

Attitudes of Europeans towards Tobacco

EU27



Number of interviews:
26.751

Fieldwork:
25/02-11/03/2012

RO



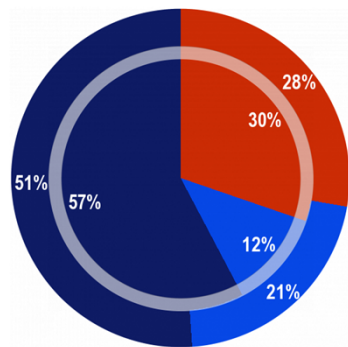
Number of interviews:
1.020

Fieldwork:
25/02-07/03/2012

Methodology: face-to-face

1. TOBACCO CONSUMPTION

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



EU27 ● Outer pie

RO ● Inner pie

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

EU27		RO	
EB77.1	EB77.1-EB72.3	EB77.1	EB77.1-EB72.3
28%	- 1	30%	=
21%	- 1	12%	=
51%	+ 2	57%	- 1

References: EB77.1 (02-03/2012), EB72.3 (10/2009)
Base: All respondents

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

You currently smoke



EU27

RO

TOTAL	EU27	RO
	28%	30%



Sex

Male	EU27	RO
	32%	39%
Female		
	24%	22%



Age

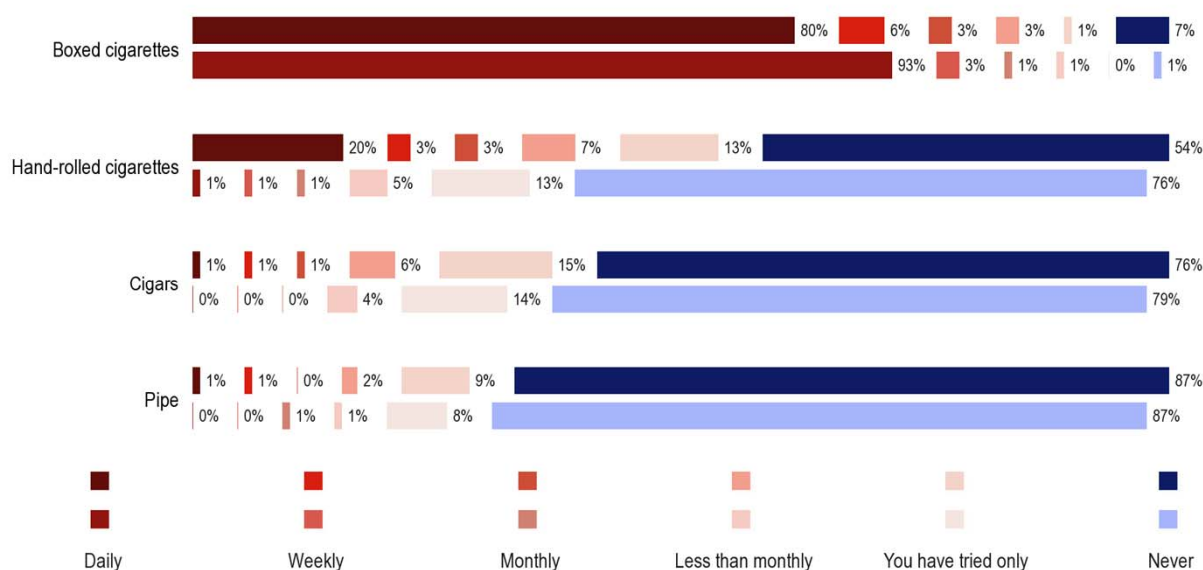
15-24	EU27	RO
	29%	29%
25-39		
	37%	41%
40-54		
	34%	30%
55 +		
	17%	20%

Difficulties paying bills

Most of the time	EU27	RO
	46%	34%
From time to time		
	34%	32%
Almost never		
	23%	28%

Socio-demographic breakdown

QD7. How often do you use the following tobacco products?



Daily

Weekly

Monthly

Less than monthly

You have tried only once or twice

Never

Base: Current smokers

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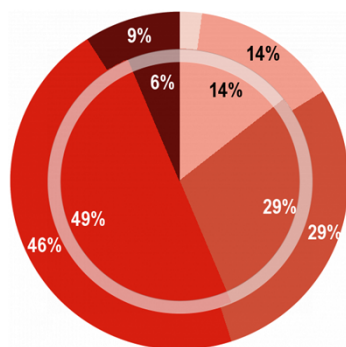
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2. TOBACCO CONSUMPTION AND PURCHASING TOBACCO

QD8. On average, how many cigarettes do you smoke each day?



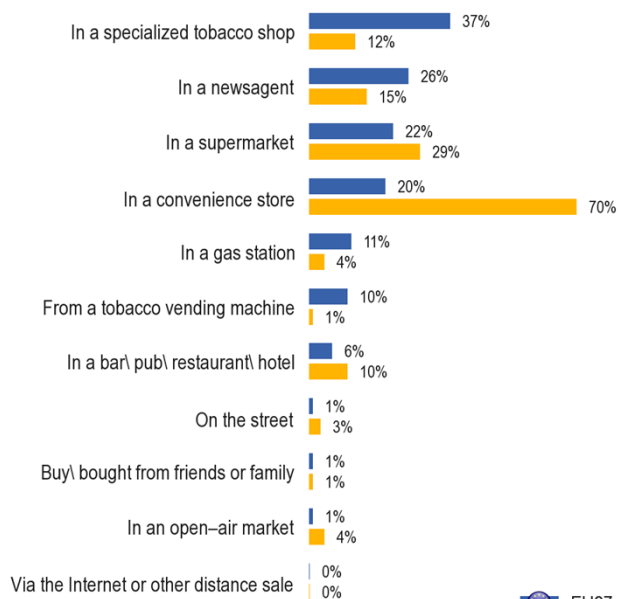
EU27  Outer pie RO  Inner pie

	EU27		RO	
	EB77.1	EB77.1- EB72.3	EB77.1	EB77.1- EB72.3
Less than 1 cigarette	2%	- 1	0%	- 1
From 1 to 5 cigarettes	14%	- 2	14%	+ 2
From 6 to 10 cigarettes	29%	+ 3	29%	+ 6
From 11 to 20 cigarettes	46%	+ 3	49%	+ 2
21 cigarettes or more	9%	- 2	6%	- 1

References: EB77.1 (02-03/2012), EB72.3 (10/2009)

Base: Current and ex-cigarettes smokers

QD16. Where do/did you regularly buy tobacco products?

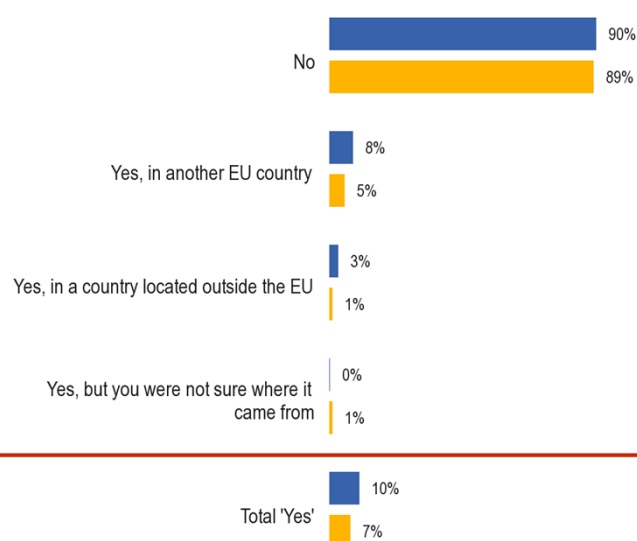


Base: Current and ex-smokers

EU27 
RO 

2. PURCHASING TOBACCO (cont.)

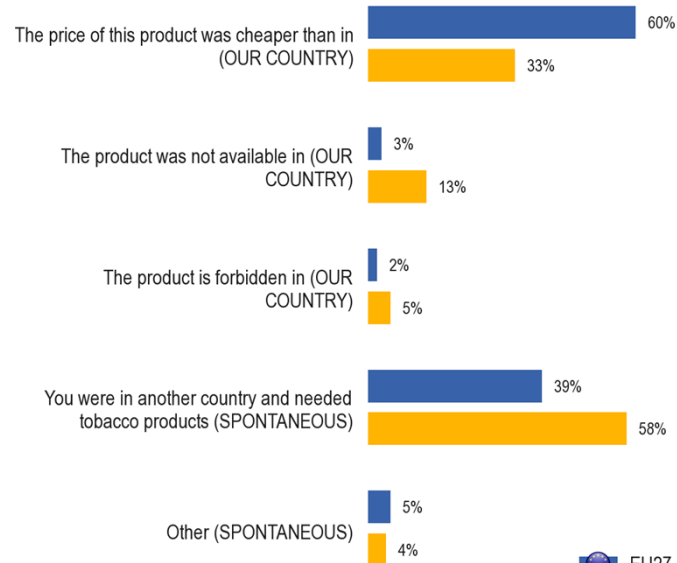
QD18. In the past 12 months, have you bought tobacco products in another country than (OUR COUNTRY)?



Base: All respondents

EU27 
RO 

QD19. For what reasons have you bought tobacco products in another country?



Base: Respondents who bought tobacco products in another country

EU27 
RO 

EUROBAROMETER 77.1 RESULTS FOR ROMANIA



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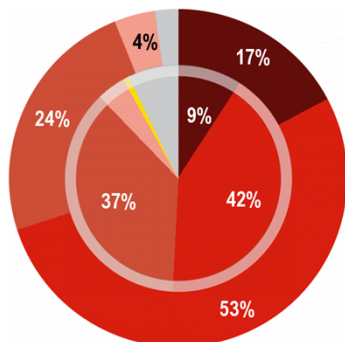
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3. STARTING/STOPPING SMOKING

QD5. How old were you when you started smoking on a regular basis, i.e at least once a week?

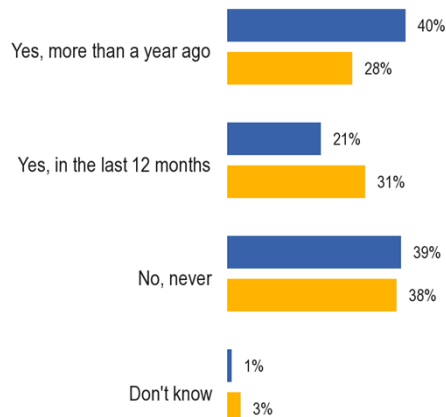


● Less than 15 years old
● Between 15 and 18 years old
● Between 19 and 25 years old
● Older than 25 years old
● Refusal
● Don't know

EU27 Outer pie RO Inner pie

Base: Current and ex-smokers

QD12. Have you ever tried to quit smoking?



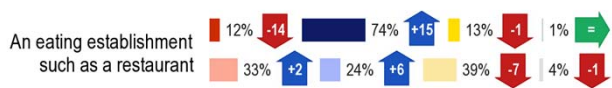
Total 'Yes' 60% (EU27) 59% (RO)

EU27
RO

Base: Current smokers

4. EXPOSURE TO TOBACCO SMOKE

QD10. The last time you visited ... in the last 6 months in (OUR COUNTRY), were people smoking inside?



EU27
RO

Yes

No

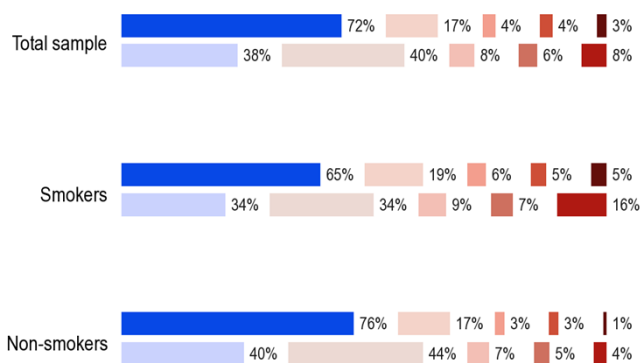
Have not visited in the last 6 months (SPONTANEOUS)

Don't know

Evolution
02-03/2012-10/2009

Base: All respondents

QD11. How often are you exposed to tobacco smoke indoors at your workplace?



EU27
RO

Never or almost never

Occasionally

Less than 1 hour a day

1 - 5 hours a day

More than 5 hours a day

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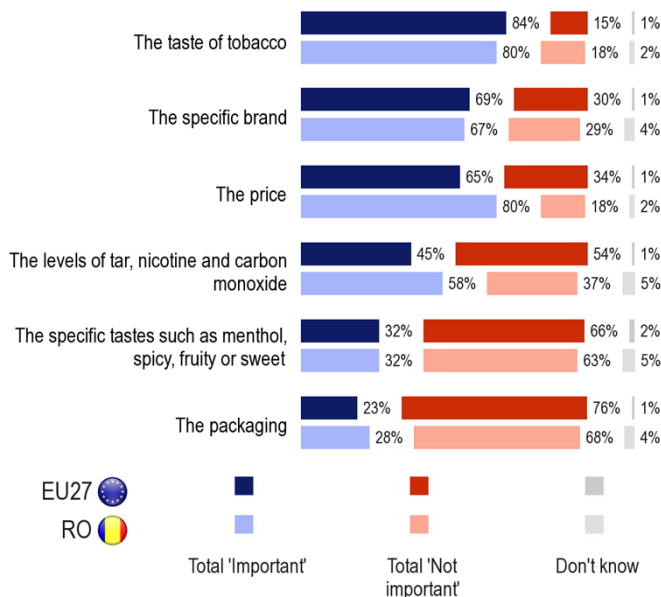
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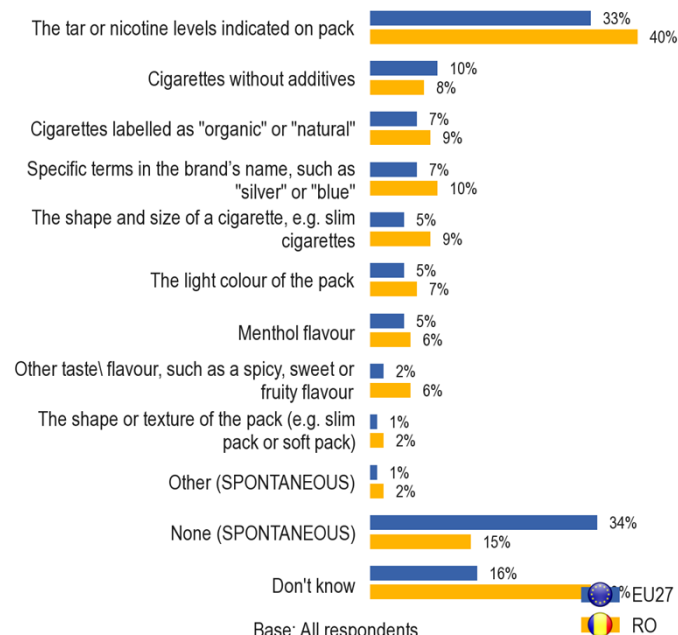
5. AWARENESS AND ATTITUDES

QD9. How important is\ was each of the following factors in your choice of brand of cigarettes?



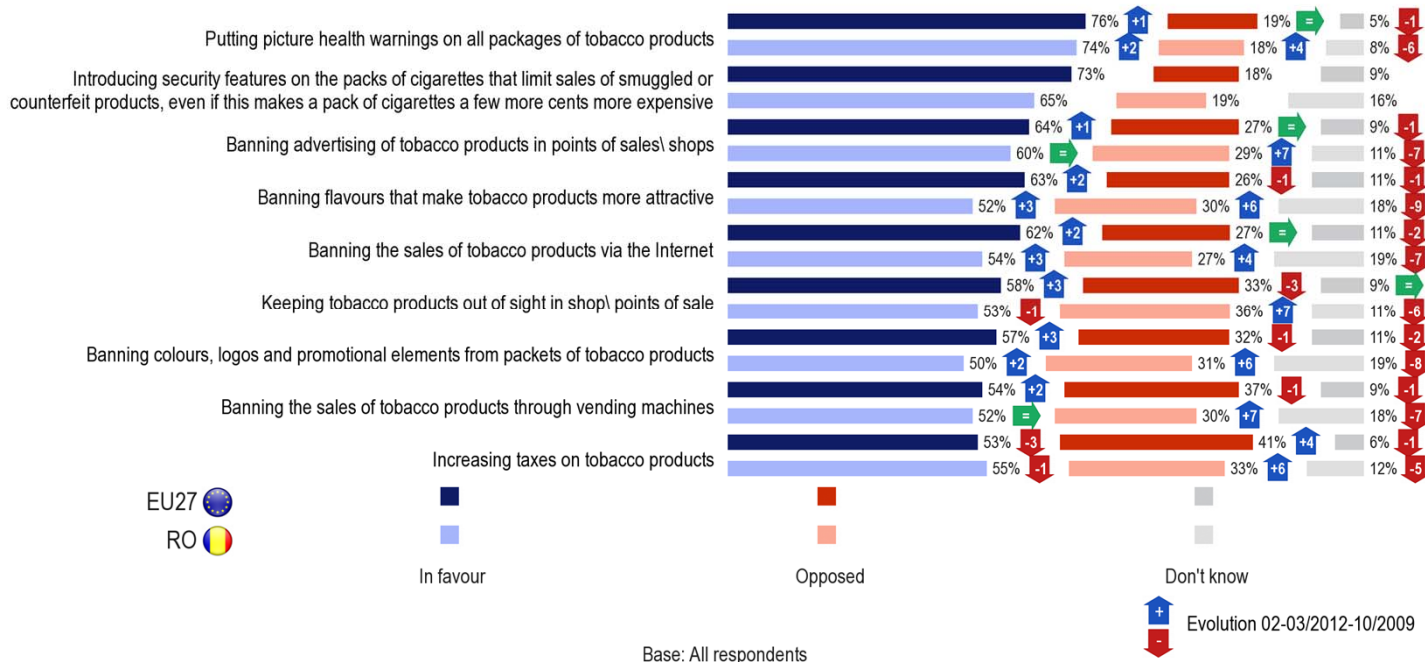
Base: Current and ex-cigarettes smokers

QD15. Which of the following characteristics do you consider indicate that a cigarette brand is less harmful than others?



Base: All respondents

QD22. Would you be in favour of or opposed to any of the following measures?



Base: All respondents