

Tobacco

Summary

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The interpretations and opinions contained in it are solely those of the authors.

Eurobarometer 72.3

Tobacco

Summary

Conducted by TNS Opinion & Social at the request of Directorate
General Health and Consumers

Survey co-ordinated by Directorate General Communication

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INTRODUCTION

This report presents a summary of the full report and consequently focuses on the key findings only. Please refer to the full report for the detailed results of all of the questions included in the survey.

The impact of tobacco on public health has been a concern for the European Union for over twenty years, with the first tobacco-control legislation being introduced in the late 1980s. Since then, EU legislation and policy as well as support for cessation and prevention of tobacco use have been further developed with the intention of encouraging tobacco users to quit, preventing tobacco initiation and protecting citizens from second-hand tobacco smoke.

Despite the progress achieved, around a third of Europeans continue to smoke. Consequently, about 650 000 people die each year from smoking related illnesses, of which around half are between 35-69 years of age, well below their average life expectancy¹. Tobacco consumption remains a considerable concern for the European Union.

This survey is the latest in a series of surveys to measure EU citizens' behaviour and attitudes towards tobacco. The latest survey was conducted by telephone at the end of 2008² and published in the beginning of 2009. However, the most recent comparable survey (using the identical face-to-face interviewing methodology) was completed in autumn 2006³.

The survey fieldwork was carried out between the 2nd and the 19th of October 2009 by TNS Opinion and Social Network. The methodology used was that of the Directorate-General Communication ("Research and Speechwriting" Unit). The technical specifications at the end of the report detail the sample design and confidence intervals for the samples.

The Eurobarometer web site can be consulted at the following address:

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

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

² http://ec.europa.eu/public_opinion/flash/fl_253_en.pdf

³ http://ec.europa.eu/public_opinion/archives/ebs/ebs_272c_en.pdf

1 TOBACCO AND NICOTINE USE IN THE EU

1.1 Smokers of cigarettes, cigars or a pipe

Almost a third of European citizens (29%) currently smoke either cigarettes, cigars or a pipe. Almost half (49%) claim that they have never smoked, while the remainder have given up smoking (22%).

Southern Europe sees the greatest proportion of smokers, specifically Greece, where the proportion of smokers exceeds 40%. Same results can be found in the Turkish Cypriot Community⁴. Smoking is the next highest in Bulgaria (39%) and Hungary (38%) and the non-EU countries of Turkey (37%) and the Former Yugoslav Republic of Macedonia (37%).

Conversely, in Sweden and Finland the proportion of smokers is the lowest at 16% and 21% respectively.

1.2 Use of other tobacco and nicotine products

Regular usage of tobacco and nicotine products other than cigarettes, cigars or pipes is very low, with only 1% of EU citizens using any of the products listed (water pipe, non-combustible tobacco, nicotine-only products) on a regular basis. One-off/occasional use is somewhat higher for all three products, especially water pipe.

The water pipe (shisha, hookah) is the most used of the three products, with 12% of EU citizens having tried it at least once. Non-combustible tobacco (such as snuff, snus or chewing tobacco) has been tried by about half as many EU citizens as the water pipe (6%) and products containing nicotine but not tobacco, such as electronic cigarettes and drinks, have been tried by 3%.

Regular or one-off/occasional use of multiple other tobacco and nicotine products is the greatest in Finland, Sweden and Denmark. In Finland, 9% of respondents are regularly using all three of these products or have tried them at least

⁴ Cyprus as a whole is one of the 27 European Union Member States. However, the "*acquis communautaire*" is suspended in the part of the country that is not controlled by the government of the Republic of Cyprus. For practical reasons, only the interviews conducted in the part of the country controlled by the government of the Republic of Cyprus are recorded in the category "CY" and included in the EU27 average. The interviews conducted in the part of the country not controlled by the government of the Republic of Cyprus are recorded in the category "CY(tcc)" [tcc: *Turkish Cypriot Community*].

once. In Sweden and Denmark, regular or one-off/occasional use of two of these products is the highest: 18% and 11% respectively.

2 TOBACCO CONSUMPTION

2.1 Frequency of using tobacco products

Manufactured cigarettes are the most widely used tobacco product in the EU.

Amongst current smokers, eight out of ten smoke manufactured cigarettes daily (equivalent to 23% of EU citizens, with an additional 4% smoking them occasionally). Hand-rolled cigarettes, on the other hand, are only smoked every day by one in seven smokers with slightly more smoking them occasionally (4% of EU citizens smoke them daily and 6% smoke them occasionally).

Everyday usage of manufactured cigarettes is the highest in Bulgaria, Romania, Italy, Austria, Greece, Latvia, Turkey, the Former Yugoslav Republic of Macedonia and Croatia with over 90% of smokers smoking manufactured cigarettes every day. Bulgaria, Greece, Turkey and the Former Yugoslav Republic of Macedonia are also among those with the highest proportion of smokers.

Hand-rolled cigarettes are smoked by one in three EU smokers. However, at least half of all smokers in the Netherlands, Belgium and the UK smoke hand-rolled cigarettes either every day or occasionally. Although these countries had lower than average usage of manufactured cigarettes smokers, the use of hand-rolled cigarettes appears to be substituting it. Hand-rolled cigarette usage is the lowest in Bulgaria and Romania, with one in ten or less smoking them.

Cigars, water pipes and pipes are smoked far less than manufactured cigarettes (13%, 9% and 5%, respectively) and all three are used almost exclusively on an occasional basis only.

2.2 Number of cigarettes smoked per day

On average EU smokers are smoking 14.4 cigarettes (manufactured or hand-rolled) per day. The average ranges from as few as 10.1 cigarettes per day in Sweden to slightly over 21 in Greece and Cyprus.

3 GIVING UP SMOKING

3.1 Frequency of attempts to give up

On average, almost three out of ten smokers across the EU countries have tried to quit smoking at least once in the last 12 months (28%). Almost half of those who have tried to give up smoking have tried to do so on more than one occasion.

3.2 Motivation to quit

Personal health is the primary motivation to quit, with around seven out of ten smokers (71%) agreeing that this led them to think about quitting.

Second reason is family/partner/friends, with about half agreeing that these people made them think about giving up. **The price of tobacco is close to family/partner/friends,** with 47% agreeing that it made them think about quitting.

Concern for the effect of smoke on non-smokers ranks fourth, with about a third agreeing that this concern led them to think about quitting.

The advice of a doctor or health professional, society's disapproval of smoking and smoking restrictions in public places are all equally motivating factors that led smokers to think about quitting, with one in five agreeing with each.

Smoking restrictions at work are slightly less motivational than those in public places, with 16% of smokers agreeing that restrictions at work are a factor. Warning labels on the tobacco packages are as motivating as smoking restrictions at work (14%).

4 EXPOSURE TO SECOND-HAND SMOKE

4.1 Smoking at home

Smoking at home is allowed by four in ten EU citizens (38%). Of those who do allow it, the majority restrict it to certain rooms in the house (24%). One in seven EU citizens allow smoking anywhere in their homes (14%).

In the most permissive Greece, Spain and Cyprus and all of the non-EU countries (Croatia, Turkey and the Former Yugoslav Republic of Macedonia), at least one in four allow smoking everywhere in the house. Notably, among these countries are some with the highest tobacco consumption rates; specifically Greece and all of the non-EU countries. This is also the case in the Turkish Cypriot Community.

Finnish and Swedish respondents are the strictest about smoking in their homes, with 95% and 86% respectively not allowing smoking in the home at all.

4.2 Smoking in the car

Amongst those who have a car, the majority (seven out of ten) do not allow smoking in it at any time. Of the remainder, 12% permit smoking in the car sometimes and 16% allow it all the time.

The key difference between those who allow smoking in the car and those who do not is dependent on their personal smoking behaviour. About two thirds of current smokers permit smoking in the car (65% permit smoking either sometimes or all the time). Only 13% of non-smokers are accepting smoking in their car (either sometimes or all the time) although they do not smoke themselves. The majority of non-smokers (87%) never allow smoking in their car. A third of smokers (35%) claim they do not allow smoking in their car.

4.3 In bars and restaurants

There appears to be a greater incidence of people smoking inside bars as opposed to eating establishments. Among those who visited bars and eating establishments in the past 6 months, 45% recall that people were smoking inside the bar they visited versus 30% recalling the same about an eating establishment.

4.4 At work

Among those who work indoors, a quarter is exposed to tobacco smoke indoors at their workplace. About one in ten are exposed to less than an hour a day. One in twenty is exposed to between one and five hours per day while the remaining one in twenty is exposed to more than five hours of tobacco smoke per day at work.

5 PERCEPTIONS OF CIGARETTES

5.1 Factors influencing choice

Of the four factors questioned about, **EU smokers believe that taste is the most influential factor** with almost eight in ten (78%) claiming this influences their choice. **Price ranks second** (50%), followed by the levels of tar, nicotine and carbon monoxide (39%). The package is also an influential factor, with one in seven smokers (15%) claiming that it impacts their choice.

Almost a quarter of EU smokers (22%) feel that taste is the only factor that influences their choice of cigarette and nothing else. Whilst only 6% of smokers feel that price is the only factor that influences them and even fewer (2%) feel that the tar, nicotine and carbon monoxide levels are the only factor. No one claims to be influenced by the package alone. Conversely, the cigarette choice for 7% of smokers is influenced by all four of the factors listed.

5.2 Harmful effects

One in six (17%) EU citizens wrongly believe that some cigarettes are less harmful than others. A small proportion (6%) does not know whether there is a difference between cigarettes and so feel unable to say whether they are equally harmful or not. Slightly over three quarters (77%) of EU citizens believe that all cigarettes are equally harmful.

Of the features listed, the tar or nicotine levels on cigarette packs are believed to be the most indicative of harm, by about a third of EU citizens. Terms in the brand name, the taste and the colour of cigarette packs are each seen as equally differentiating features of harm, by one in ten respondents.

6 TOBACCO PROMOTION AND PURCHASING

6.1 Awareness of tobacco advertising or promotion

On average, almost half of EU citizens (45%) claim to have seen tobacco advertising or promotion in the last six months, despite the EU ban on cross-border advertising. Two in ten (18%) have seen tobacco advertising or promotion

from time to time and almost the same percentage of the respondents (19%) have seen it rarely. Less than one in ten (8%) respondents claims that they have seen tobacco advertising or promotion often.

6.2 Tobacco purchasing

Among European smokers, **self-service sales and vending machines are the most frequently used of the special tobacco purchasing methods listed**, with 39% and 36% respectively using these methods. Purchasing tobacco in another country is slightly less common, with 27% buying tobacco this way. 5% reported to have purchased tobacco via the Internet.

6.3 Attitudes to tobacco-control policies

On the whole, most citizens are in favour of the various tobacco-control policies listed and the majority are in favour of each of the proposals outlined.

The policy that received the most positive response is that of **putting picture health warnings on all packages of tobacco products**. Three quarters (75%) of all EU citizens are in favour of this policy.

Two thirds of EU citizens (67%) are in favour of **introducing a fee on manufacturers to cover the health costs of tobacco use**. EU citizens are also supportive of **increasing taxes on tobacco products**, with 56% in favour of this proposal.

Almost two thirds of EU citizens are in favour of **banning the advertising of tobacco products at point of sale/in shops** (63%), and more than half of citizens (55%) are also in favour of **keeping the actual products out of sight in store/at point of sale**.

EU citizens are in favour of **banning sales through the Internet and through vending machines**, 60% versus 52% respectively.

Banning flavours that make tobacco products more attractive achieves support from six out of ten EU citizens (61%).

Slightly over half of EU citizens (54%) are in favour of **banning colours, logos and promotional elements from tobacco packages.**

ANNEXES

TECHNICAL SPECIFICATIONS

SPECIAL EUROBAROMETER N° 332

“Tobacco”

TECHNICAL SPECIFICATIONS

Between the 2nd and the 19th of October 2009, TNS Opinion & Social, a consortium created between TNS plc and TNS opinion, carried out wave 72.3 of the EUROBAROMETER, on request of the EUROPEAN COMMISSION, Directorate-General for Communication, “Research and Speechwriting”.

The SPECIAL EUROBAROMETER N° 332 is part of wave 72.3 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 EUROBAROMETER 72.3 has also been conducted in the three candidate countries (Croatia, Turkey and the Former Yugoslav Republic of Macedonia) and in the Turkish Cypriot Community. In these countries, the survey covers the national population of citizens and the population of citizens of all the European Union Member States that are residents in these countries and have a sufficient command of the national languages to answer the questionnaire. 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.

ABBREVIATIONS	COUNTRIES	INSTITUTES	N° INTERVIEWS	FIELDWORK DATES	POPULATION 15+
BE	Belgium	TNS Dimarso	1.001	02/10/2009 18/10/2009	8.866.411
BG	Bulgaria	TNS BBSS	1.000	02/10/2009 12/10/2009	6.584.957
CZ	Czech Rep.	TNS Aisa	1.066	02/10/2009 15/10/2009	8.987.535
DK	Denmark	TNS Gallup DK	1.040	02/10/2009 18/10/2009	4.503.365
DE	Germany	TNS Infratest	1.550	02/10/2009 18/10/2009	64.545.601
EE	Estonia	Emor	1.011	02/10/2009 18/10/2009	916.000
IE	Ireland	TNS MRBI	1.008	02/10/2009 18/10/2009	3.375.399
EL	Greece	TNS ICAP	1.000	03/10/2009 19/10/2009	8.693.566
ES	Spain	TNS Demoscopia	1.003	02/10/2009 18/10/2009	39.059.211
FR	France	TNS Sofres	1.000	02/10/2009 18/10/2009	47.620.942
IT	Italy	TNS Infratest	1.032	02/10/2009 17/10/2009	51.252.247
CY	Rep. of Cyprus	Synovate	503	02/10/2009 17/10/2009	651.400
CY(tcc)	Turkish Cypriot Comm.	KADEM	500	02/10/2009 16/10/2009	143.226
LV	Latvia	TNS Latvia	1.018	03/10/2009 18/10/2009	1.448.719
LT	Lithuania	TNS Gallup Lithuania	1.026	02/10/2009 16/10/2009	2.849.359
LU	Luxembourg	TNS ILReS	513	05/10/2009 16/10/2009	404.907
HU	Hungary	TNS Hungary	1.044	02/10/2009 18/10/2009	8.320.614
MT	Malta	MISCO	500	02/10/2009 17/10/2009	335.476
NL	Netherlands	TNS NIPO	1.007	02/10/2009 18/10/2009	13.288.200
AT	Austria	Österreichisches Gallup-Institut	1.005	02/10/2009 16/10/2009	6.973.277
PL	Poland	TNS OBOP	1.000	03/10/2009 19/10/2009	32.306.436
PT	Portugal	TNS EUROTESTE	1.031	02/10/2009 18/10/2009	8.080.915
RO	Romania	TNS CSOP	1.010	02/10/2009 15/10/2009	18.246.731
SI	Slovenia	RM PLUS	1.031	02/10/2009 19/10/2009	1.748.308
SK	Slovakia	TNS AISA SK	1.006	02/10/2009 18/10/2009	4.549.954
FI	Finland	TNS Gallup Oy	1.017	02/10/2009 19/10/2009	4.412.321
SE	Sweden	TNS GALLUP	1.012	02/10/2009 19/10/2009	7.723.931
UK	United Kingdom	TNS UK	1.354	02/10/2009 18/10/2009	51.081.866
HR	Croatia	Puls	1.000	02/10/2009 18/10/2009	3.749.400
TR	Turkey	TNS PIAR	1.004	02/10/2009 18/10/2009	52.728.513
MK	Former Yugoslav Rep. of Macedonia	TNS Brima	1.000	02/10/2009 12/10/2009	1.678.404
TOTAL			30.292	02/10/2009 19/10/2009	465.127.191

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 above.

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:

Observed percentages	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
Confidence limits	± 1.9 points	± 2.5 points	± 2.7 points	± 3.0 points	± 3.1 points