

Attitudes of Europeans towards Tobacco and Electronic Cigarettes

EU28 

FR 

Number of interviews:
27.801

Number of interviews:
1.009

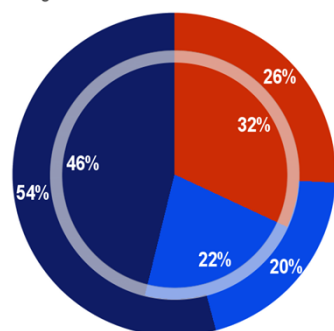
Fieldwork:
29/11-09/12/2014

Fieldwork:
29/11-08/12/2014

Methodology: face-to-face




1. TOBACCO CONSUMPTION

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.



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

EU28		FR	
EB82.4	EB82.4-EB77.1	EB82.4	EB82.4-EB77.1
26%	-2	32%	+4
20%	-1	22%	-2
54%	+3	46%	-2

References: EB82.4 (11-12/2014), EB77.1 (02-03/2012)
Base: all respondents

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.

You currently smoke

 EU28

 FR

TOTAL	EU28	FR
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Gender

Male	31%	34%
Female	22%	29%



Age

15-24	25%	28%
25-39	33%	43%
40-54	34%	48%
55+	17%	15%

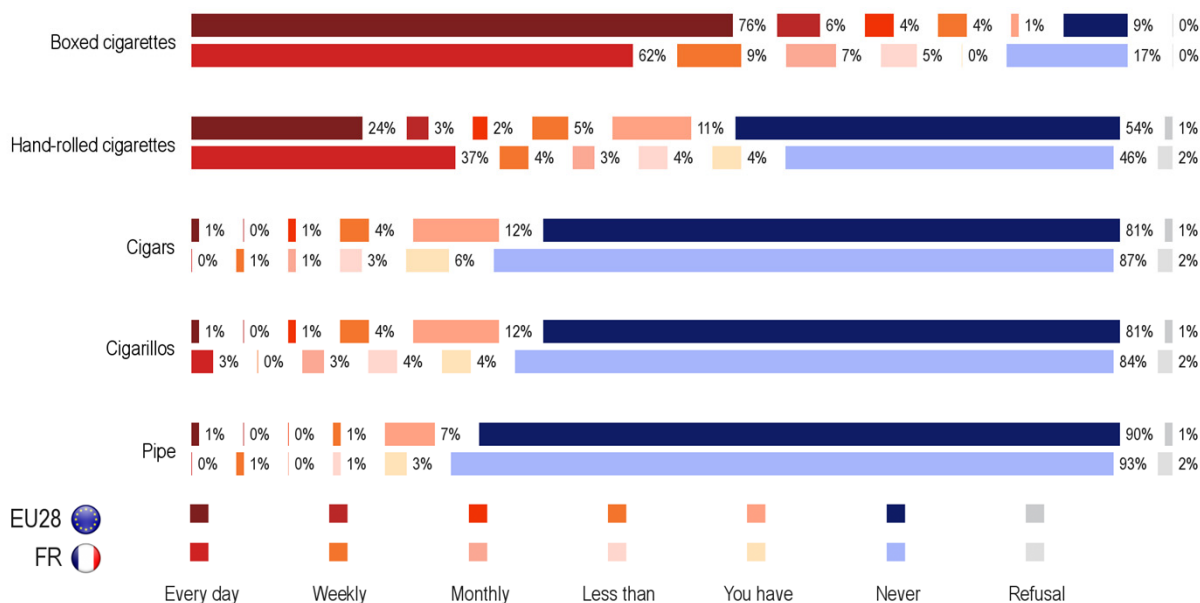


Difficulties paying bills

Most of the time	44%	53%
From time to time	32%	40%
Almost never/ Never	22%	25%

Socio-demographic breakdown
Base: all respondents

QC3. How often do you or did you use the following tobacco products?



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Every day Weekly Monthly Less than monthly You have tried only once or twice Never Refusal

Base: current smokers

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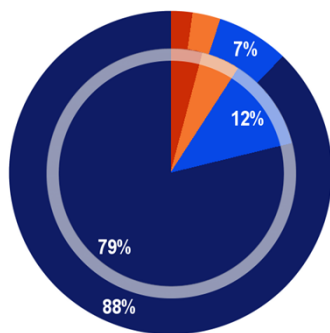
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Methodology: face-to-face

2. E-CIGARETTES CONSUMPTION IN THE EU

QC9. Regarding the use of electronic cigarettes or any similar electronic devices (e-shisha, e-pipe), which of the following statements applies to you?



EU28  Outer pie FR  Inner pie

-  You currently use electronic cigarettes or similar electronic devices (e.g. e-shisha, e-pipe)
-  You used them in the past, but no longer use them
-  You tried them in the past but no longer use them
-  You have never used them

	EU28	FR
You currently use electronic cigarettes or similar electronic devices (e.g. e-shisha, e-pipe)	2%	4%
You used them in the past, but no longer use them	3%	5%
You tried them in the past but no longer use them	7%	12%
You have never used them	88%	79%

Base: all respondents

QC9. Regarding the use of electronic cigarettes or any similar electronic devices (e-shisha, e-pipe), which of the following statements applies to you?

Total 'At least tried them'

 EU28

 FR

TOTAL	EU28	FR
TOTAL	12%	21%
Gender		
Male	13%	24%
Female	10%	19%
Age		
15-24	19%	26%
25-39	17%	35%
40-54	12%	26%
55+	5%	8%
Smoking status		
Smokers	30%	50%
Stopped smoking	11%	15%
Never smoked	2%	4%
Non-Smokers*	5%	7%

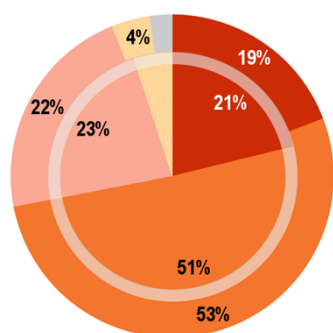
Socio-demographic breakdown

Base: all respondents







*Those who stopped smoking or never smoked

3. STARTING/GIVING UP SMOKING

QC2. How old were you when you started smoking on a regular basis, i.e. at least once a week?



EU28  Outer pie FR  Inner pie

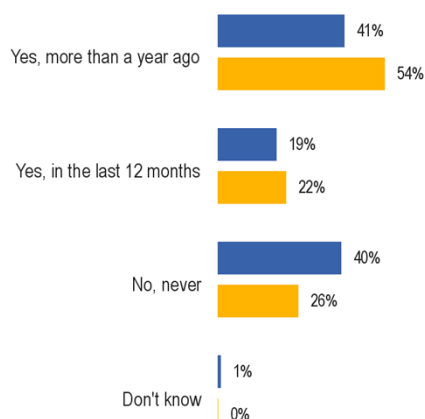
-  Less than 15 years old
-  Between 15 and 18 years old
-  Between 19 and 25 years old
-  Older than 25 years old
-  Refusal
-  Don't know

	EU28		FR	
	EB82.4	EB82.4-EB77.1	EB82.4	EB82.4-EB77.1
Less than 15 years old	19%	+ 2	21%	+ 1
Between 15 and 18 years old	53%	=	51%	+ 2
Between 19 and 25 years old	22%	- 2	23%	- 5
Older than 25 years old	4%	=	5%	+ 2
Refusal	0%	=	0%	=
Don't know	2%	=	0%	=

References: EB82.4 (11-12/2014), EB77.1 (02-03/2012)

Base: current and ex. smokers

QC17. Have you ever tried to quit smoking? (MULTIPLE ANSWERS POSSIBLE)



Base: current smokers

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EUROBAROMETER 82.4 RESULTS FOR FRANCE



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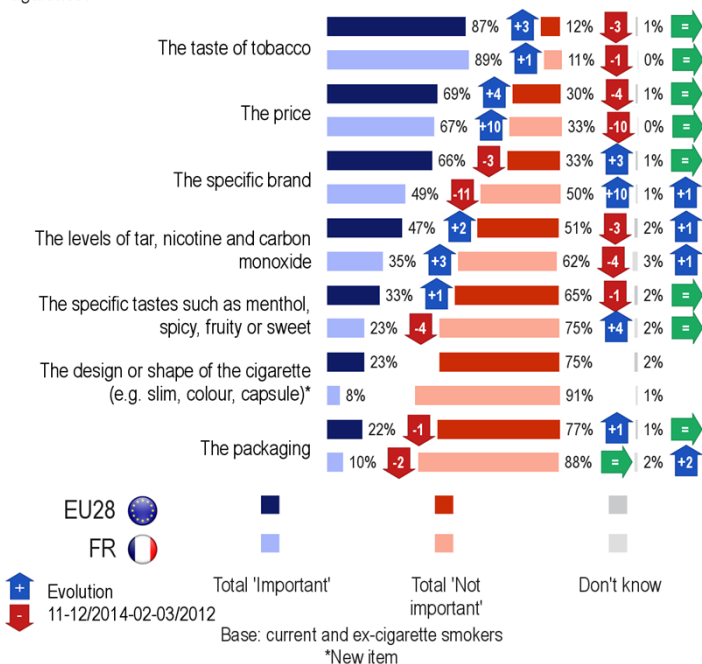
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4. AWARENESS AND ATTITUDES

QC5. How important is or was each of the following factors in your choice of brand of cigarettes?



QC12.2. You said that you use or have used or tried electronic cigarettes or any similar device in the past. How important was each of the following factors for starting?

To stop or reduce tobacco smoking

	EU28	FR
TOTAL	29%	25%
Age		
15-24*	38%	45%
25-39	30%	23%
40-54	23%	18%
55+*	24%	21%
Smoking status		
Smokers	26%	23%
Stopped smoking*	29%	14%

Socio-demographic breakdown

Base: respondents who use or used electronic cigarettes

*Due to the low numbers involved, the results should be interpreted with caution.

**These respondents did not consider stopping or reducing smoking as important when starting using e-cigarettes.

QC19. Would you be in favour of or opposed to any of the following measures?

Improving the traceability of tobacco products in order to reduce their illicit trade even if this makes them a few cents more expensive

Banning advertising of tobacco products in shops or points of sales

Banning the sales of tobacco via the Internet

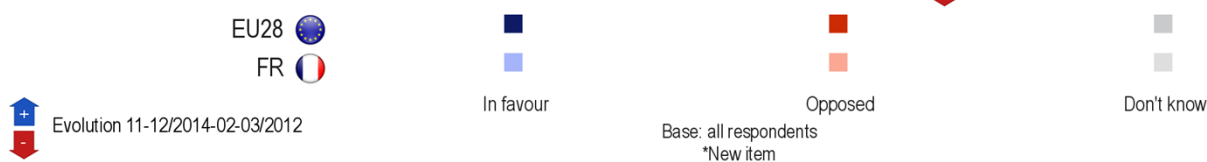
Banning the use of electronic cigarettes in environments where smoking is prohibited*

Banning flavours that make tobacco products more attractive

Keeping tobacco products out of sight in shops or points of sale

Banning colours, logos and promotional elements from tobacco products packaging

Increasing taxes on tobacco products



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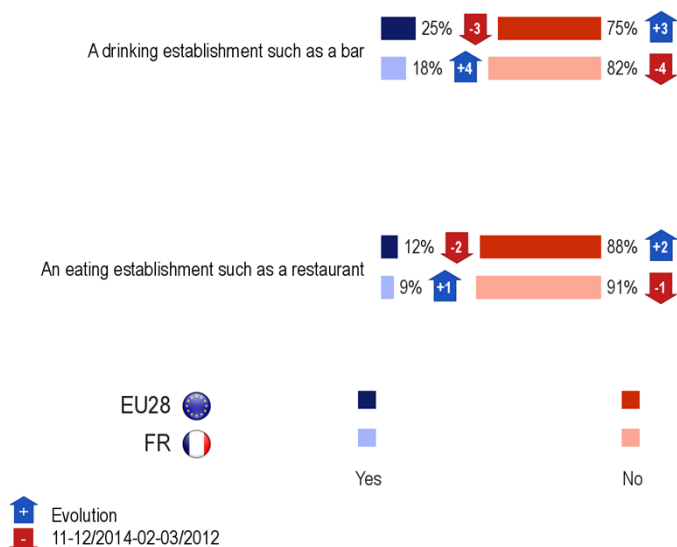
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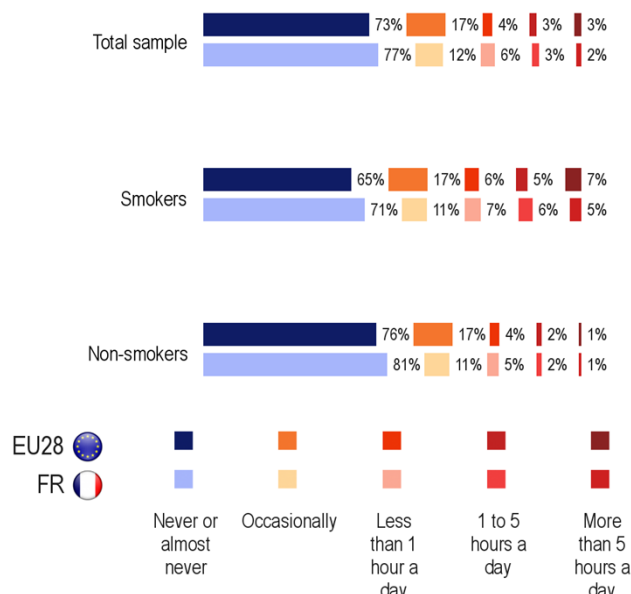
Methodology: face-to-face

5. EXPOSURE TO TOBACCO SMOKE

QC15. The last time you visited ... in the last 6 months in (OUR COUNTRY), were people smoking inside?

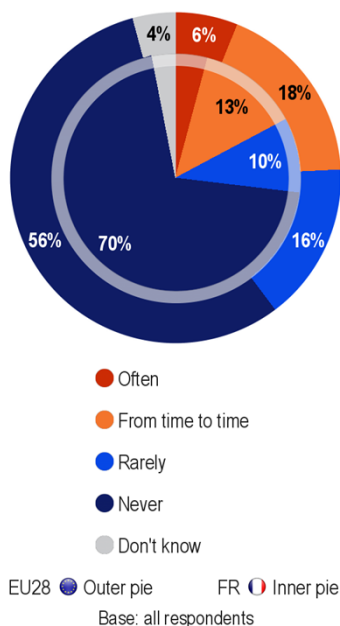


QC16. How often are you exposed to tobacco smoke indoors at your workplace?



6. ADVERTISEMENTS AND PROMOTIONS

QC20. In the past 12 months, have you seen advertisements or promotions for tobacco products in (OUR COUNTRY)? Advertisement and promotion for electronic cigarettes or similar devices should not be reported here.



QC22. In the past 12 months, have you seen advertisements or promotions for electronic cigarettes or any similar devices (e.g. e-shisha, e-pipe) in (OUR COUNTRY)?

