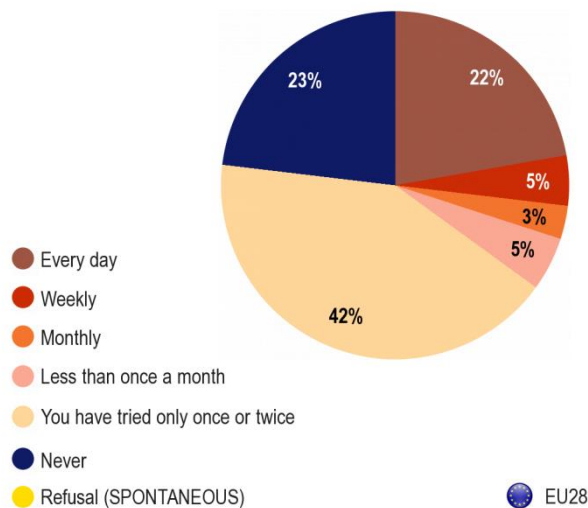
Base: E-cigarette users or respondents who have tried them, n=3,183

These results will be considered in more detail in the next section.

More than one in five respondents who have used or tried e-cigarettes say they use or used nicotine-containing e-cigarettes every day (22%), with a further 8% using them weekly or monthly and 5% doing so less often²⁹. Just over four out of ten have tried nicotine-containing e-cigarettes only once or twice (42%), while 23% have never used them.

QC10.1. How often do you or did you use the following products?

Nicotine containing electronic cigarettes or similar electronic devices



Base: E-cigarette users or respondents who have tried them, n=3,183






























For respondents who have tried e-cigarettes, the highest rate of use of e-cigarettes with nicotine is observed in Denmark (57%), the UK (51%), Ireland (45%) and Spain (43%). These countries also have the highest proportion of daily users: UK (38%), Denmark (31%), Spain (29%) and Ireland (27%). At the other end of the scale, just 2% in Sweden and 3% in Luxembourg use e-cigarettes with nicotine daily.

Amongst those who have at least tried e-cigarettes, respondents in Sweden and Bulgaria (both 62%) have the highest proportion who have only tried e-cigarettes with nicotine once or twice.

Amongst this group of respondents, those in Luxembourg are most likely to have never tried e-cigarettes with nicotine (39%), followed by those in Lithuania (36%), Italy (34%) and Portugal (33%).

²⁹ QC10: How often do you or did you use the following products? Nicotine containing electronic cigarettes or similar electronic devices / Nicotine free electronic cigarettes or similar electronic devices. Every day; Weekly; Monthly; Less than once a month; You have tried only once or twice; Never.

QC10.1. How often do you or did you use the following products?
Nicotine containing electronic cigarettes or similar electronic devices

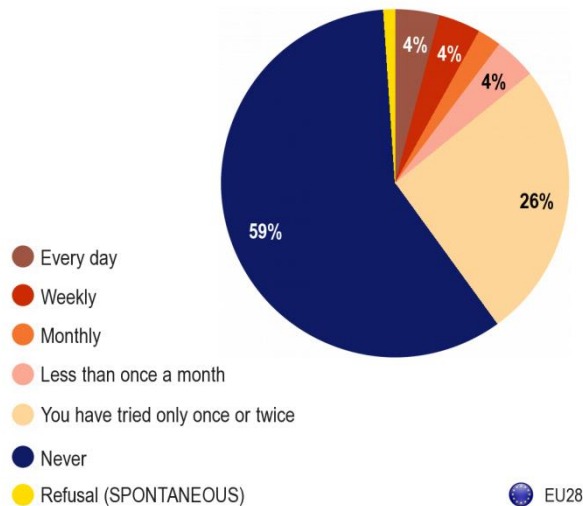
		Every day	Weekly	Monthly	Less than once a month	You have tried only once or twice	Never	Refusal (SPONTANEOUS)	Total 'User'
	EU28	22%	5%	3%	5%	42%	23%	0%	35%
	DK	31%	8%	7%	11%	29%	13%	1%	57%
	UK	38%	4%	5%	4%	33%	16%	0%	51%
	IE	27%	8%	7%	3%	38%	17%	0%	45%
	ES	29%	8%	4%	2%	36%	21%	0%	43%
	NL	19%	13%	3%	4%	37%	24%	0%	39%
	SK	16%	4%	5%	13%	42%	19%	1%	38%
	FR	26%	5%	3%	3%	33%	30%	0%	37%
	CY	22%	4%	1%	9%	52%	12%	0%	36%
	MT	19%	5%	8%	3%	42%	21%	2%	35%
	FI	15%	4%	4%	11%	53%	13%	0%	34%
	PL	16%	5%	4%	6%	55%	14%	0%	31%
	CZ	12%	6%	2%	10%	58%	11%	1%	30%
	PT	8%	15%	5%	2%	37%	33%	0%	30%
	EL	22%	3%	1%	3%	52%	19%	0%	29%
	IT	19%	5%	3%	2%	36%	34%	1%	29%
	BG	8%	2%	4%	14%	62%	9%	1%	28%
	HR	14%	4%	2%	7%	48%	25%	0%	27%
	AT	1%	9%	13%	4%	45%	25%	3%	27%
	HU	10%	3%	5%	8%	46%	28%	0%	26%
	BE	11%	2%	2%	10%	42%	32%	1%	25%
	EE	9%	1%	4%	11%	55%	20%	0%	25%
	DE	13%	5%	0%	5%	55%	22%	0%	23%
	RO	8%	4%	3%	6%	52%	24%	3%	21%
	SI	5%	3%	3%	9%	60%	19%	1%	20%
	LT	3%	3%	2%	8%	47%	36%	1%	16%
	LV	5%	4%	0%	5%	58%	27%	1%	14%
	LU	3%	9%	0%	1%	48%	39%	0%	13%
	SE	2%	2%	4%	5%	62%	25%	0%	13%

Base: E-cigarette users or respondents who have tried them, n=3,183

Nicotine-free e-cigarettes are used less frequently than e-cigarettes containing nicotine, with more than half (59%) of those who have used e-cigarettes saying they have never used a nicotine-free version. Just over a quarter (26%) say they have tried them once or twice, with 4% using them less than once per month and 10% doing so regularly (at least monthly).

QC10.2. How often do you or did you use the following products?

Nicotine free electronic cigarettes or similar electronic devices
































Base: E-cigarette users or respondents who have tried them, n=3,183

Amongst respondents who have used e-cigarettes, the highest prevalence of the use of the nicotine-free version is observed in Belgium (25%), Denmark (23%) the UK (21%) and Hungary (20%). Denmark and the UK also have the highest proportion of users of e-cigarettes with nicotine, although these proportions are higher than for nicotine-free e-cigarette use. In the case of Belgium and Hungary, however, the proportion of users of nicotine-free and nicotine e-cigarettes is more similar (25% and 26% respectively).

Denmark is the only country where at least one in ten use nicotine-free e-cigarettes daily (10%), while respondents in Belgium and Slovakia are the most likely to use them less than once a month (both 11%).

Amongst this group of respondents, those in France (71%), Lithuania and Ireland (both 64%) and Luxembourg and Germany (both 62%) are most likely to say they have never tried nicotine-free e-cigarettes.

QC10.2. How often do you or did you use the following products?
Nicotine free electronic cigarettes or similar electronic devices

	Every day	Weekly	Monthly	Less than once a month	You have tried only once or twice	Never	Refusal (SPONTANEOUS)	Total 'User'
 EU28	4%	4%	2%	4%	26%	59%	1%	14%
 BE	8%	6%	0%	11%	35%	39%	1%	25%
 DK	10%	3%	2%	8%	22%	55%	0%	23%
 UK	8%	5%	5%	3%	18%	59%	2%	21%
 HU	5%	6%	2%	7%	37%	43%	0%	20%
 IT	5%	4%	2%	6%	27%	56%	0%	17%
 MT	6%	3%	6%	2%	29%	52%	2%	17%
 ES	7%	3%	2%	4%	29%	55%	0%	16%
 PT	4%	5%	5%	2%	28%	54%	2%	16%
 FI	2%	4%	2%	8%	35%	49%	0%	16%
 AT	3%	8%	2%	2%	37%	47%	1%	15%
 SI	1%	3%	2%	8%	45%	41%	0%	14%
 SK	1%	2%	0%	11%	27%	56%	3%	14%
 IE	4%	3%	2%	4%	23%	64%	0%	13%
 LU	6%	1%	1%	5%	25%	62%	0%	13%
 CY	4%	0%	4%	4%	37%	51%	0%	12%
 PL	2%	1%	4%	5%	37%	51%	0%	12%
 RO	4%	1%	1%	6%	29%	57%	2%	12%
 BG	3%	1%	0%	7%	34%	53%	2%	11%
 CZ	3%	4%	1%	3%	37%	50%	2%	11%
 EE	1%	3%	2%	5%	50%	36%	3%	11%
 EL	6%	4%	0%	1%	40%	49%	0%	11%
 FR	3%	4%	1%	3%	17%	71%	1%	11%
 DE	2%	1%	1%	6%	28%	62%	0%	10%
 HR	3%	4%	1%	2%	25%	61%	4%	10%
 NL	7%	1%	0%	2%	30%	60%	0%	10%
 LT	0%	2%	0%	5%	28%	64%	1%	7%
 LV	0%	0%	1%	5%	36%	57%	1%	6%
 SE	0%	1%	2%	0%	40%	57%	0%	3%

Base: E-cigarette users or respondents who have tried them, n=3,183

Socio-demographic analysis illustrates the following differences amongst those that have tried or who use e-cigarettes:

- The prevalence of use of e-cigarettes containing nicotine is higher amongst men than women (39% vs. 31%), but there is little difference for nicotine-free e-cigarettes (13% for men vs. 15% for women).
- The older the respondent, the more likely they are to use e-cigarettes containing nicotine: 40% of those aged 55+ do so, compared with 29% of those aged 15-24. There is no difference for nicotine-free e-cigarettes (17% for aged 55+ vs. 15% for 15-24).
- Amongst the youngest respondents, those aged 18-24 are more likely to use e-cigarettes either with nicotine (30% vs. 23%) or without nicotine (15% vs. 8%) than 15-17 year-olds.

Respondents who have stopped smoking are more likely than those who currently smoke to have used e-cigarettes with nicotine (42% vs. 37%). Furthermore, those who have stopped smoking have a higher prevalence of daily use of e-cigarettes with nicotine than current smokers (33% vs. 23%). The same pattern applies for nicotine-free e-cigarettes. Interestingly, 11% of those who have never smoked tobacco use e-cigarettes, although only 7% do so at least weekly.

Past or current smokers who have tried to quit smoking are more likely to use e-cigarettes with nicotine than those who have not tried to quit (40% vs. 29%). Finally, the majority of respondents who use nicotine-free e-cigarettes also use those containing nicotine (64%).

QC10. How often do you or did you use the following products?

Total 'user'		
	Nicotine containing electronic cigarettes or similar electronic devices	Nicotine free electronic cigarettes or similar electronic devices
EU28	35%	14%
Gender		
Man	39%	13%
Woman	31%	15%
Age		
15-24	29%	15%
25-39	34%	15%
40-54	39%	12%
55 +	40%	17%
Age 15-24		
15-17	23%	8%
18-24	30%	15%
Smoking status		
Smokers	37%	13%
Stopped smoking	42%	20%
Never smoked	11%	14%
Non-Smokers	31%	17%
Tried to quit smoking		
Yes	40%	14%
No	29%	11%

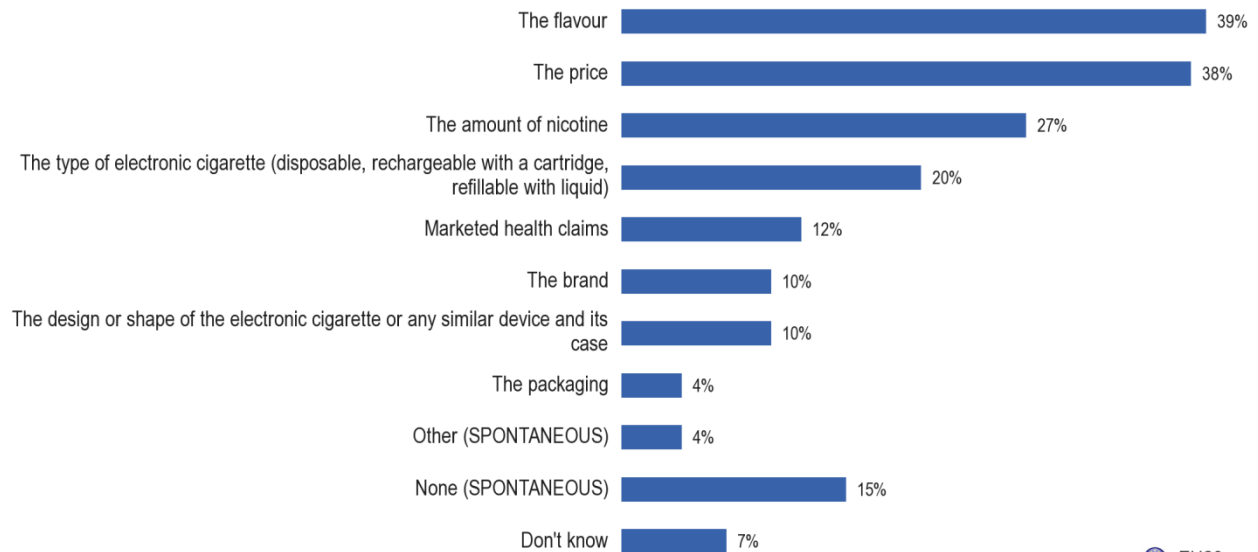
Base: E-cigarette users or respondents who have tried them, n=3,183

4.3. Factors influencing the choice of electronic cigarettes or similar devices

- Flavour and price are key to choosing an e-cigarette or similar device -

Respondents who had tried e-cigarettes were asked what factors they considered when choosing such a device³⁰. Flavour (39%) and price (38%) are the most important considerations, followed by the amount of nicotine (27%) and the type of e-cigarette (20%). Brand, packaging, design and marketed health claims are all less important when choosing an e-cigarette or similar device.

QC11. What are the factors you consider important in your choice of electronic cigarette or any similar device (e-shisha, e-pipe)? (MULTIPLE ANSWERS POSSIBLE)



EU28

Base: E-cigarette users or respondents who have tried them, n=3,183

³⁰ QC11: What are the factors you consider important in your choice of electronic cigarette or any similar device (e-shisha, e-pipe)? (MULTIPLE ANSWERS POSSIBLE) The price; The packaging; The flavour; The brand; The type of electronic cigarette (disposable, rechargeable with a cartridge, refillable with liquid); The amount of nicotine; The design or shape of the electronic cigarette or any similar device and its case; Marketed health claims; Other (SPONTANEOUS); None (SPONTANEOUS); DK.

Flavour is the most mentioned factor in choosing an e-cigarette in 12 Member States, particularly by respondents in Austria (58%), the Netherlands (54%) and Denmark (53%). This is considerably higher than the proportions observed in Lithuania (19%) and Cyprus (20%).

The largest proportions of respondents reporting **price** to be a factor are observed in the Czech Republic (56%), Bulgaria (50%) and Greece (48%), and the lowest are observed in Slovenia (17%), Malta and Luxembourg (both 21%). Price is the most mentioned factor in 16 Member States.






























When choosing an e-cigarette or similar device, the **amount of nicotine** is most often mentioned as an important factor by respondents in Bulgaria (45%), Greece (43%) and France (40%), and is least mentioned by respondents in Portugal (11%), Germany (14%), and Slovenia and Lithuania (both 15%).

The **type of e-cigarette** is most often reported to be an important factor by respondents in Bulgaria (38%), Austria (35%) and Denmark (31%), but is considerably less important in Lithuania and Luxembourg (both 6%).

In eight Member States at least one in four say the **marketed health claims** are an important factor when choosing an electronic cigarette, and this is particularly the case in Cyprus (29%), Greece (27%) and Denmark (26%). These claims are least frequently reported as important by respondents in Germany and Estonia (both 6%).

The **brand of e-cigarette** or similar device is most frequently reported to be important by respondents in Italy and Romania (both 20%). Austria (17%), the Czech Republic and Greece (15%) have the highest proportions of respondents for whom the **design or shape** is important. **Packaging** is most often mentioned as an important factor by respondents in Italy (13%), Austria (12%) and Hungary (10%).

QC11. What are the factors you consider important in your choice of electronic cigarette or any similar device (e-shisha, e-pipe)? (MULTIPLE ANSWERS POSSIBLE)

	The flavour	The price	The amount of nicotine	The type of electronic cigarette (disposable, rechargeable with a cartridge, refillable with liquid)	Marketed health claims	The brand	The design or shape of the electronic cigarette or any similar device and its case	The packaging	Other (SPONTANEOUS)	None (SPONTANEOUS)	Don't know
 EU28	39%	38%	27%	20%	12%	10%	10%	4%	4%	15%	7%
 AT	58%	29%	35%	35%	21%	17%	17%	12%	3%	16%	3%
 BE	52%	41%	32%	22%	20%	6%	8%	6%	1%	17%	3%
 BG	35%	50%	45%	38%	21%	15%	9%	4%	4%	2%	12%
 CY	20%	33%	30%	13%	29%	4%	0%	0%	13%	23%	3%
 CZ	48%	56%	32%	23%	19%	12%	15%	5%	3%	8%	7%
 DE	36%	26%	14%	16%	6%	4%	9%	0%	1%	34%	8%
 DK	53%	30%	21%	31%	26%	7%	10%	2%	15%	10%	3%
 EE	28%	38%	30%	16%	6%	12%	9%	7%	1%	28%	15%
 EL	42%	48%	43%	26%	27%	3%	15%	2%	2%	10%	0%
 ES	35%	33%	20%	25%	8%	5%	3%	3%	3%	16%	8%
 FI	22%	27%	20%	24%	9%	5%	11%	1%	14%	16%	10%
 FR	45%	46%	40%	19%	9%	11%	12%	1%	3%	8%	7%
 HR	32%	31%	27%	28%	9%	10%	11%	8%	3%	12%	17%
 HU	35%	43%	33%	14%	10%	11%	12%	10%	7%	14%	3%
 IE	27%	34%	25%	19%	16%	11%	8%	1%	4%	12%	12%
 IT	50%	45%	27%	22%	23%	20%	14%	13%	2%	6%	6%
 LT	19%	26%	15%	6%	14%	9%	3%	3%	10%	19%	12%
 LU	28%	21%	20%	6%	18%	7%	6%	0%	10%	25%	10%
 LV	27%	40%	33%	23%	9%	10%	3%	2%	4%	10%	17%
 MT	28%	21%	26%	10%	24%	11%	0%	0%	2%	16%	5%
 NL	54%	26%	28%	27%	16%	2%	8%	2%	6%	20%	4%
 PL	30%	40%	19%	21%	7%	9%	7%	6%	2%	16%	12%
 PT	29%	45%	11%	10%	18%	17%	9%	1%	2%	13%	8%
 RO	26%	33%	33%	20%	16%	20%	14%	8%	4%	11%	6%
 SE	50%	26%	21%	25%	11%	3%	14%	2%	5%	29%	3%
 SI	26%	17%	15%	7%	9%	9%	9%	0%	21%	24%	6%
 SK	23%	33%	22%	27%	17%	14%	10%	2%	6%	19%	4%
 UK	30%	35%	19%	16%	13%	7%	6%	5%	5%	19%	7%

Highest percentage per country

Lowest percentage per country

Highest percentage per item

Lowest percentage per item

Base: E-cigarette users or respondents who have used them, n=3,183

Socio-demographic analysis reveals no notable differences based on gender or education. Nor are there significant differences across the broader age groups; however, there are differences within the 15-24 year-old age bracket. Compared with 18-24 year-olds, those aged 15-17 more often say that brand (27% vs. 11%), the amount of nicotine (36% vs. 22%), the design (19% vs. 9%), the marketed health claims (18% vs. 10%) and the price (45% vs. 40%) are important when choosing an e-cigarette. The type of e-cigarette is more likely to be an important factor for 18-24 year-olds than for young people aged 15-17 (24% vs. 18%).

Price is less mentioned as important by the self-employed than by other occupation groups (29% vs. 33%-47%), while managers most often mention the type of e-cigarette (30%) or the amount of nicotine (38%).

Price is more frequently mentioned by respondents who currently smoke tobacco than by those who have stopped smoking or who have never smoked tobacco products (41% vs. 31%-33%). The amount of nicotine is more important to smokers and those who have stopped smoking, than to those who never smoked (28% and 26% vs. 21%).

Those who have tried to quit smoking are more likely to mention the amount of nicotine (30% vs. 22%) and the type of e-cigarette (24% vs. 16%) than those who have never tried. However, it is worth noting that even for those who have tried to quit smoking, price and flavour are more important than nicotine levels.

Unsurprisingly, respondents who only smoke e-cigarettes with nicotine are more likely to say the amount of nicotine is a factor in choosing an e-cigarette than those who smoke nicotine-free e-cigarettes (41% vs. 25%). There is no difference in terms of the importance of price or flavour, although those who only smoke nicotine-free e-cigarettes more often mention the marketed health claims (21% vs. 12%) as an important factor, suggesting that those who consume nicotine-free e-cigarettes might be more health-conscious. Packaging (10% vs. 2%) is also more mentioned as an important factor by respondents who only smoke e-cigarettes with nicotine.

QC11 What are the factors you consider important in your choice of electronic cigarette or any similar device (e-shisha, e-pipe)?
(MULTIPLE ANSWERS POSSIBLE)

	The flavour	The price	The amount of nicotine	The type of electronic cigarette (disposable, rechargeable with a cartridge, refillable with liquid)	Marketed health claims	The brand	The design or shape of the electronic cigarette or any similar device and its case	The packaging
EU28	39%	38%	27%	20%	12%	10%	10%	4%
Age 15-24								
15-17	39%	45%	36%	18%	18%	27%	19%	7%
18-24	40%	40%	22%	24%	10%	11%	9%	4%
Socio-professional category								
Self-employed	34%	29%	26%	15%	10%	10%	11%	4%
Managers	40%	33%	38%	30%	12%	17%	13%	7%
Other white collars	42%	47%	28%	22%	14%	11%	12%	5%
Manual workers	38%	41%	24%	20%	14%	7%	9%	3%
House persons	38%	44%	19%	22%	9%	11%	8%	2%
Unemployed	38%	37%	27%	17%	10%	8%	8%	3%
Retired	33%	29%	27%	16%	13%	7%	5%	4%
Students	46%	39%	26%	23%	12%	13%	12%	6%
Smoking status								
Smokers	39%	41%	28%	22%	12%	8%	10%	4%
Stopped smoking	40%	33%	26%	19%	13%	13%	10%	4%
Never smoked	33%	31%	21%	8%	14%	11%	10%	6%
Non-Smokers	38%	32%	24%	15%	14%	13%	10%	5%
Tried to quit smoking								
Yes	40%	42%	30%	24%	13%	8%	10%	3%
No	37%	39%	22%	16%	9%	9%	9%	5%
E-cigarettes								
Nicotine only	55%	47%	41%	29%	12%	11%	11%	2%
Nicotine free only	52%	50%	25%	25%	21%	7%	13%	10%
Both	46%	38%	31%	24%	12%	15%	13%	8%

Base: E-cigarette users or respondents who have tried them, n=3,183

5. MOTIVATIONS FOR STARTING TO USE ELECTRONIC CIGARETTES

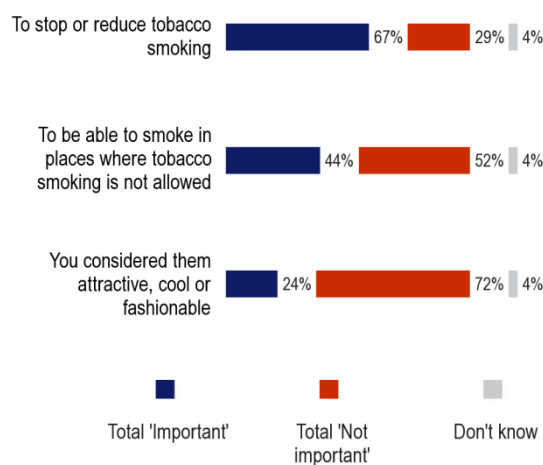
This section of the report considers the reasons Europeans use e-cigarettes and similar devices, and the impact e-cigarettes have on smokers' consumption of other tobacco products such as cigarettes.

5.1. Factors important for starting to use electronic cigarettes or similar devices

- The most common reason to start using e-cigarettes is to reduce tobacco use or stop smoking -

Europeans who have used e-cigarettes are likely to have done so to try to stop or reduce their tobacco use³¹. Two-thirds said stopping or reducing their use of tobacco was an important factor (67%). More than four out of ten said the fact they could smoke in places where tobacco smoking is not allowed was an important reason for trying or using e-cigarettes (44%). The fact that e-cigarettes are attractive, cool and fashionable was important for 24%. This was very similar for both smokers and non-smokers.

QC12. You said that you use or have used or tried electronic cigarettes or any similar device in the past. How important was each of the following factors for starting?



EU28

Base: E-cigarette users or respondents who have used them, n=3,183

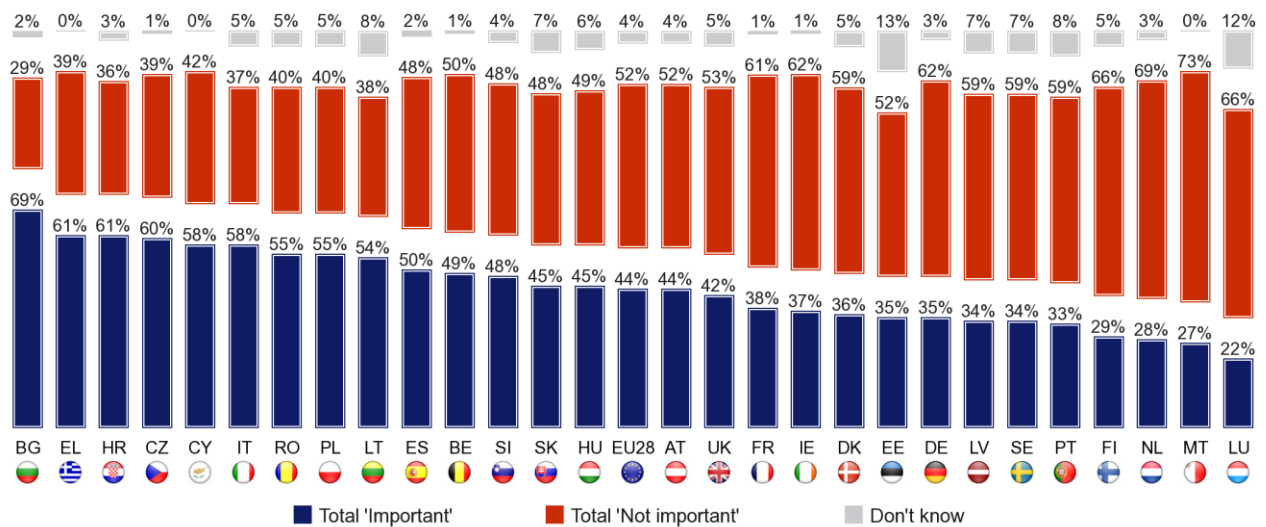
³¹ QC12: You said that you use or have used or tried electronic cigarettes or any similar device in the past. How important was each of the following factors for starting? To be able to smoke in places where tobacco smoking is not allowed; To stop or reduce tobacco smoking; You considered them attractive, cool or fashionable.

5.1.1. To be able to smoke in places where tobacco smoking is not allowed

In ten Member States, at least half of all those who tried or use e-cigarettes reported that being able to use them in places where tobacco smoking is not allowed was an important factor for starting to use e-cigarettes. This is particularly the case for respondents in Bulgaria (69%), Greece and Croatia (both 61%) and the Czech Republic (60%). In contrast, it was least frequently reported as an important factor in Luxembourg (22%), Malta (27%), the Netherlands (28%) and Finland (29%).

QC12.1. You said that you use or have used or tried electronic cigarettes or any similar device in the past. How important was each of the following factors for starting?

To be able to smoke in places where tobacco smoking is not allowed



Base: E-cigarette users or respondents who have used them, n=3,183

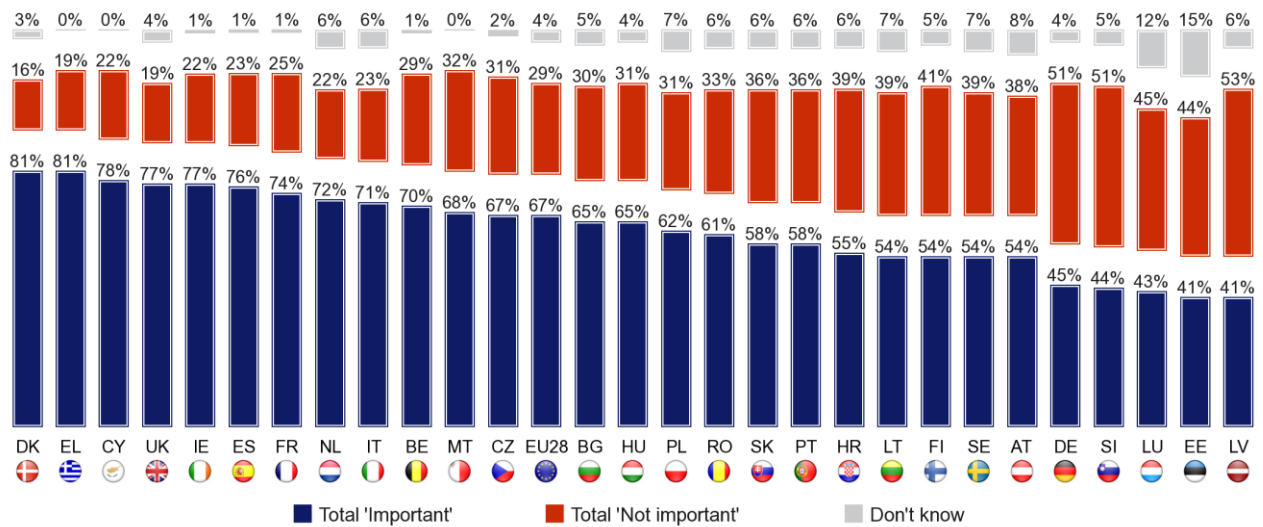
5.1.2. To stop or reduce tobacco smoking

In all but five Member States, stopping or reducing tobacco use was an important factor in the decision to use or try e-cigarettes. A large majority in Denmark and Greece (both 81%), Cyprus (78%), and the UK and Ireland (both 77%) reported this as an important factor.

Respondents in Latvia, Estonia (both 41%), Luxembourg (43%), Slovenia (44%) and Germany (45%) were least likely to say this was important.

QC12.2. You said that you use or have used or tried electronic cigarettes or any similar device in the past. How important was each of the following factors for starting?

To stop or reduce tobacco smoking



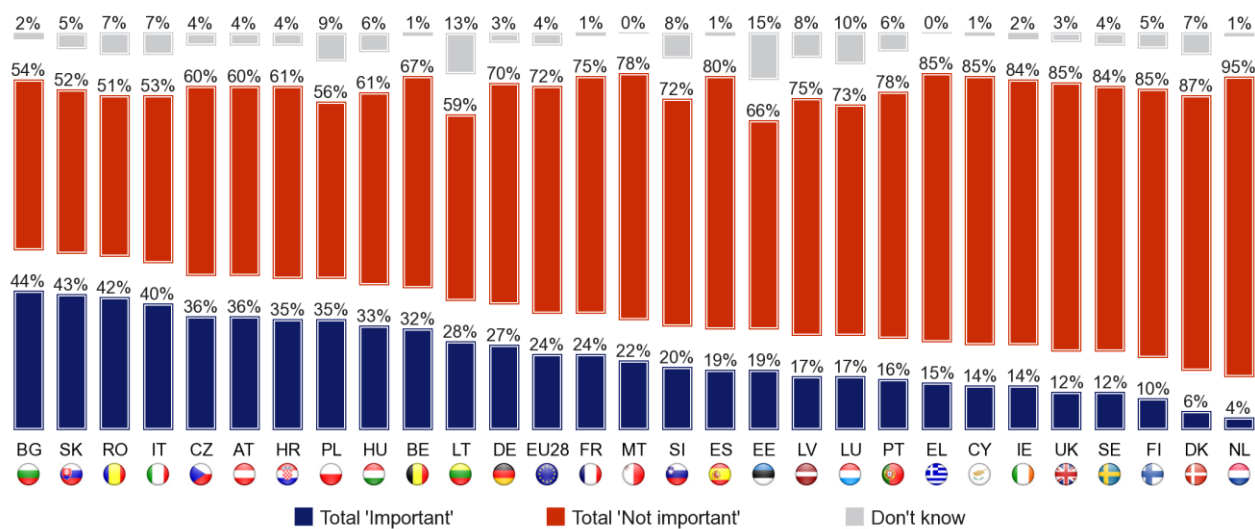
Base: E-cigarette users or respondents who have used them, n=3,183

5.1.3. Attractiveness of electronic cigarettes

In total, almost a quarter of all respondents (24%) said they tried or started using e-cigarettes because they considered them attractive, cool or fashionable. Those in Bulgaria (44%), Slovakia (43%), Romania (42%) and Italy (40%) most frequently reported that this was an important factor, compared with 4% in the Netherlands and 6% in Denmark.

QC12.3. You said that you use or have used or tried electronic cigarettes or any similar device in the past. How important was each of the following factors for starting?

You considered them attractive, cool or fashionable



Base: E-cigarette users or respondents who have used them, n=3,183

In 24 Member States, the most mentioned factor for starting to use e-cigarettes was to stop or reduce tobacco smoking. This is particularly the case in Greece (56%), Denmark (54%), and Ireland and Malta (both 53%).






























Respondents in Bulgaria (43%), Croatia (35%) and Slovenia (27%) were most likely to say that being able to use e-cigarettes where tobacco smoking is not allowed was a very important factor.

Equal proportions of respondents in Latvia mention reducing or stopping tobacco smoking and being able to use e-cigarettes where tobacco smoking is not allowed as very important reasons (both 19%).

Amongst respondents who have tried e-cigarettes, those in Romania (20%), Croatia (16%), Bulgaria and Italy (both 15%) are most likely to say they started using e-cigarettes because they consider them attractive, cool or fashionable.

QC12. You said that you use or have used or tried electronic cigarettes or any similar device in the past. How important was each of the following factors for starting?

Answer: 'Very important'

		To stop or reduce tobacco smoking	To be able to smoke in places where tobacco smoking is not allowed	You considered them attractive, cool or fashionable
	EU28	38%	18%	6%
	AT	15%	5%	11%
	BE	44%	25%	4%
	BG	32%	43%	15%
	CY	41%	28%	6%
	CZ	34%	31%	14%
	DE	25%	20%	7%
	DK	54%	16%	3%
	EE	22%	11%	2%
	EL	56%	26%	6%
	ES	48%	19%	4%
	FI	27%	12%	1%
	FR	48%	15%	4%
	HR	27%	35%	16%
	HU	30%	19%	11%
	IE	53%	21%	6%
	IT	38%	20%	15%
	LT	30%	24%	8%
	LU	28%	11%	0%
	LV	19%	19%	1%
	MT	53%	11%	7%
	NL	42%	12%	1%
	PL	21%	17%	6%
	PT	21%	10%	3%
	RO	41%	30%	20%
	SE	34%	15%	1%
	SI	24%	27%	10%
	SK	26%	16%	7%
	UK	44%	16%	2%

Highest percentage per country

Lowest percentage per country

Highest percentage per item

Lowest percentage per item

Base: E-cigarette users or respondents who have used them, n=3,183

Socio-demographic analysis reveals the following differences for each factor:

To be able to use e-cigarettes in places where tobacco smoking is not allowed

- Respondents aged 40-54 (48%) and 15-24 (47%) are more likely to say that being able to use e-cigarettes where tobacco smoking is not allowed was an important factor for starting to use e-cigarettes, particularly compared with those aged 25-39 (40%). Furthermore, 40-54 year-olds have the highest proportion saying this was a 'very important' factor (24% vs. 15%-17%).
- Those with the lowest education levels report are more likely to say that this was an important factor (52% vs. 42%-45%). Again, these differences are predominantly driven by differences in those who say it was a 'very important' factor: 26% of those with the lowest levels of education say this, compared with 18% of those with higher levels.
- Not surprisingly, tobacco smokers are more likely to say that this was an important reason to start using e-cigarettes than non-smokers (49% vs. 35%).
- Compared with those who have tried to quit smoking, those who have not done so are more likely to say that being able to use e-cigarettes where tobacco smoking is not allowed was an important factor for starting to use them (47% vs. 52%).

QC12.1 You said that you use or have used or tried electronic cigarettes or any similar device in the past. How important was each of the following factors for starting?

To be able to smoke in places where tobacco smoking is not allowed							
	Very important	Fairly important	Not very important	Not at all important	Don't know	Total 'Important'	Total 'Not important'
EU28	18%	26%	19%	33%	4%	44%	52%
Age							
15-24	17%	30%	20%	29%	4%	47%	49%
25-39	15%	25%	19%	38%	3%	40%	57%
40-54	24%	24%	20%	29%	3%	48%	49%
55 +	17%	27%	17%	35%	4%	44%	52%
Education (End of)							
15-	26%	26%	18%	29%	1%	52%	47%
16-19	18%	27%	19%	33%	3%	45%	52%
20+	18%	24%	18%	37%	3%	42%	55%
Still studying	12%	28%	26%	26%	8%	40%	52%
Tried to quit smoking							
Yes	19%	28%	19%	32%	2%	47%	51%
No	25%	27%	20%	25%	3%	52%	45%

Base: E-cigarette users or respondents who have used them, n=3,183

To stop or reduce tobacco smoking

- The older the respondent, the more likely they are to say that stopping or reducing tobacco use was an important factor in starting to use e-cigarettes: 57% of 15-24 year-olds say that this was an important factor, compared with 67% of 25-39 year-olds, 74% of 40-54 year-olds, and 73% of those aged 55+. Most of the differences come from the proportions who say this was a 'very important' reason: 29% of 15-24 year-olds say this, compared with 45% of those aged 40-54 and 42% of those aged 55+. It should also be underlined that a significant proportion of 15-24 year-olds (38%) did not consider that stopping or reducing tobacco use was an important factor compared to 23% of those aged 40-54 and 24% of those aged 55+.
- Managers, manual workers and retired persons are most likely to say this was an important factor (75%, 74% and 73% respectively), particularly when compared with the self-employed (61%).
- Although the difference between them in terms of overall importance is small, those who have stopped smoking tobacco are more likely than current smokers to say that stopping or reducing tobacco use was a 'very important' reason (47% vs. 39%).
- A higher proportion of those who have tried (either successfully or unsuccessfully) to give up smoking say this was an important factor for taking up e-cigarettes compared with those who have not tried (78% vs. 57%).
- Respondents who currently use e-cigarettes are more likely to say stopping or reducing tobacco use was an important factor than those who have stopped using these devices (87% vs. 81%). They also more frequently say this was a 'very important' factor (62% vs. 48%).

QC12.2 You said that you use or have used or tried electronic cigarettes or any similar device in the past. How important was each of the following factors for starting?

To stop or reduce tobacco smoking							
	Very important	Fairly important	Not very important	Not at all important	Don't know	Total 'Important'	Total 'Not important'
EU28	38%	29%	11%	18%	4%	67%	29%
Gender							
Man	37%	32%	11%	17%	3%	69%	28%
Woman	40%	26%	10%	20%	4%	66%	30%
Age							
15-24	29%	28%	14%	24%	5%	57%	38%
25-39	38%	29%	11%	19%	3%	67%	30%
40-54	45%	29%	8%	15%	3%	74%	23%
55 +	42%	31%	11%	13%	3%	73%	24%
Socio-professional category							
Self-employed	31%	30%	6%	29%	4%	61%	35%
Managers	43%	32%	11%	13%	1%	75%	24%
Other white collars	39%	30%	14%	12%	5%	69%	26%
Manual workers	41%	32%	8%	16%	3%	73%	24%
House persons	48%	14%	12%	24%	2%	62%	36%
Unemployed	38%	26%	13%	20%	3%	64%	33%
Retired	46%	28%	10%	13%	3%	74%	23%
Students	21%	30%	16%	25%	8%	51%	41%
Smoking status							
Smokers	39%	33%	11%	15%	2%	72%	26%
Stopped smoking	47%	21%	10%	19%	3%	68%	29%
Non-Smokers	36%	21%	10%	26%	7%	57%	36%
Tried to quit smoking							
Yes	43%	35%	9%	11%	2%	78%	20%
No	30%	27%	16%	23%	4%	57%	39%

Base: E-cigarette users or respondents who have used them, n=3,183

You considered them attractive, cool or fashionable

- Respondents under the age of 40 are more likely to say that considering e-cigarettes to be attractive, cool or fashionable was an important factor in starting to use them, compared with older respondents (26%-27% vs. 21%-22%).
- Although there is no notable difference between education levels in terms of the overall importance they ascribe to this factor, those with the lowest education levels are most likely to say this was a 'very important' factor (12% vs. 6%).

QC12.3 You said that you use or have used or tried electronic cigarettes or any similar device in the past. How important was each of the following factors for starting?

You considered them attractive, cool or fashionable

	Very important	Fairly important	Not very important	Not at all important	Don't know	Total 'Important'	Total 'Not important'
EU28	6%	18%	23%	49%	4%	24%	72%
Age							
15-24	6%	20%	28%	42%	4%	26%	70%
25-39	6%	21%	23%	47%	3%	27%	70%
40-54	7%	15%	19%	55%	4%	22%	74%
55 +	5%	16%	23%	51%	5%	21%	74%
Education (End of)							
15-	12%	16%	21%	47%	4%	28%	68%
16-19	6%	18%	24%	49%	3%	24%	73%
20+	6%	19%	19%	53%	3%	25%	72%
Still studying	4%	17%	35%	39%	5%	21%	74%

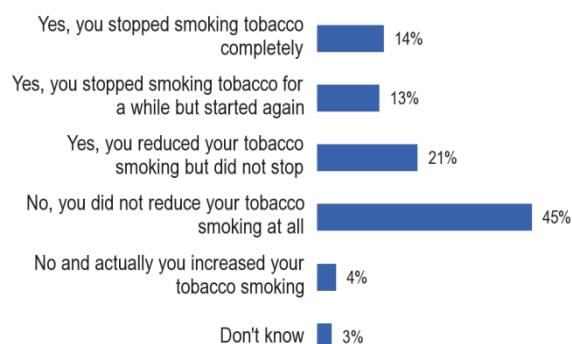
Base: E-cigarette users or respondents who have tried them, n=3,183

5.2. Impact of electronic cigarette use on tobacco consumption

- Using e-cigarettes only helps a small proportion of smokers to quit -

Smokers and ex-smokers who have tried or who use e-cigarettes were asked if using e-cigarettes or similar devices helped them stop or reduce tobacco smoking³². Almost half (45%) said using e-cigarettes had not reduced their tobacco smoking at all, while 21% said they reduced, but did not stop, their tobacco use. Around one in seven said using e-cigarettes helped them to stop smoking tobacco completely (14%), while a further 13% said the use of e-cigarettes helped them stop for a while, but they then started smoking tobacco again.

QC13. You said that you smoke or used to smoke tobacco but also use or used electronic cigarettes or any similar device. Did the use of electronic cigarettes or any similar device help you to stop or reduce your tobacco consumption?



Base: Smokers and ex-smokers that use or have tried e-cigarettes, n=2,832

Across all Member States, smokers and ex-smokers who have tried or used e-cigarettes most often say their tobacco smoking did not reduce as a result of using e-cigarettes. The proportions are highest in Luxembourg (69%), Germany (63%) and Portugal (61%), compared with 27% in the UK, 31% in Ireland and 32% in Italy.






























Ireland has the largest proportion of respondents who have been successful in stopping smoking tobacco completely with the help of e-cigarettes (24%), followed by the UK (21%) and Latvia (18%). Overall, at least one in ten in 19 Member States say e-cigarettes helped them stop smoking tobacco completely. At the other end of the scale, relatively few respondents in Slovenia (3%), Luxembourg (4%) and Portugal (6%) have stopped smoking as a result of e-cigarette use.

³² QC13: You said that you smoke or used to smoke tobacco but also use or used electronic cigarettes or any similar device. Did the use of electronic cigarettes or any similar device help you to stop or reduce your tobacco consumption? Yes, you stopped smoking tobacco completely; Yes, you stopped smoking tobacco for a while but started again; Yes, you reduced your tobacco smoking but did not stop; No, you did not reduce your tobacco smoking at all; No and actually you increased your tobacco smoking.

At least a quarter of respondents in Hungary were able to stop smoking using e-cigarettes, but then started again (27%), as did 26% in Italy and 16% in the UK and Portugal. Austria (31%), Denmark (30%) and Ireland and the UK (both 27%) have the largest proportions of respondents who were able to reduce, but not stop, their tobacco use.

At least one in ten respondents in Estonia (11%) and Cyprus (10%) say they actually increased their tobacco smoking as a result of using e-cigarettes.

QC13. You said that you smoke or used to smoke tobacco but also use or used electronic cigarettes or any similar device. Did the use of electronic cigarettes or any similar device help you to stop or reduce your tobacco consumption?

	Yes, you stopped smoking tobacco completely	Yes, you stopped smoking tobacco for a while but started again	Yes, you reduced your tobacco smoking but did not stop	No, you did not reduce your tobacco smoking at all	No and actually you increased your tobacco smoking	Don't know
 EU28	14%	13%	21%	45%	4%	3%
 AT	12%	10%	31%	42%	4%	1%
 BE	12%	6%	19%	58%	5%	0%
 BG	14%	6%	26%	50%	1%	3%
 CY	14%	10%	17%	48%	10%	1%
 CZ	9%	11%	25%	49%	4%	2%
 DE	10%	7%	16%	63%	4%	0%
 DK	12%	4%	30%	49%	3%	2%
 EE	13%	11%	12%	44%	11%	9%
 EL	7%	12%	23%	57%	1%	0%
 ES	13%	13%	19%	45%	4%	6%
 FI	15%	7%	18%	43%	5%	12%
 FR	14%	12%	20%	49%	2%	3%
 HR	13%	9%	14%	56%	1%	7%
 HU	7%	27%	25%	36%	3%	2%
 IE	24%	15%	27%	31%	3%	0%
 IT	15%	26%	26%	32%	1%	0%
 LT	8%	8%	14%	51%	8%	11%
 LU	4%	2%	9%	69%	8%	8%
 LV	18%	4%	16%	46%	4%	12%
 MT	12%	11%	22%	44%	9%	2%
 NL	7%	12%	21%	55%	2%	3%
 PL	16%	8%	16%	50%	8%	2%
 PT	6%	16%	11%	61%	6%	0%
 RO	8%	11%	20%	53%	8%	0%
 SE	11%	6%	16%	48%	3%	16%
 SI	3%	0%	25%	58%	6%	8%
 SK	16%	7%	18%	46%	6%	7%
 UK	21%	16%	27%	27%	6%	3%

Highest percentage per country	<i>Lowest percentage per country</i>
Highest percentage per item	Lowest percentage per item

Base: Smokers and ex-smokers that use or have tried e-cigarettes, n=2,832

Socio-demographic analysis shows that:

- Women are more likely than men to say that they did not reduce their tobacco use at all as a result of using e-cigarettes (48% vs. 43% of men).
- 25-39 year-olds (17%) and those aged 55+ (16%) are most likely to say that they were able to stop smoking tobacco completely. The youngest respondents (aged 15-24), on the other hand, are the most likely to say using e-cigarettes did not reduce their tobacco smoking at all (52% vs. 43%-45%), which corresponds to the higher number of users who said it was not important in stopping smoking.
- 17% of respondents with the highest education levels were able to quit smoking tobacco completely, compared with 11%-13% of those with lower levels. Those with the lowest levels are most likely to say they did not reduce their tobacco smoking at all (53% vs. 44%-45%).
- House persons (57%) and the unemployed (50%) are the occupation groups most likely to say they did not reduce their smoking at all, while managers have the highest proportion who say they were able to quit smoking tobacco completely (25%).
- Those in the upper middle and upper class have the highest proportions who were able to quit tobacco completely (21% and 34% vs. 12%-14%).

Those who said quitting or reducing tobacco smoking was an important reason for starting to use e-cigarettes are more likely to report that they successfully used e-cigarettes to do so. For example, 16% of those who said this was an important factor were able to quit smoking tobacco entirely, compared with 8% who said this was not an important factor. On the other hand, 66% of those who said this was not an important factor did not reduce their tobacco use at all when using e-cigarettes, compared with 38% of those who said quitting or cutting back was an important factor.

QC13 You said that you smoke or used to smoke tobacco but also use or used electronic cigarettes or any similar device. Did the use of electronic cigarettes or any similar device help you to stop or reduce your tobacco consumption?

	Yes, you stopped smoking tobacco completely	Yes, you stopped smoking tobacco for a while but started again	Yes, you reduced your tobacco smoking but did not stop	No, you did not reduce your tobacco smoking at all	No and actually you increased your tobacco smoking
EU28	14%	13%	21%	45%	4%
Gender					
Man	15%	13%	22%	43%	4%
Woman	14%	12%	20%	48%	3%
Age					
15-24	12%	11%	20%	52%	3%
25-39	17%	11%	20%	45%	4%
40-54	10%	15%	26%	43%	4%
55 +	16%	14%	17%	44%	5%
Age 15-24					
15-17	19%	-	34%	46%	-
18-24	12%	12%	18%	52%	4%
Education (End of)					
15-	11%	11%	18%	53%	4%
16-19	13%	14%	24%	45%	3%
20+	17%	14%	17%	44%	4%
Still studying	15%	9%	18%	51%	3%
Socio-professional category					
Self-employed	12%	12%	27%	39%	5%
Managers	25%	12%	18%	43%	2%
Other white collars	17%	15%	18%	41%	4%
Manual workers	11%	15%	23%	46%	4%
House persons	7%	9%	21%	57%	3%
Unemployed	12%	10%	19%	50%	6%
Retired	16%	14%	24%	39%	3%
Students	15%	9%	18%	51%	3%
Consider belonging to					
The working class	14%	13%	24%	43%	4%
The lower middle class	13%	14%	24%	41%	5%
The middle class	12%	13%	18%	51%	3%
The upper middle class	21%	7%	23%	44%	4%
The upper class	34%	4%	12%	50%	-
Smoking status					
Smokers	4%	14%	24%	52%	4%
Stopped smoking	54%	6%	9%	22%	4%
Never smoked	-	-	-	-	-
Non-Smokers	54%	6%	9%	22%	4%
Tried to quit smoking					
Yes	4%	17%	27%	48%	3%
No	3%	8%	18%	61%	6%
Use of e-cigarettes					
Use	35%	12%	32%	19%	1%
Has stopped	14%	22%	26%	31%	6%
Has tried	8%	9%	16%	59%	4%
Using e-cigarettes for reducing smoking					
Important	16%	16%	26%	38%	3%
Not important	8%	6%	10%	66%	5%

Base: Smokers and ex-smokers that use or have tried e-cigarettes, n=2,832

6. AWARENESS OF AND ATTITUDES TOWARDS TOBACCO AND E-CIGARETTES

This section of the report explores Europeans' awareness of factors that indicate the harmfulness of a cigarette brand. It also considers whether Europeans think e-cigarettes are harmful, and their attitudes towards a range of policy measures affecting tobacco products and e-cigarettes.

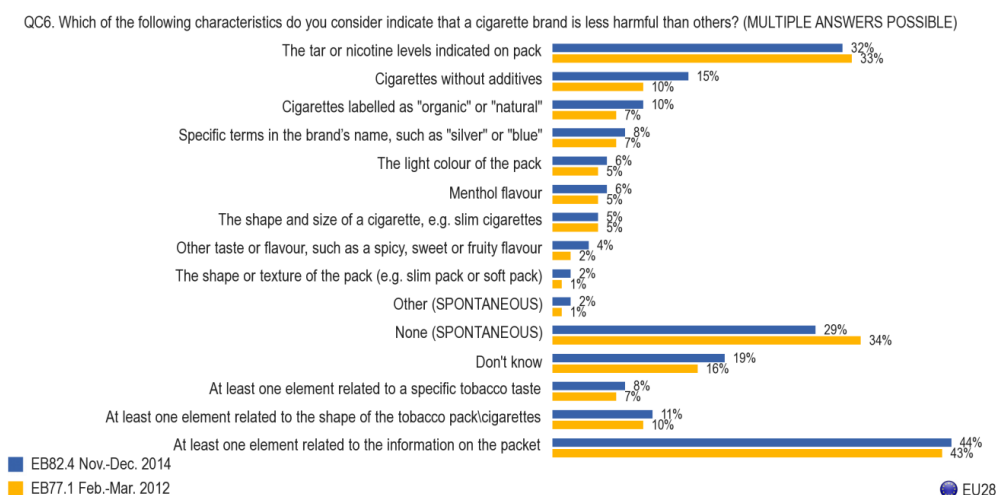
6.1. Factors indicative of harmful effects of a cigarette brand

- Tar or nicotine levels are most likely to be considered an indication of the level of harm from a cigarette brand -

Respondents were asked to consider which of a range of characteristics indicated a cigarette brand was less harmful than others³³. Almost one third (32%) consider that the tar or nicotine levels on the pack indicate the level of harm. The second most important indication supposedly suggesting lower harm is the claim that the cigarettes are without additives (15%, +5 percentage points). One in ten (10%, +3) say labels such as "organic" or "natural" are such indicators, while 8% (+1 pp) said this about specific brand-name terms such as "silver" or "blue". Around one in twenty say a light pack colour, menthol flavouring (both 6%, +1), or the shape and size (5%, =) or other flavour (4%, +2) are indicators.

Overall, the results show that items relating to information on the packet are more often taken to indicate the level of harm (44%) than the shape of the pack or the cigarettes (11%) or the taste (8%).

Compared with the previous survey in 2012, respondents more frequently mention a lack of additives (+5 percentage points), "organic" or "natural" labelling (+3) or other tastes (+2) as an indicator of reduced harm.



³³ QC6: Which of the following characteristics do you consider indicate that a cigarette brand is less harmful than others? (MULTIPLE ANSWERS POSSIBLE) Menthol flavour; Other taste or flavour, such as a spicy, sweet or fruity flavour; The shape and size of a cigarette, e.g. slim cigarettes; The tar or nicotine levels indicated on pack; The light colour of the pack; Specific terms in the brand's name, such as "silver" or "blue"; Cigarettes without additives; Cigarettes labelled as "organic" or "natural"; The shape or texture of the pack (e.g. slim pack or soft pack); Other (SPONTANEOUS); None (SPONTANEOUS); DK.

A deeper analysis of the results shows that, compared with non-smokers, smokers are more likely to consider the tar and nicotine levels on the pack (27% vs. 45%) or lack of additives (13% vs. 23%) as indicators of the level of harm. They also more frequently think that labels such as "organic" or "natural" (13% vs. 9%), or specific terms in the name such as "silver" (13% vs. 6%), indicate reduced harm. It is interesting to note that only a quarter (25%) of smokers say that none of the characteristics tested indicate the level of harm of a cigarette brand.

Across all Member States, items relating to information on the pack are most often considered indicators of harm from a cigarette brand, rather than those relating to the shape/design or taste. This is particularly the case in Greece (60%) and Hungary and Austria (both 58%).

In every Member State, respondents are most likely to say that the **tar or nicotine levels** indicated on the pack are an indicator of harm, most strikingly in Greece (47%), Bulgaria (43%), Hungary (42%) and Luxembourg (40%) – particularly in comparison with Finland (15%).

The fact that a cigarette has **no additives** is most likely to be considered as an indicator of reduced harm in Denmark (24%), Austria (22%) and Greece, Hungary and Italy (all 21%), and least likely to be so by respondents in Finland (5%) and Bulgaria (6%).

Across the EU, respondents in Austria (19%), Italy (17%) and Greece (15%) are most likely to consider "**organic**" and "**natural**" on the label as an indicator of reduced harm, compared with 4% in Finland and 5% in Germany and Poland. **Specific terms such as "silver" in the brand name** are most often considered to be indicators of reduced harm in Austria (23%), and Italy and the Czech Republic (both 15%).

Menthol flavour is most frequently mentioned by respondents in Ireland (11%) and the UK (10%), while **other tastes or flavours** are most often mentioned by respondents in Austria (12%) as indicators of reduced harm. The **light colour of the pack** is most frequently considered an indicator of reduced harm in Hungary (21%) and Austria (16%), while the **shape and size of the cigarette** is most often mentioned in Bulgaria (14%) and Slovakia (11%).

The data show that many smokers still have erroneous beliefs about the harm caused by specific factors and are misled by indications such as lower tar/nicotine levels, or additive-free, even if the indications as such are correct.

QC6. Which of the following characteristics do you consider indicate that a cigarette brand is less harmful than others? (MULTIPLE ANSWERS POSSIBLE)






	The tar or nicotine levels indicated on pack	Cigarettes without additives	Cigarettes labelled as "organic" or "natural"	Specific terms in the brand's name, such as "silver" or "blue"	Menthol flavour	The light colour of the pack	The shape and size of a cigarette, e.g. slim cigarettes	Other taste or flavour, such as a spicy, sweet or fruity flavour	The shape or texture of the pack (e.g. slim pack or soft pack)	Other (SPONTANEOUS)	None (SPONTANEOUS)	Don't know	At least one element related to a specific tobacco taste	At least one element related to the shape of the tobacco pack/cigarettes	At least one element related to the information on the packet
EU28	32%	15%	10%	8%	6%	6%	5%	4%	2%	2%	29%	19%	8%	11%	44%
Smokers	45%	23%	13%	13%	7%	9%	7%	4%	2%	2%	25%	7%	9%	16%	61%
Non-smokers	27%	13%	9%	6%	6%	5%	4%	3%	2%	2%	31%	23%	8%	9%	39%
AT	37%	22%	19%	23%	6%	16%	10%	12%	3%	2%	25%	11%	15%	24%	58%
BE	37%	19%	14%	7%	7%	9%	7%	6%	3%	2%	31%	9%	11%	15%	52%
BG	43%	6%	6%	12%	3%	10%	14%	4%	3%	1%	18%	25%	6%	21%	51%
CY	39%	9%	8%	4%	5%	5%	2%	3%	1%	4%	33%	16%	6%	8%	45%
CZ	36%	8%	12%	15%	7%	14%	8%	4%	3%	2%	17%	21%	9%	22%	50%
DE	28%	16%	5%	6%	5%	3%	2%	3%	1%	1%	42%	15%	7%	6%	38%
DK	28%	24%	11%	2%	6%	6%	4%	2%	1%	13%	26%	13%	7%	9%	45%
EE	30%	7%	7%	4%	5%	10%	4%	2%	1%	1%	28%	29%	6%	13%	38%
EL	47%	21%	15%	10%	2%	9%	9%	3%	3%	1%	32%	7%	4%	16%	60%
ES	32%	18%	12%	8%	3%	5%	2%	1%	1%	1%	33%	15%	4%	7%	47%
FI	15%	5%	4%	2%	5%	4%	3%	2%	0%	2%	59%	13%	6%	6%	21%
FR	38%	20%	13%	4%	7%	4%	4%	3%	2%	3%	20%	21%	9%	8%	51%
HR	34%	18%	14%	7%	5%	10%	9%	7%	1%	4%	17%	21%	11%	17%	49%
HU	42%	21%	8%	13%	5%	21%	10%	7%	4%	1%	16%	15%	10%	29%	58%
IE	30%	11%	11%	7%	11%	6%	5%	5%	1%	1%	23%	26%	13%	11%	42%
IT	34%	21%	17%	15%	3%	8%	7%	6%	4%	3%	18%	22%	8%	15%	53%
LT	34%	14%	9%	4%	6%	12%	6%	4%	2%	4%	29%	17%	8%	17%	45%
LU	40%	18%	8%	5%	4%	3%	4%	2%	2%	5%	31%	16%	5%	8%	46%
LV	35%	12%	7%	5%	6%	10%	5%	4%	1%	2%	24%	22%	9%	14%	44%
MT	30%	10%	11%	8%	3%	6%	5%	7%	2%	2%	24%	27%	9%	11%	42%
NL	38%	13%	9%	4%	7%	6%	6%	3%	1%	5%	30%	11%	9%	12%	48%
PL	26%	9%	5%	12%	7%	11%	8%	3%	2%	2%	26%	24%	9%	19%	40%
PT	23%	15%	7%	5%	4%	3%	3%	4%	3%	2%	35%	22%	8%	9%	37%
RO	32%	14%	12%	8%	8%	6%	6%	6%	2%	3%	12%	37%	11%	10%	42%
SE	37%	12%	9%	5%	5%	4%	3%	3%	1%	3%	38%	9%	7%	7%	46%
SI	35%	13%	8%	10%	6%	5%	6%	3%	3%	12%	22%	19%	7%	12%	44%
SK	26%	15%	12%	8%	7%	13%	11%	4%	3%	3%	23%	18%	10%	24%	46%
UK	25%	8%	6%	2%	10%	3%	3%	3%	1%	1%	39%	22%	11%	6%	33%

Highest percentage per country	Lowest percentage per country
Highest percentage per item	Lowest percentage per item

Socio-demographic analysis reveals the following differences:

- Men are more likely than women to say that tar or nicotine levels (35% vs. 29%), or the absence of additives (17% vs. 13%), are indicators of the level of harm of a cigarette brand.
- Compared with other age groups, respondents aged 55+ are least likely to mention tar or nicotine levels (26% vs. 34%-36%) or the lack of additives (12% vs. 16%-19%) as indicators of reduced harm, and most likely to say that none of these factors indicate reduced harm (33% vs. 23%-28%).
- Compared with the overall average, a larger proportion of 15-24 year-olds consider the absence of additives (19% vs. 15%), "organic" or "natural" labelling (13% vs. 10%), or menthol flavour (8% vs. 6%), to be indicators of reduced harm. Furthermore, a higher proportion of 18-24 year-olds consider the absence of additives to be an indicator of the level of harm compared with 15-17 year-olds (20% vs. 17%). The same pattern applies for menthol flavour (9% vs. 5%).
- Amongst the youngest respondents, 35% of those aged 18-24 mention tar or nicotine levels, compared with 30% of those aged 15-17. On the other hand, 15-17 year-olds more often say they don't know if any of these characteristics indicate the level of harm (27% vs. 18% of 18-24 year-olds).
- The longer a respondent remained in education, the more often they say that tar and nicotine levels indicate harm: 26% with the lowest level say this, compared with 36% of those with the highest level.
- Those with the most household financial difficulties more frequently say that tar and nicotine levels indicate harm (38% vs. 31%-33%), while those with the least difficulties have the highest proportion who say none of these characteristics indicate harm (32% vs. 21%-24%).

QC6 Which of the following characteristics do you consider indicate that a cigarette brand is less harmful than others? (MULTIPLE ANSWERS POSSIBLE)

	Menthol flavour	Other taste or flavour, such as a spicy, sweet or fruity flavour	The shape and size of a cigarette, e.g. slim cigarettes	The tar or nicotine levels indicated on pack	The light colour of the pack	Specific terms in the brand's name, such as "silver" or "blue"	Cigarettes without additives	Cigarettes labelled as "organic" or "natural"	The shape or texture of the pack (e.g. slim pack or soft pack)	Other (SPONTANEOUS)	None (SPONTANEOUS)	Don't know
EU28	6%	4%	5%	32%	6%	8%	15%	10%	2%	2%	29%	19%
 Gender												
Man	6%	4%	5%	35%	7%	8%	17%	10%	2%	2%	28%	16%
Woman	6%	3%	5%	29%	6%	7%	13%	9%	2%	2%	30%	22%
 Age												
15-24	8%	4%	6%	34%	7%	8%	19%	13%	2%	2%	23%	20%
25-39	5%	4%	6%	36%	7%	9%	17%	12%	2%	3%	27%	14%
40-54	6%	4%	4%	34%	8%	9%	16%	10%	2%	2%	28%	16%
55 +	5%	3%	4%	26%	5%	5%	12%	7%	2%	2%	33%	24%
 Age 15-24												
15-17	5%	5%	5%	30%	6%	6%	17%	12%	3%	1%	23%	27%
18-24	9%	4%	6%	35%	7%	9%	20%	13%	2%	2%	23%	18%
 Education (End of)												
15-	5%	3%	3%	26%	5%	5%	13%	8%	2%	2%	32%	25%
16-19	7%	4%	5%	32%	7%	9%	15%	10%	2%	2%	29%	17%
20+	5%	4%	5%	36%	6%	7%	16%	10%	2%	2%	30%	16%
Still studying	5%	4%	5%	34%	6%	7%	20%	14%	2%	2%	23%	21%
 Difficulties paying bills												
Most of the time	6%	4%	5%	38%	6%	9%	18%	13%	3%	2%	21%	19%
From time to time	6%	5%	7%	33%	8%	10%	17%	12%	2%	3%	24%	18%
Almost never/ Never	6%	3%	4%	31%	6%	7%	14%	9%	2%	2%	32%	19%

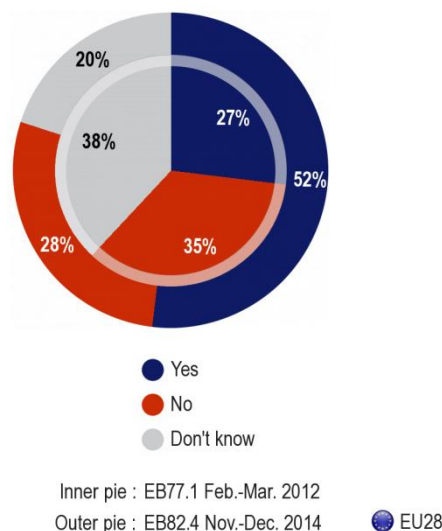
6.2. The effect of e-cigarettes on health

- The proportion of Europeans who think e-cigarettes are harmful has increased sharply -

More than half of all Europeans now think that e-cigarettes are harmful (52%), 28% think they are not and 20% do not know³⁴.

Since 2012, there has been a large increase of 25 percentage points in the proportion who think that e-cigarettes are harmful to the health of those who use them. In general, Europeans seem more aware of e-cigarettes than they were in 2012, with an 18 percentage point decrease in the proportion who say they don't know whether e-cigarettes are harmful to health.

QC8. In recent years electronic cigarettes or e-cigarettes have been increasingly marketed in Europe. Do you think that they are harmful or not to the health of those who use them?



At least half of all respondents in 21 Member States say that e-cigarettes are harmful to the health of users. This is particularly the case in the Netherlands (78%), Finland and Lithuania (both 70%), and Denmark (69%) and Sweden (68%). Respondents in Hungary (33%), the UK (39%), Italy (41%) and Austria (42%) are the least likely to think they are harmful.

It is worth noting that in ten Member States at least one in five respondents say they do not know if e-cigarettes are harmful. This is particularly the case in Bulgaria (30%) and Ireland (26%).

Across the EU as a whole there has been a large increase in the proportion of people who think e-cigarettes are harmful to the health of users, but in some Member States the increases have been dramatic. This is particularly true for respondents in Sweden (+45






























³⁴ QC8: In recent years electronic cigarettes or e-cigarettes have been increasingly marketed in Europe. Do you think that they are harmful or not to the health of those who use them?

percentage points), Denmark, Spain, Lithuania (all +41) and Cyprus and Malta (both +39).

This is a stark contrast to the very small increases amongst respondents in Hungary (+2), Greece (+4) and Germany (+5), although Hungary is the only one of these countries where fewer than half think e-cigarettes are harmful.

QC8. In recent years electronic cigarettes or e-cigarettes have been increasingly marketed in Europe. Do you think that they are harmful or not to the health of those who use them?

+ evolution compared with EB77.1 Feb.-Mar. 2012


		Yes		No		Don't know	
	EU28	52%	+25	28%	-7	20%	-18
	SE	68%	+45	13%	-7	19%	-38
	DK	69%	+41	21%	-20	10%	-21
	ES	56%	+41	20%	-22	24%	-19
	LT	70%	+41	15%	-13	15%	-28
	CY	63%	+39	18%	-8	19%	-31
	MT	63%	+39	20%	-10	17%	-29
	IE	48%	+36	26%	-9	26%	-27
	NL	78%	+36	11%	-19	11%	-17
	FR	60%	+34	22%	-8	18%	-26
	EE	67%	+30	17%	-18	16%	-12
	PT	57%	+30	23%	-4	20%	-26
	IT	41%	+27	39%	-8	20%	-19
	LU	66%	+27	19%	-1	15%	-26
	PL	52%	+26	27%	-14	21%	-12
	SI	60%	+26	21%	=	19%	-26
	BG	45%	+25	25%	-2	30%	-23
	CZ	54%	+24	29%	-20	17%	-4
	UK	39%	+24	41%	+2	20%	-26
	RO	54%	+21	23%	-2	23%	-19
	SK	48%	+20	35%	-12	17%	-8
	BE	53%	+17	31%	-10	16%	-7
	FI	70%	+17	21%	-9	9%	-8
	AT	42%	+15	43%	+1	15%	-16
	LV	63%	+11	20%	-3	17%	-8
	DE	51%	+5	26%	+5	23%	-10
	EL	53%	+4	23%	-6	24%	+2
	HU	33%	+2	49%	+8	18%	-10
	HR	50%	NA	34%	NA	16%	NA


Socio-demographic analysis highlights the following differences:


- The older the respondent, the less likely they are to say e-cigarettes are harmful to the health of users: 56% of 15-24 year-olds think this way, compared with 48% of those aged 55+.
- The longer a respondent remained in education, the more likely they are to say e-cigarettes are harmful: 46% those with the lowest education levels say this, compared with 57% of those who completed education aged 20+.
- Managers more often say e-cigarettes are harmful, particularly compared with retired persons (58% vs. 49%).
- A higher proportion of those who have tried to quit smoking tobacco say e-cigarettes are harmful, compared with those who have not tried to quit (53% vs. 45%). Interestingly, there are no differences between different groups of tobacco smokers (current, past, never smoked).
- Finally, the majority of those who have never used e-cigarettes (52%), or who have only tried them (59%), think they are harmful to health, compared with 45% of those who used them but have stopped, and 39% of current e-cigarette users.

QC8 In recent years electronic cigarettes or e-cigarettes have been increasingly marketed in Europe. Do you think that they are harmful or not to the health of those who use them?

	Yes	No	Don't know
EU28	52%	28%	20%

 Age			
15-24	56%	30%	14%
25-39	54%	30%	16%
40-54	51%	29%	20%
55 +	48%	26%	26%

 Education (End of)			
15-	46%	28%	26%
16-19	50%	30%	20%
20+	57%	25%	18%
Still studying	57%	28%	15%

 Socio-professional category			
Self-employed	51%	31%	18%
Managers	58%	25%	17%
Other white collars	51%	32%	17%
Manual workers	52%	29%	19%
House persons	50%	29%	21%
Unemployed	50%	32%	18%
Retired	49%	25%	26%
Students	57%	28%	15%

Tried to quit smoking			
Yes	53%	30%	17%
No	45%	35%	20%

Use of e-cigarettes			
Use	39%	52%	9%
Has stopped	45%	46%	9%
Has tried	59%	28%	13%
Never used	52%	27%	21%

6.3. Attitudes to tobacco and electronic cigarette control policies

- The majority of Europeans are in favour of policy measures affecting tobacco and e-cigarettes -

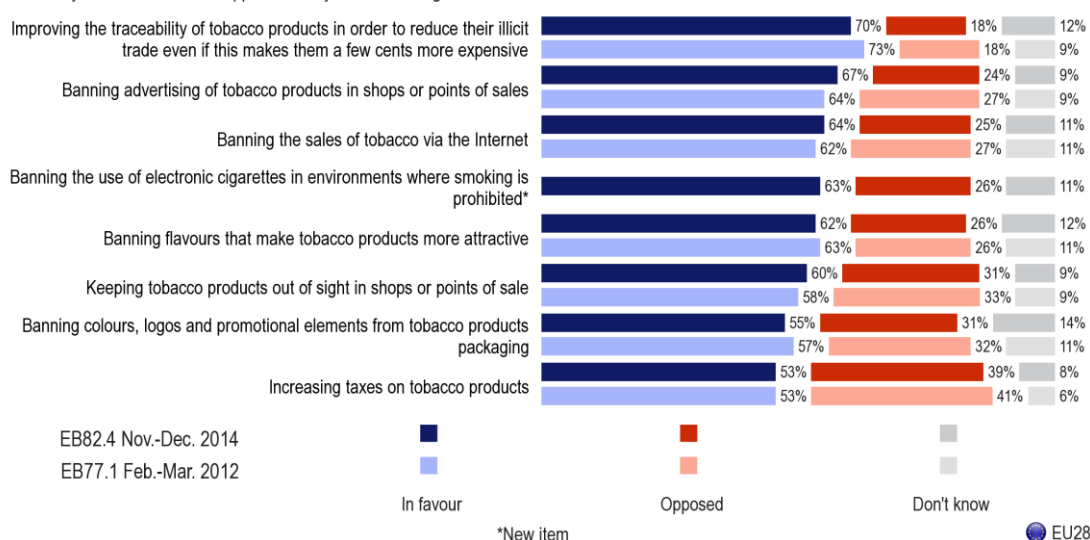
Respondents were asked if they were in favour of, or opposed to, a range of policy measures concerning the sale and use of tobacco products and e-cigarettes³⁵. A majority confirmed that they support each of the policy measures tested.

A majority of respondents say they are in favour of improving the traceability of tobacco products in order to reduce their illicit trade - even if this makes them a few cents more expensive (70%) - or banning tobacco advertising in shops or at points of sale (67%). Almost three-quarters are in favour of banning online tobacco sales (64%), or banning the use of e-cigarettes where smoking is prohibited (63%).

Increasing taxes on tobacco products receives least support, but even in this case the majority (53%) are in favour.

There have only been small changes since the last survey in 2012. There have been declines in the proportions of respondents in favour of improving the traceability of tobacco products (-3 percentage points), banning colours, logos or promotional elements from tobacco packaging (-2), and banning flavours that make tobacco products more attractive (-1), but increased support for banning advertising in shops or at points of sale (+3), banning Internet sales (+2) and keeping tobacco products out of sight at shops or points of sale (+2).

QC19. Would you be in favour of or opposed to any of the following measures?



³⁵ QC19: Would you be in favour of or opposed to any of the following measures? Improving the traceability of tobacco products in order to reduce their illicit trade even if this makes them a few cents more expensive (M); Increasing taxes on tobacco products; Banning colours, logos and promotional elements from tobacco products packaging; Banning flavours that make tobacco products more attractive; Banning the use of electronic cigarettes in environments where smoking is prohibited (N); Banning the sales of tobacco via the Internet (M); Keeping tobacco products out of sight in shops or points of sale; Banning advertising of tobacco products in shops or points of sales.

At least six out of ten respondents in every Member State are in favour of **improving the traceability of tobacco products to reduce illicit sales, even if this makes them a few cents more expensive**. Those in Sweden (86%), Cyprus (82%), Ireland (81%), and Malta (80%) most often mention this, compared with 60% in Croatia, 63% in Hungary and Bulgaria, and 64% in Lithuania.

Compared with 2012, a higher proportion of respondents in Latvia are now in favour of this policy (+16 percentage points), while support has declined in Poland (-15), Hungary (-14) and Bulgaria (-13).

The largest proportions of respondents in favour of **banning advertising of tobacco products in shops and at points of sale** are observed in Cyprus (81%), Ireland (80%) and Sweden (79%), particularly when compared with Austria (54%) and Bulgaria (59%). Since 2012, support for this measure has risen in Latvia (+12 percentage points), Lithuania (+11), the Netherlands and Estonia (both +10) but has declined in Slovakia (-12).

Along with those in Ireland (78%), respondents in Cyprus are most in favour of **banning Internet sales of tobacco** (77%), followed by those in Italy and Belgium (both 72%). Those in Lithuania (+13) and Latvia (+10) are now more likely to support this policy than in 2012, while support has fallen in Slovakia (-14).

More than three-quarters of respondents in Malta are in favour of **banning the use of e-cigarettes in environments where smoking is prohibited** (77%), as are 71% in Finland, Portugal and Cyprus. This compares with 51% in Greece and Bulgaria.

Across the EU, respondents in Ireland, Cyprus (both 75%) and Lithuania and Belgium (both 70%) are most likely to support **banning flavours that make tobacco products more attractive**, particularly in comparison with those in the Czech Republic (46%), Bulgaria (50%) and Romania (54%). Respondents in Lithuania and Luxembourg (both +8 percentage points) are more likely to support this policy than in 2012, while support has fallen in Slovakia (-13) and Cyprus (-10).

Ireland (81%), the UK (75%) and Latvia (74%) have the largest proportions of respondents in favour of **keeping tobacco products out of sight in shops and points of sale**, while Austria (44%), Germany (46%) and France (49%) have the lowest. Support for this policy has increased most in Portugal (+13 percentage points) and the Netherlands, Latvia and Denmark (all +10), but has decreased in Cyprus and Ireland (both -7).

Ireland (74%), Cyprus (73%) and Malta (69%) have the largest proportions of respondents who are in favour of **banning colours, logos and promotional elements from tobacco product packaging**, particularly compared with the Netherlands (43%) and Bulgaria (45%). Compared with 2012, respondents in Luxembourg (+7 percentage points) and Malta (+6) now view this policy more favourably, while support has fallen in Slovakia (-15).

Sweden (70%), Finland (68%) and Malta (67%) have the largest proportions of respondents in favour of **increasing taxes on tobacco products**, particularly compared with France (39%), Greece (41%) and Bulgaria (43%). These results are not surprising considering that Sweden, Finland and Malta have the lowest proportions of current smokers, while France, Greece and Bulgaria have three of the four highest proportions of current smokers.

Respondent in Latvia (+16 percentage points), Malta (+13) and Lithuania (+10) are more likely to support increasing taxes on tobacco products than they were in 2012, while support has declined in Bulgaria (-9).

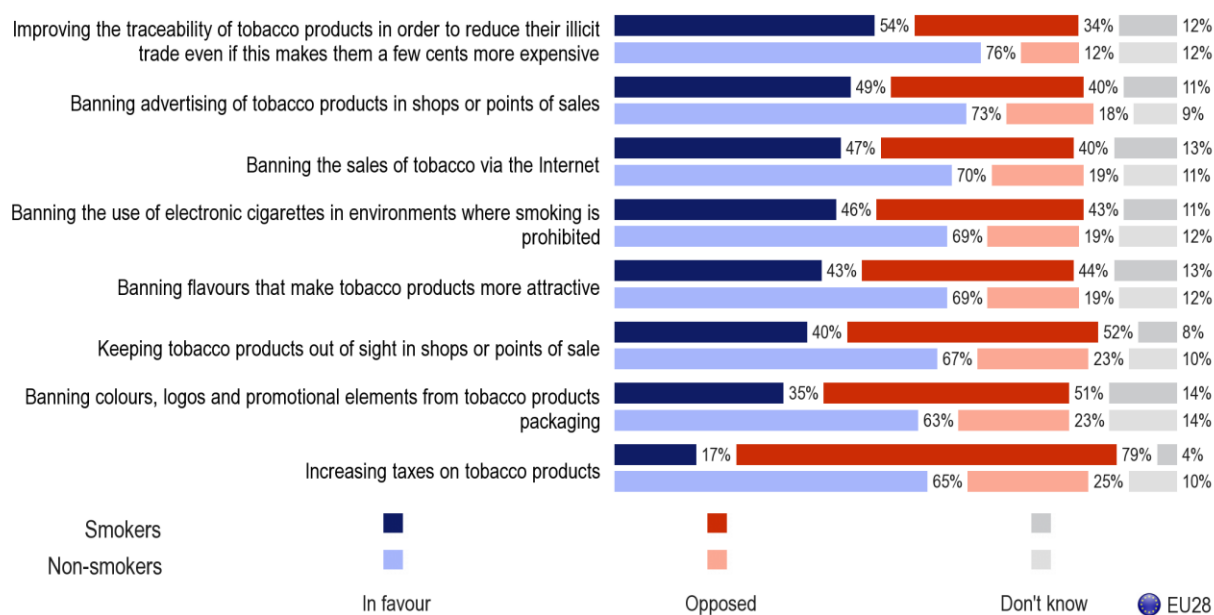
QC19. Would you be in favour of or opposed to any of the following measures?
Answer: 'In favour'

+ evolution compared with EB77.1 Feb.-Mar. 2012

	Improving the traceability of tobacco products in order to reduce their illicit trade even if this makes them a few cents more expensive		Banning advertising of tobacco products in shops or points of sale		Banning the sales of tobacco via the Internet		Banning the use of electronic cigarettes in environments where smoking is prohibited*		Banning flavours that make tobacco products more attractive		Keeping tobacco products out of sight in shops or points of sale		Banning colours, logos and promotional elements from tobacco products packaging		Increasing taxes on tobacco products	
	2012	2013	2012	2013	2012	2013	2012	2013	2012	2013	2012	2013	2012	2013	2012	2013
EU28	70%	-3	67%	+3	64%	+2	63%		62%	-1	60%	+2	55%	-2	53%	=
Smokers	54%	-4	49%	+1	47%	-1	46%		43%	-2	40%	=	35%	-2	17%	=
Non-smokers	76%	-4	73%	+2	70%	+2	69%		69%	-1	67%	+2	63%	-1	65%	-2
AT	65%	-2	54%	+5	63%	+4	58%		61%	+8	44%	+4	48%	+3	54%	+6
BE	79%	-1	70%	+3	72%	=	65%		70%	-4	69%	+2	65%	=	59%	-1
BG	63%	-13	59%	-6	57%	+4	51%		50%	+2	52%	+1	45%	+1	43%	-9
CY	82%	-7	81%	+3	77%	-5	71%		75%	-10	70%	-7	73%	-2	59%	-4
CZ	68%	-7	67%	=	62%	-3	57%		46%	-1	61%	-1	47%	+1	59%	+5
DE	71%	-1	62%	+3	56%	=	63%		64%	=	46%	-2	47%	-2	50%	+1
DK	71%	=	68%	+6	50%	+7	57%		66%	-2	59%	+10	56%	+7	62%	-5
EE	68%	-3	78%	+10	66%	-1	70%		63%	+1	68%	+3	60%	-2	63%	+6
EL	71%	-10	76%	+7	68%	+3	51%		61%	-6	66%	=	57%	-7	41%	+3
ES	64%	-10	64%	+6	65%	+3	66%		60%	=	62%	+1	56%	+1	49%	=
FI	72%	-11	75%	-5	71%	-5	71%		65%	-6	69%	=	61%	-5	68%	-3
FR	69%	-5	64%	+3	68%	+6	61%		66%	-5	49%	-2	54%	-3	39%	-6
HR	60%	NA	69%	NA	58%	NA	59%		57%	NA	62%	NA	53%	NA	56%	NA
HU	63%	-14	66%	-4	64%	-6	54%		57%	-9	63%	-4	56%	-6	48%	-5
IE	81%	-1	80%	-4	78%	-5	66%		75%	-7	81%	-7	74%	-7	63%	-2
IT	76%	+3	75%	+6	72%	+1	70%		66%	-3	68%	+3	62%	-3	60%	-3
LT	64%	+9	70%	+11	68%	+13	70%		70%	+8	58%	+7	60%	-2	53%	+10
LU	74%	+1	65%	+7	63%	+4	67%		66%	+8	55%	+2	52%	+7	61%	+4
LV	73%	+16	75%	+12	67%	+10	69%		64%	+7	74%	+10	64%	+8	60%	+16
MT	80%	+6	78%	=	69%	+5	77%		69%	+4	72%	+4	69%	+6	67%	+13
NL	72%	+5	61%	+10	52%	+5	57%		56%	+6	56%	+10	43%	+5	56%	+1
PL	58%	-15	67%	+2	58%	-2	64%		53%	+2	60%	+2	51%	-1	48%	=
PT	71%	+1	65%	-1	68%	+8	71%		63%	+1	56%	+13	58%	-3	58%	-1
RO	65%	=	61%	+1	57%	+3	60%		54%	+2	58%	+5	52%	+2	55%	=
SE	86%	+8	79%	+7	66%	+8	65%		64%	+6	72%	+5	56%	+4	70%	+8
SI	67%	-10	67%	+3	60%	=	62%		58%	+5	61%	+2	54%	+4	59%	-5
SK	67%	-10	68%	-12	63%	-14	63%		56%	-13	66%	-5	56%	-15	59%	-4
UK	76%	=	71%	+2	67%	+1	59%		63%	-4	75%	+6	66%	=	59%	+3

As might be expected, there are large differences in the attitudes of smokers and non-smokers towards these policy measures, with a larger proportion of non-smokers in favour of each measure – in each case by at least 23 percentage points. The difference is greatest on the issue of increasing taxes on tobacco products – 17% of smokers support this policy, compared with 65% of non-smokers.

QC19. Would you be in favour of or opposed to any of the following measures?



Base: Smokers, n=7,278; Non-smokers, n=20,440

Socio-demographic analysis shows the following differences:

- With the exception of banning advertising and improving traceability, women view each policy more favourably than men. For example, 66% are in favour of banning e-cigarettes where smoking is banned, compared with 59% of men.
- The older the respondent, the more they are in favour of banning advertising of tobacco products in shops or at points of sale; banning the sales of tobacco via the Internet; banning flavours that make tobacco products more attractive; keeping tobacco products out of sight in shops or points of sale; or banning colours, logos and promotional elements from tobacco product packaging. For example, 61% of respondents aged 15-24 support banning advertising of tobacco products in shops or at points of sale, compared with 71% of those aged 55+.
- Amongst the youngest respondents, those aged 18-24 are less in favour of banning Internet tobacco sales than those aged 15-17 (56% vs. 63%).
- In terms of occupation, the unemployed generally have the smallest proportions in favour of each policy, while managers, white collar workers and the self-employed generally have the highest proportions in favour.
- The less household financial difficulty a respondent experiences, the more likely they are to support improving traceability and increasing taxes on tobacco products. For instance, 40% of those with the most difficulties are in favour of increasing taxes, compared with 56% of those with the least difficulties.
- Compared with those who have not tried to quit smoking, those who have tried are more likely to support each policy measure. For instance, 54% of those who have tried to quit are in favour of banning advertising of tobacco products in

shops and at points of sale, compared with 42% of those who have not tried to quit.

- Not surprisingly, a smaller proportion of current users of e-cigarettes are in favour of a ban on e-cigarettes where smoking is prohibited, compared with those who have stopped using them, have just tried them, or have never used them (24% vs. 43%, 43% and 66% respectively).

7. ADVERTISEMENTS AND PROMOTIONS

This final section considers Europeans' attitudes to the advertising and promotion of tobacco products and electronic cigarettes.

7.1. Advertisements and promotions for tobacco products

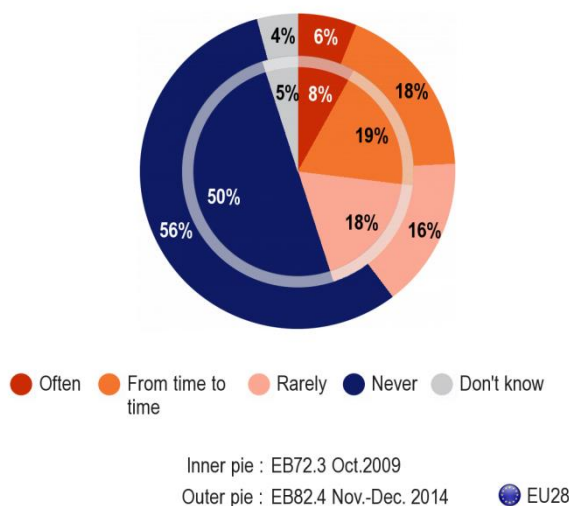
7.1.1. Frequency of exposure to advertisements and promotions for tobacco products

- Four in ten respondents have seen ads or promotions for tobacco products in the last 12 months -

Respondents were asked how often they had seen advertisements or promotions for tobacco products (not including e-cigarettes and similar) in the last 12 months³⁶. The majority (56%) say they have never seen such ads or promotions, while 16% have seen them rarely and 18% from time to time. Just 6% say they have seen advertisements or promotions for tobacco products often.

Respondents in the current survey are more likely to say they have never seen ads or promotions for tobacco products than in 2009 (56% vs. 50%), although it is important to note that the question in 2009 was slightly different³⁷.

QC20. In the past 12 months, have you seen advertisements or promotions for tobacco products in (OUR COUNTRY)? Advertisement and promotion for electronic cigarettes or similar devices should not be reported here.



³⁶ QC20: In the past 12 months, have you seen advertisements or promotions for tobacco products in (OUR COUNTRY)? Advertisement and promotion for electronic cigarettes or similar devices should not be reported here. Often; From time to time; Rarely; Never; DK.

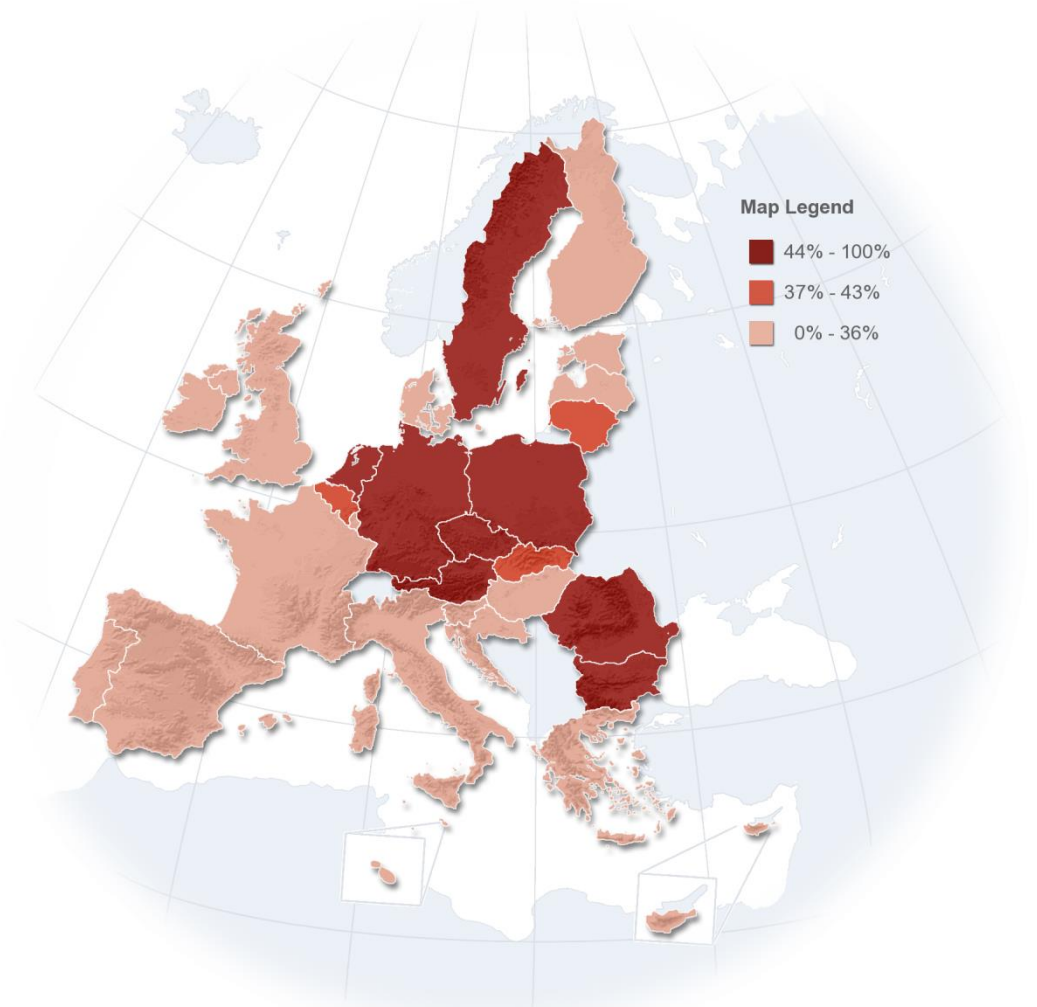
³⁷ In the last 6 months, have you seen tobacco advertising or promotion?

Sweden (62%), Bulgaria (61%) and Germany (58%) have the highest prevalence of exposure to tobacco ads or promotions in the last 12 months, compared with 21% in Cyprus, 22% in Finland and 23% in Spain and Hungary.

 SE	62%
 BG	61%
 DE	58%
 RO	57%
 AT	51%
 CZ	48%
 NL	47%
 PL	44%
 BE	41%
 EU28	40%
 LT	39%
 SK	38%
 IT	36%
 DK	36%
 LV	35%
 EE	34%
 UK	34%
 LU	33%
 PT	33%
 SI	32%
 IE	32%
 HR	31%
 EL	31%
 FR	27%
 MT	27%
 HU	23%
 ES	23%
 FI	22%
 CY	21%

Question: QC20. In the past 12 months, have you seen advertisements or promotions for tobacco products in (OUR COUNTRY)?
Advertisement and promotion for electronic cigarettes or similar devices should not be reported here.

Answers: Total 'Has seen advertisements or promotions'



Since 2009, there have been large changes in the total number of respondents who have seen ads or promotions for tobacco products in some countries. Most notably, there has been a decrease of 37 percentage points in Spain, 36 points in Greece and 23 points in Portugal. Increases in exposure to advertising have been relatively minor in Bulgaria (+7) and Romania (+9).

Looking at the national results in more detail shows there are five Member States where at least one in ten respondents have often seen ads or promotions in the past 12 months: Bulgaria (15%), Romania (12%), Sweden, the Czech Republic (both 11%) and Austria (10%). This compares to just 1% in Italy and Finland. The largest increase in the proportion who have often seen ads or promotions is observed in the Czech Republic (+5 percentage points), while the largest decreases are in Greece and Spain (both -8).

Bulgaria (31%) and Sweden and Germany (both 28%) have the highest proportions of respondents who have seen ads or promotions from time to time, compared with 7% in Finland and 8% in Hungary and Cyprus. Respondents in Bulgaria are now more likely to say they see ads or promotions from time to time than they were in 2009 (+12 percentage points).






























Sweden and Romania have the highest proportions of respondents who say they rarely see ads or promotions for tobacco products (both 23%), compared with 9% in Spain and 10% in Cyprus and France. It is important to note that although respondents in Sweden are the most likely to say that they have been exposed to this material from time to time or rarely, they are among the least likely to have never been so exposed. In other words, exposure in Sweden is rather high but not very frequent.

In the case of Romania, this represents an eight percentage point increase since 2009.

In 21 Member States, at least half of all respondents say they have not seen any ads or promotions for tobacco products in the last 12 months, and this is particularly the case in Finland (77%), Spain (76%), Hungary (74%) and France (70%). On the other hand, far fewer respondents in Bulgaria (32%), Sweden (33%), Germany (36%) and Romania (38%) say they have never seen ads or promotions.

QC20 In the past 12 months, have you seen advertisements or promotions for tobacco products in (OUR COUNTRY)? Advertisement and promotion for electronic cigarettes or similar devices should not be reported here.

+ evolution compared with EB72.3 Oct.2009

		Often		From time to time		Rarely		Never		Don't know		Total 'Has seen advertisements or promotions'	
	EU28	6%	-2	18%	-1	16%	-2	56%	+6	4%	-1	40%	-5
	RO	12%	-5	22%	+6	23%	+8	38%	-2	5%	-7	57%	+9
	BG	15%	+2	31%	+12	15%	-7	32%	-2	7%	-5	61%	+7
	CY	3%	+1	8%	+1	10%	+2	78%	=	1%	-4	21%	+4
	UK	6%	+2	16%	+1	12%	+1	61%	-5	5%	+1	34%	+4
	LT	7%	-2	18%	+4	14%	+1	57%	=	4%	-3	39%	+3
	NL	7%	+2	22%	+2	18%	-1	50%	-1	3%	-2	47%	+3
	DK	4%	-1	11%	-1	21%	+4	58%	-4	6%	+2	36%	+2
	IT	1%	-3	19%	+4	16%	+1	61%	-1	3%	-1	36%	+2
	DE	9%	-3	28%	+4	21%	=	36%	=	6%	-1	58%	+1
	EE	6%	+1	14%	+1	14%	-1	53%	-11	13%	+10	34%	+1
	FR	4%	=	13%	+3	10%	-2	70%	-1	3%	=	27%	+1
	SE	11%	+1	28%	+5	23%	-6	33%	+2	5%	-2	62%	=
	SI	4%	=	10%	-2	18%	+1	62%	=	6%	+1	32%	-1
	LV	6%	-2	14%	-3	15%	+1	61%	+5	4%	-1	35%	-4
	SK	6%	+2	13%	+1	19%	-7	55%	+1	7%	+3	38%	-4
	CZ	11%	+5	17%	-3	20%	-7	45%	+1	7%	+4	48%	-5
	IE	5%	+1	14%	+3	13%	-9	64%	+9	4%	-4	32%	-5
	PL	7%	-3	18%	-5	19%	+1	46%	+6	10%	+1	44%	-7
	LU	4%	-6	11%	-5	18%	+2	64%	+16	3%	-7	33%	-9
	MT	2%	-4	12%	-4	13%	-1	69%	+12	4%	-3	27%	-9
	AT	10%	+3	23%	-5	18%	-9	41%	+10	8%	+1	51%	-11
	BE	5%	-5	16%	-2	20%	-6	57%	+12	2%	+1	41%	-13
	HU	2%	-6	8%	-8	13%	-4	74%	+24	3%	-6	23%	-18
	FI	1%	-1	7%	-7	14%	-10	77%	+20	1%	-2	22%	-18
	PT	3%	-2	13%	-7	17%	-14	66%	+26	1%	-3	33%	-23
	EL	4%	-8	13%	-13	14%	-15	69%	+37	0%	-1	31%	-36
	ES	3%	-8	11%	-18	9%	-11	76%	+39	1%	-2	23%	-37
	HR	4%	NA	12%	NA	15%	NA	65%	NA	4%	NA	31%	NA

Socio-demographic analysis shows the following differences:

- Respondents aged 55+ are least likely to say that they have seen ads or promotions in the last 12 months (32% vs. 43%-47%). Young respondents have been exposed more often than older respondents: 10% of respondents aged 15-24 say that they have been exposed often, compared with only 4% of those aged 55+.
- Respondents with the lowest education levels are least likely to say they have seen ads or promotions (26% vs. 41%-44%).
- A slight majority of managers have seen ads or promotions (51%), compared with around three in ten of retired and house persons (30%-31%).
- Those who experience the most household financial difficulties are least likely to report having seen ads or promotions (33% vs. 40%-41%).
- Respondents in large towns are most like to see ads or promotions, in contrast to those living in smaller towns or villages (44% vs. 38%).
- Smokers are more likely to report seeing ads or promotions than those who have stopped smoking, or who never smoked (45% vs. 40% and 37% respectively).

QC20 In the past 12 months, have you seen advertisements or promotions for tobacco products in (OUR COUNTRY)? Advertisement and promotion for electronic cigarettes or similar devices should not be reported here.

	Total 'Has seen'	Never
EU28	40%	56%
Age		
15-24	47%	49%
25-39	45%	51%
40-54	43%	53%
55 +	32%	63%
Education (End of)		
15-	26%	71%
16-19	41%	54%
20+	44%	52%
Still studying	52%	45%
Socio-professional category		
Self-employed	45%	50%
Managers	51%	44%
Other white collars	45%	51%
Manual workers	41%	55%
House persons	31%	65%
Unemployed	37%	59%
Retired	30%	65%
Students	52%	45%
Difficulties paying bills		
Most of the time	33%	63%
From time to time	41%	55%
Almost never/ Never	40%	55%
Subjective urbanisation		
Rural village	38%	57%
Small/ mid size town	38%	58%
Large town	44%	51%
Smoking status		
Smokers	45%	52%
Stopped smoking	40%	56%
Never smoked	37%	58%
Non-Smokers	38%	57%

7.1.2. Sources of advertisements and promotions for tobacco products

- Sales points are the most common areas where tobacco ads or promotions are seen -

Respondents who have seen advertisements or promotions for tobacco products in the last 12 months were asked where they had been exposed to these ads³⁸. Sales points are the most common areas for exposure to ads or promotions (39%), followed by billboards or posters or other advertising in public spaces (30%), newspapers or magazines (22%), or cafes and bars (17%). Mobile applications or tobacco company-sponsored charity events are the least common types of exposure to advertising (both 2%).

QC21. Where have you seen, read or heard tobacco advertisement or promotion? (MULTIPLE ANSWERS POSSIBLE)



EU28

Base: Respondents who have seen, read or heard tobacco advertisement or promotion (n=11,021)

³⁸ QC21: Where have you seen, read or heard tobacco advertisement or promotion? (MULTIPLE ANSWERS POSSIBLE) In newspapers or magazines; On online social media or blogs; On retailers' websites; On other Internet websites; Through mobile phone applications; On billboards, posters or other types of advertising in public spaces; At sales points (retail locations like shops or vending machines); In cafes or bars; Through tobacco brands appearing in TV shows or movies; At events sponsored by tobacco companies; Through charity events actions such as environmental initiatives led by tobacco companies; Through sales of other non-tobacco products; Through free distribution of tobacco product samples; Through distribution of promotional items by tobacco companies; Other (SPONTANEOUS); DK.

In 21 Member States, respondents who have seen ads or promotions most often say they have done so at **sales points**, particularly in Greece (64%), Bulgaria (58%), Austria and the Czech Republic (both 57%). This compares with just 9% of respondents in Finland.

Respondents in Germany most often say they have seen ads or promotions on **billboards, posters or public advertising** (66% - the highest proportion for any Member State), followed by those in Bulgaria (55%). These are the only two Member States where at least three in ten have seen these kinds of ads or promotions. At the other end of the scale, 7% of respondents in Finland and Greece have seen ads or promotions in these locations.

Sweden (48%), Luxembourg (35%) and Cyprus (32%) have the highest proportions of respondents who have seen ads or promotions in **newspapers or magazines**. This compares with 6% in Bulgaria and 7% in Greece.

Romania has the highest proportion of respondents who have seen ads or promotions in **cafes or bars** (44%), followed by Malta (35%) and Croatia (20%). Cafes and bars are also widely mentioned in Slovakia (35%), Portugal (40%) and Bulgaria (28%), but least mentioned in the UK (3%) and Finland (4%).

Respondents in Latvia are most likely to say they have seen ads or promotions through **brands appearing on TV or in the movies** (38%). TV and movies are also widely mentioned in Lithuania (25%), Estonia, Sweden (both 22%), Finland (21%) and the UK (20%). Few respondents in Portugal mention seeing ads or promotions this way (3%).

Almost a quarter of respondents in Finland have seen ads or promotions on other **Internet websites** (24%), as did 20% in Malta. In contrast, just 4% in Portugal say the same. Across Europe, it is respondents in Malta who most often mention **social media or blogs** (29%), followed by 25% in Latvia and 22% in Estonia.

Across the EU, respondents in Austria are most likely to say they saw ads or promotions through **free samples** (16%) or on **retailers' websites** (12%), while those in Bulgaria most frequently mention **sales of other non-tobacco products** (16%) or **promotional material from tobacco companies** (11%). Belgium has the highest proportion of respondents who have seen ads or promotions at **events sponsored by tobacco companies** (15%). Austria has the highest proportion who mention **mobile apps** (6%) and who, along with those in Italy, most frequently mention **charity event actions from tobacco companies** (both 6%).

QC21. Where have you seen, read or heard tobacco advertisement or promotion? (MULTIPLE ANSWERS POSSIBLE)

	At sales points (retail locations like shops or vending machines)	On billboards, posters or other types of advertising in public spaces	In newspapers or magazines	In cafes or bars	Through tobacco brands appearing in TV shows or movies	On other Internet websites	On online social media or blogs	At events sponsored by tobacco companies	Through free distribution of tobacco product samples	Through sales of other non-tobacco products	On retailers' websites	Through distribution of promotional items by tobacco companies	Through mobile phone applications	Through charity events actions such as environmental initiatives led by tobacco companies
EU28	39%	30%	22%	17%	12%	9%	8%	6%	5%	4%	4%	4%	2%	2%
AT	57%	24%	20%	15%	18%	11%	13%	9%	16%	8%	12%	9%	6%	6%
BE	53%	16%	24%	17%	13%	8%	11%	15%	2%	6%	2%	2%	1%	4%
BG	58%	55%	6%	28%	4%	7%	4%	5%	8%	16%	5%	11%	1%	1%
CY	36%	11%	32%	7%	7%	12%	19%	11%	4%	1%	5%	5%	2%	0%
CZ	57%	25%	25%	31%	8%	8%	8%	6%	4%	4%	8%	9%	2%	0%
DE	38%	66%	22%	10%	10%	6%	5%	3%	5%	2%	3%	2%	2%	1%
DK	38%	20%	23%	13%	16%	8%	11%	2%	2%	3%	3%	2%	2%	0%
EE	45%	25%	17%	13%	22%	17%	22%	3%	3%	1%	4%	4%	4%	1%
EL	64%	7%	7%	20%	4%	5%	5%	4%	14%	2%	6%	9%	2%	0%
ES	45%	18%	12%	19%	6%	6%	6%	6%	3%	3%	4%	5%	2%	0%
FI	9%	7%	10%	4%	21%	24%	12%	8%	2%	2%	8%	3%	1%	0%
FR	35%	15%	23%	20%	12%	13%	5%	6%	0%	1%	5%	0%	1%	1%
HR	17%	15%	19%	20%	14%	13%	15%	12%	3%	4%	9%	5%	5%	4%
HU	25%	10%	14%	7%	15%	12%	8%	11%	2%	7%	7%	9%	2%	4%
IE	27%	16%	25%	11%	12%	12%	10%	7%	4%	6%	5%	3%	2%	1%
IT	38%	15%	26%	20%	15%	10%	8%	11%	10%	9%	5%	7%	4%	6%
LT	44%	12%	12%	12%	25%	12%	17%	2%	1%	3%	3%	2%	1%	0%
LU	42%	26%	35%	15%	6%	5%	4%	3%	0%	5%	2%	2%	1%	0%
LV	30%	16%	22%	12%	38%	9%	25%	4%	1%	3%	5%	3%	2%	0%
MT	28%	15%	17%	35%	9%	20%	29%	6%	1%	6%	6%	1%	0%	1%
NL	39%	26%	17%	16%	17%	7%	10%	7%	1%	3%	3%	3%	1%	0%
PL	43%	16%	22%	15%	13%	13%	10%	5%	4%	3%	5%	4%	2%	3%
PT	42%	11%	24%	40%	3%	4%	6%	5%	1%	11%	3%	2%	1%	2%
RO	43%	26%	21%	44%	8%	9%	11%	6%	7%	4%	6%	7%	2%	3%
SE	44%	10%	48%	13%	22%	17%	12%	10%	1%	6%	3%	3%	1%	0%
SI	46%	21%	29%	25%	15%	11%	14%	5%	5%	2%	9%	5%	2%	1%
SK	38%	25%	26%	35%	8%	14%	12%	6%	3%	4%	5%	4%	2%	2%
UK	24%	20%	21%	3%	20%	10%	12%	6%	2%	4%	4%	1%	1%	1%

Highest percentage per country	<i>Lowest percentage per country</i>
Highest percentage per item	Lowest percentage per item

Base: Respondents who have seen, read or heard tobacco advertisement or promotion (n=11,021)

Socio-demographic analysis reveals several age-related differences. Those aged 55+ are the least likely to say that they have seen ads or promotions at sales points (35% vs. 41%-42%), while 15-24 year-olds have the highest proportion that mention social media or blogs (18% vs. 3%-9%) and 15-39 year-olds the highest proportion who mention other Internet websites (13%-14% vs. 4%-8%). The older the respondent, the less likely they are to mention cafes or bars.

Amongst the youngest respondents, those aged 18-24 more often mention sales points (43% vs. 35%) or other Internet websites (16% vs. 9%) compared with 15-17 year-olds. However, they less frequently mention billboards or posters (33% vs. 40%) or newspapers or magazines (17% vs. 22%).

The more difficulty a respondent's household has in paying bills, the more likely they are to mention sales points (47% vs. 38%-40%), and the less likely to mention billboards and posters (18% vs. 26%-33%) or newspapers and magazines (15% vs. 20%-23%).

The upper class has the largest proportion who mention sales points (55% vs. 36%-42%), and the same applies to smokers compared with those who have stopped smoking or who have never smoked (46% vs. 35% and 37% respectively).

QC21 Where have you seen, read or heard tobacco advertisement or promotion?
(MULTIPLE ANSWERS POSSIBLE)

	At sales points (retail locations like shops or vending machines)	On billboards, posters or other types of advertising in public spaces	In newspapers or magazines	In cafes or bars	Through tobacco brands appearing in TV shows or movies
EU28	39%	30%	22%	17%	12%
Gender					
Man	39%	29%	22%	18%	13%
Woman	39%	32%	22%	15%	12%
Age					
15-24	41%	34%	18%	24%	12%
25-39	41%	31%	21%	21%	11%
40-54	42%	30%	23%	16%	12%
55 +	35%	28%	23%	10%	15%
Age 15-24					
15-17	35%	40%	22%	21%	14%
18-24	43%	33%	17%	24%	12%
Difficulties paying bills					
Most of the time	47%	18%	15%	17%	11%
From time to time	40%	26%	20%	20%	13%
Almost never/ Never	38%	33%	23%	16%	12%
Consider belonging to					
The working class	40%	28%	21%	14%	14%
The lower middle class	36%	29%	22%	13%	14%
The middle class	40%	31%	23%	20%	11%
The upper middle class	42%	32%	21%	21%	13%
The upper class	55%	31%	12%	18%	4%
Smoking status					
Smokers	46%	30%	19%	19%	12%
Stopped smoking	35%	30%	22%	14%	11%
Never smoked	37%	31%	23%	17%	13%
Non-Smokers	36%	31%	23%	16%	12%

Base: Respondents who have seen, read or heard tobacco advertisement or promotion (n=11,021)

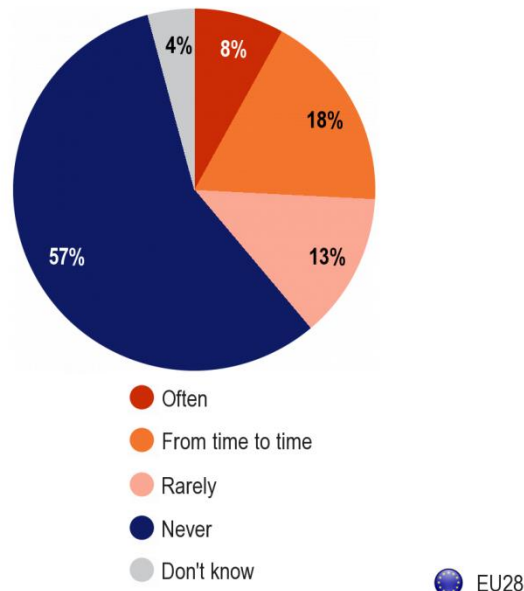
7.2. Advertisements and promotions for electronic cigarettes and similar devices

7.2.1. Frequency of exposure to advertisements and promotions for electronic cigarettes and similar devices

- Nearly four in ten respondents have seen ads or promotions for e-cigarettes or similar devices in the last 12 months -






























Respondents were asked whether they had seen ads or promotions for electronic cigarettes or similar devices in the past 12 months³⁹. Almost one in ten (8%) say they have seen these often, while 18% have seen them occasionally and 13% have seen them rarely. Most (57%) have never seen such ads or promotions.

QC22. In the past 12 months, have you seen advertisements or promotions for electronic cigarettes or any similar devices (e.g. e-shisha, e-pipe) in (OUR COUNTRY)?



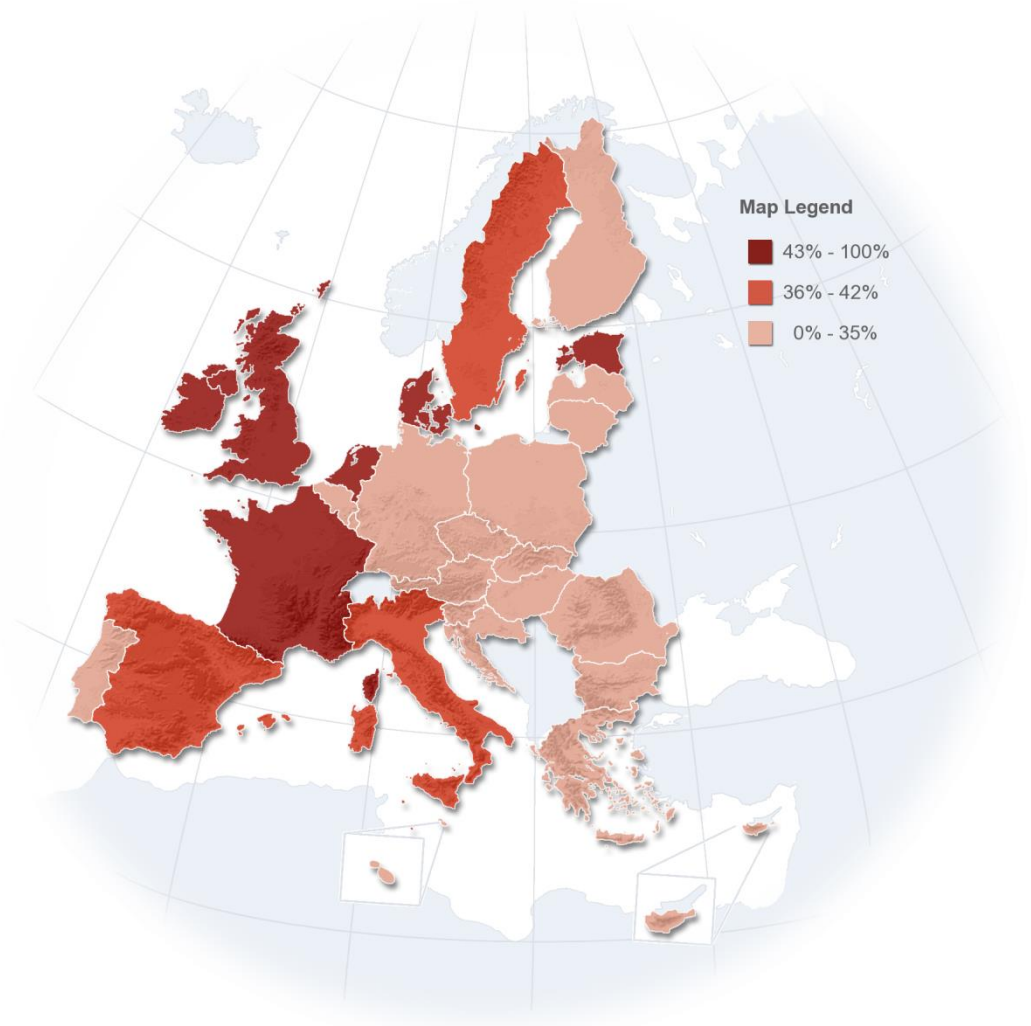
³⁹ QC22: In the past 12 months, have you seen advertisements or promotions for electronic cigarettes or any similar devices (e.g. e-shisha, e-pipe) in (OUR COUNTRY)? Often; From time to time; Rarely; Never; DK.

The map clearly illustrates an East/West divide, with the Western Member States having the highest proportions who have seen ads or promotions for e-cigarettes or similar devices. At least half of all respondents in the Netherlands (69%), the UK (62%), France (59%), Estonia (54%) and Denmark and Ireland (both 50%) have seen such ads or promotions, compared with 15% in Hungary and Slovenia and 16% in Malta.

 NL	69%
 UK	62%
 FR	59%
 EE	54%
 IE	50%
 DK	50%
 EU28	39%
 SE	39%
 IT	36%
 ES	36%
 LU	32%
 PL	31%
 CY	31%
 BE	31%
 CZ	31%
 LT	30%
 RO	30%
 AT	30%
 LV	29%
 HR	26%
 FI	24%
 EL	24%
 PT	21%
 DE	21%
 BG	19%
 SK	18%
 MT	16%
 SI	15%
 HU	15%

Question: QC22. In the past 12 months, have you seen advertisements or promotions for electronic cigarettes or any similar devices (e.g. e-shisha, e-pipe) in (OUR COUNTRY)?

Answers: Total 'Has seen advertisements or promotions'



Socio-demographic analysis highlights the following:

- Men more frequently report seeing ads or promotions for e-cigarettes than women (41% vs. 36%).
- The older the respondent, the less likely they are to report seeing ads or promotions: 48% of 15-24 year-olds have seen them compared with 30% of those aged 55+. Young respondents are therefore more exposed than any other age category to ads or promotions for e-cigarettes: 12% of them say that they have seen them often (compared with 5% of those aged 55+).
- The longer a respondent remained in education, the more likely they are to report seeing ads or promotions: 25% of those with the lowest education level have seen them, compared with 46% of those with the highest level.
- Respondents in the upper class are the likeliest to report seeing ads or promotions (59% vs. 34%-44%).
- Those in rural villages are less likely to report seeing ads or promotions than those in small or large towns (34% vs. 40%).
- Respondents who have tried to quit smoking are more likely to say they see ads or promotions for e-cigarettes than who have not tried (49% vs. 37%).
- Finally, a larger proportion of respondents who currently use e-cigarettes, or who used them but have stopped, say they have seen ads or promotions, compared with those who have never used e-cigarettes (66% vs. 36%).

QC22 In the past 12 months, have you seen advertisements or promotions for electronic cigarettes or any similar devices (e.g. e-shisha, e-pipe) in (OUR COUNTRY)?

	Total 'Has seen'	Never
EU28	39%	57%
Gender		
Man	41%	55%
Woman	36%	60%
Age		
15-24	48%	49%
25-39	44%	52%
40-54	40%	56%
55 +	30%	65%
Education (End of)		
15-	25%	71%
16-19	37%	59%
20+	46%	50%
Still studying	48%	49%
Consider belonging to		
The working class	34%	62%
The lower middle class	42%	54%
The middle class	39%	57%
The upper middle class	44%	53%
The upper class	59%	36%
Subjective urbanisation		
Rural village	34%	62%
Small/ mid size town	40%	56%
Large town	40%	56%
Tried to quit smoking		
Yes	49%	49%
No	37%	59%
Use of e-cigarettes		
Use	66%	33%
Has stopped	66%	33%
Has tried	55%	41%
Never used	36%	60%

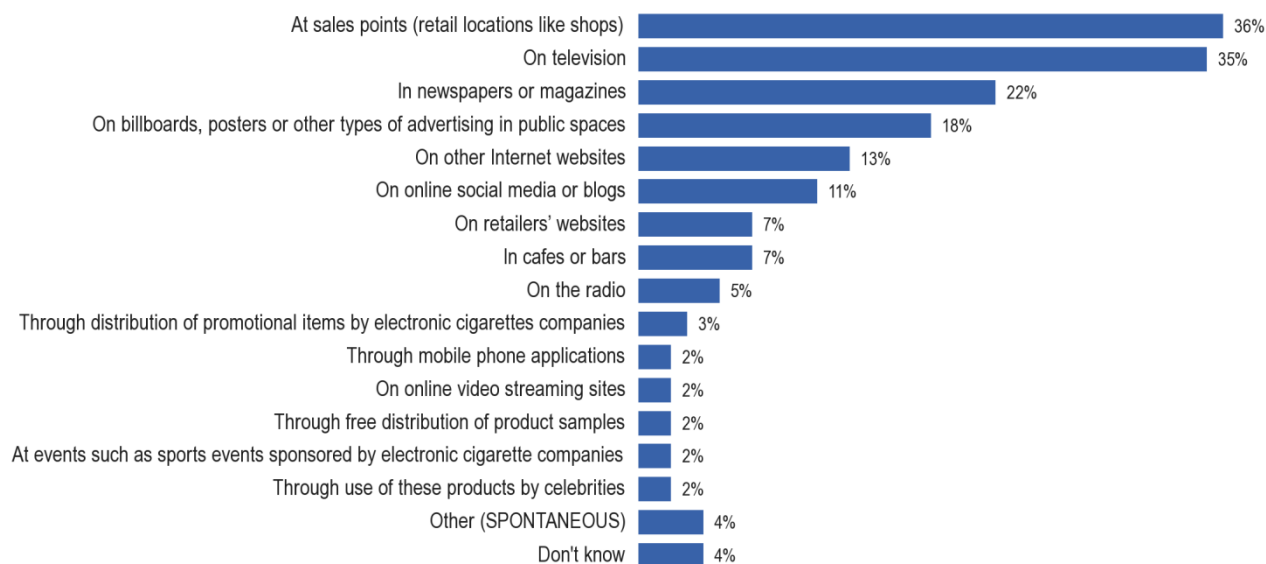
7.2.2. Sources of advertisements and promotions for electronic cigarettes and similar devices

- Points of sale and television are the most common points of exposure to ads or promotions for e-cigarettes -

Respondents who have seen advertisements or promotions for e-cigarettes in the last 12 months were asked where they had been exposed to these ads⁴⁰. As was the case for tobacco products, points of sale are the most common location in which respondents see advertising (36%), with almost as many exposed to advertising or promotions on television (35%).

Around one in five say they have seen ads or promotions in newspapers or magazines (22%), or on billboards or posters or other public advertising (18%). In contrast, mobile apps, online video, celebrity use, sponsored events and free samples are the least likely to be mentioned (all 2%).

QC23. Where have you seen, read or heard advertisements or promotions for electronic cigarettes or any similar devices? (MULTIPLE ANSWERS POSSIBLE)



EU28

Base: Respondents who have seen, read or heard advertisement or promotions for electronic cigarettes
(n=10,652)

⁴⁰ QC23: Where have you seen, read or heard advertisements or promotions for electronic cigarettes or any similar devices? (MULTIPLE ANSWERS POSSIBLE) On television; On the radio; In newspapers or magazines; On online social media or blogs; On retailers' websites; On online video streaming sites; On other Internet websites; Through mobile phone applications; On billboards, posters or other types of advertising in public spaces; At sales points (retail locations like shops); In cafes or bars; Through use of these products by celebrities; At events such as sports events sponsored by electronic cigarette companies; Through free distribution of product samples; Through distribution of promotional items by electronic cigarettes companies; Other (SPONTANEOUS); DK.

In 15 Member States, respondents are most likely to say that they have seen ads or promotions for e-cigarettes at **sales points**, and this is the case for half of those in Ireland, Spain and Luxembourg (all 50%), as well as 46% in France and 43% in Italy. In contrast, just 13% of those in Hungary say the same.

Across the EU, it is respondents in the Netherlands (66%), Estonia (61%) and the UK (48%) who most often report having seen ads or promotions **on television**, compared with 12% in Austria, 13% in Greece and 14% in Finland. Respondents in Sweden (37%) and Austria and Luxembourg (both 31%) most frequently report that they have seen ads or promotions in **newspapers or magazines**, while those in Bulgaria least often report seeing ads in these locations (5%).

France (25%), Denmark (22%), Germany and Ireland (both 20%) have the highest proportion of respondents who have seen ads on **billboards, posters or other public space advertising**, compared with 5% in Sweden.

Finland (36%) and Sweden (26%) have the highest proportion of respondents that mention **other Internet websites**, compared with 6% in Germany, Spain and Portugal. Ads or promotions on **social media websites or blogs** are most often mentioned in Lithuania (33%), Croatia and Denmark (both 30%), and least mentioned in Italy (4%).

Across the EU, respondents in the Czech Republic are most likely to report having seen ads on **retailers' websites** (14%), while in the case of **cafes or bars** it is respondents in Portugal. Respondents in the Netherlands most frequently report hearing ads or promotions on the **radio** (15%), while 11% of those in Bulgaria mention **promotional material**.

9% of respondents in Austria mention **mobile phone apps** (9%) or **free samples** (11%), while 16% in Finland mention **online video streaming** (16%).

Italy and Hungary have the largest proportion of respondents that mention **sponsored events** (both 6%), while Hungary has the largest proportion mentioning the use of e-cigarettes and similar products by **celebrities** (9%).

QC23. Where have you seen, read or heard advertisements or promotions for electronic cigarettes or any similar devices? (MULTIPLE ANSWERS POSSIBLE)

	At sales points (retail locations like shops)	On television	In newspapers or magazines	On billboards, posters or other types of advertising in public spaces	On other internet websites	On online social media or blogs	On retailers' websites	In cafes or bars	On the radio	Through distribution of promotional items by electronic cigarettes companies	Through mobile phone applications	On online video streaming sites	Through free distribution of product samples	At events such as sports events sponsored by electronic cigarette companies	Through use of these products by celebrities
EU28	36%	35%	22%	18%	13%	11%	7%	7%	5%	3%	2%	2%	2%	2%	2%
AT	41%	12%	31%	16%	17%	16%	9%	6%	12%	9%	9%	8%	11%	5%	7%
BE	25%	37%	24%	6%	18%	20%	5%	4%	4%	2%	2%	4%	0%	3%	3%
BG	39%	16%	5%	16%	11%	9%	11%	14%	3%	11%	3%	4%	6%	3%	6%
CY	32%	32%	18%	12%	10%	25%	11%	3%	12%	2%	0%	5%	0%	1%	1%
CZ	36%	20%	24%	13%	19%	10%	14%	8%	2%	5%	1%	2%	0%	0%	3%
DE	29%	26%	26%	20%	6%	8%	5%	2%	3%	1%	1%	1%	0%	3%	1%
DK	32%	16%	26%	22%	21%	30%	7%	5%	3%	4%	5%	4%	2%	0%	5%
EE	25%	61%	21%	17%	21%	26%	6%	3%	14%	6%	2%	3%	0%	2%	2%
EL	47%	13%	12%	14%	9%	12%	9%	12%	4%	10%	2%	8%	7%	0%	0%
ES	50%	31%	9%	12%	6%	5%	3%	4%	3%	4%	0%	0%	1%	1%	1%
FI	17%	14%	10%	6%	36%	22%	6%	2%	3%	6%	1%	16%	2%	1%	2%
FR	46%	38%	25%	25%	17%	13%	12%	14%	6%	1%	3%	2%	1%	1%	3%
HR	26%	15%	18%	11%	11%	30%	7%	8%	4%	1%	3%	5%	3%	5%	8%
HU	13%	19%	15%	12%	16%	15%	6%	5%	2%	4%	3%	3%	8%	6%	9%
IE	50%	23%	19%	20%	11%	12%	7%	6%	5%	4%	3%	3%	4%	2%	3%
IT	43%	23%	29%	21%	8%	4%	5%	8%	3%	7%	1%	1%	5%	6%	3%
LT	20%	27%	6%	7%	19%	33%	4%	2%	1%	4%	2%	1%	1%	2%	0%
LU	50%	30%	31%	10%	15%	9%	7%	3%	2%	0%	0%	4%	0%	2%	0%
LV	25%	43%	9%	7%	11%	29%	4%	1%	6%	2%	1%	4%	0%	1%	1%
MT	16%	26%	21%	10%	18%	26%	11%	13%	6%	0%	0%	5%	3%	0%	5%
NL	24%	66%	20%	13%	14%	14%	4%	2%	15%	2%	2%	2%	1%	1%	1%
PL	35%	24%	17%	13%	13%	10%	10%	4%	4%	3%	3%	3%	3%	2%	6%
PT	41%	21%	17%	15%	6%	7%	6%	18%	3%	1%	3%	2%	4%	1%	3%
RO	30%	38%	11%	12%	10%	9%	8%	17%	5%	4%	2%	2%	5%	3%	1%
SE	23%	19%	37%	5%	26%	22%	6%	3%	1%	1%	4%	9%	2%	1%	3%
SI	15%	26%	19%	11%	21%	22%	9%	4%	4%	1%	2%	8%	1%	0%	1%
SK	25%	22%	17%	16%	18%	21%	12%	15%	6%	1%	5%	7%	3%	3%	1%
UK	31%	48%	25%	18%	13%	12%	4%	2%	5%	3%	2%	3%	2%	1%	1%

Highest percentage per country	Lowest percentage per country
Highest percentage per item	Lowest percentage per item

Base: Respondents who have seen, read or heard advertisement or promotions for electronic cigarettes (n=10,652)

Socio-demographic analysis shows that:

- Respondents aged 25-54 are the least likely to report seeing ads or promotions for e-cigarettes on television (31%-32% vs. 37%-39%), but most likely to report having seen ads at sales points (38%-40% vs. 33%-34%).
- The older the respondent, the less likely they are to say they have seen ads on billboards, posters or in public spaces, on other Internet websites, or online social media or blogs. For example, 25% of 15-24 year-olds have seen ads or promotions on social media or blogs, compared with 3% of those aged 55+.
- Amongst the youngest respondents, those aged 15-17 more often report seeing ads or promotions on television than 18-24 year-olds (46% vs. 35%), but they are less likely to report having seen them at sales points (35% vs. 29%).
- The longer a respondent remained in education, the less likely they are to mention television, and the more frequently they mention other Internet websites. For instance, 43% of those with the lowest education levels mention television, compared with 30% of those with the highest levels.
- Respondents who experience the most household financial difficulties are most likely to mention sales points (46% vs. 35%-37%), but least likely to mention newspapers or magazines (12% vs. 21%-24%).
- Compared with those who have not tried to quit smoking, respondents who have tried to do so are more often likely to mention television (27% vs. 37%) or newspapers or magazines (16% vs. 21%), but are less likely to mention sales points (47% vs. 38%).
- Finally, those who currently use e-cigarettes more often mention seeing ads or promotions on television (47% vs. 35%) or on retailers' websites (19% vs. 5%) than those who have never used them.

QC23 Where have you seen, read or heard advertisements or promotions for electronic cigarettes or any similar devices? (MULTIPLE ANSWERS POSSIBLE)

Top five answers at EU level shown

	At sales points (retail locations like shops)	On television	In newspapers or magazines	On billboards, posters or other types of advertising in public spaces	On other Internet websites
EU28	36%	35%	22%	18%	13%



Age

15-24	34%	37%	19%	23%	19%
25-39	38%	32%	22%	21%	17%
40-54	40%	31%	22%	16%	11%
55 +	33%	39%	24%	13%	6%



Age 15-24

15-17	29%	46%	17%	26%	20%
18-24	35%	35%	20%	22%	19%



Education (End of)

15-	36%	43%	19%	12%	4%
16-19	37%	37%	23%	16%	12%
20+	38%	30%	24%	19%	15%
Still studying	33%	32%	17%	25%	18%



Difficulties paying bills

Most of the time	46%	32%	12%	17%	14%
From time to time	37%	32%	21%	16%	11%
Almost never/ Never	35%	36%	24%	18%	13%

Tried to quit smoking

Yes	38%	37%	21%	16%	15%
No	47%	27%	16%	19%	11%

Use of e-cigarettes

Use	33%	47%	24%	15%	19%
Has stopped	37%	37%	14%	16%	22%
Has tried	41%	30%	24%	18%	14%
Never used	36%	35%	22%	18%	12%

Base: Respondents who have seen, read or heard advertisements or promotions for electronic cigarettes
(n=10,652)

CONCLUSIONS

Although tobacco consumption continues to decline (a decrease of 2 percentage points since 2012), tobacco products are still consumed by around a quarter of Europeans. There has been little change in the average number of cigarettes smoked per day over the past two years. Boxed cigarettes remain the most popular tobacco product overall, although roll-your-own cigarettes are also popular with 15-24 year-olds.

Amongst young people, tobacco products are consumed by more than a quarter of those aged 18-24, and one in ten of those aged 15-17. Young people have also tried e-cigarettes more often, and one third of 18-24 year-olds have also tried water pipes. However, the proportion of young smokers has declined by four percentage points since 2012 – a larger decline than that observed amongst the overall population.

In spite of a continuous decrease in indoor smoking in many Member States (although at a slower pace than in 2012), one in four Europeans have seen smoking indoors in drinking establishments such as bars in the last six months, and 12% report indoor smoking at restaurants or other eating establishments. Furthermore, one in ten Europeans are exposed to smoke in the workplace to some degree on a daily basis.

The results from the current survey show that information on cigarette packets, such as the nicotine levels (32%), reference to flavours or absence of additives, labelling or pack colour are considered to indicate the level of harm of a brand of cigarettes for a significant number of Europeans. The ban on promotional elements and flavours is likely to have an impact, as some smokers see these as an indicator of reduced levels of harm.

A majority of those who smoke have tried to quit, and most of them attempt to do so without any assistance. Some smokers turn to e-cigarettes to try to quit, but only relatively few are successful in stopping tobacco smoking for good. Most fail or relapse; some only reduce their tobacco consumption. This suggests the need for close monitoring of any advertising claims to this effect by e-cigarette manufacturers/sellers, as well as providing more information about e-cigarette use to smokers trying to quit. It seems that many young people do not use e-cigarettes for quitting but rather as leisure products.

The majority of Europeans support a wide range of policy measures to manage tobacco, including banning the use of e-cigarettes where tobacco smoking is banned. Europeans are now far more likely to think that e-cigarettes are harmful to the health of users.

In spite of policy initiatives such as the Tobacco Advertising Directive (2003/33/EC)⁴¹ and the Audiovisual Media Services Directive (2010/13/EU)⁴², which ban cross-border advertising of tobacco products, and Council Recommendation (2003/54/EC), which encourages Member States to prohibit billboard and cinema advertising⁴³, it is clear from these results that respondents in many Member States are still exposed to advertising for tobacco products, as well as e-cigarettes – particularly in public areas such as billboards, or, for e-cigarettes, on television. Young people seem to be exposed much more than older people, with a focus of advertising and promotion through channels used in particular by young people (e.g. the Internet).

The overall results of this survey indicate that there is still much work to be done to protect Europeans from the harmful effects of tobacco consumption, and to support smokers who wish to quit.

⁴¹ <http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32003L0033>

⁴² <http://eur-lex.europa.eu/legal-content/EN/TXT/?qid=1422291022210&uri=CELEX:32010L0013>

⁴³ <http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32003H0054>

ANNEXES

TECHNICAL SPECIFICATIONS

SPECIAL EUROBAROMETER 429

Attitudes of Europeans towards Tobacco and Electronic Cigarettes TECHNICAL SPECIFICATIONS

Between the 29th of November and the 9th of December 2014, TNS opinion & social, a consortium created between TNS political & social, TNS UK and TNS opinion, carried out the wave 82.4 of the EUROBAROMETER survey, on request of the EUROPEAN COMMISSION, Directorate-General for Communication, "Strategy, Corporate Communication Actions and Eurobarometer" unit.

The Special Eurobarometer 429 is part of the wave 82.4 and covers the population of the respective nationalities of the European Union Member States, resident in each of the Member States and aged 15 years and over.

The basic sample design applied in all states is a multi-stage, random (probability) one. In each country, a number of sampling points was drawn with probability proportional to population size (for a total coverage of the country) and to population density.

In order to do so, the sampling points were drawn systematically from each of the "administrative regional units", after stratification by individual unit and type of area. They thus represent the whole territory of the countries surveyed according to the EUROSTAT NUTS II (or equivalent) and according to the distribution of the resident population of the respective nationalities in terms of metropolitan, urban and rural areas. In each of the selected sampling points, a starting address was drawn, at random. Further addresses (every Nth address) were selected by standard "random route" procedures, from the initial address. In each household, the respondent was drawn, at random (following the "closest birthday rule"). All interviews were conducted face-to-face in people's homes and in the appropriate national language. As far as the data capture is concerned, CAPI (*Computer Assisted Personal Interview*) was used in those countries where this technique was available.

For each country a comparison between the sample and the universe was carried out. The Universe description was derived from Eurostat population data or from national statistics offices. For all countries surveyed, a national weighting procedure, using marginal and intercellular weighting, was carried out based on this Universe description. In all countries, gender, age, region and size of locality were introduced in the iteration procedure. For international weighting (i.e. EU averages), TNS Opinion & Social applies the official population figures as provided by EUROSTAT or national statistic offices. The total population figures for input in this post-weighting procedure are listed below.

Readers are reminded that survey results are estimations, the accuracy of which, everything being equal, rests upon the sample size and upon the observed percentage. With samples of about 1,000 interviews, the real percentages vary within the following confidence limits:

Statistical Margins due to the sampling process (at the 95% level of confidence)											
<i>various sample sizes are in rows</i>						<i>various observed results are in columns</i>					
	5%	10%	15%	20%	25%	30%	35%	40%	45%	50%	
	95%	90%	85%	80%	75%	70%	65%	60%	55%	50%	
N=50	6,0	8,3	9,9	11,1	12,0	12,7	13,2	13,6	13,8	13,9	N=50
N=500	1,9	2,6	3,1	3,5	3,8	4,0	4,2	4,3	4,4	4,4	N=500
N=1000	1,4	1,9	2,2	2,5	2,7	2,8	3,0	3,0	3,1	3,1	N=1000
N=1500	1,1	1,5	1,8	2,0	2,2	2,3	2,4	2,5	2,5	2,5	N=1500
N=2000	1,0	1,3	1,6	1,8	1,9	2,0	2,1	2,1	2,2	2,2	N=2000
N=3000	0,8	1,1	1,3	1,4	1,5	1,6	1,7	1,8	1,8	1,8	N=3000
N=4000	0,7	0,9	1,1	1,2	1,3	1,4	1,5	1,5	1,5	1,5	N=4000
N=5000	0,6	0,8	1,0	1,1	1,2	1,3	1,3	1,4	1,4	1,4	N=5000
N=6000	0,6	0,8	0,9	1,0	1,1	1,2	1,2	1,2	1,3	1,3	N=6000
N=7000	0,5	0,7	0,8	0,9	1,0	1,1	1,1	1,1	1,2	1,2	N=7000
N=7500	0,5	0,7	0,8	0,9	1,0	1,0	1,1	1,1	1,1	1,1	N=7500
N=8000	0,5	0,7	0,8	0,9	0,9	1,0	1,0	1,1	1,1	1,1	N=8000
N=9000	0,5	0,6	0,7	0,8	0,9	0,9	1,0	1,0	1,0	1,0	N=9000
N=10000	0,4	0,6	0,7	0,8	0,8	0,9	0,9	1,0	1,0	1,0	N=10000
N=11000	0,4	0,6	0,7	0,7	0,8	0,9	0,9	0,9	0,9	0,9	N=11000
N=12000	0,4	0,5	0,6	0,7	0,8	0,8	0,9	0,9	0,9	0,9	N=12000
N=13000	0,4	0,5	0,6	0,7	0,7	0,8	0,8	0,8	0,9	0,9	N=13000
N=14000	0,4	0,5	0,6	0,7	0,7	0,8	0,8	0,8	0,8	0,8	N=14000
N=15000	0,3	0,5	0,6	0,6	0,7	0,7	0,8	0,8	0,8	0,8	N=15000
	5%	10%	15%	20%	25%	30%	35%	40%	45%	50%	
	95%	90%	85%	80%	75%	70%	65%	60%	55%	50%	

ABBR.	COUNTRIES	INSTITUTES	N° INTERVIEWS	DATES		POPULATION 15+	PROPORTION EU28
				FIELDWORK			
BE	Belgium	TNS Dimarso	1.009	29/11/14	8/12/14	9.263.570	2,18%
BG	Bulgaria	TNS BBSS	1.003	29/11/14	8/12/14	6.294.563	1,48%
CZ	Czech Rep.	TNS Aisa	1.044	29/11/14	8/12/14	8.955.829	2,11%
DK	Denmark	TNS Gallup DK	1.024	29/11/14	9/12/14	4.625.032	1,09%
DE	Germany	TNS Infratest	1.572	29/11/14	8/12/14	71.283.580	16,79%
EE	Estonia	TNS Emor	998	29/11/14	8/12/14	1.113.355	0,26%
IE	Ireland	Behaviour & Attitudes	1.003	29/11/14	9/12/14	3.586.829	0,84%
EL	Greece	TNS ICAP	1.008	29/11/14	8/12/14	8.791.499	2,07%
ES	Spain	TNS Spain	1.011	29/11/14	8/12/14	39.506.853	9,31%
FR	France	TNS Sofres	1.009	29/11/14	8/12/14	51.668.700	12,17%
HR	Croatia	HENDAL	1.009	29/11/14	8/12/14	3.625.601	0,85%
IT	Italy	TNS Italia	1.010	29/11/14	8/12/14	51.336.889	12,09%
CY	Rep. Of Cyprus	CYMAR	500	29/11/14	8/12/14	724.084	0,17%
LV	Latvia	TNS Latvia	1.003	29/11/14	8/12/14	1.731.509	0,41%
LT	Lithuania	TNS LT	1.007	29/11/14	8/12/14	2.535.329	0,60%
LU	Luxembourg	TNS ILReS	504	29/11/14	9/12/14	445.806	0,11%
HU	Hungary	TNS Hoffmann	1.057	29/11/14	8/12/14	8.477.933	2,00%
MT	Malta	MISCO	502	29/11/14	8/12/14	360.045	0,08%
NL	Netherlands	TNS NIPO	1.019	29/11/14	8/12/14	13.901.653	3,27%
AT	Austria	ipr Umfrageforschung	1.044	29/11/14	9/12/14	7.232.497	1,70%
PL	Poland	TNS Polska	1.012	29/11/14	8/12/14	32.736.685	7,71%
PT	Portugal	TNS Portugal	1.002	29/11/14	8/12/14	8.512.269	2,01%
RO	Romania	TNS CSOP	1.034	29/11/14	8/12/14	16.880.465	3,98%
SI	Slovenia	RM PLUS	1.035	29/11/14	8/12/14	1.760.726	0,41%
SK	Slovakia	TNS Slovakia	1.031	29/11/14	8/12/14	4.580.260	1,08%
FI	Finland	TNS Gallup Oy	1.010	29/11/14	9/12/14	4.511.446	1,06%
SE	Sweden	TNS Sifo	1.029	29/11/14	9/12/14	7.944.034	1,87%
UK	United Kingdom	TNS UK	1.312	29/11/14	9/12/14	52.104.731	12,27%
TOTAL EU28			27.801	29/11/14	9/12/14	424.491.772	100%*

* It should be noted that the total percentage shown in this table may exceed 100% due to rounding

QUESTIONNAIRE

QC1 Regarding smoking cigarettes, cigars, cigarillos or a pipe, which of the following applies to you? In this question and the following questions in this section, smoking cigarettes does not include use of electronic cigarettes. (M)

(READ OUT – ONE ANSWER ONLY)

- You currently smoke 1
 You used to smoke but you have stopped 2
 You have never smoked 3
 DK 4

EB77.1 QD1TREND MODIFIED

ASK QC2 TO QC5 IF "SMOKER OR EX-SMOKER", CODE 1 OR 2 IN QC1 – OTHERS GO TO QC6

QC2: USE CODE '98' FOR "REFUSAL"

QC2: USE CODE '99' FOR "DK"

QC2 How old were you when you started smoking on a regular basis, i.e at least once a week?

(WRITE DOWN THE ANSWER IN YEARS) (IF "REFUSAL" CODE '98', IF "DK" CODE '99')

		years old
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EB77.1 QD5

QC3 How often do you or did you use the following tobacco products?

(SHOW SCREEN – READ OUT – ONE ANSWER PER LINE)

		Every day	Weekly	Monthly	Less than monthly	You have tried only once or twice	Never	Refusal (SP.)
1	Boxed cigarettes	1	2	3	4	5	6	7
2	Hand-rolled cigarettes	1	2	3	4	5	6	7
3	Cigars	1	2	3	4	5	6	7
4	Cigarillos (N)	1	2	3	4	5	6	7
5	Pipe	1	2	3	4	5	6	7

EB77.1 QD7 TREND MODIFIED

ASK QC4 AND QC5 IF "CIGARETTE SMOKER", CODE 1 TO 5 IN QC3.1 OR QC3.2 – OTHERS GO TO QC6

QC4: USE CODE '997' IF "LESS THAN ONE A DAY"

QC4: USE CODE '998' IF "REFUSAL"

QC4: USE CODE '999' IF "DK"

QC4 On average, how many cigarettes do you or did you smoke each day?

(WRITE DOWN THE ANSWER IN NUMBER OF CIGARETTES) (IF "LESS THAN 1 CIGARETTE

		cigarettes
--	--	------------

EB77.1 QD8

QC5 How important is or was each of the following factors in your choice of brand of cigarettes?

(SHOW SCREEN – READ OUT – ONE ANSWER PER LINE)

		Very important	Fairly important	Not very important	Not at all important	DK
1	The price	1	2	3	4	5
2	The packaging	1	2	3	4	5
3	The taste of tobacco	1	2	3	4	5
4	The specific brand	1	2	3	4	5
5	The specific tastes such as menthol, spicy, fruity or sweet	1	2	3	4	5
6	The levels of tar, nicotine and carbon monoxide	1	2	3	4	5
7	The design or shape of the cigarette (e.g. slim, colour, capsule) (N)	1	2	3	4	5

EB77.1 QD9 TREND MODIFIED

ASK ALL

QC6: CODE 11 IS EXCLUSIVE

QC6: CODE 12 IS EXCLUSIVE

QC6 Which of the following characteristics do you consider indicate that a cigarette brand is less harmful than others?

(SHOW SCREEN – READ OUT – MULTIPLE ANSWERS POSSIBLE)

Menthol flavour	1,
Other taste or flavour, such as a spicy, sweet or fruity flavour	2,
The shape and size of a cigarette, e.g. slim cigarettes	3,
The tar or nicotine levels indicated on pack	4,
The light colour of the pack	5,
Specific terms in the brand's name, such as "silver" or "blue"	6,
Cigarettes without additives	7,
Cigarettes labelled as "organic" or "natural"	8,
The shape or texture of the pack (e.g. slim pack or soft pack)	9,
Other (SP.)	10,
None (SP.)	11
DK	12

EB77.1 QD15

QC7 Have you ever tried any of the following products?

(SHOW SCREEN – READ OUT – ONE ANSWER PER LINE)

		Yes, you use or used it regularly	Yes, you use or used it occasionally	Yes, you tried it once or twice	No	DK
1	Water pipe (shisha, hookah)	1	2	3	4	5
2	Oral tobacco (snus), chewing or nasal tobacco (snuff)	1	2	3	4	5

EB77.1 QD4 TREND MODIFIED

QC8 In recent years electronic cigarettes or e-cigarettes have been increasingly marketed in Europe. Do you think that they are harmful or not to the health of those who use them?

(ONE ANSWER ONLY)

Yes	1
No	2
DK	3

EB77.1 QD3

QC9 Regarding the use of electronic cigarettes or any similar electronic devices (e-shisha, e-pipe), which of the following statements applies to you?

(READ OUT – ONE ANSWER ONLY)

You currently use electronic cigarettes or similar electronic devices (e.g. e-shisha, e-pipe)	1
You used them in the past, but no longer use them	2
You tried them in the past but no longer use them	3
You have never used them	4
DK	5

NEW

ASK QC10 TO QC14 IF "USE OR USED ELECTRONIC CIGARETTES OR ANY SIMILAR ELECTRONIC DEVICES", CODE 1 TO 3 IN QC9 – OTHERS GO TO QC15

QC10 How often do you or did you use the following products?

(SHOW SCREEN – READ OUT – ONE ANSWER PER LINE)

		Every day	Weekly	Monthly	Less than monthly	You have tried only once or twice	Never	Refusal (SP.)
1	Nicotine containing electronic cigarettes or similar electronic devices	1	2	3	4	5	6	7
2	Nicotine free electronic cigarettes or similar electronic devices	1	2	3	4	5	6	7

NEW

QC11: CODE 10 IS EXCLUSIVE

QC11: CODE 11 IS EXCLUSIVE

QC11 What are the factors you consider important in your choice of electronic cigarette or any similar device (e-shisha, e-pipe)?

(SHOW SCREEN – READ OUT – MULTIPLE ANSWERS POSSIBLE)

The price	1,
The packaging	2,
The flavour	3,
The brand	4,
The type of electronic cigarette (disposable, rechargeable with a cartridge, refillable with liquid)	5,
The amount of nicotine	6,
The design or shape of the electronic cigarette or any similar device and its case	7,
Marketed health claims	8,
Other (SP.)	9,
None (SP.)	10
DK	11

NEW

QC12 You said that you use or have used or tried electronic cigarettes or any similar device in the past. How important was each of the following factors for starting?
(SHOW SCREEN – READ OUT – ONE ANSWER PER LINE)

		Very important	Fairly important	Not very important	Not at all important	DK
1	To be able to smoke in places where tobacco smoking is not allowed	1	2	3	4	5
2	To stop or reduce tobacco smoking	1	2	3	4	5
3	You considered them attractive, cool or fashionable	1	2	3	4	5

NEW

ASK QC13 IF "SMOKER OR EX-SMOKER" AND "USE OR USED OR TRIED ELECTRONIC CIGARETTES", CODE 1 OR 2 IN QC1 AND CODE 1 TO 3 IN QC9 – OTHERS GO TO QC14

QC13 You said that you smoke or used to smoke tobacco but also use or used electronic cigarettes or any similar device. Did the use of electronic cigarettes or any similar device help you to stop or reduce your tobacco consumption?
(READ OUT – ONE ANSWER ONLY)

Yes, you stopped smoking tobacco completely	1
Yes, you stopped smoking tobacco for a while but started again	2
Yes, you reduced your tobacco smoking but did not stop	3
No, you did not reduce your tobacco smoking at all	4
No and actually you increased your tobacco smoking	5
DK	6

NEW

ASK QC14 IF "SMOKER OR EX-SMOKER" OR "USE OR USED OR TRIED ELECTRONIC CIGARETTES" OR "AT LEAST TRIED WATER PIPE OR ORAL TOBACCO", CODE 1 OR 2 IN QC1 OR CODE 1 TO 3 IN QC9 OR CODE 1 TO 3 IN QC7.1 or QC7.2 – OTHERS GO TO QC15

QC14 Which of the following products did you use first?

(SHOW SCREEN – READ OUT – ONE ANSWER ONLY)

Boxed cigarettes	1
Hand-rolled cigarettes	2
Cigars	3
Cigarillos	4
Pipe	5
Water pipe (shisha, hookah)	6
Oral tobacco (snus)	7
Chewing tobacco	8
Nasal tobacco (snuff)	9
E-cigarettes or similar electronic devices with nicotine	10
E-cigarettes or similar electronic devices without nicotine	11
Other (SP.)	12
DK	13

NEW

ASK ALL**QC15 The last time you visited ... in the last 6 months in (OUR COUNTRY), were people smoking inside?**

(READ OUT – ONE ANSWER PER LINE)

		Yes	No	Have not visited this place in the last 6 months (SP.) (M)	DK
1	A drinking establishment such as a bar	1	2	3	4
2	An eating establishment such as a restaurant	1	2	3	4

EB77.1 QD10

ASK QC16 IF "CURRENTLY WORKING", CODE 5 TO 18 IN D15a – OTHERS GO TO QC17**QC16 How often are you exposed to tobacco smoke indoors at your workplace?**

(READ OUT – ONE ANSWER ONLY)

Never or almost never	1
Occasionally	2
Less than 1 hour a day	3
1 to 5 hours a day	4
More than 5 hours a day	5
Not relevant (SP.)	6
DK	7

EB77.1 QD11

ASK QC17 IF "SMOKER", CODE 1 IN QC1 – OTHERS GO TO QC18

QC17: CODE 3 IS EXCLUSIVE

QC17: CODE 4 IS EXCLUSIVE

QC17 Have you ever tried to quit smoking?

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

Yes, in the last 12 months	1,
Yes, more than a year ago	2,
No, never	3
DK	4

EB77.1 QD12

ASK QC18 IF "TRIED QUITTING", CODE 1 OR 2 IN QC17 OR IF "EX-SMOKER", CODE 2 IN QC1 – OTHERS GO TO QC19

QC18: ROTATE ANSWERS 1 TO 9

QC18: CODE 11 IS EXCLUSIVE

QC18 Which of the following did you use in order to quit or to try to quit smoking?

(SHOW SCREEN – READ OUT – MULTIPLE ANSWERS POSSIBLE)

- Nicotine replacement medications (like nicotine gum, patch or inhaler) or other medications 1,
 Support from the doctor or other health professional or special stop-smoking services such as clinics or specialists 2,
 Telephone quit line services 3,
 Internet quit line services 4,
 Alternative therapies such as acupuncture or hypnosis 5,
 Oral tobacco (snus) chewing or nasal tobacco (snuff) 6,
 Electronic cigarettes or any similar device (M) 7,
 Smokeless cigarettes (other than electronic) (M) 8,
 You quit or you tried to quit without assistance 9,
 Other (SP.) 10,
 DK 11,

EB77.1 QD13 TREND MODIFIED

ASK ALL

QC19 Would you be in favour of or opposed to any of the following measures?

(READ OUT – ONE ANSWER PER LINE)

		In favour	Opposed	DK
1	Banning advertising of tobacco products in shops or points of sales	1	2	3
2	Keeping tobacco products out of sight in shops or points of sale	1	2	3
3	Banning the sales of tobacco via the Internet (M)	1	2	3
4	Banning the use of electronic cigarettes in environments where smoking is prohibited (N)	1	2	3
6	Banning flavours that make tobacco products more attractive	1	2	3
7	Banning colours, logos and promotional elements from tobacco products packaging	1	2	3
8	Increasing taxes on tobacco products	1	2	3
9	Improving the traceability of tobacco products in order to reduce their illicit trade even if this makes them a few cents more expensive (M)	1	2	3

EB77.1 QD22 TREND MODIFIED

QC20 In the past 12 months, have you seen advertisements or promotions for tobacco products in (OUR COUNTRY)? Advertisement and promotion for electronic cigarettes or similar devices should not be reported here. (M)

(READ OUT – ONE ANSWER ONLY)

- Often 1
 From time to time 2
 Rarely 3
 Never 4
 DK 5

EB72.3 QD16 TREND MODIFIED

ASK QC21 IF "HAS SEEN TOBACCO ADVERTISEMENT OR PROMOTION IN THE LAST 12 MONTHS", CODE 1 TO 3 IN QC20 – OTHERS GO TO QC22

QC21: CODE 16 IS EXCLUSIVE

QC21 Where have you seen, read or heard tobacco advertisement or promotion?

(SHOW SCREEN – READ OUT – MULTIPLE ANSWERS POSSIBLE)

In newspapers or magazines	1,
On online social media or blogs	2,
On retailers' websites	3,
On other Internet websites	4,
Through mobile phone applications	5,
On billboards, posters or other types of advertising in public spaces	6,
At sales points (retail locations like shops or vending machines)	7,
In cafes or bars	8,
Through tobacco brands appearing in TV shows or movies	9,
At events sponsored by tobacco companies	10,
Through charity events actions such as environmental initiatives led by tobacco companies	11,
Through sales of other non-tobacco products	12,
Through free distribution of tobacco product samples	13,
Through distribution of promotional items by tobacco companies	14,
Other (SP.)	15,
DK	16
NEW	

ASK ALL

QC22 In the past 12 months, have you seen advertisements or promotions for electronic cigarettes or any similar devices (e.g. e-shisha, e-pipe) in (OUR COUNTRY)?

(READ OUT – ONE ANSWER ONLY)

Often	1
From time to time	2
Rarely	3
Never	4
DK	5
NEW	

ASK QC23 IF "HAS SEEN ADVERTISEMENTS OR PROMOTIONS FOR ELECTRONIC CIGARETTES IN THE LAST 12 MONTHS", CODE 1 TO 3 IN QC22 – OTHERS GO TO DEMOGRAPHICS

QC23: CODE 17 IS EXCLUSIVE

QC23 Where have you seen, read or heard advertisements or promotions for electronic cigarettes or any similar devices?

(SHOW SCREEN – READ OUT – MULTIPLE ANSWERS POSSIBLE)



























On television	1,
On the radio	2,
In newspapers or magazines	3,
On online social media or blogs	4,
On retailers' websites	5,
On online video streaming sites	6,
On other Internet websites	7,
Through mobile phone applications	8,
On billboards, posters or other types of advertising in public spaces	9,
At sales points (retail locations like shops)	10,
In cafes or bars	11,
Through use of these products by celebrities	12,
At events such as sports events sponsored by electronic cigarette companies	13,
Through free distribution of product samples	14,
Through distribution of promotional items by electronic cigarettes companies	15,
Other (SP.)	16,
DK	17
NEW	

TABLES

QC1 En ce qui concerne le fait de fumer des cigarettes, des cigares, des cigarillos ou la pipe, laquelle des phrases suivantes s'applique à vous ? Cette question et les questions suivantes dans cette section ne concernent pas l'utilisation de cigarettes électroniques.

QC1 Regarding smoking cigarettes, cigars, cigarillos or a pipe, which of the following applies to you? In this question and the following questions in this section, smoking cigarettes does not include use of electronic cigarettes.



























QC1 Welche der folgenden Aussagen trifft auf Sie in Bezug auf das Rauchen von Zigaretten, Zigarren, Zigarillos oder Pfeifen zu? Diese und die folgenden Fragen beziehen sich nicht auf das Rauchen von elektrischen Zigaretten.

		Vous fumez actuellement		Vous fumiez mais vous avez arrêté		Vous n'avez jamais fumé		NSP	
		You currently smoke		You used to smoke but you have stopped		You have never smoked		DK	
		Sie sind momentan Raucher		Sie haben früher geraucht, aber damit aufgehört		Sie haben nie geraucht		WN	
%		EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1
	EU 28	26	-2	20	-1	54	3	0	0
	BE	25	-2	19	-1	56	4	0	-1
	BG	35	-1	16	0	49	1	0	0
	CZ	25	-4	18	1	57	3	0	0
	DK	23	-3	30	-1	47	4	0	0
	DE	27	1	22	-4	50	2	1	1
	EE	22	-4	21	0	56	3	1	1
	IE	21	-8	19	0	59	7	1	1
	EL	38	-2	18	2	44	0	0	0
	ES	29	-4	19	-3	52	7	0	0
	FR	32	4	22	-2	46	-2	0	0
	HR	33		16		51		0	
	IT	21	-3	16	3	63	1	0	-1
	CY	31	1	15	2	54	-2	0	-1
	LV	30	-6	21	5	49	2	0	-1
	HU	30	-2	11	-4	58	5	1	1
	NL	23	-1	31	0	46	1	0	0
	AT	26	-7	17	-3	57	10	0	0
	PL	28	-4	15	-5	56	8	1	1
	PT	25	2	12	-3	63	1	0	0
	RO	27	-3	13	1	60	3	0	-1
	SI	30	2	18	-1	52	-1	0	0
	SK	21	-2	16	-6	63	8	0	0
	FI	19	-6	24	2	57	4	0	0
	SE	11	-2	35	5	53	-4	1	1
	UK	22	-5	19	-7	59	12	0	0

QC2 Quel âge aviez-vous quand vous avez commencé à fumer régulièrement, c'est-à-dire au moins une fois par semaine ? (EN CLAIR)

QC2 How old were you when you started smoking on a regular basis, i.e at least once a week? (WRITE DOWN)

QC2 Wie alt waren Sie, als Sie angefangen haben, regelmäßig zu rauchen, d.h. mindestens einmal pro Woche? (NOTIEREN)

		Moins de 15 ans Less than 15 years old Weniger als 15 Jahre alt		Entre 15 et 18 ans Between 15 and 18 years old Zwischen 15 und 18 Jahre alt		Entre 19 et 25 ans Between 19 and 25 years old Zwischen 19 und 25 Jahre alt		Après 25 ans Older than 25 years old Âge plus de 25 Jahre alt		Refus Refusal Ablehnung		NSP DK WN		Moyenne Average Durchschnitt	
%		EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1
	EU 28	19	2	53	0	22	-2	4	0	0	0	2	0	0	0
	BE	26	5	55	-2	15	0	4	-2	0	-1	0	0	0	0
	BG	7	-1	50	-2	34	1	4	0	0	0	5	2	0	0
	CZ	6	-1	55	-5	30	2	5	3	1	0	3	1	0	0
	DK	30	-3	47	2	18	0	4	1	0	0	1	0	0	0
	DE	17	0	61	3	15	-6	4	2	1	1	2	0	0	0
	EE	12	1	45	-6	33	2	9	4	0	0	1	-1	0	0
	IE	20	-8	54	2	19	2	4	2	1	1	2	1	0	0
	EL	8	-2	52	-1	32	1	7	2	0	0	1	0	0	0
	ES	27	5	52	-3	18	1	3	-1	0	0	0	-2	0	0
	FR	21	1	51	2	23	-5	5	2	0	0	0	0	0	0
	HR	8		48		30		7		1		6			
	IT	15	3	54	-5	23	0	3	1	1	1	4	0	0	0
	CY	13	-1	46	-4	33	3	8	2	0	0	0	0	0	0
	LV	13	-1	48	-2	31	2	7	2	0	-1	1	0	0	0
	HU	16	1	59	2	19	-3	6	1	0	0	0	-1	0	0
	NL	23	1	51	-6	21	3	4	1	0	0	1	1	0	0
	AT	12	2	60	-2	22	2	3	1	0	0	3	-3	0	0
	PL	5	1	45	-5	38	1	4	-1	2	1	6	3	0	0
	PT	21	-1	55	4	20	2	2	-4	0	0	2	-1	0	0
	RO	11	2	47	5	33	-4	5	1	0	-1	4	-3	0	0
	SI	9	2	57	11	28	-2	5	-6	0	0	1	-5	0	0
	SK	6	-2	60	8	24	-5	6	0	1	1	3	-2	0	0
	FI	22	1	50	0	22	-2	4	0	1	1	1	0	0	0
	SE	20	1	49	-1	26	1	3	-2	0	0	2	1	0	0
	UK	30	2	48	-2	15	-3	5	1	0	0	2	2	0	0

QC3.1 A quelle fréquence utilisez-vous ou utilisiez-vous les produits du tabac suivants ?



























Des cigarettes fabriquées industriellement

QC3.1 How often do you or did you use the following tobacco products?

Boxed cigarettes

QC3.1 Wie häufig rauchen Sie bzw. haben Sie folgende Tabakwaren geraucht?

Zigaretten aus der Schachtel

	%	Tous les jours		Toutes les semaines		Tous les mois		Moins d'une fois par mois		Vous avez essayé seulement 1 fois ou 2		Jamais		Refus (SPONTANE)		Total 'Utilisateur (1-4)'	
		Every day		Weekly		Monthly		Less than monthly		You have tried only once or twice		Never		Refusal (SPONTANEOUS)		Total 'User (1-4)'	
		Täglich		Wöchentlich		Monatlich		Weniger als einmal im Monat		Sie haben diese nur ein- oder zweimal probiert		Niemals		Verweigert (SPONTAN)		Gesamt 'Benutzer (1-4)'	
		EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1
 EU 28		78	-1	7	-1	3	1	3	0	1	0	8	1	0	0	91	-1
 BE		68	0	11	0	4	1	4	1	2	0	11	-2	0	0	87	2
 BG		91	1	4	-3	1	1	1	0	0	-1	2	2	1	0	97	-1
 CZ		80	-2	8	-1	3	0	3	3	1	-1	5	1	0	0	94	0
 DK		76	2	10	-1	3	-1	2	-1	1	0	8	1	0	0	91	-1
 DE		78	0	6	-2	3	1	4	0	1	-2	8	3	0	0	91	-1
 EE		82	3	8	0	2	-2	1	0	1	-1	4	-1	2	1	93	1
 IE		76	-5	6	-4	2	0	5	3	2	0	9	6	0	0	89	-6
 EL		79	-1	3	-1	2	0	7	0	4	1	5	1	0	0	91	-2
 ES		85	2	6	-2	2	1	1	-1	1	0	5	0	0	0	94	0
 FR		68	-5	6	-1	5	2	4	0	1	0	15	3	1	1	83	-4
 HR		77		10		3		3		2		4		1		93	
 IT		91	5	5	-1	1	-1	0	-2	0	0	3	-1	0	0	97	1
 CY		80	-2	5	1	3	0	2	-3	2	-1	8	5	0	0	90	-4
 LV		81	-4	7	0	2	1	1	-1	3	3	6	2	0	-1	91	-4
 HU		65	-15	8	1	4	2	6	3	2	-1	15	10	0	0	83	-9
 NL		56	-4	13	0	5	1	4	-2	1	-1	20	5	1	1	78	-5
 AT		90	3	5	-3	2	1	2	0	0	-1	1	0	0	0	99	1
 PL		86	-2	4	1	2	0	3	1	2	1	3	-1	0	0	95	0
 PT		84	2	7	1	2	-1	4	1	1	-1	2	-2	0	0	97	3
 RO		90	0	4	0	1	-1	1	0	0	0	4	3	0	-2	96	-1
 SI		80	-4	9	-1	2	0	3	2	1	0	5	3	0	0	94	-3
 SK		79	0	13	0	1	-1	1	-1	1	0	4	1	1	1	94	-2
 FI		75	-6	10	1	5	1	5	1	1	0	4	3	0	0	95	-3
 SE		71	-4	11	-1	5	2	4	0	1	0	8	3	0	0	91	-3
 UK		67	-3	12	4	1	-4	4	2	2	1	14	0	0	0	84	-1

QC3.2 A quelle fréquence utilisez-vous ou utilisiez-vous les produits du tabac suivants ?



























Des cigarettes roulées à la main

QC3.2 How often do you or did you use the following tobacco products?

Hand-rolled cigarettes

QC3.2 Wie häufig rauchen Sie bzw. haben Sie folgende Tabakwaren geraucht?

Handgedrehte Zigaretten

	%	Tous les jours		Toutes les semaines		Tous les mois		Moins d'une fois par mois		Vous avez essayé seulement 1 fois ou 2		Jamais		Refus (SPONTANE)		Total 'Utilisateur (1-4)'	
		Every day		Weekly		Monthly		Less than monthly		You have tried only once or twice		Never		Refusal (SPONTANEOUS)		Total 'User (1-4)'	
		Täglich		Wöchentlich		Monatlich		Weniger als einmal im Monat		Sie haben diese nur ein- oder zweimal probiert		Niemals		Verweigert (SPONTAN)		Gesamt 'Benutzer (1-4)'	
		EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1
 EU 28		18	1	4	1	2	0	5	-1	9	-3	61	1	1	1	29	1
 BE		27	2	4	-1	3	-2	7	-1	4	-3	54	4	1	1	41	-2
 BG		4	1	1	-1	1	-1	7	3	14	-3	72	1	1	0	13	2
 CZ		6	3	4	1	4	2	7	3	13	-12	66	3	0	0	21	9
 DK		12	-4	2	-1	4	1	6	-3	5	-4	70	10	1	1	24	-7
 DE		19	1	3	0	3	1	6	-1	12	-5	57	4	0	0	31	1
 EE		3	2	2	0	3	-2	4	-5	10	-1	76	5	2	1	12	-5
 IE		17	8	4	0	2	-1	5	-2	6	-3	66	0	0	-2	28	5
 EL		23	1	3	0	1	0	5	-3	29	4	39	-2	0	0	32	-2
 ES		15	2	2	-1	1	-1	4	0	11	1	67	-1	0	0	22	0
 FR		27	4	4	1	2	-1	5	2	4	-4	55	-5	3	3	38	6
 HR		15		5		3		7		14		54		2		30	
 IT		7	1	4	1	1	-2	4	-2	7	-4	75	4	2	2	16	-2
 CY		20	0	4	1	4	0	4	0	16	2	52	-3	0	0	32	1
 LV		3	0	3	1	3	-1	5	-2	13	-1	71	1	2	2	14	-2
 HU		28	14	5	2	3	2	2	-1	6	-5	55	-13	1	1	38	17
 NL		39	-2	5	-4	2	-1	3	-1	2	-4	49	12	0	0	49	-8
 AT		8	2	3	0	5	0	12	-4	20	-2	52	4	0	0	28	-2
 PL		14	5	3	1	3	2	4	-2	8	-4	68	-2	0	0	24	6
 PT		12	-3	5	2	4	2	9	6	18	2	52	-9	0	0	30	7
 RO		3	1	1	0	1	0	3	-1	6	-5	84	6	2	-1	8	0
 SI		13	10	6	2	3	0	5	-4	7	-11	66	3	0	0	27	8
 SK		6	4	2	1	2	0	4	-4	12	-10	73	9	1	0	14	1
 FI		15	2	2	-1	8	4	12	3	20	3	42	-12	1	1	37	8
 SE		6	-2	2	-3	3	1	9	4	16	-1	64	1	0	0	20	0
 UK		26	-3	6	2	3	0	6	0	5	-1	54	2	0	0	41	-1

QC3.3 A quelle fréquence utilisez-vous ou utilisiez-vous les produits du tabac suivants ?



























Des cigares

QC3.3 How often do you or did you use the following tobacco products?

Cigars

QC3.3 Wie häufig rauchen Sie bzw. haben Sie folgende Tabakwaren geraucht?

Zigarren

	%	Tous les jours		Toutes les semaines		Tous les mois		Moins d'une fois par mois		Vous avez essayé seulement 1 fois ou 2		Jamais		Refus (SPONTANE)		Total 'Utilisateur (1-4)'	
		Every day		Weekly		Monthly		Less than monthly		You have tried only once or twice		Never		Refusal (SPONTANEOUS)		Total 'User (1-4)'	
		Täglich		Wöchentlich		Monatlich		Weniger als einmal im Monat		Sie haben diese nur ein- oder zweimal probiert		Niemals		Verweigert (SPONTAN)		Gesamt 'Benutzer (1-4)'	
		EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1
 EU 28		1	-1	1	0	1	-1	4	-2	12	-3	80	6	1	1	7	-4
 BE		3	-1	2	-1	2	-1	7	-3	5	-5	80	11	1	0	14	-6
 BG		0	0	0	0	0	0	2	1	15	-2	81	0	2	1	2	1
 CZ		1	1	1	0	3	2	7	1	18	-8	70	4	0	0	12	4
 DK		1	-2	1	-1	1	0	7	-8	12	-4	77	14	1	1	10	-11
 DE		1	-1	1	0	2	1	6	0	11	-5	79	5	0	0	10	0
 EE		1	0	0	-1	1	-2	3	-7	15	-8	77	15	3	3	5	-10
 IE		1	0	1	0	1	1	4	0	5	-5	87	5	1	-1	7	1
 EL		0	0	0	0	0	-1	2	0	22	-6	76	7	0	0	2	-1
 ES		1	-1	1	0	0	0	2	-3	17	6	79	-2	0	0	4	-4
 FR		1	-1	2	0	1	-2	4	-8	7	-3	82	11	3	3	8	-11
 HR		5		1		1		1		14		76		2		8	
 IT		1	0	0	-2	1	0	1	-2	9	-5	87	8	1	1	3	-4
 CY		0	-1	0	-2	0	-1	5	-2	16	-2	79	8	0	0	5	-6
 LV		1	0	1	1	2	0	6	-1	19	-5	70	4	1	1	10	0
 HU		0	0	1	1	1	0	0	-2	6	-5	91	6	1	0	2	-1
 NL		4	0	3	-3	2	-2	4	-8	7	-2	79	14	1	1	13	-13
 AT		0	-2	1	-1	1	-1	7	-3	21	-4	70	11	0	0	9	-7
 PL		0	0	1	1	1	0	2	1	10	-4	86	2	0	0	4	2
 PT		0	0	0	0	0	0	3	1	25	2	71	-4	1	1	3	1
 RO		0	0	0	0	0	0	1	-2	12	-1	85	5	2	-2	1	-2
 SI		0	0	2	2	1	1	2	-3	9	-13	85	12	1	1	5	0
 SK		1	-1	0	-1	1	0	3	0	15	-13	79	14	1	1	5	-2
 FI		0	-3	1	0	3	-2	20	-1	27	5	48	0	1	1	24	-6
 SE		0	-2	1	0	2	-1	12	1	22	-5	63	7	0	0	15	-2
 UK		2	0	0	-2	2	-1	6	-2	10	-4	80	9	0	0	10	-5

QC3.4 A quelle fréquence utilisez-vous ou utilisiez-vous les produits du tabac suivants ?



























Des cigarillos

QC3.4 How often do you or did you use the following tobacco products?

Cigarillos

QC3.4 Wie häufig rauchen Sie bzw. haben Sie folgende Tabakwaren geraucht?

Zigarillos

	Tous les jours	Toutes les semaines	Tous les mois	Moins d'une fois par mois	Vous avez essayé seulement 1 fois ou 2	Jamais	Refus (SPONTANE)	Total 'Utilisateur (1-4)'
	Every day	Weekly	Monthly	Less than monthly	You have tried only once or twice	Never	Refusal (SPONTANEOUS)	Total 'User (1-4)'
	Täglich	Wöchentlich	Monatlich	Weniger als einmal im Monat	Sie haben diese nur ein- oder zweimal probiert	Niemals	Verweigert (SPONTAN)	Gesamt 'Benutzer (1-4)'
%	EB 82.4	EB 82.4	EB 82.4	EB 82.4	EB 82.4	EB 82.4	EB 82.4	EB 82.4
 EU 28	1	1	1	4	11	81	1	7
 BE	3	2	2	4	4	84	1	11
 BG	0	0	0	2	14	82	2	2
 CZ	1	1	3	7	17	70	1	12
 DK	2	1	1	4	8	83	1	8
 DE	2	1	2	7	17	71	0	12
 EE	0	1	2	3	15	76	3	6
 IE	0	0	0	1	3	95	1	1
 EL	0	0	1	2	28	69	0	3
 ES	2	0	0	1	13	84	0	3
 FR	3	1	3	6	6	78	3	13
 HR	1	0	1	4	13	80	1	6
 IT	1	0	0	2	6	90	1	3
 CY	0	0	1	6	15	78	0	7
 LV	0	0	3	4	18	73	2	7
 HU	1	1	1	1	5	90	1	4
 NL	3	0	1	4	2	89	1	8
 AT	0	2	2	8	23	65	0	12
 PL	0	1	1	2	9	87	0	4
 PT	0	0	0	4	28	67	1	4
 RO	1	0	0	1	7	89	2	2
 SI	0	0	1	3	6	90	0	4
 SK	1	0	0	1	7	90	1	2
 FI	1	2	4	21	27	45	0	28
 SE	1	2	2	8	20	67	0	13
 UK	0	1	0	2	6	91	0	3

QC3.5 A quelle fréquence utilisez-vous ou utilisiez-vous les produits du tabac suivants ?



























La pipe

QC3.5 How often do you or did you use the following tobacco products?

Pipe

QC3.5 Wie häufig rauchen Sie bzw. haben Sie folgende Tabakwaren geraucht?



























Pfeife

	%	Tous les jours		Toutes les semaines		Tous les mois		Moins d'une fois par mois		Vous avez essayé seulement 1 fois ou 2		Jamais		Refus (SPONTANE)		Total 'Utilisateur (1-4)'	
		Every day		Weekly		Monthly		Less than monthly		You have tried only once or twice		Never		Refusal (SPONTANEOUS)		Total 'User (1-4)'	
		Täglich		Wöchentlich		Monatlich		Weniger als einmal im Monat		Sie haben diese nur ein- oder zweimal probiert		Niemals		Verweigert (SPONTAN)		Gesamt 'Benutzer (1-4)'	
		EB 82.4	Diff. EB	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1
 EU 28		1	-1	1	0	1	0	2	0	7	-2	87	2	1	1	5	-1
 BE		2	0	1	0	0	-1	2	-1	4	0	90	1	1	1	5	-2
 BG		0	0	0	0	0	0	0	0	7	-2	92	2	1	0	0	0
 CZ		1	0	1	1	1	1	2	0	13	-6	81	3	1	1	5	2
 DK		10	-3	4	-1	2	0	6	-3	6	-8	71	14	1	1	22	-7
 DE		2	0	2	0	1	0	4	1	9	-3	82	2	0	0	9	1
 EE		0	-1	1	1	1	-2	2	-3	14	-3	79	6	3	2	4	-5
 IE		1	0	0	0	1	1	1	0	2	-4	94	4	1	-1	3	1
 EL		0	0	0	0	0	0	0	-1	11	1	89	1	0	-1	0	-1
 ES		0	-1	0	0	0	0	1	-1	5	0	94	2	0	0	1	-2
 FR		1	-2	1	0	2	0	1	-1	5	-2	87	2	3	3	5	-3
 HR		1		0		0		1		8		89		1		2	
 IT		0	-1	0	-1	1	0	0	-2	5	-5	93	8	1	1	1	-4
 CY		0	-1	0	0	0	-1	1	0	13	2	86	0	0	0	1	-2
 LV		1	1	1	0	2	0	3	-2	16	-1	75	0	2	2	7	-1
 HU		0	0	1	0	0	0	1	0	4	-5	93	4	1	1	2	0
 NL		2	-2	1	-1	1	0	1	-2	2	-4	92	8	1	1	5	-5
 AT		1	1	1	0	0	-1	2	-2	10	-9	86	11	0	0	4	-2
 PL		0	0	1	1	1	0	2	0	7	-4	89	3	0	0	4	1
 PT		0	-1	0	0	0	0	1	0	14	1	84	-1	1	1	1	-1
 RO		0	0	0	0	0	0	0	-1	5	-2	92	4	3	-1	0	-1
 SI		1	0	0	0	1	0	2	0	7	-4	89	4	0	0	4	0
 SK		2	2	0	-1	1	0	1	0	8	-13	87	11	1	1	4	1
 FI		2	-1	1	0	1	0	12	2	25	6	59	-7	0	0	16	1
 SE		7	-4	4	1	3	2	8	1	18	-2	60	2	0	0	22	0
 UK		3	0	0	-1	0	-1	1	0	6	1	90	1	0	0	4	-2

QC4 En moyenne, combien de cigarettes fumez-vous ou fumiez-vous par jour ? (NOTER EN CLAIR)

QC4 On average, how many cigarettes do you or did you smoke each day? (WRITE DOWN)

QC4 Wie viele Zigaretten rauchen Sie bzw. haben Sie durchschnittlich pro Tag geraucht? (NOTIEREN)

	%	Moins d'1 cigarette		De 1 à 5 cigarettes		De 6 à 10 cigarettes		De 11 à 20 cigarettes		21 cigarettes ou plus		Refus		NSP		Moyenne	
		Less than 1 cigarette		From 1 to 5 cigarettes		From 6 to 10 cigarettes		From 11 to 20 cigarettes		21 cigarettes or more		Refusal		DK		Average	
		Weniger als 1 Zigarette		Zwischen 1 und 5 Zigaretten		Zwischen 6 und 10 Zigaretten		Zwischen 11 und 20 Zigaretten		21 Zigaretten oder mehr		Verweigert		WN		Durchschnitt	
		EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1
 EU 28		2	<i>0</i>	15	<i>-2</i>	27	<i>1</i>	45	<i>2</i>	10	<i>-1</i>	0	<i>0</i>	1	<i>0</i>	0	<i>0</i>
 BE		1	<i>-1</i>	15	<i>-1</i>	30	<i>6</i>	37	<i>0</i>	17	<i>-3</i>	0	<i>-1</i>	0	<i>0</i>	0	<i>0</i>
 BG		0	<i>0</i>	9	<i>-1</i>	28	<i>-4</i>	50	<i>-1</i>	11	<i>5</i>	0	<i>0</i>	2	<i>1</i>	0	<i>0</i>
 CZ		2	<i>0</i>	16	<i>-1</i>	30	<i>1</i>	41	<i>-4</i>	10	<i>4</i>	0	<i>0</i>	1	<i>0</i>	0	<i>0</i>
 DK		2	<i>-1</i>	18	<i>-1</i>	30	<i>8</i>	41	<i>-2</i>	9	<i>-3</i>	0	<i>0</i>	0	<i>-1</i>	0	<i>0</i>
 DE		2	<i>-2</i>	16	<i>1</i>	22	<i>-2</i>	44	<i>1</i>	15	<i>2</i>	0	<i>0</i>	1	<i>0</i>	0	<i>0</i>
 EE		2	<i>-2</i>	25	<i>4</i>	34	<i>6</i>	32	<i>-5</i>	6	<i>0</i>	0	<i>-1</i>	1	<i>-2</i>	0	<i>0</i>
 IE		1	<i>-1</i>	12	<i>4</i>	26	<i>0</i>	50	<i>1</i>	10	<i>1</i>	0	<i>0</i>	1	<i>-5</i>	0	<i>0</i>
 EL		1	<i>0</i>	7	<i>-2</i>	17	<i>3</i>	50	<i>0</i>	25	<i>1</i>	0	<i>-1</i>	0	<i>-1</i>	0	<i>0</i>
 ES		2	<i>1</i>	17	<i>-4</i>	25	<i>-3</i>	46	<i>7</i>	10	<i>0</i>	0	<i>0</i>	0	<i>-1</i>	0	<i>0</i>
 FR		2	<i>-1</i>	17	<i>-3</i>	31	<i>3</i>	42	<i>5</i>	8	<i>-3</i>	0	<i>0</i>	0	<i>-1</i>	0	<i>0</i>
 HR		0		12		21		51		14		0		2			
 IT		0	<i>-1</i>	9	<i>-8</i>	33	<i>4</i>	52	<i>8</i>	6	<i>-2</i>	0	<i>0</i>	0	<i>-1</i>	0	<i>0</i>
 CY		0	<i>0</i>	12	<i>3</i>	18	<i>-1</i>	42	<i>2</i>	28	<i>-4</i>	0	<i>0</i>	0	<i>0</i>	0	<i>0</i>
 LV		2	<i>-2</i>	21	<i>3</i>	34	<i>0</i>	36	<i>-3</i>	4	<i>0</i>	1	<i>0</i>	2	<i>2</i>	0	<i>0</i>
 HU		0	<i>-1</i>	7	<i>0</i>	23	<i>-2</i>	60	<i>1</i>	10	<i>2</i>	0	<i>0</i>	0	<i>0</i>	0	<i>0</i>
 NL		2	<i>-2</i>	23	<i>4</i>	27	<i>6</i>	34	<i>-7</i>	13	<i>-1</i>	0	<i>0</i>	1	<i>0</i>	0	<i>0</i>
 AT		2	<i>2</i>	10	<i>2</i>	13	<i>-5</i>	47	<i>-4</i>	27	<i>6</i>	0	<i>-1</i>	1	<i>0</i>	0	<i>0</i>
 PL		0	<i>-2</i>	9	<i>-1</i>	26	<i>0</i>	53	<i>1</i>	9	<i>1</i>	0	<i>0</i>	3	<i>1</i>	0	<i>0</i>
 PT		1	<i>-1</i>	14	<i>-3</i>	24	<i>2</i>	49	<i>7</i>	10	<i>-5</i>	1	<i>1</i>	1	<i>-1</i>	0	<i>0</i>
 RO		1	<i>1</i>	14	<i>0</i>	26	<i>-3</i>	52	<i>3</i>	6	<i>0</i>	0	<i>0</i>	1	<i>-1</i>	0	<i>0</i>
 SI		0	<i>-1</i>	14	<i>-5</i>	20	<i>-4</i>	50	<i>7</i>	15	<i>2</i>	0	<i>0</i>	1	<i>1</i>	0	<i>0</i>
 SK		1	<i>-1</i>	24	<i>-4</i>	31	<i>1</i>	37	<i>5</i>	4	<i>0</i>	1	<i>0</i>	2	<i>-1</i>	0	<i>0</i>
 FI		3	<i>1</i>	18	<i>0</i>	35	<i>6</i>	32	<i>-9</i>	10	<i>1</i>	1	<i>1</i>	1	<i>0</i>	0	<i>0</i>
 SE		6	<i>2</i>	26	<i>0</i>	30	<i>2</i>	32	<i>-4</i>	5	<i>0</i>	0	<i>0</i>	1	<i>0</i>	0	<i>0</i>
 UK		3	<i>1</i>	17	<i>-2</i>	33	<i>4</i>	37	<i>-3</i>	9	<i>-1</i>	0	<i>0</i>	1	<i>1</i>	0	<i>0</i>

QC5.1 Quelle importance accordez-vous ou accordiez-vous à chacun des facteurs suivants dans le choix de votre marque de cigarettes?



























Le prix

QC5.1 How important is or was each of the following factors in your choice of brand of cigarettes?

The price

QC5.1 Wie wichtig ist bzw. war jeder der folgenden Faktoren bei der Wahl Ihrer Zigarettenmarke?

Der Preis

	%	Très important		Plutôt important		Plutôt pas important		Pas du tout important		NSP		Total 'Important'		Total 'Pas important'	
		Very important		Fairly important		Not very important		Not at all important		DK		Total 'Important'		Total 'Not important'	
		Sehr wichtig		Ziemlich wichtig		Nicht sehr wichtig		Überhaupt nicht wichtig		WN		Gesamt 'Wichtig'		Gesamt 'Nicht wichtig'	
		EB	Diff.	EB	Diff.	EB	Diff.	EB	Diff.	EB	Diff.	EB	Diff.	EB	Diff.
		82.4	77.1	82.4	77.1	82.4	77.1	82.4	77.1	82.4	77.1	82.4	77.1	82.4	77.1
 EU 28		43	6	26	-2	16	-2	14	-2	1	0	69	4	30	-4
 BE		29	6	25	0	17	-5	29	-1	0	0	54	6	46	-6
 BG		70	3	20	-4	7	0	3	1	0	0	90	-1	10	1
 CZ		60	6	26	-4	9	-4	5	2	0	0	86	2	14	-2
 DK		24	2	15	-1	26	2	33	-5	2	2	39	1	59	-3
 DE		31	0	30	8	22	0	17	-8	0	0	61	8	39	-8
 EE		38	2	24	-7	19	-1	17	6	2	0	62	-5	36	5
 IE		40	-5	21	-7	19	6	19	10	1	-4	61	-12	38	16
 EL		74	15	18	-10	5	-3	3	-2	0	0	92	5	8	-5
 ES		47	10	28	-6	13	0	11	-5	1	1	75	4	24	-5
 FR		43	8	24	2	14	-6	19	-4	0	0	67	10	33	-10
 HR		54		24		14		7		1		78		21	
 IT		40	2	39	-1	14	-2	6	2	1	-1	79	1	20	0
 CY		50	1	24	-2	14	-1	12	2	0	0	74	-1	26	1
 LV		39	-8	26	-2	23	6	11	3	1	1	65	-10	34	9
 HU		72	15	19	-10	6	-6	3	1	0	0	91	5	9	-5
 NL		20	6	19	1	30	-5	30	-2	1	0	39	7	60	-7
 AT		41	9	27	-13	18	-4	14	8	0	0	68	-4	32	4
 PL		60	11	27	-3	9	-5	3	-3	1	0	87	8	12	-8
 PT		58	21	32	-16	6	-3	3	-2	1	0	90	5	9	-5
 RO		48	-3	27	-2	12	0	12	6	1	-1	75	-5	24	6
 SI		39	16	19	-10	20	-7	22	2	0	-1	58	6	42	-5
 SK		59	9	27	-10	6	-5	7	5	1	1	86	-1	13	0
 FI		29	13	19	-15	25	0	26	1	1	1	48	-2	51	1
 SE		15	-1	21	-1	28	-5	34	6	2	1	36	-2	62	1
 UK		42	6	21	-5	20	1	16	-2	1	0	63	1	36	-1

QC5.2 Quelle importance accordez-vous ou accordiez-vous à chacun des facteurs suivants dans le choix de votre marque de cigarettes?



























L'emballage

QC5.2 How important is or was each of the following factors in your choice of brand of cigarettes?

The packaging

QC5.2 Wie wichtig ist bzw. war jeder der folgenden Faktoren bei der Wahl Ihrer Zigarettenmarke?

Die Verpackung

	%	Très important		Plutôt important		Plutôt pas important		Pas du tout important		NSP		Total 'Important'		Total 'Pas important'	
		Very important		Fairly important		Not very important		Not at all important		DK		Total 'Important'		Total 'Not important'	
		Sehr wichtig		Ziemlich wichtig		Nicht sehr wichtig		Überhaupt nicht wichtig		WN		Gesamt 'Wichtig'		Gesamt 'Nicht wichtig'	
		EB	Diff.	EB	Diff.	EB	Diff.	EB	Diff.	EB	Diff.	EB	Diff.	EB	Diff.
		82.4	77.1	82.4	77.1	82.4	77.1	82.4	77.1	82.4	77.1	82.4	77.1	82.4	77.1
 EU 28		6	<i>1</i>	16	<i>-2</i>	32	<i>-2</i>	45	<i>3</i>	1	<i>0</i>	22	<i>-1</i>	77	<i>1</i>
 BE		4	<i>1</i>	9	<i>-4</i>	26	<i>2</i>	61	<i>1</i>	0	<i>0</i>	13	<i>-3</i>	87	<i>3</i>
 BG		17	<i>8</i>	34	<i>0</i>	29	<i>-10</i>	19	<i>1</i>	1	<i>1</i>	51	<i>8</i>	48	<i>-9</i>
 CZ		7	<i>0</i>	23	<i>-8</i>	36	<i>-5</i>	33	<i>12</i>	1	<i>1</i>	30	<i>-8</i>	69	<i>7</i>
 DK		7	<i>2</i>	10	<i>-2</i>	25	<i>2</i>	54	<i>-6</i>	4	<i>4</i>	17	<i>0</i>	79	<i>-4</i>
 DE		2	<i>-2</i>	9	<i>-1</i>	34	<i>1</i>	55	<i>2</i>	0	<i>0</i>	11	<i>-3</i>	89	<i>3</i>
 EE		7	<i>3</i>	15	<i>3</i>	28	<i>-11</i>	48	<i>4</i>	2	<i>1</i>	22	<i>6</i>	76	<i>-7</i>
 IE		4	<i>-2</i>	10	<i>-10</i>	33	<i>0</i>	52	<i>17</i>	1	<i>-5</i>	14	<i>-12</i>	85	<i>17</i>
 EL		12	<i>-2</i>	24	<i>1</i>	40	<i>-1</i>	24	<i>2</i>	0	<i>0</i>	36	<i>-1</i>	64	<i>1</i>
 ES		8	<i>2</i>	20	<i>1</i>	25	<i>-9</i>	45	<i>5</i>	2	<i>1</i>	28	<i>3</i>	70	<i>-4</i>
 FR		2	<i>-2</i>	8	<i>0</i>	22	<i>-6</i>	66	<i>6</i>	2	<i>2</i>	10	<i>-2</i>	88	<i>0</i>
 HR		14		25		31		29		1		39		60	
 IT		9	<i>2</i>	25	<i>-9</i>	40	<i>3</i>	23	<i>2</i>	3	<i>2</i>	34	<i>-7</i>	63	<i>5</i>
 CY		6	<i>-2</i>	16	<i>-1</i>	28	<i>2</i>	49	<i>0</i>	1	<i>1</i>	22	<i>-3</i>	77	<i>2</i>
 LV		5	<i>-1</i>	13	<i>-5</i>	34	<i>-3</i>	46	<i>8</i>	2	<i>1</i>	18	<i>-6</i>	80	<i>5</i>
 HU		9	<i>2</i>	24	<i>-6</i>	38	<i>-3</i>	28	<i>6</i>	1	<i>1</i>	33	<i>-4</i>	66	<i>3</i>
 NL		2	<i>-1</i>	11	<i>1</i>	30	<i>-4</i>	56	<i>3</i>	1	<i>1</i>	13	<i>0</i>	86	<i>-1</i>
 AT		9	<i>3</i>	14	<i>-8</i>	31	<i>-12</i>	45	<i>16</i>	1	<i>1</i>	23	<i>-5</i>	76	<i>4</i>
 PL		9	<i>2</i>	17	<i>-12</i>	46	<i>5</i>	27	<i>5</i>	1	<i>0</i>	26	<i>-10</i>	73	<i>10</i>
 PT		10	<i>6</i>	40	<i>13</i>	30	<i>-17</i>	20	<i>-2</i>	0	<i>0</i>	50	<i>19</i>	50	<i>-19</i>
 RO		11	<i>3</i>	27	<i>7</i>	37	<i>-7</i>	23	<i>-1</i>	2	<i>-2</i>	38	<i>10</i>	60	<i>-8</i>
 SI		5	<i>0</i>	14	<i>-6</i>	32	<i>-9</i>	49	<i>15</i>	0	<i>0</i>	19	<i>-6</i>	81	<i>6</i>
 SK		26	<i>7</i>	32	<i>-7</i>	26	<i>-4</i>	15	<i>4</i>	1	<i>0</i>	58	<i>0</i>	41	<i>0</i>
 FI		2	<i>0</i>	10	<i>-4</i>	36	<i>6</i>	50	<i>-4</i>	2	<i>2</i>	12	<i>-4</i>	86	<i>2</i>
 SE		2	<i>-3</i>	12	<i>-4</i>	25	<i>-6</i>	59	<i>12</i>	2	<i>1</i>	14	<i>-7</i>	84	<i>6</i>
 UK		4	<i>0</i>	11	<i>0</i>	32	<i>1</i>	52	<i>-2</i>	1	<i>1</i>	15	<i>0</i>	84	<i>-1</i>

QC5.3 Quelle importance accordez-vous ou accordiez-vous à chacun des facteurs suivants dans le choix de votre marque de cigarettes?



























Le goût du tabac

QC5.3 How important is or was each of the following factors in your choice of brand of cigarettes?

The taste of tobacco

QC5.3 Wie wichtig ist bzw. war jeder der folgenden Faktoren bei der Wahl Ihrer Zigarettenmarke?

Der Tabakgeschmack

	%	Très important		Plutôt important		Plutôt pas important		Pas du tout important		NSP		Total 'Important'		Total 'Pas important'	
		Very important		Fairly important		Not very important		Not at all important		DK		Total 'Important'		Total 'Not important'	
		Sehr wichtig		Ziemlich wichtig		Nicht sehr wichtig		Überhaupt nicht wichtig		WN		Gesamt 'Wichtig'		Gesamt 'Nicht wichtig'	
		EB	Diff.	EB	Diff.	EB	Diff.	EB	Diff.	EB	Diff.	EB	Diff.	EB	Diff.
		82.4	77.1	82.4	77.1	82.4	77.1	82.4	77.1	82.4	77.1	82.4	77.1	82.4	77.1
 EU 28		51	7	36	-4	6	-3	6	0	1	0	87	3	12	-3
 BE		47	3	36	-4	5	-2	11	2	1	1	83	-1	16	0
 BG		73	11	20	-12	3	-1	3	1	1	1	93	-1	6	0
 CZ		61	-7	27	0	5	2	6	4	1	1	88	-7	11	6
 DK		53	4	28	-7	7	-2	10	3	2	2	81	-3	17	1
 DE		42	4	43	2	8	-4	6	-2	1	0	85	6	14	-6
 EE		36	4	41	-2	9	-4	10	-1	4	3	77	2	19	-5
 IE		48	-1	32	-3	9	4	10	5	1	-5	80	-4	19	9
 EL		88	14	11	-14	0	-1	1	1	0	0	99	0	1	0
 ES		52	10	34	-9	5	-4	8	2	1	1	86	1	13	-2
 FR		51	7	38	-6	5	-2	6	1	0	0	89	1	11	-1
 HR		53		36		6		4		1		89		10	
 IT		70	10	23	-12	3	-1	2	1	2	2	93	-2	5	0
 CY		54	-9	30	9	7	-2	9	2	0	0	84	0	16	0
 LV		37	-2	35	-4	11	-4	14	8	3	2	72	-6	25	4
 HU		57	7	30	-10	8	2	4	0	1	1	87	-3	12	2
 NL		47	7	37	-10	6	-3	9	5	1	1	84	-3	15	2
 AT		52	-4	33	-6	6	2	9	8	0	0	85	-10	15	10
 PL		47	9	40	-8	8	-1	3	-1	2	1	87	1	11	-2
 PT		53	19	40	-14	5	-3	2	-2	0	0	93	5	7	-5
 RO		56	8	35	3	5	-8	4	-1	0	-2	91	11	9	-9
 SI		50	7	25	-9	7	-6	18	8	0	0	75	-2	25	2
 SK		51	7	34	-16	8	4	6	5	1	0	85	-9	14	9
 FI		39	8	36	-5	10	-4	14	0	1	1	75	3	24	-4
 SE		35	-7	42	0	8	-1	12	6	3	2	77	-7	20	5
 UK		36	0	43	5	11	-4	8	-2	2	1	79	5	19	-6

QC5.4 Quelle importance accordez-vous ou accordiez-vous à chacun des facteurs suivants dans le choix de votre marque de cigarettes?



























La marque spécifique

QC5.4 How important is or was each of the following factors in your choice of brand of cigarettes?

The specific brand

QC5.4 Wie wichtig ist bzw. war jeder der folgenden Faktoren bei der Wahl Ihrer Zigarettensmarke?

Die bestimmte Marke

	%	Très important		Plutôt important		Plutôt pas important		Pas du tout important		NSP		Total 'Important'		Total 'Pas important'	
		Very important		Fairly important		Not very important		Not at all important		DK		Total 'Important'		Total 'Not important'	
		Sehr wichtig		Ziemlich wichtig		Nicht sehr wichtig		Überhaupt nicht wichtig		WN		Gesamt 'Wichtig'		Gesamt 'Nicht wichtig'	
		EB	Diff.	EB	Diff.	EB	Diff.	EB	Diff.	EB	Diff.	EB	Diff.	EB	Diff.
		82.4	77.1	82.4	77.1	82.4	77.1	82.4	77.1	82.4	77.1	82.4	77.1	82.4	77.1
 EU 28		31	-1	35	-2	17	-1	16	4	1	0	66	-3	33	3
 BE		27	-11	33	-4	18	4	22	11	0	0	60	-15	40	15
 BG		50	13	34	-7	9	-5	6	0	1	-1	84	6	15	-5
 CZ		34	-2	38	-8	16	3	11	6	1	1	72	-10	27	9
 DK		28	-6	28	3	16	-3	26	4	2	2	56	-3	42	1
 DE		32	-4	34	0	19	3	15	1	0	0	66	-4	34	4
 EE		33	5	39	-3	13	-5	12	2	3	1	72	2	25	-3
 IE		46	-2	29	-5	12	5	12	6	1	-4	75	-7	24	11
 EL		42	7	41	-6	12	-2	5	1	0	0	83	1	17	-1
 ES		27	0	35	-2	17	-4	20	6	1	0	62	-2	37	2
 FR		24	-2	25	-9	19	1	31	9	1	1	49	-11	50	10
 HR		24		33		22		19		2		57		41	
 IT		45	4	37	-7	12	1	5	2	1	0	82	-3	17	3
 CY		43	-9	32	4	13	0	12	5	0	0	75	-5	25	5
 LV		24	-5	31	-1	23	-3	20	7	2	2	55	-6	43	4
 HU		36	9	34	-12	19	0	10	2	1	1	70	-3	29	2
 NL		33	3	30	-6	18	-5	19	8	0	0	63	-3	37	3
 AT		41	6	28	-16	14	-1	17	11	0	0	69	-10	31	10
 PL		23	-6	44	2	22	0	9	4	2	0	67	-4	31	4
 PT		25	9	59	1	12	-10	4	0	0	0	84	10	16	-10
 RO		32	0	38	3	17	-4	12	4	1	-3	70	3	29	0
 SI		34	5	23	-18	17	0	26	13	0	0	57	-13	43	13
 SK		44	6	36	-8	11	-4	8	5	1	1	80	-2	19	1
 FI		33	-4	36	0	14	-4	17	8	0	0	69	-4	31	4
 SE		26	-11	33	0	17	2	22	8	2	1	59	-11	39	10
 UK		24	-8	40	8	17	-3	18	3	1	0	64	0	35	0

QC5.5 Quelle importance accordez-vous ou accordiez-vous à chacun des facteurs suivants dans le choix de votre marque de cigarettes?



























Les goûts spécifiques tels que le menthol, les goûts épicés, fruités ou sucrés

QC5.5 How important is or was each of the following factors in your choice of brand of cigarettes?

The specific tastes such as menthol, spicy, fruity or sweet

QC5.5 Wie wichtig ist bzw. war jeder der folgenden Faktoren bei der Wahl Ihrer Zigarettenmarke?

Bestimmte Geschmacksrichtungen, z.B. Menthol, würzig, fruchtig oder süßlich

	%	Très important		Plutôt important		Plutôt pas important		Pas du tout important		NSP		Total 'Important'		Total 'Pas important'	
		Very important		Fairly important		Not very important		Not at all important		DK		Total 'Important'		Total 'Not important'	
		Sehr wichtig		Ziemlich wichtig		Nicht sehr wichtig		Überhaupt nicht wichtig		WN		Gesamt 'Wichtig'		Gesamt 'Nicht wichtig'	
		EB	Diff.	EB	Diff.	EB	Diff.	EB	Diff.	EB	Diff.	EB	Diff.	EB	Diff.
		82.4	77.1	82.4	77.1	82.4	77.1	82.4	77.1	82.4	77.1	82.4	77.1	82.4	77.1
 EU 28		14	<i>1</i>	19	<i>0</i>	21	<i>0</i>	44	<i>-1</i>	2	<i>0</i>	33	<i>1</i>	65	<i>-1</i>
 BE		8	<i>-2</i>	16	<i>5</i>	18	<i>0</i>	57	<i>-4</i>	1	<i>1</i>	24	<i>3</i>	75	<i>-4</i>
 BG		25	<i>9</i>	23	<i>1</i>	16	<i>-11</i>	32	<i>-1</i>	4	<i>2</i>	48	<i>10</i>	48	<i>-12</i>
 CZ		18	<i>0</i>	23	<i>-4</i>	23	<i>-2</i>	33	<i>5</i>	3	<i>1</i>	41	<i>-4</i>	56	<i>3</i>
 DK		15	<i>-6</i>	12	<i>-2</i>	19	<i>-4</i>	51	<i>10</i>	3	<i>2</i>	27	<i>-8</i>	70	<i>6</i>
 DE		15	<i>1</i>	19	<i>-1</i>	19	<i>-2</i>	45	<i>1</i>	2	<i>1</i>	34	<i>0</i>	64	<i>-1</i>
 EE		14	<i>1</i>	16	<i>-7</i>	17	<i>-2</i>	47	<i>5</i>	6	<i>3</i>	30	<i>-6</i>	64	<i>3</i>
 IE		12	<i>0</i>	13	<i>-5</i>	21	<i>0</i>	51	<i>12</i>	3	<i>-7</i>	25	<i>-5</i>	72	<i>12</i>
 EL		10	<i>2</i>	14	<i>1</i>	25	<i>-2</i>	50	<i>-1</i>	1	<i>0</i>	24	<i>3</i>	75	<i>-3</i>
 ES		9	<i>0</i>	13	<i>-5</i>	19	<i>-2</i>	57	<i>7</i>	2	<i>0</i>	22	<i>-5</i>	76	<i>5</i>
 FR		10	<i>0</i>	13	<i>-4</i>	15	<i>0</i>	60	<i>4</i>	2	<i>0</i>	23	<i>-4</i>	75	<i>4</i>
 HR		9		9		26		54		2		18		80	
 IT		18	<i>5</i>	25	<i>7</i>	25	<i>6</i>	30	<i>-16</i>	2	<i>-2</i>	43	<i>12</i>	55	<i>-10</i>
 CY		11	<i>-4</i>	11	<i>3</i>	17	<i>-7</i>	60	<i>8</i>	1	<i>0</i>	22	<i>-1</i>	77	<i>1</i>
 LV		11	<i>-5</i>	17	<i>1</i>	17	<i>-8</i>	51	<i>10</i>	4	<i>2</i>	28	<i>-4</i>	68	<i>2</i>
 HU		30	<i>8</i>	27	<i>-4</i>	20	<i>-2</i>	22	<i>-3</i>	1	<i>1</i>	57	<i>4</i>	42	<i>-5</i>
 NL		11	<i>-1</i>	13	<i>-9</i>	20	<i>0</i>	54	<i>9</i>	2	<i>1</i>	24	<i>-10</i>	74	<i>9</i>
 AT		9	<i>-9</i>	16	<i>-15</i>	27	<i>3</i>	46	<i>19</i>	2	<i>2</i>	25	<i>-24</i>	73	<i>22</i>
 PL		20	<i>0</i>	27	<i>0</i>	26	<i>0</i>	22	<i>-2</i>	5	<i>2</i>	47	<i>0</i>	48	<i>-2</i>
 PT		8	<i>-1</i>	28	<i>0</i>	26	<i>-1</i>	36	<i>1</i>	2	<i>1</i>	36	<i>-1</i>	62	<i>0</i>
 RO		18	<i>5</i>	22	<i>3</i>	25	<i>-3</i>	33	<i>-2</i>	2	<i>-3</i>	40	<i>8</i>	58	<i>-5</i>
 SI		10	<i>-1</i>	8	<i>-8</i>	24	<i>-3</i>	58	<i>13</i>	0	<i>-1</i>	18	<i>-9</i>	82	<i>10</i>
 SK		18	<i>6</i>	17	<i>-3</i>	24	<i>-6</i>	39	<i>1</i>	2	<i>2</i>	35	<i>3</i>	63	<i>-5</i>
 FI		15	<i>4</i>	17	<i>2</i>	21	<i>-3</i>	46	<i>-4</i>	1	<i>1</i>	32	<i>6</i>	67	<i>-7</i>
 SE		22	<i>-4</i>	28	<i>-2</i>	12	<i>-4</i>	35	<i>8</i>	3	<i>2</i>	50	<i>-6</i>	47	<i>4</i>
 UK		11	<i>-1</i>	20	<i>6</i>	22	<i>4</i>	44	<i>-10</i>	3	<i>1</i>	31	<i>5</i>	66	<i>-6</i>

QC5.6 Quelle importance accordez-vous ou accordiez-vous à chacun des facteurs suivants dans le choix de votre marque de cigarettes?



























Les niveaux de goudron, nicotine et monoxyde de carbone

QC5.6 How important is or was each of the following factors in your choice of brand of cigarettes?

The levels of tar, nicotine and carbon monoxide

QC5.6 Wie wichtig ist bzw. war jeder der folgenden Faktoren bei der Wahl Ihrer Zigarettenmarke?

Die Menge an Teer, Nikotin oder Kohlenmonoxid

	%	Très important		Plutôt important		Plutôt pas important		Pas du tout important		NSP		Total 'Important'		Total 'Pas important'	
		Very important		Fairly important		Not very important		Not at all important		DK		Total 'Important'		Total 'Not important'	
		Sehr wichtig		Ziemlich wichtig		Nicht sehr wichtig		Überhaupt nicht wichtig		WN		Gesamt 'Wichtig'		Gesamt 'Nicht wichtig'	
		EB	Diff.	EB	Diff.	EB	Diff.	EB	Diff.	EB	Diff.	EB	Diff.	EB	Diff.
		82.4	EB	82.4	EB	82.4	EB	82.4	EB	82.4	EB	82.4	EB	82.4	EB
			77.1		77.1		77.1		77.1		77.1		77.1		77.1
 EU 28		21	4	26	-2	20	-3	31	0	2	1	47	2	51	-3
 BE		9	-2	25	6	21	-1	44	-4	1	1	34	4	65	-5
 BG		51	0	28	-5	10	1	9	3	2	1	79	-5	19	4
 CZ		16	-1	34	-5	26	-2	22	7	2	1	50	-6	48	5
 DK		11	1	16	2	20	-2	47	-6	6	5	27	3	67	-8
 DE		14	4	25	4	27	1	33	-9	1	0	39	8	60	-8
 EE		34	10	29	-12	12	-4	21	5	4	1	63	-2	33	1
 IE		19	2	21	-15	21	1	38	18	1	-6	40	-13	59	19
 EL		51	8	33	-8	11	-1	5	1	0	0	84	0	16	0
 ES		15	4	21	-5	18	-6	43	5	3	2	36	-1	61	-1
 FR		17	2	18	1	15	-3	47	-1	3	1	35	3	62	-4
 HR		28		30		19		22		1		58		41	
 IT		35	8	37	-10	16	1	9	0	3	1	72	-2	25	1
 CY		42	-6	31	7	11	-5	15	3	1	1	73	1	26	-2
 LV		27	-4	26	-2	19	-2	24	6	4	2	53	-6	43	4
 HU		33	5	36	-7	17	-3	13	5	1	0	69	-2	30	2
 NL		9	0	14	-3	24	-1	49	2	4	2	23	-3	73	1
 AT		21	-1	36	-6	16	-7	25	14	2	0	57	-7	41	7
 PL		27	9	35	0	21	-7	14	-3	3	1	62	9	35	-10
 PT		28	16	43	-6	20	-5	9	-3	0	-2	71	10	29	-8
 RO		34	4	35	7	17	-8	12	0	2	-3	69	11	29	-8
 SI		35	3	20	-11	12	-5	32	13	1	0	55	-8	44	8
 SK		24	5	28	-13	21	-6	24	11	3	3	52	-8	45	5
 FI		10	3	25	-2	20	-7	44	6	1	0	35	1	64	-1
 SE		11	-1	19	-1	16	-11	50	11	4	2	30	-2	66	0
 UK		15	2	18	-4	27	2	37	-1	3	1	33	-2	64	1

QC5.7 Quelle importance accordez-vous ou accordiez-vous à chacun des facteurs suivants dans le choix de votre marque de cigarettes?



























Le design ou la forme de la cigarette (par ex. minces, couleur, capsule)

QC5.7 How important is or was each of the following factors in your choice of brand of cigarettes?

The design or shape of the cigarette (e.g. slim, colour, capsule)

QC5.7 Wie wichtig ist bzw. war jeder der folgenden Faktoren bei der Wahl Ihrer Zigarettenmarke?

Das Design oder die Form der Zigarette (z. B. Slim-Zigaretten, Farbe, Packung)

		Très important	Plutôt important	Plutôt pas important	Pas du tout important	NSP	Total 'Important'	Total 'Pas important'
		Very important	Fairly important	Not very important	Not at all important	DK	Total 'Important'	Total 'Not important'
		Sehr wichtig	Ziemlich wichtig	Nicht sehr wichtig	Überhaupt nicht wichtig	WN	Gesamt 'Wichtig'	Gesamt 'Nicht wichtig'
%		EB 82.4	EB 82.4	EB 82.4	EB 82.4	EB 82.4	EB 82.4	EB 82.4
	EU 28	7	16	25	50	2	23	75
	BE	2	11	23	63	1	13	86
	BG	24	35	18	21	2	59	39
	CZ	12	23	27	36	2	35	63
	DK	5	6	20	64	5	11	84
	DE	2	9	30	58	1	11	88
	EE	6	15	22	52	5	21	74
	IE	4	11	27	57	1	15	84
	EL	9	30	31	30	0	39	61
	ES	2	11	21	64	2	13	85
	FR	3	5	16	75	1	8	91
	HR	10	18	27	44	1	28	71
	IT	19	33	25	21	2	52	46
	CY	11	15	18	55	1	26	73
	LV	9	13	27	48	3	22	75
	HU	18	27	28	26	1	45	54
	NL	1	6	23	67	3	7	90
	AT	5	15	27	52	1	20	79
	PL	18	34	28	18	2	52	46
	PT	9	38	30	22	1	47	52
	RO	14	31	28	25	2	45	53
	SI	13	11	21	54	1	24	75
	SK	15	22	24	36	3	37	60
	FI	1	6	22	68	3	7	90
	SE	3	9	19	67	2	12	86
	UK	3	10	27	57	3	13	84

QC6 Parmi les caractéristiques suivantes, quelles sont celles qui selon vous indiquent si une marque de cigarettes est moins nocive comparée aux autres ? (PLUSIEURS REPONSES POSSIBLES)

QC6 Which of the following characteristics do you consider indicate that a cigarette brand is less harmful than others? (MULTIPLE ANSWERS POSSIBLE)



























QC6 Welche der folgenden Eigenschaften weisen Ihrer Meinung nach darauf hin, dass eine Zigarettenmarke weniger schädlich ist als andere? (MEHRFACHNENNUNGEN MÖGLICH)

	Le goût menthol	D'autres goûts ou saveurs tels que les saveurs épicées, sucrées ou fruitées		La forme et la taille d'une cigarette, p.ex. les cigarettes minces		Les niveaux de goudron ou de nicotine indiqués sur les paquets de cigarettes		La couleur plus claire des paquets de cigarettes		Des termes spécifiques dans le nom de la marque, tels que "silver" ou "blue"		
		Menthol flavour	Other taste or flavour, such as a spicy, sweet or fruity flavour		The shape and size of a cigarette, e.g. slim cigarettes		The tar or nicotine levels indicated on pack		The light colour of the pack		Specific terms in the brand's name, such as "silver" or "blue"	
	Mentholgeschmack	Anderer Geschmack/ anderes Aroma, z.B. würziges, süßliches oder fruchtiges Aroma		Die Form und Größe einer Zigarette, z.B. extra dünne Zigaretten (Slim-Zigaretten)		Die auf der Verpackung angegebenen Teer- und Nikotinwerte		Die helle Farbe der Verpackung		Bestimmte Begriffe im Markennamen, wie z.B. "Silver" oder "Blue"		
%	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1
EU 28	6	<i>1</i>	4	<i>2</i>	5	<i>0</i>	32	<i>-1</i>	6	<i>1</i>	8	<i>1</i>
BE	7	<i>0</i>	6	<i>3</i>	7	<i>2</i>	37	<i>6</i>	9	<i>3</i>	7	<i>3</i>
BG	3	<i>-1</i>	4	<i>2</i>	14	<i>-2</i>	43	<i>-15</i>	10	<i>-2</i>	12	<i>3</i>
CZ	7	<i>2</i>	4	<i>2</i>	8	<i>-2</i>	36	<i>0</i>	14	<i>3</i>	15	<i>-1</i>
DK	6	<i>3</i>	2	<i>1</i>	4	<i>2</i>	28	<i>-6</i>	6	<i>3</i>	2	<i>0</i>
DE	5	<i>2</i>	3	<i>1</i>	2	<i>-1</i>	28	<i>0</i>	3	<i>0</i>	6	<i>0</i>
EE	5	<i>0</i>	2	<i>1</i>	4	<i>-1</i>	30	<i>-5</i>	10	<i>0</i>	4	<i>-2</i>
IE	11	<i>3</i>	5	<i>0</i>	5	<i>1</i>	30	<i>-8</i>	6	<i>-2</i>	7	<i>-5</i>
EL	2	<i>2</i>	3	<i>1</i>	9	<i>3</i>	47	<i>7</i>	9	<i>3</i>	10	<i>4</i>
ES	3	<i>1</i>	1	<i>0</i>	2	<i>0</i>	32	<i>6</i>	5	<i>2</i>	8	<i>2</i>
FR	7	<i>1</i>	3	<i>0</i>	4	<i>0</i>	38	<i>3</i>	4	<i>-2</i>	4	<i>0</i>
HR	5		7		9		34		10		7	
IT	3	<i>2</i>	6	<i>4</i>	7	<i>2</i>	34	<i>-3</i>	8	<i>3</i>	15	<i>7</i>
CY	5	<i>3</i>	3	<i>1</i>	2	<i>-1</i>	39	<i>6</i>	5	<i>1</i>	4	<i>-1</i>
LV	6	<i>3</i>	4	<i>1</i>	5	<i>2</i>	35	<i>6</i>	10	<i>-1</i>	5	<i>2</i>
HU	5	<i>1</i>	7	<i>4</i>	10	<i>-3</i>	42	<i>-13</i>	21	<i>-2</i>	13	<i>-6</i>
NL	7	<i>2</i>	3	<i>0</i>	6	<i>2</i>	38	<i>3</i>	6	<i>2</i>	4	<i>-1</i>
AT	6	<i>1</i>	12	<i>6</i>	10	<i>0</i>	37	<i>-11</i>	16	<i>1</i>	23	<i>0</i>
PL	7	<i>-1</i>	3	<i>-1</i>	8	<i>-1</i>	26	<i>-2</i>	11	<i>3</i>	12	<i>6</i>
PT	4	<i>2</i>	4	<i>1</i>	3	<i>0</i>	23	<i>0</i>	3	<i>0</i>	5	<i>0</i>
RO	8	<i>2</i>	6	<i>0</i>	6	<i>-3</i>	32	<i>-8</i>	6	<i>-1</i>	8	<i>-2</i>
SI	6	<i>2</i>	3	<i>0</i>	6	<i>0</i>	35	<i>-4</i>	5	<i>2</i>	10	<i>-4</i>
SK	7	<i>-3</i>	4	<i>-1</i>	11	<i>-5</i>	26	<i>-7</i>	13	<i>-2</i>	8	<i>-4</i>
FI	5	<i>-1</i>	2	<i>1</i>	3	<i>0</i>	15	<i>-5</i>	4	<i>-1</i>	2	<i>-2</i>
SE	5	<i>0</i>	3	<i>0</i>	3	<i>0</i>	37	<i>-8</i>	4	<i>2</i>	5	<i>2</i>
UK	10	<i>-1</i>	3	<i>1</i>	3	<i>0</i>	25	<i>-3</i>	3	<i>-1</i>	2	<i>0</i>

QC6 Parmi les caractéristiques suivantes, quelles sont celles qui selon vous indiquent si une marque de cigarettes est moins nocive comparée aux autres ? (PLUSIEURS REPONSES POSSIBLES)

QC6 Which of the following characteristics do you consider indicate that a cigarette brand is less harmful than others? (MULTIPLE ANSWERS POSSIBLE)



























QC6 Welche der folgenden Eigenschaften weisen Ihrer Meinung nach darauf hin, dass eine Zigarettenmarke weniger schädlich ist als andere? (MEHRFACHNENNUNGEN MÖGLICH)

	%	Des cigarettes sans additifs		Des cigarettes labellisées "organique" ou "naturel"		La forme ou la texture du paquet de cigarettes (p.ex. les paquets minces ou les paquets mous)		Autre (SPONTANE)		Aucun (SPONTANE)		NSP	
		EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1
 EU 28		15	5	10	3	2	1	2	1	29	-5	19	3
 BE		19	7	14	5	3	2	2	1	31	-10	9	2
 BG		6	3	6	1	3	1	1	0	18	7	25	4
 CZ		8	1	12	-3	3	-1	2	1	17	-6	21	7
 DK		24	-1	11	3	1	1	13	12	26	-12	13	3
 DE		16	4	5	1	1	0	1	0	42	-1	15	2
 EE		7	3	7	2	1	1	1	-1	28	-7	29	11
 IE		11	5	11	3	1	-1	1	0	23	-1	26	3
 EL		21	6	15	6	3	2	1	1	32	-10	7	-1
 ES		18	4	12	2	1	1	1	-2	33	-5	15	0
 FR		20	1	13	3	2	1	3	2	20	-7	21	2
 HR		18		14		1		4		17		21	
 IT		21	15	17	13	4	3	3	2	18	-20	22	8
 CY		9	4	8	2	1	0	4	-3	33	-11	16	4
 LV		12	7	7	4	1	0	2	1	24	-14	22	6
 HU		21	7	8	3	4	1	1	0	16	3	15	2
 NL		13	3	9	2	1	0	5	3	30	-5	11	-3
 AT		22	5	19	7	3	-3	2	0	25	0	11	-1
 PL		9	4	5	1	2	1	2	2	26	-7	24	4
 PT		15	8	7	5	3	2	2	2	35	-7	22	-4
 RO		14	6	12	3	2	0	3	1	12	-3	37	4
 SI		13	6	8	-1	3	1	12	9	22	-7	19	3
 SK		15	4	12	-2	3	-2	3	3	23	4	18	4
 FI		5	-3	4	-2	0	-1	2	1	59	-3	13	10
 SE		12	-2	9	2	1	0	3	2	38	3	9	2
 UK		8	3	6	1	1	0	1	-2	39	4	22	3

QC6R Parmi les caractéristiques suivantes, quelles sont celles qui selon vous indiquent si une marque de cigarettes est moins nocive comparée aux autres ? (PLUSIEURS REPONSES POSSIBLES)

QC6R Which of the following characteristics do you consider indicate that a cigarette brand is less harmful than others? (MULTIPLE ANSWERS POSSIBLE)

QC6R Welche der folgenden Eigenschaften weisen Ihrer Meinung nach darauf hin, dass eine Zigarettenmarke weniger schädlich ist als andere? (MEHRFACHNENNUNGEN MÖGLICH)

	%	Au moins un élément lié à une saveur spécifique de tabac		Au moins un élément lié à la forme spécifique du paquet\cigarettes		Au moins un élément lié à l'information sur le paquet	
		EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1
 EU 28		8	<i>1</i>	11	<i>1</i>	44	<i>1</i>
 BE		11	<i>1</i>	15	<i>4</i>	52	<i>8</i>
 BG		6	<i>0</i>	21	<i>-2</i>	51	<i>-11</i>
 CZ		9	<i>3</i>	22	<i>2</i>	50	<i>-4</i>
 DK		7	<i>3</i>	9	<i>4</i>	45	<i>-4</i>
 DE		7	<i>2</i>	6	<i>0</i>	38	<i>-1</i>
 EE		6	<i>0</i>	13	<i>-1</i>	38	<i>-1</i>
 IE		13	<i>1</i>	11	<i>-1</i>	42	<i>-5</i>
 EL		4	<i>2</i>	16	<i>5</i>	60	<i>11</i>
 ES		4	<i>2</i>	7	<i>3</i>	47	<i>5</i>
 FR		9	<i>1</i>	8	<i>-2</i>	51	<i>4</i>
 HR		11		17		49	
 IT		8	<i>5</i>	15	<i>6</i>	53	<i>10</i>
 CY		6	<i>2</i>	8	<i>1</i>	45	<i>9</i>
 LV		9	<i>3</i>	14	<i>1</i>	44	<i>9</i>
 HU		10	<i>3</i>	29	<i>-3</i>	58	<i>-5</i>
 NL		9	<i>2</i>	12	<i>4</i>	48	<i>3</i>
 AT		15	<i>6</i>	24	<i>0</i>	58	<i>-2</i>
 PL		9	<i>-1</i>	19	<i>4</i>	40	<i>4</i>
 PT		8	<i>4</i>	9	<i>3</i>	37	<i>8</i>
 RO		11	<i>1</i>	10	<i>-4</i>	42	<i>-4</i>
 SI		7	<i>1</i>	12	<i>3</i>	44	<i>-6</i>
 SK		10	<i>-3</i>	24	<i>-6</i>	46	<i>-6</i>
 FI		6	<i>-1</i>	6	<i>-3</i>	21	<i>-8</i>
 SE		7	<i>1</i>	7	<i>2</i>	46	<i>-7</i>
 UK		11	<i>-1</i>	6	<i>0</i>	33	<i>-2</i>

QC7.1 Avez-vous déjà essayé l'un des produits suivants ?



























Une pipe à eau ("shisha", narguilé, "hookah")

QC7.1 Have you ever tried any of the following products?

Water pipe (shisha, hookah)

QC7.1 Haben Sie jemals eines der folgenden Produkte ausprobiert?

Wasserpfeife (Shisha, Nargileh)

		Oui, vous l'utilisez ou l'utilisiez régulièrement	Oui, vous l'utilisez ou l'utilisiez occasionnellement	Oui, vous l'avez essayé 1 ou 2 fois	Non	NSP				Total 'Oui'			
		Yes, you use or used it regularly	Yes, you use or used it occasionally	Yes, you tried it once or twice	No	DK				Total 'Yes'			
		Ja, Sie nutzen dies regelmäßig oder haben dies regelmäßig genutzt	Ja, Sie nutzen dies gelegentlich oder haben dies gelegentlich genutzt	Ja, Sie haben dies ein- oder zweimal ausprobiert	Nein	WN				Gesamt 'Ja'			
%		EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1
	EU 28	1	<i>0</i>	4	<i>0</i>	11	<i>0</i>	83	<i>-1</i>	1	<i>1</i>	16	<i>0</i>
	BE	1	<i>0</i>	5	<i>1</i>	13	<i>1</i>	81	<i>-2</i>	0	<i>0</i>	19	<i>2</i>
	BG	0	<i>0</i>	3	<i>1</i>	10	<i>2</i>	86	<i>-4</i>	1	<i>1</i>	13	<i>3</i>
	CZ	2	<i>1</i>	6	<i>-1</i>	18	<i>0</i>	74	<i>0</i>	0	<i>0</i>	26	<i>0</i>
	DK	1	<i>0</i>	7	<i>0</i>	26	<i>1</i>	66	<i>-1</i>	0	<i>0</i>	34	<i>1</i>
	DE	1	<i>0</i>	4	<i>0</i>	13	<i>-3</i>	81	<i>2</i>	1	<i>1</i>	18	<i>-3</i>
	EE	1	<i>0</i>	4	<i>-3</i>	26	<i>-3</i>	67	<i>4</i>	2	<i>2</i>	31	<i>-6</i>
	IE	0	<i>-1</i>	2	<i>2</i>	5	<i>1</i>	91	<i>-2</i>	2	<i>0</i>	7	<i>2</i>
	EL	0	<i>0</i>	1	<i>-2</i>	12	<i>-5</i>	87	<i>7</i>	0	<i>0</i>	13	<i>-7</i>
	ES	1	<i>0</i>	2	<i>0</i>	10	<i>5</i>	87	<i>-5</i>	0	<i>0</i>	13	<i>5</i>
	FR	0	<i>0</i>	8	<i>1</i>	16	<i>4</i>	76	<i>-5</i>	0	<i>0</i>	24	<i>5</i>
	HR	0		2		8		89		1		10	
	IT	0	<i>-1</i>	1	<i>0</i>	6	<i>-1</i>	92	<i>1</i>	1	<i>1</i>	7	<i>-2</i>
	CY	3	<i>2</i>	9	<i>1</i>	18	<i>-1</i>	70	<i>-2</i>	0	<i>0</i>	30	<i>2</i>
	LV	0	<i>-2</i>	12	<i>2</i>	27	<i>-3</i>	59	<i>1</i>	2	<i>2</i>	39	<i>-3</i>
	HU	1	<i>0</i>	3	<i>1</i>	8	<i>0</i>	86	<i>-3</i>	2	<i>2</i>	12	<i>1</i>
	NL	0	<i>0</i>	5	<i>0</i>	21	<i>1</i>	74	<i>-1</i>	0	<i>0</i>	26	<i>1</i>
	AT	1	<i>-1</i>	4	<i>-2</i>	14	<i>-6</i>	81	<i>9</i>	0	<i>0</i>	19	<i>-9</i>
	PL	1	<i>1</i>	3	<i>0</i>	9	<i>0</i>	86	<i>-2</i>	1	<i>1</i>	13	<i>1</i>
	PT	0	<i>-1</i>	1	<i>0</i>	5	<i>2</i>	93	<i>-2</i>	1	<i>1</i>	6	<i>1</i>
	RO	0	<i>-1</i>	2	<i>-1</i>	5	<i>0</i>	90	<i>0</i>	3	<i>2</i>	7	<i>-2</i>
	SI	0	<i>0</i>	3	<i>1</i>	13	<i>-4</i>	84	<i>3</i>	0	<i>0</i>	16	<i>-3</i>
	SK	0	<i>0</i>	2	<i>-2</i>	11	<i>-4</i>	86	<i>5</i>	1	<i>1</i>	13	<i>-6</i>
	FI	0	<i>0</i>	2	<i>0</i>	11	<i>-1</i>	86	<i>0</i>	1	<i>1</i>	13	<i>-1</i>
	SE	0	<i>0</i>	7	<i>4</i>	26	<i>7</i>	67	<i>-11</i>	0	<i>0</i>	33	<i>11</i>
	UK	1	<i>0</i>	4	<i>1</i>	9	<i>-2</i>	84	<i>-1</i>	2	<i>2</i>	14	<i>-1</i>

QC7.2 Avez-vous déjà essayé l'un des produits suivants ?



























Du tabac oral ("snus"), du tabac à chiquer ou du tabac à priser ("snuff")

QC7.2 Have you ever tried any of the following products?

Oral tobacco (snus), chewing or nasal tobacco (snuff)

QC7.2 Haben Sie jemals eines der folgenden Produkte ausprobiert?



























Mundtabak (Snus), Kautabak- oder Schnupftabak

		Oui, vous l'utilisez ou l'utilisiez régulièrement		Oui, vous l'utilisez ou l'utilisiez occasionnellement		Oui, vous l'avez essayé 1 ou 2 fois		Non		NSP		Total 'Oui'	
		Yes, you use or used it regularly		Yes, you use or used it occasionally		Yes, you tried it once or twice		No		DK		Total 'Yes'	
		Ja, Sie nutzen dies regelmäßig oder haben dies regelmäßig genutzt		Ja, Sie nutzen dies gelegentlich oder haben dies gelegentlich genutzt		Ja, Sie haben dies ein- oder zweimal ausprobiert		Nein		WN		Gesamt 'Ja'	
%		EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1
	EU 28	0	-1	1	0	4	-1	94	1	1	1	5	-2
	BE	0	0	1	0	4	0	95	0	0	0	5	0
	BG	0	0	0	0	2	0	97	-1	1	1	2	0
	CZ	1	0	2	1	6	-2	91	1	0	0	9	-1
	DK	1	0	2	0	10	-2	87	2	0	0	13	-2
	DE	0	-1	1	0	8	-1	91	2	0	0	9	-2
	EE	1	0	0	-3	9	-2	89	4	1	1	10	-5
	IE	0	-1	1	0	4	1	93	0	2	0	5	0
	EL	0	0	0	0	1	0	99	0	0	0	1	0
	ES	0	0	0	0	2	0	98	0	0	0	2	0
	FR	0	0	0	-1	4	1	96	0	0	0	4	0
	HR	0		0		3		96		1		3	
	IT	0	-1	1	0	2	0	95	-1	2	2	3	-1
	CY	0	-1	0	0	2	0	97	0	1	1	2	-1
	LV	0	0	1	1	7	-1	89	-3	3	3	8	0
	HU	0	0	1	1	2	0	95	-3	2	2	3	1
	NL	0	0	0	0	4	0	96	0	0	0	4	0
	AT	1	0	2	-1	7	-6	90	7	0	0	10	-7
	PL	0	0	1	0	4	0	94	-1	1	1	5	0
	PT	0	-2	1	1	1	-1	97	2	1	0	2	-2
	RO	0	0	0	-1	1	0	96	0	3	1	1	-1
	SI	0	0	1	0	5	-2	94	2	0	0	6	-2
	SK	0	-1	1	-1	3	-2	95	3	1	1	4	-4
	FI	2	1	2	-1	10	1	85	-2	1	1	14	1
	SE	18	6	7	1	25	-1	50	-6	0	0	50	6
	UK	0	0	1	0	3	-2	95	1	1	1	4	-2

QC8 Ces dernières années, des cigarettes électroniques ou e-cigarettes sont de plus en plus commercialisées en Europe. Pensez-vous qu'elles sont dangereuses ou pas pour la santé de ceux qui l'utilisent ?

QC8 In recent years electronic cigarettes or e-cigarettes have been increasingly marketed in Europe. Do you think that they are harmful or not to the health of those who use them?



























QC8 In den letzten Jahren wurden elektronische Zigaretten bzw. E-Zigaretten in Europa verstärkt vermarktet. Glauben Sie, dass diese für die Gesundheit der Menschen, die diese nutzen, schädlich sind oder nicht?

		Oui		Non		NSP	
		Yes		No		DK	
		Ja		Nein		WN	
%		EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1
	EU 28	52	25	28	-7	20	-18
	BE	53	17	31	-10	16	-7
	BG	45	25	25	-2	30	-23
	CZ	54	24	29	-20	17	-4
	DK	69	41	21	-20	10	-21
	DE	51	5	26	5	23	-10
	EE	67	30	17	-18	16	-12
	IE	48	36	26	-9	26	-27
	EL	53	4	23	-6	24	2
	ES	56	41	20	-22	24	-19
	FR	60	34	22	-8	18	-26
	HR	50		34		16	
	IT	41	27	39	-8	20	-19
	CY	63	39	18	-8	19	-31
	LV	63	11	20	-3	17	-8
	HU	33	2	49	8	18	-10
	NL	78	36	11	-19	11	-17
	AT	42	15	43	1	15	-16
	PL	52	26	27	-14	21	-12
	PT	57	30	23	-4	20	-26
	RO	54	21	23	-2	23	-19
	SI	60	26	21	0	19	-26
	SK	48	20	35	-12	17	-8
	FI	70	17	21	-9	9	-8
	SE	68	45	13	-7	19	-38
	UK	39	24	41	2	20	-26

QC9 En ce qui concerne l'utilisation de cigarettes électroniques ou autres dispositifs similaires (e-shisha, pipe électronique), quelle affirmation, parmi les suivantes, s'applique à vous ?

QC9 Regarding the use of electronic cigarettes or any similar electronic devices (e-shisha, e-pipe), which of the following statements applies to you?



























QC9 Welche der folgenden Aussagen zur Nutzung von elektrischen Zigaretten oder ähnlichen elektrischen Geräten (E-Shisha, E-Pfeife) trifft auf Sie zu?

		Vous utilisez actuellement des cigarettes électroniques ou d'autres dispositifs similaires (e-shisha, pipe électronique) You currently use electronic cigarettes or similar electronic devices (e.g. e-shisha, e-pipe) Sie nutzen derzeit elektrische Zigaretten oder ähnliche elektrische Geräte (z. B. E-Shisha, E-Pfeife)	Vous les utilisiez mais vous avez arrêté You used them in the past, but no longer use them Sie haben diese in der Vergangenheit genutzt, tun dies aber nicht mehr	Vous les aviez essayées mais vous avez arrêté You tried them in the past but no longer use them Sie haben diese in der Vergangenheit ausprobiert, nutzen diese aber nicht mehr	Vous ne les avez jamais utilisés You have never used them Sie haben diese noch nie genutzt	NSP DK WN
%		EB 82.4	EB 82.4	EB 82.4	EB 82.4	EB 82.4
	EU 28	2	3	7	87	1
	BE	1	3	5	90	1
	BG	1	2	9	86	2
	CZ	1	3	11	84	1
	DK	2	5	8	84	1
	DE	1	1	6	91	1
	EE	1	2	12	83	2
	IE	3	3	6	85	3
	EL	1	1	6	92	0
	ES	1	3	5	91	0
	FR	4	5	12	78	1
	HR	1	2	6	88	3
	IT	1	2	5	91	1
	CY	2	4	11	82	1
	LV	1	2	12	84	1
	HU	0	2	5	91	2
	NL	2	3	5	90	0
	AT	1	2	6	90	1
	PL	2	2	10	84	2
	PT	2	1	3	94	0
	RO	0	2	6	89	3
	SI	0	1	6	93	0
	SK	1	1	5	92	1
	FI	1	3	9	86	1
	SE	0	1	7	92	0
	UK	4	3	8	84	1

QC10.1 A quelle fréquence utilisez-vous ou utilisiez-vous les produits suivants?
Des cigarettes électroniques ou autres dispositifs similaires qui contiennent de la nicotine

QC10.1 How often do you or did you use the following products?
Nicotine containing electronic cigarettes or similar electronic devices

QC10.1 Wie häufig nutzen Sie bzw. haben Sie folgende Produkte genutzt?
Nikotinhalte elektrische Zigaretten oder ähnliche elektrische Geräte

		Tous les jours	Toutes les semaines	Tous les mois	Moins d'une fois par mois	Vous avez essayé seulement 1 fois ou 2	Jamais	Refus (SPONTANE)	Total 'Utilisateur (1-4)'
		Every day	Weekly	Monthly	Less than once a month	You have tried only once or twice	Never	Refusal (SPONTANEOUS)	Total 'User (1-4)'
		Täglich	Wöchentlich	Monatlich	Weniger als einmal im Monat	Sie haben diese nur ein- oder zweimal probiert	Niemals	Verweigert (SPONTAN)	Gesamt 'Benutzer (1-4)'
%		EB 82.4	EB 82.4	EB 82.4	EB 82.4	EB 82.4	EB 82.4	EB 82.4	EB 82.4
 EU 28		22	5	3	5	42	23	0	35
 BE		11	2	2	10	42	32	1	25
 BG		8	2	4	14	62	9	1	28
 CZ		12	6	2	10	58	11	1	30
 DK		31	8	7	11	29	13	1	57
 DE		13	5	0	5	55	22	0	23
 EE		9	1	4	11	55	20	0	25
 IE		27	8	7	3	38	17	0	45
 EL		22	3	1	3	52	19	0	29
 ES		29	8	4	2	36	21	0	43
 FR		26	5	3	3	33	30	0	37
 HR		14	4	2	7	48	25	0	27
 IT		19	5	3	2	36	34	1	29
 CY		22	4	1	9	52	12	0	36
 LV		5	4	0	5	58	27	1	14
 HU		10	3	5	8	46	28	0	26
 NL		19	13	3	4	37	24	0	39
 AT		1	9	13	4	45	25	3	27
 PL		16	5	4	6	55	14	0	31
 PT		8	15	5	2	37	33	0	30
 RO		8	4	3	6	52	24	3	21
 SI		5	3	3	9	60	19	1	20
 SK		16	4	5	13	42	19	1	38
 FI		15	4	4	11	53	13	0	34
 SE		2	2	4	5	62	25	0	13
 UK		38	4	5	4	33	16	0	51

QC10.2 A quelle fréquence utilisez-vous ou utilisiez-vous les produits suivants?



























Des cigarettes électroniques ou autres dispositifs similaires qui ne contiennent pas de nicotine

QC10.2 How often do you or did you use the following products?

Nicotine free electronic cigarettes or similar electronic devices

QC10.2 Wie häufig nutzen Sie bzw. haben Sie folgende Produkte genutzt?



























Nikotinfreie elektrische Zigaretten oder ähnliche elektrische Geräte

		Tous les jours	Toutes les semaines	Tous les mois	Moins d'une fois par mois	Vous avez essayé seulement 1 fois ou 2	Jamais	Refus (SPONTANE)	Total 'Utilisateur (1-4)'
		Every day	Weekly	Monthly	Less than once a month	You have tried only once or twice	Never	Refusal (SPONTANEOUS)	Total 'User (1-4)'
		Täglich	Wöchentlich	Monatlich	Weniger als einmal im Monat	Sie haben diese nur ein- oder zweimal probiert	Niemals	Verweigert (SPONTAN)	Gesamt 'Benutzer (1-4)'
%		EB 82.4	EB 82.4	EB 82.4	EB 82.4	EB 82.4	EB 82.4	EB 82.4	EB 82.4
 EU 28		4	4	2	4	26	59	1	14
 BE		8	6	0	11	35	39	1	25
 BG		3	1	0	7	34	53	2	11
 CZ		3	4	1	3	37	50	2	11
 DK		10	3	2	8	22	55	0	23
 DE		2	1	1	6	28	62	0	10
 EE		1	3	2	5	50	36	3	11
 IE		4	3	2	4	23	64	0	13
 EL		6	4	0	1	40	49	0	11
 ES		7	3	2	4	29	55	0	16
 FR		3	4	1	3	17	71	1	11
 HR		3	4	1	2	25	61	4	10
 IT		5	4	2	6	27	56	0	17
 CY		4	0	4	4	37	51	0	12
 LV		0	0	1	5	36	57	1	6
 HU		5	6	2	7	37	43	0	20
 NL		7	1	0	2	30	60	0	10
 AT		3	8	2	2	37	47	1	15
 PL		2	1	4	5	37	51	0	12
 PT		4	5	5	2	28	54	2	16
 RO		4	1	1	6	29	57	2	12
 SI		1	3	2	8	45	41	0	14
 SK		1	2	0	11	27	56	3	14
 FI		2	4	2	8	35	49	0	16
 SE		0	1	2	0	40	57	0	3
 UK		8	5	5	3	18	59	2	21

QC11 Quels sont, pour vous, les facteurs importants dans le choix d'une cigarette électronique ou autre dispositif similaire (e-shisha, pipe électronique) ? (PLUSIEURS REPNSES POSSIBLES)

QC11 What are the factors you consider important in your choice of electronic cigarette or any similar device (e-shisha, e-pipe)? (MULTIPLE ANSWERS POSSIBLE)



























QC11 Welche Faktoren sind Ihnen bei der Wahl einer elektrischen Zigarette oder eines ähnlichen Geräts (E-Shisha, E-Pfeife) wichtig? (MEHRFACHNENNUNGEN MÖGLICH)

		Le prix	L'emballage	Le goût	La marque	Le type de cigarette électronique (jetable, rechargeable avec une cartouche ou du liquide)
		The price	The packaging	The flavour	The brand	The type of electronic cigarette (disposable, rechargeable with a cartridge, refillable with liquid)
		Der Preis	Die Verpackung	Der Geschmack	Die Marke	Die Art der elektrischen Zigarette (Einweg-/ Wegwerf-E-Zigarette, wiederaufladbar mit Patrone, nachfüllbar mit Flüssigkeit)
%		EB 82.4	EB 82.4	EB 82.4	EB 82.4	EB 82.4
	EU 28	38	4	39	10	20
	BE	41	6	52	6	22
	BG	50	4	35	15	38
	CZ	56	5	48	12	23
	DK	30	2	53	7	31
	DE	26	0	36	4	16
	EE	38	7	28	12	16
	IE	34	1	27	11	19
	EL	48	2	42	3	26
	ES	33	3	35	5	25
	FR	46	1	45	11	19
	HR	31	8	32	10	28
	IT	45	13	50	20	22
	CY	33	0	20	4	13
	LV	40	2	27	10	23
	HU	43	10	35	11	14
	NL	26	2	54	2	27
	AT	29	12	58	17	35
	PL	40	6	30	9	21
	PT	45	1	29	17	10
	RO	33	8	26	20	20
	SI	17	0	26	9	7
	SK	33	2	23	14	27
	FI	27	1	22	5	24
	SE	26	2	50	3	25
	UK	35	5	30	7	16

QC11 Quels sont, pour vous, les facteurs importants dans le choix d'une cigarette électronique ou autre dispositif similaire (e-shisha, pipe électronique) ? (PLUSIEURS REPONSES POSSIBLES)

QC11 What are the factors you consider important in your choice of electronic cigarette or any similar device (e-shisha, e-pipe)? (MULTIPLE ANSWERS POSSIBLE)

QC11 Welche Faktoren sind Ihnen bei der Wahl einer elektrischen Zigarette oder eines ähnlichen Geräts (E-Shisha, E-Pfeife) wichtig? (MEHRFACHNENNUNGEN MÖGLICH)

		Le taux de nicotine	Le design ou la forme de la cigarette électronique ou autre dispositif similaire ou de son étui	Des allégations de santé commerciales	Autre (SPONTANE)	Aucun (SPONTANE)	NSP
		The amount of nicotine	The design or shape of the electronic cigarette or any similar device and its case	Marketed health claims	Other (SPONTANEOUS)	None (SPONTANEOUS)	DK
		Der Nikotingehalt	Das Design oder die Form der elektrischen Zigarette oder eines ähnlichen Geräts und die Hülle	Gesundheitsbezogene Angaben, mit denen geworben wird	Sonstige (SPONTAN)	Nichts davon (SPONTAN)	WN
%		EB 82.4	EB 82.4	EB 82.4	EB 82.4	EB 82.4	EB 82.4
	EU 28	27	10	12	4	15	7
	BE	32	8	20	1	17	3
	BG	45	9	21	4	2	12
	CZ	32	15	19	3	8	7
	DK	21	10	26	15	10	3
	DE	14	9	6	1	34	8
	EE	30	9	6	1	28	15
	IE	25	8	16	4	12	12
	EL	43	15	27	2	10	0
	ES	20	3	8	3	16	8
	FR	40	12	9	3	8	7
	HR	27	11	9	3	12	17
	IT	27	14	23	2	6	6
	CY	30	0	29	13	23	3
	LV	33	3	9	4	10	17
	HU	33	12	10	7	14	3
	NL	28	8	16	6	20	4
	AT	35	17	21	3	16	3
	PL	19	7	7	2	16	12
	PT	11	9	18	2	13	8
	RO	33	14	16	4	11	6
	SI	15	9	9	21	24	6
	SK	22	10	17	6	19	4
	FI	20	11	9	14	16	10
	SE	21	14	11	5	29	3
	UK	19	6	13	5	19	7



























QC12.1 Vous avez dit utiliser ou avoir utilisé des cigarettes électroniques ou autre dispositif similaire. Dans quelle mesure chacun des facteurs suivants a-t-il été important pour commencer à utiliser des cigarettes électroniques ou autres dispositifs similaires (e-shisha, pipe électronique)?

Pouvoir fumer dans des lieux où il n'est pas permis de fumer du tabac

QC12.1 You said that you use or have used or tried electronic cigarettes or any similar device in the past. How important was each of the following factors for starting?

To be able to smoke in places where tobacco smoking is not allowed

QC12.1 Sie haben angegeben, dass Sie elektrische Zigaretten oder ein ähnliches Gerät nutzen bzw. in der Vergangenheit genutzt oder ausprobiert haben. Wie wichtig war jeder der folgenden Faktoren für Ihre Entscheidung, damit anzufangen? Die Möglichkeit, an Orten rauchen zu können, an denen das Rauchen von Tabak nicht gestattet ist

		Très important	Plutôt important	Plutôt pas important	Pas du tout important	NSP	Total 'Important'	Total 'Pas important'
		Very important	Fairly important	Not very important	Not at all important	DK	Total 'Important'	Total 'Not important'
		Sehr wichtig	Eher wichtig	Nicht sehr wichtig	Überhaupt nicht wichtig	WN	Gesamt 'Wichtig'	Gesamt 'Nicht wichtig'
%		EB	EB	EB	EB	EB	EB	EB
		82.4	82.4	82.4	82.4	82.4	82.4	82.4
	EU 28	18	26	19	33	4	44	52
	BE	25	24	16	34	1	49	50
	BG	43	26	11	18	2	69	29
	CZ	31	29	17	22	1	60	39
	DK	16	20	21	38	5	36	59
	DE	20	15	21	41	3	35	62
	EE	11	24	13	39	13	35	52
	IE	21	16	21	41	1	37	62
	EL	26	35	12	27	0	61	39
	ES	19	31	17	31	2	50	48
	FR	15	23	17	44	1	38	61
	HR	35	26	14	22	3	61	36
	IT	20	38	23	14	5	58	37
	CY	28	30	6	36	0	58	42
	LV	19	15	29	30	7	34	59
	HU	19	26	19	30	6	45	49
	NL	12	16	17	52	3	28	69
	AT	5	39	22	30	4	44	52
	PL	17	38	19	21	5	55	40
	PT	10	23	30	29	8	33	59
	RO	30	25	17	23	5	55	40
	SI	27	21	12	36	4	48	48
	SK	16	29	21	27	7	45	48
	FI	12	17	23	43	5	29	66
	SE	15	19	13	46	7	34	59
	UK	16	26	23	30	5	42	53



























QC12.2 Vous avez dit utiliser ou avoir utilisé des cigarettes électroniques ou autre dispositif similaire. Dans quelle mesure chacun des facteurs suivants a-t-il été important pour commencer à utiliser des cigarettes électroniques ou autres dispositifs similaires (e-shisha, pipe électronique)?

Pour arrêter de fumer ou réduire votre consommation de tabac

QC12.2 You said that you use or have used or tried electronic cigarettes or any similar device in the past. How important was each of the following factors for starting?

To stop or reduce tobacco smoking

QC12.2 Sie haben angegeben, dass Sie elektrische Zigaretten oder ein ähnliches Gerät nutzen bzw. in der Vergangenheit genutzt oder ausprobiert haben. Wie wichtig war jeder der folgenden Faktoren für Ihre Entscheidung, damit anzufangen? Um mit dem Tabakrauchen aufzuhören oder dies einzuschränken

		Très important	Plutôt important	Plutôt pas important	Pas du tout important	NSP	Total 'Important'	Total 'Pas important'
		Very important	Fairly important	Not very important	Not at all important	DK	Total 'Important'	Total 'Not important'
		Sehr wichtig	Eher wichtig	Nicht sehr wichtig	Überhaupt nicht wichtig	WN	Gesamt 'Wichtig'	Gesamt 'Nicht wichtig'
%		EB	EB	EB	EB	EB	EB	EB
		82.4	82.4	82.4	82.4	82.4	82.4	82.4
	EU 28	38	29	11	18	4	67	29
	BE	44	26	11	18	1	70	29
	BG	32	33	13	17	5	65	30
	CZ	34	33	10	21	2	67	31
	DK	54	27	7	9	3	81	16
	DE	25	20	16	35	4	45	51
	EE	22	19	11	33	15	41	44
	IE	53	24	6	16	1	77	22
	EL	56	25	8	11	0	81	19
	ES	48	28	6	17	1	76	23
	FR	48	26	9	16	1	74	25
	HR	27	28	21	18	6	55	39
	IT	38	33	15	8	6	71	23
	CY	41	37	4	18	0	78	22
	LV	19	22	23	30	6	41	53
	HU	30	35	15	16	4	65	31
	NL	42	30	5	17	6	72	22
	AT	15	39	12	26	8	54	38
	PL	21	41	15	16	7	62	31
	PT	21	37	15	21	6	58	36
	RO	41	20	14	19	6	61	33
	SI	24	20	11	40	5	44	51
	SK	26	32	20	16	6	58	36
	FI	27	27	8	33	5	54	41
	SE	34	20	4	35	7	54	39
	UK	44	33	5	14	4	77	19



























QC12.3 Vous avez dit utiliser ou avoir utilisé des cigarettes électroniques ou autre dispositif similaire. Dans quelle mesure chacun des facteurs suivants a-t-il été important pour commencer à utiliser des cigarettes électroniques ou autres dispositifs similaires (e-shisha, pipe électronique)?

Vous les trouvez attirantes, sympa ou à la mode

QC12.3 You said that you use or have used or tried electronic cigarettes or any similar device in the past. How important was each of the following factors for starting?

You considered them attractive, cool or fashionable



























QC12.3 Sie haben angegeben, dass Sie elektrische Zigaretten oder ein ähnliches Gerät nutzen bzw. in der Vergangenheit genutzt oder ausprobiert haben. Wie wichtig war jeder der folgenden Faktoren für Ihre Entscheidung, damit anzufangen? Sie fanden das attraktiv, cool oder modisch

		Très important	Plutôt important	Plutôt pas important	Pas du tout important	NSP	Total 'Important'	Total 'Pas important'
		Very important	Fairly important	Not very important	Not at all important	DK	Total 'Important'	Total 'Not important'
		Sehr wichtig	Eher wichtig	Nicht sehr wichtig	Überhaupt nicht wichtig	WN	Gesamt 'Wichtig'	Gesamt 'Nicht wichtig'
%		EB	EB	EB	EB	EB	EB	EB
		82.4	82.4	82.4	82.4	82.4	82.4	82.4
	EU 28	6	18	23	49	4	24	72
	BE	4	28	19	48	1	32	67
	BG	15	29	26	28	2	44	54
	CZ	14	22	18	42	4	36	60
	DK	3	3	16	71	7	6	87
	DE	7	20	25	45	3	27	70
	EE	2	17	22	44	15	19	66
	IE	6	8	12	72	2	14	84
	EL	6	9	22	63	0	15	85
	ES	4	15	20	60	1	19	80
	FR	4	20	18	57	1	24	75
	HR	16	19	29	32	4	35	61
	IT	15	25	25	28	7	40	53
	CY	6	8	13	72	1	14	85
	LV	1	16	27	48	8	17	75
	HU	11	22	23	38	6	33	61
	NL	1	3	10	85	1	4	95
	AT	11	25	22	38	4	36	60
	PL	6	29	31	25	9	35	56
	PT	3	13	43	35	6	16	78
	RO	20	22	20	31	7	42	51
	SI	10	10	37	35	8	20	72
	SK	7	36	23	29	5	43	52
	FI	1	9	18	67	5	10	85
	SE	1	11	15	69	4	12	84
	UK	2	10	31	54	3	12	85

QC13 Vous avez dit que vous fumiez ou avez fumé du tabac mais avez ou aviez aussi utilisé des cigarettes électroniques ou d'autres dispositifs similaires. L'utilisation de cigarettes électroniques ou d'autres dispositifs similaires vous a-t-il aidé à arrêter ou réduire votre consommation de tabac ?

QC13 You said that you smoke or used to smoke tobacco but also use or used electronic cigarettes or any similar device. Did the use of electronic cigarettes or any similar device help you to stop or reduce your tobacco consumption?



























QC13 Sie haben angegeben, dass Sie Tabak rauchen bzw. geraucht haben und dass Sie auch elektrische Zigaretten oder ein ähnliches Gerät nutzen oder genutzt haben. Haben Ihnen elektrische Zigaretten oder ähnliche Geräte dabei geholfen, Ihren Tabakkonsum einzustellen oder einzuschränken?

		Oui, vous avez complètement arrêté de fumer	Oui, vous avez arrêté de fumer pendant un temps, mais vous avez repris	Oui, vous avez réduit votre consommation de tabac, mais vous n'avez pas arrêté	Non, vous n'avez pas du tout réduit votre consommation de tabac	Non, et en fait vous avez augmenté votre consommation de tabac	NSP	Total 'Oui'	Total 'Non'
		Yes, you stopped smoking tobacco completely	Yes, you stopped smoking tobacco for a while but started again	Yes, you reduced your tobacco smoking but did not stop	No, you did not reduce your tobacco smoking at all	No and actually you increased your tobacco smoking	DK	Total 'Yes'	Total 'No'
		Ja, Sie haben ganz aufgehört, Tabak zu rauchen	Ja, Sie haben eine Zeit lang aufgehört, Tabak zu rauchen, aber dann wieder angefangen	Ja, Sie haben Ihren Tabakkonsum eingeschränkt, aber nicht eingestellt	Nein, Sie haben Ihren Tabakkonsum überhaupt nicht eingeschränkt	Nein, und Sie haben Ihren Tabakkonsum sogar erhöht	WN	Gesamt 'Ja'	Gesamt 'Nein'
%		EB 82.4	EB 82.4	EB 82.4	EB 82.4	EB 82.4	EB 82.4	EB 82.4	EB 82.4
	EU 28	14	13	21	45	4	3	48	49
	BE	12	6	19	58	5	0	37	63
	BG	14	6	26	50	1	3	46	51
	CZ	9	11	25	49	4	2	45	53
	DK	12	4	30	49	3	2	46	52
	DE	10	7	16	63	4	0	33	67
	EE	13	11	12	44	11	9	36	55
	IE	24	15	27	31	3	0	66	34
	EL	7	12	23	57	1	0	42	58
	ES	13	13	19	45	4	6	45	49
	FR	14	12	20	49	2	3	46	51
	HR	13	9	14	56	1	7	36	57
	IT	15	26	26	32	1	0	67	33
	CY	14	10	17	48	10	1	41	58
	LV	18	4	16	46	4	12	38	50
	HU	7	27	25	36	3	2	59	39
	NL	7	12	21	55	2	3	40	57
	AT	12	10	31	42	4	1	53	46
	PL	16	8	16	50	8	2	40	58
	PT	6	16	11	61	6	0	33	67
	RO	8	11	20	53	8	0	39	61
	SI	3	0	25	58	6	8	28	64
	SK	16	7	18	46	6	7	41	52
	FI	15	7	18	43	5	12	40	48
	SE	11	6	16	48	3	16	33	51
	UK	21	16	27	27	6	3	64	33

QC14 Parmi les produits suivants, lequel avez-vous utilisé en premier ?

QC14 Which of the following products did you use first?



























QC14 Welches der folgenden Produkte haben Sie zuerst genutzt?

		Des cigarettes fabriquées industriellement	Des cigarettes roulées à la main	Cigares	Des cigarillos	La pipe	Une pipe à eau ("shisha", "hookah")	Du tabac oral ("snus")	Du tabac à chiquer
		Boxed cigarettes	Hand-rolled cigarettes	Cigars	Cigarillos	Pipe	Water pipe (shisha, hookah)	Oral tobacco (snus)	Chewing tobacco
		Zigaretten aus der Schachtel	Handgedrehte Zigaretten	Zigarren	Zigarillos	Pfeife	Wasserpfeife (Shisha, Nargileh)	Mundtabak (Snus)	Kautabak
	%	EB 82.4	EB 82.4	EB 82.4	EB 82.4	EB 82.4	EB 82.4	EB 82.4	EB 82.4
	EU 28	83	6	1	0	1	5	1	0
	BE	77	10	1	1	1	7	0	0
	BG	93	2	0	0	0	3	0	0
	CZ	83	3	0	1	0	7	1	0
	DK	73	2	0	0	5	11	0	0
	DE	80	8	1	0	1	6	0	0
	EE	80	1	1	0	0	11	1	0
	IE	90	3	1	0	0	1	0	0
	EL	95	4	0	0	0	1	0	0
	ES	91	4	0	0	0	3	0	0
	FR	84	5	0	1	0	6	0	0
	HR	88	4	3	0	0	1	0	0
	IT	87	8	0	1	1	1	0	0
	CY	77	5	0	1	0	9	0	0
	LV	78	2	0	0	1	11	0	0
	HU	82	6	0	0	0	5	0	0
	NL	58	22	3	1	1	8	1	0
	AT	84	6	1	1	0	3	0	0
	PL	85	2	0	0	0	4	0	0
	PT	94	3	0	0	0	1	0	0
	RO	91	1	0	1	1	1	0	0
	SI	93	3	0	0	0	3	0	0
	SK	88	2	1	1	0	3	0	1
	FI	80	8	1	1	1	3	3	0
	SE	66	2	2	1	3	5	17	1
	UK	81	7	0	0	1	5	0	0

QC14 Parmi les produits suivants, lequel avez-vous utilisé en premier ?

QC14 Which of the following products did you use first?

QC14 Welches der folgenden Produkte haben Sie zuerst genutzt?

		Du tabac à priser ("snuff")	Des cigarettes électroniques ou autres dispositifs similaires qui contiennent de la nicotine	Des cigarettes électroniques ou autres dispositifs similaires qui ne contiennent pas de nicotine	Autre (SPONTANÉ)	NSP	Total 'Tabac à fumer'	Total 'Autre tabac'	Total 'e-Cigarette'
		Nasal tobacco (snuff)	E-cigarettes or similar electronic devices with nicotine	E-cigarettes or similar electronic devices without nicotine	Other (SPONTANEOUS)	DK	Total 'Smoking tobacco'	Total 'Other tobacco'	Total 'e-Cigarette'
		Schnupftabak	E-Zigaretten oder ähnliche elektrische Geräte mit Nikotin	E-Zigaretten oder ähnliche elektrische Geräte ohne Nikotin	Sonstige (SPONTAN)	WN	Gesamt 'Rauchtabak'	Gesamt 'Andere tabak'	Gesamt 'e-Zigaret'
%		EB 82.4	EB 82.4	EB 82.4	EB 82.4	EB 82.4	EB 82.4	EB 82.4	EB 82.4
	EU 28	0	0	0	1	2	91	1	0
	BE	0	0	0	1	2	90	0	0
	BG	0	0	0	1	1	95	0	0
	CZ	1	0	0	1	3	87	1	0
	DK	1	1	0	3	4	80	0	1
	DE	1	0	0	0	3	90	0	0
	EE	1	0	1	1	3	82	1	1
	IE	0	1	0	0	4	94	0	1
	EL	0	0	0	0	0	99	0	0
	ES	0	0	0	1	1	95	0	0
	FR	0	1	0	1	2	90	0	1
	HR	0	0	0	1	3	95	0	0
	IT	0	0	0	0	2	97	0	0
	CY	0	1	0	4	3	83	0	1
	LV	1	1	1	1	4	81	0	2
	HU	0	1	1	1	4	88	0	2
	NL	0	0	0	4	2	85	1	0
	AT	1	0	1	1	2	92	0	1
	PL	1	1	0	1	6	87	0	1
	PT	0	0	0	1	1	97	0	0
	RO	0	0	1	2	2	94	0	1
	SI	0	0	0	1	0	96	0	0
	SK	0	0	0	1	3	92	1	0
	FI	1	0	0	0	2	91	3	0
	SE	0	0	0	2	1	74	18	0
	UK	1	1	1	0	3	89	0	2

QC15.1 La dernière fois que vous avez fréquenté... en (NOTRE PAYS) au cours des 6 derniers mois, y avait-il des personnes qui fumaient à l'intérieur ?



























Un établissement de débit de boissons comme un bar

QC15.1 The last time you visited ... in the last 6 months in (OUR COUNTRY), were people smoking inside?

A drinking establishment such as a bar

QC15.1 Haben Menschen drinnen geraucht, als Sie das letzte Mal in den letzten 6 Monaten in Deutschland in ... waren?



























Einer Gaststube, Bar oder Kneipe, wo man etwas trinken konnte

		Oui		Non		N'a pas fréquenté ce lieu au cours des 6 derniers mois (SPONTANE)		NSP	
		Yes		No		Have not visited this place in the last 6 months (SPONTANEOUS)		DK	
		Ja		Nein		War in den letzten 6 Monaten nicht an diesem Ort (SPONTAN)		WN	
%		EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1
	EU 28	21	-2	63	4	14	-2	2	0
	BE	19	-4	65	6	15	-2	1	0
	BG	26	-43	44	39	28	3	2	1
	CZ	68	1	14	-4	16	1	2	2
	DK	34	0	44	9	20	-11	2	2
	DE	25	-7	61	6	12	0	2	1
	EE	11	-5	55	4	30	-2	4	3
	IE	5	-3	89	1	5	1	1	1
	EL	59	-12	12	5	29	8	0	-1
	ES	16	-1	78	1	6	0	0	0
	FR	14	2	66	-3	19	1	1	0
	HR	68		19		11		2	
	IT	11	0	78	-1	8	2	3	-1
	CY	52	-1	18	1	29	-1	1	1
	LV	16	-3	42	7	38	-6	4	2
	HU	5	-23	47	26	46	-4	2	1
	NL	26	-12	59	18	14	-6	1	0
	AT	58	-2	20	0	21	2	1	0
	PL	16	1	59	3	22	-5	3	1
	PT	38	3	50	2	11	-5	1	0
	RO	57	3	15	4	25	-6	3	-1
	SI	6	-4	88	6	6	-2	0	0
	SK	45	-6	34	2	18	2	3	2
	FI	7	-2	70	5	20	-5	3	2
	SE	2	-1	93	8	4	-8	1	1
	UK	6	0	86	6	7	-7	1	1

QC16.1 A quelle fréquence êtes-vous exposé(e) au tabagisme à l'intérieur sur votre lieu de travail ?

QC16.1 How often are you exposed to tobacco smoke indoors at your workplace?



























QC16.1 Wie oft sind Sie an Ihrem Arbeitsplatz in geschlossenen Räumen Tabakrauch ausgesetzt?

		Jamais ou presque jamais	Occasionnellement	Moins d'une heure par jour	1 à 5 heures par jour	Plus de 5 heures par jour	Pas pertinent (SPONTANE)	NSP
		Never or almost never	Occasionally	Less than 1 hour a day	1 to 5 hours a day	More than 5 hours a day	Not relevant (SPONTANEOUS)	DK
		Nie oder fast nie	Gelegentlich	Weniger als 1 Stunde pro Tag	1 bis 5 Stunden pro Tag	Mehr als 5 Stunden pro Tag	Nicht relevant (SPONTAN)	WN
%		EB 82.4	EB 82.4	EB 82.4	EB 82.4	EB 82.4	EB 82.4	EB 82.4
	EU 28	66	16	4	3	3	7	1
	BE	77	12	4	3	2	2	0
	BG	62	20	4	4	3	6	1
	CZ	61	21	5	4	2	6	1
	DK	89	5	1	1	2	2	0
	DE	73	12	3	1	3	8	0
	EE	74	14	4	3	2	2	1
	IE	74	8	2	1	1	12	2
	EL	38	27	8	11	10	6	0
	ES	74	12	3	3	3	4	1
	FR	69	11	5	3	2	10	0
	HR	58	24	4	4	6	2	2
	IT	52	30	6	4	1	6	1
	CY	44	24	14	13	3	1	1
	LV	65	19	4	5	3	2	2
	HU	50	13	4	3	1	27	2
	NL	82	10	4	1	1	2	0
	AT	50	19	9	9	5	7	1
	PL	39	32	4	4	6	10	5
	PT	74	15	3	2	2	2	2
	RO	36	28	7	7	8	11	3
	SI	78	13	2	0	3	3	1
	SK	69	18	2	3	2	5	1
	FI	82	6	1	0	0	7	4
	SE	90	4	1	0	0	5	0
	UK	85	6	2	2	1	3	1

QC16.2 A quelle fréquence êtes-vous exposé(e) au tabagisme à l'intérieur sur votre lieu de travail ?

QC16.2 How often are you exposed to tobacco smoke indoors at your workplace?



























QC16.2 Wie oft sind Sie an Ihrem Arbeitsplatz in geschlossenen Räumen Tabakrauch ausgesetzt?

		Jamais ou presque jamais Never or almost never Nie oder fast nie	Occasionnellement Occasionally Gelegentlich	Moins d'une heure par jour Less than 1 hour a day Weniger als 1 Stunde pro Tag	1 à 5 heures par jour 1 to 5 hours a day 1 bis 5 Stunden pro Tag	Plus de 5 heures par jour More than 5 hours a day Mehr als 5 Stunden pro Tag	Total 'Exposé(e) au tabagisme' Total 'Exposed to tobacco smoke' Gesamt 'Durch Tabakrauch ausgesetzt'
%		EB 82.4	EB 82.4	EB 82.4	EB 82.4	EB 82.4	EB 82.4
	EU 28	73	17	4	3	3	27
	BE	79	12	4	3	2	21
	BG	67	22	4	4	3	33
	CZ	65	23	5	4	3	35
	DK	90	6	1	1	2	10
	DE	80	13	3	1	3	20
	EE	76	15	4	3	2	24
	IE	87	9	2	1	1	13
	EL	41	28	8	12	11	59
	ES	78	13	3	3	3	22
	FR	77	12	6	3	2	23
	HR	61	25	4	4	6	39
	IT	56	33	6	4	1	44
	CY	45	24	14	14	3	55
	LV	68	20	4	5	3	32
	HU	70	18	5	5	2	30
	NL	84	10	4	1	1	16
	AT	55	21	10	9	5	45
	PL	46	37	5	5	7	54
	PT	77	16	3	2	2	23
	RO	42	33	8	8	9	58
	SI	82	13	2	0	3	18
	SK	74	20	2	2	2	26
	FI	92	6	1	1	0	8
	SE	95	4	1	0	0	5
	UK	89	6	2	2	1	11

QC17 Avez-vous déjà essayé d'arrêter de fumer? (PLUSIEURS REPONSES POSSIBLES)

QC17 Have you ever tried to quit smoking? (MULTIPLE ANSWERS POSSIBLE)



























QC17 Haben Sie jemals versucht, mit dem Rauchen aufzuhören? (MEHRFACHNENNUNGEN MÖGLICH)

		Oui, au cours des 12 derniers mois		Oui, il y a plus d'un an		Non, jamais		NSP		Total 'Oui'	
		Yes, in the last 12 months		Yes, more than a year ago		No, never		DK		Total 'Yes'	
		Ja, in den letzten 12 Monaten		Ja, vor über einem Jahr		Nein, niemals		WN		Gesamt 'Ja'	
%		EB	Diff. EB	EB	Diff. EB	EB	Diff. EB	EB	Diff. EB	EB	Diff. EB
		82.4	77.1	82.4	77.1	82.4	77.1	82.4	77.1	82.4	77.1
	EU 28	19	-2	41	1	40	1	1	0	59	-1
	BE	21	1	53	13	27	-13	0	0	72	12
	BG	10	-2	27	2	60	-3	3	2	37	1
	CZ	14	0	42	9	44	-9	0	0	56	9
	DK	38	3	46	-3	18	-2	1	1	81	1
	DE	15	-4	40	-6	46	10	0	-1	54	-9
	EE	22	-6	44	-1	34	7	1	0	64	-8
	IE	34	1	37	3	32	-1	0	-1	68	2
	EL	11	0	33	4	57	-4	0	0	43	4
	ES	19	-5	42	9	41	-2	1	1	59	2
	FR	22	4	54	6	26	-11	0	0	74	11
	HR	17		36		48		2		50	
	IT	9	-4	34	4	57	0	1	1	43	1
	CY	20	0	42	4	40	-5	0	0	60	5
	LV	26	3	53	1	21	-5	2	1	76	2
	HU	17	0	39	-2	45	3	0	0	55	-3
	NL	35	12	52	-1	14	-11	0	0	86	11
	AT	10	2	37	8	53	-10	1	1	46	9
	PL	19	-3	33	-15	48	20	3	1	49	-20
	PT	9	-5	24	-8	68	14	0	-1	32	-13
	RO	20	-11	39	11	39	1	3	0	58	-1
	SI	16	1	45	0	37	-4	2	2	61	2
	SK	16	-4	43	-2	39	2	2	2	59	-4
	FI	29	-3	47	1	25	-1	2	2	73	-1
	SE	37	13	45	-7	24	-1	0	0	76	1
	UK	32	-1	42	-1	26	1	1	1	73	-2

QC18 Parmi les éléments suivants, lesquels avez-vous utilisés pour arrêter ou essayer d'arrêter de fumer ? (ROTATION - PLUSIEURS REPONSES POSSIBLES)

QC18 Which of the following did you use in order to quit or to try to quit smoking? (ROTATE - MULTIPLE ANSWERS POSSIBLE)



























QC18 Welche der folgenden Hilfsmittel haben Sie genutzt, um mit dem Rauchen aufzuhören oder um zu versuchen, mit dem Rauchen aufzuhören? (ROTIEREN - MEHRFACHNENNUNGEN MÖGLICH)

		Des médicaments remplaçant la nicotine (tels que des gommes à la nicotine, des patchs ou un inhalateur) ou d'autres médicaments		L'aide d'un médecin ou d'autres professionnels de la santé, ou des services spéciaux pour arrêter de fumer, tels que des cliniques ou des spécialistes		Des lignes téléphoniques pour arrêter de fumer		Des services Internet pour arrêter de fumer		Des thérapies alternatives telles que l'acupuncture ou l'hypnose	
		Nicotine replacement medications (like nicotine gum, patch or inhaler) or other medications		Support from the doctor or other health professional or special stop-smoking services such as clinics or specialists		Telephone quit line services		Internet quit line services		Alternative therapies such as acupuncture or hypnosis	
		Nikotinersatzpräparate (wie z.B. Nikotinkaugummi, Nikotinplaster oder Nikotininhalator) oder andere Medikamente		Unterstützung vom Arzt, anderem Gesundheitsfachpersonal oder speziellen medizinischen Angeboten, um mit dem Rauchen aufzuhören, wie Kliniken oder Spezialisten		Telefonische Beratung zur Raucherentwöhnung (Rauchertelefon)		Internetdienste zur Raucherentwöhnung		Alternative Therapien, wie z.B. Akkupunktur oder Hypnose	
%		EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1
	EU 28	12	-3	5	-2	1	0	1	0	3	0
	BE	15	-2	8	-2	2	1	2	1	3	1
	BG	7	-2	2	1	1	0	2	1	3	3
	CZ	13	0	4	-2	1	1	3	2	3	2
	DK	16	-8	7	0	1	1	1	0	5	-1
	DE	9	-1	4	-2	1	1	1	1	4	1
	EE	11	-1	4	2	0	0	1	0	2	1
	IE	17	-19	6	-3	1	0	1	0	3	-2
	EL	4	0	1	-1	0	0	0	0	1	0
	ES	6	-1	2	-2	0	0	0	-1	1	-1
	FR	17	-2	5	-3	0	0	0	0	4	-2
	HR	6		6		1		0		2	
	IT	11	7	8	0	3	1	2	2	7	6
	CY	6	-7	4	-7	0	0	0	-1	0	0
	LV	9	1	4	0	0	0	1	-1	1	-1
	HU	10	-1	5	-1	1	1	0	-1	6	4
	NL	12	0	5	-1	1	0	2	0	3	-2
	AT	19	-3	6	-4	2	1	1	-2	3	-5
	PL	10	-7	4	-2	1	1	1	0	4	3
	PT	11	7	7	2	1	1	1	1	2	1
	RO	6	-4	4	2	0	-1	1	0	2	1
	SI	8	2	4	0	0	0	0	0	3	2
	SK	9	-3	4	-3	0	0	2	0	4	1
	FI	23	-6	7	1	1	1	1	1	1	1
	SE	20	-2	4	-4	0	-1	0	0	2	0
	UK	18	-8	7	-3	0	-1	0	0	1	0

QC18 Parmi les éléments suivants, lesquels avez-vous utilisés pour arrêter ou essayer d'arrêter de fumer ? (ROTATION - PLUSIEURS REPONSES POSSIBLES)

QC18 Which of the following did you use in order to quit or to try to quit smoking? (ROTATE - MULTIPLE ANSWERS POSSIBLE)

QC18 Welche der folgenden Hilfsmittel haben Sie genutzt, um mit dem Rauchen aufzuhören oder um zu versuchen, mit dem Rauchen aufzuhören? (ROTIEREN - MEHRFACHNENNUNGEN MÖGLICH)

	%	Du tabac oral (snus), tabac à chiquer ou à priser (snuff)		Des cigarettes électroniques ou autre dispositif similaire		Des cigarettes sans fumée (autres qu'électroniques)		Vous avez arrêté ou aviez essayé d'arrêter sans aucune assistance		Autre (SPONTANÉ)		NSP		Total 'e-Cigarettes + Cigarettes sans fumée'	
		EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1
 EU 28		1	0	10	10	1	1	65	-5	11	3	3	-1	11	7
 BE		0	-1	8	8	1	1	71	2	8	1	0	-1	9	6
 BG		0	-1	11	11	1	1	68	-12	10	2	4	3	12	7
 CZ		1	1	11	11	1	1	76	-4	5	0	3	2	12	5
 DK		1	0	8	8	2	2	61	-12	16	13	1	1	10	5
 DE		1	1	4	4	1	1	65	-6	13	1	6	2	5	2
 EE		0	-2	6	6	1	1	74	1	9	3	3	-4	7	4
 IE		1	-1	19	19	3	3	54	-6	8	6	2	-2	21	18
 EL		0	0	8	8	0	0	85	2	6	6	1	-3	9	0
 ES		0	0	7	7	1	1	80	1	8	0	2	0	8	6
 FR		0	0	18	18	1	1	59	-5	12	6	4	-7	18	14
 HR		1		5		1		70		12		4		5	
 IT		2	2	9	9	2	2	69	-9	11	3	2	0	11	8
 CY		0	0	16	16	0	0	73	-1	5	-3	4	3	16	11
 LV		1	-1	3	3	1	1	74	-3	15	13	3	-1	4	2
 HU		3	3	9	9	1	1	70	-5	6	-2	3	1	10	5
 NL		0	0	7	7	1	1	73	-5	14	6	2	1	7	4
 AT		1	-1	5	5	1	1	67	-2	8	1	2	0	6	2
 PL		0	-1	12	12	2	2	64	-4	11	6	6	0	13	8
 PT		2	1	4	4	2	2	72	-12	6	0	5	3	6	6
 RO		1	1	6	6	1	1	60	-12	19	5	6	1	7	2
 SI		2	1	2	2	0	0	67	-12	24	10	1	0	2	0
 SK		1	1	6	6	2	2	66	-13	9	3	8	5	8	7
 FI		3	0	6	6	0	0	52	-12	13	6	4	4	6	3
 SE		19	3	2	2	0	0	60	-3	8	1	1	1	2	-1
 UK		1	1	19	19	1	1	52	-7	10	1	2	0	19	14

QC19.1 Seriez-vous pour ou contre chacune des mesures suivantes ?



























Interdire la publicité pour les produits du tabac dans les magasins ou points de vente

QC19.1 Would you be in favour of or opposed to any of the following measures?

Banning advertising of tobacco products in shops or points of sales

QC19.1 Wären Sie für oder gegen folgende Maßnahmen?

Verbot der Werbung für Tabakwaren in Verkaufsstellen/ Geschäften

	%	Pour		Contre		NSP	
		In favour		Opposed		DK	
		Dafür		Dagegen		WN	
		EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1
 EU 28		67	3	24	-3	9	0
 BE		70	3	24	-5	6	2
 BG		59	-6	27	-1	14	7
 CZ		67	0	27	0	6	0
 DK		68	6	24	-9	8	3
 DE		62	3	27	-1	11	-2
 EE		78	10	10	-11	12	1
 IE		80	-4	12	2	8	2
 EL		76	7	22	-3	2	-4
 ES		64	6	29	-3	7	-3
 FR		64	3	26	-5	10	2
 HR		69		27		4	
 IT		75	6	16	-3	9	-3
 CY		81	3	15	-1	4	-2
 LV		75	12	15	-8	10	-4
 HU		66	-4	27	1	7	3
 NL		61	10	30	-13	9	3
 AT		54	5	39	-4	7	-1
 PL		67	2	22	-5	11	3
 PT		65	-1	26	-1	9	2
 RO		61	1	28	-1	11	0
 SI		67	3	23	-4	10	1
 SK		68	-12	24	8	8	4
 FI		75	-5	15	-1	10	6
 SE		79	7	17	-7	4	0
 UK		71	2	19	-5	10	3

QC19.2 Seriez-vous pour ou contre chacune des mesures suivantes ?



























Garder les produits du tabac hors de vue dans les magasins ou points de vente

QC19.2 Would you be in favour of or opposed to any of the following measures?

Keeping tobacco products out of sight in shops or points of sale

QC19.2 Wären Sie für oder gegen folgende Maßnahmen?

Tabakwaren sollten in Geschäften/ Verkaufsstellen nicht sichtbar sein

		Pour		Contre		NSP	
		In favour		Opposed		DK	
		Dafür		Dagegen		WN	
%		EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1
	EU 28	60	2	31	-2	9	0
	BE	69	2	25	-5	6	3
	BG	52	1	35	-4	13	3
	CZ	61	-1	32	0	7	1
	DK	59	10	32	-15	9	5
	DE	46	-2	42	4	12	-2
	EE	68	3	16	-7	16	4
	IE	81	-7	11	4	8	3
	EL	66	0	31	3	3	-3
	ES	62	1	31	0	7	-1
	FR	49	-2	39	-3	12	5
	HR	62		33		5	
	IT	68	3	23	-1	9	-2
	CY	70	-7	25	9	5	-2
	LV	74	10	16	-6	10	-4
	HU	63	-4	29	0	8	4
	NL	56	10	36	-12	8	2
	AT	44	4	47	-7	9	3
	PL	60	2	29	-4	11	2
	PT	56	13	35	-14	9	1
	RO	58	5	31	-5	11	0
	SI	61	2	30	-2	9	0
	SK	66	-5	26	1	8	4
	FI	69	0	21	-6	10	6
	SE	72	5	23	-5	5	0
	UK	75	6	18	-7	7	1

QC19.3 Seriez-vous pour ou contre chacune des mesures suivantes ?



























Interdire la vente de tabac par Internet

QC19.3 Would you be in favour of or opposed to any of the following measures?

Banning the sales of tobacco via the Internet

QC19.3 Wären Sie für oder gegen folgende Maßnahmen?

Verbot des Verkaufs von Tabak über das Internet

	%	Pour		Contre		NSP	
		In favour		Opposed		DK	
		Dafür		Dagegen		WN	
		EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1
 EU 28		64	2	25	-2	11	0
 BE		72	0	22	-2	6	2
 BG		57	4	23	-5	20	1
 CZ		62	-3	27	0	11	3
 DK		50	7	38	-11	12	4
 DE		56	0	29	1	15	-1
 EE		66	-1	15	-3	19	4
 IE		78	-5	13	4	9	1
 EL		68	3	26	0	6	-3
 ES		65	3	25	-1	10	-2
 FR		68	6	22	-7	10	1
 HR		58		33		9	
 IT		72	1	18	-1	10	0
 CY		77	-5	15	3	8	2
 LV		67	10	18	-5	15	-5
 HU		64	-6	27	4	9	2
 NL		52	5	38	-8	10	3
 AT		63	4	26	-6	11	2
 PL		58	-2	27	-1	15	3
 PT		68	8	22	-6	10	-2
 RO		57	3	27	0	16	-3
 SI		60	0	30	0	10	0
 SK		63	-14	26	10	11	4
 FI		71	-5	15	-3	14	8
 SE		66	8	27	-10	7	2
 UK		67	1	23	-2	10	1

QC19.4 Seriez-vous pour ou contre chacune des mesures suivantes ?



























Interdire l'utilisation des cigarettes électroniques dans les lieux où fumer est interdit

QC19.4 Would you be in favour of or opposed to any of the following measures?

Banning the use of electronic cigarettes in environments where smoking is prohibited

QC19.4 Wären Sie für oder gegen folgende Maßnahmen?

Verbot der Nutzung von elektrischen Zigaretten an Orten, an denen Rauchen verboten ist

		Pour	Contre	NSP
		In favour	Opposed	DK
		Dafür	Dagegen	WN
%		EB 82.4	EB 82.4	EB 82.4
	EU 28	63	26	11
	BE	65	27	8
	BG	51	32	17
	CZ	57	34	9
	DK	57	32	11
	DE	63	22	15
	EE	70	12	18
	IE	66	21	13
	EL	51	42	7
	ES	66	25	9
	FR	61	28	11
	HR	59	32	9
	IT	70	19	11
	CY	71	22	7
	LV	69	16	15
	HU	54	34	12
	NL	57	33	10
	AT	58	32	10
	PL	64	24	12
	PT	71	18	11
	RO	60	24	16
	SI	62	26	12
	SK	63	23	14
	FI	71	15	14
	SE	65	21	14
	UK	59	31	10

QC19.6 Seriez-vous pour ou contre chacune des mesures suivantes ?



























Interdire les goûts qui rendent les produits du tabac plus attirants

QC19.6 Would you be in favour of or opposed to any of the following measures?

Banning flavours that make tobacco products more attractive

QC19.6 Wären Sie für oder gegen folgende Maßnahmen?

Verbot von Aromen, die Tabakwaren attraktiver machen

	%	Pour		Contre		NSP	
		In favour		Opposed		DK	
		Dafür		Dagegen		WN	
		EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1
 EU 28		62	-1	26	0	12	1
 BE		70	-4	24	2	6	2
 BG		50	2	32	-3	18	1
 CZ		46	-1	40	-1	14	2
 DK		66	-2	26	-1	8	3
 DE		64	0	23	-1	13	1
 EE		63	1	15	-6	22	5
 IE		75	-7	15	5	10	2
 EL		61	-6	31	7	8	-1
 ES		60	0	30	3	10	-3
 FR		66	-5	22	0	12	5
 HR		57		32		11	
 IT		66	-3	19	-1	15	4
 CY		75	-10	16	6	9	4
 LV		64	7	22	-4	14	-3
 HU		57	-9	34	6	9	3
 NL		56	6	34	-9	10	3
 AT		61	8	30	-8	9	0
 PL		53	2	31	-1	16	-1
 PT		63	1	24	-1	13	0
 RO		54	2	29	-1	17	-1
 SI		58	5	30	-7	12	2
 SK		56	-13	31	7	13	6
 FI		65	-6	20	-4	15	10
 SE		64	6	26	-11	10	5
 UK		63	-4	27	3	10	1

QC19.7 Seriez-vous pour ou contre chacune des mesures suivantes ?



























Interdire les couleurs, les logos et les éléments promotionnels sur les paquets des produits du tabac

QC19.7 Would you be in favour of or opposed to any of the following measures?

Banning colours, logos and promotional elements from tobacco products packaging

QC19.7 Wären Sie für oder gegen folgende Maßnahmen?

Verbot von Farben, Logos und anderen Werbeelementen auf Verpackungen von Tabakwaren

%		Pour		Contre		NSP	
		In favour		Opposed		DK	
		Dafür		Dagegen		WN	
		EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1
	EU 28	55	-2	31	-1	14	3
	BE	65	0	28	-2	7	2
	BG	45	1	34	-6	21	5
	CZ	47	1	40	-4	13	3
	DK	56	7	33	-9	11	2
	DE	47	-2	35	1	18	1
	EE	60	-2	14	-7	26	9
	IE	74	-7	16	5	10	2
	EL	57	-7	37	10	6	-3
	ES	56	1	34	1	10	-2
	FR	54	-3	32	-2	14	5
	HR	53		38		9	
	IT	62	-3	24	1	14	2
	CY	73	-2	19	0	8	2
	LV	64	8	18	-5	18	-3
	HU	56	-6	36	4	8	2
	NL	43	5	46	-9	11	4
	AT	48	3	42	-7	10	4
	PL	51	-1	32	-2	17	3
	PT	58	-3	28	1	14	2
	RO	52	2	30	-1	18	-1
	SI	54	4	34	-5	12	1
	SK	56	-15	31	7	13	8
	FI	61	-5	23	-4	16	9
	SE	56	4	34	-10	10	6
	UK	66	0	23	-3	11	3

QC19.8 Seriez-vous pour ou contre chacune des mesures suivantes ?



























Augmenter les taxes sur les produits du tabac

QC19.8 Would you be in favour of or opposed to any of the following measures?

Increasing taxes on tobacco products

QC19.8 Wären Sie für oder gegen folgende Maßnahmen?

Erhöhung der Tabaksteuer

	%	Pour		Contre		NSP	
		In favour		Opposed		DK	
		Dafür		Dagegen		WN	
		EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1
 EU 28		53	0	39	-2	8	2
 BE		59	-1	37	-1	4	2
 BG		43	-9	44	8	13	1
 CZ		59	5	36	-5	5	0
 DK		62	-5	32	2	6	3
 DE		50	1	41	-3	9	2
 EE		63	6	23	-11	14	5
 IE		63	-2	29	1	8	1
 EL		41	3	57	0	2	-3
 ES		49	0	45	-1	6	1
 FR		39	-6	53	4	8	2
 HR		56		39		5	
 IT		60	-3	31	2	9	1
 CY		59	-4	37	4	4	0
 LV		60	16	33	-15	7	-1
 HU		48	-5	46	2	6	3
 NL		56	1	37	-4	7	3
 AT		54	6	41	-6	5	0
 PL		48	0	40	-3	12	3
 PT		58	-1	34	-1	8	2
 RO		55	0	34	1	11	-1
 SI		59	-5	34	2	7	3
 SK		59	-4	33	-1	8	5
 FI		68	-3	21	-4	11	7
 SE		70	8	24	-10	6	2
 UK		59	3	33	-6	8	3

QC19.9 Seriez-vous pour ou contre chacune des mesures suivantes ?



























Améliorer la traçabilité des produits du tabac pour en réduire le commerce illicite même si cela augmente leur prix de quelques centimes

QC19.9 Would you be in favour of or opposed to any of the following measures?

Improving the traceability of tobacco products in order to reduce their illicit trade even if this makes them a few cents more expensive

QC19.9 Wären Sie für oder gegen folgende Maßnahmen?



























Verbesserung der Rückverfolgbarkeit von Tabakwaren, um den unerlaubten Handel mit Tabakwaren einzuschränken, selbst wenn dies bedeuten würde, dass Tabakwaren einige Cent teurer wären

		Pour		Contre		NSP	
		In favour		Opposed		DK	
		Dafür		Dagegen		WN	
%		EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1	EB 82.4	Diff. EB 77.1
	EU 28	70	-3	18	0	12	3
	BE	79	-1	16	0	5	1
	BG	63	-13	22	8	15	5
	CZ	68	-7	24	5	8	2
	DK	71	0	18	-4	11	4
	DE	71	-1	16	-1	13	2
	EE	68	-3	10	-6	22	9
	IE	81	-1	11	1	8	0
	EL	71	-10	23	9	6	1
	ES	64	-10	19	2	17	8
	FR	69	-5	17	-2	14	7
	HR	60		28		12	
	IT	76	3	13	-3	11	0
	CY	82	-7	10	4	8	3
	LV	73	16	16	-14	11	-2
	HU	63	-14	29	11	8	3
	NL	72	5	18	-8	10	3
	AT	65	-2	28	0	7	2
	PL	58	-15	26	9	16	6
	PT	71	1	18	0	11	-1
	RO	65	0	21	2	14	-2
	SI	67	-10	22	6	11	4
	SK	67	-10	22	5	11	5
	FI	72	-11	13	2	15	9
	SE	86	8	8	-8	6	0
	UK	76	0	13	-5	11	5

QC20 Au cours des 12 derniers mois, avez-vous vu des publicités ou des promotions pour le tabac en (NOTRE PAYS) à part des publicités pour les cigarettes électroniques ou autres dispositifs similaires ?

QC20 In the past 12 months, have you seen advertisements or promotions for tobacco products in (OUR COUNTRY)? Advertisement and promotion for electronic cigarettes or similar devices should not be reported here.



























QC20 Haben Sie in den letzten 12 Monaten Werbung oder Reklameaktionen für Tabakwaren in (UNSER LAND) gesehen? Werbung oder Reklameaktionen für elektrische Zigaretten oder ähnliche Geräte sollten hierbei nicht berücksichtigt werden.

	%	Souvent		De temps en temps		Rarement		Jamais		NSP	
		Oft		From time to time		Rarely		Never		DK	
		Häufig		Gelegentlich		Selten		Niemals		WN	
		EB 82.4	Diff. EB 72.3	EB 82.4	Diff. EB 72.3	EB 82.4	Diff. EB 72.3	EB 82.4	Diff. EB 72.3	EB 82.4	Diff. EB 72.3
 EU 28		6	-2	18	-1	16	-2	56	6	4	-1
 BE		5	-5	16	-2	20	-6	57	12	2	1
 BG		15	2	31	12	15	-7	32	-2	7	-5
 CZ		11	5	17	-3	20	-7	45	1	7	4
 DK		4	-1	11	-1	21	4	58	-4	6	2
 DE		9	-3	28	4	21	0	36	0	6	-1
 EE		6	1	14	1	14	-1	53	-11	13	10
 IE		5	1	14	3	13	-9	64	9	4	-4
 EL		4	-8	13	-13	14	-15	69	37	0	-1
 ES		3	-8	11	-18	9	-11	76	39	1	-2
 FR		4	0	13	3	10	-2	70	-1	3	0
 HR		4		12		15		65		4	
 IT		1	-3	19	4	16	1	61	-1	3	-1
 CY		3	1	8	1	10	2	78	0	1	-4
 LV		6	-2	14	-3	15	1	61	5	4	-1
 HU		2	-6	8	-8	13	-4	74	24	3	-6
 NL		7	2	22	2	18	-1	50	-1	3	-2
 AT		10	3	23	-5	18	-9	41	10	8	1
 PL		7	-3	18	-5	19	1	46	6	10	1
 PT		3	-2	13	-7	17	-14	66	26	1	-3
 RO		12	-5	22	6	23	8	38	-2	5	-7
 SI		4	0	10	-2	18	1	62	0	6	1
 SK		6	2	13	1	19	-7	55	1	7	3
 FI		1	-1	7	-7	14	-10	77	20	1	-2
 SE		11	1	28	5	23	-6	33	2	5	-2
 UK		6	2	16	1	12	1	61	-5	5	1

QC21 Où avez-vous vu, lu ou entendu des publicités ou des promotions pour le tabac ? (PLUSIEURS REPONSES POSSIBLES)

QC21 Where have you seen, read or heard tobacco advertisement or promotion? (MULTIPLE ANSWERS POSSIBLE)



























QC21 Wo haben Sie Werbung oder Reklameaktionen für Tabakwaren gesehen, gelesen oder gehört? (MEHRFACHNENNUNGEN MÖGLICH)

		Dans un journal ou un magazine	Sur des réseaux sociaux en ligne ou des blogs	Sur des sites en ligne de vendeurs	Sur d'autres sites Internet	Par des applications sur téléphone portable
		In newspapers or magazines	On online social media or blogs	On retailers' websites	On other Internet websites	Through mobile phone applications
		In Zeitungen oder Zeitschriften	In sozialen Medien oder Blogs im Internet	Auf Webseiten von Einzelhändlern	Auf anderen Webseiten im Internet	Auf Handy-Anwendungen
%		EB 82.4	EB 82.4	EB 82.4	EB 82.4	EB 82.4
	EU 28	22	8	4	9	2
	BE	24	11	2	8	1
	BG	6	4	5	7	1
	CZ	25	8	8	8	2
	DK	23	11	3	8	2
	DE	22	5	3	6	2
	EE	17	22	4	17	4
	IE	25	10	5	12	2
	EL	7	5	6	5	2
	ES	12	6	4	6	2
	FR	23	5	5	13	1
	HR	19	15	9	13	5
	IT	26	8	5	10	4
	CY	32	19	5	12	2
	LV	22	25	5	9	2
	HU	14	8	7	12	2
	NL	17	10	3	7	1
	AT	20	13	12	11	6
	PL	22	10	5	13	2
	PT	24	6	3	4	1
	RO	21	11	6	9	2
	SI	29	14	9	11	2
	SK	26	12	5	14	2
	FI	10	12	8	24	1
	SE	48	12	3	17	1
	UK	21	12	4	10	1

QC21 Où avez-vous vu, lu ou entendu des publicités ou des promotions pour le tabac ? (PLUSIEURS REPONSES POSSIBLES)

QC21 Where have you seen, read or heard tobacco advertisement or promotion? (MULTIPLE ANSWERS POSSIBLE)



























QC21 Wo haben Sie Werbung oder Reklameaktionen für Tabakwaren gesehen, gelesen oder gehört? (MEHRFACHNENNUNGEN MÖGLICH)

		Sur des panneaux d'affichage, des affiches ou autres types de publicité dans des lieux publics On billboards, posters or other types of advertising in public spaces Auf Reklametafeln, Plakaten oder anderen Werbeträgern an öffentlichen Orten	Dans des points de vente (lieux de ventes comme des magasins ou distributeurs automatiques) At sales points (retail locations like shops or vending machines) An Verkaufsstellen (Einzelhandelsstandorte wie Geschäfte oder Automaten)	Dans des cafés ou des bars In cafes or bars In Cafés oder Bars	Par l'apparition de marques de tabac à la télévision dans des émissions ou dans des films Through tobacco brands appearing in TV shows or movies In Fernsehsendungen oder Filmen, in denen Tabakmarken gezeigt werden	Lors d'événements sponsorisés par des compagnies de tabac At events sponsored by tobacco companies Auf Veranstaltungen, die von Tabakkonzernen gesponsert werden
	%	EB 82.4	EB 82.4	EB 82.4	EB 82.4	EB 82.4
 EU 28		30	39	17	12	6
 BE		16	53	17	13	15
 BG		55	58	28	4	5
 CZ		25	57	31	8	6
 DK		20	38	13	16	2
 DE		66	38	10	10	3
 EE		25	45	13	22	3
 IE		16	27	11	12	7
 EL		7	64	20	4	4
 ES		18	45	19	6	6
 FR		15	35	20	12	6
 HR		15	17	20	14	12
 IT		15	38	20	15	11
 CY		11	36	7	7	11
 LV		16	30	12	38	4
 HU		10	25	7	15	11
 NL		26	39	16	17	7
 AT		24	57	15	18	9
 PL		16	43	15	13	5
 PT		11	42	40	3	5
 RO		26	43	44	8	6
 SI		21	46	25	15	5
 SK		25	38	35	8	6
 FI		7	9	4	21	8
 SE		10	44	13	22	10
 UK		20	24	3	20	6

QC21 Où avez-vous vu, lu ou entendu des publicités ou des promotions pour le tabac ? (PLUSIEURS REPONSES POSSIBLES)

QC21 Where have you seen, read or heard tobacco advertisement or promotion? (MULTIPLE ANSWERS POSSIBLE)



























QC21 Wo haben Sie Werbung oder Reklameaktionen für Tabakwaren gesehen, gelesen oder gehört? (MEHRFACHNENNUNGEN MÖGLICH)

		Lors d'événements caritatifs sponsorisés comme des initiatives environnementales conduites par des compagnies de tabac	Par des ventes d'autres produits non liés à la nicotine	Par la distribution gratuite d'échantillons de produits à la nicotine	Par la distribution de produits promotionnels par des compagnies de tabac	Autre (SPONTANE)	NSP
		Through charity events actions such as environmental initiatives led by tobacco companies	Through sales of other non-tobacco products	Through free distribution of tobacco product samples	Through distribution of promotional items by tobacco companies	Other (SPONTANEOUS)	DK
		Bei gemeinnützigen Veranstaltungen, wie z. B. Umweltinitiativen, die unter der Schirmherrschaft von Tabakkonzernen stehen	Durch den Verkauf von anderen, tabakfremden Produkten	Durch die Verteilung von kostenlosen Tabakwarenproben	Durch die Verteilung von Werbegeschenken von Tabakkonzernen	Sonstige (SPONTAN)	WN
%		EB 82.4	EB 82.4	EB 82.4	EB 82.4	EB 82.4	EB 82.4
	EU 28	2	4	5	4	5	7
	BE	4	6	2	2	3	5
	BG	1	16	8	11	3	3
	CZ	0	4	4	9	2	5
	DK	0	3	2	2	12	11
	DE	1	2	5	2	4	5
	EE	1	1	3	4	3	8
	IE	1	6	4	3	4	18
	EL	0	2	14	9	8	0
	ES	0	3	3	5	8	5
	FR	1	1	0	0	7	8
	HR	4	4	3	5	6	11
	IT	6	9	10	7	3	7
	CY	0	1	4	5	16	2
	LV	0	3	1	3	7	4
	HU	4	7	2	9	2	14
	NL	0	3	1	3	10	12
	AT	6	8	16	9	1	3
	PL	3	3	4	4	2	9
	PT	2	11	1	2	7	5
	RO	3	4	7	7	6	5
	SI	1	2	5	5	8	2
	SK	2	4	3	4	4	3
	FI	0	2	2	3	12	18
	SE	0	6	1	3	3	5
	UK	1	4	2	1	5	17

QC22 Au cours des 12 derniers mois, avez-vous vu des publicités ou des promotions pour les cigarettes électroniques ou autres dispositifs similaires (e-shisha, pipe électronique) en (NOTRE PAYS) ?

QC22 In the past 12 months, have you seen advertisements or promotions for electronic cigarettes or any similar devices (e.g. e-shisha, e-pipe) in (OUR COUNTRY)?



























QC22 Haben Sie in den letzten 12 Monaten Werbung oder Reklameaktionen für elektrische Zigaretten oder ähnliche Geräte (z. B. E-Shisha, E-Pfeife) in Deutschland gesehen?

		Souvent	De temps en temps	Rarement	Jamais	NSP
		Oft	Occasionally	Rarely	Never	DK
		Häufig	Gelegentlich	Selten	Niemals	WN
%		EB 82.4	EB 82.4	EB 82.4	EB 82.4	EB 82.4
	EU 28	8	18	13	57	4
	BE	3	14	14	67	2
	BG	2	8	9	70	11
	CZ	2	13	16	63	6
	DK	10	26	14	45	5
	DE	1	8	12	73	6
	EE	14	26	14	35	11
	IE	13	24	13	46	4
	EL	2	12	10	76	0
	ES	6	19	11	63	1
	FR	22	27	10	39	2
	HR	2	11	13	69	5
	IT	2	18	16	60	4
	CY	5	14	12	69	0
	LV	3	11	15	68	3
	HU	0	4	11	81	4
	NL	15	42	12	28	3
	AT	4	14	12	61	9
	PL	3	14	14	62	7
	PT	2	9	10	78	1
	RO	4	11	15	64	6
	SI	1	4	10	80	5
	SK	1	6	11	76	6
	FI	2	8	14	75	1
	SE	3	16	20	57	4
	UK	19	31	12	33	5

QC23 Où avez-vous vu, lu ou entendu des publicités ou des promotions pour des cigarettes électroniques ou autres dispositifs similaires ? (PLUSIEURS REPONSES POSSIBLES)

QC23 Where have you seen, read or heard advertisements or promotions for electronic cigarettes or any similar devices? (MULTIPLE ANSWERS POSSIBLE)



























QC23 Wo haben Sie Werbung oder Reklameaktionen für elektrische Zigaretten oder ähnliche Geräte gesehen, gelesen oder gehört? (MEHRFACHNENNUNGEN MÖGLICH)

	A la télévision	A la radio	Dans un journal ou un magazine	Sur des réseaux sociaux en ligne ou des blogs	Sur des sites en ligne de vendeurs	Sur des sites de vidéo en ligne en streaming
	On television	On the radio	In newspapers or magazines	On online social media or blogs	On retailers' websites	On online video streaming sites
	Im Fernsehen	Im Radio	In Zeitungen oder Zeitschriften	In sozialen Medien oder Blogs im Internet	Auf Webseiten von Einzelhändlern	Auf Video-Streaming-Seiten im Internet
%	EB 82.4	EB 82.4	EB 82.4	EB 82.4	EB 82.4	EB 82.4
 EU 28	35	5	22	11	7	2
 BE	37	4	24	20	5	4
 BG	16	3	5	9	11	4
 CZ	20	2	24	10	14	2
 DK	16	3	26	30	7	4
 DE	26	3	26	8	5	1
 EE	61	14	21	26	6	3
 IE	23	5	19	12	7	3
 EL	13	4	12	12	9	8
 ES	31	3	9	5	3	0
 FR	38	6	25	13	12	2
 HR	15	4	18	30	7	5
 IT	23	3	29	4	5	1
 CY	32	12	18	25	11	5
 LV	43	6	9	29	4	4
 HU	19	2	15	15	6	3
 NL	66	15	20	14	4	2
 AT	12	12	31	16	9	8
 PL	24	4	17	10	10	3
 PT	21	3	17	7	6	2
 RO	38	5	11	9	8	2
 SI	26	4	19	22	9	8
 SK	22	6	17	21	12	7
 FI	14	3	10	22	6	16
 SE	19	1	37	22	6	9
 UK	48	5	25	12	4	3

QC23 Où avez-vous vu, lu ou entendu des publicités ou des promotions pour des cigarettes électroniques ou autres dispositifs similaires ? (PLUSIEURS REPONSES POSSIBLES)

QC23 Where have you seen, read or heard advertisements or promotions for electronic cigarettes or any similar devices? (MULTIPLE ANSWERS POSSIBLE)



























QC23 Wo haben Sie Werbung oder Reklameaktionen für elektrische Zigaretten oder ähnliche Geräte gesehen, gelesen oder gehört? (MEHRFACHNENNUNGEN MÖGLICH)

	Sur d'autres sites Internet	Par des applications sur téléphone portable	Sur des panneaux d'affichage, des affiches ou autres types de publicité dans des lieux publics	Dans des points de vente (lieux de ventes comme des magasins ou distributeurs automatiques)	Dans des cafés ou des bars
	On other Internet websites	Through mobile phone applications	On billboards, posters or other types of advertising in public spaces	At sales points (retail locations like shops)	In cafes or bars
	Auf anderen Webseiten im Internet	Auf Handy-Anwendungen	Auf Reklametafeln, Plakaten oder anderen Werbeträgern an öffentlichen Orten	An Verkaufsstellen (Einzelhandelsstandorte wie Geschäfte)	In Cafés oder Bars
%	EB 82.4	EB 82.4	EB 82.4	EB 82.4	EB 82.4
 EU 28	13	2	18	36	7
 BE	18	2	6	25	4
 BG	11	3	16	39	14
 CZ	19	1	13	36	8
 DK	21	5	22	32	5
 DE	6	1	20	29	2
 EE	21	2	17	25	3
 IE	11	3	20	50	6
 EL	9	2	14	47	12
 ES	6	0	12	50	4
 FR	17	3	25	46	14
 HR	11	3	11	26	8
 IT	8	1	21	43	8
 CY	10	0	12	32	3
 LV	11	1	7	25	1
 HU	16	3	12	13	5
 NL	14	2	13	24	2
 AT	17	9	16	41	6
 PL	13	3	13	35	4
 PT	6	3	15	41	18
 RO	10	2	12	30	17
 SI	21	2	11	15	4
 SK	18	5	16	25	15
 FI	36	1	6	17	2
 SE	26	4	5	23	3
 UK	13	2	18	31	2

QC23 Où avez-vous vu, lu ou entendu des publicités ou des promotions pour des cigarettes électroniques ou autres dispositifs similaires ? (PLUSIEURS REPONSES POSSIBLES)

QC23 Where have you seen, read or heard advertisements or promotions for electronic cigarettes or any similar devices? (MULTIPLE ANSWERS POSSIBLE)

QC23 Wo haben Sie Werbung oder Reklameaktionen für elektrische Zigaretten oder ähnliche Geräte gesehen, gelesen oder gehört? (MEHRFACHNENNUNGEN MÖGLICH)

		Grâce à l'utilisation de ces produits par des célébrités	Lors d'événements, par exemple sportifs, sponsorisés par des entreprises de cigarettes électroniques	Par la distribution d'échantillons gratuits	Par la distribution de produits promotionnels par des entreprises de cigarettes électroniques	Autre (SPONTANÉ)	NSP
		Through use of these products by celebrities	At events such as sports events sponsored by electronic cigarette companies	Through free distribution of product samples	Through distribution of promotional items by electronic cigarettes companies	Other (SPONTANEOUS)	DK
		Bei Prominenten, die diese Produkte genutzt haben	Auf Veranstaltungen wie Sportveranstaltungen, die von Herstellern von elektrischen Zigaretten gesponsert wurden	Durch die Verteilung von kostenlosen Produktproben	Durch die Verteilung von Werbegeschenken von Herstellern von elektrischen Zigaretten	Sonstige (SPONTAN)	WN
%		EB 82.4	EB 82.4	EB 82.4	EB 82.4	EB 82.4	EB 82.4
	EU 28	2	2	2	3	4	4
	BE	3	3	0	2	3	5
	BG	6	3	6	11	4	6
	CZ	3	0	0	5	3	2
	DK	5	0	2	4	6	4
	DE	1	3	0	1	6	7
	EE	2	2	0	6	1	3
	IE	3	2	4	4	3	5
	EL	0	0	7	10	4	0
	ES	1	1	1	4	4	4
	FR	3	1	1	1	4	3
	HR	8	5	3	1	2	5
	IT	3	6	5	7	2	3
	CY	1	1	0	2	3	0
	LV	1	1	0	2	1	2
	HU	9	6	8	4	5	9
	NL	1	1	1	2	3	2
	AT	7	5	11	9	2	3
	PL	6	2	3	3	4	10
	PT	3	1	4	1	5	2
	RO	1	3	5	4	4	3
	SI	1	0	1	1	7	4
	SK	1	3	3	1	3	3
	FI	2	1	2	6	8	8
	SE	3	1	2	1	5	5
	UK	1	1	2	3	3	3