

Special Eurobarometer 539

Attitudes of Europeans towards tobacco and related products

Report

Fieldwork: May-June 2023

Survey conducted by Kantar on behalf of Kantar Belgium
at the request of the European Commission, DIRECTORATE-GENERAL FOR HEALTH AND FOOD SAFETY
(DG SANTE)
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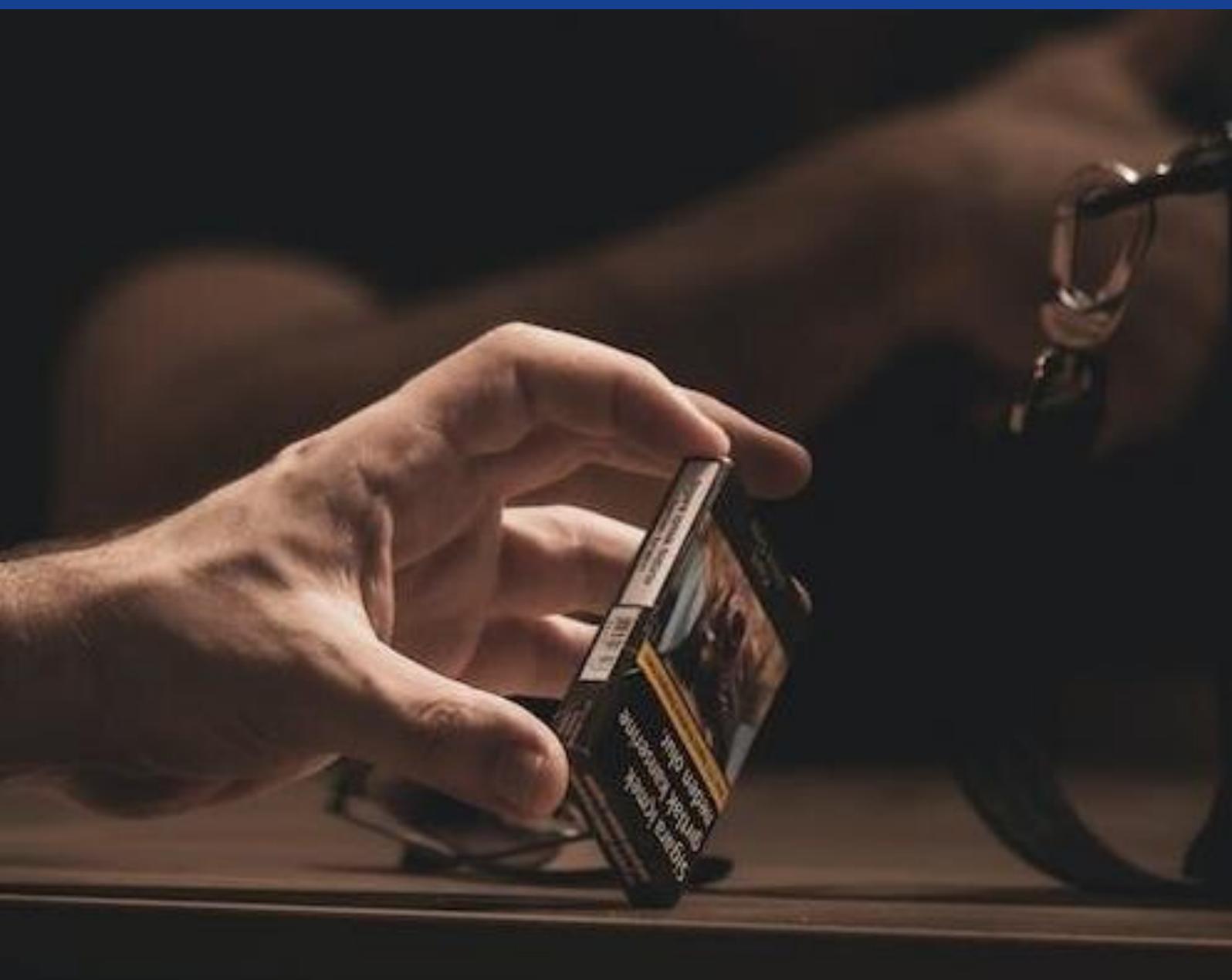
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INTRODUCTION



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Tobacco consumption remains the largest avoidable health risk in the European Union and is responsible for 700,000 deaths¹ each year. According to the same official source, around 50% of smokers die prematurely, resulting in the loss of an average of 14 years of life per smoker². Tobacco consumption is the leading cause of preventable cancer, with 27% of all cancers attributed to tobacco use³. 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 and related products through a range of measures, including regulating tobacco and related products, restricting the advertising and sponsorship of tobacco and related products, implementing smoke-free environments and running anti-smoking campaigns. The Tobacco Products Directive⁴, mandates a range of measures including prominent pictorial health warnings on packets of cigarettes and roll-your-own tobacco, a ban on cigarettes and roll-your-own tobacco with characterising flavours as well as certain safety and quality requirements, packaging and labelling rules for e-cigarettes. The application report of the Directive published in May 2021 indicated some points for potential revision. The Commission is carrying out an evaluation of the tobacco control legislative framework and preparing a revision of the 2009 Council Recommendation on Smoke-Free environments.

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 with a focus on young people from the harmful effects of tobacco consumption, as well as assisting smokers to give up, and discouraging people, especially the young 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 2020. 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 the second-hand exposure to electronic cigarettes (e-cigarettes) and heated tobacco products, and the use of emerging products such as nicotine pouches. In particular, the current survey explores:

- Prevalence in the EU – of tobacco, e-cigarettes and heated tobacco products;
- The type of tobacco and related products consumed;
- The age Europeans start using such products as well as their frequency of use;

- Issues related to starting smoking and methods tried to stop smoking;
- Issues related to taking up the use of e-cigarettes, heated tobacco products and nicotine pouches and methods tried to stop using them;
- Factors that influence the choice of cigarettes, e-cigarettes or heated tobacco products;
- Exposure to tobacco smoke, e-cigarettes or heated tobacco products in public spaces;
- Attitudes to tobacco, e-cigarette and heated tobacco products control policies.

Whenever possible, the results from the present survey are compared with those from previous surveys, and in particular with the most recent survey from 2020.

There was a high level of “Don't know” responses recorded in certain questions in chapters IV and V, varying significantly between countries. To ensure the cross-country comparability, the data were analysed omitting those answers, thus allowing for a more meaningful description and interpretation of these questions. In such cases, the results displayed in both text and charts were adjusted after the removal of ‘Don't know’ answer and the remaining answer options were recalculated. Throughout the report, notes have been included to clearly indicate each question that has been subject to this treatment. The complete results for these questions, both in their original formulation and recoded version, can be still found in annex to the present report.

This survey was carried out by the Kantar Public network in the 27 EU Member States between the 10 of May and the 05 of June 2023. Some 26,358 respondents from different social and demographic groups were interviewed in their mother tongue. This survey was commissioned by 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 (“Media monitoring and Eurobarometer” Unit). In all countries interviews were conducted face-to-face, supplemented with self-completion interviews in Czechia, Denmark, Malta and Finland. A technical note on the manner in which the interviews were conducted by the institutes within the Kantar network is appended as an annex to this report. Also included are the interview methods and the confidence intervals.

¹ https://ec.europa.eu/health/tobacco/overview_en

² https://ec.europa.eu/health/tobacco/overview_en

³ World Health Organization, Regional Office for Europe, 18.02.2020 at [https://www.euro.who.int/en/health-topics/disease-](https://www.euro.who.int/en/health-topics/disease-prevention/tobacco/news/news/2020/2/tobacco-use-causes-almost-one-third-of-cancer-deaths-in-the-who-european-region)

[prevention/tobacco/news/news/2020/2/tobacco-use-causes-almost-one-third-of-cancer-deaths-in-the-who-european-region](https://www.euro.who.int/en/health-topics/disease-prevention/tobacco/news/news/2020/2/tobacco-use-causes-almost-one-third-of-cancer-deaths-in-the-who-european-region)

⁴ https://health.ec.europa.eu/system/files/2016-11/dir_201440_en_0.pdf

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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
Czechia	CZ	Hungary	HU
Denmark	DK	Malta	MT
Germany	DE	The Netherlands	NL
Estonia	EE	Austria	AT
Ireland	IE	Poland	PL
Greece	EL	Portugal	PT
Spain	ES	Romania	RO
France	FR	Slovenia	SI
Croatia	HR	Slovakia	SK
Italy	IT	Finland	FI
Republic of Cyprus	CY*	Sweden	SE
Latvia	LV		

*Cyprus as a whole is one of the 27 EU Member States. However, the *acquis communautaire* has been suspended in the part of the country 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 the EU27 average.

EXECUTIVE SUMMARY



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24% of respondents across the EU are smokers

- Nearly a quarter (24%) of the respondents smoke boxed cigarettes, cigars, cigarillos or a pipe. One in five (20%) are former smokers, and the majority (56%) have never smoked.
- The proportions of smokers vary widely across countries. Over a third of respondents say they currently smoke in Bulgaria (37%), Greece (36%), and Croatia (35%). Respondents are least likely to say this in Sweden (8%) and in the Netherlands (11%).
- Men (28%) are more likely to say they smoke than women (21%), as are those aged between 25 and 39 (32%) compared to those aged 15-24 (22%), 44-54 (28%), and 55 and up (19%).
- Compared to 2020, the share of respondents who say they currently smoke has decreased by one percentage point (24% as opposed to 25% in 2020). A similar decrease is observed in the share of respondents who used to smoke but have stopped (20% vs 21% in 2020), while the share of respondents who say they have never smoked increased by two percentage points (56% vs 54% in 2020).

Boxed cigarettes remain the most popular choice among smokers (77%)

- Nearly eight in ten smokers (77%) are regular users (at least monthly) of boxed cigarettes, with close to seven in ten (69%) who smoke them at least once a day.
- Nearly a quarter (23%) smoke hand-rolled cigarettes, with 18% consuming this type of cigarettes daily, while relatively smaller proportions smoke cigarillos, cigars, or pipes.

Tobacco consumers smoke an average of 14.10 cigarettes per day

- Among those Europeans who smoke cigarettes, the average daily consumption is 14.10. This figure remains relatively the same as in 2020 (14.26).
- The average daily consumption varies widely across countries, from 18.13 cigarettes per day in Greece to 10.13 in Sweden.

2% of Europeans currently use heated tobacco products

- Heated tobacco products are used regularly by 2% of Europeans, while 4% have tried them at least once or twice.
- Among those who say they currently use **heated tobacco products**, or used to use them but stopped, seven in ten (70%) say they use them every day, with a further one in ten (11%) saying they use them every week. Heated

tobacco product users are most likely to say they use them daily in Sweden and the Netherlands (100%), followed by Portugal (96%), and Greece (94%). Heated tobacco users are least likely to say this in Belgium (15%), France (35%), and Romania (39%).⁵

Europeans consume tobacco also through water pipes or use oral, chewing and nasal tobacco

- A small proportion of respondents say they use **water pipes** weekly (1%) and less than monthly (1%), a share similar to the one observed in 2020. 5% of respondents say they tried these products only once or twice, a decrease of six percentage points since 2020.
- The proportion of those who have at least tried them ranges from 28% in Estonia and 24% in Austria, to smaller proportions in Portugal and Romania (both 1%), Hungary and Spain (both 3%), and France (4%).
- 4% of respondents have tried **oral, chewing or nasal tobacco**. However, 26% of Swedish respondents use these products (oral tobacco may be placed on the market only in Sweden).
- Similar proportions of respondents (4%) say they have tried **nicotine pouches**, a product which only recently entered the market and does not contain tobacco, with one in five (20%) saying this in Sweden, followed by 17% in Finland, and 15% in Austria. Less than one percent say this in Portugal, with 1% mentioning this in Romania, France, Spain, and Greece.
- Nicotine pouches are mostly consumed by men, as 1% of them uses this product weekly and 3% have tried it. Conversely, 1% of women use this product less than monthly and 2% have tried at least once. This product is more appealing to the younger generations, with the highest shares of users being recorded among those aged 15-24 (2%). Users of this product are mostly found among individuals who perceive themselves as part of the upper middle class (2%) and middle class (1%) and among current smokers (2%) and former smokers (2%).
- The average daily consumption of those who use heated tobacco products at least weekly amounts to 11.74 units, a substantial increase to the average daily consumption of 3.54 daily units recorded in 2020.⁶

3% of respondents currently use e-cigarettes

- 3% of the respondents are current users of e-cigarettes, whilst 8% have tried this product at least once or twice.
- More than half of those who use e-cigarettes with nicotine (55%) say they use this product every day, while 14% of

⁵ Due to the low sample size caution is warranted when comparing different countries.

⁶ Due to the low sample size caution is warranted when looking at these results.

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those who use e-cigarettes without nicotine do so every day.⁷

- E-cigarettes users use them an average of 11.45 times per day. The daily consumption of almost four in ten Europeans goes beyond the average, with 28% using them 11 to 20 times per day and 11% more than 21 units.⁸
- Almost eight in ten e-cigarettes users (77%) say they use a refillable device which contains a tank that is refilled with an e-liquid from a separate container. Smaller but growing proportions of users say they use a disposable device which is thrown away after use (41%) or a reusable device that can be recharged with a single-use cartridge that is thrown away after use (pod-system) (40%).
- E-cigarettes are clearly preferred by younger respondents, as those aged 15-39 are more likely (5%-6%) to use e-cigarettes than those aged 40 and up (2%-3%).
- Smokers are much more likely to have tried e-cigarettes than former smokers and respondents who have never smoked (17% of smokers, compared to 5% of non-smokers).

E-cigarettes, heated tobacco products and nicotine pouches are generally not appealing to Europeans who have never tried any of these products

- 5% of the Europeans who have never used e-cigarettes find these types of products appealing.
- When it comes to heated tobacco products and nicotine pouches, the share of non-users who find these products appealing is smaller, with 3% saying they find heated tobacco products appealing or slightly appealing and 1% saying they find nicotine pouches appealing or slightly appealing.

A majority of current and former smokers began smoking before the age of 19 (54%)

- Over half (54%) of current or former smokers developed a regular smoking habit before the age of 19, with the average age of starting smoking standing at 17.82.
- The average age to start smoking varies among EU Member States, with the oldest averages in Croatia (19.35), Romania (19.30), and Poland (19.18), and the youngest in Ireland (16.48), Denmark (16.63), and Portugal (16.69).
- Women typically start smoking later than men (18.32 vs 17.42 years old).
- Respondents who left full-time education before the age of 15 are more likely to start smoking at a younger age

(17.32) than those who stayed in education past the age of 20 (18.21).

- Unemployed individuals are more likely to start smoking at an earlier age than those who are self-employed (16.57 vs 18.48, and those struggling financially are more likely (24%) to start smoking before age 15. Working-class smokers generally start smoking at a younger age (17.24) compared to other social classes, for instance the upper-middle class (18.32).
- Heavier smokers, meaning those who smoke 21 cigarettes a day or more, also tend to start smoking at a younger age (16.98), compared for instance to those who smoke 5 cigarettes or less a day (18.15).
- For those who currently smoke, used to smoke, or who have tried at least one tobacco product, the most common product they first started using regularly was boxed cigarettes (79%), followed by hand-rolled cigarettes (8%) and e-cigarettes or similar electronic devices (3%).

More than a third of e-cigarette users took up e-cigarettes to try to curb their tobacco consumption (36%)

- More than half of e-cigarette users took up e-cigarettes to stop or reduce their tobacco consumption (36%), while three in ten (30%) say they did so because their friends used e-cigarettes⁹.
- Nearly three in ten took up these products thinking they are less harmful than smoking tobacco (28%), while over one in five (22%) say they like the flavours of e-cigarettes¹⁰.

More than four in ten (42%) e-cigarette users and three in ten (34%) heated tobacco products users say these products did not help reduce their tobacco consumption at all

- While one in five (21%) say that using electronic cigarettes helped them completely stop their tobacco consumption, more than four in ten (42%) say these products did not help at all reducing their tobacco consumption or even increased it. Close to one in four say electronic cigarettes helped them to reduce but not stop their tobacco consumption.
- Among those who use, used, or tried heated tobacco products, more than three in ten (34%) admit these products did not help reducing their tobacco consumption at all. For 31%, instead, these products did help completely stop smoking tobacco. For close to one quarter (24%) heated tobacco products were helpful for reducing their tobacco consumption without stopping completely.
- 15% say they tried to stop smoking without assistance in the last 12 months, while 10% have used electronic cigarettes to stop. A small proportion (4%) cite nicotine

⁷ Due to the low sample size caution is warranted when looking at these results.

⁸ Due to the low sample size caution is warranted when looking at these results.

⁹ Due to low sample sizes, these results need to be viewed with caution.

¹⁰ Due to low sample sizes, caution is warranted when viewing these results.

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replacement medication (like nicotine gum, patch or inhaler) or other medication (4%), heated tobacco products (4%), or medical support or stop smoking services (such as a quitline) (3%).

- Among those who never used e-cigarettes, three in four (75%) don't think e-cigarettes or HTP can help smokers quit traditional tobacco products.

A large majority (78%) say that in the last 6 months, people were smoking when they visited outdoor public spaces, while close to a quarter (23%) report that people were smoking in indoor spaces

- 78% of the respondents report that people were smoking in outdoor spaces such as parks, beaches, entrances to public buildings in the last six months.
- High prevalence was noted in Greece (95%), Malta (94%), and Croatia (90%), while nearly half (42%) reporting this in Hungary. Similar proportions apply to outdoor terraces of a drinking or eating establishment (74%).
- 23% of those who visited indoor public spaces where people normally do not smoke (e.g., restaurants, bars, shopping malls, airports, concert halls) say people were smoking *inside*.
- The highest occurrences were noted in Bulgaria (55%), Cyprus (52%), and Croatia (43%), with Hungary, Finland (both 9%), and Slovenia (10%) reporting the least.
- 61% are in favour of banning smoking outdoors when social distance cannot be ensured.
- Support for outdoor smoking bans is high in Estonia, Lithuania (both 78%), Sweden and Malta (both 76%), but not so much in Cyprus (50%) and Greece (46%).

Europeans say that in the last 6 months people were using e-cigarettes or heated tobacco products when they visited outdoor public spaces (74%), spaces intended for children or adolescents (49%) or indoor spaces (41%)

- With regard to e-cigarettes or HTPs, 74% encountered people using them in public spaces (e.g., parks, beaches, entrances to public buildings). Almost a half (49%) encountered e-cigarette or HTP users visiting outdoor spaces intended for use by children or adolescents (e.g., nursery and school courtyards, playgrounds).
- 41% of respondents who visited indoor public spaces where people normally do not smoke (e.g., shopping malls, airports, concert halls) encountered people using e-cigarettes or HTPs, with an increase of 28 percentage points compared to 2020.

Diverse opinions on possible policy measures

- Respondents favour plain packaging for cigarettes: (42%, -2), while a slightly smaller proportion of respondents (40%,

+2) are not in favour of such a measure. Nearly one in five (18%, =) indicate that they don't know (excluding those, the proportion in favour accounts for 51%).

- More than half (51%) of respondents who have no or little experience with e-cigarettes or heated tobacco products are in favour of keeping heated tobacco products out of sight in points of sale.
- 72% of respondents strongly support banning the use of e-cigarettes or heated tobacco products in environments where smoking is prohibited.
- A majority of those who have never used, or only tried, e-cigarettes or heated tobacco products are in favour of regulating these products as strictly as cigarettes, with nearly six in ten (59%, -1.1) saying this for heated tobacco products.

I. TOBACCO PRODUCTS CONSUMPTION IN THE EUROPEAN UNION



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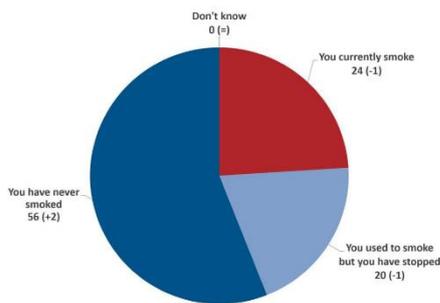
The first section of this report focuses on the prevalence of smoking in the EU. More precisely, it discusses Europeans' habits when it comes to traditional tobacco products such as boxed cigarettes, cigars, cigarillos or pipes, the experience with tobacco products among non-smokers, and the frequency of use of tobacco products. It also explores the use of other traditional tobacco products (e.g., water pipes or oral, chewing or nasal tobacco).

1. Prevalence of smoking in the EU

The proportion of smokers has slightly decreased in the EU since 2020

Nearly a quarter (24%) of the respondents say they currently smoke cigarettes, cigars, cigarillos or a pipe, a slight drop (-1 percentage points) compared to 2020, while one in five (20%, -1) say they used to smoke, but have stopped.¹¹ Slightly more than half of respondents (56%, -2) have never smoked.

QD1 Regarding smoking cigarettes, cigars, cigarillos or a pipe, which of the following applies to you? (% - EU27)



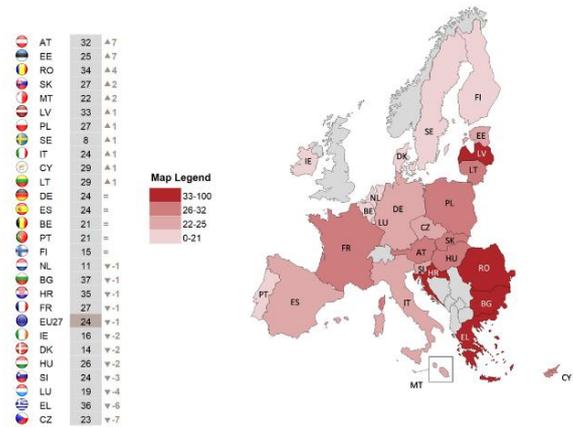
(May 2023 – Aug/Sep 2020)

Base: 26358

At least one in five respondents in 21 countries are smokers

Significant differences exist between countries regarding the prevalence of smoking. The highest proportions of smokers are found in Bulgaria (37%), Greece (36%), Croatia (35%) and Romania (34%). Respondents are least likely to smoke in Sweden (8%), the Netherlands (11%), and Denmark (14%).

QD1 Regarding smoking cigarettes, cigars, cigarillos or a pipe, which of the following applies to you? (% - You currently smoke)

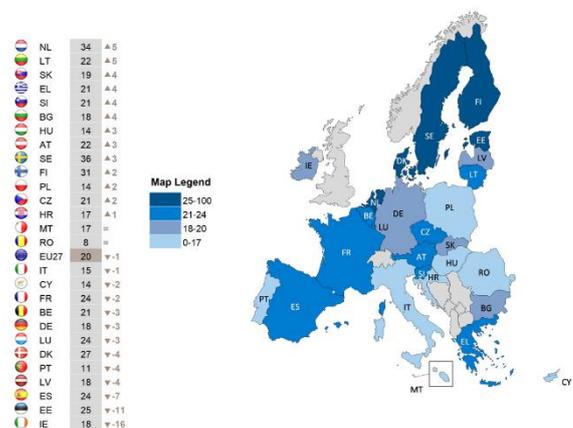


Base: 26358

Respondents in Western and Northern European countries are among the most likely to have stopped smoking

In three countries, at least three in ten say they used to smoke but have now stopped: Sweden (36%), the Netherlands (34%), and Finland (31%). Conversely, this proportion is the lowest in several countries in Eastern and Southern Europe, most notably in Romania (8%), Portugal (11%), Poland (12%), Hungary (14%), and Malta (17%).

QD1 Regarding smoking cigarettes, cigars, cigarillos or a pipe, which of the following applies to you? (% - You used to smoke but you have stopped)



Base: 26358

¹¹ QD1. Regarding smoking cigarettes, cigars, cigarillos or a pipe, which of the following applies to you? You currently smoke; You used to smoke but you have stopped; You have never smoked; DK.

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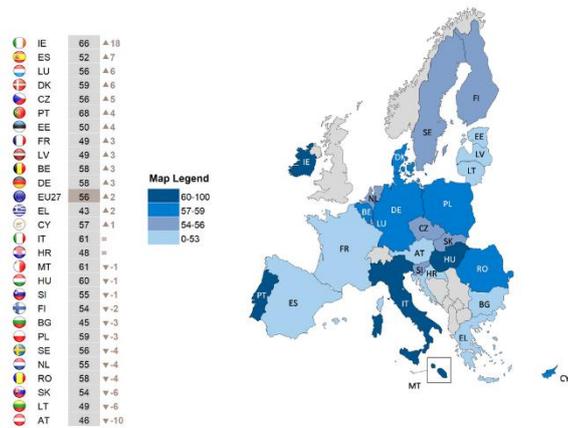
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The geographical pattern is mixed when looking at the proportion of people who have never smoked

When looking specifically at the proportions of people who have never smoked, in five countries, at least six in ten respondents have never smoked: Portugal (68%), Ireland (66%), Malta and Italy (both 61%), and Hungary (60%). At the other end of the scale, only 43% in Greece, 45% in Bulgaria, 46% in Austria, and 49% in France, Latvia, and Lithuania have never smoked.

QD1 Regarding smoking cigarettes, cigars, cigarillos or a pipe, which of the following applies to you? (% - You have never smoked)



Base: 26358

The proportion of smokers continues its downward trend and has declined in the vast majority of countries since 2006

Across the EU, there had been a one-percentage point decline between 2020 and 2023 in the proportion of those who smoke (from 25% to 24%), but a two-percentage point increase among those who say they never smoked (56%, +2). Among those who say they used to smoke but stopped, a slight decrease is seen (20%, -1).

Looking at the **country level**, since 2020, the proportion of those who say they never smoked has increased in 14 countries, with the sharpest rise seen in Ireland (66%, +18), Spain (52%, +7), and Luxembourg (56%, +6). In 12 countries there has been a decrease, with the biggest drops seen in the Austria (46%, -10), Lithuania (49%, -6), and Slovakia (54%, -6). The proportion of smokers has stayed the same in Italy (61%) and Croatia (48%).

Between 2020 and 2023, the proportion of former smokers has increased in 13 countries, with the largest increases seen the Netherlands (34%, +5), Greece (21%, +4), Bulgaria (18%, +4), Slovenia (21%, +4), and Slovakia (19%, +4). In 12 EU Member States, the proportion of respondents who say they used to smoke but have stopped has decreased, most notably in Ireland (18%, -16) and Estonia (25%, -11). These proportions have not changed in Romania (8%) and Malta (17%).

The proportion of those who say they currently smoke, has increased in 11 countries compared to the 2009 survey, with the sharpest rise seen in Estonia (25%, +7), Austria (32%, +7), and Romania (34%, +4). In 11 countries, the share of respondents saying this has decreased, most notably in Czechia (23%, -7), Greece (36%, -6), and Slovenia (24%, -3).

QD1 Regarding smoking cigarettes, cigars, cigarillos or a pipe, which of the following applies to you? (%)

		EU27	BE	BG	CZ	DK	DE	EE	IE	EL	ES	FR	HR	IT	CY	LV	LT	LU	HU	MT	NL	AT	PL	PT	RO	SI	SK	FI	SE
You currently smoke	May-23	24	21	37	23	14	24	25	16	36	24	27	35	24	29	33	29	19	26	22	11	32	27	21	34	24	27	15	8
	Δ Aug/Sept 2020	▼1	=	▼1	▼7	▼2	=	▲7	▼2	▼6	=	▼1	▼1	▲1	▲1	▲1	▲1	▼4	▼2	▲2	▼1	▲7	▲1	=	▲4	▼3	▲2	=	▲1
You used to smoke but you have stopped	May-23	20	21	18	21	27	18	25	18	21	24	24	17	15	14	18	22	24	14	17	34	22	14	11	8	21	19	31	36
	Δ Aug/Sept 2020	▼1	▼3	▲4	▲2	▼4	▼3	▼11	▼16	▲4	▼7	▼2	▲1	▼1	▼2	▼4	▲5	▼3	▲3	=	▲5	▲3	▲2	▼4	=	▲4	▲4	▲2	▲3
You have never smoked	May-23	56	58	45	56	59	58	50	66	43	52	49	48	61	57	49	49	56	60	61	55	46	59	68	58	55	54	54	56
	Δ Aug/Sept 2020	▲2	▲3	▼3	▲5	▲6	▲3	▲4	▲18	▲2	▲7	▲3	=	=	▲1	▲3	▼6	▲6	▼1	▼1	▼4	▼10	▼3	▲4	▼4	▼1	▼6	▼2	▼4
Don't know	May-23	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Δ Aug/Sept 2020	=	=	=	=	=	=	=	=	=	=	=	=	=	=	=	=	=	▲1	=	▼1	=	=	=	=	=	=	=	=

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The **socio-demographic analysis** of the respondents who are smokers shows the following:

- Men are more likely to say that they currently smoke than women (28% vs 21%).
- Respondents aged 25-39 are most likely to say they smoke (32%), followed by those aged 44-54 (28%), 55 and up (19%), and those aged 15-24 (22%).
- Looking at education, those who left school aged 16-19 are most likely to indicate that they smoke (30%), while both the highest and lowest educated groups are more or less equally likely to say this (21% and 22% respectively).
- Among socio-professional categories, we see that the unemployed are most likely to smoke (40%), followed closely by manual workers (37%), with managers (20%), retirees and students (both 16%) being the least likely to say they smoke.
- Nearly four in ten (38%) of the respondents who have difficulties paying their bills most of the time are smokers, compared to just over one in five (21%) of those who never face such difficulties.
- Respondents who consider themselves as belonging to the working class are the most likely to say that they currently smoke (33%), with the upper-middle class and the upper class being the least likely to say this (19% both).

QD1 Regarding smoking cigarettes, cigars, cigarillos or a pipe, which of the following applies to you?

	You currently smoke	You used to smoke but you have stopped	You have never smoked	Don't know
EU27	24	20	56	0
Gender				
Man	28	23	49	0
Woman	21	17	62	0
Age				
15-24	22	8	70	0
25-39	32	15	53	0
40-54	28	20	52	0
55 +	19	26	55	0
Education (End of)				
15-	22	20	58	0
16-19	30	20	50	0
20+	21	23	56	0
Still studying	16	8	76	0
Socio-professional category				
Self-employed	28	23	49	0
Managers	20	22	58	0
Other white collars	25	17	58	0
Manual workers	37	17	46	0
House persons	23	14	63	0
Unemployed	40	16	43	1
Retired	16	28	56	0
Students	16	8	76	0
Difficulties paying bills				
Most of the time	38	19	43	0
From time to time	30	17	53	0
Almost never/ Never	21	21	58	0
Consider belonging to				
The working class	33	19	48	0
The lower middle class	26	18	56	0
The middle class	22	21	57	0
The upper middle class	19	21	60	0
The upper class	19	29	52	0

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Attitudes of Europeans towards tobacco and related products

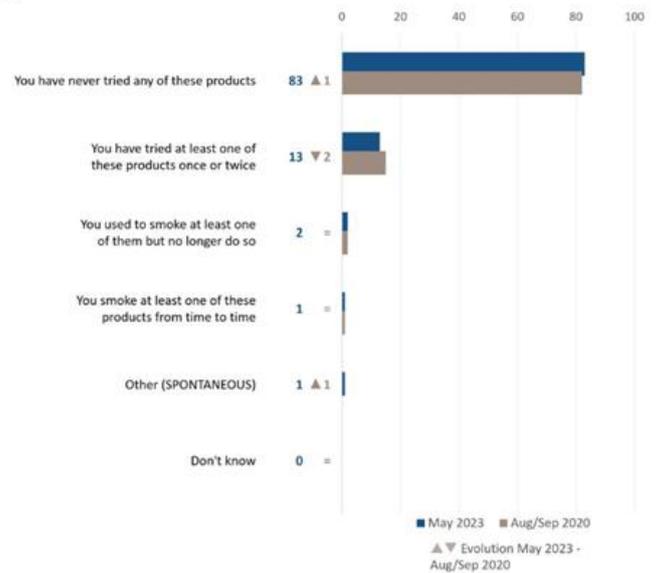
May-June 2023

97% of non-smokers have either never tried any tobacco products or tried them only once or twice in their lives

Respondents who said they have never smoked were asked about their experience with tobacco products¹². 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 traditional tobacco products among respondents who claim to be non-smokers. More than eight in ten (83%) respondents in this category say that they have never tried any tobacco products, a rise of 1 percentage points compared to 2020, with more than one in ten (13%, -2) saying that they have tried at least one of these products once or twice. Almost no non-smokers say they used to smoke at least one of the traditional tobacco products but no longer do so (2%, =) or that they smoked at least one of these products from time to time (1%, =).

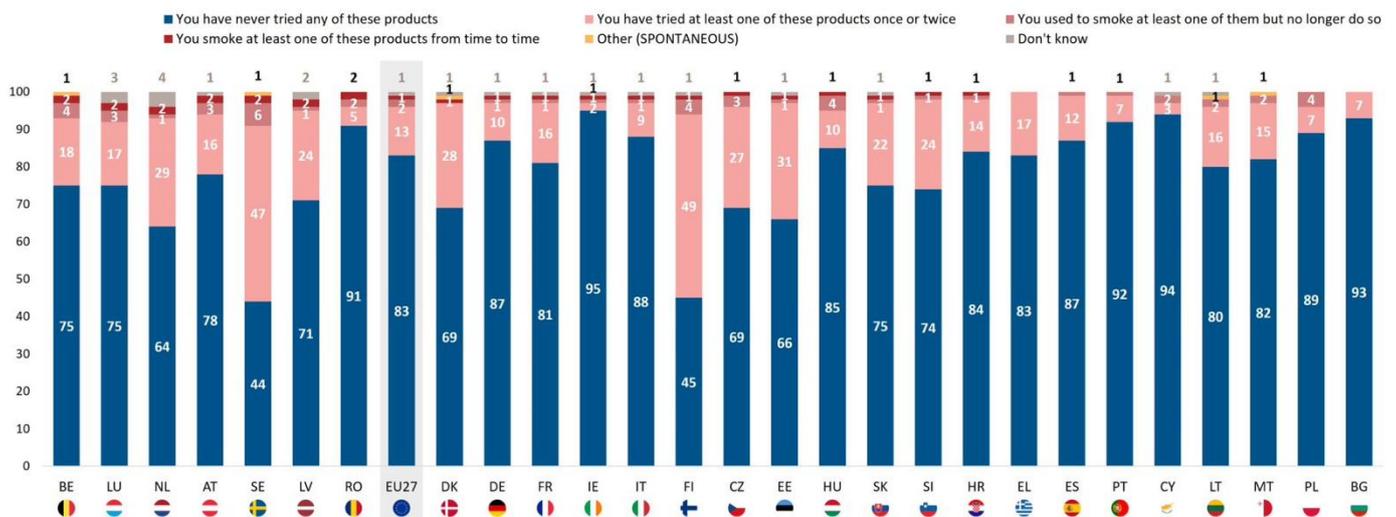
Looking at the **country level**, in 20 countries, at least three quarters of the respondents say they have never tried cigarettes, cigars, cigarillos or a pipe with the highest scores seen in Ireland (95%), Cyprus (94%), and Bulgaria (93%). Less than half of the respondents say this in Sweden (44%) and Finland (45%). Close to half of the respondents say they have tried at least one of these products in Sweden (47%) and Finland (49%). Respondents are least likely to say this in Ireland (2%), Cyprus (3%), and Romania (5%).

QD2c You said that you have never smoked. Could you please specify what is your experience with cigarettes, cigars, cigarillos or a pipe? (% - EU27)



Base: 14673

QD2c You said that you have never smoked. Could you please specify what is your experience with cigarettes, cigars, cigarillos or a pipe? (%)



Base: 14673

¹² QD2c 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; DK.

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The **socio-demographic analysis** of the respondents who have never smoked shows the following:

- Women are more likely to have never tried any tobacco product than man (86% vs 80%).
- Respondents aged 55+ are most likely to say they more likely to have never tried any product (86%), followed by those aged 44-54 (84%)
- Looking at education, those who are still studying and those who left school at 20+ years of age are the most likely to say they have tried tobacco products (both 18%). Conversely, those who left school before the age of 15 are the most likely to say they have never tried any tobacco product.
- Among socio-professional categories, managers are the most likely to have given up on smoking any tobacco product (3%), whereas manual workers (2%) and self-employed (2%) are the ones most likely to say they still use these products from time to time.
- Nearly nine in ten of the respondents who have difficulties paying their bills most of the time and from time to time have never tried any tobacco product (both 87%), as opposed to those who do not have problems paying bill who instead are the most likely to have at least tried these products.
- Respondents who consider themselves as belonging to the upper class are the most likely to say that have tried at least one of the mentioned tobacco products (29%).

QD2c 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	Don't know
EU27	83	13	2	1	1
Gender					
Man	80	16	2	1	1
Woman	86	12	1	1	0
Age					
15-24	79	17	2	1	1
25-39	81	15	1	2	1
40-54	84	13	2	1	0
55 +	86	12	2	0	0
Education (End of)					
15-	90	8	1	1	0
16-19	87	10	1	1	1
20+	78	18	2	1	1
Still studying	79	18	1	1	1
Socio-professional category					
Self-employed	79	16	2	2	1
Managers	79	17	3	1	0
Other white collars	83	13	2	1	1
Manual workers	85	11	1	2	1
House persons	87	11	1	0	1
Unemployed	85	13	1	0	1
Retired	87	11	2	0	0
Students	79	18	1	1	1
Difficulties paying bills					
Most of the time	87	9	2	2	0
From time to time	87	10	1	1	1
Almost never/ Never	81	15	2	1	1
Consider belonging to					
The working class	89	9	1	1	0
The lower middle class	84	13	1	1	1
The middle class	82	14	2	1	1
The upper middle class	72	23	3	1	1
The upper class	70	29	1	0	0

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2. Frequency of use of traditional tobacco products

Both smokers and those who used to smoke were asked how often they smoke (or used to smoke) various kinds of tobacco product¹³. The same question was asked in the March 2012, December 2014, March 2017 and September 2020 surveys, albeit with a slightly different wording.

Boxed cigarettes are the most popular choice among smokers

Among current traditional smokers, close to seven in ten (77%, -2) are regular users (at least monthly) of boxed cigarettes, while other tobacco products are regularly consumed by fewer smokers, with nearly one in four (23%, -3) smoking hand-rolled cigarettes and smaller proportions smoking cigarillos (3%, =), cigars (3%, +1), or pipes (2%, =).

Almost seven in ten (69%, -2) smoke boxed cigarettes at least once a day, while close to one in five (18%, -2) consume hand-rolled cigarettes daily. The proportion of those smoking boxed cigarettes on a daily basis has remained the same compared to September 2020. However, when observing the long-term trend, this share has shown a persistent decline, from 80% in March 2012 and 76% in December 2014, to less than seven in ten (69%) today. The proportion of daily users of hand-rolled cigarettes has decreased five percentage points (from 23% to 18%) compared to 2017.

1% 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. Following a decline between 2014 and 2017, and an increase between 2017 and 2020, the proportion of those occasionally smoking cigarillos (12%, -1), cigars (12%, +1),

or pipes (9%, +2) has remained relatively stable between 2020 and 2022.

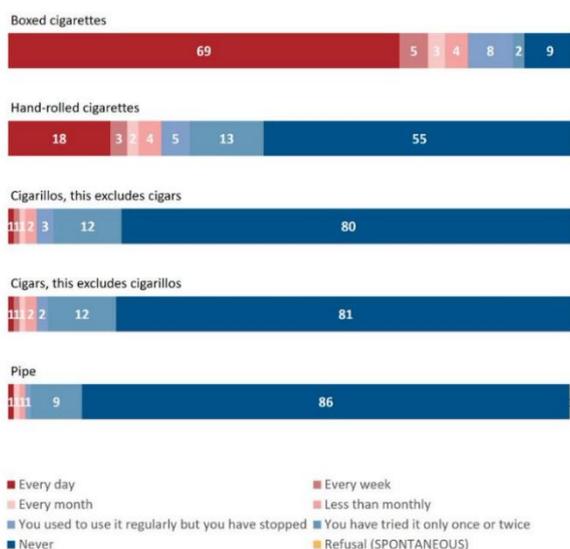
At the **national level**, we can see that among current smokers, respondents are most likely to say they use tobacco products every day in Romania and Croatia (both 94%), Bulgaria (93%), and Ireland and Poland (both 91%). The lowest proportions of daily smokers are seen in Luxembourg and Belgium (both 72%), Lithuania, Portugal, and Finland (75% all). In two countries, a quarter of the respondents say they smoke occasionally: Belgium and Finland (both 25%).

Looking at boxed cigarettes, we see that in eight countries, the proportion of respondents using them every day has increased, most notably in Ireland (67%, +22), Sweden (72%, +18), and Croatia (86%, +12). In 18 countries, proportions of respondents saying this have decreased, with the sharpest decline registered in Portugal (70%, -15), Finland (57%, -13), and Lithuania (72%, -11).

The **socio-demographic analysis** shows the following:

- Among current smokers, men are slightly more likely than women to say they smoke every day (87% vs 84%).
- Older respondents are more likely to smoke every day, with more than nine in ten (91%) of those aged 55 and up saying they smoke every day, compared to less than eight in ten (79%) of those aged 15-24.
- Respondents who left school before the age of 15 are more likely (93%) to smoke every day than those who finished their education past the age of 20 (80%).
- House persons (93%) and the unemployed (92%) are the most likely to say they smoke every day, compared to managers (80%), other white-collar workers (77%), and students (72%).
- Those who face financial difficulties most of the time are more likely (90%) to smoke every day than those who never have such issues (85%).
- Respondents who consider themselves as belonging to the working class are more likely to say they smoke every day (94%) than those in the middle class (82%).

QD2a. How often do you use the following tobacco products? (% - EU27)



Base: 6488

¹³ QD2a_1-5. How often do/did you use the following tobacco and related products? Boxed cigarettes; Hand-rolled cigarettes; Cigarillos, this excludes cigars; Cigars, this excludes cigarillos; Pipe.

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QD2a How often do you use the following tobacco products?
(% - EU)

	Every day	Every week	Every month	Less than monthly	You tried only once or twice	Never
EU27	86	6	2	1	3	0
 Gender						
Man	87	6	1	1	3	0
Woman	84	5	2	1	4	0
 Age						
15-24	79	8	3	2	2	1
25-39	81	7	2	1	6	0
40-54	88	5	1	1	3	0
55 +	91	4	1	0	2	0
 Education (End of)						
15-	93	2	1	0	1	0
16-19	89	4	1	1	3	0
20+	80	9	2	1	5	0
Still studying	72	12	5	3	3	2
Socio-professional category						
Self-employed	84	3	1	1	9	0
Managers	80	9	3	2	4	1
Other white collars	77	9	2	3	6	0
Manual workers	90	4	2	0	2	0
House persons	93	3	0	0	1	0
Unemployed	92	1	1	0	4	0
Retired	90	5	1	0	1	0
Students	72	12	5	3	3	2
 Difficulties paying bills						
Most of the time	90	3	2	0	4	0
From time to time	87	5	1	1	4	0
Almost never/ Never	85	7	2	1	3	0
Consider belonging to						
The working class	94	3	1	0	1	0
The lower middle class	87	4	2	1	4	0
The middle class	82	7	2	1	4	0
The upper middle class	73	10	2	2	8	0
The upper class	87	7	6	0	0	0

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Attitudes of Europeans towards tobacco and related products

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QD2a.1-5 How often do you use the following tobacco products?
(% - EU)

Boxed cigarettes

Hand-rolled cigarettes

	Boxed cigarettes							Hand-rolled cigarettes						
	Every day	Every week	Every month	Less than monthly	You used to use it regularly but you have stopped	You have tried it only once or twice	Never	Every day	Every week	Every month	Less than monthly	You used to use it regularly but you have stopped	You have tried it only once or twice	Never
EU27	69	5	3	4	8	2	9	18	3	2	4	5	13	55
Gender														
Man	70	5	3	3	8	2	9	19	3	2	4	7	14	51
Woman	69	5	3	4	8	2	9	17	3	2	4	4	10	60
Age														
15-24	55	7	7	5	8	4	14	27	7	3	6	2	11	44
25-39	64	6	4	4	11	3	8	20	4	2	4	6	15	49
40-54	74	5	2	4	7	1	7	15	3	2	5	6	11	58
55+	74	4	2	2	6	1	11	16	2	1	2	6	13	60
75+	71	4	1	3	6	4	11	14	3	1	4	6	13	59
Education (End of)														
15-	73	2	3	4	6	2	10	24	4	1	4	6	9	52
16-19	75	4	2	3	7	1	8	17	2	2	3	6	13	57
20+	65	8	3	3	9	2	10	15	4	2	5	4	13	57
Still studying	39	8	12	9	11	9	12	34	12	3	6	3	13	29
Socio-professional category														
Self-employed	73	2	1	4	13	1	6	13	2	2	5	7	11	60
Managers	66	8	3	3	9	3	8	13	6	3	5	6	10	57
Other white collars	67	6	4	3	10	1	9	12	2	3	3	5	14	61
Manual workers	76	4	3	3	6	1	7	16	2	2	4	5	14	57
House persons	63	3	4	8	7	3	12	31	1	0	2	2	10	54
Unemployed	66	2	3	4	14	1	10	36	4	0	9	6	8	37
Retired	72	5	2	3	5	1	12	17	2	1	2	7	13	58
Students	39	8	12	9	11	9	12	34	12	3	6	3	13	29
Difficulties paying bills														
Most of the time	68	4	2	6	11	1	8	25	2	2	4	9	14	44
From time to time	70	4	3	4	9	2	8	18	4	2	6	6	12	52
Almost never/ Never	69	6	3	3	7	2	10	17	3	2	3	4	13	58
Consider belonging to														
The working class	73	4	3	3	7	1	9	24	3	1	4	7	13	48
The lower middle class	66	3	3	6	9	3	10	22	4	1	5	7	12	49
The middle class	70	6	3	3	8	2	8	14	3	3	4	5	12	59
The upper middle class	59	8	5	6	11	2	9	12	3	2	2	2	14	65
The upper class	82	7	8	0	0	0	3	3	2	0	2	0	5	88
None	70	4	2	2	7	1	14	12	3	1	3	5	11	65

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Cigarillos, this excludes cigars

Cigars, this excludes cigarillos

	Every day	Every week	Every month	Less than monthly	You used to use it regularly but you have stopped	You have tried it only once or twice	Never	Refusal (SPONTANEOUS)	Every day	Every week	Every month	Less than monthly	You used to use it regularly but you have stopped	You have tried it only once or twice	Never	Refusal (SPONTANEOUS)
EU27	1	1	1	2	3	12	80	0	1	1	1	2	2	12	81	0
Gender																
Man	2	1	1	4	3	14	75	0	1	1	1	3	3	15	76	0
Woman	0	0	1	1	1	9	87	1	0	0	0	2	1	8	88	1
Age																
15-24	0	1	1	1	1	15	81	0	0	1	0	4	1	13	81	0
25-39	1	1	1	3	2	15	76	1	0	1	1	3	2	14	78	1
40-54	1	1	1	3	2	11	81	0	0	1	1	2	2	11	82	1
55+	2	1	1	2	3	10	81	0	1	1	1	1	2	10	84	0
Education (End of)																
15-	2	0	1	2	3	8	84	0	0	0	0	2	3	8	86	1
16-19	1	1	0	3	2	12	81	0	1	0	1	2	1	11	83	1
20+	1	1	2	2	4	12	78	0	1	1	1	3	3	12	78	1
Still studying	0	1	1	1	1	22	74	0	0	1	0	1	1	22	75	0
Socio-professional category																
Self-employed	1	1	1	1	3	14	79	0	1	0	1	2	3	11	82	0
Managers	3	1	3	3	2	11	76	1	0	2	3	4	1	15	74	1
Other white collars	1	1	1	4	2	11	80	0	0	1	1	6	1	11	80	0
Manual workers	1	0	1	3	2	11	82	0	0	1	0	2	2	11	83	1
House persons	1	0	1	3	1	10	84	0	0	0	1	4	1	7	87	0
Unemployed	1	0	1	1	7	12	77	1	2	0	0	1	5	13	78	1
Retired	3	1	0	2	4	10	80	0	1	1	0	1	2	10	85	0
Students	0	1	1	1	1	22	74	0	0	1	0	1	1	22	75	0
Difficulties paying bills																
Most of the time	0	1	1	2	3	13	80	0	0	0	1	2	2	13	82	0
From time to time	1	1	1	3	3	13	78	0	1	1	0	2	3	11	82	0
Almost never/ Never	2	1	1	2	2	11	81	0	0	1	1	3	1	12	81	1
Consider belonging to																
The working class	1	0	0	3	3	12	80	1	0	0	0	3	2	12	82	1
The lower middle class	1	1	1	3	3	13	78	0	1	0	0	2	2	13	81	1
The middle class	2	1	1	2	2	12	80	0	0	1	1	2	2	12	82	0
The upper middle class	1	1	1	1	3	13	80	0	1	1	1	2	2	15	78	0
The upper class	3	2	0	2	1	7	85	0	0	4	0	2	2	5	87	0

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Pipe

	Every day	Every week	Every month	Less than monthly	You used to use it regularly but you have stopped	You have tried it only once or twice	Never	Refusal (SPONTANEOUS)
EU27	1	0	1	1	1	9	86	1
Gender								
Man	1	0	1	1	2	12	83	0
Woman	0	0	1	0	1	6	91	1
Age								
15-24	0	0	0	0	1	10	89	0
25-39	1	1	1	1	1	11	83	1
40-54	0	0	1	0	1	9	88	1
55 +	1	0	0	1	2	9	87	0
Education (End of)								
15-	1	0	0	0	2	6	90	1
16-19	1	0	0	0	1	9	88	1
20+	1	1	1	1	2	10	84	0
Still studying	0	1	0	0	1	15	83	0
Socio-professional category								
Self-employed	2	0	0	1	3	9	85	0
Managers	2	1	4	1	1	9	81	1
Other white collars	0	1	1	1	0	9	88	0
Manual workers	0	0	0	1	1	9	88	1
House persons	0	0	0	1	1	8	90	0
Unemployed	0	0	0	1	4	10	83	2
Retired	1	0	0	1	2	10	86	0
Students	0	1	0	0	1	15	83	0
Difficulties paying bills								
Most of the time	1	1	1	0	1	8	88	0
From time to time	1	0	0	1	2	9	86	1
Almost never/ Never	1	0	1	1	1	10	86	0
Consider belonging to								
The working class	0	0	0	0	2	10	87	1
The lower middle class	1	0	0	0	2	11	85	1
The middle class	1	1	1	1	1	8	87	0
The upper middle class	0	0	0	2	2	13	83	0
The upper class	1	2	0	0	1	3	93	0

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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 the most popular product, with close to eight in ten ex-smokers (79%) who regularly smoked boxed cigarettes (at least monthly). This figure has remained constant compared to 2020.

Around one in seven (15%) regularly smoked hand-rolled cigarettes, a proportion that has substantially decreased compared to 2020 (-7 pp).

Smaller shares of former smokers used to smoke cigarillos or pipe (both 4%) or cigars (3%) on a regular basis. These figures have not significantly changed since the previous survey.

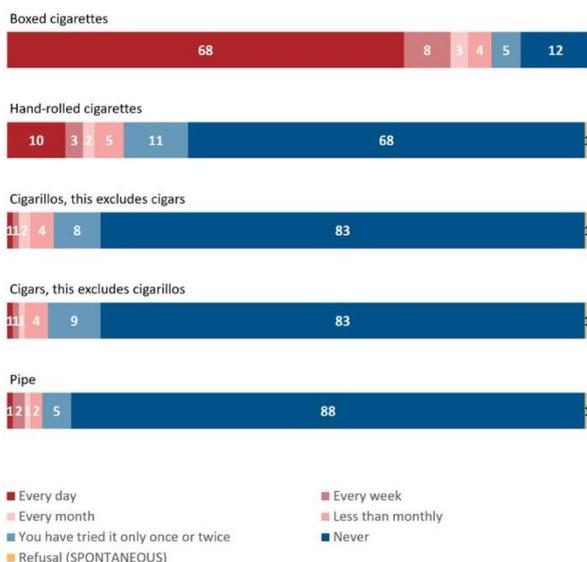
At the **national level**, we can see that among former smokers, respondents are most likely to say they smoked every day in Greece (92%), Portugal (90%), and Cyprus (79%). The lowest proportions of former daily smokers are seen in Latvia (48%), Luxembourg (46%), and Ireland (54%). In ten countries, at least a quarter of the respondents say they used to smoke occasionally, with the highest scores registered in Estonia (37%), Latvia (35%), and Sweden and Luxembourg (31%).

Looking at boxed cigarettes use among former smokers, we see that in 16 countries, the proportion of respondents who used to smoke them every day has increased, most notably in Lithuania (71%, +19), Cyprus (75%, +17), Poland (83%, +16), and Romania (76%, +16). In nine countries, the proportions of respondents saying this have decreased, with the sharpest decline registered in Luxembourg (44%, -11), Slovakia (71%, -8), and Malta (68%, -6).

The **socio-demographic** analysis shows the following:

- Among former smokers, men are substantially more likely than women to say they used to smoke every day (76% vs 69%).
- Older respondents are more likely to say they used to smoke every day, with close to eight in ten (78%) of those aged 55 and up saying they used to smoke every day, compared to less than half (46%) of those aged 15-24, and over six in ten (63%) of those aged 25-39.
- Respondents who left school before the age of 15 are more likely (82%) to say they used to smoke every day than those who finished their education past the age of 20 (70%).
- The unemployed (81%) are the most likely to say they used to smoke every day, compared to managers (65%), other white-collar workers (72%), and manual workers (74%).
- Those who face financial difficulties most of the time are more likely (77%) to say they used to smoke every day than those who never have such issues (72%).
- Respondents who consider themselves as belonging to the upper class (82%) and the working class (77%) are more likely to say they smoke every day than those in the middle class (71%), and the upper-middle class (68%).

QD2b. How often did you use the following tobacco products? (% - EU27)



Base: 5174

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QD2b How often did you use the following tobacco products?
(% - EU)

	Every day	Every week	Every month	Less than monthly	You tried only once or twice	Never
EU27	73	8	3	3	4	9
 Gender						
Man	76	7	3	2	3	9
Woman	69	10	4	4	4	9
 Age						
15-24	46	14	12	11	9	8
25-39	63	11	5	5	5	11
40-54	75	9	3	3	4	7
55 +	78	6	2	2	3	9
 Education (End of)						
15-	82	7	1	1	3	6
16-19	77	7	2	2	4	8
20+	70	9	5	4	3	10
Still studying	37	17	12	14	8	9
Socio-professional category						
Self-employed	77	9	3	4	1	7
Managers	65	9	9	4	6	7
Other white collars	72	10	2	4	4	9
Manual workers	73	8	2	2	4	10
House persons	74	8	0	3	9	6
Unemployed	81	7	4	1	1	6
Retired	78	6	2	2	3	10
Students	37	17	12	14	8	9
 Difficulties paying bills						
Most of the time	77	6	3	3	2	8
From time to time	76	8	3	3	4	6
Almost never/ Never	72	8	3	3	4	9
Consider belonging to						
The working class	77	6	2	2	4	9
The lower middle class	76	6	3	3	3	8
The middle class	71	9	4	3	4	9
The upper middle class	68	13	3	5	4	7
The upper class	82	5	6	1	4	2

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QD2b.1 How often did you use the following tobacco products?
(% - EU)

	Boxed cigarettes							Hand-rolled cigarettes						
	Every day	Every week	Every month	Less than monthly	You have tried it only once or twice	Never	Refusal (SPONTANEOUS)	Every day	Every week	Every month	Less than monthly	You have tried it only once or twice	Never	Refusal (SPONTANEOUS)
EU27	68	8	3	4	5	12	0	10	3	2	5	11	68	1
Gender														
Man	69	7	2	3	5	13	1	13	3	2	6	11	64	1
Woman	66	10	4	4	5	10	1	8	3	2	4	10	72	1
Age														
15-24	41	14	13	10	9	13	0	9	2	2	13	23	51	0
25-39	57	11	4	7	6	14	1	9	3	4	5	13	66	0
40-54	69	10	3	3	5	9	1	12	4	2	6	12	62	2
55+	73	6	2	3	4	12	0	10	3	2	4	8	72	1
Education (End of)														
15-	78	6	1	1	4	9	1	7	2	1	3	10	77	0
16-19	72	8	2	3	5	10	0	10	3	2	5	10	69	1
20+	64	9	4	4	5	14	0	12	3	2	6	10	66	1
Still studying	30	16	14	16	8	14	2	11	2	3	12	21	48	3
Socio-professional category														
Self-employed	69	12	2	6	2	8	1	14	5	2	8	12	59	0
Managers	59	10	7	5	9	10	0	10	2	3	5	14	65	1
Other white collars	67	8	3	4	5	13	0	8	6	2	5	11	67	1
Manual workers	70	9	3	2	4	11	1	10	4	3	6	13	63	1
House persons	70	10	1	3	9	7	0	10	0	0	1	16	72	1
Unemployed	72	9	7	2	1	9	0	13	2	4	4	6	69	2
Retired	73	6	2	2	3	14	0	11	2	1	4	6	75	1
Students	30	16	14	16	8	14	2	11	2	3	12	21	48	3
Difficulties paying bills														
Most of the time	71	6	4	3	4	12	0	11	5	0	9	10	65	0
From time to time	70	9	4	3	5	9	0	9	4	4	7	15	59	2
Almost never/ Never	67	8	3	4	5	12	1	11	3	1	4	9	71	1
Consider belonging to														
The working class	70	7	3	3	4	13	0	11	3	3	5	11	65	2
The lower middle class	70	6	4	4	5	10	1	9	2	1	7	11	69	1
The middle class	66	9	3	4	5	12	1	10	3	2	4	11	69	1
The upper middle class	62	14	4	4	5	11	0	17	3	3	6	8	63	0
The upper class	80	6	3	2	4	5	0	14	9	0	9	0	68	0

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Cigarillos, this excludes cigars

	Every day	Every week	Every month	Less than monthly	You have tried it only once or twice	Never	Refusal (SPONTANEOUS)	Every day	Every week	Every month	Less than monthly	You have tried it only once or twice	Never	Refusal (SPONTANEOUS)
EU27	1	1	2	4	8	83	1	1	1	1	4	9	83	1
Gender														
Man	1	2	2	5	11	78	1	1	1	1	6	13	77	1
Woman	1	0	1	2	6	89	1	0	1	1	1	5	91	1
Age														
15-24	0	1	3	8	16	72	0	0	1	2	10	13	74	0
25-39	0	2	2	3	9	84	0	0	1	2	3	11	82	1
40-54	1	1	1	4	9	81	3	1	0	0	4	9	83	3
55+	2	1	2	3	7	84	1	1	2	1	4	8	83	1
Education (End of)														
15-	2	1	2	2	6	86	1	3	2	1	3	6	84	1
16-19	1	2	2	3	8	83	1	1	1	2	3	8	84	1
20+	1	1	2	3	10	82	1	1	0	1	4	11	82	1
Still studying	0	0	2	9	13	73	3	0	0	0	10	18	69	3
Socio-professional category														
Self-employed	2	2	6	4	11	74	1	0	3	6	5	12	73	1
Managers	1	1	2	6	10	79	1	1	1	1	8	10	78	1
Other white collars	1	1	1	3	6	87	1	1	1	0	4	5	88	1
Manual workers	0	1	1	3	10	83	2	0	1	0	3	10	84	2
House persons	2	0	0	1	7	89	1	0	0	0	0	4	94	2
Unemployed	0	4	4	0	12	78	2	0	2	0	3	11	82	2
Retired	2	1	1	3	7	85	1	2	1	1	3	8	84	1
Students	0	0	2	9	13	73	3	0	0	0	10	18	69	3
Difficulties paying bills														
Most of the time	0	2	0	6	10	82	0	0	0	0	8	8	84	0
From time to time	2	2	2	4	9	79	2	1	2	2	3	9	81	2
Almost never/ Never	1	1	2	3	8	84	1	1	1	1	4	9	83	1
Consider belonging to														
The working class	1	1	1	3	7	85	2	1	1	1	4	7	84	2
The lower middle class	0	1	1	4	9	84	1	0	1	1	3	10	84	1
The middle class	1	1	2	4	9	82	1	1	1	1	4	9	83	1
The upper middle class	1	3	1	4	9	81	1	1	2	1	7	12	77	0
The upper class	2	1	3	3	2	89	0	1	1	1	12	15	69	1

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Pipe

	Every day	Every week	Every month	Less than monthly	You have tried it only once or twice	Never	Refusal (SPONTANEOUS)
EU27	1	2	1	2	5	88	1
Gender							
Man	2	2	1	3	7	84	1
Woman	0	1	1	1	3	93	1
Age							
15-24	1	1	1	2	5	90	0
25-39	0	1	2	1	4	91	1
40-54	0	1	0	1	5	90	3
55 +	3	2	1	2	5	86	1
Education (End of)							
15-	2	1	0	2	4	90	1
16-19	1	2	1	1	5	88	2
20+	2	2	1	2	5	88	0
Still studying	0	0	1	1	3	92	3
Socio-professional category							
Self-employed	1	6	2	2	5	83	1
Managers	1	1	2	3	6	86	1
Other white collars	0	1	0	1	3	94	1
Manual workers	0	1	0	1	7	89	2
House persons	0	0	0	0	3	96	1
Unemployed	0	4	0	1	6	87	2
Retired	3	2	1	2	5	86	1
Students	0	0	1	1	3	92	3
Difficulties paying bills							
Most of the time	1	2	1	0	3	93	0
From time to time	0	3	1	2	6	86	2
Almost never/ Never	2	1	1	2	5	88	1
Consider belonging to							
The working class	1	1	0	1	5	90	2
The lower middle class	1	2	1	1	5	89	1
The middle class	2	2	1	2	5	87	1
The upper middle class	3	6	0	1	6	84	0
The upper class	2	0	0	3	2	93	0

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3. Number of cigarettes, cigarillos or cigars smoked daily

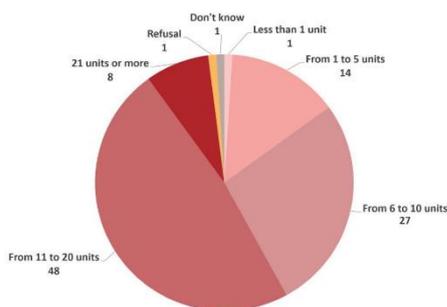
Nearly half of the respondents smoke 11 to 20 units of tobacco products per day

Respondents who currently smoke were asked how many cigarettes, cigarillos or cigars they smoke on a daily basis.¹⁴

Close to half (48%) of the smoking respondents that say they smoke 11 to 20 units per day, while close to three in ten (27%) smoke 6 to 10 units of these products. Around one in seven (14%) smoke 1 to 5 units, and nearly one in ten (8%) smoke 21 units or more per day.

The average number of units smoked per day comes down to 14.10, which is a slight decrease compared to the 14.26 average units reported in 2020.

QD6a.1 On average, how many units of the following products do you smoke or use every day? Boxed and/or hand-rolled cigarettes, cigarillos or cigars (% - EU27)



(May 2023)

Base: 5940

The **national analysis** shows some interesting differences between EU Member States, the minimum value being 9.97 for Finland and the highest 18.13 for Greece, followed by Austria and Bulgaria with respectively 17.03 and 16.78 cigarettes smoked daily. At the opposite end of the scale, apart from Finland, the lowest average figures can be found in Sweden (10.13), Denmark (11.24), and Latvia (11.30).

Comparing 2020 with 2022, we see that the decrease occurs in every EU Member States, except: Sweden (10.13, +1.01), and Portugal (14.18, +1.30). The biggest drops are seen in Croatia (16.22, -2.10), Finland (9.97, -1.90), and Denmark (14.28, -1.48).

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

- Nearly half of female smokers (48%) smoke ten or fewer cigarettes a day, compared to 38% of male smokers. On average, male smokers smoke around two cigarettes more per day than female smokers (15.04 vs 12.86).
- 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 11.38, compared with 14.60 among those aged 40 to 54 and 14.91 of those aged 55 or more.
- The longer smokers remained in full-time education, the fewer cigarettes they smoke per day (16.22 of those ending education aged 15 or less, compared with 12.37 of those who left aged 20 or more).
- Among socio-professional categories, we see that the unemployed smoke the highest number of units per day (14.94), with similar numbers seen among retirees (14.86), the self-employed (14.78), and manual workers (14.71). Other white-collar workers (13.40), and especially managers (12.90) report smoking less.
- Smokers who say they belong to the working class almost tie with those of the upper class regarding the number of cigarettes they report smoking each day (15.43 and 15.35). Respondents of other social classes, especially the upper-middle (13.33) and middle class (13.34) smoke less.
- The average number of daily cigarette consumption increases steadily with the length of time the respondent has spent as a smoker. The average ranges from 10.71 among those who have smoked for five years or less to 14.67 per day among those who have smoked between 21 and 40 years.

¹⁴ QD6a.1. On average, how many units of the following products do you smoke or use every day? Boxed and/or hand-rolled cigarettes, cigarillos or cigars.

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QD6a.1 On average, how many units of the following products do you smoke or use every day? Boxed and/or hand-rolled cigarettes, cigarillos or cigars
(% - EU)

	Less than 1 unit	From 1 to 5 units	From 6 to 10 units	From 11 to 20 units	21 units or more	Refusal	Don't Know	Average
EU27	1	14	27	48	7	1	2	14
 Gender								
Man	1	13	24	51	9	1	1	15
Woman	0	16	32	44	5	1	2	13
 Age								
15-24	1	23	40	31	3	2	0	11
25-39	1	15	28	48	6	0	3	14
40-54	0	14	24	54	7	0	1	15
55 +	1	12	26	48	10	2	2	15
 Education (End of)								
15-	0	9	25	53	12	0	1	16
16-19	0	10	27	52	8	1	1	15
20+	1	23	26	43	5	1	2	12
Still studying	2	25	46	21	2	2	3	10
Socio-professional category								
Self-employed	1	8	30	52	7	2	1	15
Managers	1	20	24	50	4	0	1	13
Other white collars	0	17	27	49	4	0	2	13
Manual workers	0	13	25	51	9	1	1	15
House persons	0	16	30	45	6	1	1	14
Unemployed	2	9	28	50	9	2	2	15
Retired	1	14	25	47	10	2	2	15
Students	2	25	46	21	2	2	3	10
 Difficulties paying bills								
Most of the time	1	11	28	46	12	1	1	15
From time to time	1	13	25	51	8	1	2	15
Almost never/ Never	1	16	29	47	6	1	1	14
Consider belonging to								
The working class	1	10	24	53	10	2	1	15
The lower middle class	1	13	29	47	6	1	3	14
The middle class	1	17	29	46	6	1	1	13
The upper middle class	1	22	23	45	9	0	1	13
The upper class	1	6	21	65	7	0	1	15
Length of time as a smoker								
5 years or less	1	27	40	28	2	2	1	11
6-10 years	0	20	37	37	4	1	1	12
11-20 years	1	14	28	48	7	1	2	14
21-40 years	1	14	23	54	7	0	2	15
More than 40 years	1	11	26	49	11	1	1	15

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Nearly four in ten smoking respondents used to smoke 11 to 20 units per day

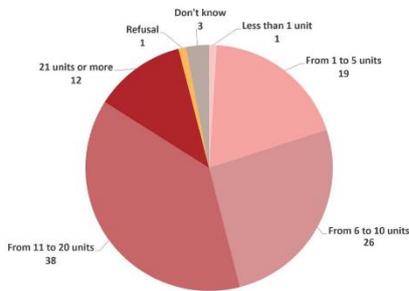
Among respondents who used to smoke regularly (at least every week), nearly four in ten (38%) used to consume 11 to 20 units per day, the same as in 2020. Around one in four (26%) smoked 6 to 10 units, a three percentage point increase compared to 2020, while close to one in five (19%, +1) say they used to smoke 1 to 5 boxed and/or hand-rolled cigarettes, cigarillos or cigars daily.

The average number of units smoked per day, as reported by ex-smokers about their former habit, comes down to 15,08. This figure compares to 15,64 as reported by ex-smokers in 2020.

Looking at the **country level**, we see notable differences in terms of the average number of units smoked per day. This coefficient is highest in Greece (22.67), with nearly half (48%) of the respondents saying they used to smoke 11 to 20 units, and three in ten smoking more, followed by Cyprus (21.26) and Malta (20.40). It is the lowest in Sweden and Estonia (both 10.87), Latvia (10.95), and Slovakia (11.38).

Between 2020 and 2022 the proportion of respondents saying they used to smoke 11 to 20 units per day has increased in 16 countries, most notably in Lithuania (44%, +21), Croatia (52%, +18), Luxembourg (44%, +18), and Slovakia (36%, +12). In nine countries, these proportions have decreased, with the largest drops seen in Malta (27%, -11), Romania (42%, -10), and Sweden (28%, -6).

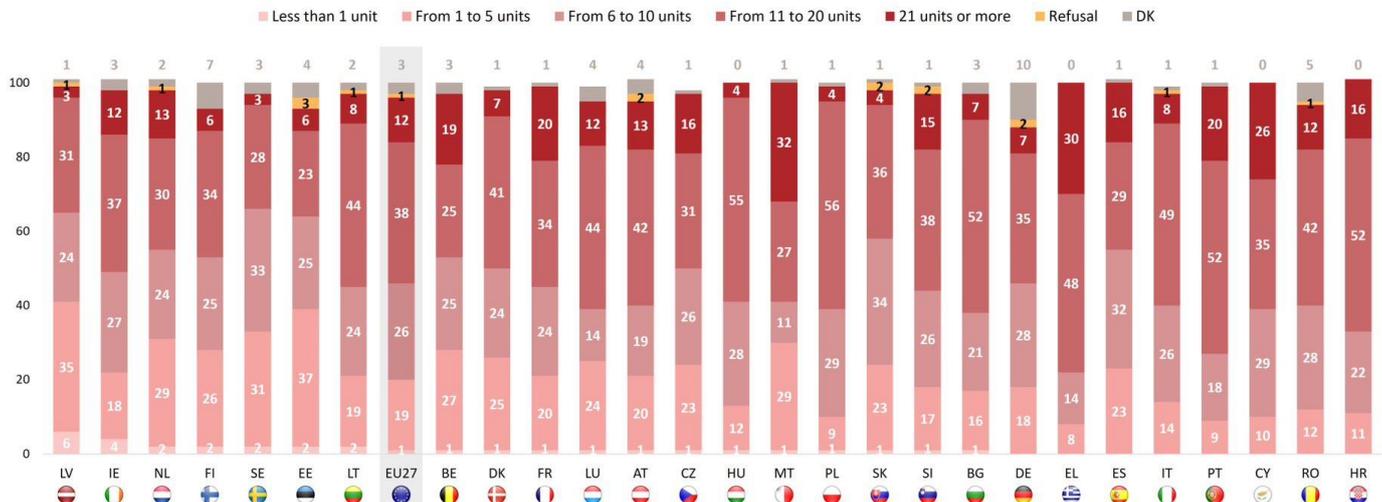
QD6b.1 On average, how many units of the following products did you smoke or use every day? Boxed and/or hand-rolled cigarettes, cigarillos or cigars (% - EU27)



(May 2023)

Base: 4195

QD6b.1 On average, how many units of the following products did you smoke or use every day? (% - Boxed and/or hand-rolled cigarettes, cigarillos or cigars)



Base: 4195

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The **socio-demographic analysis** shows the following:

- Among former smokers who used to smoke regularly, on average, men used to smoke a higher number of units of boxed and/or hand-rolled cigarettes, cigarillos or cigars than women (16.99 vs 12.47), with nearly half of the men (45%) saying they used to smoke 11 to 20 units per day versus three in ten (29%) women saying the same.
- Older respondents indicate having smoked a higher average number of units per day than younger respondents, ranging from 16.63 for those aged 55 and up to 9.13 for those aged 15-24.
- Respondents who left school before the age of 15 are more likely (47%) to say they used to smoke 11 to 20 units per day than those who finished their education after the age of 20 (36%), averaging 17.76 units a day versus 14.19.
- Among socio-professional categories retirees used to smoke 17.31 units, compared to 14.31 among manual workers, 13.48 among managers, and 12.68 among other white-collar workers.
- Respondents who never have trouble paying their bills are substantially more likely (22%) to say they used to smoke 1 to 5 units per day than those who never face such issues (13%), averaging 18.91 units per day versus 14.58.
- Social class is a strong indicator, with those on the lower echelons saying they used to smoke more than those who identify as being higher up on the social ladder; members of the working class say they used to smoke an average of 17.27 units per day, ranging to 11.55 among those who identify as upper class.

QD6b.1 On average, how many units of the following products did you smoke or use every day? Boxed and/or hand-rolled cigarettes, cigarillos or cigars (% - EU)

	Less than 1 unit	From 1 to 5 units	From 6 to 10 units	From 11 to 20 units	Refusal	Don't Know	Average
EU27	1	19	26	38	1	3	15
Gender							
Man	1	15	22	45	0	3	17
Woman	1	26	33	29	1	3	13
Age							
15-24	0	40	22	32	0	5	9
25-39	0	25	35	31	1	1	12
40-54	1	17	27	43	1	3	15
55 +	1	17	24	38	0	3	17
Education (End of)							
15-	0	13	21	47	1	2	18
16-19	1	17	29	38	1	3	15
20+	1	23	25	36	1	4	14
Still studying	1	55	17	23	0	3	8
Socio-professional category							
Self-employed	0	21	25	40	0	0	15
Managers	1	21	28	35	0	5	14
Other white collars	1	22	32	37	0	2	13
Manual workers	0	15	31	41	2	3	14
House persons	0	24	24	34	0	6	15
Unemployed	0	16	31	39	0	7	15
Retired	1	17	22	39	0	3	17
Students	1	55	17	23	0	3	8
Difficulties paying bills							
Most of the time	0	13	25	37	0	2	19
From time to time	1	14	29	40	1	3	15
Almost never/ Never	1	22	25	37	1	3	15
Consider belonging to							
The working class	0	12	25	45	1	3	17
The lower middle class	1	16	29	37	1	4	16
The middle class	1	22	26	37	0	3	15
The upper middle class	1	29	27	31	0	3	13
The upper class	0	32	38	23	1	0	11

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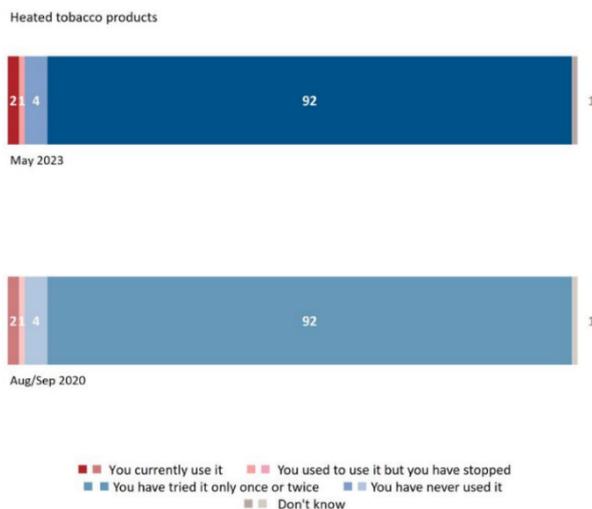
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4. Prevalence of heated tobacco products in the EU

Heated tobacco products are becoming a more popular choice in some Member States

Respondents were asked whether or not they use heated tobacco products.¹⁵ More than nine in ten (92%) respondents say that they have never used heated tobacco products, the same proportion as in 2020.¹⁶ A higher number of respondents compared to 2020 say they currently use heated tobacco products (2%) whilst 4% (=) say they have tried it only once or twice, and 1% (=) say they have used them but have stopped. Although the comparison between 2023 and 2020 might suggest that the increasing trend in current users of heated tobacco has reached a plateau, the unrounded figures do reveal a net increase in the share of respondents who say they currently use these products.¹⁷

QD3.2. Thinking about the following products, which of the following applies to you? (% - EU27)



Base: 26358

At the **national level**, we see that in every EU Member State, around eight in ten or more respondents say they never used heated tobacco products. In five countries, around one in ten say they tried it only once or twice: Greece and Bulgaria (both 10%), and Austria, Latvia, and Estonia (9% all). Respondents are most likely to say they are currently using it in Portugal, Cyprus, and Lithuania (5% all), Italy, Czechia, and Slovakia (4% all), and Greece, Austria, Hungary, and Latvia (3% all).

Between 2020 and 2022, in eight countries, respondents have become more likely to say they have never used heated tobacco products, with the biggest increase seen in Ireland (95%, +8) and in Luxembourg (92%, +4). In 15 countries, there has been a decrease, most notably in Austria (80%, -8), Greece (84%, -7), and Estonia (86%, -6), Cyprus (85%, -6), and Latvia (79%, -6).

The **socio-demographic analysis** shows the following:

- Older respondents are more likely to say they never used heated tobacco products, with nearly all (96%) of those aged 55 and up saying this, compared to 86% of those aged 15-24.
- Respondents who left school before the age of 15 are more likely (97%) to say they never used it, than those who continued their education past the age of 20 (87%).
- Retirees are the most likely (97%) to say they never tried heated tobacco products, compared to house persons (93%), manual workers (91%), and students (87%).
- Those who never have trouble paying their bills are more likely (93%) to say they never tried heated tobacco products than those who face such difficulties all the time (88%).

¹⁵ QD3.2. Thinking about the following products, which of the following applies to you? You currently use it. You used to use it but you have stopped. You have tried it only once or twice. You have never used it. Don't know.

¹⁶ QD3.2. Thinking about the following products, which of the following applies to you? Heated tobacco products. You currently use it. You used to use it but you have stopped. You have tried it only once or twice. You have never used it. Don't know.

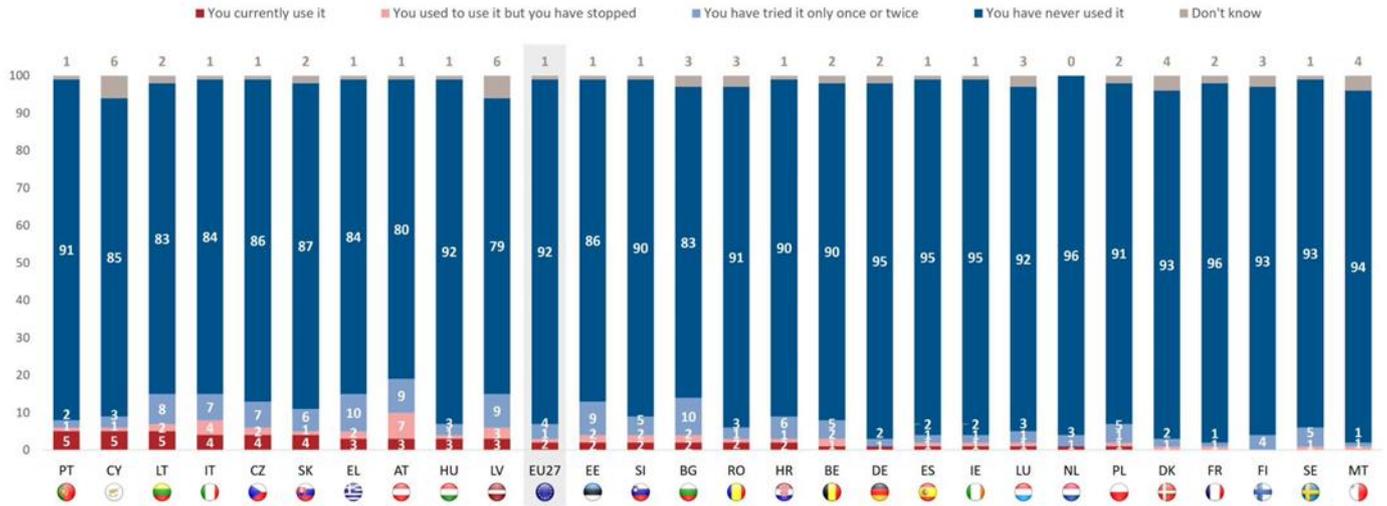
¹⁷ Although the number of total respondents saying that they currently use heated tobacco products is still the same percentage as in 2020 due to the specific EB weighted rounding of the results to a single digit figure (2%, =), a significant increase in current users in 2023 was recorded. The unrounded figure of 1.7% is, in fact, higher than the figure recorded in 2020.

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QD3.2 Thinking about the following products, which of the following applies to you?
(% - Heated tobacco products)



Base: 26358

QD3.2 Thinking about the following products, which of the following applies to you?
Heated tobacco products
(% - EU)

	You currently use it	You used to use it but you have stopped	You have tried it only once or twice	You have never used it	Don't know
EU27	2	1	4	92	1
Gender					
Man	2	1	5	91	1
Woman	2	1	3	92	2
Age					
15-24	2	2	8	86	2
25-39	3	2	6	87	2
40-54	2	1	4	91	2
55 +	1	1	1	96	1
Education (End of)					
15-	0	1	1	97	1
16-19	2	1	4	91	2
20+	2	1	4	92	1
Still studying	2	2	7	87	2
Socio-professional category					
Self-employed	4	3	7	85	1
Managers	2	2	4	91	1
Other white collars	2	2	5	90	1
Manual workers	2	1	4	91	2
House persons	1	1	4	93	1
Unemployed	1	2	5	90	2
Retired	0	0	1	97	2
Students	2	2	7	87	2
Difficulties paying bills					
Most of the time	2	3	5	88	2
From time to time	2	2	5	89	2
Almost never/ Never	2	1	3	93	1
Consider belonging to					
The working class	1	1	3	93	2
The lower middle class	1	1	4	92	2
The middle class	2	2	4	91	1
The upper middle class	3	2	4	90	1
The upper class	1	0	4	92	3

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5. Frequency of use of heated tobacco products

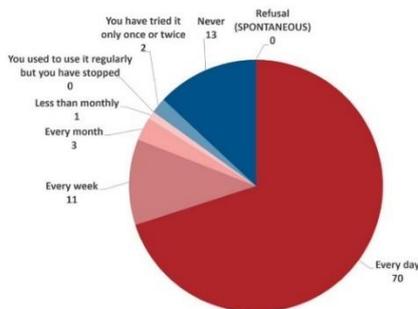
A large majority of current users of heated tobacco products use these products every day

Seven in ten (70%, +10) of current users of heated tobacco products say they use these products every day, and a further 11% (-2) say they do so on a weekly basis, while a small proportion (3%, -2) use heated tobacco products every month, or have tried it only once or twice (2%, -15). Finally, although this question was asked only to current heated tobacco product users, more than one in ten (13%, +13) of these respondents indicate here that they have never used heated tobacco products.

At the **national level**, we see that current users of heated tobacco products are most likely to say they use them every day in the Netherlands and Sweden (both 100%), Portugal (96%), and Greece (94%). They are least likely to say this in Belgium (15%), France (35%), and Romania (39%). The same current users are most likely to say they use heated tobacco products every week in Poland (36%), Romania (24%), and Denmark (19%). France is the only country where more than half (65%) of the current users of heated tobacco products say they never use heated tobacco products.

The above figures are based on very low sample bases and should thus be approached with utmost caution.

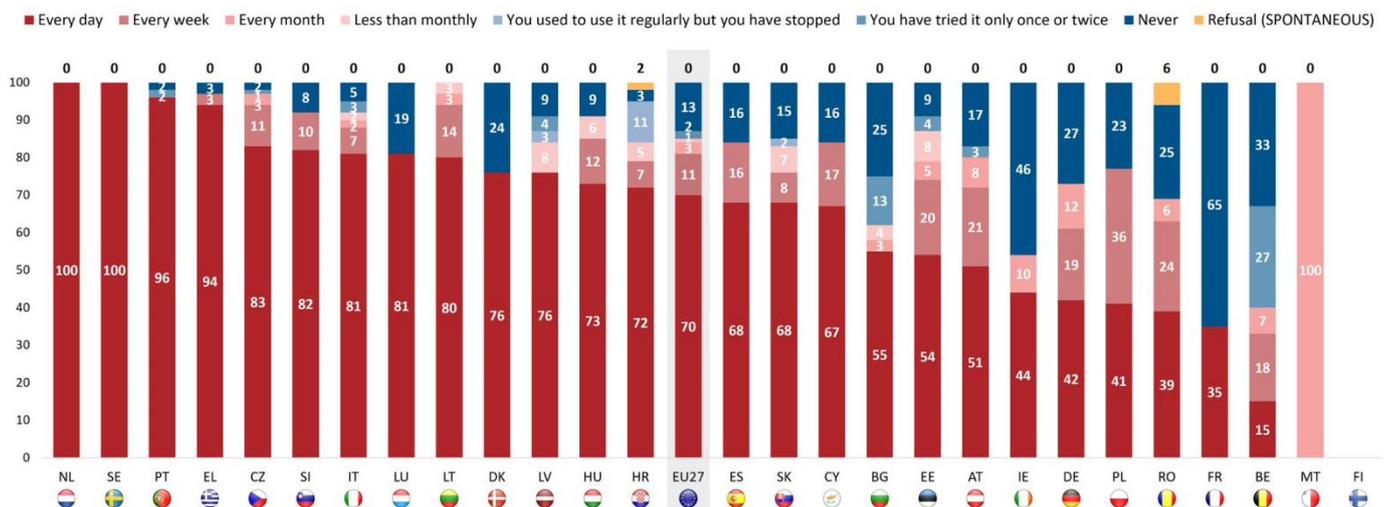
QD5.1 How often do you use the following products?
Heated tobacco products
(% - EU27)



(May 2023)

Base: 26358

QD5.1 How often do you use the following products?
(% - Heated tobacco products)



Base: 26358

Special Eurobarometer 539

Attitudes of Europeans towards tobacco and related products

May-June 2023

The **socio-demographic analysis** shows the following:

- Among current users of heated tobacco products, men are more likely than women to say they use these products daily (75% vs 66%), while women are more likely to indicate using them every week (14% vs 6%).
- Those aged 25-39 are most likely (74%) to say they use heated tobacco products every day, compared to 71% of those aged 40-54, 68% of those aged 55 and up, and 57% of those aged 15-24. Conversely, the youngest demographic is most likely to say they use these products every week (25%), compared to 14% of those aged 55 and up, 8% of those aged 25-39, and 5% of those aged 40-54.
- Users of heated tobacco products who finished their education before the age of 15 are most likely (86%) to say they use them every day than those who left school beyond the age of 20 (73%).
- More than eight in ten among managers and other white-collar workers (81% both) say they use heated tobacco products every day, compared to 71% of the self-employed, 70% of manual workers, 61% of house persons, 58% of retirees, 56% of students, and 40% of the unemployed.
- Among users of heated tobacco products, more than nine in ten (95%) of those who have trouble paying their bills say they use it every day, compared to 67% of those who never have such difficulties.
- Those who identify as belonging to the lower middle class are more likely (73%) to say they use heated tobacco products every day than those in the middle class (70%), the working class (65%), the upper middle class (64%), and the upper class (48%).

QD5.1 How often do you use the following products?

Heated tobacco products

(% - EU)

	Every day	Every week	Every month	Less than monthly	You used to use it regularly but you have stopped	You have tried it only once or twice	Never	Refusal (SPONTANEOUS)
EU27	70	11	3	1	0	2	13	0
Gender								
Man	75	6	2	1	0	4	12	0
Woman	66	14	4	2	0	1	13	0
Age								
15-24	57	25	2	2	0	0	14	0
25-39	74	8	1	1	0	3	13	0
40-54	71	5	7	0	0	2	15	0
55 +	68	14	4	4	0	2	8	0
Education (End of)								
15-	86	5	0	0	0	5	3	1
16-19	71	8	2	3	0	4	12	0
20+	73	11	4	0	0	1	11	0
Still studying	56	25	3	0	1	0	15	0
Socio-professional category								
Self-employed	71	13	7	1	0	8	0	0
Managers	81	7	3	0	0	1	8	0
Other white collars	81	4	1	1	0	2	10	1
Manual workers	70	9	3	1	0	0	17	0
House persons	61	3	0	20	0	0	16	0
Unemployed	40	10	0	1	0	0	49	0
Retired	58	17	0	0	0	5	20	0
Students	56	25	3	0	1	0	15	0
Difficulties paying bills								
Most of the time	95	0	0	0	0	2	3	0
From time to time	67	10	6	3	0	1	13	0
Almost never/ Never	67	14	2	0	0	3	14	0
Consider belonging to								
The working class	65	1	3	2	0	0	29	0
The lower middle class	73	7	0	1	0	0	19	0
The middle class	70	11	2	2	0	4	11	0
The upper middle class	64	24	8	0	0	0	4	0
The upper class	48	0	52	0	0	0	0	0

Special Eurobarometer 539

Attitudes of Europeans towards tobacco and related products

May-June 2023

6. Number of units of HTP used daily

Four in ten HTP consumers use 11 to 20 units per day

Respondents were asked how many heated tobacco products they use¹⁸.

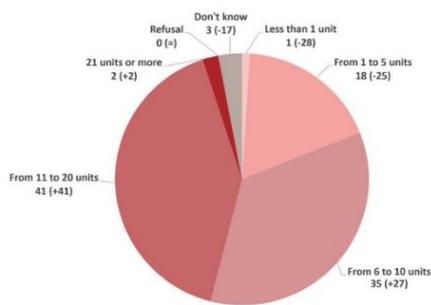
Among those who used heated tobacco products at least every week, about four in ten (41%) say they used 11 to 20 units per day, while just over one in three (35%) say they use 6 to 10 units. Less than one in five (18%) uses 1 to 5 units. A small proportion (2%) uses 21 units or more.

The average daily consumption of heated tobacco products is 11.74 units, a considerably higher value to the one observed in 2020, when users reported a daily average use of 3.54 units.¹⁹

The presented figures are based on very low sample bases, and should thus be approached with utmost caution. Comparing different EU Member States on this basis is difficult, yet a few inferences can be made.

The daily average number of units of heated tobacco products used is highest in Greece (16.97), the Netherlands (13.43), and Croatia (13.20), and lowest in Belgium (3.75), Sweden (4.00), and Luxembourg (5.78).

QD6a.2 On average, how many units of the following products do you smoke or use every day? Heated tobacco products (% - EU27)



(May 2023 – Aug/Sep 2020)

Base: 357

QD6a.2 On average, how many units of the following products do you smoke or use every day? Heated tobacco products (%)



	EU27	BE	BG	CZ	DK	DE	EE	IE	EL	ES	FR	HR	IT	CY	LV	LT	LU	HU	MT	NL	AT	PL	PT	RO	SI	SK	FI	SE	
Less than 1 unit	May-23	1	0	0	0	16	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Δ Aug/Sept 2020	▼28	=	▼53	=	▼40	=	=	=	=	=	=	=	=	=	=	=	=	=	=	=	=	=	=	=	=	=	=	
From 1 to 5 units	May-23	19	75	17	25	36	24	27	44	9	0	0	17	14	0	42	18	80	16	27	21	48	12	48	26	34			
	Δ Aug/Sept 2020	▼24	▲75	▼30	=	▲36	▼20	▲27	▲44	▲9	=	=	▲17	▲14	=	▲42	▲18	▲80	▲16	=	▲27	▲21	▲48	▲12	▲48	▲26	▲34	=	
From 6 to 10 units	May-23	36	25	29	27	0	0	45	28	28	53	100	32	41	68	27	47	0	52	20	20	10	53	21	44	43			
	Δ Aug/Sept 2020	▲28	▼75	▲29	=	=	=	▲45	▲28	▲28	▲53	▲10	▲32	▲41	▲68	▲27	▲47	=	▲52	=	▲20	▲20	▲10	▲53	▲21	▲44	▲43	=	
From 11 to 20 units	May-23	42	0	54	45	64	60	29	0	47	47	0	45	45	32	25	31	0	32	31	59	42	35	31	31	23			
	Δ Aug/Sept 2020	▲42	=	▲54	=	▲64	▲60	▲29	=	▲47	▲47	=	▲45	▲45	▲32	▲25	▲31	=	▲32	=	▲31	▲59	▲42	▲35	▲31	▲31	▲23	=	
21 units or more	May-23	2	0	0	3	0	0	0	28	15	0	0	6	0	0	6	5	20	0	23	0	0	0	0	0	0			
	Δ Aug/Sept 2020	▲2	=	=	=	=	=	=	▲28	▲15	=	=	▲6	=	=	▲6	▲5	▲20	=	▲23	=	=	=	=	=	=	=	=	
Total '10'	May-23	56	100	46	52	36	40	71	72	37	53	100	49	55	68	69	65	80	68	47	41	58	65	69	69	77			
	Δ Aug/Sept 2020	▲36	▲10	▲46	▲52	▲36	▲40	▲71	▲72	▲37	▲53	▲10	▲49	▲55	▲68	▲69	▲65	▲80	▲68	=	▲47	▲41	▲58	▲65	▲69	▲69	▲77	=	
Total '20'	May-23	42	0	54	45	64	60	29	0	47	47	0	45	45	32	25	31	0	32	31	59	42	35	31	31	23			
	Δ Aug/Sept 2020	▼38	▼10	▼46	▼7	▲64	▼40	▲29	=	▲47	▲47	=	▲45	▲45	▲32	▲25	▲31	=	▲32	=	▲31	▲59	▲42	▲35	▲31	▲31	▲23	=	
Total '21+'	May-23	2	0	0	3	0	0	0	28	15	0	0	6	0	0	6	5	20	0	23	0	0	0	0	0	0			
	Δ Aug/Sept 2020	▼78	▼10	▼0	▼10	▼94	▼10	=	▲28	▲15	=	=	▲6	=	=	▲6	▲5	▲20	=	▲23	=	=	=	=	=	=	=	=	
Average	May-23	12	4	12	12	11	14	9	12	17	13	6	13	12	9	12	6	11		13	12	9	11	9	10	9			
	Δ Aug/Sept 2020	▲12	▲4	▲12	▼36	▲11	▲14	▲9	▲12	▲17	▲13	▲6	▲13	▲12	▲12	▲9	▲12	▲6	▲11	=	▲13	▲12	▲9	▲11	▲9	▲10	▲9	=	

¹⁸ QD6a.2. On average, how many units of the following products do you smoke or use every day? Heated tobacco products.

¹⁹ Due to the low base, these results should be approached with caution.

Special Eurobarometer 539

Attitudes of Europeans towards tobacco and related products

May-June 2023

The **socio-demographic analysis** shows the following:

- Among those who use heated tobacco products at least every week, on average men use a higher number of units of these products than women (13.19 vs 10.59).
- Those aged 40-54 show a higher average number of units used (12.56) than those aged 25-39 (12.04), those aged 55 and up (11.81), and those aged 15-24 (9.42).
- Those who stayed in school past the age of 20 on average use more units of heated tobacco products per day (12.52) than those who left school aged 15 or younger (11.04).
- Among socio-professional categories, retirees use the most daily units of these products (12.82) compared to managers (12.59), manual workers (11.98), and the self-employed (11.07).
- Those who never have trouble paying their bills use more daily units of heated tobacco products (12.39) than those who have such issues most of the time (11.00).
- Those who consider themselves as belonging to the lower-middle class use the most daily units of these products (12.41), followed by those in the middle class (11.99), the upper-middle class (11.65), the working class (9.32) and the upper class (5.16).

QD6a.2 On average, how many units of the following products do you smoke or use every day? Heated tobacco products
(% - EU)

	Less than 1 unit	From 1 to 5 units	From 6 to 10 units	From 11 to 20 units	21 units or more	Refusal	Don't Know	Average
EU27	1	18	35	41	2	0	3	12
Gender								
Man	2	11	33	47	3	0	4	13
Woman	0	25	35	37	1	0	2	11
Age								
15-24	6	28	34	25	1	0	7	9
25-39	0	18	35	46	1	0	0	12
40-54	0	14	34	42	2	0	8	13
55 +	0	14	36	45	3	1	1	12
Education (End of)								
15-	0	18	54	26	2	0	0	11
16-19	0	21	32	41	2	0	4	12
20+	0	15	35	48	2	0	0	13
Still studying	7	18	38	28	0	1	8	10
Socio-professional category								
Self-employed	0	25	38	34	2	0	0	11
Managers	0	15	41	42	1	0	1	13
Other white collars	0	11	35	46	0	0	9	12
Manual workers	0	19	33	47	1	0	0	12
House persons	0	32	12	49	7	0	0	11
Unemployed	0	28	23	35	6	4	4	12
Retired	0	20	18	53	9	0	0	13
Students	7	18	38	28	0	1	8	10
Difficulties paying bills								
Most of the time	0	8	53	38	1	0	0	11
From time to time	0	25	33	40	2	0	0	11
Almost never/ Never	2	16	31	44	1	0	6	12
Consider belonging to								
The working class	0	30	43	28	0	0	0	9
The lower middle class	0	7	48	44	1	0	1	12
The middle class	0	18	31	43	2	0	5	12
The upper middle class	6	25	23	46	0	0	0	12
The upper class	0	40	16	0	0	44	0	5

Special Eurobarometer 539

Attitudes of Europeans towards tobacco and related products

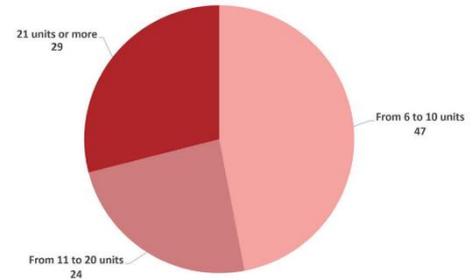
May-June 2023

A large majority of HTP consumers used to smoke 11 to 20 units

Ex-HTP users were asked the same question, but in reference to the number of units they used to consume before they quit²⁰.

Almost half of the respondents (47%) say they used to consume 6 to 10 units per day, while close to three in ten (29%) say they used to consume 21 units or more. One in four (24%) used to consume 11 to 20 units.

QD6b.2 On average, how many units of the following products did you smoke or use every day? Heated tobacco products (% - EU27)



(May 2023)

Base: 1

QD6b.2 On average, how many units of the following products did you smoke or use every day? Heated tobacco products

	From 6 to 10 units	From 11 to 20 units	21 units or more	Average
EU27	47	24	29	51
Gender				
Man	0	0	100	150
Woman	66	34	0	10
Age				
15-24	100	0	0	10
25-39	33	67	0	11
40-54	0	0	100	150
55 +	0	0	0	0
Education (End of)				
15-	0	0	0	0
16-19	100	0	0	10
20+	0	100	0	11
Still studying	55	0	45	73
Socio-professional category				
Self-employed	0	0	0	0
Managers	0	0	0	0
Other white collars	0	100	0	11
Manual workers	100	0	0	10
House persons	0	0	0	0
Unemployed	0	0	0	0
Retired	0	0	0	0
Students	55	0	45	73
Difficulties paying bills				
Most of the time	0	0	0	0
From time to time	100	0	0	10
Almost never/ Never	40	27	33	56
Consider belonging to				
The working class	0	0	0	0
The lower middle class	100	0	0	10
The middle class	29	0	71	109
The upper middle class	0	100	0	11
The upper class	0	0	0	0

²⁰ QD6b.2. On average, how many units of the following products did you smoke or use every day? Heated tobacco products.

Special Eurobarometer 539

Attitudes of Europeans towards tobacco and related products

May-June 2023

7. Frequency of use of water pipe and oral tobacco

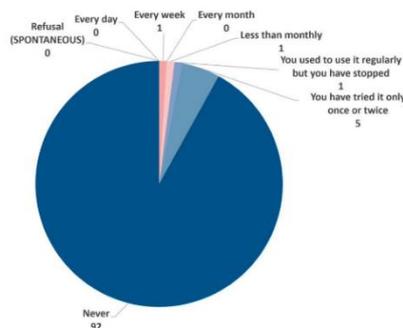
6% of Europeans have tried water pipe tobacco

Respondents were asked how often they use water pipe tobacco such as shisha or hookah.²¹ More than nine in ten (92%) say they have never used them, an increase of 10 percentage points compared to 2020. Close to one in ten (8%, -9) have tried them. A small proportion (5%, -6) have tried it only once or twice, with 1% (=) saying they use it every week, less than monthly, or that they used to use it regularly but have stopped.

At the **national level**, we see that in Estonia one in five (20%) say they have tried water pipe tobacco once or twice, followed by Sweden, the Netherlands, and Latvia (13% all). They are least likely to say this in Portugal and Romania (both 1%), and Hungary and Spain (both 2%).

In 15 countries, a decrease can be seen among water pipe users, most notably in Sweden (8%, -11), Estonia (8%, -7), and Ireland (3%, -7), while small increases are registered in Poland (4%, +3), Slovenia (6%, +2), Cyprus (4%, +1), Italy (2%, +1), and Belgium (6%, +1)²².

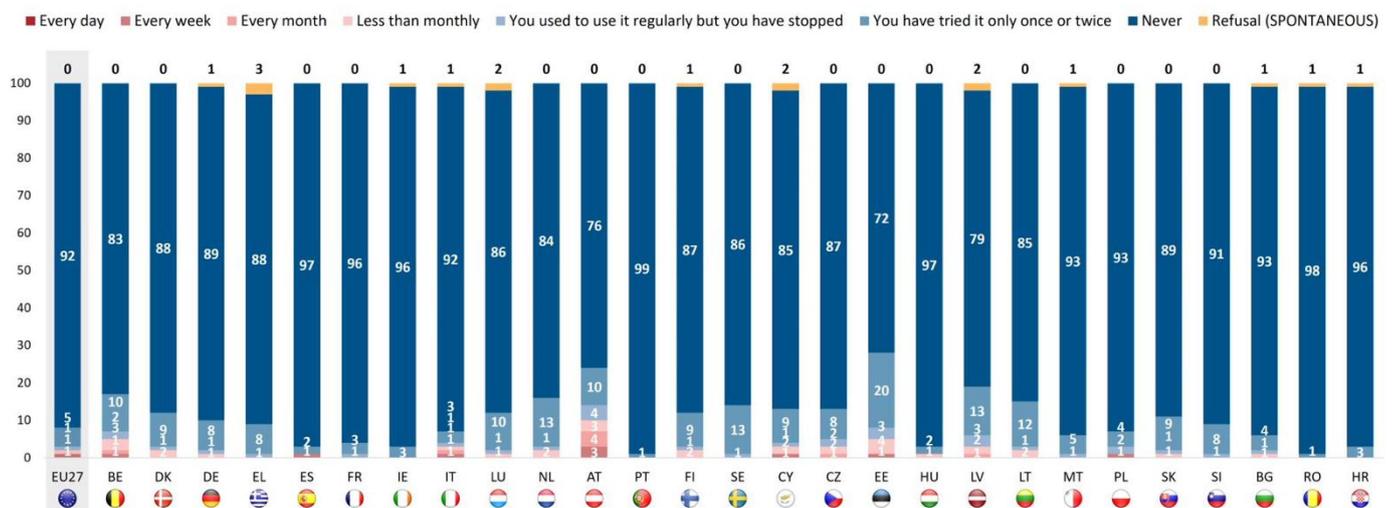
QD5.3 How often do you use the following products?
Water pipe tobacco (shisha, hookah)
(% - EU27)



(May 2023)

Base: 26358

QD5.3 How often do you use the following products?
(% - Water pipe tobacco (shisha, hookah))



Base: 26358

²¹ QD5.3. How often do you use the following products? Water pipe tobacco (shisha, hookah) Every day. Every week. Every month. Less than monthly. You used to use it regularly but you have stopped. You have tried it only once or twice. Never. Refusal (SPONTANEOUS).

²² Due to the low sample base, caution should be used when looking at the national as well as the socio-demographic analysis.

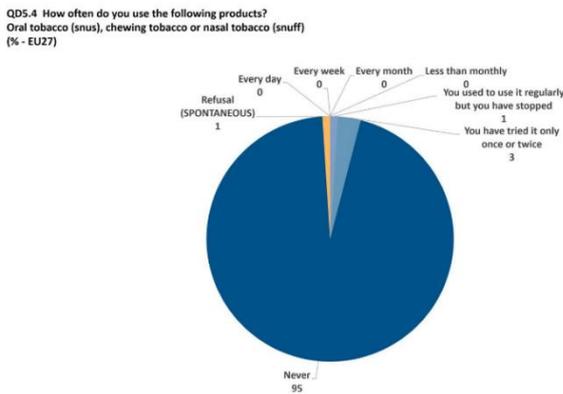
Special Eurobarometer 539

Attitudes of Europeans towards tobacco and related products

May-June 2023

3% of Europeans have tried oral or nasal tobacco

Respondents were also asked how often they use oral or nasal tobacco²³. More than nine in ten (95%, +2) say they have never used them. A small proportion (4%, -3) say they have used them, with similar proportions (3%, -1) saying they have tried it only once or twice, with 1% (=) saying they used to use it regularly but have stopped.



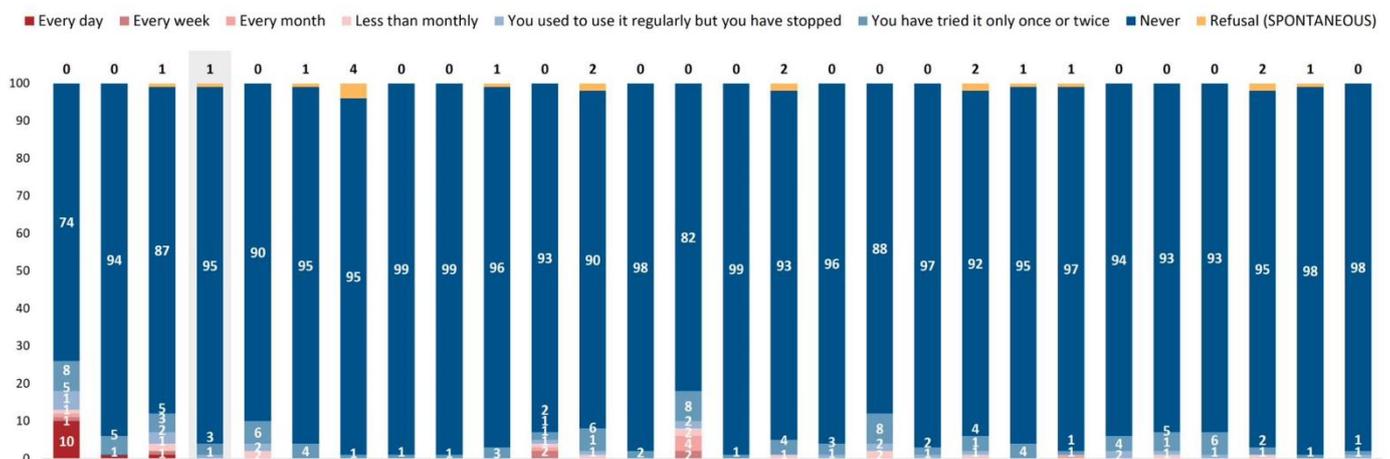
Base: 26358

At the **national level**, we note that oral tobacco is illegal in almost all of the EU, hence its use is marginal in most countries, except in Austria (18%), Finland and Estonia (12%), and Belgium (10%). In Sweden, where it is legal, one in four (26%) use it, though to a much lower degree than two years ago (-20).

The **socio-demographic analysis** shows the following:

- Men are more likely to have tried the water pipe once or twice than women (7% vs 4%). The same is true for oral or nasal tobacco (4% vs 2%).
- Younger respondents are more likely to say they tried the water pipe once or twice, with close to nine in ten (8%-9%) of those aged 15-39 saying this, compared to 5% of those aged 40-54 and 3% of those aged 55 and up. A small proportion (4%) of those aged 25-54 say they have tried oral or nasal tobacco, followed by 3% of those aged 40-54 and 2% of those aged 55 and up.
- Respondents who left school aged 20 and up are more likely to have tried the water pipe once or twice (7%) or oral tobacco (3%) than those who left school before the age of 15 (3% and 2% respectively).
- The self-employed are more likely to have tried the water pipe once or twice (8%) compared to for instance manual workers (6%), house persons (4%), or retirees (2%).
- Those who never have difficulties paying their bills are substantially more likely (6%) than those who have such difficulties most of the time (3%) to say they have tried the water pipe once or twice.
- Those who consider themselves as belonging to the upper class are the most likely to have tried the water pipe (12%) than those of the upper-middle class (8%), or the rest of the social classes (5% all). Oral or nasal tobacco is also most popular among the upper class (6%) compared to half that (3%) among the remaining social classes.

QD5.4 How often do you use the following products?
(% - Oral tobacco (snus), chewing tobacco or nasal tobacco (snuff))



Base: 26358

²³ QD5.4. How often do you use the following products? Oral tobacco (snus), chewing tobacco or nasal tobacco (snuff) Every day. Every week. Every month. Less than

monthly. You used to use it regularly but you have stopped. You have tried it only once or twice. Never. Refusal (SPONTANEOUS).

Special Eurobarometer 539

Attitudes of Europeans towards tobacco and related products

May-June 2023

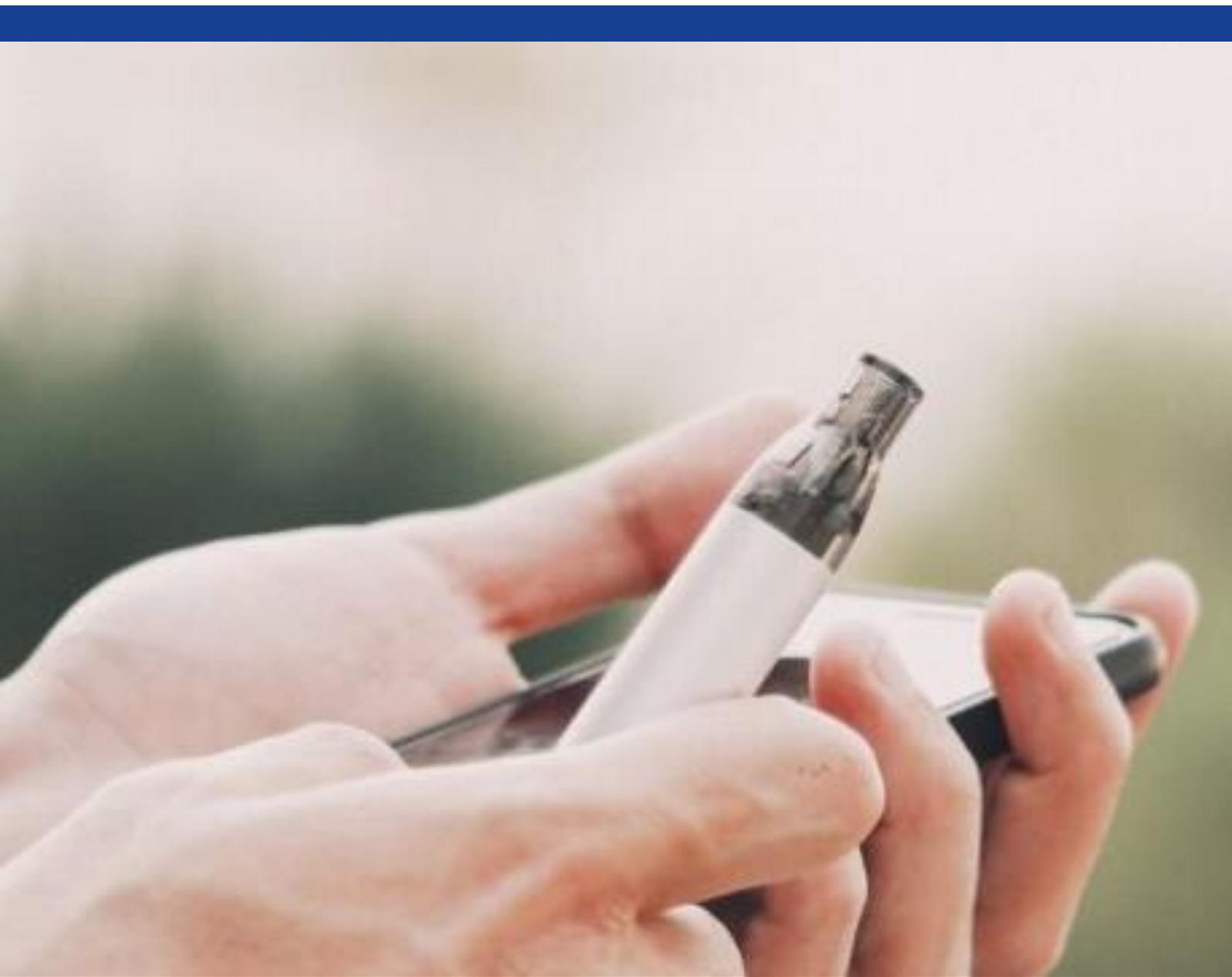
QD5.3 - 4 How often do you use the following products?
(% - EU)

Water pipe tobacco (shisha, hookah)

Oral tobacco (snus), chewing tobacco or nasal tobacco (snuff)

	Every day	Every week	Every month	Less than monthly	You used to use it regularly but you have stopped	You have tried it only once or twice	Never	Refusal (SPONTANEOUS)	Every day	Every week	Every month	Less than monthly	You used to use it regularly but you have stopped	You have tried it only once or twice	Never	Refusal (SPONTANEOUS)
EU27	0	1	0	1	1	5	92	0	0	0	0	0	1	3	95	1
Gender																
Man	0	0	0	1	1	7	90	1	0	0	0	0	1	4	94	1
Woman	0	0	1	1	1	4	93	0	0	0	0	0	1	2	96	1
Age																
15-24	0	1	1	2	2	8	86	0	0	0	1	1	1	4	93	0
25-39	0	1	1	1	2	9	86	0	1	1	0	0	1	4	92	1
40-54	0	0	1	0	1	5	93	0	0	0	0	0	1	3	95	1
55+	0	0	0	0	0	3	96	1	0	0	0	0	1	2	96	1
Education (End of)																
15-	0	0	0	0	0	3	96	1	0	0	0	0	0	2	97	1
16-19	0	1	0	1	1	4	93	0	0	0	0	0	1	3	95	1
20+	0	1	0	1	1	7	90	0	1	0	0	1	1	3	94	0
Still studying	0	1	0	2	1	9	86	1	0	0	1	0	0	4	94	1
Socio-professional category																
Self-employed	1	2	0	1	1	8	87	0	0	1	1	1	1	4	92	0
Managers	0	1	1	1	1	7	89	0	1	0	1	1	1	3	93	0
Other white collars	0	0	0	1	1	6	92	0	0	0	0	0	1	3	95	1
Manual workers	0	0	0	1	1	6	91	1	1	0	0	0	1	3	94	1
House persons	0	0	1	0	0	4	94	1	0	0	0	0	0	2	97	1
Unemployed	0	0	0	2	1	7	90	0	0	0	0	1	1	2	96	0
Retired	0	0	0	0	1	2	96	1	0	0	0	0	1	2	96	1
Students	0	1	0	2	1	9	86	1	0	0	1	0	0	4	94	1
Difficulties paying bills																
Most of the time	0	1	1	2	2	3	90	1	0	0	1	1	0	3	94	1
From time to time	0	1	1	1	1	5	90	1	0	1	1	1	1	3	93	0
Almost never/ Never	0	0	0	1	1	6	92	0	0	0	0	0	0	3	96	1
Consider belonging to																
The working class	0	0	0	1	1	5	93	0	0	0	0	0	1	3	95	1
The lower middle class	0	0	0	1	1	5	92	1	0	0	0	0	1	3	95	1
The middle class	0	1	1	1	1	5	91	0	0	0	1	0	1	3	95	0
The upper middle class	0	0	1	1	1	8	89	0	0	1	0	1	0	3	95	0
The upper class	0	1	0	0	0	12	87	0	0	0	0	0	0	6	94	0

II. NICOTINE PRODUCTS CONSUMPTION IN THE EUROPEAN UNION



Special Eurobarometer 539

Attitudes of Europeans towards tobacco and related products

May-June 2023

1. Prevalence of e-cigarettes use in the EU

6% of Europeans currently use or used to use e-cigarettes

Respondents were asked whether they use e-cigarettes.²⁴ More than eight in ten of them (85%, a decrease of 1 percentage point compared to 2020) say they have never used these products.

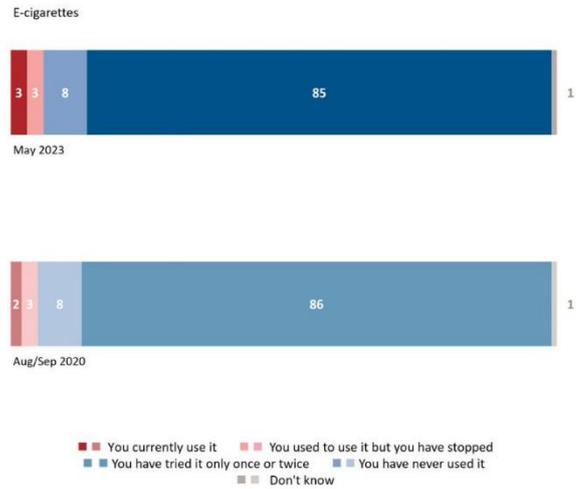
Close to one in ten (8%, =) have at least tried e-cigarettes but only once or twice, while 3% (+1) say they currently use e-cigarettes. The same proportion (3%, =) say they used to use it but have meanwhile stopped.

At the **national level** we see some notable differences. In Estonia, nearly one in ten (9%) respondents say they currently use e-cigarettes, followed by neighbouring Lithuania (8%), and France (7%). The prevalence of use is lower in Hungary, Romania, Finland, Sweden (1% all), and the Netherlands, Croatia, Spain, Greece, and Germany (2% all).

Respondents are most likely to report they've tried e-cigarettes once or twice in Sweden (14%), Finland and Estonia (both 13%), and Latvia (12%), with the lowest scores in this regard seen in Romania (2%), Portugal (3%), and Ireland and Hungary (4%).

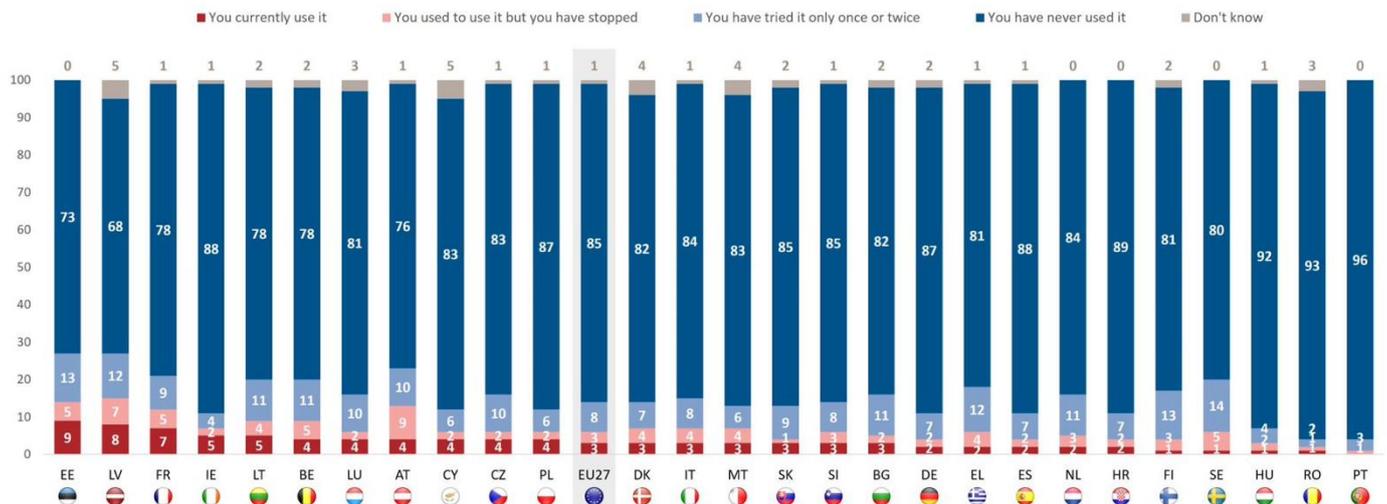
Compared to 2020, e-cigarette use is up in 17 EU Member States, with the biggest increase seen in Estonia (9%, +7) and Latvia (8%, +6). Ireland is the only country that has seen a drop in e-cigarette use (5%, -2), with no change seen in nine countries.

QD3.1. Thinking about the following products, which of the following applies to you? (% - EU27)



Base: 26358

QD3.1 Thinking about the following products, which of the following applies to you? (% - E-cigarettes)



Base: 26358

²⁴ QD3.1. Thinking about the following products, which of the following applies to you? E-cigarettes. You currently use it. You used to use it but you have stopped. You have tried it only once or twice. You have never used it. Don't know.

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QD3.1 Thinking about the following products, which of the following applies to you?
E-cigarettes
 (% - EU)

	You currently use it	You used to use it but you have stopped	You have tried it only once or twice	You have never used it	Don't know
EU27	3	3	8	85	1
Gender					
Man	3	3	9	84	1
Woman	3	3	7	86	1
Age					
15-24	6	4	18	70	2
25-39	5	5	11	78	1
40-54	3	3	7	86	1
55+	2	2	3	92	1
Education (End of)					
15-	1	2	3	93	1
16-19	4	3	8	84	1
20+	3	4	7	85	1
Still studying	4	3	17	75	1
Socio-professional category					
Self-employed	4	5	9	81	1
Managers	3	3	8	85	1
Other white collars	5	3	8	83	1
Manual workers	4	4	8	82	2
House persons	1	4	6	88	1
Unemployed	4	5	13	76	2
Retired	1	2	3	93	1
Students	4	3	17	75	1
Difficulties paying bills					
Most of the time	5	4	12	78	1
From time to time	3	4	8	83	2
Almost never/ Never	3	3	7	86	1
Consider belonging to					
The working class	3	3	7	85	2
The lower middle class	3	4	9	83	1
The middle class	3	3	8	85	1
The upper middle class	3	3	9	84	1
The upper class	1	4	10	85	0
Length of time as a smoker					
5 years or less	14	10	40	36	0
6-10 years	13	11	26	49	1
11-20 years	9	9	22	59	1
21-40 years	5	7	13	74	1
More than 40 years	3	4	7	86	0

A **socio-demographic analysis** of e-cigarette users shows the following²⁵:

- While men are more likely to consume regular cigarettes, there is no gender gap with regard to e-cigarettes, with men and women being equally likely (3%) to say they use them.
- E-cigarettes are clearly preferred by younger respondents, with those aged 15-39 more or less twice as likely (5%-6%) to use e-cigarettes as those aged 40 and up (2%-3%).
- Respondents who finished their education aged 16 and up are more likely (3%-4%) to use e-cigarettes than those left school aged 15 or younger (1%).
- Close to one in five (17%) of students say they have tried e-cigarettes once or twice, followed by the unemployed (13%), while retirees (3%) and house persons (6%) are least likely to say this.
- The more frequently respondents have difficulties paying their bills, the more likely they are to have at least tried these products. For instance, 12% of those who have difficulties paying their bills most of the time have tried e-cigarettes, compared to 7% of those who have never or almost never difficulties.
- Smokers are much more likely than those who have never smoked or who have quit to have tried e-cigarettes (17% of smokers, compared to 5% of non-smokers).
- Among smokers, those having smoked for ten years or less are more likely to have tried e-cigarettes and heated tobacco products (66%) than those who have smoked for more than 20 years (20%). For instance, two thirds (66%) of those who have been smoking for ten or less years have tried e-cigarettes, compared to one in five (20%) of those who have been smoking for more than 20 years.

²⁵ Due to the low sample size, caution is warranted when considering the presented results.

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2. Types and frequency of e-cigarettes used

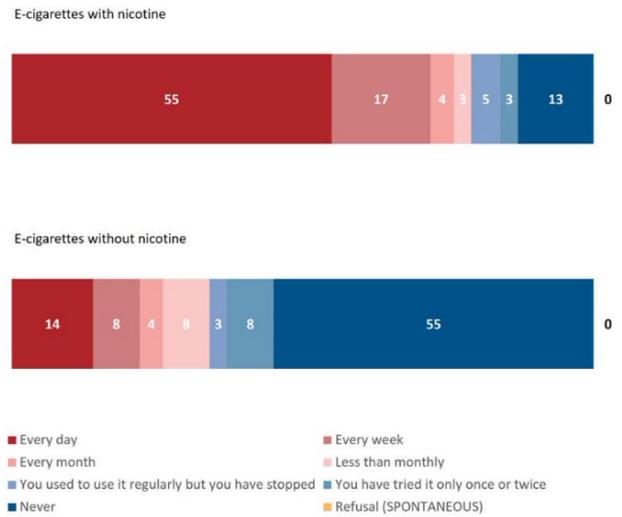
E-cigarettes with nicotine are the most used on a daily basis (QD4a)

Respondents who said that they used e-cigarettes were asked how often they use e-cigarettes with nicotine²⁶. More than half of e-cigarette users (55%, +9) say they use **e-cigarettes with nicotine** every day while 14% (+7) of them use **e-cigarettes without nicotine** every day. Nearly one in five (17%, =) say they use e-cigarettes with nicotine every week, compared to nearly one in ten (8%, -2) saying they use e-cigarettes without nicotine every week²⁷. Among those who use e-cigarettes, at least three in ten say they use e-cigarettes without nicotine every day in Bulgaria (41%), Hungary (34%), and Czechia (31%). Respondents are least likely to say this in Malta, Sweden, Portugal, and Greece, where no one uses these kinds of e-cigarettes on a daily basis. E-cigarette users are most likely to say they use e-cigarettes without nicotine every week in Hungary (24%), Bulgaria (18%), and Finland and Croatia (both 17%).

Smaller proportions of respondents use e-cigarettes with nicotine every month (4%, -1), with the same proportion (4%, -2) using e-cigarettes without nicotine in that time frame.

Despite the fact that this question was asked only to current e-cigarette users, more than one in ten of these respondents indicate here that they have never used e-cigarettes with (13%, -11) or without (55%, -5) nicotine. A caveat to keep in mind here is that due to the low sample base these results should be approached with caution.

QD4a. How often do you use the following types of e-cigarettes? (% - EU27)

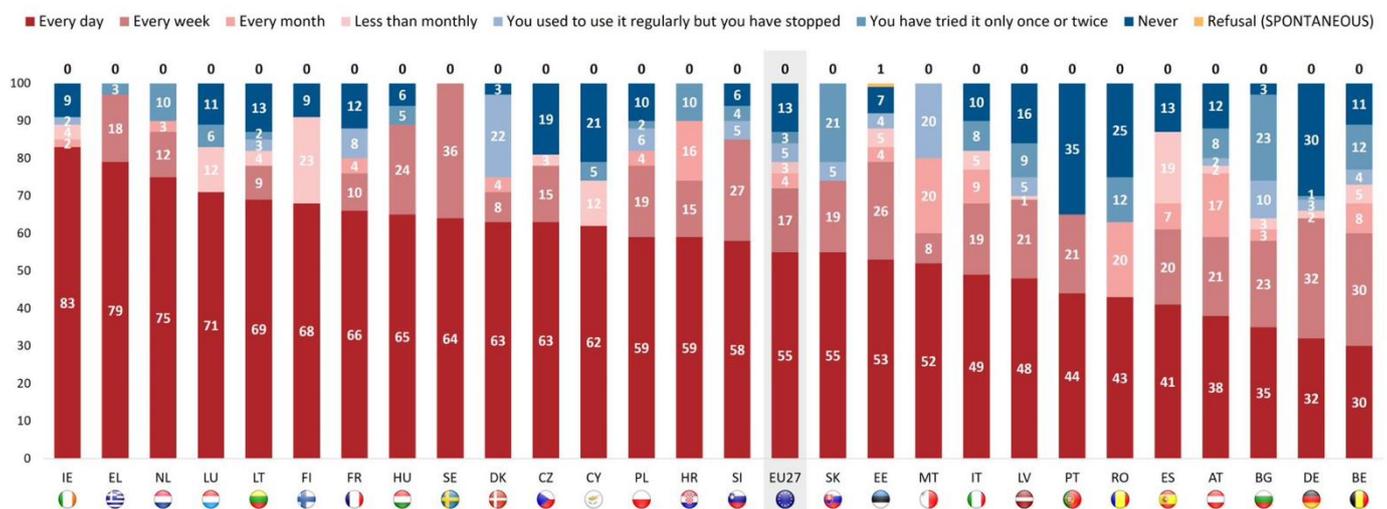


Base: 814

At the **national level** we see some notable differences between EU Member States. In 19 countries, a majority of current e-cigarette users use e-cigarettes with nicotine every day, with the highest daily use rates seen in Ireland (83%), Greece (79%), and the Netherlands (75%). Respondents are least likely to give this answer in Belgium (30%), Germany (32%), and Bulgaria (35%). At least three in ten say they use e-cigarettes with nicotine every week in Belgium (30%), Germany (32%), and Sweden (36%).

Compared to 2020, e-cigarette users are now more likely to say they use e-cigarettes with nicotine in 18 countries, with the most notable increases seen in Slovenia (58%, +34), Sweden (64%, +34), the Netherlands (75%, +31), and Luxembourg (65%, +28). In eight countries, these rates have decreased, most notably in Portugal (44%, -56%), Malta (44%, -48), and Belgium (30%, -29).

QD4a.1 How often do you use the following types of e-cigarettes? (% - E-cigarettes with nicotine)



²⁶ QD4a.1. How often do you use the following types of e-cigarettes? E-cigarettes with nicotine. Every day. Every week. Every month. Less than monthly. You used to use it regularly but you have stopped. You have tried it only once or twice. Never. Refusal (SPONTANEOUS).

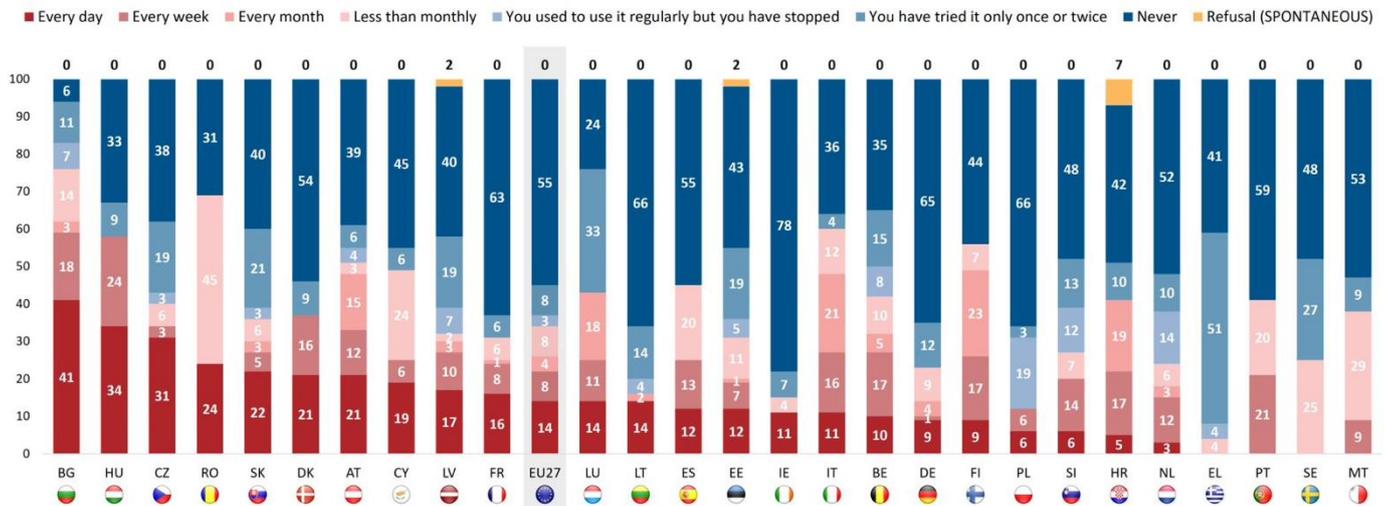
²⁷ Due to the low sample size, caution is warranted when considering the presented results.

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QD4a.2 How often do you use the following types of e-cigarettes?
(% - E-cigarettes without nicotine)



Base: 814

The **socio-demographic analysis** shows the following:

- Among those who use e-cigarettes men are more likely (60%) to say they use e-cigarettes with nicotine every day than women (52%). Conversely, women are more likely than men to say they use e-cigarettes without nicotine (16% vs 10%).
- E-cigarette users aged 25-39 are the most likely (61%) to say they use e-cigarettes every day, followed by those aged 55 and up (58%), those aged 40-54 (54), and those aged 15-24 (47%). E-cigarettes without nicotine are more likely to be used daily by those aged 40-54 (21%), followed by those aged 55 and up (18%), those aged 25-39 (11%), and those aged 15-24 (7%).
- No significant differences are seen with regard to education levels in terms of those who use e-cigarettes with nicotine on a daily basis, but those who finished school past the aged of 20 are more likely (15%) to use e-cigarettes without nicotine daily than those who finished their education aged 15 or younger (5%).
- The unemployed are most likely (69%) to use e-cigarettes with nicotine daily, compared to manual workers (63%), managers (51%), and house persons (32%). House persons are the most likely to use e-cigarettes without nicotine daily (34%), compared to managers (22%), the unemployed (18%), and the self-employed (11%).
- Those who never have trouble paying their bills are more likely (57%) to use e-cigarettes with nicotine daily than those who never face such difficulties (50%). The same applies to e-cigarettes without nicotine (14% vs 11%).
- Respondents who consider themselves as belonging to the upper class are the most likely (91%) to say they use e-cigarettes with nicotine, compared to the lower middle class (72%) or the middle class (46%).

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QD4a.1 - 2 How often do you use the following types of e-cigarettes?
(% - EU)

E-cigarettes with nicotine

E-cigarettes without nicotine

	Every day	Every week	Every month	Less than monthly	You used to use it regularly but you have stopped	You have tried it only once or twice	Never	Every day	Every week	Every month	Less than monthly	You used to use it regularly but you have stopped	You have tried it only once or twice	Never
EU27	55	17	4	3	5	3	13	14	8	4	8	3	8	55
Gender														
Man	60	17	2	1	2	2	16	10	6	3	8	3	12	58
Woman	52	17	7	3	6	3	12	16	11	4	7	3	6	53
Age														
15-24	47	29	5	3	3	2	11	7	13	3	10	4	2	61
25-39	61	16	3	2	4	3	11	11	7	1	10	5	8	58
40-54	54	6	6	2	12	4	16	21	4	6	5	1	14	49
55+	58	14	3	4	0	2	19	18	10	10	3	0	10	49
Education (End of)														
15-	59	37	0	0	0	0	4	5	30	2	6	0	2	55
16-19	58	16	5	2	3	2	14	12	6	5	9	3	10	55
20+	57	12	3	2	8	3	15	15	6	1	7	3	6	62
Still studying	40	29	6	6	6	7	6	14	21	7	5	5	9	39
Socio-professional category														
Self-employed	49	31	7	0	1	3	9	11	10	12	25	3	2	37
Managers	51	11	8	1	9	8	12	22	13	4	7	1	4	49
Other white collars	55	17	3	0	3	3	19	7	2	2	7	4	12	66
Manual workers	63	12	3	2	6	2	12	15	6	3	6	3	9	58
House persons	32	19	11	2	15	1	20	34	22	0	8	16	3	17
Unemployed	69	9	6	7	0	0	9	18	11	0	13	1	0	57
Retired	58	15	0	7	0	1	19	8	4	7	1	0	13	67
Students	40	29	6	6	6	7	6	14	21	7	5	5	9	39
Difficulties paying bills														
Most of the time	50	24	5	3	7	5	6	11	12	3	18	0	12	44
From time to time	53	24	5	4	2	3	9	14	12	9	7	4	11	43
Almost never/ Never	57	12	4	2	5	3	17	14	6	2	6	3	6	63
Consider belonging to														
The working class	68	15	3	1	1	1	11	9	9	4	4	2	12	60
The lower middle class	72	7	1	4	6	3	7	16	1	0	9	4	11	59
The middle class	46	17	6	3	7	4	17	15	11	5	9	4	6	50
The upper middle class	46	33	4	1	0	2	14	17	5	4	9	2	13	50
The upper class	91	0	0	0	0	9	0	8	28	0	0	0	9	55

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Attitudes of Europeans towards tobacco and related products

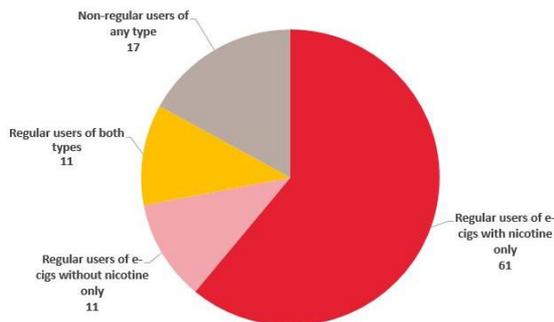
May-June 2023

Subsequent to asking respondents how often they use certain types of e-cigarettes, we endeavoured to isolate the **regular users**, which we identified as those who replied that they use cigarettes every day or every week. The aim was to look at whether users regularly use only one type of e-cigarette, or multiple types of e-cigarettes at the same time: e-cigarettes with nicotine **only**, e-cigarettes without nicotine **only**, and e-cigarettes of **both types**. The respondents who do not use any type e-cigarette often were categorised as **non-regular users of any type**²⁸.

With regard to regular users of e-cigarettes with nicotine only, at the European level we see that more than half (61%) of the respondents use them regularly, that is at least every week. Regular users of e-cigarettes without nicotine only make up just over one in ten (11%) of the respondents. The same proportion (11%) indicate regularly using both types of e-cigarettes, with and without nicotine. Close to one in five e-cigarette users (17%) do not use e-cigarettes with or without nicotine with regularity or say they have tried only once or twice.

At the **national level** we see some notable differences between EU Member States.²⁹ In 18 countries, more than half of the respondents who use e-cigarettes regularly, say they use e-cigarettes with nicotine only. In three countries, more than eight in ten say this: Sweden (100%), Greece (97%), and Ireland (81%). Respondents are least likely to say this in Bulgaria (34%), Hungary (37%), and Austria (40%). In three countries, at least one in four regular users of e-cigarettes use e-cigarettes without nicotine only: Denmark (26%), Cyprus and Romania (both 25%). In six countries, none of the regular e-cigarette users use them: Greece, Malta, the Netherlands, Portugal, Slovenia, and Sweden. Hungary is the only country where more than half (52%) of the regular users of e-cigarettes use both types, followed by Bulgaria (23%) and Slovenia (20%). In three countries, more than one in three e-cig users do not use e-cigs with or without nicotine with regularity or have tried only once or twice: Malta (40%), Portugal (35%), and Romania (32%).

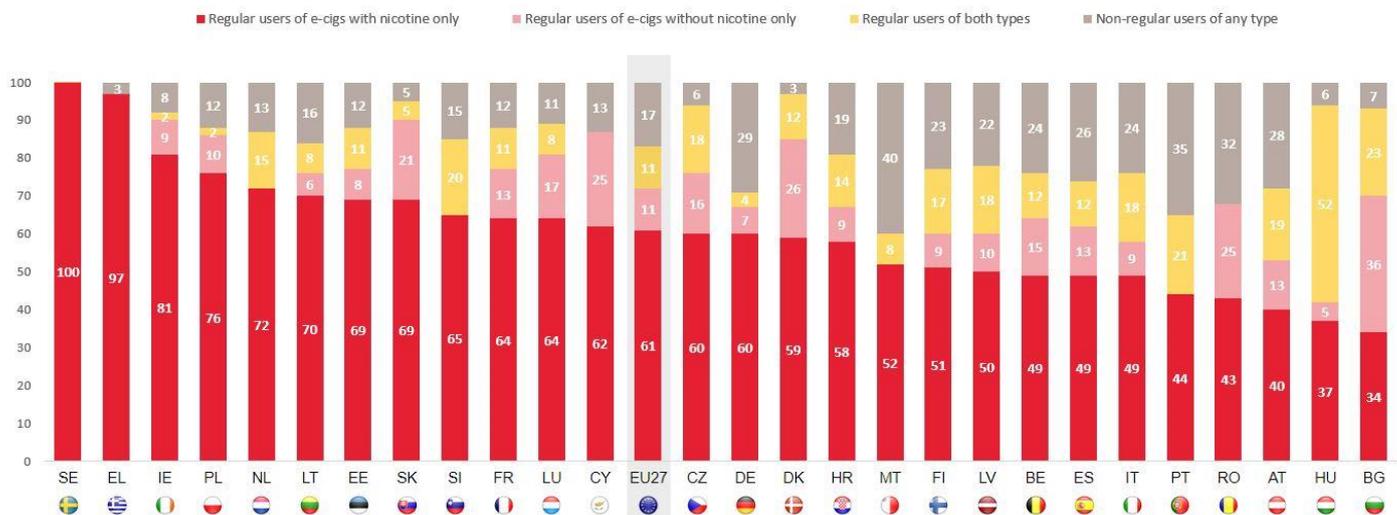
QD4a.R. How often do you use the following types of e-cigarettes? (% - EU27)



(May/Jun 2023)

Base: 814

QD4a.R. How often do you use the following types of e-cigarettes? (% - EU27)



²⁸ QD4a.R. How often do you use the following types of e-cigarettes? E-cigs with nicotine only. E-cigs without nicotine only. E-cigarettes of both types. None of any type.

²⁹ Due to the low sample size caution is warranted when looking at these results.

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The **socio-demographic analysis** shows the following:

- Among those who use e-cigarettes regularly, men are more likely than women (67% vs 56%) to say they use e-cigarettes with nicotine only. Conversely, women are more likely than men to say they use e-cigarettes without nicotine (15% vs 6%), or that they use both types (12% vs 10%).
- Regular users of e-cigarettes aged 25-39 are the most likely to use e-cigarettes with nicotine only (69%), followed by those aged 15-24 (62%), and those aged 40 and up (55%). With regard to e-cigarettes without nicotine only, one in five among those aged 40-54 say they use them, compared to around one in ten or less among younger and older demographics. The oldest age group (55+) is most likely (17%) to say they use both types with regularity, compared to 14% among those aged 15-24 and less than one in ten among the other age groups.
- Education has little influence with regard to regular e-cigarette users who use e-cigarettes with nicotine only, though respondents who left school aged 15 or younger are much more likely (33%) to use both types than those who left school aged 16-19 (11%) or after the age of 20 (6%).
- Among socio-professional categories, we see that retirees and other white-collar workers are the most likely (68%-69%) to be regular users of e-cigarettes with nicotine only compared to less than half among house persons (29%), managers and students (49% both).
- Respondents who have trouble paying their bills from time to time are more likely (20%) to use e-cigarettes of both types regularly than those who never face such difficulties (7%).
- Among regular e-cigarettes users, respondents who consider themselves as belonging to the working or lower middle class are more likely (72% - 74%) to indicate using e-cigarettes with nicotine only than those who belong to the upper middle class (62%), the upper class (55%), or the middle class (51%). Conversely, those belonging to the middle class are the most likely (23%) to say they do not regularly use e-cigarettes of any type, compared to those who pertain to the upper class (9%) or the working class (8%).

QD4a.R How often do you use the following types of e-cigarettes?
(% - EU)

	Regular users of e-cigs with nicotine only	Regular users of e-cigs without nicotine only	Regular users of both types	Non-regular users of any type
EU27	61	11	11	17
 Gender				
Man	67	6	10	17
Woman	56	15	12	17
 Age				
15-24	62	6	14	18
25-39	69	9	9	13
40-54	55	20	6	19
55 +	55	11	17	17
 Education (End of)				
15-	63	2	33	2
16-19	64	7	11	18
20+	62	16	6	16
Still studying	49	16	20	15
 Socio-professional category				
Self-employed	63	4	17	16
Managers	49	22	13	16
Other white collars	69	6	4	21
Manual workers	64	10	11	15
House persons	29	34	22	15
Unemployed	62	14	16	8
Retired	68	7	5	20
Students	49	16	20	15
 Difficulties paying bills				
Most of the time	62	11	12	15
From time to time	58	6	20	16
Almost never/ Never	63	13	7	17
 Consider belonging to				
The working class	74	9	9	8
The lower middle class	72	10	7	11
The middle class	51	14	12	23
The upper middle class	62	4	17	17
The upper class	55	0	36	9

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Ex-users of e-cigarettes

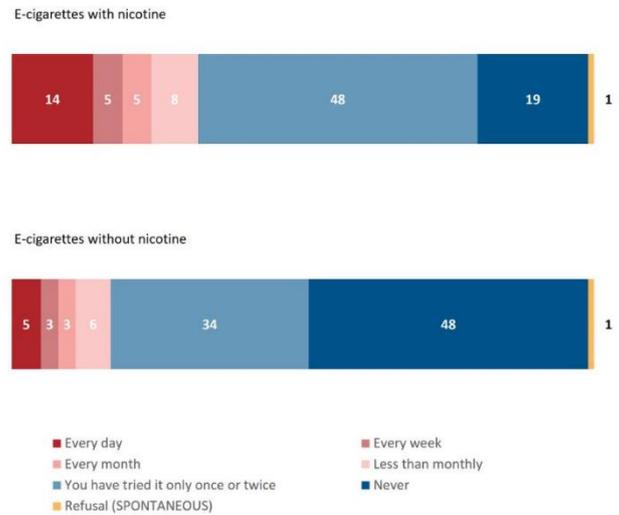
Respondents who said that they used to use e-cigarettes but quit or had tried it only once or twice were asked how often they use e-cigarettes with nicotine³⁰. A small proportion (14%, -14) say they used to use **e-cigarettes with nicotine** every day while 5% (-3) of them used **e-cigarettes without nicotine** every day. Nearly one in twenty (5%, -1) say they used e-cigarettes with nicotine every week, compared to 3% (-1) saying they use e-cigarettes without nicotine every week.

Smaller proportions used e-cigarettes with nicotine every month (5%, -1), while 3% (-2) used e-cigarettes without nicotine in the same time frame.

Despite the fact that this question was asked only to current e-cigarette users, more than one in ten of these respondents indicate here that they have never used e-cigarettes with (19%, -10) and without (48%, -14) nicotine.

At the **national level**, we see that ex-smokers are most likely to say they used to use e-cigarettes with nicotine on a daily basis in Portugal (27%), Greece (22%), and France (21%). They are least likely to say this in Luxembourg and Belgium (both 4%), and Croatia (6%). In 15 countries, a majority of former smokers say they had tried e-cigarettes with nicotine only once or twice. The highest scores in this regard are seen in Luxembourg (69%) and Croatia (67%).

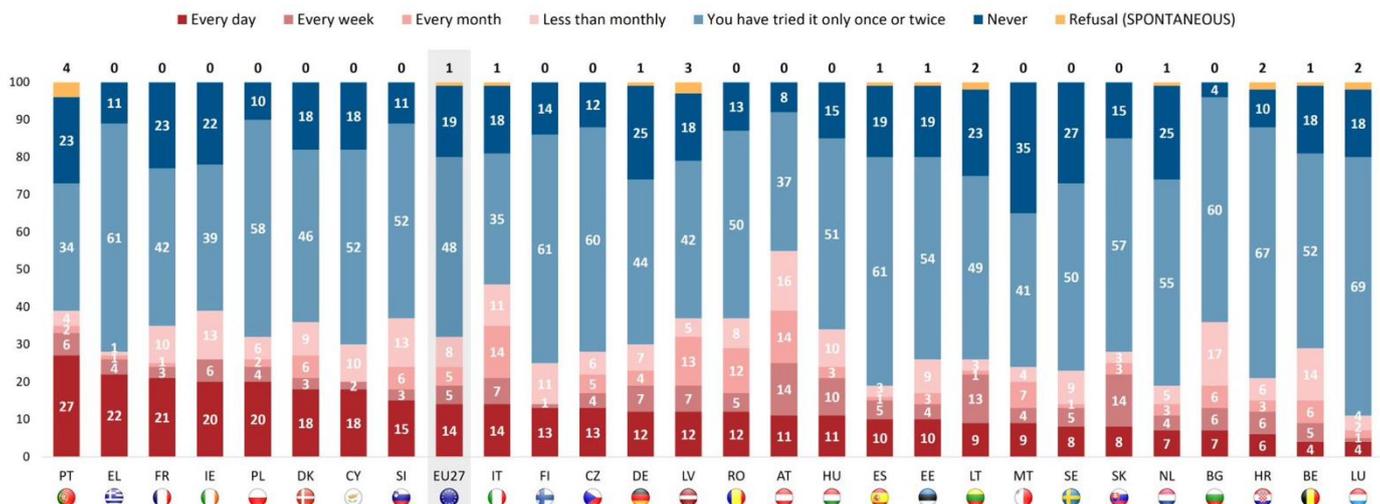
QD4b. How often did you use the following types of e-cigarettes? (% - EU27)



Base: 2883

Among former users of e-cigarettes, a small proportion say they used to use e-cigarettes without nicotine daily, with the highest scores seen in Germany (8%), Spain and Portugal (both 7%), and France and Italy (both 6%). In 18 countries, more than a third say they tried e-cigarettes without nicotine once or twice, with Bulgaria being the only country where a majority (54%) say this.

QD4b.1 How often did you use the following types of e-cigarettes? (% - E-cigarettes with nicotine)



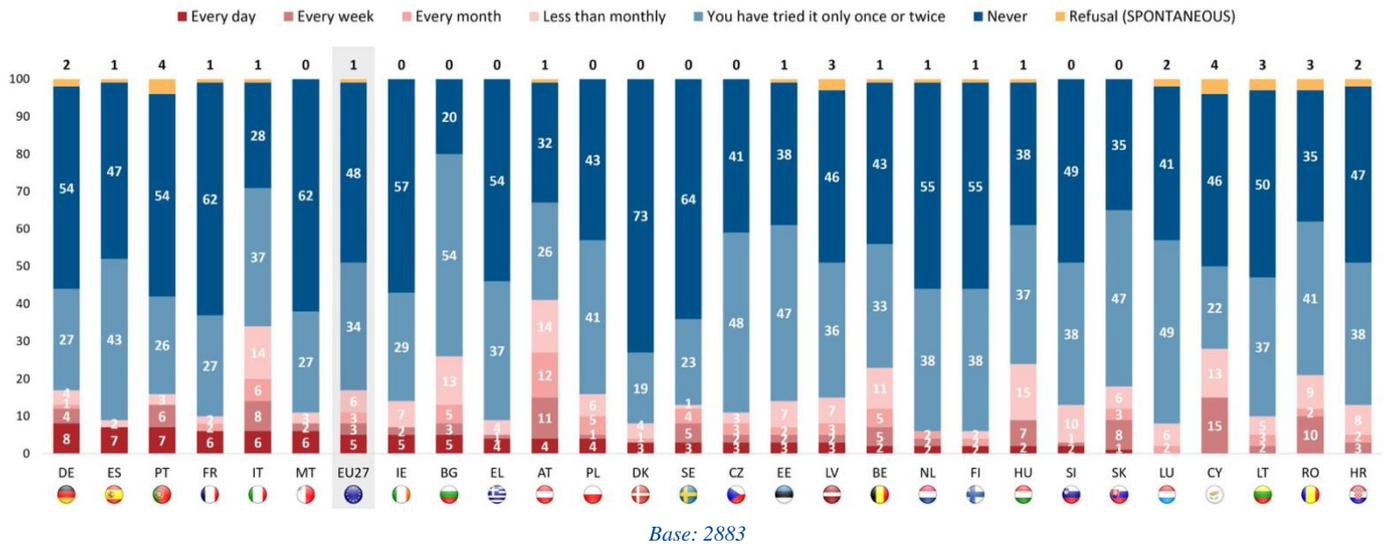
³⁰ QD4b.1. How often did you use the following types of e-cigarettes? Every day. Every week. Every month. Less than monthly. You used to use it regularly but you have stopped. You have tried it only once or twice. Never. Refusal (SPONTANEOUS).

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QD4b.2 How often did you use the following types of e-cigarettes?
(% - E-cigarettes without nicotine)



The **socio-demographic analysis** shows the following:

- Among those who no longer use cigarettes, women are slightly more likely to report having used e-cigarettes without nicotine every day than men (6% vs 4%).
- Respondents aged 55 and up are more likely (21%) to say they used to use e-cigarettes with nicotine daily, followed by those aged 25-54 (14%-15%), and those aged 15-24 (8%).
- Those who left school before the aged of 15 are more likely (23%) to have used e-cigarettes with nicotine daily than those who continued their education past the age of 20 (15%). The same is true with regard to e-cigarettes without nicotine (8% vs 5%).
- Among socio-professional categories, house persons are most likely (30%) to indicate having used e-cigarettes with nicotine daily compared to less than 17% among all other categories. House persons are also most likely (10%) to have used e-cigarettes without nicotine daily, compared to the self-employed (9%), manual workers (6%), and around 4% for all other categories
- Those who never have trouble paying their bills are most likely (15%) to indicate having used e-cigarettes with nicotine daily than those who face such issues most of the time (10%).
- Close to one in five (19%) of those who consider themselves as belonging to the upper class say they used to use e-cigarettes with nicotine.

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QD4b.1 - 2 How often did you use the following types of e-cigarettes?
(% - EU)

E-cigarettes with nicotine

E-cigarettes without nicotine

	Every day	Every week	Every month	Less than monthly	You have tried it only once or twice	Never	Refusal (SPONTANEOUS)	Every day	Every week	Every month	Less than monthly	You have tried it only once or twice	Never	Refusal (SPONTANEOUS)
EU27	14	5	5	8	48	19	1	5	3	3	6	34	48	1
Gender														
Man	14	5	5	7	49	20	0	4	4	3	4	37	47	1
Woman	14	6	5	10	46	18	1	6	3	3	8	30	49	1
Age														
15-24	8	4	3	10	49	26	0	3	3	4	6	43	41	0
25-39	14	5	6	8	47	19	1	7	3	3	6	33	48	0
40-54	15	7	6	7	50	15	0	5	5	3	7	31	48	1
55+	21	6	4	9	44	16	0	5	3	2	5	27	57	1
Education (End of)														
15-	23	4	1	7	51	14	0	8	1	3	5	32	51	0
16-19	15	5	5	12	45	18	0	5	4	3	7	30	50	1
20+	15	7	6	4	47	20	1	5	4	3	4	32	51	1
Still studying	8	4	4	7	54	23	0	4	3	3	5	45	39	1
Socio-professional category														
Self-employed	17	8	7	6	41	21	0	9	6	0	11	24	50	0
Managers	16	4	6	12	47	15	0	4	4	9	5	33	45	0
Other white collars	14	6	4	6	52	18	0	4	2	2	6	34	52	0
Manual workers	14	7	5	7	49	17	1	6	3	2	6	35	46	2
House persons	30	1	7	5	34	23	0	10	2	3	6	35	41	3
Unemployed	12	4	3	18	40	23	0	4	4	1	5	30	56	0
Retired	16	7	5	10	43	19	0	3	5	3	2	22	65	0
Students	8	4	4	7	54	23	0	4	3	3	5	45	39	1
Difficulties paying bills														
Most of the time	10	3	4	12	48	21	2	6	2	5	7	38	40	2
From time to time	15	8	8	9	45	15	0	5	5	3	10	33	44	0
Almost never/ Never	14	4	4	8	49	21	0	5	3	3	3	33	52	1
Consider belonging to														
The working class	12	5	4	7	54	18	0	6	2	1	3	34	53	1
The lower middle class	18	5	3	6	49	18	1	4	3	3	6	35	48	1
The middle class	13	6	6	10	45	20	0	5	3	4	8	33	47	0
The upper middle class	10	5	11	7	46	21	0	4	10	2	3	36	45	0
The upper class	19	13	0	2	55	11	0	2	12	0	0	16	70	0

Special Eurobarometer 539

Attitudes of Europeans towards tobacco and related products

May-June 2023

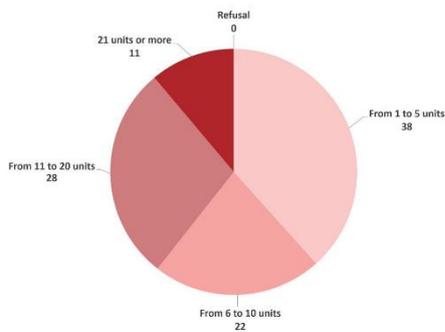
3. Number of times e-cigarettes are used daily

Nearly four in ten e-cigarette consumers use them one to five times per day

Respondents who use e-cigarettes were asked how many times they use them per day.³¹

Six in ten (60%) say they use them less than 10 times per day, while close to three in ten (28%) use them less than 20 times. One in ten (11%) say they use them more than 21 times per day. Looking closer, we see that nearly four in ten (38%) say they consume them 1 to 5 times per day, one in five (22%) 6 to 10 times, three in ten (28%) 11 to 20 times, and one in ten (11%) use 21 times or more.³² Across the EU, the average number of times e-cigarettes are used daily is 11.45.

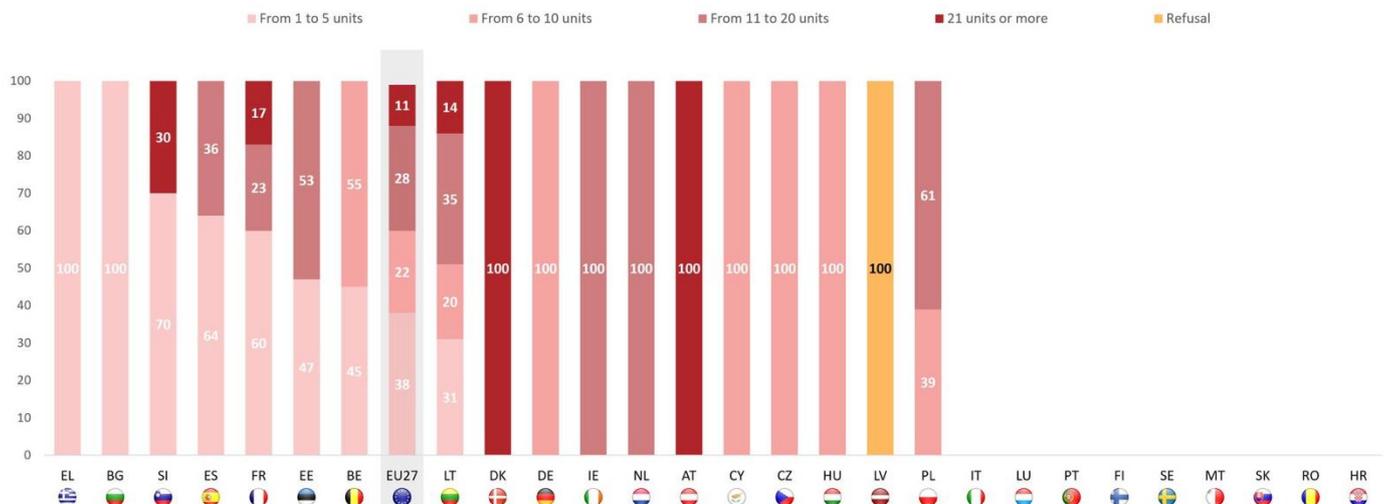
QD6C. On average, how many times do you use e-cigarettes on a daily basis? units per day (% - EU27)



(May/June 2023)

Base: 50

QD6C On average, how many times do you use e-cigarettes on a daily basis? (% - units per day)



The **socio-demographic analysis** shows the following:

- Among users of e-cigarettes, men use them on average a higher number of times daily than women (12.43 vs 10.80).
- E-cigarette users aged 40-54 are more likely to use them 1 to 5 times per day than those aged 25-39 (38%), and those aged 15-24 and 55 and up (both 28%). On average though, we see that those aged 55 and up use them daily more times (15.05) than those aged 25-39 (14.31), 15-24 (10.66), and those aged 40-54 (6.20).
- Respondents who finished their education aged 15 or younger on average use e-cigarettes daily more times (17.56) than those who continued their education beyond the age of 20 (8.40).
- Among socio-professional categories, the unemployed show the highest average daily use (29.80 times), compared to the self-employed (24.72), house persons (20.00), retirees (15.27), and other white-collar workers (11.83).
- Those who have trouble paying their bills most of the time use e-cigarettes a higher average number of times per day (15.91) than those who never face such difficulties (11.00).

³¹ QD6C. On average, how many units of the following products did you smoke or use every day? Heated tobacco products.

³² Due to a low sample rate, these results should be treated with utmost caution.

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QD6C On average, how many times do you use e-cigarettes on a daily basis?
(% - EU)

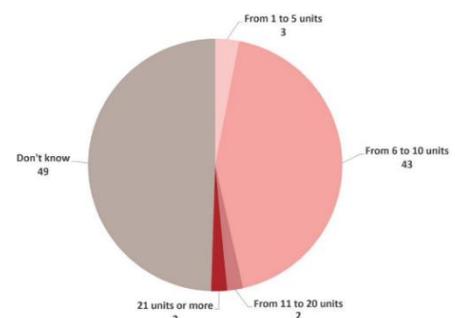
	From 1 to 5 units	From 6 to 10 units	From 11 to 20 units	21 units or more	Refusal	Average
EU27	38	22	28	12	0	12
Gender						
Man	23	19	50	8	0	12
Woman	47	24	13	14	0	11
Age						
15-24	28	32	38	2	1	11
25-39	38	11	32	18	0	14
40-54	60	36	0	4	0	8
55 +	28	5	38	29	0	15
Education (End of)						
15-	47	0	0	53	0	19
16-19	31	25	35	8	0	11
20+	64	26	1	9	0	8
Still studying	14	17	68	0	2	14
Socio-professional category						
Self-employed	0	26	0	74	0	25
Managers	100	0	0	0	0	3
Other white collars	1	69	27	3	0	13
Manual workers	79	11	3	6	0	6
House persons	0	0	100	0	0	20
Unemployed	44	0	0	56	0	30
Retired	29	1	40	30	0	15
Students	14	17	68	0	2	14
Difficulties paying bills						
Most of the time	0	0	73	27	0	16
From time to time	74	19	0	7	0	5
Almost never/ Never	41	29	19	11	0	11
Consider belonging to						
The working class	41	1	49	8	1	13
The lower middle class	32	0	62	6	0	12
The middle class	43	24	16	18	0	12
The upper middle class	8	92	0	0	0	8
The upper class	0	0	0	0	0	0

More than four in ten ex-consumers of e-cigarettes used to use them 6 to 10 times per day

Respondents who used to use e-cigarettes were asked how many times they used them per day, and ex-smokers were asked how many times they used them daily³³.

43% say they used them less than 10 times per day, while a small proportion (2%) used to use them more than 20 times. Almost half (49%) of the respondents who used to use e-cigarettes say they don't know how many times they used daily.³⁴

QD6d On average, how many times did you use e-cigarettes on a daily basis?
(% - EU27)



(May 2023)

Base: 9

³³ QD6d. On average, how many times did you use e-cigarettes on a daily basis?

³⁴ Given the low sample rate, these numbers should be approached with caution. For that same reason, no accurate comparison can be made with the numbers collected in 2020.

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The **socio-demographic analysis** shows the following³⁵:

- Among former users of e-cigarettes, men are shown to have used them on average a higher number of times than women (16.58 vs 9.84).
- Those who are still studying used to use them on a daily basis a higher number of times (12.89) than those who left school aged 16-19 (10.42).
- Ex-smokers who never have trouble paying their bills used to use e-cigarettes daily a higher number of times (20.61) than those who face such difficulties from time to time (9.62).
- Former smokers aged 35-44 used to use e-cigarettes on a daily basis a higher number of times (20.00) than those aged 15-24 (12.89) and those aged 25-34 (10.00).

QD6d On average, how many times did you use e-cigarettes on a daily basis?

	Average
EU27	11
Gender	
Man	17
Woman	10
Age	
15-24	13
25-39	10
40-54	0
55 +	0
Education (End of)	
15-	0
16-19	10
20+	0
Still studying	13
Socio-professional category	
Self-employed	0
Managers	0
Other white collars	0
Manual workers	20
House persons	10
Unemployed	0
Retired	0
Students	13
Difficulties paying bills	
Most of the time	0
From time to time	10
Almost never/ Never	21

³⁵ Due to the low sample rate, these results should be approached with caution.

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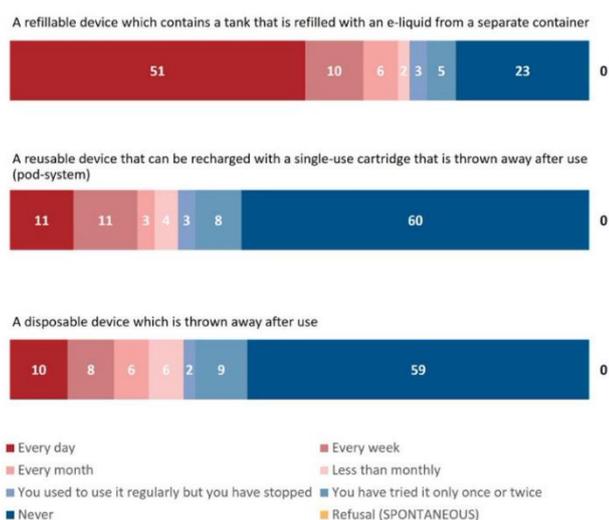
May-June 2023

4. Types of devices used for e-cigarettes

A majority of e-cigarettes users prefer a refillable device

Current smokers of e-cigarettes were asked about the frequency with which they use different devices³⁶. More than three in four (77%) say they use **a refillable device which contains a tank that is refilled with an e-liquid from a separate container**. More than half of the e-cigarette users use this kind of device on a daily basis. Four in ten (40%) use **a reusable device that can be recharged with a single-use cartridge that is thrown away after use (pod-system)**, which are used daily by one in ten (11%), while about the same proportion (41%) mention **a disposable device which is thrown away after use**,³⁷ also used daily by one in ten (10%) e-cigarette users.

QD7a. How often do you use the following devices for e-cigarettes? (% - EU27)



Base: 814

Due to the high proportion of respondents who say they never use each kind of device, the results for this question were recalculated excluding the answer option 'never' to better display the frequency of use of the actual users of each type of device. The results show that those who use a refillable device which contains a tank that is refilled with an e-liquid from a separate container are almost nine in ten (89%) and two thirds use this kind of device on a daily basis (66%). Little more than seven in ten (72%) use a reusable device that can be recharged with a single-use cartridge that is thrown away after use (pod-system), which are used daily by close to three in ten (28%), while the same proportion (72%) mention a disposable device that is thrown away after use, which in turn is used on a daily basis by more than two in ten.

Looking at the **national level**, we see that current smokers of e-cigarettes are most likely to use a refillable device which contains a tank that is refilled with an e-liquid from a separate container in Greece (92%), Malta (88%), and Austria (81%). The lowest

proportions are found in Romania (48%), Cyprus (49%), and Latvia (51%). E-cigarette smokers are most likely to use a disposable device which is thrown away after use in Estonia (81%), Sweden (80%), and Belgium (75%). The lowest rates in this regard are found in Greece (11%), Finland (23%), and Denmark (25%).

The **socio-demographic analysis** shows the following:

- Among current smokers of e-cigarettes, men are more likely (85%) than women to use a refillable device which contains a tank that is refilled with an e-liquid from a separate container than women (70%).
- E-cigarette users aged 25-39 are most likely (83%) to use refillable devices, compared to 79% of those aged 55 and up, and 70%-71% of those aged 15-24 and 40-54. Disposable devices that are thrown away after use are used more by those aged 15-24 (49%) compared to those aged 25-39 (41%), 55 and up (38%), and 40-54 (34%), while reusable devices that can be recharged with a single-use cartridge that is thrown away after use (pod-system) are used more by those aged 15-24 (47%), those aged 40 and up (both 40%), and 25-39 (36%).
- Refillable devices are used more by those who left school before the age of 15 (83%) than those who continued their education aged 20 and up (73%). Conversely, disposable devices are used more by the latter group (38%), compared to those who left school aged 15 or younger (24%).
- Among e-cigarette users, refillable devices are used more by the self-employed (87%), followed by managers (84%), manual workers (78%), retirees (77%), students (73%), other white-collar workers (72%), and house persons (61%).
- Those who have difficulties paying bills most of the time are more likely (89%) to use refillable devices than those who never face such difficulties (73%).
- More than nine in ten (91%) e-cigarette users who consider themselves as belonging to the upper class say they use a refillable device compared to 83% of the lower-middle class, 76% of the working class, 74% of the middle class, and 72% of the upper middle class.

³⁶ QD7a.1-3. How often do you use the following devices for e-cigarettes? A reusable device that can be recharged with a single-use cartridge that is thrown away after use (pod-system). A refillable device which contains a tank that is refilled

with an e-liquid from a separate container. A disposable device which is thrown away after use.

³⁷ Due to the low sample rate these results should be regarded with caution.

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QD7a.1 - 3 How often do you use the following devices for e-cigarettes?
(% - EU)

A reusable device that can be recharged with a single-use cartridge that is thrown away after use (pod-system)

A refillable device which contains a tank that is refilled with an e-liquid from a separate container

	Every day	Every week	Every month	Less than monthly	You used to use it regularly but you have stopped	You have tried it only once or twice	Never		Every day	Every week	Every month	Less than monthly	You used to use it regularly but you have stopped	You have tried it only once or twice	Never
EU27	11	11	3	4	3	8	60		51	10	6	2	3	5	23
Gender															
Man	11	8	2	3	6	8	62		57	12	5	2	3	6	15
Woman	11	12	4	5	1	8	59		46	8	7	1	3	5	30
Age															
15-24	5	19	6	3	5	9	53		37	16	8	2	1	7	29
25-39	12	6	2	4	3	9	64		56	10	3	2	4	8	17
40-54	18	7	2	5	6	2	60		47	6	9	1	5	2	30
55+	11	13	1	2	1	12	60		63	5	6	2	0	3	21
Education (End of)															
15-	16	3	0	2	3	12	64		66	15	0	0	2	0	17
16-19	12	12	2	5	2	9	58		56	10	5	1	2	6	20
20+	9	7	3	2	7	6	66		48	9	4	2	6	4	27
Still studying	9	22	8	2	3	7	49		28	10	18	6	1	10	27
Socio-professional category															
Self-employed	18	40	2	0	7	9	24		37	31	6	2	1	10	13
Managers	20	6	11	2	2	16	43		54	10	7	2	6	5	16
Other white collars	9	7	1	3	6	4	70		51	8	5	0	3	5	28
Manual workers	9	5	3	7	1	5	70		58	6	5	2	2	5	22
House persons	31	1	0	0	16	0	52		13	19	0	0	18	11	39
Unemployed	12	14	1	1	7	19	46		58	8	0	0	7	1	26
Retired	5	6	0	4	0	13	72		66	4	3	4	0	0	23
Students	9	22	8	2	3	7	49		28	10	18	6	1	10	27
Difficulties paying bills															
Most of the time	3	21	4	7	4	2	59		50	13	17	0	4	5	11
From time to time	11	18	1	5	1	12	52		51	11	6	2	1	8	21
Almost never/ Never	13	6	4	2	5	7	63		51	9	4	2	3	4	27
Consider belonging to															
The working class	9	9	4	8	3	3	64		55	5	4	1	3	8	24
The lower middle class	11	1	3	2	3	4	76		65	7	3	2	2	4	17
The middle class	12	13	3	3	3	11	55		46	9	9	2	3	5	26
The upper middle class	19	24	1	1	2	3	50		37	16	6	6	4	3	28
The upper class	14	0	49	0	0	28	9		57	0	0	0	0	34	9

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A disposable device which is thrown away after use

	Every day	Every week	Every month	Less than monthly	You used to use it regularly but you have stopped	You have tried it only once or twice	Never	Refusal (SPONTANEOUS)
EU27	10	8	6	6	2	9	59	0
Gender								
Man	7	8	3	8	3	11	60	0
Woman	12	9	7	4	2	8	58	0
Age								
15-24	6	11	9	14	2	7	51	0
25-39	12	8	2	6	1	12	59	0
40-54	13	5	6	1	4	5	66	0
55 +	5	8	9	0	2	14	62	0
Education (End of)								
15-	4	0	0	8	0	12	76	0
16-19	7	9	5	4	1	12	62	0
20+	12	7	3	7	4	5	62	0
Still studying	12	13	21	9	2	11	32	0
Socio-professional category								
Self-employed	14	6	13	17	0	16	34	0
Managers	6	18	1	7	5	9	54	0
Other white collars	9	10	4	6	1	6	64	0
Manual workers	11	3	3	3	3	12	65	0
House persons	24	3	7	1	1	11	53	0
Unemployed	8	8	1	10	6	1	66	0
Retired	1	7	0	0	3	7	82	0
Students	12	13	21	9	2	11	32	0
Difficulties paying bills								
Most of the time	13	3	11	10	0	5	58	0
From time to time	10	12	8	3	2	15	50	0
Almost never/ Never	9	7	4	6	3	8	63	0
Consider belonging to								
The working class	3	7	3	3	2	11	71	0
The lower middle class	11	2	1	3	0	16	67	0
The middle class	11	9	8	6	3	8	55	0
The upper middle class	21	23	8	8	1	4	35	0
The upper class	8	0	6	0	0	49	37	0

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Attitudes of Europeans towards tobacco and related products

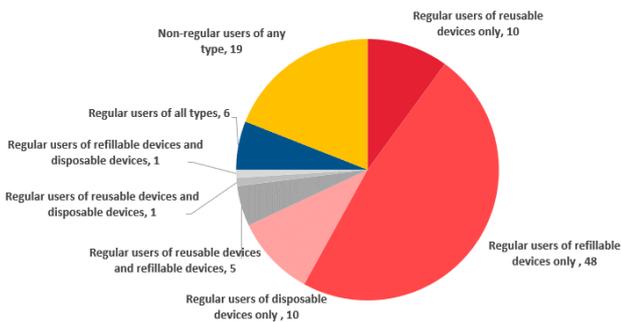
May-June 2023

Subsequent to asking respondents how often they use the certain types of e-cigarettes, we endeavoured to isolate the **regular users**, which we identified as those who replied that they use e-cigarettes every day or every week. The aim was to look at whether users regularly use refillable devices only, reusable devices only, disposable devices only, reusable devices and refillable devices, reusable devices and disposable devices, refillable devices and disposable devices, or all types.³⁸

With regard to users of refillable devices only, at the European level we see that nearly half (48%) of the respondents use them regularly, that is at least every week. Regular users of reusable devices only make up one in ten (10%) of the respondents. The same proportion (10%) indicate using regularly disposable devices only. A smaller proportion (5%) of regular e-cigarette users indicate using reusable devices and refillable devices, while 1% say they are regular users of reusable devices and disposable devices or refillable devices and disposable devices (also 1%). Less than one in ten (6%) say they use all types, while close to one in five (19%) indicate they don't regularly use any type.

At the **national level** we see some notable differences between EU Member States. In 5 countries, more than half of the respondents who use e-cigarettes regularly, say they use refillable devices only: Greece (76%), France (70%), Poland (61%), Luxembourg (55%), and Denmark (53%). In two countries, none of the respondents say this: Hungary and Portugal. In three countries, at least one in three regular users of e-cigarettes use reusable devices only: Croatia (42%), Portugal (40%), and Spain (33%). In two countries, at least three in ten respondents use disposable devices only: Romania (34%) and Cyprus (32%). The lowest scores in this regard are seen in Luxembourg (-), Portugal (-), and Greece and Poland (both 4%). Respondents are most likely to indicate regularly using reusable devices and refillable devices in Malta (29%), Lithuania (18%), and Czechia and Ireland (both 14%). Slovenia is the only country where more than one in ten (11%) regular users of e-cigarettes use reusable devices and disposable devices, while Sweden is the only country where more than 5% (27%) use refillable devices and disposable devices. Regular users of e-cigarettes are the most likely to say they use all types in Hungary (47%), Portugal (44%), and Cyprus (23%). In three countries, at least one in three say they don't regularly use any type: Latvia (39%), Finland (36%), and Spain (33%). Respondents are least likely to say this in Bulgaria (4%), Hungary (6%), and Ireland (8%).

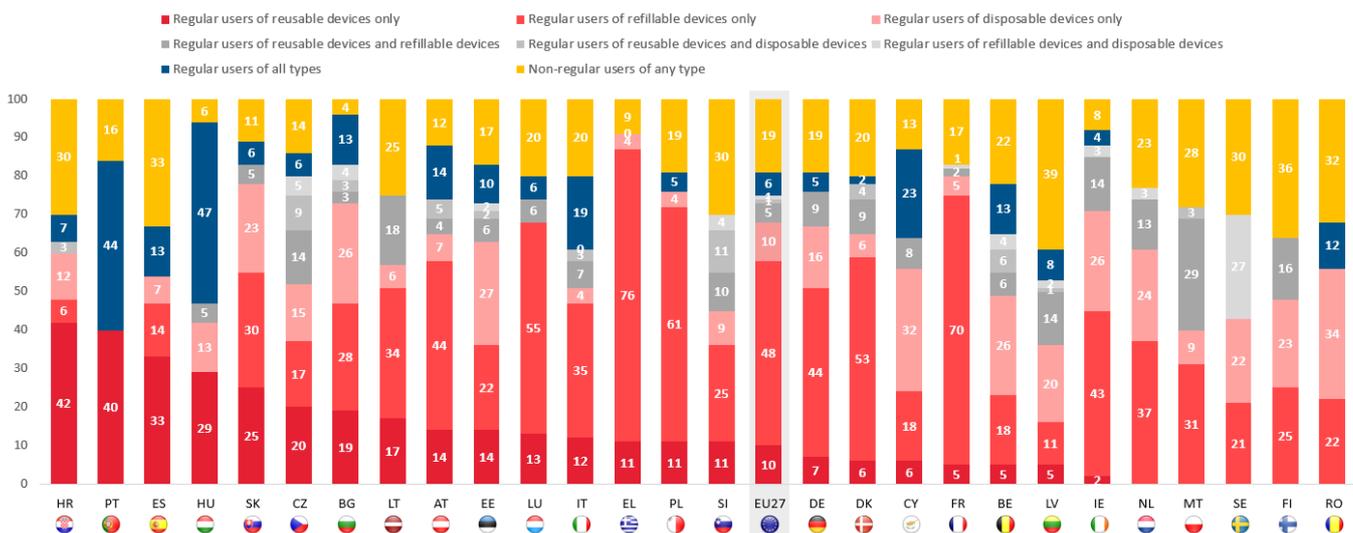
QD7a.R. How often do you use the following devices for e-cigarettes? (% - EU27)



(May/June 2023)

Base: 814

QD7a.R. How often do you use the following devices for e-cigarettes? (% - EU27)



³⁸ QD7a.R. How often do you use the following types of e-cigarettes? Regular users of refillable devices only. Regular users of reusable devices only. Regular users of disposable devices only. Regular users of all types. Regular users of reusable devices

and refillable devices. Regular users of reusable devices and disposable devices. Regular users of refillable devices and disposable devices. Non-regular users of any type.

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The **socio-demographic analysis** shows the following:

- Among those who use e-cigarettes regularly, men are more likely than women (54% vs 45%) to say they use refillable devices only. Men are also more likely to use reusable devices and refillable devices (7% vs 3%). Conversely, women are more likely than men to say they use reusable devices only (13% vs 6%), or that they use disposable devices only (12% vs 6%).
- Regular users of e-cigarettes aged 25-39 and 55 and up are the most likely to use refillable devices only (55%-57%), compared to around four in ten (39%-41%) among the other age groups. Those aged 40-54 are the most likely (13%) to say they use reusable devices only, compared to only 7% among those aged 25-39. The youngest demographic (aged 15-24) is most likely to indicate not regularly using e-cigarettes of any type (26%), compared to 20% among those aged 40-54, 16% among those aged 55 and up, and 13% among those aged 25-39. Despite that, the use of e-cigarettes among the youngest cohort (15-24) is still widespread, especially when it comes to refillable devices (39% are regular users) reusable devices (12%), and the combination of both (6%)
- Respondents who left school aged 15 or younger are much more likely (76%) to use refillable devices only than those who left school at a later age (50%-52%). The same is true with regard to those who use reusable devices only (15% vs 8-9%).
- Among socio-professional categories, we see that retirees are the most likely (65%) to be regular users of refillable devices only compared to less than half among students (24%), house persons (27%), and the self-employed (29%). House persons are the most likely (27%) to be regular users of reusable devices only, compared to 6%-8% among retirees, manual workers, other white-collar workers, and managers.
- Respondents who have trouble paying their bills most of the time are more likely (14%) to be regular users of disposable devices only than those who never face such difficulties (10%). The same is true with regard to reusable devices and refillable devices (10% vs 4%).
- Among regular e-cigarettes users, respondents who consider themselves as belonging to the lower middle class are more likely (67%) to indicate being regular users of refillable devices only than those who belong to the working class (55%), the upper class (49%), the middle class (42%), or the upper-middle class (17%). Conversely, those belonging to the upper-middle class are the most likely (19%) to be regular users of disposable devices only, compared to those who pertain to the middle class (11%), the lower middle class (8%), or the working class (6%).

QD7a.R How often do you use the following devices for e-cigarettes?
(% - EU)

	Regular users of reusable devices only	Regular users of refillable devices only	Regular users of disposable devices only	Regular users of reusable devices and refillable devices	Regular users of reusable devices and disposable devices	Regular users of refillable devices and disposable devices	Regular users of all types	Non-regular users of any type
EU27	10	48	10	5	1	1	6	19
Gender								
Man	6	54	6	7	1	2	6	18
Woman	13	45	12	3	1	0	6	20
Age								
15-24	12	39	8	6	1	2	6	26
25-39	7	57	12	3	1	0	7	13
40-54	13	41	12	7	2	1	4	20
55 +	11	55	5	5	0	0	8	16
Education (End of)								
15-	15	76	1	1	0	0	3	4
16-19	9	52	7	7	1	1	7	16
20+	8	50	14	3	0	1	4	20
Still studying	18	24	9	1	3	4	9	32
Socio-professional category								
Self-employed	17	29	1	23	2	2	15	11
Managers	8	45	8	4	1	2	13	19
Other white collars	7	51	13	4	2	1	3	19
Manual workers	7	57	10	4	0	0	4	18
House persons	27	27	25	3	0	0	2	16
Unemployed	16	56	8	3	0	0	8	9
Retired	6	65	4	1	0	0	4	20
Students	18	24	9	1	3	4	9	32
Difficulties paying bills								
Most of the time	12	51	14	10	0	1	1	11
From time to time	11	45	8	5	2	1	11	17
Almost never/ Never	9	49	10	4	1	1	5	21
Consider belonging to								
The working class	12	55	6	2	0	0	4	21
The lower middle class	7	67	8	1	0	1	3	13
The middle class	11	42	11	6	1	1	7	21
The upper middle class	10	17	19	14	3	6	16	15
The upper class	6	49	0	0	0	0	8	37

Special Eurobarometer 539

Attitudes of Europeans towards tobacco and related products

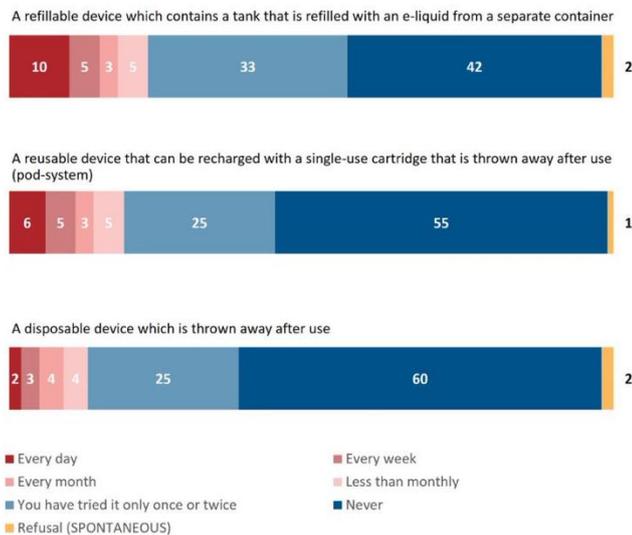
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A majority of ex-users of e-cigarettes used to use a refillable device

The same question was asked to former users of e-cigarettes.³⁹ More than half (56%) say they use(d) **a refillable device which contains a tank that is refilled with an e-liquid from a separate container**. More than four in ten (44%) use(d) **a reusable device that can be recharged with a single-use cartridge that is thrown away after use (pod-system)**, with close to four in ten (38%) saying they used **a disposable device which is thrown away after use**.

Among ex-users of e-cigarettes, reusable devices that can be recharged with a single-use cartridge that are thrown away after use (pod-system) were used most in Bulgaria (74%), Slovakia (73%), and Austria (69%), and least in France (20%), Denmark (25%), and the Netherlands (26%). Refillable devices which contain a tank that is refilled with an e-liquid from a separate container were most used by ex-smokers in Greece (75%), Bulgaria (73%), and Austria (70%), and the least in Hungary (39%), Slovenia (40%), and Denmark (43%). Disposable devices which are thrown away after use were most used by former smokers in Ireland (63%), Austria (62%), and Bulgaria (61%). The lowest use rates among e-cigarette users are found in Greece (13%), Denmark (16%), and France (18%).

QD7b. How often did you use the following devices for e-cigarettes? (% - EU27)



Base: 2883

The **socio-demographic analysis** shows the following:

- Among former users of e-cigarettes, men are slightly more likely (57%) than women to say they used a refillable device which contains a tank that is refilled with an e-liquid from a separate container than women (55%).
- Former e-cigarette users aged 40-54 are most likely (61%) to say they used to use refillable devices, compared to 57% of those aged 55 and up, 55% of those aged 25-39, and 53% of those aged 15-24. Disposable devices that thrown away after use were used more by those aged 15-24 (50%) compared to those aged 25-39 (39%), 40-54 (33%), and 55 and up (27%), while reusable devices that can be recharged with a single-use cartridge that is thrown away after use (pod-system) were used more by those aged 40-54 (47%), those aged 25-39 (44%), those aged 15-24 (43%), and those aged 55 and up (42%).
- Reusable devices that can be recharged with a single-use cartridge that is thrown away after use (pod-system) were used more by ex-users of e-cigarettes who left school before the age of 15 (44%) than those who continued their education aged 20 and up (37%). Conversely, disposable devices which are thrown away after use were used more by the latter group (34%), compared to those who left school aged 15 or younger (29%).
- Among former e-cigarette users, refillable devices were used more by the unemployed (61%), followed by house persons and manual workers (both 60%), managers (57%), other white-collar workers, retirees, and students (52% all).
- Those who have difficulties paying bills most of the time are more likely (60%) to use refillable devices than those who never face such difficulties (55%).
- Six in ten (60%) of former e-cigarette users who consider themselves as belonging to the upper class say they used to use a disposable device compared to 48% of the upper-middle class, 42% of the middle class, and 30% of the lower-middle and working class.

³⁹ QD7b.1-3. How often did you use the following devices for e-cigarettes? A reusable device that can be recharged with a single-use cartridge that is thrown away after use (pod-system). A refillable device which contains a tank that is refilled

with an e-liquid from a separate container. A disposable device which is thrown away after use.

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QD7b.1 - 3 How often did you use the following devices for e-cigarettes?
(% - EU)

A reusable device that can be recharged with a single-use cartridge that is thrown away after use (pod-system)

A refillable device which contains a tank that is refilled with an e-liquid from a separate container

	Every day	Every week	Every month	Less than monthly	You have tried it only once or twice	Never	Refusal (SPONTANEOUS)	Every day	Every week	Every month	Less than monthly	You have tried it only once or twice	Never	Refusal (SPONTANEOUS)
EU27	6	5	3	5	25	55	1	10	5	3	5	33	42	2
Gender														
Man	5	5	3	4	27	55	1	10	5	2	5	35	42	1
Woman	7	5	3	6	21	56	2	10	6	4	4	31	43	2
Age														
15-24	3	6	2	5	27	55	2	6	3	2	5	37	45	2
25-39	7	5	4	6	22	55	1	9	6	4	3	33	43	2
40-54	8	5	3	4	27	53	0	11	8	3	5	34	38	1
55+	7	4	3	4	24	57	1	16	4	3	8	26	42	1
Education (End of)														
15-	4	2	0	4	34	55	1	14	3	0	3	36	44	0
16-19	7	5	4	5	26	52	1	11	5	3	7	31	42	1
20+	7	5	3	4	18	62	1	11	8	4	3	31	41	2
Still studying	2	6	1	4	30	55	2	5	1	2	3	41	45	3
Socio-professional category														
Self-employed	8	7	3	3	23	55	1	16	8	3	5	31	37	0
Managers	7	6	4	8	19	55	1	8	6	7	7	29	42	1
Other white collars	8	3	2	7	26	52	2	9	8	2	2	31	46	2
Manual workers	6	6	4	3	28	52	1	10	6	3	4	37	39	1
House persons	11	1	2	5	16	64	1	22	5	4	2	27	40	0
Unemployed	5	3	4	5	20	63	0	11	6	5	5	34	37	2
Retired	7	4	1	6	21	61	0	13	3	2	12	22	47	1
Students	2	6	1	4	30	55	2	5	1	2	3	41	45	3
Difficulties paying bills														
Most of the time	5	3	1	7	34	50	0	9	4	4	5	38	39	1
From time to time	8	8	4	7	23	49	1	9	8	6	5	31	40	1
Almost never/ Never	6	4	2	4	24	59	1	11	4	2	5	33	44	1
Consider belonging to														
The working class	5	4	1	4	29	56	1	11	2	1	6	37	41	2
The lower middle class	6	6	2	4	25	56	1	12	4	5	3	33	42	1
The middle class	7	5	4	5	23	55	1	9	7	3	5	33	41	2
The upper middle class	5	4	2	7	21	60	1	13	6	1	6	25	48	1
The upper class	12	2	0	5	38	43	0	3	2	0	0	28	67	0

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A disposable device which is thrown away after use

	Every day	Every week	Every month	Less than monthly	You have tried it only once or twice	Never	Refusal (SPONTANEOUS)
EU27	2	3	4	4	25	60	2
Gender							
Man	2	3	4	3	25	61	2
Woman	2	5	4	4	24	59	2
Age							
15-24	1	2	3	8	36	47	3
25-39	4	4	4	3	24	59	2
40-54	2	4	4	2	21	65	2
55 +	1	4	3	3	16	72	1
Education (End of)							
15-	0	4	1	3	21	71	0
16-19	3	3	5	3	22	62	2
20+	2	4	4	4	20	64	2
Still studying	0	2	2	4	41	48	3
Socio-professional category							
Self-employed	2	10	3	4	24	56	1
Managers	3	8	6	3	21	58	1
Other white collars	4	3	4	4	24	59	2
Manual workers	2	2	4	4	22	63	3
House persons	2	3	4	2	20	66	3
Unemployed	2	2	4	3	24	63	2
Retired	2	1	5	4	11	76	1
Students	0	2	2	4	41	48	3
Difficulties paying bills							
Most of the time	6	3	3	1	22	64	1
From time to time	1	6	6	5	21	60	1
Almost never/ Never	2	3	2	4	28	59	2
Consider belonging to							
The working class	2	1	3	2	22	68	2
The lower middle class	1	2	2	3	22	68	2
The middle class	3	4	4	5	26	56	2
The upper middle class	1	8	8	4	27	51	1
The upper class	19	1	0	0	40	40	0

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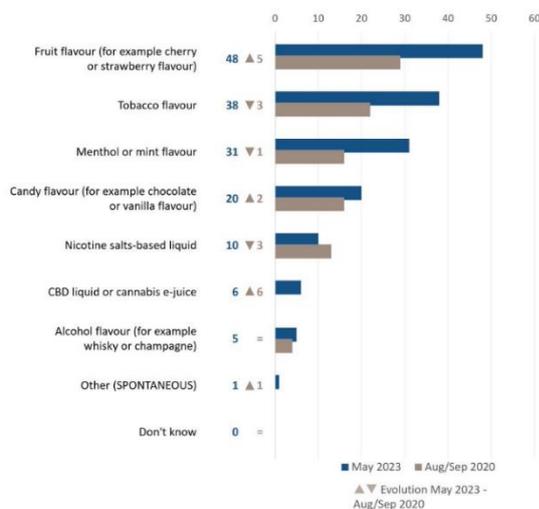
5. Liquid variants used for e-cigarettes

E-cigarette users and ex-users who said they vape or used to vape e-cigarettes at least on a monthly basis were asked which e-cigarette liquid variants they use(d).⁴⁰ A similar question was also asked in the March 2017 survey.

Among users of e-cigarettes, the most popular e-cigarette flavour among current users is fruit flavour, followed by tobacco flavour

Among those who vape e-cigarettes at least on a monthly basis, the most popular flavour of e-cigarette is **fruit, like cherry or strawberry flavour** (48%, +5), followed by **tobacco flavour** (38%, -2). Over three in ten (31%, -1) say they use **menthol or mint flavour**, while one in five (20%, +2) opt for **candy, like chocolate or vanilla flavour** and one in ten (10%, -2) use **nicotine salts-based liquid**. CBD liquid or cannabis e-juice is used by 6%.⁴¹ Alcohol flavour, like whisky or champagne is the least popular, favoured by 5% (=) of respondents.⁴²

QD8a Which of the following e-cigarette liquid variants do you use at least on a monthly basis? (MULTIPLE ANSWERS POSSIBLE) (% - EU27)



Base: 2883

The **national** analysis shows that in 14 countries, a majority of those who vape e-cigarettes at least on a monthly basis use fruit flavour, with the highest scores seen in Belgium (91%), Germany (78%), and Luxembourg (75%). Users of e-cigarettes are least likely to use this in Italy (14%), Greece (23%), and Bulgaria (30%). Tobacco-flavoured e-cigarettes are most popular in Greece (80%), Italy and Hungary (58%), and Bulgaria and Czechia (both 44%), and least popular in Sweden (8%), Denmark (9%), and Belgium (11%). E-cigarette users are most likely to use menthol or mint flavoured e-cigarettes in Portugal (100%), Germany (67%), and Sweden (54%), and least likely to do so in Italy (13%), Slovenia (17%), and Belgium (18%). Candy flavour is most used in Germany (44%), Luxembourg (36%), and Portugal and Bulgaria (both 31%).

E-cigarette users are most likely to use a nicotine salts-based liquid in Bulgaria and Portugal (both 32%), Estonia (29%), and Germany (25%), while CBD liquid or cannabis e-juice is most popular in Luxembourg (42%), Malta (30%), and Italy (21%), while users turn to alcohol flavoured e-cigarettes most in Italy (17%) and Austria (16%).

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

- More than one in three (36%) women prefer **tobacco** flavour, compared to four in ten (40%) of men. In turn, **fruit**-flavoured e-cigarettes are slightly more popular among men, with half (50%) indicating their preference for this flavour, compared with 47% of women.
- The older the e-cigarette users, the more likely they are to prefer **tobacco**-flavoured e-cigarettes: 46% of those aged 55 or more give this answer, compared with 34% of those aged between 15 and 24. The reverse is true for **fruit**-flavoured e-cigarettes: a majority (56%) of those aged 15-24 mention this flavour, compared with 36% of the oldest cohort. The youngest users are also the most likely to mention **menthol or mint** flavour: 34%-39% of those aged 15-39, compared to 22-25% among older users).
- E-cigarette users who left school before the age of 15 are more likely (72%) to prefer fruit flavour than those who finished their education past the age of 20 (36%). The reverse is true regarding tobacco flavour (43% vs 29%).
- Two thirds (66%) of e-cigarette-using house persons favour fruit flavour, compared to half that (33%) among managers. Tobacco flavour is used most (54%) by other white-collar workers and least by house persons (22%), while the unemployed prefer menthol or mint flavour the most, compared to only 27% of managers.
- Among those who have difficulties paying their bills most of the time, more than six in ten (61%) say they use fruit flavour, compared to four in ten (49%) of those who never face these issues. The same is true regarding candy flavour (30% vs 17%). The latter group in contrast is more likely (39%) to prefer tobacco flavour than the former.
- E-cigarette users who consider themselves as belonging to the upper-middle (65%) and lower-middle (64%) class are the most likely to say they use fruit flavour, compared with 43-44% among those who see themselves as part of lower-middle or working class.

⁴⁰ QD8a. Which of the following e-cigarette liquid variants do you use at least on a monthly basis? (MULTIPLE ANSWERS POSSIBLE)

⁴¹ This option was not included in the questionnaire in the 2020 report, so overall changes in percentages should be viewed with caution.

⁴² Due to the low sample rate, these results should be treated with caution.

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QD8a Which of the following e-cigarette liquid variants do you use at least on a monthly basis? (MULTIPLE ANSWERS POSSIBLE)
(% - EU)

	Tobacco flavour	Menthol or mint flavour	Fruit flavour (for example cherry or strawberry flavour)	Candy flavour (for example chocolate or vanilla flavour)	Alcohol flavour (for example whisky or champagne)	Nicotine salts-based liquid	CBD liquid or cannabis e-juice	Don't know
Gender								
Man	40	27	50	21	7	12	7	0
Woman	36	35	47	19	3	8	6	1
Age								
15-24	34	39	56	24	1	10	8	0
25-39	37	34	53	21	5	9	6	0
40-54	38	22	42	11	6	12	1	0
55 +	46	25	36	22	9	9	10	1
Education (End of)								
15-	29	29	72	13	3	41	23	0
16-19	38	38	52	22	7	12	7	0
20+	43	43	36	14	3	4	4	1
Still studying	26	26	58	26	3	8	3	0
Socio-professional category								
Self-employed	44	44	37	30	9	25	35	0
Managers	40	40	33	20	8	4	8	2
Other white collars	54	54	38	15	9	9	1	0
Manual workers	27	27	62	15	3	9	3	0
House persons	22	22	66	20	4	26	20	0
Unemployed	32	32	58	28	1	5	2	2
Retired	51	51	28	21	0	10	5	1
Students	26	26	58	26	3	8	3	0
Difficulties paying bills								
Most of the time	29	36	61	30	7	21	15	0
From time to time	40	27	40	20	7	8	11	0
Almost never/ Never	39	31	49	17	4	8	2	1
Consider belonging to								
The working class	46	39	44	8	3	10	3	1
The lower middle class	26	28	64	30	7	15	3	0
The middle class	38	28	43	20	6	8	7	0
The upper middle class	31	34	65	33	2	7	14	2
The upper class	15	8	8	8	39	62	8	0

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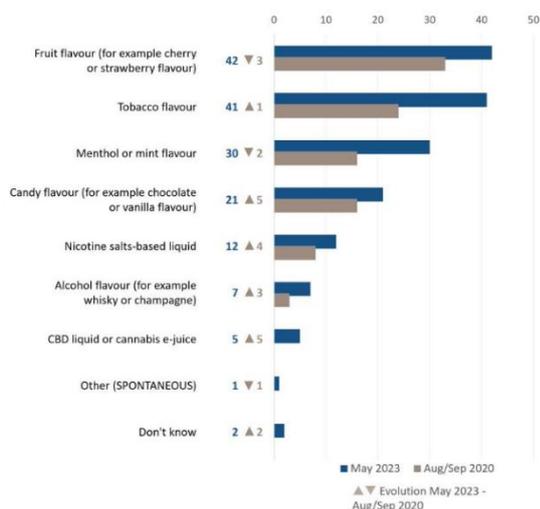
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Ex-users of e-cigarettes: Fruit was also the most popular flavour among former users of e-cigarettes, again followed by tobacco flavour

Among those who used to vape e-cigarettes at least monthly but no longer do so, slightly more than four in ten (42%, -3) say they used **fruit, like cherry or strawberry flavour**, followed by **tobacco flavour** (41%, +1) and **menthol or mint flavour** (30%, -2). **Candy, like chocolate or vanilla flavour** is mentioned by 21% (+5), while over one in ten (12%, +4) opted for **nicotine salts-based liquid Alcohol flavours** followed with 7% (+3) of former monthly e-cigarette users saying they used this, while 5% used CBD liquid or cannabis e-juice. 1% mention other, unspecified, flavours.

QD8b Which of the following e-cigarette liquid variants did you use at least on a monthly basis? (MULTIPLE ANSWERS POSSIBLE) (% - EU27)



Base: 808

The national analysis shows that in six countries, a majority of those who used to vape e-cigarette at least on a monthly basis used fruit flavour, with the highest scores seen in Sweden (68%), Germany (67%), and Lithuania and Slovenia (both 62%). Former users of e-cigarettes were least likely to have used this in Italy (16%), Slovakia (22%), and Portugal (24%). Tobacco-flavoured e-cigarettes were most popular in Greece (88%), Slovakia (68%), and Croatia (63%), and least popular in Finland (8%), Sweden (12%), Estonia (23%). Former e-cigarette users were most likely to use menthol or mint flavoured e-cigarettes in Poland (68%), Estonia (63%), and Hungary (51%), and least likely to have done so in Malta (5%), Greece (7%), and Romania (9%). Candy flavour was most used in Finland (67%), Belgium (29%), and Denmark (32%). E-cigarette users were most likely to use a nicotine salts-based liquid in Malta (33%), Bulgaria (23%), and Latvia (21%), while users turned to alcohol flavoured e-cigarettes most in Luxembourg (28%) and Austria (24%).

The **socio-demographic analysis** illustrates the following differences:

- Among former users of e-cigarettes, women (34%) are more likely than men (26%) to have used **menthol- or mint-**flavoured e-cigarettes, as well as fruit-flavoured e-cigarettes (46% vs 38%), while the reverse is true for **tobacco-**flavoured e-cigarettes (46% of male ex-users, compared with 36% of female ex-users).
- Respondents in the youngest age cohort are significantly more likely to have vaped **fruit-**flavoured e-cigarettes (73%, compared with 28-30% of those aged 40 and up). Half (50%) of the former e-cigarette users aged 40-54 say they used to consume tobacco flavoured e-cigarettes, compared with 45% of those aged 55 and up, 38% of those aged 25-39, and 26% of those aged 15-24.
- Among those who have studied past the age of 20, menthol or mint-flavoured e-cigarettes were more popular (35%) than among those who left school aged 15 or younger (19%). Conversely, the latter group was more likely to prefer fruit flavours (43%) than those who left school at a later age (38%).
- A majority (57%) of e-cigarette using manual workers used to consume fruit-flavoured e-cigarettes, compared to less than half that (21%) among self-employed. Tobacco flavour was mostly used most by other white collars (63%) and the and self-employed (55%), while students used to prefer (40%) menthol or mint flavour.

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QD8b Which of the following e-cigarette liquid variants did you use at least on a monthly basis? (MULTIPLE ANSWERS POSSIBLE)
(% - EU)

	Tobacco flavour	Menthol or mint flavour	Fruit flavour (for example cherry or strawberry flavour)	Candy flavour (for example chocolate or vanilla flavour)	Alcohol flavour (for example whisky or champagne)	Nicotine salts-based liquid	CBD liquid or cannabis e-juice	Other (SPONTANEOUS)	Don't know
EU27	41	30	42	21	7	12	5	1	2
Gender									
Man	46	26	38	20	6	14	6	1	3
Woman	36	34	46	23	7	9	4	0	1
Age									
15-24	26	36	73	43	2	14	8	1	2
25-39	38	29	46	18	8	6	8	1	2
40-54	50	36	30	13	12	15	2	1	2
55 +	45	18	28	19	2	14	1	1	2
Education (End of)									
15-	36	19	43	16	8	18	1	0	0
16-19	45	25	37	23	5	11	4	1	2
20+	46	35	38	15	7	10	4	1	2
Still studying	16	40	77	41	4	18	12	1	3
Socio-professional category									
Self-employed	55	21	21	14	8	6	5	1	1
Managers	40	26	23	6	14	17	6	1	2
Other white collars	63	26	39	26	12	8	5	0	0
Manual workers	39	36	57	22	4	9	3	1	2
House persons	38	21	36	41	9	11	3	0	7
Unemployed	48	31	45	27	0	10	12	0	2
Retired	31	26	26	9	1	18	1	2	0
Students	16	40	77	41	4	18	12	1	3
Difficulties paying bills									
Most of the time	48	17	37	21	16	11	10	0	0
From time to time	41	28	32	22	10	12	7	1	4
Almost never/ Never	41	32	49	20	3	11	2	1	1
Consider belonging to									
The working class	38	22	52	20	3	12	3	0	0
The lower middle class	39	30	45	29	7	22	3	1	3
The middle class	44	31	41	19	9	8	4	1	1
The upper middle class	39	28	22	16	0	8	11	1	6
The upper class	37	55	15	0	0	7	0	0	0

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Attitudes of Europeans towards tobacco and related products

May-June 2023

6. Prevalence and frequency of use of nicotine pouches

4% of Europeans use or tried nicotine pouches

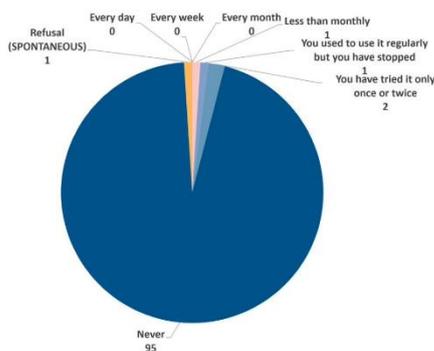
Respondents were asked how often they use nicotine pouches.⁴³ A large majority (95%) say they never use nicotine pouches. However, 4% say they have used them, with 2% saying they have tried them only once or twice, and 1% saying they used it regularly but stopped (1%), or less than monthly (1%).⁴⁴

Comparing different EU Member States, in three countries, nearly one in ten respondents say they tried nicotine pouches once or twice: Sweden, Finland, and Estonia (8% all). As good as no one has tried them in Portugal (0%), Romania, Malta, France, Spain, and Greece (1% all).

The **socio-demographic analysis** shows the following:

- Among current users of nicotine pouches, 36% are aged 25-39 and 22% are aged 40-54. Younger (15-24) and older respondents (55+) also show considerable levels of use (21%). The highest shares of users among the young population are observed in Sweden, where 24% of respondents aged 15-24 and 13% of respondents aged 25-39 currently use nicotine pouches. Right after Sweden, Austria follows with 4% of respondents aged 15-24 and 6% aged 25-39 currently using this product.⁴⁵
- Respondents who stayed in school beyond the age of 20 are more likely (5%) to use nicotine pouches than those who left school before the age of 15 (2%).

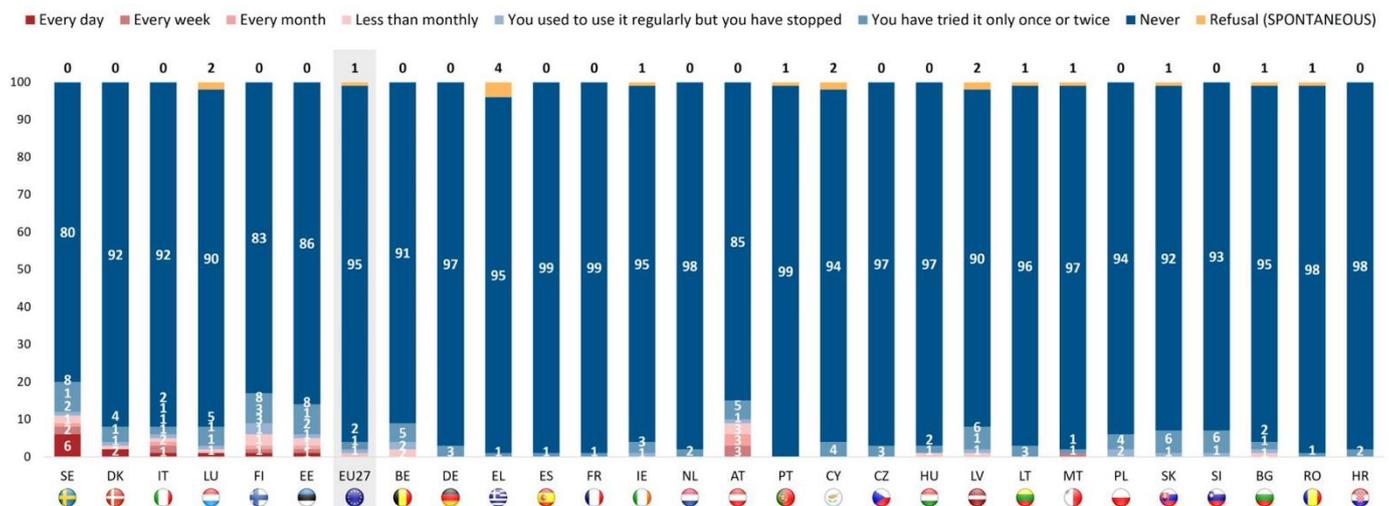
QD5.2 How often do you use the following products?
Nicotine pouches
(% - EU27)



(May 2023)

Base: 26358

QD5.2 How often do you use the following products?
(% - Nicotine pouches)



⁴³ QD5.2. How often do you use the following products? Nicotine pouches. Every day. Every week. Every month. Less than monthly. You used to use it regularly but you have stopped. You have tried it only once or twice. Never. Refusal (SPONTANEOUS).

⁴⁴ Due to the low base, the results for this question should be approached with caution.

⁴⁵ Due to the low base, the results for this question should be approached with caution.

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QD5.2 How often do you use the following products?

Nicotine pouches

(% - EU)

	Every day	Every week	Every month	Less than monthly	You used to use it regularly but you have stopped	You have tried it only once or twice	Never	Refusal (SPONTANEOUS)
EU27	0	0	0	1	1	2	95	1
 Gender								
Man	0	1	0	0	1	3	94	1
Woman	0	0	0	1	1	2	96	0
 Age								
15-24	1	1	0	1	1	4	92	0
25-39	0	1	0	1	1	3	93	1
40-54	0	0	0	0	1	3	96	0
55 +	0	0	0	0	0	2	97	1
 Education (End of)								
15-	0	0	0	0	0	2	97	1
16-19	0	1	0	0	1	2	96	0
20+	0	0	0	1	1	3	95	0
Still studying	1	1	0	0	0	4	93	1
Socio-professional category								
Self-employed	1	1	0	1	1	5	91	0
Managers	0	1	1	1	1	2	94	0
Other white collars	0	1	0	0	0	2	96	1
Manual workers	1	0	0	1	1	2	95	0
House persons	0	0	0	0	0	3	96	1
Unemployed	0	0	0	1	1	1	96	1
Retired	0	0	0	0	0	2	97	1
Students	1	1	0	0	0	4	93	1
 Difficulties paying bills								
Most of the time	0	1	0	0	1	3	94	1
From time to time	1	1	1	1	1	2	93	0
Almost never/ Never	0	0	0	0	0	3	96	1
Consider belonging to								
The working class	0	0	0	0	0	3	96	1
The lower middle class	0	0	0	0	1	2	96	1
The middle class	0	1	0	1	1	2	95	0
The upper middle class	1	1	0	0	0	3	95	0
The upper class	0	0	0	0	0	3	97	0

III. STARTING, LIMITING AND STOPPING SMOKING TOBACCO OR USING SIMILAR PRODUCTS



Special Eurobarometer 539

Attitudes of Europeans towards tobacco and related products

May-June 2023

1. Starting smoking or using tobacco and similar products

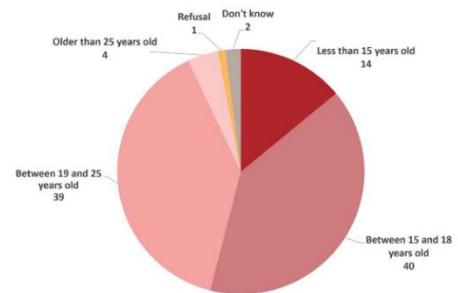
More than half of tobacco consumers (54%) began smoking before the age of 19

Those who said that they currently smoke or used to smoke were asked at what age they took up smoking⁴⁶. On average, respondents who are smokers or ex-smokers started smoking regularly when they were younger than 18 (17.82). This starting age has decreased slightly since 2020, when it stood at 17.89. Over half (54%, +1) of current or former smokers developed a regular smoking habit before the age of 19, with four in ten (40%, +1) starting smoking aged between 15 and 18, and a further 14% (=) started when they were less than 15 years old. Less than four in ten (39%, =) took up regular smoking habits between the age of 19 and 25, while less than one in twenty (4%, =) did this when they were older than 25.

Looking back a little further, we see that these figures have remained broadly stable, with four in ten (40%), one percentage point more than in 2017, who started smoking between the age of 15 and 18. About the same proportion (39%, +1) started smoking between 18 and 25 years old. Around one in seven (14%, -1) started at less than 15 years old, while 4% (=) were older than 25.

To have a better sense of how old current and past smokers were when they took up smoking, the results were further processed by excluding the respondents who do not know at what age they started smoking. Once excluded these respondents, the results reveal that four in ten say they took up smoking when they were between 15 and 18 years old (41%) or between 19 and 25 years old (40%). More than one in ten say they started smoking even before, when they were 15 years old (14%), whereas a small proportion of respondents say they started when they were older than 25 years old (4%).

QD12a How old were you when you started smoking or using regularly these products? (% - EU27)



(May 2023)

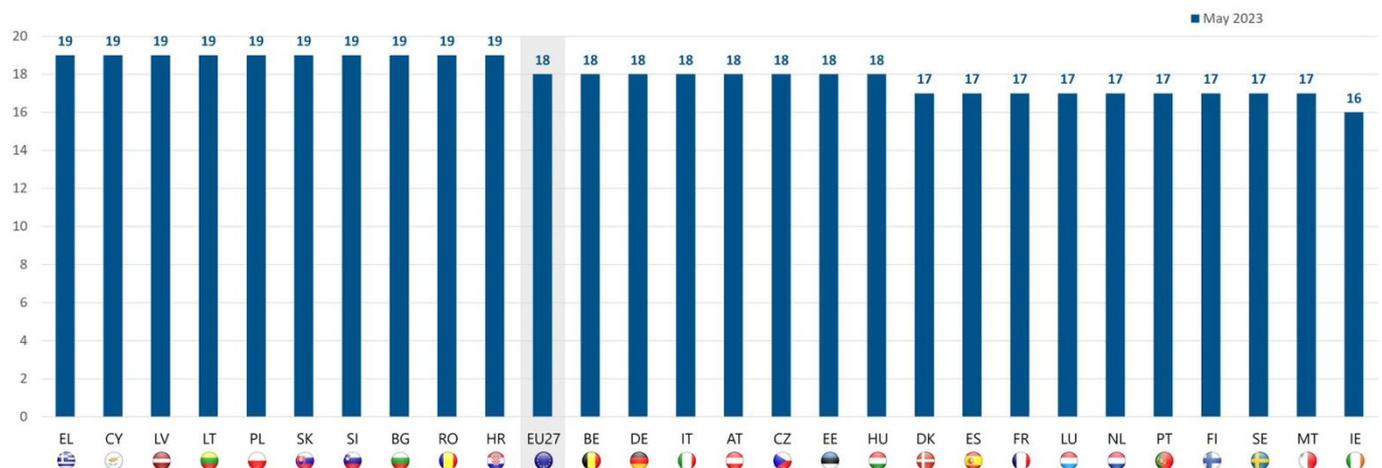
Base: 12541

The **national analysis** shows that the average starting age varies considerably between different EU Member States. The oldest average age at which respondents start smoking can be found in Croatia (19.35), Romania (19.30), and Poland (19.18). The youngest average starting ages are seen in Ireland (16.48), Denmark (16.63), and Portugal (16.69).

Between 2020 and 2022, the average starting age has increased in 7 Member States. The biggest increases are registered in Romania (19.30, +0.85), Estonia (18.01, +0.83), and Sweden (17.21, +0.70). In 17 countries, there was a decrease, most notably in Ireland (16.48, -0.85), Estonia (18.01, -0.83), and Lithuania (18.72, -0.78).

Comparing the current figures to those registered in 2017, we see that the average age where people started smoking has decreased in 16 EU Member States, with the biggest decrease seen in Lithuania (18.72, -1.18), Luxembourg (17.22, -0.98), and Portugal (16.69, -0.91). The median age where people started smoking has increased in 10 countries, most notably in Italy (17.98, +0.98),

QD12a How old were you when you started smoking or using regularly these products? (%)



Belgium (17.88, +0.88), and Croatia (19.35, +0.75).

⁴⁶ QD12a. How old were you when you started smoking or using regularly these products?

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Attitudes of Europeans towards tobacco and related products

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The **socio-demographic analysis** shows the following:

- Women tend to start smoking at a later age than men (18.32 vs 17.42).
- The average starting age is higher for older respondents, 18.40 for those aged 55 and up, 17.73 for those aged 40-54, 17.51 for those aged 25-39, and 16.43 for those aged 15-24.
- Over a fifth (22%) of smokers or former smokers who left full-time education before the age of 15 also started smoking in the same period. This compares to 11-12% of those who left education at a later age.
- The unemployed are the most likely (21%) to have started smoking before the age of 15, followed closely by house persons (20%), compared to 9-15% among other categories.
- Those who have difficulties paying their bills most of the time are more likely than those who have difficulties less often or never to have started smoking before the age of 15 (24% compared to 12-13%).
- Smokers who identify themselves as belonging to the working-class start smoking at an earlier average age (17.24) than those of the lower-middle class (17.50), the upper class (17.80), the middle class (18.14), and the upper-middle class (18.32).

QD12a How old were you when you started smoking or using regularly these products?
(% - EU)

	Less than 15 years old	Between 15 and 18 years old	Between 19 and 25 years old	Refusal	Don't know	Average
EU27	13	40	39	1	1	18
Gender						
Man	15	42	38	1	1	17
Woman	11	38	41	1	1	18
Age						
15-24	15	50	30	2	2	17
25-39	12	41	41	1	1	18
40-54	13	39	41	1	1	18
55 +	14	38	40	1	1	18
Education (End of)						
15-	22	42	30	1	0	17
16-19	12	43	40	1	0	18
20+	12	35	45	1	1	18
Still studying	14	50	27	4	3	17
Socio-professional category						
Self-employed	10	38	43	1	1	19
Managers	10	38	43	1	1	18
Other white collars	9	36	46	0	2	18
Manual workers	14	41	39	1	1	18
House persons	20	38	36	0	0	18
Unemployed	21	49	26	1	1	17
Retired	14	39	39	1	1	18
Students	14	50	27	4	3	17
Difficulties paying bills						
Most of the time	24	38	31	1	0	17
From time to time	12	43	38	1	1	18
Almost never/ Never	12	39	41	1	1	18
Consider belonging to						
The working class	17	42	35	1	0	17
The lower middle class	16	41	37	1	1	18
The middle class	11	39	41	1	1	18
The upper middle class	11	38	41	1	2	18
The upper class	6	35	55	1	0	18

Special Eurobarometer 539

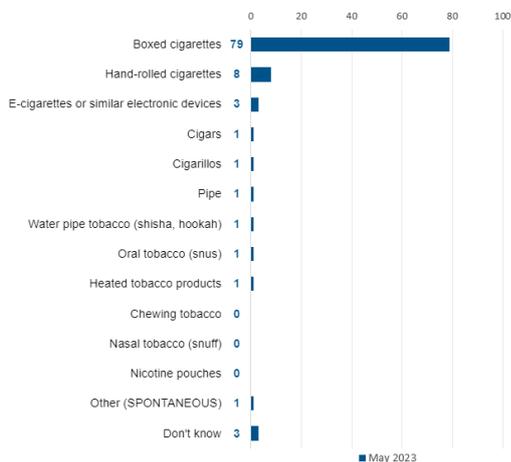
Attitudes of Europeans towards tobacco and related products

May-June 2023

Most smokers or former smokers had their first tobacco experience with boxed cigarettes

Those who currently smoke, used to smoke, or who have tried at least one tobacco product were asked which product they used first.⁴⁷ Among all respondents who have at least tried tobacco products, by far the most common first experience of tobacco is with boxed cigarettes. Nearly eight in ten (79%) mention them, a slight decrease (-4%) compared to 2020, compared with under one in ten (8%, +2) who mention hand-rolled cigarettes. Increasing number (3%, +2) mentions e-cigarettes or similar electronic devices, while the proportions of other forms of tobacco or comparable products, i.e., water pipe tobacco (shisha, hookah), cigarillos, a pipe, oral tobacco (snus) and nasal tobacco (snuff) (all 1%) remain stable. Cigars are also at 1%, representing half compared to 2020.⁴⁸

QD11a Which of the following products was the first one you started using regularly? (% - EU27)



Base: 12829

To better display the results, the question was recalculated excluding the respondents who do not know which product they started using regularly first. Among all respondents who have at least tried tobacco products, little more than eight in ten (82%) say that boxed cigarettes were the product they first started using regularly, followed by an 8% who say they have first started with hand-rolled cigarettes and 3% who instead chose e-cigarettes.

The **country-level** analysis reveals that, in all countries, a majority of the respondents who have at least tried tobacco products say that their first experience was through smoking boxed cigarettes. This proportion ranges from more than nine in ten in Romania (95%), Greece (93%) and Portugal (91%), to 55% in the Netherlands, 60% in Sweden, and 61% in Belgium.

In all countries, 13% or less of these respondents say that their first experience with tobacco products was with hand-rolled cigarettes. The only exception is the Netherlands, where more than one in five (22%) mention hand-rolled cigarettes. Other proportions that stand out are the 17% in Sweden who mention their first experience was with oral tobacco, and the 13% in Croatia citing cigars.

Compared to the previous survey in 2020, the proportion of those who have at least tried tobacco products and say that their first experience was with boxed cigarettes has increased in 2 countries: Romania (95%, +6) and Ireland (79%, +2). Similarly, this share of respondents has declined in 22 countries, with the largest decreases observed in Belgium (61%, -13), the Netherlands (55%, -12), and Czechia (74%, -9) and Italy (78%, -9). Results have remained stable in Bulgaria, Spain, and Lithuania.

When it comes to other tobacco products, most country-level evolutions are no greater than three percentage points. The only exceptions are the increases in the proportions mentioning water pipe tobacco in Belgium (+5 pp), cigars in Croatia (+4 pp) and oral tobacco in Finland (+4 pp), and the decrease in the share mentioning water pipe tobacco in Cyprus (-4 pp).

QD11a Which of the following products was the first one you started using regularly? (%)

	EU27	BE	BG	CZ	DK	DE	EE	IE	EL	ES	FR	HR	IT	CY	LV	LT	LU	HU	MT	NL	AT	PL	PT	RO	SI	SK	FI	SE
Boxed cigarettes	79	61	90	74	76	75	71	79	93	86	83	78	76	71	77	87	68	82	83	55	64	90	91	95	83	86	76	60
Hand-rolled cigarettes	8	11	4	6	1	11	4	11	5	8	9	3	7	13	3	1	8	10	4	22	9	2	4	0	4	3	6	1
E-cigarettes or similar electronic devices	3	6	4	2	2	2	7	4	0	2	3	2	6	3	10	4	3	3	4	3	6	3	0	0	4	5	0	2
Cigars	1	3	1	0	1	1	5	0	0	0	1	13	0	0	2	1	3	0	0	3	3	0	0	0	2	1	1	2
Cigarillos	1	1	0	1	0	1	1	0	0	1	1	2	0	1	1	0	3	0	1	0	1	0	0	0	0	0	1	1
Pipe	1	1	0	2	4	0	1	1	0	0	1	1	1	1	1	0	0	1	2	1	0	0	0	0	0	0	0	2
Water pipe tobacco (shisha, hookah)	1	3	0	4	2	3	5	0	1	1	0	0	0	4	0	1	3	0	0	2	3	0	0	1	0	0	0	1
Oral tobacco (snus)	1	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0	1	0	0	0	2	1	1	0	1	0	3	17
Heated tobacco products	1	1	0	1	0	1	1	0	1	1	0	1	3	2	2	1	0	2	0	0	1	0	1	1	1	1	1	0
Chewing tobacco	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	1	0	0
Nasal tobacco (snuff)	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	1	1	0	1	0	0
Nicotine pouches	0	1	0	0	3	0	1	1	0	0	0	0	1	0	0	0	1	0	1	0	1	0	0	0	0	0	2	4
Other (SPONTANEOUS)	1	3	0	1	2	1	0	1	0	1	1	1	0	1	2	0	4	1	0	3	1	1	1	1	2	1	2	2
Don't know	3	8	1	8	9	5	2	2	0	1	1	1	2	2	3	3	6	2	4	10	6	2	1	2	2	2	9	8

1st MOST FREQUENTLY MENTIONED ITEM
 2nd MOST FREQUENTLY MENTIONED ITEM
 3rd MOST FREQUENTLY MENTIONED ITEM

⁴⁷ QD11a. Which of the following products was the first one you started using regularly? Boxed cigarettes; Hand-rolled cigarettes; Cigars; Cigarillos; Pipe; Water; Pipe tobacco (shisha, hookah); Oral tobacco (snus); Chewing tobacco; Nasal tobacco

(snuff); E-cigarettes or similar electronic devices; Heated tobacco products; Other (SPONTANEOUS); DK.

⁴⁸ Due to the small sample size comparisons between 2020 and 2022 should be approached with caution.

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Attitudes of Europeans towards tobacco and related products

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

- Women (82%) are slightly more likely than men (78%) to have had their first experience of tobacco by smoking boxed cigarettes.
- Among those aged 15-24, 15% mention e-cigarettes, while more than half (52%) of the same demographic mention boxed cigarettes, compared with more than three quarters (76-86%) of those in all other age categories. A significant proportion of young respondents started smoking with hand-rolled cigarettes (12%).
- The longer these respondents remained in full-time education the less likely they are to have started smoking with boxed cigarettes. For instance, eight in ten (79%) of those who left education aged 20 or more say this, compared with 85% of those finishing education aged 15 or less.
- Retirees (86%) and manual workers (85%) are the most likely to have started smoking with boxed cigarettes, particularly when compared with students (47%).
- At least eight in ten among those who identify as working class (86%), upper class (84%), and lower-middle class (80%) have started smoking with boxed cigarettes, compared to less than eight in ten among middle class (78%) and upper-middle class (68%) respondents.

QD11a Which of the following products was the first one you started using regularly?
(% - EU)

	Boxed cigarettes	Hand-rolled cigarettes	Cigars	Cigarillos	Pipe	Water pipe tobacco (shisha, hookah)	Oral tobacco (snus)	Chewing tobacco	Nasal tobacco (snuff)	Nicotine pouches	E-cigarettes or similar electronic devices	Heated tobacco products	Other (SPONTANEOUS)	Don't know
EU27	79	8	1	1	1	1	1	0	0	0	3	1	1	3
Gender														
Man	78	9	1	1	1	1	1	0	0	0	3	1	1	3
Woman	82	6	1	0	0	1	0	0	0	0	4	1	1	4
Age														
15-24	52	12	1	0	0	4	2	0	0	1	15	2	2	9
25-39	76	9	1	1	1	2	1	0	0	1	2	1	1	4
40-54	85	6	1	1	0	0	1	0	0	0	1	1	1	3
55 +	86	6	1	1	1	0	1	0	0	0	1	0	1	2
Education (End of)														
15-	85	9	0	1	1	0	0	0	0	0	2	1	0	1
16-19	84	7	1	0	0	1	1	0	0	0	2	1	1	2
20+	79	7	1	1	1	2	1	0	0	0	2	1	1	4
Still studying	47	13	1	0	0	5	1	0	0	1	14	2	2	14
Socio-professional category														
Self-employed	80	8	1	0	0	1	1	1	0	0	3	2	1	2
Managers	77	5	1	1	1	2	2	0	0	1	2	1	2	5
Other white collars	79	7	1	1	0	1	2	0	0	0	2	1	2	4
Manual workers	85	7	1	0	0	1	1	0	0	0	2	1	0	2
House persons	82	9	0	1	0	1	0	0	1	0	4	0	0	2
Unemployed	72	18	2	1	0	1	0	0	0	1	3	0	0	2
Retired	86	7	1	1	1	0	0	0	0	0	1	0	1	2
Students	47	13	1	0	0	5	1	0	0	1	14	2	2	14
Difficulties paying bills														
Most of the time	82	8	1	0	0	1	0	0	0	1	4	1	1	1
From time to time	80	9	1	1	0	1	1	0	0	1	2	1	1	2
Almost never/ Never	79	7	1	1	1	1	1	0	0	0	3	1	1	4
Consider belonging to														
The working class	86	8	1	0	0	0	0	0	0	0	2	0	1	2
The lower middle class	80	9	1	0	1	1	1	0	0	0	3	0	1	3
The middle class	78	8	1	1	1	1	1	0	0	0	3	1	1	4
The upper middle class	68	6	2	1	1	3	2	0	0	1	5	2	2	7
The upper class	84	8	2	0	1	1	0	0	0	0	0	1	0	3

Special Eurobarometer 539

Attitudes of Europeans towards tobacco and related products

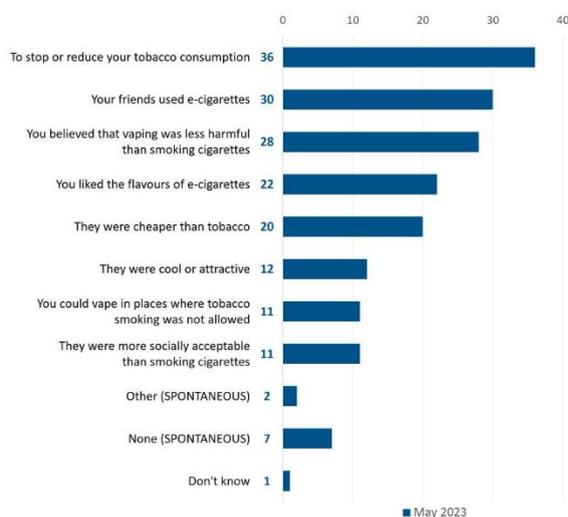
May-June 2023

2. Reasons for taking up e-cigarettes and heated tobacco products

More than a third of e-cigarette users took up e-cigarettes to try to curb their tobacco consumption⁴⁹

Among those who currently use e-cigarettes, who used to use them but have stopped, and those who have tried them once or twice, by far the most frequently mentioned factor for taking up e-cigarettes is **to stop or reduce tobacco consumption**⁵⁰. More than a third of e-cigarette users (36%) say they started vaping for this reason, an increase of 13 percentage points compared to 2020⁵¹. Three in ten (30%, +21%) say **their friends used e-cigarettes**. Close to three in ten (28%, -7) say they started because they **believed that vaping was less harmful than using tobacco**, while over one in five (22%, +10) cite the fact that they **liked the flavours of e-cigarettes**, while around the same proportion (20%, +10) mention the fact that **they were cheaper than tobacco**. More than one in ten (12%, +9) mention the fact that they thought e-cigarettes **were cool or attractive**, with a comparable proportion (11%, +7) citing as a reason that they **could vape in places where tobacco smoking was not allowed**, or that they were more socially acceptable than smoking cigarettes (11%).

QD9a Which of the following factors, if any, were important in your decision to start using e-cigarettes? (MAX. 3 ANSWERS) (% - EU27)



Base: 2276

There are some interesting differences to be noted between different EU Member States. France is the only country where more than half (58%) say they decided to start using e-cigarettes to stop or reduce their tobacco consumption, followed by Cyprus (47%) and Denmark (41%). Respondents are least likely to give this reason in Slovenia (7%), Hungary (12%), and Latvia, Slovakia, and Poland (16% all). Friends using e-cigarettes is cited by at least half

of the respondents as a reason to start using e-cigarettes in Hungary (56%), and Germany and Sweden (both 50%). Respondents are most likely to say they believe that vaping is less harmful than smoking cigarettes in Cyprus (39%), Slovakia (38%), and Ireland (35%), while liking the flavours of e-cigarettes are cited most in Ireland (39%), Poland (36%), and France (31%). The coolness or attractiveness of e-cigarettes are cited most in Poland (28%), Spain (26%), and Italy (24%). Being able to vape in places where tobacco smoking is not allowed is most likely to be mentioned in Bulgaria (26%), Austria (22%), and Hungary (19%). Respondents are most likely to say that e-cigarettes are more socially acceptable than smoking cigarettes in Austria (39%), Poland (31%), and Slovenia (23%).

The **socio-demographic analysis** reveals the following patterns among e-cigarette users:

- Men are slightly more likely than women to mention the belief that **vaping was less harmful than using tobacco** (32% compared with 25%) or that their **friends used e-cigarettes** (31% compared with 29%) as reasons for taking up e-cigarettes. Conversely, women are more likely than men to mention using e-cigarettes **to stop or reduce their tobacco consumption** (40% vs 31%).
- The youngest respondents are the least likely to say that they started using e-cigarettes **to stop or reduce their tobacco consumption** (17% compared with 39%-51% among other age groups), but the most likely to say that **their friends used e-cigarettes** (46% compared with 17-30%), and that they **liked the flavours of e-cigarettes** (36% compared with 9%-21%), or that e-cigarettes **were cool or attractive** (17% compared with 8%-12%).
- E-cigarette users who have left full-time education aged 15 or younger are the most likely to say they started using e-cigarettes **to stop or reduce their tobacco consumption** (48% vs 42% of those ending education aged 20 or older), and the most likely to mention that their friends used e-cigarettes (27% vs 21%), and that e-cigarettes **were cool or attractive** (14% vs 9%).
- There are no clear patterns in terms of socio-professional categories. Retirees are the most likely (56%) to say they took up e-cigarettes **to stop or reduce their tobacco consumption**, especially compared to managers (44%) or students (12%). Manual workers and managers are the most likely (34%-35%) to say that they **believed vaping was less harmful than using tobacco**, particularly compared to the students (22%), and house persons (11%). A majority (53%) of the students mention that their **friends use e-cigarettes**, compared to 28% of manual workers and 14% of retirees. 24% of other white-collar

⁴⁹ Due to a low sample base these results should be viewed with caution.

⁵⁰ QD9a. Which of the following factors, if any, were important in your decision to start using e-cigarettes? (MAX. 3 ANSWERS) To stop or reduce your tobacco consumption. Your friends used e-cigarettes. You believed that vaping was less harmful than smoking cigarettes. You liked the flavours of e-cigarettes. They were cheaper than tobacco. They were cool or attractive. You could vape in places where

tobacco smoking was not allowed. They were more socially acceptable than smoking cigarettes. Other. Don't know. None (SPONTANEOUS).

⁵¹ Due to the low number of respondents and some options not being available in 2020, comparisons between 2020 and the current results should be approached with the utmost caution.

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workers mention that e-cigarettes **were cheaper than tobacco** as a factor leading them to start, compared with 7% of the students.

QD9a Which of the following factors, if any, were important in your decision to start using e-cigarettes? (MAX. 3 ANSWERS)
(% - EU)

	To stop or reduce your tobacco consumption	They were cool or attractive	You could vape in places where tobacco smoking was 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 smoking cigarettes	They were more socially acceptable than smoking cigarettes	Other (SPONTANEOUS)	None (SPONTANEOUS)	Don't know
EU27	36	12	11	20	30	22	28	11	2	7	1
Gender											
Man	31	12	11	21	31	18	32	12	2	9	1
Woman	40	12	11	18	29	26	25	9	2	6	1
Age											
15-24	17	17	13	9	46	36	23	14	2	5	0
25-39	40	10	9	23	30	21	29	8	2	5	2
40-54	39	12	9	23	24	18	29	12	2	10	0
55 +	51	8	14	24	17	9	34	9	2	10	0
Education (End of)											
15-	48	14	12	23	27	12	30	9	1	5	0
16-19	38	11	13	23	28	22	27	10	2	6	2
20+	42	9	9	20	21	15	33	12	2	9	0
Still studying	12	16	10	7	53	40	22	10	2	5	0
Socio-professional category											
Self-employed	24	21	8	11	29	21	24	15	1	13	0
Managers	44	5	10	18	31	19	34	9	0	10	0
Other white collars	36	12	12	16	26	24	25	11	3	8	0
Manual workers	38	9	10	28	28	21	35	12	1	6	1
House persons	43	19	11	26	22	4	11	10	0	11	9
Unemployed	40	13	15	18	27	18	30	10	3	5	0
Retired	56	9	15	25	14	8	29	9	3	7	0
Students	12	16	10	7	53	40	22	10	2	5	0
Difficulties paying bills											
Most of the time	45	9	7	25	29	24	21	5	2	7	0
From time to time	42	13	12	20	24	16	31	11	0	6	2
Almost never/ Never	33	12	11	19	32	23	29	11	2	8	1
Consider belonging to											
The working class	43	9	11	25	24	12	33	8	2	7	1
The lower middle class	39	11	9	22	30	23	25	13	2	6	0
The middle class	35	13	11	17	31	25	29	11	2	7	1
The upper middle class	21	12	14	18	44	22	19	9	1	11	1
The upper class	26	5	1	4	19	35	37	31	14	2	3

Special Eurobarometer 539

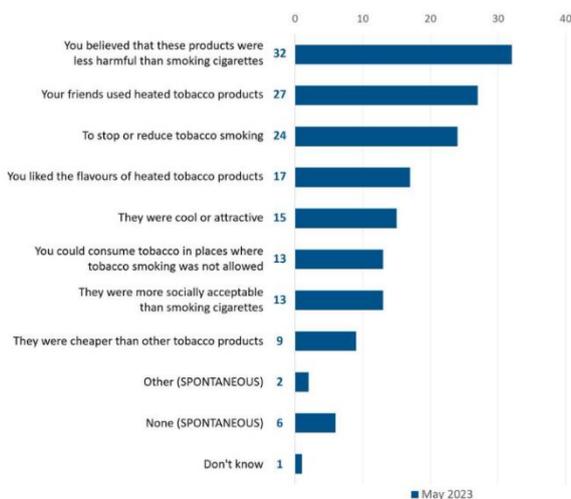
Attitudes of Europeans towards tobacco and related products

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Nearly one in three started using heated tobacco products because they believed that these products were less harmful than smoking tobacco products

Unlike in the case of e-cigarettes, users of heated tobacco products most frequently mention the fact that **they believed that these products were less harmful than smoking tobacco products** (32%) as an important factor in their decision to start using them, representing a remarkable decline (-9) compared to 2020. More than one quarter (27%, +14) say they started because **their friends used heated tobacco products**, while around the same proportion (24%, +13) say they did so **to stop or reduce tobacco smoking**. Close to one in five (17%, +3) mention the fact that they **liked the flavours of heated tobacco products** or that they thought these products were **cool or attractive** (15%, +10). More than one in ten (13%, +8) cite the fact that they **could consume tobacco in places where tobacco smoking was not allowed**, or that these products were more socially acceptable than smoking cigarettes (also 13%). Less than one in ten (9%, +5) mention that **they were cheaper than other tobacco products**.

QD9b Which of the following factors, if any, were important in your decision to start using heated tobacco products? (MAX. 3 ANSWERS)
(% - EU27)



Base: 464

At the **national level**, we see that users of heated tobacco products are most likely to mention believing that these products were less harmful than smoking cigarettes in Portugal (72%), Cyprus (53%), and Greece (50%), and least likely to do so in Sweden (7%), Belgium (9%), and Germany (12%). They are most likely to mention that their friends used heated tobacco products in Germany (73%), Belgium (65%), and Sweden (57%)⁵².

The **socio-demographic analysis** highlights only few statistically reliable patterns among heated tobacco product users.

- Women are slightly more likely than men to take up heated tobacco products because they **believed that these products were less harmful than smoking tobacco products** (33% vs 31%), **because they were cool or attractive** (17% vs 14%), or because they **could**

consume tobacco in places where tobacco smoking was not allowed (15% vs 10%). Conversely, men are more likely to mention that their **friends used heated tobacco products** (29% vs 26%) and to **stop or reduce tobacco smoking** (27% vs 22%).

- Users of heated tobacco products aged 55 and up are more likely (50%) to believe that these products were less harmful than smoking cigarettes than younger age groups (23%-29%). The oldest cohort is also most likely to start using heated tobacco products to stop or reduce tobacco smoking (36%) compared to 12%-29% among the other age groups. Close to four in ten (38%) of those aged 40-54 mention that their friends used heated tobacco products compared to 22%-23% among the other age groups.
- Those who finished education aged 20 or more are less likely than who left aged 15 or younger to say they started using heated tobacco products because they **believed they were less harmful than smoking tobacco products** (31% vs 44%) or because they **could consume tobacco in places where tobacco smoking was not allowed** (32% vs 11%). Conversely, the latter group are more likely to mention that their **friends used heated tobacco products** (29% vs 12%) as a reason.

⁵² Due to the low sample rate these results should be viewed with caution.

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QD9b Which of the following factors, if any, were important in your decision to start using heated tobacco products? (MAX. 3 ANSWERS)
(% - EU)

	To stop or reduce tobacco smoking	They were cool or attractive	You could consume tobacco in places where tobacco smoking was not allowed	They were cheaper than other tobacco products	Your friends used heated tobacco products	You liked the flavours of heated tobacco products	You believed that these products were less harmful than smoking cigarettes	They were more socially acceptable than smoking cigarettes	Other (SPONTANEOUS)	None (SPONTANEOUS)	Don't know
EU27	24	15	13	9	27	17	32	13	2	6	1
Gender											
Man	27	14	10	8	29	18	31	10	0	6	1
Woman	22	17	15	10	26	16	33	16	3	7	0
Age											
15-24	12	16	9	6	22	24	23	16	2	12	4
25-39	19	23	14	11	23	23	29	13	1	8	0
40-54	29	6	9	7	38	12	29	11	2	3	0
55 +	36	14	17	8	23	10	50	13	4	4	0
Education (End of)											
15-	20	19	32	24	12	9	44	36	0	0	0
16-19	28	12	13	10	30	18	37	11	1	3	0
20+	22	14	11	7	29	17	31	14	3	10	0
Still studying	22	31	7	3	18	16	9	7	3	11	5
Socio-professional category											
Self-employed	31	24	10	2	26	13	29	8	1	3	0
Managers	7	20	17	1	28	24	40	16	0	10	0
Other white collars	18	12	13	13	27	10	33	21	5	10	0
Manual workers	32	8	11	16	33	26	31	13	2	3	0
House persons	13	23	20	0	31	13	39	10	0	2	0
Unemployed	39	3	15	7	14	20	30	1	2	15	0
Retired	34	1	18	18	26	5	56	12	1	2	0
Students	22	31	7	3	18	16	9	7	3	11	5
Difficulties paying bills											
Most of the time	22	4	23	14	13	13	70	3	0	1	1
From time to time	25	18	11	12	26	20	25	18	1	4	0
Almost never/ Never	24	15	12	6	31	16	30	11	3	9	1
Consider belonging to											
The working class	23	21	20	15	22	17	39	14	4	5	1
The lower middle class	26	9	10	21	30	20	46	9	0	1	0
The middle class	26	14	13	6	24	19	30	14	2	8	1
The upper middle class	19	17	7	2	54	7	25	5	0	3	0
The upper class	33	0	0	0	0	0	33	0	0	67	0

Special Eurobarometer 539

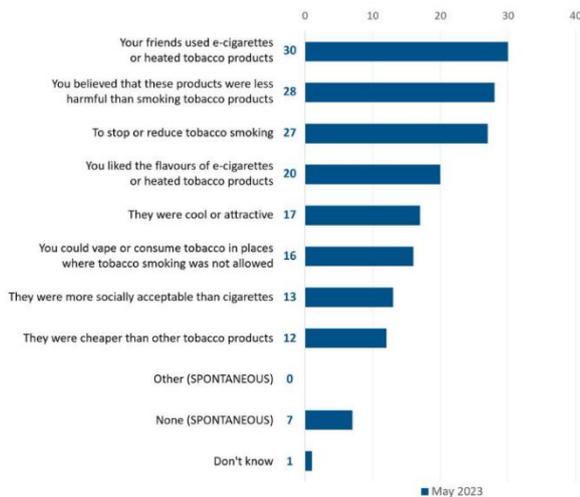
Attitudes of Europeans towards tobacco and related products

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Close to one in three started using heated tobacco products and e-cigarettes because their friends used e-cigarettes or heated tobacco products

Users of heated tobacco products and e-cigarettes most frequently mention the fact that **their friends used heated tobacco products** (30%) as an important factor in their decision to start using them. Close to three in ten (28%) say they believe that these products were **less harmful than smoking tobacco products**. Around the same proportion (27%) say they did so **to stop or reduce tobacco smoking**. One in five (20%) mention the fact that they **liked the flavours of heated tobacco products** with slightly lower proportions (17%) saying that they thought these products were **cool or attractive**, followed by 16% who cite the fact that they **could consume tobacco in places where tobacco smoking was not allowed**, or that these products were more socially acceptable than smoking cigarettes (13%). Over one in ten (12%) mention that **they were cheaper than other tobacco products**.

QD9c Which of the following factors, if any, were important in your decision to start using heated tobacco products and e-cigarettes? (MAX. 3 ANSWERS)
(% - EU27)



Base: 1362

QD9c Which of the following factors, if any, were important in your decision to start using heated tobacco products and e-cigarettes? (MAX. 3 ANSWERS)
(% - EU)

	To stop or reduce tobacco smoking	They were cool or attractive	You could vape or consume tobacco in places where tobacco smoking was not allowed	They were cheaper than other tobacco products	Your friends used e-cigarettes or heated tobacco products	You liked the flavours of e-cigarettes or heated tobacco products	You believed that these products were less harmful than smoking tobacco products	They were more socially acceptable than cigarettes	Other (SPONTANEOUS)	None (SPONTANEOUS)	Don't know
EU27	27	17	16	12	30	20	28	13	0	7	1
Gender											
Man	29	16	19	10	31	20	27	13	0	8	1
Woman	25	17	11	15	30	21	29	13	0	6	0
Age											
15-24	17	23	15	11	32	28	18	12	1	10	2
25-39	26	18	17	11	26	15	31	13	0	6	0
40-54	36	11	16	15	36	23	30	11	0	4	0
55+	32	13	12	9	29	15	31	18	0	9	0

⁵³ Due to the low sample rate these results should be viewed with caution.

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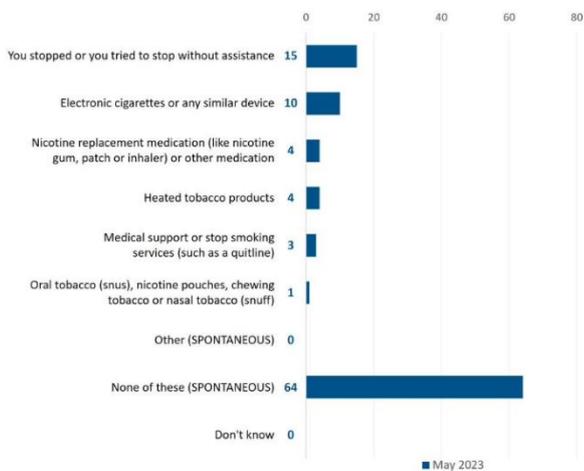
3. Products tried to stop smoking

Two thirds of those who are still smoking using e-cigarettes or heated tobacco products, and have tried to stop, did not seek any assistance

Those who tried stopping were asked whether they used any aids attempting to give up smoking. Only a small proportion of smokers who have given up smoking or have attempted to give up smoking used one of the methods of assistance available. Close two thirds (64%) say they gave up smoking – or attempted to give up smoking – **without using any of these methods**.

Around one in seven (15%, -62) of those who still smoke, and have tried to stop, using e-cigarettes or heated tobacco products over the past 12 months say they did so **without assistance**, while nearly two in three (64%) spontaneously said that they have used **none of these** suggested methods to stop smoking⁵⁴. One in ten (10%, =) mention **electronic cigarettes or any similar device**, while a small proportion cite **nicotine replacement medication (like nicotine gum, patch or inhaler) or other medication** (4%, -8), **heated tobacco products** (4%, +2), **medical support or stop smoking services (such as a quitline)** (3%, -3), or **oral tobacco (snus), chewing tobacco or nasal tobacco (snuff)** (1%, -1).

QD13a Have you ever tried any of the following products in order to stop or to try to stop smoking in the last 12 months? (MULTIPLE ANSWERS POSSIBLE)
(% - EU27)



Base: 6488

The **country-level analysis** highlights notable differences in the shares of those who attempted to stop smoking **without assistance**. Overall, in 10 countries, at least one in five among those who tried stopping say they have attempted to do so without assistance. This proportion is the highest in Poland (30%), Malta and Slovenia (both 27%), and Ireland and Belgium (both 22%). At

the other end of the spectrum, less than one in ten say this in Bulgaria (5%), Hungary (7%), Czechia (8%), and Germany (9%).

In two countries, among those who still smoke, and have tried to stop, at least one in five mention **electronic cigarettes or any similar device**: Luxembourg (23%) and Belgium (21%), with the lowest scores seen in Romania (3%), Portugal (4%), and Lithuania (5%).

The **socio-demographic analysis** highlights the following differences among those who tried to quit the habit:

- The youngest (aged 15-39) of these respondents are more likely (15%) to have stopped or attempted to stop smoking using **e-cigarettes or any similar device** than those aged 40-54 (10%) and those aged 55 and up (5%). The latter group in contrast is more likely (17%) to have stopped or tried stopping without any assistance than those aged 15-24 (13%). Those aged 25-54 (5%) are the most likely to have used **nicotine replacement or other medication**, especially compared with the youngest (2%).
- Respondents who finished their education past the age of 20 are somewhat more likely (18%) to have given up or tried to give up smoking **without the use of aids** than those who finished their education aged 15 or younger (15%). The same is true with regard to electronic cigarettes or any similar device (13% vs 4%).
- Managers and retirees are the most likely (18%) to have stopped or attempted to stop smoking **without assistance** (compared with 10%-17% among other categories). The unemployed are the most likely (16%) to have used **e-cigarettes** (compared 5% to 12% among other categories).
- The more often these respondents have difficulties paying their bills, the more likely they are to mention **nicotine replacement or other medication** (6% of those who have difficulties most of the time, compared with 3% of those who never or almost never have difficulties).

⁵⁴ QD13a. Which of the following did you use in order to stop or to try to stop using e-cigarettes or heated tobacco products? MULTIPLE ANSWERS POSSIBLE) Nicotine replacement medication (like nicotine gum, patch or inhaler) or other medication; Electronic cigarettes or any similar device; Heated tobacco products; 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); DK.

⁵⁵ We compiled the proportions of those answering 'You stopped or you tried to stop without assistance' and 'None of these' as both mean more or less the same thing. While in 2020 nobody answered 'None of these', as this was not offered as an option, we do urge the reader to approach the comparison with the necessary caution.

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QD13a Have you ever tried any of the following products in order to stop or to try to stop smoking in the last 12 months? (MULTIPLE ANSWERS POSSIBLE)
(% - EU)

	Nicotine replacement medication (like nicotine gum, patch or inhaler) or other medication	Electronic cigarettes or any similar device	Heated tobacco products	Oral tobacco (snus), nicotine pouches, 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)	None of these (SPONTANEOUS)	Don't know
EU27	4	10	4	1	3	15	0	64	0
 Gender									
Man	4	10	3	2	3	15	0	66	0
Woman	5	11	5	1	3	16	0	62	0
 Age									
15-24	2	15	6	2	1	13	0	65	0
25-39	5	15	5	2	2	14	0	61	1
40-54	5	10	5	1	4	16	0	62	0
55 +	4	5	3	1	3	17	0	69	0
 Education (End of)									
15-	4	4	1	2	2	15	0	75	0
16-19	4	10	4	1	3	14	0	66	0
20+	6	13	5	1	3	18	0	58	1
Still studying	2	11	5	2	2	16	0	65	0
Socio-professional category									
Self-employed	3	12	12	2	4	17	0	56	0
Managers	4	12	5	2	2	18	0	60	0
Other white collars	5	11	7	1	2	14	0	63	0
Manual workers	5	11	3	1	3	16	0	65	0
House persons	9	8	5	1	4	10	0	71	0
Unemployed	3	16	2	0	3	10	0	67	2
Retired	5	5	1	1	3	18	1	68	0
Students	2	11	5	2	2	16	0	65	0
 Difficulties paying bills									
Most of the time	6	11	3	1	1	14	0	66	1
From time to time	6	11	5	2	4	17	0	61	0
Almost never/ Never	3	10	4	1	2	15	0	66	0
Consider belonging to									
The working class	5	8	2	1	2	17	0	68	1
The lower middle class	3	13	4	1	1	13	0	67	0
The middle class	4	11	6	2	3	15	0	62	0
The upper middle class	8	10	8	1	4	16	0	53	0
The upper class	7	5	4	0	3	26	0	58	0

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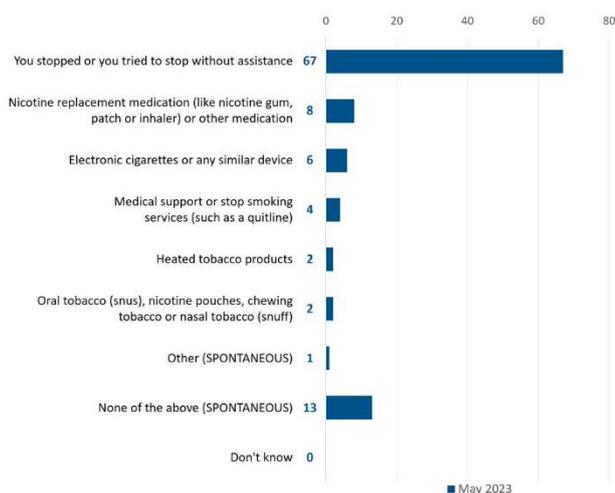
Attitudes of Europeans towards tobacco and related products

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Two thirds of those who have quit smoking using e-cigarettes or heated tobacco products, did not seek any assistance

Eight in ten (80%, +3) of those who used to smoke e-cigarettes or heated tobacco products but no longer do say they did so **without assistance**. The remaining respondents have attempted to stop using one of the methods of assistance available^{56,57}. Nearly one in ten (8%, -4) mention **nicotine replacement medication (like nicotine gum, patch or inhaler) or other medication**, while 6% (-4) cite **electronic cigarettes or any similar device**. A small proportion (4%, -2) resorted to **medical support or stop smoking services (such as a quitline)**, whereas smaller proportions resorted **heated tobacco products (2%, =)**, or **oral tobacco (snus), chewing tobacco or nasal tobacco (snuff) (2%, =)**⁵⁸.

QD13b Which of the following products, if any, have you used in the past in order to stop smoking?
(MULTIPLE ANSWERS POSSIBLE)
(% - EU27)



Base: 5174

At the **national level**, we see that in 12 countries, more than seven in ten of those who used to smoke e-cigarettes or heated tobacco products but no longer do, stopped **without assistance**, with the highest scores seen in the Netherlands (79%), Croatia (75%), and Czechia (74%). They are least likely to say this in Denmark (48%), Austria (53%), and Sweden (54%). **Nicotine replacement medication** was mentioned most in Finland (17%), Sweden and France (both 16%), and Malta (15%). Respondents are most likely to mention **electronic cigarettes or any similar device** in Ireland (16%), Cyprus (14%), and Latvia (13%), while **medical support** or stop smoking services (such as a quitline) is most mentioned in Austria (15%), Denmark (9%), and Luxembourg (8%).

⁵⁶ QD13b. QD13b. Which of the following products, if any, have you used in the past in order to stop smoking? (MULTIPLE ANSWERS POSSIBLE) Nicotine replacement medication (like nicotine gum, patch or inhaler) or other medication; Electronic cigarettes or any similar device; Heated tobacco products; 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); DK.

The **socio-demographic analysis** shows the following:

- Men are more likely than women to say they stopped without assistance (70% vs 64%). Conversely, women are more likely than men to mention nicotine replacement medication (9% vs 7%) and electronic cigarettes or any similar device (8% vs 5%).
- Older respondents are more likely to have stopped without assistance, with more than seven in ten (73%) of those aged 55 and up saying this compared to 54%-63% among the other age groups. Those aged 15-24 on the contrary are the most likely (15%) to mention electronic cigarettes compared to 12% of those aged 25-39, 8% of those aged 40-54, and 3% of those aged 55 and up.
- Among those who used to smoke e-cigarettes or heated tobacco products but no longer do, those who left school aged 15 or younger are more likely (75%) to have stopped without assistance than those who continued their education beyond the age of 20 (64%).
- Manual workers are the most likely (10%) to mention nicotine replacement medication, especially compared to students (7%) or house persons (1%).
- Those who face financial difficulties most of the time are the most likely (11%) to mention electronic cigarettes compared to 6% of those who never face such issues.
- Those who consider themselves as belonging to the upper class are the most likely (77%) to have stopped without assistance, especially compared to members of the lower-middle class (63%).

⁵⁷ We compiled the proportions of those answering 'You stopped or you tried to stop without assistance' and 'None of these' as both mean more or less the same thing. While in 2020 nobody answered 'None of these', as this was not offered as an option, we do urge the reader to approach the comparison with the necessary caution.

⁵⁸ These results differ from 13a because there is no time limit as to when the respondents gave up smoking, whereas they might not necessarily have had all the instruments available to them in the past 12 months.

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QD13b Which of the following products, if any, have you used in the past in order to stop smoking? (MULTIPLE ANSWERS POSSIBLE)
(% - EU)

	Nicotine replacement medication (like nicotine gum, patch or inhaler) or other medication	Electronic cigarettes or any similar device	Heated tobacco products	Oral tobacco (snus), nicotine pouches, 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)	None of the above (SPONTANEOUS)	Don't know
EU27	8	6	2	2	4	67	1	13	0
Gender									
Man	7	5	1	2	4	70	1	13	0
Woman	9	8	2	2	4	64	0	14	0
Age									
15-24	3	15	2	6	2	54	1	20	0
25-39	8	12	4	3	3	61	0	15	0
40-54	9	8	2	1	6	63	1	15	0
55 +	8	3	1	1	4	73	1	12	0
Education (End of)									
15-	6	2	1	0	3	75	1	13	0
16-19	8	6	2	1	5	68	1	12	0
20+	9	7	1	2	4	64	1	14	0
Still studying	7	13	2	5	4	59	1	14	1
Socio-professional category									
Self-employed	8	8	3	2	7	67	0	11	0
Managers	9	6	2	2	4	65	1	14	1
Other white collars	7	10	2	2	3	65	1	15	0
Manual workers	10	8	2	3	4	64	1	14	0
House persons	1	11	4	0	4	70	3	9	0
Unemployed	9	10	1	1	6	60	0	20	0
Retired	8	3	1	1	5	72	1	13	0
Students	7	13	2	5	4	59	1	14	1
Difficulties paying bills									
Most of the time	9	11	2	0	7	64	0	15	0
From time to time	7	8	3	2	4	66	1	13	0
Almost never/ Never	8	6	1	2	4	68	1	14	0
Consider belonging to									
The working class	9	6	0	1	5	69	1	14	0
The lower middle class	10	9	2	2	4	63	1	14	1
The middle class	7	6	2	2	4	68	1	13	0
The upper middle class	9	4	1	1	6	70	0	10	0
The upper class	2	6	2	2	2	77	0	13	0

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4. Effectiveness of e-cigarettes and HTP on giving up smoking traditional tobacco products

Half say electronic cigarettes help them stop or reduce their tobacco consumption

Respondents who currently smoke or used to smoke tobacco but also use, used or tried e-cigarettes or a similar device, were asked whether the use of electronic cigarettes or any similar device help them to stop or reduce their tobacco consumption⁵⁹.

Overall, half (50%) say that the use of electronic cigarettes or any similar device helps them to stop or reduce to some extent their tobacco consumption. On the other hand, almost half (46%) say that it doesn't. More than four in ten (42%) of the respondents say that they did not reduce their tobacco consumption at all, while close to one in four (23%) indicate that they reduced their tobacco consumption but did not stop.

Only one in five (21%) respondents say that they stopped smoking tobacco completely. A small proportion (6%) say that they stopped smoking tobacco for a while but then started again, while 4% say they actually increased their tobacco consumption.

QD10a. 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? (% - EU27)

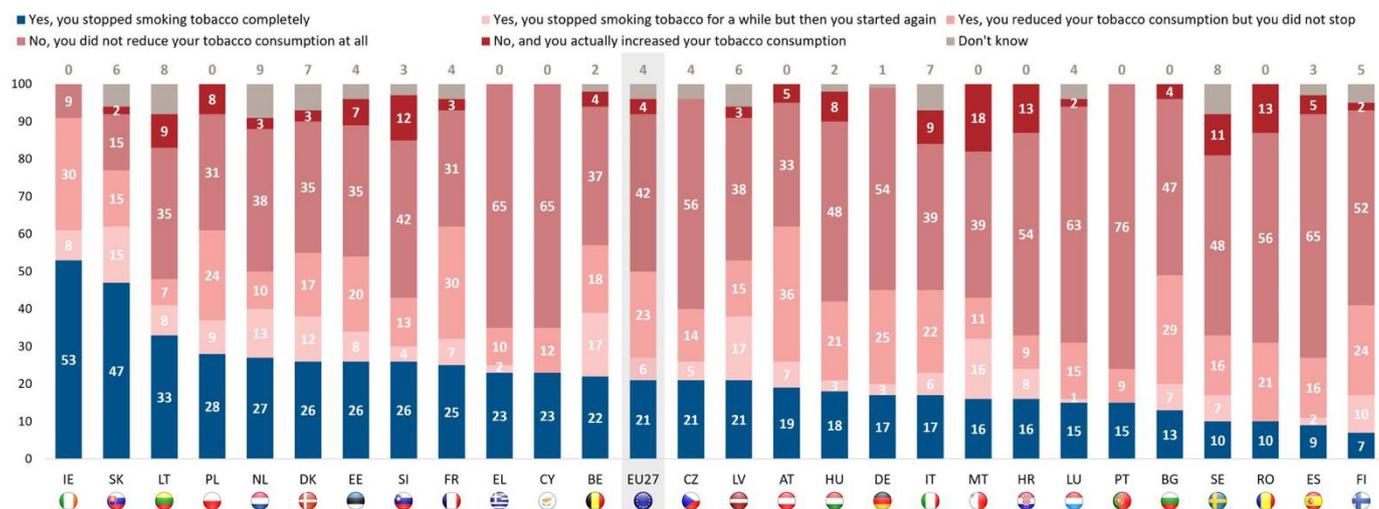


- Yes, you stopped smoking tobacco completely
- Yes, you stopped smoking tobacco for a while but then you started again
- Yes, you reduced your tobacco consumption but you did not stop
- No, you did not reduce your tobacco consumption at all
- No, and you actually increased your tobacco consumption
- Don't know

Base: 1891

At the **national level**, we see that respondents are most likely to say that the use of electronic cigarettes or any similar device helped them stop their tobacco consumption completely in Ireland (53%), Slovakia (47%), and Lithuania (33%). They are least likely to say this in Finland (7%), Spain (9%), and Romania and Sweden (both 10%). In nine countries, more than half of the respondents say they did not reduce their tobacco consumption at all, with the highest scores seen in Portugal (76%), Greece, Spain, and Cyprus (65% all), and Luxembourg (63%). In three countries, at least three in ten say they reduced their tobacco consumption, but they did not stop: Austria (36%), and France and Ireland (both 30%).

QD10a. 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? (%)



⁵⁹ QD10a. 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?

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The **socio-demographic analysis** shows the following:

- Women are slightly more likely than men to say they reduced their tobacco consumption but did not stop (25% vs 22%).
- Respondents aged 15-24 are the most likely (30%) to say they reduced their tobacco consumption but did not stop, compared to 18%-24% among the older cohorts. Respondents aged 40 and up are more likely (7%-8%) to say they stopped smoking tobacco for a while but then started again than those aged 15-39 (5%).
- Those who left school aged 20 and up are more likely (25%) to have stopped tobacco completely than those who quit school aged 15 or younger (18%).
- Retirees are more likely to have stopped tobacco completely (26%), especially compared to manual workers (19%), or the unemployed (15%).
- Respondents who never have difficulties paying their bills are more likely (25%) to say that they stopped smoking tobacco completely than those who face such issues most of the time (13%).

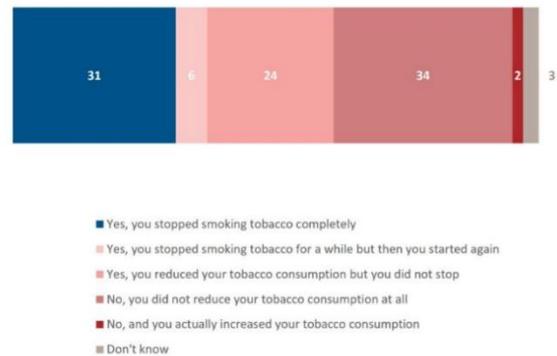
A majority of those who said that they smoke or used to smoke tobacco but also use, used or tried heated tobacco products say heated tobacco products help them to reduce but not necessarily stop their tobacco consumption⁶⁰

Respondents were asked whether the use of electronic cigarettes or any similar device help them to stop or reduce their tobacco consumption⁶¹.

More than six in ten (61%) of the respondents say that the use of heated tobacco products helps them to stop or reduce their tobacco consumption. Less than four in ten (36%) say that it doesn't. Over a third (34%) of the respondents say that they did not reduce their tobacco consumption at all, while three in ten (31%) indicate that they stopped smoking completely.

Around one in four (24%) respondents say that they reduced their tobacco consumption but did not stop. A small proportion (6%) say that they stopped smoking tobacco for a while but then started again, while 2% say they actually increased their tobacco consumption.

QD10b. You said that you smoke or used to smoke tobacco but also use, used or tried heated tobacco products. Did the use of heated tobacco products help you to stop or reduce your tobacco consumption?
(% - EU27)



Base: 416

At the **national level**, we see that respondents are most likely to say that the use of heated tobacco products helped them stop their tobacco consumption completely in Belgium (100%), Portugal (68%), and Ireland (57%). They are least likely to say this in Denmark (12%), Romania (13%), and Latvia and the Netherlands (both 17%). In seven countries, more than half of the respondents say they did not reduce their tobacco consumption at all, with the highest scores seen in Denmark (78%), France (68%), and Romania (58%). In three countries, at least three in ten say they reduced their tobacco consumption but did not stop: Hungary (44%), Slovenia (39%), France (32%), and Italy (31%).

QD10a 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)

	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
EU27	21	6	23	42	4	4
Gender						
Man	21	6	22	43	4	4
Woman	21	7	25	41	3	3
Age						
15-24	21	5	30	37	3	4
25-39	20	5	24	44	2	5
40-54	21	8	18	46	5	2
55+	22	7	23	41	5	2
Education (End of)						
15-	18	6	10	58	4	4
16-19	18	3	26	45	5	3
20+	25	11	24	35	2	3
Still studying	23	6	17	43	2	9
Socio-professional category						
Self-employed	14	9	31	41	4	1
Managers	23	6	17	48	5	1
Other white collars	21	6	28	41	3	1
Manual workers	19	4	27	43	3	4
House persons	27	9	14	36	8	6
Unemployed	15	9	23	45	3	5
Retired	26	9	19	39	4	3
Students	23	6	17	43	2	9
Difficulties paying bills						
Most of the time	13	2	23	56	6	0
From time to time	15	10	28	38	4	5
Almost never/ Never	25	6	21	42	3	3

⁶⁰ Due to the low sample rate, these results should be viewed with caution.

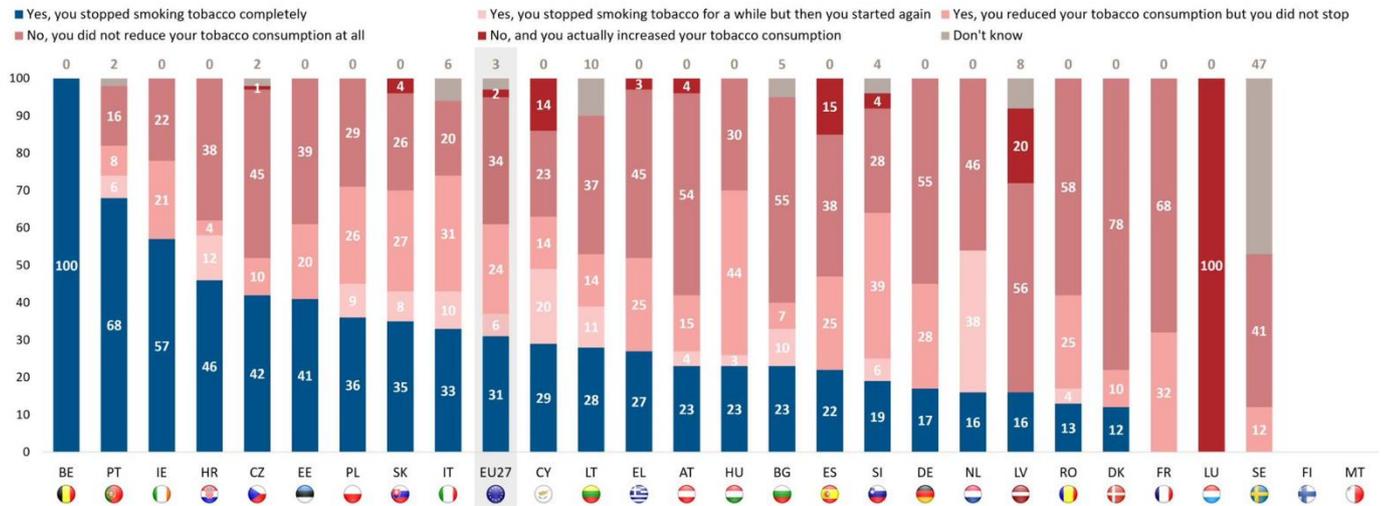
⁶¹ QD10b. You said that you smoke or used to smoke tobacco but also use, used or tried electronic cigarettes or a similar device. Did the use of heated tobacco products help you to stop or reduce your tobacco consumption?

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QD10b You said that you smoke or used to smoke tobacco but also use, used or tried heated tobacco products. Did the use of heated tobacco products help you to stop or reduce your tobacco consumption? (%)



The **socio-demographic analysis** shows the following:

- Men are more likely than women to say the use of heated tobacco products helped them to stop or reduce their tobacco consumption but did not stop (30% vs 20%).
- Respondents aged 55 and up are the most likely (29%) to say that the use of heated tobacco products helped them to reduce their tobacco consumption but did not stop, compared to 9% among the youngest cohort. Respondents aged 15-39 are more likely (33%-34%) to say they stopped smoking tobacco completely than those aged 40 and up (25%-29%).
- Those who left school aged 20 and up are more likely (35%) to have stopped tobacco completely than those who quit school aged 15 or younger (32%). The same is true with regard to those who say that they reduced their tobacco consumption but did not stop (22% vs 9%).
- Retirees are more likely to say that the use of heated tobacco products helped them to stop tobacco completely (34%), especially compared to the unemployed (26%), managers (24%) or house persons (12%).
- Respondents who have difficulties paying their bills most of the time are more likely (48%) to say that they stopped smoking tobacco completely than those who face such issues most of the time (27%).

QD10b You said that you smoke or used to smoke tobacco but also use, used or tried heated tobacco products. Did the use of heated tobacco products help you to stop or reduce your tobacco consumption? (% - EU)

	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
EU27	31	6	24	34	2	3
Gender						
Man	26	4	30	37	2	1
Woman	35	7	20	32	2	4
Age						
15-24	33	3	9	42	1	12
25-39	34	5	26	30	2	3
40-54	29	8	24	35	3	1
55+	25	5	29	40	0	1
Education (End of)						
15-	32	1	9	37	0	21
16-19	28	7	27	35	2	1
20+	35	4	22	34	2	3
Still studying	27	5	29	35	1	3
Socio-professional category						
Self-employed	33	7	32	23	0	5
Managers	24	13	21	32	7	3
Other white collars	42	8	11	32	1	6
Manual workers	28	1	31	39	1	0
House persons	12	5	32	36	15	0
Unemployed	26	3	8	58	3	2
Retired	34	6	18	42	0	0
Students	27	5	29	35	1	3
Difficulties paying bills						
Most of the time	48	1	21	29	0	1
From time to time	31	12	21	30	3	3
Almost never/ Never	27	2	28	38	2	3

Special Eurobarometer 539

Attitudes of Europeans towards tobacco and related products

May-June 2023

More than four in ten of those who smoke or used to smoke tobacco but also use, used or tried electronic cigarettes and heated tobacco products say electronic cigarettes or heated tobacco products did not help them stop or reduce their tobacco consumption⁶²

Respondents were asked whether the use of electronic cigarettes or heated tobacco products help them to stop or reduce their tobacco consumption.⁶³

Overall, more than four in ten (41%) say that the use of electronic cigarettes or heated tobacco products does not help them to stop or reduce their tobacco consumption while more than half (53%) of the respondents say that it does. One in five (21%) of the respondents say that they did not reduce their tobacco consumption at all, while 16% indicate that they stopped smoking completely.

The same proportion (16%) of respondents say that they stopped smoking tobacco for a while but then started again. A small proportion (4%) say that they increased their tobacco consumption.

QD10c. You said that you smoke or used to smoke tobacco but also use, used or tried electronic cigarettes and heated tobacco products. Did the use of electronic cigarettes or heated tobacco products help you to stop or reduce your tobacco consumption? (% - EU27)

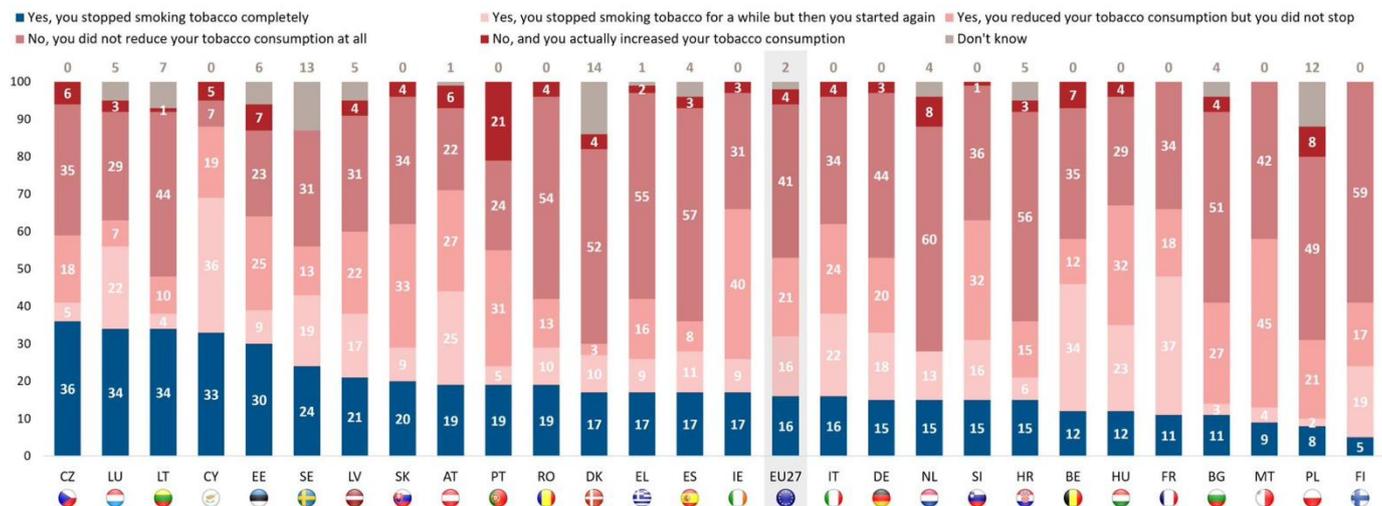


- Yes, you stopped smoking tobacco completely
- Yes, you stopped smoking tobacco for a while but then you started again
- Yes, you reduced your tobacco consumption but you did not stop
- No, you did not reduce your tobacco consumption at all
- No, and you actually increased your tobacco consumption
- Don't know

Base: 1197

At the **national level**, we see that respondents are most likely to say that the use of electronic cigarettes and/or heated tobacco products helped them stop their tobacco consumption completely in Czechia (36%), Luxembourg and Lithuania (both 34%), and Cyprus (33%). They are least likely to say this in Finland (5%), Poland (8%), and Malta (9%). In eight countries, more than half of the respondents say they did not reduce their tobacco consumption at all, with the highest scores seen in the Netherlands (60%), Finland (59%), and Croatia (56%). In six countries, at least three in ten say they reduced their tobacco consumption but did not stop, with the highest scores seen in Malta (40%), Ireland (40%), and Slovakia (33%).

QD10c. You said that you smoke or used to smoke tobacco but also use, used or tried electronic cigarettes and heated tobacco products. Did the use of electronic cigarettes or heated tobacco products help you to stop or reduce your tobacco consumption? (%)



⁶² Due to the low sample rate, these results should be viewed with caution.
⁶³ QD10c. 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 use of electronic

cigarettes or heated tobacco products help you to stop or reduce your tobacco consumption?

Special Eurobarometer 539

Attitudes of Europeans towards tobacco and related products

May-June 2023

The **socio-demographic analysis** shows the following:

- Women are more likely than men to say the use of electronic cigarettes or heated tobacco products helped them to stop smoking tobacco for a while but then started again (20% vs 13%).
- Respondents aged 40-54 are the most likely (27%) to say that the use of heated tobacco products or e-cigarettes helped them to reduce their tobacco consumption but did not stop, compared to 21% among those aged 55 and up, 19% among those aged 25-39, and 14% among those aged 15-24. Respondents aged 25-39 are more likely (21%) to say they stopped smoking tobacco completely than the other age groups (12%-15%).
- Those who left school aged 20 and up are more likely (14%) to have stopped smoking tobacco for a while but then started again than those who quit school aged 15 or younger (10%). The same is true with regard to those who say that they actually increased their tobacco consumption (6% vs 2%).
- House persons are more likely (31%) to say that the use of heated tobacco products helped them to stop tobacco completely, especially compared to manual workers, unemployed and retirees (all 12%).
- Respondents who never have difficulties paying their bills most of the time are more likely (18%) to say that they stopped smoking tobacco completely than those who face such issues most of the time (12%).

QD10c You said that you smoke or used to smoke tobacco but also use, used or tried electronic cigarettes and heated tobacco products. Did the use of electronic cigarettes or heated tobacco products help you to stop or reduce your tobacco consumption? (% - EU)

	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
EU27	16	16	21	41	4	2
Gender						
Man	16	13	20	46	3	2
Woman	17	20	21	33	6	3
Age						
15-24	12	15	14	48	6	5
25-39	21	20	19	35	3	2
40-54	14	14	27	39	4	2
55 +	15	13	21	45	5	1
Education (End of)						
15-	20	10	24	43	2	1
16-19	15	18	23	40	3	1
20+	19	14	22	37	6	2
Still studying	15	14	10	47	6	8
Socio-professional category						
Self-employed	16	22	23	37	2	0
Managers	24	19	27	25	5	0
Other white collars	18	14	26	39	2	1
Manual workers	12	13	22	46	5	2
House persons	31	16	12	40	0	1
Unemployed	12	25	16	36	5	6
Retired	12	14	9	56	7	2
Students	15	14	10	47	6	8
Difficulties paying bills						
Most of the time	12	28	15	40	5	0
From time to time	15	21	23	36	4	1
Almost never/ Never	18	10	19	44	5	4

IV. EXPOSURE TO TOBACCO SMOKE AND E-CIGARETTES OR HEATED TOBACCO PRODUCTS AEROSOLS IN PUBLIC PLACES



Special Eurobarometer 539

Attitudes of Europeans towards tobacco and related products

May-June 2023

This section of the report focuses on respondents' exposure to tobacco smoke both indoor and outdoor, as well as on their exposure to e-cigarettes and heated tobacco products aerosols.

1. Exposure to tobacco smoke in the last 6 months

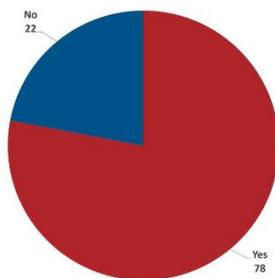
A large majority say people were using tobacco products the last time they visited public spaces (e.g., park, beach, entrance to public buildings)

Respondents were asked whether or not people were using tobacco products the last time they visited public spaces (e.g., park, beach, entrance to public buildings).⁶⁴ More than seven in ten (72%) respondents who, in the last six months, went to public spaces (e.g., park, beach, entrance to public buildings) say that, the last time they did so, they encountered people using tobacco products. Conversely, one in five of these respondents say people were not using these products.

Due to a high level of "Don't know" recorded in this question, varying significantly across countries, the data were adjusted by removing these answers from the original results. That allowed for better comparability and more meaningful description of the results. After the removal of 'Don't know' answers (5% at EU level and between 1%-10% in each of the Member States), results for were recalculated and displayed below in both text and charts, as follows.⁶⁵

Once excluded from the pool of responses those who have not visited these spaces in the past 6 months or do not know whether people were smoking in these spaces, the proportion of those who say they have seen people smoking in these spaces increases to 78%, whilst the proportion of those who say they have not seen people smoking in those spaces remains very close (22%).

QD14.5.WITHOUTDKs In (OUR COUNTRY) and in the last six months, were people smoking in ...? Public spaces (e.g., park, beach, entrance to public buildings) (% - EU27)



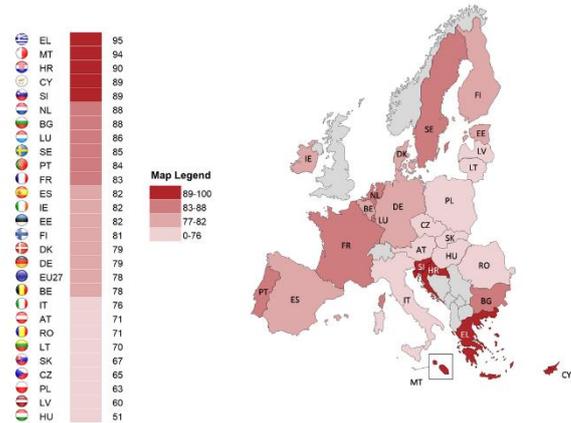
(May/June 2023)

Base: 26358

The **country-level analysis** highlights that, in 6 countries, at least eight in ten of those who went to public spaces (e.g., park, beach, entrance to public buildings) in the last six months say that

the last time they did so, people were using tobacco products. This proportion is especially high in Greece (95%), Malta (94%), and Croatia (90%). Hungary stands out with the lowest proportion of people saying this, with just over half (51%) of the respondents reporting such an occurrence.

QD14.5.WITHOUTDKs In (OUR COUNTRY) and in the last six months, were people smoking in ...? Public spaces (e.g., park, beach, entrance to public buildings) (% - Yes)



A large majority say they recently encountered people smoking tobacco products on an outdoor terrace of a drinking or eating establishment

Seven in ten (69%, +5) respondents who visited a drinking or eating establishment in the last six months say that, the last time they did so, people were smoking on an outdoor terrace⁶⁶. Conversely, one in four (24%, -5) say people were not smoking.

After the removal of 'Don't know' answers (5% at EU level and between 1%-11% in each of the Member States), the proportion of those who say have seen people smoking increases to 74%, whilst the proportion of those who say they have not seen people smoking in those establishments remains similar (26%).

⁶⁴ QD14.5. In (OUR COUNTRY) and in the last six months, were people smoking in ...? Public spaces (e.g., park, beach, entrance to public buildings)

⁶⁵ The recoding of the question was done for illustrative purposes only. The complete results can be found in the annexes, including the percentage of respondents who

answered "Don't know" and the corresponding percentages for those who answered "Yes" and "No" in the original question.

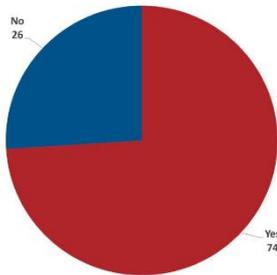
⁶⁶ QD14.2. In (OUR COUNTRY) and in the last six months, were people smoking in ...? An outdoor terrace of a drinking or eating establishment

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Attitudes of Europeans towards tobacco and related products

May-June 2023

QD14.2.WITHOUTDKs In (OUR COUNTRY) and in the last six months, were people smoking in ...?
An outdoor terrace of a drinking or eating establishment
(% - EU27)

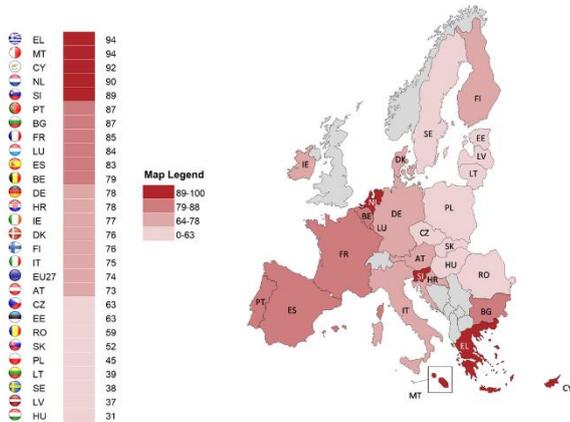


(May/Jun 2023)

Base: 26358

The **country-level analysis** highlights that in 23 countries a majority say people were smoking on an outdoor terrace of a drinking or eating establishment last time they visited one in the last six months. The highest proportions saying this can be observed in Greece and Malta (both 94%), Cyprus (92%), and the Netherlands (90%). At the opposite end of the spectrum, less than half in Hungary (31%), Latvia (37%), Sweden (38%), Lithuania (39%) and Poland (45%) answer this way.

QD14.2.WITHOUTDKs In (OUR COUNTRY) and in the last six months, were people smoking in ...?
An outdoor terrace of a drinking or eating establishment
(% - Yes)

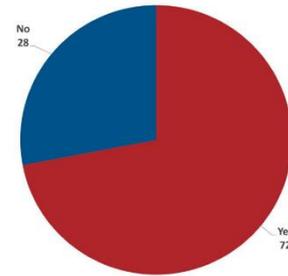


A large majority say people were using tobacco products the last time they made use of open-air public transportation stations (e.g., bus, tram or train stations)

Two thirds (66%) of the respondents who, in the last six months, made use of open-air public transportation stations (e.g., bus, tram or train stations) say that, the last time they did so, they encountered people using tobacco products. Conversely, one in four (26%) of these respondents say people were not using these products⁵⁷.

After the removal of 'Don't know' answers (6% at EU level and between 3%-9% in each of the Member States), the proportion of those who say have seen people smoking remains similar (72%), whilst the proportion of those who say they have not seen people smoking in those stations increases slightly (28%).

QD14.6.WITHOUTDKs In (OUR COUNTRY) and in the last six months, were people smoking in ...?
Open air public transportation stations (e.g. bus, tram or train stations)
(% - EU27)

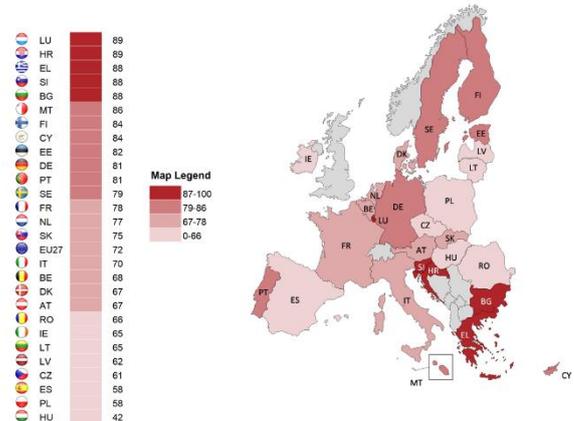


(May/Jun 2023)

Base: 26358

The **country-level analysis** highlights that, in 14 countries, at least seven in ten of those who made use of open-air public transportation stations (e.g., bus, tram or train stations) in the last six months say that, the last time they did so, people were using e-cigarettes or heated tobacco products. This proportion is especially high in Luxembourg and Croatia (both 89%), and Greece, Malta, Bulgaria and Slovenia (88% all). Respondents are least likely to say this in Hungary (42%), Spain and Poland (both 58%), and Czechia (61%).

QD14.6.WITHOUTDKs In (OUR COUNTRY) and in the last six months, were people smoking in ...?
Open air public transportation stations (e.g. bus, tram or train stations)
(% - Yes)



⁵⁷ QD14.2. In (OUR COUNTRY) and in the last six months, were people smoking in ...?
An outdoor terrace of a drinking or eating establishment

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Attitudes of Europeans towards tobacco and related products

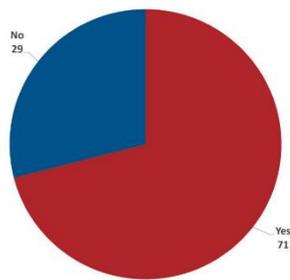
May-June 2023

A large majority say the last time they attended an outdoor event in the last six months people were smoking tobacco products

Close to two thirds (64%, +14) of the respondents who attended outdoor events (e.g., open-air concerts, sporting events) in the last six months say that, the last time they did so, people were smoking tobacco products, while one in four (26%, -9) say people were not smoking⁵⁸.

After the removal of 'Don't know' answers (7% at EU level and between 2%-15 % in each of the Member States), the proportion of those who say have seen people smoking increases substantially to 71%, whilst the proportion of those who say they have not seen people smoking at those events increases slightly (29%).

QD14.4.WITHOUTDKs In (OUR COUNTRY) and in the last six months, were people smoking in ...? Outdoor events (e.g. open-air concerts, sport matches, markets) (% - EU27)

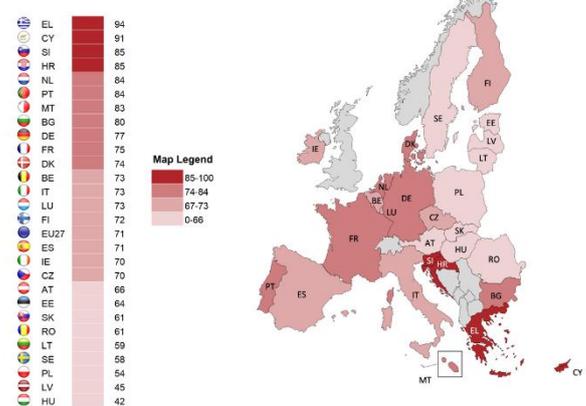


(May/June 2023)

Base: 26358

The **country-level analysis** shows that, in 8 countries, at least eight in ten of those who attended outdoor events in the last six months say that, the last time they did so, people were smoking tobacco products. This proportion ranges from more than nine in ten in Greece (94%) to little more than four in ten in Latvia (45%) and Hungary (42%).

QD14.4.WITHOUTDKs In (OUR COUNTRY) and in the last six months, were people smoking in ...? Outdoor events (e.g. open-air concerts, sport matches, markets) (% - Yes)

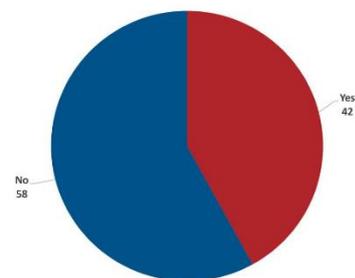


Nearly four in ten say the last time they visited outdoor spaces intended for use by children or adolescents in the last six months people were smoking tobacco products

Close to four in ten (37%, +10) respondents who went to outdoor spaces intended for use by children or adolescents (e.g., nursery and school courtyard, playgrounds) in the last six months say that, the last time they did so, people were smoking tobacco products, while a slim majority (52%, -7) say people were not smoking⁵⁹.

After the removal of 'Don't know' answers (7% at EU level and between 3%-12 % in each of the Member States), the proportion of those who say have seen people smoking remains the same (42%), as does the proportion of those who say they have not seen people smoking in those spaces (58%).

QD14.3.WITHOUTDKs In (OUR COUNTRY) and in the last six months, were people smoking in ...? Outdoor spaces intended for use by children or adolescents (e.g. nursery and school courtyard, playgrounds) (% - EU27)



(May/June 2023)

Base: 26358

The **country-level analysis** illustrates that, in 17 countries, more than one third of those who visited outdoor spaces intended for use by children or adolescents in the last six months have encountered people smoking tobacco products the last time they

⁵⁸ QD14.4. In (OUR COUNTRY) and in the last six months, were people smoking in ...? Outdoor events (e.g. open-air concerts, sport matches, markets)

⁵⁹ QD14.3. In (OUR COUNTRY) and in the last six months, were people smoking in ...? Outdoor spaces intended for use by children or adolescents (e.g., nursery and school courtyard, playgrounds)

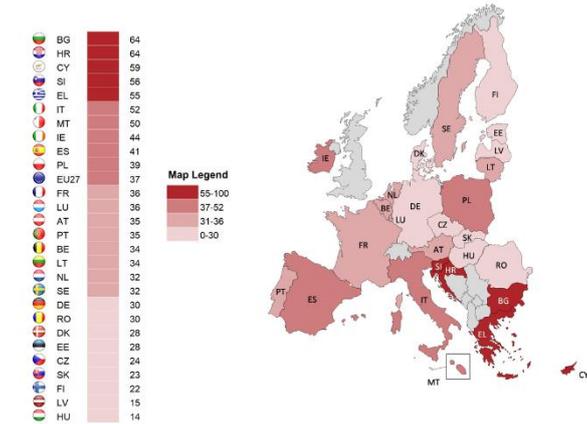
Special Eurobarometer 539

Attitudes of Europeans towards tobacco and related products

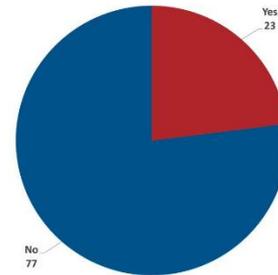
May-June 2023

did so. This proportion is particularly high in Bulgaria and Croatia (both 64%), Cyprus (59%), and Slovenia (58%). Conversely, those in Hungary (14%), Latvia (15%), and Finland (22%) are the least likely to answer this way.

QD14.3 In (OUR COUNTRY) and in the last six months, were people smoking in ...?
Outdoor spaces intended for use by children or adolescents (e.g. nursery and school courtyard, playgrounds)
(% - Yes)



QD14.1.WITHOUTDKs In (OUR COUNTRY) and in the last six months, were people smoking in ...?
Indoor public spaces where people normally do not smoke (e.g. restaurants, bars, shopping malls, airports, concert halls)
(% - EU27)



(May/June 2023)

Base: 26358

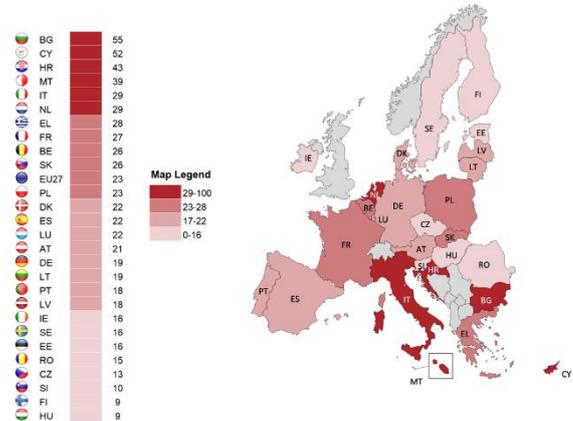
The **country-level analysis** highlights that, in 10 countries, at least one quarter of those who visited an indoor public space where people normally do not smoke (e.g., shopping malls, airports, concert halls) in the last six months say that, the last time they did so, people were using tobacco products *inside*. In two countries, more than half of the respondents say this: Bulgaria (55%) and Cyprus (52%), followed by Croatia (43%) and Malta (39%). Conversely, one in ten or less say this in Finland and Hungary (both 9%) and Slovenia (10%).

One in five say people were using tobacco products *inside* the last time they visited an indoor public space where people normally do not smoke

More than a fifth (22%) of the respondents who, in the last six months, who visited an indoor public space where people normally do not smoke (e.g., shopping malls, airports, concert halls) say that, the last time they did so, they encountered people using heated tobacco products *inside*⁷⁰. Conversely, more than seven in ten of these respondents say people were not using these products.

After the removal of 'Don't know' answers (5% at EU level and between 1%-11 % in each of the Member States), the proportion of those who say have seen people smoking increases lightly to 23% and the proportion of those who say they have not seen people smoking in those spaces increases to 77%.

QD14.1.WITHOUTDKs In (OUR COUNTRY) and in the last six months, were people smoking in ...?
Indoor public spaces where people normally do not smoke (e.g. restaurants, bars, shopping malls, airports, concert halls)
(% - Yes)



⁷⁰ QD14.1. In (OUR COUNTRY) and in the last six months, were people smoking in ...?
Indoor public spaces where people normally do not smoke (e.g., restaurants, bars, shopping malls, airports, concert halls)

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The **socio-demographic analysis** shows the following:

- Men are more likely than women to report people smoking in public spaces (e.g., park, beach, entrance to public buildings) (80% vs 76%). The same is true for open air events (74% vs 69%).
- Younger respondents are overall more likely to encounter people using all kinds of tobacco products. For instance, nearly eight in ten (79%) of those aged 15-24 have encountered them while using open air public transportation stations (e.g., bus, tram or train stations), compared to three in four (72%-75%) of those aged 25-54, and 68% of those aged 55 and up.
- The higher the education level, the higher the likelihood of respondents indicating being exposed to smoking in these different scenarios. Three in four (75%) of those who finished school after the age of 20 have indicated so in outdoor events (e.g., open-air concerts, sport matches, markets) compared to less than two thirds (64%) of those who finished school prior to the age of 15.
- Unemployed people are most likely (87%) to be exposed to smoking in public spaces (e.g., park, beach, entrance to public buildings) compared to the self-employed people and managers (81% both), manual workers (77%), retirees (73%), or house persons (72%).

QD14_1_WITHOUTDKs 1-6 In (OUR COUNTRY) and in the last six months, were people smoking in ...?
(% - EU)

	Indoor public spaces where people normally do not smoke (e.g. restaurants, bars, shopping malls, airports, concert halls)		An outdoor terrace of a drinking or eating establishment		Outdoor spaces intended for use by children or adolescents (e.g. nursery and school courtyard, playgrounds)	
	Yes	No	Yes	No	Yes	No
EU27	23	77	74	26	42	58
Gender						
Man	25	75	75	25	42	58
Woman	21	79	72	28	42	58
Age						
15-24	32	68	79	21	53	47
25-39	25	75	76	24	45	55
40-54	22	78	74	26	40	60
55 +	19	81	70	30	38	62
Education (End of)						
15-	21	79	72	28	42	58
16-19	22	78	72	28	41	59
20+	23	77	76	24	40	60
Still studying	30	70	80	20	54	46
Socio-professional category						
Self- employed	26	74	76	24	46	54
Managers	24	76	78	22	39	61
Other white collars	25	75	73	27	43	57
Manual workers	22	78	72	28	41	59
House persons	23	77	69	31	41	59
Unemployed	30	70	82	18	48	52
Retired	18	82	69	31	37	63
Students	30	70	80	20	54	46
Difficulties paying bills						
Most of the time	24	76	78	22	49	51
From time to time	25	75	71	29	46	54
Almost never/ Never	22	78	74	26	40	60
Consider belonging to						
The working class	20	80	71	29	42	58
The lower middle class	23	77	73	27	41	59
The middle class	24	76	74	26	41	59
The upper middle class	23	77	81	19	45	55
The upper class	16	84	67	33	42	58

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	Outdoor events (e.g. open-air concerts, sport matches, markets)		Public spaces (e.g., park, beach, entrance to public buildings)		Open air public transportation stations (e.g. bus, tram or train stations)	
	Yes	No	Yes	No	Yes	No
EU27	71	29	78	22	72	28
 Gender						
Man	74	26	80	20	73	27
Woman	69	31	76	24	71	29
 Age						
15-24	78	22	85	15	79	21
25-39	77	23	81	19	75	25
40-54	72	28	78	22	72	28
55 +	66	34	74	26	68	32
 Education (End of)						
15-	64	36	72	28	66	34
16-19	70	30	76	24	70	30
20+	75	25	81	19	74	26
Still studying	80	20	86	14	80	20
 Socio-professional category						
Self- employed	77	23	81	19	74	26
Managers	76	24	81	19	76	24
Other white collars	74	26	78	22	72	28
Manual workers	70	30	77	23	70	30
House persons	64	36	72	28	63	37
Unemployed	78	22	87	13	79	21
Retired	63	37	73	27	67	33
Students	80	20	86	14	80	20
 Difficulties paying bills						
Most of the time	75	25	80	20	77	23
From time to time	70	30	75	25	70	30
Almost never/ Never	72	28	79	21	72	28
 Consider belonging to						
The working class	69	31	78	22	70	30
The lower middle class	70	30	77	23	73	27
The middle class	71	29	77	23	71	29
The upper middle class	78	22	84	16	80	20
The upper class	77	23	79	21	76	24

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2. Support for banning smoking outdoors when social distance cannot be ensured

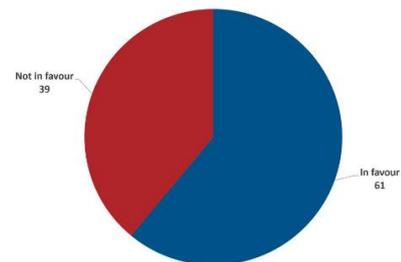
A majority of respondents support banning smoking outdoors when social distance cannot be ensured

Respondents were asked whether they would be in favour of banning smoking in outdoor places where social distance cannot be ensured, such as parks, beaches, or entrances of public buildings.⁷¹

More than half (56%) of the surveyed respondents are in favour of such a smoking ban, while more than one in three (36%) are not in favour. Nearly one in ten (8%) indicate that they don't know.

Due to a high level of "Don't know" recorded in this question, varying significantly across countries, the data were adjusted by removing these answers from the original results. That allowed for better comparability and more meaningful description of the results. After the removal of 'Don't know' answers (8% at EU level and between 2%-16% in each of the Member States except), the proportion of those in favour increases to 61% while the proportion of those not in favour to 39%.⁷²

QD16.2.WITHOUTDKs Would you be in favour or not in favour of any of the following measures?
Banning of smoking in outdoor places where social distance cannot be ensured (e.g., parks, beaches, entrances of public buildings,...)
(% - EU27)

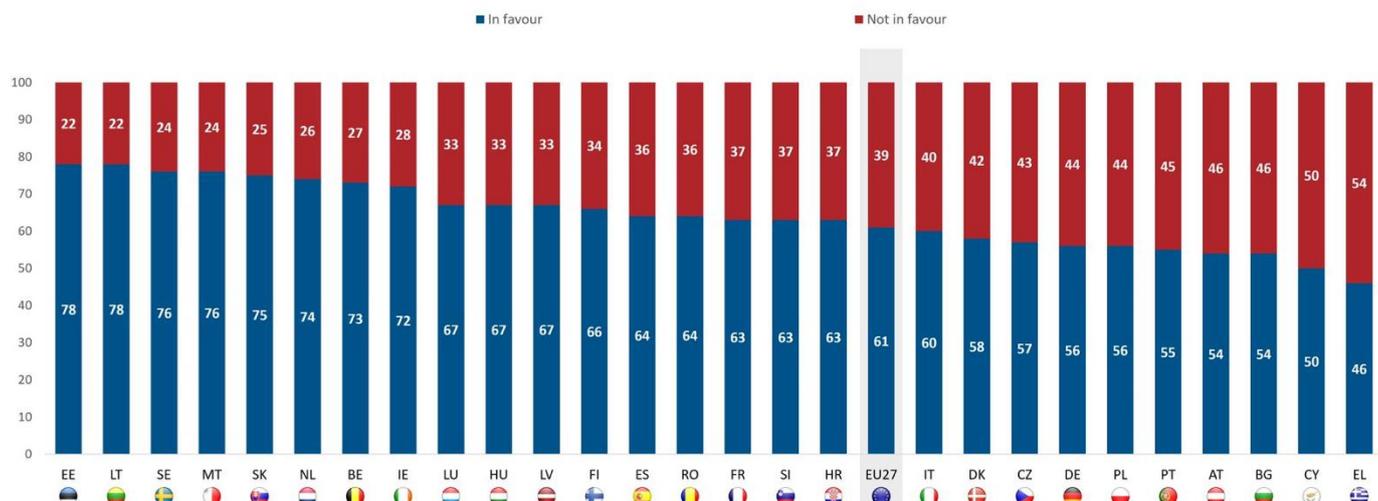


(May/June 2023)

Base: 26358

At the **national level**, in eight countries, more than seven in ten respondents say they are in favour of outdoor smoking bans, in places like parks, beaches, or entrances of public buildings: Estonia and Lithuania (both 78%), and Sweden and Malta (both 76%). Greece is the only country where less than half of the respondents say they favour such a ban in (46%).

QD16.2.WITHOUTDKs Would you be in favour or not in favour of any of the following measures?
(% - Banning of smoking in outdoor places where social distance cannot be ensured (e.g., parks, beaches, entrances of public buildings,...))



⁷¹ QD16.2. Would you be in favour or not in favour of any of the following measures? Banning of smoking in outdoor places where social distance cannot be ensured (e.g., parks, beaches, entrances of public buildings,...) In favour. Not in favour. Don't know.

⁷² The recoding of the question was done for illustrative purposes only. The complete results can be found in the annexes, including the percentage of respondents who answered "Don't know" and the corresponding percentages for those who answered "In favour" and "Not in favour" in the original question.

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The **socio-demographic analysis** shows the following:

- Women are more likely to say they are in favour of outdoor smoking bans, in places like parks, beaches, or entrances of public buildings than men (65% vs 58%).
- Respondents who have a higher education are slightly more likely (64%) to support such a ban than those who left school aged 15 or younger (62%) or those who left school aged 16-19 (58%).
- House persons and retirees are the most likely (both 67%) to support this kind of ban, while manual workers (53%) and the unemployed (55%) are the least likely.
- Nearly two thirds (64%) of those who never have difficulties paying their bills say they favour outdoor smoking bans, compared to less than half (52%) of those who face such difficulties most of the time.
- More than two thirds (68%) of those who consider themselves as belonging to the upper class are in favour of outdoor smoking bans, followed by the upper-middle class (66%), the middle class (63%), the lower-middle class (58%), and the working class (56%).

QD16_2_WITHOUTDKs Would you be in favour or not in favour of any of the following measures?

Banning of smoking in outdoor places where social distance cannot be ensured (e.g., parks, beaches, entrances of public buildings,...)

(% - EU)

	In favour	Not in favour
EU27	61	39
 Gender		
Man	58	42
Woman	65	35
 Age		
15-24	63	37
25-39	58	42
40-54	58	42
55 +	64	36
 Education (End of)		
15-	62	38
16-19	58	42
20+	64	36
Still studying	66	34
 Socio-professional category		
Self-employed	58	42
Managers	63	37
Other white collars	61	39
Manual workers	53	47
House persons	67	33
Unemployed	55	45
Retired	67	33
Students	66	34
 Difficulties paying bills		
Most of the time	52	48
From time to time	55	45
Almost never/ Never	64	36
 Consider belonging to		
The working class	56	44
The lower middle class	58	42
The middle class	63	37
The upper middle class	66	34
The upper class	68	32

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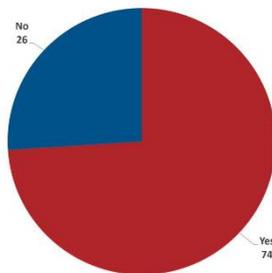
3. Exposure to e-cigarettes and heated tobacco products in the last 6 months

A large majority say people were using e-cigarettes or heated tobacco products the last time they visited public spaces (e.g., park, beach, entrance to public buildings)

Close to two thirds (65%) of the respondents who, in the last six months, went to public spaces (e.g., park, beach, entrance to public buildings) say that, the last time they did so, they encountered people using e-cigarettes or heated tobacco products. Conversely, two in five of these respondents say people were not using these products.⁷³

Due to a high level of “Don’t know” recorded in this question, varying significantly across countries, the data were adjusted by removing these answers from the original results. That allowed for better comparability and more meaningful description of the results. After the removal of ‘Don’t know’ answers (10% at EU level and between 4%-22% in each of the Member States), the proportion of those who say they have seen people using these products increases to 74%, whilst the proportion of those who say they have not seen people using these products remains close (26%).⁷⁴

QD15.5.WITHOUTDKs In (OUR COUNTRY) and in the last six months, were people using e-cigarettes or heated tobacco products in ...? Public spaces (e.g., park, beach, entrance to public buildings) (% - EU27)

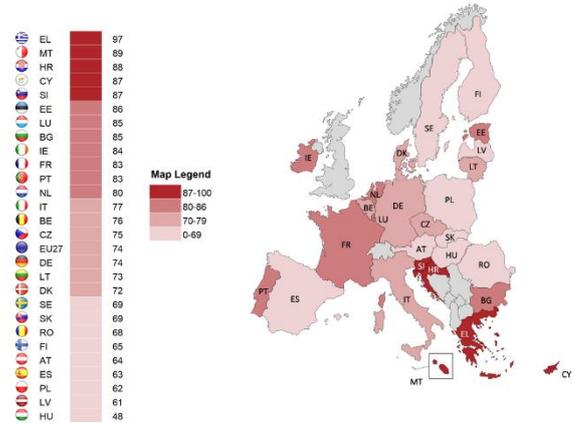


(May/June 2023)

Base: 26358

The **country-level analysis** shows that, in 12 countries, at least eight in ten of those who attended public spaces (e.g., park, beach, entrance to public buildings) in the last six months say that, the last time they did so, people were smoking heated tobacco products or e-cigarettes, with the highest proportions registered in Greece (97%) and Malta (89%), with less than half of the respondents saying this in Hungary (48%).

QD15.5.WITHOUTDKs In (OUR COUNTRY) and in the last six months, were people using e-cigarettes or heated tobacco products in ...? Public spaces (e.g., park, beach, entrance to public buildings) (% - Yes)

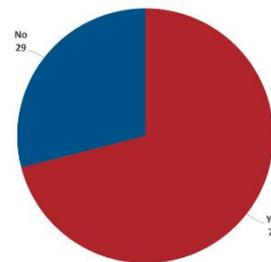


A majority say they recently encountered people smoking e-cigarettes or heated tobacco products on an outdoor terrace of a drinking or eating establishment

More than six in ten (63%) respondents who visited a drinking or eating establishment in the last six months say that, the last time they did so, people were smoking e-cigarettes or heated tobacco products on an outdoor terrace⁷⁵. Conversely, one in four (25%) say people were not smoking.

After the removal of ‘Don’t know’ answers (10% at EU level and between 4% and 20% in each of the Member States), the proportion of those who say have seen people using these products increases to 71% and the proportion of those who say they have not seen people using these products increases to 29%.

QD15.2.WITHOUTDKs In (OUR COUNTRY) and in the last six months, were people using e-cigarettes or heated tobacco products in ...? An outdoor terrace of a drinking or eating establishment (% - EU27)



(May/June 2023)

Base: 26358

The **country-level analysis** shows that, in 16 countries, at least seven in ten of those who attended an outdoor terrace of a drinking or eating establishment in the last six months say that, the last

⁷³ QD15.5. In (OUR COUNTRY) and in the last six months, were people smoking in ...? Public spaces (e.g., park, beach, entrance to public buildings)

⁷⁴ The recoding of the question was done for illustrative purposes only. The complete results can be found in the annexes, including the percentage of respondents who

answered “Don’t know” and the corresponding percentages for those who answered “Yes” and “No” in the original question.

⁷⁵ QD15.2. In (OUR COUNTRY) and in the last six months, were people smoking in ...? An outdoor terrace of a drinking or eating establishment

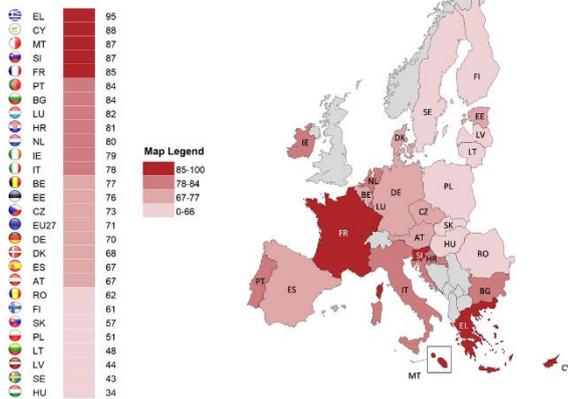
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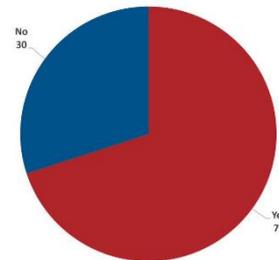
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time they did so, people were smoking heated tobacco products or e-cigarettes, with the highest proportions seen in Greece (95%), Cyprus (88%), and Malta and Slovenia (both 87%), with less than half of the respondents saying this in Hungary (34%), Sweden (43%), Latvia (44%), and Lithuania (48%).

QD15.2.WITHOUTDKs In (OUR COUNTRY) and in the last six months, were people using e-cigarettes or heated tobacco products in ...? An outdoor terrace of a drinking or eating establishment (% - Yes)



QD15.6.WITHOUTDKs In (OUR COUNTRY) and in the last six months, were people using e-cigarettes or heated tobacco products in ...? Open air public transportation stations (e.g. bus, tram or train stations) (% - EU27)



(May/June 2023)

Base: 26358

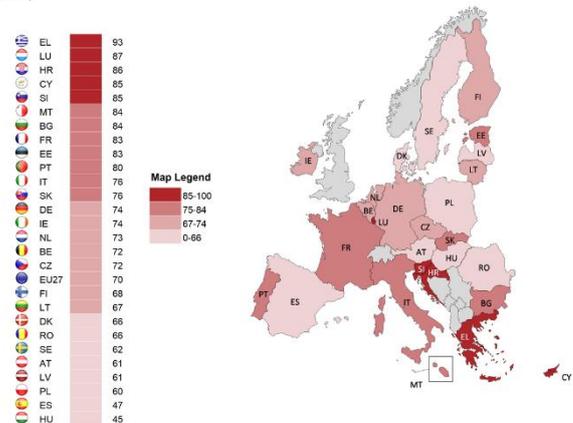
The **country-level analysis** shows that, in 12 countries, at least three in four of those who made use of open-air public transportation stations in the last six months say that, the last time they did so, people were using heated tobacco products or e-cigarettes, with the highest proportions seen in Greece (93%), Luxembourg (87%), and Croatia (86%), with less than half of the respondents saying this in Hungary (45%) and Spain (47%).

A large majority say people were using e-cigarettes or heated tobacco products the last time they were at an open-air public transportation station (e.g., bus, tram or train stations)

More than six in ten (61%) of the respondents who, in the last six months, made use of open-air public transportation station (e.g., bus, tram or train stations) say that, the last time they did so, they encountered people using e-cigarettes or heated tobacco products. Conversely, one in four (26%) of these respondents say people were not using these products⁷⁶.

After the removal of 'Don't know' answers (10% at EU level and between 4% and 20% in each of the Member States), the proportion of those who say have seen people using these products increases to 70% and the proportion of those who say they have not seen people using these products increases to 30%.

QD15.6.WITHOUTDKs In (OUR COUNTRY) and in the last six months, were people using e-cigarettes or heated tobacco products in ...? Open air public transportation stations (e.g. bus, tram or train stations) (% - Yes)



A large majority say the last time they attended an outdoor event in the last six months people were smoking heated tobacco products or e-cigarettes

More than six in ten (61%) of the respondents who attended outdoor events (e.g., open-air concerts, sporting events) in the last six months say that, the last time they did so, people were smoking e-cigarettes or heated tobacco, while four in ten (25%) say people were not smoking⁷⁷.

After the removal of 'Don't know' answers (11% at EU level and between 4% and 23% in each of the Member States), the proportion of those who say have seen people using these products

⁷⁶ QD15.5. In (OUR COUNTRY) and in the last six months, were people smoking in ...? Public spaces (e.g., park, beach, entrance to public buildings)

⁷⁷ QD15.4. In (OUR COUNTRY) and in the last six months, were people smoking in ...? Outdoor events (e.g., open-air concerts, sport matches, markets)

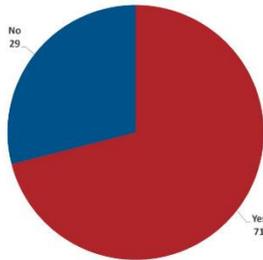
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increases to 71% and the proportion of those who say they have not seen people using these products increases to 29%.

QD15.4.WITHOUTDKs In (OUR COUNTRY) and in the last six months, were people using e-cigarettes or heated tobacco products in ...? Outdoor events (e.g. open-air concerts, sport matches, markets) (% - EU27)

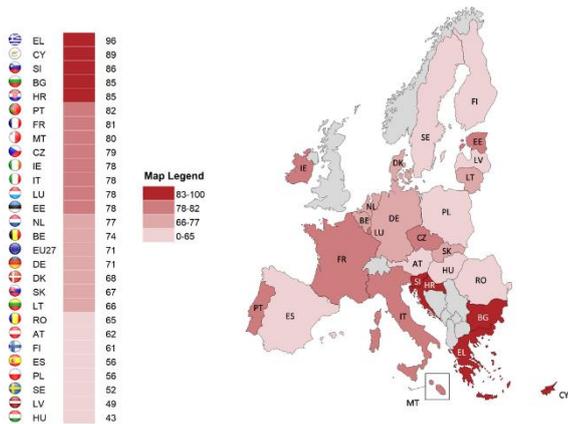


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The **country-level analysis** shows that, in 8 countries, at least eight in ten of those who attended an outdoor event in the last six months say that, the last time they did so, people were smoking heated tobacco products or e-cigarettes, with the highest proportions seen in Greece (95%), Cyprus (89%), and Slovenia (86%), with less than half of the respondents saying this in Hungary (43%) Latvia (49%).

QD15.4.WITHOUTDKs In (OUR COUNTRY) and in the last six months, were people using e-cigarettes or heated tobacco products in ...? Outdoor events (e.g. open-air concerts, sport matches, markets) (% - Yes)



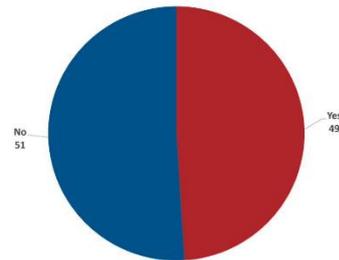
Nearly four in ten say the last time they visited outdoor spaces intended for use by children or adolescents in the last six months people were smoking heated tobacco products or e-cigarettes

More than four in ten (42%) respondents who visited outdoor spaces intended for use by children or adolescents (e.g., nursery and school courtyard, playgrounds) in the last six months say that,

the last time they did so, people were smoking e-cigarettes or heated tobacco, while a slim majority (43%) say people were not smoking⁷⁸.

After the removal of 'Don't know' answers (11% at EU level and between 6% and 21% in each of the Member States), the proportion of those who say have seen people using these products increases to 49% and the proportion of those who say they have not seen people using these products increases to 51%.

QD15.3.WITHOUTDKs In (OUR COUNTRY) and in the last six months, were people using e-cigarettes or heated tobacco products in ...? Outdoor spaces intended for use by children or adolescents (e.g. nursery and school courtyard, playgrounds) (% - EU27)

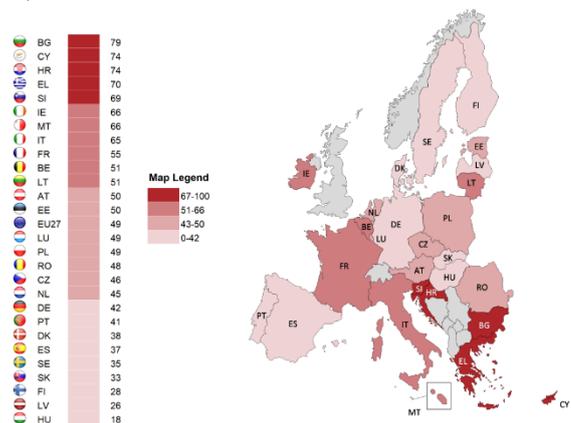


(May/June 2023)

Base: 26358

The **country-level analysis** shows that, in 13 countries, at least half of those who visited outdoor spaces intended for use by children or adolescents in the last six months say that, the last time they did so, people were smoking heated tobacco products or e-cigarettes, with the highest proportions seen in Bulgaria (79%), Croatia and Cyprus (both 74%). Respondents are least likely to say this in Hungary (18%), Latvia (26%), and Finland (28%).

QD15.3.WITHOUTDKs In (OUR COUNTRY) and in the last six months, were people using e-cigarettes or heated tobacco products in ...? Outdoor spaces intended for use by children or adolescents (e.g. nursery and school courtyard, playgrounds) (% - Yes)



One in five say people were using e-cigarettes or heated tobacco products inside the last time they visited an indoor public space where people normally do not smoke

More than a third (36%, +25) of the respondents who, in the last six months, went to another indoor public space where people normally do not smoke (e.g., shopping malls, airports, concert halls)

⁷⁸ QD15.3. In (OUR COUNTRY) and in the last six months, were people smoking in ...? Outdoor spaces intended for use by children or adolescents (e.g., nursery and school courtyard, playgrounds)

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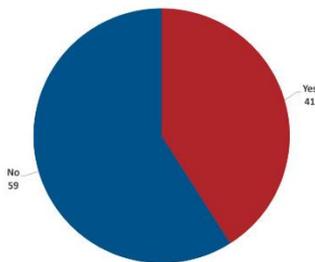
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say that, the last time they did so, they encountered people using e-cigarettes or heated tobacco products *inside*⁷⁹. Conversely, more than five in ten (52%, -22) of these respondents say people were not using these products.

After the removal of 'Don't know' answers (10% at EU level and between 4% and 21% in each of the Member States), the proportion of those who say have seen people using these products increases to 41% and the proportion of those who say they have not seen people using these products increases to 59%.

QD15.1.WITHOUTDKs In (OUR COUNTRY) and in the last six months, were people using e-cigarettes or heated tobacco products in ...?
Indoor public spaces where people normally do not smoke (e.g. restaurants, bars, shopping malls, airports, concert halls)
(% - EU27)

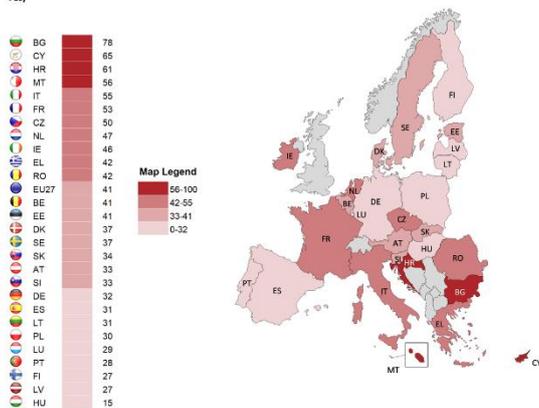


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The **country-level analysis** shows that, in 6 countries, at least half of those who visited an indoor public space where people normally do not smoke in the last six months say that, the last time they did so, people were using e-cigarettes or heated tobacco products: Bulgaria (78%), Cyprus (65%), Croatia (61%), Malta (56%), Italy (55%), and France (53%). Respondents are least likely to say this in Hungary (15%), Latvia and Finland (both 27%), and Portugal (28%).

QD15.1.WITHOUTDKs In (OUR COUNTRY) and in the last six months, were people using e-cigarettes or heated tobacco products in ...?
Indoor public spaces where people normally do not smoke (e.g. restaurants, bars, shopping malls, airports, concert halls)
(% - Yes)



⁷⁹ QD15.1. In (OUR COUNTRY) and in the last six months, were people smoking in ...?
Indoor public spaces where people normally do not smoke (e.g. restaurants, bars, shopping malls, airports, concert halls)

The **socio-demographic analysis** shows the following among respondents who visited a drinking or eating establishment, attended outdoor events (e.g., open-air concerts, sporting events), or went to outdoor spaces intended for use by children or adolescents (e.g., nursery and school courtyard, playgrounds) in the last six months:

- Men are more likely than women to have encountered people smoking heated tobacco products or e-cigarettes in public spaces (76% vs 72%).
- The younger the respondents, the more likely they are to say that they encountered people smoking heated tobacco products or e-cigarettes at each of these outdoor locations or occasions the last time they went. For instance, more than seven in ten (77%) of those aged between 15 and 24 say they came across people using these products at outdoor events, compared to just over six in ten (63%) of those aged 55 or more.
- In line with the findings by age groups, students are the most likely to say that they came across people smoking heated tobacco products or e-cigarettes at each of these outdoor locations or occasions. For instance, seven in ten (79%) students say that people were smoking at outdoor events the last time they went, compared to six in ten house persons and retirees (both 60%).
- Smokers are somewhat more likely than non-smokers to say they have encountered people smoking tobacco products at each of these outdoor locations or occasions. For instance, more than seven in ten (79%) smokers say this for outdoor terraces of drinking or eating establishments, compared with six in ten (69%) of non-smokers.

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QD15_1_WITHOUTDKs 1-6 In (OUR COUNTRY) and in the last six months, were people using e-cigarettes or heated tobacco products in ...? (% - EU)

	Indoor public spaces where people normally do not smoke (e.g. restaurants, bars, shopping malls, airports, concert halls)		An outdoor terrace of a drinking or eating establishment		Outdoor spaces intended for use by children or adolescents (e.g. nursery and school courtyard, playgrounds)	
	Yes	No	Yes	No	Yes	No
EU27	41	59	71	29	49	51
 Gender						
Man	43	57	73	27	50	50
Woman	39	61	70	30	48	52
 Age						
15-24	50	50	78	22	58	42
25-39	47	53	75	25	54	46
40-54	40	60	73	27	48	52
55 +	34	66	65	35	43	57
 Education (End of)						
15-	31	69	64	36	44	56
16-19	41	59	70	30	49	51
20+	41	59	74	26	49	51
Still studying	50	50	79	21	58	42
 Socio-professional category						
Self-employed	46	54	77	23	54	46
Managers	43	57	78	22	48	52
Other white collars	44	56	73	27	52	48
Manual workers	40	60	70	30	49	51
House persons	36	64	64	36	43	57
Unemployed	49	51	78	22	57	43
Retired	31	69	63	37	41	59
Students	50	50	79	21	58	42
 Difficulties paying bills						
Most of the time	45	55	78	22	56	44
From time to time	42	58	72	28	51	49
Almost never/ Never	40	60	70	30	47	53
 Consider belonging to						
The working class	36	64	69	31	47	53
The lower middle class	41	59	70	30	47	53
The middle class	42	58	72	28	49	51
The upper middle class	45	55	77	23	54	46
The upper class	52	48	72	28	62	38

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	Outdoor events (e.g. open-air concerts, sport matches, markets)		Public spaces (e.g., park, beach, entrance to public buildings)		Open air public transportation stations (e.g. bus, tram or train stations)	
	Yes	No	Yes	No	Yes	No
EU27	71	29	74	26	70	30
 Gender						
Man	73	27	76	24	73	27
Woman	68	32	72	28	69	31
 Age						
15-24	77	23	83	17	78	22
25-39	77	23	78	22	75	25
40-54	73	27	75	25	72	28
55 +	63	37	68	32	64	36
 Education (End of)						
15-	60	40	63	37	61	39
16-19	70	30	72	28	70	30
20+	74	26	78	22	74	26
Still studying	79	21	83	17	78	22
 Socio-professional category						
Self-employed	78	22	80	20	77	23
Managers	78	22	78	22	74	26
Other white collars	75	25	77	23	74	26
Manual workers	70	30	73	27	70	30
House persons	60	40	66	34	60	40
Unemployed	76	24	78	22	74	26
Retired	60	40	66	34	63	37
Students	79	21	83	17	78	22
 Difficulties paying bills						
Most of the time	76	24	79	21	76	24
From time to time	72	28	73	27	71	29
Almost never/ Never	70	30	74	26	70	30
 Consider belonging to						
The working class	68	32	73	27	68	32
The lower middle class	69	31	73	27	71	29
The middle class	71	29	73	27	70	30
The upper middle class	77	23	80	20	78	22
The upper class	75	25	77	23	76	24

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4. Support to banning of e-cigarettes or HTPs where smoking is prohibited

A majority of respondents supports banning e-cigarettes or HTPs where smoking is prohibited

Respondents were asked whether they would be in favour of banning the use of e-cigarettes or heated tobacco products in environments where smoking is prohibited.⁸⁰

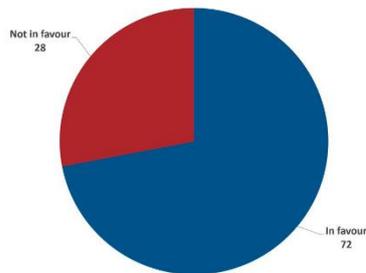
Two thirds of the respondents across the EU (66%) of the surveyed respondents are in favour of such a smoking ban, representing a slight decrease (-2 percentage points) compared to 2020. Around one in four (26%, -5) are not in favour. Close to one in ten (8%, -3) indicate that they don't know.

Due to a high level of "Don't know" recorded in this question, varying significantly across countries, the data were adjusted by removing these answers from the original results. That allowed for better comparability and more meaningful description of the results. After the removal of 'Don't know' answers (8% at EU level and between 3%-21% in each of the Member States), the proportion of those in favour of such a smoking ban increases to 72% while the proportion of those not in favour slightly increases to 28%.⁸¹

At the **national level**, we find some notable differences between EU Member States. In 6 countries, more than eight in ten respondents say they are in favour of banning the use of e-cigarettes or heated tobacco products in environments where smoking is prohibited, with the highest scores seen in the Netherlands (87%), Finland (86%), and Sweden and Lithuania (both 83%). Respondents are least likely to favour such a ban in Romania (59%), and Poland and Bulgaria (both 62%). In 12 countries, respondents are now more in favour of banning the use of e-cigarettes or heated tobacco products in environments where smoking is prohibited than they were two years ago. The most notable increases are registered in the Malta (81%, +24), Czechia (68%, +22), and Austria (65%, +14). Support for such a ban has decreased in 14 EU Members States, most notably in Estonia (79%, -8) and Latvia (68%, -6).

It should be noted that, even in those EU countries where the share is lower, more than six in ten of the respondents are in favour of such a measure. The only exception in this respect is Romania, where 59% are in favour of banning the use of e-cigarettes or heated tobacco products in environments where smoking is prohibited.

QD16.3.WITHOUTDKs: Would you be in favour or not in favour of any of the following measures? Banning the use of e-cigarettes or heated tobacco products in environments where smoking is prohibited (% - EU27)



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Base: 26358

⁸⁰ QD16.3. Would you be in favour or not in favour of any of the following measures? Banning the use of e-cigarettes or heated tobacco products in environments where smoking is prohibited. In favour. Not in favour. Don't know.

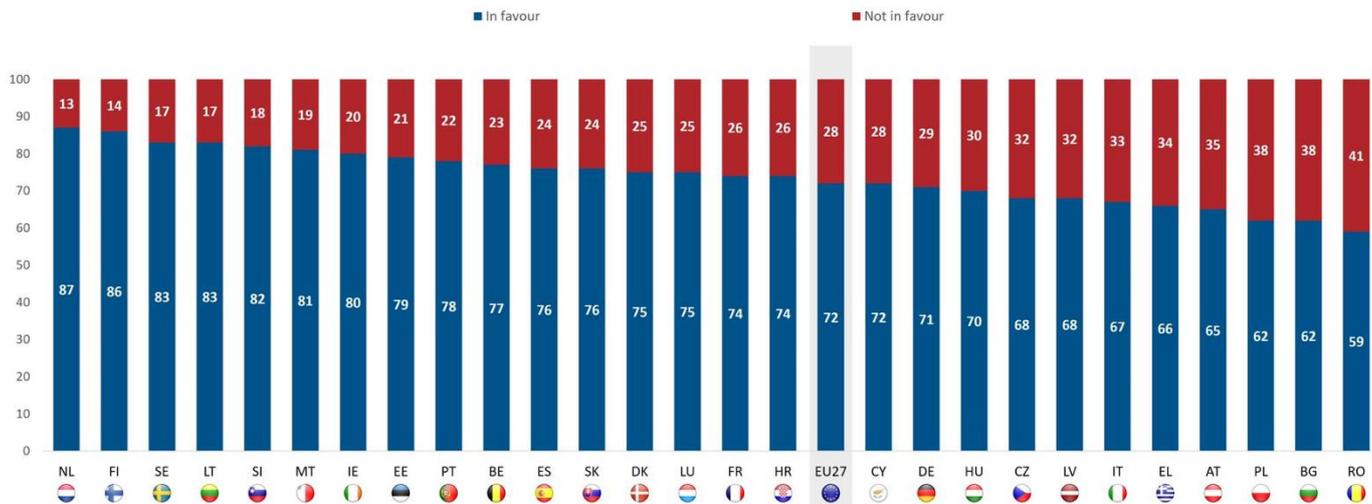
⁸¹ The recoding of the question was done for illustrative purposes only. The complete results can be found in the annexes, including the percentage of respondents who answered "Don't know" and the corresponding percentages for those who answered "In favour" and "Not in favour" in the original question.

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QD16.3.WITHOUTDKs Would you be in favour or not in favour of any of the following measures?
 (% - Banning the use of e-cigarettes or heated tobacco products in environments where smoking is prohibited)



The **socio-demographic analysis** shows the following:

- Women are more likely than men to be in favour of banning the use of e-cigarettes or heated tobacco products in environments where smoking is prohibited (73% vs 69%).
- Respondents who have a higher education are more likely (76%) to support such a ban than those who left school aged 15 or younger (74%) and those who left school aged 16-19 (67%).
- Retirees (77%) and students (76%) are the most likely to support this kind of ban, followed by managers (74%), the self-employed and the unemployed (both 69%), other white-collar workers (68%), and manual workers (66%).
- Close to three in four (74%) of those who never have difficulties paying their bills say they favour banning the use of e-cigarettes or heated tobacco products in environments where smoking is prohibited, compared to two thirds (66%) of those who face such difficulties most of the time.
- Around seven in ten of those who consider themselves as belonging to the upper-middle, middle (both 73%), and the upper class (72%) say they are in favour of such a ban, compared to 70% of the lower-middle class and 69% of the working class.

QD16_3_WITHOUTDKs Would you be in favour or not in favour of any of the following measures?
Banning the use of e-cigarettes or heated tobacco products in environments where smoking is prohibited (% - EU)

	In favour	Not in favour
EU27	72	28
Gender		
Man	69	31
Woman	73	27
Age		
15-24	71	29
25-39	69	31
40-54	69	31
55 +	74	26
Education (End of)		
15-	74	26
16-19	67	33
20+	76	24
Still studying	76	24
Socio-professional category		
Self-employed	69	31
Managers	74	26
Other white collars	68	32
Manual workers	66	34
House persons	74	26
Unemployed	69	31
Retired	77	23
Students	76	24
Difficulties paying bills		
Most of the time	66	34
From time to time	66	34
Almost never/ Never	74	26
Consider belonging to		
The working class	69	31
The lower middle class	70	30
The middle class	73	27
The upper middle class	73	27
The upper class	72	28

V. PERCEPTIONS AND ATTITUDES ON TOBACCO PRODUCTS



Special Eurobarometer 539

Attitudes of Europeans towards tobacco and related products

May-June 2023

1. Non-smokers perception on the effectiveness of e-cigarettes and HTP on giving up smoking traditional tobacco products

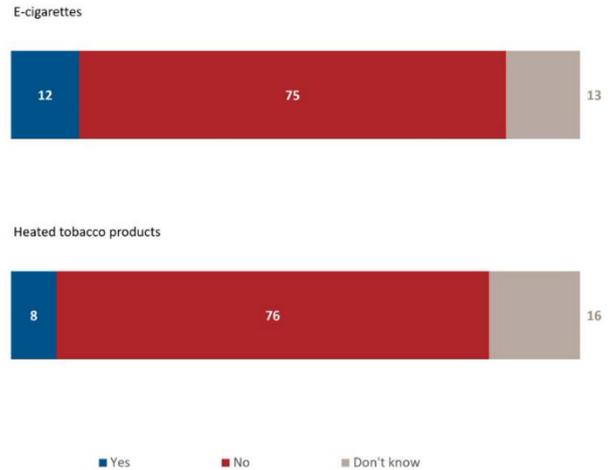
A large majority don't think e-cigarettes or HTP can help smokers quit traditional tobacco products

Respondents were asked what they think of the effectiveness of certain products to help tobacco smokers to quit⁸².

Across the EU, three quarters (75%, +1) of respondents don't think that the use of E-cigarettes can help tobacco smokers to quit. Over one in ten (12%, -4) think that E-cigarettes can help, while about the same proportion. (13%, +3) don't know.

When it comes to heated tobacco products, more than three quarters (76%, -1) don't think that they can help. Close to one in ten (8%, -2) say heated tobacco products can help tobacco smokers to quit, while 16% (+3) say they don't know.

QD8c. Do you think that the use of these products help tobacco smokers to quit? (% - EU27)

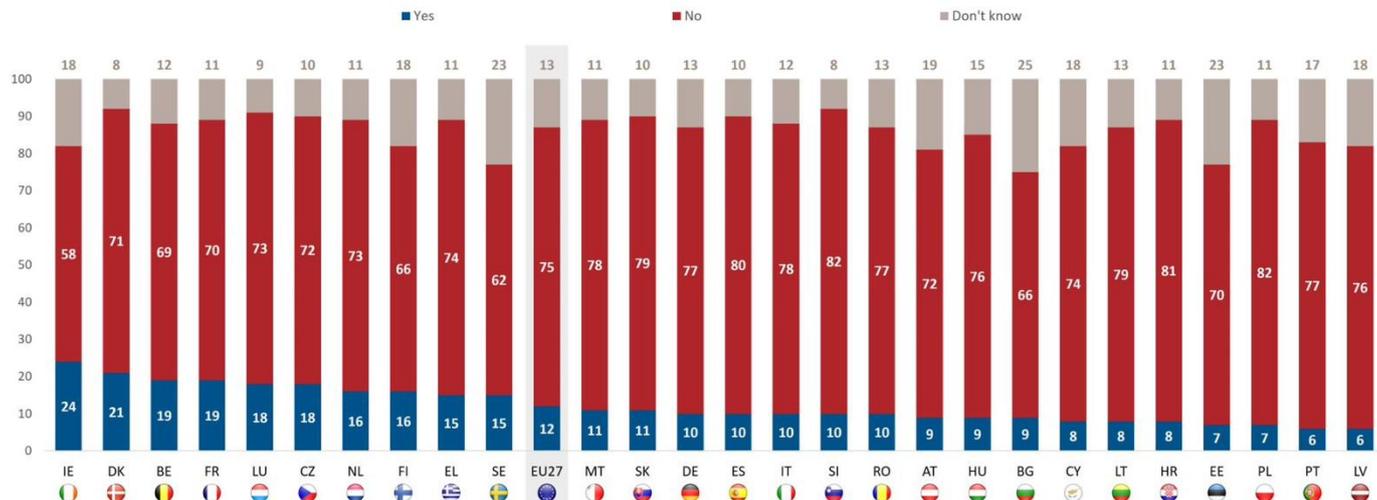


Base: 22329

At the **national level** we see that in three countries, more than eight in ten don't think that e-cigarettes can help tobacco smokers to quit: Slovenia and Poland (both 82%), and Croatia (81%). Respondents are least likely to think this in Ireland (58%), Sweden (62%), and Bulgaria and Finland (both 66%).

We also see that in three countries, more than eight in ten don't believe that heated tobacco products can help tobacco smokers to quit: Poland (82%), Croatia and Slovenia (both 81%). Respondents are least likely to think this in Ireland (59%), Finland (62%), Sweden (64%), and Bulgaria (66%).

QD8c.1 Do you think that the use of these products help tobacco smokers to quit? (% - E-cigarettes)



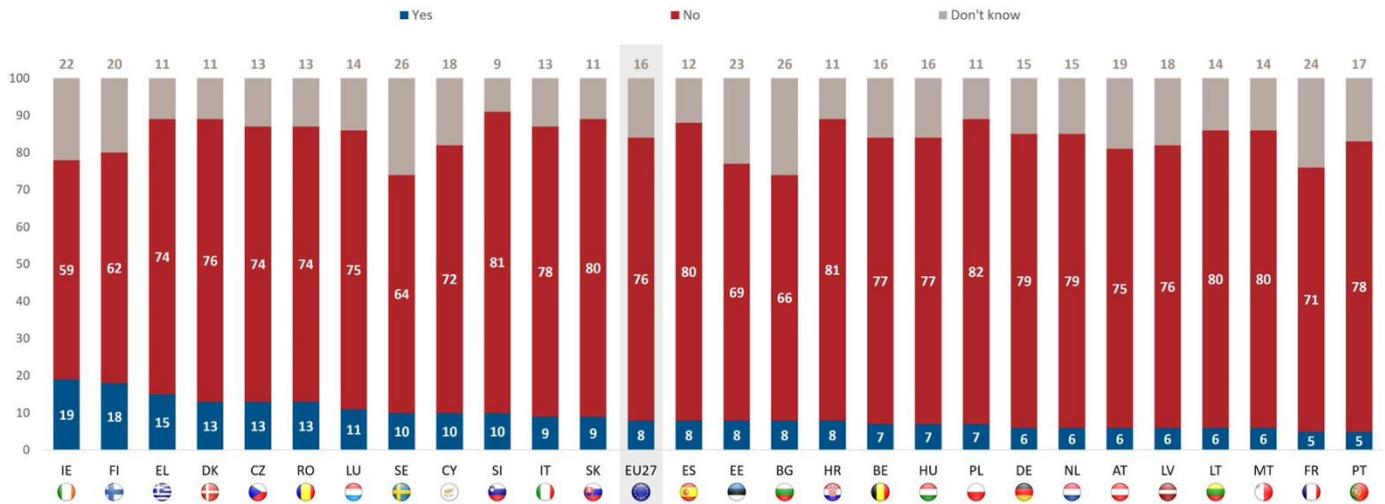
⁸² QD8c Do you think that the use of these products help tobacco smokers to quit? E-cigarettes, Heated tobacco products. Yes. No. Don't know.

Special Eurobarometer 539

Attitudes of Europeans towards tobacco and related products

May-June 2023

QD8c.2 Do you think that the use of these products help tobacco smokers to quit?
(% - Heated tobacco products)



The **socio-demographic analysis** shows the following:

- Among non-smokers, men are slightly more likely than women to believe that the use of e-cigarettes can help tobacco smokers to quit (13% vs 11%).
- The younger the respondent, the more likely they will think that the use of e-cigarettes can help tobacco smokers to quit, with 17% of those aged 15-24 thinking this way, compared to 9% of those aged 55 and up. The same is true for heated tobacco products (13% vs 6%).
- Non-smokers who have continued their education past the age of 20 are more likely to think that the use of e-cigarettes can help tobacco smokers to quit than those who left school aged 15 or younger (15% vs 9%).

QD8c.1 - 2 Do you think that the use of these products help tobacco smokers to quit?
(% - EU)

	E-cigarettes			Heated tobacco products		
	Yes	No	Don't know	Yes	No	Don't know
EU27	12	75	13	8	76	16
Gender						
Man	13	75	12	8	77	15
Woman	11	76	13	7	76	17
Age						
15-24	17	70	13	13	73	14
25-39	16	76	8	10	77	13
40-54	13	76	11	8	78	14
55 +	9	76	15	6	76	18
Education (End of)						
15-	9	75	16	6	76	18
16-19	10	78	12	7	78	15
20+	15	74	11	8	76	16
Still studying	16	69	15	12	72	16
Socio-professional category						
Self-employed	16	75	9	10	78	12
Managers	13	77	10	7	77	16
Other white collars	15	75	10	11	75	14
Manual workers	11	79	10	7	80	13
House persons	11	75	14	8	76	16
Unemployed	14	77	9	9	78	13
Retired	8	74	18	5	75	20
Students	16	69	15	12	72	16
Difficulties paying bills						
Most of the time	11	78	11	10	78	12
From time to time	12	77	11	8	78	14
Almost never/ Never	12	75	13	8	76	16
Consider belonging to						
The working class	9	78	13	6	78	16
The lower middle class	13	73	14	8	76	16
The middle class	12	76	12	8	77	15
The upper middle class	18	72	10	9	76	15
The upper class	21	74	5	13	75	12

Special Eurobarometer 539

Attitudes of Europeans towards tobacco and related products

May-June 2023

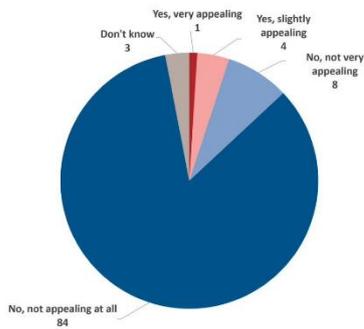
2. Attractiveness of e-cigarettes, HTP and nicotine pouches to non-users

Among those who have no or little experience with e-cigarettes, less than one in ten find them appealing

Across the EU, a small proportion (5%) of respondents who have never used e-cigarettes or have only tried them once or twice find this type of product appealing, while the overwhelming majority (92%) say e-cigarettes are not attractive to them⁸⁵.

At the **national level** we see that in 19 countries, more than nine in ten do not find e-cigarettes appealing, with the highest scores seen in Sweden (99%), Denmark, Finland and the Netherlands (97% all), and Ireland and Spain (both 96%). In three countries, more than one in ten find e-cigarettes appealing: Romania (15%), Malta (14%), and Slovakia (11%).

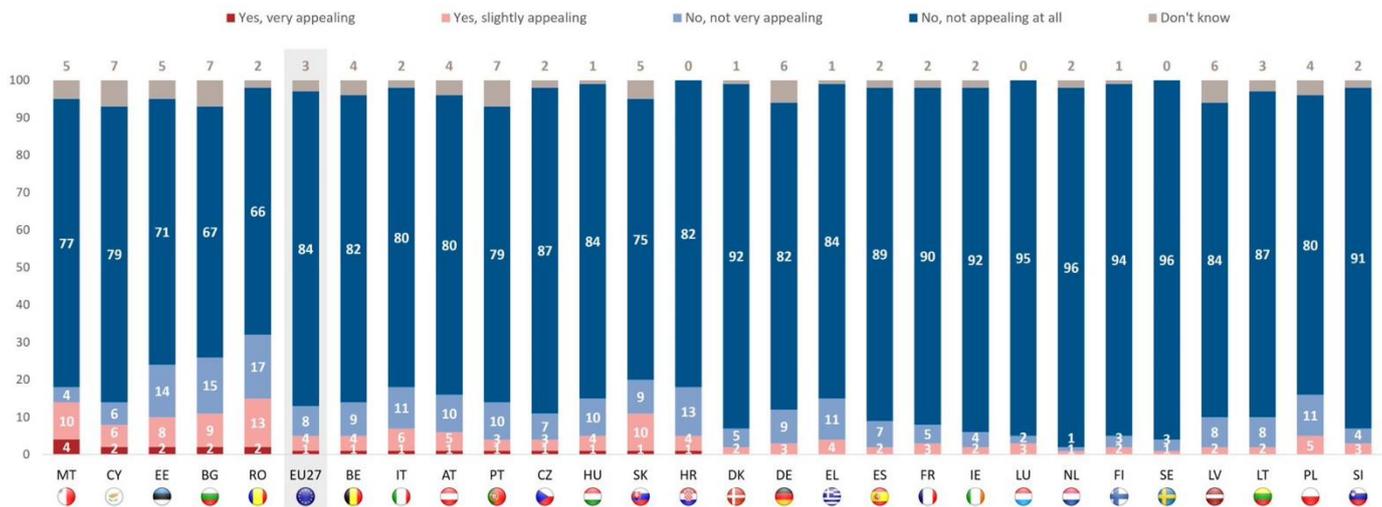
QD7c.1 Do you find the following products appealing?
E-cigarettes
(% - EU27)



(May 2023)

Base: 22329

QD7c.1 Do you find the following products appealing?
(% - E-cigarettes)



⁸⁵ QD7c_1 Do you find the following products appealing? E-cigarettes. Yes; No; DK.

Special Eurobarometer 539

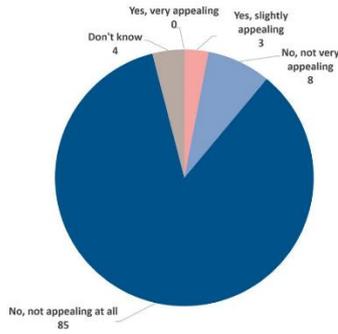
Attitudes of Europeans towards tobacco and related products

May-June 2023

When it comes to heated tobacco products, a smaller proportion (3%) of respondents find this type of product appealing, while the overwhelming majority (93%) say these kinds of products are not attractive to them⁸⁴.

At the **national level** we see that in 18 countries, more than nine in ten do not find e-cigarettes appealing, with the highest scores seen in Sweden (99%), Denmark (98%), and Slovenia, Spain, Finland and the Netherlands (97% all). Romania is the only country where more than one in ten (16%) non-smokers find e-cigarettes appealing.

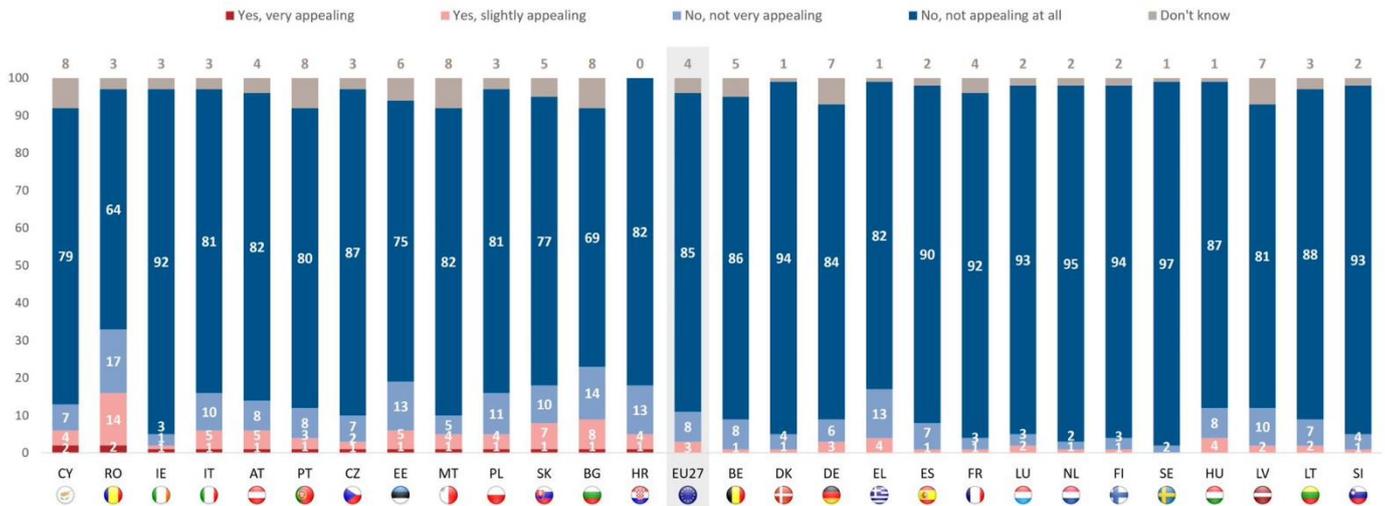
QD7c.2 Do you find the following products appealing?
Heated tobacco products
(% - EU27)



(May 2023)

Base: 24135

QD7c.2 Do you find the following products appealing?
(% - Heated tobacco products)



⁸⁴ QD7c_2 Do you find the following products appealing? Heated tobacco products. Yes; No; DK.

Special Eurobarometer 539

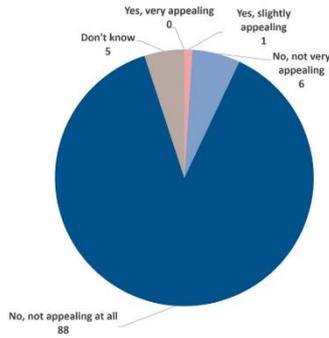
Attitudes of Europeans towards tobacco and related products

May-June 2023

Nicotine pouches are found less attractive by the surveyed respondents, with 1% of rating this type of product as appealing. Respondents overwhelmingly (94%) say these kinds of products are not attractive to them⁸⁵.

At the **national level** we see that in 19 countries, more than nine in ten do not find nicotine pouches appealing, with the highest scores seen in Sweden, Slovenia, and Denmark (98% all), and Greece, Spain, Luxembourg, Finland and the Netherlands (97% all), and Hungary and France (both 96%).

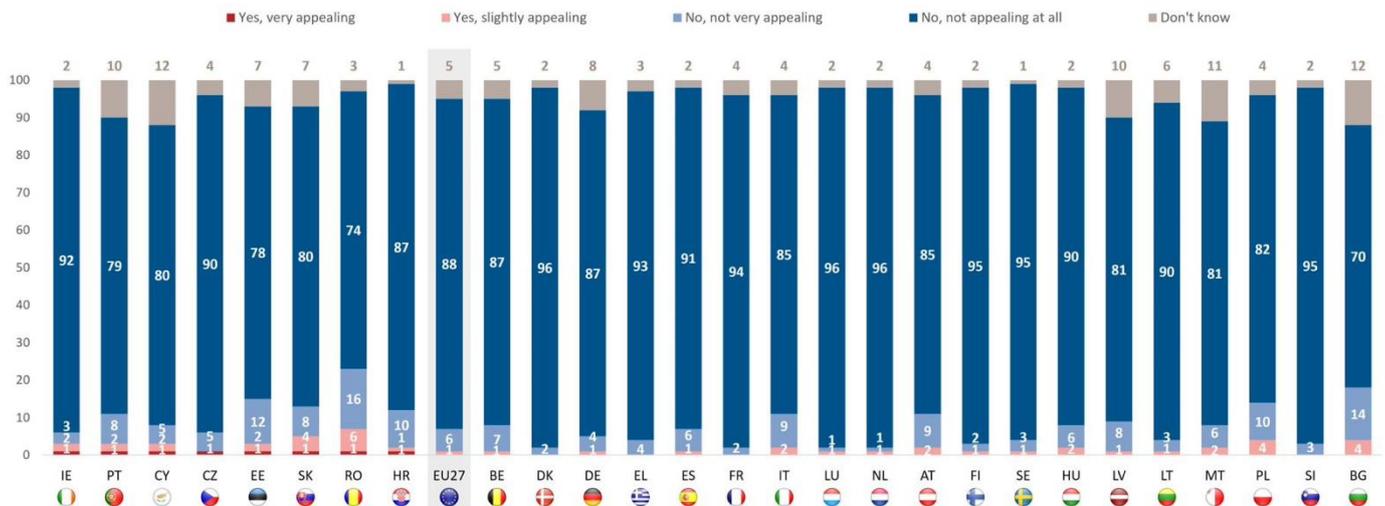
QD7c.3 Do you find the following products appealing?
Nicotine pouches
(% - EU27)



(May 2023)

Base: 25107

QD7c.3 Do you find the following products appealing?
(% - Nicotine pouches)



⁸⁵ QD7c_3 Do you find the following products appealing? Nicotine pouches. Yes; No; DK.

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Attitudes of Europeans towards tobacco and related products

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The **socio-demographic analysis** shows the following:

- Respondents aged 25-39 are slightly more likely to find e-cigarettes appealing compared to 3%-5% among the other age groups.
- Among the surveyed respondents, those who stayed in school aged 20 and up are more likely (5%) to think e-cigarettes are appealing than those who left school aged 15 or younger (3%). Better educated respondents however are also more likely to find nicotine pouches unappealing compared to less educated cohorts (96% vs 92%).
- Among socio-professional categories, manual workers and the self-employed are the most likely (7%) to find e-cigarettes appealing compared to managers (4%) and retirees (2%). House persons are more likely to think heated tobacco products are appealing (5%) compared to for instance the unemployed or students (both 2%).

QD7c.1 - 3 Do you find the following products appealing?
(% - EU)

	E-cigarettes					Heated tobacco products					Nicotine pouches				
	Yes, very appealing	Yes, slightly appealing	No, not very appealing	No, not appealing at all	Don't know	Yes, very appealing	Yes, slightly appealing	No, not very appealing	No, not appealing at all	Don't know	Yes, very appealing	Yes, slightly appealing	No, not very appealing	No, not appealing at all	Don't know
EU27	1	4	8	84	3	0	3	8	85	4	0	1	6	88	5
Gender						Gender					Gender				
Man	1	5	9	83	2	0	4	8	85	3	0	2	7	87	4
Woman	0	4	7	85	4	0	3	7	86	4	0	1	5	89	5
Age						Age					Age				
15-24	1	4	11	82	2	1	4	8	84	3	0	2	7	88	3
25-39	1	6	10	81	2	1	3	8	85	3	0	2	7	88	3
40-54	0	5	10	83	2	0	4	9	84	3	0	2	7	87	4
55 +	0	3	6	86	5	0	2	6	87	5	0	1	5	88	6
Education (End of)						Education (End of)					Education (End of)				
15-	0	3	6	85	6	0	2	6	86	6	0	1	5	87	7
16-19	1	5	9	82	3	0	4	9	83	4	0	2	7	86	5
20+	1	4	7	86	2	0	2	6	89	3	0	1	5	91	3
Still studying	1	3	11	82	3	1	3	8	85	3	0	2	7	88	3
Socio-professional category						Socio-professional category					Socio-professional category				
Self-employed	2	5	10	82	1	0	3	10	85	2	1	1	7	89	2
Managers	0	4	8	85	3	0	3	6	87	4	0	2	5	89	4
Other white collars	1	5	10	82	2	0	4	9	84	3	0	3	8	86	3
Manual workers	1	6	10	81	2	0	4	10	82	4	0	2	7	87	4
House persons	1	5	8	82	4	0	5	8	83	4	0	3	6	86	5
Unemployed	1	4	8	85	2	0	2	7	88	3	0	1	5	90	4
Retired	0	2	5	88	5	0	2	5	88	5	0	1	4	89	6
Students	1	3	11	82	3	1	3	8	85	3	0	2	7	88	3

Special Eurobarometer 539

Attitudes of Europeans towards tobacco and related products

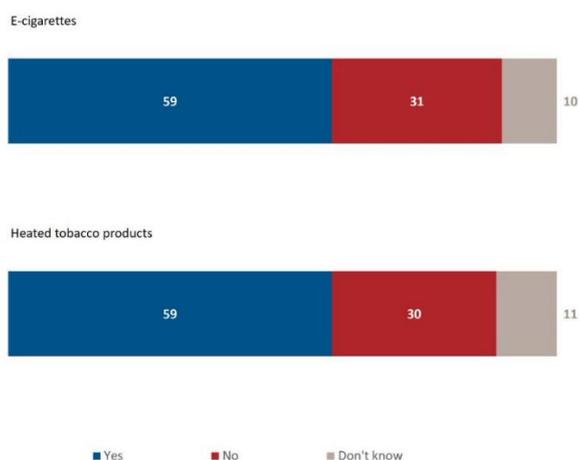
May-June 2023

3. Non-smokers attitudes towards a strict regulation for e-cigarettes and HTP

Large majorities of those who have no or little experience with e-cigarettes or heated tobacco products think e-cigarettes should be regulated as strictly as cigarettes

Respondents who have never used, or only tried, e-cigarettes or heated tobacco products were asked whether they think that e-cigarettes should be regulated as strictly as cigarettes.⁸⁶ Large majorities are in favour of regulating these products more strictly. Nearly six in ten (59%, -10) say this for e-cigarettes, with more than three in ten (31%, +7) answering that they do not think these products should be regulated as strictly as cigarettes.

QD9d. Do you think that these products should be regulated as strictly as cigarettes? (% - EU27)



Base: 21853

At the **national level**, we see varying opinions regarding the regulation of e-cigarettes and HTP. In 11 EU Member States, more than seven in ten respondents say they are in favour of regulating e-cigarettes as strictly as cigarettes, with the highest scores seen in Slovenia (84%), the Netherlands (79%), and Lithuania (77%). In three countries, less than half of the respondents think this way: Romania (37%), Poland (42%), and Czechia (49%).

Large majorities of those who have no or little experience with e-cigarettes or heated tobacco products think heated tobacco products should be regulated as strictly as cigarettes

Respondents who have never used, or only tried, e-cigarettes or heated tobacco products were asked whether they think that heated tobacco products should be regulated as strictly as cigarettes⁸⁷. Large majorities are in favour of regulating them more strictly. Nearly six in ten (59%, -11) say this for heated

tobacco products, with three in ten (30%, +8) answering that they do not think these products should be regulated as strictly as cigarettes.

At the **national level**, we see that in 7 EU Member States, more than seven in ten respondents say they are in favour of regulating heated tobacco products as strictly as cigarettes, with the highest scores seen in Slovenia (83%), the Netherlands (81%), and Lithuania (78%). In three countries, less than half of the respondents think this way: Romania (41%), Poland (42%), and Czechia (49%).

A **socio-demographic analysis** shows the following:

- Two thirds (65%) of the respondents who have a higher education are in favour of regulating e-cigarettes as strictly as cigarettes, compared to over half (54%) of those who left school aged 15 or younger.
- Students (64%), managers and the self-employed (both 63%) are more likely to favour such regulation than retirees (59%) and manual workers (53%).
- Respondents who never have difficulties paying their bills are more likely (62%) to favour regulating e-cigarettes as strictly as cigarettes than those who face such difficulties most of the time (54%).
- Around two thirds of those belonging to the upper-middle class (67%) and upper class (66%) favour such regulation, compared to six in ten (60%) of those in the middle class, followed by the working class (57%) and the lower middle class (55%).

⁸⁶ QC9d1. Do you think that these products should be regulated as strictly as cigarettes? E-cigarettes;

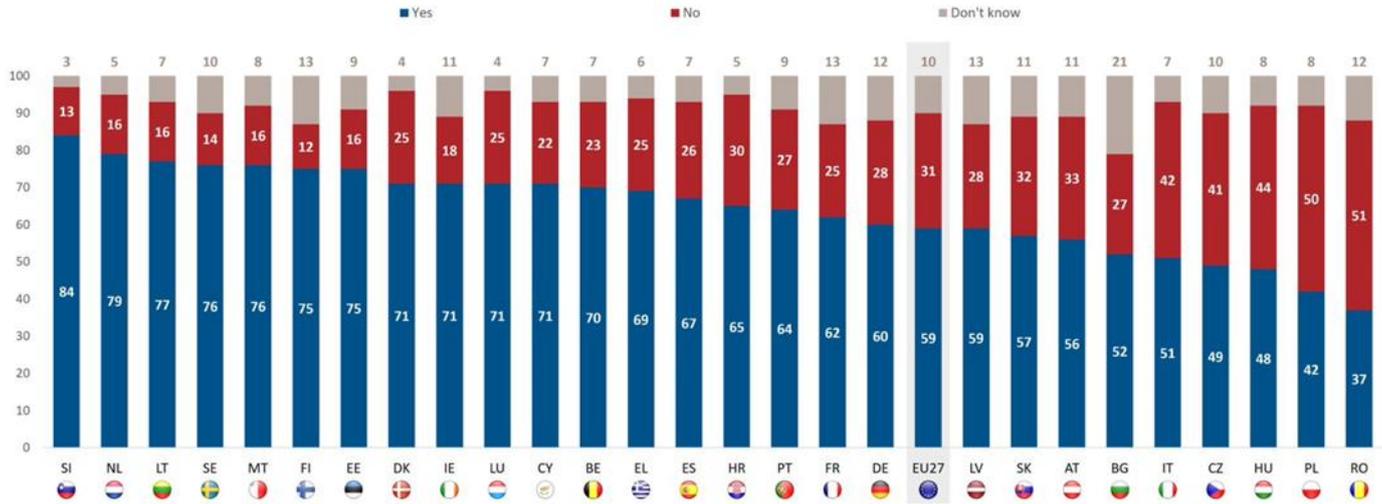
⁸⁷ QC9d2. Do you think that these products should be regulated as strictly as cigarettes? Heated tobacco products

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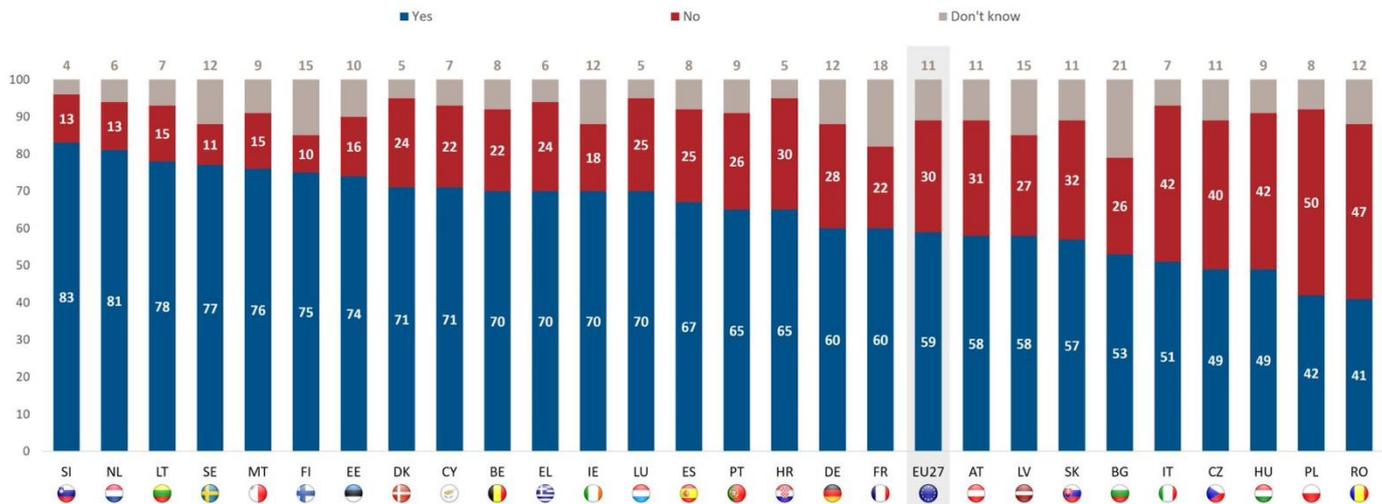
Attitudes of Europeans towards tobacco and related products

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QD9d.1 Do you think that these products should be regulated as strictly as cigarettes?
(% - E-cigarettes)



QD9d.2 Do you think that these products should be regulated as strictly as cigarettes?
(% - Heated tobacco products)



Special Eurobarometer 539

Attitudes of Europeans towards tobacco and related products

May-June 2023

QD9d.1 - 2 Do you think that these products should be regulated as strictly as cigarettes?
(% - EU)

	E-cigarettes			Heated tobacco products		
	Yes	No	Don't know	Yes	No	Don't know
EU27	59	31	10	59	30	11
 Gender						
Man	58	33	9	58	32	10
Woman	60	30	10	60	29	11
 Age						
15-24	61	30	9	62	27	11
25-39	59	34	7	59	33	8
40-54	58	34	8	58	33	9
55 +	58	30	12	58	29	13
 Education (End of)						
15-	57	30	13	57	30	13
16-19	54	36	10	54	35	11
20+	65	27	8	65	26	9
Still studying	64	27	9	66	24	10
Socio-professional category						
Self-employed	63	31	6	63	30	7
Managers	63	30	7	63	29	8
Other white collars	58	35	7	57	35	8
Manual workers	53	39	8	53	38	9
House persons	58	31	11	58	30	12
Unemployed	62	28	10	62	26	12
Retired	59	27	14	60	26	14
Students	64	27	9	66	24	10
 Difficulties paying bills						
Most of the time	54	36	10	56	34	10
From time to time	52	39	9	52	39	9
Almost never/ Never	62	28	10	62	27	11
Consider belonging to						
The working class	57	30	13	56	30	14
The lower middle class	55	34	11	56	32	12
The middle class	60	32	8	60	31	9
The upper middle class	67	26	7	68	24	8
The upper class	66	30	4	70	26	4

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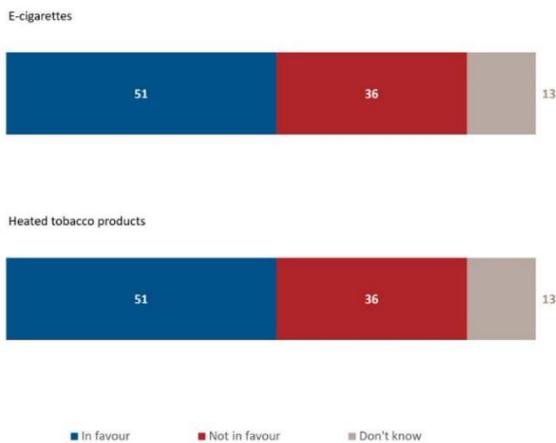
Attitudes of Europeans towards tobacco and related products

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A majority of those who have no or little experience with e-cigarettes or heated tobacco products are in favour of keeping e-cigarettes out of sight in shops or points of sale

Respondents who have never used, or only tried, e-cigarettes or heated tobacco products were asked whether they think e-cigarettes should be kept out of sight in shops or points of sale.⁸⁸ More than half (51%) are in favour of this. More than a third (36%) are not in favour, while 13% say they don't know.

QD10d. Would you be in favour or not in favour of keeping the following products out of sight in shops or points of sale? (% - EU27)



Base: 13827

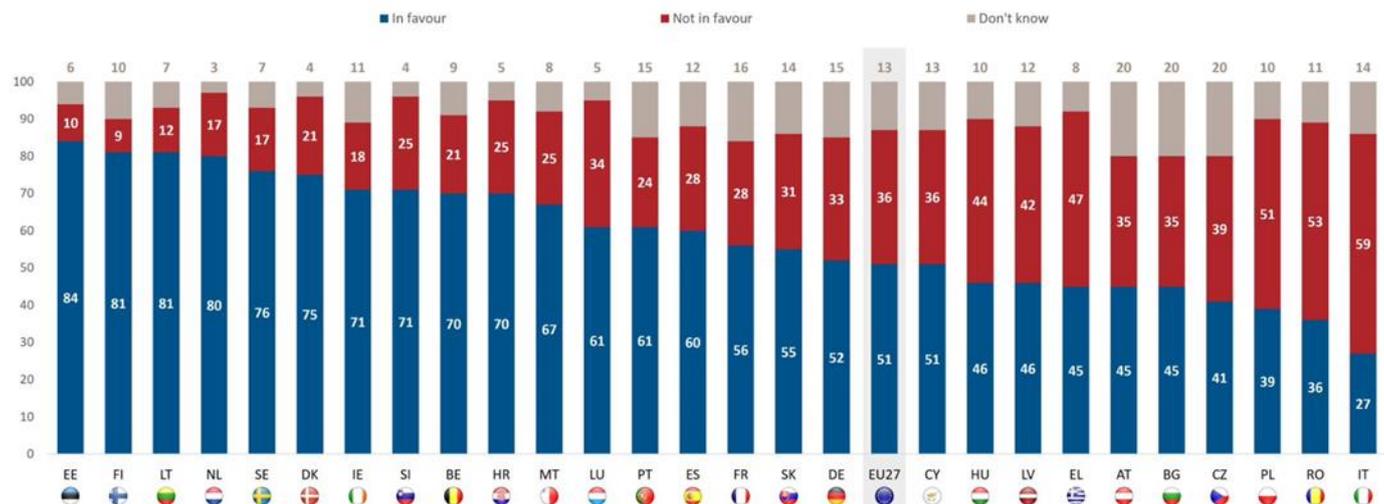
At the **national level**, we see that in 8 EU Member States, more than seven in ten respondents say they are in favour of keeping e-cigarettes out of sight in shops or points of sale, with the highest scores seen in Estonia (84%), Finland and Lithuania (both 81%), and the Netherlands (80%). In nine countries, less than half of the respondents think this way, with the lowest scores registered in Italy (27%), Romania (36%), and Czechia (41%).

A majority of those who have no or little experience with e-cigarettes or heated tobacco products are in favour of keeping heated tobacco products out of sight in shops or points of sale

More than half (51%) are in favour of this.⁸⁹ More than a third (36%) are not in favour, while 13% say they don't know.

At the **national level**, we see that in 9 EU Member States, more than seven in ten respondents say they are in favour of keeping heated tobacco products out of sight in shops or points of sale, with the highest scores seen in Estonia (84%), Finland (82%), and Lithuania (80%). In nine countries, less than half of the respondents think this way, with the lowest scores registered in Italy (27%), Czechia (40%), and Romania (43%).

QD10d.1 Would you be in favour or not in favour of keeping the following products out of sight in shops or points of sale? (% - E-cigarettes)



⁸⁸ QD10d.1. Would you be in favour or not in favour of keeping the following products out of sight in shops or points of sale? E-cigarettes

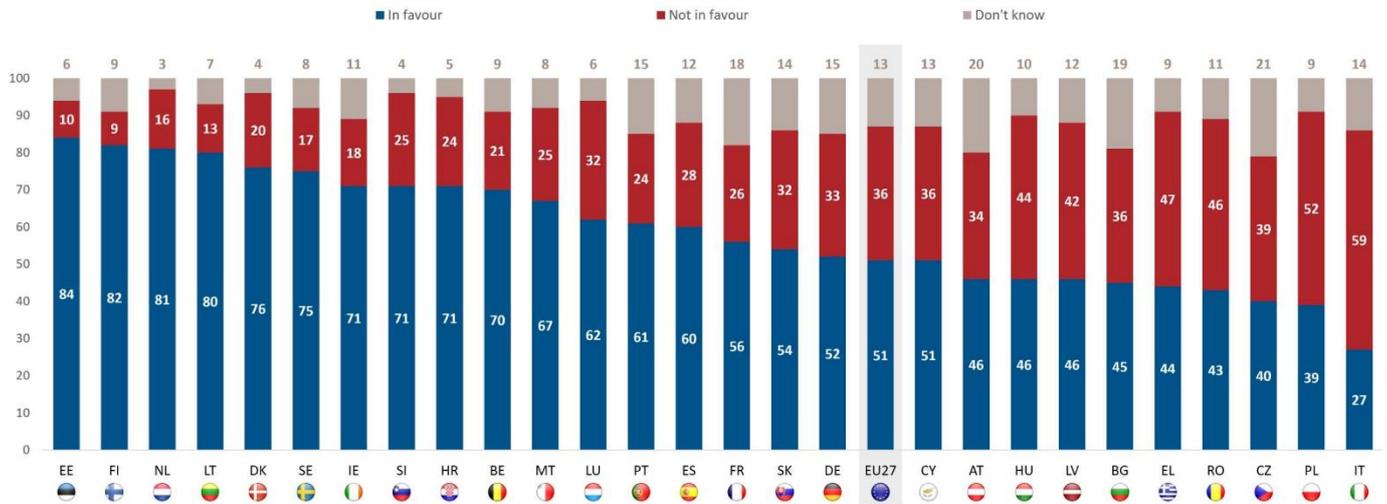
⁸⁹ QD10d.2. Would you be in favour or not in favour of keeping the following products out of sight in shops or points of sale? Heated tobacco products

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QD10d.2 Would you be in favour or not in favour of keeping the following products out of sight in shops or points of sale?
(% - Heated tobacco products)



A **socio-demographic analysis** shows the following:

- Close to six in ten (58%) of the respondents who have a higher education are in favour of keeping heated e-cigarettes out of sight in shops or points of sale, compared to less than half (46%) of those who left school aged 15 or younger. The same is true with regard to heated tobacco products (58% vs 47%).
- The unemployed, managers and retirees are more likely (52%-55%) to favour keeping e-cigarettes products out of sight in shops or points of sale than house persons or manual workers (47%).
- Respondents who never have difficulties paying their bills are more likely (54%) to favour keeping e-cigarettes out of sight in shops or points of sale than those who face such difficulties most of the time (48%). The same is true for heated tobacco products (54% vs 49%).
- Around six in ten of those belonging to the upper-middle class (61%) and upper class (60%) favour keeping e-cigarettes products out of sight in shops or points of sale, compared to 45%-53% among the other social classes.

QD10d.1 - 2 Would you be in favour or not in favour of keeping the following products out of sight in shops or points of sale?
(% - EU)

	E-cigarettes			Heated tobacco products		
	In favour	Not in favour	Don't know	In favour	Not in favour	Don't know
EU27	51	36	13	51	36	13
Gender						
Man	50	38	12	51	37	12
Woman	51	36	13	52	35	13
Age						
15-24	52	35	13	53	35	12
25-39	52	37	11	52	37	11
40-54	49	40	11	50	39	11
55 +	51	34	15	51	34	15
Education (End of)						
15-	46	36	18	47	35	18
16-19	47	41	12	47	40	13
20+	58	32	10	58	32	10
Still studying	52	34	14	53	33	14
Socio-professional category						
Self-employed	48	42	10	49	41	10
Managers	54	35	11	55	34	11
Other white collars	49	40	11	49	40	11
Manual workers	47	42	11	47	42	11
House persons	47	38	15	48	37	15
Unemployed	55	33	12	54	34	12
Retired	53	31	16	53	31	16
Students	52	34	14	53	33	14
Difficulties paying bills						
Most of the time	48	40	12	49	39	12
From time to time	42	46	12	42	45	13
Almost never/ Never	54	33	13	54	33	13
Consider belonging to						
The working class	53	30	17	52	31	17
The lower middle class	45	41	14	45	40	15
The middle class	50	39	11	51	38	11
The upper middle class	61	31	8	62	29	9
The upper class	60	35	5	61	33	6

Special Eurobarometer 539

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4. Support to control measures

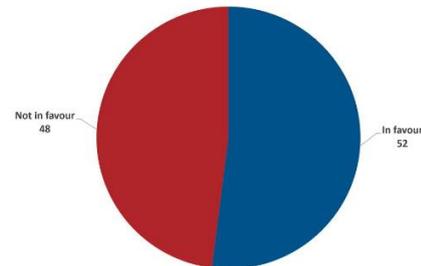
Opinions are diverse on plain packaging for cigarettes

Respondents were asked whether or not they were in favour of introducing “plain packaging” for cigarettes, i.e., standardised packaging with a fixed colour and design and the removal of all branding (such as images and corporate logos)⁹⁰. Opinions are more or less evenly split on this issue. More than four in ten (42%, -2) are in favour, while a slightly smaller proportion of respondents (40%, +2) are not in favour of such a measure.

Due to a high level of “Don’t know” recorded in this question, varying significantly across countries, the data were adjusted by removing these answers from the original results. That allowed for better comparability and more meaningful description of the results. After the removal of ‘Don’t know’ answers (18% at EU level and between 9% and 32% in each of the Member States), results for were recalculated and displayed below in both text and charts, as follows.⁹¹

Once excluded from the pool of respondents those who do not know whether they would be in favour of introducing “plain packaging” for cigarettes, the proportion of those in favour increases to 52% while the proportion of those not in favour to 48%.

QD16.1.WITHOUTDKs Would you be in favour or not in favour of any of the following measures? Introducing “plain packaging” for cigarettes, i.e. standardised packaging with a fixed colour and design and the removal of all branding (such as images and corporate logos) (% - EU27)

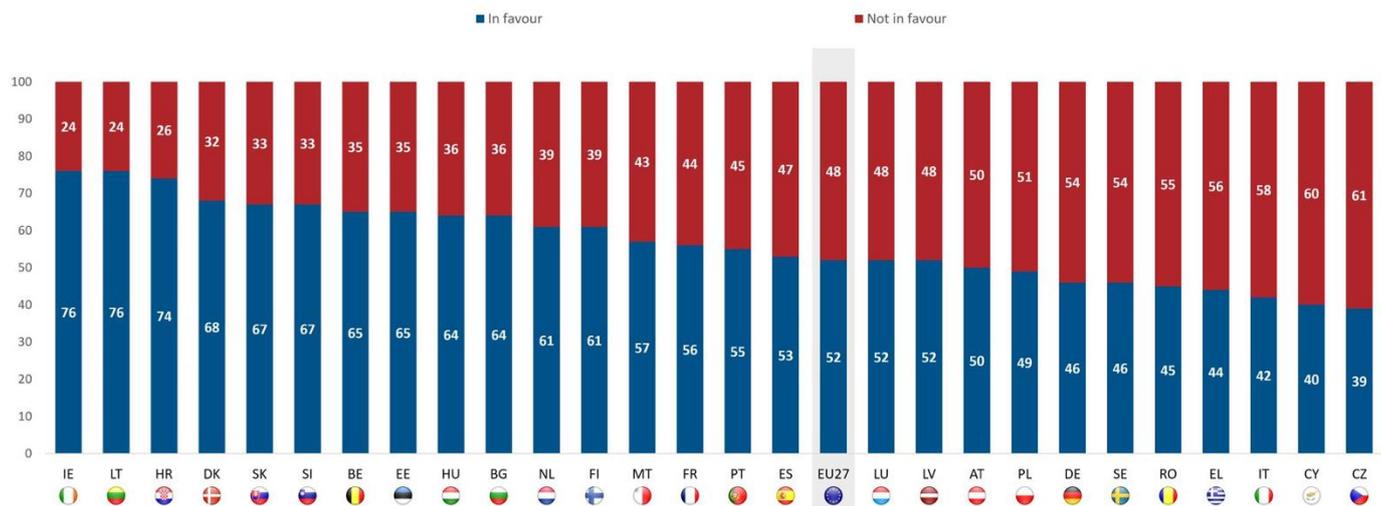


(May/Jun 2023)

Base: 26358

At the **national level** we see that in three countries, at least seven in ten support introducing “plain packaging” for cigarettes: Ireland and Lithuania (both 76%), and Croatia (74%). They are least likely to support this in Czechia (39%), Cyprus (40%), and Italy (42%).

QD16.1.WITHOUTDKs Would you be in favour or not in favour of any of the following measures? (% - Introducing “plain packaging” for cigarettes, i.e. standardised packaging with a fixed colour and design and the removal of all branding (such as images and corporate logos))



⁹⁰ QD16.1. Would you be in favour or not in favour of any of the following measures? Introducing “plain packaging” for cigarettes, i.e., standardised packaging with a fixed colour and design and the removal of all branding (such as images and corporate logos) In favour. Not in favour. Don’t know.

⁹¹ The recoding of the question was done for illustrative purposes only. The complete results can be found in the annexes, including the percentage of respondents who answered “Don’t know” and the corresponding percentages for those who answered “In favour” and “Not in favour” in the original question.

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A **socio-demographic analysis** shows the following:

- Women are slightly more likely to support introducing “plain packaging” for cigarettes than men (44% vs 41%). Once removed from the pool of respondents those who say they do not know whether they would be in favour of such a measure, the proportions of those in favour increase to 49% among the men and 54% among the women.
- Respondents aged 25-39 are slightly more likely to support such a measure than those aged 40 and up (41%-42%). The results excluding the don't know answer reveal that respondents aged 55+ (53%) are in those most in favour of this measure.
- The longer someone stays in school, the more likely they are to support introducing “plain packaging”, with 45% of those who left school past the age of 20 supporting such a measure, compared to four in ten (40%) of those who left school aged 15 or younger. Once removed from the pool of respondents those who say they do not know whether they would be in favour of such a measure, the proportion of those who left school after 20 years of age and support this measure increases to 53%. Along with them, those who are still studying feature among the respondents showing the strongest support for this measure.
- Other white-collar workers are the most likely (45%) to support introducing “plain packaging” for cigarettes, followed by the self-employed (44%), students, managers and retirees (43% all), house persons (42%), the unemployed (41%), and manual workers (40%). Upon removal of the don't know answer option, it emerges that retired citizens (56%) and house persons (54%) are the categories showing the highest support for this measure.
- Those who never have trouble paying bills are slightly more likely (44%) to support such a measure than those who face financial difficulties most of the time (41%). These proportions increase to 54% and 48% respectively when those who say they do not know whether they would be in favour of such a measure are removed from the pool of respondents.
- A majority (53%) of those belonging to the upper-class support introducing “plain packaging” for cigarettes compared to four in ten (40%) of those who consider themselves as being working class. These divergence in opinion is, however, much reduced once those who say they do not know whether they would be in favour of such a measure are removed from the pool of respondents, as the difference between those in favour to this measure from the upper class (56%) and from the working class (51%) is just five percentage points.

QD16_1_WITHOUTDKs Would you be in favour or not in favour of any of the following measures?

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

	In favour	Not in favour
EU27	52	48
 Gender		
Man	49	51
Woman	54	46
 Age		
15-24	52	48
25-39	52	48
40-54	49	51
55 +	53	47
 Education (End of)		
15-	52	48
16-19	50	50
20+	53	47
Still studying	53	47
 Socio-professional category		
Self-employed	51	49
Managers	51	49
Other white collars	53	47
Manual workers	47	53
House persons	54	46
Unemployed	50	50
Retired	56	44
Students	53	47
 Difficulties paying bills		
Most of the time	48	52
From time to time	48	52
Almost never/ Never	54	46
 Consider belonging to		
The working class	51	49
The lower middle class	52	48
The middle class	51	49
The upper middle class	54	46
The upper class	56	44

Special Eurobarometer 539

Attitudes of Europeans towards tobacco and related products

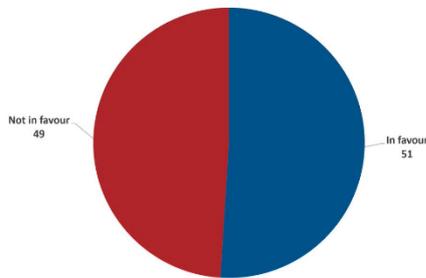
May-June 2023

Respondents are slightly more in favour of banning flavours in e-cigarettes

A similar division can be found with regard to banning flavours in e-cigarettes.⁹² Over four in ten (43%, -2) are in favour of such a measure, while a slightly smaller proportion of respondents (40%, +5) would not approve this. Nearly one in five (17%, -3) indicate that they don't know.

Once excluded from the pool of respondents those who do not know whether they would be in favour of banning flavours in e-cigarettes, the proportion of those in favour increases to 51% while the proportion of those not in favour to 49%, clearly showing the ambivalence of opinions on the matter among EU respondents.

QD16.4.WITHOUTDKs Would you be in favour or not in favour of any of the following measures?
Banning flavours in e-cigarettes
(% - EU27)



(May/Jun 2023)

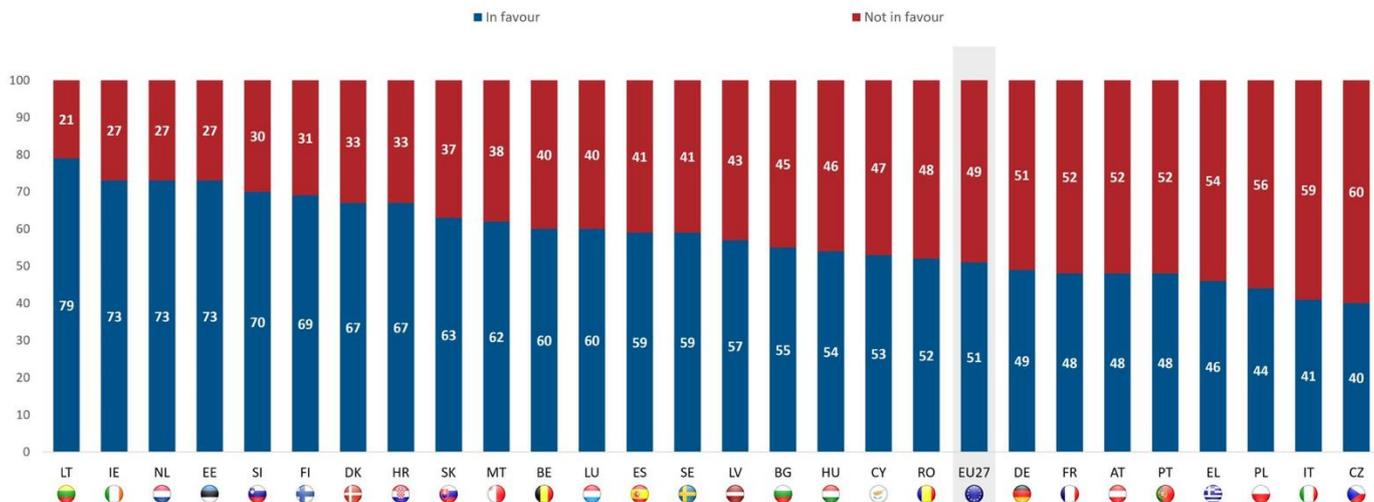
Base: 26358

At the **national level** we see that in four countries, at least six in ten support banning flavours in e-cigarettes: the Netherlands (69%), Slovenia (63%), Ireland (62%), and Estonia (61%). They are least likely to support this in Czechia (31%), Italy (33%), and Poland and Bulgaria (both 38%).

In 11 countries, respondents are more likely to support banning flavours in e-cigarettes than in 2020, with the biggest increases seen in Croatia (58%, +13), Denmark (58%, +10), and Malta (52%, +8). In 14 countries, support for such a measure has fallen, most notably in Cyprus (45%, -24), Finland (55%, -19), and Sweden (51%, -14). There was no change in Italy (33%, =).

Once excluded from the pool of respondents those who do not know whether they would be in favour of banning flavours in e-cigarettes, the highest proportions of those in favour are observed in Lithuania (79%), Ireland, the Netherlands, and Estonia (all three 73%).

QD16.4.WITHOUTDKs Would you be in favour or not in favour of any of the following measures?
(% - Banning flavours in e-cigarettes)



⁹² QD16.4. Would you be in favour or not in favour of any of the following measures? Banning flavours in e-cigarettes. In favour. Not in favour. Don't know.

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A **socio-demographic analysis** shows the following:

- Women are slightly more likely to support banning flavours in e-cigarettes than men (55% vs 48%).
- Respondents aged 55 and up are the most likely (58%) to support such a measure, compared to 44%-49% among the other age groups.
- Nearly six in ten (56%) of those who left school aged 15 or younger support banning flavours in e-cigarettes, compared to 54% of those who left school aged 20 and up, and 49% of those who left school aged 16-19.
- Those who never have trouble paying bills are more likely (54%) to support such a measure than those who face financial difficulties most of the time (43%).
- More than six in ten (61%) of those belonging to the upper-class support banning flavours in e-cigarettes compared to four in ten (49%) of those who consider themselves as belonging to the lower-middle class.

QD16_4_WITHOUTDKs Would you be in favour or not in favour of any of the following measures?

Banning flavours in e-cigarettes (% - EU)

	In favour	Not in favour
EU27	51	49
 Gender		
Man	48	52
Woman	55	45
 Age		
15-24	44	56
25-39	47	53
40-54	49	51
55 +	58	42
 Education (End of)		
15-	57	43
16-19	49	51
20+	54	46
Still studying	47	53
 Socio-professional category		
Self-employed	50	50
Managers	51	49
Other white collars	48	52
Manual workers	47	53
House persons	52	48
Unemployed	49	51
Retired	60	40
Students	47	53
 Difficulties paying bills		
Most of the time	43	57
From time to time	47	53
Almost never/ Never	54	46
 Consider belonging to		
The working class	53	47
The lower middle class	49	51
The middle class	51	49
The upper middle class	53	47
The upper class	61	39

Special Eurobarometer 539

Attitudes of Europeans towards tobacco and related products

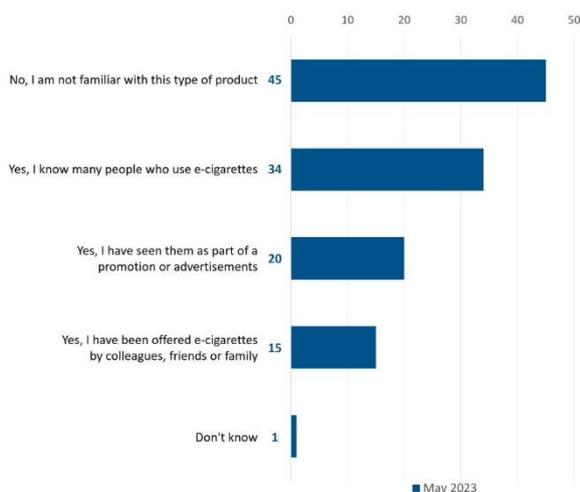
May-June 2023

5. Non-users' exposure to e-cigarettes

Non-users' exposure to e-cigarettes

Respondents who have never used e-cigarettes were asked whether they had ever been exposed to them.⁹⁵ Just over a third (34%) say they know many people who use e-cigarettes. One in five (20%) have seen them as part of a promotion or advertisements, with 15% saying they have been offered e-cigarettes by colleagues, friends or family. Conversely, nearly half (45%) of those polled say they are not familiar with this type of product.

QD4c Have you ever been exposed to e-cigarettes? (MULTIPLE ANSWERS POSSIBLE) (% - EU27)



Base: 22329

A **national analysis** shows that in six countries, more than half say they are not familiar with e-cigarettes. They are most likely to say this in Denmark (60%), Romania (59%), and Austria (54%). They are least likely to say this in Czechia and Slovakia (both 25%), Croatia (28%), and France (30%). In three countries, at least half say they know many people who use e-cigarettes: Slovakia (57%) and Greece and Czechia (both 50%). In Sweden, around one in five (21%) say the same. In three countries, at least a third have seen them as part of a promotion or advertisement: Sweden (42%), Slovakia (35%), and the Netherlands (33%). They are least likely to say this in Malta and Portugal (both 6%), Cyprus (10%), and Austria and Ireland (both 13%). In Luxembourg, one in four (25%) say they have been offered e-cigarettes by colleagues, friends, or family. In France, more than three in ten (31%) say this, while a small proportion report this in Portugal (2%) and Romania (4%).

The **socio-demographic analysis** shows the following:

- Women are more likely than men to say that they are not familiar with e-cigarettes (48% vs 42%). Conversely, men are more likely to say that they know many people who use e-cigarettes (36% vs 33%) or that they have been offered e-cigarettes by colleagues, friends or family (16% vs 13%).
- Respondents aged 55 and up are the most likely (56%) to say that they are not familiar with e-cigarettes, compared to 33%-38% among the other age groups. Conversely, younger people are more likely to say they know many people who use e-cigarettes (40%-43%) compared to 26% of those aged 55 and up. The youngest cohort is also most likely to have seen them as part of a promotion or advertisements (26%) compared to 18%-22% among the other age groups.
- Respondents who have stayed in school past the age of 20 are more likely than those who left school aged 15 or younger to have been offered e-cigarettes by colleagues, friends or family (18% vs 8%).

QD4c Have you ever been exposed to e-cigarettes? (MULTIPLE ANSWERS POSSIBLE) (% - EU)

	Yes, I have been offered e-cigarettes by colleagues, friends or family	Yes, I have seen them as part of a promotion or advertisements	Yes, I know many people who use e-cigarettes	No, I am not familiar with this type of product	Don't know
EU27	15	20	34	45	1
Gender					
Man	16	22	36	42	1
Woman	13	19	33	48	0
Age					
15-24	22	26	43	33	0
25-39	21	22	41	35	0
40-54	17	22	40	38	0
55+	9	18	26	56	1
Education (End of)					
15-	8	13	24	64	0
16-19	14	20	34	46	0
20+	18	24	38	36	1
Still studying	21	23	41	37	0

⁹⁵ QD4c. Have you ever been exposed to e-cigarettes? (MULTIPLE ANSWERS POSSIBLE) Yes, I have been offered e-cigarettes by colleagues, friends or family. Yes, I have seen them as part of a promotion or advertisements. Yes, I know many

people who use e-cigarettes. No, I am not familiar with this type of product. Don't know.

Special Eurobarometer 539

Attitudes of Europeans towards tobacco and related products

May-June 2023

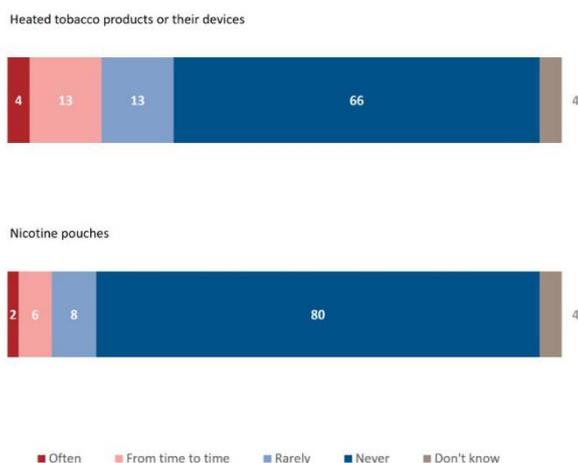
6. Non-smokers' exposure to HTP and nicotine pouches advertisements

Most respondents have not been exposed to advertisements for HTP or their devices and to advertisements for nicotine pouches

Respondents were asked for their opinions about whether they encountered advertising and promotion for heated tobacco products.⁹⁴

Two thirds (66%) say they have never seen advertisements or promotions for heated tobacco products, which is less than the proportion of respondents saying this in 2020 (70%). More than one in ten (13%, +3) say they have seen them from time to time. The same proportion (13%, +1), say they rarely see them, while a small proportion (4%, +1) see them often.

QD11b. In the past 12 months, have you seen advertisements or promotions for the following products in (OUR COUNTRY)? (% - EU27)



Base: 13219

The national analysis shows that in 11 countries, more than seven in ten respondents have never seen advertisements or promotions for heated tobacco products, with the highest scores seen in Malta (84%), Denmark (79%), and Finland (77%). Respondents are least likely to say this in Romania (45%), Czechia (46%), and Bulgaria (47%). At least one in five respondents have seen them from time to time in Romania (25%) and Greece (20%).

Between 2020 and 2022, in 21 countries respondents have become more likely to see advertisements or promotions for heated tobacco products from time to time, with the biggest increases seen in Romania (25%, +11), Greece (20%, +8), Slovenia (14%, +8). Slight decreases are seen in Belgium (6%, -3), Spain (7%, -2), Finland (7%, -2), and Cyprus (6%, -1).

Respondents were asked for their opinions about whether they encountered advertising and promotion for nicotine pouches⁹⁵.

Eight in ten (66%) say they have never seen advertisements or promotions for nicotine pouches, while nearly one in ten (8%) have seen them rarely. A small proportion (6%) say they have seen them from time to time, with an even smaller proportion of respondents (2%) saying they have seen them often.

The national analysis shows that in 10 countries, more than eight in ten respondents have never seen advertisements or promotions for nicotine pouches, with the highest scores seen in Spain (91%), France and Spain (both 88%), and Malta (86%). Respondents are least likely to say this in Sweden (52%), Ireland (63%), and Romania and Slovakia (both 65%). At least one in ten respondents have seen them from time to time in Ireland and Sweden (both 15%), and Romania (13%).

The **socio-demographic analysis** shows the following:

- Women are more likely than men (68% vs 63%) to say they have never seen advertisements or promotions for heated tobacco products or their devices. The same is true for nicotine pouches (82% vs 77%).
- More than one in five (21%) non-smokers aged 15-24 say they see advertisements or promotions for heated tobacco products from time to time, compared to 8%-16% among older age groups. The same is true for nicotine pouches (10% vs 4%-7%).
- Respondents who have left school aged 15 or younger are more likely (80%) never to have seen such advertisements for heated tobacco products than those who left school aged 20 or older (65%). The results are similar regarding nicotine pouches (88% vs 79%).
- Students are the most likely to see advertisements for heated tobacco products from time to time (20%), especially compared to manual workers and the self-employed (14%), house persons (11%), and retirees (8%).

⁹⁴ QD11b.1. In the past 12 months, have you seen advertisements or promotions for the following products in (OUR COUNTRY)? Heated tobacco products or their devices

⁹⁵ QD11b.2. In the past 12 months, have you seen advertisements or promotions for the following products in (OUR COUNTRY)? Nicotine pouches

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QD11b.1 - 2 In the past 12 months, have you seen advertisements or promotions for the following products in (OUR COUNTRY)?
(% - EU)

	Heated tobacco products or their devices					Nicotine pouches				
	Often	From time to time	Rarely	Never	Don't know	Often	From time to time	Rarely	Never	Don't know
EU27	4	13	13	66	4	2	6	8	80	4
 Gender										
Man	4	14	15	63	4	2	7	10	77	4
Woman	3	12	13	68	4	1	5	8	82	4
 Age										
15-24	7	21	15	54	3	3	10	12	73	2
25-39	5	16	13	61	5	2	7	9	77	5
40-54	4	13	16	64	3	1	5	11	80	3
55 +	2	8	12	73	5	1	4	6	84	5
 Education (End of)										
15-	2	6	8	80	4	0	3	5	88	4
16-19	3	13	15	64	5	2	6	8	80	4
20+	4	12	15	65	4	2	6	10	79	3
Still studying	7	20	14	55	4	3	8	11	74	4
Socio-professional category										
Self-employed	5	14	17	59	5	2	7	12	75	4
Managers	3	13	13	65	6	1	6	10	77	6
Other white collars	4	15	15	62	4	2	7	10	77	4
Manual workers	4	14	14	65	3	2	6	9	80	3
House persons	2	11	17	68	2	1	4	11	81	3
Unemployed	4	13	14	67	2	4	3	7	84	2
Retired	2	8	11	74	5	1	3	5	86	5
Students	7	20	14	55	4	3	8	11	74	4

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Attitudes of Europeans towards tobacco and related products

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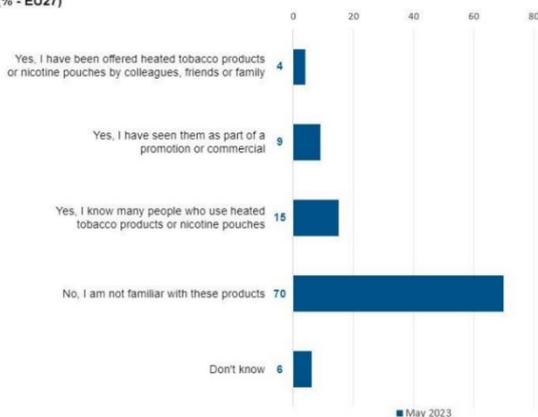
Most respondents have not been exposed to HTP or nicotine pouches

Respondents were asked whether they had seen advertisements or promotions for heated tobacco products or their devices in the past twelve months⁹⁶. Two thirds (66%, -4) of the respondents say they had not. More than one in ten (13%, +3) say they have seen such advertisements from time to time, while the same proportion (13, +1) say they rarely have.

Eight in ten respondents say they had not seen advertisements or promotions for nicotine pouches in the past twelve months⁹⁷. Close to nine in ten (8%) say they have rarely seen such advertisements, followed by a smaller proportion (6%) who indicate that they've seen these ads from time to time, or that they don't know (4%).

Seven in ten (70%) of the respondents say that they are not familiar with HTP or nicotine pouches⁹⁸, while close to one in four say they are. More specifically, 15% of the respondents say they know many people who use heated tobacco products or nicotine pouches, while close to one in ten (9%) say have seen them as part of a promotion or commercial. A small proportion (4%) say they have been offered heated tobacco products or nicotine pouches by colleagues, friends or family.

QD12b Have you ever been exposed to heated tobacco products (HTPs) or nicotine pouches? (MULTIPLE ANSWERS POSSIBLE) (% - EU27)



Base: 13219

At the **national level**, we see that in five countries, more than eight in ten are not familiar with heated tobacco products (HTPs) or nicotine pouches: Germany (88%), Estonia and Malta (both 82%), and the Netherlands and Austria (both 81%). Greece is the only country where more than half (56%) say they are familiar with heated tobacco products (HTPs) or nicotine pouches.

The **socio-demographic analysis** shows the following:

- Men are more likely than women to say they are familiar with heated tobacco products (HTPs) or nicotine pouches (26% vs 21%).
- The younger the respondent, the more likely they are familiar with heated tobacco products (HTPs) or nicotine pouches, ranging from 35% of those aged 15-24 to 14% among those aged 55 and up.
- Those who left school after the age of 20 are more likely to say they are familiar with these things (26%) than those who left school aged 15 or younger (10%).
- Students (34%) and the self-employed (33%) are the most likely to be familiar with heated tobacco products (HTPs) or nicotine pouches, compared to 30% of white-collar workers, 27% of managers, 25% of the unemployed, 20% of house persons, and 11% of retirees.
- Those who consider themselves as belonging to the upper class are the most likely (30%) to say they are familiar with heated tobacco products (HTPs) or nicotine pouches, followed by the upper-middle class (27%), the middle class (25%), the lower-middle class (23%), and the working class (17%).

⁹⁶ QD11b.1. In the past 12 months, have you seen advertisements or promotions for the following products in (OUR COUNTRY)? Heated tobacco products or their devices

⁹⁷ QD11b.2. In the past 12 months, have you seen advertisements or promotions for the following products in (OUR COUNTRY)?

⁹⁸ QD12b. Have you ever been exposed to heated tobacco products (HTPs) or nicotine pouches? (MULTIPLE ANSWERS POSSIBLE) Yes, I have been offered heated

tobacco products or nicotine pouches by colleagues, friends or family. Yes, I have seen them as part of a promotion or commercial. Yes, I know many people who use heated tobacco products or nicotine pouches. No, I am not familiar with these products. Don't know.

Special Eurobarometer 539

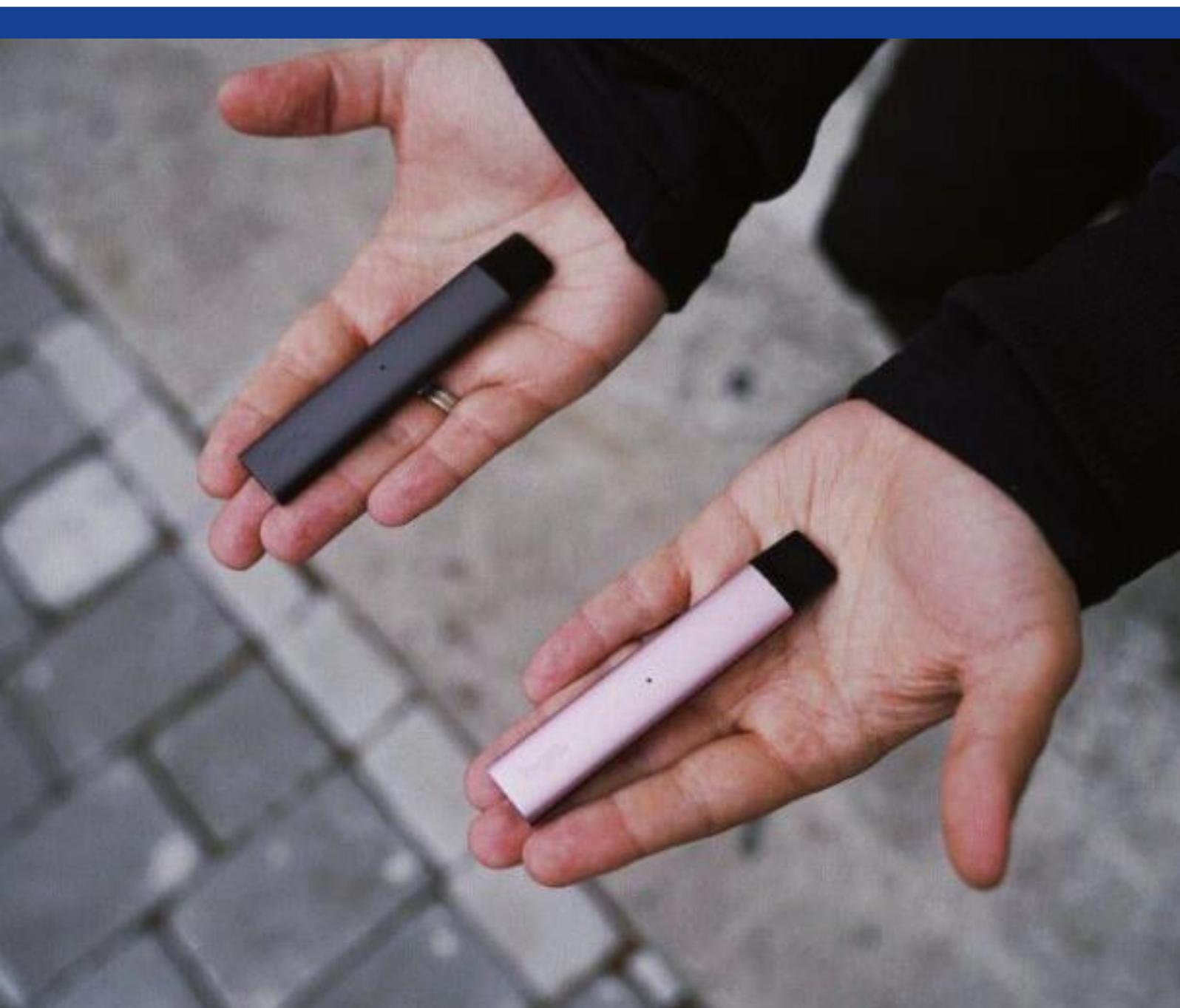
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QD12b Have you ever been exposed to heated tobacco products (HTPs) or nicotine pouches? (MULTIPLE ANSWERS POSSIBLE)
(% - EU)

	Yes, I have been offered heated tobacco products or nicotine pouches by colleagues, friends or family	Yes, I have seen them as part of a promotion or commercial	Yes, I know many people who use heated tobacco products or nicotine pouches	No, I am not familiar with these products	Don't know
EU27	4	9	15	70	6
 Gender					
Man	5	10	16	67	7
Woman	3	8	14	73	6
 Age					
15-24	10	13	23	58	6
25-39	5	12	20	64	5
40-54	4	9	16	68	6
55 +	1	5	9	79	7
 Education (End of)					
15-	1	3	7	83	8
16-19	3	8	16	71	5
20+	5	10	15	68	6
Still studying	9	14	22	61	5
Socio-professional category					
Self-employed	5	10	22	61	6
Managers	5	11	15	68	5
Other white collars	5	11	21	64	6
Manual workers	5	8	15	69	7
House persons	2	7	14	72	8
Unemployed	4	6	18	69	7
Retired	1	5	8	82	7
Students	9	14	22	61	5
 Difficulties paying bills					
Most of the time	2	9	18	71	6
From time to time	4	9	20	64	8
Almost never/ Never	4	8	13	73	6
Consider belonging to					
The working class	3	7	12	76	7
The lower middle class	4	8	15	71	6
The middle class	4	9	16	69	6
The upper middle class	7	9	16	65	8
The upper class	1	3	26	66	4

CONCLUSIONS



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Attitudes of Europeans towards tobacco and related products

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As of the latest survey, less than a quarter of Europeans smoke, representing a slight decrease from the previous year. The majority of Europeans have never smoked, in line with the overall trend of declining smoking rates since 2012. However, there are noticeable disparities between countries. Smoking is most prevalent in Bulgaria, Greece, and Croatia, while it's least common in Sweden, the Netherlands, and Denmark. On the other hand, ex-smokers are most common in Sweden, the Netherlands, and Finland, whereas Romania, Portugal, and Poland have the lowest proportions. Non-smokers are predominantly found in Portugal, Ireland, and Malta.

The data suggests that a majority of non-smokers have never tried any tobacco products. Furthermore, the report identifies gender and socio-economic disparities in smoking habits. Men are more likely to smoke than women, and individuals aged 25-39 are most prone to smoke. Additionally, unemployed individuals and those having difficulty paying bills also exhibit higher smoking rates.

The data reveals smoking habits: 75% of respondents smoke 6 to 20 units daily. Among smokers, 48% consume 11 to 20 units, 27% smoke 6 to 10 units, 14% smoke 1 to 5 units, and 8% smoke 21 units or more. The average daily consumption is 14.10 units, slightly lower than in 2020.

There are variations across EU Member States: Greece has the highest average (18.13), while Finland has the lowest (9.97). Most countries experienced a slight decrease in smoking rates between 2020 and 2022.

Consumption increases with age, ranging from 11.38 units for those aged 15-24 to 14.91 units for those aged 55 or older. Education also plays a role: Those with more years of full-time education smoke fewer cigarettes per day. The average daily consumption also increases with the length of time as a smoker, ranging from 10.71 units for those with five years or less of smoking history to 14.67 units for those smoking between 21 and 40 years.

Boxed cigarettes, in particular, appear to be the favoured tobacco product among both smokers and ex-smokers. Among smokers, other products like hand-rolled cigarettes, cigarillos, cigars, and pipes are less frequently consumed.

Over nine in ten Europeans have never used heated tobacco products. However, a vast majority of current users utilise these on a daily basis. The use of water pipes or oral tobacco is uncommon, with the use of oral/nasal tobacco being marginal except in Sweden where it is legal, and some other countries such as Austria or Finland.

E-cigarette usage is more variable, with nearly a tenth of Europeans having tried these. Countries where e-cigarette use is highest include Estonia, Lithuania, and France, while usage is lowest in Hungary, Romania, Finland, Sweden, the Netherlands, Croatia, Spain, Greece, and Germany. There are no significant gender differences in e-cigarette usage, but usage appears to be higher among younger individuals and those with later education completion. The frequency of usage also varies significantly among the users.

In terms of e-cigarette devices, refillable devices with a separate e-liquid container remain the most popular among both current and former users. Fruit flavour is the preferred e-cigarette liquid among these users, followed by tobacco and menthol or mint flavours. On the other hand, the use of nicotine pouches is significant primarily in Sweden, Finland, and Estonia.

The data reveals insights into e-cigarette usage. Among smokers who use e-cigarettes, a majority (60%) reported using them less than 10 times per day, while around 28% reported using them than 20 times. Approximately 11% mentioned using them more than 21 times daily.

For ex-smokers who used e-cigarettes, a similar pattern emerged. Six out of ten ex-smokers (60%) reported using e-cigarettes less than 10 times per day during their e-cigarette usage period. Only 2% mentioned using them less than 20 times. Notably, nearly half of the respondents (49%) who used to smoke e-cigarettes were uncertain about their previous daily usage. The uncertainty among ex-smokers regarding their past usage highlights a need for further understanding in this area.

The report also sheds light on the motivations behind using e-cigarettes. Over a third of those who currently use e-cigarettes, who used to use them but have stopped, and those who have tried them once or twice, started using e-cigarettes to reduce their traditional tobacco intake. Other significant factors include the influence of friends who vaped, the perception of e-cigarettes being less harmful than traditional tobacco, the appealing flavours of e-cigarettes, their lower cost, and their social acceptability.

Most of those who currently use or tried e-cigarettes or heated tobacco products did not find them useful to curb their tobacco consumption entirely. Sizeable, but smaller, proportions of respondents, however, managed to stop smoking tobacco completely after moving to e-cigarettes or heated tobacco products.

The data reveals that the average age of regular smoking initiation was below 19, with over half of individuals starting before the age of 19. Socio-demographic factors indicate that women tend to start smoking at a later age compared to men. Regarding the first tobacco experience, boxed cigarettes were reported as the most common initial choice, accounting for 79% of respondents. Hand-rolled cigarettes were mentioned by approximately 8% of individuals.

The age when people start smoking varies widely across the EU. On the higher end of the spectrum, individuals in Croatia, Romania, and Poland tend to start smoking later than in other EU countries. On the other hand, the youngest average ages for initiating smoking are found in Ireland, Denmark, and Portugal.

Additionally, young smokers, particularly those between the ages of 15 and 24, are most likely to start smoking during their mid to late teens. Those who left education early are more likely to start smoking at a younger age. This pattern is particularly prominent among unemployed individuals and those experiencing financial struggles, who often start smoking before they turn 15.

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Moreover, social class has some correlation with the age of smoking initiation. Individuals identifying as working-class typically start smoking at a younger age compared to those in other social classes. It is also observed that heavy smokers, especially those smoking more than 20 cigarettes per day, are likely to have started their smoking habit at a younger age.

When it comes to the first experience with tobacco, most smokers or former smokers reported that boxed cigarettes were their initial introduction.

Views on control measures such as plain packaging for cigarettes and banning flavours in e-cigarettes are divided, with slightly more respondents being in favour while of these measures.

The data reveals widespread usage of e-cigarettes or heated tobacco products in public spaces, outdoor terraces, open-air transportation stations, and indoor public spaces. A significant majority of respondents reported witnessing people smoking in parks, beaches, and entrances to public buildings, with 74% confirming such encounters. Smoking on outdoor terraces was observed by a majority of respondents, with Malta, Greece, and Cyprus having the highest proportions and Hungary, Latvia, Lithuania, Sweden, and Poland having lower proportions. Outdoor events showed a majority witnessing smoking, especially in Greece.

However, only 23% reported seeing tobacco use in indoor public spaces where smoking isn't typically permitted. This occurrence was highest in Cyprus, Bulgaria, Croatia, and Malta, and lowest in Finland, Hungary, Slovenia, and Romania.

Groups more likely to witness tobacco use included men, younger individuals, the educated, the unemployed, and those facing financial difficulties. A significant majority of respondents noted the use of e-cigarettes or heated tobacco products (HTPs) in public spaces, while less than half reported witnessing such usage in outdoor areas designed for children or adolescents. On the other hand, only a little over a third of respondents confirmed seeing the use of HTPs in indoor public places where smoking is typically not allowed, with a significant majority stating they did not observe such activity.

A substantial majority also supports banning the use of e-cigarettes or heated tobacco products in areas where traditional smoking is already prohibited, even though there has been a slight decrease in support compared to previous years.

Despite the use of e-cigarettes and heated tobacco products in attempts to quit smoking, the majority of non-smokers are sceptical about their effectiveness. While a small fraction believes in their potential to assist in smoking cessation, their number pales in comparison to the majority who don't hold this view. There is a widely held belief that these products should be regulated as strictly as traditional cigarettes, especially in certain EU countries.

Lastly, the report provides insights into non-smokers' exposure to e-cigarettes, indicating that over a third know many people who use e-cigarettes. Some have seen them in promotions or advertisements, while a few have been offered them by acquaintances. However, nearly half of respondents are unfamiliar with these products. The familiarity level varies significantly by country.

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TECHNICAL SPECIFICATIONS

Between 10 May and 05 June 2023, Kantar Public on behalf of Kantar Belgium carried out the wave 99.3 of the Eurobarometer survey, on request of the European Commission, Directorate-General for Communication, "Media monitoring and Eurobarometer" Unit.

Wave 99.3 covers the population of the respective nationalities of the European Union Member States, resident in each of the 27 Member States and aged 15 years and over.

The basic sample design applied in all countries is a stratified multi-stage, random (probability) one. In each country, the sample frame is first stratified by NUTS regions and within each region by a measure of urbanity (DEGURBA). The number of sample points selected in each strata reflects the stratum population 15+. At the second stage sampling points were drawn with probability proportional to their 0+ population size from within each stratum.

The samples 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 coordinate was drawn at random and a reverse geo-coding tool used to identify the closest address to the coordinate. This address was the starting address for the random walk. 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. The approach to the random selection was conditional on the household size. By way of example for households with two 15+ members the script was used to select either the informant (person responding to the screener questionnaire) or the other eligible member in the household. For households with three 15+ members the script was used to select either the informant (1/3 of the time) or the two other eligible members in the household (2/3 of the time). Where the two other members were selected, the interviewer was then told to either ask for the youngest or oldest. The script would randomly assign the selection to youngest or oldest with equal probability. This process continues for four 15+ household members – randomly asking for the youngest, 2nd youngest and oldest. For households with five 15+ members we revert to the last birthday rule.

If no contact was made with anyone in the household, or if the respondent selected was not available (busy), the interviewer revisited the same household up to three additional times (four contact attempts in total). Interviewers never indicate that the survey is conducted on behalf of the European Commission beforehand; they may give this information once the survey is completed, upon request.

The recruitment phase was slightly different in the Netherlands, Finland, and Sweden. In the two latter countries, a sample of addresses within each sampling point were selected from the address or population register (in Finland, selection is not done in all sample points, but in some where response rates are expected to improve). The selection of addresses was done in a random manner. Households were then contacted by telephone and recruited to take part in the survey. In the Netherlands, a dual frame RDD sample (mobile and landline numbers) are used as there is no comprehensive population register with telephone numbers available. The selection of numbers on both frames is done in a random manner with each number getting an equal probability of selection. Unlike Sweden and Finland, the sample is un-clustered.

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COUNTRIES	INSTITUTES	N° INTERVIEWS	FIELDWORK DATES		POPULATION 15+	PROPORTION EU27	
BE	Belgium	MCM Belgium	1,038	10/05/2023	29/05/2023	9,619,330	2.53%
BG	Bulgaria	Kantar TNS BBSS	1,017	11/05/2023	30/05/2023	5,917,534	1.56%
CZ	Czechia	STEM/MARK	1,011	11/05/2023	02/06/2023	8,982,036	2.36%
DK	Denmark	Mantle Denmark (Kantar Public)	1,001	11/05/2023	30/05/2023	4,891,261	1.29%
DE	Germany	Mantle Germany (Kantar Public)	1,507	11/05/2023	31/05/2023	71,677,231	18.87%
EE	Estonia	Norstat Eesti	1,005	11/05/2023	31/05/2023	1,111,597	0.29%
IE	Ireland	B and A Research	1,006	11/05/2023	30/05/2023	4,005,909	1.05%
EL	Greece	Kantar Greece	1,007	11/05/2023	29/05/2023	9,167,896	2.41%
ES	Spain	Mantle Spain (Kantar Public)	1,015	11/05/2023	28/05/2023	40,639,381	10.70%
FR	France	MCM France	1,003	11/05/2023	25/05/2023	55,700,114	14.66%
HR	Croatia	Hendal	1,014	11/05/2023	30/05/2023	3,461,468	0.91%
IT	Italy	Testpoint Italia	1,024	10/05/2023	23/05/2023	51,599,668	13.58%
CY	Rep. Of Cyprus	CYMAR Market Research	504	11/05/2023	25/05/2023	752,304	0.20%
LV	Latvia	Kantar TNS Latvia	1,022	10/05/2023	23/05/2023	1,590,245	0.42%
LT	Lithuania	Norstat LT	1,009	11/05/2023	28/05/2023	2,373,312	0.62%
LU	Luxembourg	TNS Ilres	507	11/05/2023	24/05/2023	533,335	0.14%
HU	Hungary	Kantar Hoffmann	1,029	11/05/2023	26/05/2023	8,313,539	2.19%
MT	Malta	MISCO International	504	11/05/2023	29/05/2023	446,788	0.12%
NL	Netherlands	Kantar Netherlands	1,020	10/05/2023	29/05/2023	14,763,684	3.89%
AT	Austria	Das Österreichische Gallup Ins.	1,002	11/05/2023	29/05/2023	7,647,176	2.01%
PL	Poland	Research Collective	1,026	11/05/2023	28/05/2023	31,982,941	8.42%
PT	Portugal	Intercampus SA	1,000	15/05/2023	31/05/2023	8,915,624	2.35%
RO	Romania	CSOP SRL	1,065	11/05/2023	29/05/2023	16,174,719	4.26%
SI	Slovenia	Mediana DOO	1,001	11/05/2023	05/06/2023	1,791,246	0.47%
SK	Slovakia	MNFORCE	1,003	11/05/2023	26/05/2023	4,591,487	1.21%
FI	Finland	Taloustutkimus Oy	1,001	11/05/2023	02/06/2023	4,672,932	1.23%
SE	Sweden	Mantle Sweden (Kantar Public)	1,017	11/05/2023	30/05/2023	8,541,497	2.25%
TOTAL EU27			26,358	10/05/2023	05/06/2023	379,864,254	100%

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

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Interviewing mode per country

Interviews were conducted through face-to-face interviews, either physically in people's homes or through remote video interaction in the appropriate national language. Interviews with remote video interaction ("online face-to-face" or CAVI, Computer Assisted Video Interviewing, were conducted only in Czechia, Denmark, Malta and Finland.)

	COUNTRIES	N° OF CAPI	N° OF CAVI	TOTAL N°
		INTERVIEWS	INTERVIEWS	INTERVIEWS
BE	Belgium	1,038		1,038
BG	Bulgaria	1,017		1,017
CZ	Czechia	794	217	1,011
DK	Denmark	810	191	1,001
DE	Germany	1,507		1,507
EE	Estonia	1,005		1,005
IE	Ireland	1,006		1,006
EL	Greece	1,007		1,007
ES	Spain	1,015		1,015
FR	France	1,003		1,003
HR	Croatia	1,014		1,014
IT	Italy	1,024		1,024
CY	Rep. Of Cyprus	504		504
LV	Latvia	1,022		1,022
LT	Lithuania	1,009		1,009
LU	Luxembourg	507		507
HU	Hungary	1,029		1,029
MT	Malta	348	156	504
NL	Netherlands	1,020		1,020
AT	Austria	1,002		1,002
PL	Poland	1,026		1,026
PT	Portugal	1,000		1,000
RO	Romania	1,065		1,065
SI	Slovenia	1,001		1,001
SK	Slovakia	1,003		1,003
FI	Finland	992	9	1,001
SE	Sweden	1,017		1,017
	TOTAL EU27	25,785	573	26,358

CAPI : Computer-Assisted Personal interviewing

CAVI : Computer-Assisted Video interviewing

Response rates

For each country a comparison between the responding sample and the universe (i.e., the overall population in the country) is carried out. Weights are used to match the responding sample to the universe on gender by age, region and degree of urbanisation. For European estimates (i.e., EU average), an adjustment is made to the individual country weights, weighting them up or down to reflect their 15+ population as a proportion of the EU 15+ population.

The response rates are calculated by dividing the total number of complete interviews with the number of all the addresses visited, apart from ones that are not eligible but including those where eligibility is unknown. For wave 99.2 of the EUROBAROMETER survey, the response rates for the EU27 countries, calculated by Kantar Public, are:

	COUNTRIES	RESPONSE RATES
BE	Belgium	55.5%
BG	Bulgaria	43.4%
CZ	Czechia	52.5%
DK	Denmark	39.3%
DE	Germany	23.7%
EE	Estonia	51.6%
IE	Ireland	46.8%
EL	Greece	30.1%
ES	Spain	36.9%
FR	France	37.2%
HR	Croatia	42.6%
IT	Italy	25.7%
CY	Rep. Of Cyprus	52.4%
LV	Latvia	42.6%
LT	Lithuania	44.7%
LU	Luxembourg	32.2%
HU	Hungary	62.1%
MT	Malta	79.8%
NL	Netherlands	66.1%
AT	Austria	41.6%
PL	Poland	53.4%
PT	Portugal	46.1%
RO	Romania	56.3%
SI	Slovenia	43.9%
SK	Slovakia	54.7%
FI	Finland	27.9%
SE	Sweden	64.7%

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Margins of error

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 sample sizes are in rows

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
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%	

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QUESTIONNAIRE

Throughout this questionnaire we will often refer to three categories of tobacco and related products:

- 1) Smoking tobacco products, which include cigarettes, cigars, cigarillos, or pipes.
- 2) E-cigarettes, or similar electronic devices (e.g., e-shisha, e-pipe), which are electronic devices that use e-liquids which usually contain nicotine and produce vapour.
- 3) Heated tobacco products, which are sticks or capsules containing tobacco which are heated by devices.
- 4) Nicotine pouches, which are nicotine products for oral use, made without tobacco in powder and presented in sachet. These do not include oral tobacco (snus) which may be also presented in sachets but is made wholly or partly of tobacco (allowed for sale in Sweden only). Chewing and nasal tobacco are also separate product categories.

Should you need, we can repeat these definitions at any time in the interview.

There will be also questions on other product categories. We will provide explanations for these throughout the interview.

USE PATTERN OF TOBACCO AND RELATED PRODUCTS

ASK ALL

Q1) Regarding smoking cigarettes, cigars, cigarillos or a pipe, which of the following applies to you?

(READ OUT – ONE ANSWER ONLY)

- 1 You currently smoke
- 2 You used to smoke but you have stopped
- 3 You have never smoked
- 4 Don't know

1QU TREND EB93.2 QC1

ASK Q2a IF Q1=1 ("YOU CURRENTLY SMOKE")

Q2a) How often do you use the following tobacco products?

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

Every day	Every week	Every month	Less than monthly	You used to use it regularly but you have stopped	You have tried it only once or twice	Never	Refusal (Spontaneous)
-----------	------------	-------------	-------------------	---	--------------------------------------	-------	-----------------------

Boxed cigarettes

1	2	3	4	5	6	7	8
---	---	---	---	---	---	---	---

Hand-rolled cigarettes

1	2	3	4	5	6	7	8
---	---	---	---	---	---	---	---

Cigarillos, this excludes cigars

1	2	3	4	5	6	7	8
---	---	---	---	---	---	---	---

Cigars, this excludes cigarillos

1	2	3	4	5	6	7	8
---	---	---	---	---	---	---	---

Pipe

1	2	3	4	5	6	7	8
---	---	---	---	---	---	---	---

2.5 QU NO TREND – BASED ON EB93.2 QC4A

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ASK Q2b IF Q1=2 ("YOU USED TO SMOKE BUT YOU HAVE STOPPED")

Q2b) How often do you use the following tobacco products?

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

Every day	Every week	Every month	Less than monthly	You have tried it only once or twice	Never	Refusal (Spontaneous)
-----------	------------	-------------	-------------------	--------------------------------------	-------	-----------------------

Boxed cigarettes

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Hand-rolled cigarettes

1	2	3	4	5	6	6
---	---	---	---	---	---	---

Cigarillos, this excludes cigars

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Cigars, this excludes cigarillos

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Pipe

1	2	3	4	5	6	7
---	---	---	---	---	---	---

0 QU NO TREND - BASED ON EB93.2 QC4B

ASK Q2c IF Q1=3 ("YOU HAVE NEVER SMOKED")

Q2c) 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)

- 1 You have never tried any of these products
- 2 You have tried at least one of these products once or twice
- 3 You used to smoke at least one of them but no longer do so
- 4 You smoke at least one of these products from time to time
- 5 Other (Spontaneous)
- 6 Don't know

0 QU TREND EB93.2 Q2b

ASK ALL

Q3) Thinking about the following products, which of the following applies to you?

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

You currently use it	You used to use it but you have stopped	You have tried it only once or twice	You have never used it	Don't know
----------------------	---	--------------------------------------	------------------------	------------

E-cigarettes

1	2	3	4	5
---	---	---	---	---

E-cigarettes without nicotine

1	2	3	4	5
---	---	---	---	---

1 QU MODIFIED TREND EB93.2 QC3

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ASK Q4a IF Q3.1 = 1 (Those who answered "YOU CURRENTLY USE IT" for "E-CIGARETTES")

Q4a) How often do you use the following types of e-cigarettes?

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

Every day	Every week	Every month	Less than monthly	You have tried it only once or twice	Never	Refusal (Spontaneous)
-----------	------------	-------------	-------------------	--------------------------------------	-------	-----------------------

E-cigarettes with nicotine

1 2 3 4 5 6 7

E-cigarettes without nicotine

1 2 3 4 5 6 7

1 QU MODIFIED TREND EB93.2 QC4A.6 AND .7

ASK Q4b IF Q3.1 = 2 OR 3 (Those who answered, "YOU USED TO USE IT BUT YOU HAVE STOPPED" OR "YOU HAVE TRIED IT ONLY ONCE OR TWICE" for "E-CIGARETTES")

Q4b) How often did you use the following types of e-cigarettes?

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

Every day	Every week	Every month	Less than monthly	You have tried it only once or twice	Never	Refusal (Spontaneous)
-----------	------------	-------------	-------------------	--------------------------------------	-------	-----------------------

E-cigarettes with nicotine

1 2 3 4 5 6 7

E-cigarettes without nicotine

1 2 3 4 5 6 7

0 QU NO TREND – BASED ON EB93.2 QC4B.6 AND .7

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ASK Q4c IF Q3.1 = 4 (Those who answered "YOU HAVE NEVER USED IT" for "E-CIGARETTES")

Q4c) Have you ever been exposed to e-cigarettes?

(READ OUT – MULTIPLE ANSWERS POSSIBLE – ITEMS 4 AND 5 EXCLUSIVE)

- 1 Yes, I have been offered e-cigarettes by colleagues, friends or family
- 2 Yes, I have seen them as part of a promotion or advertisements
- 3 Yes, I know many people who use e-cigarettes
- 4 No, I am not familiar with this type of product
- 5 Don't know

0 QU NEW

ASK Q5.1 IF Q3.2 = 1 (Those who answered "YOU CURRENTLY USE IT" for "HEATED TOBACCO PRODUCTS")

ASK Q5.2 TO ALL

ASK Q5.3 TO ALL

ASK Q5.4 TO ALL

Q5) How often do you use the following products?

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

Every day	Every week	Every month	Less than month ly	You used to use it regula rly but you have stopp ed	You have tried it only once or twice	Never	Refus al (Spont aneou s)
-----------	------------	-------------	--------------------	---	--------------------------------------	-------	--------------------------

Heated tobacco products

1 2 3 4 5 6 7 8

Nicotine pouches

1 2 3 4 5 6 7 8

Water pipe tobacco (shisha, hookah)

1 2 3 4 5 6 7 8

Oral tobacco (snus), chewing tobacco or nasal tobacco (snuff)

1 2 3 4 5 6 7 8

2 QU Q5A.1 MODIFIED TREND EB93.2 QC4A.8 Q5A.2, .3 AND .4 NEW

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ASK Q6a.1 IF (Q2a.1 = 1 OR 2) OR (Q2a.2 = 1 OR 2) OR (Q2a.3 = 1 OR 2) OR (Q2a.4 = 1 OR 2) OR (Q2a.5 = 1 OR 2). (Those who use any tobacco product from Q2a "every day" OR "every week")

ASK Q6a.2 IF Q5.1 = 1 OR 2. (Those who use "heated tobacco products" "every day" or "every week" in Q5.1)

Q6a) On average, how many units of the following products do you smoke or use every day?

(READ OUT – ONE ANSWER PER LINE)

(CODE THE ANSWER BY NUMBER FOR EACH ITEM) (IF 'REFUSAL' CODE 998. IF "DON'T KNOW/ NO ANSWER" CODE '999')

Nr units/day (numerical)	Refusal (Spontaneous)	Don't know
Boxed and/or hand-rolled cigarettes, cigarillos or cigars	...	999
...	998	999
Heated tobacco products	...	999
...	998	999

1 QU NEW – based on EB93.2 QC5a and Q5c

ASK Q6b.1 IF (Q2b.1 = 1 OR 2) OR (Q2b.2 = 1 OR 2) OR (Q2b.3 = 1 OR 2) OR (Q2b.4 = 1 OR 2) OR (Q2b.5 = 1 OR 2). Those who used any tobacco product from Q2b "every day" OR "every week")

ASK Q6b.2 IF Q5.1 = 5 Those who "used to use HTP regularly but have stopped in Q5.1.

Q6b) On average, how many units of the following products did you smoke or use every day?

(READ OUT – ONE ANSWER PER LINE)

(CODE THE ANSWER BY NUMBER FOR EACH ITEM) (IF 'REFUSAL' code '998'. IF "DK/NA" CODE '999')

Nr units/day (numerical)	Refusal (Spontaneous)	Don't know
Boxed and/or hand-rolled cigarettes, cigarillos or cigars (N)	...	999
...	998	999
Heated tobacco products	...	999
...	998	999

0 QU NEW

ASK Q6c IF (Q4a.1 = 1 OR 2) OR (Q4a.2 = 1 OR 2) AND (Q2a.1 = 7 AND Q2a.2 = 7 AND Q2a.3 = 7 AND Q2a.4 = 7 AND Q2a.5 = 7 AND Q3.2=4). (Those who use e-cigarettes in Q4a "every day" OR "every week" AND don't smoke any of the products from Q2a nor use HTP in Q3.2 => current e-cigarette users only)

Q6c) On average, how many times do you use e-cigarettes on a daily basis?

number of times per day	Refusal (Spontaneous)	Don't know
...	998	999
0 QU NEW		

ASK Q6c IF (Q4a.1 = 1 OR 2) OR (Q4a.2 = 1 OR 2) AND (Q2a.1 = 7 AND Q2a.2 = 7 AND Q2a.3 = 7 AND Q2a.4 = 7 AND Q2a.5 = 7 AND Q3.2=4). (Those who use e-cigarettes in Q4a "every day" OR "every week" AND don't smoke any of the products from Q2a nor use HTP in Q3.2 => current e-cigarette users only)

Q6d) On average, how many times did you use e-cigarettes on a daily basis?

number of times per day	Refusal (Spontaneous)	Don't know
...	998	999
0 QU NEW		

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ASK Q7a IF Q3.1 = 1. (Those who answered "You currently use it" for "e-cigarettes" in Q3.1).

Q7a) How often do you use the following devices for e-cigarettes?

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

Every day	Every week	Every month	Less than month ly	You used to use it regula rly but you have stopp ed	You have tried it only once or twice	Never	Refusal (Spontaneous)
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A reusable device that can be recharged with a single-use cartridge that is thrown away after use (pod-system)

1 2 3 4 5 6 7 8

A refillable device which contains a tank that is refilled with an e-liquid from a separate container

1 2 3 4 5 6 7 8

A disposable device which is thrown away after use

1 2 3 4 5 6 7 8

1.5 QU NO TREND – BASED ON EB93.2 QC9A

ASK Q7B IF Q3.1 = 2 OR 3. (THOSE WHO ANSWERED "YOU USED TO USE IT BUT YOU HAVE STOPPED" OR "YOU HAVE TRIED IT ONLY ONCE OR TWICE" FOR "E-CIGARETTES" IN Q3.1).

Q7b) How often did you use the following devices for e-cigarettes?

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

Every day	Every week	Every month	Less than monthl y	You have tried it only once or twice	Never	Refusal (Spontaneous)
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A reusable device that can be recharged with a single-use cartridge that is thrown away after use (pod-system)

1 2 3 4 5 6 7

A refillable device which contains a tank that is refilled with an e-liquid from a separate container

1 2 3 4 5 6 7

A disposable device which is thrown away after use

1 2 3 4 5 6 7

OQU – NO TREND

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ASK Q7c.1 IF Q3.1 = 4. (Those who answered “You have never used e-cigs ” in Q3.1)

ASK Q7c.2 IF Q3.2 = 4. (Those who answered “You have never used HTP” in Q3.2)

ASK Q7c.3 IF Q5.2 = 7 (Those who answered “Never” in Q5)

Q7c) Do you find the following products appealing?

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

Yes, very appealing	Yes, slightly appealing	No, not very appealing	No, not very appealing	Don't know
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E-cigarettes

1	2	3	4	5
---	---	---	---	---

Heated tobacco products

1	2	3	4	5
---	---	---	---	---

Nicotine pouches

1	2	3	4	5
---	---	---	---	---

ASK Q8a IF (Q4a.1 = 1 TO 3) OR (Q4a.2 = 1 TO 3). (Those who answered “use electronic cigarettes” “every day”, “every week” or “every month” in Q4a)

Q8a) Which of the following e-cigarette liquid variants do you use at least on a monthly basis?

(READ OUT – ROTATE – MULTIPLE ANSWERS POSSIBLE)

- 1 Tobacco flavour
- 2 Menthol or mint flavour
- 3 Fruit flavour (for example cherry or strawberry flavour)
- 4 Candy flavour (for example chocolate or vanilla flavour)
- 5 Alcohol flavour (for example whisky or champagne)
- 6 Nicotine salts- based liquid
- 7 CBD liquid or cannabis e-juice
- 8 Other (Spontaneous)
- 9 Don't know

1 QU MODIFIED TREND EB93.2 QC10A

0 QU NO TREND – BASED ON EB93.2 Q9B

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ASK Q8b IF (Q4b.1 = 1 TO 3) OR (Q4b.2 = 1 TO 3). (Those who answered “used electronic cigarettes” “every day”, “every week” or “every month” in Q4b)

Q8b) Which of the following e-cigarette liquid variants did you use at least on a monthly basis?

(READ OUT – ROTATE – MULTIPLE ANSWERS POSSIBLE)

- 1 Tobacco flavour
- 2 Menthol or mint flavour
- 3 Fruit flavour (for example cherry or strawberry flavour)
- 4 Candy flavour (for example chocolate or vanilla flavour)
- 5 Alcohol flavour (for example whisky or champagne)
- 6 Nicotine salts- based liquid
- 7 CBD liquid or cannabis e-juice
- 8 Other (Spontaneous)
- 9 Don't know

OQU MODIFIED TREND EB93.2 QC10B

ASK Q8c.1 IF Q3.1 = 4. (Those who answered “You have never used it” for “e-cigarettes” in Q3.1)

ASK Q8c.2 IF Q3.2 = 4. (Those who answered “You have never used it” for “heated tobacco products” in Q3.2)

Q8c) Do you think that the use of these products help tobacco smokers to quit?

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

	Yes	No	Don't know
E-cigarettes			
	1	2	3
Heated tobacco products			
	1	2	3

OQ NO TREND – BASED ON EB 93.2 QC10C

ASK Q9A IF (Q3.1 = 1 TO 3) AND Q3.2 = 4 (THOSE WHO ANSWERED “YOU CURRENTLY USE IT” OR “YOU USED TO USE IT BUT YOU HAVE STOPPED” OR “YOU HAVE TRIED IT ONLY ONCE OR TWICE” FOR “E-CIGARETTES” BUT NEVER USED HTP IN Q3)

Q9a) Which of the following factors, if any, were important in your decision to start using e-cigarettes?

(READ OUT – ROTATE – MAX. 3 ANSWERS)

- 1 To stop or reduce your tobacco consumption
- 2 They were cool or attractive
- 3 You could vape in places where tobacco smoking was not allowed
- 4 They were cheaper than tobacco
- 5 Your friends used e-cigarettes
- 6 You liked the flavours of e-cigarettes
- 7 You believed that vaping was less harmful than smoking cigarettes
- 8 They were more socially acceptable than smoking cigarettes
- 9 Other (SP.)
- 10 None (SP.)
- 11 Don't know

1QU NO TREND – BASED ON EB93.2 QC11A

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ASK Q9b IF (Q3.2 = 1 TO 3) AND (Q3.1 =4). (Those who answered “use or used heated tobacco products and not e-cigarettes)

Q9b) Which of the following factors, if any, were important in your decision to start using heated tobacco products?

(READ OUT – ROTATE – MAX. 3 ANSWERS)

- 1 To stop or reduce your tobacco consumption
- 2 They were cool or attractive
- 3 You could vape in places where tobacco smoking was not allowed
- 4 They were cheaper than tobacco
- 5 Your friends used e-cigarettes
- 6 You liked the flavours of e-cigarettes
- 7 You believed that vaping was less harmful than smoking cigarettes
- 8 They were more socially acceptable than smoking cigarettes
- 9 Other (SP.)
- 10 None (SP.)
- 11 Don't know

OQU NO TREND – BASED ON EB93.2 QC11B

ASK Q9c IF (Q3.1 = 1 TO 3) AND (Q3.2 = 1 TO 3) (Those who answered “use or used heated tobacco products and e-cigarettes”)

Q9c) Which of the following factors, if any, were important in your decision to start using heated tobacco products and e-cigarettes?

(READ OUT – ROTATE – MAX. 3 ANSWERS)

- 1 To stop or reduce your tobacco consumption
- 2 They were cool or attractive
- 3 You could vape in places where tobacco smoking was not allowed
- 4 They were cheaper than tobacco
- 5 Your friends used e-cigarettes
- 6 You liked the flavours of e-cigarettes
- 7 You believed that vaping was less harmful than smoking cigarettes
- 8 They were more socially acceptable than smoking cigarettes
- 9 Other (SP.)
- 10 None (SP.)
- 11 Don't know

OQU NO TREND – BASED ON EB93.2 QC11B

ASK Q9d.1 AND Q9d.2 IF Q3.1 = 4 AND Q3.2=4. (Those who answered “You have never used ” e-cigarettes, nor HTP in Q3)

Q9d) Do you think that these products should be regulated as strictly as cigarettes?

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

	Yes	No	Don't know
E-cigarettes	1	2	3
Heated tobacco products	1	2	3

OQ NO TREND – BASED ON EB93.2 QC11C

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INITIATION AND CESSATION OF USE

ASK Q10a IF (Q1 = 1 OR 2) AND (Q3.1 = 1 TO 3) AND Q3.2=4
(Smokers in Q1 and e-cigarettes users but not HTP users in Q3)

Q10a) 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?

(READ OUT – ONE ANSWER ONLY)

- 1 Yes, you stopped smoking tobacco completely
- 2 Yes, you stopped smoking tobacco for a while but then you started again
- 3 Yes, you reduced your tobacco consumption but you did not stop
- 4 No, you did not reduce your tobacco consumption at all
- 5 No, and you actually increased your tobacco consumption
- 6 Don't know

1 QU NEW, BASED ON EB93.2 QC12A

ASK Q10b IF (Q1 = 1 OR 2) AND (Q3.2 = 1 TO 3) AND Q3.1=4
(Smokers in Q1 and HTP users but not e-cigarettes users in Q3)

Q10b) You said that you smoke or used to smoke tobacco but also use, used or tried heated tobacco products. Did the use of heated tobacco products help you to stop or reduce your tobacco consumption?

(READ OUT – ONE ANSWER ONLY)

- 1 Yes, you stopped smoking tobacco completely
- 2 Yes, you stopped smoking tobacco for a while but then you started again
- 3 Yes, you reduced your tobacco consumption but you did not stop
- 4 No, you did not reduce your tobacco consumption at all
- 5 No, and you actually increased your tobacco consumption
- 6 Don't know

0 QU NEW, BASED ON EB93.2 QC12A

ASK Q10c IF (Q1 = 1 OR 2) AND (Q3.1 = 1 TO 3) AND (Q3.2 = 1 TO 3))

Q10c) You said that you smoke or used to smoke tobacco but also use, used or tried electronic cigarettes and heated tobacco products. Did the use of electronic cigarettes or heated tobacco products help you to stop or reduce your tobacco consumption?

(READ OUT – ONE ANSWER ONLY)

- 1 Yes, you stopped smoking tobacco completely
- 2 Yes, you stopped smoking tobacco for a while but then you started again
- 3 Yes, you reduced your tobacco consumption but you did not stop
- 4 No, you did not reduce your tobacco consumption at all
- 5 No, and you actually increased your tobacco consumption
- 6 Don't know

0 QU NO TREND - BASED ON EB93.2 QC12A

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ASK Q10d.1 AND Q10d.2 IF (Q1 = 3) AND (Q3.1 = 4) AND Q3.2=4.
 (Those who answered “no experience” with tobacco, nor e-cigarettes)

Q10d) Would you be in favour or not in favour of keeping the following products out of sight in shops or points of sale?

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

	In favour	Not in favour	Don't know
E-cigarettes	1	2	3
Heated tobacco products	1	2	3

0 QU NO TREND – BASED ON EB93.2 QC12B

ASK Q11a IF (Q1 = 1 OR 2) OR (Q3.1 = 1 TO 3) OR (Q3.2 = 1 TO 3) OR (Q5.2 = 1 TO 6) OR (Q5.3 = 1 TO 6) OR (Q5.4 = 1 TO 6)
 (Those who answered they currently, or used to smoke or use tobacco products, e-cigarettes, heated tobacco products, nicotine pouches, water or oral tobacco products)

Q11a) Which of the following products was the first one you started using regularly?

(SHOW SCREEN – ROTATE - READ OUT – ONE ANSWER ONLY)

- 1 Boxed cigarettes
- 2 Hand-rolled cigarettes
- 3 Cigars
- 4 Cigarillos
- 5 Pipe
- 6 Water pipe tobacco (shisha, hookah)
- 7 Oral tobacco (snus)
- 8 Chewing tobacco
- 9 Nasal tobacco (snuff)
- 10 Nicotine pouches
- 11 E-cigarettes or similar electronic devices
- 12 Heated tobacco products
- 13 Other (Spontaneous)
- 14 Don't know

1 QU NEW – BASED ON EB93.2 QC13

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ASK Q11b IF (Q1 = 3) AND (Q3.1 = 4) AND (Q3.2 = 4) AND (Q5.2 = 7 AND Q5.3 = 7 AND Q5.4 = 7). (Those who do or did not use any of the previously mentioned products)

Q11b) In the past 12 months, have you seen advertisements or promotions for the following products in (OUR COUNTRY)?

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

	Often	From time to time	Rarely	Never	DK
Heated tobacco products					

	1	2	3	4	5
--	---	---	---	---	---

Nicotine pouches

	1	2	3	4	5
--	---	---	---	---	---

0 QU NEW

ASK Q12a IF (Q1 = 1 OR 2) OR (Q3.1 = 1 TO 3) OR (Q3.2 = 1 TO 3) OR (Q5.2=1 TO 6) OR (Q5.3=1 TO 6) OR (Q5.4 =1 TO 6) (Those who answered they currently, or used to smoke or use tobacco products, e-cigarettes, heated tobacco products, nicotine pouches, water or oral tobacco products)

Q12a) How old were you when you started smoking or using regularly these products?

(CODE THE ANSWER IN YEARS GIVEN BY THE RESPONDENT. IF "REFUSAL" CODE '998', IF "DK" CODE '999')

__ years old	Refusal (Spontaneous)	Don't know
...	998	999

1 QU NEW – BASED ON EB93.2 Q2A

ASK Q12b IF (Q1 = 3) AND (Q3.1 = 4) AND (Q3.2 = 4) AND (Q5.2 = 7 AND Q5.3 = 7 AND Q5.4 = 7). (Those who do or did not use any of the previously mentioned products)

Q11b) Q12b. Have you ever been exposed to heated tobacco products (HTPs) or nicotine pouches?

(READ OUT – MULTIPLE ANSWERS POSSIBLE – ITEMS 4 AND 5 EXCLUSIVE)

- 1 Yes, I have been offered heated tobacco products or nicotine pouches by colleagues, friends or family
- 2 Yes, I have seen them as part of a promotion or commercial
- 3 Yes, I know many people who use heated tobacco products or nicotine pouches
- 4 No, I am not familiar with these products
- 5 Don't know

0 QU NEW

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ASK Q13a IF Q1=1 (Those who currently smoke)

Q13a) Have you ever tried any of the following products in order to stop or to try to stop smoking in the last 12 months?

(SHOW SCREEN – READ OUT – ROTATE – MULTIPLE ANSWERS POSSIBLE – ITEM 6 AND 7 EXCLUSIVE)

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

1QU NO TREND – BASED ON EB93.2 QC16A

ASK Q13b IF Q1=2 (Those who used to smoke)

Q13b) Which of the following products, if any, have you used in the past in order to stop smoking?

(SHOW SCREEN – READ OUT – ROTATE – MULTIPLE ANSWERS POSSIBLE - ITEM 6, 7 AND 8 EXCLUSIVE)

- 1 Nicotine replacement medication (like nicotine gum, patch or inhaler) or other medication
- 2 Electronic cigarettes or any similar device
- 3 Heated tobacco products
- 4 Oral tobacco (snus), nicotine pouches, chewing tobacco or nasal tobacco (snuff)
- 5 Medical support or stop smoking services (such as a quitline)
- 6 You stopped or you tried to stop without assistance
- 7 Other (Spontaneous)
- 8 None of the above (Spontaneous)
- 9 Don't know

OQU NO TREND – BASED ON EB93.2 QC16A

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EXPOSURE TO TOBACCO SMOKE

ASK ALL

Q14) . In (OUR COUNTRY) and in the last six months, were people smoking in ?

(INTERVIEWER INSTRUCTION: this question refers to smoking tobacco products such as cigars, cigarettes, cigarillos, pipes but not using heated tobacco products.)

ASK ALL

Q15) . In (OUR COUNTRY) and in the last six months, were people using e-cigarettes or heated tobacco products in ?

(INTERVIEWER INSTRUCTION: this question refers to smoking tobacco products such as cigars, cigarettes, cigarillos, pipes but not using heated tobacco products.)

Yes	No	Have not visited in the last six months (SPONTANEOUS)	Don't know
1	2	3	4
1	2	3	4
1	2	3	4
1	2	3	4
1	2	3	4
1	2	3	4
1	2	3	4
1	2	3	4
1	2	3	4

Yes	No	Have not visited in the last six months (SPONTANEOUS)	Don't know
1	2	3	4
1	2	3	4
1	2	3	4
1	2	3	4
1	2	3	4
1	2	3	4
1	2	3	4
1	2	3	4
1	2	3	4

3 QU TREND FOR ITEMS 2, 3 AND 4 – QC14BT EB93.2

3 QU TREND FOR Q15_1 (Q14C.1,2 AND 3 EB93.2)

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TOBACCO CONTROL MEASURES

ASK ALL

Q16) Would you be in favour or not in favour of any of the following measures?

(READ OUT – ONE ANSWER PER LINE)

In favour Not in favour Don't know

Introducing "plain packaging" for cigarettes, i.e., standardised packaging with a fixed colour and design and the removal of all branding (such as images and corporate logos)

1 2 3

Banning of smoking in outdoor places where social distance cannot be ensured (e.g., parks, beaches, entrances of public buildings,...)

1 2 3

Banning the use of e-cigarettes or heated tobacco products in environments where smoking is prohibited

1 2 3

Banning flavours in e-cigarettes

1 2 3

2 QU MODIFIED TREND QC17 EB93.2

