



Special Eurobarometer 429

ATTITUDES OF EUROPEANS TOWARDS TOBACCO AND ELECTRONIC CIGARETTES

SUMMARY

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This survey has been requested by the European Commission, Directorate-General for Health and Food Safety and coordinated by the Directorate-General for Communication.

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

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Special Eurobarometer 429

Attitudes of Europeans towards tobacco and electronic cigarettes

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

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

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INTRODUCTION

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

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

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

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

The current survey explores:

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

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

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

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

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

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

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

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

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

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

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

* * * * *

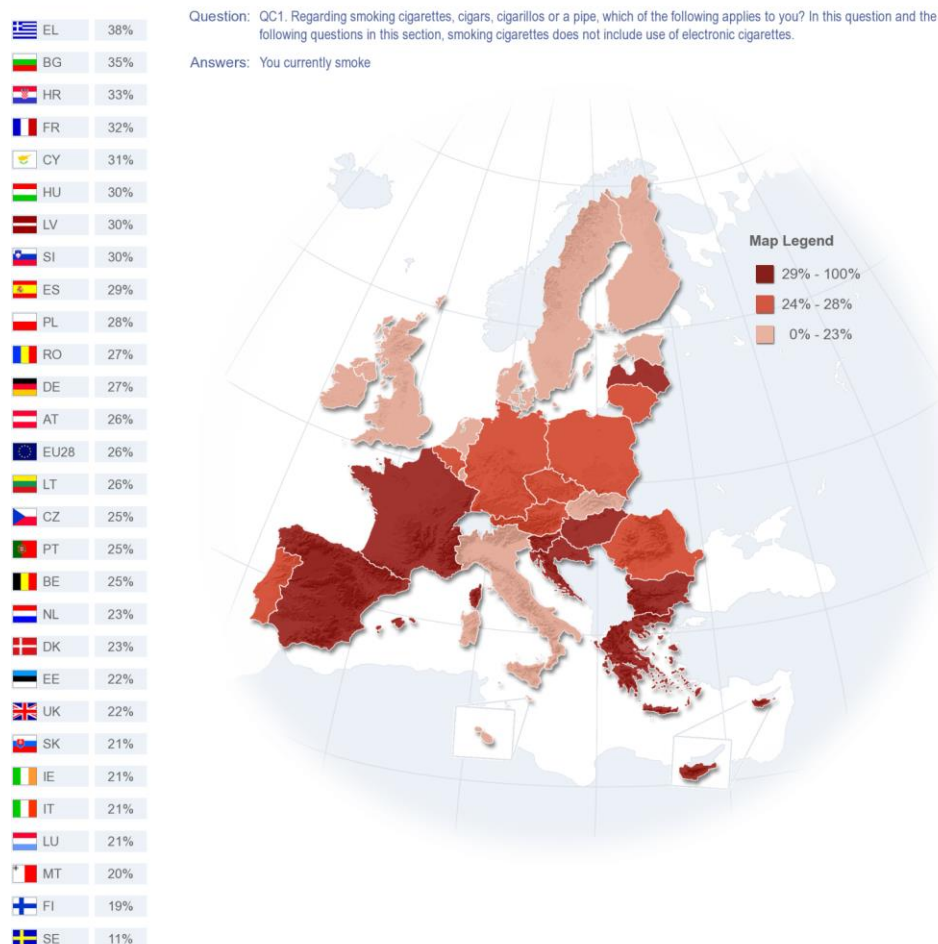
We wish to thank the people throughout the European Union who have given their time to take part in this survey. Without their active participation, this study would not have been possible.

1. TOBACCO CONSUMPTION IN THE EUROPEAN UNION

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

Just over a quarter of respondents in the EU currently smoke boxed cigarettes, cigars, cigarillos or a pipe (26%), which represents a two percentage point decrease since 2012⁶. A further one in five say they used to smoke, but have stopped (20%), while the majority (54%) have never smoked. There has been an increase in the proportion who have never smoked since 2012 (+3). The most significant decrease was recorded for the 15-24 age group, which for the first time was lower than the EU average.

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



⁶ QC1: Regarding smoking cigarettes, cigars, cigarillos or a pipe, which of the following applies to you? In this question and the following questions in this section, smoking cigarettes does not include use of electronic cigarettes. You currently smoke; You used to smoke but you have stopped; You have never smoked; DK.

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

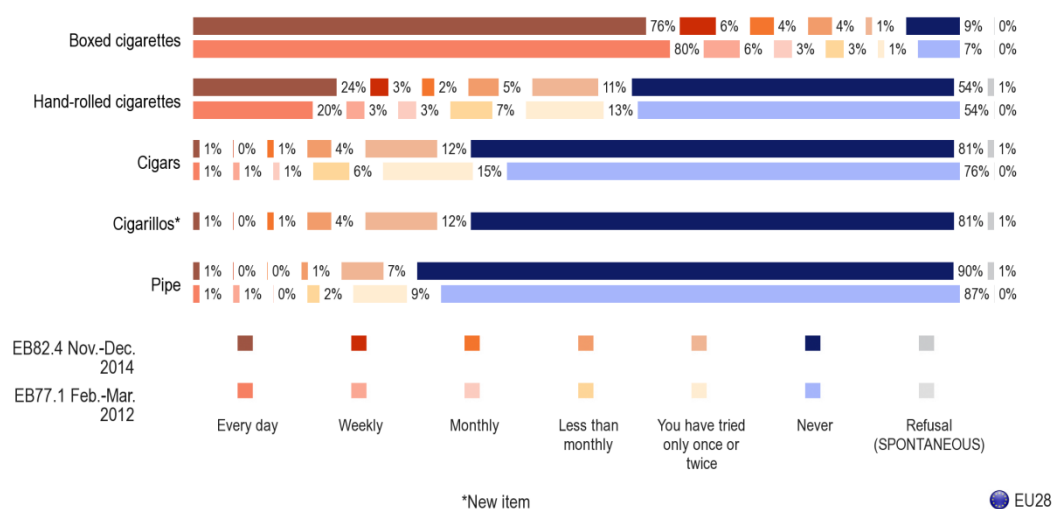
In most countries there has been a decline in the number of smokers since 2012. This is particularly the case in Ireland (-8 percentage points), Austria (-7), and Finland, Luxembourg and Latvia (all -6). There are only five Member States where there has been an increase in the proportion of smokers: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

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

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

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

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



Base: Smokers, n=7,278

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

Older respondents use boxed cigarettes less often: 82% of those aged 55+ smoke these regularly, compared with 89% of 15-24 year-olds. However, younger respondents more often report regular use of hand-rolled cigarettes (38% vs. 26-31%). Looking in more

detail at this age group shows that smokers aged 15-17 report a higher regular use of boxed cigarettes (94% vs. 89%) in comparison with smokers aged 18-24, and the same applies for hand-rolled cigarettes (52% vs. 37%).

- Smokers smoke an average of 14.2 cigarettes per day -

The large majority of smokers smoke 6-20 cigarettes per day (77%)⁷. Almost one in ten (8%) smoke 21 or more per day, while 13% smoke 1-5, and 1% smoke less than one. There has been little change in these proportions since 2012, although there has been a slight increase in the proportion who smoke 11-20 cigarettes per day (+2 percentage points).

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

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

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

The younger the respondent, the less they smoke: respondents aged 15-24 (11.4) and 25-39 (13.9) smoke fewer cigarettes per day than older smokers (15.2-15.5). In addition, smokers aged 15-17 smoke less than those aged 18-24 (8.3 vs. 11.7).

- Use of other tobacco products has remained relatively stable -

16% of respondents have tried water pipes, while 5% have tried oral, chewing or nasal tobacco products. However, there are five Member States where at least one in ten respondents has tried oral, chewing or nasal tobacco: Sweden (50%), Finland (14%), Denmark (13%), Austria and Estonia (both 10%).

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

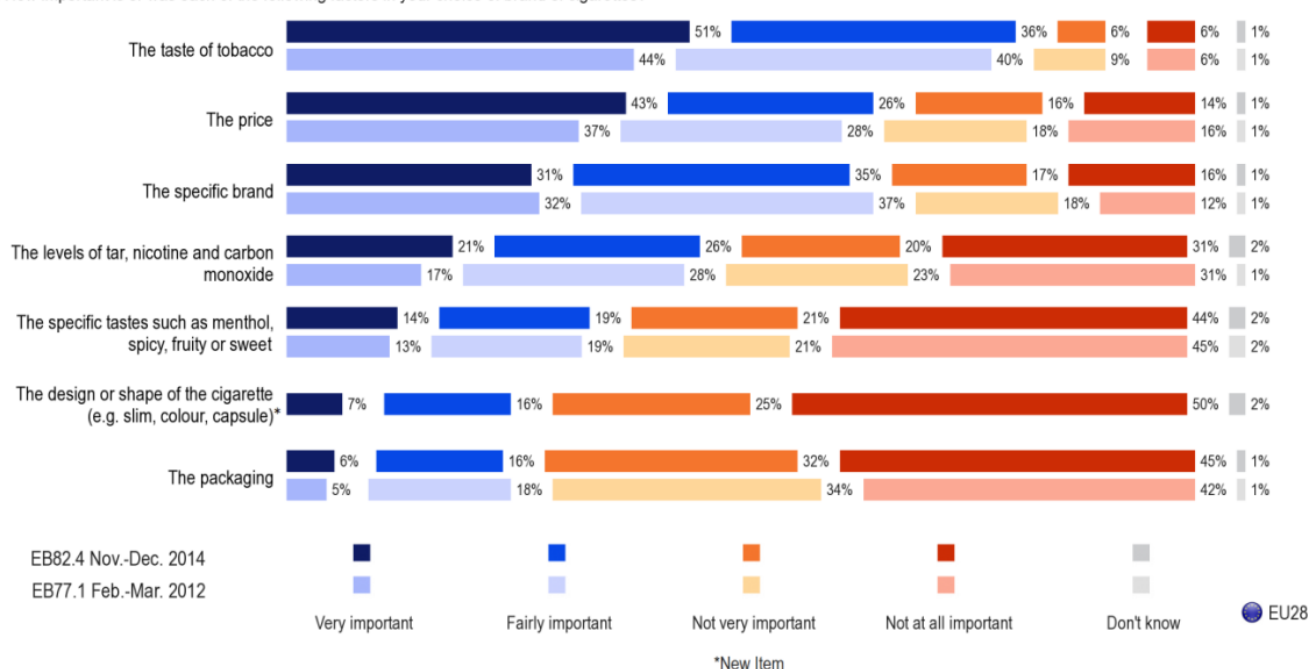
The younger the respondent, the more likely they are to have tried water pipes: 33% of 15-24 year-olds have tried them, compared with 5% of those aged 55+. There are no age-related differences for oral, chewing or nasal tobacco. Compared with 2012, the results are very similar for each age group for both questions.

⁷ QC4: On average, how many cigarettes do you or did you smoke each day?

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

Current and past cigarette smokers were asked to rate the importance of a range of factors when choosing a brand of cigarettes⁸. The taste of the tobacco is most likely to be important (87%), followed by the price (69%) and the specific brand (66%). Almost half consider the levels of tar, nicotine and carbon monoxide important factors when choosing a brand (47%), while one-third mention specific tastes (33%), and 22% the packaging. For the first time, respondents were also asked about the design or shape of the cigarette, and 23% say this is an important factor when choosing a brand of cigarettes.

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



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

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

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

⁸ QC5: How important is or was each of the following factors in your choice of brand of cigarettes? The specific tastes such as menthol, spicy, fruity or sweet; The levels of tar, nicotine and carbon monoxide; The specific brand; The taste of tobacco; The packaging; The price.

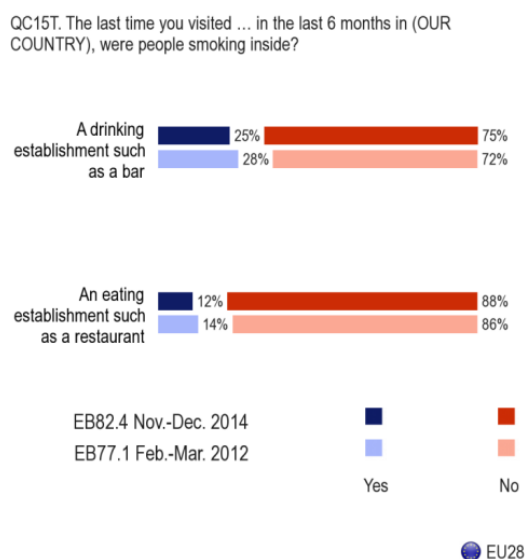
2. EXPOSURE TO TOBACCO SMOKE IN PUBLIC PLACES

This section of the report considers the extent to which Europeans are exposed to second-hand smoke (SHS) in bars and restaurants, and also in the workplace. Legislation on smoking in public settings still varies between Member States, which will account for some of the variability in results between countries.

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

We asked all the respondents whether they had been exposed to tobacco smoke in eating and drinking establishments. In total, just over one in five respondents said the last time they visited a drinking establishment people were smoking inside (21%)⁹ and 10% of respondents said they were so exposed in an eating establishment. However, 14% and 11% of respondents respectively spontaneously said that they had not visited a bar or a restaurant, so our analysis will only consider those who visited such establishments.

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



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

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

⁹ QC15.1: The last time you visited ... in the last 6 months in (OUR COUNTRY), were people smoking inside? A drinking establishment such as a bar; An eating establishment such as a restaurant.

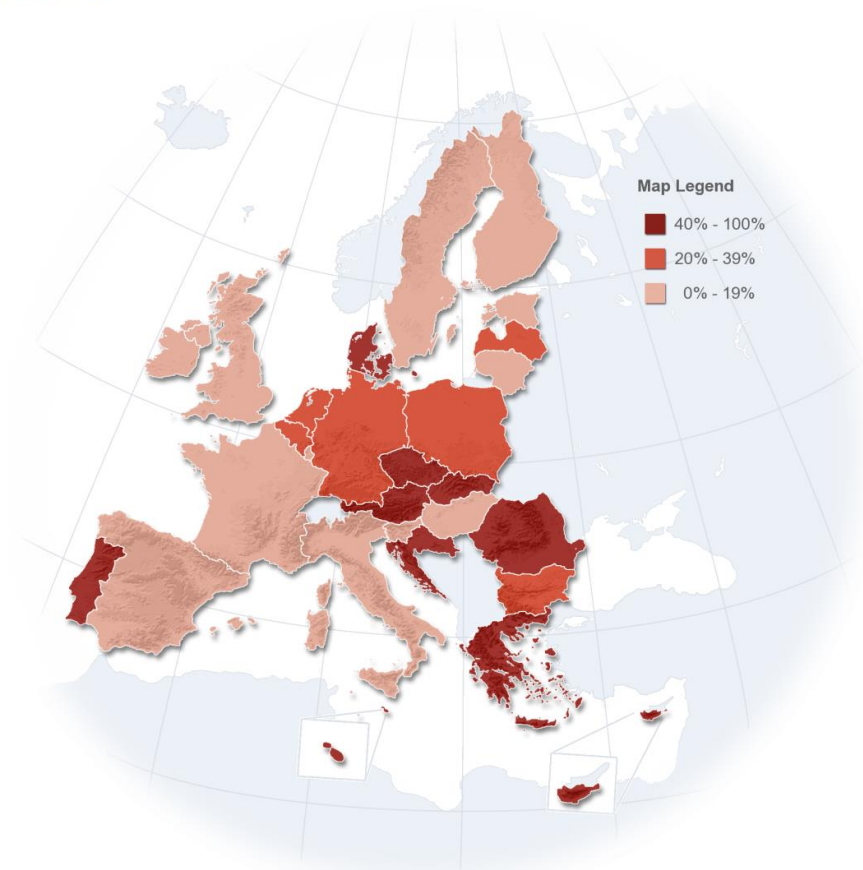
The national analysis of respondents who had visited a drinking establishment shows that a higher proportion of respondents in Central and Eastern areas of Europe say people were smoking inside the last time they visited.

 CZ	83%
 EL	83%
 RO	80%
 HR	78%
 CY	74%
 AT	74%
 SK	57%
 MT	49%
 PT	43%
 DK	43%
 BG	37%
 NL	31%
 DE	29%
 LV	28%
 EU28	25%
 BE	23%
 PL	21%
 FR	18%
 LT	18%
 ES	17%
 EE	16%
 IT	13%
 HU	9%
 LU	8%
 FI	8%
 SI	6%
 UK	6%
 IE	5%
 SE	2%

Question: QC15T.1. The last time you visited ... in the last 6 months in (OUR COUNTRY), were people smoking inside?

Option: A drinking establishment such as a bar









Answers: Yes



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

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

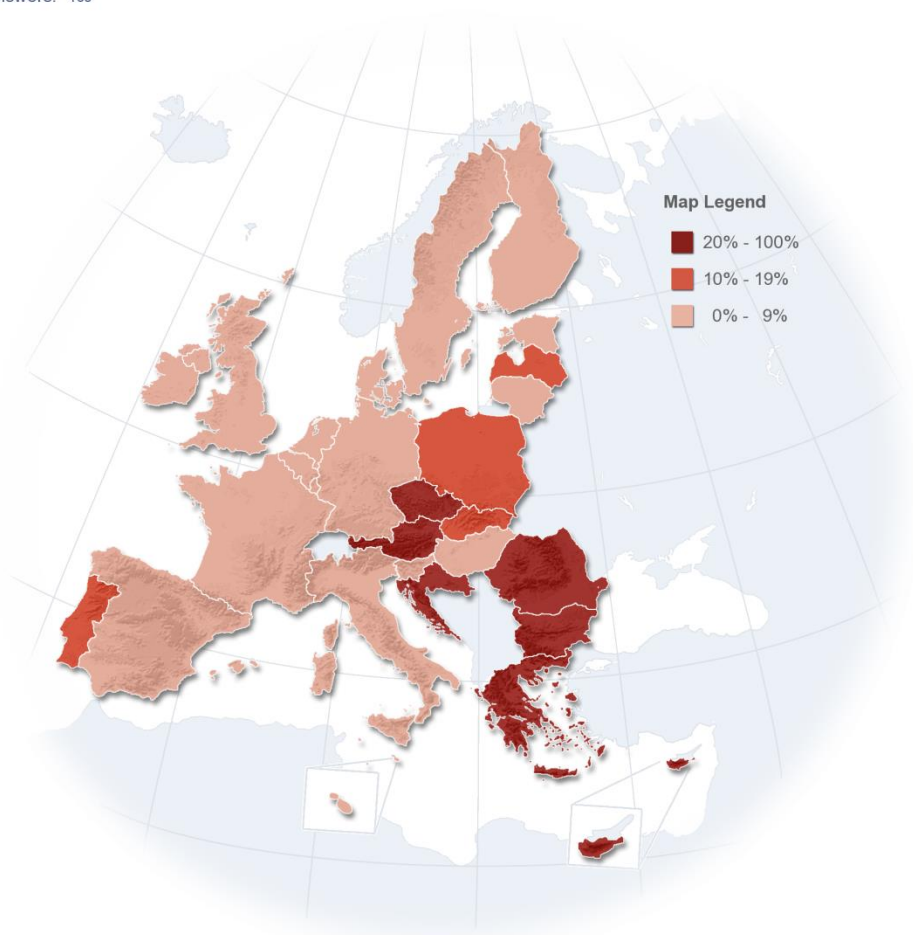
Once again, legislation and enforcement will have had an impact on these results. However, as with the prevalence of smoking in bars, it is worth noting that Greece has the highest proportion of respondents who reported people smoking inside an eating establishment, and yet there is a total ban on indoor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

	EL	72%
	RO	59%
	CY	53%
	CZ	53%
	AT	44%
	BG	22%
	HR	20%
	PT	17%
	LV	16%
	SK	16%
	EU28	12%
	PL	12%
	FR	9%
	EE	9%
	MT	9%
	LT	9%
	IT	8%
	ES	7%
	DE	7%
	BE	6%
	HU	5%
	DK	5%
	UK	4%
	IE	4%
	NL	4%
	FI	2%
	SE	1%
	LU	1%
	SI	1%

Question: QC15T.2. The last time you visited ... in the last 6 months in (OUR COUNTRY), were people smoking inside?

Option: An eating establishment such as a restaurant

Answers: Yes



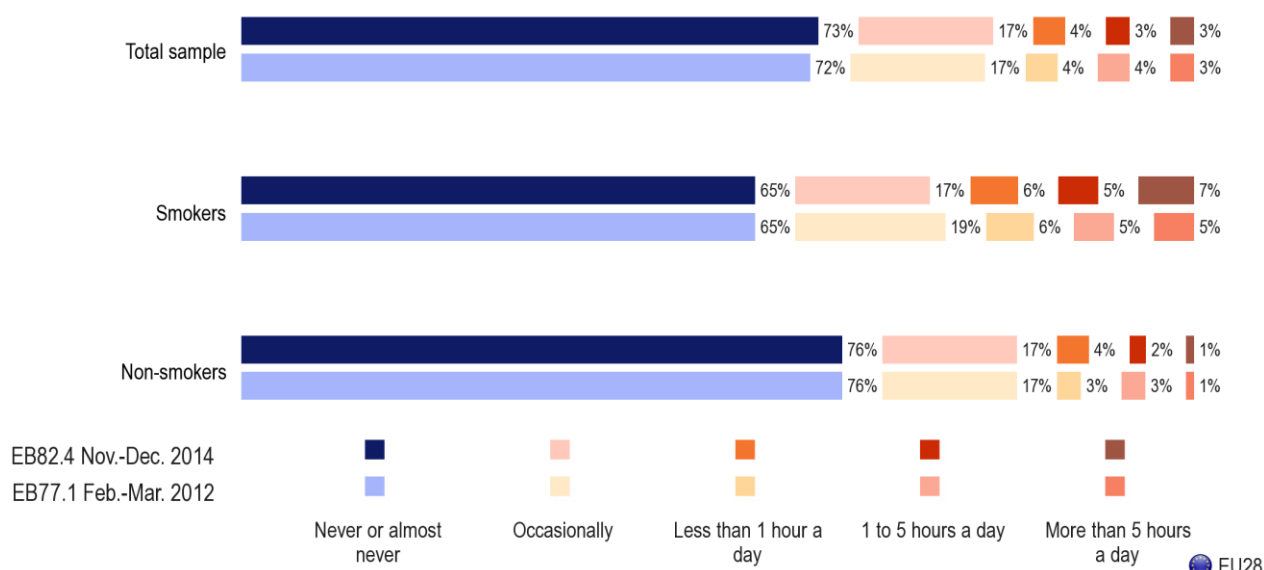
Base: All respondents excluding those who had not visited a restaurant in the last 6 months (n=24,190)

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

Respondents were asked how often they are exposed to tobacco smoke indoors at their workplace¹⁰. Most say they are rarely or never exposed (73%), an increase of just one percentage point since the last survey in 2012. Almost one in five (17%) are exposed occasionally, while 4% are exposed for less than one hour per day. 3% are exposed for one to five hours per day, while 3% are exposed for more than five hours per day.

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

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



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

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

¹⁰ QC16: How often are you exposed to tobacco smoke indoors at your workplace? Never or almost never; occasionally; less than 1 hour a day; 1 to 5 hours a day; more than 5 hours a day.

3. STARTING/STOPPING SMOKING TOBACCO

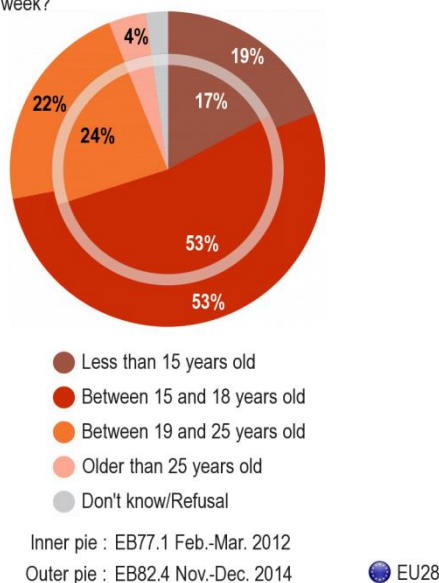
- The average starting age for smoking regularly remains stable -

The average age at which Europeans start smoking regularly is 17.6 – this has not changed since the previous survey in 2012¹¹. Almost one in five started smoking regularly when they were younger than 15 (19%), while the majority (53%) started between the ages of 15 and 18. Just over one in five started aged 19-25 (22%), while only a few started when they were older than 25 (4%).

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

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

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



EU28

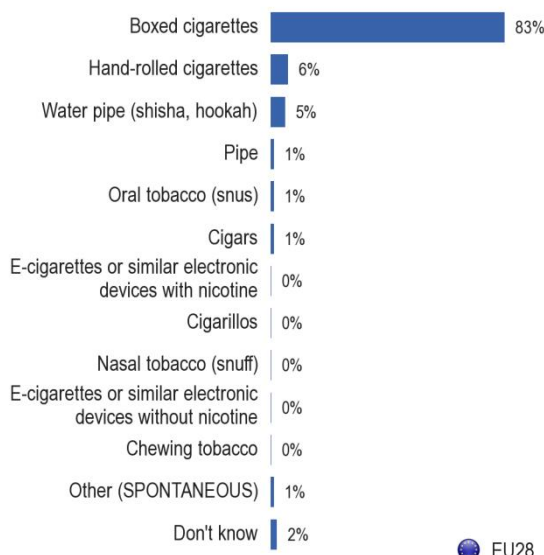
Base: Cigarette smokers and ex-smokers, n=12,196

¹¹ QC2: How old were you when you started smoking on a regular basis, i.e. at least once a week?

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

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

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



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

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

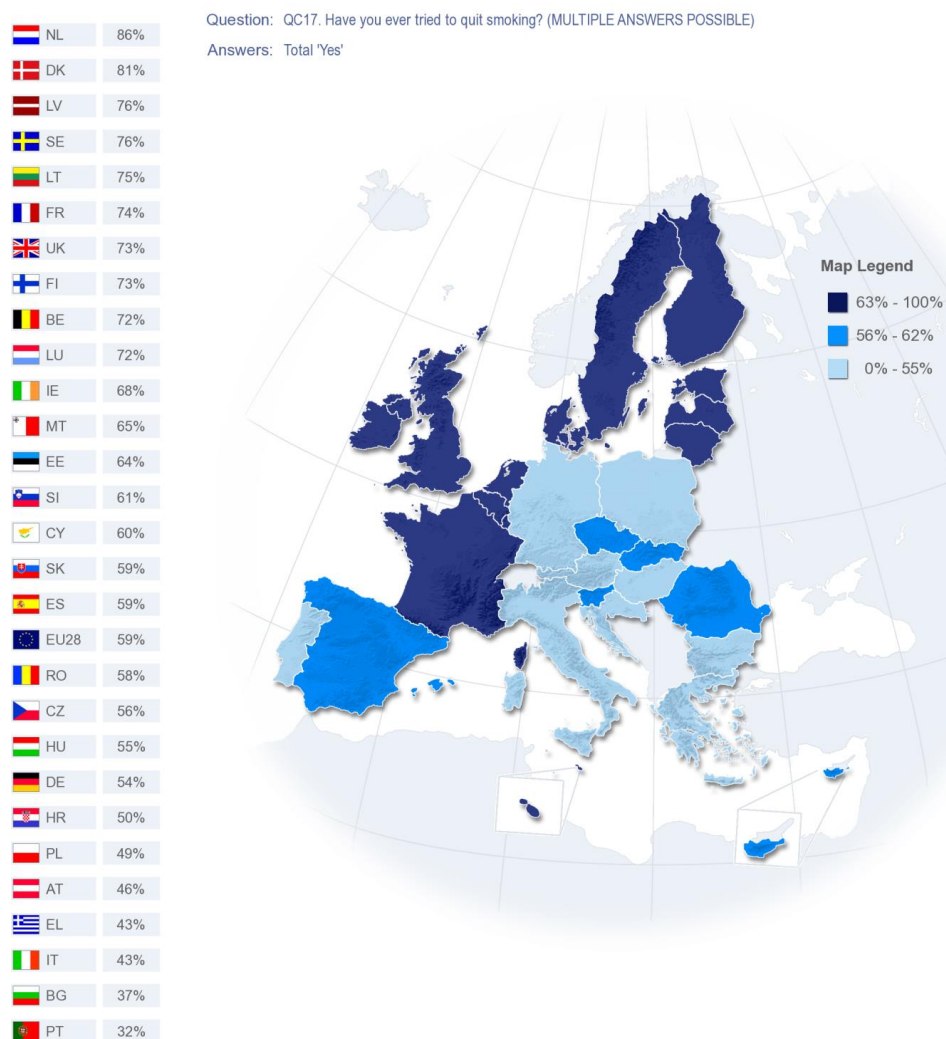
Socio-demographic analysis reveals that a smaller proportion of those aged 15-24 started with boxed cigarettes compared with older groups (63% vs. 84%-88%). Conversely, a larger proportion of young people started with a water pipe (20% vs. 1%-5%).

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

- The majority of smokers have tried to quit -

In the last twelve months, almost one in five smokers have tried to quit smoking (19%), while a further 41% tried to stop more than a year ago¹². In total, 59% of smokers have tried to quit at some stage, a slight decrease since 2012 (-1 percentage point).

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



Base: Smokers, n=7,278

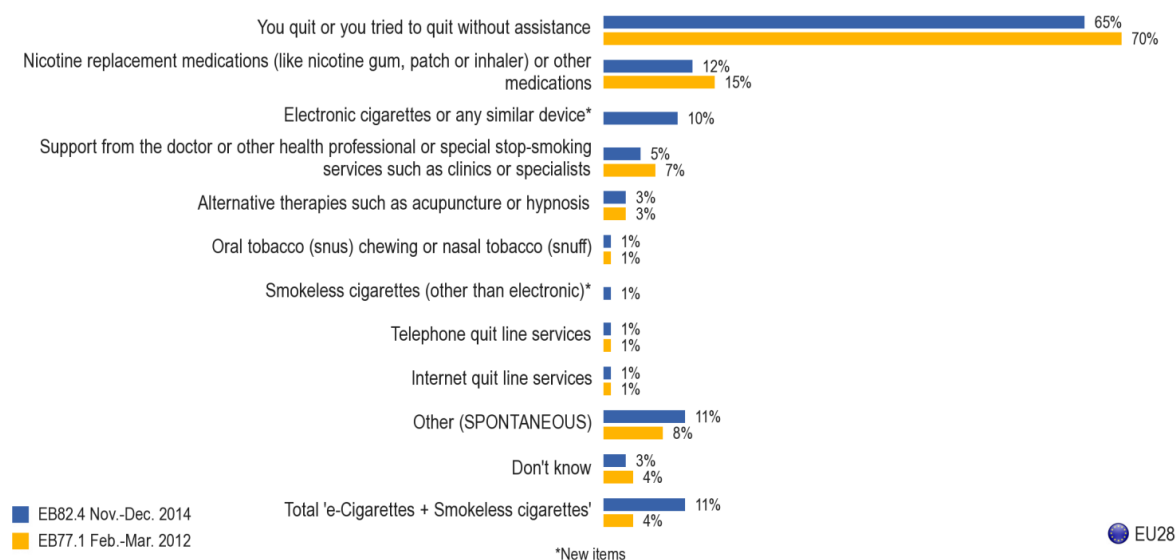
¹² QC17: Have you ever tried to quit smoking? (MULTIPLE ANSWERS POSSIBLE) Yes, in the last 12 months; Yes, more than a year ago; No, never; DK.

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

Smokers and ex-smokers who have tried to give up smoking in the last 12 months were asked what aids, if any, they used¹³. The majority (65%) reported that they quit or tried to quit without assistance. However, 12% used nicotine replacement medications such as patches, while 10% used e-cigarettes or similar devices. One in twenty (5%) used support from a doctor or health professional, while 3% used alternative therapies.

Compared with 2012, those who have tried to quit smoking have now more often used e-cigarettes or smokeless cigarettes to try to do so (+7 percentage points)¹⁴. This indicates that Europeans are increasingly seeing e-cigarettes as a potential means to stop smoking tobacco, although their efficacy in helping smokers to actually do so remains a matter of debate, as discussed in section 5.

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



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

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

¹³ QC18: Which of the following did you use in order to quit or to try to quit smoking? (MULTIPLE ANSWERS POSSIBLE) Nicotine replacement medications (like nicotine gum, patch or inhaler) or other medications; Support from the doctor or other health professional or special stop-smoking services such as clinics or specialists; Telephone quit line services; Internet quit line services; Alternative therapies such as acupuncture or hypnosis; Oral tobacco (snus) chewing or nasal tobacco (snuff); Electronic cigarettes or any similar device; Smokeless cigarettes (other than electronic); You quit or you tried to quit without assistance; Other (SPONTANEOUS); DK.

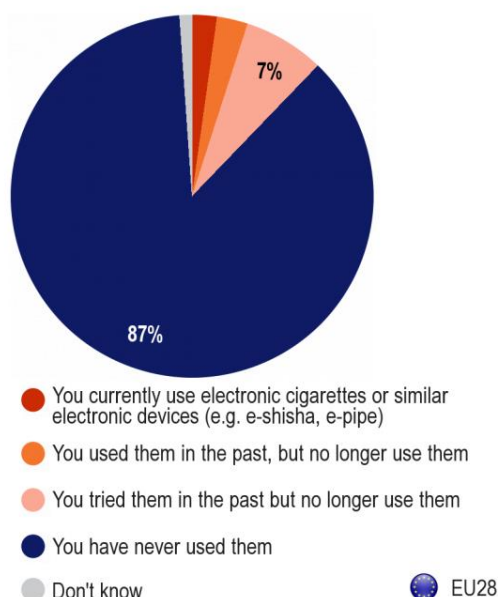
¹⁴ In the previous survey, smokeless cigarettes and e-cigarettes were combined in the one option, so individual results for these are only available for the current survey.

4. E-CIGARETTE CONSUMPTION IN THE EUROPEAN UNION

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

12% of Europeans have used e-cigarettes: 2% are currently using them¹⁵ and a further 3% have used them in the past but no longer do so, while 7% have tried them in the past but have never used them regularly. It seems that there has been an increase in the use of e-cigarettes within recent years in Europe; in 2012, 7% of respondents had tried the products¹⁶.

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
































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

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

¹⁵ QC9: Regarding the use of electronic cigarettes or any similar electronic devices (e-shisha, e-pipe), which of the following statements applies to you?

¹⁶ In 2012, the question asked was different and therefore the comparison needs to be interpreted with caution. See the report of the previous survey (p.45): http://ec.europa.eu/public_opinion/archives/ebs/ebs_385_en.pdf

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

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

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

Younger respondents were more likely to have tried e-cigarettes than older people (13% of 15-24 year-olds vs. 3% of those aged 55+).

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

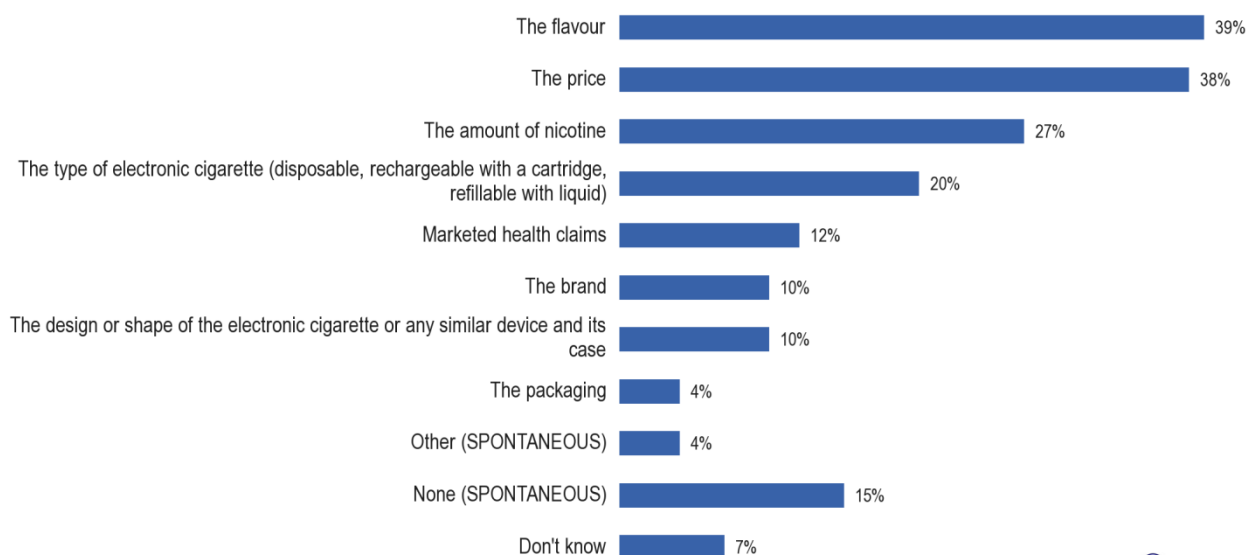
Amongst respondents who have used e-cigarettes, the use of those containing nicotine is far more common¹⁷. Three in ten (30%) use e-cigarettes containing nicotine at least monthly¹⁸, compared with just 10% for nicotine-free versions.

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

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

Respondents who had tried e-cigarettes were asked what factors they considered when choosing such a device¹⁹. Flavour (39%) and price (38%) are the most important considerations, followed by the amount of nicotine (27%) and the type of e-cigarette (20%). Brand, packaging, design and marketed health claims are all less important when choosing an e-cigarette or similar device.

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



EU28

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

¹⁷ QC10: How often do you or did you use the following products? Nicotine containing electronic cigarettes or similar electronic devices / Nicotine free electronic cigarettes or similar electronic devices. Every day; Weekly; Monthly; Less than once a month; You have tried only once or twice; Never.

¹⁸ Daily, weekly or monthly.

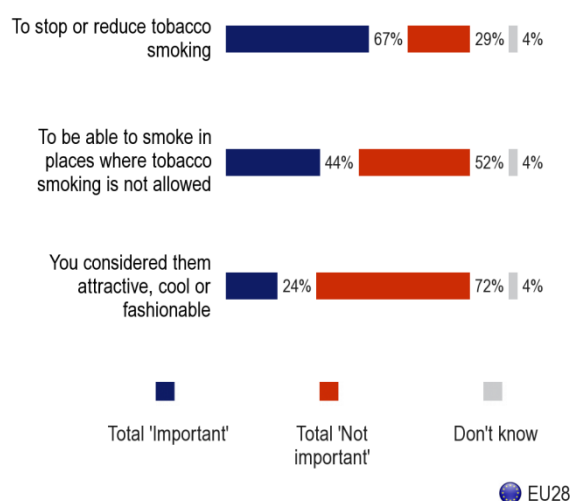
¹⁹ QC11: What are the factors you consider important in your choice of electronic cigarette or any similar device (e-shisha, e-pipe)? (MULTIPLE ANSWERS POSSIBLE) The price; The packaging; The flavour; The brand; The type of electronic cigarette (disposable, rechargeable with a cartridge, refillable with liquid); The amount of nicotine; The design or shape of the electronic cigarette or any similar device and its case; Marketed health claims; Other (SPONTANEOUS); None (SPONTANEOUS); DK.

5. MOTIVATIONS FOR STARTING TO USE ELECTRONIC CIGARETTES

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

Europeans who have used e-cigarettes are likely to have done so to try to stop or reduce their tobacco use²⁰. Two-thirds said stopping or reducing their use of tobacco was an important factor (67%). More than four out of ten said the fact they could smoke in places where tobacco smoking is not allowed was an important reason for trying or using e-cigarettes (44%). The fact that e-cigarettes are attractive, cool and fashionable was important for 24%. This was very similar for both smokers and non-smokers.

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



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

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

The older the respondent, the more likely they are to say that stopping or reducing tobacco use was an important factor in starting to use e-cigarettes. Indeed, 67% of 25-39 year-olds, 74% of 40-54 year-olds, and 73% of those aged 55+ say that this was an important factor, compared to 57% of 15-24 year-olds. It should also be underlined that a significant proportion of 15-24 year-olds (38%) did not consider that stopping or reducing tobacco use was an important factor compared to 23% of those aged 40-54 and 24% of those aged 55+.






























²⁰ QC12: You said that you use or have used or tried electronic cigarettes or any similar device in the past. How important was each of the following factors for starting? To be able to smoke in places where tobacco smoking is not allowed; To stop or reduce tobacco smoking; You considered them attractive, cool or fashionable.

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

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

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

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

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

Highest percentage per country

Lowest percentage per country

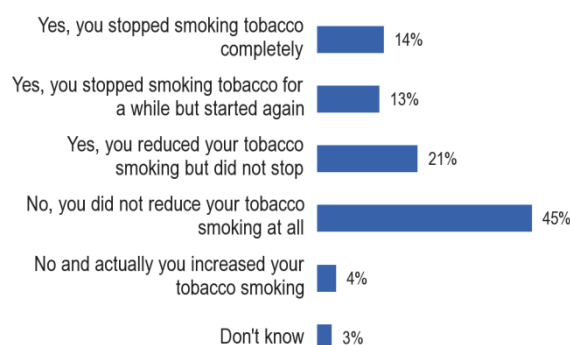
Highest percentage per item	Lowest percentage per item
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Base: E-cigarette users or respondents who have used them, n=3,183

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

Smokers and ex-smokers who have tried or who use e-cigarettes were asked if using e-cigarettes or similar devices helped them stop or reduce tobacco smoking²¹. Almost half (45%) said using e-cigarettes had not reduced their tobacco smoking at all, while 21% said they reduced, but did not stop, their tobacco use. Around one in seven said using e-cigarettes helped them to stop smoking tobacco completely (14%), while a further 13% said the use of e-cigarettes helped them stop for a while, but they then started smoking tobacco again.

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



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

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

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

²¹ QC13: You said that you smoke or used to smoke tobacco but also use or used electronic cigarettes or any similar device. Did the use of electronic cigarettes or any similar device help you to stop or reduce your tobacco consumption? Yes, you stopped smoking tobacco completely; Yes, you stopped smoking tobacco for a while but started again; Yes, you reduced your tobacco smoking but did not stop; No, you did not reduce your tobacco smoking at all; No and actually you increased your tobacco smoking.

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

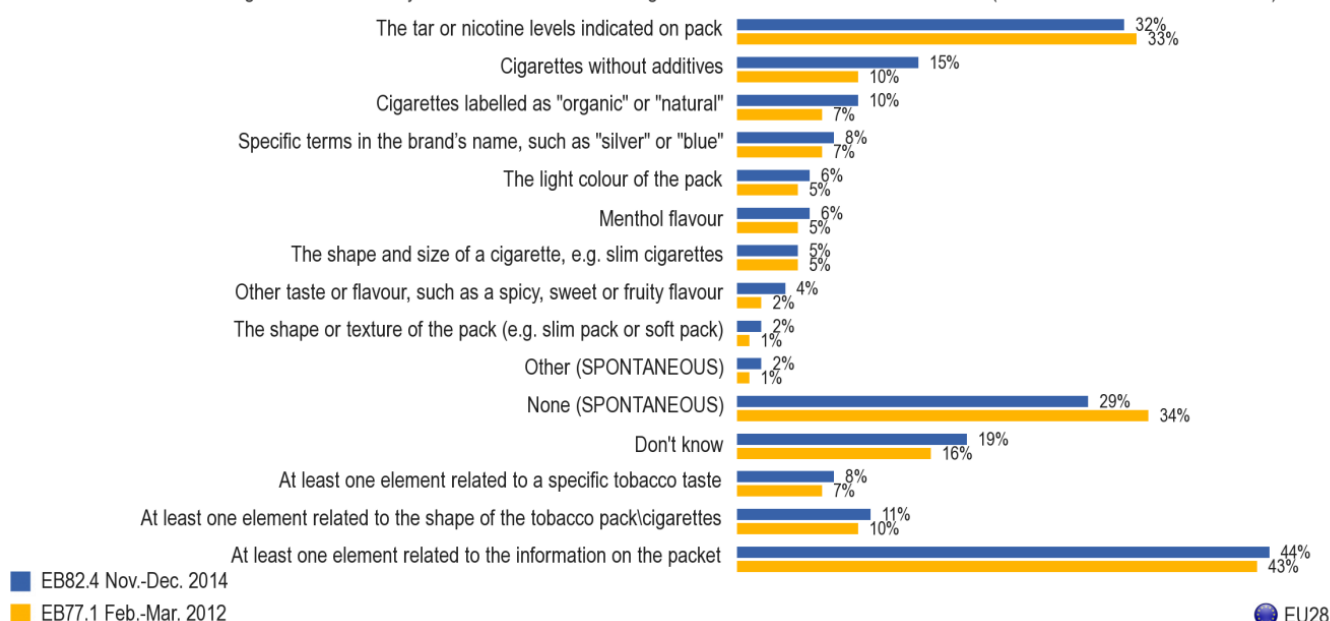
- Tar or nicotine levels are most likely to be considered an indication of the level of harm from a cigarette brand -

Respondents were asked to consider which of a range of characteristics indicated that a cigarette brand was less harmful than others²². Almost one third (32%) consider that the tar or nicotine levels on the pack indicate the level of harm. The second most important indication supposedly suggesting lower harm is the claim that the cigarettes are without additives (15%, +5 percentage points). One in ten (10%, +3) say labels such as "organic" or "natural" are such indicators, while 8% (+1 pp) said this about specific brand-name terms such as "silver" or "blue". Around one in twenty say a light pack colour, menthol flavouring (both 6%, +1), or the shape and size (5%, =) or other flavour (4%, +2) are indicators.

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

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

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



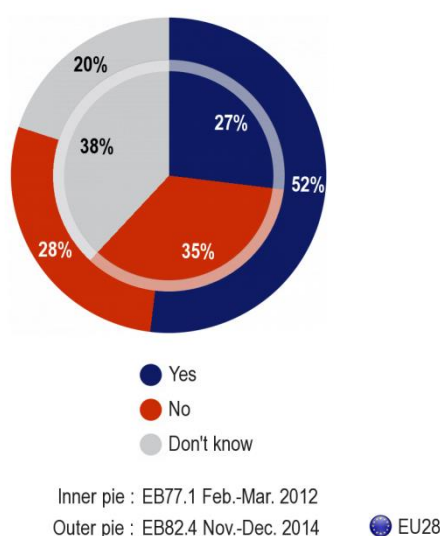
²² QC6: Which of the following characteristics do you consider indicate that a cigarette brand is less harmful than others? (MULTIPLE ANSWERS POSSIBLE) Menthol flavour; Other taste or flavour, such as a spicy, sweet or fruity flavour; The shape and size of a cigarette, e.g. slim cigarettes; The tar or nicotine levels indicated on pack; The light colour of the pack; Specific terms in the brand's name, such as "silver" or "blue"; Cigarettes without additives; Cigarettes labelled as "organic" or "natural"; The shape or texture of the pack (e.g. slim pack or soft pack); Other (SPONTANEOUS); None (SPONTANEOUS); DK.

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

More than half of all Europeans now think that e-cigarettes are harmful (52%), 28% think they are not and 20% do not know²³.

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

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



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

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

²³ QC8: In recent years electronic cigarettes or e-cigarettes have been increasingly marketed in Europe. Do you think that they are harmful or not to the health of those who use them?

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

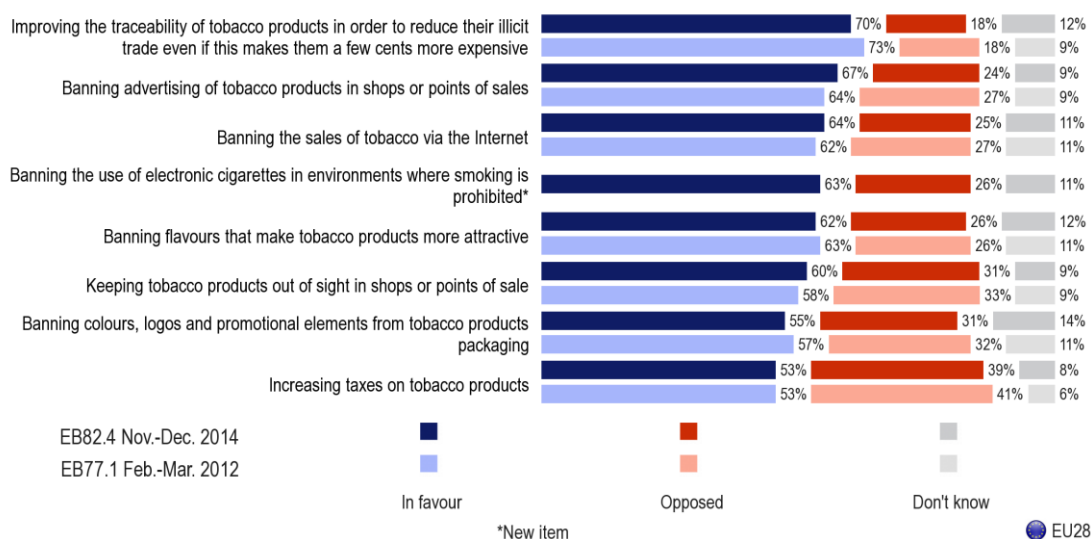
Respondents were asked if they were in favour of, or opposed to, a range of policy measures concerning the sale and use of tobacco products and e-cigarettes²⁴. A majority confirmed that they support each of the policy measures tested.

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

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

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

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

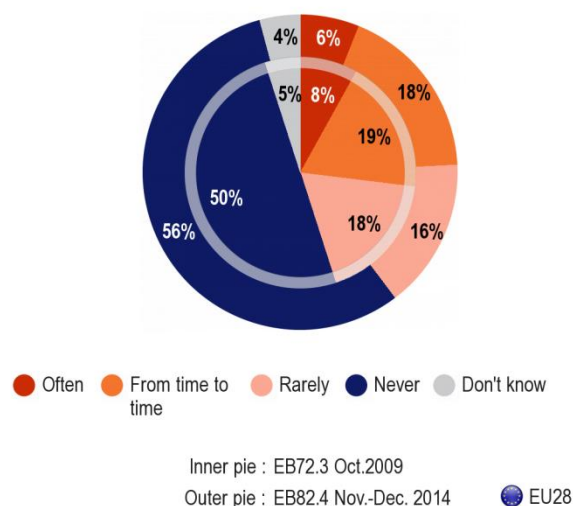


²⁴ QC19: Would you be in favour of or opposed to any of the following measures? Improving the traceability of tobacco products in order to reduce their illicit trade even if this makes them a few cents more expensive (M); Increasing taxes on tobacco products; Banning colours, logos and promotional elements from tobacco products packaging; Banning flavours that make tobacco products more attractive; Banning the use of electronic cigarettes in environments where smoking is prohibited (N); Banning the sales of tobacco via the Internet (M); Keeping tobacco products out of sight in shops or points of sale; Banning advertising of tobacco products in shops or points of sales.

7. ADVERTISEMENTS AND PROMOTIONS

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

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



Respondents were asked how often they had seen advertisements or promotions for tobacco products (not including e-cigarettes and similar) in the last 12 months²⁵. The majority (56%) say they have never seen such ads or promotions, while 16% have seen them rarely and 18% from time to time. Just 6% say they have seen advertisements or promotions for tobacco products often.

Respondents in the current survey are more likely to say they have never seen ads or promotions for tobacco products than in 2009 (56% vs. 50%), although it is important to note that the question in 2009 was slightly different²⁶.

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

Respondents aged 55+ are least likely to say that they have seen ads or promotions in the last 12 months (32% vs. 43%-47%). Young respondents have been exposed more often than older respondents: 10% of respondents aged 15-24 say that they have been exposed often, compared with only 4% of those aged 55+.

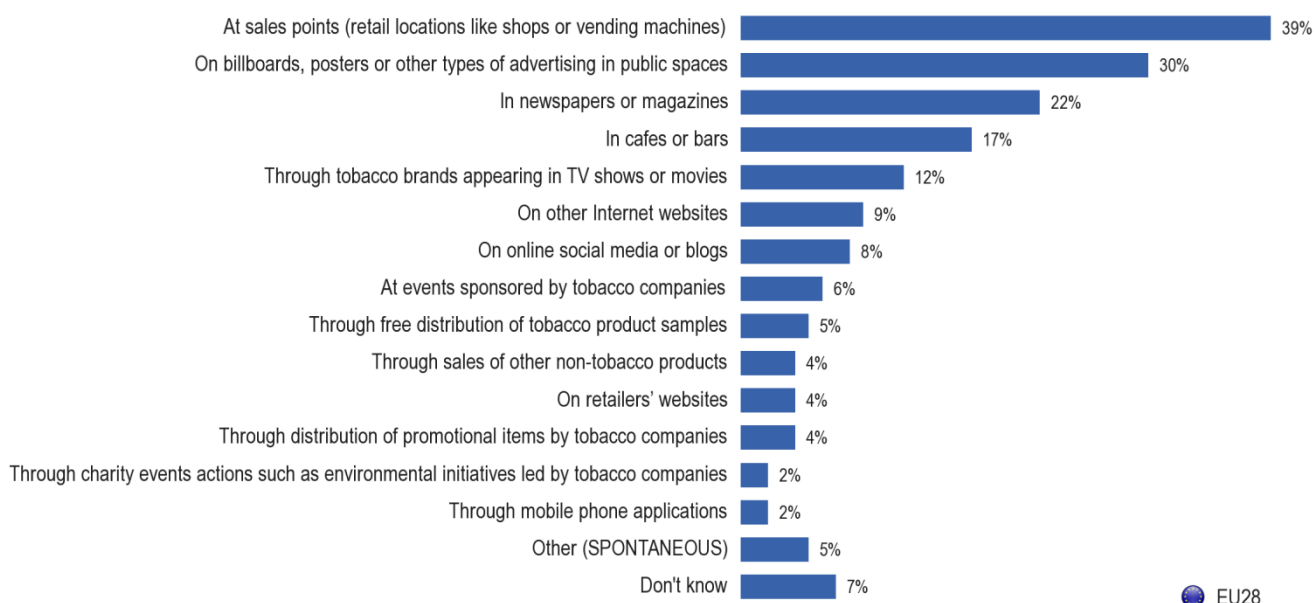
²⁵ QC20: In the past 12 months, have you seen advertisements or promotions for tobacco products in (OUR COUNTRY)? Advertisement and promotion for electronic cigarettes or similar devices should not be reported here. Often; From time to time; Rarely; Never; DK.

²⁶ In the last 6 months, have you seen tobacco advertising or promotion?

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

Respondents who have seen advertisements or promotions for tobacco products in the last 12 months were asked where they had been exposed to these ads²⁷. Sales points are the most common areas for exposure to ads or promotions (39%), followed by billboards or posters or other advertising in public spaces (30%), newspapers or magazines (22%), or cafes and bars (17%).

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



EU28

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

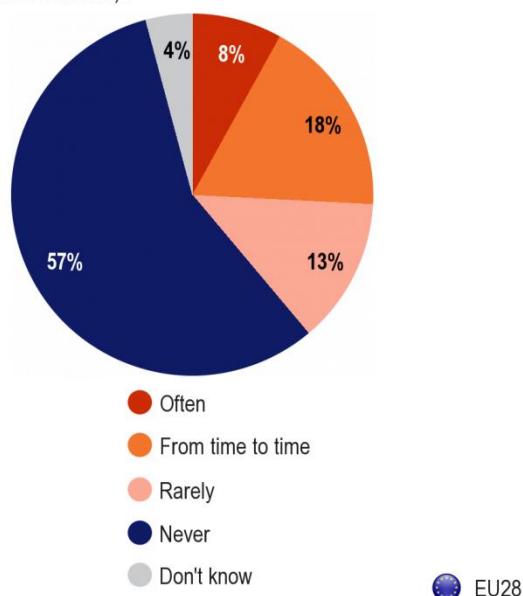
In 21 Member States, respondents who have seen ads or promotions most often say they have done so at **sales points**, particularly in Greece (64%), Bulgaria (58%), Austria and the Czech Republic (both 57%). This compares with just 9% of respondents in Finland.

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

²⁷ QC21: Where have you seen, read or heard tobacco advertisement or promotion? (MULTIPLE ANSWERS POSSIBLE) In newspapers or magazines; On online social media or blogs; On retailers' websites; On other Internet websites; Through mobile phone applications; On billboards, posters or other types of advertising in public spaces; At sales points (retail locations like shops or vending machines); In cafes or bars; Through tobacco brands appearing in TV shows or movies; At events sponsored by tobacco companies; Through charity events actions such as environmental initiatives led by tobacco companies; Through sales of other non-tobacco products; Through free distribution of tobacco product samples; Through distribution of promotional items by tobacco companies; Other (SPONTANEOUS); DK.

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

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



Respondents were asked whether they had seen ads or promotions for electronic cigarettes or similar devices in the past 12 months²⁸. Almost one in ten (8%) say they have seen these often, while 18% have seen them occasionally and 13% have seen them rarely. Most (57%) have never seen such ads or promotions.

At least half of all respondents in the Netherlands (69%), the UK (62%), France (59%), Estonia (54%) and Denmark and Ireland (both 50%) have seen such ads or promotions, compared with 15% in Hungary and Slovenia and 16% in Malta.

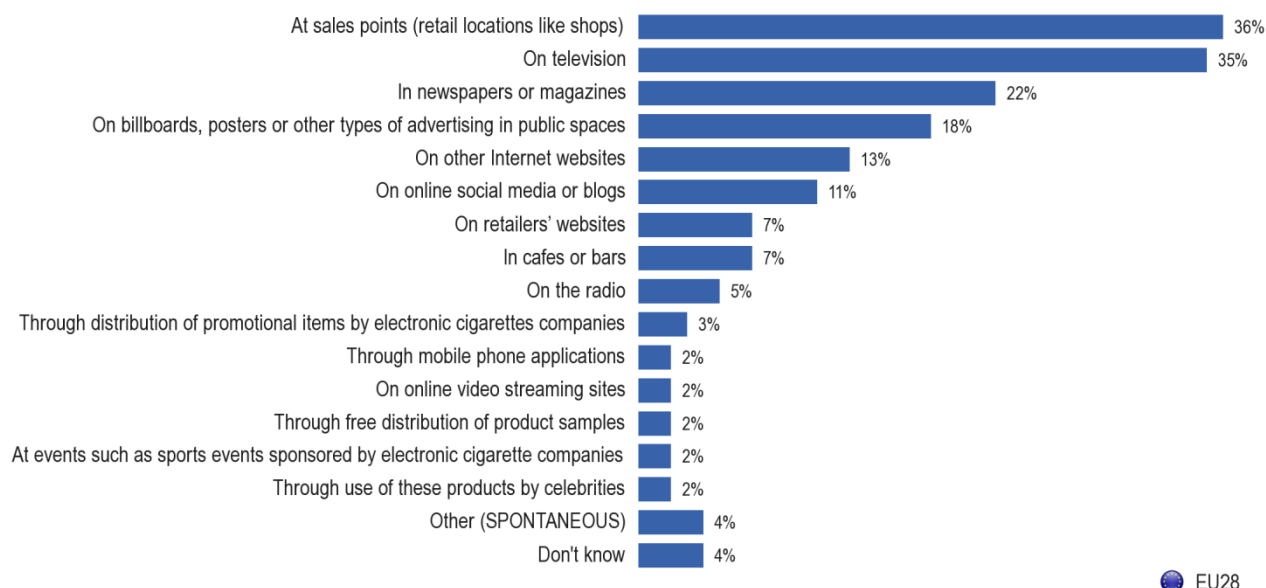
The older the respondent, the less likely they are to report seeing ads or promotions: 48% of 15-24 year-olds have seen them compared with 30% of those aged 55+. Young respondents are therefore more exposed than any other age category to ads or promotions for e-cigarettes: 12% of them say that they have seen them often (compared with 5% of those aged 55+).

²⁸ QC22: In the past 12 months, have you seen advertisements or promotions for electronic cigarettes or any similar devices (e.g. e-shisha, e-pipe) in (OUR COUNTRY)? Often; From time to time; Rarely; Never; DK.

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

Respondents who have seen advertisements or promotions for e-cigarettes in the last 12 months were asked where they had been exposed to these ads²⁹. As was the case for tobacco products, points of sale are the most common location in which respondents see advertising (36%), with almost as many exposed to advertising or promotions on television (35%).

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



EU28

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

Respondents aged 25-54 are the least likely to report seeing ads or promotions for e-cigarettes on television (31%-32% vs. 37%-39%), but most likely to report having seen ads at sales points (38%-40% vs. 33%-34%).

Amongst the youngest respondents, those aged 15-17 more often report seeing ads or promotions on television than 18-24 year-olds (46% vs. 35%), but they are less likely to report having seen them at sales points (35% vs. 29%).

²⁹ QC23: Where have you seen, read or heard advertisements or promotions for electronic cigarettes or any similar devices? (MULTIPLE ANSWERS POSSIBLE) On television; On the radio; In newspapers or magazines; On online social media or blogs; On retailers' websites; On online video streaming sites; On other Internet websites; Through mobile phone applications; On billboards, posters or other types of advertising in public spaces; At sales points (retail locations like shops); In cafes or bars; Through use of these products by celebrities; At events such as sports events sponsored by electronic cigarette companies; Through free distribution of product samples; Through distribution of promotional items by electronic cigarettes companies; Other (SPONTANEOUS); DK.

ANNEXES

TECHNICAL SPECIFICATIONS

SPECIAL EUROBAROMETER 429**Attitudes of Europeans towards Tobacco and Electronic Cigarettes****TECHNICAL SPECIFICATIONS**

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

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

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

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

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

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

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

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

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