

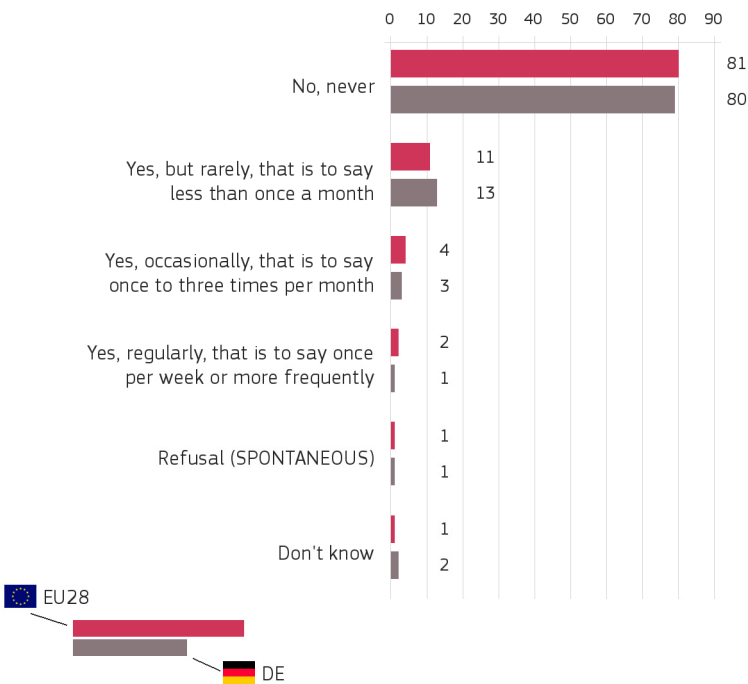
27.643 interviews
04 > 20 / 12 / 2018

1.526 interviews
04 > 19 / 12 / 2018

Methodology: face-to-face

1. PENETRATION OF CIGARETTES IN THE BLACK MARKET

QB3 Have you ever been offered black market cigarettes to buy or smoke? (%)



Base: all respondents

QB3 Have you ever been offered black market cigarettes to buy or smoke? (%)

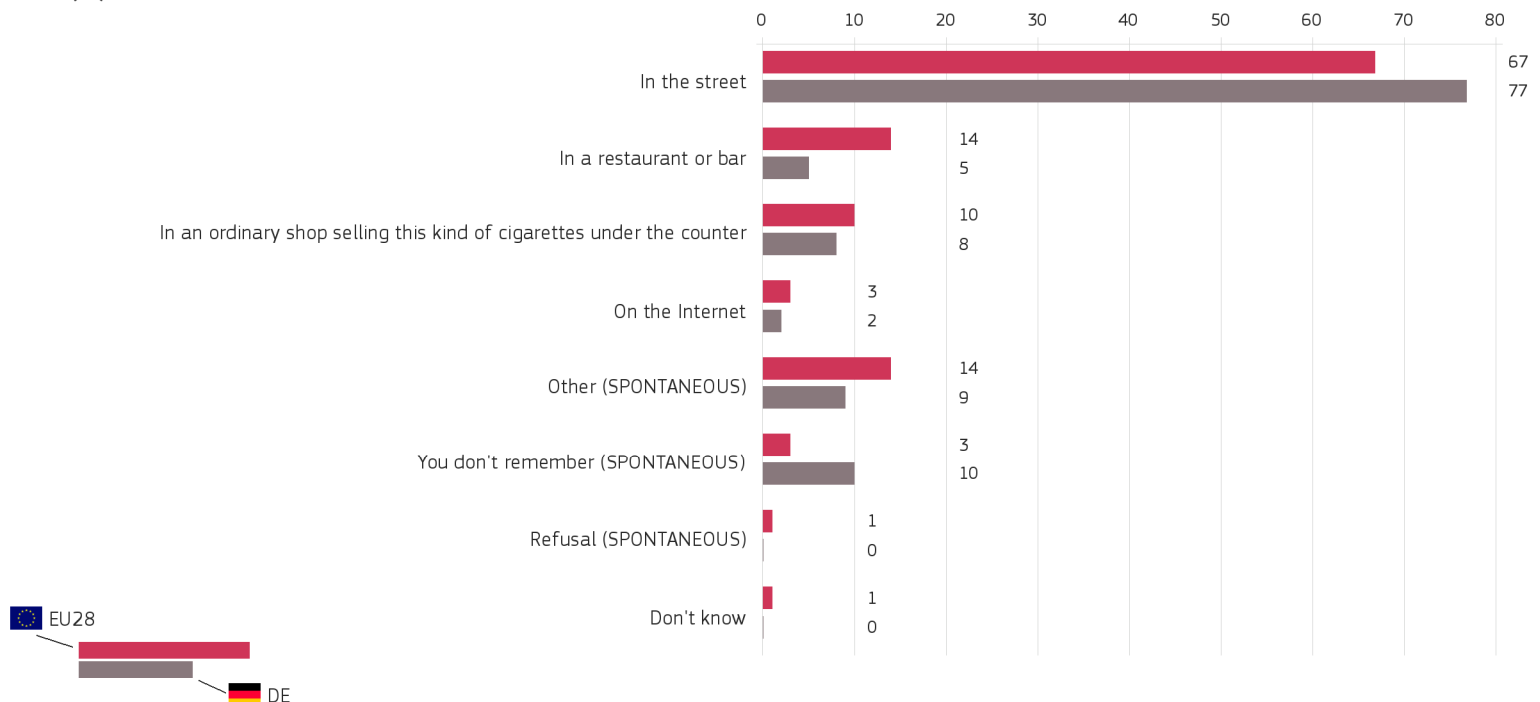
Answer: Total 'Yes'	EU28	DE
TOTAL	17	17
Gender		
Man	22	22
Woman	12	12
Age		
15-24	17	10
25-39	22	22
40-54	22	21
55+	11	14
Education (End of)		
15-	14	15
16-19	19	19
20+	17	17
Still studying	15	13

Socio-demographic breakdown

Base: all respondents

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

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



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

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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	DE
TOTAL	67	77
Gender		
Man	67	78
Woman	65	74
Age		
15-24	74	77
25-39	64	68
40-54	66	81
55+	66	80
Education (End of)		
15-	66	61
16-19	64	79
20+	69	87
Still studying	68	61

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)
(%)

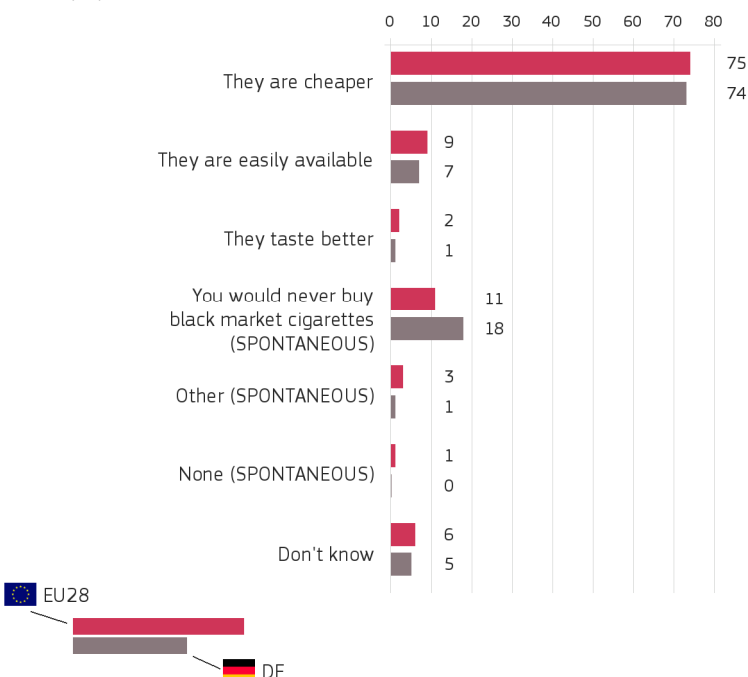
Answer: In a restaurant or bar	EU28	DE
TOTAL	14	5
Gender		
Man	16	5
Woman	11	5
Age		
15-24	16	13
25-39	12	6
40-54	15	4
55+	15	3
Education (End of)		
15-	18	5
16-19	13	4
20+	15	7
Still studying	12	6

Socio-demographic breakdown

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

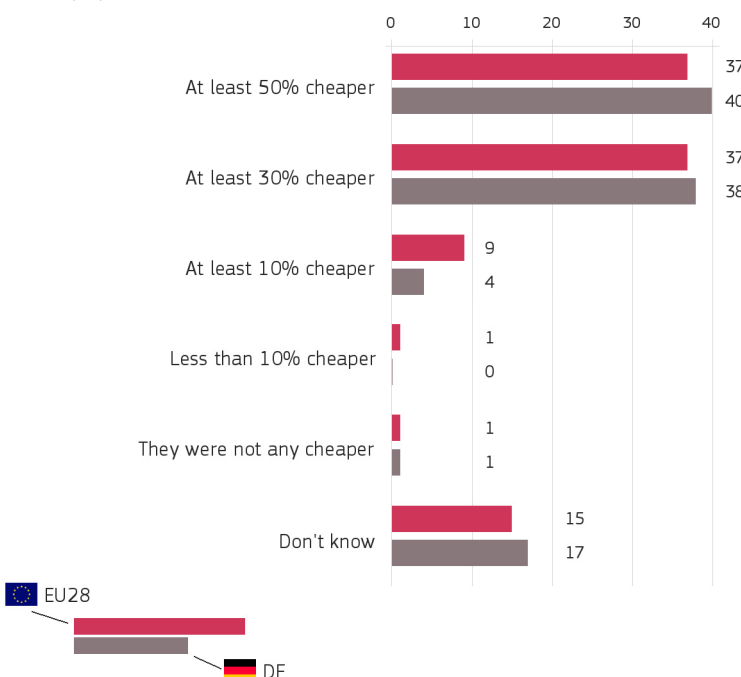
3. REASONS FOR SMOKING BLACK MARKET CIGARETTES

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

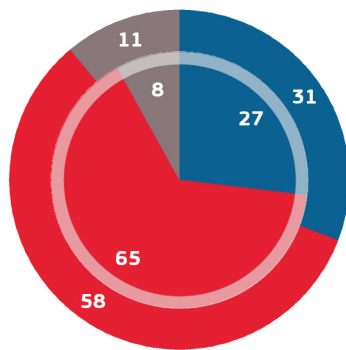
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Methodology: face-to-face

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 DE 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? (%)

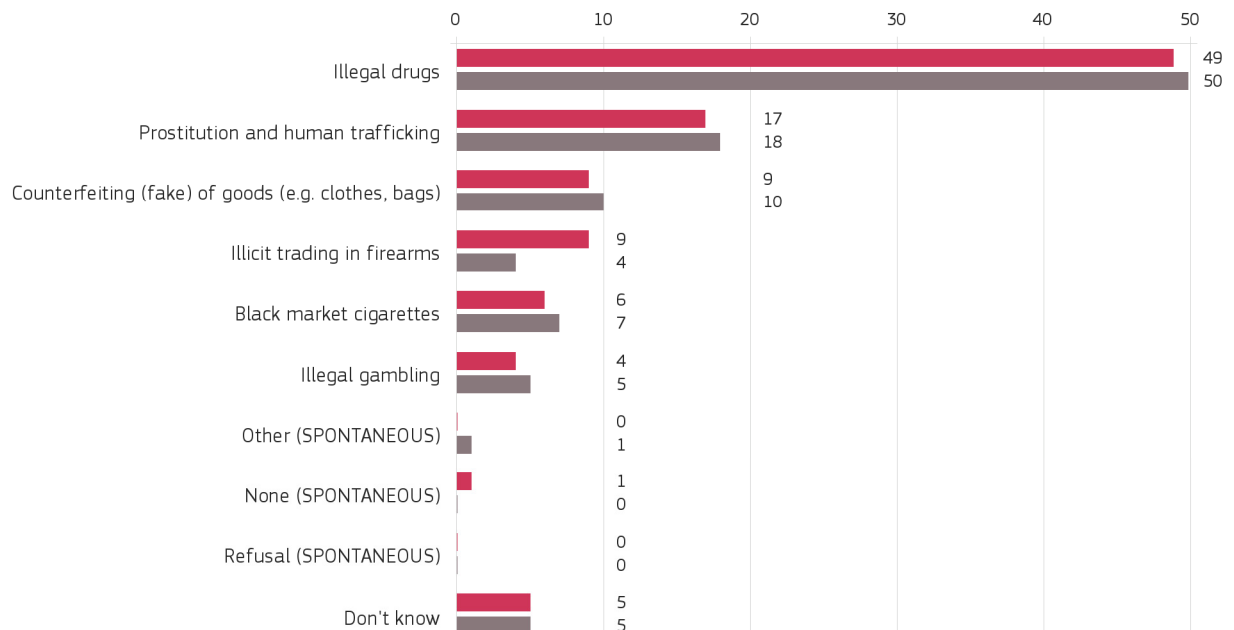
Answer: Total 'Confident'	EU28	DE
TOTAL	31	27
Gender		
Man	38	38
Woman	24	18
Age		
15-24	32	20
25-39	38	32
40-54	35	32
55+	24	25
Education (End of)		
15-	27	29
16-19	36	30
20+	29	25
Still studying	27	22

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

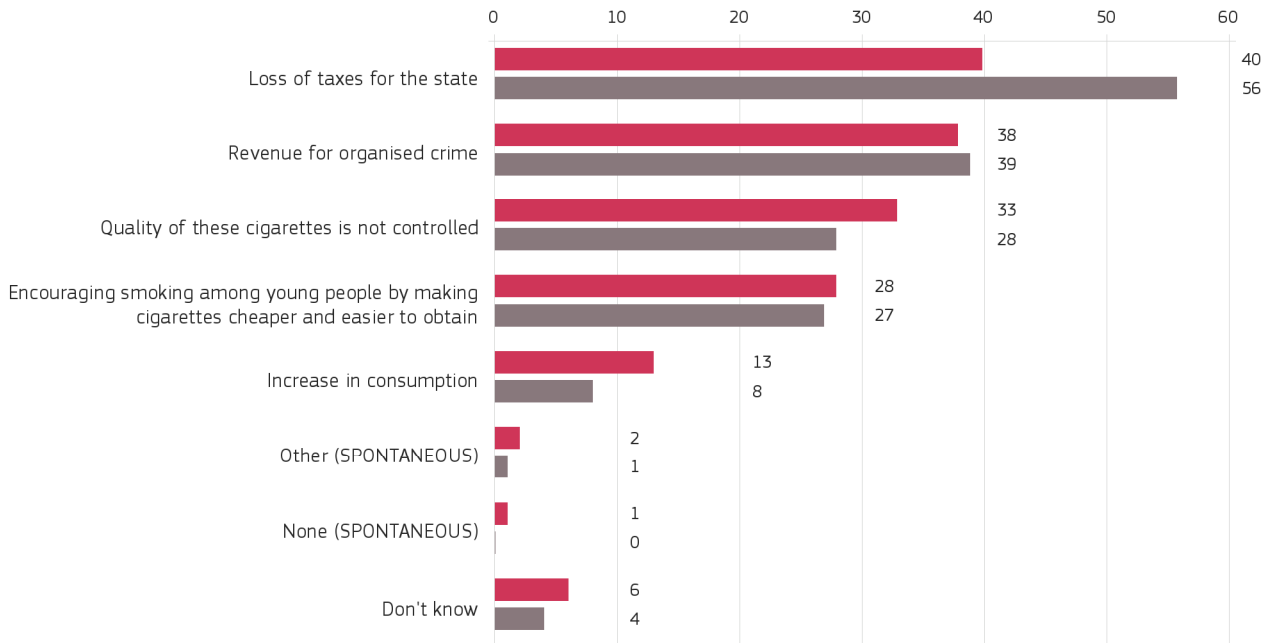
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Methodology: face-to-face

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 (%)	DE (%)
Loss of taxes for the state	40	56
Gender		
Man	44	60
Woman	37	52
Age		
15-24	29	34
25-39	41	56
40-54	43	57
55+	42	61
Education (End of)		
15-	41	61
16-19	42	59
20+	42	56
Still studying	28	29

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 (%)	DE (%)
Encouraging smoking among young people by making cigarettes cheaper and easier to obtain	28	27
Gender		
Man	27	23
Woman	30	31
Age		
15-24	34	40
25-39	27	27
40-54	27	23
55+	28	26
Education (End of)		
15-	29	32
16-19	27	25
20+	28	25
Still studying	35	32

Socio-demographic breakdown

Base: all respondents