

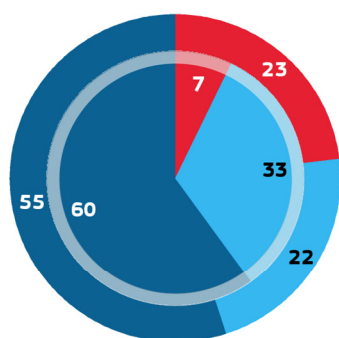
EU27 +UK 28.288 interviews
03 / 08 > 19 / 09 / 2020

SE 998 interviews
18 / 08 > 10 / 09 / 2020

Methodology: online

1. CONSUMPTION OF TRADITIONAL TOBACCO PRODUCTS

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



EU27+UK Outer pie SE Inner pie

- You currently smoke
- You used to smoke but you have stopped
- You have never smoked

EU27+UK		SE	
EB93.2	EB93.2-EB87.1	EB93.2	EB93.2-EB87.1
23	- 3	7	=
22	+ 2	33	- 8
55	+ 1	60	+ 8

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

Base: all respondents

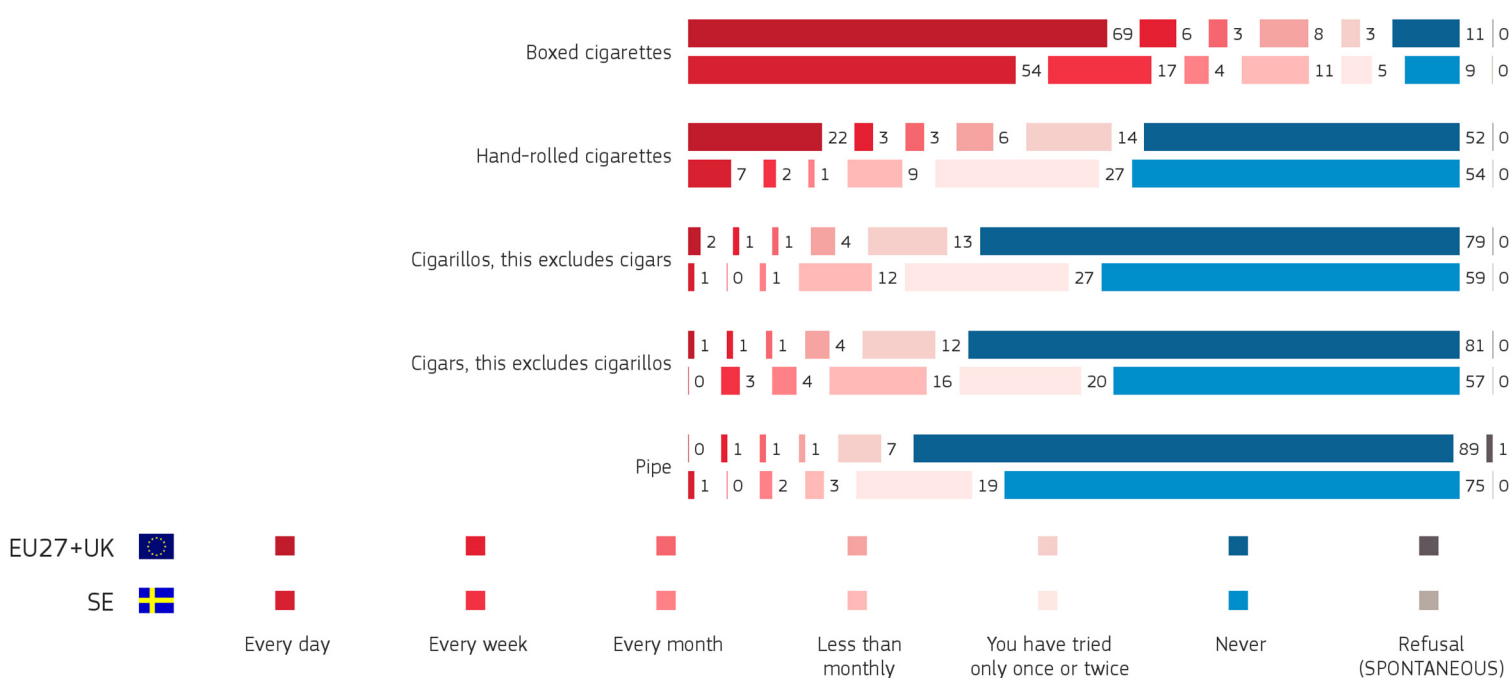
QC1 Regarding smoking cigarettes, cigars, cigarillos or a pipe, which of the following applies to you?
(%)

You currently smoke	EU27+UK	SE
TOTAL	23	7
Gender		
Man	26	6
Woman	21	8
Age		
15-24	20	3
25-39	30	6
40-54	27	5
55+	18	9
Difficulties paying bills		
Most of the time	41	14
From time to time	32	6
Almost never/ Never	19	7

Socio-demographic breakdown

Base: all respondents

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



Base: current smokers

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Special Eurobarometer 506

Attitudes of Europeans towards
tobacco and electronic cigarettes

Sweden

August - September 2020

2. EMERGING PRODUCTS IN THE EU

QC3.1 Thinking about the following products, which of the following applies to you?

E-cigarettes (%)

Total 'At least tried them'	EU27+UK	SE
TOTAL	14	12
Gender		
Man	17	13
Woman	12	11
Age		
15-24	25	24
25-39	22	18
40-54	14	8
55+	8	7
Smoking status		
Smokers	36	42
Stopped smoking	18	15
Never smoked	4	7
Non-Smokers	8	10

Socio-demographic breakdown

Base: all respondents

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

Heated tobacco products (%)

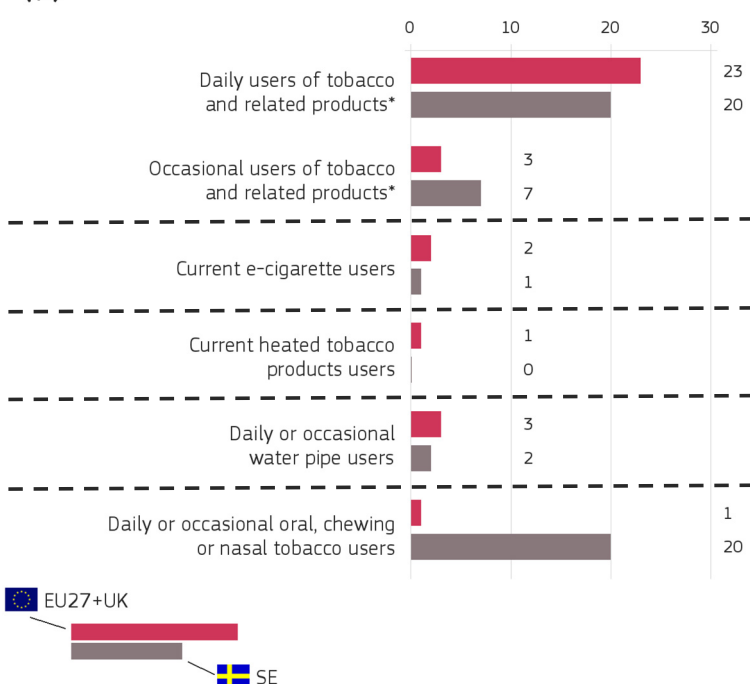
Total 'At least tried them'	EU27+UK	SE
TOTAL	6	7
Gender		
Man	8	8
Woman	5	5
Age		
15-24	11	13
25-39	10	7
40-54	6	7
55+	3	3
Smoking status		
Smokers	16	14
Stopped smoking	7	8
Never smoked	2	4
Non-Smokers	4	6

Socio-demographic breakdown

Base: all respondents

3. OVERALL TOBACCO AND E-CIGARETTES USE

Overall tobacco and e-cigarettes use (%)

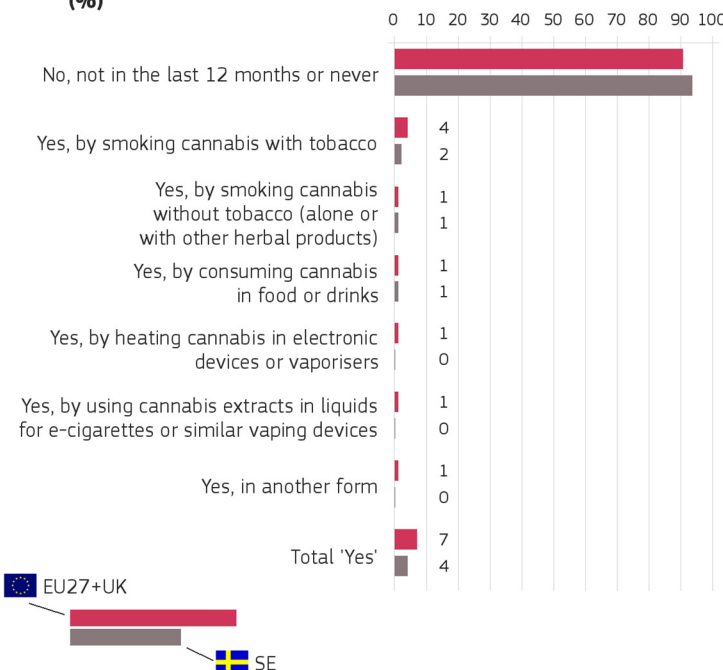


Base: all respondents

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

4. USE OF PRODUCTS CONTAINING CANNABIS

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



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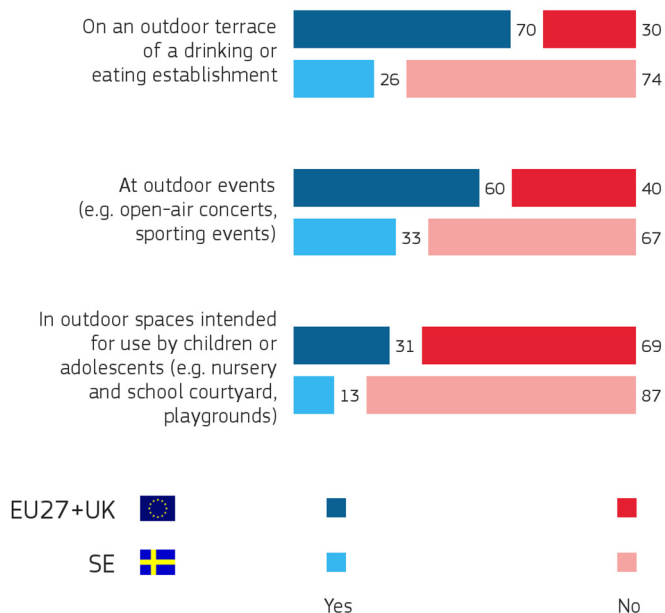
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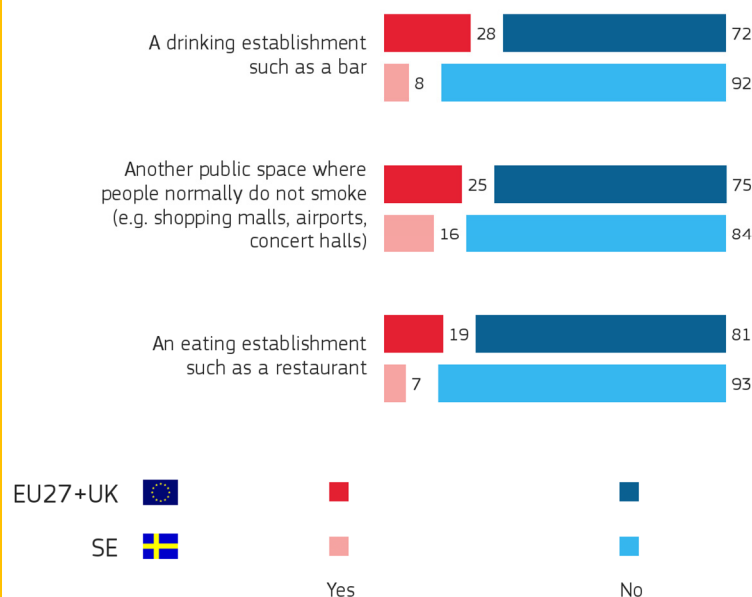
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5. EXPOSURE TO SECOND HAND SMOKE

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

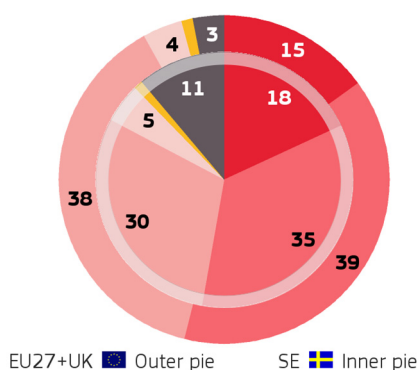


QC14cT The last time you visited the following places in the last six months in (OUR COUNTRY), were people using e-cigarettes or heated tobacco products inside?
(%)



6. STARTING AND GIVING UP SMOKING

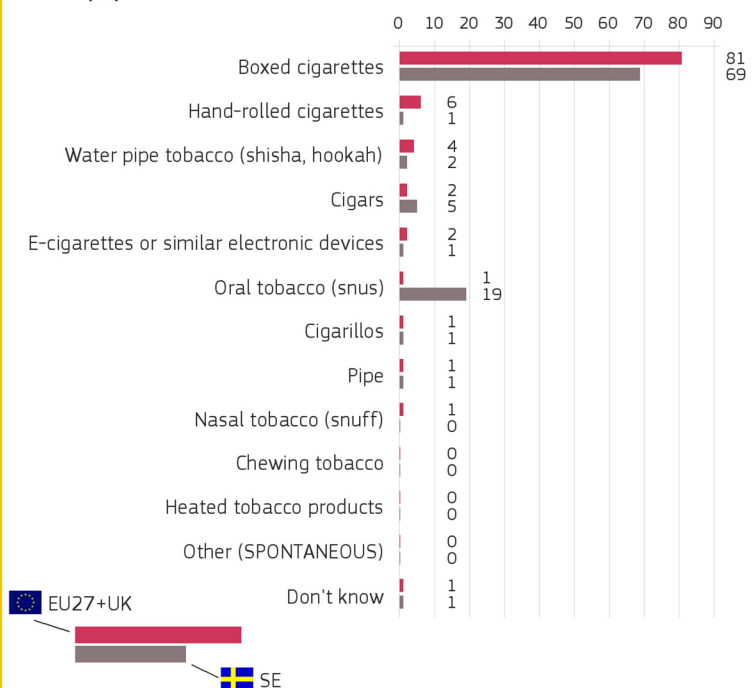
QC2a How old were you when you started smoking on a regular basis, i.e. at least once a week?
(%)



	EU27+UK		SE	
	EB93.2	EB93.2-EB87.1	EB93.2	EB93.2-EB87.1
Less than 15 years old	15	=	18	- 2
Between 15 and 17 years old	39	+ 2	35	- 5
Between 18 and 25 years old	38	- 3	30	- 5
Older than 25 years old	4	- 1	5	+ 2
Refusal (SPONTANEOUS)	1	+ 1	1	+ 1
Don't know	3	+ 1	11	+ 9

References: EB93.2 (08-09/2020), EB87.1 (03/2017)
Base: current and ex-smokers

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



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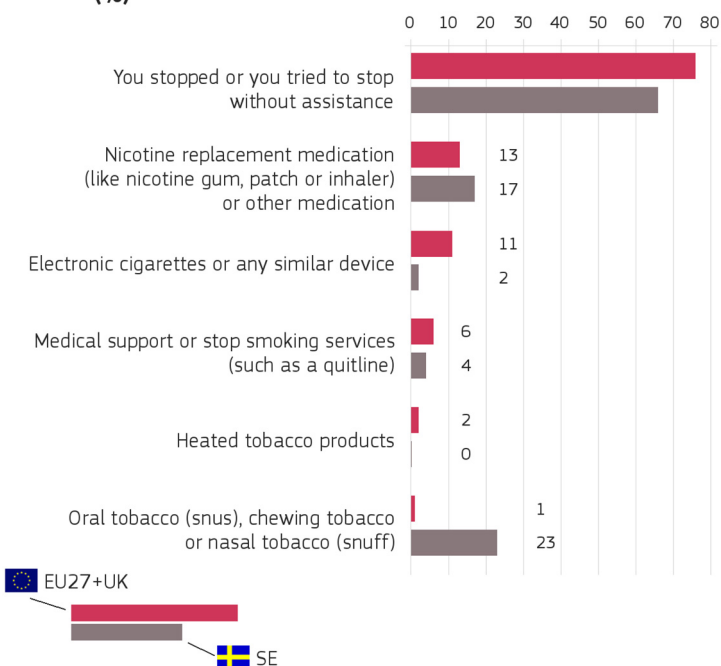
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6. STARTING AND GIVING UP SMOKING

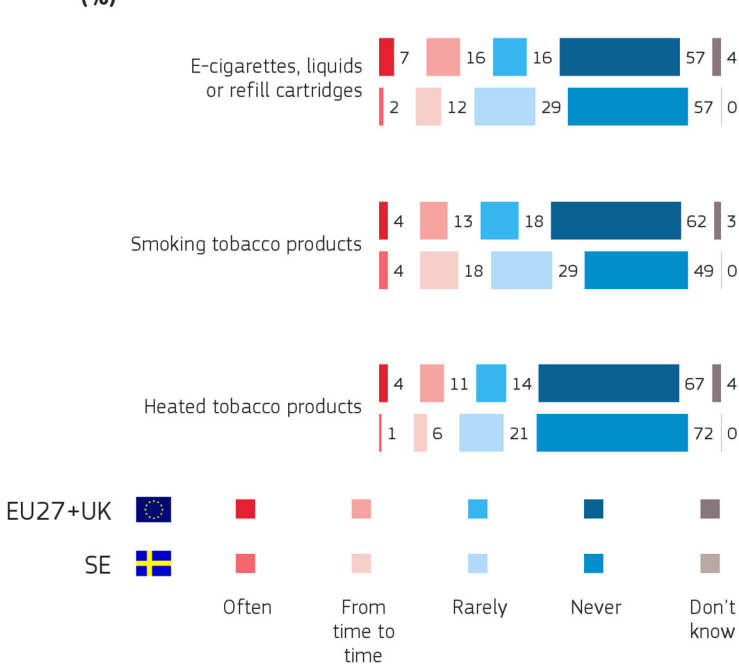
QC16a Which of the following did you use in order to stop or to try to stop smoking? (MULTIPLE ANSWERS POSSIBLE)
(%)



Base: respondents who tried stopping and ex-smokers

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

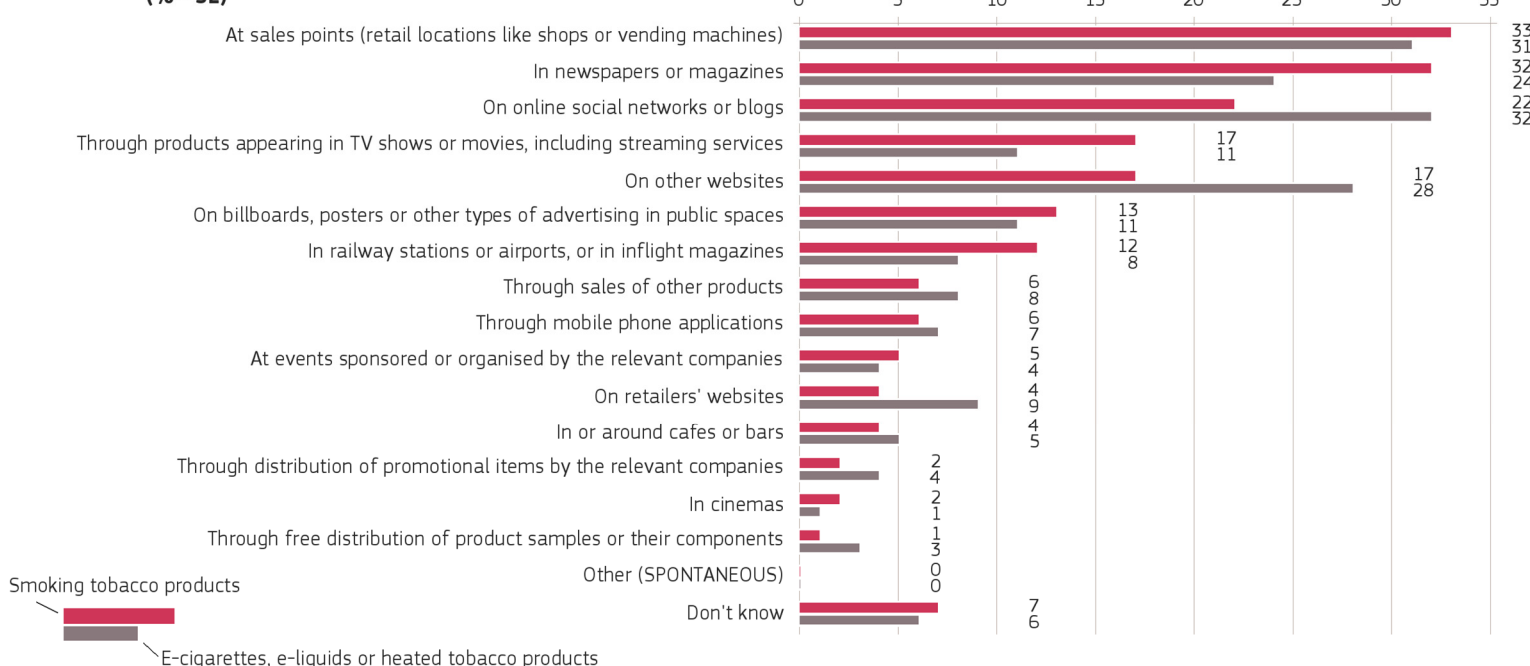
QC18 In the past 12 months, have you seen advertisements or promotions for the following products in (OUR COUNTRY)?
(%)



Base: all respondents

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

QC19QC20c 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)



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