



# Special Eurobarometer 458

## Report

### Attitudes of Europeans towards tobacco and electronic cigarettes

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Survey requested by the European Commission,  
Directorate-General for the Directorate-General for Health and Food safety  
and co-ordinated by the Directorate-General for Communication

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Special Eurobarometer 458 – Wave EB87.1 – TNS opinion & social

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Survey conducted by TNS political & social at the request of the European Commission,  
Directorate-General for Health and Food safety (DG SANTE)

Survey co-ordinated by the European Commission, Directorate-General for Communication  
(DG COMM "Strategic Communication" Unit)

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## INTRODUCTION

Tobacco consumption remains the largest avoidable health risk in the European Union, and 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 range of illnesses because of their tobacco use, including cardiovascular and respiratory diseases.

The European Union and its Member States have 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 Directive, which became applicable in the Member States on 20 May 2016. The Directive 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.

The aim of the Tobacco Products Directive 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 European Commission 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 2014. 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 and advertising of electronic cigarettes (e-cigarettes).

The current survey explores:

- Prevalence in the EU – both of tobacco and of e-cigarettes;
- The age Europeans start using tobacco, and e-cigarettes as well as the frequency of 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 e-cigarettes;
- Perceptions of harm from e-cigarettes;
- Attitudes to tobacco and e-cigarette control policies.

Where possible, the results from the present survey are compared with those from previous surveys, and in particular with the most recent survey from 2014.

This survey was carried out by the TNS opinion & social network in the 28 Member States of the European Union between the 18<sup>th</sup> and the 27<sup>th</sup> of March 2017<sup>1</sup>. 27,901 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 (DG SANTE). The methodology used is that of Eurobarometer surveys as carried out by the Directorate-General for Communication (“Strategic communication” Unit)<sup>2</sup>. 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 intervals<sup>3</sup>.

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

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

\* 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 Europe who have given their time to take part in this survey. Without their active participation, this study would not have been possible.*

<sup>1</sup> It is important to note that this survey was conducted in early summer while the previous edition, Special Eurobarometer 409, was carried out in early winter.

<sup>2</sup> [http://ec.europa.eu/public\\_opinion/index\\_en.htm](http://ec.europa.eu/public_opinion/index_en.htm)

<sup>3</sup> 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 has the possibility of giving several answers to the question.

## EXECUTIVE SUMMARY

### **- The overall proportion of smokers in the EU is stable since 2014 (26%) -**

- Just over a quarter (26%) of respondents are smokers (same as in 2014), while 20% are former smokers. Over half (53%) have never smoked. An increase in consumption in the age group 15-24 is observed since 2014 (from 24% to 29%).
  - There are important differences in consumption across the EU with persistently higher rates of smoking in Southern Europe. Over a third of respondents in Greece (37%), Bulgaria (36%), France (36%) and Croatia (35%) are smokers. On the other hand, the proportion of smokers is 7% in Sweden and 17% in the UK.
  - Men (30%) are more likely to smoke than women (22%), as are those aged between 15 and 24 (29%) compared with those aged 55 or more (18%).

### **- Over 90% of smokers consume tobacco daily, with the majority choosing boxed cigarettes -**

- Although the proportion of Europeans smoking remains stable (26%), they are slightly less likely to do so daily (91%, - 3 percentage points since 2014)
- In most countries, a large majority of smokers consume tobacco daily. Sweden is the exception, with 52% doing so.
- Despite a six percentage point decrease since 2014, boxed cigarettes (79%) remain the most popular choice of tobacco among smokers.
  - The popularity of boxed cigarettes nevertheless varies: in Bulgaria (96%) and Lithuania (95%) they are particularly popular, but less so in Hungary (59%).
- Hand-rolled cigarettes (29%) are used by a significant share of smokers (unchanged since 2014).
  - They are particularly popular in Hungary (49%), but used by only a small minority in Sweden (3%) and Romania (5%).

### **- Daily smokers smoke an average of 14 cigarettes per day, but there are notable differences between countries -**

- The average daily smoker in the 28 Member States consumes 14.1 cigarettes a day, down from an average of 14.7 in 2014.
- By comparison, former daily smokers used to smoke 17.4 cigarettes a day on average, which is a slight increase from the 16.6 observed in 2014.

**- Around half of regular smokers<sup>4</sup> smoke cigarettes with special characteristics -**

- 17% of regular smokers reported smoking additive-free or organic cigarettes, 16% reported they smoke light cigarettes, while less than 10% would opt for menthol or slim cigarettes.
  - There are significant differences between countries in the proportion of those who smoke additive-free or organic cigarettes, ranging from only 1% in Denmark and Ireland to 58% of smokers in Czech Republic.
  - Slim cigarettes are particularly popular in Bulgaria (27%), Lithuania (26%) and Latvia (23%), but in most countries less than 10% of regular smokers smoke these cigarettes.
  - Younger respondents are slightly more likely to smoke menthol (11%) or additive-free or organic cigarettes (20%) than the average.
  - 18% of respondents think that slim cigarettes are attractive, while only a small minority (1%) think that they can help with weight loss.

**- Variations in experience with other forms of tobacco consumption such as water pipes, oral, chewing or nasal tobacco -**

- 13% of respondents have tried water pipe tobacco, while only 5% have tried oral, chewing or nasal tobacco.
  - In Latvia, 38% of respondents have tried a water pipe, compared with only 3% of those polled in Ireland and 4% in Portugal and Romania.
  - In most countries, very few respondents have tried oral, chewing or nasal tobacco, as only chewing and nasal tobacco are allowed and are not commonly used. Sweden, where oral tobacco is allowed, has a high proportion of respondents who have tried oral, chewing or nasal tobacco, 50% of those polled. This makes the total tobacco consumption in Sweden comparatively high, with 24% of respondents consuming tobacco daily and a further 9% consuming tobacco on a less frequent basis.

**- Exposure to tobacco smoke in public spaces continues to decline in Europe -**

- A minority of respondents say that they recently saw people smoking in bars (20%) or restaurants (9%). This represents a decrease since 2014 but significant variations among countries persist. For example, more than 70% of respondents saw people smoking in bars in Greece (87%), Croatia (77%) and the Czech Republic (73%)

**- The majority of smokers begin smoking before the age of 18, and give up smoking in their middle age -**

- Over half (52%) of smokers developed a smoking habit before the age of 18, a figure which does not vary much across Europe.
  - In most cases (76%), smokers keep smoking for at least 10 years after taking up the habit.
  - The clear majority of smokers started with boxed cigarettes (81%), although hand-rolled cigarettes are popular among a significant proportion of respondents in the Netherlands (19%), as is oral tobacco in Sweden (16%).

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<sup>4</sup> Respondents who smoke cigarettes at least monthly

- Most former smokers quit the habit in middle age: either between the ages of 25 and 39 (38%) or between the ages of 40 and 54 (30%).
- More than half (52%) of those who currently smoke have attempted to give up smoking, with people in Northern Europe more likely to try quitting than their Southern European counterparts.
  - The majority (75%) of those who have tried or managed to stop did not use aids to give up smoking, but at the country level this varies from 60% of respondents in the United Kingdom to 90% in Spain.

**- The proportion of respondents who have at least tried e-cigarettes has increased slightly since 2014 -**

- Since 2014, the proportion of those who have at least tried these products has increased (15% vs. 12% in 2014).
- The proportion of respondents currently using e-cigarettes (2%) has remained stable since 2014.
- Just over half (55%) of respondents think that e-cigarettes are harmful to the health of their users. This proportion increased slightly since 2014 (+3 percentage points).

**- Most e-cigarette users took them up to try and curb their tobacco intake, but this worked only for a minority -**

- A majority (61%) of those who started using e-cigarettes did so to curb their tobacco intake. Others did so because they perceived e-cigarettes to be healthier (31%) or because they were cheaper (25%).
- Only a small minority (14%) stated that they stopped smoking tobacco entirely due to taking up e-cigarettes, with 10% saying they stopped but then started again, and 17% saying that they reduced their intake of tobacco but did not stop smoking.

**- Nearly half of respondents have seen advertisements for e-cigarettes or similar devices, but few have seen them often -**

- Around 44% of respondents have seen advertisements for e-cigarettes, but only 7% have seen them often.
  - These advertisements are most prominent in the United Kingdom (65%) and Ireland (63%).

**- A majority are in favour of banning using e-cigarettes in places that already ban smoking -**

- A majority (63%) favour prohibiting the use of e-cigarettes in places with smoking bans, with this figure rising to nearly eight in ten of those polled in Finland (79%) and Lithuania (78%).
- A relative majority are in favour of introducing “plain packaging” (46% in favour vs. 37% against) and banning display at point of sale (56% in favour vs. 33%) and are in favour of banning flavours in e-cigarettes (40% in favour vs. 37% against).

## I. TOBACCO CONSUMPTION IN THE EUROPEAN UNION

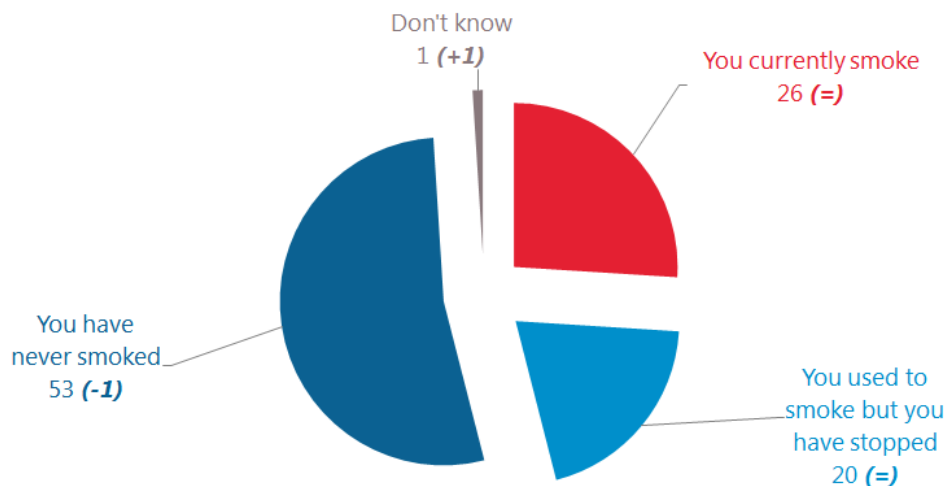
### 1 Prevalence of smoking in the EU

#### a. Total

#### - The proportion of smokers in the EU is stable since 2014 -

Respondents were asked if they currently smoke boxed cigarettes, cigars, cigarillos or a pipe.<sup>5</sup> As in the previous survey of December 2014, over a quarter (26%) of those polled give this response. A further one in five (20%) say they used to smoke, but have stopped. The majority of respondents (53%) have never smoked.

**QB1** 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.  
(% - EU)



(Mar. 2017 - Nov.-Dec. 2014)

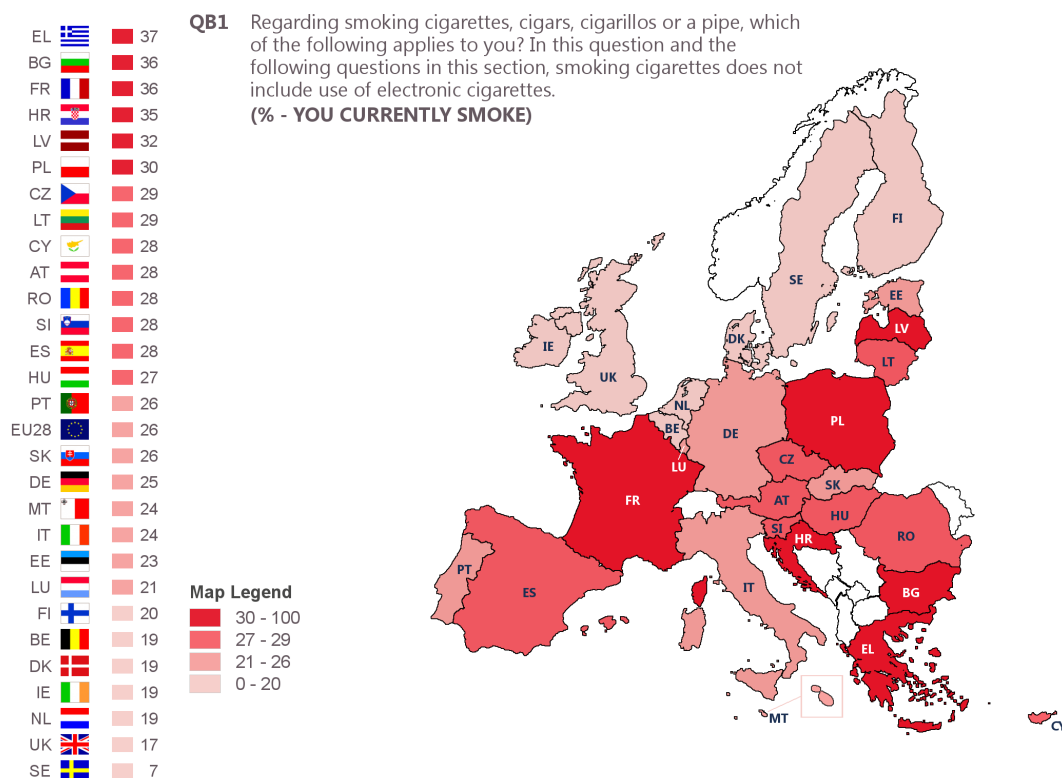
Base: all respondents, N=27,901

<sup>5</sup> QB1: 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.

## b. Smokers

### - There are persistently higher rates of smoking in Southern Europe -

There are significant and persistent differences in the prevalence of smoking, with the highest rates observed in Greece (37%), Bulgaria (36%), France (36%) and Croatia (35%) with over a third saying that they currently smoke. In all but six of the 28 Member States, at least a fifth (20%) of respondents are smokers. The lowest proportions are found in Sweden (7%) and the United Kingdom (17%). It is worth noting however that 23% of the respondents in Sweden use oral tobacco at least monthly<sup>6</sup>. These patterns regarding prevalence are very similar to those observed in the previous surveys.



Base: all respondents, N=27,901

The **socio-demographic profile** of smokers shows very similar patterns to those observed in December 2014.

- Men (30%) are more likely than women (22%) to be smokers.
- Less than a fifth (18%) of those in the oldest age cohort (55+) are smokers, compared with around three in ten (29-32%) of those in younger age groups. The only significant increase among socio-demographics is observed among respondents aged 15-24 (+ 4 percentage points, from 25% to 29%), although this figure at the EU level masks a number of changes at the country level. Overall, this shift followed a decrease of a similar extent observed in 2014 (- 4 percentage points).







<sup>6</sup> The results of this question will be analysed later on in the report in the section 1.6.

- Smoking prevalence is greater among those who finished their education between the ages of 16 and 19 (32%) than it is among those who finished their education at or before the age of 15 (23%) or at or after the age of 20 (22%).
- Just under half (46%) of the unemployed and nearly four in ten (38%) of manual workers are smokers, compared with less than three in ten (30%) of those in all other occupational categories. Only a fifth (20%) of managers smoke.
- Over four in ten (43%) of those who say they have trouble paying bills 'most of the time' are smokers, compared with just over a fifth (22%) of those who say they 'never' have trouble paying bills.
- Among subjective class groups, members of the working class (31%) and the lower middle class (29%) are more likely to be smokers than those in higher class brackets.
- Just under six in ten (57%) of those who use e-cigarettes also smoke cigarettes, cigars, cigarillos or a pipe, although this proportion has declined slightly from December 2014, when over six in ten (63%) gave this answer.



**QB1** 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.

(% - EU)

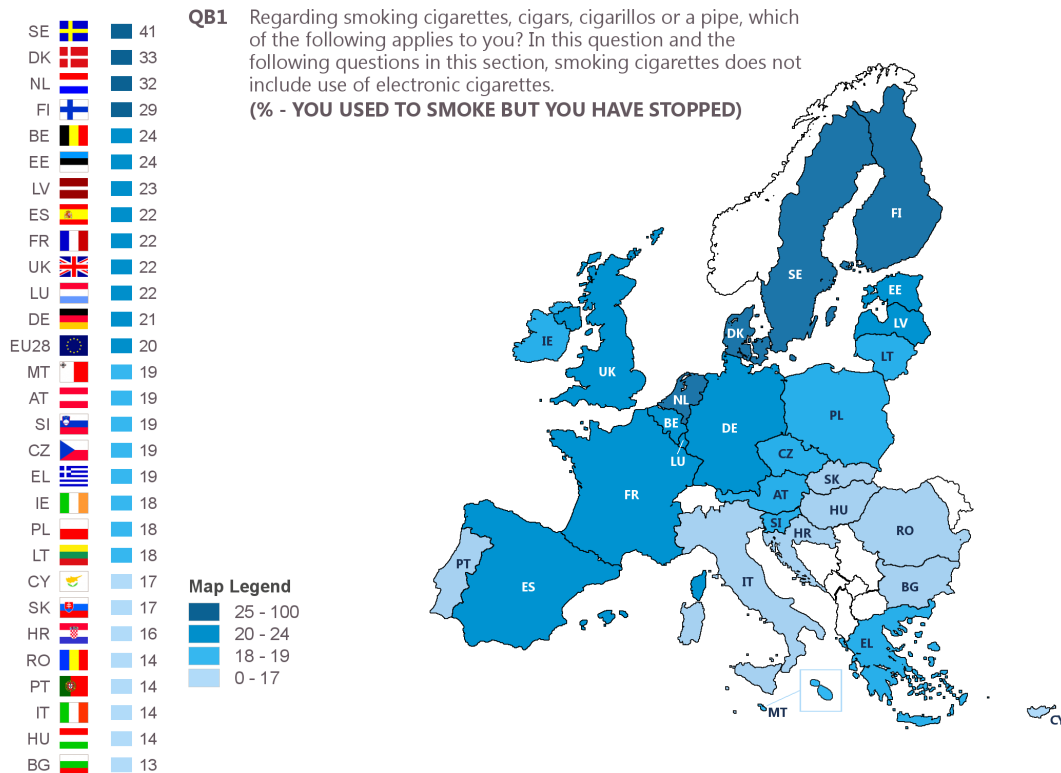
	You currently smoke
EU28	26
 <b>Gender</b>	
Man	30
Woman	22
 <b>Age</b>	
15-24	29
25-39	32
40-54	31
55 +	18
 <b>Education (End of)</b>	
15-	23
16-19	32
20+	22
Still studying	22
 <b>Socio-professional category</b>	
Self-employed	26
Managers	20
Other white collars	27
Manual workers	38
House persons	23
Unemployed	46
Retired	17
Students	22
 <b>Difficulties paying bills</b>	
Most of the time	43
From time to time	34
Almost never/ Never	22
 <b>Consider belonging to</b>	
The working class	31
The lower middle class	29
The middle class	23
The upper middle class	21
The upper class	22
<b>Use e-cigarettes</b>	
Currently use	57
Has stopped	71
Has tried	70
Never used	19

Base: all respondents, N=27,901

### c. Ex-smokers

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

As in the previous survey, ex-smokers are most prevalent in the Member States of northern Europe. In the Netherlands (32%) and Denmark (33%) around a third of respondents used to smoke but have now stopped, while in Sweden over four in ten (41%) of those polled are former smokers, an increase of six percentage points since the December 2014 survey.





Base: all respondents, N=27,901

In several countries of southern Europe and central and eastern Europe, the proportion of ex-smokers is less than a fifth (20%) of those polled. This proportion is particularly low in Bulgaria (13%), Italy, Hungary, Portugal and Romania (all 14%).

There are fewer **socio-demographic differences** on this question.

- A quarter of men (25%) are former smokers, compared with only 16% of women.
- Unsurprisingly, the proportion of former smokers has a clear age profile. Less than one in ten (6%) of those aged between 15 and 24 used to smoke but has now given up, compared with nearly three in ten (28%) of those aged 55 or more.

**QB1** 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.  
 (% - EU)

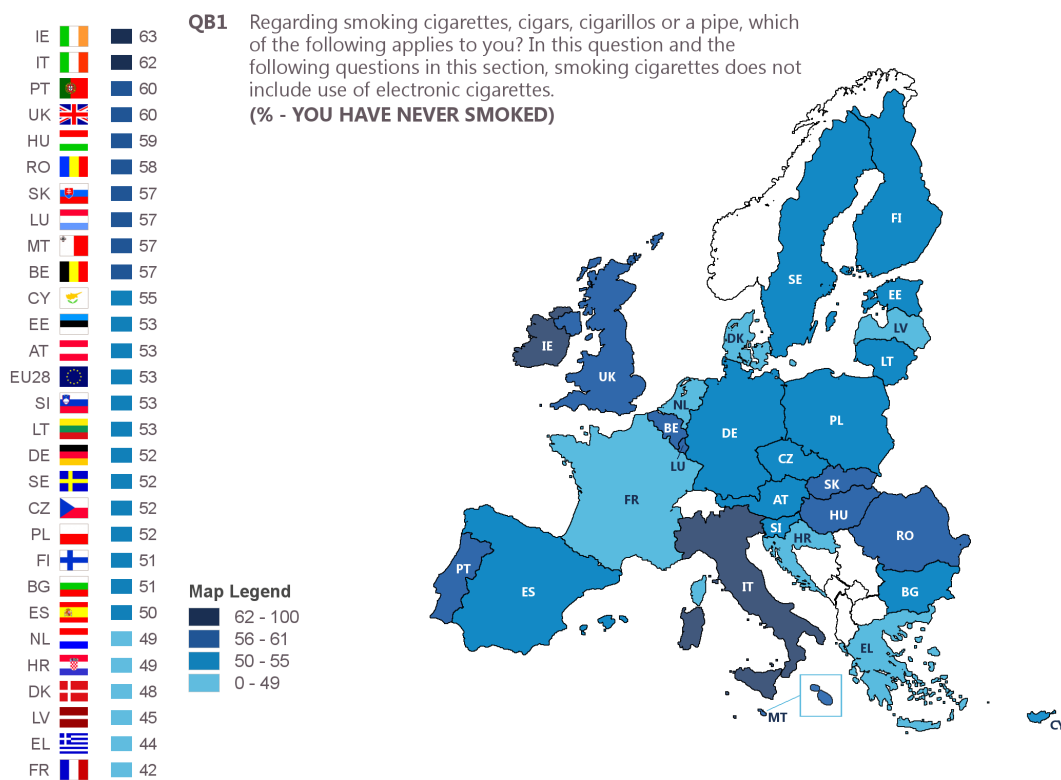
	You used to smoke but you have stopped
EU28	20
 <b>Gender</b>	
Man	25
Woman	16
 <b>Age</b>	
15-24	6
25-39	16
40-54	19
55 +	28

Base: all respondents, N=27,901

d. Never-smokers

**- The geographical pattern is mixed when looking at the proportion of people who have never smoked -**

The overall experience with smoking cigarettes, cigars, cigarillos or pipes is less varied when looking specifically at the proportions of people who have never smoked. Furthermore, the geographical pattern is less pronounced than other answer options. In 22 Member States, at least half of respondents have never smoked, with this figure reaching 63% and 62% respectively in Ireland and Italy. At the opposite end of the scale, respondents in France (42%), Greece (44%) and Latvia (45%) are least likely to say this.






Base: all respondents, N=27,901

The **socio-demographic differences** for this answer are large for a few categories:

- 61% of women say they have never smoked, compared to just 45% of men.
- Those aged 15-24 (64%) are much more likely to say that they have never smoked, compared to respondents in older age groups (49-53%)
- Respondents who never or almost never face troubles paying their bills (56%) are significantly more likely to say that they have never smoked, particularly when compared to those who struggle most of the time (41%).

**QB1** 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 have never smoked
EU28	53
 <b>Gender</b>	
Man	45
Woman	61
 <b>Age</b>	
15-24	64
25-39	52
40-54	49
55 +	53
 <b>Difficulties paying bills</b>	
Most of the time	41
From time to time	49
Almost never/ Never	56

*Base: all respondents, N=27,901*

## e. Changes

### **- The proportion of smokers has declined in most countries since 2006, but has remained overall stable since 2014 -**

Between 2006 and 2017 there has been a six percentage point decline in the proportion of those who smoke. In 21 of the 28 Member States, the proportion of respondents who smoke has declined over this period, but to a varying extent. In the United Kingdom, the proportion of smokers has decreased by 16 percentage points, and in Denmark by 13 percentage points, while in Malta the proportion has remained broadly stable (-1pp). In 10 Member States, the proportion of smokers in the current survey is lower than in any of the previous surveys, while elsewhere this figure has tended to fluctuate.

Among those who used to smoke but now do not, there is more diversity between countries and over time. In Sweden, the proportion of ex-smokers has risen by 12 percentage points since 2006, and in Latvia it has risen by 10 percentage points. In most countries the current proportion of ex-smokers is not significantly different from the proportion recorded in the previous survey.

The proportion of respondents who have never smoked has risen by six percentage points since the 2006 survey. At the country level, the picture is mixed. In 19 countries, this proportion has followed the general trend, with particularly significant increases noted in the United Kingdom (16 percentage points) and in Hungary, Ireland and Italy (11 percentage points). However, the proportion of respondents in Latvia who have never smoked has decreased by six percentage points since 2006. Generally, the rate of change has slowed in consecutive surveys: in all but two cases the change since December 2014 is no more than five percentage points.

**QB1** 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 EB82.4 NOV.-DEC. 2014, EB77.1 FEB.-MAR. 2012, EB72.3 OCT 2009, EB66.2 OCT.-NOV.2006)

	You currently smoke					You used to smoke but you have stopped					You have never smoked				
	2017	2017 - 2014	2017 - 2012	2017 - 2009	2017 - 2006	2017	2017 - 2014	2017 - 2012	2017 - 2009	2017 - 2006	2017	2017 - 2014	2017 - 2012	2017 - 2009	2017 - 2006
EU28	26	=	▼ 2	▼ 3	▼ 6	20	=	▼ 1	▼ 2	▼ 1	53	▼ 1	▲ 2	▲ 4	▲ 6
SK	26	▲ 5	▲ 3	=	▲ 1	17	▲ 1	▼ 5	▼ 4	▲ 2	57	▼ 6	▲ 2	▲ 4	▼ 2
FR	36	▲ 4	▲ 8	▲ 3	▲ 3	22	=	▼ 2	▼ 4	▼ 2	42	▼ 4	▼ 6	▲ 1	▼ 1
CZ	29	▲ 4	=	▲ 3	=	19	▲ 1	▲ 2	=	▼ 2	52	▼ 5	▼ 2	▼ 3	▲ 2
MT	24	▲ 4	▼ 3	▼ 2	▼ 1	19	=	▲ 2	▲ 4	▲ 1	57	▼ 4	▲ 1	▼ 2	=
LT	29	▲ 3	▼ 1	▼ 1	▼ 5	18	=	▲ 3	=	▲ 3	53	▼ 3	▼ 1	▲ 1	▲ 3
IT	24	▲ 3	=	▼ 2	▼ 7	14	▼ 2	▲ 1	▼ 2	▼ 2	62	▼ 1	=	▲ 5	▲ 11
HR	35	▲ 2	NA	▲ 2	▲ 2	16	=	NA	▼ 2	=	49	▼ 2	NA	=	▼ 2
LV	32	▲ 2	▼ 4	▼ 4	▼ 4	23	▲ 2	▲ 7	▲ 6	▲ 10	45	▼ 4	▼ 2	▼ 2	▼ 6
PL	30	▲ 2	▼ 2	▼ 3	▼ 5	18	▲ 3	▼ 2	▼ 4	▼ 1	52	▼ 4	▲ 4	▲ 7	▲ 7
AT	28	▲ 2	▼ 5	▼ 6	▼ 3	19	▲ 2	▼ 1	▼ 4	▼ 3	53	▼ 4	▲ 6	▲ 10	▲ 7
BG	36	▲ 1	=	▼ 3	=	13	▼ 3	▼ 3	▼ 2	▼ 2	51	▲ 2	▲ 3	▲ 5	▲ 2
RO	28	▲ 1	▼ 2	▼ 2	▼ 3	14	▲ 1	▲ 2	▲ 2	▲ 3	58	▼ 2	▲ 1	=	▲ 1
PT	26	▲ 1	▲ 3	▲ 3	▲ 2	14	▲ 2	▼ 1	▲ 1	▲ 2	60	▼ 3	▼ 2	▼ 4	▼ 4
EE	23	▲ 1	▼ 3	▼ 9	▼ 10	24	▲ 3	▲ 3	▲ 3	▲ 6	53	▼ 3	=	▲ 6	▲ 4
FI	20	▲ 1	▼ 5	▼ 1	▼ 6	29	▲ 5	▲ 7	▲ 2	▲ 8	51	▼ 6	▼ 2	▼ 1	▼ 1
LU	21	=	▼ 6	▼ 4	▼ 5	22	=	=	=	▲ 5	57	=	▲ 7	▲ 4	▲ 1
EL	37	▼ 1	▼ 3	▼ 5	▼ 5	19	▲ 1	▲ 3	▲ 5	▲ 2	44	=	=	=	▲ 3
ES	28	▼ 1	▼ 5	▼ 7	▼ 6	22	▲ 3	=	▲ 1	▲ 5	50	▼ 2	▲ 5	▲ 6	▲ 2
SI	28	▼ 2	=	▲ 2	▲ 5	19	▲ 1	=	▼ 5	▼ 4	53	▲ 1	=	▲ 3	▼ 1
DE	25	▼ 2	▼ 1	=	▼ 5	21	▼ 1	▼ 5	▼ 5	▼ 3	52	▲ 2	▲ 4	▲ 3	▲ 7
IE	19	▼ 2	▼ 10	▼ 12	▼ 10	18	▼ 1	▼ 1	▼ 2	=	63	▲ 4	▲ 11	▲ 14	▲ 11
CY	28	▼ 3	▼ 2	▼ 4	▼ 3	17	▲ 2	▲ 4	▲ 2	▲ 5	55	▲ 1	▼ 1	▲ 2	▼ 1
HU	27	▼ 3	▼ 5	▼ 11	▼ 9	14	▲ 3	▼ 1	▼ 1	▼ 1	59	▲ 1	▲ 6	▲ 12	▲ 11
DK	19	▼ 4	▼ 7	▼ 10	▼ 13	33	▲ 3	▲ 2	▲ 2	▲ 6	48	▲ 1	▲ 5	▲ 8	▲ 9
NL	19	▼ 4	▼ 5	▼ 5	▼ 10	32	▲ 1	▲ 1	▼ 1	▲ 2	49	▲ 3	▲ 4	▲ 6	▲ 9
SE	7	▼ 4	▼ 6	▼ 9	▼ 11	41	▲ 6	▲ 11	▲ 10	▲ 12	52	▼ 1	▼ 5	▼ 1	▲ 6
UK	17	▼ 5	▼ 10	▼ 11	▼ 16	22	▲ 3	▼ 4	▼ 3	▼ 2	60	▲ 1	▲ 13	▲ 13	▲ 16
BE	19	▼ 6	▼ 8	▼ 11	▼ 7	24	▲ 5	▲ 4	▲ 3	=	57	▲ 1	▲ 5	▲ 8	▲ 7

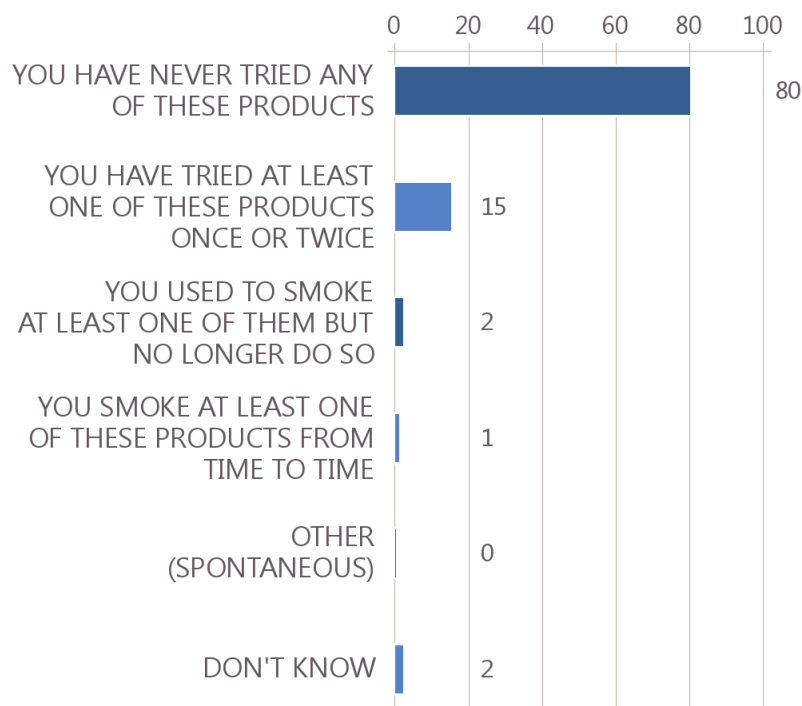
Base: all respondents, N=27,901

f. Experience with tobacco products among non-smokers

**- 95% of non-smokers have either never tried any tobacco products or tried them only once or twice in their lives -**

Respondents who said that they had never smoked were asked about their experience of tobacco products.<sup>7</sup> This question served as a control of the first question about the prevalence of smoking in order to understand the extent of the experience of tobacco products among respondents who claim to be non-smokers. Eight in ten (80%) respondents in this category say that they have never tried any tobacco products, with a further 15% saying that they have tried at least one of these products. Very few non-smokers have tried more than one tobacco product.

**QB2b** You said that you have never smoked. Could you please specify what is your experience with cigarettes, cigars, cigarillos or a pipe?  
(% - EU)



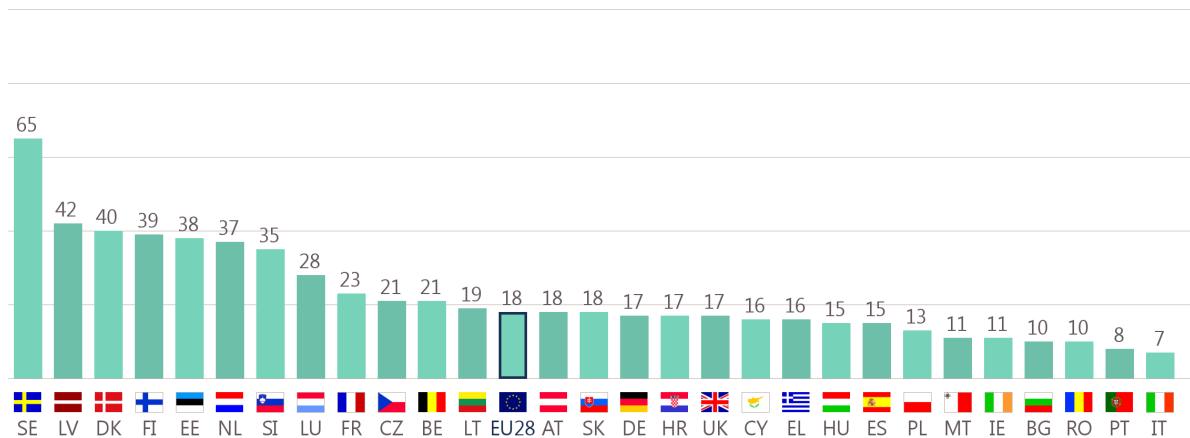
Base: respondents who have never smoked, N=14,858

<sup>7</sup> QB2b You said that you have never smoked. Could you please specify what is your experience with cigarettes, cigars, cigarillos or a pipe? You have never tried any of these products; You have tried at least one of these products once or twice; You used to smoke at least one of them but no longer do so; You smoke at least one of these products from time to time; DK.



Overall in the EU, 18% of respondents who say they have never smoked have at least tried one of these products.






























**QB2b** You said that you have never smoked. Could you please specify what is your experience with cigarettes, cigars, cigarillos or a pipe?  
 (% - TOTAL 'AT LEAST TRIED ONE OF THESE PRODUCTS')



Base: respondents who have never smoked, N=14,858

There are clear differences at the country level, with results ranging from almost two thirds of respondents in Sweden (65%) to just 7% of those in Italy. More than a third of respondents who claim to have never smoked in Latvia (42%), Denmark (40%), Finland (39%), Estonia (38%), the Netherlands (37%) and Slovenia (35%) have at least tried these products. This compares to around one in ten of those in Italy (7%), Portugal (8%), Romania, Bulgaria (both 10%), Ireland and Malta (both 11%).

**QB2b** You said that you have never smoked. Could you please specify what is your experience with cigarettes, cigars, cigarillos or a pipe?  
(%)

		You have never tried any of these products	You have tried at least one of these products once or twice	You used to smoke at least one of them but no longer do so	You smoke at least one of these products from time to time	Other (SPONTANEOUS)	Don't know
EU28		80	15	2	1	0	2
PT		92	7	0	1	0	0
IT		91	5	1	1	0	2
BG		89	8	1	1	0	1
RO		89	6	2	2	1	0
IE		86	9	1	1	1	2
PL		86	11	1	1	0	1
ES		85	14	0	1	0	0
MT		85	9	1	1	0	4
EL		84	14	2	0	0	0
HR		83	15	1	1	0	0
HU		83	14	1	0	1	1
CY		80	13	1	2	0	4
LT		80	16	2	1	0	1
AT		80	13	2	3	1	1
UK		80	15	2	0	1	2
SK		78	17	1	0	1	3
CZ		77	18	2	1	0	2
FR		77	17	4	2	0	0
DE		76	14	2	1	1	6
BE		75	17	2	2	4	0
LU		69	23	3	2	3	0
SI		63	32	2	1	1	1
NL		62	34	1	2	0	1
EE		61	34	3	1	0	1
FI		61	35	3	1	0	0
LV		58	39	2	1	0	0
DK		57	36	2	2	0	3
SE		34	56	4	5	1	0

Base: respondents who have never smoked, N=14,858

## 2 Frequency of use of tobacco products

Both smokers and those who used to smoke were asked how often they smoke (or used to smoke) various kinds of tobacco product.<sup>8</sup> The same question was asked in the March 2012 and December 2014 surveys, albeit with slightly different wording.

### a. Smokers

#### **-Over nine in ten of smokers consume tobacco products daily, with boxed cigarettes the most popular choice-**

Among those who currently smoke, over nine in ten (91%) smokers consume tobacco products daily. A large majority of smokers are regular users (at least monthly) of boxed cigarettes, with nearly eight in ten (79%) of those polled giving this response. All other tobacco products are consumed (at least monthly) by fewer smokers with less than three in ten (29%) smoking hand-rolled cigarettes, and a small proportion smoking cigarillos (3%), cigars (2%), or pipes (1%).

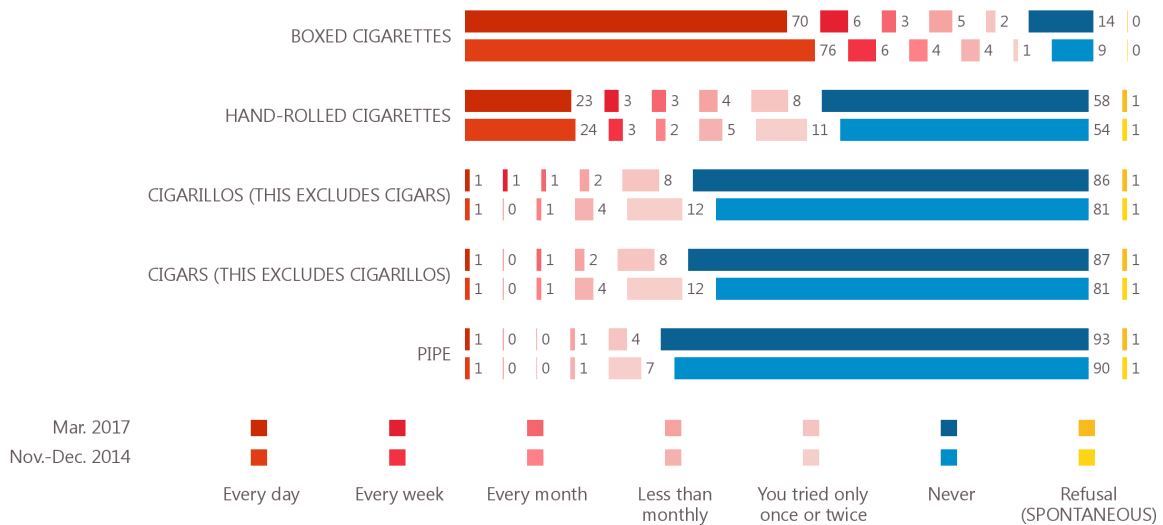
Seven in ten (70%) of smokers use boxed cigarettes at least once a day, while less than a quarter (23%) consume hand-rolled cigarettes daily. The proportion of those smoking boxed cigarettes on a daily basis has continued to decline: in March 2012 eight in ten (80%) of those polled gave this answer, as did over three quarters (76%) in December 2014. The proportion of respondents smoking hand-rolled cigarettes has remained essentially the same.

Only 1% of smokers smoke cigarillos, cigars or pipes on a daily basis; these tobacco products are more likely to be smoked on an occasional basis or tried only once or twice. However, the proportion of respondents doing this has declined slightly: while just over one in ten (12%) of respondents in December 2014 smoked cigars or cigarillos once or twice, this has declined to less than one in ten (8%) in the current survey. Occasional pipe smokers have declined from 7% of those polled in the previous survey to only 4% in the current one<sup>9</sup>. It should be noted that the wording for cigars and cigarillos was slightly modified in this wave of the study: a clarification was added to make sure the two items were not interchanged.

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<sup>8</sup> QB4. How often do/did you use the following tobacco products? Boxed cigarettes; Hand-rolled cigarettes; Cigarillos (this excludes cigars); Cigars (this excludes cigarillos); Pipe.

**QB4a** How often do you use the following tobacco products?  
(% - EU)



Base: respondents who smoke, N=7,444

At the country level, we look first at the proportions of smokers who regularly use specific tobacco products, comparing with the figures observed in December 2014, and then at how frequently smokers use at least one of these products<sup>10</sup>.

Among regular users of tobacco products, boxed cigarettes are the most popular tobacco product in each of the 28 Member States, although their popularity varies. In Bulgaria (96%) and Lithuania (95%) almost all smokers consume boxed cigarettes, compared with less than six in ten (59%) of those polled in Hungary. In all but one country, the proportion of smokers who smoke boxed cigarettes regularly has decreased since December 2014, the exception being Portugal, which has remained stable (+1pp).

In all countries, less than half of those polled opt for hand-rolled cigarettes, but there are substantial differences between countries. In Hungary, nearly half (49%) of smokers regularly smoke hand-rolled cigarettes, with high proportions also found in Belgium (41%) and the United Kingdom (40%). On the other hand, very few smokers in Sweden (3%) or Romania (5%) consume these tobacco products. Compared with boxed cigarettes, the pattern of country-level change since the last survey is more varied. In Portugal, the proportion of smokers using hand-rolled cigarettes has decreased by 16 percentage points, and in the Netherlands by 10 percentage points, while the largest increase for hand-rolled cigarettes was observed in Germany (6 percentage points).

Where other tobacco products are concerned, there are very few significant country-level differences. Only in one case does the proportion exceed single figures: in the Netherlands, one in ten (10%) of smokers regularly smokes cigars.

<sup>10</sup> The following countries have a base size of less than 150 and should therefore be interpreted with caution: SE, LU, MT, CY

## QB4a How often do you use the following tobacco products?

(TOTAL 'REGULAR USERS' - % + EVOLUTION COMPARED WITH EB82.4 NOV.-DEC. 2014)

		Boxed cigarettes		Hand-rolled cigarettes		Cigarillos (this excludes cigars)		Cigars (this excludes cigarillos)		Pipe	
		2017 - 2014		2017 - 2014		2017 - 2014		2017 - 2014		2017 - 2014	
EU28		79	▼ 7	29	=	3	▲ 1	2	=	1	=
AT		92	▼ 7	14	▼ 2	4	▼ 1	4	▲ 1	4	▲ 2
BE		72	▼ 7	41	▼ 1	4	▼ 2	3	▼ 2	2	▲ 1
BG		96	▼ 3	13	▲ 5	0	=	0	=	0	▼ 1
CY		75	▼13	34	▲ 3	0	▼ 1	1	▲ 1	0	=
CZ		91	▼ 4	18	▼ 2	3	▼ 3	2	▼ 2	1	▼ 2
DE		74	▼11	36	▲ 6	5	▲ 1	1	▼ 3	2	▼ 1
DK		83	▼ 8	13	▼ 8	2	▼ 1	2	▼ 1	8	▲ 1
EE		92	▼ 5	8	=	2	=	2	▲ 1	2	=
EL		77	▼ 5	35	▲ 1	1	▲ 1	1	▲ 1	0	=
ES		81	▼ 9	29	▲ 3	1	▼ 1	0	=	0	=
FI		83	▼ 4	26	▼ 1	8	=	3	▼ 2	3	=
FR		66	▼12	38	▼ 6	3	▼ 3	2	=	1	=
HR		78	▼13	34	▲ 1	0	▼ 4	3	▼ 7	0	▼ 1
HU		59	▼15	49	▲ 4	2	▼ 2	1	▼ 1	1	=
IE		68	▼13	35	▲ 5	0	=	0	▼ 2	1	▼ 1
IT		91	▼ 7	18	▲ 4	1	=	2	▲ 1	2	▲ 2
LT		95	▼ 4	9	▲ 3	2	▲ 1	0	▼ 1	1	▲ 1
LU		85	▼ 6	19	▲ 1	1	=	1	=	1	▼ 1
LV		90	▼ 9	9	▼ 2	3	=	1	▼ 2	2	▼ 3
MT		90	▼ 2	23	▼ 6	0	▼ 2	0	▼ 1	0	=
NL		61	▼ 6	37	▼10	3	▲ 1	10	▲ 2	1	▼ 1
PL		90	▼ 1	20	▼ 5	1	▼ 2	1	=	2	▲ 2
PT		92	▲ 1	10	▼16	1	▲ 1	0	=	0	=
RO		93	▼ 6	5	▲ 1	0	▼ 1	0	=	0	=
SE		73	▼20	3	▼ 4	6	▲ 2	0	▼ 1	0	▼ 7
SI		86	▼ 3	21	▼ 9	2	▲ 1	0	▼ 2	0	▼ 1
SK		92	▼ 1	15	▲ 1	1	▼ 1	1	▼ 1	1	▼ 2
UK		75	▲ 2	40	▼ 5	1	=	1	▼ 3	2	▲ 1

Base: respondents who smoke, N=7,444<sup>11</sup>

In most countries, a large majority of smokers consume at least one tobacco product daily. In Bulgaria (98%), Portugal (97%), Italy (96%) and Greece (95%) almost all smokers give this answer. In all but one country, at least eight in ten (80%) of smokers consume tobacco products daily. The exception is Sweden, where only just over half (52%) give this response. In turn, over a fifth (21%) of smokers in Sweden are irregular smokers, consuming listed tobacco products less than monthly. In all other countries, very few respondents give this answer.

<sup>11</sup> The following countries have a base size of less than 150 and should therefore be interpreted with caution: SE, LU, MT, CY

In most cases, there have been no dramatic changes since 2014. The proportion of those who smoke boxed cigarettes has fallen in 24 Member States, but aside from Sweden (down 20 percentage points) and Latvia (down 11 percentage points) the difference remains in single figures. In most other cases, the change does not exceed five percentage points with the clearest exception being Sweden, where the proportion of respondents who smoke on an occasional basis has risen by 20 percentage points since the last survey.

**QB4aT** How often do you use the following tobacco products?

**Total 'At least one product'**

(% + EVOLUTION COMPARED WITH EB82.4 NOV.-DEC. 2014)

		Every day	2017 - 2014	Every week	2017 - 2014	Every month	2017 - 2014	Less than monthly	2017 - 2014	You tried only once or twice	2017 - 2014	Never	2017 - 2014	Refusal (SPONTANEOUS)	2017 - 2014
EU28		91	▼3	5	▲1	1	=	1	▲1	1	▲1	1	=	0	=
BG		98	▼1	1	=	0	=	0	=	0	=	1	▲1	0	=
PT		97	▲1	1	▼2	0	=	1	▲1	0	=	1	=	0	=
IT		96	▼1	2	▼1	0	=	1	▲1	0	=	1	▲1	0	=
EL		95	▼2	3	▲2	1	=	1	▲1	0	▼1	0	=	0	=
HR		94	▼1	4	=	0	▼1	1	▲1	0	=	1	▲1	0	=
ES		93	▼1	5	=	1	=	0	=	1	▲1	0	=	0	=
LT		93	▼1	3	▼3	2	▲2	1	▲1	1	▲1	0	=	0	=
HU		93	▲1	3	▼3	0	▼1	1	▲1	1	▲1	2	▲1	0	=
RO		93	▼3	3	▼1	0	=	0	=	0	=	4	▲4	0	=
IE		92	=	3	▼3	1	▼1	1	▲1	1	▲1	2	▲2	0	=
CY		92	▼8	5	▲5	0	=	0	=	1	▲1	2	▲2	0	=
PL		92	▼5	5	▲4	1	=	0	=	0	▼1	2	▲2	0	=
SK		92	▲2	5	▼2	1	▲1	1	▲1	0	▼1	1	=	0	▼1
SI		91	▼2	6	▲1	0	▼1	2	▲2	1	=	0	=	0	=
AT		90	▼6	5	▲1	0	=	0	=	1	▲1	4	▲4	0	=
FR		89	▼4	5	▲1	2	▼1	1	▲1	1	▲1	2	▲2	0	=
UK		89	▼2	6	▼1	2	▲1	0	=	1	▲1	2	▲1	0	=
DE		87	▼8	9	▲7	1	=	1	=	1	▲1	1	=	0	=
LU		87	▼3	3	▼5	1	▲1	3	▲2	1	▲1	4	▲3	1	▲1
MT		87	▼2	9	▼2	0	=	0	=	0	=	4	▲4	0	=
FI		87	▼1	7	▲2	2	▼3	3	▲2	0	=	1	=	0	=
CZ		86	▼7	9	▲4	1	=	2	▲1	0	=	2	▲2	0	=
BE		85	▼6	7	▼1	3	▲3	1	=	1	▲1	3	▲3	0	=
EE		85	▼8	9	▲5	3	▲2	0	=	0	▼1	3	▲3	0	▼1
LV		85	▼11	11	▲7	0	=	1	▲1	0	=	3	▲3	0	=
DK		84	▼8	9	▲2	1	=	4	▲4	1	▲1	1	▲1	0	=
NL		81	▼9	8	▼1	3	▲2	6	▲6	0	=	2	▲2	0	=
SE		52	▼20	19	▲1	7	▼2	21	▲20	0	=	1	▲1	0	=





Base: respondents who smoke, N=7,444<sup>12</sup>

<sup>12</sup> The following countries have a base size of less than 150 and should therefore be interpreted with caution: SE, LU, MT, CY

For the **socio-demographic breakdown**, we will concentrate first on the proportions of respondents who smoke boxed or hand-rolled cigarettes.

- While there are no significant gender differences with respect to boxed cigarettes, men (33%) are more likely than women (24%) to smoke hand-rolled cigarettes, and also more likely to do so on a daily basis (25%, compared with 20%).
- The youngest cohort are no less likely to smoke boxed cigarettes, but slightly less likely to do so daily: among those aged 15 to 24, just over six in ten (62%) of smokers use boxed cigarettes daily, compared with over seven in ten (71-72%) of those in older age groups. However, younger respondents are significantly more likely to smoke hand-rolled cigarettes, with over four in ten (42%) giving this response, compared with just over a fifth (22%) of those aged 55 or more, and they are also somewhat more likely than their older counterparts to smoke this type of cigarette daily (29%, compared with 19% of the oldest cohort).
- The most significant difference in the case of occupational groups concerns the greater propensity of the unemployed to smoke hand-rolled cigarettes. Around half of smokers who are unemployed (50%) or students (45%) smoke hand-rolled cigarettes regularly, compared with less than three in ten (30%) of those in any of the other occupational categories. Over four in ten (44%) of unemployed smokers consume hand-rolled cigarettes daily, compared with 30% or less of those in other categories.
- Hand-rolled cigarettes are also more popular among those who live in households which struggle to pay their bills. Four in ten (40%) of current smokers who often experience such problems use hand-rolled cigarettes, compared with only a quarter (25%) of smokers who live in households which never have problems paying the bills.

**QB4a** How often do you use the following tobacco products?  
(% - EU)

	Boxed cigarettes		Hand-rolled cigarettes	
	Every day	Regular user (1-3)	Every day	Regular user (1-3)
EU28	70	79	23	29
 <b>Gender</b>				
Man	69	78	25	33
Woman	72	81	20	24
 <b>Age</b>				
15-24	62	79	29	42
25-39	72	82	24	31
40-54	72	79	23	28
55 +	71	76	19	22
 <b>Socio-professional category</b>				
Self-employed	69	81	19	27
Managers	72	82	13	19
Other white collars	80	88	12	18
Manual workers	76	83	21	26
House persons	71	81	17	20
Unemployed	57	70	44	50
Retired	68	73	24	26
Students	58	76	30	45
 <b>Difficulties paying bills</b>				
Most of the time	65	75	33	40
From time to time	71	80	23	29
Almost never/ Never	71	79	20	25

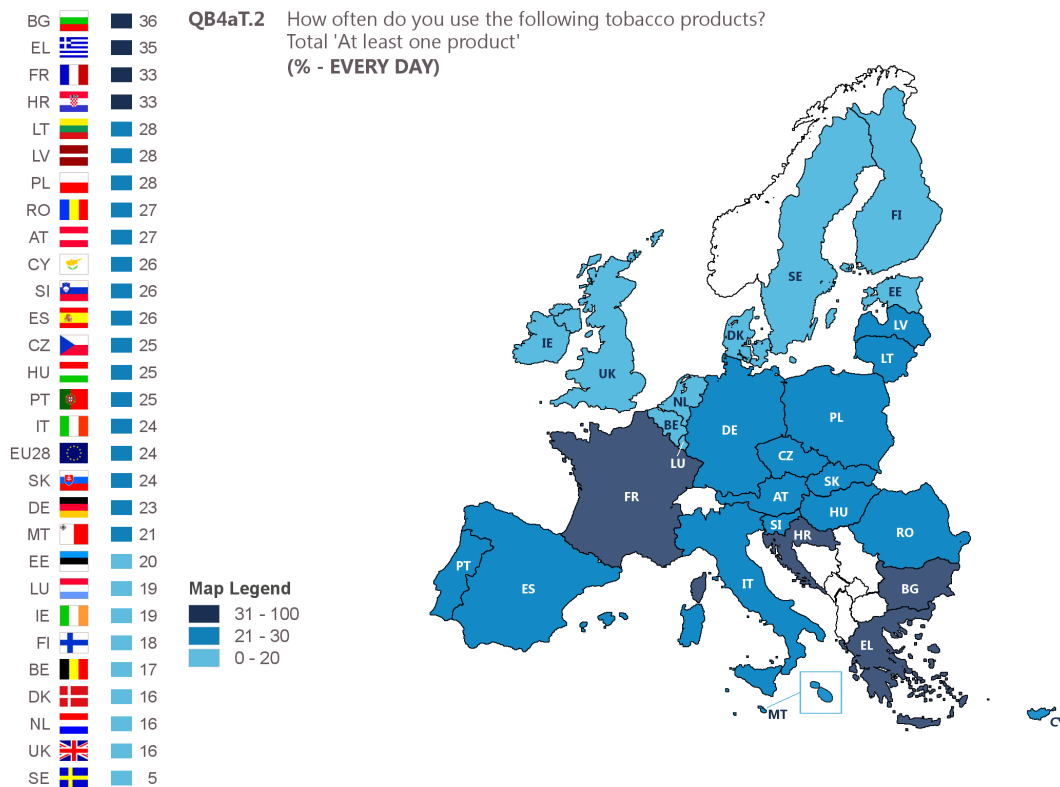
Base: respondents who smoke, N=7,444



## b. Daily smokers

By looking at frequency of use of all tobacco products, we are able to identify the number of 'daily' and 'occasional' smokers in the EU. Daily smokers are those who smoke at least one of the tobacco products listed (boxed cigarettes, hand-rolled cigarettes, cigars, cigarillos or a pipe) every day. Occasional smokers are defined as those who smoke tobacco products less than daily (it excludes those who have only tried once or twice).

Overall, 24% of people in the EU can be considered daily smokers. This proportion rises to at least a third in some southern European countries (36% in Bulgaria, 35% in Greece and 33% in Croatia), as well as in France (33%). Conversely, respondents in most northern European countries are among the least likely to smoke tobacco products daily. This is particularly the case in Sweden (5%), but also in the United Kingdom, Netherlands, Denmark (all 16%), Belgium (17%) and Finland (18%).



Base: all respondents, N=27,901






























When comparing these results to those collected in 2014<sup>13</sup>, some modest changes in behaviour can be observed. While the overall proportion of daily smokers has remained the same, proportions have increased in Slovakia (+5 percentage points), France, Lithuania, and Italy (all +4 percentage points). Decreases of a similar magnitude have taken place in Belgium (-6 percentage points), Cyprus, Denmark (both -5 percentage points), the United Kingdom and the Netherlands (both -4 percentage points).

<sup>13</sup> It should be noted that in this wave of the study, respondents who initially said that they had never smoked, and then later said that they smoke one of the products from time to time (in QB2b), were also asked QB4a. This accounts for why the sum of the daily and occasional smokers does not always perfectly sum to the smoking prevalence measured in QB1.

The proportions of respondents who are considered occasional users is overall low and is fairly stable in all countries, with the last change occurring in Latvia with an increase of three percentage points.

**QB4aT** How often did you use the following tobacco products?

**Total 'At least one product' (%)**

		Daily user (2017)	2014	Difference	Occasional user (2017)	2014	Difference
EU28		24	25	▼ 1	2	1	▲ 1
SK		24	19	▲ 5	2	2	=
FR		33	29	▲ 4	3	2	▲ 1
LT		28	24	▲ 4	2	2	=
IT		24	20	▲ 4	1	1	=
MT		21	18	▲ 3	2	2	=
BG		36	34	▲ 2	0	0	=
CZ		25	23	▲ 2	3	2	▲ 1
HR		33	31	▲ 2	2	2	=
AT		27	25	▲ 2	2	1	▲ 1
RO		27	26	▲ 1	1	1	=
FI		18	17	▲ 1	3	2	▲ 1
LU		19	19	=	2	2	=
PL		28	28	=	2	1	▲ 1
PT		25	25	=	0	1	▼ 1
LV		28	29	▼ 1	4	1	▲ 3
EE		20	21	▼ 1	3	1	▲ 2
IE		19	20	▼ 1	1	2	▼ 1
EL		35	37	▼ 2	2	1	▲ 1
ES		26	28	▼ 2	2	2	=
SI		26	28	▼ 2	2	2	=
DE		23	26	▼ 3	3	1	▲ 2
SE		5	8	▼ 3	5	3	▲ 2
HU		25	28	▼ 3	1	2	▼ 1
NL		16	20	▼ 4	3	2	▲ 1
UK		16	20	▼ 4	1	2	▼ 1
DK		16	21	▼ 5	3	2	▲ 1
CY		26	31	▼ 5	1	0	▲ 1
BE		17	23	▼ 6	2	2	=






Base: all respondents, N=27,901

The **socio-demographic analysis** will focus just on the smokers (not all respondents), looking specifically at the daily and occasional users:

- No differences can be observed in terms of gender.
- The youngest respondents, aged 15-24, differ significantly from those in older age groups. 83% of young smokers are considered daily users, compared to 91-92% of those in older age groups. Likewise, they are much more likely to be occasional users (16%, compared with 4-8%).
- Generally, the more years a smoker has spent in full-time education, the more likely they are to use tobacco products occasionally and less likely they are to use them daily.
- This also coincides with social class smokers consider themselves to be a part of. As an overall pattern, the higher the class, the less likely smokers are to be daily tobacco users. Smoking tobacco products on a more occasional basis is more prevalent among those who consider themselves to be in the upper class (15%) or upper middle class (15%) – particularly when compared to those who identify with the working class (4%).
- Respondents who started smoking at an earlier age, particularly before the age of 25, are more likely to be daily tobacco smokers (92-94%), compared to those who started later in life (85%). Those who started after the age of 25 are significantly more likely to be occasional users.

**QB4aT** How often did you use the following tobacco products?

**Total 'At least one product' (% - EU)**

	Daily user	Occasional user
EU28	91	8
 <b>Gender</b>		
Man	91	7
Woman	90	7
 <b>Age</b>		
15-24	83	16
25-39	91	8
40-54	92	5
55 +	92	4
 <b>Education (End of)</b>		
15-	95	4
16-19	93	6
20+	87	10
Still studying	81	18
 <b>Consider belonging to</b>		
The working class	95	4
The lower middle class	92	6
The middle class	88	9
The upper middle class	83	15
The upper class	73	15
 <b>Age when started smoking</b>		
Less than 15 years old	92	6
Between 15 and 17 years old	94	5
Between 18 and 25 years old	93	6
Older than 25 years old	85	14

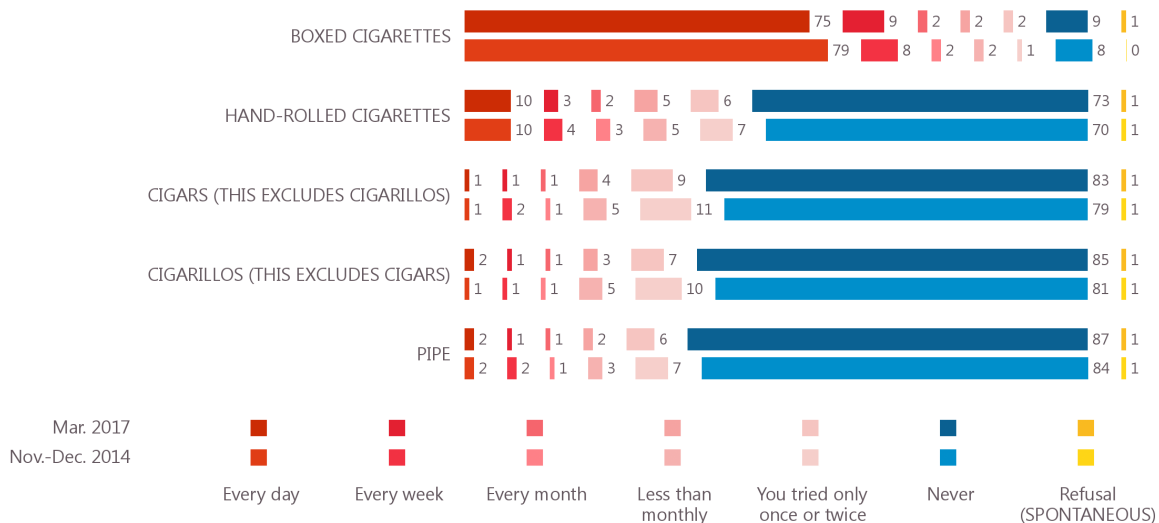
Base: respondents who smoke, N=7,444

### c. Ex-Smokers

#### -Boxed cigarettes were also the most popular choice of tobacco product among former smokers-

Among respondents who used to smoke but no longer do so, boxed cigarettes were also the most popular option. Over eight in ten (85%) of those polled regularly smoked boxed cigarettes, a figure slightly down from December 2014, when nearly nine in ten (89%) of ex-smokers were regular smokers of this tobacco product. The proportion who regularly smoked hand-rolled cigarettes is significantly lower, at less than a fifth (15%) of those polled. Very few former smokers used to smoke a pipe (4%), cigarillos (4%) or cigars (3%) on a regular basis. These figures have not changed significantly since the previous survey.

**QB4b** How often did you use the following tobacco products?  
(% - EU)



Base: respondents who used to smoke, N=5,895

The country-level breakdown among ex-smokers is similar to that observed among current smokers. In almost all cases, respondents who used to be regular smokers were most likely to smoke boxed cigarettes. In 25 Member States, at least eight in ten (80%) ex-smokers say that they used to smoke cigarettes<sup>14</sup>.

In all countries, less than half of ex-smokers used to smoke hand-rolled cigarettes. This may be in part due to the fact that hand-rolled cigarettes are a relatively new phenomena and a large share of ex-smokers quit a long time ago. However, there are some significant differences between countries. The most striking exception is the Netherlands, where over four in ten (42%) of former smokers used to consume hand-rolled cigarettes on a regular basis. A significant proportion of respondents also gave this answer in Belgium (28%), the United Kingdom (23%), and Austria (22%). In almost all countries, very few non-smokers used to smoke a pipe regularly, the exceptions being Denmark (20%) and Sweden (14%). In almost all cases, less than one in ten (10%) of ex-smokers used to smoke cigars or cigarillos on a regular basis. The exception is Belgium, where just over one in ten (11%) former smokers used to smoke cigarillos.

There are no clear patterns of change since 2014 on this question, and most change are minimal in magnitude. In Belgium, the proportion of ex-smokers who used to smoke boxed cigarettes has decreased by 11 percentage points, but in all other cases, change is in single figures.

<sup>14</sup> The following countries have a base size of less than 150 and should therefore be interpreted with caution: PT, CY, MT, LU, BG, IT

## QB4b How often did you use the following tobacco products?

(TOTAL 'REGULAR USERS' - % + EVOLUTION COMPARED WITH EB82.4 NOV.-DEC. 2014)

		Boxed cigarettes		Hand-rolled cigarettes		Pipe		Cigarillos (this excludes cigars)		Cigars (this excludes cigarillos)	
		2017 - 2014		2017 - 2014		2017 - 2014		2017 - 2014		2017 - 2014	
EU28		86	▲ 3	15	▼ 2	4	▼ 1	4	▲ 1	3	▼ 1
AT		90	▼ 4	22	▲ 5	7	▲ 5	7	▲ 3	4	▲ 3
BE		77	▼ 11	28	▲ 4	5	▼ 1	11	▲ 3	8	▼ 1
BG		93	▲ 3	4	▲ 1	0	=	1	▼ 1	0	=
CY		93	▲ 5	20	▼ 2	4	▲ 4	5	▲ 4	4	▲ 1
CZ		93	▲ 7	10	▲ 4	1	▼ 2	4	▲ 1	3	▼ 1
DE		91	▲ 2	17	▼ 3	4	▼ 2	6	▲ 1	3	=
DK		83	▼ 5	18	▲ 3	20	▼ 3	7	▲ 1	4	▲ 1
EE		87	▲ 1	4	▼ 3	4	▲ 3	3	▼ 2	0	▼ 4
EL		87	=	11	▼ 2	1	▼ 1	1	▼ 1	0	▼ 1
ES		97	=	10	▲ 3	3	▲ 2	2	▲ 1	4	▼ 2
FI		87	▼ 6	16	▼ 7	7	▲ 2	8	▲ 1	3	▲ 1
FR		78	▼ 5	14	▼ 4	5	▼ 4	6	▼ 3	1	▼ 5
HR		94	▲ 6	11	▲ 7	3	▲ 2	1	▲ 1	2	▼ 1
HU		87	▲ 1	10	▼ 1	1	=	1	=	0	▼ 2
IE		84	▼ 5	11	▼ 4	3	▼ 1	0	▼ 1	3	▼ 1
IT		93	▼ 2	11	▲ 1	3	▲ 1	2	▲ 1	3	▲ 2
LT		81	▼ 4	4	▼ 1	1	▼ 1	1	=	0	▼ 1
LU		86	▼ 3	14	▲ 4	3	▼ 3	4	=	1	▼ 1
LV		84	▲ 4	5	▼ 1	3	=	1	▼ 3	0	▼ 4
MT		94	▼ 3	14	▲ 4	2	▼ 3	5	=	4	▼ 3
NL		72	▼ 9	42	▼ 2	6	▲ 1	6	▲ 1	8	▼ 1
PL		91	▼ 3	3	▼ 5	1	▼ 1	2	▲ 2	1	▼ 2
PT		98	▲ 2	14	▲ 3	2	▲ 1	2	=	0	▼ 1
RO		83	▼ 4	3	=	0	=	0	▼ 1	0	▼ 1
SE		86	=	15	▲ 3	14	▼ 3	6	▲ 1	2	▼ 2
SI		93	▼ 2	6	▼ 2	4	▲ 1	1	▼ 1	1	▼ 4
SK		94	▲ 1	6	=	0	▼ 3	1	=	0	▼ 3
UK		80	▼ 8	23	▼ 1	5	=	3	▲ 1	6	▲ 2

Base: respondents who used to smoke, N=5,895<sup>15</sup>

In all countries, the majority of former smokers used to smoke on a daily basis, although there are significant differences at the country level. In Cyprus (96%), Spain (95%), Portugal (91%) and Croatia (90%) at least nine in ten of those polled used to smoke daily, compared with only two thirds of former smokers in Lithuania (66%) and just over two thirds of former smokers in Luxembourg (67%) and Latvia (68%).

Much smaller minorities of respondents say that they used to smoke on a less frequent basis. In 12 Member States, over one in ten (10%) used to smoke tobacco products on a weekly basis, but few respondents smoked tobacco products less frequently. In some countries, a significant minority of respondents give an inconsistent answer to this question, defining themselves as former smokers

<sup>15</sup> The following countries have a base size of less than 150 and should therefore be interpreted with caution: PT, CY, MT, LU, BG, IT

but nevertheless saying that they have never smoked tobacco products. In France (14%), Romania (13%), Lithuania (12%) and Belgium (10%) at least one in ten respondents give this answer.

Again, changes over time are mostly rather small and do not accord with any clear pattern. The largest changes can be seen in the case of those who say they smoked tobacco products daily, decreasing by 15 percentage points in Belgium and 12 percentage points in France, while increasing by 14 percentage points in Cyprus and Croatia, and by 13 percentage points in the Czech Republic.

**QB4bT** How often did you use the following tobacco products?

**Total 'At least one product'**

(% + EVOLUTION COMPARED WITH EB82.4 NOV.-DEC. 2014)

		Every day	2017 - 2014	Every week	2017 - 2014	Every month	2017 - 2014	Less than monthly	2017 - 2014	You tried only once or twice	2017 - 2014	Never	2017 - 2014	Refusal (SPONTANEOUS)	2017 - 2014
EU28		81	▼ 2	9	=	1	=	2	▲ 1	2	▲ 1	5	=	0	=
CY		96	▲ 14	2	▼ 5	0	▼ 2	1	=	0	=	1	▼ 7	0	=
ES		95	▲ 3	3	▼ 1	1	▼ 1	0	=	0	=	1	▼ 1	0	=
PT		91	▲ 3	5	▼ 4	2	▼ 1	2	▲ 2	0	=	0	▼ 2	0	=
HR		90	▲ 14	5	▼ 7	1	=	2	▲ 1	1	▼ 3	1	▼ 3	0	▼ 2
IT		89	=	4	▼ 2	0	=	0	▼ 1	3	▲ 3	4	=	0	=
BG		88	▲ 6	5	▼ 3	0	▼ 1	2	▲ 1	1	▼ 1	4	▼ 1	0	▼ 1
PL		87	▼ 1	4	=	0	▼ 1	1	=	3	=	4	▲ 1	1	▲ 1
MT		86	▼ 2	8	▲ 3	2	▼ 2	1	=	3	▲ 1	0	=	0	=
AT		86	▼ 3	7	▲ 1	1	▼ 2	1	▼ 1	3	▲ 3	2	▲ 2	0	=
CZ		85	▲ 13	9	▼ 4	1	=	3	=	1	▲ 1	1	▼ 10	0	=
EL		85	▼ 3	4	▲ 3	0	=	1	▼ 1	1	▼ 1	9	▲ 2	0	=
HU		85	▲ 8	4	▼ 6	2	▲ 1	0	=	1	=	8	▼ 2	0	▼ 1
DE		81	=	10	▲ 1	1	=	3	▲ 1	3	▲ 1	2	▼ 3	0	=
SI		81	▼ 2	12	=	2	▲ 1	1	=	2	▲ 2	2	▼ 1	0	=
SK		81	▲ 9	12	▼ 9	1	▲ 1	2	▲ 1	1	▼ 1	3	=	0	▼ 1
IE		78	▼ 10	8	▲ 3	3	▲ 3	0	▼ 2	2	▲ 1	9	▲ 5	0	=
NL		77	▼ 4	13	▼ 1	2	▲ 1	3	▲ 2	1	=	4	▲ 2	0	=
UK		77	▼ 1	13	▼ 1	1	=	2	▲ 1	1	▲ 1	6	=	0	=
DK		75	▼ 7	9	=	5	▲ 3	3	▲ 2	1	=	7	▲ 2	0	=
RO		75	▼ 3	7	=	1	▼ 1	2	▼ 1	1	=	13	▲ 5	1	=
FI		74	▼ 7	12	▼ 1	5	▲ 3	3	▲ 1	3	▲ 3	3	▲ 1	0	=
BE		73	▼ 15	12	▲ 3	2	▲ 2	2	▲ 2	1	▲ 1	10	▲ 7	0	=
FR		73	▼ 12	9	▲ 6	2	▲ 1	1	=	1	=	14	▲ 5	0	=
EE		71	▼ 2	12	=	4	▲ 1	4	▲ 3	8	▲ 6	0	▼ 8	1	=
SE		71	▼ 6	15	▲ 6	3	=	4	=	3	▲ 2	4	▼ 2	0	=
LV		68	▲ 1	16	▲ 5	2	▼ 1	1	=	4	▼ 2	9	▼ 3	0	=
LU		67	▼ 8	17	▲ 2	4	▲ 3	1	=	2	▲ 1	8	▲ 1	1	▲ 1
LT		66	▼ 5	15	▲ 3	1	▼ 1	2	▼ 1	4	▲ 1	12	▲ 3	0	=



Base: respondents who used to smoke, N=5,895<sup>16</sup>

<sup>16</sup> The following countries have a base size of less than 150 and should therefore be interpreted with caution: PT, CY, MT, LU, BG, IT

The **socio-demographic breakdown** again focuses on those who used to smoke boxed cigarettes or hand-rolled cigarettes.

- While there are no gender differences in the case of boxed cigarettes, there is a clear difference in the proportions of men and women who used to smoke hand-rolled cigarettes. Nearly a fifth (18%) of male ex-smokers used to smoke hand-rolled cigarettes regularly, compared with just over one in ten (11%) women in this category.
- Young respondents who used to smoke are less likely than their older counterparts to mention boxed cigarettes. Just over three quarters (77%) of former smokers aged between 15 and 24 mention smoking boxed cigarettes, compared with well over eight in ten (80%) of those in other age groups. Furthermore, only just over half (55%) of the youngest cohort say that they used to smoke these cigarettes every day, compared with nearly eight in ten (79%) of those aged 55 or more. On the other hand, younger ex-smokers are more likely to have smoked hand-rolled cigarettes: over a fifth (22%) of those in the youngest age group give this response, compared with only just over one in ten (13%) of the oldest respondents.
- While there are no significant differences among subjective social classes when it comes to the proportion of ex-smokers who used to smoke boxed cigarettes regularly, members of the upper middle class (64%) and upper class (60%) were less likely to smoke these tobacco products once a day, compared with nearly eight in ten (79%) of those who identify themselves as working class.

**QB4b** How often did you use the following tobacco products?  
(% - EU)

	Boxed cigarettes		Hand-rolled cigarettes	
	Every day	Regular user (1-3)	Every day	Regular user (1-3)
EU28	75	86	10	15
 Gender				
Man	77	85	12	18
Woman	74	88	8	11
 Age				
15-24	55	77	15	22
25-39	71	88	10	15
40-54	74	86	11	18
55 +	79	86	10	13

Base: respondents who used to smoke, N=5,895







Looking specifically at the prevalence of daily users and occasional users of tobacco products among ex-smokers, the **socio-demographic analysis** reveals:

- Male ex-smokers were more likely to be daily users (84% vs. 77%) while female ex-smokers were particularly more likely to use tobacco products on a more occasional basis (15% vs. 9%).
- Reflecting similar patterns observed for current smokers, the older respondents are, the more likely they were to be daily smokers. Likewise, younger respondents were generally more likely to be occasional smokers.
- Ex-smokers who spent a longer time in full-time education were generally less likely to be daily smokers and more likely to be occasional smokers.
- There is a clear difference in terms of the class ex-smokers consider themselves to belong to. 85% of ex-smokers who identify with the working class were daily users, compared to just 72% of those who say they belong to the upper class. The opposite pattern occurs for occasional users.
- Generally, the longer respondents smoked, the higher the likelihood they were a daily smoker. Just over half of ex-smokers who smoked for two years or less were daily users, compared to 76% of those who smoked for 3-5 years. This proportion rises to more than 90% of ex-smokers of at least 20 years (91-92%). Conversely, 35% of those who were smokers for two years or less were much more likely to be occasional users.

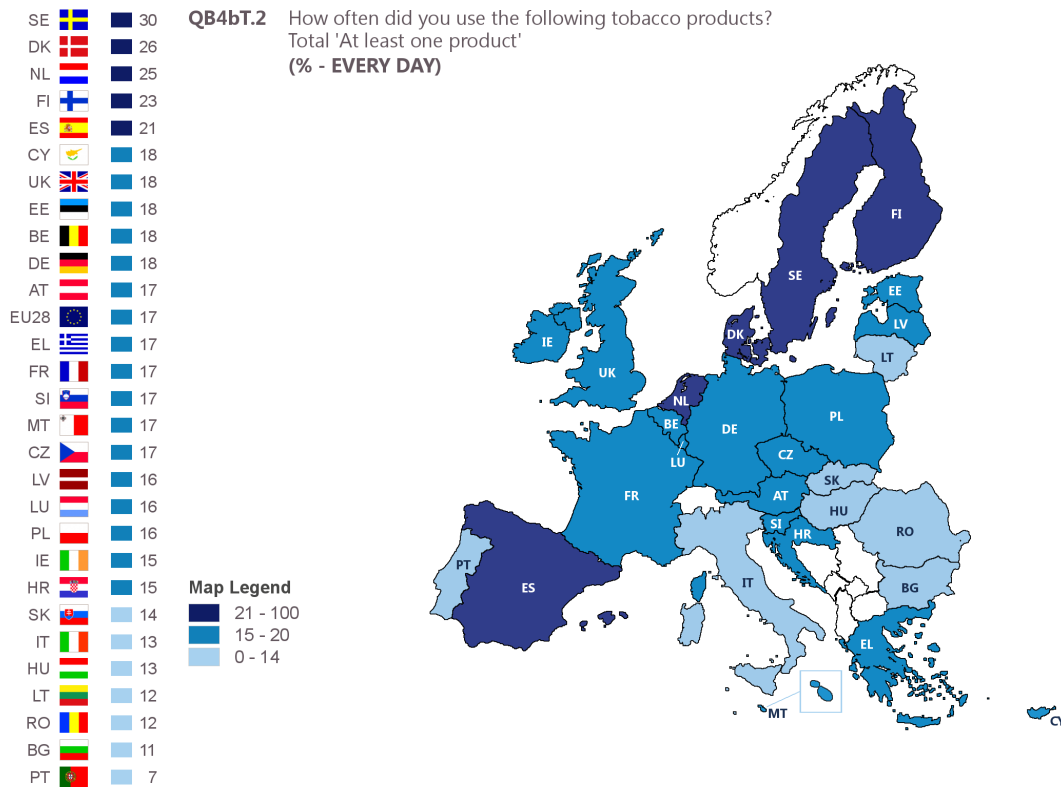
**QB4bT** How often did you use the following tobacco products?

**Total 'At least one product' (% - EU)**

	Daily user	Occasional user
EU28	81	12
 <b>Gender</b>		
Man	84	9
Woman	77	15
 <b>Age</b>		
15-24	61	23
25-39	77	18
40-54	79	14
55 +	85	8
 <b>Education (End of)</b>		
15-	87	6
16-19	84	9
20+	78	14
Still studying	44	41
 <b>Consider belonging to</b>		
The working class	85	8
The lower middle class	81	10
The middle class	80	13
The upper middle class	71	22
The upper class	72	25
<b>Length of time as a smoker (ex-smokers)</b>		
2 years or less	53	35
3-5 years	76	21
6-10 years	80	16
11-20 years	85	10
21-40 years	91	5
More than 40 years	92	3
<b>Length of time since stopped smoking</b>		
2 years or less	81	14
3-5 years	85	9
6-10 years	86	10
11-20 years	86	9
More than 20 years	83	12

*Base: respondents who used to smoke, N=5,895*

Below we calculate the proportion of ex-daily smokers as a share of the general public. Overall, 17% of respondents in the EU used to be daily smokers and have since quit. The proportions reflect similar patterns for ex-smokers overall, with the largest shares observed in Northern European countries: Sweden (30%), Denmark (26%), the Netherlands (25%), Finland (23%), as well as in Spain (21%). With some exceptions, Southern European countries tend to have the lowest proportions of ex-daily smokers. This is particularly the case in Portugal (7%), but also in Bulgaria (11%), Romania, Lithuania (both 12%), Hungary, Italy (both 13%) and Slovakia (14%).



Base: all respondents, N=27,901

### 3 Number of cigarettes smoked per day

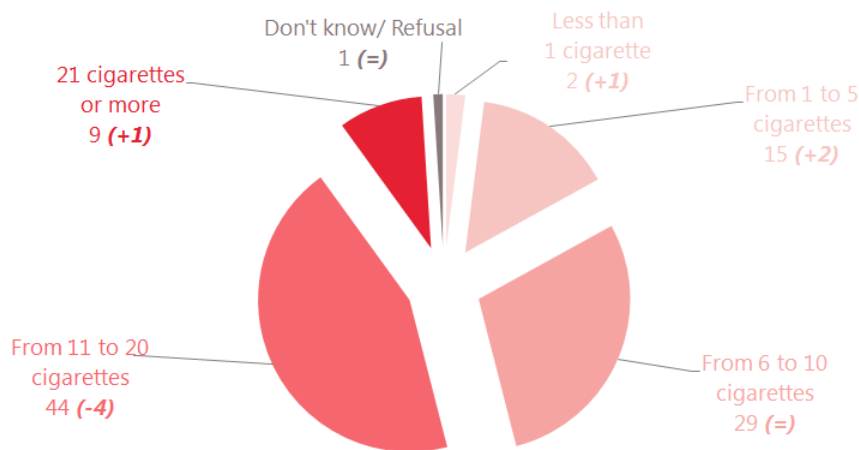
Respondents who smoke cigarettes were asked how many they smoke per day, and ex-smokers were asked how many cigarettes they used to smoke daily.<sup>17</sup>

#### a. Smokers

##### - On average, current smokers smoke around 14 cigarettes per day –

Among those who smoke cigarettes, the average daily consumption is 13.7. Over four in ten (44%) of respondents in this group smoke between 11 and 20 cigarettes, while just under three in ten (29%) smoke between 6 and 10 cigarettes. Significantly fewer smoke lower or higher amounts: less than one in ten (9%) of those polled smoke 21 cigarettes or more, while less than a fifth (15%) smoke between one and five cigarettes and only 2% have a daily average of less than one cigarette. There have been few changes since the December 2014 survey.

**QB5a** On average, how many cigarettes do you smoke each day?  
(% - EU)



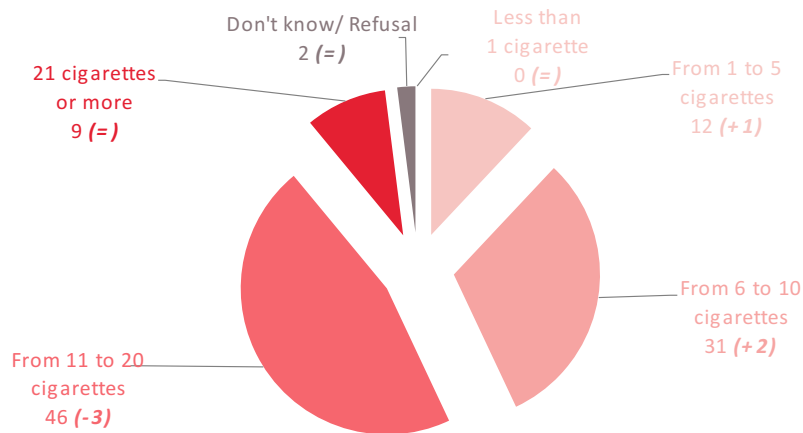
(Mar. 2017 - Nov.-Dec. 2014)

Base: respondents who smoke cigarettes, N=7,168

When considering only those who smoke tobacco daily, the average daily consumption is slightly higher at 14.1 cigarettes per day. Just over four in ten daily tobacco smokers (43%) smoke ten or fewer cigarettes a day, while 55% smoke more than that amount. There have been few changes in these results since 2014.

<sup>17</sup> QB5 On average, how many cigarettes do/did you smoke each day? Less than 1; From 1 to 5; From 6 to 10; from 11 to 20; 21 or more; Don't know/Refusal.

**QB5a** On average, how many cigarettes do you smoke each day?  
(% - EU)



(Mar. 2017 - Nov.-Dec. 2014)

Base: daily smokers, N=6,741

The average number of cigarettes smoked per day by daily smokers varies across countries<sup>18</sup>. The highest rates of smoking can be found in Cyprus, where the average smoker has 18.2 cigarettes daily, and in Austria, where the average is 18.9. In all countries, the average number of cigarettes smoked exceeds 10. In most countries, change has been minimal since the last survey. Slovakia stands out for a significant increase in the average number of cigarettes smoked daily, up by 2.8 since December 2014. In the United Kingdom, the average number has declined by 2.3, and in Spain by 2.2.

**QB5a** On average, how many cigarettes do you smoke each day?  
(AVERAGE + EVOLUTION COMPARED WITH EB82.4 NOV.-DEC. 2014)

EU28		14.1	▼ 0.6	EU28		14.1	▼ 0.6
CY		18.9	▼ 0.6	IE		13.8	▼ 0.7
AT		18.4	▼ 1.7	BE		13.8	▼ 0.8
HR		17.9	▲ 0.8	DK		13.7	▼ 0.1
EL		17.8	▼ 1.8	IT		13.6	▲ 0.4
MT		17.0	▲ 1.4	EE		13.2	▲ 1.3
HU		16.3	▼ 0.2	PT		13.2	▼ 1.9
SK		15.9	▲ 2.8	FI		12.7	▼ 1.2
PL		15.9	▲ 0.2	NL		12.6	▲ 0.9
BG		15.9	▲ 0.1	FR		12.6	▼ 0.6
RO		15.7	▲ 1.2	UK		12.4	▼ 2.3
SI		15.7	▼ 1.6	LT		12.2	▼ 0.4
CZ		15.4	▲ 0.6	ES		11.7	▼ 2.2
DE		15.2	▼ 0.4	LV		11.5	▼ 1.3
LU		14.8	▲ 1.6	SE		10.4	▼ 1.3

Base: respondents who smoke cigarettes daily, N=6,741<sup>19</sup>







<sup>19</sup> The following countries have a base size of less than 150 and should therefore be interpreted with caution: SE, LU, MT, CY

The **socio-demographic analysis** reveals the following patterns:

- More than half of female smokers (54%) smoke ten or fewer cigarettes a day, compared to just 41% of male smokers. Male smokers on the other hand are slightly more likely to smoke more than 20 cigarettes daily (11% compared with 6% of women).
- The average number of cigarettes smoked per day increases steadily with age. The average number of cigarettes smoked per day among those aged 15-24 is 10.9, compared with 14.9 among those aged 55 or over.
- More than half of respondents who left full-time education at the age of 20 or older are particularly more likely to smoke 10 cigarettes or fewer per day (53% compared with 42-43% of those who left at an earlier age).
- Respondents who struggle to pay their bills most of the time tend to have a higher daily consumption than those who never or almost never have trouble.
- Likewise, the higher the social class respondents identify themselves with, the higher their daily consumption of cigarettes. 59% of those who say they belong to the working class say they smoke more than 10 cigarettes a day, compared to just 36% of those who identify with the upper class.
- Respondents who started smoking at an earlier age are much more likely to have a higher daily consumption of cigarettes than those who started later in life. 58% of those who started before they were 15 and 56% of those who started between 15 and 17 smoke more than 10 cigarettes a day. This compares to just 43% of those who started after the age of 25. Respondents who started before the age of 18 are also more likely to smoke more than 20 cigarettes a day.

- In a similar vein, the average number of daily cigarette consumption increases steadily with the length of time the respondent has spent as a smoker. The average increase from 9.4 among those who have smoked for two years or less to 15.1 per day among those who have smoked for more than 40 years.
- As shown above, the average number of cigarettes smoked per day among daily smokers is 14.1. This compares to 5.6 among those who smoke on a more occasional basis.

**QB5a** On average, how many cigarettes did you smoke each day?  
(% - EU)

	Total '10 or fewer'	Total 'More than 10'	Total '20 or fewer'	Total 'More than 20'	Average
EU28	47	53	91	8	13.7
 <b>Gender</b>					
Man	41	58	89	11	14.7
Woman	54	46	94	6	12.4
 <b>Age</b>					
15-24	62	36	95	4	10.9
25-39	50	50	93	6	12.9
40-54	40	59	89	10	14.7
55 +	42	58	88	12	14.9
 <b>Education (End of)</b>					
15-	43	57	89	10	14.5
16-19	42	58	90	9	14.4
20+	53	47	93	7	12.8
Still studying	67	31	94	4	9.7
 <b>Difficulties paying bills</b>					
Most of the time	42	58	88	11	14.7
From time to time	45	55	91	9	13.9
Almost never/ Never	49	50	92	8	13.3
 <b>Consider belonging to</b>					
The working class	41	59	90	10	14.5
The lower middle class	47	53	92	8	13.7
The middle class	50	49	91	8	13.2
The upper middle class	58	40	91	7	12.0
The upper class	64	36	95	5	11.2
 <b>Age when started smoking</b>					
Less than 15 years old	41	58	84	15	15.0
Between 15 and 17 years old	44	56	90	10	14.2
Between 18 and 25 years old	49	51	94	6	13.0
Older than 25 years old	57	43	93	7	12.3
<b>Length of time as a smoker</b>					
2 years or less	66	33	96	2	9.4
3-5 years	62	37	94	5	10.9
6-10 years	55	44	96	3	11.9
11-20 years	50	49	93	6	12.8
21-40 years	39	61	89	11	14.9
More than 40 years	41	58	87	13	15.1
<b>Type of smoker</b>					
Daily smoker	44	56	91	9	14.1
Occasional smoker	88	9	94	2	5.6

Base: respondents who smoke cigarettes, N=7,168

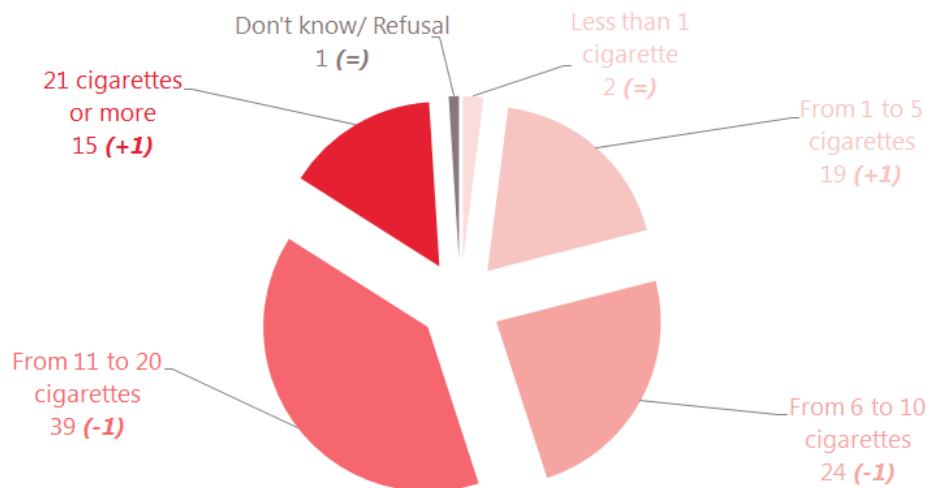


## b. Ex-smokers

**- Ex-smokers smoked on average around 16 cigarettes per day -**

Among ex-smokers, the proportion of those who smoked 21 cigarettes or more is somewhat higher than among current smokers, with 15% of those polled giving this response. However, the most common response is still from 11 to 20 cigarettes, a response given by nearly four in ten (39%) of former smokers. Nearly a quarter (24%) smoked between 6 and 10 cigarettes, and just under a fifth (19%) smoked between 1 and 5 cigarettes. Very few (2%) used to smoke an average of less than one cigarette per day.

**QB5b** On average, how many cigarettes did you smoke each day?  
(% - EU)








(Mar. 2017 - Nov.-Dec. 2014)

Base: respondents who used to smoke cigarettes, N=5,424

Among daily ex-smokers, there is a somewhat wider spread of country-level responses to this question<sup>20</sup>. In Cyprus (24.7), Malta (24.6), Greece (22.9) and Portugal (21.9) the average number of cigarettes that daily ex-smokers consumed each day was comparatively high. By comparison the average number of cigarettes smoked by daily ex-smokers was around half as much in Estonia (11.6) and Lithuania (12). Again, change since the last survey is mostly minimal, although there are some clear exceptions. In France, the average number of cigarettes a daily ex-smoker reports habitually smoking on a daily basis has risen by 3.3, while this figure has fallen by 2.5 in Estonia, 2.1 in Ireland and 2 in the Netherlands.

<sup>20</sup> The following countries have a base size of less than 150 and should therefore be interpreted with caution: PT, CY, MT, LU, BG, RO, IT, HU

**QB5b** On average, how many cigarettes did you smoke each day?  
(AVERAGE + EVOLUTION COMPARED WITH EB82.4 NOV.-DEC. 2014)

EU28		17.4	▲ 0.8	EU28		17.4	▲ 0.8
CY		24.7	▼ 1.2	BG		17.1	▲ 0.5
MT		24.6	▼ 1.1	HU		17.1	▼ 0.9
EL		22.9	▲ 0.6	UK		16.5	▼ 0.1
PT		21.9	▲ 2.8	RO		16.0	▼ 1.8
HR		21.1	▲ 1.7	PL		15.7	▼ 1.0
SI		20.8	▲ 0.6	LV		15.0	▲ 1.3
AT		20.4	▼ 0.1	CZ		14.7	▼ 1.0
LU		19.3	▲ 2.5	DK		14.6	▼ 0.2
FR		19.2	▲ 3.3	SE		14.6	▲ 1.6
DE		18.8	▲ 2.0	NL		14.5	▼ 2.0
BE		18.5	▼ 0.6	FI		13.7	▼ 0.4
IT		17.7	▲ 2.8	SK		13.5	▲ 1.1
IE		17.5	▼ 2.1	LT		12.0	▼ 1.9
ES		17.3	▼ 0.7	EE		11.6	▼ 2.5







Base: respondents who used to smoke cigarettes daily, N=4,629<sup>21</sup>

The **socio-demographic analysis** for ex-smokers reveals similar patterns as for the smokers:

- Almost two thirds of male ex-smokers (64%) said that they used to smoke more than ten cigarettes daily. This compares to just 40% of female ex-smokers. Furthermore, a fifth (20%) of men say that they smoked more than 20 cigarettes a day, while just 8% of women say the same.
- The age of the respondent is strongly linked with the number of cigarettes ex-smokers consumed on a daily basis. The average number of cigarettes smoked by those who are now aged 55 or older is 18. This compares to 7.8 among those who are aged 15-24.
- Respondents who left full time education at an earlier age were also more likely to smoke a higher number of cigarettes per day. The same pattern occurs for those who have more trouble paying their bills as well as those who identify with lower social classes.
- Ex-smokers who started at an earlier age were particularly likely to be heavy smokers. 30% of those who started before the age of 15 smoked more than 20 cigarettes a day. In general, people started before the age of 18 (57-69%) were much more likely to smoke more than 10 cigarettes a day, particularly when compared to those who started after the age of 25 (35%).
- Unsurprisingly, the average number of cigarettes consumed per day significantly increases with the number of years spent as a smoker. This range from 6.2 cigarettes a day among those who smoked for 2 or less years, to 20.3 among those who smoked for more than 40 years.
- If we only consider ex-daily smokers, the average number of cigarettes per day increases to 17.4, which compares to only an average of 5.0 among ex-occasional smokers.

<sup>21</sup> The following countries have a base size of less than 150 and should therefore be interpreted with caution: PT, CY, MT, LU, BG, RO, IT, HU

**QB5b** On average, how many cigarettes did you smoke each day?  
(% - EU)

	Total '10 or fewer'	Total 'More than 10'	Total '20 or fewer'	Total 'More than 20'	Average
EU28	45	53	84	15	16.0
 <b>Gender</b>					
Man	35	64	78	20	18.6
Woman	59	40	91	8	12.4
 <b>Age</b>					
15-24	83	17	98	1	7.8
25-39	61	37	92	7	11.8
40-54	43	55	84	14	16.1
55 +	37	61	79	19	18.0
 <b>Education (End of)</b>					
15-	36	62	80	18	18.4
16-19	41	58	82	16	16.7
20+	51	47	87	11	14.3
Still studying	89	11	100	0	6.6
 <b>Difficulties paying bills</b>					
Most of the time	35	60	78	17	17.9
From time to time	40	58	82	16	16.5
Almost never/ Never	48	51	85	14	15.6
 <b>Consider belonging to</b>					
The working class	38	60	82	16	17.1
The lower middle class	43	55	82	15	16.5
The middle class	48	51	84	15	15.6
The upper middle class	59	41	91	8	12.8
The upper class	59	41	89	11	14.0
 <b>Age when started smoking</b>					
Less than 15 years old	30	69	69	30	20.4
Between 15 and 17 years old	42	57	85	13	16.3
Between 18 and 25 years old	49	50	87	12	14.7
Older than 25 years old	64	35	88	10	12.5
<b>Length of time as a smoker (ex-smokers)</b>					
2 years or less	87	11	95	2	6.2
3-5 years	75	24	93	7	9.9
6-10 years	64	35	91	8	12.0
11-20 years	41	57	86	12	16.1
21-40 years	29	70	77	22	19.6
More than 40 years	25	74	74	25	20.3
<b>Length of time since stopped smoking</b>					
2 years or less	53	46	87	12	13.6
3-5 years	41	58	86	13	15.6
6-10 years	42	56	82	16	16.6
11-20 years	38	60	81	17	17.3
More than 20 years	46	53	83	16	16.5
<b>Type of ex-smoker</b>					
Smoked daily	38	61	82	17	17.4
Smoked occasionally	90	7	95	1	5.0

Base: respondents who used to smoke cigarettes, N=5,424

## 4 Use of cigarettes with particular characteristics

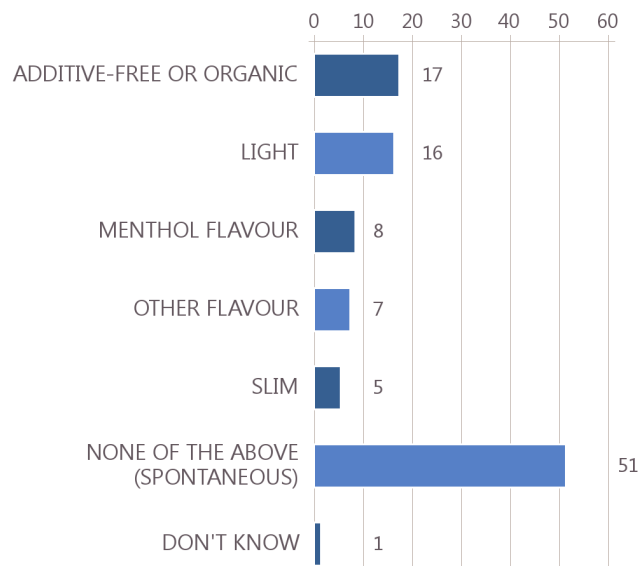
Respondents who said that they smoked cigarettes at least on a monthly basis were then asked whether they smoked cigarettes with particular characteristics, such as additive-free or menthol cigarettes.<sup>22</sup> More than one response was possible. The same question was asked of those who no longer smoke, but used to smoke at least monthly.

### a. Smokers

#### - Around half of regular smokers smoke cigarettes with special characteristics -

Just under half (48%) of respondents who smoke cigarettes at least on a monthly basis smoke cigarettes with special characteristics. The most popular choices are additive-free or organic cigarettes (17%) and light cigarettes (16%). Menthol flavour (8%), other flavours (7%) and slim (5%) cigarettes are smoked by less than one in ten of those polled.

**QB6a** Do you smoke cigarettes with any of the following characteristics on a monthly basis?  
(MULTIPLE ANSWERS POSSIBLE)  
(% - EU)



Base: respondents who smoke cigarettes at least on a monthly basis, N=7,059

There are significant differences at the country level in the popularity of varieties of cigarette<sup>23</sup>. Additive-free or organic cigarettes are the most popular choice in 12 Member States, although the proportion of regular smokers who consume these cigarettes varies from just 1-2% in Denmark, UK and Ireland to nearly six in ten (58%) respondents in the Czech Republic.

Light cigarettes are the most popular option in 10 Member States. Again, the extent of their popularity varies. In Ireland, the proportion who smoke light cigarettes is only just over one in ten (14%). On the other hand, in Estonia over four in ten (42%) choose light cigarettes. In most Member

<sup>22</sup> QB6. Do/did you smoke cigarettes with any of the following characteristics on a monthly basis? Additive-free or organic; Light; Menthol flavour; Other flavour; Slim; None of the above; Don't know.

<sup>23</sup> The following countries have a base size of less than 150 and should therefore be interpreted with caution: SE, LU, MT, CY

States, at least one in ten (10%) of those who smoke on a regular basis consume light cigarettes: the exceptions are Spain (4%), Portugal (4%) and the United Kingdom (8%).

The popularity of menthol cigarettes varies significantly. In 16 Member States, fewer than one in ten (10%) of regular smokers consumes menthol cigarettes, with a particularly low proportion in Slovenia (2%), Cyprus (2%) and Greece (2%). Respondents are most likely to mention menthol flavoured cigarettes in Finland (24%), Denmark (20%) and the UK (18%).

There are also significant differences in the popularity of other flavoured cigarettes. In Denmark, over a quarter (27%) of regular smokers mention these varieties of cigarette, as do nearly a fifth of regular smokers in Sweden (18%), Austria (19%) and Belgium (19%). In 21 Member States, less than one in ten (10%) respondents mention other flavoured cigarettes.

Slim cigarettes are particularly popular in three countries. In Bulgaria (27%) and Lithuania (26%) over a quarter of regular smokers consume slim cigarettes, as do nearly a quarter (23%) of those in Latvia, where they are the most popular option. In 22 Member States, less than one in ten (10%) of those polled opt for slim cigarettes.

Taking all of the replies as a whole, the countries where respondents are most likely to say that they smoke cigarettes with at least one of the characteristics are the Czech Republic (89%), Belgium (83%) and the Netherlands (80%). Conversely, respondents were least likely to mention at least one of the features in Spain (26%), Ireland, Malta (both 30%), the United Kingdom (31%).

**QB6a** Do you smoke cigarettes with any of the following characteristics on a monthly basis? (MULTIPLE ANSWERS POSSIBLE)  
(%)

		Additive-free or organic	Light	Menthol flavour	Other flavour	Slim	None of the above (SPONTANEOUS)	Don't know	Total 'At least one'
EU28		17	16	8	7	5	51	1	48
AT		14	17	7	<b>19</b>	7	44	1	55
BE		28	<b>33</b>	14	19	5	16	1	83
BG		<b>32</b>	12	3	2	<b>27</b>	35	1	64
CY		<b>33</b>	14	2	0	8	46	1	53
CZ		<b>58</b>	14	13	8	11	11	0	89
DE		11	12	5	<b>13</b>	2	58	1	41
DK		<b>1</b>	21	20	<b>27</b>	1	39	1	60
EE		22	<b>42</b>	15	6	14	22	1	77
EL		<b>21</b>	17	2	2	6	57	0	43
ES		8	4	3	<b>10</b>	1	73	1	26
FI		12	17	<b>24</b>	8	1	40	4	56
FR		16	<b>19</b>	5	2	1	56	3	41
HR		<b>16</b>	<b>16</b>	4	6	7	57	1	42
HU		<b>23</b>	17	11	10	5	40	0	60
IE		<b>1</b>	<b>14</b>	4	9	2	64	6	30
IT		9	<b>26</b>	3	9	8	48	0	52
LT		22	<b>30</b>	16	7	26	29	0	71
LU		17	<b>28</b>	9	5	6	40	1	59
LV		15	20	15	4	<b>23</b>	36	2	62
MT		10	<b>11</b>	4	3	2	61	9	30
NL		<b>41</b>	22	16	7	1	19	1	80
PL		<b>36</b>	19	13	2	16	26	2	72
PT		<b>20</b>	4	9	4	2	61	2	37
RO		<b>28</b>	10	6	4	6	47	1	52
SE		8	<b>38</b>	9	18	<b>0</b>	39	0	61
SI		<b>36</b>	30	2	0	9	27	0	73
SK		<b>25</b>	22	10	5	8	37	3	60
UK		2	8	<b>18</b>	4	3	67	2	31

**Highest percentage per country**

Highest percentage per item

*Lowest percentage per country*

Lowest percentage per item

Base: respondents who smoke cigarettes at least on monthly basis, N=7,059<sup>24</sup>

<sup>24</sup> The following countries have a base size of less than 150 and should therefore be interpreted with caution: SE, LU, MT, CY

There are several **socio-demographic differences** on this question.

- Women are more likely than men to smoke menthol (10%, compared with 6%), slim (10%, compared with 2%) or light (20%, compared with 13%) cigarettes. However, a fifth (20%) of men who are regular smokers consume additive-free or organic cigarettes, compared with only 14% of women.
- There are few significant and consistent age differences. The popularity of menthol cigarettes declines by age group, with over one in ten (11%) of those aged between 15 and 24 opting for these cigarettes, compared with only 5% of those aged 55 or more.
- Regular smokers with higher levels of education are more likely to smoke cigarettes identified to have special characteristics. In particular, menthol cigarettes are more popular among those who finished their education at the age of 20 or more (10%) than among those who finished their education at the age of 15 or less (4%). The same pattern can be seen in the case of light cigarettes (21%, compared with 13%).
- There are significant subjective social class differences on this question, although some care must be taken with interpreting the overall figures due to small sample sizes among those who identify with the upper class. Nearly a fifth (19%) of regular smokers who identify with the upper class smoke menthol cigarettes, compared with less than 7% of those who are middle class or lower. Light cigarettes are also much more popular among the upper class, preferred by nearly a third (32%) of smokers in this group, compared with only one in ten (10%) of the working class.
- Respondents who started smoking after the age of 25 are more likely to smoke light cigarettes (20%), particularly when compared to those who started before the age of 15 (9%).
- Respondents who started smoking in recent years are slightly more likely to smoke menthol flavoured cigarettes (11%), particularly when compared to those who started more than 40 years ago (5%). Overall, people who started smoking in the last ten years are slightly more likely to say they use at least one of the products on a regular basis.
- Those, who smoke more than 20 cigarettes a day, are particularly less likely to smoke light cigarettes (8% compared with 17% who smoke fewer cigarettes). Generally these smokers are less likely to use at least one of the types.
- Daily smokers are significantly less likely to smoke cigarettes with at least one of the characteristics (47% compared with 58% of occasional smokers). This difference is particularly prevalent for menthol flavoured cigarettes which are much more popular among occasional smokers (18% compared with 7% of daily smokers).

**QB6a** Do you smoke cigarettes with any of the following characteristics on a monthly basis? (MULTIPLE ANSWERS POSSIBLE)  
(% - EU)

	Additive-free or organic	Light	Menthol flavour	Slim	Other flavour	None of the above (SPONTANEOUS)	Don't know	Total 'At least one'
EU28	17	16	8	5	7	51	1	48
<b>Gender</b>								
Man	20	13	6	2	8	54	1	45
Woman	14	20	10	10	6	47	2	51
<b>Age</b>								
15-24	20	14	11	7	8	46	1	53
25-39	15	16	9	6	8	50	2	48
40-54	17	16	7	5	6	53	1	46
55 +	18	16	5	5	7	50	2	48
<b>Education (End of)</b>								
15-	13	13	4	3	9	59	2	39
16-19	18	14	7	5	7	52	2	46
20+	17	21	10	7	6	46	1	53
Still studying	21	18	12	7	7	42	1	57
<b>Consider belonging to</b>								
The working class	17	10	7	4	9	55	2	43
The lower middle class	18	14	7	5	7	54	1	45
The middle class	17	21	7	5	7	47	1	52
The upper middle class	23	18	13	10	3	43	0	57
The upper class	3	32	19	4	1	59	0	41
<b>Age when started smoking</b>								
Less than 15 years old	16	9	8	4	9	57	2	41
Between 15 and 17 years old	17	16	8	4	7	51	1	48
Between 18 and 25 years old	19	17	8	7	6	48	1	51
Older than 25 years old	15	20	9	8	7	48	0	52
<b>Length of time as a smoker</b>								
2 years or less	13	19	11	7	8	48	1	51
3-5 years	20	15	11	6	7	45	3	52
6-10 years	18	14	11	7	7	48	1	51
11-20 years	17	17	8	7	7	51	1	48
21-40 years	17	15	7	5	7	52	1	47
More than 40 years	19	16	5	4	7	51	2	47
<b>No. cigarettes smoked a day</b>								
Total '10-'	17	18	10	6	6	48	1	51
Total '11+ '	18	14	6	5	8	53	2	45
Total '20-'	17	17	8	5	7	50	1	49
Total '21+ '	18	8	5	4	12	55	3	42
<b>Type of smoker</b>								
Smokes daily	17	16	7	5	7	51	2	47
Smokes occasionally	18	18	18	7	7	41	1	58

Base: respondents who smoke cigarettes at least on monthly basis, N=7,059

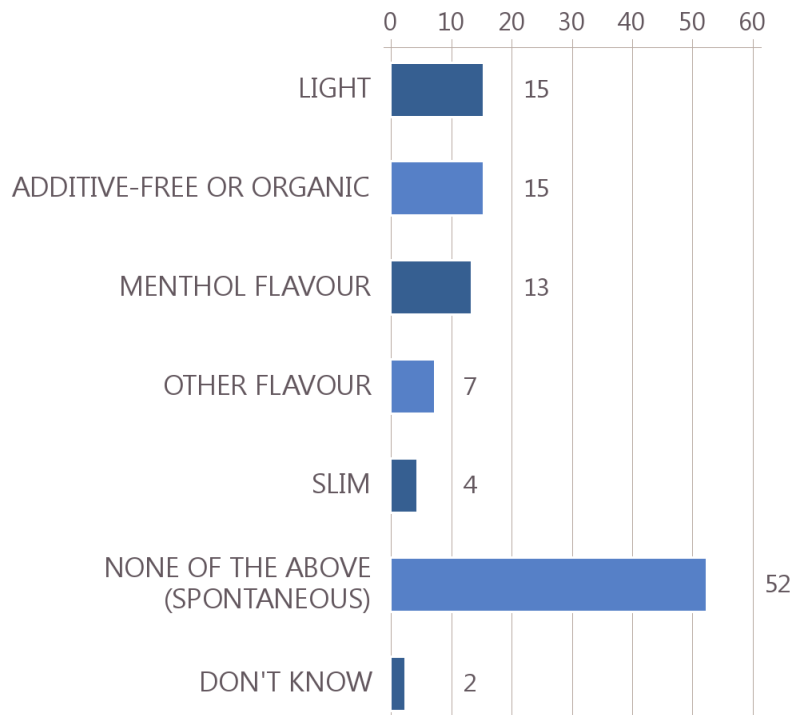


b. Ex-smokers

**- Around half of former smokers used to smoke cigarettes with special characteristics -**

Among ex-smokers who used to smoke at least monthly, less than half (46%) smoked cigarettes with special characteristics. The most popular were, however, light cigarettes and additive-free or organic cigarettes (15% each). Slightly fewer (13%) mentioned menthol cigarettes, and less than one in ten mentioning other flavoured cigarettes (7%) or slim cigarettes (4%).

**QB6b** Did you use to smoke cigarettes with any of the following characteristics on a monthly basis?  
(MULTIPLE ANSWERS POSSIBLE)  
(% - EU)



Base: respondents who used to smoke cigarettes at least on monthly basis, N=5,228

As with current smokers, there are significant country-level differences in the proportions of former smokers who used to smoke particular kinds of cigarettes with special characteristics<sup>25</sup>.

<sup>25</sup> The following countries have a base size of less than 150 and should therefore be interpreted with caution: PT, CY, MT, LU, BG, RO, IT

In 10 Member States, light cigarettes were most frequently identified by respondents, although the proportion doing so varies depending on the overall percentage of respondents in that country who smoked any kind of special cigarette. In Belgium, nearly a third (32%) of former smokers used to smoke light cigarettes, as did three in ten (30%) of those polled in Lithuania and over a quarter in Sweden (28%), Denmark and Estonia (both 26%). However, very few ex-smokers in Spain (6%) or Romania (5%) used to smoke light cigarettes, and none of those polled in Portugal (0%) did.

In several countries, there are strikingly high proportions of ex-smokers who used to consume additive-free or organic cigarettes. In the Czech Republic, nearly two thirds (64%) of those polled give this answer, as do four in ten or more of respondents in the Netherlands (40%) and Poland (42%). In most countries, at least one in ten (10%) mention these types of cigarette. The most significant exceptions are the United Kingdom and Ireland, where no former smokers used to consume additive-free or organic cigarettes.

There is also significant country-level variation in the proportions of former smokers who used to consume menthol cigarettes. In Finland (31%) nearly a third of ex-smokers used to smoke these cigarettes, as did over a quarter (28%) of those polled in Denmark. On the other hand, very few former smokers in Greece (1%) or Cyprus (1%) used to smoke menthol cigarettes.

In 20 Member States, less than one in ten (10%) former smokers used to smoke other kinds of flavoured cigarette. Only three cases stand out for a particularly high proportion of responses: in Austria (18%) and Belgium (18%) nearly a fifth of those polled used to smoke other flavoured cigarettes, and in Denmark (22%) over a fifth did.

The picture is similar when it comes to slim cigarettes. These are the most frequently mentioned variety in Bulgaria (23%), and were also popular among former smokers in Latvia (20%) and Slovakia (17%). However, in the majority of countries less than one in ten of respondents mention them.

**QB6b** Did you use to smoke cigarettes with any of the following characteristics on a monthly basis? (MULTIPLE ANSWERS POSSIBLE)  
(%)

		Light	Additive-free or organic	Menthol flavour	Other flavour	Slim	None of the above (SPONTANEOUS)	Don't know	Total 'At least one'
EU28		15	15	13	7	4	52	2	46
AT		20	11	15	18	7	43	4	53
BE		32	28	11	18	3	17	0	83
BG		17	22	17	6	23	37	3	60
CY		14	38	1	0	5	40	5	55
CZ		20	64	13	8	10	8	0	92
DE		13	8	8	6	2	67	1	32
DK		26	5	28	22	3	34	1	65
EE		26	21	25	6	13	31	2	67
EL		12	20	1	1	5	63	0	37
ES		6	4	8	11	1	72	2	26
FI		19	13	31	10	4	35	2	63
FR		15	8	15	2	4	57	3	40
HR		18	19	8	4	8	53	1	46
HU		14	30	19	6	6	35	0	65
IE		14	0	10	8	2	63	6	31
IT		21	16	4	11	5	46	0	54
LT		30	22	15	7	12	37	2	61
LU		14	15	14	6	6	53	3	44
LV		22	20	23	6	20	35	3	62
MT		20	13	16	9	8	40	6	54
NL		18	40	10	12	2	26	1	73
PL		12	42	22	3	10	25	2	73
PT		0	32	3	8	5	48	6	46
RO		5	27	7	7	5	49	4	47
SE		28	3	24	12	4	39	2	59
SI		15	33	9	1	5	43	0	57
SK		24	31	14	5	17	22	3	75
UK		16	0	19	1	4	65	0	35

Highest percentage per country      Lowest percentage per country

Highest percentage per item      Lowest percentage per item





Base: respondents who used to smoke cigarettes at least on monthly basis, N=5,228<sup>26</sup>

<sup>26</sup> The following countries have a base size of less than 150 and should therefore be interpreted with caution: PT, CY, MT, LU, BG, RO, IT

The **socio-demographic differences** among ex-smokers are similar to those observed in the case of smokers.

- Women who no longer smoke are more likely than men to have smoked menthol cigarettes (20%, compared with 8%) and light cigarettes (21%, compared with 11%). Generally, women (55%) are more likely to have regularly smoked at least of these characteristics than men (40%)
- Young ex-smokers are more likely to have smoked menthol cigarettes: over a quarter (26%) of former smokers aged between 15 and 24 gave this response, compared with one in ten (10%) of those aged 55 or more.
- Those who finished their education at or above the age of 20 were more likely than those who finished their education at 15 or younger to have smoked menthol cigarettes (15%, compared with 7%) or light cigarettes (19%, compared with 9%).
- Respondents who consider themselves to be a member of the upper class are generally more likely to have regularly smoked each of the cigarette types. The exception is menthol flavoured cigarettes which was more popular among people who identified with lower classes (11-18%, compared with 3% of those in the upper class).
- Generally, the older the age respondents started smoking, the more likely they were to have regularly smoked cigarettes with at least one of the characteristics (57% among those who started after the age of 25, compared with 43-44% of those who started before the age of 18).
- Respondents who had smoked for 10 years or less (48-55%) were slightly more likely to have regularly smoked cigarettes with at least one of the characteristics than those who had smoked for a longer period (44-45%).
- Generally, the longer the length of time since respondents quit smoking, the less likely they are to have regularly smoked cigarettes with at least one of the characteristics. 57% of those who quit in the last two years say they regularly smoked at least one of the products, compared to just 37% of those who quit over 20 years ago.
- Ex-daily smokers (11%) were significantly less likely to have smoked menthol flavoured cigarettes than occasional smokers (26%). Ex-daily smokers are generally less likely to have regularly smoked at least one of the product types (45% vs. 58%).

**QB6b** Did you use to smoke cigarettes with any of the following characteristics on a monthly basis?  
(MULTIPLE ANSWERS POSSIBLE)  
(% - EU)

	Light	Additive-free or organic	Menthol flavour	Slim	Other flavour	None of the above (SPONTANEOUS)	Don't know	Total 'At least one'
EU28	15	15	13	4	7	51	2	47
 <b>Gender</b>								
Man	11	16	8	2	8	57	3	40
Woman	21	13	20	8	6	44	1	55
 <b>Education (End of)</b>								
15-	9	11	7	2	7	64	3	33
16-19	15	15	13	5	7	52	2	46
20+	19	16	15	5	7	44	2	54
Still studying	11	15	23	9	8	53	0	47
 <b>Consider belonging to</b>								
The working class	14	11	11	3	8	56	3	41
The lower middle class	13	17	18	5	6	47	2	51
The middle class	16	15	12	5	7	51	2	47
The upper middle class	19	18	13	5	9	49	2	49
The upper class	41	22	3	9	14	30	0	70
 <b>Age when started smoking</b>								
Less than 15 years old	13	14	15	3	7	54	3	43
Between 15 and 17 years old	16	13	12	4	8	54	2	44
Between 18 and 25 years old	16	16	13	5	6	49	2	49
Older than 25 years old	15	22	16	6	6	41	2	57
<b>Length of time as a smoker (ex-smokers)</b>								
2 years or less	10	16	18	2	9	45	5	50
3-5 years	18	10	20	8	6	51	1	48
6-10 years	21	14	20	6	8	44	1	55
11-20 years	14	14	13	3	7	53	2	45
21-40 years	15	15	10	4	6	54	2	44
More than 40 years	15	16	7	1	9	53	2	45
<b>Length of time since stopped smoking</b>								
2 years or less	19	14	20	6	10	42	1	57
3-5 years	21	14	15	7	5	45	2	53
6-10 years	17	16	12	7	6	49	2	49
11-20 years	18	14	11	3	9	51	1	48
More than 20 years	9	15	11	2	6	60	3	37
<b>Type of ex-smoker</b>								
Smoked daily	15	15	11	4	7	53	2	45
Smoked occasionally	18	13	26	7	7	40	2	58

Base: respondents who used to smoke cigarettes at least on monthly basis, N=5,228

## 5 Perceptions of slim cigarettes

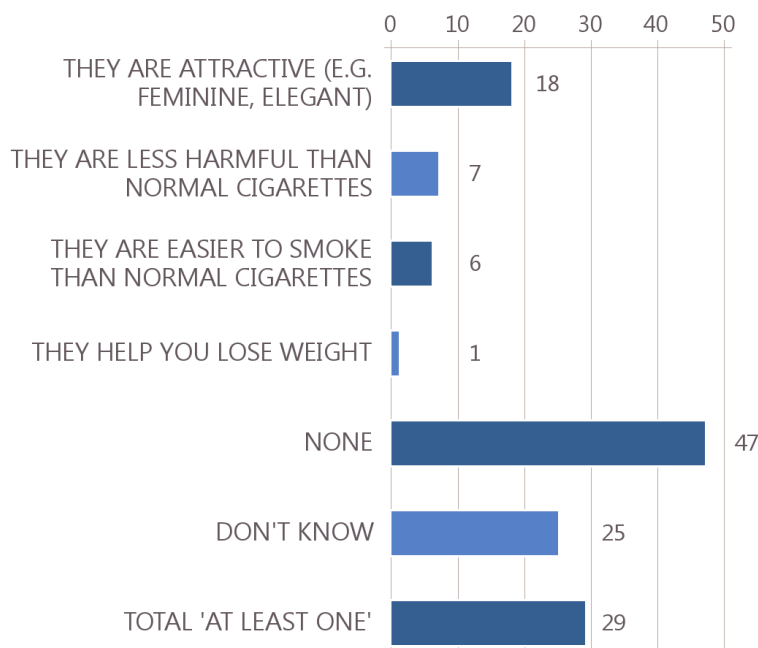
Respondents were asked about their impressions of slim cigarettes.<sup>27</sup> First, we present responses among all those surveyed. We then focus in turn on the answers given by respondents who smoke, and then by respondents who do not smoke. The replies of slim cigarette smokers, among other smoker categories, are analysed at the end of the section.

### a. Total

#### - Around four in ten (42%) slim cigarette smokers find them attractive -

29% of respondents associate at least one of the statements with slim cigarettes. The statement most frequently applied to slim cigarettes is that they are attractive. This is mentioned by nearly a fifth (18%) of respondents. All other statements were mentioned by less than one in ten (10%) of those polled.

**QB8** Now let's talk about slim cigarettes. Which of the following statements, if any, do you think apply to this type of cigarette?  
(% - EU)



Base: All respondents, N=27,901

With the exception of the Netherlands, the statement that slim cigarettes are attractive is the characteristic most frequently mentioned in all countries, although there is significant variation. In the Czech Republic, where only a minority of respondents do not mention one of the statements, nearly half (46%) of those polled say that slim cigarettes are attractive, as do over four in ten respondents in Slovenia (41%) and Belgium (42%). On the other hand, less than one in ten of those

<sup>27</sup> QB8. Now let's talk about slim cigarettes. Which of the following statements, if any, do you think apply to this type of cigarette? They are attractive (e.g. feminine, elegant); They are less harmful than normal cigarettes; They are easier to smoke than normal cigarettes; They help you lose weight; None; Don't know.

surveyed in Spain (8%), Germany (6%) or the United Kingdom (6%) give this response, with a large majority of respondents in these countries not associating any of the statements with slim cigarettes.

In most countries, the least frequent association respondents make with slim cigarettes is the idea that they help you lose weight; this is mentioned by no more than 3% of those polled everywhere except Belgium, where 7% of respondents give this answer.

Where other responses are concerned, country-level answers vary. In Italy (16%), Belgium (15%) and the Netherlands (14%) a significant minority of those polled say that slim cigarettes are less harmful than normal cigarettes, and in Belgium (17%), Greece (16%), Czech Republic (14%) and Romania (14%) say that these cigarettes are easier to smoke. However, in most cases only a small minority of respondents make these associations.

**QB8** Now let's talk about slim cigarettes. Which of the following statements, if any, do you think apply to this type of cigarette?  
(%)

		They are attractive (e.g. feminine, elegant)	They are less harmful than normal cigarettes	They are easier to smoke than normal cigarettes	They help you lose weight	None	Don't know
EU28		18	7	6	1	47	25
AT		19	10	9	3	41	23
BE		42	15	17	7	15	12
BG		33	7	10	1	30	27
CY		22	4	8	2	31	37
CZ		46	8	14	1	22	18
DE		6	2	2	0	67	25
DK		22	2	5	2	39	29
EE		30	3	5	1	38	26
EL		39	8	16	0	36	11
ES		8	2	3	0	57	29
FI		10	5	3	1	56	26
FR		27	4	4	1	42	25
HR		32	8	8	1	36	20
HU		32	11	11	3	33	17
IE		12	8	7	2	41	31
IT		22	16	10	2	36	19
LT		31	6	12	2	45	12
LU		27	7	3	2	45	20
LV		30	7	10	1	43	14
MT		14	4	3	2	48	31
NL		12	14	8	1	26	41
PL		21	9	7	2	38	27
PT		15	7	5	2	38	35
RO		18	10	14	2	37	25
SE		13	6	6	1	33	45
SI		41	6	4	1	44	8
SK		29	10	12	2	25	27
UK		6	2	2	1	67	23

Highest percentage per country

Highest percentage per item

Lowest percentage per country

Lowest percentage per item



Base: All respondents, N=27,901



For the **socio-demographic breakdown**, we will concentrate on the proportion of respondents who agree with the statement that slim cigarettes are attractive. There are few significant and relevant differences.

- Women (20%) are more likely than men (15%) to find slim cigarettes attractive, a divide which reflects the greater propensity of women to smoke this kind of cigarette.
- Respondents with higher levels of education (18-19%) are more likely than those with lower levels of education (13%) to find slim cigarettes attractive.

**QB8** Now let's talk about slim cigarettes. Which of the following statements, if any, do you think apply to this type of cigarette? (MULTIPLE ANSWERS POSSIBLE)  
(% - EU)

	They are attractive (e.g. feminine, elegant)	They are easier to smoke than normal cigarettes	They are less harmful than normal cigarettes	They help you lose weight	None	Don't know
EU28	18	6	7	1	47	25
 Gender						
Man	15	6	7	1	48	25
Woman	20	6	7	1	46	24
 Education (End of)						
15-	13	5	5	1	48	30
16-19	19	6	7	1	46	24
20+	18	6	6	1	48	23
Still studying	19	8	8	1	44	24

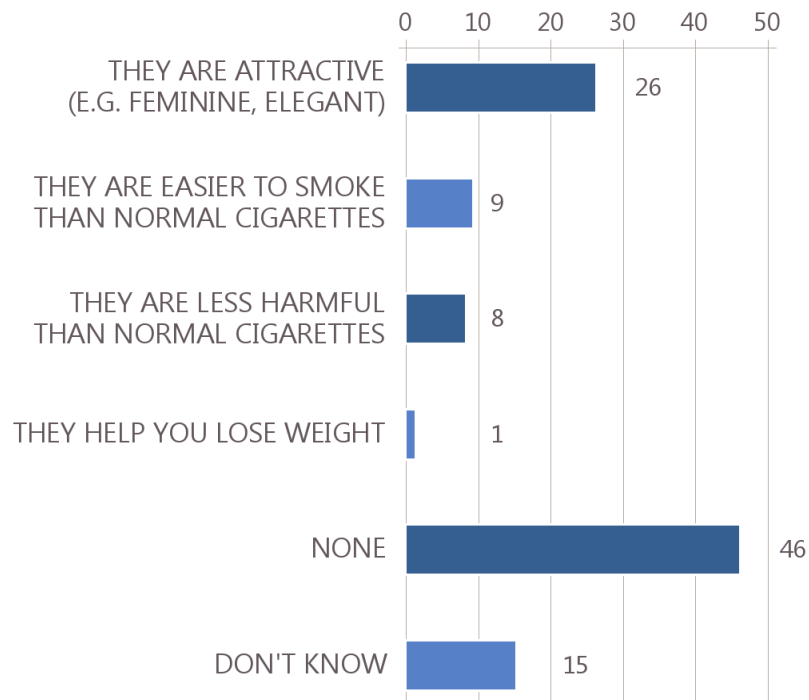
Base: All respondents, N=27,901

## b. Smokers

### - Over a quarter of smokers think that slim cigarettes are attractive -

While a majority of smokers do not identify slim cigarettes with any of the statements, a higher proportion see them as attractive, compared with respondents in general. Just over a quarter (26%) of smokers give this response, while less than one in ten see them as easier to smoke than normal cigarettes (9%) or as less harmful than normal cigarettes (8%). Almost no smokers think that slim cigarettes help you lose weight (1%). Smokers are, however, less unsure about slim cigarettes than the general population (15% versus 25%).

**QB8** Now let's talk about slim cigarettes. Which of the following statements, if any, do you think apply to this type of cigarette? (MULTIPLE ANSWERS POSSIBLE)  
(% - EU)



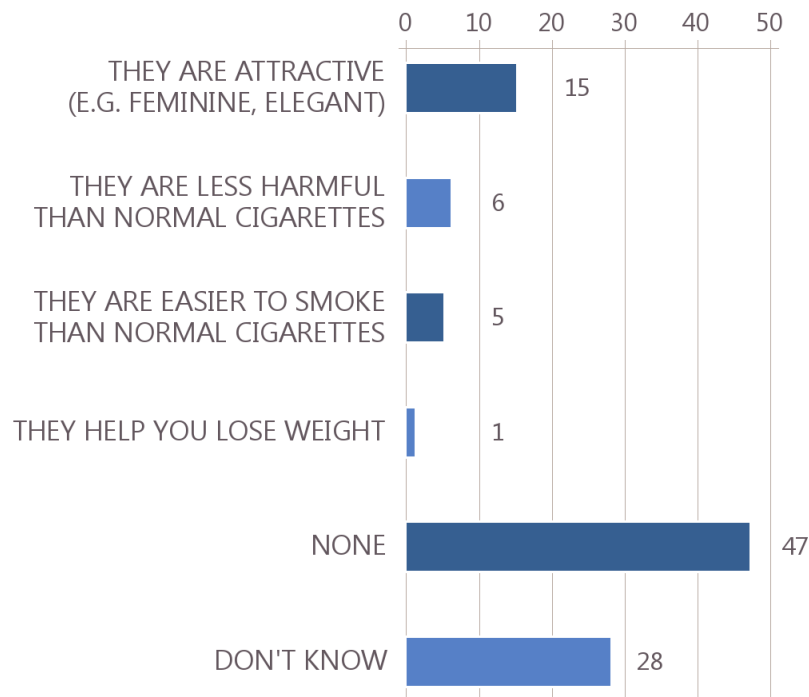
Base: respondents who smoke, N=7,444

### c. Non-smokers

#### - 15% of non-smokers find slim cigarettes attractive -

Non-smokers are not significantly different from respondents overall on this question, but are more likely to not have an opinion (28%) about slim cigarettes than smokers (15%). 15% of those polled see slim cigarettes as attractive, while less than one in ten see them as less harmful than normal cigarettes (6%) or as easier to smoke than normal cigarettes (5%). Again, very few respondents associate slim cigarettes with weight loss (1%). Most non-smokers do not agree with any of the statements.

**QB8** Now let's talk about slim cigarettes. Which of the following statements, if any, do you think apply to this type of cigarette? (MULTIPLE ANSWERS POSSIBLE)  
(% - EU)



Base: respondents who do not smoke, N=20,490

Looking specifically at non-smokers aged 15-24, we find a similar pattern. They are however slightly more likely to attribute each of the characteristics to slim cigarettes. Among non-smokers aged 15-24, 17% find slim cigarettes attractive, 8% think they are easier to smoke and 6% think they are less harmful than normal cigarettes.

By profiling the responses by different smoker categories, the analysis reveals the following:

- Smokers are generally more likely than non-smokers to think that each of the descriptions reflects slim cigarettes. This is particularly the case for the view that they are attractive (26% vs. 15%).
- No consistent patterns emerge in terms of the age when respondents started smoking.
- Respondents who have been smoking for 10 years or less are slightly more likely to think that slim cigarettes are less harmful (10-11%, compared with 6-8% of those who have been smoking for longer).
- There are very little differences between daily and occasional smokers, both among those who currently smoke and those who have quit.
- Slim cigarette smokers are generally much more likely to think that each of the statements apply to slim cigarettes than those who do not smoke them. This is true for the view that they are attractive (42% vs. 17%), less harmful (31% vs. 6%) and easier to smoke (34% vs. 16%). However, neither slim cigarette smokers nor non-slim cigarette smokers think that they help to lose weight.

**QB8** Now let's talk about slim cigarettes. Which of the following statements, if any, do you think apply to this type of cigarette? (MULTIPLE ANSWERS POSSIBLE)  
(% - EU)

	They are attractive (e.g. feminine, elegant)	They are less harmful than normal cigarettes	They are easier to smoke than normal cigarettes	They help you lose weight	None	Don't know	Total 'At least one'
EU28	18	7	6	1	47	25	29
<b>Smokers / Non-Smokers</b>							
Smokers	26	8	9	1	46	15	39
Stopped smoking	21	6	7	2	46	22	32
Never smoked	12	6	5	1	47	30	23
Non-Smokers	15	6	5	1	47	28	25
<b>📅 Age when started smoking</b>							
Less than 15 years old	20	7	7	1	49	19	32
Between 15 and 17 years old	25	8	7	1	47	17	36
Between 18 and 25 years old	25	8	9	1	44	18	38
Older than 25 years old	22	6	7	1	45	23	32
<b>Length of time as a smoker</b>							
2 years or less	33	10	15	2	41	12	47
3-5 years	26	11	9	1	44	14	42
6-10 years	30	10	11	1	41	13	46
11-20 years	29	7	9	1	47	12	41
21-40 years	25	8	8	1	47	15	37
More than 40 years	17	6	6	1	46	26	27
<b>Type of smoker</b>							
Smokes daily	26	9	9	1	46	15	39
Smokes occasionally	26	6	10	2	42	19	39
<b>Type of ex-smoker</b>							
Smoked daily	21	6	7	2	47	21	31
Smoked occasionally	24	7	7	1	43	22	35
<b>Slim cigarette smoker</b>							
Yes	42	31	34	3	15	4	80
No	17	6	6	1	47	25	28

Base: all respondents, N=27,901

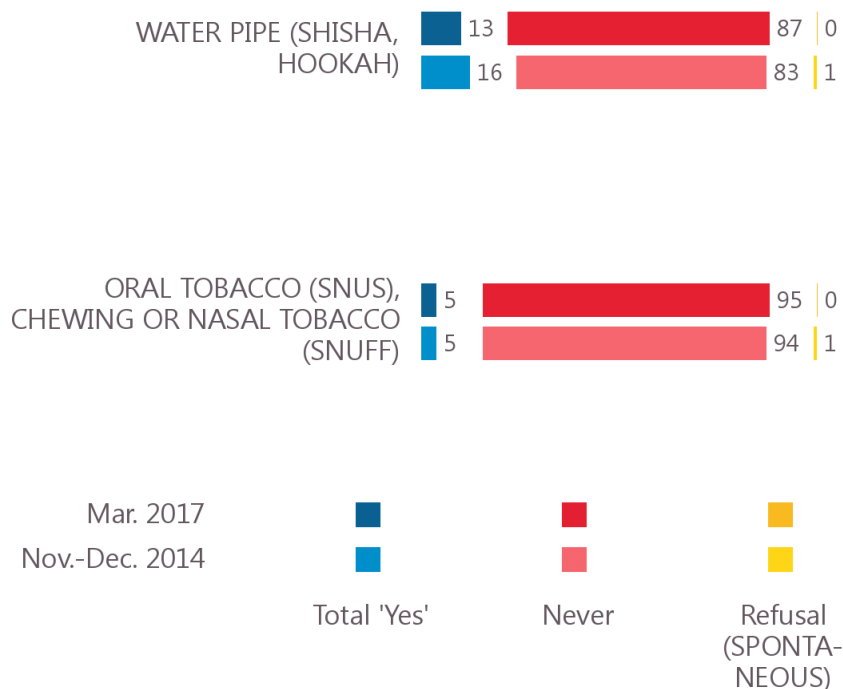
## 6 Use of other tobacco products

### - Almost three in ten (28%) respondents aged 15-24 have at least tried using a water pipe -

All respondents, regardless of whether they were a current smoker, former smoker, or non-smoker, were asked if they had tried tobacco products other than those mentioned in the previous question: namely water pipes, oral tobacco, and nasal tobacco, and how frequently.<sup>28</sup> This question was also asked in the previous survey.

While a very large share of those surveyed have never tried these tobacco products, more than one in ten (13%) have tried a water pipe, a figure slightly down from the 16% who gave this response in December 2014. Only 5% of those polled have tried oral, chewing or nasal tobacco, a figure that remains unchanged since the previous survey.

**QB7** Have you ever used or tried any of the following products?  
(% - EU)

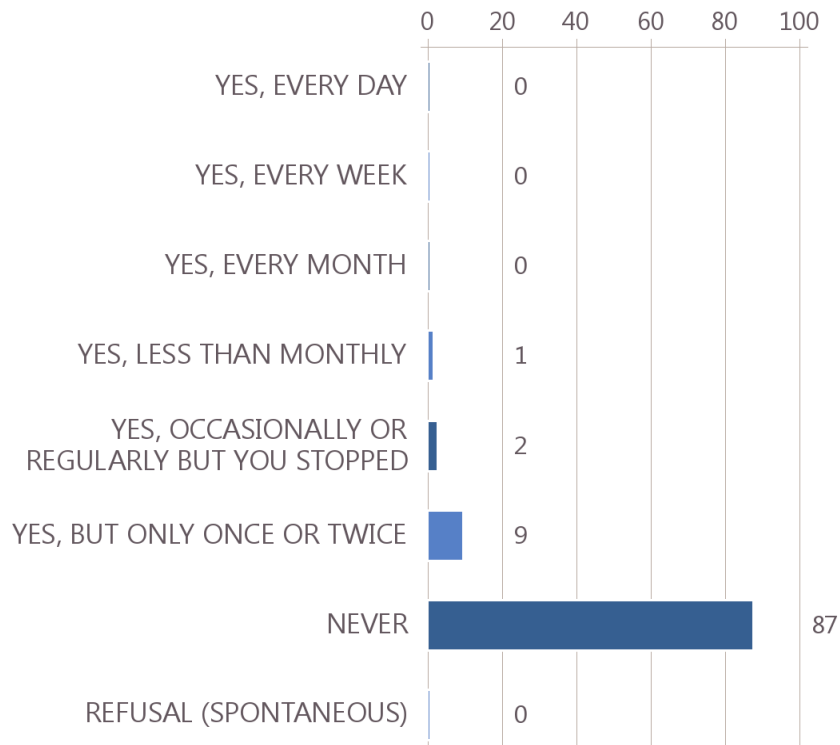


Base: all respondents, N=27,901

<sup>28</sup> QB7. Have you ever used or tried any of the following products? Water pipe (shisha, hookah), oral tobacco (snus), chewing or nasal tobacco (snuff). Yes, every day; Yes, every week; Yes, every month; Yes, less than monthly; Yes, occasionally or regularly but you stopped; Yes, but only once or twice; Never; Refusal.

Nearly one in ten (9%) have used a water pipe once or twice, but very few of those polled use it any more frequently than this.

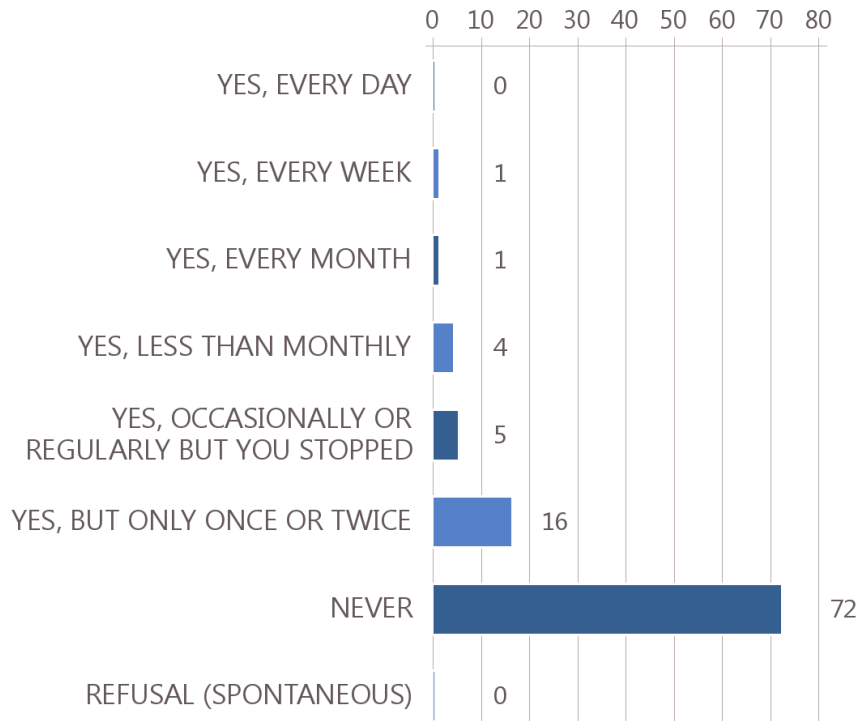
**QB7.1** Have you ever used or tried any of the following products?  
**Water pipe (shisha, hookah)**  
 (% - EU)



Base: all respondents, N=27,901

**Focussing specifically on young people**, the below chart reveals that those aged 15-24 are generally more likely to have at least tried water pipes. Overall 28% of young people say they have used them, although, only 2% say they use them on a monthly basis. A large share say that they have only tried them once or twice (16%).

**QB7.1** Have you ever used or tried any of the following products?  
**Water pipe (shisha, hookah) (% - EU)**

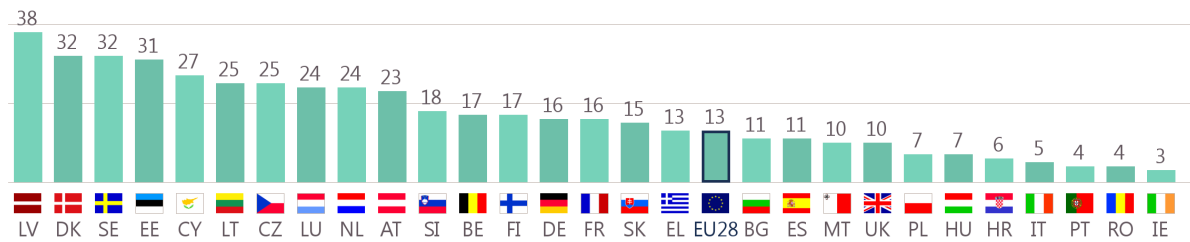


*Base: young people aged 15-24, N=3,623*

Among those who have used a water pipe, there is significant country-level variation. Latvia stands out for the particular popularity of this tobacco product, with nearly four in ten (38%) of respondents saying that they have used a water pipe at least once or twice. The same answer is given by nearly a third of those polled in Denmark (32%), Sweden (32%) and Estonia (31%), and over a quarter of respondents in Cyprus (27%). Elsewhere, no more than a quarter (25%) have tried a water pipe. In seven Member States, less than one in ten (10%) have, with very few of those polled in Ireland (3%), Romania (4%) or Portugal (4%) giving this response.



**QB7.1** Have you ever used or tried any of the following products?  
**Water pipe (shisha, hookah) (% - TOTAL 'YES')**
































Base: all respondents, N=27,901

In most cases, there has been little country-level change since the previous survey in the proportion of respondents who have used a water pipe. There have been no increases in excess of five percentage points. The largest decreases are observed in Lithuania, where the proportion giving this answer has fallen by nine percentage points, and in France, where it has fallen by eight percentage points.

**QB7.1** Have you ever used or tried any of the following products?

**Water pipe (shisha, hookah)**

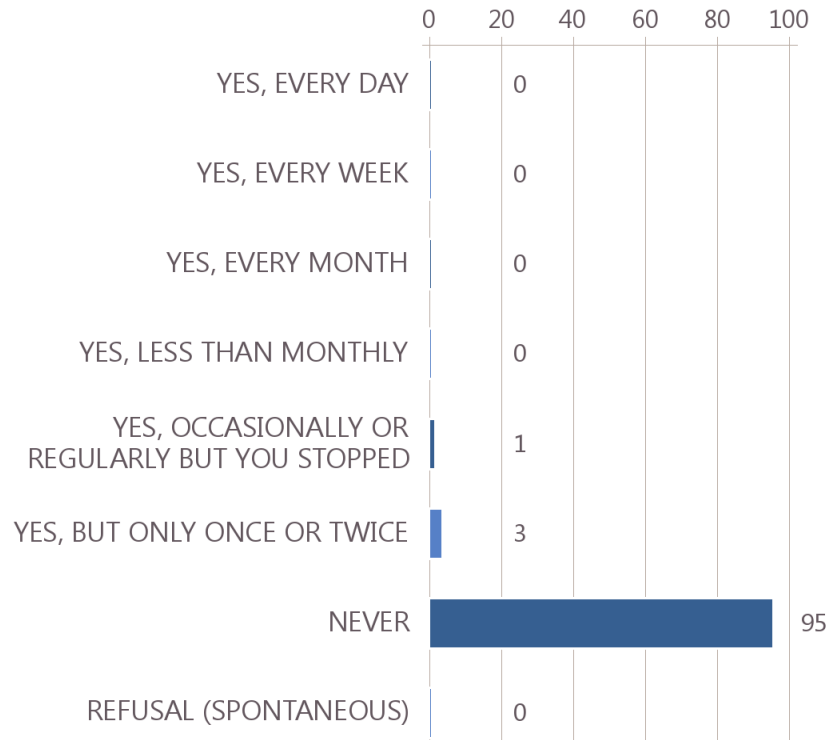
(% + EVOLUTION COMPARED WITH EB82.4 NOV.-DEC. 2014)

		Total 'Yes'	2017 - 2014	Never	2017 - 2014	Refusal (SPONTANEOUS)	2017 - 2014
EU28		13	▼ 3	87	▲ 4	0	▼ 1
LV		38	▼ 2	62	▲ 4	0	▼ 2
DK		32	▼ 2	68	▲ 2	0	=
SE		32	▼ 1	68	▲ 1	0	=
EE		31	=	69	▲ 2	0	▼ 2
CY		27	▼ 3	73	▲ 3	0	=
CZ		25	▼ 1	75	▲ 1	0	=
LT		25	▼ 9	75	▲ 10	0	▼ 1
LU		24	▼ 2	75	▲ 2	1	=
NL		24	▼ 3	76	▲ 3	0	=
AT		23	▲ 4	77	▼ 4	0	=
SI		18	▲ 2	82	▼ 2	0	=
BE		17	▼ 2	83	▲ 2	0	=
FI		17	▲ 4	83	▼ 3	0	▼ 1
DE		16	▼ 2	84	▲ 3	0	▼ 1
FR		16	▼ 8	84	▲ 8	0	=
SK		15	▲ 2	85	▼ 1	1	=
EL		13	=	87	=	0	=
BG		11	▼ 3	89	▲ 3	0	=
ES		11	▼ 2	89	▲ 2	0	=
MT		10	▼ 1	89	▲ 1	1	=
UK		10	▼ 4	90	▲ 6	0	▼ 2
PL		7	▼ 6	92	▲ 6	0	▼ 1
HU		7	▼ 5	93	▲ 7	0	▼ 2
HR		6	▼ 4	94	▲ 5	0	▼ 1
IT		5	▼ 2	94	▲ 2	2	▲ 1
RO		4	▼ 4	95	▲ 5	1	▼ 1
PT		4	▼ 2	96	▲ 3	0	▼ 1
IE		3	▼ 4	97	▲ 6	0	▼ 2

Base: all respondents, N=27,901

Oral, chewing and nasal tobacco product are very rarely used at all, and those who report having used these products say that they do so infrequently.

**QB7.2** Have you ever used or tried any of the following products?  
**Oral tobacco (snus), chewing or nasal tobacco (snuff)**  
 (% - EU)



Base: all respondents, N=27,901

The low overall proportion of respondents who use oral and nasal tobacco products can partly be explained by the fact that oral tobacco is illegal in the European Union, with the exception of Sweden. It is therefore unsurprising to see that Sweden stands out on this question, with half (50%) of those polled in Sweden saying that they have tried oral, chewing or nasal tobacco. By comparing with a similar question asked in 2014, we find that this figure is stable in Sweden, when half (50%) of respondents also claimed to have at least tried the product.

Two other countries with a significant proportion of respondents who have tried these products, Denmark (16%) and Finland (16%), share a border with Sweden, thereby increasing access to oral tobacco compared to other countries. In both of these countries, experience of oral, chewing or nasal tobacco has slightly increased from 13% in Denmark and 14% in Finland in 2014 claiming to have at least tried it. In 23 of the 28 Member States, less than one in ten (10%) of those polled have tried these tobacco products, and in seven countries only 1% have.

In most countries, the proportion of respondents who used oral tobacco every day is negligible. However, in Sweden, a fifth of all respondents say they use it daily, while 2% say this in Finland, and 1% in Denmark.






























**QB7.2** Have you ever used or tried any of the following products?  
**Oral tobacco (snus), chewing or nasal tobacco (snuff) (% - TOTAL 'YES')**



Base: all respondents, N=27,901

Given the low overall rates of popularity, it is unsurprising that there have been few changes over time in the country-level proportions of those who have tried these products. The only significant change has occurred in Ireland, where the proportion of respondents who have tried oral, chewing or nasal tobacco has declined by four percentage points since December 2014.

**QB7.2** Have you ever used or tried any of the following products?  
**Oral tobacco (snus), chewing or nasal tobacco (snuff)**  
 (% + EVOLUTION COMPARED WITH EB82.4 NOV.-DEC. 2014)

		Total 'Yes'	2017 - 2014	Never	2017 - 2014	Refusal (SPONTANEOUS)	2017 - 2014
EU28		5	=	95	▲ 1	0	▼ 1
SE		50	=	50	=	0	=
FI		16	▲ 2	83	▼ 2	0	▼ 1
DK		16	▲ 3	84	▼ 3	0	=
AT		12	▲ 3	88	▼ 2	0	▼ 1
EE		11	▲ 1	89	=	0	▼ 1
LV		9	=	90	▲ 2	1	▼ 2
CZ		8	▼ 1	92	▲ 1	0	=
LU		7	=	93	▲ 1	1	=
SI		6	=	93	▼ 1	0	=
SK		5	▲ 1	94	▼ 1	1	=
BE		5	=	95	=	0	=
DE		5	▼ 3	95	▲ 4	0	▼ 1
IT		4	▲ 1	94	▼ 1	2	=
HR		4	▲ 1	96	=	0	▼ 1
CY		4	▲ 2	96	▼ 1	0	▼ 1
LT		4	▼ 1	96	▲ 2	0	▼ 1
FR		3	▼ 1	97	▲ 1	0	=
NL		3	▼ 1	97	▲ 1	0	=
PL		3	▼ 2	97	▲ 3	0	▼ 1
UK		3	▼ 1	97	▲ 2	0	▼ 1
PT		2	=	98	▲ 1	0	▼ 1
MT		1	=	98	▼ 1	1	▲ 1
RO		1	=	98	▲ 2	1	▼ 2
BG		1	▼ 1	99	▲ 2	0	▼ 1
IE		1	▼ 4	99	▲ 6	0	▼ 2
EL		1	▼ 1	99	▲ 1	0	=
ES		1	▼ 1	99	▲ 1	0	=
HU		1	▼ 2	99	▲ 4	0	▼ 2

Base: all respondents, N=27,901

For the **socio-demographic breakdown**, we focus on the proportion of respondents who have tried water pipes or oral tobacco at least once or twice.

- Men are more likely than women to have tried these products. 16% of men have tried water pipes, compared with 9% of women, while 7% of men have tried oral, chewing or nasal tobacco, compared with only 2% of women.
- Younger respondents are much more likely to have tried a water pipe. Over a quarter (28%) of those aged between 15 and 24 give this response, compared with only 4% of those aged 55 or more. However, there are no significant age differences in the case of oral, chewing or nasal tobacco.
- Those with higher levels of education are more likely to have smoked a water pipe: 16% of those who finished their education at or above the age of 20 give this answer, compared with only 5% of those who finished their education at or before the age of 15.
- Nearly a quarter (23%) of those who identify themselves as upper class and nearly a fifth (19%) who identify as upper middle class have tried water pipes, compared with less than one in ten (9%) of working class respondents. There are no significant class differences in the case of oral, chewing or nasal tobacco.
- Around a quarter of smokers (23%) have at least tried water pipes, which compares to just 7% of those who have never smoked and 16% of those who have quit.
- The likelihood of at least trying water pipes decreases with the length of time a respondent has smoked for. 42-46% of those who have smoked for 5 years or less have tried a water pipe, compared to 7-16% of those who have smoked for more 20 years.
- Interestingly, daily smokers (21%) are significantly less likely to have tried a water pipe than those who smoke less often (40%). To a lesser extent, the same also holds for oral tobacco (6% vs. 12%). This pattern also applies to ex-smokers, although the relationship is weaker.

**QB7** Have you ever used or tried any of the following products?

**Total 'At least once or twice' (% - EU)**

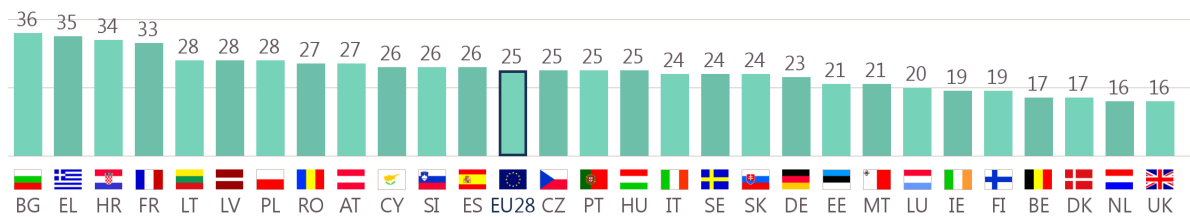
	Water pipe (shisha, hookah)	Oral tobacco (snus), chewing or nasal tobacco (snuff)
EU28	13	5
<b>Gender</b>		
Man	16	7
Woman	9	2
<b>Age</b>		
15-24	28	5
25-39	22	7
40-54	10	5
55 +	4	3
<b>Education (End of)</b>		
15-	5	2
16-19	11	4
20+	16	6
Still studying	26	6
<b>Consider belonging to</b>		
The working class	9	3
The lower middle class	13	4
The middle class	14	5
The upper middle class	19	7
The upper class	23	5
<b>Smokers / Non-Smokers</b>		
Smokers	23	6
Stopped smoking	16	7
Never smoked	7	3
Non-Smokers	9	4
<b>Length of time as a smoker</b>		
2 years or less	42	6
3-5 years	46	9
6-10 years	39	11
11-20 years	32	7
21-40 years	16	6
More than 40 years	7	6
<b>Type of smoker</b>		
Smokes daily	21	6
Smokes occasionally	40	12
<b>Type of ex-smoker</b>		
Smoked daily	14	7
Smoked occasionally	26	11

Base: all respondents, N=27,901

## 7 Overall tobacco use

By combining the results of daily tobacco smokers<sup>29</sup> (analysed earlier in the report), as well as those who use oral or nasal tobacco or water pipes daily, we can calculate overall daily tobacco use in the EU. In most countries, the majority of daily tobacco users are smokers. However in Sweden, while around a quarter of respondents are daily tobacco users (24%), most of them are daily users of oral, chewing or nasal tobacco<sup>30</sup>.

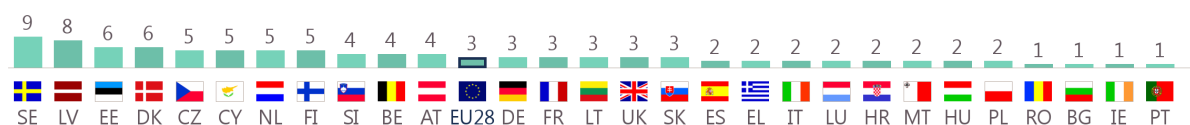
**QB4B7** QB4a: How often do you use the following tobacco products?  
 QB7: Have you ever used or tried any of the following products?  
 Total 'At least one product'  
 (% - **DAILY USERS**)



Base: all respondents, N=27,901

Similarly, while occasional smoking (weekly, monthly, less than monthly) is quite rare in the EU (3%), occasional oral tobacco use is particularly common in Sweden, which leads to the country standing out when the two questions are combined.

**QB4B7** QB4a: How often do you use the following tobacco products?  
 QB7: Have you ever used or tried any of the following products?  
 Total 'At least one product'  
 (% - **OCCASIONAL USERS**)



Base: all respondents, N=27,901

<sup>29</sup> These results were calculated based on the results of QB1, QB4a and QB7. The results were recalculated on all respondents.

<sup>30</sup> 20% of all Swedish respondents are daily oral, chewing or nasal tobacco users.



## II. EXPOSURE TO TOBACCO SMOKE IN PUBLIC PLACES

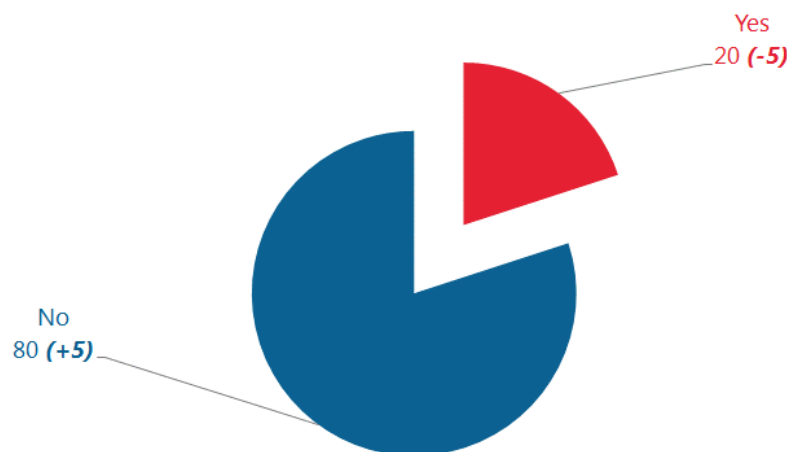
Respondents were asked whether people had been smoking tobacco products inside a bar or restaurant the last time they visited during the previous six months.<sup>31</sup> This question was also asked in the December 2014 survey.

### - A fifth of respondents say that the last time they went to a bar, people were smoking tobacco products inside -

A fifth (20%) of respondents (who had visited a bar in the last 6 months) said that the last time they visited a bar, people were smoking inside (a decrease of 5 percentage points since the previous survey). Eight in ten (80%) say that nobody was smoking the last time they went to a bar.

**QB17.1** The last time you visited ... in the last 6 months in (OUR COUNTRY), were people smoking tobacco products inside?

**A drinking establishment such as a bar (% - EU)**



(Mar. 2017 - Nov.-Dec. 2014)

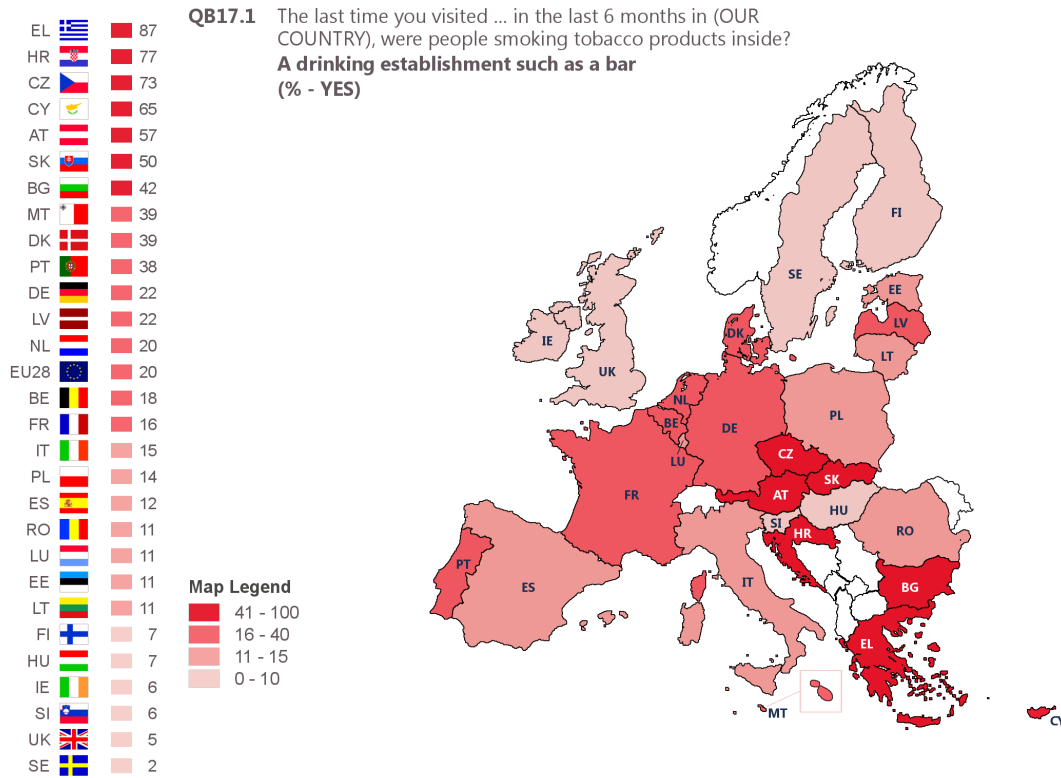
Base: all respondents excluding those who had not visited a bar in the last 6 months, N=25,625

There are large country-level differences on this question. In 22 of 28 Member States, less than half of those polled say that people were smoking inside the last time they visited a bar, but the proportions vary from just over four in ten of those surveyed in Bulgaria (42%) and nearly four in ten respondents in Portugal (38%), Denmark (39%) and Malta (39%) to 5% of respondents in the United Kingdom and only 2% in Sweden. The lowest proportions among respondents are found in Northern European countries.

Several countries stand out for a particularly large proportion among respondents who encountered indoor smokers, most of which are in Southern Europe. Nearly nine in ten (87%) of those polled in Greece gave this response, as did over three quarters (77%) of those in Croatia and just under three quarters (73%) of respondents in the Czech Republic.

<sup>31</sup> QB17. The last time you visited a drinking establishment such as a bar / an eating establishment such as a restaurant in the last six months in (OUR COUNTRY), were people smoking tobacco products inside? Yes; No; Don't know.

These results show that despite the existence of indoor smoking bans across the EU, indoor tobacco smoke in drinking establishments is still an issue in a number of countries.



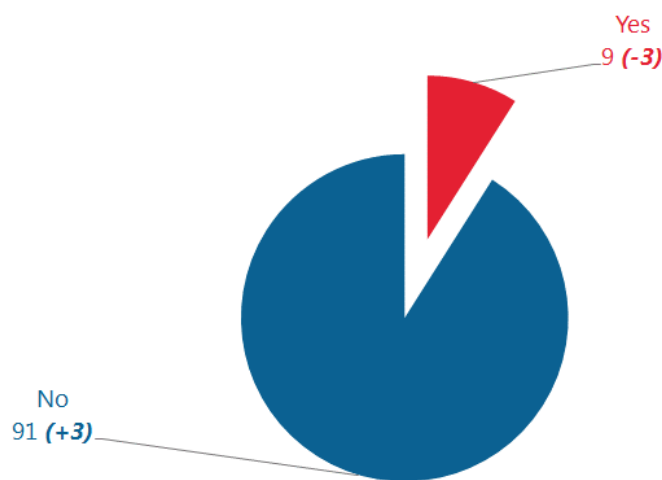
Base: all respondents excluding those who had not visited a bar in the last 6 months, N=25,625

**- Less than one in ten respondents have recently encountered people smoking in restaurants –**

The proportion of respondents who have recently come across people smoking in restaurants is significantly lower than in the case of bars. Less than one in ten (9%) respondents say that the last time they visited a restaurant during the last six months people were smoking inside.

**QB17.2** The last time you visited ... in the last 6 months in (OUR COUNTRY), were people smoking tobacco products inside?

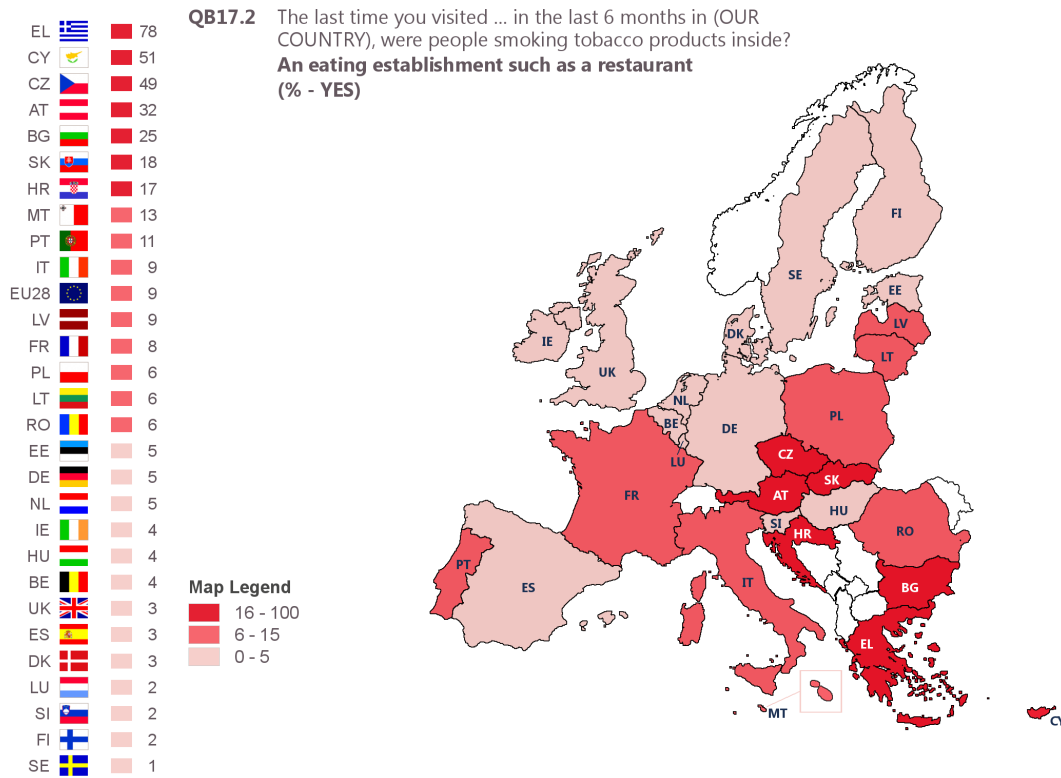
**An eating establishment such as a restaurant (% - EU)**



(Mar. 2017 - Nov.-Dec. 2014)

Base: all respondents excluding those who had not visited a restaurant in the last 6 months, N=26,248


Again, there are substantial country-level differences on this question. Greece (78%) once again stands out for the particularly high proportion of respondents who have come across indoor smokers. With the exception of Cyprus, where just over half (51%) of respondents reported coming across smokers in restaurants, the proportion giving this response is in the minority in all other countries. In 19 of the 28 Member States, less than one in ten (10%) of those polled reports having come across smokers in restaurants, and in Northern European countries very few give this response.



Base: all respondents excluding those who had not visited a restaurant in the last 6 months, N=26,248

In most cases, changes since December 2014 are negligible. The most significant exception is Romania, where the proportion of respondents who reported coming across smokers in bars has fallen by 69 percentage points, and the proportion who reported coming across smokers in restaurants has fallen by 53 percentage points. This almost certainly reflects the impact of a ban on smoking in closed environments intended for public use, which came into force in March 2016. Austria has also seen a 17 percentage point decrease in reports of smoking in bars, and a 12 percentage point decrease in reports of smoking in restaurants, even though a complete smoking ban will only come into force in 2018.

**QB17** The last time you visited ... in the last 6 months in (OUR COUNTRY), were people smoking tobacco products inside?  
(YES - % + EVOLUTION COMPARED WITH EB82.4 NOV.-DEC. 2014)

		A drinking establishment such as a bar	2017 - 2014	An eating establishment such as a restaurant	2017 - 2014
EU28		20	▼ 5	9	▼ 3
AT		57	▼ 17	32	▼ 12
BE		18	▼ 5	4	▼ 2
BG		42	▲ 5	25	▲ 3
CY		65	▼ 9	51	▼ 2
CZ		73	▼ 10	49	▼ 4
DE		22	▼ 7	5	▼ 2
DK		39	▼ 4	3	▼ 2
EE		11	▼ 5	5	▼ 4
EL		87	▲ 4	78	▲ 6
ES		12	▼ 5	3	▼ 4
FI		7	▼ 1	2	=
FR		16	▼ 2	8	▼ 1
HR		77	▼ 1	17	▼ 3
HU		7	▼ 2	4	▼ 1
IE		6	▲ 1	4	=
IT		15	▲ 2	9	▲ 1
LT		11	▼ 7	6	▼ 3
LU		11	▲ 3	2	▲ 1
LV		22	▼ 6	9	▼ 7
MT		39	▼ 10	13	▲ 4
NL		20	▼ 11	5	▲ 1
PL		14	▼ 7	6	▼ 6
PT		38	▼ 5	11	▼ 6
RO		11	▼ 69	6	▼ 53
SE		2	=	1	=
SI		6	=	2	▲ 1
SK		50	▼ 7	18	▲ 2
UK		5	▼ 1	3	▼ 1

Base: all respondents excluding those who had not visited a restaurant in the last 6 months, N=26,248

There are few **socio-demographic differences**.

- Younger respondents are more likely to say that they encountered smokers in bars, with nearly a third (31%) of those aged between 15 and 24 giving this answer, compared with only just over one in ten (13%) of those aged 55 or more.

### III. STARTING AND STOPPING TOBACCO SMOKING

Respondents were asked a series of questions about starting and stopping tobacco smoking.

The first set of questions relates to starting smoking. First, those who said that they currently smoke or used to smoke were asked at what age they took up smoking.<sup>32</sup> Those who currently smoke, used to smoke, or who have tried at least one tobacco product were asked which product they used first.<sup>33</sup>

## 1 Starting smoking

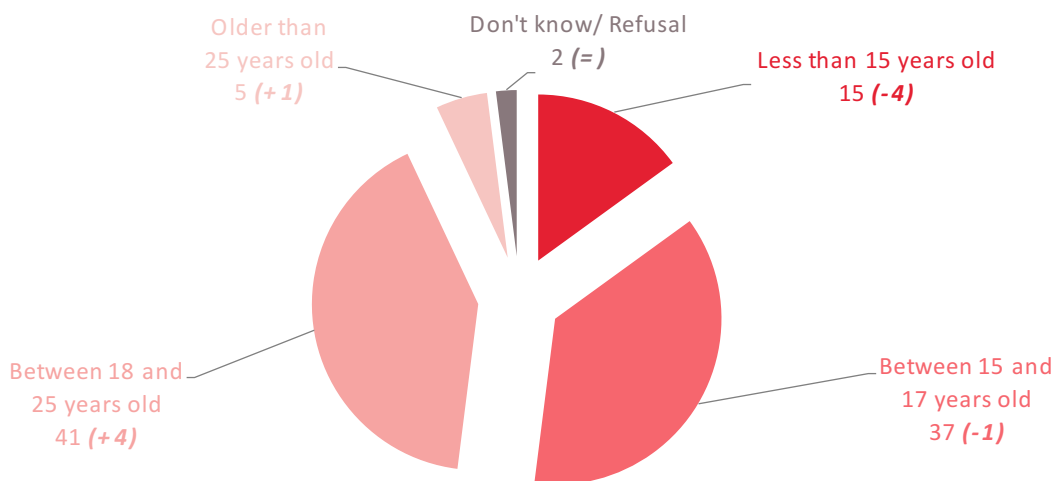
### a. Starting age

#### - A majority of respondents (52%) began smoking before the age of 18 -

By far the most common age to begin smoking is the period before the age of 18. Over half (52%) of current or former smokers developed a regular smoking habit at this age. Of this share, 15% started smoking before the age of 15, and 37% started smoking between the age of 15 and 17 years old. Around four in ten smokers or former smokers started smoking between the ages of 18-25 (41%), while very few started later in life (5%)

These figures have not changed significantly since the previous survey, although the proportion of those who took up smoking before the age of 15 has decreased slightly, by four percentage points.

**QB2a** How old were you when you started smoking on a regular basis, i.e. at least once a week?  
(% - EU)



(Mar. 2017 - Nov.-Dec. 2014)













Base: respondents who smoke or used to smoke, N=12,926

<sup>32</sup> QB2a. 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.

<sup>33</sup> QB16. Which of the following products did you use or try first? Boxed cigarettes; Hand-rolled cigarettes; Water pipe (shisha, hookah); Cigars; E-cigarettes or similar electronic devices; Pipe; Oral tobacco (snus); Cigarillos; Nasal tobacco (snuff); Chewing tobacco; Other; Don't know.

The average age at which respondents began smoking is similar across the EU. The spread between the lowest and highest figures is only 2.9 years. In Italy and Belgium, the average smoker began smoking at the age of 17, compared with 19.7 in Latvia and 19.9 in Lithuania. In most cases, there has been very little change since the last survey. The main exceptions are Spain, where the average age has increased by 1.1 years, and Latvia, where it has increased by 1 year. In Slovakia, the average starting age has decreased by 0.9 years, and in Italy by 0.8 years.

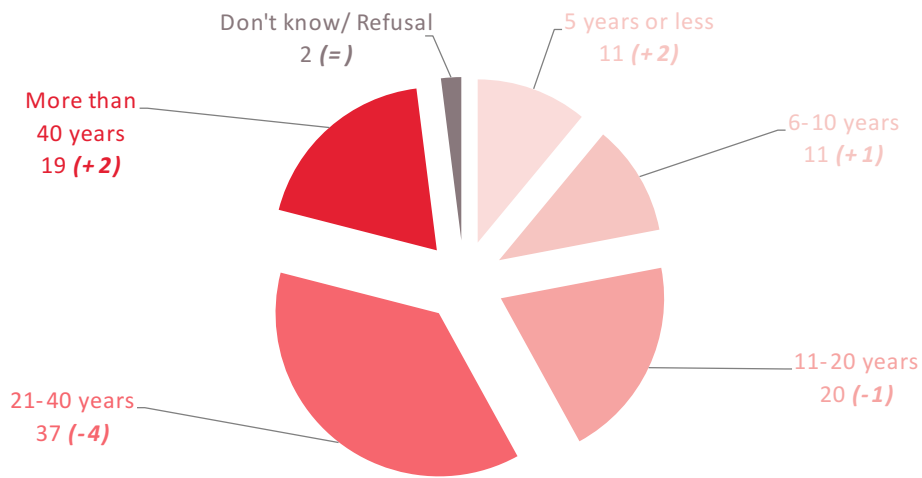
**QB2a** How old were you when you started smoking on a regular basis, i.e at least once a week?  
(AVERAGE + EVOLUTION COMPARED WITH EB82.4 NOV.-DEC. 2014)

EU28		17.8	▲ 0.2	EU28		17.8	▲ 0.2
LT		19.9	▲ 0.8	ES		17.8	▲ 1.1
LV		19.7	▲ 1.0	FR		17.8	=
CY		19.2	▲ 0.2	AT		17.7	▲ 0.3
EL		19.1	▼ 0.2	PT		17.6	▲ 0.7
RO		18.9	▲ 0.5	FI		17.4	▲ 0.3
PL		18.9	=	HU		17.4	▼ 0.5
BG		18.8	▲ 0.1	IE		17.3	▲ 0.1
EE		18.8	▼ 0.3	NL		17.3	▲ 0.1
HR		18.6	▼ 0.4	SE		17.2	▼ 0.2
SI		18.4	=	DK		17.1	▲ 0.2
CZ		18.3	=	UK		17.1	▲ 0.2
LU		18.2	▲ 0.2	MT		17.1	▲ 0.1
DE		18.1	▲ 0.8	BE		17.0	▼ 0.1
SK		17.9	▼ 0.9	IT		17.0	▼ 0.8

Base: respondents who smoke or used to smoke, N=12,926

Over a third (37%) of smokers have smoked for a period between 21 and 40 years. Just under a fifth (19%) give a longer period of 40 years or more. A fifth of respondents have had a smoking habit lasting between 11 and 20 years, while just over one in ten (11%) mention shorter periods of between 6 and 10 years or less than 5 years. Again, little has changed since the last survey.

**QB2aT** How old were you when you started smoking on a regular basis, i.e at least once a week?  
**Total 'Length of time as a smoker' (% - EU)**

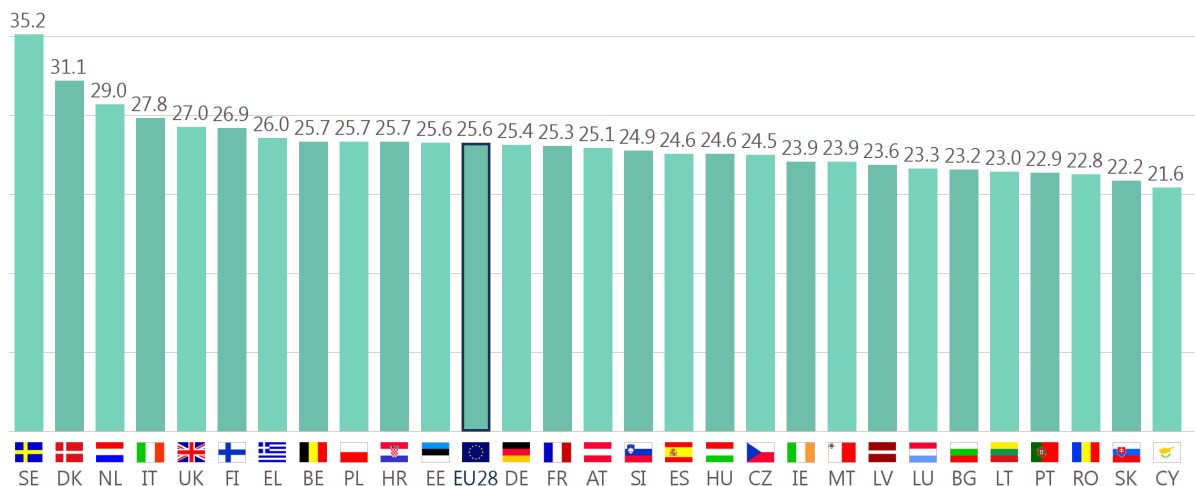


(Mar. 2017 - Nov.-Dec. 2014)

Base: respondents who smoke, N=7,293

In contrast to the starting age of smokers, there are clear country-level differences when it comes to the average length of time respondents' smoking habits have lasted. Sweden stands out for a particularly high figure, with the average smoker reporting a habit lasting 35.2 years. Elsewhere, the average length of smoking habits varies by approximately 10 years, from 21.6 years in Cyprus and 22.2 years in Slovakia to 29 years in the Netherlands and 31.1 years in Denmark.

**QB2aT** How old were you when you started smoking on a regular basis, i.e at least once a week?  
**(AVERAGE LENGTH OF TIME IN YEARS)**



Base: respondents who smoke, N=7,293<sup>34</sup>

<sup>34</sup> The following countries have a base size of less than 150 and should therefore be interpreted with caution: SE, LU, MT, CY







The **socio-demographic breakdowns** reveal the following differences:

- Men are particularly more likely to start smoking before the age of 18 than women (56% compared with 47%)
- Just under a quarter of smokers or former smokers who left full-time education before the age of 15 (23%) also started smoking in the same period. This compares to 11-14% of those who left at a later age.
- There are no consistent patterns when it comes to the difficulties with paying bills.
- Respondents who associate themselves with lower social classes tend to have started smoking slightly earlier.
- Daily smokers are slightly more likely to have started smoking before the age of 18 (52%) compared with those who smoke less often (45%). This pattern is slightly more pronounced among ex-smokers.

**QB2ar** How old were you when you started smoking on a regular basis, i.e. at least once a week?

(% - EU)

	Less than 15 years old	Between 15 and 17 years old	Between 18 and 25 years old	Older than 25 years old	Average
EU28	15	37	41	5	17.8
 <b>Gender</b>					
Man	18	38	39	3	17.5
Woman	12	35	45	6	18.4
 <b>Education (End of)</b>					
15-	23	36	34	6	17.5
16-19	14	39	41	4	17.7
20+	11	32	50	6	18.6
Still studying	21	51	25	0	15.9
 <b>Difficulties paying bills</b>					
Most of the time	19	37	38	4	17.4
From time to time	15	40	40	3	17.5
Almost never/ Never	15	35	43	5	18.1
 <b>Consider belonging to</b>					
The working class	19	38	38	4	17.5
The lower middle class	15	40	39	3	17.5
The middle class	13	36	45	5	18.3
The upper middle class	13	35	44	4	18.0
The upper class	15	40	37	8	18.4
<b>Type of smoker</b>					
Smokes daily	14	38	41	5	17.9
Smokes occasionally	14	31	39	11	18.7
<b>Type of ex-smoker</b>					
Smoked daily	17	37	42	3	17.5
Smoked occasionally	12	32	48	3	18.2

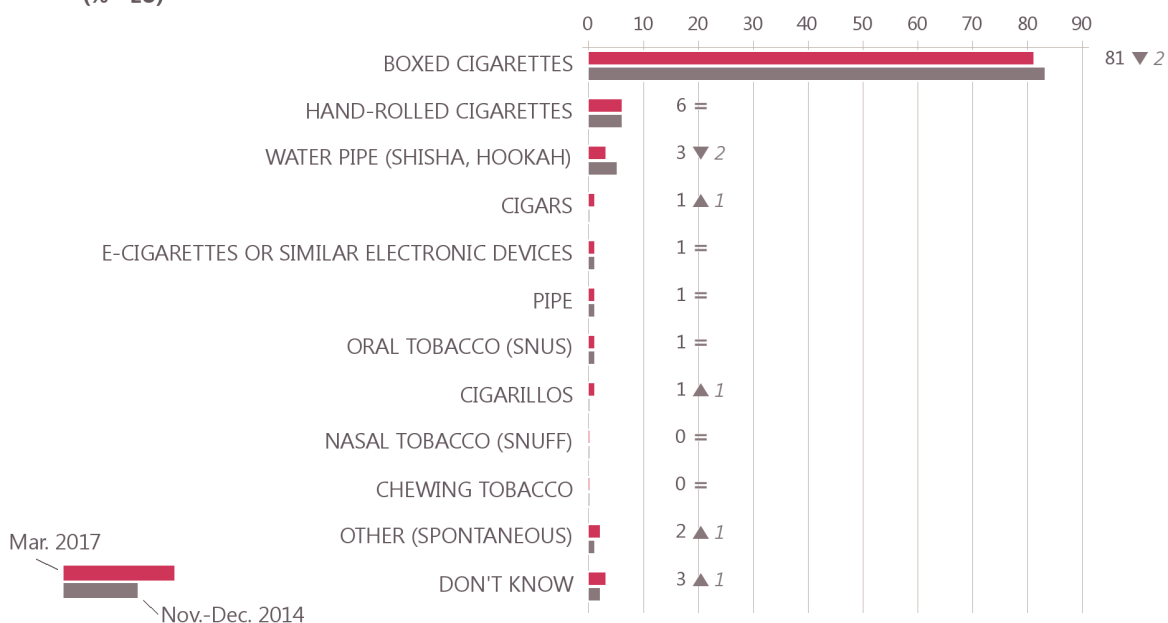
Base: respondents who smoke or used to smoke, N=12,926

b. First product used

**- Most people's first experience with tobacco products was boxed cigarettes -**

Among all respondents who have tried tobacco products, by far the most common first experience of tobacco is boxed cigarettes. Over eight in ten (81%) of those polled mention them, compared with less than one in ten (10%) who mention any other forms of tobacco or comparable products. There have been no significant changes since the December 2014 survey.






























**QB16** Which of the following products did you use or try first?  
(% - EU)



Base: smokers, ex-smokers, respondents who have at least tried e-cigarettes, a water pipe or oral tobacco, N=16,142

In all countries, a significant majority of respondents say that their first experience of tobacco products was through smoking boxed cigarettes. In almost all cases, at least three-quarters of respondents mention boxed cigarettes. The most notable exceptions are the Netherlands, where just under a fifth (19%) of those polled mention hand-rolled cigarettes and only two thirds (66%) mention boxed cigarettes; and Sweden, where 16% of respondents mention oral tobacco and less than seven in ten (69%) mention boxed cigarettes.

**QB16** Which of the following products did you use or try first?  
(%)




		Boxed cigarettes	Hand-rolled cigarettes	Water pipe (shisha, hookah)	Cigars	E-cigarettes or similar electronic devices	Pipe	Oral tobacco (snus)	Cigarillos	Nasal tobacco (snuff)	Chewing tobacco	Other (SPONTANEOUS)	Don't know
EU28		81	6	3	1	1	1	1	1	0	0	2	3
AT		71	11	5	2	2	1	0	0	1	0	1	6
BE		75	8	2	3	1	1	0	1	0	0	7	2
BG		92	3	2	0	1	0	0	0	0	0	0	2
CY		78	8	9	0	3	0	0	0	0	0	1	1
CZ		78	7	6	2	2	0	0	1	1	1	0	2
DE		76	7	5	1	2	2	0	1	1	0	1	4
DK		79	3	6	2	0	5	0	1	1	0	1	2
EE		80	1	6	3	2	1	1	0	1	0	2	3
EL		92	4	1	1	1	0	0	0	0	0	0	1
ES		90	4	3	2	0	0	0	0	0	0	0	1
FI		84	7	2	1	1	1	2	0	0	0	0	2
FR		88	5	1	1	1	0	0	0	0	0	3	1
HR		85	5	1	6	0	0	1	1	0	0	0	1
HU		82	9	4	0	0	0	0	0	0	0	2	3
IE		79	7	1	1	4	1	1	0	1	0	1	4
IT		82	9	0	1	1	1	1	0	0	0	1	4
LT		84	2	7	0	1	0	0	1	0	0	1	4
LU		73	6	6	3	1	1	0	2	0	1	5	2
LV		83	1	6	2	1	0	0	1	2	0	3	1
MT		84	3	3	1	3	0	0	0	0	0	2	4
NL		66	19	4	4	1	2	0	1	0	0	2	1
PL		88	2	1	0	1	0	0	0	1	0	1	6
PT		89	5	1	1	1	0	1	0	0	0	0	2
RO		81	1	1	0	1	1	0	1	0	0	8	6
SE		69	2	2	3	1	3	16	1	1	0	1	1
SI		89	4	2	1	1	1	0	0	0	0	2	0
SK		83	6	2	3	0	0	0	0	1	1	1	3
UK		75	8	3	3	4	1	0	0	0	0	1	5

Base: smokers, ex-smokers, respondents who have at least tried e-cigarettes, a water pipe or oral tobacco, N=16,142

The **socio-demographic breakdown** focuses on the proportion of respondents whose first experience of tobacco was boxed cigarettes.

- Women (84%) are more likely than men (79%) to have had their first experience of tobacco by smoking boxed cigarettes.
- Less than seven in ten (69%) of those aged between 15 and 24 mention boxed cigarettes, compared with more than eight in ten (80%) of respondents in all other age categories.
- A significant proportion of young respondents started smoking with water pipes (12%). This is far higher than the average European respondents (3%).
- The proportion of respondents who mention boxed cigarettes varies by social class. Over eight in ten (85%) of those who consider themselves working class say that their first experience of tobacco was through smoking boxed cigarettes, compared with less than three quarters (72%) of respondents who identify with the upper class.
- Respondents who smoke or smoked daily before they quit are more likely to have tried boxed cigarettes when they first started.
- Respondents who have taken up smoking in the last two years are less likely to have first tried boxed cigarettes (76% vs. 82-86%) and slightly more likely to have started with hand-rolled cigarettes (11% vs. 6-8%) or a water pipe (5% vs. 0-1%).

**QB16** Which of the following products did you use or try first?  
(% - EU)

	Boxed cigarettes	Water pipe (shisha, hookah)
EU28	81	3
 <b>Gender</b>		
Man	79	2
Woman	84	3
 <b>Age</b>		
15-24	69	12
25-39	82	3
40-54	83	1
55 +	84	0
 <b>Consider belonging to</b>		
The working class	85	1
The lower middle class	82	2
The middle class	81	3
The upper middle class	74	3
The upper class	72	2
<b>Type of smoker</b>		
Smokes daily	85	1
Smokes occasionally	77	3
<b>Type of ex-smoker</b>		
Smoked daily	88	0
Smoked occasionally	81	1

Base: smokers, ex-smokers, respondents who have at least tried e-cigarettes, a water pipe or oral tobacco, N=16,142

## 2 Giving up smoking

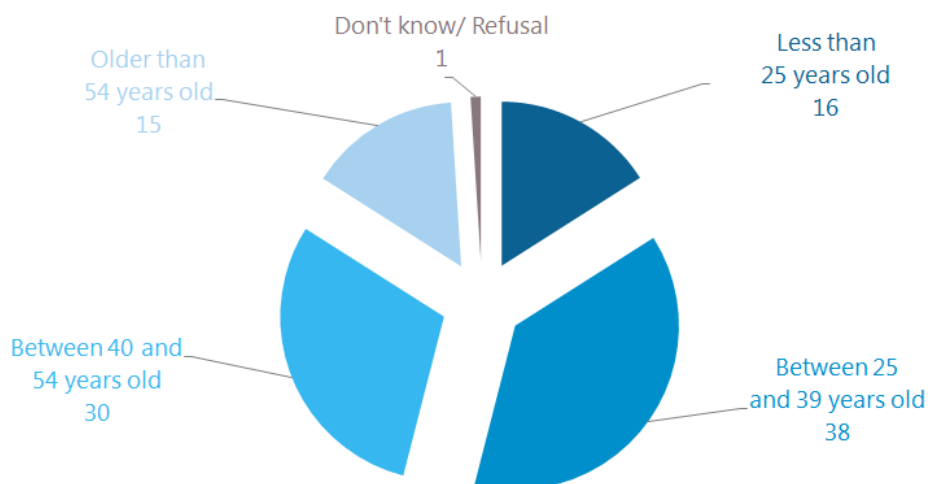
Respondents who said that they used to smoke but have given up were asked at what age they quit smoking.<sup>35</sup> Current smokers were asked if they have ever tried to give up smoking.<sup>36</sup> Both groups were then asked whether they used any aids when giving up – or attempting to give up – smoking.<sup>37</sup>

### a. Age of quitting

#### - Most former smokers quit the habit in middle age -

The majority of regular smokers who succeeded in quitting the habit did so in the period from early to late middle age. Nearly four in ten (38%) of former smokers quit between the ages of 25 and 39, while three in ten (30%) quit between the ages of 40 and 54. Significantly fewer quit before the age of 25 (16%) or after the age of 54 (15%).

**QB3** And how old were you when you stopped smoking?  
(% - EU)



Base: respondents who used to smoke, N=5,632

The average respondent in the EU28 was 38.6 at the time they stopped smoking. There is some country level variance, although in all countries the average is within five years of the EU28 average. In Czech Republic (40.1), Romania (40.9), Croatia (41.6), Greece (42.0), Italy (42.6) and Bulgaria (43.2) the average ex-smoker was over the age of 40 before they managed to quit, compared with only 33.8 in Estonia and 33.9 in Finland<sup>38</sup>.

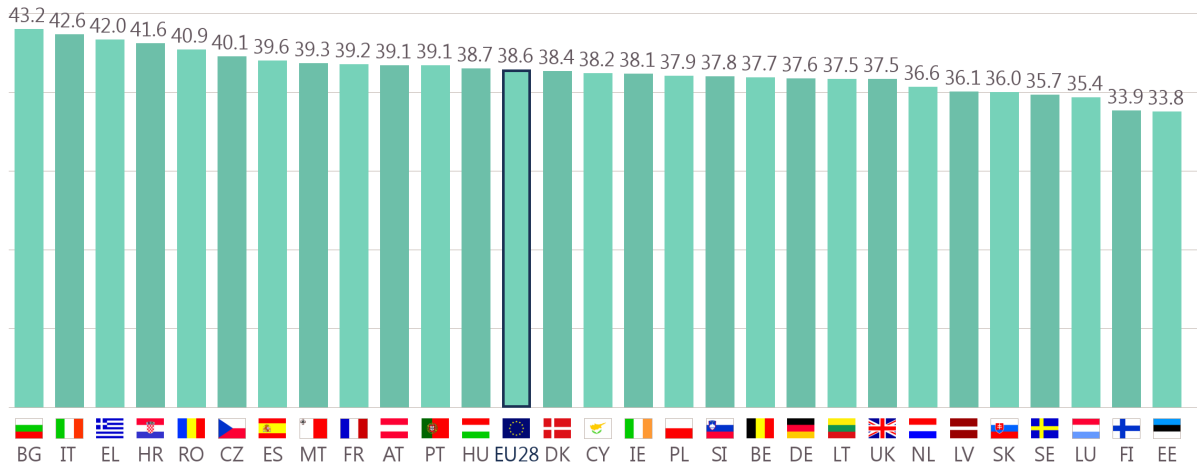
<sup>35</sup> QB3. And how old were you when you stopped smoking? Less than 25 years old; Between 25 and 39 years old; Between 40 and 54 years old; Older than 54 years old; Don't know; Refusal.

<sup>36</sup> QB18. Have you ever tried to quit smoking? Yes, in the last 12 months; Yes, more than a year ago; No, never; Don't know.

<sup>37</sup> QB19. Which of the following did you use in order to stop or to try to stop smoking? Nicotine replacement medications (like nicotine gum, patch or inhaler) or other medications; Electronic cigarettes or any similar device; Oral tobacco (snus), chewing tobacco or nasal tobacco (snuff); Medical support or stop smoking services (such as a quitline); You stopped or you tried to stop without assistance; Other; Don't know.

<sup>38</sup> The following countries have a base size of less than 150 and should therefore be interpreted with caution: CY, MT, LU, BG, IT, RO, PT

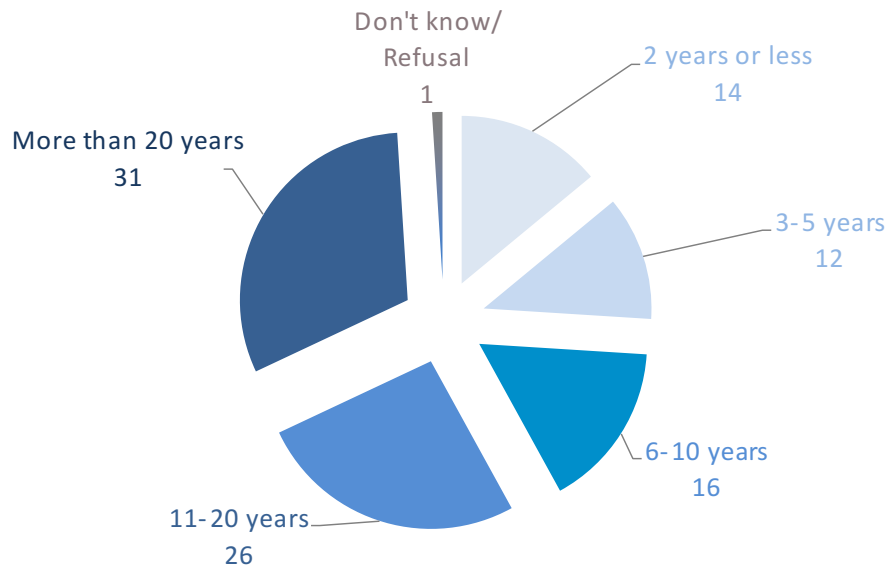
**QB3** And how old were you when you stopped smoking?  
(AVERAGE AGE)



Base: respondents who used to smoke, N=5,632<sup>39</sup>

Nearly a third (31%) of former smokers quit more than 20 years ago. Just over a quarter (26%) quit between 11 and 20 years ago, and the same proportion quit 5 years ago or fewer. Somewhat fewer (16%) gave up the habit between 6 and 10 years ago.

**QB3T** And how old were you when you stopped smoking?  
Length of time since stopped smoking (% - EU)



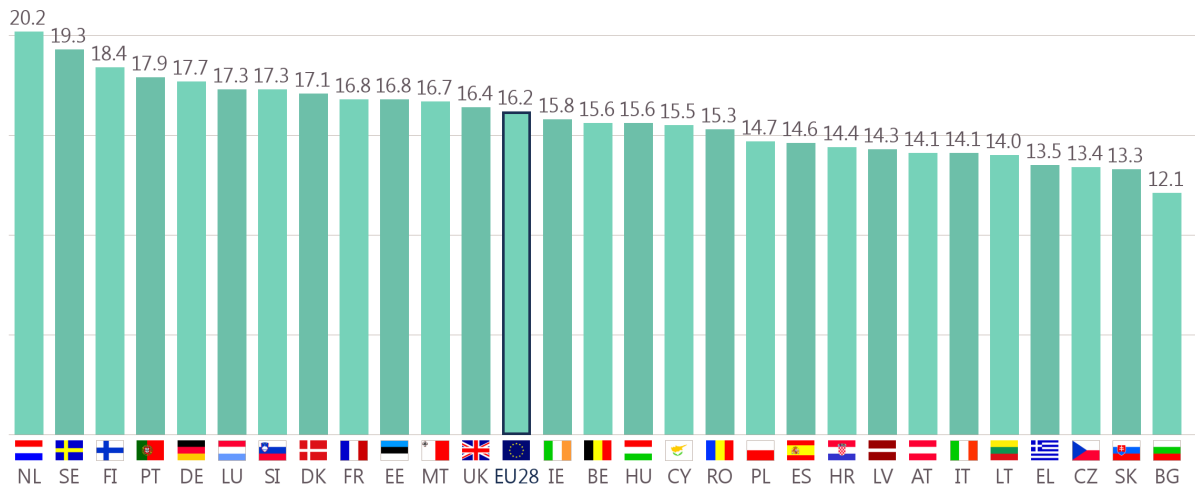
Base: respondents who used to smoke, N=5,632

<sup>39</sup> The following countries have a base size of less than 150 and should therefore be interpreted with caution: CY, MT, LU, BG, IT, RO, PT



The average length of time since a respondent in the EU28 stopped smoking is 16.2 years. In the Netherlands, the average ex-smoker stopped smoking 20 years ago, closely followed by Sweden (19.3) and Finland (18.4). However, the average ex-smoker in Bulgaria quit only 12.1 years ago.

**QB3T** And how old were you when you stopped smoking?  
(AVERAGE LENGTH OF TIME SINCE STOPPED SMOKING IN YEARS)





Base: respondents who used to smoke, N=5,632<sup>40</sup>

There are few relevant **socio-demographic differences** on this question.

- Men tend to quit at a later age than women. Over a third (34%) of men who are former smokers quit smoking between the ages of 40 and 54, compared with less than a quarter (24%) of women. On the other hand, a fifth (20%) of women quit smoking before the age of 25, compared with only just over one in ten (13%) men.
- There are also significant differences between educational cohorts. Nearly half (49%) of ex-smokers who left education at the age of 20 or more gave up smoking between the ages of 25 and 39, compared to less than a quarter (23%) of those who left their education at or before the age of 15. Conversely, nearly a third (32%) of those with lower levels of education gave up smoking when they were older than 54, compared with only one in ten (10%) of those with higher education.

<sup>40</sup> The following countries have a base size of less than 150 and should therefore be interpreted with caution: CY, MT, LU, BG, IT, RO, PT

**QB3** And how old were you when you stopped smoking?  
(% - EU)

	Less than 25 years old	Between 25 and 39 years old	Between 40 and 54 years old	Older than 54 years old
EU28	16	38	30	15
 <b>Gender</b>				
Man	13	35	34	17
Woman	20	41	24	13
 <b>Education (End of)</b>				
15-	8	23	36	32
16-19	15	37	32	14
20+	15	49	25	10
Still studying	86	14	0	0
<b>Type of ex-smoker</b>				
Smoked daily	13	37	32	17
Smoked occasionally	36	38	19	3

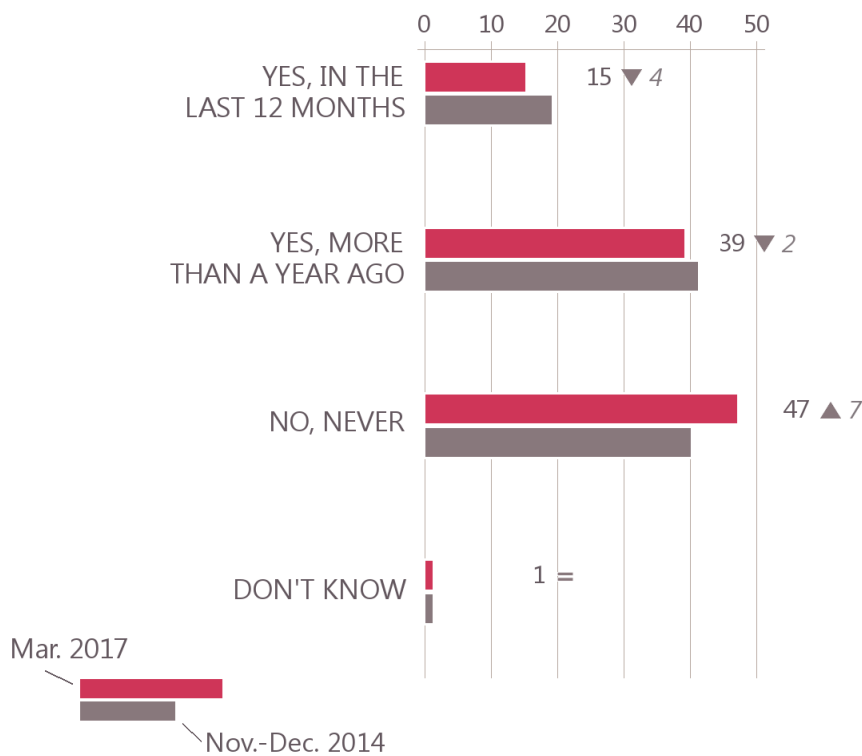
Base: respondents who used to smoke, N=5,632

b. Attempts to give up smoking

**- Over half of current smokers have attempted to quit smoking -**

Over half (54%) of respondents who currently smoke have at some point attempted to stop. Most of those attempts took place more than a year ago, with nearly four in ten (39%) of those polled giving this response. Less than a fifth (15%) have attempted to give up smoking in the last 12 months. The proportion of smokers who say they have never tried to give up smoking has increased by seven percentage points since the December 2014 survey.

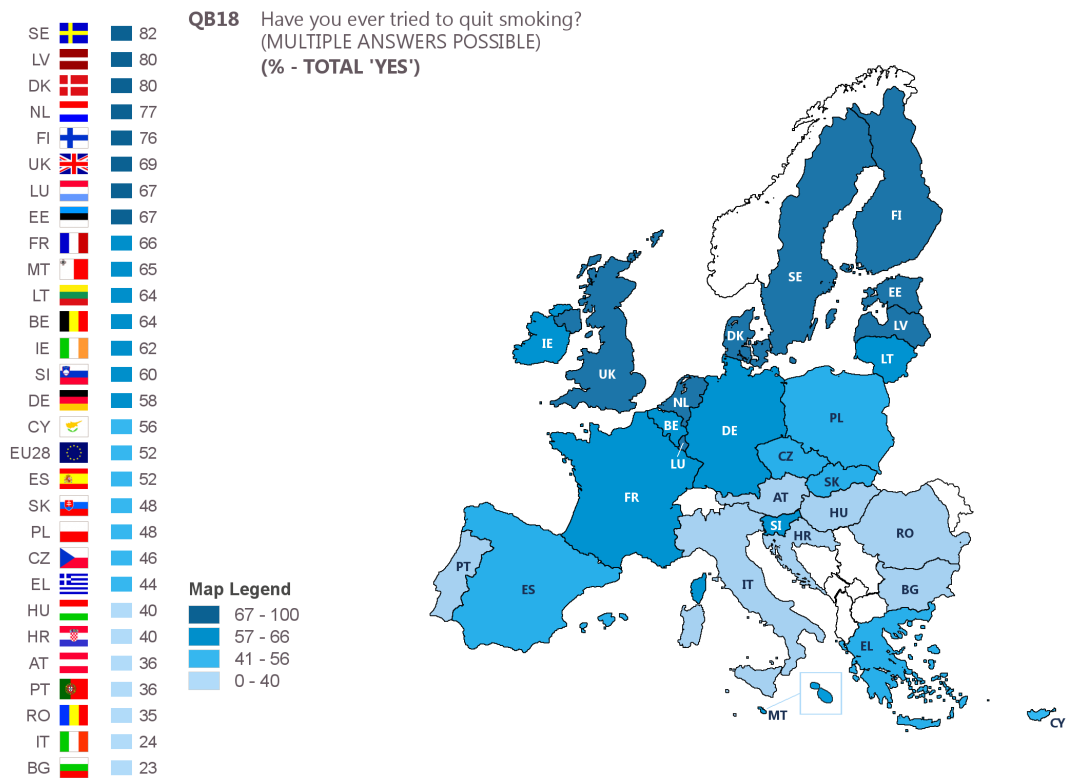
**QB18** Have you ever tried to quit smoking?  
(MULTIPLE ANSWERS POSSIBLE)  
(% - EU)



Base: respondents who smoke, N=7,293

There are large differences at the country level<sup>41</sup>. As the map shows, respondents in Northern Europe are generally more likely than their Southern European counterparts to have attempted to quit smoking. In five countries, more than three quarters (75%) of smokers have tried to quit, with the highest proportions found in Sweden (82%), Latvia (80%) and Denmark (80%). In Bulgaria (23%) and Italy (24%) less than a quarter of smokers have tried to quit, and the proportions are also low in Romania (35%), Portugal (36%) and Austria (36%).

<sup>41</sup> The following countries have a base size of less than 150 and should therefore be interpreted with caution: SE, LU, MT, CY



Base: respondents who smoke, N=7,293<sup>42</sup>





























Compared with the last survey, the proportion of respondents who attempted to quit smoking in the last 12 months has fallen by 4 percentage points. In 21 of 28 Member States, the proportion of those who have tried to quit recently has decreased, albeit by varying amounts. In Romania, it has decreased by 12 percentage points, and in Denmark by 11 percentage points, but in Austria, the Netherlands and Slovakia by only 2 percentage points.

Among those who tried to quit smoking more than a year ago, there is more country-level fluctuation. In Denmark, the proportion of respondents giving this answer has risen by 10 percentage points. In Belgium and Romania, the proportion of respondents has decreased by 11 percentage points, and in Italy it has decreased by 12 percentage points.

The most significant changes can be seen among those who have never tried to quit smoking. Since December 2014, the proportion of respondents who have never tried to quit has risen by 25 percentage points in Romania, by 19 percentage points in Italy, and by 17 percentage points in Bulgaria. This figure has not fallen by a comparable amount in any of the countries surveyed.

<sup>42</sup> The following countries have a base size of less than 150 and should therefore be interpreted with caution: SE, LU, MT, CY

**QB18** Have you ever tried to quit smoking? (MULTIPLE ANSWERS POSSIBLE)  
(% + EVOLUTION COMPARED WITH EB82.4 NOV.-DEC. 2014)

		Yes, in the last 12 months	2017 - 2014	Yes, more than a year ago	2017 - 2014	No, never	2017 - 2014	Don't know	Total 'Yes'	2017 - 2014
EU28		15	▼ 4	39	▼ 2	47	▲ 7	1	52	▼ 7
SE		43	▲ 6	45	=	18	▼ 6	0	82	▲ 6
DK		27	▼ 11	56	▲ 10	19	▲ 1	0	80	▼ 1
LV		23	▼ 3	59	▲ 6	20	▼ 1	0	80	▲ 4
NL		33	▼ 2	45	▼ 7	23	▲ 9	0	77	▼ 9
FI		30	▲ 1	46	▼ 1	22	▼ 3	3	76	▲ 3
UK		26	▼ 6	45	▲ 3	30	▲ 4	1	69	▼ 4
EE		28	▲ 6	40	▼ 4	32	▼ 2	1	67	▲ 3
LU		25	▲ 2	43	▼ 6	32	▲ 4	1	67	▼ 5
FR		17	▼ 5	50	▼ 4	34	▲ 8	0	66	▼ 8
MT		24	▼ 7	43	▲ 8	34	▼ 1	1	65	=
BE		22	▲ 1	42	▼ 11	36	▲ 9	0	64	▼ 8
LT		19	▼ 4	47	▼ 6	36	▲ 11	0	64	▼ 11
IE		29	▼ 5	34	▼ 3	38	▲ 6	0	62	▼ 6
SI		11	▼ 5	49	▲ 4	40	▲ 3	0	60	▼ 1
DE		17	▲ 2	42	▲ 2	40	▼ 6	2	58	▲ 4
CY		17	▼ 3	42	=	44	▲ 4	0	56	▼ 4
ES		15	▼ 4	38	▼ 4	48	▲ 7	0	52	▼ 7
PL		14	▼ 5	37	▲ 4	50	▲ 2	2	48	▼ 1
SK		14	▼ 2	36	▼ 7	52	▲ 13	0	48	▼ 11
CZ		9	▼ 5	37	▼ 5	54	▲ 10	0	46	▼ 10
EL		12	▲ 1	35	▲ 2	55	▼ 2	0	44	▲ 1
HR		9	▼ 8	31	▼ 5	58	▲ 10	2	40	▼ 10
HU		8	▼ 9	32	▼ 7	59	▲ 14	1	40	▼ 15
AT		8	▼ 2	29	▼ 8	64	▲ 11	0	36	▼ 10
PT		6	▼ 3	30	▲ 6	64	▼ 4	0	36	▲ 4
RO		8	▼ 12	28	▼ 11	64	▲ 25	1	35	▼ 23
IT		3	▼ 6	22	▼ 12	76	▲ 19	0	24	▼ 19
BG		5	▼ 5	18	▼ 9	77	▲ 17	0	23	▼ 14



Base: respondents who smoke, N=7,293<sup>43</sup>

<sup>43</sup> The following countries have a base size of less than 150 and should therefore be interpreted with caution: SE, LU, MT, CY

There are few significant **socio-demographic differences** regarding attempts to stop smoking.

- Smokers aged between 15 and 24 (22%) are almost twice as likely as those aged 40 or more (12%) to have attempted to give up smoking in the last 12 months. On the other hand, younger smokers (58%) are also considerably more likely than those aged 40 or more (42%) to say that they have never tried to give up.
- Half (50%) of respondents who finished education at or before the age of 15 say that they have never tried to give up smoking, compared with just over four in ten (43%) of those who finished their education at or after the age of 20. Conversely, nearly a fifth (18%) of those with higher levels of education have tried to give up smoking in the last year, compared with just over one in ten (12%) of those with lower levels of education.
- Perhaps unsurprisingly, the length of time a respondent spent smoking is linked to the likelihood of trying to quit. Those who have smoked for more than 20 years (57-58%) have tried to quit, with this figure dropping to 29% among those who have taken up smoking in the last two years.
- It is worth noting that 19% of those who have taken up smoking in the last two years have tried to quit in the last 12 months.
- Heavy smokers (21+ cigarettes a day) are the least likely to have tried to quit smoking (46%), particularly when compared to those who currently smoke 10 or fewer a day (55%).
- When it comes to the overall experience of quitting, there are no differences between daily and occasional smokers. However, occasional smokers are particularly more likely to have tried to quit in the last 12 months (24% vs. 14% of daily smokers).

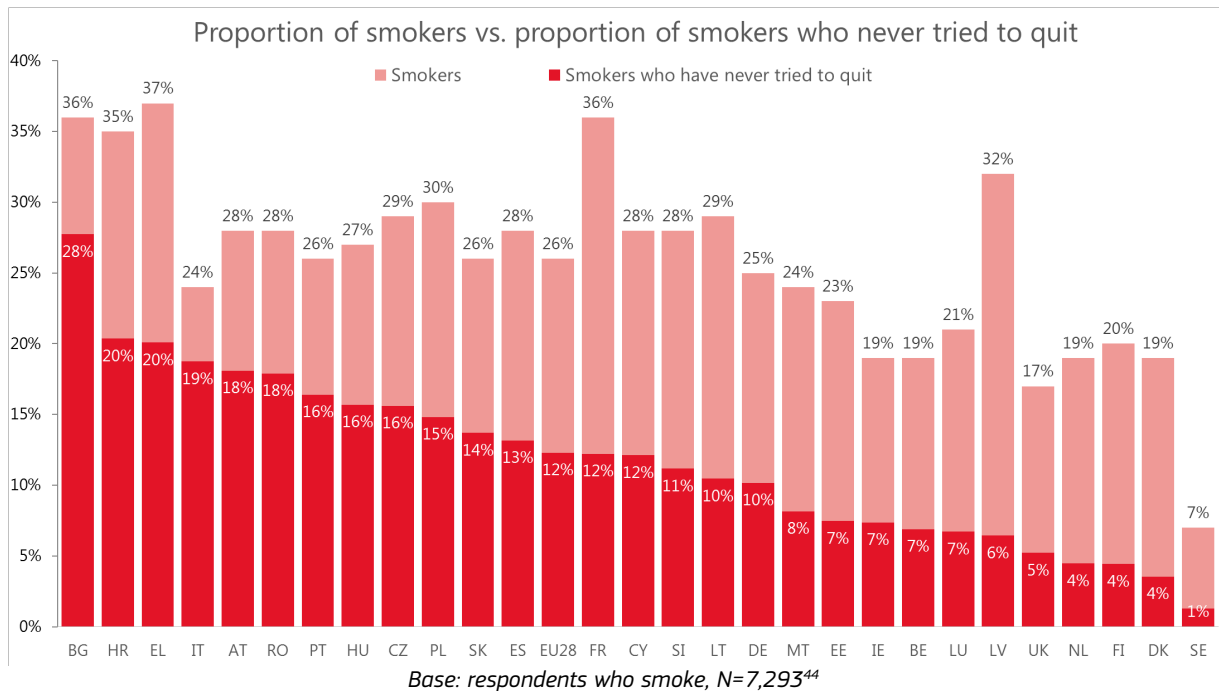
**QB18** Have you ever tried to quit smoking? (MULTIPLE ANSWERS POSSIBLE)  
(% - EU)

	Yes, in the last 12 months	Yes, more than a year ago	No, never	Don't know	Total 'Yes'
EU28	15	39	47	1	52
 Age					
15-24	22	19	58	2	40
25-39	17	32	52	0	48
40-54	12	47	42	1	57
55 +	12	46	42	1	57
 Education (End of)					
15-	12	38	50	1	49
16-19	13	41	47	1	52
20+	18	41	43	0	56
Still studying	24	19	54	3	43
<b>Length of time as a smoker</b>					
2 years or less	19	11	71	0	29
3-5 years	24	18	57	1	42
6-10 years	20	26	54	0	46
11-20 years	17	35	49	1	50
21-40 years	13	46	42	1	57
More than 40 years	11	48	42	0	58
<b>No. cigarettes smoked a day</b>					
Total '10-'	19	37	45	1	55
Total '11+ '	11	40	50	1	50
Total '20-'	15	39	47	1	53
Total '21+ '	11	35	53	1	46
<b>Type of smoker</b>					
Smokes daily	14	39	47	1	52
Smokes occasionally	24	29	45	4	51

Base: respondents who smoke, N=7,293

### Current smokers vs. current smokers who have never tried to quit

The chart below compares the total proportion of smokers per country with the proportion of smokers that have never tried to quit. In the EU, 12% of respondents are smokers who have never tried to quit smoking. The proportion of smokers that have never tried to quit varies considerably between countries and seems to be independent of overall smoking prevalence. For example, while 36% of respondents in France consider themselves smokers only 12% of respondents are smokers who have never tried to quit. In Latvia, 32% of respondents are smokers, but only 6% are smokers who have never tried to quit.



In Italy, on the contrary, less than a quarter of respondents are smokers (24%) and 19% of respondents have never tried to quit. Focussing on this group of smokers, Italy ranks fourth in Europe with a particularly high share of people who have never tried to quit.

In eleven EU countries, less than 10% of the respondents are smokers that have never tried to quit. In these countries, it may be that citizens are more conscious of the danger of tobacco smoke and are therefore more motivated to try to quit.

On the contrary, at least 20% of respondents are smokers who have never tried to quit in Bulgaria (28%), Croatia (20%) and Greece (20%).

<sup>44</sup> The following countries have a base size of less than 150 and should therefore be interpreted with caution: SE, LU, MT, CY



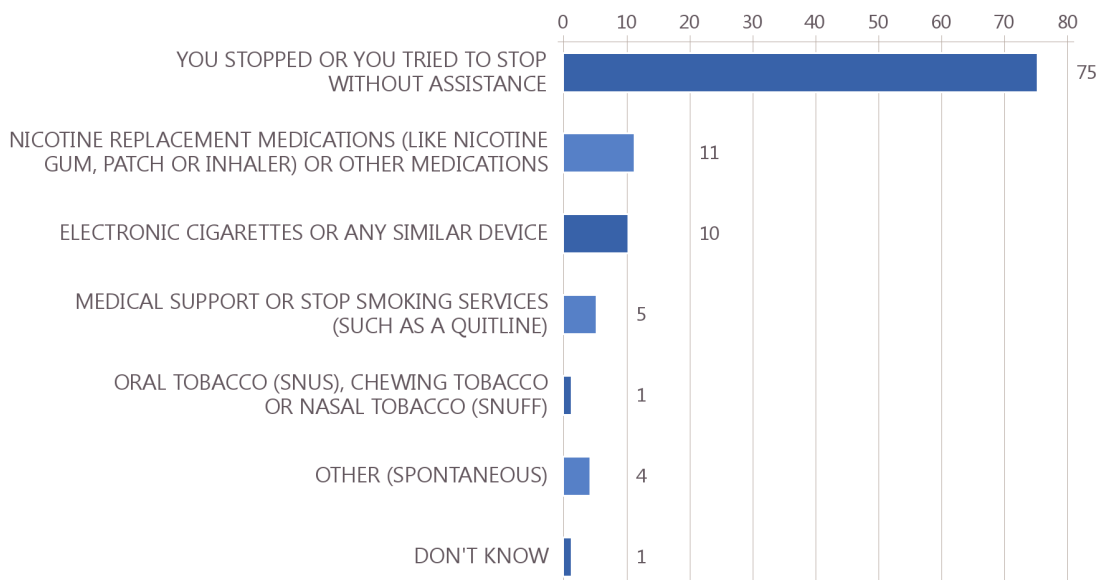
c. Aids used to give up smoking

**- Three quarters of those who have stopped smoking, or tried to stop, did not seek assistance -**

Only a minority of smokers who have given up smoking or have attempted to give up smoking did so using various methods of assistance. Three quarters (75%) of those polled said that they gave up smoking – or attempted to give up smoking – without using any of these methods.

Just over one in ten (11%) mention nicotine replacement medications, and a further one in ten (10%) mention electronic cigarettes. Other options are less popular: only 5% used medical support or other services to help stop smoking, while only 1% switched to using oral, chewing or nasal tobacco.

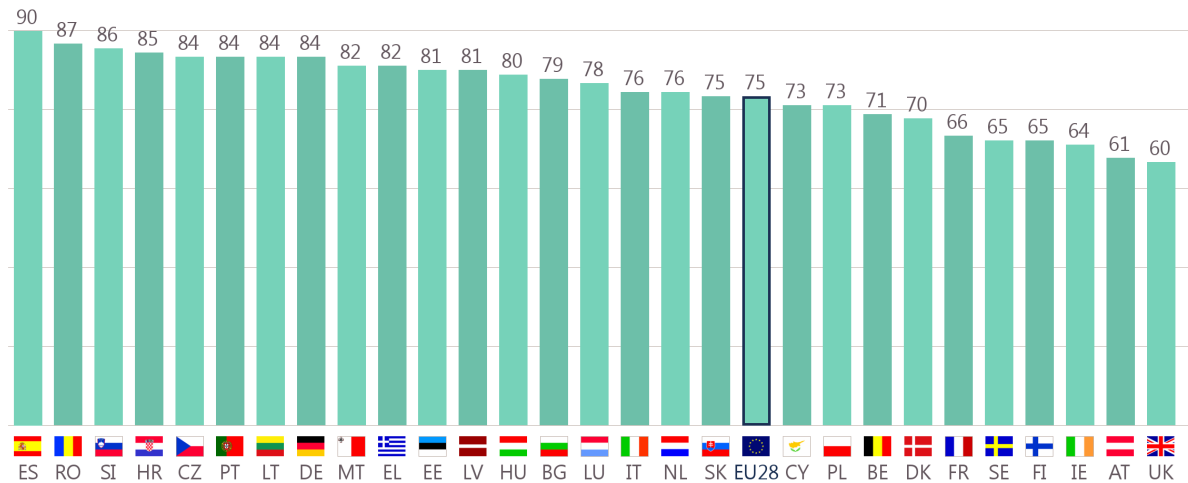
**QB19** Which of the following did you use in order to stop or to try to stop smoking? (MULTIPLE ANSWERS POSSIBLE) (% - EU)



Base: respondents who used to smoke or have tried to stop, N=9,430

There are significant differences at the country level in the proportions of those who attempted to stop smoking without assistance. In Spain, nine in ten (90%) of those polled attempted to stop smoking on their own, with a similar proportion of respondents in Romania (87%) and Slovenia (86%) giving this answer. However, in five countries fewer than two thirds (66%) of respondents have tried to quit without assistance, with particularly low proportions in the United Kingdom (60%) and Austria (61%).

**QB19** Which of the following did you use in order to stop or to try to stop smoking? (MULTIPLE ANSWERS POSSIBLE)  
(% - YOU STOPPED OR YOU TRIED TO STOP WITHOUT ASSISTANCE)



Base: respondents who used to smoke or have tried to stop, N=9,430

Since the December 2014 survey, there have been significant increases in the proportion of respondents who have tried to stop smoking without assistance. However, it should be stressed that the question has been heavily modified in this wave of the study<sup>45</sup>.

Overall, the proportion of respondents who give this answer has increased by 10 percentage points. In several countries, the increase has been significantly greater, with the proportion of respondents who have attempted to stop smoking by themselves rising by 27 percentage points in Romania, and by 19 percentage points in Slovenia and Germany. Only two countries have seen a decrease: Austria, by 6 percentage points, and Greece, by 3 percentage points. Regardless of the extent of change, in all countries a majority of respondents give this answer.

In the case of nicotine replacement medication and electronic cigarettes, country level differences are more varied. In Austria (22%) and Finland (22%) over a fifth of respondents have used nicotine replacement medication in an attempt to stop smoking, as have nearly a fifth of those polled in Belgium (17%), the United Kingdom (17%), and France (18%). Yet in Spain (3%), Croatia (3%) and Bulgaria (4%), these methods are unpopular. In the United Kingdom, nearly a fifth (22%) of respondents have used electronic cigarettes as a means to give up smoking, as have nearly a fifth of those polled in Ireland (18%) and France (17%). However, in several countries these devices are unpopular as an aid for giving up smoking, notably Sweden (2%), Slovenia (2%), Romania (2%) and Latvia (2%).

In most cases, changes in the proportion of respondents using nicotine replacement medication or electronic cigarettes have been minimal, although the proportion of respondents using nicotine replacement medication has fallen by seven percentage points in Sweden, and the proportion of those using electronic cigarettes has fallen by the same amount in Poland.

In all cases, less than one in ten of those polled has used medical support or stop smoking services in an attempt to quit smoking, with the highest proportions recorded in the United Kingdom (8%), the Netherlands (8%), Austria and Italy (both 9%).

Oral, chewing or nasal tobacco is used by very few respondents in all countries aside from Sweden, where nearly a fifth (19%) of those attempting to give up smoking have used these alternatives.

<sup>45</sup> In 2014, the survey additionally asked about different "quit-lines", alternative therapies and smokeless cigarettes as individual items. For the sake of comparison, the quit-lines and alternative therapies were grouped with "support from a doctor" and compared with the 2017 item of "medical support".

**QB19** Which of the following did you use in order to stop or to try to stop smoking?  
(MULTIPLE ANSWERS POSSIBLE)  
(% + EVOLUTION COMPARED WITH EB82.4 NOV.-DEC. 2014)

		You stopped or you tried to stop without assistance		Nicotine replacement medications (like nicotine gum, patch or inhaler) or other medications		Electronic cigarettes or any similar device		Medical support or stop smoking services (such as a quitline)		Oral tobacco (snus), chewing tobacco or nasal tobacco (snuff)		Other (SPONTANEOUS)		Don't know
		2017 - 2014		2017 - 2014		2017 - 2014		2017 - 2014		2017 - 2014		2017 - 2014		
EU28		75	▲10	11	▼1	10	=	5	▼4	1	=	4	▼8	1
AT		61	▼6	22	▲3	9	▲4	9	▼1	1	=	8	▼1	1
BE		71	=	17	▲2	12	▲4	5	▼9	1	▲1	3	▼6	0
BG		79	▲11	4	▼3	7	▼4	0	▼6	0	=	8	▼3	3
CY		73	=	6	=	12	▼4	6	▲1	0	=	8	▲3	0
CZ		84	▲8	7	▼6	9	▼2	3	▼6	0	▼1	1	▼5	1
DE		84	▲19	5	▼4	3	▼1	3	▼5	1	=	6	▼8	1
DK		70	▲9	14	▼2	8	=	6	▼6	1	=	6	▼11	1
EE		81	▲7	11	=	7	▲1	2	▼4	2	▲2	5	▼5	0
EL		82	▼3	5	▲1	13	▲5	1	▼1	1	▲1	2	▼4	0
ES		90	▲10	3	▼3	5	▼2	2	▼1	0	=	2	▼6	0
FI		65	▲13	22	▼1	5	▼1	4	▼4	3	=	6	▼7	1
FR		66	▲7	18	▲1	17	▼1	5	▼4	0	=	4	▼8	0
HR		85	▲15	3	▼3	5	=	3	▼6	0	▼1	2	▼11	3
HU		80	▲10	12	▲2	6	▼3	4	▼6	1	▼2	0	▼7	2
IE		64	▲10	13	▼4	18	▼1	3	▼8	1	=	5	▼6	2
IT		76	▲7	11	=	7	▼2	9	▼6	1	▼1	2	▼11	1
LT		84	▲6	7	▲3	5	▲2	2	▼2	1	=	7	▼5	1
LU		78	▲6	11	▼3	6	▲3	2	▼4	0	▼1	5	▼10	1
LV		81	▲7	8	▼1	2	▼1	4	▼1	2	▲1	7	▼9	1
MT		82	▲15	6	▲3	6	▲1	5	▼5	0	=	6	▼17	2
NL		76	▲3	12	=	9	▲2	8	▼2	0	=	5	▼9	0
PL		73	▲9	12	▲2	5	▼7	4	▼4	2	▲2	5	▼8	1
PT		84	▲12	6	▼5	8	▲4	4	▼7	0	▼2	2	▼7	0
RO		87	▲27	5	▼1	2	▼4	2	▼5	1	=	5	▼15	2
SE		65	▲5	13	▼7	2	=	6	▲1	19	=	3	▼5	0
SI		86	▲19	6	▼2	2	=	2	▼4	0	▼2	5	▼19	0
SK		75	▲9	10	▲1	4	▼2	3	▼5	1	=	8	▼2	4
UK		60	▲8	17	▼1	22	▲3	8	=	0	▼1	3	▼8	2

Base: respondents who used to smoke or have tried to stop, N=9,430

There are few significant **socio-demographic differences**.

- There are no notable differences when it comes to gender.
- 16% of those aged between 15 and 24 have used electronic cigarettes in an attempt to give up smoking, compared with only 6% of those aged 55 or more.
- Respondents who finished their education at or before the age of 15 (81%) are somewhat more likely to have attempted to give up smoking without the use of aids than those who finished their education at or after the age of 20 (75%).
- Respondents who stopped smoking are much more likely than current smokers to say that they did it without assistance (81% vs. 66%). Current smokers are more likely to have used electronic cigarettes (15% vs. 6%) or nicotine replacements (16% vs. 7%) than those who stopped.
- 20% of those who quit in the last two years and 16% of those who quit in the last 3-5 years used electronic cigarettes. People who quit smoking more than 10 years ago are generally more likely to say that they stopped or tried to stop without assistance (81-88% compared with 65-76% of those who quit more recently).
- Heavy smokers (more than 20 cigarettes a day) are much more likely to have used each of the aids than those who smoke 10 or fewer cigarettes per day.
- Current and former daily smokers are slightly more likely to have used nicotine replacement medication than occasional smokers.

**QB19** Which of the following did you use in order to stop or to try to stop smoking? (MULTIPLE ANSWERS POSSIBLE)  
(% - EU)

	Nicotine replacement medications (like nicotine gum, patch or inhaler) or other medications	Electronic cigarettes or any similar device	Oral tobacco (snus), chewing tobacco or nasal tobacco (snuff)	Medical support or stop smoking services (such as a quitline)	You stopped or you tried to stop without assistance	Other (SPONTANEOUS)	Don't know	Total 'At least one aid'	Only 'You stopped or you tried to stop without assistance'
EU28	11	10	1	5	75	4	1	27	72
<b>Gender</b>									
Man	10	10	1	5	76	4	1	26	74
Woman	13	9	1	5	73	5	1	29	70
<b>Age</b>									
15-24	5	16	1	3	71	8	1	31	68
25-39	9	14	1	4	72	4	0	30	70
40-54	14	11	1	6	73	3	1	30	69
55 +	11	6	1	5	78	4	1	24	75
<b>Education (End of)</b>									
15-	7	7	0	3	81	4	1	21	79
16-19	12	11	1	6	72	4	1	30	69
20+	12	8	2	5	75	4	1	27	72
Still studying	6	16	2	3	72	6	2	29	69
<b>Smokers / Non-Smokers</b>									
Smokers	16	15	1	6	66	4	1	37	62
Stopped smoking	7	6	1	4	81	4	1	21	78
<b>Length of time since stopped smoking</b>									
2 years or less	8	20	1	6	68	4	1	34	65
3-5 years	9	16	1	7	70	4	0	32	68
6-10 years	12	5	1	6	80	4	0	23	76
11-20 years	10	1	2	3	84	4	1	18	81
More than 20 years	2	0	1	3	89	5	1	11	88
<b>No. cigarettes smoked a day</b>									
Total '10-'	14	14	1	6	69	5	1	33	66
Total '11+'	20	17	1	6	64	3	1	41	58
Total '20-'	16	15	1	6	67	4	1	36	63
Total '21+'	23	20	0	6	58	4	1	46	53
<b>Type of smoker</b>									
Smokes daily	17	15	1	6	67	4	1	37	63
Smokes occasionally	13	13	1	8	62	10	0	39	60
<b>Type of ex-smoker</b>									
Smoked daily	8	6	1	5	80	4	1	21	78
Smoked occasionally	3	3	2	4	85	6	1	16	83

Base: respondents who used to smoke or have tried to stop, N=9,430

#### IV. E-CIGARETTE CONSUMPTION IN THE EUROPEAN UNION

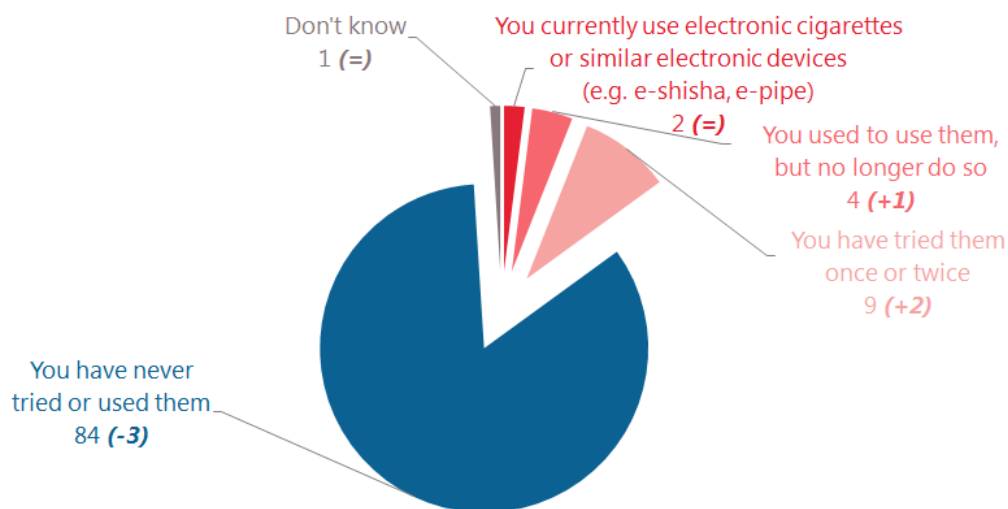
Electronic cigarettes (e-cigarettes) have become increasingly available in the last few years, and are marketed as an alternative to smoking. All respondents were asked whether they had used electronic cigarettes.<sup>46</sup> Those who used them or used to use them were asked about their frequency of use, and about the flavours they had consumed.<sup>47</sup>

### 1 Prevalence of electronic cigarettes or similar devices in the EU

#### - 15% of respondents have at least tried e-cigarettes -

Nearly one in ten (9%) have tried them once or twice but do not use them regularly. Very few currently use them, with only 2% of respondents giving this answer. A further 4% used to use them, but no longer do. Over eight in ten (84%) of those polled say that they have never tried or used electronic cigarettes. There has been little change since the previous survey in responses to this question.

**QB11** Which of the following statements about the use of electronic cigarettes or any similar electronic devices (e-shisha, e-pipe) applies to you?  
(% - EU)



(Mar. 2017 - Nov.-Dec. 2014)

Base: All respondents, N=27,901

<sup>46</sup> QB11 Which of the following statements about the use of electronic cigarettes or any similar electronic devices (e-shisha, e-pipe) applies to you? You currently use electronic cigarettes or similar electronic devices (e.g. e-shisha, e-pipe); You used to use them, but no longer do so; You have tried them once or twice; You have never tried or used them; Don't know.

<sup>47</sup> QB12. How often do/did you use electronic cigarettes or similar electronic devices (e.g. e-shisha, e-pipe)? Every day; Every week; Every month; Less than monthly; Refusal; Don't know.






























QB13. Which of the following e-cigarette liquid flavours do/did you use on a monthly basis? Tobacco; Menthol or mint; Fruit, like cherry or strawberry; Candy, like chocolate or vanilla; Alcohol flavour, like whisky or champagne; Other flavours; Don't know.

Among those who currently use e-cigarettes, country-level differences are minimal. The highest proportion of respondents who use e-cigarettes is found in the United Kingdom (5%). The situation is similar when it comes to those who used to use them, but have stopped doing so -in France, this concerns nearly one in ten (9%), but elsewhere it is lower.

There are more differences in the case of those who have tried them once or twice. In Latvia, a fifth (20%) of respondents have tried e-cigarettes at some point, as have 16% of those polled in Czech Republic and 15% of respondents in Estonia.

Among those who have never tried them, the proportion ranges from over nine in ten of those surveyed in Portugal (92%) and nine in ten of respondents in Italy (90%) and Hungary (90%) to only three quarters of respondents in France (75%) and just over three quarters of those surveyed in Latvia (76%) and Austria (77%).

**QB11** Which of the following statements about the use of electronic cigarettes or any similar electronic devices (e-shisha, e-pipe) applies to you?  
(%)

		You currently use electronic cigarettes or similar electronic devices (e.g. e-shisha, e-pipe)	You used to use them, but no longer do so	You have tried them once or twice	You have never tried them or used them	Don't know
EU28		2	4	9	<b>84</b>	1
PT		1	2	5	<b>92</b>	0
IT		0	4	5	<b>90</b>	1
HU		1	2	6	<b>90</b>	1
RO		0	2	7	<b>89</b>	2
SE		0	2	8	<b>89</b>	1
SI		1	2	8	<b>89</b>	0
BG		0	1	8	<b>88</b>	3
SK		0	2	8	<b>88</b>	2
ES		1	2	9	<b>88</b>	0
HR		0	1	10	<b>87</b>	2
DE		2	2	8	<b>86</b>	2
LU		2	3	7	<b>86</b>	2
PL		1	3	9	<b>85</b>	2
IE		2	2	9	<b>85</b>	2
NL		2	3	10	<b>85</b>	0
EL		3	3	9	<b>85</b>	0
LT		1	3	11	<b>84</b>	1
MT		2	4	6	<b>84</b>	4
BE		4	4	8	<b>84</b>	0
DK		2	5	9	<b>83</b>	1
FI		1	3	13	<b>82</b>	1
CZ		1	3	16	<b>79</b>	1
CY		3	5	13	<b>79</b>	0
UK		5	3	10	<b>79</b>	3
EE		1	5	15	<b>78</b>	1
AT		3	6	12	<b>77</b>	2
LV		1	3	20	<b>76</b>	0
FR		4	9	11	<b>75</b>	1

Base: All respondents, N=27,901



Those who have never smoked are the least likely to say that they use e-cigarettes, used to use them, or have tried them once or twice, and the most likely to say that they have never used them.

Very similar proportions of current smokers and ex-smokers currently use e-cigarettes. In some countries, the proportion of current smokers outweighs the proportion of ex-smokers, while in others, the reverse is true. The most significant difference is seen in the United Kingdom, where the proportion of ex-smokers (14%) using e-cigarettes is greater than the proportion of current smokers (6%) using them.

Current smokers are generally more likely than ex-smokers to have used or to have tried e-cigarettes, but proportions vary from country to country. In France, over a fifth (21%) of current smokers used to use e-cigarettes, compared with only 5% of ex-smokers. A similar pattern can be seen in several other countries, such as Belgium (14%, compared with 4%), Denmark (19%, compared with 3%), and Malta (17%, compared with 0%). However, in Austria equal proportions of current smokers (10%) and ex-smokers (10%) are former users of e-cigarettes, while in Italy ex-smokers (10%) outnumber current smokers (7%).

Among those who have tried e-cigarettes once or twice, current smokers outnumber former smokers in all countries. Among current smokers, the proportion who give this response ranges from over one in ten (13%) of those polled in Italy (where the corresponding proportion of ex-smokers is 8%) to nearly four in ten of those polled in Finland (38%), the Czech Republic (37%), and Latvia (37%). Latvia also has the highest proportion of ex-smokers who have tried these products once or twice, at nearly a quarter of those polled (24%).

In 27 of the 28 Member States, the proportion of ex-smokers who have never tried or used e-cigarettes is greater than the proportion of current smokers who give this answer. The exception is Italy, where just under eight in ten (79%) of respondents in both categories give this answer. In almost all cases, at least half of current and former smokers have never tried e-cigarettes. The exceptions are the United Kingdom (47%) and France (45%), where less than half of current smokers have never tried them.

**QB11** Which of the following statements about the use of electronic cigarettes or any similar electronic devices (e-shisha, e-pipe) applies to you? (%)

	You currently use electronic cigarettes or similar electronic devices (e.g. e-shisha, e-pipe)			You used to use them, but no longer do so			You have tried them once or twice			You have never tried or 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	4	0	10	4	1	23	7	2	62	84	96	1	1	1
AT	7	3	1	10	10	2	25	12	5	56	73	89	2	2	3
BE	8	6	1	14	4	1	27	5	3	50	85	95	1	0	0
BG	0	1	0	3	2	0	19	7	1	77	88	96	1	2	3
CY	6	1	1	14	8	0	25	14	5	55	76	94	0	1	0
CZ	3	2	0	8	4	1	37	18	4	52	76	94	0	0	1
DE	6	1	0	7	3	0	22	6	2	64	88	96	1	2	2
DK	7	2	0	19	3	0	23	8	4	51	86	95	0	1	1
EE	3	1	1	14	3	1	32	19	6	50	76	91	1	1	1
EL	4	5	0	8	2	0	19	6	2	69	87	98	0	0	0
ES	2	0	0	7	1	0	23	7	2	68	92	98	0	0	0
FI	4	2	0	4	5	0	38	11	4	54	81	95	0	1	1
FR	8	6	0	21	5	0	25	6	2	45	83	97	1	0	1
HR	0	2	0	2	0	0	24	6	2	72	92	96	2	0	2
HU	0	3	0	5	1	0	14	9	2	80	87	96	1	0	2
IE	4	7	0	10	2	0	28	10	2	56	80	95	2	1	3
IT	0	1	0	7	10	1	13	8	1	79	79	96	1	2	2
LT	3	0	0	8	3	0	22	15	4	66	79	95	1	3	1
LU	7	0	0	6	5	1	20	5	3	67	88	93	0	2	3
LV	3	0	0	5	3	0	37	24	7	55	73	93	0	0	0
MT	6	3	0	17	0	0	17	2	2	58	86	95	2	9	3
NL	5	1	0	13	3	0	32	5	3	50	90	97	0	1	0
PL	3	1	0	6	6	1	26	5	1	64	86	97	1	2	1
PT	3	1	0	7	0	0	18	1	1	72	98	99	0	0	0
RO	1	1	0	6	1	1	18	3	2	74	93	95	1	2	2
SE	0	1	0	8	2	0	24	10	3	68	86	96	0	1	1
SI	1	1	0	5	2	1	21	7	2	73	90	97	0	0	0
SK	1	0	0	5	1	0	20	11	2	72	87	97	2	1	1
UK	6	14	1	7	6	0	35	10	3	47	69	94	5	1	2

Base: All respondents, N=27,901

The clearest **socio-demographic differences** emerge when we look at the proportion of respondents who have at least tried e-cigarettes:

- Men (17%) are slightly more likely than women (12%) to say they have at least tried e-cigarettes.
- A quarter of young people have at least tried e-cigarettes as have 21% of those aged 25-39. By comparison 6% of respondents aged 55 or over have done so.
- Respondents who left full-time education at the age of 20 or over (14%) are slightly more likely to have at least tried e-cigarettes than those who left at the age of 15 or before (8%).
- Unemployed people (25%), manual workers (20%), students (19%) and the self-employed (18%) are most likely to have tried e-cigarettes.
- Those who have trouble paying their bills are particularly likely to have at least tried e-cigarettes (23%), especially when compared to those who never or almost never have these difficulties (12%).
- Unsurprisingly, smokers (37%) are much more likely to have tried e-cigarettes, particularly when compared to those who have never smoked (3%).
- Almost half of respondents who have tried to quit smoking have also tried e-cigarettes (47%).
- More established smokers are significantly less likely to have tried e-cigarettes: around half of those who have been smoking for 5 or less years have tried them (48-51%), compared to 13-29% of those who have been smoking for more than 20 years.
- Occasional smokers (42%) are slightly more likely to have tried e-cigarettes than daily smokers (32%).

**QB11** Which of the following statements about the use of electronic cigarettes or any similar electronic devices (e-shisha, e-pipe) applies to you?  
(% - EU)

	At least tried
EU28	15
<b>Gender</b>	
Man	17
Woman	12
<b>Age</b>	
15-24	25
25-39	21
40-54	15
55 +	6
<b>Education (End of)</b>	
15-	8
16-19	16
20+	14
Still studying	19
<b>Socio-professional category</b>	
Self-employed	18
Managers	12
Other white collars	16
Manual workers	20
House persons	8
Unemployed	25
Retired	6
Students	19
<b>Difficulties paying bills</b>	
Most of the time	23
From time to time	18
Almost never/ Never	12
<b>Smokers / Non-Smokers</b>	
Smokers	37
Stopped smoking	16
Never smoked	3
Non-Smokers	6
<b>Tried to quit smoking</b>	
Yes	47
No	27
<b>Length of time as a smoker</b>	
2 years or less	51
3-5 years	48
6-10 years	46
11-20 years	39
21-40 years	29
More than 40 years	13
<b>Type of smoker</b>	
Smokes daily	37
Smokes occasionally	42

Base: All respondents, N=27,901

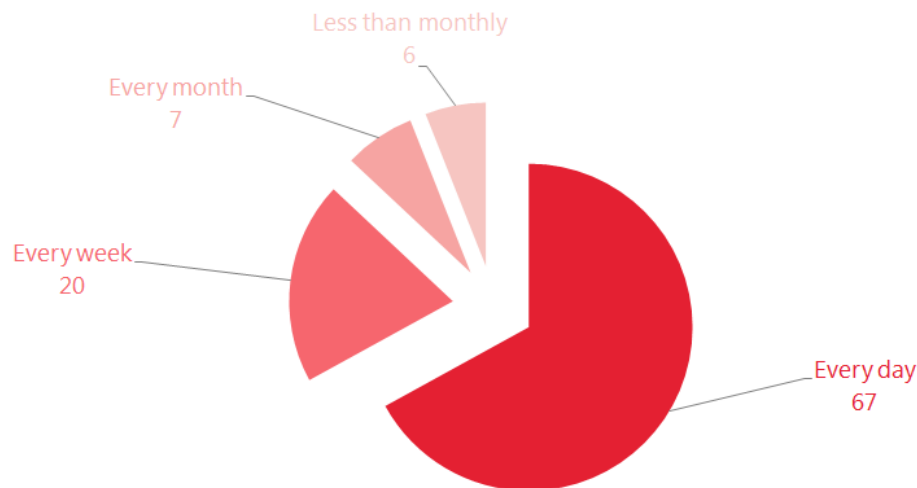
## 2 Frequency of use

### a. Current e-cigarette users

#### - Two thirds of e-cigarette users use them on a daily basis -

Among those who use electronic cigarettes, the majority use them daily, with two thirds (67%) giving this response. A further fifth (20%) do so every week, while less than one in ten use them monthly (7%) or less than monthly (6%). Overall, this means that 1% of respondents across the EU are daily e-cigarette users.

**QB12a** How often do you use electronic cigarettes or similar electronic devices (e.g. e-shisha, e-pipe)?  
(% - EU)







Base: respondents who use e-cigarettes, N=565

There are too few cases to make statistically significant country-level comparisons. The **socio-demographic analysis** focuses on the proportion of e-cigarette users who use them every day, as other categories have insufficient responses to ensure statistical significance.

- Over seven in ten (71%) male users of e-cigarettes use them daily, compared with less than six in ten (57%) of women.
- Just over half (52%) of those aged between 15 and 24 use e-cigarettes daily, compared with around two thirds (66%) or more of those in older age groups.
- The less well educated are more likely to use e-cigarettes more frequently: over eight in ten (81%) of respondents who finished their education at or before the age of 15 give this response, compared with less than seven in ten (69%) of those who left education at the age of 20 or more.
- The unemployed (45%) and house persons (38%) are significantly less likely to use these devices on a daily basis than those in other socio-professional categories.

**QB12a** How often do you use electronic cigarettes or similar electronic devices (e.g. e-shisha, e-pipe)?  
(% - EU)

	Every day
EU28	67
 <b>Gender</b>	
Man	71
Woman	57
 <b>Age</b>	
15-24	52
25-39	72
40-54	65
55 +	71
 <b>Education (End of)</b>	
15-	81
16-19	62
20+	69
Still studying	78
 <b>Socio-professional category</b>	
Self-employed	69
Managers	66
Other white collars	76
Manual workers	63
House persons	38
Unemployed	45
Retired	80
Students	78

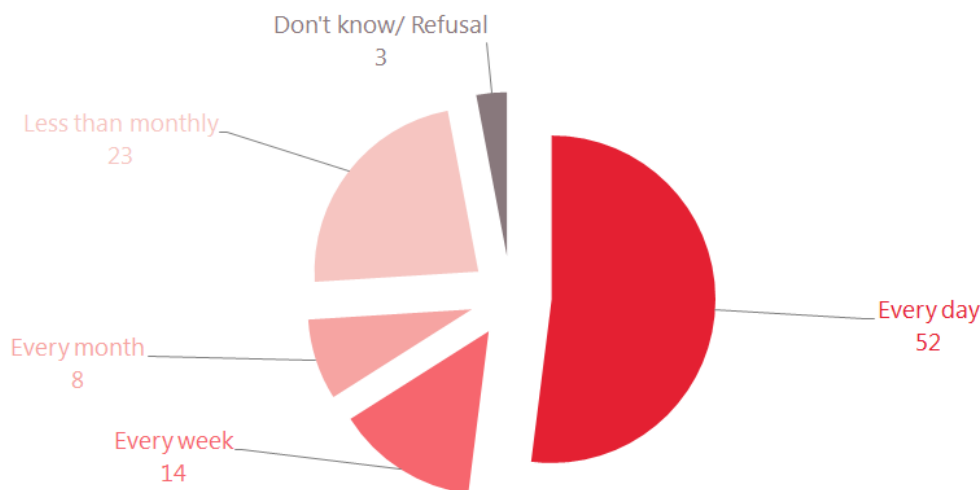
*Base: respondents who use e-cigarettes, N=565*

## b. Ex e-cigarette users

**- Over half of former users of e-cigarettes used them on a daily basis -**

The proportion of former users of e-cigarettes who used them daily is somewhat smaller than the corresponding proportion of current users. Just over half (52%) of former users vaped e-cigarettes daily, while over one in ten (14%) used them on a weekly basis, just under one in ten (8%) used them every month, and just under a quarter (23%) used them less than monthly.

**QB12b** How often did you use electronic cigarettes or similar electronic devices (e.g. e-shisha, e-pipe)?  
(% - EU)






Base: respondents who used to use e-cigarettes, N=1,000

There are few significant and statistically reliable **socio-demographic differences** among those who used to use e-cigarettes.

- Less than half (49%) of men used to use them daily, compared with nearly six in ten women (57%).
- Only just over four in ten (41%) of respondents aged between 15 and 24 used to use e-cigarettes on a daily basis, compared with six in ten (60%) of those aged between 40 and 54, and nearly as many (57%) of those aged 55 or more.
- Nearly three quarters (74%) of respondents who finished their education at or before the age of 15 used to use e-cigarettes daily, compared with over four in ten (43%) of those who finished their education at or after the age of 20.

**QB12b** How often did you use electronic cigarettes or similar electronic devices (e.g. e-shisha, e-pipe)?  
(% - EU)

	Every day
EU28	52
 <b>Gender</b>	
Man	49
Woman	57
 <b>Age</b>	
15-24	41
25-39	46
40-54	60
55 +	57
 <b>Education (End of)</b>	
15-	74
16-19	56
20+	43
Still studying	37

*Base: respondents who used to use e-cigarettes, N=1,000*



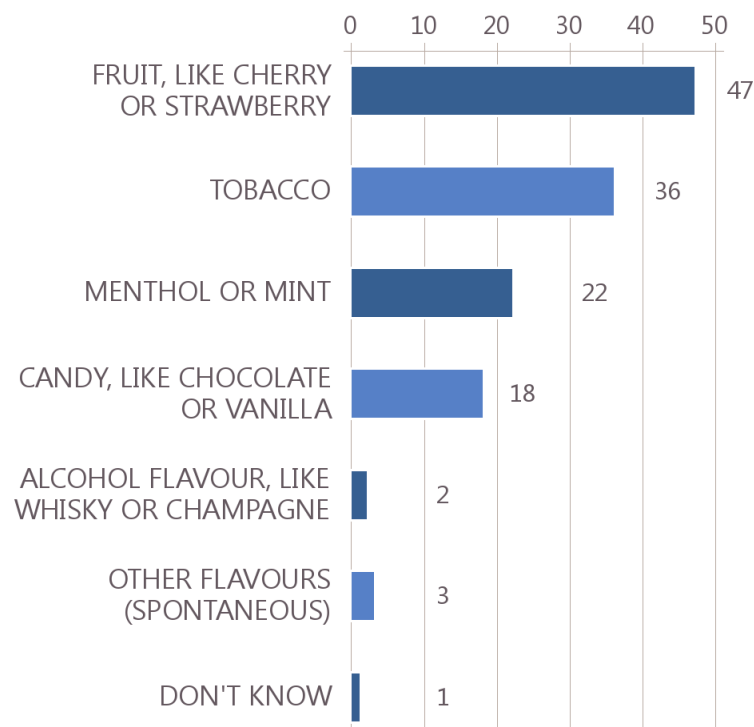
### 3 Types of flavours used on a monthly basis

#### a. Current e-cigarette users

**- The most popular flavour of e-cigarette among current users is fruit flavour, preferred by nearly half of respondents -**

Among current e-cigarette users who use them at least on a monthly basis, the most popular flavour of e-cigarette is fruit flavour, mentioned by nearly half (47%) of respondents. Tobacco flavour (36%) is slightly less popular, followed by menthol or mint (22%) and candy flavour (18%). Alcohol flavoured e-cigarettes are the least popular, favoured by only 2% of respondents, while a small minority (3%) also mentioned other, unspecified, flavours.

**QB13a** Which of the following e-cigarette liquid flavours do you use on a monthly basis? (MULTIPLE ANSWERS POSSIBLE)  
(% - EU)






Base: respondents who use e-cigarettes at least on a monthly basis, N=527

There are too few cases to make country-level comparisons statistically significant. There are some clear differences between **socio-demographic groups** of e-cigarette users regarding their preferred flavours.

- Four in ten (44%) women prefer tobacco flavour, compared with less than a third (32%) of men. In turn, fruit flavoured e-cigarettes are much more popular among men, with over half (53%) indicating their preference for this flavour, compared with only just over a third (34%) of women.
- Older respondents are significantly more likely to prefer tobacco-flavoured e-cigarettes. Two thirds (66%) of those aged 55 or more give this response, compared with less than a fifth (19%) of those aged between 15 and 24. In turn, younger respondents are much more likely to prefer fruit-flavoured e-cigarettes (72%, compared with 17% of the oldest cohort) and somewhat more likely to prefer candy-flavoured e-cigarettes (22%, compared with 11%).
- Respondents who left education at or before the age of 15 are more likely than those who stayed on in education until the age of 20 or more to prefer tobacco-flavoured e-cigarettes (41%, compared with 32%), and menthol flavour (27%, compared with 22%), but less likely to prefer fruit-flavoured (42%, compared with 56%) or candy-flavoured (12%, compared with 19%) e-cigarettes.

**QB13a** Which of the following e-cigarette liquid flavours do you use on a monthly basis?  
(MULTIPLE ANSWERS POSSIBLE)

(% - EU)

	Fruit, like cherry or strawberry	Tobacco	Menthol or mint	Candy, like chocolate or vanilla	Alcohol flavour, like whisky or champagne
EU28	47	36	22	18	2
 <b>Gender</b>					
Man	53	32	23	18	2
Woman	34	44	19	17	2
 <b>Age</b>					
15-24	72	19	24	22	2
25-39	58	21	19	26	0
40-54	50	34	19	14	0
55 +	17	66	26	11	5
 <b>Education (End of)</b>					
15-	42	41	27	12	7
16-19	41	40	20	18	2
20+	56	32	22	19	0
Still studying	71	23	12	19	0

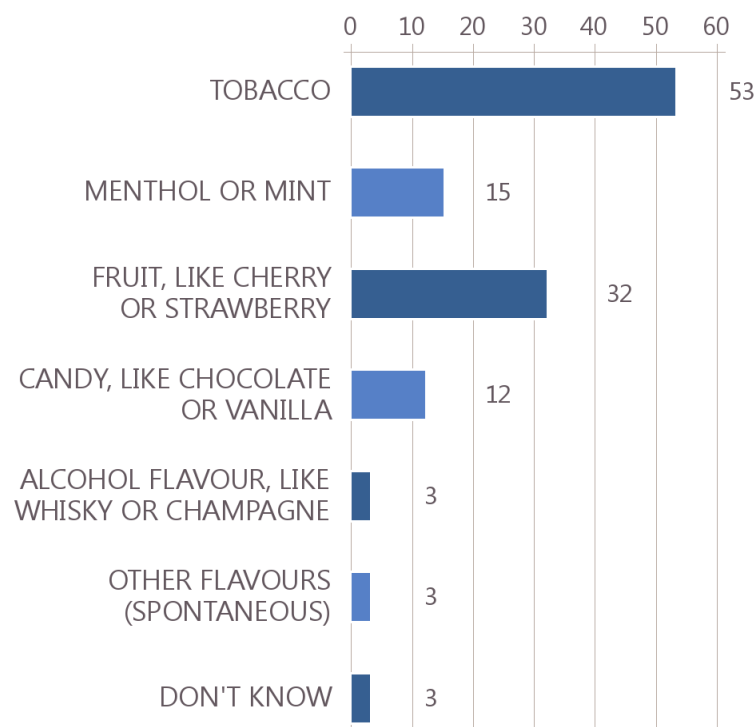
Base: respondents who use e-cigarettes at least on a monthly basis, N=527

b. Ex e-cigarette users

**- Tobacco was the most popular flavour among former users of e-cigarettes, mentioned by just over half of respondents -**

Among those who used to vape e-cigarettes at least monthly but no longer do so, just over half (53%) of respondents mention a preference for tobacco flavour. The next most popular flavour is fruit, which is mentioned by just under a third (32%). Other flavours were less popular, with only 15% mentioning menthol or mint, and only 12% mentioning candy flavour. Alcohol flavours were again the least popular, with only 3% of former e-cigarette users saying that they used to prefer this flavour. The same proportion mention other, unspecified, flavours.

**QB13b** Which of the following e-cigarette liquid flavours did you use on a monthly basis? (MULTIPLE ANSWERS POSSIBLE)  
(% - EU)






Base: respondents who used to use e-cigarettes at least on a monthly basis, N=737

There are too few cases to make country-level differences statistically significant. The **socio-demographic differences** among former e-cigarette users are as follows:

- Among former users of e-cigarettes, gender differences are less significant. Women (35%) were slightly more likely than men (30%) to prefer fruit-flavoured e-cigarettes, but there are no other significant differences.
- Less than a quarter (23%) of those aged between 15 and 24 say that they used to use tobacco-flavoured e-cigarettes, compared with nearly seven in ten (68%) of those aged 55 or more. On the other hand, respondents in the youngest age cohort were significantly more likely to have vaped fruit-flavoured e-cigarettes (59%, compared with 17% of the oldest respondents).
- Tobacco-flavoured e-cigarettes were more popular among those with lower levels of education: nearly two thirds (65%) of former e-cigarette users who finished their education at or before the age of 15 mention having used this flavour of e-cigarette, compared with only just over half (51%) of those who stayed in education until at least the age of 20.

**QB13b** Which of the following e-cigarette liquid flavours did you use on a monthly basis? (MULTIPLE ANSWERS POSSIBLE)  
(% - EU)

	Tobacco	Fruit, like cherry or strawberry	Menthol or mint	Candy, like chocolate or vanilla	Alcohol flavour, like whisky or champagne
EU28	53	32	15	12	3
 <b>Gender</b>					
Man	54	30	16	13	4
Woman	51	35	14	10	2
 <b>Age</b>					
15-24	23	59	17	12	4
25-39	45	43	18	14	4
40-54	62	22	17	10	2
55 +	68	17	8	11	3
 <b>Education (End of)</b>					
15-	65	25	7	14	1
16-19	54	30	15	11	3
20+	51	31	17	11	3
Still studying	31	66	23	21	1

Base: respondents who used to use e-cigarettes at least on a monthly basis, N=737

## V. MOTIVATIONS FOR STARTING TO USE ELECTRONIC CIGARETTES

Respondents who currently use or have used e-cigarettes were asked about their motivation for using these products.<sup>48</sup> Following this, respondents who smoke, or used to smoke, and have at least tried e-cigarettes, were asked whether the use of e-cigarettes had made any impact on their tobacco consumption.<sup>49</sup>

### 1 Reasons for taking up e-cigarettes

#### **- Over six in ten respondents took up e-cigarettes to try to curb their tobacco consumption -**

By far the most frequently mentioned reason for taking up e-cigarettes was to stop or reduce tobacco consumption. Just over six in ten (61%) of those polled say that they started smoking e-cigarettes for this reason.

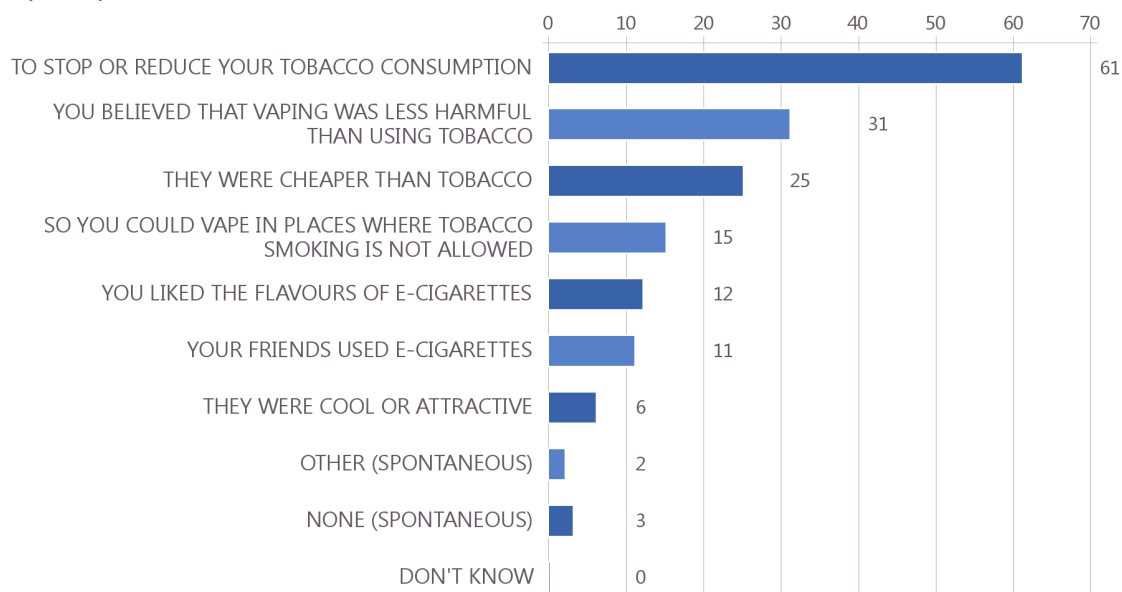
All other reasons are cited only by a minority of respondents. Just under a third (31%) say that they started using e-cigarettes because they saw them as less harmful, while a quarter (25%) cite the lower cost of e-cigarettes as a reason for taking them up. Fewer respondents mention social factors: that they enabled vaping in areas where tobacco smoking is not allowed (15%), that friends were also taking up e-cigarette smoking (11%), or that they perceived e-cigarettes as cool or attractive (6%). The flavours of e-cigarettes were also relatively unimportant as a reason for starting to use them; only just over one in ten (12%) mention this as a factor.

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<sup>48</sup> QB14. Which of the following factors, if any, were important in your decision to start using e-cigarettes? To stop or reduce your tobacco consumption; They were cool or attractive; So you could vape in places where tobacco smoking is not allowed; They were cheaper than tobacco; Your friends used e-cigarettes; You liked the flavours of e-cigarettes; You believed that vaping was less harmful than using tobacco; Other; None; Don't know.

<sup>49</sup> QB15. You said that you smoke or used to smoke tobacco but also use, used or tried electronic cigarettes or a 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 then you started again; Yes, you reduced your tobacco consumption but you did not stop; No, you did not reduce your tobacco consumption at all; No, and you actually increased your tobacco consumption; Don't know.

**QB14** Which of the following factors, if any, were important in your decision to start using e-cigarettes? (MAX. 3 ANSWERS)  
(% - EU)




Base: respondents who currently use or used e-cigarettes, N=1,565

For the **socio-demographic breakdown**, we will compare proportions of respondents who took up e-cigarettes to curb their intake of tobacco or because they believed it was less harmful.

- Older respondents are more motivated to use e-cigarettes as a means to curb their intake of tobacco or because they believed it was less harmful: more than three quarters of those aged 40 or over (76-78%) cite one of these as a reason. By comparison 59% of those aged 15-24 mentioned this.
- More than eight in 10 people who tried to quit smoking said that they started using e-cigarettes to reduce their tobacco consumption or because they believed they were less harmful (82% vs. 54% of those who have not tried to quit).
- Current and former daily smokers are both more likely to mention this as a reason for taking up e-cigarettes than occasional smokers. However, the difference is much more pronounced for ex-smokers.

**QB14** Which of the following factors, if any, were important in your decision to start using e-cigarettes? ( MAX. 3 ANSWERS)  
(% - EU)

	Total 'Reduce tobacco consumption/ Believed it was less harmful'
EU28	73
 Age	
15-24	59
25-39	71
40-54	78
55 +	76
<b>Tried to quit smoking</b>	
Yes	82
No	54
<b>Type of smoker</b>	
Smokes daily	75
Smokes occasionally	69
<b>Type of ex-smoker</b>	
Smoked daily	80
Smoked occasionally	55

Base: respondents who currently use or used e-cigarettes, N=1,565

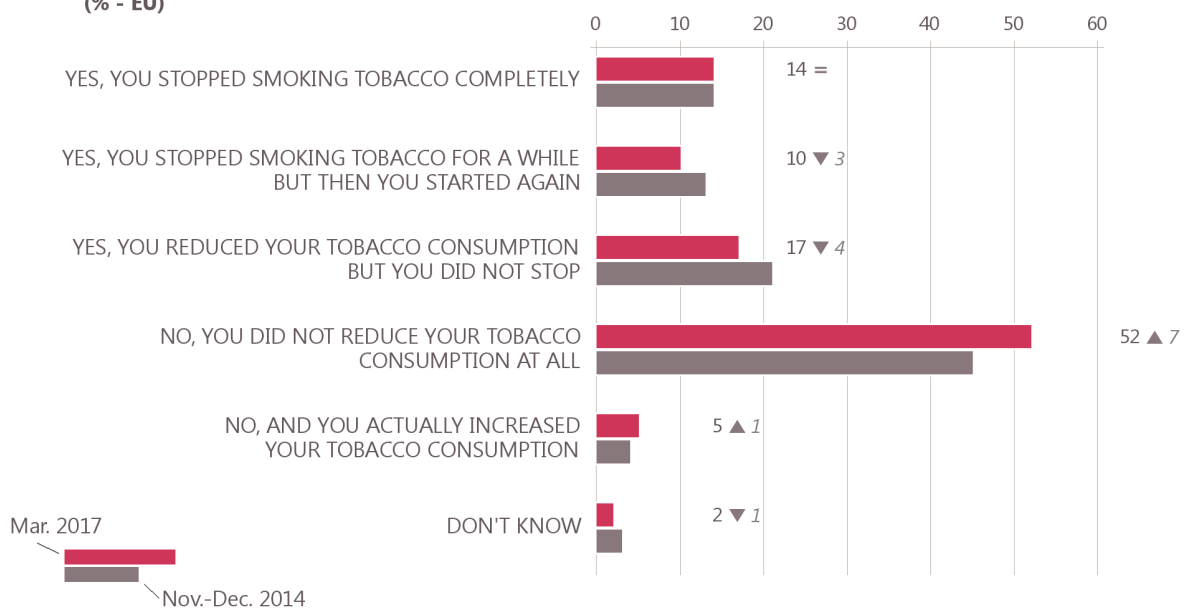
## 2 Impact of electronic cigarette use on tobacco consumption

### - Fewer than half of e-cigarette users say these devices helped them curb their tobacco intake -

A majority of smokers and former smokers who use, or have used, e-cigarettes say that these devices did not help them reduce their tobacco consumption. Just over half (52%) of those polled give this response, a rise of seven percentage points on the figure recorded in the December 2014 survey.

Only 14% of respondents say that using e-cigarettes enabled them to stop smoking tobacco entirely, a figure unchanged since the last survey. A further one in ten (10%) say that as a result of taking up e-cigarettes they stopped smoking tobacco for a while, but then started again. This figure has decreased by three percentage points since the last survey. Nearly a fifth (17%) of respondents reduced their tobacco consumption due to the use of e-cigarettes, but did not stop using tobacco entirely, a figure down by four percentage points since 2014. Finally, a small minority (5%) of respondents actually increased their tobacco consumption after taking up e-cigarettes.

**QB15** You said that you smoke or used to smoke tobacco but also use, used or tried electronic cigarettes or a similar device. Did the use of electronic cigarettes or any similar device help you to stop or reduce your tobacco consumption? (% - EU)



Base: respondents who smoke or used to smoke and have at least tried e-cigarettes, N=3,612





For the **socio-demographic breakdown**, we compare proportions of those respondents who gave a positive answer to the question. There are few significant differences on this question.

- Men (43%) are slightly more likely than women (37%) to say that using e-cigarettes helped them reduce their tobacco consumption.
- The helpfulness of e-cigarettes rises with age: nearly half (46%) of those aged 55 or more say that using e-cigarettes helped them cut their use of tobacco, compared with less than a third (32%) of those aged between 15 and 24.
- A similar pattern emerges for those who have tried to quit. Around four in 10 (38%) smokers who have tried to quit say that e-cigarettes helped them stop or reduce their tobacco consumption. However, only 22% of those who have not tried to quit say the same.
- The longer someone spent smoking, the more likely they were to say that e-cigarettes helped them stop or reduce their tobacco consumption. This is particularly the case for ex-smokers who smoked for more than 10 years (71-77%), compared to around half of those who smoked for a shorter period (45-54%).
- Current daily-smokers (31%) are less likely than occasional smokers (41%) to say that e-cigarettes helped them stop or reduce their tobacco consumption. However, when focussing on people who successfully quit, the pattern is reversed. More than two-thirds of former daily smokers (67%) found e-cigarettes helpful, compared to 58% of former occasional smokers (58%).

**QB15** You said that you smoke or used to smoke tobacco but also use, used or tried electronic cigarettes or a similar device. Did the use of electronic cigarettes or any similar device help you to stop or reduce your tobacco consumption?

(% - EU)

	Total 'Yes'	Total 'No'	Don't know
EU28	41	57	2
 <b>Gender</b>			
Man	43	55	2
Woman	37	62	1
 <b>Age</b>			
15-24	32	65	3
25-39	37	61	2
40-54	47	52	1
55 +	46	53	1
<b>Smokers / Ex-smokers</b>			
Smokers	33	66	1
Stopped smoking	66	30	4
<b>Tried to quit smoking</b>			
Yes	38	61	1
No	22	77	1
<b>Length of time as a smoker</b>			
2 years or less	33	66	1
3-5 years	33	66	1
6-10 years	31	64	5
11-20 years	39	59	2
21-40 years	46	53	1
More than 40 years	46	53	1
<b>Length of time as a smoker (ex-smokers)</b>			
2 years or less	54	23	23
3-5 years	47	51	2
6-10 years	45	41	14
11-20 years	71	27	2
21-40 years	73	25	2
More than 40 years	77	22	1
<b>Type of smoker</b>			
Smokes daily	31	68	1
Smokes occasionally	41	54	5
<b>Type of ex-smoker</b>			
Smoked daily	67	30	3
Smoked occasionally	58	34	8

Base: respondents who smoke or used to smoke and have at least tried e-cigarettes, N=3,612

## VI. AWARENESS AND EXPOSURE TO ADVERTISING OF E-CIGARETTES, ATTITUDES TOWARDS TOBACCO AND E-CIGARETTE POLICIES

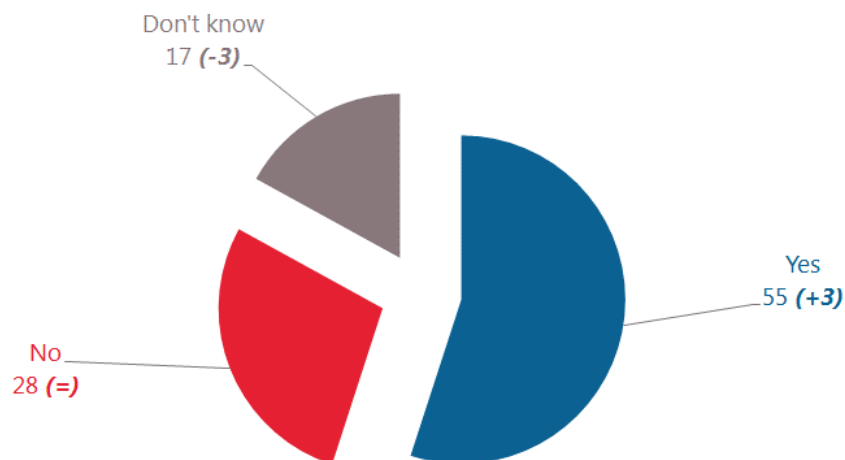
First, respondents were asked for their opinions on whether e-cigarettes are harmful to the health of their users and about their exposure to e-cigarette advertising and promotion.<sup>50</sup> They were then asked about their attitudes towards tobacco and e-cigarette control policies that are currently implemented, or in the process of being implemented, in several countries.<sup>51</sup>

### 1 The effect of e-cigarettes on health

#### - Over half think that e-cigarettes are harmful to the health of their users -

Majority of respondents think that e-cigarettes are harmful to the health of their users. Over half (55%) answer this question in the affirmative, an increase of three percentage points since the last survey. Less than three in ten (28%) think that e-cigarettes are not harmful, and a further 17% of respondents do not know whether they are harmful or not.

**QB9** 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?  
(% - EU)



(Mar. 2017 - Nov.-Dec. 2014)

Base: all respondents, N=27,901

<sup>50</sup> QB9. 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.

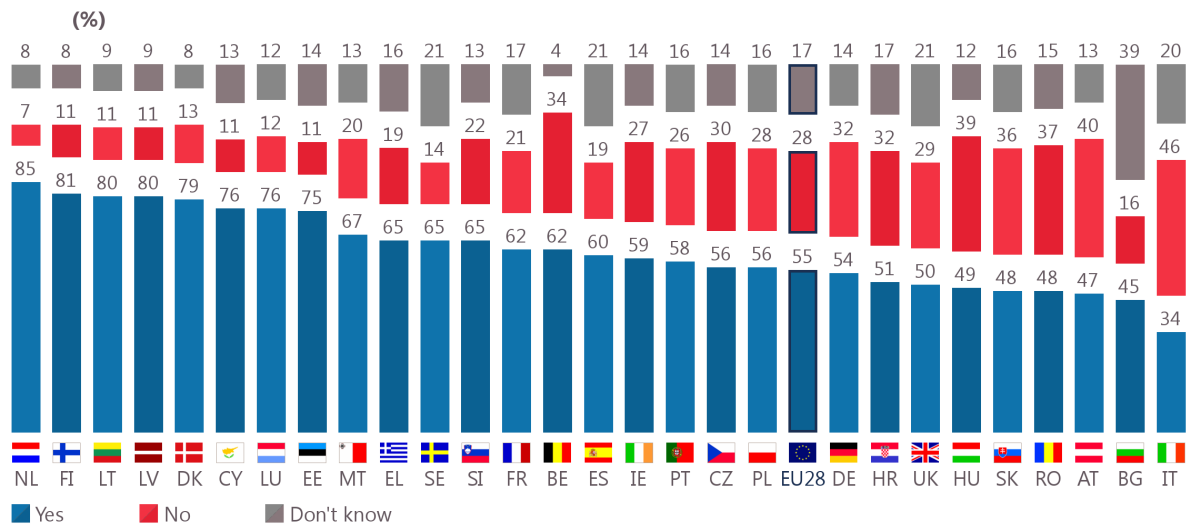
<sup>51</sup> QB20. Would you be in favour or against any of the following measures? (Keeping tobacco products out of sight in shops or points of sale. Introducing "plain packaging", i.e. standardised packaging with a fixed colour and design and the removal of all branding (such as images and corporate logos). Banning the use of electronic cigarettes in environments where smoking is prohibited. Banning flavours in e-cigarettes.) In favour; Against; Don't know.

There are significant country-level differences on the question of whether e-cigarettes are bad for their users' health or not. In all but six countries, at least half of respondents agree that they are harmful. In seven countries, over three quarters (75%) of respondents give this answer, with particularly large proportions of respondents in Latvia (80%), Lithuania (80%), Finland (81%) and the Netherlands (85%). Italy stands out for the particularly small proportion of respondents who think that e-cigarettes are harmful, with just over a third (34%) of respondents in this country agreeing with the claim.

There is a broad correlation between the proportion of respondents answering this question positively and the proportion answering it negatively, but some countries stand out for a particularly large proportion of respondents who disagree with the idea that e-cigarettes are harmful. Nearly half (46%) of those polled in Italy give this response, as do around four in ten respondents in Hungary (39%) and Austria (40%).

In most cases, no more than a fifth (20%) of respondents do not know whether e-cigarettes are harmful or not, but in Bulgaria nearly four in ten (39%) give this response.

**QB9** 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?



Base: all respondents, N=27,901


The proportion of respondents who think that e-cigarettes are harmful has increased in almost all countries since the December 2014 survey, but by varying amounts. In Croatia and Portugal, the proportion has increased by a mere one percentage point and in Czech Republic and France by only two percentage points, but Hungary has seen an increase of 16 percentage points and Latvia an increase of 17 percentage points.

In three countries, the proportion of those who think that e-cigarettes are harmful to their users has decreased: these are Sweden (3 percentage points), Romania (6 percentage points) and Italy (7 percentage points).

The general rise in the proportion of those who think that e-cigarettes are harmful does not necessarily imply a commensurate decrease in the proportion of those who think they are not harmful. For example, while the proportion of respondents who see e-cigarettes as harmful has risen by 11 percentage points in both the United Kingdom and Ireland, the proportion who see them as harmless has fallen by 12 percentage points in the United Kingdom but risen by one percentage point in Ireland.

**QB9** 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 EB82.4 NOV.-DEC. 2014)

		Yes	2017 - 2014	No	2017 - 2014	Don't know
EU28		55	▲ 3	28	=	17
LV		80	▲ 17	11	▼ 9	9
HU		49	▲ 16	39	▼ 10	12
CY		76	▲ 13	11	▼ 7	13
EL		65	▲ 12	19	▼ 4	16
FI		81	▲ 11	11	▼ 10	8
IE		59	▲ 11	27	▲ 1	14
UK		50	▲ 11	29	▼ 12	21
LT		80	▲ 10	11	▼ 4	9
DK		79	▲ 10	13	▼ 8	8
LU		76	▲ 10	12	▼ 7	12
BE		62	▲ 9	34	▲ 3	4
EE		75	▲ 8	11	▼ 6	14
NL		85	▲ 7	7	▼ 4	8
SI		65	▲ 5	22	▲ 1	13
AT		47	▲ 5	40	▼ 3	13
MT		67	▲ 4	20	=	13
ES		60	▲ 4	19	▼ 1	21
PL		56	▲ 4	28	▲ 1	16
DE		54	▲ 3	32	▲ 6	14
FR		62	▲ 2	21	▼ 1	17
CZ		56	▲ 2	30	▲ 1	14
PT		58	▲ 1	26	▲ 3	16
HR		51	▲ 1	32	▼ 2	17
SK		48	=	36	▲ 1	16
BG		45	=	16	▼ 9	39
SE		65	▼ 3	14	▲ 1	21
RO		48	▼ 6	37	▲ 14	15
IT		34	▼ 7	46	▲ 7	20




Base: all respondents, N=27,901

The following differences are observed among **socio-demographic groups**:

- Younger respondents are more likely to think that e-cigarettes are harmful, with nearly six in ten (59%) of those polled agreeing with this statement, compared with only half (50%) of those aged 55 or more.
- Less than half (46%) of those who left education at or before the age of 15 think that e-cigarettes are harmful, compared with over six in ten (62%) of those who stayed in education until at least the age of 20. Less well-educated respondents are more uncertain: a quarter (25%) of those in this cohort said that they did not know if e-cigarettes are a health risk, compared with only 14% of those with higher levels of education.
- Social class is also relevant: over half (53%) of those who consider themselves working class think that e-cigarettes are harmful, compared with over six in ten (63%) of those who see themselves as upper class. The working class (21%) are also more uncertain on this question than the upper class (15%).
- A majority of current smokers believe that e-cigarettes are harmful (55%). However, maybe not surprisingly, a relative majority of e-cigarettes users think that it is not harmful (49% against 41% who think that it is harmful).

**QB9** 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?

(% - EU)

	Yes	No	Don't know
EU28	55	28	17
 <b>Age</b>			
15-24	59	32	9
25-39	58	28	14
40-54	57	27	16
55 +	50	28	22
 <b>Education (End of)</b>			
15-	46	29	25
16-19	53	31	16
20+	62	24	14
Still studying	58	32	10
 <b>Consider belonging to</b>			
The working class	53	26	21
The lower middle class	51	33	16
The middle class	57	28	15
The upper middle class	61	28	11
The upper class	63	22	15
<b>Smokers / Non-Smokers</b>			
Smokers	55	31	14
Stopped smoking	60	24	16
Never smoked	53	29	18
Non-Smokers	55	28	17
<b>Use e-cigarettes</b>			
Currently use	41	49	10
Has stopped	57	33	10
Has tried	63	26	11
Never used	55	28	17

Base: all respondents, N=27,901

## 2 Advertisements and promotions for e-cigarettes and similar devices

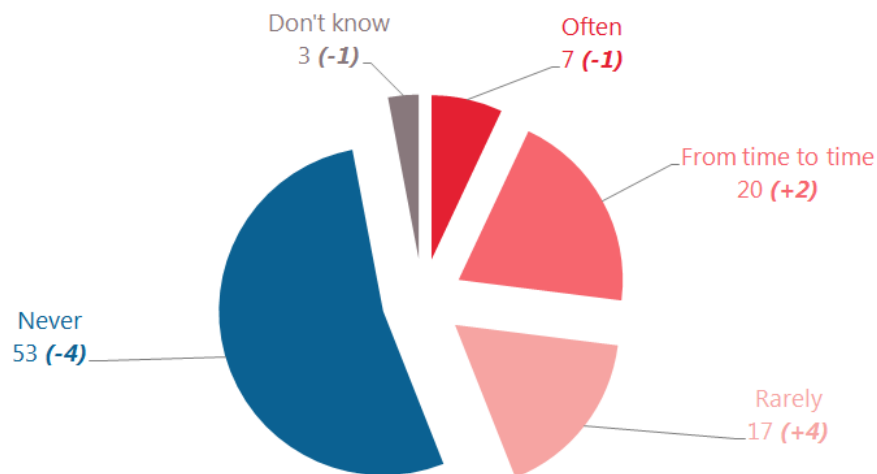
Respondents were asked if, during the last 12 months, they had seen any advertisements or promotions for electronic cigarettes or similar devices.<sup>52</sup>

### - Nearly half of those polled have seen an advertisement for e-cigarettes or similar devices, but few have seen them often -

The majority (53%) of those polled say that they have not seen an advertisement for e-cigarettes or similar products during the last 12 months. While a fifth (20%) of respondents have seen these advertisements from time to time, and nearly as many (17%) have seen them rarely, less than one in ten (7%) of those polled have often seen them.

There has been little change since the last survey. The proportion of respondents who have not seen these advertisements has declined by four percentage points, and the proportion who have seen them, but rarely, has increased by the same amount.

**QB10** 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)? (% - EU)



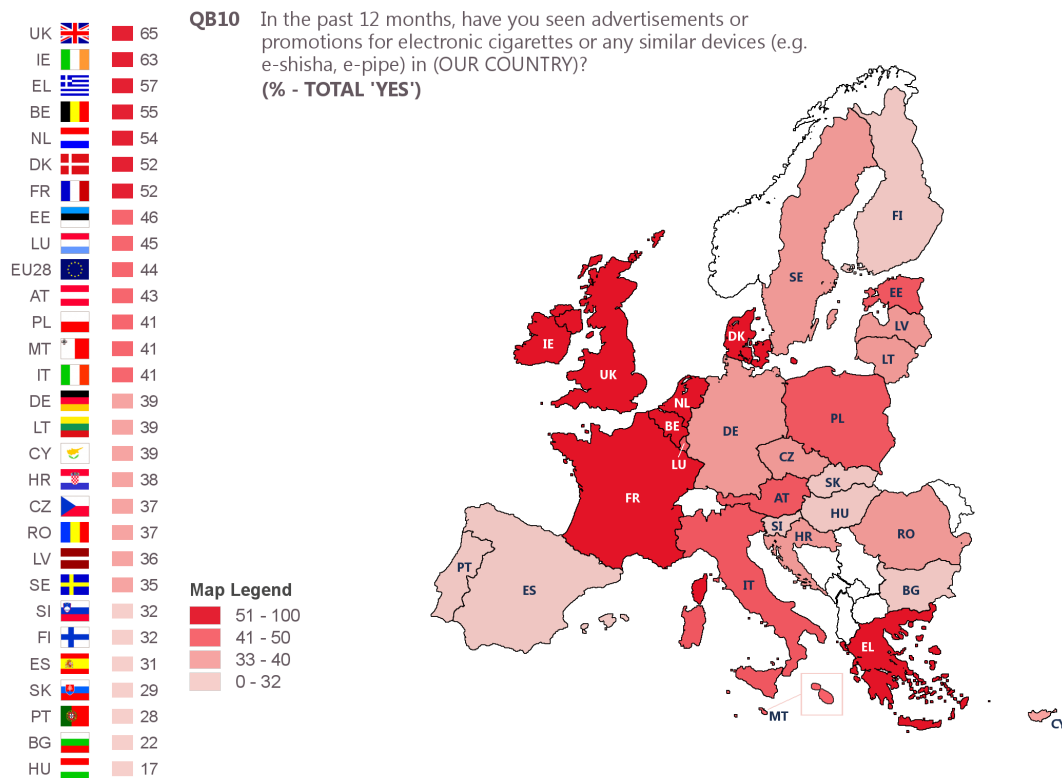
(Mar. 2017 - Nov.-Dec. 2014)

Base: all respondents, N=27,901

<sup>52</sup> QB10. 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; Don't know.



There are significant differences at the country level, but no clear geographical pattern. In most countries, only a minority of those polled have seen advertisements for e-cigarettes, ranging from less than a fifth (17%) of those polled in Hungary to nearly half (46%) of respondents in Estonia. In seven countries, a majority of respondents have seen these advertisements, ranging from just over half of those polled in France (52%) and Denmark (52%) to nearly two thirds (65%) of respondents in the United Kingdom, and nearly as many in Ireland (63%).



Base: all respondents, N=27,901

Two countries stand out for the particularly high proportion of respondents who say they have 'often' seen these advertisements. In Ireland, nearly a fifth (18%) give this answer, as do nearly a quarter (23%) of those polled in the United Kingdom. In most cases, less than one in ten (10%) respondents have seen these advertisements often. There is no clear pattern of change since the last survey in December 2014. The biggest changes are a 13 percentage point decrease in France and an 11 percentage point decrease in the Netherlands, while the highest increase is 6 percentage points in Belgium.

The proportion of respondents who have seen these advertisements from time to time varies considerably. Again, the highest proportions are seen in the United Kingdom (30%) and Ireland (31%), with nearly three in ten (29%) of respondents in the Netherlands giving this answer. In all but four cases at least one in ten (10%) of those polled have seen e-cigarette adverts from time to time. The exceptions are Bulgaria (6%), Hungary (7%), Slovakia (9%) and Portugal (9%). In 20 Member States, the proportion of respondents giving this answer has increased since 2014, with the highest increases noted in Greece (12 percentage points) and in Belgium and Malta (11 percentage points). In the Netherlands, the proportion of respondents who have seen these advertisements from time to time has fallen by 13 percentage points.

The proportion of respondents who have rarely seen one of these advertisements does not vary significantly from country to country. The lowest figure can be found in Hungary, where less than






























one in ten (9%) give this response, but in most cases the proportion remains within five percentage points of the EU28 average of 17%. In most cases, the proportion of respondents giving this answer has increased since 2014. The exceptions are Hungary, where it has decreased by two percentage points, and Cyprus, Denmark and the United Kingdom, where there has been no change.

There is significant variation in the proportion of respondents who have never seen advertisements for these products. Hungary stands out for the particularly high proportion of respondents who have never seen e-cigarette advertising, with eight in ten (80%) of those polled giving this response. The proportion of those who have not seen advertisements for these products is also high in Portugal and Bulgaria (71%). By contrast, around a third in Ireland (33%) and the United Kingdom (31%) have never seen such advertisements.

Since 2014, there have been substantial changes in the proportion of respondents who have never seen one of these advertisements. In 22 countries, there has been a decrease in the proportion of respondents giving this answer. However, the size of this change varies considerably. In Hungary, the proportion has fallen by only one percentage point, while in Malta it has fallen by 25 percentage points and in Greece by 33 percentage points.

**QB10** 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)?

(% + EVOLUTION COMPARED WITH EB82.4 NOV.-DEC. 2014)




		Often	2017 - 2014	From time to time	2017 - 2014	Rarely	2017 - 2014	Never	2017 - 2014	Don't know	Total 'Yes'	2017 - 2014
EU28		7	▼ 1	20	▲ 2	17	▲ 4	53	▼ 4	3	44	▲ 5
UK		23	▲ 4	30	▼ 1	12	=	31	▼ 2	4	65	▲ 3
IE		18	▲ 5	31	▲ 7	14	▲ 1	33	▼ 13	4	63	▲ 13
EL		7	▲ 5	24	▲ 12	26	▲ 16	43	▼ 33	0	57	▲ 33
BE		9	▲ 6	25	▲ 11	21	▲ 7	44	▼ 23	1	55	▲ 24
NL		4	▼ 11	29	▼ 13	21	▲ 9	43	▲ 15	3	54	▼ 15
DK		11	▲ 1	27	▲ 1	14	=	43	▼ 2	5	52	▲ 2
FR		9	▼ 13	27	=	16	▲ 6	46	▲ 7	2	52	▼ 7
EE		7	▼ 7	21	▼ 5	18	▲ 4	48	▲ 13	6	46	▼ 8
LU		7	▲ 3	17	▲ 2	21	▲ 8	53	▼ 13	2	45	▲ 13
AT		2	▼ 2	20	▲ 6	21	▲ 9	50	▼ 11	7	43	▲ 13
MT		6	▲ 4	18	▲ 11	17	▲ 10	56	▼ 25	3	41	▲ 25
PL		3	=	18	▲ 4	20	▲ 6	56	▼ 6	3	41	▲ 10
IT		2	=	20	▲ 2	19	▲ 3	57	▼ 3	2	41	▲ 5
CY		8	▲ 3	19	▲ 5	12	=	60	▼ 9	1	39	▲ 8
LT		7	▲ 4	17	▲ 1	15	▲ 4	59	▼ 8	2	39	▲ 9
DE		6	▲ 5	15	▲ 7	18	▲ 6	53	▼ 20	8	39	▲ 18
HR		2	=	15	▲ 4	21	▲ 8	59	▼ 10	3	38	▲ 12
CZ		3	▲ 1	15	▲ 2	19	▲ 3	57	▼ 6	6	37	▲ 6
RO		3	▼ 1	13	▲ 2	21	▲ 6	60	▼ 4	3	37	▲ 7
LV		6	▲ 3	14	▲ 3	16	▲ 1	62	▼ 6	2	36	▲ 7
SE		1	▼ 2	12	▼ 4	22	▲ 2	61	▲ 4	4	35	▼ 4
SI		4	▲ 3	11	▲ 7	17	▲ 7	67	▼ 13	1	32	▲ 17
FI		3	▲ 1	10	▲ 2	19	▲ 5	67	▼ 8	1	32	▲ 8
ES		2	▼ 4	11	▼ 8	18	▲ 7	68	▲ 5	1	31	▼ 5
SK		2	▲ 1	9	▲ 3	18	▲ 7	64	▼ 12	7	29	▲ 11
PT		2	=	9	=	17	▲ 7	71	▼ 7	1	28	▲ 7
BG		1	▼ 1	6	▼ 2	15	▲ 6	71	▲ 1	7	22	▲ 3
HU		1	▲ 1	7	▲ 3	9	▼ 2	80	▼ 1	3	17	▲ 2

Base: all respondents, N=27,901

The **socio-demographic breakdown** focuses on the overall proportion of 'yes' answers to this question.

- Men (47%) are more likely than women (41%) to have seen advertisements for e-cigarettes or similar products.
- The likelihood of seeing these advertisements decreases with age. Over half (54%) of those aged between 15 and 24 have seen them, compared with only just over a third (35%) of those aged 55 or more.
- Less than four in ten (37%) of those who live in rural villages have seen these advertisements, compared with nearly half (48%) of those in large towns.
- Respondents who currently use, have stopped using or have tried e-cigarettes (67-71%) are much more likely to say they have seen advertisements or promotions for e-cigarettes. This compares to 40% of those who have never used e-cigarettes.

**QB10** 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)?  
(% - EU)

	Total 'Yes'	Never	Don't know
EU28	44	53	3
 <b>Gender</b>			
Man	47	50	3
Woman	41	55	4
 <b>Age</b>			
15-24	54	43	3
25-39	49	48	3
40-54	48	49	3
55 +	35	61	4
 <b>Subjective urbanisation</b>			
Rural village	37	59	4
Small/ mid size town	47	50	3
Large town	48	49	3
<b>Use e-cigarettes</b>			
Currently use	68	31	1
Has stopped	71	27	2
Has tried	67	32	1
Never used	40	57	3

Base: all respondents, N=27,901

### 3 Attitudes to tobacco and electronic cigarette control policies

**- Support for each of the policies is high, although there are large differences between smokers and non-smokers, e-cigarette users and non-users -**

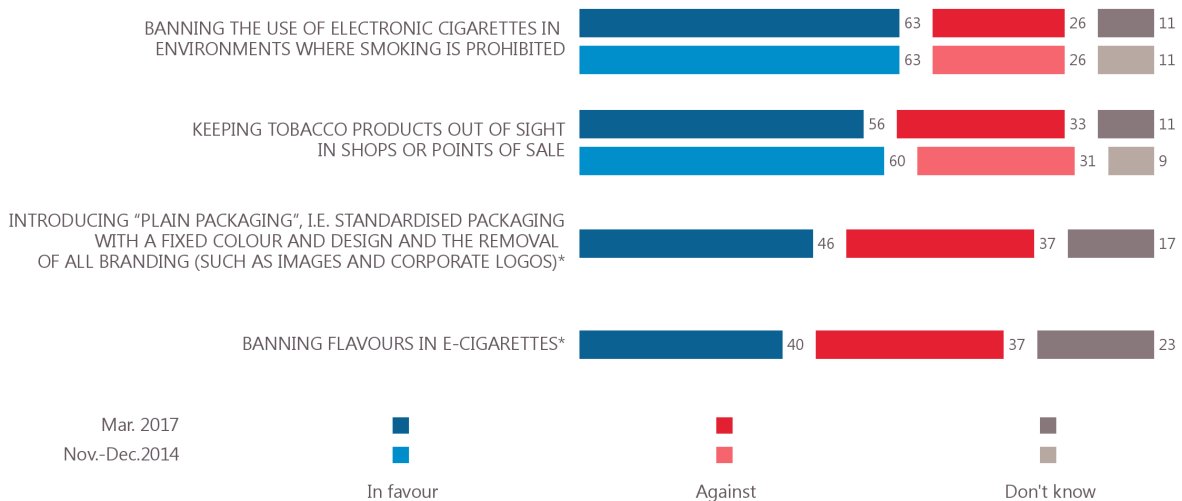
A significant majority of respondents are in favour of prohibiting the use of e-cigarettes in places where smoking bans have been introduced. Nearly two thirds (63%) of those polled say that such a ban should be brought in, while only just over a quarter (26%) are against such a ban. Public opinion has remained stable on this question since the last survey in December 2014.

A slightly smaller majority favours keeping tobacco products out of sight in the places where they are sold, with 56% of respondents giving this answer, down four percentage points since the previous survey. A third (33%) are opposed to this idea.

Just under half of respondents support the idea of introducing plain packaging, with 46% of those polled giving this answer. However, nearly four in ten (37%) are opposed to this, while nearly a fifth (17%) do not know whether this policy should be implemented or not.

Respondents are divided on the question of whether a ban should be enacted on flavours in e-cigarettes. Four in ten (40%) respondents agree that it should, while slightly fewer (37%) oppose such a ban. Nearly a quarter (23%) are undecided on this policy.

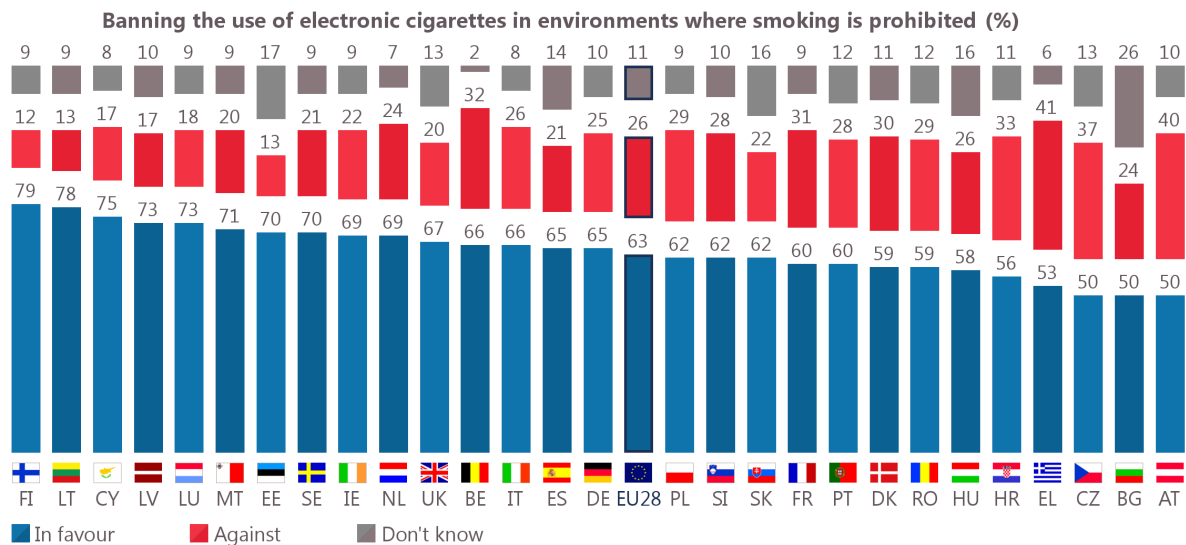
**QB20** Would you be in favour or against any of the following measures? (% - EU)



Base: all respondents, N=27,901

In all countries, at least half of respondents favour banning the use of e-cigarettes in places where there are already smoking bans in force, but the proportions vary substantially. In Austria, Bulgaria and Czech Republic, only half (50%) of those polled favour a ban, but the figure rises to nearly eight in ten of those polled in Lithuania (78%) and Finland (79%). Broadly speaking, countries with higher than average rates of approval for the ban also have lower than average rates of disapproval, but there are some exceptions. In Belgium, two thirds (66%) of respondents favour a ban on e-cigarettes, but nearly a third (32%) are opposed. There is no clear country-level pattern of change since the previous survey. The largest changes are observed in the Netherlands, where the proportion of respondents favouring a ban has increased by 12 percentage points, and in Portugal, which has seen an 11 percentage point decrease. In all other cases, change is in single figures.

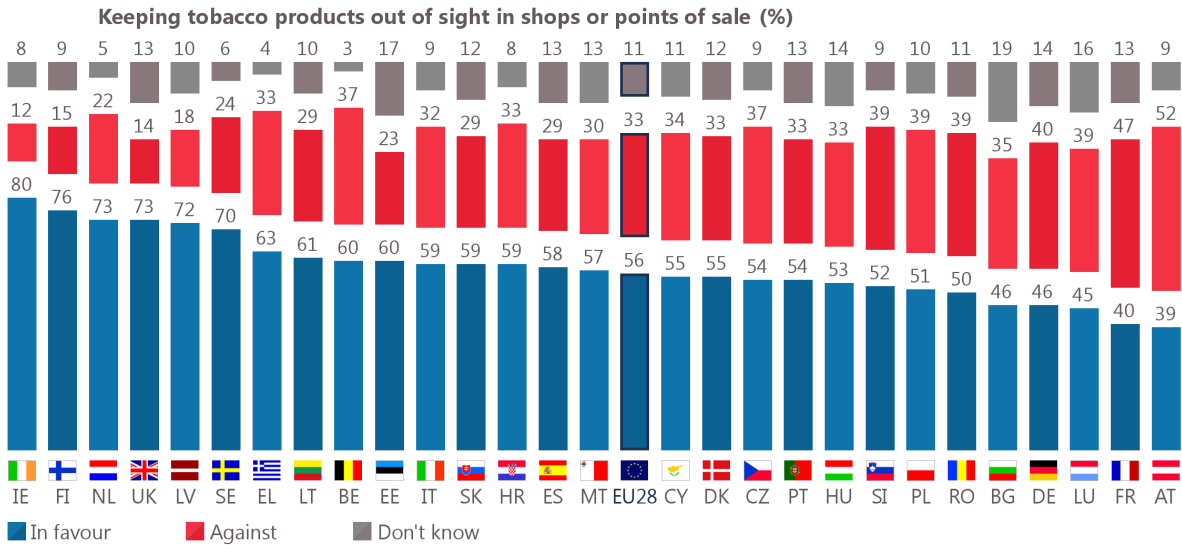
QB20.3 Would you be in favour or against any of the following measures?



Base: all respondents, N=27,901

There are more substantial differences on the question of whether tobacco products should be displayed or not. In all but five countries, at least half (50%) of those polled favour keeping tobacco products out of sight, but proportions differ significantly. In Ireland, eight in ten (80%) favour keeping tobacco products out of sight at points of sale, as do over three quarters (76%) of those in Finland. By contrast, in Austria (39%) and France (40%) only around four in ten favour this policy, and in Austria a majority of respondents (52%) are opposed. On this question, country-level changes since 2014 are more uniform. In 24 of the 28 Member States, the proportion of respondents who favour keeping tobacco products out of sight has decreased, with the largest changes observed in Malta, Cyprus (both 15 percentage points), Hungary and Luxembourg (both 10 percentage points). The Netherlands stands out for a 17 percentage point increase in the proportion of respondents who support keeping tobacco products out of sight.

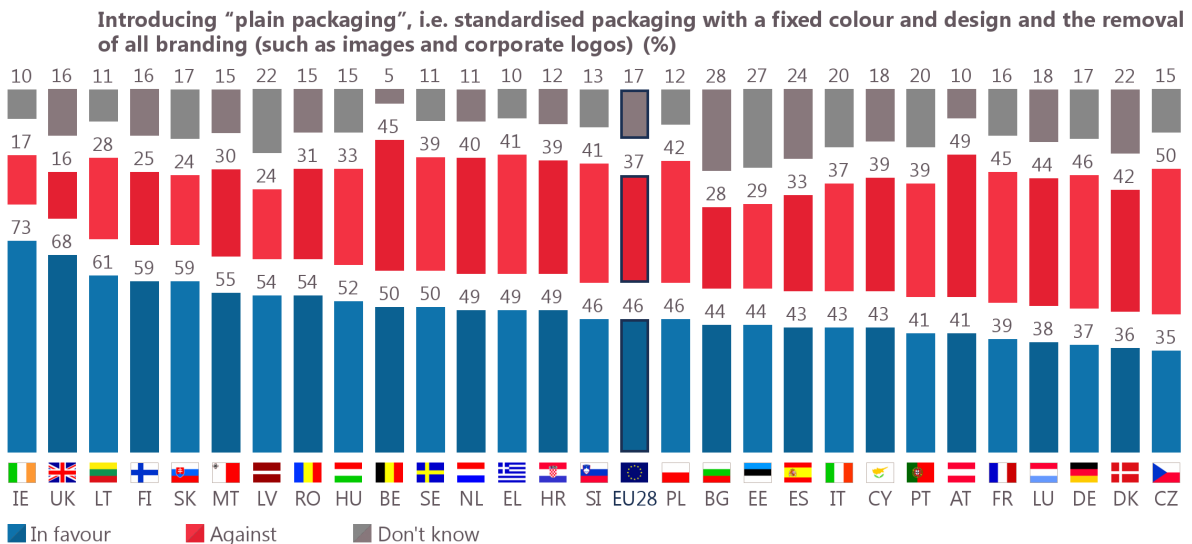
**QB20.1** Would you be in favour or against any of the following measures?



Base: all respondents, N=27,901

There are also significant country differences on the question of whether plain packaging should be introduced. In 23 Member States, at least a plurality of respondents favour the introduction of plain packaging. However, in the countries where this is the case, the level of support varies from as low as just over four in ten of those polled in Austria (41%) and Portugal (41%), to over two thirds (68%) in the United Kingdom and nearly three quarters (73%) in Ireland. The United Kingdom and Ireland have recently implemented plain packaging legislation, which may account for the distinctly higher level of approval for this policy in these countries. However, the policy has already been implemented in France, where nearly half (45%) are against the initiative and less than four in ten (39%) are in favour. Opposition to the policy is also high in the Czech Republic, where half (50%) say that they are against such legislation.

**QB20.2** Would you be in favour or against any of the following measures?

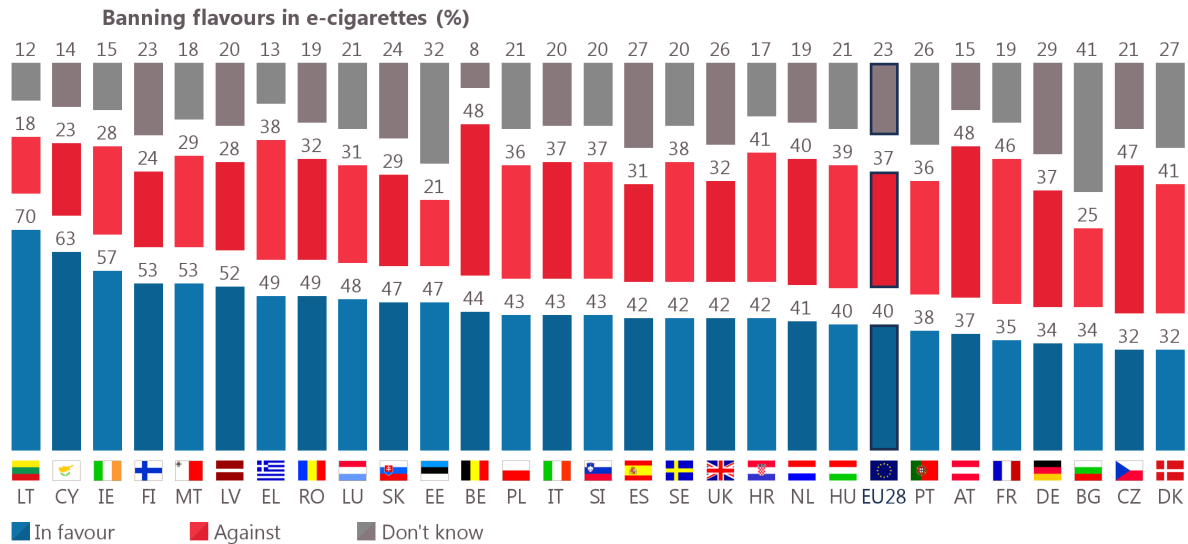


Base: all respondents, N=27,901

In all but six countries, only a minority of respondents favour banning flavours in e-cigarettes, but this policy is nevertheless supported by a plurality in 21 countries. Lithuania (70%) and Cyprus (63%) have particularly high rates of support for a ban, and a majority supports a ban in Ireland (57%), Finland (53%), Malta (53%) and Latvia (52%). In most cases there is no more than a 10

percentage point difference between the proportion of respondents who support a ban and the proportion opposing it: the exceptions are Austria, where nearly half (48%) oppose a ban and less than four in ten (37%) support it, France, where 46% are in against and 35% in favour, and the Czech Republic, where nearly half (47%) oppose a ban and less than a third (32%) are in favour. The proportion of respondents favouring a ban on flavours in e-cigarettes is also particularly low in Denmark (32%).

QB20.4 Would you be in favour or against any of the following measures?



Base: all respondents, N=27,901






























The survey in 2014 also asked what people thought about the ‘banning of electronic cigarettes in environments where smoking is prohibited’ and ‘keeping tobacco products out of sight in shops or points of sale’. Comparing the results with this wave of the study reveals a number of significant shifts in opinion.

For example, respondents are now more likely to support the **banning of electronic cigarettes in environments where smoking is prohibited** in 14 countries. This is particularly the case in the Netherlands (+12pp), Lithuania, Finland and the United Kingdom (all +8pp). At the other end of the scale, respondents in Austria (-8pp), Czech Republic (-7pp) and Malta (-6pp) are now less likely to support the measure.

Almost all countries have witnessed a decrease in the proportion of respondents who are in favour of **keeping tobacco products out of sight in shops or points of sale**. Cyprus and Malta stand out with decreases of 15 percentage points each, although respondents are much less likely to support the measure in Luxembourg and Hungary (both -10pp) as well. As for the banning of e-cigarettes in environments where smoking is prohibited, the Netherlands (+17pp) and Finland (+7pp) also come out much more likely to be in favour of keeping tobacco products out of sight in shops or points of sale.



**QB20** Would you be in favour or against any of the following measures?  
**(IN FAVOUR - % + EVOLUTION COMPARED WITH EB82.4 NOV.-DEC. 2014)**

		Banning the use of electronic cigarettes in environments where smoking is prohibited		Keeping tobacco products out of sight in shops or points of sale		Introducing "plain packaging", i.e. standardised packaging with a fixed colour and design and the removal of all branding (such as images and corporate logos)*		Banning flavours in e-cigarettes*	
EU28		63	=	56	▼ 4	46		40	
SMOKERS		50	▲ 4	39	▼ 1	35		28	
NON-SMOKERS		68	▼ 1	61	▼ 6	50		45	
AT		50	▼ 8	39	▼ 5	41		37	
BE		66	▲ 1	60	▼ 9	50		44	
BG		50	▼ 1	46	▼ 6	44		34	
CY		75	▲ 4	55	▼ 15	43		63	
CZ		50	▼ 7	54	▼ 7	35		32	
DE		65	▲ 2	46	=	37		34	
DK		59	▲ 2	55	▼ 4	36		32	
EE		70	=	60	▼ 8	44		47	
EL		53	▲ 2	63	▼ 3	49		49	
ES		65	▼ 1	58	▼ 4	43		42	
FI		79	▲ 8	76	▲ 7	59		53	
FR		60	▼ 1	40	▼ 9	39		35	
HR		56	▼ 3	59	▼ 3	49		42	
HU		58	▲ 4	53	▼ 10	52		40	
IE		69	▲ 3	80	▼ 1	73		57	
IT		66	▼ 4	59	▼ 9	43		43	
LT		78	▲ 8	61	▲ 3	61		70	
LU		73	▲ 6	45	▼ 10	38		48	
LV		73	▲ 4	72	▼ 2	54		52	
MT		71	▼ 6	57	▼ 15	55		53	
NL		69	▲ 12	73	▲ 17	49		41	
PL		62	▼ 2	51	▼ 9	46		43	
PT		60	▼ 11	54	▼ 2	41		38	
RO		59	▼ 1	50	▼ 8	54		49	
SE		70	▲ 5	70	▼ 2	50		42	
SI		62	=	52	▼ 9	46		43	
SK		62	▼ 1	59	▼ 7	59		47	
UK		67	▲ 8	73	▼ 2	68		42	

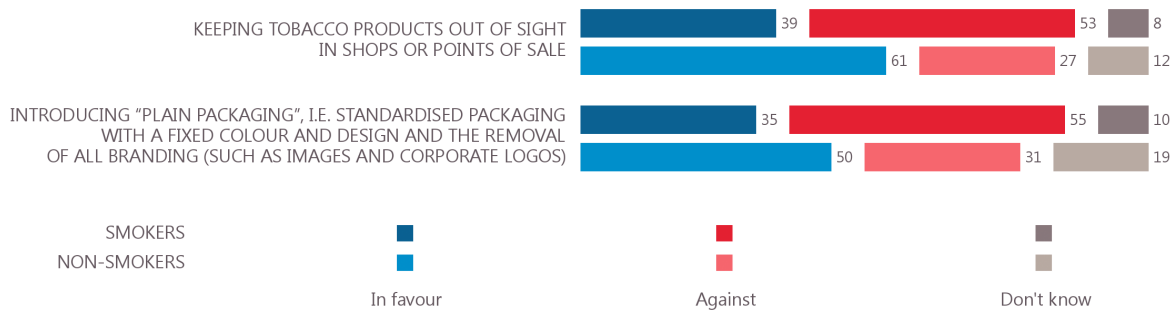
Base: all respondents, N=27,901

If the sample is split between smokers and non-smokers or between e-cigarette users and non-users, there are clear differences in attitudes to these policies.

On the question of keeping tobacco products out of sight at points of sale, the difference is particularly large. Less than four in ten (39%) of smokers favour this policy, while over half (53%) agree with it. Conversely, over six in ten (61%) non-smokers are in favour, and only just over a quarter (27%) are opposed.

Only just over a third (35%) of smokers support the introduction of plain packaging, with over half (55%) of those polled opposing it. Half (50%) of non-smokers favour this policy, with just under a third (31%) against it, but nearly a fifth (19%) of non-smokers do not know whether they support or oppose this policy.

**QB20** Would you be in favour or against any of the following measures? (% - EU)

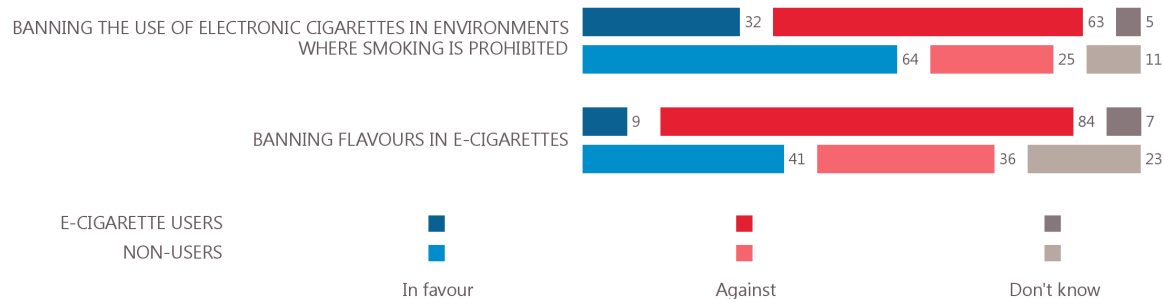


Base: Smokers, N=7,444; Non-smokers, N=20,490

E-cigarette users are significantly less likely to favour a ban on electronic cigarettes in places that already ban smoking. Just under a third (32%) of e-cigarette users agree with this policy and around two thirds (63%) are opposed. This compares with nearly two thirds (64%) of non-users who agree with it and just a quarter (25%) who disagree.

Over eight in 10 e-cigarette users (84%) are opposed to a ban on flavours in e-cigarettes, with less than a tenth (9%) supporting this policy. By contrast, non-users (41%) are more likely to be in favour than opposed (36%) and around a quarter (23%) do not know whether they support or oppose it.

**QB20** Would you be in favour or against any of the following measures? (% - EU)



There are surprisingly few **socio-demographic differences** on these questions.

- Women (58%) are slightly more likely than men (53%) to agree with the policy of keeping tobacco products out of sight at points of sale. Men are more likely to oppose bans on the use of electronic cigarettes (29%, compared with 24% of women) and to oppose a ban on flavours in e-cigarettes (41%, compared with 34%).
- Younger respondents are more likely to oppose a ban on flavours in e-cigarettes: nearly half (49%) of those aged between 15 and 24 disagree with such a policy, compared with less than three in ten (29%) of those aged 55 or more.
- A majority of smokers are against each of the measures, with the exception of banning e-cigarettes where smoking is prohibited (43%). Nonetheless, in each of the cases, they are much more likely than non-smokers to be against them.
- A majority of e-cigarettes users are against banning flavours in e-cigarettes (84%) and banning the use of electronic cigarettes in environments where smoking is prohibited (63%).

**QB20** Would you be in favour or against any of the following measures?  
(% - EU)

	Out of sight		Plain packaging		Banning the use of e-cigarettes where smoking is prohibited		Banning flavours in e-cigarettes	
	In favour	Against	In favour	Against	In favour	Against	In favour	Against
EU28	56	33	46	37	63	26	40	37
<b>Gender</b>								
Man	53	36	46	39	62	29	38	41
Woman	58	30	47	35	64	24	42	34
<b>Age</b>								
15-24	56	33	48	39	63	29	35	49
25-39	56	35	48	38	64	28	39	42
40-54	56	34	47	39	63	28	40	39
55 +	55	32	45	34	63	23	43	29
<b>Smokers / Non-Smokers</b>								
Smokers	39	53	35	55	49	43	28	55
Stopped smoking	56	33	47	38	66	25	42	36
Never smoked	63	24	52	28	69	19	46	28
Non-Smokers	61	27	50	31	68	20	45	30
<b>Use e-cigarettes</b>								
Currently use	40	46	38	46	32	63	9	84
Has stopped	43	48	38	54	41	53	26	64
Has tried	44	48	37	52	54	40	26	59
Never used	58	31	48	35	66	23	43	33

Base: all respondents, N=27,901

## CONCLUSIONS

There has been a general downward trend in Europeans' consumption of tobacco products for several years, although this has remained stable since 2014. Despite this success, tobacco products are still consumed by more than a quarter of Europeans. The overall picture also disguises significant geographical differences, with people in Southern European countries more likely to be smokers, while people in Northern Europe are more likely to have succeeded in quitting smoking. Furthermore, established socio-demographic tendencies persist: men, young people, the unemployed, those on low incomes, and those with lower levels of education are more likely to have a smoking habit than those in other social groups.

Smoking remains a regular habit among the majority of those who smoke. Over nine in ten smokers consume tobacco products daily. Boxed cigarettes remain by far the most popular variety of tobacco product, consumed by nearly eight in ten European smokers at least once a month. Hand-rolled cigarettes are also popular with a significant minority in many countries – and particularly among men, the unemployed, and young people – but other tobacco products like cigars, cigarillos and pipes are consumed regularly only by a minority. The average European smoker smokes around 14 cigarettes each day, a slightly lower figure than the 16 cigarettes that ex-smokers reported smoking when they had a smoking habit.

Smokers are still most likely to develop a regular smoking habit between the ages of 15 and 18, and to maintain that habit well into middle age. More than half of current smokers have attempted to quit the habit, but only a minority have tried to do so with the assistance of anti-smoking aids, most preferring to try to quit without assistance.

E-cigarettes, have been tried by 15% of respondents in the EU. Over half of respondents think that these products are harmful to health. Of those who have used them, over six in ten did so in an attempt to curb their consumption of tobacco or quit. However, in line with the findings of previous surveys, a majority of respondents say that e-cigarettes did not help them stop or reduce smoking, and only just over one in ten say that they stopped completely.

Around half of regular smokers reported they smoke cigarettes with special characteristics, such as additive-free, menthol, light, or slim cigarettes. The popularity of these various types of cigarette varies between countries and socio-demographic groups.

17% of respondents across the EU have tried water pipes. The prevalence of oral, chewing or nasal tobacco consumption remains limited with the exception of Sweden (50%).

On average, only a minority of respondents have recently seen smoking occurring indoors in drinking establishments like bars and eating establishments like restaurants, areas targeted by anti-smoking legislation. However, the general average disguises significant differences among countries. For instance, a significant majority of respondents in Greece report coming across smoking in both bars and restaurants, despite the fact that Greece has a partial ban on smoking in bars and a total ban on smoking in restaurants. Since Romania introduced its ban on smoking in public establishments in 2016, there have been significant decreases in the proportion of respondents reporting that they encountered smoking in bars or restaurants. This indicates significant asymmetries when it comes to enforcement of anti-smoking legislation.

There is much public support for extending bans on indoor smoking to e-cigarettes. Nearly two thirds of respondents support such a ban, although almost the same proportion of e-cigarette users are against the idea. There is also majority support (although not among smokers) for keeping tobacco products out of sight at points of sale, but the public are more divided on the issue of plain packaging with significant variations among Member States.

While a relative majority believe in banning flavours in e-cigarettes, this initiative is unpopular among e-cigarette users.

The overall results from this survey indicate that while citizens in some EU countries are becoming less prone to developing smoking habits, there is much work to be done in targeting countries and socio-demographic groups where the habit remains pervasive, and in enforcing those measures that have already been implemented, both at national and EU level.

## TECHNICAL SPECIFICATIONS

Between the 18<sup>th</sup> March and the 27<sup>th</sup> March 2017, TNS opinion & social, a consortium created between TNS political & social, TNS UK and TNS opinion, carried out the wave 87.1 of the EUROBAROMETER survey, on request of the EUROPEAN COMMISSION, Directorate-General for Communication, "Strategic Communication" Unit.

The wave 87.1 covers the population of the respective nationalities of the European Union Member States, resident in each of the 28 Member States and aged 15 years and over.

	COUNTRIES	INSTITUTES	N° INTERVIEWS	DATES FIELDWORK		POPULATION 15+	PROPORTION EU28
BE	Belgium	TNS Dimarso	1.023	18/03/17	27/03/17	8.939.546	2,17%
BG	Bulgaria	TNS BBSS	1.044	18/03/17	27/03/17	6.537.510	1,58%
CZ	Czech Rep.	TNS Aisa	1.058	18/03/17	27/03/17	9.012.443	2,18%
DK	Denmark	TNS Gallup DK	1.000	18/03/17	27/03/17	4.561.264	1,11%
DE	Germany	TNS Infratest	1.537	18/03/17	27/03/17	64.336.389	15,59%
EE	Estonia	TNS Emor	1.017	18/03/17	27/03/17	945.733	0,23%
IE	Ireland	Behaviour & Attitudes	1.021	18/03/17	27/03/17	3.522.000	0,85%
EL	Greece	TNS ICAP	1.010	18/03/17	27/03/17	8.693.566	2,11%
ES	Spain	TNS Spain	1.024	18/03/17	27/03/17	39.127.930	9,48%
FR	France	TNS Sofres	1.004	18/03/17	27/03/17	47.756.439	11,57%
HR	Croatia	HENDAL	1.022	18/03/17	25/03/17	3.749.400	0,91%
IT	Italy	TNS Italia	501	18/03/17	25/03/17	51.862.391	12,57%
CY	Rep. Of Cyprus	CYMAR	1.004	18/03/17	27/03/17	705.360	0,17%
LV	Latvia	TNS Latvia	1.001	18/03/17	27/03/17	1.447.866	0,35%
LT	Lithuania	TNS LT	510	18/03/17	25/03/17	2.829.740	0,69%
LU	Luxembourg	TNS ILReS	1.048	18/03/17	26/03/17	434.878	0,11%
HU	Hungary	TNS Hoffmann	1.053	18/03/17	27/03/17	8.320.614	2,02%
MT	Malta	MISCO	500	18/03/17	27/03/17	335.476	0,08%
NL	Netherlands	TNS NIPO	1.015	18/03/17	27/03/17	13.371.980	3,24%
AT	Austria	ipr Umfrageforschung	1.001	18/03/17	27/03/17	7.009.827	1,70%
PL	Poland	TNS Polska	1.008	18/03/17	27/03/17	32.413.735	7,86%
PT	Portugal	TNS Portugal	1.061	18/03/17	26/03/17	8.080.915	1,96%
RO	Romania	TNS CSOP	1.033	18/03/17	27/03/17	18.246.731	4,42%
SI	Slovenia	Mediana	1.027	18/03/17	27/03/17	1.759.701	0,43%
SK	Slovakia	TNS Slovakia	1.014	18/03/17	26/03/17	4.549.956	1,10%
FI	Finland	TNS Gallup Oy	1.012	18/03/17	27/03/17	4.440.004	1,08%
SE	Sweden	TNS Sifo	1.007	18/03/17	27/03/17	7.791.240	1,89%
UK	United Kingdom	TNS UK	1.346	18/03/17	27/03/17	51.848.010	12,57%
	TOTAL EU28		27.901	18/03/17	27/03/17	412.630.644	100%*

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

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<sup>1</sup> (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 here.

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)

		various observed results are in columns											
		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	
<b>N=1000</b>		<b>1.4</b>	<b>1.9</b>	<b>2.2</b>	<b>2.5</b>	<b>2.7</b>	<b>2.8</b>	<b>3.0</b>	<b>3.0</b>	<b>3.1</b>	<b>3.1</b>	<b>N=1000</b>	
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%		

<sup>1</sup> Figures updated in August 2015

## QUESTIONNAIRE

**QB1** 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.

*(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 |

EB82.4 QC1

**ASK QB2a IF "SMOKER OR EX-SMOKER", CODE 1 OR 2 IN QB1**

**QB2a** 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

EB82.4 QC2

**ASK QB2b IF "NEVER SMOKED", CODE 3 IN QB1**

**QB2b** You said that you have never smoked. Could you please specify what is your experience with cigarettes, cigars, cigarillos or a pipe?

*(READ OUT - ONE ANSWER ONLY)*

- |   |   |
|---|---|
| You have never tried any of these products                  | 1 |
| You have tried at least one of these products once or twice | 2 |
| You used to smoke at least one of them but no longer do so  | 3 |
| You smoke at least one of these products from time to time  | 4 |
| Other (SPONTANEOUS)   | 5 |
| DK  | 6 |

NEW

**ASK QB3 IF "USED TO SMOKE", CODE 2 IN QB1**

**QB3** And how old were you when you stopped smoking?

*(CODE THE ANSWER IN YEARS GIVEN BY THE RESPONDENT) (IF "REFUSAL" CODE '98', IF "DK" CODE '99')*

years old

NEW



**ASK QB4a IF "SMOKE", CODE 1 IN QB1 OR IF "SMOKE OCCASIONALLY", CODE 4 in QB2b****QB4a How often do you use the following tobacco products? (M)***(SHOW SCREEN – READ OUT – ONE ANSWER PER LINE)*

		Every day	Every week (M)	Every month (M)	Less than monthly	You have tried only once or twice	Never	Refusal (SPONTANEOUS)
1	Boxed cigarettes	1	2	3	4	5	6	7
2	Hand-rolled cigarettes	1	2	3	4	5	6	7
3	Cigarillos (this excludes cigars) (M)	1	2	3	4	5	6	7
4	Cigars (this excludes cigarillos) (M)	1	2	3	4	5	6	7
5	Pipe	1	2	3	4	5	6	7

EB82.4 QC3 MODIFIED

**ASK QB4b IF "USED TO SMOKE", CODE 2 IN QB1 OR IF "SMOKED OCCASIONALLY", CODE 3 in QB2b****QB4b How often did you use the following tobacco products? (M)***(SHOW SCREEN – READ OUT – ONE ANSWER PER LINE)*

		Every day	Every week (M)	Every month (M)	Less than monthly	You tried only once or twice (M)	Never	Refusal (SPONTANEOUS)
1	Boxed cigarettes	1	2	3	4	5	6	7
2	Hand-rolled cigarettes	1	2	3	4	5	6	7
3	Cigarillos (this excludes cigars) (M)	1	2	3	4	5	6	7
4	Cigars (this excludes cigarillos) (M)	1	2	3	4	5	6	7
5	Pipe	1	2	3	4	5	6	7

EB82.4 QC3 MODIFIED

**ASK QB5a IF “CIGARETTE SMOKER”, CODE 1 TO 5 IN QB4a.1 OR QB4a.2**

**QB5a On average, how many cigarettes do you smoke each day? (M)**

(WRITE DOWN THE ANSWER IN NUMBER OF CIGARETTES) (IF "LESS THAN 1 CIGARETTE A DAY" CODE '997'- IF "REFUSAL" CODE '998' - IF "DK" CODE '999')

cigarettes

EB82.4 QC4 MODIFIED

**ASK QB5b IF “EX-CIGARETTE SMOKER”, CODE 1 TO 5 IN QB4b.1 OR QB4b.2**

**QB5b On average, how many cigarettes did you smoke each day? (M)**

(WRITE DOWN THE ANSWER IN NUMBER OF CIGARETTES) (IF "LESS THAN 1 CIGARETTE A DAY" CODE '997'- IF "REFUSAL" CODE '998' - IF "DK" CODE '999')

cigarettes

EB82.4 QC4 MODIFIED

**ASK QB6a IF “MONTHLY CIGARETTE SMOKER”, CODE 1,2,3 IN QB4a.1 OR QB4a.2**

**QB6a Do you smoke cigarettes with any of the following characteristics on a monthly basis?**

(SHOW SCREEN - READ OUT – MULTIPLE ANSWERS POSSIBLE)

- Menthol flavour 1,
- Other flavour 2,
- Slim 3,
- Light 4,
- Additive-free or organic 5,
- None of the above (SPONTANEOUS) 6,
- DK 7,

NEW

**ASK QB6b IF “EX MONTHLY CIGARETTE SMOKER”, CODE 1,2,3 IN QB4b.1 OR QB4b.2**

**QB6b Did you use to smoke cigarettes with any of the following characteristics on a monthly basis?**

(SHOW SCREEN - READ OUT – MULTIPLE ANSWERS POSSIBLE)

- Menthol flavour 1,
- Other flavour 2,
- Slim 3,
- Light 4,
- Additive-free or organic 5,
- None of the above (SPONTANEOUS) 6,
- DK 7,

NEW

**ASK ALL**

**QB7 Have you ever used or tried any of the following products? (M)**

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

		Yes, every day	Yes, every week	Yes, every month	Yes, less than monthly	Yes, occasionally or regularly but you stopped	Yes, but only once or twice	Never	Refusal (SPONTANEOUS)
1	Water pipe (shisha, hookah)	1	2	3	4	5	6	7	8
2	Oral tobacco (snus), chewing or nasal tobacco (snuff)	1	2	3	4	5	6	7	8

NEW BASED ON EB82.4 QC7

**QB8 Now let's talk about slim cigarettes. Which of the following statements, if any, do you think apply to this type of cigarette?**

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

- They help you lose weight 1,
- They are attractive (e.g. feminine, elegant) 2,
- They are easier to smoke than normal cigarettes 3,
- They are less harmful than normal cigarettes 4,
- None 5,
- DK 6,

NEW

**QB9 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?**

(READ OUT – ONE ANSWER ONLY)

- Yes 1
- No 2
- DK 3

EB82.4 QC8

**QB10 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

EB82.4 QC22

**QB11 Which of the following statements about the use of electronic cigarettes or any similar electronic devices (e-shisha, e-pipe) applies to you? (M)**

*(READ OUT – ONE ANSWER ONLY)*

You currently use electronic cigarettes or similar electronic devices (e.g. e-shisha, e-pipe)	1
You used to use them, but no longer do so (M)	2
You have tried them once or twice (M)	3
You have never tried or used them (M)	4
DK	5

EB82.4 QC9 MODIFIED

**ASK QB12a IF “USE ELECTRONIC CIGARETTES”, CODE 1 IN QB11**

**QB12a How often do you use electronic cigarettes or similar electronic devices (e.g. e-shisha, e-pipe)?**

*(READ OUT – ONE ANSWER ONLY)*

Every day	1
Every week	2
Every month	3
Less than monthly	4
Refusal (SPONTANEOUS)	5
DK	6

NEW

**ASK QB12b IF “USED ELECTRONIC CIGARETTES IN THE PAST”, CODE 2 IN QB11**

**QB12b How often did you use electronic cigarettes or similar electronic devices (e.g. e-shisha, e-pipe)?**

*(READ OUT - ONE ANSWER ONLY)*

Every day	1
Every week	2
Every month	3
Less than monthly	4
Refusal (SPONTANEOUS)	5
DK	6

NEW

**ASK QB13a IF “USE ELECTRONIC CIGARETTES MONTHLY”, CODE 1,2,3 IN QB12a**

**QB13a Which of the following e-cigarette liquid flavours do you use on a monthly basis?**

*(READ OUT - MULTIPLE ANSWERS POSSIBLE)*

Tobacco	1,
Menthol or mint	2,
Fruit, like cherry or strawberry	3,
Candy, like chocolate or vanilla	4,
Alcohol flavour, like whisky or champagne	5,
Other flavours (SPONTANEOUS)	6,
DK	7,

NEW

**ASK QB13b IF “USED ELECTRONIC CIGARETTES MONTHLY”, CODE 1,2,3 IN QB12b**

**QB13b Which of the following e-cigarette liquid flavours did you use on a monthly basis?**

*(READ OUT - MULTIPLE ANSWERS POSSIBLE)*

Tobacco	1,
Menthol or mint	2,
Fruit, like cherry or strawberry	3,
Candy, like chocolate or vanilla	4,
Alcohol flavour, like whisky or champagne	5,
Other flavours (SPONTANEOUS)	6,
DK	7,

NEW

**ASK QB14 IF “USE OR USED ELECTRONIC CIGARETTES”, CODE 1,2 IN QB11**

**QB14 Which of the following factors, if any, were important in your decision to start using e-cigarettes?**

*(READ OUT - MAX. 3 ANSWERS)*

To stop or reduce your tobacco consumption	1,
They were cool or attractive	2,
So you could vape in places where tobacco smoking is not allowed	3,
They were cheaper than tobacco	4,
Your friends used e-cigarettes	5,
You liked the flavours of e-cigarettes	6,
You believed that vaping was less harmful than using tobacco	7,
Other (SPONTANEOUS)	8,
None (SPONTANEOUS)	9,
DK	10,

NEW

**ASK QB15 IF “SMOKE OR USED TO SMOKE” AND “USE OR USED OR TRIED ELECTRONIC CIGARETTES”, (CODE 1,2 IN QB1) AND (CODE 1,2,3 IN QB11)**

**QB15 You said that you smoke or used to smoke tobacco but also use, used or tried electronic cigarettes or a similar device. Did the use of electronic cigarettes or any similar device help you to stop or reduce your tobacco consumption? (M)**

*(READ OUT – ONE ANSWER ONLY)*

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

EB82.4 QC13 MODIFIED

**ASK QB16 IF “SMOKE OR USED TO SMOKE” OR “USE OR USED OR TRIED ELECTRONIC CIGARETTES” OR “ AT LEAST TRIED WATER PIPE OR ORAL TOBACCO”, (CODE 1,2 IN QB1) OR (CODE 2,3,4 IN QB2b) OR (CODE 1,2,3 IN QB11) OR (CODE 1,2,3,4,5,6 IN QB7.1 OR QB7.2)**

**QB16 Which of the following products did you use or try first? (M)**

*(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 (M)	10
Other (SPONTANEOUS)	11
DK	12

EB82.4 QC14 MODIFIED

**INT.: (READ OUT) Now let’s go back to the subject of tobacco.**

**ASK ALL**

**QB17 The last time you visited ... in the last 6 months in (OUR COUNTRY), were people smoking tobacco products inside? (M)**

*(READ OUT – ONE ANSWER PER LINE)*

		Yes	No	Have not visited this place in the last 6 months (SPONTANEOUS)	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

EB82.4 QC15 MODIFIED

**ASK QB18 IF "SMOKER", CODE 1 IN QB1**

**QB18 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,

EB82.4 QC17

**ASK QB19 IF "TRIED STOPPING", CODE 1,2 IN QB18 OR IF "EX SMOKER", CODE 2 IN QB1**

**QB19 Which of the following did you use in order to stop or to try to stop smoking? (M)**

(SHOW SCREEN – READ OUT – MULTIPLE ANSWERS POSSIBLE)

- Nicotine replacement medications (like nicotine gum, patch or inhaler) or other medications 1,
- Electronic cigarettes or any similar device 2,
- Oral tobacco (snus), chewing tobacco or nasal tobacco (snuff) (M) 3,
- Medical support or stop smoking services (such as a quitline) (M) 4,
- You stopped or you tried to stop without assistance (M) 5,
- Other (SPONTANEOUS) 6,
- DK 7,

EB82.4 QC18 MODIFIED

**ASK ALL**

**QB20 Would you be in favour or against any of the following measures? (M)**

(READ OUT – ONE ANSWER PER LINE)





























		In favour	Against (M)	DK
1	Keeping tobacco products out of sight in shops or points of sale	1	2	3
2	Introducing "plain packaging", i.e. standardised packaging with a fixed colour and design and the removal of all branding (such as images and corporate logos) (N)	1	2	3
3	Banning the use of electronic cigarettes in environments where smoking is prohibited	1	2	3
4	Banning flavours in e-cigarettes (N)	1	2	3

EB82.4 QC19 MODIFIED































## TABLES

**QB1** 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		Don't know
		EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	
EU28		26	0	20	0	53	-1	1
BE		19	-6	24	5	57	1	0
BG		36	1	13	-3	51	2	0
CZ		29	4	19	1	52	-5	0
DK		19	-4	33	3	48	1	0
DE		25	-2	21	-1	52	2	2
EE		23	1	24	3	53	-3	0
IE		19	-2	18	-1	63	4	0
EL		37	-1	19	1	44	0	0
ES		28	-1	22	3	50	-2	0
FR		36	4	22	0	42	-4	0
HR		35	2	16	0	49	-2	0
IT		24	3	14	-2	62	-1	0
CY		28	-3	17	2	55	1	0
LV		32	2	23	2	45	-4	0
LT		29	3	18	0	53	-3	0
LU		21	0	22	0	57	0	0
HU		27	-3	14	3	59	1	0
MT		24	4	19	0	57	-4	0
NL		19	-4	32	1	49	3	0
AT		28	2	19	2	53	-4	0
PL		30	2	18	3	52	-4	0
PT		26	1	14	2	60	-3	0
RO		28	1	14	1	58	-2	0
SI		28	-2	19	1	53	1	0
SK		26	5	17	1	57	-6	0
FI		20	1	29	5	51	-6	0
SE		7	-4	41	6	52	-1	0
UK		17	-5	22	3	60	1	1

**QB2a** How old were you when you started smoking on a regular basis, i.e at least once a week? (%)

(IF 'SMOKER OR EX-SMOKER', CODE 1 OR 2 IN QB1)






























		Less than 15 years old		Between 15 and 17 years old		Between 18 and 25 years old		Older than 25 years old		Refusal		Don't know	Average	
		EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4		EB87.1	Diff. EB87.1 - EB82.4
EU28		15	-4	37	-1	41	4	5	1	0	0	2	17.8	0.2
BE		21	-5	40	-2	34	6	4	0	0	0	1	17.0	-0.1
BG		8	1	30	-3	50	-2	5	1	1	1	6	18.8	0.1
CZ		4	-2	42	7	46	-4	4	-1	1	0	3	18.3	0.0
DK		25	-5	38	2	33	4	3	-1	0	0	1	17.1	0.2
DE		17	0	38	-10	37	9	6	2	0	-1	2	18.1	0.8
EE		13	1	31	1	47	-1	7	-2	1	1	1	18.8	-0.3
IE		20	0	39	-2	37	5	4	0	0	-1	0	17.3	0.1
EL		8	0	28	-4	58	6	6	-1	0	0	0	19.1	-0.2
ES		17	-10	39	0	38	7	5	2	0	0	1	17.8	1.1
FR		17	-4	37	1	40	2	5	0	0	0	1	17.8	0.0
HR		7	-1	33	2	48	1	4	-3	1	0	7	18.6	-0.4
IT		13	-2	46	7	36	-2	0	-3	0	-1	5	17.0	-0.8
CY		10	-3	26	-6	57	10	6	-2	1	1	0	19.2	0.2
LV		13	0	26	-9	51	8	9	2	1	0	0	19.7	1.0
LT		6	-2	26	-7	54	4	12	6	1	0	1	19.9	0.8
LU		9	-3	50	7	33	-5	5	-1	1	1	2	18.2	0.2
HU		16	0	39	0	42	3	2	-4	1	1	0	17.4	-0.5
MT		24	0	39	-6	31	5	4	0	1	1	1	17.1	0.1
NL		21	-2	39	0	35	2	4	0	0	0	1	17.3	0.1
AT		6	-6	47	-1	37	3	3	0	1	1	6	17.7	0.3
PL		4	-1	24	1	63	3	4	0	2	0	3	18.9	0.0
PT		16	-5	36	-7	42	10	3	1	1	1	2	17.6	0.7
RO		13	2	20	-6	56	2	6	1	1	1	4	18.9	0.5
SI		7	-2	40	-1	46	1	4	-1	1	1	2	18.4	0.0
SK		10	4	43	-2	39	0	3	-3	1	0	4	17.9	-0.9
FI		18	-4	42	2	34	1	4	1	1	0	1	17.4	0.3
SE		20	0	40	2	35	-2	3	0	0	0	2	17.2	-0.2
UK		23	-7	38	2	34	7	5	0	0	0	0	17.1	0.2

**QB2aT** Length of time as a smoker (%)  
(IF 'SMOKER', CODE 1 IN QB1)

		2 years or less		3-5 years		6-10 years		11-20 years		21-40 years		More than 40 years		Refusal		Don't know		Average	
		EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4
EU28		4	0	7	2	11	1	20	-1	37	-4	19	2	0	0	2	25.6	0.1	
BE		1	-1	7	1	8	-4	24	1	43	4	17	-1	0	0	0	25.7	0.8	
BG		1	-2	7	-1	10	-2	24	1	40	0	10	0	1	1	7	23.2	0.5	
CZ		3	-1	9	4	14	-3	19	1	32	-5	19	5	0	-1	4	24.5	1.8	
DK		1	-3	3	0	10	3	16	-5	36	4	32	0	0	0	2	31.1	1.6	
DE		4	0	8	4	9	2	22	4	37	-4	19	-5	0	0	1	25.4	-2.9	
EE		2	-1	5	1	10	3	23	2	39	-8	19	3	1	0	1	25.6	-0.6	
IE		2	-2	11	5	8	-4	30	3	31	-1	18	1	0	0	0	23.9	-0.2	
EL		3	-1	6	0	11	3	21	-3	40	-2	19	4	0	0	0	26.0	1.0	
ES		2	0	10	6	7	0	25	1	39	-10	16	2	0	0	1	24.6	-1.5	
FR		3	-1	7	1	12	3	20	-3	38	-8	19	7	0	0	1	25.3	1.6	
HR		2	-2	6	-2	11	0	19	-3	38	1	16	3	2	1	6	25.7	2.7	
IT		3	1	5	2	8	-2	18	0	39	-2	23	1	0	-1	4	27.8	0.1	
CY		4	-2	5	-1	15	5	29	-2	34	0	12	-1	1	1	0	21.6	-0.9	
LV		4	0	5	0	13	1	23	-3	39	2	15	0	1	1	0	23.6	-0.2	
LT		5	0	9	1	12	-4	16	-5	43	6	13	1	1	1	1	23.0	0.8	
LU		3	-8	9	7	11	-2	26	1	34	-3	14	2	2	2	1	23.3	1.1	
HU		5	1	7	2	12	0	23	-2	33	-6	20	5	0	0	0	24.6	0.0	
MT		4	-2	1	-7	20	14	17	-6	38	-2	19	4	1	1	0	23.9	-0.8	
NL		4	0	8	5	9	2	14	-3	34	-8	30	4	0	0	1	29.0	-0.9	
AT		2	1	5	-5	11	3	22	4	40	-4	14	-1	0	0	6	25.1	0.2	
PL		4	-2	7	2	11	0	17	-2	39	1	18	3	2	0	2	25.7	1.6	
PT		5	3	8	3	12	5	19	-5	41	-3	13	-2	1	0	1	22.9	-2.9	
RO		5	1	8	-1	13	1	20	-10	36	1	14	7	1	1	3	22.8	2.8	
SI		5	1	5	0	6	-8	26	4	39	0	15	0	2	1	2	24.9	1.0	
SK		4	4	9	4	13	3	23	-4	29	-7	17	-1	1	0	4	22.2	-3.0	
FI		3	1	7	1	8	-4	20	2	39	0	21	0	1	0	1	26.9	0.0	
SE		2	-3	4	-2	6	-5	16	1	24	-6	44	15	0	0	4	35.2	7.5	
UK		5	0	6	-2	17	3	13	-6	35	1	23	4	1	1	0	27.0	2.2	

**QB2b** You said that you have never smoked. Could you please specify what is your experience with cigarettes, cigars, cigarillos or a pipe?  
(%)

(IF 'NEVER SMOKED', CODE 3 IN QB1)





























		You have never tried any of these products	You have tried at least one of these products once or twice	You used to smoke at least one of them but no longer do so	You smoke at least one of these products from time to time	Other (SPONTANEOUS)	Don't know
EU28		80	15	2	1	0	2
BE		75	17	2	2	4	0
BG		89	8	1	1	0	1
CZ		77	18	2	1	0	2
DK		57	36	2	2	0	3
DE		76	14	2	1	1	6
EE		61	34	3	1	0	1
IE		86	9	1	1	1	2
EL		84	14	2	0	0	0
ES		85	14	0	1	0	0
FR		77	17	4	2	0	0
HR		83	15	1	1	0	0
IT		91	5	1	1	0	2
CY		80	13	1	2	0	4
LV		58	39	2	1	0	0
LT		80	16	2	1	0	1
LU		69	23	3	2	3	0
HU		83	14	1	0	1	1
MT		85	9	1	1	0	4
NL		62	34	1	2	0	1
AT		80	13	2	3	1	1
PL		86	11	1	1	0	1
PT		92	7	0	1	0	0
RO		89	6	2	2	1	0
SI		63	32	2	1	1	1
SK		78	17	1	0	1	3
FI		61	35	3	1	0	0
SE		34	56	4	5	1	0
UK		80	15	2	0	1	2

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Tables

**QB3** And how old were you when you stopped smoking?  
(%)

(IF 'USED TO SMOKE', CODE 2 IN QB1)






























		Less than 25 years old	Between 25 and 39 years old	Between 40 and 54 years old	Older than 54 years old	Refusal	Don't know
EU28		16	38	30	15	0	1
BE		18	38	31	11	0	2
BG		5	30	40	22	1	2
CZ		10	37	34	14	1	4
DK		20	36	27	17	0	0
DE		18	37	27	14	1	3
EE		29	38	20	11	1	1
IE		13	43	29	14	0	1
EL		13	30	33	24	0	0
ES		12	39	33	16	0	0
FR		16	38	31	15	0	0
HR		8	30	35	18	2	7
IT		6	33	38	21	0	2
CY		11	43	33	13	0	0
LV		22	35	28	13	0	2
LT		19	40	22	17	1	1
LU		27	37	23	10	0	3
HU		13	39	28	15	3	2
MT		20	26	34	18	0	2
NL		15	47	27	11	0	0
AT		17	32	31	17	1	2
PL		17	34	30	14	1	4
PT		11	42	31	13	0	3
RO		7	39	33	18	0	3
SI		15	37	34	12	0	2
SK		18	43	21	14	1	3
FI		27	38	24	10	0	1
SE		21	43	23	12	0	1
UK		22	37	26	15	0	0

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Tables

**QB3T** Length of time since stopped smoking (%)






























(IF 'USED TO SMOKE', CODE 2 IN QB1)

		2 or less years	3-5 years	6-10 years	11-20 years	More than 20 years	Refusal	Don't know	Average
EU28		14	12	16	26	31	0	1	16.2
BE		20	12	14	21	31	0	2	15.6
BG		9	14	26	30	17	1	3	12.1
CZ		13	14	18	24	25	2	4	13.4
DK		14	9	17	26	34	0	0	17.1
DE		11	12	13	25	35	1	3	17.7
EE		12	11	23	19	33	1	1	16.8
IE		16	17	11	23	32	0	1	15.8
EL		15	15	18	31	21	0	0	13.5
ES		13	12	20	30	25	0	0	14.6
FR		17	14	16	17	36	0	0	16.8
HR		16	9	13	26	27	2	7	14.4
IT		6	10	21	42	19	0	2	14.1
CY		20	12	19	17	32	0	0	15.5
LV		20	19	14	16	29	0	2	14.3
LT		23	9	21	22	24	0	1	14.0
LU		12	18	17	16	34	0	3	17.3
HU		11	19	14	22	29	3	2	15.6
MT		12	12	8	33	33	0	2	16.7
NL		13	8	10	24	45	0	0	20.2
AT		10	12	22	31	23	0	2	14.1
PL		14	14	15	25	27	1	4	14.7
PT		11	4	20	25	37	0	3	17.9
RO		12	9	19	31	26	0	3	15.3
SI		11	10	14	27	36	0	2	17.3
SK		13	13	24	26	20	1	3	13.3
FI		14	12	13	23	37	0	1	18.4
SE		12	8	13	26	40	0	1	19.3
UK		23	12	13	21	31	0	0	16.4

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Tables

**QB3TT** Length of time as a smoker (%)*(IF 'USED TO SMOKE', CODE 2 IN QB1)*

		2 or less years	3-5 years	6-10 years	11-20 years	More than 20 years	Don't know/ Refusal	Average
EU28		5	9	13	26	44	3	21.0
BE		3	11	12	26	45	3	21.1
BG		0	5	14	17	58	6	23.6
CZ		4	6	13	25	45	7	21.1
DK		8	7	15	25	45	0	21.0
DE		5	10	12	29	40	4	20.0
EE		14	10	22	23	29	2	15.3
IE		4	5	16	28	45	2	20.5
EL		5	8	12	23	52	0	23.1
ES		6	7	11	26	49	1	22.1
FR		6	6	10	28	50	0	21.6
HR		3	5	11	20	48	13	22.8
IT		2	2	8	26	56	6	25.6
CY		4	6	23	28	39	0	19.0
LV		12	10	18	22	36	2	17.7
LT		7	20	15	23	31	4	16.9
LU		5	11	27	20	32	5	17.5
HU		2	9	12	30	42	5	21.2
MT		5	12	18	15	48	2	21.7
NL		6	7	17	30	39	1	19.2
AT		4	9	13	23	43	8	20.8
PL		7	10	15	21	39	8	19.1
PT		5	4	13	28	46	4	21.8
RO		6	7	9	21	50	7	21.4
SI		3	11	16	26	41	3	19.2
SK		6	11	18	29	30	6	17.2
FI		9	13	18	28	30	2	16.6
SE		7	12	18	23	38	2	18.6
UK		5	12	15	27	40	1	20.6

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Tables

## QB4a.1 How often did you use the following tobacco products?

## Boxed cigarettes (%)

(IF 'SMOKE OR SMOKE OCCASIONALLY', CODE 1 IN QB1 OR CODE 4 IN QB2b)






























		Every day		Every week		Every month		Less than monthly		You tried only once or twice		Never		Refusal (SPONTANEOUS)		Total 'Regular user'	
		EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4
EU28		70	-6	6	0	3	-1	5	1	2	1	14	5	0	0	79	-7
BE		56	-6	9	-2	7	1	5	-1	2	0	20	7	1	1	72	-7
BG		91	-4	4	1	1	0	3	2	0	0	1	1	0	0	96	-3
CZ		79	-7	9	4	3	-1	3	1	0	-2	6	5	0	0	91	-4
DK		71	-8	7	-2	5	2	5	2	1	1	11	5	0	0	83	-8
DE		65	-13	8	5	1	-3	8	4	2	1	16	6	0	0	74	-11
EE		81	-11	8	4	3	2	3	3	1	1	4	3	0	-2	92	-5
IE		63	-7	4	-3	1	-3	6	1	7	5	19	7	0	0	68	-13
EL		68	-8	6	3	3	0	11	1	6	1	6	3	0	0	77	-5
ES		75	-6	4	-2	2	-1	4	2	1	-1	13	7	1	1	81	-9
FR		56	-6	6	-3	4	-3	5	0	3	3	26	9	0	0	66	-12
HR		68	-10	7	-1	3	-2	12	7	1	0	9	6	0	0	78	-13
IT		85	-8	4	1	2	0	3	2	1	1	5	4	0	0	91	-7
CY		66	-13	8	3	1	-3	5	2	3	0	17	11	0	0	75	-13
LV		80	-12	10	4	0	-1	2	2	1	1	7	6	0	0	90	-9
LT		89	-4	4	-2	2	2	2	2	2	2	1	0	0	0	95	-4
LU		80	0	2	-8	3	2	2	1	2	1	10	3	1	1	85	-6
HU		50	-11	5	-2	4	-2	7	-1	10	8	24	8	0	0	59	-15
MT		78	-1	11	-2	1	1	0	-2	0	0	10	4	0	0	90	-2
NL		43	-6	11	0	7	0	6	2	3	3	30	2	0	-1	61	-6
AT		86	-6	5	-1	1	0	1	1	1	1	6	5	0	0	92	-7
PL		79	-5	8	4	3	0	3	-2	1	0	6	3	0	0	90	-1
PT		90	7	1	-4	1	-2	4	-2	2	1	2	0	0	0	92	1
RO		90	-5	2	-2	1	1	1	1	1	1	5	4	0	0	93	-6
SI		79	0	6	-1	1	-2	6	2	1	0	7	1	0	0	86	-3
SK		85	0	6	-1	1	0	3	2	1	0	4	0	0	-1	92	-1
FI		69	-4	10	3	4	-3	7	-1	2	0	8	5	0	0	83	-4
SE		47	-21	19	3	7	-2	19	17	1	-1	7	5	0	-1	73	-20
UK		64	3	6	-4	5	3	3	-3	2	-1	20	2	0	0	75	2



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Tables

**QB4a.2** How often did you use the following tobacco products?**Hand-rolled cigarettes (%)***(IF 'SMOKE OR SMOKE OCCASIONALLY', CODE 1 IN QB1 OR CODE 4 IN QB2b)*

		Every day		Every week		Every month		Less than monthly		You tried only once or twice		Never		Refusal (SPONTANEOUS)		Total 'Regular user'	
		EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4
EU28		23	-1	3	0	3	1	4	-1	8	-3	58	4	1	0	29	0
BE		34	1	4	-1	3	-1	6	-4	7	2	46	3	0	0	41	-1
BG		8	3	3	1	2	1	5	-3	15	0	67	-1	0	-1	13	5
CZ		11	2	3	-3	4	-1	10	2	16	3	56	-3	0	0	18	-2
DK		10	-5	3	1	0	-4	3	-1	5	-1	79	11	0	-1	13	-8
DE		26	1	6	4	4	1	5	0	9	-6	50	0	0	0	36	6
EE		4	1	2	1	2	-2	5	-1	12	0	74	2	1	-1	8	0
IE		29	6	3	-2	3	1	3	-2	8	2	52	-6	2	1	35	5
EL		29	0	4	0	2	1	6	1	23	-7	36	5	0	0	35	1
ES		23	1	5	2	1	0	4	-1	8	-5	58	2	1	1	29	3
FR		34	-3	2	-2	2	-1	2	-2	6	2	53	7	1	-1	38	-6
HR		27	6	4	-4	3	-1	10	1	12	-4	43	2	1	0	34	1
IT		12	4	3	-2	3	2	5	1	12	2	63	-6	2	-1	18	4
CY		31	6	3	0	0	-3	1	-4	12	-8	53	9	0	0	34	3
LV		3	-1	2	-2	4	1	6	-1	11	-4	73	7	1	0	9	-2
LT		5	5	1	-1	3	-1	3	-2	6	-4	80	2	2	1	9	3
LU		14	2	1	-3	4	2	7	0	9	3	64	-5	1	1	19	1
HU		44	7	3	-1	2	-2	1	-2	5	-1	45	-1	0	0	49	4
MT		18	-8	2	-1	3	3	4	3	2	-2	71	6	0	-1	23	-6
NL		33	-11	3	1	1	0	4	-1	4	2	55	9	0	0	37	-10
AT		5	-2	3	1	6	-1	13	1	15	-6	58	7	0	0	14	-2
PL		16	-2	2	-2	2	-1	4	0	3	-6	73	12	0	-1	20	-5
PT		7	-9	0	-5	3	-2	5	-5	20	-1	64	21	1	1	10	-16
RO		3	0	1	1	1	0	2	-1	5	-3	87	4	1	-1	5	1
SI		17	-2	1	-7	3	0	5	0	9	2	65	7	0	0	21	-9
SK		10	2	2	-1	3	0	4	-2	9	-2	72	4	0	-1	15	1
FI		17	-4	6	5	3	-2	7	-2	15	-8	52	11	0	0	26	-1
SE		2	0	0	-2	1	-2	11	1	4	-20	81	23	1	0	3	-4
UK		36	-2	3	-2	1	-1	1	-5	6	1	53	9	0	0	40	-5

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Tables

**QB4a.3** How often did you use the following tobacco products?**Cigarillos (this excludes cigars) (%)***(IF 'SMOKE OR SMOKE OCCASIONALLY', CODE 1 IN QB1 OR CODE 4 IN QB2b)*

		Every day		Every week		Every month		Less than monthly		You tried only once or twice		Never		Refusal (SPONTANEOUS)		Total 'Regular user'	
		EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4
EU28		1	0	1	1	1	0	2	-2	8	-4	86	5	1	0	3	1
BE		2	0	1	-1	1	-1	3	0	5	1	86	0	2	1	4	-2
BG		0	0	0	0	0	0	2	-1	10	-4	87	5	1	0	0	0
CZ		1	0	0	-1	2	-2	3	-5	19	1	75	8	0	-1	3	-3
DK		2	0	0	0	0	-1	3	1	2	-5	92	5	1	0	2	-1
DE		2	0	2	2	1	-1	5	-2	10	-9	80	10	0	0	5	1
EE		0	0	0	0	2	0	7	3	15	1	75	-3	1	-1	2	0
IE		0	0	0	0	0	0	0	-2	2	0	94	-1	4	3	0	0
EL		1	1	0	0	0	0	2	0	32	-1	65	0	0	0	1	1
ES		1	-1	0	0	0	0	1	0	5	-9	92	9	1	1	1	-1
FR		1	-2	1	1	1	-2	4	0	6	2	86	2	1	-1	3	-3
HR		0	-2	0	0	0	-2	3	-2	9	-4	87	10	1	0	0	-4
IT		0	0	0	0	1	0	1	-2	6	-1	91	4	1	-1	1	0
CY		0	0	0	0	0	-1	5	-2	13	-4	82	7	0	0	0	-1
LV		3	3	0	0	0	-3	4	-1	12	-8	79	8	2	1	3	0
LT		1	1	0	0	1	0	1	-1	9	-6	86	4	2	2	2	1
LU		0	-1	0	0	1	1	8	2	4	-3	85	0	2	1	1	0
HU		1	0	0	-1	1	-1	1	-1	5	1	92	2	0	0	2	-2
MT		0	-2	0	0	0	0	3	0	4	3	93	1	0	-2	0	-2
NL		2	0	1	1	0	0	1	-6	2	-1	93	6	1	0	3	1
AT		1	1	1	-1	2	-1	10	2	17	-7	69	6	0	0	4	-1
PL		0	-1	0	-1	1	0	2	0	2	-8	94	9	1	1	1	-2
PT		1	1	0	0	0	0	1	-3	15	-15	82	17	1	0	1	1
RO		0	-1	0	0	0	0	1	0	8	-1	90	3	1	-1	0	-1
SI		1	0	1	1	0	0	2	-1	6	-1	90	1	0	0	2	1
SK		0	-1	1	1	0	-1	3	2	5	-2	90	1	1	0	1	-1
FI		2	1	3	1	3	-2	10	-8	19	-11	63	19	0	0	8	0
SE		3	2	1	-1	2	1	10	-1	9	-13	75	13	0	-1	6	2
UK		0	0	0	0	1	0	1	0	3	-3	94	2	1	1	1	0

**QB4a.4** How often did you use the following tobacco products?

**Cigars (this excludes cigarillos) (%)**

(IF 'SMOKE OR SMOKE OCCASIONALLY', CODE 1 IN QB1 OR CODE 4 IN QB2b)

		Every day		Every week		Every month		Less than monthly		You tried only once or twice		Never		Refusal (SPONTANEOUS)		Total 'Regular user'	
		EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4
EU28		1	0	0	0	1	0	2	-2	8	-4	87	6	1	0	2	0
BE		1	-1	0	-1	2	0	5	-2	8	3	82	-1	2	2	3	-2
BG		0	0	0	0	0	0	1	-1	10	-7	88	9	1	-1	0	0
CZ		0	-1	0	0	2	-1	3	-5	20	0	75	7	0	0	2	-2
DK		1	-1	0	0	1	0	10	1	8	1	80	1	0	-2	2	-1
DE		1	0	0	-1	0	-2	4	-2	10	-1	85	6	0	0	1	-3
EE		1	1	0	0	1	0	6	2	17	4	74	-5	1	-2	2	1
IE		0	0	0	-1	0	-1	1	-4	1	-2	94	5	4	3	0	-2
EL		0	0	1	1	0	0	1	-1	18	-7	80	7	0	0	1	1
ES		0	0	0	0	0	0	1	-1	5	-13	92	12	2	2	0	0
FR		1	1	0	-1	1	0	2	-1	7	1	88	1	1	-1	2	0
HR		2	-5	1	0	0	-2	3	2	10	-7	83	12	1	0	3	-7
IT		1	0	0	0	1	1	1	1	5	-7	90	5	2	0	2	1
CY		0	0	0	0	1	1	4	-1	11	-8	84	8	0	0	1	1
LV		0	-1	1	0	0	-1	1	-5	11	-9	85	15	2	1	1	-2
LT		0	-1	0	0	0	0	0	-3	10	-3	88	6	2	1	0	-1
LU		0	0	0	-1	1	1	11	7	7	-4	79	-4	2	1	1	0
HU		0	0	1	0	0	-1	0	0	5	0	94	1	0	0	1	-1
MT		0	-1	0	0	0	0	3	1	1	-2	96	4	0	-2	0	-1
NL		6	1	1	-1	3	2	6	1	6	-3	78	1	0	-1	10	2
AT		0	0	2	1	2	0	7	1	15	-6	74	4	0	0	4	1
PL		0	0	1	1	0	-1	1	-1	3	-8	95	9	0	0	1	0
PT		0	0	0	0	0	0	2	-1	11	-17	86	18	1	0	0	0
RO		0	0	0	0	0	0	2	0	7	-8	90	9	1	-1	0	0
SI		0	0	0	-1	0	-1	3	1	7	-4	90	5	0	0	0	-2
SK		0	-1	1	1	0	-1	3	-2	5	-9	90	12	1	0	1	-1
FI		0	0	1	-1	2	-1	6	-12	19	-11	72	25	0	0	3	-2
SE		0	0	0	0	0	-1	18	3	13	-9	69	8	0	-1	0	-1
UK		0	-2	0	0	1	-1	3	-2	7	-4	89	9	0	0	1	-3

**QB4a.5** How often did you use the following tobacco products?

**Pipe (%)**

(IF 'SMOKE OR SMOKE OCCASIONALLY', CODE 1 IN QB1 OR CODE 4 IN QB2b)

		Every day		Every week		Every month		Less than monthly		You tried only once or twice		Never		Refusal (SPONTANEOUS)		Total 'Regular user'	
		EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4
EU28		1	0	0	0	0	0	1	0	4	-3	93	3	1	0	1	0
BE		1	0	1	1	0	0	0	-2	4	2	92	-2	2	1	2	1
BG		0	-1	0	0	0	0	1	1	4	-2	94	2	1	0	0	-1
CZ		1	-1	0	0	0	-1	2	1	14	2	83	0	0	-1	1	-2
DK		5	0	1	0	2	1	4	-2	7	3	80	-2	1	0	8	1
DE		1	-1	1	0	0	0	1	-2	4	-5	92	7	1	1	2	-1
EE		1	1	0	-1	1	0	3	1	18	3	76	-2	1	-2	2	0
IE		1	0	0	0	0	-1	0	-1	0	-2	95	1	4	3	1	-1
EL		0	0	0	0	0	0	0	0	7	-4	93	4	0	0	0	0
ES		0	0	0	0	0	0	1	0	1	-5	97	4	1	1	0	0
FR		1	1	0	-1	0	0	0	-1	5	2	93	0	1	-1	1	0
HR		0	-1	0	0	0	0	0	-1	4	-5	95	7	1	0	0	-1
IT		2	2	0	0	0	0	1	1	4	-2	91	-1	2	0	2	2
CY		0	0	0	0	0	0	0	0	7	-7	93	7	0	0	0	0
LV		2	1	0	-2	0	-2	3	0	9	-10	85	13	1	0	2	-3
LT		0	0	0	0	1	1	1	-2	10	-3	86	3	2	1	1	1
LU		1	0	0	0	0	-1	2	1	5	0	90	-1	2	1	1	-1
HU		0	0	0	-1	1	1	1	0	2	0	95	-1	1	1	1	0
MT		0	0	0	0	0	0	0	-1	1	0	99	3	0	-2	0	0
NL		1	-1	0	0	0	0	1	0	1	0	97	2	0	-1	1	-1
AT		1	0	2	1	1	1	1	-1	9	1	86	-2	0	0	4	2
PL		0	0	1	1	1	1	0	-2	2	-6	96	7	0	-1	2	2
PT		0	0	0	0	0	0	0	-1	8	-7	91	8	1	0	0	0
RO		0	0	0	0	0	0	1	1	2	-5	96	6	1	-2	0	0
SI		0	-1	0	0	0	0	2	-1	7	1	91	1	0	0	0	-1
SK		0	-2	1	1	0	-1	1	0	5	-5	92	7	1	0	1	-2
FI		0	-1	2	2	1	-1	4	-7	16	-9	77	16	0	0	3	0
SE		0	-2	0	-2	0	-3	9	0	17	-8	74	15	0	0	0	-7
UK		1	0	0	0	1	1	1	0	4	0	93	-1	0	0	2	1

**QB4aT** How often do you use the following tobacco products?  
(% - TOTAL 'AT LEAST ONE PRODUCT')

(IF 'SMOKE OR SMOKE OCCASIONALLY', CODE 1 IN QB1 OR CODE 4 IN QB2b)

		Every day		Every week		Every month		Less than monthly		You tried only once or twice		Never		Refusal (SPONTANEOUS)		Total 'Occasionally'	
		EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4
EU28		91	-3	5	1	1	0	1	1	1	1	1	1	0	0	8	3
BE		85	-6	7	-1	3	3	1	0	1	1	4	4	0	0	12	3
BG		98	-1	1	0	0	0	0	0	0	0	1	1	0	0	1	0
CZ		86	-7	8	3	1	0	2	1	0	0	2	2	0	0	12	5
DK		84	-8	9	2	1	0	4	4	1	1	1	1	0	0	15	7
DE		87	-9	9	7	1	0	1	0	1	1	0	-1	0	0	12	8
EE		85	-8	8	4	3	2	0	0	0	-1	3	3	0	-1	12	6
IE		92	1	3	-3	1	-1	1	1	1	1	2	2	0	0	6	-3
EL		96	-1	3	2	1	0	1	1	0	-1	0	0	0	0	4	1
ES		93	-1	4	-1	1	0	0	0	1	1	0	0	0	0	6	0
FR		89	-4	4	0	2	-1	1	0	1	1	2	2	0	0	9	2
HR		94	-1	4	0	0	-1	1	1	0	0	1	1	0	0	5	0
IT		96	-1	2	-1	0	0	1	1	0	0	1	1	0	0	3	0
CY		92	-8	5	5	0	0	0	0	1	1	2	2	0	0	6	6
LV		85	-11	10	6	0	0	1	1	0	0	3	3	0	0	12	8
LT		93	-1	3	-3	2	2	1	1	1	1	0	0	0	0	7	1
LU		87	-3	3	-5	1	1	3	2	1	1	4	3	1	1	8	-1
HU		93	1	3	-3	0	-1	1	1	1	0	2	1	0	0	4	-3
MT		87	-2	9	-2	0	0	0	0	0	0	4	4	0	0	9	-2
NL		81	-9	8	-1	3	2	6	6	0	0	2	2	0	0	17	7
AT		90	-6	5	1	0	0	0	0	1	1	4	4	0	0	6	2
PL		92	-5	5	4	1	0	0	0	0	0	2	2	0	0	6	3
PT		97	1	1	-2	0	0	0	0	0	0	1	0	0	0	1	-2
RO		92	-4	2	-1	0	0	0	0	0	0	4	4	0	0	3	0
SI		91	-2	6	0	0	-1	2	2	1	0	0	0	0	0	9	2
SK		92	2	5	-2	0	0	1	1	0	-1	1	0	0	-1	6	-2
FI		87	-1	7	2	2	-3	2	1	0	0	1	1	0	0	12	1
SE		52	-20	19	1	7	-2	21	20	0	0	1	1	0	0	47	19
UK		89	-2	6	-1	2	1	0	0	1	1	2	1	0	0	9	1

**QB4aT2** How often do you use the following tobacco products?  
(% - TOTAL 'AT LEAST ONE PRODUCT')






























		Every day		Every week		Every month		Less than monthly		You tried only once or twice		Never		Refusal (SPONTANEOUS)		Total 'Occasionally'	
		EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4
EU28		24	-1	1	0	0	0	0	0	0	0	0	0	73	-1	2	1
BE		17	-6	1	-1	1	1	0	0	0	0	1	1	80	5	2	0
BG		36	2	0	0	0	0	0	0	0	0	0	0	64	-1	0	0
CZ		25	2	2	1	0	0	1	1	0	0	1	1	71	-5	3	1
DK		16	-5	2	0	0	0	1	1	0	0	0	0	81	4	3	1
DE		23	-3	2	1	0	0	0	0	0	0	0	0	74	1	3	2
EE		20	-1	2	1	1	1	0	0	0	0	1	1	76	-2	3	2
IE		19	-1	1	0	0	-1	0	0	0	0	0	0	80	2	1	-1
EL		35	-2	1	1	0	0	0	0	0	0	0	0	63	1	2	1
ES		26	-2	1	0	0	0	0	0	0	0	0	0	72	1	2	0
FR		33	4	2	1	1	0	0	0	0	0	1	1	63	-5	3	1
HR		33	2	2	1	0	0	0	0	0	0	0	0	65	-2	2	0
IT		24	4	0	-1	0	0	0	0	0	0	0	0	75	-4	1	0
CY		26	-5	1	1	0	0	0	0	0	0	1	1	72	3	2	2
LV		28	-1	3	2	0	0	0	0	0	0	1	1	67	-3	4	3
LT		28	4	1	0	1	1	0	0	0	0	0	0	70	-4	2	0
LU		19	0	1	-1	0	0	1	1	0	0	1	1	78	-1	2	0
HU		25	-3	1	-1	0	0	0	0	0	0	1	1	73	3	1	-1
MT		21	3	2	0	0	0	0	0	0	0	1	1	76	-4	2	0
NL		16	-4	2	0	1	1	1	1	0	0	0	0	80	3	3	1
AT		27	2	1	0	0	0	0	0	0	0	1	1	70	-4	2	1
PL		28	0	1	1	0	0	0	0	0	0	1	1	70	-2	2	1
PT		25	0	0	-1	0	0	0	0	0	0	0	0	74	0	0	-1
RO		27	1	1	0	0	0	0	0	0	0	1	1	71	-2	1	0
SI		26	-2	2	0	0	0	1	1	0	0	0	0	72	3	2	0
SK		24	5	1	0	0	0	0	0	0	0	0	0	74	-5	2	0
FI		18	1	2	1	0	-1	1	1	0	0	0	0	79	-2	3	1
SE		5	-3	2	0	1	0	2	2	0	0	0	0	90	1	5	2
UK		16	-4	1	0	0	0	0	0	0	0	0	0	82	4	2	0

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Tables

**QB4b.1** How often did you use the following tobacco products?**Boxed cigarettes (%)**

(IF 'USED TO SMOKE OR SMOKED OCCASIONALLY', CODE 2 IN QB1 OR CODE 3 IN QB2b)






























		Every day		Every week		Every month		Less than monthly		You tried only once or twice		Never		Refusal (SPONTANEOUS)		Total 'Regular user'	
		EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4
EU28		74	-5	9	1	2	0	2	0	2	1	10	2	1	1	85	-4
BE		63	-13	12	1	2	1	4	2	2	1	17	8	0	0	77	-11
BG		88	7	5	-3	0	-1	2	1	1	0	3	-3	1	-1	93	3
CZ		83	10	9	-4	1	1	3	0	1	1	3	-8	0	0	93	7
DK		69	-5	9	-1	5	1	5	5	2	1	10	-1	0	0	83	-5
DE		78	0	11	1	2	1	2	-1	4	2	2	-3	1	0	91	2
EE		71	-1	12	1	4	1	3	1	6	3	3	-5	1	0	87	1
IE		75	-9	6	1	3	3	1	-3	2	1	13	7	0	0	84	-5
EL		82	-3	4	3	1	0	1	-1	2	0	10	1	0	0	87	0
ES		91	2	4	-1	2	-1	0	0	0	0	3	0	0	0	97	0
FR		67	-11	9	7	2	-1	3	1	1	0	17	4	1	0	78	-5
HR		88	14	5	-8	1	0	3	3	1	-3	2	-3	0	-3	94	6
IT		88	0	5	-2	0	0	0	0	3	3	4	-1	0	0	93	-2
CY		92	11	1	-5	0	-1	2	1	0	0	5	-6	0	0	93	5
LV		67	0	15	5	2	-1	2	1	4	-2	9	-3	1	0	84	4
LT		66	-5	14	2	1	-1	3	0	2	-1	14	5	0	0	81	-4
LU		65	-7	17	2	4	2	1	0	2	1	10	2	1	0	86	-3
HU		80	3	5	-4	2	2	2	1	2	1	8	-3	1	0	87	1
MT		85	-3	7	5	2	-5	2	1	2	0	2	2	0	0	94	-3
NL		52	-10	15	0	5	1	6	3	2	1	20	5	0	0	72	-9
AT		81	-5	6	1	3	0	3	-1	2	1	5	4	0	0	90	-4
PL		86	-2	5	0	0	-1	1	0	3	0	4	2	1	1	91	-3
PT		90	4	7	-2	1	0	2	0	0	0	0	-2	0	0	98	2
RO		75	-4	7	1	1	-1	1	-1	1	0	13	4	2	1	83	-4
SI		79	-2	12	0	2	0	2	1	3	3	2	-1	0	-1	93	-2
SK		81	10	12	-9	1	0	2	1	1	-1	3	1	0	-2	94	1
FI		69	-8	11	-2	7	4	5	2	4	4	4	0	0	0	87	-6
SE		66	-6	15	5	5	1	3	-2	3	3	8	-1	0	0	86	0
UK		66	-8	12	-2	2	2	3	1	2	1	15	6	0	0	80	-8

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Tables

**QB4b.2** How often did you use the following tobacco products?**Hand-rolled cigarettes (%)**

(IF 'USED TO SMOKE OR SMOKED OCCASIONALLY', CODE 2 IN QB1 OR CODE 3 IN QB2b)

		Every day		Every week		Every month		Less than monthly		You tried only once or twice		Never		Refusal (SPONTANEOUS)		Total 'Regular user'	
		EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4
EU28		10	0	3	-1	2	-1	5	0	6	-1	73	3	1	0	15	-2
BE		17	-2	7	5	4	1	3	0	3	-1	65	-3	1	0	28	4
BG		2	0	1	0	1	1	1	-3	5	-6	89	9	1	-1	4	1
CZ		5	3	3	2	2	-1	3	-2	13	0	74	-1	0	-1	10	4
DK		9	0	7	5	2	-2	7	0	6	1	69	-3	0	-1	18	3
DE		10	-3	6	2	1	-2	8	1	6	-3	69	5	0	0	17	-3
EE		1	-1	0	-3	3	1	3	1	8	1	81	0	4	1	4	-3
IE		5	-5	3	0	3	1	2	-2	3	-3	82	7	2	2	11	-4
EL		4	-6	3	0	4	4	5	1	21	-6	63	7	0	0	11	-2
ES		8	4	2	0	0	-1	4	1	6	-2	80	-2	0	0	10	3
FR		13	-1	1	-2	0	-1	2	-4	4	0	80	12	0	-4	14	-4
HR		6	4	1	0	4	3	11	7	8	-2	70	-10	0	-2	11	7
IT		3	-2	5	2	3	1	2	-2	6	3	79	-3	2	1	11	1
CY		16	7	1	-6	3	-3	2	2	7	0	71	0	0	0	20	-2
LV		1	-2	2	1	2	0	6	3	8	-4	81	4	0	-2	5	-1
LT		2	0	2	0	0	-1	4	0	5	-2	85	1	2	2	4	-1
LU		6	1	7	3	1	0	8	5	6	1	69	-13	3	3	14	4
HU		6	3	1	-6	3	2	3	0	5	0	82	4	0	-3	10	-1
MT		9	4	2	-1	3	1	4	-1	2	1	79	-5	1	1	14	4
NL		35	1	5	-3	2	0	5	3	2	0	51	-1	0	0	42	-2
AT		9	-1	5	0	8	6	12	2	18	0	48	-7	0	0	22	5
PL		2	-3	1	0	0	-2	1	-2	7	0	88	6	1	1	3	-5
PT		11	8	3	-3	0	-2	6	0	7	-5	73	3	0	-1	14	3
RO		1	0	0	-1	2	1	1	-2	3	0	92	3	1	-1	3	0
SI		4	1	1	-2	1	-1	4	0	7	1	83	2	0	-1	6	-2
SK		4	0	1	0	1	0	6	5	5	-7	82	2	1	0	6	0
FI		7	-3	5	2	4	-6	9	-6	18	-1	57	15	0	-1	16	-7
SE		7	-1	4	2	4	2	6	-2	8	-5	70	3	1	1	15	3
UK		17	5	4	-4	2	-2	8	3	3	-3	66	1	0	0	23	-1



**QB4b.3** How often did you use the following tobacco products?

**Cigarillos (this excludes cigars) (%)**

(IF 'USED TO SMOKE OR SMOKED OCCASIONALLY', CODE 2 IN QB1 OR CODE 3 IN QB2b)

		Every day		Every week		Every month		Less than monthly		You tried only once or twice		Never		Refusal (SPONTANEOUS)		Total 'Regular user'	
		EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4
EU28		2	1	1	0	1	0	3	-2	6	-4	86	5	1	0	4	1
BE		2	-1	5	3	4	1	2	-3	6	2	79	-3	2	1	11	3
BG		0	-1	1	1	0	-1	2	1	2	-10	93	10	2	0	1	-1
CZ		0	0	3	2	1	-1	5	-1	13	-4	78	5	0	-1	4	1
DK		3	1	1	-1	3	1	2	-2	6	-3	85	5	0	-1	7	1
DE		3	2	2	-1	1	0	5	-3	8	-7	81	9	0	0	6	1
EE		0	-1	0	-1	3	0	4	1	11	-5	78	5	4	1	3	-2
IE		0	-1	0	0	0	0	1	0	2	-1	94	-1	3	3	0	-1
EL		0	-1	0	0	1	0	3	2	20	0	76	-1	0	0	1	-1
ES		1	0	1	1	0	0	3	1	10	-1	85	-1	0	0	2	1
FR		4	-1	1	-1	1	-1	5	-3	3	-7	86	17	0	-4	6	-3
HR		0	0	1	1	0	0	2	1	8	-3	88	2	1	-1	1	1
IT		0	-1	2	2	0	0	2	1	2	-2	92	-1	2	1	2	1
CY		2	2	2	1	1	1	5	2	7	-3	82	-3	1	0	5	4
LV		0	0	1	0	0	-3	8	5	7	-8	84	8	0	-2	1	-3
LT		1	1	0	-1	0	0	2	-2	4	-2	91	3	2	1	1	0
LU		2	1	0	-2	2	1	3	-4	9	0	80	1	4	3	4	0
HU		0	0	0	-1	1	1	2	1	4	-3	92	4	1	-2	1	0
MT		0	0	5	0	0	0	3	2	1	-2	89	-2	2	2	5	0
NL		2	-1	2	2	2	0	3	1	3	1	88	-3	0	0	6	1
AT		1	1	4	2	2	0	8	0	21	0	64	-3	0	0	7	3
PL		0	0	1	1	1	1	0	-1	5	-1	92	0	1	0	2	2
PT		2	2	0	-1	0	-1	12	8	13	-9	73	2	0	-1	2	0
RO		0	-1	0	0	0	0	1	1	3	-1	95	2	1	-1	0	-1
SI		1	1	0	-1	0	-1	2	1	4	-2	93	3	0	-1	1	-1
SK		0	-1	1	1	0	0	1	0	3	-3	94	3	1	0	1	0
FI		2	2	2	-1	4	0	12	-10	22	-2	58	12	0	-1	8	1
SE		3	2	1	0	2	-1	7	0	12	-7	75	6	0	0	6	1
UK		1	0	1	0	1	1	2	-1	5	0	90	0	0	0	3	1

**QB4b.4** How often did you use the following tobacco products?

**Cigars (this excludes cigarillos) (%)**

(IF 'USED TO SMOKE OR SMOKED OCCASIONALLY', CODE 2 IN QB1 OR CODE 3 IN QB2b)

		Every day		Every week		Every month		Less than monthly		You tried only once or twice		Never		Refusal (SPONTANEOUS)		Total 'Regular user'	
		EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4
EU28		1	0	1	-1	1	0	4	-1	8	-3	84	5	1	0	3	-1
BE		2	-2	3	1	3	0	4	-2	3	-3	84	6	1	0	8	-1
BG		0	0	0	0	0	0	0	-2	3	-9	95	11	2	0	0	0
CZ		1	1	0	-1	2	-1	2	-4	15	-2	80	8	0	-1	3	-1
DK		1	1	1	-1	2	1	6	1	8	-8	82	7	0	-1	4	1
DE		1	1	1	-1	1	0	4	-3	12	1	81	2	0	0	3	0
EE		0	-2	0	0	0	-2	3	1	12	-4	81	6	4	1	0	-4
IE		2	0	1	0	0	-1	3	-1	5	-2	86	1	3	3	3	-1
EL		0	0	0	-1	0	0	2	0	20	4	78	-3	0	0	0	-1
ES		2	-1	2	0	0	-1	3	1	10	-6	83	7	0	0	4	-2
FR		0	-2	0	-2	1	-1	5	-1	4	-6	89	14	1	-2	1	-5
HR		0	-2	0	-1	2	2	2	1	9	0	86	1	1	-1	2	-1
IT		1	0	1	1	1	1	2	1	4	-2	89	-2	2	1	3	2
CY		0	-1	3	2	1	0	4	1	8	-3	83	0	1	1	4	1
LV		0	-1	0	-1	0	-2	3	-2	15	-3	82	11	0	-2	0	-4
LT		0	0	0	0	0	-1	1	-5	6	-6	91	10	2	2	0	-1
LU		0	-1	0	0	1	0	4	-7	10	-2	82	7	3	3	1	-1
HU		0	0	0	-1	0	-1	1	0	7	-2	91	6	1	-2	0	-2
MT		1	0	2	-3	1	0	4	0	2	-1	89	3	1	1	4	-3
NL		3	0	2	-2	3	1	7	3	6	1	79	-2	0	-1	8	-1
AT		0	0	1	0	3	3	10	0	16	-4	70	1	0	0	4	3
PL		0	0	1	-1	0	-1	0	-3	4	-5	94	9	1	1	1	-2
PT		0	0	0	-1	0	0	11	8	12	-7	77	1	0	-1	0	-1
RO		0	-1	0	0	0	0	1	1	4	0	94	1	1	-1	0	-1
SI		0	-1	1	-2	0	-1	4	3	7	1	88	2	0	-2	1	-4
SK		0	-1	0	0	0	-2	2	1	7	-8	90	10	1	0	0	-3
FI		1	1	1	1	1	-1	9	-13	22	-4	66	17	0	-1	3	1
SE		0	0	0	-1	2	-1	10	-1	18	-4	70	7	0	0	2	-2
UK		1	0	2	1	3	1	7	-1	9	1	78	-2	0	0	6	2






























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Tables

## QB4b.5 How often did you use the following tobacco products?

## Pipe (%)

(IF 'USED TO SMOKE OR SMOKED OCCASIONALLY', CODE 2 IN QB1 OR CODE 3 IN QB2b)

		Every day		Every week		Every month		Less than monthly		You tried only once or twice		Never		Refusal (SPONTANEOUS)		Total 'Regular user'	
		EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4
EU28		2	0	1	-1	1	0	2	-1	6	-1	87	3	1	0	4	-1
BE		2	-1	1	-1	2	1	2	1	3	-4	89	4	1	0	5	-1
BG		0	0	0	0	0	0	0	0	1	-6	98	7	1	-1	0	0
CZ		1	1	0	-2	0	-1	1	-1	10	-4	87	7	1	0	1	-2
DK		12	-1	5	-1	3	-1	8	2	8	0	63	1	1	0	20	-3
DE		2	0	1	-2	1	0	3	-3	10	1	83	4	0	0	4	-2
EE		2	2	1	1	1	0	1	-1	11	-2	80	-1	4	1	4	3
IE		2	-1	0	-1	1	1	0	-1	2	0	92	-1	3	3	3	-1
EL		1	0	0	0	0	-1	0	0	8	-2	91	3	0	0	1	-1
ES		2	2	1	0	0	0	0	-1	3	0	94	-1	0	0	3	2
FR		2	-1	3	1	0	-4	1	-1	6	-1	87	9	1	-3	5	-4
HR		1	1	0	0	2	1	2	0	2	-1	92	0	1	-1	3	2
IT		2	2	0	0	1	-1	1	0	3	1	90	-4	3	2	3	1
CY		1	1	1	1	2	2	3	-1	6	-4	86	0	1	1	4	4
LV		0	-1	1	0	2	1	1	-2	12	-1	84	5	0	-2	3	0
LT		0	-1	1	1	0	-1	1	-2	7	-1	89	2	2	2	1	-1
LU		1	-1	1	-1	1	-1	3	1	5	1	86	-1	3	2	3	-3
HU		1	1	0	-1	0	0	2	0	6	-4	91	7	0	-3	1	0
MT		1	-3	1	0	0	0	2	-2	4	1	90	2	2	2	2	-3
NL		3	1	2	0	1	0	2	0	6	3	86	-3	0	-1	6	1
AT		1	0	4	3	2	2	1	0	14	0	78	-5	0	0	7	5
PL		0	0	1	0	0	-1	1	-3	5	-1	91	3	2	2	1	-1
PT		0	0	1	0	1	1	5	4	5	-6	88	2	0	-1	2	1
RO		0	0	0	0	0	0	1	1	3	1	95	-1	1	-1	0	0
SI		2	1	0	-1	2	1	2	1	6	-1	88	0	0	-1	4	1
SK		0	-1	0	-1	0	-1	1	0	6	1	92	2	1	0	0	-3
FI		3	0	2	1	2	1	5	-8	18	-6	70	13	0	-1	7	2
SE		6	-3	4	-1	4	1	6	-1	13	-3	67	7	0	0	14	-3
UK		4	-1	1	1	0	0	1	0	4	-3	90	3	0	0	5	0

**QB4bT** How often did you use the following tobacco products?  
(% - TOTAL 'AT LEAST ONE PRODUCT')

(IF 'USED TO SMOKE OR SMOKED OCCASIONALLY', CODE 2 IN QB1 OR CODE 3 IN QB2b)

		Every day		Every week		Every month		Less than monthly		You tried only once or twice		Never		Refusal (SPONTANEOUS)		Total 'Occasionally'	
		EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4
EU28		81	-2	9	1	1	0	2	1	2	1	5	0	0	0	13	2
BE		73	-15	12	3	2	1	2	2	1	1	10	7	0	0	17	8
BG		88	6	5	-3	0	-1	2	1	1	-1	4	-1	0	-1	7	-4
CZ		85	12	9	-4	1	0	3	0	1	1	1	-10	0	0	14	-3
DK		75	-7	9	0	5	3	3	2	1	0	7	1	0	0	18	5
DE		81	0	10	1	1	0	3	2	3	1	2	-3	0	0	17	3
EE		71	-2	12	0	4	1	4	2	8	6	0	-8	1	0	27	8
IE		78	-10	8	3	3	3	0	-2	2	1	9	5	0	0	13	5
EL		85	-3	4	3	0	0	1	-1	1	-1	8	1	0	0	7	2
ES		95	3	3	-2	1	-1	0	0	0	0	1	-1	0	0	4	-3
FR		74	-10	9	6	2	1	1	0	1	0	14	5	0	0	12	5
HR		90	15	5	-7	1	0	2	1	1	-3	1	-3	0	-2	8	-10
IT		89	0	4	-2	0	0	0	0	3	3	4	0	0	0	7	0
CY		96	14	2	-5	0	-2	1	0	0	0	1	-7	0	0	2	-8
LV		68	1	16	5	2	-1	1	0	4	-2	9	-3	0	0	23	3
LT		66	-5	15	3	1	-1	2	-1	4	1	12	3	0	0	22	2
LU		67	-8	17	2	4	3	1	0	3	2	8	1	1	1	25	7
HU		85	8	4	-6	2	1	0	-1	1	0	7	-3	0	-1	8	-4
MT		86	-3	8	3	2	-2	1	0	3	1	0	0	0	0	14	3
NL		77	-4	12	-2	2	2	3	2	1	0	4	2	0	0	19	2
AT		86	-3	7	1	1	-2	1	-1	3	3	2	2	0	0	12	1
PL		87	-1	4	0	0	-1	0	-1	3	0	4	1	1	1	8	-1
PT		91	3	5	-4	1	0	2	2	0	0	0	-2	0	0	9	-1
RO		75	-3	7	0	1	-1	2	-1	1	0	13	5	1	0	11	-2
SI		81	-2	12	0	2	1	2	1	2	2	2	0	0	0	17	2
SK		81	9	12	-9	1	0	2	1	1	-1	3	0	0	-1	16	-8
FI		74	-7	12	-1	5	3	3	1	3	3	3	1	0	0	23	6
SE		71	-6	15	6	3	0	4	0	3	2	4	-2	0	0	25	8
UK		77	0	13	-1	1	0	2	1	1	1	6	0	0	0	17	1

**QB5a** On average, how many cigarettes did you smoke each day?  
(%)

(IF 'CIGARETTE SMOKER', CODE 1 TO 5 IN QB4a.1 OR QB4a.2)

		Less than 1 cigarette		From 1 to 5 cigarettes		From 6 to 10 cigarettes		From 11 to 20 cigarettes		21 cigarettes or more		Refusal		Don't know		Average	
		EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4
EU28		2	1	15	2	29	0	44	-4	9	1	0	0	1	13.7	-0.7	
BE		2	1	17	5	32	-1	37	-3	11	-2	0	0	1	13.0	-1.1	
BG		0	0	7	-1	26	-1	59	4	7	-2	0	0	1	15.8	0.2	
CZ		2	0	14	2	25	-6	47	2	11	1	0	0	1	14.4	0.1	
DK		5	4	21	5	23	-5	43	-4	8	1	0	0	0	12.9	-0.4	
DE		3	3	17	3	20	-1	44	-5	16	1	0	0	0	14.7	-0.6	
EE		2	1	16	-4	37	-4	39	5	4	1	1	1	1	12.5	1.0	
IE		2	0	15	5	32	0	47	-5	4	0	0	0	0	13.3	-0.6	
EL		1	0	10	3	23	5	47	-5	19	-3	0	0	0	17.5	-2.0	
ES		3	1	21	3	37	9	36	-10	2	-4	0	0	1	11.4	-2.3	
FR		4	1	18	5	34	-1	37	-8	6	2	0	0	1	12.2	-0.8	
HR		1	1	8	-1	16	-5	59	4	14	2	2	1	0	17.5	0.8	
IT		1	1	11	1	32	-1	50	-5	6	4	0	0	0	13.3	0.1	
CY		1	1	9	1	24	7	48	-1	18	-8	0	0	0	18.2	-1.3	
LV		2	2	19	3	45	7	32	-8	2	-2	0	-1	0	10.8	-1.9	
LT		2	2	17	-5	37	3	40	1	3	1	1	0	0	12.6	0.5	
LU		4	2	17	-4	23	1	37	-13	18	14	0	0	1	14.6	1.8	
HU		0	0	6	-1	22	1	61	-3	11	3	0	0	0	16.0	-0.1	
MT		2	-2	21	4	19	-7	46	8	11	-2	0	0	1	15.9	1.1	
NL		7	4	20	0	36	2	29	-9	8	3	0	0	0	11.7	0.3	
AT		1	-1	8	1	14	2	53	6	24	-6	0	-1	0	18.0	-1.8	
PL		0	0	8	1	27	0	57	2	7	-1	0	-1	1	15.3	-0.3	
PT		0	0	16	3	31	4	46	-6	4	-3	1	0	2	13.1	-1.8	
RO		0	0	11	-1	27	-2	54	1	7	3	1	0	0	15.4	1.2	
SI		2	2	12	0	29	7	46	-7	8	-5	3	3	0	15.1	-1.4	
SK		0	-1	18	0	32	-2	43	1	4	0	2	2	1	15.4	2.9	
FI		3	-2	16	1	35	1	38	4	7	-4	0	0	1	12.0	-1.5	
SE		25	13	36	9	18	-11	20	-11	1	0	0	0	0	7.8	-2.1	
UK		1	-1	21	5	35	0	37	-1	6	-2	0	0	0	12.0	-2.3	

**QB5b** On average, how many cigarettes did you smoke each day?  
(%)

(IF 'EX-CIGARETTE SMOKER', CODE 1 TO 5 IN QB4b.1 OR QB4b.2)

		Less than 1 cigarette		From 1 to 5 cigarettes		From 6 to 10 cigarettes		From 11 to 20 cigarettes		21 cigarettes or more		Refusal		Don't know	Average	
		EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4		EB87.1	Diff. EB87.1 - EB82.4
EU28		2	0	19	1	24	-1	39	-1	15	1	0	0	1	16.0	0.4
BE		5	5	19	1	19	-7	29	-4	25	2	0	0	3	17.4	-0.7
BG		0	-1	8	-5	29	-1	51	11	10	-4	1	1	1	16.2	0.5
CZ		1	-1	20	-2	28	0	39	6	10	-1	0	0	2	13.7	-0.3
DK		4	1	22	2	27	-3	39	3	7	-4	0	0	1	12.9	-0.9
DE		3	-1	20	0	24	2	35	-2	15	1	1	0	2	16.6	1.0
EE		4	0	37	6	28	2	25	-4	3	-6	1	1	2	9.7	-2.7
IE		1	1	16	3	23	3	46	-3	14	-3	0	0	0	16.2	-2.5
EL		1	-1	9	3	14	-3	45	0	31	1	0	0	0	22.0	0
ES		2	0	16	0	28	8	35	-11	19	3	0	0	0	16.8	-0.5
FR		2	0	21	0	17	-8	41	2	19	6	0	0	0	17.3	2.1
HR		3	2	7	-12	18	-3	40	0	27	9	1	1	4	20.7	3.4
IT		0	0	7	-1	21	-11	58	9	12	2	0	0	2	17.0	2.3
CY		0	0	10	-11	21	1	35	8	33	1	1	1	0	24.3	0.4
LV		2	-2	36	8	21	-6	30	0	9	3	1	0	1	12.2	0.4
LT		4	3	34	3	29	5	29	-3	2	-4	1	-1	1	10.4	-1.8
LU		5	3	21	-4	18	-11	35	15	18	-6	0	0	3	16.4	1.9
HU		1	1	9	1	25	-3	54	5	11	-4	0	0	0	16.3	-0.9
MT		0	-5	27	10	19	2	26	2	28	-9	0	0	0	22.0	-2.1
NL		4	3	28	2	25	4	29	-2	13	-6	0	0	1	12.8	-2.0
AT		2	0	11	-3	17	3	42	-5	27	5	1	1	0	19.2	0
PL		4	4	14	1	29	5	44	-4	8	-2	0	0	1	15.2	-0.5
PT		0	-1	7	-10	18	0	54	9	18	1	0	0	3	19.9	1.6
RO		2	0	20	2	32	13	32	-17	11	-1	0	0	3	14.8	-1.5
SI		1	1	21	5	18	0	40	-5	19	1	0	0	1	18.4	-0.3
SK		0	-2	25	-6	36	8	31	0	7	4	0	-1	1	12.6	1.7
FI		3	2	30	9	25	-11	35	4	5	-3	0	-1	2	11.6	-1.1
SE		8	4	27	2	26	-4	30	-3	9	3	0	0	0	12.5	0.6
UK		1	-2	22	4	28	-4	36	1	13	3	0	-1	0	14.9	0

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Tables

**QB6a** Do you smoke cigarettes with any of the following characteristics on a monthly basis?

(MULTIPLE ANSWERS POSSIBLE)

(%)






























(IF 'MONTHLY CIGARETTE SMOKER', CODE 1 TO 3 IN QB4a.1 OR QB4a.2)

		Menthol flavour	Other flavour	Slim	Light	Additive-free or organic	None of the above (SPONTANEOUS)	Don't know
EU28		8	7	5	16	17	51	1
BE		14	19	5	33	28	16	1
BG		3	2	27	12	32	35	1
CZ		13	8	11	14	58	11	0
DK		20	27	1	21	1	39	1
DE		5	13	2	12	11	58	1
EE		15	6	14	42	22	22	1
IE		4	9	2	14	1	64	6
EL		2	2	6	17	21	57	0
ES		3	10	1	4	8	73	1
FR		5	2	1	19	16	56	3
HR		4	6	7	16	16	57	1
IT		3	9	8	26	9	48	0
CY		2	0	8	14	33	46	1
LV		15	4	23	20	15	36	2
LT		16	7	26	30	22	29	0
LU		9	5	6	28	17	40	1
HU		11	10	5	17	23	40	0
MT		4	3	2	11	10	61	9
NL		16	7	1	22	41	19	1
AT		7	19	7	17	14	44	1
PL		13	2	16	19	36	26	2
PT		9	4	2	4	20	61	2
RO		6	4	6	10	28	47	1
SI		2	0	9	30	36	27	0
SK		10	5	8	22	25	37	3
FI		24	8	1	17	12	40	4
SE		9	18	0	38	8	39	0
UK		18	4	3	8	2	67	2

**QB6b** Did you use to smoke cigarettes with any of the following characteristics on a monthly basis?  
(MULTIPLE ANSWERS POSSIBLE)

(%)






























(IF 'EX MONTHLY CIGARETTE SMOKER', CODE 1 TO 3 IN QB4b.1 OR QB4b.2)

		Menthol flavour	Other flavour	Slim	Light	Additive-free or organic	None of the above (SPONTANEOUS)	Don't know
EU28		13	7	4	15	15	52	2
BE		11	18	3	32	28	17	0
BG		17	6	23	17	22	37	3
CZ		13	8	10	20	64	8	0
DK		28	22	3	26	5	34	1
DE		8	6	2	13	8	67	1
EE		25	6	13	26	21	31	2
IE		10	8	2	14	0	63	6
EL		1	1	5	12	20	63	0
ES		8	11	1	6	4	72	2
FR		15	2	4	15	8	57	3
HR		8	4	8	18	19	53	1
IT		4	11	5	21	16	46	0
CY		1	0	5	14	38	40	5
LV		23	6	20	22	20	35	3
LT		15	7	12	30	22	37	2
LU		14	6	6	14	15	53	3
HU		19	6	6	14	30	35	0
MT		16	9	8	20	13	40	6
NL		10	12	2	18	40	26	1
AT		15	18	7	20	11	43	4
PL		22	3	10	12	42	25	2
PT		3	8	5	0	32	48	6
RO		7	7	5	5	27	49	4
SI		9	1	5	15	33	43	0
SK		14	5	17	24	31	22	3
FI		31	10	4	19	13	35	2
SE		24	12	4	28	3	39	2
UK		19	1	4	16	0	65	0
































**QB7.1** Have you ever used or tried any of the following products?

**Water pipe (shisha, hookah) (%)**

		Yes, every day		Yes, every week		Yes, every month		Yes, less than monthly		Yes, occasionally or regularly but you stopped		Yes, but only once or twice	
		EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4
EU28		0	0	0	0	0	0	1	1	2	2	9	9
BE		0	0	1	1	1	1	1	1	3	3	10	10
BG		0	0	0	0	1	1	1	1	2	2	8	8
CZ		0	0	0	0	1	1	3	3	4	4	17	17
DK		0	0	0	0	1	1	4	4	3	3	24	24
DE		0	0	1	1	1	1	1	1	4	4	10	10
EE		0	0	0	0	0	0	4	4	3	3	24	24
IE		0	0	0	0	0	0	0	0	0	0	3	3
EL		0	0	0	0	0	0	0	0	1	1	11	11
ES		0	0	0	0	0	0	1	1	1	1	8	8
FR		0	0	0	0	0	0	1	1	5	5	10	10
HR		0	0	0	0	0	0	0	0	0	0	5	5
IT		0	0	0	0	0	0	0	0	1	1	2	2
CY		0	0	0	0	2	2	4	4	5	5	16	16
LV		0	0	1	1	1	1	5	5	4	4	26	26
LT		0	0	0	0	0	0	3	3	5	5	16	16
LU		1	1	0	0	1	1	1	1	6	6	15	15
HU		0	0	0	0	1	1	1	1	1	1	4	4
MT		0	0	0	0	0	0	0	0	1	1	8	8
NL		0	0	0	0	0	0	2	2	3	3	19	19
AT		1	1	2	2	1	1	3	3	3	3	13	13
PL		1	1	0	0	0	0	1	1	0	0	5	5
PT		0	0	0	0	0	0	0	0	1	1	2	2
RO		0	0	0	0	0	0	1	1	1	1	2	2
SI		0	0	0	0	0	0	1	1	2	2	13	13
SK		0	0	0	0	1	1	1	1	3	3	10	10
FI		0	0	0	0	0	0	2	2	1	1	13	13
SE		0	0	0	0	1	1	3	3	3	3	25	25
UK		0	0	0	0	0	0	0	0	1	1	8	8






























**QB7.1** Have you ever used or tried any of the following products?

**Water pipe (shisha, hookah) (%)**






























		Never		Refusal (SPONTANEOUS)		Total 'User (1-3)'		Total 'Yes'	
		EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4
EU28		87	4	0	-1	1	1	13	-3
BE		83	2	0	0	2	2	17	-2
BG		89	3	0	0	1	1	11	-3
CZ		75	1	0	0	1	1	25	-1
DK		68	2	0	0	1	1	32	-2
DE		84	3	0	-1	1	1	16	-2
EE		69	2	0	-2	1	1	31	0
IE		97	6	0	-2	0	0	3	-4
EL		87	0	0	0	0	0	13	0
ES		89	2	0	0	0	0	11	-2
FR		84	8	0	0	0	0	16	-8
HR		94	5	0	-1	0	0	6	-4
IT		94	2	2	1	1	1	5	-2
CY		73	3	0	0	2	2	27	-3
LV		62	4	0	-2	3	3	38	-2
LT		75	10	0	-1	1	1	25	-9
LU		75	2	1	0	2	2	24	-2
HU		93	7	0	-2	1	1	7	-5
MT		89	1	1	0	0	0	10	-1
NL		76	3	0	0	0	0	24	-3
AT		77	-4	0	0	4	4	23	4
PL		92	6	0	-1	1	1	7	-6
PT		96	3	0	-1	0	0	4	-2
RO		95	5	1	-1	0	0	4	-4
SI		82	-2	0	0	1	1	18	2
SK		85	-1	1	0	1	1	15	2
FI		83	-3	0	-1	0	0	17	4
SE		68	1	0	0	1	1	32	-1
UK		90	6	0	-2	1	1	10	-4

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**QB7.2** Have you ever used or tried any of the following products?  
**Oral tobacco (snus), chewing or nasal tobacco (snuff) (%)**

		Yes, every day		Yes, every week		Yes, every month		Yes, less than monthly		Yes, occasionally or regularly but you stopped		Yes, but only once or twice	
		EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4
EU28		0	0	0	0	0	0	0	0	1	1	3	3
BE		0	0	0	0	0	0	1	1	1	1	3	3
BG		0	0	0	0	0	0	0	0	0	0	1	1
CZ		0	0	0	0	0	0	0	0	1	1	6	6
DK		1	1	0	0	0	0	2	2	1	1	12	12
DE		0	0	0	0	0	0	0	0	1	1	3	3
EE		0	0	0	0	0	0	0	0	1	1	8	8
IE		0	0	0	0	0	0	0	0	0	0	1	1
EL		0	0	0	0	0	0	0	0	0	0	1	1
ES		0	0	0	0	0	0	0	0	0	0	0	0
FR		0	0	0	0	0	0	0	0	0	0	3	3
HR		0	0	0	0	0	0	0	0	0	0	3	3
IT		0	0	0	0	0	0	1	1	1	1	2	2
CY		0	0	0	0	0	0	1	1	0	0	3	3
LV		0	0	0	0	0	0	0	0	1	1	8	8
LT		0	0	0	0	0	0	0	0	1	1	4	4
LU		0	0	0	0	0	0	0	0	0	0	6	6
HU		0	0	0	0	0	0	0	0	0	0	1	1
MT		0	0	0	0	0	0	0	0	0	0	1	1
NL		0	0	0	0	0	0	0	0	0	0	3	3
AT		0	0	1	1	1	1	1	1	2	2	8	8
PL		0	0	0	0	0	0	0	0	0	0	2	2
PT		0	0	0	0	0	0	0	0	0	0	1	1
RO		0	0	0	0	0	0	0	0	0	0	1	1
SI		0	0	0	0	0	0	1	1	1	1	5	5
SK		0	0	0	0	0	0	0	0	1	1	4	4
FI		2	2	0	0	0	0	2	2	2	2	10	10
SE		20	20	2	2	1	1	1	1	4	4	21	21
UK		0	0	0	0	0	0	0	0	0	0	3	3

**QB7.2** Have you ever used or tried any of the following products?  
**Oral tobacco (snus), chewing or nasal tobacco (snuff) (%)**

		Never		Refusal (SPONTANEOUS)		Total 'User (1-3)'		Total 'Yes'	
		EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4
EU28		95	1	0	-1	1	1	5	0
BE		95	0	0	0	1	1	5	0
BG		99	2	0	-1	0	0	1	-1
CZ		92	1	0	0	1	1	8	-1
DK		84	-3	0	0	1	1	16	3
DE		95	4	0	-1	0	0	5	-3
EE		89	0	0	-1	1	1	11	1
IE		99	6	0	-2	0	0	1	-4
EL		99	1	0	0	0	0	1	-1
ES		99	1	0	0	0	0	1	-1
FR		97	1	0	0	0	0	3	-1
HR		96	0	0	-1	1	1	4	1
IT		94	-1	2	0	0	0	4	1
CY		96	-1	0	-1	0	0	4	2
LV		90	2	1	-2	0	0	9	0
LT		96	2	0	-1	0	0	4	-1
LU		93	1	1	0	0	0	7	0
HU		99	4	0	-2	0	0	1	-2
MT		98	-1	1	1	0	0	1	0
NL		97	1	0	0	0	0	3	-1
AT		88	-2	0	-1	1	1	12	3
PL		97	3	0	-1	1	1	3	-2
PT		98	1	0	-1	0	0	2	0
RO		98	2	1	-2	0	0	1	0
SI		93	-1	0	0	0	0	6	0
SK		94	-1	1	0	0	0	5	1
FI		83	-2	0	-1	2	2	16	2
SE		50	0	0	0	23	23	50	0
UK		97	2	0	-1	0	0	3	-1






























**QB4QB7** How often do you use the following tobacco products? (incl. water pipes and oral, nasal or chewing tobacco)  
(% - TOTAL 'AT LEAST ONE PRODUCT')

		Daily users	Occasional users	Tried these products only once or twice	Ex-users	Never tried any of these products	Refusal
EU28		25	3	4	19	49	0
BE		17	4	5	22	52	0
BG		36	1	1	12	50	0
CZ		25	5	8	18	44	0
DK		17	6	13	28	36	0
DE		23	3	6	20	48	0
EE		21	6	11	21	41	0
IE		19	1	2	16	62	0
EL		35	2	1	18	44	0
ES		26	2	2	22	47	1
FR		33	3	4	20	40	0
HR		34	2	1	16	47	0
IT		24	2	2	13	58	1
CY		26	5	7	17	45	0
LV		28	8	14	17	33	0
LT		28	3	7	15	47	0
LU		20	2	11	20	47	0
HU		25	2	2	14	57	0
MT		21	2	4	19	53	1
NL		16	5	10	30	39	0
AT		27	4	5	17	47	0
PL		28	2	2	17	51	0
PT		25	1	1	8	65	0
RO		27	1	1	13	58	0
SI		26	4	4	19	47	0
SK		24	3	4	15	53	1
FI		19	5	7	26	43	0
SE		24	9	18	23	26	0
UK		16	3	4	21	56	0






























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Tables






























**QB8** Now let's talk about slim cigarettes. Which of the following statements, if any, do you think apply to this type of cigarette?  
(%)

		They help you lose weight	They are attractive (e.g. feminine, elegant)	They are easier to smoke than normal cigarettes	They are less harmful than normal cigarettes	None	Don't know
EU28		1	18	6	7	47	25
BE		7	42	17	15	15	12
BG		1	33	10	7	30	27
CZ		1	46	14	8	22	18
DK		2	22	5	2	39	29
DE		0	6	2	2	67	25
EE		1	30	5	3	38	26
IE		2	12	7	8	41	31
EL		0	39	16	8	36	11
ES		0	8	3	2	57	29
FR		1	27	4	4	42	25
HR		1	32	8	8	36	20
IT		2	22	10	16	36	19
CY		2	22	8	4	31	37
LV		1	30	10	7	43	14
LT		2	31	12	6	45	12
LU		2	27	3	7	45	20
HU		3	32	11	11	33	17
MT		2	14	3	4	48	31
NL		1	12	8	14	26	41
AT		3	19	9	10	41	23
PL		2	21	7	9	38	27
PT		2	15	5	7	38	35
RO		2	18	14	10	37	25
SI		1	41	4	6	44	8
SK		2	29	12	10	25	27
FI		1	10	3	5	56	26
SE		1	13	6	6	33	45
UK		1	6	2	2	67	23

**QB9** 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
		EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1
EU28		55	3	28	0	17
BE		62	9	34	3	4
BG		45	0	16	-9	39
CZ		56	2	30	1	14
DK		79	10	13	-8	8
DE		54	3	32	6	14
EE		75	8	11	-6	14
IE		59	11	27	1	14
EL		65	12	19	-4	16
ES		60	4	19	-1	21
FR		62	2	21	-1	17
HR		51	1	32	-2	17
IT		34	-7	46	7	20
CY		76	13	11	-7	13
LV		80	17	11	-9	9
LT		80	10	11	-4	9
LU		76	10	12	-7	12
HU		49	16	39	-10	12
MT		67	4	20	0	13
NL		85	7	7	-4	8
AT		47	5	40	-3	13
PL		56	4	28	1	16
PT		58	1	26	3	16
RO		48	-6	37	14	15
SI		65	5	22	1	13
SK		48	0	36	1	16
FI		81	11	11	-10	8
SE		65	-3	14	1	21
UK		50	11	29	-12	21

**QB10** 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		Don't know	Total 'Yes'	
		EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4		EB87.1	Diff. EB87.1 - EB82.4
EU28		7	-1	20	2	17	4	53	-4	3	44	5
BE		9	6	25	11	21	7	44	-23	1	55	24
BG		1	-1	6	-2	15	6	71	1	7	22	3
CZ		3	1	15	2	19	3	57	-6	6	37	6
DK		11	1	27	1	14	0	43	-2	5	52	2
DE		6	5	15	7	18	6	53	-20	8	39	18
EE		7	-7	21	-5	18	4	48	13	6	46	-8
IE		18	5	31	7	14	1	33	-13	4	63	13
EL		7	5	24	12	26	16	43	-33	0	57	33
ES		2	-4	11	-8	18	7	68	5	1	31	-5
FR		9	-13	27	0	16	6	46	7	2	52	-7
HR		2	0	15	4	21	8	59	-10	3	38	12
IT		2	0	20	2	19	3	57	-3	2	41	5
CY		8	3	19	5	12	0	60	-9	1	39	8
LV		6	3	14	3	16	1	62	-6	2	36	7
LT		7	4	17	1	15	4	59	-8	2	39	9
LU		7	3	17	2	21	8	53	-13	2	45	13
HU		1	1	7	3	9	-2	80	-1	3	17	2
MT		6	4	18	11	17	10	56	-25	3	41	25
NL		4	-11	29	-13	21	9	43	15	3	54	-15
AT		2	-2	20	6	21	9	50	-11	7	43	13
PL		3	0	18	4	20	6	56	-6	3	41	10
PT		2	0	9	0	17	7	71	-7	1	28	7
RO		3	-1	13	2	21	6	60	-4	3	37	7
SI		4	3	11	7	17	7	67	-13	1	32	17
SK		2	1	9	3	18	7	64	-12	7	29	11
FI		3	1	10	2	19	5	67	-8	1	32	8
SE		1	-2	12	-4	22	2	61	4	4	35	-4
UK		23	4	30	-1	12	0	31	-2	4	65	3
































**QB11** Which of the following statements about the use of electronic cigarettes or any similar electronic devices (e-shisha, e-pipe) applies to you?  
(%)

		You currently use electronic cigarettes or similar electronic devices (e.g. e-shisha, e-pipe)		You used to use them, but no longer do so		You have tried them once or twice		You have never tried them or used them		Don't know
		EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	
EU28		2	0	4	1	9	2	84	-3	1
BE		4	3	4	1	8	3	84	-6	0
BG		0	-1	1	-1	8	-1	88	2	3
CZ		1	0	3	0	16	5	79	-5	1
DK		2	0	5	0	9	1	83	-1	1
DE		2	1	2	1	8	2	86	-5	2
EE		1	0	5	3	15	3	78	-5	1
IE		2	-1	2	-1	9	3	85	0	2
EL		3	2	3	2	9	3	85	-7	0
ES		1	0	2	-1	9	4	88	-3	0
FR		4	0	9	4	11	-1	75	-3	1
HR		0	-1	1	-1	10	4	87	-1	2
IT		0	-1	4	2	5	0	90	-1	1
CY		3	1	5	1	13	2	79	-3	0
LV		1	0	3	1	20	8	76	-8	0
LT		1	1	3	1	11	4	84	-6	1
LU		2	1	3	2	7	-3	86	-1	2
HU		1	1	2	0	6	1	90	-1	1
MT		2	2	4	1	6	-3	84	-2	4
NL		2	0	3	0	10	5	85	-5	0
AT		3	2	6	4	12	6	77	-13	2
PL		1	-1	3	1	9	-1	85	1	2
PT		1	-1	2	1	5	2	92	-2	0
RO		0	0	2	0	7	1	89	0	2
SI		1	1	2	1	8	2	89	-4	0
SK		0	-1	2	1	8	3	88	-4	2
FI		1	0	3	0	13	4	82	-4	1
SE		0	0	2	1	8	1	89	-3	1
UK		5	1	3	0	10	2	79	-5	3






























**QB12a** How often do you use electronic cigarettes or similar electronic devices (e.g. e-shisha, e-pipe)? (%)

(IF 'USE ELECTRONIC CIGARETTES', CODE 1 IN QB11)

		Every day	Every week	Every month	Less than monthly	Don't know/ Refusal
EU28		67	20	7	6	0
BE		50	28	0	22	0
BG		100	0	0	0	0
CZ		73	20	0	7	0
DK		81	0	16	3	0
DE		50	31	0	19	0
EE		34	34	32	0	0
IE		70	23	0	7	0
EL		61	26	0	13	0
ES		75	0	25	0	0
FR		63	21	11	5	0
HR		79	0	21	0	0
IT		100	0	0	0	0
CY		49	17	22	12	0
LV		29	63	4	4	0
LT		64	0	17	0	19
LU		38	45	17	0	0
HU		85	15	0	0	0
MT		100	0	0	0	0
NL		69	8	12	11	0
AT		42	55	0	0	3
PL		71	21	8	0	0
PT		80	20	0	0	0
RO		47	53	0	0	0
SI		40	31	0	29	0
SK		72	28	0	0	0
FI		28	34	20	18	0
SE		51	38	0	11	0
UK		81	12	5	1	1

**QB12b** How often did you use electronic cigarettes or similar electronic devices (e.g. e-shisha, e-pipe)? (%)

(IF 'USED ELECTRONIC CIGARETTES IN THE PAST', CODE 2 IN QB11)





























		Every day	Every week	Every month	Less than monthly	Don't know/ Refusal
EU28		52	14	8	23	3
BE		45	18	17	20	0
BG		23	27	16	29	5
CZ		47	20	6	23	4
DK		49	11	9	27	4
DE		47	24	9	16	4
EE		38	15	18	26	3
IE		51	30	13	6	0
EL		66	14	12	8	0
ES		70	15	3	12	0
FR		70	1	6	19	4
HR		46	27	13	6	8
IT		32	22	12	34	0
CY		81	0	0	15	4
LV		44	11	2	43	0
LT		24	9	7	60	0
LU		30	9	24	37	0
HU		31	6	18	45	0
MT		83	0	0	17	0
NL		55	18	0	27	0
AT		18	50	13	16	3
PL		16	17	15	46	6
PT		53	22	19	0	6
RO		10	13	0	63	14
SI		16	4	5	75	0
SK		54	24	5	17	0
FI		43	31	0	26	0
SE		52	5	2	41	0
UK		71	13	0	12	4

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Tables





























**QB13a** Which of the following e-cigarette liquid flavours do you use on a monthly basis?  
(MULTIPLE ANSWERS POSSIBLE)  
(%)

(IF 'USE ELECTRONIC CIGARETTES MONTHLY', CODE 1 TO 3 IN QB12a)

		Tobacco	Menthol or mint	Fruit, like cherry or strawberry	Candy, like chocolate or vanilla	Alcohol flavour, like whisky or champagne	Other flavours (SPONTANEOUS)	Don't know
EU28		36	22	47	18	2	3	1
BE		29	29	47	22	6	0	0
BG		54	0	0	46	0	0	0
CZ		67	20	36	8	0	0	0
DK		29	41	51	3	0	9	0
DE		16	27	50	39	3	0	0
EE		8	11	54	11	0	20	18
IE		69	17	8	6	0	0	0
EL		65	0	17	14	0	7	0
ES		0	0	84	0	0	0	16
FR		56	13	48	10	0	3	0
HR		79	0	21	0	0	0	0
IT		47	53	0	53	0	0	0
CY		25	0	56	29	8	0	0
LV		31	0	31	38	0	0	0
LT		0	35	35	44	0	21	0
LU		14	60	40	25	0	0	0
HU		50	35	51	15	0	0	0
MT		51	21	39	47	21	0	10
NL		57	43	21	0	0	8	0
AT		28	34	66	31	21	2	0
PL		63	27	45	22	0	0	0
PT		47	22	53	14	0	0	0
RO		65	0	14	0	0	0	21
SI		0	0	41	44	0	15	0
SK		100	28	28	25	0	0	0
FI		17	27	56	43	0	0	0
SE		100	0	0	0	0	0	0
UK		19	26	50	17	2	3	0






























**QB13b** Which of the following e-cigarette liquid flavours did you use on a monthly basis?  
(MULTIPLE ANSWERS POSSIBLE)  
(%)

(IF 'USED ELECTRONIC CIGARETTES MONTHLY', CODE 1 TO 3 IN QB12b)

		Tobacco	Menthol or mint	Fruit, like cherry or strawberry	Candy, like chocolate or vanilla	Alcohol flavour, like whisky or champagne	Other flavours (SPONTANEOUS)	Don't know
EU28		53	15	32	12	3	3	3
BE		24	21	49	2	12	7	4
BG		69	12	24	19	0	0	0
CZ		46	6	30	26	6	2	0
DK		48	18	43	31	7	7	4
DE		28	16	50	14	4	0	12
EE		37	18	32	16	6	18	0
IE		51	22	19	16	0	0	4
EL		62	8	41	27	12	6	0
ES		56	13	32	8	0	0	0
FR		79	14	26	3	0	2	0
HR		46	25	18	21	0	0	0
IT		47	10	16	30	0	7	0
CY		63	4	33	12	7	0	0
LV		7	19	98	2	0	0	0
LT		29	18	78	18	0	0	0
LU		34	8	79	41	0	0	0
HU		60	22	39	10	16	17	0
MT		55	0	70	0	7	0	0
NL		52	22	19	9	0	11	0
AT		28	23	52	30	34	0	2
PL		20	40	33	21	11	0	8
PT		74	31	12	26	0	6	0
RO		39	0	13	28	0	15	19
SI		57	0	43	0	0	0	0
SK		25	34	6	16	0	8	11
FI		13	48	56	25	0	0	0
SE		80	20	26	10	0	0	0
UK		36	7	40	0	0	6	12

**QB14** Which of the following factors, if any, were important in your decision to start using e-cigarettes?  
(MAX. 3 ANSWERS)  
(%)

(IF 'USE OR USED ELECTRONIC CIGARETTES', CODE 1 OR 2 IN QB11)

		To stop or reduce your tobacco consumption	They were cool or attractive	So you could vape in places where tobacco smoking is not allowed	They were cheaper than tobacco	Your friends used e-cigarettes	You liked the flavours of e-cigarettes	You believed that vaping was less harmful than using tobacco	Other (SPONTANEOUS)	None (SPONTANEOUS)	Don't know
EU28		61	6	15	25	11	12	31	2	3	0
BE		55	12	14	25	20	21	22	4	0	3
BG		39	7	37	7	8	11	23	0	0	4
CZ		48	7	27	19	23	14	28	0	0	3
DK		74	0	19	25	12	13	34	1	4	1
DE		50	8	25	32	5	28	36	4	4	0
EE		51	1	8	11	22	20	32	4	9	0
IE		65	2	5	33	11	0	33	0	0	0
EL		69	5	19	11	17	0	39	0	0	0
ES		88	8	10	19	7	6	20	0	3	0
FR		79	0	17	31	5	4	34	2	0	0
HR		61	10	27	32	9	5	42	0	0	5
IT		33	25	10	26	24	6	25	2	0	0
CY		63	8	24	18	14	11	40	0	0	0
LV		47	7	22	18	26	24	16	3	9	0
LT		37	5	7	32	32	21	12	6	0	0
LU		61	0	6	12	17	2	34	6	0	0
HU		34	7	18	20	13	15	38	3	0	0
MT		60	12	14	12	15	3	33	0	0	8
NL		72	0	26	21	17	9	30	4	4	0
AT		50	13	31	26	23	25	38	0	2	1
PL		29	11	7	18	28	22	18	6	3	0
PT		65	11	26	15	3	12	37	4	0	4
RO		24	11	22	11	13	7	10	3	19	6
SI		19	13	28	17	26	8	39	0	4	0
SK		18	12	14	38	25	0	44	0	0	0
FI		59	4	8	18	14	9	31	0	3	0
SE		80	2	26	16	6	32	33	6	0	0
UK		64	2	5	18	6	15	32	1	5	0






























**QB15** You said that you smoke or used to smoke tobacco but also use, used or tried electronic cigarettes or a similar device. Did the use of electronic cigarettes or any similar device help you to stop or reduce your tobacco consumption? (%)

(IF 'SMOKE OR USED TO SMOKE AND USE OR USED OR TRIED ELECTRONIC CIGARETTES', CODE 1 OR 2 IN QB1 AND CODE 1,2 OR 3 IN QB11)

		Yes, you stopped smoking tobacco completely		Yes, you stopped smoking tobacco for a while but then you started again		Yes, you reduced your tobacco consumption but you did not stop		No, you did not reduce your tobacco consumption at all		No, and you actually increased your tobacco consumption		Don't know	Total 'Yes'		Total 'No'	
		EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4		EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4
EU28		14	0	10	-3	17	-4	52	7	5	1	2	41	-7	57	8
BE		12	0	13	7	21	2	47	-11	6	1	1	46	9	53	-10
BG		10	-4	8	2	13	-13	64	14	3	2	2	31	-15	67	16
CZ		9	0	7	-4	22	-3	55	6	6	2	1	38	-7	61	8
DK		18	6	6	2	15	-15	48	-1	6	3	7	39	-7	54	2
DE		9	-1	8	1	21	5	54	-9	8	4	0	38	5	62	-5
EE		9	-4	8	-3	12	0	60	16	3	-8	8	29	-7	63	8
IE		23	-1	15	0	20	-7	39	8	3	0	0	58	-8	42	8
EL		11	4	9	-3	25	2	52	-5	2	1	1	45	3	54	-4
ES		7	-6	10	-3	11	-8	58	13	14	10	0	28	-17	72	23
FR		13	-1	10	-2	16	-4	55	6	3	1	3	39	-7	58	7
HR		5	-8	3	-6	6	-8	76	20	10	9	0	14	-22	86	29
IT		17	2	18	-8	21	-5	42	10	2	1	0	56	-11	44	11
CY		4	-10	17	7	18	1	53	5	6	-4	2	39	-2	59	1
LV		9	-9	10	6	8	-8	65	19	5	1	3	27	-11	70	20
LT		10	2	5	-3	15	1	62	11	5	-3	3	30	0	67	8
LU		9	5	11	9	29	20	37	-32	9	1	5	49	34	46	-31
HU		10	3	14	-13	30	5	41	5	5	2	0	54	-5	46	7
MT		8	-4	5	-6	29	7	30	-14	27	18	1	42	-3	57	4
NL		10	3	14	2	15	-6	57	2	1	-1	3	39	-1	58	1
AT		9	-3	12	2	18	-13	52	10	4	0	5	39	-14	56	10
PL		9	-7	6	-2	10	-6	63	13	11	3	1	25	-15	74	16
PT		8	2	4	-12	31	20	53	-8	3	-3	1	43	10	56	-11
RO		3	-5	1	-10	11	-9	75	22	8	0	2	15	-24	83	22
SI		12	9	7	7	8	-17	67	9	5	-1	1	27	-1	72	8
SK		11	-5	17	10	5	-13	55	9	2	-4	10	33	-8	57	5
FI		8	-7	4	-3	21	3	56	13	3	-2	8	33	-7	59	11
SE		20	9	2	-4	10	-6	49	1	0	-3	19	32	-1	49	-2
UK		30	9	10	-6	19	-8	37	10	4	-2	0	59	-5	41	8

**QB16** Which of the following products did you use or try first? (%)

(IF 'SMOKE OR USED TO SMOKE OR USE OR USED OR TRIED ELECTRONIC CIGARETTES OR AT LEAST TRIED WATER PIPE OR ORAL TOBACCO')

		Boxed cigarettes		Hand-rolled cigarettes		Cigars		Cigarillos		Pipe		Water pipe (shisha, hookah)	
		EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4
EU28		81	-2	6	0	1	1	1	1	1	0	3	-2
BE		75	-2	8	-2	3	2	1	0	1	0	2	-5
BG		92	-1	3	1	0	0	0	0	0	0	2	-1
CZ		78	-5	7	4	2	2	1	0	0	0	6	-1
DK		79	6	3	1	2	2	1	1	5	0	6	-5
DE		76	-4	7	-1	1	1	1	1	2	1	5	-1
EE		80	0	1	0	3	2	0	0	1	1	6	-5
IE		79	-11	7	4	1	0	0	0	1	1	1	0
EL		92	-3	4	0	1	1	0	0	0	0	1	0
ES		90	-1	4	0	2	2	0	0	0	0	3	0
FR		88	4	5	0	1	1	0	-1	0	0	1	-5
HR		85	-3	5	1	6	3	1	1	0	0	1	0
IT		82	-5	9	1	1	1	0	-1	1	1	0	-1
CY		78	1	8	3	0	0	0	-1	0	0	9	0
LV		83	5	1	-1	2	2	1	0	0	-1	6	-5
LT		84	8	2	1	0	-1	1	0	0	0	7	-5
LU		73	-7	6	3	3	2	2	2	1	0	6	-3
HU		82	0	9	3	0	0	0	0	0	0	4	-1
MT		84	1	3	-1	1	1	0	0	0	0	3	-2
NL		66	8	19	-3	4	1	1	0	2	1	4	-4
AT		71	-13	11	5	2	1	0	-1	1	1	5	2
PL		88	3	2	0	0	0	0	0	0	0	1	-3
PT		89	-5	5	2	1	1	0	0	0	0	1	0
RO		81	-10	1	0	0	0	1	0	1	0	1	0
SI		89	-4	4	1	1	1	0	0	1	1	2	-1
SK		83	-5	6	4	3	2	0	-1	0	0	2	-1
FI		84	4	7	-1	1	0	0	-1	1	0	2	-1
SE		69	3	2	0	3	1	1	0	3	0	2	-3
UK		75	-6	8	1	3	3	0	0	1	0	3	-2
































**QB16** Which of the following products did you use or try first? (%)






























(IF 'SMOKE OR USED TO SMOKE OR USE OR USED OR TRIED ELECTRONIC CIGARETTES OR AT LEAST TRIED WATER PIPE OR ORAL TOBACCO')

		Oral tobacco (snus)		Chewing tobacco		Nasal tobacco (snuff)		E-cigarettes or similar electronic devices		Other (SPONTANEOUS)		Don't know
		EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	
EU28		1	0	0	0	0	0	1	0	2	1	3
BE		0	0	0	0	0	0	1	0	7	7	2
BG		0	0	0	0	0	0	1	1	0	-1	2
CZ		0	-1	1	1	1	0	2	1	0	0	2
DK		0	0	0	0	1	0	0	-1	1	-2	2
DE		0	0	0	0	1	0	2	1	1	1	4
EE		1	0	0	0	1	0	2	1	2	1	3
IE		1	1	0	0	1	1	4	3	1	1	4
EL		0	0	0	0	0	0	1	1	0	0	1
ES		0	0	0	0	0	0	0	0	0	-1	1
FR		0	0	0	0	0	0	1	0	3	2	1
HR		1	1	0	0	0	0	0	0	0	-1	1
IT		1	1	0	0	0	0	1	0	1	1	4
CY		0	0	0	0	0	0	3	2	1	-3	1
LV		0	0	0	0	2	1	1	0	3	2	1
LT		0	0	0	0	0	0	1	0	1	1	4
LU		0	-1	1	1	0	0	1	0	5	4	2
HU		0	0	0	0	0	0	0	-2	2	1	3
MT		0	0	0	0	0	0	3	2	2	0	4
NL		0	-1	0	0	0	0	1	1	2	-2	1
AT		0	0	0	0	1	0	2	1	1	0	6
PL		0	0	0	0	1	0	1	0	1	0	6
PT		1	1	0	0	0	0	1	1	0	-1	2
RO		0	0	0	0	0	0	1	0	8	6	6
SI		0	0	0	0	0	0	1	1	2	1	0
SK		0	0	1	0	1	1	0	0	1	0	3
FI		2	-1	0	0	0	-1	1	1	0	0	2
SE		16	-1	0	-1	1	1	1	1	1	-1	1
UK		0	0	0	0	0	-1	4	2	1	1	5

**QB17.1** The last time you visited ... in the last 6 months in (OUR COUNTRY), were people smoking tobacco products inside?  
**A drinking establishment such as a bar (%)**

		Yes		No		Have not visited this place in the last 6 months (SPONTANEOUS)		Don't know
		EB87.1	Diff. EB87.1 -EB82.4	EB87.1	Diff. EB87.1 -EB82.4	EB87.1	Diff. EB87.1 -EB82.4	
EU28		18	-3	74	11	5	-9	3
BE		17	-2	78	13	4	-11	1
BG		30	4	42	-2	22	-6	6
CZ		62	-6	23	9	9	-7	6
DK		31	-3	49	5	17	-3	3
DE		21	-4	74	13	4	-8	1
EE		8	-3	67	12	20	-10	5
IE		6	1	91	2	2	-3	1
EL		74	15	11	-1	12	-17	3
ES		11	-5	85	7	2	-4	2
FR		15	1	75	9	7	-12	3
HR		70	2	21	2	7	-4	2
IT		15	4	79	1	1	-7	5
CY		51	-1	28	10	14	-15	7
LV		16	0	58	16	22	-16	4
LT		8	-3	70	17	18	-15	4
LU		10	3	83	3	5	-5	2
HU		6	1	84	37	6	-40	4
MT		35	-4	54	13	7	-11	4
NL		18	-8	74	15	6	-8	2
AT		50	-8	37	17	11	-10	2
PL		12	-4	78	19	7	-15	3
PT		36	-2	58	8	4	-7	2
RO		10	-47	75	60	8	-17	7
SI		6	0	89	1	4	-2	1
SK		45	0	46	12	3	-15	6
FI		6	-1	81	11	9	-11	4
SE		1	-1	93	0	5	1	1
UK		5	-1	90	4	2	-5	3

**QB17.2** The last time you visited ... in the last 6 months in (OUR COUNTRY), were people smoking tobacco products inside?  
**An eating establishment such as a restaurant (%)**






























		Yes		No		Have not visited this place in the last 6 months (SPONTANEOUS)		Don't know	
		EB87.1	Diff. EB87.1 -EB82.4	EB87.1	Diff. EB87.1 -EB82.4	EB87.1	Diff. EB87.1 -EB82.4	EB87.1	
EU28		8	-2	86	9	4	-7	2	
BE		4	-1	92	8	3	-7	1	
BG		18	3	54	1	21	-9	7	
CZ		44	-1	46	7	5	-9	5	
DK		3	-2	91	1	4	0	2	
DE		4	-2	93	8	2	-6	1	
EE		4	-2	75	12	16	-11	5	
IE		3	0	94	2	2	-2	1	
EL		70	11	20	-3	8	-10	2	
ES		3	-4	93	8	2	-6	2	
FR		7	-1	88	6	3	-6	2	
HR		14	-3	70	5	13	-3	3	
IT		8	1	85	5	2	-7	5	
CY		47	2	46	7	5	-11	2	
LV		7	-4	72	17	18	-12	3	
LT		5	-1	75	14	16	-15	4	
LU		2	1	95	-1	1	-1	2	
HU		4	1	89	36	4	-38	3	
MT		13	5	83	0	2	-6	2	
NL		5	1	92	1	2	-3	1	
AT		30	-7	63	14	6	-7	1	
PL		6	-3	84	19	7	-16	3	
PT		10	-5	84	10	4	-6	2	
RO		5	-34	82	56	6	-25	7	
SI		2	1	94	1	3	-3	1	
SK		16	3	75	8	4	-14	5	
FI		2	0	91	6	5	-6	2	
SE		1	0	97	0	2	1	0	
UK		2	-2	95	3	1	-3	2	

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Tables

**QB18** Have you ever tried to quit smoking? (MULTIPLE ANSWERS POSSIBLE)  
(%)

(IF 'SMOKER', CODE 1 IN QB1)

		Yes, in the last 12 months		Yes, more than a year ago		No, never		Don't know	Total 'Yes'	
		EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	EB87.1	Diff. EB87.1 - EB82.4
EU28		15	-4	39	-2	47	7	1	52	-7
BE		22	1	42	-11	36	9	0	64	-8
BG		5	-5	18	-9	77	17	0	23	-14
CZ		9	-5	37	-5	54	10	0	46	-10
DK		27	-11	56	10	19	1	0	80	-1
DE		17	2	42	2	40	-6	2	58	4
EE		28	6	40	-4	32	-2	1	67	3
IE		29	-5	34	-3	38	6	0	62	-6
EL		12	1	35	2	55	-2	0	44	1
ES		15	-4	38	-4	48	7	0	52	-7
FR		17	-5	50	-4	34	8	0	66	-8
HR		9	-8	31	-5	58	10	2	40	-10
IT		3	-6	22	-12	76	19	0	24	-19
CY		17	-3	42	0	44	4	0	56	-4
LV		23	-3	59	6	20	-1	0	80	4
LT		19	-4	47	-6	36	11	0	64	-11
LU		25	2	43	-6	32	4	1	67	-5
HU		8	-9	32	-7	59	14	1	40	-15
MT		24	-7	43	8	34	-1	1	65	0
NL		33	-2	45	-7	23	9	0	77	-9
AT		8	-2	29	-8	64	11	0	36	-10
PL		14	-5	37	4	50	2	2	48	-1
PT		6	-3	30	6	64	-4	0	36	4
RO		8	-12	28	-11	64	25	1	35	-23
SI		11	-5	49	4	40	3	0	60	-1
SK		14	-2	36	-7	52	13	0	48	-11
FI		30	1	46	-1	22	-3	3	76	3
SE		43	6	45	0	18	-6	0	82	6
UK		26	-6	45	3	30	4	1	69	-4

**QB19** Which of the following did you use in order to stop or to try to stop smoking? (MULTIPLE ANSWERS POSSIBLE) (%)

(IF 'TRIED STOPPING OR EX SMOKER', CODE 1 OR 2 IN QB18 OR CODE 2 IN QB1)






























		Nicotine replacement medications (like nicotine gum, patch or inhaler) or other medications		Electronic cigarettes or any similar device		Oral tobacco (snus), chewing tobacco or nasal tobacco (snuff)		Medical support or stop smoking services (such as a quitline)		You stopped or you tried to stop without assistance		Other (SPONTANEOUS)		Don't know		Total 'At least one aid'		Only 'You stopped or you tried to stop without assistance'	
		EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4
EU28		11	-1	10	0	1	0	5	-4	75	10	4	-8	1	27	-10	72	13	
BE		17	2	12	4	1	1	5	-9	71	0	3	-6	0	35	-2	65	2	
BG		4	-3	7	-4	0	0	0	-6	79	11	8	-3	3	18	-13	78	13	
CZ		7	-6	9	-2	0	-1	3	-6	84	8	1	-5	1	20	-13	78	15	
DK		14	-2	8	0	1	0	6	-6	70	9	6	-11	1	32	-13	66	12	
DE		5	-4	3	-1	1	0	3	-5	84	19	6	-8	1	17	-15	82	20	
EE		11	0	7	1	2	2	2	-4	81	7	5	-5	0	23	-8	76	10	
IE		13	-4	18	-1	1	0	3	-8	64	10	5	-6	2	36	-13	62	13	
EL		5	1	13	5	1	1	1	-1	82	-3	2	-4	0	20	1	79	-1	
ES		3	-3	5	-2	0	0	2	-1	90	10	2	-6	0	12	-11	88	13	
FR		18	1	17	-1	0	0	5	-4	66	7	4	-8	0	39	-6	61	10	
HR		3	-3	5	0	0	-1	3	-6	85	15	2	-11	3	13	-17	84	17	
IT		11	0	7	-2	1	-1	9	-6	76	7	2	-11	1	27	-11	72	11	
CY		6	0	12	-4	0	0	6	1	73	0	8	3	0	31	3	69	1	
LV		8	-1	2	-1	2	1	4	-1	81	7	7	-9	1	22	-8	77	10	
LT		7	3	5	2	1	0	2	-2	84	6	7	-5	1	18	-3	81	8	
LU		11	-3	6	3	0	-1	2	-4	78	6	5	-10	1	24	-12	75	12	
HU		12	2	6	-3	1	-2	4	-6	80	10	0	-7	2	20	-11	79	13	
MT		6	3	6	1	0	0	5	-5	82	15	6	-17	2	21	-16	78	17	
NL		12	0	9	2	0	0	8	-2	76	3	5	-9	0	27	-7	73	9	
AT		22	3	9	4	1	0	9	-1	61	-6	8	-1	1	41	4	58	-3	
PL		12	2	5	-7	2	2	4	-4	73	9	5	-8	1	27	-10	72	15	
PT		6	-5	8	4	0	-2	4	-7	84	12	2	-7	0	18	-13	82	18	
RO		5	-1	2	-4	1	0	2	-5	87	27	5	-15	2	13	-25	85	29	
SI		6	-2	2	0	0	-2	2	-4	86	19	5	-19	0	14	-25	86	26	
SK		10	1	4	-2	1	0	3	-5	75	9	8	-2	4	24	-7	72	11	
FI		22	-1	5	-1	3	0	4	-4	65	13	6	-7	1	36	-12	63	15	
SE		13	-7	2	0	19	0	6	1	65	5	3	-5	0	40	-5	60	6	
UK		17	-1	22	3	0	-1	8	0	60	8	3	-8	2	41	-9	57	9	

**QB20.1** Would you be in favour or against any of the following measures?  
**Keeping tobacco products out of sight in shops or points of sale (%)**

		In favour		Against		Don't know
		EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	
EU28		56	-4	33	2	11
BE		60	-9	37	12	3
BG		46	-6	35	0	19
CZ		54	-7	37	5	9
DK		55	-4	33	1	12
DE		46	0	40	-2	14
EE		60	-8	23	7	17
IE		80	-1	12	1	8
EL		63	-3	33	2	4
ES		58	-4	29	-2	13
FR		40	-9	47	8	13
HR		59	-3	33	0	8
IT		59	-9	32	9	9
CY		55	-15	34	9	11
LV		72	-2	18	2	10
LT		61	3	29	-1	10
LU		45	-10	39	7	16
HU		53	-10	33	4	14
MT		57	-15	30	10	13
NL		73	17	22	-14	5
AT		39	-5	52	5	9
PL		51	-9	39	10	10
PT		54	-2	33	-2	13
RO		50	-8	39	8	11
SI		52	-9	39	9	9
SK		59	-7	29	3	12
FI		76	7	15	-6	9
SE		70	-2	24	1	6
UK		73	-2	14	-4	13

**QB20.2** Would you be in favour or against any of the following measures?

**Introducing “plain packaging”, i.e. standardised packaging with a fixed colour and design and the removal of all branding (such as images and corporate logos) (%)**






























		In favour	Against	Don't know
EU28		46	37	17
BE		50	45	5
BG		44	28	28
CZ		35	50	15
DK		36	42	22
DE		37	46	17
EE		44	29	27
IE		73	17	10
EL		49	41	10
ES		43	33	24
FR		39	45	16
HR		49	39	12
IT		43	37	20
CY		43	39	18
LV		54	24	22
LT		61	28	11
LU		38	44	18
HU		52	33	15
MT		55	30	15
NL		49	40	11
AT		41	49	10
PL		46	42	12
PT		41	39	20
RO		54	31	15
SI		46	41	13
SK		59	24	17
FI		59	25	16
SE		50	39	11
UK		68	16	16

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Tables

QB20.3 Would you be in favour or against any of the following measures?






























**Banning the use of electronic cigarettes in environments where smoking is prohibited (%)**

		In favour		Against		Don't know
		EB87.1	Diff. EB87.1 - EB82.4	EB87.1	Diff. EB87.1 - EB82.4	
EU28		63	0	26	0	11
BE		66	1	32	5	2
BG		50	-1	24	-8	26
CZ		50	-7	37	3	13
DK		59	2	30	-2	11
DE		65	2	25	3	10
EE		70	0	13	1	17
IE		69	3	22	1	9
EL		53	2	41	-1	6
ES		65	-1	21	-4	14
FR		60	-1	31	3	9
HR		56	-3	33	1	11
IT		66	-4	26	7	8
CY		75	4	17	-5	8
LV		73	4	17	1	10
LT		78	8	13	-4	9
LU		73	6	18	-3	9
HU		58	4	26	-8	16
MT		71	-6	20	7	9
NL		69	12	24	-9	7
AT		50	-8	40	8	10
PL		62	-2	29	5	9
PT		60	-11	28	10	12
RO		59	-1	29	5	12
SI		62	0	28	2	10
SK		62	-1	22	-1	16
FI		79	8	12	-3	9
SE		70	5	21	0	9
UK		67	8	20	-11	13



**QB20.4** Would you be in favour or against any of the following measures?

**Banning flavours in e-cigarettes (%)**

		In favour	Against	Don't know
EU28		40	37	23
BE		44	48	8
BG		34	25	41
CZ		32	47	21
DK		32	41	27
DE		34	37	29
EE		47	21	32
IE		57	28	15
EL		49	38	13
ES		42	31	27
FR		35	46	19
HR		42	41	17
IT		43	37	20
CY		63	23	14
LV		52	28	20
LT		70	18	12
LU		48	31	21
HU		40	39	21
MT		53	29	18
NL		41	40	19
AT		37	48	15
PL		43	36	21
PT		38	36	26
RO		49	32	19
SI		43	37	20
SK		47	29	24
FI		53	24	23
SE		42	38	20
UK		42	32	26