European
Commission

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

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## TOBACCO CONSUMPTION

FEWER SMOKERS
$\mathbf{2 6 \%}$ in 2014 - 28\% in 2012

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2 0 1 4
\(26 \%\) currently smoke 20\% used to smoke
\(\mathbf{5 4 \%}\) never smoked
2012
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28\% currently smoke 21\% used to smoke
$\mathbf{5 1 \%}$ never smoked

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

\section*{MOST POPULAR PRODUCTS -} SMOKERS REGULARY USE:
\(86 \%\) boxed cigarettes \(29 \%\) roll-your-own tobacco (RYO)
\(2 \%\) cigars
2\% cigarillos
| 1\% pipes

\section*{YOUNG PEOPLE FIRST PRODUCT:}
\(\mathbf{8 3 \%}\) boxed cigarettes
6\% roll-your-own tobacco (RYO)
5\% water pipe (shisha, hookah)
13\% other products

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

\section*{...MOST in Northern Europe}

\section*{E-CIGARETTES}

\section*{MORE} USERS
in 2014
\(12 \%\) tried at least once in 2012
7\% tried at least once

POPULAR WITH YOUNG PEOPLE
\begin{tabular}{|c|c|}
\hline - \()^{15-24}\) & 13\% \\
\hline (2) © \({ }^{25-39}\) & 11\% \\
\hline (3) (\%) \(40-54\) & 7\% \\
\hline (\%) \(35{ }^{5}+\) & 30 \\
\hline
\end{tabular}

\section*{MOTIVATION TO USE}
\(67 \%\) to reduce or stop smoking
4. \% to smoke where tobacco smoking is not allowed

\section*{\(24 \%\) because they are attractive}

\section*{SMOKERS USING E-CIGARETTES}
\(49 \%\) did not quit or reduce
\(21 \%\) reduced, but did not quit
\(13 \%\) quit, but started again
14\% quit smoking
\begin{tabular}{|c|c|}
\hline TOBACCO ADVERTISING & POLICY MEASURES \\
\hline \begin{tabular}{l}
4 out of 10 \\
HAVE SEEN ADS OR PROMOTIONS FOR \\
!nin TOBACCO \\
PRODUCTS \\
IN 2014 \\
\(39 \%\) at points of sale \(30 \%\) public spaces \\
HAVE SEEN ADS OR PROMOTIONS FOR * E-CIGARETES \\
AND SIMILAR DEVICES IN 2014 \\
\(36 \%\) at points of sale \(35 \%\) television
\end{tabular} & \begin{tabular}{l}
THE MAJORITY OF EUROPEANS \\
ARE IN FAVOUR OF STRICT \\
MEASURES FOR \\
TOBACCO PRODUCTS \\
AND E-CIGARETTES \\
\(70 \%\) improving the traceability of tobacco products in order to reduce illicit trade \\
\(67 \%\) banning advertising of tobacco in shops or points of sale \\
64\% banning online tobacco sales \\
\(63 \%\) banning the use of e-cigarettes where smoking is prohibited
\end{tabular} \\
\hline
\end{tabular}

\section*{SMOKE-FREE ENVIRONMENTS}

EXPOSURE TO TOBACCO SMOKE IN RESTAURANTS AND BARS IS DECLINING

1 BARS
\begin{tabular}{l|l|l}
\(25 \%\) & in 2014 \\
\(28 \%\) & & in 2012
\end{tabular}

IOI RESTAURANTS


SIGNIFICANT VARIATION IN EXPOSURE BETWEEN MEMBER STATES
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IBARS

- 40\%-100\%
- 20\%-39\%
$\square 0 \% \cdot 19 \%$

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\section*{OOI RESTAURANTS}
\(-20 \%-100 \%\)
\(10 \%-19 \%\)
\(0 \%-9 \%\)```

