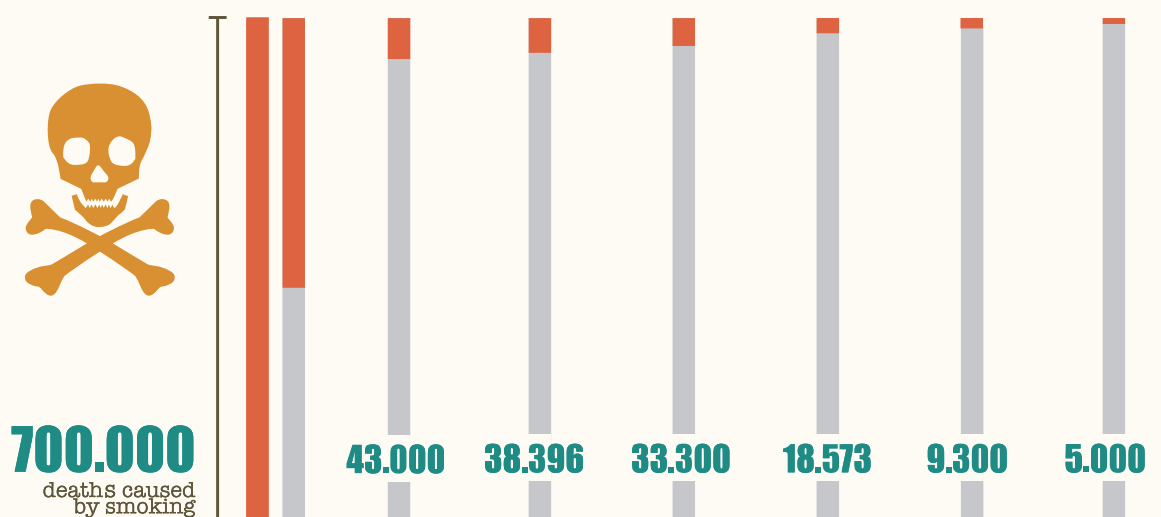


TOBACCO IN THE EU

WHY WE CARE

ANNUAL DEATHS CAUSED BY:

SMOKING CAR ACCIDENTS DRUGS SUICIDES MURDERS AIDS ACCIDENTS at WORK



HOW MUCH

MONEY LOST BECAUSE OF SMOKERS

health care expenditure on smoking related diseases



25 billion



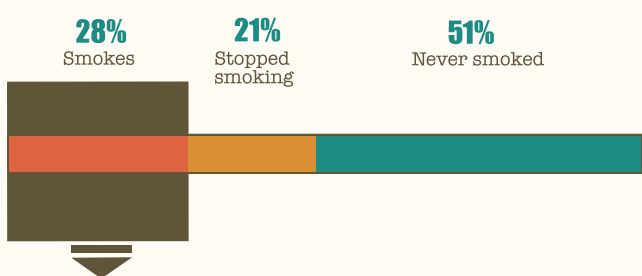
loss due to smokers absenteeism and early retirement



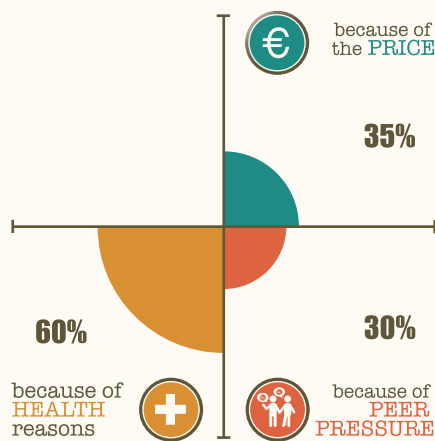
8.3 billion

WHO

SMOKERS PERCENTAGE



REASON TO STOP



SMOKERS GENDER



SMOKERS STARTING AGE



WHERE

- Smokers: 31% - 100%
- Smokers: 25% - 30%
- Smokers: 0% - 25%

