

EU27



Number of interviews:  
26.788

FR



Number of interviews:  
1.000

Fieldwork:  
02/10-19/10/2009

Fieldwork:  
02/10-18/10/2009

Methodology: face-to-face

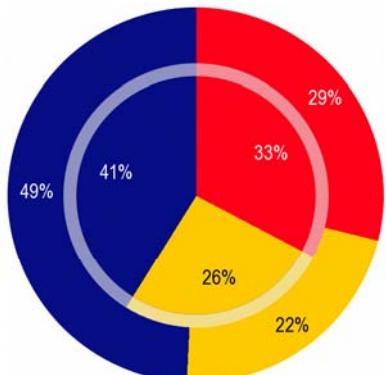


**European  
Commission**

## 1. SMOKING HABITS AND TOBACCO CONSUMPTION

### Smoking status

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



- You smoke at the present time
- You used to smoke but you have stopped
- You have never smoked

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### Smoking status: socio-demographic breakdown

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

Answer: You smoke at the present time



TOTAL	29%	33%
Gender		
Male	35%	37%
Female	25%	28%

### Age

15-24	35%	48%
25-39	37%	45%
40-54	35%	39%
55 +	17%	14%

### Self-positioning on the social staircase

Low (1-4)	36%	39%
Medium (5-6)	29%	30%
High (7-10)	26%	29%

### Average number of cigarettes a day

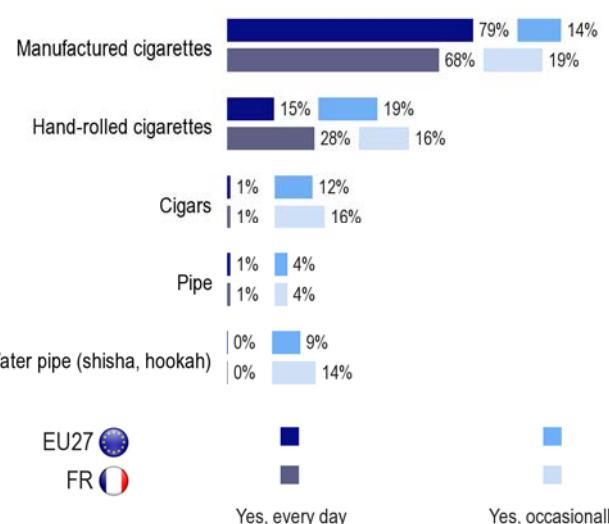
QD4a. On average, how many cigarettes do you smoke each day?

	EU27	FR
Total smokers	14,40	12,20
Male smokers	15,70	12,80
Female smokers	12,80	11,50

Base: Cigarette smokers (EU27: 29%, FR: 31% of the total sample)

### Use of different tobacco products

QD3a. Do you use the following tobacco products every day, occasionally or not at all?



Base: Smokers (EU27: 29%, FR: 33% of the total sample)



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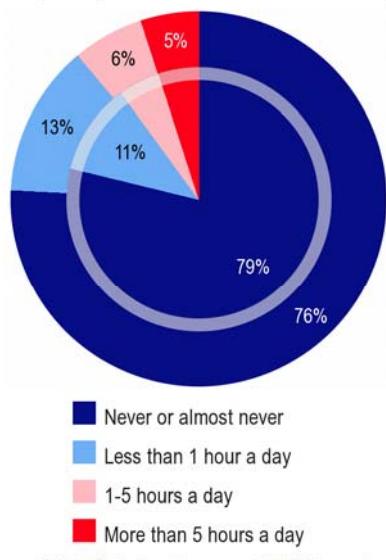
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## 2. EXPOSURE TO TOBACCO SMOKE

### Exposure to tobacco smoke at work

QD9. How often are you exposed to tobacco smoke indoors at your workplace?

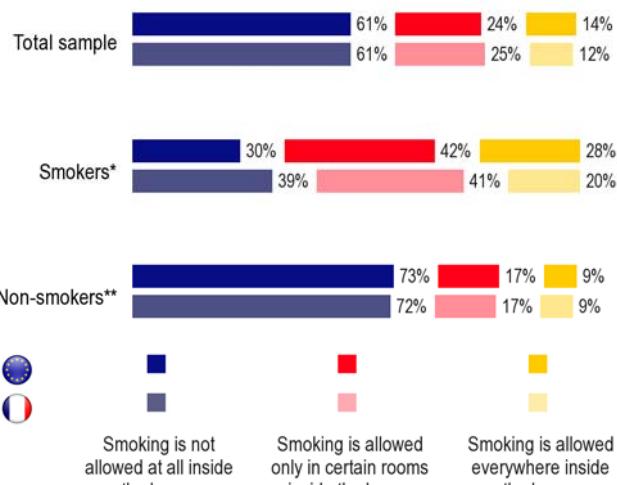


EU27 ● Outer pie      FR ○ Inner pie

Base: People that work indoors (EU27: 48%, FR: 50% of the total sample)  
People that answered "Don't know" or "Not applicable" are excluded

### Exposure to tobacco smoke at home

QD6. Which statement best describes smoking situation inside your house?



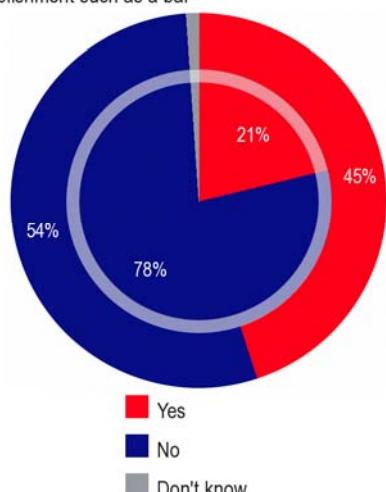
\* Base: Smokers (EU27: 29%, FR: 33% of the total sample)

\*\* Base: Non-smokers (EU27: 71%, FR: 67% of the total sample)

### Exposure to tobacco smoke in bars

QD8.1. The last time you visited ... in the last 6 months, were people smoking inside?

A drinking establishment such as a bar



EU27 ● Outer pie

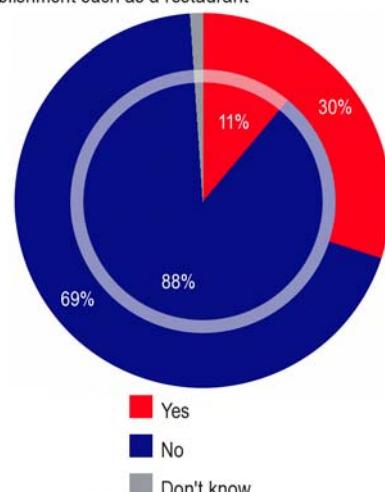
FR ○ Inner pie

Base: People who have visited a drinking establishment in the past 6 months  
(EU27: 82%, FR: 77% of the total sample)

### Exposure to tobacco smoke in restaurants

QD8.2. The last time you visited ... in the last 6 months, were people smoking inside?

An eating establishment such as a restaurant



EU27 ● Outer pie

FR ○ Inner pie

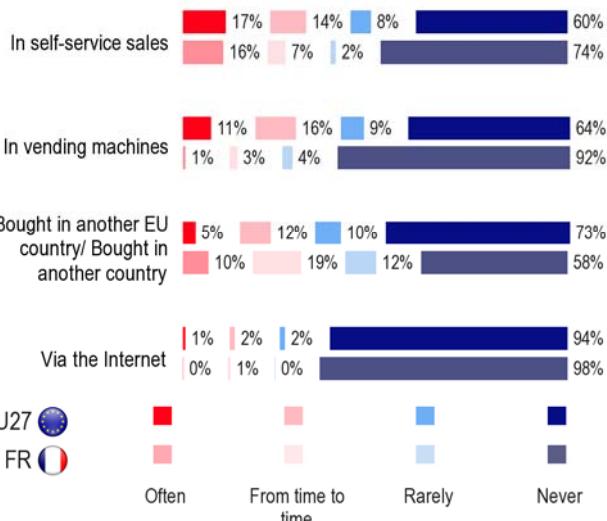
Base: People who have visited an eating establishment in the past 6 months  
(EU27: 86%, FR: 91% of the total sample)



### 3. FACTORS INFLUENCING CONSUMER BEHAVIOUR

#### Purchasing channels

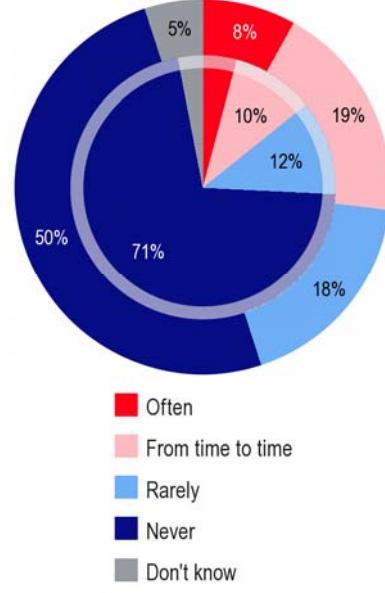
QD17. In the past 12 months, have you bought tobacco products in each of the following ways?



Base: Smokers (EU27: 29%, FR: 33% of the total sample)

#### Tobacco advertising and promotion

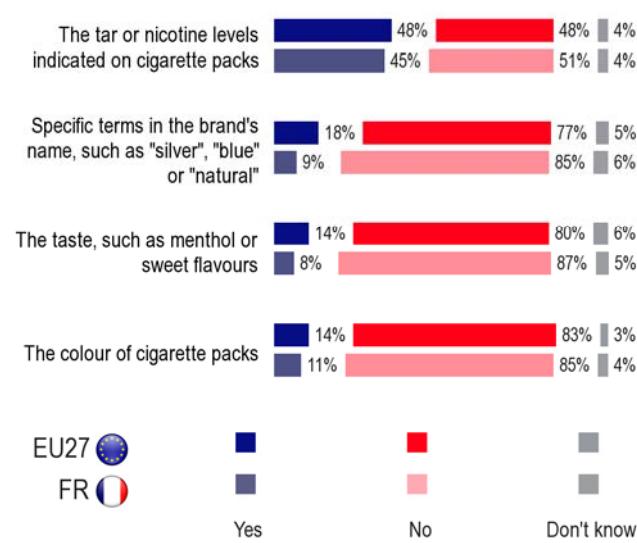
QD16. In the past 6 months, have you seen tobacco advertising or promotion?



EU27 Outer pie FR Inner pie

#### Factors influencing risk perception

QD15. Do you think that any of the following is an indication of whether a cigarette brand could be less harmful compared to others?

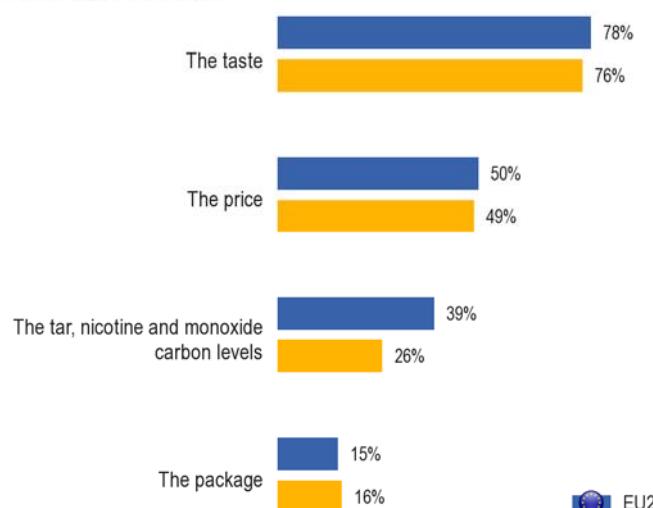


Base: Smokers (EU27: 29%, FR: 33% of the total sample)

#### Factors influencing choice

QD5. Do any of the following factors influence your choice of cigarettes?

Percentage of "Yes" answer



EU27  
FR

Base: Cigarette smokers (EU27: 29%, FR: 31% of the total sample)

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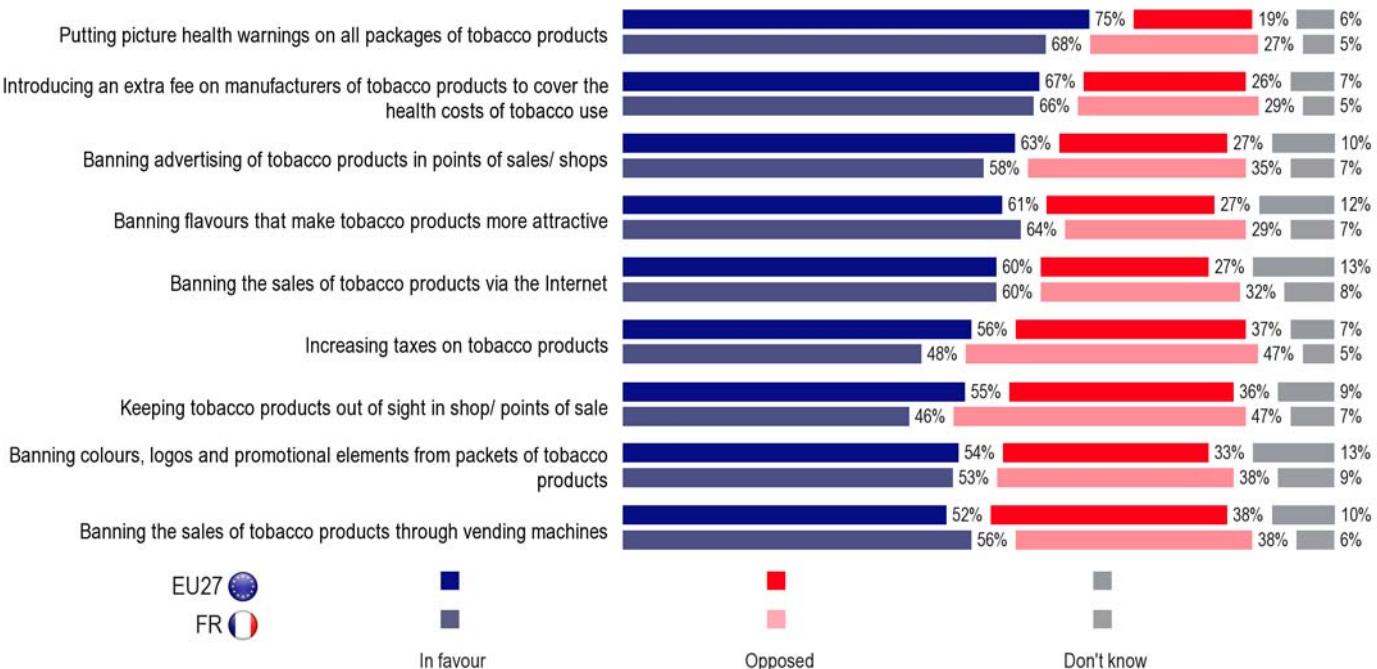
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#### 4. ATTITUDES TOWARDS TOBACCO CONTROL POLICIES

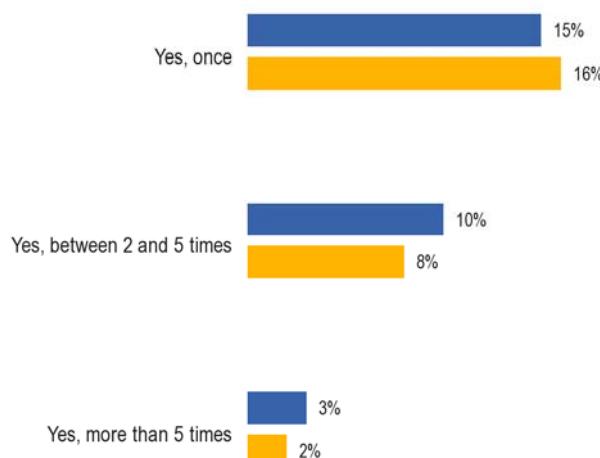
QD18. Would you be in favour of or opposed to any of the following measures?



#### 5. GIVING UP SMOKING

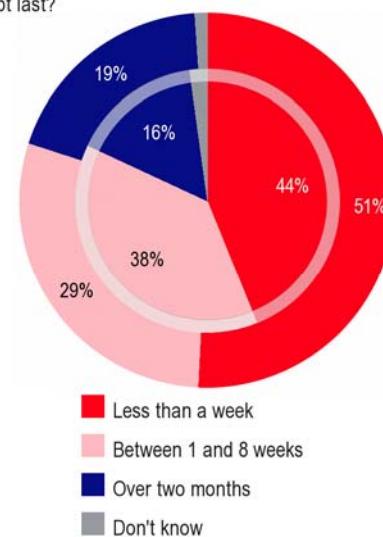
##### Number of quit attempts

QD10. Have you tried to quit smoking in the last 12 months?



##### Duration of last quit attempt

QD11. Thinking about the last time you attempted to give up smoking, how long did this attempt last?



Base: Smokers that tried to quit at least once in the last 12 months (EU27: 8%, FR: 8% of the total sample)

