

# SURVEY OF PUBLIC ATTITUDES THROUGHOUT EUROPE

January 2024

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## **KEY SPECIFICATIONS**

**SAMPLE:** N=14,119 legal age, general population adults throughout Europe (approximately n=1,000 per country)

**GEOGRAPHY:** Belgium, Bulgaria, Croatia, Czech Republic, France, Greece, Italy, Lithuania, Poland, Portugal, Romania, Slovakia, Spain, Ukraine

**WEIGHTING:** Data has been weighted by age, gender, and tobacco/nicotine product consumption per country to reflect national population statistics.

**METHODOLOGY:** Online

**FIELDWORK DATES:** 29 December 2023 – 31 January 2024

**FIELDWORK PROVIDER:** Povaddo

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Q1. First, what is your age?

|     |             |
|-----|-------------|
| 5%  | 18 – 24     |
| 7%  | 25 – 29     |
| 13% | 30 – 34     |
| 8%  | 35 – 39     |
| 9%  | 40 – 44     |
| 9%  | 45 – 49     |
| 10% | 50 – 54     |
| 13% | 55 – 59     |
| 9%  | 60 – 64     |
| 8%  | 65 – 69     |
| 6%  | 70 – 74     |
| 3%  | 75 or older |

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Q2. Next, what is your gender?

|     |                   |
|-----|-------------------|
| 50% | Male              |
| 50% | Female            |
| *%  | Prefer not to say |

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Q3. Are you – or is any member of your immediate family – currently employed with/as:

|    |  |
|----|--|
| 0% | A newspaper, radio, or television station    |
| 0% | A market research or opinion research firm   |
| 0% | An elected official                          |
| 0% | A senior or policy making role in government |
| 0% | A body of the European Union                 |

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Q4. Generally speaking, do you feel things in [INSERT COUNTRY] are headed in the right direction or the wrong direction? *And, do you feel strongly about that?*

**33% TOTAL RIGHT DIRECTION**  
**56% TOTAL WRONG DIRECTION**  
6% Right direction – strongly  
27% Right direction – somewhat  
27% Wrong direction – somewhat  
29% Wrong direction – strongly  
11% Unsure

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[ASK IN EU MEMBER STATES]

Q5. And, thinking about the European Union (EU) as a whole, do you think things are headed in the right direction or the wrong direction? *And, do you feel strongly about that?*

**37% TOTAL RIGHT DIRECTION**  
**51% TOTAL WRONG DIRECTION**  
4% Right direction – strongly  
32% Right direction – somewhat  
30% Wrong direction – somewhat  
21% Wrong direction – strongly  
12% Unsure

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Q6. What do you consider to be the TWO most pressing issue of the day currently facing the EU?

34% Rising prices / inflation / cost of living  
32% The war in Ukraine  
27% Immigration  
22% The general economic situation  
16% The environment and climate change  
9% The conflict between Israel and Palestine  
7% Energy supply  
7% Terrorism  
6% Public health  
5% The state of Member States' public finances  
5% The EU's influence in the world  
5% International affairs (beyond Ukraine & Gaza)  
5% Crime  
4% Unemployment  
4% Taxation  
3% Pensions  
3% Other (specify)  
3% Unsure

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[ASK IN EU MEMBER STATES]

Q7. Which of the following statements do you agree with most, even if you don't agree with either fully: [ROTATE OPTIONS]

- 22% The EU is focused on the most pressing issues of the day.
  - 55% The EU is not focused on the most pressing issues of the day because it is distracted by other, less important issues.
  - 24% Unsure
- 

[ASK IN EU MEMBER STATES]

Please indicate whether you agree or disagree with each of the following statements. [RANDOMIZE]

Q8a. The European Union often makes decisions without considering potential unintended consequences.

- 63% TOTAL AGREE**
- 26% TOTAL DISAGREE**
- 22% Strongly agree
- 41% Somewhat agree
- 20% Somewhat disagree
- 6% Strongly disagree
- 11% Unsure

Q8b. Decisions taken by the EU in Brussels don't fully recognize the impact these decisions will have on Member State finances.

- 66% TOTAL AGREE**
- 21% TOTAL DISAGREE**
- 22% Strongly agree
- 44% Somewhat agree
- 16% Somewhat disagree
- 5% Strongly disagree
- 13% Unsure

Q8c. In the past, the EU has passed regulations which have had a negative impact on Member States and ordinary EU citizens.

- 61% TOTAL AGREE**
- 22% TOTAL DISAGREE**
- 22% Strongly agree
- 39% Somewhat agree
- 17% Somewhat disagree
- 5% Strongly disagree
- 18% Unsure

Q8d. Making the same rules, regulations, and tax rates across all EU Member States can lead to unforeseen, negative consequences.

**63% TOTAL AGREE**  
**24% TOTAL DISAGREE**  
24% Strongly agree  
40% Somewhat agree  
16% Somewhat disagree  
8% Strongly disagree  
13% Unsure

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Q9. Please indicate whether you agree or disagree with the following statement:

*Regulating and taxing consumer products based on scientific evidence can play a role in encouraging citizens to make better lifestyle choices.*

**59% TOTAL AGREE**  
**26% TOTAL DISAGREE**  
15% Strongly agree  
44% Somewhat agree  
17% Somewhat disagree  
10% Strongly disagree  
14% Unsure

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*Switching topics...*

Q10. Have you recently seen, read, or heard anything about illicit tobacco and nicotine containing products in [INSERT COUNTRY]?

*Throughout the survey, the term "illicit tobacco and nicotine-containing products" means cigarettes, e-cigarettes, and other nicotine containing products that are counterfeit or smuggled in from other countries.*

38% Yes  
47% No  
15% Unsure

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Q11. Do you believe [INSERT COUNTRY] has a problem with illicit tobacco and nicotine-containing products?

**60% TOTAL YES**  
**18% TOTAL NO**  
22% Yes – definitely  
38% Yes  
16% No  
2% No – definitely not  
22% Unsure

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[ASK IN EU MEMBER STATES]

Q12. And, do you believe the European Union has a problem with illicit tobacco and nicotine-containing products?

**60% TOTAL YES**  
**14% TOTAL NO**  
20% Yes – definitely  
39% Yes  
13% No  
2% No – definitely not  
26% Unsure

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[ASK IN EU MEMBER STATES]

Q13. Approximately, how much tax revenue do you believe was lost in the European Union in 2022 because of illicit tobacco and nicotine-containing products?

5% Less than EUR 1 billion  
16% Between EUR 1 billion and 5 billion  
13% Between EUR 5 billion and 10 billion  
6% Between EUR 10 billion and 15 billion  
6% More than EUR 15 billion  
1% Other (SPECIFY)  
53% Unsure

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[ASK IN BELGIUM]

Q14. And, approximately, how much tax revenue do you believe was lost in Belgium in 2022 because of illicit tobacco and nicotine-containing products?

6% Less than EUR 1 million  
20% Between EUR 1 million and 100 million  
10% Between EUR 100 million and 200 million  
7% Between EUR 200 million and 400 million  
6% More than EUR 400 million  
\*% Other (specify)  
50% Unsure

[ASK IN BULGARIA]

Q14. And, approximately, how much tax revenue do you believe was lost in Bulgaria in 2022 because of illicit tobacco and nicotine-containing products?

10% Less than EUR 1 million  
18% Between EUR 1 million and 10 million  
10% Between EUR 10 million and 25 million  
5% Between EUR 25 million and 50 million  
7% More than EUR 50 million  
1% Other (specify)  
49% Unsure

[ASK IN CROATIA]

Q14. And, approximately, how much tax revenue do you believe was lost in Croatia in 2022 because of illicit tobacco and nicotine-containing products?

- 11% Less than EUR 1 million
- 24% Between EUR 1 million and 10 million
- 13% Between EUR 10 million and 25 million
- 5% Between EUR 25 million and 50 million
- 5% More than EUR 50 million
- 1% Other (specify)
- 42% Unsure

[ASK IN CZECH REPUBLIC]

Q14. And, approximately, how much tax revenue do you believe was lost in Czech Republic in 2022 because of illicit tobacco and nicotine-containing products?

- 12% Less than EUR 1 million
- 19% Between EUR 1 million and 25 million
- 10% Between EUR 25 million and 50 million
- 3% Between EUR 50 million and 100 million
- 3% More than EUR 100 million
- \*% Other (specify)
- 53% Unsure

[ASK IN FRANCE]

Q14. And, approximately, how much tax revenue do you believe was lost in France in 2022 because of illicit tobacco and nicotine-containing products?

- 6% Less than EUR 500 million
- 16% Between EUR 500 million and 1 billion
- 19% Between EUR 1 billion and 5 billion
- 9% Between EUR 5 billion and 10 billion
- 4% More than EUR 10 billion
- \*% Other (specify)
- 45% Unsure

[ASK IN GREECE]

Q14. And, approximately, how much tax revenue do you believe was lost in Greece in 2022 because of illicit tobacco and nicotine-containing products?

- 10% Less than EUR 100 million
- 18% Between EUR 100 million and 250 million
- 14% Between EUR 250 million and 500 million
- 7% Between EUR 500 million and 750 million
- 12% More than EUR 750 million
- \*% Other (specify)
- 39% Unsure

[ASK IN ITALY]

Q14. And, approximately, how much tax revenue do you believe was lost in Italy in 2022 because of illicit tobacco and nicotine-containing products?

- 5% Less than EUR 1 million
- 12% Between EUR 1 million and 100 million
- 8% Between EUR 100 million and 200 million
- 5% Between EUR 200 million and 400 million
- 8% More than EUR 400 million
- 1% Other (specify)
- 61% Unsure

[ASK IN LITHUANIA]

Q14. And, approximately, how much tax revenue do you believe was lost in Lithuania in 2022 because of illicit tobacco and nicotine-containing products?

- 12% Less than EUR 1 million
- 26% Between EUR 1 million and 25 million
- 8% Between EUR 25 million and 50 million
- 7% Between EUR 50 million and 100 million
- 4% More than EUR 100 million
- 2% Other (specify)
- 41% Unsure

[ASK IN POLAND]

Q14. And, approximately, how much tax revenue do you believe was lost in Poland in 2022 because of illicit tobacco and nicotine-containing products?

- 9% Less than EUR 1 million
- 17% Between EUR 1 million and 100 million
- 7% Between EUR 100 million and 200 million
- 6% Between EUR 200 million and 400 million
- 4% More than EUR 400 million
- 1% Other (specify)
- 55% Unsure

[ASK IN PORTUGAL]

Q14. And, approximately, how much tax revenue do you believe was lost in Portugal in 2022 because of illicit tobacco and nicotine-containing products?

- 6% Less than EUR 1 million
- 17% Between EUR 1 million and 10 million
- 6% Between EUR 10 million and 25 million
- 5% Between EUR 25 million and 50 million
- 4% More than EUR 50 million
- 1% Other (specify)
- 61% Unsure

[ASK IN ROMANIA]

Q14. And, approximately, how much tax revenue do you believe was lost in Romania in 2022 because of illicit tobacco and nicotine-containing products?

- 10% Less than EUR 1 million
- 19% Between EUR 1 million and 100 million
- 8% Between EUR 100 million and 200 million
- 6% Between EUR 200 million and 400 million
- 9% More than EUR 400 million
- 1% Other (specify)
- 47% Unsure

[ASK IN SLOVAKIA]

Q14. And, approximately, how much tax revenue do you believe was lost in Slovakia in 2022 because of illicit tobacco and nicotine-containing products?

- 12% Less than EUR 1 million
- 22% Between EUR 1 million and 10 million
- 11% Between EUR 10 million and 25 million
- 4% Between EUR 25 million and 50 million
- 3% More than EUR 50 million
- 1% Other (specify)
- 48% Unsure

[ASK IN SPAIN]

Q14. And, approximately, how much tax revenue do you believe was lost in Spain in 2022 because of illicit tobacco and nicotine-containing products?

- 3% Less than EUR 1 million
- 9% Between EUR 1 million and 100 million
- 6% Between EUR 100 million and 200 million
- 6% Between EUR 200 million and 400 million
- 6% More than EUR 400 million
- 1% Other (specify)
- 69% Unsure

[ASK IN UKRAINE]

Q14. And, approximately, how much tax revenue do you believe was lost in Ukraine in 2022 because of illicit tobacco and nicotine-containing products?

- 11% Less than EUR 100 million
- 14% Between EUR 100 million and 250 million
- 9% Between EUR 250 million and 500 million
- 4% Between EUR 500 million and 750 million
- 6% More than EUR 750 million
- 1% Other (specify)
- 55% Unsure



Still thinking about illicit tobacco and nicotine-containing products, please indicate whether you agree or disagree with each of the following statements. [RANDOMIZE]

Q15. Illicit trade in tobacco and nicotine-containing products undermines efforts to reduce smoking rates.

**65% TOTAL AGREE**  
**23% TOTAL DISAGREE**  
29% Strongly agree  
36% Somewhat agree  
15% Somewhat disagree  
8% Strongly disagree  
13% Unsure

Q16. Illicit trade in tobacco and nicotine-containing products undermines efforts to prevent minors from accessing these products.

**69% TOTAL AGREE**  
**18% TOTAL DISAGREE**  
35% Strongly agree  
35% Somewhat agree  
12% Somewhat disagree  
6% Strongly disagree  
12% Unsure

Q17. Extreme tax increases can lead to an increase in illicit tobacco sales as smokers turn to other sources to buy cheaper tobacco and nicotine-containing products.

**80% TOTAL AGREE**  
**10% TOTAL DISAGREE**  
41% Strongly agree  
39% Somewhat agree  
7% Somewhat disagree  
3% Strongly disagree  
10% Unsure

Q18. Illicit trade in tobacco and nicotine-containing products robs governments of significant tax revenue.

**77% TOTAL AGREE**  
**11% TOTAL DISAGREE**  
42% Strongly agree  
35% Somewhat agree  
8% Somewhat disagree  
3% Strongly disagree  
12% Unsure

Q19. Illicit trade in tobacco and nicotine-containing products can have serious negative consequences on security, safety, and public health in [INSERT COUNTRY].

**73% TOTAL AGREE**  
**15% TOTAL DISAGREE**  
36% Strongly agree  
36% Somewhat agree  
11% Somewhat disagree  
4% Strongly disagree  
12% Unsure

Q20. Illicit trade in tobacco makes it less likely that adult smokers will either fully quit or switch to a better alternative by ensuring a constant supply of cheap cigarettes.

**61% TOTAL AGREE**  
**26% TOTAL DISAGREE**  
24% Strongly agree  
36% Somewhat agree  
16% Somewhat disagree  
10% Strongly disagree  
14% Unsure

Q21. Banning certain tobacco and nicotine-containing products will not actually lead to a reduction in consumption. Instead, consumers will just seek out these products on the black market.

**74% TOTAL AGREE**  
**15% TOTAL DISAGREE**  
33% Strongly agree  
41% Somewhat agree  
11% Somewhat disagree  
4% Strongly disagree  
11% Unsure

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Please indicate whether you agree or disagree with each of the following statements.

Q22. Eliminating illicit trade in tobacco and nicotine-containing products is an essential component of tobacco control policy.

**71% TOTAL AGREE**  
**15% TOTAL DISAGREE**  
32% Strongly agree  
39% Somewhat agree  
11% Somewhat disagree  
4% Strongly disagree  
14% Unsure

Q23. Governments must take into account illicit trade as an unintended consequence when deciding how to regulate and tax tobacco and nicotine-containing products.

**74% TOTAL AGREE**  
**12% TOTAL DISAGREE**  
32% Strongly agree  
42% Somewhat agree  
9% Somewhat disagree  
3% Strongly disagree  
14% Unsure

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Q24. When deciding how to regulate and tax tobacco and nicotine-containing products, do you believe the EU in Brussels appropriately takes into account the possibility that these decisions may actually encourage less educated and/or lower income individuals to seek illicit products instead of legal products?

**56% TOTAL YES**  
**21% TOTAL NO**  
20% Yes – definitely  
36% Yes  
16% No  
5% No – definitely not  
22% Unsure

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Q25. When deciding how to regulate and tax tobacco and nicotine-containing products, do you believe the EU in Brussels appropriately takes into account the possibility that these decisions may actually encourage adult smokers to keep using cigarettes instead of switching to scientifically substantiated, less risky alternatives products?

**46% TOTAL YES**  
**25% TOTAL NO**  
11% Yes – definitely  
35% Yes  
20% No  
5% No – definitely not  
29% Unsure

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*Switching topics...*

Please indicate how familiar you are with each of the following. By familiar, this means you are aware of the product and have an understanding of how it operates. [RANDOMIZE]

Q26a. E-cigarettes / Electronic cigarettes

**45% TOTAL FAMILIAR**  
**52% TOTAL UNFAMILIAR**  
12% Very familiar  
33% Somewhat familiar  
31% Know the name, but not very familiar  
20% Not at all familiar  
3% Unsure

Q26b. Heated tobacco products

**27% TOTAL FAMILIAR**  
**69% TOTAL UNFAMILIAR**  
7% Very familiar  
19% Somewhat familiar  
27% Know the name, but not very familiar  
42% Not at all familiar  
5% Unsure

Q26c. Oral nicotine products

**14% TOTAL FAMILIAR**  
**81% TOTAL UNFAMILIAR**  
3% Very familiar  
11% Somewhat familiar  
23% Know the name, but not very familiar  
58% Not at all familiar  
6% Unsure

Q26d. Nicotine pouches

**10% TOTAL FAMILIAR**  
**85% TOTAL UNFAMILIAR**  
2% Very familiar  
8% Somewhat familiar  
20% Know the name, but not very familiar  
64% Not at all familiar  
5% Unsure

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Please indicate whether you agree or disagree with each of the following statements. [RANDOMIZE]

Q27. Adult smokers should be given accurate, scientifically substantiated information that smoke-free alternatives to cigarettes, such as e-cigarettes and heated tobacco products, are less risky than continued smoking, even if these alternatives are not risk free.

**69% TOTAL AGREE**  
**13% TOTAL DISAGREE**  
31% Strongly agree  
38% Somewhat agree  
9% Somewhat disagree  
4% Strongly disagree  
17% Unsure

Q28. Interested adult smokers can be encouraged to switch to scientifically substantiated, less risky alternatives by taxing these products lower than cigarettes but still high enough to discourage use by youth or non-smokers.

**66% TOTAL AGREE**  
**17% TOTAL DISAGREE**  
24% Strongly agree  
42% Somewhat agree  
11% Somewhat disagree  
6% Strongly disagree  
17% Unsure

Q29. The EU should dedicate time and resources to eradicating smoking by encouraging all smokers to either quit completely or switch to a scientifically substantiated less risky alternative.

**67% TOTAL AGREE**  
**18% TOTAL DISAGREE**  
28% Strongly agree  
39% Somewhat agree  
12% Somewhat disagree  
6% Strongly disagree  
16% Unsure

[ASK IN EU MEMBER STATES]

Q30. My country should ensure the EU fully review all available evidence on smoke-free alternatives, such as e-cigarettes and heated tobacco products, before making decisions on how to tax and regulate these products.

**70% TOTAL AGREE**  
**13% TOTAL DISAGREE**  
29% Strongly agree  
41% Somewhat agree  
9% Somewhat disagree  
3% Strongly disagree  
18% Unsure

[ASK IN UKRAINE ONLY]

Q31. I would support my country's government reviewing all available evidence on smoke-free alternatives, such as e-cigarettes and heated tobacco products, before making decisions on how to tax and regulate these products.

**78% TOTAL AGREE**  
**10% TOTAL DISAGREE**  
47% Strongly agree  
32% Somewhat agree  
6% Somewhat disagree  
4% Strongly disagree  
12% Unsure

Q32. Governments can help improve public health by endorsing policies which encourage adult smokers who don't quit altogether to switch to innovative smoke-free alternatives that have the potential to be less harmful than continued smoking.

**67% TOTAL AGREE**  
**16% TOTAL DISAGREE**  
24% Strongly agree  
44% Somewhat agree  
11% Somewhat disagree  
5% Strongly disagree  
16% Unsure

Q33. No single smoke-free alternative can satisfy every single smoker. It is important to have a wide range of scientifically substantiated less risky alternatives in order to give as many smokers as possible the option to quit cigarettes.

**69% TOTAL AGREE**  
**14% TOTAL DISAGREE**  
28% Strongly agree  
41% Somewhat agree  
10% Somewhat disagree  
4% Strongly disagree  
17% Unsure

Q34. Organizations like the EU in Brussels and WHO in Geneva should put more focus on harm reduction by encouraging smokers to use less harmful products rather spending most of their time and energy trying to eliminate tobacco use altogether.

**66% TOTAL AGREE**  
**18% TOTAL DISAGREE**  
26% Strongly agree  
40% Somewhat agree  
12% Somewhat disagree  
6% Strongly disagree  
16% Unsure

Q35. Please indicate whether you agree or disagree with the following statement:

*Individual countries should be free to set their own policies for tobacco and nicotine-containing products instead of following regional or global mandates.*

**65% TOTAL AGREE**  
**23% TOTAL DISAGREE**  
28% Strongly agree  
38% Somewhat agree  
16% Somewhat disagree  
7% Strongly disagree  
12% Unsure

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Q36. In recent years, do you believe that international organizations like the World Health Organization have been too aligned with special interests and the demands by large countries?

**52% TOTAL YES**  
**18% TOTAL NO**  
20% Yes – definitely  
32% Yes  
14% No  
4% No – definitely not  
30% Unsure

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Q37. Have you ever heard of the Framework Convention on Tobacco Control (FCTC) which is an international treaty negotiated under the backing of the WHO?

7% Yes  
76% No  
17% Unsure

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Q38. For how many years do you believe the participants of the WHO's Framework Convention on Tobacco Control (FCTC) have been debating whether reduced risk products could be useful for smokers?

9% 1-5 years  
14% 6-10 years  
8% 11-15 years  
5% 16-20 years  
3% 21-25 years  
1% 26-30 years  
4% More than 30 years  
56% Unsure

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*Now, just a few final questions for statistical purposes...*

Please indicate whether you regularly use, occasionally use, formerly used, or have never used each of the following. [RANDOMIZE]

Q39. Cigarettes (factory made)

**24%** **TOTAL CONSUMER**  
**76%** **TOTAL NON-CONSUMER**  
17% Regularly use  
8% Occasionally use  
34% Formerly used  
41% Never used

Q40. Roll-your-own / Make-your-own cigarettes

**10%** **TOTAL CONSUMER**  
**90%** **TOTAL NON-CONSUMER**  
5% Regularly use  
5% Occasionally use  
19% Formerly used  
71% Never used

Q41. Cigars / Cigarillos

**9%** **TOTAL CONSUMER**  
**91%** **TOTAL NON-CONSUMER**  
2% Regularly use  
8% Occasionally use  
20% Formerly used  
71% Never used

Q42. E-cigarettes or electronic cigarettes

**7%** **TOTAL CONSUMER**  
**93%** **TOTAL NON-CONSUMER**  
3% Regularly use  
4% Occasionally use  
14% Formerly used  
79% Never used

Q43. Heated tobacco products

**5%** **TOTAL CONSUMER**  
**95%** **TOTAL NON-CONSUMER**  
2% Regularly use  
3% Occasionally use  
9% Formerly used  
86% Never used

*\*less than one-half of one percent*



Q44. Oral tobacco or nicotine products

**2%** **TOTAL CONSUMER**  
**98%** **TOTAL NON-CONSUMER**  
1% Regularly use  
1% Occasionally use  
7% Formerly used  
90% Never used

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[ASK TO CURRENT OR OCCASIONAL CIGARETTE/RYO CONSUMERS WHO ARE NOT USING E-CIGARETTES, HEATED TOBACCO PRODUCTS, OR ORAL TOBACCO OR NICOTINE PRODUCTS]

Q45. Please indicate whether you agree or disagree with the following statement:

*I would be less likely to consider switching to a smoke-free alternative product like e-cigarettes, heated tobacco products, or oral nicotine products if these products were taxed and priced the same as cigarettes.*

**52%** **TOTAL AGREE**  
**30%** **TOTAL DISAGREE**  
25% Strongly agree  
27% Somewhat agree  
14% Somewhat disagree  
16% Strongly disagree  
19% Unsure

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[ASK TO CURRENT OR OCCASIONAL CIGARETTE/RYO CONSUMERS WHO ARE NOT USING E-CIGARETTES, HEATED TOBACCO PRODUCTS, OR ORAL TOBACCO OR NICOTINE PRODUCTS]

Please indicate whether you agree or disagree with the following statements. [RANDOMIZE]

Q46. As a smoker, I feel discriminated against.

**55%** **TOTAL AGREE**  
**35%** **TOTAL DISAGREE**  
24% Strongly agree  
30% Somewhat agree  
19% Somewhat disagree  
16% Strongly disagree  
10% Unsure

Q47. As a smoker, I already pay an outsized amount of tax. Further increasing taxes is unfair, especially as inflation continues to soar.

**77%** **TOTAL AGREE**  
**14%** **TOTAL DISAGREE**  
48% Strongly agree  
29% Somewhat agree  
8% Somewhat disagree  
5% Strongly disagree  
9% Unsure

Q48. Decision makers in [INSERT COUNTRY] do not consider the impact to smokers when deciding rules and regulations on tobacco and nicotine-containing products.

**67% TOTAL AGREE**  
**17% TOTAL DISAGREE**  
31% Strongly agree  
37% Somewhat agree  
13% Somewhat disagree  
4% Strongly disagree  
16% Unsure

[ASK IN EU MEMBER STATES]

Q49. Decision makers in the European Union do not consider the impact to smokers when deciding rules and regulations to tobacco and nicotine-containing products.

**65% TOTAL AGREE**  
**17% TOTAL DISAGREE**  
29% Strongly agree  
37% Somewhat agree  
13% Somewhat disagree  
4% Strongly disagree  
18% Unsure

Q50. If decision makers want to really reduce smoking rates, they should consult more with smokers instead of just banning or further restricting products and increasing taxes.

**78% TOTAL AGREE**  
**12% TOTAL DISAGREE**  
43% Strongly agree  
35% Somewhat agree  
8% Somewhat disagree  
4% Strongly disagree  
10% Unsure

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[ASK TO REGULAR OR OCCASIONAL CONSUMERS OF ANY TOBACCO OR NICOTINE-CONTAINING PRODUCT]

Q51. And, if a politician or political party advocated to consult with smokers and consumers of smoke-free alternative products before considering more restrictions or taxes on these products, would that make you...

30% More likely to consider voting for that politician or political party  
11% Less likely to consider voting for that politician or political party  
59% It would have no impact

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[DO NOT ASK IN BELGIUM DUE TO COMPULSORY VOTING]

Q52. Thinking about national-level elections in this country, do you tend to vote in these elections...

|     |                  |
|-----|------------------|
| 62% | All of the time  |
| 22% | Most of the time |
| 7%  | Some of the time |
| 5%  | Rarely           |
| 5%  | Never            |

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[ASK TO REGULAR OR OCCASIONAL SMOKERS] [OPTIONAL]

Q53. And, in the past month, have you purchased cigarettes from street sellers, websites, or any other non-official sales channel, either in your country or abroad?

|     |     |
|-----|-----|
| 10% | Yes |
| 90% | No  |

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< END >