

ATTITUDES OF EUROPEANS TOWARDS TOBACCO 2015

Key findings of the 2015 Eurobarometer

TOBACCO CONSUMPTION

FEWER SMOKERS

26% in 2014 - 28% in 2012



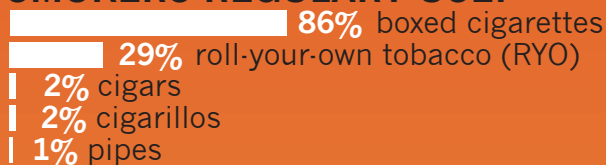
FEWER SMOKERS AGE 15-24

25% in 2014
29% in 2012

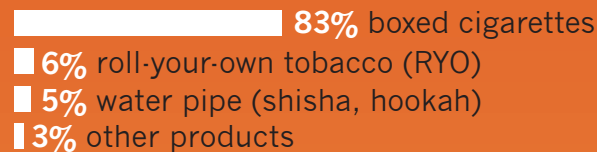
MOST SMOKERS are in Southern Europe



MOST POPULAR PRODUCTS - SMOKERS REGULARY USE:



YOUNG PEOPLE FIRST PRODUCT:



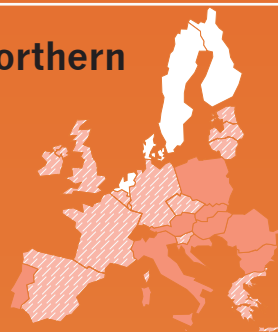
59% HAVE TRIED TO QUIT...

HOW?

- 65% without assistance
- 12% nicotine replacements
- 10% e-cigarettes
- 5% support from health professionals

20% succeeded

...MOST in Northern Europe



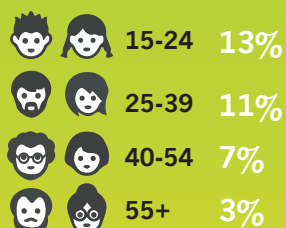
E-CIGARETTES

MORE USERS

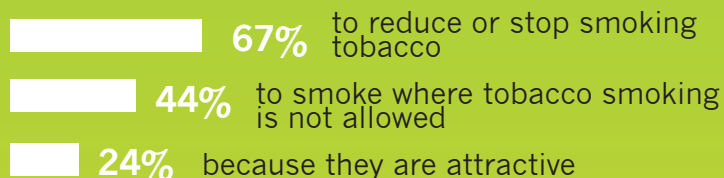
in 2014
12% tried at least once

in 2012
7% tried at least once

POPULAR WITH YOUNG PEOPLE



MOTIVATION TO USE



SMOKERS USING E-CIGARETTES

- 49% did not quit or reduce
- 21% reduced, but did not quit
- 13% quit, but started again
- 14% quit smoking



TOBACCO ADVERTISING

POLICY MEASURES



4 OUT OF 10

HAVE SEEN ADS OR PROMOTIONS FOR

 **TOBACCO PRODUCTS**

IN 2014

39% at points of sale
30% public spaces

HAVE SEEN ADS OR PROMOTIONS FOR

 **E-CIGARETTES**

AND SIMILAR DEVICES IN 2014

36% at points of sale
35% television

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



SMOKE-FREE ENVIRONMENTS



EXPOSURE TO TOBACCO SMOKE IN RESTAURANTS AND BARS IS DECLINING

 **BARS**

25% in 2014

28% in 2012

 **RESTAURANTS**

12% in 2014

14% in 2012

SIGNIFICANT VARIATION IN EXPOSURE BETWEEN MEMBER STATES

 **BARS**

40%-100%

20%-39%

0%-19%



 **RESTAURANTS**

20%-100%

10%-19%

0%-9%

