



# Special Eurobarometer 506

## Report

### Attitudes of Europeans towards tobacco and electronic cigarettes

Fieldwork  
August-September 2020  
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Survey requested by the European Commission,  
Directorate-General for Health and Food Safety  
and co-ordinated by the Directorate-General for Communication

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

Special Eurobarometer 506 – Wave EB93.2 – Kantar



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August-September 2020

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)

Survey co-ordinated by the European Commission, Directorate-General for Communication  
(DG COMM "Media monitoring and Eurobarometer" Unit)

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## INTRODUCTION

Tobacco consumption remains the largest avoidable health risk in the European Union, and is responsible for 700,000 deaths each year<sup>1</sup>. Around 50% of smokers die prematurely, resulting in the loss of an average of 14 years of life per smoker<sup>2</sup>. Tobacco consumption is the leading cause of preventable cancer, with 27% of all cancers attributed to tobacco use<sup>3</sup>. 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. Some of the last initiatives include the revised Tobacco Products Directive, which became applicable in the Member States on 20 May 2016. The Directive 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 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 2017. 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, the exposure to and the advertising of electronic cigarettes (e-cigarettes) and heated tobacco products. In particular, the current survey explores:

- Prevalence in the EU – of tobacco, e-cigarettes and heated tobacco products;
- The type of tobacco products consumed;
- Use of products containing cannabis;
- The age Europeans start using tobacco as well as the frequency of use;
- Issues related to starting smoking and methods tried to stop smoking;
- Issues related to taking up the use of e-cigarettes and heated tobacco products 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;
- Perceptions of harm from e-cigarettes and heated tobacco products;
- Exposure to advertising for smoking tobacco products, e-cigarettes and heated tobacco products;

---

<sup>1</sup> Including the UK

<sup>2</sup> [https://ec.europa.eu/health/tobacco/overview\\_en](https://ec.europa.eu/health/tobacco/overview_en)

<sup>3</sup> World Health Organization, Regional Office for Europe, 18.02.2020 at <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>.

- 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 2017.

## Methodology used for this survey

Exceptionally, this Special Eurobarometer survey 93.2 was conducted during summer (August–September 2020) because of the coronavirus pandemic and in some countries, **alternative interview modes** to face-to-face were necessary as a result of the situation.

When possible, the methodology used was that of the Special Eurobarometer surveys carried out by the Directorate-General for Communication (“Media monitoring and Eurobarometer” Unit)<sup>4</sup>. However, because of the coronavirus pandemic, it was difficult, and sometimes impossible to conduct face-to-face interviews in a number of countries of the European Union. In these countries, we have interviewed respondents online, mostly after recruiting them in a probabilistic way by telephone. A technical note concerning the interviews conducted by the member institutes of the Kantar network is annexed to this report. It also specifies the confidence intervals<sup>5</sup>.

Following the EU General Data Protection Regulation<sup>6</sup> (GDPR), respondents were asked whether or not they would agree to be asked questions on issues that could be considered “sensitive”.

Although, following the Withdrawal Agreement, the United Kingdom left the European Union on 31 January 2020 and is no longer a Member State of the EU, this report analyses the results of the survey in the United Kingdom together with those in the 27 EU Member States. This is done in order to fully compare the results of the average of the previous survey conducted in 2017 when the United Kingdom was part of the EU and applied the provisions of the Tobacco Products Directive between the last and the current survey. For the sake of convenience and for ease of reading, the weighted average of the results in the EU Member States plus the United Kingdom will be referred to as the EU results. The data for the 27 EU Member States (without the United Kingdom) will constitute the baseline against which the results of future Eurobarometer surveys on this topic will be compared.

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

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

European Union – weighted average for the 27 Member States, plus the United Kingdom EU27+UK

\* Cyprus as a whole is one of the 27 European Union Member States. However, the ‘acquis communautaire’ has been suspended in the part of the country which is not controlled by the government of the Republic of Cyprus. For practical reasons, only the interviews carried out in the part of the country controlled by the government of the Republic of Cyprus are included in the ‘CY’ category and in the EU27 average.

<sup>4</sup> <https://ec.europa.eu/commfrontoffice/publicopinion/index.cfm>

<sup>5</sup> The results tables are annexed. It should be noted that the total of the percentages indicated in the tables in this report may exceed 100% when the respondent was able to choose several answers to the same question.

<sup>6</sup> 2016/679

When analysing the results of the present Eurobarometer survey, the following terms will be employed:

- Smoking (or traditional) tobacco products: these include cigarettes, cigars, cigarillos, or pipes;



- E-cigarettes, or similar electronic devices (e.g. e-shisha, e-pipe): these are electronic devices that use e-liquids which usually contain nicotine and produce vapour



- Heated tobacco products: there are e.g. sticks or capsules containing tobacco which are heated by devices.



- (Traditional) smokers: respondents who say they currently smoke cigarettes, cigars, cigarillos or a pipe; unless stated otherwise the terms smoking/smokers in this report refer to smoking of traditional tobacco products listed above;<sup>7</sup>
- Cigarette smokers: respondents who indicate they have at least tried once or twice boxed cigarettes and/or hand-rolled cigarettes;

<sup>7</sup> Without prejudice to Article 19(4) of Directive 2014/40/EU stipulating that novel tobacco products may fall under the definition of a smokeless tobacco product or of a tobacco product for smoking.

- (Traditional) ex-smokers: respondents who say they used to smoke cigarettes, cigars, cigarillos or a pipe, but they have stopped;
- Non-smokers or never-smokers: respondents who say they have never smoked cigarettes, cigars, cigarillos or a pipe;
- (Current) users: respondents who say they currently use a certain type of products;
- Daily users: users who say they use or consume a certain type of products on a daily basis.
- Occasional users: users who say they use or consume a certain type of products regularly but not on a daily basis (respondents mentioning a frequency of usage from every week to less than monthly)

*We wish to thank the people throughout the European Union  
who have given their time to take part in this survey.*

*Without their active participation, this study would not have been possible.*



## EXECUTIVE SUMMARY

### **Less than a quarter across the EU and the UK are smokers**

- Less than a quarter (23%) of the respondents smoke boxed cigarettes, cigars, cigarillos or a pipe, a decrease by three percentage points since 2017. More than two in ten (22%) are former smokers, while the majority (55%) have never smoked.
  - The proportions of smokers vary widely across countries, ranging from over a third of respondents in Greece (42%), Bulgaria (38%) and Croatia (36%) to only 7% in Sweden and 12% in the Netherlands and the United Kingdom.
  - In this respect, the proportion of smokers is 25% in the 27 EU Member States (excluding the United Kingdom), a decrease by two percentage points since 2017.
  - Men (26%) are more likely to smoke than women (21%), as are those aged between 25 and 54 (27-30%) compared with younger (20%) and older (18%) respondents. The proportion of young smokers (aged 15-24) dropped by nine percentage points since 2017.

### **Boxed cigarettes remain the most popular choice among smokers**

- Nearly eight in ten smokers (78%) are regular users (at least monthly) of boxed cigarettes, with close to seven in ten (69%) who smoke them at least once a day.
- Other tobacco products are regularly consumed by fewer smokers. Nearly three in ten (28%) smoke hand-rolled cigarettes, with 22% consuming this type of cigarettes daily, while only relatively small proportions smoke cigarillos, cigars, or pipes.

### **Almost nine in ten consume at least one tobacco or related product daily**

- Among those who currently smoke, or use e-cigarettes or heated tobacco products, almost nine in ten (89%) say they consume at least one tobacco or related product daily.
  - In all countries, at least seven in ten of these respondents are daily users of tobacco or related products, with the only exception of Sweden (57%). This proportion ranges from nearly all of them in Greece (98%), and Bulgaria and Malta (both 97%) to less than eight in ten in Luxembourg (70%), Ireland (74%) and the Netherlands (77%).

### **Smokers smoke an average of more than 14 cigarettes per day**

- Among those who smoke cigarettes, the average daily consumption is 14.2. This figure has slightly increased since March 2017 (+0.5).
  - The average daily consumption varies widely across countries, from 18.7 cigarettes per day in Greece to 9.1 in Sweden.
- Among former smokers, when they were still smoking, the average daily consumption was somewhat higher, reaching 15.5 cigarettes per day.

### **Less respondents have experience with other forms of tobacco consumption, such as water pipes, oral, chewing or nasal tobacco**

- 18% of respondents have tried water pipes, an increase by five percentage points since March 2017. However, very few used it more than once or twice.
  - The proportion of those who have at least tried it rises to 46% in Estonia and 39% in Luxembourg and Latvia. In addition, 29% among those aged 15-24 say they have tried it.
- One in sixteen (7%) have tried oral, chewing or nasal tobacco.

- This share is low in the large majority of countries, as oral tobacco is illegal in all of the EU except in Sweden, where the proportion of oral, chewing or nasal tobacco users clearly stands out (46%).

### **7% have used products containing cannabis in the last 12 months**

- Around one in sixteen (7%) have used products containing cannabis in the last 12 months, with 4% saying they have smoked cannabis together with tobacco.
- This proportion is the highest in Ireland (17%), Luxembourg (16%) and Latvia (14%). In addition, the share of cannabis product users rises to 15% among those aged 15-24.

### **One in seven have at least tried e-cigarettes once or twice**

- 14% of respondents have at least tried e-cigarettes once or twice, while 6% say the same for heated tobacco products.
- 2% of the respondents are current e-cigarette users and more than half of these respondents (55%) say they use this product every day. Similarly, 1% of the respondents are current users of heated tobacco products and 58% of these respondents say they use them daily.
- Small proportions (6-7%) of those who have never used e-cigarettes or heated tobacco products, or have only tried them once or twice, find these types of product appealing.

### **A majority of current and former smokers began smoking before the age of 18**

- Over half (54%) of current or former smokers developed a regular smoking habit before the age of 18, with the average age of starting smoking standing at 17.8.
- Among respondents who have at least tried tobacco products, by far the most common first experience with tobacco is with boxed cigarettes (81%).

### **A majority of current smokers have at some point attempted to quit**

- More than half (51%) of current smokers have at some point attempted to quit smoking, with 15% who have tried in the last 12 months.
  - Around three quarters (76%) of those who quit, or tried to quit, did not use any aids.
- Large majorities of those with no or little experience with e-cigarettes think e-cigarettes (70%) or heated tobacco products (76%) do not help tobacco smokers to quit.

### **More than half e-cigarette users took up e-cigarettes to try to curb their tobacco consumption**

- More than half of e-cigarette users took up e-cigarettes to stop or reduce their tobacco consumption (57%), while more than one third mention the fact that they believed vaping was less harmful than using tobacco (37%).
- Conversely, heated tobacco product users most frequently mention the fact that they believed these products were less harmful than smoking tobacco (39%), while more than one quarter started in order to stop or reduce tobacco smoking or because their friends used these products (each 28%).

### **Three in ten e-cigarette and heated tobacco product users say these products helped them stop smoking traditional tobacco completely**

- Large shares of current e-cigarette users (59%) and heated tobacco product users (79%) are 'dual users', i.e. they use these products on top of their traditional tobacco product consumption.
- Three in ten smokers or ex smokers who use, or have used, e-cigarettes and/or heated tobacco products say these products helped them stop smoking traditional tobacco products completely.
  - A further 17% say they stopped smoking traditional tobacco products but then started again and 27% reduced their tobacco consumption but did not stop. One quarter say these products did not help them quit smoking.
  - Although in previous surveys this question was asked only to former or current e-cigarette users, it can be observed that a majority (52%) in 2017 said that these devices did *not* help them reduce their tobacco consumption at all, while only 14% claimed these products helped them stop smoking tobacco completely.
- More than one quarter (27%) of current e-cigarette and heated tobacco product users have at some point attempted to stop using these products, with 18% trying to stop in the last 12 months.
  - More than half of those who have stopped, or tried to stop, using these products (59%) did so without using any aids.

### **Lower proportions say that, the last time they went to a drinking or eating establishment, people were smoking tobacco products inside.**

- Around on sixth (16%) of the respondents who visited a drinking establishment, such as a bar, in the last six months say that, the last time they did, people were smoking inside. Only less than one in ten (9%) say the same for eating establishments, such as restaurants.
  - This proportion rises to 70% for outdoor terraces of bar or restaurants, to 60% for outdoor events and to 31% for outdoor spaces intended for children or adolescents.

### **However more people is exposed to e-cigarettes or heated tobacco products inside.**

- More than a quarter (28%) of those who visited a drinking establishment, such as a bar, in the last six months say that, the last time they did, people were using e-cigarettes or heated tobacco products *inside*.
  - 19% say this for eating establishments, such as a restaurant and 25% for other public spaces (e.g. shopping malls, airports, concert halls) where people normally do not smoke.

### **A large majority of respondents believe e-cigarettes and heated tobacco products are harmful to the health of their users**

- Close to two thirds think e-cigarettes (65%) and heated tobacco products (64%) are harmful to the health of those who use them.
  - The proportion who say e-cigarettes are harmful has increased by ten percentage points since 2017.

**Nearly four in ten have seen advertisements or promotions for e-cigarettes, liquids or refill cartridges in the past 12 months**

- More than one third (35%) say they have seen advertising or promotions for smoking tobacco products in the last twelve months, an increase by five percentage points since 2014. However, the largest share (18%) say they have only rarely encountered them.
- Nearly four in ten (39%) have seen advertisements or promotions for e-cigarettes, liquids or refill cartridges in the past 12 months, and close to three in ten (29%) have encountered such advertisements for heated tobacco products, but very few say they have seen them often.
- When asked where they have seen these advertisements and promotions, the most frequently mentioned answer for smoking tobacco, e-cigarettes and heated tobacco products alike is 'at sales points (retail locations like shops or vending machines)'.
- A majority of respondents with no or little experience with using tobacco, e-cigarettes or heated tobacco products would be in favour of keeping e-cigarettes and heated tobacco products (both 58%) out of sight in shops or points of sale.

**Large majorities 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**

- Seven in ten are in favour of banning the use of e-cigarettes or heated tobacco products in environments where smoking is prohibited, an increase by seven percentage points since 2017.
- Relative majorities are in favour of the other two control policies tested in the survey: banning flavours in e-cigarettes (47%, +7 pp since 2017) and introducing 'plain packaging' for cigarettes (47%, +1 pp).
- Around seven in ten (71-72%) 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.

## I. TRADITIONAL TOBACCO CONSUMPTION IN THE EUROPEAN UNION

The first section of this report focuses the prevalence of smoking in the EU and the UK. More precisely, it discusses Europeans' habits when it comes to traditional tobacco products as boxed cigarettes, cigars, cigarillos or pipes, the experience with tobacco products among non-smokers, the frequency of use of tobacco products. Furthermore it 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

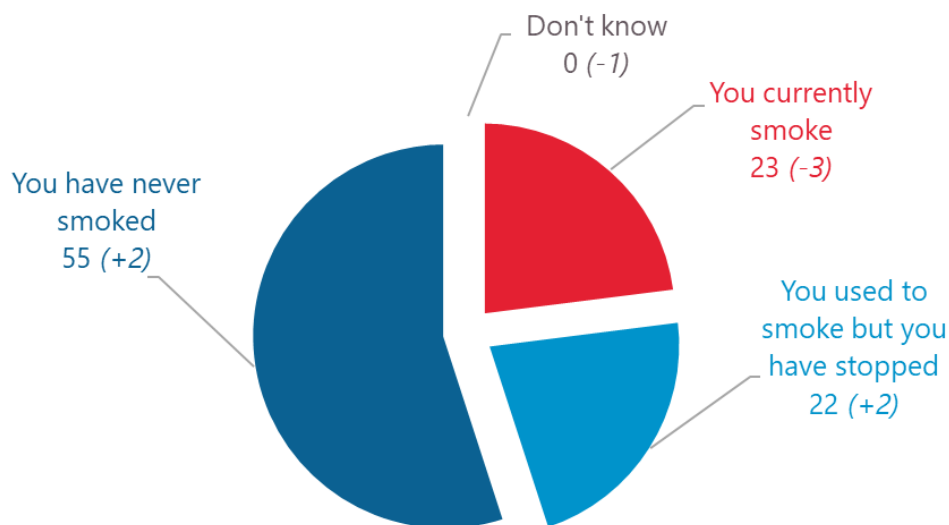
### a. Total

#### The proportion of smokers has decreased since 2017

Less than a quarter (23%) of the respondents say they currently smoke cigarettes, cigars, cigarillos or a pipe, while more than one in five (22%) say they used to smoke, but have stopped<sup>8</sup>. The majority of respondents (55%) have never smoked.

The proportion of those who say they currently smoke has decreased by three percentage points compared to 2017<sup>9</sup>.

**QC1** Regarding smoking cigarettes, cigars, cigarillos or a pipe, which of the following applies to you?  
(% - EU27 + UK)



(Aug.-Sept. 2020 - Mar. 2017)

Base: All respondents, N = 28,300

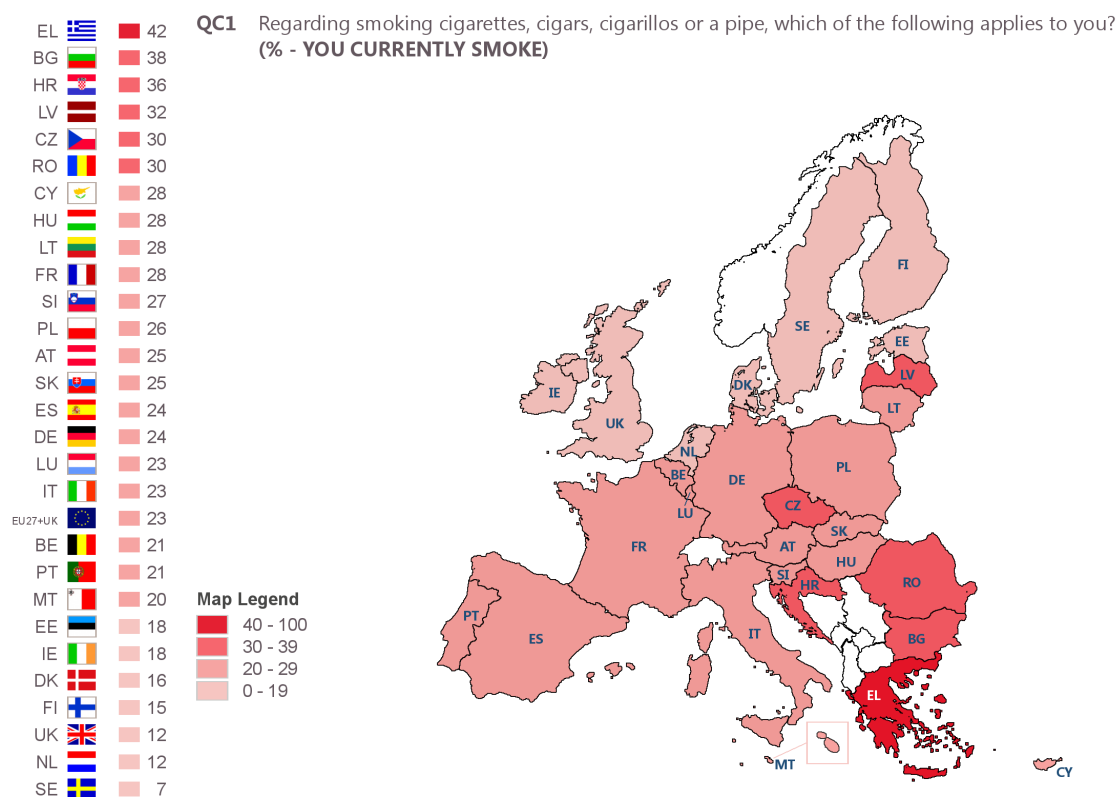
<sup>8</sup> QC1. Regarding smoking cigarettes, cigars, cigarillos or a pipe, which of the following applies to you? You currently smoke; You used to smoke but you have stopped; You have never smoked; DK.

<sup>9</sup> It should be noted that the text of this question has slightly changed in 2020. Until 2017, the question also included the following sentence: 'In this question and the following questions in this section, smoking cigarettes does not include use of electronic cigarettes'.

## b. Smokers

**At least one in five respondents in 20 countries are smokers**

In all but seven countries, at least one in five are smokers. Nonetheless, there are significant differences between countries in the prevalence of smoking. In line with the previous survey, the highest proportions of smokers can be observed in Greece (42%), Bulgaria (38%) and Croatia (36%). At the other end of the spectrum, 7% in Sweden, 12% in the Netherlands and the United Kingdom, and 15% in Finland are smokers. It is worth noting that 18% of the respondents in Sweden use oral tobacco at least monthly<sup>10</sup>.









Base: All respondents, N = 28,300

<sup>10</sup> The results of this question will be analysed later on in the report in the section 1.4.

The **socio-demographic profile** of smokers shows very similar patterns to those observed in March 2017.

- Men (26%) are more likely than women (21%) to be smokers.
- Around three in ten (27-30%) of those in central age groups (25-54) are smokers, compared with around one fifth (18-20%) of those in the oldest (55+) or youngest (15-24) age cohorts. Following a four-percentage points increase between 2014 and 2017, there has been a large decrease in the proportion of smokers aged 15-24 since 2017 (-9 percentage points, from 29% to 20%).
- Smoking prevalence is greater among those who finished their education between the age of 16 and 19 (29%) than it is among those who finished their education at or before the age of 15 (22%) or at or after the age of 20 (19%).
- More than four in ten (42%) of the unemployed and around one third (33%) of manual workers are smokers, compared with less than three in ten of those in all other occupational categories. Mirroring the patterns among age groups, only 14% of students and 16% of the retired smoke.
- Around four in ten (41%) of those who say they have trouble paying bills most of the time are smokers, compared with less than a fifth (19%) of those who say they never or almost never have trouble paying bills.
- Respondents who perceive themselves as belonging to the working class (30%) and the lower middle class (25%) are more likely to be smokers than those in higher class brackets (14-20%).
- Just under six in ten (59%) of those who use e-cigarettes are 'dual users', i.e. they also smoke cigarettes, cigars, cigarillos or a pipe. This proportion reaches 79% among current users of heated tobacco products.

**QC1** Regarding smoking cigarettes, cigars, cigarillos or a pipe, which of the following applies to you?  
(%)

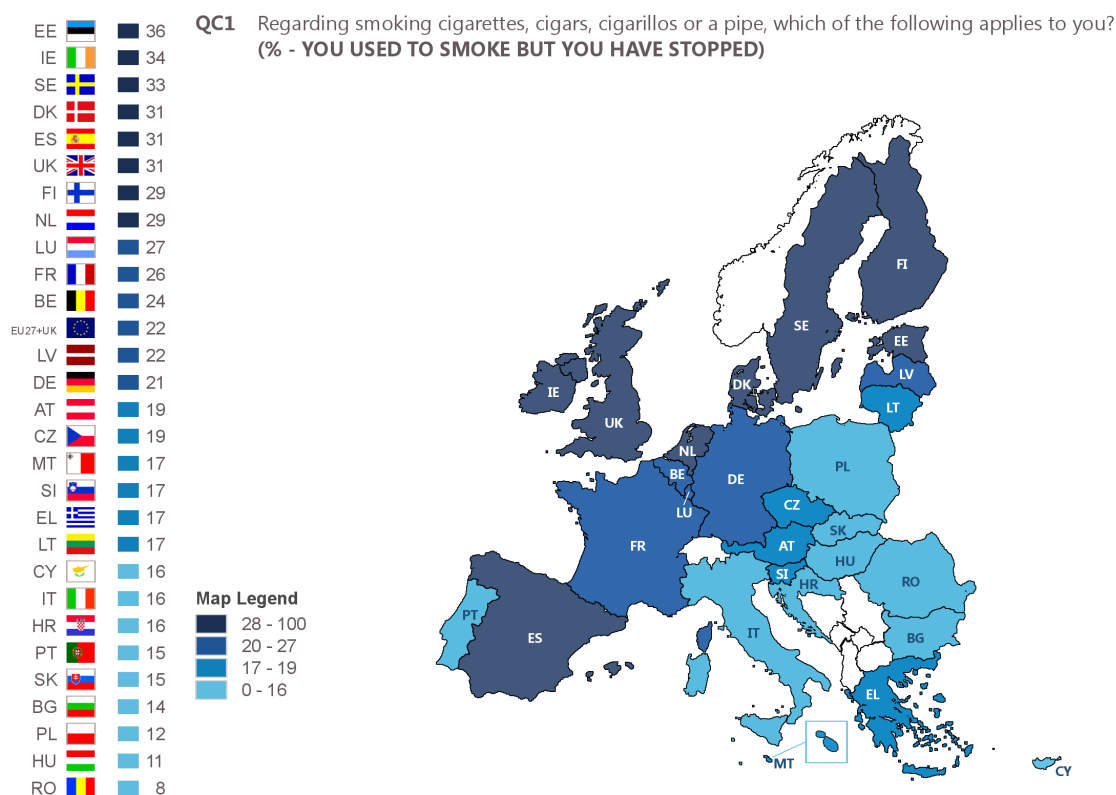
	You currently smoke
EU27+UK	23
 <b>Gender</b>	
Man	26
Woman	21
 <b>Age</b>	
15-24	20
25-39	30
40-54	27
55 +	18
 <b>Education (End of)</b>	
15-	22
16-19	29
20+	19
Still studying	14
 <b>Socio-professional category</b>	
Self-employed	26
Managers	17
Other white collars	22
Manual workers	33
House persons	25
Unemployed	42
Retired	16
Students	14
 <b>Difficulties paying bills</b>	
Most of the time	41
From time to time	32
Almost never/ Never	19
 <b>Consider belonging to</b>	
The working class	30
The lower middle class	25
The middle class	20
The upper middle class	18
The upper class	14

Base: All respondents, N = 28,300

### c. Ex-smokers of cigarettes, cigars, cigarillos or pipe

#### Respondents in Eastern and Southern European countries are among the least likely to have stopped smoking

In ten countries, more than a quarter say they used to smoke but have now stopped. The highest shares of respondents saying this can be found in Estonia (36%), Ireland (34%) and Sweden (33%). Conversely, this proportion is the lowest in several countries in Eastern and Southern Europe, most notably in Romania (8%), Hungary (11%), Poland (12%), Bulgaria (14%), and Portugal and Slovakia (both 15%).









Base: All respondents, N = 28,300

There are fewer **socio-demographic differences** on this question.

- Around a quarter of men (26%) are former smokers, compared with only 18% of women.
- Unsurprisingly, the proportion of former smokers has a clear age profile. Less than one in ten (7%) of those aged between 15 and 24 used to smoke but has now given up, compared with three in ten of those aged 55 or more.

**QC1** Regarding smoking cigarettes, cigars, cigarillos or a pipe, which of the following applies to you?  
(%)

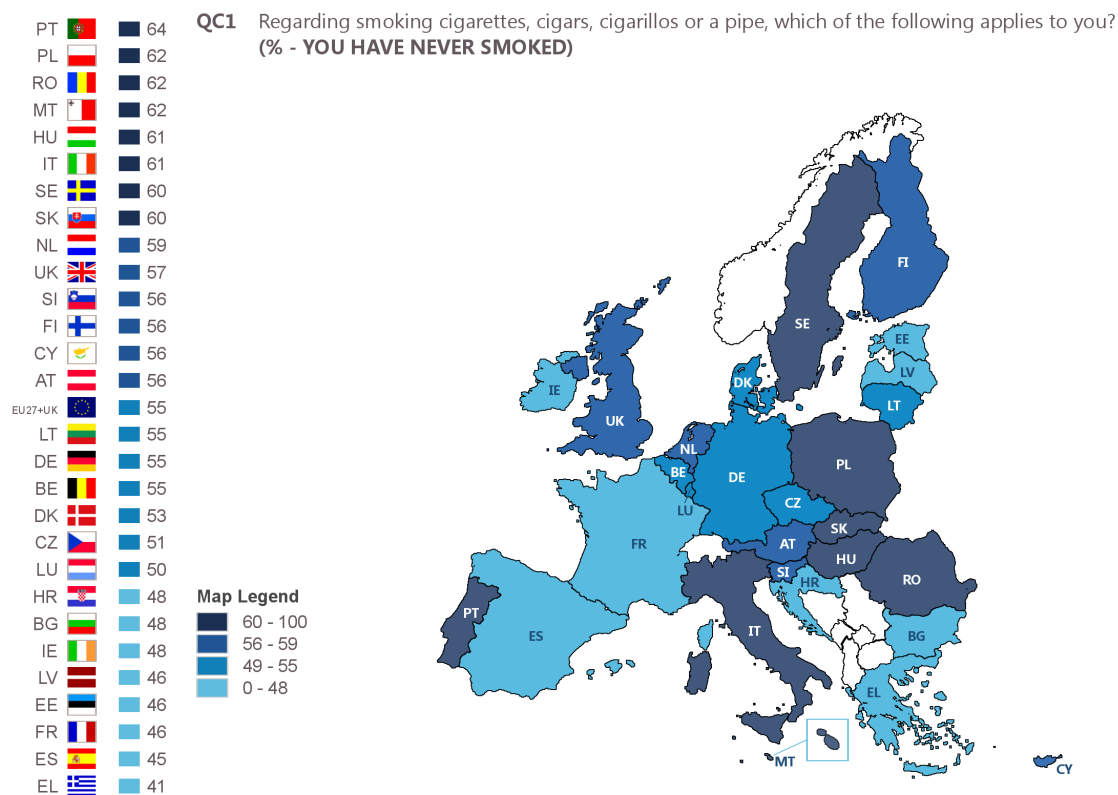
	You used to smoke but you have stopped
EU27+UK	22
 <b>Gender</b>	
Man	26
Woman	18
 <b>Age</b>	
15-24	7
25-39	16
40-54	22
55 +	30
 <b>Education (End of)</b>	
15-	24
16-19	22
20+	26
Still studying	7
 <b>Socio-professional category</b>	
Self-employed	24
Managers	23
Other white collars	20
Manual workers	21
House persons	14
Unemployed	16
Retired	32
Students	7
 <b>Difficulties paying bills</b>	
Most of the time	18
From time to time	19
Almost never/ Never	24
 <b>Consider belonging to</b>	
The working class	23
The lower middle class	22
The middle class	22
The upper middle class	24
The upper class	22

Base: All respondents, N = 28,300

## d. Never-smokers

### 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 20 countries, at least half of the respondents have never smoked, with the highest proportions observed in Portugal (64%), and Malta, Poland and Romania (all 62%). At the other end of the scale, 41% in Greece, 45% in Spain and 46% in Estonia, France and Latvia have never smoked.









Base: All respondents, N = 28,300

The **socio-demographic differences** for this answer are large for a few categories:

- 61% of women say they have never smoked, compared to just 48% of men.
- Those aged 15-24 (73%) are much more likely to say that they have never smoked, compared to respondents in older age groups (51-54%).
- Respondents who never or almost never face troubles paying their bills (57%) are significantly more likely to say that they have never smoked, particularly when compared to those who struggle most of the time (41%).

**QC1** Regarding smoking cigarettes, cigars, cigarillos or a pipe, which of the following applies to you?  
(%)

	You have never smoked
EU27+UK	55
 <b>Gender</b>	
Man	48
Woman	61
 <b>Age</b>	
15-24	73
25-39	54
40-54	51
55 +	52
 <b>Education (End of)</b>	
15-	54
16-19	49
20+	55
Still studying	79
 <b>Socio-professional category</b>	
Self-employed	50
Managers	60
Other white collars	58
Manual workers	46
House persons	61
Unemployed	42
Retired	52
Students	79
 <b>Difficulties paying bills</b>	
Most of the time	41
From time to time	49
Almost never/ Never	57
 <b>Consider belonging to</b>	
The working class	47
The lower middle class	53
The middle class	58
The upper middle class	58
The upper class	64

Base: All respondents, N = 28,300

## e. Changes

### **The proportion of smokers continues its downward trend and has declined in the vast majority of countries since 2006<sup>11</sup>**

Across the EU and the UK, there has been a nine-percentage point decline between 2006 and 2020 in the proportion of those who smoke (from 32% to 23%). Since 2006, the share of smokers has decreased in 25 countries, most notably in the United Kingdom (-21 pp), the Netherlands (-17 pp), Denmark (-16 pp) and Estonia (-15 pp). This proportion has either only slightly increased or remained stable in the other three countries: Bulgaria (+2 pp), Czechia (+1 pp) and Greece (=). In 17 countries, the proportion of smokers in the current survey is lower than in any of the previous surveys, while elsewhere this figure has tended to fluctuate.

Among those who used to smoke but have stopped, there is more diversity both between countries and over time. The proportion of former smokers has declined in 19 countries since 2006, with the largest declines observed in Sweden (-20 pp), Latvia (-11 pp) and Romania (-9 pp). Conversely, this proportion has increased in five countries, and particularly in Ireland (+16 pp), the United Kingdom (+7 pp) and Estonia (+6 pp), while it has remained stable in Belgium, Croatia, Italy and Luxembourg.

The proportion of those who have never smoked has declined by four percentage points compared to the 2006 survey. In 17 countries, this share of respondents has followed the general trend, with especially significant decreases found in Ireland (-26 pp), the United Kingdom (-19 pp), Italy (-12 pp) and Estonia (-11 pp). At the opposite end of the scale, this proportion has increased only by five percentage points or less in nine countries and it has remained stable in Cyprus and Portugal.

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<sup>11</sup> All surveys conducted since 2006 included the 28 countries covered by this survey except the one conducted in 2012 when Croatia was not included.

August – September 2020

**QC1** Regarding smoking cigarettes, cigars, cigarillos or a pipe, which of the following applies to you? In this question and the following questions in this section, smoking cigarettes does not include use of electronic cigarettes.

(% + EVOLUTION COMPARED WITH EB87.1 MARCH. 2017, EB82.4 NOV.-DEC. 2014, EB77.1 FEB.-MAR. 2012, EB72.3 OCT 2009, EB66.2 OCT.-NOV.2006)

You currently smoke							You used to smoke but you have stopped						You have never smoked					
	2020	2020 - 2017	2020 - 2014	2020 - 2012	2020 - 2009	2020 - 2006	2020	2020 - 2017	2020 - 2014	2020 - 2012	2020 - 2009	2020 - 2006	2020	2020 - 2017	2020 - 2014	2020 - 2012	2020 - 2009	2020 - 2006
EU27+UK	23	▼ 3	▼ 3	▼ 5	▼ 6	▼ 9	22	▲ 2	▲ 2	▲ 1	=	▲ 1	55	▲ 2	▲ 1	=	▼ 2	▼ 4
EU27	25	▼ 2	▼ 2				21	▲ 1	▲ 2				54	▲ 1	=			
EL	42	▲ 5	▲ 4	▲ 2			17	▼ 2	▼ 3	▼ 5	▼ 7	▼ 4	41	▼ 3	▼ 3	▼ 3	▼ 3	▼ 6
BE	21	▲ 2	▼ 4	▼ 6	▼ 9	▼ 5	24	=	▼ 5	▼ 4	▼ 3	=	55	▼ 2	▼ 3	▼ 7	▼ 10	▼ 9
BG	38	▲ 2	▲ 1	▲ 2	▼ 1	▲ 2	14	▲ 1	2	▼ 2	▼ 1	▼ 1	48	▼ 3	▼ 5	▼ 6	▼ 8	▼ 5
LU	23	▲ 2	▲ 2	▼ 4	▼ 2	▼ 3	27	▲ 5	▲ 5	▲ 5	▲ 5	=	50	▼ 7	▼ 7	▼ 14	▼ 11	▼ 8
RO	30	▲ 2	▲ 1	=	=	▼ 1	8	▼ 6	▼ 7	▼ 8	▼ 8	▼ 9	62	▲ 4	▲ 2	▲ 3	▲ 4	▲ 3
CZ	30	▲ 1	▼ 3	▲ 1	▼ 2	▲ 1	19	=	▼ 1	▼ 2	=	▼ 2	51	▼ 1	▼ 6	▼ 3	▼ 4	▼ 3
HR	36	▲ 1	▼ 1	NA	1	▼ 1	16	=	=	NA	▼ 2	=	48	▼ 1	▼ 3	NA	▼ 1	▼ 3
HU	28	▲ 1	▼ 2	▼ 4	▼ 10	▼ 8	11	▼ 3	▼ 6	▼ 4	▼ 4	▼ 4	61	▲ 2	▲ 1	▼ 4	▼ 10	▼ 9
CY	28	=	▼ 3	▼ 2	▼ 4	▼ 3	16	▼ 1	▼ 3	▼ 5	▼ 3	▼ 6	56	▲ 1	=	=	▼ 1	=
LV	32	=	▼ 2	▼ 4	▼ 4	▼ 4	22	▼ 1	▼ 3	▼ 8	▼ 7	▼ 11	46	▲ 1	▼ 3	▼ 1	▼ 1	▼ 5
SE	7	=	▼ 4	▼ 6	▼ 9	▼ 11	33	▼ 8	▼ 14	▼ 19	▼ 18	▼ 20	60	▲ 8	▲ 7	▲ 3	▲ 7	▲ 2
DE	24	▼ 1	▼ 3	▼ 2	▼ 1	▼ 6	21	=	▼ 1	▼ 5	▼ 5	▼ 3	55	▲ 3	▲ 1	▼ 1	=	▼ 4
IE	18	▼ 1	▼ 3	▼ 11	▼ 13	▼ 11	34	▲ 16	▲ 15	▲ 15	▲ 14	▲ 16	48	▼ 15	▼ 19	▼ 26	▼ 29	▼ 26
IT	23	▼ 1	▼ 4	▼ 1	▼ 3	▼ 8	16	▲ 2	=	▲ 1	=	=	61	▼ 1	▼ 2	▼ 1	▼ 6	▼ 12
LT	28	▼ 1	▼ 4	▼ 2	▼ 2	▼ 6	17	▼ 1	▼ 1	▼ 4	▼ 1	▼ 4	55	▲ 2	▼ 1	▲ 1	▲ 1	▼ 1
SI	27	▼ 1	▼ 3	▼ 1	▼ 3	▼ 6	17	▼ 2	▼ 3	▼ 2	▼ 7	▼ 6	56	▲ 3	▲ 2	▲ 3	=	▲ 2
SK	25	▼ 1	▼ 6	▼ 4	▼ 1	▼ 2	15	▼ 2	▼ 3	▼ 7	▼ 6	▼ 4	60	▲ 3	▼ 3	▲ 1	▼ 1	▲ 1
DK	16	▼ 3	▼ 7	▼ 10	▼ 13	▼ 16	31	▼ 2	▼ 5	▼ 4	▼ 4	▼ 8	53	▲ 5	4	=	▼ 3	▼ 4
AT	25	▼ 3	▼ 5	▼ 8	▼ 9	▼ 6	19	=	▼ 2	▼ 1	▼ 4	▼ 3	56	▲ 3	▼ 1	▼ 3	▼ 7	▼ 4
ES	24	▼ 4	▼ 5	▼ 9	▼ 11	▼ 10	31	▲ 9	▲ 6	▲ 9	▲ 8	▲ 4	45	▼ 5	▼ 7	▼ 10	▼ 11	▼ 7
MT	20	▼ 4	▼ 8	▼ 7	▼ 6	▼ 5	17	▼ 2	▼ 2	▼ 4	▼ 6	▼ 3	62	▲ 5	▲ 1	▲ 4	▲ 3	▲ 5
PL	26	▼ 4	▼ 6	▼ 6	▼ 7	▼ 9	12	▼ 6	▼ 9	▼ 8	▼ 10	▼ 7	62	▲ 10	▲ 6	▲ 6	▲ 3	▲ 3
EE	18	▼ 5	▼ 6	▼ 8	▼ 14	▼ 15	36	▲ 12	▲ 9	▲ 9	▲ 9	▲ 6	46	▼ 7	▼ 10	▼ 7	▼ 13	▼ 11
PT	21	▼ 5	▼ 6	▼ 8	▼ 8	▼ 7	15	▲ 1	▼ 1	=	=	▼ 1	64	▲ 4	▲ 1	▲ 2	=	=
FI	15	▼ 5	▼ 6	▼ 10	▼ 6	▼ 11	29	=	▼ 5	▼ 7	▼ 2	▼ 8	56	▲ 5	▼ 1	▲ 3	▲ 4	▲ 4
UK	12	▼ 5	▼ 10	▼ 15	▼ 16	▼ 21	31	▲ 9	▲ 6	▲ 5	▲ 6	▲ 7	57	▼ 3	▼ 4	▼ 16	▼ 16	▼ 19
NL	12	▼ 7	▼ 11	▼ 12	▼ 12	▼ 17	29	▼ 3	▼ 4	▼ 4	▼ 4	▼ 5	59	▲ 10	▲ 7	▲ 6	▲ 4	▲ 1
FR	28	▼ 8	▼ 12	▼ 16	▼ 11	▼ 11	26	▲ 4	▲ 4	▲ 2	=	▲ 2	46	▲ 4	=	▼ 2	▲ 3	▲ 3

Base: All respondents, N = 28,300

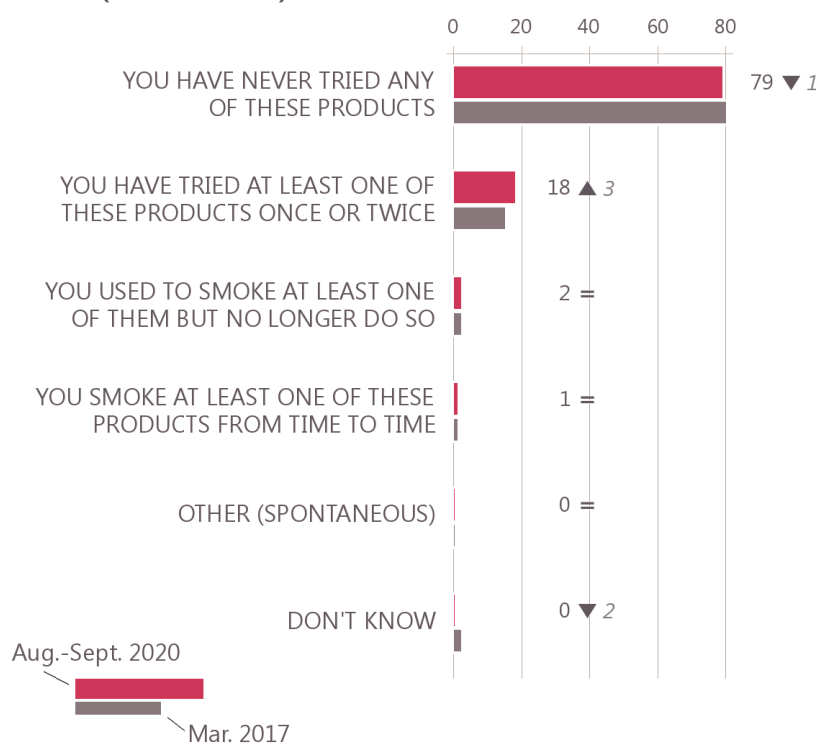
## f. Experience with traditional tobacco products among non-smokers

**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 products<sup>12</sup>. 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. Almost eight in ten (79%) respondents in this category say that they have never tried any tobacco products, with a further 18% saying that they have tried at least one of these products once or twice. Very few non-smokers used to smoke at least one of the traditional tobacco products but no longer do so (2%) or they smoked at least one of these products from time to time (1%).

Compared to 2017, the proportion of non-smokers who say they have never tried any tobacco products has remained broadly stable (-1 percentage point), while the share of respondents who say they have tried at least one of these products once or twice has slightly increased (+3 pp).

**QC2b** You said that you have never smoked. Could you please specify what is your experience with cigarettes, cigars, cigarillos or a pipe?  
(% - EU27 + UK)

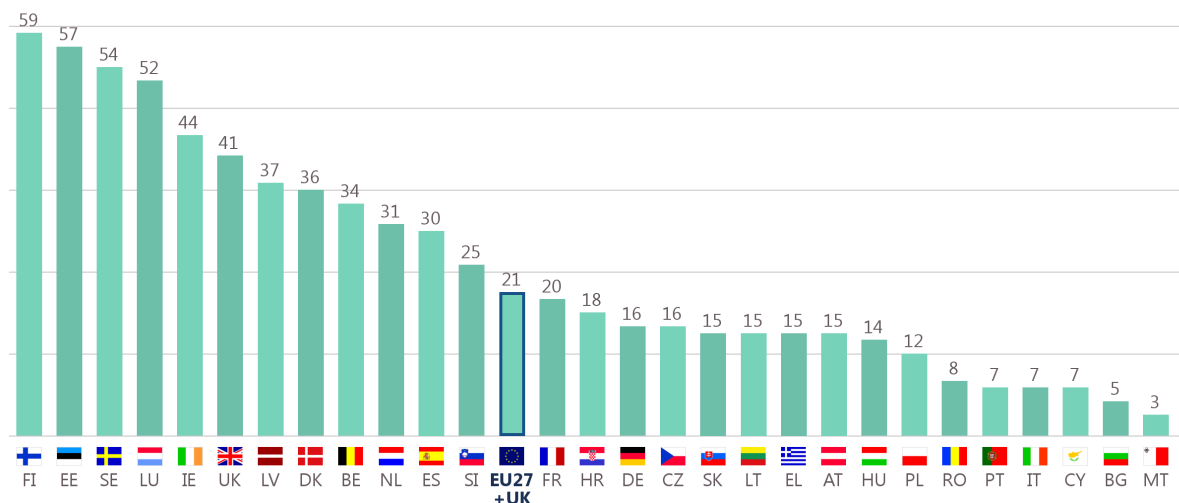


Base: Respondents who have never smoked, N= 15,444

<sup>12</sup> QC2b 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.

Overall, in the EU and the UK, 21% of those who say they have never smoked have at least tried one of these products once or twice, an increase by three percentage points since 2017.

**QC2b** You said that you have never smoked. Could you please specify what is your experience with cigarettes, cigars, cigarillos or a pipe?  
(% - TOTAL 'AT LEAST ONE OF THESE PRODUCTS')






























Base: Respondents who have never smoked, N= 15,444

At **country level**, non-smokers in Finland (59%), Estonia (57%) and Sweden (54%) are the most likely to say they have at least tried one of these products once or twice. At the other end of the scale, the lowest proportions of non-smokers saying this can be found in Malta (3%), Bulgaria (5%), and Cyprus, Italy and Portugal (all 7%).

This share has declined in 19 countries since 2017, most notably in Sweden (-11 percentage points), Slovenia (-10 pp) and Cyprus (-9 pp). However, this share has also increased in eight countries and by more than ten percentage points in seven countries: Ireland (+33 pp), Luxembourg and the United Kingdom (both +24 pp), Finland (+20 pp), Estonia (+19 pp), Spain (+15 pp) and Belgium (+13 pp). Results for this indicator have remained stable in Italy.

**QC2b** 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 Diff. August/September 2020 - March 2017	You have tried at least one of these products once or twice Diff. August/September 2020 - March 2017	You used to smoke at least one of them but no longer do so Diff. August/September 2020 - March 2017	You smoke at least one of these products from time to time Diff. August/September 2020 - March 2017	Other (SPONTANEOUS) Diff. August/September 2020 - March 2017	Don't know
EU27+UK		79 ▼ 1	18 ▲ 3	2 =	1 =	0 =	0
CY		92 ▲ 12	6 ▼ 7	0 ▼ 1	1 ▼ 1	0 =	1
SI		75 ▲ 12	22 ▼ 10	2 =	1 =	0 ▼ 1	0
SE		46 ▲ 12	47 ▼ 9	4 =	3 ▼ 2	0 ▼ 1	0
DE		84 ▲ 8	13 ▼ 1	2 =	1 =	0 ▼ 1	0
CZ		84 ▲ 7	15 ▼ 3	1 ▼ 1	0 ▼ 1	0 =	0
DK		64 ▲ 7	32 ▼ 4	2 =	2 =	0 =	0
NL		69 ▲ 7	27 ▼ 7	2 ▲ 1	2 =	0 =	0
SK		85 ▲ 7	14 ▼ 3	0 ▼ 1	1 ▲ 1	0 ▼ 1	0
BG		95 ▲ 6	4 ▼ 4	1 =	0 ▼ 1	0 =	0
MT		91 ▲ 6	3 ▼ 6	0 ▼ 1	0 ▼ 1	1 ▲ 1	5
LV		63 ▲ 5	35 ▼ 4	1 ▼ 1	1 =	0 =	0
LT		85 ▲ 5	13 ▼ 3	2 =	0 ▼ 1	0 =	0
AT		84 ▲ 4	13 =	1 ▼ 1	1 ▼ 2	0 ▼ 1	1
FR		80 ▲ 3	16 ▼ 1	1 ▼ 3	3 ▲ 1	0 =	0
HU		86 ▲ 3	11 ▼ 3	3 ▲ 2	0 =	0 ▼ 1	0
RO		92 ▲ 3	6 =	2 =	0 ▼ 2	0 ▼ 1	0
IT		93 ▲ 2	5 =	1 =	1 =	0 =	0
PL		88 ▲ 2	9 ▼ 2	2 ▲ 1	1 =	0 =	0
EL		85 ▲ 1	14 =	1 ▼ 1	0 =	0 =	0
PT		93 ▲ 1	7 =	0 =	0 ▼ 1	0 =	0
HR		80 ▼ 3	15 =	2 ▲ 1	1 =	0 =	2
BE		66 ▼ 9	27 ▲ 10	6 ▲ 4	1 ▼ 1	0 ▼ 4	0
ES		70 ▼ 15	27 ▲ 13	1 ▲ 1	2 ▲ 1	0 =	0
EE		43 ▼ 18	53 ▲ 19	3 =	1 =	0 =	0
FI		41 ▼ 20	54 ▲ 19	4 ▲ 1	1 =	0 =	0
LU		48 ▼ 21	39 ▲ 16	3 =	10 ▲ 8	0 ▼ 3	0
UK		59 ▼ 21	38 ▲ 23	1 ▼ 1	2 ▲ 2	0 ▼ 1	0
IE		56 ▼ 30	39 ▲ 30	2 ▲ 1	3 ▲ 2	0 ▼ 1	0

Base: Respondents who have never smoked, N= 15,444

## 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 product<sup>13</sup>. The same question was asked in the March 2012, December 2014 and March 2017 surveys, albeit with a slightly different wording.

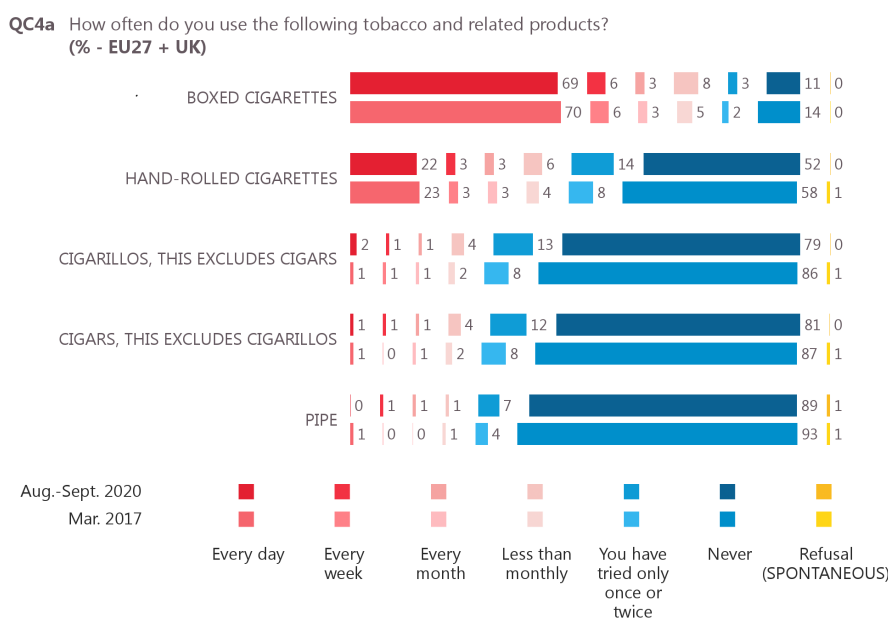
### a. Smokers

#### Boxed cigarettes are the most popular choice among smokers

Among current traditional smokers, close to eight in ten (78%) are regular users (at least monthly) of boxed cigarettes, while other tobacco products are regularly consumed by fewer smokers, with nearly three in ten (28%) smoking hand-rolled cigarettes and only small proportions smoking cigarillos (4%), cigars (3%), or pipes (2%).

Almost seven in ten (69%) smoke boxed cigarettes at least once a day, while more than one in five (22%) consume hand-rolled cigarettes daily. The proportion of those smoking boxed cigarettes on a daily basis has remained stable compared to March 2017 (-1 percentage point). However, when observing the long-term trend, this share has continued to decline, from 80% in March 2012 and 76% in December 2014. The proportion of daily users of hand-rolled cigarettes also appears to be broadly stable compared to 2017 (-1 pp).

Only 2% or less 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, the proportion of those occasionally smoking cigarillos (13%, +5 pp), cigars (12%, +4 pp), or pipes (7%, +3 pp) has increased again in the current survey.



Base: Respondents who smoke, N=6,775

<sup>13</sup> QC4ab. 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.

At **country level**, the analysis will focus first on the proportions of smokers who regularly use specific tobacco products, comparing with the figures observed in March 2017, and then at how frequently smokers use at least one of these products<sup>14</sup>.

Among regular users of traditional tobacco products, boxed cigarettes are the most popular tobacco product in each country, even though some differences emerge. The proportion of smokers who consume boxed cigarettes ranges from more than nine in ten in Bulgaria and Romania (both 94%) and Latvia (92%) to less than two thirds in the Netherlands (54%), Cyprus (59%), and Ireland and the United Kingdom (both 62%). In 18 countries, the proportion of smokers who smoke boxed cigarettes regularly has decreased since March 2017, most notably in Cyprus (-16 percentage points), the United Kingdom (-13 pp) and Luxembourg (-11 pp). Conversely, this proportion has increased in the remaining ten countries, and particularly in Hungary (+13 pp), Belgium (+6 pp) and France (+4 pp).

**QC4a** How often do you use the following tobacco and related products?  
(%)

		Boxed cigarettes		Hand-rolled cigarettes		Cigarillos, this excludes cigars		Cigars, this excludes cigarillos		Pipe	
		Diff. August/September 2020 - March 2017		Diff. August/September 2020 - March 2017		Diff. August/September 2020 - March 2017		Diff. August/September 2020 - March 2017		Diff. August/September 2020 - March 2017	
EU27+UK		78	▼ 1	28	▼ 1	4	▲ 1	3	▲ 1	2	▲ 1
HU		72	▲ 13	36	▼ 13	3	▲ 1	1	=	0	▼ 1
BE		78	▲ 6	42	▲ 1	6	▲ 2	4	▲ 1	2	=
FR		70	▲ 4	35	▼ 3	4	▲ 1	3	▲ 1	1	=
DE		77	▲ 3	37	▲ 1	5	=	1	=	2	=
HR		81	▲ 3	28	▼ 6	0	=	2	▼ 1	0	=
LV		92	▲ 2	11	▲ 2	5	▲ 2	1	=	1	▼ 1
SI		88	▲ 2	14	▼ 7	3	▲ 1	1	▲ 1	0	=
SE		75	▲ 2	10	▲ 7	2	▼ 4	7	▲ 7	3	▲ 3
RO		94	▲ 1	3	▼ 2	6	▲ 6	2	▲ 2	0	=
FI		84	▲ 1	11	▼ 15	11	▲ 3	1	▼ 2	2	▼ 1
BG		94	▼ 2	5	▼ 8	0	=	0	=	0	=
CZ		89	▼ 2	19	▲ 1	6	▲ 3	0	▼ 2	1	=
ES		79	▼ 2	36	▲ 7	2	▲ 1	0	=	1	▲ 1
AT		88	▼ 4	20	▲ 6	3	▼ 1	4	=	5	▲ 1
PT		88	▼ 4	9	▼ 1	2	▲ 1	0	=	0	=
MT		85	▼ 5	17	▼ 6	2	▲ 2	1	▲ 1	1	▲ 1
IE		62	▼ 6	39	▲ 4	3	▲ 3	4	▲ 4	4	▲ 3
SK		86	▼ 6	11	▼ 4	0	▼ 1	1	=	0	▼ 1
DK		76	▼ 7	13	=	1	▼ 1	0	▼ 2	5	▼ 3
EE		85	▼ 7	10	▲ 2	6	▲ 4	1	▼ 1	4	▲ 2
IT		84	▼ 7	8	▼ 10	1	=	0	▼ 2	1	▼ 1
LT		88	▼ 7	6	▼ 3	2	=	1	▲ 1	4	▲ 3
NL		54	▼ 7	34	▼ 3	2	▼ 1	7	▼ 3	2	▲ 1
PL		82	▼ 8	18	▼ 2	1	=	2	▲ 1	2	=
EL		67	▼ 10	36	▲ 1	1	=	0	▼ 1	0	=
LU		74	▼ 11	12	▼ 7	4	▲ 3	4	▲ 3	5	▲ 4
UK		62	▼ 13	54	▲ 14	9	▲ 8	4	▲ 3	4	▲ 2
CY		59	▼ 16	40	▲ 6	7	▲ 7	4	▲ 3	3	▲ 3

Base: Respondents who smoke, N=6,775

<sup>14</sup> Results for Cyprus (n=140), Malta (n=101), the Netherlands (n=141) and Sweden (n=82) should be interpreted with caution due to the small base size (<150).







In all but five countries, at least one in ten smoke hand-rolled cigarettes, but, once again, there are substantial differences between countries. The highest proportions of hand-rolled cigarettes users can be observed in the United Kingdom (54%), Belgium (42%) and Cyprus (40%). At the other end of the spectrum, smokers in Romania (3%), Bulgaria (5%) and Lithuania (6%) are the least likely to make use of this product. In 15 countries, the proportion of smokers who smoke hand-rolled cigarettes has declined since 2017, with the largest decreases observed in Finland (-15 percentage points), Hungary (-13 pp) and Italy (-10 pp). This share has increased in 12 countries, most notably in the United Kingdom (+14 pp), and Spain and Sweden (both +7 pp), and has remained stable in Denmark.

Where other tobacco products are concerned, there are very few significant country-level differences. Only in one case does the proportion exceed single figures: in Finland, slightly more than one in ten smokers (11%) regularly make use of cigarillos.

For the **socio-demographic** data, the analysis will focus on the proportions of respondents who smoke boxed or hand-rolled cigarettes.

- Women (81%) are more likely than men (75%) to smoke boxed cigarettes and to do so daily (73% compared with 66%). However, men (29%) are slightly more likely than women (26%) to smoke hand-rolled cigarettes, while there is no significant difference for daily consumption.
- Respondents aged 25 or more (77-80%) are more likely than the youngest cohort (67%) to smoke boxed cigarettes, and this pattern holds also for daily consumption (68-74% compared with 50%). On the other hand, younger respondents are significantly more likely to smoke hand-rolled cigarettes, with around four in ten (41%) giving this response, compared with less than three in ten (22-29%) of those aged 25 or more, and they are also more likely than their older counterparts to smoke this type of cigarette daily (30% compared with 19-21%).
- The most significant difference in the case of occupational groups concerns the greater propensity of the unemployed and students to smoke hand-rolled cigarettes. While smokers in these two occupational groups are the least likely to smoke boxed cigarettes (61-64%, compared with 76-83% of other categories), 47% of smokers who are unemployed and 39% of those who are students smoke hand-rolled cigarettes regularly, compared with less than three in ten (19-28%) of those in any of the other occupational categories. More than a third (35%) of unemployed smokers consume hand-rolled cigarettes daily, compared with less than three in ten (14-26%) of those in other categories.
- Similarly, hand-rolled cigarettes are more popular among those who live in households having difficulties paying their bills most of the time. More than four in ten (45%) of current smokers who often experience such problems consume hand-rolled cigarettes, compared with less than a quarter (24%) of those who never or almost never have difficulties paying the bills.

**QC4a** How often do you use the following tobacco and related products?  
(%)

	Boxed cigarettes		Hand-rolled cigarettes	
	Every day	Regular User (1-3)	Every day	Regular User (1-3)
EU27+UK	69	78	22	28
 <b>Gender</b>				
Man	66	75	22	29
Woman	73	81	21	26
 <b>Age</b>				
15-24	50	67	30	41
25-39	68	77	21	29
40-54	73	80	21	27
55 +	74	80	19	22
 <b>Education (End of)</b>				
15-	72	81	26	29
16-19	72	80	22	28
20+	67	76	18	25
Still studying	45	61	23	36
 <b>Socio-professional category</b>				
Self-employed	70	81	19	23
Managers	68	77	16	23
Other white collars	76	83	14	19
Manual workers	76	83	21	27
House persons	72	78	25	28
Unemployed	54	64	35	47
Retired	70	76	23	25
Students	42	61	26	39
 <b>Difficulties paying bills</b>				
Most of the time	58	67	37	45
From time to time	75	83	22	28
Almost never/ Never	68	77	19	24
 <b>Consider belonging to</b>				
The working class	67	75	31	37
The lower middle class	70	79	22	28
The middle class	71	79	16	22
The upper middle class	71	82	13	18
The upper class	46	59	33	33

Base: Respondents who smoke, N=6,775

## b. Ex-Smokers

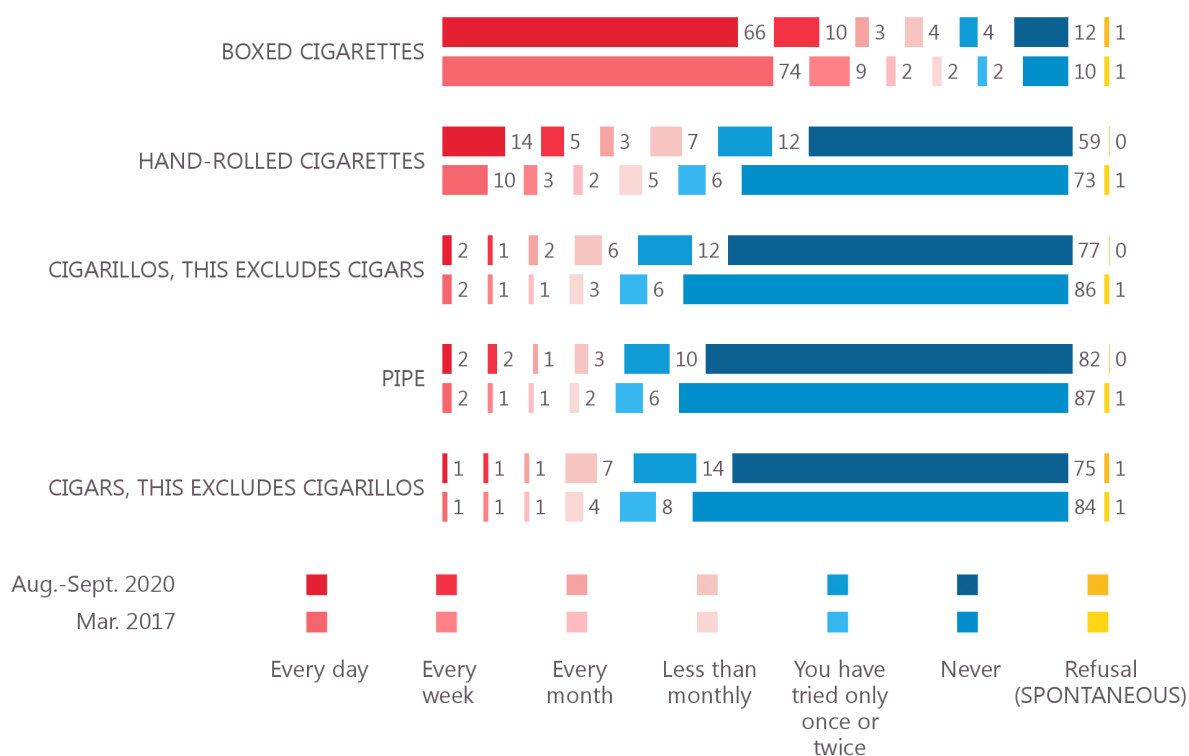
**Boxed cigarettes were also the most popular choice of tobacco product among former smokers**

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 decreased by six percentage points since March 2017.

More than one fifth (22%) regularly smoked hand-rolled cigarettes, a proportion that has substantially increased compared to 2017 (+7 pp).

Very small shares of former smokers used to smoke cigarillos (5%), a pipe (5%) or cigars (4%) on a regular basis. These figures have not significantly changed since the previous survey.

**QC4b** How often did you use the following tobacco and related products?  
(% - EU27 + UK)



Base: Respondents who used to smoke, N= 6,489

The **country-level** analysis among ex-smokers highlights that, in 19 countries, at least three quarters of ex-smokers say that they used to smoke boxed cigarettes<sup>15</sup>. Former smokers in Spain (90%), Austria (89%) and Slovakia (88%) are the most likely to say this, while the lowest proportions can be found in Belgium (54%), and Cyprus, Romania and Sweden (all 62%). The proportion of ex-smokers who used to smoke boxed cigarettes has declined in 25 countries since 2017, with decreases by at least 20 percentage points in Cyprus (-31 percentage points), Sweden (-24 pp), Belgium (-23 pp), Romania (-21 pp) and Poland (-20 pp).

**QC4b** How often did you use the following tobacco and related products?  
(%)

		Boxed cigarettes		Hand-rolled cigarettes		Cigarillos, this excludes cigars		Cigars, this excludes cigarillos		Pipe	
		Diff. August/September 2020 - March 2017		Diff. August/September 2020 - March 2017		Diff. August/September 2020 - March 2017		Diff. August/September 2020 - March 2017		Diff. August/September 2020 - March 2017	
EU27+UK		79	▼ 6	22	▲ 7	5	▲ 1	3	=	5	▲ 1
BE		54	▼ 23	23	▼ 5	7	▼ 4	4	▼ 4	7	▲ 4
BG		80	▼ 13	7	▲ 3	3	▲ 2	3	▲ 3	7	▲ 1
CZ		81	▼ 12	11	▲ 1	1	▼ 3	2	▼ 1	2	▲ 1
DK		75	▼ 8	14	▼ 4	3	▼ 4	3	▼ 1	3	▼ 2
DE		83	▼ 8	20	▲ 3	4	▼ 2	2	▼ 1	0	▼ 1
IE		77	▼ 7	18	▲ 7	5	▲ 5	6	▲ 3	5	▲ 1
EE		78	▼ 9	10	▲ 6	5	▲ 2	3	▲ 3	0	=
EL		86	▼ 1	17	▲ 6	1	=	0	=	4	▼ 3
ES		90	▼ 7	24	▲ 14	8	▲ 6	5	▲ 1	7	=
FR		66	▼ 12	18	▲ 4	2	▼ 4	2	▲ 1	4	=
HR		80	▼ 14	8	▼ 3	1	=	1	▼ 1	3	▲ 3
IT		86	▼ 7	13	▲ 2	7	▲ 5	5	▲ 2	4	▲ 1
CY		62	▼ 31	15	▼ 5	4	▼ 1	7	▲ 3	7	▲ 5
LV		71	▼ 13	5	=	2	▲ 1	1	▲ 1	3	▲ 2
LT		65	▼ 16	4	=	0	▼ 1	0	=	3	=
LU		72	▼ 14	24	▲ 10	9	▲ 5	6	▲ 5	4	=
HU		79	▼ 8	11	▲ 1	3	▲ 2	2	▲ 2	2	▼ 1
MT		85	▼ 9	15	▲ 1	11	▲ 6	13	▲ 9	0	=
NL		76	▲ 4	54	▲ 12	6	=	8	=	10	▼ 4
AT		89	▼ 1	24	▲ 2	4	▼ 3	5	▲ 1	0	▼ 1
PL		71	▼ 20	6	▲ 3	0	▼ 2	0	▼ 1	7	▲ 2
PT		84	▼ 14	5	▼ 9	0	▼ 2	0	=	1	▼ 1
RO		62	▼ 21	6	▲ 3	1	▲ 1	1	▲ 1	1	▲ 1
SI		83	▼ 10	9	▲ 3	1	=	0	▼ 1	0	▼ 1
SK		88	▼ 6	5	▼ 1	1	=	1	▲ 1	3	▼ 2
FI		80	▼ 7	18	▲ 2	14	▲ 6	4	▲ 1	3	=
SE		62	▼ 24	15	=	5	▼ 1	4	▲ 2	6	▲ 3
UK		81	▲ 1	37	▲ 14	6	▲ 3	6	=	1	▼ 3

Base: Respondents who used to smoke, N= 6,489

<sup>15</sup> Results for Cyprus (n=81), Hungary (n=133), Malta (n=87), Poland (n=137) and Romania (n=92) should be interpreted with caution due to the small base size (<150).

In all countries, less than half of ex-smokers used to smoke hand-rolled cigarettes. The only exception is the Netherlands, where 54% of these respondents used to regularly smoke hand-rolled cigarettes. In addition, more than one third in the United Kingdom (37%) and nearly one quarter in Austria, Luxembourg and Spain (all 24%) answer this way. This compares to one in twenty or less former hand-rolled cigarette users in Lithuania (4%), and Latvia, Portugal and Slovakia (all 5%). Compared to March 2017, the share of ex-smokers who used to smoke hand-rolled cigarettes has increased in 20 countries, most notably in Spain and the United Kingdom (both +14 percentage points), the Netherlands (+12 pp) and Luxembourg (+10 pp). Conversely, this proportion has declined by five percentage points in Belgium and Cyprus.

In almost all cases, less than one in ten of ex-smokers used to smoke cigars or cigarillos on a regular basis. The exceptions are Finland, where 14% used to smoke cigarillos, and Malta, where (11%) used to smoke cigarillos and 13% used to smoke cigars. Similarly, in almost all countries, very few non-smokers used to smoke a pipe regularly, the exceptions being Denmark (15%) and Sweden (10%). All differences when comparing the results with those in the previous survey in 2017 do not exceed the single digit.

Among those who used to smoke, use e-cigarettes or consume heated tobacco products but no longer do so, around two thirds (67%) say they used at least one tobacco product daily<sup>16</sup>. This proportion has consistently declined compared to March 2017 (-13 percentage points).

In 25 countries, at least half of former smokers and e-cigarette or heated tobacco product users say they used at least one tobacco product daily. More than three quarters in Greece (84%), Portugal (79%), Spain (78%) and Slovakia (76%) answer this way, compared to less than half in Belgium (41%), and Lithuania and Sweden (both 48%).

Much smaller minorities of ex-smokers and ex-users of e-cigarettes or heated tobacco products say that they used to smoke or use e-cigarettes or heated tobacco products on a less frequent basis. At EU level, one in ten used at least one tobacco product on a weekly basis and fewer did so less frequently. At country level, in 15 countries, at least one in ten used tobacco products on a weekly basis, with lower proportions who used to do this monthly. Only in Sweden (11%), and Cyprus, Finland and Ireland (all 10%) ex-smokers did this less than monthly. In seven countries, at least one in ten used these products occasionally (only once or twice). In some countries, a significant minority of respondents give an inconsistent answer to this question, defining themselves as former smokers or tobacco product users, but nevertheless saying that they have never smoked cigarettes or used tobacco and related products. In Belgium (27%), France (25%), Cyprus (24%) and Romania (21%), more than one in five answer this way.

Compared to 2017, decreases in the share of ex-smokers and ex-users of e-cigarettes or heated tobacco products who used at least one tobacco product daily can be observed in all countries, with the most significant ones recorded in Cyprus (-40 pp), Belgium (-32 pp) and Croatia (-28 pp).

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<sup>16</sup> It should be noted that, while this indicator only included former consumers of boxed cigarettes, hand-rolled cigarettes, cigarillos, cigars and pipes, this now also includes ex-users of e-cigarettes and heated tobacco products.

**QC4bT** How often did you use the following tobacco and related products?

**At least one product (%)**

		Every day	Diff. August/September 2020 - March 2017	Every week	Diff. August/September 2020 - March 2017	Every month	Diff. August/September 2020 - March 2017	Less than monthly	Diff. August/September 2020 - March 2017	You have tried only once or twice	Diff. August/September 2020 - March 2017	Never	Diff. August/September 2020 - March 2017
EU27 + UK		67	▼ 13	10	▲ 1	3	▲ 2	4	▲ 2	6	▲ 4	10	▲ 4
EL		84	▼ 1	4	=	0	=	2	▲ 1	4	▲ 3	6	▼ 3
NL		73	▼ 4	13	=	1	▼ 1	6	▲ 3	6	▲ 5	1	▼ 3
SK		76	▼ 5	8	▼ 4	3	▲ 2	2	=	6	▲ 5	4	▲ 1
UK		71	▼ 6	11	▼ 2	3	▲ 2	5	▲ 3	5	▲ 4	5	▼ 1
DK		68	▼ 7	7	▼ 2	5	=	5	▲ 2	3	▲ 2	12	▲ 5
PT		79	▼ 12	1	▼ 4	1	▼ 1	4	▲ 2	5	▲ 5	10	▲ 10
DE		69	▼ 12	10	=	3	▲ 2	4	▲ 1	7	▲ 4	7	▲ 5
SI		69	▼ 12	8	▼ 4	4	▲ 2	7	▲ 6	8	▲ 6	4	▲ 2
HU		72	▼ 13	6	▲ 2	2	=	2	▲ 2	8	▲ 7	10	▲ 2
EE		57	▼ 14	15	▲ 3	4	=	8	▲ 4	10	▲ 2	6	▲ 6
FR		57	▼ 16	8	▼ 1	1	▼ 1	3	▲ 2	6	▲ 5	25	▲ 11
IT		73	▼ 16	9	▲ 5	4	▲ 4	3	▲ 3	5	▲ 2	5	▲ 1
LU		51	▼ 16	13	▼ 4	4	=	8	▲ 7	7	▲ 5	17	▲ 9
ES		78	▼ 17	9	▲ 6	3	▲ 2	4	▲ 4	2	▲ 2	4	▲ 3
LV		50	▼ 18	14	▼ 2	8	▲ 6	5	▲ 4	12	▲ 8	11	▲ 2
LT		48	▼ 18	12	▼ 3	5	▲ 4	8	▲ 6	7	▲ 3	19	▲ 7
AT		67	▼ 19	14	▲ 7	6	▲ 5	6	▲ 5	4	▲ 1	3	▲ 1
RO		56	▼ 19	4	▼ 3	0	▼ 1	3	▲ 1	16	▲ 15	21	▲ 8
CZ		65	▼ 20	10	▲ 1	3	▲ 2	6	▲ 3	9	▲ 8	7	▲ 6
IE		58	▼ 20	12	▲ 4	5	▲ 2	10	▲ 10	9	▲ 7	6	▼ 3
MT		66	▼ 20	10	▲ 2	3	▲ 1	8	▲ 7	9	▲ 6	4	▲ 4
FI		54	▼ 20	21	▲ 9	5	=	10	▲ 7	6	▲ 3	4	▲ 1
BG		67	▼ 21	8	▲ 3	1	▲ 1	4	▲ 2	10	▲ 9	9	▲ 5
PL		65	▼ 22	3	▼ 1	1	▲ 1	2	▲ 1	12	▲ 9	16	▲ 12
SE		48	▼ 23	11	▼ 4	5	▲ 2	11	▲ 7	7	▲ 4	18	▲ 14
HR		62	▼ 28	11	▲ 6	4	▲ 3	5	▲ 3	12	▲ 11	6	▲ 5
BE		41	▼ 32	11	▼ 1	3	▲ 1	8	▲ 6	10	▲ 9	27	▲ 17
CY		56	▼ 40	2	=	3	▲ 3	10	▲ 9	4	▲ 4	24	▲ 23







Base: Respondents who used to smoke, use e-cigarettes or heated tobacco products, N= 7,212

The **socio-demographic analysis** again focuses only on those who used to smoke boxed cigarettes or hand-rolled cigarettes.

- While there are no significant differences in terms of gender in the case of boxed cigarettes, nearly a quarter (24%) of male ex-smokers used to smoke hand-rolled cigarettes regularly, compared with less than two in ten (19%) women.
- Young respondents who used to smoke are less likely than their older counterparts to mention boxed cigarettes. More than six in ten (63%) of former smokers aged between 15 and 24 used to smoke boxed cigarettes, compared with around three quarters or more (74-81%) of those in other age groups. Furthermore, over one third (36%) of the youngest cohort say that they used to smoke these cigarettes every day, compared with more than a half (53-72%) of older ex-smokers. On the other hand, younger ex-smokers are more likely to have smoked hand-rolled cigarettes: over a third (36%) of those in the youngest age group give this response, compared with around a quarter or less (18-26%) of the older respondents.
- The longer ex-smokers remained in full-time education, the more likely they are to have smoked hand-rolled cigarettes (24% of those ending education aged 20 or more, compared with 16% of those who left aged 15 or less).
- Students who used to smoke are the least likely to mention boxed cigarettes (58%, compared with 74-81% among other socio-professional categories) and the most likely to mention hand-rolled cigarettes (36%, compared with 16-29%).
- Former smokers who have difficulties paying their bills most of the time are more likely to have regularly smoked hand-rolled cigarettes (28%, compared with 21% of those who have never or almost never financial difficulties).

**QC4bT** How often did you use the following tobacco and related products?

**At least one product (%)**

	Every day	Total 'Occasionally'
EU27 + UK	67	23
 <b>Gender</b>		
Man	69	21
Woman	65	24
 <b>Age</b>		
15-24	39	56
25-39	53	36
40-54	67	22
55 +	76	14
 <b>Education (End of)</b>		
15-	75	13
16-19	71	20
20+	64	26
Still studying	44	49
 <b>Socio-professional category</b>		
Self-employed	64	30
Managers	64	26
Other white collars	66	25
Manual workers	64	24
House persons	63	22
Unemployed	56	30
Retired	77	13
Students	37	55
 <b>Difficulties paying bills</b>		
Most of the time	65	22
From time to time	67	23
Almost never/ Never	67	23
 <b>Consider belonging to</b>		
The working class	70	20
The lower middle class	65	24
The middle class	68	22
The upper middle class	62	28
The upper class	56	34

Base: Respondents who used to smoke, use e-cigarettes or heated tobacco products, N= 7,212

### 3 Number of cigarettes smoked per day

Respondents who smoke cigarettes were asked how many they smoke per day, and ex-smokers were asked how many cigarettes they used to smoke daily<sup>17</sup>.

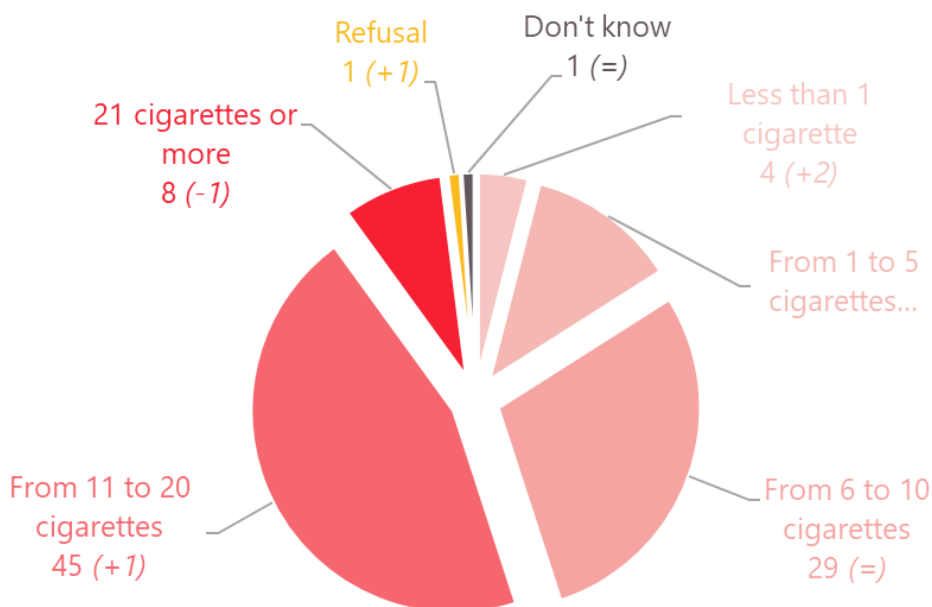
#### a. Cigarette smokers

##### **On average, current cigarette smokers smoke more than 14 cigarettes per day**

Among those who smoke cigarettes, the average daily consumption is 14.2. Over four in ten (45%) smoke between 11 and 20 cigarettes, while just under three in ten (29%) smoke between six and ten cigarettes. Significantly fewer smoke lower or higher amounts: less than one in ten (8%) smoke 21 cigarettes or more, while 12% smoke between one and five cigarettes and 4% have a daily average of less than one cigarette.

There have been only few changes since the March 2017 survey, with the average daily consumption increasing by 0.5 since March 2017, when it stood at 13.7.

**QC5a** On average, how many cigarettes do you smoke each day?  
(% - EU27 + UK)



(Aug.-Sept. 2020 - Mar. 2017)






























Base: Respondents who smoke cigarettes, N= 6,507

<sup>17</sup> QC5ab. On average, how many cigarettes do/did you smoke each day?

The average number of cigarettes smoked per day varies across countries. In all countries, the average number of cigarettes smoked exceeds ten, with the only exception of Sweden, where this figure stands at 9.1. The highest rate of smoking can be found in Greece, where the average smoker has 18.7 cigarettes daily, followed by Croatia (18.3) and Austria (18). At the opposite end of the scale, apart from Sweden, the lowest average figures can be found in France (11.8), Finland (11.9) and Spain (12).

In most countries, change has been minimal since the last survey. The largest increase in the average number of cigarettes smoked per day are observed in Latvia (+1.9), Romania (+1.5) and Sweden (+1.3), while the largest decreases can be found in Malta (-1.9), Slovakia (-1.7) and Cyprus (-1.3). This figure has remained stable in Austria, Estonia and Lithuania.

**QC5a** On average, how many cigarettes do you smoke each day?  
(%)

		Average			
		2020	2020 - 2017	2020 - 2014	2020 - 2012
EU27+UK		14,2	▲ 0,5	▼ -0,7	▼ -0,5
BE		12,9	▼ -0,1	▼ -2,9	▼ -2,4
BG		15,7	▼ -0,1	▲ 0,1	▲ 0,7
CZ		15,4	▲ 1,0	▲ 1,2	▲ 1,6
DK		12,7	▼ -0,2	▼ -0,9	▼ -1,8
DE		15,4	▲ 0,7	=	▼ -0,2
EE		12,5	=	▲ 0,6	▼ -0,4
IE		13,1	▼ -0,2	▼ -3,0	▼ -3,3
EL		18,7	▲ 1,2	▼ -1,6	▼ -1,3
ES		12,0	▲ 0,6	▼ -3,1	▼ -2,5
FR		11,8	▼ -0,4	▼ -2,0	▼ -1,8
HR		18,3	▲ 0,8	▲ 1,4	NA
IT		12,8	▼ -0,5	▼ -1,0	▼ -1,0
CY		16,9	▼ -1,3	▼ -3,9	▼ -5,7
LV		12,7	▲ 1,9	▲ 0,3	=
LT		12,6	=	▲ 0,5	▲ 0,2
LU		13,5	▼ -1,1	▼ -0,1	▼ -3,4
HU		15,9	▼ -0,1	▼ -0,4	▲ 0,3
MT		14,0	▼ -1,9	▼ -5,4	▼ -3,9
NL		12,3	▲ 0,6	▼ -1,1	▼ -2,1
AT		18,0	=	▼ -1,5	▼ -14,6
PL		16,4	▼ -13,3	▼ -13,6	▼ -13,5
PT		12,9	▼ -11,1	▼ -13,9	▼ -14,3
RO		16,9	▼ -15,4	▼ -14,8	▼ -14,5
SI		14,3	▼ -13,1	▼ -15,3	▼ -13,8
SK		13,7	▼ -12,4	▼ -8,8	▼ -8,3
FI		11,9	▼ -4	▼ -5,1	▼ -5,8
SE		9,1	▲ 14,2	▲ 10,6	▲ 9,7
UK		12,8	▼ -1	▼ -3,6	▼ -3,1

Base: Respondents who smoke cigarettes, N= 6,507







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

- More than half of female smokers (51%) smoke ten or fewer cigarettes a day, compared to just 40% of male smokers. On average, male smokers smoke around two cigarettes more per day than female smokers (15 compared with 13.1).
- 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 10.9, compared with 15.4 among those aged 40 to 54 and 14.8 of those aged 55 or more.
- The longer smokers remained in full-time education, the less likely they are to smoke 11 or more cigarettes per day (63% of those ending education aged 15 or less, compared with 44% of those who left aged 20 or more).
- Smokers who say they belong to the working class (61%) are more likely than those who identify with the middle class or upper-middle class (48-49%) to say they smoke more than ten cigarettes a day<sup>18</sup>.
- 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 11.3 among those who have smoked for five years or less to over 15 per day among those who have smoked for more than 20 years.
- E-cigarette and heated tobacco product users are less likely than non-users to smoke more than ten cigarettes per day (41% compared with 54% for e-cigarettes; 44% compared with 54% for heated tobacco products).

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<sup>18</sup> The results for those who consider themselves belonging to the 'upper class' (n=36) are not considered here due to the very low sample size.

**QC5a** On average, how many cigarettes do you smoke each day?  
(%)

	Less than 1 cigarette	From 1 to 5 cigarettes	From 6 to 10 cigarettes	From 11 to 20 cigarettes	21 cigarettes or more	Refusal	Don't know
EU27+UK	4	12	29	45	8	1	1
 <b>Gender</b>							
Man	5	10	26	49	9	1	1
Woman	2	15	33	41	6	1	1
 <b>Age</b>							
15-24	10	21	31	30	3	1	3
25-39	4	14	31	44	7	0	0
40-54	2	10	26	52	10	0	1
55 +	4	9	29	47	8	2	1
 <b>Education (End of)</b>							
15-	2	11	24	52	11	0	0
16-19	2	9	29	50	10	0	0
20+	6	15	31	39	5	1	2
Still studying	15	24	34	21	1	2	3
 <b>Socio-professional category</b>							
Self-employed	3	14	26	48	8	0	1
Managers	8	15	28	39	8	1	1
Other white collars	3	11	34	46	6	0	0
Manual workers	2	9	28	51	9	1	0
House persons	1	12	33	43	9	1	0
Unemployed	3	13	26	46	8	2	2
Retired	4	11	29	45	8	1	2
Students	13	25	32	25	2	1	2
 <b>Difficulties paying bills</b>							
Most of the time	1	15	28	42	12	1	0
From time to time	2	9	26	52	10	0	1
Almost never/ Never	6	13	30	43	6	1	1
 <b>Consider belonging to</b>							
The working class	2	12	24	50	11	0	1
The lower middle class	4	12	29	46	8	1	1
The middle class	5	13	32	43	6	1	1
The upper middle class	7	10	34	42	6	1	0
The upper class	14	8	6	43	17	1	11

Base: Respondents who smoke cigarettes, N= 6,507

## b. Ex cigarette smokers

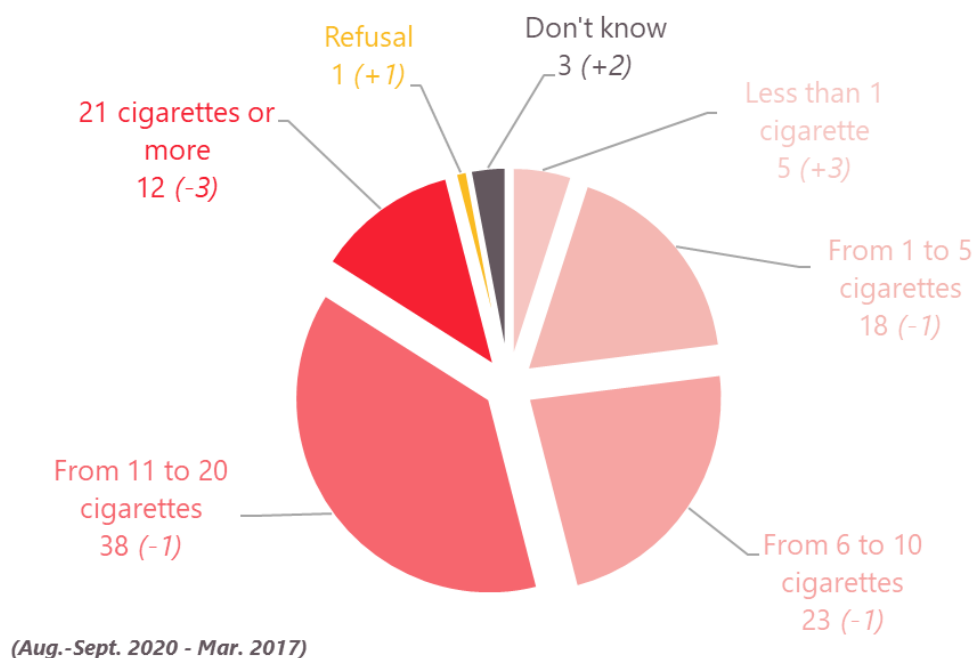
**Ex-smokers smoked on average more than 15 cigarettes per day**

Among those who used to smoke cigarettes, the average daily consumption was 15.5. The share of those who smoked 21 cigarettes or more is higher than among current smokers, with 12% giving this answer. However, the most common response remains from 11 to 20 cigarettes, with nearly four in ten (38%) of former smokers answering this way. Nearly a quarter (23%) smoked between six and ten cigarettes, and just under a fifth (18%) smoked between one and five cigarettes. One in twenty used to smoke less than one cigarette per day.

There have been only few changes since the March 2017 survey, the most significant among which is a decline by three percentage points in the proportion who used to smoke 21 or more cigarettes.

As with current smokers, the average number of cigarettes smoked per day by former smokers varies across countries. In all countries, the average number of cigarettes consumed by ex-smokers exceeds ten, with the highest rates found in Greece (21), Malta (19.4) and Croatia (18.5). The average number of cigarettes consumed by former smokers per day has decreased in 17 countries, most notably in Cyprus (-6.2), followed by Belgium (-3.2), Austria (-3) and Italy (-2.9).

**QC5b** On average, how many cigarettes did you smoke each day?  
(% - EU27 + UK)









Base: Respondents who used to smoke cigarettes, N= 5,778

The **socio-demographic analysis** for ex-smokers reveals similar patterns as for the smokers:

- Almost six in ten male ex-smokers (59%) used to smoke more than ten cigarettes daily. This compares to just 38% of female ex-smokers. Furthermore, 16% of men say that they smoked more than 20 cigarettes a day, while just 7% of women say the same.
- The older the ex-smoker, the higher the average number of cigarettes they smoked per day. The average number of cigarettes smoked by those who are now aged 55 or older is almost 17, compared with 9.2 among those who are aged 15-24.
- Respondents who left full-time education at an earlier age are also more likely to have smoked a higher number of cigarettes per day.
- The retired, the unemployed and manual and white-collar workers used to smoke a higher number of cigarettes per day (from 16 to 17.2) than former smokers in other categories (from 7.2 to 13.8).
- Unsurprisingly, the average number of cigarettes consumed per day significantly increases with the number of years spent as a smoker. This range from 9.7 cigarettes a day among those who smoked for five or less years, to 17.2 among those who smoked for more than 40 years.

**QC5b** On average, how many cigarettes did you smoke each day?  
(%)

	Less than 1 cigarette	From 1 to 5 cigarettes	From 6 to 10 cigarettes	From 11 to 20 cigarettes	21 cigarettes or more	Refusal	Don't know
EU27+UK	5	18	23	38	12	1	3
 <b>Gender</b>							
Man	4	13	19	43	16	1	3
Woman	5	24	29	31	7	1	3
 <b>Age</b>							
15-24	15	35	22	21	3	2	2
25-39	7	28	25	29	4	2	5
40-54	5	19	23	38	11	1	3
55 +	3	13	23	42	17	0	3
 <b>Education (End of)</b>							
15-	1	11	21	48	18	0	1
16-19	3	15	25	40	13	1	3
20+	6	23	22	34	10	1	4
Still studying	18	29	30	15	1	4	3
 <b>Socio-professional category</b>							
Self-employed	4	19	27	35	10	1	3
Managers	8	27	23	29	7	1	5
Other white collars	6	22	24	37	7	1	2
Manual workers	3	13	24	43	13	1	4
House persons	6	23	29	32	8	0	2
Unemployed	4	27	17	29	19	1	4
Retired	3	13	22	43	17	0	3
Students	20	36	28	8	1	2	4
 <b>Difficulties paying bills</b>							
Most of the time	3	12	22	44	13	2	4
From time to time	2	14	26	43	11	1	4
Almost never/ Never	5	20	23	36	12	1	3
 <b>Consider belonging to</b>							
The working class	5	14	22	43	14	0	3
The lower middle class	4	19	24	35	12	1	5
The middle class	4	19	25	38	12	1	3
The upper middle class	9	24	20	33	11	1	2
The upper class	7	18	29	30	14	0	2

Base: Respondents who used to smoke cigarettes, N= 5,778

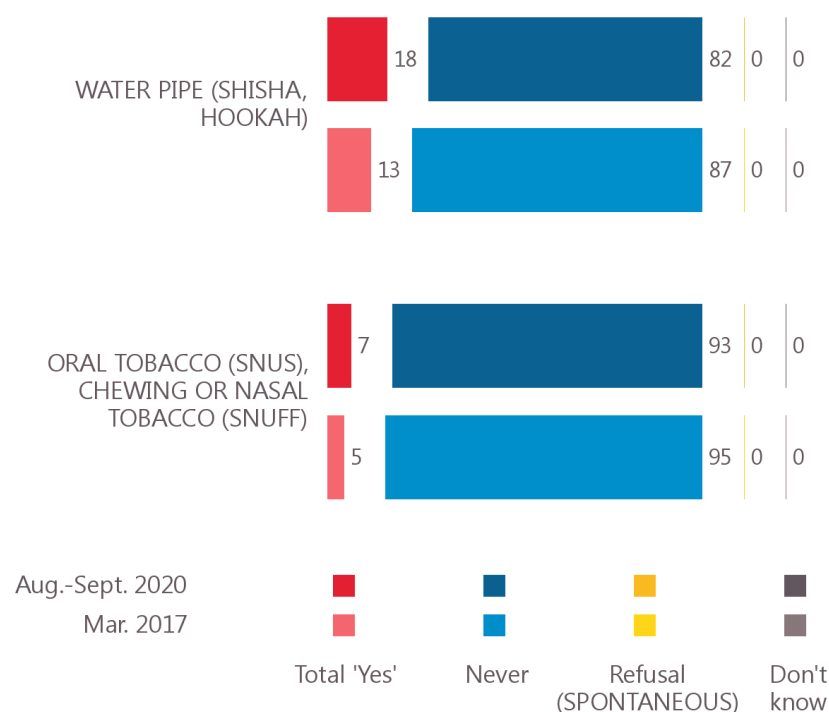
## 4 Use of other specific tobacco products

### Almost three in ten respondents aged 15-24 have at least tried using a water pipe

All respondents, regardless of whether they were a current smoker, former smoker, or non-smoker, were asked if they had tried tobacco products other than those mentioned in the previous question: namely, water pipes (shisha, hookah) or oral tobacco (snus) and chewing or nasal tobacco (snuff), and how frequently<sup>19</sup>. This question was also asked in previous surveys.

While a very large share of those surveyed have never tried these tobacco products, 18% have tried a water pipe, which represents an increase from the 13% who gave this answer in March 2017. Less than one in ten respondents (7%) have tried oral, chewing or nasal tobacco, a two-percentage point increase compared to the proportions in March 2017 and December 2014.

**QC6** Have you ever used or tried any of the following products?  
(% - EU27 + UK)



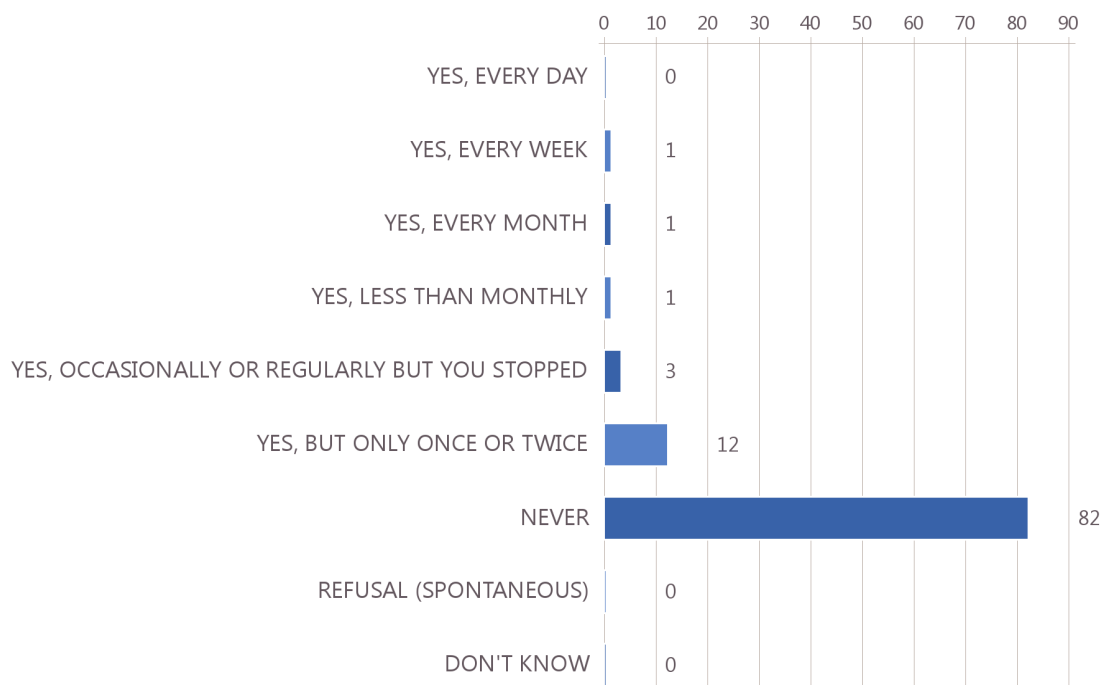
Base: All respondents, N= 28,300

<sup>19</sup> QC6. Have you ever used or tried any of the following products? Water pipe (shisha, hookah), oral tobacco (snus), chewing or nasal tobacco (snuff). Yes, every day; Yes, every week; Yes, every month; Yes, less than monthly; Yes, occasionally or regularly but you stopped; Yes, but only once or twice; Never; Refusal; DK.

More than one in ten (12%) have used a water pipe once or twice, but very few make use of it more frequently.

**QC6.1** Have you ever used or tried any of the following products?

Water pipe (shisha, hookah) (% - EU27 + UK)

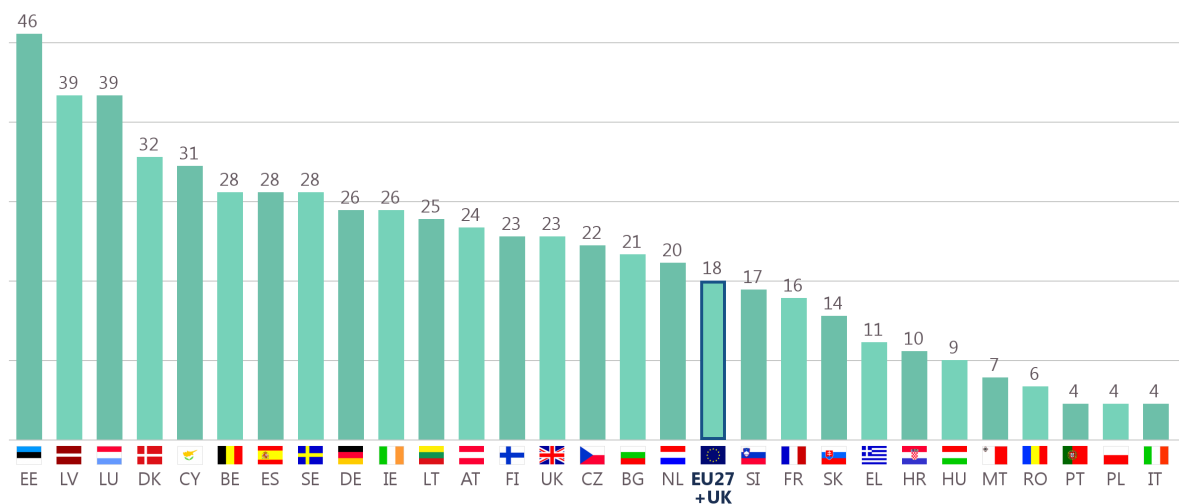


Base: All respondents, N= 28,300

**Focusing specifically on young people**, those aged 15-24 are generally more likely to have at least tried water pipes. Overall, 29% of young people say they have used them, even though only 6% say they use them on a monthly basis. A larger share say that they have only tried them once or twice (17%).

There is significant country-level variation in the proportions of those who have used a water pipe at least once or twice. Close to or more than four in ten say they have used (or still use) this product in Estonia (46%), and Luxembourg and Latvia (both 39%), while only 4% answer this way in Italy, Poland and Portugal.

**QC6.1** Have you ever used or tried any of the following products?  
Water pipe (shisha, hookah) (% - TOTAL 'YES')




Base: All respondents, N= 28,300

In 15 countries, the proportion of those saying they have used a water pipe at least once or twice has increased compared to March 2017. The largest increases can be observed in Ireland (+23 percentage points), Spain (+17 pp), and Estonia and Luxembourg (both +15 pp), and are mostly due to a rise in the share of those who have used a water pipe only once or twice.

**QC6.1** Have you ever used or tried any of the following products?

**Water pipe (shisha, hookah) (%)**

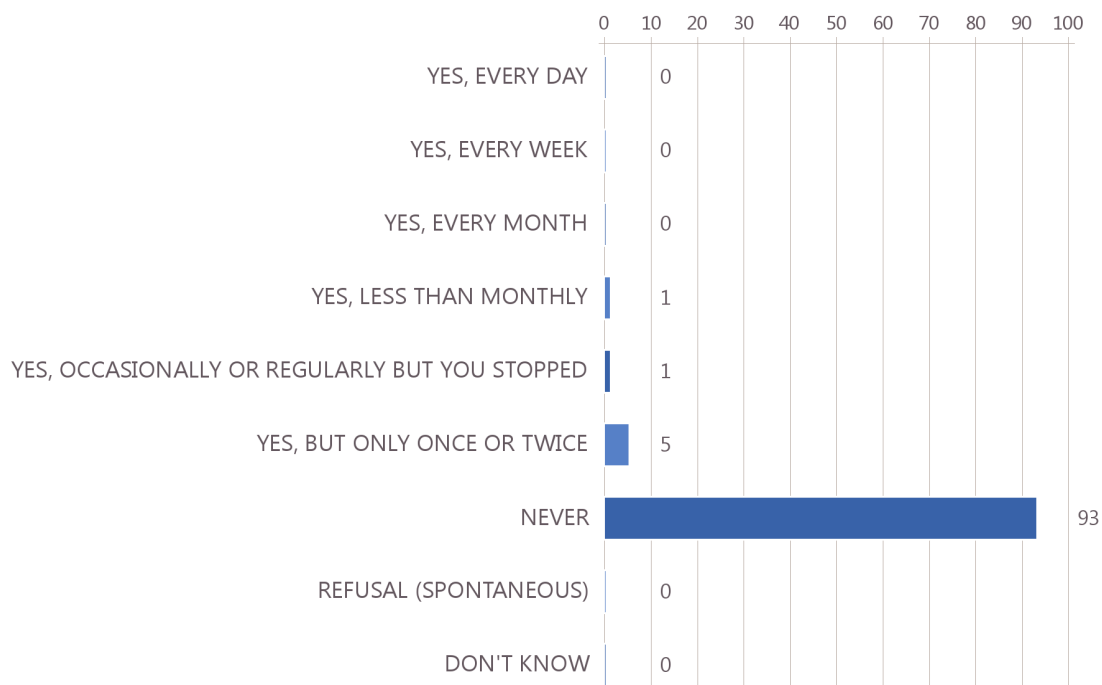
		Total 'Yes'	Diff. August/September 2020 - March 2017	Never	Diff. August/September 2020 - March 2017	Refusal (SPONTANEOUS)	Diff. August/September 2020 - March 2017
EU27+UK		18	▲ 5	82	▼ 5	0	=
IE		26	▲ 23	74	▼ 23	0	=
ES		28	▲ 17	71	▼ 18	0	=
EE		46	▲ 15	54	▼ 15	0	=
LU		39	▲ 15	61	▼ 14	0	▼ 1
UK		23	▲ 13	77	▼ 13	0	=
BE		28	▲ 11	72	▼ 11	0	=
BG		21	▲ 10	79	▼ 10	0	=
DE		26	▲ 10	74	▼ 10	0	=
FI		23	▲ 6	78	▼ 5	0	=
HR		10	▲ 4	90	▼ 4	1	▲ 1
CY		31	▲ 4	69	▼ 4	0	=
HU		9	▲ 2	91	▼ 2	0	=
RO		6	▲ 2	94	▼ 1	0	▼ 1
LV		39	▲ 1	61	▼ 1	1	▲ 1
AT		24	▲ 1	76	▼ 1	0	=
DK		32	=	68	=	0	=
FR		16	=	84	=	0	=
LT		25	=	75	=	0	=
PT		4	=	96	=	0	=
IT		4	▼ 1	95	▲ 1	0	▼ 2
SI		17	▼ 1	83	▲ 1	0	=
SK		14	▼ 1	85	=	1	=
EL		11	▼ 2	89	▲ 2	0	=
CZ		22	▼ 3	77	▲ 2	1	▲ 1
MT		7	▼ 3	88	▼ 1	1	=
PL		4	▼ 3	95	▲ 3	1	▲ 1
NL		20	▼ 4	80	▲ 4	0	=
SE		28	▼ 4	72	▲ 4	0	=

Base: All respondents, N= 28,300

Oral, chewing and nasal tobacco product are only rarely used, and those who report having used these products say that they do so infrequently.

**QC6.2** Have you ever used or tried any of the following products?

Oral tobacco (snus), chewing or nasal tobacco (snuff) (% - EU27 + UK)



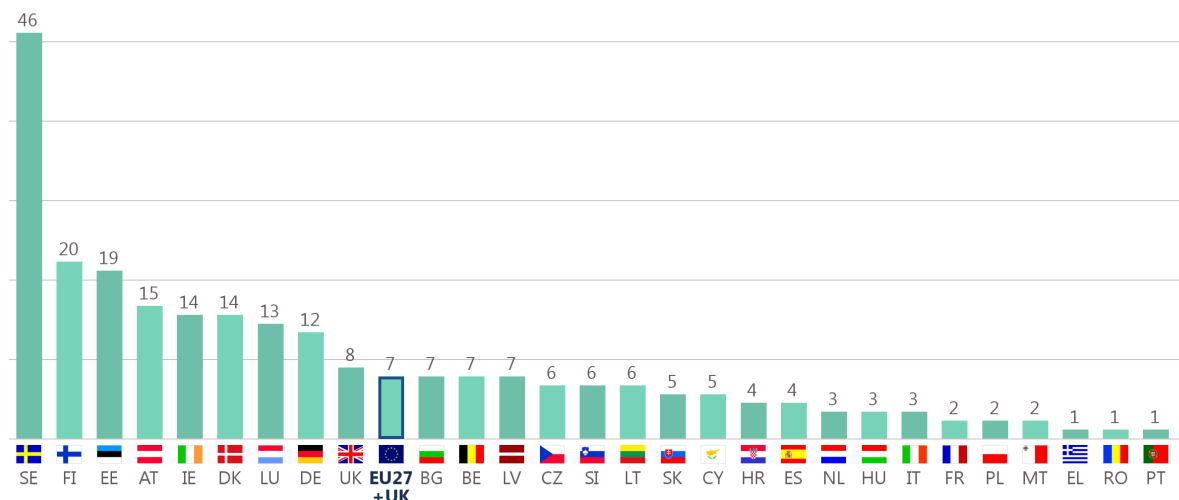
Base: All respondents, N= 28,300

The low overall proportion of respondents who use oral and nasal tobacco products can partly be explained by the fact that oral tobacco is illegal in the European Union, with the exception of Sweden. Hence, unsurprisingly, the proportion of oral and nasal tobacco users in Sweden clearly stands out, with more than four in ten (46%) saying that they have tried this type of tobacco products. However, this share has declined by four percentage points compared to 2017, when half of the respondents answered this way.

Relatively high proportions who have tried these products can also be found in Finland (20%), Estonia (19%) and Austria (15%). Experience of oral, chewing or nasal tobacco has increased in all these countries, particularly in Estonia (+8 pp). In 20 countries, less than one in ten have tried this type of products.

In most countries, the proportion of respondents who used oral tobacco every day is negligible. However, in Sweden, 16% of all respondents say they use it daily (compared to 20% in 2017), while 3% say this in Finland, 2% in Estonia and 1% in Denmark and Ireland.

**QC6.2** Have you ever used or tried any of the following products?  
Oral tobacco (snus), chewing or nasal tobacco (snuff) (% - TOTAL 'YES')



Base: All respondents, N= 28,300

Given the low overall usage rates, it is unsurprising that there have been few changes over time in the country-level proportions of those who have tried these products. The only significant change has occurred in Ireland, where the proportion of respondents who have tried oral, chewing or nasal tobacco has increased by 13 percentage points since March 2017.

**QC6.2** Have you ever used or tried any of the following products?

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

		Total 'Yes'		Never		Refusal (SPONTANEOUS)	
			Diff. August/September 2020 - March 2017		Diff. August/September 2020 - March 2017		Diff. August/September 2020 - March 2017
EU27+UK		7	▲ 2	93	▼ 2	0	=
IE		14	▲ 13	86	▼ 13	0	=
EE		19	▲ 8	81	▼ 8	0	=
DE		12	▲ 7	88	▼ 7	0	=
BG		7	▲ 6	92	▼ 7	0	=
LU		13	▲ 6	87	▼ 6	0	▼ 1
UK		8	▲ 5	92	▼ 5	0	=
FI		20	▲ 4	80	▼ 3	0	=
ES		4	▲ 3	95	▼ 4	0	=
AT		15	▲ 3	84	▼ 4	1	▲ 1
BE		7	▲ 2	93	▼ 2	0	=
LT		6	▲ 2	94	▼ 2	0	=
HU		3	▲ 2	97	▼ 2	0	=
CY		5	▲ 1	94	▼ 2	0	=
MT		2	▲ 1	93	▼ 5	1	=
EL		1	=	99	=	0	=
HR		4	=	96	=	0	=
NL		3	=	96	▼ 1	0	=
RO		1	=	98	=	0	▼ 1
SI		6	=	93	=	0	=
SK		5	=	94	=	1	=
FR		2	▼ 1	98	▲ 1	0	=
IT		3	▼ 1	96	▲ 2	0	▼ 2
PL		2	▼ 1	97	=	1	▲ 1
PT		1	▼ 1	98	=	1	▲ 1
CZ		6	▼ 2	93	▲ 1	1	▲ 1
DK		14	▼ 2	86	▲ 2	0	=
LV		7	▼ 2	92	▲ 2	1	=
SE		46	▼ 4	54	▲ 4	0	=







Base: All respondents, N= 28,300

The **socio-demographic analysis** focuses on the proportion of respondents who have tried water pipes or oral tobacco at least once or twice.

- Men are more likely than women to have tried these products. 21% of men have tried water pipes and 9% have tried oral, chewing or nasal tobacco, compared with 15% and 4% of women, respectively.
- The longer respondents remained in full-time education, the more likely they are to have at least tried these products. For instance, 23% of those who finished their education aged 20 or more have tried a water pipe, compared with just 7% of those who left education aged 15 or less.
- House persons and the retired are the least likely to have tried each of these products: 6% of the retired and 10% of house persons say they have tried a water pipe, compared with 18-26% among other categories.
- Respondents living in large towns are much more likely than those living in rural villages to have tried a water pipe (24% compared with 13%).
- More than a quarter of smokers (28%) have at least tried water pipes, which compares to just 11% of those who have never smoked.
- Those who have attempted to quit smoking are more likely than those who have not attempted to have at least tried a water pipe (33% compared with 24%).
- Users of e-cigarettes and heated tobacco products are more likely than non-users to have at least tried a water pipe (47% compared with 17% for e-cigarettes; 36% compared with 18% for heated tobacco products). The same applies to oral, chewing or nasal tobacco.

**QC6** Have you ever used or tried any of the following products?

**Total 'Yes' (%)**

	Water pipe (shisha, hookah)	Oral tobacco (snus), chewing or nasal tobacco (snuff)
EU27+UK	18	7
 <b>Gender</b>		
Man	21	9
Woman	15	4
 <b>Age</b>		
15-24	29	8
25-39	31	10
40-54	17	7
55 +	7	4
 <b>Education (End of)</b>		
15-	7	4
16-19	15	6
20+	23	9
Still studying	26	6
 <b>Socio-professional category</b>		
Self-employed	24	10
Managers	26	9
Other white collars	21	7
Manual workers	18	7
House persons	10	3
Unemployed	26	7
Retired	6	4
Students	26	7
 <b>Difficulties paying bills</b>		
Most of the time	23	10
From time to time	17	6
Almost never/ Never	18	7
 <b>Consider belonging to</b>		
The working class	16	7
The lower middle class	18	6
The middle class	17	6
The upper middle class	26	10
The upper class	19	11

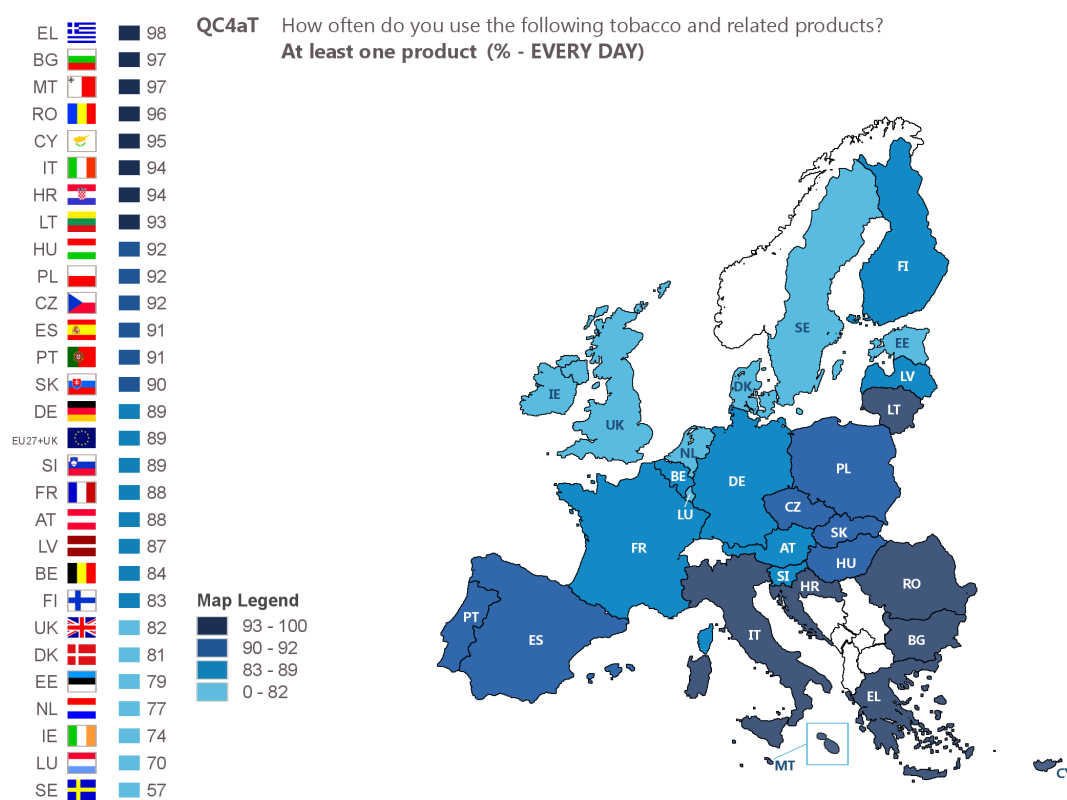
Base: All respondents, N= 28,300

## 5 Overall use of tobacco and related products

### Almost nine in ten across the EU and the UK consume at least one tobacco or related product daily

Among those who currently smoke, use e-cigarettes or consume heated tobacco products (excluding the use of water pipe and oral tobacco), almost nine in ten (89%) say they consume at least one tobacco product on a daily basis. This proportion has slightly declined since March 2017 (-2 percentage points)<sup>20</sup>.

In all countries, at least seven in ten of those who currently smoke, use e-cigarettes or consume heated tobacco products say they consume at least one tobacco product daily. This proportion ranges from 98% in Greece and 97% in Bulgaria and Malta, to 70% in Luxembourg, 74% in Ireland and 77% in the Netherlands. The only exception is Sweden, where just a tiny majority (57%) still give this answer (however, this does not include 16% which say they use on a daily basis oral tobacco).











Base: Respondents who smoke, use e-cigarettes or heated tobacco products, N= 7,110

<sup>20</sup> It should be noted that, while this indicator only included consumers of boxed cigarettes, hand-rolled cigarettes, cigarillos, cigars and pipes, this now also includes e-cigarette and heated tobacco product users.

In 17 countries, the proportion of daily consumers of tobacco and related products (including e-cigarette and heated tobacco product users) has declined compared to March 2017, most notably in Ireland (-18 percentage points) and Luxembourg (-17 pp), followed by the United Kingdom (-7 pp). This proportion has increased by at least five percentage points in Malta (+10 pp), Czechia (+6 pp) and Sweden (+5 pp), with slight increases recorded in other five countries. The share of daily consumers of tobacco products has remained stable in Croatia, Lithuania and Poland.

**QC4aT** How often do you use the following tobacco and related products?

**At least one product (%)**

		Every day	Diff. August/September 2020 - March 2017	Total 'Occasionally'	Diff. August/September 2020 - March 2017
EU27+UK		89	▼ 2	9	▲ 1
BE		84	▼ 1	14	▲ 2
BG		97	▼ 1	2	▲ 1
CZ		92	▲ 6	7	▼ 5
DK		81	▼ 3	17	▲ 2
DE		89	▲ 2	11	▼ 1
EE		79	▼ 6	21	▲ 9
IE		74	▼ 18	25	▲ 19
EL		98	▲ 3	2	▼ 3
ES		91	▼ 2	9	▲ 2
FR		88	▼ 1	9	=
HR		94	=	5	=
IT		94	▼ 2	4	▲ 1
CY		95	▲ 3	4	▼ 2
LV		87	▲ 2	12	=
LT		93	=	6	▼ 1
LU		70	▼ 17	27	▲ 19
HU		92	▼ 1	7	▲ 2
MT		97	▲ 10	2	▼ 7
NL		77	▼ 4	21	▲ 4
AT		88	▼ 2	10	▲ 4
PL		92	=	4	▼ 2
PT		91	▼ 6	5	▲ 3
RO		96	▲ 3	1	▼ 2
SI		89	▼ 2	10	▲ 1
SK		90	▼ 2	8	▲ 1
FI		83	▼ 4	17	▲ 5
SE		57	▲ 5	39	▼ 8
UK		82	▼ 7	18	▲ 9

Base: Respondents who smoke, use e-cigarettes or heated tobacco products, N= 7,110

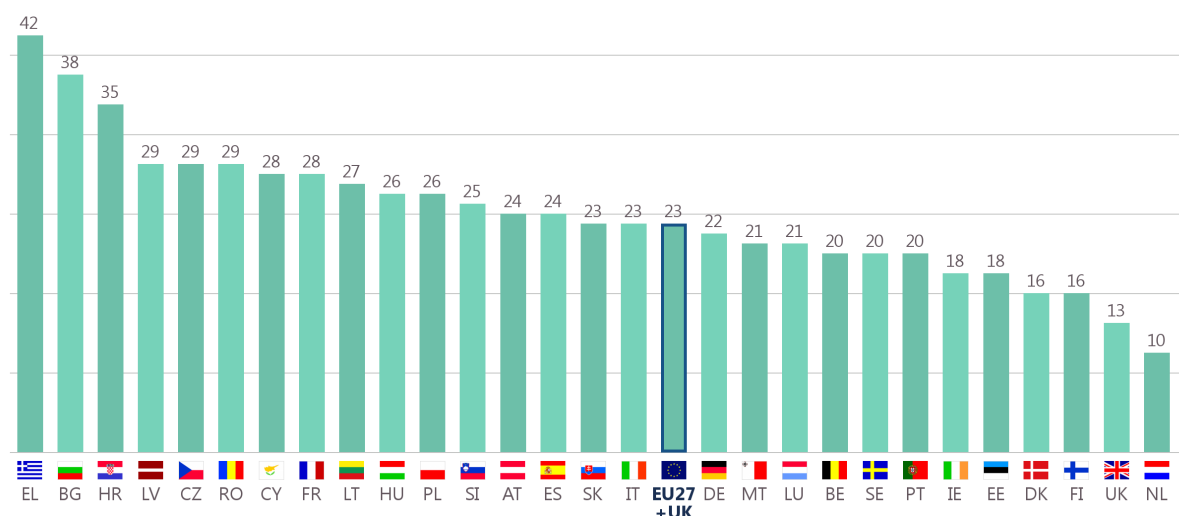
### Nearly one quarter of the respondents use tobacco and related products daily

In what follows, the analysis will focus on an indicator of the overall usage of tobacco and related products. This is obtained by combining the results of frequency of usage for traditional tobacco products, oral or nasal tobacco, water pipes (all analysed earlier in the report), as well as for heated tobacco products and e-cigarettes (both analysed in the following section). These results are then recalculated on the total base of the respondents<sup>21</sup>.

Across the EU and the UK, almost one quarter (23%) are daily users of tobacco and related products, while only small proportions are occasional users (3%) or have tried these products once or twice (6%). Almost two in ten (19%) are ex-users, while nearly half (49%) have never tried any of these products.

In 22 countries, at least two in ten are daily tobacco and related product users. This proportion ranges from more than one third in Greece (42%), Bulgaria (38%) and Croatia (35%) to 10% in the Netherlands, 13% in the United Kingdom and 16% in Denmark and Finland.

QC4QC6 Total 'At least one product'  
(% - TOTAL 'DAILY USERS')

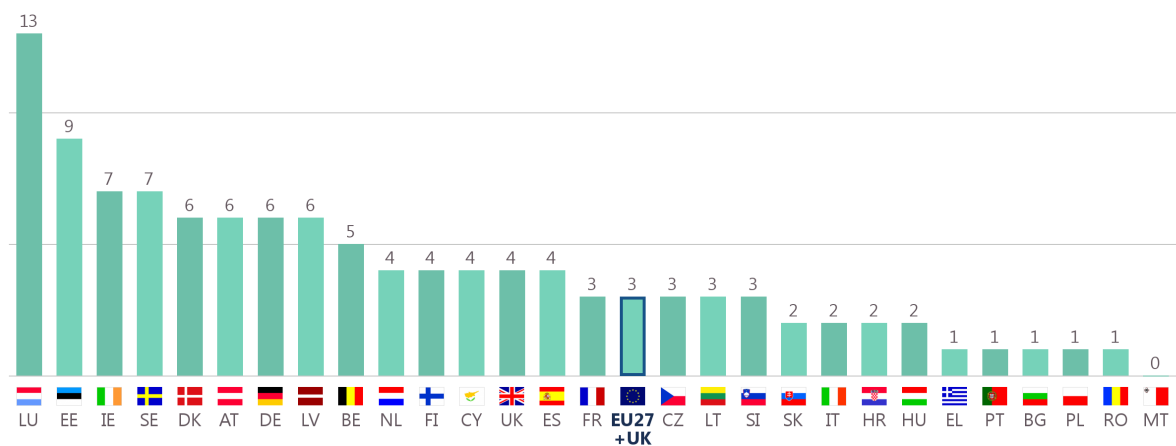


Base: All respondents, N= 28,300

<sup>21</sup> These results were calculated based on the results of QC1, QC4a and QC7..







In all countries, less than one in ten are occasional users of tobacco and related products. The only exception is Luxembourg, where 13% are occasional users.

**QC4QC6** Total 'At least one product'  
(% - TOTAL 'OCCASIONAL USERS')



Base: All respondents, N= 28,300

**QC4QC6** Total 'At least one product'  
(%)

	Daily users	Occasional users
EU27+UK	23	3
 <b>Gender</b>		
Man	26	4
Woman	20	3
 <b>Age</b>		
15-24	18	8
25-39	29	6
40-54	27	2
55 +	18	1
 <b>Education (End of)</b>		
15-	22	1
16-19	29	2
20+	19	5
Still studying	13	8
 <b>Socio-professional category</b>		
Self-employed	26	4
Managers	18	4
Other white collars	23	3
Manual workers	33	3
House persons	25	2
Unemployed	39	6
Retired	16	2
Students	13	8
 <b>Difficulties paying bills</b>		
Most of the time	40	5
From time to time	32	3
Almost never/ Never	19	3
 <b>Consider belonging to</b>		
The working class	30	2
The lower middle class	25	4
The middle class	20	4
The upper middle class	17	5
The upper class	14	4

## **II. CANNABIS, E-CIGARETTE AND HEATED TOBACCO PRODUCTS CONSUMPTION IN THE EUROPEAN UNION**

This section begins by analysing the results for the use of products containing cannabis in the EU and the UK, and then explores the prevalence of e-cigarettes and heated tobacco products, their frequency of use, the types and flavours of e-cigarettes that are most consumed and the perceived attractiveness of both e-cigarettes and heated tobacco products.

It is worth noting that, before starting the interview, respondents were provided with the following definitions of e-cigarettes and heated tobacco products:

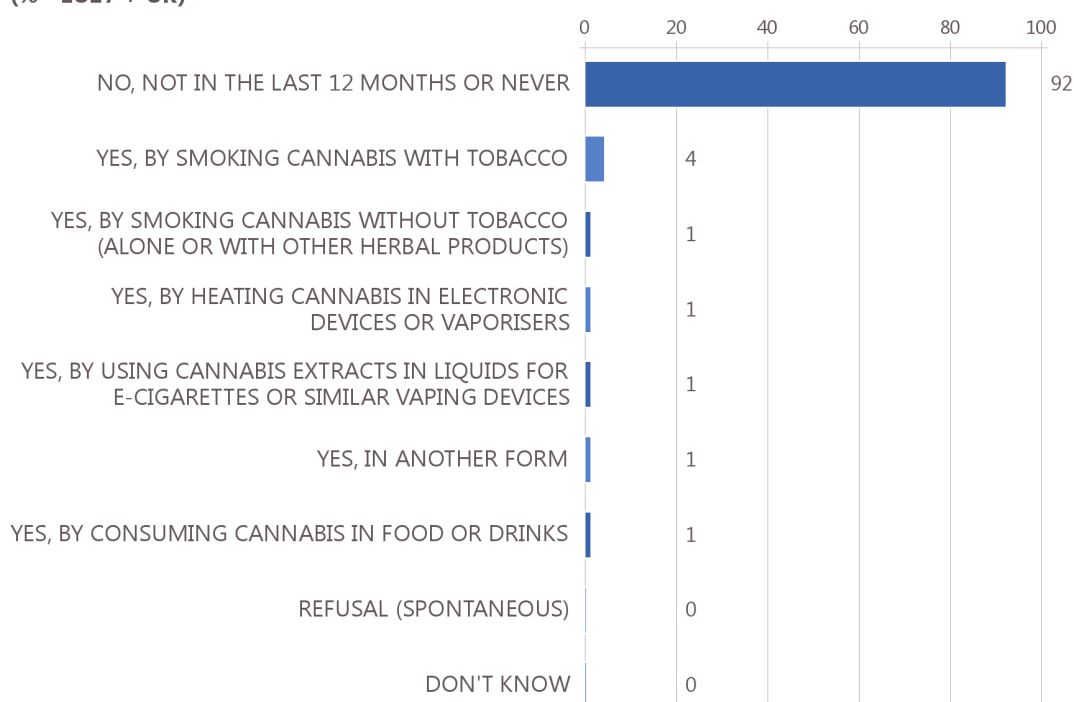
- E-cigarettes, or similar electronic devices (e.g. e-shisha, e-pipe): electronic devices that use e-liquids which usually contain nicotine and produce vapour;
- Heated tobacco products: sticks or capsules containing tobacco which are heated by devices. Those might be classified as smoking or smokeless products depending on their specific properties.

## 1 Use of products containing cannabis

### Less than one in ten have used products containing cannabis in the last 12 months

All the respondents were asked whether they have used products containing cannabis in the last 12 months and how they consumed them<sup>22</sup>. The vast majority (92%) say they have not used these products in the last 12 months or they have never used them, while less than one in ten (8%) say they have. Among all the respondents, 4% say they have smoked cannabis with tobacco, while very small proportions have used these products in other ways: by smoking cannabis without tobacco (alone or with other herbal products), by heating cannabis in electronic devices or vaporisers, by using cannabis extracts in liquids for e-cigarettes or similar vaping devices, by consuming cannabis in food or drinks, or in another form (all 1%).

**QC7** Have you used products containing cannabis in the last 12 months? (MULTIPLE ANSWERS POSSIBLE)  
(% - EU27 + UK)

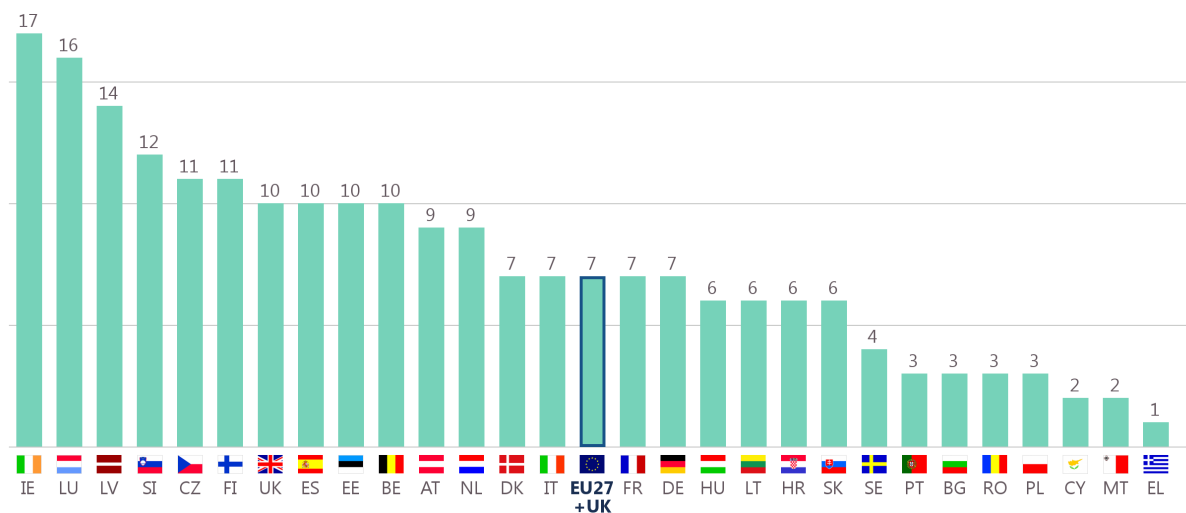


Base: All respondents, N= 28,300

<sup>22</sup> QC7. Have you used products containing cannabis in the last 12 months? No, not in the last 12 months or never; Yes, by smoking cannabis with tobacco; Yes, by smoking cannabis without tobacco (alone or with other herbal products); Yes, by heating cannabis in electronic devices or vaporisers; Yes, by using cannabis extracts in liquids for e-cigarettes or similar vaping devices; Yes, by consuming cannabis in food or drinks; Yes, in another form; Refusal; DK.

The **country-level analysis** shows that, in ten countries, at least one in ten say they have used products containing cannabis in the last 12 months. This proportion is the highest in Ireland (17%), Luxembourg (16%) and Latvia (14%), while respondents in Greece (1%), and Cyprus and Malta (both 2%) are the least likely to answer this way. Overall, in the large majority of countries, users of products containing cannabis are more likely to smoke cannabis with tobacco than in other ways. The only significant exception is Latvia, where slightly more than one in ten (11%) say they consume cannabis in food or drinks.

**QC7** Have you used products containing cannabis in the last 12 months? (MULTIPLE ANSWERS POSSIBLE)  
(% - TOTAL 'YES')









Base: All respondents, N= 28,300

The **socio-demographic analysis** focuses on the overall proportion of those who say they have used products containing cannabis in the last 12 months, revealing the following patterns:

- The younger the respondents, the more likely they are to have used products containing cannabis in the last 12 months. For instance, 15% among those aged 15-24 have done so, compared with only 3% of those aged 55 or more. Among the younger respondents, the proportion of cannabis product users aged 18-24 is higher than among those aged less than 18 (17% compared with 8%).
- Students, the unemployed (both 14%) and the self-employed (12%) are more likely than those in other socio-professional categories (2-8%) to have consumed these products.
- Those who have difficulties paying their bills most of the time are more likely than those who never or almost never have difficulties to have used these products in the last 12 months (14% compared with 6%).
- Smokers are much more likely than non-smokers to have used products containing cannabis (15% compared with 5%).
- Similarly, users of e-cigarettes and heated tobacco products are more likely than non-users to have consumed products containing cannabis in the last 12 months (24% compared with 7% for e-cigarettes; 19% compared with 7% for heated tobacco products).

**QC7** Have you used products containing cannabis in the last 12 months? (MULTIPLE ANSWERS POSSIBLE)  
(%)

	No, not in the last 12 months or never	Total 'Yes'
EU27+UK	92	7
 <b>Gender</b>		
Man	90	9
Woman	94	6
 <b>Age</b>		
15-24	84	15
25-39	88	12
40-54	94	6
55 +	97	3
 <b>Education (End of)</b>		
15-	96	4
16-19	93	7
20+	92	8
Still studying	86	13
 <b>Socio-professional category</b>		
Self-employed	87	12
Managers	93	7
Other white collars	93	7
Manual workers	92	8
House persons	98	2
Unemployed	85	14
Retired	97	3
Students	85	14
 <b>Difficulties paying bills</b>		
Most of the time	86	14
From time to time	90	10
Almost never/ Never	94	6
 <b>Consider belonging to</b>		
The working class	92	8
The lower middle class	92	8
The middle class	93	6
The upper middle class	90	10
The upper class	83	17

Base: All respondents, N= 28,300

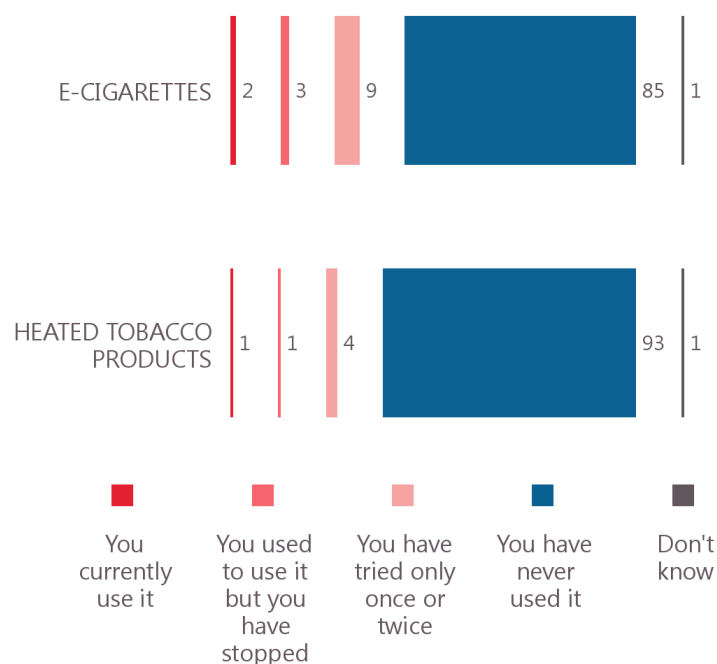
## 2 Prevalence of e-cigarettes and heated tobacco products in the EU and the UK

### More than one in ten have at least tried e-cigarettes once or twice

Respondents were asked whether they use e-cigarettes and heated tobacco products<sup>23</sup>. The large majority of respondents have never used any of these products.

one in seven (14%) have at least tried e-cigarettes, while only around one in twenty (6%) say this for heated tobacco products.

**QC3** Thinking about the following products, which of the following applies to you?  
(% - EU27 + UK)



Base: All respondents, N= 28,300

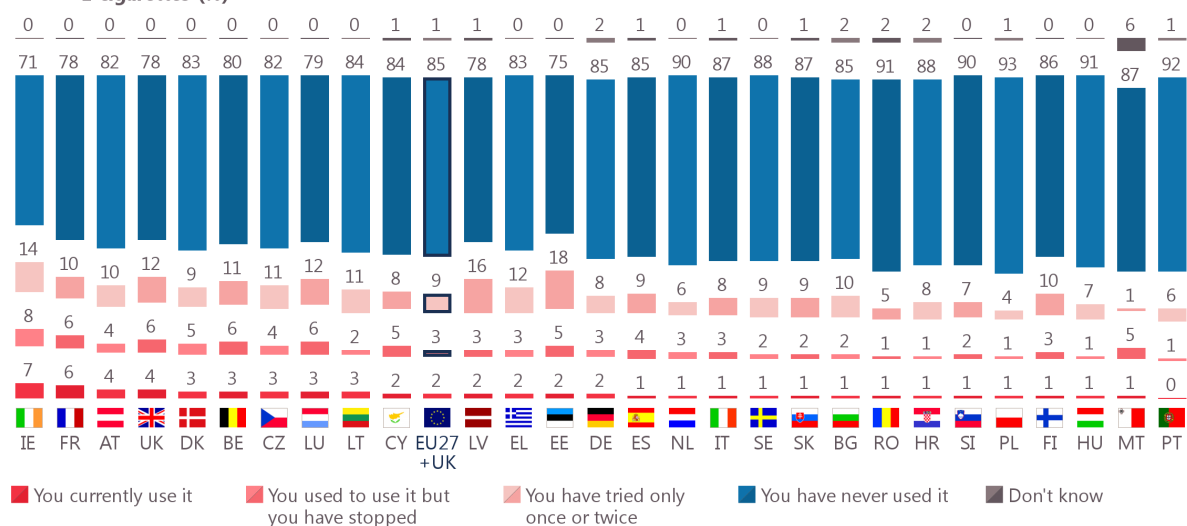
<sup>23</sup> QC3.1-2. Thinking about the following products, which of the following applies to you? E-cigarettes; Heated tobacco products. You currently use it; You used to use it but you have stopped; You have tried only once or twice; You have never used it; DK.

Across the EU and the UK, more than eight in ten (85%) have never used e-cigarettes, while 3% used to use them but have stopped. Close to one in ten (9%) say they have tried them only once or twice, while a small proportion (2%) say they currently use them. There are no significant changes in the results compared to March 2017.

The **country-level analysis** shows that more than seven in ten respondents in all countries have never used e-cigarettes. Nonetheless, in seven countries, at least two in ten have at least tried e-cigarettes once or twice: Ireland (29%), Estonia (25%), France and the United Kingdom (both 22%), Luxembourg and Latvia (both 21%) and Belgium (20%). At the other end of the spectrum, less than one in ten say this in Poland<sup>24</sup> (6%), Malta, Portugal and Romania (all 7%) and Hungary (9%). In all countries except Malta, the use of e-cigarettes is mostly occasional (only once or twice). In all countries, less than one in twenty are current e-cigarette users, with the only exceptions of Ireland (7%) and France (6%), where this proportion remains small.

The proportion of those who have at least tried e-cigarettes once or twice has substantially increased in Ireland (+16 percentage points) and Luxembourg (+9 pp) since 2017. Conversely, the largest decreases can be found in Poland (-7 pp), Cyprus (-6 pp), and Malta and the Netherlands (both -5 pp). Except for an increase by five percentage points in Ireland, no substantial changes can be observed in the proportions of current e-cigarette users compared to 2017.

**QC3.1** Thinking about the following products, which of the following applies to you?  
**E-cigarettes (%)**



Base: All respondents, N= 28,300

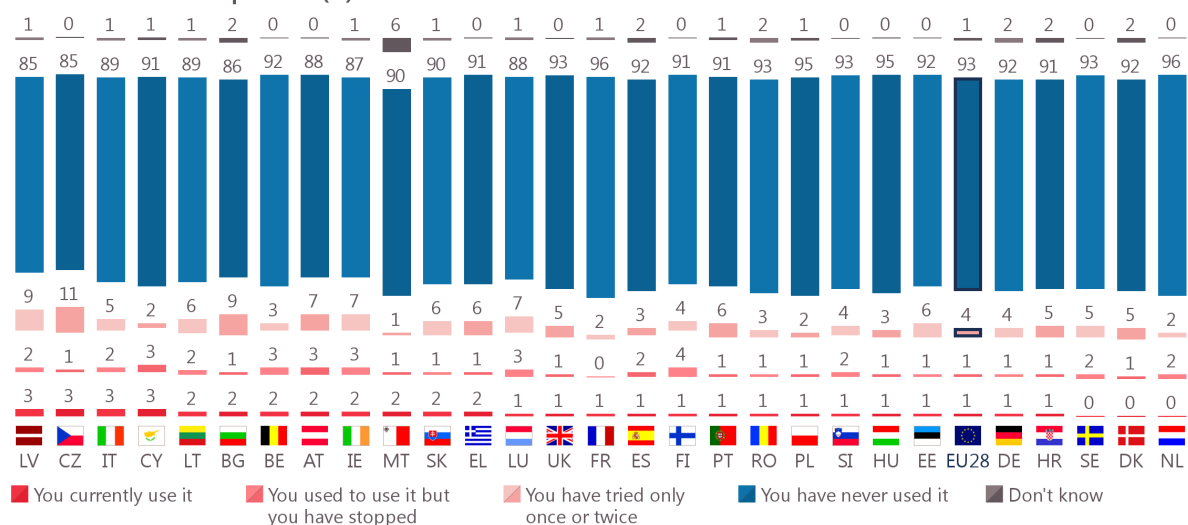
<sup>24</sup> The low prevalence does not correspond with available market data suggesting that Poland is one of the major EU markets for e-cigarettes.

The patterns observed for the usage of e-cigarettes are similar when it comes to heated tobacco products. More than nine in ten respondents (93%) have never used these products, while only 1% used to use them but have stopped. Less than one in twenty (4%) say they have tried them once or twice, while a very small proportion (1%) currently use them.

The **country-level analysis** shows that more than eight in ten respondents in all countries have never used heated tobacco products. However, in eight countries, at least one in ten have tried them at least once or twice, with the highest shares recorded in Czechia (15%), Latvia (14%), and Austria, Bulgaria and Ireland (all 12%). At the other end of the scale, less than one in twenty in France (3%), and Poland, Malta and the Netherlands (all 4%) answer this way. As with e-cigarettes, in most countries, the use of heated tobacco products is mostly occasional (only once or twice), with very small proportions in all countries being current users.

QC3.2 Thinking about the following products, which of the following applies to you?

Heated tobacco products (%)









Base: All respondents, N= 28,300

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

- Men are slightly more likely than women to say they have at least tried e-cigarettes (17% compared with 12%) or heated tobacco products (8% compared with 5%).
- The younger the respondents, the more likely they are to have at least tried e-cigarettes or heated tobacco products. For instance, a quarter of young people (aged 15-24) have at least tried e-cigarettes, compared with 8% of the oldest respondents (aged 55 or over).
- Respondents who left full-time education at the age of 16 or over (14-15%) are slightly more likely to have at least tried e-cigarettes than those who left at the age of 15 or before (10%).
- The unemployed (26%) are the most likely to have tried e-cigarettes (compared with 6-20% among other categories) and the self-employed (12%) the most likely to have tried heated tobacco products (compared with 2-9% among other categories).
- The more frequently respondents have difficulties paying their bills, the more likely they are to have at least tried these products. For instance, one quarter of those who have difficulties paying their bills most of the time have tried e-cigarettes, compared with 12% of those who have never or almost never difficulties.
- Unsurprisingly, smokers are much more likely than those who have never smoked or who have quit to have tried e-cigarettes (36% of smokers, compared with 8% of non-smokers) or heated tobacco products (16% compared with 4%).
- Almost half of respondents who have attempted to quit smoking have also tried e-cigarettes (47%), compared with 30% of those who have not attempted to quit this habit.
- More established smokers are significantly less likely to have tried e-cigarettes or heated tobacco products. For instance, more than four in ten (41-49%) of those who have been smoking for ten or less years have tried e-cigarettes, compared to 5-18% of those who have been smoking for more than 20 years.

**QC3.1** 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 only once or twice	You have never used it
EU27+UK	2	3	9	85
 <b>Gender</b>				
Man	3	4	10	82
Woman	2	3	7	87
 <b>Age</b>				
15-24	4	3	18	74
25-39	3	6	13	78
40-54	2	4	8	85
55 +	2	2	4	91
 <b>Education (End of)</b>				
15-	2	3	5	89
16-19	3	3	9	84
20+	2	4	8	85
Still studying	3	3	14	79
 <b>Socio-professional category</b>				
Self-employed	3	4	11	82
Managers	3	4	9	83
Other white collars	2	3	8	86
Manual workers	3	4	11	81
House persons	2	4	6	87
Unemployed	4	9	13	74
Retired	1	2	3	93
Students	3	2	15	79
 <b>Difficulties paying bills</b>				
Most of the time	4	6	15	74
From time to time	3	4	11	81
Almost never/ Never	2	3	7	87
 <b>Consider belonging to</b>				
The working class	3	4	9	83
The lower middle class	3	4	11	81
The middle class	2	3	8	86
The upper middle class	2	3	10	85
The upper class	0	9	4	86

Base: All respondents, N= 28,300

**QC3.2** 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 only once or twice	You have never used it
EU27+UK	1	1	4	93
 <b>Gender</b>				
Man	2	1	5	91
Woman	1	1	3	94
 <b>Age</b>				
15-24	2	2	7	88
25-39	2	2	6	89
40-54	1	1	4	93
55 +	1	0	2	96
 <b>Education (End of)</b>				
15-	1	1	2	95
16-19	2	1	4	92
20+	1	1	5	92
Still studying	1	1	6	90
 <b>Socio-professional category</b>				
Self-employed	2	2	8	87
Managers	2	2	3	92
Other white collars	2	1	6	90
Manual workers	1	1	5	92
House persons	1	1	3	94
Unemployed	2	2	5	89
Retired	1	0	1	97
Students	2	1	5	91
 <b>Difficulties paying bills</b>				
Most of the time	2	2	8	85
From time to time	2	2	5	90
Almost never/ Never	1	1	3	94
 <b>Consider belonging to</b>				
The working class	1	1	4	93
The lower middle class	1	2	4	92
The middle class	1	1	4	93
The upper middle class	1	1	5	92
The upper class	3	2	2	92

Base: All respondents, N= 28,300

### 3 E-cigarettes' use

#### a. Frequency of use

E-cigarette users and ex-users were asked how often they vape or used to vape e-cigarettes both with and without nicotine<sup>25</sup>. The results combining the answers for these two types of e-cigarettes are presented in the following sub-sections.

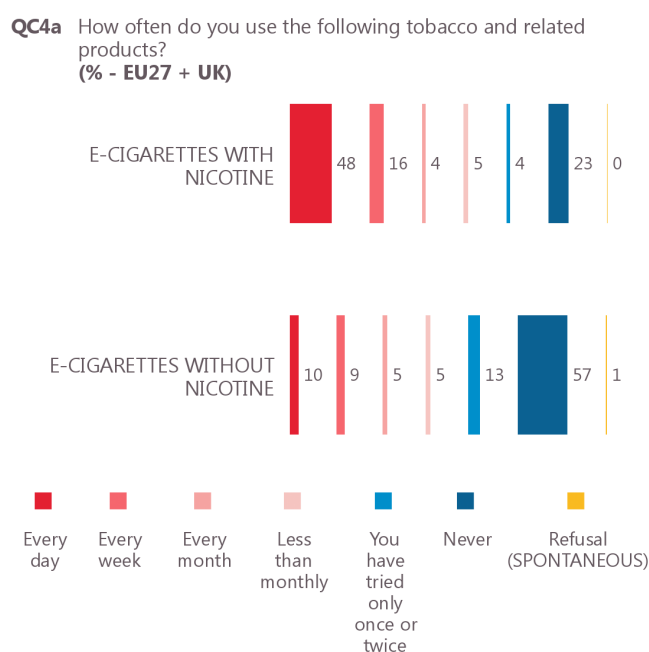
##### 1. Current e-cigarette users

##### More than half of current e-cigarette users use this product every day

Nearly half of e-cigarette users (48%) say they use e-cigarettes **with nicotine** every day while only 10% of them use e-cigarettes **without nicotine** every day. In total, more than half of current e-cigarette users (55%) say they use this product (with or without nicotine) every day, and a further 20% say they do so weekly. Smaller proportions use e-cigarettes every month (5%) or less than monthly (4%), while only 1% say they have tried them once or twice. Despite the fact that this question was asked only to current e-cigarette users, 15% of these respondents indicate here that they have never used e-cigarettes with or without nicotine.

Compared to the previous survey in 2017, the proportion of daily e-cigarette users has decreased by 12 percentage points. This comparison needs, however, to be considered with caution since the question was asked differently<sup>26</sup> in 2017 and therefore results are not directly comparable.

A country-level analysis on the results of this question is not possible due to low sample sizes.



Base: Respondents who use e-cigarettes, N= 708

<sup>25</sup> QC4a.6-7 How often do you use the following tobacco and related products? E-cigarettes with nicotine; E-cigarettes without nicotine. Every day; Every week; Every month; Less than monthly; You have tried only once or twice; Never; Refusal.

<sup>26</sup> QB12a How often do you use electronic cigarettes or similar electronic devices (e.g. e-shisha, e-pipe)?

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

- Close to six in ten (59%) male users of e-cigarettes use them daily, compared with half of women.
- Six in ten or more (60-64%) of those aged 40 or more use e-cigarettes daily, compared with around four in ten (41%) of the youngest users (aged 15-24).
- Those who have finished full-time education aged between 16 and 19 are more likely to use e-cigarettes daily than those with lower or those with higher levels of education (62% compared with 41-56%)<sup>27</sup>.
- E-cigarette users who have difficulties paying their bills most of the time are more likely to use this product daily (77%, compared with 48-55% of those who have less often difficulties paying their bills)<sup>28</sup>.
- Those who consider themselves as belonging to the working class or the lower-middle class (58-63%) are slightly more likely than those who see themselves as part of the middle or upper-middle class (49-54%) to use e-cigarettes on a daily basis.
- Those living in large towns are more likely to vape on a daily basis than those living in rural villages (61% compared with 47%).
- Almost three quarters (73%) of e-cigarette users who are non-smokers say they use e-cigarettes daily, compared with 43% of users who are also smokers.
- More established smokers are more likely to use e-cigarettes daily: 57-64% of those who have been smoking for more than ten years use e-cigarettes on a daily basis, compared to less than half (34-49%) of those who have been smoking for ten or less years.







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<sup>27</sup> Results for those who finished their education aged 15 or less (n=60) should be taken with caution due to the low sample size (n<150).

<sup>28</sup> Results for those who have difficulties paying their bills most of the time (n=74) should be taken with caution due to the low sample size (n<150).

**QC4a.6-7** How often do you use the following tobacco and related products?

**E-cigarettes (both with and without nicotine) (%)**

	Every day
EU27+UK	55
 <b>Gender</b>	
Man	59
Woman	50
 <b>Age</b>	
15-24	41
25-39	53
40-54	64
55 +	60
 <b>Education (End of)</b>	
15-	41
16-19	62
20+	56
Still studying	39
 <b>Socio-professional category</b>	
Self-employed	41
Managers	55
Other white collars	56
Manual workers	58
House persons	27
Unemployed	67
Retired	67
Students	52
 <b>Difficulties paying bills</b>	
Most of the time	77
From time to time	48
Almost never/ Never	55
 <b>Consider belonging to</b>	
The working class	58
The lower middle class	63
The middle class	49
The upper middle class	54
The upper class	83

Base: Respondents who use e-cigarettes, N= 708

## 2. Ex e-cigarette users

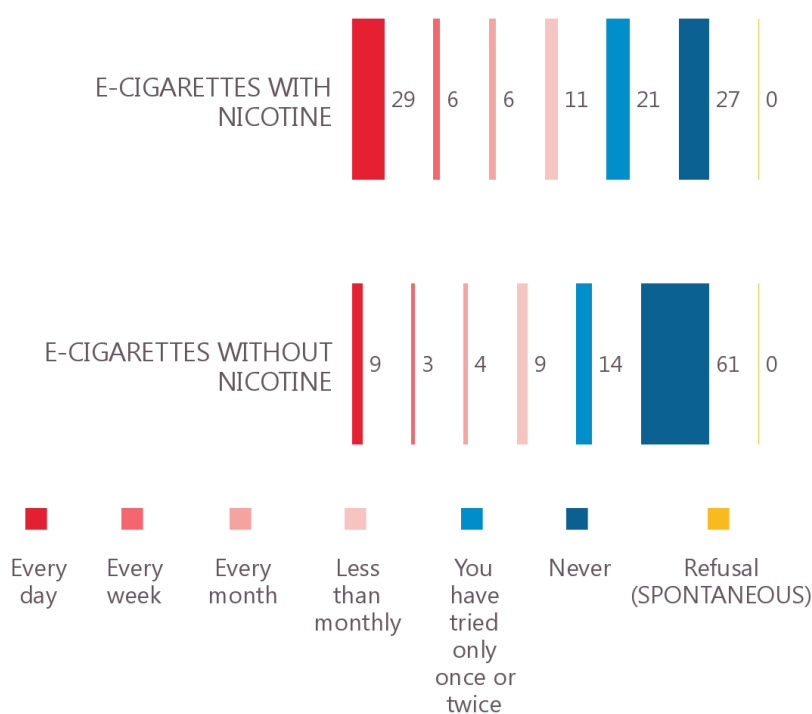
### Around one third of former users of e-cigarettes used them daily

The proportion of former users of e-cigarettes who used them daily is smaller than the corresponding proportion of current users. In total, one third of former users vaped e-cigarettes with or without nicotine daily, while less than one in ten used them on a weekly (6%) or on a monthly (7%) basis<sup>29</sup>. More than one in ten (13%) used them less than monthly and two in ten have tried them only once or twice. Although this question was asked to former e-cigarette users, around one fifth (21%) of these respondents indicate here that they have never used e-cigarettes with or without nicotine.

Compared to the previous survey in 2017, the proportion of former e-cigarette users who say they vaped e-cigarettes daily has decreased by 19 percentage points. This comparison needs, however, to be considered with caution since the question was asked differently<sup>30</sup> in 2017 and therefore results are not directly comparable.

A country-level analysis on the results of this question is not possible due to low sample sizes.

**QC4b** How often did you use the following tobacco and related products?  
(% - EU27 + UK)



Base: Respondents who used to use e-cigarettes, N= 989






<sup>29</sup> QC4b.6-7 How often did you use the following tobacco and related products? E-cigarettes with nicotine; E-cigarettes without nicotine. Every day; Every week; Every month; Less than monthly; You have tried only once or twice; Never; Refusal.

<sup>30</sup> QB12b How often did you use electronic cigarettes or similar electronic devices (e.g. e-shisha, e-pipe)?

The **socio-demographic analysis** highlights only few statistically reliable differences among those who used to use e-cigarettes. The most clear-cut pattern emerges when considering the age of the respondents: only close to one fifth (19%) of those aged between 15 and 24 used to use e-cigarettes on a daily basis, compared with one third or more (33-41%) of those aged 25 or more.

**QC4b.6-7** How often did you use the following tobacco and related products?

**E-cigarettes (both with and without nicotine) (%)**

	Every day
EU27+UK	33
 <b>Gender</b>	
Man	32
Woman	34
 <b>Age</b>	
15-24	19
25-39	33
40-54	33
55 +	41
 <b>Education (End of)</b>	
15-	33
16-19	34
20+	33
Still studying	28
 <b>Socio-professional category</b>	
Self-employed	21
Managers	29
Other white collars	32
Manual workers	32
House persons	42
Unemployed	39
Retired	45
Students	26
 <b>Consider belonging to</b>	
The working class	33
The lower middle class	35
The middle class	34
The upper middle class	28
The upper class	19

Base: Respondents who used to use e-cigarettes, N= 989

## b. Flavours of e-cigarettes used on a monthly basis

E-cigarettes 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)<sup>31</sup>. A similar question was also asked in the March 2017 survey.

### 1. Current e-cigarette users

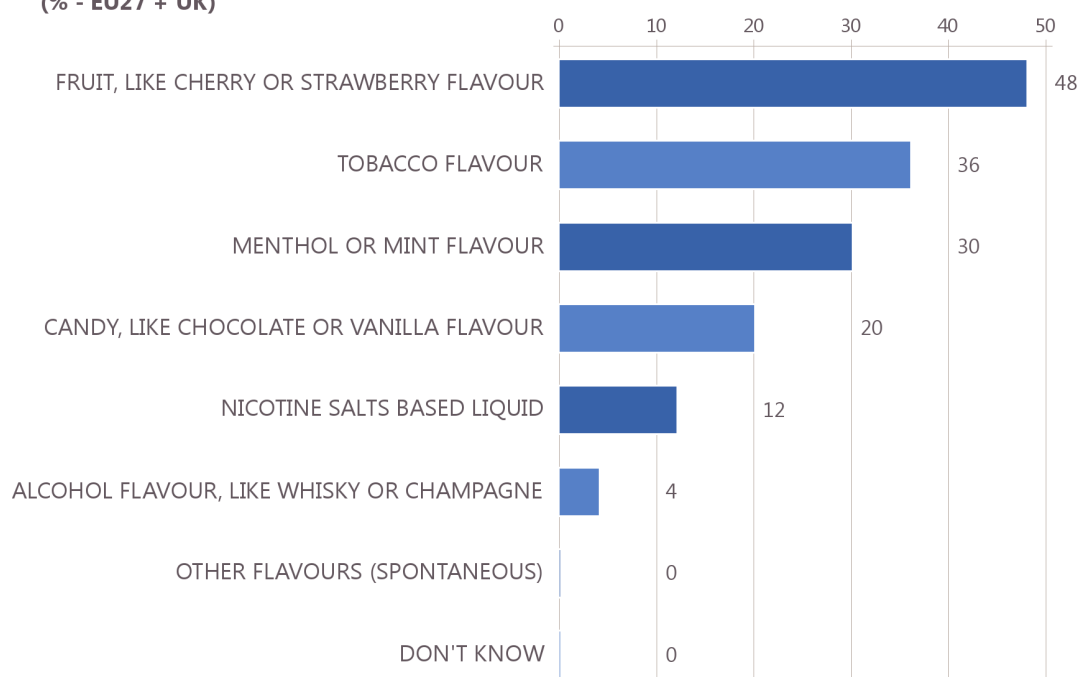
#### The most popular e-cigarette flavour among current users is fruit flavour, followed by tobacco flavour

Among those who vape e-cigarette at least on a monthly basis, the most popular flavour of e-cigarette is **fruit, like cherry or strawberry flavour** (48%), followed by **tobacco flavour** (36%). Three in ten say they use **menthol or mint flavour**, while one in five opt for **candy, like chocolate or vanilla flavour** and more than one in ten use **nicotine salts based liquid**<sup>32</sup> (12%). Alcohol flavour, like whisky or champagne is the least popular, favoured by only 4% of respondents.

Compared to 2017, monthly users of e-cigarettes are now much more likely to use menthol or mint flavour (+8 percentage points) and also slightly more likely to use candy or alcohol flavours (both +2 pp)<sup>33</sup>.

A country-level analysis on the results of this question is not possible due to low sample sizes.

**QC10a** Which of the following e-cigarette liquid variants do you use at least on a monthly basis?  
(MULTIPLE ANSWERS POSSIBLE)  
(% - EU27 + UK)



<sup>31</sup> QC10ab. Which of the following e-cigarette liquid variants do/did you use at least on a monthly basis? (MULTIPLE ANSWER POSSIBLE) Tobacco flavour; Menthol or mint flavour; Fruit, like cherry or strawberry flavour; Candy, like chocolate or vanilla flavour; Alcohol flavour, like whisky or champagne; Nicotine salts based liquid; Other; DK.

<sup>32</sup> Compared to the other items, nicotine salts based liquid is not a flavour but a product property.

<sup>33</sup> 'Nicotine salts based liquid' is a new answer option tested for the first time in the current survey.

*Base: Respondents who use e-cigarettes at least on monthly basis, N= 565*

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







- Close to four in ten (39%) women prefer **tobacco** flavour, compared with around one third (34%) of men. In turn, **fruit**-flavoured e-cigarettes are much more popular among men, with over half (55%) indicating their preference for this flavour, compared with 39% of women.
- The older the e-cigarette users, the more likely they are to prefer **tobacco**-flavoured e-cigarettes: 56% of those aged 55 or more give this answer, compared with 22% of those aged between 15 and 24. The reverse is true for **fruit**-flavoured e-cigarettes: three quarters of those aged 15-24 mention this flavour, compared with 18% of the oldest cohort. The youngest users are also the most likely to mention **menthol or mint** flavour (46%, compared with 25-27% among older users) and **candy** flavours (30%, compared with 10-23%)<sup>34</sup>.
- E-cigarette users who consider themselves as belonging to the working class are the most likely to say they use **fruit** flavour (57%, compared with 41-42% among those who see themselves as part of lower-middle or middle class). Those who self-identify as part of the lower-middle or middle class are more likely than those who consider themselves as working class to mention **candy** (20-21%, compared with 16%) or **alcohol** (4-9%, compared with less than 1%) flavours, or **nicotine salts based liquid** (13-14%, compared with 7%)<sup>35</sup>.
- Those living in large towns are the least likely to opt for **menthol or mint** flavour (23%, compared with 33-34% of those living in rural villages or small or mid-sized towns), but the most likely to use tobacco (44%, compared with 29-38%) or **fruit** (59%, compared with 37-47%) flavours. Those living in small, mid-sized or large towns are more likely than those living in rural villages to say they use **candy** flavour (20-23%, compared with 16%) or **nicotine salts based liquid** (13-15%, compared with 6%)<sup>36</sup>.

<sup>34</sup> Results by age groups should be taken with caution due to low sample sizes (n<150) for those aged 15-24 (n=109) and those aged 55+ (n=135).

<sup>35</sup> Results for those who consider themselves belonging to the lower-middle class (n=113) should be taken with caution due to the low sample size (n<150). Results for upper-middle (n=32) and upper (n=1) classes are not analysed here due to very low sample sizes.

<sup>36</sup> Results for those living in rural villages (n=141) should be taken with caution due to the low sample size (n<150).

**QC10a** Which of the following e-cigarette liquid variants do you use at least on a monthly basis?  
(MULTIPLE ANSWERS POSSIBLE)  
(%)

	Tobacco flavour	Menthol or mint flavour	Fruit, like cherry or strawberry flavour	Candy, like chocolate or vanilla flavour	Alcohol flavour, like whisky or champagne	Nicotine salts based liquid
EU27+UK	36	30	48	20	4	12
 <b>Gender</b>						
Man	34	28	55	20	5	14
Woman	39	32	39	22	3	8
 <b>Age</b>						
15-24	22	46	75	30	5	13
25-39	29	25	56	20	6	22
40-54	35	26	47	23	1	9
55 +	56	27	18	10	4	2
 <b>Education (End of)</b>						
15-	33	19	25	11	0	30
16-19	37	29	47	18	2	11
20+	39	28	45	22	8	10
Still studying	25	43	76	29	3	11
 <b>Socio-professional category</b>						
Self-employed	30	27	49	24	5	26
Managers	36	30	27	12	1	13
Other white collars	44	32	39	27	11	7
Manual workers	26	34	64	22	4	5
House persons	33	13	77	34	0	20
Unemployed	37	13	50	21	1	8
Retired	62	26	13	6	5	8
Students	30	46	71	25	3	21
 <b>Difficulties paying bills</b>						
Most of the time	31	36	63	24	0	8
From time to time	47	22	28	27	3	8
Almost never/ Never	32	32	55	17	5	14
 <b>Consider belonging to</b>						
The working class	30	25	57	16	0	7
The lower middle class	50	28	41	21	9	13
The middle class	35	31	42	20	4	14
The upper middle class	22	53	86	28	1	18
The upper class	100	0	0	57	0	57

Base: Respondents who use e- cigarettes at least on monthly basis, N= 565

## 2. Ex e-cigarette users

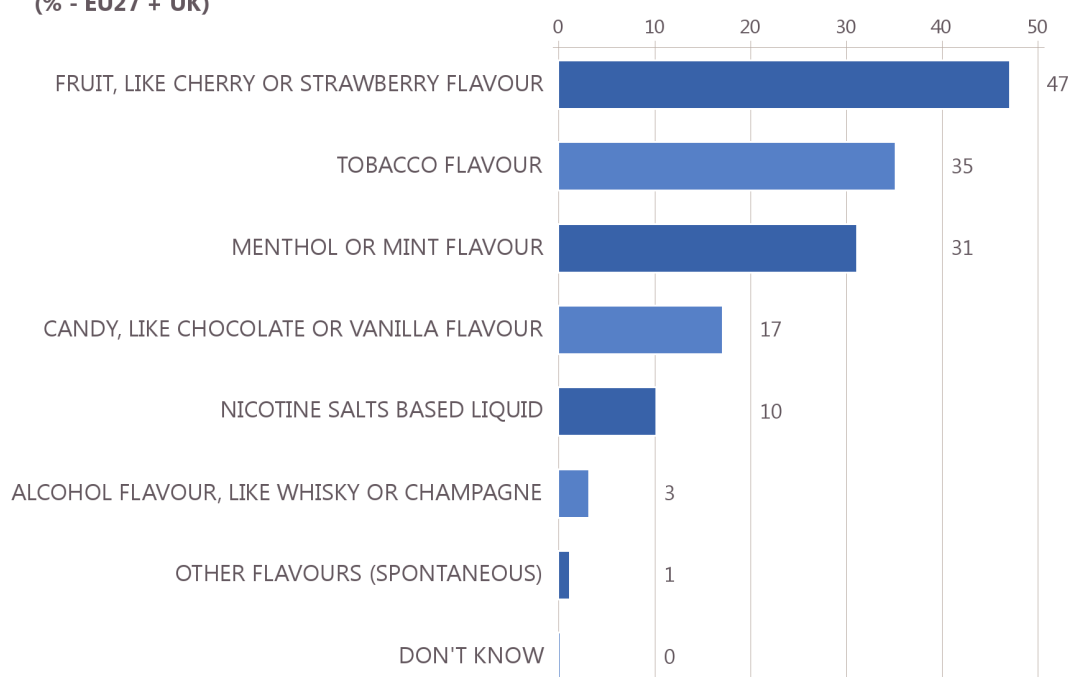
### Fruit was also the most popular flavour among former users of e-cigarettes, again followed by tobacco flavour

Among those who used to vape e-cigarettes at least monthly but no longer do so, slightly less than a half (47%) say they used **fruit, like cherry or strawberry flavour**, followed by **tobacco flavour** (35%) and **menthol or mint flavour** (31%). **Candy, like chocolate or vanilla flavour** is mentioned by 17%, while one in ten opted for **nicotine salts based liquid**. **Alcohol flavours** were once again the least popular, with only 3% of former monthly e-cigarette users saying they used this. 1% mention other, unspecified, flavours.

Former monthly users of e-cigarettes are now much more likely to say they used menthol or mint flavour (+16 percentage points) and fruit flavour (+15 pp) than they were in 2017, and also more likely to mention candy flavour (+5 pp). Conversely, the proportion who opted for tobacco flavour has substantially decreased (-18 pp)<sup>37</sup>.

A country-level analysis on the results of this question is not possible due to low sample sizes.

**QC10b** Which of the following e-cigarette liquid variants did you use at least on a monthly basis?  
(MULTIPLE ANSWERS POSSIBLE)  
(% - EU27 + UK)



Base: Respondents who used to use e-cigarettes at least on monthly basis, N= 462

<sup>37</sup> 'Nicotine salts based liquid' is a new answer option tested for the first time in the current survey.







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

- Among former users of e-cigarettes, gender differences are less significant. Women (34%) are slightly more likely than men (29%) to have used **menthol- or mint**-flavoured e-cigarettes, while the reverse is true for **fruit** flavoured e-cigarettes (50% of male ex-users, compared with 42% of female ex-users).
- Two in ten or less (18-20%) of those aged between 15 and 39 say that they used to use **tobacco**-flavoured e-cigarettes, compared with 49-50% of those aged 40 or more. On the other hand, respondents in the youngest age cohorts are significantly more likely to have vaped **fruit**-flavoured e-cigarettes (61-75%, compared with 24-37% of the older respondents). Finally, those in the central age cohorts (aged 25 to 54) are more likely to have opted for **menthol or mint** flavour (35-38%, compared with 17-27% of other age groups) or **candy** flavour (18-21% compared with 10-14%)<sup>38</sup>.

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<sup>38</sup> Results by age groups should be taken with caution due to low sample sizes (n<150) for those aged 15-24 (n=57) and those aged 55+ (n=105).

**QC10b** Which of the following e-cigarette liquid variants did you use at least on a monthly basis? (MULTIPLE ANSWERS POSSIBLE)  
(%)

	Tobacco flavour	Menthol or mint flavour	Fruit, like cherry or strawberry flavour	Candy, like chocolate or vanilla flavour	Alcohol flavour, like whisky or champagne	Nicotine salts based liquid	Other flavours
EU27+UK	35	31	47	17	3	10	1
 <b>Gender</b>							
Man	34	29	50	18	3	9	1
Woman	38	34	42	16	4	11	2
 <b>Age</b>							
15-24	20	27	75	10	4	7	0
25-39	18	38	61	21	3	13	2
40-54	50	35	37	18	3	6	3
55 +	49	17	24	14	4	10	0
 <b>Education (End of)</b>							
15-	25	31	47	6	2	7	11
16-19	39	39	39	18	5	9	0
20+	38	22	49	20	2	11	2
Still studying	12	42	80	4	3	10	0
 <b>Socio-professional category</b>							
Self-employed	17	45	40	19	13	3	0
Managers	44	17	47	7	1	2	4
Other white collars	27	45	50	25	2	14	0
Manual workers	38	32	45	18	2	11	3
House persons	27	40	31	18	13	16	0
Unemployed	35	36	64	21	2	4	0
Retired	53	9	29	16	0	17	1
Students	16	32	73	7	4	14	0
 <b>Difficulties paying bills</b>							
Most of the time	27	31	55	23	2	7	0
From time to time	37	25	37	22	7	13	2
Almost never/ Never	34	34	52	13	1	8	1
 <b>Consider belonging to</b>							
The working class	22	35	55	14	0	19	0
The lower middle class	50	23	36	21	6	11	4
The middle class	39	35	45	19	4	4	2
The upper middle class	32	28	46	13	4	10	0
The upper class	10	0	90	0	0	0	0

Base: Respondents who used to use e- cigarettes at least on monthly basis, N= 462

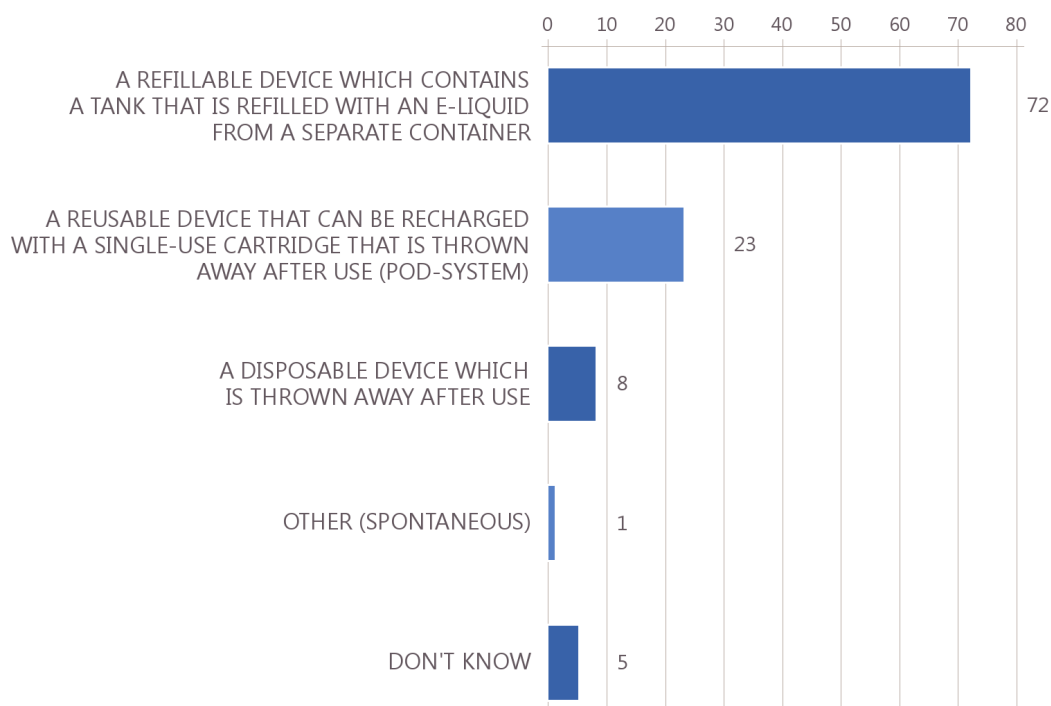
## c. Types of e-cigarettes used

**The vast majority of current and former e-cigarettes users vape (or used to vape) with a refillable device**

More than two thirds of current and former e-cigarettes users (72%) say they use(d) **a refillable device which contains a tank that is refilled with an e-liquid from a separate container**<sup>39</sup>. Slightly less than one fifth (23%) use(d) **a reusable device that can be recharged with a single-use cartridge that is thrown away after use (pod-system)**, while a much smaller proportion (8%) mention **a disposable device which is thrown away after use**.

A country-level analysis on the results of this question is not possible due to low sample sizes.

**QC9a** Which type of e-cigarette do you use or did you use in the past? (MULTIPLE ANSWERS POSSIBLE)  
(% - EU27 + UK)



Base: Respondents who use or used e- cigarettes, N= 1,696

<sup>39</sup> QC9a. Which type of e-cigarette do you use or did you use in the past? (MULTIPLE ANSWERS POSSIBLE) 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; Other (SPONTANEOUS); DK.

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







- Male former and current e-cigarette users are slightly more likely than female ones to say they use(d) a reusable device that can be recharged with a single-use cartridge (25% compared with 20%).
- The younger the respondents the more likely they are to use or have used a reusable device that can be recharged with a single-use cartridge. For instance, 33% of those aged 15-24 mention this type of device, compared with 16% of those aged 55 or more.
- Those who ended full-time education aged 15 or less are the least likely to use or have used a reusable device that can be recharged with a single-use cartridge (14% compared with 21-23% of those who finished education aged 16 or more) and the most likely to say they use(d) a refillable device which contains a tank that is refilled with an e-liquid from a separate container (83% compared with 71-73%)<sup>40</sup>.
- Students (39%), the unemployed (31%) and the self-employed (29%) are more likely to use or have used a reusable device that can be recharged with a single-use cartridge (compared with 9-24% among other categories). The retired (76%), white-collar workers (75%), manual workers and the unemployed (both 74%) are slightly more likely to say they use(d) a refillable device which contains a tank that is refilled with an e-liquid from a separate container (compared with 66-70% among other categories)<sup>41</sup>.

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<sup>40</sup> Results for those who ended full-time education aged 15 or less (n=138) should be taken with caution due to the low sample size (n<150).

<sup>41</sup> Results for house persons (n=106) and students (n=137) should be taken with caution due to the low sample sizes (n<150).

**QC9a** Which type of e-cigarette do you use or did you use in the past?  
(MULTIPLE ANSWERS POSSIBLE)  
(%)

	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	Other
EU27+UK	23	72	8	1
 <b>Gender</b>				
Man	25	71	7	1
Woman	20	72	9	0
 <b>Age</b>				
15-24	33	67	10	1
25-39	23	73	9	1
40-54	22	74	5	0
55 +	16	71	8	2
 <b>Education (End of)</b>				
15-	14	83	7	0
16-19	23	71	8	1
20+	21	73	7	1
Still studying	35	65	9	1
 <b>Socio-professional category</b>				
Self-employed	29	66	9	2
Managers	24	66	12	0
Other white collars	22	75	13	0
Manual workers	18	74	5	1
House persons	21	70	8	0
Unemployed	31	74	4	0
Retired	9	76	7	2
Students	39	68	10	1
 <b>Difficulties paying bills</b>				
Most of the time	21	76	6	0
From time to time	20	72	9	1
Almost never/ Never	24	70	8	1
 <b>Consider belonging to</b>				
The working class	22	75	5	0
The lower middle class	25	69	14	1
The middle class	22	69	7	1
The upper middle class	25	72	6	3
The upper class	22	93	3	0

Base: Respondents who use or used e- cigarettes, N= 1,696

#### d. Attractiveness of e-cigarettes to non-users

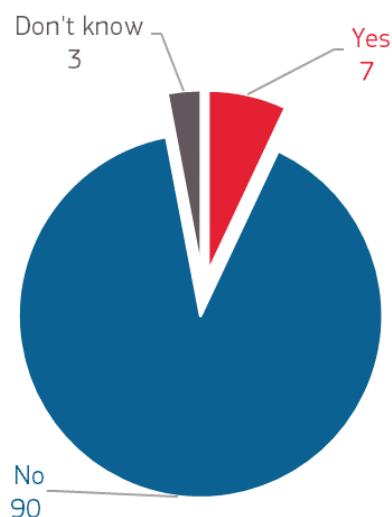
##### **Among those who have no or little experience with e-cigarettes, less than one in ten find them appealing**

Less than one in ten (7%) 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 (90%) say e-cigarettes are not attractive to them<sup>42</sup>.

**QC9b.1** Do you find the following products appealing?

**E-cigarettes**

(% - EU27 + UK)



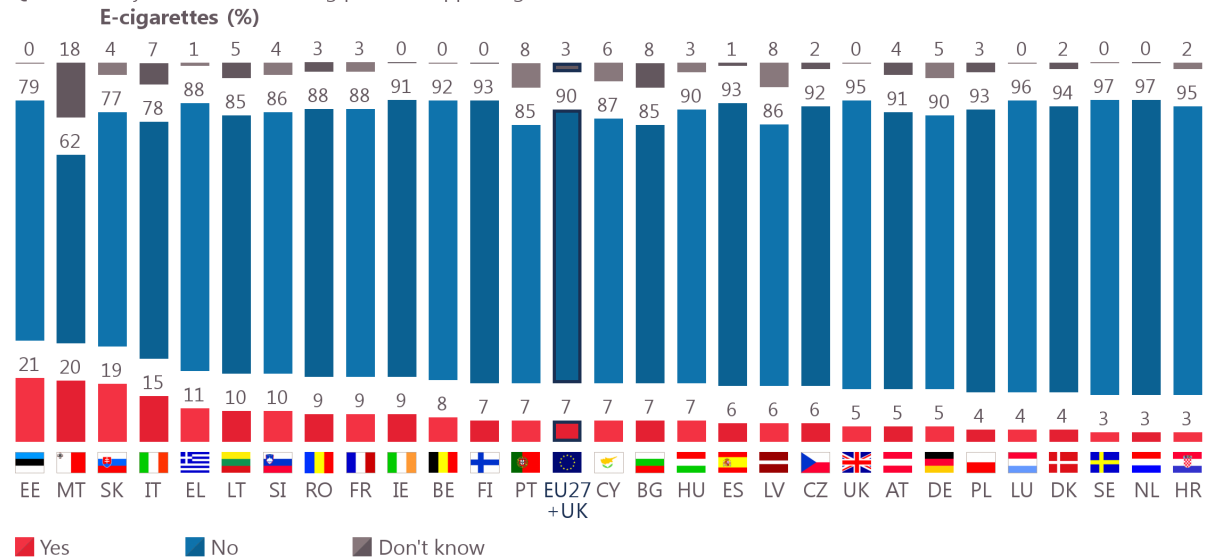
(Aug.-Sept 2020)

*Base: Respondents who have never used e-cigarettes or have only tried them, N = 26,354*

<sup>42</sup> QC9b.1. Do you find the following products appealing? E-cigarettes. Yes; No; DK.

The **country-level analysis** illustrates that, in seven countries, at least one in ten of those who have no or little experience with e-cigarettes find them appealing. This proportion is the highest in Estonia (21%), Malta (20%) and Slovakia (19%), while only 3% say this in Croatia, the Netherlands and Sweden.

**QC9b.1** Do you find the following products appealing?









Base: Respondents who have never used e-cigarettes or have only tried them, N = 26,354

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

- The youngest (aged 15-24) among those who have never used e-cigarettes or have only tried them once or twice are slightly more likely to find them appealing compared with the oldest among these respondents (11% compared with 5%).
- The unemployed and students (both 11%) are more likely than the retired (4%) and managers (6%) to find e-cigarettes appealing.
- Those who have difficulties paying their bills are slightly more likely than those who never or almost never have such difficulties to find e-cigarettes appealing (10-11% compared with 6%).
- Smokers are more likely than non-smokers to say they find e-cigarettes appealing (14% compared with 6%).
- Almost one quarter (24%) of those who have tried e-cigarettes find this product appealing, compared with 7% of those who have never used them. The same pattern applies for those who have tried heated tobacco products.
- The longer respondents have been smoking, the less likely they are to find e-cigarettes appealing. For instance, only 4% among those who have been smoking for more than 40 years say this, compared with 15% of those who have been smoking for 5 years or less.

**QC9b.1** Do you find the following products appealing?

**E-cigarettes (%)**

	Yes	No	Don't know
EU27+UK	7	90	3
 <b>Gender</b>			
Man	8	89	3
Woman	6	90	4
 <b>Age</b>			
15-24	11	86	3
25-39	9	89	2
40-54	8	89	3
55 +	5	91	4
 <b>Education (End of)</b>			
15-	5	89	6
16-19	8	88	4
20+	6	92	2
Still studying	10	87	3
 <b>Socio-professional category</b>			
Self-employed	7	91	2
Managers	6	91	3
Other white collars	7	90	3
Manual workers	9	87	4
House persons	9	87	4
Unemployed	11	87	2
Retired	4	92	4
Students	11	86	3
 <b>Difficulties paying bills</b>			
Most of the time	11	84	5
From time to time	10	86	4
Almost never/ Never	6	91	3
 <b>Consider belonging to</b>			
The working class	7	89	4
The lower middle class	7	90	3
The middle class	8	89	3
The upper middle class	6	93	1
The upper class	6	89	5

Base: Respondents who have never used e-cigarettes or have only tried them, N = 26,354

## 4 Heated tobacco products' use

### a. Frequency of use

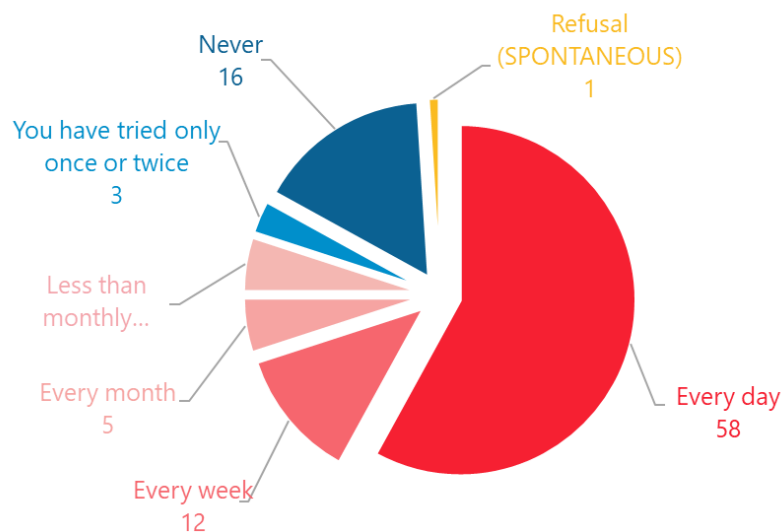
Heated tobacco products users and ex-users were asked how often they use(d) this type of product<sup>43</sup>.

#### 1. Current users of heated tobacco products

#### **Nearly six in ten of current users of heated tobacco products use these products every day**

Nearly six in ten of current users of heated tobacco products (58%) say they use these products every day, and a further 12% say they do so on a weekly basis. One in twenty use heated tobacco products every month or less than monthly, while 3% say they have tried them once or twice. Finally, although this question was asked only to current heated tobacco product users, 16% of these respondents indicate here that they have never used heated tobacco products.

**QC4a.8** How often did you use the following tobacco and related products?  
**Heated tobacco products (% - EU27 + UK)**



(Aug.-Sept. 2020)

Base: Respondents who use heated tobacco products, N= 350

Country-level and socio-demographic analyses on the results of this question are not possible due to low sample sizes.

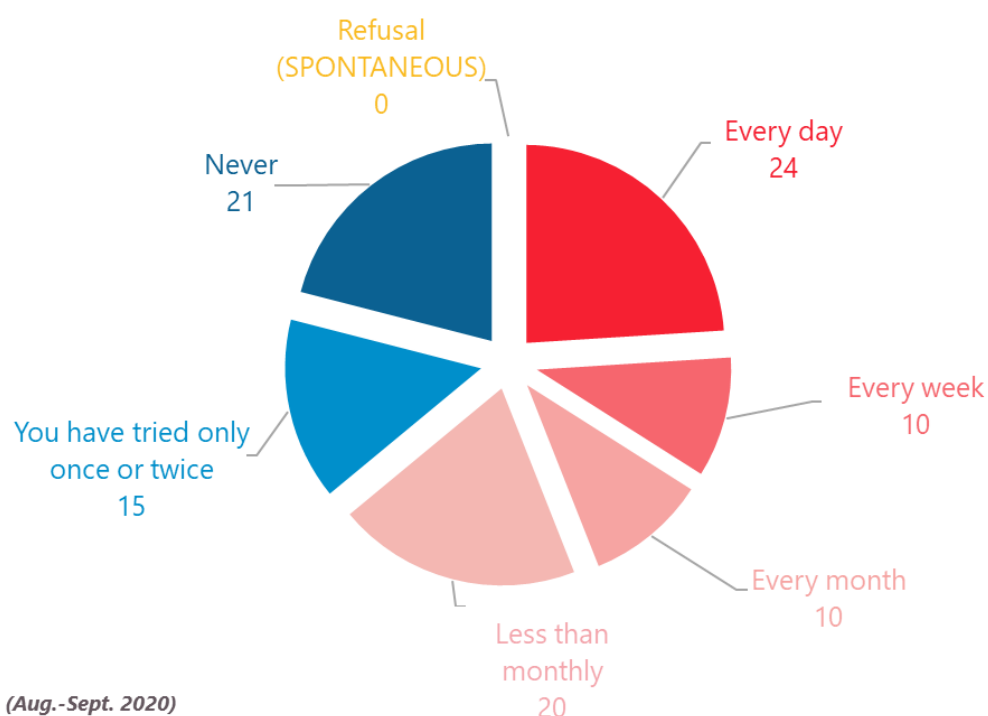
<sup>43</sup> QC4ab.8. How often do/did you use the following tobacco and related products? Heated tobacco products. Every day; Every week; Every month; Less than monthly; You have tried only once or twice; Never; Refusal (SPONTANEOUS); DK.

## 2. Ex-users of heated tobacco products

Among former users of heated tobacco products, slightly less than one quarter (24%) say they used these products daily, while one in ten say they did it every week or every month. Two in ten say they used these products less than monthly, and a further 15% have tried them only once or twice. Despite the fact that this question was asked only to former heated tobacco product users, 21% of these respondents indicate here that they have never used heated tobacco products.

Slightly more than one in five (21%) say they have never used these products.

### QC4b.8 How often did you use the following tobacco and related products? Heated tobacco products (% - EU27 + UK)



Base: Respondents who used heated tobacco products, N = 335

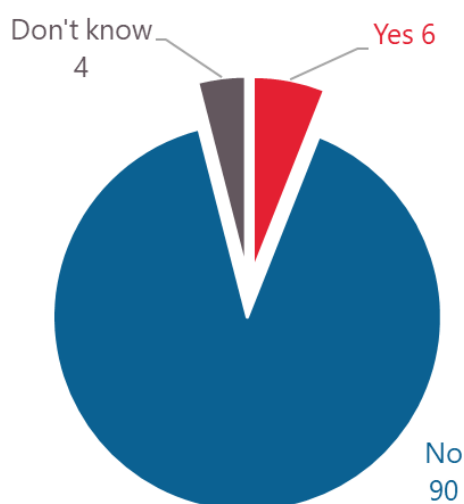
Country-level and socio-demographic analyses on the results of this question are not possible due to low sample sizes.

## b. Attractiveness of heated tobacco products

### Among those who have no or little experience with heated tobacco products, less than one in ten find them appealing

Less than one in ten (6%) respondents who have never used heated tobacco products or have only tried them once or twice find heated tobacco products appealing, while nine in ten say these products are not attractive to them<sup>44</sup>.

#### QC9b.2 Do you find the following products appealing? Heated tobacco products (% - EU27+UK)



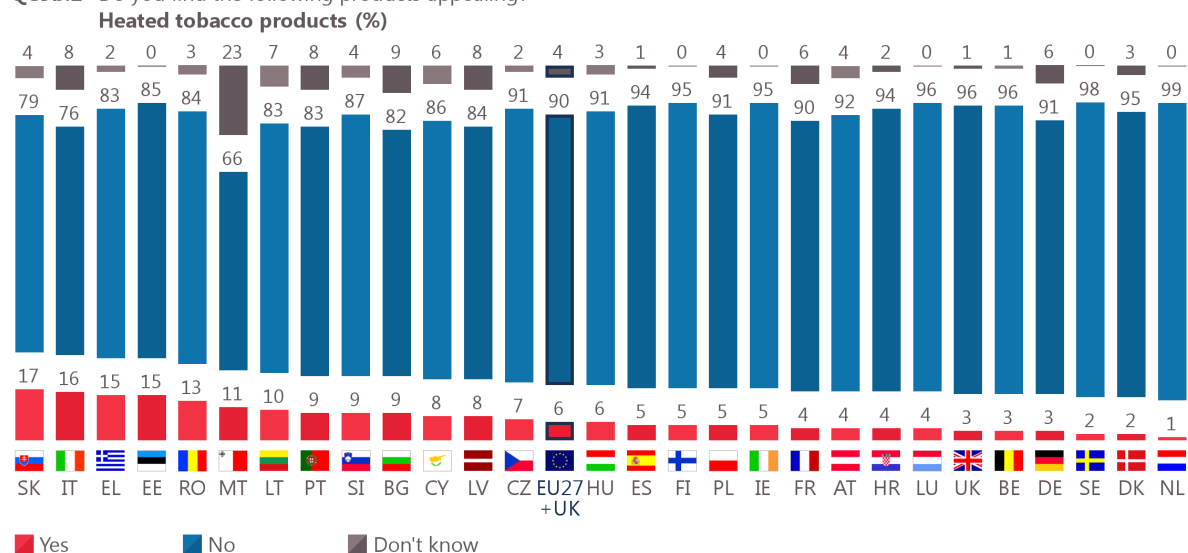
(Aug.-Sept. 2020)

Base: Respondents who have never used heated tobacco products or have only tried them, N = 26,354

<sup>44</sup> QC9b.2. Do you find the following products appealing? Heated tobacco products. Yes; No; DK.

At **country level**, in seven countries, at least one in ten of those who have no or little experience with heated tobacco products find them appealing. The highest proportions saying this can be found in Slovakia (17%), Italy (16%), and Estonia and Greece (both 15%), while, at the opposite end of the scale, only 1% in the Netherlands and 2% in Denmark and Sweden think this way. As observed above, Slovakia and Estonia are also among the countries where those who have no or little experience with e-cigarettes are most likely to say they find them appealing.

**QC9b.2** Do you find the following products appealing?









Base: Respondents who have never used heated tobacco products or have only tried them, N = 26,354

The **socio-demographic analysis** shows the following patterns among respondents who have never used heated tobacco products or have only tried them once or twice:

- Those aged 55 or more are slightly less likely to find heated tobacco products appealing than younger respondents (4% compared with 8%).
- The unemployed (11%) are the most likely to find these products appealing, especially when compared to the retired (3%).
- One in ten among those who have difficulties paying their bills most of the time think these products are appealing, compared to one in twenty of those who never or almost never have such difficulties.
- Those who live in large towns are slightly more likely to find heated tobacco products appealing than those living in rural villages (8% compared with 4%).
- 14% of current smokers find these products appealing, compared with just 4% of non-smokers.
- Nearly eight in ten (79%) among heated tobacco product users and a quarter of those who have tried heated tobacco products find them appealing, compared to only one in twenty among those who have never tried them. Similarly, 16% of those who have tried e-cigarettes find heated tobacco product appealing, compared with one in twenty of those who have never used e-cigarettes.
- Those who have been smoking for ten years or less are more likely to find these products appealing than more established smokers (15% compared with 4-10% of those who have been smoking for more than ten years).

**QC9b.2** Do you find the following products appealing?

**Heated tobacco products (%)**

	Yes	No	Don't know
EU27+UK	6	90	4
 <b>Gender</b>			
Man	7	89	4
Woman	6	90	4
 <b>Age</b>			
15-24	8	88	4
25-39	8	89	3
40-54	8	89	3
55 +	4	91	5
 <b>Education (End of)</b>			
15-	5	88	7
16-19	7	89	4
20+	6	91	3
Still studying	7	89	4
 <b>Socio-professional category</b>			
Self-employed	7	90	3
Managers	6	90	4
Other white collars	8	88	4
Manual workers	7	89	4
House persons	8	87	5
Unemployed	11	86	3
Retired	3	92	5
Students	7	89	4
 <b>Difficulties paying bills</b>			
Most of the time	10	85	5
From time to time	10	85	5
Almost never/ Never	5	91	4
 <b>Consider belonging to</b>			
The working class	5	90	5
The lower middle class	7	89	4
The middle class	7	89	4
The upper middle class	6	92	2
The upper class	7	88	5

Base: Respondents who have never used heated tobacco products or have only tried them, N = 26,354

### III. STARTING AND STOPPING TOBACCO SMOKING

This section reports the results of a series of questions about starting and giving up tobacco smoking. The first set of questions relates to starting smoking, and more particularly to the starting age of smoking and the first product used when starting smoking. The second set of questions concerns giving up smoking, and it discusses in particular the attempts by current smokers to stop smoking and the aids used to do so, as well as the effectiveness of e-cigarettes and heated tobacco products to give up smoking tobacco.

## 1 Starting smoking

### a. Starting age

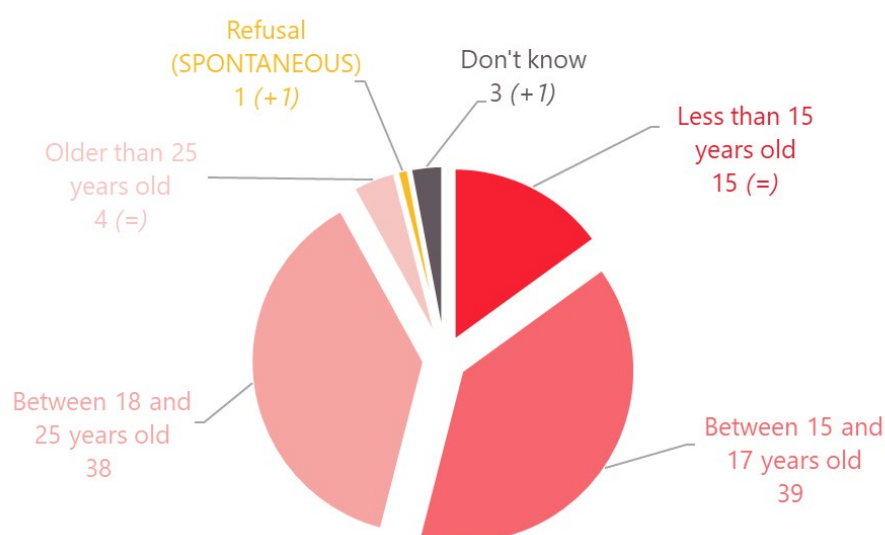
#### More than half began smoking before the age of 18

Those who said that they currently smoke or used to smoke were asked at what age they took up smoking<sup>45</sup>. On average, respondents who are smokers or ex-smokers started smoking regularly aged under 18 (17.8). Over half (54%) of current or former smokers developed a regular smoking habit before this age. Within this proportion, almost four in ten (39%) began smoking aged between 15 and 17, and a further 15% started when they were less than 15 years old. Less than four in ten (38%) took up regular smoking habits between the age of 18 and 25, while less than one in twenty (4%) did this when they were older than 25.

These figures have remained broadly stable compared to the previous survey in 2017.

**QC2a** How old were you when you started smoking on a regular basis, i.e at least once a week?

(% - EU27 + UK)



(Aug.-Sept. 2020)

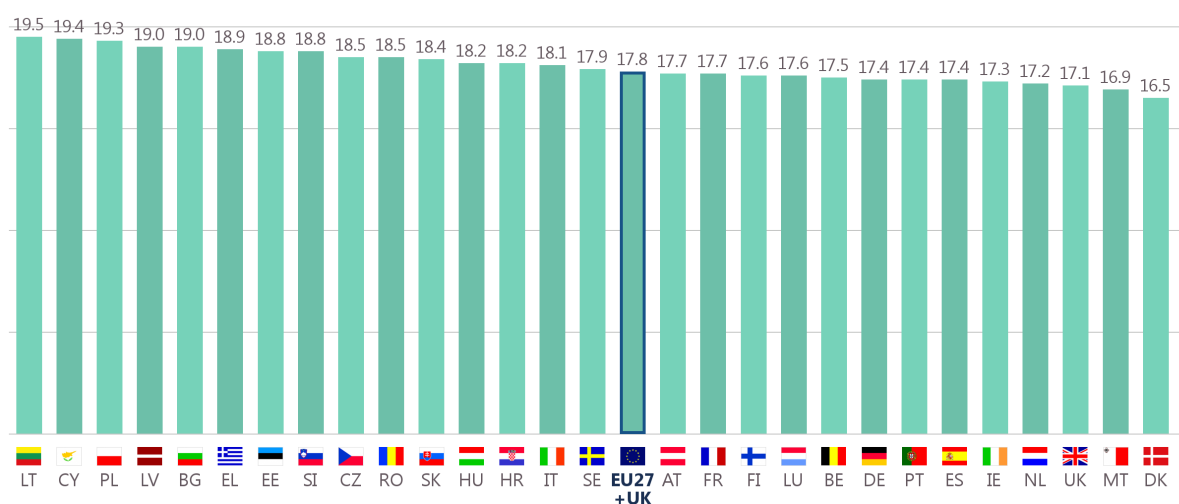
Base: Respondents who smoke or used to smoke, N= 12,817

<sup>45</sup> QC2a. How old were you when you started smoking on a regular basis, i.e. at least once a week?

At **country level**, the average age at which respondents began smoking is similar across all the countries, as the spread between the lowest and highest figures is only around three years. The average age for starting smoking is the lowest in Denmark (16.5), Malta (16.9) and the United Kingdom (17.1). This compares to an average age of more than 19 years old in Lithuania (19.5), Cyprus (19.4) and Poland (19.3).

In most cases, there has been little change in the average age at which respondents began smoking since the last survey. The main exception is Italy, where the average age has increased by 1.1 years. Other notable increases are observed in Hungary (+0.8) and Sweden (+0.7). At the other end of the scale, the average starting age has decreased by 0.7 years in Germany and Latvia and by 0.6 years in Denmark and Luxembourg.

QC2a Age of starting smoking  
(% - AVERAGE)

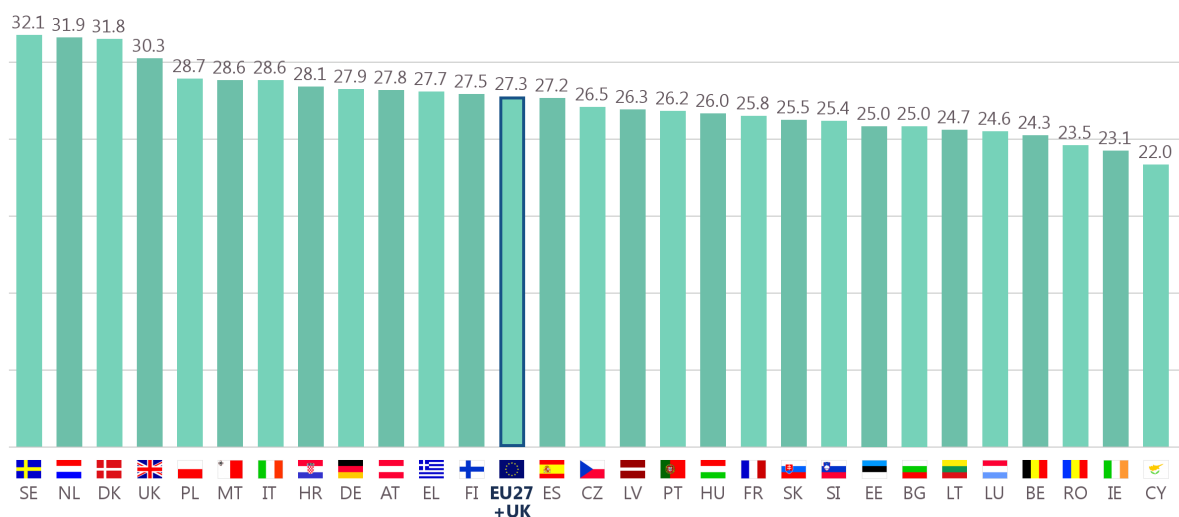


Base: Respondents who smoke or used to smoke, N= 12,817

Almost four in ten smokers (39%) have smoked for a period between 21 and 40 years. More than a fifth (21%) have smoked for 40 years or more and an almost equal (20%) proportion have had a smoking habit lasting between 11 and 20 years. Less than one in ten have smoked for shorter periods of between six and ten years (9%), between three and five years (5%) or two years or less (2%). There are no substantial changes since the last survey in 2017.

Unlike in the case of the starting smoking age, there are clear country-level differences when it comes to the average length of time respondents' smoking habits have lasted<sup>46</sup>. The average length of smoking habits varies by approximately ten years, ranging from 22 years in Cyprus, 23.1 in Ireland and 23.5 in Romania, to 32.1 in Sweden, 31.9 in the Netherlands and 31.8 in Denmark.

**QC2aT** Length of time as a smoker  
(% - AVERAGE)



Base: Respondents who smoke, N= 6,569

<sup>46</sup> Results in Cyprus (n=139), Luxembourg (n=143), Malta (n=101), the Netherlands (n=129) and Sweden (n=66) should be taken with caution due to low sample sizes (<150).







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

- The youngest smokers (aged 15-24) are more likely to have started smoking between 15 and 17 years old than older smokers (54% compared with 38%).
- Just under a quarter of smokers or former smokers who left full-time education before the age of 15 (24%) also started smoking in the same period. This compares to 12-14% of those who left education at a later age.
- The unemployed (24%) are the most likely to have started smoking before the age of 15 (compared with 10-18% 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 (23% compared with 13-15%).
- Smokers who identify themselves as belonging to the working class are the most likely to have started smoking before the age of 15 (20% compared with 12-14% of those identifying themselves with higher social classes)<sup>47</sup>.
- Those who smoke a higher number of cigarettes per day are more likely to have started smoking earlier. For instance, over a quarter (27%) of those who smoke more than 20 cigarettes per day began smoking before the age of 15, compared with 13-15% of those who smoke 20 cigarettes or less daily.

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<sup>47</sup> The results for those who consider themselves belonging to the 'upper class' (n=79) are not considered here due to the low sample size (n<150).

**QC2a** How old were you when you started smoking on a regular basis, i.e at least once a week?

	Less than 15 years old	Between 15 and 17 years old	Between 18 and 25 years old	Older than 25 years old
EU27+UK	15	39	38	4
 <b>Gender</b>				
Man	15	41	37	3
Woman	14	37	39	6
 <b>Age</b>				
15-24	19	54	24	0
25-39	17	38	38	3
40-54	14	38	40	4
55 +	13	38	39	6
 <b>Education (End of)</b>				
15-	24	41	28	5
16-19	14	42	37	4
20+	12	34	44	5
Still studying	17	52	28	0
 <b>Socio-professional category</b>				
Self-employed	11	42	38	4
Managers	10	38	41	6
Other white collars	12	36	46	3
Manual workers	16	41	38	2
House persons	18	36	36	7
Unemployed	24	42	27	4
Retired	15	36	39	6
Students	15	55	25	1
 <b>Difficulties paying bills</b>				
Most of the time	23	41	27	5
From time to time	15	41	36	4
Almost never/ Never	13	39	40	4
 <b>Consider belonging to</b>				
The working class	20	39	33	4
The lower middle class	14	39	37	5
The middle class	12	39	41	4
The upper middle class	13	40	38	5
The upper class	26	27	40	1

Base: Respondents who smoke or used to smoke, N= 12,817

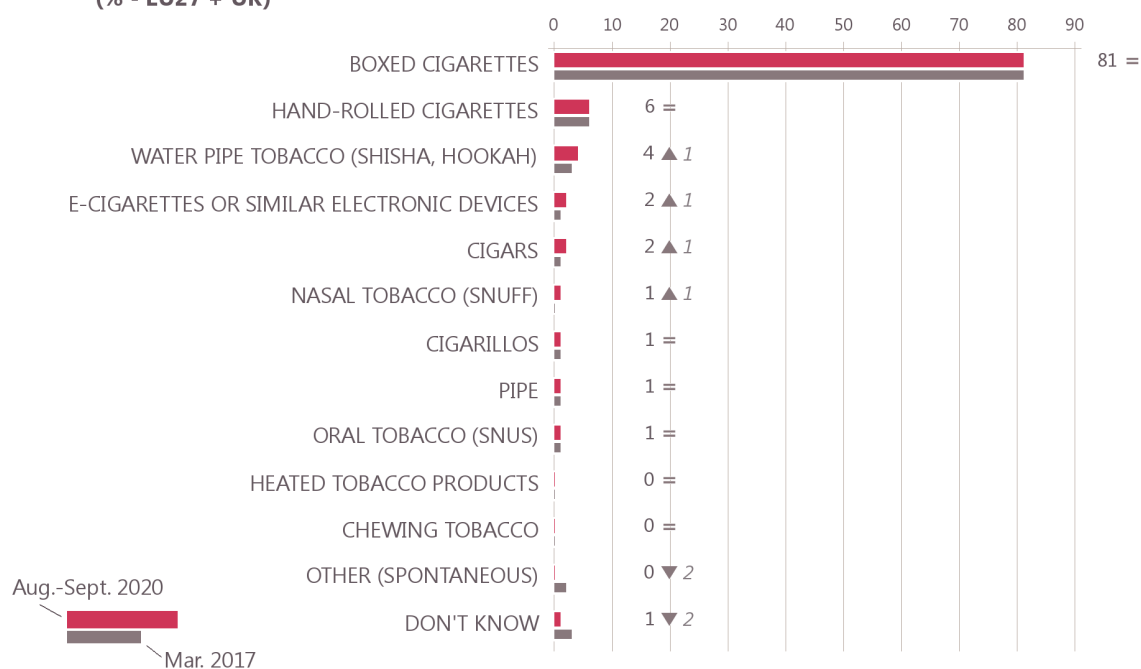
## b. First product used

**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<sup>48</sup>. Among all respondents who have at least tried tobacco products, by far the most common first experience of tobacco is with boxed cigarettes. Over eight in ten (81%) mention them, compared with around one in twenty (6%) who mention hand-rolled cigarettes and less than one in twenty who cite other forms of tobacco or comparable products, i.e. water pipe tobacco (shisha, hookah) (4%), cigars, e-cigarettes or similar electronic devices (both 2%), cigarillos, a pipe, oral tobacco (snus) and nasal tobacco (snuff) (all 1%).

There have been no notable changes since the March 2017 survey<sup>49</sup>.

**QC13** Which of the following products did you use or try first?  
(% - EU27 + UK)



Base: Respondents who have at least tried tobacco products, N= 16,787

<sup>48</sup> QC13. Which of the following products did you use or try first? 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.

<sup>49</sup> 'Heated tobacco products' is a new answer option tested for the first time in the current survey.

The **country-level analysis** reveals that, in all countries, more than two thirds among 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 Greece (95%), Portugal (93%) and Poland (91%), to around seven in ten or less in Austria and Luxembourg (both 71%), Sweden (69%) and the Netherlands (67%).

In all countries, one in ten 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 17% mention hand-rolled cigarettes. Other proportions that stand out are the 19% in Sweden who mention their first experience was with oral tobacco and the 10% in Croatia citing cigars.

**QC13** Which of the following products did you use or try first?  
(%)

		Boxed cigarettes	Hand-rolled cigarettes	Water pipe tobacco (shisha, hookah)	Cigars	E-cigarettes or similar electronic devices	Cigarillos	Pipe	Oral tobacco (snus)	Nasal tobacco (snuff)	Chewing tobacco	Heated tobacco products
EU27+UK		81	6	4	2	2	1	1	1	1	0	0
BE		74	6	7	4	2	1	2	0	0	0	1
BG		90	3	3	0	1	0	0	0	1	0	1
CZ		83	7	3	0	0	1	2	0	1	1	1
DK		78	2	8	3	1	1	4	0	1	0	0
DE		76	9	6	2	1	0	1	0	1	0	1
EE		79	1	7	5	2	1	1	1	1	0	1
IE		77	7	3	3	6	1	1	0	1	0	0
EL		95	5	0	0	0	0	0	0	0	0	0
ES		86	4	6	1	1	1	1	0	0	0	0
FR		84	8	3	1	1	1	1	0	0	0	0
HR		79	6	1	10	2	0	0	0	0	0	1
IT		87	6	1	0	1	0	0	1	0	2	1
CY		73	9	5	1	2	1	1	0	0	0	0
LV		86	1	6	2	2	1	0	0	0	0	1
LT		87	2	7	1	2	0	0	0	0	0	0
LU		71	5	8	5	2	2	2	1	1	1	1
HU		85	8	2	0	2	0	1	0	0	0	0
MT		87	3	1	3	0	0	0	0	0	0	0
NL		67	17	4	7	1	2	1	0	0	0	0
AT		71	10	5	2	2	2	1	0	1	0	1
PL		91	1	1	0	2	0	0	0	1	1	0
PT		93	4	1	0	0	0	0	0	0	0	0
RO		88	2	1	1	1	1	0	0	0	0	0
SI		89	4	1	2	1	1	1	0	0	0	0
SK		87	3	5	2	1	1	0	0	0	0	1
FI		81	4	2	2	0	2	1	6	1	0	0
SE		69	1	2	5	1	1	1	19	0	0	0
UK		74	8	5	4	4	2	1	0	1	0	0
1st MOST FREQUENTLY MENTIONED ITEM		2nd MOST FREQUENTLY MENTIONED ITEM					3rd MOST FREQUENTLY MENTIONED ITEM					

Base: Respondents who have at least tried tobacco products, N= 16,787

Compared to the previous survey in March 2017, the proportion of those who have at least tried tobacco products and say that their first experience was with boxed cigarettes has increased in 12 countries, most notably in Romania (+7 percentage points), and Czechia and Italy (both +5 pp). Similarly, this share of respondents has declined in 12 countries, with the largest decreases observed in Croatia (-6 pp), Cyprus (-5 pp), and France and Spain (both -4 pp). Results have remained stable in Austria, Germany, Slovenia and Sweden.

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).

**QC13** Which of the following products did you use or try first?  
(%)

		Boxed cigarettes		Hand-rolled cigarettes		Water pipe tobacco (shisha, hookah)		Cigars		E-cigarettes or similar electronic devices		Cigarillos	
		Diff. August/September 2020 - March 2017		Diff. August/September 2020 - March 2017		Diff. August/September 2020 - March 2017		Diff. August/September 2020 - March 2017		Diff. August/September 2020 - March 2017		Diff. August/September 2020 - March 2017	
EU27+UK		81	=	6	=	4	▲ 1	2	▲ 1	2	▲ 1	1	=
BE		74	▼ 1	6	▼ 2	7	▲ 5	4	▲ 1	2	▲ 1	1	=
BG		90	▼ 2	3	=	3	▲ 1	0	=	1	=	0	=
CZ		83	▲ 5	7	=	3	▼ 3	0	▼ 2	0	▼ 2	1	=
DK		78	▼ 1	2	▼ 1	8	▲ 2	3	▲ 1	1	▲ 1	1	=
DE		76	=	9	▲ 2	6	▲ 1	2	▲ 1	1	▼ 1	0	▼ 1
EE		79	▼ 1	1	=	7	▲ 1	5	▲ 2	2	=	1	▲ 1
IE		77	▼ 2	7	=	3	▲ 2	3	▲ 2	6	▲ 2	1	▲ 1
EL		95	▲ 3	5	▲ 1	0	▼ 1	0	▼ 1	0	▼ 1	0	=
ES		86	▼ 4	4	=	6	▲ 3	1	▼ 1	1	▲ 1	1	▲ 1
FR		84	▼ 4	8	▲ 3	3	▲ 2	1	=	1	=	1	▲ 1
HR		79	▼ 6	6	▲ 1	1	=	10	▲ 4	2	▲ 2	0	▼ 1
IT		87	▲ 5	6	▼ 3	1	▲ 1	0	▼ 1	1	=	0	=
CY		73	▼ 5	9	▲ 1	5	▼ 4	1	▲ 1	2	▼ 1	1	▲ 1
LV		86	▲ 3	1	=	6	=	2	=	2	▲ 1	1	=
LT		87	▲ 3	2	=	7	=	1	▲ 1	2	▲ 1	0	▼ 1
LU		71	▼ 2	5	▼ 1	8	▲ 2	5	▲ 2	2	▲ 1	2	=
HU		85	▲ 3	8	▼ 1	2	▼ 2	0	=	2	▲ 2	0	=
MT		87	▲ 3	3	=	1	▼ 2	3	▲ 2	0	▼ 3	0	=
NL		67	▲ 1	17	▼ 2	4	=	7	▲ 3	1	=	2	▲ 1
AT		71	=	10	▼ 1	5	=	2	=	2	=	2	▲ 2
PL		91	▲ 3	1	▼ 1	1	=	0	=	2	▲ 1	0	=
PT		93	▲ 4	4	▼ 1	1	=	0	▼ 1	0	▼ 1	0	=
RO		88	▲ 7	2	▲ 1	1	=	1	▲ 1	1	=	1	=
SI		89	=	4	=	1	▼ 1	2	▲ 1	1	=	1	▲ 1
SK		87	▲ 4	3	▼ 3	5	▲ 3	2	▼ 1	1	▲ 1	1	▲ 1
FI		81	▼ 3	4	▼ 3	2	=	2	▲ 1	0	▼ 1	2	▲ 2
SE		69	=	1	▼ 1	2	=	5	▲ 2	1	=	1	=
UK		74	▼ 1	8	=	5	▲ 2	4	▲ 1	4	=	2	▲ 2

Base: Respondents who have at least tried tobacco products, N= 16,787

**QC13** Which of the following products did you use or try first?  
(%)







		Pipe		Oral tobacco (snus)		Chewing tobacco		Nasal tobacco (snuff)		Heated tobacco products
		Diff. August/September 2020 - March 2017		Diff. August/September 2020 - March 2017		Diff. August/September 2020 - March 2017		Diff. August/September 2020 - March 2017		
EU27+UK		1	=	1	=	0	=	1	▲ 1	0
BE		2	▲ 1	0	=	0	=	0	=	1
BG		0	=	0	=	0	=	1	▲ 1	1
CZ		2	▲ 2	0	=	1	=	1	=	1
DK		4	▼ 1	0	=	0	=	1	=	0
DE		1	▼ 1	0	=	0	=	1	=	1
EE		1	=	1	=	0	=	1	=	1
IE		1	=	0	▼ 1	0	=	1	=	0
EL		0	=	0	=	0	=	0	=	0
ES		1	▲ 1	0	=	0	=	0	=	0
FR		1	▲ 1	0	=	0	=	0	=	0
HR		0	=	0	▼ 1	0	=	0	=	1
IT		0	▼ 1	1	=	2	▲ 2	0	=	1
CY		1	▲ 1	0	=	0	=	0	=	0
LV		0	=	0	=	0	=	0	▼ 2	1
LT		0	=	0	=	0	=	0	=	0
LU		2	▲ 1	1	▲ 1	1	=	1	▲ 1	1
HU		1	▲ 1	0	=	0	=	0	=	0
MT		0	=	0	=	0	=	0	=	0
NL		1	▼ 1	0	=	0	=	0	=	0
AT		1	=	0	=	0	=	1	=	1
PL		0	=	0	=	1	▲ 1	1	=	0
PT		0	=	0	▼ 1	0	=	0	=	0
RO		0	▼ 1	0	=	0	=	0	=	0
SI		1	=	0	=	0	=	0	=	0
SK		0	=	0	=	0	▼ 1	0	▼ 1	1
FI		1	=	6	▲ 4	0	=	1	▲ 1	0
SE		1	▼ 2	19	▲ 3	0	=	0	▼ 1	0
UK		1	=	0	=	0	=	1	▲ 1	0

Base: Respondents who have at least tried tobacco products, N= 16,787

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

- Women (84%) are slightly more likely than men (79%) to have had their first experience of tobacco by smoking boxed cigarettes.
- Less than six in ten (58%) of those aged between 15 and 24 mention boxed cigarettes, compared with more than three quarters (77-87%) of those in all other age categories.
  - A significant proportion of young respondents started smoking with water pipes (16%) or with hand-rolled cigarettes (13%). These shares are far higher than the average (4% and 6%, respectively).
- 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 of those who left education aged 20 or more say this, compared with 87% of those finishing education aged 15 or less.
- The retired (88%), house persons (85%), manual (84%) and white-collar workers (83%) are the most likely to have started smoking with boxed cigarettes, particularly when compared with students (58%).

**QC13** Which of the following products did you use or try first?  
(%)

	Boxed cigarettes
EU27+UK	81
 <b>Gender</b>	
Man	79
Woman	84
 <b>Age</b>	
15-24	58
25-39	77
40-54	86
55 +	87
 <b>Education (End of)</b>	
15-	87
16-19	84
20+	80
Still studying	58
 <b>Socio-professional category</b>	
Self-employed	78
Managers	77
Other white collars	83
Manual workers	84
House persons	85
Unemployed	76
Retired	88
Students	58
 <b>Difficulties paying bills</b>	
Most of the time	81
From time to time	82
Almost never/ Never	81
 <b>Consider belonging to</b>	
The working class	83
The lower middle class	81
The middle class	81
The upper middle class	76
The upper class	79

Base: Respondents who have at least tried tobacco products, N= 16,787

## 2 Giving up smoking

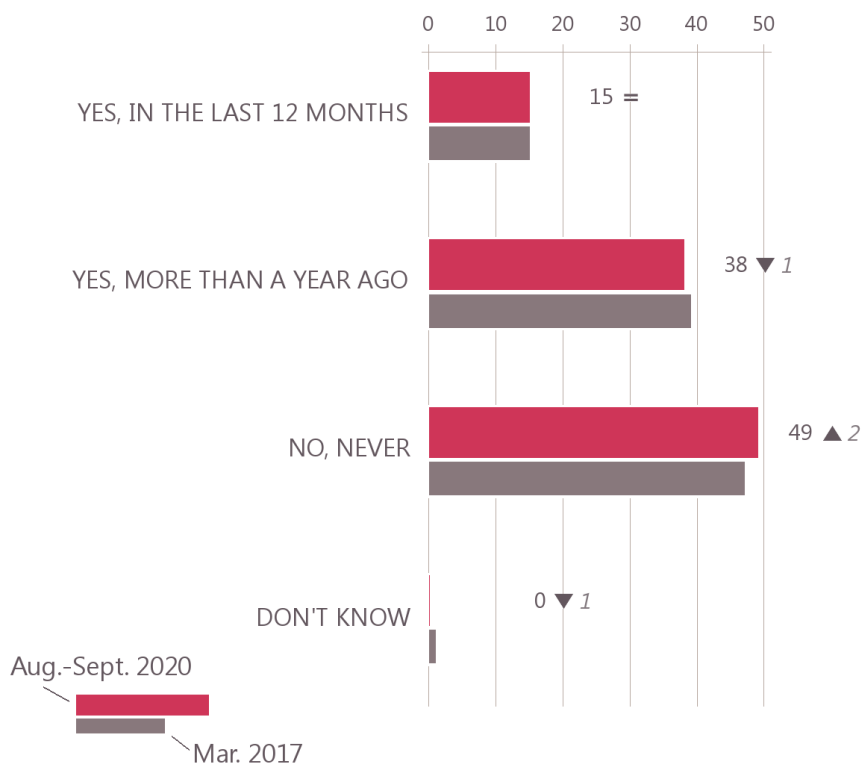
### a. Attempts to give up smoking tobacco

#### More than half of current smokers have attempted to quit smoking

Current smokers were asked if they have ever tried to give up smoking<sup>50</sup>. More than half (53%) of those who currently smoke have at some point attempted to stop. Most of those attempts took place more than a year ago, with more than one third (38%) answering this. Less than a fifth (15%) have attempted to give up smoking in the last 12 months. Conversely, almost half of current smokers (49%) have never tried to quit smoking.

After a six-percentage point decrease between 2014 and 2017, the proportion of smokers who say they have at some point attempted to quit smoking has remained largely stable since 2017 (-1 percentage point).

**QC15a** Have you ever tried to quit smoking?  
(MULTIPLE ANSWERS POSSIBLE)  
(% - EU27 + UK)



Base: Respondents who smoke, N= 6,569

<sup>50</sup> QC15a. Have you ever tried to quit smoking? Yes, in the last 12 months; Yes, more than a year ago; No, never; DK.

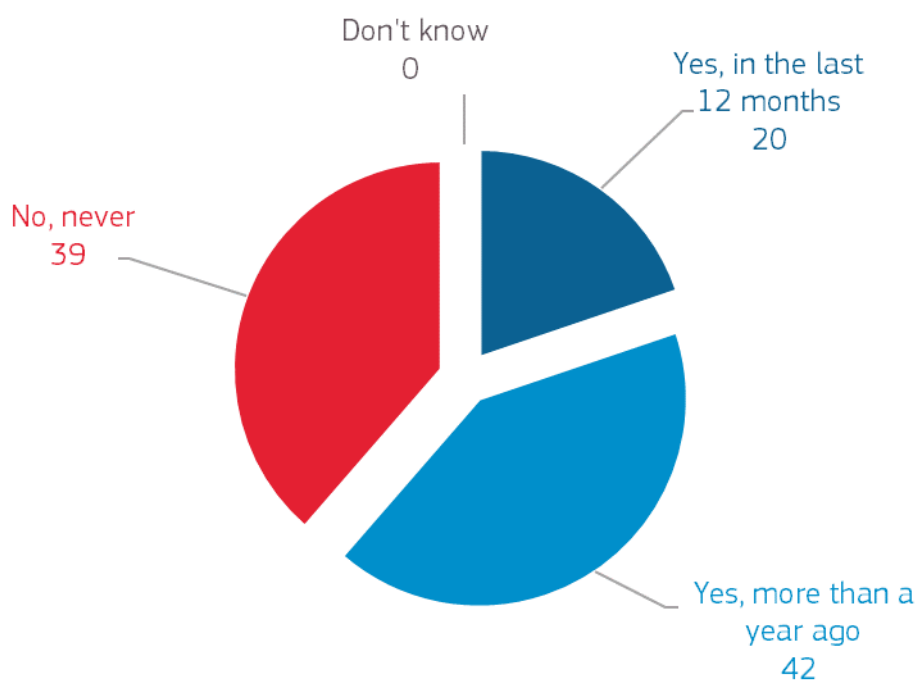
Among the dual users, i.e. they use these products on top of their traditional tobacco product consumption, more than six in ten (62% compared with 53% for the overall current smokers) have at some point attempted to stop. Most of those attempts took place more than a year ago, with more than one in four (42% compared with 38%) answering this. A fifth (20% compared with 15%) have attempted to give up smoking in the last 12 months. Conversely, less than four in ten (39% compared with 49%) have never tried to quit smoking.

Among those dual users, those smoking both traditional tobacco products and e-cigarettes are the respondents with the higher level of attempt to quit smoking: overall 68% have at some point attempted to stop, a fourth (25%) in the last 12 months and a 43% more than a year ago.

**QC15a** Have you ever tried to quit smoking?

**Dual users**

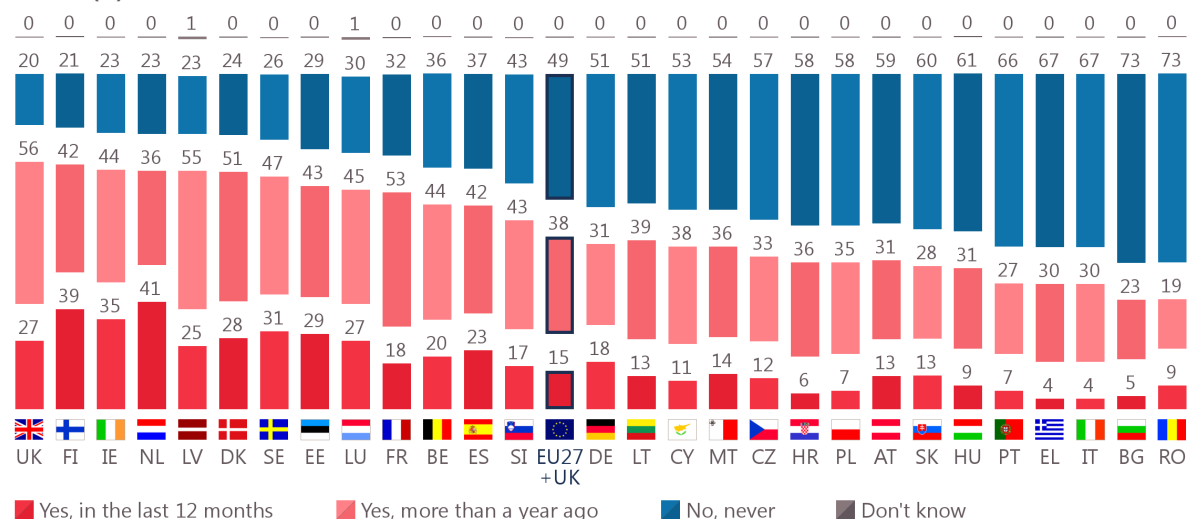
(% - EU27 + UK)



*Base: Respondents who are 'dual users' i.e. they use these products on top of their traditional tobacco product consumption, N= 652*

The **country-level analysis** shows that, in 13 countries, a majority of current smokers have at some point attempted to quit smoking<sup>51</sup>. Smokers in the United Kingdom (83%), Finland (81%), Ireland (79%) and the Netherlands (77%) are the most likely to say this. On the other hand, the lowest proportions who have attempted to quit smoking can be found in Romania and Bulgaria (both 28%), and Greece and Italy (both 34%). More broadly, respondents in Northern Europe are generally more likely than their Southern and Eastern European counterparts to have attempted to quit smoking.

**QC15a** Have you ever tried to quit smoking? (MULTIPLE ANSWERS POSSIBLE)  
(%)



Base: Respondents who smoke, N= 6,569






























<sup>51</sup> Results in Cyprus (n=139), Luxembourg (n=143), Malta (n=101), the Netherlands (n=129) and Sweden (n=66) should be taken with caution due to low sample sizes (<150).

The proportion of current smokers who have tried to quit in the last 12 months has increased in 18 countries since 2017, while it has decreased in nine. In Finland, this share has risen by nine percentage points, and in the Netherlands and Spain by eight percentage points. At the other end of the scale, this proportion has decreased the most in Sweden (-12 pp), Malta (-10 pp) and Greece (-8 pp). Results for this answer option have remained stable in Bulgaria.

The share of smokers who tried to quit more than a year ago has declined in 16 countries since 2017, most notably in Germany (-11 pp), and the Netherlands and Romania (both -9 pp). Conversely, this proportion has risen in 12 countries, with the largest increases observed in the United Kingdom (+11 pp), Ireland (+10 pp) and Italy (+8 pp).

The most significant changes can be seen among those who have never tried to quit smoking. Since March 2017, the proportion of respondents who have never tried to quit has risen by 20 percentage points in Malta, by 15 percentage points in Lithuania, and by 12 percentage points in Greece. This compares to drops by 15 percentage points in Ireland, by 11 percentage points in Spain and by ten percentage points in the United Kingdom.

**QC15a** Have you ever tried to quit smoking? (MULTIPLE ANSWERS POSSIBLE)  
(%)







		Yes, in the last 12 months	Diff. August/September 2020 - March 2017	Yes, more than a year ago	Diff. August/September 2020 - March 2017	No, never	Diff. August/September 2020 - March 2017	Total 'Yes'	Diff. August/September 2020 - March 2017
EU27+UK		15	=	38	▼ 1	49	▲ 2	51	▼ 1
BE		20	▼ 2	44	▲ 2	36	=	64	=
BG		5	=	23	▲ 5	73	▼ 4	27	▲ 4
CZ		12	▲ 3	33	▼ 4	57	▲ 3	43	▼ 3
DK		28	▲ 1	51	▼ 5	24	▲ 5	76	▼ 4
DE		18	▲ 1	31	▼ 11	51	▲ 11	49	▼ 9
EE		29	▲ 1	43	▲ 3	29	▼ 3	71	▲ 4
IE		35	▲ 6	44	▲ 10	23	▼ 15	77	▲ 15
EL		4	▼ 8	30	▼ 5	67	▲ 12	33	▼ 11
ES		23	▲ 8	42	▲ 4	37	▼ 11	63	▲ 11
FR		18	▲ 1	53	▲ 3	32	▼ 2	68	▲ 2
HR		6	▼ 3	36	▲ 5	58	=	42	▲ 2
IT		4	▲ 1	30	▲ 8	67	▼ 9	33	▲ 9
CY		11	▼ 6	38	▼ 4	53	▲ 9	47	▼ 9
LV		25	▲ 2	55	▼ 4	23	▲ 3	76	▼ 4
LT		13	▼ 6	39	▼ 8	51	▲ 15	49	▼ 15
LU		27	▲ 2	45	▲ 2	30	▼ 2	70	▲ 3
HU		9	▲ 1	31	▼ 1	61	▲ 2	39	▼ 1
MT		14	▼ 10	36	▼ 7	54	▲ 20	46	▼ 19
NL		41	▲ 8	36	▼ 9	23	=	77	=
AT		13	▲ 5	31	▲ 2	59	▼ 5	41	▲ 5
PL		7	▼ 7	35	▼ 2	58	▲ 8	42	▼ 6
PT		7	▲ 1	27	▼ 3	66	▲ 2	34	▼ 2
RO		9	▲ 1	19	▼ 9	73	▲ 9	27	▼ 8
SI		17	▲ 6	43	▼ 6	43	▲ 3	57	▼ 3
SK		13	▼ 1	28	▼ 8	60	▲ 8	40	▼ 8
FI		39	▲ 9	42	▼ 4	21	▼ 1	79	▲ 3
SE		31	▼ 12	47	▲ 2	26	▲ 8	74	▼ 8
UK		27	▲ 1	56	▲ 11	20	▼ 10	80	▲ 11

Base: Respondents who smoke, N= 6,569

The **socio-demographic analysis** highlights the following differences among current smokers:

- Women are much more likely than men to have attempted at some point to stop smoking (56% compared with 47%), even though the difference is limited when it comes to attempts in the last 12 months (17% compared with 14%).
- Together with those aged 25-39 (18%), smokers aged between 15 and 24 (19%) are more likely than older smokers (13%) to have attempted to give up smoking in the last 12 months. However, they are also considerably more likely than those aged 25 or more to say that they have never tried to quit (64% compared with 45-49%).
- Those who finished full-time education aged 20 or more are more likely to have attempted to quit smoking than those who left aged 19 or less (20% compared with 12%). Conversely, around four in ten (42%) of those with higher levels of education have never tried to give up smoking, compared with just more than half (51%) of those with lower levels of education.
- Those who have at least tried e-cigarettes are more likely to have attempted to quit smoking in the last 12 months (20-27% compared with 11% of those who have never used e-cigarettes) and less likely to have never tried to quit smoking than those who have never used them (22-40% compared with 57%). This pattern is less clear-cut when it comes to use of heated tobacco products.
- The length of time a respondent spent smoking is linked to the likelihood of trying to quit. More than half (54%) of those who have smoked for more than 20 years have at some point tried to quit, compared with 45% of those who have been smoking for five years or less.
- Heavy smokers (21 or more cigarettes a day) are the least likely to have tried to quit smoking (47%), particularly when compared to those who currently smoke 5 or fewer a day (58%).

**QC15a** Have you ever tried to quit smoking? (MULTIPLE ANSWERS POSSIBLE)  
(%)

	Yes, in the last 12 months	Yes, more than a year ago	No, never	Total 'Yes'
EU27+UK	15	38	49	51
 <b>Gender</b>				
Man	14	35	53	47
Woman	17	41	44	56
 <b>Age</b>				
15-24	19	19	64	36
25-39	18	34	49	51
40-54	13	41	47	53
55 +	13	44	45	55
 <b>Education (End of)</b>				
15-	12	39	51	49
16-19	12	38	51	49
20+	20	40	42	58
Still studying	20	19	61	39
 <b>Socio-professional category</b>				
Self-employed	16	40	45	55
Managers	20	40	43	57
Other white collars	11	35	55	45
Manual workers	15	35	51	49
House persons	19	42	44	56
Unemployed	16	42	44	56
Retired	14	43	45	55
Students	18	20	63	37
 <b>Difficulties paying bills</b>				
Most of the time	16	41	45	55
From time to time	13	35	53	47
Almost never/ Never	16	38	48	52
 <b>Consider belonging to</b>				
The working class	14	39	48	52
The lower middle class	14	38	50	50
The middle class	15	37	50	50
The upper middle class	21	34	47	53
The upper class	31	49	20	81

Base: Respondents who smoke, N= 6,569

## b. Aids used to give up smoking traditional tobacco

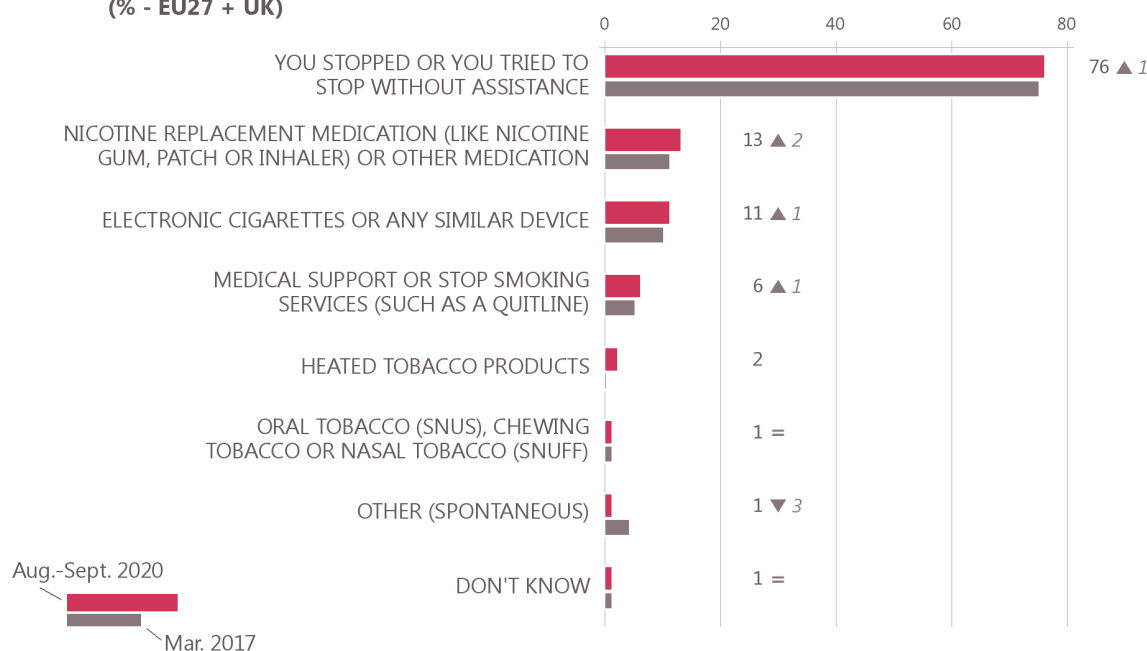
**More than three quarters of those who have stopped smoking, or tried to stop, did not seek assistance**

Those who tried stopping, along with former smokers, were asked whether they used any aids when giving up – or attempting to give up – smoking<sup>52</sup>. Only a minority of smokers who have given up smoking or have attempted to give up smoking used one of the methods of assistance available. More than three quarters (76%) say they gave up smoking – or attempted to give up smoking – **without using any of these methods**.

Just over one in ten (13%) mention **nicotine replacement medications (like nicotine gum, patch or inhaler) or other medications**, and **electronic cigarettes or similar devices** (11%). Other options are less popular: only 6% used **medical support or stop smoking services (such as a quitline)**, 2% switched to using **heated tobacco products** and only 1% to using **oral, chewing or nasal tobacco**.

There are no notable differences in the results for this question compared with the previous survey in March 2017<sup>53</sup>.

**QC16a** Which of the following did you use in order to stop or to try to stop smoking?  
(MULTIPLE ANSWERS POSSIBLE)  
(% - EU27 + UK)



Base: Respondents who stopped or tried to stop smoking, N= 9,606

<sup>52</sup> QC16a. Which of the following did you use in order to stop or to try to stop smoking? 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.

<sup>53</sup> 'Heated tobacco products' is a new answer option tested for the first time in the current survey.

The **country-level analysis** highlights notable differences in the shares of those who attempted to stop smoking **without assistance**. Overall, in 19 countries, at least three quarters among former smokers and those who tried stopping say they have attempted to do so without assistance. This proportion is the highest among those in Croatia and Bulgaria (both 88%) and Slovenia (87%). At the other end of the spectrum, two thirds of these respondents or less say this in Austria (52%), and Denmark, Sweden and the United Kingdom (all 66%).

Results are more varied when it comes to the use of **nicotine replacement medication or other medication** to quit or try to quit smoking. At least one in five say they used this method in Austria, Finland and the United Kingdom (all 24%), Ireland (22%), and Belgium and Denmark (both 20%). At the other end of the spectrum, less than one in twenty say this in Greece (3%), and Croatia and Cyprus (both 4%). In Ireland, more than one fifth (21%) have also used electronic cigarettes or a similar device to stop or try to stop, followed by 19% in France and 18% in the United Kingdom. Conversely, this proportion is the lowest in Portugal and Sweden (both 2%), and Latvia and Slovenia (both 3%).

In most cases, less than one in ten have used **medical support or stop smoking services** in an attempt to quit smoking. The only notable exceptions are Malta (23%), where close to one quarter say they have used this method, and Austria, where 16% answer this way.

In all countries, less than one in ten declare they switched to using **heated tobacco products**, with the highest proportions recorded in Cyprus (9%), Italy (8%), and Czechia, Slovakia and Lithuania (all 6%).

**Oral, chewing or nasal tobacco** is used by very few respondents in all countries aside from Sweden, where nearly a quarter (23%) of those attempting to give up smoking have used these alternatives.

August – September 2020

Compared to the last survey in March 2017, the proportion of smokers who quit or attempted to quit smoking and have done so **without assistance** has increased in 14 countries. The largest increases are recorded in the Netherlands (+10 percentage points), Bulgaria (+9 pp) and Slovakia (+8 pp). Conversely, significant decreases in this proportion are observed in Austria and Malta (both -9 pp) and Spain (-8 pp). The share of these respondents has remained stable in Cyprus, Latvia and Lithuania.

The proportion of those who used **nicotine replacement or other medication** has increased in 20 countries, albeit, in most cases, the change does not exceed three percentage points. The largest increases can be observed in Malta (+12 pp), Ireland (+9 pp) and the United Kingdom (+7 pp), while this share has decreased by five percentage points in Slovakia.

In most cases, changes in the proportion using **electronic cigarettes or similar devices** have been minimal. This share has increased by five percentage points in Italy and Malta and has decreased by six percentage points in Portugal.

When it comes to other methods to stop smoking, the only notable evolutions can be found for **medical support or stop smoking services**, with an 18-percentage point increase recorded in Malta and increases by more than five percentage points in Austria (+7 pp) and Luxembourg (+6 pp).

**QC16a** Which of the following did you use in order to stop or to try to stop smoking? (MULTIPLE ANSWERS POSSIBLE)  
(%)







		Nicotine replacement medication (like nicotine gum, patch or inhaler) or other medication	Diff. August/September 2020 - March 2017	Electronic cigarettes or any similar device	Diff. August/September 2020 - March 2017	Heated tobacco products	Diff. August/September 2020 - March 2017	Oral tobacco (snus), chewing tobacco or nasal tobacco (snuff)	Diff. August/September 2020 - March 2017	Medical support or stop smoking services (such as a quitline)	Diff. August/September 2020 - March 2017	You stopped or you tried to stop without assistance	Diff. August/September 2020 - March 2017
EU27+UK		13	▲ 2	11	▲ 1	2	▲ 2	1	=	6	▲ 1	76	▲ 1
BE		20	▲ 3	14	▲ 2	1	▲ 1	1	=	7	▲ 2	75	▲ 4
BG		7	▲ 3	4	▼ 3	3	▲ 3	0	=	1	▲ 1	88	▲ 9
CZ		10	▲ 3	10	▲ 1	6	▲ 6	1	▲ 1	4	▲ 1	77	▼ 7
DK		20	▲ 6	11	▲ 3	1	▲ 1	3	▲ 2	6	=	66	▼ 4
DE		7	▲ 2	6	▲ 3	1	▲ 1	1	=	5	▲ 2	83	▼ 1
EE		13	▲ 2	7	=	1	▲ 1	2	=	3	▲ 1	84	▲ 3
IE		22	▲ 9	21	▲ 3	2	▲ 2	2	▲ 1	6	▲ 3	67	▲ 3
EL		3	▼ 2	14	▲ 1	5	▲ 5	0	▼ 1	2	▲ 1	80	▼ 2
ES		8	▲ 5	8	▲ 3	2	▲ 2	0	=	5	▲ 3	82	▼ 8
FR		17	▼ 1	19	▲ 2	0	=	0	=	8	▲ 3	69	▲ 3
HR		4	▲ 1	4	▼ 1	3	▲ 3	1	▲ 1	2	▼ 1	88	▲ 3
IT		9	▼ 2	12	▲ 5	8	▲ 8	4	▲ 3	8	▼ 1	75	▼ 1
CY		4	▼ 2	15	▲ 3	9	▲ 9	0	=	1	▼ 5	73	=
LV		9	▲ 1	3	▲ 1	5	▲ 5	1	▼ 1	2	▼ 2	81	=
LT		9	▲ 2	6	▲ 1	6	▲ 6	0	▼ 1	1	▼ 1	84	=
LU		13	▲ 2	10	▲ 4	1	▲ 1	1	▲ 1	8	▲ 6	77	▼ 1
HU		12	=	9	▲ 3	5	▲ 5	2	▲ 1	6	▲ 2	78	▼ 2
MT		18	▲ 12	11	▲ 5	3	▲ 3	0	=	23	▲ 18	73	▼ 9
NL		11	▼ 1	8	▼ 1	0	=	0	=	6	▼ 2	86	▲ 10
AT		24	▲ 2	11	▲ 2	4	▲ 4	4	▲ 3	16	▲ 7	52	▼ 9
PL		13	▲ 1	4	▼ 1	2	▲ 2	2	=	4	=	79	▲ 6
PT		8	▲ 2	2	▼ 6	1	▲ 1	0	=	5	▲ 1	86	▲ 2
RO		7	▲ 2	5	▲ 3	2	▲ 2	2	▲ 1	5	▲ 3	85	▼ 2
SI		6	=	3	▲ 1	1	▲ 1	1	▲ 1	2	=	87	▲ 1
SK		5	▼ 5	5	▲ 1	6	▲ 6	0	▼ 1	3	=	83	▲ 8
FI		24	▲ 2	5	=	1	▲ 1	3	=	4	=	72	▲ 7
SE		17	▲ 4	2	=	0	=	23	▲ 4	4	▼ 2	66	▲ 1
UK		24	▲ 7	18	▼ 4	2	▲ 2	1	▲ 1	7	▼ 1	66	▲ 6

Base: Respondents who stopped or tried to stop smoking, N= 9,606

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

- Men are somewhat more likely to have given up or attempted to give up smoking **without the use of aids** than women (78% compared with 73%).
- The youngest (aged 15-24) and the oldest (aged 55 or more) of these respondents are more likely than those in the central age cohorts (aged 25-54) to have stopped or attempted to stop smoking **without assistance** (78-80% compared with 72%). Those aged 40-54 (16%) are the most likely to have used **nicotine replacement or other medication**, especially compared with the youngest (10%). Lastly, those aged 15-54 are more likely than those aged 55 or more to mention **e-cigarettes or any similar device** (13-18% compared with 7%).
- Respondents who finished their education at or before the age of 15 (81%) are somewhat more likely to have given up or tried to give up smoking **without the use of aids** than those who finished their education aged 16 or more (74-76%).
- Students (84%) and the retired (82%) are the most likely to have stopped or attempted to stop smoking **without assistance** (compared with 65-76% of other categories). House persons (20%) and the unemployed (18%) are the most likely to have used **e-cigarettes** (compared with 5-15% of other categories).
- The more often these respondents have difficulties paying their bills, the more likely they are to mention **nicotine replacement or other medication** (17% of those who have difficulties most of the time, compared with 12% of those who never or almost never have difficulties), or **e-cigarettes** (20% compared with 10%). Conversely, those who have never or almost never difficulties paying their bills are the most likely to have stopped or tried to stop smoking **without assistance** (78% compared with 71% of those who have difficulties most of the time).
- Respondents who stopped smoking are much more likely than current smokers to say that they did it **without assistance** (81% compared with 66%). Current smokers are more likely to have used **e-cigarettes** (18% compared with 7%) or **nicotine replacements** (19% compared with 10%) than those who stopped.
- Heavy smokers (more than 20 cigarettes a day) are more likely to have used **nicotine replacements** than those who smoke fewer cigarettes per day (34% compared with 11-21%), but less likely to have tried **without the use of aids** (56% compared with 64-73%).

**QC16a** Which of the following did you use in order to stop or to try 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
EU27+UK	13	11	2	1	6	76
 <b>Gender</b>						
Man	12	11	2	2	5	78
Woman	15	12	2	1	8	73
 <b>Age</b>						
15-24	10	15	4	3	3	78
25-39	13	18	3	2	4	72
40-54	16	13	3	2	8	72
55 +	12	7	1	1	6	80
 <b>Education (End of)</b>						
15-	11	7	2	0	6	81
16-19	15	12	2	1	7	74
20+	13	11	2	2	6	76
Still studying	11	13	3	4	2	84
 <b>Socio-professional category</b>						
Self-employed	12	11	4	1	6	76
Managers	14	15	3	2	6	74
Other white collars	15	11	4	2	9	75
Manual workers	14	14	2	3	6	71
House persons	15	20	2	0	8	65
Unemployed	16	18	2	1	4	70
Retired	11	5	1	1	6	82
Students	11	11	3	3	3	84
 <b>Difficulties paying bills</b>						
Most of the time	17	20	1	1	7	71
From time to time	15	14	4	2	7	69
Almost never/ Never	12	10	2	1	6	78
 <b>Consider belonging to</b>						
The working class	14	12	2	1	7	74
The lower middle class	15	12	2	3	6	75
The middle class	12	11	2	1	7	76
The upper middle class	13	9	3	1	5	80
The upper class	15	16	2	1	0	75

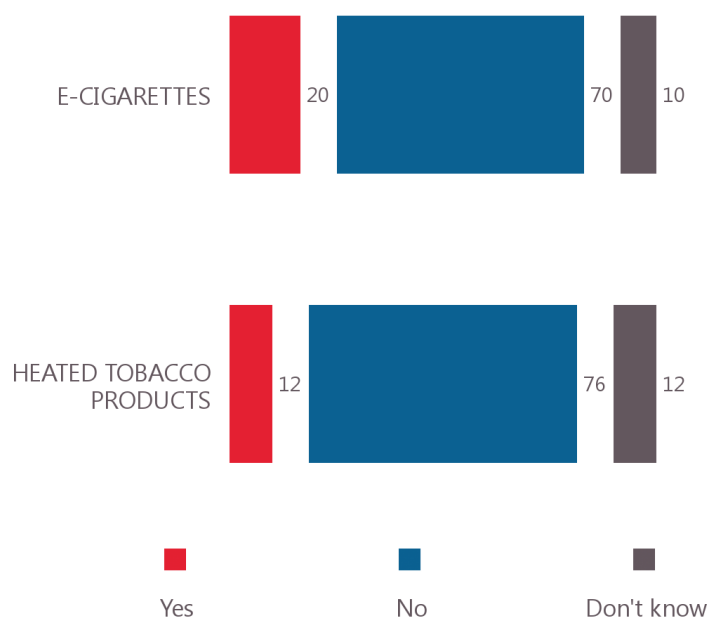
Base: Respondents who stopped or tried to stop smoking, N= 9,606

### c. Effectiveness of e-cigarettes and heated tobacco products to give up smoking tobacco

#### Overwhelming majorities of those with no or little experience with e-cigarettes think e-cigarettes or heated tobacco products do not help tobacco smokers to quit

Respondents who have only tried e-cigarettes once or twice or have never used them were asked whether they think that the use of e-cigarettes or heated tobacco products help tobacco smokers to quit<sup>54</sup>. Two in ten of these respondents think the use of e-cigarettes is helpful to quit smoking, while a smaller proportion (12%) say this of heated tobacco products. In contrast, overwhelming majorities (70% and 76%, respectively) think that neither of these products help smokers to stop.

**QC10c** Do you think that the use of these products help tobacco smokers to quit?  
(% - EU27 + UK)

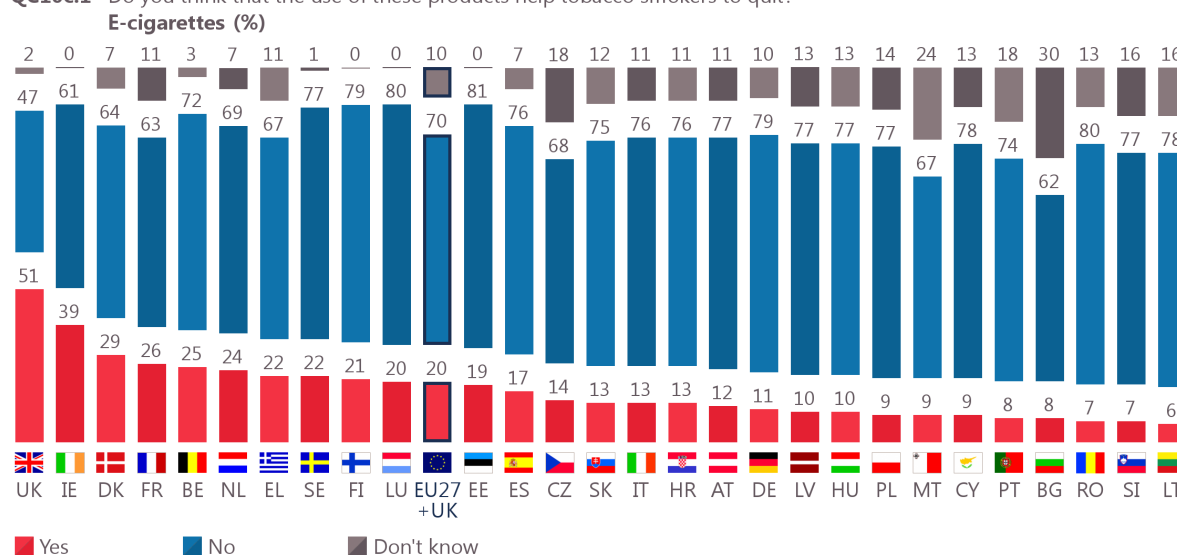


Base: Respondents who have never used e-cigarettes or HTP, or have only tried them, N= 26,354

<sup>54</sup> QC10c.1-2. Do you think that the use of these products help tobacco smokers to quit? E-cigarettes; Heated tobacco products. Yes; No; DK.

The **country-level analysis** shows that, in 20 countries, at least one in ten of those who have no or little experience with e-cigarettes think the use of e-cigarettes help tobacco smokers to quit. The United Kingdom (51%) stands out for a particularly high share of these respondents who think e-cigarettes can be helpful. In addition, high proportions think this way in Ireland (39%), in Denmark (29%), and France (26%). At the opposite end of the scale, only 6% in Lithuania and 7% in Romania and Slovenia say this.

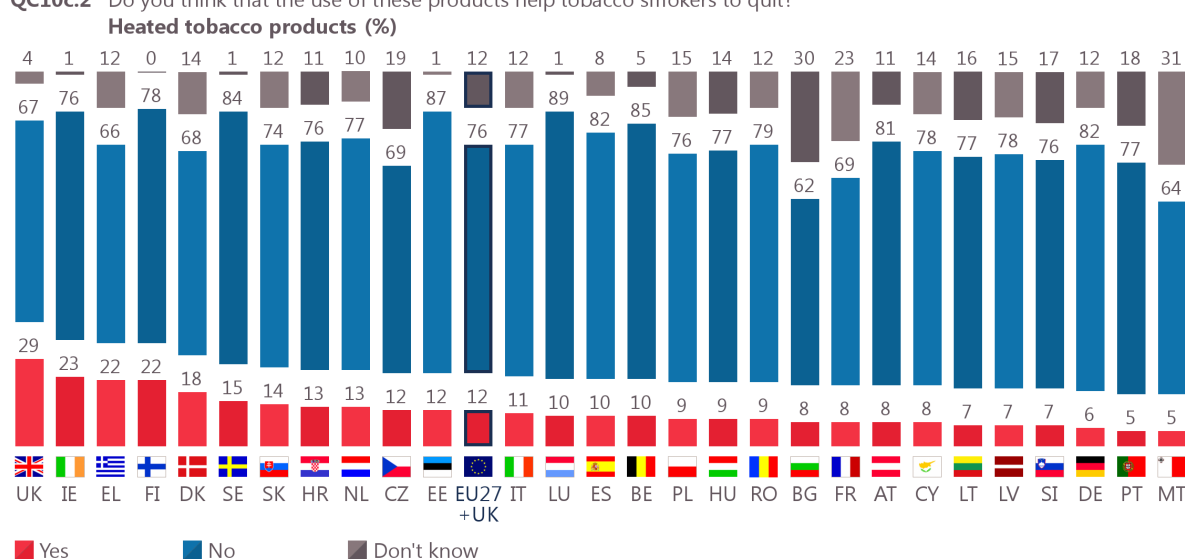
**QC10c.1** Do you think that the use of these products help tobacco smokers to quit?



Base: Respondents who have never used e-cigarettes or HTP, or have only tried them, N= 26,354

In 15 countries, at least one in ten consider the use of heated tobacco products as helpful for tobacco smokers to quit smoking. Once again, this proportion is the highest in the United Kingdom (29%), followed by Ireland (23%), and Finland and Greece (both 22%). Conversely, the lowest proportions who think this can be observed in Malta and Portugal (both 5%) and Germany (6%).

**QC10c.2** Do you think that the use of these products help tobacco smokers to quit?









Base: Respondents who have never used e-cigarettes or HTP, or have only tried them, N= 26,354

The **socio-demographic analysis** illustrates the following differences among respondents who have only tried e-cigarettes once or twice or have never used them:

- Younger respondents (aged 15-54) are more likely than older ones (aged 55 or more) to consider the use of e-cigarettes (21-27% compared with 15%) or heated tobacco products (14-16% compared with 8%) as helpful for tobacco smokers to quit smoking.
- The longer these respondents remained in full-time education, the more likely they are to think that the use of these products help tobacco smokers to quit. For instance, nearly one quarter (23%) of those who finished education aged 20 or more answer this way, compared with around one in ten (11%) of those who left aged 15 or less.
- Students, managers and the self-employed are the most likely to think the use of e-cigarettes (23-29%) or heated tobacco products (15-16%) help tobacco smokers to quit, particularly when compared with retired (14% for e-cigarettes and 7% for heated tobacco products) or house persons (17% and 11%).
- Those living in rural villages are the least likely to believe these products are helpful to stop smoking. For instance, 16% of these respondents think this way, compared with 21% of those living in large towns.
- Those who have tried e-cigarettes or heated tobacco products are more likely than those who have never used them to think the use of these products helps smokers to quit. For instance, more than one third (36%) of those who have tried e-cigarettes consider them as helpful to give up tobacco smoking, compared with 19% of those who have never used them.
- Those who have been smoking for more than 40 years are less likely than those who have been smoking for a shorter period of time to think e-cigarettes (17% compared with 22-26%) and heated tobacco products (9% compared with 14-19%) help smokers to quit.
- Those who smoke ten or fewer cigarettes per day are more likely than heavier smokers (11 or more cigarettes per day) to consider e-cigarettes as helpful (22-25% compared with 17-18%). Those who smoke five cigarettes or less on a daily basis are also the most likely to say this for heated tobacco products (18% compared with 13-14%).

**QC10c.1** Do you think that the use of these products help tobacco smokers to quit?







**E-cigarettes (%)**

	Yes	No	Don't know
EU27+UK	20	70	10
 <b>Gender</b>			
Man	21	70	9
Woman	19	71	10
 <b>Age</b>			
15-24	27	66	7
25-39	23	70	7
40-54	21	71	8
55 +	15	72	13
 <b>Education (End of)</b>			
15-	11	74	15
16-19	18	72	10
20+	23	70	7
Still studying	29	63	8
 <b>Socio-professional category</b>			
Self-employed	23	68	9
Managers	26	67	7
Other white collars	21	72	7
Manual workers	19	73	8
House persons	17	71	12
Unemployed	19	74	7
Retired	14	72	14
Students	29	63	8
 <b>Difficulties paying bills</b>			
Most of the time	19	71	10
From time to time	17	74	9
Almost never/ Never	21	69	10
 <b>Consider belonging to</b>			
The working class	16	72	12
The lower middle class	18	73	9
The middle class	21	70	9
The upper middle class	26	66	8
The upper class	23	69	8

Base: Respondents who have never used e-cigarettes or HTP, or have only tried them, N= 26,354

**QC10c.2** Do you think that the use of these products help tobacco smokers to quit?

**Heated tobacco products (%)**

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

Base: Respondents who have never used e-cigarettes or HTP, or have only tried them, N= 26,354

## IV. STARTING AND STOPPING ELECTRONIC CIGARETTES OR HEATED TOBACCO PRODUCTS

This section deals with questions regarding starting and stopping the use of e-cigarettes and heated tobacco products. More particularly, it explores the motivations for starting using these products, their impact on tobacco consumption and attempts to give up their use and the aids users relied upon to do so.

### 1 Reasons for taking up e-cigarettes or heated tobacco products

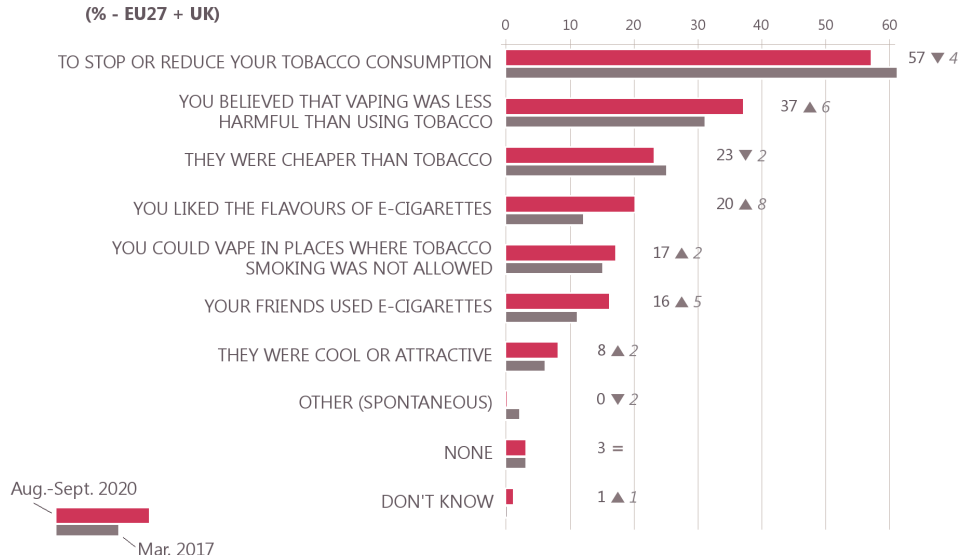
#### More than half took up e-cigarettes to try to curb their tobacco consumption

By far the most frequently mentioned factor for taking up e-cigarettes is **to stop or reduce tobacco consumption**<sup>55</sup>. More than half of e-cigarette users (57%) say they started vaping for this reason. More than one third (37%) say they started because they **believed that vaping was less harmful than using tobacco**, while around one quarter (23%) mention the fact that **they were cheaper than tobacco** as a reason. Two in ten or less cite the fact that they **liked the flavours of e-cigarettes** (20%), that they **could vape in places where tobacco smoking was not allowed** (17%) and that their **friends used e-cigarettes** (16%). Less than one in ten (8%) mention the fact that they thought e-cigarettes **were cool or attractive** as a reason to start using them.

When comparing these results with those of the previous survey in 2017, the most notable changes are a decrease in the proportion of users saying they started using e-cigarettes to stop or reduce tobacco smoking (-4 percentage points) and significant increases in the shares of those who mention that they liked the flavours of e-cigarettes (+8 pp), that they believed that vaping was less harmful than using tobacco (+6 pp) and that their friends used e-cigarettes (+5 pp).

A country-level analysis on the results of this question is not possible due to low sample sizes.

QC11a Which of the following factors, if any, were important in your decision to start using e-cigarettes?  
(MAX. 3 ANSWERS)  
(% - EU27 + UK)



<sup>55</sup> QC11a. Which of the following factors, if any, were important in your decision to start using e-cigarettes? To stop or reduce your tobacco consumption; They were cool or attractive; You could vape in places where tobacco smoking is 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 using tobacco; Other (SPONTANEOUS); None (SPONTANEOUS); Don't know.

Base: Respondents who use or used e-cigarettes, N= 1,696

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







- Women are slightly more likely than men to mention the belief that **vaping was less harmful than using tobacco** (39% compared with 35%) or that their **friends used e-cigarettes** (18% compared with 14%) as reasons for taking up e-cigarettes.
- The youngest respondents are the least likely to say that they started using e-cigarettes **to stop or reduce their tobacco consumption** (33% compared with 58-64% among other age groups), but the most likely to mention that they **believed that vaping was less harmful than using tobacco** (45% compared with 34-37%), that they **liked the flavours of e-cigarettes** (36% compared with 11-24%), that their **friends used e-cigarettes** (35% compared with 9-16%), or that e-cigarettes **were cool or attractive** (13% compared with 5-8%).
- E-cigarette users who have left full-time education before the age of 16 are the least likely to say they started using e-cigarettes **to stop or reduce their tobacco consumption** (56% compared with 60-62% of those ending education aged 16 or more), but the most likely to mention that they **believed that vaping was less harmful than using tobacco** (45% compared with 32-37%), that e-cigarettes **were cheaper than tobacco** (30% compared with 21-22%), that they **could vape in places where tobacco smoking was not allowed** (24% compared with 16%), or that e-cigarettes **were cool or attractive** (13% compared with 7-9%)<sup>56</sup>.
- There are no clear patterns in terms of socio-professional categories<sup>57</sup>. The most significant differences are the following:
  - White-collar workers (69%), the retired (65%) and managers (61%) are the most likely to say they took up e-cigarettes **to stop or reduce their tobacco consumption**, especially compared to students (37%);
  - Students (49%), and the unemployed and white-collar workers (both 42%) are the most likely to say that they **believed that vaping was less harmful than using tobacco**, particularly compared with manual workers and managers (both 33%);
  - Around one third (32%) of manual workers mention that e-cigarettes **were cheaper than tobacco** as a factor leading them to start, compared with 16% of the retired;
  - The unemployed (29%) and students (27%) are the most likely to cite that they **liked the flavours of e-cigarettes** as a factor leading them to start, especially compared with the retired (5%);
  - More than four in ten students (45%) mention that their **friends used e-cigarettes** as a reason, compared with 5% among the retired.
- Current and former tobacco smokers are more likely than those who have never smoked to mention the belief that **vaping was less harmful than using tobacco** as a factor leading them to take up e-cigarettes (36-40% compared with 29%). Those who have never smoked are more likely to mention that they **liked the flavours of e-cigarettes** (42% compared with 18-20% of current and ex-smokers), that their **friends used e-cigarettes** (31% compared with 11-17%) or that e-cigarettes **were cool or attractive** (21% compared with 5-8%).

<sup>56</sup> Results for those who ended full-time education aged 15 or less (n=138) should be taken with caution due to the low sample size (n<150).

<sup>57</sup> Results for house persons (n=106) and students (n=137) should be taken with caution due to the low sample sizes (n<150).

- Those who have been smoking for 11 years or more are more likely than those who have been smoking for a shorter period of time to say that they took up e-cigarettes **to stop or reduce their tobacco consumption** (57-62% compared with 46-47%).
- Heavy smokers (21 cigarettes per day or more) are more likely than those smoking fewer cigarettes to say they started using e-cigarettes because they **believed that vaping was less harmful than using tobacco** (51% compared with 29-36%).

**QC11a** 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	You believed that vaping was less harmful than using tobacco	They were cheaper than tobacco	You liked the flavours of e-cigarettes	You could vape in places where tobacco smoking was not allowed	Your friends used e-cigarettes	They were cool or attractive
EU27+UK	57	37	23	20	17	16	8
 <b>Gender</b>							
Man	56	35	22	21	18	14	8
Woman	59	39	24	19	15	18	8
 <b>Age</b>							
15-24	33	45	18	36	19	35	13
25-39	64	34	30	24	17	12	8
40-54	61	37	24	14	16	16	8
55 +	58	36	13	11	16	9	5
 <b>Education (End of)</b>							
15-	56	45	30	17	24	11	13
16-19	60	37	22	22	16	17	9
20+	62	32	21	16	16	10	7
Still studying	28	51	26	33	15	40	5
 <b>Socio-professional category</b>							
Self-employed	56	36	12	16	25	10	12
Managers	61	33	22	21	20	15	3
Other white collars	69	42	20	17	11	13	15
Manual workers	57	33	32	24	18	12	8
House persons	56	35	26	18	23	19	15
Unemployed	51	42	21	29	13	22	5
Retired	65	34	16	5	12	5	4
Students	37	49	19	27	11	45	5
 <b>Difficulties paying bills</b>							
Most of the time	52	38	25	17	16	11	8
From time to time	60	36	24	25	20	16	11
Almost never/ Never	58	37	22	18	15	17	6
 <b>Consider belonging to</b>							
The working class	60	43	25	19	20	15	12
The lower middle class	61	31	25	24	12	16	6
The middle class	56	36	24	19	17	15	7
The upper middle class	46	42	6	21	9	28	2
The upper class	74	23	3	2	20	19	5

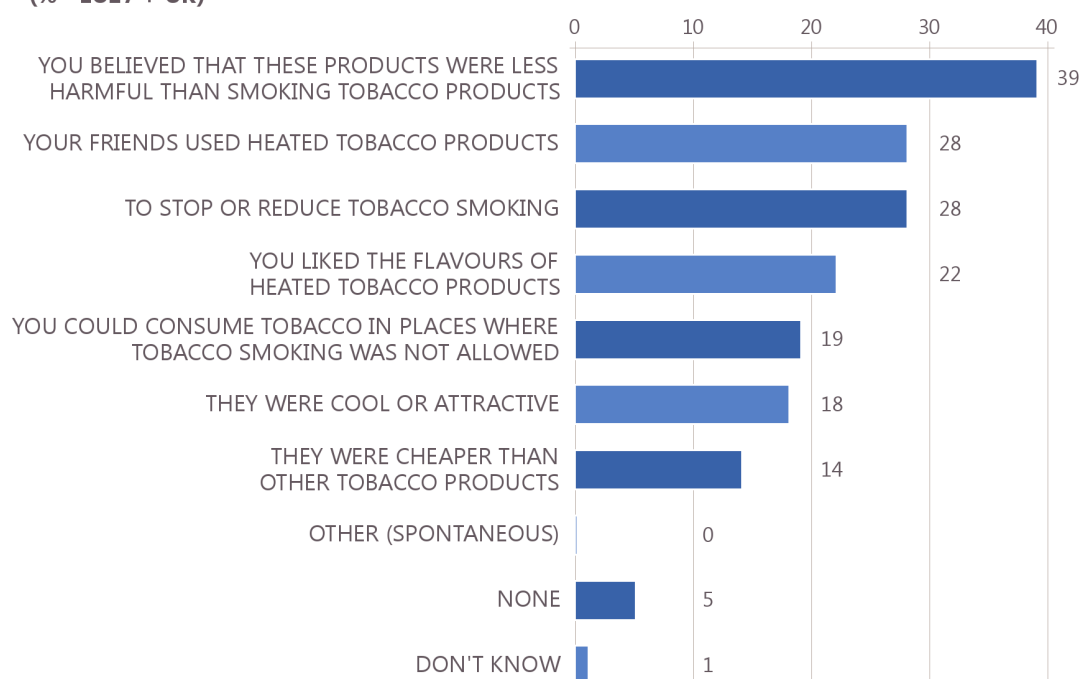
Base: Respondents who use or used e-cigarettes, N= 1,696

**Almost four in ten 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** (39%) as an important factor in their decision to start using them. More than one quarter say they started **to stop or reduce tobacco smoking** or because **their friends used heated tobacco products** (both 28%), while around two in ten mention the fact that they **liked the flavours of heated tobacco products** (22%) or that they **could consume tobacco in places where tobacco smoking was not allowed** (19%). Less than two in ten cite the fact that they thought these products were **cool or attractive** (18%) or that **they were cheaper than other tobacco products** (14%).

A country-level analysis on the results of this question is not possible due to low sample sizes.

**QC11b** Which of the following factors, if any, were important in your decision to start using heated tobacco products? (MAX. 3 ANSWERS)  
(% - EU27 + UK)



Base: Respondents who use or used heated tobacco products, N= 419

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







- Women are more likely than men to take up heated tobacco products because they **believed that these products were less harmful than smoking tobacco products** (45% compared with 35%), **to stop or reduce tobacco smoking** (32% compared with 26%), or because they **could consume tobacco in places where tobacco smoking was not allowed** (23% compared with 16%). Conversely, men are more likely to mention that their **friends used heated tobacco products** (31% compared with 25%) and that heated tobacco products **were cool or attractive** (21% compared with 13%).
- Those who finished education aged 20 or more are less likely than who left aged 16 to 19 to say they started using heated tobacco products because they **believed they were less harmful than smoking tobacco products** (34% compared with 48%) or because they **could consume tobacco in places where tobacco smoking was not allowed** (15% compared to 20%). Conversely, they are more likely to mention that their **friends used heated tobacco products** (31% compared with 17%) as a reason<sup>58</sup>.
- Smokers are more likely than non-smokers to mention that they **believed that heated tobacco products were less harmful than smoking tobacco products** (44% compared with 33%), that their **friends used heated tobacco products** (31% compared to 21%) and that they **could consume tobacco in places where tobacco smoking was not allowed** (22% compared with 14%) as important factors in their decision to start using these products<sup>59</sup>.

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<sup>58</sup> The results for those who finished full-time education aged 15 or less (n=34) are not considered here due to the very low sample size.

<sup>59</sup> The results for non-smokers (n=146) should be taken with caution due to the low sample size (n<150).

**QC11b** Which of the following factors, if any, were important in your decision to start using heated tobacco products?  
(MAX. 3 ANSWERS)  
(%)

	You believed that these products were less harmful than smoking tobacco products	Your friends used heated tobacco products	To stop or reduce tobacco smoking	You liked the flavours of heated tobacco products	You could consume tobacco in places where tobacco smoking was not allowed	They were cool or attractive	They were cheaper than other tobacco products
EU27+UK	39	28	28	22	19	18	14
 <b>Gender</b>							
Man	35	31	26	21	16	21	15
Woman	45	25	32	23	23	13	13
 <b>Age</b>							
15-24	34	60	16	34	16	27	21
25-39	44	25	25	24	17	21	17
40-54	32	18	35	16	22	16	10
55 +	49	20	36	16	20	5	9
 <b>Education (End of)</b>							
15-	36	26	53	10	32	4	17
16-19	48	17	27	23	20	19	22
20+	34	31	30	18	15	13	7
Still studying	26	81	4	50	20	45	4
 <b>Socio-professional category</b>							
Self-employed	34	18	41	17	26	14	11
Managers	37	16	32	18	16	12	14
Other white collars	40	26	23	24	20	17	11
Manual workers	44	27	31	17	17	23	21
House persons	48	46	38	37	23	4	4
Unemployed	39	35	16	22	27	29	44
Retired	51	11	34	12	5	3	11
Students	26	81	2	45	23	44	8
 <b>Difficulties paying bills</b>							
Most of the time	20	17	22	44	21	20	19
From time to time	48	33	27	17	21	26	16
Almost never/ Never	38	26	30	20	16	12	12
 <b>Consider belonging to</b>							
The working class	18	28	29	5	9	15	29
The lower middle class	50	35	35	29	19	22	17
The middle class	41	28	26	24	20	21	12
The upper middle class	46	21	35	16	20	5	5
The upper class	66	10	27	57	0	0	16

Base: Respondents who use or used heated tobacco products, N= 419

## 2 Impact of the use of e-cigarettes and heated tobacco products on tobacco consumption

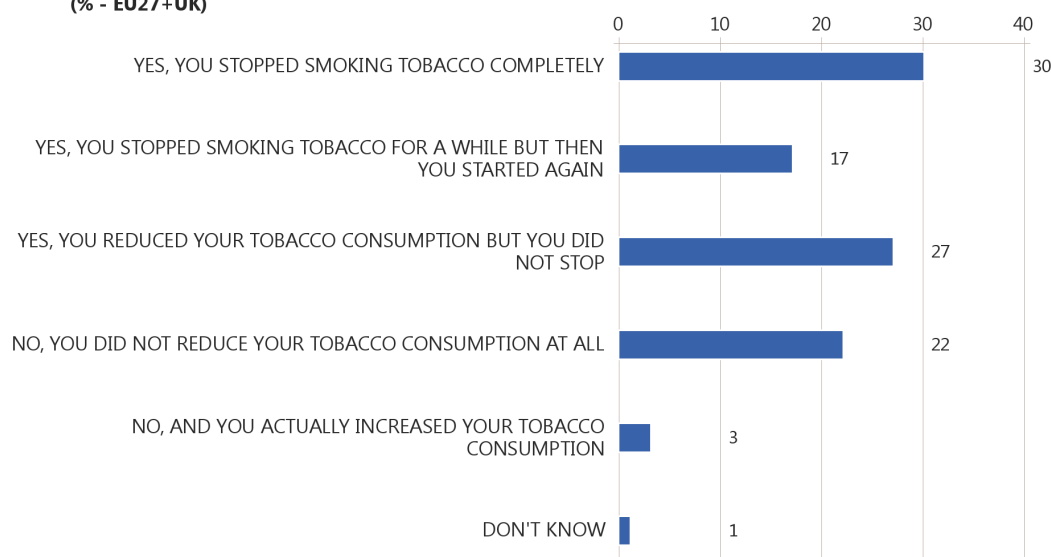
### Just three in ten e-cigarette and heated tobacco product users say these products helped them stop smoking tobacco completely

Three in ten smokers and former smokers who use, or have used, e-cigarettes and/or heated tobacco products say that these products helped them to stop smoking tobacco completely<sup>60</sup>. A further 17% say that they stopped smoking tobacco for a while but then they started again, and more than one quarter (27%) that they reduced their tobacco consumption but did not stop. Finally, one quarter of these respondents answer that these products did not help them to reduce smoking, with 22% saying they did not reduce their tobacco consumption at all and 3% affirming that they actually increased their tobacco consumption.

Although this question was present also in previous surveys in 2014 and 2017, this was asked only to former or current e-cigarette users and not to heated tobacco product users, therefore the comparison of the results with those in 2020 needs to be taken with caution. However, it can be observed that, in 2017, a majority of former or current e-cigarette users (52%) said that these devices did not help them to reduce their tobacco consumption at all, while this proportion stands at 22% in the present survey. In addition, while 30% of former or current e-cigarettes and/or heated tobacco product users now say that these products helped them to stop smoking tobacco completely, this proportion stood at only 14% among former or current e-cigarette users in 2017 and 2014.

A country-level analysis on the results of this question is not possible due to low sample sizes.

**QC12a** 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+UK)

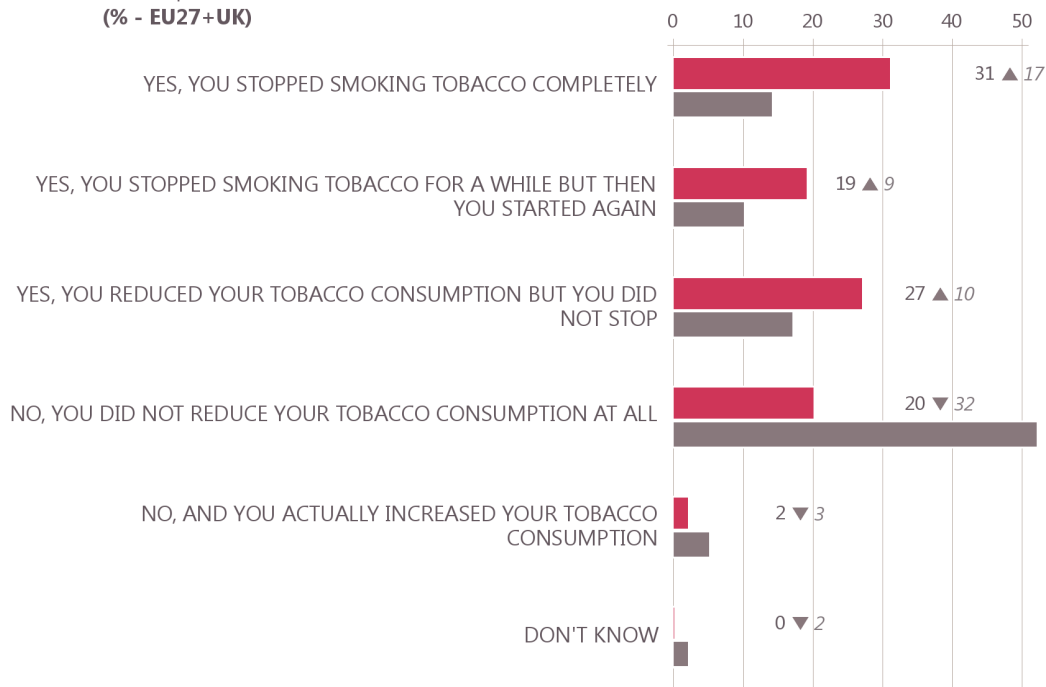


Base: Respondents who smoke or used to smoke, and use or used e-cigarettes or HTP, N= 1,634

<sup>60</sup> QC12a. You said that you smoke or used to smoke tobacco but also use, used or tried electronic cigarettes or a similar device/heated tobacco products/electronic cigarettes or heated tobacco products. Did the use of electronic cigarettes or any similar device/heated tobacco products/electronic cigarettes or heated tobacco products help you to stop or reduce your tobacco consumption? 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; DK.

**QC12a** 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+UK)



Base: Respondents who smoke or used to smoke, and use or used e-cigarettes, N= 1,321

The **socio-demographic analysis** compares proportions of current or former smokers who are also current or former users of e-cigarettes and/or heated tobacco products giving a positive answer to the question.

- There are no significant differences in terms of gender.
- Less than two thirds (63%) among the youngest respondents (aged 15-24) say e-cigarettes and heated tobacco products helped them stop or reduce their tobacco consumption, compared with more than seven in ten (73-78%) among those in older age groups.
- Those who left full-time education aged 15 or less are the least likely to say these products helped them to curb their tobacco consumption (64% compared with 73-78% of those finishing education aged 16 or more)<sup>61</sup>.
- Managers (84%) and the retired (81%) are the most likely to claim that these products helped them to reduce or stop using tobacco, particularly when compared with the unemployed and students (both 62%)<sup>62</sup>.
- Those who have been smoking for five years or less (63%) are the least likely to say e-cigarettes and heated tobacco products helped them to stop or reduce their tobacco consumption, compared with those who have been smoking for more than five years (71-79%).
- Those who smoke five cigarettes per day or less (86%) are the most likely to claim that these products helped them to curb their tobacco consumption, compared with those who smoke more cigarettes on a daily basis (60-67%)<sup>63</sup>.







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<sup>61</sup> The results for those who finished full-time education aged 15 or less (n=129) should be taken with caution due to the low sample size (n<150).

<sup>62</sup> The results for house persons (n=96) and students (n=121) should be taken with caution due to low sample sizes (n<150).

<sup>63</sup> The results for those who smoke 5 or less cigarettes (n=142) and 20 or more cigarettes (n=81) should be taken with caution due to low sample sizes (n<150).

**QC12a** 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?  
(%)

	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
EU27+UK	30	17	27	22	3
 <b>Gender</b>					
Man	30	18	25	22	4
Woman	31	17	28	22	2
 <b>Age</b>					
15-24	20	10	33	32	5
25-39	32	21	23	21	2
40-54	32	19	27	19	2
55 +	31	14	28	22	4
 <b>Education (End of)</b>					
15-	20	14	30	31	5
16-19	33	17	28	21	1
20+	30	21	22	21	5
Still studying	26	3	37	30	3
 <b>Socio-professional category</b>					
Self-employed	29	22	26	18	5
Managers	36	17	31	11	2
Other white collars	30	19	26	18	6
Manual workers	30	19	23	27	1
House persons	25	21	28	23	3
Unemployed	27	13	22	35	3
Retired	34	16	31	18	1
Students	23	8	31	32	6
 <b>Difficulties paying bills</b>					
Most of the time	30	15	25	23	5
From time to time	25	21	29	23	2
Almost never/ Never	33	15	26	22	3
 <b>Consider belonging to</b>					
The working class	29	19	27	23	2
The lower middle class	29	17	27	23	4
The middle class	32	17	27	22	2
The upper middle class	32	9	30	16	10
The upper class	11	44	0	24	21

Base: Respondents who smoke or used to smoke, and use or used e-cigarettes or HTP, N= 1,634

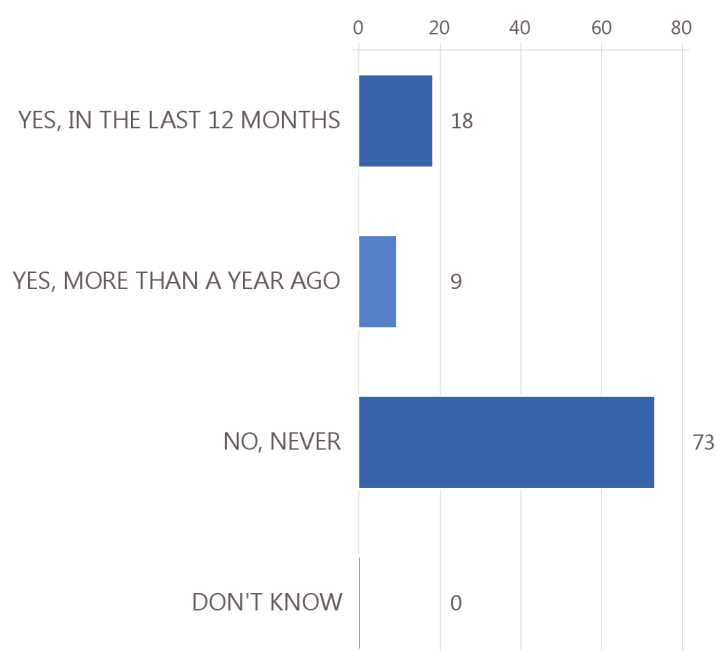
### 3 Attempts to give up using e-cigarettes and heated tobacco products

#### More than one quarter of e-cigarette or heated tobacco product users who are non-traditional smokers have attempted to stop using these products

More than one quarter (27%) of those who do not smoke but are current e-cigarette and heated tobacco product users have at some point attempted to stop using these products<sup>64</sup>. Among these respondents, 18% have attempted to stop in the last 12 months and less than one in ten (9%) have done this more than a year ago. Conversely, close to three quarters (73%) have never tried to stop using e-cigarettes or heated tobacco products.

A country-level analysis on the results of this question is not possible due to low sample sizes.

**QC15b** Have you ever tried to stop using e-cigarettes or heated tobacco products? (MULTIPLE ANSWERS POSSIBLE)  
(% - EU27 + UK)









Base: Respondents who do not smoke but use e-cigarettes or heated tobacco products, N= 341

<sup>64</sup> QC15b. Have you ever tried to stop using e-cigarettes or heated tobacco products? Yes, in the last 12 months; Yes, more than a year ago; No, never; DK.

The **socio-demographic analysis** illustrates only few statistically reliable patterns among non-smokers who are e-cigarette and/or heated tobacco product users. The most significant difference is in terms of gender: men (22%) are much more likely than women (12%) to have attempted to stop using these products in the last 12 months<sup>65</sup>.

**QC15b** Have you ever tried to stop using e-cigarettes or heated tobacco products?  
(MULTIPLE ANSWERS POSSIBLE)  
(%)

	Yes, in the last 12 months	Yes, more than a year ago	No, never	Don't know
EU27+UK	18	9	73	0
 <b>Gender</b>				
Man	22	8	70	0
Woman	12	12	77	0
 <b>Age</b>				
15-24	24	4	72	0
25-39	23	9	68	0
40-54	18	19	63	0
55 +	6	5	89	0
 <b>Education (End of)</b>				
15-	46	18	36	0
16-19	13	9	78	0
20+	17	9	74	0
Still studying	18	6	76	0
 <b>Socio-professional category</b>				
Self-employed	38	14	48	0
Managers	4	21	75	0
Other white collars	22	5	74	0
Manual workers	16	9	75	0
House persons	24	1	75	0
Unemployed	7	4	89	0
Retired	16	5	79	0
Students	20	6	74	0
 <b>Difficulties paying bills</b>				
Most of the time	36	6	58	0
From time to time	13	13	74	0
Almost never/ Never	17	9	74	0
 <b>Consider belonging to</b>				
The working class	26	6	68	0
The lower middle class	1	5	94	0
The middle class	21	10	68	0
The upper middle class	3	8	89	0
The upper class	0	100	0	0

<sup>65</sup> The results for women (n=142) should be taken with caution due to the low sample size (n<150).

Base: Respondents who do not smoke but use e-cigarettes or heated tobacco products, N= 341

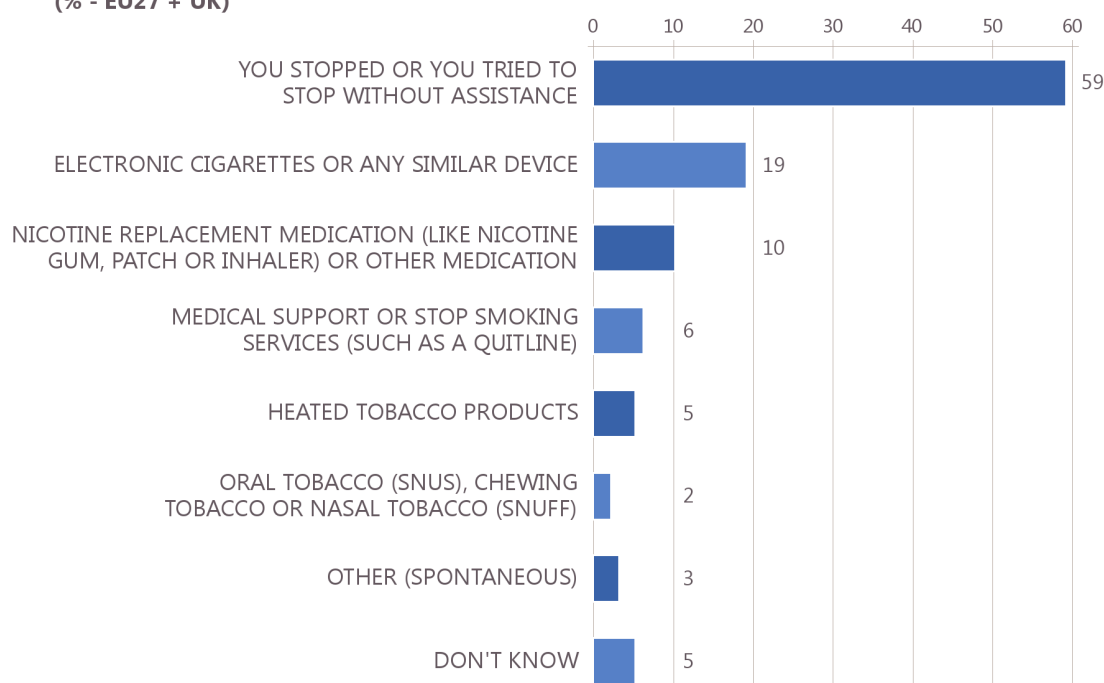
## 4 Aids used to give up using e-cigarettes and heated tobacco products

### More than half of those who have stopped using e-cigarettes or heated tobacco products, or tried to stop, did not seek any assistance

More than half of those who have stopped, or tried to stop, using e-cigarettes or heated tobacco products (59%) say they did so **without assistance**, while four in ten have stopped, or attempted to, using one of the methods of assistance available<sup>66</sup>. Among the latter group of respondents, 19% mention **electronic cigarettes or any similar device**, while one in ten or less cite **nicotine replacement medication (like nicotine gum, patch or inhaler) or other medication** (10%), **medical support or stop smoking services (such as a quitline)** (6%), **heated tobacco products** (5%), or **oral tobacco (snus), chewing tobacco or nasal tobacco (snuff)** (2%).

A country-level analysis on the results of this question is not possible due to low sample sizes.

**QC16b** 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)  
(% - EU27 + UK)



Base: Respondents who stopped or tried to stop using e-cigarettes or heated tobacco products, N= 1,203

<sup>66</sup> QC16b. Which of the following did you use in order to stop or to try to stop using e-cigarettes or heated tobacco products? 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** highlights the following patterns:







- Women are more likely than men to have given up or attempted to give up using these products through **electronic cigarettes or any similar device** (23% compared with 16%).
- Those aged 15-39 are more likely than older respondents to have stopped or attempted to stop using these products **without assistance** (63% compared with 54-55%). The youngest (aged 15-24) are the least likely to have used **e-cigarettes or similar devices** (16% compared with 18-21% of other age groups) and the most likely to have used **heated tobacco products** (13% compared with 3-5%). Finally, respondents aged 40-54 are the most likely to mention **nicotine replacement or other medication** (14% compared with 8-9% of other age groups) and **medical support or stop smoking services** (10% compared with 3-5%).
- Unlike in the case of smoking tobacco, respondents who finished their education at or before the age of 15 (52%) are less likely to have given up or tried to give up smoking **without the use of aids** than those who finished their education aged 16 or more (57-62%). However, they are more likely to have used **nicotine replacement or other medication** (20% compared with 9-10%)<sup>67</sup>.
- White-collar workers (71%) are the most likely to have stopped or attempted to stop using these products **without assistance** (compared with 52-63% of other categories). House persons (38%) and the unemployed (32%) are the most likely to mention **e-cigarettes or similar devices** (compared with 12-19% of other categories), while the self-employed (19%), managers (16%) and the retired (13%) are the most likely to have used **nicotine replacement or other medication** (compared with 2-8%). Managers (12%) are the most likely to cite **medical support or stop smoking services** (compared with 1-8%)<sup>68</sup>.
- Those who have never or almost never difficulties paying their bills are the most likely to have stopped or tried to stop smoking **without assistance** (62% compared with 41% of those who have difficulties most of the time). The more often these respondents have difficulties paying their bills, the more likely they are to mention **e-cigarettes** (25% of those who have difficulties most of the time, compared with 15% of those who never or almost never have difficulties). Lastly, those who have the most financial difficulties are the most likely to mention **nicotine replacements** (16% compared with 8-10%)<sup>69</sup>.

<sup>67</sup> The results for those who finished full-time education aged 15 or less (n=100) should be taken with caution due to the low sample size (n<150).

<sup>68</sup> The results of this analysis should be taken with caution due to low sample sizes (n<150) of several categories: students (n=78), house persons (n=80), retired (n=122), self-employed (n=123) and unemployed (n=139).

<sup>69</sup> The results for those who have difficulties paying their bills most of the time (n=140) should be taken with caution due to the low sample size (n<150).

**QC16b** 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)  
(%)

	You stopped or you tried to stop without assistance	Electronic cigarettes or any similar device	Nicotine replacement medication (like nicotine gum, patch or inhaler) or other medication	Medical support or stop smoking services (such as a quitline)	Heated tobacco products	Oral tobacco (snus), chewing tobacco or nasal tobacco (snuff)
EU27+UK	59	19	10	6	5	2
 <b>Gender</b>						
Man	60	16	9	6	5	3
Woman	58	23	11	6	5	0
 <b>Age</b>						
15-24	63	16	9	3	13	2
25-39	63	18	8	5	3	3
40-54	55	20	14	10	4	1
55 +	54	21	9	4	5	3
 <b>Education (End of)</b>						
15-	52	21	20	4	3	1
16-19	57	21	10	8	6	1
20+	62	17	9	5	5	3
Still studying	57	20	4	1	6	3
 <b>Socio-professional category</b>						
Self-employed	58	10	19	4	7	3
Managers	58	15	16	12	4	1
Other white collars	71	14	8	1	2	0
Manual workers	56	19	8	8	4	3
House persons	52	38	2	7	16	1
Unemployed	54	32	6	4	6	0
Retired	58	17	13	5	1	2
Students	63	12	6	6	6	9
 <b>Difficulties paying bills</b>						
Most of the time	41	25	16	10	8	3
From time to time	59	22	8	5	10	2
Almost never/ Never	62	15	10	6	2	2
 <b>Consider belonging to</b>						
The working class	60	20	14	5	2	1
The lower middle class	61	21	6	9	9	3
The middle class	55	20	10	7	6	2
The upper middle class	64	8	8	2	2	7
The upper class	94	3	0	3	0	3

Base: Respondents who stopped or tried to stop using e-cigarettes or heated tobacco products, N= 1,203

## V. EXPOSURE TO TOBACCO SMOKE AND E-CIGARETTES OR HEATED TOBACCO PRODUCTS IN PUBLIC PLACES

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

### 1 Exposure to tobacco smoke indoor

Respondents were asked whether people had been smoking tobacco products inside a bar or restaurant the last time they visited one during the previous six months<sup>70</sup>.

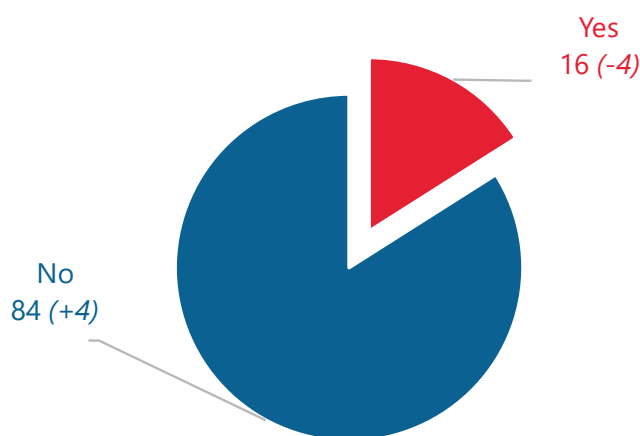
#### **Less than a fifth of respondents say that the last time they went to a drinking establishment, such as a bar, people were smoking tobacco products inside**

Less than one fifth (16%) of respondents who visited a drinking establishment, such as a bar, in the last six months say that, the last time they did so, people were smoking inside, while more than eight in ten (84%) say that nobody was smoking.

The proportion of those who say people were smoking in a bar the last time they visited one has decreased by four percentage points compared to 2017, following a five-percentage point decline between 2014 and 2017<sup>71</sup>.

**QC14aT.1** The last time you visited the following places in the last six months in (OUR COUNTRY), were people smoking tobacco products inside?

**A drinking establishment such as a bar (% - EU27 + UK)**



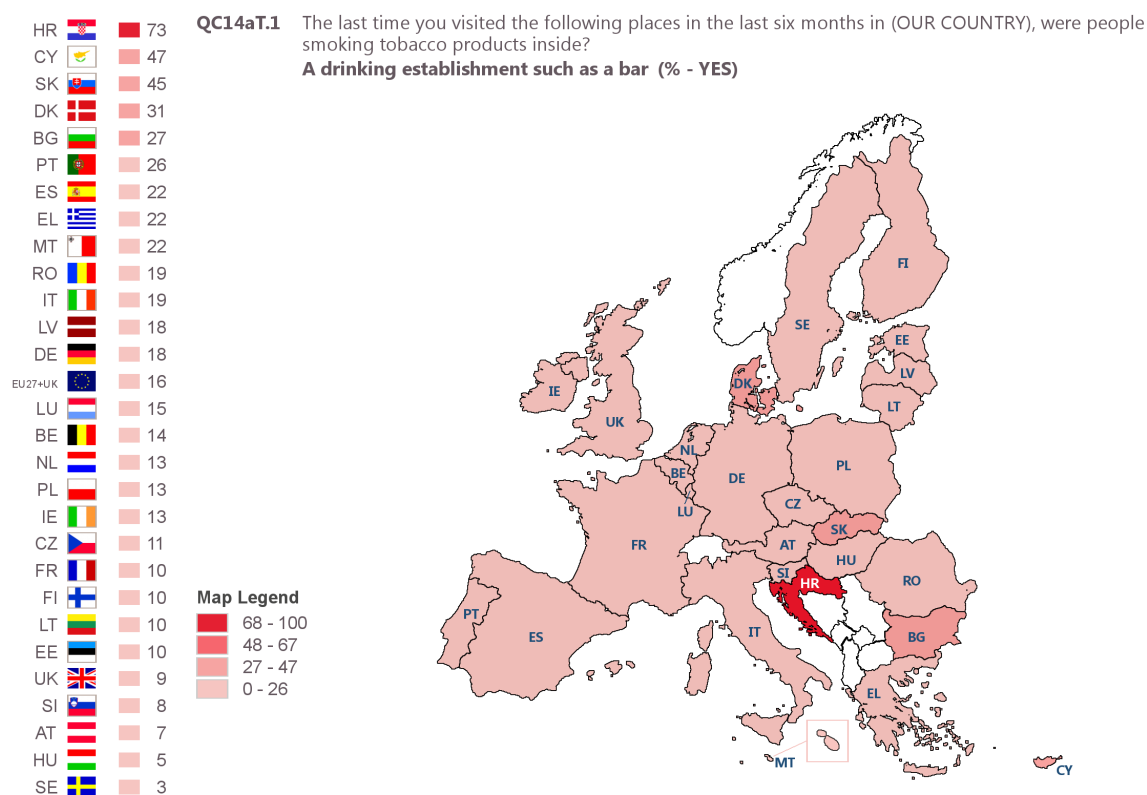
(Aug.-Sept. 2020 - Mar. 2017)

<sup>70</sup> QC14aT. The last time you visited a drinking establishment such as a bar / an eating establishment such as a restaurant in the last six months in (OUR COUNTRY), were people smoking tobacco products inside? Yes; No.

<sup>71</sup> In 2020, the operation of eating and drinking establishments in various MSs might have been affected by the COVID-19 restrictions during the six months preceding the survey.

Base: All respondents excluding those who had not visited a bar in the last 6 months, N= 26,196

The **country-level analysis** illustrates a few differences on this question across the countries. In all of them, less than half say that people were smoking inside the last time they visited a drinking establishment, such as a bar, with the only exception of Croatia (73%), which stands out for a particularly high share of respondents saying this. In other countries, proportions range from more than three in ten answering this way in Cyprus (47%), Slovakia (45%) and Denmark (31%), to only 3% in Sweden, 5% in Hungary and 7% in Austria. These results show that despite the existence of indoor smoking bans across the EU, indoor tobacco smoke in drinking establishments is still an issue in a number of countries.



Base: All respondents excluding those who had not visited a bar in the last 6 months, N= 26,196

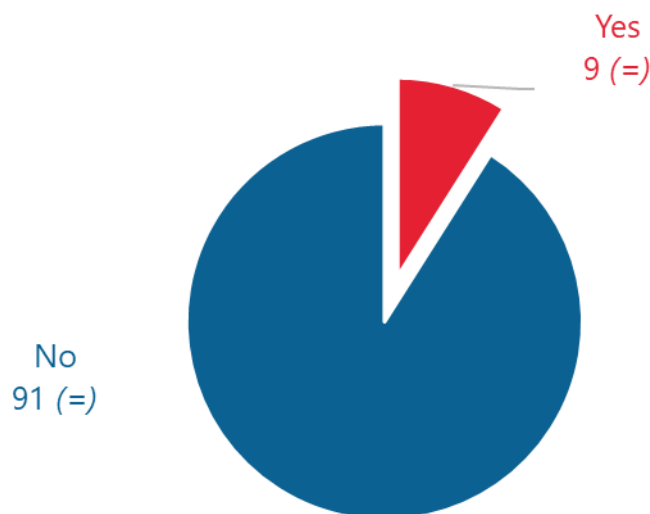
### **Close to one in ten have recently encountered people smoking in eating establishment, such as restaurants**

The proportion of respondents who have recently come across people smoking in eating establishments, such as restaurants, is significantly lower than in the case of bars. Only 9% of respondents say that the last time they visited a restaurant during the last six months people were smoking inside. The vast majority (91%) say people were not smoking inside.

These proportions have remained stable since 2017.

**QC14aT.2** The last time you visited the following places in the last six months in (OUR COUNTRY), were people smoking tobacco products inside?

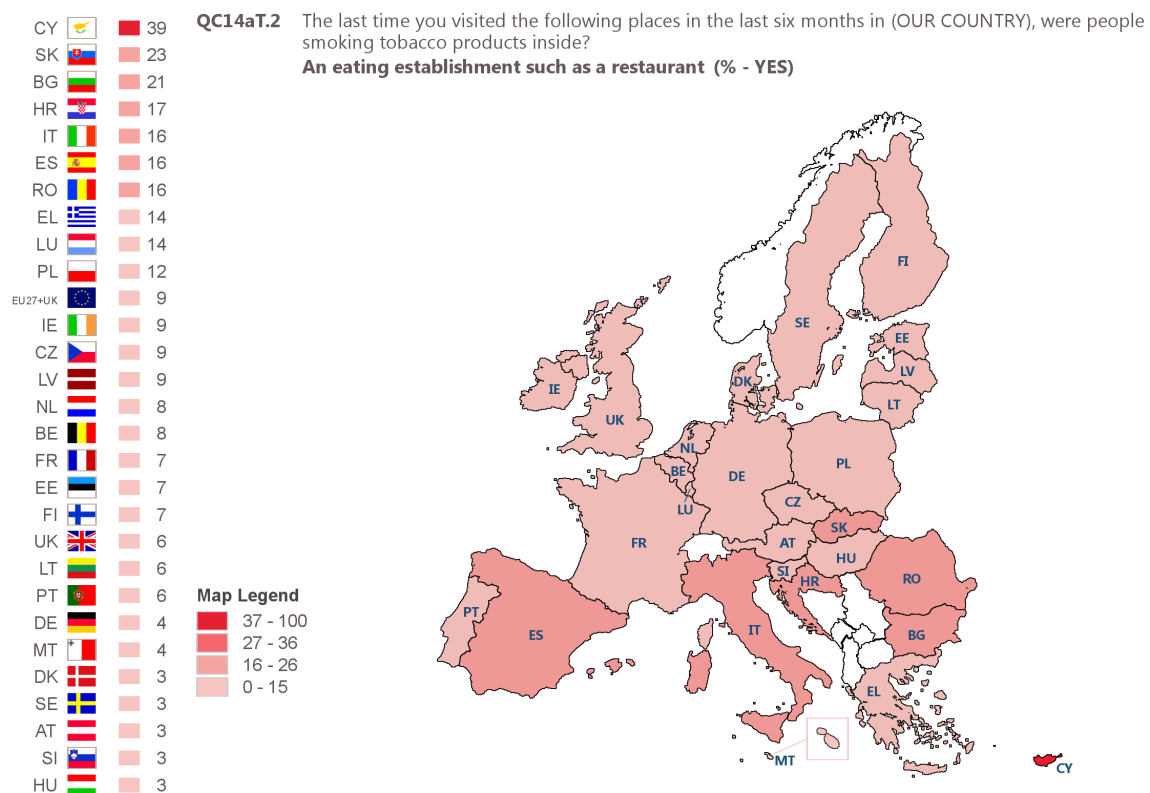
**An eating establishment such as a restaurant (% - EU27 + UK)**



(Aug.-Sept. 2020 – Mar. 2017)

Base: All respondents excluding those who had not visited a restaurant in the last 6 months, N= 26,628

The **country-level analysis** highlights that less than one quarter in all countries say that people were smoking inside the last time they visited an eating establishment, such as a restaurant. The only exception is Cyprus (39%), where almost four in ten respondents who visited a restaurant in the last six months answer this way. In addition to Cyprus, more than two in ten of these respondents in Slovakia (23%) and Bulgaria (21%) say people were smoking inside. At the other end of the spectrum, only 3% in Austria, Denmark, Hungary, Slovenia and Sweden say this.
































Base: All respondents excluding those who had not visited a restaurant in the last 6 months, N= 26,628

Significant evolutions can be observed when comparing the results of these questions with those in March 2017. The proportions of those saying that people were smoking inside the last time they visited a drinking or an eating establishment have significantly dropped in Greece (-65 percentage points for drinking establishments and -64 pp for eating establishments), Czechia (-62 pp and -40 pp), Austria (-50 pp and -29 pp) and Cyprus (-18 pp and -12 pp). At the other end of the scale, these proportions have increased the most in Spain (+10 pp and +13 pp).

In addition, large declines can be found in the proportion who declare people were smoking inside the last time they visited a drinking establishment in Malta (-17 pp), Bulgaria (-15 pp) and Portugal (-12 pp). Increases of at least ten percentage points in the share of respondents saying people were smoking inside the last time they visited an eating establishment are recorded in Luxembourg (+12 pp) and Romania (+10 pp).

**QC14aT.2** The last time you visited the following places in the last six months in (OUR COUNTRY), were people smoking tobacco products inside?

**An eating establishment such as a restaurant (%)**

		Yes		No	
			Diff. August/September 2020 - March 2017		Diff. August/September 2020 - March 2017
EU27+UK		9	=	91	=
BE		8	▲ 4	92	▼ 4
BG		21	▼ 4	79	▲ 4
CZ		9	▼ 40	91	▲ 40
DK		3	=	97	=
DE		4	▼ 1	96	▲ 1
EE		7	▲ 2	93	▼ 2
IE		9	▲ 5	91	▼ 5
EL		14	▼ 64	86	▲ 64
ES		16	▲ 13	84	▼ 13
FR		7	▼ 1	93	▲ 1
HR		17	=	83	=
IT		16	▲ 7	84	▼ 7
CY		39	▼ 12	61	▲ 12
LV		9	=	91	=
LT		6	=	94	=
LU		14	▲ 12	86	▼ 12
HU		3	▼ 1	97	▲ 1
MT		4	▼ 9	96	▲ 9
NL		8	▲ 3	92	▼ 3
AT		3	▼ 29	97	▲ 29
PL		12	▲ 6	88	▼ 6
PT		6	▼ 5	94	▲ 5
RO		16	▲ 10	84	▼ 10
SI		3	▲ 1	97	▼ 1
SK		23	▲ 5	77	▼ 5
FI		7	▲ 5	93	▼ 5
SE		3	▲ 2	97	▼ 2
UK		6	▲ 3	94	▼ 3







Base: All respondents excluding those who had not visited a restaurant in the last 6 months, N= 26,628

The **socio-demographic analysis** shows few relevant differences among respondents who visited a drinking establishment, such as a bar, or an eating establishment, such as a restaurant, in the last six months:

- The younger the respondents, the more likely they are to say that they encountered smokers in each of these places the last time they went. For instance, more than a quarter (27%) of those aged between 15 and 24 give this answer for bars, compared with 11% 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 in bars (27%) and in restaurants (15%), particularly when compared to the retired (10% and 6%, respectively).
- Smokers are somewhat more likely than non-smokers to say they have encountered people smoking tobacco products in bars or restaurants. For instance, around one in five (21%) smokers say this for bars, compared with 14% of non-smokers.

**QC14aT.1** The last time you visited the following places in the last six months in (OUR COUNTRY), were people smoking tobacco products inside?







**A drinking establishment such as a bar**

	Yes	No
EU27+UK	16	84
 <b>Gender</b>		
Man	18	82
Woman	14	86
 <b>Age</b>		
15-24	27	73
25-39	18	82
40-54	15	85
55 +	11	89
 <b>Education (End of)</b>		
15-	11	89
16-19	15	85
20+	15	85
Still studying	27	73
 <b>Socio-professional category</b>		
Self-employed	18	82
Managers	17	83
Other white collars	16	84
Manual workers	17	83
House persons	13	87
Unemployed	16	84
Retired	10	90
Students	27	73
 <b>Difficulties paying bills</b>		
Most of the time	23	77
From time to time	20	80
Almost never/ Never	14	86
 <b>Consider belonging to</b>		
The working class	13	87
The lower middle class	17	83
The middle class	17	83
The upper middle class	17	83
The upper class	15	85

Base: All respondents excluding those who had not visited a bar in the last 6 months, N= 26,196

**QC14aT.2** The last time you visited the following places in the last six months in (OUR COUNTRY), were people smoking tobacco products inside?

**An eating establishment such as a restaurant (%)**

	Yes	No
EU27+UK	9	91
 <b>Gender</b>		
Man	10	90
Woman	9	91
 <b>Age</b>		
15-24	15	85
25-39	11	89
40-54	9	91
55 +	7	93
 <b>Education (End of)</b>		
15-	7	93
16-19	9	91
20+	9	91
Still studying	14	86
 <b>Socio-professional category</b>		
Self-employed	11	89
Managers	9	91
Other white collars	10	90
Manual workers	10	90
House persons	8	92
Unemployed	10	90
Retired	6	94
Students	15	85
 <b>Difficulties paying bills</b>		
Most of the time	15	85
From time to time	13	87
Almost never/ Never	8	92
 <b>Consider belonging to</b>		
The working class	8	92
The lower middle class	10	90
The middle class	9	91
The upper middle class	11	89
The upper class	11	89

Base: All respondents excluding those who had not visited a restaurant in the last 6 months, N= 26,628

## 2 Exposure to tobacco smoke outdoor

Subsequently, respondents were also asked whether people had been smoking tobacco products outside the last time they visited public places during the previous six months<sup>72</sup>.

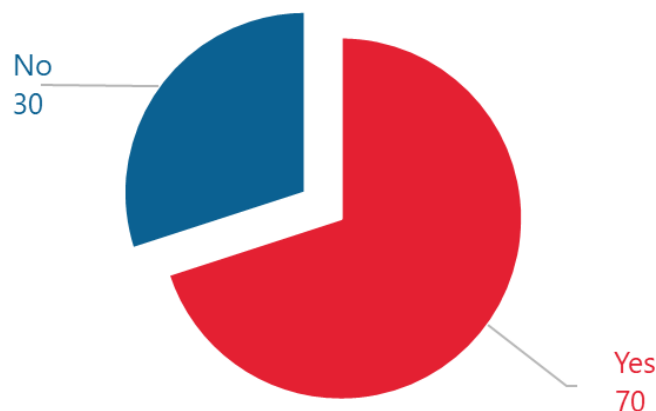
### **Seven in ten say they recently encountered people smoking tobacco products on an outdoor terrace of a drinking or eating establishment**

Seven in ten 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 terrace. Conversely, a minority (30%) say people were not smoking.

**QC14bT.1** Still thinking about your most recent experience in the last six months in (OUR COUNTRY), were people smoking tobacco products...

**On an outdoor terrace of a drinking or eating establishment**

(% - EU27 + UK)

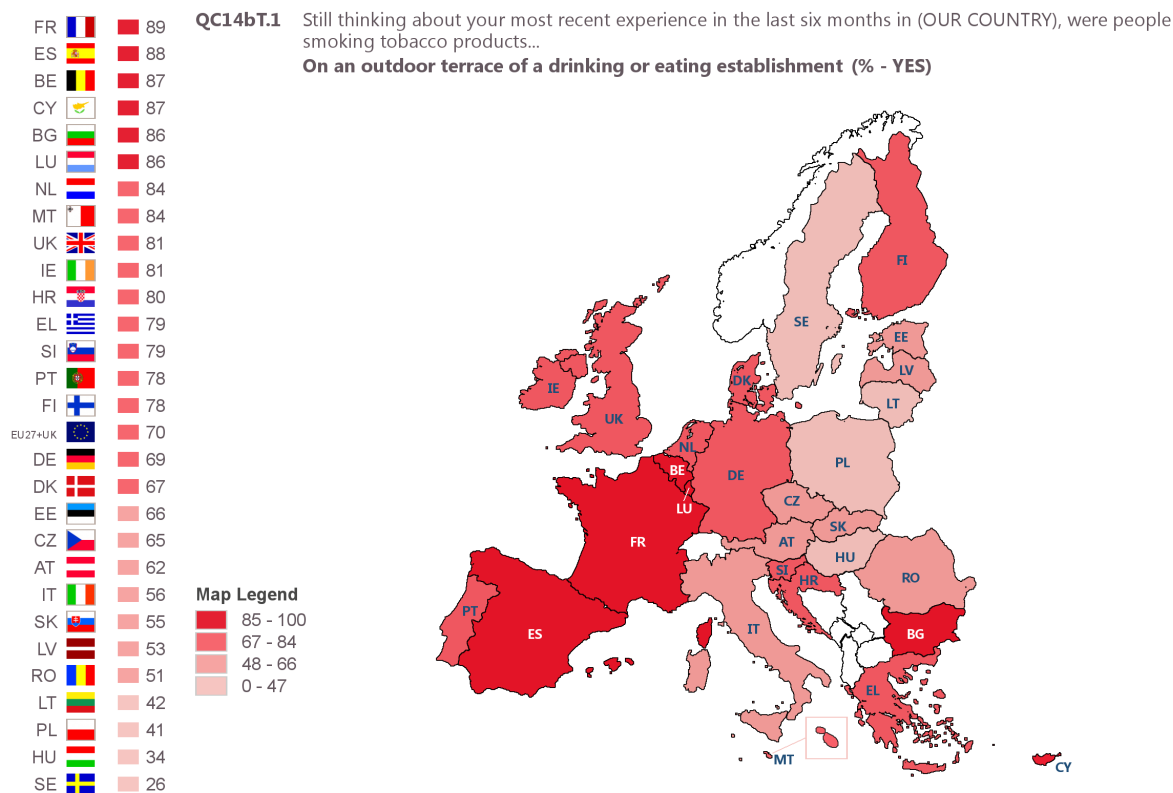


(Aug.-Sept. 2020)

Base: All respondents excluding those who had not visited an outdoor terrace in the last 6 months, N= 26,437

<sup>72</sup> Q14bT. Still thinking about your most recent experience in the last six months in (OUR COUNTRY), were people smoking tobacco products...On an outdoor terrace of a drinking or eating establishment; At outdoor events (e.g. open-air concerts, sporting events); In outdoor spaces intended for use by children or adolescents (e.g. nursery and school courtyard, playgrounds). Yes; No.

The **country-level analysis** highlights that a majority in 24 countries 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 France (89%), Spain (88%), and Belgium and Cyprus (both 87%). At the opposite end of the scale, less than half in Sweden (26%), Hungary (34%), Poland (41%) and Lithuania (42%) answer this way.



Base: All respondents excluding those who had not visited an outdoor terrace in the last 6 months, N= 26,437

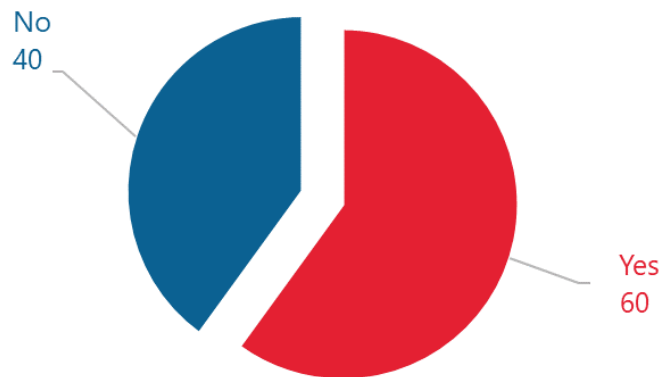
### **Six in ten say the last time they attended an outdoor event in the last six months people were smoking tobacco products**

Six in ten respondents who attended outdoor events (e.g. open-air concerts, sporting events<sup>73</sup>) in the last six months say that, the last time they did so, people were smoking tobacco products, while four in ten say people were not smoking.

**QC14bT.2** Still thinking about your most recent experience in the last six months in (OUR COUNTRY), were people smoking tobacco products...

**At outdoor events (e.g. open-air concerts, sporting events)**

(% - EU27 + UK)

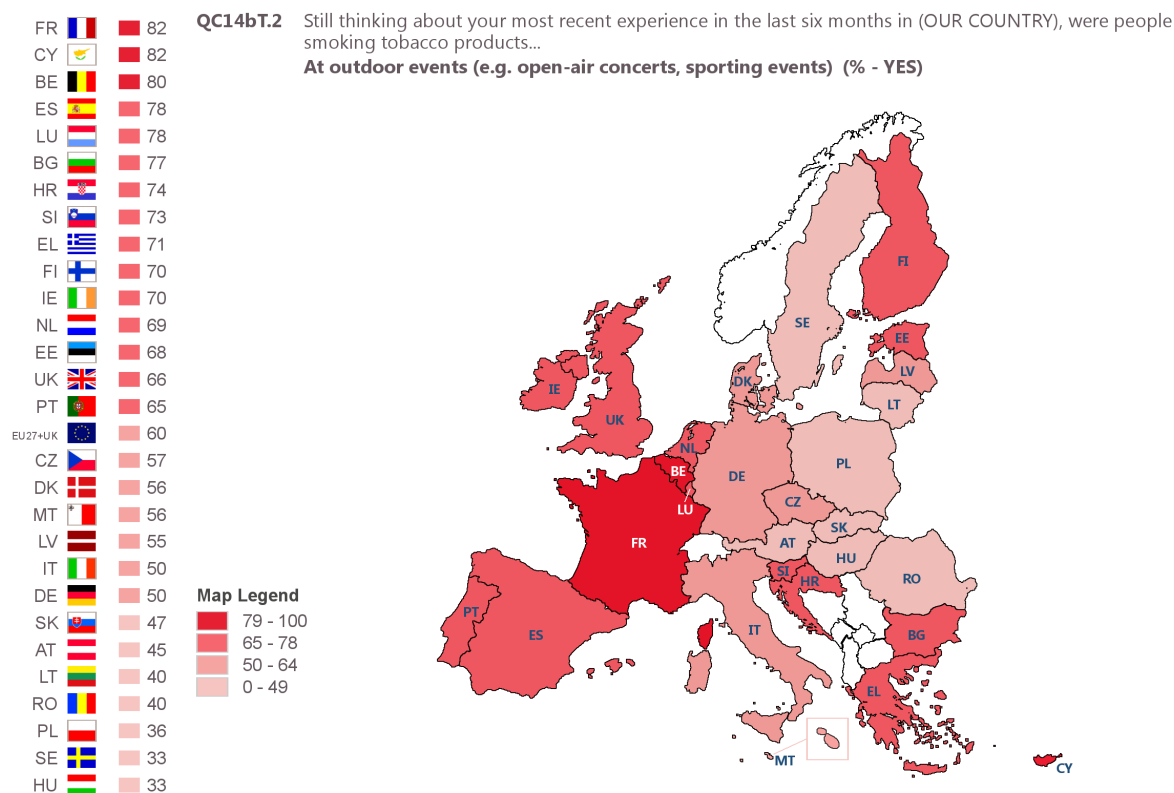


(Aug.-Sept. 2020)

Base: All respondents excluding those who had not been to an outdoor event, N= 24,535

<sup>73</sup> In 2020, organisation of open-air concerts or sporting events might have been affected by the COVID-19 restrictions in various MSs during the six months preceding the survey.

The **country-level analysis** shows that, in 21 countries, at least half 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 at least eight in ten in France and Cyprus (both 82%) and Belgium (80%) to less than four in ten in Hungary and Sweden (both 33%) and Poland (36%).

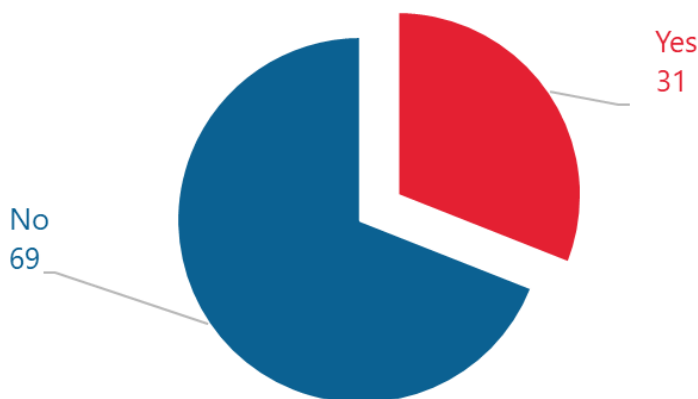


Base: All respondents excluding those who had not been to an outdoor event, N= 24,535

**Around three 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**

Around three in ten (31%) 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 more than two thirds (69%) say people were not smoking.

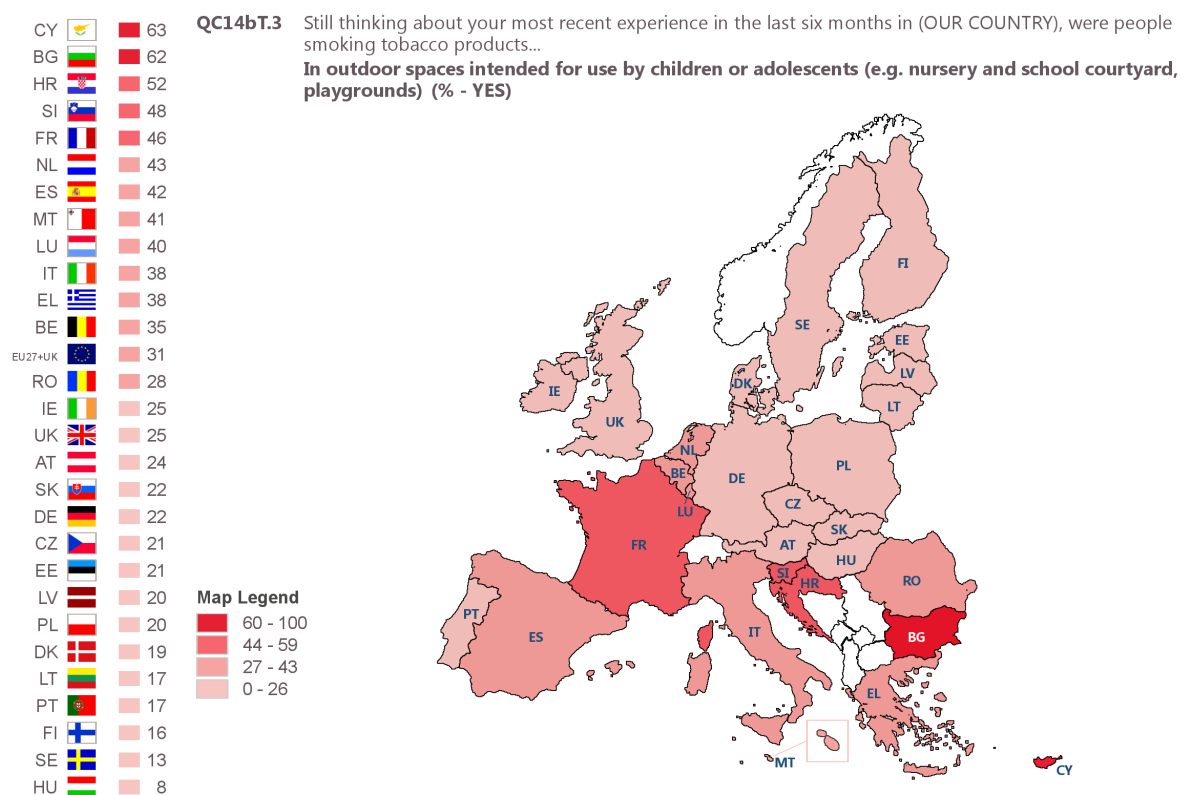
**QC14bT.3** Still thinking about your most recent experience in the last six months in (OUR COUNTRY), were people smoking tobacco products...  
**In outdoor spaces intended for use by children or adolescents**  
**(e.g. nursery and school courtyard, playgrounds) (% - EU27 + UK)**



(Aug.-Sept. 2020)

Base: All respondents excluding those who had not visited outdoor spaces used by children or adolescents, N= 24,836

The **country-level analysis** illustrates that, in 12 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 did so. This proportion is particularly high in Cyprus (63%), Bulgaria (62%) and Croatia (52%), where a majority say people were smoking in these outdoor spaces. Conversely, those in Hungary (8%), Sweden (13%) and Finland (16%) are the least likely to answer this way.



Base: All respondents excluding those who had not visited outdoor spaces used by children or adolescents, N= 24,836







Overall, respondents in Cyprus and France are among the most likely to say they encountered people smoking tobacco products outdoor when visiting various public places in the last six months, while those in Hungary and Sweden are consistently among the least likely to say this.

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:

- The younger the respondents, the more likely they are to say that they encountered people smoking tobacco products at each of these outdoor locations or occasions the last time they went. For instance, more than two thirds (68%) of those aged between 15 and 24 say they came across people smoking at outdoor events, compared with only just over half (53%) 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 at each of these outdoor locations or occasions. For instance, seven in ten students say that people were smoking at outdoor events the last time they went, compared with just half of house persons (a person who manages a household, a housewife or househusband).
- 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, almost eight in ten (79%) smokers say this for outdoor terraces of drinking or eating establishments, compared with 68% of non-smokers.
- Those who say they have come across people smoking in bar or restaurants are also more likely to say this for each of these outdoor locations or occasions. For instance, eight in ten of these respondents answer this way for outdoor events, compared with 56% of those who have not encountered people smoking in bars or restaurants.

**QC14bT.1** Still thinking about your most recent experience in the last six months in (OUR COUNTRY), were people smoking tobacco products...







**On an outdoor terrace of a drinking or eating establishment (%)**

	Yes	No
EU27+UK	70	30
 <b>Gender</b>		
Man	72	28
Woman	69	31
 <b>Age</b>		
15-24	77	23
25-39	72	28
40-54	73	27
55 +	65	35
 <b>Education (End of)</b>		
15-	62	38
16-19	67	33
20+	74	26
Still studying	78	22
 <b>Socio-professional category</b>		
Self-employed	73	27
Managers	77	23
Other white collars	70	30
Manual workers	69	31
House persons	63	37
Unemployed	75	25
Retired	65	35
Students	79	21
 <b>Difficulties paying bills</b>		
Most of the time	74	26
From time to time	68	32
Almost never/ Never	71	29
 <b>Consider belonging to</b>		
The working class	69	31
The lower middle class	69	31
The middle class	70	30
The upper middle class	78	22
The upper class	74	26

Base: All respondents excluding those who had not visited an outdoor terrace in the last 6 months, N= 26,437

**QC14bT.2** Still thinking about your most recent experience in the last six months in (OUR COUNTRY), were people smoking tobacco products...







**At outdoor events (e.g. open-air concerts, sporting events) (%)**

	Yes	No
EU27+UK	60	40
 <b>Gender</b>		
Man	63	37
Woman	57	43
 <b>Age</b>		
15-24	68	32
25-39	63	37
40-54	62	38
55 +	53	47
 <b>Education (End of)</b>		
15-	48	52
16-19	57	43
20+	65	35
Still studying	69	31
 <b>Socio-professional category</b>		
Self-employed	64	36
Managers	65	35
Other white collars	60	40
Manual workers	60	40
House persons	50	50
Unemployed	65	35
Retired	52	48
Students	70	30
 <b>Difficulties paying bills</b>		
Most of the time	67	33
From time to time	59	41
Almost never/ Never	60	40
 <b>Consider belonging to</b>		
The working class	57	43
The lower middle class	59	41
The middle class	60	40
The upper middle class	68	32
The upper class	59	41

Base: All respondents excluding those who had not been to an outdoor event, N= 24,535

**QC14bT.3** Still thinking about your most recent experience in the last six months in (OUR COUNTRY), were people smoking tobacco products...

**In outdoor spaces intended for use by children or adolescents (e.g. nursery and school courtyard, playgrounds) (%)**

	Yes	No
EU27+UK	31	69
 <b>Gender</b>		
Man	32	68
Woman	30	70
 <b>Age</b>		
15-24	38	62
25-39	33	67
40-54	32	68
55 +	26	74
 <b>Education (End of)</b>		
15-	29	71
16-19	30	70
20+	31	69
Still studying	38	62
 <b>Socio-professional category</b>		
Self-employed	33	67
Managers	30	70
Other white collars	33	67
Manual workers	30	70
House persons	30	70
Unemployed	37	63
Retired	26	74
Students	39	61
 <b>Difficulties paying bills</b>		
Most of the time	38	62
From time to time	35	65
Almost never/ Never	29	71
 <b>Consider belonging to</b>		
The working class	29	71
The lower middle class	30	70
The middle class	31	69
The upper middle class	35	65
The upper class	32	68

Base: All respondents excluding those who had not visited outdoor spaces used by children or adolescents, N= 24,836

### 3 Exposure to e-cigarettes or heated tobacco products indoor

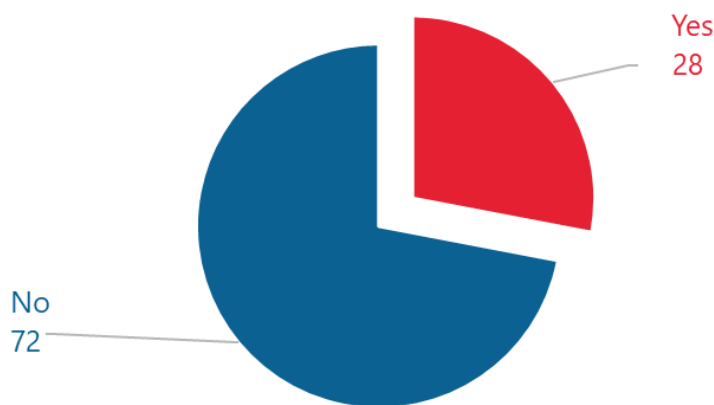
Lastly, respondents were asked whether, the last time they visited a drinking establishment, an eating establishment or another public place where people normally do not smoke in the last six months, people were using e-cigarettes or heated tobacco products *inside*<sup>74</sup>.

#### **More than one quarter say people were using e-cigarettes or heated tobacco products *inside* the last time they visited a bar in the last six months**

More than one quarter (28%) of respondents who visited a drinking establishment, such as a bar, in the last six months say that, the last time they did so, people were using e-cigarettes or heated tobacco products *inside*, while more than seven in ten (72%) say that nobody was using these products.

**QC14cT.1** The last time you visited the following places in the last six months in (OUR COUNTRY), were people using e-cigarettes or heated tobacco products inside?

**A drinking establishment such as a bar (% - EU27 + UK)**

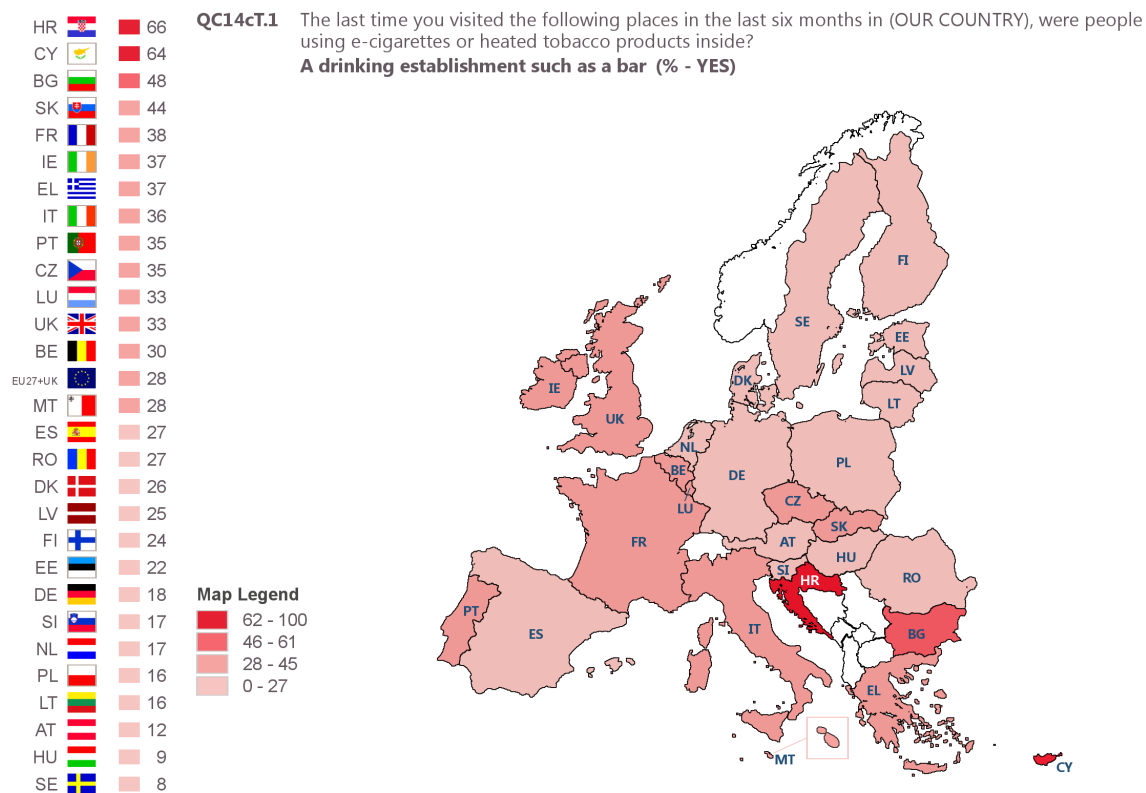


(Aug.-Sept. 2020)

Base: All respondents excluding those who had not visited a bar in the last 6 months, N= 25,231

<sup>74</sup> QC14cT. The last time you visited a drinking establishment such as a bar/an eating establishment such as a restaurant/another public space where people normally do not smoke (e.g. shopping malls, airports, concert halls) in the last six months in (OUR COUNTRY), were people using e-cigarettes or heated tobacco products inside? Yes; No.

The **country-level analysis** shows that, in 12 countries, at least one third of those who visited a drinking establishment, such as a bar, in the last six months say that, the last time they did so, people were using e-cigarettes or heated tobacco products *inside*. This proportion is particularly high in Croatia (66%) and Cyprus (64%), where around two thirds say this, followed by Bulgaria (48%). At the other end of the scale, 8% in Sweden, 9% in Hungary and 12% in Austria answer this way.



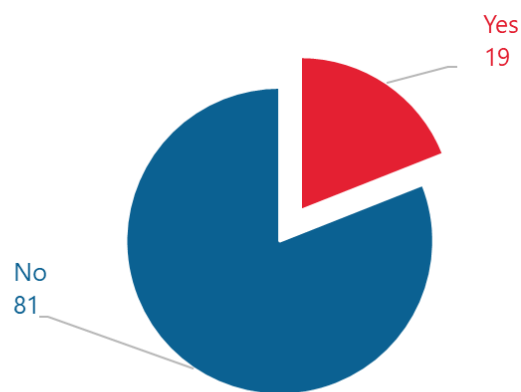
Base: All respondents excluding those who had not visited a bar in the last 6 months, N= 25,231

**Nearly two in ten have encountered people using e-cigarettes or heated tobacco products *inside* the last time they visited a restaurant in the last six months**

Close to two in ten (19%) respondents who visited an eating establishment, such as a restaurant, in the last six months say that, the last time they did so, people were using e-cigarettes or heated tobacco products *inside*, while around eight in ten (81%) say that nobody was using these products.

**QC14cT.2** The last time you visited the following places in the last six months in (OUR COUNTRY), were people using e-cigarettes or heated tobacco products inside?

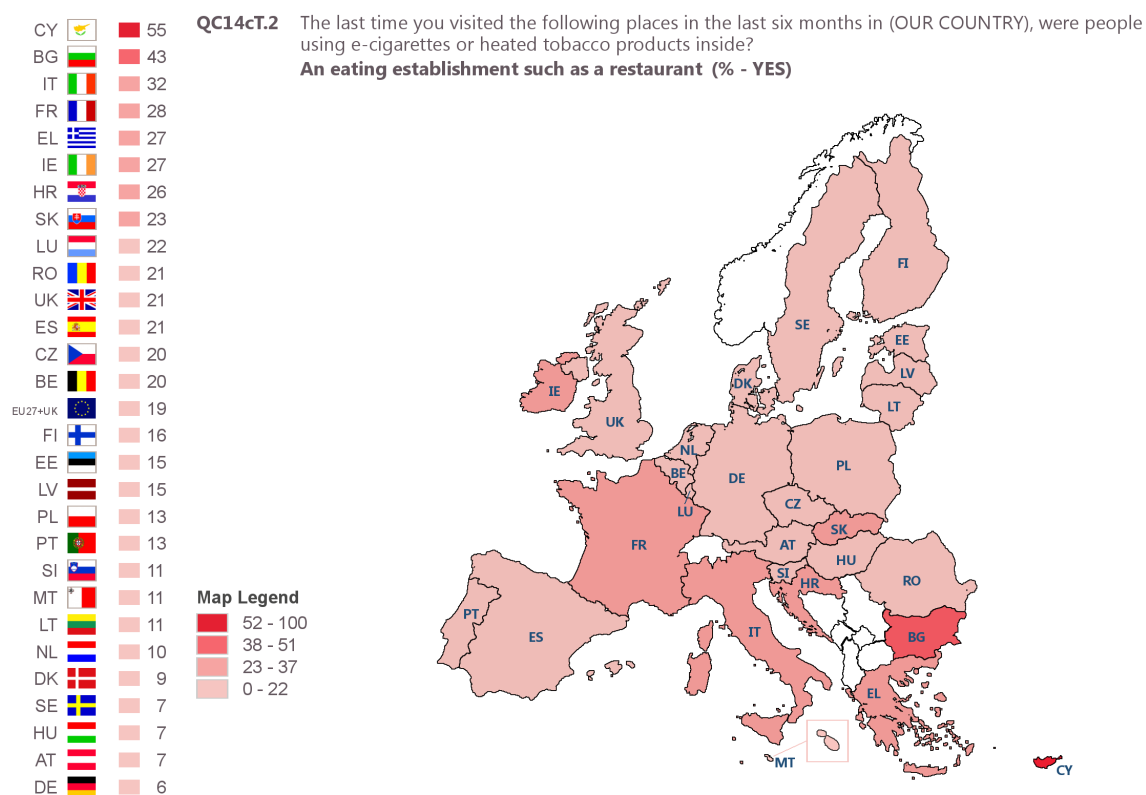
**An eating establishment such as a restaurant (% - EU27 + UK)**



(Aug.-Sept. 2020)

Base: All respondents excluding those who had not visited a restaurant in the last 6 months, N= 25,666

The **country-level analysis** illustrates that, in all countries, less than half have encountered people using e-cigarettes or heated tobacco products *inside* the last time they visited an eating establishment, such as a restaurant, in the last six months. The only exception is Cyprus, where 55% answer this way. Apart from Cyprus, the highest proportions saying this can be found in Bulgaria (43%), Italy (32%) and France (28%). Conversely, those in Germany (6%), and Austria, Hungary and Sweden (all 7%) are the least likely to answer this way.



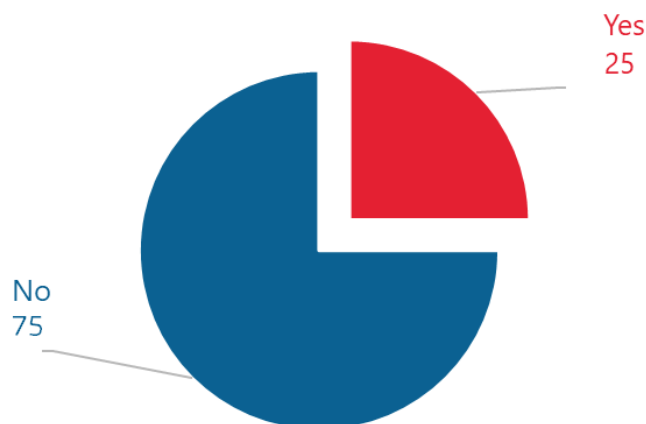
Base: All respondents excluding those who had not visited a restaurant in the last 6 months, N= 25,666

**One quarter say people were using e-cigarettes or heated tobacco products *inside* the last time they visited a public space where people normally do not smoke**

One quarter of respondents who, in the last six months, went to another 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 e-cigarettes or heated tobacco products *inside*. Conversely, three quarters of these respondents say people were not using these products.

**QC14cT.3** The last time you visited the following places in the last six months in (OUR COUNTRY), were people using e-cigarettes or heated tobacco products inside?

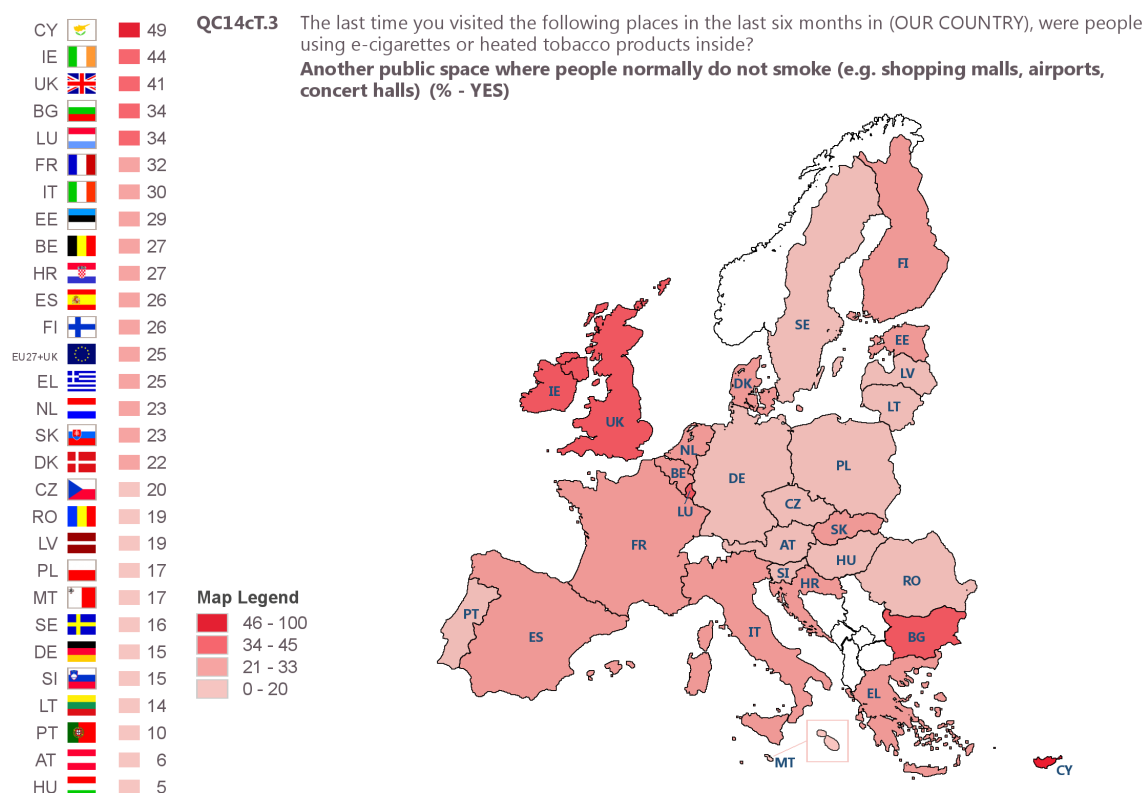
**Another public space where people normally do not smoke  
(e.g. shopping malls, airports, concert halls) (% - EU27 + UK)**



(Aug.-Sept. 2020)

Base: All respondents excluding those who had not visited a public space where people do not smoke in the last 6 months, N= 25,329

The **country-level analysis** highlights that, in 13 countries, at least one quarter of those who went to another 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 e-cigarettes or heated tobacco products *inside*. This proportion is especially high in Cyprus (49%), Ireland (44%) and the United Kingdom (41%), while the opposite is true in Hungary (5%), Austria (6%) and Portugal (10%).



Base: All respondents excluding those who had not visited a public space where people do not smoke in the last 6 months, N= 25,329

Overall, it can be observed that respondents in Cyprus and Bulgaria are consistently among the most likely to say that they encountered people using e-cigarettes or heated tobacco products *inside* the last time they visited a drinking or eating establishment or another public space in the last six months. On the contrary, those in Hungary, Austria and, to a lesser extent, Sweden, are among the least likely to say people were using these products inside.







The **socio-demographic analysis** shows the following among respondents who visited a drinking establishment such as a bar, an eating establishment such as a restaurant, or another public space where people normally do not smoke (e.g. shopping malls, airports, concert halls) in the last six months:

- Those aged 15 to 54 are more likely than the oldest respondents to say they came across people using e-cigarettes or heated tobacco products the last time they visited these places. For instance, at least three in ten (30-36%) of those aged 15-54 say this for bars, compared with two in ten of those aged 55 or more.
- Students and the self-employed are the most likely to have encountered people using e-cigarettes or heated tobacco products in each of these indoor spaces. For instance, 37% of students and 35% of the self-employed say this for bars, compared with 17% of the retired.
- Those who currently use e-cigarettes or heated tobacco products are more likely than those who do not use them to say people were using these products in each of the indoor spaces listed in the survey. For instance, more than four in ten (43%) of heated tobacco product users and around three in ten (31%) e-cigarette users say this for public spaces where people normally do not smoke (e.g. shopping malls, airports, concert halls), compared with one quarter of non-users.
- Those who have been exposed to tobacco smoke indoor (in bars or restaurants) or outdoor (on terraces, at outdoor events or outdoor spaces intended for use by children or adolescents) are more likely to say they encountered people using e-cigarettes or heated tobacco products in each of the indoor spaces listed in the survey. For instance, around two thirds (67%) of those who have encountered people smoking tobacco products in bars or restaurants say they have also come across people using e-cigarettes or heated tobacco products in bars, compared with just two in ten of those who haven't come across people smoking tobacco products in these places.

**QC14cT.1**

The last time you visited the following places in the last six months in (OUR COUNTRY), were people using e-cigarettes or heated tobacco products inside?







**A drinking establishment such as a bar (%)**

	Yes	No
EU27+UK	28	72
 <b>Gender</b>		
Man	30	70
Woman	26	74
 <b>Age</b>		
15-24	36	64
25-39	33	67
40-54	30	70
55 +	20	80
 <b>Education (End of)</b>		
15-	22	78
16-19	27	73
20+	28	72
Still studying	37	63
 <b>Socio-professional category</b>		
Self-employed	35	65
Managers	29	71
Other white collars	29	71
Manual workers	30	70
House persons	24	76
Unemployed	30	70
Retired	17	83
Students	37	63
 <b>Difficulties paying bills</b>		
Most of the time	38	62
From time to time	34	66
Almost never/ Never	25	75
 <b>Consider belonging to</b>		
The working class	25	75
The lower middle class	31	69
The middle class	28	72
The upper middle class	31	69
The upper class	27	73

Base: All respondents excluding those who had not visited a bar in the last 6 months, N= 25,231

**QC14cT.2** The last time you visited the following places in the last six months in (OUR COUNTRY), were people using e-cigarettes or heated tobacco products inside?







**An eating establishment such as a restaurant (%)**

	Yes	No
EU27+UK	19	81
 <b>Gender</b>		
Man	20	80
Woman	18	82
 <b>Age</b>		
15-24	23	77
25-39	24	76
40-54	21	79
55 +	12	88
 <b>Education (End of)</b>		
15-	14	86
16-19	18	82
20+	19	81
Still studying	24	76
 <b>Socio-professional category</b>		
Self-employed	24	76
Managers	20	80
Other white collars	21	79
Manual workers	20	80
House persons	19	81
Unemployed	22	78
Retired	10	90
Students	24	76
 <b>Difficulties paying bills</b>		
Most of the time	29	71
From time to time	25	75
Almost never/ Never	16	84
 <b>Consider belonging to</b>		
The working class	17	83
The lower middle class	20	80
The middle class	18	82
The upper middle class	23	77
The upper class	20	80

Base: All respondents excluding those who had not visited a restaurant in the last 6 months, N= 25,666

**QC14cT.3** The last time you visited the following places in the last six months in (OUR COUNTRY), were people using e-cigarettes or heated tobacco products inside?

**Another public space where people normally do not smoke (e.g. shopping malls, airports, concert halls) (%)**

	Yes	No
EU27+UK	25	75
 <b>Gender</b>		
Man	28	72
Woman	23	77
 <b>Age</b>		
15-24	30	70
25-39	29	71
40-54	27	73
55 +	20	80
 <b>Education (End of)</b>		
15-	19	81
16-19	25	75
20+	26	74
Still studying	31	69
 <b>Socio-professional category</b>		
Self-employed	33	67
Managers	28	72
Other white collars	26	74
Manual workers	25	75
House persons	22	78
Unemployed	27	73
Retired	19	81
Students	30	70
 <b>Difficulties paying bills</b>		
Most of the time	31	69
From time to time	28	72
Almost never/ Never	24	76
 <b>Consider belonging to</b>		
The working class	23	77
The lower middle class	26	74
The middle class	26	74
The upper middle class	29	71
The upper class	31	69

Base: All respondents excluding those who had not visited a public space where people do not smoke in the last 6 months, N= 25,329

## VI. AWARENESS OF AND EXPOSURE TO ADVERTISING OF E-CIGARETTES, ATTITUDES TOWARDS TOBACCO, E-CIGARETTES AND HEATED TOBACCO PRODUCTS POLICIES

The last section discusses Europeans' opinions about the effect of e-cigarettes and heated tobacco products on the health of their users, their awareness of and exposure to advertising of tobacco, e-cigarettes and heated tobacco products, and their attitudes towards a series of policies to control the use of tobacco, e-cigarettes and heated tobacco products.

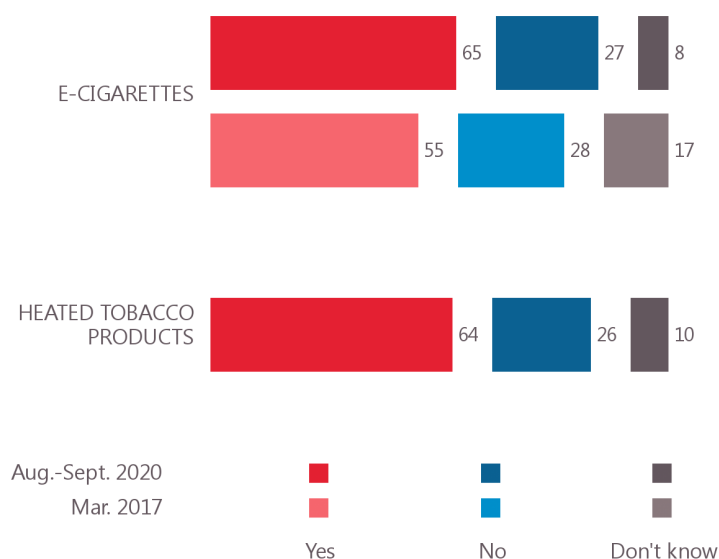
### 1 The effect of e-cigarettes and heated tobacco products on health

#### Nearly two thirds think e-cigarettes and heated tobacco products are harmful to the health of their users

Respondents were asked for their opinions on whether e-cigarettes and heated tobacco products are harmful to the health of their users<sup>75</sup>. Nearly two thirds of respondents think e-cigarettes (65%) and heated tobacco products (64%) are harmful to the health of those who use them. In both cases, more than a quarter say these products are not harmful (27% and 26%, respectively), while one in ten or less (8% and 10%, respectively) say they don't know.

Compared to 2017, the proportion who say e-cigarettes are harmful to the health of their users has increased by ten percentage points. The question regarding heated tobacco products has been introduced in the current survey, therefore no comparison is possible.

**QC8** In recent years e-cigarettes and heated tobacco products have been increasingly marketed in Europe. Do you think that they are harmful or not to the health of those who use them?  
(% - EU27 + UK)

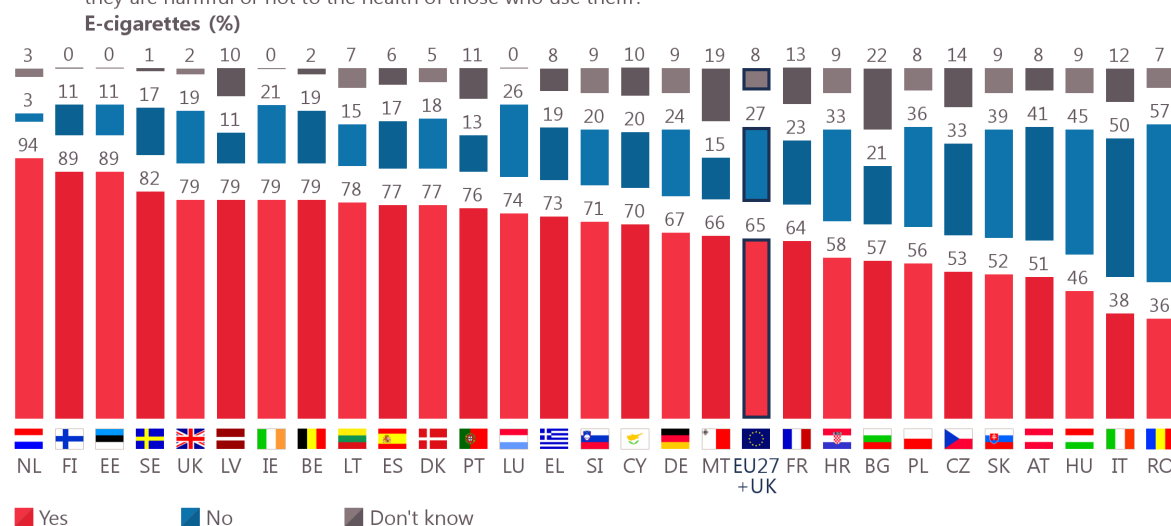


Base: All respondents, N= 28,300

<sup>75</sup> QC8.1-2. In recent years e-cigarettes and heated tobacco products have been increasingly marketed in Europe. Do you think that they are harmful or not to the health of those who use them? E-cigarettes; Heated tobacco products. Yes; No; DK.

The **country-level analysis** illustrates differences across countries in the respondents' opinions concerning the possible negative impact of e-cigarettes and heated tobacco products on their users' health. A majority in 25 countries think that e-cigarettes are harmful to the health of those who use them, with more than three quarters saying this in 12 countries. Close to nine in ten or more think this in the Netherlands (94%), and Estonia and Finland (both 89%). At the other end of the scale, Romania (36%), Italy (38%) and Hungary (46%) are the only countries where only a minority say e-cigarettes are harmful. More than two in ten in Bulgaria (22%) and 19% in Malta say they don't know.

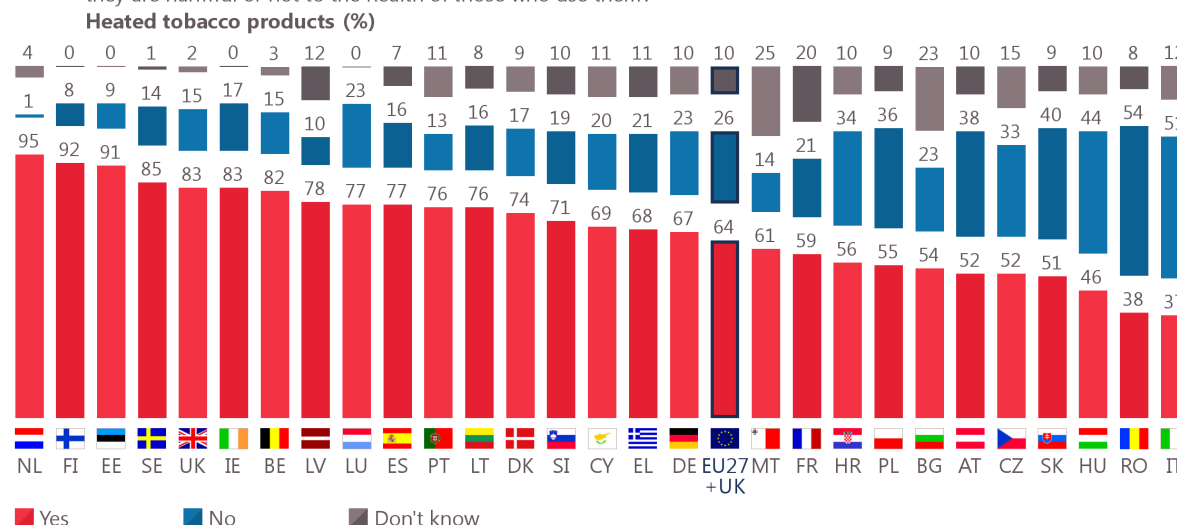
**QC8.1** In recent years e-cigarettes and heated tobacco products have been increasingly marketed in Europe. Do you think that they are harmful or not to the health of those who use them?



Base: All respondents, N= 28,300

Very similar patterns can be observed when it comes to heated tobacco products. Once again, a majority in 25 countries believe these products are harmful to the health of their users. In addition, similarly to the results for e-cigarettes, proportions range from more than nine in ten in the Netherlands (95%), Finland (92%) and Estonia (91%), to less than half in Italy (37%), Romania (38%) and Hungary (46%). At least two in ten in Malta (25%), Bulgaria (23%) and France (20%) say they don't know.

**QC8.2** In recent years e-cigarettes and heated tobacco products have been increasingly marketed in Europe. Do you think that they are harmful or not to the health of those who use them?
































Base: All respondents, N= 28,300

In 18 countries, the proportion of those who believe that e-cigarettes are harmful to the health of those who use them has increased since March 2017. The largest increases are observed in the United Kingdom (+29 percentage points), Ireland (+20 pp) and Portugal (+18 pp). At the other end of the spectrum, this share of respondents has decreased by 12 percentage points in Romania, by six percentage points in Cyprus and by three percentage points in Czechia and Hungary.

**QC8.1** In recent years e-cigarettes and heated tobacco products have been increasingly marketed in Europe. Do you think that they are harmful or not to the health of those who use them?

#### E-cigarettes (%)

		Yes	Diff. August/September 2020 - March 2017	No	Diff. August/September 2020 - March 2017	Don't know
EU27+UK		65	▲ 10	27	▼ 1	8
UK		79	▲ 29	19	▼ 10	2
IE		79	▲ 20	21	▼ 6	0
PT		76	▲ 18	13	▼ 13	11
BE		79	▲ 17	19	▼ 15	2
ES		77	▲ 17	17	▼ 2	6
SE		82	▲ 17	17	▲ 3	1
EE		89	▲ 14	11	=	0
DE		67	▲ 13	24	▼ 8	9
BG		57	▲ 12	21	▲ 5	22
NL		94	▲ 9	3	▼ 4	3
EL		73	▲ 8	19	=	8
FI		89	▲ 8	11	=	0
HR		58	▲ 7	33	▲ 1	9
SI		71	▲ 6	20	▼ 2	9
IT		38	▲ 4	50	▲ 4	12
AT		51	▲ 4	41	▲ 1	8
SK		52	▲ 4	39	▲ 3	9
FR		64	▲ 2	23	▲ 2	13
PL		56	=	36	▲ 8	8
LV		79	▼ 1	11	=	10
MT		66	▼ 1	15	▼ 5	19
DK		77	▼ 2	18	▲ 5	5
LT		78	▼ 2	15	▲ 4	7
LU		74	▼ 2	26	▲ 14	0
CZ		53	▼ 3	33	▲ 3	14
HU		46	▼ 3	45	▲ 6	9
CY		70	▼ 6	20	▲ 9	10
RO		36	▼ 12	57	▲ 20	7







Base: All respondents, N= 28,300

The **socio-demographic analysis** shows that a majority in most of the categories think that e-cigarettes and heated tobacco products are harmful to the health of their users. However, the following differences can still be observed:

- The longer respondents remained in full-time education, the more likely they are to think e-cigarettes and heated tobacco products are harmful to the health of their users. For instance, around seven in ten (71%) of those who ended education aged 20 or more say this for heated tobacco products, compared with 56% of those who finished aged 15 or less.
- Managers are the most likely to consider heated tobacco products (72%) and e-cigarettes (71%) as harmful, in each case followed by students (70% and 68%, respectively).
- While a majority (56%) of current heated tobacco product users think these products are harmful to their health, only a minority (44%) of e-cigarette users believe e-cigarettes are harmful.

**QC8.1** In recent years e-cigarettes and heated tobacco products have been increasingly marketed in Europe. Do you think that they are harmful or not to the health of those who use them?







**E-cigarettes (%)**

	Yes	No	Don't know
EU27+UK	65	27	8
 <b>Gender</b>			
Man	64	28	8
Woman	65	27	8
 <b>Age</b>			
15-24	66	27	7
25-39	64	29	7
40-54	67	26	7
55 +	63	27	10
 <b>Education (End of)</b>			
15-	57	32	11
16-19	61	30	9
20+	70	24	6
Still studying	67	26	7
 <b>Socio-professional category</b>			
Self-employed	63	31	6
Managers	71	22	7
Other white collars	66	27	7
Manual workers	62	31	7
House persons	61	30	9
Unemployed	63	31	6
Retired	63	26	11
Students	68	25	7
 <b>Difficulties paying bills</b>			
Most of the time	61	30	9
From time to time	55	37	8
Almost never/ Never	68	24	8
 <b>Consider belonging to</b>			
The working class	64	27	9
The lower middle class	63	29	8
The middle class	63	29	8
The upper middle class	76	19	5
The upper class	71	19	10

Base: All respondents, N= 28,300

**QC8.2** In recent years e-cigarettes and heated tobacco products have been increasingly marketed in Europe. Do you think that they are harmful or not to the health of those who use them?

**Heated tobacco products (%)**

	Yes	No	Don't know
EU27+UK	64	26	10
 <b>Gender</b>			
Man	65	26	9
Woman	64	26	10
 <b>Age</b>			
15-24	68	24	8
25-39	64	28	8
40-54	67	25	8
55 +	62	26	12
 <b>Education (End of)</b>			
15-	56	31	13
16-19	60	29	11
20+	71	22	7
Still studying	69	22	9
 <b>Socio-professional category</b>			
Self-employed	64	28	8
Managers	72	20	8
Other white collars	65	27	8
Manual workers	62	29	9
House persons	60	30	10
Unemployed	63	27	10
Retired	62	25	13
Students	70	22	8
 <b>Difficulties paying bills</b>			
Most of the time	61	29	10
From time to time	54	36	10
Almost never/ Never	68	23	9
 <b>Consider belonging to</b>			
The working class	63	26	11
The lower middle class	62	28	10
The middle class	64	27	9
The upper middle class	76	19	5
The upper class	74	17	9

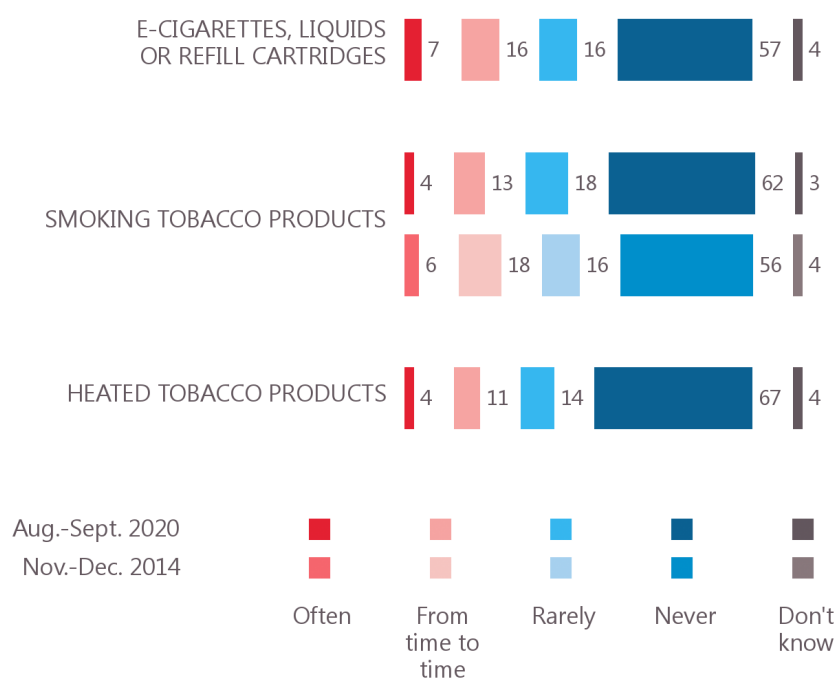
Base: All respondents, N= 28,300

## 2 Advertisements and promotions for tobacco, e-cigarettes and similar devices, and heated tobacco products

Respondents were asked for their opinions about whether<sup>76</sup> and where<sup>77 78</sup> they encountered advertising and promotion for smoking tobacco products, e-cigarettes and heated tobacco products.

Overall, around four in ten (39%) have seen advertisements or promotions for e-cigarettes, liquids or refill cartridges and more than one third have seen them for smoking tobacco products, while slightly less than three in ten (29%) have seen ads for heated tobacco products. However, majorities of respondents have never seen advertisements or promotions for these products in the past 12 months.

**QC18** In the past 12 months, have you seen advertisements or promotions for the following products in (OUR COUNTRY)?  
(% - EU27 + UK)



Base: All respondents, N= 28,300

<sup>76</sup> QC18.1-3. In the past 12 months, have you seen advertisements or promotions for the following products in (OUR COUNTRY)? Smoking tobacco products; E-cigarettes, liquids or refill cartridges; Heated tobacco products. Often; From time to time; Rarely; Never; DK.

<sup>77</sup> QC19. Where have you seen, read or heard advertisements or promotions of smoking tobacco products? In newspapers or magazines; On online social networks or blogs; On retailers' websites; On other websites; Through mobile phone applications; On billboards, posters or other types of advertising in public spaces; At sales points (retail locations like shops or vending machines); In or around cafes or bars; Through tobacco appearing in TV shows or movies, including streaming services; At events sponsored or organised by tobacco companies; Through sales of other non-tobacco products; Through free distribution of tobacco product samples; Through distribution of promotional items by tobacco companies; In railway stations or airports, or in inflight magazines; In cinemas; Other (SPONTANEOUS); DK.

<sup>78</sup> QC20abc. Where have you seen, read or heard advertisements or promotions for electronic cigarettes, e-liquids or refill cartridges/ heated tobacco products/ electronic cigarettes, e-liquids or heated tobacco products? In newspapers or magazines; On online social networks or blogs; On retailers' websites; On other websites; Through mobile phone applications; On billboards, posters or other types of advertising in public spaces; At sales points (retail locations like shops or vending machines); In or around cafes or bars; Through e-cigarettes or heated tobacco products appearing in TV shows or movies, including streaming services; At events sponsored or organised by tobacco or e-cigarettes companies; Through sales of other products; Through free distribution of e-cigarettes or heated tobacco product samples; Through distribution of promotional items by tobacco and e-cigarette companies; In railway stations or airports, or in inflight magazines; In cinemas; Other (SPONTANEOUS); DK.

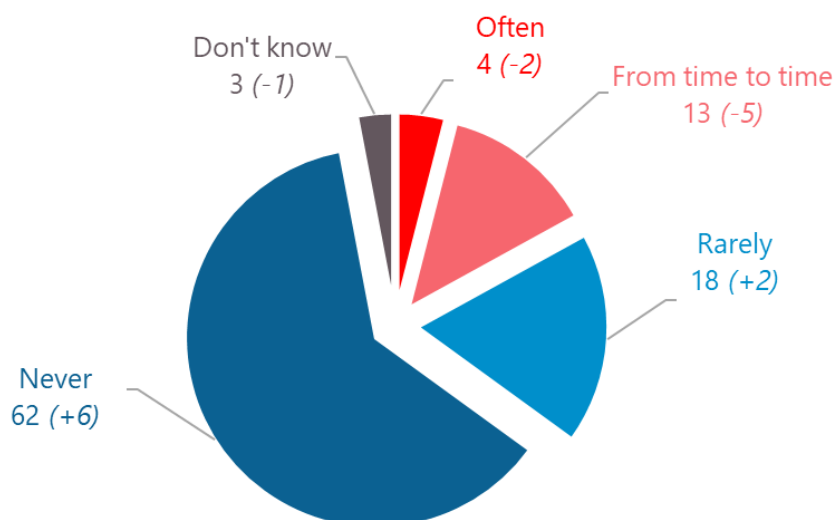
### More than one third have seen advertisements or promotions for smoking tobacco products in the past 12 months

The majority of respondents (62%) have never seen advertising or promotions for smoking tobacco products in the last twelve months, while more than one third (35%) say they have. Among these respondents, the largest share (18%) say they have only rarely encountered advertising for smoking tobacco products and a further 13% say they have done so from time to time. Less than one in twenty (4%) say they have often seen advertising or promotions.

The proportion of respondents who have seen advertising or promotions for smoking tobacco products in the last twelve months has decreased by five percentage points since this question was last asked in 2014. In particular, the proportions saying they have seen them often (-2 pp) or from time to time (-5 pp) have declined, while the share of respondents who have rarely seen these advertisements has slightly increased (+2 pp).

**QC18.1** In the past 12 months, have you seen advertisements or promotions for the following products in (OUR COUNTRY)?

**Smoking tobacco products (% - EU27+UK)**



(Aug.-Sept. 2020 - Nov.-Dec 2014)

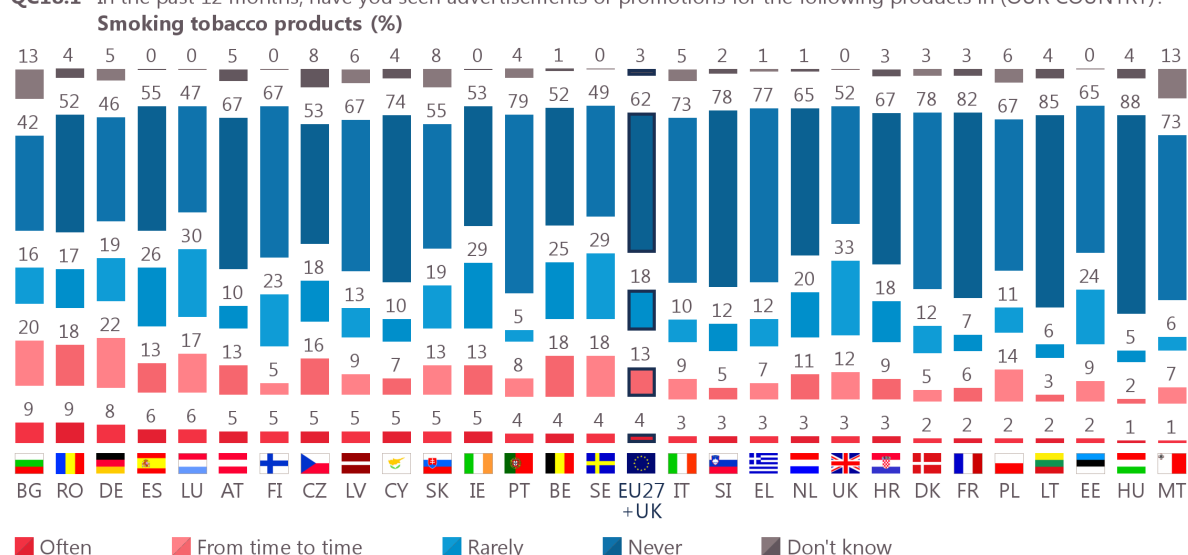
Base: All respondents, N= 28,300

The **country-level analysis** shows that, in 14 countries, at least one third have seen advertising or promotions for smoking tobacco products in the last twelve months. This proportion reaches more than half in Luxembourg (53%) and Sweden (51%) and close to half in Germany (49%). At the opposite end of the scale, only 8% in Hungary, 11% in Lithuania and 14% in Malta answer this way.

In all countries, less than one in ten say they have *often* seen these advertisements, with the highest proportions observed in Bulgaria, Romania (both 9%) and Germany (8%).

The majority in 24 countries have never seen such advertisements and promotions, with the highest shares of respondents saying this observed in Hungary (88%), Lithuania (85%) and France (82%). Conversely, the only countries where less than half say they have never seen such advertisements or promotions are Bulgaria (42%), Germany (46%), Luxembourg (47%) and Sweden (49%).

**QC18.1** In the past 12 months, have you seen advertisements or promotions for the following products in (OUR COUNTRY)?



Base: All respondents, N= 28,300

The proportion of respondents who say they have seen advertising or promotions for smoking tobacco products in the last twelve months has decreased by more than ten percentage points in 14 countries, with the largest drops observed in Lithuania (-28 pp), Austria (-23 pp), and Denmark and Poland (both -17 pp). Conversely this proportion has increased by more than ten percentage points in five countries: Spain (+22 pp), Luxembourg (+20 pp), Ireland (+15 pp), the United Kingdom (+14 pp) and Finland (+11 pp). However, there have not been substantial changes in the share of those who have seen these advertisements often, as the evolutions do not exceed five percentage points. The only exceptions are represented by the declines in this proportion in Sweden (-7 pp), and Bulgaria and Czechia (-6 pp).

**QC18.1** In the past 12 months, have you seen advertisements or promotions for the following products in (OUR COUNTRY)?

Smoking tobacco products (%)

		Often		From time to time		Rarely		Never		Don't know
		Diff. August/September 2020 - November/December 2014		Diff. August/September 2020 - November/December 2014		Diff. August/September 2020 - November/December 2014		Diff. August/September 2020 - November/December 2014		
EU27+UK		4	▼ 2	13	▼ 5	18	▲ 2	62	▲ 6	3
BE		4	▼ 1	18	▲ 2	25	▲ 5	52	▼ 5	1
BG		9	▼ 6	20	▼ 11	16	▲ 1	42	▲ 10	13
CZ		5	▼ 6	16	▼ 1	18	▼ 2	53	▲ 8	8
DK		2	▼ 2	5	▼ 6	12	▼ 9	78	▲ 20	3
DE		8	▼ 1	22	▼ 6	19	▼ 2	46	▲ 10	5
EE		2	▼ 4	9	▼ 5	24	▲ 10	65	▲ 12	0
IE		5	=	13	▼ 1	29	▲ 16	53	▼ 11	0
EL		3	▼ 1	7	▼ 6	12	▼ 2	77	▲ 8	1
ES		6	▲ 3	13	▲ 2	26	▲ 17	55	▼ 21	0
FR		2	▼ 2	6	▼ 7	7	▼ 3	82	▲ 12	3
HR		3	▼ 1	9	▼ 3	18	▲ 3	67	▲ 2	3
IT		3	▲ 2	9	▼ 10	10	▼ 6	73	▲ 12	5
CY		5	▲ 2	7	▼ 1	10	=	74	▼ 4	4
LV		5	▼ 1	9	▼ 5	13	▼ 2	67	▲ 6	6
LT		2	▼ 5	3	▼ 15	6	▼ 8	85	▲ 28	4
LU		6	▲ 2	17	▲ 6	30	▲ 12	47	▼ 17	0
HU		1	▼ 1	2	▼ 6	5	▼ 8	88	▲ 14	4
MT		1	▼ 1	7	▼ 5	6	▼ 7	73	▲ 4	13
NL		3	▼ 4	11	▼ 11	20	▲ 2	65	▲ 15	1
AT		5	▼ 5	13	▼ 10	10	▼ 8	67	▲ 26	5
PL		2	▼ 5	14	▼ 4	11	▼ 8	67	▲ 21	6
PT		4	▲ 1	8	▼ 5	5	▼ 12	79	▲ 13	4
RO		9	▼ 3	18	▼ 4	17	▼ 6	52	▲ 14	4
SI		3	▼ 1	5	▼ 5	12	▼ 6	78	▲ 16	2
SK		5	▼ 1	13	=	19	=	55	=	8
FI		5	▲ 4	5	▼ 2	23	▲ 9	67	▼ 10	0
SE		4	▼ 7	18	▼ 10	29	▲ 6	49	▲ 16	0
UK		3	▼ 3	12	▼ 4	33	▲ 21	52	▼ 9	0

Base: All respondents, N= 28,300

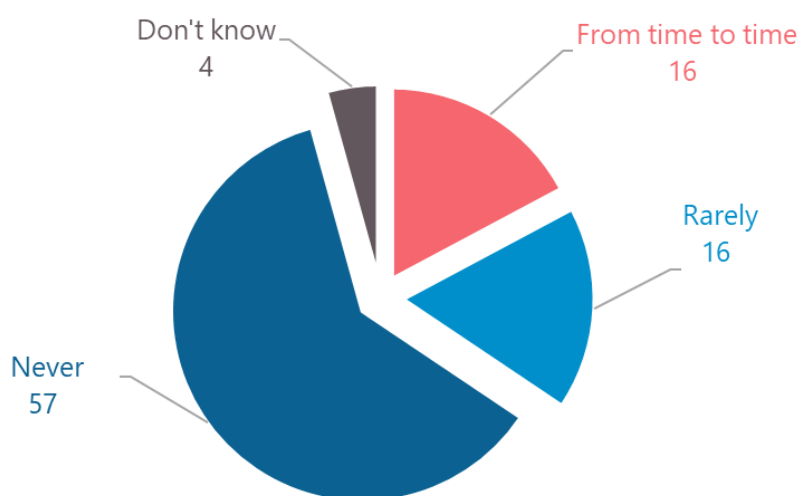
**Around four in ten have seen advertisements or promotions for e-cigarettes, liquids or refill cartridges in the past 12 months**

The majority of respondents (57%) have never seen advertisements or promotions for e-cigarettes, liquids or refill cartridges in the past 12 months. Conversely, nearly four in ten (39%) have seen such advertisements, with 16% saying they have seen them rarely or from time to time. Only 7% say they have encountered them often.

Although in 2014 and 2017 this question was worded slightly differently and a direct comparison is not possible<sup>79</sup>, it can still be observed that the proportion saying they had seen advertisements on electronic cigarettes or similar devices was much higher (44% in 2017 and 49% in 2014).

**QC18.2** In the past 12 months, have you seen advertisements or promotions for the following products in (OUR COUNTRY)?

**E-cigarettes, liquids or refill cartridges (% - EU27+UK)**



(Aug.-Sept. 2020)

Base: All respondents, N= 28,300

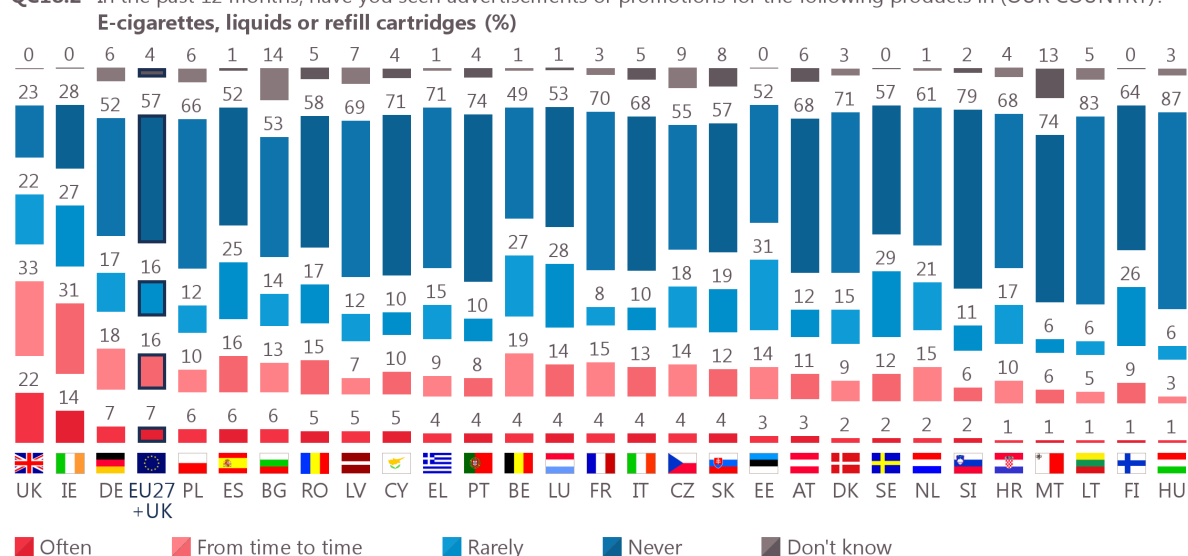
<sup>79</sup> The question asked about 'advertisements or promotions for electronic cigarettes or any similar devices (e.g. e-shisha, e-pipe)'.

At **country level**, in 22 countries, at least one quarter say they have seen advertisements or promotions for e-cigarettes, liquids or refill cartridges in the past 12 months. The United Kingdom (77%) and Ireland (72%) stand out with particularly high proportions saying this, followed by Belgium (50%). At the other end of the spectrum, respondents in Hungary (10%), Lithuania (12%) and Malta (13%) are the least likely to have seen advertisements for this type of products.

In 26 countries, less than one in ten say they have *often* come across these advertisements. Once again, the United Kingdom and Ireland are the exceptions with respectively 22% and 14% of respondents answering this way.

Lastly, in 25 countries, the majority have never seen advertisements and promotions for e-cigarettes, liquids or refill cartridges, with the highest shares of respondents saying this observed in Hungary (87%), Lithuania (83%) and Slovenia (79%). Conversely, the United Kingdom (23%), Ireland (28%) and Belgium (49%) are the only countries where less than half have never seen such advertisements and promotions.

**QC18.2** In the past 12 months, have you seen advertisements or promotions for the following products in (OUR COUNTRY)?



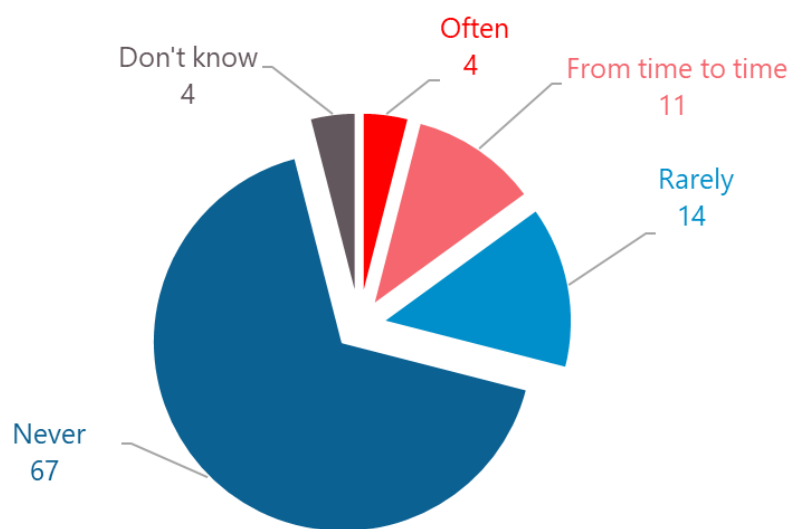
Base: All respondents, N= 28,300

### Close to three in ten have seen advertisements or promotions for heated tobacco products in the past 12 months

Around two thirds (67%) of respondents say they have never seen advertisements or promotions for heated tobacco products in the past 12 months. Close to three in ten (29%) have encountered such advertisements, with 14% saying they have rarely seen them and 11% saying they have seen them from time to time. Only 4% say they have seen advertisements for this type of products often. Only 4% say they have seen advertisements for this type of products often.

**QC18.3** In the past 12 months, have you seen advertisements or promotions for the following products in (OUR COUNTRY)?

**Heated tobacco products (% - EU27+UK)**



(Aug.-Sept. 2020)

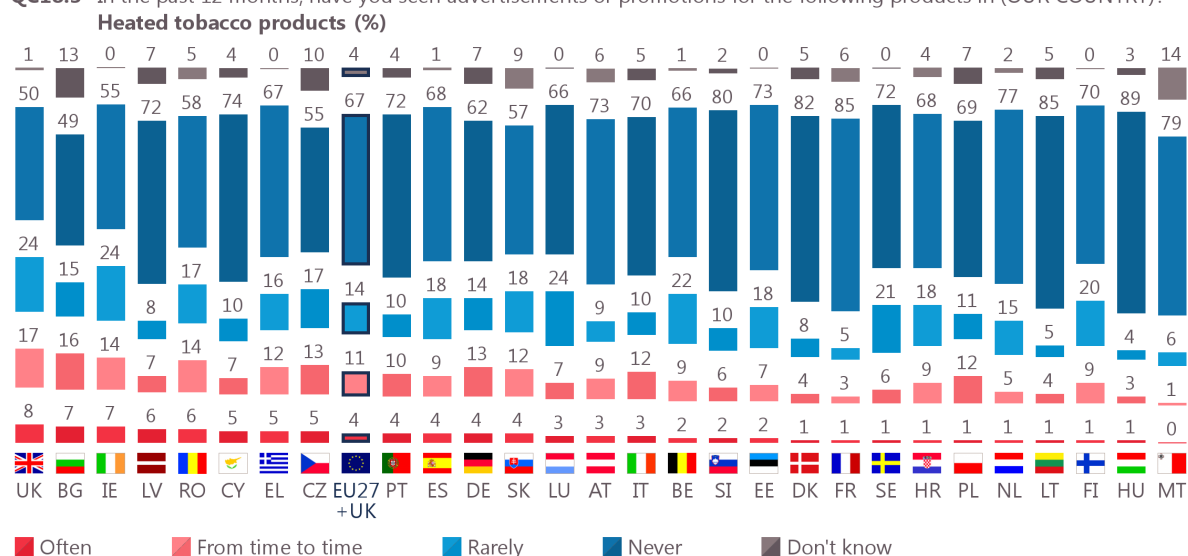
Base: All respondents, N= 28,300

The **country-level analysis** shows that, in 16 countries, at least one quarter have seen advertisements or promotions for heated tobacco products in the past 12 months. Once again, the United Kingdom (49%) and Ireland (45%) stand out with particularly high proportions answering this way, followed by Bulgaria (38%). Conversely, less than one in ten say they have seen such advertisements in Malta (7%), Hungary (8%) and France (9%).

In all countries, less than one in ten say they have often come across advertisements or promotions for heated tobacco products, with the highest proportions observed in the United Kingdom (8%), and Ireland and Bulgaria (both 7%).

A majority in 26 countries say they have never seen such advertisements or promotions. The highest shares of respondents answering this way can be found in Hungary (89%), and Lithuania and France (both 85%). The only country where less than half say they have never seen these advertisements is Bulgaria (49%). Half of the respondents say this in the United Kingdom and 55% in Czechia and Ireland.

**QC18.3** In the past 12 months, have you seen advertisements or promotions for the following products in (OUR COUNTRY)?









Base: All respondents, N= 28,300

The **socio-demographic analysis** illustrates similar patterns in terms of exposure to advertisements or promotions for smoking tobacco products, e-cigarettes liquids or refill cartridges, and heated tobacco products:

- Men are more likely than women to have seen advertisements or promotions for each of these types of products in the past 12 months. For instance, more than four in ten (43%) men have seen such advertisements for e-cigarettes liquids or refill cartridges, compared with 36% of women.
- Respondents aged 15-54 are more likely than older respondents to have seen such advertisements for each of the products tested in the survey. In particular, more than three in ten (31-35%) of those aged 15-54 have seen advertisements or promotions for heated tobacco products, compared with only two in ten of those aged 55 or more.
- Respondents who left full-time education aged 15 or less are the least likely to have come across these advertisements. For instance, only around one quarter (24%) say this for e-cigarettes, compared with 38-44% of those who finished education aged 16 or more.
- The self-employed and managers are among the most likely to have seen advertisements or promotions for each of these types of products. This is especially the case for e-cigarettes: 49% of the self-employed and managers have seen advertisements for this product in the last 12 months, compared with 28% of the retired and 33% of house persons.
- Those living in large towns are more likely than those living in rural villages to have encountered such advertisements or promotions. For instance, 45% of those living in large towns say they have seen advertisements for e-cigarettes, compared with 35% of those living in rural villages.
- Current smokers are somewhat more likely than non-smokers to have seen advertisements for each of these products. This is particularly the case for heated tobacco products, with 35% of smokers saying they have seen advertisements, compared with 27% of non-smokers.
- Similarly, current e-cigarette or heated tobacco product users are generally more likely to have seen such advertisements than non-users. For instance, 61% of heated tobacco product users and 41% of e-cigarette users say this for heated tobacco products, compared with 28% of non-users. The only exception is for smoking tobacco products, with e-cigarette users (36%) almost as likely as non-users (35%) to have seen such advertisements.

**QC18.1** In the past 12 months, have you seen advertisements or promotions for the following products in (OUR COUNTRY)?







**Smoking tobacco products (%)**

	Often	From time to time	Rarely	Never	Don't know
EU27+UK	4	13	18	62	3
 <b>Gender</b>					
Man	5	14	19	59	3
Woman	4	11	16	65	4
 <b>Age</b>					
15-24	7	16	17	57	3
25-39	5	15	18	60	2
40-54	5	14	19	59	3
55 +	3	10	16	67	4
 <b>Education (End of)</b>					
15-	2	8	13	74	3
16-19	4	13	17	62	4
20+	4	14	19	60	3
Still studying	6	14	19	57	4
 <b>Socio-professional category</b>					
Self-employed	6	15	20	56	3
Managers	4	17	19	57	3
Other white collars	4	14	18	61	3
Manual workers	5	14	16	61	4
House persons	3	12	16	66	3
Unemployed	5	13	18	61	3
Retired	3	8	16	69	4
Students	6	14	18	58	4
 <b>Difficulties paying bills</b>					
Most of the time	5	11	17	64	3
From time to time	5	13	16	63	3
Almost never/ Never	4	13	18	61	4
 <b>Consider belonging to</b>					
The working class	4	10	16	66	4
The lower middle class	4	13	18	62	3
The middle class	4	14	17	62	3
The upper middle class	5	16	22	54	3
The upper class	4	12	21	58	5

Base: All respondents, N= 28,300

**QC18.2** In the past 12 months, have you seen advertisements or promotions for the following products in (OUR COUNTRY)?







**E-cigarettes, liquids or refill cartridges (%)**

	Often	From time to time	Rarely	Never	Don't know
EU27+UK	7	16	16	57	4
 <b>Gender</b>					
Man	7	18	18	54	3
Woman	6	15	15	60	4
 <b>Age</b>					
15-24	7	23	16	51	3
25-39	10	18	18	51	3
40-54	8	18	17	54	3
55 +	5	12	15	64	4
 <b>Education (End of)</b>					
15-	4	9	11	72	4
16-19	7	16	15	58	4
20+	7	18	19	53	3
Still studying	7	21	17	51	4
 <b>Socio-professional category</b>					
Self-employed	10	20	19	48	3
Managers	10	21	18	47	4
Other white collars	6	18	19	54	3
Manual workers	8	16	16	56	4
House persons	6	16	11	63	4
Unemployed	8	18	17	54	3
Retired	3	11	14	68	4
Students	7	21	16	52	4
 <b>Difficulties paying bills</b>					
Most of the time	8	15	15	58	4
From time to time	7	16	15	59	3
Almost never/ Never	7	17	17	56	3
 <b>Consider belonging to</b>					
The working class	7	15	15	59	4
The lower middle class	7	16	16	58	3
The middle class	6	17	17	57	3
The upper middle class	10	20	19	47	4
The upper class	3	16	19	55	7

Base: All respondents, N= 28,300

**QC18.3** In the past 12 months, have you seen advertisements or promotions for the following products in (OUR COUNTRY)?

**Heated tobacco products (%)**

	Often	From time to time	Rarely	Never	Don't know
EU27+UK	4	11	14	67	4
 <b>Gender</b>					
Man	4	12	15	65	4
Woman	3	9	13	70	5
 <b>Age</b>					
15-24	4	14	15	63	4
25-39	5	13	17	61	4
40-54	4	12	15	65	4
55 +	2	7	11	75	5
 <b>Education (End of)</b>					
15-	2	6	8	79	5
16-19	3	12	14	66	5
20+	4	11	15	66	4
Still studying	5	12	16	63	4
 <b>Socio-professional category</b>					
Self-employed	6	14	17	59	4
Managers	6	12	17	61	4
Other white collars	4	14	16	63	3
Manual workers	3	12	15	65	5
House persons	3	10	10	71	6
Unemployed	4	10	16	67	3
Retired	2	5	10	78	5
Students	5	13	14	64	4
 <b>Difficulties paying bills</b>					
Most of the time	5	9	15	66	5
From time to time	4	12	15	65	4
Almost never/ Never	3	10	14	68	5
 <b>Consider belonging to</b>					
The working class	3	10	13	69	5
The lower middle class	4	11	14	67	4
The middle class	3	11	14	68	4
The upper middle class	5	14	17	60	4
The upper class	3	11	19	61	6

Base: All respondents, N= 28,300

### **Sales points are the most common areas where advertisements or promotions of smoking tobacco products, e-cigarettes and heated tobacco products are viewed**

More than four in ten (46%) of respondents who have seen advertisements or promotions for smoking tobacco products in the last 12 months say they have seen them **at sales points (retail locations like shops or vending machines)**<sup>80</sup>. Three in ten have seen them **on billboards, posters or other types of advertising in public spaces**, while two in ten mention **newspapers or magazines**.

Less than two in ten have seen these ads **on online social networks or blogs** (18%), or **in or around cafes or bars** (16%). More than one in ten say they have encountered them on **websites other than the retailers' websites**, through **tobacco appearing in TV shows or movies, including streaming services**, or in **railway stations or airports, or in inflight magazines** (all 13%).

Finally, less than one in ten cite **retailers' websites** and **events sponsored or organised by tobacco companies** (both 9%), **sales of other non-tobacco products** and **mobile phone applications** (both 7%), **distribution of promotional items by tobacco companies** and **free distribution of tobacco product samples** (both 5%), and **cinemas** (3%).

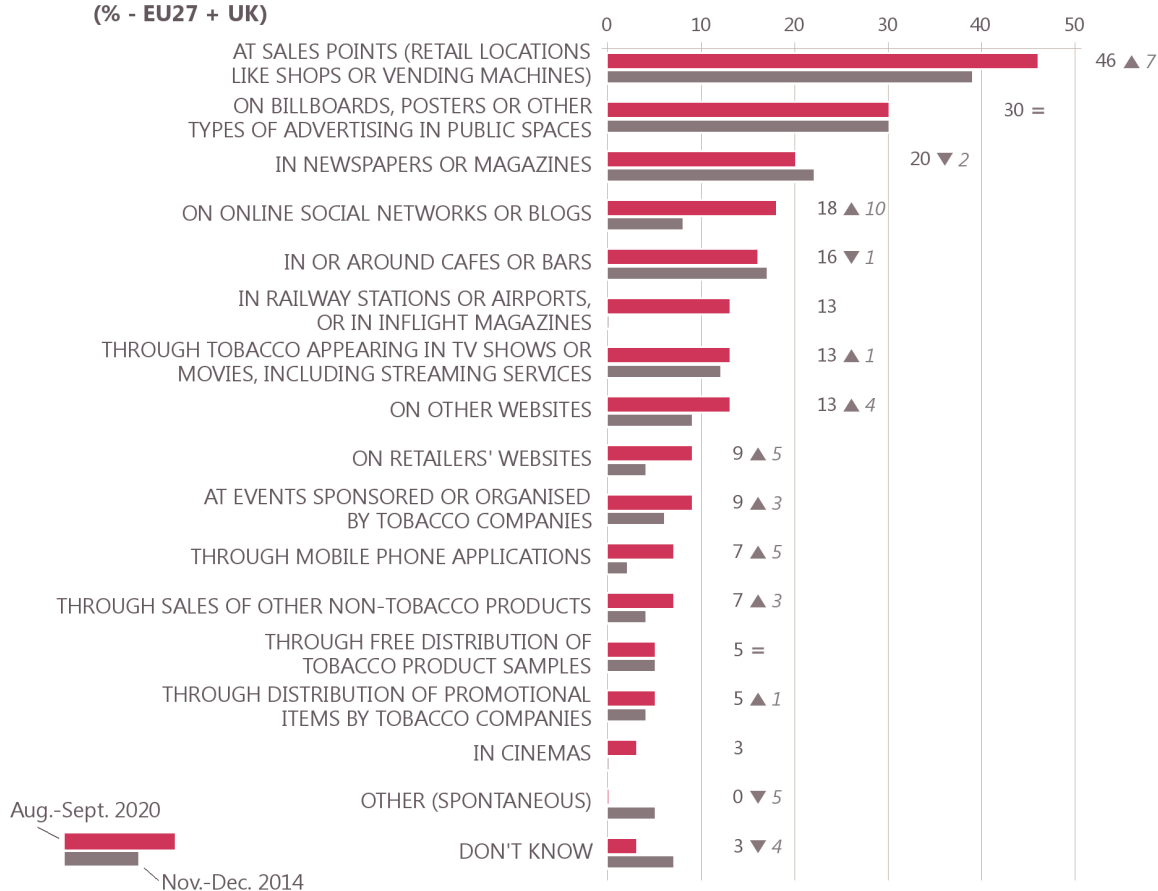
This question, with a slightly different wording and answer options, was also asked in the 2014 survey<sup>81</sup>. The most notable evolutions compared to 2014 are the increases in the proportions mentioning online social network or blogs (+10 percentage points), sales points (+7 pp), and retailers' websites and mobile phone applications (both +5 pp).

<sup>80</sup> QC19. Where have you seen, read or heard advertisements or promotions of smoking tobacco products? In newspapers or magazines; On online social networks or blogs; On retailers' websites; On other websites; Through mobile phone applications; On billboards, posters or other types of advertising in public spaces; At sales points (retail locations like shops or vending machines); In or around cafes or bars; Through tobacco appearing in TV shows or movies, including streaming services; At events sponsored or organised by tobacco companies; Through sales of other non-tobacco products; Through free distribution of tobacco product samples; Through distribution of promotional items by tobacco companies; In railway stations or airports, or in inflight magazines; In cinemas; Other (SPONTANEOUS); Don't know.

<sup>81</sup> In 2014, the wording of the question was as follows: 'Where have you seen, read or heard tobacco advertisement or promotion?'. The wording of the following answer options have been slightly modified: 'In or around cafes or bars' was 'In cafes or bars'; 'Through tobacco appearing in TV shows or movies, including streaming services' was 'Through tobacco brands appearing in TV shows or movies'; 'At events sponsored or organised by tobacco companies' was 'At events sponsored by tobacco companies'. The answer options 'In railway stations or airports, or in inflight magazines' and 'In cinemas' are new.

**QC19** Where have you seen, read or heard advertisements or promotions of smoking tobacco products?  
(MULTIPLE ANSWERS POSSIBLE)

(% - EU27 + UK)



Base: Respondents who have seen, read or heard advertisement of smoking tobacco products, N= 9,803

The **country-level analysis** illustrates that, in 21 countries, **sales points (retail locations like shops or vending machines)**<sup>82</sup> are the most-frequently mentioned place where respondents have seen advertisements or promotions for smoking tobacco products. In Cyprus, Estonia and Finland, the most-frequently mentioned answer is **online social networks or blogs**, while **billboards, posters or other types of advertising in public spaces** (in Germany), **newspapers or magazines** (in Slovenia), **in or around cafes or bars** (in Croatia) and **through tobacco appearing in TV shows or movies, including streaming services** (in Latvia) are each the most-frequently mentioned place or source in one country.

In 17 countries, at least four in ten of those who have seen advertisements or promotions for smoking tobacco products in the last 12 months say they have seen them **at sales points**. The highest proportions giving this answer can be found in Portugal (76%), Greece (70%), and Bulgaria and Spain (both 63%). At the opposite end of the scale, less than one quarter in Finland (12%), Slovenia (18%) and Latvia (22%) say they have seen these advertisements at sales points.

More than a fifth in 14 countries say they have recently seen advertisements or promotions for smoking tobacco products **on billboards, posters or other types of advertising in public spaces**. This share is especially high in Germany, where six in ten answer this way, followed by Bulgaria (40%) and Slovakia (37%). Conversely, one in ten or less mention billboards or posters in Finland and Portugal (both 9%), and Greece and Lithuania (both 10%).

In eight countries, at least one quarter say they have seen such advertisements **in newspapers or magazines**, with the highest shares observed in Cyprus (35%), France (34%), Slovenia and Sweden (both 32%). At the other end of the spectrum, these are mentioned by less than one in ten in Greece (5%), Bulgaria (6%), Finland, Hungary and Malta (all 9%).

**Online social networks or blogs** are mentioned by at least one quarter in 11 countries. Those in Cyprus, Estonia (both 38%) and Lithuania (35%) are the most likely to cite them, while the lowest proportions answering this way can be found in Poland (8%), Portugal (9%) and Austria (12%).

In ten countries, at least one in five say they have recently come across advertisements or promotions **in or around cafes or bars**. Three in ten or more mention this in Portugal (36%), Croatia (31%) and Slovakia (30%), while those in Finland and Sweden (both 4%) and Latvia (6%) are the least likely to say they encountered these advertisements in or around cafes or bars.

At least one fifth in seven countries say they have encountered advertisements or promotions for smoking tobacco products **on websites other than retailers' websites**. This proportion rises to 27% in France, 25% in Slovenia and 23% in Hungary, while, at the other end of the scale, less than one in ten mention these websites in Bulgaria (4%), Portugal (5%), and Germany and Greece (both 7%).

More than one quarter in Latvia (34%), Hungary (28%) and Denmark (27%) say they have seen advertisements or promotions of smoking tobacco products **through tobacco appearing in TV shows or movies**. This compares to less than one in twenty in Cyprus (2%), Portugal (3%) and Poland (4%).

**Railway stations or airports, or in inflight magazines** are mentioned by at least one in ten respondents in ten countries, with those in Germany (24%), Luxembourg (23%) and the United Kingdom (19%) the most likely to do so. Only 1% or less cite these places in Malta, Bulgaria and Hungary.

<sup>82</sup> Results for Cyprus (n=110), France (n=148), Hungary (n=88), Lithuania (n=109) and Malta (n=69) should be interpreted with caution due to the small base size (<150).

In 13 countries, at least one in ten have recently come across advertisements or promotions of smoking tobacco products **on retailers' websites**. Those in Cyprus (22%), Hungary (17%), and Latvia and Malta (both 16%) are the most likely to answer this way, compared to just 4% of those in Bulgaria, Denmark, Finland and Sweden.

One quarter or slightly less in Austria (25%) and Hungary (24%) mention **events sponsored or organised by tobacco companies**, followed by 14% in the United Kingdom. This compares to less than 1% in Denmark and 2% in Lithuania and Malta.

Those in Austria and Cyprus (both 14%) and Croatia (13%) are the most likely to say they have recently seen advertisements or promotions of smoking tobacco products **through mobile phone applications**. At the other end of the spectrum, less than 1% in Portugal, 1% in Greece and 2% in Belgium and Finland give this answer.

In seven countries, at least one in ten say they have seen such advertisements **through sales of other non-tobacco products**, with 16% answering this way in Austria, Bulgaria and Hungary. Conversely, 2% mention this in Denmark and Lithuania, and 3% in Finland, the Netherlands and Spain.

**Free distribution of tobacco product samples** is mentioned by 18% in Greece, 16% in Austria and 14% in Romania as occasions when they have seen advertisements or promotions of smoking tobacco products. This compares to less than 1% in France, Finland and the Netherlands saying this.

More than one in ten in Greece (17%), Estonia (14%), and Bulgaria and Hungary (both 11%) say they have encountered advertisements or promotions of smoking tobacco products **through distribution of promotional items by tobacco companies**. At the opposite end of the scale, less than 1% in Malta and 1% in Denmark and the Netherlands answer this way.

Lastly, less than one in ten in all countries mention **cinemas**, with the highest shares answering this way in Germany (8%), and Estonia and Greece (both 6%).

**QC19** Where have you seen, read or heard advertisements or promotions of smoking tobacco products?  
(MULTIPLE ANSWERS POSSIBLE) (%)

		At sales points (retail locations like shops or vending machines)	On billboards, posters or other types of advertising in public spaces	In newspapers or magazines	On online social networks or blogs	In or around cafes or bars	On other websites	Through tobacco appearing in TV shows or movies, including streaming services	In railway stations or airports, or in inflight magazines	On retailers' websites	At events sponsored or organised by tobacco companies	Through mobile phone applications	Through sales of other non-tobacco products	Through free distribution of tobacco product samples	Through distribution of promotional items by tobacco companies	In cinemas
EU27+UK		46	30	20	18	16	13	13	13	9	9	7	7	5	5	3
BE		52	22	18	19	18	18	10	8	9	11	2	5	1	2	1
BG		63	40	6	14	24	4	5	1	4	4	4	16	8	11	1
CZ		46	18	26	17	15	14	6	9	9	9	5	6	5	7	2
DK		31	27	21	25	7	15	27	14	4	0	7	2	3	1	2
DE		44	60	25	13	11	7	11	24	8	5	6	9	3	3	8
EE		31	21	15	38	11	22	22	10	13	11	9	4	4	14	6
IE		46	23	15	23	12	13	20	14	11	8	10	7	2	4	3
EL		70	10	5	17	14	7	6	7	8	9	1	13	18	17	6
ES		63	17	15	16	21	11	13	4	10	7	5	3	4	9	2
FR		35	18	34	21	20	27	16	11	13	4	5	4	0	3	0
HR		30	13	27	29	31	17	11	2	9	11	13	6	8	6	1
IT		48	12	17	15	27	11	12	8	8	13	9	9	7	7	3
CY		29	12	35	38	23	20	2	7	22	5	14	6	7	3	1
LV		22	19	16	31	6	22	34	5	16	8	11	7	3	3	1
LT		41	10	10	35	8	20	10	6	9	2	10	2	12	5	2
LU		50	27	30	16	19	13	12	23	14	13	5	10	1	3	3
HU		44	23	9	21	10	23	28	1	17	24	7	16	13	11	2
MT		38	12	9	26	18	16	13	0	16	2	4	5	1	0	1
NL		45	25	16	16	16	13	15	11	5	7	6	3	0	1	3
AT		40	29	13	12	22	14	23	10	14	25	14	16	16	8	2
PL		48	12	10	8	12	12	4	3	9	6	5	5	6	5	2
PT		76	9	12	9	36	5	3	4	7	5	0	12	3	5	2
RO		49	22	15	20	25	18	11	5	15	11	12	10	14	10	2
SI		18	24	32	25	18	25	14	5	10	11	11	4	7	7	0
SK		56	37	21	26	30	18	16	4	11	11	5	7	2	4	1
FI		12	9	9	28	4	17	22	9	4	5	2	3	0	3	1
SE		33	13	32	22	4	17	17	12	4	5	6	6	1	2	2
UK		38	31	21	26	12	13	21	19	8	14	9	4	3	4	1
1st MOST FREQUENTLY MENTIONED ITEM						2nd MOST FREQUENTLY MENTIONED ITEM				3rd MOST FREQUENTLY MENTIONED ITEM						

Base: Respondents who have seen, read or heard advertisement of smoking tobacco products, N= 9,803

Compared to 2017, the share of those who have seen advertisements or promotions for smoking tobacco products in the last 12 months **at sales points (retail locations like shops or vending machines)** has increased in 17 countries. The largest increases can be observed in Portugal (+34 percentage points), and Hungary and Ireland (both +19 pp). Conversely, this proportion has substantially decreased in Slovenia (-28 pp), Austria (-17 pp) and Estonia (-14 pp).

In 15 countries, respondents who have recently seen advertisements or promotions for smoking tobacco products are more likely than they were in 2017 to mention that they have seen them **on billboards, posters or other types of advertising in public spaces**. This share has increased by more than ten percentage points in Hungary (+13 pp), Slovakia (+12 pp) and the United Kingdom (+11 pp). The largest declines are recorded in Bulgaria (-15 pp), Czechia (-7 pp) and Germany (-6 pp).

The proportion mentioning **newspapers or magazines** has declined in 19 countries, most notably in Sweden (-16 pp), and Poland and Portugal (both -12 pp). Only in France (+11 pp) has this share increased by more than ten percentage points, followed by Croatia (+8 pp).

In contrast, the proportion mentioning **online social networks or blogs** has increased in 25 countries since 2017, with only small declines in the remaining three countries. In 17 countries, the increases are at least by ten percentage points, and this is especially the case for Cyprus (+19 pp), Lithuania (+18 pp), and Estonia, Finland and France (all +16 pp).

The share of those who have seen advertisements or promotions for smoking tobacco products **in or around cafes or bars** has decreased in 14 countries. The largest declines can be observed in Romania (-19 pp), Malta (-17 pp) and Czechia (-16 pp), while, at the opposite end of the spectrum, this proportion has increased by 16 percentage points in Cyprus, 11 percentage points in Croatia and nine percentage points in the United Kingdom.

In 23 countries, respondents who have recently seen such advertisements are more likely than they were in 2017 to mention that they have seen them **on websites other than retailers' websites**. Increases by at least ten percentage points can be observed in France and Slovenia (both +14 pp), Latvia (+13 pp), Hungary (+11 pp) and Belgium (+10 pp). Only in Finland (-7 pp) has this share decreased by more than five percentage points.

The proportion saying they have seen such advertisements or promotions **through tobacco appearing in TV shows or movies** has increased in 15 countries, most notably in Hungary (+13 pp), Denmark (+11 pp), and Ireland and Slovakia (both +8 pp). At the other end of the scale, the largest decreases are observed in Lithuania (-15 pp), Poland (-9 pp), as well as in Cyprus and Sweden (both -5 pp).






























Increases by at least ten percentage points in the proportion mentioning **retailers' websites** are recorded in Cyprus (+17 pp), Luxembourg (+12 pp), Latvia (+11 pp), and Hungary and Malta (both +10 pp).

Austria (+16 pp), Hungary (+13 pp) and Luxembourg (+10 pp) are also the countries in which the share declaring they have seen such advertisements or promotions **at events sponsored or organised by tobacco companies** has increased the most since 2017.

For the remaining answer options, in most cases, the changes are below ten percentage points. The only exceptions are:

- The increase in the share mentioning mobile phone applications in Cyprus (+12 pp) and Romania (+10 pp);
- The rise in the proportion who cite sales of other non-tobacco products in Greece (+11 pp);
- The increase among those who have seen these advertisements through free distribution of tobacco product samples in Hungary and Lithuania (both +11 pp);
- The rise in the proportion mentioning distribution of promotional items by tobacco companies in Estonia (+10 pp).

**QC19** Where have you seen, read or heard advertisements or promotions of smoking tobacco products?  
(MULTIPLE ANSWERS POSSIBLE) (%)

		At sales points (retail locations like shops or vending machines)	Diff. August/September 2020 - November/December 2014	On billboards, posters or other types of advertising in public spaces	Diff. August/September 2020 - November/December 2014	In newspapers or magazines	Diff. August/September 2020 - November/December 2014	On online social networks or blogs	Diff. August/September 2020 - November/December 2014	In or around cafes or bars	Diff. August/September 2020 - November/December 2014	On other websites	Diff. August/September 2020 - November/December 2014	Through tobacco appearing in TV shows or movies, including streaming services	Diff. August/September 2020 - November/December 2014
EU27+UK		46	▲ 7	30	=	20	▼ 2	18	▲ 10	16	▼ 1	13	▲ 4	13	▲ 1
BE		52	▼ 1	22	▲ 6	18	▼ 6	19	▲ 8	18	▲ 1	18	▲ 10	10	▼ 3
BG		63	▲ 5	40	▼ 15	6	=	14	▲ 10	24	▼ 4	4	▼ 3	5	▲ 1
CZ		46	▼ 11	18	▼ 7	26	▲ 1	17	▲ 9	15	▼ 16	14	▲ 6	6	▼ 2
DK		31	▼ 7	27	▲ 7	21	▼ 2	25	▲ 14	7	▼ 6	15	▲ 7	27	▲ 11
DE		44	▲ 6	60	▼ 6	25	▲ 3	13	▲ 8	11	▲ 1	7	▲ 1	11	▲ 1
EE		31	▼ 14	21	▼ 4	15	▼ 2	38	▲ 16	11	▼ 2	22	▲ 5	22	=
IE		46	▲ 19	23	▲ 7	15	▼ 10	23	▲ 13	12	▲ 1	13	▲ 1	20	▲ 8
EL		70	▲ 6	10	▲ 3	5	▼ 2	17	▲ 12	14	▼ 6	7	▲ 2	6	▲ 2
ES		63	▲ 18	17	▼ 1	15	▲ 3	16	▲ 10	21	▲ 2	11	▲ 5	13	▲ 7
FR		35	=	18	▲ 3	34	▲ 11	21	▲ 16	20	=	27	▲ 14	16	▲ 4
HR		30	▲ 13	13	▼ 2	27	▲ 8	29	▲ 14	31	▲ 11	17	▲ 4	11	▼ 3
IT		48	▲ 10	12	▼ 3	17	▼ 9	15	▲ 7	27	▲ 7	11	▲ 1	12	▼ 3
CY		29	▼ 7	12	▲ 1	35	▲ 3	38	▲ 19	23	▲ 16	20	▲ 8	2	▼ 5
LV		22	▼ 8	19	▲ 3	16	▼ 6	31	▲ 6	6	▼ 6	22	▲ 13	34	▼ 4
LT		41	▼ 3	10	▼ 2	10	▼ 2	35	▲ 18	8	▼ 4	20	▲ 8	10	▼ 15
LU		50	▲ 8	27	▲ 1	30	▼ 5	16	▲ 12	19	▲ 4	13	▲ 8	12	▲ 6
HU		44	▲ 19	23	▲ 13	9	▼ 5	21	▲ 13	10	▲ 3	23	▲ 11	28	▲ 13
MT		38	▲ 10	12	▼ 3	9	▼ 8	26	▼ 3	18	▼ 17	16	▼ 4	13	▲ 4
NL		45	▲ 6	25	▼ 1	16	▼ 1	16	▲ 6	16	=	13	▲ 6	15	▼ 2
AT		40	▼ 17	29	▲ 5	13	▼ 7	12	▼ 1	22	▲ 7	14	▲ 3	23	▲ 5
PL		48	▲ 5	12	▼ 4	10	▼ 12	8	▼ 2	12	▼ 3	12	▼ 1	4	▼ 9
PT		76	▲ 34	9	▼ 2	12	▼ 12	9	▲ 3	36	▼ 4	5	▲ 1	3	=
RO		49	▲ 6	22	▼ 4	15	▼ 6	20	▲ 9	25	▼ 19	18	▲ 9	11	▲ 3
SI		18	▼ 28	24	▲ 3	32	▲ 3	25	▲ 11	18	▼ 7	25	▲ 14	14	▼ 1
SK		56	▲ 18	37	▲ 12	21	▼ 5	26	▲ 14	30	▼ 5	18	▲ 4	16	▲ 8
FI		12	▲ 3	9	▲ 2	9	▼ 1	28	▲ 16	4	=	17	▼ 7	22	▲ 1
SE		33	▼ 11	13	▲ 3	32	▼ 16	22	▲ 10	4	▼ 9	17	=	17	▼ 5
UK		38	▲ 14	31	▲ 11	21	=	26	▲ 14	12	▲ 9	13	▲ 3	21	▲ 1







**QC19** Where have you seen, read or heard advertisements or promotions of smoking tobacco products?  
(MULTIPLE ANSWERS POSSIBLE) (%)

		In railway stations or airports, or in inflight magazines															
		Diff. August/September 2020 - November/December 2014															
		At events sponsored or organised by tobacco companies															
		Diff. August/September 2020 - November/December 2014															
		On retailers' websites															
		Diff. August/September 2020 - November/December 2014															
		Through sales of other non-tobacco products															
		Diff. August/September 2020 - November/December 2014															
		Through mobile phone applications															
		Diff. August/September 2020 - November/December 2014															
		Through free distribution of tobacco product samples															
		Diff. August/September 2020 - November/December 2014															
		Through distribution of promotional items by tobacco companies															
		Diff. August/September 2020 - November/December 2014															
		In cinemas															
		Diff. August/September 2020 - November/December 2014															
EU27+UK		13	▲ 13	9	▲ 3	9	▲ 5	7	▲ 3	7	▲ 5	5	=	5	▲ 1	3	▲ 3
BE		8	▲ 8	11	▼ 4	9	▲ 7	5	▼ 1	2	▲ 1	1	▼ 1	2	=	1	▲ 1
BG		1	▲ 1	4	▼ 1	4	▼ 1	16	=	4	▲ 3	8	=	11	=	1	▲ 1
CZ		9	▲ 9	9	▲ 3	9	▲ 1	6	▲ 2	5	▲ 3	5	▲ 1	7	▼ 2	2	▲ 2
DK		14	▲ 14	0	▼ 2	4	▲ 1	2	▼ 1	7	▲ 5	3	▲ 1	1	▼ 1	2	▲ 2
DE		24	▲ 24	5	▲ 2	8	▲ 5	9	▲ 7	6	▲ 4	3	▼ 2	3	▲ 1	8	▲ 8
EE		10	▲ 10	11	▲ 8	13	▲ 9	4	▲ 3	9	▲ 5	4	▲ 1	14	▲ 10	6	▲ 6
IE		14	▲ 14	8	▲ 1	11	▲ 6	7	▲ 1	10	▲ 8	2	▼ 2	4	▲ 1	3	▲ 3
EL		7	▲ 7	9	▲ 5	8	▲ 2	13	▲ 11	1	▼ 1	18	▲ 4	17	▲ 8	6	▲ 6
ES		4	▲ 4	7	▲ 1	10	▲ 6	3	=	5	▲ 3	4	▲ 1	9	▲ 4	2	▲ 2
FR		11	▲ 11	4	▼ 2	13	▲ 8	4	▲ 3	5	▲ 4	0	=	3	▲ 3	0	=
HR		2	▲ 2	11	▼ 1	9	=	6	▲ 2	13	▲ 8	8	▲ 5	6	▲ 1	1	▲ 1
IT		8	▲ 8	13	▲ 2	8	▲ 3	9	=	9	▲ 5	7	▼ 3	7	=	3	▲ 3
CY		7	▲ 7	5	▼ 6	22	▲ 17	6	▲ 5	14	▲ 12	7	▲ 3	3	▼ 2	1	▲ 1
LV		5	▲ 5	8	▲ 4	16	▲ 11	7	▲ 4	11	▲ 9	3	▲ 2	3	=	1	▲ 1
LT		6	▲ 6	2	=	9	▲ 6	2	▼ 1	10	▲ 9	12	▲ 11	5	▲ 3	2	▲ 2
LU		23	▲ 23	13	▲ 10	14	▲ 12	10	▲ 5	5	▲ 4	1	▲ 1	3	▲ 1	3	▲ 3
HU		1	▲ 1	24	▲ 13	17	▲ 10	16	▲ 9	7	▲ 5	13	▲ 11	11	▲ 2	2	▲ 2
MT		0	=	2	▼ 4	16	▲ 10	5	▼ 1	4	▲ 4	1	=	0	▼ 1	1	▲ 1
NL		11	▲ 11	7	=	5	▲ 2	3	=	6	▲ 5	0	▼ 1	1	▼ 2	3	▲ 3
AT		10	▲ 10	25	▲ 16	14	▲ 2	16	▲ 8	14	▲ 8	16	=	8	▼ 1	2	▲ 2
PL		3	▲ 3	6	▲ 1	9	▲ 4	5	▲ 2	5	▲ 3	6	▲ 2	5	▲ 1	2	▲ 2
PT		4	▲ 4	5	=	7	▲ 4	12	▲ 1	0	▼ 1	3	▲ 2	5	▲ 3	2	▲ 2
RO		5	▲ 5	11	▲ 5	15	▲ 9	10	▲ 6	12	▲ 10	14	▲ 7	10	▲ 3	2	▲ 2
SI		5	▲ 5	11	▲ 6	10	▲ 1	4	▲ 2	11	▲ 9	7	▲ 2	7	▲ 2	0	=
SK		4	▲ 4	11	▲ 5	11	▲ 6	7	▲ 3	5	▲ 3	2	▼ 1	4	=	1	▲ 1
FI		9	▲ 9	5	▼ 3	4	▼ 4	3	▲ 1	2	▲ 1	0	▼ 2	3	=	1	▲ 1
SE		12	▲ 12	5	▼ 5	4	▲ 1	6	=	6	▲ 5	1	=	2	▼ 1	2	▲ 2
UK		19	▲ 19	14	▲ 8	8	▲ 4	4	=	9	▲ 8	3	▲ 1	4	▲ 3	1	▲ 1

The **socio-demographic analysis** illustrates the following among respondents who have seen advertisements or promotions for smoking tobacco products in the last 12 months:







- Respondents aged 25 or more are more likely than the youngest ones (aged 15-24) to say they have seen advertisements or promotions for smoking tobacco products **at sales points** (46-48% compared with 40%). The younger the respondents, the more likely they are to say they have seen such advertisements **on billboards, posters or other types of advertising in public spaces, on online social networks or blogs, in or around cafes or bars, and on retailers' websites or other websites**, while the reverse is true for **newspapers or magazines**. Lastly, the youngest respondents are the most likely to have seen advertisements for smoking tobacco products **through tobacco appearing in TV shows or movies, including streaming services** (19% compared with 10-14% of other age groups).
  - Among the youngest respondents, those aged 15 to 17 are more likely to mention **cafes or bars** (30% compared with 19% of those aged 18-24) and less likely to mention **sales points** (25% compared with 44%).
- Respondents who left full-time education aged 16 or more are more likely than those who finished aged 15 or less to say they have seen these advertisements **on billboards or posters** (30-32% compared with 21%), **on online social networks or blogs** (17% compared with 8%), or **in railway stations or airports, or in inflight magazines** (12-14% compared with 6%).
- Students are the most likely to have seen these advertisements **on billboards or posters** (36% compared with 25-32% of other categories), **on online social networks or blogs** (31% compared with 8-24%), **on websites other than retailers' websites** (18% compared with 7-15%) and **through tobacco appearing in TV shows or movies** (18% compared with 11-15%). Managers are the most likely to have seen them **at sales points** (50% compared with 40-47%).
- The more often respondents have difficulties paying their bills, the less likely they are to have seen advertisements for smoking tobacco products **in railway stations or airports, or in inflight magazines** (6% of those having difficulties most of the time, compared with 14% of those who never or almost never have difficulties). Those with the most difficulties are the most likely to have seen them **on retailers' websites** (17% compared with 8%), while those with the least difficulties are the most likely to have seen them **on billboards or posters** (33% compared with 24%).
- Those living in large towns are more likely than those living in rural villages to come across such advertisements **at sales point** (50% compared with 45%), **on billboards or posters** (33% compared with 26%), or **in or around cafes or bars** (19% compared with 14%), while the reverse is true for **newspapers or magazines** (22% of those living in rural areas, compared with 17% of those living in large towns).
- Smokers (54%) are more likely than non-smokers (44%) to have seen advertisements for smoking tobacco products **at sales points**.

**QC19** Where have you seen, read or heard advertisements or promotions of smoking tobacco products? (MULTIPLE ANSWERS POSSIBLE)  
(%)

	At sales points (retail locations like shops or vending machines)	On billboards, posters or other types of advertising in public spaces	In newspapers or magazines	On online social networks or blogs	In or around cafes or bars	On other websites	Through tobacco appearing in TV shows or movies, including streaming services
EU27+UK	46	30	20	18	16	13	13
 <b>Gender</b>							
Man	47	30	19	18	18	14	14
Woman	45	30	21	18	13	11	13
 <b>Age</b>							
15-24	40	35	14	30	21	18	19
25-39	47	31	18	25	18	15	14
40-54	48	29	21	16	17	13	10
55 +	46	28	23	9	12	8	14
 <b>Education (End of)</b>							
15-	49	21	18	8	13	11	14
16-19	45	30	19	17	15	11	12
20+	48	32	22	17	17	13	14
Still studying	41	34	16	33	20	16	18
 <b>Socio-professional category</b>							
Self-employed	47	29	19	20	16	15	13
Managers	50	32	21	20	19	15	12
Other white collars	46	29	20	17	20	14	11
Manual workers	47	30	19	17	16	12	13
House persons	47	29	20	11	12	13	14
Unemployed	43	25	22	24	18	10	13
Retired	46	29	22	8	10	7	15
Students	40	36	15	31	20	18	18
 <b>Difficulties paying bills</b>							
Most of the time	49	24	17	20	15	15	11
From time to time	44	24	17	18	20	14	16
Almost never/ Never	46	33	21	17	15	12	13
 <b>Consider belonging to</b>							
The working class	46	28	20	19	14	11	14
The lower middle class	47	29	17	17	18	11	16
The middle class	46	31	21	17	16	14	13
The upper middle class	47	32	20	18	16	11	13
The upper class	46	23	17	12	26	9	13

Base: Respondents who have seen, read or heard advertisement of smoking tobacco products, N= 9,803

**QC19** Where have you seen, read or heard advertisements or promotions of smoking tobacco products? (MULTIPLE ANSWERS POSSIBLE)  
(%)

	In railway stations or airports, or in inflight magazines	On retailers' websites	At events sponsored or organised by tobacco companies	Through mobile phone applications	Through sales of other non-tobacco products	Through free distribution of tobacco product samples	Through distribution of promotional items by tobacco companies	In cinemas
EU27+UK	13	9	9	7	7	5	5	3
 <b>Gender</b>								
Man	13	10	9	7	7	4	6	3
Woman	12	8	8	7	7	5	5	3
 <b>Age</b>								
15-24	15	13	9	12	5	6	6	4
25-39	14	11	8	9	8	5	6	5
40-54	12	9	10	5	7	5	5	3
55 +	12	6	8	4	6	3	4	2
 <b>Education (End of)</b>								
15-	6	7	4	5	6	3	5	1
16-19	12	8	10	7	7	5	6	3
20+	14	9	8	6	6	4	5	3
Still studying	16	13	10	10	7	5	7	7
 <b>Socio-professional category</b>								
Self-employed	15	10	10	9	7	4	7	4
Managers	16	11	9	6	7	3	5	5
Other white collars	13	9	8	9	6	7	7	4
Manual workers	10	10	10	7	8	7	5	3
House persons	13	6	8	5	7	3	5	5
Unemployed	10	10	9	6	4	2	4	2
Retired	11	5	7	3	6	3	4	2
Students	15	12	10	10	6	4	6	5
 <b>Difficulties paying bills</b>								
Most of the time	6	17	7	8	7	5	7	4
From time to time	11	8	12	9	9	9	7	3
Almost never/ Never	14	8	8	6	6	3	5	4
 <b>Consider belonging to</b>								
The working class	9	10	8	6	6	5	6	1
The lower middle class	14	9	10	5	8	6	6	2
The middle class	13	8	9	8	7	5	6	4
The upper middle class	17	10	8	7	6	2	3	4
The upper class	11	8	5	4	4	1	1	0

Base: Respondents who have seen, read or heard advertisement of smoking tobacco products, N= 9,803

Respondents who have seen advertisements or promotions for electronic cigarettes in the last 12 months were asked where they have seen, read or heard advertisements or promotions for electronic cigarettes, e-liquids or refill cartridges<sup>83</sup>. More than four in ten (46%) of these respondents say they have come across advertisements or promotions **at sales points (retail locations like shops or vending machines)**. More than two in ten mention **billboards, posters or other types of advertising in public spaces** (25%) or **online social networks or blogs** (21%), while 18% cite **newspapers or magazines** and 15% **websites other than retailers' websites**.

Around one in ten have seen them **through e-cigarettes appearing in TV shows or movies, including streaming services** (11%) and nearly one in ten **on retailers' websites**, and **in railway stations or airports, or in inflight magazines** (both 9%), or **in or around cafes or bars** (8%).

One in twenty or slightly more of these respondents have seen advertisements or promotions for electronic cigarettes **through mobile phone applications** (6%) or **through sales of other products** (5%).

Lastly, fewer respondents mention **distribution of promotional items by tobacco and e-cigarette companies** (4%), **events sponsored or organised by e-cigarette companies** (3%), **free distribution of e-cigarettes samples or their components** or **cinemas** (both 2%).

This question was also asked in the 2014 survey, albeit with a slightly different wording and answer options<sup>84</sup>. The most notable evolutions compared to 2014 are the increases in the proportions mentioning sales points and online social networks or blogs (both +10 percentage points) and the decrease in the proportion mentioning newspaper or magazines (-9 pp).

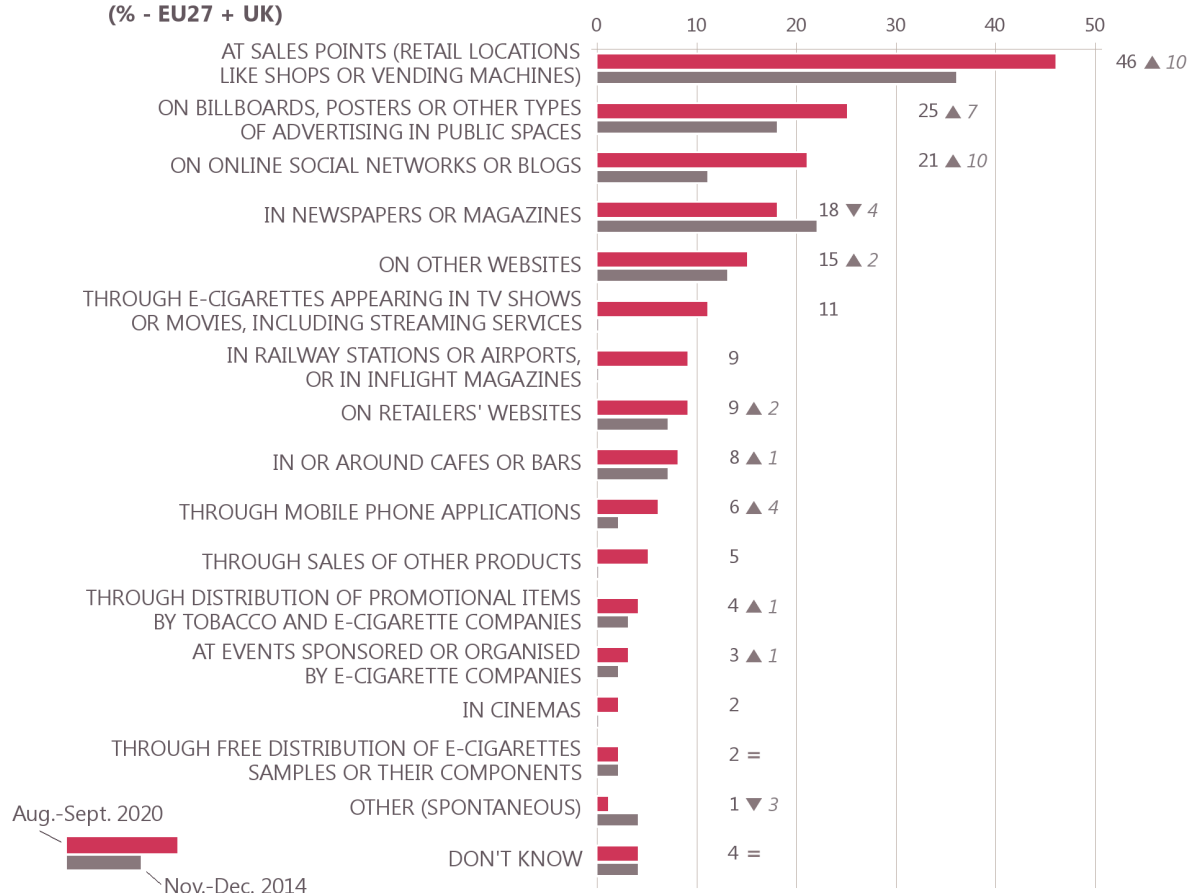
A country-level analysis on the results of this question is not possible due to low sample sizes in most countries.

<sup>83</sup> QC20a. Where have you seen, read or heard advertisements or promotions for electronic cigarettes, e-liquids or refill cartridges? In newspapers or magazines; On online social networks or blogs; On retailers' websites; On other websites; Through mobile phone applications; On billboards, posters or other types of advertising in public spaces; At sales points (retail locations like shops or vending machines); In or around cafes or bars; Through e-cigarettes appearing in TV shows or movies, including streaming services; At events sponsored or organised by e-cigarette companies; Through sales of other products; Through free distribution of e-cigarettes samples or their components; Through distribution of promotional items by tobacco and e-cigarette companies; In railway stations or airports, or in inflight magazines; In cinemas; Other (SPONTANEOUS); DK.

<sup>84</sup> In 2014, the wording of the question was as follows: 'Where have you seen, read or heard advertisements or promotions for electronic cigarettes or any similar devices?'. The wording of the following answer options have been slightly modified: 'In or around cafes or bars' was 'In cafes or bars'; 'At events sponsored or organised by e-cigarettes companies' was 'At events such as sports events sponsored by electronic cigarette companies'; 'Through free distribution of e-cigarettes samples or their components' was 'Through free distribution of product samples'. The answer options 'Through e-cigarettes appearing in TV shows or movies, including streaming services', 'Through sales of other products', 'In railway stations or airports, or in inflight magazines' and 'In cinemas' are new.

**QC20a** Where have you seen, read or heard advertisements or promotions for electronic cigarettes, e-liquids or refill cartridges? (MULTIPLE ANSWERS POSSIBLE)

(% - EU27 + UK)









Base: Respondents who have seen, read or heard advertisement for e-cigarettes, N= 3,621

The **socio-demographic analysis** highlights the following patterns among respondents who have seen advertisements or promotions for e-cigarettes in the last 12 months:

- Men (18%) are more likely than women (12%) to have seen advertisements for e-cigarettes **on websites other than retailers' websites**.
- The younger the respondents the more likely they are to have seen such advertisements **on billboards, posters or other types of advertising in public spaces, on online social networks or blogs, on retailers' websites or on other websites, in or around cafes or bars, or through mobile phone applications**. However, the youngest respondents (aged 15-24) are the least likely to have seen them **at sales points** (36% compared with 46-50% of other age groups), or **in newspapers or magazines** (13% compared with 17-19%).
  - Among the youngest respondents, those aged 15 to 17 are more likely to mention **online social networks or blogs** (60% compared with 33% of those aged 18-24) and less likely to mention **sales points** (19% compared with 40%) or **mobile phone applications** (6% compared with 16%)<sup>85</sup>.
- Respondents who left full-time education aged 16 or more are more likely than those who finished aged 15 or less to say they have seen these advertisements **on billboards or posters** (25-26% compared with 18%), **on online social networks or blogs** (18-19% compared with 14%), or **on websites other than retailers' websites** (14-15% compared with 9%). The reverse is true for **e-cigarettes appearing in TV shows or movies** (17% of those who ended education aged 15 or less, compared with 8-11% of those who finished aged 16 or more).
- Students are the most likely to have seen these advertisements **on online social networks or blogs** (40% compared with 7-25% among other socio-professional categories), **on retailers' websites** (16% compared with 3-13%), or **on other websites** (28% compared with 7-19%). Managers are the most likely to mention **billboards or posters** (35% compared with 18-30%), while the self-employed are the most likely to cite **sales points** (58% compared with 34-50%) or **newspapers or magazines** (23% compared with 12-20%). The self-employed (15%), together with house persons (16%), are also the most likely to mention **railway stations or airports, or inflight magazines** (compared with 4-11% of other categories).
- Those who have difficulties paying their bills most of the time are the most likely to have seen advertisements for e-cigarettes **on retailers' websites** (27% compared with 8-9% of those who have difficulties less often) or **other websites** (29% compared with 14-19%), while those with the least difficulties are the most likely to have seen them **on billboards or posters** (28% compared with 15-16% of those who have difficulties most of the time or from time to time).
- Those living in large towns are more likely than those living in rural villages to have seen such advertisements **on billboards or posters** (27% compared with 20%), or **on online social networks or blogs** (22% compared with 17%).
- Current e-cigarette users are more likely than non-users to have seen such advertisements **at sales points** (60% compared with 45%) or **on retailers' websites** (14% compared with 9%). The reverse is true for **billboards or posters** (26% of non-users compared with 12% of users), **online social networks or blogs** (21% compared with 9%), or **e-cigarettes appearing in TV shows or movies** (11% compared with 5%).







<sup>85</sup> The results for those aged 15-17 (n=98) should be taken with caution due to the low sample size (n<150).

**QC20a** Where have you seen, read or heard advertisements or promotions for electronic cigarettes, e-liquids or refill cartridges? (MULTIPLE ANSWERS POSSIBLE)  
(%)

	At sales points (retail locations like shops or vending machines)	On billboards, posters or other types of advertising in public spaces	On online social networks or blogs	In newspapers or magazines	On other websites	Through e-cigarettes or heated tobacco products appearing in TV shows or movies, including streaming services	In railway stations or airports, or in inflight magazines
EU27+UK	46	25	21	18	15	11	9
 <b>Gender</b>							
Man	44	25	20	18	18	11	10
Woman	48	26	21	17	12	10	9
 <b>Age</b>							
15-24	36	32	39	13	27	13	10
25-39	47	28	32	18	20	11	9
40-54	50	23	18	17	15	7	9
55 +	46	22	8	19	8	12	9
 <b>Education (End of)</b>							
15-	52	18	14	16	9	17	6
16-19	44	25	19	19	14	11	9
20+	49	26	18	18	15	8	10
Still studying	36	29	41	13	25	13	7
 <b>Socio-professional category</b>							
Self-employed	58	21	25	23	11	9	15
Managers	47	35	23	20	16	9	11
Other white collars	40	23	23	17	19	11	7
Manual workers	47	24	20	17	16	8	9
House persons	44	25	15	15	12	9	16
Unemployed	50	18	21	15	17	6	4
Retired	47	22	7	18	7	13	9
Students	34	30	40	12	28	14	6
 <b>Difficulties paying bills</b>							
Most of the time	49	15	22	16	29	8	9
From time to time	46	16	19	14	19	8	3
Almost never/ Never	46	28	21	18	14	11	10
 <b>Consider belonging to</b>							
The working class	48	24	23	18	17	11	8
The lower middle class	54	26	26	18	14	19	9
The middle class	42	26	19	18	14	9	10
The upper middle class	49	24	15	12	15	8	10
The upper class	34	19	15	10	12	1	16

Base: Respondents who have seen, read or heard advertisement for e-cigarettes, N= 3,621

**QC20a** Where have you seen, read or heard advertisements or promotions for electronic cigarettes, e-liquids or refill cartridges?  
(MULTIPLE ANSWERS POSSIBLE)  
(%)

	On retailers' websites	In or around cafes or bars	Through mobile phone applications	Through sales of other products	Through distribution of promotional items by tobacco and e-cigarette companies	At events sponsored or organised by tobacco or e-cigarettes companies	Through free distribution of e-cigarettes or heated tobacco product samples	In cinemas
EU27+UK	9	8	6	5	4	3	2	2
 <b>Gender</b>								
Man	10	8	6	5	3	4	2	2
Woman	9	8	5	5	5	3	3	2
 <b>Age</b>								
15-24	17	12	14	8	3	8	3	2
25-39	13	11	8	6	3	3	3	2
40-54	8	8	3	5	4	2	1	1
55 +	5	6	2	4	4	2	2	3
 <b>Education (End of)</b>								
15-	11	4	1	5	9	3	1	1
16-19	9	10	7	6	3	2	2	2
20+	8	7	4	4	4	3	3	3
Still studying	13	12	10	8	3	4	1	1
 <b>Socio-professional category</b>								
Self-employed	9	10	6	4	4	3	2	1
Managers	7	11	7	5	3	4	2	3
Other white collars	9	6	8	8	3	4	3	1
Manual workers	11	8	5	4	5	2	3	1
House persons	3	3	0	5	7	4	1	0
Unemployed	13	8	6	2	3	3	2	0
Retired	6	6	1	4	5	2	2	3
Students	16	13	11	8	1	4	1	2
 <b>Difficulties paying bills</b>								
Most of the time	27	9	6	4	1	6	2	0
From time to time	9	10	5	8	6	4	4	3
Almost never/ Never	8	8	5	5	4	3	2	2
 <b>Consider belonging to</b>								
The working class	14	8	5	4	4	1	2	1
The lower middle class	12	9	6	6	4	6	3	2
The middle class	7	9	5	6	4	3	2	2
The upper middle class	6	6	9	2	1	2	1	3
The upper class	10	13	5	1	1	1	0	0

Base: Respondents who have seen, read or heard advertisement for e-cigarettes, N= 3,621

Respondents who have seen advertisements or promotions for heated tobacco products in the last 12 months were asked where they have seen, read or heard advertisements or promotions for these products<sup>86</sup>. **At sales points (retail locations like shops or vending machines)** is, by far, the answer that is most frequently mentioned (44%). One in ten or more say they have seen these advertisements or promotions **on websites other than the retailers' websites** (15%), **on billboards, posters or other types of advertising in public spaces** (14%), **on online social networks or blogs** (13%) or **in newspapers or magazines** (10%).

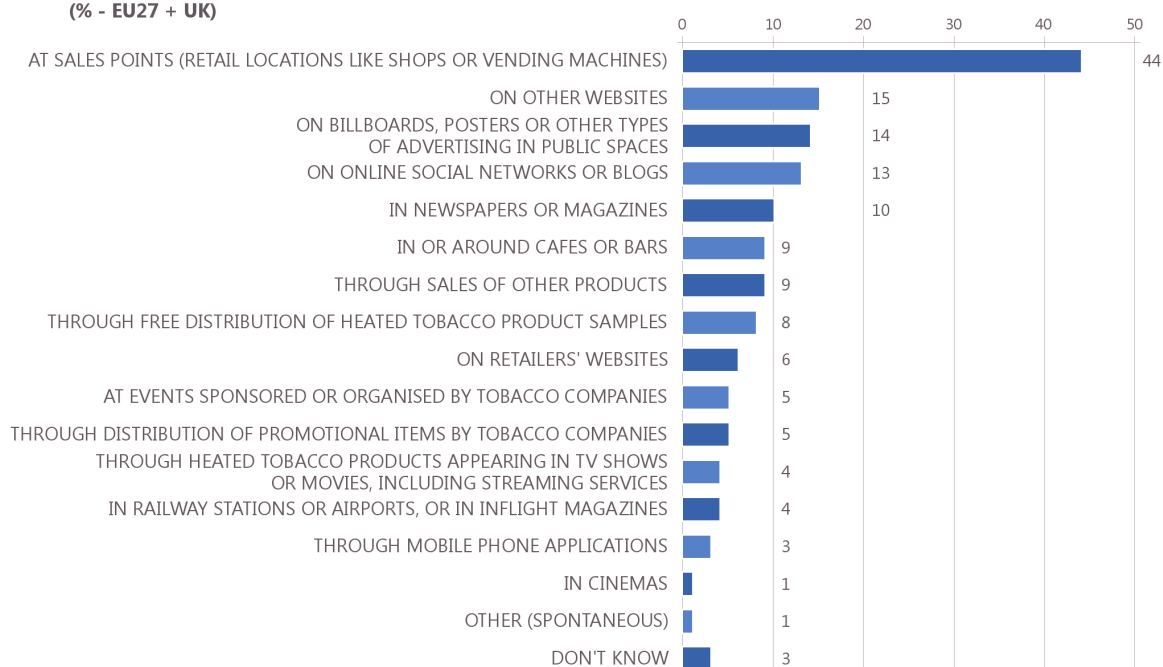
Nearly one in ten mention **cafes or bars**, and through **sales of other products** (both 9%) or **free distribution of heated tobacco product samples** (8%), while 6% cite **retailers' websites**.

One in twenty say they have seen advertisements for heated tobacco products **at events sponsored or organised by tobacco companies**, and **through distribution of promotional items by tobacco companies**.

Lastly, very small proportions mention through **heated tobacco products appearing in TV shows or movies, including streaming services**, and **in railway stations or airports, or in inflight magazines** (both 4%), through **mobile phone applications** (3%) or **in cinemas** (1%).

A country-level analysis on the results of this question is not possible due to low sample sizes.

**QC20b** Where have you seen, read or heard advertisements or promotions for heated tobacco products?  
(MULTIPLE ANSWERS POSSIBLE)  
(% - EU27 + UK)



Base: Respondents who have seen, read or heard advertisement for heated tobacco products, N= 468

<sup>86</sup> QC20b. Where have you seen, read or heard advertisements or promotions for heated tobacco products? In newspapers or magazines; On online social networks or blogs; On retailers' websites; On other websites; Through mobile phone applications; On billboards, posters or other types of advertising in public spaces; At sales points (retail locations like shops or vending machines); In or around cafes or bars; Through e-cigarettes appearing in TV shows or movies, including streaming services; At events sponsored or organised by e-cigarette companies; Through sales of other products; Through free distribution of e-cigarettes samples or their components; Through distribution of promotional items by tobacco and e-cigarette companies; In railway stations or airports, or in inflight magazines; In cinemas; Other (SPONTANEOUS); DK.

The **socio-demographic analysis** highlights only few statistically reliable differences among those who have seen advertisements or promotions for heated tobacco products in the last 12 months:







- Men are more likely than women to have seen such advertisements **on websites other than retailers' websites** (18% compared with 12%), or **on billboards, posters or other types of advertising in public spaces** (16% compared with 11%). The reverse is true for **newspapers or magazines** (14% of women compared with 7% of men).
- Those finishing full-time education aged 20 or more are more likely than those who left education aged between 16 and 19 to mention **billboards or posters** (19% compared with 9%), **newspapers or magazines** (14% compared with 9%), **sales of other products** (13% compared with 5%) or **free distribution of e-cigarettes or heated tobacco product samples** (12% compared with 7%). The reverse is true for **websites other than retailers' websites** (20% of those ending education aged 16-19, compared with 12% of those finishing aged 20 or more)<sup>87</sup>.
- Those living in large towns are more likely than those living in rural villages to have seen advertisements for heated tobacco products **on billboards or posters** (19% compared with 10%), **websites other than retailers' websites** (15% compared with 10%), or through **free distribution of e-cigarettes or heated tobacco product samples** (12% compared with 6%). The reverse holds true for **sales points** (48% of those living in rural villages, compared with 37% of those living in large towns)<sup>88</sup>.

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<sup>87</sup> Results for those who finished full-time education aged 15 or less are not considered here due to the very low sample size (n=32).







<sup>88</sup> The results for those living in rural villages (n=85) should be taken with caution due to the low sample size (n<150).

**QC20b** Where have you seen, read or heard advertisements or promotions for heated tobacco products? (MULTIPLE ANSWERS POSSIBLE)

	At sales points (retail locations like shops or vending machines)	On other websites	On billboards, posters or other types of advertising in public spaces	On online social networks or blogs	In newspapers or magazines	In or around cafes or bars	Through sales of other products
EU27+UK	44	15	14	13	10	9	9
 <b>Gender</b>							
Man	44	18	16	14	7	8	9
Woman	45	12	11	12	14	9	9
 <b>Age</b>							
15-24	38	9	15	23	1	8	11
25-39	46	17	15	19	9	6	9
40-54	46	21	13	8	9	8	8
55 +	44	10	13	6	18	12	9
 <b>Education (End of)</b>							
15-	62	9	9	17	9	4	15
16-19	46	20	9	11	9	9	5
20+	43	12	19	11	14	10	13
Still studying	33	10	18	25	8	6	12
 <b>Socio-professional category</b>							
Self-employed	27	21	8	6	20	5	11
Managers	40	8	26	16	19	16	18
Other white collars	52	13	17	13	3	11	9
Manual workers	46	29	10	10	8	5	5
House persons	49	3	2	16	5	1	1
Unemployed	73	4	5	15	10	10	11
Retired	44	6	7	8	17	10	8
Students	36	8	18	23	8	6	11
 <b>Difficulties paying bills</b>							
Most of the time	37	15	2	20	10	9	17
From time to time	43	21	11	10	8	8	9
Almost never/ Never	46	12	17	14	12	9	8
 <b>Consider belonging to</b>							
The working class	61	18	10	13	10	7	9
The lower middle class	43	10	10	17	13	9	8
The middle class	43	14	14	12	10	7	11
The upper middle class	38	19	24	10	5	12	5
The upper class	2	42	7	11	35	39	10

Base: Respondents who have seen, read or heard advertisement for heated tobacco products, N= 468

**QC20b** Where have you seen, read or heard advertisements or promotions for heated tobacco products? (MULTIPLE ANSWERS POSSIBLE)

	Through free distribution of e-cigarettes or heated tobacco product samples	On retailers' websites	At events sponsored or organised by tobacco or e-cigarettes companies	Through distribution of promotional items by tobacco and e-cigarette companies	Through e-cigarettes or heated tobacco products appearing in TV shows or movies, including streaming services	In railway stations or airports, or in inflight magazines	Through mobile phone applications	In cinemas
EU27+UK	8	6	5	5	4	4	3	1
 <b>Gender</b>								
Man	7	6	5	6	6	5	2	2
Woman	10	6	5	5	3	2	4	0
 <b>Age</b>								
15-24	4	7	9	3	1	5	4	6
25-39	12	6	3	3	3	4	5	0
40-54	9	12	4	6	9	0	4	0
55 +	5	1	5	9	2	5	0	0
 <b>Education (End of)</b>								
15-	2	4	4	7	5	0	3	0
16-19	7	6	5	8	5	2	3	0
20+	12	5	4	3	5	5	3	0
Still studying	4	14	5	3	1	6	2	8
 <b>Socio-professional category</b>								
Self-employed	23	6	3	13	10	0	2	0
Managers	7	2	1	3	4	5	6	0
Other white collars	10	7	5	5	2	1	2	1
Manual workers	5	8	5	6	7	7	5	0
House persons	21	1	5	5	0	0	2	0
Unemployed	5	3	24	11	4	1	0	3
Retired	2	2	3	4	6	1	0	0
Students	4	13	5	3	2	6	4	7
 <b>Difficulties paying bills</b>								
Most of the time	6	4	4	10	2	0	11	0
From time to time	13	2	9	7	4	1	4	0
Almost never/ Never	5	9	2	4	5	6	2	2
 <b>Consider belonging to</b>								
The working class	5	2	5	6	4	1	6	1
The lower middle class	12	1	4	6	5	1	1	0
The middle class	8	9	5	5	4	5	3	2
The upper middle class	8	10	3	6	7	6	4	0
The upper class	2	8	8	0	2	0	0	0

Base: Respondents who have seen, read or heard advertisement for heated tobacco products, N= 468

Respondents who have seen advertisements or promotions for electronic cigarettes or for heated tobacco products in the last 12 months were asked where they have seen, read or heard advertisements or promotions for both these types of products<sup>89</sup>. Once again, the most frequently cited answer is **sales points (retail locations like shops or vending machines)** (47%).

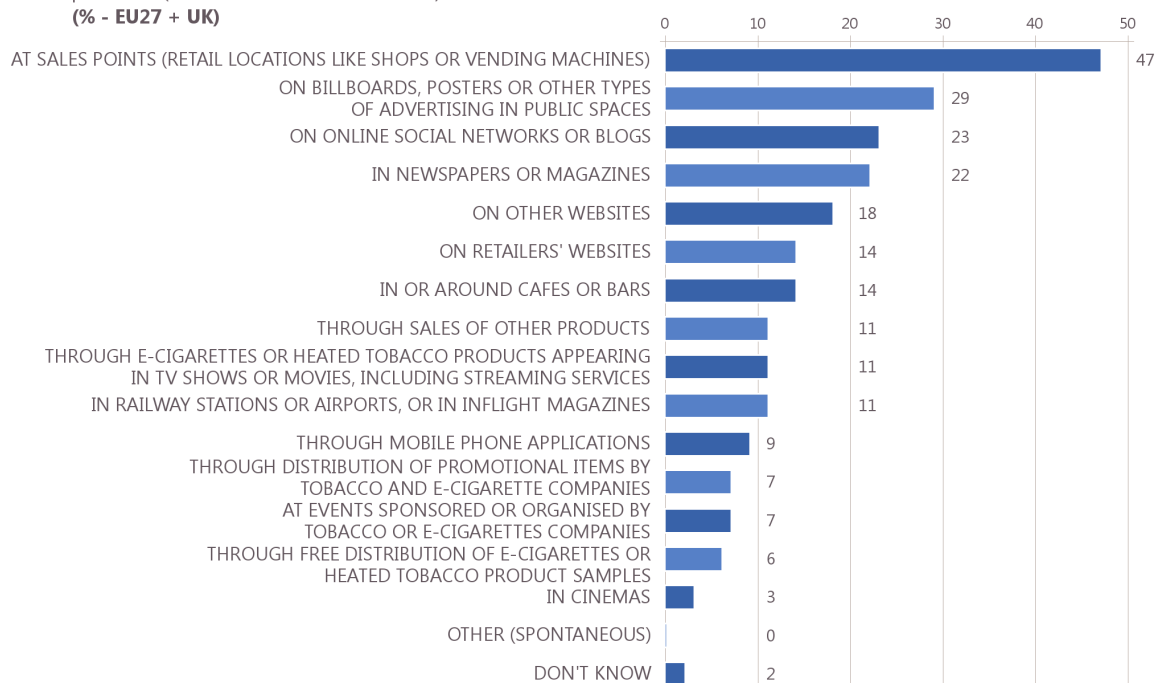
More than one fifth say they have seen these advertisements **on billboards, posters or other types of advertising in public spaces** (29%), **online social networks or blogs** (23%) and **newspapers or magazines** (22%).

Close to two in ten say they have seen these advertisements on **websites other than retailers' websites** (18%), while 14% cite **retailers' websites** or **cafes or bars**.

Slightly more than one in ten mention **e-cigarettes or heated tobacco products appearing in TV shows or movies, including streaming services**, the **sales of other products**, or **railway stations or airports, or inflight magazines** (all 11%), while 9% cite **mobile phone applications** (9%).

More than one in twenty say they have seen these advertisements **at events sponsored or organised by tobacco or e-cigarette companies**, through **distribution of promotional items by tobacco and e-cigarette companies** (both 7%) or through **free distribution of e-cigarettes or heated tobacco product samples** (6%), while only 3% mention **cinemas**.

**QC20c** Where have you seen, read or heard advertisements or promotions for electronic cigarettes, e-liquids or heated tobacco products? (MULTIPLE ANSWERS POSSIBLE)  
(% - EU27 + UK)



Base: Respondents who have seen, read or heard advertisement for e-cigarettes or heated tobacco products, N= 7,528

<sup>89</sup> QC20c. Where have you seen, read or heard advertisements or promotions for electronic cigarettes, e-liquids or heated tobacco products? In newspapers or magazines; On online social networks or blogs; On retailers' websites; On other websites; Through mobile phone applications; On billboards, posters or other types of advertising in public spaces; At sales points (retail locations like shops or vending machines); In or around cafes or bars; Through e-cigarettes or heated tobacco products appearing in TV shows or movies, including streaming services; At events sponsored or organised by tobacco or e-cigarettes companies; Through sales of other products; Through free distribution of e-cigarettes or heated tobacco product samples or their components; Through distribution of promotional items by tobacco and e-cigarette companies; In railway stations or airports, or in inflight magazines; In cinemas; Other (SPONTANEOUS); DK.



The **country-level analysis** highlights that, in 19 countries, the most-frequently mentioned place where respondents have seen advertisements or promotions for electronic cigarettes or for heated tobacco products is **at sales points (retail locations like shops or vending machines)**<sup>90</sup>. In six countries, the most-frequently mentioned answer is **online social networks or blogs**, while, in France and Slovenia, respondents are most likely to mention **newspapers or magazines**. **Billboards, posters or other types of advertising in public spaces** is the most frequently mentioned answer in Germany and **websites other than retailers' websites** is the first answer in Malta.

In 15 countries, at least four in ten respondents who have seen advertisements or promotions for electronic cigarettes or for heated tobacco products in the last 12 months say they have seen them **at sales points (retail locations like shops or vending machines)**. Around eight in ten mention sales point in Portugal (81%), followed by two thirds in Greece (66%) and close to six in ten in Spain (58%). At the opposite end of the scale, 7% in Malta, 16% in Slovenia and 21% in Croatia answer this way.

In 12 countries, at least one fifth say they have seen such advertisements **on billboards, posters or other types of advertising in public spaces**. The highest proportions giving this response can be observed in Germany (50%), the United Kingdom (43%) and Slovakia (33%), while the lowest are recorded in Greece (6%), and Lithuania and Portugal (both 7%).

At least one quarter in 14 countries claim to have seen advertisements or promotions for electronic cigarettes or for heated tobacco products **on online social networks or blogs**. Those in Estonia (43%), the United Kingdom (40%) and Finland (36%) are the most likely to mention this, compared to those in Poland and Portugal (both 7%) and Austria (9%).

**Newspapers or magazines** are mentioned by more than one in five in 13 countries, with more than one third answering this way in France, Luxembourg and the United Kingdom (all 35%). At the other end of the spectrum, only 4% in Greece, 6% in Hungary and 7% in Finland and Poland cite newspapers or magazines.

At least one quarter in eight countries say they have encountered advertisements or promotions for electronic cigarettes or for heated tobacco products **on websites other than retailers' websites**. This proportion rises to 33% in Lithuania, 30% in Estonia and 28% in Sweden, while, at the opposite end of the scale, one in ten or less mention these websites in Portugal (2%), Bulgaria (9%) and Denmark (10%).

In 20 countries, at least one in ten have recently come across such advertisements **on retailers' websites**. Those in Cyprus (28%), Ireland (23%) and the United Kingdom (21%) are the most likely to answer this way, compared to just 3% of those in Portugal, 4% of those in Finland and 6% of those in Lithuania.

In 17 countries, at least one in ten say they have recently come across advertisements or promotions **in or around cafes or bars**. At least one quarter mention this in Slovakia (31%), Portugal (26%) and Italy (25%), while those in Finland (2%), and Latvia, Lithuania and Sweden (all 5%) are the least likely to give this response.

Close to four in ten in Hungary (38%) say they have seen advertisements or promotions of smoking tobacco products through **e-cigarettes or heated tobacco products appearing in TV shows or movies, including streaming services**, followed by around one quarter in Austria (26%) and nearly two in ten in the United Kingdom (19%). This compares to one in twenty or less in France (2%), Bulgaria (4%), as well as in Cyprus and Portugal (both 5%).

<sup>90</sup> Results for Cyprus (n=105), Denmark (n=113), France (n=89), Hungary (n=73), Lithuania (n=91) and Malta (n=36) should be interpreted with caution due to the small base sizes (<150).

In 14 countries, at least one in ten say they have seen such advertisements through **sales of other products**, with nearly three in ten answering this way in Greece (29%), followed by Hungary (25%) and Austria (21%). Conversely, 1% mention this in Malta and 3% in Finland and Lithuania.

**Railway stations or airports, or in inflight magazines** are mentioned by at least one in ten in five countries, with those in Germany and Luxembourg (both 21%) and the United Kingdom (18%) the most likely to do so. Only less than 1% cite these places in Malta and Hungary.

Those in Austria (19%), Croatia (17%), and Lithuania and the United Kingdom (both 16%) are the most likely to say they have recently seen advertisements or promotions for e-cigarettes or for heated tobacco products **through mobile phone applications**. At the other end of the spectrum, less than 1% in Portugal and 3% in Greece give this answer.

More than two in ten in Austria (27%) and Hungary (21%) mention **events sponsored or organised by tobacco or e-cigarette companies**, followed by 12% in Malta. This compares to less than 1% in Denmark, 1% in Finland and 2% in Belgium.

Close to one quarter in Greece (23%) and 14% in Estonia and Bulgaria say they have come across these advertisements through **distribution of promotional items by tobacco and e-cigarette companies**. At the opposite end of the scale, 1% or less answer this way in the Netherlands, Malta and Belgium.

**Free distribution of tobacco product samples** is mentioned by 23% in Greece, 12% in Bulgaria and 11% in Lithuania as occasions when they have seen advertisements or promotions of e-cigarettes or heated tobacco products. This compares to less than 1% in Finland, Malta and the Netherlands saying this.

Lastly, less than one in ten in all countries mention **cinemas**, with the highest shares answering this way in Germany (7%), and Estonia and the Netherlands (both 4%).

August – September 2020

Report

**QC20c** Where have you seen, read or heard advertisements or promotions for electronic cigarettes, e-liquids or heated tobacco products?  
(MULTIPLE ANSWERS POSSIBLE) (%)

		At sales points (retail locations like shops or vending machines)	On billboards, posters or other types of advertising in public spaces	On online social networks or blogs	In newspapers or magazines	On other websites	On retailers' websites	In or around cafes or bars	Through e-cigarettes or heated tobacco products appearing in TV shows or movies, including streaming services	Through sales of other products	In railway stations or airports, or in inflight magazines	Through mobile phone applications	At events sponsored or organised by tobacco or e-cigarettes companies	Through distribution of promotional items by tobacco and e-cigarette companies	Through free distribution of e-cigarettes or heated tobacco product samples	In cinemas
EU27+UK		47	29	23	22	18	14	14	11	11	11	9	7	7	6	3
BE		44	18	24	22	27	9	7	8	4	7	4	2	1	1	0
BG		52	28	13	8	9	11	23	4	17	2	4	8	14	12	1
CZ		41	18	17	30	14	12	10	6	13	10	8	7	8	7	3
DK		40	29	32	21	10	10	7	9	10	9	6	0	4	5	1
DE		38	50	16	25	12	11	10	8	17	21	8	6	3	6	7
EE		36	22	43	21	30	19	8	13	8	8	11	11	14	5	4
IE		55	30	29	22	22	23	13	14	6	11	11	5	6	5	3
EL		66	6	15	4	11	13	14	9	29	5	3	11	23	23	3
ES		58	14	22	15	16	17	9	8	4	2	4	6	8	4	2
FR		31	26	20	35	27	12	18	2	7	7	9	5	2	5	0
HR		21	8	31	22	20	9	22	11	12	3	17	8	6	8	1
IT		44	18	13	12	11	8	25	13	14	8	5	9	7	9	1
CY		32	17	28	28	26	28	14	5	13	5	15	9	12	7	2
LV		34	22	35	15	23	18	5	16	12	3	9	9	5	9	2
LT		38	7	35	8	33	6	5	9	3	2	16	5	3	11	0
LU		37	22	21	35	21	18	8	6	6	21	7	6	7	2	1
HU		43	23	22	6	23	13	11	38	25	0	9	21	5	9	0
MT		7	9	25	10	25	11	8	9	1	0	6	12	0	0	1
NL		43	14	26	16	11	7	9	7	4	6	8	4	0	0	4
AT		37	20	9	13	19	14	16	26	21	6	19	27	7	9	2
PL		47	10	7	7	16	16	12	7	4	2	7	4	7	4	3
PT		81	7	7	12	2	3	26	5	9	4	0	4	2	1	0
RO		47	17	15	13	14	11	18	14	15	7	11	11	11	10	2
SI		16	19	26	28	24	15	14	8	12	5	14	8	3	4	2
SK		53	33	26	18	17	11	31	13	12	3	4	10	7	5	1
FI		23	18	36	7	15	4	2	7	3	4	4	1	2	0	1
SE		31	11	32	24	28	9	5	11	8	8	7	4	4	3	1
UK		55	43	40	35	27	21	15	19	8	18	16	8	9	7	2
1st MOST FREQUENTLY MENTIONED ITEM		2nd MOST FREQUENTLY MENTIONED ITEM							3rd MOST FREQUENTLY MENTIONED ITEM							







Base: Respondents who have seen, read or heard advertisement for e-cigarettes or heated tobacco products, N= 7,528

The **socio-demographic analysis** highlights the following patterns among those who have seen advertisements or promotions for electronic cigarettes or for heated tobacco products in the last 12 months:

- Men (20%) are more likely than women (15%) to have seen advertisements for e-cigarettes or heated tobacco products **on websites other than retailers' websites**.
- The younger the respondents the more likely they are to have seen such advertisements on **billboards, posters or other types of advertising in public spaces, on retailers' websites or on other websites**, or through **mobile phone applications**. Those aged 15-39 are also the most likely to have seen them on online social networks or blogs (31% compared with 13-20% of older respondents). However, the youngest respondents (aged 15-24) are the least likely to mention **sales points** (39% compared with 46-50% of other age groups).
  - Among the youngest respondents, those aged 15 to 17 are less likely to mention **each** of the sources listed in the survey. The only exceptions are **online social networks or blogs** and **railway stations or airports, or inflight magazines** (for which there is hardly any difference), and cinemas (7% of those aged 15-17, compared with 2% of those aged 18-24).
- Respondents who left full-time education aged 16 or more are more likely than those who finished aged 15 or less to say they have seen these advertisements **on billboards or posters** (28-30% compared with 19%), **on online social networks or blogs** (21-23% compared with 13%), or **on websites other than retailers' websites** (17-19% compared with 10%).
- Students are the most likely to have seen these advertisements **on billboards or posters** (36% compared with 21-32% of other categories), **on online social networks or blogs** (35% compared with 14-27%), **on websites other than retailers' websites** (26% compared with 9-21%), **in railway stations or airports, or in inflight magazines** (15% compared with 6-11%), or through **mobile phone applications** (14% compared with 4-11%). House persons are the most likely to cite **sales points** (52% compared with 42-49%), while the unemployed are the most likely to cite **newspapers or magazines** (30% compared with 17-27%).
- Those who have difficulties paying their bills most of the time are the most likely to have seen advertisements for e-cigarettes **on retailers' websites** (20% compared with 13-14% of those who have difficulties less often) or **on online social networks or blogs** (29% compared with 21-23%), while those with the least difficulties are slightly more likely to have seen them **on billboards or posters** (30% compared with 26% of those who have difficulties most of the time or from time to time).
- Those living in large towns are more likely than those living in rural villages to have seen such advertisements **at sales points** (54% compared with 43%), **on billboards or posters** (36% compared with 23%), **on online social networks or blogs** (26% compared with 20%), or **in railway stations or airports, or in inflight magazines** (13% compared with 8%).
- Except for sales points and railway stations or airports, or inflight magazines, current e-cigarette users are more likely than non-users to mention **each** of the sources. The largest differences can be observed for **retailers' websites** (31% of users mention this, compared with 13% of non-users), **online social networks or blogs** (35% compared with 22%) or **free distribution of product samples** (19% compared to 6%).
- This pattern is less clear-cut for heated tobacco users. The only cases in which there is a significant difference with non-users are for **retailers' websites** (27% of users mention this, compared with 14% of non-users), **distribution of promotional items by companies** (16%







compared to 7%), **sales of other products** (17% compared to 10%) and **free distribution of product samples** (13% compared to 6%).

**QC20c** Where have you seen, read or heard advertisements or promotions for electronic cigarettes, e-liquids or heated tobacco products? (MULTIPLE ANSWERS POSSIBLE)  
(%)

	At sales points (retail locations like shops or vending machines)	On billboards, posters or other types of advertising in public spaces	On online social networks or blogs	In newspapers or magazines	On other websites	On retailers' websites	In or around cafes or bars
EU27+UK	47	29	23	22	18	14	14
 <b>Gender</b>							
Man	48	29	23	21	20	14	15
Woman	46	28	22	23	15	13	13
 <b>Age</b>							
15-24	39	37	31	19	23	17	15
25-39	46	32	31	21	20	18	15
40-54	49	30	20	22	19	12	14
55 +	50	21	13	23	11	9	12
 <b>Education (End of)</b>							
15-	48	19	13	19	10	12	13
16-19	47	28	21	21	17	13	14
20+	48	30	23	23	19	14	14
Still studying	45	36	36	19	25	21	17
 <b>Socio-professional category</b>							
Self-employed	46	30	21	19	20	13	16
Managers	45	32	27	27	18	17	15
Other white collars	48	27	23	17	16	12	18
Manual workers	48	29	21	20	21	15	12
House persons	52	21	17	26	13	11	7
Unemployed	42	28	24	30	19	16	17
Retired	49	24	14	24	9	10	10
Students	43	36	35	18	26	18	17
 <b>Marital status</b>							
Most of the time	46	26	29	18	18	20	15
From time to time	48	26	21	21	17	14	15
Almost never/ Never	47	30	23	23	18	13	14
 <b>Consider belonging to</b>							
The working class	52	29	25	23	19	16	11
The lower middle class	48	24	25	19	15	16	14
The middle class	45	29	20	21	19	13	14
The upper middle class	46	35	27	25	18	11	18
The upper class	43	23	17	12	7	10	23

Base: Respondents who have seen, read or heard advertisement for e-cigarettes or heated tobacco products, N= 7,528

**QC20c** Where have you seen, read or heard advertisements or promotions for electronic cigarettes, e-liquids or heated tobacco products? (MULTIPLE ANSWERS POSSIBLE)  
(%)

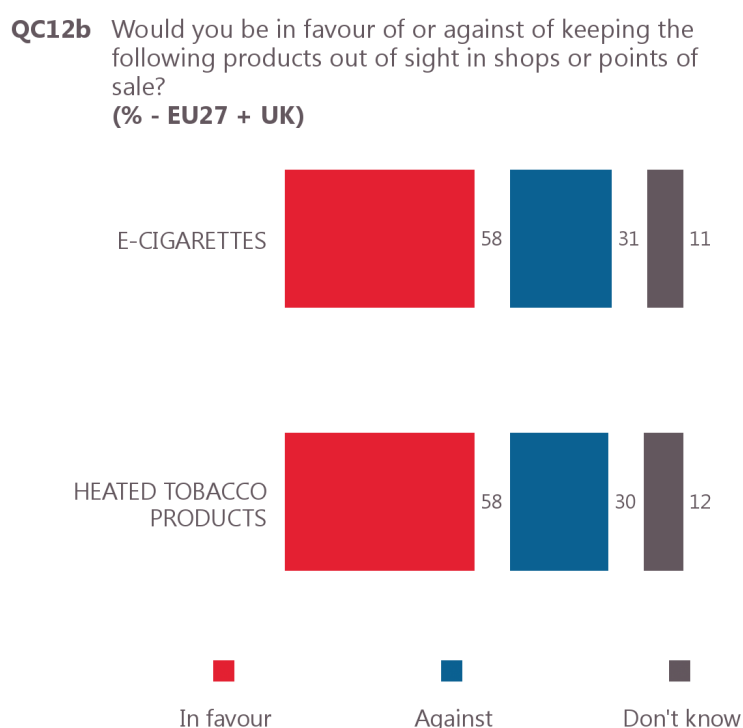
	Through e-cigarettes or heated tobacco products appearing in TV shows or movies, including streaming services	Through sales of other products	In railway stations or airports, or in inflight magazines	Through mobile phone applications	At events sponsored or organised by tobacco or e-cigarettes companies	Through distribution of promotional items by tobacco and e-cigarette companies	Through free distribution of e-cigarettes or heated tobacco product samples	In cinemas
EU27+UK	11	11	11	9	7	7	6	3
 <b>Gender</b>								
Man	11	11	11	9	7	7	7	3
Woman	11	10	11	9	7	7	6	3
 <b>Age</b>								
15-24	15	10	13	15	11	6	7	3
25-39	12	14	12	11	7	7	9	4
40-54	10	10	10	8	8	7	6	2
55 +	10	8	9	4	4	6	5	2
 <b>Education (End of)</b>								
15-	10	12	6	5	6	5	8	0
16-19	11	12	11	9	7	7	7	2
20+	11	10	11	8	7	7	6	3
Still studying	15	10	13	15	11	7	8	5
 <b>Socio-professional category</b>								
Self-employed	11	13	10	7	9	5	8	2
Managers	8	9	11	9	9	6	5	3
Other white collars	11	11	11	10	7	8	7	3
Manual workers	13	13	11	11	9	8	8	3
House persons	13	6	8	7	4	6	7	3
Unemployed	13	11	6	7	5	8	7	4
Retired	11	9	11	4	3	5	2	2
Students	13	10	15	14	10	7	7	4
 <b>Marital status</b>								
Most of the time	12	11	7	11	10	8	11	2
From time to time	14	14	9	9	9	9	8	3
Almost never/ Never	11	9	12	9	6	6	5	3
 <b>Consider belonging to</b>								
The working class	10	11	10	9	7	6	8	2
The lower middle class	11	12	10	7	8	7	5	2
The middle class	12	10	11	9	7	7	6	4
The upper middle class	12	10	17	11	8	8	7	1
The upper class	10	3	0	8	4	1	2	0

Base: Respondents who have seen, read or heard advertisement for e-cigarettes or heated tobacco products, N= 7,528

Respondents who have never smoked or who have never used, or only tried, e-cigarettes or heated tobacco products were asked whether they would be in favour of or against keeping e-cigarettes and/or heated tobacco products out of sight in shops or points of sale<sup>91</sup>.

### Majorities are in favour of keeping e-cigarettes and heated tobacco products out of sight in shops or points of sale

More than half of respondents with no or little experience with smoking, e-cigarettes or heated tobacco products would be in favour of keeping e-cigarettes and heated tobacco products (both 58%) out of sight in shops or points of sale, while 31% and 30% would be against, respectively. More than one in ten say they don't know (11% and 12%, respectively).



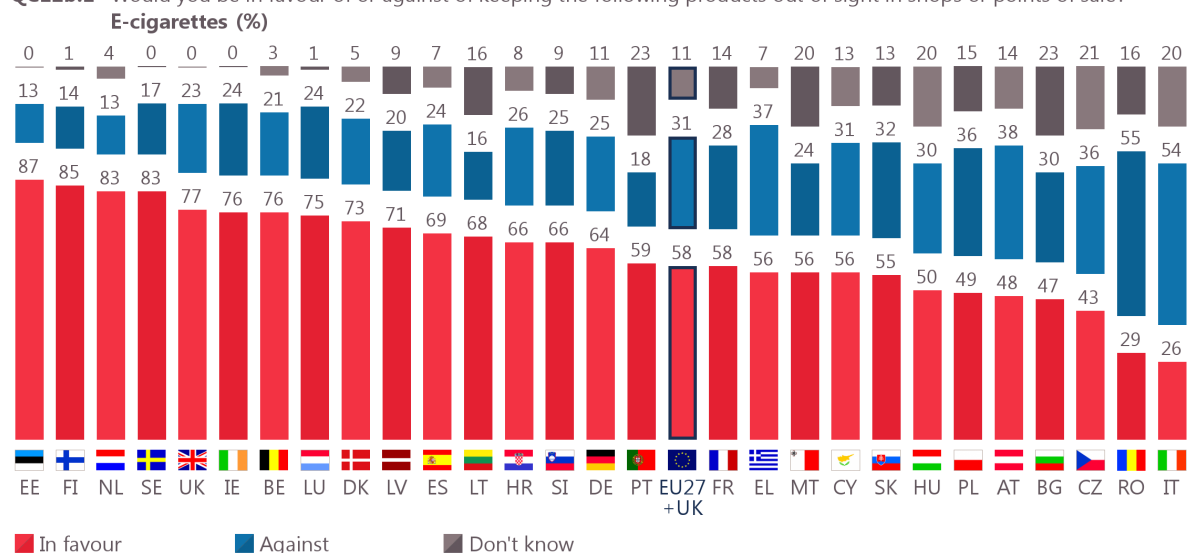
*Base: Respondents who never smoked, and never used e-cigarettes or heated tobacco products or have only tried them, N= 15,131*

<sup>91</sup> QC12b. Would you be in favour or against of keeping the following products out of sight in shops or points of sale? E-cigarettes; Heated tobacco products. In favour; Against; DK.

In 22 countries, at least half of the respondents would be in favour of keeping e-cigarettes out of sight in shops or points of sale. More than eight in ten think this way in Estonia (87%), Finland (85%), and the Netherlands and Sweden (both 83%). Italy (26%) and Romania (29%) stand out for the particularly low proportions who say they would be in favour, and these are also the only countries where a majority are against this measure (54% and 55%, respectively). Czechia (43%), Bulgaria (47%), Austria (48%) and Poland (49%) are the other countries where less than half say they would be in favour of keeping e-cigarettes out of sight.

At least two in ten say they don't know in Bulgaria and Portugal (both 23%), Czechia (21%), and Hungary, Italy and Malta (all 20%).

**QC12b.1** Would you be in favour of or against of keeping the following products out of sight in shops or points of sale?

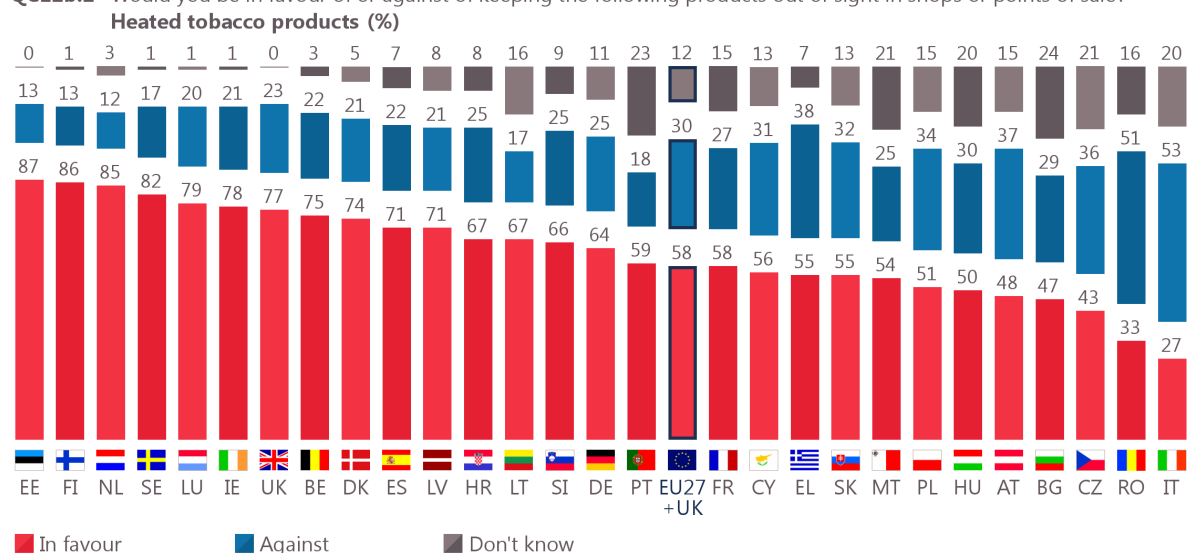


Base: Respondents who never smoked, and never used e-cigarettes or heated tobacco products or have only tried them, N= 15,131

In 23 countries, at least half would be in favour of keeping heated tobacco products out of sight in shops or points of sale. Once again, more than eight in ten are in favour in Estonia (87%), Finland (86%), the Netherlands (85%) and Sweden (82%). Also, similarly to e-cigarettes, Italy (27%) and Romania (33%) stand out for the particularly low proportions who are in favour and are the only countries where a majority are against this measure (53% and 51%, respectively). The other countries where less than half would be in favour of keeping heated tobacco products out of sight in shops or points of sale are Czechia (43%), Bulgaria (47%) and Austria (48%).

At least two in ten say they don't know in Bulgaria (24%), Portugal (23%), Czechia and Malta (both 21%), and Hungary and Italy (both 20%).

**QC12b.2** Would you be in favour of or against of keeping the following products out of sight in shops or points of sale?









Base: Respondents who never smoked, and never used e-cigarettes or heated tobacco products or have only tried them, N= 15,131

The **socio-demographic analysis** reveals the following differences among respondents with no or little experience with smoking, e-cigarettes or heated tobacco products:

- Those aged 25-54 are somewhat more likely than younger or older respondents to be in favour of keeping e-cigarettes and heated tobacco products out of sight in shops or points of sale. For instance, more than six in ten (61-62%) of those in the central age cohorts think this for heated tobacco products, compared with 55-57% of those in other age groups.
- The longer these respondents remained in full-time education, the more likely they are to be in favour of this measure for e-cigarettes and for heated tobacco products. In both cases, 64% of those finishing education aged 20 or more are in favour, compared with 49% of those who left before the age of 16.
- Close to seven in ten (69%) managers are in favour of this measure for both e-cigarettes and heated tobacco products, compared with 52-58% of other socio-professional categories.
- Those who never or almost never have difficulties paying their bills are more likely to be in favour of this measure than those who have financial difficulties more often (62% compared with 47-48% for both e-cigarettes and heated tobacco products).

**QC12b.1** Would you be in favour of or against of keeping the following products out of sight in shops or points of sale?







**E-cigarettes (%)**

	In favour	Against	Don't know
EU27+UK	58	31	11
 <b>Gender</b>			
Man	57	32	11
Woman	58	30	12
 <b>Age</b>			
15-24	57	33	10
25-39	60	32	8
40-54	60	30	10
55 +	55	30	15
 <b>Education (End of)</b>			
15-	49	32	19
16-19	54	33	13
20+	64	29	7
Still studying	57	32	11
 <b>Socio-professional category</b>			
Self-employed	57	33	10
Managers	69	25	6
Other white collars	56	33	11
Manual workers	57	33	10
House persons	52	35	13
Unemployed	52	40	8
Retired	56	28	16
Students	58	31	11
 <b>Difficulties paying bills</b>			
Most of the time	48	41	11
From time to time	47	40	13
Almost never/ Never	62	28	10
 <b>Consider belonging to</b>			
The working class	57	28	15
The lower middle class	57	33	10
The middle class	56	33	11
The upper middle class	68	25	7
The upper class	69	26	5

Base: Respondents who never smoked, and never used e-cigarettes or heated tobacco products or have only tried them, N= 15,131

**QC12b.2** Would you be in favour of or against of keeping the following products out of sight in shops or points of sale?

**Heated tobacco products (%)**

	In favour	Against	Don't know
EU27+UK	58	30	12
 <b>Gender</b>			
Man	57	32	11
Woman	59	29	12
 <b>Age</b>			
15-24	57	32	11
25-39	62	30	8
40-54	61	29	10
55 +	55	30	15
 <b>Education (End of)</b>			
15-	49	32	19
16-19	55	32	13
20+	64	28	8
Still studying	58	31	11
 <b>Socio-professional category</b>			
Self-employed	57	33	10
Managers	69	25	6
Other white collars	57	32	11
Manual workers	58	31	11
House persons	52	34	14
Unemployed	52	41	7
Retired	57	27	16
Students	58	31	11
 <b>Difficulties paying bills</b>			
Most of the time	48	41	11
From time to time	47	40	13
Almost never/ Never	62	27	11
 <b>Consider belonging to</b>			
The working class	57	28	15
The lower middle class	59	31	10
The middle class	57	32	11
The upper middle class	68	26	6
The upper class	70	25	5

Base: Respondents who never smoked, and never used e-cigarettes or heated tobacco products or have only tried them, N= 15,131

### 3 Attitudes to tobacco and related products control policies

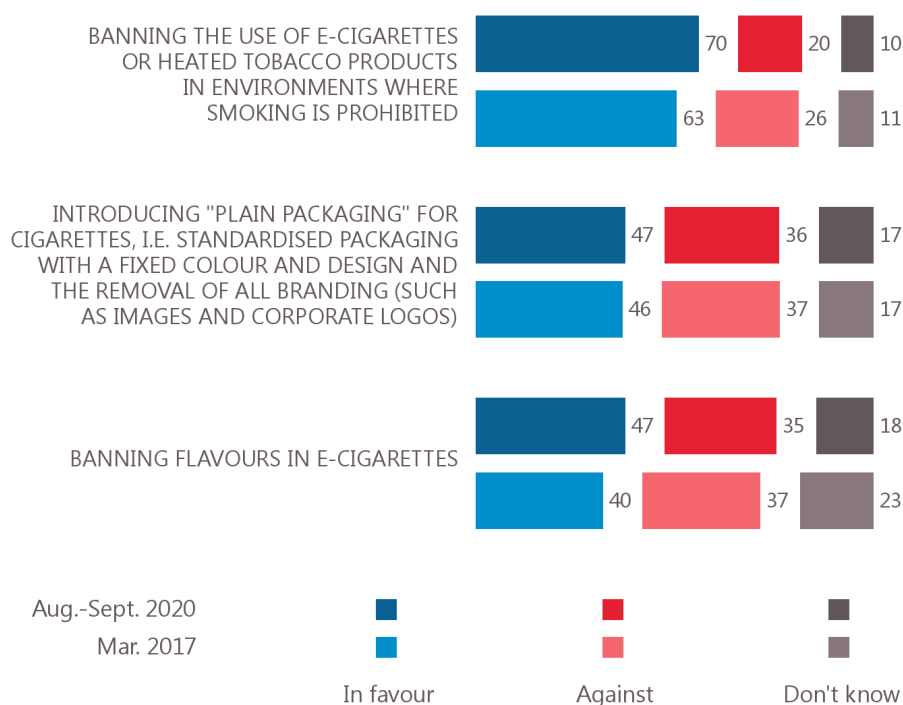
#### Seven in ten are in favour of banning the use of e-cigarettes or heated tobacco products in environments where smoking is prohibited

Respondents were asked whether they are in favour or against a series of three control policies<sup>92</sup>. Seven in ten are in favour of **banning the use of e-cigarettes or heated tobacco products in environments where smoking is prohibited**, while only one in five are against this measure. One in ten say they don't know. The proportion of respondents who are in favour of this measure has increased by seven percentage points since 2017.

Relative majorities are in favour of the other two control policies tested in the survey. In particular, 47% are in favour of **banning flavours in e-cigarettes** (vs 35% who are against) and 47% are 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)** (vs 36% who are against). In both cases, slightly less than two in ten say they don't know (18% and 17%, respectively).

The share of respondents in favour of banning flavours in e-cigarettes has increased by seven percentage points since this question was last asked in 2017, while the proportion of those in favour of introducing 'plain packaging' for cigarettes has remained broadly stable (+1 pp).

**QC17** Would you be in favour or against any of the following measures?  
(% - EU27 + UK)

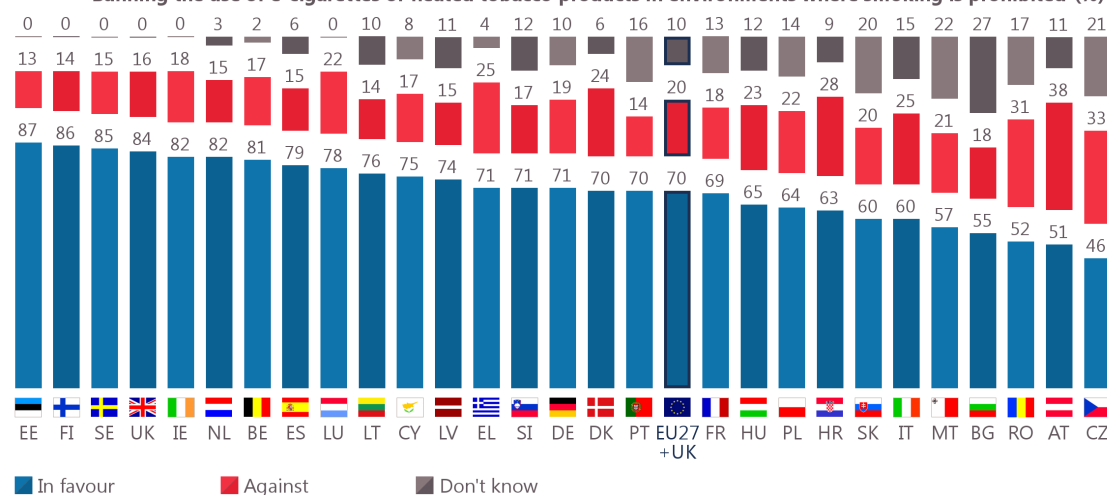


Base: All respondents, N= 28,300

<sup>92</sup> QC17. Would you be in favour or against 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); Banning the use of e-cigarettes or heated tobacco products in environments where smoking is prohibited; Banning flavours in e-cigarettes. In favour; Against; DK.

In 27 countries, a majority say they are in favour of **banning the use of e-cigarettes or heated tobacco products in environments where smoking is prohibited**. However, across these countries, proportions in favour of this measure vary significantly. The highest shares can be observed in Estonia (87%), Finland (86%) and Sweden (85%), while, at the other end of the scale, 51% in Austria, 52% in Romania and 55% in Bulgaria are in favour of this policy. Czechia (46%) is the only country where less than half of the respondents think this way. At least two in ten in Bulgaria (27%), Malta (22%), Czechia (21%) and Slovakia (20%) say they don't know.

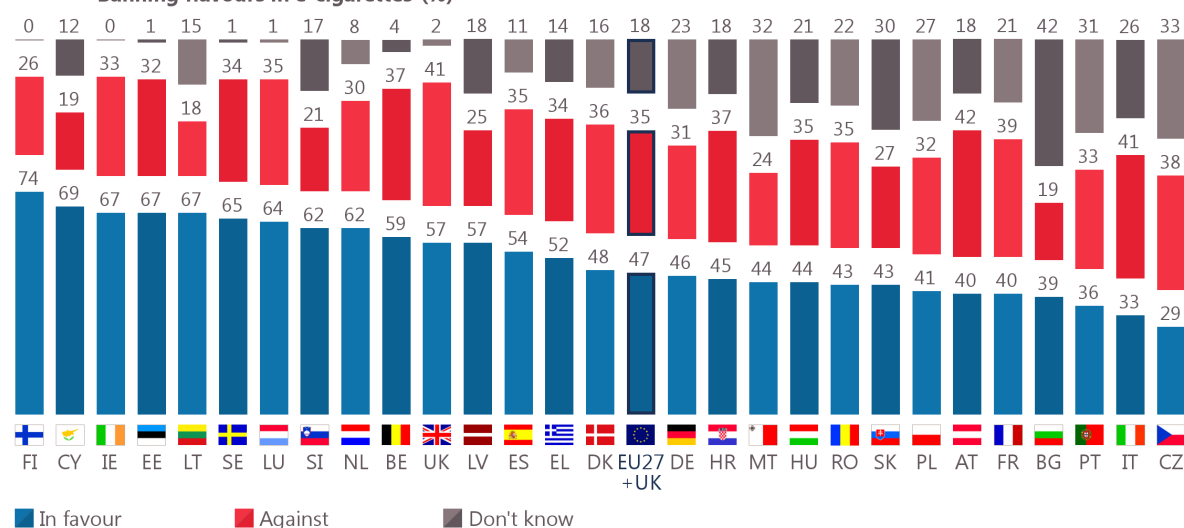
QC17.2 Would you be in favour or against any of the following measures?

**Banning the use of e-cigarettes or heated tobacco products in environments where smoking is prohibited (%)**

Base: All respondents, N= 28,300

In 14 countries, more than half of the respondents are in favour of **banning flavours in e-cigarettes**, with more than two thirds who think this way in Finland (74%), Cyprus (69%), and Estonia, Ireland and Lithuania (all 67%). Conversely, less than four in ten are in favour of this policy in Czechia (29%), Italy (33%), Portugal (36%) and Bulgaria (39%). Bulgaria stands out for a particularly high proportion of respondents saying they don't know (42%). This answer is given also by at least three in ten in Czechia (33%), Malta (32%), Portugal (31%) and Slovakia (30%).

QC17.3 Would you be in favour or against any of the following measures?

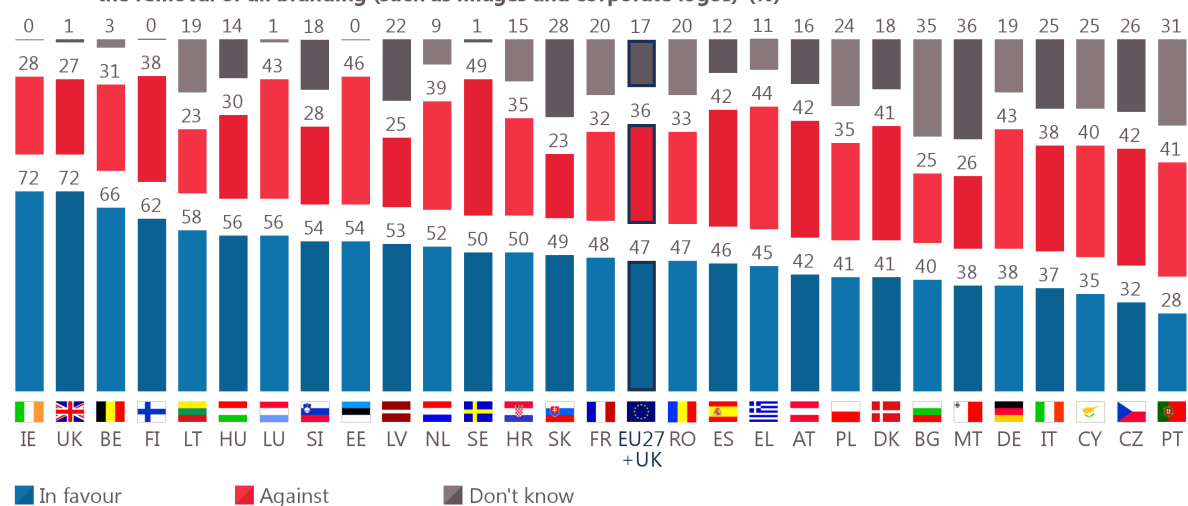
**Banning flavours in e-cigarettes (%)**

Base: All respondents, N= 28,300

In 13 countries, at least half say they are in favour of **introducing 'plain packaging' for cigarettes**. More than six in ten respondents say this in Ireland and the United Kingdom (both 72%), Belgium (66%) and Finland (62%), while those in Portugal (28%), Czechia (32%) and Cyprus (35%) are the least likely to be in favour of this measure. Relatively high proportions of respondents saying they don't know can be observed in Malta (36%), Bulgaria (35%) and Portugal (31%).

**QC17.1** Would you be in favour or against 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) (%)**



Base: All respondents, N= 28,300

Overall, respondents in Finland and, to a lesser extent, Estonia are consistently among the most likely to be in favour of each of the three control policies tested in the survey, while the reverse is true for those in Czechia and Bulgaria.






























Comparing the results of this question with those in 2017, a number of (at times substantial) shifts in public opinion can be observed in several countries. Respondents in 21 countries are now more likely than they were in 2017 to be in favour of **banning the use of e-cigarettes or heated tobacco products in environments where smoking is prohibited**, with increases by ten percentage points or more in ten countries. The largest decreases can be observed in Greece (+18 pp), and Estonia and the United Kingdom (both +17 pp). Conversely, this share of respondents has declined in six countries, most notably in Malta (-14 pp), Romania (-7 pp) and Italy (-6 pp). The results have remained stable in Cyprus.

Similarly, the proportion of respondents in favour of **banning flavours in e-cigarettes** has increased in 20 countries, and by at least ten percentage points in 12 countries. Respondents in Sweden (+23 pp), Finland and the Netherlands (both +21 pp) and Estonia (+20 pp) are now much more likely to answer this way. The share of these respondents has decreased in eight countries, and more particularly in Italy (-10 pp), Malta (-9 pp) and Romania (-6 pp).

Patterns are less clear-cut when it comes to **introducing "plain packaging" for cigarettes**. The proportion in favour of this measure has increased in 14 countries, but it has also declined in an almost equal number of countries (13). The largest increases are recorded in Luxembourg (+18 percentage points), Belgium (+16 pp) and Estonia (+10 pp). This compares to decreases by ten percentage points or more in Malta (-17 pp), Portugal (-13 pp) and Slovakia (-10 pp). The share of these respondents has remained stable in Sweden.

**QC17.1** Would you be in favour or against 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	Diff. August/September 2020 - March 2017	Against	Diff. August/September 2020 - March 2017	Don't know
EU27+UK		47	▲ 1	36	▼ 1	17
BE		66	▲ 16	31	▼ 14	3
BG		40	▼ 4	25	▼ 3	35
CZ		32	▼ 3	42	▼ 8	26
DK		41	▲ 5	41	▼ 1	18
DE		38	▲ 1	43	▼ 3	19
EE		54	▲ 10	46	▲ 17	0
IE		72	▼ 1	28	▲ 11	0
EL		45	▼ 4	44	▲ 3	11
ES		46	▲ 3	42	▲ 9	12
FR		48	▲ 9	32	▼ 13	20
HR		50	▲ 1	35	▼ 4	15
IT		37	▼ 6	38	▲ 1	25
CY		35	▼ 8	40	▲ 1	25
LV		53	▼ 1	25	▲ 1	22
LT		58	▼ 3	23	▼ 5	19
LU		56	▲ 18	43	▼ 1	1
HU		56	▲ 4	30	▼ 3	14
MT		38	▼ 17	26	▼ 4	36
NL		52	▲ 3	39	▼ 1	9
AT		42	▲ 1	42	▼ 7	16
PL		41	▼ 5	35	▼ 7	24
PT		28	▼ 13	41	▲ 2	31
RO		47	▼ 7	33	▲ 2	20
SI		54	▲ 8	28	▼ 13	18
SK		49	▼ 10	23	▼ 1	28
FI		62	▲ 3	38	▲ 13	0
SE		50	=	49	▲ 10	1
UK		72	▲ 4	27	▲ 11	1

Base: All respondents, N= 28,300

**QC17.2** Would you be in favour or against any of the following measures?






























**Banning the use of e-cigarettes or heated tobacco products in environments where smoking is prohibited (%)**

		In favour	Diff. August/September 2020 - March 2017	Against	Diff. August/September 2020 - March 2017	Don't know
EU27+UK		70	▲ 7	20	▼ 6	10
BE		81	▲ 15	17	▼ 15	2
BG		55	▲ 5	18	▼ 6	27
CZ		46	▼ 4	33	▼ 4	21
DK		70	▲ 11	24	▼ 6	6
DE		71	▲ 6	19	▼ 6	10
EE		87	▲ 17	13	=	0
IE		82	▲ 13	18	▼ 4	0
EL		71	▲ 18	25	▼ 16	4
ES		79	▲ 14	15	▼ 6	6
FR		69	▲ 9	18	▼ 13	13
HR		63	▲ 7	28	▼ 5	9
IT		60	▼ 6	25	▼ 1	15
CY		75	=	17	=	8
LV		74	▲ 1	15	▼ 2	11
LT		76	▼ 2	14	▲ 1	10
LU		78	▲ 5	22	▲ 4	0
HU		65	▲ 7	23	▼ 3	12
MT		57	▼ 14	21	▲ 1	22
NL		82	▲ 13	15	▼ 9	3
AT		51	▲ 1	38	▼ 2	11
PL		64	▲ 2	22	▼ 7	14
PT		70	▲ 10	14	▼ 14	16
RO		52	▼ 7	31	▲ 2	17
SI		71	▲ 9	17	▼ 11	12
SK		60	▼ 2	20	▼ 2	20
FI		86	▲ 7	14	▲ 2	0
SE		85	▲ 15	15	▼ 6	0
UK		84	▲ 17	16	▼ 4	0

Base: All respondents, N= 28,300

**QC17.3** Would you be in favour or against any of the following measures?

**Banning flavours in e-cigarettes (%)**

		In favour	Diff. August/September 2020 - March 2017	Against	Diff. August/September 2020 - March 2017	Don't know
EU27+UK		47	▲ 7	35	▼ 2	18
BE		59	▲ 15	37	▼ 11	4
BG		39	▲ 5	19	▼ 6	42
CZ		29	▼ 3	38	▼ 9	33
DK		48	▲ 16	36	▼ 5	16
DE		46	▲ 12	31	▼ 6	23
EE		67	▲ 20	32	▲ 11	1
IE		67	▲ 10	33	▲ 5	0
EL		52	▲ 3	34	▼ 4	14
ES		54	▲ 12	35	▲ 4	11
FR		40	▲ 5	39	▼ 7	21
HR		45	▲ 3	37	▼ 4	18
IT		33	▼ 10	41	▲ 4	26
CY		69	▲ 6	19	▼ 4	12
LV		57	▲ 5	25	▼ 3	18
LT		67	▼ 3	18	=	15
LU		64	▲ 16	35	▲ 4	1
HU		44	▲ 4	35	▼ 4	21
MT		44	▼ 9	24	▼ 5	32
NL		62	▲ 21	30	▼ 10	8
AT		40	▲ 3	42	▼ 6	18
PL		41	▼ 2	32	▼ 4	27
PT		36	▼ 2	33	▼ 3	31
RO		43	▼ 6	35	▲ 3	22
SI		62	▲ 19	21	▼ 16	17
SK		43	▼ 4	27	▼ 2	30
FI		74	▲ 21	26	▲ 2	0
SE		65	▲ 23	34	▼ 4	1
UK		57	▲ 15	41	▲ 9	2







Base: All respondents, N= 28,300

The **socio-demographic analysis** considers the proportions in favour of each of the three control policies:

- Women (49%) are somewhat more likely than men (44%) to be in favour of **banning flavours in e-cigarettes**.
- The older the respondents, the more likely they are to be in favour of **banning flavours in e-cigarettes** (41% of those aged 15-24, compared with 49% of those aged 55 or more).
- Those who finished full-time education aged 16 or more are more likely than those who left aged 15 or less to be in favour of **introducing "plain packaging" for cigarettes** (48-49% compared with 39%). In addition, the longer respondents remained in full-time education, the more likely they are to be in favour of **banning the use of e-cigarettes or heated tobacco products in environments where smoking is prohibited** (74% of those who ended education aged 20 or more, compared with 64% of those who finished aged 15 or less).
- Managers are the most likely to be in favour of **banning the use of e-cigarettes or heated tobacco products where smoking is prohibited** (78%, compared with 66-75% of other socio-professional categories) and of **introducing "plain packaging" for cigarettes** (54% compared with 45-47%). The retired are the most likely to be in favour of **banning flavours in e-cigarettes** (52% compared with 41-49%).
- Those who have never or almost never difficulties paying their bills are somewhat more likely to be in favour of **each** of these measures than those who have financial difficulties more often. For instance, more than seven in ten (72%) of those who never or almost never have difficulties are in favour of banning the use of e-cigarettes or heated tobacco products where smoking is prohibited, compared with around two thirds (65-66%) of those who have more difficulties.
- Smokers are less likely than non-smokers to be in favour of **each** of these measures. For instance, 36% of smokers are in favour of banning flavours in e-cigarettes, compared with half of non-smokers.
- Those who tried to quit smoking are more likely than those who have never tried to quit to be in favour of **each** of these control policies. For instance, 62% of those who tried to quit are in favour of banning the use of e-cigarettes or heated tobacco products where smoking is prohibited, compared with 55% of those who have not tried.
- Lastly, users of e-cigarettes and users of heated tobacco products are much less likely than non-users to be in favour of **banning the use of e-cigarettes or heated tobacco products where smoking is prohibited** (38-43% of users, compared with 71% of non-users) or of **banning flavours in e-cigarettes** (13-27% compared with 47-48%).

**QC17.1** Would you be in favour or against 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	Against	Don't know
EU27+UK	47	36	17
 <b>Gender</b>			
Man	47	39	14
Woman	47	34	19
 <b>Age</b>			
15-24	47	36	17
25-39	49	39	12
40-54	49	38	13
55 +	45	34	21
 <b>Education (End of)</b>			
15-	39	33	28
16-19	48	36	16
20+	49	38	13
Still studying	47	36	17
 <b>Socio-professional category</b>			
Self-employed	45	41	14
Managers	54	35	11
Other white collars	47	39	14
Manual workers	46	40	14
House persons	46	30	24
Unemployed	47	40	13
Retired	46	32	22
Students	47	36	17
 <b>Difficulties paying bills</b>			
Most of the time	45	41	14
From time to time	45	39	16
Almost never/ Never	49	35	16
 <b>Consider belonging to</b>			
The working class	45	36	19
The lower middle class	51	35	14
The middle class	47	37	16
The upper middle class	53	36	11
The upper class	61	32	7

Base: All respondents, N= 28,300







**QC17.2** Would you be in favour or against any of the following measures?

**Banning the use of e-cigarettes or heated tobacco products in environments where smoking is prohibited (%)**

	In favour	Against	Don't know
EU27+UK	70	20	10
 <b>Gender</b>			
Man	69	22	9
Woman	71	18	11
 <b>Age</b>			
15-24	70	21	9
25-39	70	23	7
40-54	73	20	7
55 +	69	18	13
 <b>Education (End of)</b>			
15-	64	20	16
16-19	68	22	10
20+	74	19	7
Still studying	76	16	8
 <b>Socio-professional category</b>			
Self-employed	71	21	8
Managers	78	17	5
Other white collars	71	21	8
Manual workers	67	24	9
House persons	68	19	13
Unemployed	66	26	8
Retired	69	17	14
Students	75	17	8
 <b>Difficulties paying bills</b>			
Most of the time	66	25	9
From time to time	65	25	10
Almost never/ Never	72	18	10
 <b>Consider belonging to</b>			
The working class	67	21	12
The lower middle class	72	20	8
The middle class	70	21	9
The upper middle class	78	16	6
The upper class	77	18	5

Base: All respondents, N= 28,300

**QC17.3** Would you be in favour or against any of the following measures?**Banning flavours in e-cigarettes (%)**

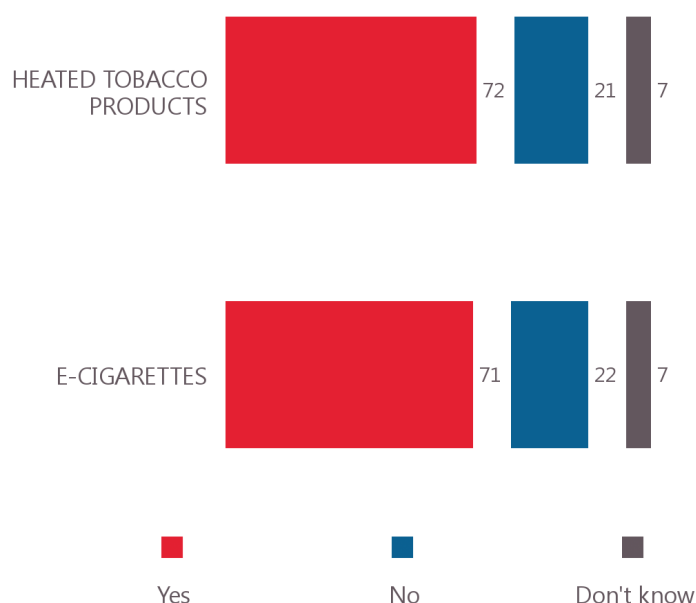
	In favour	Against	Don't know
EU27+UK	47	35	18
 <b>Gender</b>			
Man	44	39	17
Woman	49	32	19
 <b>Age</b>			
15-24	41	44	15
25-39	44	43	13
40-54	48	36	16
55 +	49	28	23
 <b>Education (End of)</b>			
15-	45	28	27
16-19	46	36	18
20+	49	36	15
Still studying	43	42	15
 <b>Socio-professional category</b>			
Self-employed	45	38	17
Managers	49	37	14
Other white collars	44	40	16
Manual workers	44	40	16
House persons	48	29	23
Unemployed	44	42	14
Retired	52	24	24
Students	41	43	16
 <b>Difficulties paying bills</b>			
Most of the time	44	40	16
From time to time	44	39	17
Almost never/ Never	48	34	18
 <b>Consider belonging to</b>			
The working class	47	33	20
The lower middle class	47	38	15
The middle class	46	36	18
The upper middle class	51	33	16
The upper class	62	30	8

Base: All respondents, N= 28,300

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

Finally, respondents who have never used, or only tried, e-cigarettes or heated tobacco products were asked whether they think that these products should be regulated as strictly as cigarettes<sup>93</sup>. Large majorities are in favour of regulating more strictly each of these products. Slightly more than seven in ten (72%) say this for heated tobacco products, with around one in five (21%) answering that they do not think these products should be regulated as strictly as cigarettes. A similar proportion (71%) think that e-cigarettes should be regulated as strictly as standard cigarettes, with more than one in five (22%) saying the opposite.

**QC11c** Do you think that these products should be regulated as strictly as cigarettes?  
(% - EU27 + UK)

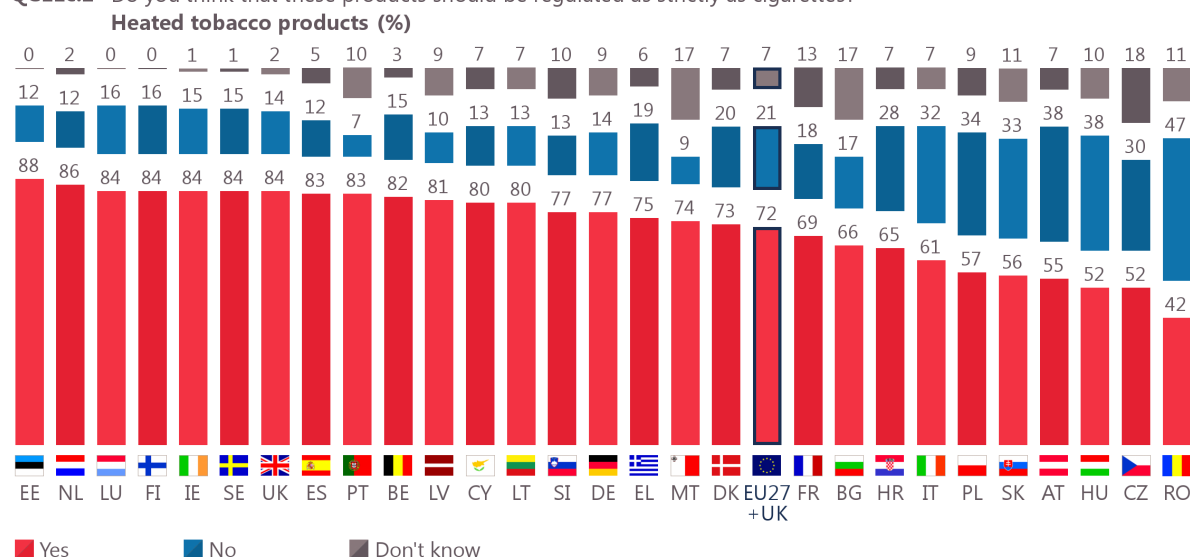


Base: Respondents who never used or only tried e-cigarettes or heated tobacco products, N= 25,882

<sup>93</sup> QC11c. Do you think that these products should be regulated as strictly as cigarettes? E-cigarettes; Heated tobacco products. Yes; No; DK.

In 27 countries, a majority think that heated tobacco products should be regulated as strictly as cigarettes. This proportion is the highest in Estonia (88%), the Netherlands (86%), as well as in Finland, Ireland, Luxembourg, Sweden and the United Kingdom (all 84%). At the other end of the spectrum, 52% in Czechia and Hungary, and 55% in Austria think this way. Romania is the only country where this is not the majority view, with 42% saying these products should be regulated as strictly as cigarettes and 47% who think they should not.

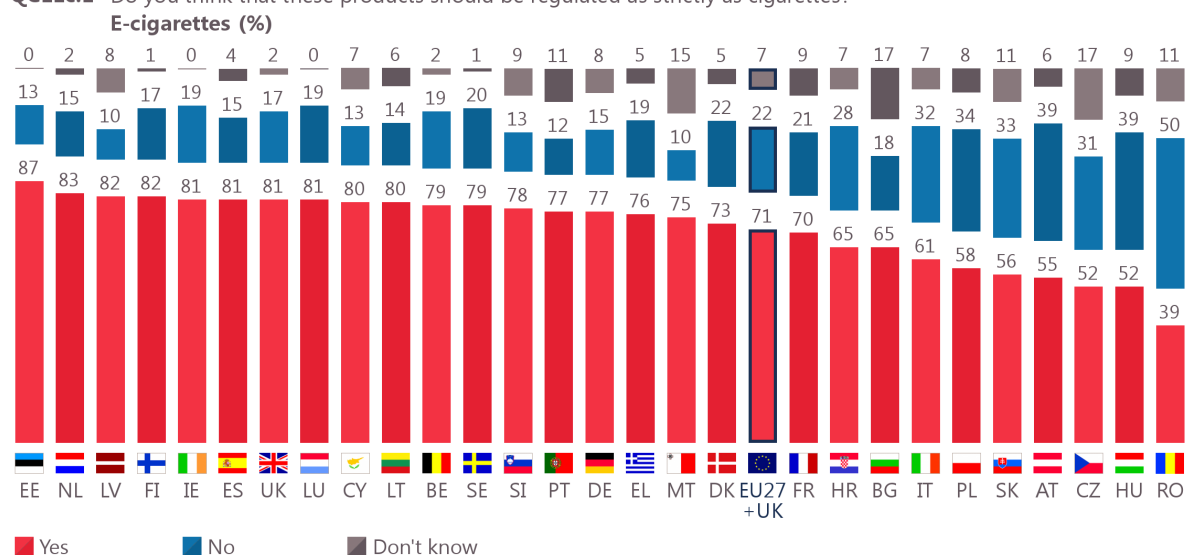
**QC11c.2** Do you think that these products should be regulated as strictly as cigarettes?



Base: Respondents who never used or only tried e-cigarettes or heated tobacco products, N= 25,882

When it comes to e-cigarettes, the country-level analysis shows similar patterns as those observed for heated tobacco products. Once again, in 27 countries, a majority think that these devices should be regulated as strictly as standard cigarettes, with more than eight in ten saying this in Estonia (87%), the Netherlands (83%), and Finland, Latvia (both 82%), as well as in Ireland, Spain, Luxembourg and the United Kingdom (all 81%). As in the case of heated tobacco products, the lowest proportions who think e-cigarettes should be strictly regulated can be found in Czechia and Hungary (both 52%) and Austria (55%), while Romania is once again the only country where this is the minority view (39% vs 50% who answer 'No').

**QC11c.1** Do you think that these products should be regulated as strictly as cigarettes?









Base: Respondents who never used or only tried e-cigarettes or heated tobacco products, N= 25,882

The **socio-demographic analysis** among respondents who have never used, or only tried, e-cigarettes or heated tobacco products reveals that large majorities within most categories think these products should be regulated as strictly as cigarettes. However, the following patterns can be observed:

- Those aged 40-54 are somewhat more likely than those in other age groups to think that e-cigarettes (74% compared with 68-71%) and heated tobacco products (75% compared with 70-71%) should be regulated as strictly as cigarettes.
- The longer respondents remained in full-time education, the more likely they are to think these products should be regulated as strictly as cigarettes (75-76% of those who finished education aged 20 or more, compared with 66% of those who left before the age of 16).
- Managers are the most likely to think e-cigarettes (76% compared with 66-73% of other socio-professional categories) and heated tobacco products (77% compared with 66-74%) should be regulated as strictly as cigarettes.
- Those who have the least difficulties paying their bills are more likely than those who have more financial difficulties to be in favour of a stricter regulation of both e-cigarettes (73% compared with 63-64%) and heated tobacco products (74% compared with 65%).







**QC11c.1** Do you think that these products should be regulated as strictly as cigarettes?

**E-cigarettes (%)**

	Yes	No	Don't know
EU27+UK	71	22	7
 <b>Gender</b>			
Man	71	23	6
Woman	71	22	7
 <b>Age</b>			
15-24	68	27	5
25-39	68	28	4
40-54	74	21	5
55 +	71	20	9
 <b>Education (End of)</b>			
15-	66	23	11
16-19	68	25	7
20+	75	20	5
Still studying	71	24	5
 <b>Socio-professional category</b>			
Self-employed	72	22	6
Managers	76	19	5
Other white collars	69	25	6
Manual workers	68	27	5
House persons	67	25	8
Unemployed	66	29	5
Retired	73	17	10
Students	71	24	5
 <b>Difficulties paying bills</b>			
Most of the time	63	28	9
From time to time	64	30	6
Almost never/ Never	73	20	7
 <b>Consider belonging to</b>			
The working class	69	22	9
The lower middle class	68	25	7
The middle class	71	23	6
The upper middle class	78	18	4
The upper class	74	21	5

Base: Respondents who never used or only tried e-cigarettes or heated tobacco products, N= 25,882

**QC11c.2** Do you think that these products should be regulated as strictly as cigarettes?**Heated tobacco products (%)**

	Yes	No	Don't know
EU27+UK	72	21	7
 <b>Gender</b>			
Man	72	21	7
Woman	71	21	8
 <b>Age</b>			
15-24	70	23	7
25-39	70	25	5
40-54	75	19	6
55 +	71	19	10
 <b>Education (End of)</b>			
15-	66	22	12
16-19	68	24	8
20+	76	18	6
Still studying	74	20	6
 <b>Socio-professional category</b>			
Self-employed	74	20	6
Managers	77	17	6
Other white collars	70	24	6
Manual workers	68	25	7
House persons	67	25	8
Unemployed	66	28	6
Retired	73	16	11
Students	74	20	6
 <b>Difficulties paying bills</b>			
Most of the time	65	26	9
From time to time	65	28	7
Almost never/ Never	74	18	8
 <b>Consider belonging to</b>			
The working class	70	20	10
The lower middle class	69	23	8
The middle class	72	21	7
The upper middle class	79	17	4
The upper class	75	20	5

Base: Respondents who never used or only tried e-cigarettes or heated tobacco products, N= 25,882

## CONCLUSION

Across the EU and the United Kingdom, less than a quarter of the respondents are smokers, a slight decrease compared to the previous survey in 2017, thus continuing the downward trend that has characterised Europeans' consumption of traditional tobacco products for several years. Nevertheless, in line with previous Eurobarometer surveys, significant geographic and socio-demographic differences still persist. Respondents in Southern and Eastern European countries are generally more likely to be smokers, as are men, those in the central age cohorts (25-54), the unemployed and manual workers, and those who have financial difficulties. Conversely, the proportion of young smokers has substantially declined since 2017.

Overall, almost nine in ten of those who consume a tobacco or related product, do so on a daily basis. Boxed cigarettes remain the most popular choice among smokers, consumed by nearly eight in ten smokers monthly and by close to seven in ten daily, while a consistent proportion of smokers smoke hand-rolled cigarettes. When it comes to consumption of other products, nearly one in five have at least tried a water pipe and less than one in ten say this for oral, chewing and nasal tobacco. Around one in sixteen have used products containing cannabis in the last 12 months, with this share rising to 15% among the youngest respondents. Lastly, one in seven use e-cigarettes, a proportion that has remained stable since 2017, and around one in sixteen use heated tobacco products, with majorities consuming these products daily.

Among those who smoke cigarettes, the average consumption is more than 14 cigarettes per day (even though this figure greatly varies across countries) and the average age of starting smoking currently stands at just below 18 years old. A majority of smokers have, at some point, attempted to stop smoking, and three quarters of current and ex-smokers have done so without seeking any assistance. In this respect, large shares of those with no or little experience with e-cigarettes think e-cigarettes or heated tobacco products do not help tobacco smokers to quit the habit.

However, stopping or reducing tobacco consumption is the first most frequently mentioned reason by users for taking up e-cigarettes and the second for starting using heated tobacco products (the first being the belief that they are less harmful than smoking tobacco). Three in ten smokers or ex-smokers who use or have used e-cigarettes or heated tobacco products say these products helped them to stop smoking tobacco completely, and more than a quarter say they reduced consumption but did not stop. Against this backdrop, it can be observed that large majorities of e-cigarette and heated tobacco product users are 'dual users', i.e. their use of these products comes on top of their traditional tobacco product consumption. A consistent share (27%) of current users of e-cigarette or heated tobacco products have attempted to quit, with, once again, a large majority doing so without seeking any assistance.

A lower number of respondents have recently seen smoking occurring indoors in drinking establishments, like bars, and eating establishments, like restaurants<sup>94</sup>. However, substantial country differences arise, with conspicuous proportions reporting people smoking inside in Croatia (only for bars), Cyprus and Slovakia. Very large decreases can be observed in these shares of respondents since 2017, particularly in Greece, Czechia and Austria, while there have been increases in a few countries, especially in Spain. Much higher proportions have recently seen people vaping or using heated tobacco products indoors. Nearly three in ten say this for bars, close to one fifth for restaurants and one quarter for other public spaces where people normally do not smoke (e.g. shopping malls, airports, concert halls). Around three 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.

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<sup>94</sup> In 2020, the operation of eating and drinking establishments in various MSs might have been affected by the COVID-19 restrictions during the six months preceding the survey.

Close to two thirds of respondents think both vaping and heated tobacco products are harmful to the health of those who use them, which represents an increase by ten percentage points since 2017 in the case of e-cigarettes. In line with this finding, around seven in ten of those who have never used, or only tried, these products are in favour of regulating them as strictly as cigarettes. Moreover, a large majority of those with no or little experience with tobacco, heated tobacco products and e-cigarettes are in favour of keeping e-cigarettes and heated tobacco products out of sight in shops. Similarly, seven in ten among all respondents favour a ban on the use of these products in environments where smoking is prohibited. Relative majorities are in favour of the other two control policies tested in the survey: the ban of flavours in e-cigarettes and the introduction of '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).

Overall, the findings of this survey highlight that smoking prevalence continues its downward trend, particularly among young people, albeit in presence of persistently high levels in certain geographical areas and socio-demographic groups. However, the trend becomes more complex if one considers use of any tobacco or related product: e-cigarettes and heated tobacco products are more prevalent among young people and the countries where the prevalence of traditional tobacco products is high. Since 2017, there have not been substantial changes when it comes to habits among smokers, with the majority still using these products daily, the average starting age still below 18 years old and the average number of cigarettes smoked per day still at around 14. When it comes to emerging devices, such as e-cigarettes and heated tobacco products, smaller, yet consistent, proportions use these products. Although some users seem to have replaced traditional tobacco products by e-cigarettes/heated tobacco, large majorities still use these products on top of their consumption of traditional tobacco products. Lastly, there is a widespread perception among the public of their harmful health consequences, as well as endorsement for introduction of stricter regulations and control policies.

## TECHNICAL SPECIFICATIONS

Between the 3<sup>rd</sup> August and 15<sup>th</sup> September 2020, Kantar carried out the wave 93.2 of the EUROBAROMETER survey, at the request of the European Commission, Directorate-General for Communication, "Media monitoring and Eurobarometer" Unit.

The wave 93.2 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 States is a multi-stage, random (probability) one. In each country, a number of sampling points was drawn with probability proportional to population size (for a total coverage of the country) and to population density.

In order to do so, the sampling points were drawn systematically from each of the "administrative regional units", after stratification by individual unit and type of area. They thus represent the whole territory of the countries surveyed according to the EUROSTAT NUTS II (or equivalent) and according to the distribution of the resident population of the respective nationalities in terms of metropolitan, urban and rural areas.

In each of the selected sampling points, a starting address was drawn, at random. Further addresses (every N<sup>th</sup> address) were selected by standard "random route" procedures, from the initial address. In each household, the respondent was drawn, at random (following the "closest birthday rule"). If no one answered the interviewer in a household, or if the respondent selected was not available (not present or 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 and Denmark. In these countries, a sample of addresses within each areal sampling point (1km<sup>2</sup> grid) were selected from the address or population register. The selection of addresses was done in a random manner. Households were then contacted by telephone and recruited to take part in the survey.

	COUNTRIES	INSTITUTES	N° INTERVIEWS	FIELDWORK DATES		POPULATION 15+	PROPORTION EU27
BE	Belgium	Kantar Belgium (Kantar TNS)	981	13/08/2020	15/09/2020	9.188.369	2,45%
BG	Bulgaria	Kantar TNS BBSS	1.057	03/08/2020	24/08/2020	5.995.194	1,60%
CZ	Czechia	Kantar CZ	1.027	04/08/2020	24/08/2020	8.956.740	2,39%
DK	Denmark	Kantar Gallup	1.022	07/08/2020	03/09/2020	4.848.611	1,29%
DE	Germany	Kantar Deutschland	1.527	05/08/2020	07/09/2020	71.728.398	19,10%
EE	Estonia	Kantar Emor	1.104	17/08/2020	31/08/2020	1.073.224	0,29%
IE	Ireland	Kantar Belgium	1.239	27/08/2020	15/09/2020	3.896.482	1,04%
EL	Greece	Taylor Nelson Sofres Market Research	1.016	07/08/2020	30/08/2020	9.187.524	2,45%
ES	Spain	TNS Investigación de Mercados y Opinión	1.049	13/08/2020	15/09/2020	40.006.943	10,65%
FR	France	Kantar Public France	1.001	03/08/2020	31/08/2020	52.732.499	14,04%
HR	Croatia	Hendal	1.019	05/08/2020	24/08/2020	3.488.460	0,93%
IT	Italy	Kantar Italia	1.021	04/08/2020	26/08/2020	52.397.331	13,95%
CY	Rep. Of Cyprus	CYMAR Market Research	505	03/08/2020	01/09/2020	734.695	0,20%
LV	Latvia	Kantar TNS Latvia	1.024	06/08/2020	01/09/2020	1.568.124	0,42%
LT	Lithuania	TNS LT	1.008	10/08/2020	03/09/2020	2.300.257	0,61%
LU	Luxembourg	Kantar Belgium	608	20/08/2020	15/09/2020	503.275	0,13%
HU	Hungary	Kantar Hoffmann	1.058	08/08/2020	24/08/2020	8.351.017	2,22%
MT	Malta	MISCO International	502	05/08/2020	31/08/2020	426.055	0,11%
NL	Netherlands	TNS NIPO	1.086	05/08/2020	31/08/2020	14.165.638	3,77%
AT	Austria	Das Österreichische Gallup Institut	1.008	07/08/2020	23/08/2020	7.580.083	2,02%
PL	Poland	Kantar Polska	1.057	03/08/2020	25/08/2020	32.139.021	8,56%
PT	Portugal	Marktest – Marketing, Organização e Formação	1.061	05/08/2020	30/08/2020	8.869.051	2,36%
RO	Romania	Centrul Pentru Studierea Opiniei si Piete (CSOP)	1.103	03/08/2020	30/08/2020	16.372.216	4,36%
SI	Slovenia	Mediana DOO	1.011	04/08/2020	19/08/2020	1.767.202	0,47%
SK	Slovakia	Kantar Slovakia	1.046	06/08/2020	23/08/2020	4.592.379	1,22%
FI	Finland	Kantar TNS Oy	1.099	20/08/2020	03/09/2020	4.488.064	1,20%
SE	Sweden	Kantar Sifo	998	18/08/2020	10/09/2020	8.149.850	1,90%
TOTAL EU27			27.237	03/08/2020	15/09/2020	375.506.702	100%*

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

\*\* Recruitments in Luxembourg, Ireland, Belgium and Spain are carried out by Ronin International, Kantar Belgium, Kantar Spain, Infas and GDCC. Non-probabilistic sample in Luxembourg and Ireland was randomly drawn from Kantar's LifePoints panel.

UK	United Kingdom	Kantar UK Limited	1.051	24/08/2020	19/09/2020	53.082.345
TOTAL			28.288	03/08/2020	19/09/2020	428.589.047

	COUNTRIES	N° OF CAPI INTERVIEWS	N° OF CAWI INTERVIEWS	TOTAL N° INTERVIEWS
BE	Belgium	388	593	981
BG	Bulgaria	1.057		1.057
CZ	Czechia	1.027		1.027
DK	Denmark	936	86	1.022
DE	Germany	1.527		1.527
EE	Estonia		1104	1.104
IE	Ireland		1239	1.239
EL	Greece	1.016		1.016
ES	Spain	302	747	1.049
FR	France	1.001		1.001
HR	Croatia	1.019		1.019
IT	Italy	1.021		1.021
CY	Rep. Of Cyprus	505		505
LV	Latvia	1.024		1.024
LT	Lithuania	1.008		1.008
LU	Luxembourg		608	608
HU	Hungary	1.058		1.058
MT	Malta	502		502
NL	Netherlands	754	332	1.086
AT	Austria	1.008		1.008
PL	Poland	1.057		1.057
PT	Portugal	1.061		1.061
RO	Romania	1.103		1.103
SI	Slovenia	1.011		1.011
SK	Slovakia	1.046		1.046
FI	Finland		1.099	1.099
SE	Sweden		998	998
	TOTAL EU27	20.431	6.806	27.237
UK	United Kingdom		1.051	1.051
	TOTAL	20.431	7.857	28.288

CAPI : Computer-Assisted Personal interviewing

CAWI : Computer-Assisted Web interviewing

August – September 2020

### Consequences of the coronavirus pandemic on fieldwork

Where feasible, interviews were conducted face-to-face in people's homes or on their doorstep and in the appropriate national language. In all countries where face-to-face interviewing was feasible CAPI (Computer Assisted Personal Interviewing) was used. At the start of the fieldwork it was intended to have interviewers to offer respondents the possibility to answer the question online, if they were reluctant to do it face-to-face. Eventually this option was not needed (except in Denmark and Netherlands), as the number of required interviews could be reached through regular face-to-face interviewing. For all interviews conducted face to face, hygiene and physical distancing measures have always been respected in line with government regulations, and whenever possible, interviews were conducted outside homes, on doorsteps, to remain in open air and maintain social distance.

In **Netherlands** and **Denmark**, face-to-face interviewing was feasible, but it was not possible to reach the target number of interviews within the fieldwork period. Therefore, to hit the target number of interviews within the fieldwork period an online survey was offered to those who refused the face-to-face option at the telephone recruitment stage. As a result, data collection was made through interviews via CAPI and CAWI modes.

Due to the coronavirus pandemic, **face-to-face interviews were not possible in Belgium, Estonia, Finland, Ireland, Luxembourg, Spain, Sweden and the UK**. In these countries, interviews were conducted online with Computer-Assisted Web Interviewing (CAWI) technique. However, at a later stage during the fieldwork, face-to-face interviews became feasible in **Belgium** and **Spain**, where 388 and 302 interviews were conducted with this methodology.

The online design in each country differed based on what was feasible within the fieldwork period. In all but Luxembourg the online sample was based on a probabilistic sample design: in other terms, respondents were recruited in a probabilistic random manner, ensuring that all individuals in this country have an equal chance to be interviewed.

In **Belgium, Ireland and Spain**, respondents were recruited by telephone via a probabilistic dual frame sample of telephone numbers, drawn from national telephone numbering plan.

In **Luxembourg**, the same approach was initiated. However, the response rates were not sufficiently large to achieve the target sample size in the fieldwork period, so this sample was supplemented with a non-probabilistic sample randomly drawn from Kantar's LifePoints panel. In total 155 interviews were conducted via the probabilistic sample and 453 via the LifePoints panel in Luxembourg. The sample for Ireland was also supplemented from the same panel but to a lesser extent (349 interviews).

In **Estonia, Finland, Sweden and the UK** only people randomly selected through a probabilistically drawn sample were interviewed online.

In Estonia and Finland, the respondents are recruited through a telephone survey. In Estonia a dual frame random sample is drawn from the national telephone numbering plan whilst in Finland and Sweden a random sample is drawn from the telephone register.

In UK, recruitment of respondents was made either via a face-to-face CAPI mode of data collection based on a clustered multistage random sample of addresses or via a postal invite to an online survey using a completely un-clustered random sample of addresses.

August – September 2020

## 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%	



## QUESTIONNAIRE

### USE SECTION

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.

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. (N)

### TOBACCO USE

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

(READ OUT – ONE ANSWER ONLY)

- |  |   |
|--|---|
| You currently smoke                    | 1 |
| You used to smoke but you have stopped | 2 |
| You have never smoked                  | 3 |
| DK                                     | 4 |

EB87.1 QB1 TREND MODIFIED

*ASK Q2a IF "SMOKE OR USED TO SMOKE", CODE 1 OR 2 IN Q1 – OTHERS GO TO Q2b*

**Q2a How old were you when you started smoking on a regular basis, i.e at least once a week?**

(CODE THE ANSWER IN YEARS GIVEN BY THE RESPONDENT) (IF "REFUSAL" CODE '98', IF "DK" CODE '99')

\_\_ years old

EB87.1 QB2a

ASK Q2b IF "NEVER SMOKED", CODE 3 IN Q1 – OTHERS GO TO Q3

**Q2b** 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)

- You have never tried any of these products 1
- You have tried at least one of these products once or twice 2
- You used to smoke at least one of them but no longer do so 3
- You smoke at least one of these products from time to time 4
- Other (SP.) 5
- DK 6

EB87.1 Q2b

**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 only once or twice	You have never used it	DK
1	E-cigarettes	1	2	3	4	5
2	Heated tobacco products	1	2	3	4	5

NEW

ASK Q4a.1-5 IF "SMOKE", CODE 1 IN Q1 OR IF "SMOKE OCCASIONALLY", CODE 4 in Q2b – OTHERS GO TO Q4b

ASK Q4a.6-7 IF "USE E-CIGARETTES", CODE 1 IN Q3.1

ASK Q4a.8 IF "USE HEATED TOBACCO PRODUCTS", CODE 1 IN Q3.2

**Q4a How often do you use the following tobacco and related products? (M)**

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

		Every day	Every week	Every month	Less than monthly	You have tried only once or twice	Never	Refusal (SP.)
1	Boxed cigarettes	1	2	3	4	5	6	7
2	Hand-rolled cigarettes	1	2	3	4	5	6	7
3	Cigarillos, this excludes cigars	1	2	3	4	5	6	7
4	Cigars, this excludes cigarillos	1	2	3	4	5	6	7
5	Pipe	1	2	3	4	5	6	7
6	E-cigarettes with nicotine (N)	1	2	3	4	5	6	7
7	E-cigarettes without nicotine (N)	1	2	3	4	5	6	7
8	Heated tobacco products (N)	1	2	3	4	5	6	7

EB87.1 Q4a.1-5 / items 6-8 new

ASK Q4b.1-5 IF "USED TO SMOKE", CODE 2 IN Q1 OR IF "SMOKED OCCASIONALLY", CODE 3 in Q2b – OTHERS GO TO Q5a

ASK Q4b.6-7 IF "USED E-CIGARETTES", CODE 2 IN Q3.1

ASK Q4b.8 IF "USED HEATED TOBACCO PRODUCTS", CODE 2 IN Q3.2

**Q4b How often did you use the following tobacco and related products? (M)**

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

		Every day	Every week	Every month	Less than monthly	You tried only once or twice	Never	Refusal (SP.)
1	Boxed cigarettes	1	2	3	4	5	6	7
2	Hand-rolled cigarettes	1	2	3	4	5	6	7
3	Cigarillos, this excludes cigars	1	2	3	4	5	6	7
4	Cigars, this excludes cigarillos	1	2	3	4	5	6	7
5	Pipe	1	2	3	4	5	6	7
6	E-cigarettes with nicotine (N)	1	2	3	4	5	6	7
7	E-cigarettes without nicotine (N)	1	2	3	4	5	6	7
8	Heated tobacco products (N)	1	2	3	4	5	6	7

EB87.1 Q4b.1-5 / items 6-8 new

ASK Q5a IF "CIGARETTE SMOKER", CODE 1 TO 5 IN Q4a.1 OR Q4a.2 – OTHERS GO TO Q5b

**Q5a**      **On average, how many cigarettes do you smoke each day?**  
(CODE THE ANSWER IN NUMBER OF CIGARETTES) (IF "REFUSAL" CODE '998', IF "DK" CODE '999')  
\_ \_ \_ cigarettes  
EB87.1 QB5a

ASK Q5b IF "EX-CIGARETTE SMOKER", CODE 1 TO 5 IN Q5b.1 OR Q5b.2 – OTHERS GO TO Q6a

**Q5b**      **On average, how many cigarettes did you smoke each day?**  
(CODE THE ANSWER IN NUMBER OF CIGARETTES) (IF "REFUSAL" CODE '998', IF "DK" CODE '999')  
\_ \_ \_ cigarettes  
EB87.1 QB5b

ASK Q5c IF CODE 3-4 IN Q1 AND CODE 1-5 IN Q4a.8

**Q5c**      **On average, how many heated tobacco sticks or units do you consume each day?**  
**(CODE THE ANSWER IN NUMBER OF CIGARETTES) (IF "REFUSAL" CODE '998', IF "DK" CODE '999')**  
\_ \_ \_ sticks or units  
NEW

ASK Q5d IF CODE 3-4 IN Q1 AND CODE 1-5 IN Q4b.8

**Q5d**      **On average, how many heated tobacco sticks or units did you consume each day?**  
(CODE THE ANSWER IN NUMBER OF CIGARETTES) (IF "REFUSAL" CODE '998', IF "DK" CODE '999')  
\_ \_ \_ sticks or units  
NEW

ASK ALL

**Q6**      **Have you ever used or tried any of the following products?**  
(SHOW SCREEN – READ OUT – ONE ANSWER PER LINE)

		Yes, every day	Yes, every week	Yes, every month	Yes, less than monthly	Yes, occasionally or regularly but you stopped	Yes, but only once or twice	Never	Refusal (SP.)	DK
1	Water pipe tobacco (shisha, hookah)	1	2	3	4	5	6	7	8	9
2	Oral tobacco (snus), chewing tobacco or nasal tobacco (snuff)	1	2	3	4	5	6	7	8	9

EB87.1 QB7

Q7 : CODE 1 IS EXCLUSIVE

**Q7 Have you used products containing cannabis in the last 12 months?**

(SHOW SCREEN – RESPONDENT TO FILL OUT THEMSELVES  
– DO NOT READ OUT – MULTIPLE ANSWERS POSSIBLE)

- No, not in the last 12 months or never
- Yes, by smoking cannabis with tobacco
- Yes, by smoking cannabis without tobacco (alone or with other herbal products)
- Yes, by heating cannabis in electronic devices or vaporisers
- Yes, by using cannabis extracts in liquids for e-cigarettes or similar vaping devices
- Yes, by consuming cannabis in food or drinks
- Yes, in another form
- Refusal
- DK
- NEW

**ELECTRONIC CIGARETTE AND HEATED TOBACCO USE**

**Q8 In recent years e-cigarettes and heated tobacco products have been increasingly marketed in Europe.**

**Do you think that they are harmful or not to the health of those who use them?**

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

		Yes	No	DK
1	E-cigarettes	1	2	3
2	Heated tobacco products	1	2	3

EB87.1 QB9 (item 1)

ASK Q9a IF “USE ELECTRONIC CIGARETTES” or “Used in the past”, CODE 1-2 IN Q3.1

**Q9a Which type of e-cigarette do you use or did you use in the past?**

(SHOW SCREEN -READ OUT – MULTIPLE ANSWERS POSSIBLE)

- A reusable device that can be recharged with a single-use cartridge that is thrown away after use (pod-system) **1,**
- A refillable device which contains a tank that is refilled with an e-liquid from a separate container **2,**
- A disposable device which is thrown away after use **3,**
- Other (SP.) **4,**
- DK **5**
- NEW

ASK Q9b IF “NO EXPERIENCE WITH E-CIGARETTES”, CODE 3-4 IN Q3.1

**Q9b Do you find the following products appealing?**

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

		Yes	No	DK
1	E-cigarettes	1	2	3
2	Heated tobacco products	1	2	3

ASK Q10a IF “USE ELECTRONIC CIGARETTES MONTHLY”, CODE 1 TO 3 IN Q4a.6-7  
– OTHERS GO TO Q10b

**Q10a Which of the following e-cigarette liquid variants do you use at least on a monthly basis? (M)**

(READ OUT – ROTATE – MULTIPLE ANSWERS POSSIBLE)

- Tobacco flavour (M) 1,
- Menthol or mint flavour (M) 2,
- Fruit, like cherry or strawberry flavour (M) 3,
- Candy, like chocolate or vanilla flavour (M) 4,
- Alcohol flavour, like whisky or champagne 5,
- Nicotine salts based liquid (N) 6
- Other (SP.) 7,
- DK 8

EB87.1 QB13a MODIFIED

ASK Q10b IF “USED ELECTRONIC CIGARETTES MONTHLY”, CODE 1 TO 3 Q4b.6-7  
– OTHERS GO TO Q11

**Q10b Which of the following e-cigarette liquid variants did you use at least on a monthly basis? (M)**

(READ OUT – ROTATE – MULTIPLE ANSWERS POSSIBLE)

- Tobacco flavour (M) 1,
- Menthol or mint flavour (M) 2,
- Fruit, like cherry or strawberry flavour (M) 3,
- Candy, like chocolate or vanilla flavour (M) 4,
- Alcohol flavour, like whisky or champagne 5,
- Nicotine salts based liquid (N) 6
- Other (SP.) 7,
- DK 8

EB87.1 QB13b MODIFIED

ASK Q10c IF “NO EXPERIENCE WITH E-CIGARETTES”, CODE 3-4 IN Q3.1

**Q10c Do you think that the use of these products help tobacco smokers to quit?**

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

		Yes	No	DK
1	E-cigarettes	1	2	3
2	Heated tobacco products	1	2	3

NEW

ASK Q11a IF “USE OR USED ELECTRONIC CIGARETTES”, CODE 1 OR 2 Q3.1  
– OTHERS GO TO Q11b

**Q11a Which of the following factors, if any, were important in your decision to start using e-cigarettes?**

(READ OUT – ROTATE – MAX. 3 ANSWERS)

- To stop or reduce your tobacco consumption 1,
- They were cool or attractive 2,
- You could vape in places where tobacco smoking was not allowed (M) 3,
- They were cheaper than tobacco 4,
- Your friends used e-cigarettes 5,
- You liked the flavours of e-cigarettes 6,
- You believed that vaping was less harmful than using tobacco 7,
- Other (SP.) 8,
- None (SP.) 9
- DK 9

EB87.1 QB14

ASK Q11b IF “USE OR USED HEATED TOBACCO PRODUCTS AND NOT E-CIGARETTES”, CODE 1 OR 2 Q3.2 AND  
NOT CODE 1 OR 2 IN Q3.1  
– OTHERS GO TO Q12

**Q11b Which of the following factors, if any, were important in your decision to start using heated tobacco products?**

(READ OUT – ROTATE – MAX. 3 ANSWERS)

- To stop or reduce tobacco smoking 1,
- They were cool or attractive 2,
- You could consume tobacco in places where tobacco smoking was not allowed 3,
- They were cheaper than other tobacco products 4,
- Your friends used heated tobacco products 5,
- You liked the flavours of heated tobacco products 6,
- You believed that these products were less harmful than smoking tobacco products 7,
- Other (SP.) 8,
- None (SP.) 9
- DK 9

NEW

ASK Q11c IF NO EXPERIENCE WITH E-CIGARETTES OR HTP, CODE 3-4 IN Q3.1 AND Q3.2

**Q11c Do you think that these products should be regulated as strictly as cigarettes,?**

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

		Yes	No	DK
1	E-cigarettes	1	2	3
2	Heated tobacco products	1	2	3

NEW

ASK Q12a IF “SMOKE OR USED TO SMOKE” AND “USE OR USED OR TRIED ELECTRONIC CIGARETTES OR HEATED PRODUCTS”,

CODE 1 OR 2 IN Q1 AND

CODE 1 TO 5 IN Q4a.6-8 OR

CODE 1 TO 5 IN Q4b.6-8 OR

– OTHERS GO TO Q13

**[3 VARIATIONS OF QUESTION TEXT]**

**Q12a [CODE 1-5 IN Q4a.6-7 OR CODE 1-5 IN Q4b.6-7 ONLY]**

**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?**

**[CODE 1-5 IN Q4a.8 OR CODE 1-5 IN Q4b.8 ONLY]**

**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?**

**[(CODE 1-5 IN Q4a.6-7 OR Q4b.6-7) AND (CODE 1-5 IN Q4a.8 OR CODE 1-5 IN Q4b.8)]**

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

**(M)**

(READ OUT – ONE ANSWER ONLY)

- |   |          |
|---|----------|
| Yes, you stopped smoking tobacco completely                             | <b>1</b> |
| Yes, you stopped smoking tobacco for a while but then you started again | <b>2</b> |
| Yes, you reduced your tobacco consumption but you did not stop          | <b>3</b> |
| No, you did not reduce your tobacco consumption at all                  | <b>4</b> |
| No, and you actually increased your tobacco consumption                 | <b>5</b> |
| DK  | <b>6</b> |

EB87.1 QB15 MODIFIED

ASK Q12B IF NO EXPERIENCE WITH TOBACCO, E-CIGARETTES OR HTP, CODE 3-4 IN Q1, AND CODE 3-4 IN Q3.1 AND Q3.2

**Q12b Would you be in favour or against of keeping the following products out of sight in shops or points of sale?**

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

		In favour	Against	DK
1	E-cigarettes	1	2	3
2	Heated tobacco products	1	2	3

NEW

ASK Q13 IF “SMOKE OR USED TO SMOKE” OR “USE OR USED OR TRIED ELECTRONIC CIGARETTES OR HEATED TOBACCO” OR “ AT LEAST TRIED WATER PIPE OR ORAL TOBACCO”,  
CODE 1 OR 2 IN Q1 or CODE 2 TO 3 IN Q2b or CODE 1 TO 5 IN Q4a.6-8 or CODE 1 TO 5 IN Q4b.6-8 or CODE 1 TO 6 IN Q6.1 or 67.2 – OTHERS GO TO Q14

**Q13 Which of the following products did you use or try first?**

(SHOW SCREEN – ROTATE – READ OUT – ONE ANSWER ONLY)

Boxed cigarettes	1
Hand-rolled cigarettes	2
Cigars	3
Cigarillos	4
Pipe	5
Water pipe tobacco (shisha, hookah)	6
Oral tobacco (snus)	7
Chewing tobacco	8
Nasal tobacco (snuff)	9
E-cigarettes or similar electronic devices	
Heated tobacco products (N)	10
Other (SPONTANEOUS)	11
DK	12
EB87.1 QB16 MODIFIED	

**EXPOSURE TO TOBACCO SMOKE**

**Exposure in public places**

**READ OUT: Now let's go back to the subject of tobacco.**

ASK ALL

**Q14a The last time you visited ... in the last six months in (OUR COUNTRY), were people smoking tobacco products inside?**

(READ OUT – ONE ANSWER PER LINE)

		Yes	No	Have not visited in the last six months (SPONTANEOUS)	DK
1	A drinking establishment such as a bar	1	2	3	4
2	An eating establishment such as a restaurant	1	2	3	4

EB87.1 QB17

**Q14b Still thinking about your most recent experience in the last six months in (OUR COUNTRY), were people smoking tobacco products**

(READ OUT – ONE ANSWER PER LINE)

		Yes	No	Have not visited in the last six months (SPONTANEOUS)	DK
1	On an outdoor terrace of a drinking or eating establishment	1	2	3	4
2	At outdoor events (e.g. open-air concerts, sporting events .)	1	2	3	4
3	In outdoor spaces intended for use by children or adolescents (e.g. nursery and school courtyard, playgrounds)	1	2	3	4

NEW

**Q14c The last time you visited ... in the last six months in (OUR COUNTRY), were people using e-cigarettes or heated tobacco products inside?**

(READ OUT – ONE ANSWER PER LINE)

		Yes	No	Have not visited in the last six months (SPONTANEOUS)	DK
1	A drinking establishment such as a bar	1	2	3	4
2	An eating establishment such as a restaurant	1	2	3	4
3	Another public space where people normally do not smoke (e.g. shopping malls, airports, concert halls)	1	2	3	4

NEW

**CESSATION**

**ASK Q15a IF “TOBACCO SMOKER”, CODE 1 IN Q1 – OTHERS GO TO Q15b**

**Q15a Have you ever tried to stop smoking?**

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

Yes, in the last 12 months 1,  
 Yes, more than a year ago 2,  
 No, never 3  
 DK 4

EB87.1 QB18

**ASK Q15b IF NOT “TOBACCO SMOKER” AND “E-CIG OR HTP USER”, CODE 2-3 IN Q1 AND CODE 1 IN Q3.1-2 – OTHERS GO TO Q16**

**Q15b Have you ever tried to stop using e-cigarettes or heated tobacco products?**

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

Yes, in the last 12 months 1,  
 Yes, more than a year ago 2,  
 No, never 3  
 DK 4

NEW

**ASK Q16a IF “TRIED STOPPING”, CODE 1 OR 2 IN Q15a OR IF “EX SMOKER”, CODE 2 IN Q1 – OTHERS GO TO Q16b**

- Q16a Which of the following did you use in order to stop or to try to stop smoking?**  
(SHOW SCREEN – READ OUT – ROTATE – MULTIPLE ANSWERS POSSIBLE)
- |   |    |
|---|----|
| Nicotine replacement medication (like nicotine gum, patch or inhaler) or other medication | 1, |
| Electronic cigarettes or any similar device   | 2, |
| Heated tobacco products (N)   |    |
| Oral tobacco (snus) chewing tobacco or nasal tobacco (snuff)                              | 3, |
| Medical support or stop smoking services (such as a quitline)                             | 4, |
| You stopped or you tried to stop without assistance                                       | 5, |
| Other (SPONTANEOUS)   | 6, |
| DK  | 7  |
- EB87.1 QB19 MODIFIED

**ASK Q16b IF “NEVER TOBACCO SMOKER” AND “TRIED STOPPING”, CODE 3 IN Q1 AND CODE 1 OR 2 IN Q15b OR IF “EX USER”, CODE 2 IN Q3.1-2 – OTHERS GO TO Q17**

DO NOT SHOW ITEM 2 IF CODE 1 IN Q3.1  
DO NOT SHOW ITEM 3 IF CODE 1 IN Q3.2

- Q16b Which of the following did you use in order to stop or to try to stop using e-cigarettes or heated tobacco products?**  
(SHOW SCREEN – READ OUT – ROTATE – MULTIPLE ANSWERS POSSIBLE)
- |   |    |
|---|----|
| Nicotine replacement medication (like nicotine gum, patch or inhaler) or other medication | 1, |
| Electronic cigarettes or any similar device   | 2, |
| Heated tobacco products   | 3, |
| Oral tobacco (snus) chewing tobacco or nasal tobacco (snuff)                              | 4, |
| Medical support or stop smoking services (such as a quitline)                             | 5, |
| You stopped or you tried to stop without assistance                                       | 6, |
| Other (SPONTANEOUS)   | 7, |
| DK  | 8  |
| NEW   |    |

## TOBACCO SALES AND PROMOTION RESTRICTIONS

ASK ALL

**Q17 Would you be in favour or against any of the following measures?**  
(READ OUT – ONE ANSWER PER LINE)

		In favour	Against	DK
1	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
2	Banning the use of e-cigarettes or heated tobacco products in environments where smoking is prohibited (M)	1	2	3
3	Banning flavours in e-cigarettes	1	2	3

EB87.1 QB20 MODIFIED

**Q18 In the past 12 months, have you seen advertisements or promotions for the following products in (OUR COUNTRY)?**

(READ OUT – ONE ANSWER PER LINE)

		Often	From time to time	Rarely	Never	DK
1	Smoking tobacco products	1	2	3	4	5
2	E-cigarettes, liquids or refill cartridges	1	2	3	4	5
3	Heated tobacco products	1	2	3	4	5

Item 1 based on EB82.4 QB20

ASK Q19 IF “HAS SEEN TOBACCO ADVERTISEMENT OR PROMOTION IN THE LAST 12 MONTHS”, CODE 1 TO 3 IN Q18.1 – OTHERS GO TO Q20

**Q19 Where have you seen, read or heard advertisements or promotions of smoking tobacco products? (M)**

(SHOW SCREEN – READ OUT –MULTIPLE ANSWERS POSSIBLE)

- In newspapers or magazines 1,
- On online social networks or blogs 2,
- On retailers’ websites 3,
- On other websites 4,
- Through mobile phone applications 5,
- On billboards, posters or other types of advertising in public spaces 6,
- At sales points (retail locations like shops or vending machines) 7,
- In or around cafes or bars (M) 8,
- Through tobacco appearing in TV shows or movies, including streaming services (M) 9,
- At events sponsored or organised by tobacco companies (M) 10,
- Through sales of other non-tobacco products 11,
- Through free distribution of tobacco product samples 12,
- Through distribution of promotional items by tobacco companies 13,
- In railway stations or airports, or in inflight magazines (N) 14,
- In cinemas (N) 15,
- Other (SPONTANEOUS) 16,
- DK 17

EB82.4 QB21 MODIFIED

ASK Q20a IF "HAS SEEN ELECTRONIC CIGARETTES ADVERTISEMENTS OR PROMOTIONS IN THE LAST 12 MONTHS", CODE 1 TO 3 IN Q18.2 AND CODE 4-5 IN Q18.3

**Q20a Where have you seen, read or heard advertisements or promotions for electronic cigarettes, e-liquids or refill cartridges? (M)**

(SHOW SCREEN – READ OUT –MULTIPLE ANSWERS POSSIBLE)

- |  |     |
|--|-----|
| In newspapers or magazines   | 1,  |
| On online social networks or blogs   | 2,  |
| On retailers' websites   | 3,  |
| On other websites  | 4,  |
| Through mobile phone applications  | 5,  |
| On billboards, posters or other types of advertising in public spaces                  | 6,  |
| At sales points (retail locations like shops or vending machines) (M)                  | 7,  |
| In or around cafes or bars (M)   | 8,  |
| Through e-cigarettes appearing in TV shows or movies, including streaming services (N) | 9,  |
| At events sponsored or organised by e-cigarette companies (M)                          | 10, |
| Through sales of other products (N)  | 11, |
| Through free distribution of e-cigarettes samples or their components (M)              | 12, |
| Through distribution of promotional items by tobacco and e-cigarette companies         | 13, |
| In railway stations or airports, or in inflight magazines (N)                          | 14, |
| In cinemas (N)   | 15, |
| Other (SPONTANEOUS)  | 16, |
| DK   | 17  |

1QU EB82.4 QB23 MODIFIED

ASK Q20b IF "HAS SEEN HTP ADVERTISEMENTS OR PROMOTIONS IN THE LAST 12 MONTHS", CODE 1 TO 3 IN Q18.3 AND CODE 4-5 IN Q18.2

**Q20b Where have you seen, read or heard advertisements or promotions for heated tobacco products?**

(SHOW SCREEN – READ OUT –MULTIPLE ANSWERS POSSIBLE)

- |   |     |
|---|-----|
| In newspapers or magazines  | 1,  |
| On online social networks or blogs  | 2,  |
| On retailers' websites  | 4,  |
| On other websites   | 5,  |
| Through mobile phone applications   | 6,  |
| On billboards, posters or other types of advertising in public spaces                         | 7,  |
| At sales points (retail locations like shops or vending machines)                             | 8,  |
| In or around cafes or bars  | 9,  |
| Through heated tobacco products appearing in TV shows or movies, including streaming services | 10, |
| At events sponsored or organised by tobacco companies   | 11, |
| Through sales of other products   | 12, |
| Through free distribution of heated tobacco product samples                                   | 14, |
| Through distribution of promotional items by tobacco companies                                | 15, |
| In railway stations or airports, or in inflight magazines                                     | 16, |
| In cinemas  | 17, |
| Other (SPONTANEOUS)   | 18, |
| DK  | 19  |

NEW

ASK Q20c IF "HAS SEEN E-CIG AND HTP ADVERTISEMENTS OR PROMOTIONS IN THE LAST 12 MONTHS", CODE 1 TO 3 IN Q18.2 AND CODE 1-3 IN Q18.3

**Q20c Where have you seen, read or heard advertisements or promotions for electronic cigarettes, e-liquids or heated tobacco products?**





























(SHOW SCREEN – READ OUT –MULTIPLE ANSWERS POSSIBLE)

- |   |     |
|---|-----|
| In newspapers or magazines  | 1,  |
| On online social networks or blogs  | 2,  |
| On retailers' websites  | 4,  |
| On other websites   | 5,  |
| Through mobile phone applications   | 6,  |
| On billboards, posters or other types of advertising in public spaces   | 7,  |
| At sales points (retail locations like shops or vending machines)   | 8,  |
| In or around cafes or bars  | 9,  |
| Through e-cigarettes or heated tobacco products appearing in TV shows or movies, including streaming services | 10, |
| At events sponsored or organised by tobacco or e-cigarettes companies   | 11, |
| Through sales of other products   | 12, |
| Through free distribution of e-cigarettes or heated tobacco product samples                                   | 14, |
| Through distribution of promotional items by tobacco and e-cigarette companies                                | 15, |
| In railway stations or airports, or in inflight magazines   | 16, |
| In cinemas  | 17, |
| Other (SPONTANEOUS)   | 18, |
| DK  | 19  |





























NEW

## COUNTRY TABLES





























**QC1** 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
		Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	
EU27		25	-1	21	1	54	1	0
BE		21	2	24	0	55	-2	0
BG		38	2	14	1	48	-3	0
CZ		30	1	19	0	51	-1	0
DK		16	-3	31	-2	53	5	0
DE		24	-1	21	0	55	3	0
EE		18	-5	36	12	46	-7	0
IE		18	-1	34	16	48	-15	0
EL		42	5	17	-2	41	-3	0
ES		24	-4	31	9	45	-5	0
FR		28	-8	26	4	46	4	0
HR		36	1	16	0	48	-1	0
IT		23	-1	16	2	61	-1	0
CY		28	0	16	-1	56	1	0
LV		32	0	22	-1	46	1	0
LT		28	-1	17	-1	55	2	0
LU		23	2	27	5	50	-7	0
HU		28	1	11	-3	61	2	0
MT		20	-4	17	-2	62	5	1
NL		12	-7	29	-3	59	10	0
AT		25	-3	19	0	56	3	0
PL		26	-4	12	-6	62	10	0
PT		21	-5	15	1	64	4	0
RO		30	2	8	-6	62	4	0
SI		27	-1	17	-2	56	3	0
SK		25	-1	15	-2	60	3	0
FI		15	-5	29	0	56	5	0
SE		7	0	33	-8	60	8	0





























**QC2a** How old were you when you started smoking on a regular basis, i.e at least once a week? (%)

		Less than 15 years old		Between 15 and 18 years old		Between 19 and 25 years old		Older than 25 years old		Refusal		Don't know
		Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	
EU27		14	-1	54	0	24	-1	4	0	1	1	3
BE		20	-1	51	-6	18	1	4	0	3	3	4
BG		5	-3	47	-4	38	9	4	-1	1	0	5
CZ		6	2	59	-4	24	-1	5	1	2	1	4
DK		31	6	47	-4	16	-4	3	0	0	0	3
DE		16	-1	57	5	20	-3	4	-2	2	2	1
EE		8	-5	48	1	27	-4	7	0	3	2	7
IE		20	0	48	-8	22	2	3	-1	2	2	5
EL		8	0	53	3	33	-3	6	0	0	0	0
ES		16	-1	55	3	19	-6	3	-2	2	2	5
FR		20	3	53	-1	21	-2	6	1	0	0	0
HR		5	-2	55	7	28	-5	3	-1	1	0	8
IT		8	-5	60	0	25	3	4	4	0	0	3
CY		10	0	49	2	31	-5	8	2	1	0	1
LV		9	-4	50	7	29	-5	8	-1	1	0	3
LT		9	2	38	-7	42	8	7	-5	2	1	2
LU		16	7	50	-7	19	-7	3	-2	3	2	7
HU		9	-7	60	0	26	5	4	2	0	-1	1
MT		19	-5	64	9	11	-4	3	-1	3	2	0
NL		22	1	52	-2	20	0	4	0	1	1	1
AT		10	4	61	-1	20	-3	4	2	1	0	4
PL		3	-1	49	-3	37	2	5	1	1	-1	5
PT		16	0	55	-1	24	2	3	0	0	-1	2
RO		9	-4	48	9	34	-3	3	-3	0	-1	6
SI		7	0	50	-6	33	3	5	1	2	1	3
SK		7	-3	57	1	25	-1	6	3	1	0	4
FI		16	-2	57	3	22	0	5	1	0	-1	0
SE		18	-2	45	-9	20	-1	5	2	1	1	11





























**QC2aT** Length of time as a smoker (%)

		2 years or less		3-5 years		6-10 years		11-20 years		21-40 years		More than 40 years		Refusal		Don't know		5 years or less	
		Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017
EU27		2	2	5	5	9	-2	20	0	39	2	20	1	1	1	4	7	-4	
BE		3	3	12	12	10	2	19	-5	28	-15	20	3	3	3	5	15	7	
BG		2	2	3	3	8	-2	25	1	44	4	11	1	2	1	5	5	-3	
CZ		1	1	5	5	10	-4	24	5	33	1	21	2	2	2	4	6	-6	
DK		3	3	3	3	5	-5	19	3	35	-1	34	2	0	0	1	6	2	
DE		2	2	5	5	9	0	20	-2	39	2	23	4	1	1	1	7	-5	
EE		2	2	5	5	8	-2	21	-2	34	-5	15	-4	4	3	11	7	0	
IE		2	2	7	7	11	3	25	-5	33	2	12	-6	4	4	6	9	-4	
EL		1	1	4	4	9	-2	20	-1	45	5	21	2	0	0	0	5	-4	
ES		2	2	5	5	11	4	16	-9	39	0	17	1	2	2	8	7	-5	
FR		2	2	6	6	11	-1	22	2	39	1	19	0	0	0	1	8	-2	
HR		3	3	4	4	9	-2	18	-1	33	-5	24	8	1	-1	8	7	-1	
IT		1	1	6	6	6	-2	19	1	40	2	23	0	0	0	5	7	-2	
CY		7	7	4	4	10	-5	34	5	30	-4	13	1	1	0	1	11	2	
LV		3	3	3	3	9	-3	22	-1	40	1	17	2	2	1	4	6	-4	
LT		5	5	4	4	9	-3	25	9	37	-6	15	2	2	1	3	9	-5	
LU		2	2	9	9	5	-6	25	-1	28	-6	18	4	1	-1	12	11	-1	
HU		3	3	5	5	10	-2	20	-3	41	8	19	-1	0	0	2	8	-4	
MT		3	3	3	3	4	-16	24	7	38	0	25	6	3	2	0	6	1	
NL		2	2	7	7	10	1	7	-7	36	2	36	6	0	0	2	9	-3	
AT		4	4	4	4	7	-4	16	-6	43	3	21	7	1	1	4	8	1	
PL		2	2	3	3	7	-4	19	2	40	1	22	4	1	-1	6	5	-6	
PT		2	2	5	5	12	-1	22	3	39	-2	19	6	0	-1	1	7	-5	
RO		4	4	6	6	9	-4	24	3	40	4	12	-2	0	-1	5	10	-2	
SI		2	2	5	5	12	6	24	-3	34	-5	19	4	1	-1	3	7	-2	
SK		4	4	9	9	7	-6	16	-7	41	12	16	-1	1	0	6	13	0	
FI		4	4	7	7	5	-3	22	2	38	-1	24	3	0	-1	0	11	2	
SE		0	0	3	3	5	-1	19	3	27	3	34	-10	0	0	12	3	-3	

**QC2b** 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 (SPONTANEOUS)		Don't know
		Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020
EU27		82	2	15	0	2	0	1	0	0	0	0
BE		66	-9	27	10	6	4	1	-1	0	-4	0
BG		95	6	4	-4	1	0	0	-1	0	0	0
CZ		84	7	15	-3	1	-1	0	-1	0	0	0
DK		64	7	32	-4	2	0	2	0	0	0	0
DE		84	8	13	-1	2	0	1	0	0	-1	0
EE		43	-18	53	19	3	0	1	0	0	0	0
IE		56	-30	39	30	2	1	3	2	0	-1	0
EL		85	1	14	0	1	-1	0	0	0	0	0
ES		70	-15	27	13	1	1	2	1	0	0	0
FR		80	3	16	-1	1	-3	3	1	0	0	0
HR		80	-3	15	0	2	1	1	0	0	0	2
IT		93	2	5	0	1	0	1	0	0	0	0
CY		92	12	6	-7	0	-1	1	-1	0	0	1
LV		63	5	35	-4	1	-1	1	0	0	0	0
LT		85	5	13	-3	2	0	0	-1	0	0	0
LU		48	-21	39	16	3	0	10	8	0	-3	0
HU		86	3	11	-3	3	2	0	0	0	-1	0
MT		91	6	3	-6	0	-1	0	-1	1	1	5
NL		69	7	27	-7	2	1	2	0	0	0	0
AT		84	4	13	0	1	-1	1	-2	0	-1	1
PL		88	2	9	-2	2	1	1	0	0	0	0
PT		93	1	7	0	0	0	0	-1	0	0	0
RO		92	3	6	0	2	0	0	-2	0	-1	0
SI		75	12	22	-10	2	0	1	0	0	-1	0
SK		85	7	14	-3	0	-1	1	1	0	-1	0
FI		41	-20	54	19	4	1	1	0	0	0	0
SE		46	12	47	-9	4	0	3	-2	0	-1	0

**QC3.1** 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 only once or twice		You have never used it		Don't know	Total 'Non users'	
		Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017
EU27		2	0	3	-1	8	-1	86	2	1	97	0
BE		3	-1	6	2	11	3	80	-4	0	97	1
BG		1	1	2	1	10	2	85	-3	2	97	0
CZ		3	2	4	1	11	-5	82	3	0	97	-1
DK		3	1	5	0	9	0	83	0	0	97	0
DE		2	0	3	1	8	0	85	-1	2	96	0
EE		2	1	5	0	18	3	75	-3	0	98	0
IE		7	5	8	6	14	5	71	-14	0	93	-3
EL		2	-1	3	0	12	3	83	-2	0	98	1
ES		1	0	4	2	9	0	85	-3	1	98	-1
FR		6	2	6	-3	10	-1	78	3	0	94	-1
HR		1	1	1	0	8	-2	88	1	2	97	-1
IT		1	1	3	-1	8	3	87	-3	1	98	-1
CY		2	-1	5	0	8	-5	84	5	1	97	0
LV		2	1	3	0	16	-4	78	2	1	97	-2
LT		3	2	2	-1	11	0	84	0	0	97	-1
LU		3	1	6	3	12	5	79	-7	0	97	1
HU		1	0	1	-1	7	1	91	1	0	99	1
MT		1	-1	5	1	1	-5	87	3	6	93	-1
NL		1	-1	3	0	6	-4	90	5	0	99	1
AT		4	1	4	-2	10	-2	82	5	0	96	1
PL		1	0	1	-2	4	-5	93	8	1	98	1
PT		0	-1	1	-1	6	1	92	0	1	99	0
RO		1	1	1	-1	5	-2	91	2	2	97	-1
SI		1	0	2	0	7	-1	90	1	0	99	0
SK		1	1	2	0	9	1	87	-1	1	98	0
FI		1	0	3	0	10	-3	86	4	0	99	1
SE		1	1	2	0	9	1	88	-1	0	99	0

**QC3.2** 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 only once or twice	You have never used it	Don't know	Total 'Non users'
EU27		1	1	4	92	2	97
BE		2	3	3	92	0	98
BG		2	1	9	86	2	96
CZ		3	1	11	85	0	97
DK		0	1	5	92	2	98
DE		1	1	4	92	2	97
EE		1	1	6	92	0	99
IE		2	3	7	87	1	97
EL		2	1	6	91	0	98
ES		1	2	3	92	2	97
FR		1	0	2	96	1	98
HR		1	1	5	91	2	97
IT		3	2	5	89	1	96
CY		3	3	2	91	1	96
LV		3	2	9	85	1	96
LT		2	2	6	89	1	97
LU		1	3	7	88	1	98
HU		1	1	3	95	0	99
MT		2	1	1	90	6	92
NL		0	2	2	96	0	100
AT		2	3	7	88	0	98
PL		1	1	2	95	1	98
PT		1	1	6	91	1	98
RO		1	1	3	93	2	97
SI		1	2	4	93	0	99
SK		2	1	6	90	1	97
FI		1	4	4	91	0	99
SE		0	2	5	93	0	100

**QC4a.1** How often do you use the following tobacco and related products?  
**Boxed cigarettes (%)**





























		Every day		Every week		Every month		Less than monthly		You have tried only once or twice		Never		Refusal (SPONTANEOUS)		Total 'User'	
		Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017
EU27		71	1	5	-1	3	0	8	3	3	1	10	-4	0	0	79	0
BE		61	5	11	2	6	-1	7	2	1	-1	14	-6	0	-1	78	6
BG		91	0	3	-1	0	-1	3	0	1	1	2	1	0	0	94	-2
CZ		79	0	8	-1	2	-1	5	2	2	2	4	-2	0	0	89	-2
DK		67	-4	8	1	1	-4	10	5	3	2	10	-1	1	1	76	-7
DE		64	-1	10	2	3	2	10	2	4	2	9	-7	0	0	77	3
EE		70	-11	9	1	6	3	8	5	3	2	4	0	0	0	85	-7
IE		45	-18	13	9	4	3	18	12	9	2	11	-8	0	0	62	-6
EL		61	-7	4	-2	2	-1	9	-2	11	5	13	7	0	0	67	-10
ES		72	-3	4	0	3	1	9	5	2	1	10	-3	0	-1	79	-2
FR		61	5	6	0	3	-1	9	4	4	1	17	-9	0	0	70	4
HR		74	6	4	-3	3	0	11	-1	4	3	4	-5	0	0	81	3
IT		81	-4	3	-1	0	-2	6	3	0	-1	9	4	1	1	84	-7
CY		57	-9	1	-7	1	0	6	1	11	8	23	6	1	1	59	-16
LV		76	-4	13	3	3	3	3	1	1	0	4	-3	0	0	92	2
LT		83	-6	3	-1	2	0	4	2	3	1	5	4	0	0	88	-7
LU		61	-19	8	6	5	2	9	7	6	4	11	1	0	-1	74	-11
HU		60	10	7	2	5	1	10	3	5	-5	13	-11	0	0	72	13
MT		80	2	4	-7	1	0	4	4	2	2	9	-1	0	0	85	-5
NL		43	0	9	-2	2	-5	13	7	4	1	29	-1	0	0	54	-7
AT		79	-7	6	1	3	2	3	2	3	2	5	-1	1	1	88	-4
PL		75	-4	4	-4	3	0	8	5	3	2	6	0	1	1	82	-8
PT		85	-5	2	1	1	0	3	-1	2	0	6	4	1	1	88	-4
RO		93	3	1	-1	0	-1	2	1	0	-1	4	-1	0	0	94	1
SI		81	2	5	-1	2	1	4	-2	3	2	5	-2	0	0	88	2
SK		78	-7	7	1	1	0	3	0	3	2	8	4	0	0	86	-6
FI		70	1	8	-2	6	2	9	2	1	-1	6	-2	0	0	84	1
SE		54	7	17	-2	4	-3	11	-8	5	4	9	2	0	0	75	2

**QC4a.2** How often do you use the following tobacco and related products?





























**Hand-rolled cigarettes (%)**

		Every day		Every week		Every month		Less than monthly		You have tried only once or twice		Never		Refusal (SPONTANEOUS)		Total 'User'	
		Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017
EU27		20	-3	3	0	3	0	6	2	14	6	54	-4	0	-1	26	-3
BE		24	-10	5	1	13	10	12	6	10	3	36	-10	0	0	42	1
BG		4	-4	0	-3	1	-1	4	-1	21	6	70	3	0	0	5	-8
CZ		12	1	4	1	3	-1	10	0	23	7	48	-8	0	0	19	1
DK		10	0	0	-3	3	3	9	6	10	5	67	-12	1	1	13	0
DE		26	0	6	0	5	1	8	3	12	3	42	-8	1	1	37	1
EE		4	0	4	2	2	0	9	4	37	25	44	-30	0	-1	10	2
IE		27	-2	6	3	6	3	11	8	16	8	34	-18	0	-2	39	4
EL		32	3	2	-2	2	0	5	-1	30	7	29	-7	0	0	36	1
ES		31	8	3	-2	2	1	7	3	16	8	41	-17	0	-1	36	7
FR		29	-5	4	2	2	0	4	2	9	3	52	-1	0	-1	35	-3
HR		23	-4	2	-2	3	0	8	-2	20	8	44	1	0	-1	28	-6
IT		5	-7	2	-1	1	-2	6	1	18	6	67	4	1	-1	8	-10
CY		32	1	5	2	3	3	8	7	17	5	35	-18	0	0	40	6
LV		7	4	3	1	1	-3	10	4	17	6	62	-11	0	-1	11	2
LT		2	-3	2	1	2	-1	4	1	12	6	78	-2	0	-2	6	-3
LU		9	-5	2	1	1	-3	12	5	22	13	54	-10	0	-1	12	-7
HU		31	-13	3	0	2	0	3	2	10	5	51	6	0	0	36	-13
MT		17	-1	0	-2	0	-3	2	-2	12	10	69	-2	0	0	17	-6
NL		30	-3	3	0	1	0	5	1	13	9	48	-7	0	0	34	-3
AT		8	3	6	3	6	0	12	-1	24	9	44	-14	0	0	20	6
PL		16	0	1	-1	1	-1	3	-1	10	7	69	-4	0	0	18	-2
PT		6	-1	2	2	1	-2	7	2	18	-2	65	1	1	0	9	-1
RO		2	-1	1	0	0	-1	1	-1	6	1	90	3	0	-1	3	-2
SI		9	-8	3	2	2	-1	7	2	17	8	62	-3	0	0	14	-7
SK		6	-4	2	0	3	0	6	2	14	5	69	-3	0	0	11	-4
FI		8	-9	2	-4	1	-2	26	19	19	4	44	-8	0	0	11	-15
SE		7	5	2	2	1	0	9	-2	27	23	54	-27	0	-1	10	7





























**QC4a.3** How often do you use the following tobacco and related products?  
Cigarillos, this excludes cigars (%)

		Every day		Every week		Every month		Less than monthly		You have tried only once or twice		Never		Refusal (SPONTANEOUS)		Total 'User'	
		Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017
EU27		1	0	1	0	1	0	4	2	13	5	80	-6	0	-1	3	0
BE		1	-1	2	1	3	2	4	1	13	8	77	-9	0	-2	6	2
BG		0	0	0	0	0	0	3	1	22	12	75	-12	0	-1	0	0
CZ		1	0	1	1	4	2	11	8	19	0	64	-11	0	0	6	3
DK		0	-2	0	0	1	1	3	0	7	5	88	-4	1	0	1	-1
DE		2	0	1	-1	2	1	7	2	15	5	72	-8	1	1	5	0
EE		2	2	1	1	3	1	25	18	28	13	41	-34	0	-1	6	4
IE		1	1	1	1	1	1	7	7	14	12	76	-18	0	-4	3	3
EL		1	0	0	0	0	0	2	0	35	3	62	-3	0	0	1	0
ES		2	1	0	0	0	0	4	3	21	16	72	-20	1	0	2	1
FR		2	1	1	0	1	0	3	-1	10	4	83	-3	0	-1	4	1
HR		0	0	0	0	0	0	2	-1	13	4	85	-2	0	-1	0	0
IT		1	1	0	0	0	-1	0	-1	5	-1	94	3	0	-1	1	0
CY		2	2	3	3	2	2	5	0	26	13	62	-20	0	0	7	7
LV		1	-2	1	1	3	3	5	1	19	7	71	-8	0	-2	5	2
LT		1	0	0	0	1	0	3	2	11	2	83	-3	1	-1	2	0
LU		3	3	1	1	0	-1	8	0	24	20	62	-23	2	0	4	3
HU		1	0	1	1	1	0	0	-1	9	4	88	-4	0	0	3	1
MT		1	1	1	1	0	0	0	-3	6	2	92	-1	0	0	2	2
NL		2	0	0	-1	0	0	5	4	9	7	84	-9	0	-1	2	-1
AT		0	-1	1	0	2	0	10	0	23	6	64	-5	0	0	3	-1
PL		0	0	1	1	0	-1	1	-1	6	4	92	-2	0	-1	1	0
PT		1	0	1	1	0	0	2	1	12	-3	84	2	0	-1	2	1
RO		4	4	1	1	1	1	2	1	3	-5	88	-2	1	0	6	6
SI		1	0	0	-1	2	2	2	0	16	10	79	-11	0	0	3	1
SK		0	0	0	-1	0	0	4	1	14	9	81	-9	1	0	0	-1
FI		7	5	1	-2	3	0	22	12	23	4	44	-19	0	0	11	3
SE		1	-2	0	-1	1	-1	12	2	27	18	59	-16	0	0	2	-4

**QC4a.4** How often do you use the following tobacco and related products?  
Cigars, this excludes cigarillos (%)





























		Every day		Every week		Every month		Less than monthly		You have tried only once or twice		Never		Refusal (SPONTANEOUS)		Total 'User'	
		Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017
EU27		1	0	0	0	1	0	4	2	11	3	83	-4	0	-1	2	0
BE		1	0	1	1	2	0	8	3	13	5	75	-7	0	-2	4	1
BG		0	0	0	0	0	0	2	1	21	11	77	-11	0	-1	0	0
CZ		0	0	0	0	0	-2	6	3	23	3	70	-5	1	1	0	-2
DK		0	-1	0	0	0	-1	5	-5	12	4	82	2	1	1	0	-2
DE		0	-1	0	0	1	1	5	1	11	1	82	-3	1	1	1	0
EE		1	0	0	0	0	-1	14	8	38	21	47	-27	0	-1	1	-1
IE		1	1	2	2	1	1	9	8	22	21	65	-29	0	-4	4	4
EL		0	0	0	-1	0	0	2	1	19	1	79	-1	0	0	0	-1
ES		0	0	0	0	0	0	4	3	18	13	77	-15	1	-1	0	0
FR		1	0	0	0	2	1	4	2	8	1	85	-3	0	-1	3	1
HR		2	0	0	-1	0	0	2	-1	11	1	85	2	0	-1	2	-1
IT		0	-1	0	0	0	-1	2	1	7	2	91	1	0	-2	0	-2
CY		1	1	1	1	2	1	1	-3	24	13	71	-13	0	0	4	3
LV		0	0	0	-1	1	1	4	3	23	12	72	-13	0	-2	1	0
LT		0	0	1	1	0	0	3	3	11	1	85	-3	0	-2	1	1
LU		2	2	1	1	1	0	10	-1	19	12	65	-14	2	0	4	3
HU		0	0	1	0	0	0	1	1	5	0	93	-1	0	0	1	0
MT		1	1	0	0	0	0	3	0	1	0	95	-1	0	0	1	1
NL		4	-2	1	0	2	-1	13	7	6	0	74	-4	0	0	7	-3
AT		0	0	1	-1	3	1	6	-1	23	8	67	-7	0	0	4	0
PL		0	0	1	0	1	1	1	0	6	3	91	-4	0	0	2	1
PT		0	0	0	0	0	0	2	0	12	1	86	0	0	-1	0	0
RO		0	0	1	1	1	1	1	-1	3	-4	93	3	1	0	2	2
SI		0	0	0	0	1	1	2	-1	16	9	81	-9	0	0	1	1
SK		0	0	1	0	0	0	2	-1	15	10	82	-8	0	-1	1	0
FI		0	0	0	-1	1	-1	27	21	27	8	45	-27	0	0	1	-2
SE		0	0	3	3	4	4	16	-2	20	7	57	-12	0	0	7	7

**QC4a.5** How often do you use the following tobacco and related products?  
**Pipe (%)**

		Every day		Every week		Every month		Less than monthly		You have tried only once or twice		Never		Refusal (SPONTANEOUS)		Total 'User'	
		Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017
EU27		0	-1	1	1	1	1	1	0	7	3	90	-3	0	-1	2	1
BE		0	-1	1	0	1	1	3	3	7	3	88	-4	0	-2	2	0
BG		0	0	0	0	0	0	1	0	11	7	87	-7	1	0	0	0
CZ		0	-1	0	0	1	1	2	0	14	0	82	-1	1	1	1	0
DK		4	-1	0	-1	1	-1	5	1	11	4	78	-2	1	0	5	-3
DE		1	0	0	-1	1	1	2	1	6	2	89	-3	1	0	2	0
EE		2	1	2	2	0	-1	4	1	31	13	61	-15	0	-1	4	2
IE		1	0	1	1	2	2	3	3	15	15	78	-17	0	-4	4	3
EL		0	0	0	0	0	0	0	0	6	-1	94	1	0	0	0	0
ES		0	0	1	1	0	0	1	0	11	10	86	-11	1	0	1	1
FR		0	-1	1	1	0	0	1	1	6	1	92	-1	0	-1	1	0
HR		0	0	0	0	0	0	1	1	8	4	91	-4	0	-1	0	0
IT		0	-2	1	1	0	0	0	-1	3	-1	96	5	0	-2	1	-1
CY		2	2	1	1	0	0	0	0	5	-2	92	-1	0	0	3	3
LV		0	-2	0	0	1	1	3	0	23	14	73	-12	0	-1	1	-1
LT		0	0	2	2	2	1	2	1	10	0	84	-2	0	-2	4	3
LU		3	2	0	0	2	2	5	3	7	2	83	-7	0	-2	5	4
HU		0	0	0	0	0	-1	1	0	5	3	94	-1	0	-1	0	-1
MT		1	1	0	0	0	0	0	0	0	-1	99	0	0	0	1	1
NL		1	0	1	1	0	0	0	-1	5	4	93	-4	0	0	2	1
AT		1	0	1	-1	3	2	5	4	15	6	75	-11	0	0	5	1
PL		0	0	2	1	0	-1	1	1	3	1	94	-2	0	0	2	0
PT		0	0	0	0	0	0	1	1	6	-2	92	1	1	0	0	0
RO		0	0	0	0	0	0	1	0	3	1	94	-2	2	1	0	0
SI		0	0	0	0	0	0	2	0	8	1	90	-1	0	0	0	0
SK		0	0	0	-1	0	0	1	0	16	11	82	-10	1	0	0	-1
FI		0	0	1	-1	1	0	6	2	21	5	71	-6	0	0	2	-1
SE		1	1	0	0	2	2	3	-6	19	2	75	1	0	0	3	3





























**QC4a.6** How often do you use the following tobacco and related products?

**E-cigarettes with nicotine (%)**





























		Every day	Every week	Every month	Less than monthly	You have tried only once or twice	Never	Refusal (SPONTANEOUS)	Total 'User'
EU27		46	17	5	5	3	24	0	68
BE		59	3	9	1	5	23	0	71
BG		15	15	7	0	6	57	0	37
CZ		36	21	4	2	13	22	2	61
DK		72	16	5	0	3	1	3	93
DE		25	20	8	13	5	29	0	53
EE		77	7	14	0	2	0	0	98
IE		74	5	1	4	7	9	0	80
EL		79	12	0	4	0	5	0	91
ES		46	30	0	8	0	16	0	76
FR		55	18	2	4	2	19	0	75
HR		47	0	0	0	29	24	0	47
IT		28	14	11	0	0	47	0	53
CY		53	0	0	47	0	0	0	53
LV		37	11	6	0	22	24	0	54
LT		49	17	0	0	0	34	0	66
LU		42	6	4	11	0	37	0	52
HU		37	20	0	0	20	23	0	57
MT		100	0	0	0	0	0	0	100
NL		44	14	0	0	0	42	0	58
AT		30	14	17	8	4	26	1	61
PL		73	27	0	0	0	0	0	100
PT		100	0	0	0	0	0	0	100
RO		14	0	16	0	0	70	0	30
SI		24	0	7	0	0	69	0	31
SK		32	11	14	15	7	21	0	57
FI		77	9	0	7	0	7	0	86
SE		30	8	0	0	24	38	0	38

**QC4a.7** How often do you use the following tobacco and related products?





























**E-cigarettes without nicotine (%)**

		Every day	Every week	Every month	Less than monthly	You have tried only once or twice	Never	Refusal (SPONTANEOUS)	Total 'User'
EU27		6	11	6	6	10	59	2	23
BE		9	14	10	15	13	39	0	33
BG		6	24	7	0	0	63	0	37
CZ		14	18	7	5	8	46	2	39
DK		0	0	0	0	16	81	3	0
DE		6	15	10	11	4	54	0	31
EE		6	6	8	6	21	53	0	20
IE		13	8	6	1	15	57	0	27
EL		13	0	0	0	46	41	0	13
ES		11	5	6	5	23	39	11	22
FR		3	7	6	5	8	69	2	16
HR		10	0	0	0	0	90	0	10
IT		7	15	11	0	6	61	0	33
CY		0	0	0	35	0	65	0	0
LV		0	3	0	0	37	60	0	3
LT		11	5	0	0	9	75	0	16
LU		22	0	10	5	4	59	0	32
HU		18	39	0	0	0	43	0	57
MT		0	0	0	0	0	100	0	0
NL		8	0	0	0	4	88	0	8
AT		25	19	2	15	10	29	0	46
PL		0	0	0	0	26	74	0	0
PT		0	0	0	0	100	0	0	0
RO		8	16	0	0	6	70	0	24
SI		8	0	0	7	16	69	0	8
SK		34	0	0	20	0	46	0	34
FI		0	0	7	6	36	51	0	7
SE		5	32	0	0	0	63	0	37





























**QC4b.1** How often did you use the following tobacco and related products?  
**Boxed cigarettes (%)**

		Every day		Every week		Every month		Less than monthly		You have tried only once or twice		Never		Refusal (SPONTANEOUS)		Total 'User'	
		Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017
EU27		66	-8	10	1	2	0	4	2	4	2	13	3	1	0	78	-7
BE		40	-23	13	1	1	-1	7	3	7	5	31	14	1	1	54	-23
BG		73	-15	6	1	1	1	4	2	6	5	6	3	4	3	80	-13
CZ		67	-16	11	2	3	2	3	0	6	5	10	7	0	0	81	-12
DK		63	-6	7	-2	5	0	5	0	4	2	15	5	1	1	75	-8
DE		69	-9	11	0	3	1	2	0	6	2	7	5	2	1	83	-8
EE		58	-13	16	4	4	0	6	3	7	1	9	6	0	-1	78	-9
IE		60	-15	12	6	5	2	8	7	6	4	9	-4	0	0	77	-7
EL		82	0	3	-1	1	0	1	0	5	3	8	-2	0	0	86	-1
ES		77	-14	10	6	3	1	3	3	2	2	5	2	0	0	90	-7
FR		57	-10	8	-1	1	-1	2	-1	3	2	28	11	1	0	66	-12
HR		66	-22	12	7	2	1	4	1	10	9	6	4	0	0	80	-14
IT		72	-16	11	6	3	3	5	5	2	-1	6	2	1	1	86	-7
CY		58	-34	0	-1	4	4	9	7	5	5	20	15	4	4	62	-31
LV		51	-16	14	-1	6	4	6	4	8	4	14	5	1	0	71	-13
LT		52	-14	11	-3	2	1	5	2	8	6	20	6	2	2	65	-16
LU		55	-10	14	-3	3	-1	6	5	5	3	17	7	0	-1	72	-14
HU		73	-7	6	1	0	-2	1	-1	9	7	11	3	0	-1	79	-8
MT		74	-11	9	2	2	0	9	7	1	-1	4	2	1	1	85	-9
NL		56	4	17	2	3	-2	8	2	6	4	10	-10	0	0	76	4
AT		71	-10	14	8	4	1	6	3	1	-1	3	-2	1	1	89	-1
PL		67	-19	3	-2	1	1	1	0	9	6	15	11	4	3	71	-20
PT		83	62	1	1	0	0	2	1	3	-1	10	-62	1	-1	84	63
RO		60	-15	1	-6	1	0	2	1	16	15	20	7	0	-2	62	-21
SI		72	-7	9	-3	2	0	6	4	6	3	5	3	0	0	83	-10
SK		79	-2	8	-4	1	0	4	2	4	3	4	1	0	0	88	-6
FI		58	-11	16	5	6	-1	10	5	4	0	6	2	0	0	80	-7
SE		46	-20	12	-3	4	-1	9	6	7	4	22	14	0	0	62	-24





























**QC4b.2** How often did you use the following tobacco and related products?  
**Hand-rolled cigarettes (%)**

		Every day		Every week		Every month		Less than monthly		You have tried only once or twice		Never		Refusal (SPONTANEOUS)		Total 'User'	
		Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017
EU27		12	2	4	1	3	1	7	2	11	5	63	-10	0	-1	19	4
BE		14	-3	7	0	2	-2	5	2	10	7	62	-3	0	-1	23	-5
BG		3	1	2	1	2	1	5	4	11	6	76	-13	1	0	7	3
CZ		2	-3	6	3	3	1	6	3	16	3	67	-7	0	0	11	1
DK		10	1	2	-5	2	0	6	-1	8	2	72	3	0	0	14	-4
DE		11	1	4	-2	5	4	6	-2	7	1	67	-2	0	0	20	3
EE		5	4	2	2	3	0	13	10	27	19	50	-31	0	-4	10	6
IE		10	5	4	1	4	1	11	9	24	21	47	-35	0	-2	18	7
EL		13	9	2	-1	2	-2	5	0	31	10	47	-16	0	0	17	6
ES		16	8	6	4	2	2	9	5	15	9	51	-29	1	1	24	14
FR		11	-2	5	4	2	2	5	3	4	0	73	-7	0	0	18	4
HR		3	-3	2	1	3	-1	14	3	22	14	56	-14	0	0	8	-3
IT		4	1	5	0	4	1	9	7	11	5	66	-13	1	-1	13	2
CY		7	-9	7	6	1	-2	3	1	4	-3	77	6	1	1	15	-5
LV		2	1	1	-1	2	0	7	1	10	2	78	-3	0	0	5	0
LT		3	1	1	-1	0	0	4	0	7	2	84	-1	1	-1	4	0
LU		10	4	9	2	5	4	12	4	13	7	51	-18	0	-3	24	10
HU		6	0	2	1	3	0	3	0	8	3	78	-4	0	0	11	1
MT		4	-5	5	3	6	3	10	6	4	2	70	-9	1	0	15	1
NL		44	9	7	2	3	1	7	2	6	4	32	-19	1	1	54	12
AT		5	-4	9	4	10	2	12	0	15	-3	48	0	1	1	24	2
PL		5	3	0	-1	1	1	4	3	11	4	78	-10	1	0	6	3
PT		3	3	1	1	1	-1	3	2	17	14	75	-17	0	-2	5	3
RO		3	2	0	0	3	1	0	-1	6	3	88	-4	0	-1	6	3
SI		5	1	3	2	1	0	6	2	14	7	71	-12	0	0	9	3
SK		3	-1	0	-1	2	1	2	-4	10	5	83	1	0	-1	5	-1
FI		8	1	5	0	5	1	16	7	25	7	41	-16	0	0	18	2
SE		7	0	3	-1	5	1	10	4	19	11	56	-14	0	-1	15	0





























**QC4b.3** How often did you use the following tobacco and related products?  
**Cigarillos, this excludes cigars (%)**

		Every day		Every week		Every month		Less than monthly		You have tried only once or twice		Never		Refusal (SPONTANEOUS)		Total 'User'	
		Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017
EU27		2	0	1	0	2	1	6	3	12	6	77	-9	0	-1	5	1
BE		3	1	2	-3	2	-2	5	3	10	4	77	-2	1	-1	7	-4
BG		1	1	0	-1	2	2	1	-1	9	7	87	-6	0	-2	3	2
CZ		0	0	0	-3	1	0	8	3	16	3	75	-3	0	0	1	-3
DK		2	-1	1	0	0	-3	4	2	6	0	87	2	0	0	3	-4
DE		1	-2	1	-1	2	1	5	0	10	2	81	0	0	0	4	-2
EE		1	1	1	1	3	0	14	10	29	18	52	-26	0	-4	5	2
IE		1	1	1	1	3	3	7	6	21	19	67	-27	0	-3	5	5
EL		1	1	0	0	0	-1	2	-1	20	0	77	1	0	0	1	0
ES		4	3	2	1	2	2	8	5	20	10	63	-22	1	1	8	6
FR		1	-3	1	0	0	-1	5	0	6	3	87	1	0	0	2	-4
HR		0	0	0	-1	1	1	1	-1	15	7	83	-5	0	-1	1	0
IT		3	3	2	0	2	2	6	4	7	5	79	-13	1	-1	7	5
CY		1	-1	1	-1	2	1	2	-3	4	-3	89	7	1	0	4	-1
LV		0	0	1	0	1	1	5	-3	18	11	75	-9	0	0	2	1
LT		0	-1	0	0	0	0	3	1	4	0	91	0	2	0	0	-1
LU		3	1	2	2	4	2	9	6	24	15	58	-22	0	-4	9	5
HU		1	1	1	1	1	0	2	0	4	0	91	-1	0	-1	3	2
MT		3	3	7	2	1	1	3	0	4	3	79	-10	3	1	11	6
NL		2	0	2	0	2	0	5	2	9	6	79	-9	1	1	6	0
AT		0	-1	1	-3	3	1	14	6	18	-3	64	0	0	0	4	-3
PL		0	0	0	-1	0	-1	2	2	11	6	86	-6	1	0	0	-2
PT		0	0	0	0	1	1	2	1	15	11	82	-12	0	-1	1	1
RO		0	0	0	0	1	1	2	1	4	1	93	-2	0	-1	1	1
SI		0	-1	0	0	1	1	2	0	13	9	84	-9	0	0	1	0
SK		0	0	0	-1	1	1	1	0	11	8	87	-7	0	-1	1	0
FI		4	2	4	2	6	2	26	14	23	1	37	-21	0	0	14	6
SE		2	-1	1	0	2	0	13	6	23	11	59	-16	0	0	5	-1

**QC4b.4** How often did you use the following tobacco and related products?  
**Cigars, this excludes cigarillos (%)**





























		Every day		Every week		Every month		Less than monthly		You have tried only once or twice		Never		Refusal (SPONTANEOUS)		Total 'User'	
		Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017
EU27		1	0	1	0	1	0	6	2	13	5	77	-7	1	0	3	0
BE		1	-1	2	-1	1	-2	8	4	15	12	72	-12	1	0	4	-4
BG		1	1	0	0	2	2	1	1	8	5	87	-8	1	-1	3	3
CZ		0	-1	0	0	2	0	4	2	15	0	78	-2	1	1	2	-1
DK		1	0	1	0	1	-1	8	2	13	5	76	-6	0	0	3	-1
DE		1	0	0	-1	1	0	4	0	9	-3	85	4	0	0	2	-1
EE		1	1	1	1	1	1	9	6	31	19	57	-24	0	-4	3	3
IE		1	-1	3	2	2	2	7	4	28	23	59	-27	0	-3	6	3
EL		0	0	0	0	0	0	2	0	14	-6	84	6	0	0	0	0
ES		2	0	2	0	1	1	9	6	22	12	63	-20	1	1	5	1
FR		1	1	0	0	1	0	5	0	6	2	87	-2	0	-1	2	1
HR		1	1	0	0	0	-2	2	0	14	5	83	-3	0	-1	1	-1
IT		0	-1	4	3	1	0	4	2	9	5	81	-8	1	-1	5	2
CY		3	3	0	-3	4	3	3	-1	3	-5	86	3	1	0	7	3
LV		0	0	1	1	0	0	4	1	24	9	70	-12	1	1	1	1
LT		0	0	0	0	0	0	1	0	9	3	89	-2	1	-1	0	0
LU		1	1	3	3	2	1	19	15	15	5	60	-22	0	-3	6	5
HU		0	0	0	0	2	2	2	1	5	-2	91	0	0	-1	2	2
MT		1	0	9	7	3	2	3	-1	4	2	77	-12	3	2	13	9
NL		3	0	2	0	3	0	9	2	14	8	69	-10	0	0	8	0
AT		1	1	1	0	3	0	12	2	13	-3	70	0	0	0	5	1
PL		0	0	0	-1	0	0	1	1	9	5	88	-6	2	1	0	-1
PT		0	0	0	0	0	0	3	2	15	11	81	-13	1	0	0	0
RO		0	0	1	1	0	0	1	0	7	3	91	-3	0	-1	1	1
SI		0	0	0	-1	0	0	3	-1	17	10	80	-8	0	0	0	-1
SK		0	0	0	0	1	1	0	-2	8	1	91	1	0	-1	1	1
FI		0	-1	1	0	3	2	20	11	28	6	48	-18	0	0	4	1
SE		1	1	1	1	2	0	13	3	28	10	55	-15	0	0	4	2

**QC4b.5** How often did you use the following tobacco and related products?  
**Pipe (%)**

		Every day		Every week		Every month		Less than monthly		You have tried only once or twice		Never		Refusal (SPONTANEOUS)		Total 'User'	
		Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017
EU27		2	0	2	1	1	0	3	1	9	3	82	-5	1	0	5	1
BE		1	-1	2	1	0	-2	3	1	9	6	84	-5	1	0	3	-2
BG		1	1	1	1	1	1	1	1	8	7	88	-10	0	-1	3	3
CZ		1	0	2	2	0	0	3	2	9	-1	85	-2	0	-1	3	2
DK		9	-3	4	-1	2	-1	7	-1	8	0	69	6	1	0	15	-5
DE		2	0	2	1	1	0	3	0	6	-4	86	3	0	0	5	1
EE		2	0	1	0	1	0	5	4	22	11	69	-11	0	-4	4	0
IE		1	-1	1	1	2	1	4	4	15	13	77	-15	0	-3	4	1
EL		0	-1	0	0	0	0	0	0	6	-2	94	3	0	0	0	-1
ES		1	-1	1	0	1	1	4	4	15	12	77	-17	1	1	3	0
FR		1	-1	1	-2	1	1	3	2	6	0	88	1	0	-1	3	-2
HR		1	0	0	0	2	0	2	0	10	8	85	-7	0	-1	3	0
IT		1	-1	4	4	2	1	5	4	5	2	82	-8	1	-2	7	4
CY		2	1	0	-1	2	0	0	-3	3	-3	92	6	1	0	4	0
LV		1	1	0	-1	1	-1	1	0	14	2	83	-1	0	0	2	-1
LT		0	0	0	-1	0	0	1	0	9	2	89	0	1	-1	0	-1
LU		3	2	0	-1	3	2	7	4	11	6	76	-10	0	-3	6	3
HU		0	-1	0	0	2	2	4	2	2	-4	91	0	1	1	2	1
MT		1	0	5	4	1	1	3	1	5	1	82	-8	3	1	7	5
NL		3	0	3	1	1	0	2	0	8	2	82	-4	1	1	7	1
AT		1	0	2	-2	1	-1	5	4	13	-1	78	0	0	0	4	-3
PL		0	0	0	-1	0	0	1	0	8	3	89	-2	2	0	0	-1
PT		0	0	0	0	0	0	2	1	9	8	88	-9	1	0	0	0
RO		0	0	0	0	0	0	0	-1	6	3	94	-1	0	-1	0	0
SI		0	-2	0	0	1	-1	1	-1	11	5	86	-2	1	1	1	-3
SK		0	0	0	0	1	1	1	0	9	3	89	-3	0	-1	1	1
FI		3	0	2	0	2	0	8	3	23	5	62	-8	0	0	7	0
SE		5	-1	2	-2	3	-1	8	2	22	9	60	-7	0	0	10	-4





























**QC4b.6** How often did you use the following tobacco and related products?

**E-cigarettes with nicotine (%)**

		Every day	Every week	Every month	Less than monthly	You have tried only once or twice	Never	Refusal (SPONTANEOUS)	Total 'User'
EU27		28	5	6	11	20	30	0	39
BE		9	10	5	11	27	38	0	24
BG		13	10	14	9	30	19	5	37
CZ		35	4	4	15	27	15	0	43
DK		40	14	5	15	0	23	3	59
DE		21	2	8	14	25	30	0	31
EE		34	4	7	19	27	9	0	45
IE		16	11	10	22	29	12	0	37
EL		66	2	5	9	5	13	0	73
ES		25	4	7	12	16	36	0	36
FR		35	4	2	3	18	38	0	41
HR		5	7	5	12	37	34	0	17
IT		28	7	13	10	22	20	0	48
CY		29	11	5	0	12	39	4	45
LV		22	7	13	7	30	17	4	42
LT		0	23	16	26	6	21	8	39
LU		11	2	16	6	29	36	0	29
HU		22	31	0	14	26	7	0	53
MT		14	25	0	11	39	11	0	39
NL		53	5	1	19	11	11	0	59
AT		6	15	12	27	21	19	0	33
PL		20	5	0	0	33	37	5	25
PT		35	0	0	12	41	12	0	35
RO		24	22	0	0	32	22	0	46
SI		12	0	10	9	29	40	0	22
SK		7	8	4	13	23	38	7	19
FI		30	3	3	10	39	15	0	36
SE		4	0	0	35	20	41	0	4

**QC4b.6** How often did you use the following tobacco and related products?





























**E-cigarettes with nicotine (%)**

		Every day	Every week	Every month	Less than monthly	You have tried only once or twice	Never	Refusal (SPONTANEOUS)	Total 'User'
EU27		28	5	6	11	20	30	0	39
BE		9	10	5	11	27	38	0	24
BG		13	10	14	9	30	19	5	37
CZ		35	4	4	15	27	15	0	43
DK		40	14	5	15	0	23	3	59
DE		21	2	8	14	25	30	0	31
EE		34	4	7	19	27	9	0	45
IE		16	11	10	22	29	12	0	37
EL		66	2	5	9	5	13	0	73
ES		25	4	7	12	16	36	0	36
FR		35	4	2	3	18	38	0	41
HR		5	7	5	12	37	34	0	17
IT		28	7	13	10	22	20	0	48
CY		29	11	5	0	12	39	4	45
LV		22	7	13	7	30	17	4	42
LT		0	23	16	26	6	21	8	39
LU		11	2	16	6	29	36	0	29
HU		22	31	0	14	26	7	0	53
MT		14	25	0	11	39	11	0	39
NL		53	5	1	19	11	11	0	59
AT		6	15	12	27	21	19	0	33
PL		20	5	0	0	33	37	5	25
PT		35	0	0	12	41	12	0	35
RO		24	22	0	0	32	22	0	46
SI		12	0	10	9	29	40	0	22
SK		7	8	4	13	23	38	7	19
FI		30	3	3	10	39	15	0	36
SE		4	0	0	35	20	41	0	4

August – September 2020

Tables





























**QC5a** On average, how many cigarettes do you smoke each day?  
(%)

		Less than 1 cigarette		From 1 to 5 cigarettes		From 6 to 10 cigarettes		From 11 to 20 cigarettes		21 cigarettes or more		Refusal		Don't know
		Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	
EU27		3	1	12	-3	29	0	46	2	8	-1	1	1	1
BE		4	2	18	1	29	-3	36	-1	9	-2	3	3	1
BG		0	0	6	-1	22	-4	63	4	6	-1	0	0	2
CZ		1	-1	8	-6	32	7	46	-1	12	1	1	1	0
DK		10	5	14	-7	28	5	40	-3	6	-2	0	0	1
DE		4	1	8	-9	27	7	45	1	15	-1	1	1	0
EE		12	10	15	-1	21	-16	39	0	6	2	3	2	4
IE		11	9	21	6	25	-7	31	-16	8	4	1	1	4
EL		0	-1	9	-1	19	-4	51	4	21	2	0	0	0
ES		4	1	16	-5	37	0	32	-4	5	3	2	2	4
FR		5	1	23	5	30	-4	39	2	3	-3	0	0	0
HR		1	0	6	-2	17	1	55	-4	19	5	0	-2	1
IT		1	0	7	-4	46	14	42	-8	4	-2	0	0	0
CY		0	-1	17	8	17	-7	45	-3	18	0	0	0	2
LV		2	0	18	-1	35	-10	40	8	3	1	0	0	2
LT		2	0	17	0	31	-6	45	5	3	0	1	0	1
LU		15	11	17	0	14	-9	38	1	9	-9	1	1	7
HU		1	1	6	0	23	1	57	-4	13	2	0	0	0
MT		1	-1	16	-5	32	13	47	1	4	-7	0	0	0
NL		13	6	14	-6	25	-11	38	9	7	-1	1	1	2
AT		3	2	8	0	13	-1	48	-5	24	0	4	4	1
PL		2	2	7	-1	20	-7	64	7	5	-2	0	0	1
PT		2	2	9	-7	35	4	52	6	2	-2	0	-1	1
RO		0	0	4	-7	20	-7	73	19	4	-3	0	-1	0
SI		2	0	15	3	26	-3	50	4	6	-2	0	-3	0
SK		3	3	13	-5	26	-6	50	7	5	1	0	-2	3
FI		8	5	22	6	25	-10	41	3	5	-2	0	0	0
SE		22	-3	28	-8	22	4	20	0	0	-1	1	1	7

August – September 2020





























Tables

**QC5b** On average, how many cigarettes did you smoke each day?  
(%)

		Less than 1 cigarette		From 1 to 5 cigarettes		From 6 to 10 cigarettes		From 11 to 20 cigarettes		21 cigarettes or more		Refusal		Don't know
		Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	
EU27		4	2	18	-1	23	-1	38	-1	13	-2	1	1	3
BE		14	9	17	-2	20	1	27	-2	14	-11	3	3	5
BG		2	2	19	11	24	-5	43	-8	10	0	1	0	2
CZ		1	0	31	11	22	-6	31	-8	10	0	0	0	3
DK		4	0	19	-3	22	-5	36	-3	15	8	0	0	3
DE		4	1	20	0	21	-3	41	6	12	-3	0	-1	2
EE		8	4	22	-15	20	-8	31	6	6	3	2	1	11
IE		6	5	21	5	21	-2	35	-11	13	-1	2	2	3
EL		1	0	8	-1	16	2	47	2	28	-3	0	0	0
ES		4	2	18	2	23	-5	34	-1	15	-4	1	1	4
FR		1	-1	24	3	22	5	35	-6	17	-2	0	0	1
HR		0	-3	16	9	22	4	34	-6	23	-4	1	0	4
IT		1	1	10	3	32	11	45	-13	7	-5	2	2	2
CY		2	2	29	19	14	-7	31	-4	21	-12	2	1	1
LV		9	7	32	-4	26	5	28	-2	3	-6	1	0	1
LT		10	6	29	-5	27	-2	23	-6	9	7	0	-1	1
LU		10	5	16	-5	20	2	26	-9	21	3	1	1	6
HU		3	2	9	0	28	3	51	-3	9	-2	0	0	0
MT		4	4	16	-11	15	-4	38	12	26	-2	0	0	0
NL		10	6	20	-8	23	-2	32	3	11	-2	0	0	2
AT		3	1	19	8	21	4	36	-6	19	-8	1	0	1
PL		4	0	7	-7	25	-4	53	9	8	0	1	1	3
PT		1	1	14	7	16	-2	60	6	9	-9	0	0	1
RO		9	7	14	-6	19	-13	52	20	6	-5	0	0	0
SI		3	2	18	-3	24	6	36	-4	13	-6	1	1	4
SK		1	1	30	5	36	0	24	-7	6	-1	0	0	3
FI		14	11	22	-8	20	-5	25	-10	4	-1	1	1	15
SE		14	6	19	-8	20	-6	34	4	4	-5	1	1	8





























**QC5c**

On average, how many heated tobacco sticks or units do you consume each day?  
(%)

		Less than 1 cigarette	From 1 to 5 cigarettes	From 6 to 10 cigarettes	From 11 to 20 cigarettes	21 cigarettes or more	Refusal	Don't know	Total '10-'	Total '20-'	Total '11+'
EU27		30	43	8	0	0	0	19	81	81	0
BE		0	0	100	0	0	0	0	100	100	0
BG		53	47	0	0	0	0	0	100	100	0
CZ		0	0	0	0	0	0	0	0	0	0
DK		0	0	0	0	0	0	0	0	0	0
DE		56	44	0	0	0	0	0	100	100	0
EE		100	0	0	0	0	0	0	100	100	0
IE		0	0	0	0	0	0	0	0	0	0
EL		0	0	100	0	0	0	0	100	100	0
ES		47	0	0	0	0	0	53	47	47	0
FR		0	100	0	0	0	0	0	100	100	0
HR		0	0	0	0	0	0	0	0	0	0
IT		0	0	0	0	0	0	0	0	0	0
CY		0	0	0	0	0	0	100	0	0	0
LV		0	0	0	0	0	0	0	0	0	0
LT		0	0	0	0	0	0	0	0	0	0
LU		0	0	0	0	0	0	0	0	0	0
HU		0	0	0	0	0	0	0	0	0	0
MT		0	0	0	0	0	0	0	0	0	0
NL		0	0	0	0	0	0	0	0	0	0
AT		0	0	0	0	0	0	0	0	0	0
PL		0	0	0	0	0	0	100	0	0	0
PT		0	0	0	0	0	0	100	0	0	0
RO		0	0	0	0	0	0	0	0	0	0
SI		0	0	0	0	0	0	0	0	0	0
SK		0	0	0	0	0	0	0	0	0	0
FI		0	0	100	0	0	0	0	100	100	0
SE		100	0	0	0	0	0	0	100	100	0

**QC5d**





























On average, how many heated tobacco sticks or units did you consume each day?  
(%)

		Less than 1 cigarette	From 1 to 5 cigarettes	From 6 to 10 cigarettes	From 11 to 20 cigarettes	21 cigarettes or more	Refusal	Don't know	Total '10-'	Total '20-'	Total '11+'
EU27		0	76	0	0	0	3	22	76	76	0
BE		0	0	0	0	0	0	100	0	0	0
BG		0	100	0	0	0	0	0	100	100	0
CZ		0	0	0	0	0	0	0	0	0	0
DK		0	0	0	0	0	0	0	0	0	0
DE		0	0	0	0	0	0	100	0	0	0
EE		0	0	0	0	0	0	0	0	0	0
IE		0	47	0	0	0	0	53	47	47	0
EL		0	0	0	0	0	0	0	0	0	0
ES		0	0	0	0	0	0	0	0	0	0
FR		0	0	0	0	0	0	0	0	0	0
HR		0	0	0	0	0	0	0	0	0	0
IT		0	0	0	0	0	0	0	0	0	0
CY		0	0	0	0	0	0	0	0	0	0
LV		0	0	0	0	0	0	0	0	0	0
LT		0	0	0	0	0	0	0	0	0	0
LU		0	0	0	0	0	0	0	0	0	0
HU		0	0	0	0	0	0	0	0	0	0
MT		0	0	0	0	0	0	0	0	0	0
NL		0	0	0	0	0	0	0	0	0	0
AT		0	87	0	0	0	13	0	87	87	0
PL		0	0	0	0	0	0	0	0	0	0
PT		0	0	0	0	0	0	0	0	0	0
RO		0	0	0	0	0	0	0	0	0	0
SI		0	100	0	0	0	0	0	100	100	0
SK		0	0	0	0	0	0	0	0	0	0
FI		0	100	0	0	0	0	0	100	100	0
SE		0	0	0	0	0	0	0	0	0	0

August – September 2020

Tables

**QC6.1** Have you ever used or tried any of the following products?  
**Water pipe (shisha, hookah) (%)**

		Yes, every day		Yes, every week		Yes, every month		Yes, less than monthly		Yes, occasionally or regularly but you stopped		Yes, but only once or twice		Never		Refusal (SPONTANEOUS)		Don't know
		Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	
EU27		0	0	1	1	1	1	1	0	3	1	12	3	82	-5	0	0	0
BE		1	1	0	-1	1	0	3	2	4	1	19	9	72	-11	0	0	0
BG		0	0	1	1	1	0	1	0	3	1	15	7	79	-10	0	0	0
CZ		0	0	0	0	1	0	2	-1	4	0	15	-2	77	2	1	1	0
DK		0	0	1	1	0	-1	4	0	5	2	22	-2	68	0	0	0	0
DE		0	0	2	1	2	1	3	2	3	-1	16	6	74	-10	0	0	0
EE		0	0	0	0	1	1	7	3	5	2	33	9	54	-15	0	0	0
IE		0	0	1	1	0	0	3	3	4	4	18	15	74	-23	0	0	0
EL		0	0	0	0	0	0	0	0	2	1	9	-2	89	2	0	0	0
ES		0	0	1	1	0	0	2	1	6	5	19	11	71	-18	0	0	1
FR		0	0	1	1	0	0	0	-1	4	-1	11	1	84	0	0	0	0
HR		0	0	0	0	0	0	1	1	1	1	7	2	90	-4	1	1	0
IT		0	0	0	0	0	0	1	1	1	0	2	0	95	1	0	-2	1
CY		2	2	2	2	2	0	3	-1	9	4	13	-3	69	-4	0	0	0
LV		0	0	0	-1	1	0	2	-3	4	0	31	5	61	-1	1	1	0
LT		0	0	0	0	0	0	2	-1	3	-2	20	4	75	0	0	0	0
LU		1	0	2	2	3	2	6	5	5	-1	22	7	61	-14	0	-1	0
HU		0	0	0	0	0	-1	1	0	2	1	6	2	91	-2	0	0	0
MT		0	0	0	0	0	0	1	1	0	-1	5	-3	88	-1	1	0	5
NL		0	0	0	0	1	1	1	-1	2	-1	16	-3	80	4	0	0	0
AT		1	0	2	0	2	1	5	2	3	0	11	-2	76	-1	0	0	0
PL		0	-1	0	0	0	0	0	-1	1	1	3	-2	95	3	1	1	0
PT		0	0	0	0	0	0	1	1	1	0	2	0	96	0	0	0	0
RO		0	0	0	0	0	0	1	0	1	0	4	2	94	-1	0	-1	0
SI		0	0	0	0	1	1	1	0	2	0	13	0	83	1	0	0	0
SK		0	0	0	0	0	-1	2	1	2	-1	10	0	85	0	1	0	0
FI		0	0	0	0	0	0	1	-1	1	0	20	7	78	-5	0	0	0
SE		0	0	0	0	0	-1	2	-1	2	-1	24	-1	72	4	0	0	0





























August – September 2020

Tables

**QC6.2**





























Have you ever used or tried any of the following products?

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

		Yes, every day		Yes, every week		Yes, every month		Yes, less than monthly		Yes, occasionally or regularly but you stopped		Yes, but only once or twice		Never		Refusal (SPONTANEOUS)		Don't know
		Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020
EU27		1	1	0	0	0	0	1	1	1	0	4	1	93	-2	0	0	0
BE		0	0	0	0	0	0	1	0	1	0	5	2	93	-2	0	0	0
BG		0	0	0	0	0	0	1	1	1	1	5	4	92	-7	0	0	1
CZ		0	0	0	0	0	0	1	1	1	0	4	-2	93	1	1	1	0
DK		1	0	0	0	0	0	1	-1	1	0	11	-1	86	2	0	0	0
DE		0	0	0	0	0	0	1	1	1	0	10	7	88	-7	0	0	0
EE		2	2	0	0	0	0	1	1	1	0	15	7	81	-8	0	0	0
IE		1	1	0	0	1	1	0	0	2	2	10	9	86	-13	0	0	0
EL		0	0	0	0	0	0	0	0	0	0	1	0	99	0	0	0	0
ES		0	0	0	0	0	0	0	0	1	1	3	3	95	-4	0	0	1
FR		0	0	0	0	0	0	0	0	0	0	2	-1	98	1	0	0	0
HR		0	0	0	0	0	0	1	1	0	0	3	0	96	0	0	0	0
IT		0	0	0	0	0	0	1	0	1	0	1	-1	96	2	0	-2	1
CY		0	0	0	0	1	1	0	-1	1	1	3	0	94	-2	0	0	1
LV		0	0	0	0	0	0	0	0	0	-1	7	-1	92	2	1	0	0
LT		0	0	0	0	0	0	0	0	0	-1	5	1	94	-2	0	0	1
LU		0	0	0	0	2	2	1	1	2	2	8	2	87	-6	0	-1	0
HU		0	0	0	0	0	0	1	1	0	0	2	1	97	-2	0	0	0
MT		0	0	0	0	0	0	0	0	0	0	1	0	93	-5	1	0	5
NL		0	0	0	0	0	0	0	0	0	0	3	0	96	-1	0	0	1
AT		0	0	1	0	1	0	4	3	2	0	7	-1	84	-4	1	1	0
PL		0	0	0	0	0	0	0	0	0	0	2	0	97	0	1	1	0
PT		0	0	0	0	0	0	0	0	0	0	1	0	98	0	1	1	0
RO		0	0	0	0	0	0	0	0	0	0	1	0	98	0	0	-1	1
SI		0	0	0	0	1	1	1	0	1	0	4	-1	93	0	0	0	0
SK		0	0	0	0	0	0	0	0	1	0	4	0	94	0	1	0	0
FI		3	1	0	0	0	0	1	-1	6	4	10	0	80	-3	0	0	0
SE		16	-4	1	-1	1	0	2	1	7	3	19	-2	54	4	0	0	0





























## QC7

Have you used products containing cannabis in the last 12 months?  
(MULTIPLE ANSWERS POSSIBLE) (%)

		No, not in the last 12 months or never	Yes, by smoking cannabis with tobacco	Yes, by smoking cannabis without tobacco (alone or with other herbal products)	Yes, by heating cannabis in electronic devices or vaporisers	Yes, by using cannabis extracts in liquids for e-cigarettes or similar vaping devices	Yes, by consuming cannabis in food or drinks	Yes, in another form	Refusal (SPONTANEOUS)	Don't know	Total 'Yes'
EU27		93	4	1	1	1	1	1	0	0	7
BE		90	8	1	1	0	1	0	0	0	10
BG		96	2	1	1	0	0	0	0	0	3
CZ		89	4	2	0	0	1	5	0	0	11
DK		93	4	1	1	0	1	2	0	0	7
DE		92	5	1	1	0	1	1	0	0	7
EE		89	5	3	1	0	5	0	0	1	10
IE		82	10	5	3	1	3	2	0	0	17
EL		99	0	0	0	0	0	1	0	0	1
ES		89	8	2	0	1	1	1	0	0	10
FR		93	6	1	0	0	0	0	0	0	7
HR		94	3	1	1	0	1	1	0	0	6
IT		92	3	2	2	1	1	0	1	1	7
CY		97	2	0	0	0	1	0	0	0	2
LV		85	2	1	0	0	11	2	0	1	14
LT		94	2	0	0	0	2	1	0	0	6
LU		84	8	3	3	2	2	4	0	0	16
HU		94	2	2	2	2	1	1	0	0	6
MT		98	1	0	0	0	0	0	0	0	2
NL		91	6	1	1	0	2	1	0	0	9
AT		91	3	2	2	2	2	1	0	0	9
PL		96	1	1	1	1	0	0	0	0	3
PT		97	2	0	0	0	0	0	0	0	3
RO		97	1	1	1	1	0	0	0	0	3
SI		88	5	1	1	0	5	4	0	0	12
SK		94	1	1	0	1	1	2	0	0	6
FI		89	7	3	0	0	0	0	0	0	11
SE		95	2	1	0	0	1	0	0	0	4

**QC8.1** In recent years e-cigarettes and heated tobacco products have been increasingly marketed in Europe. Do you think that they are harmful or not to the health of those who use them?

### E-cigarettes (%)

		Yes		No		Don't know
		Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020
EU27		62	7	29	1	9
BE		79	17	19	-15	2
BG		57	12	21	5	22
CZ		53	-3	33	3	14
DK		77	-2	18	5	5
DE		67	13	24	-8	9
EE		89	14	11	0	0
IE		79	20	21	-6	0
EL		73	8	19	0	8
ES		77	17	17	-2	6
FR		64	2	23	2	13
HR		58	7	33	1	9
IT		38	4	50	4	12
CY		70	-6	20	9	10
LV		79	-1	11	0	10
LT		78	-2	15	4	7
LU		74	-2	26	14	0
HU		46	-3	45	6	9
MT		66	-1	15	-5	19
NL		94	9	3	-4	3
AT		51	4	41	1	8
PL		56	0	36	8	8
PT		76	18	13	-13	11
RO		36	-12	57	20	7
SI		71	6	20	-2	9
SK		52	4	39	3	9
FI		89	8	11	0	0
SE		82	17	17	3	1

**QC8.2**

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



























**Heated tobacco products (%)**

		Yes	No	Don't know
EU27		61	28	11
BE		82	15	3
BG		54	23	23
CZ		52	33	15
DK		74	17	9
DE		67	23	10
EE		91	9	0
IE		83	17	0
EL		68	21	11
ES		77	16	7
FR		59	21	20
HR		56	34	10
IT		37	51	12
CY		69	20	11
LV		78	10	12
LT		76	16	8
LU		77	23	0
HU		46	44	10
MT		61	14	25
NL		95	1	4
AT		52	38	10
PL		55	36	9
PT		76	13	11
RO		38	54	8
SI		71	19	10
SK		51	40	9
FI		92	8	0
SE		85	14	1

**QC9a**

Which type of e-cigarette do you use or did you use in the past? (MULTIPLE ANSWERS POSSIBLE)

(%)

		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	Other (SPONTANEOUS)	Don't know
EU27		23	68	7	1	6
BE		12	78	4	0	10
BG		13	38	23	16	10
CZ		26	64	19	0	0
DK		19	75	1	4	6
DE		26	61	7	1	11
EE		19	86	7	0	0
IE		26	72	10	0	2
EL		18	84	3	0	0
ES		26	62	8	0	6
FR		16	81	3	1	4
HR		29	56	22	0	9
IT		28	57	12	0	7
CY		43	64	4	3	0
LV		21	55	25	5	1
LT		33	59	32	0	0
LU		4	73	22	0	2
HU		61	51	11	0	0
MT		66	68	9	0	7
NL		16	83	4	3	1
AT		40	51	12	9	5
PL		34	52	14	0	0
PT		22	67	24	0	11
RO		21	44	10	4	24
SI		27	35	17	11	20
SK		38	53	19	0	7
FI		5	93	2	0	0
SE		31	50	12	0	12





**QC9b.1** Do you find the following products appealing?

**E-cigarettes (%)**

		Yes	No	Don't know
EU27		7	89	4
BE		8	92	0
BG		7	85	8
CZ		6	92	2
DK		4	94	2
DE		5	90	5
EE		21	79	0
IE		9	91	0
EL		11	88	1
ES		6	93	1
FR		9	88	3
HR		3	95	2
IT		15	78	7
CY		7	87	6
LV		6	86	8
LT		10	85	5
LU		4	96	0
HU		7	90	3
MT		20	62	18
NL		3	97	0
AT		5	91	4
PL		4	93	3
PT		7	85	8
RO		9	88	3
SI		10	86	4
SK		19	77	4
FI		7	93	0
SE		3	97	0

**QC9b.2** Do you find the following products appealing?





























**Heated tobacco products (%)**

		Yes	No	Don't know
EU27		7	88	5
BE		3	96	1
BG		9	82	9
CZ		7	91	2
DK		2	95	3
DE		3	91	6
EE		15	85	0
IE		5	95	0
EL		15	83	2
ES		5	94	1
FR		4	90	6
HR		4	94	2
IT		16	76	8
CY		8	86	6
LV		8	84	8
LT		10	83	7
LU		4	96	0
HU		6	91	3
MT		11	66	23
NL		1	99	0
AT		4	92	4
PL		5	91	4
PT		9	83	8
RO		13	84	3
SI		9	87	4
SK		17	79	4
FI		5	95	0
SE		2	98	0

August – September 2020



























Tables

**QC10a** Which of the following e-cigarette liquid variants do you use at least on a monthly basis?  
(MULTIPLE ANSWERS POSSIBLE) (%)

		Tobacco flavour		Menthol or mint flavour		Fruit, like cherry or strawberry flavour		Candy, like chocolate or vanilla flavour		Alcohol flavour, like whisky or champagne		Nicotine salts based liquid		Other flavours (SPONTANEOUS)		Don't know
		Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020
EU27		40	4	33	11	44	-3	19	1	5	3	13	13	0	-3	1
BE		27	-2	31	2	76	29	18	-4	4	-2	7	7	0	0	0
BG		70	16	0	0	17	17	0	-46	35	35	0	0	0	0	0
CZ		49	-18	24	4	65	29	26	18	2	2	7	7	0	0	0
DK		33	4	47	6	34	-17	10	7	11	11	5	5	0	-9	0
DE		22	6	63	36	51	1	14	-25	8	5	6	6	0	0	0
EE		5	-3	34	23	85	31	12	1	0	0	6	6	0	-20	0
IE		31	-38	48	31	46	38	11	5	2	2	11	11	0	0	0
EL		91	26	4	4	8	-9	16	2	4	4	8	8	0	-7	0
ES		25	25	18	18	50	-34	5	5	0	0	29	29	0	0	8
FR		39	-17	25	12	46	-2	22	12	0	0	11	11	0	-3	0
HR		54	-25	17	17	29	8	0	0	17	17	0	0	0	0	0
IT		63	16	36	-17	0	0	41	-12	11	11	32	32	0	0	0
CY		51	26	19	19	100	44	19	-10	0	-8	19	19	0	0	0
LV		23	-8	38	38	56	25	40	2	0	0	34	34	0	0	0
LT		66	66	25	-10	38	3	14	-30	0	0	16	16	0	-21	6
LU		25	11	15	-45	43	3	17	-8	0	0	11	11	0	0	0
HU		49	-1	0	-35	51	0	0	-15	26	26	23	23	0	0	0
MT		0	-51	0	-21	100	61	0	-47	0	-21	0	0	0	0	0
NL		33	-24	33	-10	42	21	9	9	0	0	40	40	0	-8	0
AT		67	39	41	7	36	-30	30	-1	31	10	23	23	0	-2	0
PL		61	-2	10	-17	47	2	0	-22	8	8	0	0	0	0	0
PT		0	-47	100	78	100	47	100	86	0	0	0	0	0	0	0
RO		19	-46	31	31	22	8	28	28	0	0	0	0	0	0	0
SI		22	22	0	0	39	-2	42	-2	0	0	19	19	0	-15	0
SK		54	-46	46	18	0	-28	0	-25	0	0	0	0	0	0	0
FI		57	40	25	-2	38	-18	0	-43	0	0	16	16	0	0	0
SE		40	-60	60	60	11	11	0	0	23	23	0	0	0	0	0

**QC10b** Which of the following e-cigarette liquid variants did you use at least on a monthly basis?

(MULTIPLE ANSWERS POSSIBLE) (%)

		Tobacco flavour	Menthol or mint flavour	Fruit, like cherry or strawberry flavour	Candy, like chocolate or vanilla flavour	Alcohol flavour, like whisky or champagne	Nicotine salts based liquid	Other flavours (SPONTANEOUS)	Don't know
EU27		39	31	45	16	4	7	2	0
BE		37	44	40	25	0	0	0	7
BG		31	14	0	22	11	10	0	12
CZ		53	24	36	12	4	6	0	0
DK		30	30	61	33	5	5	0	2
DE		15	33	58	24	11	6	10	0
EE		42	45	58	22	0	16	0	0
IE		45	39	32	14	6	8	0	0
EL		66	11	17	24	0	4	0	0
ES		41	35	60	17	0	3	0	0
FR		51	32	43	5	0	6	0	0
HR		77	0	23	0	0	0	0	0
IT		48	22	31	18	8	15	0	0
CY		33	22	57	41	11	11	0	0
LV		36	21	44	8	0	14	0	8
LT		38	12	32	14	0	24	0	17
LU		22	0	78	9	0	0	0	0
HU		23	54	46	0	0	0	0	0
MT		20	24	73	41	25	25	0	0
NL		23	41	66	13	0	7	0	0
AT		41	30	55	33	38	8	5	0
PL		21	51	16	28	0	21	0	0
PT		100	0	0	0	0	31	0	0
RO		79	21	21	0	0	21	0	0
SI		52	17	46	48	0	15	0	0
SK		22	100	22	9	0	13	0	0
FI		38	51	57	16	0	16	0	0
SE		100	0	0	0	0	0	0	0

**QC10c.1** Do you think that the use of these products help tobacco smokers to quit?  
**E-cigarettes (%)**

		Yes	No	Don't know
EU27		16	73	11
BE		25	72	3
BG		8	62	30
CZ		14	68	18
DK		29	64	7
DE		11	79	10
EE		19	81	0
IE		39	61	0
EL		22	67	11
ES		17	76	7
FR		26	63	11
HR		13	76	11
IT		13	76	11
CY		9	78	13
LV		10	77	13
LT		6	78	16
LU		20	80	0
HU		10	77	13
MT		9	67	24
NL		24	69	7
AT		12	77	11
PL		9	77	14
PT		8	74	18
RO		7	80	13
SI		7	77	16
SK		13	75	12
FI		21	79	0
SE		22	77	1





























**QC10c.2** Do you think that the use of these products help tobacco smokers to quit?  
**Heated tobacco products (%)**

		Yes	No	Don't know
EU27		10	77	13
BE		10	85	5
BG		8	62	30
CZ		12	69	19
DK		18	68	14
DE		6	82	12
EE		12	87	1
IE		23	76	1
EL		22	66	12
ES		10	82	8
FR		8	69	23
HR		13	76	11
IT		11	77	12
CY		8	78	14
LV		7	78	15
LT		7	77	16
LU		10	89	1
HU		9	77	14
MT		5	64	31
NL		13	77	10
AT		8	81	11
PL		9	76	15
PT		5	77	18
RO		9	79	12
SI		7	76	17
SK		14	74	12
FI		22	78	0
SE		15	84	1




























August – September 2020

Tables

**QC11a** Which of the following factors, if any, were important in your decision to start using e-cigarettes?  
(MULTIPLE ANSWER POSSIBLE) (%)

		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 using tobacco		Other (SPONTANEOUS)		None		Don't know	
		Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017
EU27		54	-7	8	2	17	2	23	-2	17	6	18	6	34	3	0	-2	3	0	1	
BE		55	0	6	-6	10	-4	20	-5	10	-10	13	-8	53	31	0	-4	4	4	1	
BG		29	-10	5	-2	29	-8	19	12	20	12	21	10	19	-4	0	0	6	6	0	
CZ		34	-14	22	15	23	-4	19	0	19	-4	25	11	28	0	0	0	3	3	0	
DK		60	-14	12	12	18	-1	30	5	7	-5	20	7	50	16	0	-1	1	-3	1	
DE		47	-3	14	6	30	5	18	-14	29	24	22	-6	36	0	0	-4	2	-2	3	
EE		65	14	7	6	26	18	26	15	20	-2	25	5	55	23	0	-4	0	-9	0	
IE		58	-7	6	4	15	10	30	-3	16	5	19	19	52	19	0	0	2	2	0	
EL		76	7	0	-5	14	-5	43	32	17	0	8	8	51	12	0	0	0	0	0	
ES		68	-20	0	-8	12	2	1	-18	7	0	11	5	30	10	2	2	3	0	1	
FR		66	-13	6	6	10	-7	36	5	10	5	14	10	33	-1	0	-2	3	3	0	
HR		21	-40	23	13	26	-1	4	-28	21	12	33	28	39	-3	0	0	5	5	0	
IT		30	-3	13	-12	17	7	18	-8	28	4	29	23	30	5	0	-2	2	2	0	
CY		51	-12	6	-2	21	-3	18	0	26	12	11	0	30	-10	0	0	0	0	0	
LV		29	-18	9	2	14	-8	11	-7	28	2	18	-6	19	3	2	-1	7	-2	1	
LT		43	6	6	1	14	7	14	-18	37	5	25	4	35	23	3	-3	0	0	2	
LU		48	-13	12	12	12	6	18	6	11	-6	17	15	29	-5	0	-6	3	3	3	
HU		30	-4	18	11	27	9	15	-5	16	3	26	11	32	-6	0	-3	0	0	0	
MT		61	1	16	4	20	6	0	-12	16	1	16	13	33	0	0	0	9	9	7	
NL		74	2	2	2	7	-19	26	5	3	-14	12	3	30	0	0	-4	10	6	0	
AT		36	-14	17	4	39	8	22	-4	24	1	30	5	38	0	0	0	8	6	0	
PL		37	8	16	5	7	0	0	-18	22	-6	14	-8	34	16	0	-6	0	-3	0	
PT		53	-12	0	-11	10	-16	0	-15	32	29	24	12	32	-5	0	-4	11	11	0	
RO		43	19	3	-8	4	-18	20	9	9	-4	13	6	23	13	4	1	12	-7	6	
SI		23	4	14	1	16	-12	18	1	9	-17	19	11	22	-17	5	5	7	3	13	
SK		30	12	27	15	10	-4	4	-34	19	-6	27	27	20	-24	0	0	2	2	0	
FI		78	19	0	-4	29	21	19	1	9	-5	0	-9	46	15	0	0	0	-3	0	
SE		35	-45	5	3	30	4	13	-3	25	19	25	-7	34	1	0	-6	7	7	4	

**QC11b** Which of the following factors, if any, were important in your decision to start using heated tobacco products? (MULTIPLE ANSWER POSSIBLE)  
(%)

		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 tobacco products	Other (SPONTANEOUS)	None	Don't know
EU27		30	18	20	13	27	23	41	0	5	2
BE		11	14	2	0	31	23	6	0	9	24
BG		33	22	26	7	26	31	34	0	0	4
CZ		27	27	60	29	16	23	39	0	0	0
DK		9	8	30	38	30	29	9	0	15	0
DE		26	31	13	18	9	20	26	0	14	0
EE		19	7	11	21	18	17	64	0	9	0
IE		42	11	17	31	8	16	13	0	8	4
EL		54	7	12	16	19	26	51	0	3	0
ES		43	22	11	9	15	19	40	0	4	0
FR		46	0	0	54	0	54	54	0	0	0
HR		22	43	24	0	30	0	47	0	0	0
IT		23	22	27	15	40	29	54	0	0	0
CY		87	13	38	12	13	25	38	0	0	0
LV		30	12	28	0	29	22	24	4	11	0
LT		73	22	15	6	26	28	56	0	0	0
LU		6	20	12	0	0	10	13	0	48	0
HU		30	14	10	0	31	18	56	0	0	0
MT		22	40	25	0	31	30	0	19	5	0
NL		9	3	2	3	22	32	39	0	19	7
AT		27	29	21	27	54	27	50	0	0	0
PL		51	0	27	7	7	10	49	0	7	0
PT		32	27	19	6	40	7	48	6	0	0
RO		22	16	38	7	38	0	36	0	5	0
SI		46	30	11	0	29	8	48	0	4	0
SK		32	28	30	0	42	16	53	0	0	0
FI		10	3	6	7	71	4	0	0	2	1
SE		24	25	18	0	17	17	20	0	14	0

**QC11c.1** Do you think that these products should be regulated as strictly as cigarettes?  
**E-cigarettes (%)**





























		Yes	No	Don't know
EU27		69	24	7
BE		79	19	2
BG		65	18	17
CZ		52	31	17
DK		73	22	5
DE		77	15	8
EE		87	13	0
IE		81	19	0
EL		76	19	5
ES		81	15	4
FR		70	21	9
HR		65	28	7
IT		61	32	7
CY		80	13	7
LV		82	10	8
LT		80	14	6
LU		81	19	0
HU		52	39	9
MT		75	10	15
NL		83	15	2
AT		55	39	6
PL		58	34	8
PT		77	12	11
RO		39	50	11
SI		78	13	9
SK		56	33	11
FI		82	17	1
SE		79	20	1

**QC11c.2** Do you think that these products should be regulated as strictly as cigarettes?

**Heated tobacco products (%)**

		Yes	No	Don't know
EU27		70	22	8
BE		82	15	3
BG		66	17	17
CZ		52	30	18
DK		73	20	7
DE		77	14	9
EE		88	12	0
IE		84	15	1
EL		75	19	6
ES		83	12	5
FR		69	18	13
HR		65	28	7
IT		61	32	7
CY		80	13	7
LV		81	10	9
LT		80	13	7
LU		84	16	0
HU		52	38	10
MT		74	9	17
NL		86	12	2
AT		55	38	7
PL		57	34	9
PT		83	7	10
RO		42	47	11
SI		77	13	10
SK		56	33	11
FI		84	16	0
SE		84	15	1

**QC12a** 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? (%)

		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	Total 'Yes'
EU27		30	15	25	25	4	1	70
BE		36	14	17	22	5	6	67
BG		22	16	31	29	2	0	69
CZ		35	18	27	18	2	0	80
DK		46	12	14	24	1	3	72
DE		27	15	25	26	7	0	67
EE		37	11	26	21	4	1	74
IE		44	24	23	8	1	0	91
EL		42	14	21	22	1	0	77
ES		20	21	31	28	0	0	72
FR		35	18	25	20	1	1	78
HR		42	5	14	36	3	0	61
IT		20	13	29	30	8	0	62
CY		33	18	20	14	9	6	71
LV		25	9	16	44	4	2	50
LT		39	4	27	28	2	0	70
LU		36	8	13	43	0	0	57
HU		43	12	34	11	0	0	89
MT		22	15	30	22	11	0	67
NL		32	12	27	26	0	3	71
AT		19	11	23	36	4	7	53
PL		42	6	13	39	0	0	61
PT		31	4	28	37	0	0	63
RO		21	11	30	24	10	4	62
SI		10	7	32	42	7	2	49
SK		40	12	33	15	0	0	85
FI		64	14	15	6	1	0	93
SE		24	3	16	43	14	0	43

**QC12b.1** Would you be in favour of or against of keeping the following products out of sight in shops or points of sale?

**E-cigarettes (%)**





























		In favour	Against	Don't know
EU27		55	32	13
BE		76	21	3
BG		47	30	23
CZ		43	36	21
DK		73	22	5
DE		64	25	11
EE		87	13	0
IE		76	24	0
EL		56	37	7
ES		69	24	7
FR		58	28	14
HR		66	26	8
IT		26	54	20
CY		56	31	13
LV		71	20	9
LT		68	16	16
LU		75	24	1
HU		50	30	20
MT		56	24	20
NL		83	13	4
AT		48	38	14
PL		49	36	15
PT		59	18	23
RO		29	55	16
SI		66	25	9
SK		55	32	13
FI		85	14	1
SE		83	17	0

**QC12b.2** Would you be in favour of or against of keeping the following products out of sight in shops or points of sale?





























**Heated tobacco products (%)**

		In favour	Against	Don't know
EU27		56	31	13
BE		75	22	3
BG		47	29	24
CZ		43	36	21
DK		74	21	5
DE		64	25	11
EE		87	13	0
IE		78	21	1
EL		55	38	7
ES		71	22	7
FR		58	27	15
HR		67	25	8
IT		27	53	20
CY		56	31	13
LV		71	21	8
LT		67	17	16
LU		79	20	1
HU		50	30	20
MT		54	25	21
NL		85	12	3
AT		48	37	15
PL		51	34	15
PT		59	18	23
RO		33	51	16
SI		66	25	9
SK		55	32	13
FI		86	13	1
SE		82	17	1

**QC13** Which of the following products did you use or try first?  
(%)

























		Boxed cigarettes		Hand-rolled cigarettes		Cigars		Cigarillos		Pipe		Water pipe tobacco (shisha, hookah)	
		Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017
EU27		82	1	6	0	2	1	1	0	1	0	4	1
BE		74	-1	6	-2	4	1	1	0	2	1	7	5
BG		90	-2	3	0	0	0	0	0	0	0	3	1
CZ		83	5	7	0	0	-2	1	0	2	2	3	-3
DK		78	-1	2	-1	3	1	1	0	4	-1	8	2
DE		76	0	9	2	2	1	0	-1	1	-1	6	1
EE		79	-1	1	0	5	2	1	1	1	0	7	1
IE		77	-2	7	0	3	2	1	1	1	0	3	2
EL		95	3	5	1	0	-1	0	0	0	0	0	-1
ES		86	-4	4	0	1	-1	1	1	1	1	6	3
FR		84	-4	8	3	1	0	1	1	1	1	3	2
HR		79	-6	6	1	10	4	0	-1	0	0	1	0
IT		87	5	6	-3	0	-1	0	0	0	-1	1	1
CY		73	-5	9	1	1	1	1	1	1	1	5	-4
LV		86	3	1	0	2	0	1	0	0	0	6	0
LT		87	3	2	0	1	1	0	-1	0	0	7	0
LU		71	-2	5	-1	5	2	2	0	2	1	8	2
HU		85	3	8	-1	0	0	0	0	1	1	2	-2
MT		87	3	3	0	3	2	0	0	0	0	1	-2
NL		67	1	17	-2	7	3	2	1	1	-1	4	0
AT		71	0	10	-1	2	0	2	2	1	0	5	0
PL		91	3	1	-1	0	0	0	0	0	0	1	0
PT		93	4	4	-1	0	-1	0	0	0	0	1	0
RO		88	7	2	1	1	1	1	0	0	-1	1	0
SI		89	0	4	0	2	1	1	1	1	0	1	-1
SK		87	4	3	-3	2	-1	1	1	0	0	5	3
FI		81	-3	4	-3	2	1	2	2	1	0	2	0
SE		69	0	1	-1	5	2	1	0	1	-2	2	0

**QC13** Which of the following products did you use or try first?  
(%)

		Oral tobacco (snus)		Chewing tobacco		Nasal tobacco (snuff)		E-cigarettes or similar electronic devices		Heated tobacco products		Other (SPONTANEOUS)		Don't know
		Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	
EU27		1	0	0	0	1	1	1	0	0	0	0	-2	1
BE		0	0	0	0	0	0	2	1	1	1	0	-7	3
BG		0	0	0	0	1	1	1	0	1	1	0	0	1
CZ		0	0	1	0	1	0	0	-2	1	1	0	0	1
DK		0	0	0	0	1	0	1	1	0	0	1	0	1
DE		0	0	0	0	1	0	1	-1	1	1	1	0	2
EE		1	0	0	0	1	0	2	0	1	1	0	-2	1
IE		0	-1	0	0	1	0	6	2	0	0	0	-1	1
EL		0	0	0	0	0	0	0	-1	0	0	0	0	0
ES		0	0	0	0	0	0	1	1	0	0	0	0	0
FR		0	0	0	0	0	0	1	0	0	0	0	-3	1
HR		0	-1	0	0	0	0	2	2	1	1	0	0	1
IT		1	0	2	2	0	0	1	0	1	1	0	-1	1
CY		0	0	0	0	0	0	2	-1	0	0	4	3	4
LV		0	0	0	0	0	-2	2	1	1	1	0	-3	1
LT		0	0	0	0	0	0	2	1	0	0	0	-1	1
LU		1	1	1	0	1	1	2	1	1	1	0	-5	1
HU		0	0	0	0	0	0	2	2	0	0	1	-1	1
MT		0	0	0	0	0	0	0	-3	0	0	2	0	4
NL		0	0	0	0	0	0	1	0	0	0	0	-2	1
AT		0	0	0	0	1	0	2	0	1	1	2	1	3
PL		0	0	1	1	1	0	2	1	0	0	0	-1	3
PT		0	-1	0	0	0	0	0	-1	0	0	1	1	1
RO		0	0	0	0	0	0	1	0	0	0	1	-7	5
SI		0	0	0	0	0	0	1	0	0	0	0	-2	1
SK		0	0	0	-1	0	-1	1	1	1	1	0	-1	0
FI		6	4	0	0	1	1	0	-1	0	0	0	0	1
SE		19	3	0	0	0	-1	1	0	0	0	0	-1	1



























**QC14a.1** The last time you visited the following places in the last six months in (OUR COUNTRY), were people smoking tobacco products inside?

**A drinking establishment such as a bar (%)**

		Yes		No		Have not visited in the last six months (SPONTANEOUS)		Don't know
		Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	
EU27		15	-3	77	3	5	0	3
BE		14	-3	85	7	1	-3	0
BG		20	-10	55	13	14	-8	11
CZ		10	-52	76	53	7	-2	7
DK		22	-9	48	-1	27	10	3
DE		17	-4	76	2	5	1	2
EE		10	2	90	23	0	-20	0
IE		13	7	87	-4	0	-2	0
EL		17	-57	63	52	15	3	5
ES		21	10	76	-9	2	0	1
FR		9	-6	81	6	6	-1	4
HR		68	-2	25	4	3	-4	4
IT		17	2	76	-3	3	2	4
CY		36	-15	42	14	12	-2	10
LV		13	-3	57	-1	22	0	8
LT		7	-1	72	2	9	-9	12
LU		15	5	85	2	0	-5	0
HU		4	-2	87	3	6	0	3
MT		15	-20	53	-1	23	16	9
NL		12	-6	80	6	7	1	1
AT		6	-44	80	43	9	-2	5
PL		12	0	82	4	3	-4	3
PT		24	-12	68	10	6	2	2
RO		16	6	72	-3	8	0	4
SI		8	2	86	-3	5	1	1
SK		40	-5	48	2	3	0	9
FI		10	4	90	9	0	-9	0
SE		3	2	96	3	1	-4	0




























**QC14a.2** The last time you visited the following places in the last six months in (OUR COUNTRY), were people smoking tobacco products inside?

**An eating establishment such as a restaurant (%)**

		Yes		No		Have not visited in the last six months (SPONTANEOUS)		Don't know
		Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020
EU27		9	1	84	-2	4	0	3
BE		8	4	91	-1	1	-2	0
BG		16	-2	61	7	12	-9	11
CZ		8	-36	81	35	5	0	6
DK		3	0	85	-6	11	7	1
DE		4	0	90	-3	4	2	2
EE		7	3	93	18	0	-16	0
IE		9	6	91	-3	0	-2	0
EL		12	-58	77	57	8	0	3
ES		15	12	82	-11	2	0	1
FR		6	-1	86	-2	5	2	3
HR		15	1	76	6	4	-9	5
IT		15	7	79	-6	2	0	4
CY		34	-13	54	8	6	1	6
LV		7	0	70	-2	16	-2	7
LT		5	0	75	0	9	-7	11
LU		14	12	86	-9	0	-1	0
HU		2	-2	92	3	4	0	2
MT		3	-10	82	-1	6	4	9
NL		7	2	90	-2	2	0	1
AT		3	-27	88	25	7	1	2
PL		11	5	83	-1	3	-4	3
PT		5	-5	89	5	4	0	2
RO		14	9	73	-9	8	2	5
SI		3	1	91	-3	5	2	1
SK		20	4	69	-6	3	-1	8
FI		7	5	93	2	0	-5	0
SE		3	2	96	-1	1	-1	0





























**QC14b.1** Still thinking about your most recent experience in the last six months in (OUR COUNTRY), were people smoking tobacco products...

**On an outdoor terrace of a drinking or eating establishment (%)**

		Yes	No	Have not visited in the last six months (SPONTANEOUS)	Don't know
EU27		64	29	4	3
BE		86	13	1	0
BG		67	11	12	10
CZ		58	31	4	7
DK		57	28	14	1
DE		65	29	4	2
EE		66	34	0	0
IE		81	19	0	0
EL		70	19	7	4
ES		85	12	2	1
FR		81	10	4	5
HR		75	19	2	4
IT		51	40	3	6
CY		77	11	7	5
LV		42	36	14	8
LT		34	49	7	10
LU		86	14	0	0
HU		32	62	4	2
MT		70	14	6	10
NL		82	15	2	1
AT		58	35	5	2
PL		37	53	5	5
PT		74	21	3	2
RO		45	43	8	4
SI		74	19	5	2
SK		50	40	3	7
FI		77	22	0	1
SE		26	73	1	0





























**QC14b.2** Still thinking about your most recent experience in the last six months in (OUR COUNTRY), were people smoking tobacco products...

**At outdoor events (e.g. open-air concerts, sporting events) (%)**

		Yes	No	Have not visited in the last six months (SPONTANEOUS)	Don't know
EU27		50	35	8	7
BE		77	19	2	2
BG		51	15	17	17
CZ		46	34	9	11
DK		38	29	31	2
DE		41	41	12	6
EE		67	32	1	0
IE		70	30	0	0
EL		50	21	19	10
ES		74	20	3	3
FR		70	15	6	9
HR		64	23	5	8
IT		43	43	5	9
CY		61	13	17	9
LV		43	36	13	8
LT		33	49	7	11
LU		78	22	0	0
HU		29	61	6	4
MT		32	25	32	11
NL		55	25	13	7
AT		32	39	21	8
PL		31	57	6	6
PT		53	29	12	6
RO		33	50	10	7
SI		63	24	9	4
SK		39	44	4	13
FI		70	29	1	0
SE		33	66	1	0





























**QC14b.3** Still thinking about your most recent experience in the last six months in (OUR COUNTRY), were people smoking tobacco products...

**In outdoor spaces intended for use by children or adolescents (e.g. nursery and school courtyard, playgrounds) (%)**

		Yes	No	Have not visited in the last six months (SPONTANEOUS)	Don't know
EU27		27	59	7	7
BE		34	62	2	2
BG		46	28	12	14
CZ		17	62	9	12
DK		15	63	20	2
DE		19	67	9	5
EE		21	79	0	0
IE		25	75	0	0
EL		25	41	20	14
ES		40	54	3	3
FR		38	45	6	11
HR		43	40	5	12
IT		33	55	4	8
CY		44	26	18	12
LV		16	64	12	8
LT		14	68	7	11
LU		40	60	0	0
HU		8	83	5	4
MT		25	35	27	13
NL		37	49	8	6
AT		18	57	17	8
PL		18	71	5	6
PT		15	70	8	7
RO		23	60	10	7
SI		40	43	11	6
SK		19	66	4	11
FI		16	83	1	0
SE		13	86	1	0



























**QC14c.1** The last time you visited the following places in the last six months in (OUR COUNTRY), were people using e-cigarettes or heated tobacco products inside?

**A drinking establishment such as a bar (%)**

		Yes	No	Have not visited in the last six months (SPONTANEOUS)	Don't know
EU27		24	64	6	6
BE		30	68	1	1
BG		32	34	14	20
CZ		28	54	7	11
DK		18	51	26	5
DE		16	73	6	5
EE		22	77	0	1
IE		37	63	0	0
EL		28	47	15	10
ES		26	69	1	4
FR		31	51	8	10
HR		57	29	3	11
IT		33	58	3	6
CY		46	26	12	16
LV		18	51	18	13
LT		13	66	7	14
LU		33	67	0	0
HU		8	82	6	4
MT		18	45	22	15
NL		15	73	6	6
AT		11	76	7	6
PL		14	76	5	5
PT		30	56	7	7
RO		23	62	9	6
SI		15	72	6	7
SK		36	46	4	14
FI		24	75	1	0
SE		8	90	1	1



























**QC14c.2** The last time you visited the following places in the last six months in (OUR COUNTRY), were people using e-cigarettes or heated tobacco products inside?

**An eating establishment such as a restaurant (%)**


























		Yes	No	Have not visited in the last six months (SPONTANEOUS)	Don't know
EU27		16	73	5	6
BE		19	79	1	1
BG		29	38	12	21
CZ		17	68	5	10
DK		8	76	12	4
DE		6	86	4	4
EE		15	85	0	0
IE		27	73	0	0
EL		23	61	8	8
ES		20	75	1	4
FR		24	62	6	8
HR		22	62	4	12
IT		29	61	4	6
CY		44	36	8	12
LV		11	61	15	13
LT		8	70	7	15
LU		22	78	0	0
HU		6	85	5	4
MT		9	72	6	13
NL		9	83	3	5
AT		6	85	6	3
PL		12	79	4	5
PT		12	78	4	6
RO		17	65	11	7
SI		9	77	7	7
SK		19	64	4	13
FI		16	83	1	0
SE		7	91	1	1

**QC14c.3** The last time you visited the following places in the last six months in (OUR COUNTRY), were people using e-cigarettes or heated tobacco products inside?




























**Another public space where people normally do not smoke (e.g. shopping malls, airports, concert halls) (%)**

		Yes	No	Have not visited in the last six months (SPONTANEOUS)	Don't know
EU27		20	68	5	7
BE		27	71	1	1
BG		21	42	12	25
CZ		16	65	6	13
DK		18	63	14	5
DE		14	78	4	4
EE		29	70	0	1
IE		44	56	0	0
EL		19	56	13	12
ES		25	70	1	4
FR		28	57	5	10
HR		22	61	5	12
IT		26	61	6	7
CY		34	36	16	14
LV		14	63	10	13
LT		11	71	6	12
LU		34	66	0	0
HU		5	86	6	3
MT		13	61	10	16
NL		22	70	4	4
AT		6	82	7	5
PL		15	75	4	6
PT		9	79	5	7
RO		16	67	11	6
SI		12	71	8	9
SK		19	63	4	14
FI		26	73	1	0
SE		16	82	1	1

**QC15a** Have you ever tried to quit smoking?  
(MULTIPLE ANSWERS POSSIBLE) (%)

		Yes, in the last 12 months		Yes, more than a year ago		No, never		Don't know	Total 'Yes'	
		Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017
EU27		15	0	36	-3	51	4	0	49	-3
BE		20	-2	44	2	36	0	0	64	0
BG		5	0	23	5	73	-4	0	27	4
CZ		12	3	33	-4	57	3	0	43	-3
DK		28	1	51	-5	24	5	0	76	-4
DE		18	1	31	-11	51	11	0	49	-9
EE		29	1	43	3	29	-3	0	71	4
IE		35	6	44	10	23	-15	0	77	15
EL		4	-8	30	-5	67	12	0	33	-11
ES		23	8	42	4	37	-11	0	63	11
FR		18	1	53	3	32	-2	0	68	2
HR		6	-3	36	5	58	0	0	42	2
IT		4	1	30	8	67	-9	0	33	9
CY		11	-6	38	-4	53	9	0	47	-9
LV		25	2	55	-4	23	3	1	76	-4
LT		13	-6	39	-8	51	15	0	49	-15
LU		27	2	45	2	30	-2	1	70	3
HU		9	1	31	-1	61	2	0	39	-1
MT		14	-10	36	-7	54	20	0	46	-19
NL		41	8	36	-9	23	0	0	77	0
AT		13	5	31	2	59	-5	0	41	5
PL		7	-7	35	-2	58	8	0	42	-6
PT		7	1	27	-3	66	2	0	34	-2
RO		9	1	19	-9	73	9	0	27	-8
SI		17	6	43	-6	43	3	0	57	-3
SK		13	-1	28	-8	60	8	0	40	-8
FI		39	9	42	-4	21	-1	0	79	3
SE		31	-12	47	2	26	8	0	74	-8





























**QC15b** Have you ever tried to stop using e-cigarettes or heated tobacco products? (MULTIPLE ANSWERS POSSIBLE) (%)

		Yes, in the last 12 months	Yes, more than a year ago	No, never	Don't know	Total 'Yes'
EU27		15	9	77	0	23
BE		47	0	53	0	47
BG		4	11	85	0	15
CZ		8	18	74	0	26
DK		26	9	65	0	35
DE		8	2	92	0	8
EE		2	13	85	0	15
IE		28	14	58	0	42
EL		7	0	93	0	7
ES		26	5	69	0	31
FR		18	11	71	0	30
HR		22	0	78	0	22
IT		10	14	76	0	24
CY		45	12	48	0	52
LV		17	9	74	0	26
LT		4	9	87	0	13
LU		32	39	34	0	66
HU		6	0	84	10	6
MT		22	5	73	0	27
NL		0	26	74	0	26
AT		6	18	78	0	22
PL		10	0	90	0	10
PT		0	9	91	0	9
RO		31	12	57	0	43
SI		20	0	80	0	20
SK		13	5	82	0	18
FI		0	5	92	3	5
SE		8	15	77	0	23



























August – September 2020

Tables

**QC16a** Which of the following did you use in order to stop or to try 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)		Don't know
		Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	
EU27		11	0	10	0	2	2	2	1	6	1	78	3	1	-3	1
BE		20	3	14	2	1	1	1	0	7	2	75	4	0	-3	0
BG		7	3	4	-3	3	3	0	0	1	1	88	9	0	-8	0
CZ		10	3	10	1	6	6	1	1	4	1	77	-7	1	0	0
DK		20	6	11	3	1	1	3	2	6	0	66	-4	3	-3	0
DE		7	2	6	3	1	1	1	0	5	2	83	-1	2	-4	1
EE		13	2	7	0	1	1	2	0	3	1	84	3	0	-5	1
IE		22	9	21	3	2	2	2	1	6	3	67	3	0	-5	1
EL		3	-2	14	1	5	5	0	-1	2	1	80	-2	0	-2	0
ES		8	5	8	3	2	2	0	0	5	3	82	-8	0	-2	1
FR		17	-1	19	2	0	0	0	0	8	3	69	3	1	-3	0
HR		4	1	4	-1	3	3	1	1	2	-1	88	3	0	-2	1
IT		9	-2	12	5	8	8	4	3	8	-1	75	-1	0	-2	0
CY		4	-2	15	3	9	9	0	0	1	-5	73	0	2	-6	5
LV		9	1	3	1	5	5	1	-1	2	-2	81	0	4	-3	0
LT		9	2	6	1	6	6	0	-1	1	-1	84	0	0	-7	1
LU		13	2	10	4	1	1	1	1	8	6	77	-1	0	-5	1
HU		12	0	9	3	5	5	2	1	6	2	78	-2	1	1	1
MT		18	12	11	5	3	3	0	0	23	18	73	-9	4	-2	2
NL		11	-1	8	-1	0	0	0	0	6	-2	86	10	0	-5	0
AT		24	2	11	2	4	4	4	3	16	7	52	-9	12	4	2
PL		13	1	4	-1	2	2	2	0	4	0	79	6	0	-5	1
PT		8	2	2	-6	1	1	0	0	5	1	86	2	0	-2	0
RO		7	2	5	3	2	2	2	1	5	3	85	-2	1	-4	0
SI		6	0	3	1	1	1	1	1	2	0	87	1	1	-4	1
SK		5	-5	5	1	6	6	0	-1	3	0	83	8	1	-7	1
FI		24	2	5	0	1	1	3	0	4	0	72	7	0	-6	1
SE		17	4	2	0	0	0	23	4	4	-2	66	1	0	-3	0

**QC16b** 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)	Don't know
EU27		8	19	6	3	7	57	4	6
BE		18	28	0	0	10	66	0	0
BG		3	42	4	0	4	41	3	6
CZ		5	22	11	1	0	67	0	1
DK		18	11	1	3	6	60	9	1
DE		4	5	7	4	6	71	4	4
EE		7	10	0	3	2	78	0	6
IE		17	24	5	3	10	59	0	1
EL		2	33	2	0	0	53	9	2
ES		9	17	7	0	8	66	0	6
FR		5	18	0	0	6	55	6	11
HR		4	21	19	4	0	57	0	0
IT		13	37	16	5	10	30	3	2
CY		9	15	11	7	0	49	14	0
LV		4	15	11	0	2	55	14	1
LT		9	17	4	0	0	60	6	13
LU		7	6	0	5	2	78	0	5
HU		19	33	11	13	7	55	0	6
MT		14	20	0	0	13	57	0	16
NL		6	14	0	0	5	74	15	1
AT		21	15	9	14	11	34	4	19
PL		5	23	10	0	4	49	0	18
PT		0	18	9	0	9	66	0	8
RO		5	9	22	0	4	58	5	5
SI		6	17	9	3	3	64	7	2
SK		8	14	2	0	18	64	0	0
FI		15	3	3	14	2	69	0	1
SE		12	7	0	18	15	63	0	0


























**QC17.1** Would you be in favour or against 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		Against		Don't know
		Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020
EU27		44	-2	37	0	19
BE		66	16	31	-14	3
BG		40	-4	25	-3	35
CZ		32	-3	42	-8	26
DK		41	5	41	-1	18
DE		38	1	43	-3	19
EE		54	10	46	17	0
IE		72	-1	28	11	0
EL		45	-4	44	3	11
ES		46	3	42	9	12
FR		48	9	32	-13	20
HR		50	1	35	-4	15
IT		37	-6	38	1	25
CY		35	-8	40	1	25
LV		53	-1	25	1	22
LT		58	-3	23	-5	19
LU		56	18	43	-1	1
HU		56	4	30	-3	14
MT		38	-17	26	-4	36
NL		52	3	39	-1	9
AT		42	1	42	-7	16
PL		41	-5	35	-7	24
PT		28	-13	41	2	31
RO		47	-7	33	2	20
SI		54	8	28	-13	18
SK		49	-10	23	-1	28
FI		62	3	38	13	0
SE		50	0	49	10	1



























**QC17.2** Would you be in favour or against any of the following measures?

**Banning the use of e-cigarettes or heated tobacco products in environments where smoking is prohibited (%)**

		In favour		Against		Don't know
		Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020
EU27		68	5	21	-5	11
BE		81	15	17	-15	2
BG		55	5	18	-6	27
CZ		46	-4	33	-4	21
DK		70	11	24	-6	6
DE		71	6	19	-6	10
EE		87	17	13	0	0
IE		82	13	18	-4	0
EL		71	18	25	-16	4
ES		79	14	15	-6	6
FR		69	9	18	-13	13
HR		63	7	28	-5	9
IT		60	-6	25	-1	15
CY		75	0	17	0	8
LV		74	1	15	-2	11
LT		76	-2	14	1	10
LU		78	5	22	4	0
HU		65	7	23	-3	12
MT		57	-14	21	1	22
NL		82	13	15	-9	3
AT		51	1	38	-2	11
PL		64	2	22	-7	14
PT		70	10	14	-14	16
RO		52	-7	31	2	17
SI		71	9	17	-11	12
SK		60	-2	20	-2	20
FI		86	7	14	2	0
SE		85	15	15	-6	0


























**QC17.3** Would you be in favour or against any of the following measures?

**Banning flavours in e-cigarettes (%)**





























		In favour		Against		Don't know
		Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020
EU27		45	5	35	-2	20
BE		59	15	37	-11	4
BG		39	5	19	-6	42
CZ		29	-3	38	-9	33
DK		48	16	36	-5	16
DE		46	12	31	-6	23
EE		67	20	32	11	1
IE		67	10	33	5	0
EL		52	3	34	-4	14
ES		54	12	35	4	11
FR		40	5	39	-7	21
HR		45	3	37	-4	18
IT		33	-10	41	4	26
CY		69	6	19	-4	12
LV		57	5	25	-3	18
LT		67	-3	18	0	15
LU		64	16	35	4	1
HU		44	4	35	-4	21
MT		44	-9	24	-5	32
NL		62	21	30	-10	8
AT		40	3	42	-6	18
PL		41	-2	32	-4	27
PT		36	-2	33	-3	31
RO		43	-6	35	3	22
SI		62	19	21	-16	17
SK		43	-4	27	-2	30
FI		74	21	26	2	0
SE		65	23	34	-4	1

**QC18.1** In the past 12 months, have you seen advertisements or promotions for the following products in (OUR COUNTRY)?





























**Smoking tobacco products (%)**

		Often		From time to time		Rarely		Never		Don't know
		Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	
EU27		4	-2	13	-5	15	-1	64	8	4
BE		4	-1	18	2	25	5	52	-5	1
BG		9	-6	20	-11	16	1	42	10	13
CZ		5	-6	16	-1	18	-2	53	8	8
DK		2	-2	5	-6	12	-9	78	20	3
DE		8	-1	22	-6	19	-2	46	10	5
EE		2	-4	9	-5	24	10	65	12	0
IE		5	0	13	-1	29	16	53	-11	0
EL		3	-1	7	-6	12	-2	77	8	1
ES		6	3	13	2	26	17	55	-21	0
FR		2	-2	6	-7	7	-3	82	12	3
HR		3	-1	9	-3	18	3	67	2	3
IT		3	2	9	-10	10	-6	73	12	5
CY		5	2	7	-1	10	0	74	-4	4
LV		5	-1	9	-5	13	-2	67	6	6
LT		2	-5	3	-15	6	-8	85	28	4
LU		6	2	17	6	30	12	47	-17	0
HU		1	-1	2	-6	5	-8	88	14	4
MT		1	-1	7	-5	6	-7	73	4	13
NL		3	-4	11	-11	20	2	65	15	1
AT		5	-5	13	-10	10	-8	67	26	5
PL		2	-5	14	-4	11	-8	67	21	6
PT		4	1	8	-5	5	-12	79	13	4
RO		9	-3	18	-4	17	-6	52	14	4
SI		3	-1	5	-5	12	-6	78	16	2
SK		5	-1	13	0	19	0	55	0	8
FI		5	4	5	-2	23	9	67	-10	0
SE		4	-7	18	-10	29	6	49	16	0

**QC18.2** In the past 12 months, have you seen advertisements or promotions for the following products in (OUR COUNTRY)?  
**E-cigarettes, liquids or refill cartridges (%)**



























		Often	From time to time	Rarely	Never	Don't know
EU27		5	14	15	62	4
BE		4	19	27	49	1
BG		6	13	14	53	14
CZ		4	14	18	55	9
DK		2	9	15	71	3
DE		7	18	17	52	6
EE		3	14	31	52	0
IE		14	31	27	28	0
EL		4	9	15	71	1
ES		6	16	25	52	1
FR		4	15	8	70	3
HR		1	10	17	68	4
IT		4	13	10	68	5
CY		5	10	10	71	4
LV		5	7	12	69	7
LT		1	5	6	83	5
LU		4	14	28	53	1
HU		1	3	6	87	3
MT		1	6	6	74	13
NL		2	15	21	61	1
AT		3	11	12	68	6
PL		6	10	12	66	6
PT		4	8	10	74	4
RO		5	15	17	58	5
SI		2	6	11	79	2
SK		4	12	19	57	8
FI		1	9	26	64	0
SE		2	12	29	57	0

**QC18.3** In the past 12 months, have you seen advertisements or promotions for the following products in (OUR COUNTRY)?  
**Heated tobacco products (%)**

		Often	From time to time	Rarely	Never	Don't know
EU27		3	10	12	70	5
BE		2	9	22	66	1
BG		7	16	15	49	13
CZ		5	13	17	55	10
DK		1	4	8	82	5
DE		4	13	14	62	7
EE		2	7	18	73	0
IE		7	14	24	55	0
EL		5	12	16	67	0
ES		4	9	18	68	1
FR		1	3	5	85	6
HR		1	9	18	68	4
IT		3	12	10	70	5
CY		5	7	10	74	4
LV		6	7	8	72	7
LT		1	4	5	85	5
LU		3	7	24	66	0
HU		1	3	4	89	3
MT		0	1	6	79	14
NL		1	5	15	77	2
AT		3	9	9	73	6
PL		1	12	11	69	7
PT		4	10	10	72	4
RO		6	14	17	58	5
SI		2	6	10	80	2
SK		4	12	18	57	9
FI		1	9	20	70	0
SE		1	6	21	72	0

**QC19**





























Where have you seen, read or heard advertisements or promotions of smoking tobacco products?  
(MULTIPLE ANSWERS POSSIBLE) (%)

		In newspapers or magazines		On online social networks or blogs		On retailers' websites		On other websites		Through mobile phone applications		On billboards, posters or other types of advertising in public spaces	
		Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017
EU27		20	-2	16	8	9	5	12	3	6	4	30	0
BE		18	-6	19	8	9	7	18	10	2	1	22	6
BG		6	0	14	10	4	-1	4	-3	4	3	40	-15
CZ		26	1	17	9	9	1	14	6	5	3	18	-7
DK		21	-2	25	14	4	1	15	7	7	5	27	7
DE		25	3	13	8	8	5	7	1	6	4	60	-6
EE		15	-2	38	16	13	9	22	5	9	5	21	-4
IE		15	-10	23	13	11	6	13	1	10	8	23	7
EL		5	-2	17	12	8	2	7	2	1	-1	10	3
ES		15	3	16	10	10	6	11	5	5	3	17	-1
FR		34	11	21	16	13	8	27	14	5	4	18	3
HR		27	8	29	14	9	0	17	4	13	8	13	-2
IT		17	-9	15	7	8	3	11	1	9	5	12	-3
CY		35	3	38	19	22	17	20	8	14	12	12	1
LV		16	-6	31	6	16	11	22	13	11	9	19	3
LT		10	-2	35	18	9	6	20	8	10	9	10	-2
LU		30	-5	16	12	14	12	13	8	5	4	27	1
HU		9	-5	21	13	17	10	23	11	7	5	23	13
MT		9	-8	26	-3	16	10	16	-4	4	4	12	-3
NL		16	-1	16	6	5	2	13	6	6	5	25	-1
AT		13	-7	12	-1	14	2	14	3	14	8	29	5
PL		10	-12	8	-2	9	4	12	-1	5	3	12	-4
PT		12	-12	9	3	7	4	5	1	0	-1	9	-2
RO		15	-6	20	9	15	9	18	9	12	10	22	-4
SI		32	3	25	11	10	1	25	14	11	9	24	3
SK		21	-5	26	14	11	6	18	4	5	3	37	12
FI		9	-1	28	16	4	-4	17	-7	2	1	9	2
SE		32	-16	22	10	4	1	17	0	6	5	13	3





























August – September 2020

Tables



























**QC19** Where have you seen, read or heard advertisements or promotions of smoking tobacco products?  
(MULTIPLE ANSWERS POSSIBLE) (%)

		At sales points (retail locations like shops or vending machines)		In or around cafes or bars		Through tobacco appearing in TV shows or movies, including streaming services		At events sponsored or organised by tobacco companies		Through sales of other non-tobacco products		Through free distribution of tobacco product samples		Through distribution of promotional items by tobacco companies	
		Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017
EU27		48	9	17	0	12	0	8	2	7	3	5	0	6	2
BE		52	-1	18	1	10	-3	11	-4	5	-1	1	-1	2	0
BG		63	5	24	-4	5	1	4	-1	16	0	8	0	11	0
CZ		46	-11	15	-16	6	-2	9	3	6	2	5	1	7	-2
DK		31	-7	7	-6	27	11	0	-2	2	-1	3	1	1	-1
DE		44	6	11	1	11	1	5	2	9	7	3	-2	3	1
EE		31	-14	11	-2	22	0	11	8	4	3	4	1	14	10
IE		46	19	12	1	20	8	8	1	7	1	2	-2	4	1
EL		70	6	14	-6	6	2	9	5	13	11	18	4	17	8
ES		63	18	21	2	13	7	7	1	3	0	4	1	9	4
FR		35	0	20	0	16	4	4	-2	4	3	0	0	3	3
HR		30	13	31	11	11	-3	11	-1	6	2	8	5	6	1
IT		48	10	27	7	12	-3	13	2	9	0	7	-3	7	0
CY		29	-7	23	16	2	-5	5	-6	6	5	7	3	3	-2
LV		22	-8	6	-6	34	-4	8	4	7	4	3	2	3	0
LT		41	-3	8	-4	10	-15	2	0	2	-1	12	11	5	3
LU		50	8	19	4	12	6	13	10	10	5	1	1	3	1
HU		44	19	10	3	28	13	24	13	16	9	13	11	11	2
MT		38	10	18	-17	13	4	2	-4	5	-1	1	0	0	-1
NL		45	6	16	0	15	-2	7	0	3	0	0	-1	1	-2
AT		40	-17	22	7	23	5	25	16	16	8	16	0	8	-1
PL		48	5	12	-3	4	-9	6	1	5	2	6	2	5	1
PT		76	34	36	-4	3	0	5	0	12	1	3	2	5	3
RO		49	6	25	-19	11	3	11	5	10	6	14	7	10	3
SI		18	-28	18	-7	14	-1	11	6	4	2	7	2	7	2
SK		56	18	30	-5	16	8	11	5	7	3	2	-1	4	0
FI		12	3	4	0	22	1	5	-3	3	1	0	-2	3	0
SE		33	-11	4	-9	17	-5	5	-5	6	0	1	0	2	-1

**QC19** Where have you seen, read or heard advertisements or promotions of smoking

		In railway stations or airports, or in inflight magazines		In cinemas		Other (SPONTANEOUS)		Don't know
		Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	
EU27		12	12	4	4	0	-5	2
BE		8	8	1	1	0	-3	3
BG		1	1	1	1	0	-3	1
CZ		9	9	2	2	0	-2	1
DK		14	14	2	2	1	-11	5
DE		24	24	8	8	1	-3	1
EE		10	10	6	6	0	-3	3
IE		14	14	3	3	0	-4	2
EL		7	7	6	6	1	-7	0
ES		4	4	2	2	0	-8	2
FR		11	11	0	0	1	-6	5
HR		2	2	1	1	0	-6	1
IT		8	8	3	3	0	-3	0
CY		7	7	1	1	0	-16	4
LV		5	5	1	1	1	-6	5
LT		6	6	2	2	2	-4	2
LU		23	23	3	3	0	-9	1
HU		1	1	2	2	0	-2	0
MT		0	0	1	1	7	1	10
NL		11	11	3	3	0	-10	5
AT		10	10	2	2	3	2	4
PL		3	3	2	2	0	-2	1
PT		4	4	2	2	0	-7	0
RO		5	5	2	2	1	-5	1
SI		5	5	0	0	0	-8	2
SK		4	4	1	1	0	-4	0
FI		9	9	1	1	0	-12	5
SE		12	12	2	2	0	-3	7





























**QC20a** Where have you seen, read or heard advertisements or promotions for electronic cigarettes, e-liquids or refill cartridges? (MULTIPLE ANSWERS POSSIBLE) (%)

		In newspapers or magazines		On online social networks or blogs		On retailers' websites		On other websites		Through mobile phone applications		On billboards, posters or other types of advertising in public spaces	
		Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017
EU27		16	-6	16	5	10	3	15	2	5	3	21	3
BE		9	-15	21	1	10	5	21	3	2	0	9	3
BG		2	-3	21	12	6	-5	0	-11	3	0	33	17
CZ		23	-1	16	6	8	-6	10	-9	3	2	12	-1
DK		7	-19	24	-6	2	-5	18	-3	5	0	29	7
DE		20	-6	4	-4	7	2	8	2	6	5	44	24
EE		13	-8	42	16	17	11	23	2	3	1	11	-6
IE		14	-5	25	13	14	7	16	5	6	3	22	2
EL		3	-9	0	-12	7	-2	0	-9	0	-2	0	-14
ES		9	0	13	8	12	9	14	8	4	4	11	-1
FR		18	-7	23	10	14	2	25	8	6	3	24	-1
HR		16	-2	35	5	11	4	24	13	4	1	4	-7
IT		21	-8	17	13	7	2	6	-2	0	-1	9	-12
CY		25	7	47	22	36	25	15	5	19	19	25	13
LV		12	3	36	7	9	5	21	10	5	4	11	4
LT		3	-3	33	0	0	-4	5	-14	9	7	4	-3
LU		27	-4	33	24	8	1	19	4	9	9	13	3
HU		12	-3	22	7	0	-6	15	-1	7	4	17	5
MT		12	-9	49	23	12	1	24	6	0	0	0	-10
NL		13	-7	27	13	5	1	25	11	8	6	13	0
AT		12	-19	12	-4	10	1	18	1	4	-5	15	-1
PL		7	-10	4	-6	6	-4	9	-4	2	-1	7	-6
PT		0	-17	20	13	20	14	0	-6	0	-3	0	-15
RO		11	0	14	5	4	-4	10	0	3	1	13	1
SI		27	8	35	13	11	2	26	5	5	3	12	1
SK		23	6	24	3	12	0	16	-2	0	-5	25	9
FI		9	-1	25	3	9	3	19	-17	1	0	7	1
SE		23	-14	21	-1	4	-2	15	-11	3	-1	9	4



























August – September 2020

Tables

**QC20a** Where have you seen, read or heard advertisements or promotions for electronic cigarettes, e-liquids or refill cartridges? (MULTIPLE ANSWERS POSSIBLE) (%)

		At sales points (retail locations like shops or vending machines)		In or around cafes or bars		Through e-cigarettes appearing in TV shows or movies, including streaming services		At events sponsored or organised by e-cigarette companies		Through sales of other products		Through free distribution of e-cigarettes samples or their components		Through distribution of promotional items by tobacco and e-cigarette companies	
		Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017
EU27		43	7	9	2	7	7	3	1	6	6	2	0	4	1
BE		46	21	9	5	6	6	3	0	4	4	0	0	1	-1
BG		34	-5	18	4	5	5	2	-1	24	24	7	1	8	-3
CZ		31	-5	4	-4	7	7	4	4	19	19	6	6	3	-2
DK		39	7	5	0	5	5	1	1	5	5	0	-2	0	-4
DE		32	3	5	3	8	8	2	-1	11	11	1	1	2	1
EE		34	9	1	-2	7	7	6	4	4	4	6	6	9	3
IE		59	9	5	-1	9	9	1	-1	4	4	2	-2	4	0
EL		65	18	0	-12	10	10	0	0	6	6	13	6	10	0
ES		58	8	5	1	7	7	3	2	5	5	3	2	7	3
FR		47	1	18	4	7	7	4	3	3	3	1	0	5	4
HR		27	1	9	1	6	6	0	-5	9	9	7	4	4	3
IT		40	-3	15	7	6	6	6	0	4	4	2	-3	0	-7
CY		16	-16	6	3	10	10	8	7	8	8	0	0	4	2
LV		29	4	4	3	19	19	5	4	7	7	1	1	5	3
LT		36	16	4	2	26	26	2	0	2	2	7	6	2	-2
LU		40	-10	5	2	10	10	5	3	2	2	0	0	5	5
HU		17	4	3	-2	39	39	8	2	5	5	6	-2	3	-1
MT		13	-3	29	16	0	0	0	0	0	0	9	6	0	0
NL		39	15	3	1	13	13	0	-1	5	5	0	-1	1	-1
AT		31	-10	11	5	15	15	4	-1	9	9	4	-7	4	-5
PL		47	12	11	7	4	4	1	-1	9	9	13	10	9	6
PT		60	19	33	15	10	10	10	9	10	10	13	9	0	-1
RO		45	15	21	4	0	0	3	0	9	9	6	1	3	-1
SI		24	9	9	5	8	8	4	4	3	3	0	-1	0	-1
SK		38	13	13	-2	4	4	8	5	4	4	0	-3	0	-1
FI		15	-2	1	-1	16	16	2	1	2	2	1	-1	1	-5
SE		26	3	2	-1	9	9	1	0	4	4	1	-1	0	-1

**QC20a** Where have you seen, read or heard advertisements or promotions for electronic cigarettes, e-liquids or refill cartridges?

		In railway stations or airports, or in inflight magazines		In cinemas		Other (SPONTANEOUS)		Don't know
		Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	Aug/Sep 2020	Diff. Aug/Sep 2020 - December 2017	
EU27		7	7	2	2	1	-3	5
BE		4	4	0	0	1	-2	6
BG		0	0	0	0	0	-4	4
CZ		2	2	4	4	0	-3	1
DK		2	2	1	1	1	-5	8
DE		15	15	6	6	1	-5	3
EE		2	2	1	1	0	-1	3
IE		7	7	0	0	0	-3	1
EL		3	3	0	0	2	-2	7
ES		4	4	1	1	0	-4	5
FR		7	7	1	1	1	-3	6
HR		0	0	0	0	0	-2	2
IT		10	10	0	0	3	1	2
CY		0	0	0	0	0	-3	4
LV		4	4	1	1	1	0	1
LT		2	2	0	0	0	-5	3
LU		16	16	6	6	0	-7	4
HU		2	2	0	0	0	-5	0
MT		0	0	0	0	0	-5	0
NL		4	4	1	1	0	-3	5
AT		5	5	0	0	5	3	4
PL		1	1	1	1	3	-1	2
PT		0	0	0	0	0	-5	0
RO		3	3	0	0	0	-4	0
SI		4	4	4	4	0	-7	0
SK		3	3	3	3	0	-3	2
FI		4	4	0	0	0	-8	9
SE		7	7	0	0	0	-5	13

August – September 2020

Tables

**QC20b** Where have you seen, read or heard advertisements or promotions for heated tobacco products?  
(MULTIPLE ANSWERS POSSIBLE) (%)

		In newspapers or magazines	On online social networks or blogs	On retailers' websites	On other websites	Through mobile phone applications	On billboards, posters or other types of advertising in public spaces	At sales points (retail locations like shops or vending machines)	In or around cafes or bars	Through heated tobacco products appearing in TV shows or movies, including streaming services	At events sponsored or organised by tobacco companies	Through sales of other products	Through free distribution of heated tobacco product samples	Through distribution of promotional items by tobacco companies	In railway stations or airports, or in inflight magazines	In cinemas	Other (SPONTANEOUS)	Don't know
EU27		10	13	6	13	3	14	44	9	5	5	10	8	6	4	1	1	3
BE		8	25	0	0	23	0	40	0	8	8	0	0	0	6	8	0	5
BG		1	3	1	2	1	37	66	3	1	8	7	19	10	1	0	1	5
CZ		14	14	3	21	2	12	59	17	3	8	1	7	7	0	0	0	0
DK		23	23	0	7	0	22	51	0	22	0	23	0	0	0	0	0	0
DE		15	13	6	13	0	17	45	4	0	0	5	8	0	10	7	0	0
EE		0	16	18	1	11	12	26	0	15	0	0	25	0	0	0	0	4
IE		36	19	13	6	25	13	22	5	4	0	0	5	4	8	0	0	7
EL		3	18	7	1	5	3	57	8	0	4	14	16	13	0	0	2	0
ES		7	15	9	37	0	14	36	0	0	0	10	0	6	0	0	0	0
FR		0	50	0	0	0	0	50	0	0	0	0	0	0	0	0	0	0
HR		10	25	0	5	3	4	13	33	0	11	0	13	10	0	0	0	5
IT		10	11	7	18	3	13	31	10	4	5	12	4	5	7	0	0	7
CY		0	0	36	0	0	64	64	0	0	0	36	64	64	0	0	0	0
LV		2	19	9	13	11	21	60	11	9	7	31	14	3	0	0	4	0
LT		0	27	16	25	38	11	38	14	10	11	0	0	0	9	0	0	11
LU		47	36	36	36	0	31	36	27	0	0	9	0	0	0	0	0	0
HU		0	9	19	28	10	9	44	9	9	9	9	9	9	0	0	0	0
MT		0	100	100	0	0	0	0	0	0	0	0	0	0	0	0	0	0
NL		59	0	0	0	0	19	0	0	0	0	22	0	0	0	0	0	0
AT		9	17	10	29	13	30	49	18	29	21	9	14	18	4	0	11	6
PL		9	0	5	20	0	5	40	5	10	0	13	10	4	0	0	0	0
PT		27	7	3	4	0	7	57	26	0	11	17	8	4	8	0	4	0
RO		3	20	2	3	6	14	53	17	7	13	10	12	3	3	0	0	4
SI		0	45	0	34	30	16	0	30	0	0	0	13	16	0	0	26	0
SK		6	7	7	11	3	25	66	16	6	0	5	4	2	0	0	3	3
FI		20	22	3	7	5	26	31	2	33	2	12	5	1	3	1	0	5
SE		25	0	6	33	10	0	6	0	6	0	0	10	16	0	10	0	0

August – September 2020

Tables

**QC20c** Where have you seen, read or heard advertisements or promotions for electronic cigarettes, e-liquids or heated tobacco products?  
(MULTIPLE ANSWERS POSSIBLE) (%)

		In newspapers or magazines	On online social networks or blogs	On retailers' websites	On other websites	Through mobile phone applications	On billboards, posters or other types of advertising in public spaces	At sales points (retail locations like shops or vending machines)	In or around cafes or bars	Through e-cigarettes or heated tobacco products appearing in TV shows or movies, including streaming services	At events sponsored or organised by tobacco or e-cigarettes companies	Through sales of other products	Through free distribution of e-cigarettes or heated tobacco product samples	Through distribution of promotional items by tobacco and e-cigarette companies	In railway stations or airports, or in inflight magazines	In cinemas	Other (SPONTANEOUS)	Don't know
EU27		18	18	12	15	7	24	45	14	9	7	11	6	6	9	3	1	3
BE		22	24	9	27	4	18	44	7	8	2	4	1	1	7	0	0	4
BG		8	13	11	9	4	28	52	23	4	8	17	12	14	2	1	0	1
CZ		30	17	12	14	8	18	41	10	6	7	13	7	8	10	3	1	2
DK		21	32	10	10	6	29	40	7	9	0	10	5	4	9	1	2	4
DE		25	16	11	12	8	50	38	10	8	6	17	6	3	21	7	0	4
EE		21	43	19	30	11	22	36	8	13	11	8	5	14	8	4	0	2
IE		22	29	23	22	11	30	55	13	14	5	6	5	6	11	3	0	1
EL		4	15	13	11	3	6	66	14	9	11	29	23	23	5	3	2	0
ES		15	22	17	16	4	14	58	9	8	6	4	4	8	2	2	0	4
FR		35	20	12	27	9	26	31	18	2	5	7	5	2	7	0	3	3
HR		22	31	9	20	17	8	21	22	11	8	12	8	6	3	1	0	1
IT		12	13	8	11	5	18	44	25	13	9	14	9	7	8	1	0	0
CY		28	28	28	26	15	17	32	14	5	9	13	7	12	5	2	0	4
LV		15	35	18	23	9	22	34	5	16	9	12	9	5	3	2	1	5
LT		8	35	6	33	16	7	38	5	9	5	3	11	3	2	0	1	1
LU		35	21	18	21	7	22	37	8	6	6	6	2	7	21	1	0	2
HU		6	22	13	23	9	23	43	11	38	21	25	9	5	0	0	0	1
MT		10	25	11	25	6	9	7	8	9	12	1	0	0	0	1	14	20
NL		16	26	7	11	8	14	43	9	7	4	4	0	0	6	4	0	6
AT		13	9	14	19	19	20	37	16	26	27	21	9	7	6	2	1	4
PL		7	7	16	16	7	10	47	12	7	4	4	4	7	2	3	0	0
PT		12	7	3	2	0	7	81	26	5	4	9	1	2	4	0	0	1
RO		13	15	11	14	11	17	47	18	14	11	15	10	11	7	2	1	2
SI		28	26	15	24	14	19	16	14	8	8	12	4	3	5	2	1	3
SK		18	26	11	17	4	33	53	31	13	10	12	5	7	3	1	1	0
FI		7	36	4	15	4	18	23	2	7	1	3	0	2	4	1	0	6
SE		24	32	9	28	7	11	31	5	11	4	8	3	4	8	1	0	6





