1. CONSUMPTION OF TRADITIONAL TOBACCO PRODUCTS

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

<table>
<thead>
<tr>
<th>EU27+UK</th>
<th>SE</th>
</tr>
</thead>
<tbody>
<tr>
<td>You currently smoke</td>
<td>23</td>
</tr>
<tr>
<td>You used to smoke but you have stopped</td>
<td>22</td>
</tr>
<tr>
<td>You have never smoked</td>
<td>55</td>
</tr>
</tbody>
</table>

**References:** EB93.2 (08-09/2020), EB87.1 (03/2017)

**Methodology:** Online Sweden August - September 2020

**Special Eurobarometer 506**
Attitudes of Europeans towards tobacco and electronic cigarettes
August - September 2020

**References:**
- EB93.2 (08-09/2020)
- EB87.1 (03/2017)

**Base:** all respondents

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

<table>
<thead>
<tr>
<th>EU27+UK</th>
<th>SE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boxed cigarettes</td>
<td>54</td>
</tr>
<tr>
<td>Hand-rolled cigarettes</td>
<td>22</td>
</tr>
<tr>
<td>Cigarillos, this excludes cigars</td>
<td>2</td>
</tr>
<tr>
<td>Cigars, this excludes cigarillos</td>
<td>1</td>
</tr>
<tr>
<td>Pipe</td>
<td>1</td>
</tr>
</tbody>
</table>

**Base:** current smokers
**2. EMERGING PRODUCTS IN THE EU**

<table>
<thead>
<tr>
<th>QC3.1 Thinking about the following products, which of the following applies to you?</th>
<th>E-cigarettes (%)</th>
<th></th>
<th>QC3.2 Thinking about the following products, which of the following applies to you?</th>
<th>Heated tobacco products (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total 'At least tried them'</strong></td>
<td>EU27+UK</td>
<td>SE</td>
<td>EU27+UK</td>
<td>SE</td>
</tr>
<tr>
<td>TOTAL</td>
<td>14</td>
<td>12</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Man</td>
<td>17</td>
<td>13</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Woman</td>
<td>12</td>
<td>11</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15-24</td>
<td>25</td>
<td>24</td>
<td>11</td>
<td>13</td>
</tr>
<tr>
<td>25-39</td>
<td>22</td>
<td>18</td>
<td>10</td>
<td>7</td>
</tr>
<tr>
<td>40-54</td>
<td>14</td>
<td>8</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>55+</td>
<td>8</td>
<td>7</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td><strong>Smoking status</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Smokers</td>
<td>36</td>
<td>42</td>
<td>16</td>
<td>14</td>
</tr>
<tr>
<td>Stopped smoking</td>
<td>18</td>
<td>15</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>Never smoked</td>
<td>4</td>
<td>7</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Non-Smokers</td>
<td>8</td>
<td>10</td>
<td>4</td>
<td>6</td>
</tr>
</tbody>
</table>

Socio-demographic breakdown

Base: all respondents

**3. OVERALL TOBACCO AND E-CIGARETTES USE**

<table>
<thead>
<tr>
<th>Overall tobacco and e-cigarettes use (%)</th>
<th>Base: all respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily users of tobacco and related products*</td>
<td>23</td>
</tr>
<tr>
<td>Occasional users of tobacco and related products*</td>
<td>3</td>
</tr>
<tr>
<td>Current e-cigarette users</td>
<td>2</td>
</tr>
<tr>
<td>Current heated tobacco products users</td>
<td>1</td>
</tr>
<tr>
<td>Daily or occasional water pipe users</td>
<td>3</td>
</tr>
<tr>
<td>Daily or occasional oral, chewing or nasal tobacco users</td>
<td>1</td>
</tr>
</tbody>
</table>

* this includes traditional tobacco products, oral, chewing or nasal tobacco, water pipes, heated tobacco products and e-cigarettes

**4. USE OF PRODUCTS CONTAINING CANNABIS**

<table>
<thead>
<tr>
<th>QC7 Have you used products containing cannabis in the last 12 months? (MULTIPLE ANSWERS POSSIBLE)</th>
<th>Base: all respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>No, not in the last 12 months or never</td>
<td>92</td>
</tr>
<tr>
<td>Yes, by smoking cannabis with tobacco</td>
<td>4</td>
</tr>
<tr>
<td>Yes, by smoking cannabis without tobacco (alone or with other herbal products)</td>
<td>1</td>
</tr>
<tr>
<td>Yes, by consuming cannabis in food or drinks</td>
<td>1</td>
</tr>
<tr>
<td>Yes, by heating cannabis in electronic devices or vaporisers</td>
<td>1</td>
</tr>
<tr>
<td>Yes, by using cannabis extracts in liquids for e-cigarettes or similar vaping devices</td>
<td>1</td>
</tr>
<tr>
<td>Yes, in another form</td>
<td>1</td>
</tr>
<tr>
<td>Total 'Yes'</td>
<td>7</td>
</tr>
</tbody>
</table>

Base: all respondents
5. EXPOSURE TO SECOND HAND SMOKE

QC14bT  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 70%, SE 60%, Yes 74%, No 26%
- At outdoor events (e.g. open-air concerts, sporting events): EU27+UK 60%, SE 33%, Yes 40%, No 60%
- In outdoor spaces intended for use by children or adolescents (e.g. nursery and school courtyard, playgrounds): EU27+UK 31%, SE 13%, Yes 69%, No 31%

QC14cT  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 28%, SE 8%, Yes 92%, No 8%
- Another public space where people normally do not smoke (e.g. shopping malls, airports, concert halls): EU27+UK 25%, SE 15%, Yes 75%, No 25%
- An eating establishment such as a restaurant: EU27+UK 19%, SE 7%, Yes 81%, No 19%

Base: respondents who have visited a bar or a restaurant, been to outdoor events or outdoor spaces intended for use by children and adolescents.

6. STARTING AND GIVING UP SMOKING

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

- EU27+UK
  - Less than 15 years old: 38%, SE 39%
  - Between 15 and 17 years old: 30%, SE 35%
  - Between 18 and 25 years old: 39%, SE 35%
  - Older than 25 years old: 5%, SE 1%
  - Refusal (SPONTANEOUS): 5%, SE 11%
  - Don't know: 5%, SE 9%

- SE
  - Less than 15 years old: 39%, SE 39%
  - Between 15 and 17 years old: 35%, SE 35%
  - Between 18 and 25 years old: 39%, SE 35%
  - Older than 25 years old: 5%, SE 1%
  - Refusal (SPONTANEOUS): 5%, SE 11%
  - Don't know: 5%, SE 9%

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

- Boxed cigarettes: EU27+UK 81, SE 69
- Hand-rolled cigarettes: EU27+UK 6, SE 4
- Water pipe tobacco (shisha, hookah): EU27+UK 1, SE 2
- Cigars: EU27+UK 1, SE 0
- E-cigarettes or similar electronic devices: EU27+UK 0, SE 0
- Oral tobacco (snus): EU27+UK 0, SE 1
- Cigarillos: EU27+UK 1, SE 0
- Pipe: EU27+UK 0, SE 0
- Nasal tobacco (snuff): EU27+UK 0, SE 0
- Chewing tobacco: EU27+UK 0, SE 0
- Heated tobacco products: EU27+UK 0, SE 0
- Other (SPONTANEOUS): EU27+UK 1, SE 0
- Don't know: EU27+UK 1, SE 0

Base: if traditional tobacco smoker, heated tobacco products user, e-cigarette user or tried water pipe or oral tobacco.

References: EB93.2 (08-09/2020), EB87.1 (03/2017)
Base: current and ex-smokers.
6. STARTING AND GIVING UP SMOKING

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

- You stopped or you tried to stop without assistance: 76%
- Nicotine replacement medication (like nicotine gum, patch or inhaler) or other medication: 66%
- Electronic cigarettes or any similar device: 13%
- Medical support or stop smoking services (such as a quitline): 11%
- Heated tobacco products: 6%
- Oral tobacco (snus), chewing tobacco or nasal tobacco (snuff): 1%

Base: respondents who tried stopping and ex-smokers

7. EXPOSURE TO ADVERTISEMENTS OR PROMOTIONS FOR TOBACCO-RELATED PRODUCTS

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

- E-cigarettes, liquids or refill cartridges:
  - 7%
  - 16%
  - 16%
  - 57%
  - 4%

- Smoking tobacco products:
  - 4%
  - 13%
  - 18%
  - 29%
  - 49%
  - 3%

- Heated tobacco products:
  - 4%
  - 11%
  - 14%
  - 67%
  - 4%

Base: all respondents

7. EXPOSURE TO ADVERTISEMENTS OR PROMOTIONS FOR TOBACCO-RELATED PRODUCTS

QC19 QC20c Where have you seen, read or heard advertisements or promotions (QC19: of smoking tobacco, QC20c: for electronic cigarettes, e-liquids or heated tobacco) products? (MULTIPLE ANSWERS POSSIBLE) (% - SE)

- At sales points (retail locations like shops or vending machines): 33%
- In newspapers or magazines: 31%
- On online social networks or blogs: 32%
- Through products appearing in TV shows or movies, including streaming services: 24%
- On other websites: 21%
- On billboards, posters or other types of advertising in public spaces: 13%
- In railway stations or airports, or in inflight magazines: 11%
- Through sales of other products: 12%
- Through mobile phone applications: 8%
- At events sponsored or organised by the relevant companies: 6%
- Through distribution of promotional items by the relevant companies: 5%
- Through free distribution of product samples or their components: 4%
- In cinemas: 4%
- On retailers’ websites: 4%
- In or around cafes or bars: 4%
- Don’t know: 76%

Base: respondents who have seen tobacco advertisement or promotion in the last 12 months or e-cigarettes and heated tobacco products advertisements or promotion in the last 12 months