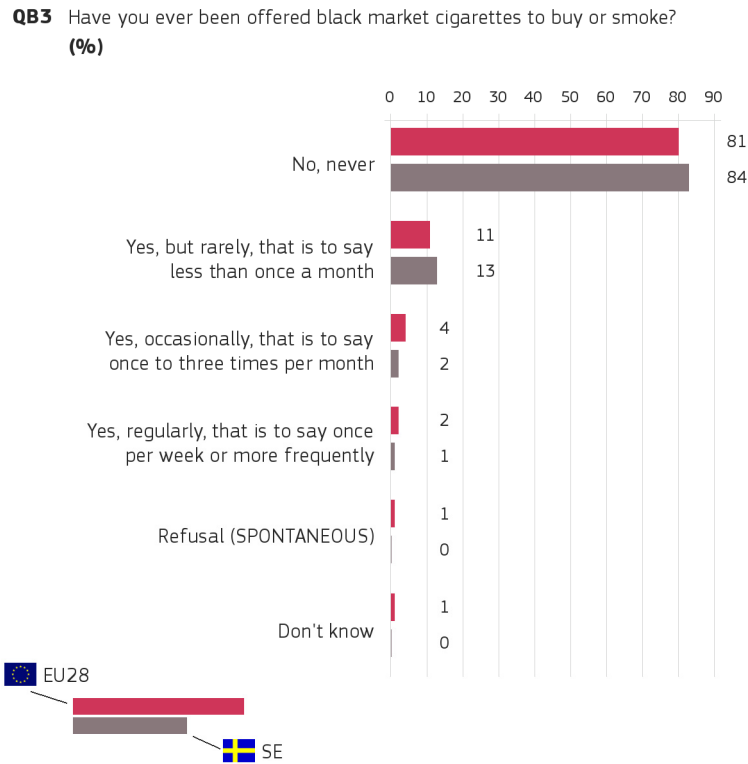


27.643 interviews
04 > 20 / 12 / 2018

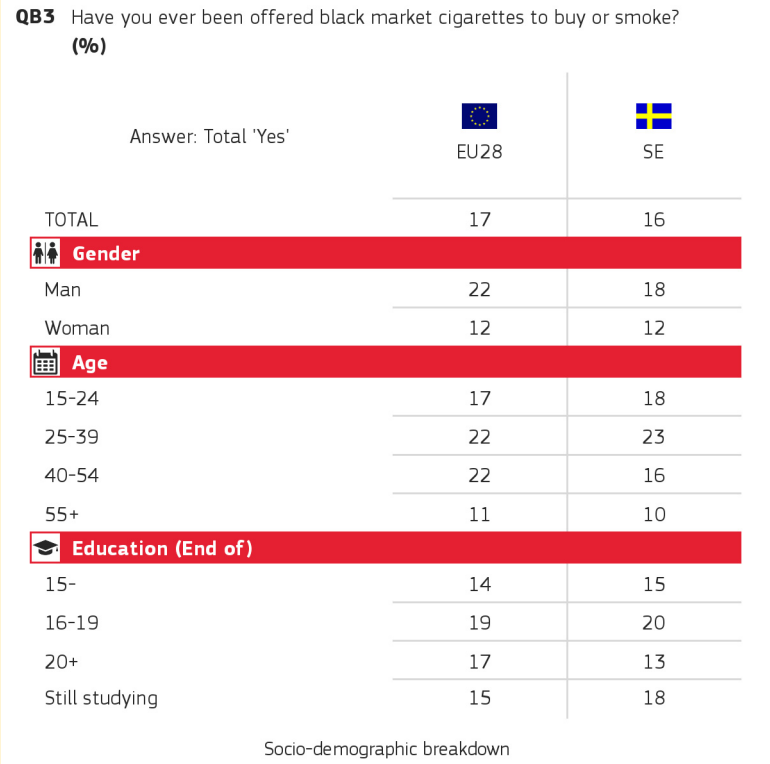
1.072 interviews
04 > 17 / 12 / 2018

Methodology: face-to-face

1. PENETRATION OF CIGARETTES IN THE BLACK MARKET

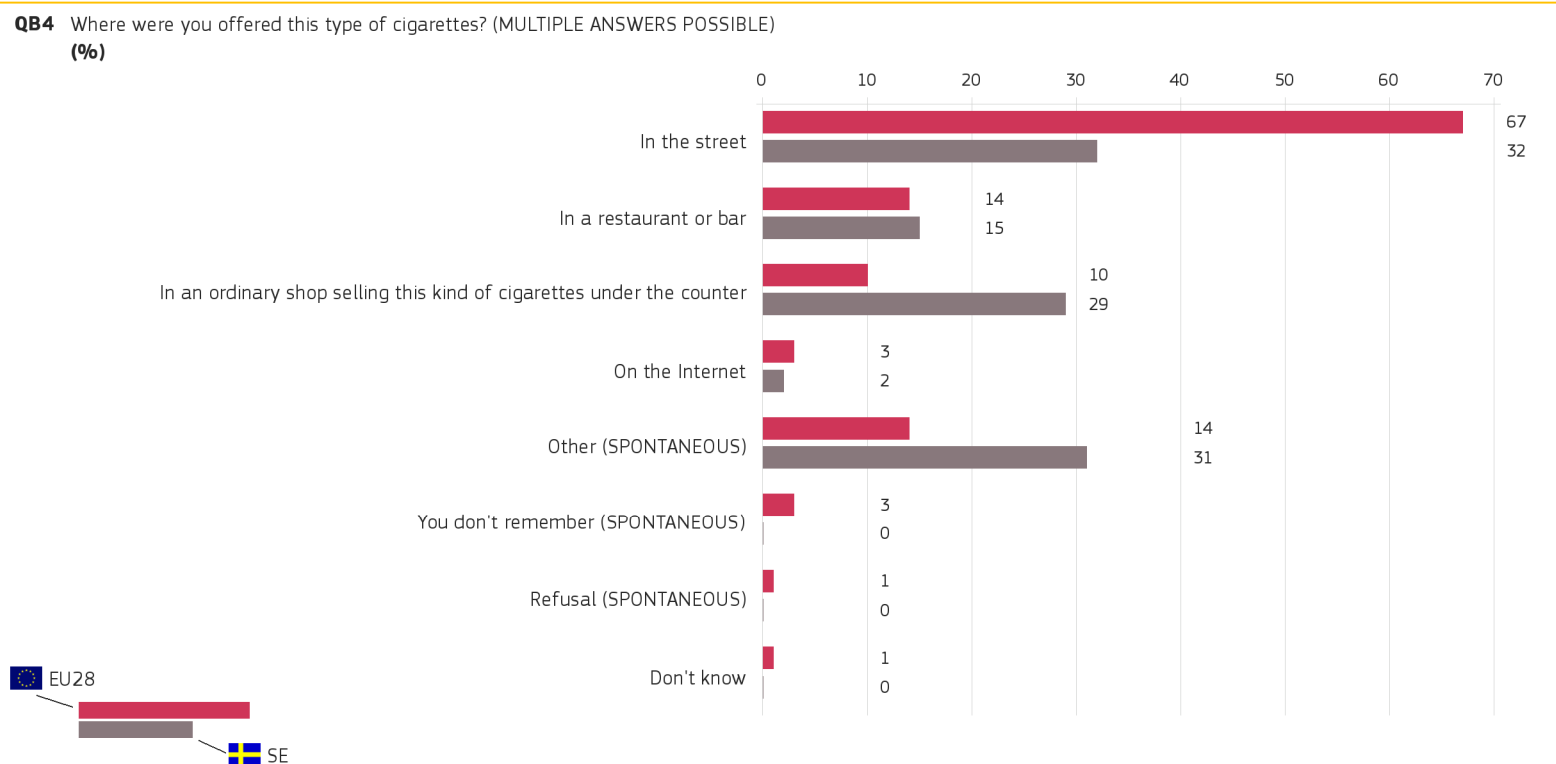


Base: all respondents



Base: all respondents

2. WHERE DO CONSUMERS GET THEIR BLACK MARKET CIGARETTES? (1/2)



Base: respondents who have been offered black market cigarettes to buy or smoke

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Methodology: face-to-face

2. WHERE DO CONSUMERS GET THEIR BLACK MARKET CIGARETTES? (2/2)

QB4 Where were you offered this type of cigarettes?
(MULTIPLE ANSWERS POSSIBLE)
(%)

Answer: In the street	EU28	SE
TOTAL	67	32
Gender		
Man	67	40
Woman	65	20
Age		
15-24	74	46
25-39	64	24
40-54	66	31
55+	66	38
Education (End of)		
15-	66	17
16-19	64	57
20+	69	26
Still studying	68	21

Socio-demographic breakdown

Base: respondents who have been offered black market cigarettes to buy or smoke

QB4 Where were you offered this type of cigarettes?
(MULTIPLE ANSWERS POSSIBLE)
(%)

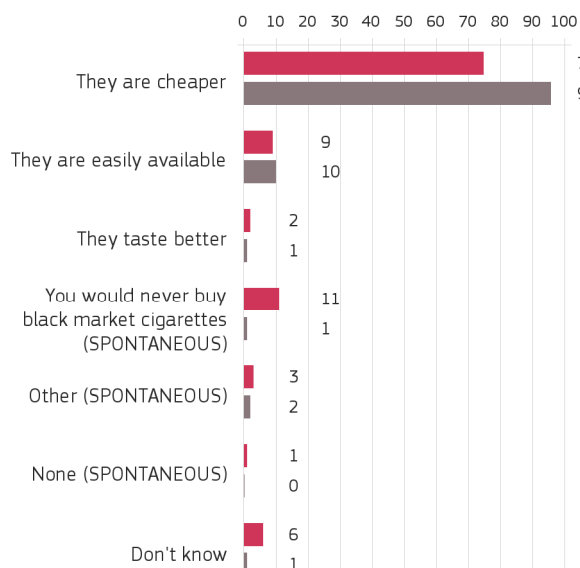
Answer: In a restaurant or bar	EU28	SE
TOTAL	14	15
Gender		
Man	16	16
Woman	11	13
Age		
15-24	16	18
25-39	12	17
40-54	15	15
55+	15	12
Education (End of)		
15-	18	0
16-19	13	19
20+	15	15
Still studying	12	12

Socio-demographic breakdown

Base: respondents who have been offered black market cigarettes to buy or smoke

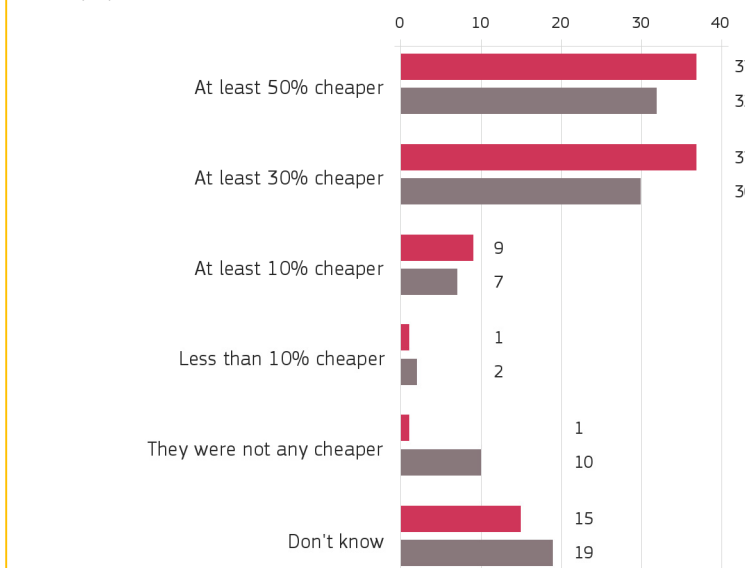
3. REASONS FOR SMOKING BLACK MARKET CIGARETTES

QB7 From your point of view, what are the main reasons for smoking black market cigarettes? (MAX. 2 ANSWERS)
(%)



Base: all respondents

QB5 Approximately how much cheaper, if at all, were the black market cigarettes offered to you compared to legal cigarettes?
(%)



Base: respondents who have been offered black market cigarettes to buy or smoke

27.643 interviews
04 > 20 / 12 / 2018

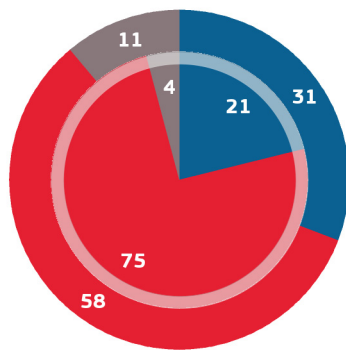
1.072 interviews
04 > 17 / 12 / 2018

Methodology: face-to-face

Sweden

4. CONFIDENCE IN ABILITY TO DISTINGUISH A PACKET OF BLACK MARKET CIGARETTES FROM A LEGAL PACKET

QB6 How confident or not are you that you would be able to distinguish a packet of black market cigarettes from a legal packet? (%)



● Total 'Confident'
● Total 'Not confident'
● Don't know

EU28 Outer pie SE Inner pie

Base: all respondents

QB6 How confident or not are you that you would be able to distinguish a packet of black market cigarettes from a legal packet? (%)

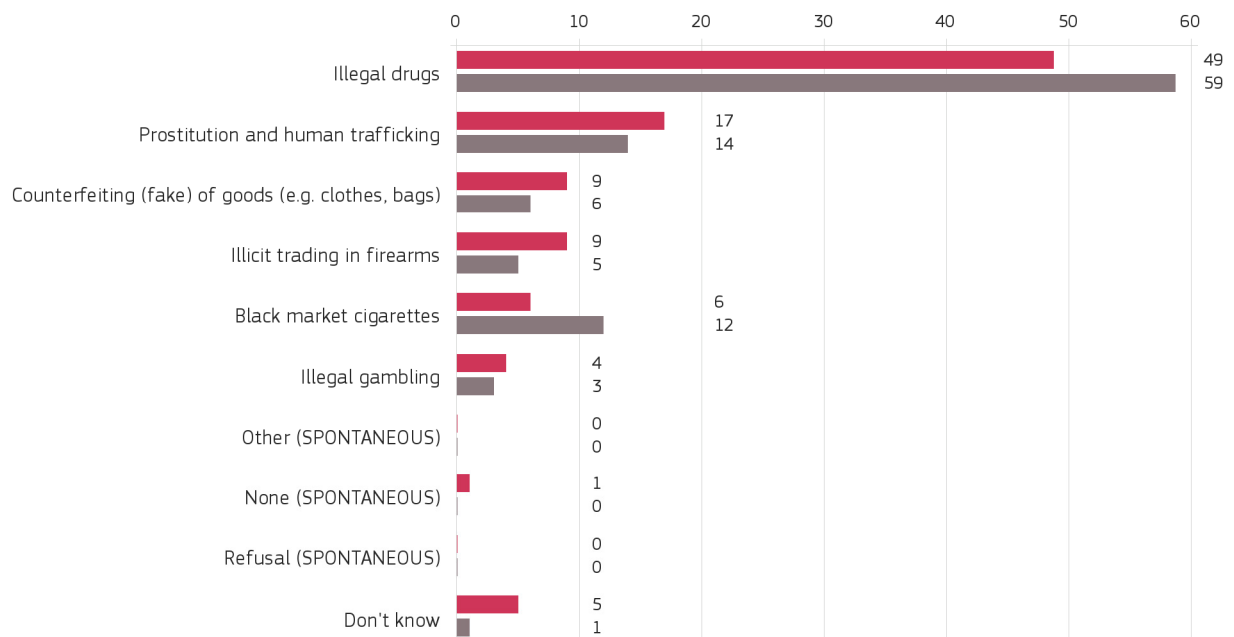
Answer: Total 'Confident'	EU28	SE
TOTAL	31	21
Gender		
Man	38	22
Woman	24	18
Age		
15-24	32	21
25-39	38	16
40-54	35	24
55+	24	20
Education (End of)		
15-	27	38
16-19	36	23
20+	29	19
Still studying	27	17

Socio-demographic breakdown

Base: all respondents

5. SINGLE MOST IMPORTANT SOURCE OF REVENUE FOR ORGANISED CRIME

QB8a Within the EU, which of the following do you think is the most important source of revenue for organised crime? (%)



Base: all respondents

27.643 interviews
04 > 20 / 12 / 2018

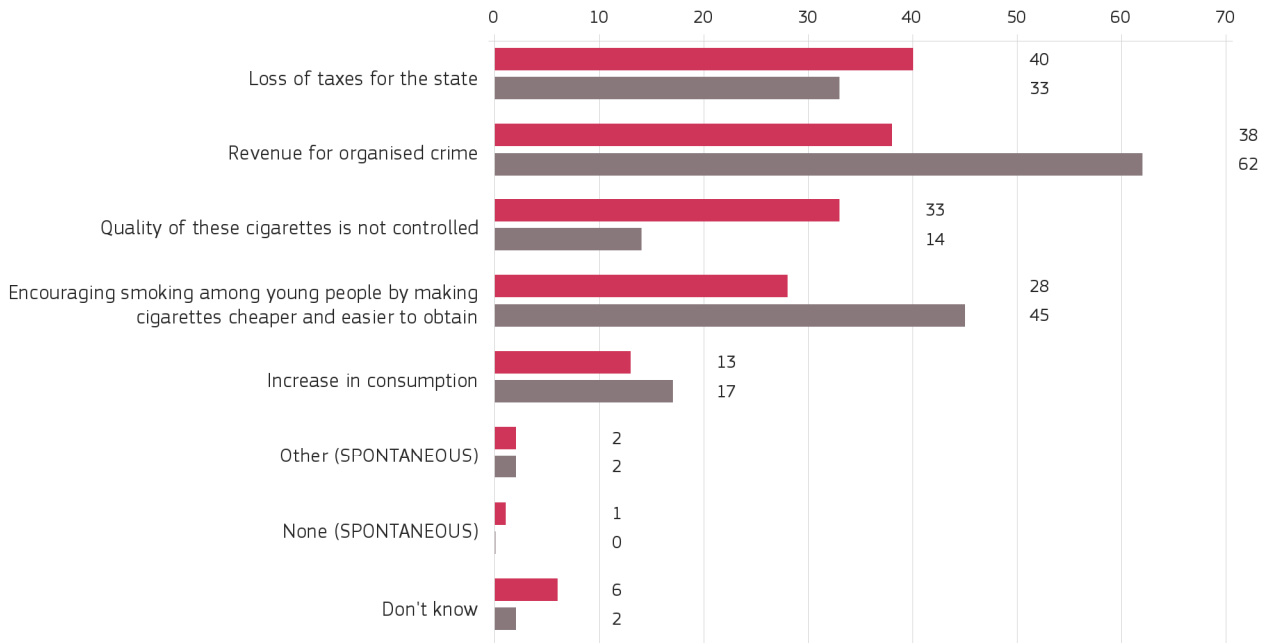
1.072 interviews
04 > 17 / 12 / 2018

Methodology: face-to-face

Sweden

6. MAIN CONCERNS REGARDING CIGARETTES IN THE BLACK MARKET

QB9 From your point of view, what are the main problems of the black market in cigarettes? (MAX. 2 ANSWERS)
(%)



Base: all respondents

QB9 From your point of view, what are the main problems of the black market in cigarettes? (MAX. 2 ANSWERS)
(%)

Answer	EU28 (%)	SE (%)
Loss of taxes for the state	40	33
Gender		
Man	44	33
Woman	37	33
Age		
15-24	29	27
25-39	41	27
40-54	43	31
55+	42	39
Education (End of)		
15-	41	49
16-19	42	37
20+	42	33
Still studying	28	23

Socio-demographic breakdown

Base: all respondents

QB9 From your point of view, what are the main problems of the black market in cigarettes? (MAX. 2 ANSWERS)
(%)

Answer	EU28 (%)	SE (%)
Encouraging smoking among young people by making cigarettes cheaper and easier to obtain	28	45
Gender		
Man	27	41
Woman	30	49
Age		
15-24	34	51
25-39	27	43
40-54	27	48
55+	28	42
Education (End of)		
15-	29	41
16-19	27	47
20+	28	42
Still studying	35	60

Socio-demographic breakdown

Base: all respondents